

# Closing the gender gap

for shared  
e-scooters

steer dott

April 2022



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# Executive Summary

## Overview

In the transport sector, the gender gap refers to the link between the lack of access to transport and social disadvantage of women. Travelling allows people to access a range of opportunities such as education and work, and limited access to transport may also reinforce social disadvantage for women.

Transport use differs considerably by gender with the International Transport Forum noting that “gender is one of the most robust determinants of transport choice”.<sup>1</sup> There are a range of key differences in the way that women and men travel and experience transport:

- **Women’s travel patterns are different to men’s travel patterns.**  
Women tend to cover shorter distances, often need to make regular trips outside rush hours, often travel together with other passengers, and link journeys for multiple errands together for efficiency, which is referred to as trip-chaining.
- **Women use transport modes differently to men.**  
Women tend to use cars less but use public transport more than average, and walk more but cycle less.
- **Women experience transport differently to men.**  
Women tend to be more risk averse, have lower income and to a greater extent than men worry about harassment which affects their choices of transport modes.

The existing data collected on the use of shared micromobility shows an imbalance between the proportion of men and women using these services. There is a gender gap in the use of shared micromobility and inclusion of the needs of women is key for understanding gender inequalities and developing and implementing plans to bridge the gender gap.

This research was undertaken to understand the reasons for the gender gap in use of shared e-scooters and the key challenges women face while using shared e-scooters. This research aims to bring greater awareness of the gender gap and to explore how both the public and private sectors can take action to facilitate a more inclusive shared micromobility environment.

## Research methodology

The research methodology is presented in the Figure below.

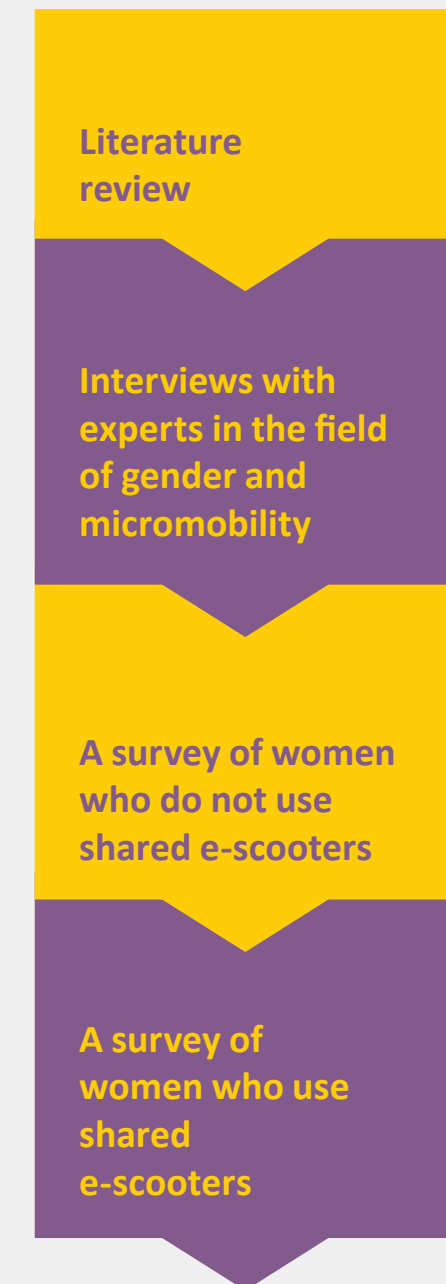


Figure 2.1: Research methodology  
Source: Steer



# Data collection

The surveys of women who do not use shared e-scooters and women who use Dott’s shared e-scooters were carried out in the UK, Italy and France.

Each of the countries selected has a different level of the shared e-scooter market maturity:

- **France** is the most mature market, being the first European country to implement shared e-scooters in summer 2018 in Paris;
- **Italy** has a prominent shared e-scooter market with the second highest number of shared e-scooters in Europe; and
- **The UK** is a relatively new market, where shared e-scooters are still in a trial phase.

## A survey of women who do not use shared e-scooters

A panel survey was conducted targeting women who do not use shared e-scooters. The survey included woman aged between 18-55 years old and who had never used a shared e-scooter before but lived in a city or area where e-scooters are available.

The aim of the survey was to gain a better understanding of the barriers that prevent more women from using shared e-scooters, alongside exploring non-users’ views on what would encourage women to try shared e-scooters.

## A survey of women who use shared e-scooters

A survey of women who use Dott’s shared e-scooters was conducted to understand their experience of using shared e-scooters, their perception of shared e-scooters, key challenges and concerns and potential areas of improvement.

# Results and evaluation

## Gender gap in the use of shared e-scooters

**In the first half of 2021, Dott conducted a survey of its new users which revealed that men still make up the majority of riders (over 70% across the countries where Dott operates).**

**When comparing experienced riders and new riders the gender gap tends to be smaller for new riders. This trend is also accelerating over time: the newer the data set, the smaller the gender gap.**


**In the markets where shared e-scooters have been available for longer the gender gap is smaller. This indicates that the adoption of shared e-scooters is following a typical technology adoption curve, in which the first wave of users is mostly young men who are predominantly attracted by the novelty of the technology itself. Once the service is more established, it starts to attract a more diverse audience including a higher proportion of women.**


Data from Dott’s users in Europe supports this conclusion highlighting the differences between the markets, with France (the most mature market) showing a smaller but still a large gender gap (27% vs. 73%) and Italy and the UK (developing markets) having a larger gender gap with 21% women each.


## Interest in trying shared e-scooters


While there is a large share of surveyed women (41%) who had never tried a shared e-scooter and indicated no interest in trying one of them, there is also a sizable share of women (36%) who expressed a degree of interest (somehow interested, interested and very interested). This signals that there is a scope to increase the number of women using shared e-scooters, as there is an untapped pool of women who are expressing interest in trying the service but have not yet done so. At the same time, younger women (between 18-44 years old) are more interested in trying shared e-scooters, while 51% of older women (between 45-55 years old) are not interested.

## What are the characteristics of women using shared e-scooters?

 **Age:** Women using Dott’s shared e-scooters tend to be younger than male users. The largest proportion of respondents are between 18-24 years old (36%), followed by those aged between 25-36 years old (30%) with 34% being 37 or older.

 **Income and employment:** Across the UK, Italy and France the majority of respondents (51%) have an income of less than £25K annually with 40% of respondents employed full time. There is also a large representation of students at 35%, with a small share of part-time workers and unemployed at 9% and 5% respectively.

 **Use of shared e-scooters:** A high proportion of shared e-scooter journeys made by women are between 10 and 20 minutes. This number is higher in France (61%) compared to the UK (30%) and Italy (38%), which could suggest that in more mature markets, an average journey duration is longer, as more users become familiar with the service.

 **Reasons for using e-scooters:** 73% of respondents stated that one of their main reasons for using shared e-scooters was time saving while 54% of female users highlighted that the 24/7 availability of e-scooters is a key driver for their use. This highlights the importance of improving e-scooters availability in cities both in terms of numbers and coverage to minimise the need for women to spend time searching for an e-scooter.

## Factors preventing women to use shared e-scooters

The most important factor preventing more women from trying a shared e-scooter in the UK, Italy and France is road safety, followed by women being satisfied with their current transport modes and the need to travel with bags and luggage.

A full range of reasons contributing to the gender gap in use of shared e-scooters.



### Safety: risk perception and lack of cycling infrastructure

- Women tend to prefer to use protected and segregated cycle lanes and consistently rate road traffic and aggressive driving by others among their most significant travel-related concerns. The fear factor among women is largely attributed to the lack of cycling infrastructure to support shared micromobility, as opposed to the vehicles themselves.
- Road safety was ranked second at 39% by women using Dott's e-scooters when asked about their top three barriers for use.
- These factors indicate that improving safety for riders and pedestrians would encourage more women to try shared e-scooters.



### Design of e-scooters

- Based on the type of trips that women tend to undertake during the day, design of e-scooters could be a limiting factor. The majority of Dott's female e-scooter users across the UK, Italy and France stated "women are more likely to be travelling with bags" as one of the top three reasons for why fewer women use shared e-scooters compared to men (UK - 52%, France - 45% and Italy - 60%).
- The design of shared e-scooters could change over time allowing for vehicles to be more stable, have basket or storage space and additional features such as phone holders; even seats could be added to the vehicles in future.



### Lack of availability of e-scooters

- A lack of availability of shared e-scooters was ranked 3<sup>rd</sup> (24%) in the UK, Italy and France by women using Dott's e-scooters as a factor discouraging further use. This indicates that reliability of finding a shared e-scooter is a material factor affecting use of shared e-scooters by women.
- Additionally, it could indicate that operating area of the current shared e-scooter schemes could be expanded to suburban areas supporting first and last mile trips.



### Perception of e-scooters by women

- Women using Dott's e-scooters were also asked to share any other opinions or thoughts they had on the gender gap in shared e-scooter users.
- Some women stated that, in their minds, they associate shared e-scooters as being masculine, serving men and appealing to men's habits. For example, users wrote that they consider e-scooters as "boy toys", "being something dangerous, and, therefore, more suitable for male users" and "not a sensible mode of transport, and men like it because it's a little bit dangerous and they can show off". This highlights the importance of changing the perception of shared e-scooters by women.
- The gender gap could also be explained by the difference between access to e-scooters and bikes during younger age and a lack of training dedicated to women specifically.



### Price of the service

- As women are more likely than men to have lower incomes, work part-time, and undertake unpaid work at home, expensive transport has a far bigger impact on their lives than it does on the lives of men.
- High price was ranked 5<sup>th</sup> by women as a reason for not trying shared e-scooters.



### Different travel patterns and needs of women

- The transport needs of women are different to those of men. The role of care work is mentioned as one of the key reasons for the gender gap in transport, as women are more likely to fulfil daily caring tasks. The proportionally unequal share of domestic tasks carried out by women and care work makes shared e-scooters less practical for travel in comparison with a car or public transport due to the need to travel accompanied by others.
- Women are also generally deterred by bad weather more than men. For example, 38% of women using Dott's e-scooters in the UK stated bad weather as a factor preventing them from using shared e-scooters more. Women can also be more concerned about their appearance, which can discourage travel on shared e-scooters, particularly in poor weather conditions.
- Women can also be more risk averse than men. It is also observed that men engage with new technologies more quickly, while women tend to be more focused on how new technology can influence their daily lives.



### Lack of gender segregated data

- There is a lack of gender segregated data in transport and specifically around new transport modes such as shared micromobility. For example, many local and transport authorities do not collect sufficient data on safety concerns or issues from women using public transport or shared mobility.
- The absence of the data on women could lead to biased decisions that disadvantage women.



# Recommendations

Addressing the gender gap in shared micromobility and in transport in general requires a multifaceted approach. Cities, micromobility operators, local authorities, charities and other stakeholders can start a path to more inclusive growth to encourage greater use of shared micromobility by women.

Provision of better cycling infrastructure, a reduction in prices and training were identified as top three actions that would encourage more women to start using shared e-scooters.



## 1. Improve infrastructure to improve safety

Across all countries, the most important action cited was provision of better road and cycle infrastructure (17% for UK, 20% for France and 14% for Italy). This highlights that better road and cycling infrastructure is likely to be one of the most important factors to encourage more women to use shared e-scooters: improving infrastructure would likely improve safety perception of e-scooters amongst women.

## 2. Review tariffs to encourage greater use by women

A reduction in price ranked second as a factor to encourage greater shared e-scooter use by women in all markets, accounting for 15%, 15% and 14% in the UK, France and Italy respectively. This suggests that pricing and affordability has considerable importance in influencing how likely women are to use shared e-scooters. This could include developing and promoting tailored tariffs to provide better value to reflect the range of different trips by women including trip chaining. The governments could also provide subsidies to shared micromobility operators if they want to incentivise use for underrepresented groups including women.

## 3. Offer training tailored for women

Training was ranked as the third most important action by the UK (15%) and Italian respondents (14%). In France it accounted for only 9%, which could indicate that less mature markets such as the UK might require more training activities to encourage more women to use shared e-scooters. When the responses are analysed by the age group, it reveals that for older women training becomes more important in encouraging the use of shared e-scooters.

Overall, the factors that can encourage the use of shared e-scooters by women are summarised below.



### Infrastructure improvements

- It is important for the design of cities to provide safe transport infrastructure for women which is protected from other traffic, well-lit and accessible. Installation of segregated cycle lanes has been shown to increase the comfort and perceptions of safety by women.



### Financial incentives

- Incentives such as free rides and offers can encourage women to try shared e-scooters. Social pricing for women could be considered in those countries where the income gap between men and women is highest.
- Inclusive pricing offering the ability to use both public transport and shared e-scooters for an attractive tariff could be developed to encourage more use by women for first and last mile journeys.
- Additional discounts could be offered for travelling during off-peak hours, stimulating use by women who have different travel patterns compared to men.
- Unlock fees could be discounted or lifted which could better suit trip chaining and the nature of journeys by women.
- The governments could also provide subsidies to shared micromobility operators if they want to incentivise use for underrepresented groups including women.





### Training for women

- Offering training designed by and for women (addressing safety concerns and reducing the stigma of a male-dominated mode) could be beneficial in increasing uptake of shared e-scooter use.
- More training oriented on road safety and free trials to show the benefits of shared e-scooters would support uptake of shared e-scooters by women. Roadshows allowing women to test and ride e-scooters in a safe environment could support uptake.
- The importance of the group setting has been highlighted through various projects, which suggests that provision of training in groups could also provide additional support for women.



### Greater coverage and availability of shared e-scooters

- It is important that shared e-scooter services have a wide geographic coverage, so they are inclusive for all, particularly in residential areas where women could use shared e-scooters for first and last mile trips.



### Improved design of e-scooters

- Design of e-scooters should be carefully considered with the potential to add accessories such as baskets (women noted that carrying a bag is a particular barrier to using a shared e-scooter) and secure phone and bottle holders.
- The design of e-scooters itself could be tested with female focus groups and become more appealing to women, for example, by introducing bigger wheels and wider platforms for riders



### Tailored marketing and promotion

- Advertising campaigns and social media marketing should be designed with the view of changing the representations associated with micromobility, encouraging women to imagine themselves using shared e-scooters. For example, public advertising campaigns should show a diverse range of different women and men riding together.
- The literature review highlights that women are more receptive to messages on environmental issues such as climate change, so advertising on the sustainability element of shared micromobility could have an enhanced effect on attracting women.



### Regulated parking.

- Effective regulation of shared e-scooter parking could encourage more women to use shared e-scooters (e.g. provision of designated e-scooter parking places which are clearly marked and visible; and provision of a high density of parking to maximise accessibility). For example, inappropriate parking of shared e-scooters was mentioned as the area of improvement by 48% of women using Dott's e-scooters in France.



### Stakeholder engagement

- A forum or interest group could be created bringing key stakeholders from the industry together to explore gender related issues. There is also an opportunity for knowledge share through soft measures such as round tables and citizens' forums.



### Ease of journey planning

- Micromobility operators could work with the journey planners to develop and mark safe routes for e-scooters in their apps, which could encourage women to use the service.
- Integration with Mobility as a Service (MaaS) platforms and applications would also support the service uptake and ease of journey planning. 17% of women using Dott's shared e-scooters stated that integration with public transport will support the use of shared e-scooters.



### Further research, data collection and monitoring

- There is a need to conduct more data collection considering the gender of shared micromobility users to better understand the existing challenges and to monitor and evaluate the impacts of policies and developments to encourage greater take up of shared micromobility by women.
- Local and transport authorities working in collaboration with shared micromobility operators should collect sex-disaggregated data where possible



### Encouraging women's involvement in transport industry

- Europe-wide research conducted over the past decade has shown that transportation as a sector is dominated by men. There is strong evidence from many sectors that equal representation and diversity in decision-making bodies has positive impact on service design.
- Micromobility operators could work alongside associations and organisations who represent women's interests to improve representation of women within their teams.
- Micromobility operators should take a lead through hiring and developing female leaders, launching mentorship programmes and participating in the activities of organisations that promote diversity and inclusion such as Women in Transport in the UK.



# Introduction

# 1

## Overview

As cities have evolved, reliance on private cars has given rise to significant economic, environmental, social and health challenges. In combination with public transport, shared mobility services offer potential to reduce the reliance on private cars, improve mobility choices, decrease greenhouse gas emissions and make our urban environments more liveable. In addition, in a world looking to mitigate the negative impacts that would come from a car-based recovery from the Covid-19 pandemic, shared micromobility becomes an increasingly important mode of travel.

The existing data collected on the use of shared micromobility shows an imbalance between the proportion of men and women using these services.<sup>2</sup> To better understand the reasons for the gender gap in use of shared e-scooters, Dott commissioned Steer, an independent transport consultancy, to assess the current barriers experienced by women to their adoption and use of shared e-scooters. As well as bringing greater awareness to the persisting gender gap in micromobility, this study aims to uncover how both public and private sectors can facilitate a more inclusive shared micromobility environment.

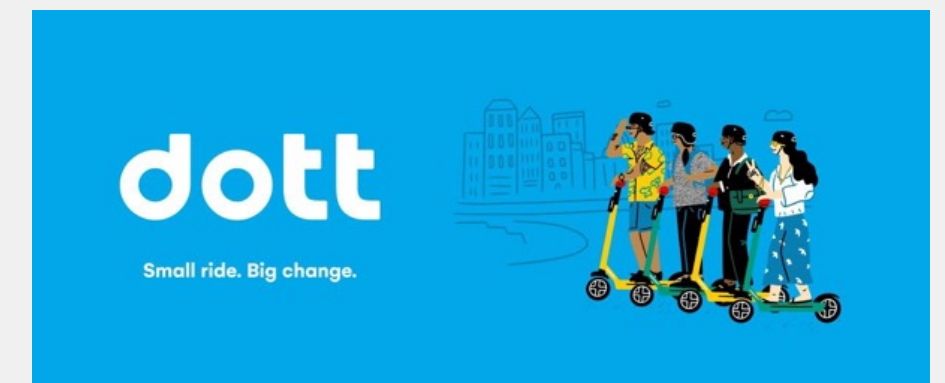
The objectives of this study are to:

- Engage with women to understand their experiences of shared micromobility and what can be improved;
- Engage with women to understand what stops them from using shared e-scooters and what could potentially be done to increase their use; and
- Develop recommendations for public and private sectors on what actions could encourage women to use shared e-scooters.

## Dott

Dott is a European shared e-bike and e-scooter provider founded with the mission of building a more sustainable world in which cities are free from pollution and designed for all people, not cars.

Dott offers accessible, affordable and inclusive shared micromobility solutions in cities across the UK, France, Italy, Belgium, Germany, Poland, Finland, Spain and Norway.



## Research methodology

The research methodology is presented in Figure 2.1.

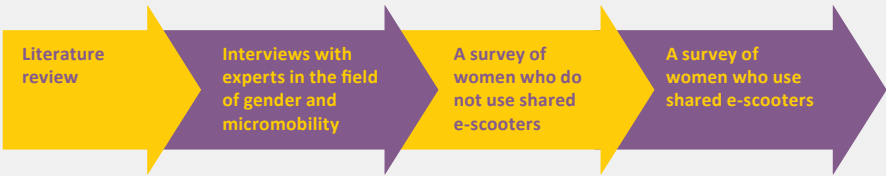


Figure 2.1: Research methodology  
Source: Steer

### Literature review

A literature review was undertaken to understand existing research on why there is a gender gap and what encourages or limits women’s use of shared e-scooters.

### Interviews

To support the desktop research and literature review, seven interviews were conducted with experts in gender inclusion topics in transport. The list of the interviewees is presented in Table 2.1 below.

	Name	Place of work/title	Type	Country of expertise
1.	Eleanor Chappell	DfT, Head of Micromobility and Future Transport Zones and Co-Chair of the Gender Equality Network	Government	UK
2.	Diana de Marchi	Milan City Council	Government	Italy
3.	Claire Harding	Director of Research at Centre for London	Researcher/ think tank	UK
4.	Frederique Predali	Transport Economist at IAU/ IAURIF, PhD	Government / Academia	France
5.	Kelly Saunders	Independent expert, PhD student	Independent / Academia	International
6.	Sally Kneeshaw	Kneeshaw Consulting, Owner and Director, Gender Equality Specialist	Consultancy	Europe-wide
7.	Laila Ait Bihi Ouali	Assistant Professor, University of Southampton, UK	Academia	UK/France

Table 2.1: Interviewee key experts  
Source: Steer

## A survey of women who do not use shared e-scooters

A panel survey was conducted targeting women who do not use shared e-scooters in the UK, Italy and France. The qualifying criteria for participants in this survey was: any woman aged 18-55 who has never used a shared e-scooter but lives in a city or area which has shared e-scooters.

The selected countries for this research have a different level of shared e-scooter market maturity:

- France is the most mature market, being the first European country to implement shared e-scooters in summer 2018 in Paris;<sup>3</sup>
- Italy has a prominent shared e-scooter market with the second highest number of shared e-scooters in Europe;<sup>4</sup> and
- The UK is a relatively new market, where shared e-scooters are still in a trial phase.

The aim of the survey was to gain a better understanding of the barriers that prevent more women from using shared e-scooters. The survey was designed to explore the following themes:

- Reasons for not using shared e-scooters and key barriers preventing use;
- What would encourage women to try shared e-scooters; and
- Respondents’ views on the gender gap in micromobility.

The survey ran for a total period of eight days and 100 responses were collected from each country making a total of 300 responses. The analysis of the survey responses was conducted at the total, by country and by demographic segment (by age group and income level) to uncover any specific trends.

## A survey of women who use shared e-scooters

A survey of women who use Dott’s shared e-scooters was conducted to explore the following themes:

- Current experience of using shared e-scooters;
- Perception of shared e-scooters;
- Key challenges, concerns, and potential areas of improvement; and
- Views on any actions that can be done to improve user experience.

148 women who use Dott shared e-scooters in the UK, Italy and France responded to the survey.

## Report structure

- This report is structured as following:
- **Chapter 2** summarises the understanding of the gender gap in use of shared e-scooters;
- **Chapter 3** presents profiles of users and non-users;
- **Chapter 4** explores the factors preventing women from using shared e-scooters; and
- **Chapter 5** provides a set of recommendations which could reduce the gender gap in use of shared e-scooters.

# Understanding the gender gap in use of shared e-scooters

## 2

### Gender gap in transport

The ability to move freely is an essential human right and an enabler of an individual's participation in social and economic life. The gender gap is reflected in social, political, intellectual, cultural, economic attainments and attitudes.<sup>5</sup> The Global Gender Gap Index was developed by the World Economic Forum in 2006. This was when the first Global Gender Gap Report was published as a measure of gender equality, with the aim to measure the gap in four key areas: health, education, economics and politics.<sup>6</sup>

In the transport sector, the gender gap concept refers to the link between lack of transport access and social disadvantage of women. Travelling allows people to access a range of opportunities such as education and work and limited access to transport may also reinforce a social disadvantage for women.

Historically, transport has not been gender neutral. Mary Crass, the International Transport Forum's Head of Institutional Relations commented that "gender is one of the most robust determinants of transport choice".<sup>7</sup> There are a range of key differences in the way that women and men travel and experience transport

### Women's travel patterns are different to men's travel patterns

- Women tend to cover shorter distances than men when travelling;<sup>8</sup>
- Women are more likely to be responsible for household activities and domestic tasks which often involve journeys with other passengers such as children;<sup>9 10</sup>
- Women often need to make regular trips outside rush hours to go shopping or to accompany children to school, health centres, etc.<sup>11</sup>
- Women will often link journeys for multiple errands together for efficiency, which is referred to as trip-chaining;<sup>12</sup> As Caroline Criado Perez points out in her book Invisible Women: Exposing the Data Bias in a World Designed for Men, women are "25% more likely to trip-chain" with this figure rising to 39% "if there is a child older than nine in the household".<sup>13</sup>

### Women use transport modes differently to men

- Women tend to use cars less but use public transport more than average;<sup>14</sup>
- Women walk more than men but cycle less;<sup>15</sup>
- In their choices of modes of travel, women are more sensitive than men to environmental issues such as climate change and air pollution;<sup>16</sup>
- In most countries, fewer women than men own cars.<sup>18</sup>

### Women experience transport differently to men

- Women tend to be more risk averse<sup>17</sup>;
- Women tend to have lower income, which affect their choices of transport modes;
- Women to a greater extent than men worry about harassment;<sup>18</sup>
- Women to a greater extent than men think about the route and time of day traveling.<sup>20</sup>

# Gender gap in use of shared e-scooters

There is a gender gap in the use of shared micromobility and inclusion of the needs of women is key for interpreting gender inequalities and trying to bridge the gender gap.

Recent studies have shown that women tend to use shared micromobility less than men. In the U.S., NACTO published results of their 2020 surveys in five U.S. cities, which shows that shared e-scooter users are predominantly male (the majority (66 - 81%) of surveyed users reported their gender identity as male).<sup>19</sup> Krizek and McGuckin (2019) confirm these findings in their study in the U.S. of the use of ‘little vehicles’ in urban areas, highlighting that men were twice as likely to report a trip using a ‘little vehicle’.<sup>20</sup>

In Europe, Lea and Leth (2020) found that in Vienna, 77% of shared e-scooter users were male, 19% female, and 4% ‘prefer not to say’.<sup>21</sup> In France, 6t found that 66% of shared e-scooters users are male.<sup>22</sup> Recent findings from the Department for Transport’s survey in the UK of public attitudes and behaviours in relation to e-scooters revealed that usage was higher among men, particularly among younger age groups.<sup>23</sup>

In the first half of 2021, Dott conducted a survey of its new users which revealed that men still make up the majority of riders (over 70% across the board – see Table 3.1).

When comparing experienced and new riders<sup>24</sup> the gender gap tends to be smaller for new riders (see Figure 3.1).

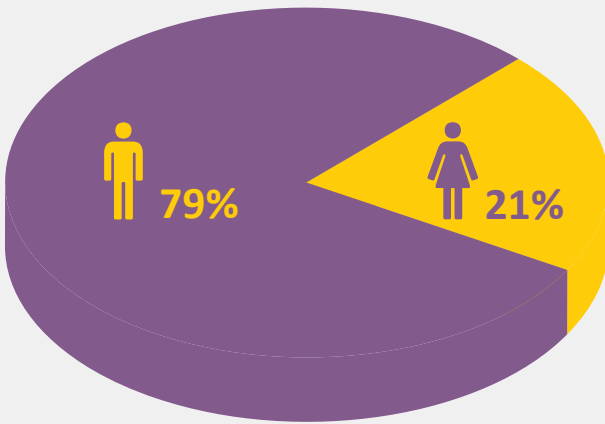
It is notable that in markets where shared e-scooters have been available for longer the gender gap is smaller. This trend is also accelerating over time: the newer the data set, the smaller the gender gap. It shows that the adoption of shared e-scooters is following a typical technology adoption curve, in which the first wave of users is mostly young and mostly male who are predominantly attracted by the novelty of the technology itself.

Once the service is more established, it starts to attract a more diverse audience, although, there is some way to go before there is an equal gender split for shared e-scooter users. Data from Dott’s users in Europe supports this conclusion showing the differences between the markets, with France (the most mature market) showing a smaller but still a large gender gap (27% vs. 73%) and Italy and the UK (developing markets) having a larger gender gap with 21% women each.

Country	Male (%)	Female (%)
France	73.0	27.0
Germany	76.0	24.0
Italy	78.7	21.3
Poland	72.4	27.6
Belgium	72.1	27.9
Spain	72.3	27.7
Finland	78.7	21.3
Norway	77.1	22.9
UK	78.6	21.4
Total (average across the countries)	75.5	24.5

Table 3.1: Dott male and female users in Europe Table 3.1: Dott male and female users in Europe Source: Dott user research of all Dott’s users in Europe, 2021

## Experienced riders



## New riders

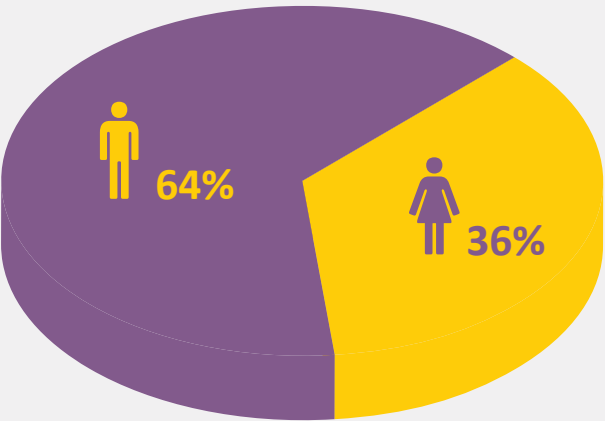


Figure 3.1: Comparison between experienced and new riders from the Dott's survey of first users Source: Dott user research: sample size – 1298; collected in H1 2021



# Profiles of users and non-users

3

This chapter presents the results from the surveys of women in the UK, France and Italy representing the profiles of:

- Women who have never used a shared e-scooter; and
- Women using Dott's shared e-scooters.

## Women who do not use shared e-scooters

### Demographics

The largest share of respondents (38%) was between 35 to 44 years old, with 96% of the surveyed women being between 25 to 55 years old (see Figure 4.1), which shows that women who have not tried an e-scooter tend to be older in comparison with the current female users of shared e-scooters.

### Age distribution

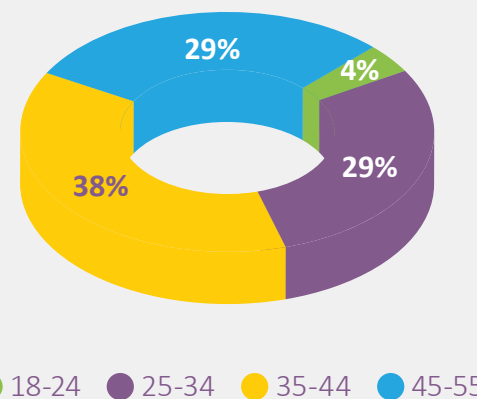


Figure 4.1: Age distribution of all respondents  
Source: A survey of women who do not use shared e-scooters, 2021 (n=300)

### Income and employment status

In the UK, Italy and France women who have never tried a shared e-scooter tend to have higher levels of income compared with the current female users: income distribution of respondents shows that only 33% earn less than £25K annually, with 29% earning between €25K- €50K.

The majority of respondents (55%) are employed full time (see Figure 4.2). Compared to the survey of female users of shared e-scooters, there is a low representation of students at just 3%.

### Employment status

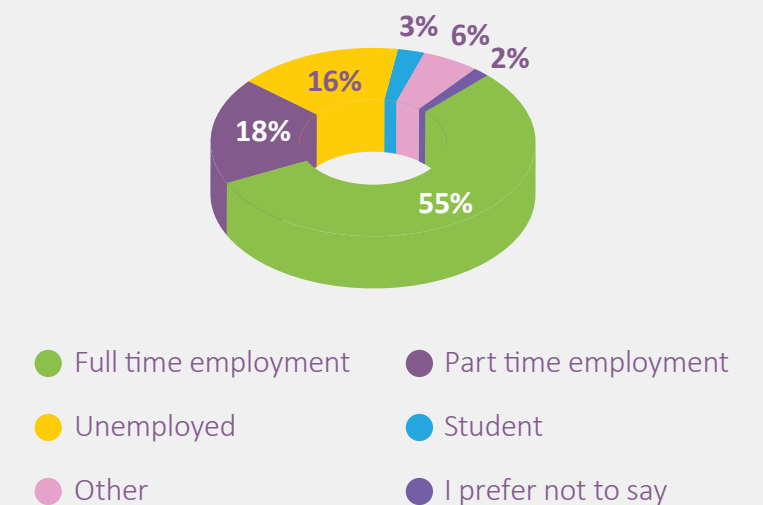


Figure 4.2: Employment status of all respondents  
Source: A survey of women who do not use shared e-scooters, 2021 (n=300)

Current travel behaviour

Figure 4.3 presents the trip purpose of the primary journeys carried out by women. Of all journeys, 50% are commuting trips to and from workplace which could potentially be suited to a shared micromobility mode, with the remaining share equally made up of shopping/errand trips and leisure trips.

Interest in trying shared e-scooters

Women were asked about their level of interest in trying shared e-scooters (see Figure 4.4). While there is a large share of surveyed women (41%) who indicated no interest in trying shared e-scooters, there is also a sizable share of women (36%) who showed a degree of interest (somehow interested, interested and very interested).

This signals that there is a scope to increase female participation in use of shared e-scooters, as there is an untapped pool of women who are expressing interest in trying the service but have not yet done so.

Generally, younger women (between 18-44 years old) are more interested in trying shared e-scooters, while 51% of older women (between 45-55 years old) are not interested.

Main reason for use of primary transport mode

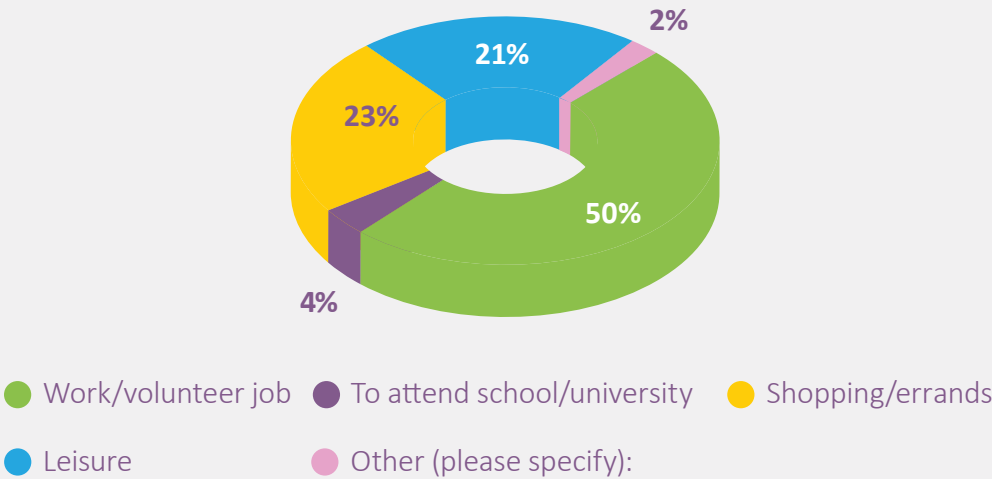


Figure 4.3: Main reason for use of primary transport mode  
Source: A survey of women who do not use shared e-scooters, 2021 (n=300)

Interest in riding a shared e-scooter

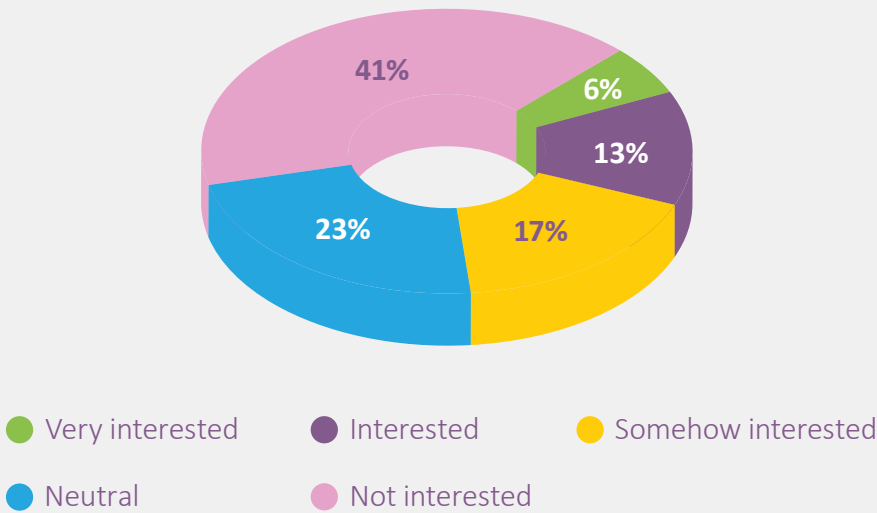


Figure 4.4: Interest in riding a shared e-scooter, Italy, France, the UK  
Source: A survey of women who do not use shared e-scooters, 2021 (n=300)

Potential uses of shared e-scooters (perceived)

Women were also asked for the reasons why they would use shared e-scooters if they did decide to give them a try (see Figure 4.5). Whilst age group and income bracket segments showed similar results, the data from each country showed a level of variation.

In France and Italy, the most common reason for potential use of shared e-scooters was to avoid traffic and parking (at 24% and 26% respectively). In the UK, where shared e-scooters are currently in a trial phase, “just for fun” was a primary reason picked by respondents accounting for 32% (compared to 10% in France and Italy).

Additional user research by Dott also shows that most riders start using e-scooters 'just for fun' but then transition into regular commuters. The novelty of riding e-scooters does not seem to last more than one or two rides for most. The implication from this finding is that if riders have not discovered a practical use for e-scooters in their life by then, they are likely to stop riding.

Across all three markets, three other potential reasons mentioned the most were “quick errands”, “environmental reasons” and “when in a hurry”.

Potential reasons for using shared e-scooters (perceived)

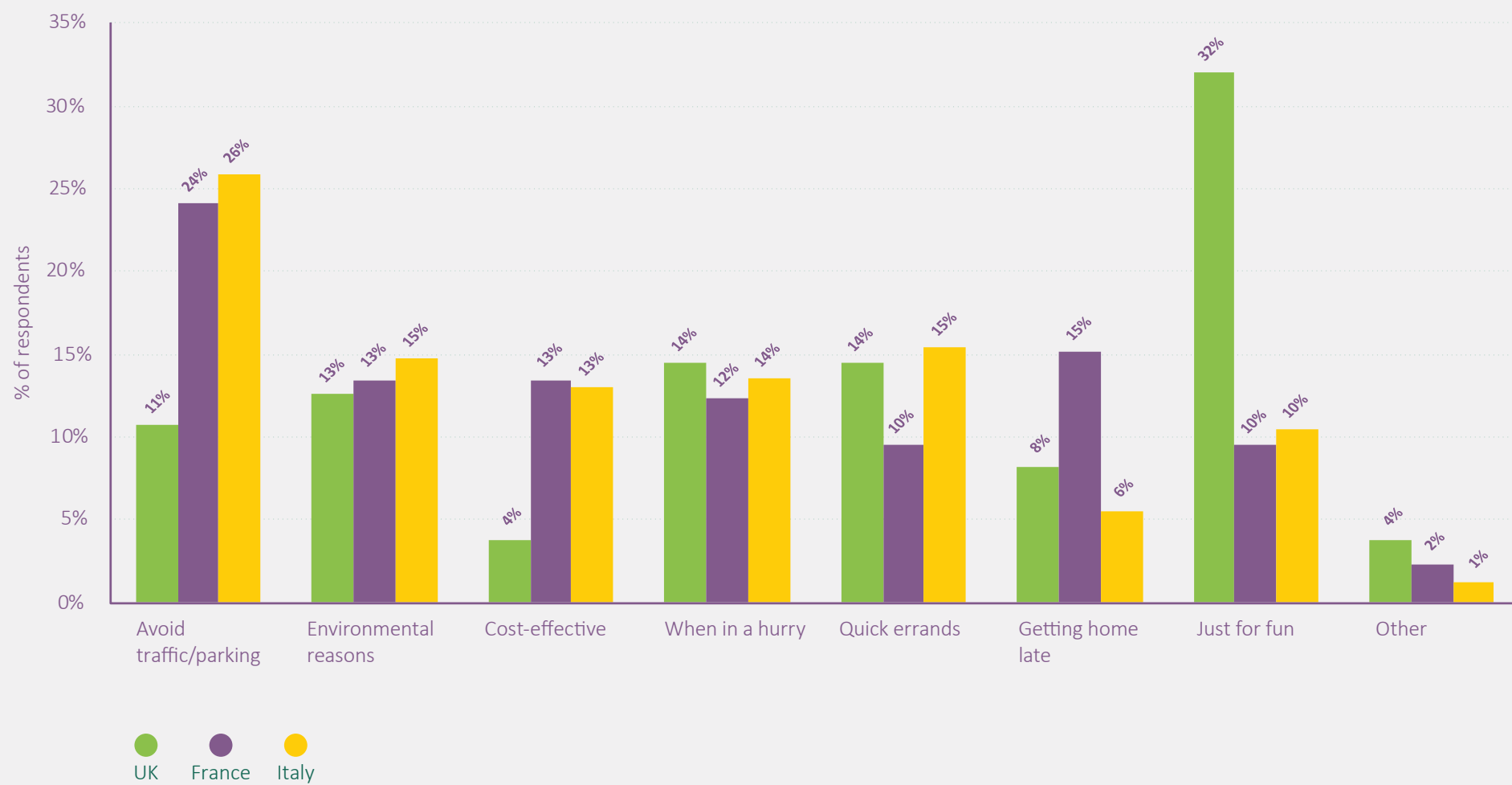


Figure 4.5: Potential reasons for using shared e-scooters (perceived)  
Source: A survey of women who do not use shared e-scooters, 2021 (n=300)

# Who are women using shared e-scooters?

## Demographics

Women using shared e-scooters tend to be younger than male users. The age distribution presented in Figure 4.6 shows that the largest proportion of respondents are between 18-24 years old (36%), followed by those aged between 25-36 years old (30%) with 34% of respondents being 37 or older.

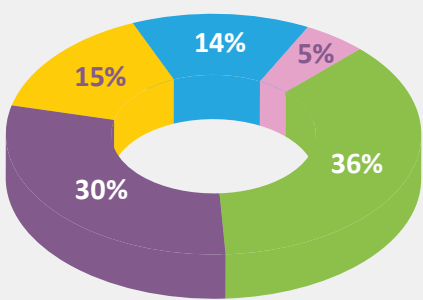
## Income and employment

Across the UK, Italy and France the majority of respondents (51%) have an income of less than £25K annually. Employment status is presented in Figure 4.7 with 40% of respondents employed full time. There is a large representation of students at 35%, with a small share of part-time workers and unemployed at 9% and 5% respectively.

## Use of shared e-scooters by women

Figure 4.8 shows that a high proportion of shared e-scooter journeys made by women are between 10 and 20 minutes. This number is higher in France (61%) compared to the UK (30%) and Italy (38%), which could suggest that in more mature markets, the average journey duration is longer, as more users become familiar with the service.

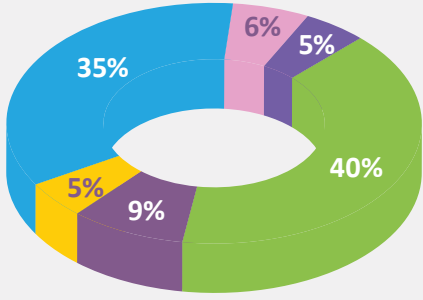
Age Distribution



18-24 25-36 37-45  
46-55 55+ I prefer not to say

Figure 4.6: Age distribution of all female respondents  
Source: Dott Survey, 2021, sample size – 148

Employment Status



Full time employment Part time employment  
Student I prefer not to say  
Unemployed Other (please specify)

Figure 4.7: Employment status distribution of all female respondents  
Source: Dott Survey, 2021, sample size – 148

Typical journey time when using a shared e-scooter

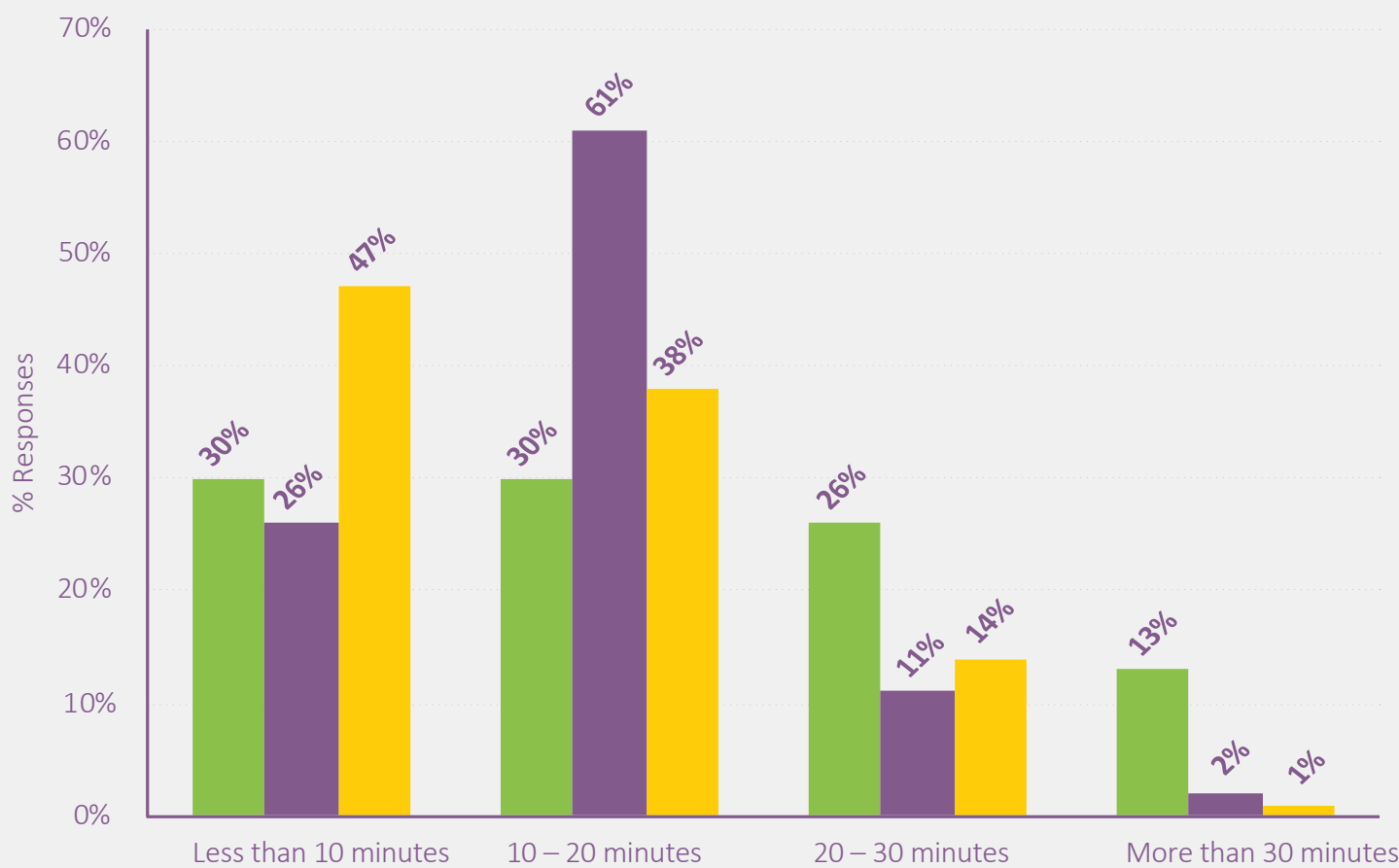


Figure 4.8: Women shared e-scooter journeys' times  
Source: Dott Survey 2021, sample size – 148



Motivation for riding shared e-scooters

As part of understanding women’s motivations for use of shared e-scooters, it was important to identify why they chose this mode of transport (see Figure 4.9):

- 73% of respondents stated that one of their main reasons for using shared e-scooters was time saving;
- 54% of female users highlighted that the 24/7 availability of e-scooters is a key driver for their use; and
- 45% indicated that the fact that shared e-scooters are less tiring than walking or cycling encourages them to use them more.

These top two findings highlight the importance of improving e-scooters availability in cities both in terms of numbers and coverage to minimise the need for women to spend time while searching for an e-scooter.

20% of women noted that shared e-scooters were safer than walking or using public transport at night. In Paris some women also previously mentioned that shared e-scooters could be a safer transport mode at night compared to walking or waiting for a night bus.<sup>25</sup>

Reasons for women using shared e-scooters

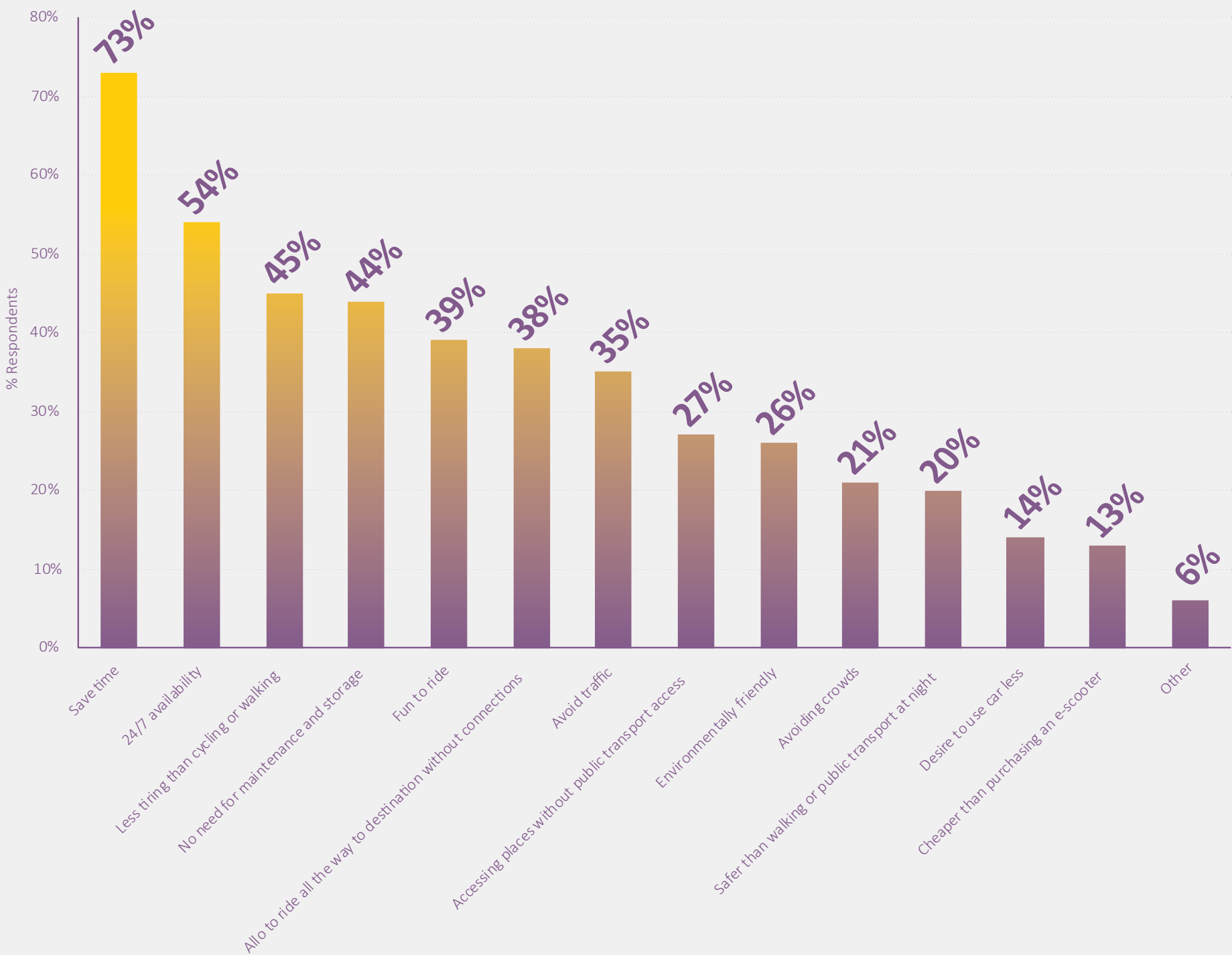


Figure 4.9: Reason for women using shared e-scooters  
Source: Dott Survey 2021, sample size – 148

# Factors preventing women from use of shared e-scooters

# 4

## Introduction

Based on the literature review, analysis of the surveys and the interviews with the selected experts, the following reasons for the gender gap in use of shared e-scooters have been identified:



**Safety: risk perception and lack of cycling infrastructure;**



**Design of e-scooters;**



**Price of the service;**



**Lack of availability of e-scooters;**



**Perception of e-scooters by women;**



**Different travel patterns and needs of women; and**



**Lack of gender segregated data.**



The main reasons which prevent women from trying shared e-scooters are presented in Figure 5.1.

The most important factor in the UK, Italy and France is road safety, followed by women being satisfied with their current transport modes and the need to travel with bags and luggage.

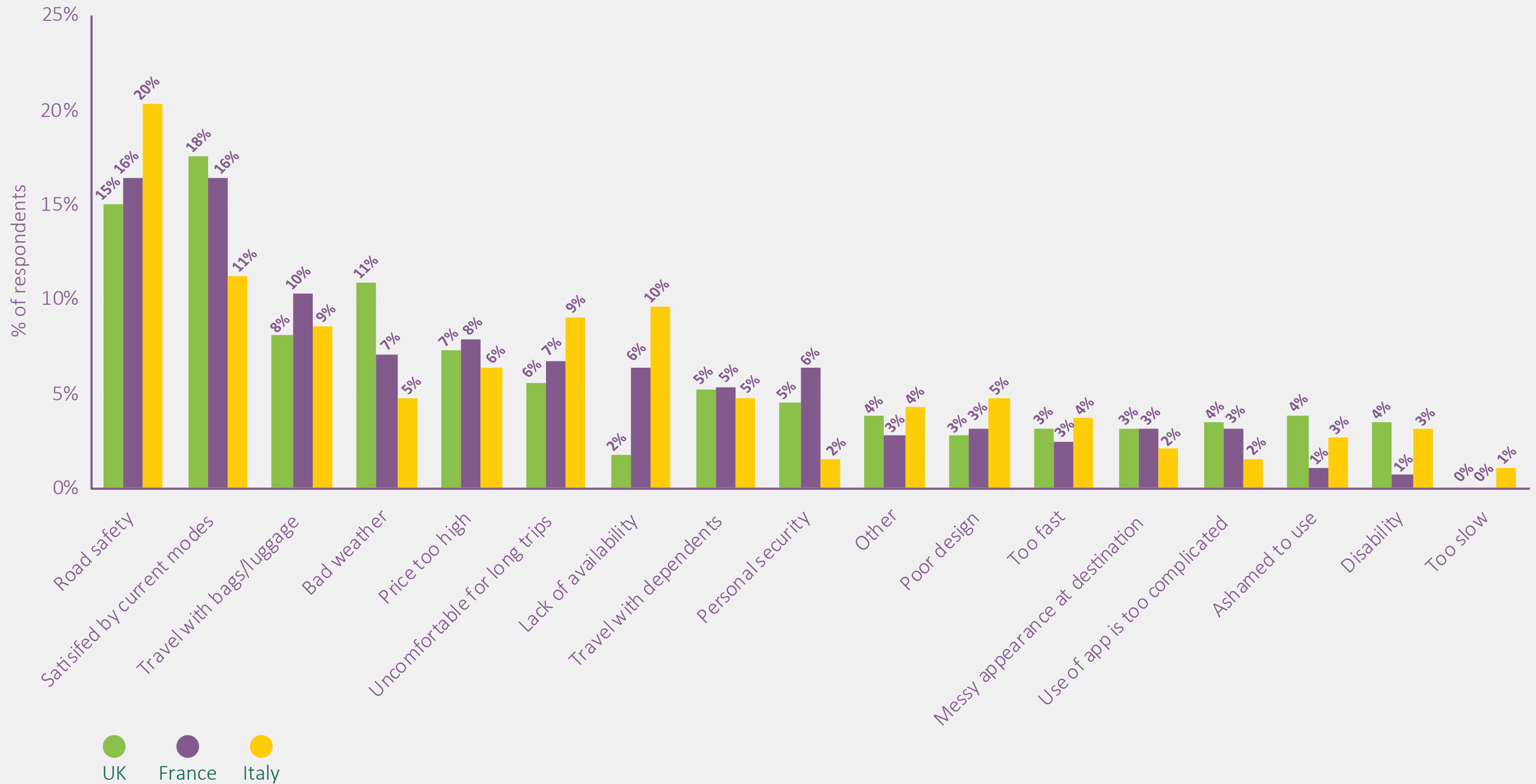


Figure 5.1: Reasons for not having used shared e-scooters  
Source: A survey of women who do not use shared e-scooters, 2021 (n=300)



## Safety: risk perception and cycling infrastructure

In the survey of women who do not use shared e-scooters, the most cited reason for not using shared e-scooters was a concern about road safety (see Figure 5.1). Variations also exist in findings between shared e-scooter riders and non-riders. The literature review reveals that female non-riders were significantly more likely than riders to state that they worry about feeling unsteady or falling and not being in control, whereas past and occasional riders were significantly more likely to state that there were not enough safe places to ride.<sup>26</sup>

Academic papers and studies have shown that, when using shared e-scooters on road, women tend to be more risk averse and feel more vulnerable due to their limited visibility to cars and lorries, and due to concerns around the stability of the vehicles.<sup>27</sup> A 2020 Ramboll survey of a sample of 3,525 respondents in European countries showed that women and men both identify e-scooters as “traffic unsafe” and women are more likely to identify it as a concern.<sup>28</sup> In Portland, U.S., female users of shared e-scooters also have been shown to ride more cautiously than men.

**The fear factor among women is largely attributed to the lack of cycling infrastructure to support shared micromobility, as opposed to the vehicles themselves.<sup>29</sup>**

Women tend to prefer to use protected and segregated cycle lanes and consistently rate road traffic and aggressive driving by others among their most significant travel-related concerns.<sup>3031</sup>

Road safety was ranked second at 39% by the women using Dott’s shared e-scooters when asked about their top three reasons which discourage their use (see Figure 5.4). This indicates that improving safety for riders and pedestrians would encourage more women to try shared e-scooters. In the UK and Italy more women using shared e-scooters view road safety as a greater concern compared to France (35% and 51% in the UK and Italy respectively against just 20% in France), which could be associated with the level of the market maturity – in more established markets, safety could be less of a concern for female riders, as they get more used to riding e-scooters. For example, for women using Dott’s e-scooters in France the most important barrier for use is lack of parking locations for shared e-scooters while safety is still ranked second.

Women using Dott’s e-scooters were also asked about their perception of e-scooter safety (see Figure 5.2). The majority of respondents agreed or strongly agreed that shared e-scooters are safe (51%). However, a sizeable number of women stated that they were not sure if shared e-scooters were safe to ride (32%). This suggests that more could be done to change perception of safety associated with shared e-scooters by women.

A recurring theme identified through open questions to women using Dott’s e-scooters was personal security, with some women feeling that e-scooters leave them exposed and vulnerable for an attack. This could be worse in the winter months when many typical commuter journeys happen in the dark: for example, a respondent stated that she would not feel safe riding in the dark, as in a car she could lock herself in to protect from strangers; another woman suggested that installation of a discrete alarm on e-scooters could help women feel safer.

### Do you agree or disagree with the following statement? “Shared e-scooters are safe to ride”

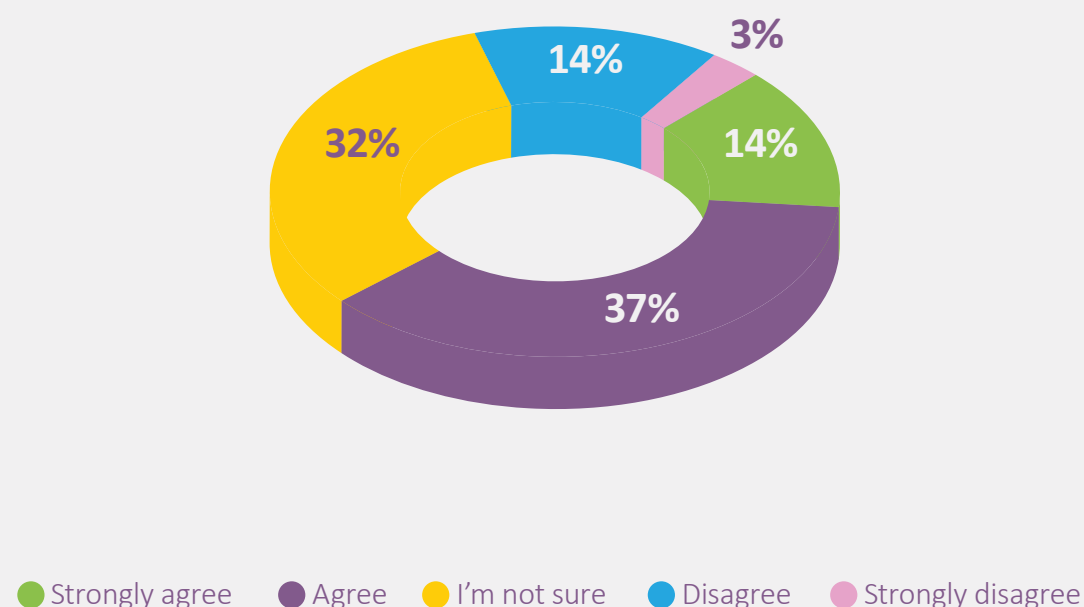


Figure 5.2: Distribution of responses on e-scooter safety by female Dott’s users (perceived): Do you agree/disagree with the statement: “shared e-scooters are safe to ride”

Source: Dott Survey, 2021, sample size – 148





## Design of e-scooters

Based on the type of trips that women tend to undertake during the day, design of e-scooters could be a limiting factor. The need to travel with bags and luggage was ranked as the third most common reason preventing women from trying shared e-scooters in the UK, France and Italy (see Figure 5.1).

Moreover, the majority of women using Dott's e-scooters across the UK, Italy and France stated "women are more likely to be travelling with bags" as one of the top three reasons for why fewer women use shared e-scooters compared to men (UK - 52%, France - 45% and Italy - 60%, see Figure 5.3). Overall, this factor accounted for 54% of responses and suggests that capability to store/hang a bag on e-scooters similar to e-bikes/regular bikes could encourage more women to use shared e-scooters.

The design of shared e-scooters could change over time allowing for vehicles to be more stable, have basket or storage space and additional features such as phone holders; even seats could be added to the vehicles in future.

## Why fewer women than men use shared e-scooters (perceived)

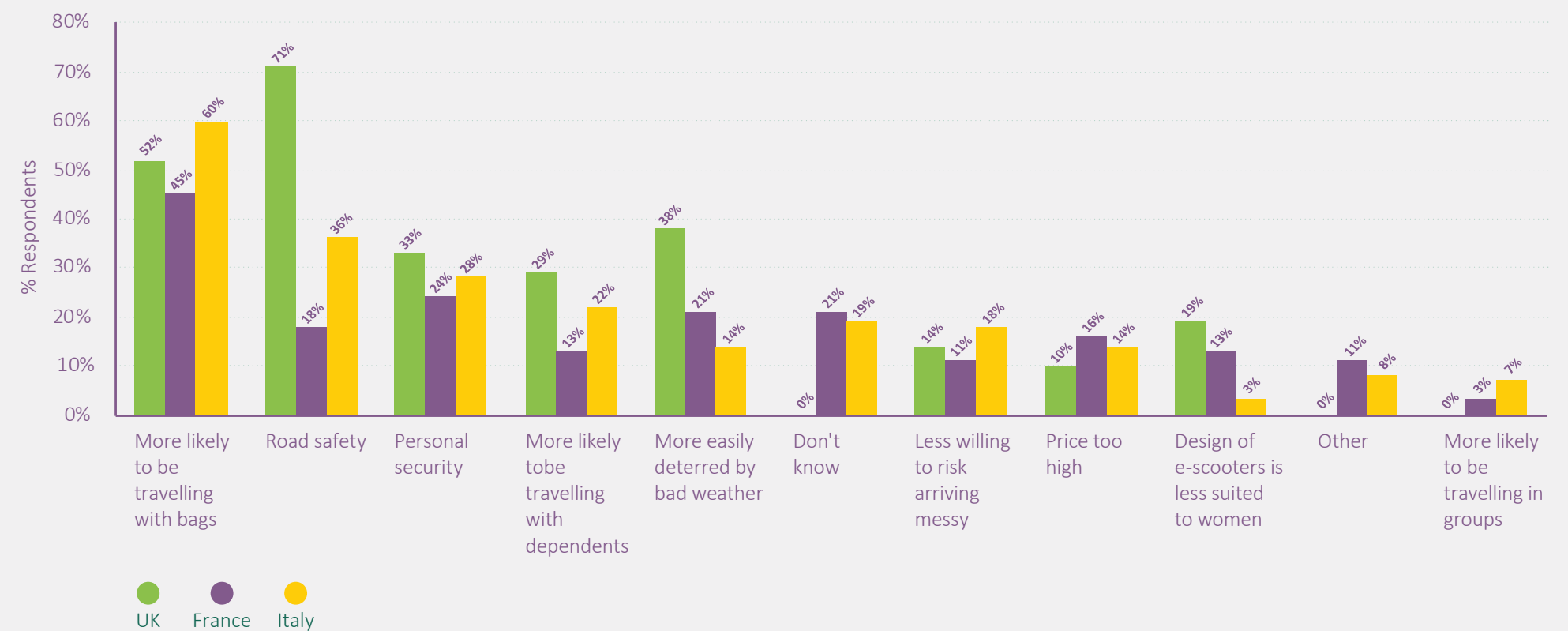


Figure 5.3: Why fewer women than men use shared e-scooters (perceived)

Source: Dott Survey, 2021, sample size – 148



## Price of the service

Women tend to have lower income than men and household resources tend to be spent on men's mobility rather than women's (Cook and Butz 2018).<sup>32</sup> In the European Union, on average women earn 14% less than men, with a gender pay gap ranging from 1.3% in Luxembourg to 21.7% in Estonia.<sup>33</sup>

As women are more likely than men to have lower incomes, work part-time, and to undertake unpaid work at home, poor quality, unreliable and expensive public transport has a far bigger impact on their lives than it does on the lives of men. A lack of access to public transport creates barriers to women accessing employment opportunities, education, health and other essential services and reduces women's ability to socialise and participate in public life.<sup>34</sup>

High price was ranked 5<sup>th</sup> by women as a reason for not trying shared e-scooters (see Figure 5.1). In comparison, the number one factor (63%) which discourages Dott's female users from using the service in the UK, Italy and France was the high price of the service (see Figure 5.4). This corresponds with the income distribution of respondents - 29% of women have annual household income of less than £25K, which suggests that affordability is a significant barrier preventing women from using shared e-scooters more often.

During the interviews with the industry experts, the shared e-scooter unlock fee was also mentioned as making it discretionally expensive for women to use shared e-scooters: due to the nature of women's travel needs and trip chaining, women would need to pay multiple unlock fees rather than a straight A to B journey price.

## Female Dott users top three reasons which discourages use of shared e-scooters more often in the UK, Italy and France

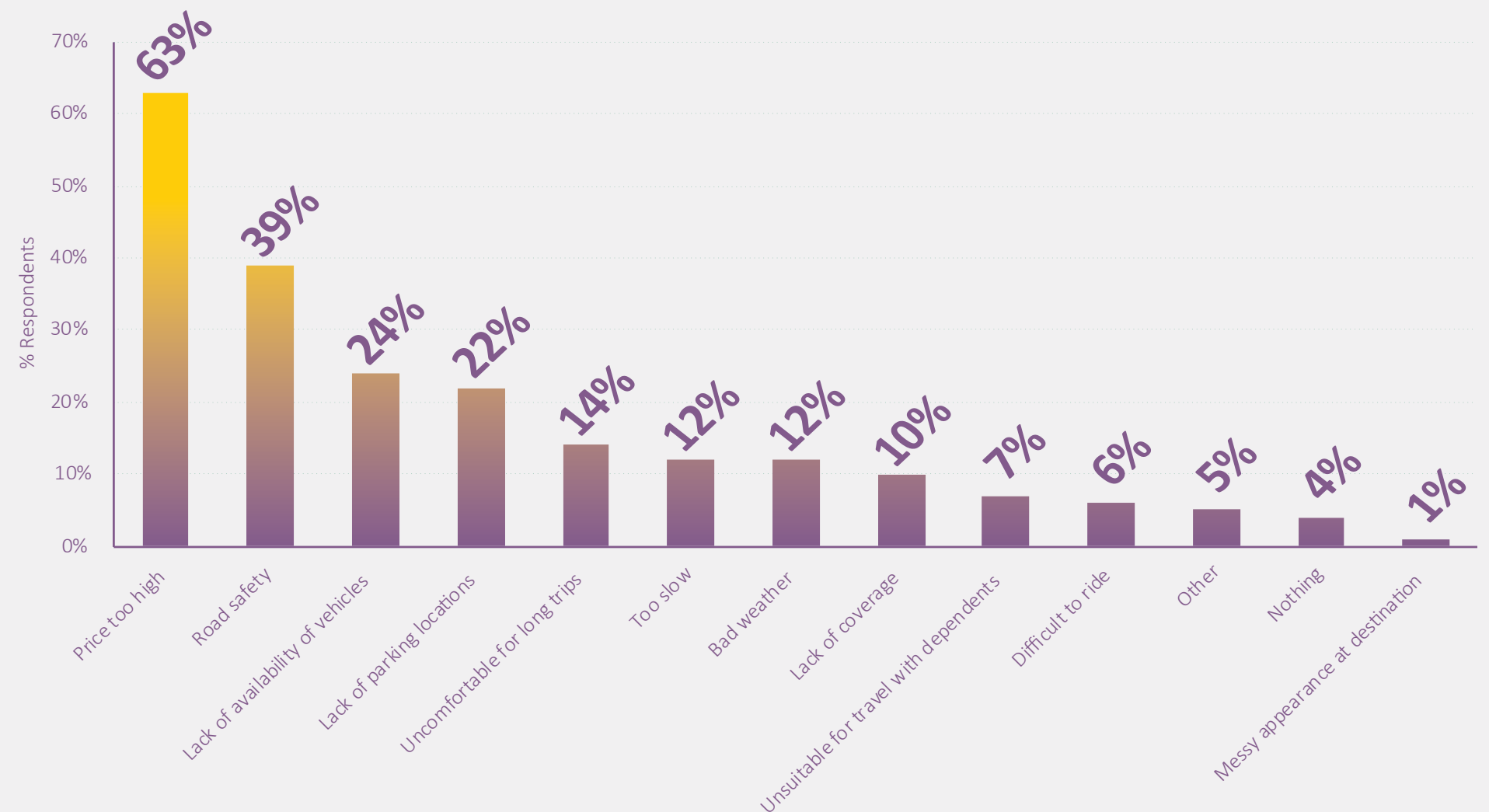


Figure 5.4: Female Dott users top three reasons which discourages use of shared e-scooters more often in the UK, Italy and France  
Source: Dott Survey, 2021, sample size – 148



## Lack of availability of e-scooters

As part of the survey, Dott's female users selected the top three factors discouraging shared e-scooter use: a lack of availability of shared e-scooters was ranked 3<sup>rd</sup> (24%) in the UK, Italy and France (see Figure 5.4). This indicates that reliability of finding a shared e-scooter is a material factor affecting use of shared e-scooters by women. Additionally, it could indicate that operating area of the current shared e-scooters schemes could be expanded to suburban areas supporting first and last mile trips. Additionally, a study summarising learnings from Dott e-scooters in Paris revealed that nearly 90% of riders would be prepared to walk up to two minutes to pick up an e-scooter, but nearly half (46%) would not walk more than two minutes.<sup>35</sup>



## Perception of e-scooters

Women using Dott's shared e-scooters were also asked to share any other opinions or thoughts they had on the gender gap in shared e-scooter use. Whilst the majority had nothing additional to share, there were recurring themes amongst those who did.

Some women stated that, in their minds, they associate shared e-scooters as being masculine, serving men and appealing to men's habits. For example, users wrote that they consider e-scooters as "boy toys", "being something dangerous, and, therefore, more suitable for male users" and "not a sensible mode of transport, and men like it because it's a little bit dangerous and they can show off". This highlights the importance of changing perception of e-scooters by women.

During the interviews with the industry experts, it was mentioned that the gender gap could also be explained by the difference between access to e-scooters and bikes during younger age and a lack of training dedicated to women specifically.



## Different travel patterns and needs

The transport needs of women are different to those of men. Lau and Leth (2020) suggest that women tend to make more escort, multi-purpose, and encumbered trips.<sup>36</sup> The role of care work is mentioned as one of the central reasons for the gender gap in transport, as women are more likely to fulfil daily caring tasks.<sup>37</sup> The proportionally unequal share of domestic tasks carried out by women and care work makes shared e-scooters less practical for travel in comparison with a car or public transport due to the need to travel accompanied by others.<sup>38</sup>

The literature review and interviews with experts highlighted that the greater propensity of women travelling with children could impose additional barriers for use of shared e-scooters. Indeed, the majority of the surveyed women using Dott's shared e-scooters do not have any children (76%). Considering that it is not possible to travel by an e-scooter if travelling with a child, along with the high share of respondents aged 18-24, it is not surprising that the majority of Dott's female users do not have children. At the same time, while women do travel more with children, they are also time poor, so, when not with children, a shared e-scooter could be an attractive mode, due to less reliance on public transport frequency and reliability and traffic congestion.

Women are also generally deterred by bad weather more than men. For example, 38% of Dott's female e-scooter users in the UK stated bad weather as a factor preventing women using shared e-scooters more. Additionally, it was mentioned in the literature that women can be more concerned about their appearance, which can discourage travel on shared e-scooters, particularly in poor weather conditions.

Lau and Leth (2020) identified that women are typically more risk averse than men.<sup>39</sup> It is also observed that men engage with new technologies more quickly, while women tend to be more focused on how new technology might influence their daily lives.



## Lack of gender segregated data

There is a lack of gender segregated data in transport and specifically around new transport modes such as shared micromobility. For example, many local and transport authorities do not collect sufficient data on safety concerns or issues from women using public transport or shared mobility.

The data collected is often not disaggregated by gender, and it is difficult to examine variations between different groups of women. For example, it is hard to compare the travel patterns and experiences of women with and without dependent children, or white and black and ethnic minority women.<sup>40</sup> The absence of the data on women leads to biased decisions that disadvantage women.

# Recommendations

# 5












## Introduction

Addressing the gender gap in shared micromobility and in transport in general requires a multifaceted approach. Nonetheless, cities, mobility operators, local authorities, charities and other stakeholders can start a path to more inclusive growth to encourage greater use of shared micromobility by women.



## Factors encouraging the use of shared e-scooters by women

Overall, the following factors that can encourage the use of shared e-scooters by women were identified based on the literature review, analysis of the surveys and interviews with selected experts:

-  **Infrastructure improvements;**
-  **Financial incentives;**
-  **Training designed for women;**
-  **Greater coverage and availability of shared e-scooters;**
-  **Improved design of e-scooters;**
-  **Tailored marketing and promotion;**
-  **P Regulated parking;**
-  **Stakeholder engagement;**
-  **Ease of journey planning;**
-  **Further research, data collection and monitoring; and**
-  **Encouraging women's involvement in transport industry**



It is important to understand what actions would encourage more women to start using shared e-scooters.

**Provision of better cycling infrastructure, a reduction in prices and training were identified as top three actions that would encourage more women to start using shared e-scooters.**

**1. Improve infrastructure to improve safety**

As shown in Figure 6.1, across all countries, the most important action cited was provision of better road/cycle infrastructure (17% for UK, 20% for France and 14% for Italy). This highlights that better road infrastructure is likely to be one of the most important factors to encourage more women to use shared e-scooters: improving road infrastructure would likely improve safety perception of e-scooters amongst women.

**2. Review tariffs to encourage greater use by women**

A reduction in price ranked second as a factor to encourage greater shared e-scooter use by women in all markets, accounting for 15%, 15% and 14% in the UK, France and Italy respectively. This suggests that pricing and affordability have considerable importance in influencing how likely women are to use shared e-scooters. This could include developing and promoting tailored tariffs to provide better value to reflect the range of different trips by women including trip chaining. The governments could also provide subsidies to shared micromobility operators if they want to incentivise use for underrepresented groups including women.

**3. Offer training tailored for women**

Training was ranked the third highest action by the UK respondents at 15% and Italian respondents at 14%. At the same time, in France it accounted for only 9%, which could indicate that less mature markets such as the UK might require more training activities in order to encourage more women to use shared e-scooters.

When the responses are analysed by the age group (see Figure 6.2), it shows that for older women training becomes more important in encouraging the use of shared e-scooters.

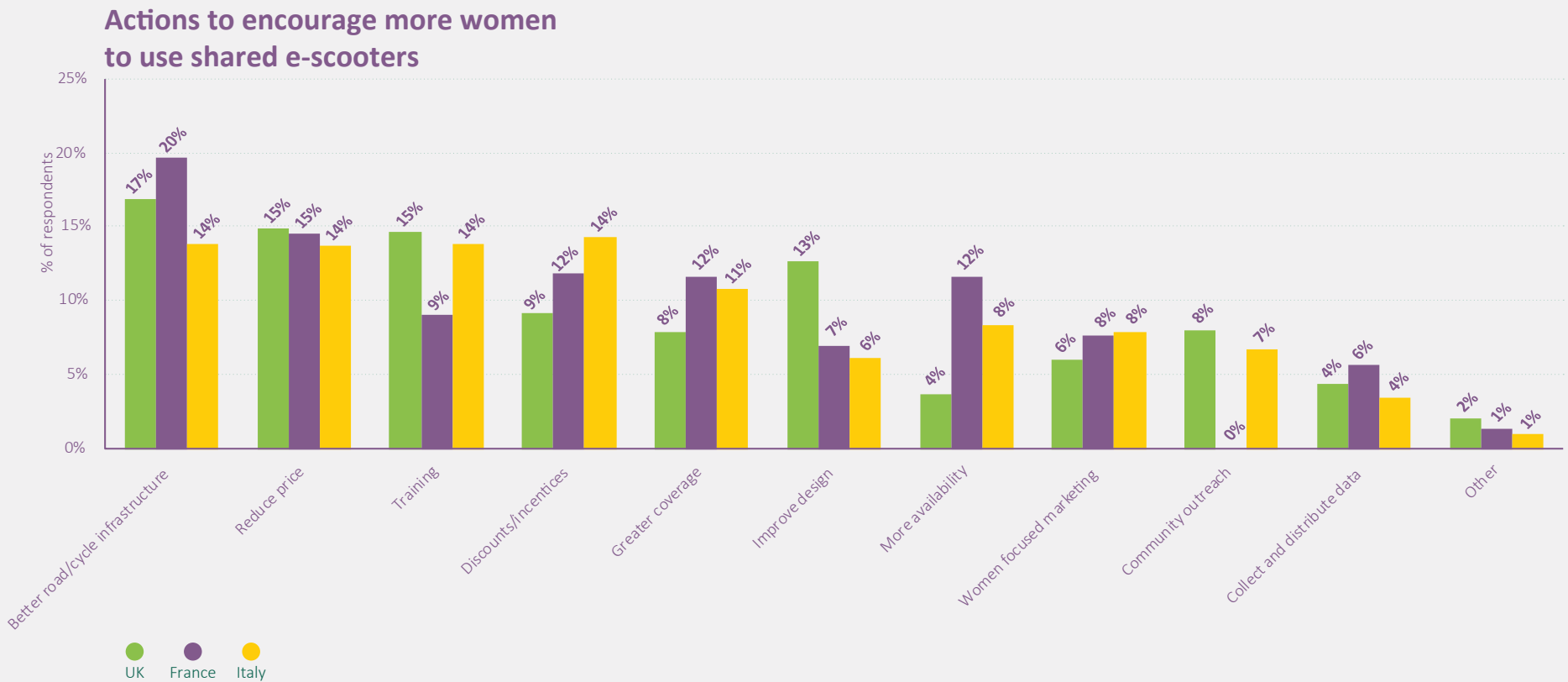


Figure 6.1: Actions to encourage more women to use shared e-scooters  
Source: A survey of women who do not use shared e-scooters, 2021 (n=300)

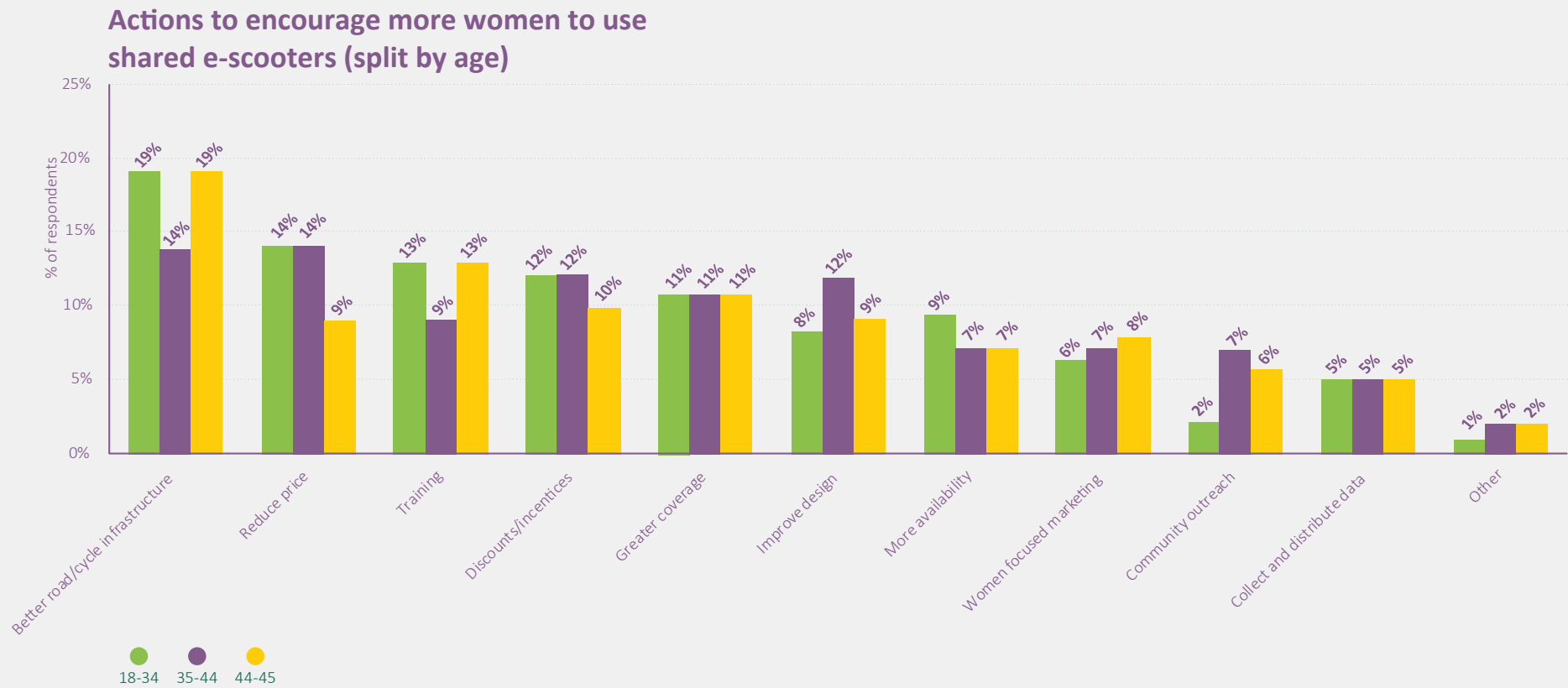


Figure 6.2: Actions to encourage more women to use shared e-scooters (split by age)  
Source: A survey of women who do not use shared e-scooters, 2021 (n=300)



## Infrastructure improvements

Street design is critical to encourage gender equity in transport allowing women to take full advantage of shared micromobility.<sup>41</sup> It is important for the design of cities to provide safe transport infrastructure for women which is protected from other traffic, well-lit and accessible.

Installation of segregated cycle lanes has been shown to increase comfort and perceptions of safety by women.<sup>42</sup> Cycle lanes are viewed as the safest location to ride an e-scooter, therefore increased availability of cycle lanes would result in increased uptake of shared e-scooters.<sup>43</sup> For example, 54% of women in the Portland survey, U.S., conducted during the shared e-scooters trial, said that having a safe place to ride would increase their use of e-scooters.<sup>44</sup> Bloomberg (2019) research also highlights that the addition of protected lanes can increase number of cyclists, specifically women.<sup>45</sup> Improving road infrastructure was stated by women using Dott's e-scooters as the second most important action (by 38%) which can be implemented to encourage uptake of the service.

Street design can balance various modes including shared micromobility, public transport, walking and cycling. For example, Barcelona and Paris have been improving design of the neighbourhoods and making cities more walkable, ensuring everyday activities are within walking and cycling distance, and routes are safe and pleasant.<sup>46</sup> In Barcelona, after the cycling network increased by 20%, the number of trips by bikes grew by 14% in 2016, triple the growth seen in previous years.<sup>47</sup> Bicycle use increased by 54% in 2019 in both the centre of Paris and the suburbs following expansion of cycle lanes.<sup>48</sup> A study conducted in 2020 by Ile De France declared that number of women cycling in Paris increased from 36% to 41% after the implementation of pop-up cycle lanes during the Covid-19 pandemic.<sup>49</sup>

Improved road quality is also linked to improving rider safety.<sup>50</sup> Investment by city authorities in active travel infrastructure will likely attract a greater number of women using shared micromobility.



## Financial incentives

Incentives such as free rides and offers can encourage women to try shared e-scooters. Social pricing for women could be considered in those countries where the income gap between men and women is highest.

Additional discounts could be offered if travelling during off-peak hours, stimulating use by women who have different travel patterns compared to men. Unlock fees could be discounted or lifted which could better suit trip chaining and the nature of journeys by women.

Inclusive pricing offering the ability to use both public transport and shared e-scooters for an attractive tariff could be developed to encourage more use by women for first and last mile journeys.

The governments could also provide subsidies to shared micromobility operators if they want to incentivise use for underrepresented groups including women.

Micromobility operators could also work with the key employers to introduce subscription models which could be fully or partially subsidised by the employer.



## Training designed for women

Offering training designed by and for women (addressing safety concerns and reducing the stigma of a male-dominated mode) could be beneficial in increasing uptake of shared e-scooter use. Roadshows allowing women to test and ride e-scooters in a safe environment could support uptake. Helmets and riding tips could be shared with women during these events.

For example, Tier introduced training days for women to try and test electric mopeds<sup>51</sup> with 70 women participating and using the mopeds ever since according to the company.<sup>52</sup> Also, the shared e-moped service Cityscoot offered specific training on the use of motorcycle, which allowed the operator to attract women. Similar training programmes could also be designed for women using shared e-scooters.

More training oriented on road safety and free trials to show the benefits of shared e-scooters would support uptake of shared e-scooters by women. Additionally, the importance of the group setting for training and targeted training for underrepresented and vulnerable groups (including women) has been highlighted through various projects, which suggests that provision of training in groups could also provide additional support for women. For example, the Bikes for All initiative<sup>53</sup> found that group training proved itself successful as it also created a social aspect for the scheme's participants. Users mentioned the benefits of being in an environment where they were comfortable, often with other people from a similar background or level of experience.<sup>54</sup>



### Greater geographic coverage and availability of shared e-scooters

Commuting trips tend to be concentrated in the city centre, where shared e-scooter availability and coverage is generally the greatest. However, other trips, such as shopping and errand running trips are more likely to be distributed across more residential and suburban areas, which generally have more limited provision of shared e-scooters. The literature review also shows that, in general, commuting represents a smaller proportion of trips for women than for men. As such, it is important that shared e-scooter services have a wide geographic coverage, so they are inclusive for all, particularly in residential areas where women could use shared e-scooters for first/last mile trips.

As mentioned in Chapter 5, women using Dott's e-scooters mentioned a lack of availability of shared e-scooters as the third (24%) most important factor which discourages shared e-scooter use in the UK, Italy and France.



### Improved design of e-scooters

Design of e-scooters should be carefully considered with the potential to add accessories such as baskets (women noted that carrying a bag is a particular barrier to using a shared e-scooter) and secure phone and bottle holders. The design of shared e-scooters could change over time and potentially seats can be added to the vehicles.

To improve safety for women while using shared e-scooters, a discrete alarm (SOS button) could be added on a vehicle or app providing an additional level of security and helping women to feel safer while riding.

The design of e-scooters itself could be tested with women focus groups and become more appealing to women, for example, by introducing bigger wheels and wider platforms for riders.



### Tailored marketing and promotion

It is important to design marketing and promotion strategies that address the needs of women both in terms of the content and communication channels. Some micromobility operators have adopted a communication-based strategy endeavouring to make women more visible on their websites. The literature review highlights that women are more receptive to messages on environmental issues such as climate change,<sup>55</sup> so advertising on the sustainability element of shared micromobility could have an enhanced effect on attracting women.

Advertising campaigns and social media marketing should be designed with the view of changing the representations associated with micromobility, encouraging women to imagine themselves using shared e-scooters. For example, public advertising campaigns should show a diverse range

of different women and men riding together. Additionally, communication strategies should be structured carefully to avoid reinforcing gender stereotypes.<sup>56</sup>

A good example of this is "This Girl Can" - a British nationwide campaign to get women and girls moving, regardless of shape, size and ability, which has been reported to support increasing cycling levels.<sup>57</sup> This Girl Can has teamed up with British Cycling to target the historic gender gap in cycling participation and get more women on two wheels. In January 2020, This Girl Can's new TV advert premiered, once again showing the raw, unfiltered reality of women exercising in whatever way works for them. The campaign celebrates active women who are doing their thing no matter how they look, how well they do it or how sweaty they get.<sup>58</sup> The campaign is considered as success with 70% of women aged 14-40 reporting being motivated by it.<sup>59</sup>



Figure 4.3: This Girl Can, campaign image

Source: <https://www.sportengland.org/news/this-girl-can-teams-up-with-hsbc-uk-breeze-to-get-more-women-cycling>





## Stakeholder engagement and knowledge share

Involving various stakeholders to gather and share their thoughts and findings on the gender related issues in shared micromobility could allow for new solutions and ideas to be developed and inspire change in the mindset of citizens, charities, non-for-profit organisations, transport operators and policymakers.<sup>60</sup>

A forum or interest group could be created bringing the key stakeholders from the industry together to explore gender related issues. There is also an opportunity for knowledge share through soft measures such as round tables and citizens' forums. This approach is low-cost and can bring impacts by providing a better basis to develop policy and make decisions.<sup>61</sup> For example, the Madrid Mobility Round Table shows a different way to target the mobility message. The Round Table, born out of civil opposition to the planned extension of a parking meter scheme, is now successfully creating consensus for mobility initiatives amongst a wide range of stakeholders in Madrid. It has successfully established itself as a depoliticised forum for exchange and dialogue. Similar approach could be implemented in relation to inclusion of more women in shared micromobility.



## Regulated parking

Inappropriate shared e-scooter parking was mentioned as the area of improvement by women using Dott's e-scooters in France (48%) (see Figure 6.3). This reflects challenges which cities who have adopted shared e-scooters early had seen before the introduction of allocated parking bays. Therefore, effective regulation of shared e-scooter parking could encourage women to use shared e-scooters more (e.g. provision of designated e-scooter parking bays which are clearly marked, visible and provided at a high density to maximise accessibility).

### Actions for shared e-scooter operators to increase uptake by women

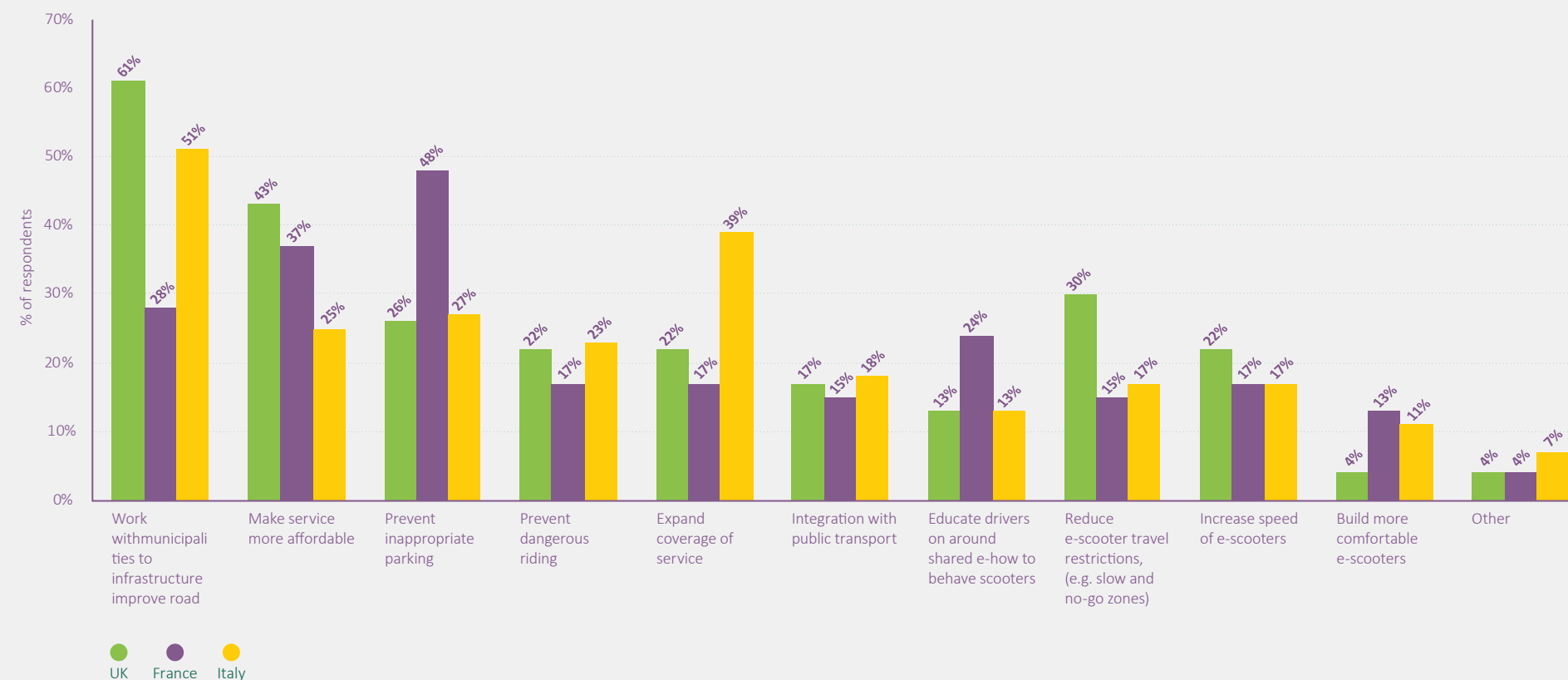


Figure 6.3: Actions for shared e-scooter operators to increase uptake by women

Source: Dott Survey, 2021, sample size – 148



## Ease of journey planning

It was mentioned by both women and men using Dott e-scooters that they often plan their routes, so they do not have to leave the bike lane for all, or almost all of their trip, and that the most navigation apps do not have functionality to plan the journeys which are the safest. Shared micromobility operators could work with the journey planners to develop and mark safe routes for e-scooters in their apps, which could encourage women to use the service.

Integration with Mobility as a Service (MaaS) platforms and applications would also support the service uptake and ease of journey planning. For example, after integration of Dott with FreeNow, Dott experienced an increase in uptake and new users for both e-scooters and e-bikes. This integration allows for multimodal trip chaining by users. In some cities, 10 % of users come through the FreeNow integration only two months since integration. The percentage is rapidly increasing across all cities month over month.

17% of women using Dott's shared e-scooters stated that integration with public transport will support the use of shared e-scooters.



## Further research, data collection and monitoring

There is still a need to conduct more data collection considering the gender of shared micromobility users to better understand the challenges and to monitor and evaluate the impacts of policies and developments to encourage greater take up of shared micromobility by women.

Development of gender sex-disaggregated databases could provide with a better overview of gender differences and inform gender analysis and decision-making process. Furthermore, enrichment of the available data with spatial data could provide another important perspective into the gender gap in shared micromobility.

Enhanced monitoring and evaluation of initiatives encouraging uptake of shared micromobility by women should also be conducted with public and private sectors working in collaboration. Local and transport authorities should collect sex-disaggregated transport data where possible.



## Encouraging women's involvement in transport

There is an inequality in the representation of professionals who work in transport industry, which is considered to be male based.<sup>62</sup> Europe-wide research conducted over the past decade has shown that transportation as a sector is dominated by men. As such, it is important to increase diversity of people designing and operating shared micromobility schemes. There is strong evidence from many sectors that equal representation and diversity in decision-making bodies has positive impact on service design.<sup>63</sup>

In France, the action by the "Femmes en mouvement, les transports au féminin" association prompted transport operators and equipment manufacturers to employ more women on their payroll to ensure that the expectations of women, who comprise the majority of passengers, are properly taken into account. At present women occupy around 25% of decision-making posts in these companies.<sup>64</sup>

Shared micromobility operators could work alongside associations and organisations who represent women's interests to improve representation of women within their teams. These representatives could also provide feedback on operations and future plans of the shared micromobility operators.

There is a need to foster better representation of women in the transport sector which could be facilitated by improvements of hiring process encouraging more women to join shared mobility sector (for example, using inclusive job adverts and offering flexible working arrangements where possible). Shared micromobility operators should take a lead through hiring and developing female leaders, launching mentorship programmes and participating in the activities of organisations that promote diversity, inclusion as well as gender parity such as Women in Transport in the UK.



# Endnotes



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# steer dott

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