

E-SCOOTER USAGE AND ANALYSIS

The following analysis has been undertaken by operators and based on a sample of 2500 users to determine demographic characteristics and a smaller detailed analysis through interviewing 160 users (this was validated against a larger sample of 700 users in a different area). The surveys were undertaken in 2021.

Users

There is clearly a bias towards male users. This was apparent in the three surveys and the operators are undertaking further research into some of the barriers which may exist for female users.

Male	70%
Female	30%

Usage is predominantly by those on lower incomes. 70% of users are employed. A strong reason detected for using scooters was to reduce transport costs (45%). In excess of 70% of are earning below the UK average wage. This could be in part due to the generally younger users not reaching their full earning potential, but the analysis suggests that users may benefit from the ability to use e scooters to reduce costs.

Users - Income - in excess of 68% of users earn below UK average wage, 41% at or below living wage	
Earnings less than £20k	41%
Earnings between £20k and £30k	27%
Earnings between £30k an £40k	13%
70% of users are employed	

The age of users in MK is slightly younger than other areas.

This corresponds to the analysis of income - where incomes are generally lower for younger people starting out on their career. Having a viable alternative mode of transport can reduce the likelihood to opt for multiple cars in households, so can have further financial benefits along with reducing car use. Further detailed analysis would be required to confirm this trend.

Age of users - 87% are under the age of 44	
18-24	33%
25-34	30%
35-44	24%

Reasons for using E-scooters

Respondent were asked to identify all the journey type they used scooters for, many opted for several reasons.

The primary use of scooters is for leisure. This may be influenced by the surveys being summer based. A detailed survey has been undertaken in the USA highlighting the importance of e scooters in supporting mental health issues by providing (a study conclusion) a stress free opportunity to travel and 'enjoy' the experience when compared to other modes which can induce stress and anxiety (congestion, reliability, pollution). Further research would be needed to confirm whether the same conclusions would hold for the UK, and that leisure trips can support a better 'quality of life' experience.

The next highest use commuting, where nearly 50% of journeys are for this purpose. Two further interesting outcome is the use of scooters to access public transport (primarily to get to MKs rail stations) and the recognition by a high number of users of the benefits to reduce carbon.

50%	Leisure use
47%	Use scooters for commuting
44%	To reduce carbon footprint
30%	Access public transport

Main reasons for using scooters correspond to the reasons for use by riders. Lessons may need to be learned on how more support can be given to cycling and walking.

67%	Quicker than alternative
55%	Better than cycle/walk
45%	To reduce transport costs
44%	To reduce carbon footprint