

Introducing the commuting consumer

- outlining the new shopper archetype

Impulse buyers

- Advertising helps choose what food, drink and household products to buy: **+76%**
- Buy new products before most of friends: **+22%**
- Tempted to buy products seen advertised: **+14%**
- Tend to spend money without thinking: **+12%**
- Despite having a favourite brand, they will buy other brands when they're on special offer: **+10%**
- Sometimes treat themselves to something they don't need: **+9%**

Online and off-line shoppers

- Visit a major shopping centre at least once a month: **+31%**
- Visit a small shopping centre at least once a month: **+15%**
- **62%** of KBH regular commuters use their mobile for shopping against **23%** of UK adults
- **36%** of KBH regular commuters use their mobile for shopping on the train
- **24%** have bought something they saw advertised on the train, **28%** immediately

Prioritise quality over price

- Go for premium rather than standard goods and services: **+21%**
- Have expensive tastes: **+21%**
- Believe it's worth paying extra for quality goods: **+10%**
- Pay extra to personalise products to suit taste and style: **+10%**
- Product style and design are as important as product quality: **+10%**

Ethical purchasers

- Only buy from companies whose ethics they agree with: **+33%**
- Believe worth paying more for organic food: **+26%**
- Are prepared to spend more for environmentally-friendly products: **+26%**
- Are prepared to spend more for foods without artificial ingredients: **+20%**
- Only shop at supermarkets that sell quality fresh food: **+8%**

Convenience matters

- Downloaded a shopping / online retailer app onto their mobile: **+34%**
- Use smartphone for shopping: **+29%**
- Convenience often plays a part in purchase decisions: **+12%**
- Will switch shop if proves to be quick and more convenient to shop elsewhere: **+10%**
- Shop online as makes life easier: **+10%**

Sources: TGI Q2 2017, index against KBH region average; Dipsticks

Traincards persuade in-carriage shoppers to buy your products. Get in touch to find out more.

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