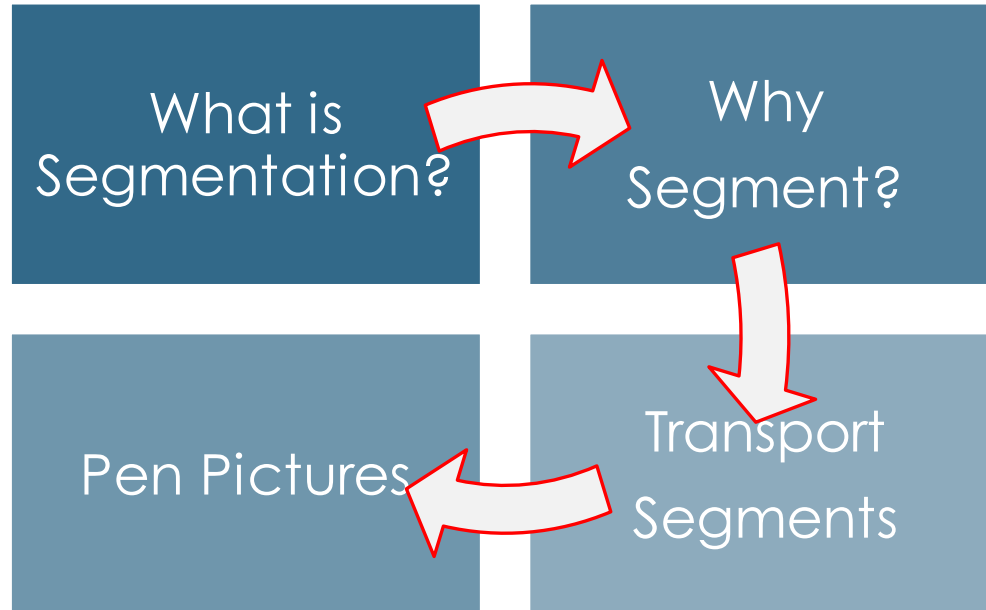# *Segmentation for behaviour change*

About Interactions

- Market Research

- 25+ years' experience

- Transport Specialists

- Irish Public Transport and Local Authority Clients

- EU-funded projects on Sustainable Mobility

- Specialising in psychology of behaviour

- Segmentation expertise

Overview

1. What is Segmentation?

*"Segmentation is the process of **subdividing a market into identifiable subgroups** that have similar needs, wants, demands or characteristics."*
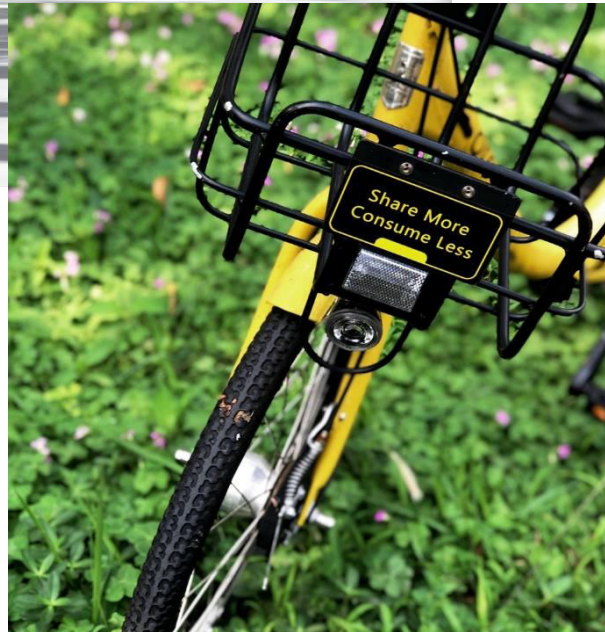
2. Why Segment?

Commercial Marketing

Social Marketing

Reasons for social marketing

Marketing new products that promote cycling

Convercycle

Social Marketing

But Behaviour Change Campaigns are often….

OR

Successful Behaviour Change:

- Move away from just awareness / giving out information

- <u>Targeted messages</u> rather than mass communications

- Messages that fit with people's <u>own values and agendas</u>

- And ultimately demonstrating real impact on behaviour
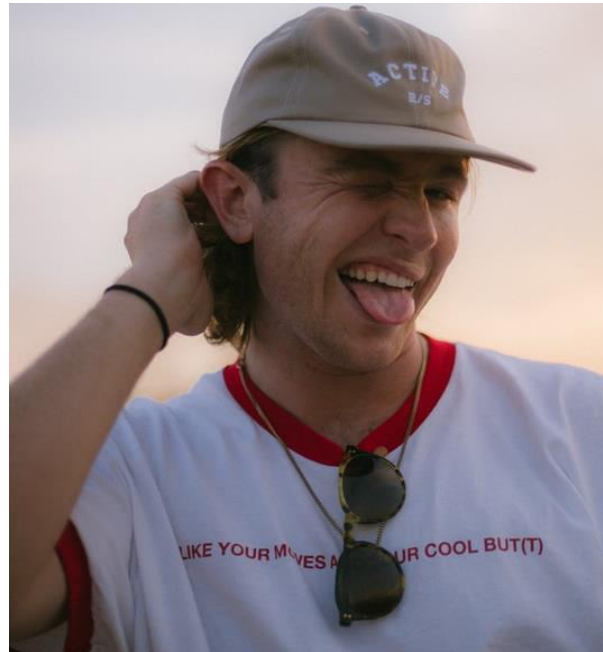
Types of segmentation
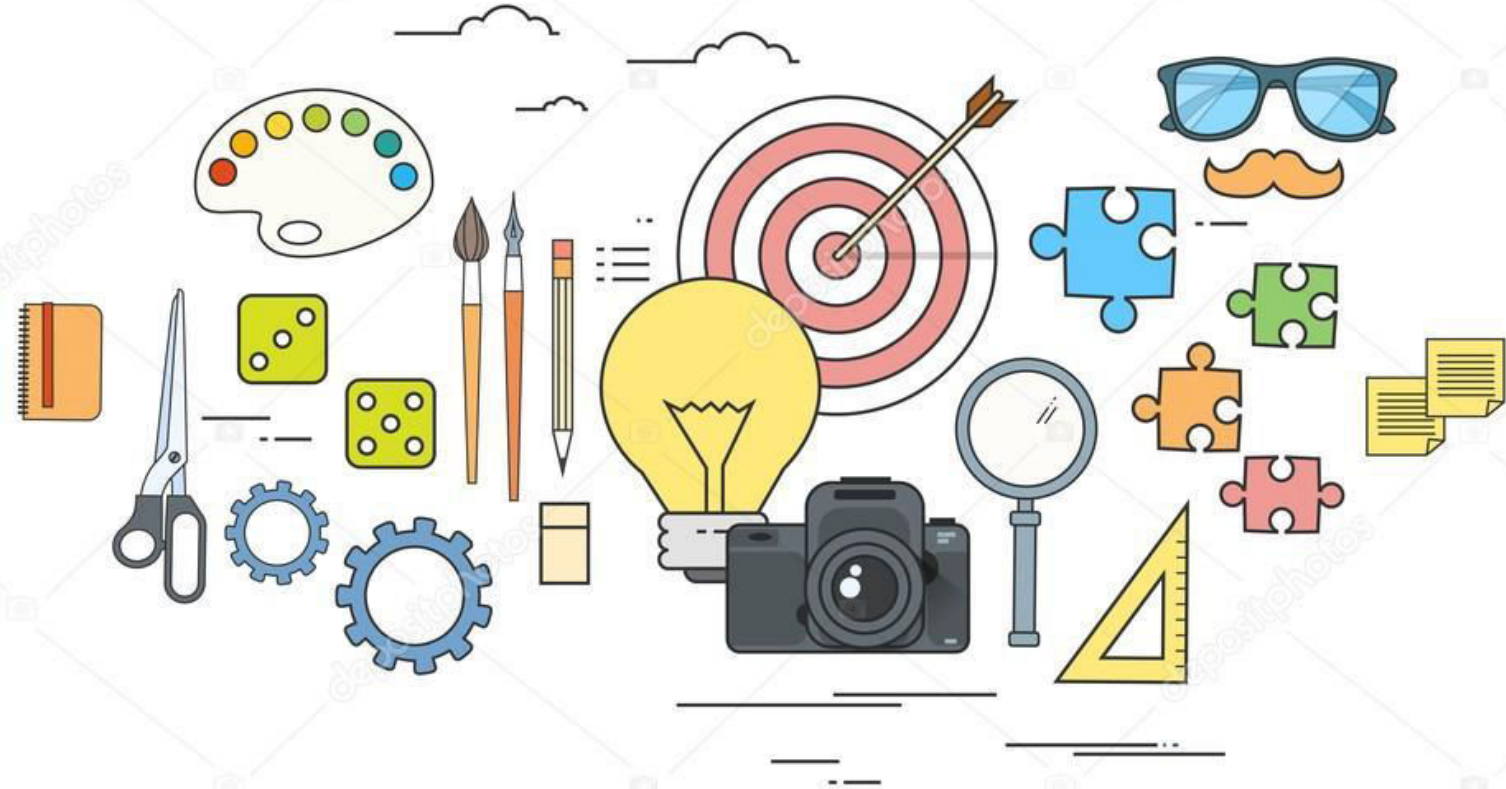
Behavioural

Geographic

Demographic

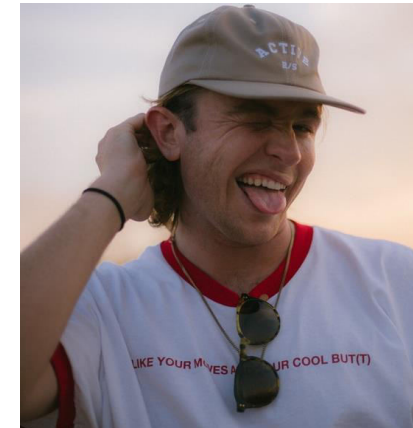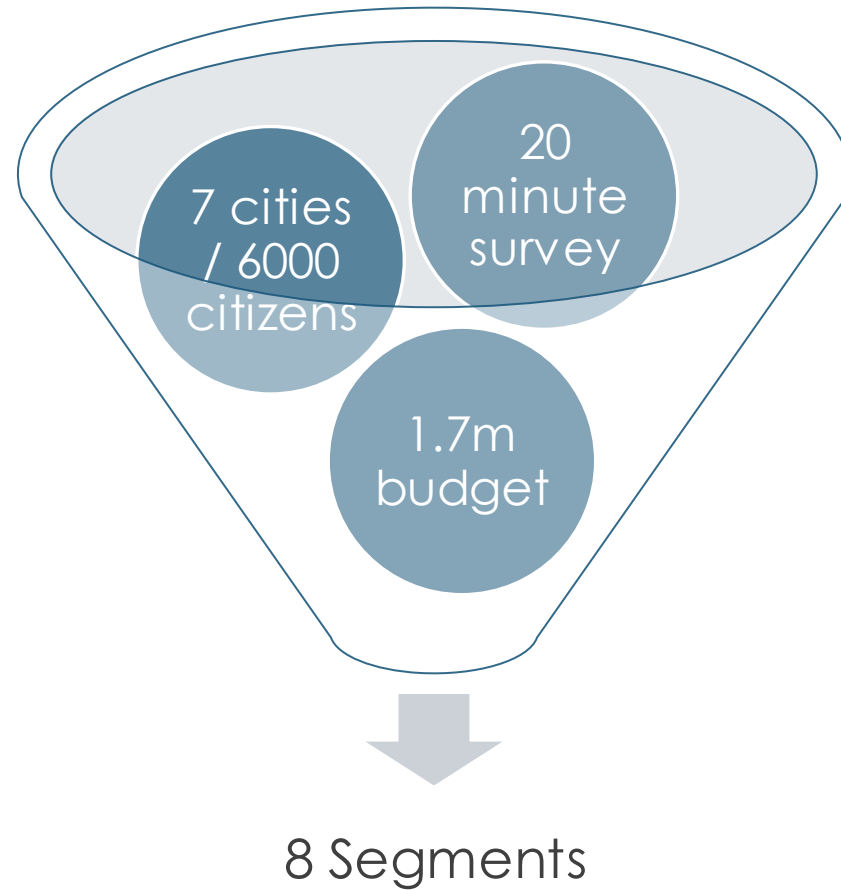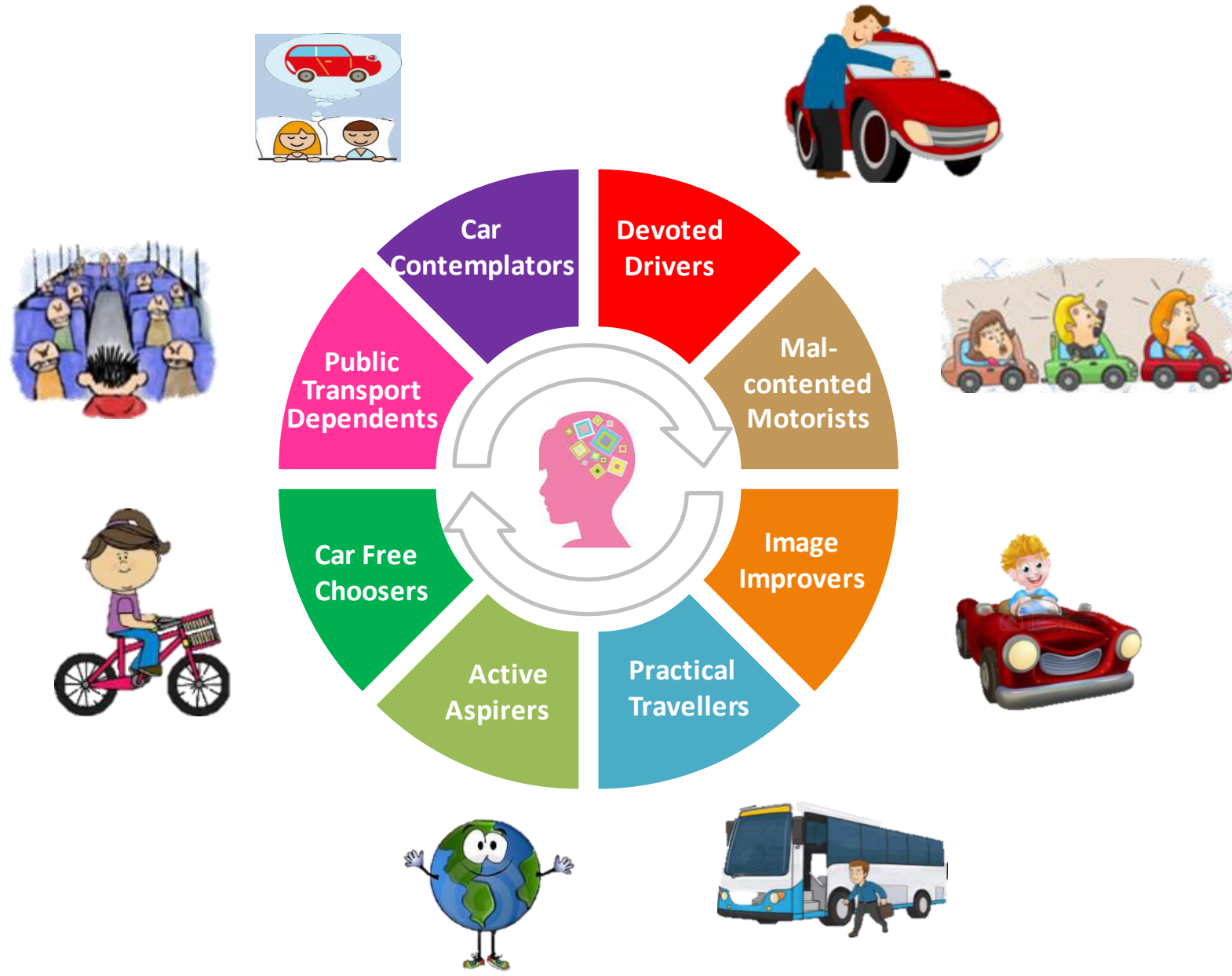Attitudinal

Psychographic

Cluster Analysis

3. Transport Segments

SEGMENT Project

SEGmented Marketing for ENergy efficient Transport

7 cities / 6000 citizens

20 minute survey

1.7m budget

8 Segments

The 8 Transport Segments

SEGMENT Project

7 cities / 6000 citizens

20 minute survey

1.7m budget

12 Golden Questions
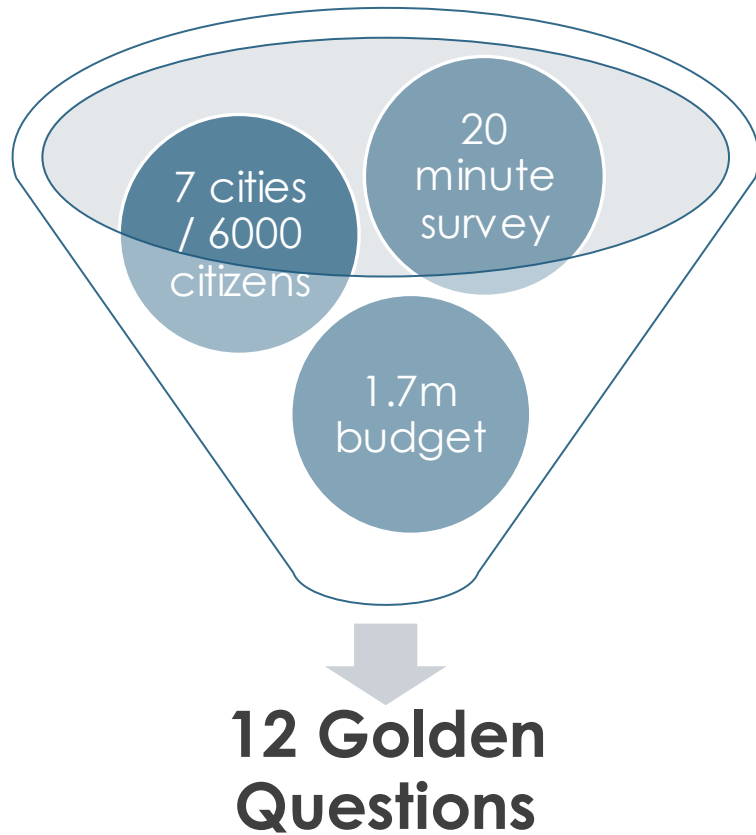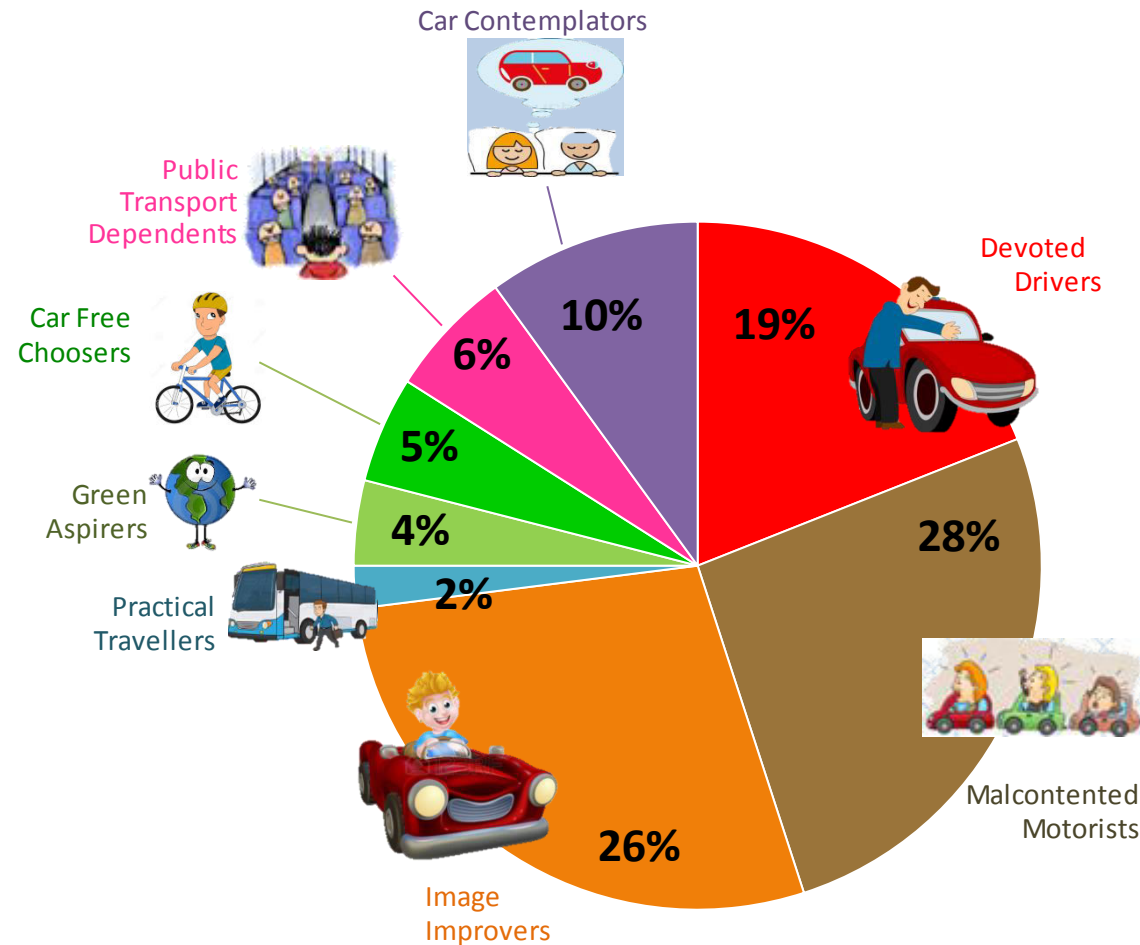
Golden Questions:
a smaller set of variables that provide the **best model for reproduction** of the segments

Available to anyone to use to allocate any survey respondent to their appropriate segment

Segments Distribution in Ireland

Car Contemplators

Public Transport Dependents

Car Free Choosers

Green Aspirers

Practical Travellers

Image Improvers

Malcontented Motorists

Devoted Drivers

10%

6%

5%

4%

2%

26%

28%

19%

- The vast majority of Irish respondents fall into the 3 high car use segments

- While 10% more dream of starting to drive

- The 'cycling segments' make up just under 2 in 5 Irish adults (37%).

'I am not the type of person who rides a bike'

AGREE

DIS AGREE

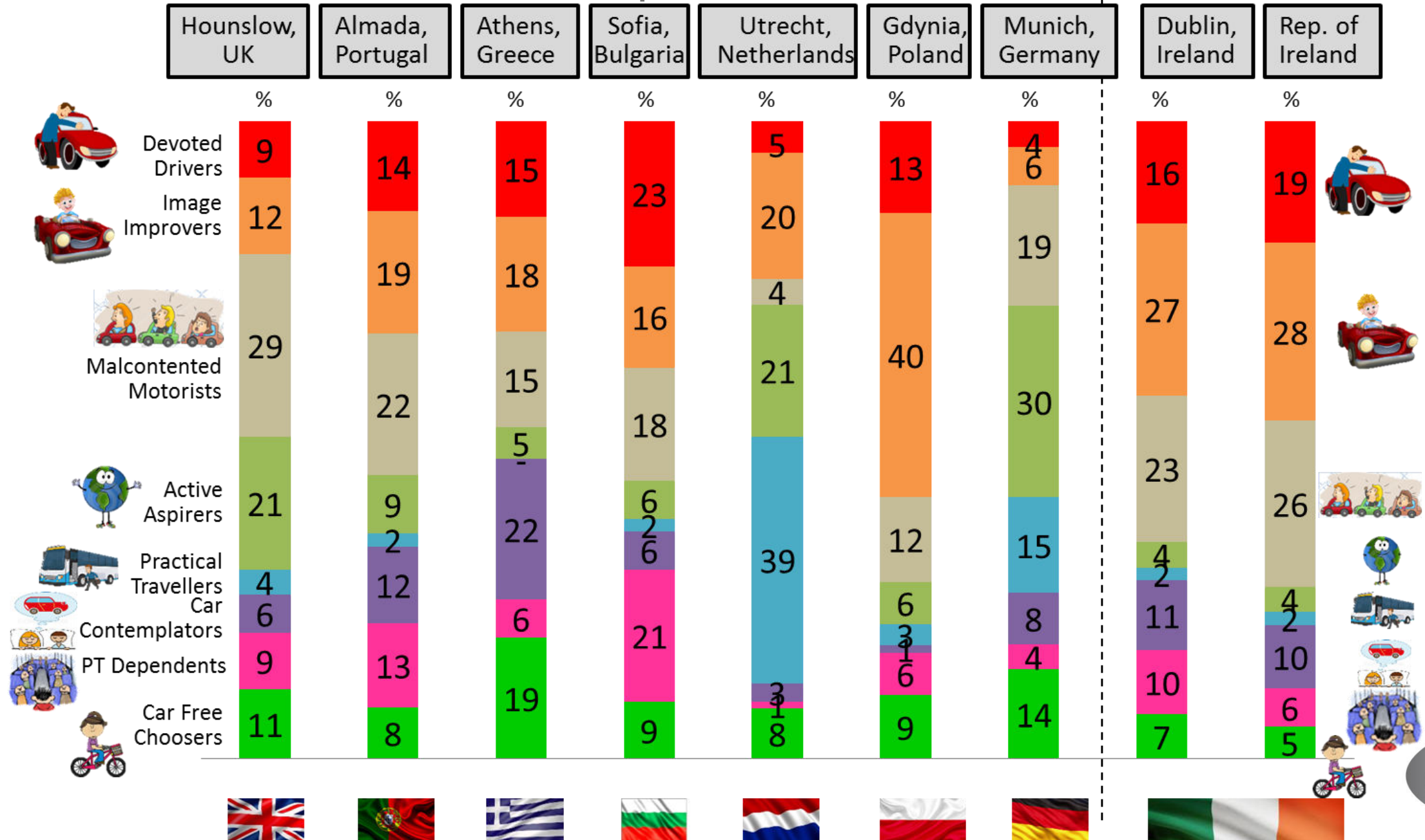| Public Transport Dependents | Devoted Drivers | Malcontent Motorists | Car Contemplators | Image Improvers | Car Free Choosers | Practical Travellers | Green Aspirers |

How does Ireland compare with other countries

Who are the segments? Cross Referencing the data
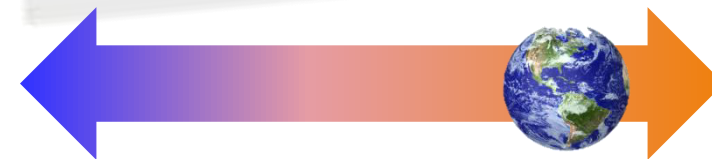
Behavioural

Geographic

Demographic

Psychographic

Active Aspirers

Aged 35+.

Males and females.

Well educated.

4%

- Would like to cut down on car use for environmental reasons.

- Highly motivated to use active transport modes for fitness.

- Believe reducing their own car use will make a difference

High moral obligation to the environment,

Active Aspirers: Psychographic Mood Board

Artistic & Creative

Optimistic

I Can't

Compassionate

Organised

Serious

Not Materialistic

Seeking Knowledge & Experiences

Not Fashion Followers

Self Sufficient

Into technology

Car Free Choosers

→ More male
→ More urban
→ Fewer professionals

5%

🚌 Keen to use active modes of transport:
   🚌 Do not like driving
   🚌 Think that cars lead to unhealthy lifestyles.

🚌 Rather cycle than take the bus

High moral obligation to the environment, and believe that reducing own car use will make a difference.

Car Free Choosers:
Psychographic Mood Board
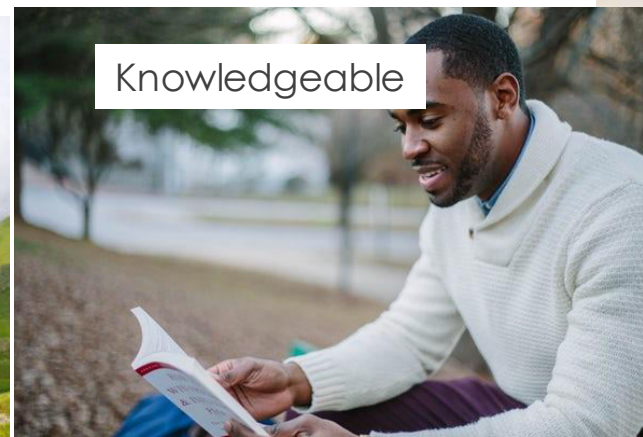
Know where going in life
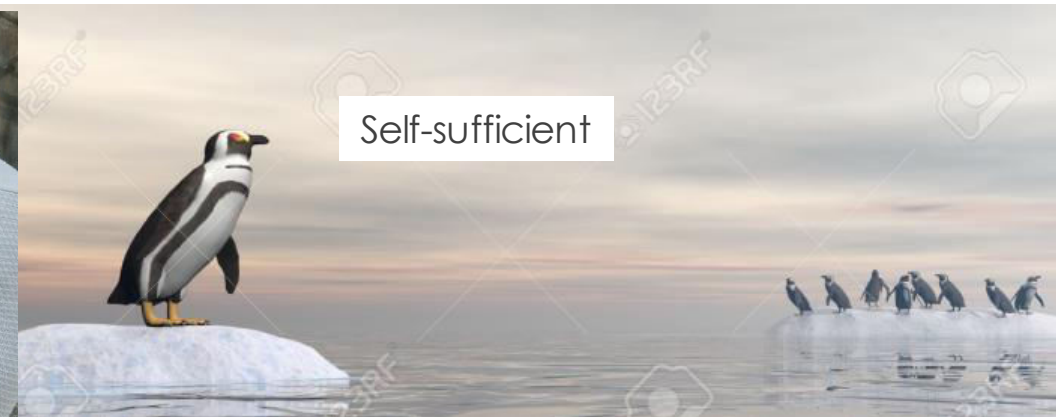
In Control

Rational but not into technology

Like to stand out from the crowd

Knowledgeable

Self-sufficient

Spontaneous

Image Improvers

→ Aged 25-45, more male.

→ Well educated

28%

- 🚌 Like to drive and see their car as a way of expressing themselves

- 🚌 Do not want to cut down car use

- 🚌 Interested in cycling.
  - A form of self-expression and a way to keep fit

Have <u>neutral or moderate</u> environmental attitudes.

Image Improvers: Psychographic Mood Board

Ambitious, Confident, and very Sure of where they are Going in Life

Risk Takers

Extroverts, not Afraid to Stand Out

PRAGMATIC

Love Gadgets & Tech

Materialistic

Practical Travellers

Aged 35+,

More likely to have technical education

High proportion in manual trades.

2%

- Use the car for getting from A to B. Will equally consider public transport, or cycle/walk instead

- Transport choices <u>not</u> motivated by climate change but do see local pollution and congestion as issues.

- Have no intention of reducing car use

Low environmental consciousness

Practical Travellers: Psychographic Mood Board

Stylish

HELLO MY NAME IS Extrovert

Least likely to rate selves well informed

Love technology

Follow Head vs Heart

Rational & Scientific

Risk Takers

Outgoing

Loves to stand out

Lighthearted

4. Implications for Behaviour Change Initiatives

- Can feed into design of initiatives and development of communications

- Can be used to test campaign messages with different segments

- And determine which messages work best for each segment

I WANT TO RIDE MY *Bicycle*

Try out the Golden Questions for yourself

- www.interactions.ie/case-studies

https://interactions.ie/case-studies/951-transport-segments

Eileen O'Connell

Managing Director
Interactions Ltd
p: +353 (1)201 7774
m: +353 (0)87 2453009

a: Unit 2 Beech Court,
        Kilcoole, Co. Wicklow,
        Ireland
w: www.interactions.ie
e: eileen@interactions.ie

Claire Rountree

Research Director
Interactions Ltd
p: +353 (1)201 7774
m: +353 (0)87 1703521

a: Unit 2 Beech Court,
        Kilcoole, Co. Wicklow,
        Ireland
w: www.interactions.ie
e: claire@interactions.ie