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

What is Segmentation?

Why Segment?

Pen Pictures Transport

Segments
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
Social Marketing
But Behaviour Change Campaigns are often....
Successful Behaviour Change:

- Move away from just awareness / giving out information
- Targeted messages rather than mass communications
- Messages that fit with people's own values and agendas
- And ultimately demonstrating real impact on behaviour
Types of segmentation

- Geographic
- Demographic
- Behavioural
- Psychographic
- Attitudinal
Cluster Analysis
3. Transport Segments
SEGMENT Project

SEGmented Marketing for ENergy efficient Transport

- 8 Segments
- 7 cities / 6000 citizens
- 1.7m budget
- 20 minute survey

8 Segments
The 8 Transport Segments

- Devoted Drivers
- Image Improvers
- Malcontented Motorists
- Practical Travellers
- Active Aspirers
- Car Free Choosers
- Public Transport Dependents
- Car Contemplators
SEGMENT Project

**Golden Questions:**
- 12 Golden Questions
- 1.7m budget
- 7 cities / 6000 citizens
- 20 minute survey

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

Golden Questions: a smaller set of variables that provide the **best model for reproduction** of the segments
Segments Distribution in Ireland

- 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’
How does Ireland compare with other countries

<table>
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<th>Category</th>
<th>Hounslow, UK</th>
<th>Almada, Portugal</th>
<th>Athens, Greece</th>
<th>Sofia, Bulgaria</th>
<th>Utrecht, Netherlands</th>
<th>Gdynia, Poland</th>
<th>Munich, Germany</th>
<th>Dublin, Ireland</th>
<th>Rep. of Ireland</th>
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<tbody>
<tr>
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<td>9 %</td>
<td>14 %</td>
<td>15 %</td>
<td>23 %</td>
<td>5 %</td>
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<td>28 %</td>
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<td>Malcontented Motorists</td>
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<td>40 %</td>
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<td>Active Aspirers</td>
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<td>Practical Travellers</td>
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<td>Car Contemplators</td>
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<tr>
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<td>8 %</td>
<td>9 %</td>
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<td>18 %</td>
<td>14 %</td>
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</tr>
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</table>
Who are the segments? Cross Referencing the data

Geographic

Demographic

Psychographic

Behavioural
Active Aspirers

- Aged 35+.  
- Males and females.  
- Well educated.

- 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.
Active Aspirers: Psychographic Mood Board

- Self Sufficient
- Not Fashion Followers
- Organised
- Serious
- Not Materialistic
- Optimistic
- Artistic & Creative
- Seeking Knowledge & Experiences
- Into technology
- Compassionate
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

- Spontaneous
- Like to stand out from the crowd
- Know where going in life
- In Control
- Rational but not into technology
- Knowledgeable
- Self-sufficient
Image Improvers

- Aged 25-45, more male.
- Well educated

- 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 neutral or moderate environmental attitudes.
Image Improvers: Psychographic Mood Board

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

Risk Takers

Materialistic

Love Gadgets & Tech

Extroverts, not Afraid to Stand Out
Practical Travellers

- Aged 35+
- More likely to have technical education
- High proportion in manual trades.

- Use the car for getting from A to B. Will equally consider public transport, or cycle/walk instead
- Transport choices not motivated by climate change but do see local pollution and congestion as issues.
- Have no intention of reducing car use
Practical Travellers:
Psychographic Mood Board

- Loves to stand out
- Follow Head vs Heart
- Rational & Scientific
- Least likely to rate selves well informed
- Risk Takers
- Lighthearted
- Love technology

Stylish
Risk Takers
Outgoing
Loves to stand out
Lighthearted

Follow Head vs Heart
Rational & Scientific
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
Try out the Golden Questions for yourself

www.interactions.ie/case-studies

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