

AMERICA COMMUTES

OK AMERICA, THERE ARE
128.3 →
MILLION COMMUTERS IN THE U.S.

AND TOGETHER WE ARE MAKING
51.3 →
BILLION TRIPS TO & FROM WORK EVERY YEAR

WITH AN AVERAGE DAILY COMMUTE OF
25.5
MINUTES ONE WAY



HOW DO WE TRAVEL?



DRIVE ALONE: 79.9%



CARPOOL: 10.1%



OTHER MEANS: 4.8%

PUBLIC TRANSPORTATION: 5.3%



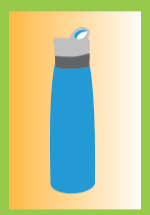
OTHER PUBLIC TRANSIT: 2.9%



RAILROAD: 2.4%

WHAT DO WE DRINK?

COLD & HOT



WATER: 5%
ICED COFFEES & TEAS: 1.9%
OTHER COLD BEVERAGES: 1.9%

9% CHOOSE COLD BEVERAGES



91% CHOOSE HOT BEVERAGES

COFFEE: 78.8%
HOT TEA: 10.9%
OTHER HOT: 1.6%

OUR DREAM TRAVEL MUG IS
LEAK PROOF.

WE ALSO WANT...

larger
17.7%

Keeps drinks
hot longer
24.2%

dishwasher
safe
37.6%

MEGA COMMUTES

THERE ARE
586,805
MEGA COMMUTERS IN THE U.S.
(90 MINUTES OR MORE &/OR 50+ MILES)

MEET THE AVERAGE MEGA COMMUTER

FEMALE: 24.6%

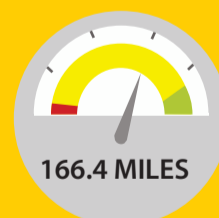
MALE: 75.4%

- ✓ OLDER
- ✓ MARRIED
- ✓ SPOUSE DOESN'T WORK

\$100,000+



HIS AVERAGE MEGA COMMUTE :



MEGA COMMUTING ACROSS THE STATES

New York has the highest rate of mega commutes by **16.2%**

27.4% of Washington D.C. workers travel 60 minutes or longer to get to work

HOLLYWOOD

Nearly **12%** of workers ages 16+ in L.A. County commute 60 minutes or more

COMMUTING TIPS

BRING HEALTHY SNACKS



CHOOSE REUSABLE, TRAVEL-FRIENDLY MUGS

BRING NECK PILLOW FOR EXTRA SUPPORT



UNWIND WITH MUSIC

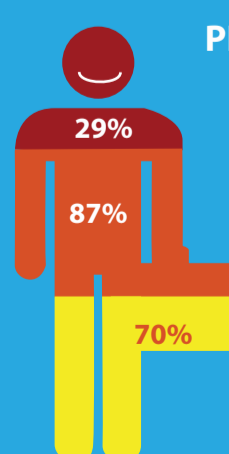
MAXIMIZE MINUTES TO GET MORE DONE

CATCH UP ON REST

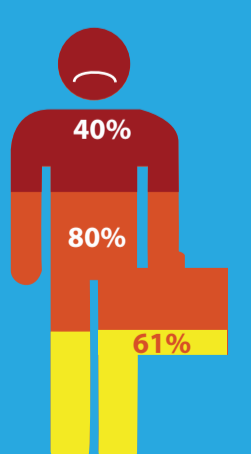


COMMUTING & HAPPINESS

PERCENTAGE OF COMMUTERS WHO REPORT FEELING:



20 MINUTE COMMUTER



MEGA COMMUTER



BIKING AND WALKING

Contribute more to satisfaction than driving and public transit.



SOURCES INCLUDE:

McKenzie, Brian. "Out-of-State and Long Commutes.2011," U.S. Census Bureau's American Community Survey (ACS), Feb. 2013.

National Household Travel Survey - 2011; 2012

Contigo 2013 Customer Commuter Survey
US Census Bureau 2012

Chen, Bingin. "Study of Interregional Long-Distance Commuting Using NHTS data," National Household Travel Survey, June 2011 - Dec. 2012, Last Updated June 2012

Contigo 2011 & 2012 General Customer Surveys

Happiness and Satisfaction with Work Commute, Social Indicators Research, Journal for Quality-of-Life Measurement, 2012

Gallup-Healthways Well-Being Index, July 2009-2010