

# KEOSCOPE FLASH

DESIGNING  
TOMMOROW  
'S MOBILITY

A disparate  
population : no such  
thing as an average  
'senior'

Walking and  
public transport :  
key factors to  
staying healthy

Digital: a desire to not be  
left behind

## France is growing old, and we are looking away

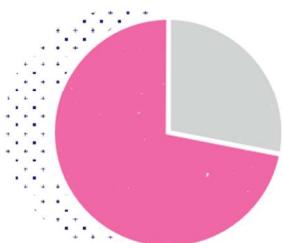
Population ageing is a reality, but it no longer means decline and social withdrawal. Growing older today is not the same thing as it was 15 or 20 years ago: the desire get around and engage in social, cultural, and associative life is much stronger. More active, connected and attentive to their well-being, 'seniors' are redefining the outline of old age.

In France, people aged over 60 will make up 30% of the population in 2030, compared to 20% in 2000. This phenomenon, driven by social and medical developments, raises questions about the place of elderly people in society.

In this Keoscopie Flash, we review several studies and observations carried out by Keolis, focusing on the mobility characteristics of people aged 65 and over. Our aims is to monitor and fulfil the expectations of this population, who wish to continue enjoying life in good health for as long as possible.



Because "ageing is not about stopping, it's about a chance of pace." 



In 2022, in France, there  
were 2.5 times more  
people aged 65 and over  
than secondary and high  
school pupils. (Source: INSEE)

90%

of people aged 75 and over live in  
their own homes.

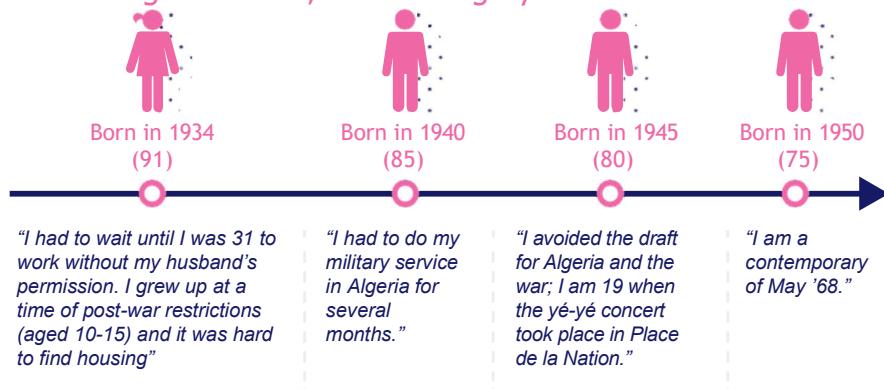
(Source : HCFEA 2023)

## A disparate population: No such thing as an average 'senior'

The senior category encompasses many different profiles. After the age of 65 people have more time left to live than they spent between kindergarten and university graduation. These different profiles may each have different perceptions of the perception of mobility, despite all of them having experienced the all-car era during the 60s, 70s and 80s.

Why consider a 65-year-old and an 85-year-old the same way? Especially since it is not so much age that makes someone a senior, but their physical fitness, their autonomy or their outlook for the future. 

### Different generations, same category



**3.4** Over the 2021-2023 period, the average number of trips taken by people aged 75 and on, a weekday.

(Source: Cerema)

**60 %** of adults in France live without children

(Source: INSEE)

**83 %** of travel pass holders aged 65+ use public transportation at least once a month between 9am et 12pm and only **38 %** between 7am and 9am (vs 69% for all pass holders)

(Source: Keolis Lille Ticketing system)

A **70-year-old** perceives themselves physically as someone who is **63.**

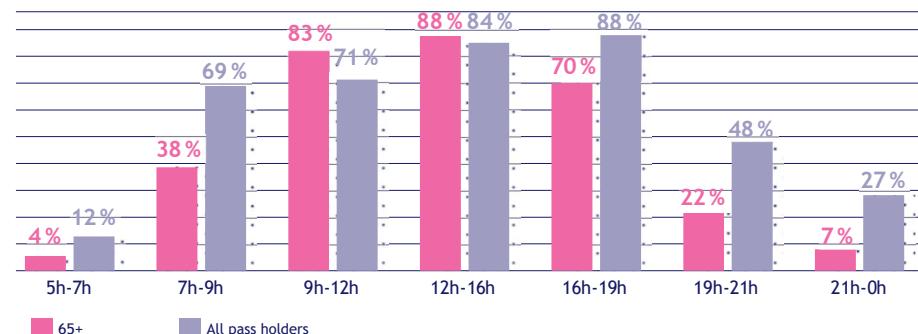
In 2044, France could have **4 million more people 'aged 65 and over'** (+ 30 %).

## Increasingly staggered mobility

With increased longevity comes a greater ability to stay out for longer periods. According to a study by the Strasbourg urban planning agency, in 2019 the daily mobility of 75-year-olds was identical to what it had been when they were 65. People stay active longer, at older ages and at different times to the rest of the population (using transport more during off-peak periods and at the same frequency during school holidays). 

### The '65 and over' use public transport outside peak hours.

% of travel pass holders using public transport once a month (excluding Saturdays and Sundays).



## Seniors and public transportation: the main fears

Reflecting a form of 'ageing denial', this population only wants one thing: not to see themselves grow old. Mobility allows them to keep up with the times as long as possible. But the main barriers must be removed, especially since public transport is 'perceived as a deterrent for seniors.'

(Source: Luc Broussy 2021)



Non-attentive staff / fear of falling



The digital barrier / digital isolation



Restricted mobility windows



Lack of comfort: seating, toilets ...

From 65,

## 1/3 of people

do not leave their home on specific days

(Source: Luc Broussy 2021)

## 72 %

of people aged 55 and over prefer a longer trip without changing rather than a faster trip that includes a connection.

(Source : Keoscopie)

**52 %** of people aged 65 and over believe that the role of the car should continue to be reduced in the future (vs 10% thinking that "it should be given more space").

(Source: Keolis - IFOP - sept 25)

**76 %** of people aged 65 and over feel that they are not consulted by municipality officials before the transformation of public space.

(Source: Keolis - IFOP - sept 25)



## Walking and public transport : key factors to staying healthy

What do people aged 65 and over think about recent urban transformations and mobility policies deployed by local authorities in recent years? And what are their main expectations for the city of tomorrow?

► 51% agree that what has been done in terms of transport in their village in recent years is going in the right direction, a majority of whom (42%) think it should be continued. Only 10% think that "it's not going in the right direction".

► In terms of preferred investment priorities, the top modes are public transport (35%), walking (25%), cars (15%) and cycling (12%).

► Regarding public transport, priority is given to developing it (25%) rather than lowering prices (10%). (source: Keolis - IFOP Sep 25)

Six out of ten people aged 65 and over have a positive perception of recent transformations in city centres. But this positive view is tempered by the excessive space given over to so-called soft mobility (bikes, scooters), which 41% consider "dangerous and uncomfortable", and 22% consider "stressful but useful"

► An additional cognitive load, requiring constant hypervigilance

## Digital: a desire to not be left behind

For many years perceived to be disconnected from the digital world, seniors are now more comfortable with new technologies. In 2024, around 80% of 60-75-year-olds owned a smartphone and 55% used social media. This digitalisation of their daily lives not only allows them to stay in touch with their loved ones, but also to access services and participate in social life.

They criticize the excesses of the digital revolution yet remain connected day to day: an evolution they have embraced out of a desire to not be left behind (80% of people aged 65 and over "feel that things often move too fast but try to adapt" - Keoscopie).

**75 %** of those aged 60 and over prefer to "travel to carry out a daily life activity" rather than do it online

(Source : Credoc)

**62 %** of people

aged 65 and over say that they use Facebook at least once a week (41% use WhatsApp)

(Source : Keoscopie)

**55 %** of people

aged 65 and over say that digital solutions make their life easier.

(Source : Keoscopie)

Hence the importance, on the one hand of maintaining physical points of contact (phone, sales office, ...) and on the other hand helping them improve their digital skills, especially since digital isolation (intensified by the dematerialisation of public services) is perceived as a kind of first 'death'. 

**92 %** believe that

"because of digital solutions, we live in a 'two-tier society'"

## Recommendations and operational issues



Maintain an attractive service throughout the day and during school holidays for easier mobility



Deploy a wide range of solutions (regular buses, on-demand transport, autonomous shuttles, cycling services...)



Avoid creating digital-only customer journeys and maintain alternative solutions to ensure accessibility for all



Organise training courses for digital solutions to reduce the digital divide



Offer services combining walking and public transport: "a winning duo"



Pay special attention to design and comfort (vehicle, stop, service)



Involve this population more in network development projects



Train staff for public-facing roles