

E-scooter rental trial opinion survey

Wave four findings

Research and Engagement, Corporate Services



Introduction

Background and methodology

This fourth wave of research precedes the decision on whether to extend the rental e-scooter trial in Portsmouth beyond the end of November 2022. Portsmouth City Council, working with Solent Transport, is one of a number of local authorities taking part in a national trial of rental e-scooters. The survey aimed to understand experiences of and views on the rental e-scooter trial which has been running since March 2021.

A predominantly quantitative online survey was launched on Monday 8 August 2022 and closed on Sunday 4 September 2022.

It was promoted through various marketing and communications channels to maximise consultation engagement:

- Social media
- PCC email marketing distribution lists
- Media release encouraging participation
- PCC website

The survey was supported by qualitative engagement with councillors through a series of three focus groups. All members were invited to participate and there was a good representation across parties.

In total the survey received 3,508 responses.

This volume of responses ensures a 95% confidence level with a margin of error of 1.64%, well within acceptable parameters.

Management summary

User profile

Based on this study, rental e-scooter users are mainly younger (under 45) and are more likely to be male. The majority would recommend using the rental e-scooters to other people.

Reasons for use

Sustainable travel, avoiding traffic/congestion and saving time benefits (whilst having fun) are the most motivating reasons for usage amongst current users. The novelty of the scooters as a means of transport appears to have dropped slightly as the trial has continued.

Journey purpose

Scooters are used for a wide variety of purposes, including commuting to work or education, to ride for enjoyment or fun, or to reach a leisure destination, but seemingly not as the main day-to-day mode of travel for most. Frequency of use is mainly a few times a month or less, even amongst frequent users. Usage purpose and frequency has not changed significantly since the start of the trial.

Barriers

Barriers to usage differ primarily on whether the respondent is a user or non-user. Users are frustrated by the lack of e-scooter parking at the places they want to start and end their journeys, availability of scooters at the parking hubs, and the hire cost.

For users and non-users alike, safety concerns are a significant barrier although there is a range of opinions on what the precise safety issues are; several respondents feel the rental e-scooters are dangerous. Respondents also report rental e-scooters being unsuitable for their personal characteristics (such as due to age or disability) and the misuse by other riders as key barriers to using the scheme. The lack of helmet provision is also a barrier for both groups. At a lower level, a lack of information and/or training is a barrier, particularly for current non-users.

Management summary (continued)

Impact on other modes of transport

In terms of how the e-scooter trial affects usage of other modes of transport, the wave four results are consistent with previous waves. The trial appears to have reduced car usage by around 56% amongst trial users. It has also reduced usage of public transport at a consistent level since the start of the trial by around 37% for those using the e-scooters.

Safety on the road and in shared spaces

Trial users generally feel safe when using separate cycle lanes, marked cycle lanes on the road, and on shared-use pavements for pedestrians and cyclists. They feel less safe in bus lanes or on the road with no designated lanes. This has been consistent throughout the trial.

In terms of sharing space with other e-scooter users, trial users generally feel safe in all locations. As previously, they feel less safe on the road with no designated lanes. A fifth of trial users also feel unsafe amongst other e-scooter users on shared use pavements. This may imply increasing safety concerns where there are multiple and mixed users of the path at the same time.

Non-users feel particularly unsafe when sharing space with e-scooter users on a shared-use pavement for both pedestrians and cyclists (84%) and on the road with no cycle or bus lane (82%). This suggests safety concerns around the e-scooters are greatest for pedestrians, wary of being knocked into, and for drivers who find the e-scooters to be dangerous when in use on roads with no designated lane.

Attitudes towards the e-scooter trial

Attitudes towards the e-scooter trial amongst users and non-users are almost completely polarised. Users are positive towards the scheme and agree that the e-scooters make it easier to travel around Portsmouth, that they might use an e-scooter for some of their journeys, that rental e-scooters make public transport more accessible, that the benefits outweigh any negatives, that they are safe and that they help to change travel habits.

Conversely, non-users are negative towards the scheme and disagree with all of the above statements, with 65% feeling rental e-scooters should be banned from Portsmouth. The only point of agreement is that riders should leave the rental scooters in specific parking areas, although this agreement is unlikely to be for the same reasons.

Attitudes amongst both groups are consistent between the four waves towards the individual statements and overall, with users generally positive, and non-users generally negative.

Management summary (councillor engagement)

Positive use of the trial

Councillors describe the main appeal and benefit of rental e-scooters as being an affordable and convenient mode of transport, being more flexible than public transport and more cost-effective than owning and maintaining a car. They also praise the environmentally friendly nature of the rental e-scooters as a sustainable mode of travel, particularly in comparison to car use. Councillors describe rental e-scooters as 'filling a hole' in Portsmouth's transport network, bridging the gap left by public transport and reducing congestion and parking issues in the city.

Concerns and factors preventing use

Councillors agree that the most commonly raised issue around rental e-scooters is their perceived lack of safety, particularly in relation to irresponsible riding and use, such as tandem-riding, wearing headphones or underage use. Councillors feel that many residents have tainted perceptions of rental e-scooters, describing a certain 'moral outrage' and determined opposition to them, often influenced by their experience with the illegal use of private e-scooters. Councillors also feel that the lack of training opportunities and a general lack of confidence by non-users prevents some people from using the rental e-scooters, as well as personal characteristics like age or family circumstance (e.g. having children travelling with them).

Councillors also describe circumstantial barriers to rental e-scooter use, including weather conditions like rain or cold weather, as well as types of journey which are not best suited to travelling by e-scooter, such as doing the food shop. Councillors also highlight how rental e-scooters can cause concerns for other travel operators like taxis, where they may reduce business for these operators.

Suggested improvements

Councillors suggest that there should be more training events and opportunities for rental e-scooters, to teach residents how to correctly use the rental e-scooters, and also raise confidence and proficiency amongst potential users. Particularly, they feel training should focus on the younger riders to ensure they understand road safety. Councillors also feel that the scheme would benefit from improved travel infrastructure, particularly cycling infrastructure, to create safe lanes for rental e-scooter use and reduce clashes with pedestrians and other road users. They suggest a better integration with other transport systems too, including trains and buses.

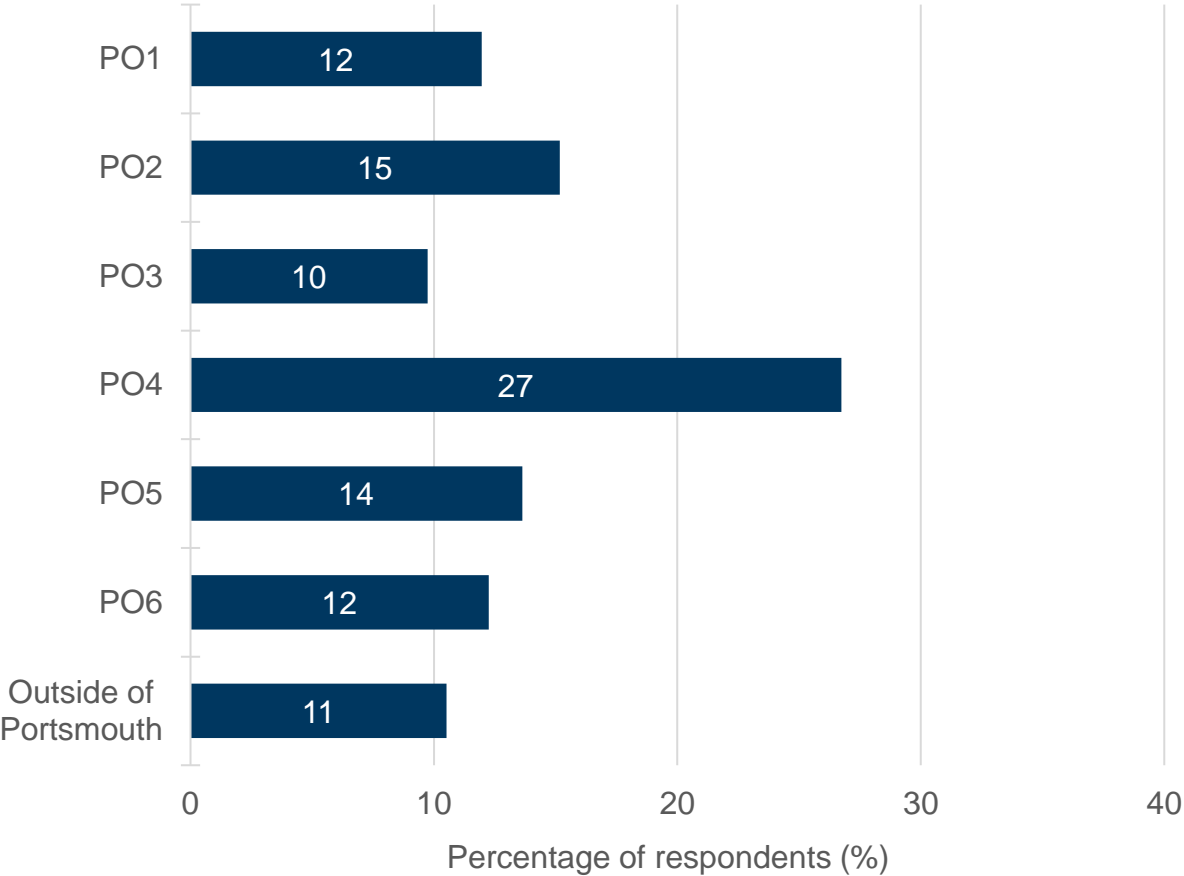
To improve public perceptions, councillors suggest more could be done to promote the positives and benefits of the rental e-scooter scheme. This could include the affordability and convenience, as well as benefits to the local community including the environmental benefits and potential to reduce congestion and parking issues. Councillors feel the scheme should improve routes for rental e-scooters, such as between the north and south of Portsmouth. councillors also suggest locations for parking racks to improve the scheme, including near public transport, at large workplaces, at popular leisure and event destinations, and areas with limited parking.



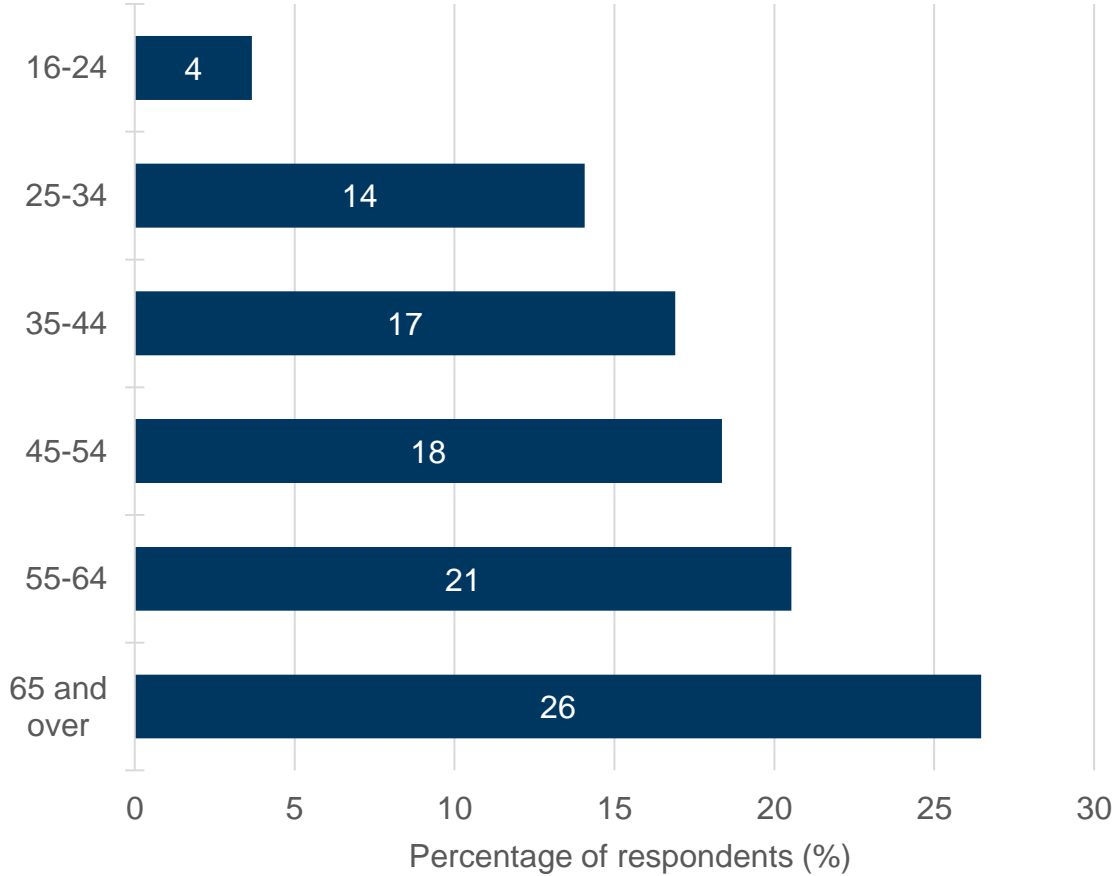
Who we engaged with

Postcode and age

Q: **‘What is your postcode?’** | Base: Total sample (3,119)



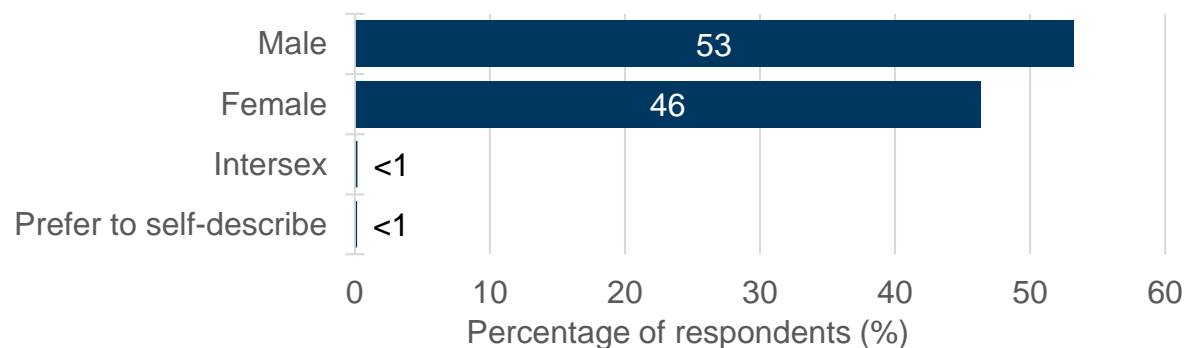
Q: **‘What is your age group?’** | Base: Total sample (2,864)



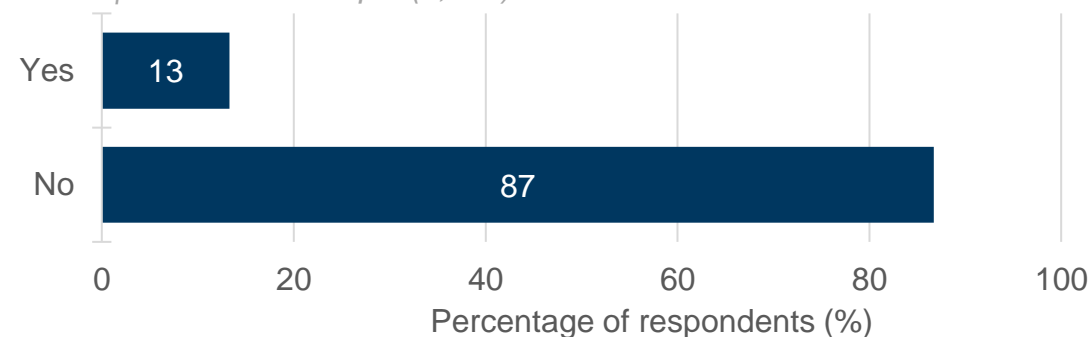
- The highest proportion of respondents live in PO4 (27%), whilst similar proportions live in PO2, PO5, PO1 and PO6. 11% of respondents live outside of Portsmouth
- There is a somewhat proportional split between all age groups of respondents apart from those aged 16-24, although respondent age is slightly skewed towards the older age groups
- Over a quarter of respondents are aged 65 and over (26%), over a fifth are aged 55-64 (21%). Just 4% are between 16-24

Gender, ethnicity, and disability

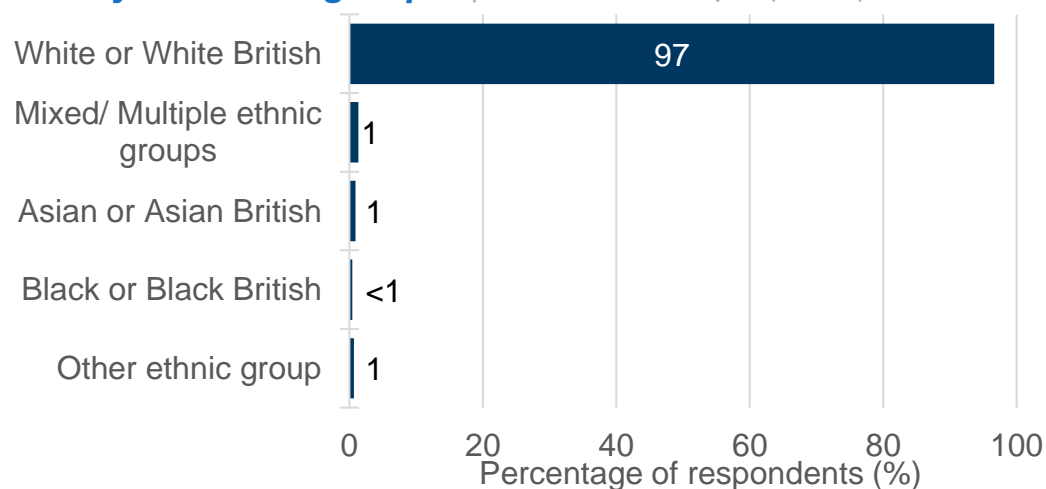
Q: **'What is your sex?'** | Base: Total sample (2,952)



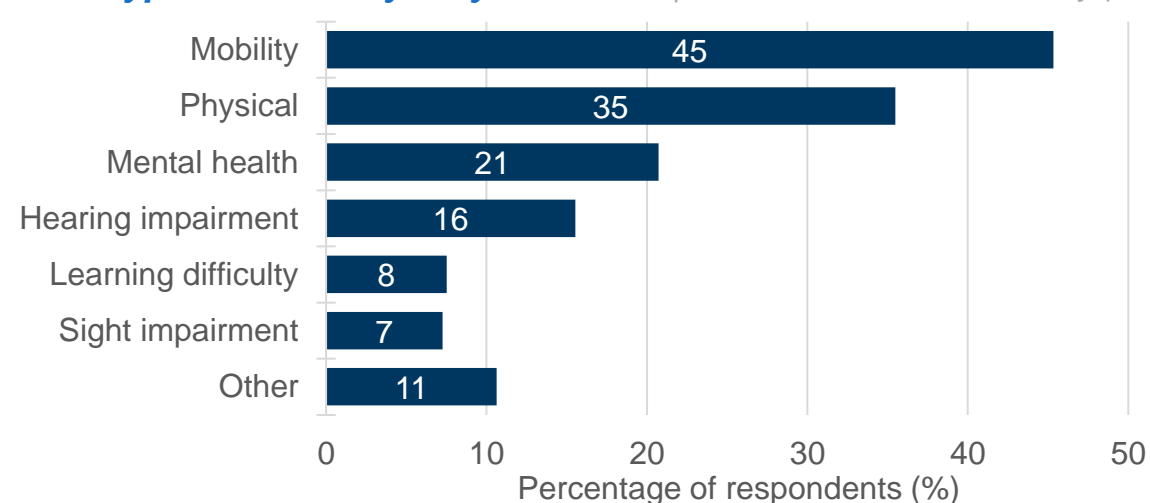
Q: **'Do you consider yourself to have a disability under the Equality Act 2010?'** | Base: Total sample (2,904)



Q: **'What is your ethnic group?'** | Base: Total sample (2,757)



Q: **'What type of disability do you have?'** | Base: Those with a disability (386)



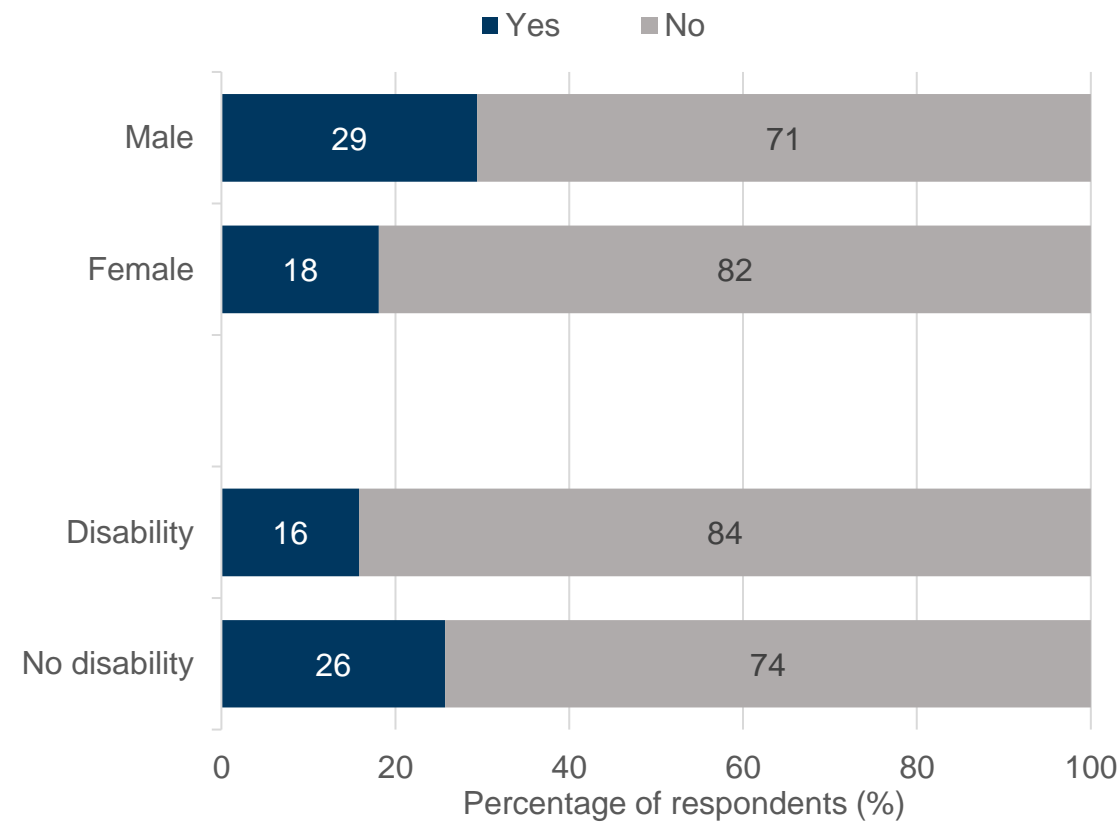
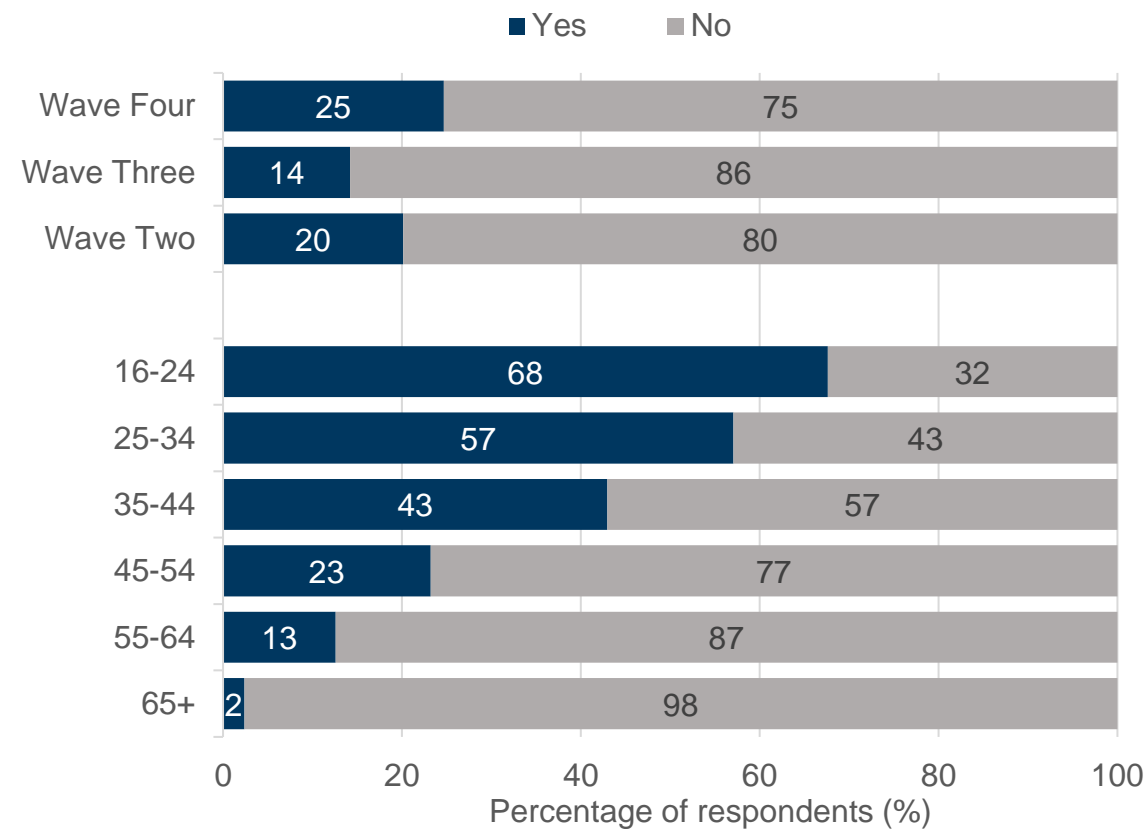
- Just over half of respondents are male (53%), 46% are female, whilst less than 1% are intersex or prefer to self-describe. Due to very small base sizes for intersex and those who prefer to self-describe, only male and female will be included in responses displayed according to respondent sex throughout the report
- The vast majority of respondents are White or White British (97%), 1% each belong to mixed/ multiple ethnic groups or are Asian or Asian British
- The majority of respondents do not have a disability (87%), whilst 13% do. The most common disabilities of respondents are mobility (45%) and physical (35%)



The e-scooter rental trial

Users of the trial

Q: **‘Have you used the e-scooter rental trial scheme in Portsmouth?’** | Base: left chart – from top to bottom (3,508), (1,991), (3,006) | (105), (403), (484), (526), (588), (758) | right chart – top to bottom (1,369), (1,572) | (386), (2,518)

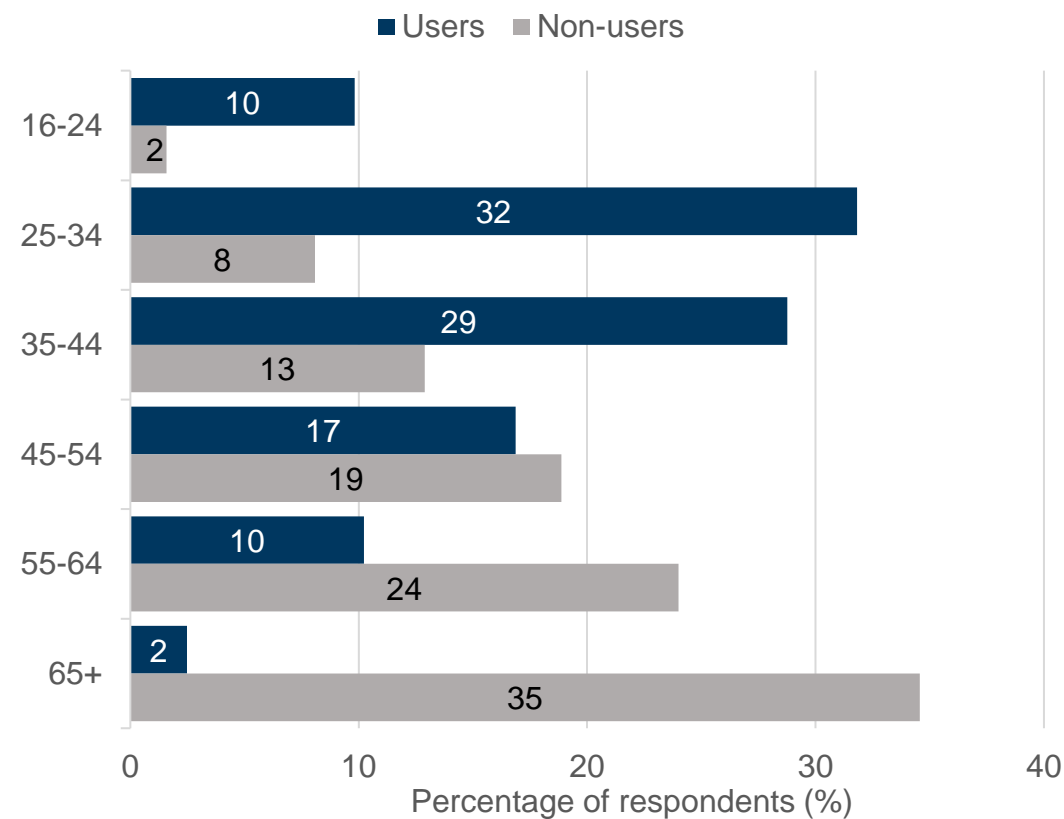


- A quarter of respondents have used the e-scooter rental trial scheme. This proportion is higher than in previous waves of research
- The younger the respondent, the more likely they are to have used the trial. The majority of respondents under 35 have used the e-scooter trial, whereas the majority of those 35 and over have not used the trial
- A higher proportion of males have used the trial compared to females (29% compared to 18%). Those without a disability appear more likely to have used the trial compared to those with a disability (26% compared to 16%)

User and non-user demographics

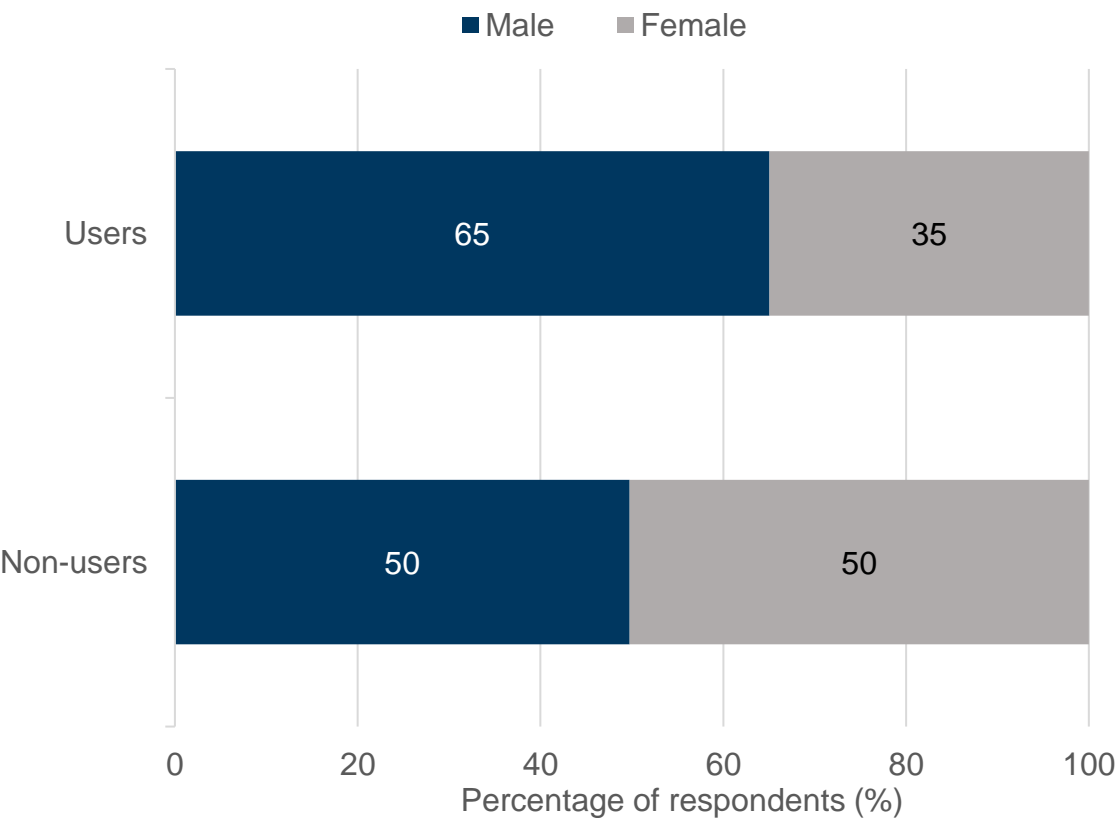
Q: *‘What is your age?’*

| Base: Users (723) | Non-users (2,141)



Q: *‘What is your sex?’*

| Base: Users (710) | Non-users (2,231)

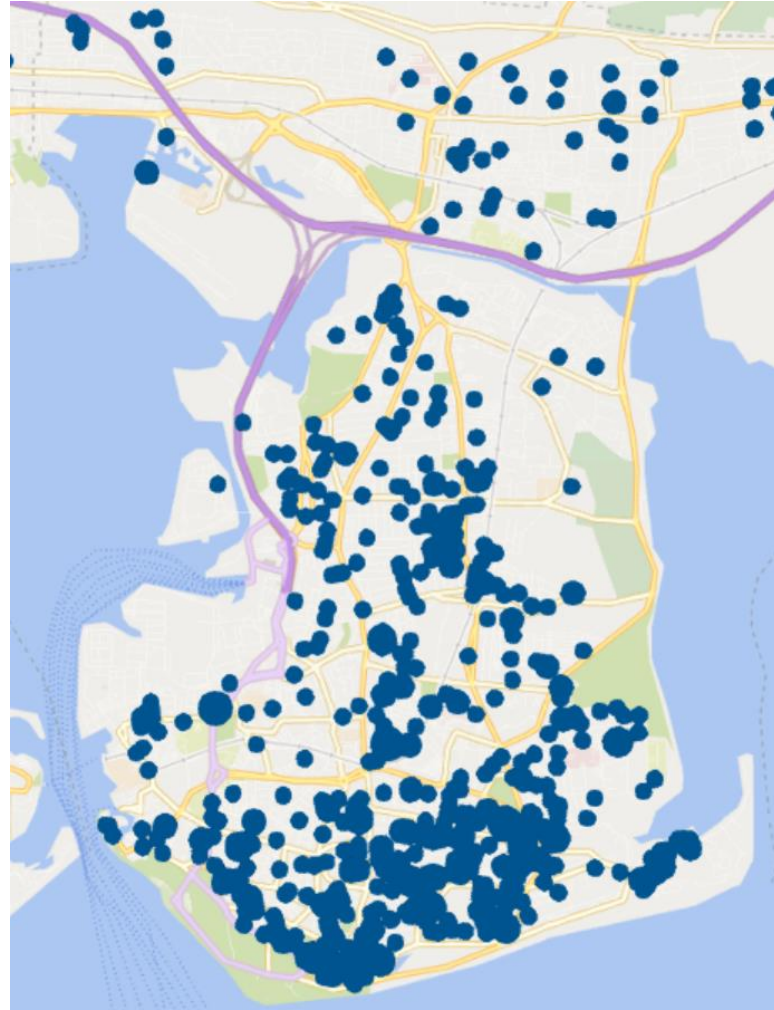


- The highest proportion of respondents who have used the trial are between the ages of 25-34 (32%) and 35-44 (29%). The age distribution of non-users of the trial is skewed towards the older age groups, with 35% of non-users being 65 or over
- Nearly two thirds of trial users are male (65%), whilst 35% are female. Non-users of the trial are evenly split between male and female respondents

User postcode map

Q: *'What is your postcode?'*

| Base: Users (727)

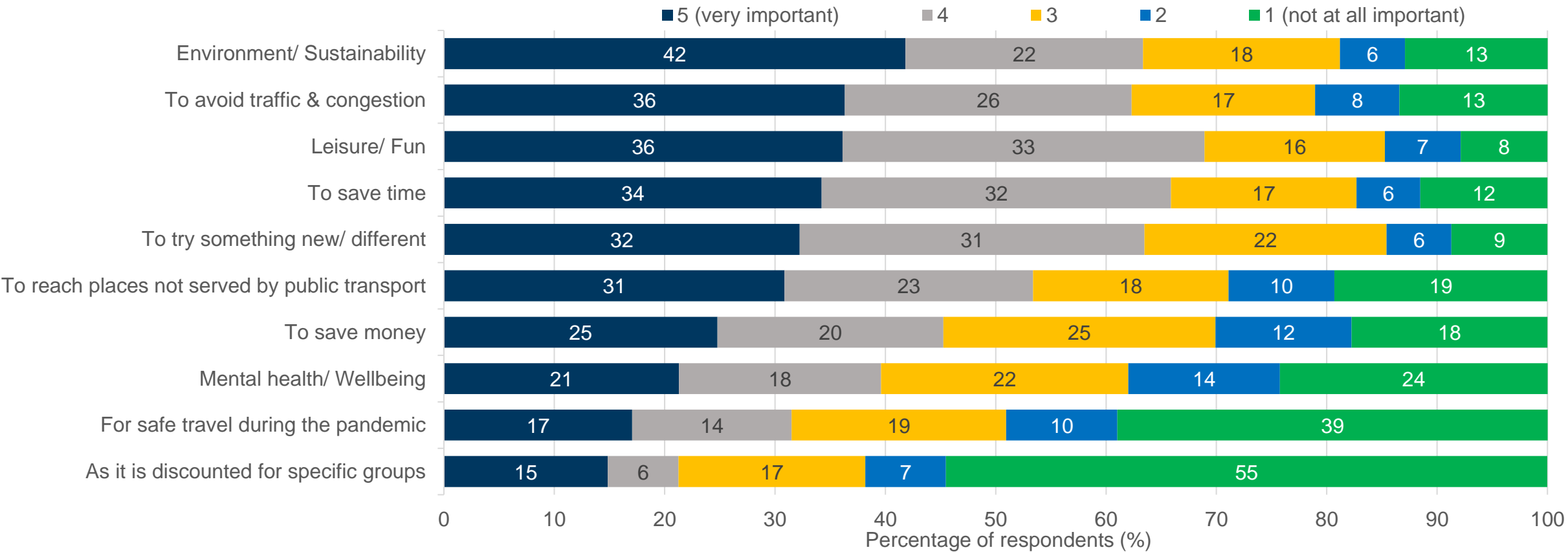


- This map shows the distribution of rental e-scooter trial users by postcode, within the PO1-PO6 area. Larger dots show a higher cluster of users in a particular postcode area
- Users appear to be heavily clustered around the Southsea area, largely in the area between Southsea common and the east side of Portsmouth (e.g. Eastney)
- There is a much sparser distribution of users in the north of Portsmouth in the PO6 region, in the Cosham and Drayton areas
- In between the north and south of Portsmouth, there is a reasonable distribution of users, although much fewer on the east side of the island

Usage and reason

Q: ‘Why have you decided to use the e-scooter rental trial scheme? (Please rate on a scale of 1 – 5 how important each factor is to you, 1 being not at all important and 5 being very important)’

Base: Trial users – top to bottom (813), (812), (814), (815), (816), (813), (811), (808), (803), (809)

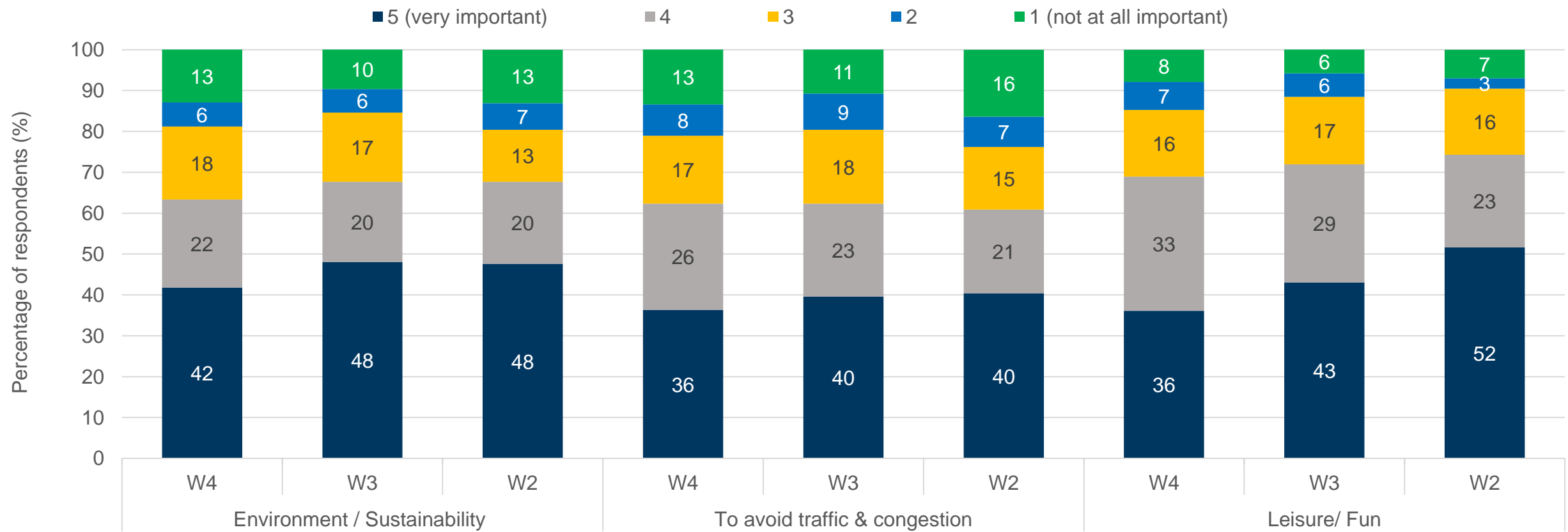


- The most important reason respondents have decided to use the rental e-scooter scheme is for the environment / sustainability, with 42% of respondents feeling this was very important to them. Over a third of respondents also ranked avoiding traffic and congestion (36%), for leisure / fun (36%) and to save time (34%) as very important reasons why they have used the trial
- ‘Other’ reasons respondents gave for deciding to use the trial scheme include the convenience of the scheme, to avoid issues with buses or taxis, and to not use a car

Usage and reason (comparison to previous waves)

Q: ‘Why have you decided to use the e-scooter rental trial scheme? (Please rate on a scale of 1 – 5 how important each factor is to you, 1 being not at all important and 5 being very important)’

Base: Trial users – left to right: (813), (260), (582) | (812), (260), (580) | (814), (260), (587)

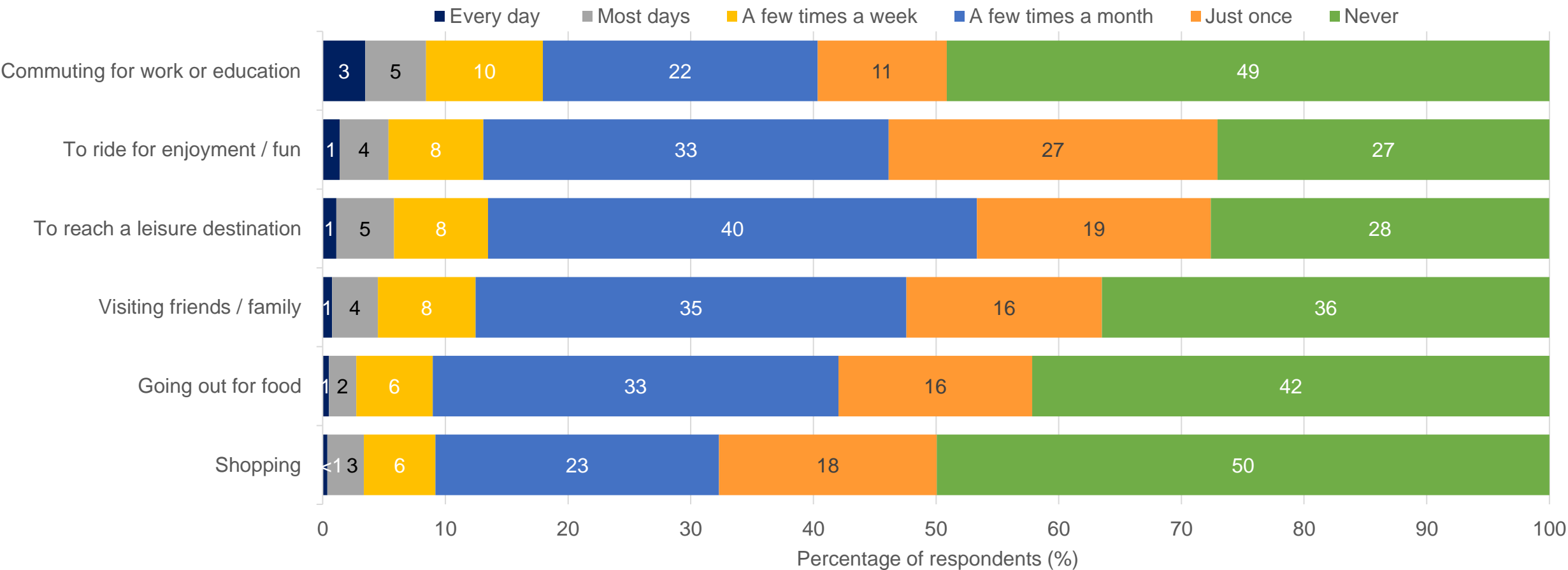


- Environment and sustainability remains the most important reason for using the rental trial scheme since Wave Two (August 2021), however, higher slightly proportions of respondents ranked environment and sustainability as very important in Wave Two and Three (6 percentage points higher than in Wave Four)
- Using the rental e-scooters for leisure or fun is decreasing as an important reason respondents are using the trial. In this wave of research riding for leisure or fun is ranked the third ‘very important’ reason respondents use the scheme, whereas in Wave Three this was the second most important reason, and in Wave Two this was the most important reason. Familiarity over time with the rental e-scooters is reducing the novelty factor as the trial goes on

Usage and purpose

Q: *‘How often have you used a rental e-scooters as part of your journey for each of these purposes?’*

Base: Trial users – top to bottom (808), (802), (808), (803), (804), (805)

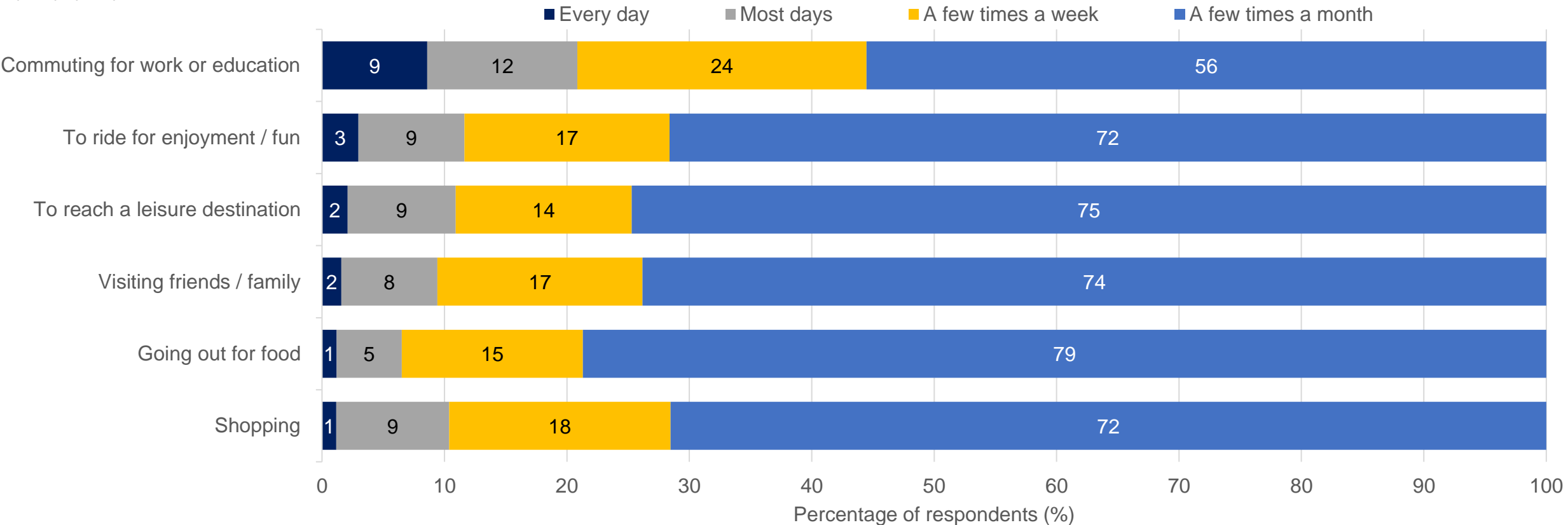


- Nearly a fifth of trial users use rental e-scooters a few times a week or more for commuting to work or education (18%)
- Over a tenth of trial users use rental e-scooters a few times a week or more to reach a leisure destination (14%), to ride for enjoyment/ fun (13%), or to visit friends or family (13%)
- However, around half of respondents have never used rental e-scooters for shopping (50%) or commuting for work or education (49%)

Usage and purpose – frequent travellers

Q: *‘How often have you used a rental e-scooters as part of your journey for each of these purposes?’*

Base: Trial users (frequent travellers - those who travel by rental e-scooter a few times a month or more for each purpose) – from top to bottom (326), (370), (431), (382), (338), (260)

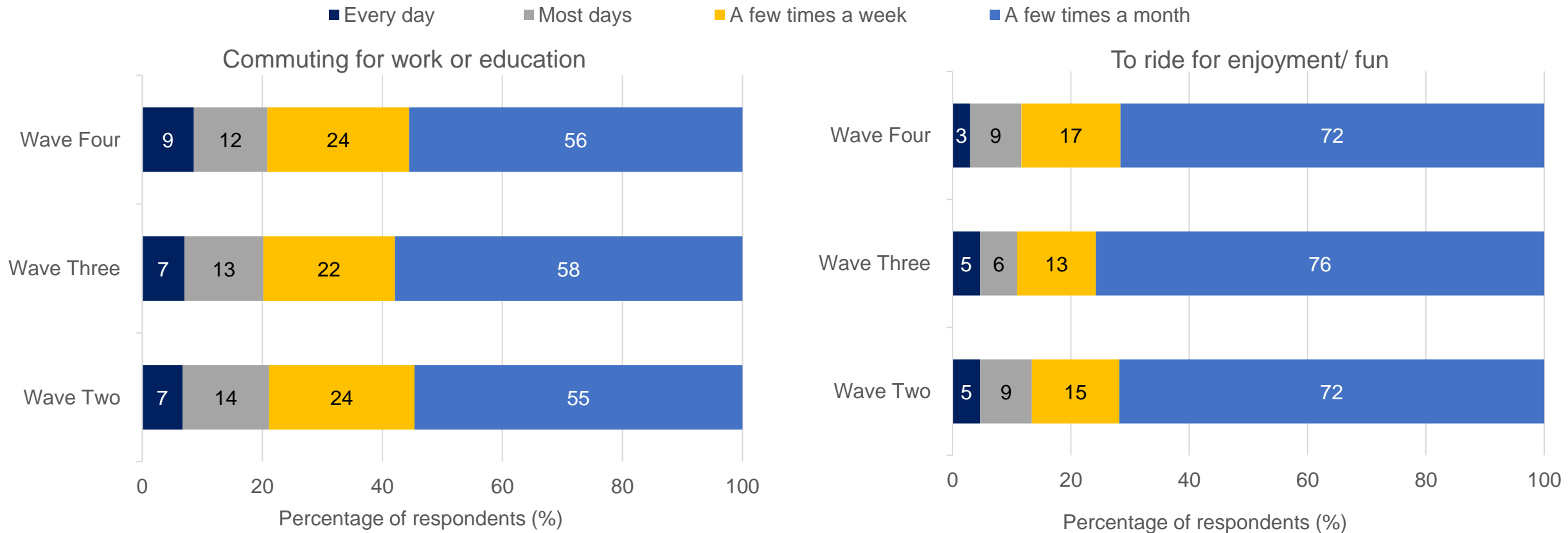


- The most common purpose frequent travellers use rental e-scooters every day or most days is for commuting for work or education (21%)
- 29% of frequent travellers use rental e-scooters a few times a week or more to ride for enjoyment/ fun
- Although only 1% of frequent travellers use rental e-scooters every day for shopping, 28% use rental e-scooters a few times a week or more for this purpose

Usage and purpose (frequent travellers) – comparison to previous waves

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

Base: Frequent travellers (those who travel by rental e-scooter a few times a month or more for each purpose) – left chart: W4 (326), W3 (114), W2 (194) | right chart: W4 (370), W3 (128), W2 (198)

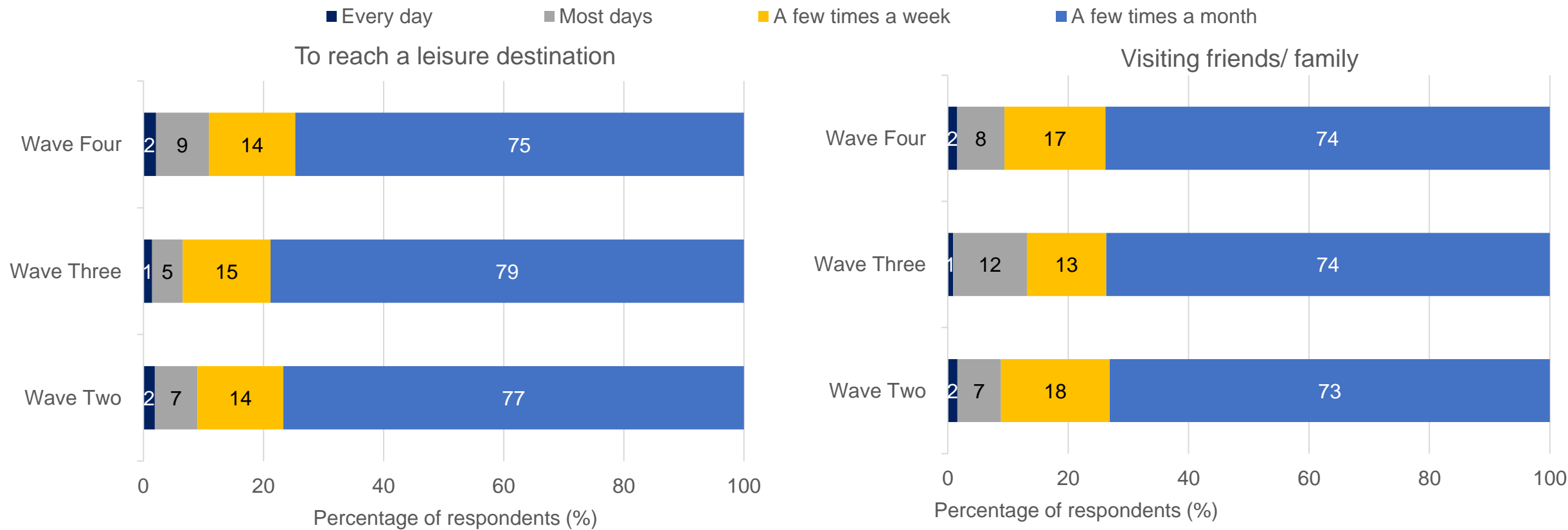


- Throughout the trial, around a fifth of trial users use rental e-scooters every or most days for commuting for work or education
- A slightly higher proportion of frequent travellers are commuting for work or education by rental e-scooters **every day** compared to previous waves
- Fewer frequent travellers are riding rental e-scooters for fun or enjoyment every day compared to previous waves of research (3% compared to 5% in waves two and three)

Usage and purpose (frequent travellers) – comparison to previous waves

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

Base: Frequent travellers (those who travel by rental e-scooter a few times a month or more for each purpose) – left chart: W4 (431), W3 (101), W2 (204) | right chart: W4 (382), W3 (137), W2 (266)

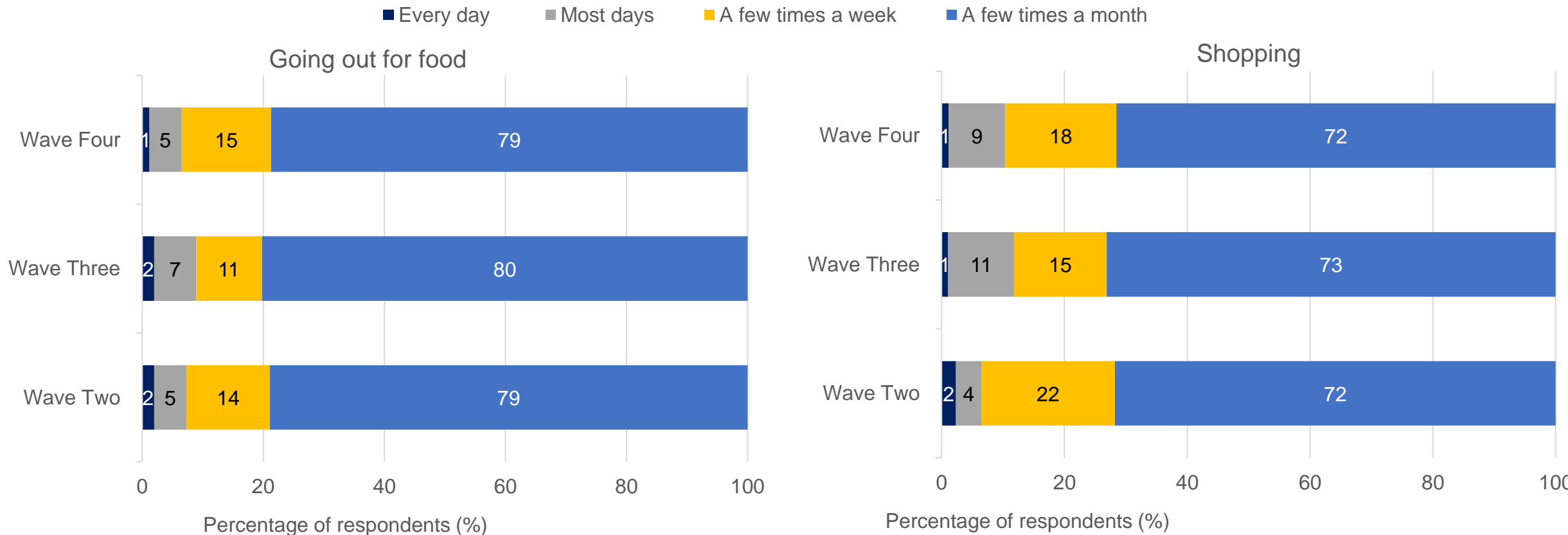


- Trial users are generally travelling by rental e-scooter to reach a leisure destination or visit friends and family at the same frequency throughout the trial
- A slightly higher proportion of frequent travellers use rental e-scooters a few times a week or more to reach a leisure destination compared to previous waves of research (25% in Wave Four, compared to 21% and 23% in Wave Three and Wave Two)
- Throughout the trial, around a quarter of trial users travel by rental e-scooter a few times a week or more to visit friends and family

Usage and purpose (frequent travellers) – comparison to previous waves

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

Base: Frequent travellers (those who travel by rental e-scooter a few times a month or more for each purpose) – left chart: W4 (338), W3 (93), W2 (170) | right chart: W4 (260), W3 (114), W2 (249)

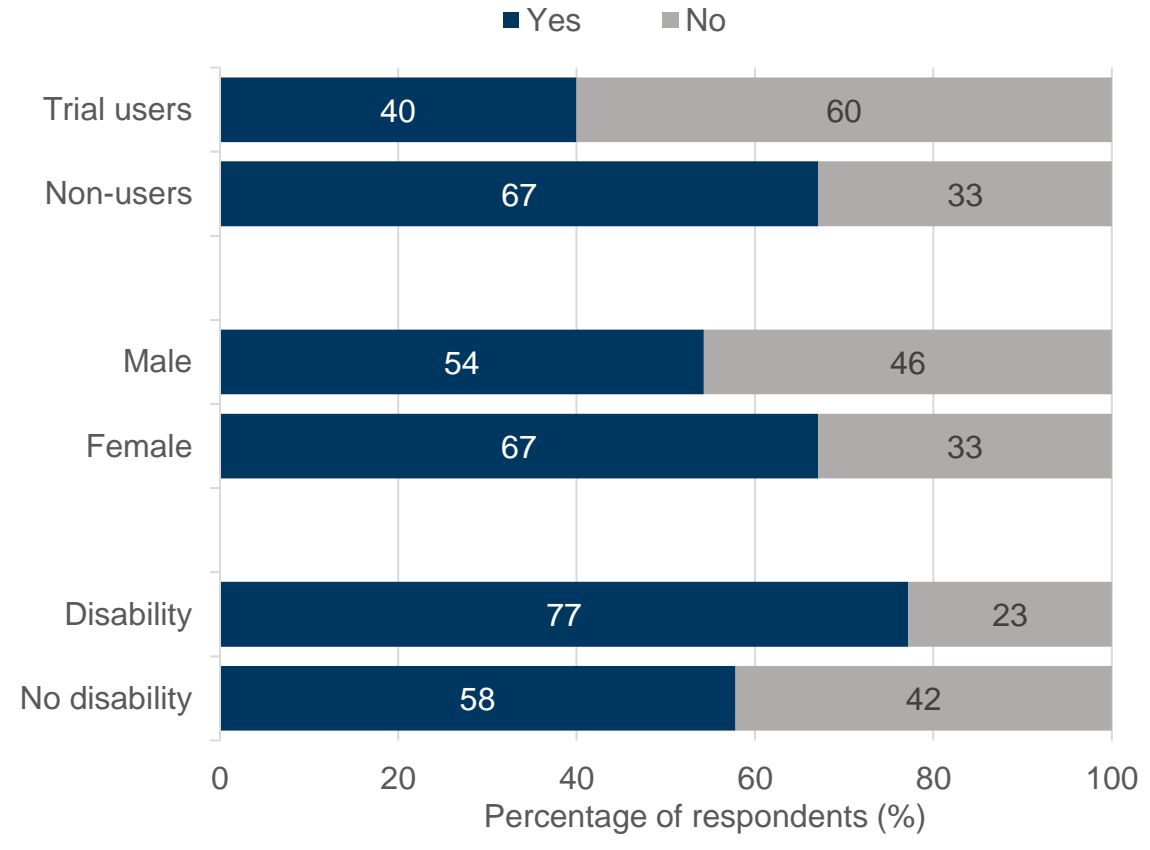
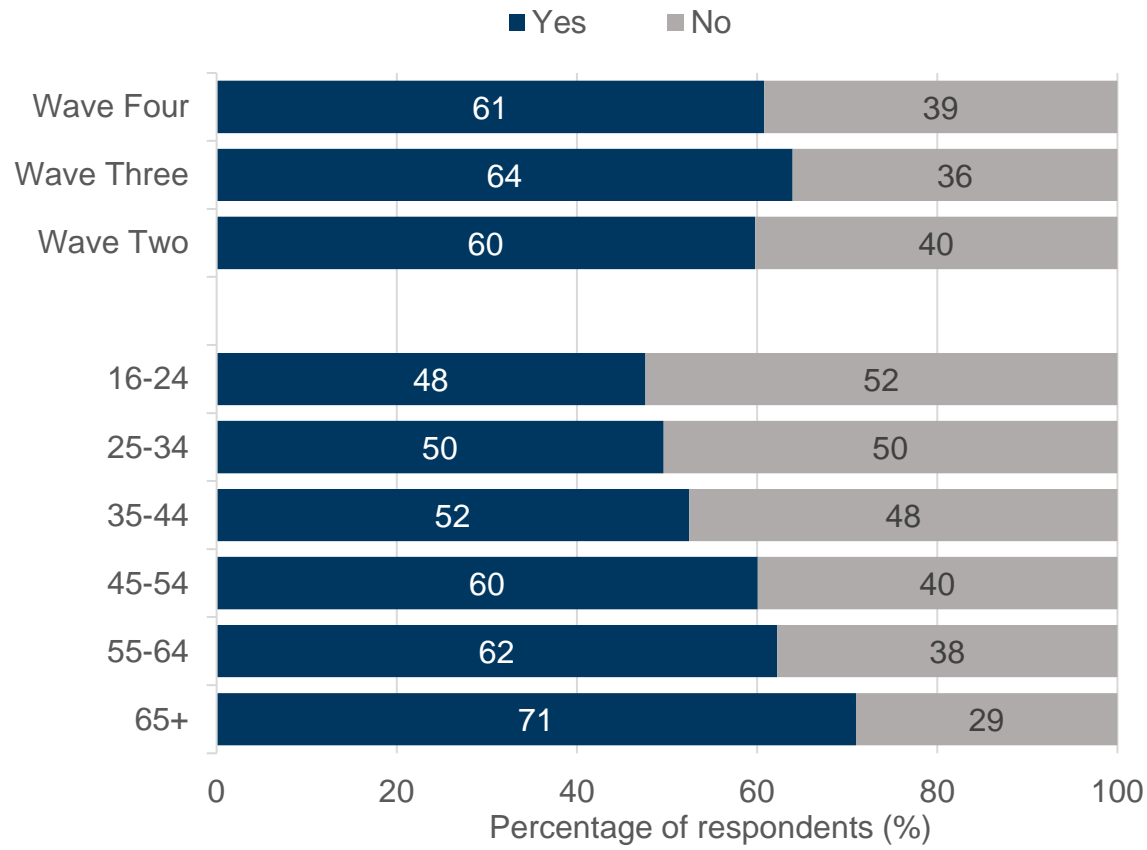


- Throughout the duration of the trial, around a fifth of frequent travellers use rental e-scooters a few times a week or more to go out for food
- Very few frequent travellers continue to use rental e-scooters every day for shopping throughout the trial, however similar proportions use them most days or a few times a week (28% in Wave Four and Wave Two, 27% in Wave Three)

Prevented use

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

Base: left chart – top to bottom (3,429), (1,948), (2,960) | (105), (403), (484), (526), (588), (758) | right chart – top to bottom (798), (2,631), (1,572), (1,369), (386), (2,518)

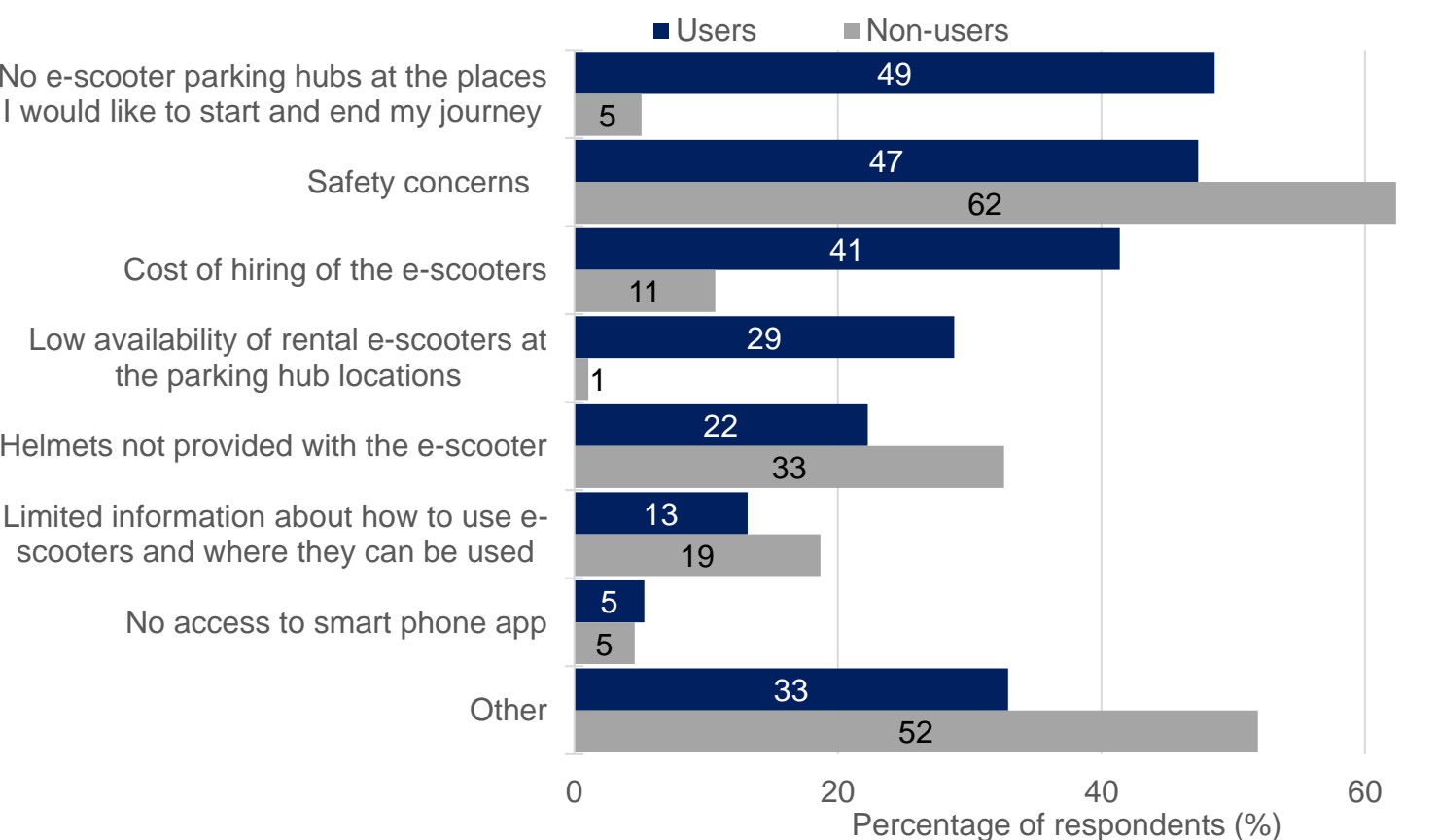


- A similar proportion of respondents feel there is something that has prevented them or would prevent them using the e-scooter rental trial in the future compared to previous waves (61%)
- The older the respondent the more likely they are to feel something has or would prevent them from using the trial
- Trial users are less likely to feel that something has or would prevent them from using the trial compared to non-users, although 40% of trial users still feel something has or would prevent them. Females are more likely than males to feel something has or would prevent them, as well as those with a disability compared to those without a disability

Barriers to using the rental e-scooter trial

Q: *‘What reasons have prevented you / would prevent you from using the e-scooter rental trial in the future?’*

Base: Trial users who felt something has or would prevent them using the scheme (319) | Non-users who felt something has or would prevent them using the trial (1,766)



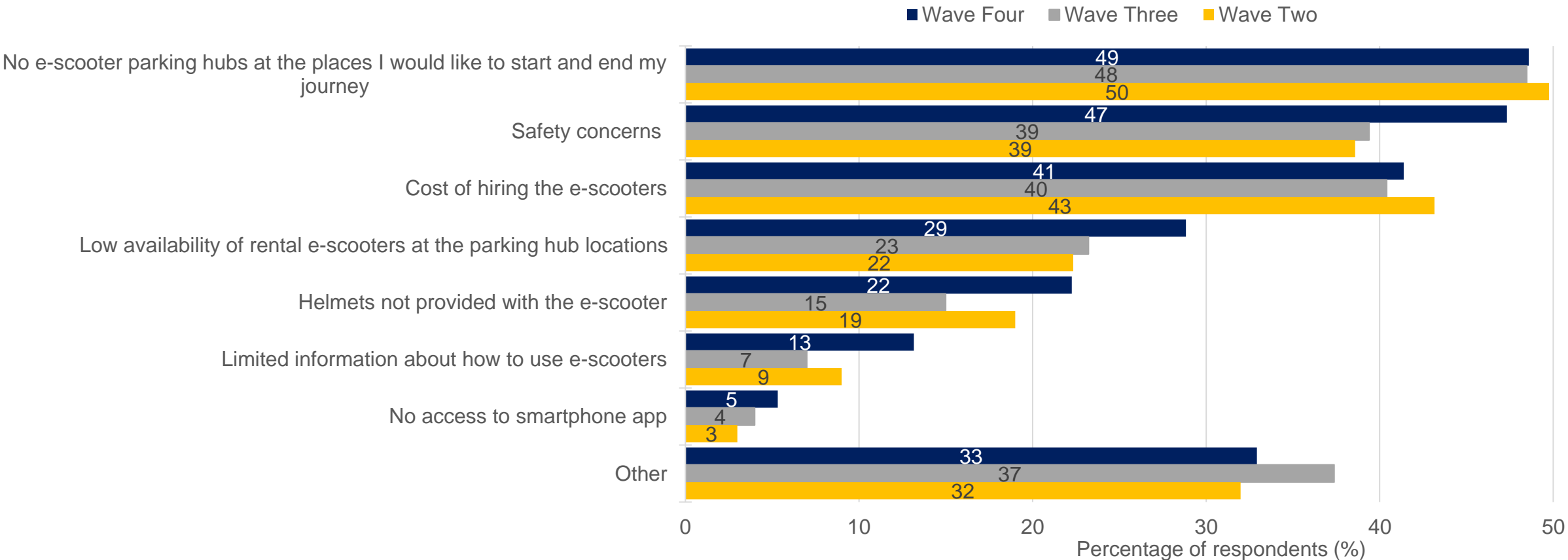
'Other' comments (Base: 2,060)	%
They are dangerous	14
Unsuitable for personal characteristics (e.g. age, disability, have children)	12
Misuse by other riders	7
Lack of infrastructure/ appropriate road conditions	3
Issues with scooter design/ app/ scheme	3
Do not want to use them/ disagree with them	3
No driving license	3
No need to use one/ use other active or sustainable travel	3
Lack of confidence/ opportunity to train or practice	2
Full parking hubs/ lack of parking	1
No comment	50
Other	4

- For trial users, no e-scooter parking hubs at the places they would like to start or finish their journey is the main reason that may prevent them from using the trial (49%), followed by safety concerns (47%). For non-trial users, safety concerns are the most common reason preventing them from using the trial (62%)
- 41% of trial users feel the cost of hiring the e-scooters has or would prevent them from using the trial, whereas only 11% of non-users feel this has prevented them
- A third of non-users feel helmets not being provided with the e-scooter have prevented them from using the trial, whereas 22% of trial users feel this would prevent them
- The highest proportion of respondents who left 'other' comments feel the e-scooters are dangerous (14%) or are unsuitable for their personal characteristics (12%). Others are put off by the misuse by other riders (7%), the lack of infrastructure (3%), or issues with the scooter design, app or functionality of the scheme (3%), among other reasons

Barriers to using rental e-scooters (users) – comparison to previous waves

Q: *‘What reasons have prevented you / would prevent you from using the e-scooter rental trial in the future?’*

Base: Trial users who felt something has or would prevent them using the scheme – W4 (319), W3 (99), W2 (197)

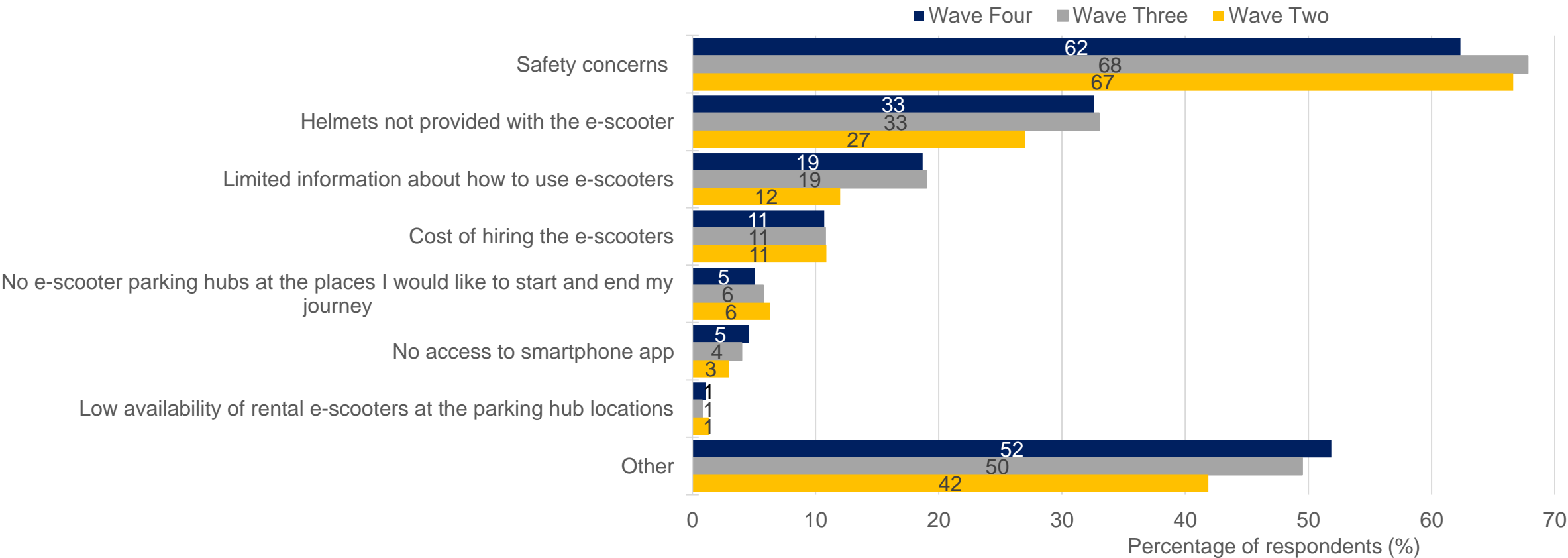


- No e-scooter parking hubs at the places they would like to start or end their journeys has remained the most common reason trial users feel has or would prevent them using the rental e-scooter trial, with about half of trial users in each wave of research selecting this reason
- A higher proportion of trial users in Wave Four feel safety concerns have or would prevent them using the rental e-scooters compared to previous waves of research
- Compared to the last wave of research (Wave Three) a slightly higher proportion of trial users in Wave Four feel that low availability of rental e-scooters at parking hub locations and helmets not being provided with the e-scooter have or would prevent them using the rental e-scooters

Barriers to using rental e-scooters (non-users) – comparison to previous waves

Q: *‘What reasons have prevented you / would prevent you from using the e-scooter rental trial in the future?’*

Base: Non-users who felt something has or would prevent them using the trial – W4 (1,766), W3 (1,131), W2 (1573)



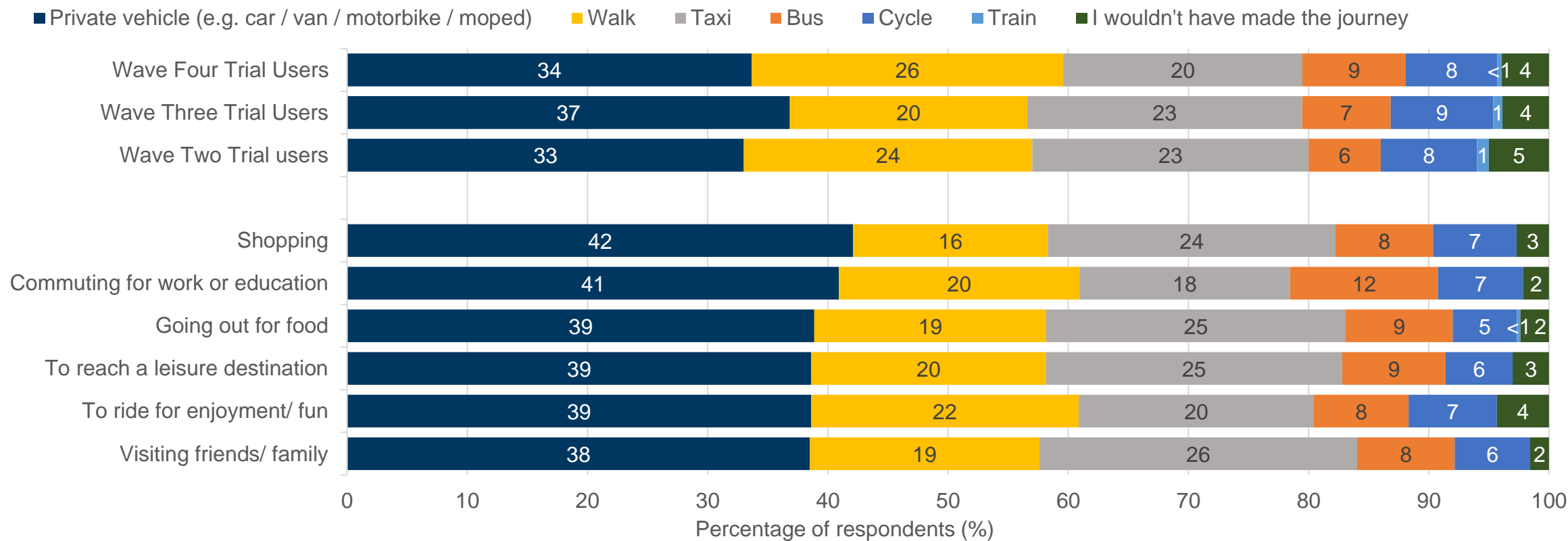
- Slightly fewer non-trial users in Wave Four feel safety concerns have or would prevent them from using the e-scooter rental trial compared to previous waves of research
- Helmets not being provided with the e-scooter remains the second most common reason preventing rental e-scooter use across all waves
- The same proportion of non-trial users across Wave Three and Wave Four (19%) feel limited information about how to use the e-scooters has or would prevent them using the rental trial, this has increased since Wave Two (12%)
- In Wave Three, half of non-trial users left ‘other’ reasons which have prevented them from using the trial. Similar to Wave Four, for the total sample in Wave Three these reasons included feeling the e-scooters are dangerous, personal access issues including age and mobility, a lack of appropriate infrastructure, and the use by other riders



Travel choices

Other forms of transport

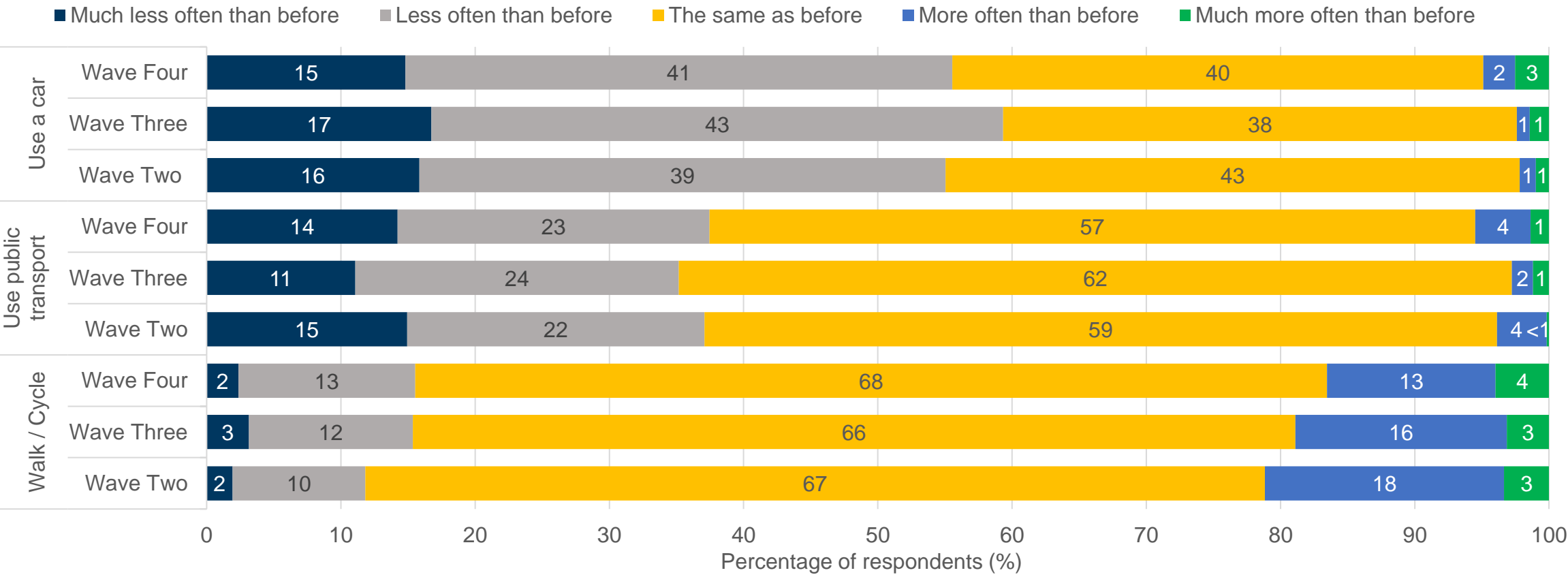
Q: **‘Thinking back to your last rental e-scooter trip, what mode of transport would you have used for your journey if you had not used an electric scooter?’** | Base: Trial users - W4 (814) | W3 (258) | W2 (569) | Frequent travellers (trial users who use rental e-scooters for each journey purpose a few times a month or more) – top to bottom (259), (325), (337), (430), (368), (382)



- The highest proportion of respondents would have used a private vehicle for their last rental e-scooter journey (34%), this has remained consistent across all waves of research. A further 20% would have used a taxi if they had not used a rental e-scooter for their last e-scooter journey, whilst 26% would have walked
- Nearly a tenth of respondents would have travelled by bus if they had not used a rental e-scooter for their last journey (9%), this is slightly higher than in previous waves
- The majority of trial users who frequently (a few times a month or more) use rental e-scooters for various journeys would have travelled by private vehicle or a taxi for their last rental e-scooter journey. This is highest for those who frequently use rental e-scooters for shopping – two thirds would have used a private vehicle or taxi for their last journey

Other forms of transport

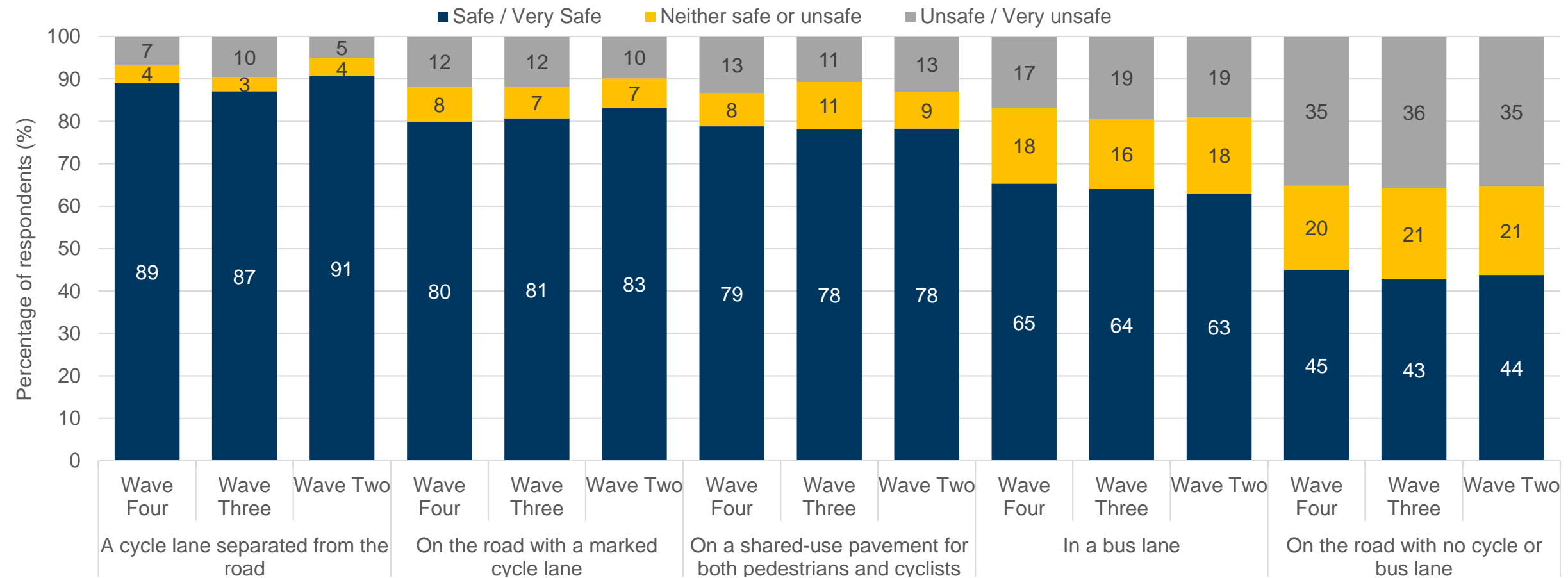
Q: **‘As a result of the e-scooter rental trial, do you now...?’** | Base: Car – W4 (675), W3 Trial users (256), W2 Trial users (571) | Public transport – W4 Trial users (801), W3 Trial users (253), W2 Trial users (569) | Walk / cycle – W4 Trial users (804), W3 Trial users (254), W2 Trial users (567)



- The majority of trial users use a car less often than before as a result of the e-scooter rental trial (56%). This has remained relatively consistent with previous waves of research
- 37% of trial users use public transport less often than before as a result of the trial, remaining fairly consistent with previous waves. The majority use public transport the same amount as before (57%)
- Consistent with previous waves, the majority of trial users walk or cycle the same as before as a result of the rental trial (68%), whilst 15% walk or cycle less than before, and 17% walk or cycle more than before

Safety whilst riding

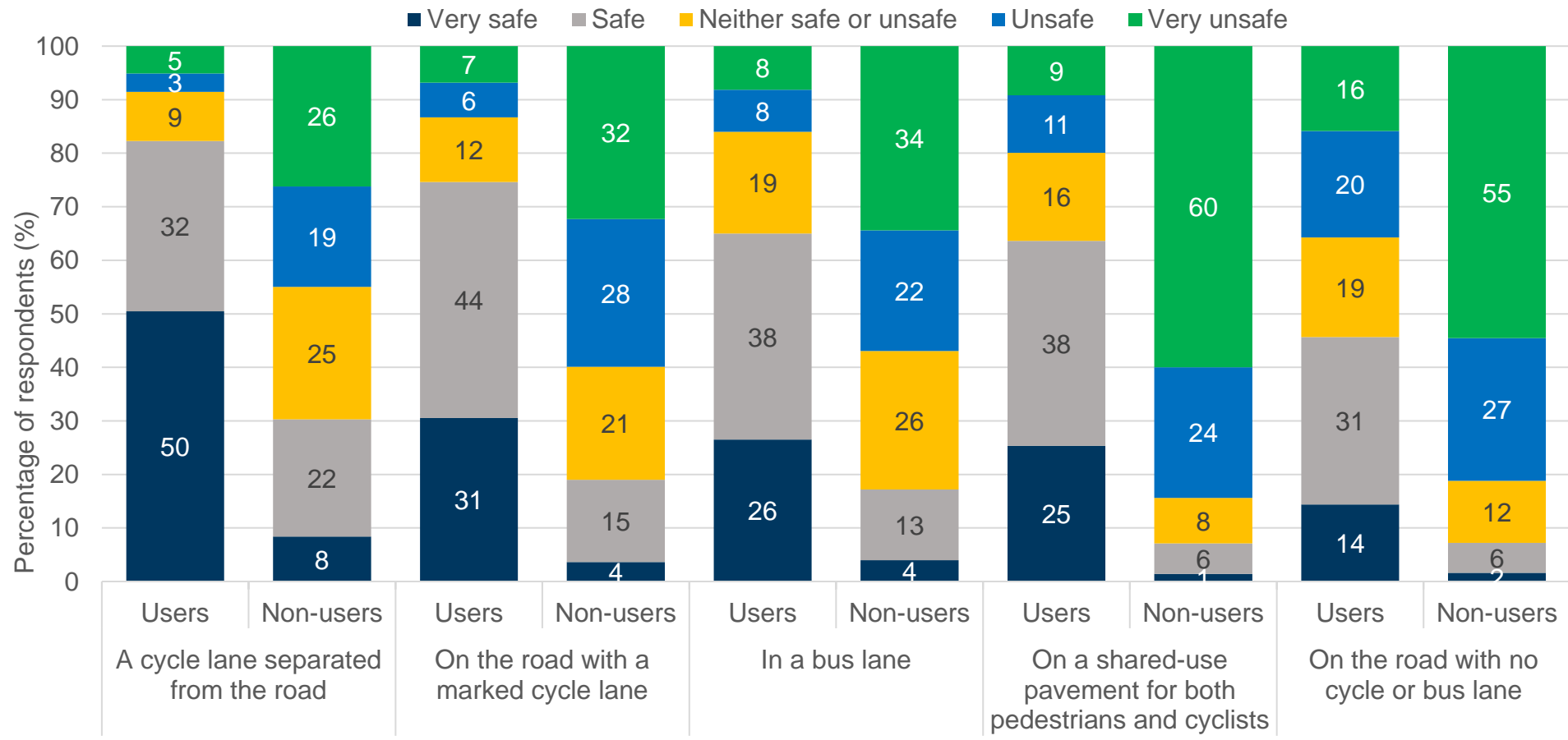
Q: ***'If you have used an e-scooter as part of the rental trial, where have you felt safe riding it?'*** | Base: Trial users – left to right W4 (822), W3 (270), W2 (589) | W4 (826), W3 (269), W2 (589) | W4 (823), W3 (270), W2 (590) | W4 (814), W3 (266), W2 (589) | W4 (827), W3 (270), W2 (594)



- Consistent with previous waves, trial users feel most safe riding a rental e-scooter in a cycle lane separated from the road (89% safe or very safe)
- Throughout the trial, over three quarters of trial users feel safe or very safe riding rental e-scooters on the road with a marked cycle lane (80% in Wave Four) or on a shared-use pavement for both pedestrians and cyclists (79% in Wave Four)
- Trial users consistently feel least safe riding rental e-scooters on the road with no cycle or bus lane (35% feel unsafe or very unsafe in Wave Four)

Safety – sharing spaces

Q: *‘Thinking about any occasions where you were sharing space with people using e-scooters, how safe did you feel?’* | Base: left to right
(761), (2,425) | (760), (2,452) | (751), (2,387) | (762), (2,508) | (758), (2,467)



'Other' comments (Base: 3,282)	%
Unsafe in pedestrian only spaces/ pavements	3
Greater concern about unsafe riders	2
Unsafe when weaving/ not using provided lanes correctly	2
Feel unsafe anywhere	<1
Problem with illegal scooters	<1
No relevant comment	91
Other	2

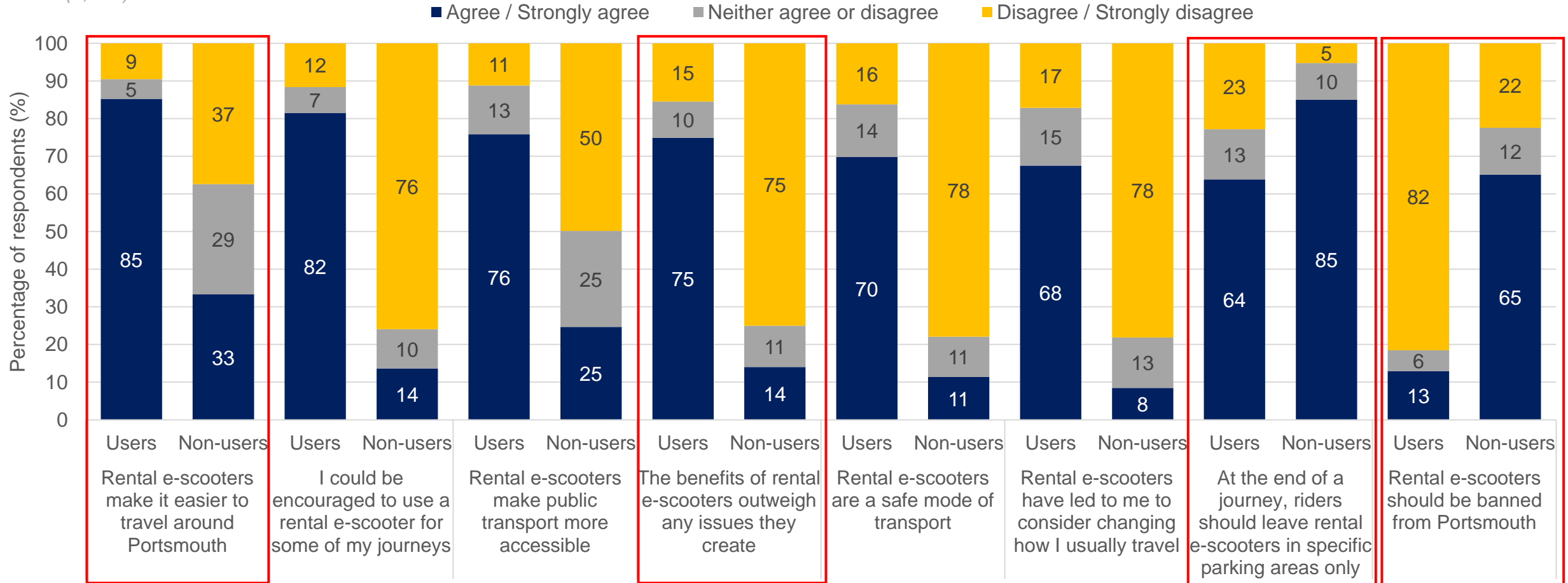
- Overall, trial users feel more safe sharing spaces with people using e-scooters than non-trial users
- Half of trial users feel very safe sharing a cycle lane separated from the road with people using e-scooters, with a further 32% feeling safe here. However, only 30% of non-trial users feel safe or very safe sharing this space with people using e-scooters, although this is higher than other areas
- Both trial users and non-users feel least safe sharing the road with no cycle or bus lane with rental e-scooter riders (36% of users and 82% of non-users feel unsafe or very unsafe)



Attitudes towards e-scooters

Agree or disagree, users and non-users

Q: *'To what extent do you agree or disagree with the following statements regarding the rental e-scooter trial?'* | Base: Trial users (758) | Non-users (2,502)

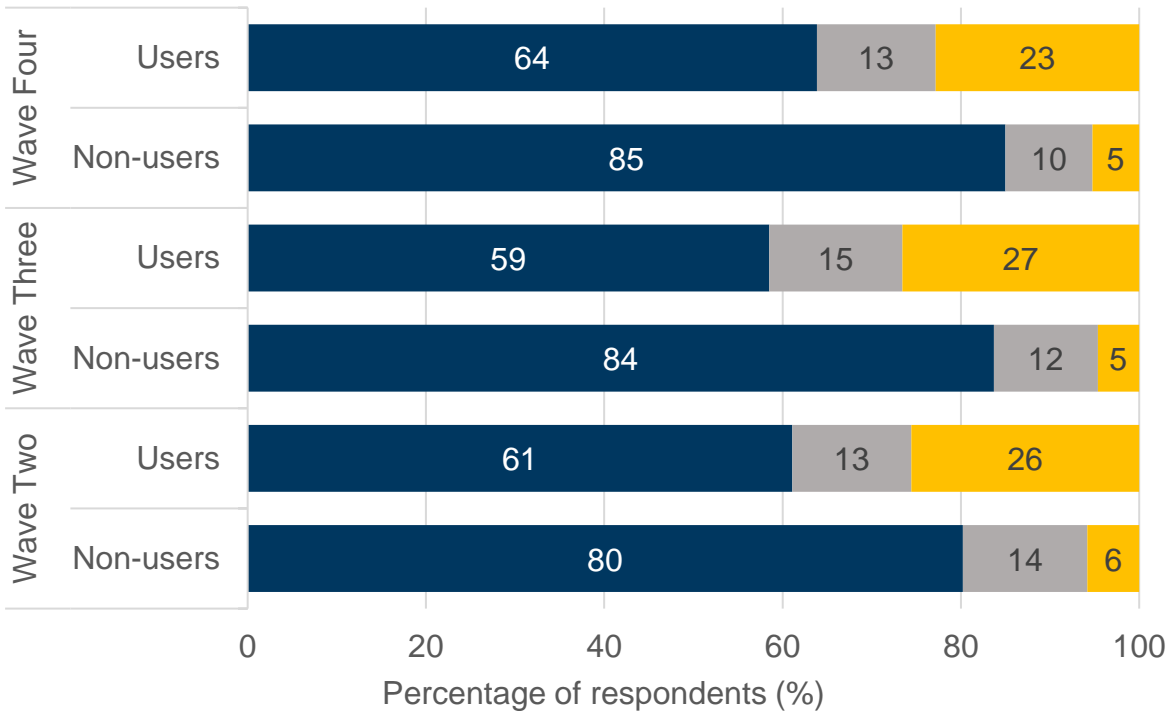


- Overall, opinions are largely polarised between users and non-users
- The highest proportion of users feel that rental e-scooters make it easier to travel around Portsmouth (85%), along with one third of non-users
- The majority of both users and non-users agree that at the end of a journey, riders should leave rental e-scooters in specific parking areas only (64% users and 85% non-users)
- Three quarters of users agree that the benefits of rental e-scooters outweigh any issues they create, whereas the same proportion of non-users disagree with this statement
- The majority of users disagree that rental e-scooters should be banned from Portsmouth (82%), whereas just under two thirds of non-users agree with this statement (65%)

Agree or disagree, comparison to previous waves

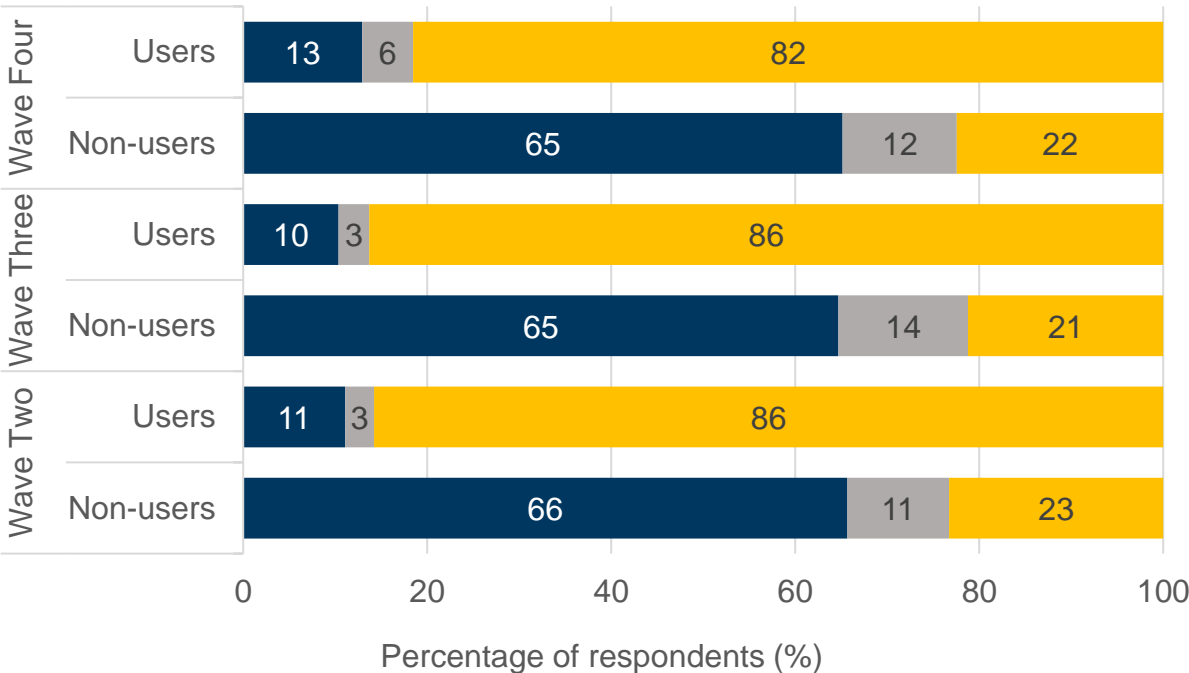
Q: *‘At the end of a journey, riders should leave rental e-scooters in specific parking areas only’* | Base: W4 (758), (2,502) | W3 (241), (1,576) | W2 (540), (2,309)

■ Agree / Strongly agree ■ Neither agree or disagree ■ Disagree/ Strongly disagree



Q: *‘Rental e-scooters should be banned from Portsmouth’* | Base: W4 (758), (2,502) | W3 (241), (1,584) | W2 (541), (2,315)

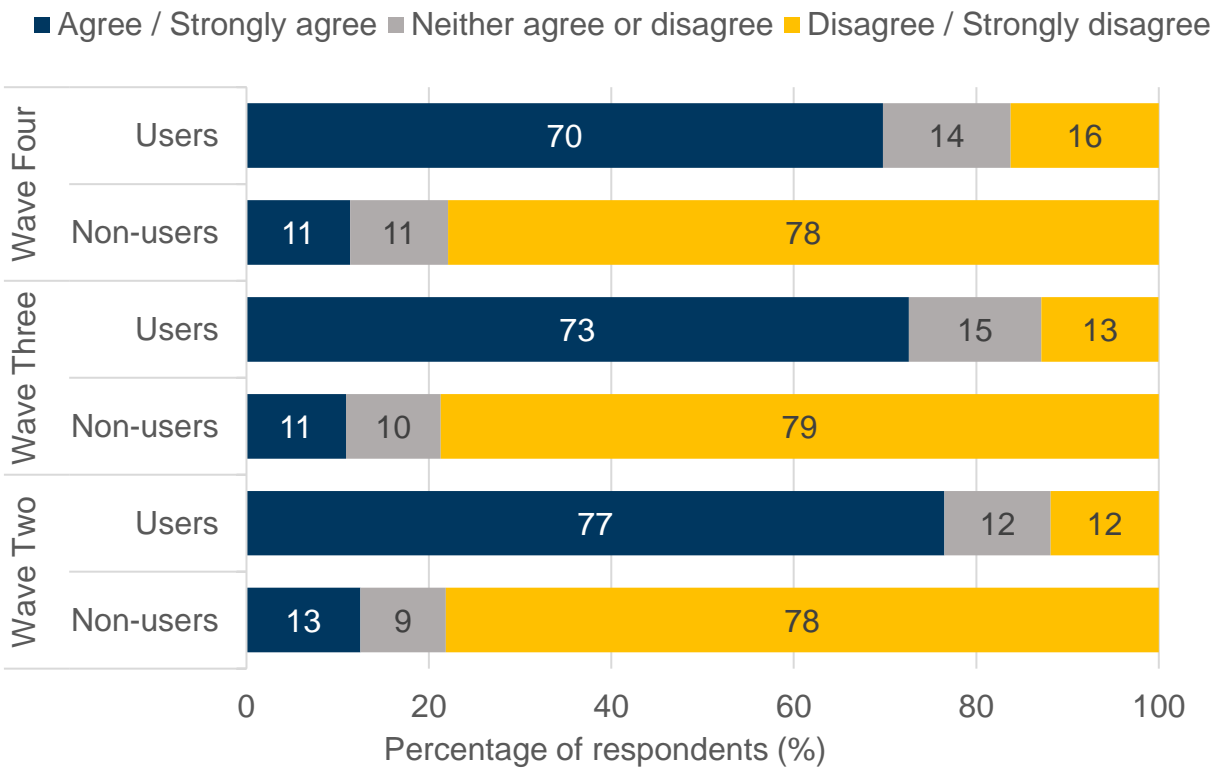
■ Agree / Strongly Agree ■ Neither agree or disagree ■ Disagree / Strongly disagree



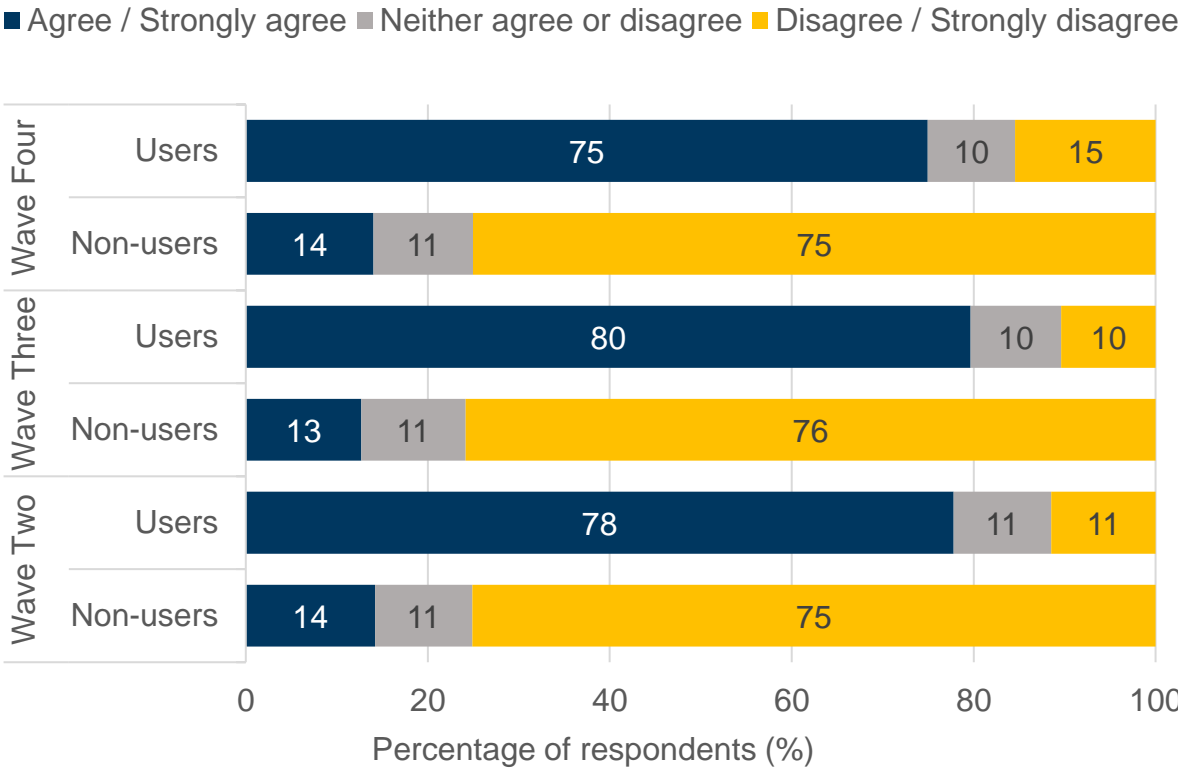
- Non-trial users agree or strongly agree with these two statements the most. Attitudes towards these statements have remained consistent throughout the trial
- Non-trial user agreement that riders should leave rental e-scooters in specific parking areas only has remained the same since Wave Three, but a slightly higher proportion of trial users agree or strongly agree with this statement compared to previous waves (64% compared to 59% in W3 and 61% in W2)
- The proportion of non-users who agree or strongly agree that rental e-scooters should be banned from Portsmouth has remained consistent with previous waves (around two thirds), although a slightly higher proportion of trial users agree with this statement compared to previous waves

Agree or disagree, comparison to previous waves

Q: *‘Rental e-scooters are a safe mode of transport’* | Base: W4 (758), (2,502) | W3 (241), (1,590) | W2 (540), (2,317)



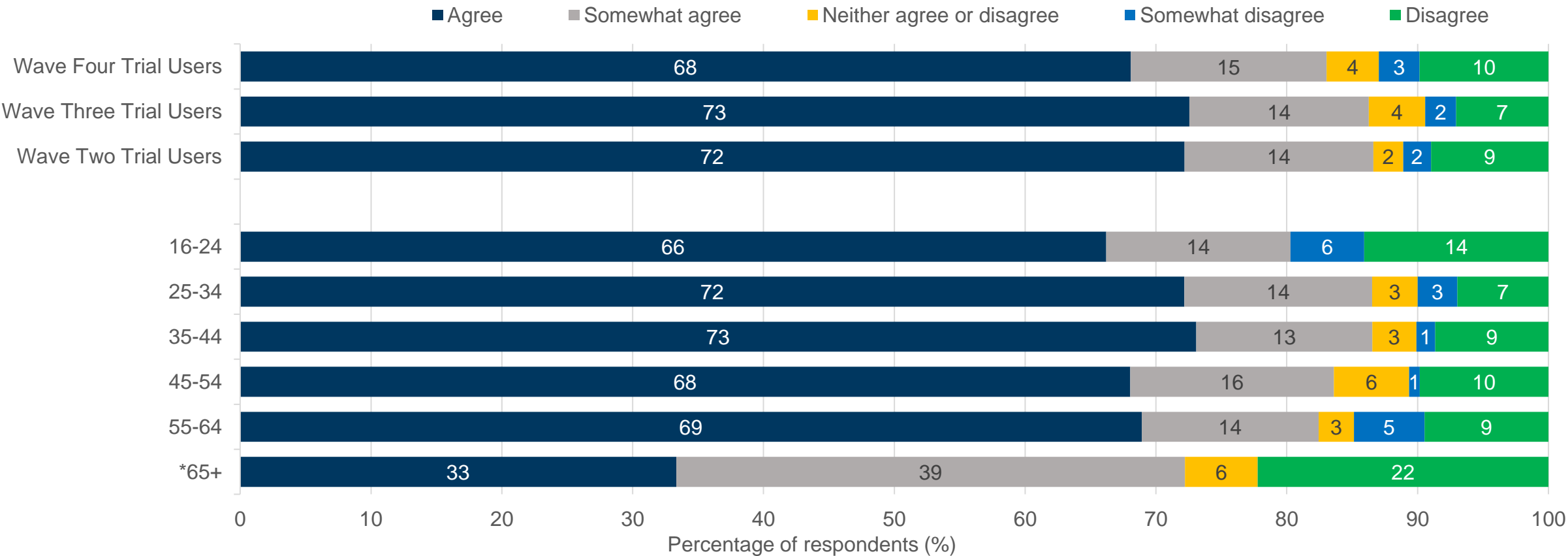
Q: *‘The benefits of rental e-scooters outweigh any issues they create’* | Base: W4 (758), (2,502) | W3 (241), (1,578) | W2 (540), (2,311)



- Agreement among non-users that rental e-scooters are a safe mode of transport has remained relatively consistent throughout the trial (11% agree in Wave Four and Three, 13% in Wave Two). The majority of trial users agree that rental e-scooters are a safe mode of transport, however, this figure has slightly decreased since earlier waves of research
- A slightly smaller proportion of trial users agree that the benefits of rental e-scooters outweigh any issues they create compared to previous waves; agreement has remained relatively consistent for non-users for this statement throughout the trial

Recommending using rental e-scooters

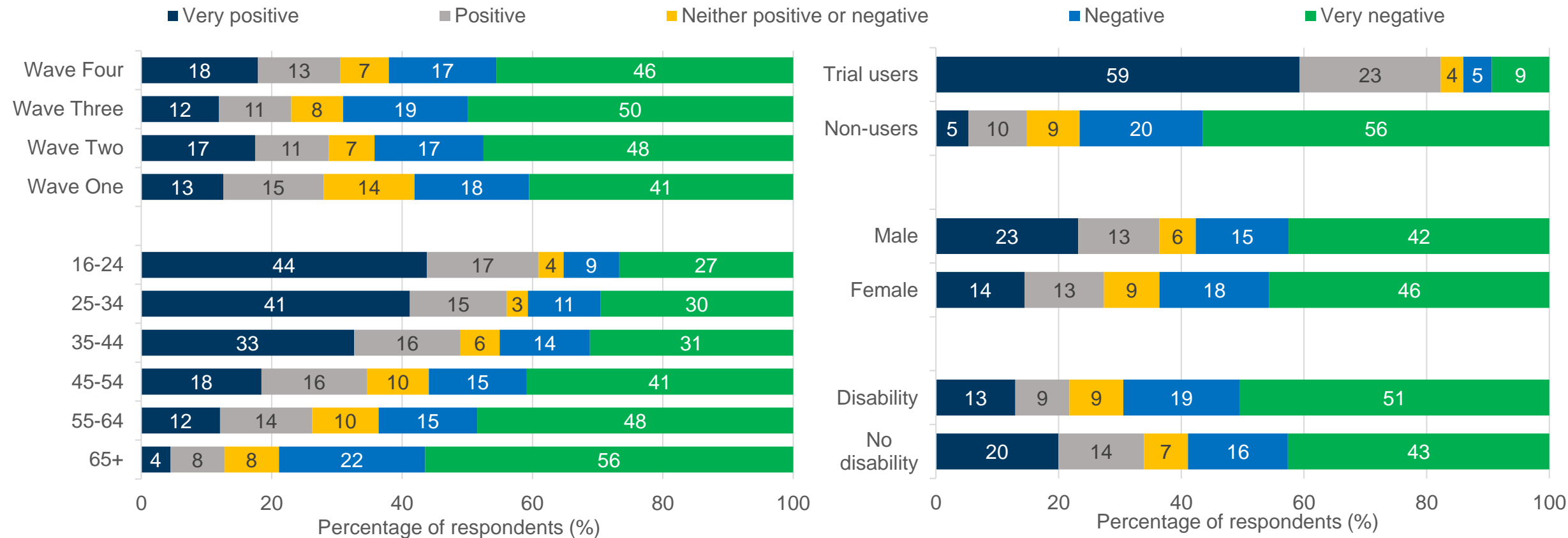
Q: **‘Based on your experience of using rental e-scooters, to what extent do you agree with the statement below?’**
“I would recommend using the rental e-scooters to other people”. | Base: Trial users, from top to bottom – (802), (255), (568) | (71), (230), (208), (122), (74), (18*) *Caution small base



- The majority of trial users agree that they would recommend using the rental e-scooters to other people (68%), and a further 15% somewhat agree, this is slightly lower than for previous waves
- Apart from those aged 65 and over, over two thirds of all age groups fully agree would recommend the rental e-scooters to other people. One third of those 65 and over agree they would recommend the trial, although there is a small base number for this group

Overall attitudes towards rental e-scooters in Portsmouth

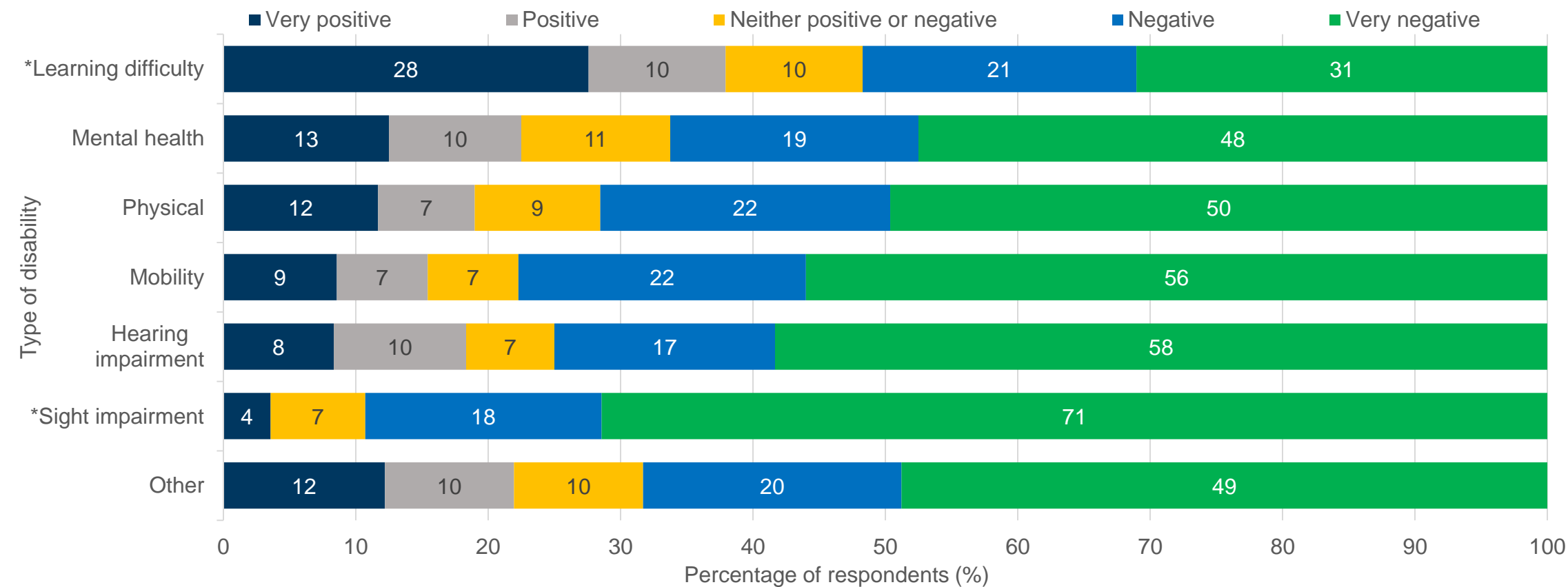
Q: **‘Overall, how do you feel about rental e-scooters operating in Portsmouth?’** | Base: left chart, top to bottom - Total sample W4 (3,254), W3 (1,818), W2 (2,837), W1 (2,317) | (105), (403), (484), (526), (588), (758) | right chart, top to bottom – (757), (2,497), (1,572), (1,369), (386), (2,518)



- Overall, a higher proportion of respondents feel positive or very positive about rental e-scooters operating in Portsmouth than in previous waves (31%, compared to 23% in W3)
- The younger the respondent the more likely they are to feel positively about rental e-scooters operating in Portsmouth (57% of those aged 16-24 feel positive or very positive, whereas only 12% of those aged 65 or over feel this way)
- The vast majority of trial users feel positive about rental e-scooters in Portsmouth (82% positive or very positive), whereas non-trial users are more likely to feel negative (76% negative or very negative)
- Males appear to feel slightly more positive than females, whilst those without a disability are slightly more positive than those with a disability

Overall attitudes to rental e-scooters in Portsmouth – by disability

Q: **‘Overall, how do you feel about rental e-scooters operating in Portsmouth?’** | Base: Respondents with a disability – from top to bottom (29*), (80), (137), (175), (60), (28*), (41) *Caution small base



- Respondents with a learning disability feel most positively about rental e-scooters compared to those with other disabilities (28% feel very positive), followed by those with a mental health disability (13% very positive) and a physical disability (12% very positive)
- However, over half of respondents with a mobility disability, hearing impairment or sight impairment feel very negative about rental e-scooters operating in Portsmouth. 71% of respondents with a sight impairment feel very negative about rental e-scooters (71%)



Further comments

Further comments

Q: *‘Any further comments regarding the rental e-scooter trial?’* | Base: Total sample (3,254)

Further comments	%
Use/ abuse by riders and young people	25
Better regulation and more enforcement of training and safety procedures	18
E-scooters are dangerous	16
Unsupportive of trial/ want to ban e-scooters	11
Generally supportive of trial and rental e-scooters	8
Riders do not follow rules of the road (e.g. running red lights, pedestrian crossings)	8
Riders do not/ should be wearing protective equipment (e.g. helmets, safety vests)	6
Rental e-scooters encourage use of private e-scooters	5
Improve infrastructure (e.g. safer lanes for e-scooters)	4
More or better positioned parking racks needed	3
No comment	71
Other	15

“I don’t have any issues with e scooters in principle but have witnessed far too many dangerous incidents on the road. On several occasions scooters weaving between cars, jumping red lights and most commonly two people on one scooter. Also, I don’t think that I have seen one user wearing a safety helmet.”

“If used with proper rules and regulations they could be an asset [...] E-scooters should need a licence and the rider should have insurance.* There should be a minimum age regarding use.”

“I think they are an excellent addition to transport in the city. I would like to see the cycle paths improved, both numbers of them and the quality of the paths - they are very hard going on a scooter which has little 'give'. Thanks for introducing them in the city and I hope you can keep them!”

*Rental e-scooter users must be 18 and hold a driving licence; insurance is provided by Voi.

- A quarter of respondents are concerned about irresponsible use of the rental e-scooters, particularly by young people who may not hold a licence
- Just under a fifth would like to see better regulation of rental e-scooters and more enforcement of training and safety procedures (18%), whilst 16% generally feel that e-scooters are dangerous
- Just over a tenth are unsupportive of the trial and would like to ban e-scooters (11%), however 8% express support for the trial and rental e-scooters. The same proportion are concerned about riders not following the rules of the road, such as running red lights or not stopping at pedestrian crossings (8%)
- ‘Other’ comments include suggestions to include helmets with the scooters or make them compulsory, lower the speed limit, or to allow all e-scooters or better tackle private ones



Councillor engagement

Positive use of the trial

Councillors were asked why they think people use the trial and what they believe are the appeals and benefits of the scheme.

❖ Convenience

Councillors describe the rental e-scooters as a **flexible** mode of transport, with the ability to pick them up and leave them 'anywhere'. They praise the **strategic** placement of docking stations around the city, enabling users to conveniently use the e-scooters to reach a variety of destinations.

❖ Affordability

Councillors find that the rental e-scooters are an **affordable** and **cost-effective** way of travelling in the city. This is in relation to the cost of **public transport** in Portsmouth, which was described as 'extortionate', as well as the cost of **owning and running a car**. Particularly, councillors highlight the current context of increased **prices of fuel** and cost of living in making rental e-scooters a more affordable mode of transport. They argue the affordability of rental e-scooters makes them an **accessible** form of transport for those on lower incomes.

❖ Environmentally friendly/ sustainable

As they are electrically powered, councillors appreciate that rental e-scooters are a more **environmentally friendly** mode of travelling, particularly in comparison to cars. They highlight that residents who **would have taken a taxi** for a particular journey may now use a rental e-scooter instead, further reducing the number of car journeys. Councillors point out the greater appeal of rental e-scooters to the younger population as potentially reducing the possibility of **young people needing to learn to drive** and buy a car to travel independently.

❖ 'Filling a hole'

Councillors also refer to rental e-scooters as '**bridging a gap**' in Portsmouth's transport network, such as that left by poor public transport. Describing rental e-scooters as a 'self-teaching' form of transport, they highlight its **accessibility** and ability to **reduce pressure on other services**, like public transport. Additionally, councillors point out the big issues with **congestion and parking** in the city, arguing that rental e-scooters can alleviate the pressure here, particularly at popular **commuting times**.

"The convenience of it, that obviously you can just go from A to B and it's quite flexible in terms of getting across the city, again in a lot of ways better than public transportation"

"The locations of the docking stations ... that is excellent because they're placed in very good strategic locations."

"It's very cost effective and I think with the rising price of fuel ... and the rising cost of living it's a cheap mode of travel."

"I think they're really positive definitely on the whole because you know it is getting people out of their cars and less reliant on vehicles."

Concerns and factors preventing use

Councillors were asked what they think the main concerns and issues with the scheme are, and what they think prevents people from using the scheme.

❖ Safety and irresponsible use

Councillors agree that the most common issue raised around rental e-scooters is their lack of **safety**, particularly in relation to **irresponsible riding** and use. Councillors find many constituents perceive the rental e-scooters as **dangerous**. For the rider, they are seen as dangerous due to the **lack of helmet** provision with the e-scooter, as well as the **inappropriateness of road conditions** to support the trial. For example, councillors relay that cars often drive less than 2m from e-scooters, made worse by the abundance of narrow roads in the city, e.g. Eastwood, Elmwood, Southwood.

From a pedestrian outlook, councillors highlight that many residents are worried about **being hit by an e-scooter rider**. The **quietness** of the rental e-scooter makes them a particular hazard for the elderly or disabled, as it is difficult to hear them approaching.

Constituents often complain of **irresponsible use** of the rental e-scooters, with users **riding two to a scooter**, wearing **headphones**, using their **mobile phones**, and crossing at **junctions without looking**. Issues have also been raised with **underage riders** using the rental e-scooters.

❖ Tainted perceptions

Councillors highlight that there is a certain '**moral outrage**' and '**cognitive bias**' in the general understanding of rental e-scooters which often taints the perception of them. They indicate that often residents who do not like rental e-scooters do not like e-scooters 'full stop', and recognise that this perception has often been influenced by the **illegal use of private e-scooters** around Portsmouth. They argue that the tainted perception of rental e-scooters prevents many residents from trialling the scheme.

"If they're [e-scooter riders] coming on pavements or they're going really fast and not stopping at junctions, just generally not having good road sense, then obviously that's bad for people who are, you know, disabled or partially sighted."

"I did receive actually two complaints yesterday from the Cosham High Street precinct ... One lady was over 70. She's disabled as well and she didn't see."

"I think a lot of them [complaint givers] haven't tried it because they just they've sort of made their minds up in a way, you know, it's a bit of cognitive bias about the scheme and about the scooters and their purpose."

Concerns and factors preventing use (continued)

Councillors were asked what they think the main concerns and issues with the scheme are, and what they think prevents people from using the scheme.

❖ Confidence and training

Councillors find that there is often **a lack of confidence** in residents who do not currently use the scheme, rather than an aversion to the trial. This largely results from a lack of technical understanding from the public, with little opportunities, or knowledge of, **training schemes and events** for new riders.

❖ Personal characteristics

Councillors highlight that there are an array of **personal characteristics** which often deter residents from using the rental e-scooter trial. In particular, councillors recognise the ageing demographic of Portsmouth and the fact that **older populations** are less likely to use the trial due their physical characteristics. Councillors also pointed out from personal perspectives, mirroring other residents of Portsmouth, travelling by rental e-scooter is much less accessible for **those with children and families**, including pets.

❖ Circumstantial barriers

Councillors generally agree that rental e-scooters can be a great mode of travel, but are not always suited to particular circumstances. For example, rental e-scooters are vulnerable to **varying weather conditions** and not especially suitable for travelling during the rain or cold weather. They are also not always suitable for different types of journeys, such as **food shopping** where riders would have to carry home several potentially heavy bags. Councillors feel that cars, in particular, will always hold more appeal than rental e-scooters for these journeys.

❖ Alternative travel operators

Councillors indicate that the rental e-scooter trial operating in Portsmouth may cause concern for other travel operators, particularly **taxis and private hire vehicles**. They highlight complaints that the rental e-scooter trial may **reduce business** for these operators.

"I'd like to see more of that [training sessions] in different locations across the city, you know? So let's say there's one up in Paulsgrove, there's one in Cosham, Hilsea, Copner, you know, all in these district centres where there are quite a significant amount of racks."

"I don't think a higher age group will be willing to use e-scooter."

"One of the taxi reps, he says they're [e-scooters] a menace and then but also they're competition as well."

Suggested improvements

Councillors were asked how they think the scheme could be improved.

❖ Training

Councillors feel that there should be more **training events and opportunities** to teach people how to use the rental e-scooters correctly. They think this is particularly important for **younger riders** who may not know how to drive or understand the Highway Code, and that this training should include **education on the impact of irresponsible use** on other road and pavement users. Councillors suggest this could include more in-person training events, visits to educational facilities, or through in-app training and videos.

Councillors also suggest that this training include work to **raise confidence and proficiency** among riders and potential riders who lack the confidence to use the rental e-scooters frequently. They feel that this training could improve both the **safety** of the scheme, as well **the general public's perception** of the scheme, as residents are generally most concerned with the safety of rental e-scooters, particularly when ridden by young or inexperienced riders.

❖ Infrastructure

Councillors feel that the scheme would greatly benefit from an **improved travel infrastructure** in Portsmouth. In particular, they suggest an improvement to the **cycling infrastructure** all over the city, to provide rental e-scooter riders a separate lane to use. This would create **safer routes** for riders and reduce the number of clashes with pedestrians and other road users, making the scheme feel safer for non-users too. They feel this would greatly reduce current issues with the scheme.

In the long term, councillors also suggest a **better integration with other transport systems** to improve the scheme. For example, ensuring there are sufficient parking racks at public transport stations, like train stations and bus stops, to enable further onward travel

"More sort of training and more information about how to use the e-scooters safely would make sense ... maybe videos or something in the app that would be good."

"It would be good to think about if we're thinking about commuting onward travel. So for example at train stations ... people can literally go off a train and, you know. and go and use them."

"I think it's the same as cyclists, it's exactly the same argument, we need to create a better and safer environment for cyclists, and then cyclists and scooters can share the same thing."

Suggested improvements (continued)

Councillors were asked how they think the scheme could be improved.

❖ Information and general understanding

Councillors feel that there could be more done to **promote the rental e-scooter trial in a positive light** to improve public perceptions of the scheme, as many residents may not know the benefits of the scheme. Feeling that the positive outcomes of the trial can often outweigh the negative issues, they suggest emphasis on the positive impacts of the trial. This could include its **affordability and convenience** in the current **cost of living crisis**, the positive **environmental impact**, particularly in reducing car and other private vehicle usage, as well as its potential to **reduce congestion and parking problems** in the city.

Councillors feel that benefits to the community as a whole should be included in its promotion, rather than just those benefits to the user. They suggest more involvement in **community events** could improve public engagement. Through this, they feel that residents may feel more inclined to use the scheme if their perception of the rental e-scooters is re-framed through a more positive lens.

"I think better to go and to have your stall there and to let the people know what are the benefits and what you can, how can you improve and how means what you are doing to improve it." [sic]

"I think that that's a really positive story to tell, because I think there's a lot of people are sceptical about the impact that it's [the trial] having."

Suggested improvements (continued)

Councillors were asked how they think the scheme could be improved.

❖ Routes and rack locations

Councillors feel that the rental e-scooter scheme could benefit from work **to improve routes for the scheme**, particularly in better linking up the **north and south** of Portsmouth, as well as **from east to west**. They feel this would help to further bridge the gap left by public transport for these routes and promote the scheme as an alternative mode of travel. Additionally, they suggest including routes down **quieter roads** to enable newer riders to gain more **confidence** in using the rental e-scooters on a less populated and busy road.

Councillors were also asked how they feel the location of parking racks could be improved for the scheme. As previously mentioned, councillors suggest better **integrating the rental e-scooters with other forms of transport** through the strategic placement of parking racks near bus stops and train stations. Better integration with the **park and ride scheme** as a way to promote sustainable travel was also mentioned.

Councillors suggest ensuring **large places of work** have sufficient rental e-scooter parking to encourage commuters to travel in this way, giving examples such as **QA hospital and Lakeside**. More racks at popular **leisure and event destinations**, such as at **Fratton Park**, were also suggested to alleviate congestion on the road on event days. The **Mountbatten centre** was also suggested as a destination for further parking racks to align with the council's goal to promote healthy travel and activity. Places with **limited parking**, such as **Southsea seafront**, were identified as good locations to locate parking racks to discourage car use to these locations.

"The sort of routes from north to south, particularly where cycling provision isn't great and people don't feel safe, and, you know, on a bus, it does take a really long time to get from the north to south because of the stops and the traffic."

"On a Sunday or Saturday morning, when the local aspiring footballers are going to play football, they've got some way they can actually get there by another means of transport, so you're not actually encouraging them to drive."