



Transport for  
Greater Manchester

Transport for Greater Manchester were looking to:

## Challenge

- ⊕ Increase the proportion of journeys made by active travel and public transport
- ⊕ Understand variations in the customer profile across different modes of travel, and specific Bus, Metrolink, and cycle routes
- ⊕ Understand barriers to take-up for different user groups (e.g. geographic location, affordability)
- ⊕ Identify appropriate ways to engage with existing customers and target new users

To overcome these challenges, Transport for Greater Manchester partnered with CACI on the following solutions:

## Solution

- ⊕ Use Acorn Postcode, Workforce Acorn, Paycheck, and Retail Footprint to enhance their own datasets, including survey data (at the sampling, weighting and analysis stages)
- ⊕ Use with GIS systems to identify spatial patterns and trends
- ⊕ Postcode-level analysis provides a granular understanding that allows for targeted intervention

“CACI’s Acorn, Acorn knowledge base and supporting products (Paycheck, Retail Footprint), used in combination with our own datasets, increase the value we can get from our data and help us to understand in more depth the people behind the travel patterns.”

Rosalind O’Driscoll  
Head of Policy  
Insight and Public Affairs

To find out more about how CACI can help you support your organisation, please contact Rhi Blackmore.

**Telephone:** +44 (0)7605 6836

**Email:** [rblackmore@caci.co.uk](mailto:rblackmore@caci.co.uk)

**CACI**

DO AMAZING  
THINGS WITH DATA