

**IG TOOLS Audience Travel Defaults Oct-10**

**VENUES**

<b>Location:</b>		<b>London</b>				
	<b>Venue type</b>	<b>Car, % total audience (occupancy 2)</b>	<b>Car return miles for half audience</b>	<b>Car return miles for half audience</b>	<b>Train, % total audience</b>	<b>Train return miles</b>
<i>Music and sport</i>	Very large	30	100	50	70	30
	Large	20	40	20	80	20
	Medium	10	10	10	90	10
	Small	10	10	10	90	10
<i>Comedy, dance, film, literature, opera, orchestra, theatre, TV, mixed-use, other</i>	<b>Venue type</b>	<b>Car, % total audience (occupancy 2)</b>	<b>Car return miles for half audience</b>	<b>Car return miles for half audience</b>	<b>Train, % total audience</b>	<b>Train return miles</b>
	Large and very large	30	100	50	70	30
	Medium	20	40	20	80	20
	Small	10	10	10	90	10
<i>Fashion and visual arts</i>	<b>Venue type</b>	<b>Car, % total audience (occupancy 2)</b>	<b>Car return miles for half audience</b>	<b>Car return miles for half audience</b>	<b>Train, % total audience</b>	<b>Train return miles</b>
	Large	30	100	50	70	30
	Medium	20	40	20	80	20
	Small	10	10	10	90	10
	Micro	10	10	10	90	10

<b>Location:</b>		<b>Everywhere else (i.e. England:South East, South West, East, Midlands, North; Wales; Scotland; Northern Ireland; outside UK)</b>				
	<b>Venue type</b>	<b>Car, % total audience (occupancy 2)</b>	<b>Car return miles for half audience</b>	<b>Car return miles for half audience</b>	<b>Train, % total audience</b>	<b>Train return miles</b>
<i>Music and sport</i>	Very large	70	80	40	30	30
	Large	70	40	20	30	20
	Medium	70	10	10	30	10
	Small	70	10	10	30	10
<i>Comedy, dance, film, literature, opera, orchestra, theatre, TV, mixed-use, other</i>	<b>Venue type</b>	<b>Car, % total audience (occupancy 2)</b>	<b>Car return miles for half audience</b>	<b>Car return miles for half audience</b>	<b>Train, % total audience</b>	<b>Train return miles</b>
	Large and very large	70	80	40	30	30
	Medium	70	40	20	30	20
	Small	70	10	10	30	10
<i>Fashion and visual arts</i>	<b>Venue type</b>	<b>Car, % total audience (occupancy 2)</b>	<b>Car return miles for half audience</b>	<b>Car return miles for half audience</b>	<b>Train, % total audience</b>	<b>Train return miles</b>
	Large	70	80	40	30	30
	Medium	70	40	20	30	20
	Small	70	10	10	30	10
	Micro	70	10	10	30	10