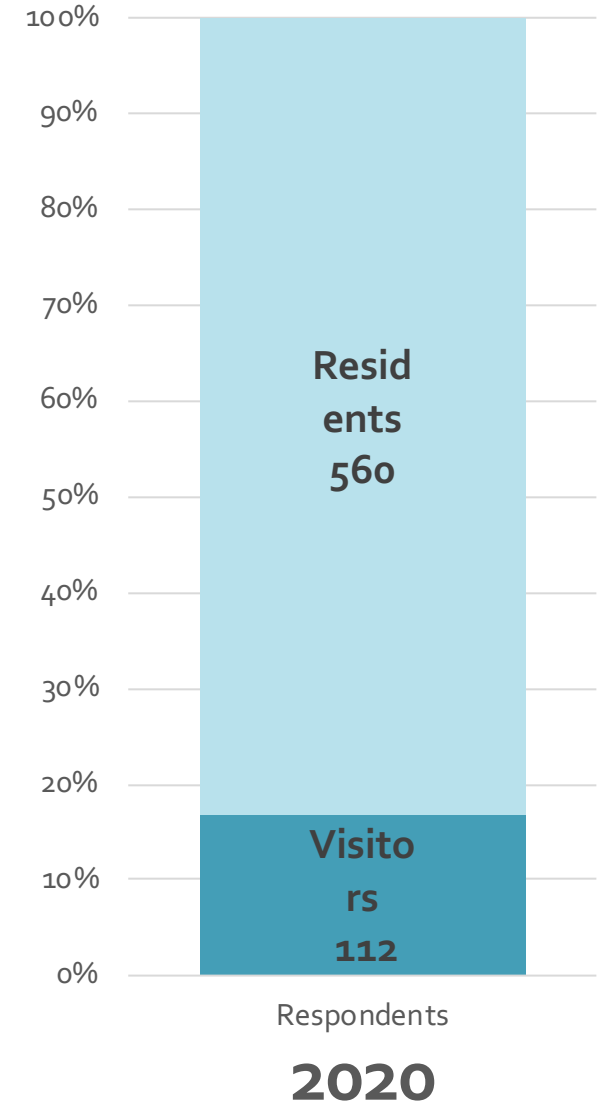
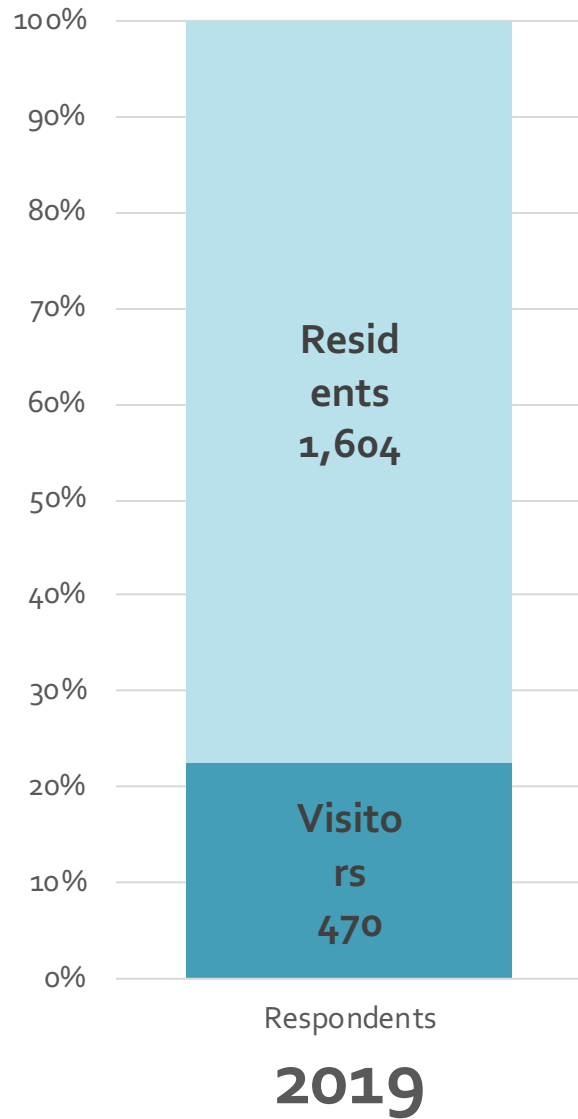
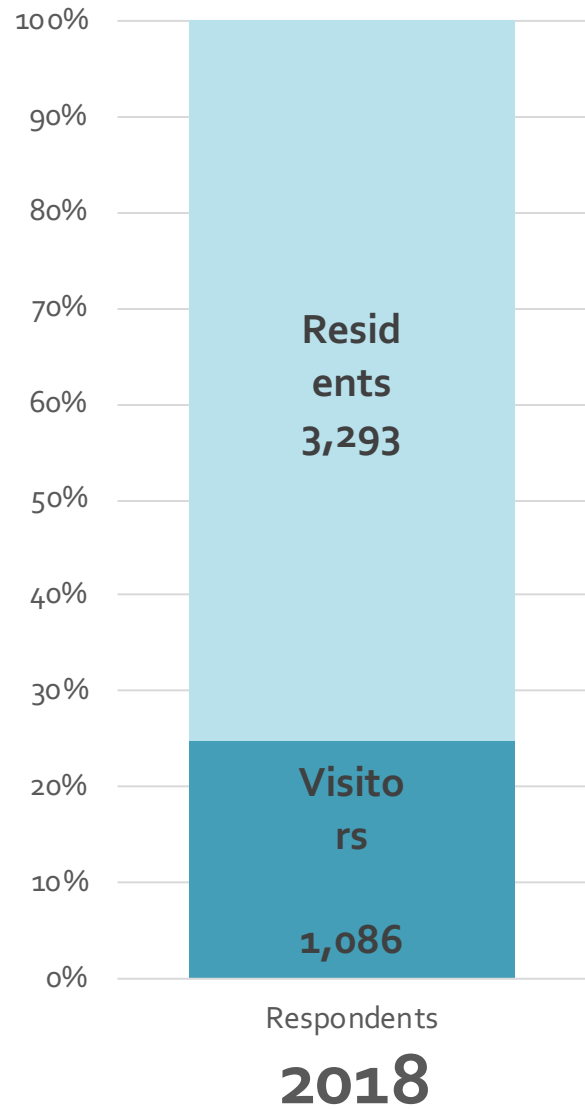


E-Scooter users

INSIGHTS FROM THE CITY OF PORTLAND (2018~2020)

Demographics of users

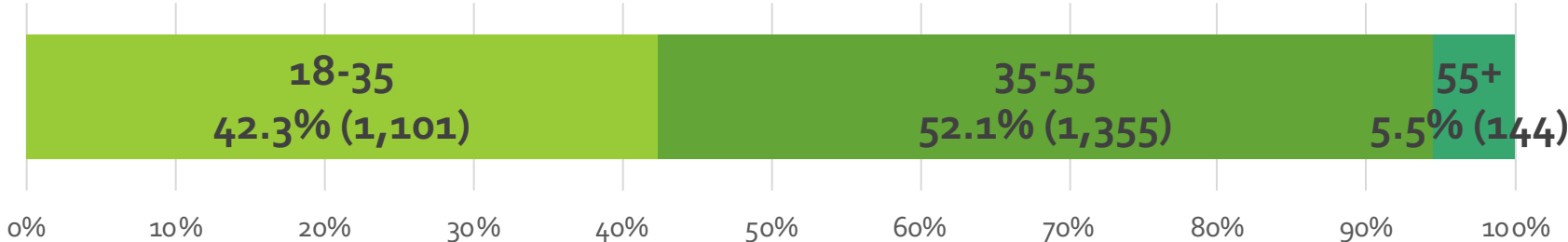
SURVEY DATA (2018~2020)



Age: city of Portland residents

(Missing : 693)

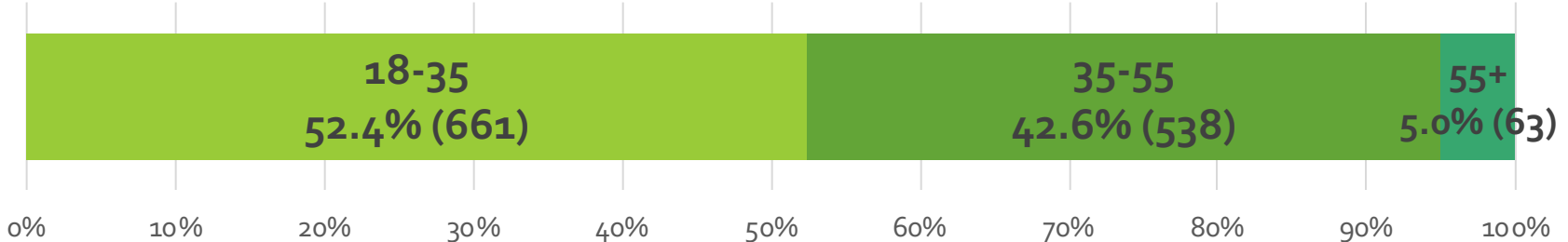
2018
(Residents : 2,600)



Age: city of Portland residents

(Missing : 342)

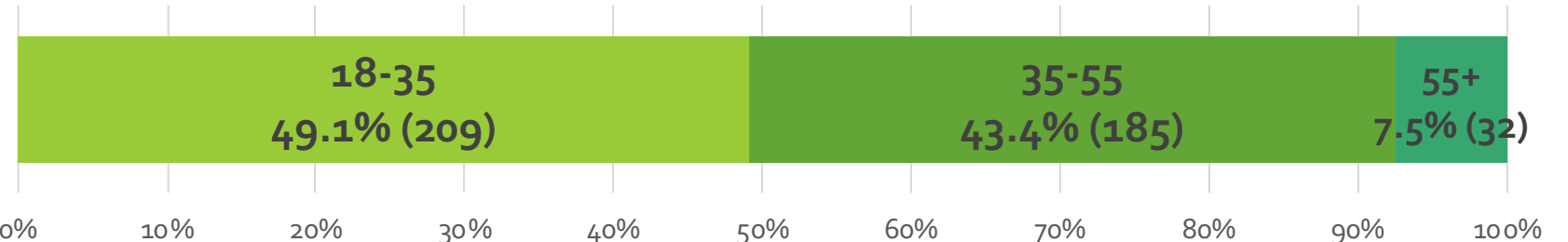
2019
(Residents : 1,262)



Age: city of Portland residents

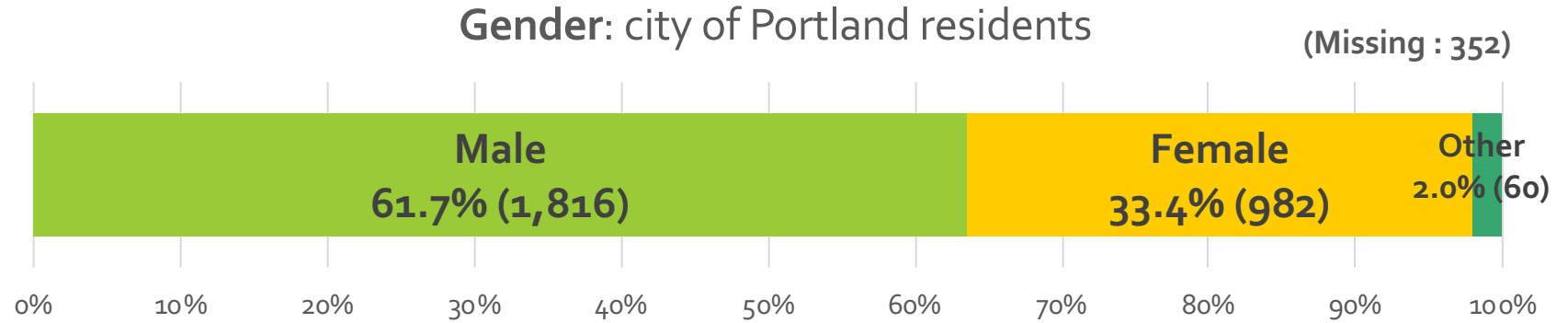
(Missing : 134)

2020
(Residents : 426)

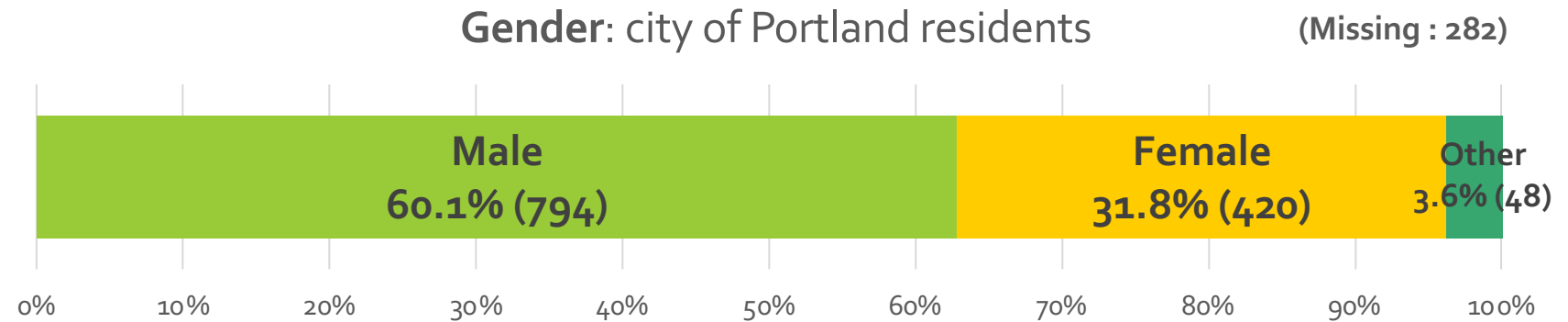


Invalid survey respondents are omitted 4

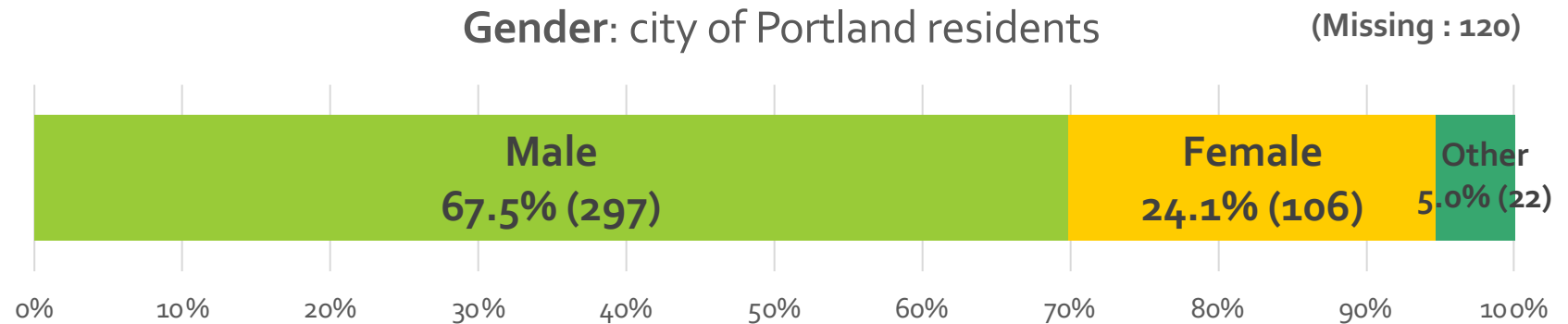
2018
 (Residents : 2,941)
 (Prefer not to say : 83)



2019
 (Residents : 1,322)
 (Prefer not to say : 60)



2020
 (Residents : 440)
 (Prefer not to say : 15)

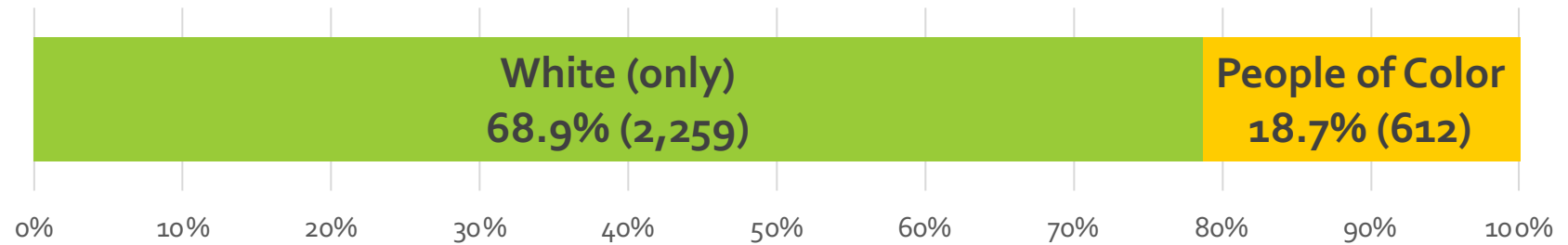


Invalid survey respondents are omitted 5

Race/Ethnicity: city of Portland residents

(Missing : 15)

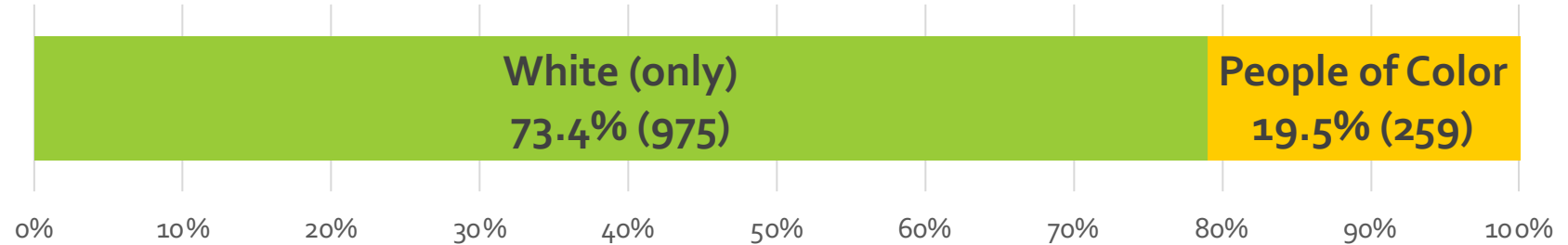
2018
(Residents : 3,278)
(Prefer not to say : 407)



Race/Ethnicity: city of Portland residents

(Missing : 275)

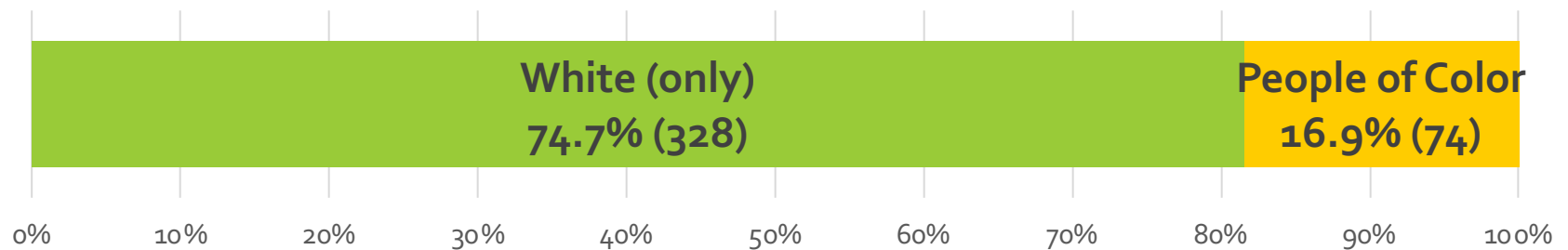
2019
(Residents : 1,329)
(Prefer not to say : 95)



Race/Ethnicity: city of Portland residents

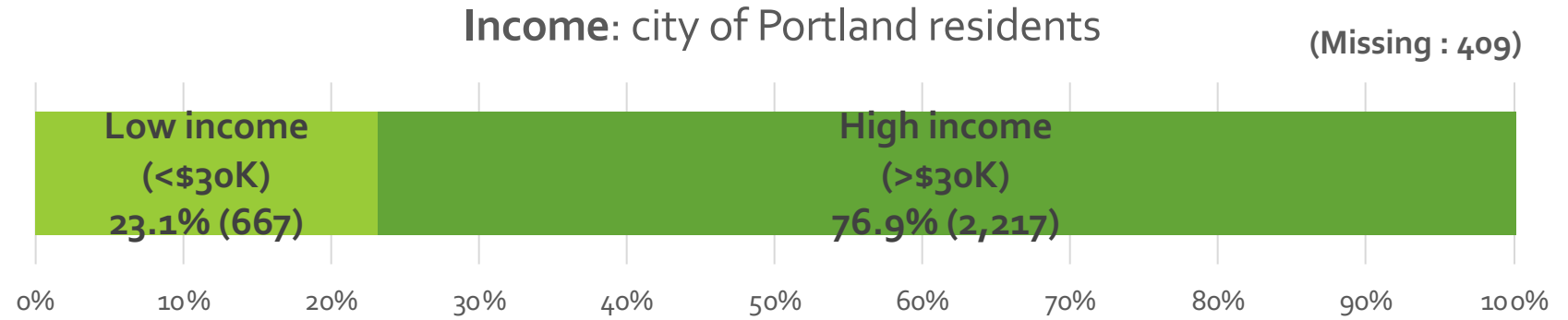
(Missing : 121)

2020
(Residents : 439)
(Prefer not to say : 37)

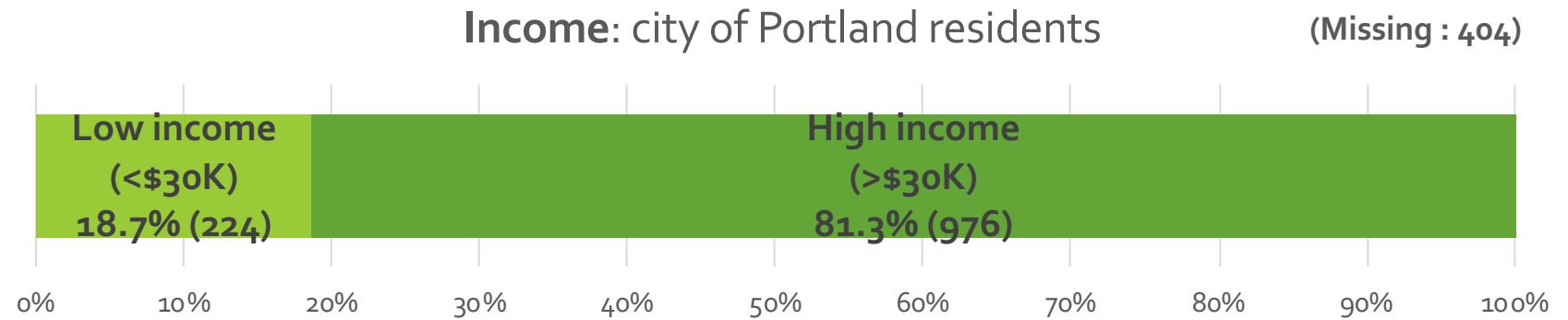


Invalid survey respondents are omitted 6

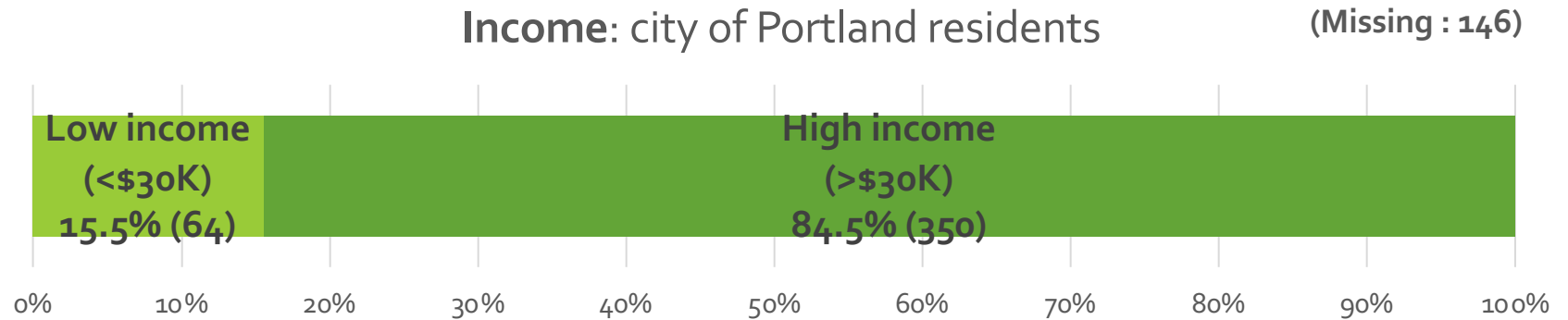
2018
(Residents : 2,884)



2019
(Residents : 1,200)

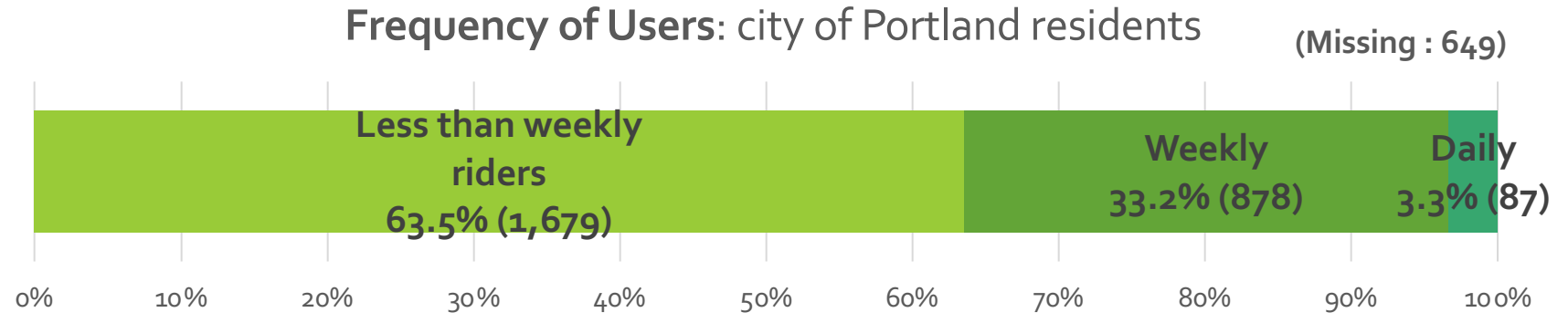


2020
(Residents : 414)

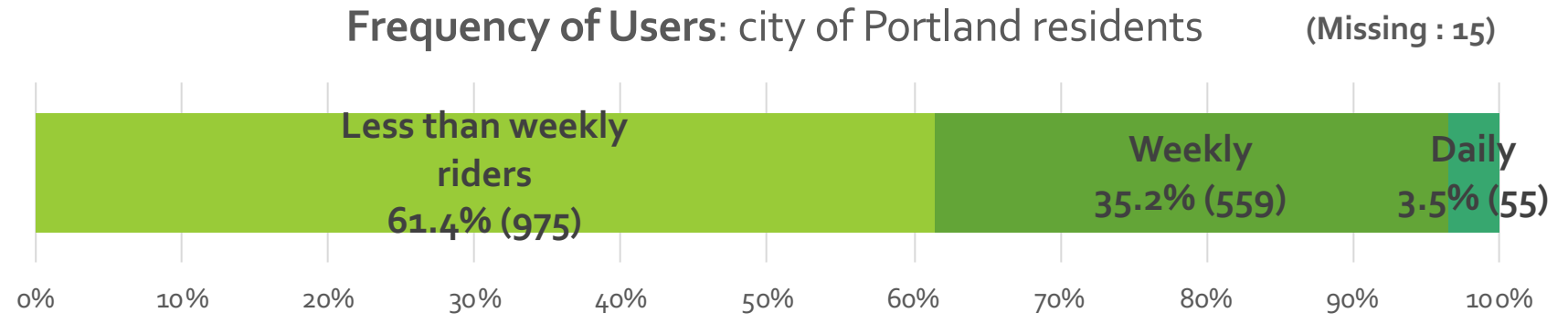


Invalid survey respondents are omitted 7

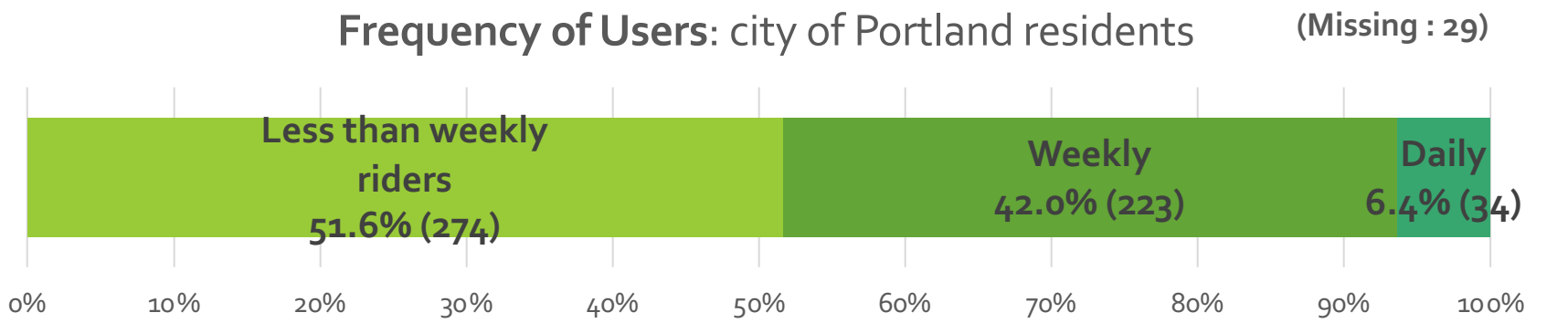
2018
(Residents : 2,644)



2019
(Residents : 1,589)



2020
(Residents : 531)

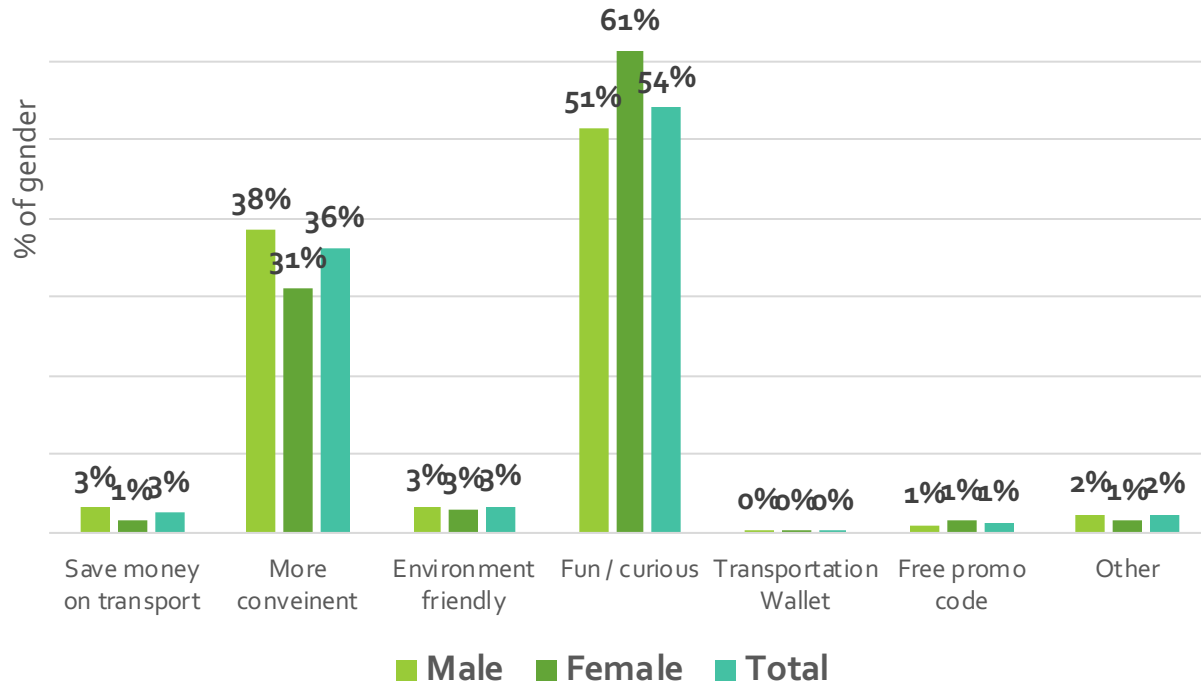


Invalid survey respondents are omitted 8

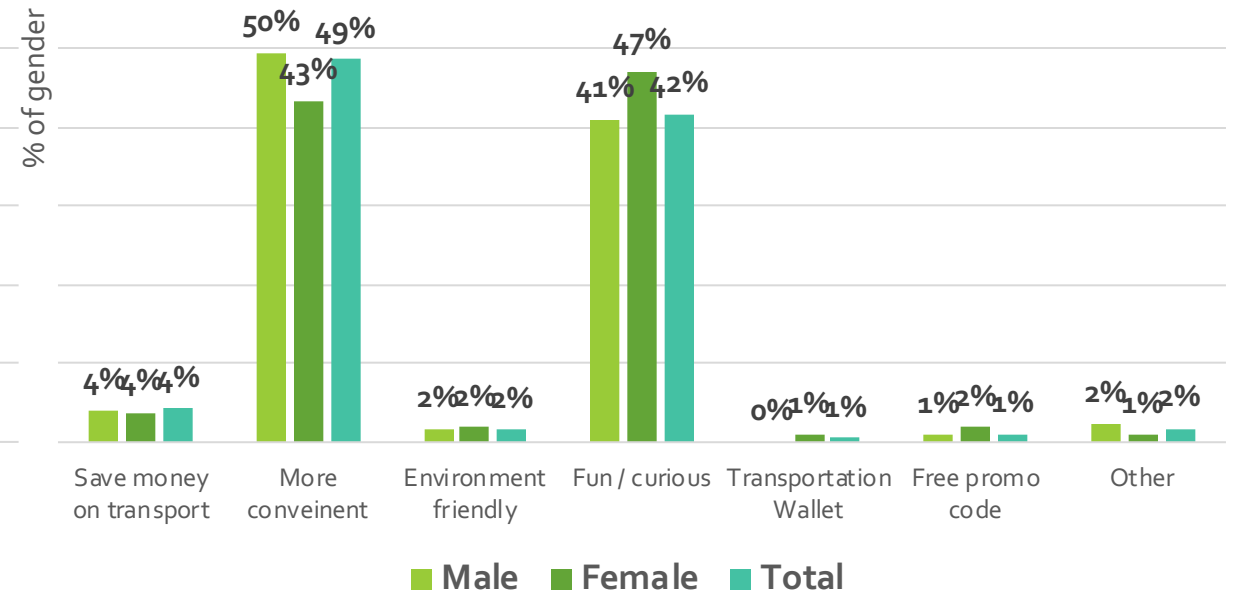
Why did you try e-
scooters for the first time?

Gender

* 2019, 2020; Only one choice



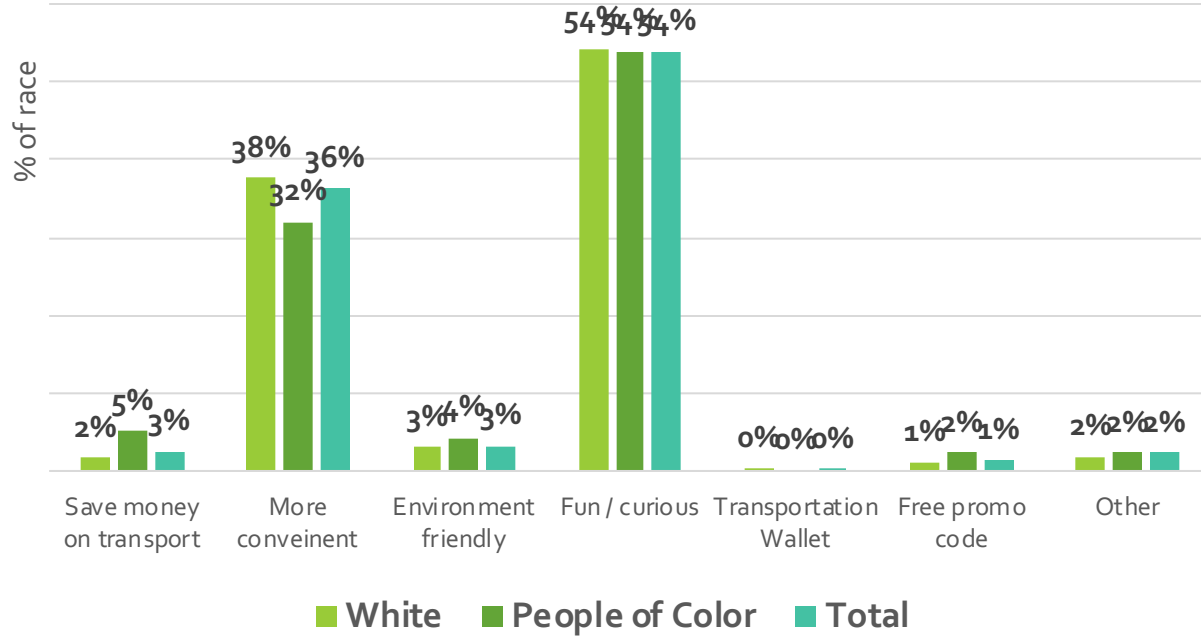
2019



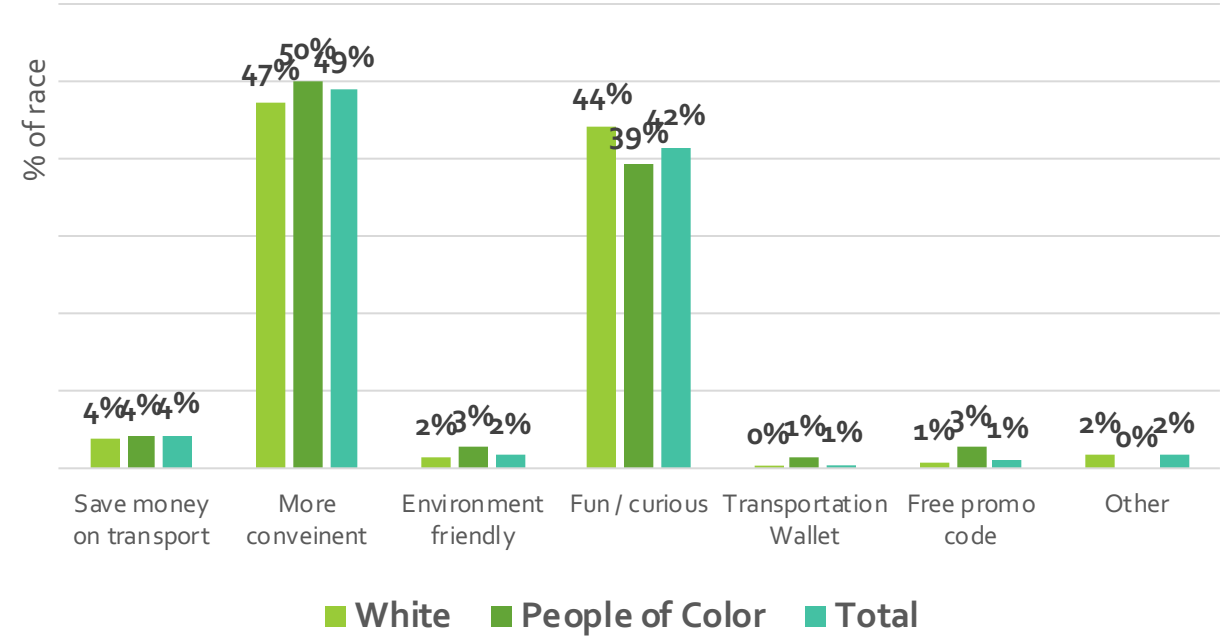
2020

Race

* 2019, 2020; Only one choice



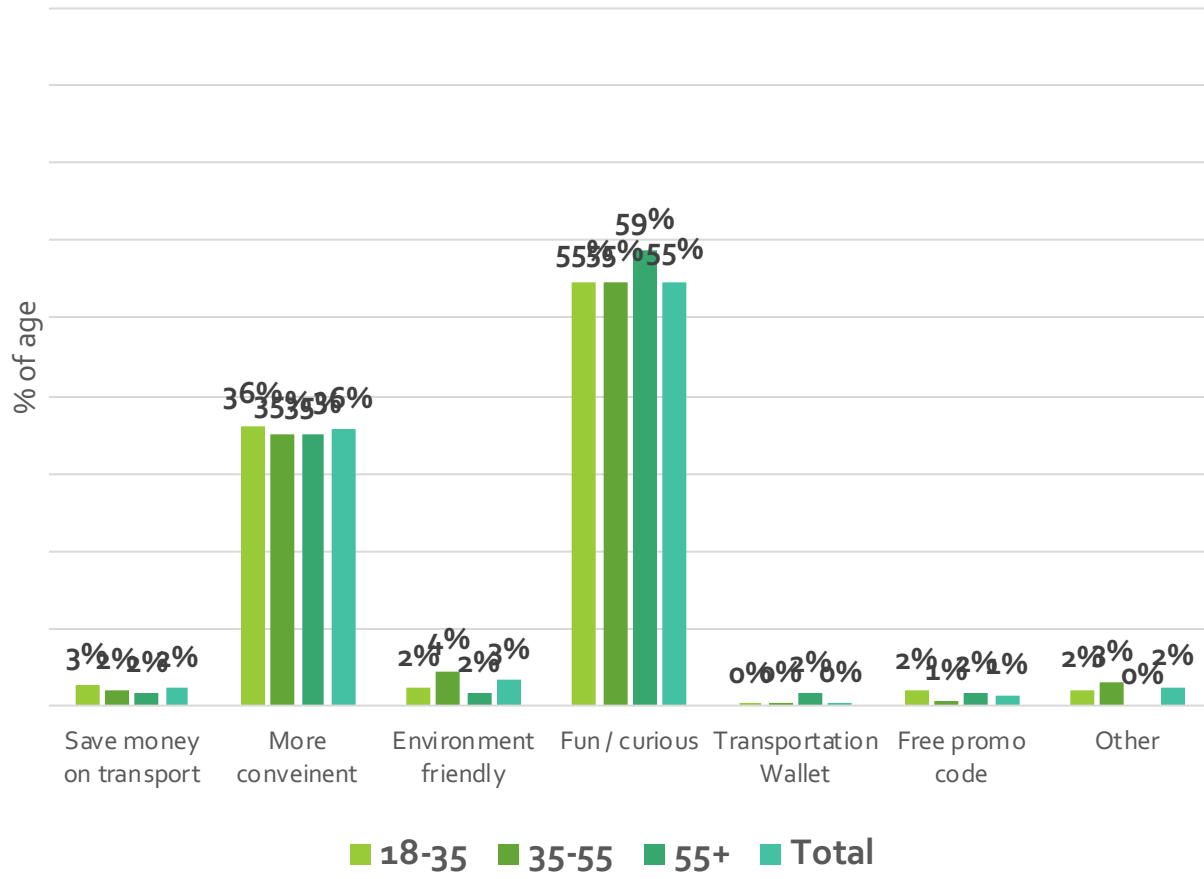
2019



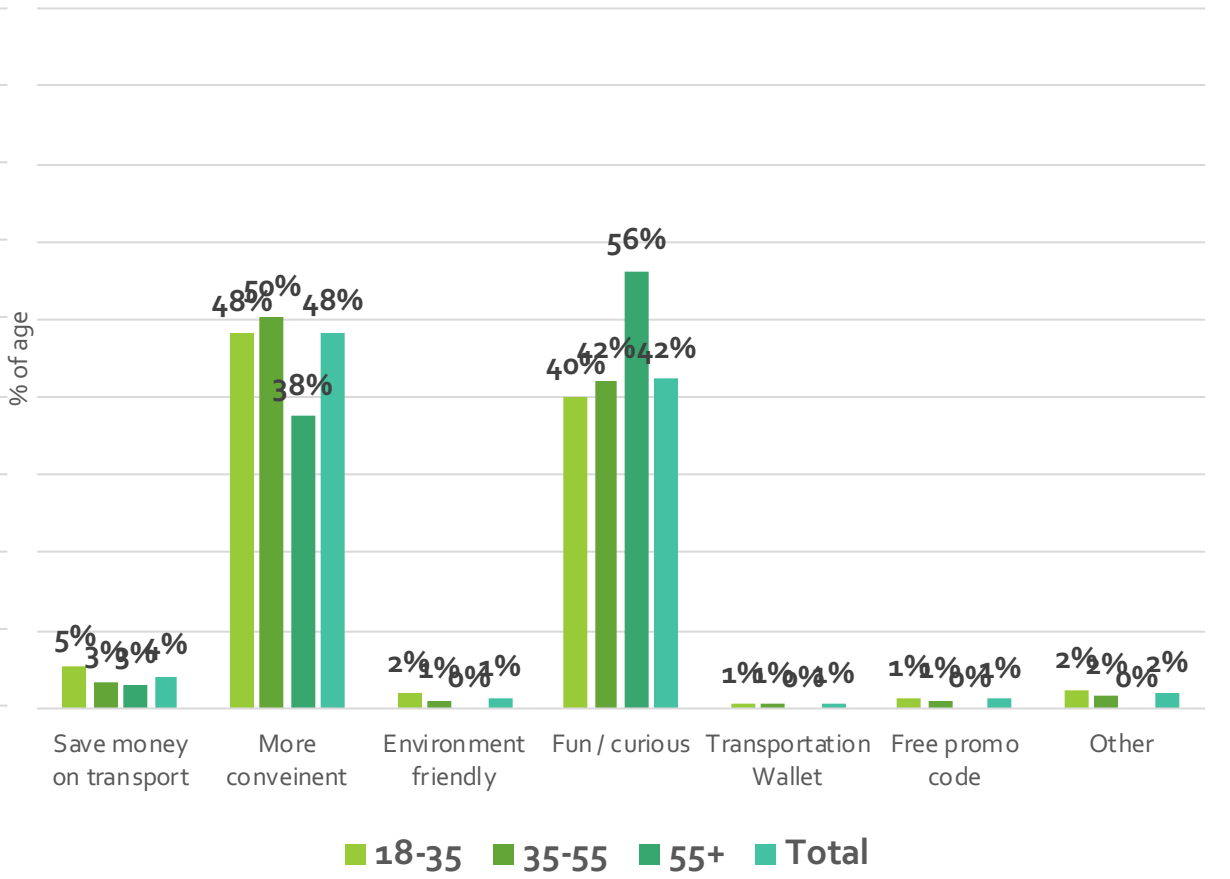
2020

Age

* 2019, 2020; Only one choice



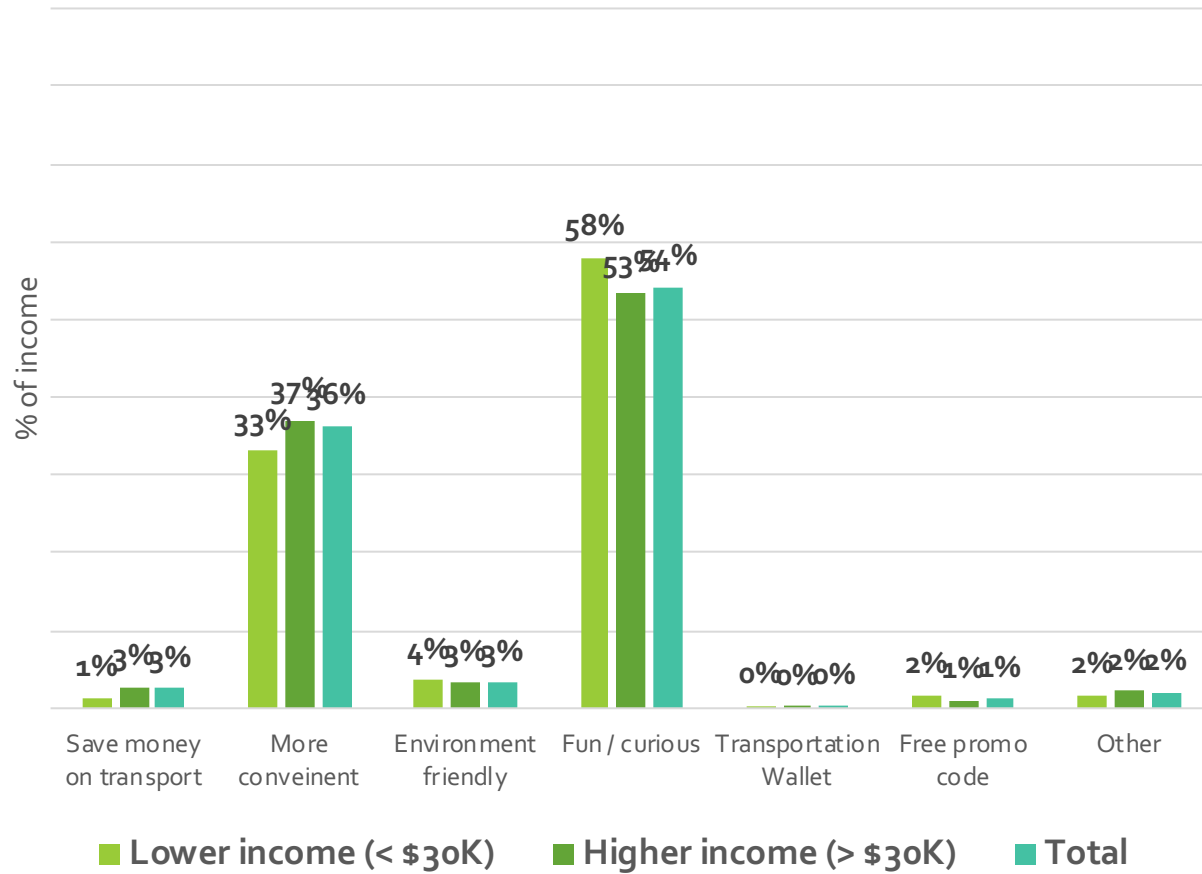
2019



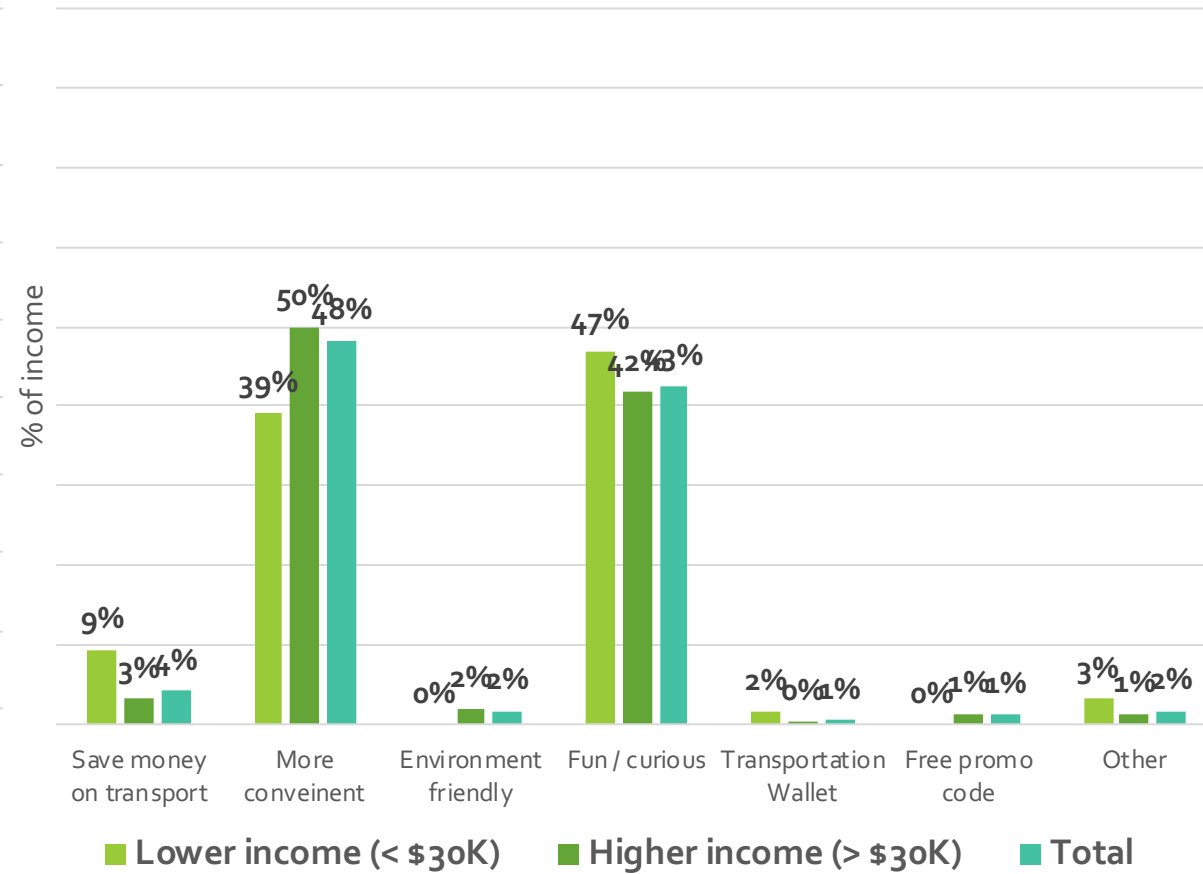
2020

Income

* 2019, 2020; Only one choice



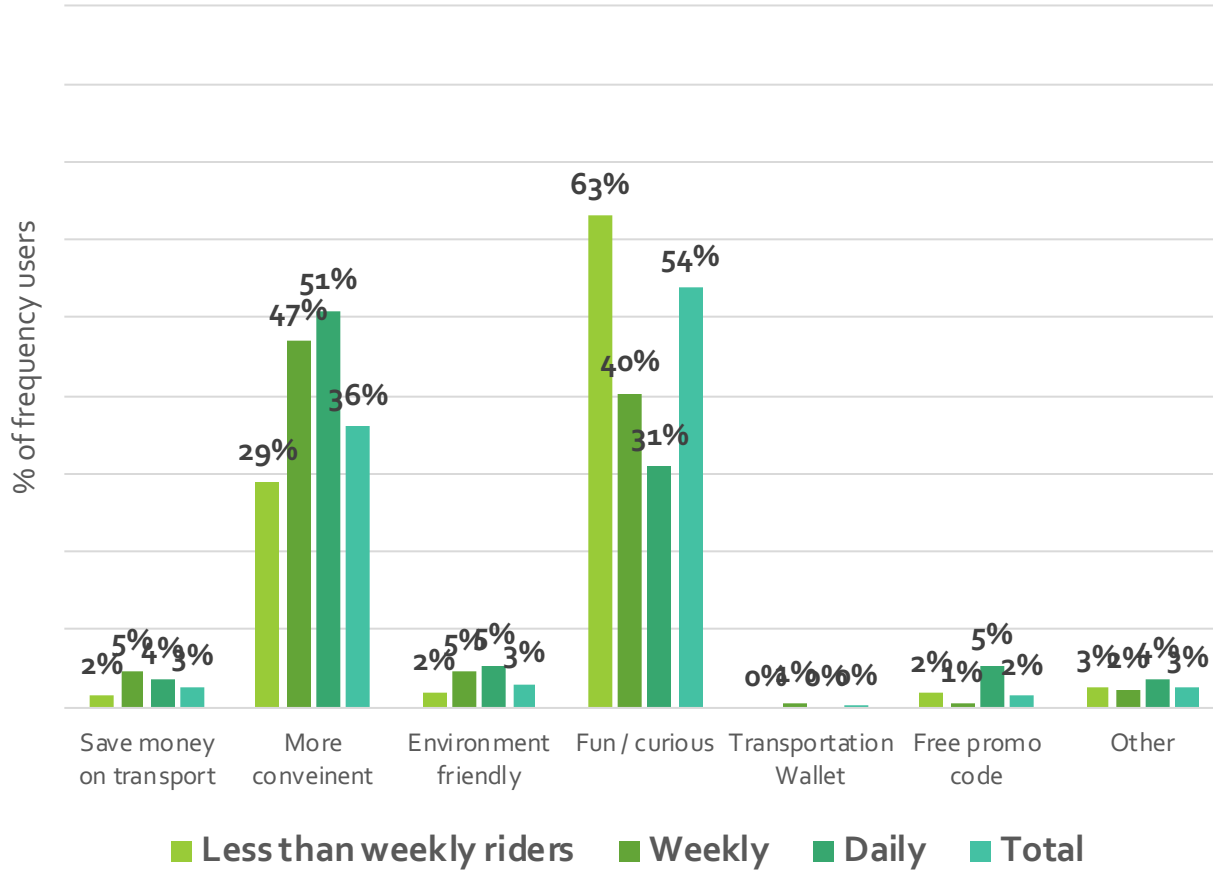
2019



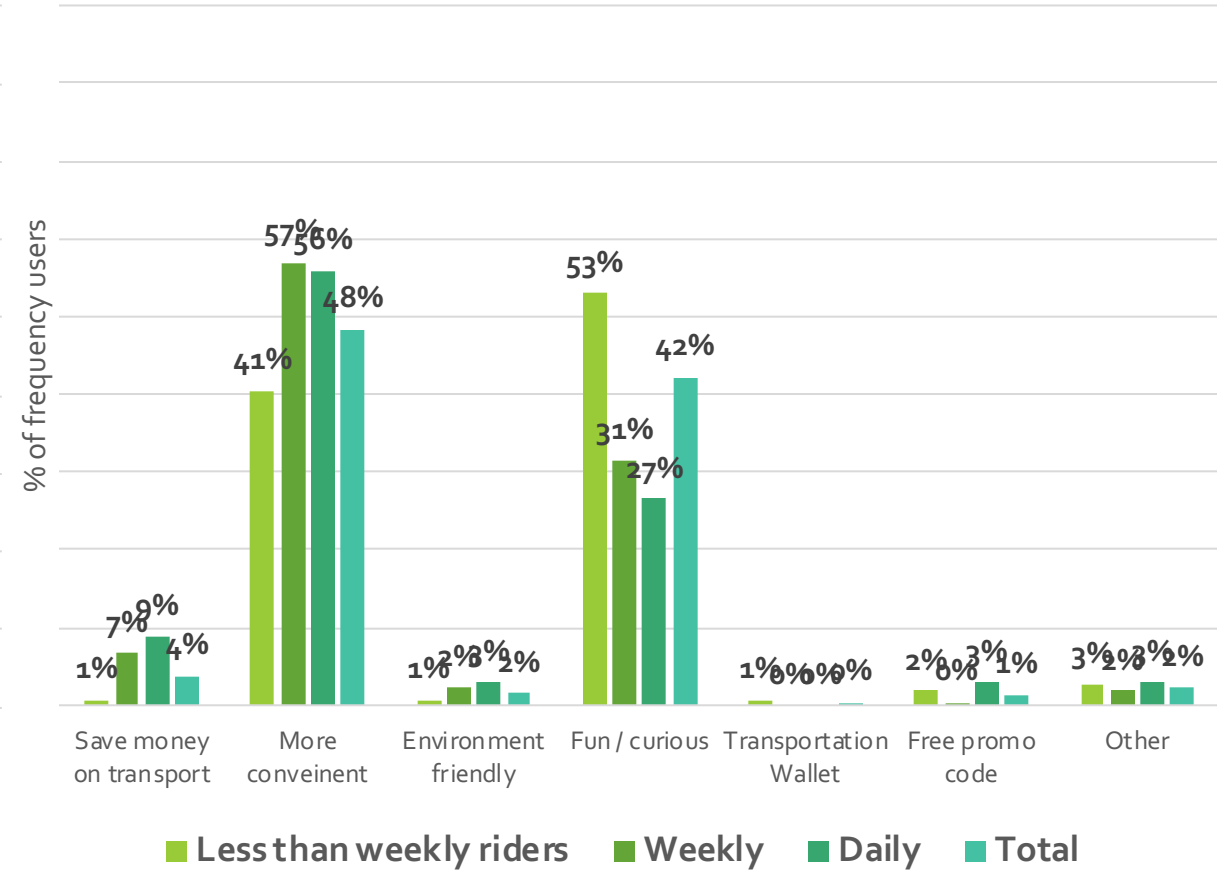
2020

Frequency of User

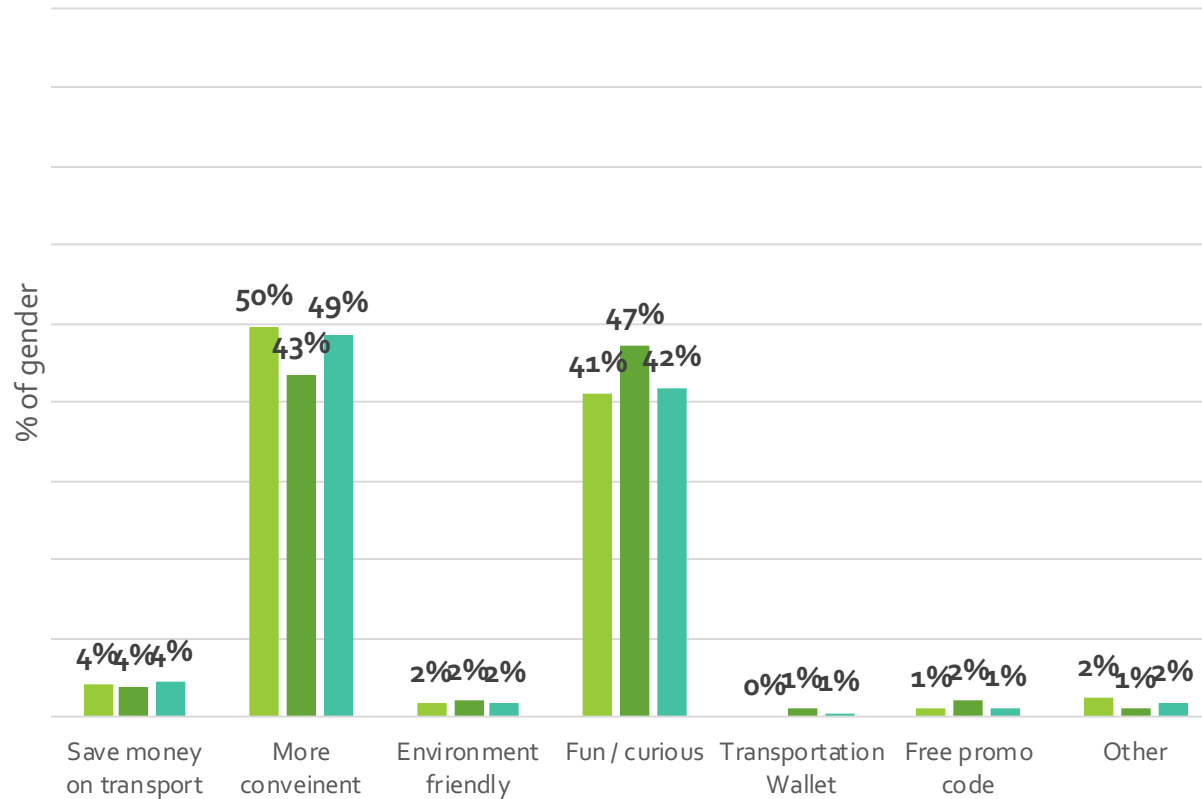
* 2019, 2020; Only one choice



2019



2020



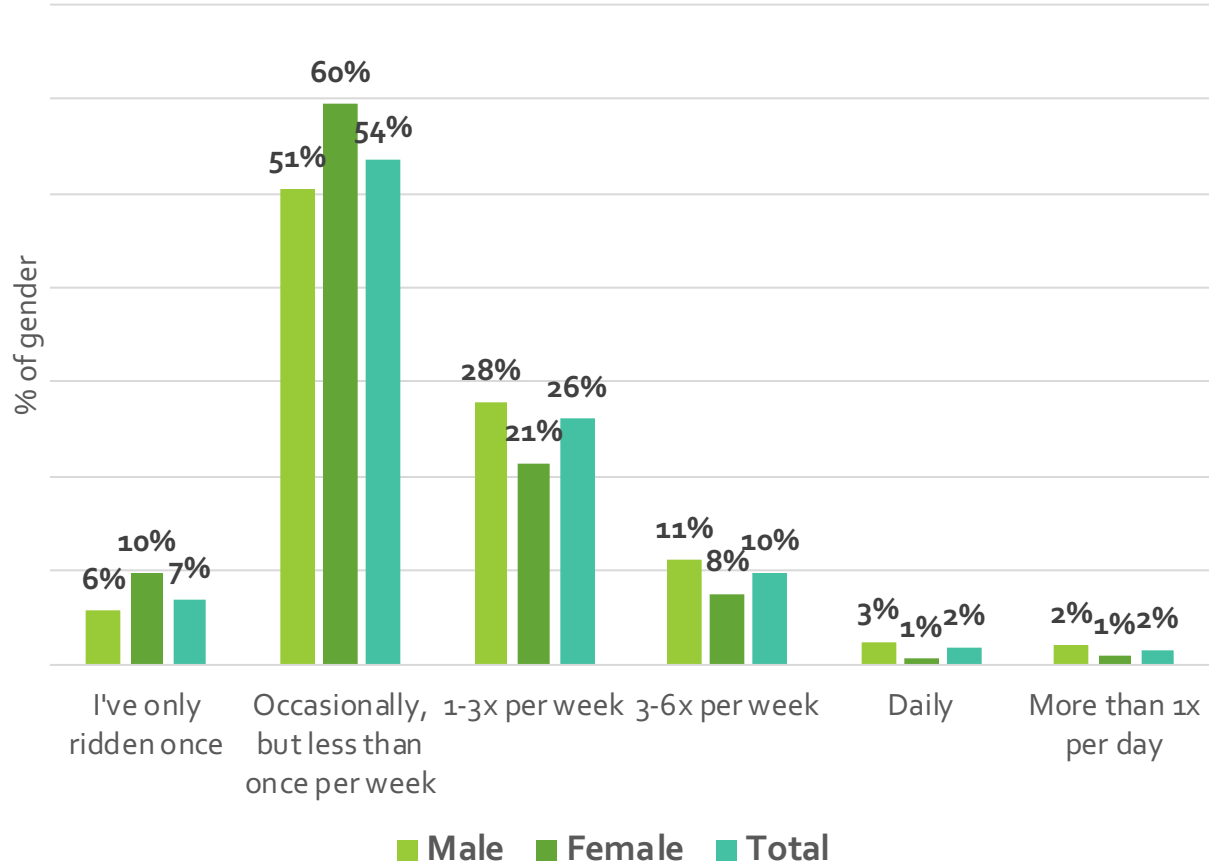
Total

Male Female Total

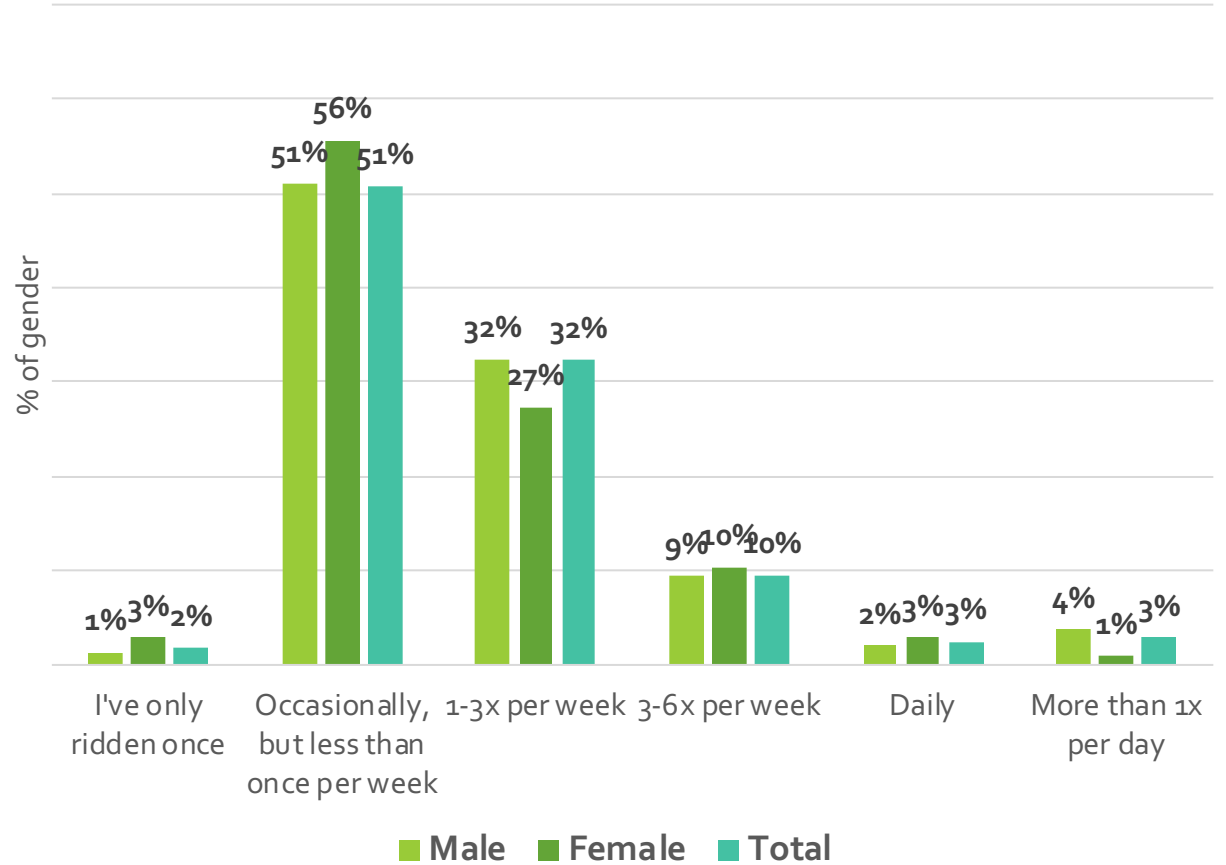
Are there any differences in frequency?

COMPARISON BETWEEN 2019 AND 2020

Gender

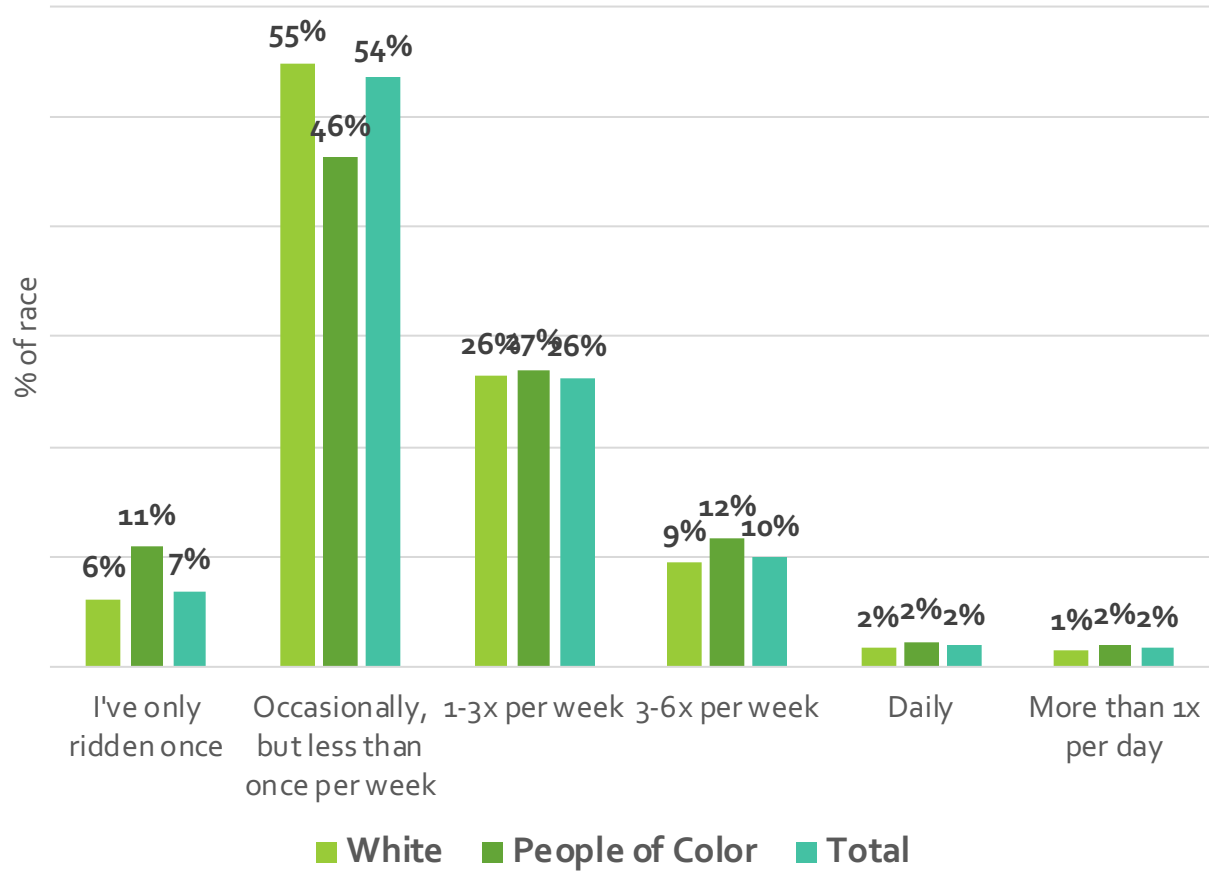


2019

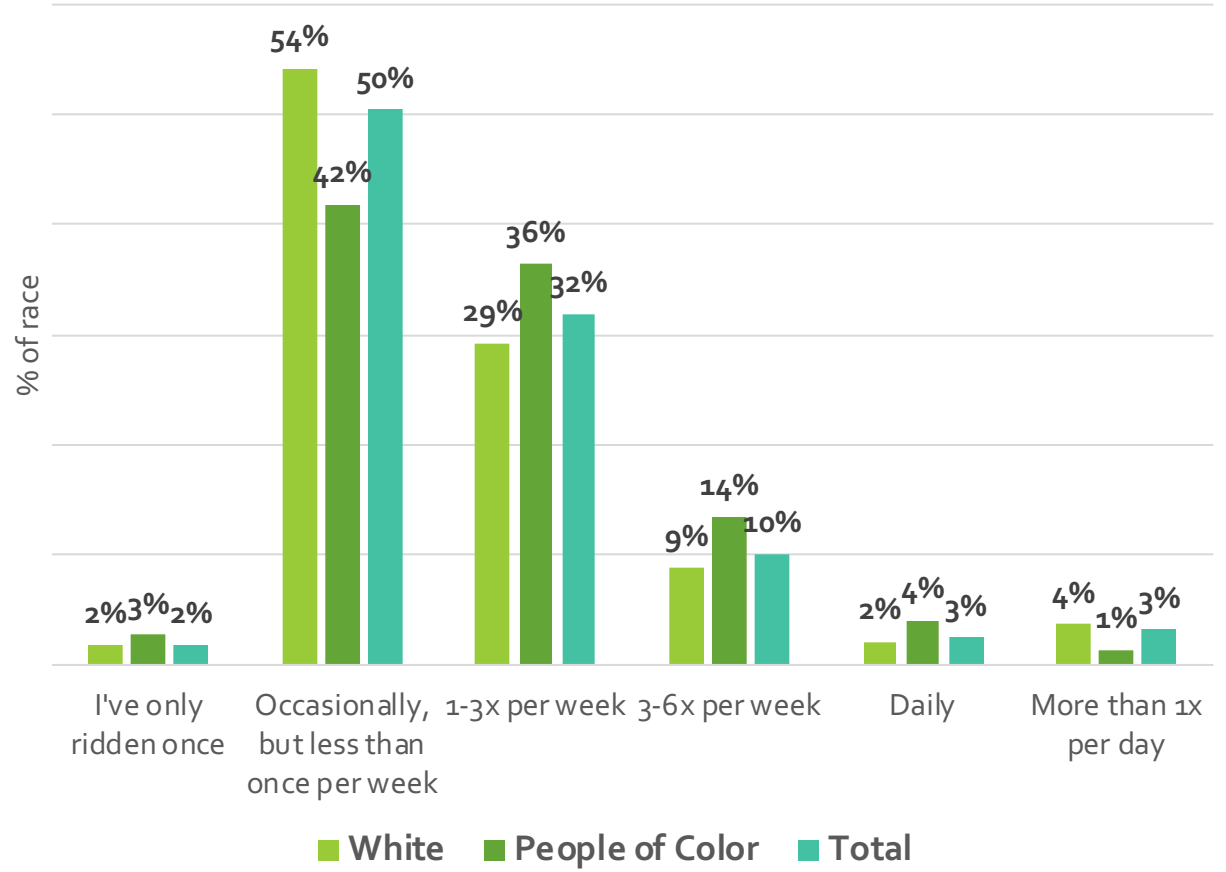


2020

Race

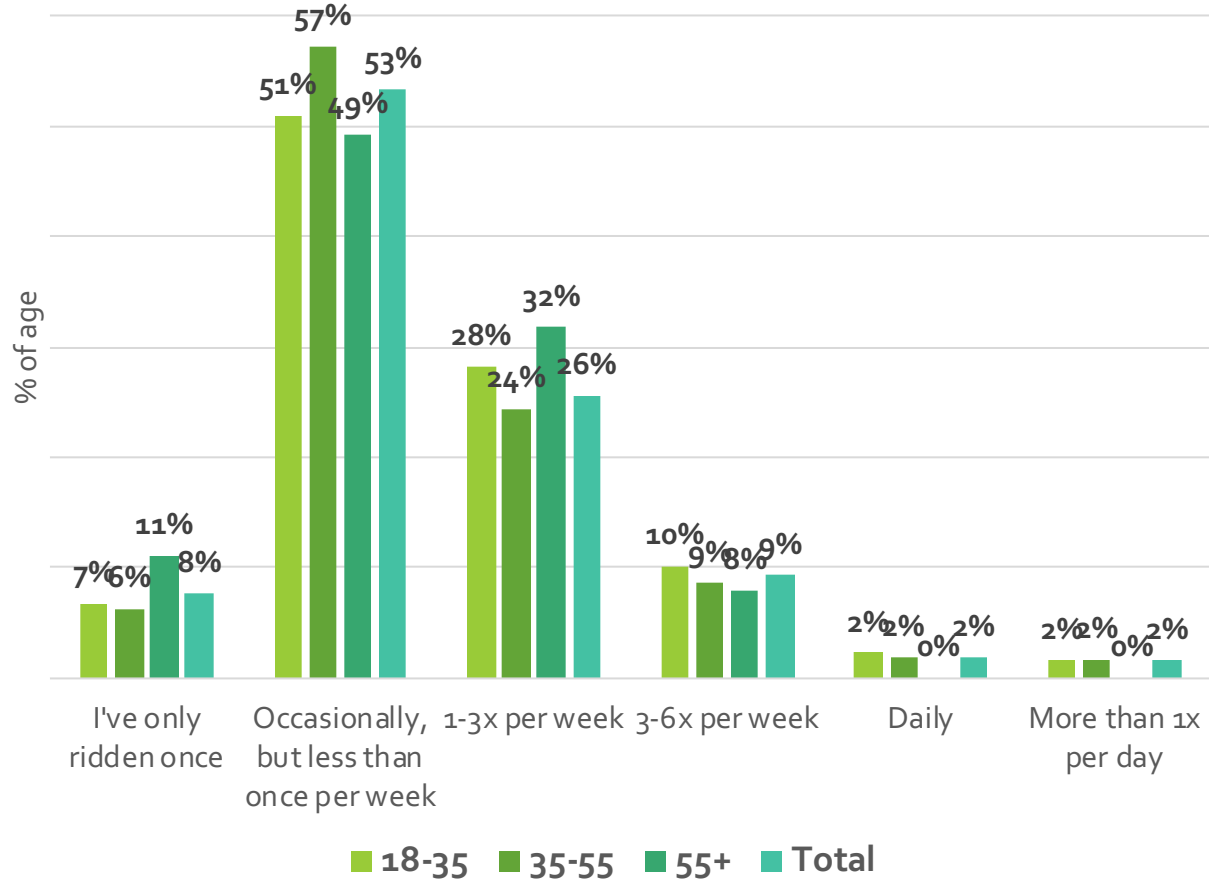


2019

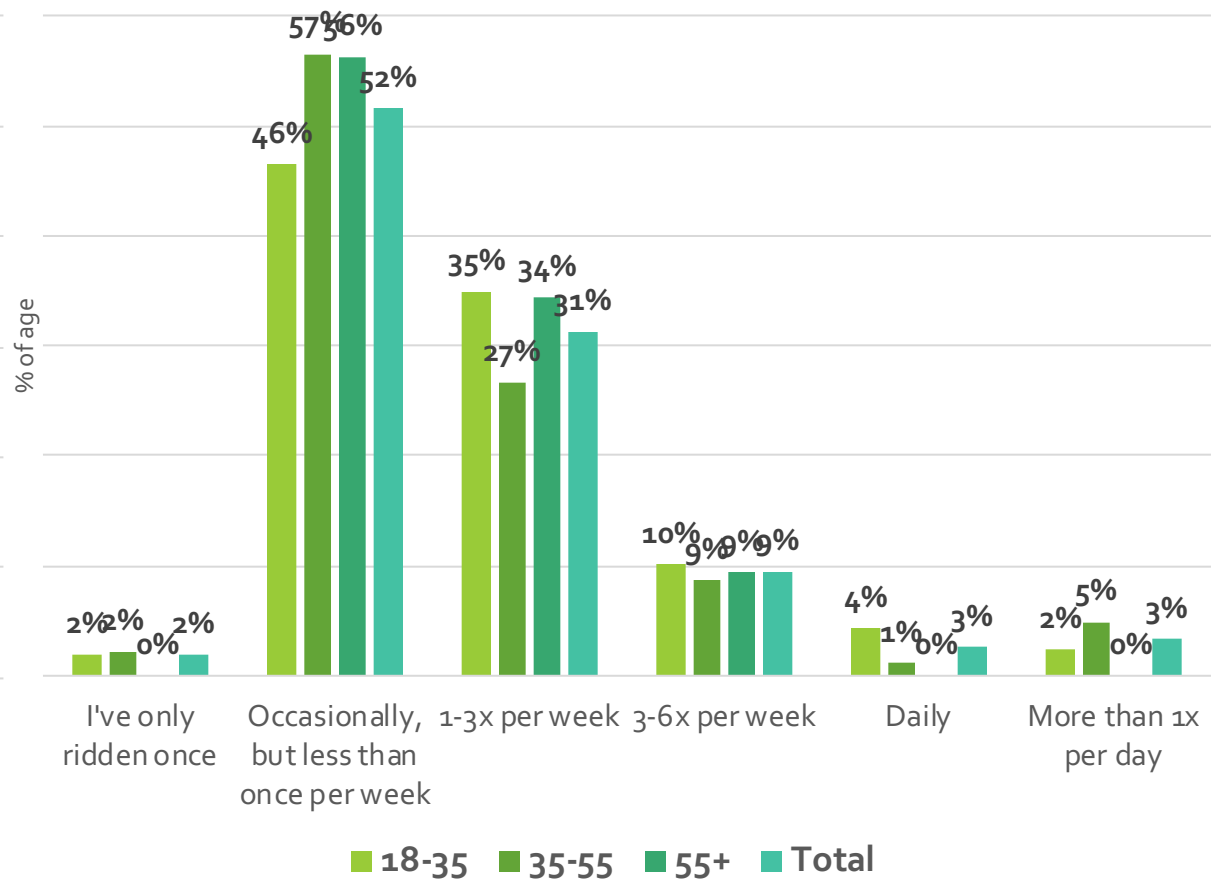


2020

Age

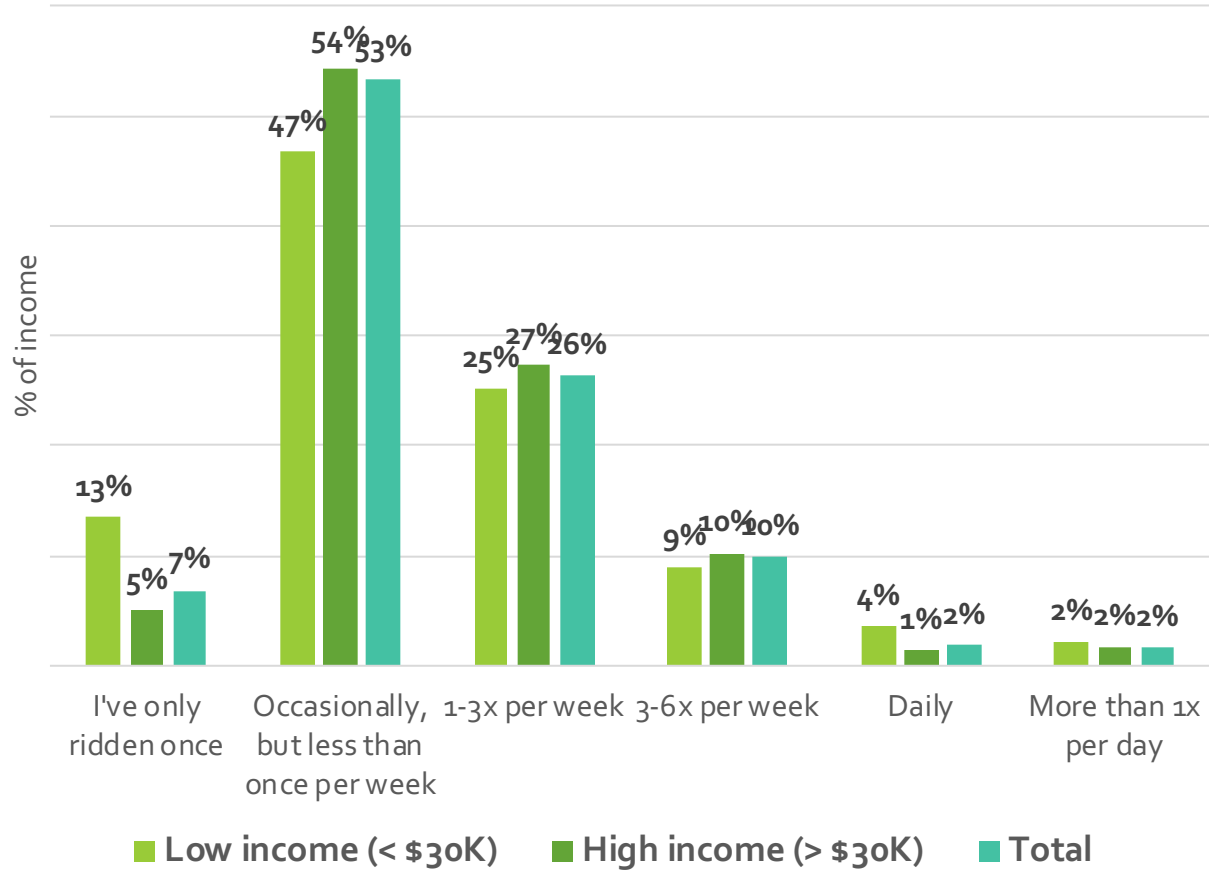


2019

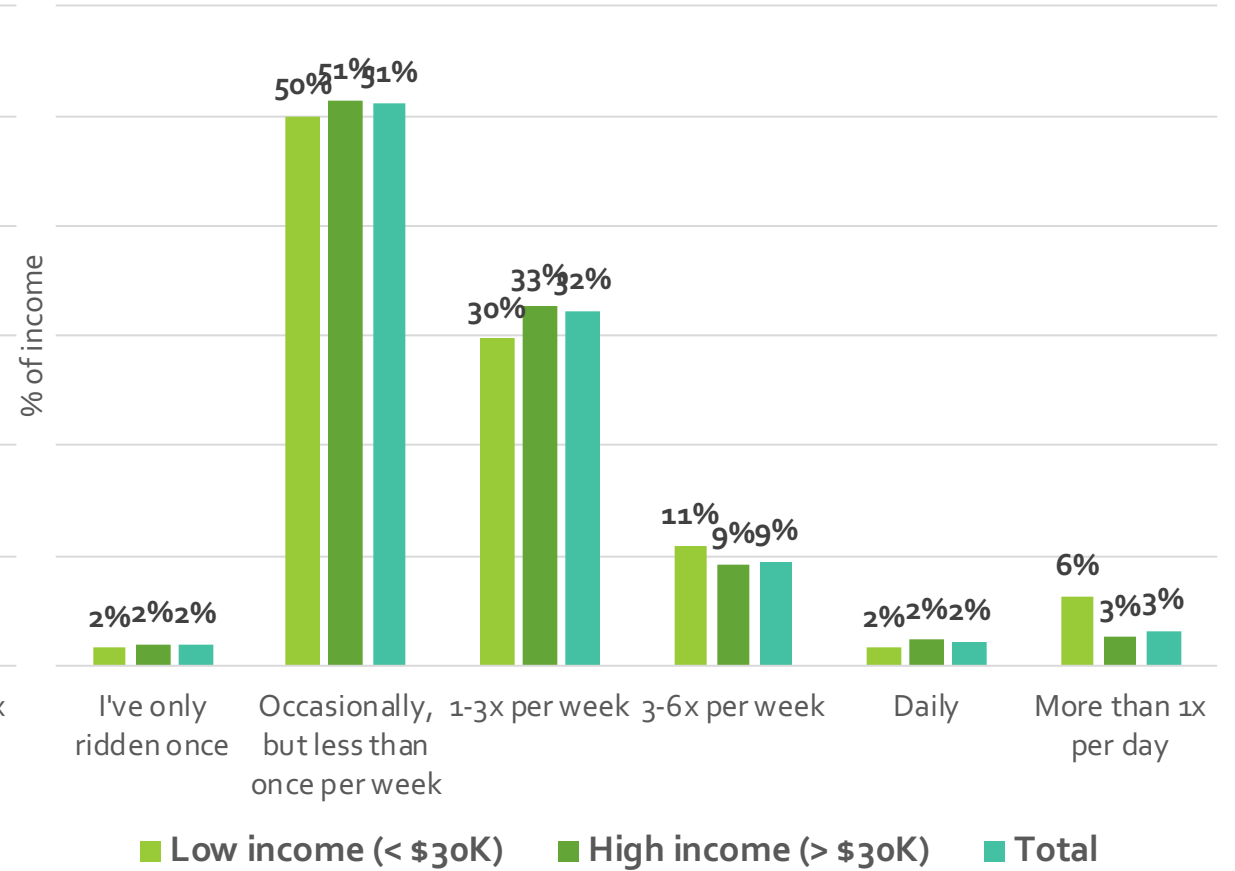


2020

Income



2019



2020

Are there any differences in trip purpose?

A few differences in trip purpose

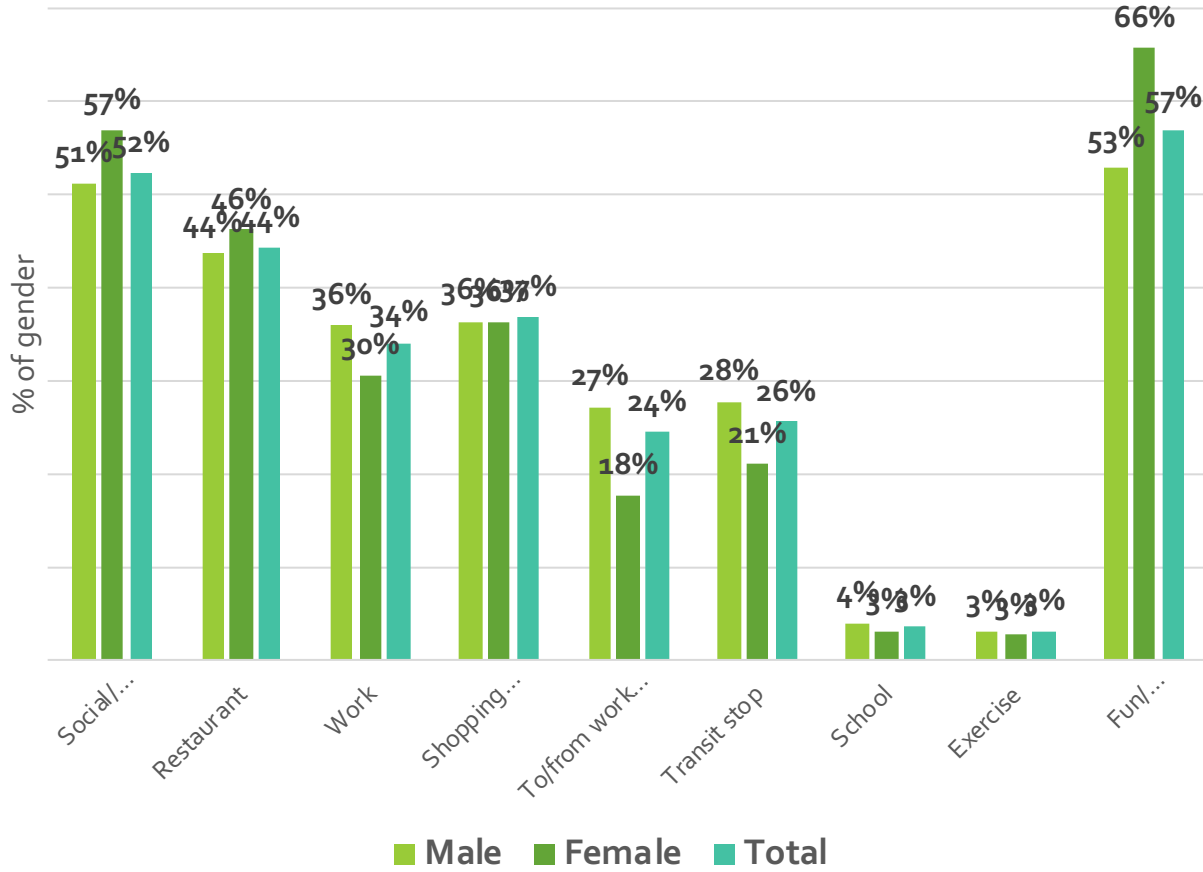
Trip purpose (residents)	In top 3
Fun/recreation	57%
Social/entertainment	52%
Restaurant	43%
Shopping or errands	36%
Work	33%
Transit stop	25%
To/from work meeting/appt	23%
School	4%
Exercise	3%

2019

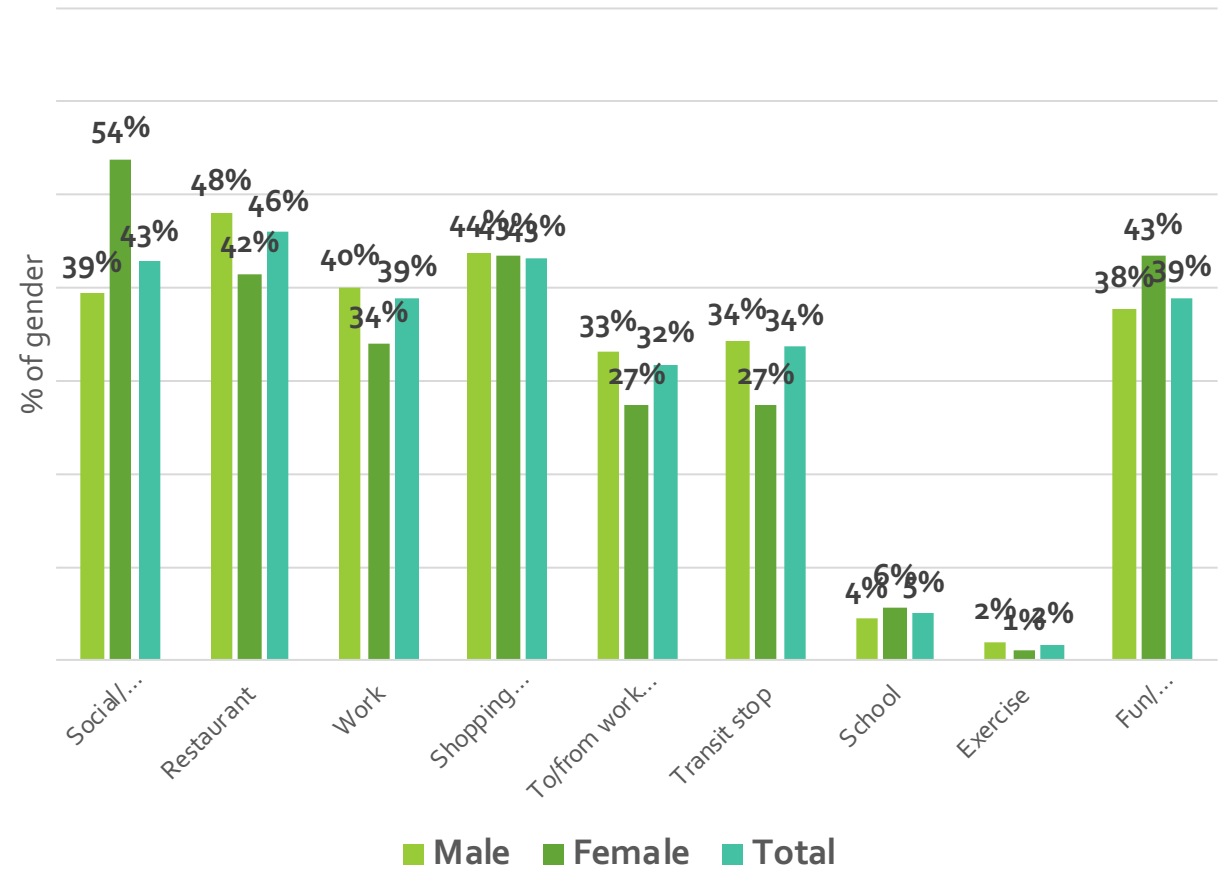
Trip purpose (residents)	In top 3
Restaurant	42%
Shopping or errands	41%
Social/entertainment	40%
Work	38%
Fun/recreation	37%
To/from work meeting/appt	31%
Transit stop	30%
School	4%
Exercise	2%

2020

Gender

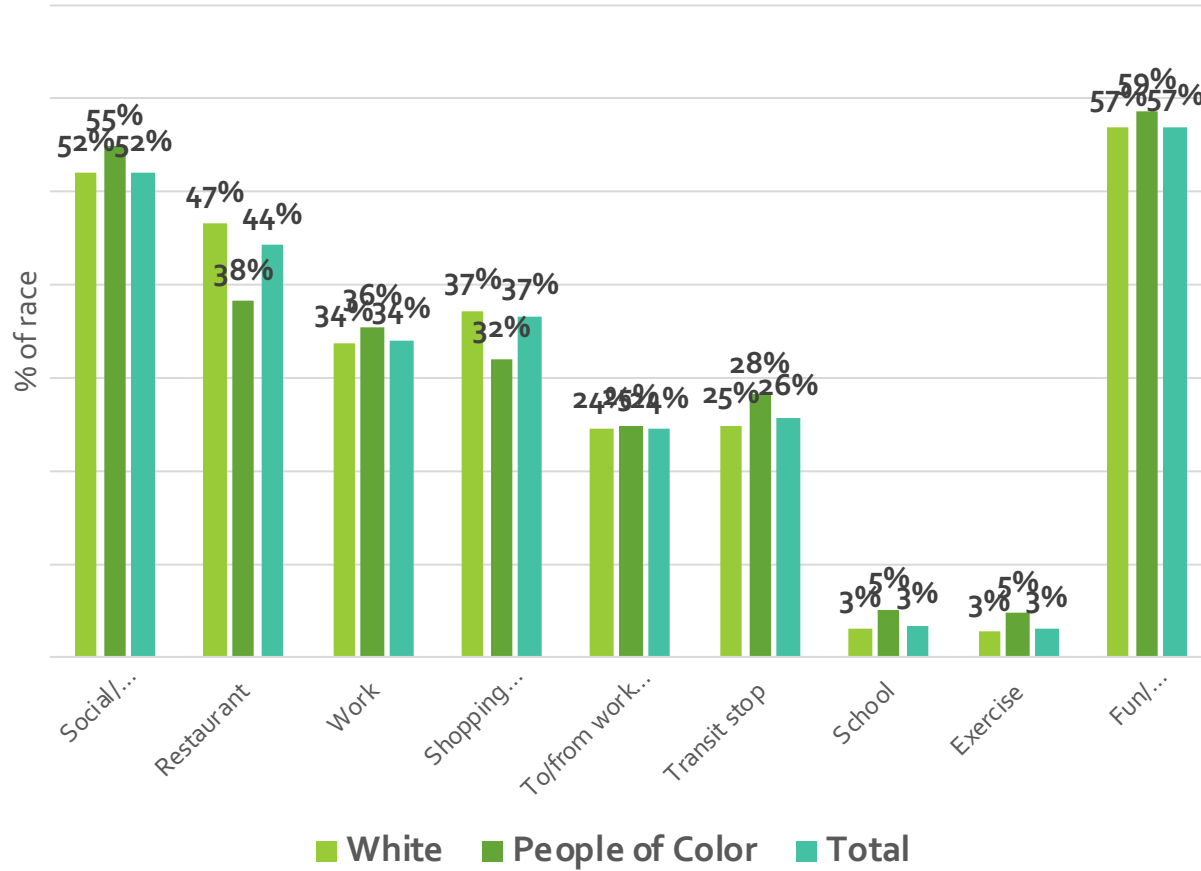


2019

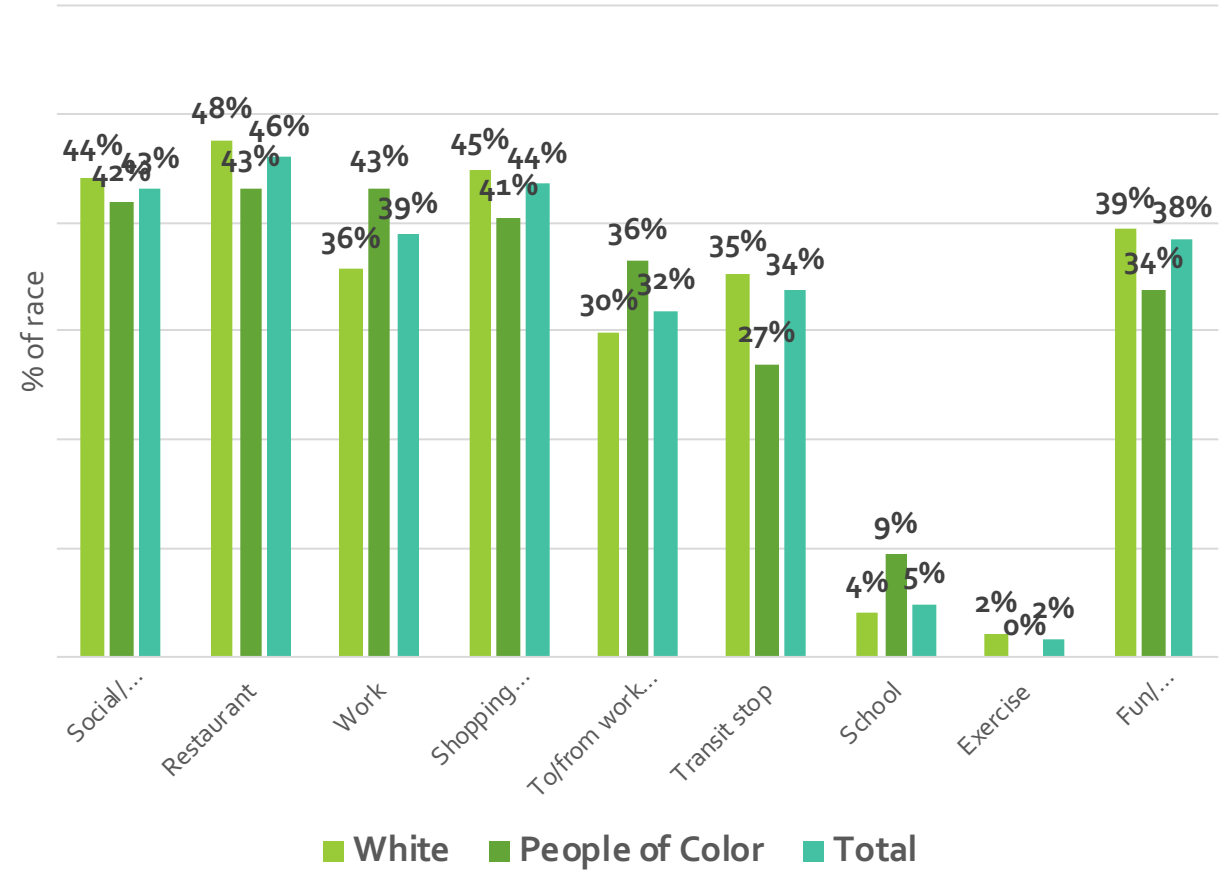


2020

Race

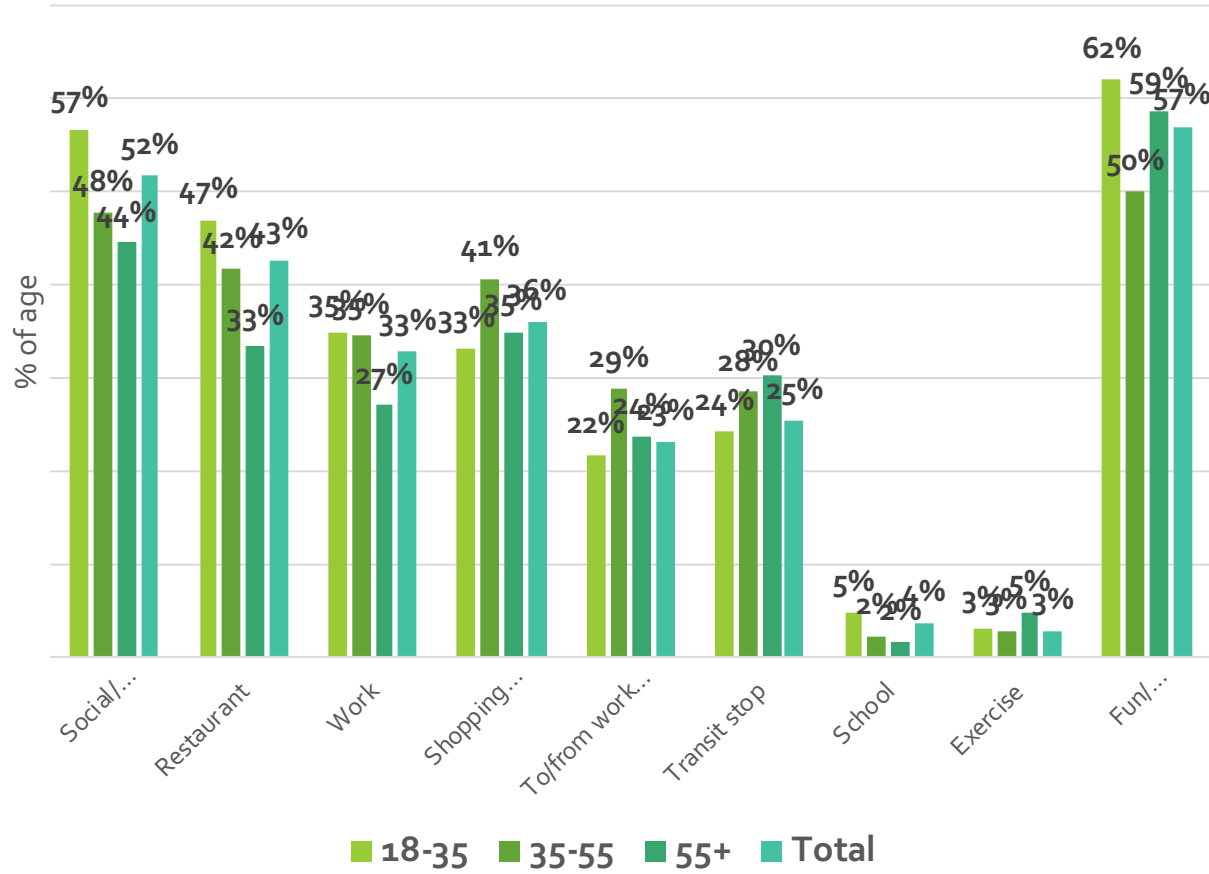


2019

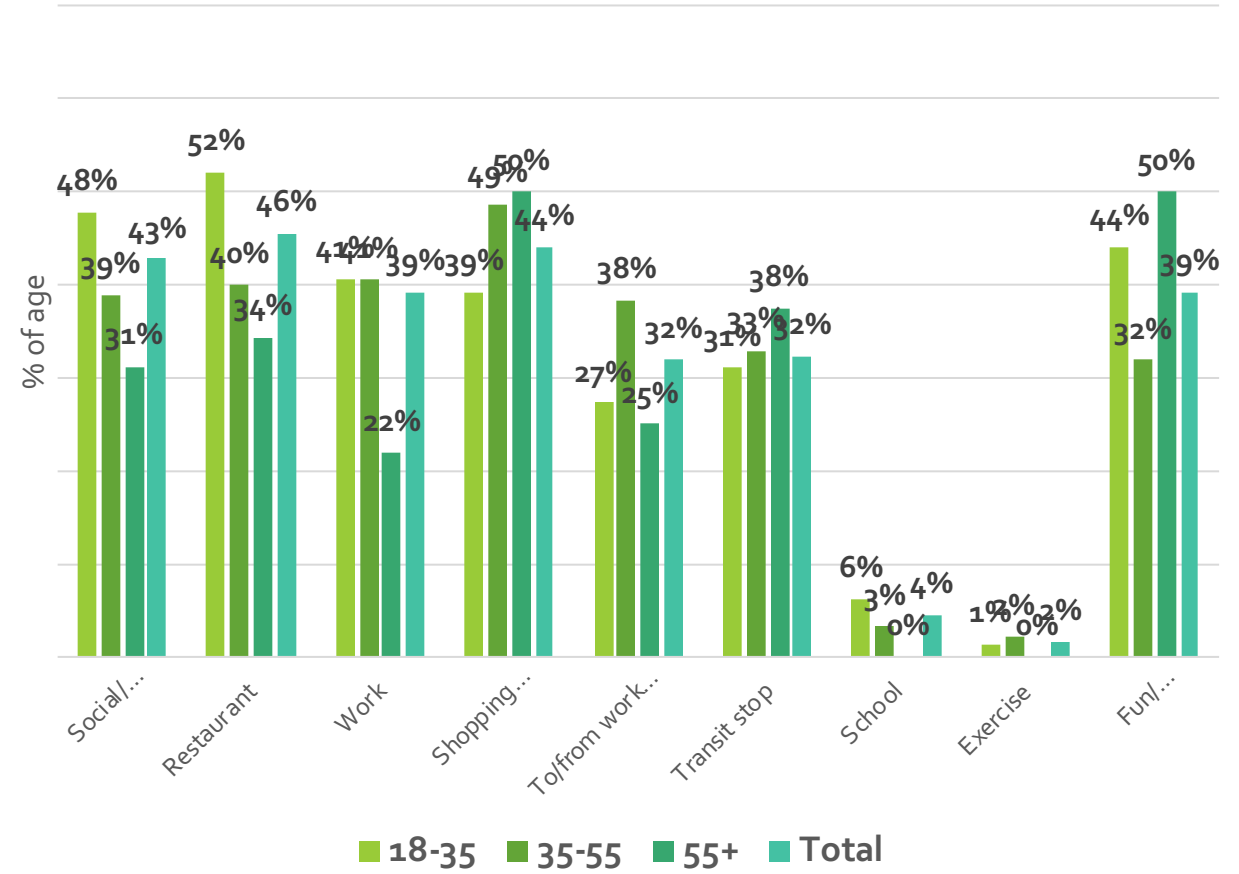


2020

Age

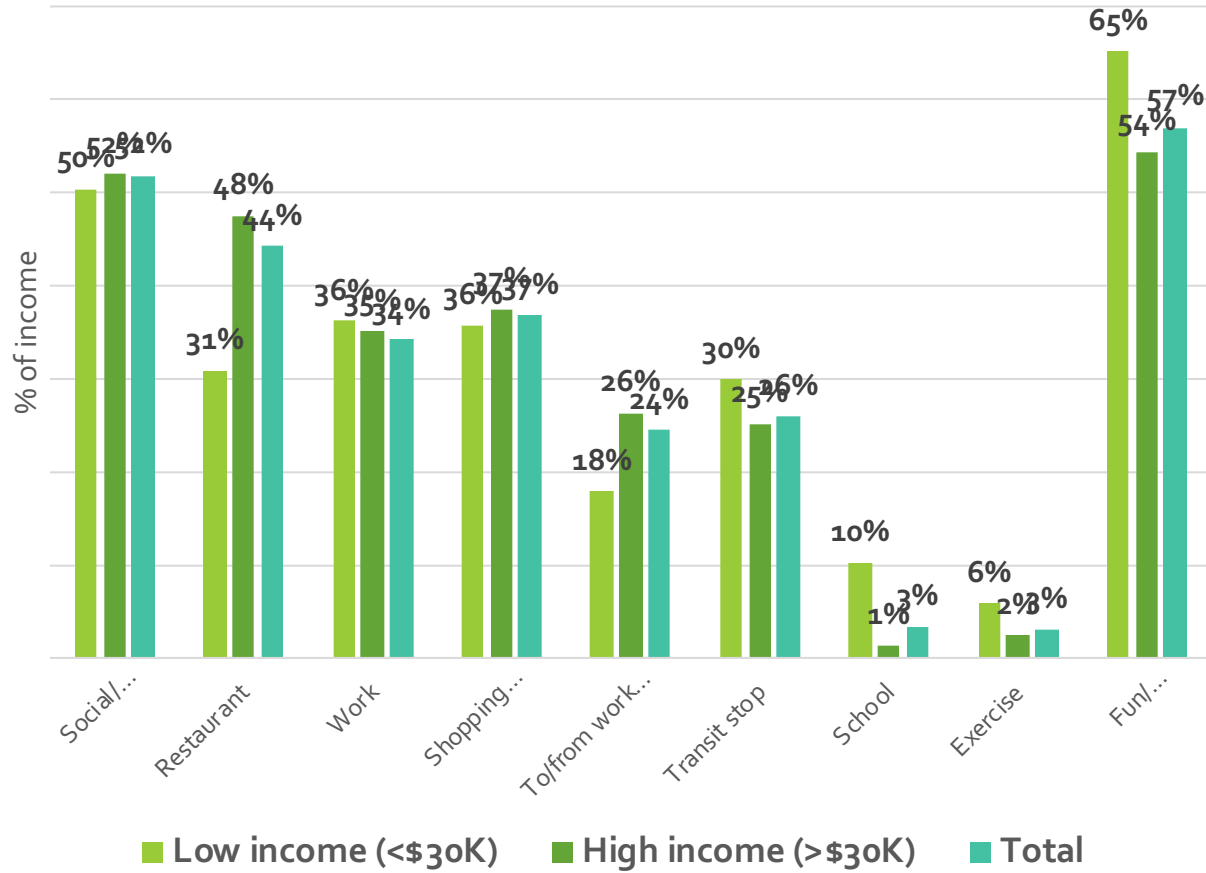


2019

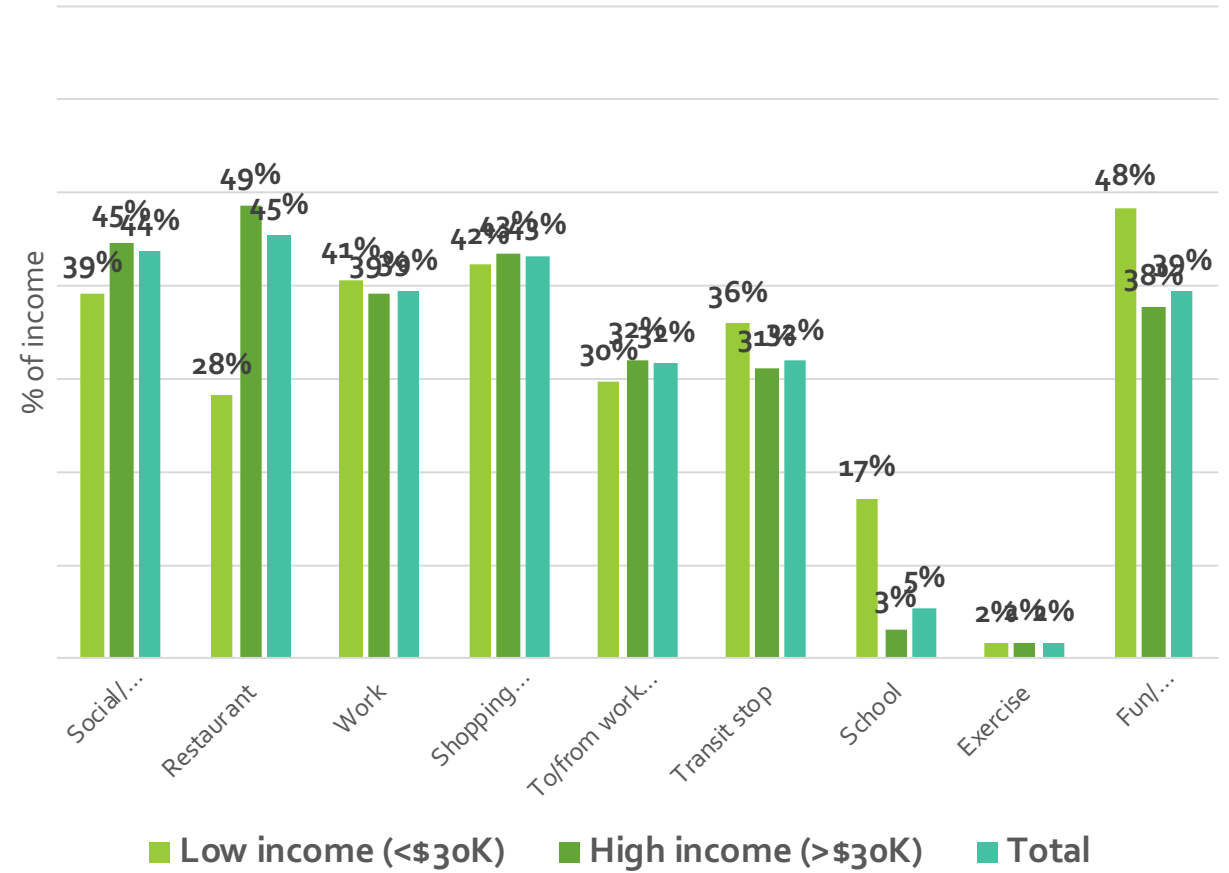


2020

Income

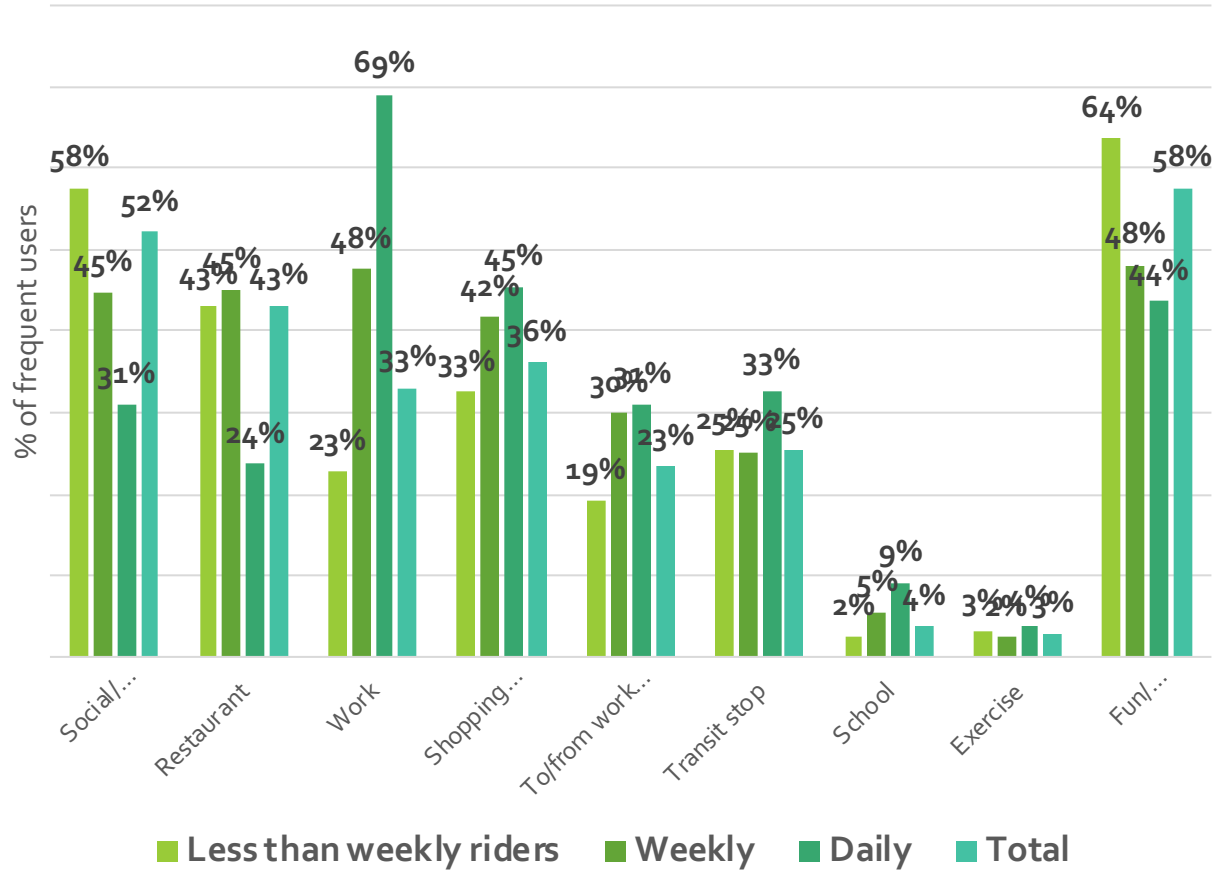


2019

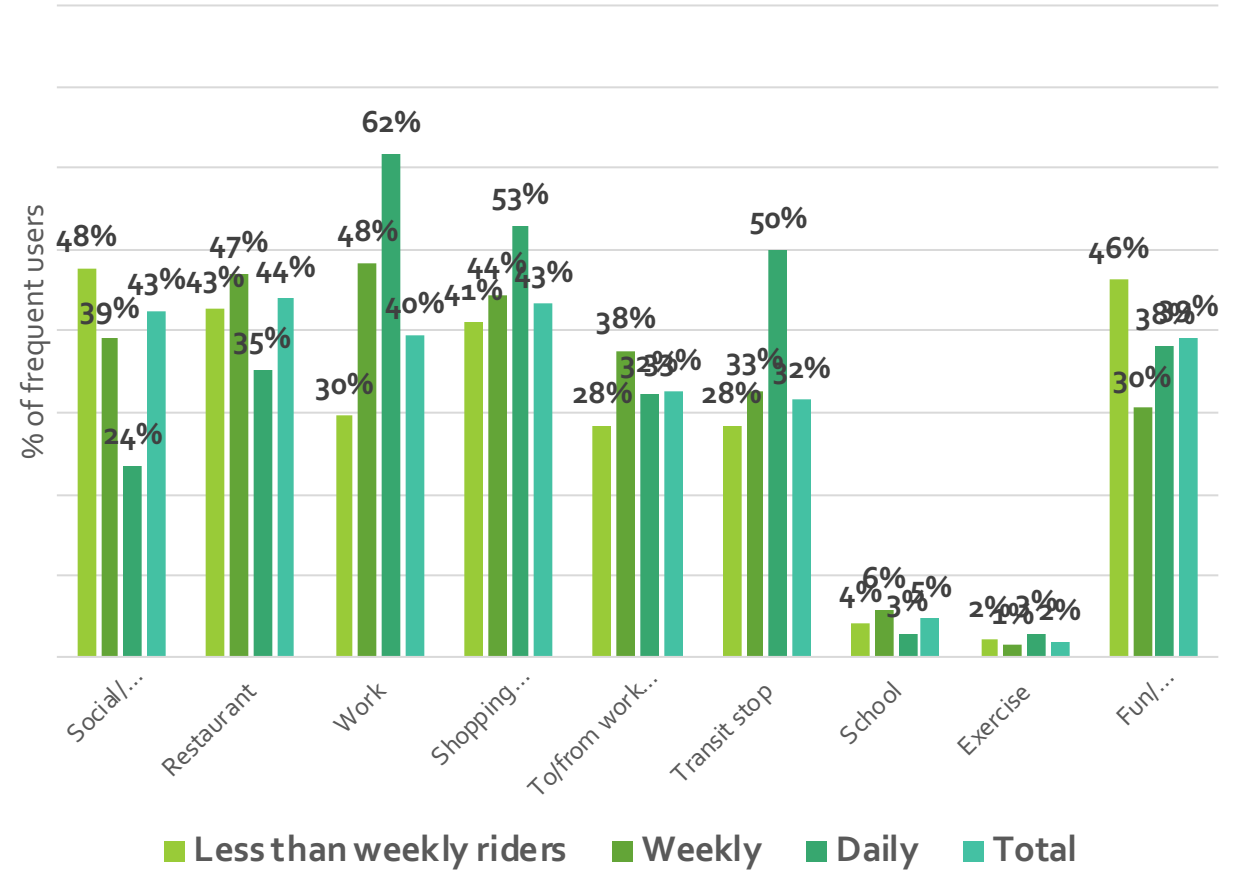


2020

Frequency of Users



2019



2020

Trip purpose by demographic categories (2019 only)

	Total	Millennials	GenX	Boomer	Lower Income	Higher Income	People of Color	White	Male	Female	Less than weekly	Weekly	Daily
Rec/Fun	57%	62%	50%	59%	65%	54%	59%	57%	53%	66%	64%	48%	44%
Social	52%	57%	48%	44%	50%	52%	55%	52%	51%	57%	58%	45%	31%
Restaurant	43%	47%	42%	33%	31%	48%	38%	47%	44%	46%	43%	45%	24%
Shopping	36%	33%	41%	35%	36%	37%	32%	37%	36%	36%	33%	42%	45%
Work	33%	35%	35%	27%	36%	35%	36%	34%	36%	30%	23%	48%	69%
Transit	25%	24%	28%	30%	30%	25%	28%	25%	28%	21%	25%	25%	33%
Appointment	23%	22%	29%	24%	18%	26%	25%	24%	27%	18%	19%	30%	31%
School	4%	5%	2%	2%	10%	1%	5%	3%	4%	3%	2%	5%	9%
Exercise	3%	3%	3%	5%	6%	2%	5%	3%	3%	3%	3%	2%	4%

Trip purpose by demographic categories (2020 only)

	Total	Millennials	GenX	Boomer	Lower Income	Higher Income	People of Color	White	Male	Female	Less than weekly	Weekly	Daily
Rec/Fun	37%	44%	32%	50%	48%	38%	34%	39%	38%	43%	46%	30%	38%
Social	40%	48%	39%	31%	39%	45%	42%	44%	39%	54%	48%	39%	24%
Restaurant	42%	52%	40%	34%	28%	49%	43%	36%	48%	42%	43%	47%	35%
Shopping	41%	39%	49%	50%	42%	43%	41%	45%	44%	43%	41%	44%	53%
Work	38%	41%	41%	22%	41%	39%	43%	36%	40%	34%	30%	48%	62%
Transit	30%	31%	33%	38%	36%	31%	27%	35%	34%	27%	28%	33%	50%
Appointment	31%	27%	38%	25%	30%	32%	36%	30%	33%	27%	28%	38%	32%
School	4%	6%	3%	0%	17%	3%	9%	4%	4%	6%	4%	6%	3%
Exercise	2%	1%	2%	0%	2%	2%	0%	2%	2%	1%	2%	1%	3%

A few differences in trip purpose

Trip purpose (residents)	In top 1
Fun/recreation	23%
Work	18%
Social/entertainment	17%
Restaurant	12%
Shopping or errands	10%
Transit stop	8%
To/from work meeting/appt	7%
School	1%
Exercise	0%

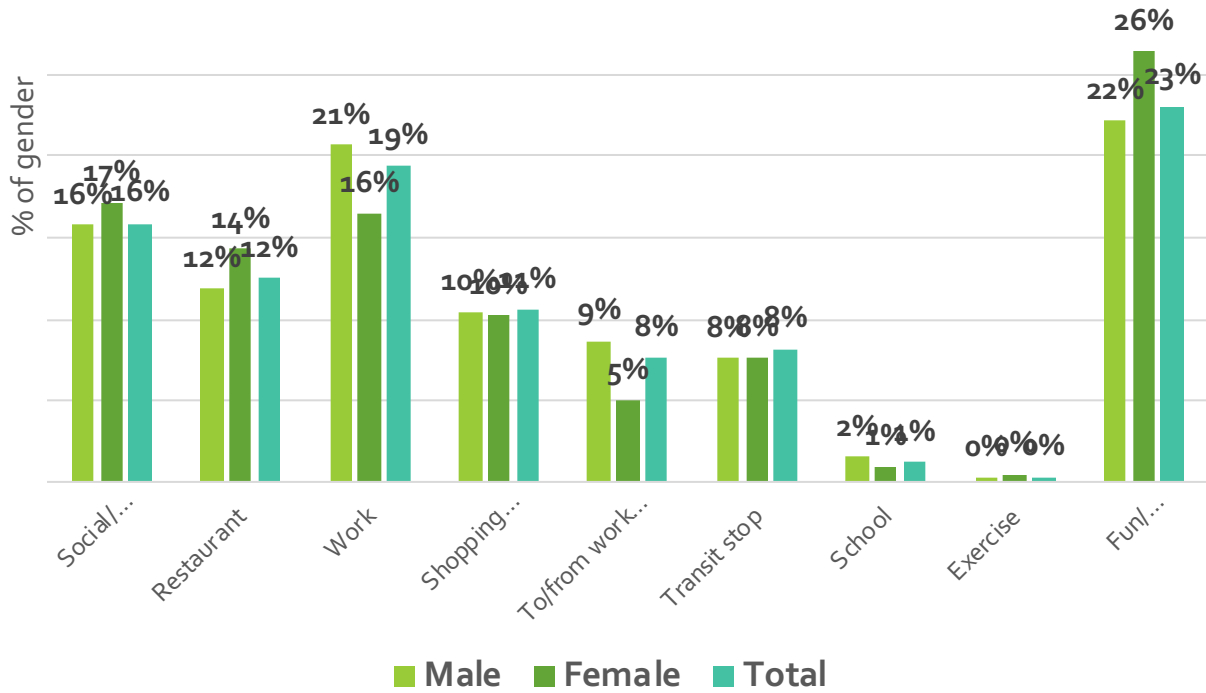
2019

Trip purpose (residents)	In top 1
Work	23%
Social/entertainment	14%
Shopping or errands	13%
Restaurant	13%
To/from work meeting/appt	12%
Fun/recreation	9%
Transit stop	8%
School	2%
Exercise	0%

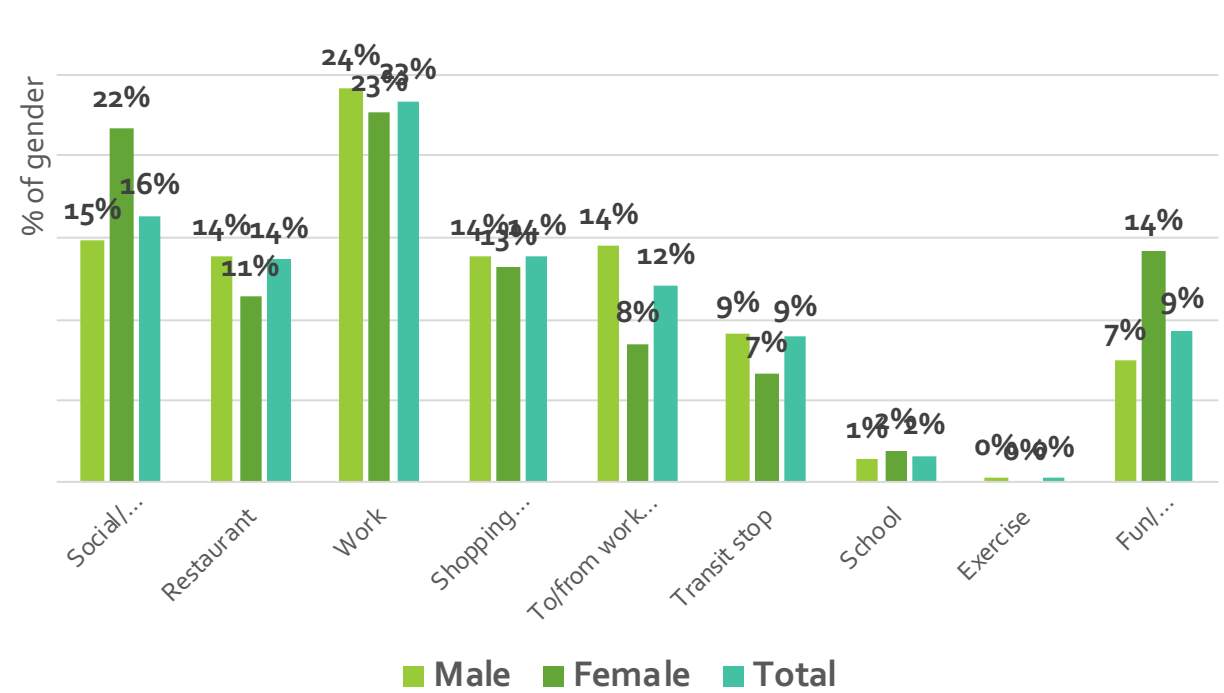
2020

Gender

Top Choice Only



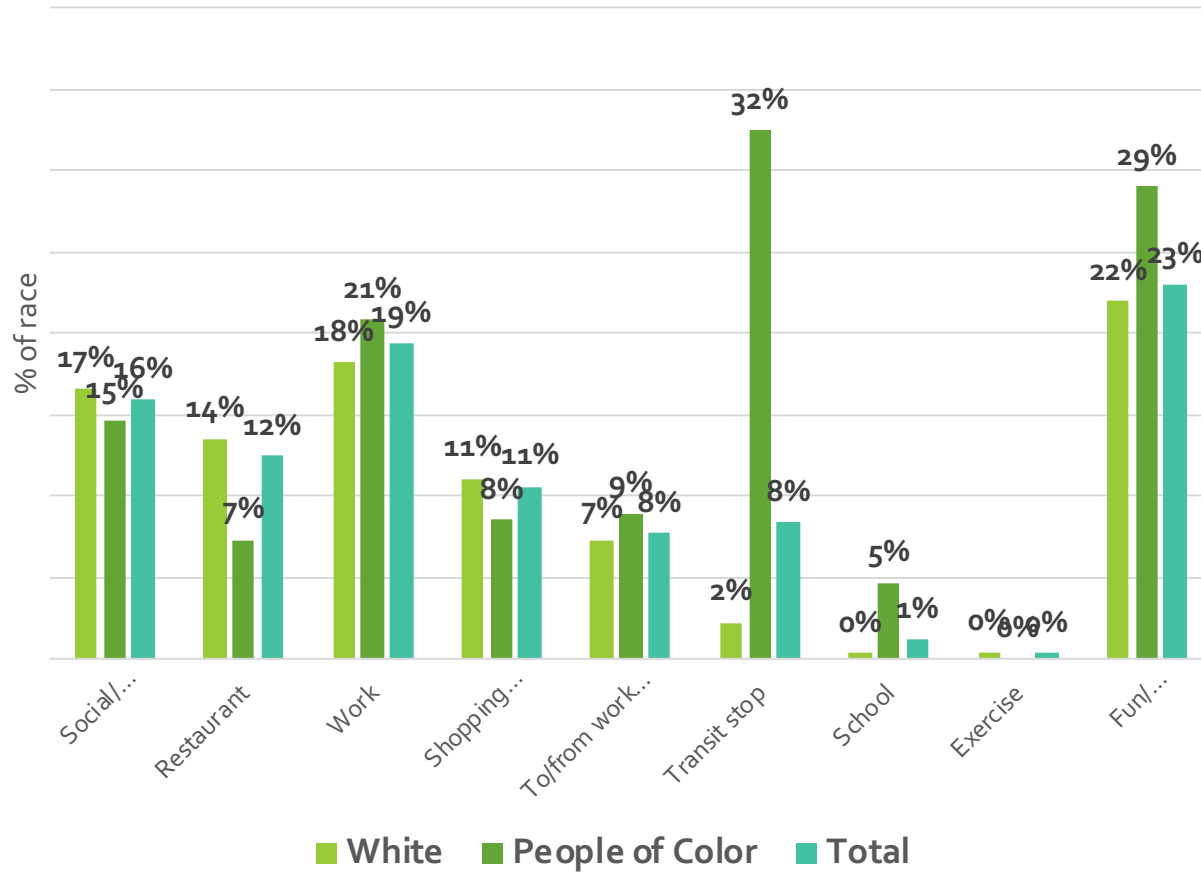
2019



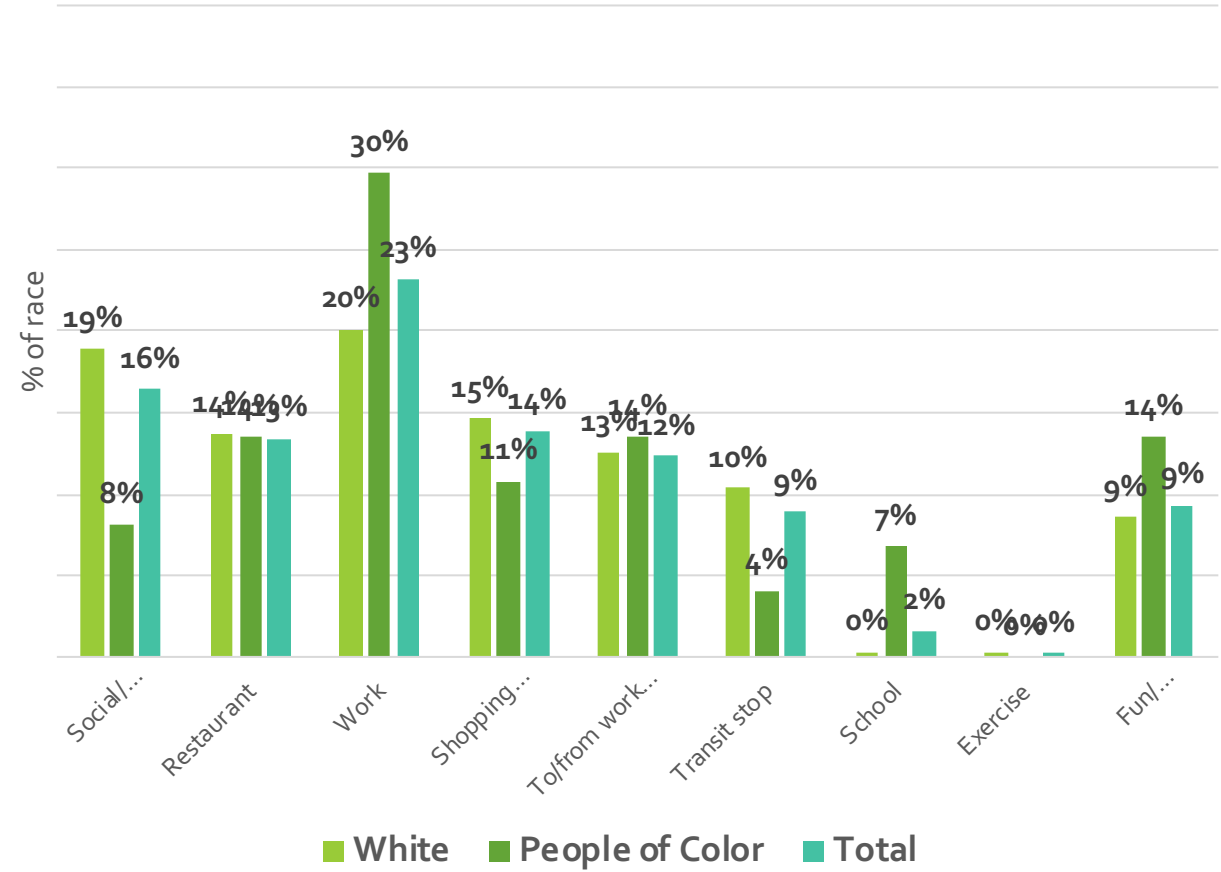
2020

Race

Top Choice Only

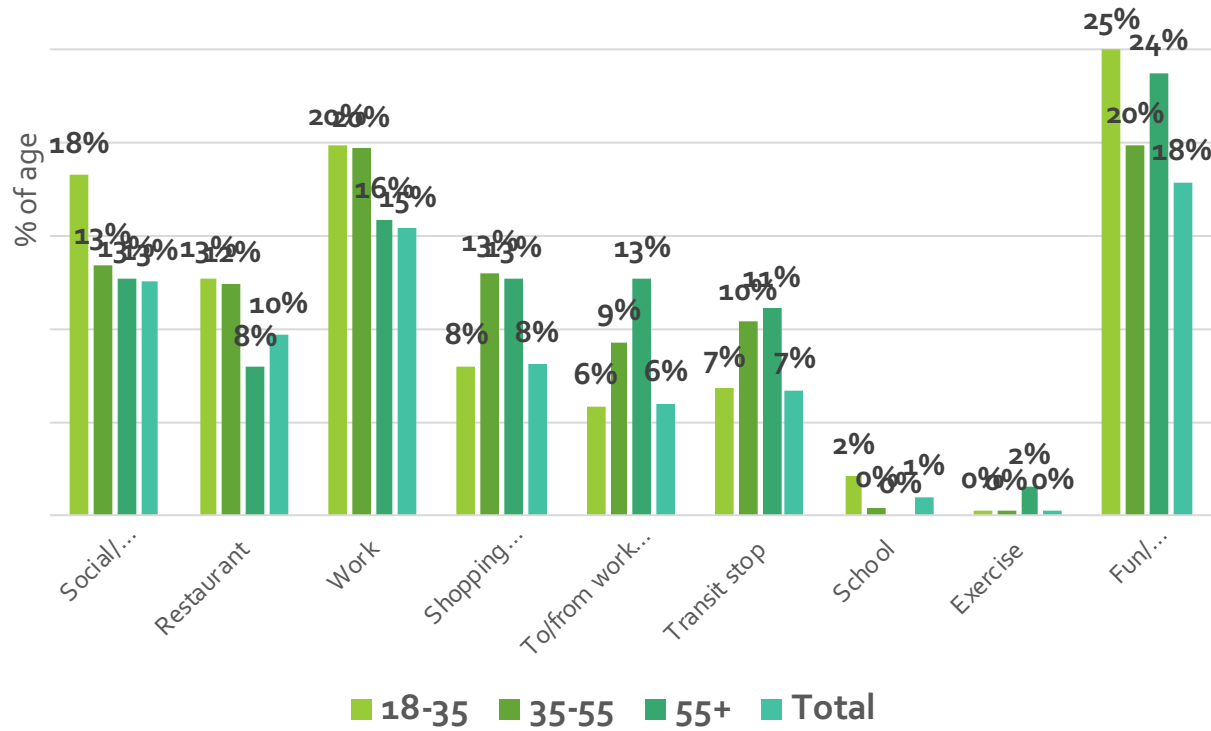


2019



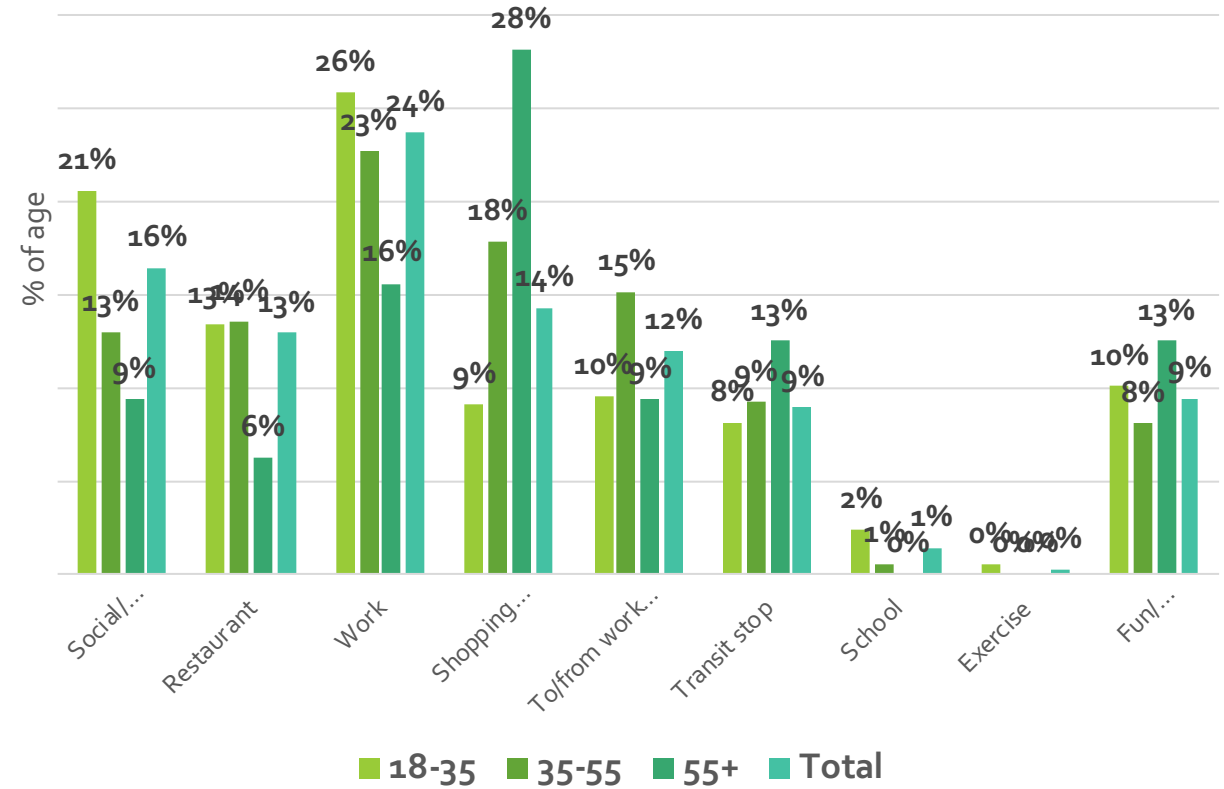
2020

Age



2019

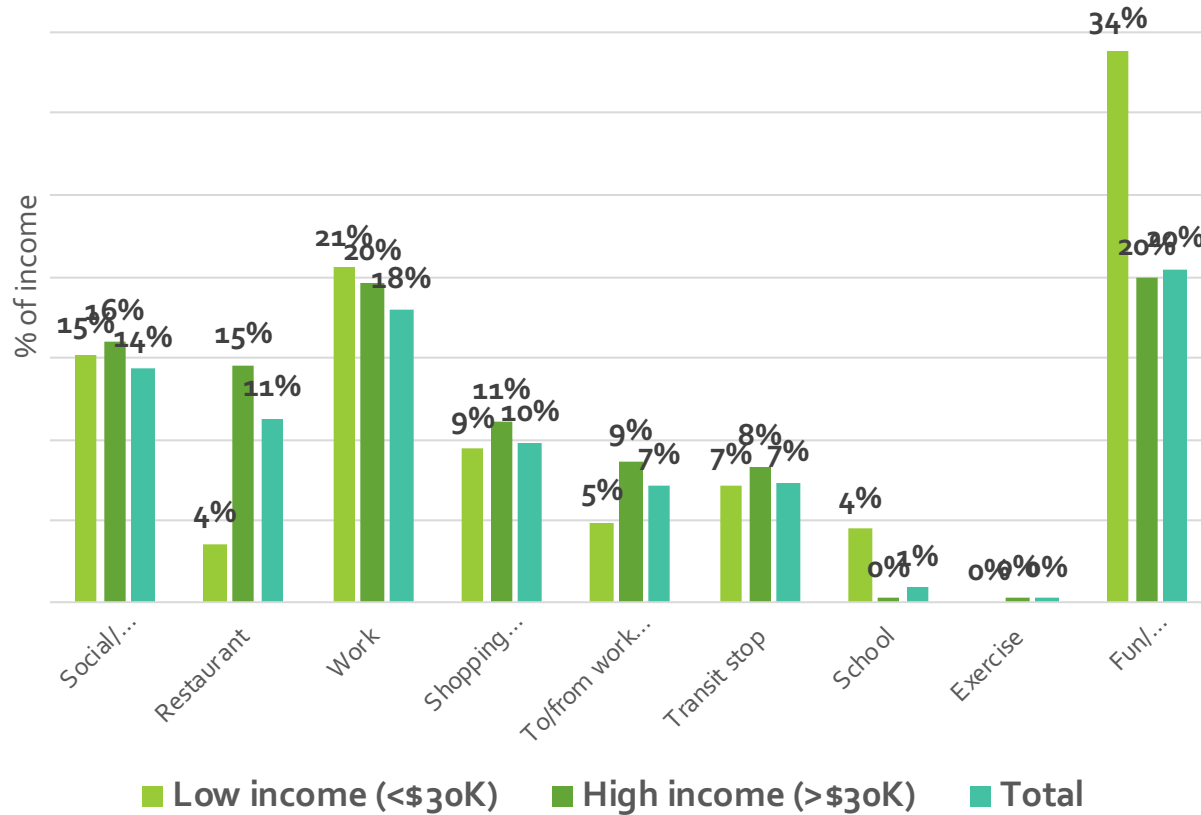
Top Choice Only



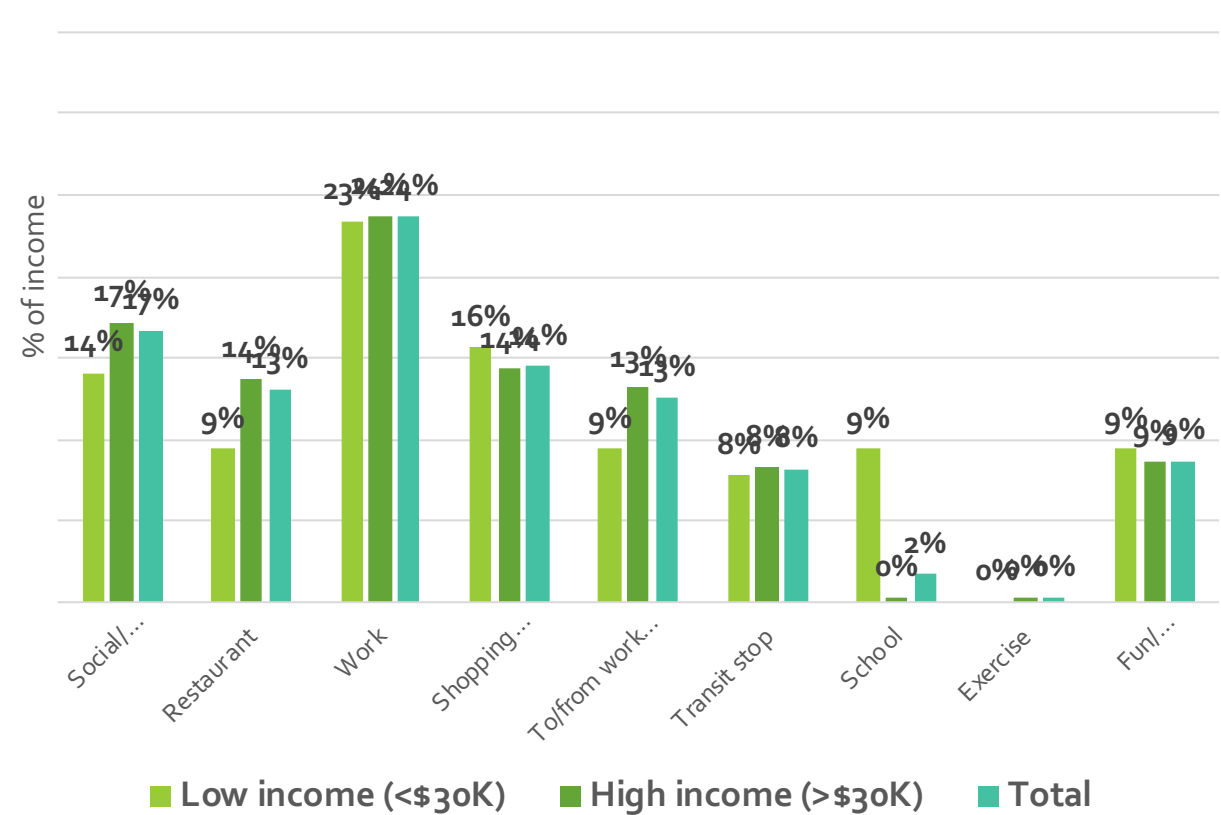
2019

Income

Top Choice Only



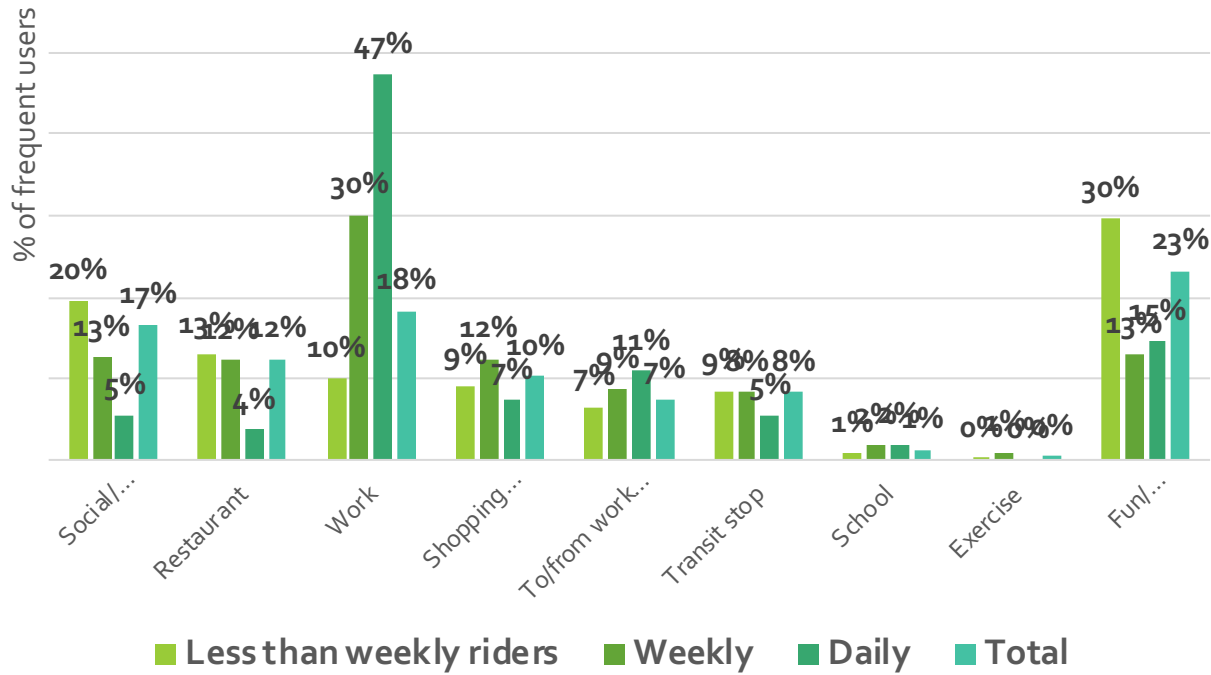
2019



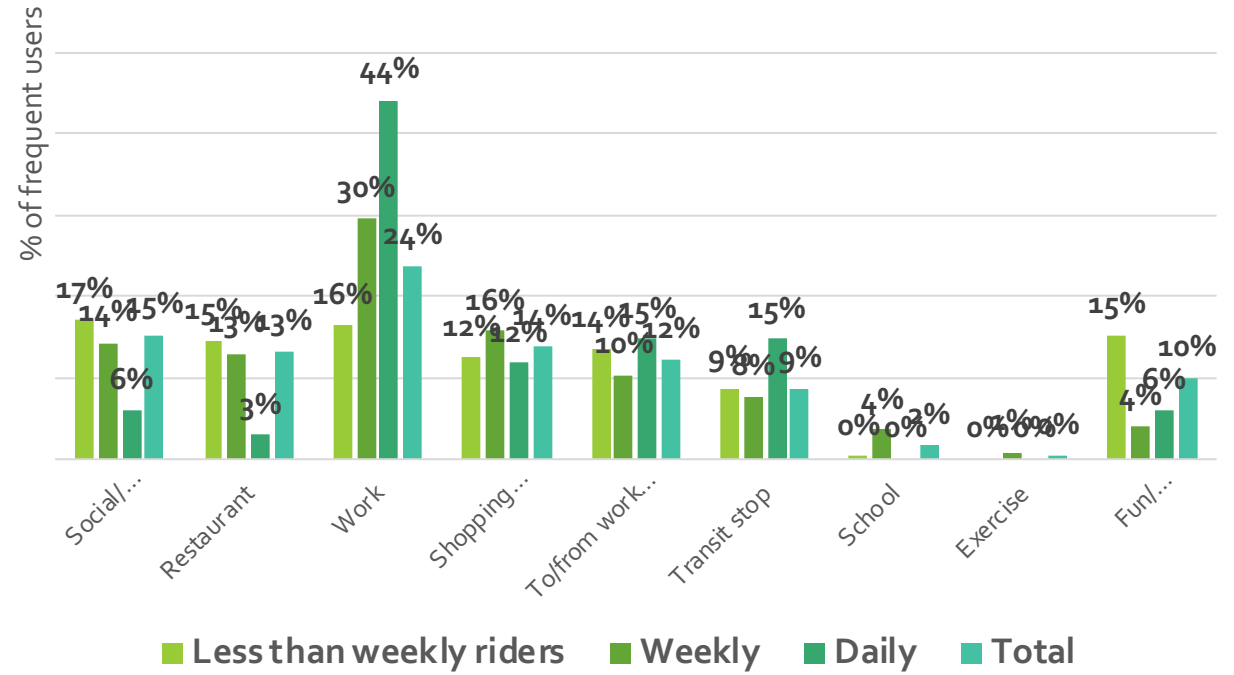
2020

Frequency of Users

Top Choice Only



2019



2020

A few differences in trip purpose

3 Groups

Trip purpose (residents)	In top 1
Work	19%
Utilitarian trips	58%
Fun/recreation	24%

2019

Trip purpose (residents)	In top 1
Work	24%
Utilitarian trips	66%
Fun/recreation	10%

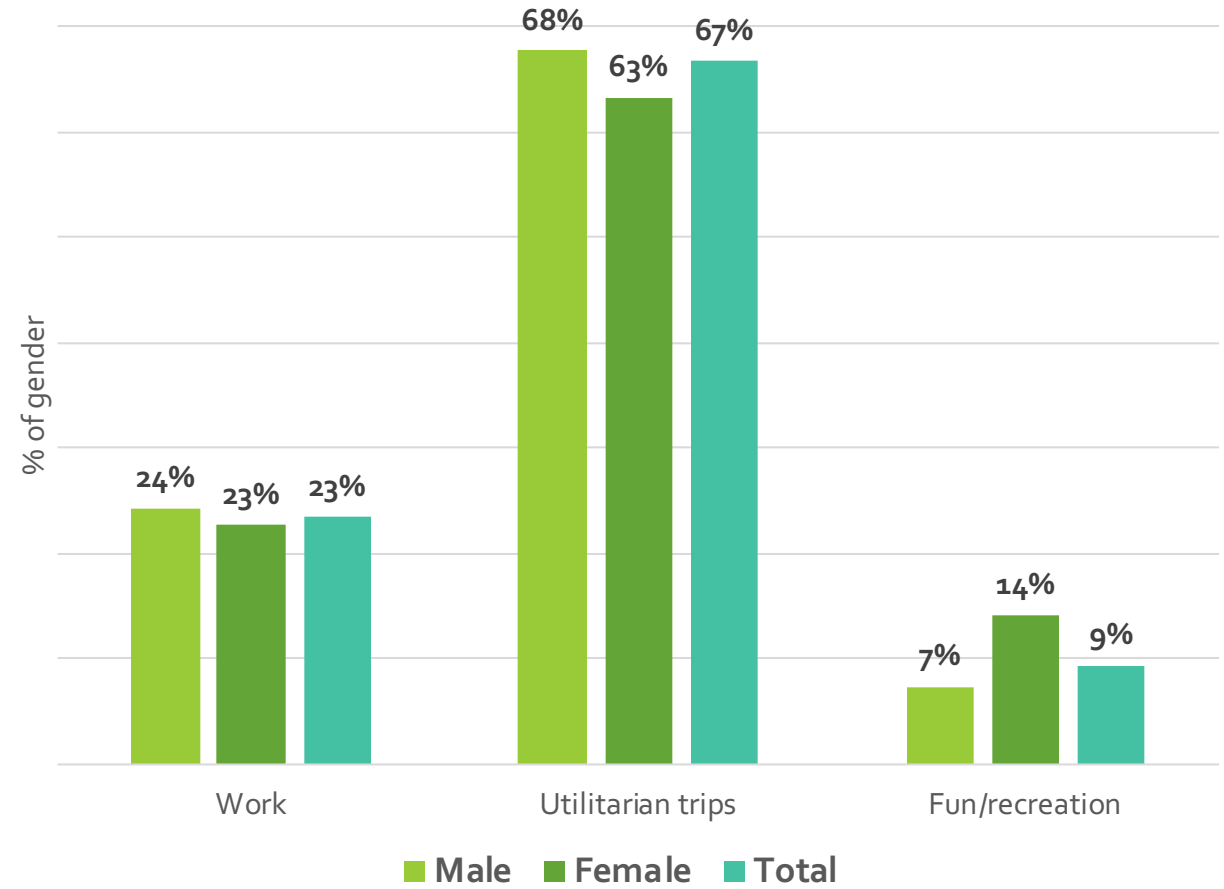
2020

Gender

3 Groups



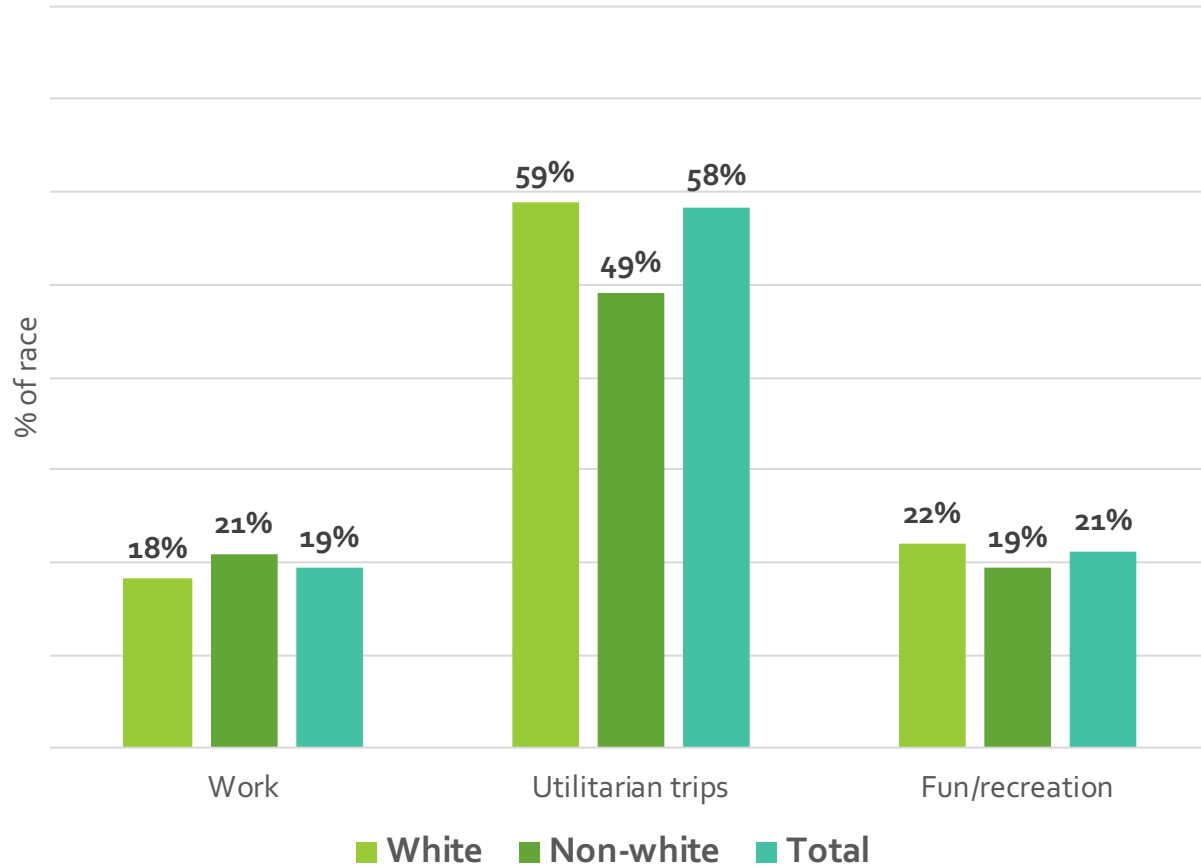
2019



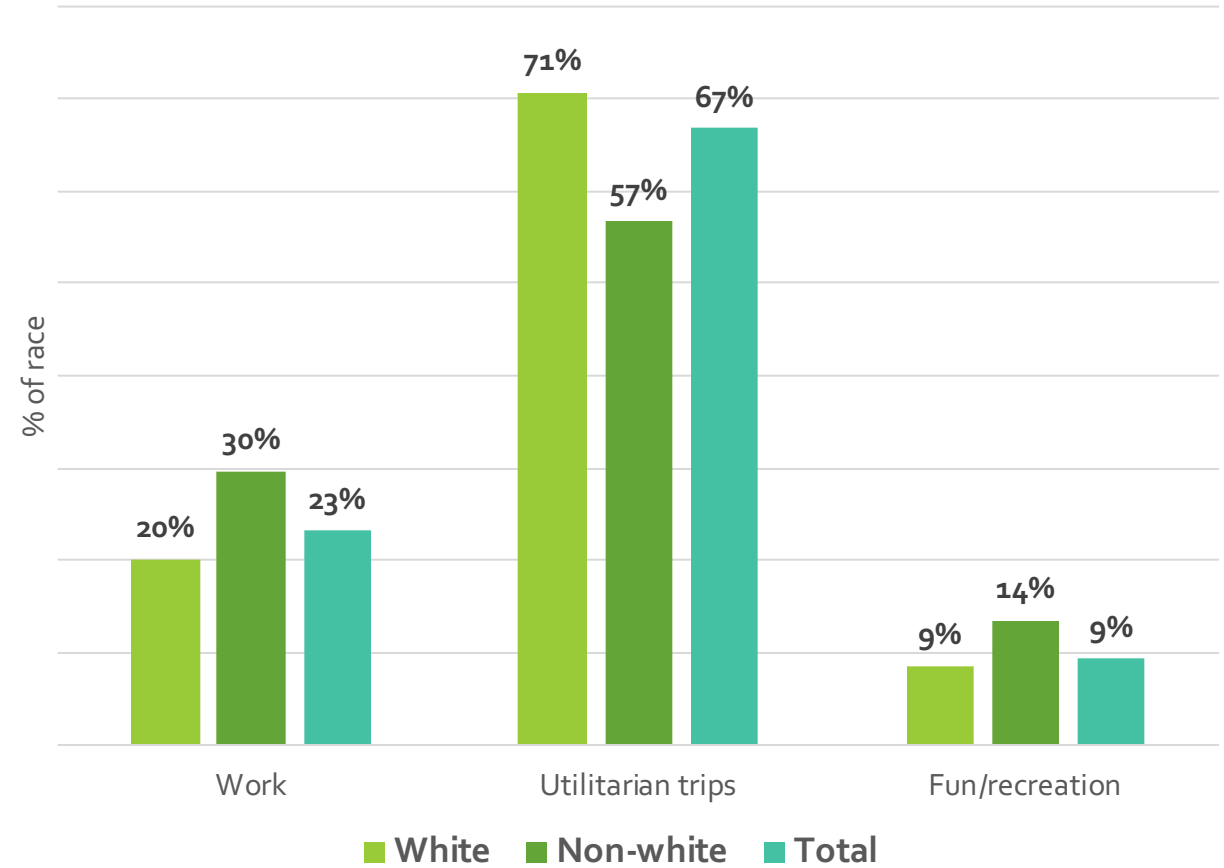
2020

Race

3 Groups



2019



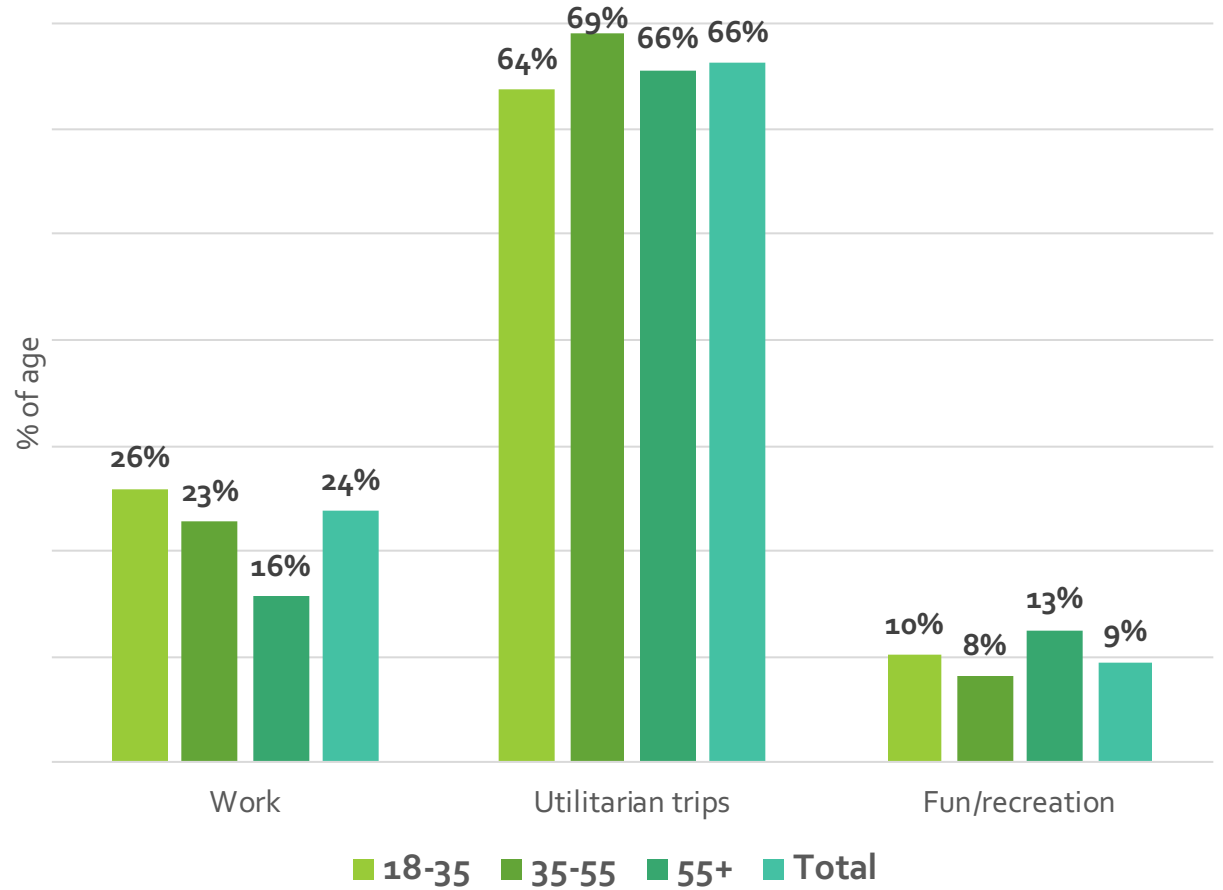
2020

Age

3 Groups



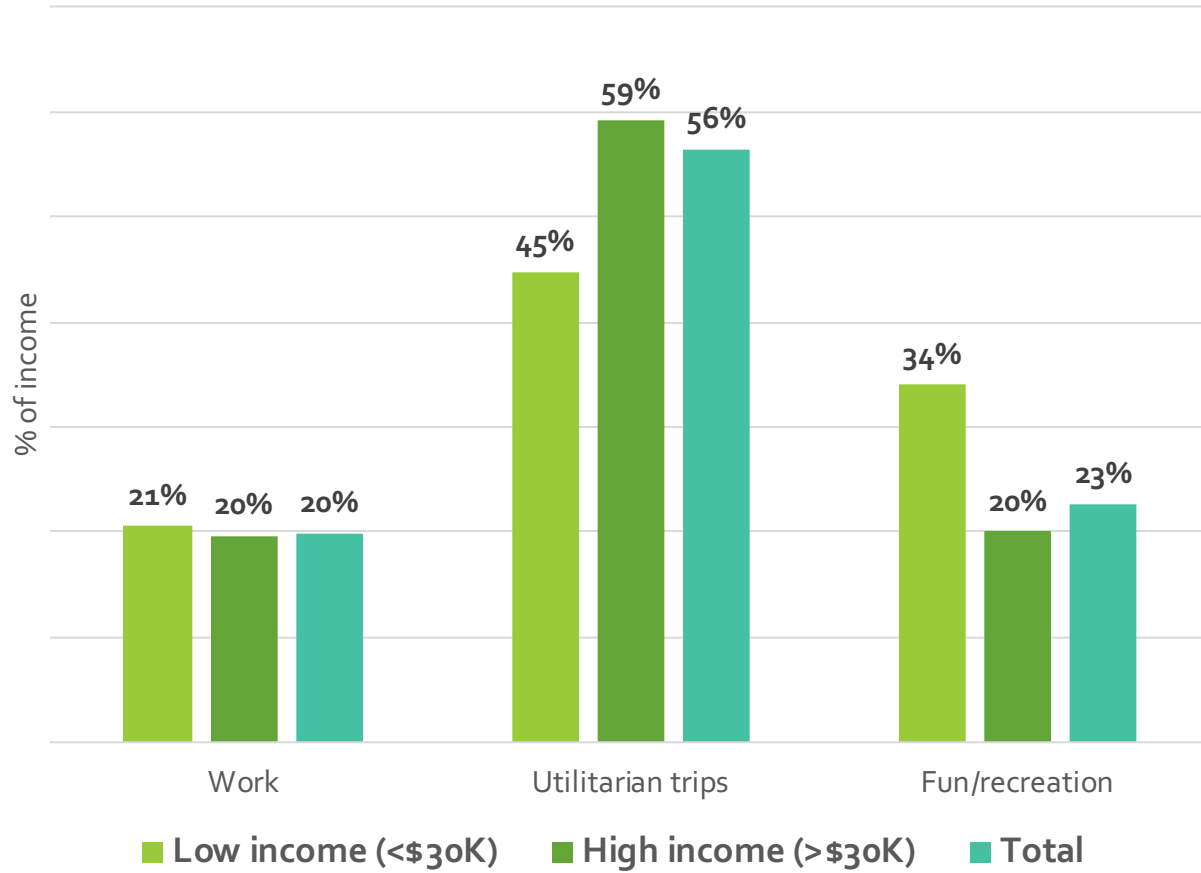
2019



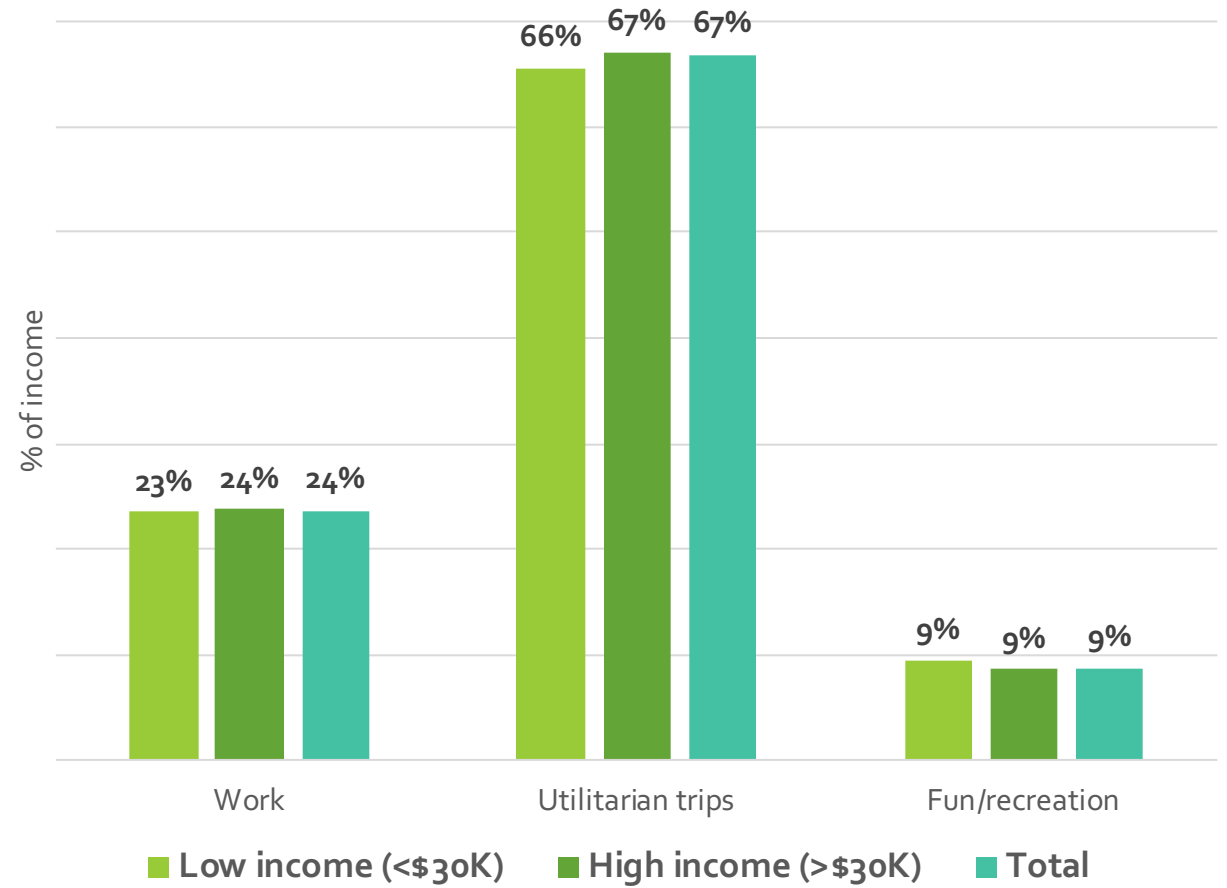
2020

Income

3 Groups



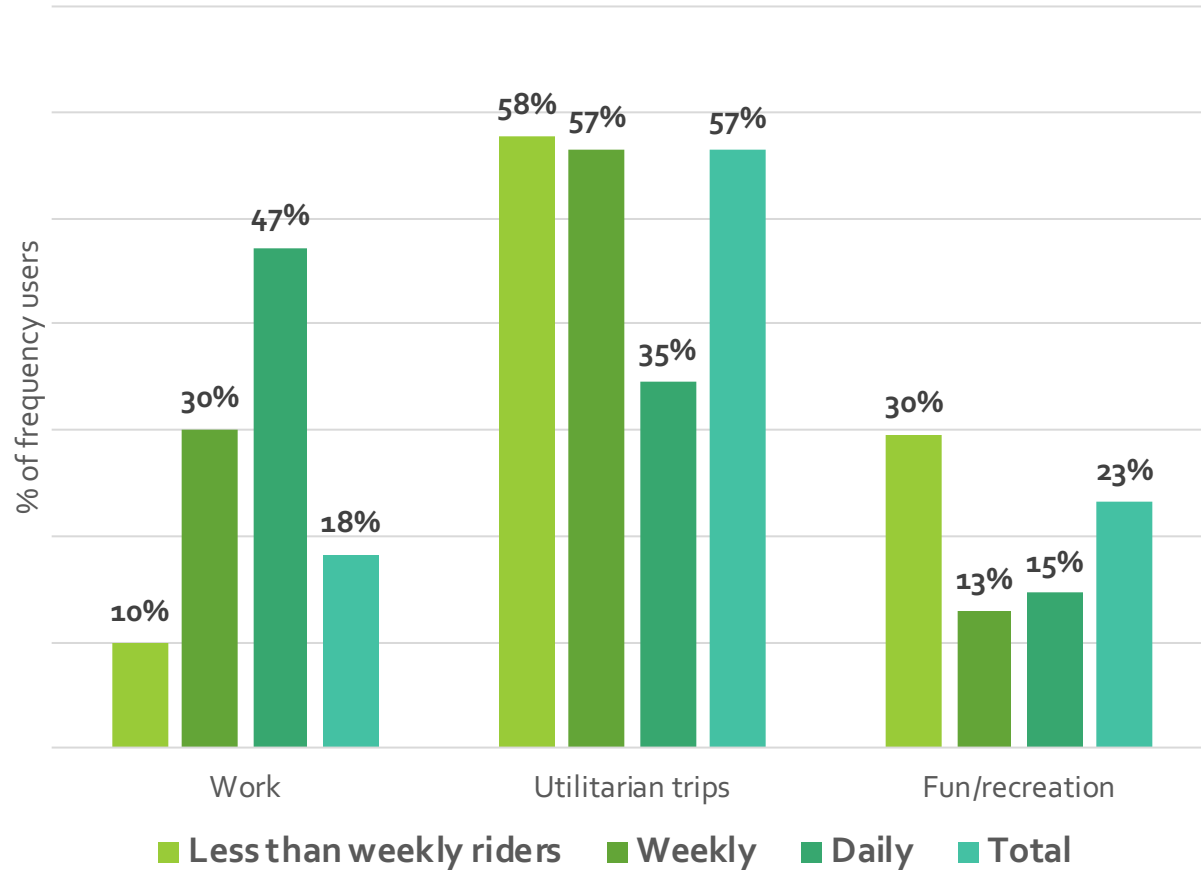
2019



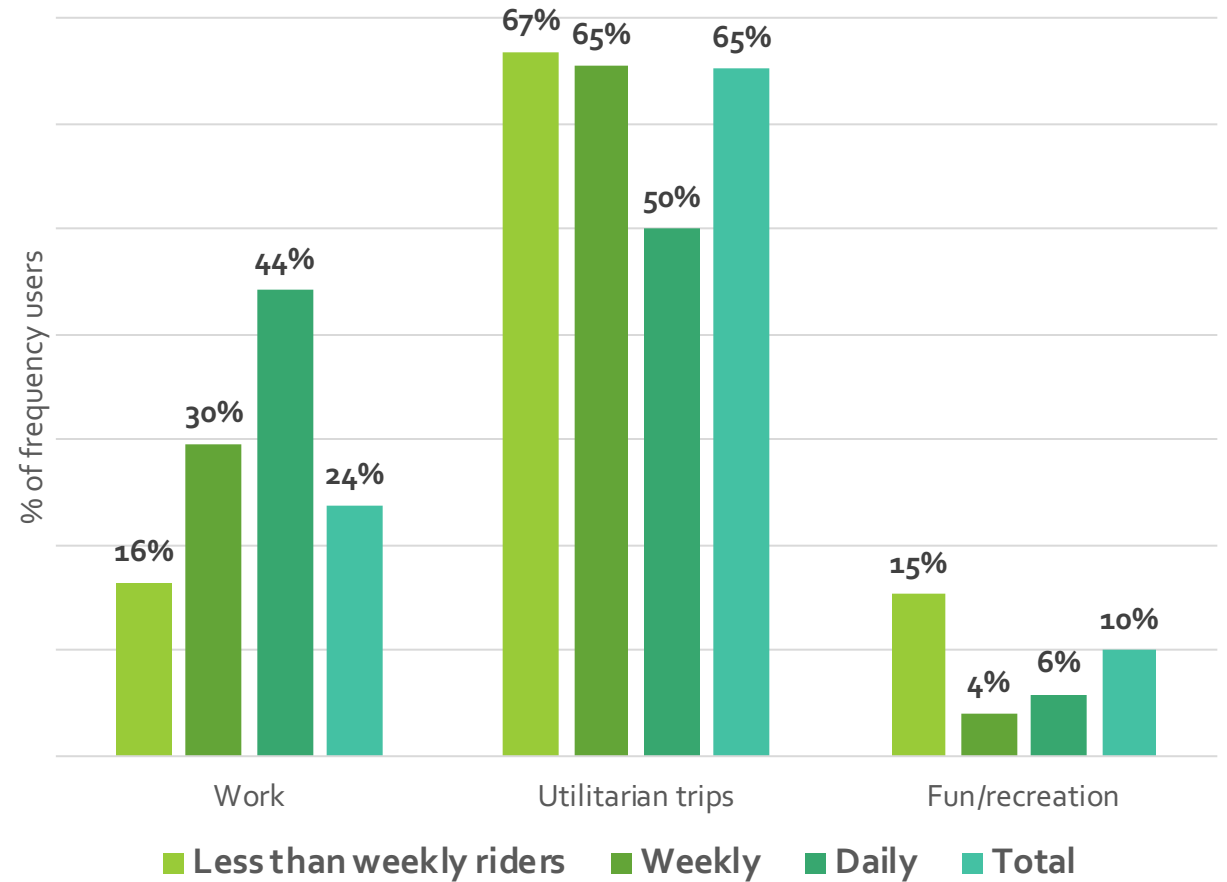
2020

Frequency of Users

3 Groups



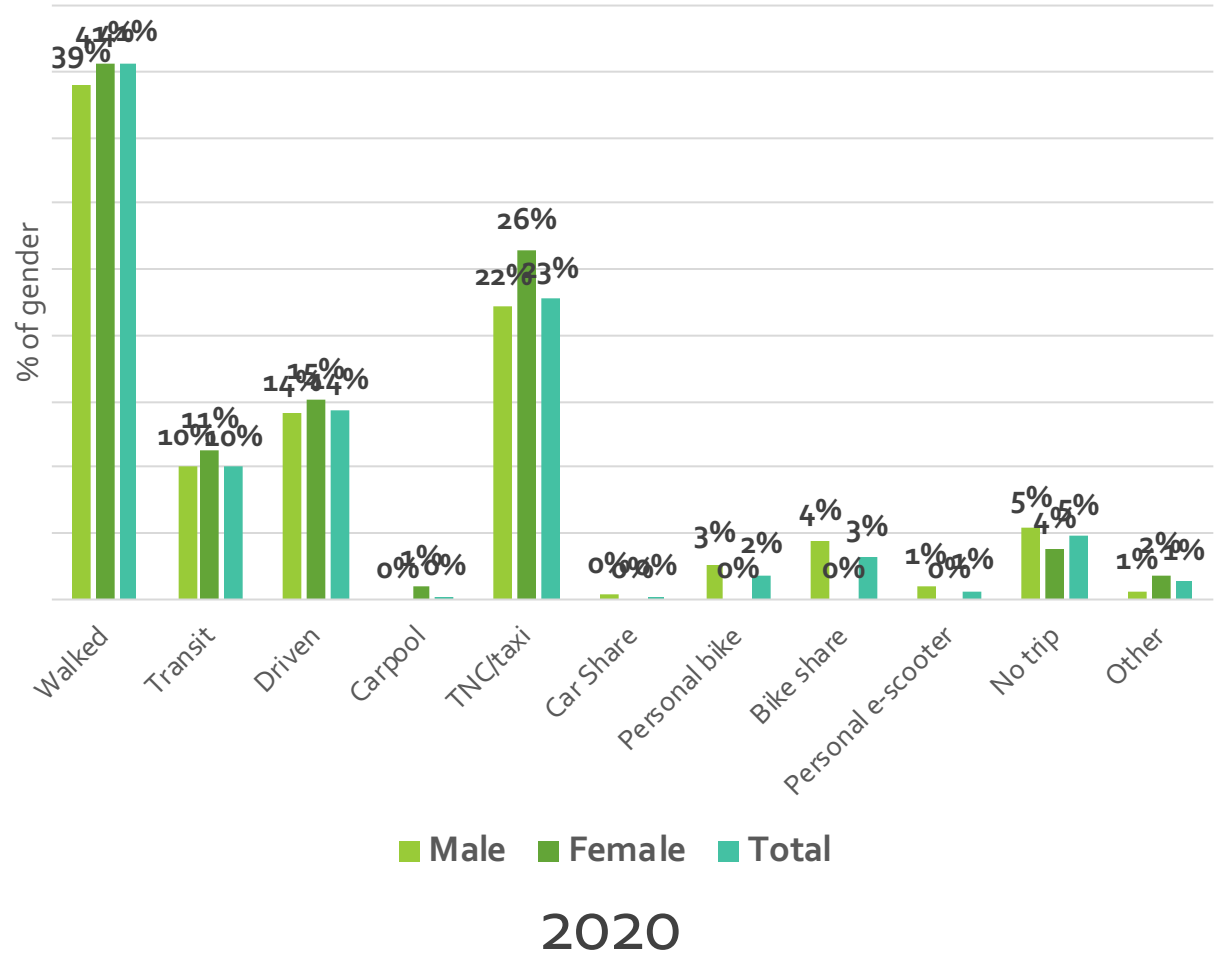
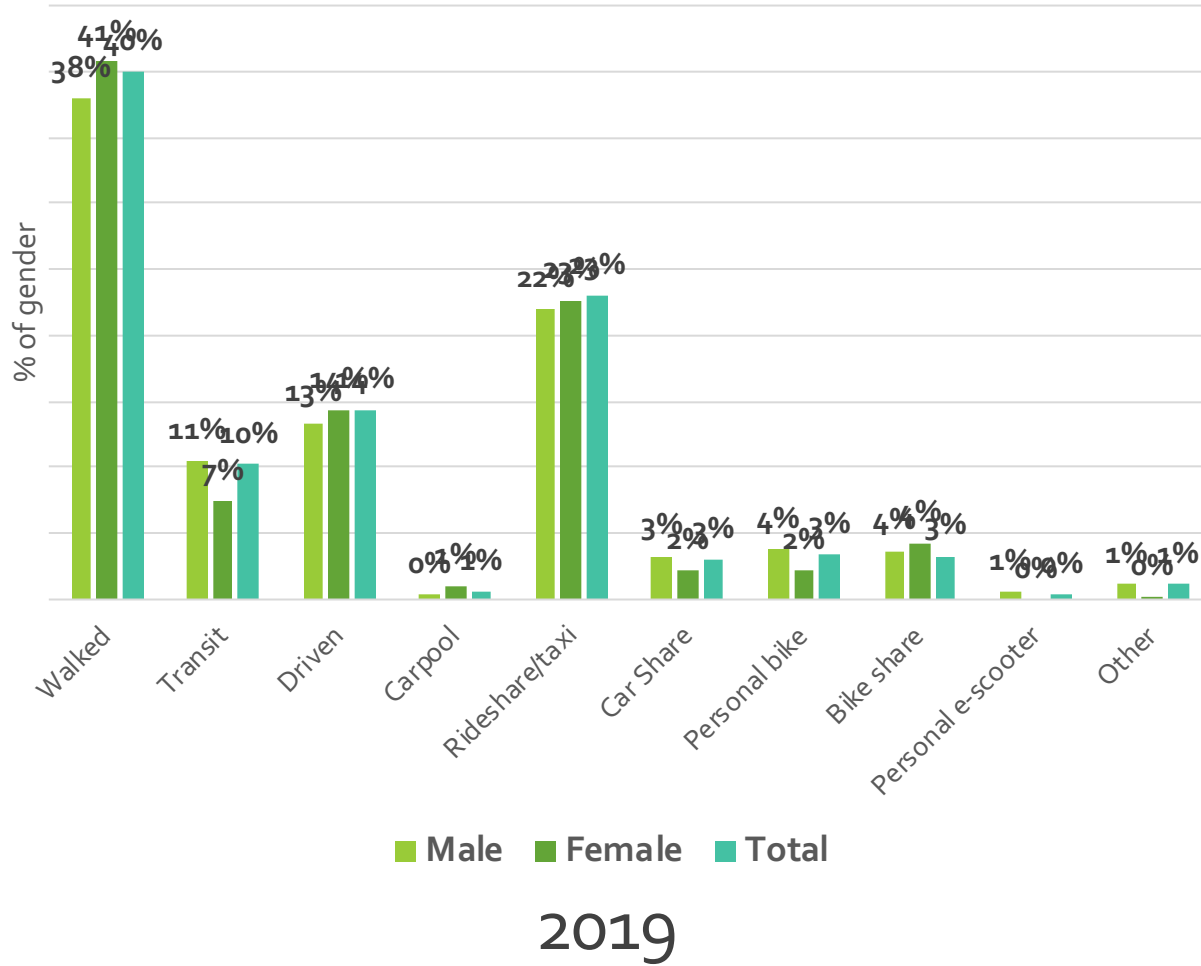
2019



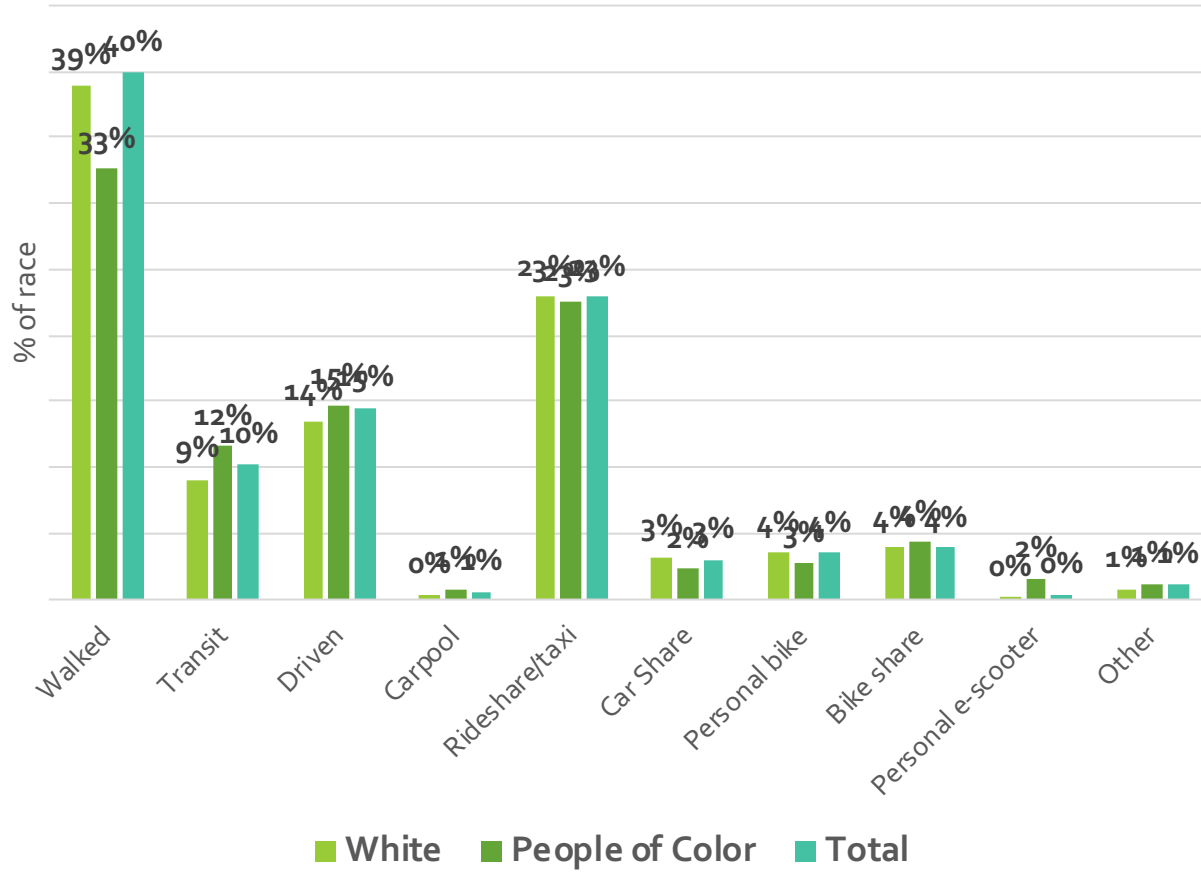
2020

If you had not used an e-scooter...

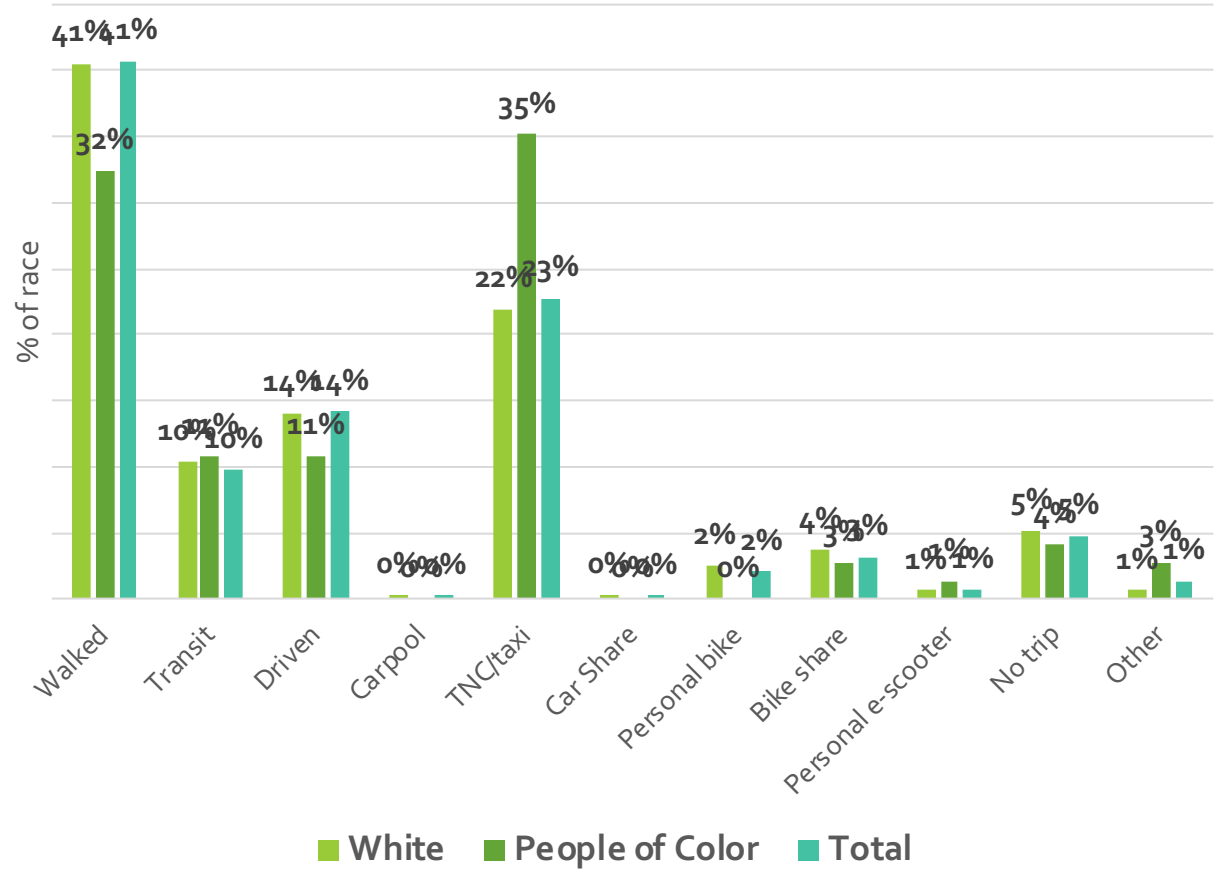
Gender



Race

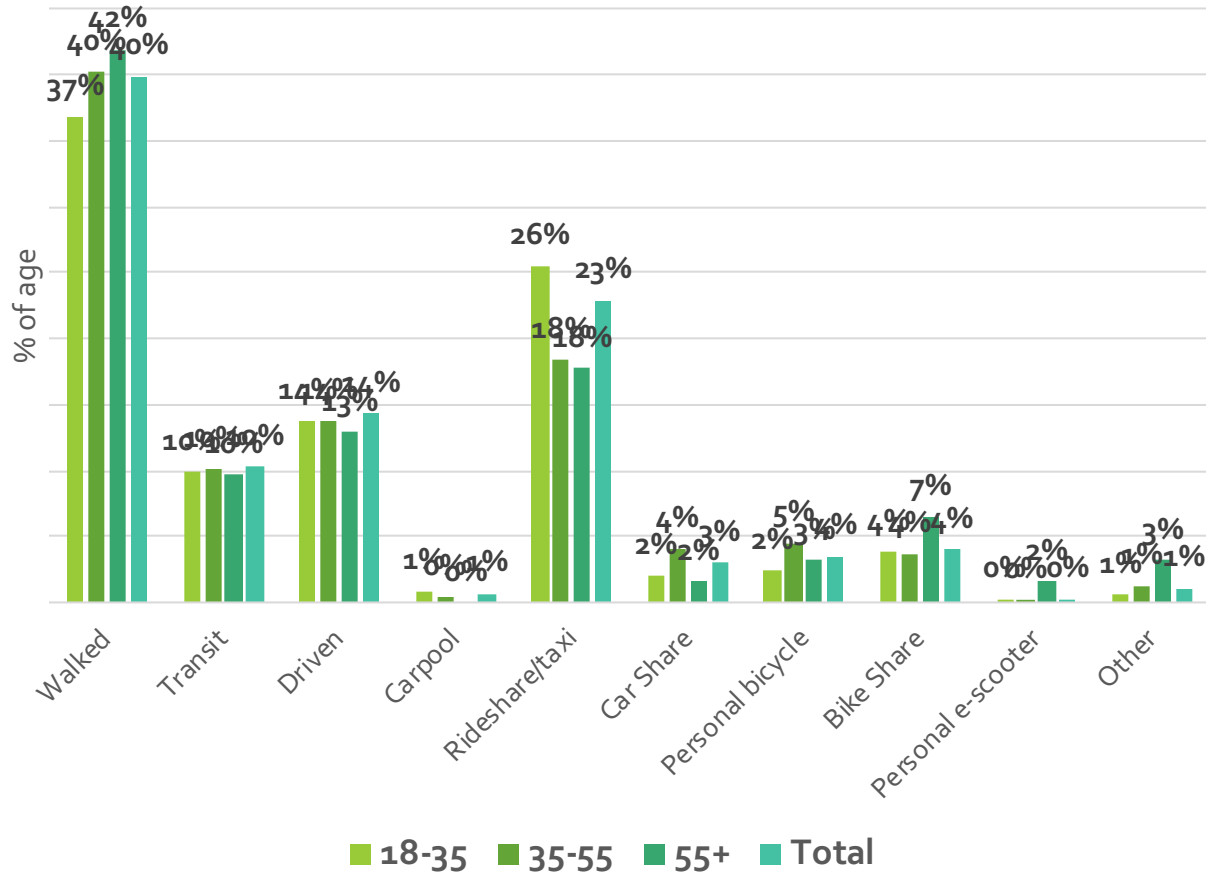


2019

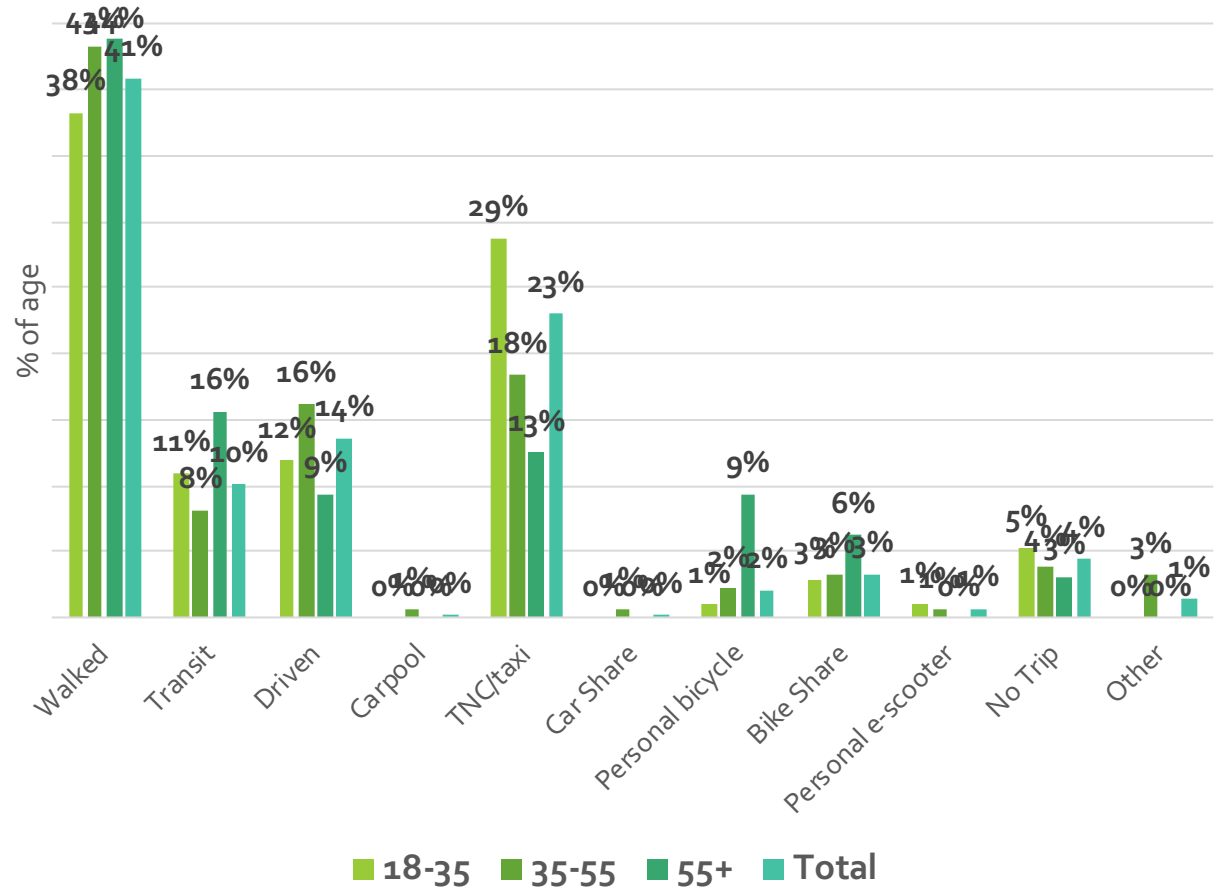


2020

Age

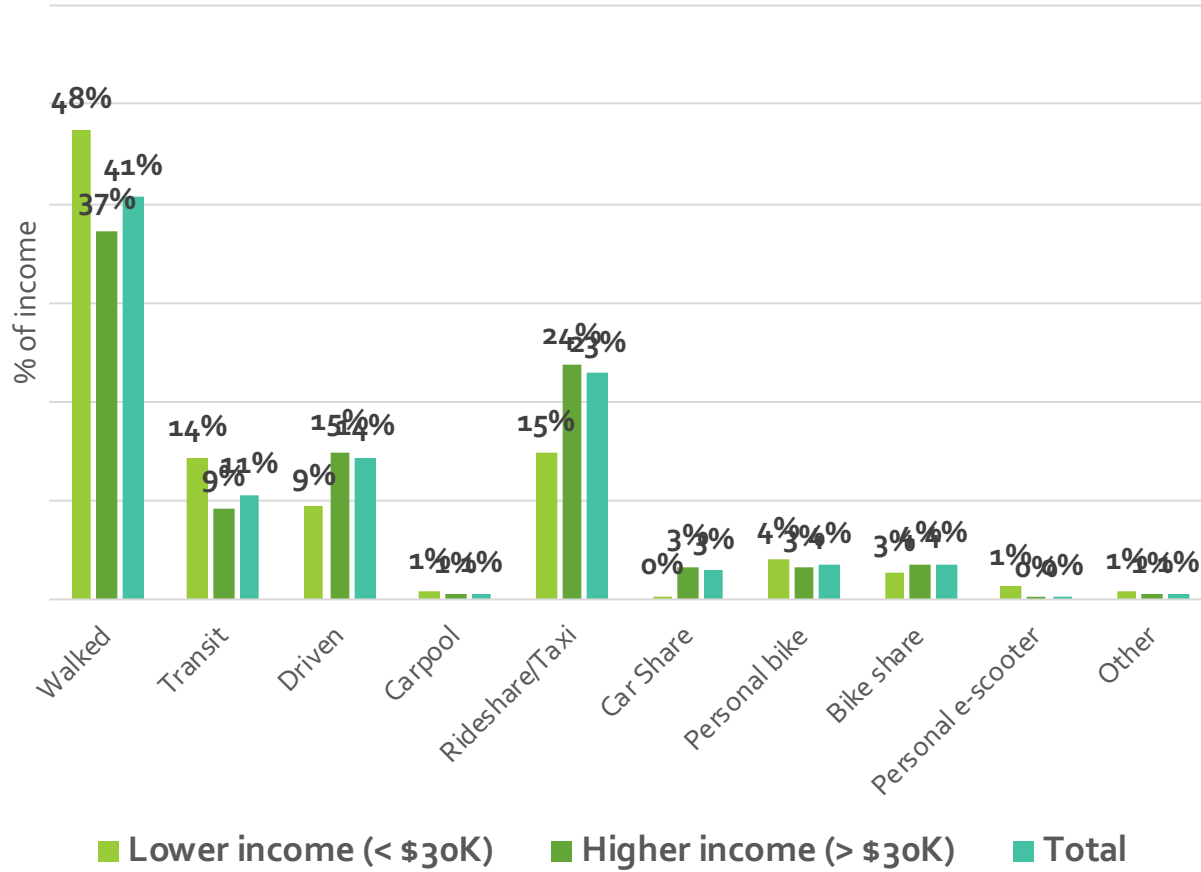


2019

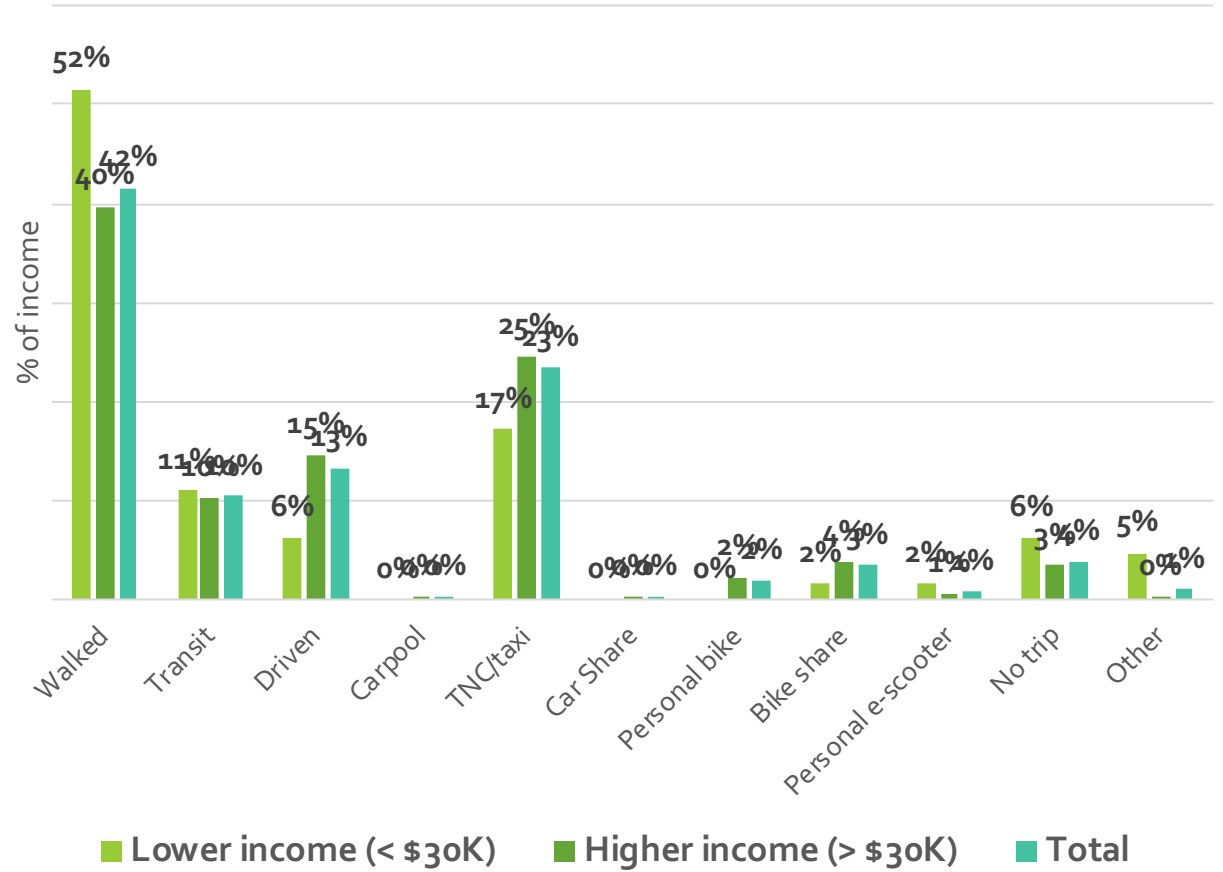


2020

Income

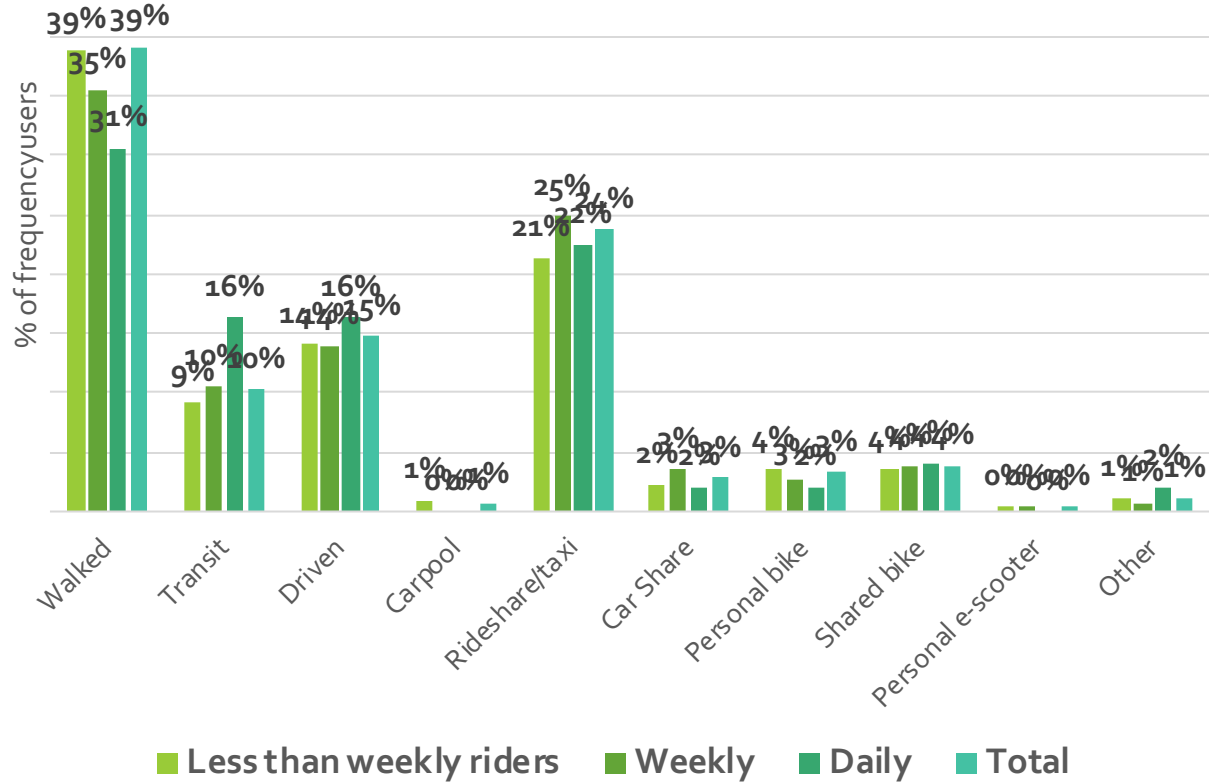


2019

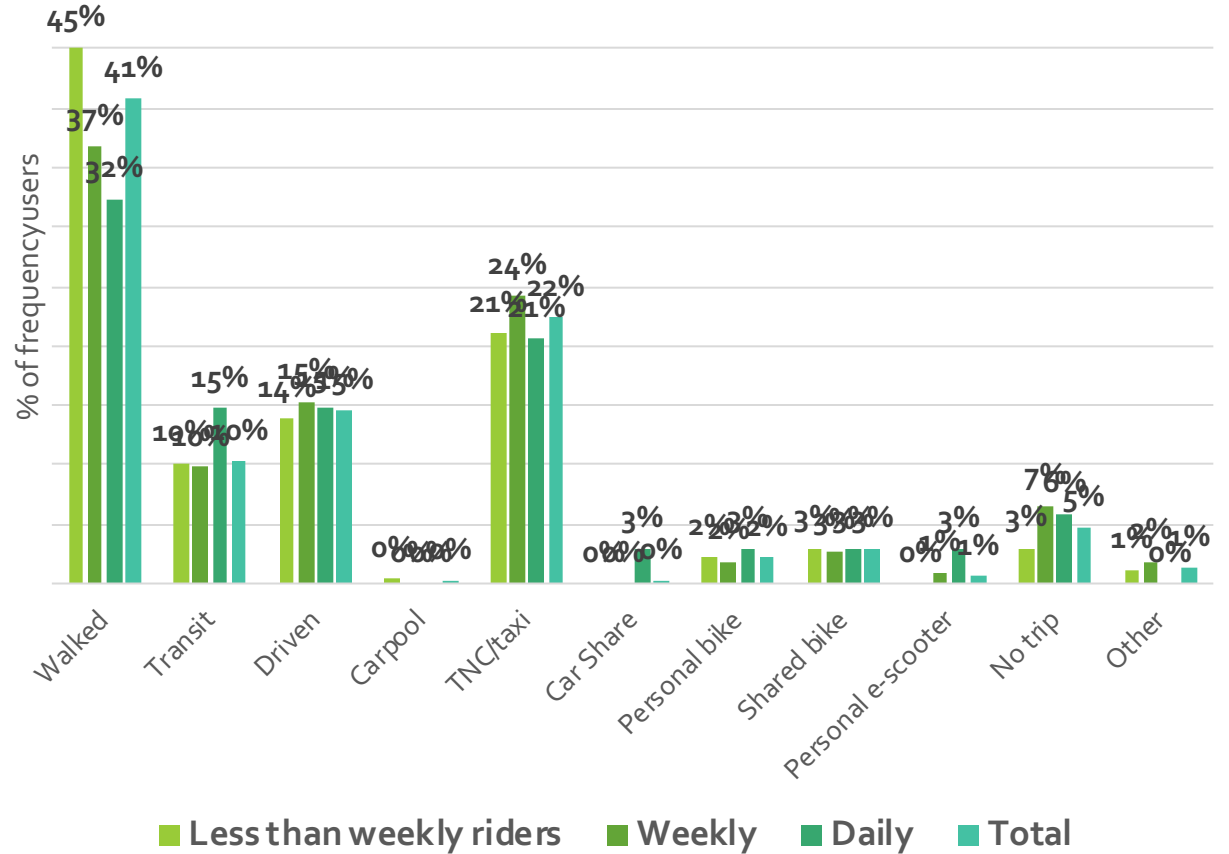


2020

Frequency of Users



2019



2020

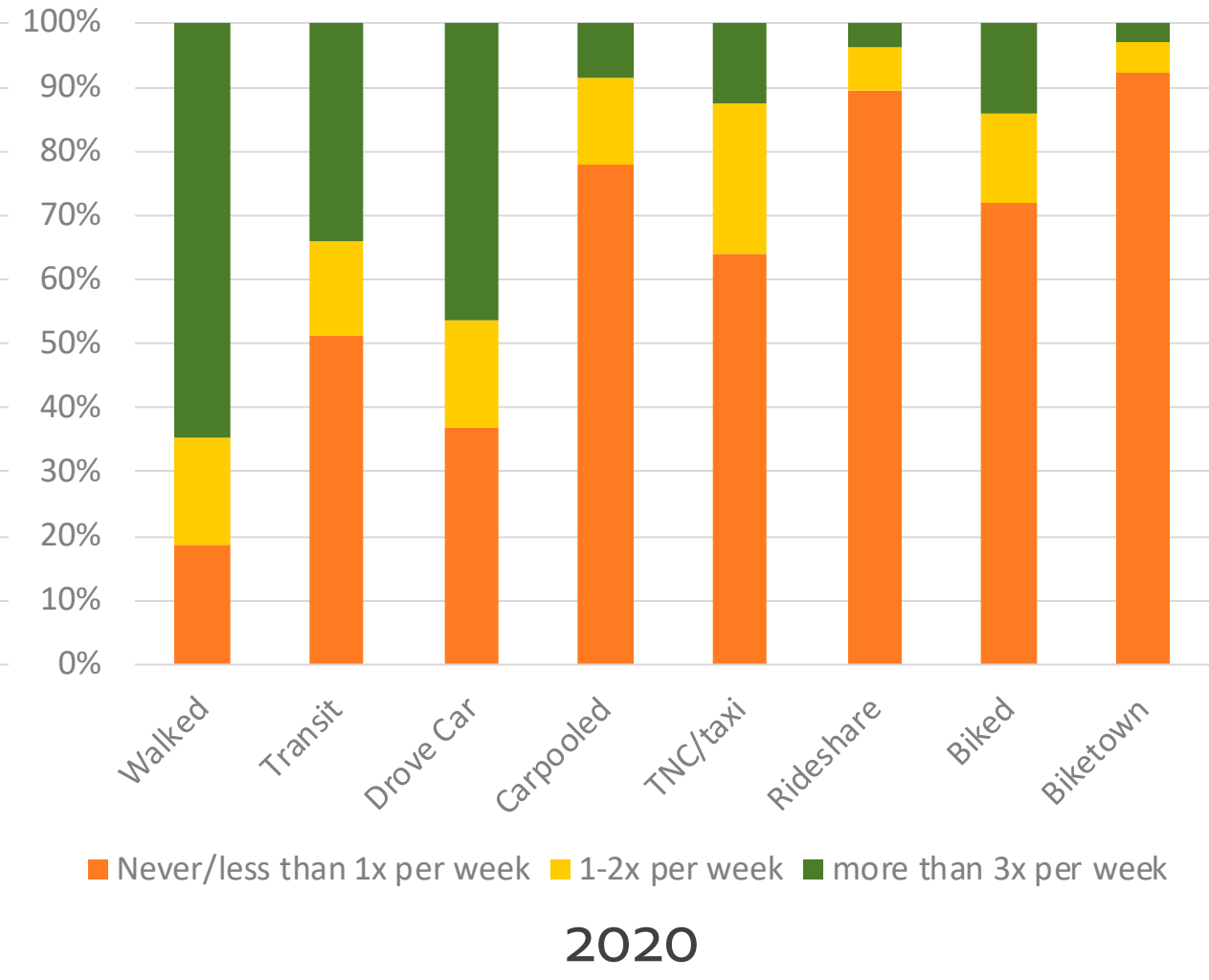
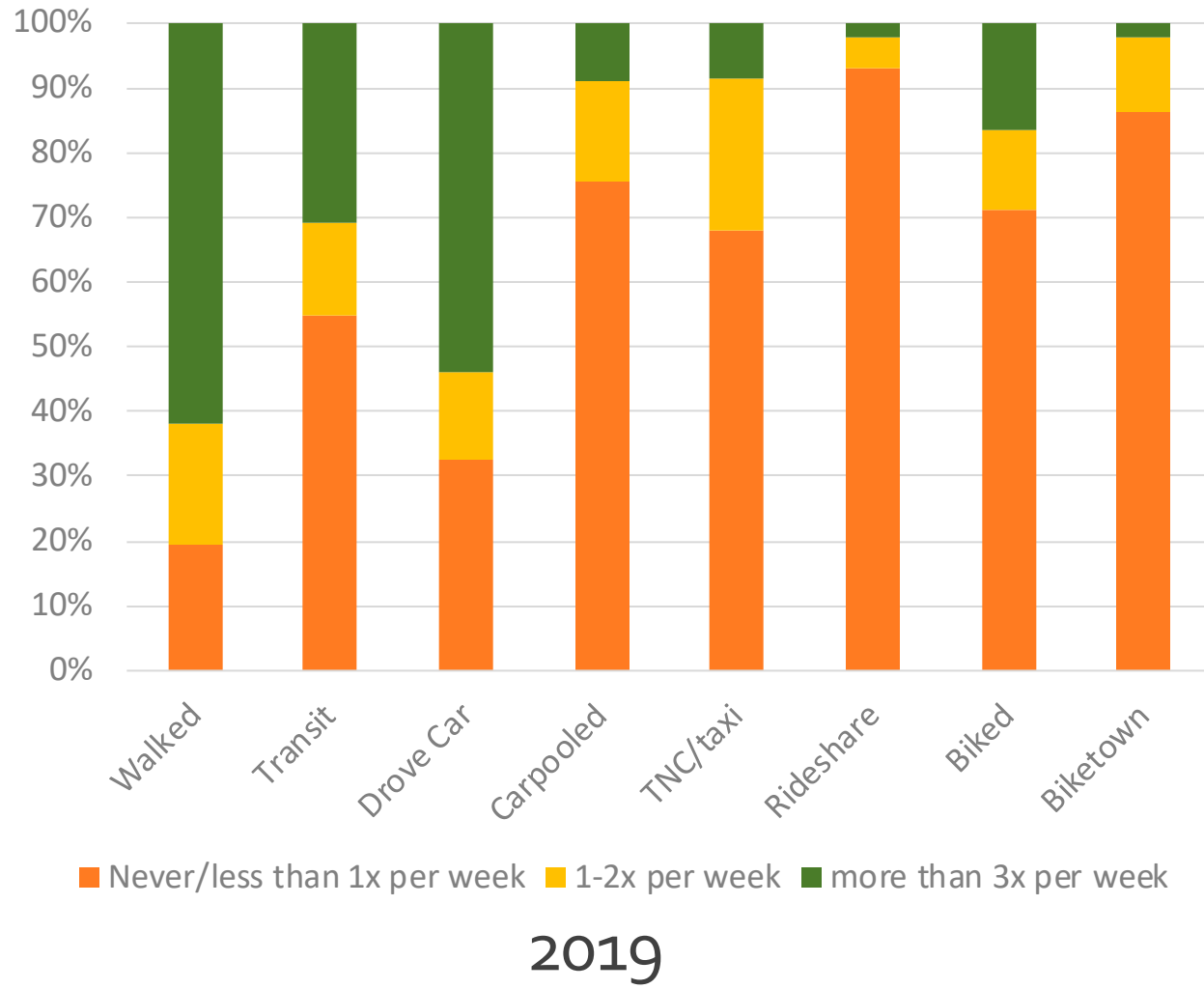
Options to encourage more use of e-scooters (2019 only)

	All	Boomer	Lower Income	People of Color	Female	Less than weekly	Daily
Safer places to ride	48%	43%	39%	46%	52%	39%	42%
More scooters available	47%	43%	44%	41%	45%	35%	45%
Lower cost	43%	30%	53%	49%	39%	34%	31%
Longer battery life	23%	30%	29%	27%	24%	18%	33%
More scooters available near transit stops/stations	22%	25%	21%	27%	20%	17%	24%
E-scooters in surrounding cities	18%	5%	18%	23%	17%	15%	13%
Different e-scooter design	13%	17%	13%	12%	13%	10%	22%
None of these changes would encourage me to use e-scooters more often	6%	10%	5%	3%	5%	7%	2%
Easier options for renting without a smartphone	4%	2%	8%	7%	6%	5%	5%
More locations to pay in cash	3%	0%	7%	6%	4%	3%	5%

Options to encourage more use of e-scooters (2020 only)

	All	Boomer	Lower Income	People of Color	Female	Less than weekly	Daily
Safer places to ride	35%	28%	45%	43%	48%	38%	35%
More scooters available	41%	56%	52%	47%	43%	38%	50%
Lower cost	35%	28%	59%	49%	48%	37%	38%
Longer battery life	20%	19%	27%	22%	29%	19%	21%
More scooters available near transit stops/stations	20%	31%	23%	28%	20%	22%	27%
E-scooters in surrounding cities	16%	16%	20%	27%	15%	16%	29%
Different e-scooter design	13%	16%	13%	12%	14%	15%	9%
None of these changes would encourage me to use e-scooters more often	20%	3%	3%	4%	2%	13%	24%
Easier options for renting without a smartphone	2%	0%	5%	1%	1%	2%	3%
More locations to pay in cash	1%	0%	6%	1%	3%	2%	0%

Before using a scooter, I took...



Since using a scooter, how has your travel choices changed?

