



ACT
Government

YOURsay
Community panel



YourSay Community Panel

Shared E-scooter Scheme Survey

28 April 2021





Background: For approximately six months, e-scooters have been available to access in the ACT through a Shared E-scooter Scheme. The Scheme has involved two commercial e-scooter providers operating up to 750 devices each in parts of Central Canberra and Belconnen.

Purpose: Research with YourSay Community Panel members was undertaken to gauge awareness and use of e-scooters and the Shared E-scooter Scheme, drivers and barriers to use, safety and education needs, and community views on potential expansion into other areas of the ACT. The research will inform a review of the Scheme – including options for expansion – and help shape strategies and resources for education and information provision.

Timeframe: The survey with Panel members took place between **8–14 April 2021**.

Sample: **1,907** YourSay Community Panel members completed the survey.

Weighting: The results have been weighted to reflect relative population proportions based on Australian Bureau of Statistics (ABS) Census figures.

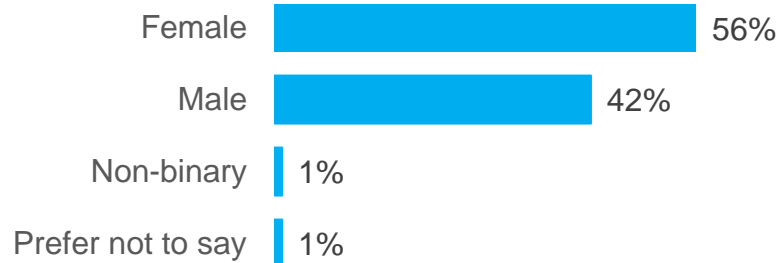
Rounding: In single choice questions, results may not add up to 100% due to rounding.

Limitations: The methodology is biased towards those with internet and computer literacy.

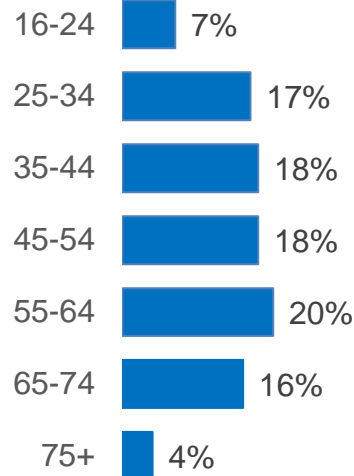


Sample profile (unweighted)

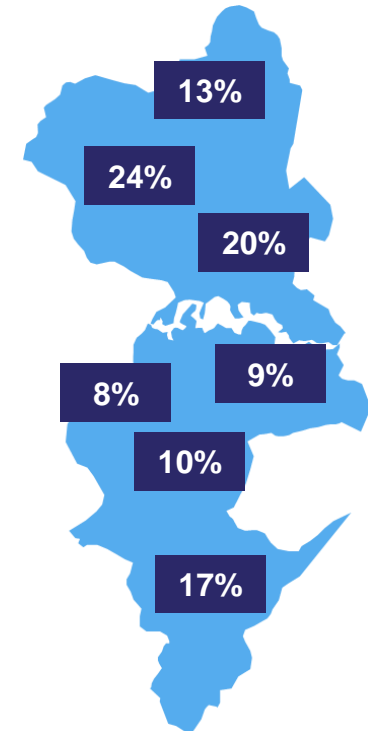
Gender



Age



Region





ACT
Government

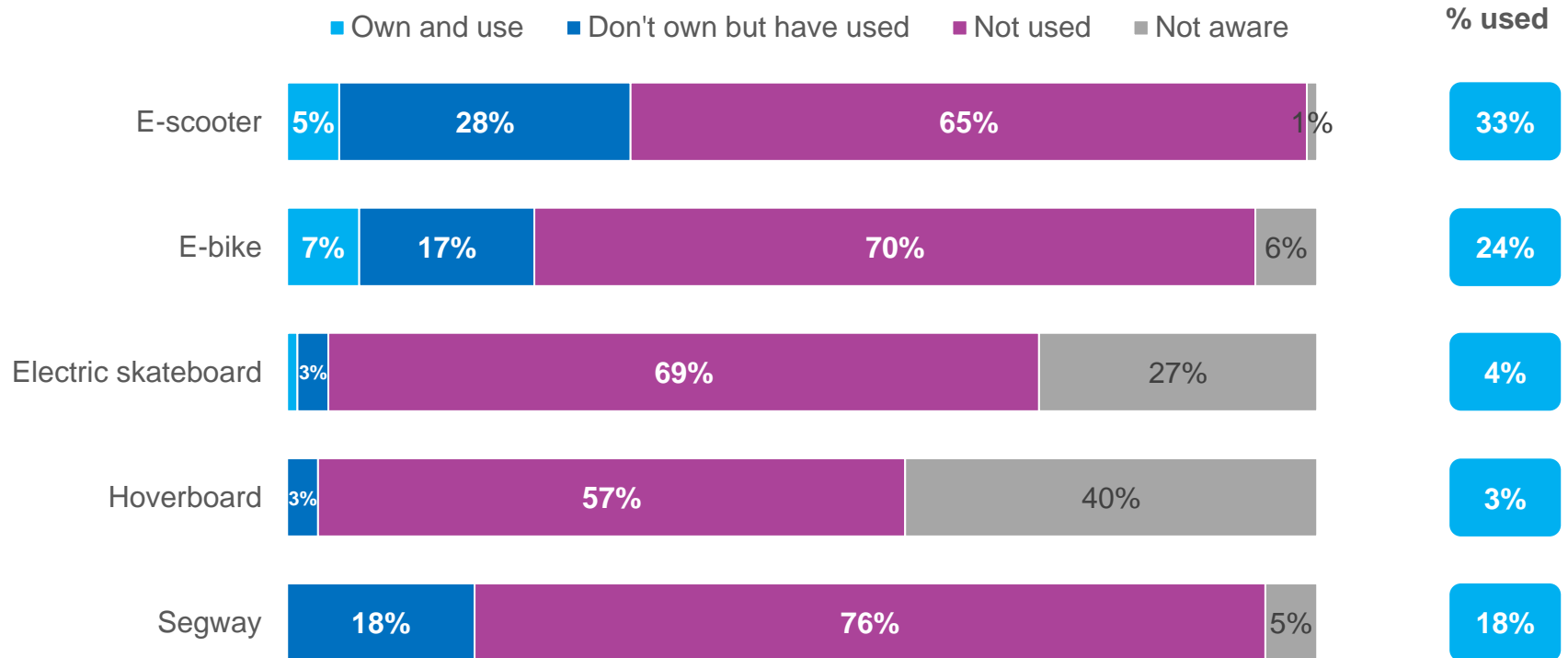
YOURsay
Community panel

Awareness and use of personal mobility devices



One third of Canberrans have used any form of e-scooter

*Q. Before today, were you aware of any of the following types of devices?
Q. Do you own or have you used any of these devices in the past?*

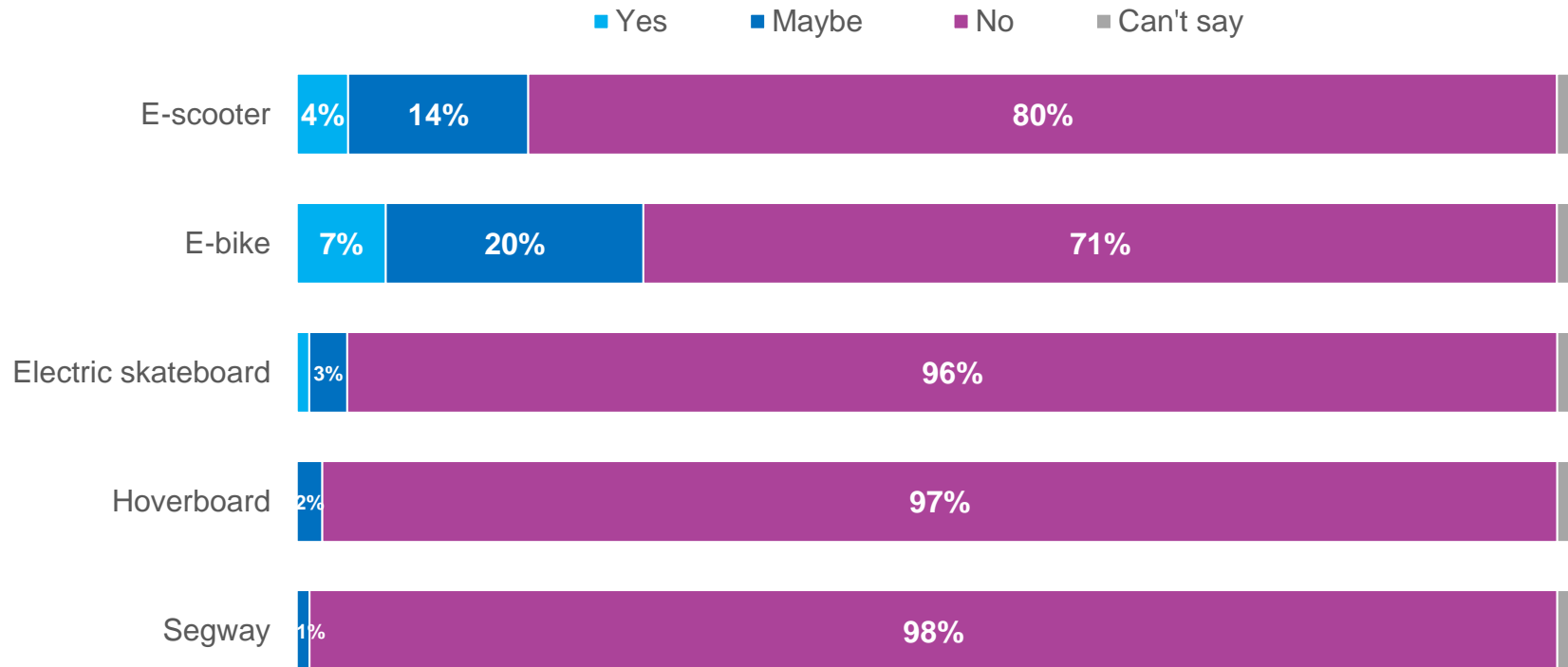




Nearly two in ten might consider purchasing an e-scooter, though demand for e-bikes appears higher

Among those who don't own:

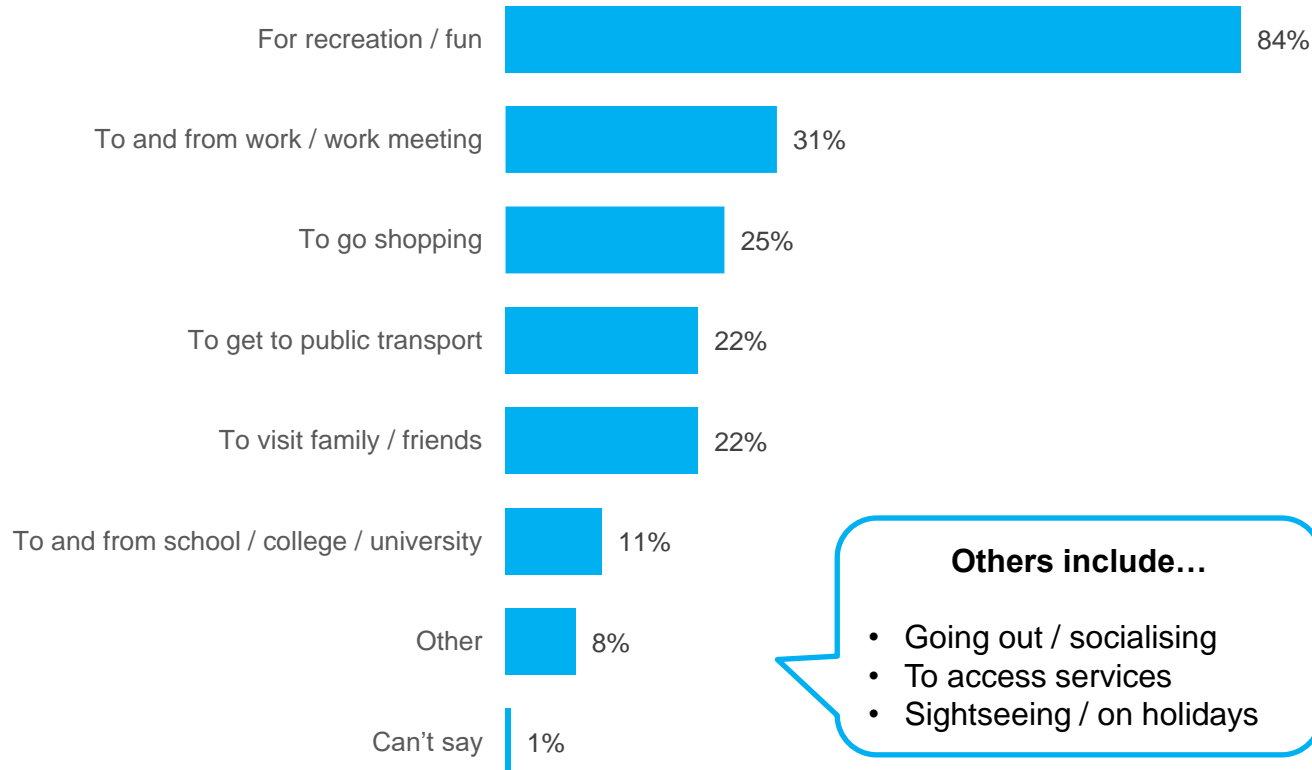
Q. Are you considering purchasing any of the following devices in the next 12 months?





Most e-scooter trips appear to be taken for recreation or fun, with around a quarter using them for more practical reasons

Q. What trips do you use / have you used e-scooters for?





ACT
Government

YOURsay
Community panel



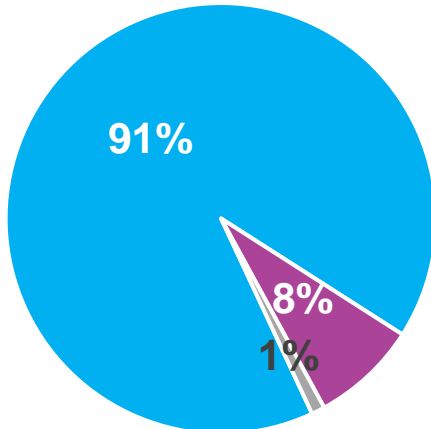
Awareness and use of Shared E-scooter Scheme



Most people are aware of the Shared E-scooter Scheme, with around a quarter of Canberrans saying they have used them

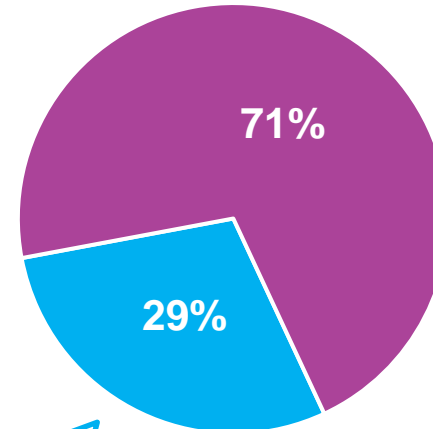
Q. Before today, were you aware that there are currently two commercial e-scooter share services operating in the ACT?

■ Yes ■ No ■ Can't say



For those aware:
Q. Have you used a shared e-scooter from either of these operators?

■ Yes ■ No

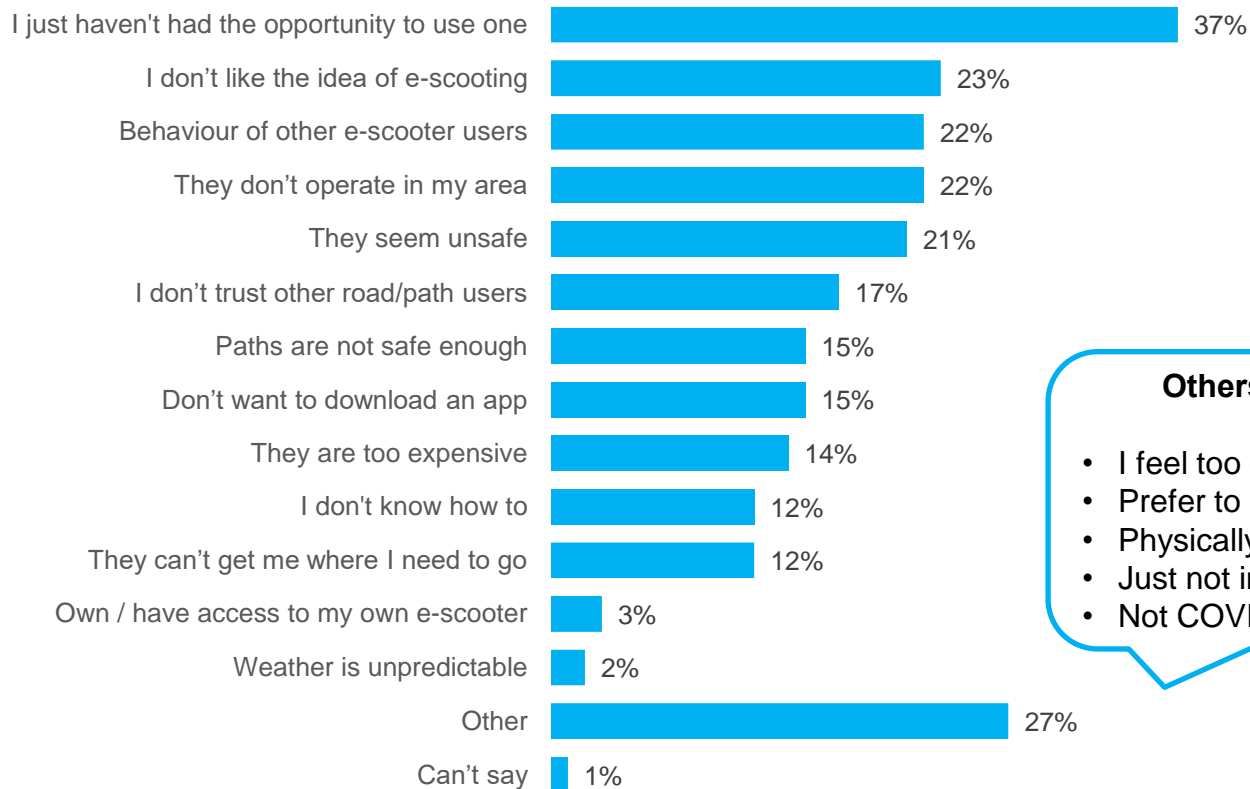


Equates to 27% of the total population



Non-users: main barriers to use include need, accessibility and concerns around safety

Q. Why haven't you used a shared e-scooter from either of these operators?



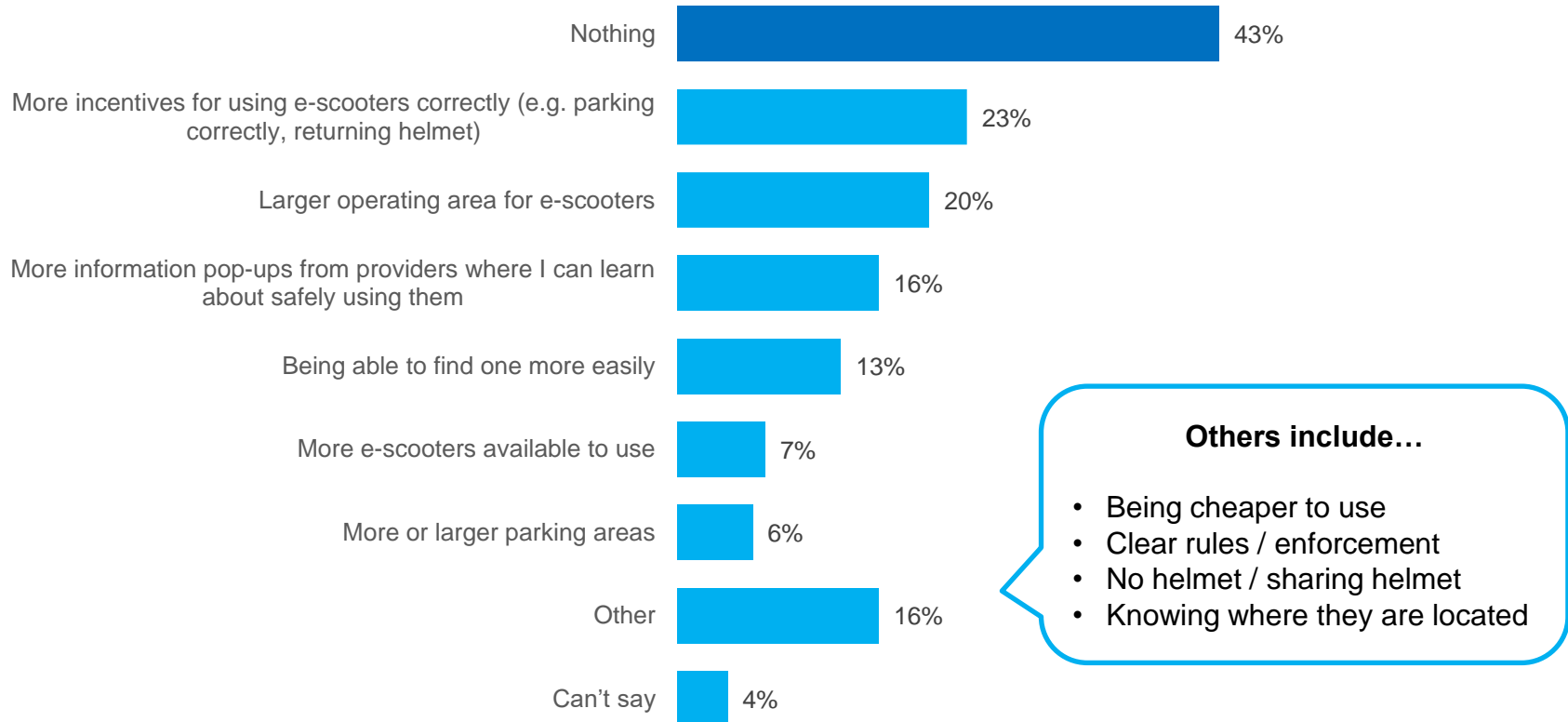
Others include...

- I feel too old / frail
- Prefer to cycle / walk
- Physically unable to use
- Just not interested
- Not COVID-safe



Non-users: Many appear unlikely to be motivated to use, though incentives and expansion of operating area have some appeal

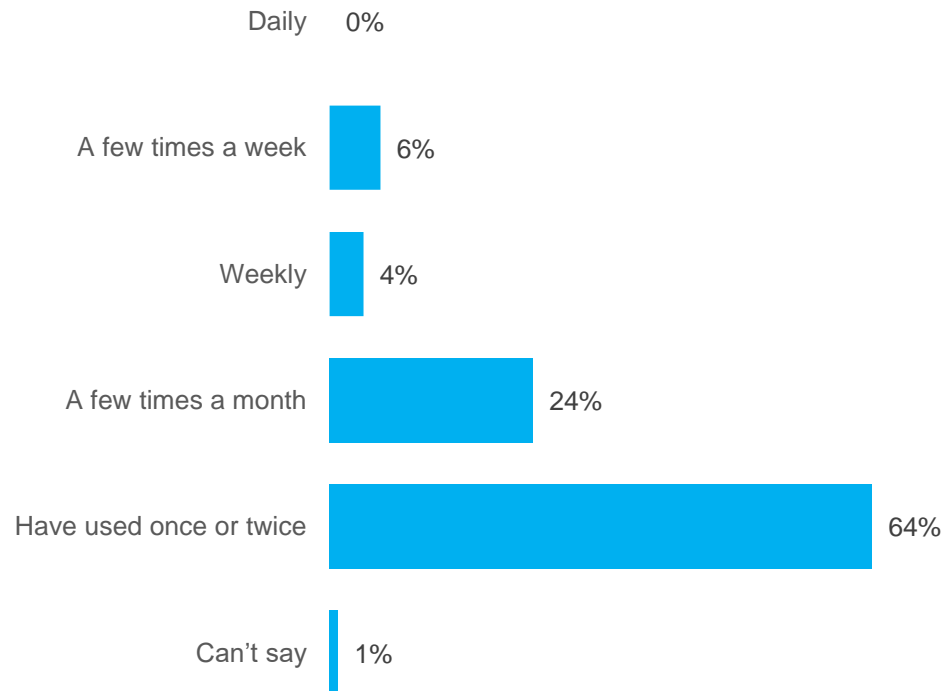
Q. What, if anything, would encourage you to use a shared e-scooter from either of these operators?





Users: most use of shared e-scooter scheme has been occasional in nature, two-thirds saying they have used once or twice

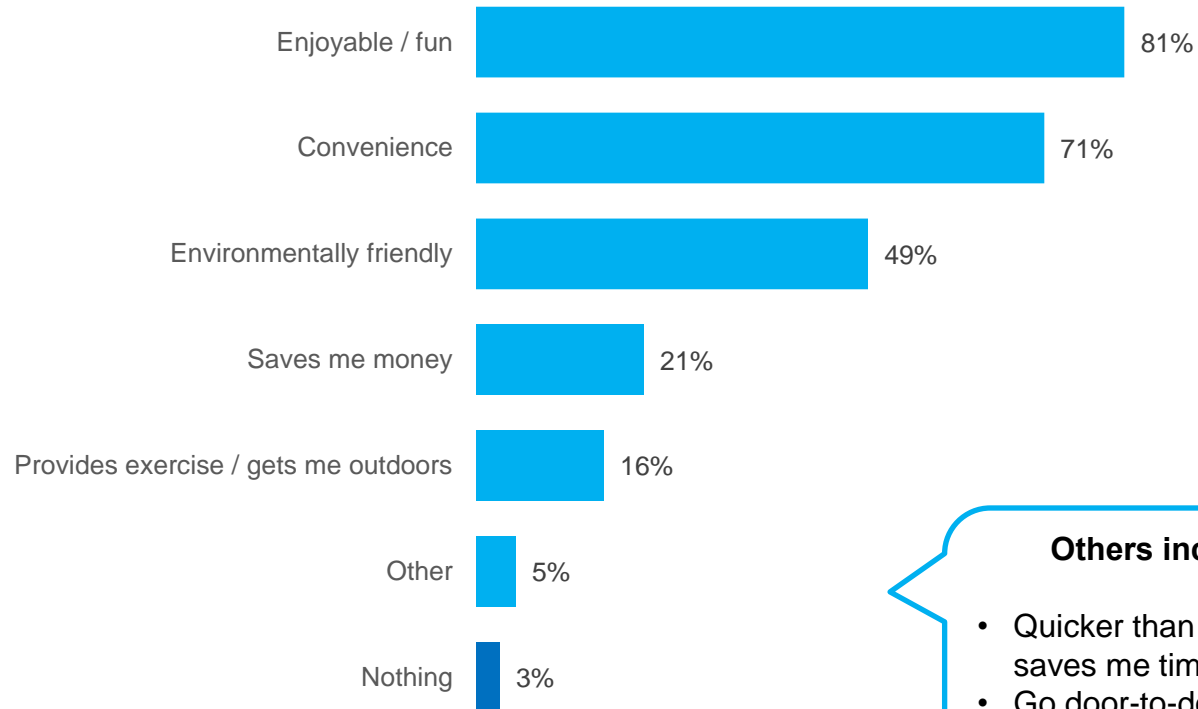
Q. How often do you tend to use the shared e-scooters?





Users: Enjoyment and convenience of use are the most appealing factors for users

Q. What do you like most about using a shared e-scooter?



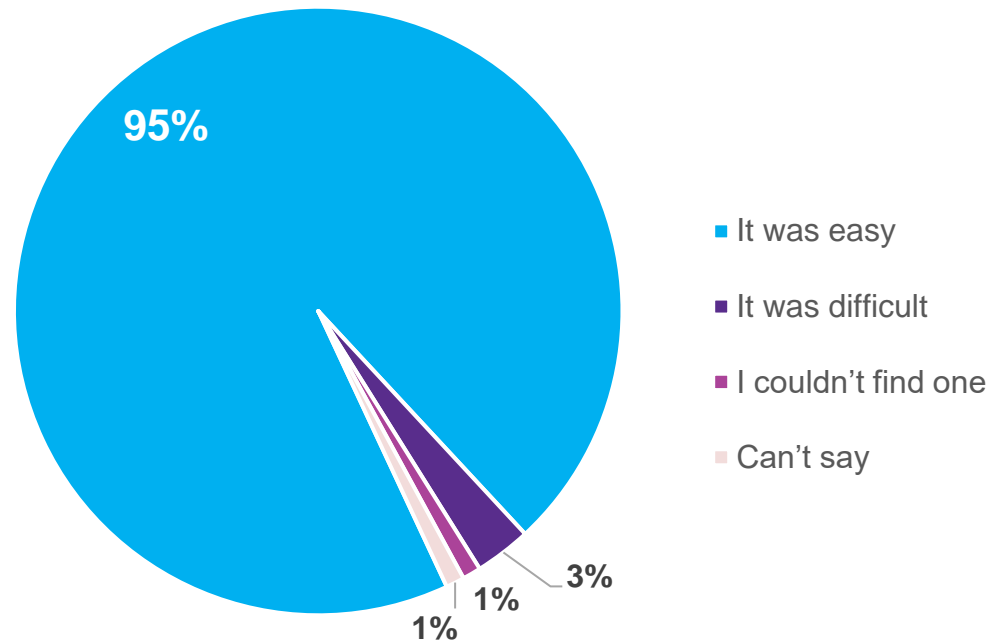
Others include...

- Quicker than walking / saves me time
- Go door-to-door
- Saves money on parking



Users: very few difficulties reported in locating a shared e-scooter to use

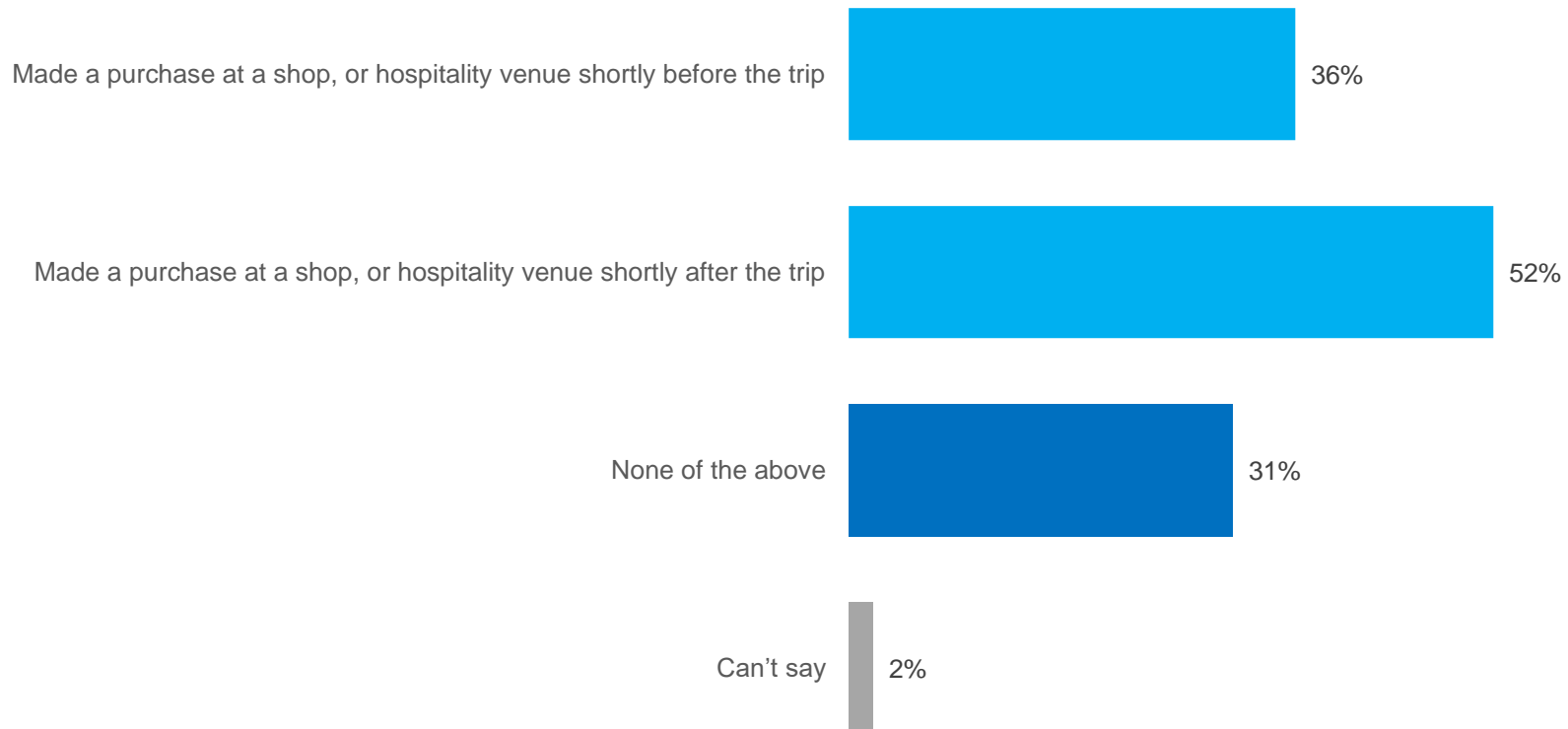
Q. Thinking about the last time you went to use a shared e-scooter, how easy or difficult was it to find one?





Users: around two-thirds spent money at a venue shortly before or after their e-scooter trip

Q. And did you do any of the following on your last trip?





ACT
Government

YOURsay
Community panel



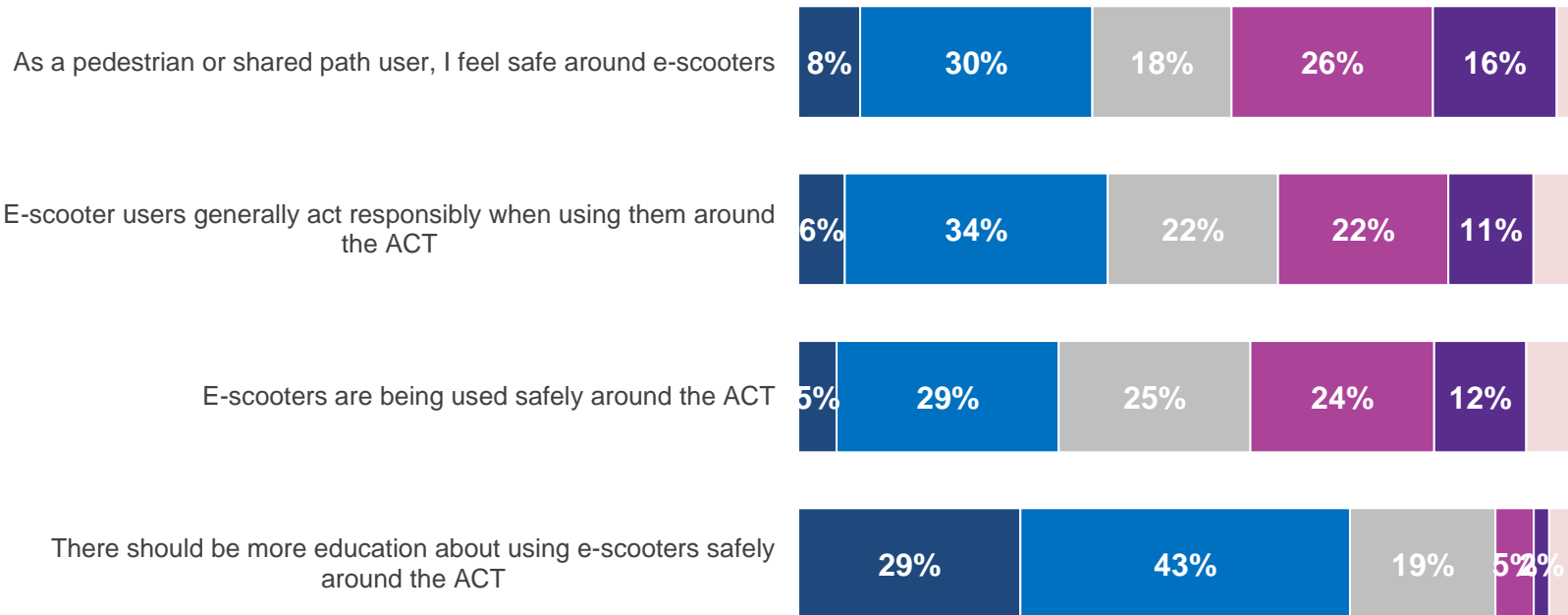
E-scooter safety and education



Substantial proportion are concerned about safety of e-scooters and there is clear appetite for more safety education

Q. How much do you agree or disagree with the following?

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree
 ■ Can't say





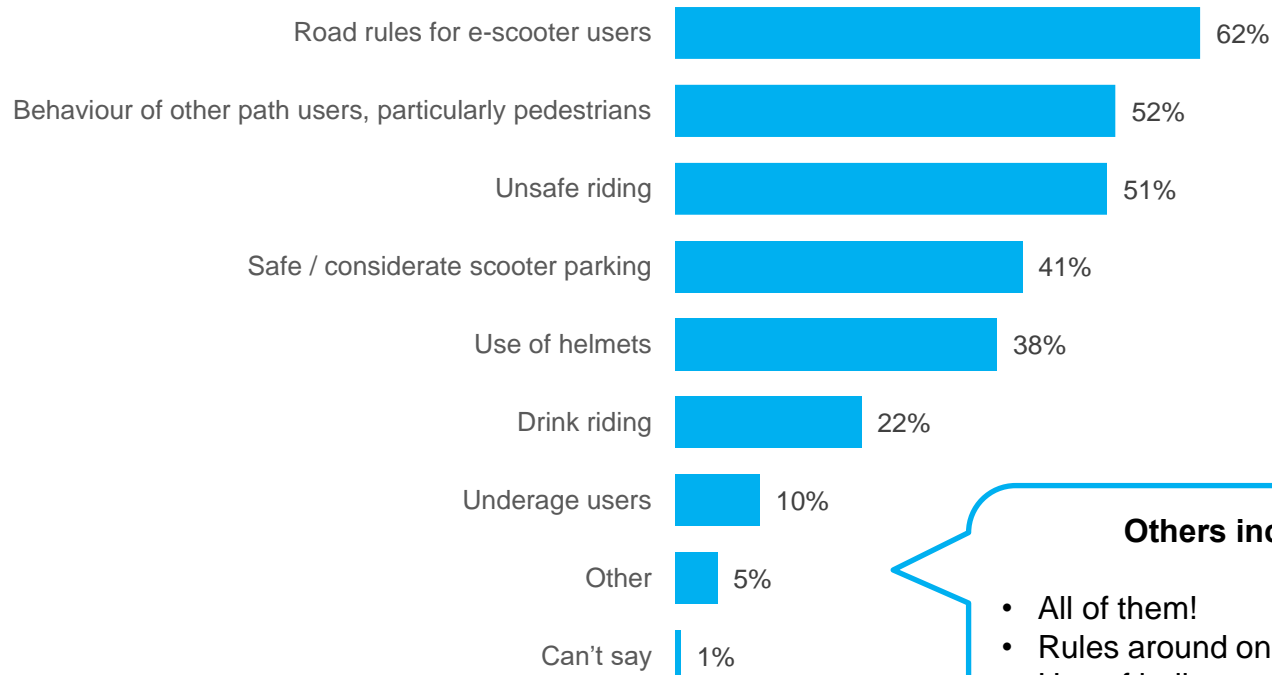
Non-users of e-scooters are clearly more concerned about safety and responsible use, but all consider a need for education

	Users	Non users
<i>Feel unsafe as a pedestrian or shared path user around e-scooters</i>	20%	51%
<i>Feel e-scooter users generally don't act responsibly</i>	19%	40%
<i>Feel e-scooters are not being used safely around the ACT</i>	19%	43%
<i>Think there should be more e-scooter safety education</i>	68%	74%



Desire for biggest focus of education to involve rules of use and safe and consideration riding

Q. What topics do you think e-scooter education should focus on in the future?



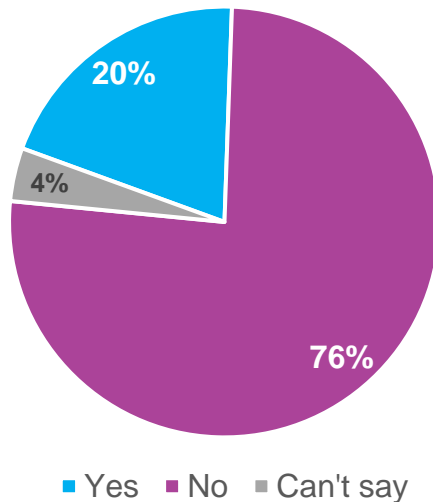
Others include...

- All of them!
- Rules around one rider only
- Use of bells
- Where to leave / park them

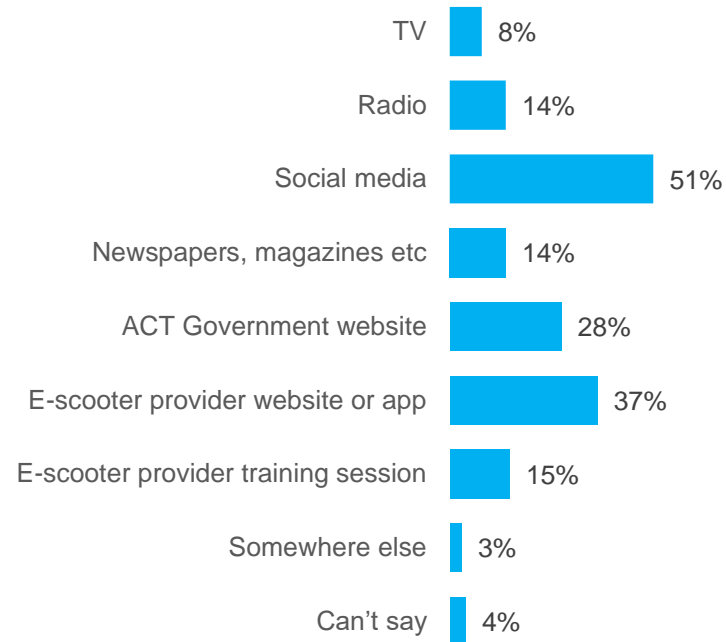


Two in ten are aware of e-scooter safety messaging to date, with social media the most common source

Q. Have you heard or seen any e-scooter safety messaging?



Q. Where have you heard or seen this messaging?





ACT
Government

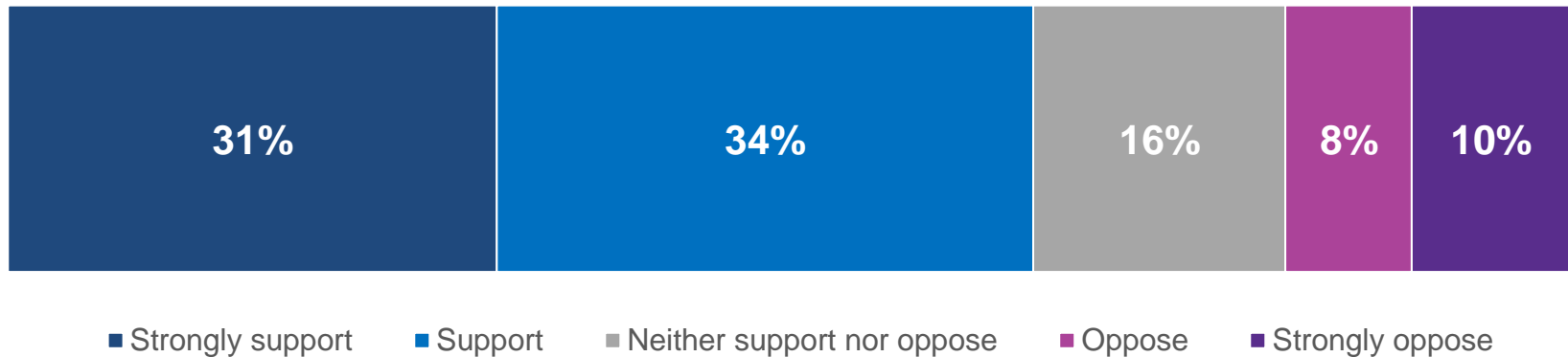
YOURsay
Community panel

Support for Share E-scooter Scheme and expansion



Overall, two-thirds of Canberrans support having a shared e-scooter scheme in the ACT

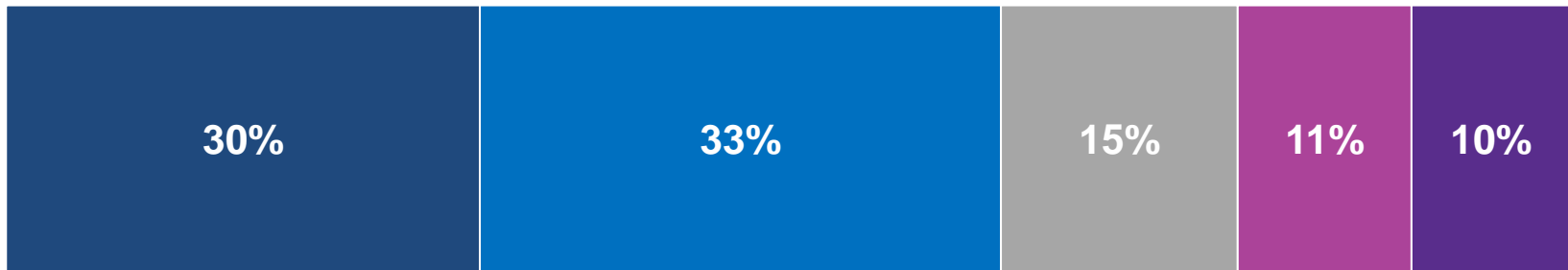
Q. Taking everything into account, do you support or oppose having shared e-scooters operating in the ACT?





Support for expansion into other areas is closely aligned with overall support for shared e-scooter scheme

Q. And do you support or oppose expanding their use to other parts of the ACT?

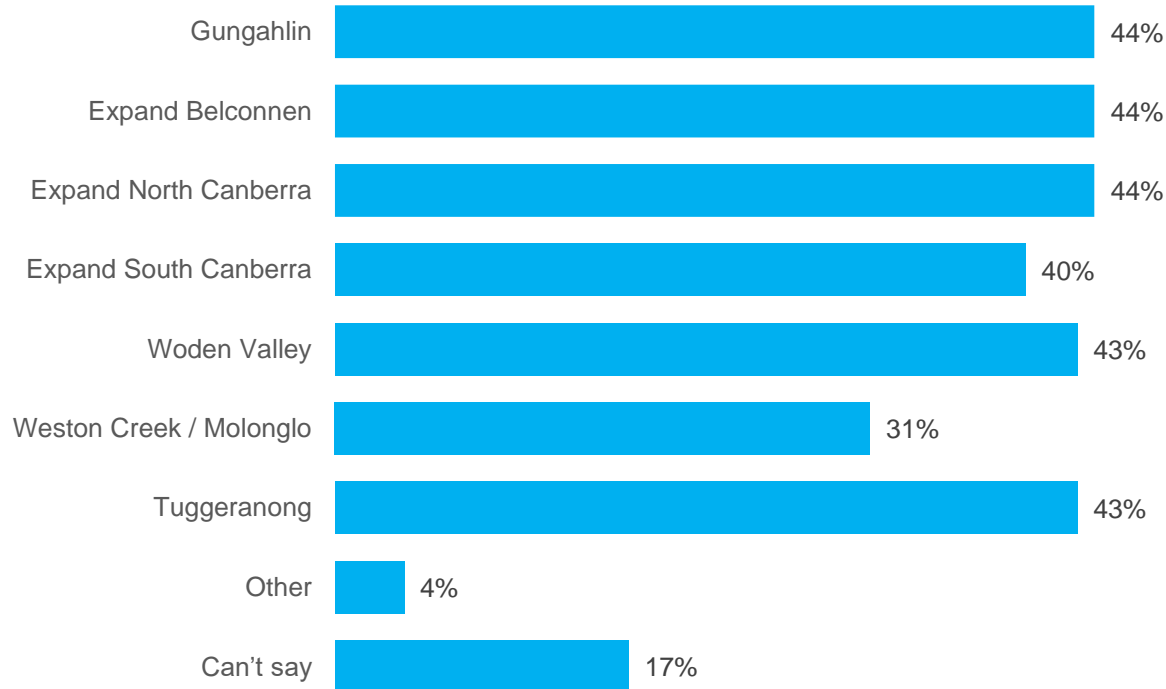


■ Strongly support ■ Support ■ Neither support nor oppose ■ Oppose ■ Strongly oppose



Demand for expansion into different regions is fairly similar, with many supporting expansion in their area

Q. Where would you like to see them operating in future?





ACT
Government

YOURsay
Community panel

