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Commuter Code of Conduct

with tips from William Hanson

Britain has long had a reputation for polite restraint, but new research suggests the daily commute is pushing that civility to its limits. What's causing the suppressed frustration? Food mostly. Yfood's latest findings exposes the habits, 'icks' and the unspoken etiquette shaping the nation's daily journey to work.

To help commuters stay on the right side of public transport etiquette, yfood has partnered with etiquette expert William Hanson, to help people navigate the commute whilst avoiding giving fellow travellers the ick. William shares his top tips for navigating the unspoken rules of travelling, and avoiding the side-eyes, heavy sighs and silent judgement from fellow passengers.

the state of the commute.

For many Brits, the daily commute is an experience filled with silent rules, subtle side-eyes and the occasional carriage-wide sigh. Keeping the noise to a minimum, respecting personal space and not leaving the evidence of your breakfast pastry on the seats are part of the unwritten code of conduct on public transport, and when someone breaks it, it rarely goes unnoticed.



47%

of Brits commute to work via public transport



54%

feel annoyed on their commute



93%

say unspoken etiquette on public transport is important

Be kind, not loud.

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yfood hot take: Commuting shouldn't be a chore or something to dread, the morning commute should help you ease into your day with some time for yourself – not start you off on the wrong footing.

William's Commuter Code tip: The morning journey is best used as a way to set your entire day up the right way. This could be by sipping a delicious beverage - yfood is my choice of course - reading a bestseller, listening to some relaxing music or simply staring thoughtfully out of the window, contemplating what you need to achieve for the day. After all, a calm commuter is a courteous commuter.

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top commuter icks.

From full-volume phone calls to abandoned coffee cups and passengers sprawling across seats, we have uncovered the things that are giving people the ick on the commute.



Loud calls, music or conversations

42%



Body odour

34%



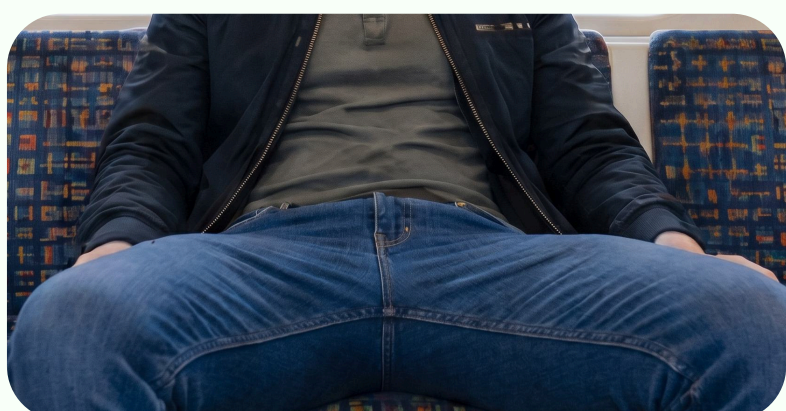
Bags / feet on seats

28%



Rubbish left behind

27%

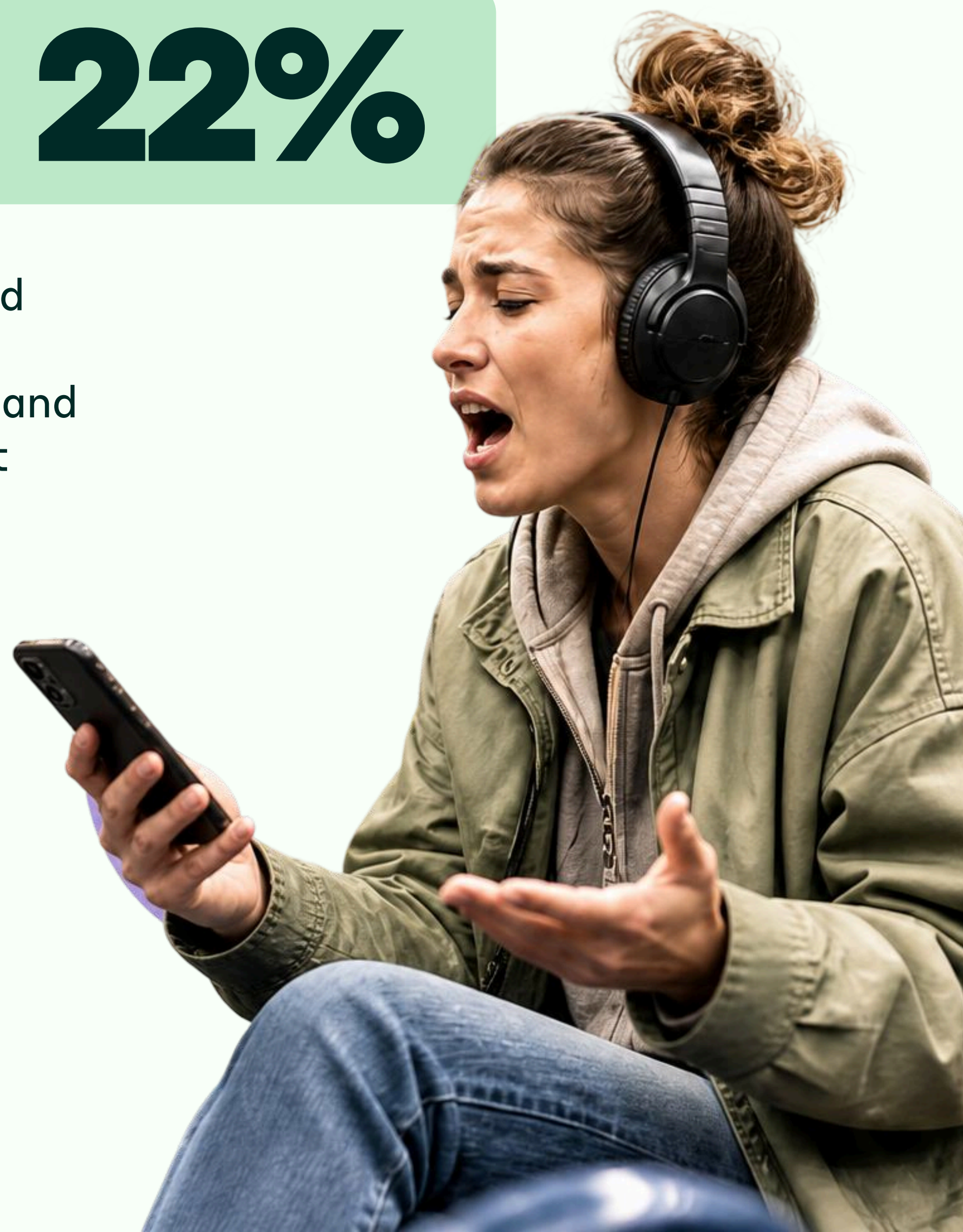


Taking up too much space

22%

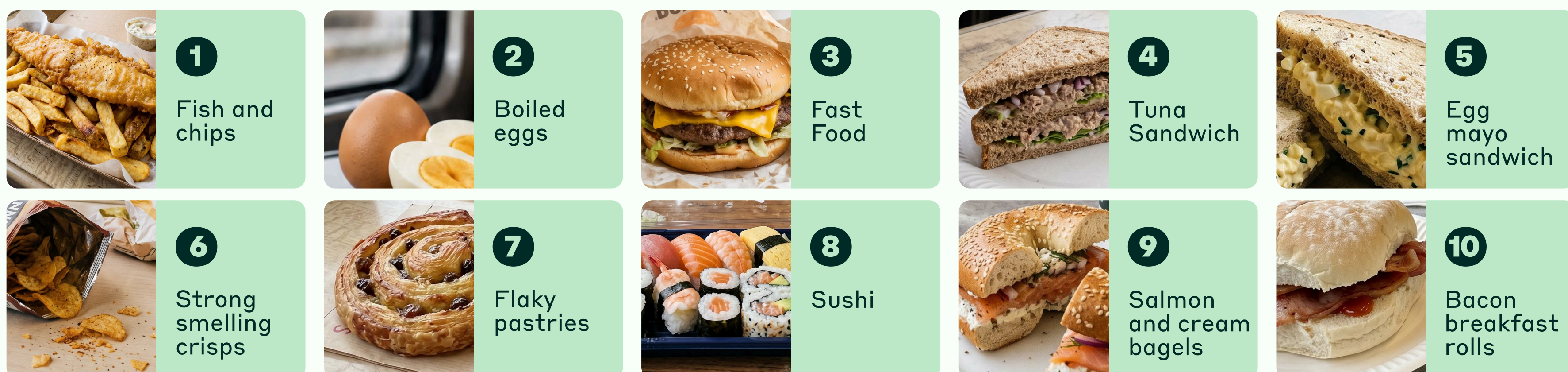
yfood hot take: What annoys you about others? Would someone else be thinking the same thing about you? Consider a mirror in front of you when you commute, and make sure your own behaviour wouldn't upset you if it were reversed.

William's Commuter Code tip: Master the art of taking up exactly one person's worth of space. Your seat is yours to enjoy, but your bag, elbows and knees needn't embark on the journey as separate passengers.



food that gives passengers the ick.

Eating on the go is proving to be a commuter ick for Brits. Nearly one in five commuters (18%) are irritated by strong-smelling meals, while 13% are driven to distraction by loud eaters. Here are some of the foods that are causing the biggest stink on public transport...

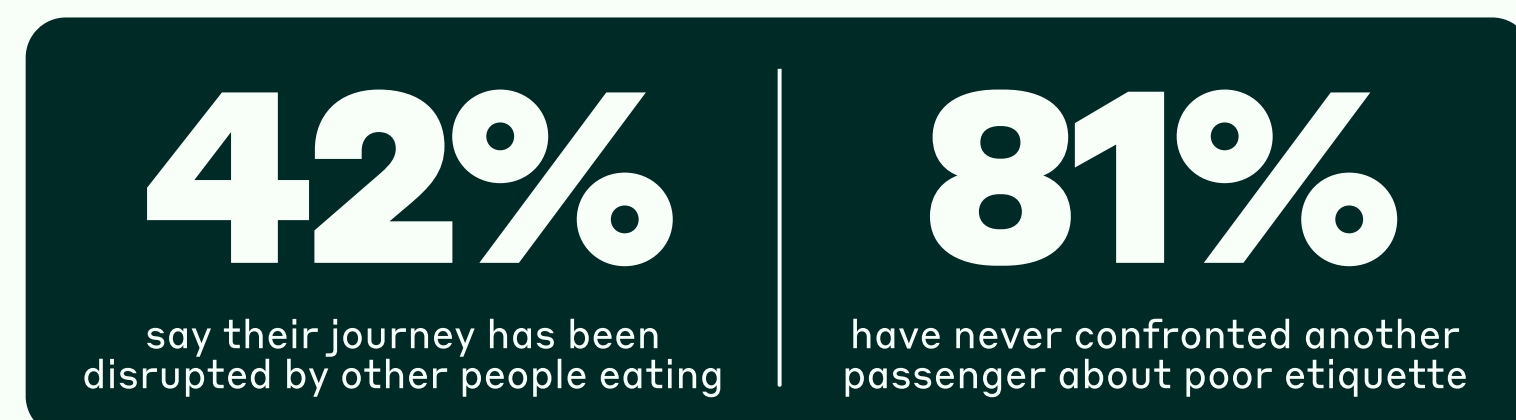


yfood hot take: Commuters are caught in an impossible position – time poor but hungry in the morning and anxious about how eating on the go comes across to those around them. Eggs may be a healthy, high protein choice when at home, but on the commute, they are less than ideal. yfood bridges that gap by providing 30g of protein (the equivalent of five eggs) for a breakfast that's delicious, easy to drink on the go and guaranteed not to bother the people sitting next to you.

William's Commuter Code tip: Aim for sustenance, not a statement. The finest commuter breakfasts are quietly efficient: satisfying, tasty, convenient and entirely inconspicuous to those around you. In matters of breakfast etiquette, subtlety is a virtue. Leave the eggs at home, please.

see it, say it, sorted?

Picture this: you've finally found a seat on a packed train, only for the smell of someone's hot breakfast to drift across the carriage moments later. From noisy snacking to overpowering food smells, other passengers' eating habits are proving to be a major source of commuter frustration. William Hanson, etiquette expert weighs in...



yfood hot take: This travelling tension is a symptom of a wider cultural reluctance to address poor behaviour publicly. Public transport has always operated on unspoken social rules, and the British tendency is to observe those rules being broken in total silence. The result is journeys that are far more stressful than they need to be. That's why I've worked with yfood to try and help people to elevate the commuter experience, for themselves and their fellow passengers.

William's Commuter Code tip: The finest form of commuter etiquette is being mindful of one's own behaviour. The smoothest journeys are not those where passengers politely endure poor behaviour, but those where no one gives others a reason to intervene in the first place. A little consideration spares the carriage from developing the ick.

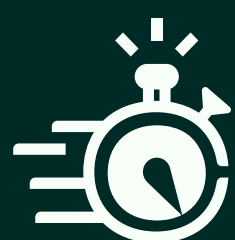
the morning time crunch.

Despite Brits' aversions to other people eating on the go, the data also highlights a commuter breakfast dilemma—needing to eat breakfast on busy mornings while trying not to become someone else's public transport ick.

31%

think a ready to drink breakfast could save them 5-15 minutes every morning.

That's an average time saving of **8.5 minutes per morning** which equates to **42.5 minutes saved per week** for someone who travels in 5 days



yfood hot take: Commuters are more time poor than ever, and when mornings get busy, breakfast is often the thing that suffers. Coffee often becomes the default, delivering the caffeine hit they need but without the nutrients needed to properly fuel the commute. yfood's Cold Brew Coffee is designed to fill that gap, delivering caffeine and a complete breakfast in one convenient, ready to drink bottle, built for modern commuter life.

William's Commuter Code tip: Treat coffee as a companion, not the main event. While caffeine can do wonders for one's outlook on life, it is not, regrettably, a substitute for actual sustenance. A good coffee can make even the most crowded commute feel slightly more civilised, but the most seasoned commuters know that arriving energised is one thing; arriving properly fuelled is quite another.

a smarter way to start your mornings.

yfood is a smarter breakfast solution that offers a tasty yet convenient solution to help fuel busy mornings without becoming someone else's commuter ick. Each bottle is designed as one complete meal at 500 calories, containing 30g protein, 8.4g fibre and 26 vitamins and minerals. The range includes delicious flavours such as Classic Choco, Happy Banana, Smooth Vanilla, Cold Brew Coffee (with 100mg of caffeine), and Fresh Berry and is designed to keep you full for 3 to 5 hours, making it a perfect option for breakfast on the go, busy mornings, or when there's no time to prep a meal.



For more information, questions about the research, interview requests, imagery or product samples, please contact:

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