

# Comfortable Empty-nesters

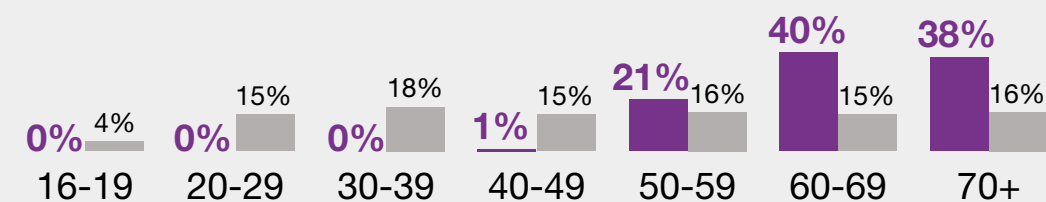
■ Segment 4 ■ All segments

## Who are they?

### Gender

Male **♂47%** 49% Female **♀53%** 51%

### Age



### Mobility difficulties impacting travel

**0%** 25%

### Ethnicity

**96%** 88% White **4%** 11% Ethnic Minority

### Household finances

Under £25,000 **39%** 40%  
 £25,000 - £59,999 **39%** 33%  
 Over £60,000 **7%** 13%

People in this segment are older (60+ years old), predominantly from a white background and either approaching retirement or recently retired.

They own a car and live in more affluent areas of rural and suburban England. People in this segment use a mix of car, public transport and active travel modes. Use of active travel modes is influenced by attitudes towards health, the environment, and cost.

The car is seen as a convenient way to travel and is commonly used for shorter door-to-door trips or for leisure. In rural areas, where public transport infrastructure is less available, driving to different locations is a necessity. Public transport use is more sporadic and seen as more suitable for longer trips. For those who are able to benefit from a free bus pass, public transport is more appealing. However, this is heavily influenced by availability and reliability of services.

## Jeff



- **Age:** 64
- **Lives:** Macclesfield, Cheshire
- **Household composition:** Married, living with wife and a cat; two adult children no longer living with them
- **Employment:** Retired, former Barrister
- **Disability/Health:** No
- **Tenure:** Homeowner, no mortgage
- **Interests and concerns:** Enjoys the weekly pub quiz and going to the theatre; worries about the NHS, the increased cost of living, and global instability



## Enablers and barriers to different transport modes

### Car

- ✓ Convenience
- ✓ Lack of reliable public transport services
- ✓ Lack of active travel facilities when attending social events
- ✓ Cost-effective on longer journeys (compared to public transport alternatives)
- ⊗ Positive attitudes towards the environment
- ⊗ Preference for public transport /active travel – personal preference or cost
- ⊗ Life habits and beliefs towards active travel modes – health benefit

### Walking

- ✓ Convenience/saving time
- ✓ Distance to facilities and services in the local area
- ✓ Perceived as suitable for shorter, daytime journeys
- ⊗ Safety concerns
- ⊗ Poor weather
- ⊗ Not suitable for longer journeys
- ⊗ Not an enjoyable activity

### Cycling

- ✓ Positive attitudes towards the environment
- ✓ Health benefits – keeping fit/exercising
- ✓ Fast and cost-effective way of travelling
- ✓ Life habits/personal preference
- ⊗ Lack of facilities for changing - suitable for travelling to social and work events
- ⊗ Safety concerns

### Public Transport

- ✓ A more environmentally friendly alternative to driving
- ✓ Frequent and reliable services
- ✓ Bus stops/train stations in close proximity
- ✓ An enjoyable way to travel
- ⊗ Reliability of services
- ⊗ Poor connections and journey duration
- ⊗ Convenience provided by the car
- ⊗ Cost (particularly trains)
- ⊗ Lack of space for luggage/bikes

### General transport habits

- **Recently retired** from his career as a barrister for the civil service.
- **Used to be a two-car household** but they've gone down to one as no longer needed with both retired.
- **Jeff is the main driver** – his wife's eye condition means that they feel it is no longer safe for her to drive.
- **Jeff uses public transport now more for leisure** – for example, going into Manchester for the theatre or getting the bus to go shopping locally.



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.

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### General transport habits

Jeff is recently retired from his career as a barrister for the civil service. He and his wife, Cheryl, live in a four bedroom house in Macclesfield, with their cat. Their adult children live and work in Liverpool and London. Jeff uses public transport now for purposes other than commuting – for example, going into Manchester for the theatre or getting

the bus to go shopping locally. Theirs used to be a two-car household but they've gotten rid of one as they are both retired. It also saves them money. Jeff is the main driver – Cheryl's eyesight is getting worse and they feel her driving is unsafe.



### Frequent journey

Train trip to Manchester to go to the theatre, once a fortnight.

- ✓ Check timings on app, make sure train is running and on time
- ✓ An easy 10 minutes walk to the station
- ✓ Only 25-30 minutes into Manchester, every 15 minutes
- ✓ Usually get a seat now that he's no longer travelling at rush hour
- ✗ Don't like hanging around at the station

"I check the website to make sure the trains are on time, or to find out the time of the next train, particularly when they go to 30 minutes on a Sunday, so that we know we're not hanging about the station too long."



### Less frequent journey

Driving to the seaside at Southport, once every couple of months.

- ✓ Spontaneous – don't need to plan, can just decide it's a nice enough day
- ✓ No need to look into taking the train
- ✗ Don't enjoy the state of some of the more rural roads – lots of potholes

"It's not something that we do as a matter of course, I wouldn't have a clue about how the trains work to get there. It was just that Cheryl and I were out in the car already, and it was such a lovely day, we decided to stay out."



### Opportunities for Change

#### Key factors in decision making:

- **Spontaneity** - important to be able to travel as and when he wants, rather than planning and waiting
- **Speed** - no longer has to commute so prefers to go somewhere as quickly as possible

#### Would like to maintain public transport use:

- ✓ Retiring has been a big change
- ✓ No longer spending time commuting on public transport
- ✗ More free time to drive to places spontaneously – places perhaps less well-served by public transport
- ✗ Public transport less integral to their lives now

#### Would like to cycle more:

- ✓ Would be great for keeping fit
- ✓ Likes following cycling as a sport
- ✓ Jeff sees cycling as a leisure activity he'd share with his wife
- ✗ But Cheryl's eyesight isn't great nowadays and Jeff wouldn't want to cycle alone

"Her eyesight is rubbish. She can't judge distances, being long-sighted in one eye and short-sighted in the other. So that's not a good idea for driving or cycling, it is safety, and it is confidence. She doesn't want to be in an accident."

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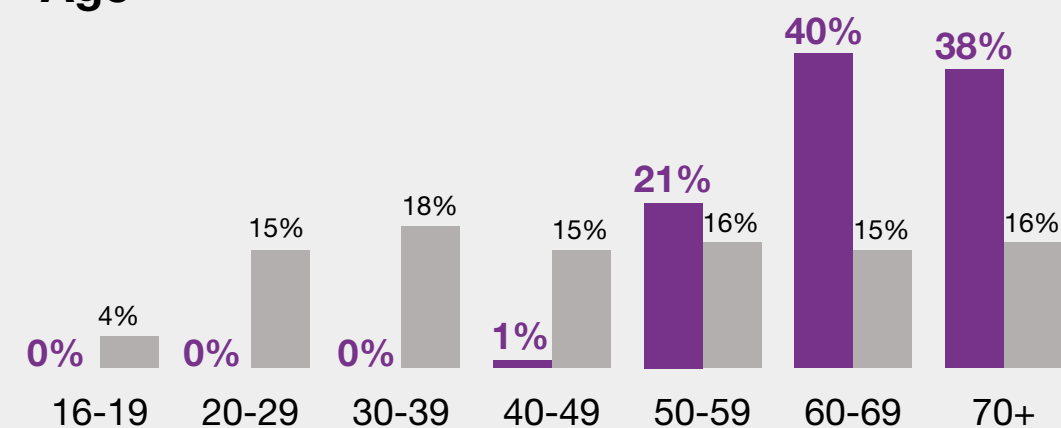
■ Segment 4 ■ All segments

## Who are they?

### Gender

Male **♂47%** 49% Female **♀53%** 51%

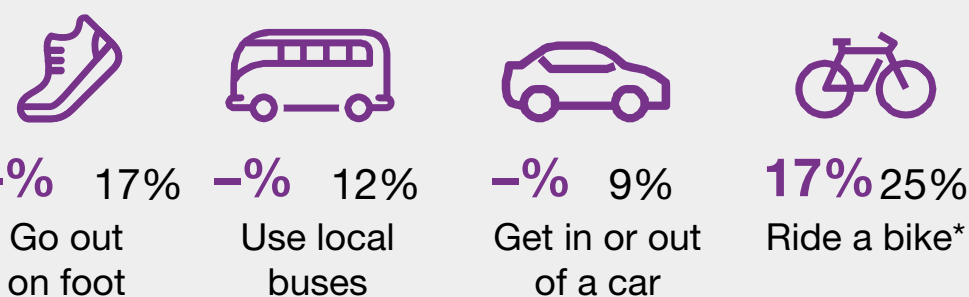
### Age



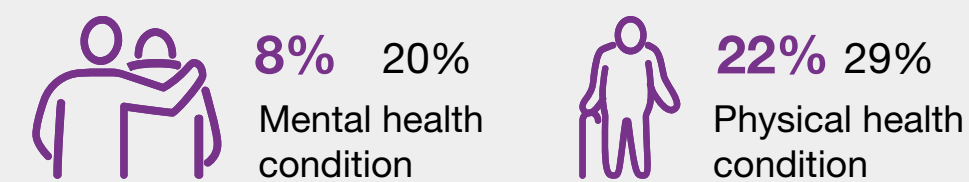
### Mobility difficulties impacting travel

0%   
 25%

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



### Mental health/physical health condition:

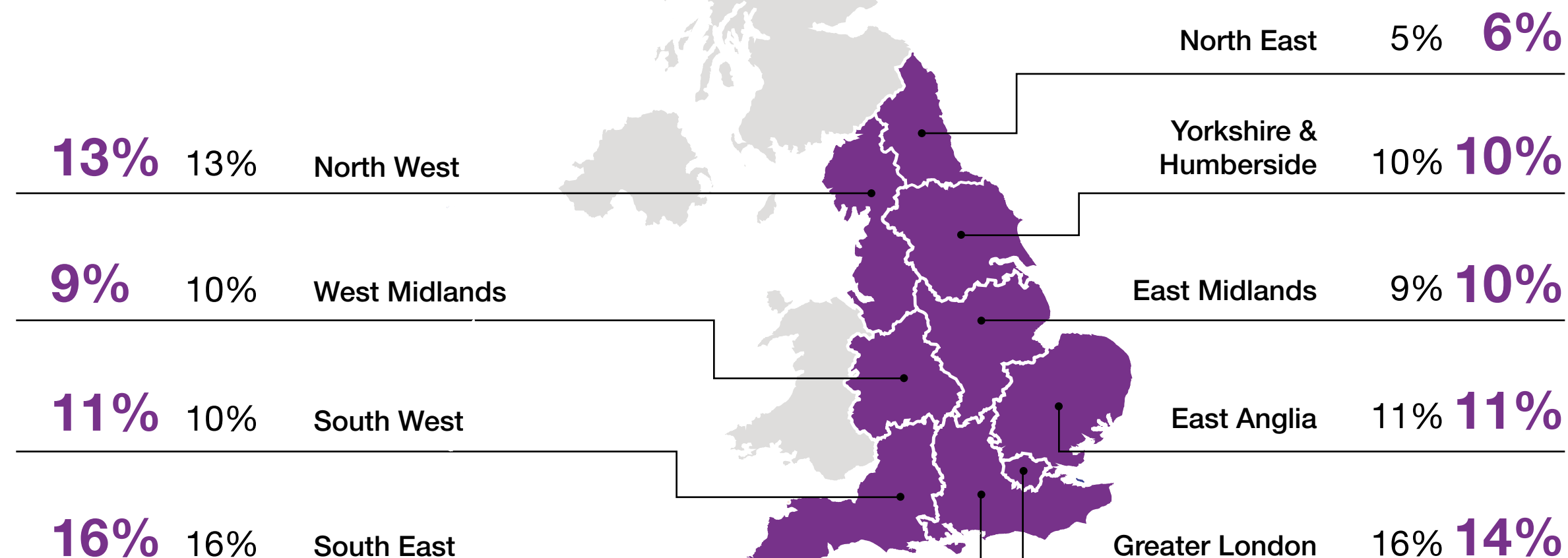


### Ethnicity

96% 88% White 4% 11% Ethnic Minority

## Location

Urban **79%** 78% Rural **20%** 14%



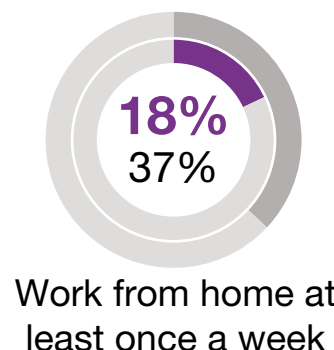
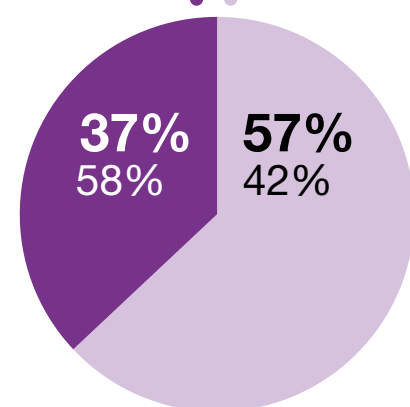
## Employment & working patterns

### Working

18% 39% Full-time employed  
13% 14% Part-time employed  
5% 6% Self employed

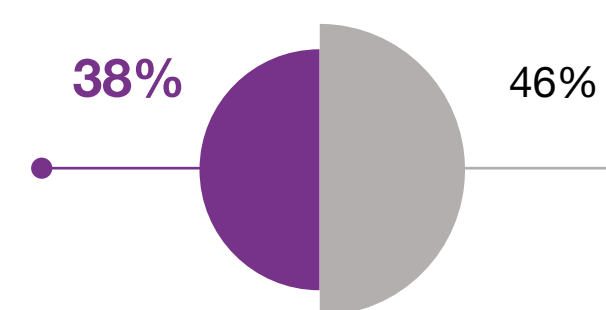
### Not working

57% 23% Retired  
2% 10% Unemployed  
3% 5% Parent-homemaker  
- 5% Student/Pupil



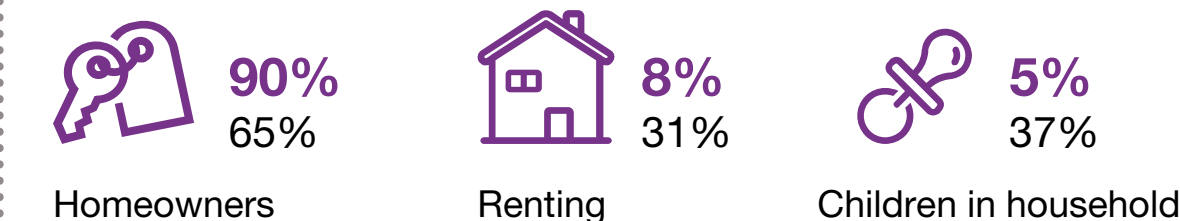
## Shopping behaviours

Regularly use home delivery for food or non-food shopping

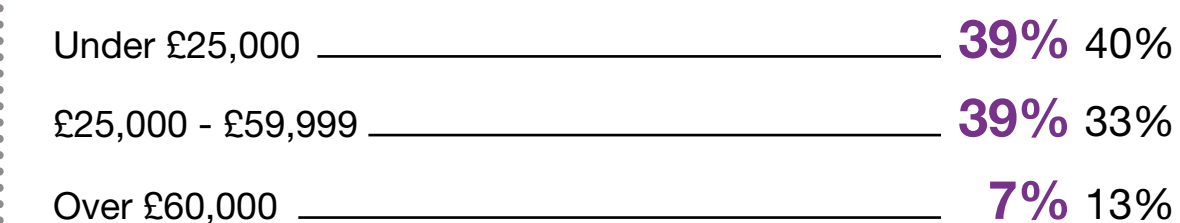


## Household & financials

### Household



### Household finances

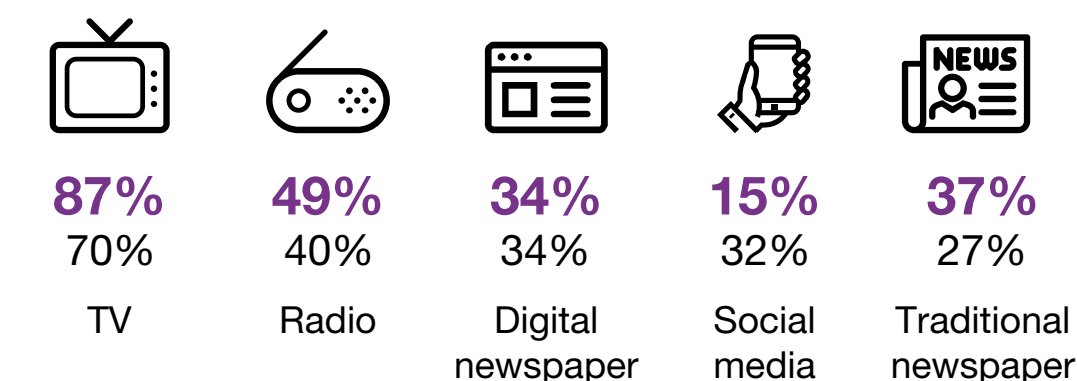


## Technology & media

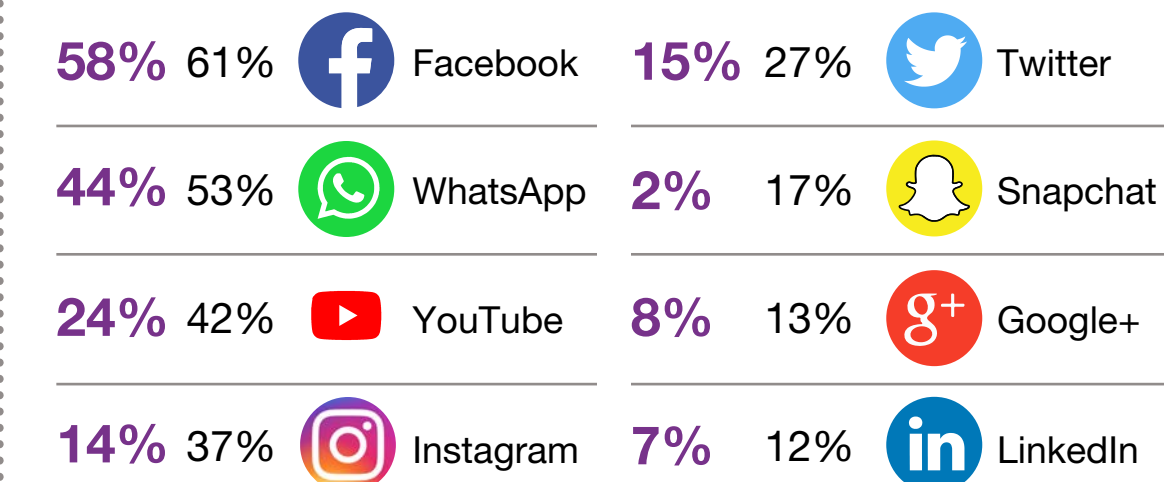
### Use of smartphones



### Consumption of news



### Social media



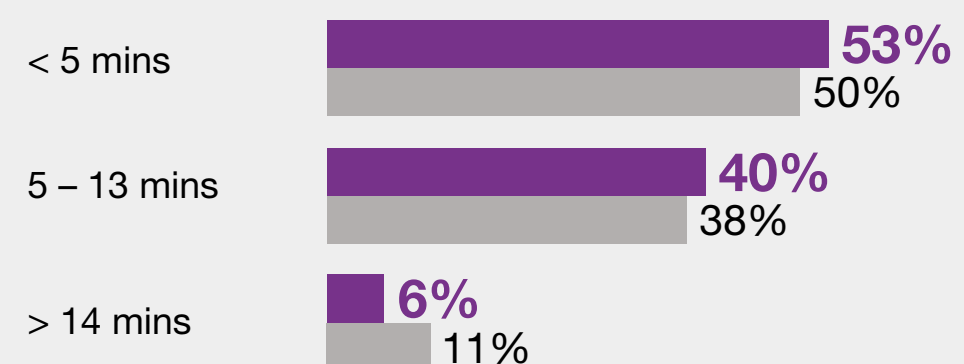
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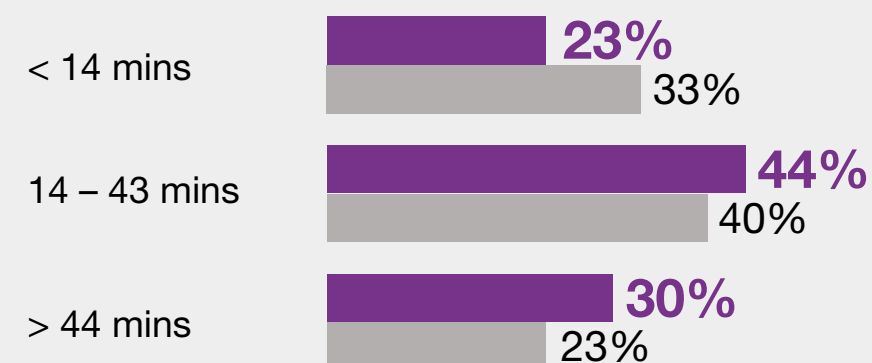
■ Segment 4 ■ All segments

## Access to transport

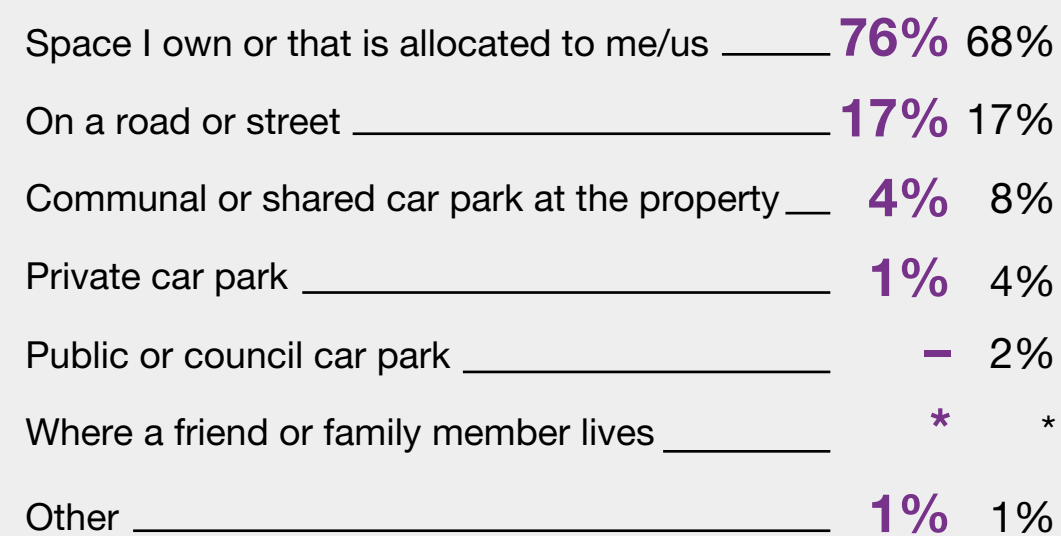
### Distance to nearest bus stop (mins walk)



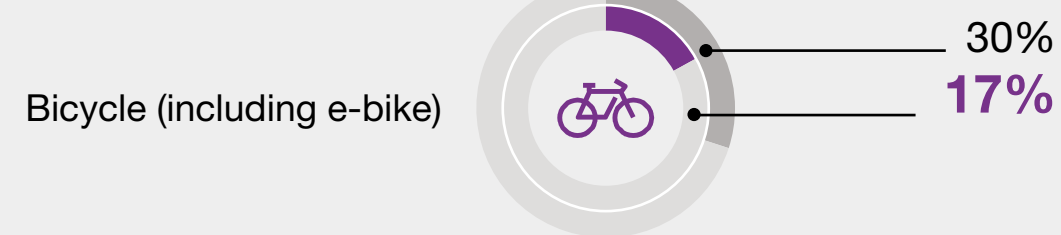
### Distance to nearest railway station (mins walk)



## Parking their vehicles



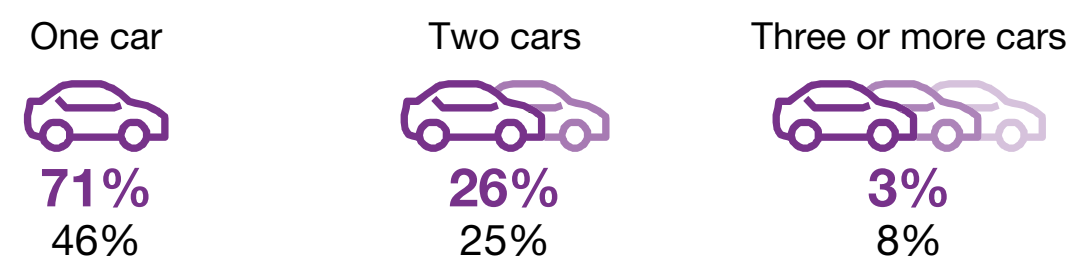
## Access to:



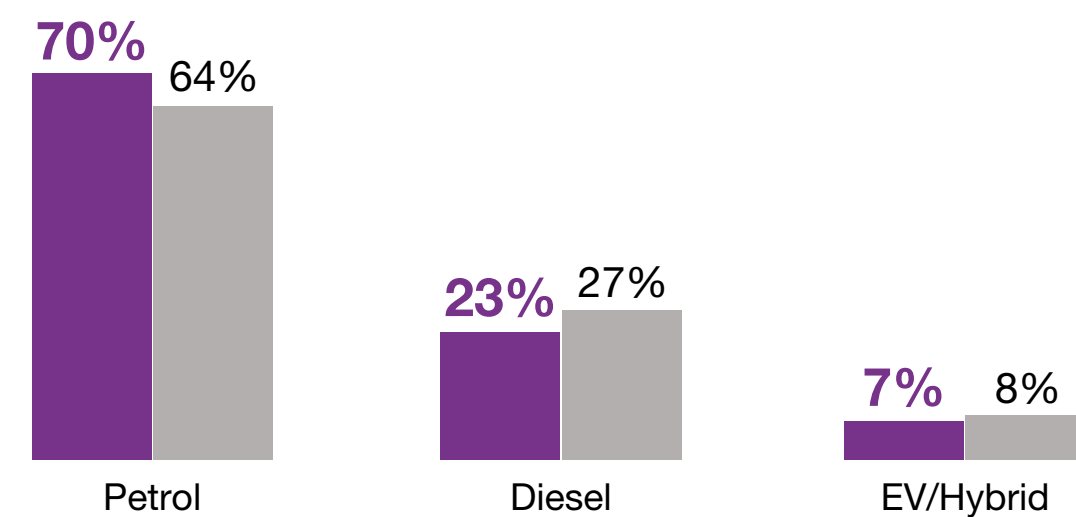
\* represents figures < 1%

People in this segment own a car and see it as a convenient way to travel, particularly for door-to-door trips or leisure trips. In rural areas with poor public transport infrastructure, travelling by car is a necessity. Walking is a good way of getting around the local area and to exercise. They also reported walking to local bus stops/train station.

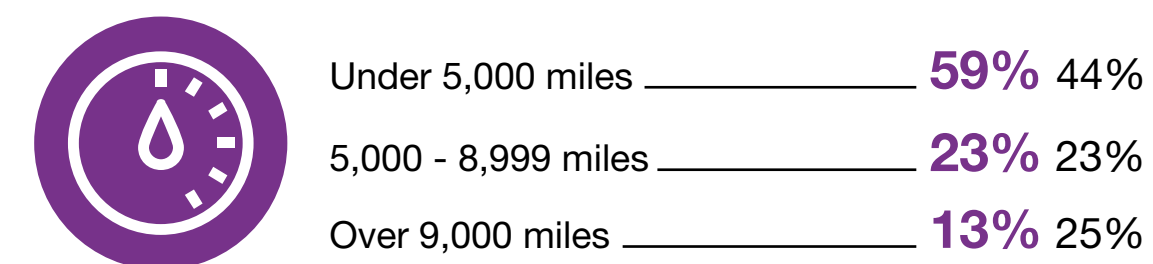
## Number of cars in household



## Car type



## Number of miles driven per year

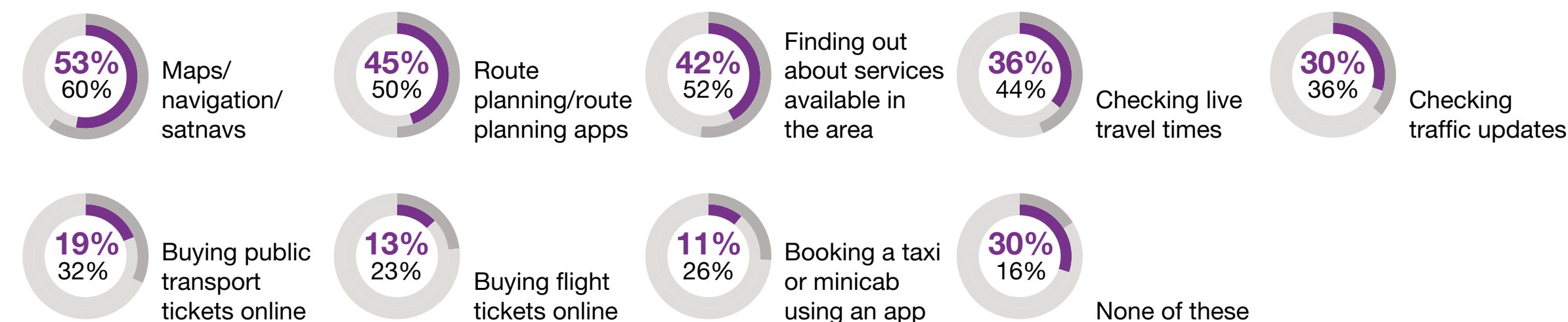


## Strategic Road Network usage (Motorways and A-roads)



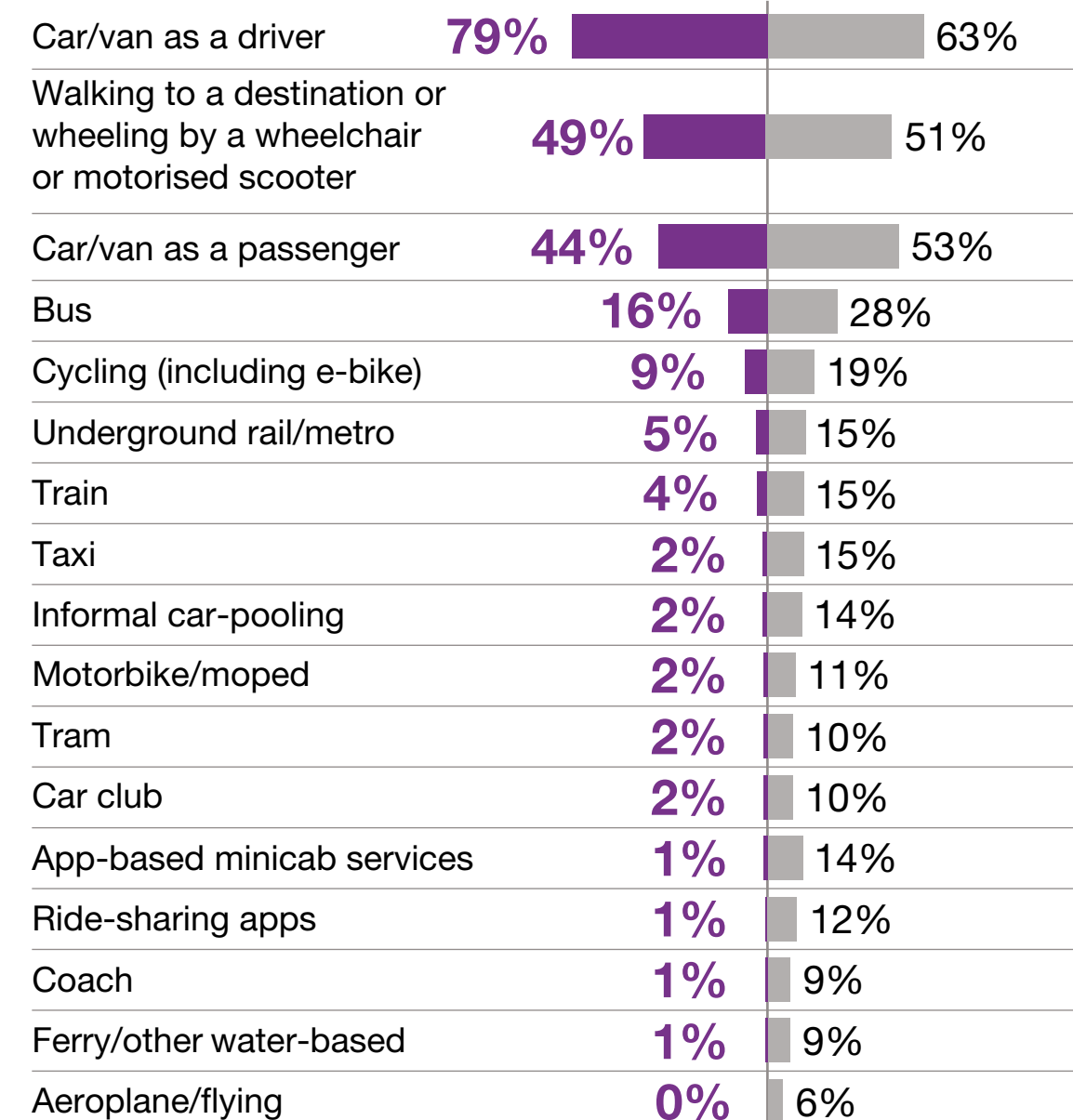
## Understanding transport choices

### Journey planning. Smartphones are used for:

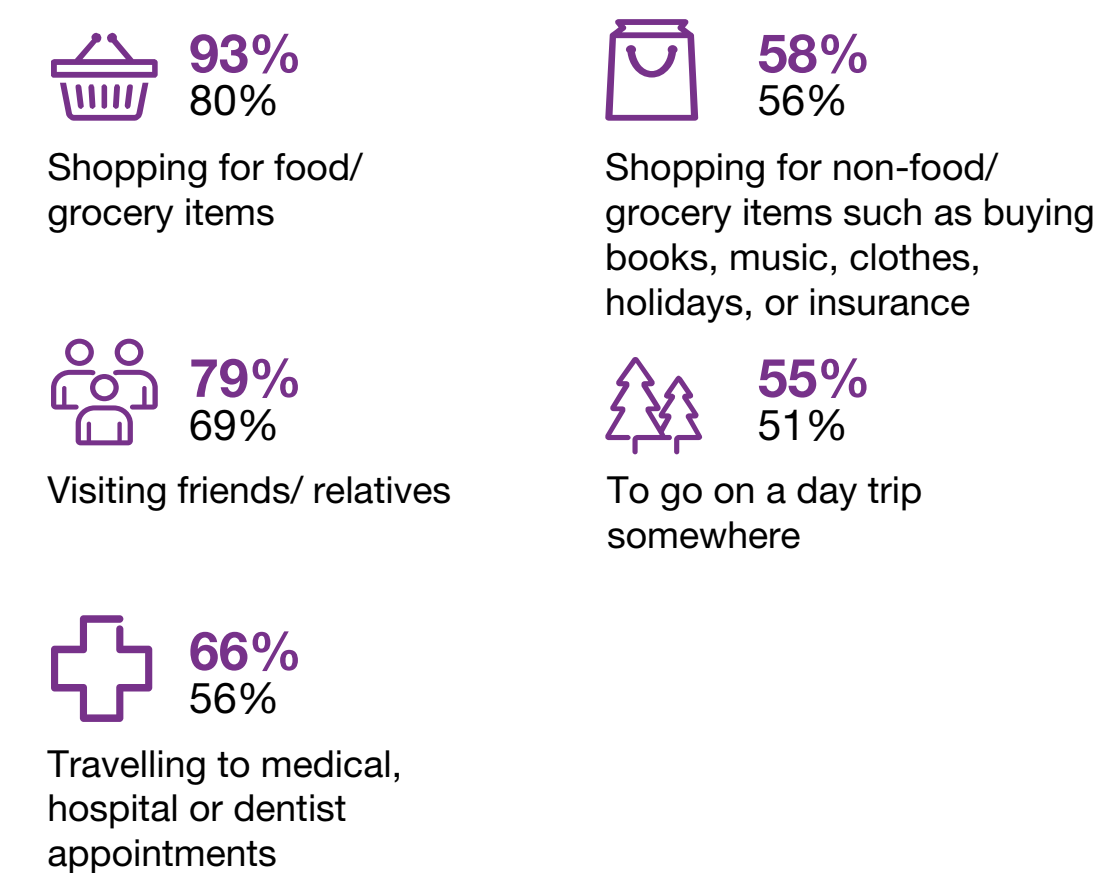


## Mode use and frequency

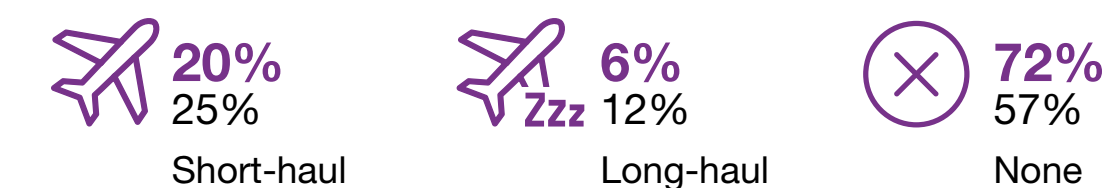
### Modes used once a week or more (last 6 months)



## Top 5 journey purposes (last 6 months)



## Flight taken in last 12 months



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■ Segment 4 ■ All segments

Life events, such as retirement, have had an impact on travel behaviour, with public transport now used much more for leisure purposes than commuting. Hybrid working has meant that those still using public transport to commute to work, do so less often.

Similarly, travel restrictions during the COVID-19 pandemic meant that people reduced their frequency of travel and mode use.

Despite being a more affluent group which lives comfortably, people in this segment described themselves as being frugal, making savings during their lifetime and thus not feeling the current rise in costs has had any impact on themselves or their finances. They feel they can be more spontaneous and can afford to take leisure trips, go out for meals, the theatre or cinema, and socialise.

*“We knew we fancied going for breakfast, which we do occasionally. When you don’t have a set routine, it’s nice to say, ‘well, let’s go for breakfast tomorrow’, if you’ve got nothing in, or just to get out of the house.” (Female, 60, North West)*

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

**31%** 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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## Attitudes towards transport and climate

People in this segment hold strong views towards the environment and expressed concern about the future. They have taken some personal actions to reduce their use of the car and have increased their use of other, more environmentally friendly travel modes.



*“Cycling has always been the main way of travel. [...] I’m just trying to move some of my car journeys onto public transport. Because I think it’s more environmental, it’s out of guilt.” (Male, 52, Greater London)*

People who cycled throughout their life, expressed an intention to continue this as they move into older age. They mentioned some physical difficulty in using a bike, particularly in hilly areas, and contemplated/planned for acquiring an e-bike in the future.