

Presentation by

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Centre for
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Connected by rail: a study of internet use on the train

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UWE
Bristol | University
of the
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Context

- Travel time use
 - Positive utility not a negative utility
 - Potential for productivity on the move
 - Individual experience of time
 - Stretched/compressed
 - Me time, time for, transition (Gift of travel time)
- How does technology change travel time use?
 - More/less productive
 - Better/worse experience
 - Expectations change over time

Continuously Connected Customer

- Collaborative project with Chiltern Railways
- Funded by RSSB – TOC15

Chiltern Railways

If you think our way, travel our way.



Twitter

- Similar socio-demographic group
- Similar journey purposes
- Slightly fewer regular travellers captured in Trial A1
- Weightings calculated by Wavelength based on CR customer satisfaction survey profiles

Survey insights: connecting

- Around 50% connect to the internet on the train
- Commuters more likely to use **Free WiFi** as data allowance increases
- Business travellers more likely to use **Mobile Data**
- Fewer 'leisure' travellers connect to the internet
- Most travellers connecting to the internet use a combination of Free WiFi and Mobile Data

Connected to WiFi by journey purpose

	Commuting				Business				Leisure			
	Baseline	A1	A2	Pp +/- BL - A2	Baseline	A1	A2	Pp +/- BL - A2	Baseline	A1	A2	Pp +/- BL - A2
	WT %	WT %	WT %		WT %	WT %	WT %		WT %	WT %	WT %	
Yes succeeded	54.3	56.9	60.6	6.3	62.7	61.2	57.4	-5.3	48.4	45.7	43.0	-5.4
Tried but failed	16.3	15.7	11.2	-5.1	15.1	7.2	10.3	-4.8	9.2	10.5	10.8	1.6
Not tried	24.1	19.8	24.5	0.4	18.8	26.8	26.3	7.5	37.1	39.0	39.6	2.5
No answer	5.2	7.6	3.7	-1.5	3.4	4.9	6.0	2.6	5.2	4.7	6.5	1.3

Connected to mobile data by journey purpose

	Commuting				Business				Leisure			
	Baseline	A1	A2	Pp +/- BL - A2	Baseline	A1	A2	Pp +/- BL - A2	Baseline	A1	A2	Pp +/- BL - A2
	WT %	WT %	WT %		WT %	WT %	WT %		WT %	WT %	WT %	
Yes succeeded	46.0	50.4	47.7	1.7	44.0	41.5	52.7	8.7	36.0	41.8	38.1	1.3
Tried but failed	11.8	6.7	7.4	-4.4	9.9	6.8	6.8	-3.1	6.4	7.3	5.4	-1.5
Not tried	18.1	15.9	21.3	3.2	20.3	28.1	21.1	0.8	33.3	31.6	34.4	0.2
No answer	24.1	27.0	23.6	-0.5	25.9	23.5	19.5	-6.4	24.4	19.3	22.1	-2.3

Survey insights: Travel Time Activities

- **Internet*** based activities and **non-internet**** based activities

- Nearly 50% internet browsing
- 40% work emails
- 30% personal emails
- Nearly 25% using social media

- 50% looking out the window
- 43% personal text/phone call
- 37% reading for leisure
- Around 35% working/studying

- Differences identified between survey waves:
 - More **business** travellers are **uploading/downloading documents**
 - More **commuters** were checking or sending **work emails**, downloading/live-streaming **music**, and seeking **travel information**
 - Fewer travellers doing **paper-based** activities such as **reading books** and **writing/studying**

* % of only those connected to internet

** % of all respondents

Survey insights: Value of travel time

- Little difference in aggregate valuations of travel time
- However, increases in business travellers and commuters reporting their time as 'very worthwhile'

Value of travel time by journey purpose

	Commuting				Business				Leisure			
	Baseline	A1	A2	Pp +/-	Baseline	A1	A2	Pp +/-	Baseline	A1	A2	Pp +/-
	WT %	WT %	WT %	BL - A2	WT %	WT %	WT %	BL - A2	WT %	WT %	WT %	BL - A2
I made very worthwhile use of my time on this train today	33.8	45.6	40.6	6.8	45.7	51.5	50.7	5.0	32.5	31.3	29.7	-2.8
I made some use of my time on this train today	61.0	47.9	53.0	-8.0	50.0	46.6	48.7	-1.3	54.1	58.7	51.2	-2.9
My time spent on this train today is wasted time	4.2	5.9	6.0	1.8	3.4	1.7	0.6	-2.8	6.5	7.1	7.9	1.4
No answer	1.0	0.5	0.4	-0.6	0.9	0.2	0.0	-0.9	7.0	2.9	11.2	4.2

Interview Insights: Time tropes

- Working time
 - Avoiding lost time
- Catching up time
 - Managing workload
- Social time
 - Keeping in touch online
- Passing time
 - Avoiding boredom
- Thinking time
 - Opportunity for creativity
- Relaxation time
 - Time off & unwinding

Interview Insights: Working & catching up time

- Being connected is essential for work & catching up
 - Work time = productivity
 - Personal time = flexibility

“It is important for me to **get work done** while I travel. It would be **lost time** otherwise and really quite frustrating...”. (Anne, business traveller)

“It is **very important**. Because I am freelance it means I can get bits of work done even on social and leisure journeys so that is time I don’t have to spend working at home”. (Edward, leisure traveller)

“To me it is working time and I use it to prepare for the day and to do things that I don’t have to waste time doing when I get to work – checking emails and responding to the more bog standard things that one has to do. On the way home I often check the emails that came through that I didn’t get a chance to read during the day.” (Harry, commuter traveller)

Interview Insights: Relaxation and social time

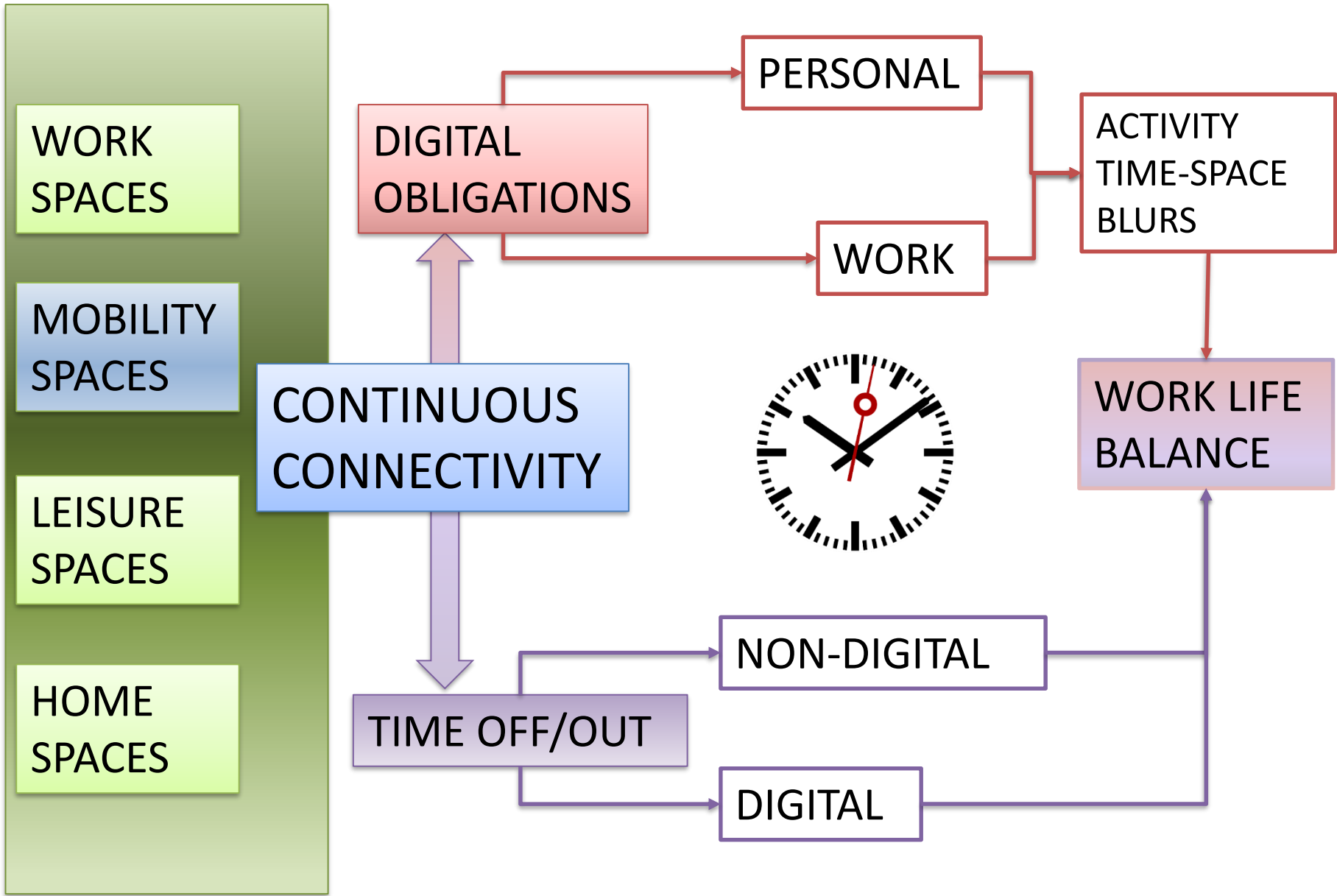
- Being connected facilitates new forms of relaxation and sociability
 - Online entertainment
 - Social media status updates

“Just staying in touch is extremely valuable and necessary. Arrangements change and I am often meeting up with a few people so we have to be able to WhatsApp and message.” (Heidi, leisure traveller)

“I enjoy it! It’s time to myself. I look at my bank account online. I send emails and check through receipts and bank slips. Sometimes I read the Metro newspaper and sometimes I do puzzles.” (Isabelle, commuter traveller)

Summary of key findings

- Continuous digital connectivity enabling
 - Productive travel time
 - Managing time (work over spill)
 - Digital relaxation
- WiFi v. 4G
 - Regular travellers incorporate WiFi
 - Business 4G preference, WiFi backup
- Digital activities diverse
 - Business travellers most likely to work



Any questions?

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