

Appendix 3 – E-scooter User data

E-scooter user survey 09/03/23 to 16/03/23

Below are the results from a survey by Zipp in which 152 users responded asking them to give feedback on their experiences and their general feelings about e-scooters.

1. What town do you use e-scooters in?

- Aylesbury
- High Wycombe
- Princes Risborough



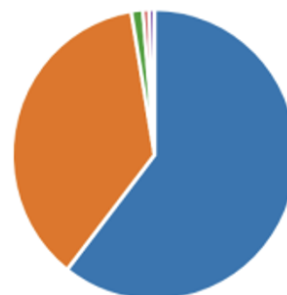
2. What age group do you belong to?

- 16 - 20
- 21 - 25
- 26 – 30
- 30+



Overall, how safe do you feel while riding e-scooters?

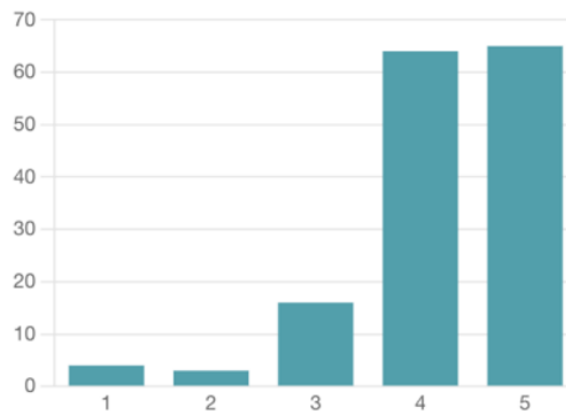
• Very Safe	92
• Somewhat safe	56
• Neither safe nor unsafe	2
• Somewhat Unsafe	1
• Very unsafe	1



On a scale of 1 to 5 how likely are you to recommend using a Zipp e-scooter to a friend?

Other users' feedback

4.20
Average Rating



28% gave a positive feedback:

- "it's a great addition to High Wycombe"
- "Excellent service. I love it"
- "It is good and me and my family love it"
- "It is amazingly good and amazingly fast, I have recommended it to my niece and she has been loving it"

26% of responses were suggesting improvements to the e-scooter service.

- "Bays at destinations like Tesco, train station and more bus stops"
- "More bays around Fairford Leys would be beneficial"
- "Need more-scooters"
- "There is no yearly membership option, and most of Fairford Leys hasn't got a scooter when I need one"

17% of responses were expressing some concern with the e-scooter scheme.

- "Plenty of bays in town but less so in other areas"
- "Maintained well but ruined by the public, would use them more."
- "When they are fast and available they are amazing but I don't often have them at my side of Aylesbury which is frustrating"

Rapid e-scooter user survey August 2023

In late August 2023, Zipp undertook a rapid, simple one question survey of customers in Buckinghamshire to understand the alternative modes of transport that users would use if e-scooters were not available. While the survey was rapid and short, the findings do help to show the validity of e-scooters for commuting and other purposes.

One of the key objectives of e-scooter schemes is to provide an alternative means to people to commute to work and/or for general private trips, reducing carbon emissions and congestion by replacing single occupancy car trips.

The findings show that 18% of users would have used a car for their journey. A further 18% would have used a bus. Extrapolating the use of cars as an alternative across the customer base and rides distances of 507,242 miles, it means that 91,303 miles of car-based driving has been avoided directly by the use of e-scooter hire in Buckinghamshire, as well as an equivalent mileage of bus travel. Replacement of car and bus journeys with e-scooter trips equates to a total of 31.2 tonnes of carbon dioxide emissions saved.