

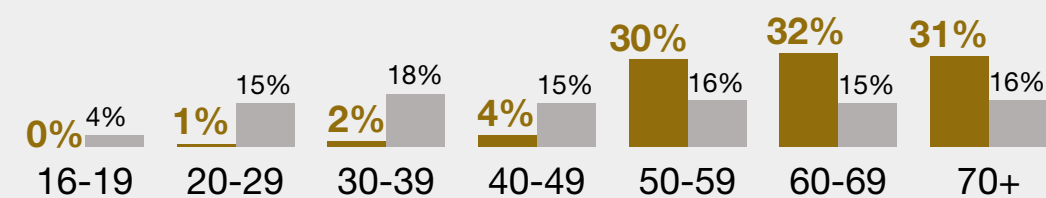
■ Segment 3 ■ All segments

Who are they?

Gender

Male **♂53%** 49% Female **♀47%** 51%

Age



Mobility difficulties impacting travel

0% 25%

Ethnicity

97% 88% White **3%** 11% Ethnic Minority

Household finances

Under £25,000 **57%** 40%
 £25,000 - £59,999 **29%** 33%
 Over £60,000 **2%** 13%

People in this segment are older (50+ years old), car owners and live in two-person households with partners in urban and rural areas.

They are approaching retirement but still working, either in full-time or part-time employment. They use the car as their main mode of transport with driving seen as an enjoyable and convenient activity – it gives control over start time, frequency and location of stops/breaks, and the opportunity to listen to the radio. Less enjoyable aspects of driving are the delays associated with roadworks.

People in this segment use the car for commuting to a place of work, shopping trips, local trips and when socialising. They enjoy using public transport, with frequency and reliability of services being key factors in encouraging use of these services.

Walking is perceived to be suitable for very short distances to places in the town/local area. Attitudes towards cycling are negative – for people in this segment, cycling is not an enjoyable activity or a safe way of travelling.

Gina



- **Age:** 62
- **Lives:** Ashburton, Devon
- **Household composition:** Married, living with husband, two adult children no longer living with them
- **Employment:** Full time in adult social care, works one day per week at home
- **Disability/Health:** No
- **Tenure:** Homeowner, no mortgage
- **Interests and concerns:** Enjoys socialising with friends and going to the cinema; worries about increased cost of living, the environment, education



Enablers and barriers to different transport modes

Car

- ✓ Convenience
- ✓ Enjoyable way to travel
- ✓ Personal attitudes/preference for driving
- ✓ Lack of reliable public transport services
- ✗ Roadworks and traffic
- ✗ Cost of parking
- ✗ Cost of fuel

Walking

- ✓ Health benefits – mental health and physical health
- ✓ Avoiding traffic
- ✓ Suitable for short-distance journeys
- ✓ Availability of facilities nearby
- ✗ Convenience
- ✗ Not suitable for longer journeys
- ✗ Poor health (own health or partner's)
- ✗ Not an enjoyable activity

Public Transport

- ✓ An alternative for driving in situations where the car is not available
- ✓ An enjoyable way to travel – comfortable, and can be a nice, sociable environment on familiar routes
- ✓ Frequent and reliable services
- ✓ Bus stops/train stations in close proximity
- ✓ Cheaper fares
- ✓ Bus lanes can help navigate through heavy traffic quicker
- ✓ Avoiding the need to find a car park and the cost of parking
- ✗ Reliability of services
- ✗ Poor connections
- ✗ Cost
- ✗ Convenience provided by alternative transport modes, such as car
- ✗ Duration of journeys – multiple stops along route compared to a direct journey

General transport habits

- **Works in adult social care, so is on the road four days a week seeing clients** – a car is necessary as local public transport is neither fast, frequent nor sufficiently well-connected.
- **Typically walks to local shops** for grocery shopping and other chores.
- **Two adult children** – she occasionally travels by train to visit her youngest daughter at university in Bristol.



Older Less Affluent



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General transport habits

Gina lives with her husband in a two-bed semi in Devon. They have two adult children – their youngest daughter at university in Bristol and their eldest daughter lives and works locally. Gina is originally from Scotland and might move back once she has retired. She works in adult social care, so is on the road four days a week

seeing clients – a car is necessary as local public transport is neither fast, frequent, nor sufficiently well-connected. Gina typically walks to local shops for grocery shopping and other chores.

Frequent journey

Driving to see clients for work, four days a week.

- ✓ Driving is the only option – no way to do this job with public transport
- ✓ Needs to make a number of journeys to multiple locations every day
- ✓ Enjoys the time driving between clients
- ⊗ Roadworks seem to be increasing and delays make Gina worried about being late for appointments

“I love driving. I don’t mind even going on the motorway on my own. I’m a little apprehensive but then I settle into it. The roadworks at the moment, though. Wherever you go there’s always a hold-up for some reason, whether it’s water, electric, roadworks. In general, it’s just the roadworks that are an issue.”

Less frequent journey

Train trip to Bristol to visit her daughter, once every two months.

- ✓ Quicker than driving
- ✓ Comfortable, and relaxing way to travel
- ✓ Drive to Totnes or Torquay and park car there – or get a taxi if finances allow
- ⊗ Worries about increasing unreliability of trains – feels like increasing cancellations and cuts to services
- ⊗ Train tickets getting more expensive, so worries about seeing daughter less than she’d like

“You’ll get there probably quicker and it’s just comfortable. There’s usually a buffet carriage onboard. Clean, comfortable, easy, can watch the world go by whilst somebody else is driving. I like trains.”

Opportunities for Change

Key factors in decision making:

- **Cost** - i.e. car feels cheaper than other forms, both in terms of money and time
- **Convenience** - speed of travel and being available immediately are important factors

Would like to use more trains and buses:

- ✓ Sometimes would prefer not to drive – to be able to read a book during a journey
- ✓ No health fears about using public transport
- ⊗ Local public transport is infrequent – car always feels like the easier option
- ⊗ Feels like it’s cheaper to drive

“You choose your own time to leave. You have your own choice of when to stop, where to stop. When the roads are in a good condition I just quite enjoy it. I have my own radio station I can choose. Things like that really.”

Reducing car use in the future:

- Moving home - downsizing to smaller accommodation in Glasgow, to be closer to family
- Less need - better public transport in a big city means less need for a car

Segment 3 Older Less Affluent

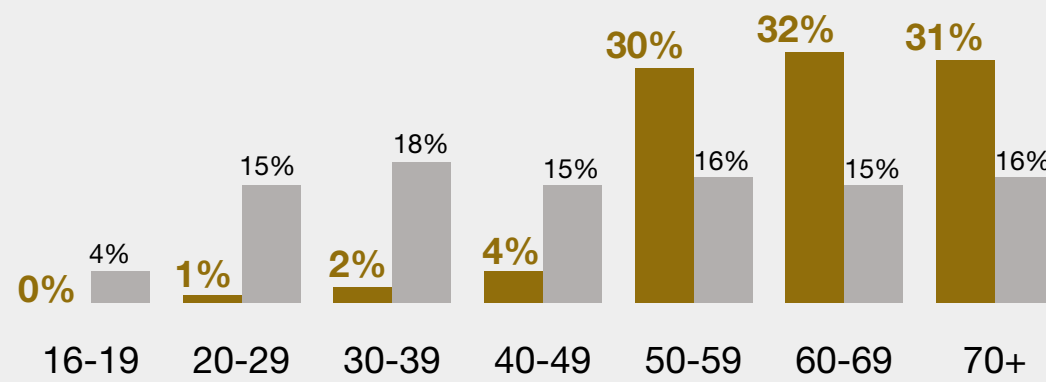
■ Segment 3 ■ All segments

Who are they?

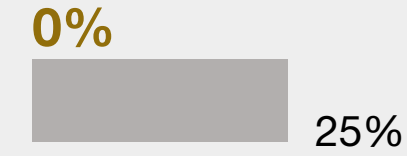
Gender

Male **♂53%** 49% Female **♀47%** 51%

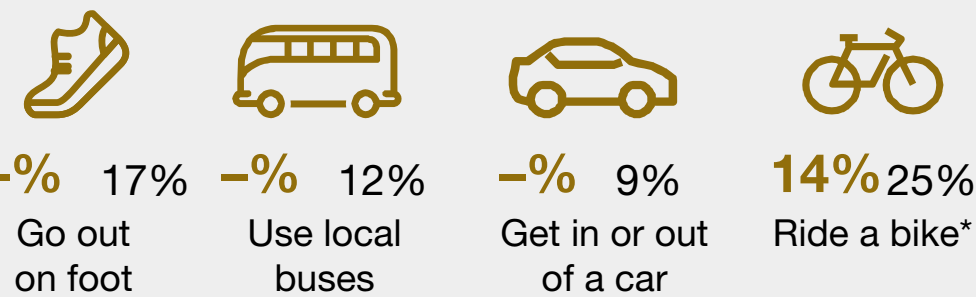
Age



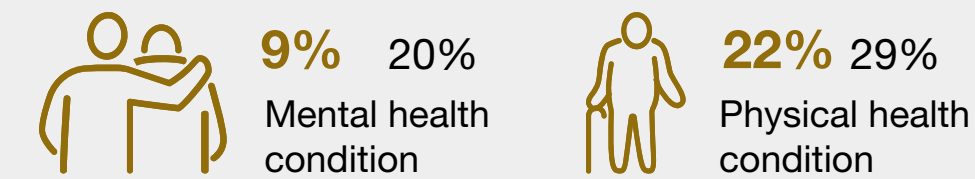
Mobility difficulties impacting travel



Disability/long standing health condition that makes it difficult (*impossible/difficult) to:



Mental health/physical health condition:



Ethnicity

97% 88% White 3% 11% Ethnic Minority

Location

Urban **73%** 78% Rural **23%** 14%

14% 13% North West

11% 10% West Midlands

18% 10% South West

18% 16% South East

North East 5% **4%**

Yorkshire & Humberside 10% **7%**

East Midlands 9% **7%**

East Anglia 11% **15%**

Greater London 16% **6%**

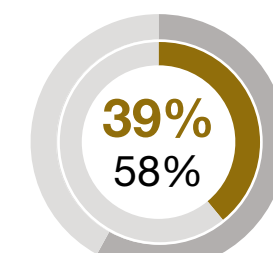
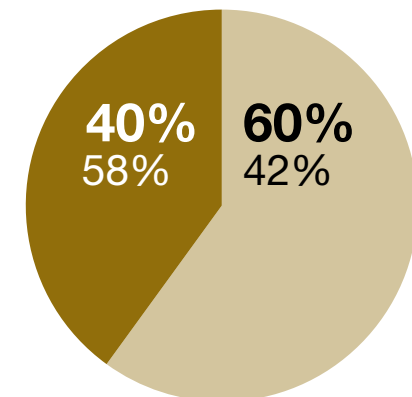
Employment & working patterns

Working

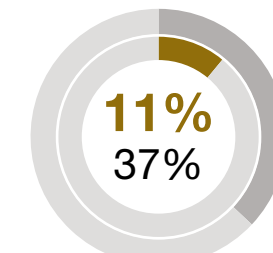
- 22% 39% Full-time employed
- 14% 14% Part-time employed
- 4% 6% Self employed

Not working

- 44% 23% Retired
- 8% 10% Unemployed
- 8% 5% Parent-homemaker
- 1% 5% Student/Pupil



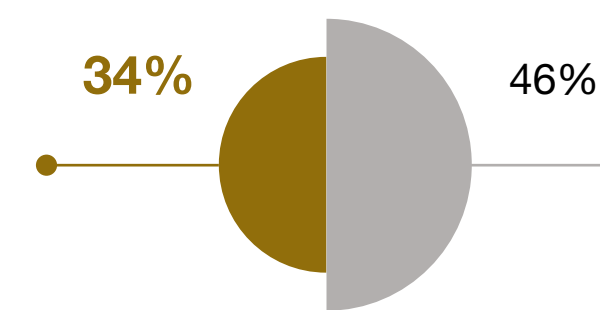
Travel to a place of work at least once a week



Work from home at least once a week

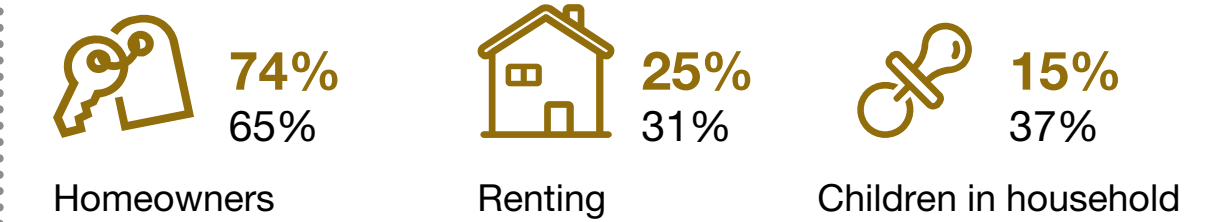
Shopping behaviours

Regularly use home delivery for food or non-food shopping

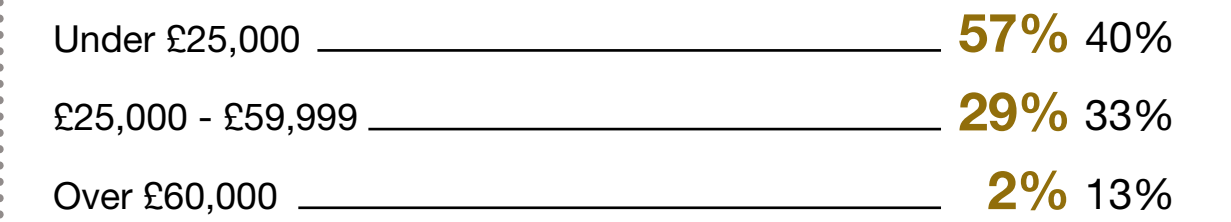


Household & financials

Household



Household finances

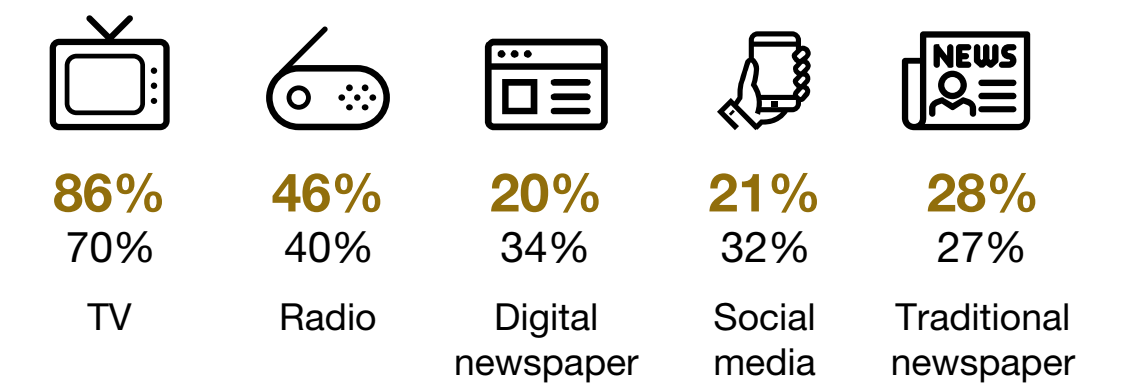


Technology & media

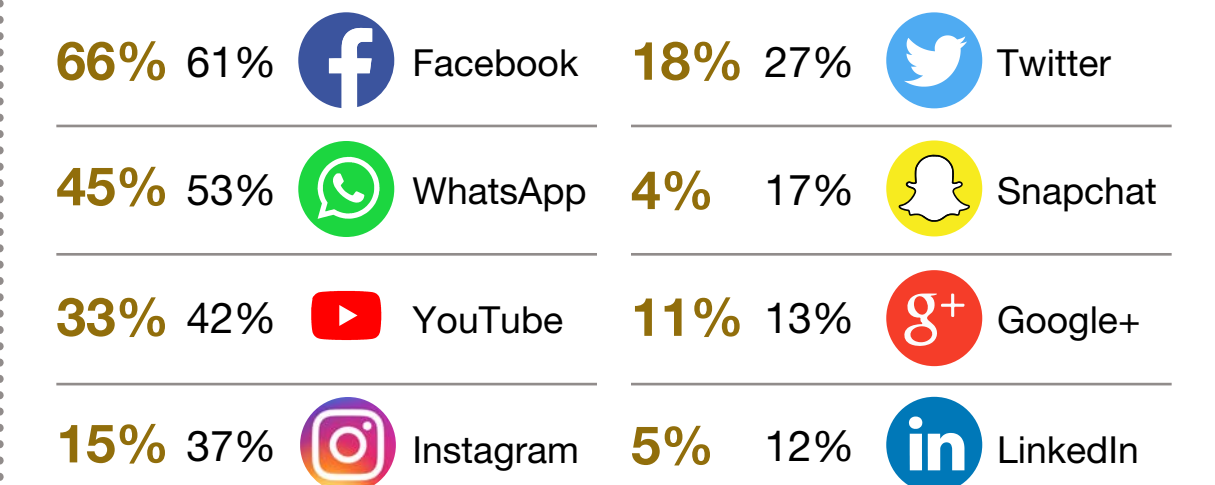
Use of smartphones



Consumption of news



Social media



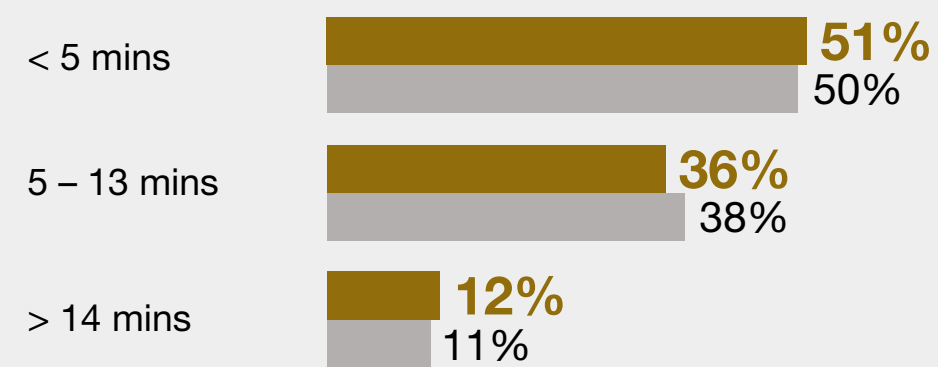
Where percentages do not add up to 100%, this is due to rounding or exclusion of 'Don't know' and 'Prefer not to say' answer codes.

Segment 3 Older Less Affluent

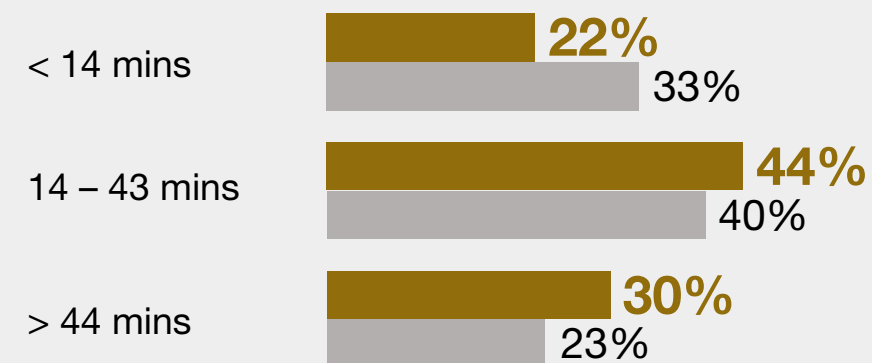
■ Segment 3 ■ All segments

Access to transport

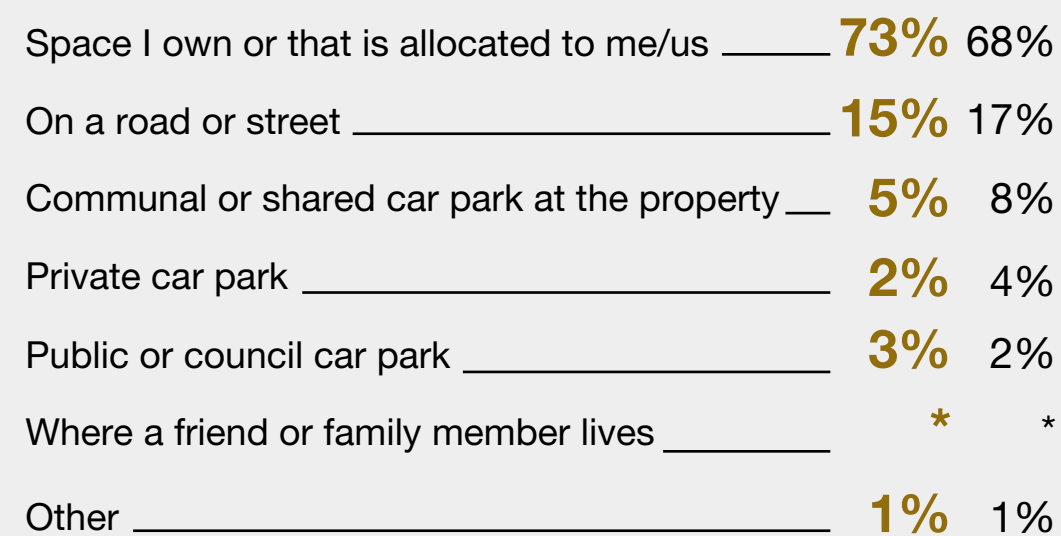
Distance to nearest bus stop (mins walk)



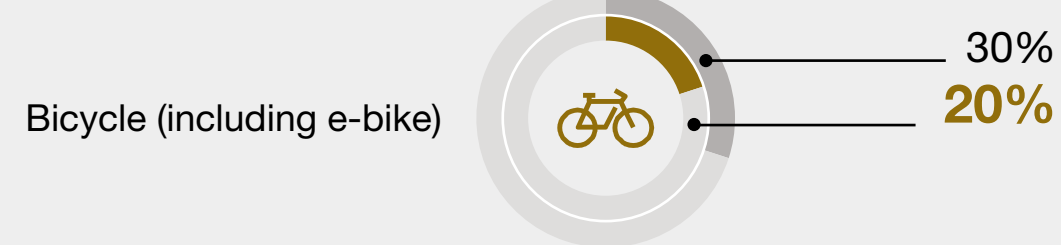
Distance to nearest railway station (mins walk)



Parking their vehicles



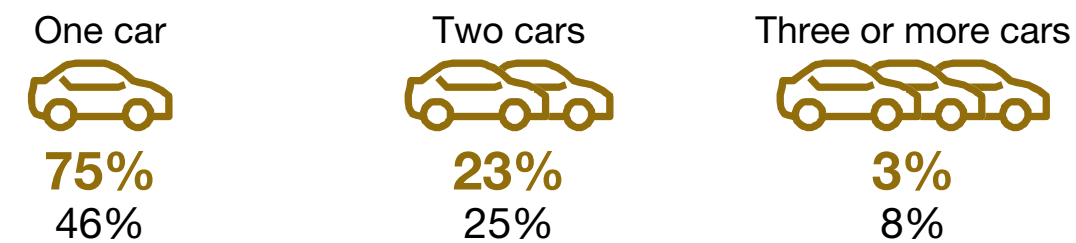
Access to:



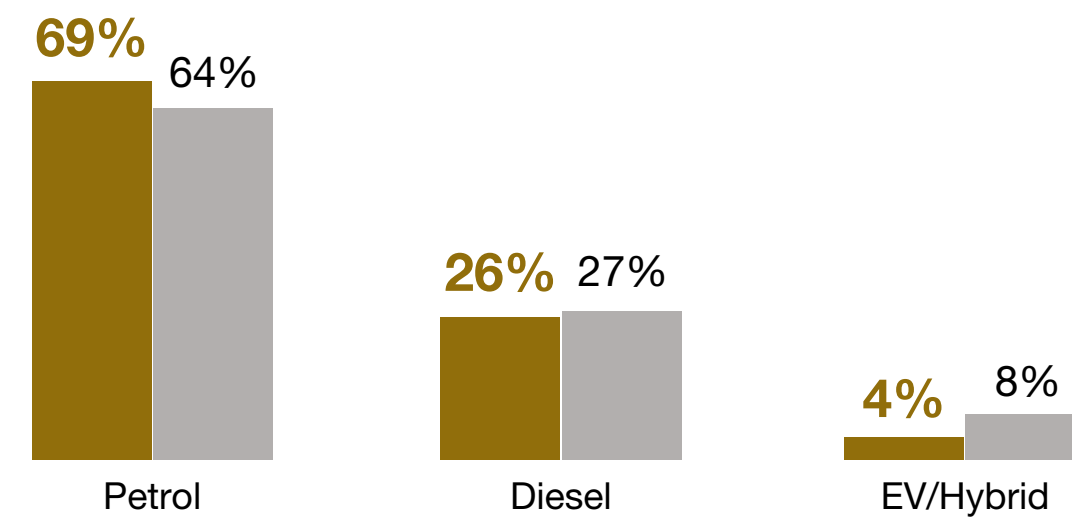
* represents figures < 1%

People in this segment are car owners approaching retirement. Driving is their preferred way of travel as they feel in control of their journeys, and it is an enjoyable way to travel. They make use of public transport modes, particularly if services are frequent and reliable, and they prefer to walk for short distances in the local area.

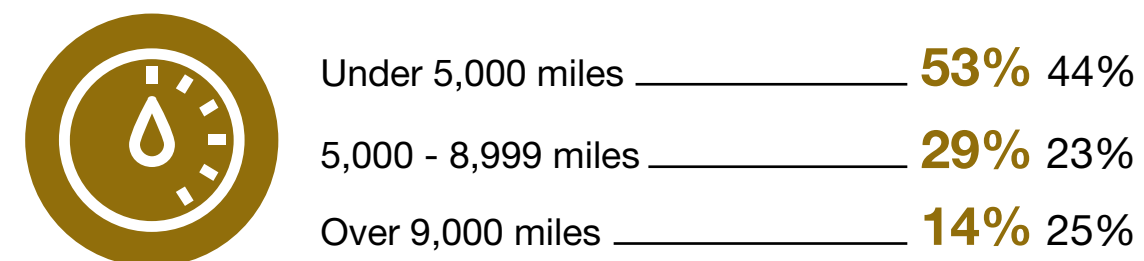
Number of cars in household



Car type



Number of miles driven per year

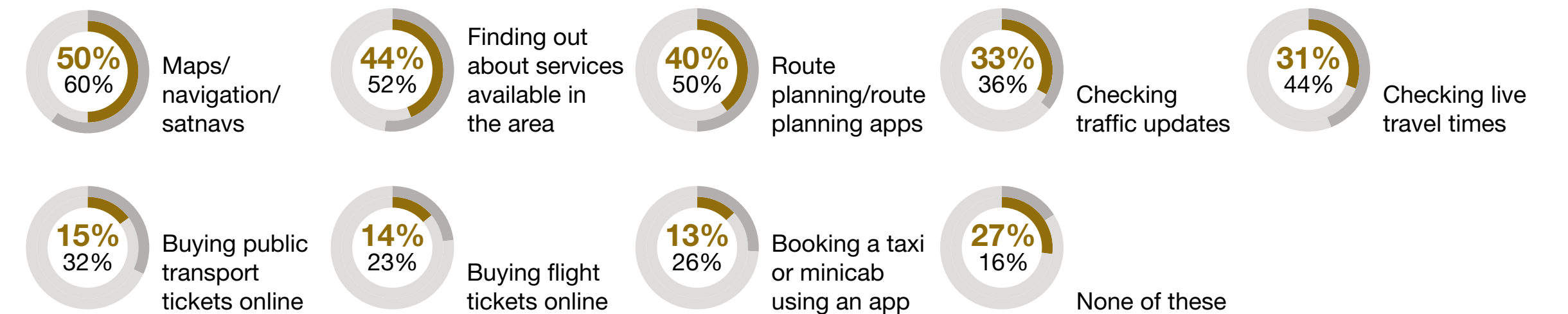


Strategic Road Network usage (Motorways and A-roads)



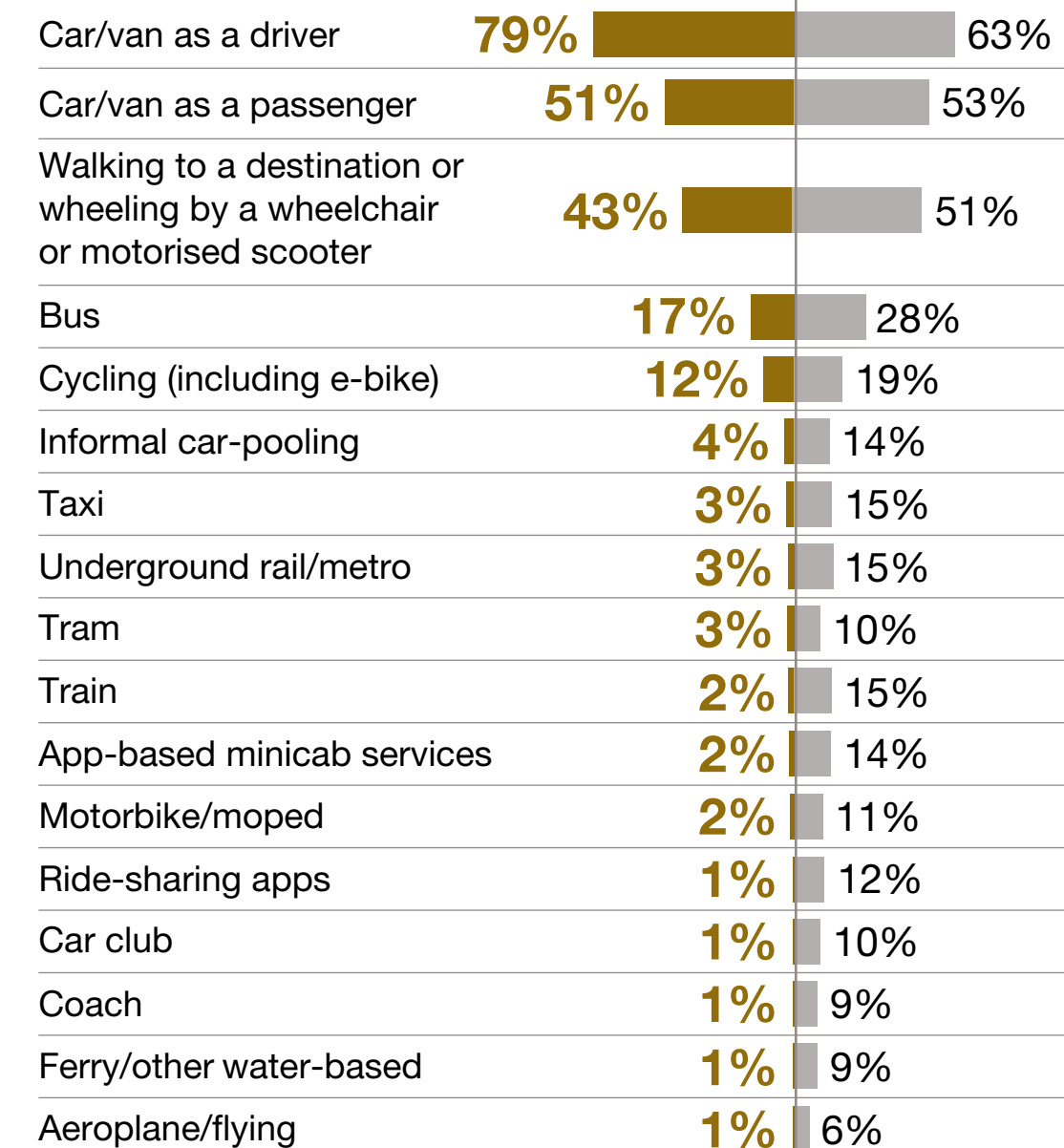
Understanding transport choices

Journey planning. Smartphones are used for:



Mode use and frequency

Modes used once a week or more (last 6 months)



Top 5 journey purposes (last 6 months)





Flight taken in last 12 months




People in this segment did not make any significant changes to the way they travelled in the past 3 years. During the COVID-19 pandemic, they had a tendency to avoid public transport due to social distancing rules, thus becoming more reliant on the car. More recently, a perception that public transport services are not reliable, has reinforced their car reliance. Changes in employment or in personal circumstances – for example, a car being unavailable/under repair – can provide an opportunity to use the occasional public transport mode to commute to work. Regardless of changes, the car is their primary mode of transport and they expect this to remain the case for the foreseeable future.

The cost of living has led people in this segment to consider how they travel and to make more efficient journeys. For example, in order to save money on fuel, some go to all the shops in one day rather than spread it out over multiple days. Also, people in this segment have reduced their travel, cutting back on socialising, cultural activities, or recreational trips. People also described becoming more conscious of their electricity use around the house, turning off electrical equipment and doing batch cooking to save money on electricity bills.

 **60%** 51% | Happy about lifestyle and contribution to climate change

 **30%** 37% | Would like to do a bit more to reduce my impact

 **7%** 9% | Would like to do a lot more to reduce my impact

Enablers and barriers to different transport modes

Car

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- ✓ Enjoyable way to travel
- ✓ Personal attitudes/preference for driving
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Attitudes towards transport and climate

People in this segment do not express much concern about the environment. However, there is a sense they would be open to more sustainable travel modes, if public transport provision was improved and services become more reliable.

“I will carry on using my car for the foreseeable future as public transport is not always available when I need it. Perhaps when I retire, I may choose differently as time keeping won’t be a priority. I will certainly use bus travel as the stops are fairly near me and affordable. Train journeys are a treat.” (Female, 61, East Anglia)

“Yesterday we did not go out anywhere on public transport. We were going to do a little bit of shopping, but we checked our finances and realised we couldn’t afford it, so we stayed at home, and we are staying at home again today.” (Female, 67, North West)