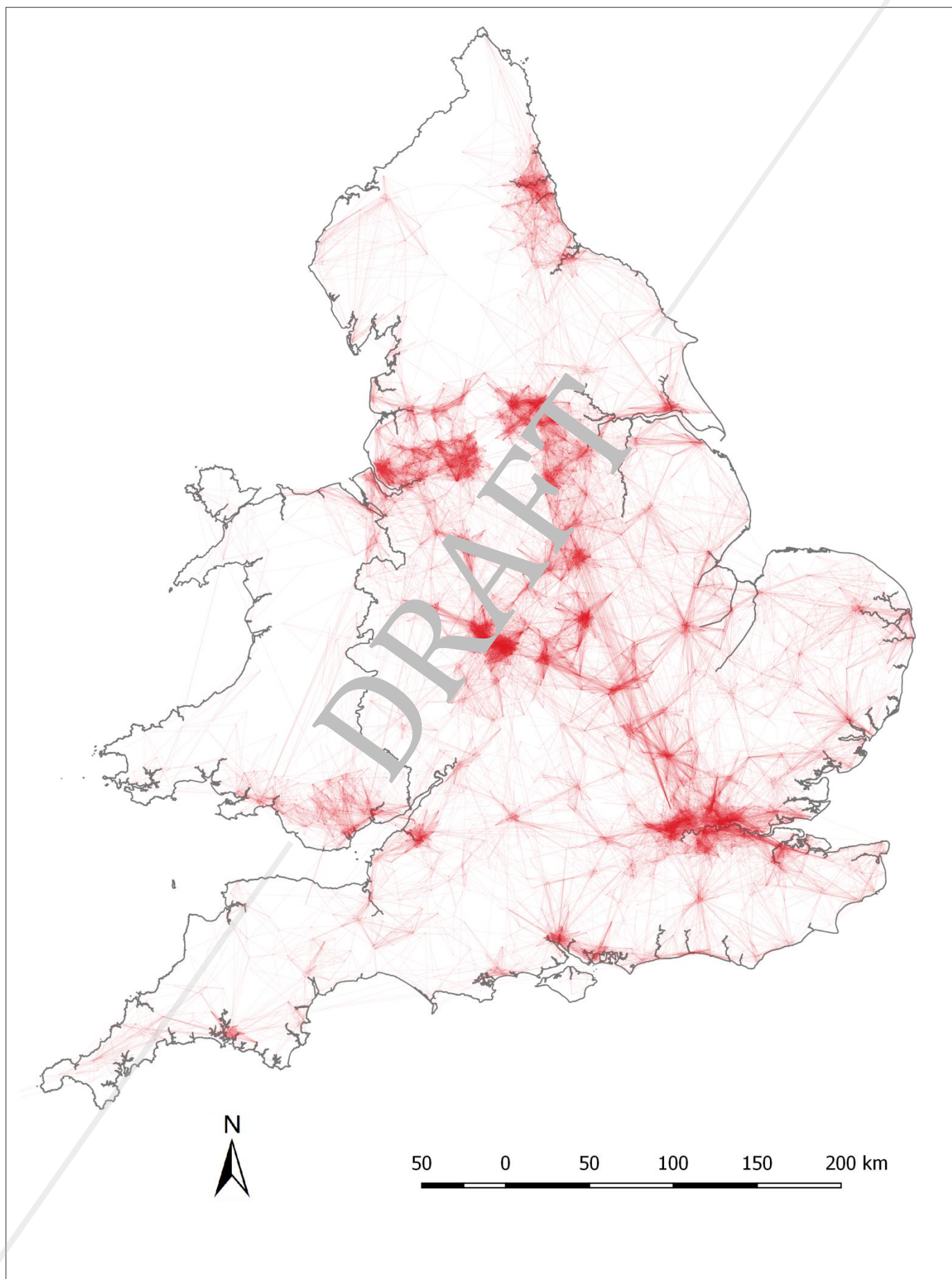
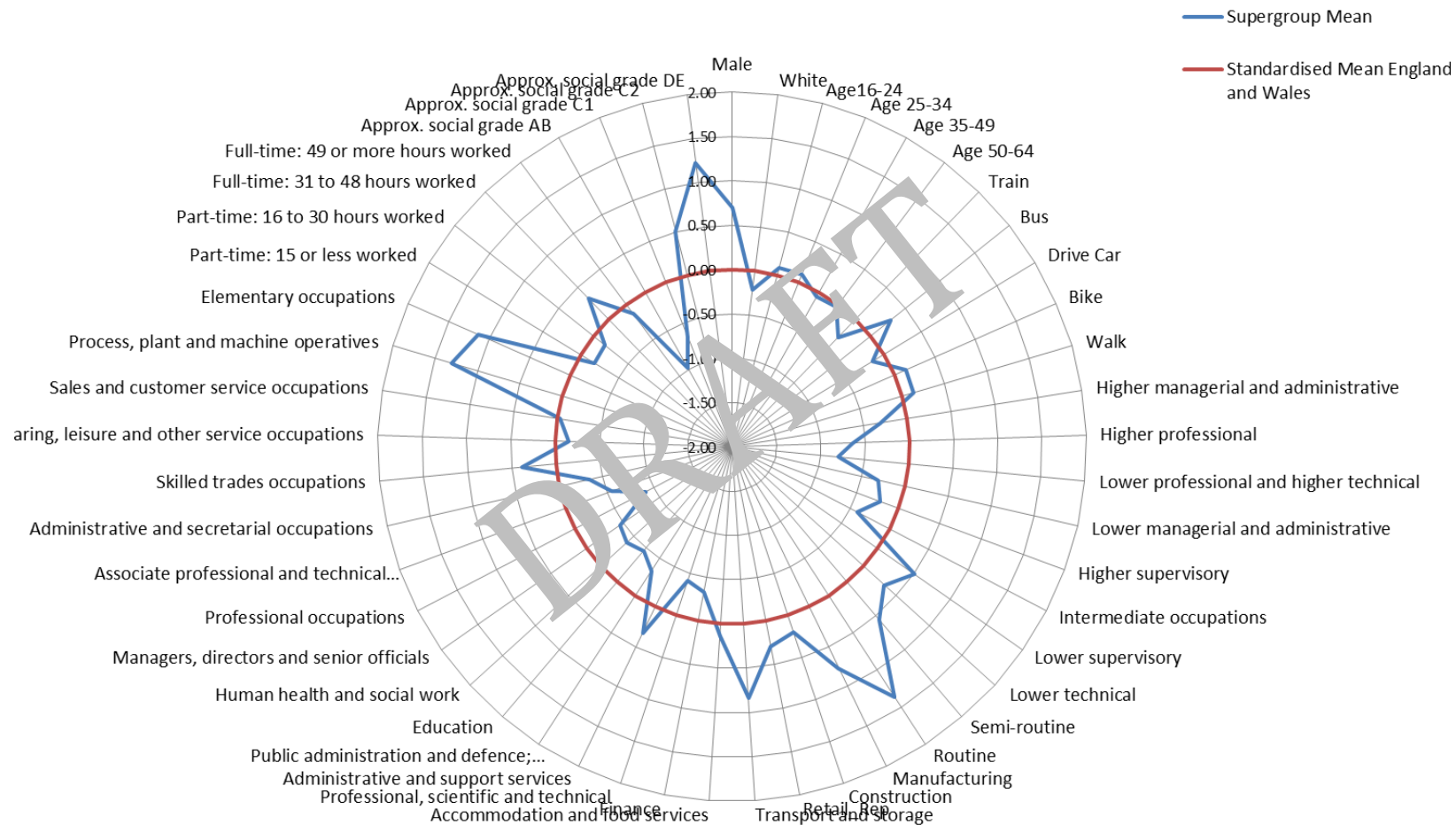


COMMUTE-FLOW INTRODUCTORY WORKSHOP

5TH July 2016

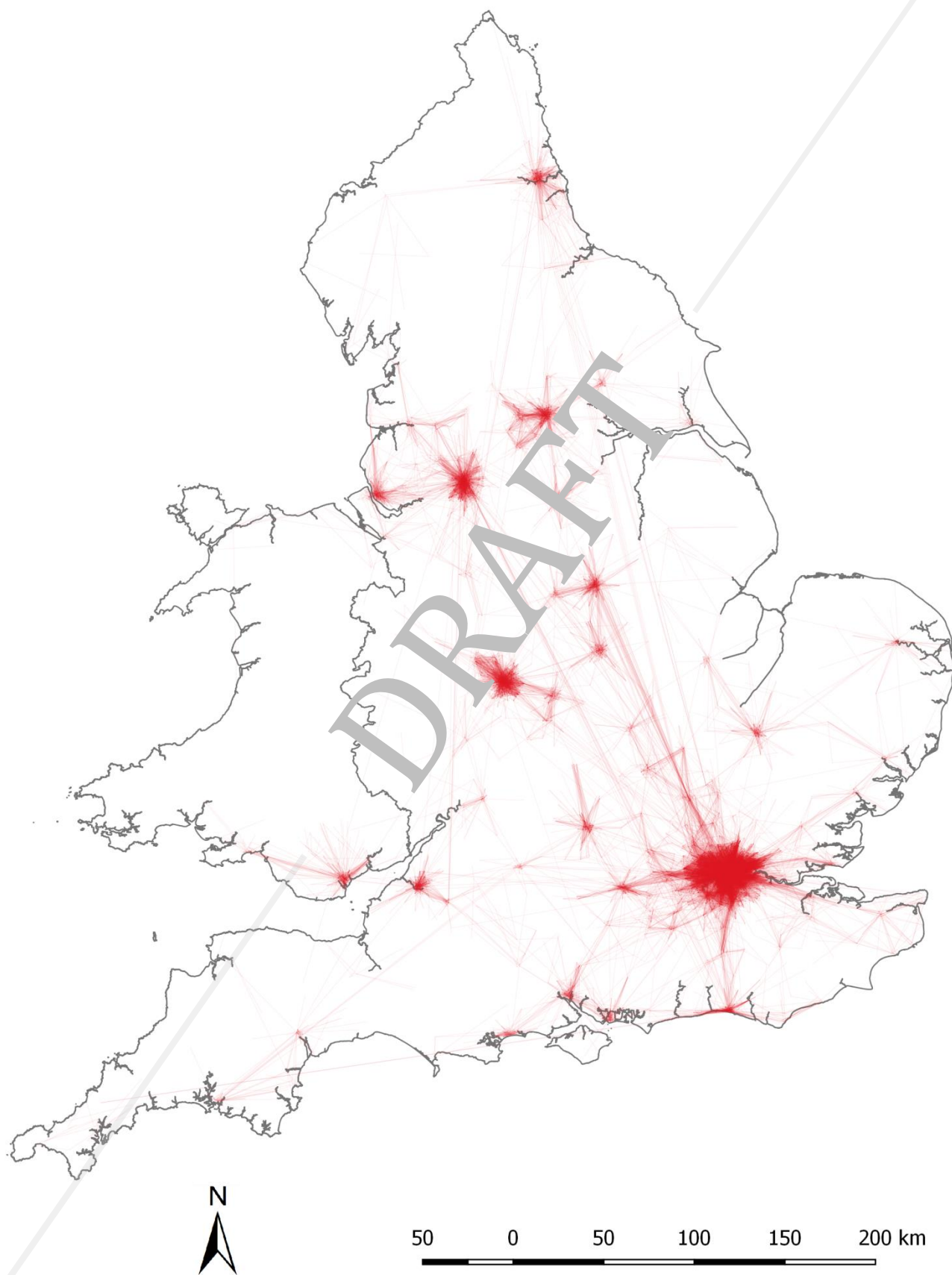
BLUE COLLAR TRAITS

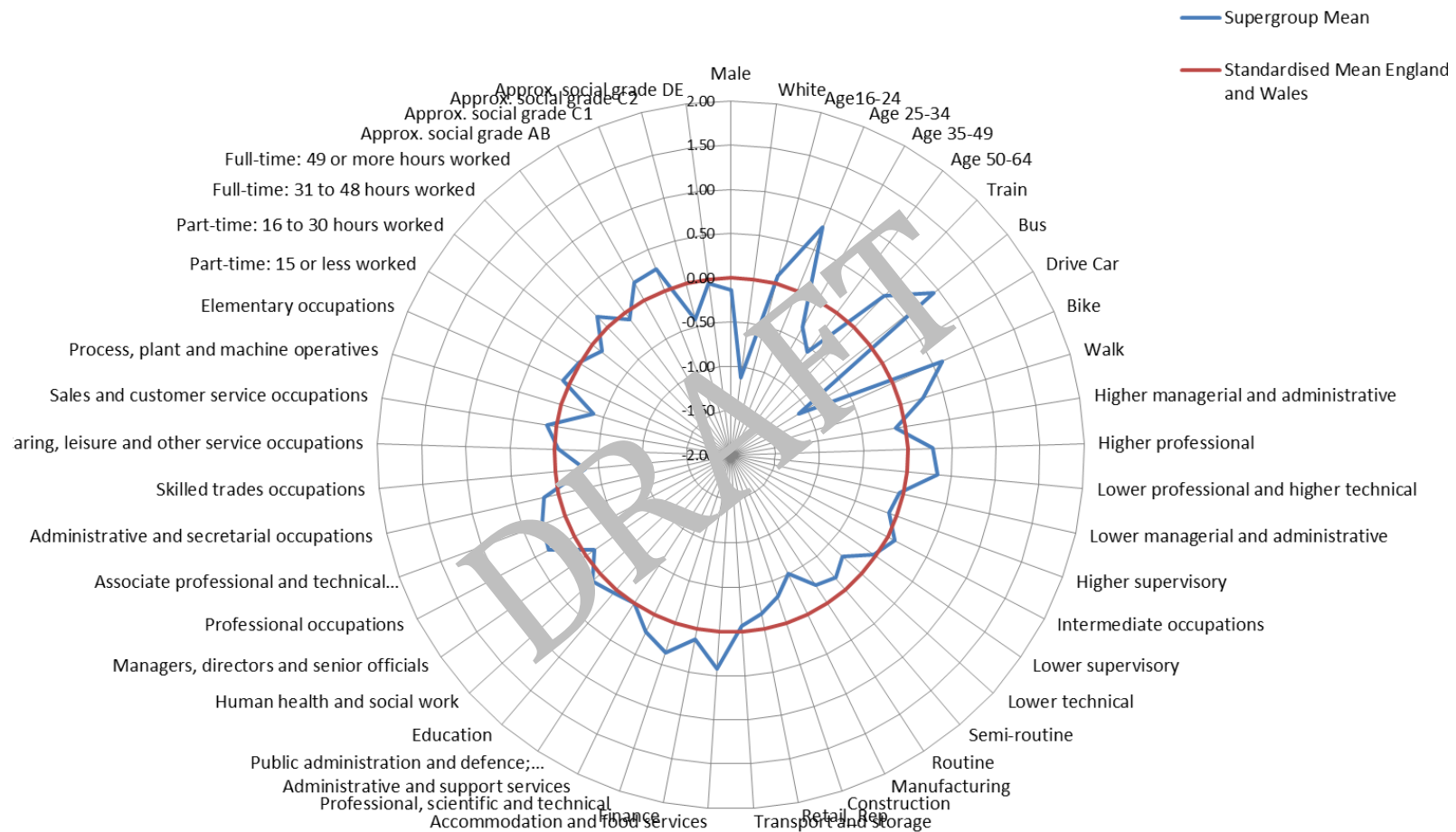




- Blue Collar Traits are predominantly young males with a routine elementary occupations or lower supervisory roles in manufacturing, retail, transport and storage. They work 31 to 48 hours and they mainly belong to C2 and DE social grade.
- Blue Collar Traits walk to their work or use bus and bike to get to work. Compare to other groups the use of train and car is significantly low among this group.

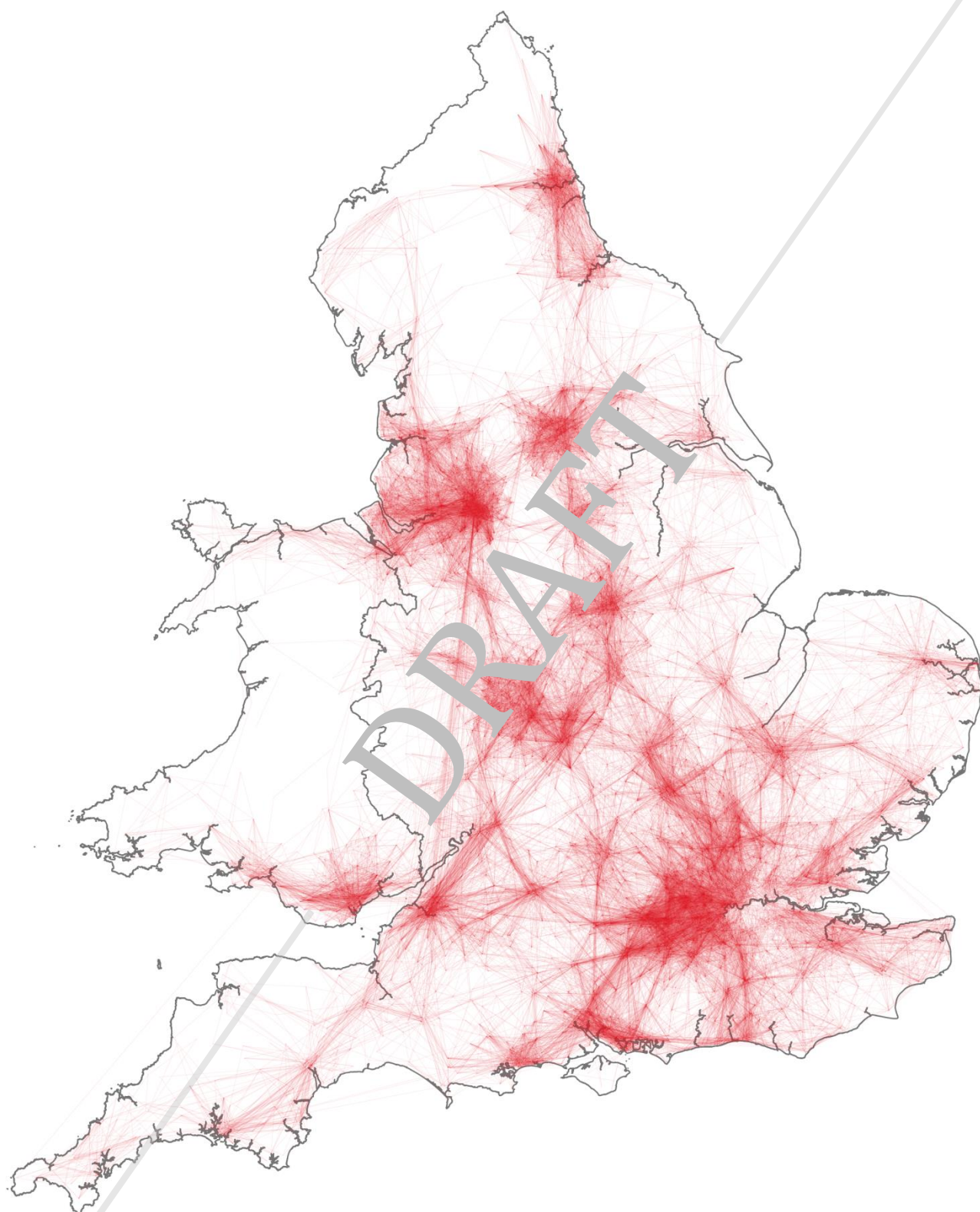
SUSTAINABLE SORTS



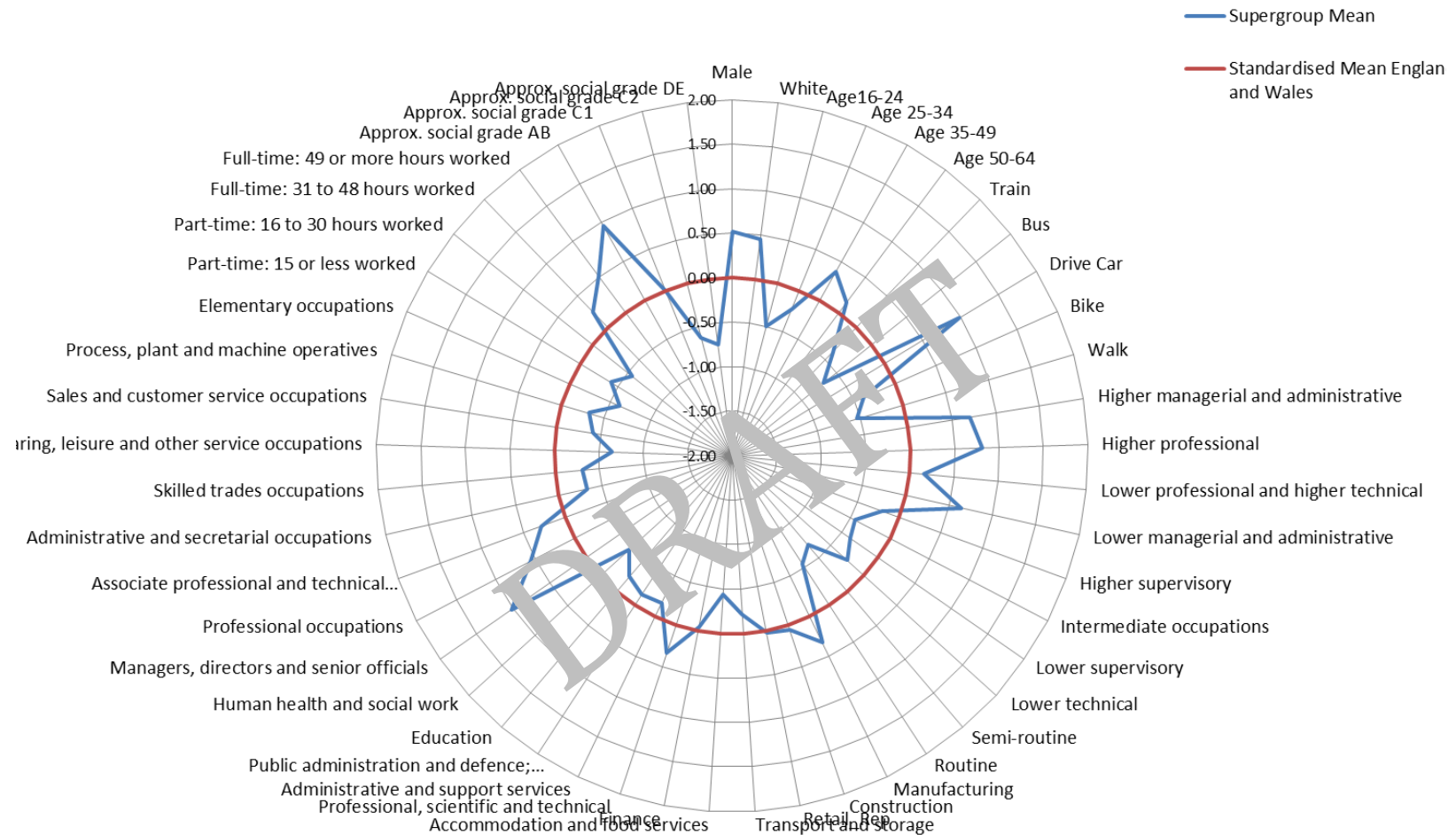


- Sustainable sorts are young professionals who work in higher professional job. They mainly work in administrative and secretarial occupations, professional occupations, accommodation and services and scientific and technical jobs. They work full time (31-48 hours) and their social grades are mainly AB and C1.
- The sustainable sorts take bus or train or they cycle to get to work and the use of car is significantly lower than other groups.

HIGH FLYERS



50 0 50 100 150 200 km



- The High Flyers are 35-64 years old white males who have full-time higher managerial and administrative and lower managerial and administrative jobs. They are mainly managers, director and senior official. The High Flyers belong to AB social grade.
- The High Flyers mainly drive car to work and the use of public transport in this group is significantly lower than other groups.