A tool for understanding an area in terms of the local population’s receptiveness to smarter choices measures.

Smarter TravelStyle is a bespoke geodemographic classification tool developed to help plan and implement Smarter Choices or travel behaviour change projects. We have, for example, used it to help identify the most suitable neighbourhoods for undertaking personalised travel planning (PTP), providing car club cars, investing in cycling infrastructure and promoting electric vehicles.

**Mosaic**
Smarter TravelStyle is based on the Mosaic system which classifies postcodes into 67 types. Mosaic has been developed by Experian, the UK’s largest owner of consumer data. Over 400 variables were used to build the classification, around half from the 2001 Census.

There are nine segments within Smarter TravelStyle (see the pie chart below), each with its own characteristics, attitudes, and propensity to respond to different measures and policies.

An overview of key demographic traits for each segment is provided below.

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**Smarter TravelStyle Segments: typical traits**

- **CAREER ORIENTATED**
  - High income "BC1"
  - 18-40
  - Flat
  - 0 or 1 car

- **METROPOLITAN SUCCESS**
  - Very high income "ABC1"
  - 25-45
  - Flat or apartment
  - 0 car
  - High non-white

- **AFFlUENT PROFESSIONALS**
  - Very high income "AB"
  - 45+
  - Detached house
  - 2+ cars

- **SUBURBAN FAMILIES**
  - Average income "BC1C2"
  - 35-55
  - children
  - Semi-detached house
  - 1 or 2 cars

- **VILLAGE LIFE**
  - High income "AB"
  - 45+
  - Detached house
  - 2+ cars
  - White British

- **INDEPENDENT ELDERS**
  - Very low income "E"
  - 65+
  - no children
  - Bungalow
  - 1 car

- **URBAN CHALLENGE**
  - Low income "C2D"
  - 18-40
  - Flat
  - 0 car
  - High non-white

- **TRADITIONAL VALUES**
  - Low income "C2D"
  - 45+
  - 1 or 2 cars
  - White British

- **STATE SUPPORT**
  - Very low income "DE"
  - 50+
  - Terrace
  - 0 car

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Source: Steer Davies Gleave
**Smarter TravelStyle area profiling and mapping**

Every Postcode in the UK has been allocated to one of the segments: on average a Postcode has 15 addresses. This means it is possible to profile almost any area, including a town, neighbourhood, or transport service catchment area. This is illustrated in the map below which shows a profile of Cheltenham: each Postcode is colour coded depending on the Smarter TravelStyle segment.

**Smarter TravelStyle updates**

Each segment has a different level of responsiveness to policies and measures including Personalised Travel Planning (PTP). The relative PTP participation rate and level of car use reduction as a result of PTP is illustrated below, based on actual experience from recent projects.