

**Smarter Travel Richmond
segmentation**

08021

August 2008

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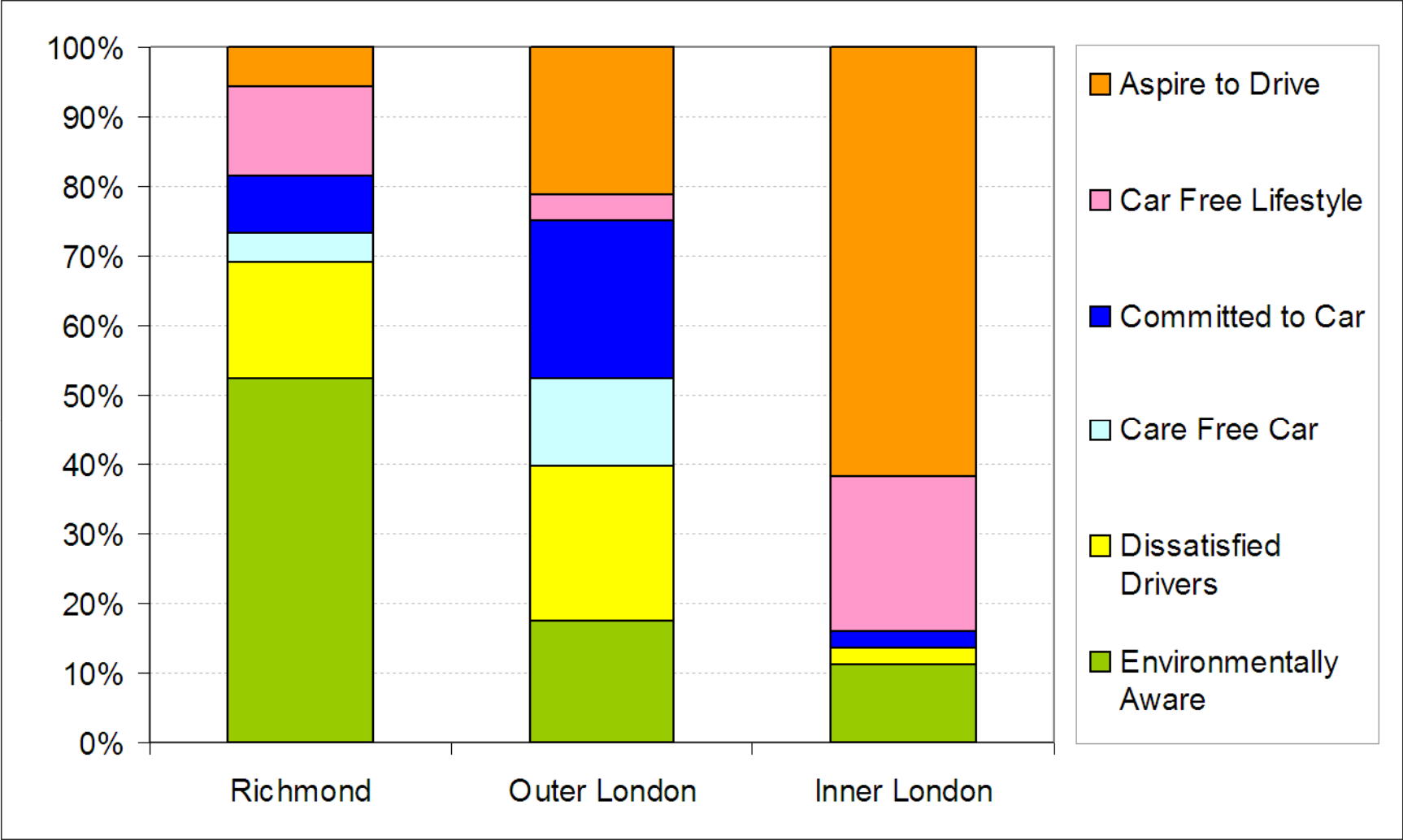


MOSAIC

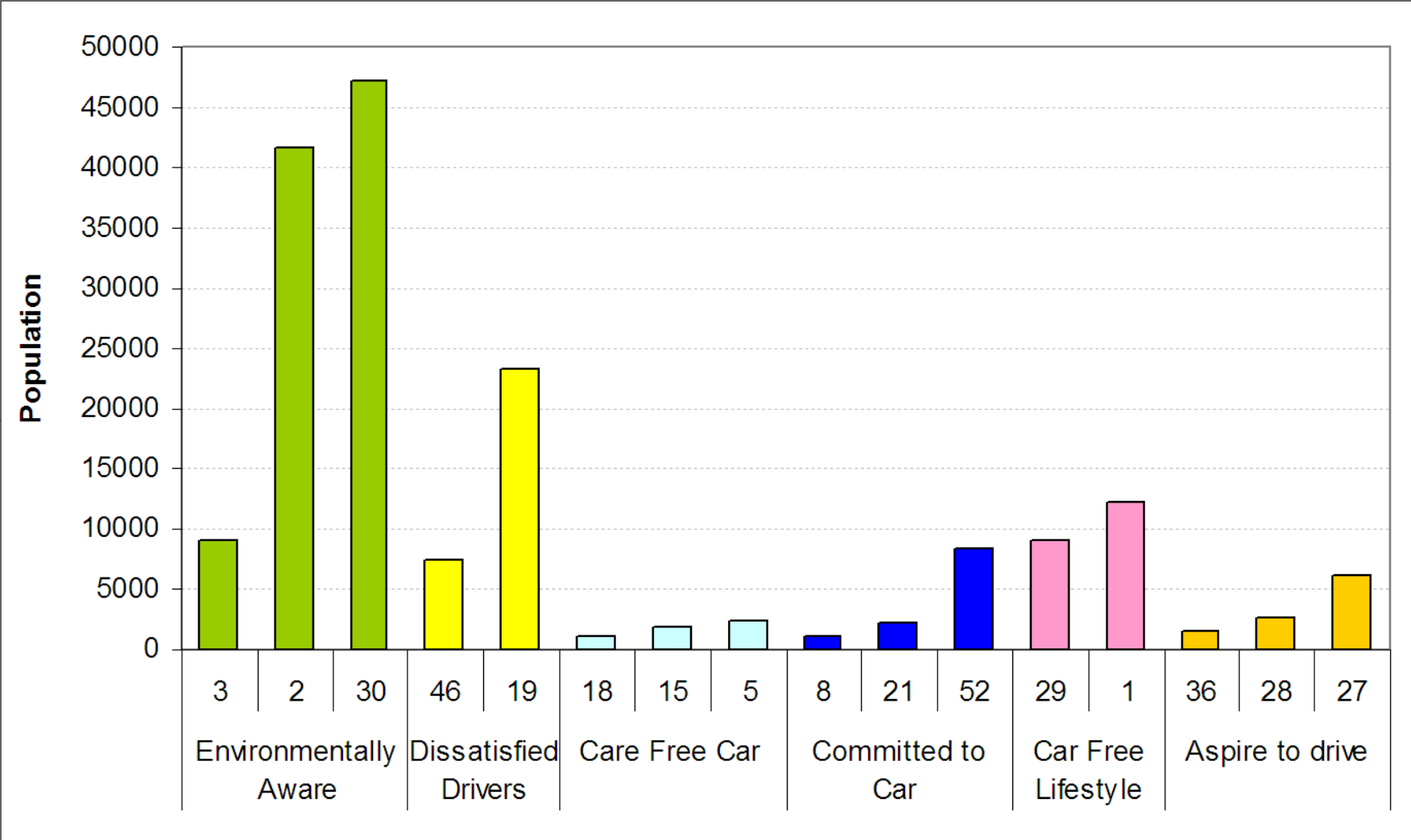
Context

- | MOSAIC Driver has been developed as a geo-demographic segmentation applicable to the whole of London
- | It is based on aggregating individual MOSAIC Types into more practicable segments
- | An underlying assumption is that differences in places are largely accounted for by differing mixes of the segments
 - This is recognised as a simplification
 - Richmond is particularly unusual and so we wished to test this assumption

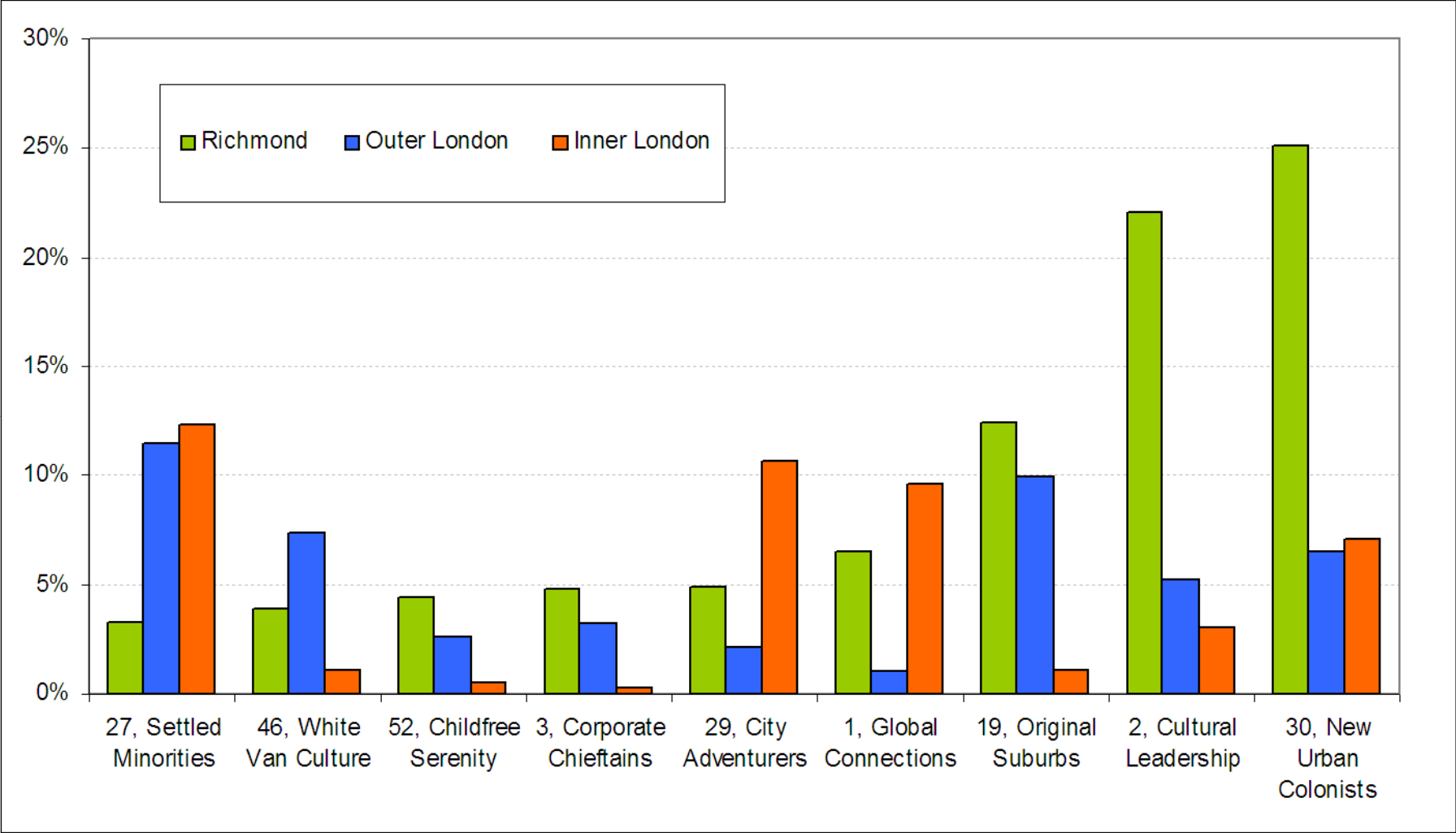
MOSAIC DRIVER



MOSAIC DRIVER and MOSAIC in Richmond



Key MOSAIC Types in Richmond





Richmond Driver

Introduction

MOSAIC Driver



Richmond Driver

| Environmentally Aware

Type 30, New Urban Colonists extracted

| Environmentally Aware

| Dissatisfied Drivers

No change

| Dissatisfied Drivers

| Care Free Car



| Confident Car Owners

| Committed to Car

| Car Free Lifestyle

No change

| Car Free Lifestyle

| Aspire to Drive

No change

| Aspire to Drive

new segment Type 30, New Urban Colonists

| Cosmopolitan Living

MOSAIC Types

Richmond Driver

Environmentally Aware

Dissatisfied Drivers

Car Free Lifestyle

Aspire to drive

Cosmopolitan Living

Confident Car Owners

Key Mosaic Types

2, Cultural Leadership

19, Original Suburbs

1, Global Connections

27, Settled Minorities

30, New Urban Colonists

52, Childfree Serenity

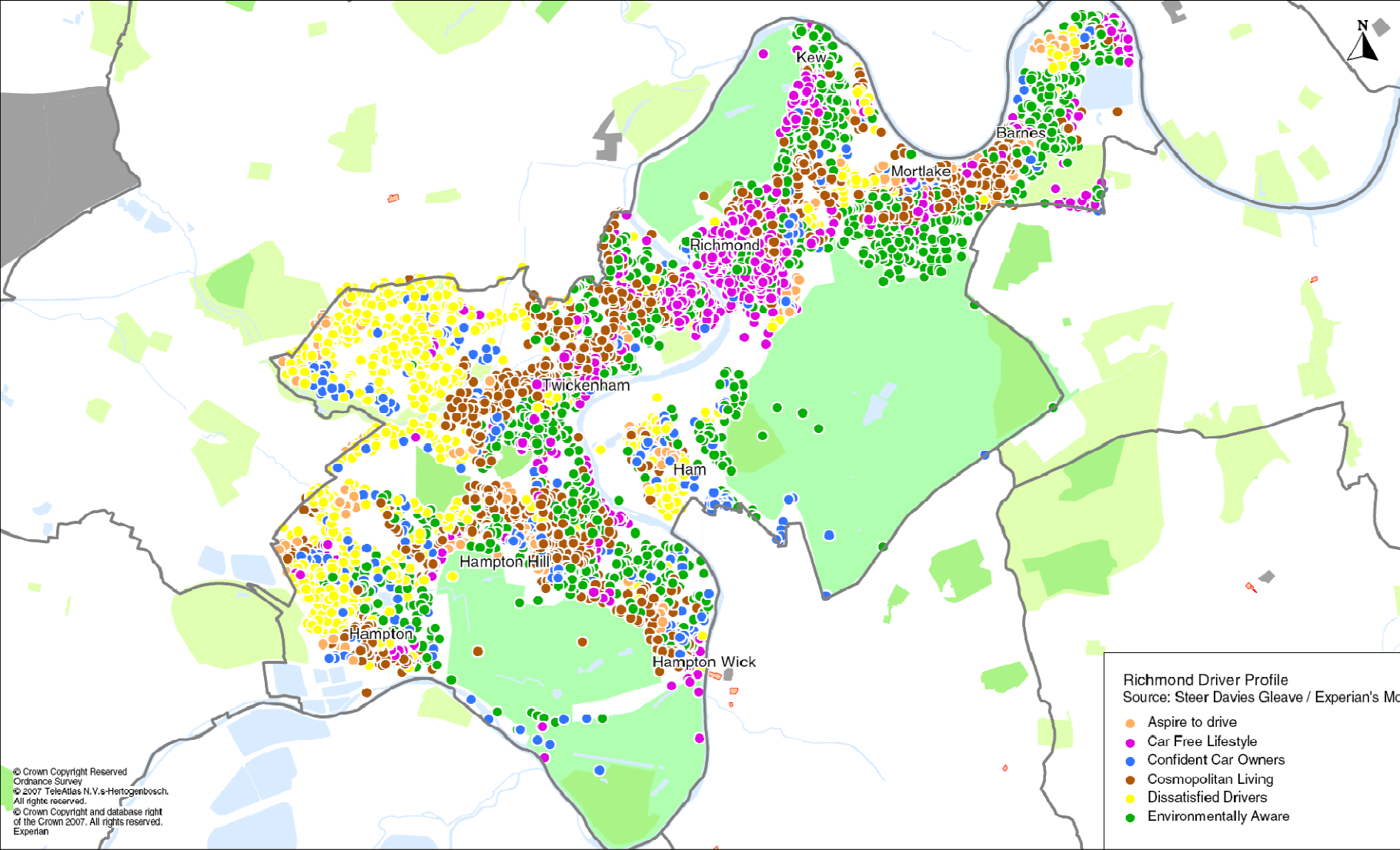
3, Corporate Chieftains

46, White Van Culture

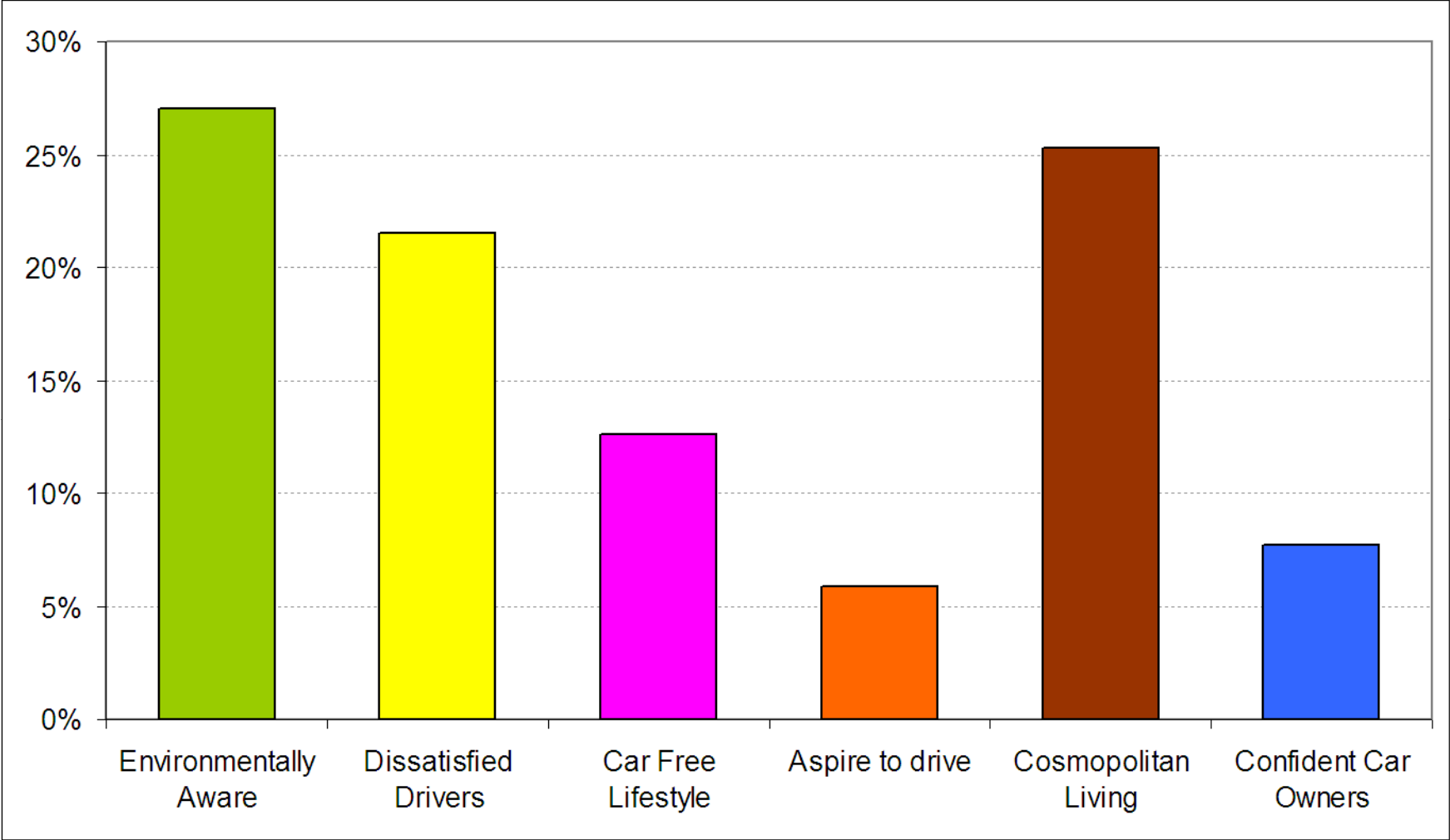
29, City Adventurers

15, Close to Retirement

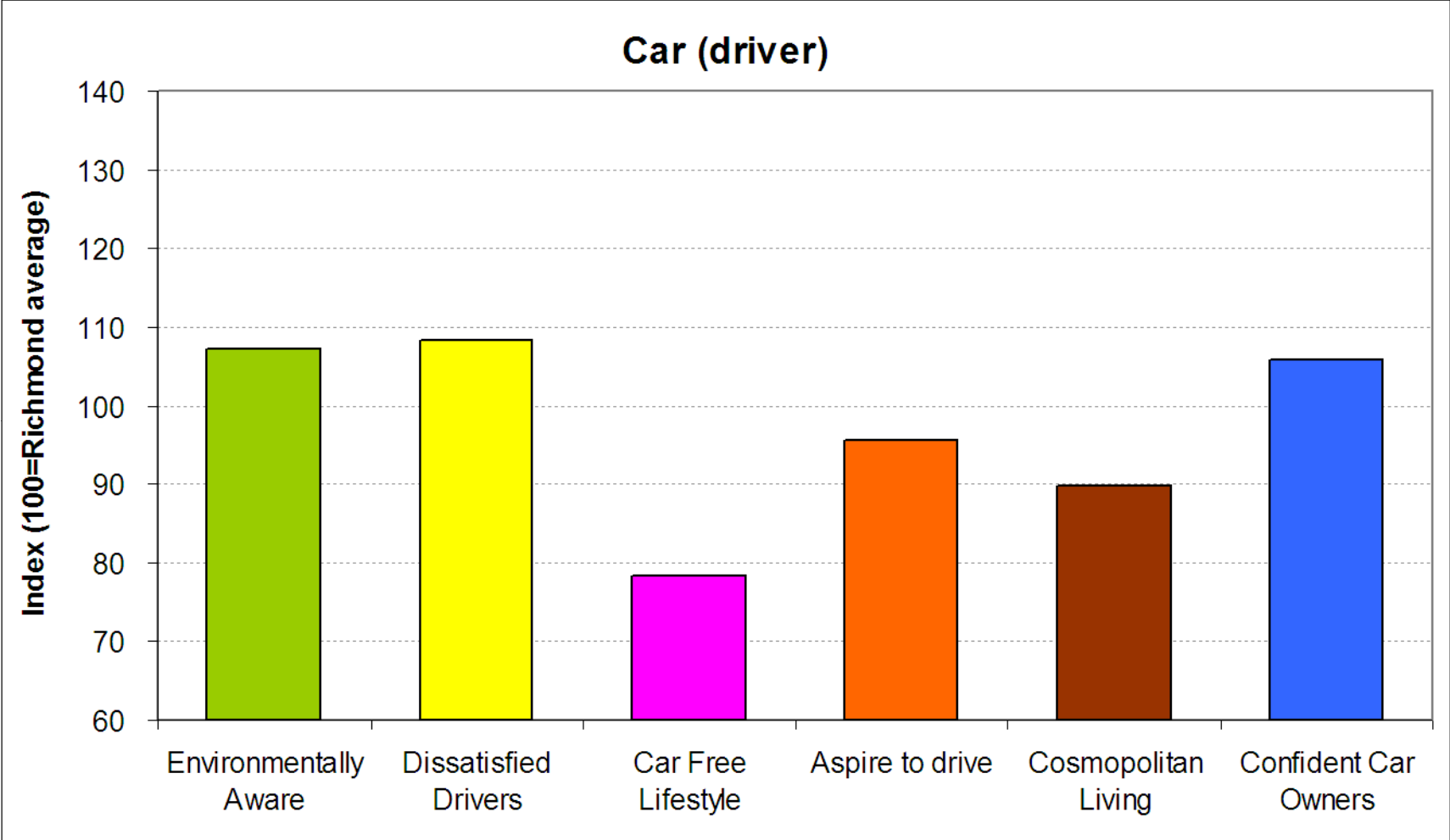
Richmond Driver profile



Richmond Driver: profile of resident population

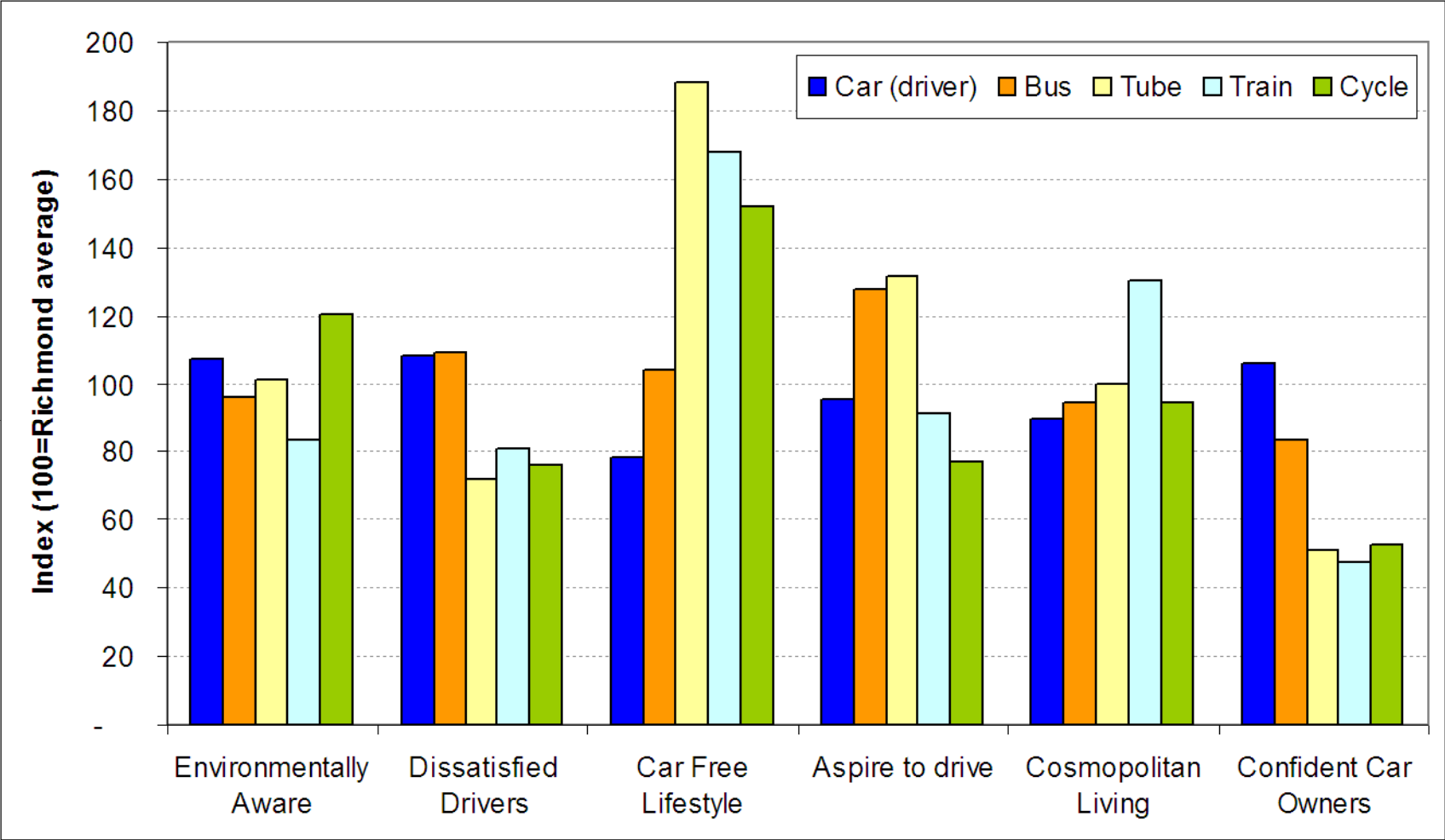


Travel by car (as driver)



Source: LTDS

Mode use

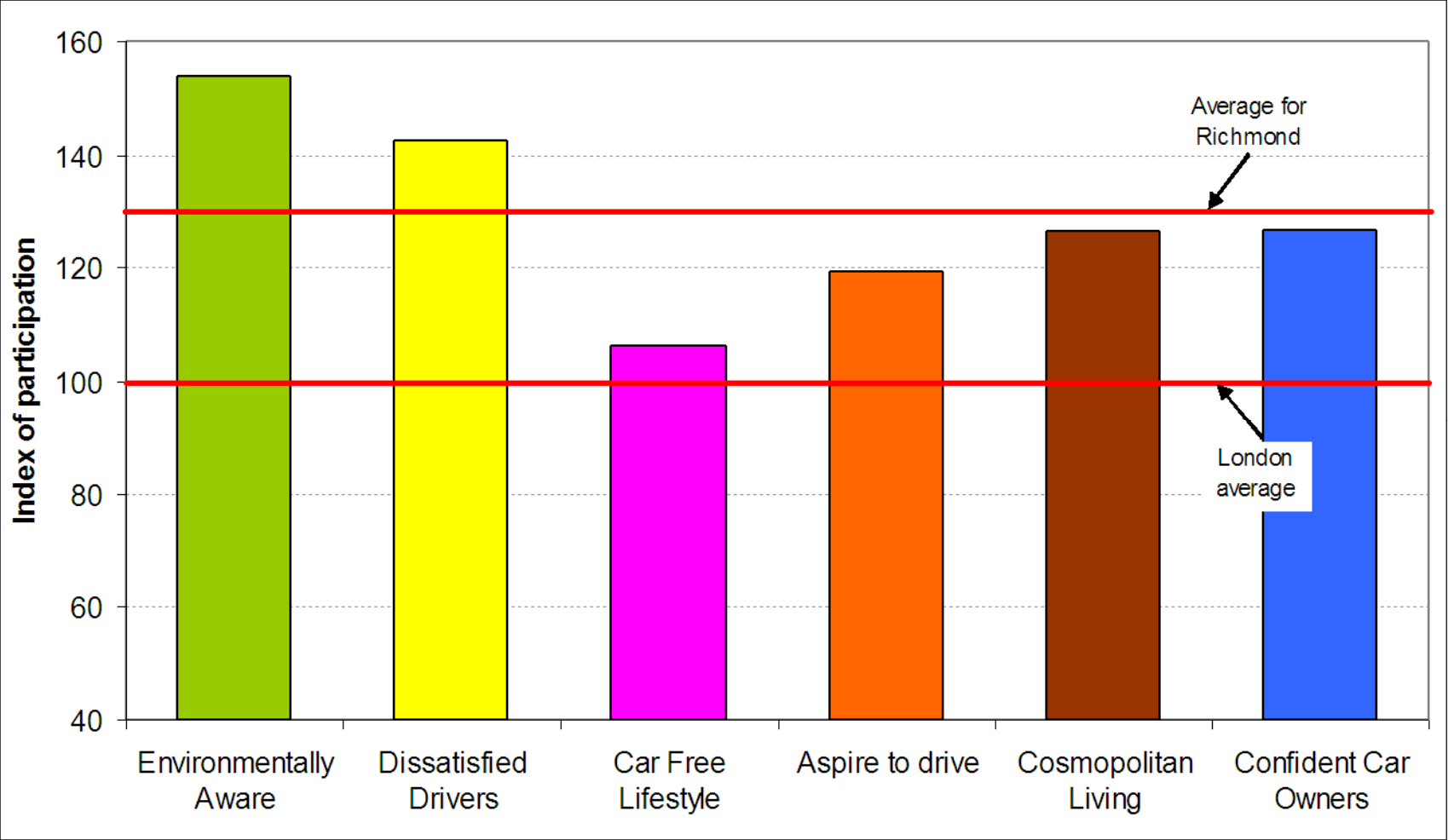


Source: LTDS



PTP

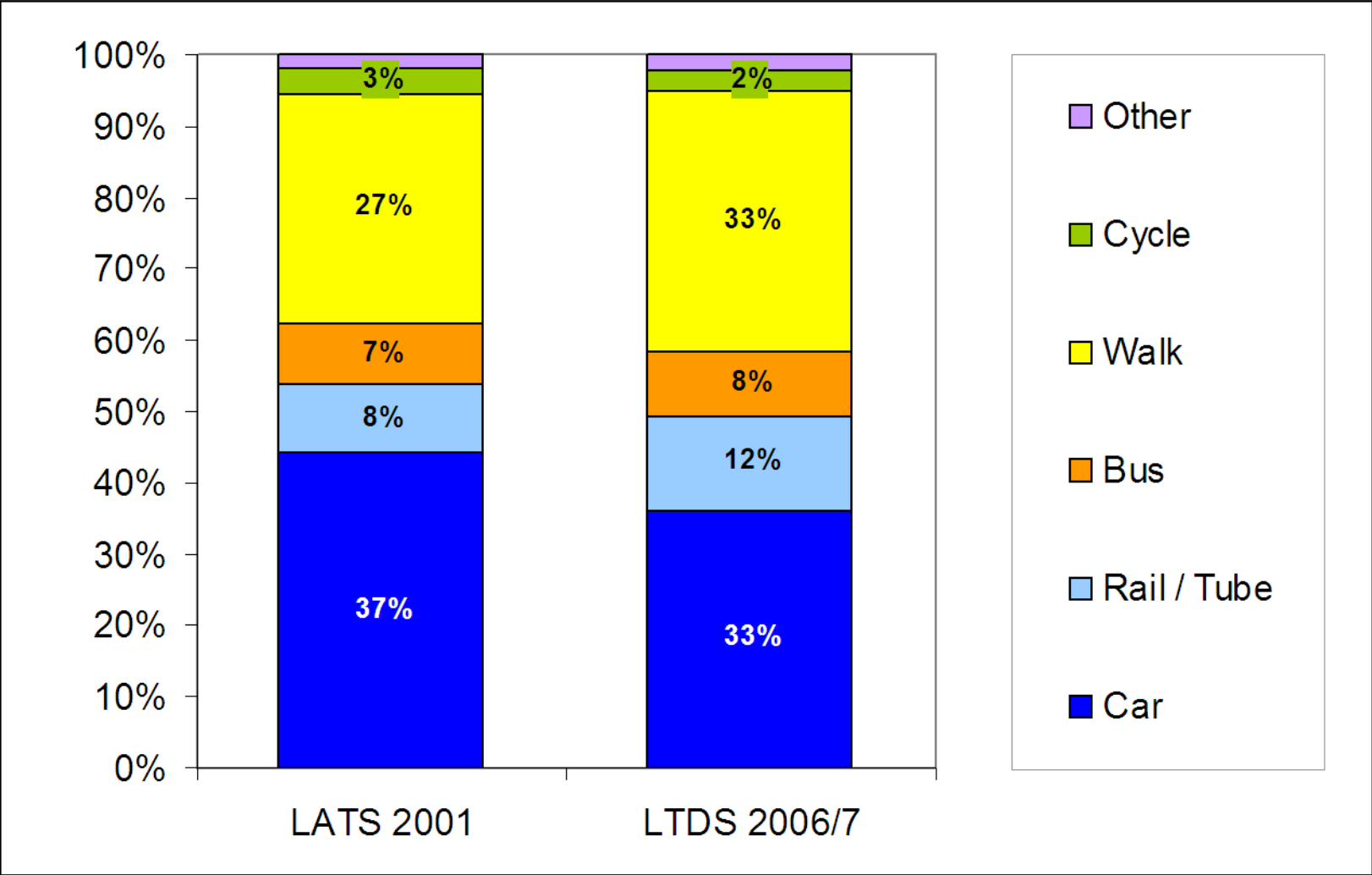
PTP participation



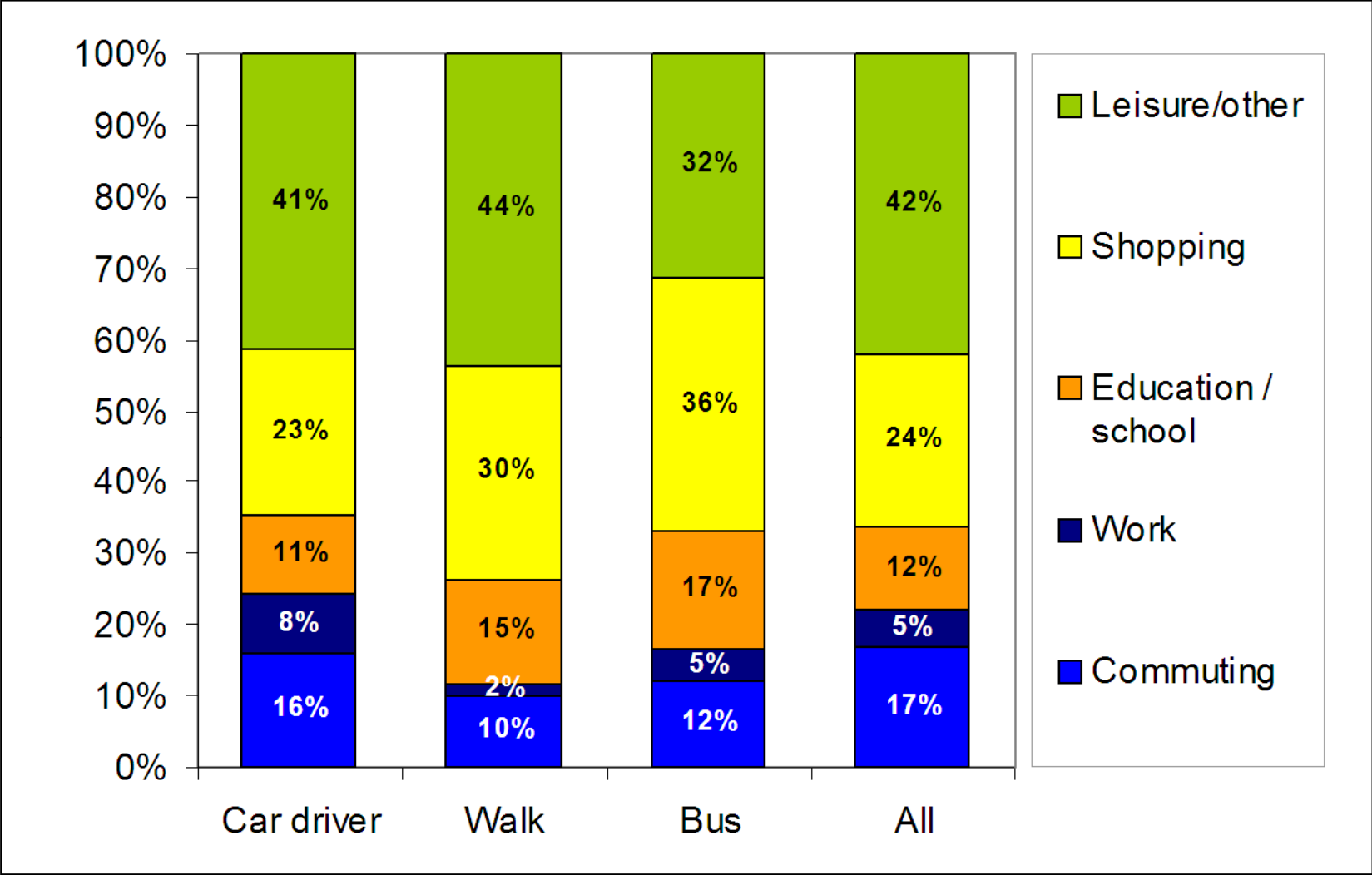


Travel in Richmond

Mode shares (Richmond residents)

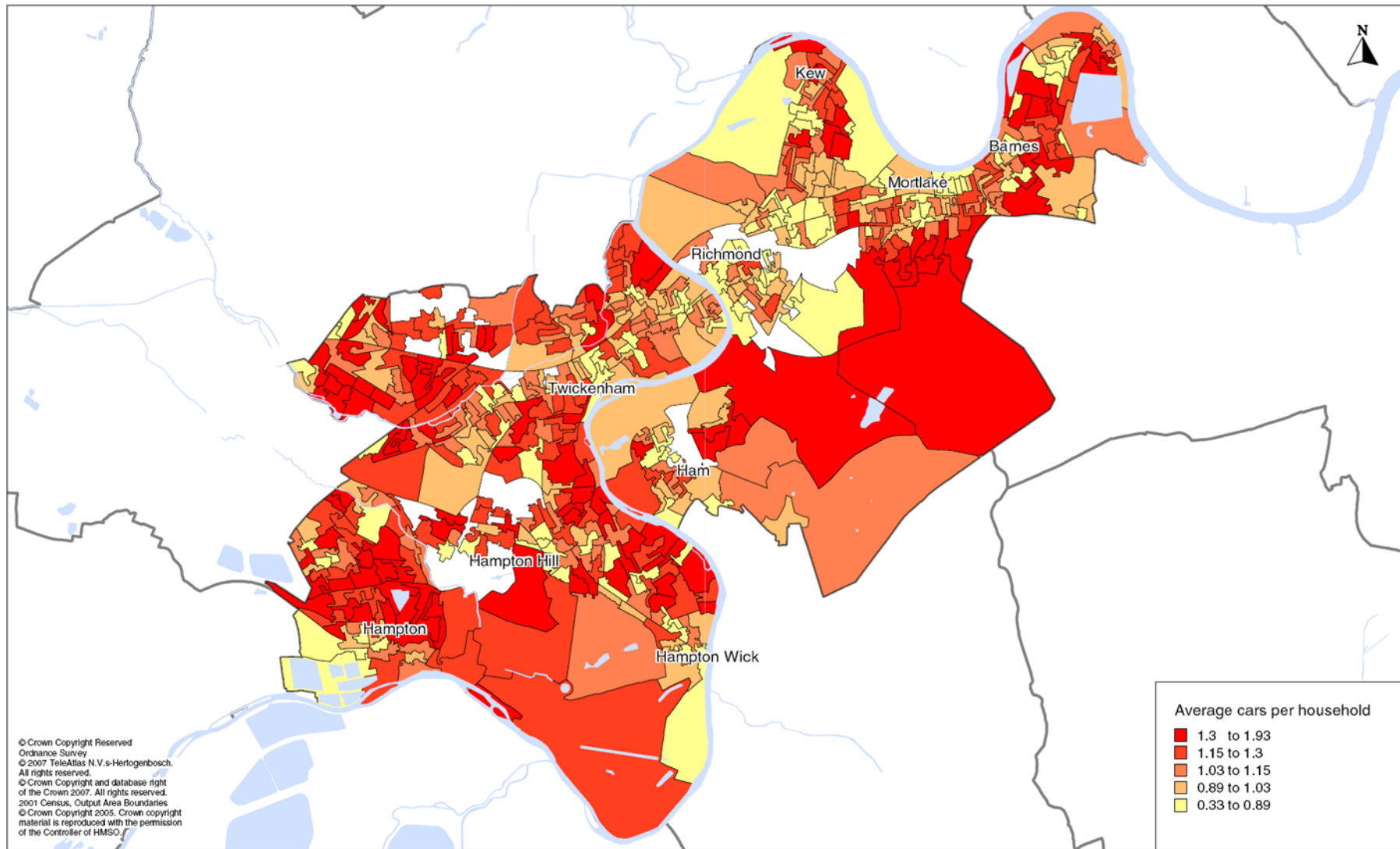


Purpose share for key modes



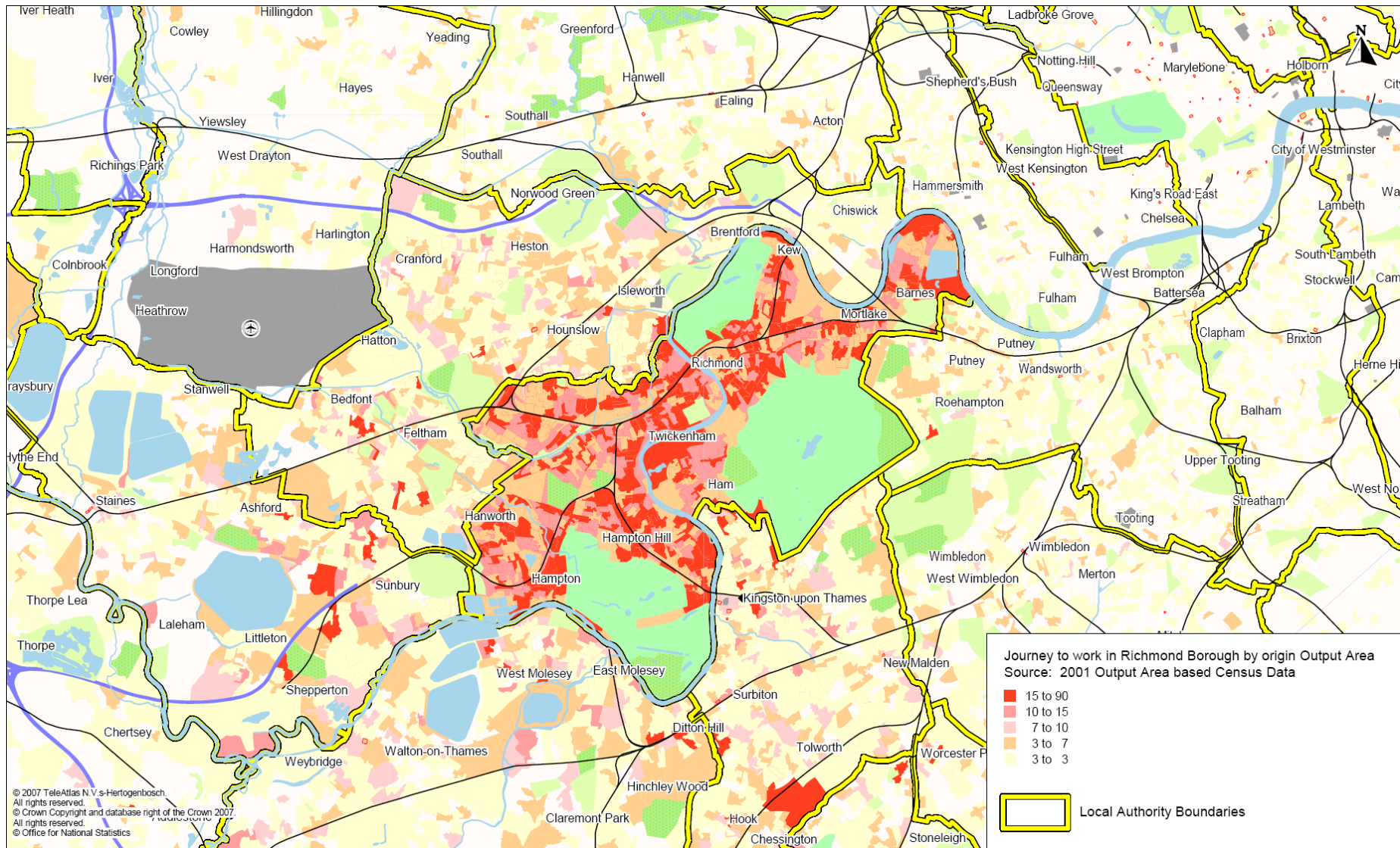
Source: LTDS

Car ownership (2001)



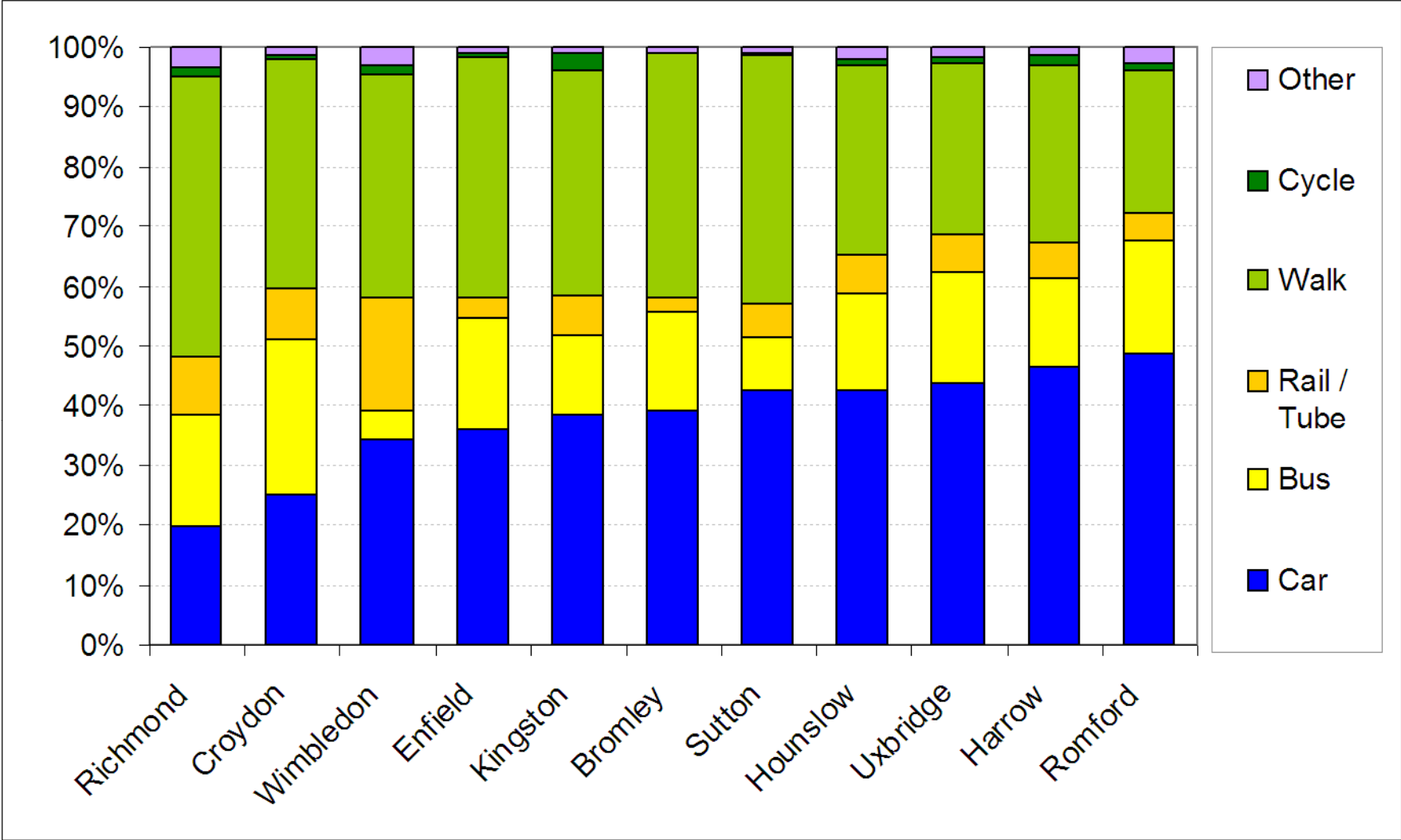
Source: Census

Journeys to work in Richmond (2001)



Source: Census Journey to Work

Mode shares to selected outer London town centres



Source: LATS