

I came by train

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Travel and the planet

Citizen insights and trends 2023

The key challenges and opportunities around shifting feelings towards greener travel habits. Based on research conducted with GlobeScan, an independent insights and advisory consultancy.

The goal

A **30% increase** in rail travel is needed by **2035** to stay on track to hit The Climate Change Committee's 2050 **net zero goals***.

Simply put, we need to **inspire and motivate more people** to choose rail if we're going to meet this.

* The UK Climate Change Committee's Sixth Carbon Budget, Surface Sector policy report lays out the need for a 58% increase in passenger rail by 2050, vs a 2019 baseline year. Modelled as a linear increase, as per recommendations, this equates to a 30% increase by 2035.

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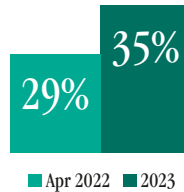
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The challenges

Our research revealed **four key challenges** we need to address to **inspire** habit change.

1

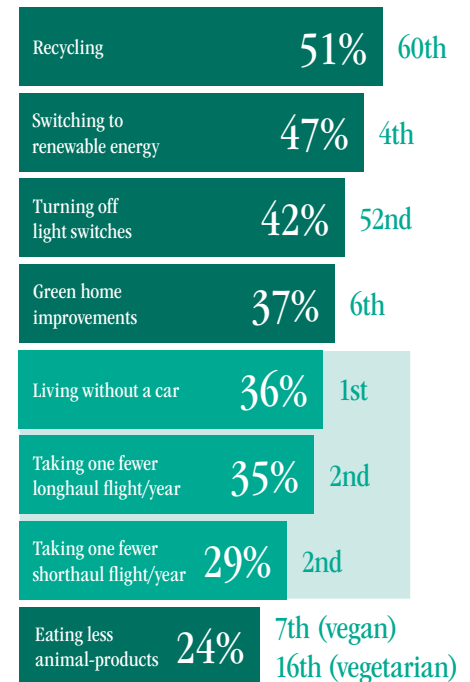
2/3 of people want to make **greener choices**. But many **feel less able to make a difference** than a year ago.



4

Changing the way you travel is **under-appreciated** as the biggest way to reduce your carbon footprint.

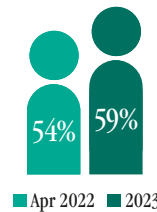
We asked people what they thought was the best way to reduce their carbon footprint. The results show how many people thought each action was in the top 3 vs their actual impact* on the right.



*Source for actual impacts: Ivanova et al, 2020. Quantifying the potential for climate change mitigation of consumption.

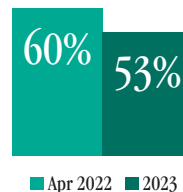
2

There is an **uptick** in people **expecting companies**, more than consumers, to take **responsibility for reducing their environmental impact**.



3

The impact of strikes and the cost of living crisis is affecting **people's love for rail**.



Survey of 2,500 UK adults in April 2022, December 2022 and July 2023. The final sample of respondents was weighted to be nationally representative of the UK general population (UK adults aged 18+) as per the latest available census data.

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The opportunities

We've identified **five key areas** with the biggest opportunities for **positive change**.

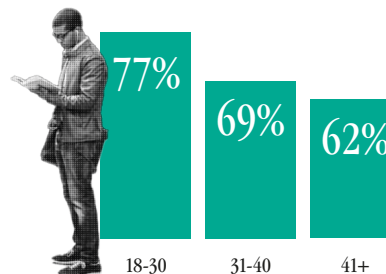
1

Because **people feel less and less** that their individual actions can make a difference, we have a **huge opportunity** to show the **impact even one journey switch** can have.



2

18-30s are the **keenest** to make sustainable changes, so we **need to educate** and **empower** them.



Do you want to make greener choices?

3

31-40s need **their faith in rail rebuilt** far more than other groups.



Do you love travelling by train?

Would you be proud to switch?
*Among those interested in taking the train.

■ Apr 2022 ■ 2023

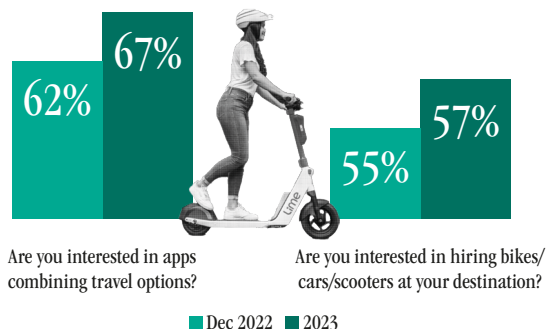
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The opportunities

4

There is a **growing demand** for joined up solutions to make **choosing** sustainable travel easier.



58% of people have considered **switching to train** to reduce their carbon footprint.

If we could nudge them all to swap a **200 mile** journey each year, we'd reach a **third of the 2035 30%** goal.

5

When **people are shown** that the train is faster and cheaper than driving, they **want to switch**.



And we'd reduce the UK's CO2e emissions by 4.5 million metric tonnes!

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Rail: cheaper, faster, greener

There are **thousands of train journeys across the UK** that are actually cheaper, faster and greener than driving. We've identified them all. And they're called **Super Routes**.

It's our **responsibility as information providers to educate travellers** on more affordable, more convenient and more environmentally friendly options so they can make better informed choices.



Cheaper

7,380 UK train routes are cheaper than driving



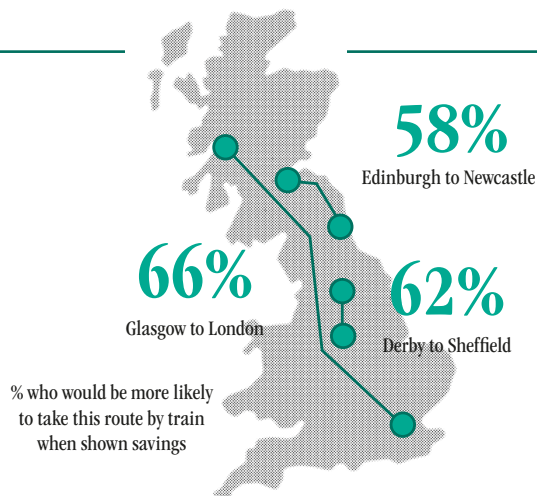
Faster

7,255 UK train routes are faster than driving



Greener

Taking the train is **67% less polluting** than driving a petrol car



There is a significant uptick in consideration of train when people see the time, money and carbon saving of Super Routes.

For more information on Super Routes and the maths behind it all, please visit <https://www.thetrainline.com/trains/great-britain/super-routes>

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Together we can

Based on the opportunities and challenges, there are five collective actions we can focus on.

1

Show rail travel as a high impact, easy solution to reducing carbon footprint.

4

Explore end-to-end solutions that improve ease and convenience.

2

Empower people by signposting Super Routes that are cheaper, faster and greener than driving.

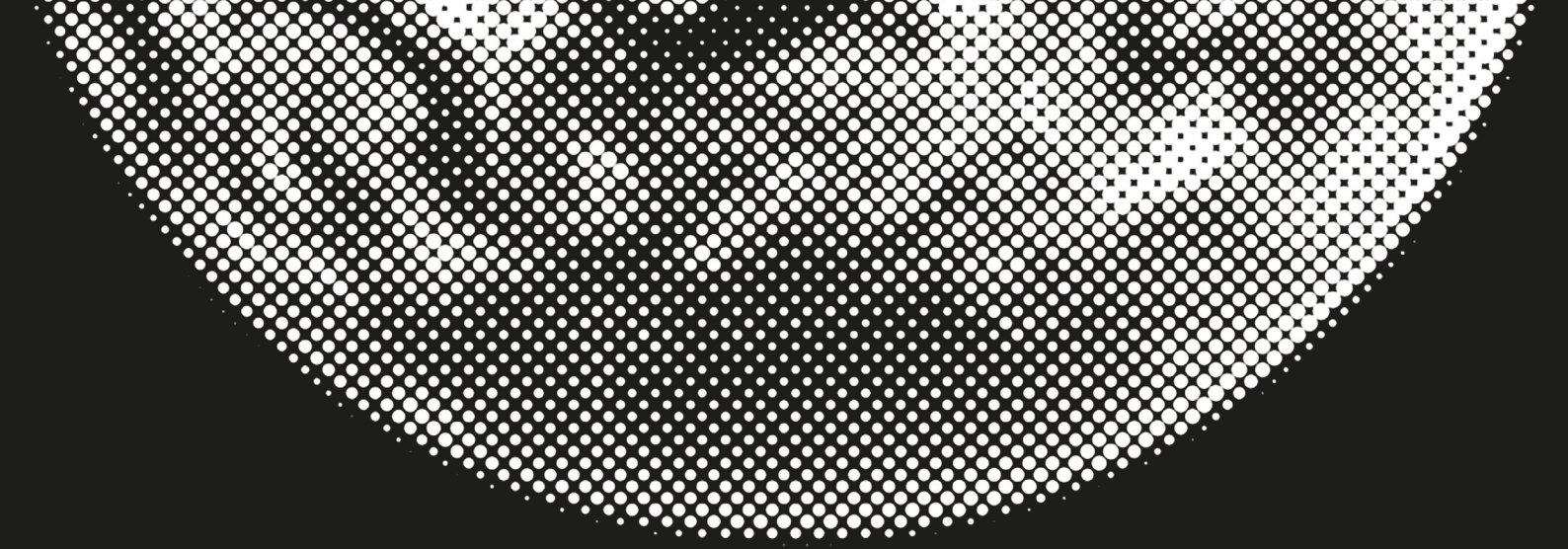
5

Push for more government incentives and business action to increase the appeal of rail.

3

Focus on positive messaging to increase love and pride in rail travel, especially with the under 40s.





Get in touch

I came by train is bringing together a coalition of corporates, industry, policy makers, NGOs and community groups to accelerate change.

To find out how to get involved,
email icamebytrain@trainline.com

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