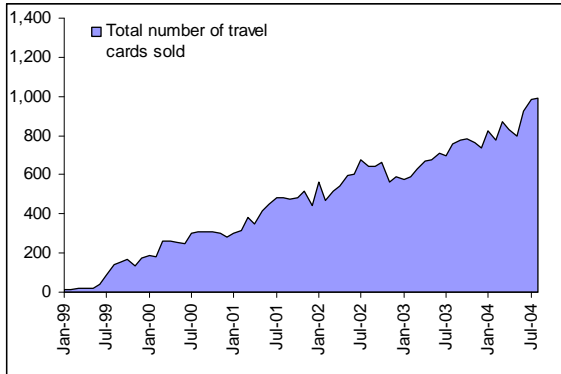


Analysis of Travelcard

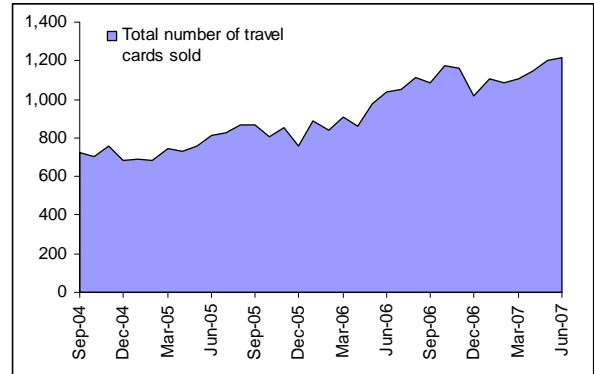
Travelcard Sales

Figure 1a: Total number of Travelcards sold by National Express, Jan 1999-Aug 2004



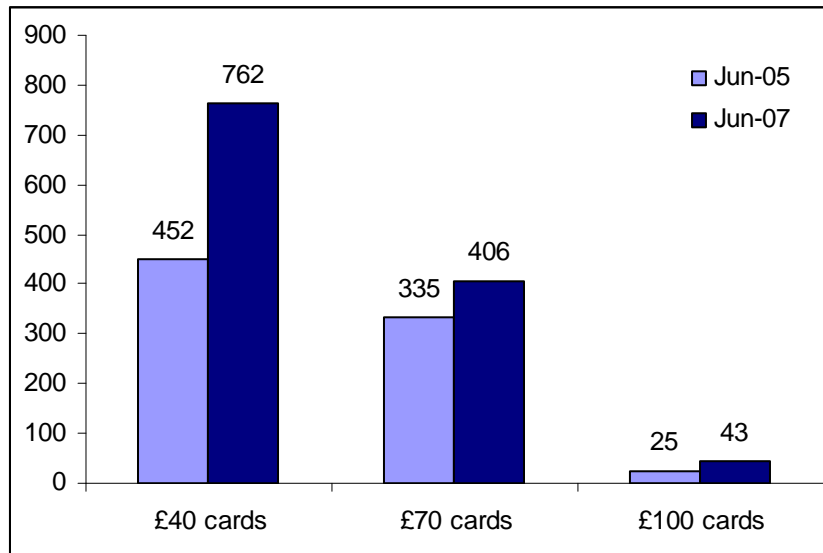
Source: BAA, National Express, Meteor

Figure 1b: Total number of Travelcards sold through Meteor, Sep 2004 – Jun 2007



Source: BAA, National Express, Meteor

Figure 2: Total Number of Monthly Travelcards Sold by Price Zone, Jun 2005 – Jun 2007¹



¹ BAA, Meteor

Table 2: Total Number of Travelcards Sold by Price Zone, Jun 2005 – Jun 2007

	Jun 2005	Jun 2007	Change	% Change
£40 cards	452	762	310	69%
£70 cards	335	406	71	21%
£100 cards	25	43	18	72%

Table 3: Total Number of Travelcards Sold by District, Jul 2005, Jul 2007²

Districts	Jul-05	Jul-07	Change	% Change
Uttlesford	54	83	29	54%
East Hertfordshire	296	492	196	66%
Braintree	58	96	38	66%
Harlow	41	99	58	141%
Total Inner	449	770	321	71%
Chelmsford	4	19	15	375%
Epping Forest	10	7	-3	-30%
Colchester	12	18	6	50%
St Edmundsbury	1	0	-1	-100%
South Cambridgeshire	2	2	0	0%
Cambridge	9	19	10	111%
Total Outer	38	65	27	71%
Total Assessment Area	487	835	348	71%
Total Outside Assessment Area	344	499	155	45%
Including:				
Greater London	324	465	141	44%
Total Sales	831	1,334	503	61%

² BAA, Meteor