

Table 3: Final Segment travel, attitude and demographic characteristics

	Car-Owners					Non Car Owners		
	Devoted Drivers	Image Improvers	Malcontented Motorists	Active Aspirers	Practical Travellers	Car Contemplators	Public Transport Dependents	Car-free Choosers
Car								
Use	✓✓	✓✓	✓	✓	✓	XX	XX	XX
Attitudes	✓✓	✓✓	✓	X	X/✓	✓	X	XX
	Rather use the car than any other mode. Not interested in reducing; thinks successful people use the car	Like driving, car a way of expressing oneself; doesn't want driving restricted but a desire to cut down a little	Does not like driving – finds it stressful; wants to cut down but still prefers the car	Feels guilty using car on short journeys and would like to cut down. Does not believe more roads are necessary.	Car is only a way of getting from A to B; Only uses car when necessary; Cars reduce Quality of life	Cars are a status symbol and people should be allowed unrestricted car use; Would like to travel by car more Greatest desire to use car more	Does not like driving; would like to see less congestion but thinks people should be allowed to use cars and would like to travel more by car	Does not like driving and thinks cars lead to unhealthy lifestyles and should be reduced
Public Transport (PT)								
Use	XX	XX	X	X	XX	✓✓	✓✓	X/✓
Attitudes	XX	XX	X	✓	XX	X	✓	✓
	Not the kind of person to use the bus; finds it stressful	Not the kind of person to use the bus – would rather cycle	Would rather use the bus than cycle but sees lots of problems with the bus	Agrees the bus can be quicker but sees lots of problems with the bus	Would much rather cycle than use the bus as it is quicker	Would rather use the bus than cycle but sees lots of problems and finds it stressful	Bus is not the quickest but is better than cycling but walking often better	Does not think the bus is stressful or problematic though would rather cycle
Cycle								
Use	XX	X/✓	XX	✓	✓✓	X	XX	✓
Attitudes	XX	✓	X	✓✓	✓✓	X	XX	✓✓
	Not the kind of person to cycle and sees no benefit to cycling	Cycling can be a form of self expression and a good way to get fit	Does not identify as a cyclist and does not see any benefit other than fitness	Sees themselves as a cyclist and believes cycling provides freedom, fitness and is quick	Identifies as a cyclist but does not think it is a form of expression. Sees all the benefits; not stressful	Neutral about cycling. Does not identify strongly and sees it as a bit stressful	Definitely do not see themselves as cyclists. Sees no benefits and thinks it is stressful	Sees cycling as beneficial for all kinds of reasons, is a route to self-expression and is not regarded as stressful
Walk								

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Use	X X	X/✓	✓	✓✓	✓	✓	✓✓	✓✓
Attitudes	X X	X/✓	X	✓✓	✓	X	✓	✓✓
	Does not like to walk although knows it can be flexible; thinks it is too slow	Would like to walk for fitness but is worried about the time it takes	Does not see any advantages to walking	Regards walking as healthy and would like to walk more for fitness	Sees walking as moderately healthy and will use it when it is more practical than cycling	Not regarded as very flexible although might want to do it a bit more for fitness	Would like to walk more for fitness	Regards walking as healthy and would like to walk more for fitness
Other Attitudes to:								
Environment	X X	X/✓	X/✓	✓✓	X	X/✓	X	✓✓
	Very low moral obligation	Neutral / moderate environmental attitudes	Small level of environmental consciousness	High moral obligation and belief reducing own car use will make a difference.	Not motivated by climate change although local pollution/congestion is an issue	Neutral / moderate environmental attitudes	Not motivated by the environment but more roads are needed to relieve congestion	High moral obligation and belief reducing own car use will make a difference.
Health	X X	✓	X/✓	✓✓	X/✓	X/✓	X	✓✓
	Not motivated by fitness	Motivated by fitness – especially cycling	Feels they should walk more for fitness but not cycling	Highly motive by fitness for both walking and cycling	Not motivated by fitness – but may be because believe they are already fit	Not motivated by fitness but believes walking is healthy	Walks for fitness	Walking is regarded as healthy and wants to walk and cycle for fitness
Intention								
Reduce car	X X	X/✓	✓	✓✓	X X		-	
PT	X X	X X	✓	X/✓	X X	✓	✓	X/✓
Cycle	X X	✓	X	✓✓	✓	✓	X X	✓✓
Walk	X X	✓	✓	✓	X X	✓	✓✓	✓✓
	No intention to reduce car use	Does not really want to reduce car use but would like to increase cycling and maybe walking	Moderately strong intention to use alternatives (not PT) but they see issues with this	Highly motivated to use active modes	Likely that they already believe they are using enough of each mode	Intend to use other modes but most likely to say they will start driving	Keen to walk more and least likely to start driving	Keen to use active modes
Demographics								
	High levels of full time employment	High levels of full time employment	Most female of all car drivers	Above average levels of part-time employment	Highly educated; above average part-time working	Youngest; More likely to be female; high proportion of	More likely to be female; least educated; highest number	More likely to be female; high proportion of students