# Target Market Research

## commuters

### Information to find out:

Ages

Gender

The form of travel they use to commute

How far they travel each day

Occupation

Interests, hobbies, and needs

When they are most likely to view our marketing materials.

Locations or mediums that are more likely to catch their attention

Where they are located

Where they live

Where they work

Their lifestyles or purchasing habits

### Specifications of our research:

We will focus upon the city of London for our research. We have chosen London because it is the largest city in the UK and also carries the highest rate of CO2 emission per kilometre1. It also is the most common city for commuting due to the rising house prices2/3. A map of the national CO2 emissions has been included above, this map clearly depicts London as a significant contributor.

### Age group:

The majority of commuters are between the ages of 25 to 504.

### Gender:

In 2011, 53% of those living and working London were male and 47% were female4.

### Travel method:

In England, 36.9% of commuters drive to work each day5. Only 6.1% take public transport and less than 2% travel by bicycle. These statistics clearly show the relevance and usefulness of our app as it highlights the lack of people using public transport and active alternatives than driving to work.

### Travel distance:

The average commuting distance is 8.8 miles. This is an excellent result for us as it means there will be a lot of options for users to cycle to work instead of by car, our greenest solution, as eight miles is widely considered a cycle-able distance.

### Lack of resources:

We didn’t manage to complete the more personal queries on the planned checklist as we ran out of resources using traditional research measures. To solve this problem, we decide to create a public survey to gain some more in-depth responses from our target market.

### References:

1. **Naei.beis.gov.uk. (2018). UK Emissions Interactive Map - NAEI, UK. [online] Available at: http://naei.beis.gov.uk/emissionsapp/ [Accessed 12 Dec. 2018].**
2. **Citymetric.com. (2018). Why do people commute so much further to London than to other UK cities? | CityMetric. [online] Available at: https://www.citymetric.com/transport/why-do-people-commute-so-much-further-london-other-uk-cities-2152 [Accessed 12 Dec. 2018].**
3. **The Independent. (2018). These are the best and worst cities to commute in. [online] Available at: https://www.independent.co.uk/travel/news-and-advice/commuting-cities-best-worst-ranked-london-rio-de-janeiro-nice-a8406031.html [Accessed 12 Dec. 2018].**
4. **Census Information Scheme- GLA Intelligence. (2016). Characteristics of Commuters. [online] Available at: https://files.datapress.com/london/dataset/characteristics-of-commuters/CIS2015-03%20Characteristics%20of%20Commuters.pdf [Accessed 12 Dec. 2018].**
5. **Rogers, S. (2018). Car, bike, train, or walk: how people get to work mapped. [online] the Guardian. Available at: https://www.theguardian.com/news/datablog/interactive/2013/feb/01/cycle-drive-work-map-census-2011 [Accessed 12 Dec. 2018].**