



The person behind the travel behaviour

Personas and segments based on the
Netherlands Mobility Panel for a
target group-oriented sustainability approach

KiM | Netherlands Institute for Transport Policy Analysis

Marije Hamersma, Roselien Steur, Bingyuan (Amelia) Huang, february 2026

Contents



1 Introduction



Image: Central government image bank

At the request of, and in collaboration with, the Sustainable Mobility Directorate of the Ministry of Infrastructure and Water Management (IenW), the Netherlands Institute for Transport Policy Analysis (KiM) has developed 10 fictional personas.

Personas are archetypes of users that help to better understand people's behavior and underlying motives. Personas are widely used in design, marketing and innovation processes. The methodology mainly aims to support user-oriented thinking and action.

Personas can also serve policy purposes. They help provide insight into the needs of different archetypal groups and into how policies may affect different types of people. The Sustainable Mobility Directorate intends to use these personas to better tailor policies to specific target groups.

This brochure gives an impression of the methodological approach, the personas developed from it and their possibilities for policy application. It also discusses several considerations for their use. For instance, personas may have a stigmatizing effect; the personas presented in this brochure may not fully represent policy target groups; and target group-oriented policy is not always desirable. Further information on the development of the personas, the underlying segments and their application is provided in the accompanying background report.

2 Methodological approach



Image: Central government image bank

Distinction between personas, segments, and target group(s)

In this project, we distinguish between personas, segments and target groups:

A **segment** describes a group of people who show similarities based on different background characteristics. Within the segment, the cohesion between people is relatively large, but the segments are mutually as distinctive as possible.

Personas are archetypes that are based on the distinctive part of a segment. In the case of the example in the figure: an urban young traveller who likes to travel a lot by public transport and bicycle, makes little use of the car, with a low personal income and who is relatively little concerned with the environment. This woman could just as well have been a man, as gender is less distinctive in this segment.

A **target group** for a certain policy does not have to coincide entirely with a segment. Depending on the policy preference, a more specific target group can also be chosen within a segment (for example: the younger student traveller who has moved out), or a target group can cover several segments.

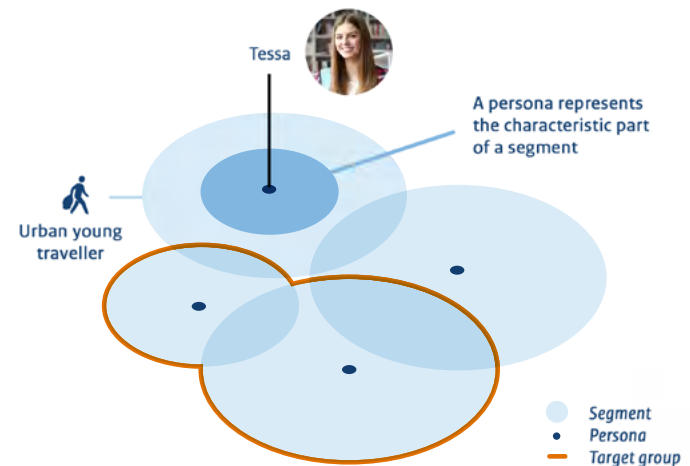


Figure 1 - The distinction between segments, personas and target groups



Data and method

The developed personas and underlying segments are based on respondents from the Netherlands Mobility Panel (MPN), based on a combination of quantitative and qualitative analysis and with a theoretical behavioural model as a framework.

The **MPN** consists of approximately 5500 respondents aged 12 years and older in approximately 3000 households who are monitored in their mobility behaviour over a longer period of time. The panel offers the opportunity to gain insight into factors that influence changes in the travel behaviour of Dutch people. In addition, the MPN offers the opportunity to investigate how mobility differs between various groups, such as young people, families with children and the elderly. For the development of the personas, we focus on

persons aged 16 and over. This involved a total of 4297 respondents. In the selection of relevant information for the development of the personas, the emphasis was on policy application in making passenger mobility more sustainable. We have used information about travel behaviour, but also of socio-demographic and economic characteristics, spatial characteristics and attitudes towards means of transport and the environment.

We have ordered these factors according to the **COM-B method** (Capacities – Opportunities – Motivation – Behavior): a Behavioural change model that helps to understand why people do or do not show certain behaviour, and that offers tools to improve this behaviour with specific policies (as far as possible).

To develop the personas, we started with an exploratory quantitative **cluster analysis** using the MPN. We then refined, enriched, and validated the results through **focus group discussions** with panel members, supplemented by additional quantitative analyses.

This eventually led to 10 fictional personas and underlying segments.

3 Introducing: 10 personas

For this project, we have developed 10 personas that can be used, among other things, in a target group-oriented sustainability approach by the Sustainable Mobility Directorate of the Ministry of Infrastructure and Water Management

Chapter 7 contains a page with detailed information for each persona.

Table 1 - Overview of the 10 developed personas.



Vincent, 19
Multimodal young traveller

"I like to travel for free by public transport, but the car is also practical"



Tessa, 23
Urban young traveller

"The city offers me a lot, so a car doesn't make sense"



Youssef, 32
Car enthusiast

"My car, my palace"



Cynthia, 44
Car-bound traveller

"Without a car, it will be difficult to carry out my activities"



Henk, 42
Practical traveller

"As long as I get there, preferably a bit practical"



Sam, 35
(Environmentally) conscious traveller

"I weigh up my travel options carefully"



Mei, 55
Environmentally conscious (car-free) city dweller

"I choose the most environmentally friendly option if possible"



Martha, 58
Vulnerable traveller

"For me, traveling is quite an undertaking"



Ben, 68
Active older traveller

"I enjoy my retirement and like to go out and about"



Adrie, 79
Less mobile older traveller

"Without a car, I wouldn't get to many places"

Note: The photos are based on non-AI generated images

4 The underlying segments

The fictional personas are each made up of an underlying segment of the Netherlands Mobility Panel. The following overview allows for comparison between the segments. More detailed information on each segment can be found in the background report.

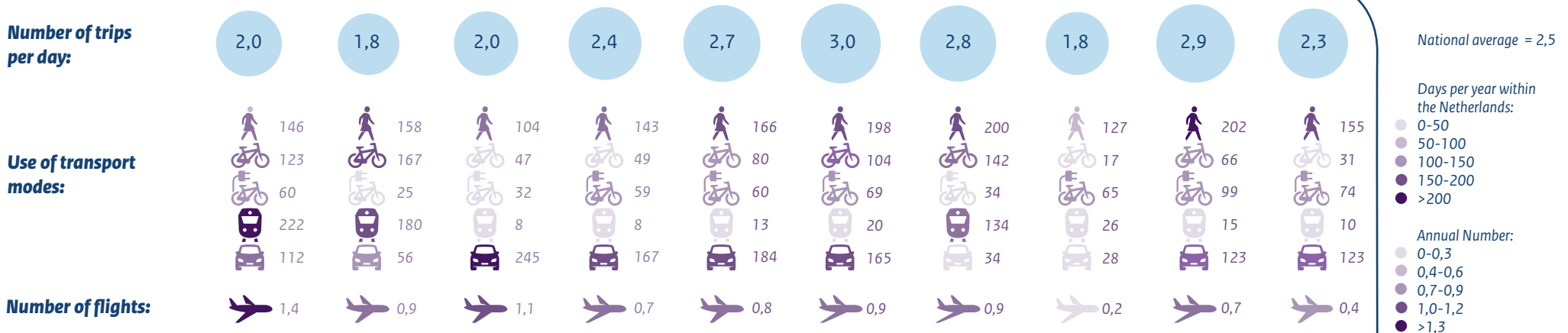


Image: Central government image bank

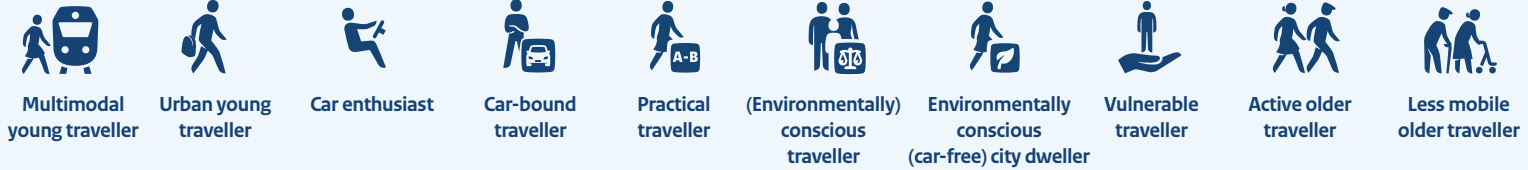
Table 2: Overview of the segments behind the 10 personas (over 3 pages)

Persona:	Vincent, 19	Tessa, 23	Youssef, 32	Cynthia, 44	Henk, 42	Sam, 35	Mei, 55	Martha, 58	Ben, 68	Adrie, 79
Segment:	Multimodal young traveller	Urban young traveller	Car enthusiast	Car-bound traveller	Practical traveller	(Environmentally) conscious traveller	Environmentally conscious (car-free) city dweller	Vulnerable traveller	Active older traveller	Less mobile older traveller
	Often a student, frequent public transport (and bicycle), has car access	Often a student, frequent bicycle use and public transport, little car access, often urban	Relatively young, working, family, high income	Relatively often rural, few alternatives to the car	Open en practical in transport mode choice, often children	Frequent traveller, often children, highly educated, high income, environmentally friendly where possible	No car, urban, often no children	Health issues, no car, low income, single, relatively urban	Often retired, walks a lot, e-cycling, quite active	Often retired, health issues, less active
Segment size:	4%	6%	9%	21%	13%	12%	10%	9%	8%	8%

Segment data mobility behaviour

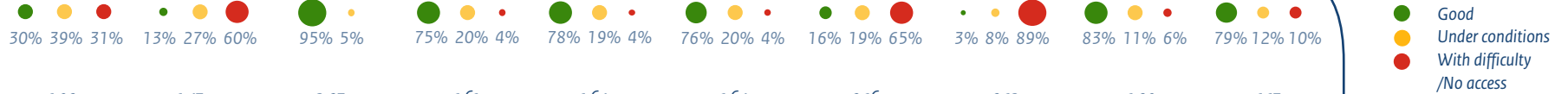


Segment:

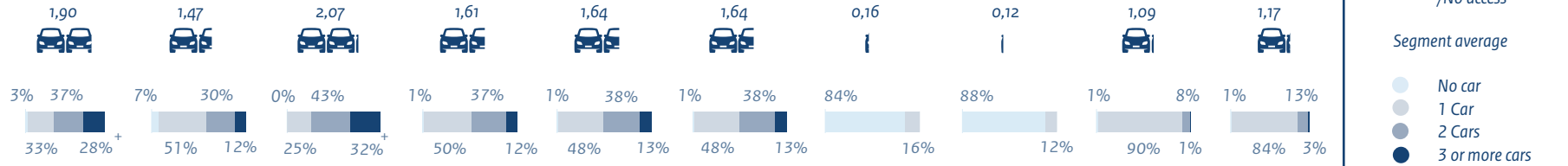


Car-related segment data

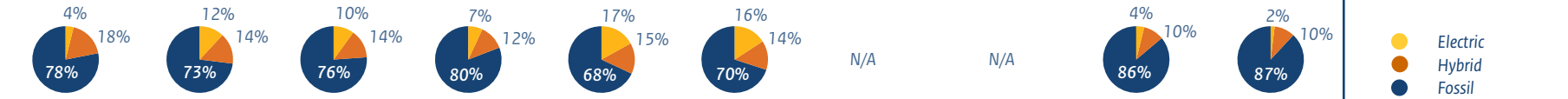
Car access:



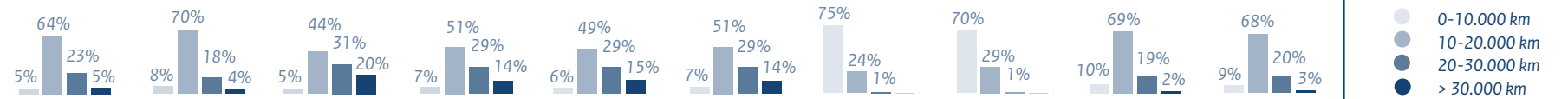
Number of cars in household:



Electric vehicle share:



Annual mileage per household member:

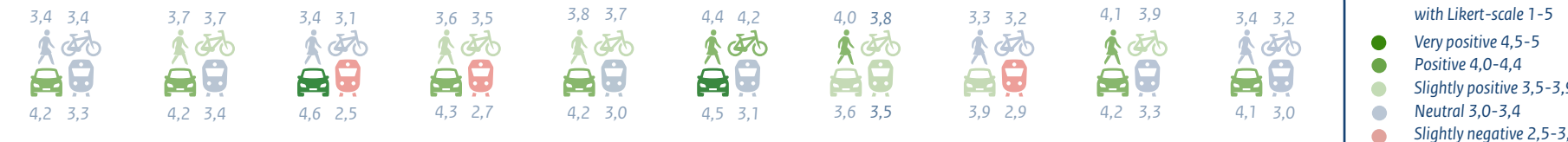


Segment data attitudes

Environmental awareness:



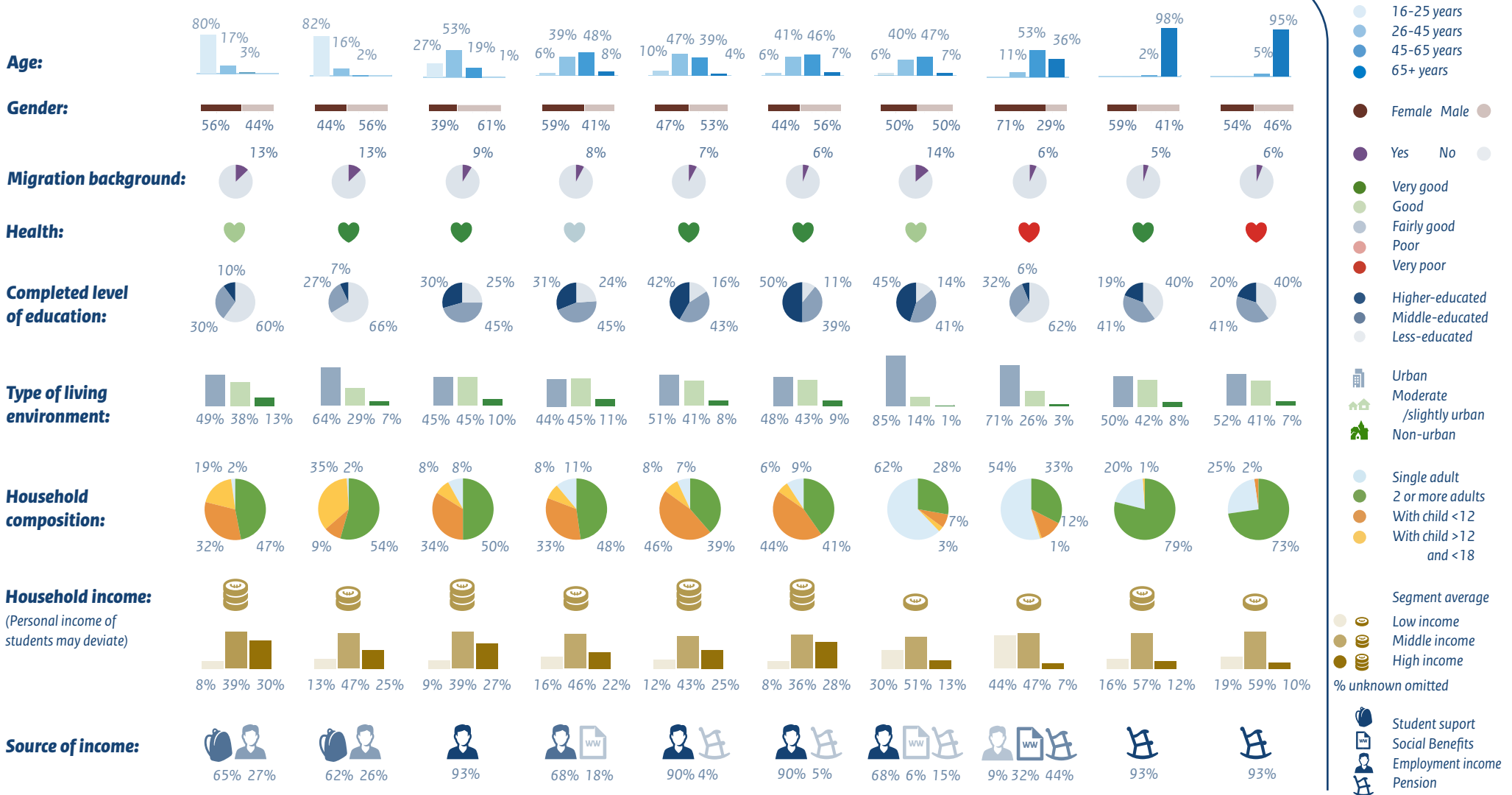
Attitude towards transport modes:



Segment:



Socio- demographic segment data



5 Opportunities for (more) sustainable travel behaviour

Based on the characteristics of the personas and underlying segments, we can make a qualitative estimate of the current degree of sustainable travel behaviour and the possibilities for behavioural change.

The COM-B model provides a basis for this. In this model, 3 aspects are considered that influence a person's behavior; Capacities, (External) Opportunities and Motivations, which we apply in this case to sustainable travel behavior.

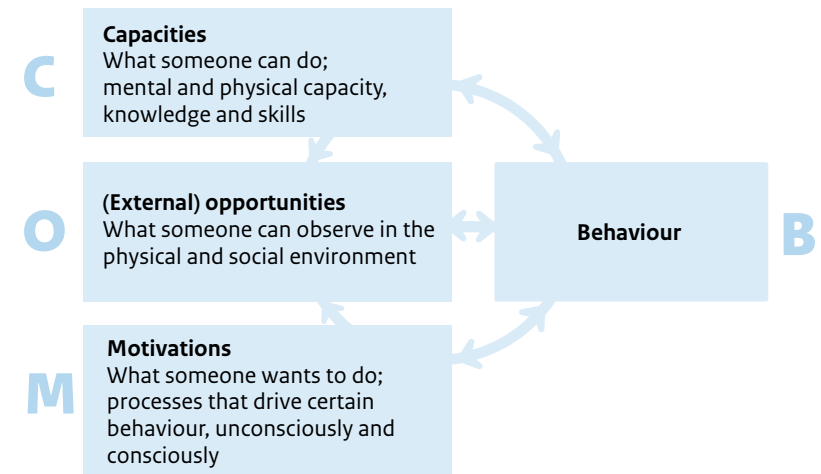


Figure 2: The Building Blocks of the COM-B Model

We estimate the **Capacities, Opportunities and Motivation** for sustainable travel behaviour based on the descriptive characteristics of the segments. More sustainable travel can be achieved, for example, by using modes of transport with little or no CO₂ emissions, by reducing travel distances, or by opting for digital alternatives to physical travel.

Capacities

In theory, the environmentally conscious city dweller, the conscious travellers and the younger travellers have a relatively large capacity to be able to show more sustainable travel behaviour (due to good health, education and skills, among other things).

Opportunities

The urban segments and personas are estimated to have the most stimulating environment (due to their living and household situation) to be able to show sustainable travel behaviour.

Motivation

The segments with the highest environmental awareness and the most positive attitude towards more sustainable modes of transport are probably the most motivated to travel more sustainably in theory.

We base the **sustainability level of current travel behaviour** on existing mode use (see table 2).

Table 3 indicates that some segments and personas already show more sustainable travel behaviour than others. In our estimation, vulnerable travellers, environmentally conscious travellers and younger city dwellers currently show the most sustainable travel behaviour in the Netherlands.

The environmentally conscious traveller and the younger city dweller, however, also fly relatively often for trips abroad compared to some other segments. As a result, their travel behaviour as a whole is less sustainable.

Table 3: Estimate of COM-B interpretation per segment and persona

Persona	Vincent, 19	Tessa, 23	Youssef, 32	Cynthia, 44	Henk, 42	Sam, 35	Mei, 55	Martha, 58	Ben, 68	Adrie, 79
Underlying segment	Multimodal young traveller	Urban young traveller	Car enthusiast	Car-bound traveller	Practical traveller	(Environmentally) conscious traveller	Environmentally conscious car-less city dweller	Vulnerable traveller	Active older traveller	Less mobile older traveller
Segment size										
Sustainability of current travel behaviour										
Within the Netherlands										
Flight behaviour										
Possibilities for (more) sustainable travel behaviour										
Capacities										
Opportunities										
Motivations										
	Little sustainable Average sustainable Very sustainable			Little Average Many						

6 Policy applications



Image: Central government image bank

Using the developed personas and segments, alongside target groups, can support a range of policy applications, though certain considerations should be kept in mind.

Personas are an analytical and strategic tool that supports the integration of user perspectives into design and decision-making processes. Personas could be of added value in policy design, as they allow for examining and understanding the impact of existing or proposed policies from the perspective of different “users” or travellers. Personas can also help in internal communication, as they can raise awareness of different types of people and needs among policy makers. Furthermore, personas make user insights accessible and understandable for stakeholders who are not directly involved in user research.

The underlying segments can be used, among other things, to gain more insight into (developments in) the behaviour and attitudes of different groups. It is also possible to estimate the effects of policy measures on these groups, given certain assumptions. When a problem is specific to a particular group, also targeted policy measures can be considered.

At the same time, there are some considerations to keep in mind when using personas and segments. For example, personas can have a stigmatizing effect, and the personas and segments developed in this study are not always applicable to more specific issues. In addition, target group-specific policies are not always more effective than general policies and can be more complex to implement.

Tables 4 and 5 provide an overview of application possibilities and considerations when using personas, segments and target group-specific policy. These aspects are further explained in the background report.

Table 4: Overview of policy application and points of attention for the use of segment and personas

For which policy applications	Considerations	
<p>The developed segments</p> <ul style="list-style-type: none"> Gain insight into the behaviour (+development) of different groups Estimating the effects of new or implemented policy measures on groups (to be prepared and possibly adjust a measure) 	<ul style="list-style-type: none"> Variables behind the segments are (now) primarily linked to the MPN Limitations of the MPN in terms of full representativeness (migration background, low literacy, etc.) 	<ul style="list-style-type: none"> Segment assumptions are needed to calculate effects A segment is not necessarily a target group (requires an additional step)
<p>The developed personas</p> <ul style="list-style-type: none"> Increasing (policy) awareness of different types of people and needs and supporting user-oriented working Support in participation processes (although not as a replacement) Improving communication strategies (better 'reaching' the target group) 	<ul style="list-style-type: none"> Persona does not capture the entire segment (sometimes additional personas could be needed) Acceptance of developed personas within policy is not self-evident Not everyone (probably) 'recognizes' themselves in the developed personas 	<ul style="list-style-type: none"> Can 'stigmatize' Personas are sometimes not specific enough for a policy issue May lose shelf life (due to changes in society)

Table 5: Overview of added value and points for attention target group-specific policy

When can this be useful?	Considerations	
<p>Target group-specific policy</p> <ul style="list-style-type: none"> When a specific target group encounters an issue which does not apply to the entire population When the introduction of a target group-specific policy measure proves to be more effective and efficient than a generic measure When you want to use policy to explicitly steer towards distributional effects 	<ul style="list-style-type: none"> Sometimes there is a more effective generic policy available than the target group-specific measure Sometimes target group-specific policy is not legally possible Target group-specific policy can stigmatize Target group-specific policies are often more complex and sometimes more expensive to implement 	<p>(compared to a more generic measure)</p> <ul style="list-style-type: none"> Sometimes the effects of target group-specific policy do not reach the intended target group (secondary effects) Overlap between target groups can cause confusion Benefits for one group can feel discriminatory for other groups

7 The 10 personas in detail

The 10 personas have been developed on the basis of 10 segments from the MPN, and represent the characteristic part of their segment. On the following pages you can find a character description for each persona.

These fictional character descriptions are based on the distinctive aspects of the underlying segment, in order to guarantee diversity as much as possible. Fiction is supported per page with the segment data from which it is composed.



Image: Tineke Dijkstra

Vincent, 19

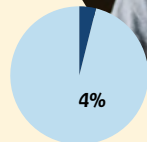
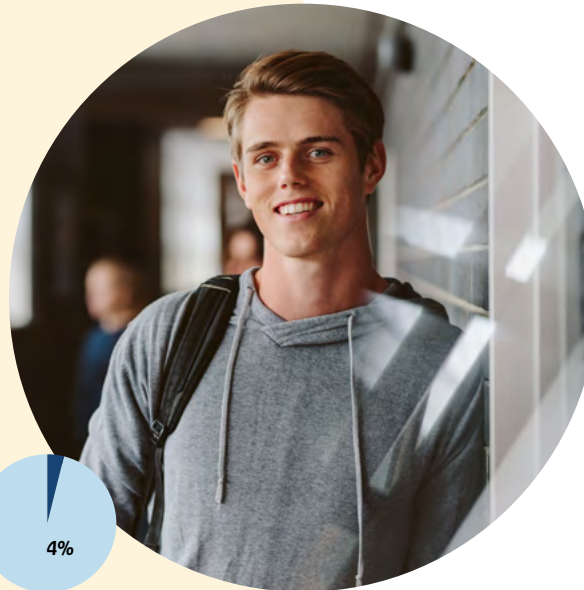
Multimodal young traveller

"I like to travel for free by public transport, but the car is also practical"

Student Vincent (19) still lives at home with his parents in a suburb of Zeist. This is not only easy, but also cheap. After all, he does not have to rent a room in Utrecht. With his student public transport card, he can easily travel to Utrecht or elsewhere, although he has to cycle to Driebergen-Zeist station. In bad weather, this is a bit unpleasant.

Fortunately, he can sometimes use his mom's car. It also comes in handy at an away game of his football team, because the fields of some clubs are located a little further out.

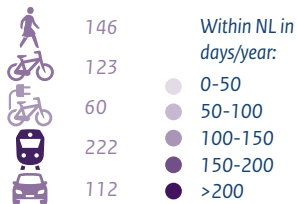
Vincent and his group of friends recently went on a 'guy's trip' to Chersonisos. Flying there was cheap; now they had more money left over for beer!



Segment size

Segment data mobility behaviour

Use of transport modes



Number of flights



Number of trips per day

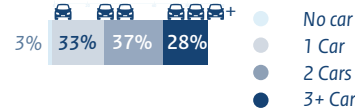


Car-related segment data

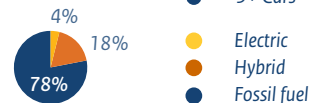
Car access



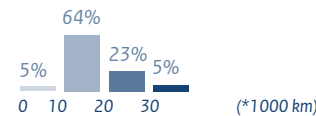
Number of cars in household



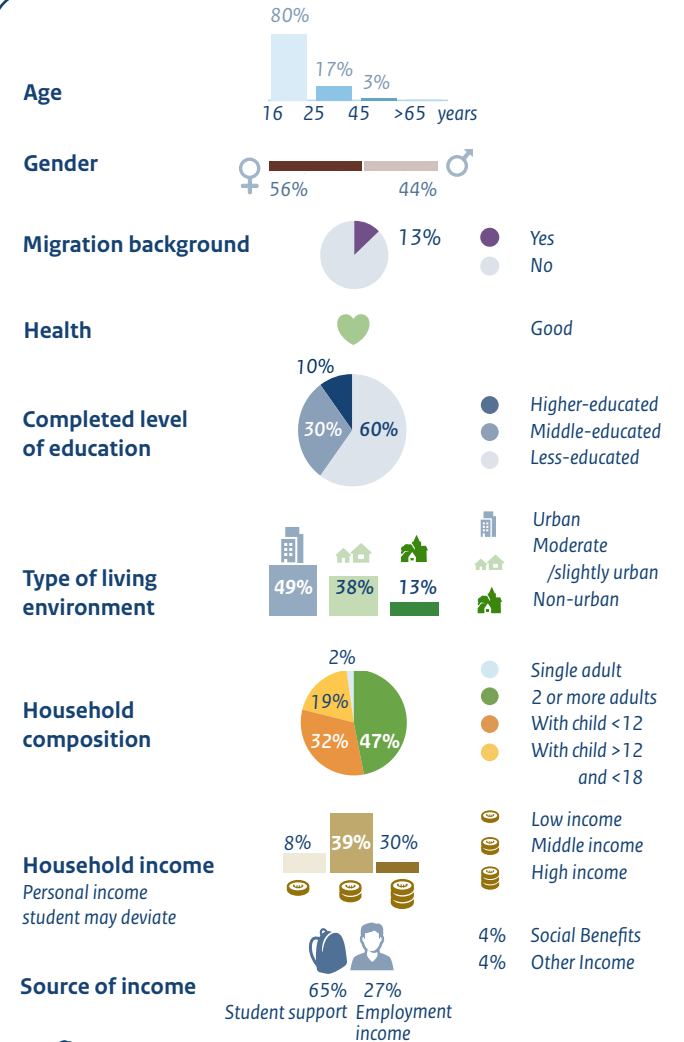
Electric vehicle share



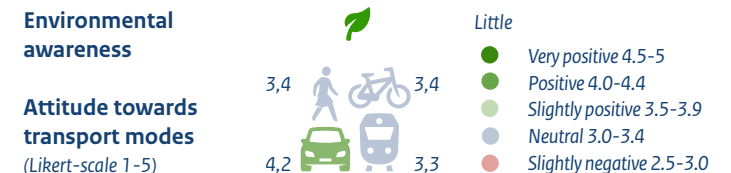
Annual mileage per household member



Segment distribution of socio-demographic data



Segment Average Attitudes



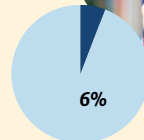
Tessa, 23

Urban young traveller

“The city offers me a lot, so a car doesn’t make sense.”

Tessa (23) lives in a small apartment in Leiden with her friend Jessica who has just got her first job. That’s how they share the costs, because housing rents of today... not doable! She will soon graduate as a psychologist. Because of a half-year gap spent traveling and hiking in Cambodia, it took her a little longer—but the rewards were well worth it! She loves sports, but that is on the back burner for now: graduation really takes priority. Oh yes, and her side job in the coffee bar too, of course.

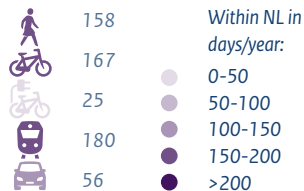
In Leiden, she does most of her activities on foot or by bike, because the university, supermarkets, shops, restaurants and gym are just a stone’s throw away. The train station is also easily accessible; With her student weekend pt product she still travels for free and a car is really not necessary yet.



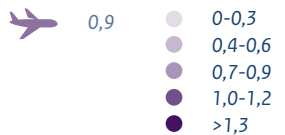
Segment size

Segment data mobility behaviour

Use of transport modes



Number of flights

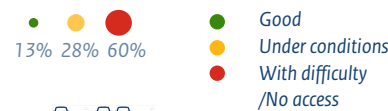


Number of trips per day

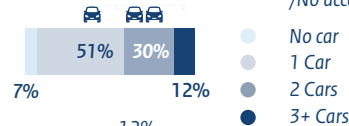


Car-related segment data

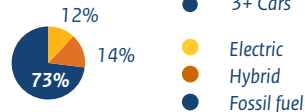
Car access



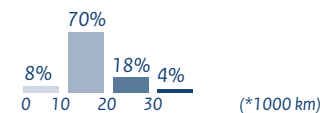
Number of cars in household



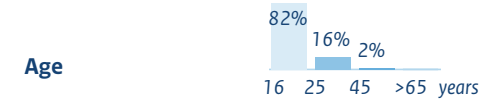
Electric vehicle share



Annual mileage per household member



Segment distribution of socio-demographic data



Health



Type of living environment



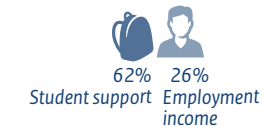
Household composition



Household income



Source of income



Segment Average Attitudes

Environmental awareness



Average

Attitude towards transport modes



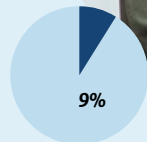
Youssef, 32

Car enthusiast

“My car, my palace!”

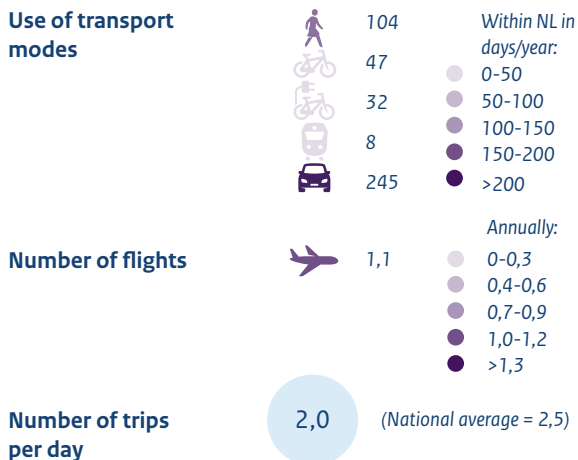
Youssef (32) has worked his way up to become a sought-after consultant. He drives a lot of kilometers in his own car for work. His wife also needs a car for her work as a Dutch teacher at a secondary school in Zwolle. Due to this, they recently moved to a house in Dalfsen with a spacious driveway. Privately, the car never stands still either. For example, Youssef took his young children to school by car this morning and went straight to his customer. After all, having your own car provides freedom.

He is not a fan of car sharing, and environmentally friendly alternatives don't appeal to him, Youssef believes they are often expensive and inflexible. Digital shopping is ok! But: Why cycle if you also have a car? His next holiday: flying to Ibiza with the family!

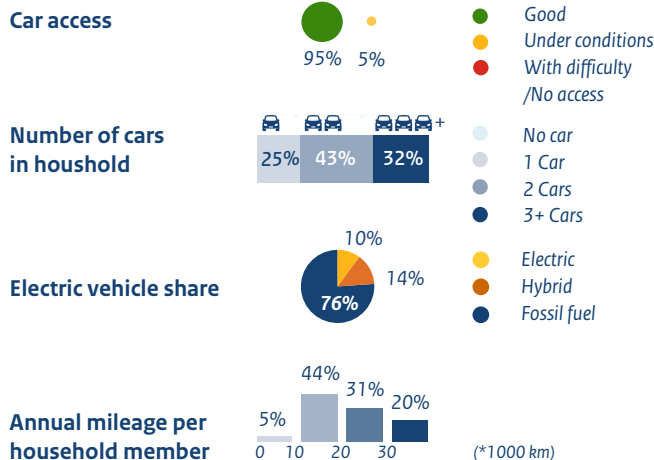


Segment size

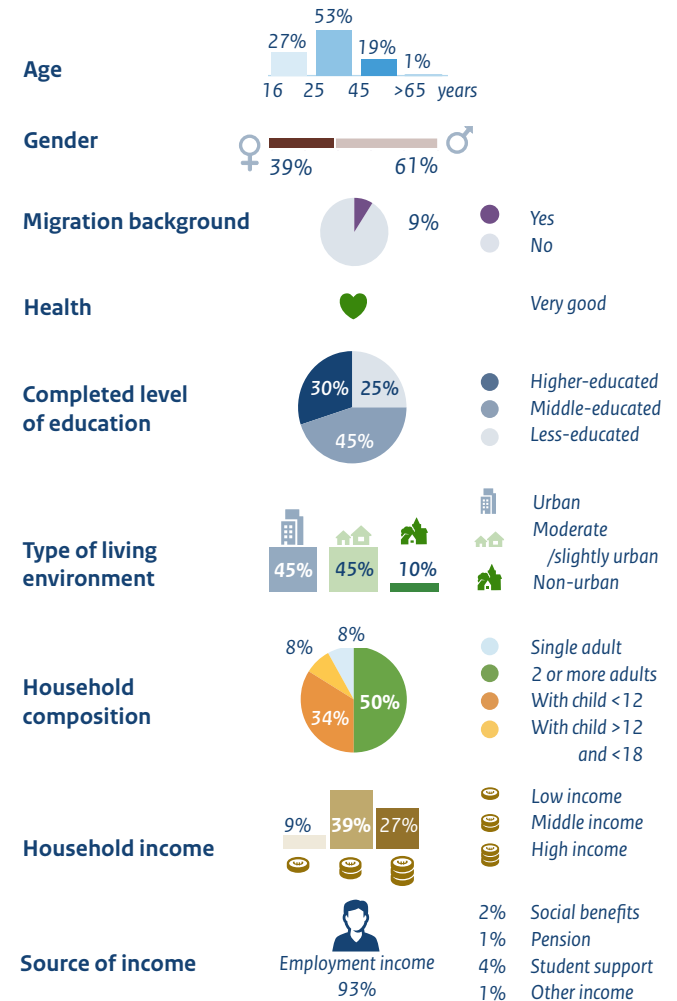
Segment data mobility behaviour



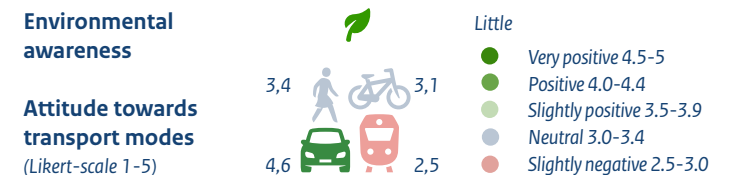
Car-related segment data



Segment distribution of socio-demographic data



Segment Average Attitudes



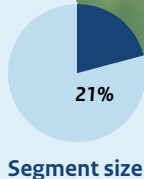
Cynthia, 44

Car-bound traveller

“Without a car it will be difficult carry out my activities”

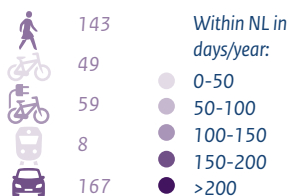
Cynthia (44) lives comfortably in Liempde with her 2 young children. Soon the three of them will have a nice dinner at the wok restaurant for her 45th birthday. She is looking forward to that. They'll go by car. Just a little more convenient and she doesn't care much about a glass of wine anyway. Cynthia also uses her small car to do the week's shopping outside the village. The car has been around for many years, but she is careful with it. She regularly drives to her mother in Sint-Oedenrode, where she provides informal care. She rides her e-bike to her friends in the neighborhood.

As a home care worker, Cynthia often drinks a cup of coffee with a client, after which she quickly moves on to the next one. Together with her children, she sometimes goes on a summer camping holiday in the Ardennes, using a tent, or occasionally staying in a mobile home or cottage if there is an attractive offer. She loves nature but she doesn't take too long walks because of back problems.



Segment data mobility behaviour

Use of transport modes



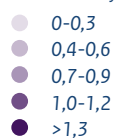
Within NL in days/year:



Number of flights



Annually:



Number of trips per day

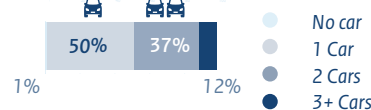


Car-related segment data

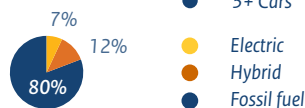
Car access



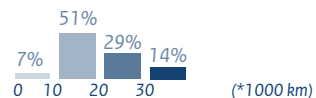
Number of cars in household



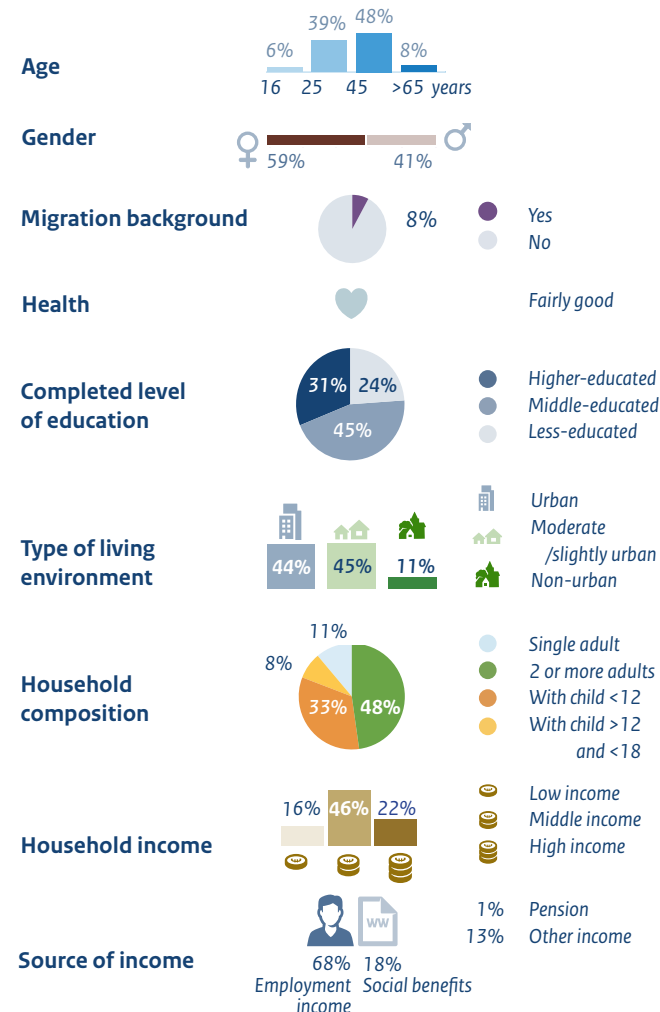
Electric vehicle share



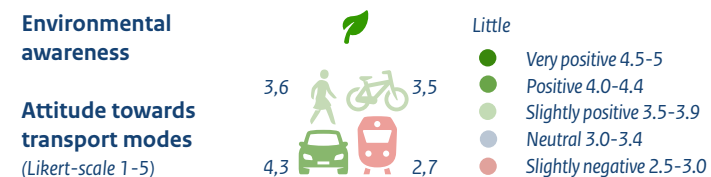
Annual mileage per household member



Segment distribution of socio-demographic data



Segment Average Attitudes





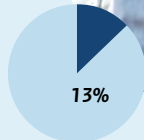
Henk, 42

Practical traveller

“As long as I get there, preferably a bit practical”

Henk (42) often chooses the car for his daily trips. This is handy, because he can make a stopover at the daycare and after-school care in Ypenburg on his way to and from work. He recently switched to an electric car; This was possible through his work and the car looked comfortable. This way you can easily support the environment, Henk believes. With the charging station at home, it's perfectly manageable.

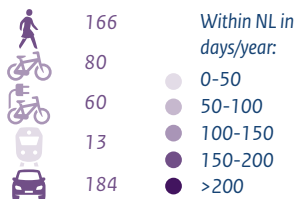
His partner also has a compact, practical runabout. Every now and then they both need a car. Walking and cycling is also fine, as long as he gets to his many activities. For example, Henk enjoys exercising or visiting friends in the city on his bike. If he is in doubt, he checks Google in advance what the most practical travel alternative is. Every now and then he goes out with his family by car, for example to the Efteling. Thanks to his good job as an IT specialist, for which he travels quite often, he can afford a nice holiday to Norway.



Segment size

Segment data mobility behaviour

Use of transport modes



Number of flights



Number of trips per day

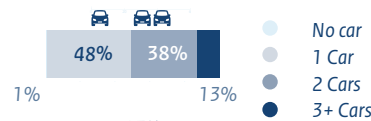


Car-related segment data

Car access



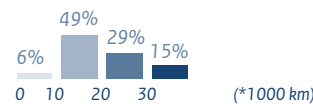
Number of cars in household



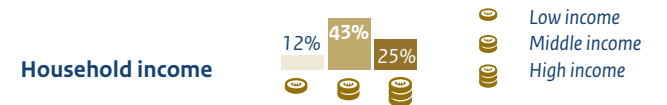
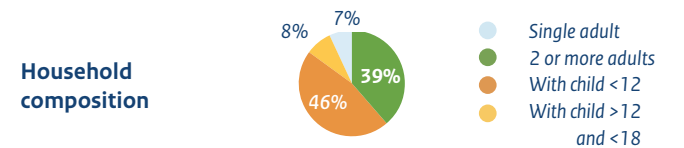
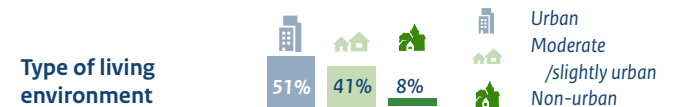
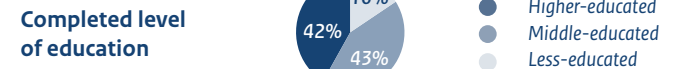
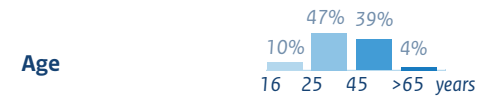
Electric vehicle share



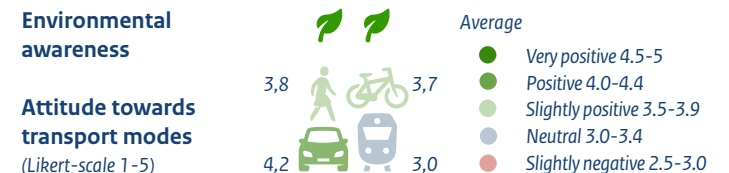
Annual mileage per household member



Segment distribution of socio-demographic data



Segment Average Attitudes





Sam, 35

(Environmentally) conscious traveller

“I weigh my travel options carefully”

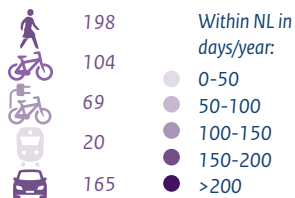
Sam (35) is interested in an electric car but is currently exploring which model would suit him best. A car is pleasant and indispensable due to his work and his busy family life, although he and his partner would ideally like to do without their second car.

Mindful of the environment, Sam carefully considers how to make trips with his young family, such as visiting the Corpus museum. He enjoys teaching his children to ride bikes, encouraging them to cycle whenever possible. For competitions he attends as a sports physiotherapist, public transport is not always practical, so he drives. Unfortunately, his hometown Dedemsvaart does not have a train station.

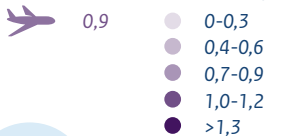


Segment data mobility behaviour

Use of transport modes



Number of flights



Number of trips per day

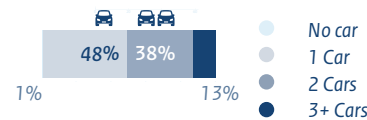


Car-related segment data

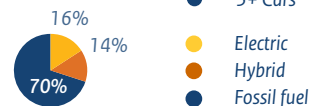
Car access



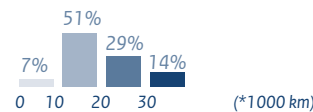
Number of cars in household



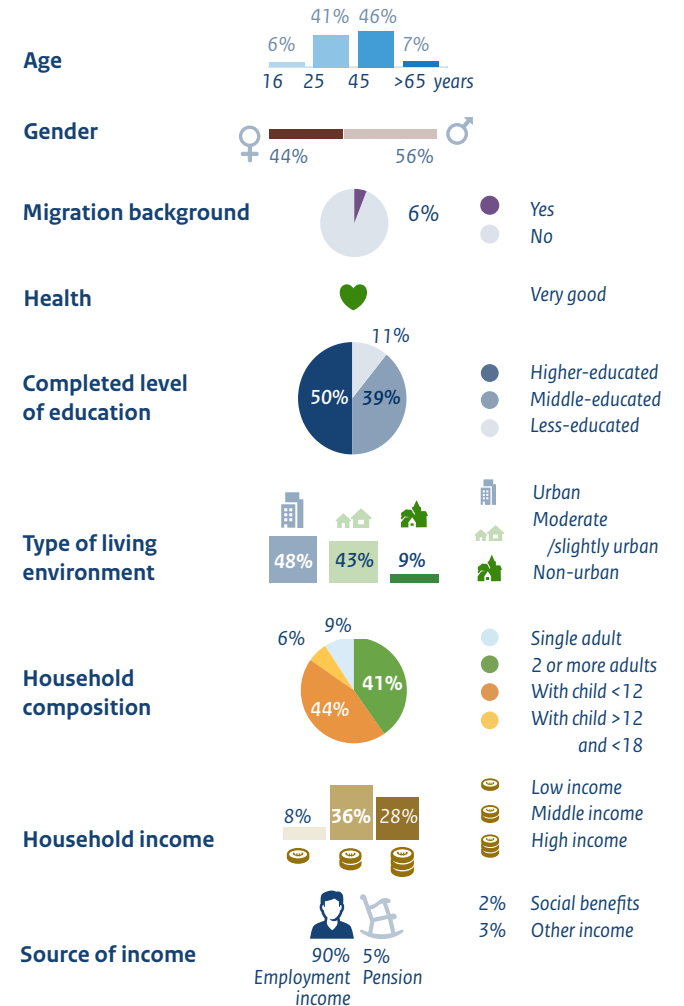
Electric vehicle share



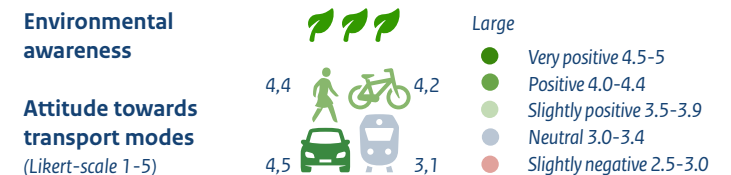
Annual mileage per household member



Segment distribution of socio-demographic data



Segment Average Attitudes





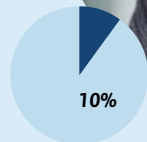
Mei, 55

Environmentally conscious (car-free) city dweller

"I choose the most environmentally friendly option if possible"

Mei (55) likes to go out into nature or to a nice restaurant in her hometown Amsterdam or another city. For a nice walk along the beach in Noordwijk, she thinks a shared car is ideal. The environment is important to her, so she is a vegetarian and separates her waste as much as possible. Without children, Mei is not tied to anything. She loves to travel, for example going on a hiking holiday in Italy to clear her head.

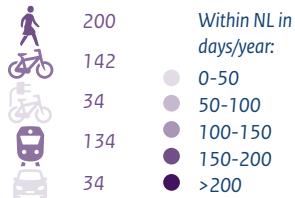
She also occasionally visits her family in Thailand by plane. She knows flying isn't great for the environment, but there aren't many alternatives if you want to go there. Commuting to and from her work in Leiden is no problem. As an associate professor, Mei can easily take the train and do some work while travelling. She also chooses a convenient day every week on which she can work from home.



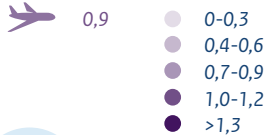
Segment size

Segment data mobility behaviour

Use of transport modes



Number of flights



Number of trips per day

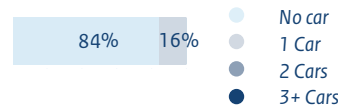


Car-related segment data

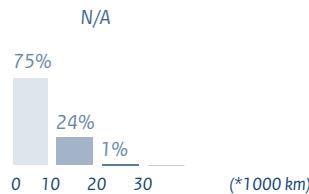
Car access



Number of cars in household

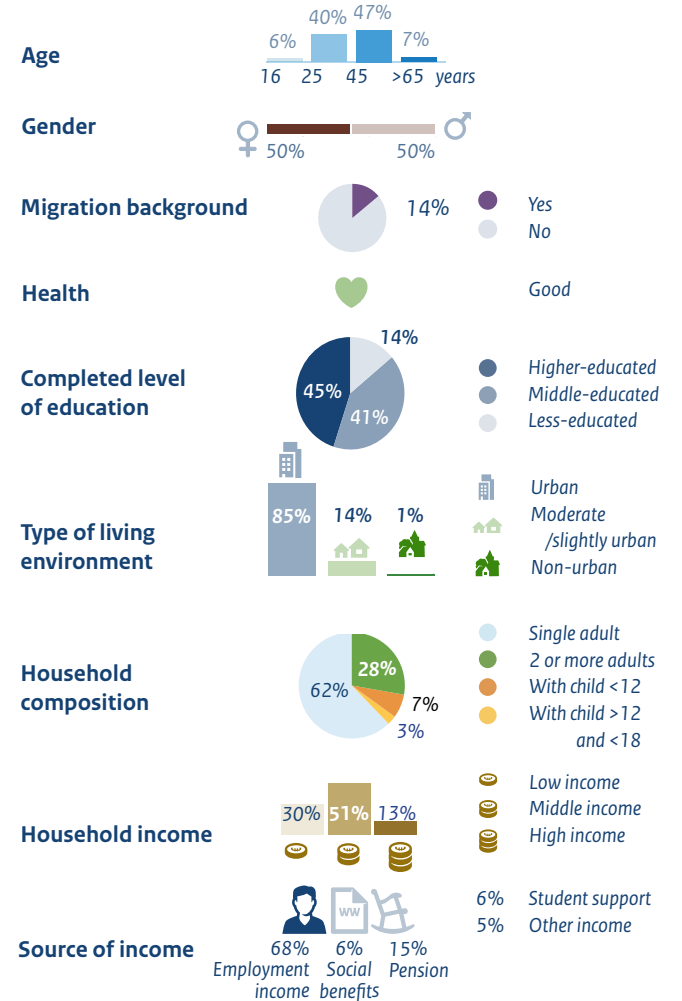


Electric vehicle share

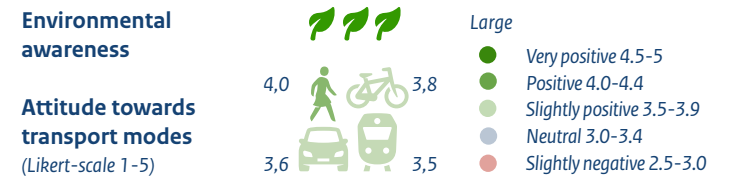


Annual mileage per household member

Segment distribution of socio-demographic data



Segment Average Attitudes





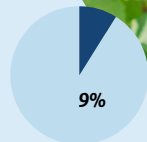
Martha, 58

Vulnerable traveller

“For me, traveling is quite an undertaking”

Martha (58) has difficulty with active movement because of her COPD. She quickly gets out of breath and often has to sit down for a while. That is why she has been declared unfit for work for a long time. Because of her condition, she doesn't get out as much as she would like. Anyway, you have to make the best of it. She is attached to her flat in Rotterdam South from which she can observe the outdoors beautifully.

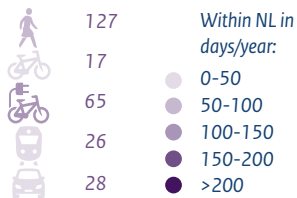
Every now and then, Martha goes out in her wheelchair and takes the tram to the city center to drink coffee with a friend. That is often quite an undertaking, because many people barely make room for her, and she can't easily get in and out of places with her wheelchair. Fortunately, she can use public transport fairly cheaply in Rotterdam and the surrounding area because of her low income. She rarely travels further than this, because the price of a train ticket is costly.



Segment size

Segment data mobility behaviour

Use of transport modes



Number of flights



Number of trips per day

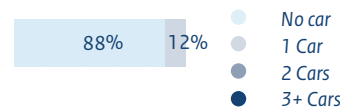


Car-related segment data

Car access



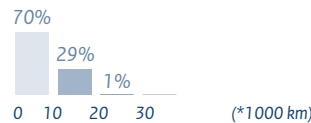
Number of cars in household



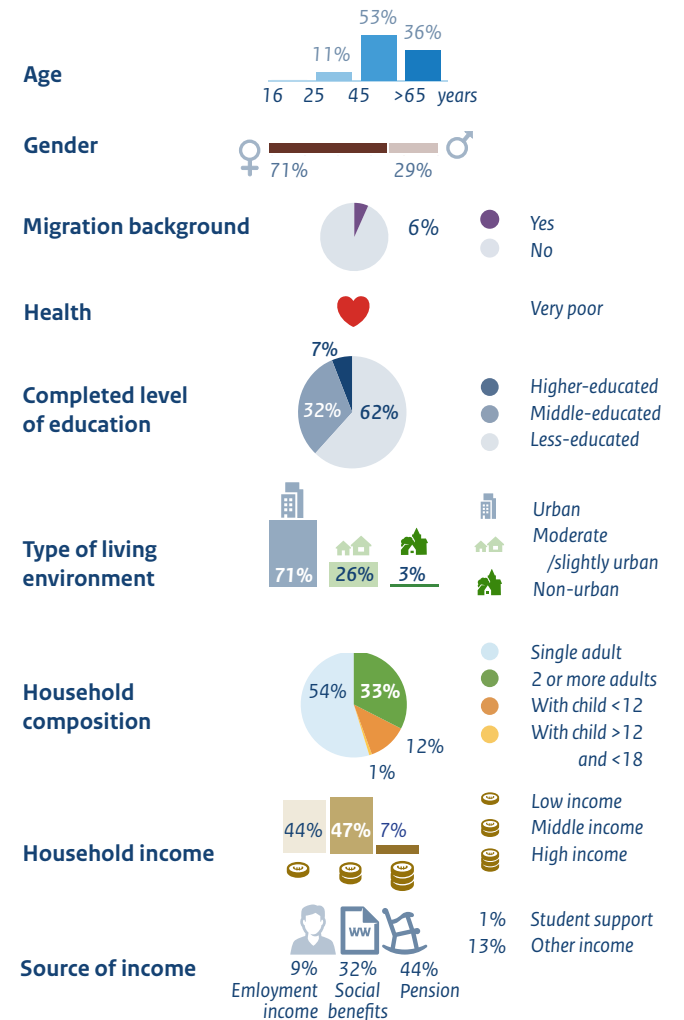
Electric vehicle share

N/A

Annual mileage per household member



Segment distribution of socio-demographic data



Segment Average Attitudes





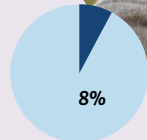
Ben, 68

Active Older Traveller

"I enjoy my retirement and like to go out and about"

Ben (68) has been retired for a while now and fully enjoys his e-bike trips through nature. Ben uses his e-bike frequently to his many activities, such as his various volunteer activities.

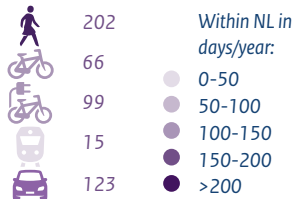
Together with his partner Astrid, he regularly goes away for the weekend. For instance, cycling on the Veluwe. They also occasionally visit their children by car who have flown out and no longer live in Castricum. Sometimes they take the train to Amsterdam for a theater performance because it's convenient, and they don't have to worry about finding a parking space. They would like a cleaner car, but their current one isn't due for replacement yet.



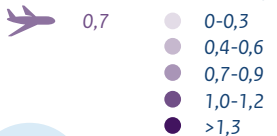
Segment size

Segment data mobility behaviour

Use of transport modes



Number of flights



Number of trips per day

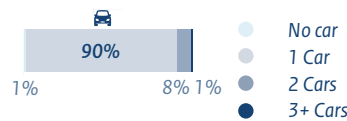


Car-related segment data

Car access



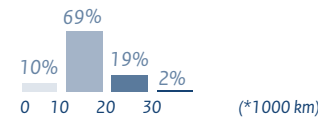
Number of cars in household



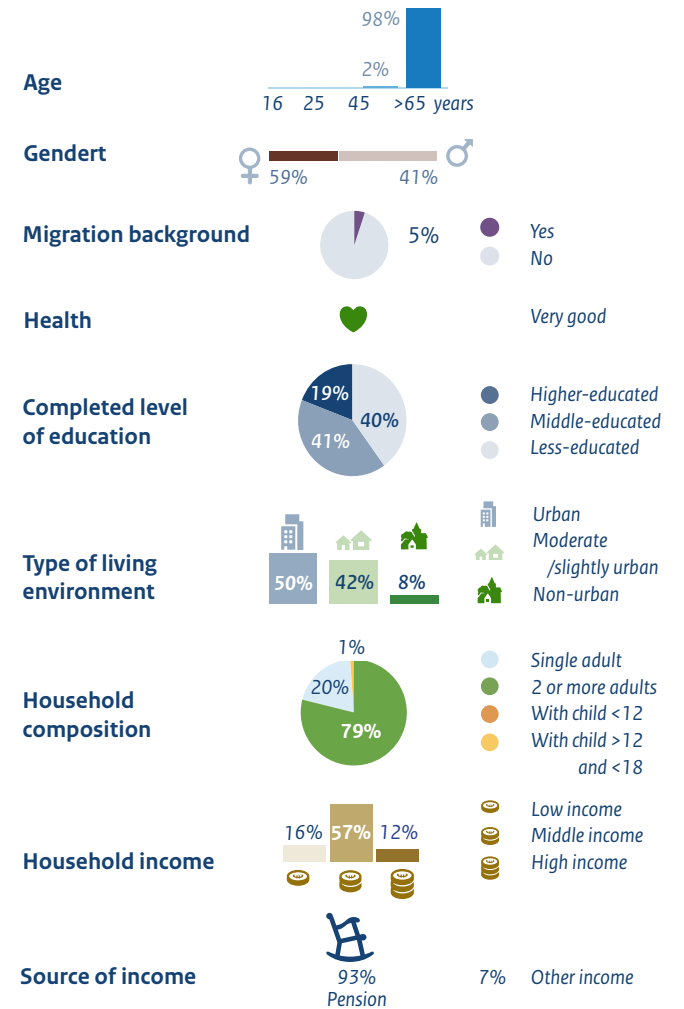
Electric vehicle share



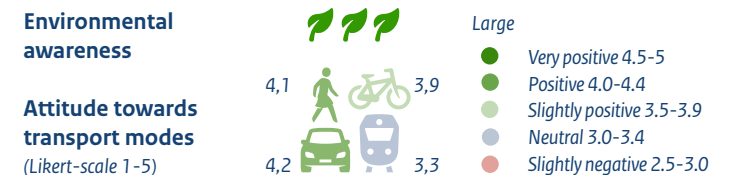
Annual mileage per household member



Segment distribution of socio-demographic data



Segment Average Attitudes



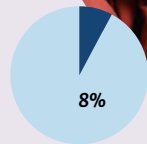
Adrie, 79

Less mobile older traveller

“Without a car, I wouldn't get to many places”

Adrie (79) from Roden has recently become a widow. That is hard for her. She misses her husband, Klaas, and unfortunately she isn't very active anymore due to her heart condition. She used to occasionally go out with Klaas on the electric bike, but now that he passed away, that doesn't appeal to her as much anymore.

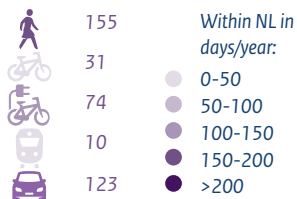
She is happy that she still has a car, and is still quite good at driving in daylight. For example, once a week she drives to the local card club to play cards and she still drives independently to the supermarket in the village. Fortunately, the friendly supermarket employee delivers the groceries to her later, because she doesn't carry them very well anymore.”



Segment size

Segment data mobility behaviour

Use of transport modes



Number of flights



Number of trips per day

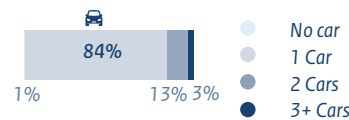


Car-related segment data

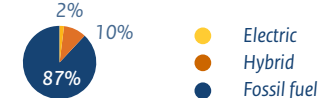
Car access



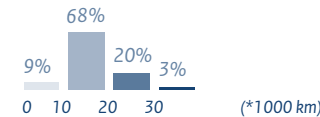
Number of cars in household



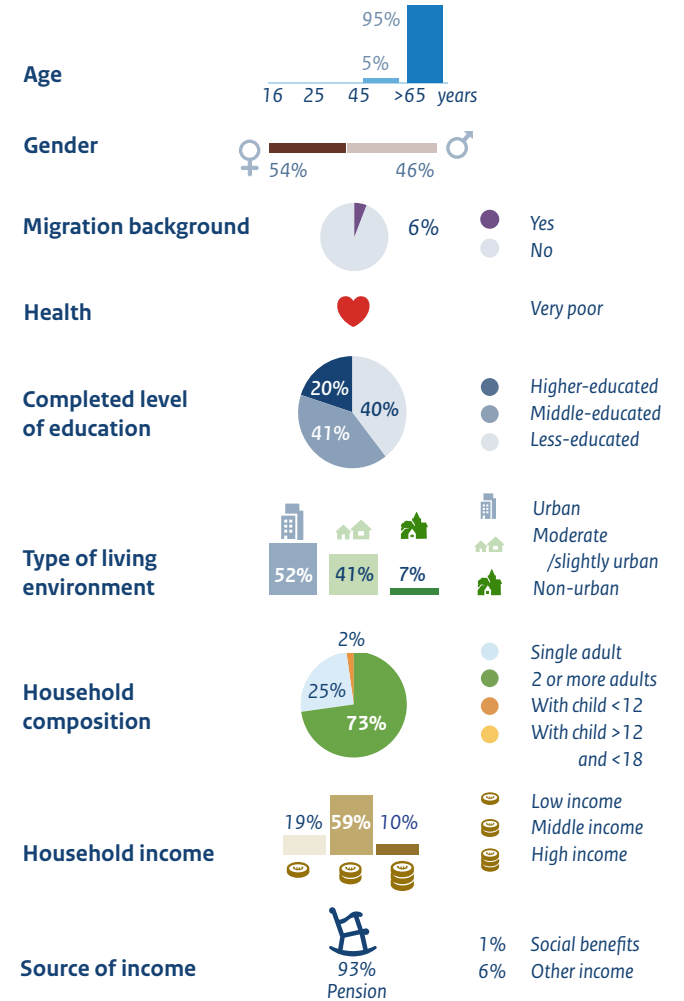
Electric vehicle share



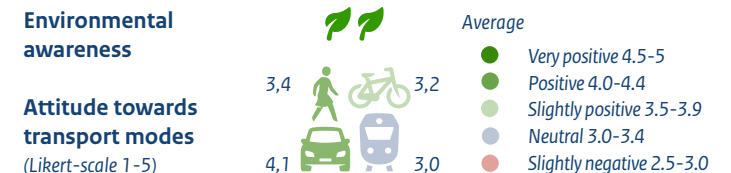
Annual mileage per household member



Segment distribution of socio-demographic data



Segment Average Attitudes



8 Practicing with personas and segments

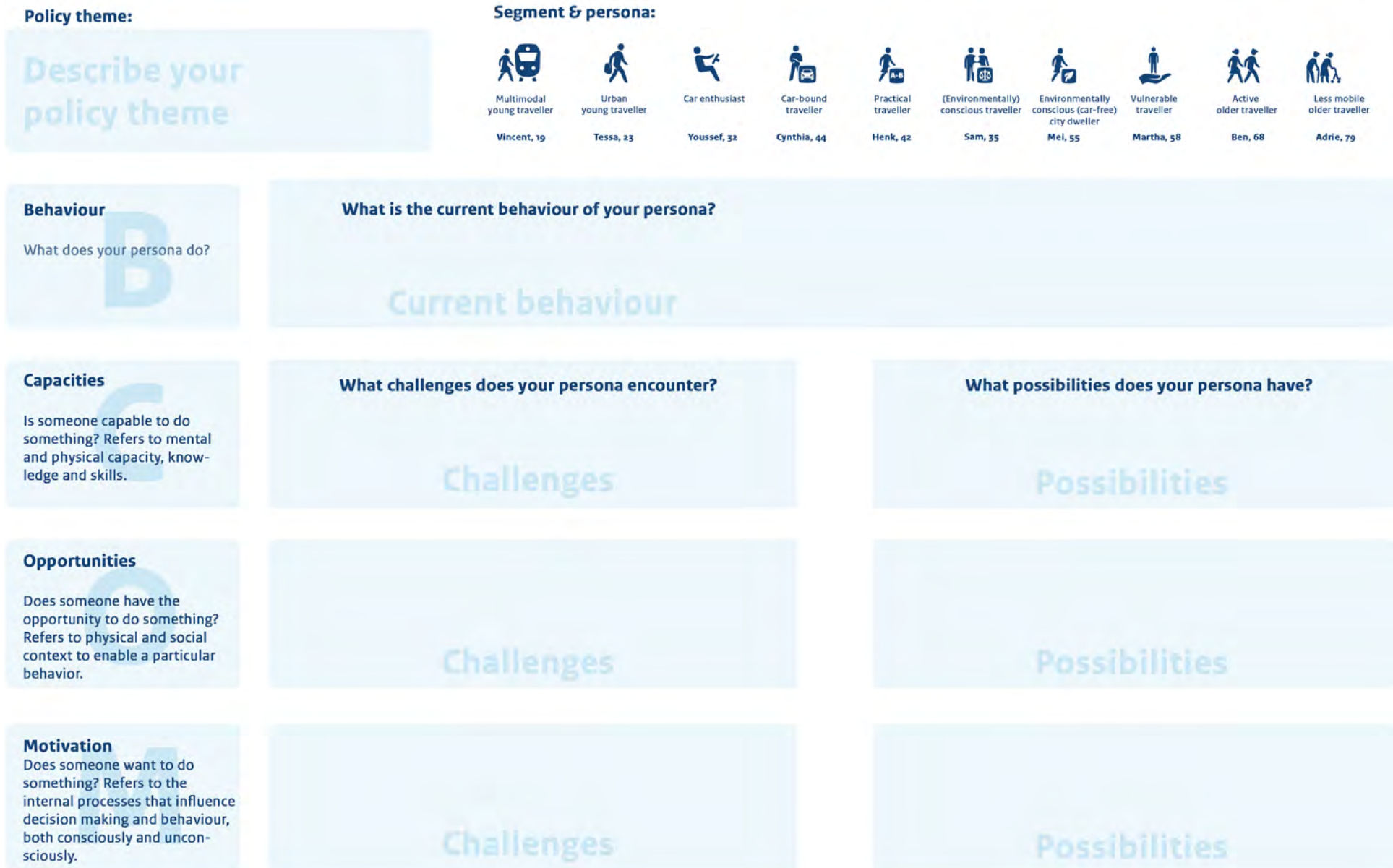
We developed a template to help policymakers explore the opportunities and barriers of different personas and segments in relation to a particular policy area.

Using the template, it is possible to map current the travel behaviour of a (chosen) persona (or segment) related to a selected policy theme, as well as the possibilities and barriers related to Capabilities, Opportunities and Motivations that may help or hinder behavioural change (COM-B) where desired.



Image: Central government image bank

Figure 3: Template for supporting practicing with personas



Acknowledgements

Method

For this study, data from the Netherlands Mobility Panel (MPN) was used. We combined Latent Class Analysis (LCA) with mini-focus groups. More information about the research approach can be found in the background report.

Background report

For more information about the method and results, please refer to the background report. This can be downloaded from the website: www.kimnet.nl

Hamersma, M., Huang, B., with the cooperation of Steur, R. (2026), *The person behind travel behaviour - Personas and segments based on the Netherlands Mobility Panel for a target group-oriented sustainability approach*. Background report. The Hague: KiM Netherlands Institute for Transport Policy Analysis.

Publication details

This is a publication of the KiM Netherlands Institute for Transport Policy Analysis (KiM) Ministry of Infrastructure and Water Management

www.kimnet.nl
info@kimnet.nl

P.O. Box 20901 | 2500 EX The Hague
www.rijksoverheid.nl/ienw

ISBN/EAN
978-90-8902-332-2

Publication number
KiM-26-A002
Februari 2026

Authors

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Design
KiM

Cover photo: Inge van Mill
Persona photos: Adobe Stock

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