

Rural Residents

Propensity to Travel

Rural residents travel greater distances than other groups in the North, a result of a need to travel further to access employment and basic services. They are also more car dependent, with a smaller proportion of trips by rail or bus but these journeys are typically longer in distance.

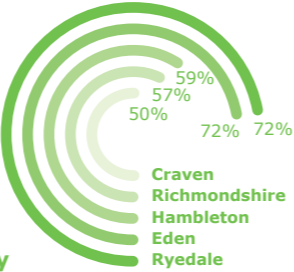


1,283,600

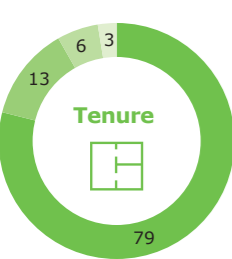
people are Rural Residents, which is

8 % of North's population

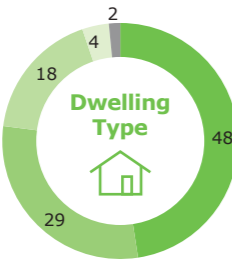
Highest % segment by local authority



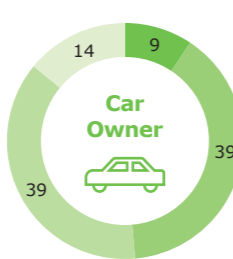
Propensity to Travel		
	Rural Residents	Segment vs North
Total Distance Travelled per person per year	10,063 miles	↑ 60%
Total Distance Travelled by rail per person per year	615 miles	↑ 32%
Total Trips per person per year	994 trips	↑ 5%
Percentage of trips by car	79.0%	↑ 20%
Percentage of trips by rail	0.7%	↓ 43%
Percentage of trips by bus	3.0%	↓ 56%
Total Long-Distance Trips (> 10 miles)	276	↑ 89%



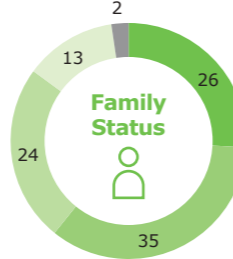
- Owner Occupied
- Privately Rented
- Social Rented
- Other



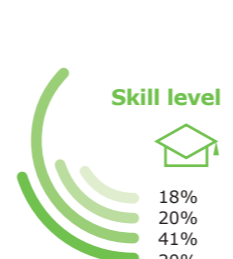
- Detached
- Semi-Detached
- Terraced
- Flat / apartment
- Other



- No cars or vans
- 1 car or van
- 2 cars or vans
- 3+ cars

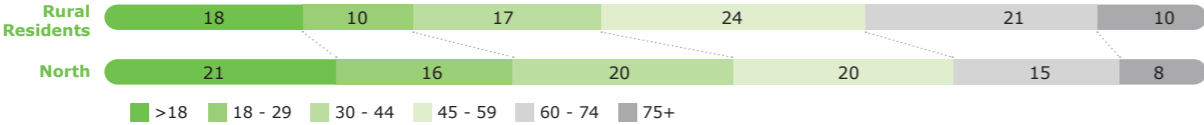


- Elderly Residents
- Families with Children
- Couples without Children
- Singles and Students
- Other

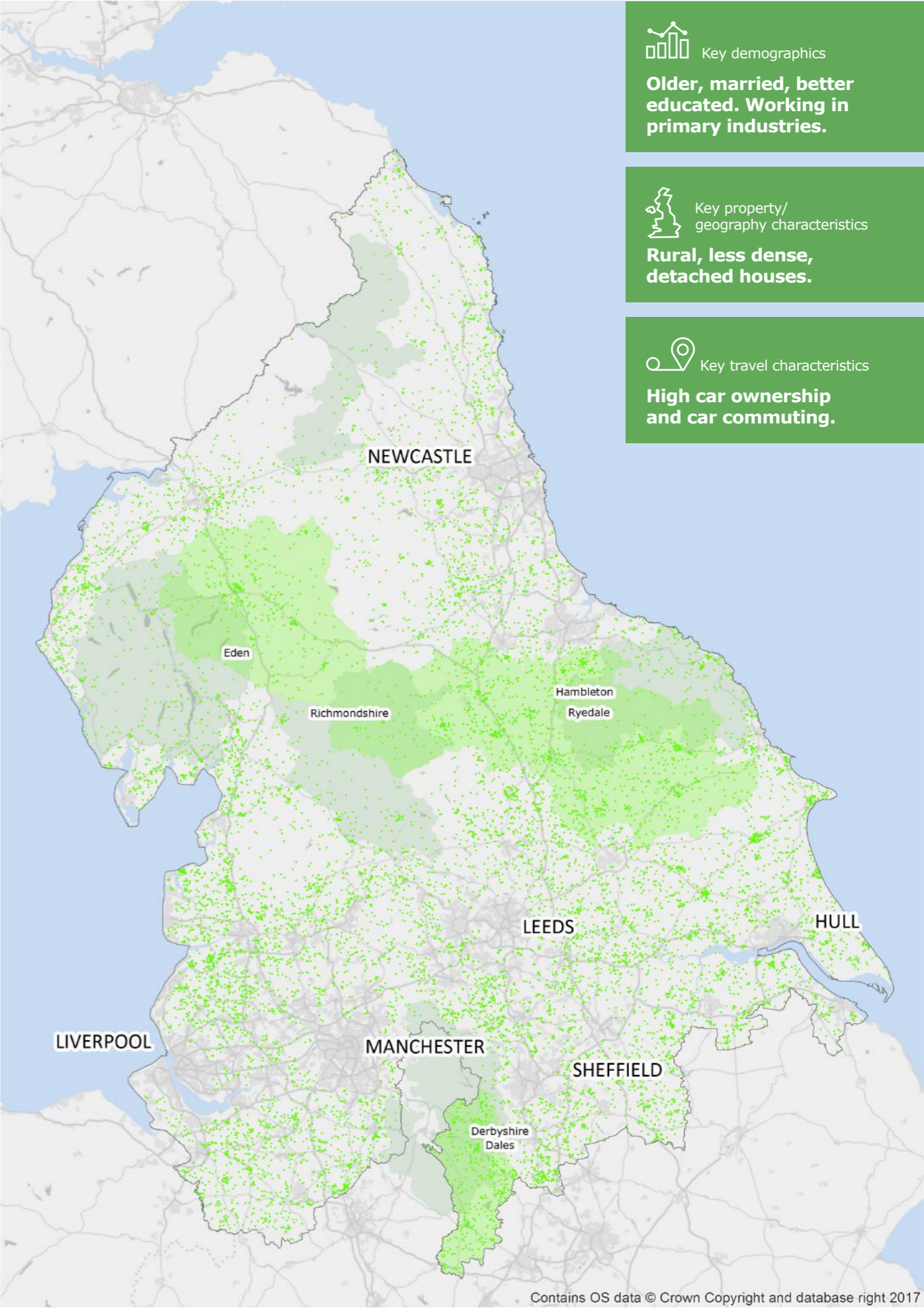
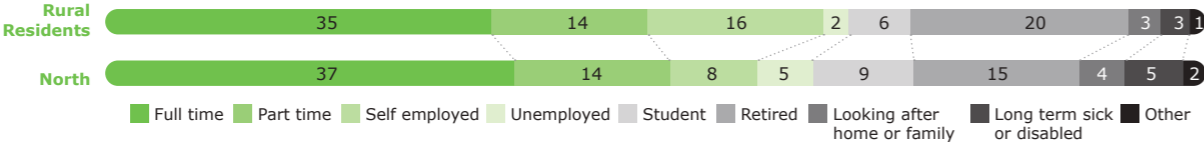


- No qualifications
- 5+ GCSEs A*-C or equivalent
- 2+ A / 4+ AS levels or equivalent
- Degree / Higher Degree

Age Profile



Employment status



Key demographics
Older, married, better educated. Working in primary industries.

Key property/ geography characteristics
Rural, less dense, detached houses.

Key travel characteristics
High car ownership and car commuting.

Small Town Suburbs

Propensity to Travel

Small Town Suburbs make more trips per year than any other segment, and travel further distances than any other segment except Rural Villages. Propensity to travel by rail – in terms of both trips and distance – is comparable to the Northern average, with the group having a strong propensity to travel by car.



Propensity to Travel		
	Small Town Suburbs	Segment vs North
Total Distance Travelled per person per year	8,229 miles	↑ 31%
Total Distance Travelled by rail per person per year	598 miles	↑ 29%
Total Trips per person per year	1,079 trips	↑ 14%
Percentage of trips by car	75.6%	↑ 15%
Percentage of trips by rail	1.1%	↓ 8%
Percentage of trips by bus	3.2%	↓ 55%
Total Long-Distance Trips (> 10 miles)	201	↑ 37%

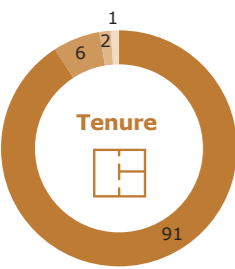
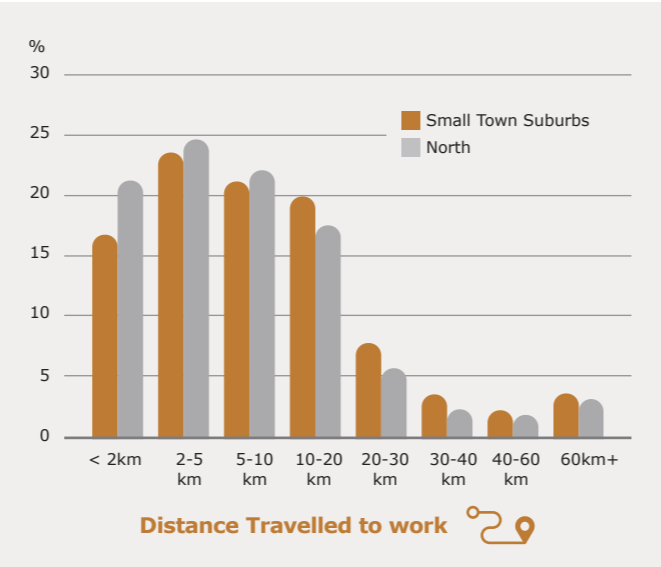
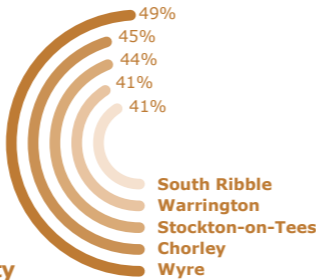
1,936,400

people are Small Town Suburbs, which is

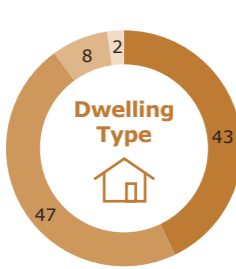
13 % of North's population



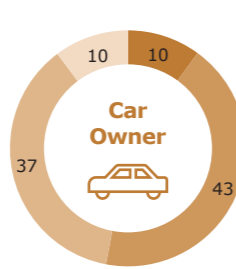
Highest % segment by local authority



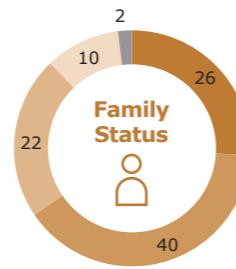
- Owner Occupied
- Privately Rented
- Social Rented
- Other



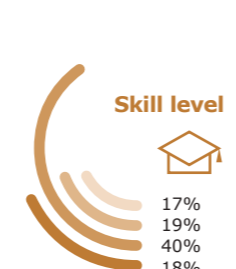
- Detached
- Semi-Detached
- Terraced
- Flat / apartment
- Other



- No cars or vans
- 1 car or van
- 2 cars or vans
- 3+ cars

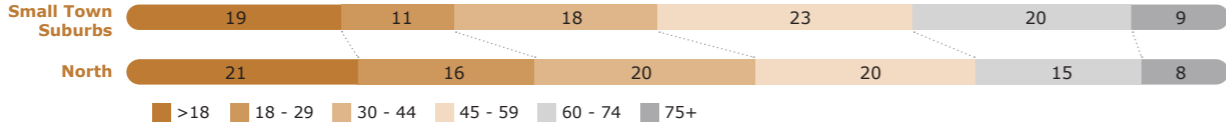


- Elderly Residents
- Families with Children
- Couples without Children
- Singles and Students
- Other

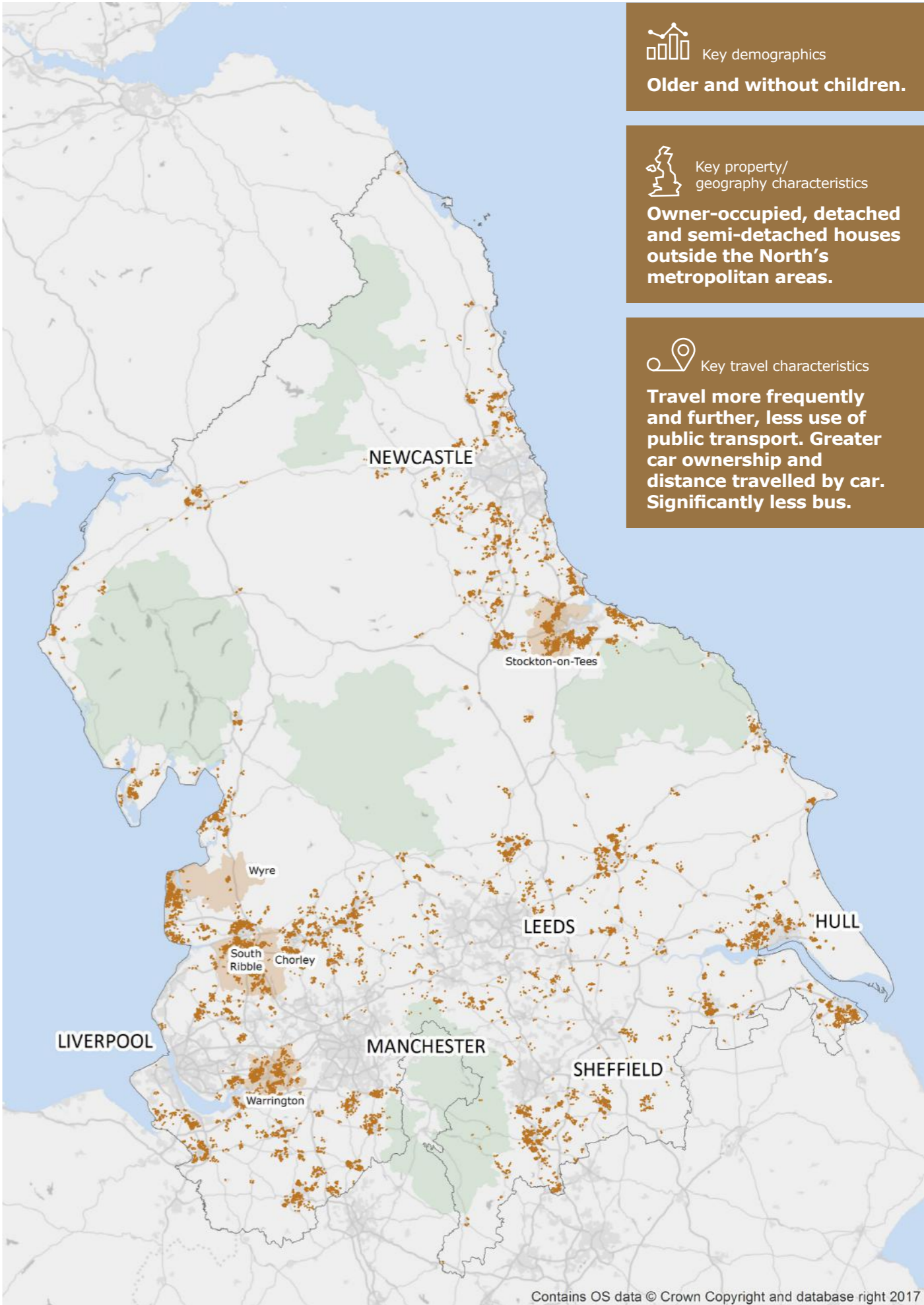
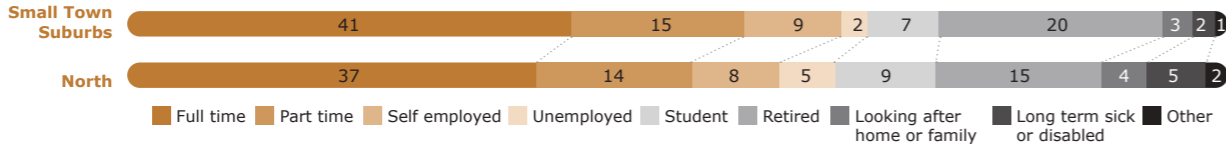


- No qualifications
- 5+ GCSEs A*-C or equivalent
- 2+ A /4+ AS levels or equivalent
- Degree / Higher Degree

Age Profile



Employment status



Key demographics

Older and without children.



Key property/
geography characteristics

Owner-occupied, detached and semi-detached houses outside the North's metropolitan areas.



Key travel characteristics

Travel more frequently and further, less use of public transport. Greater car ownership and distance travelled by car. Significantly less bus.

Hard Pressed Living 1

Propensity to Travel

Hard Pressed Living 1 residents make fewer trips and travel shorter distances than the Northern average. They are also more likely to travel by car for longer-distance trips, and less likely to travel by rail, making 40% fewer rail trips than the Northern average.



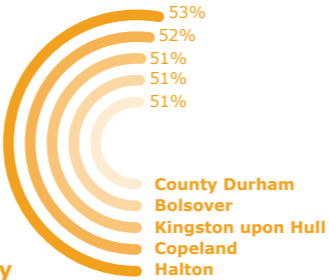
2,004,300

people are Hard Pressed Living 1, which is

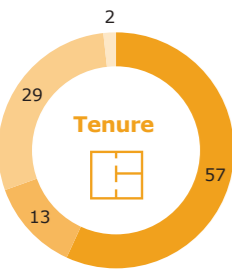
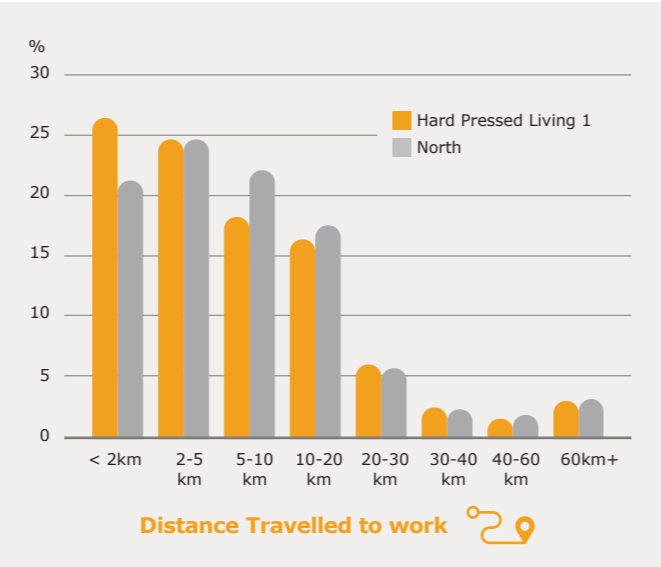
13 % of North's population



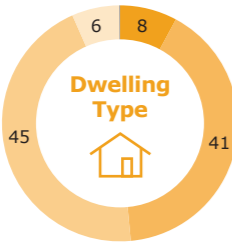
Highest % segment by local authority



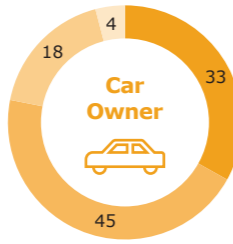
Propensity to Travel		
	Hard Pressed Living 1	Segment vs North
Total Distance Travelled per person per year	5,408 miles	↓ 14%
Total Distance Travelled by rail per person per year	253 miles	↓ 45%
Total Trips per person per year	885 trips	↓ 7%
Percentage of trips by car	60.4%	↓ 8%
Percentage of trips by rail	0.7%	↓ 41%
Percentage of trips by bus	7.7%	↑ 10%
Total Long-Distance Trips (> 10 miles)	133	↓ 9%



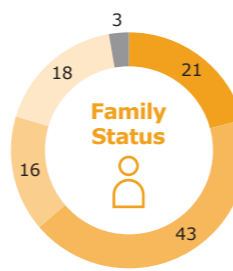
- Owner Occupied
- Privately Rented
- Social Rented
- Other



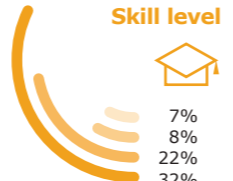
- Detached
- Semi-Detached
- Terraced
- Flat / apartment
- Other



- No cars or vans
- 1 car or van
- 2 cars or vans
- 3+ cars

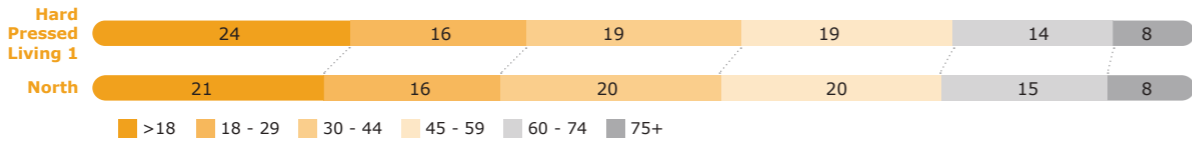


- Elderly Residents
- Families with Children
- Couples without Children
- Singles and Students
- Other

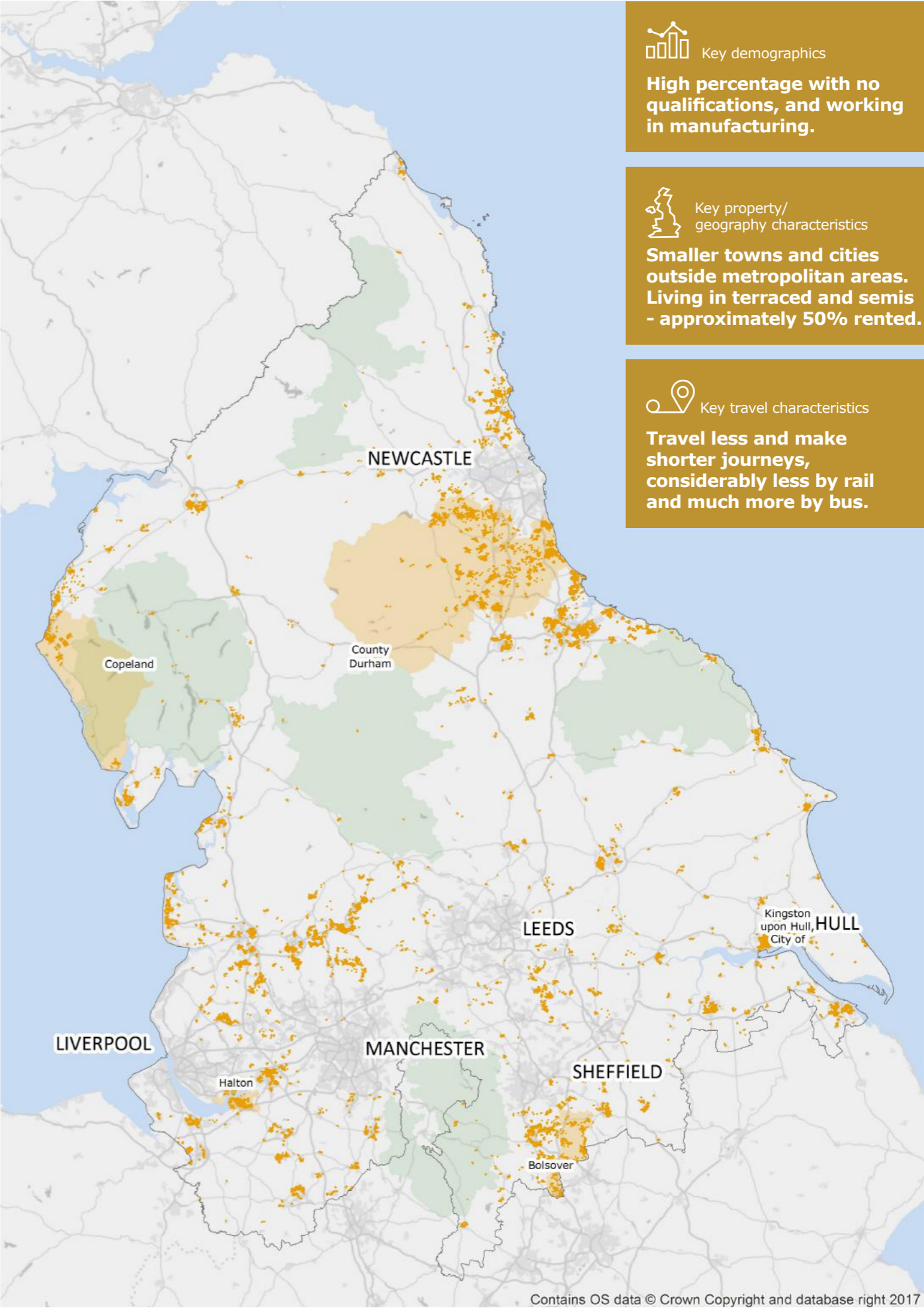
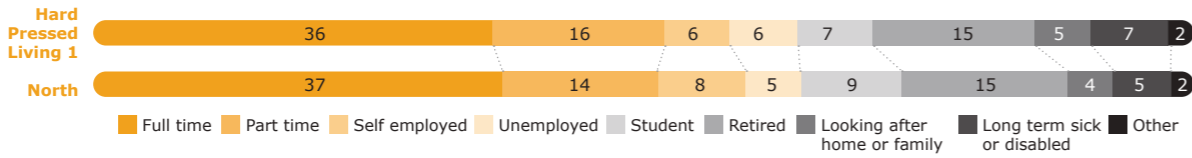


- No qualifications
- 5+ GCSEs A*-C or equivalent
- 2+ A / 4+ AS levels or equivalent
- Degree / Higher Degree

Age Profile



Employment status



Key demographics



High percentage with no qualifications, and working in manufacturing.



Key property/ geography characteristics

Smaller towns and cities outside metropolitan areas. Living in terraced and semis - approximately 50% rented.



Key travel characteristics

Travel less and make shorter journeys, considerably less by rail and much more by bus.

Urbanites

Propensity to Travel

Urbanites typically make more trips and travel further than other groups in the North, likely a result of more being in full-time work. They also have a greater propensity to travel by rail, especially for longer-distance trips.



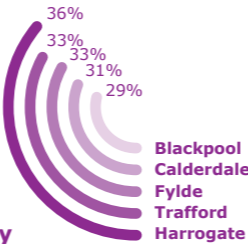
2,372,100




people are Urbanites, which is

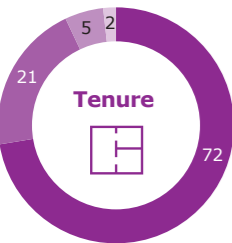
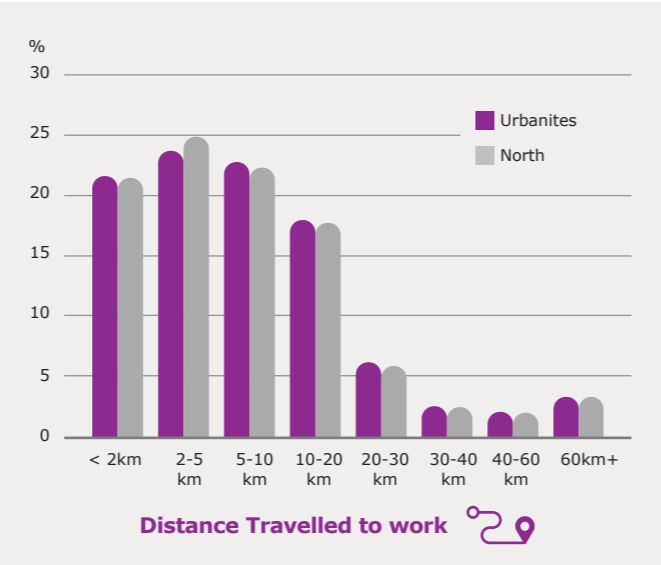
15 % of North's population



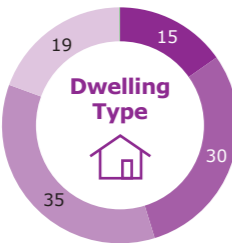
Highest % segment by local authority



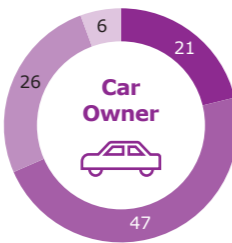
Propensity to Travel		
	Urbanites	Segment vs North
Total Distance Travelled per person per year	7,122 miles	↑ 13%
Total Distance Travelled by rail per person per year	702 miles	↑ 51%
Total Trips per person per year	1,019 trips	↑ 8%
 Percentage of trips by car	67.1%	↑ 2%
 Percentage of trips by rail	1.5%	↑ 34%
 Percentage of trips by bus	4.4%	↓ 37%
Total Long-Distance Trips (> 10 miles)	155	↑ 6%



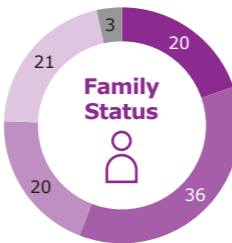
- Owner Occupied
- Privately Rented
- Social Rented
- Other



- Detached
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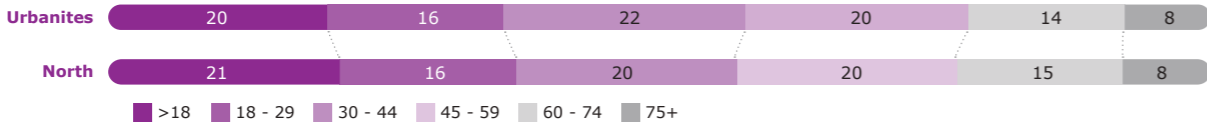


- Elderly Residents
- Families with Children
- Couples without Children
- Singles and Students
- Other

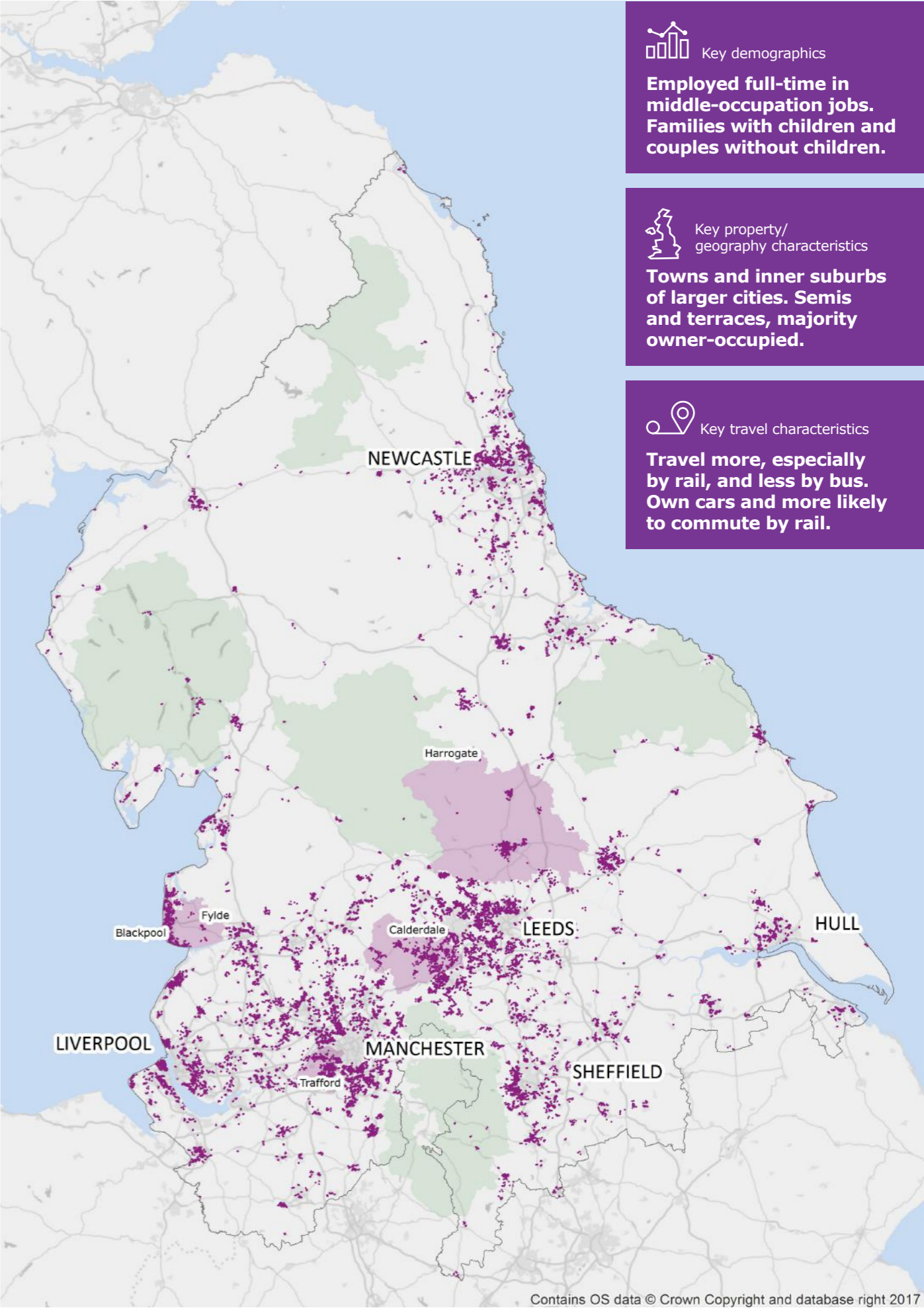
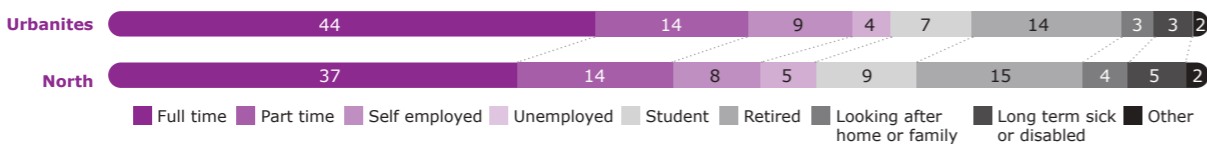


- No qualifications
- 5+ GCSEs A*-C or equivalent
- 2+ A / 4+ AS levels or equivalent
- Degree / Higher Degree

Age Profile



Employment status



Key demographics

Employed full-time in middle-occupation jobs. Families with children and couples without children.



Key property/ geography characteristics

Towns and inner suburbs of larger cities. Semis and terraces, majority owner-occupied.



Key travel characteristics

Travel more, especially by rail, and less by bus. Own cars and more likely to commute by rail.

Constrained City Dwellers

Propensity to Travel

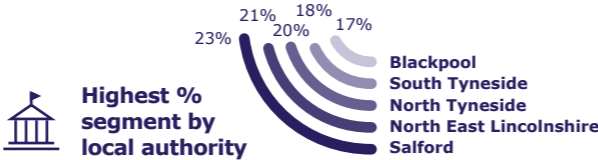
Constrained City Dwellers make the fewest trips and travel the shortest annual distance of all the user segments in the North, likely a result of living in denser urban areas and being significantly less likely to be in employment. Rail usage is below the Northern average, whilst they travel double the distance by bus than an average Northerner.






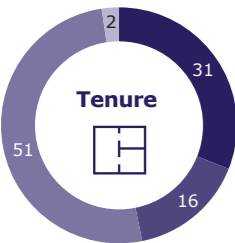
1,418,200

people are Constrained City Dwellers, which is

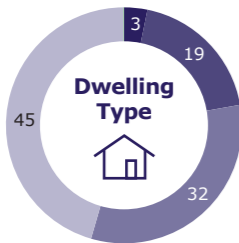
9 % of North's population



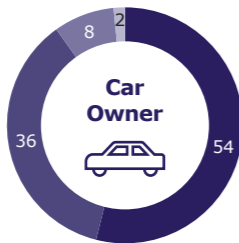
Propensity to Travel		
	Constrained City Dwellers	Segment vs North
Total Distance Travelled per person per year	4,000 miles	↓ 37%
Total Distance Travelled by rail per person per year	164 miles	↓ 65%
Total Trips per person per year	785 trips	↓ 17%
 Percentage of trips by car	52.1%	↓ 21%
 Percentage of trips by rail	0.7%	↑ 41%
 Percentage of trips by bus	12.7%	↑ 83%
Total Long-Distance Trips (> 10 miles)	87	↓ 41%



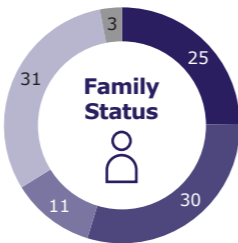
■ Owner Occupied
■ Privately Rented
■ Social Rented
■ Other



■ Detached
■ Semi-Detached
■ Terraced
■ Flat / apartment
■ Other



■ No cars or vans
■ 1 car or van
■ 2 cars or vans
■ 3+ cars

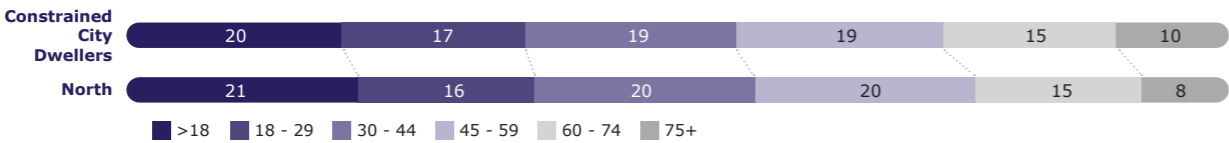


■ Elderly Residents
■ Families with Children
■ Couples without Children
■ Singles and Students
■ Other

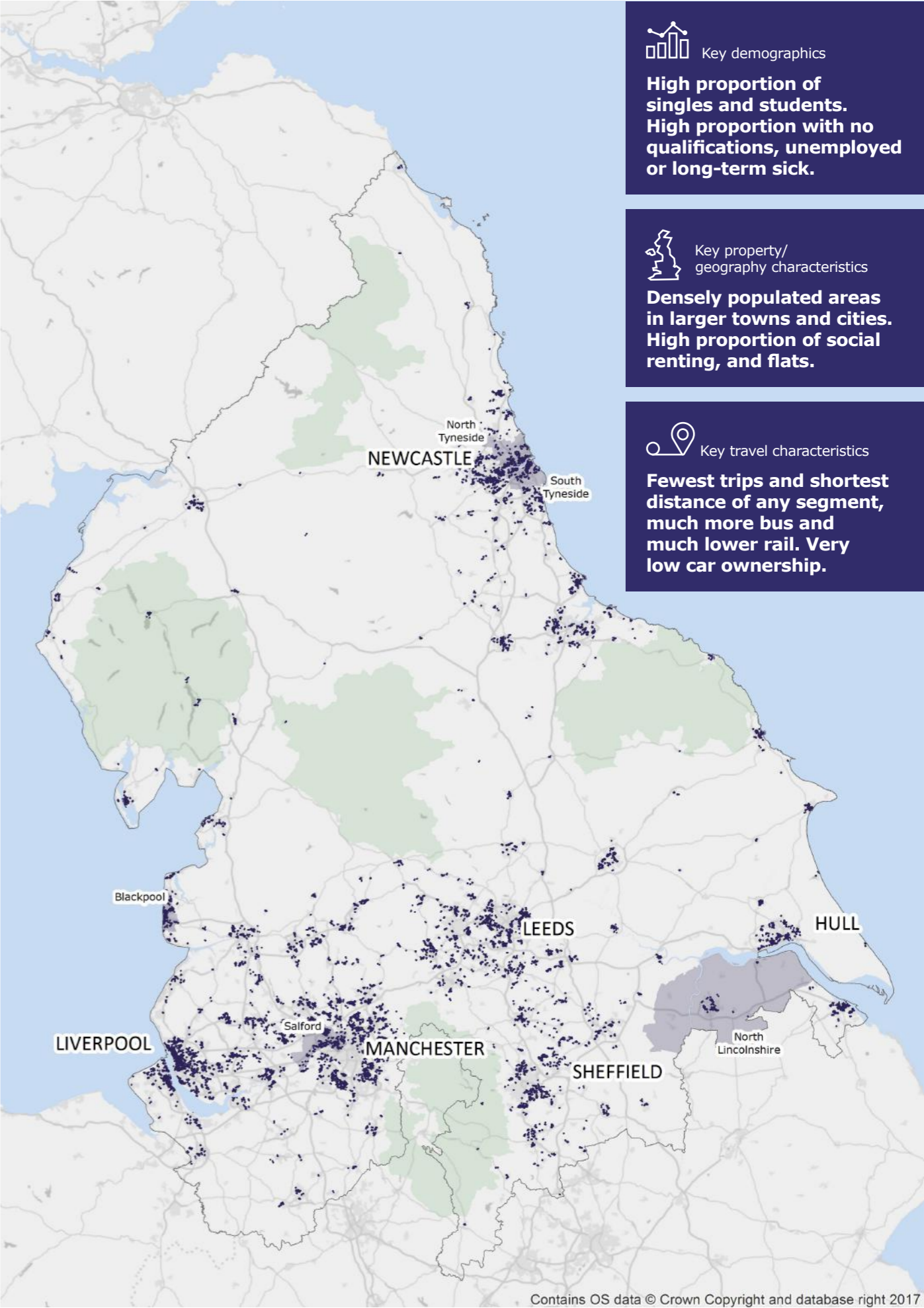
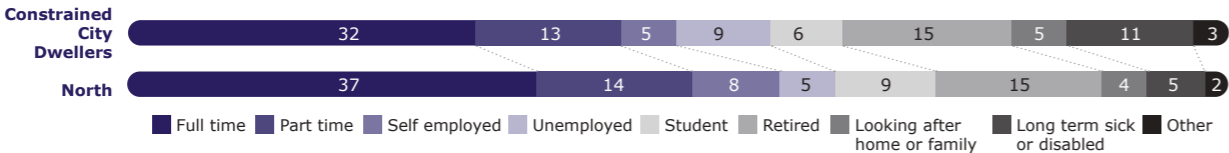


■ No qualifications
■ 5+ GCSEs A*-C or equivalent
■ 2+ A /4+ AS levels or equivalent
■ Degree / Higher Degree

Age Profile



Employment status



Key demographics

High proportion of singles and students. High proportion with no qualifications, unemployed or long-term sick.

Key property/ geography characteristics

Densely populated areas in larger towns and cities. High proportion of social renting, and flats.

Key travel characteristics

Fewest trips and shortest distance of any segment, much more bus and much lower rail. Very low car ownership.

Multiculturals

Propensity to Travel

Multiculturals are make fewer trips and travel lower distances than other groups in the North, especially by car, likely a result of living in denser urban areas and being significantly less likely to be in employment. While they are more likely to use rail for longer-distance trips, each person travels less distance by rail than the Northern average, and bus usage is significantly greater



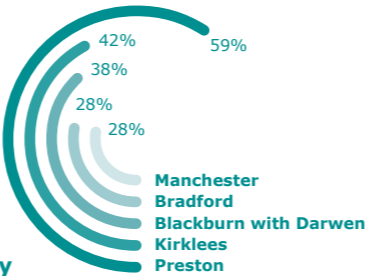
1,693,675

people are Multiculturals, which is

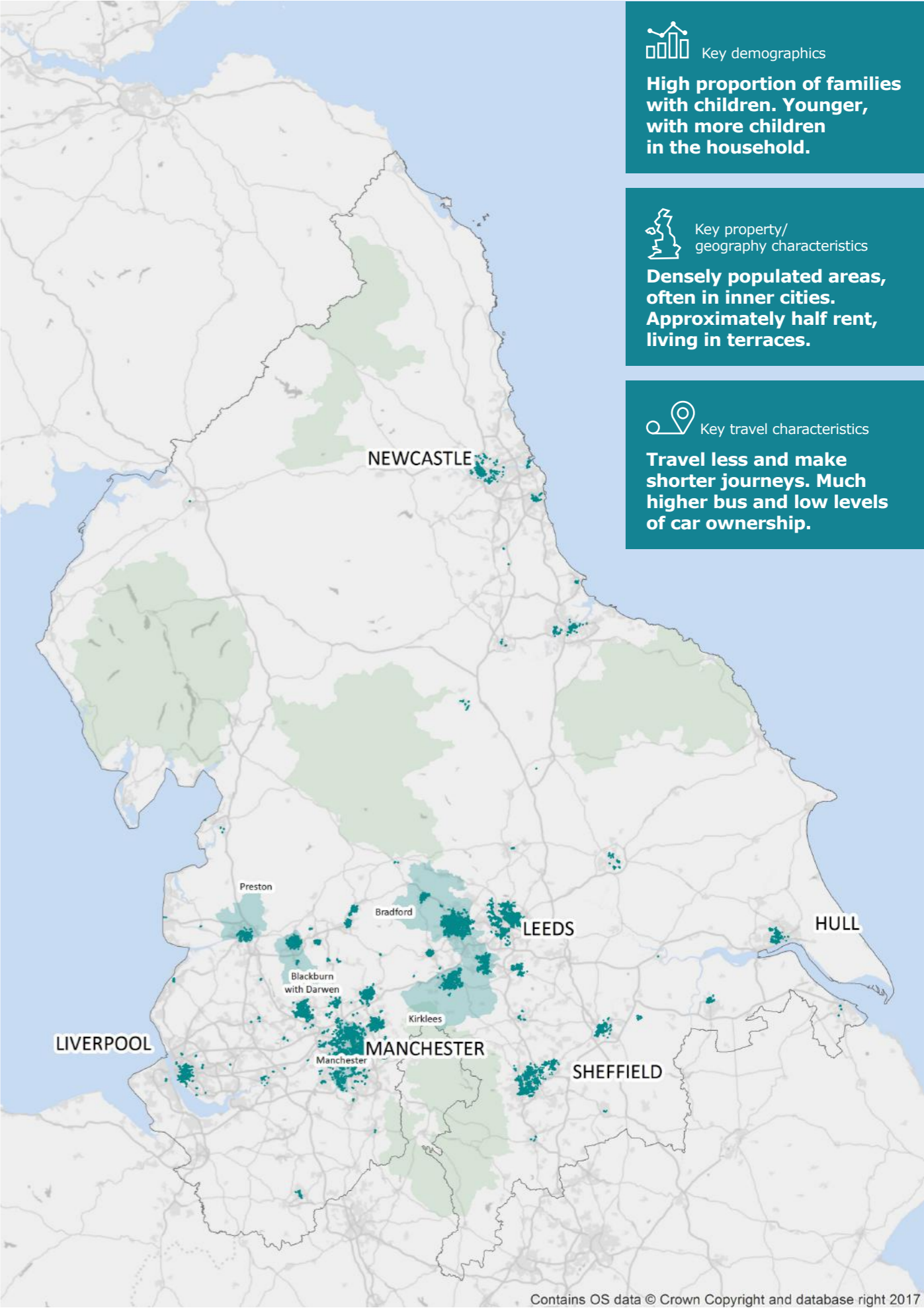
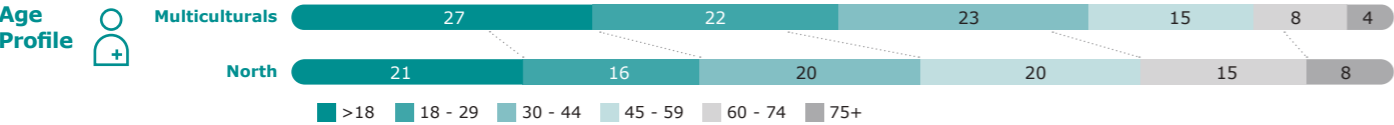
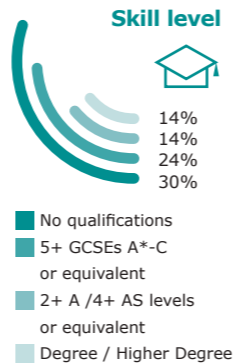
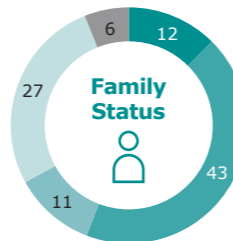
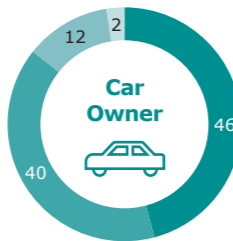
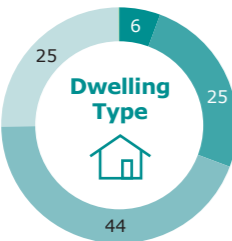
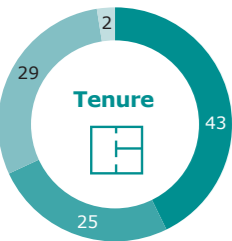
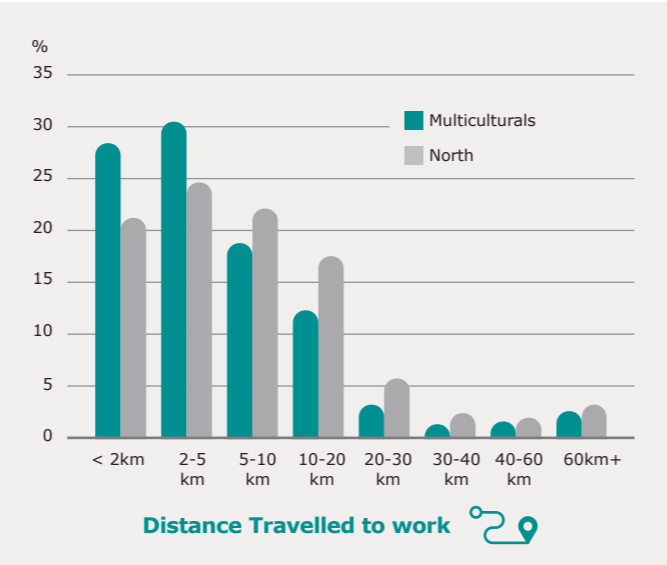
11 % of North's population



Highest % segment by local authority



Propensity to Travel		
	Multiculturals	Segment vs North
Total Distance Travelled per person per year	4,551 miles	↓ 28%
Total Distance Travelled by rail per person per year	407 miles	↓ 12%
Total Trips per person per year	879 trips	↓ 7%
Percentage of trips by car	53.8%	↓ 18%
Percentage of trips by rail	0.8%	↓ 30%
Percentage of trips by bus	13.3%	↑ 92%
Total Long-Distance Trips (> 10 miles)	82	↓ 44%



Key demographics

High proportion of families with children. Younger, with more children in the household.



Key property/ geography characteristics

Densely populated areas, often in inner cities. Approximately half rent, living in terraces.



Key travel characteristics

Travel less and make shorter journeys. Much higher bus and low levels of car ownership.

Inner City Cosmopolitans

Propensity to Travel

Cosmopolitans travel greater distances than other groups in the North, despite comparatively few being in full-time work. Travel by rail is especially high, with a typical cosmopolitan travelling three times further in distance by rail than an average person in the North.



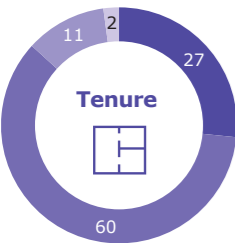
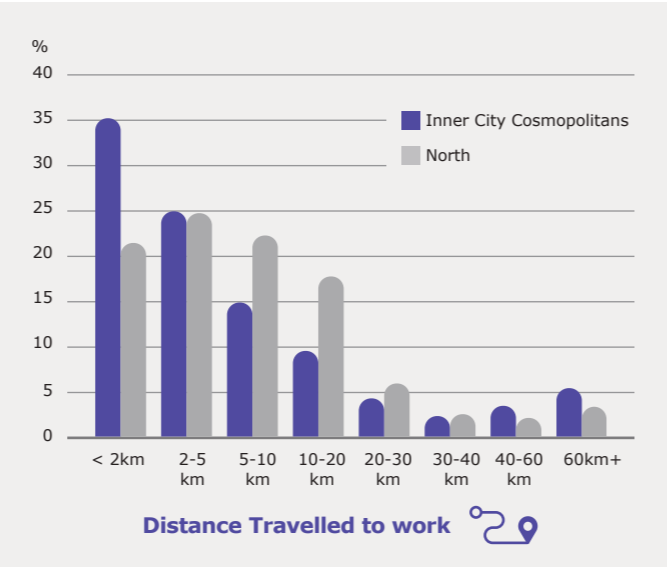
493,700

people are Inner City Cosmopolitans, which is

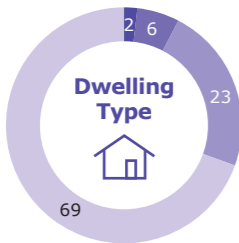
3 % of North's population



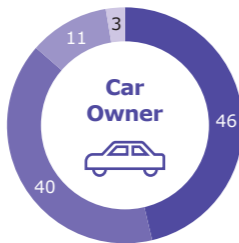
Propensity to Travel		
	Inner City Cosmopolitans	Segment vs North
Total Distance Travelled per person per year	7,407 miles	↑ 17%
Total Distance Travelled by rail per person per year	1,434 miles	↑ 209%
Total Trips per person per year	944 trips	⇒ 0%
Percentage of trips by car	43.2%	↓ 34%
Percentage of trips by rail	2.5%	↑ 116%
Percentage of trips by bus	7.4%	↑ 6%
Total Long-Distance Trips (> 10 miles)	133	↓ 9%



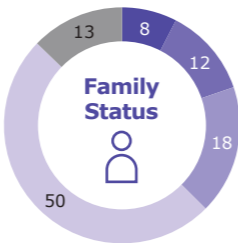
- Owner Occupied
- Privately Rented
- Social Rented
- Other



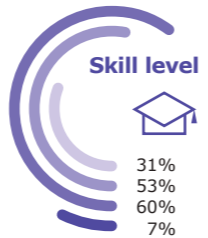
- Detached
- Semi-Detached
- Terraced
- Flat / apartment
- Other



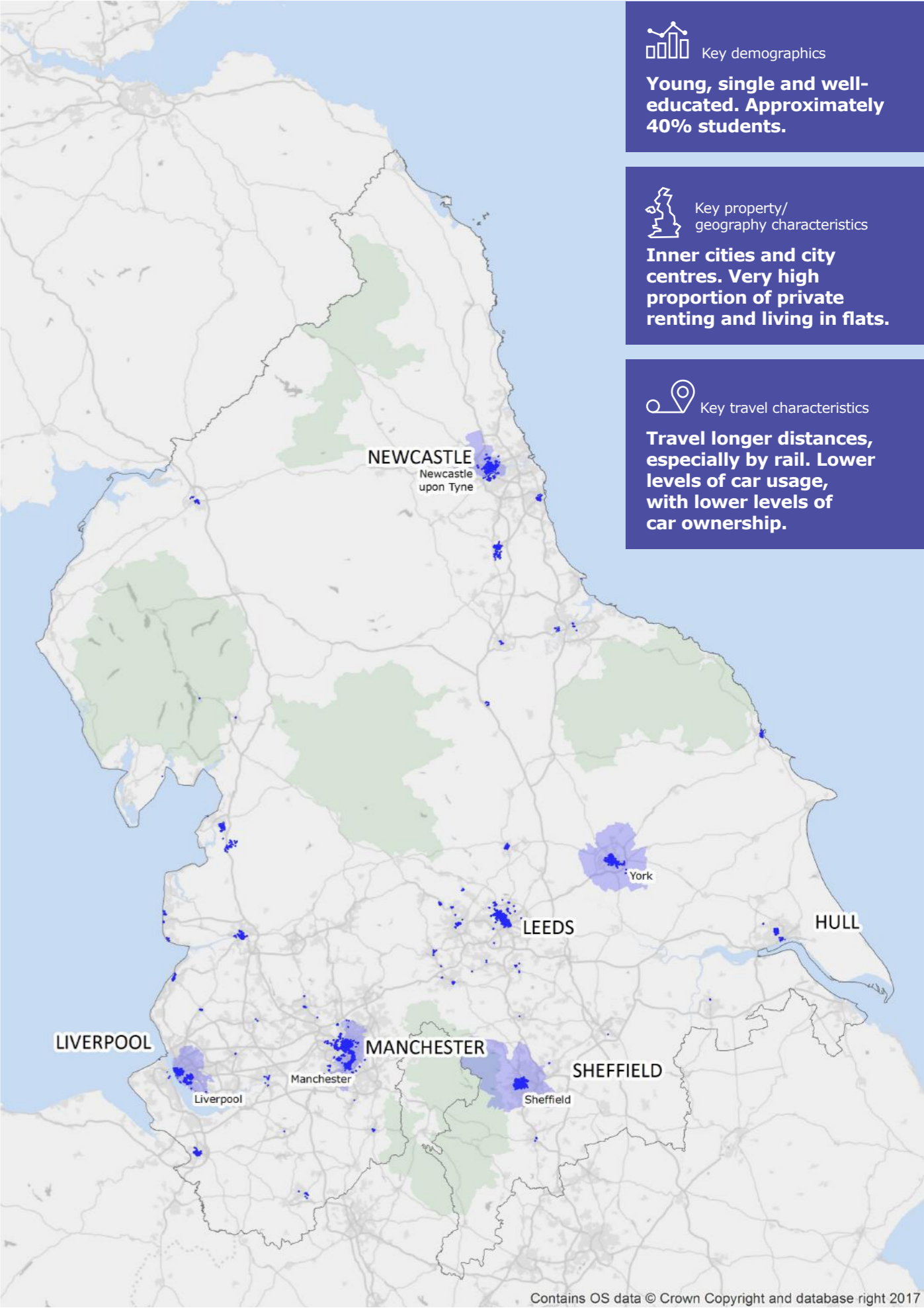
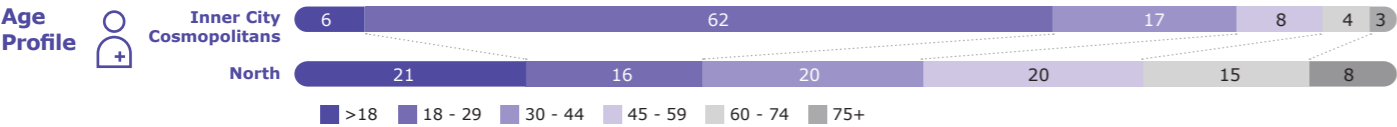
- No cars or vans
- 1 car or van
- 2 cars or vans
- 3 + cars



- Elderly Residents
- Families with Children
- Couples without Children
- Singles and Students
- Other



- No qualifications
- 5+ GCSEs A*-C or equivalent
- 2+ A /4+ AS levels or equivalent
- Degree / Higher Degree



Key demographics

Young, single and well-educated. Approximately 40% students.

Key property/ geography characteristics

Inner cities and city centres. Very high proportion of private renting and living in flats.

Key travel characteristics

Travel longer distances, especially by rail. Lower levels of car usage, with lower levels of car ownership.

Hard Pressed Living 2

Propensity to Travel

Hard Pressed Living 2 residents make fewer trips and travel shorter distances than the Northern average, reflective of their occupational status and location. They make broadly the average number of rail trips per year, but these trips are typically short in nature, making fewer long-distance rail trips than the Northern average. Instead, individuals in this group travel 60% more miles by bus than the Northern average.



Propensity to Travel		
	Hard Pressed Living 2	Segment vs North
Total Distance Travelled per person per year	4,438 miles	↓ 30%
Total Distance Travelled by rail per person per year	221 miles	↓ 52%
Total Trips per person per year	851 trips	↓ 10%
Percentage of trips by car	60.6%	↓ 8%
Percentage of trips by rail	1.3%	↑ 15%
Percentage of trips by bus	11.1%	↑ 59%
Total Long-Distance Trips (> 10 miles)	100	↓ 31%

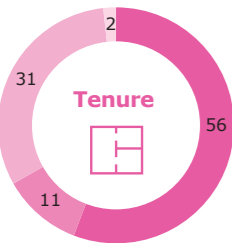
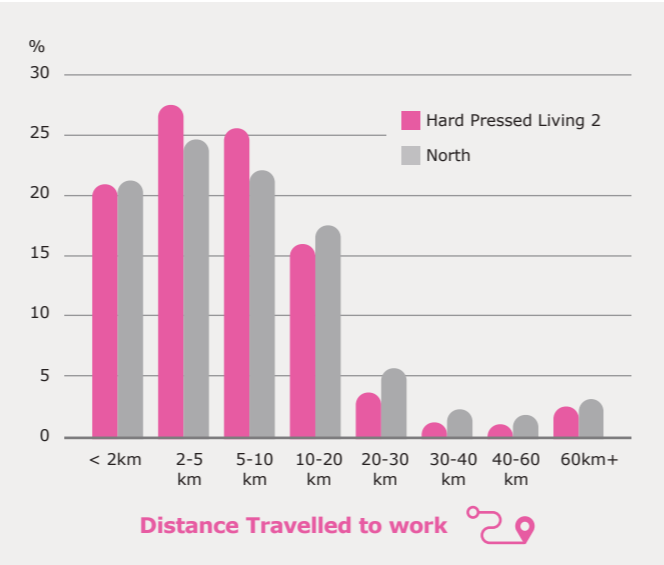
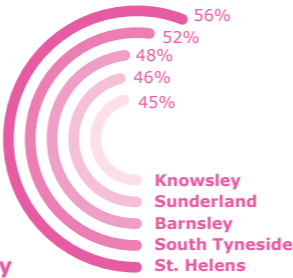
2,236,300

people are Hard Pressed Living 2, which is

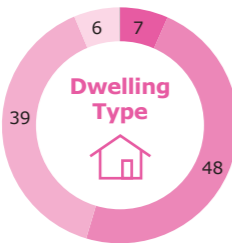
15 % of North's population



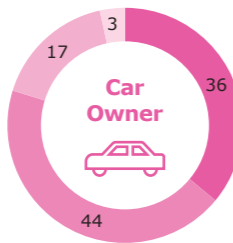
Highest % segment by local authority



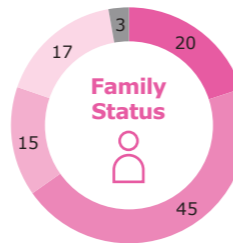
Owner Occupied
Privately Rented
Social Rented
Other



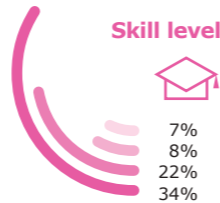
Detached
Semi-Detached
Terraced
Flat / apartment
Other



No cars or vans
1 car or van
2 cars or vans
3+ cars

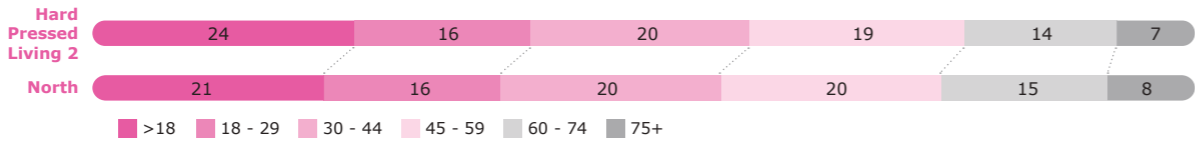


Elderly Residents
Families with Children
Couples without Children
Singles and Students
Other

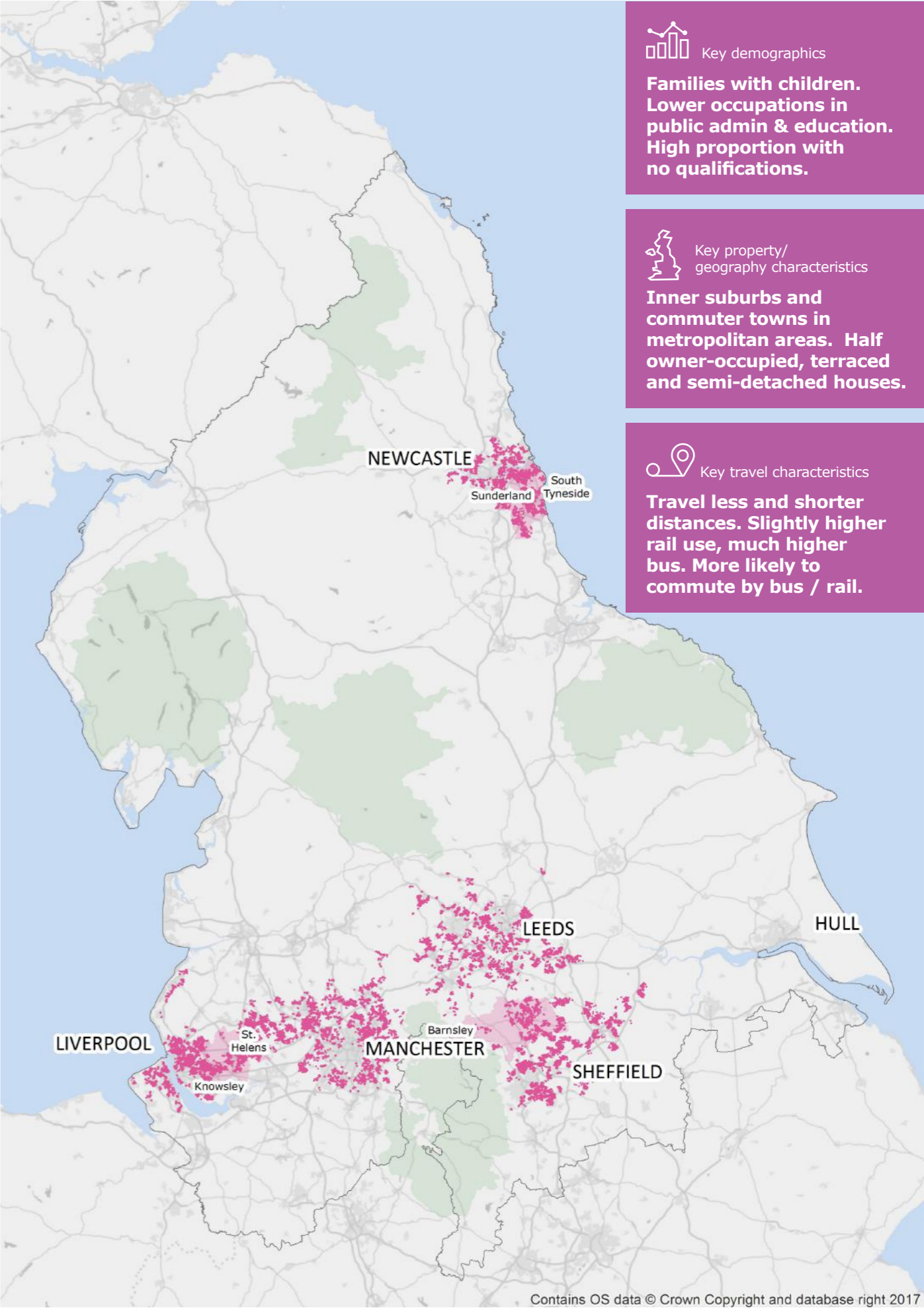
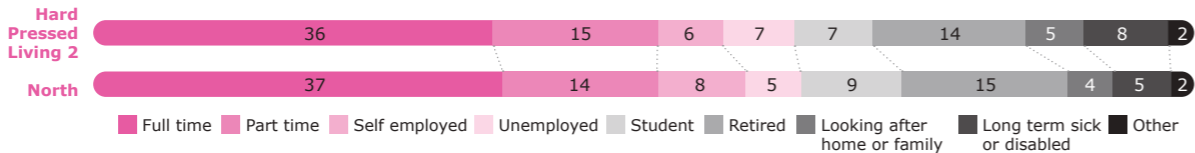


No qualifications
5+ GCSEs A*-C or equivalent
2+ A / 4+ AS levels or equivalent
Degree / Higher Degree

Age Profile



Employment status



Key demographics

Families with children. Lower occupations in public admin & education. High proportion with no qualifications.



Key property/ geography characteristics

Inner suburbs and commuter towns in metropolitan areas. Half owner-occupied, terraced and semi-detached houses.



Key travel characteristics

Travel less and shorter distances. Slightly higher rail use, much higher bus. More likely to commute by bus / rail.

Metro Suburbs

Propensity to Travel

Metro Suburbs travel more than the Northern average in both total trips and distance, likely a result of both income and their location towards the fringes of large urban centres. They have an increased propensity to travel by both car and rail relative to an average person in the North, at the expense of bus and active modes.

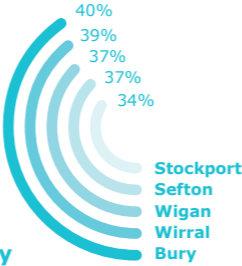


1,957,300

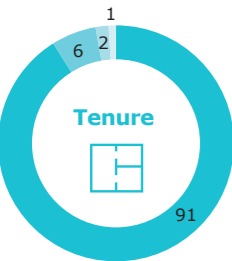
people are Metro Suburbs, which is

13 % of North's population

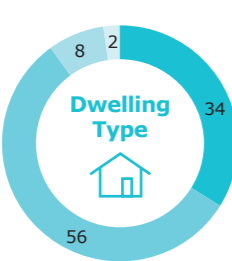
Highest % segment by local authority



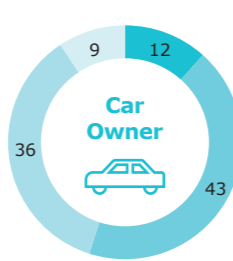
Propensity to Travel		
	Metro Suburbs	Segment vs North
Total Distance Travelled per person per year	7,075 miles	↑ 12%
Total Distance Travelled by rail per person per year	579 miles	↑ 25%
Total Trips per person per year	1,044 trips	↑ 10%
Percentage of trips by car	74.5%	↑ 13%
Percentage of trips by rail	1.6%	↑ 44%
Percentage of trips by bus	4.2%	↓ 39%
Total Long-Distance Trips (> 10 miles)	166	↑ 13%



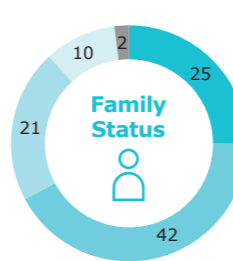
- Owner Occupied
- Privately Rented
- Social Rented
- Other



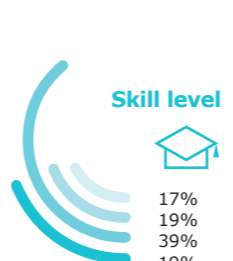
- Detached
- Semi-Detached
- Terraced
- Flat / apartment
- Other



- No cars or vans
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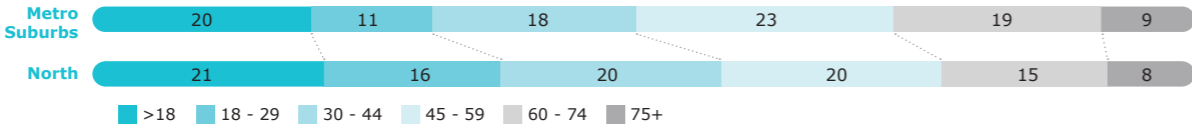


- Elderly Residents
- Families with Children
- Couples without Children
- Singles and Students
- Other

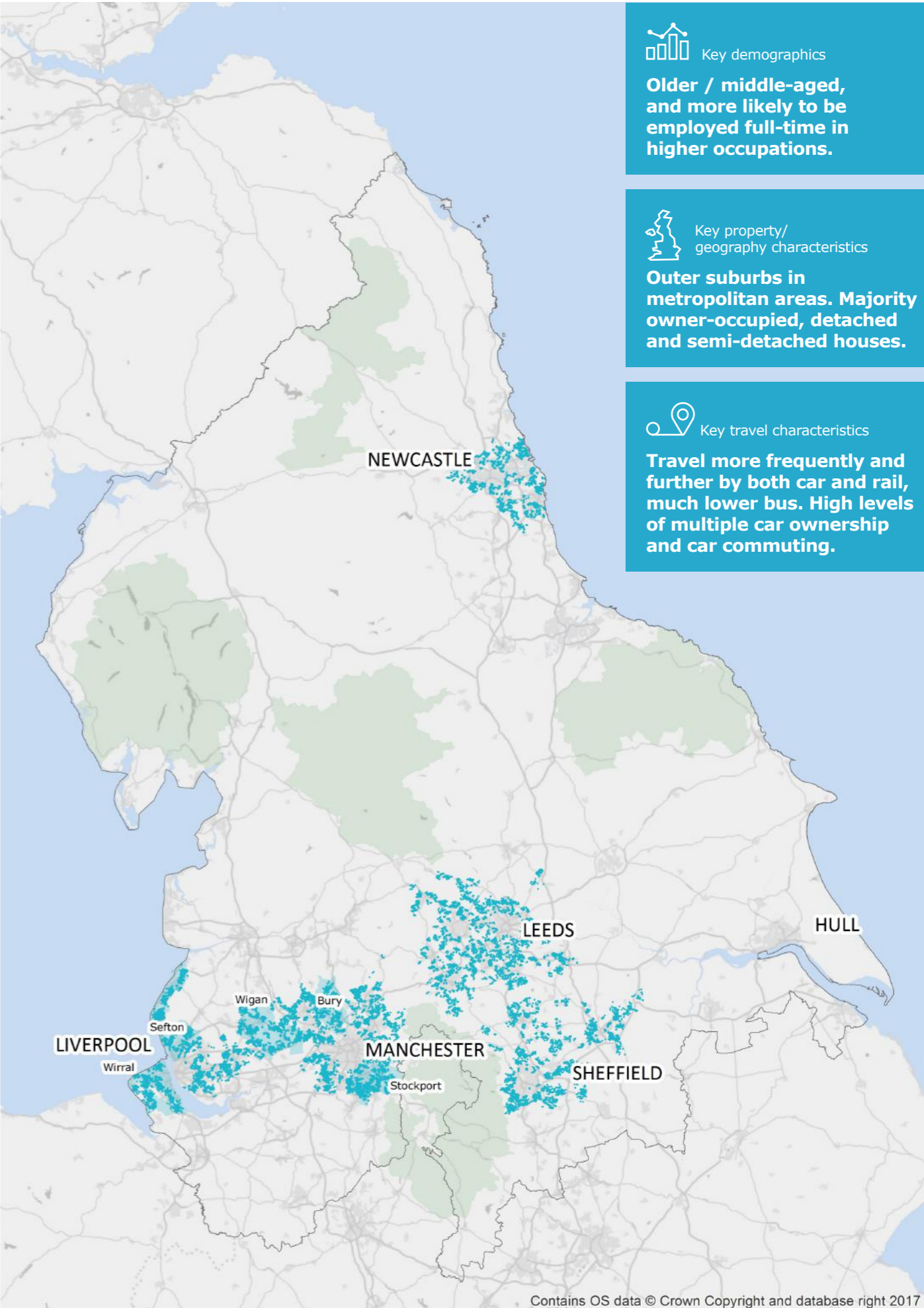
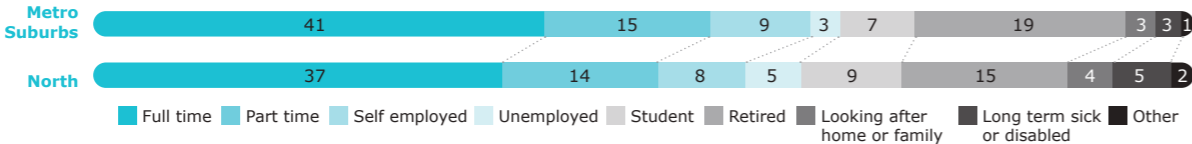


- No qualifications
- 5+ GCSEs A*-C or equivalent
- 2+ A /4+ AS levels or equivalent
- Degree / Higher Degree

Age Profile



Employment status



Key demographics

Older / middle-aged, and more likely to be employed full-time in higher occupations.

Key property/ geography characteristics

Outer suburbs in metropolitan areas. Majority owner-occupied, detached and semi-detached houses.

Key travel characteristics

Travel more frequently and further by both car and rail, much lower bus. High levels of multiple car ownership and car commuting.