

# E-Scooter Perceptions Survey

## Full results summary

Data, Intelligence & Insight Team – October 2022

## Respondents

### Key findings

- Changes in travel behaviour over the last two years
- Travel Smart campaign

### About the respondents

### Questions asked to trial users only

- Feelings of safety when riding e-scooters
- Important factors when using e-scooters
- Frequency of using e-scooters
- Other modes of transport
- Using forms of shared transport
- Recommending e-scooters

### Questions asked to all respondents

- Reasons preventing use of e-scooters
- Feeling safe when sharing spaces with e-scooters
- Statements regarding the rental e-scooter trial
- Familiarity with restrictions
- Overall feelings
- Impact of e-scooters
- Any other comments, improvements or suggestions





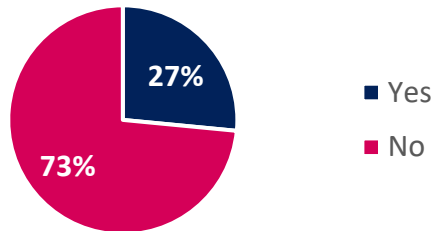
## Key findings



# Trial users – quantitative key findings

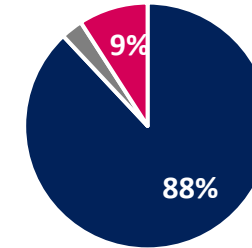
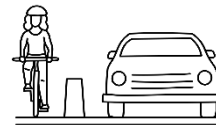
## Key findings from questions asked to e-scooter trial users:

Around **a quarter** of respondents were **users** of the e-scooter rental trial scheme in Southampton:



Trial users said they feel **safest** riding in **cycle lanes separated from the road**.

This is also where respondents selected they **feel safest**, when sharing space with e-scooters.



**88%** of trial users agreed that **they would recommend** using rental e-scooters to other people.

■ Agree ■ Neither ■ Disagree

When asked which factors are **important when using e-scooters**, the top selected options were:



Environment / sustainability



To save time

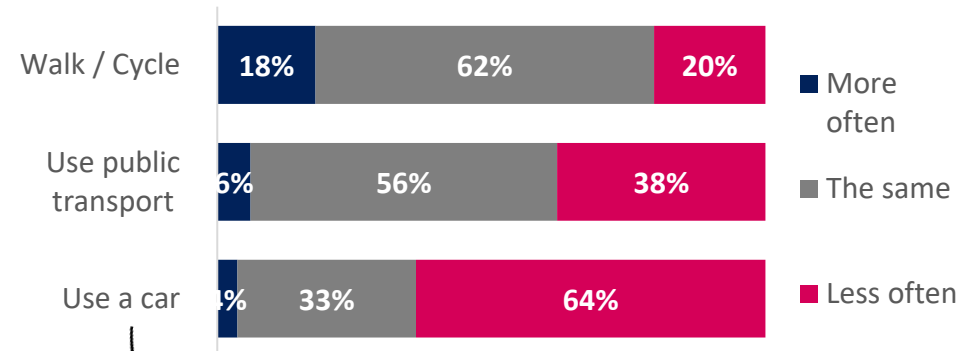


To avoid traffic and congestion



Leisure / fun

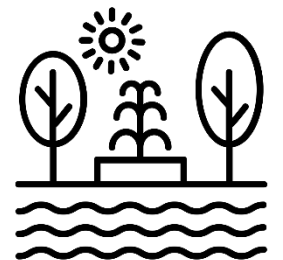
As a result of the e-scooter trial, trial users now...



**64%** said they use **a car less often** because of the e-scooter trial.



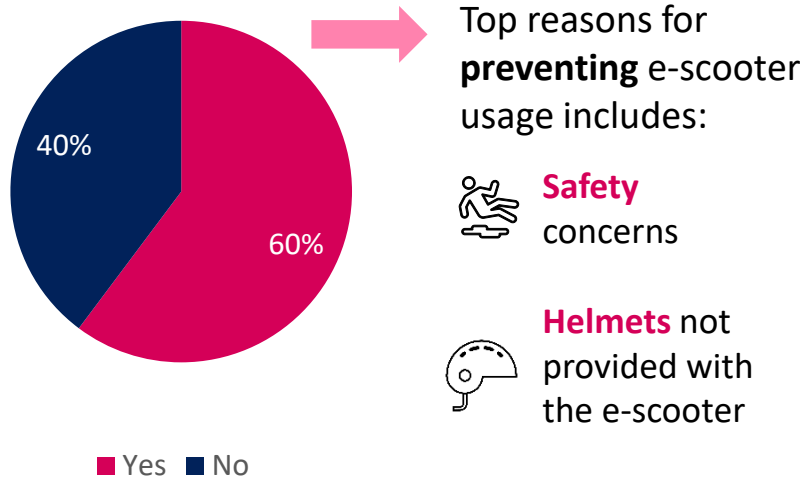
More people have trialled the use of an e-scooter to get to a **leisure destination** than any other destination.





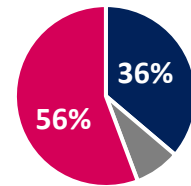
## Key findings from questions asked to all respondents:

Is there anything which has prevented you / would prevent you from using the e-scooter rental trial in the future?



Aside from 'no ride' and 'slow zones', the majority of respondents selected that they are **very familiar** with all restrictions.

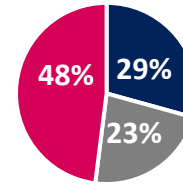
### Overall feelings about e-scooters:



■ Positive total  
■ Neither  
■ Negative total

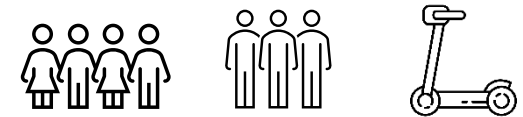
Around half of respondents selected that their feelings and impact of e-scooters is **negative**.

### Impact of e-scooter scheme:



■ Positive total  
■ Neither  
■ Negative total

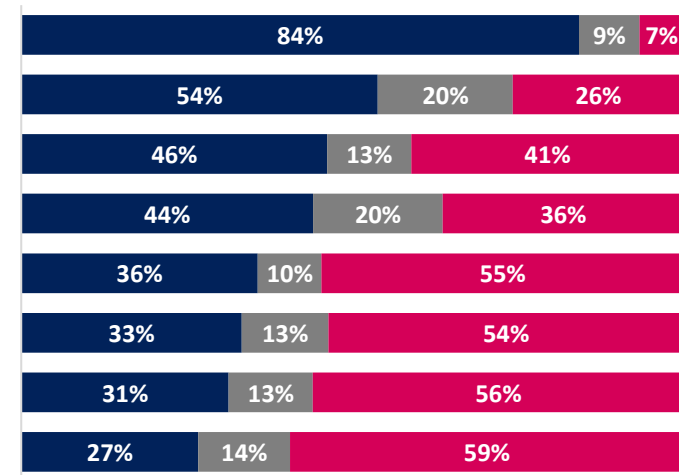
**Younger respondents, men and trial users** across the whole survey generally feel safer on e-scooters, feel more positive about the trial and are more familiar with restrictions.



More respondents **agreed** than **disagreed**

More respondents **disagreed** than **agreed**

- At the end of a journey, riders should leave rental e-scooters in specific parking areas only
- Rental e-scooters make it easier to travel around Southampton
- Rental e-scooters should be banned from Southampton
- Rental e-scooters make public transport more accessible
- I could be encouraged to use a rental e-scooter for some of my journeys
- The benefits of rental e-scooters outweigh any issues they create
- Rental e-scooters are a safe mode of transport
- Rental e-scooters have led me to consider changing how I usually travel



■ Agree total ■ Neither ■ Disagree total



## About the respondents



# Who were the respondents?

Total respondents: **1572**

## Age:

Under 18 **0.1%, 2**

18 - 24 **3%, 4**

25 - 34 **16%, 239**

35 - 44 **21%, 318**

45 - 54 **19%, 281**

55 - 64 **19%, 281**

65 - 74 **16%, 239**

75 - 84 **6%, 86**

85+ **1%, 8**

## Sex:

Female **51%, 750**

Male **49%, 723**

## Disability:

No **86%, 1296**

Yes **14%, 2**

## Ethnicity:

Asian / Asian British **2%, 28**

Black / African / Caribbean /  
Black British **0.3%, 5**

Mixed or Multiple ethnic  
groups **2%, 24**

Other ethnic group **1%, 8**

White British **89%, 1294**

White Other **7%, 97**

## Interest in the survey:

As a resident of  
Southampton **93%, 1459**

As a resident of elsewhere **4%, 63**

As someone who works in  
Southampton **25%, 386**

As someone who studies in  
Southampton **2%, 25**

As a business or organisation  
in Southampton **4%, 55**

As a visitor to Southampton **3%, 44**

Other **2%, 25**





# Users of the e-scooter rental trial scheme

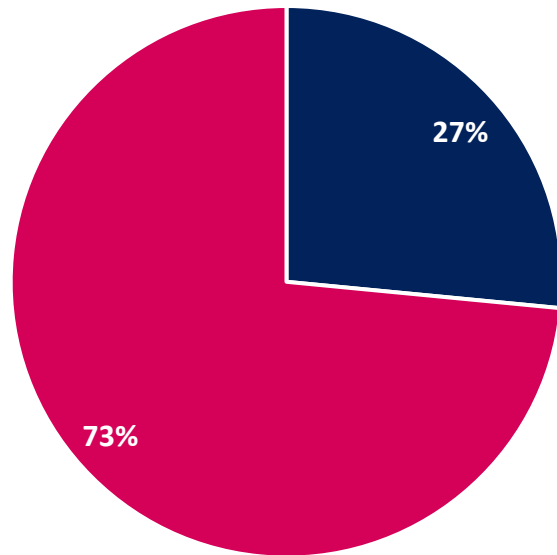
## Key findings:

- Just over a quarter of respondents selected that they had used the e-scooter rental trial scheme in Southampton
- This was highest in males and younger age groups

## The detail:

Question: Have you used the e-scooter rental trial scheme in Southampton?

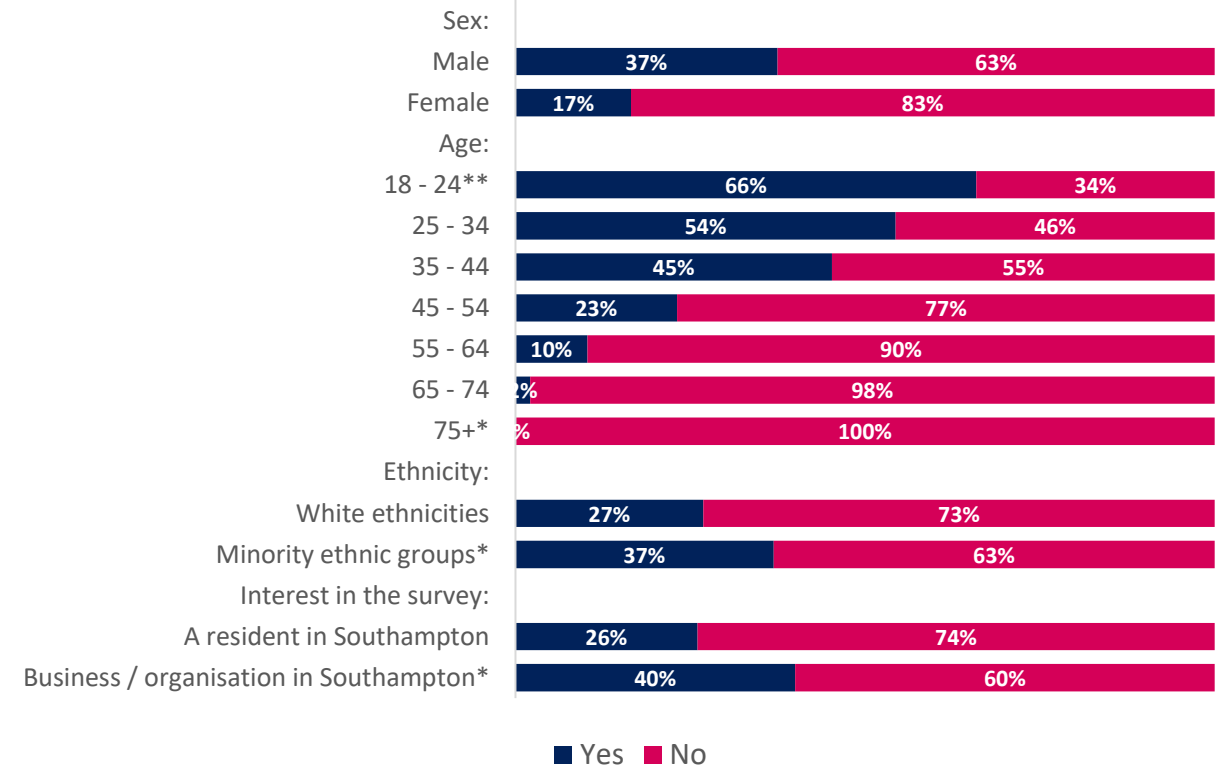
### Overall:



■ Yes ■ No

*This question routed respondents in the survey, and trial users were asked a specific set of questions.*

### Breakdowns:



■ Yes ■ No

\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1572





# Questions asked to trial users only



# Feelings of safety when riding e-scooters

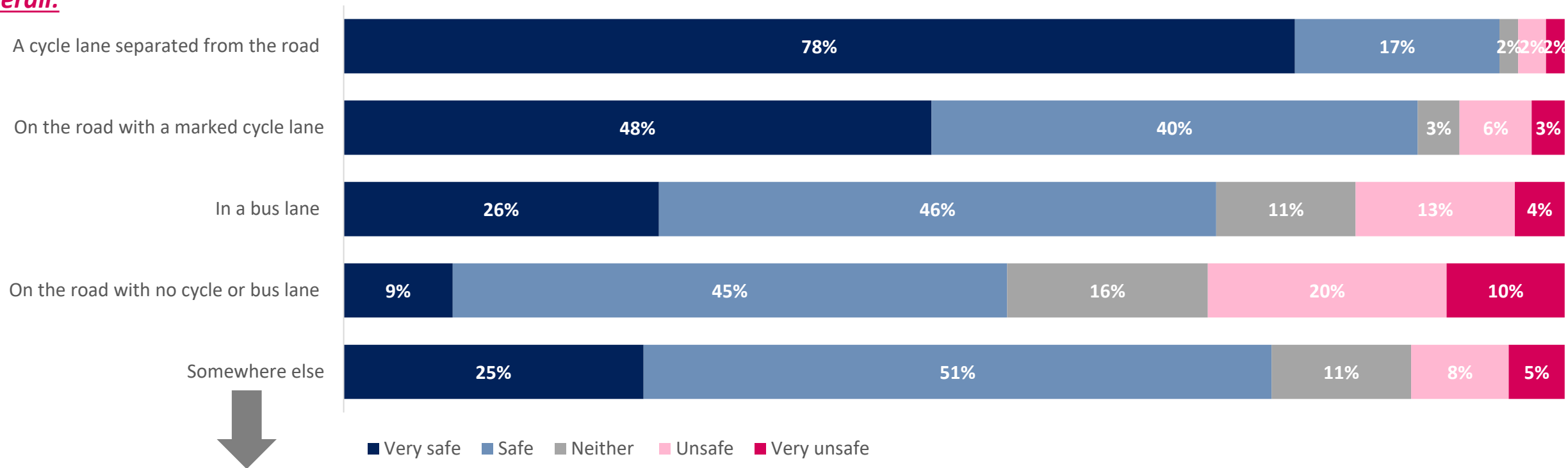
## Key findings:

- The location that respondents (trial users only) said they felt safest riding was on a cycle lane separated from the road

## The detail:

Question: If you have used an e-scooter as part of the rental trial, where have you felt safe riding it?

### Overall:



The top 3 other commented upon locations were:

- Pavement (35 comments)
- Paths/Cycle paths (22 comments)
- Quiet/private roads (8 comments)



# Important factors when using e-scooters

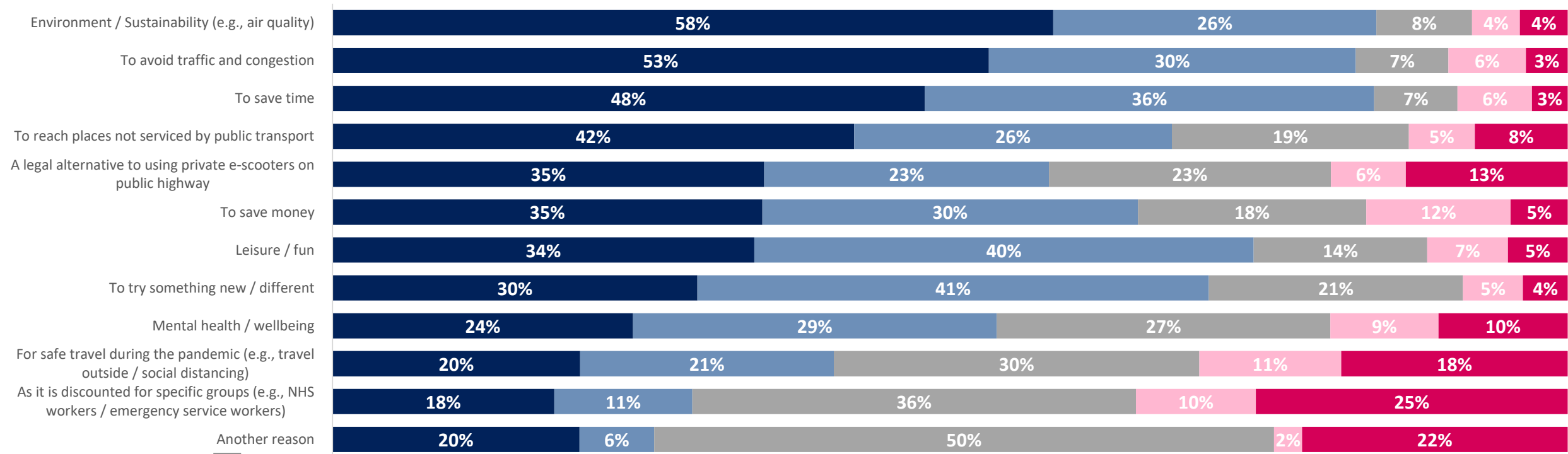
Key findings:

- The factor that was selected most important was ‘environment / sustainability’ and ‘to avoid traffic and congestion’
- The factor that was selected least important was ‘as it is discounted for specific groups’ and ‘for safe travel during the pandemic’

The detail:

Question: How important are the following factors to you when using the e-scooters?

Overall:



Very important   Quite important   Neither   Not that important   Not important at all

The most commented on ‘other reasons’ were:  
Convenience/more convenient (25 comments), an easier/better alternative method of transport (17 comments) and to embrace change (4 comments)



# Frequency of using e-scooters

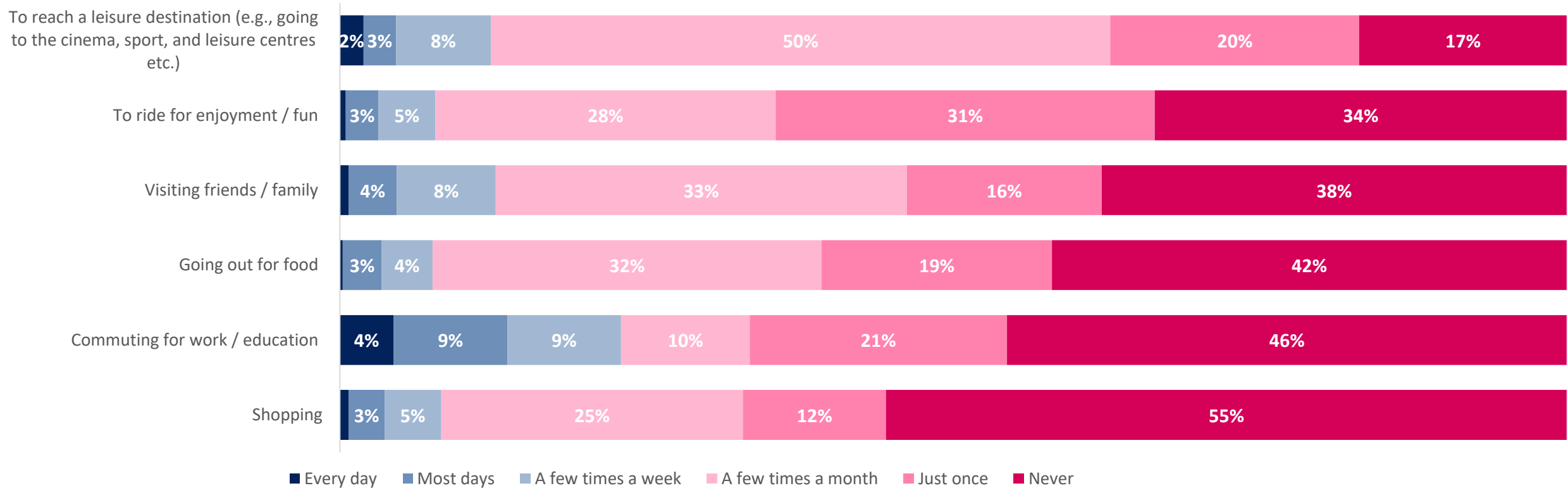
Key findings:

- The activity that respondents (trial users only) most used e-scooters for was to reach a leisure destination (e.g., cinema, sport, leisure facilities)
- The activity that respondents (trial users only) least used e-scooters for was shopping (55% selecting never)

The detail:

Question: How often have you used a rental e-scooter as part of your journey for each of these purposes?

Overall:





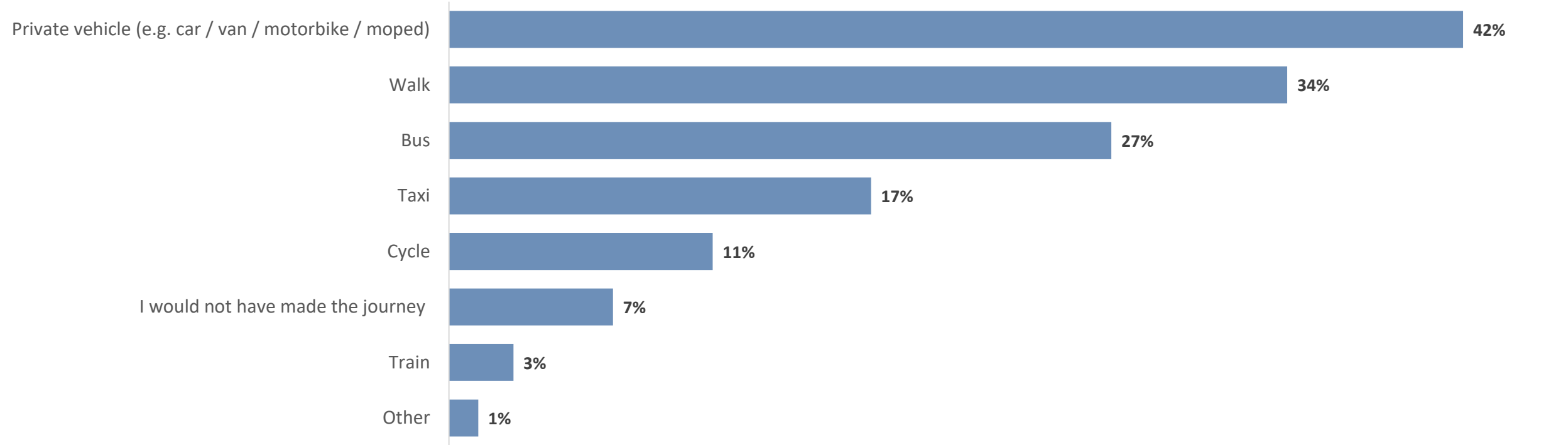
Key findings:

- Almost half of respondents (trial users only) said that if they hadn't used a rental e-scooter on their last trip, they would have used a private vehicle (42%)
- 7% of respondents (trial users only) selected that if they hadn't used an e-scooter, they would not have made their journey at all

The detail:

Question: Thinking back to your last rental e-scooter trip, what mode of transport would you have used for your journey if you had not used an e-scooter?

Overall:





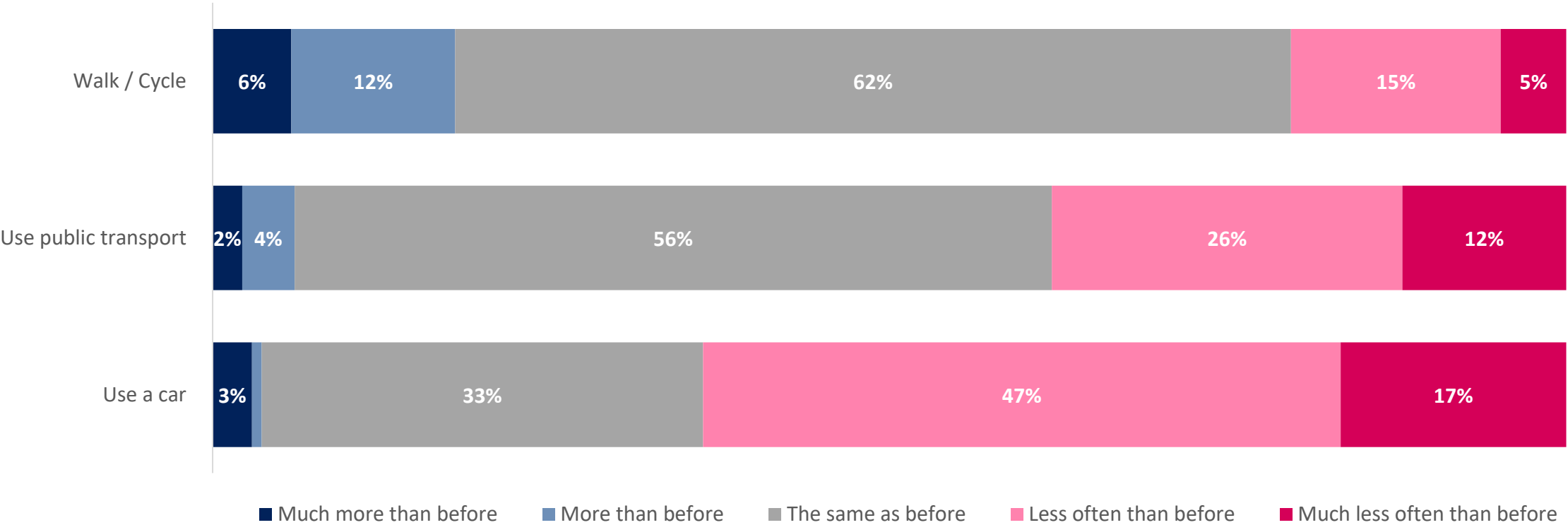
Key findings:

- As a result of the e-scooter rental trial, almost a fifth of respondents (trial users only) said that they walk or cycle more often than before
- The majority of respondents (trial users only) said that as a result of the e-scooter rental trial, they now use a car less often (64%)

The detail:

Question: As a result of the e-scooter rental trial, do you now...

Overall:





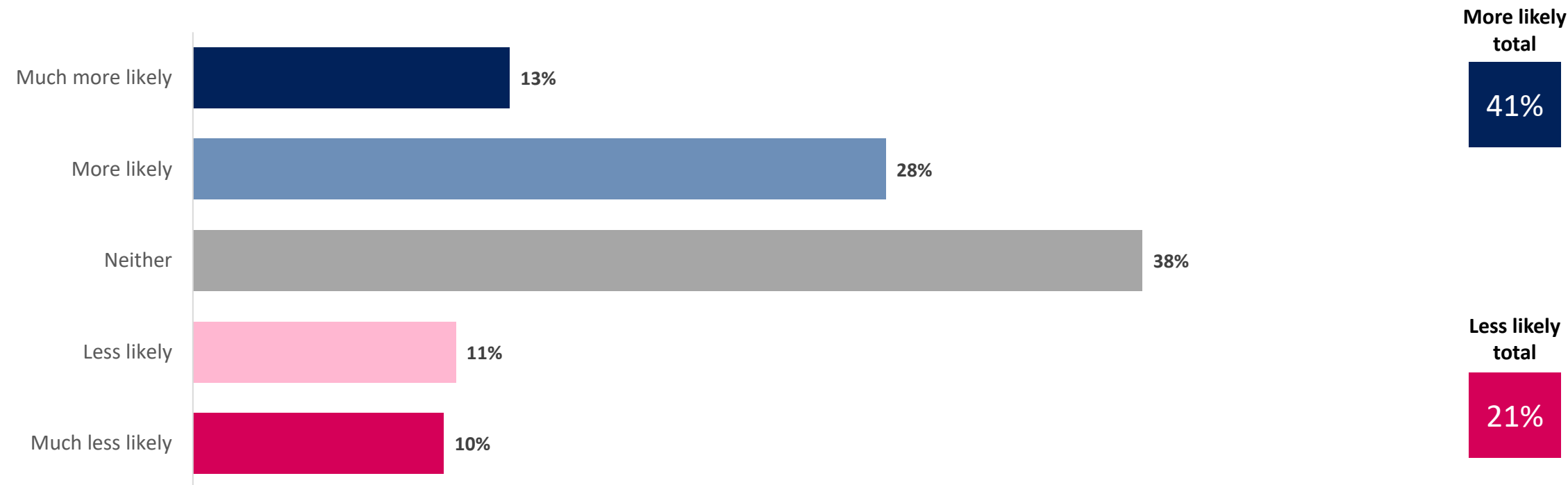
## Key findings:

- 41% of respondents (trial users only) said that they would be more likely to use other forms of shared transport

## The detail:

Question: Thinking about your experience of using the e-scooter rental scheme, how likely are you to use other forms of shared transport such as a bike share or a car share scheme?

### Overall:







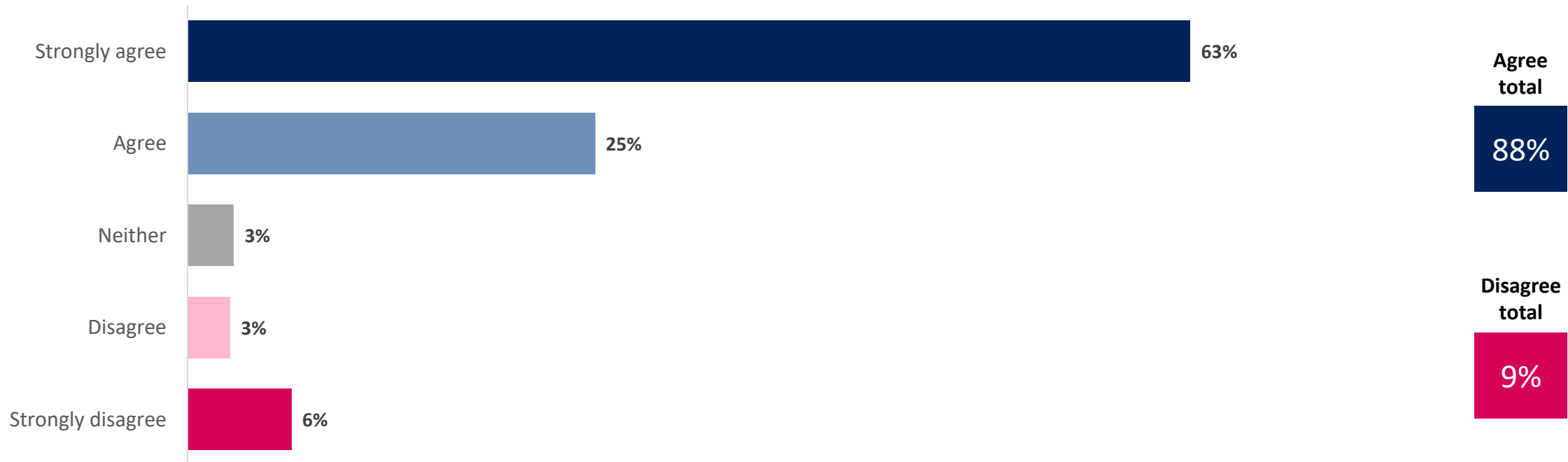
## Key findings:

- The majority of respondents (trial users only) said that they would recommend using the rental e-scooters to other people (88%)

## The detail:

Question: Based on your experience of using rental e-scooters, to what extent do you agree with the statement below? "I would recommend using the rental e-scooters to other people".

### Overall:





## Questions asked to all respondents



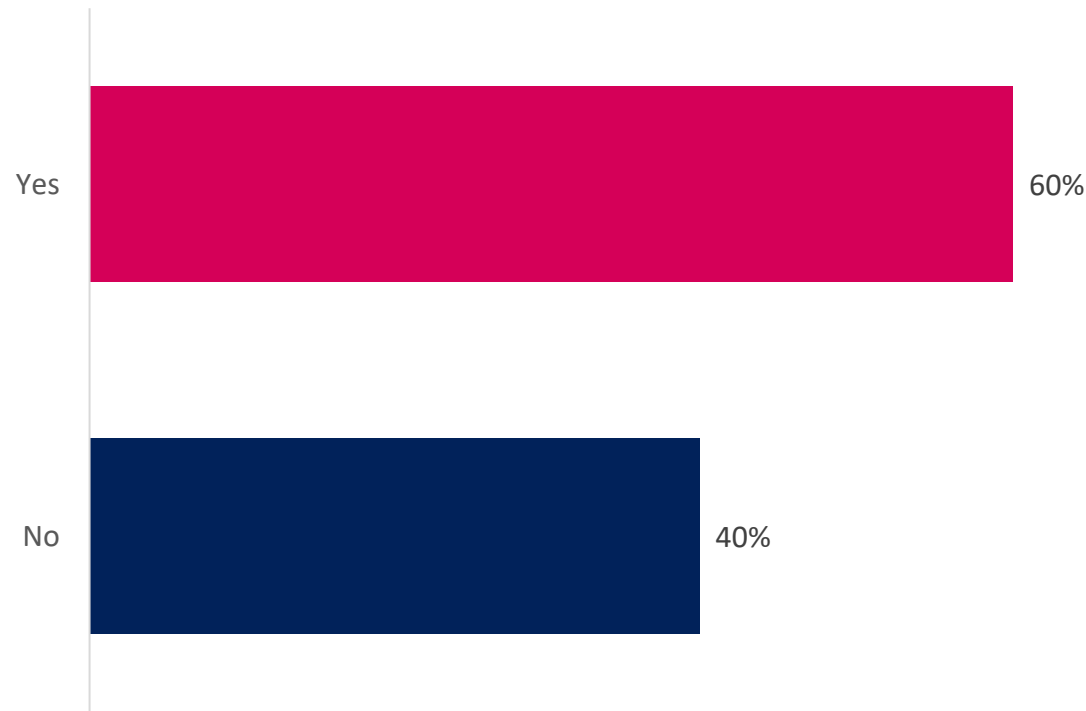
Key findings:

- The majority of respondents selected that there is something that has prevented them from using the e-scooter rental trial (60%)
- This was highest in non-trial users, females and older age groups

The detail:

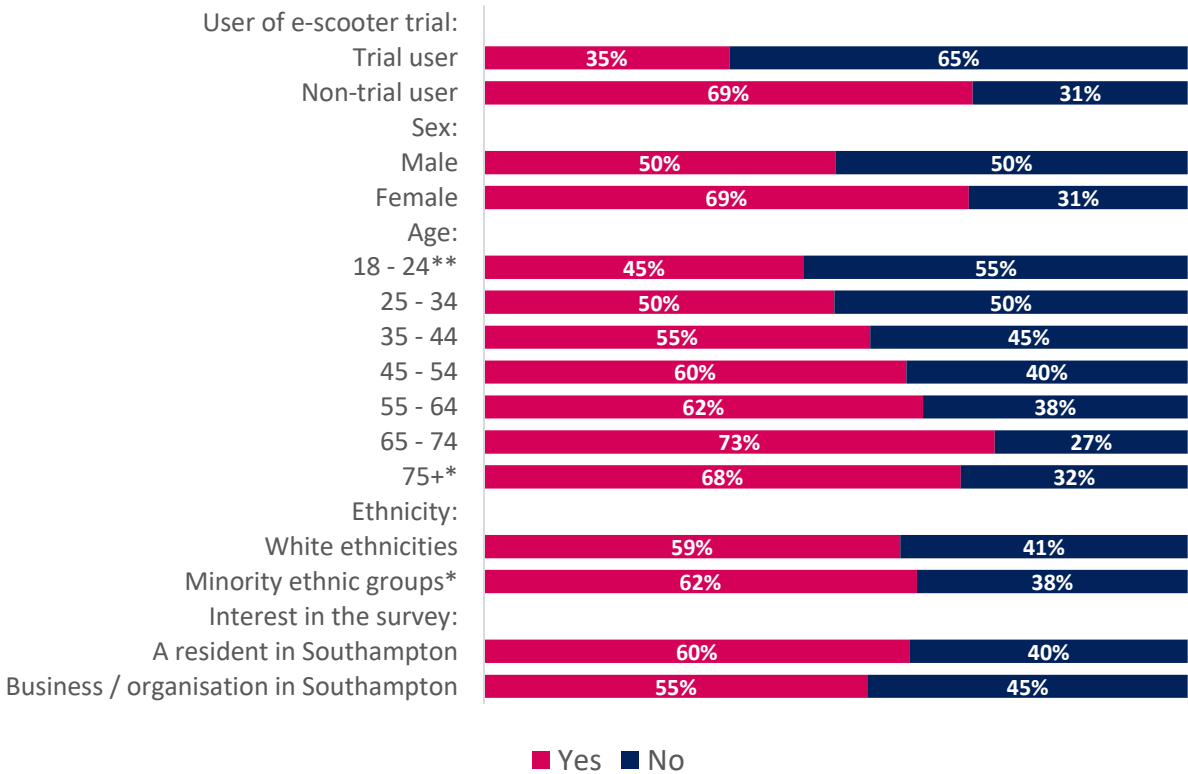
Question: Is there anything which has prevented you / would prevent you from using the e-scooter rental trial in the future?

Overall:



Base respondents: 1564

Breakdowns:



\*Small sample size – less than 100  
\*\*Small sample size – less than 50



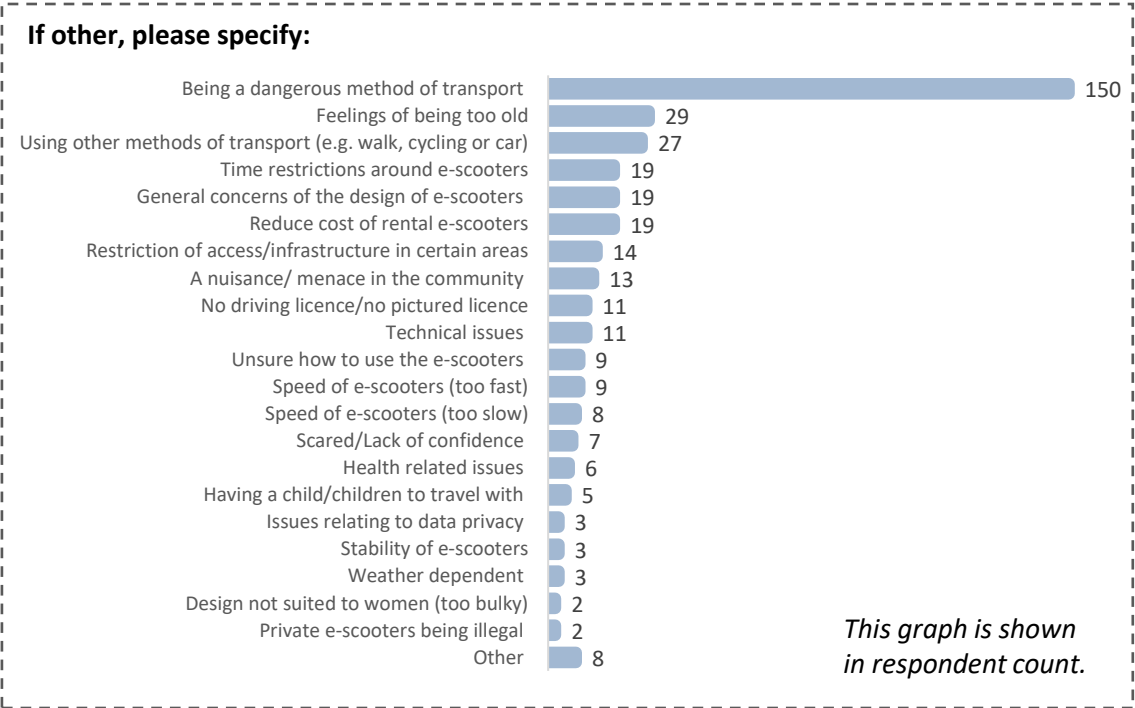
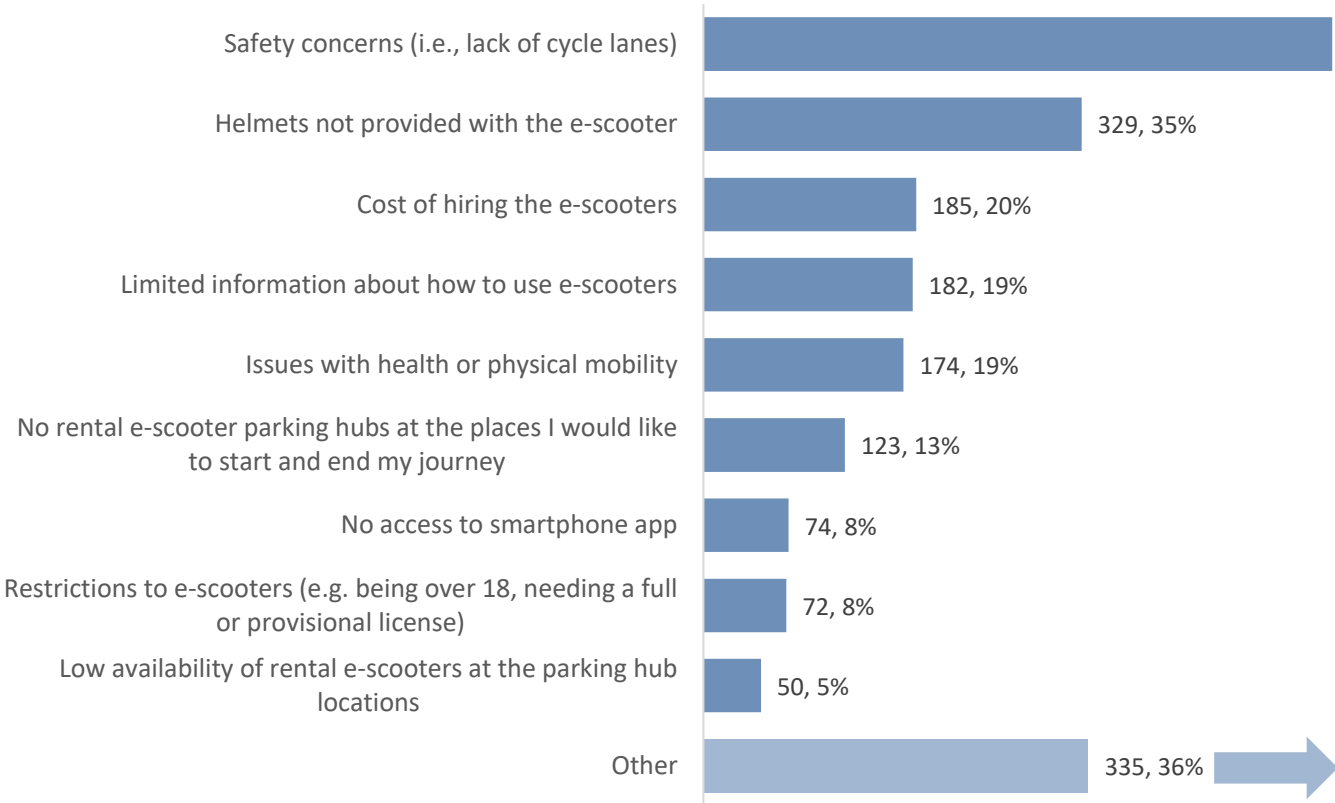
Key findings:

- The majority of respondents selected that the top reason they are prevented from using the e-scooter rental trial was ‘safety concerns’

The detail:

What reasons have prevented you / would prevent you from using the e-scooter rental trial in the future? (Please tick all that apply)

Overall:



This graph is shown in respondent count.

Base respondents: 937



# Feeling safe when sharing spaces with e-scooters

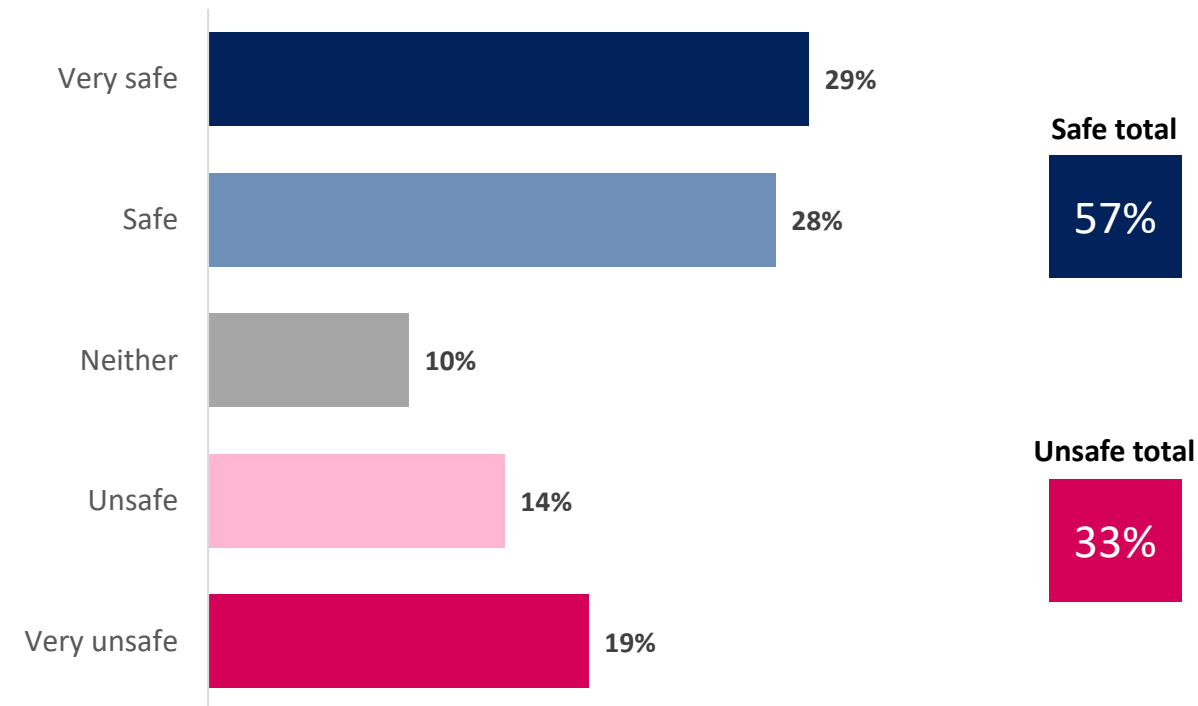
## Key findings:

- Respondents selected that they feel most safe when sharing spaces with e-scooters on a cycle lane separated from the road (57%)
- Levels of safety were highest in trial users, younger age groups and males

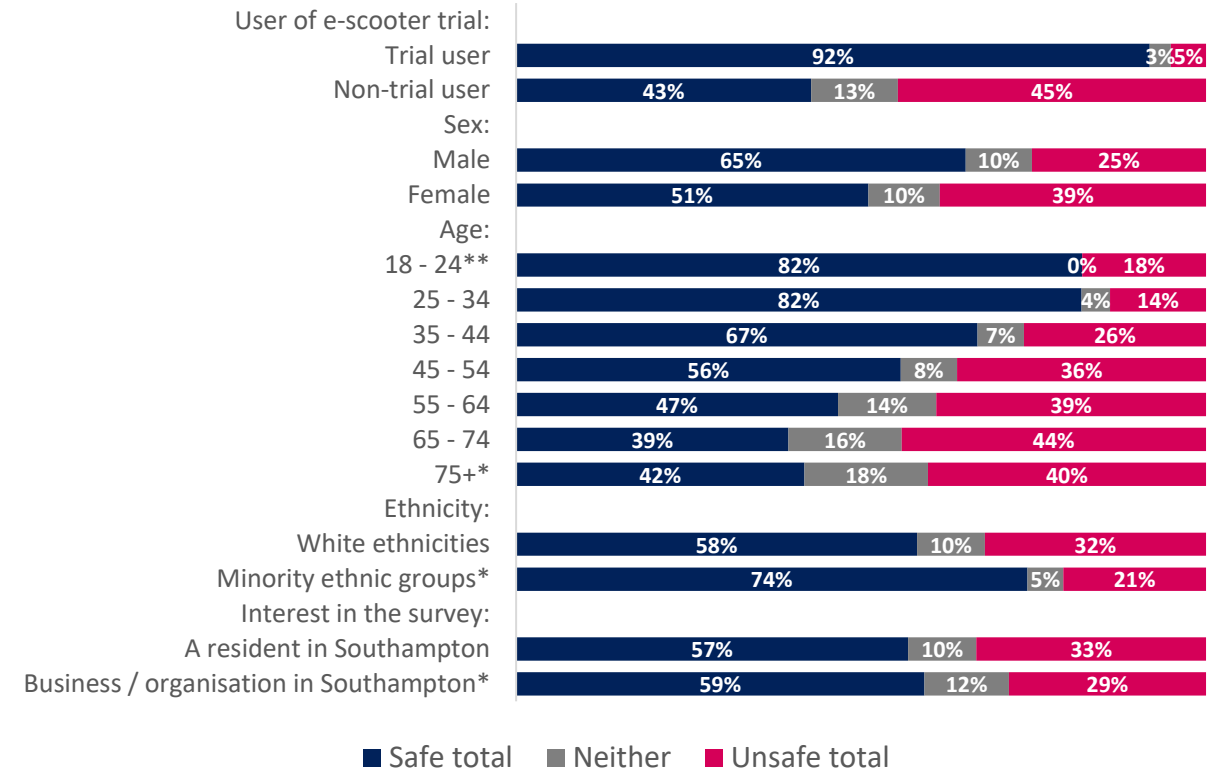
## The detail:

Thinking about any occasions where you were sharing space with people using e-scooters (e.g. as a driver, a cyclist or a bus driver), how safe did you feel? *E-scooters on a cycle lane separated from the road*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1345



# Feeling safe when sharing spaces with e-scooters

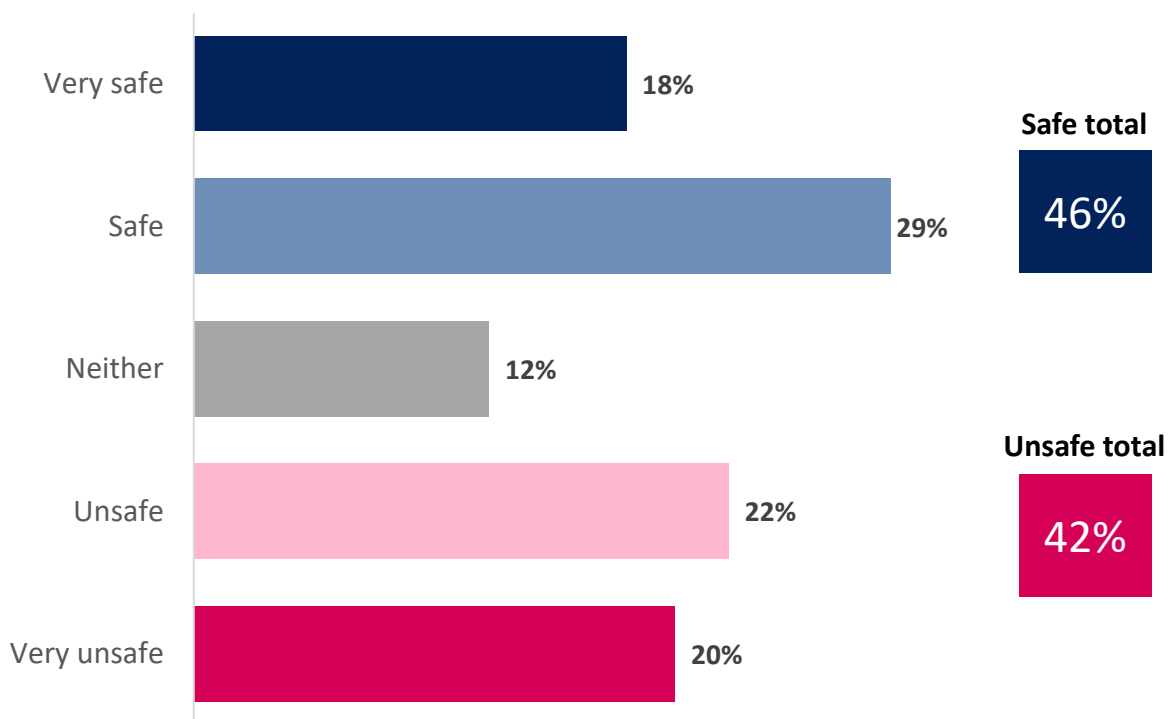
## Key findings:

- Levels of safety and unsafety were similar when comparing how safe respondents feel when sharing space with e-scooters on the road with a marked cycle lane
- Levels of safety were highest in trial users, younger age groups and males

## The detail:

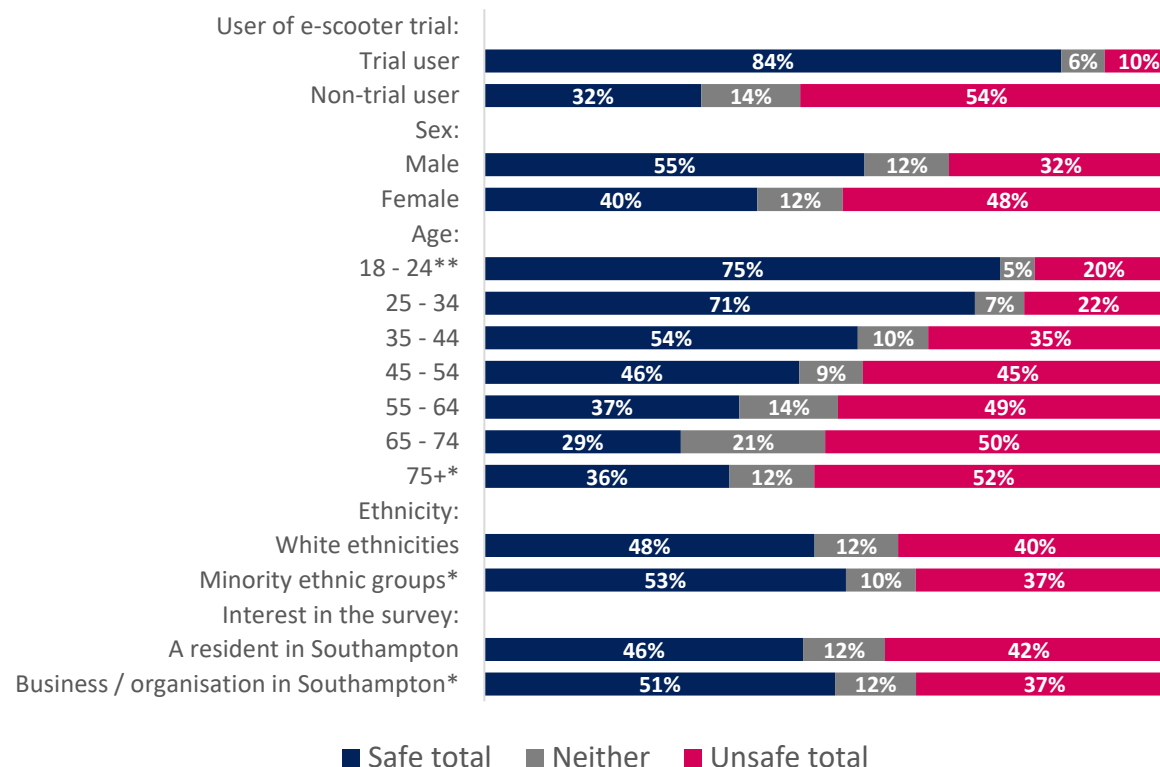
Thinking about any occasions where you were sharing space with people using e-scooters (e.g. as a driver, a cyclist or a bus driver), how safe did you feel? *E-scooters on the road with a marked cycle lane*

### Overall:



Base respondents: 1405

### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50



# Feeling safe when sharing spaces with e-scooters

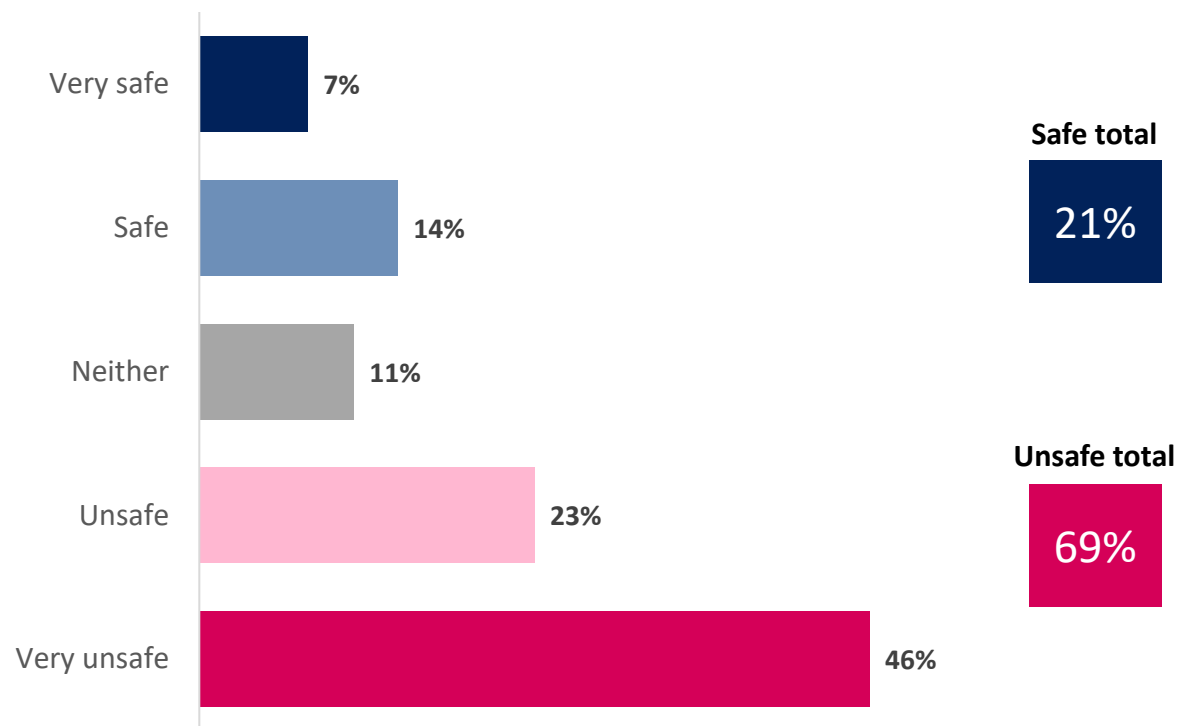
## Key findings:

- The majority of respondents selected that they felt unsafe when sharing space with e-scooters on the road with no cycle or bus lane (69%)
- Levels of safety were highest in trial users, younger age groups and males

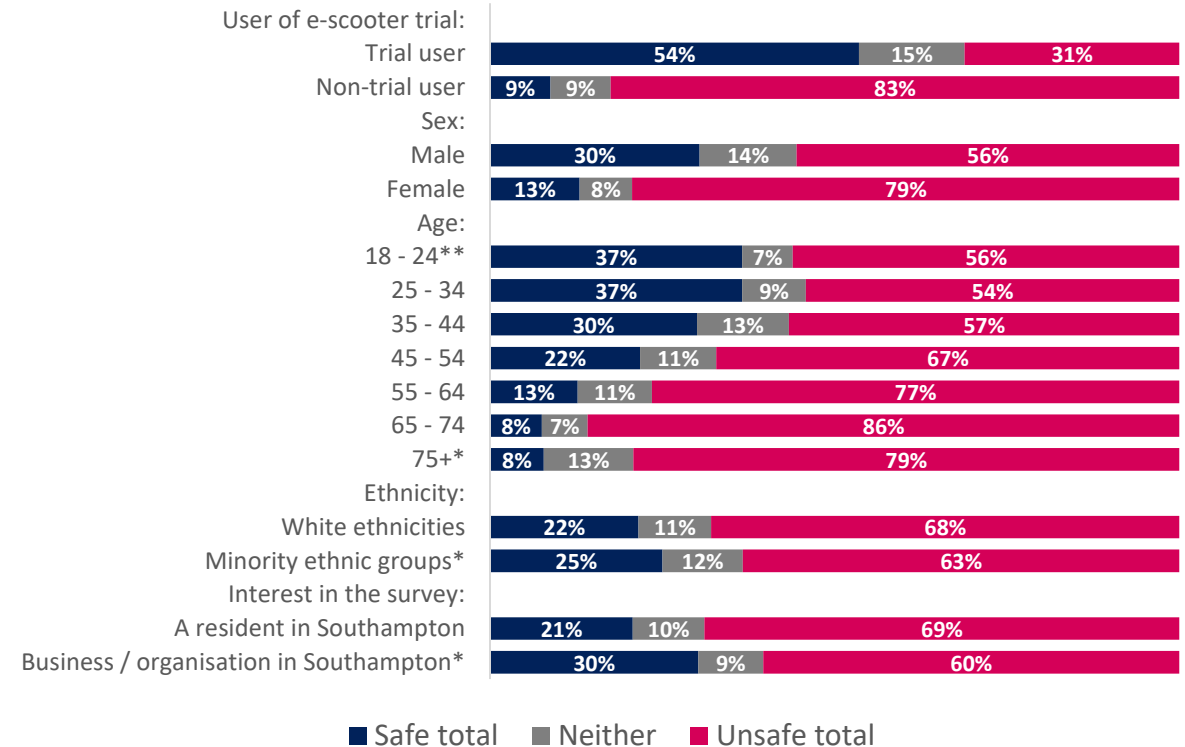
## The detail:

Thinking about any occasions where you were sharing space with people using e-scooters (e.g. as a driver, a cyclist or a bus driver), how safe did you feel? *E-scooters on the road with no cycle or bus lane*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1462





# Feeling safe when sharing spaces with e-scooters

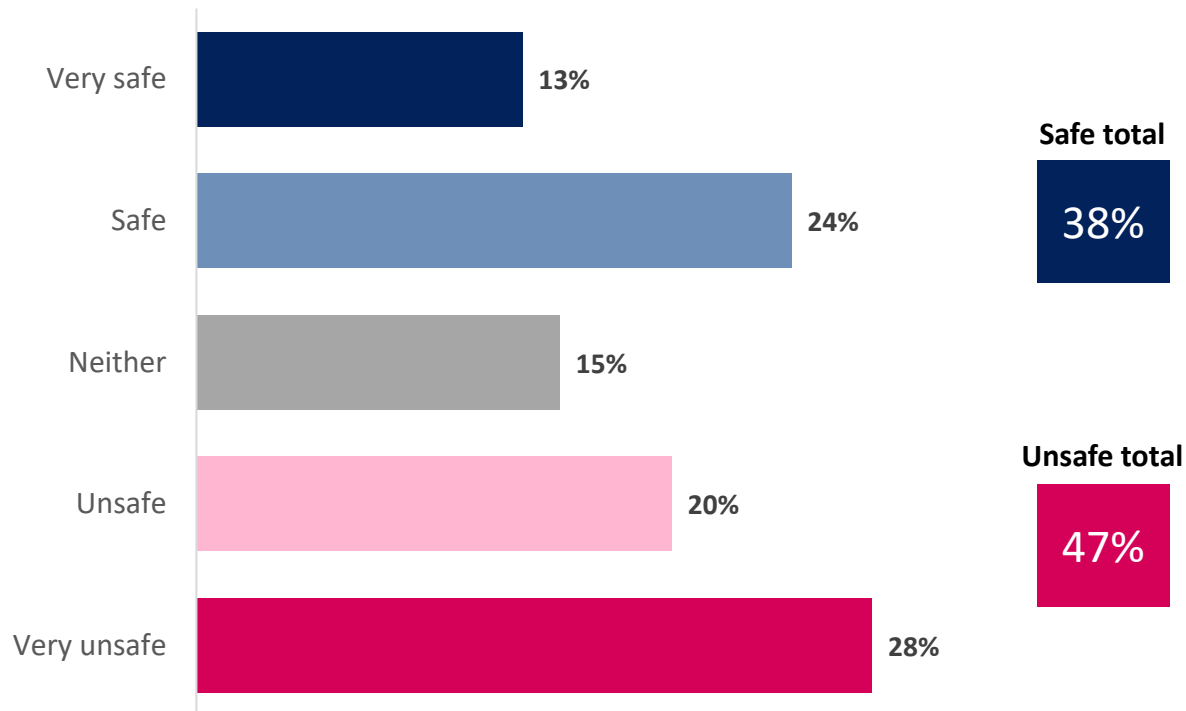
## Key findings:

- Almost half of respondents selected that they feel unsafe when sharing space with people using e-scooters in a bus lane
- Levels of safety were highest in trial users, younger age groups and males

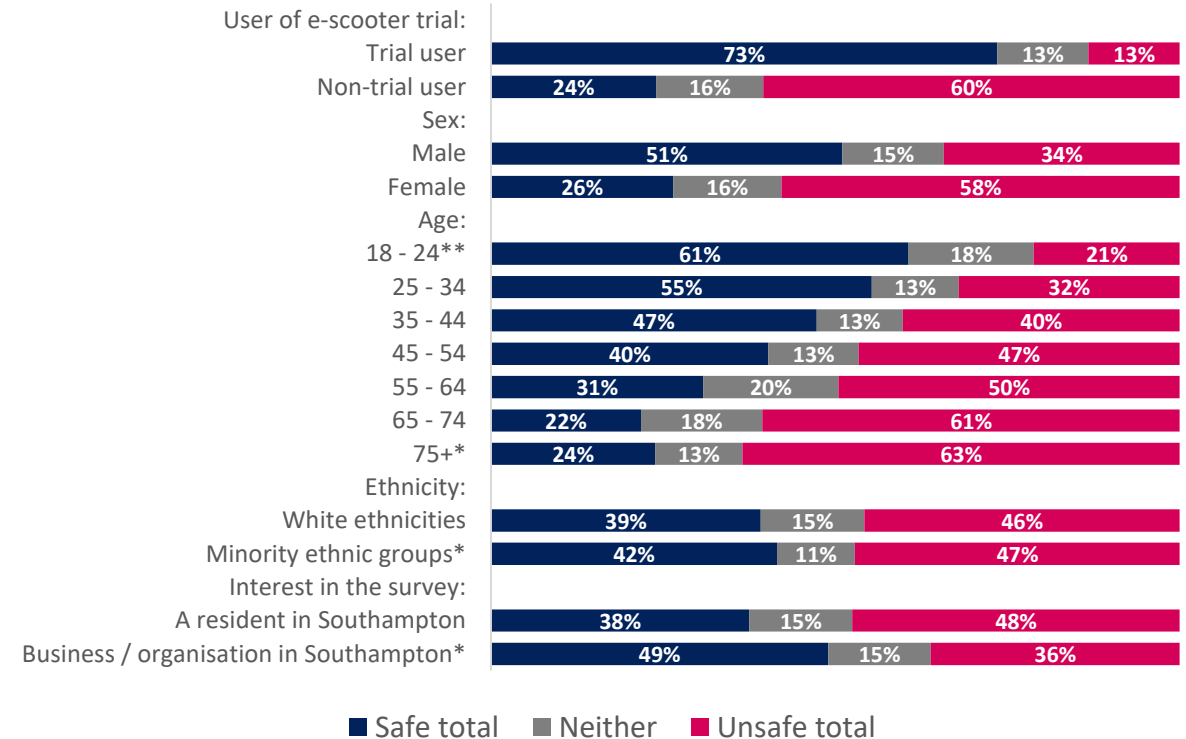
## The detail:

Thinking about any occasions where you were sharing space with people using e-scooters (e.g. as a driver, a cyclist or a bus driver), how safe did you feel? *E-scooters in a bus lane*

### Overall:



### Breakdowns:



Base respondents: 1240

\*Small sample size – less than 100

\*\*Small sample size – less than 50



# Feeling safe when sharing spaces with e-scooters

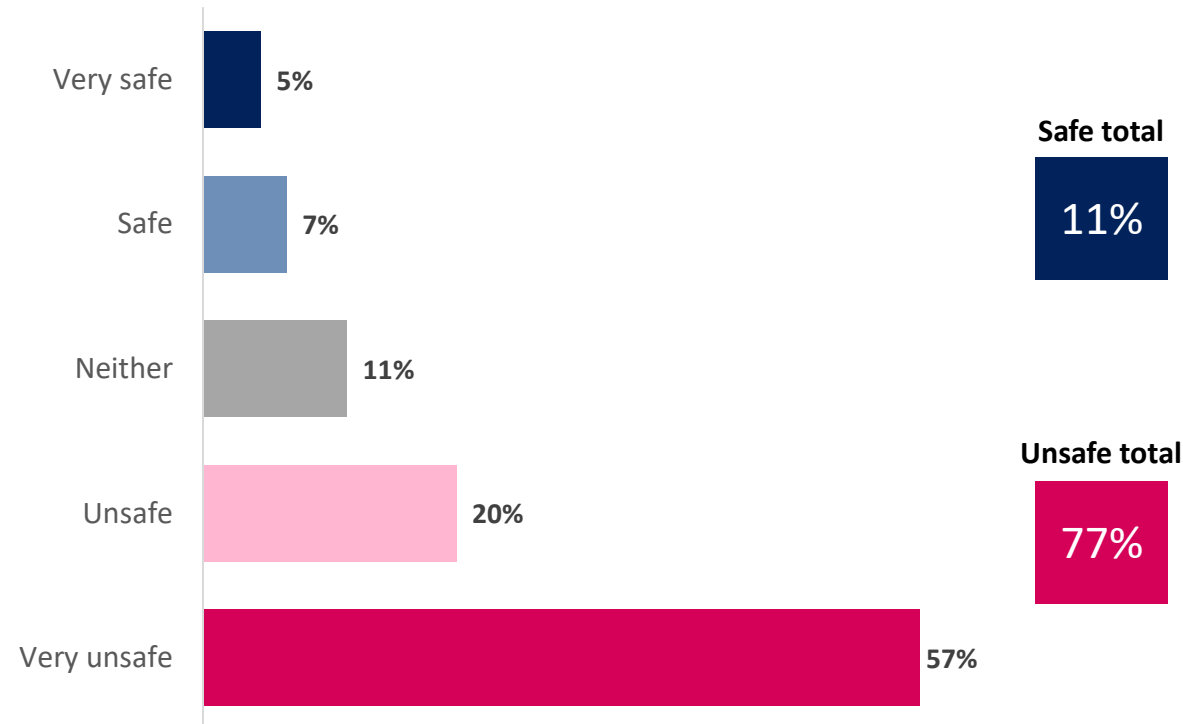
## Key findings:

- Respondents selected that they felt most unsafe 'somewhere else' (which largely referred to pavements) to the highest extent (77%)
- Levels of safety were highest in trial users, younger age groups and males

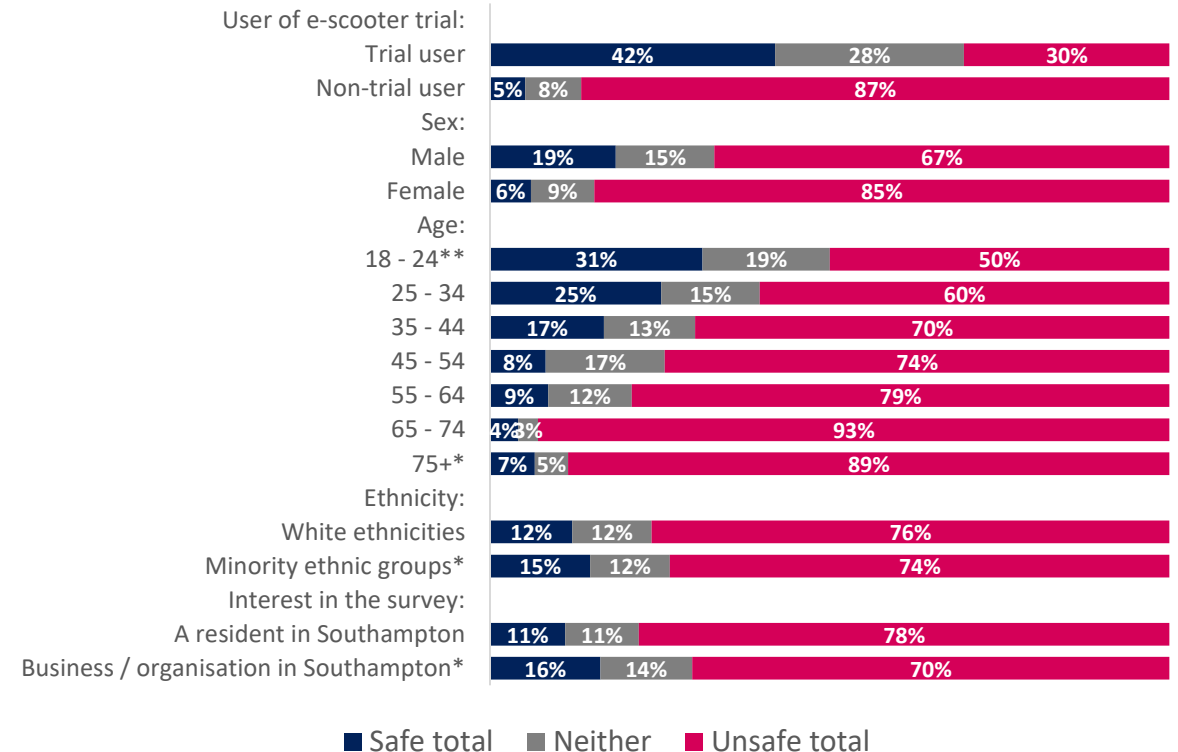
## The detail:

Thinking about any occasions where you were sharing space with people using e-scooters (e.g. as a driver, a cyclist or a bus driver), how safe did you feel? *E-scooters somewhere else*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

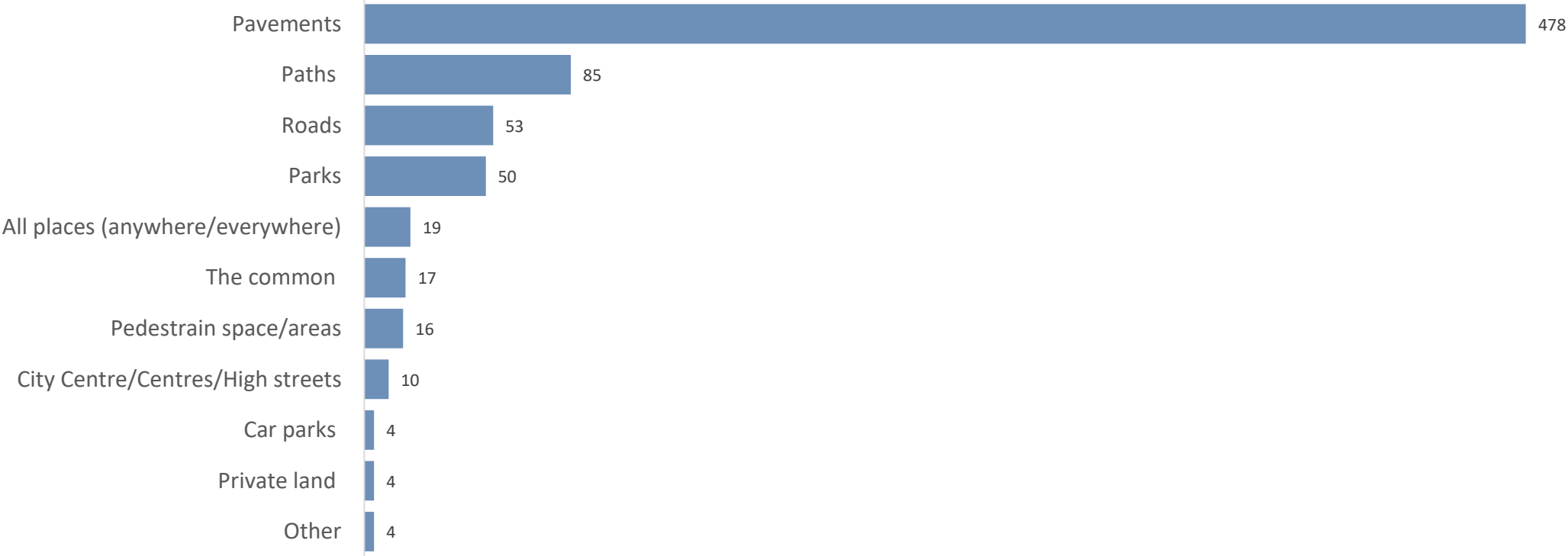


Key findings:

- Pavements and paths were the most commented upon ‘other space’ where respondents had shared space with people using e-scooters.
- 77% of respondents selected that they felt unsafe when sharing spaces with people using e-scooters in these others locations.

The detail:  
Thinking about any occasions where you were sharing space with people using e-scooters (e.g. as a driver, a cyclist or a bus driver), how safe did you feel? If 'Somewhere else' please specify here:

Overall:





# Feeling safe when sharing spaces with e-scooters

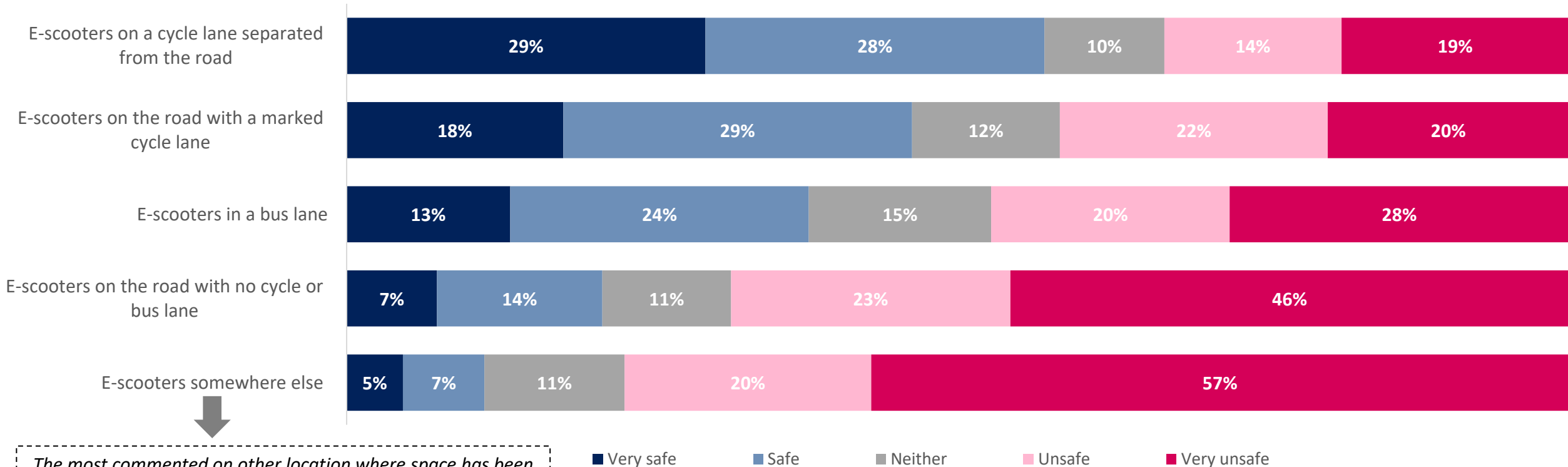
## Key findings:

- Respondents selected that they felt most safe on a cycle lane separated from the road
- Respondents selected that they felt most unsafe somewhere else, which largely referred to pavements
- Across all settings, levels of safety were highest in trial users, younger age groups and males

## The detail:

**Question: Thinking about any occasions where you were sharing space with people using e-scooters (e.g. as a driver, a cyclist or a bus driver), how safe did you feel?**

### Overall:



*The most commented on other location where space has been shared with people using e-scooters was pavements and paths*



# “Rental e-scooters are a safe mode of transport”

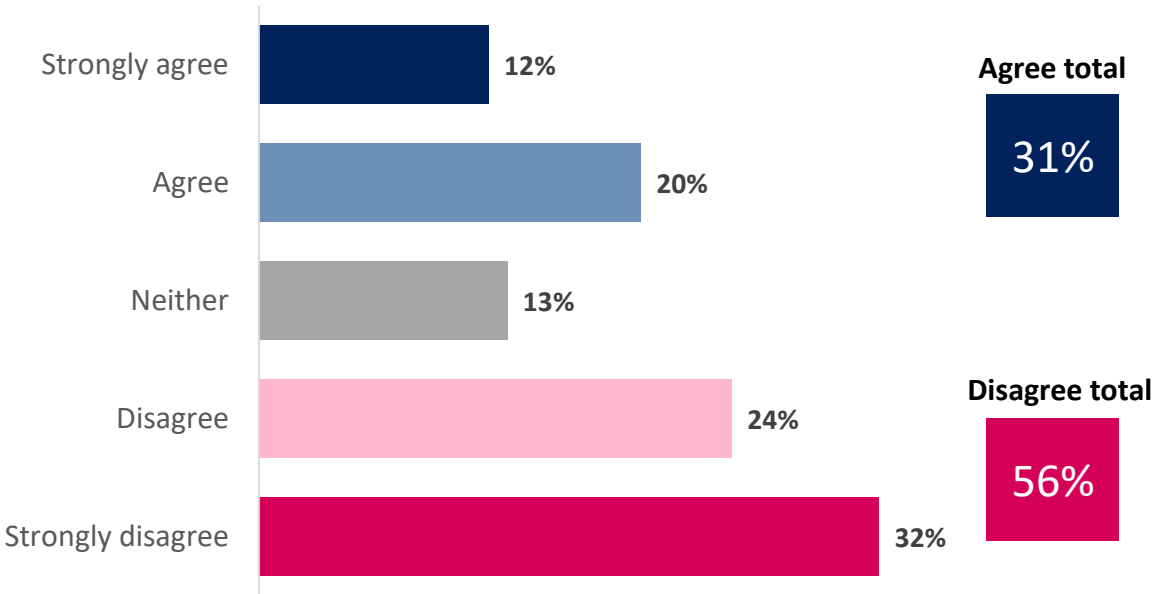
## Key findings:

- The majority of respondents disagreed that e-scooters are a safe mode of transport (56%)
- Agreement levels were highest in trial users, younger age groups and males

## The detail:

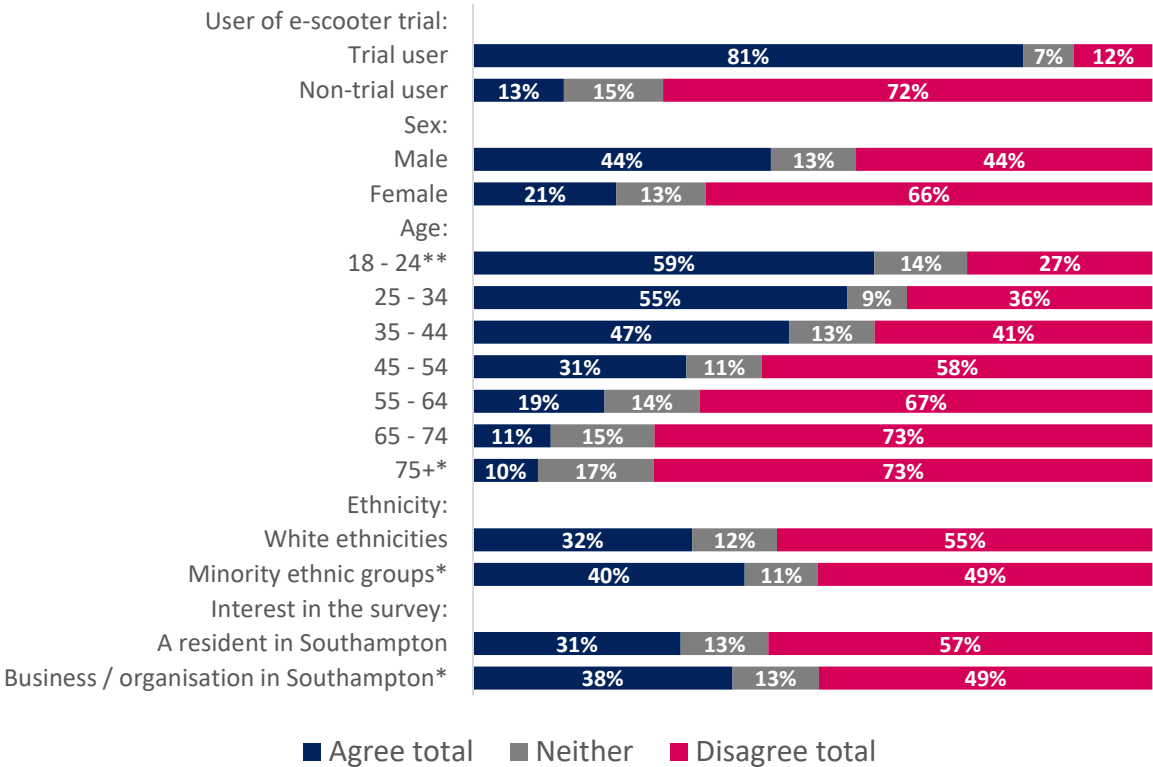
Question: To what extent do you agree or disagree with the following statements regarding the rental e-scooter trial? *Rental e-scooters are a safe mode of transport*

### Overall:



Base respondents: 1565

### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50



# "Rental e-scooters make it easier to travel around Southampton"

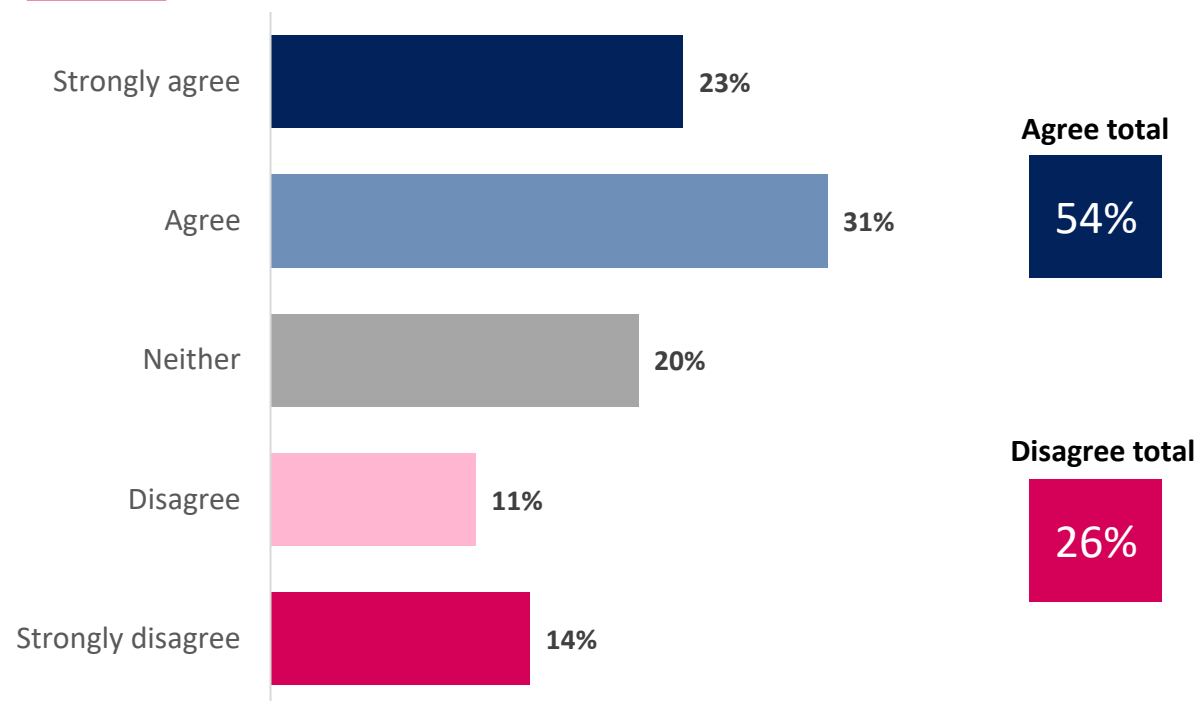
## Key findings:

- The majority of respondents selected that rental e-scooters make it easier to travel around the city
- Agreement levels were highest in trial users, younger age groups and males

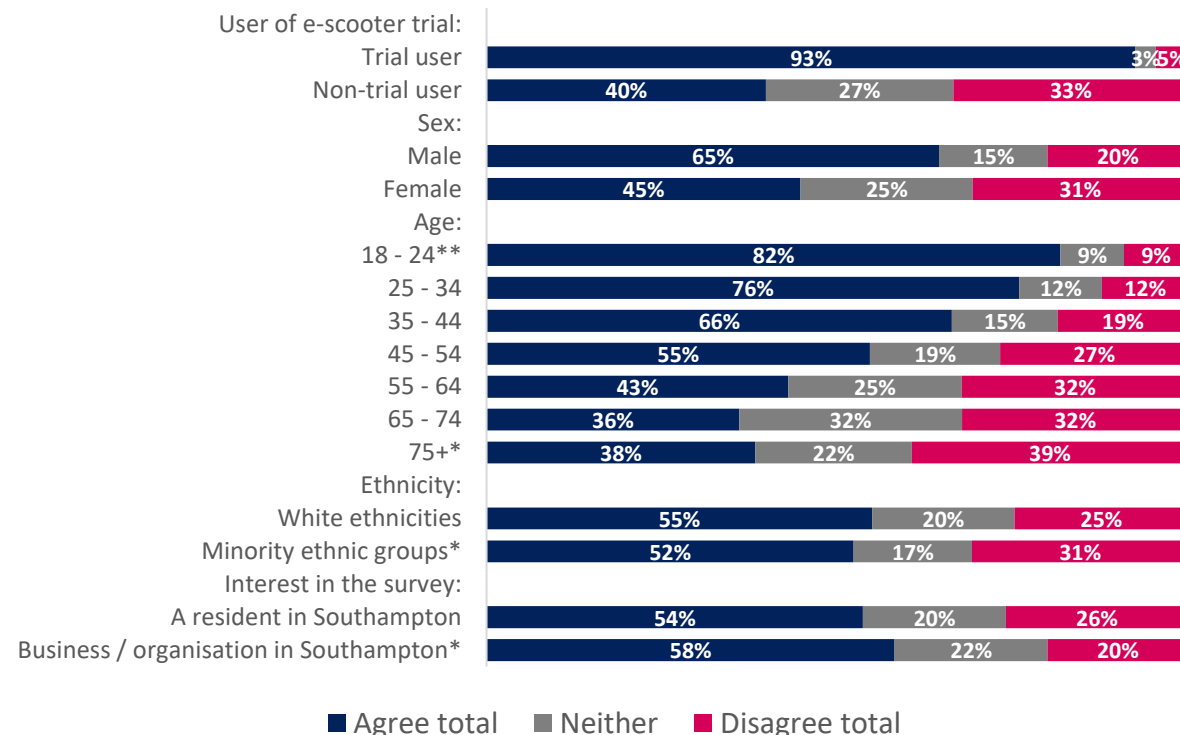
## The detail:

Question: To what extent do you agree or disagree with the following statements regarding the rental e-scooter trial? *Rental e-scooters make it easier to travel around Southampton*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1563



# "Rental e-scooters have led me to consider changing how I usually travel"

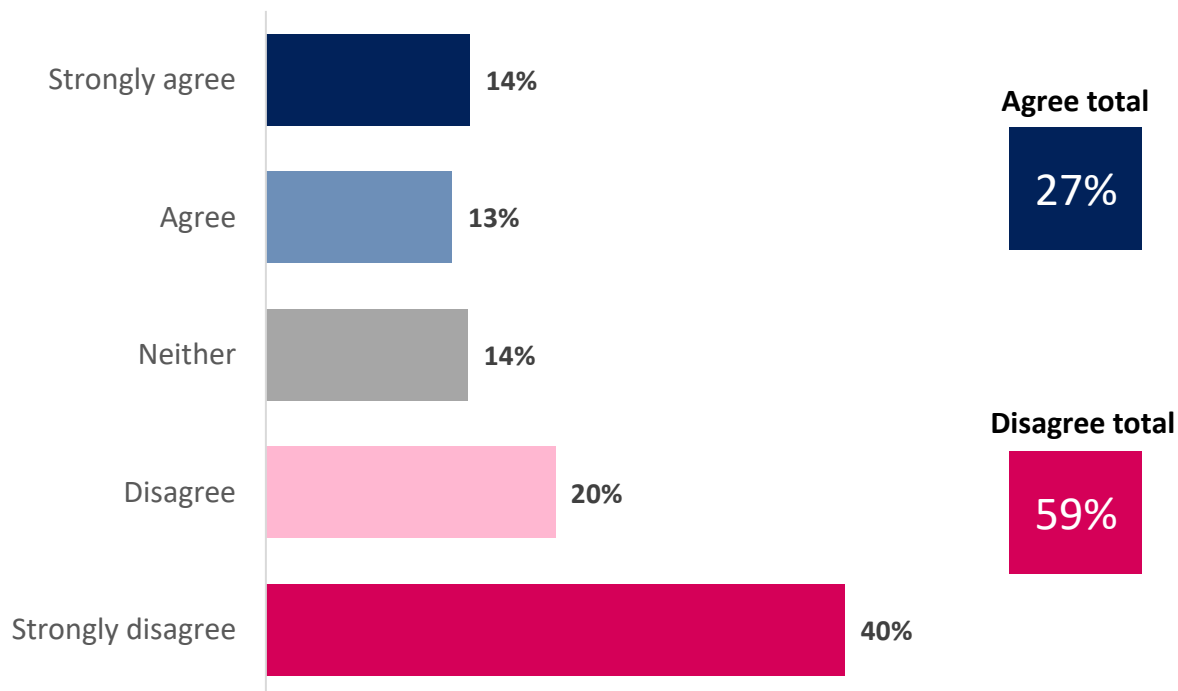
## Key findings:

- Rental e-scooters leading to considering changing travel methods was the highest disagreed with statement across the statements given (59%)
- Agreement levels were highest in trial users, younger age groups and males

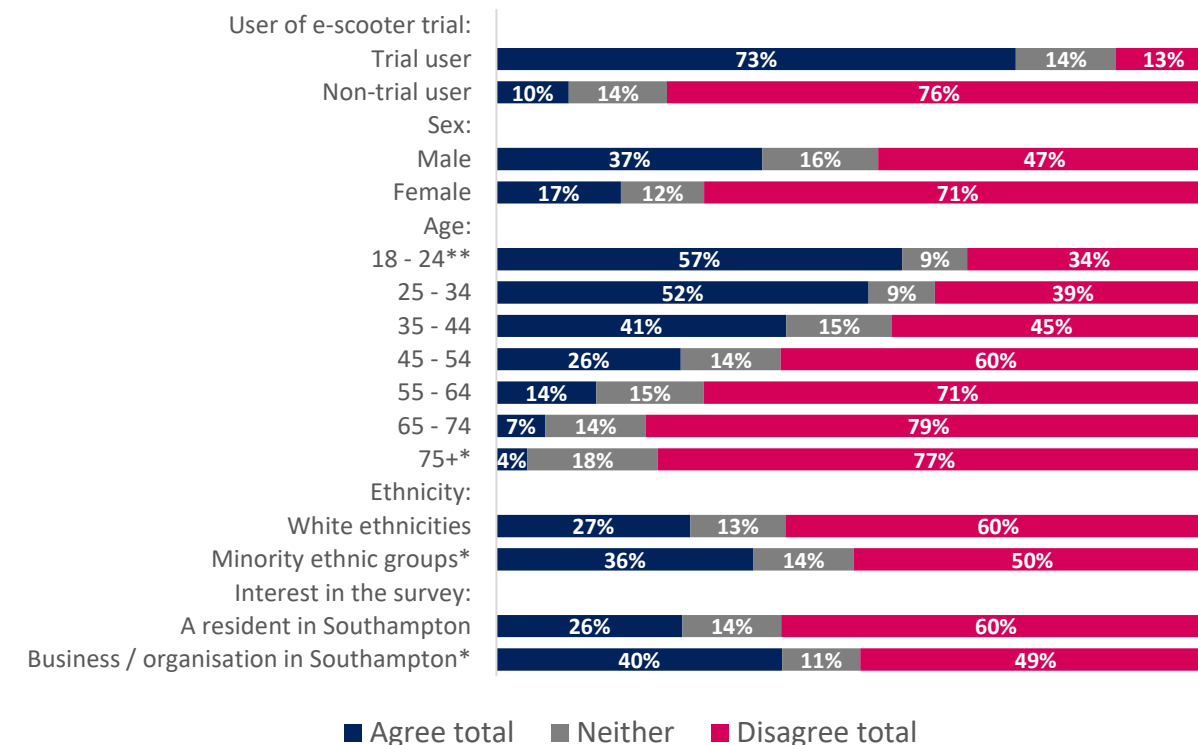
## The detail:

Question: To what extent do you agree or disagree with the following statements regarding the rental e-scooter trial? *Rental e-scooters have led me to consider changing how I usually travel*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1561





# "Rental e-scooters should be banned from Southampton"

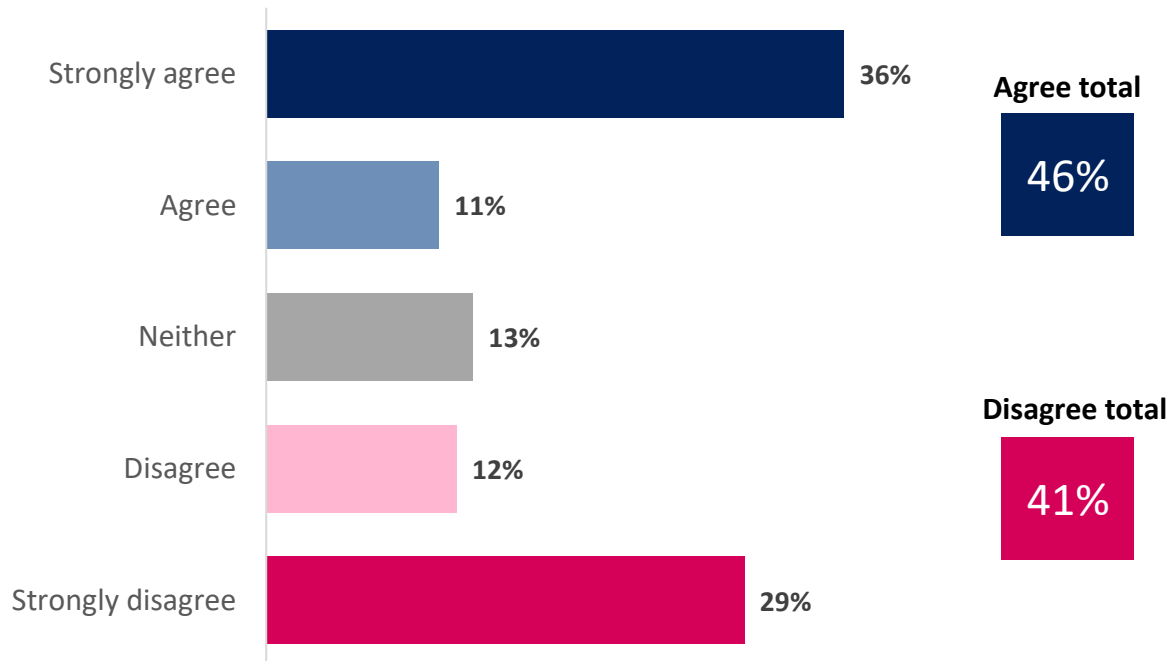
## Key findings:

- A similar amount of respondents both agreed and disagreed that e-scooters should be banned in the city
- Agreement levels were lowest in trial users, younger age groups and males

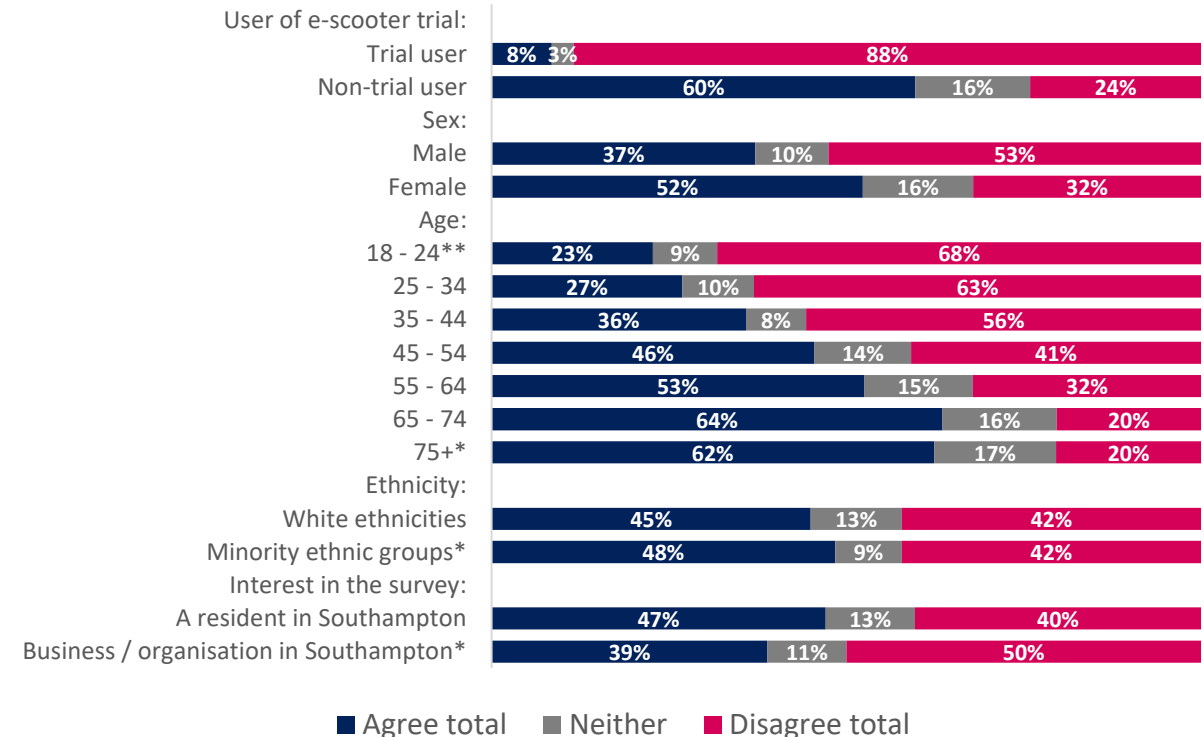
## The detail:

Question: To what extent do you agree or disagree with the following statements regarding the rental e-scooter trial? *Rental e-scooters should be banned from Southampton*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1564



# "At the end of a journey, riders should leave rental e-scooters in specific parking areas only"

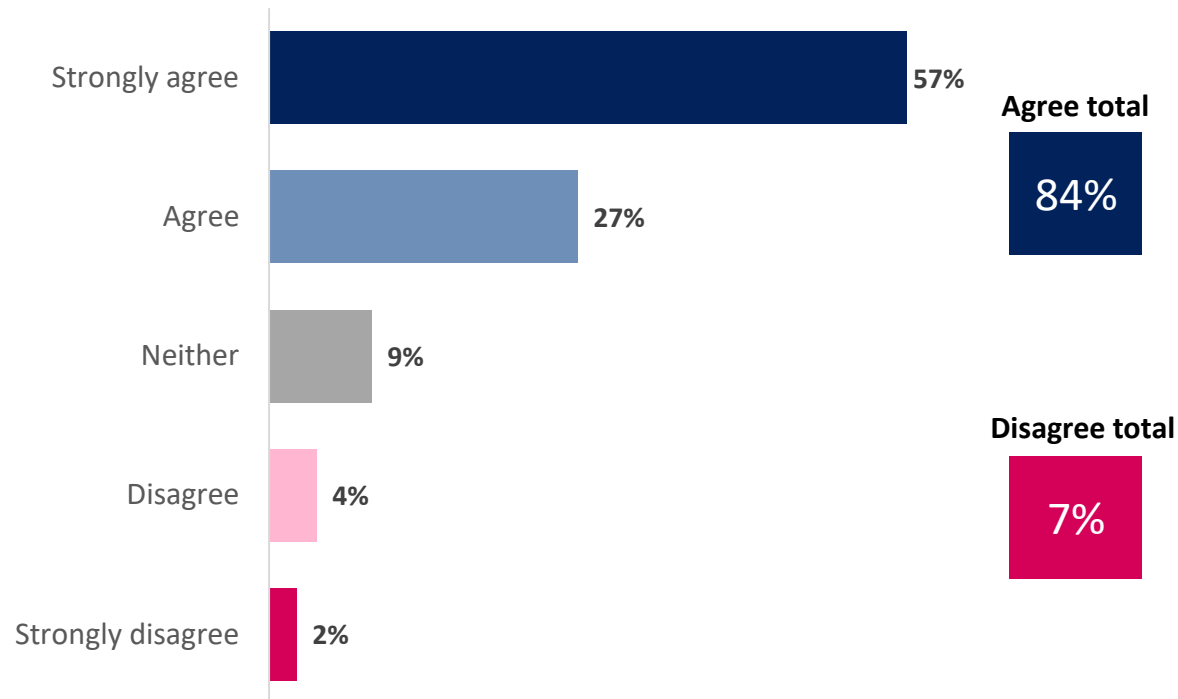
## Key findings:

- Leaving e-scooters in specific parking areas was the highest agreed with statement across all the statements given
- Agreement levels were lower in trial users, younger age groups and males, compared to non-trial users, older age groups and females

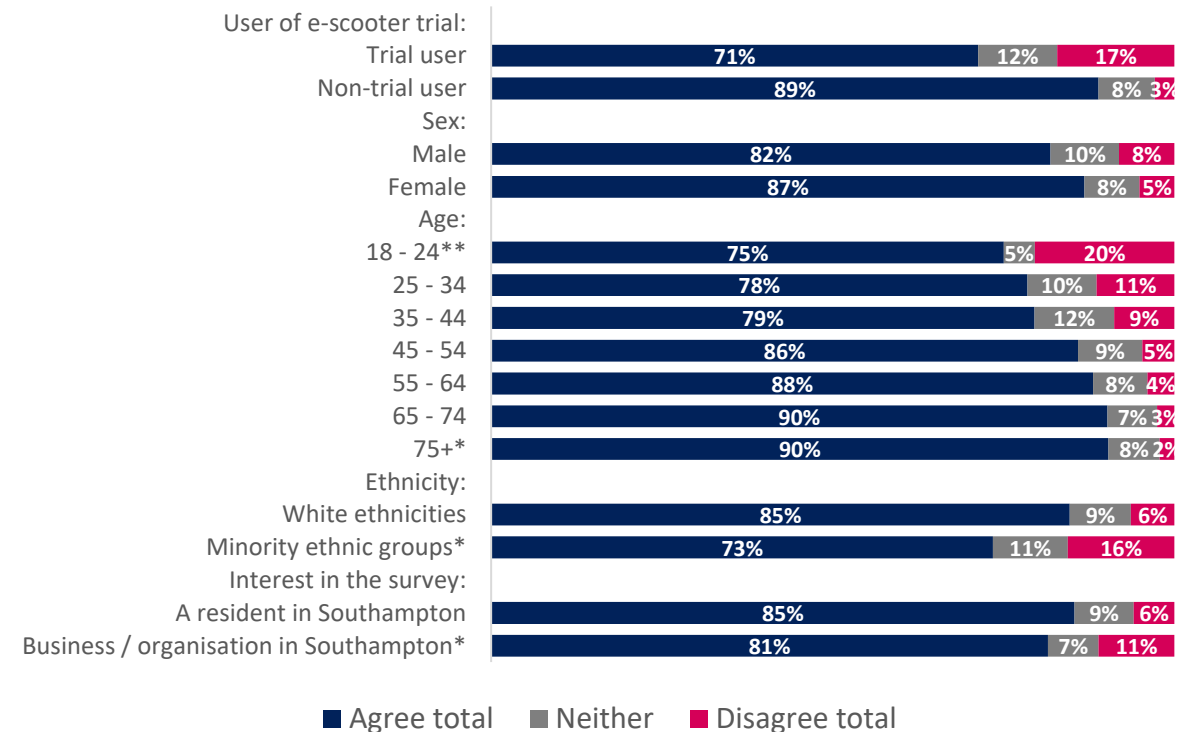
## The detail:

Question: To what extent do you agree or disagree with the following statements regarding the rental e-scooter trial? *At the end of a journey, riders should leave rental e-scooters in specific parking areas only*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1555



# "The benefits of rental e-scooters outweigh any issues they create"

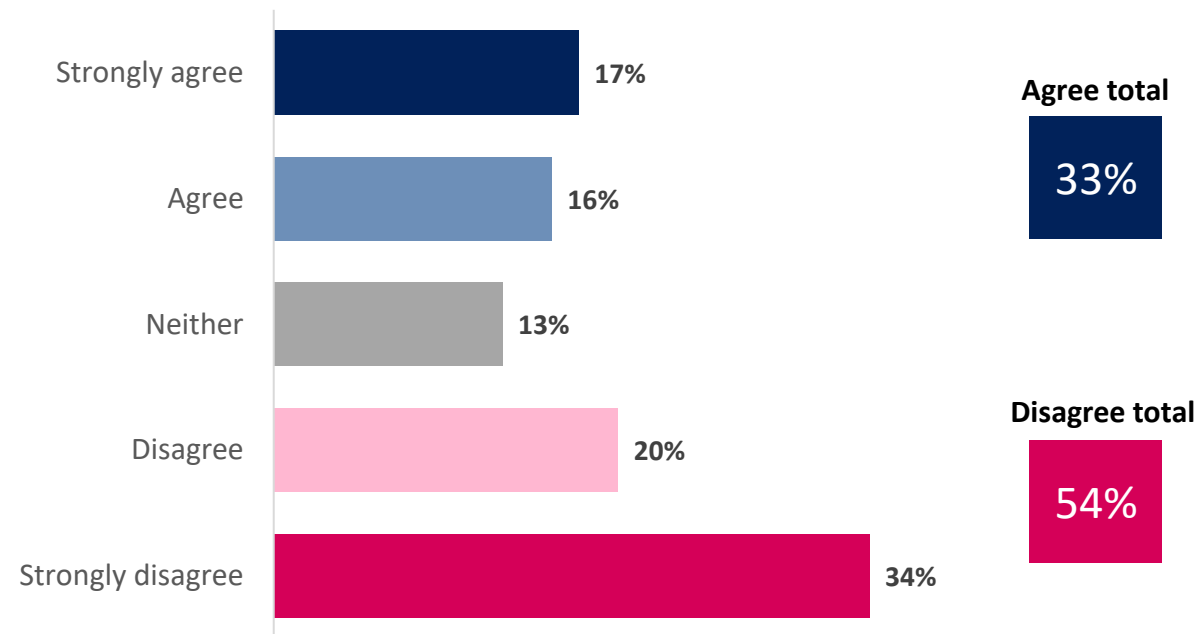
## Key findings:

- The majority of respondents disagreed that the benefits of rental e-scooters outweigh any issues they create
- Agreement levels were highest in trial users, younger age groups and males

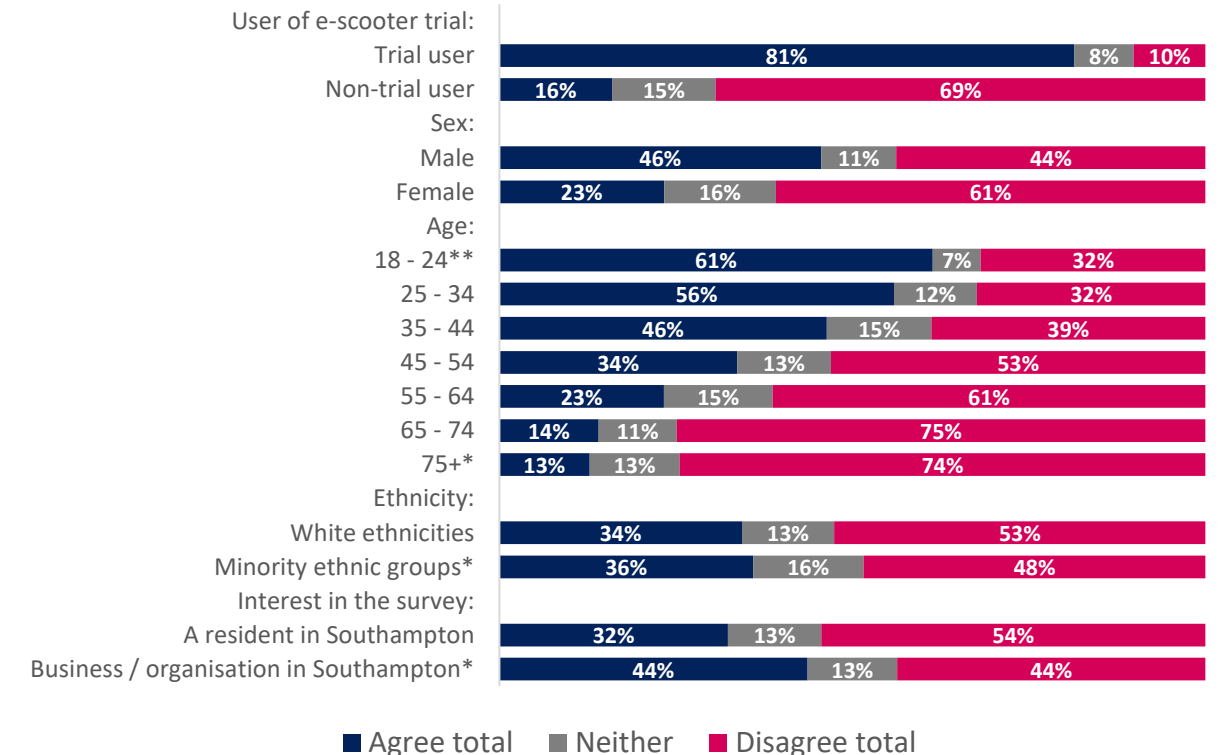
## The detail:

Question: To what extent do you agree or disagree with the following statements regarding the rental e-scooter trial? *The benefits of rental e-scooters outweigh any issues they create*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1562



# "I could be encouraged to use a rental e-scooter for some of my journeys"

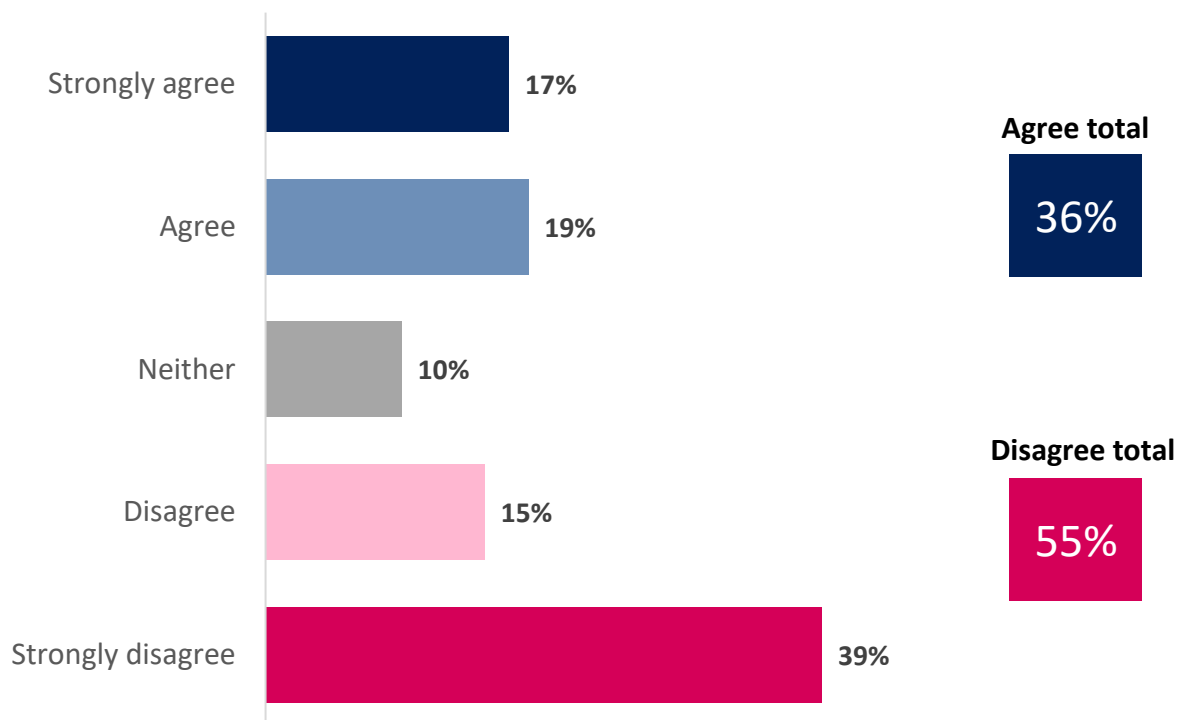
## Key findings:

- The majority of respondents disagreed that they could be encouraged to use a rental e-scooter for some of their journeys
- Agreement levels were highest in trial users, younger age groups and males

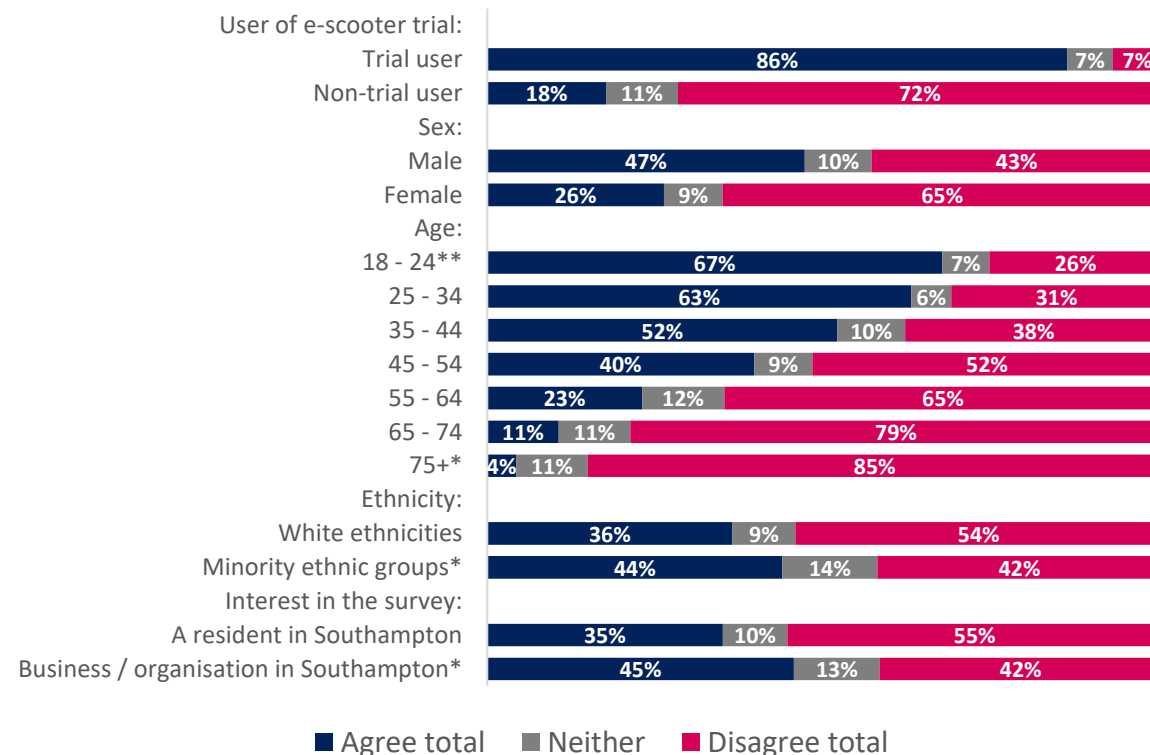
## The detail:

Question: To what extent do you agree or disagree with the following statements regarding the rental e-scooter trial? *I could be encouraged to use a rental e-scooter for some of my journeys*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1560



# "Rental e-scooters make public transport more accessible"

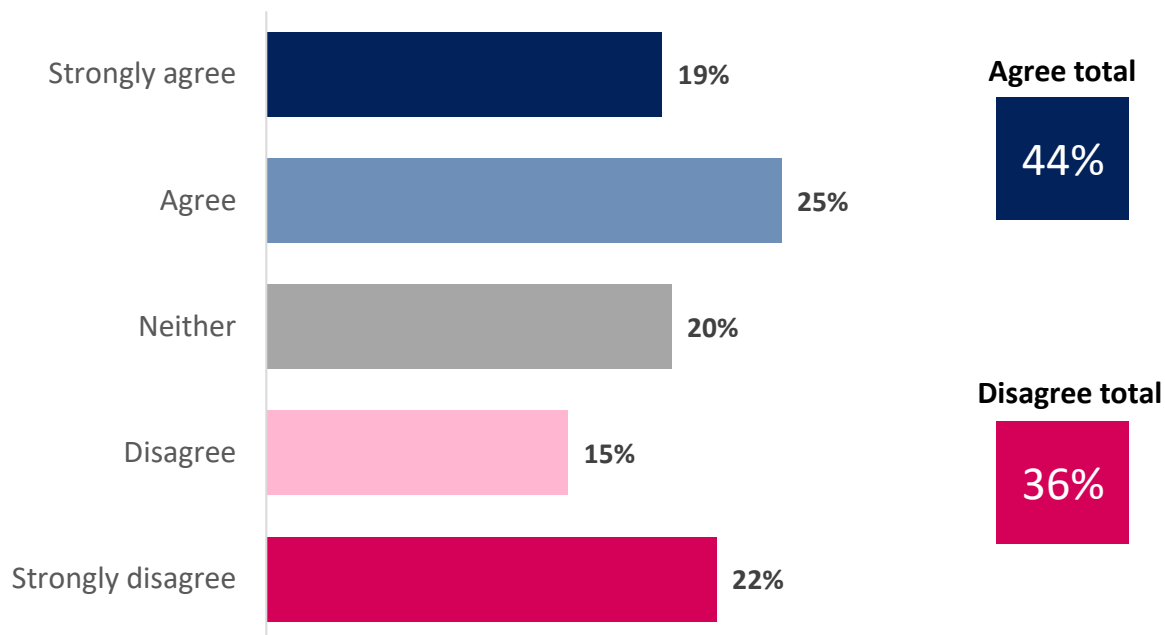
## Key findings:

- 44% of respondents selected that rental e-scooters make public transport more accessible
- Agreement levels were highest in trial users, younger age groups and males

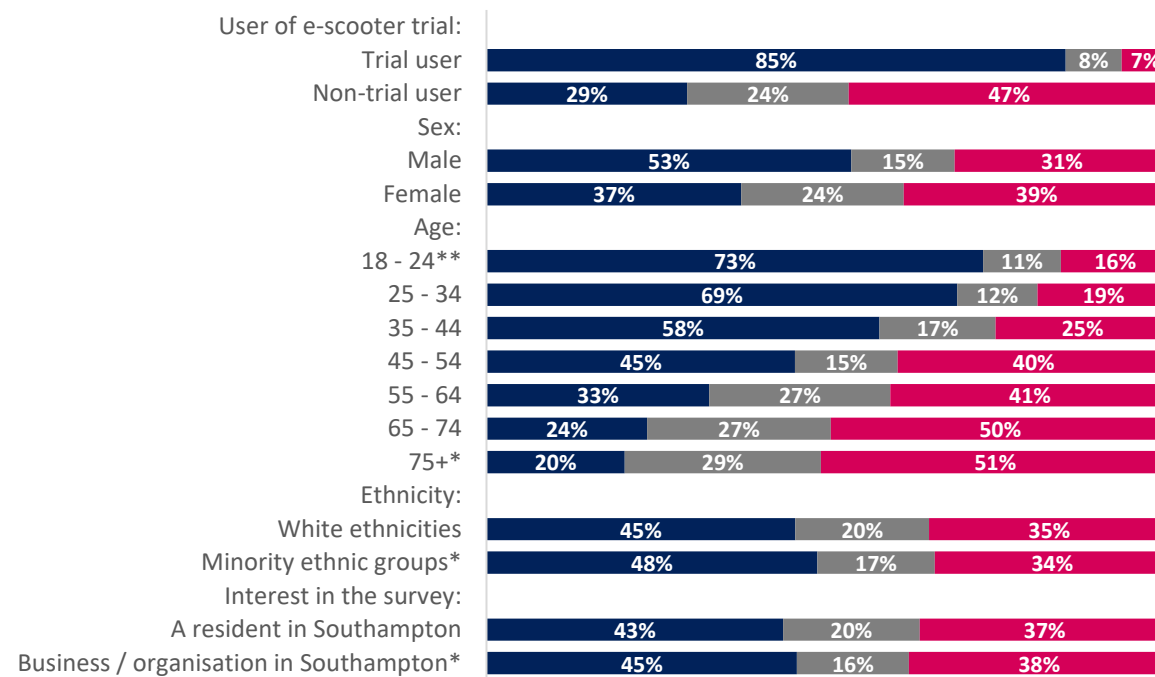
## The detail:

Question: To what extent do you agree or disagree with the following statements regarding the rental e-scooter trial? *Rental e-scooters make public transport more accessible (e.g., they can be used as part of a journey using public transport instead of a car)*

### Overall:



### Breakdowns:



■ Agree total ■ Neither ■ Disagree total

\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1562



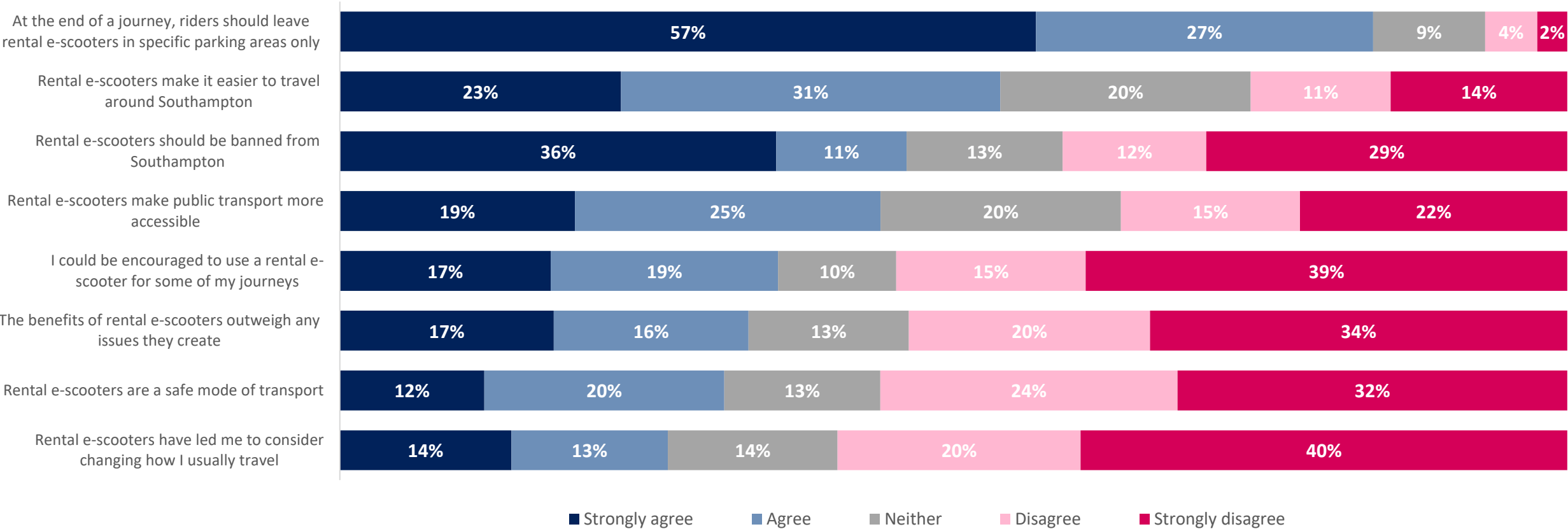
Key findings:

- The statement that was most agreed with was that riders ‘should leave rental e-scooters in specific parking areas only’ and that ‘rental e-scooters make it easier to travel around the city’
- The statement that was disagreed with to the highest extent was that ‘rental e-scooters have led me to consider changing how I usually travel’ and ‘I could be encouraged to use a rental e-scooter for some of my journey’

The detail:

Question: To what extent do you agree or disagree with the following statements regarding the rental e-scooter trial?

Overall:





# Familiarity with not riding on the pavement

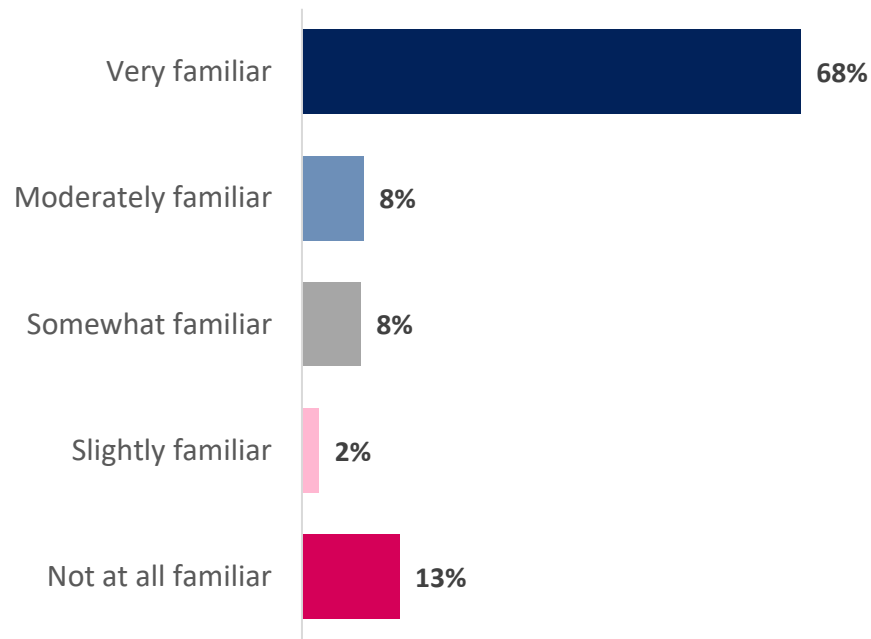
## Key findings:

- Trial users, males and younger age groups are more familiar with not riding on the pavement, when compared to non-trial users, females and older age groups

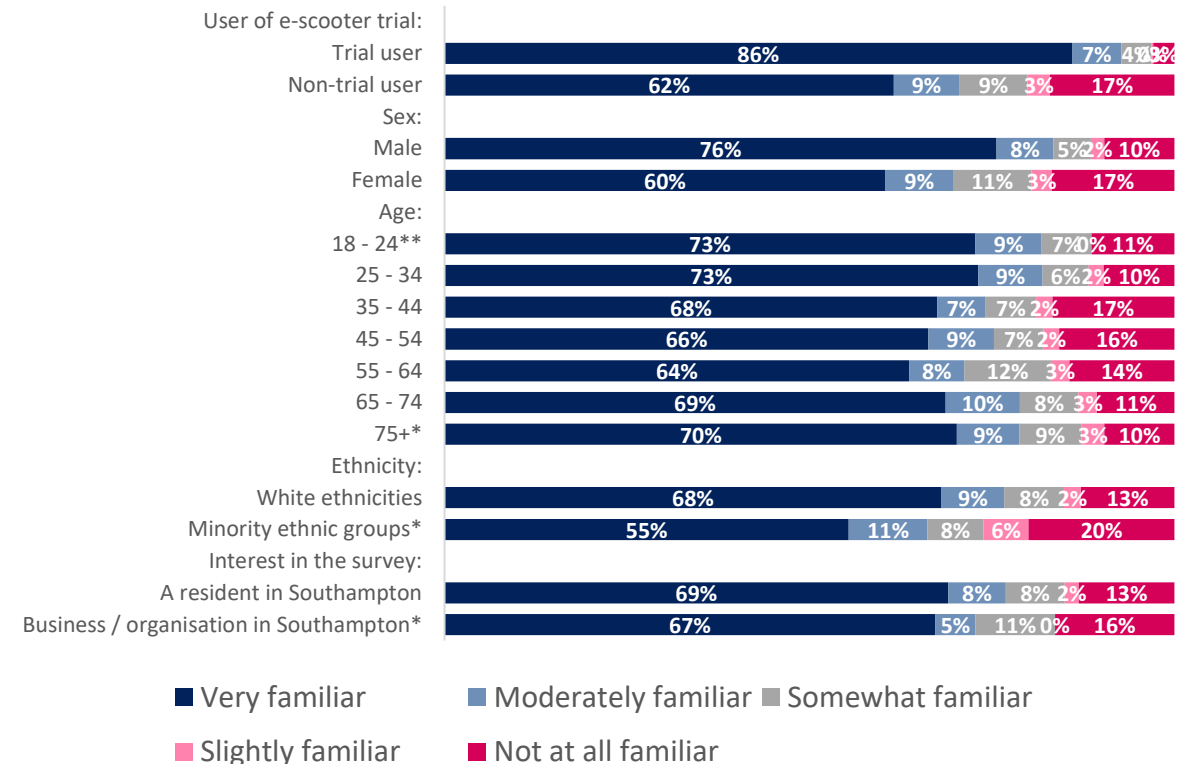
## The detail:

Question: How familiar are you with the following restrictions for using trial rental e-scooters? *Do not ride on the pavement*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1562





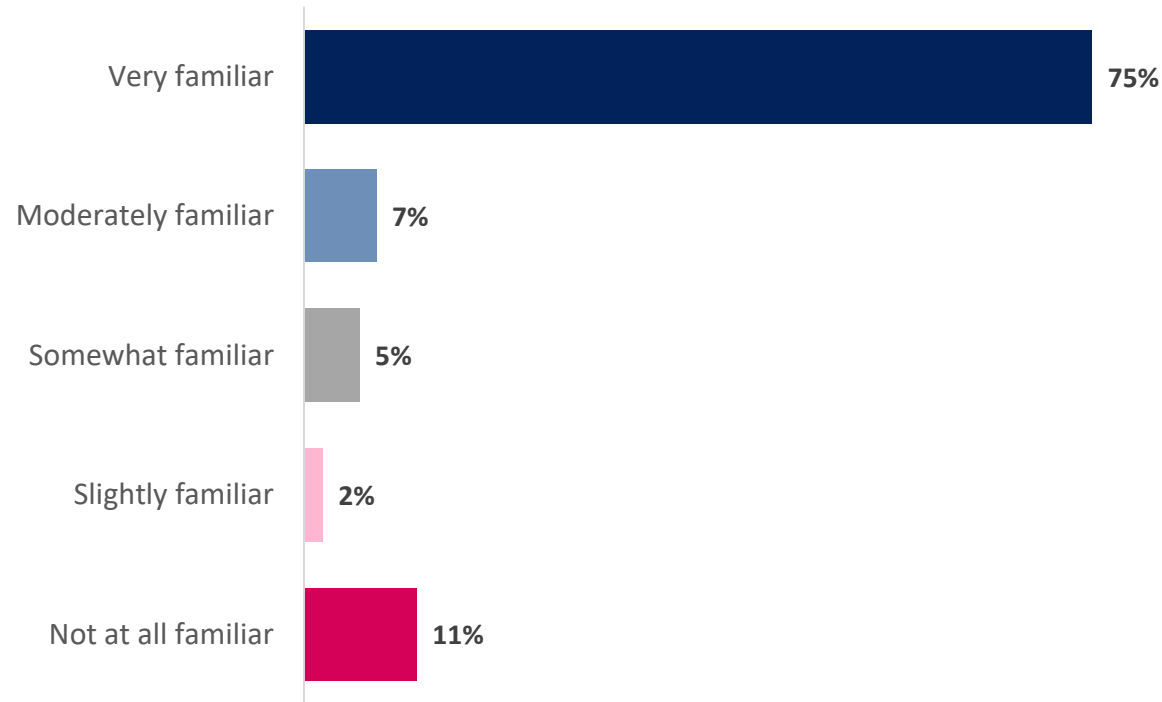
Key findings:

- One user per e-scooter was the most familiar restriction when compared to all others listed
- Trial users, males and younger age groups are more familiar with one user per e-scooter, when compared to non-trial users, females and older age groups

The detail:

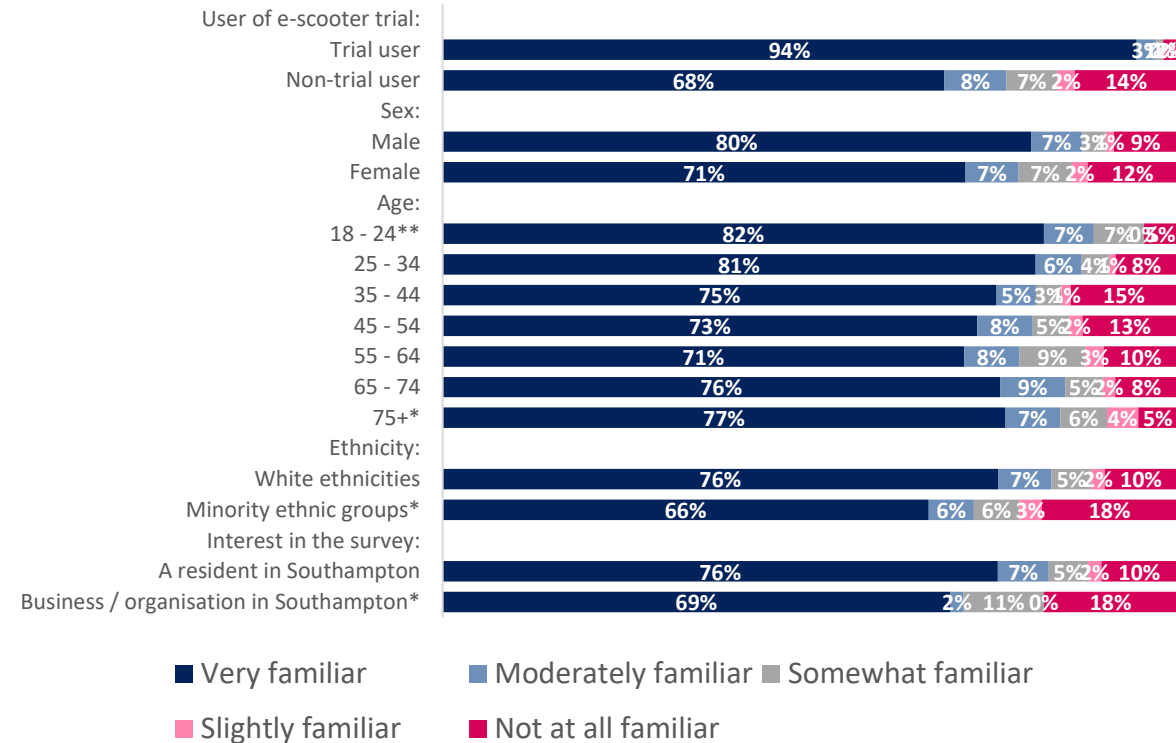
Question: How familiar are you with the following restrictions for using trial rental e-scooters? *One user per e-scooter*

Overall:



Base respondents: 1562

Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50



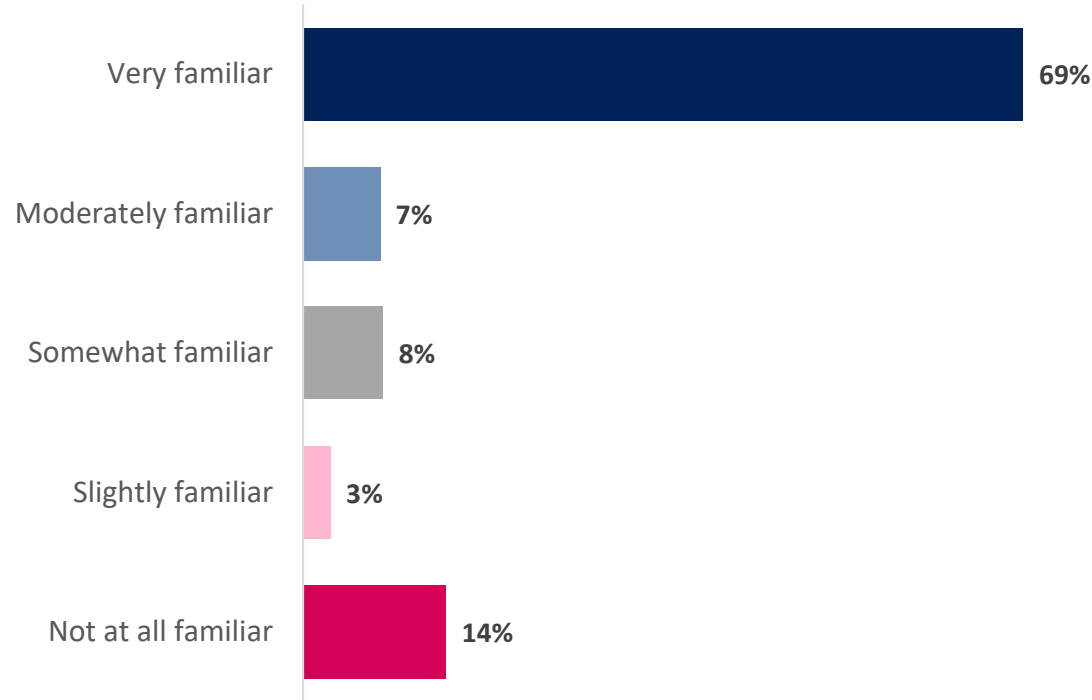
Key findings:

- Trial users, males and younger age groups are more familiar with being over 18, when compared to non-trial users, females and older age groups

The detail:

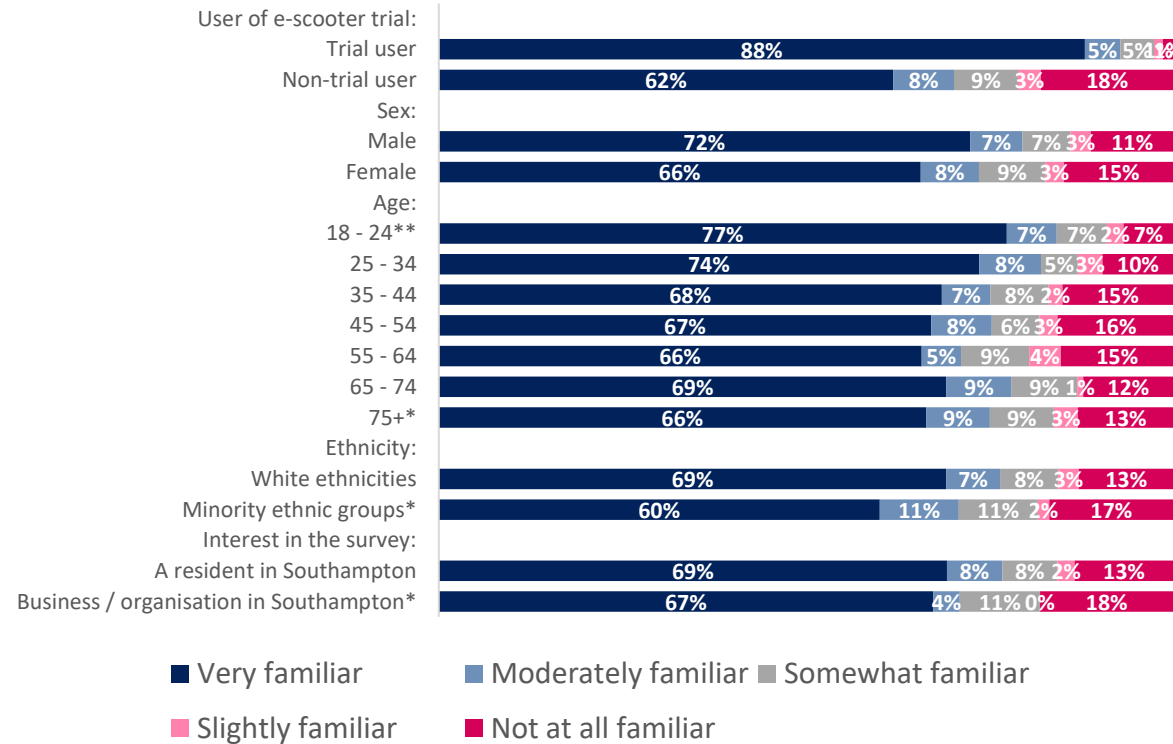
Question: How familiar are you with the following restrictions for using trial rental e-scooters? *Must be 18 or over*

Overall:



Base respondents: 1562

Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50



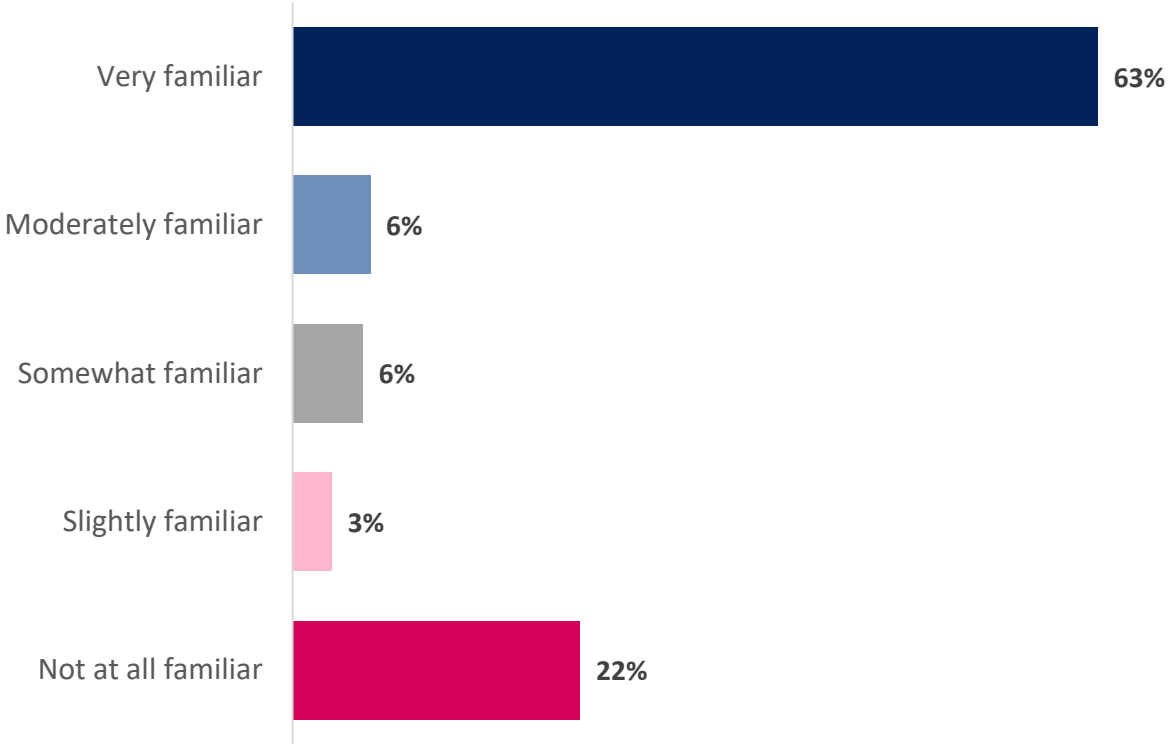
Key findings:

- Trial users, males and younger age groups are more familiar with having a full or provisional driving license, when compared to non-trial users, females and older age groups

The detail:

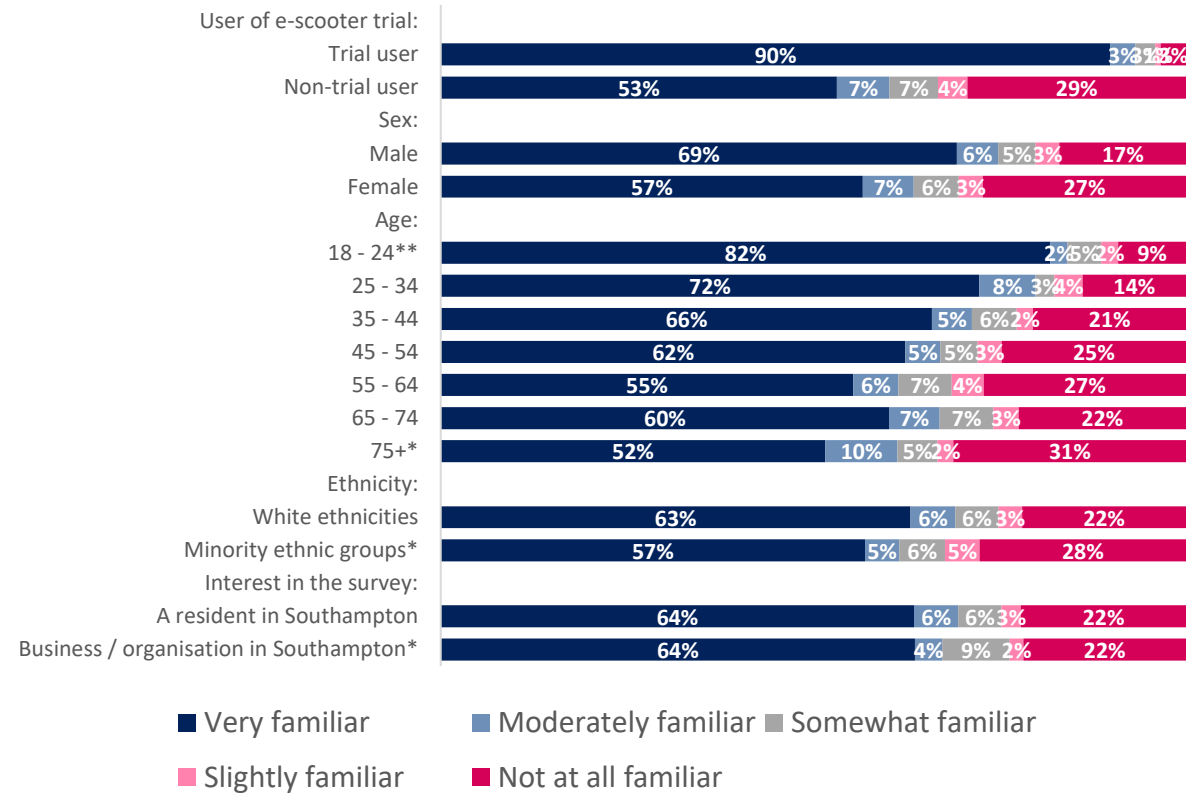
Question: How familiar are you with the following restrictions for using trial rental e-scooters? *Must have a full or provisional driving licence*

Overall:



Base respondents: 1563

Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50



# Familiarity with only parking in designated parking areas

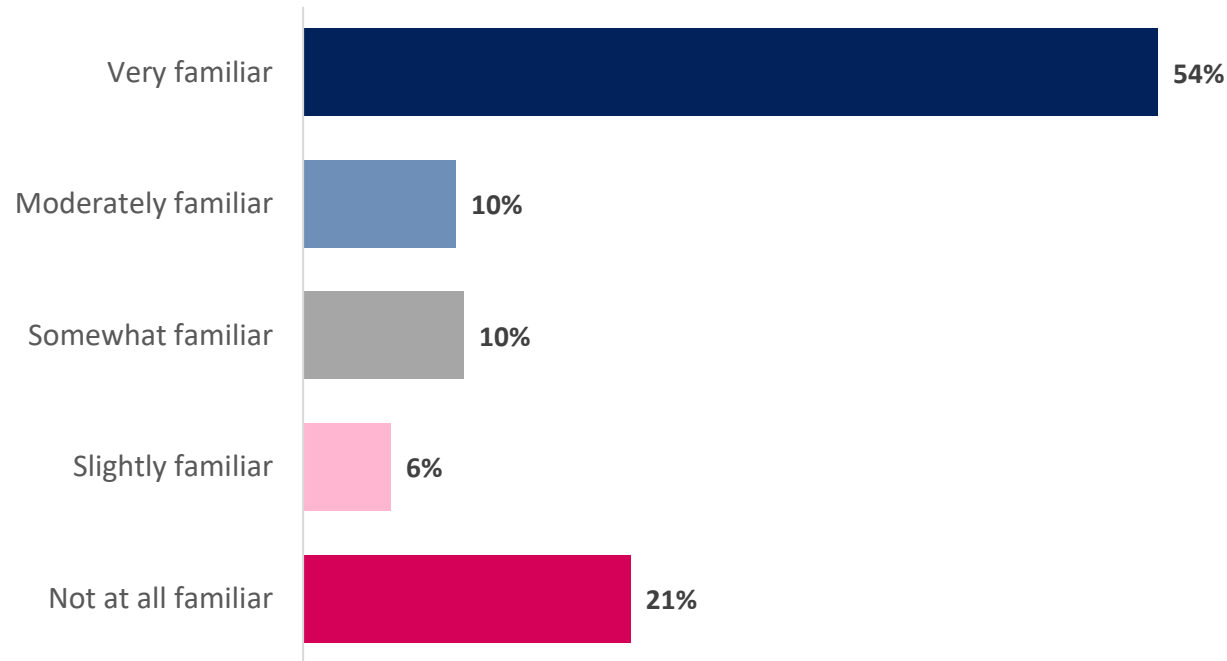
## Key findings:

- Trial users, males and younger age groups are more familiar with only parking in designated parking areas, when compared to non-trial users, females and older age groups

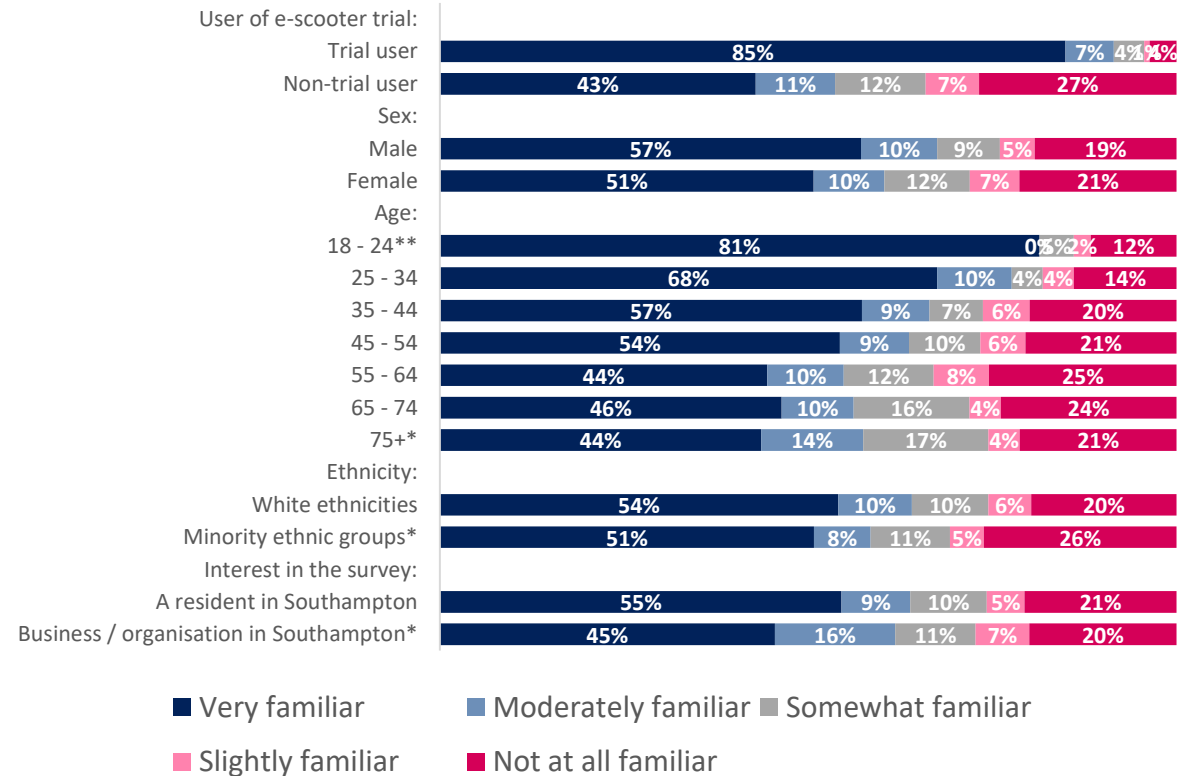
## The detail:

Question: How familiar are you with the following restrictions for using trial rental e-scooters? *Only park within designated parking areas*

### Overall:



### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50

Base respondents: 1557



# Familiarity with following traffic regulations and the highway code

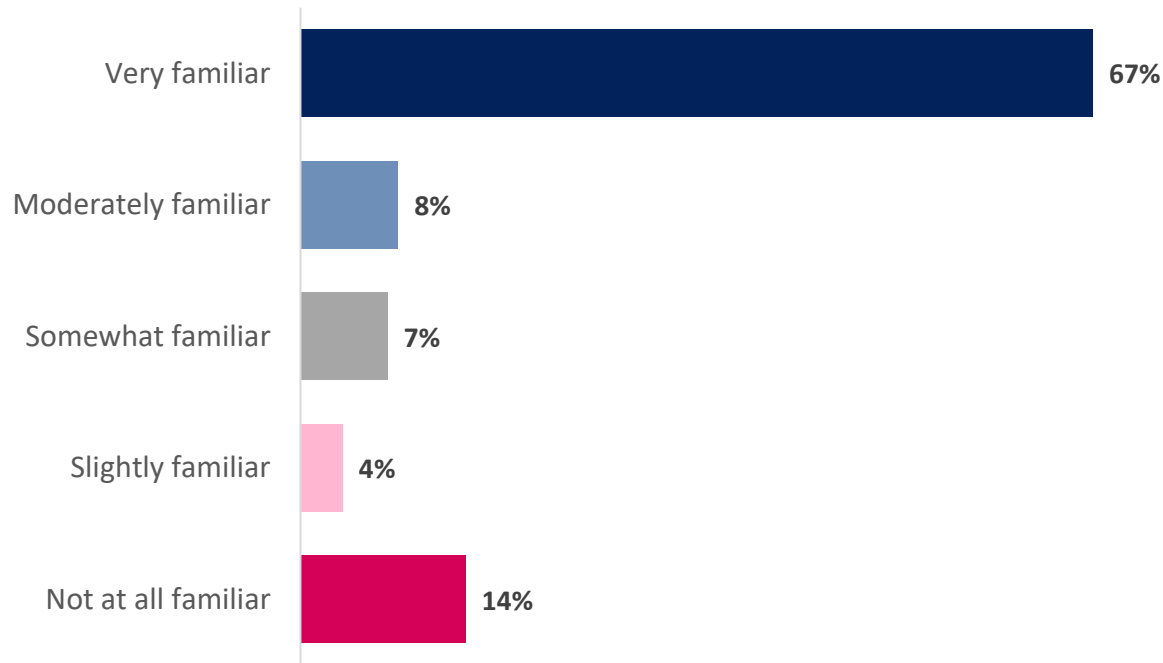
## Key findings:

- Trial users, males and younger age groups are more familiar with following road traffic regulations and the highway code, when compared to non-trial users, females and older age groups

## The detail:

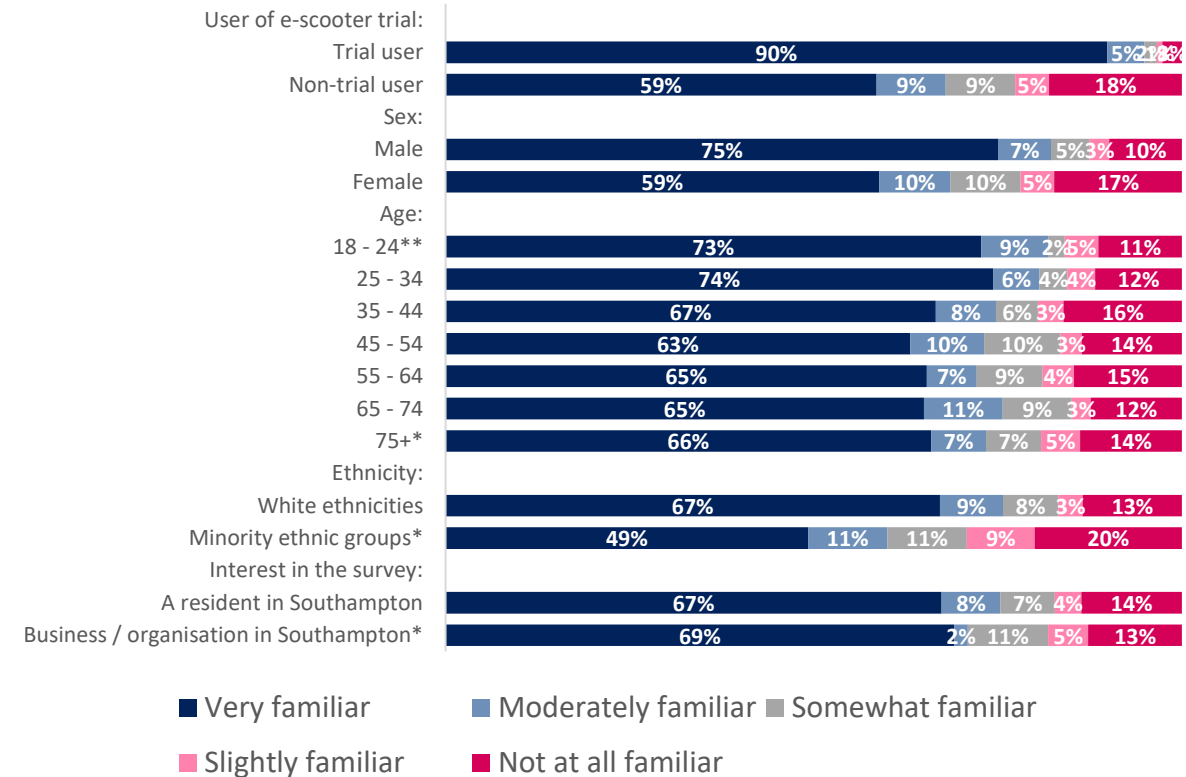
Question: How familiar are you with the following restrictions for using trial rental e-scooters? *Must follow all road traffic regulations and the highway code*

### Overall:



Base respondents: 1562

### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50



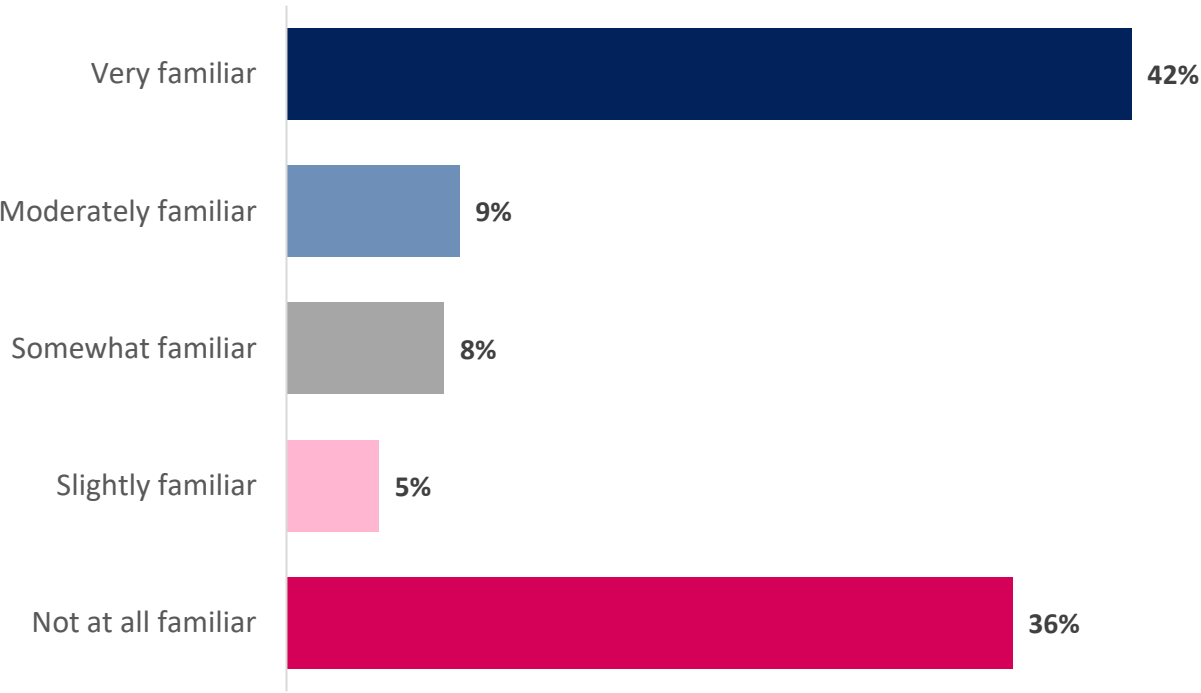
Key findings:

- Trial users, males and younger age groups are more familiar with no ride zones, when compared to non-trial users, females and older age groups

The detail:

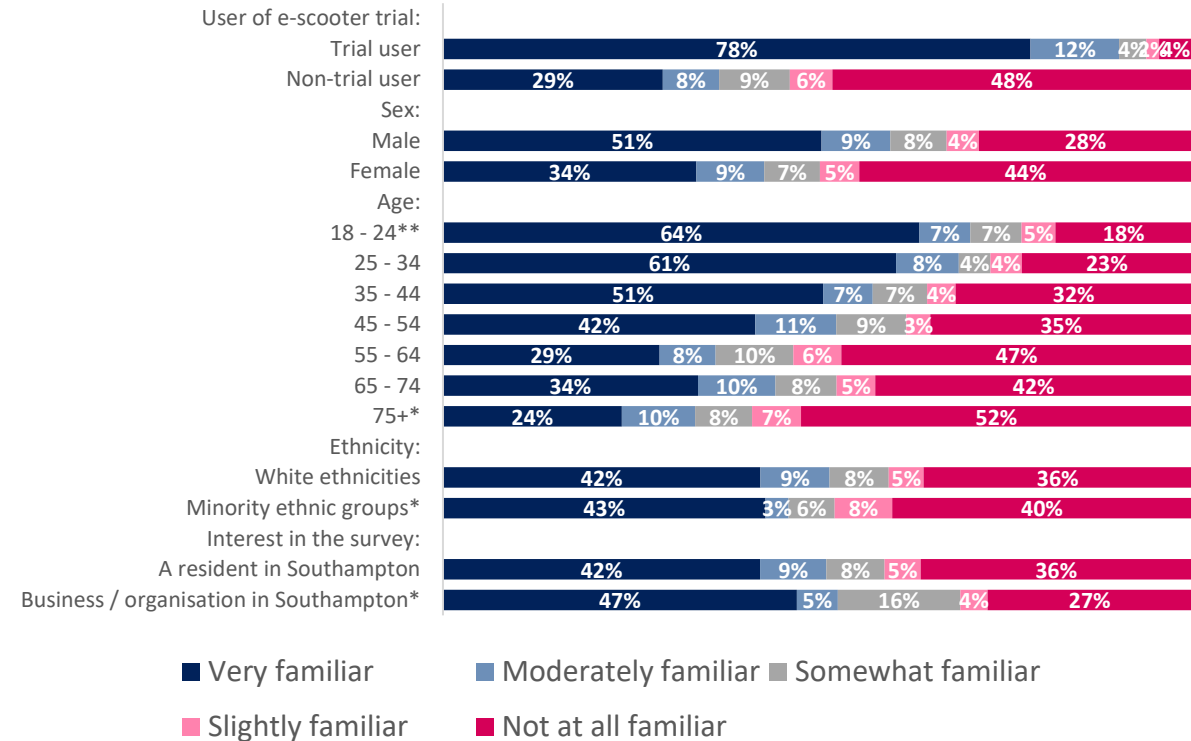
Question: How familiar are you with the following restrictions for using trial rental e-scooters? *No ride zones*

Overall:



Base respondents: 1557

Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50



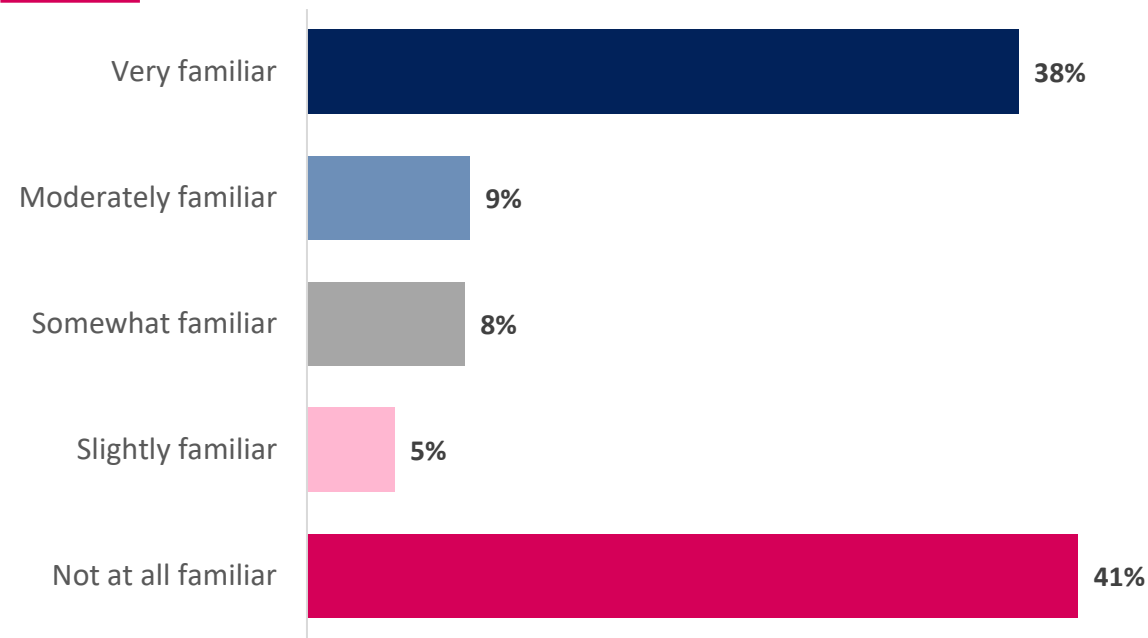
Key findings:

- Slow zones was the restriction that respondents were least familiar with out of all restrictions listed
- Trial users, males and younger age groups are more familiar with slow zones, when compared to non-trial users, females and older age groups

The detail:

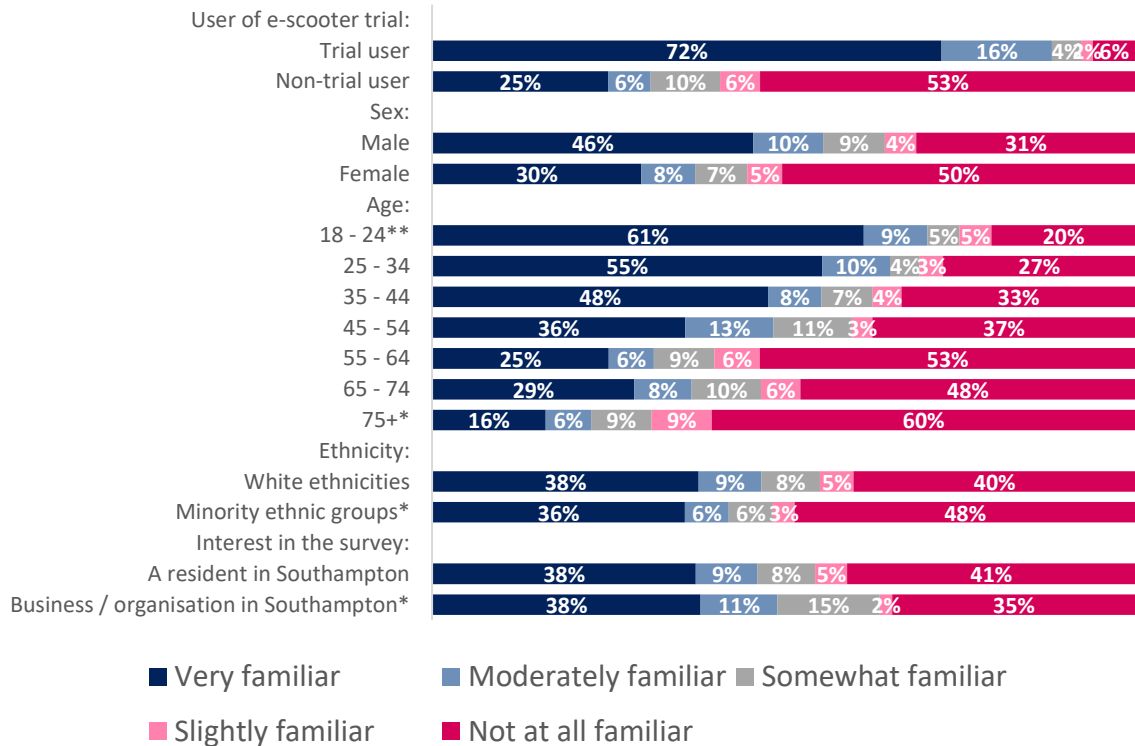
Question: How familiar are you with the following restrictions for using trial rental e-scooters? *Slow zones*

Overall:



Base respondents: 1557

Breakdowns:



\*Small sample size – less than 100  
\*\*Small sample size – less than 50



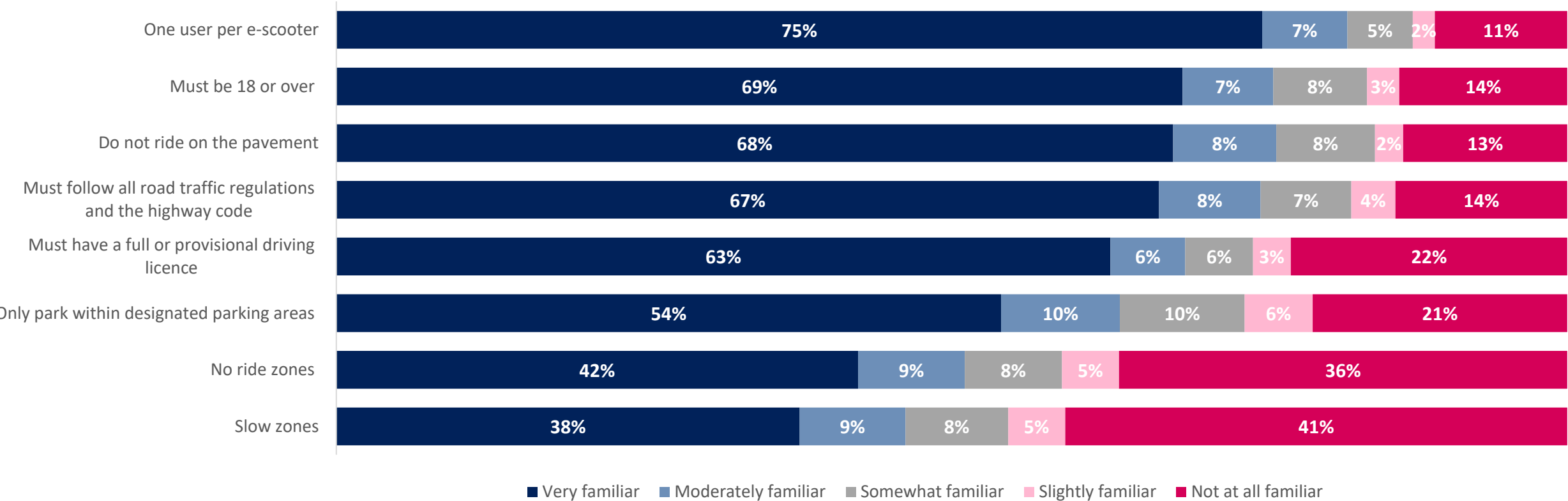
Key findings:

- The restriction most familiar to respondents was ‘one user per e-scooter’, with 3 quarters of respondents selecting it was very familiar
- The restriction that respondents were least familiar with were slow zones, with 41% selecting not familiar at all
- Younger age groups, males and trial users selected that they were more familiar with all restrictions when compared to older ages, females and non-trial users

The detail:

Question: How familiar are you with the following restrictions for using trial rental e-scooters?

Overall:







# Overall feelings about rental e-scooters

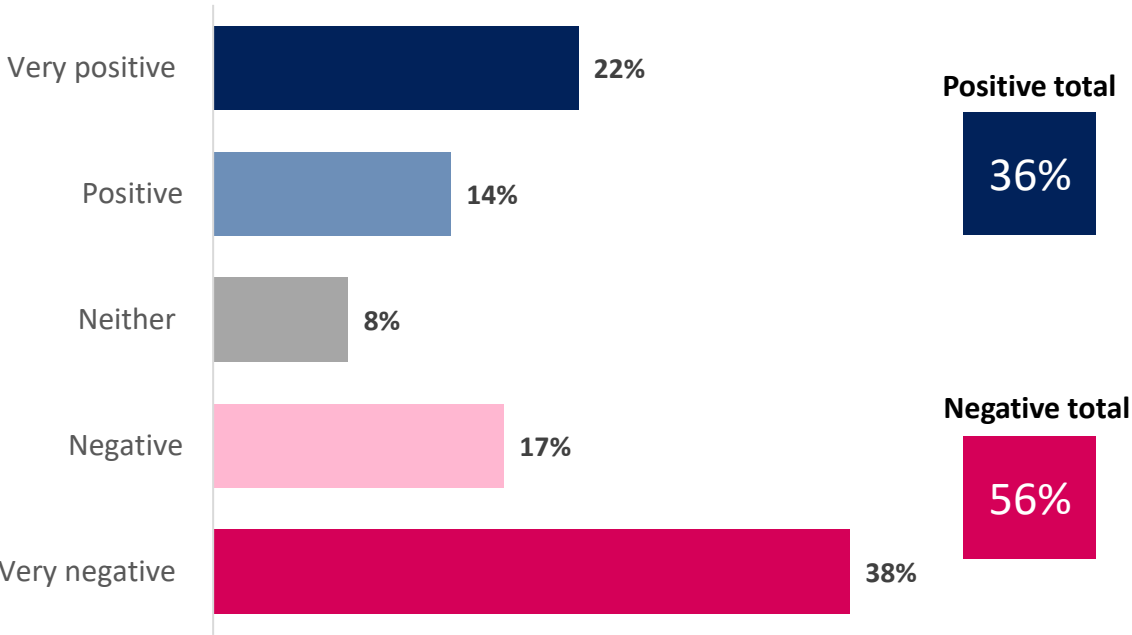
## Key findings:

- Overall, over half of respondents selected that their feelings about the rental e-scooter scheme is negative
- There is a clear relation between age and feelings around e-scooters operating, with younger respondents selecting positive to a higher extent compared to older respondents
- Male respondents also selected positive feelings to a higher extent than females (48% compared to 26%)

## The detail:

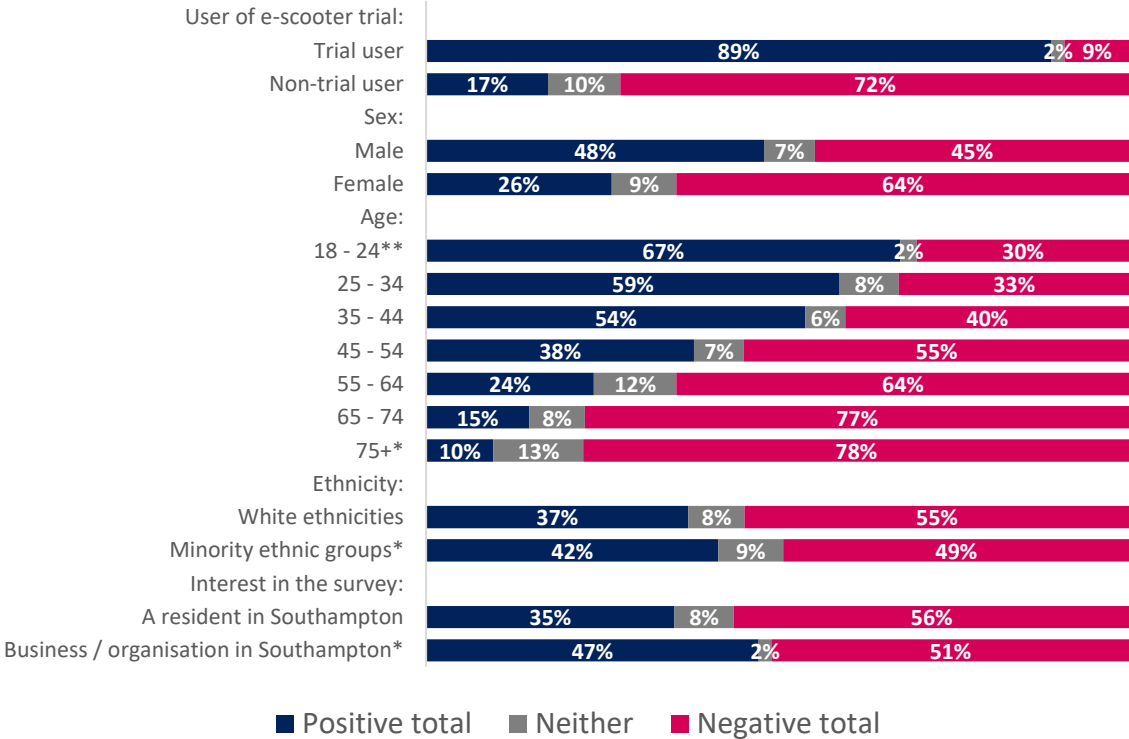
Question: What are your overall feelings about rental e-scooters operating in Southampton?

### Overall:



Base respondents: 1569

### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50



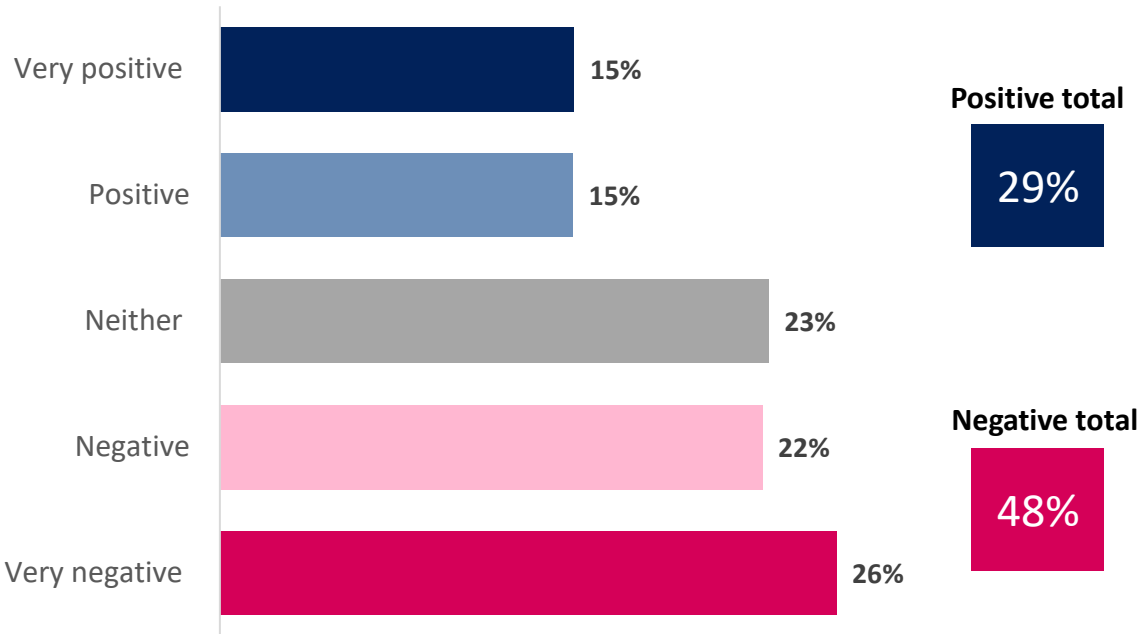
## Key findings:

- Overall, almost half of respondents selected that the rental e-scooter scheme has had a negative impact (48%)
- There is a clear relation between age and impact levels, with younger respondents selecting positive to a higher extent compared to older respondents
- Male respondents also selected a positive impact to a higher extent than females (41% compared to 20%)

## The detail:

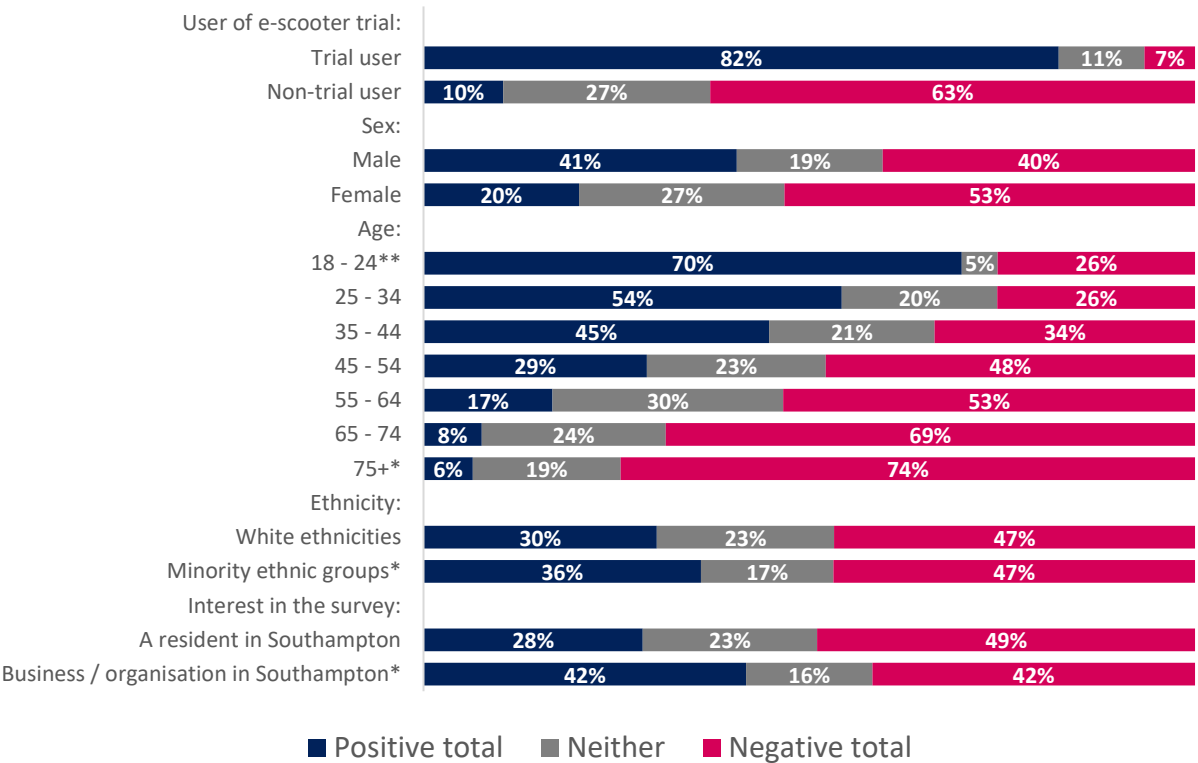
Question: What impact do you feel that the rental e-scooter scheme in Southampton has had on you, your family, your business and/or the wider community?

### Overall:



Base respondents: 1567

### Breakdowns:



\*Small sample size – less than 100

\*\*Small sample size – less than 50



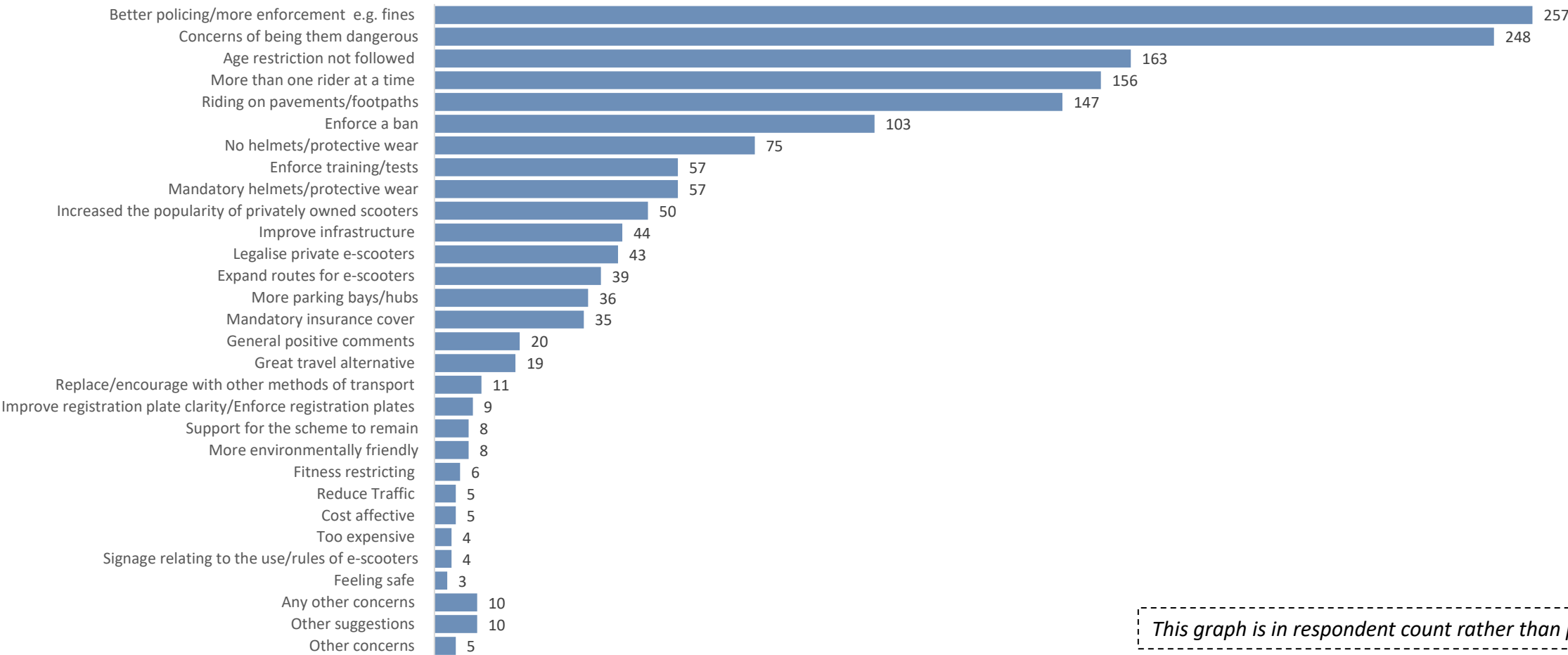
## Key findings:

- ‘Better policing/More enforcement’ was the most commented upon suggestion with 257 comments, and ‘Concerns of being dangerous’ following close behind with 248 comments.

## The detail:

Question: If you have any other improvements or suggestions that have not been covered within this survey, please specify here:

### Overall:



*This graph is in respondent count rather than percentage.*