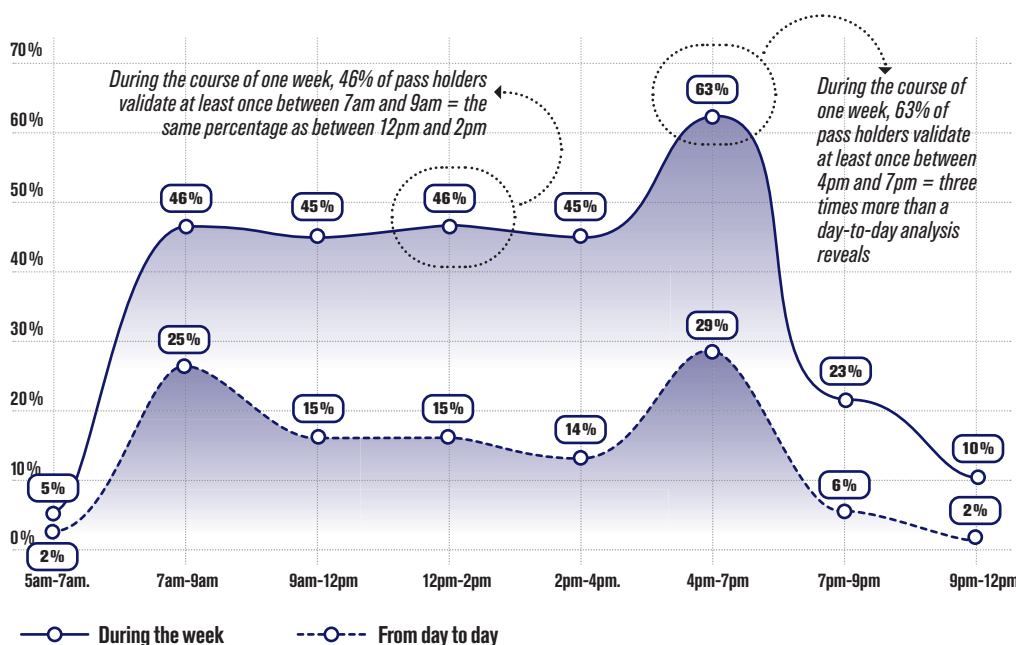


## A consistent offer, the key to driving attractiveness

**Irregular lifestyles** and this fundamental shift in travel habits have been catalysed by the Covid-19 pandemic. The result is an extreme variation in times and days of travel from one individual to another.

The impact on mobility is considerable and the current period represents an opportunity to rethink the global transport offer and in particular, the attractiveness of public transport. Now, more than ever, it is essential to challenge assumptions and to look beyond analyses that focus on one single day.

Percentage of pass holders using the service by hourly timeslot (representative region >100,000 inhabitants)



To reduce private car use and champion a more virtuous mobility that makes regions more pleasant places to live, inhabitants must be able to choose not to own a car, or to forego owning a second or a third vehicle, without feeling like second-class citizens.

Looking beyond “morning and evening rush hour”, enhancing the offer during the day, incorporating agile solutions such as on demand transport or car-sharing and devel-

oping Multimodal information to allow passengers to easily switch from one mode to the other are just a few of the ways public transport can become the cornerstone of regional mobility.

Offering such a choice means ensuring the transport offer remains attractive throughout the day, every day of the week, all year long. As well as providing alternative solutions to driving, staying at home or having to rely on others to get around.

FOR INFO

**TOP 3 expectations** in terms of mobility policies: improved public transport, pedestrian-friendly developments, creation of cycle lanes\*

**86% of citizens** expect more frequent services, enhanced comfort and increased security on public transport\*

\*Keolis mobility in times of crisis barometer, April 2022. Harris Interactive online panel of more than 4,000 individuals.

# KEO SCOPIE FLASH

June 2022

## Keeping cadence with the rhythms of life

**Fact:** behind the regular passenger flows that can be observed from one season to another, one day to another, or one timeslot to another, lies a wide variety of public transport users. And whilst these flows are generally consistent, the trips citizens make are not. Data analysis reveals increasingly diverse paces and styles of life.

The COVID-19 pandemic has catalysed the desynchronisation of contemporary lifestyles. In addition to structural transformations such as demographic change, new political choices and aspirations are also emerging.



**1/3** CITIZENS REGULARLY CHANGE THEIR SCHEDULES TO MINIMISE CONTACT WITH OTHERS ON PUBLIC TRANSPORT\*

**2/3** JOBS CANNOT BE DONE REMOTELY





**FOR INFO**

In France, there are more people over 75 (>6.1M) than secondary school students and apprentices (5.9M)

The number of health care workers has more than doubled in 30 years, increasing from 1M to 2.2M

source: INSEE

**7 factors of irregularity**

**1 The demographic change** currently underway in the western world. Between 2008 and 2018, the percentage of people under 60 fell: whilst the overall population increased by 2.7 million, the number of citizens aged between 60 and 70 rose by 2.5 million and the number of citizens over 70 rose by 700,000. This trend is even more pronounced outside of the Greater Paris region and other big cities.

**2 The variability of opening hours** from one day to the next, or from one period of the year to another: swimming pools, libraries, shopping centres or certain public services.

**3 The steady increase in the number of young people undertaking apprenticeships**, with very different rhythms from one establishment to another (2 or 3 days per week, or 1 to 2 weeks per month throughout the year). The number of apprentices has increased from 305,000 in 2018 to 718,000 in 2021. In addition, 1 in 3 students in traditional education also undertake work placements.

**4 The growing number of jobs with irregular schedules**, especially in the care, security, logistics or delivery sectors. The working population has grown by 3.4 million since the 1980s. Jobs with irregular schedules have increased significantly: +1.5 million managers (excluding sales executives), +1.2 million healthcare workers (including 0.8 million nurses and carers), +0.8 million business experts (including sales executives), +400,000 home help and childcare professionals.

**5 Remote working** (around 1/3 jobs in France are compatible) is much more common in the Greater Paris area or in medium sized cities than in smaller towns. This trend continues to persist, even as the pandemic wanes. Remote working takes many forms and differs from company to company: from those who have a regular schedule, to those who work shifts, to those who elect to work remotely and those who have negotiated time off or have been furloughed.

**Pensioners today lead very different lives and have very different mobility habits than the generations before them.**

*The majority see themselves as (or would like people to think they are) much younger than their age.*

*A study carried out by 'Notre Temps' magazine revealed that people aged 75 felt like they were 60. Today's seniors maintain the same level of mobility between 65 and 75 years old, and live life at a completely different pace than previous generations.*

**6 New travel habits**, catalysed by crowd-avoidance strategies or fear of catching Covid. A proportion of the population resorts to such strategies to enhance their individual comfort and preserve their personal space whenever possible. 49% of citizens confirm that they regularly avoid crowded places, such as stations or transit hubs.\*

**7 The tremendous variety of reasons for travel during the week**, which tends to be overshadowed by studies that focus on one single day. In reality, during the course of one week, there are as many people travelling to work as there are travelling to go shopping in outlying retail zones or in the town centre.

**FOR INFO**

During the week, 35% of citizens travel for a medical appointment, 27% to go to the market, 23% to play sport

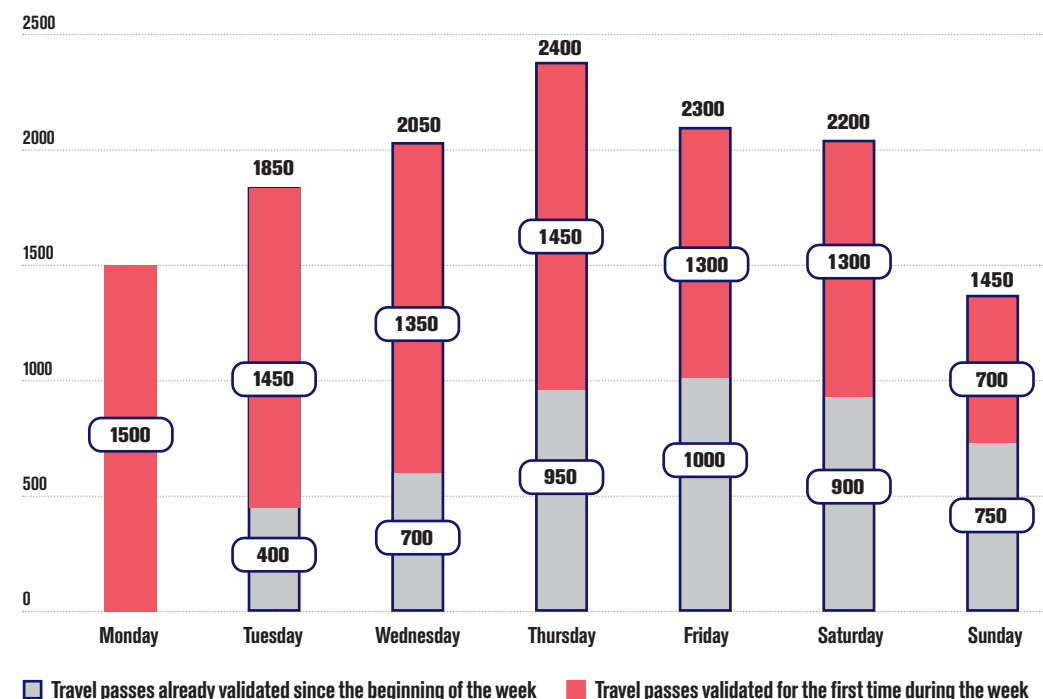
**66%** of passengers declare that the COVID-19 crisis will radically change the way they travel, their desire to travel and how often they travel\*

**Behind the flows, an accelerated turnover of individuals**

Today more than ever, when we talk about commuters (and this is true the world over) we need to acknowledge that even though passenger flows may be regular from one day to the next, the individuals who make up these flows are not.

This turnover of individuals is even more pronounced during rush hours. The example below provides a snapshot of passengers using Dijon's transport network after 9pm. In red, individuals using the Divia Mobilités network for the first time during the week.

Number of travel pass holders validating after 9pm on Dijon's Divia Mobilités network



**AFTER 9PM ON THE DIVIA MOBILITÉS NETWORK, ON AVERAGE**

ALMOST **2000** PASS HOLDERS SEEN EACH EVENING

MORE THAN **9000** PASS HOLDERS SEEN EACH WEEK

**20300** PASS HOLDERS SEEN EACH MONTH