

Smarter TravelStyle 2.0

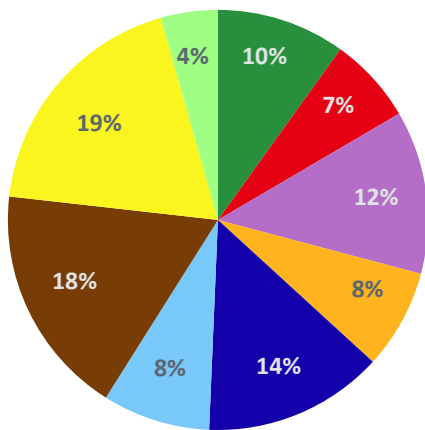
A tool for understanding an area in terms of the local population’s receptiveness to smarter choices measures.

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 segments is provided below.



Segment Shares of GB Population

<p>CAREER ORIENTATED High income "BC1" 18-40 Flat 0 or 1 car</p>	<p>METROPOLITAN SUCCESS Very high income "ABC1" 25-45 Flat or apartment 0 car High non-white</p>	<p>AFFLUENT PROFESSIONALS Very high income "AB" 45+ Detached house 2+ cars</p>
<p>SUBURBAN FAMILIES Average income "BC1C2" 35-55 children Semi-detached house 1 or 2 cars</p>	<p>VILLAGE LIFE High income "AB" 45+ Detached house 2+cars White British</p>	<p>INDEPENDENT ELDER Very low income "E" 65+ no children Bungalow 1 car</p>
<p>URBAN CHALLENGE Low income "C2D" 18-40 Flat 0 car High non-white</p>	<p>TRADITIONAL VALUES Low income "C2D" 45+ 1 or 2 cars White British</p>	<p>STATE SUPPORT Very low income "DE" 50+ Terrace 0 car</p>

Smarter TravelStyle Segments: typical traits

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.

Smarter TravelStyle and response to PTP



Profile map based on Smarter TravelStyle

