

CAPTIVATE
OFFICE PULSE

Commuter Insights

CAPTIVATE



A pulse on **OUR AUDIENCE**

Office Pulse gives marketers exclusive insights on workplace behaviors and ad campaign measurement through a proprietary panel of business professionals, managed by third-party research platform Alida.

The Office Pulse panel of more than 6,000 influential consumers and business decision makers spans our coveted audience of C-level executives, millennials, small business owners, working parents & affluent college grads.

Data driven and research-backed.

Explore More

Captive.com/Office-Pulse



SCAN ME

CAPTIVATE

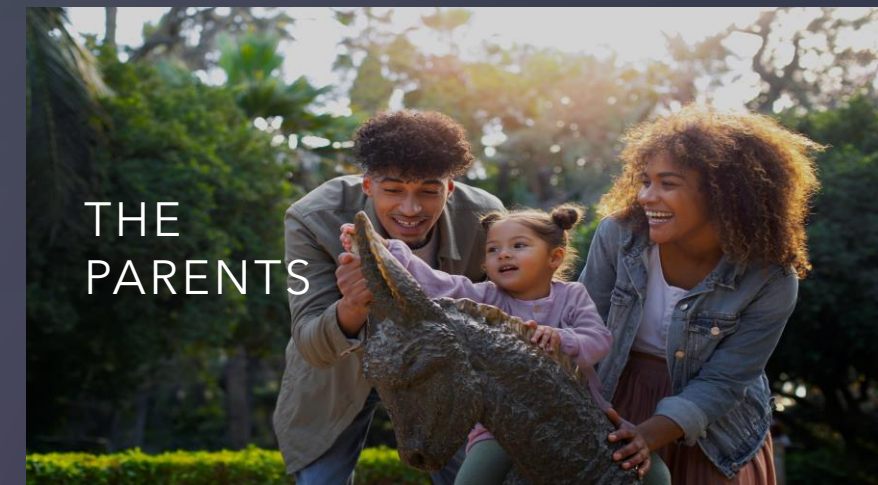
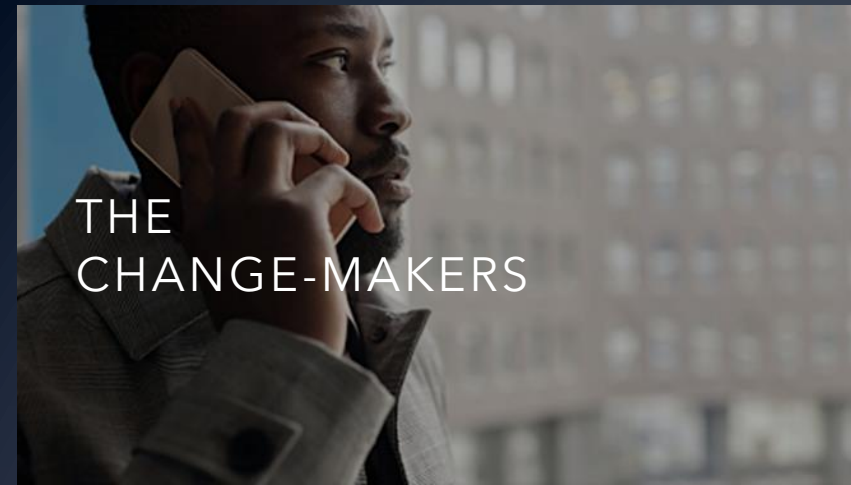


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1 | A pulse on **COMMUTING**

With return to office in full swing, professionals are spending numerous hours a week commuting to work. 40% of professionals spend between 20 minutes and 45 minutes commuting to the office. Nearly half spend 45+ minutes commuting to the office.

For hybrid professionals, that can mean spending between **2 hours and 6 hours commuting weekly**.

Public transportation is the primary method of getting to the office with more than 1 in 2 professionals (55%) commuting via public transportation. And while the seasons may change, commuting patterns do not for most professionals. 86% do not change their commute, meaning 9 in 10 with steady seasonal commutes can spend up to 90 minutes getting to work.

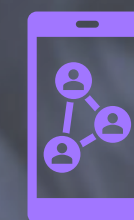
2 | Distracted **COMMUTERS**

Whether it's the dog days of summer or the chill of winter, grabbing commuters' attention can be tricky. Professionals are increasingly distracted during their commute making it difficult for marketers to break through the clutter.

Nearly half (45%) of professionals rarely pay attention to the advertisements they see while another 12% never pay attention. 3 in 10 professionals view ads they see on their commute as irrelevant to their personal needs.



62% Stream
Music/Podcast/Radio



33% Browse
Social Media



30% Play
Games or Talk on Phone

3 | Inattentive **DECISION MAKERS**

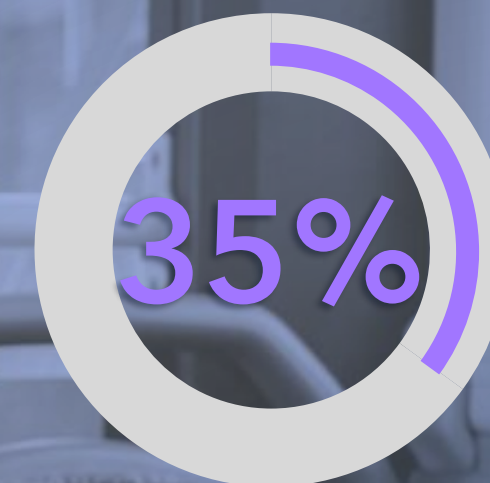
Business Decision Makers spend a lot of time outside of the home. In Q1 2024, 30% report being in the office at least 3 days/week with another 1 in 4 in-office 5 days/week.

More than half (53%) commute to work using public transit with nearly 2 in 3 spending up to 45 minutes commuting. Nearly 2 in 3 (62%) stream music/podcasts/radio, 22% browse social media, while 15% do work.

Transit & OOH advertising are common B2B marketing vehicles. While they achieve strong impression delivery, they can also be cluttered & targeting distracted audiences. B2B marketers should also explore captive, low clutter, high SOV environments that engage decision makers.

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Source: Alida; Base = US+Canada, Commuting: Q2 2023, In-Office Presence: Q1 2024



View ads they see on their commute as **irrelevant for their business needs**

CAPTIVATE

Influence the Influential

Premier video network to access & impact high value audiences where they work and live.

We foster powerful connections between brands and decision-makers in captive environments where and times when B2B & B2C purchase decisions are being made



**100%
VIEWABLE**



**FRAUD
FREE**



**BRAND
SAFE**



**100%
ACCURATE LOCATION**

