
COMMUTERS EXPECT MORE FROM THEIR JOURNEY

- 82 percent of commuters in London and 79 percent of commuters in New York use travel-related apps to plan their commute more efficiently
- Commuters who use smartphones perceive the public transport industry to be lagging behind and have high expectations for seamless connectivity
- “Always on” connectivity is the most appealing concept for commuters in London, New York, São Paulo and Shanghai

Ericsson (NASDAQ:ERIC) today published its latest report from Ericsson ConsumerLab, entitled “Commuters Expect More.”

The report captures the findings from a research project undertaken by Ericsson ConsumerLab to understand the commuter experience while using public transport and personal vehicles in four key cities around the world – London, New York, São Paulo and Shanghai.

Commuting time is generally perceived as dull and unproductive. This study explores attitudes of commuters towards the efficiency of Information and Communications Technology (ICT) coverage within the network.

Radhika Jade, Senior Researcher at Ericsson ConsumerLab, says: “Globally, on a weekly basis, consumers spend 20 percent more time commuting than on pleasurable activities such as socializing. They perceive connectivity to be a basic requirement when commuting – but this requirement is not being met by transport providers universally. Static and disparate information, old ticketing systems and inefficient crowd management are all factors contributing to dissatisfaction among commuters.”

The report also captures expectations and satisfaction levels with ICT coverage in all forms of public and private transport forms, including buses, subways, cabs and private vehicles. The study shows that 82 percent of commuters in London and 79 percent of commuters in New York use travel-related apps to plan their commute more efficiently.

The study also finds that commuters who use their smartphones nearly everywhere feel that they are at the spearhead of technology, but the transport industry itself is lagging behind in adapting to the changes.

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"Commuters want up-to-date travel information," Jade says. "They're asking for Always-on connectivity and more personalized apps to help them plan and pay for their journeys more easily, and make that time in transit more productive."

NOTES TO EDITORS

Read the full report here: [Commuters expect more](#)

About Ericsson ConsumerLab

[Ericsson ConsumerLab](#) gains its knowledge through a global research program based on interviews with 100,000 individuals each year, in more than 40 countries and 15 megacities – statistically representing the views of 1.1 billion people. Both quantitative and qualitative methods are used and hundreds of hours are spent with consumers from different cultures.

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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