

# RESEARCH SUMMARY

<b>Title</b>	<b>Smarter Travel Richmond segmentation</b>
<b>Objective</b>	Development and implementation of marketing communications to encourage smarter travel choices amongst Richmond residents
<b>Date</b>	August 2008
<b>Methodology</b>	Desk research into travel behaviour patterns in Richmond upon Thames, plus a geodemographic segmentation of its population

## Key findings

- Richmond upon Thames has a unique character combining some characteristics of Central London with a semi-rural, suburban location. It has a very wealthy population, reflected in higher than average house prices.
- Car ownership in Richmond borough is relatively high compared to other boroughs and fairly consistent across the borough; it is not lower in the town centre as usually the case.
- However, the car mode share for travel to Richmond town centre is lower than for other similar sized centres in outer London.
- A quarter of car trips in Richmond are less than 2 km in length. These short trips are more likely to be for shopping/personal business, leisure or other purposes.
- Non-residents' trips into the borough are also more likely to use a car or to be for commuting purposes than for all trips made by residents.
- A dominance of Richmond employees also live in the borough and the borough has a relatively high proportion of its workforce working from home compared to Greater London as a whole.
- Commuting trips are the dominant (non-home) use of Richmond rail station.
- It was possible to tailor the 'MOSAIC Driver' segmentation to be specific to the population of Richmond, and develop segment profiles.

**Job number:** 08021

---