

GLOBAL RIDER SURVEY INSIGHTS - JULY 2019

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Rider Survey Insights | **Survey Overview**

2

Rider Survey Insights | Survey Overview

Why?

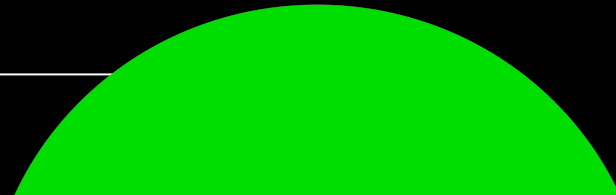
Estimate how riders **replace car trips**, connect to transit, etc.
Calculate the impacts of mode shift
Demonstrate **impacts of policy** (e.g. fleet caps) on demand

How and Where?

Emails to riders via *Braze* with link to *SurveyMonkey* survey
89 markets in N & S America, AUS/NZ, Europe
> 18,000 riders responded, with information about **> 36,000 rides**

What?

Last ride – trip purpose, mode shift
General travel patterns and preferences
Personal and household characteristics (e.g., age, gender, car ownership)



Rider Survey Insights | **Public Perception**

The invasion of the **scooter bros**:
A new tribe whizzes past the
haters on Washington sidewalks.

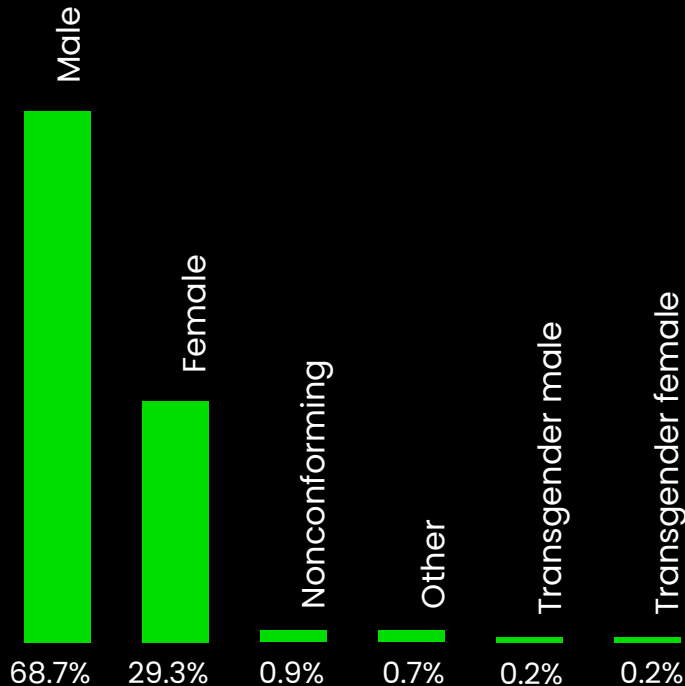
Who's riding those scooters around
San Francisco? We'll give you a hint,
bro



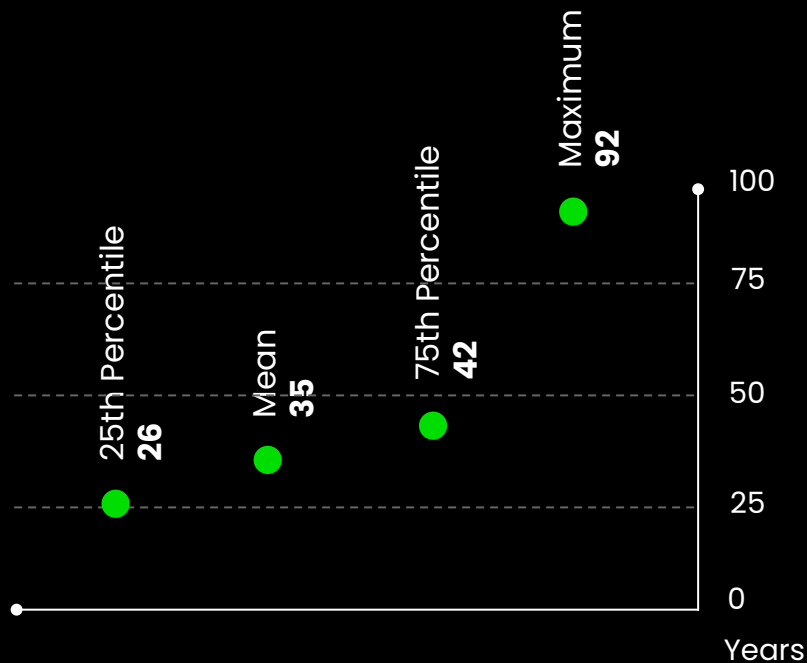
Rider Survey Insights | Demographics



Gender



Age



Rider Survey Insights | Trip Purposes

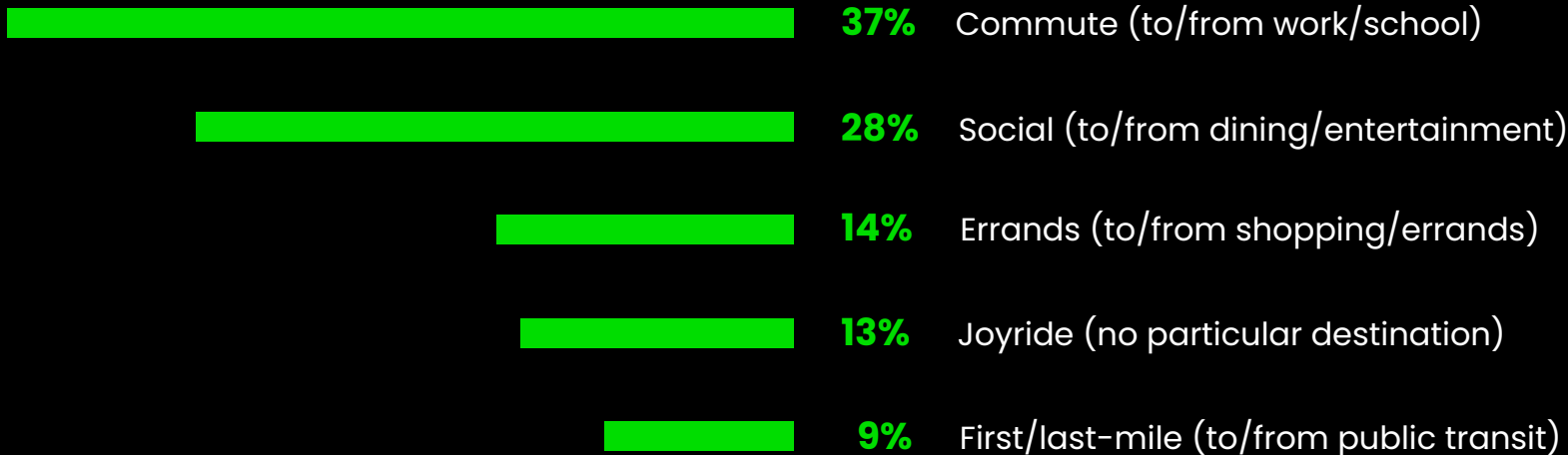
5

Rider Survey Insights | Trip Purposes

Local vs Visitor



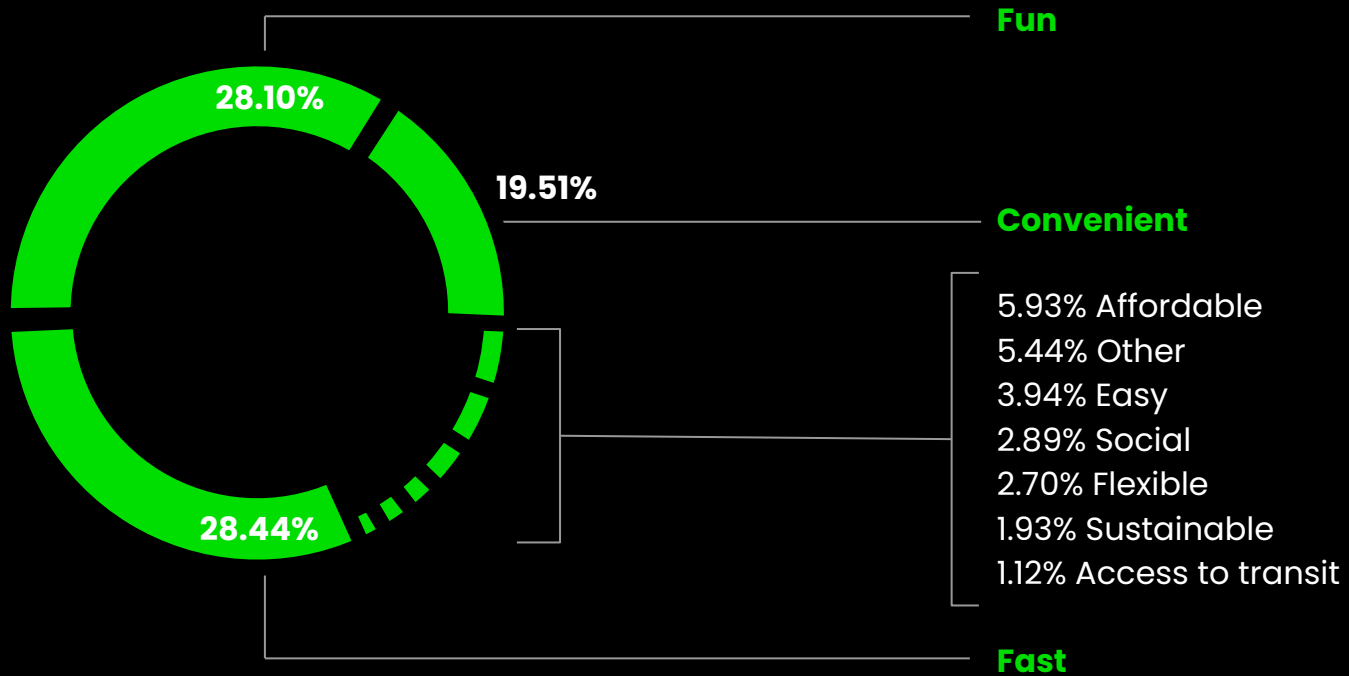
Trip Purpose on Most Recent Rides



Rider Survey Insights | Trip Purposes



Why did you choose a scooter on your most recent trip?



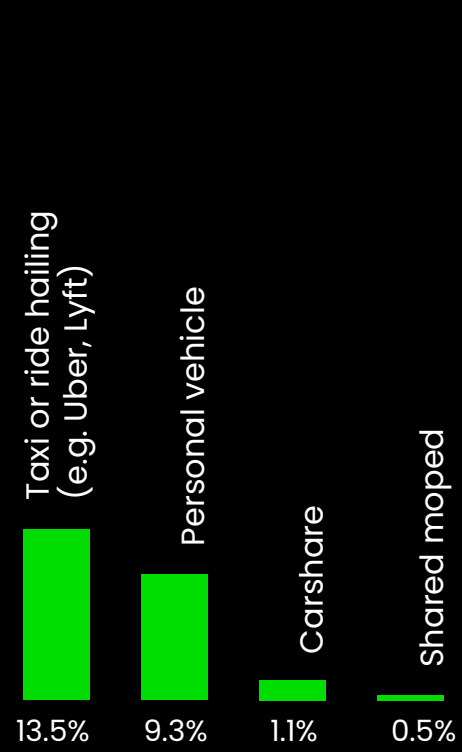
Rider Survey Insights | Mode Shift

7

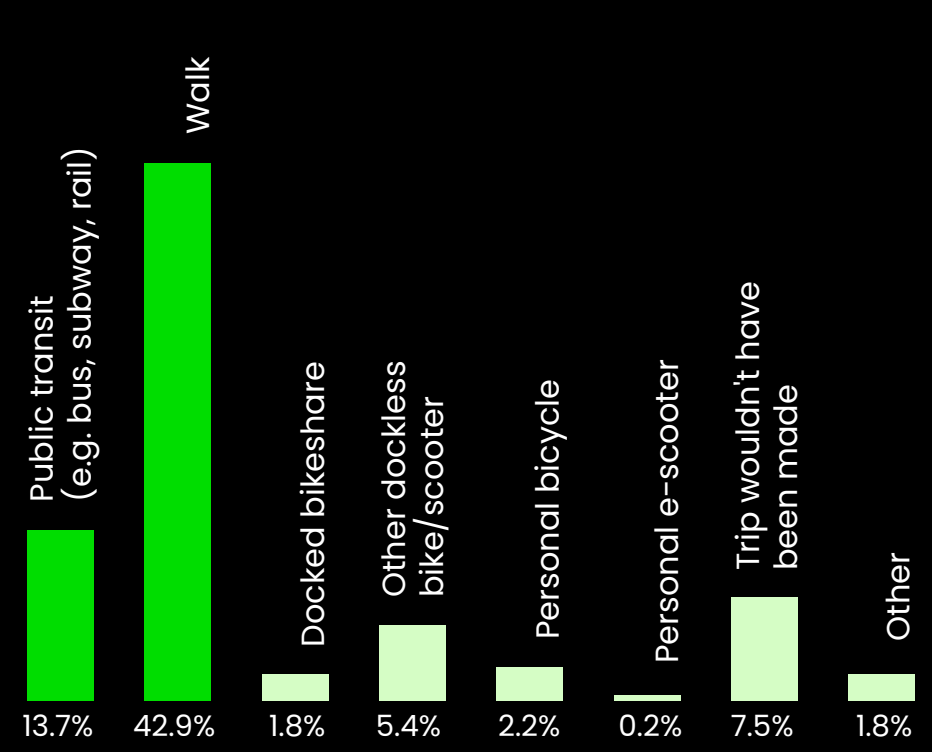
Rider Survey Insights | Mode Shift



Trips replacing vehicle rides



Trips replacing other modes of mobility



Rider Survey Insights | **First / Last - Mile**

8

Rider Survey Insights | First / Last - Mile



Trips to or from public transit

