

ROAD SAFETY AUTHORITY



E-Scooters Usage & Attitudes National Survey 2025

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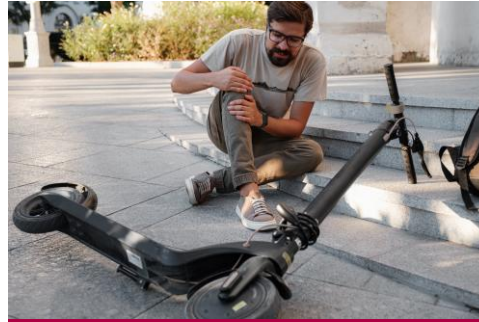
November 2025



RSA E-Scooters Usage & Attitudes National Survey 2025



**E-Scooter
Users**



Collisions



**Children and
E-Scooters**



**New laws on use of
E-Scooters**



Sharing the road



**Key
learnings**

Research Background & Objectives



The RSA's core objective is to save lives and prevent injuries by reducing the number and severity of collisions on Irish roads; this National Survey on e-scooters has been conducted to assess and identify road safety policy measures which could improve road user safety.

The research assessed e-scooters usage (current & prospective); attitudes to usage; new laws on usage; road behaviour of e-scooters and other road users.

The full programme of interviews was conducted online, and all aspects of the survey design were managed by Ipsos B&A internally with the sample drawn from our own consumer panel 'Acumen'.

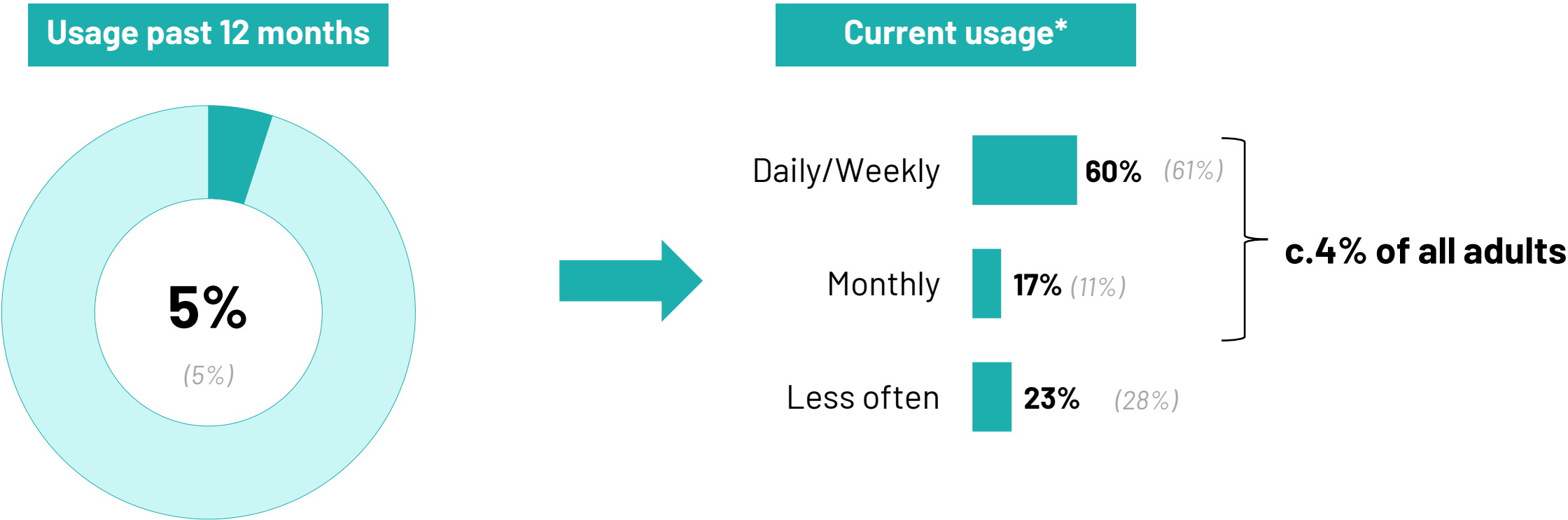
- The sample was strictly quota controlled to deliver a nationally representative sample of adults aged 16 years plus. **In addition, a booster sample of e-scooter users was included in the survey. In total, the survey comprised 1,331 interviews.**
- The sample selected for the survey was extracted abiding by strict contact rules with individuals randomly selected within the survey target groupings. The quality controls applied to each survey include a series of integrity checks, including time for completion and screening data response patterns.
- This research was conducted in October and November 2025.

E-SCOOTER USERS



E-Scooters Current Usage

E-scooter adoption remains stable with a core base of regular daily and weekly users representing approximately 4% of the adult population



Q.2 In the past twelve months, have you used any of the following on a public road, footpath or cycle lane in Ireland?
Q.2b Which of the following best describes how often you currently use an E-scooter (Electric scooter) on a public road, footpath or cycle lane in Ireland

Base: All Adults N - 1331

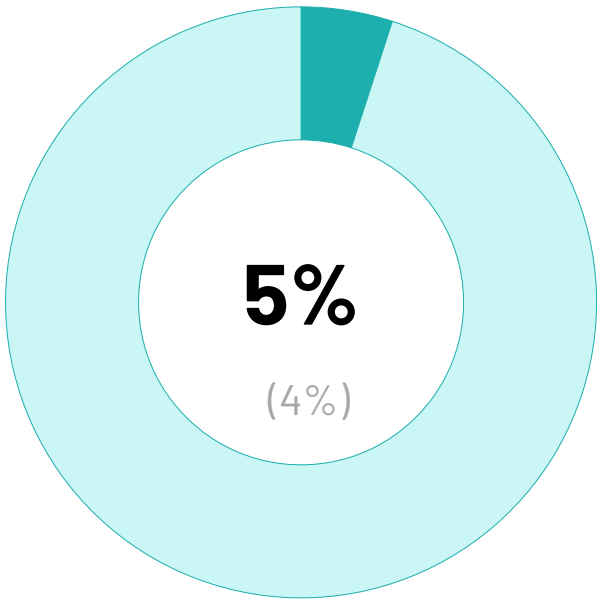
* In addition to the nationally representative sample, a booster sample of e-scooter users was included in the survey with the usage data being weighted back to the national incidence at the analysis stage.

() = 2024

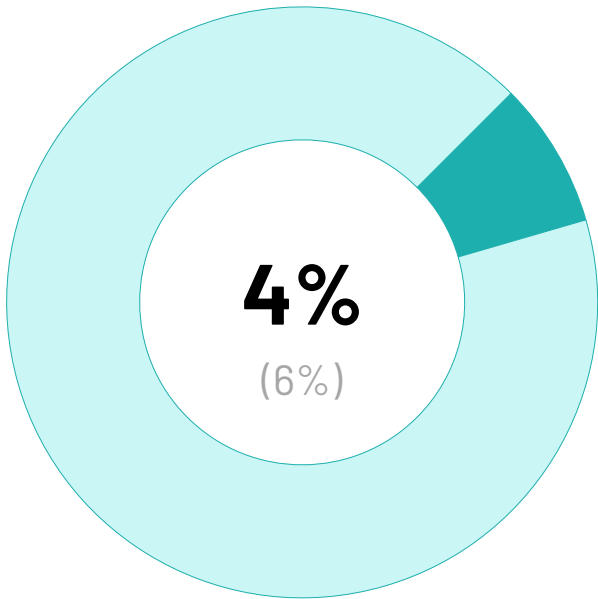
E-Scooters: Current & Prospective Use

The potential for market growth remains strong, with purchase intentions mirroring current usage levels. Future adoption is likely to be highest among young males, Dublin residents, and cyclists.

Current regular users



Next 12 months likely to buy



Demographics

- Male 6%
- <35yrs 10%
- Dublin 9%
- Regular Cyclists 10%

Q.2 In the past twelve months, have you used any of the following on a public road, footpath or cycle lane in Ireland?
Q.5a In the next twelve months, how likely is it that you will buy an e-scooter for your own use?
Base: All Adults N - 1331

() = 2024

E-Scooters Current Usage: Demographic Profile

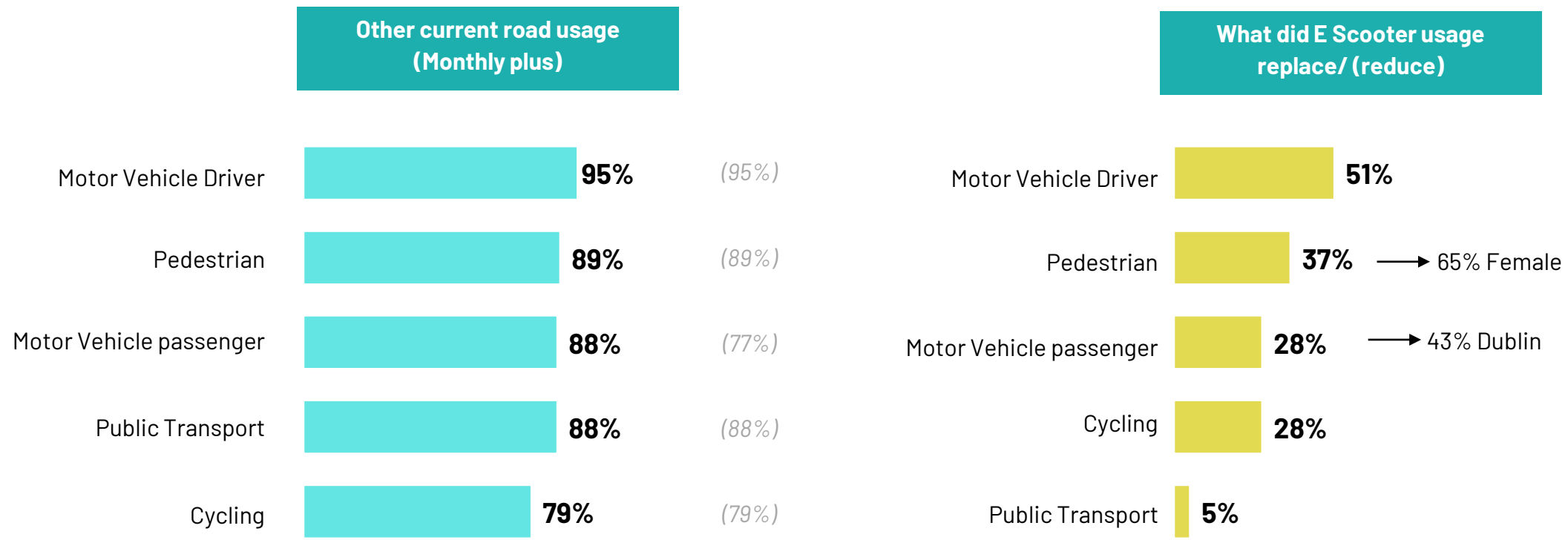
Current users are predominantly young and male, and near exclusively living in urban areas, with a notable increase in usage among 35-49 year olds compared to 2024

		All	*E-Scooters Regular Users (N=129)
Gender	Male	49%	65%
	Female	51%	35%
Age	16-24 years	14%	25%
	25-34 years	15%	39%
	35-49 years	28%	33% (20%)
	50+ years	42%	3%

		All	*E-Scooters Regular Users (N=129)
Social Class	ABC1	53	63%
	C2DE	47	37%
Region	Dublin	29	59% (65%)
	Ex Dublin	71	41%
Area	Urban	64	98%
	Rural	36	2%

E-Scooter Current Users: Other Forms of Road Usage

E-scooter users are multi-modal travellers who often use e-scooters as an alternative to driving, with half reducing their motor vehicle usage



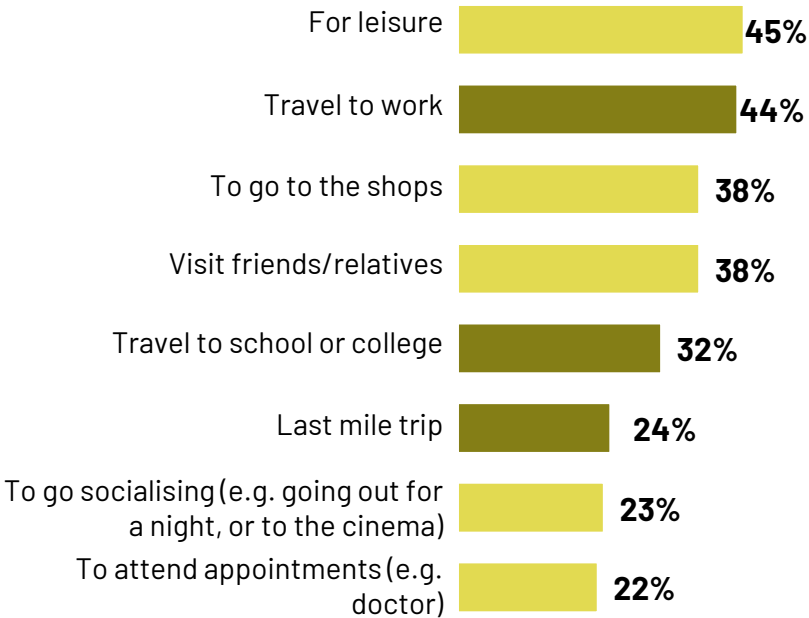
Q1 Which of the following best describes how often you typically travel in the following ways?
Q.2c You mentioned you currently use an E-scooter. Which previous form of transport has your current E-scooter use replaced?
Base: Regular users N – 129*

* Currently use E-Scooter daily, weekly or monthly

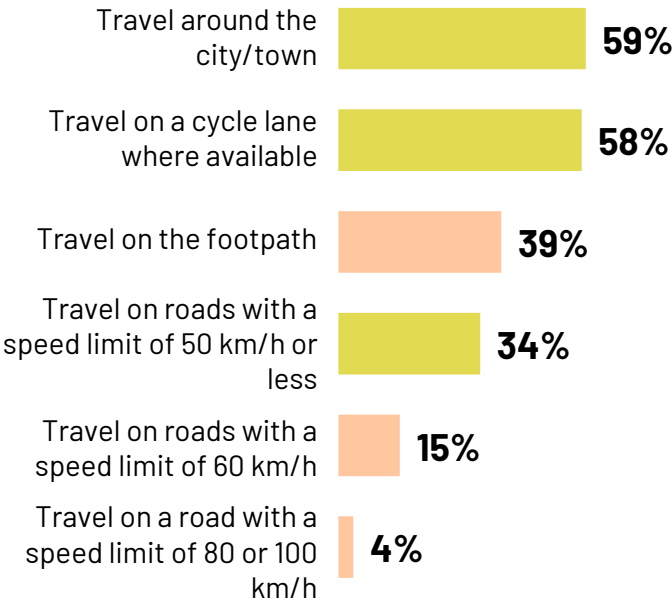
E-Scooter Current Users: Usage Profile

Commuting and leisure trips dominate e-scooter usage. Despite regulations, risky behaviours like riding on footpaths and carrying passengers or goods remain prevalent among users.

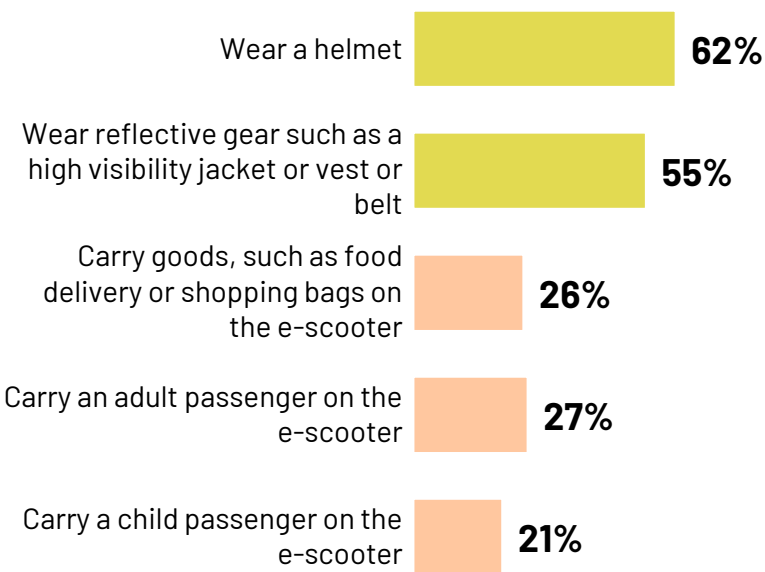
Typical Trips



Road Types



Clothing/Carrying



Q.6 What kind of trip(s) do you use an e-scooter for?
Q.7 Where do you travel when using an e-scooter?
Q.9a Do you do any of the following regularly when using an e-scooter?
Base: Regular users N = 129*

* Currently use E-Scooter daily, weekly or monthly

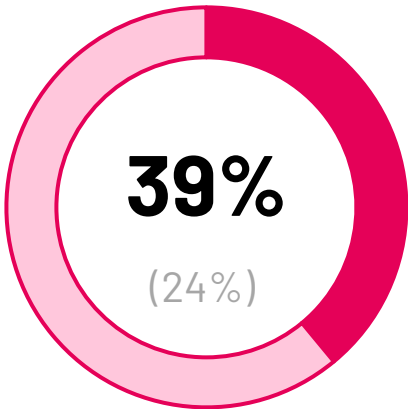
COLLISIONS



E-Scooter Current Users: Collisions

There has been a sharp and significant increase in collisions and falls among e-scooter users this year. Motorised vehicles are involved in two-thirds of these incidents, and over half of those who crash or fall require hospital treatment, highlighting a growing safety crisis.

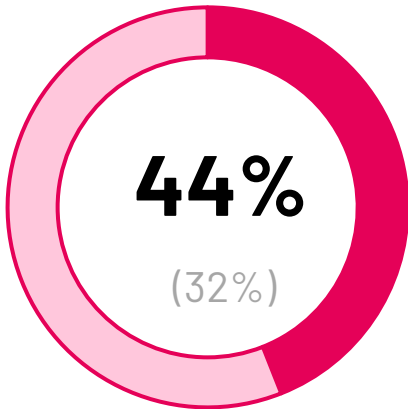
Road collision



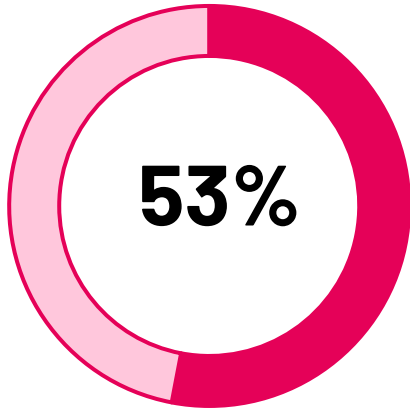
Collision with..

- A motorised vehicle – 67%
- Another non-motorised vehicle – 56%
- A pedestrian – 10%

Fallen from E-scooter



‘Near miss’



67%

of ANY
Collision/Fallen
also had a ‘near
miss’

54% Required a visit to a hospital or an emergency room

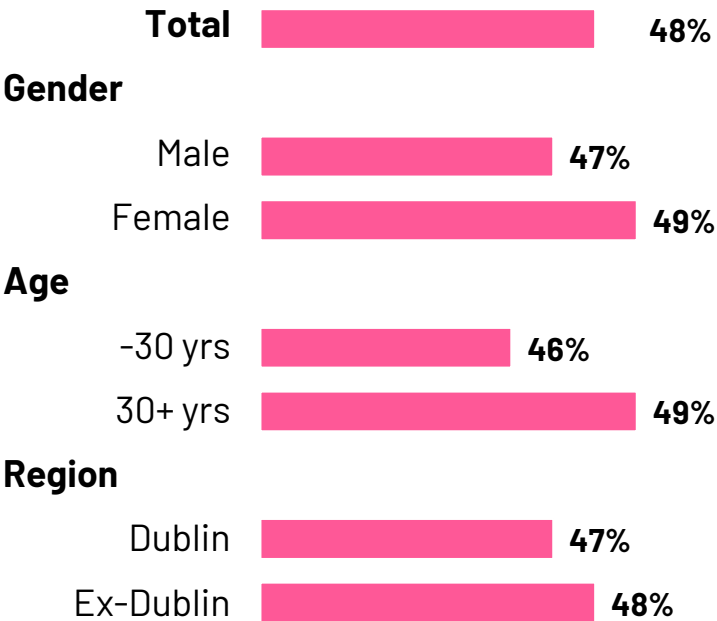
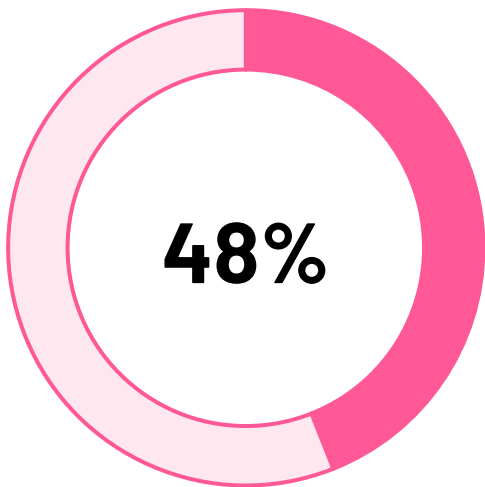
() = 2024

Q.16a Involved in a road traffic collision as an E-scooter user while riding on a public road, cycle lane or footpath, where you or another person was injured?
Q.16b Have you ever been thrown from your e-scooter or otherwise fallen from your e-scooter?
Q.16bi Did the injury you mentioned require a visit to a hospital or an emergency room?

E-Scooter Current Users: Collisions

The incidence of collisions and falls are consistent across all user demographic groups.

ANY Collision/Fallen



Q.16a Involved in a road traffic collision as an E-scooter user while riding on a public road, cycle lane or footpath, where you or another person was injured?

Q.16b Have you ever been thrown from your e-scooter or otherwise fallen from your e-scooter?

Q.16bi Did the injury you mentioned require a visit to a hospital or an emergency room?

Base: **Users N – 160 (Used an E-scooter in the past 12 months)**

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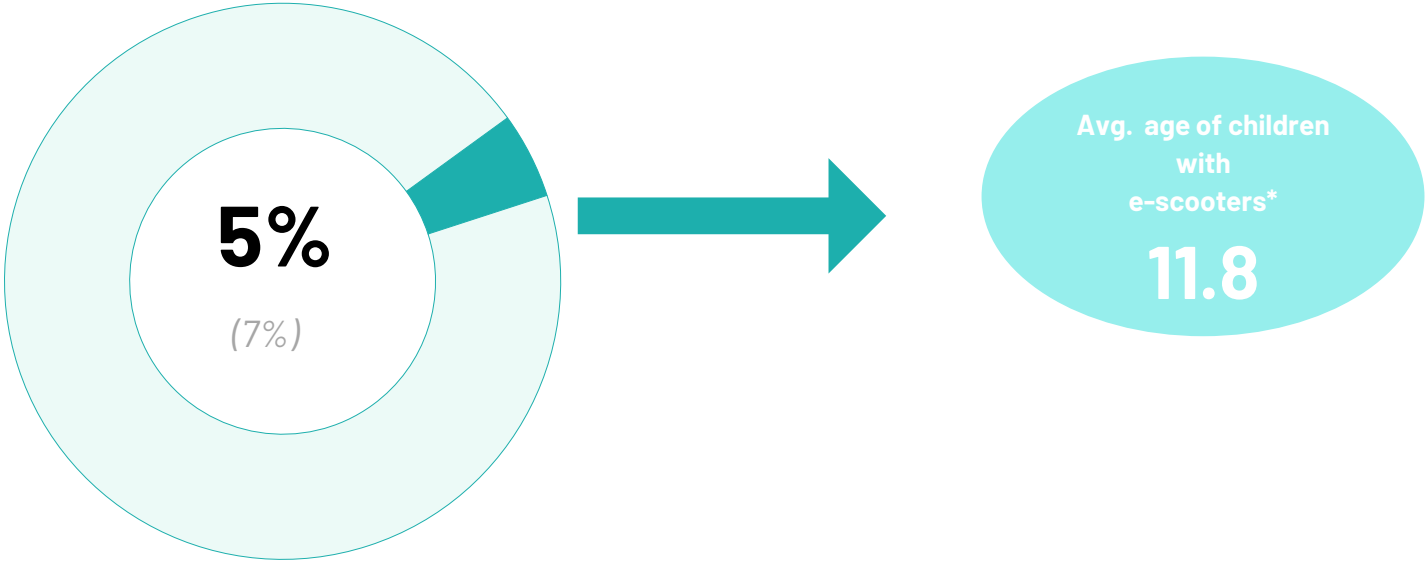
CHILDREN AND E-SCOOTERS



Children and E-Scooters: Purchasing

Thankfully, percentage of parents purchasing an e-scooter for their children is very low, and misunderstanding of the exact definition of an escooter cannot be discounted at this small incidence level.

Purchased for Children



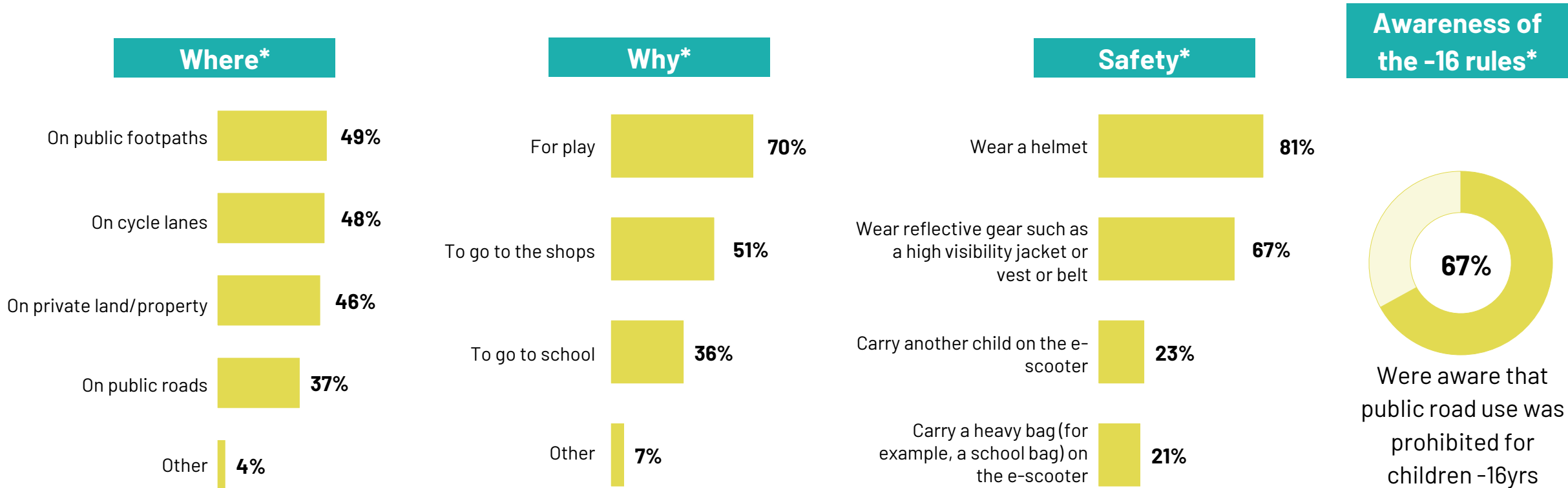
* Caution low base

Q.3a Have you purchased any of the following for your children to use?
Q.3b And what age was your child when purchased their E-scooters?

Base: All parents n = 737

Children and E-Scooters: Usage

Note base is low and results are reference only: One-third of parents permit under-16s to use e-scooters on public roads. 1 in 5 parents who bought their child an E-scooter admit that their child does not wear a helmet when using.



Q.3c And where does your child use their e-scooter?
Q.13 At the time you purchased the e-scooter for a child under 16, were you aware that they are not permitted for use on public roads by those under 16?
Q.3d What kind of trip(s) does your child use an e-scooter for?
Q.3e Does your child do any of the following regularly when using an e-scooter?

* Caution low base

NEW LAWS ON USE OF E-SCOOTERS



E-Scooter New Laws & Potential Regulations: Summary (All Adults)

WHICH RULES COVER USE*	YES
Users must not carry passengers on an e-scooter	90%
Users must not hold or use a mobile phone while using an e-scooter	89%
E-scooters must follow the same rules of the road as cyclists	89%
E-scooters must have lights, a bell or audible warning device, reflectors and brakes on their e-scooter	86%
E-scooters are not permitted for use on the road by those under 16 years old	85%
E-scooters must obey a speed limit of 20 km/h	84%
E-scooters are not permitted to be used on footpaths	83%
Users cannot carry goods on an e-scooter, such as food delivery	65%



SUPPORT FOR NEW LAWS ON USE	NET Support
Users must not hold or use a mobile phone while using an e-scooter	95%
E-scooters must have lights, a bell or audible warning device, reflectors and brakes on their e-scooter	95%
E-scooters must follow the same rules of the road as cyclists	92%
E-scooters are not permitted for use on the road by those under 16 years old	90%
Users must not carry passengers on an e-scooter	89%
E-scooters are not permitted to be used on footpaths	88%
E-scooters must obey a speed limit of 20 km/h	88%
Users cannot carry goods on an e-scooter, such as food delivery	73%

Q.10a E-scooters have been legally permitted for use on Irish roads since May 2024. There are a number of rules regarding their use on Irish roads.

Which of the following are rules or laws covering e-scooter use on Irish roads?

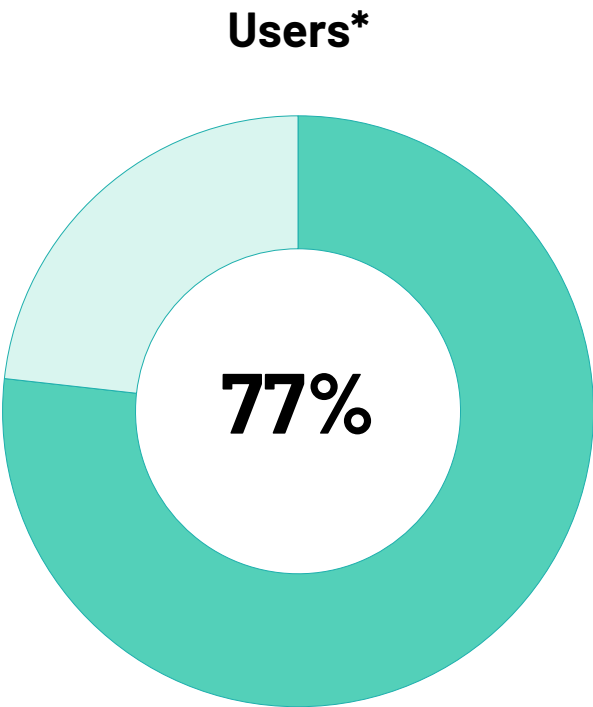
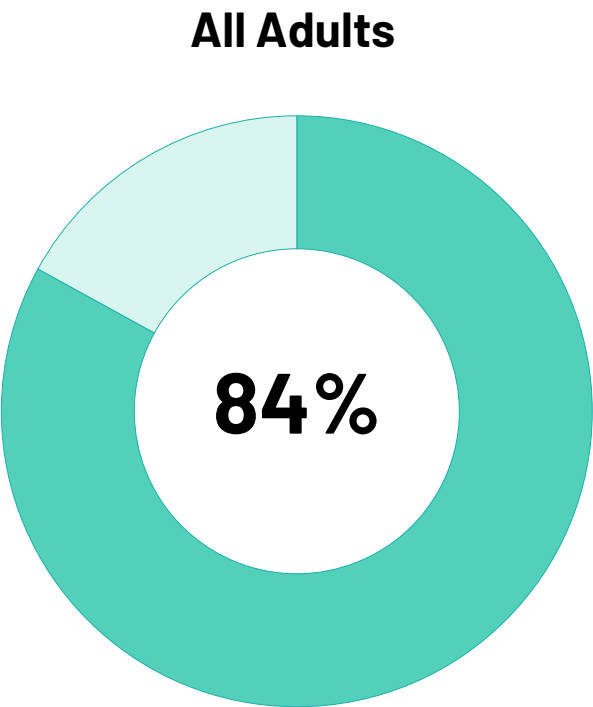
Q.10b To what extent do you support or not each of the following rules on the use of e-scooters?

*Q.10a also included 3 statements which are not currently rules so as to better measure respondents' full knowledge of current rules & regulations.

Who Knows the E-Scooter Rules: Public vs. User Knowledge

Analysis reveals a knowledge gap on new e-scooter laws between users and the general public: The public demonstrates a strong ability to correctly identify the new e-scooter regulations. However, a knowledge deficit exists among e-scooter users, who are more likely to misidentify the rules.

Average 'Yes' **



User Profile

Male **77%**

Female **76%**

-30 yrs **75%**

30+ yrs **78%**

Dublin **82%**

Ex. Dublin **70%**

Q.10a E-scooters have been legally permitted for use on Irish roads since May 2024. There are a number of rules regarding their use on Irish roads. Which of the following are rules or laws covering e-scooter use on Irish roads?

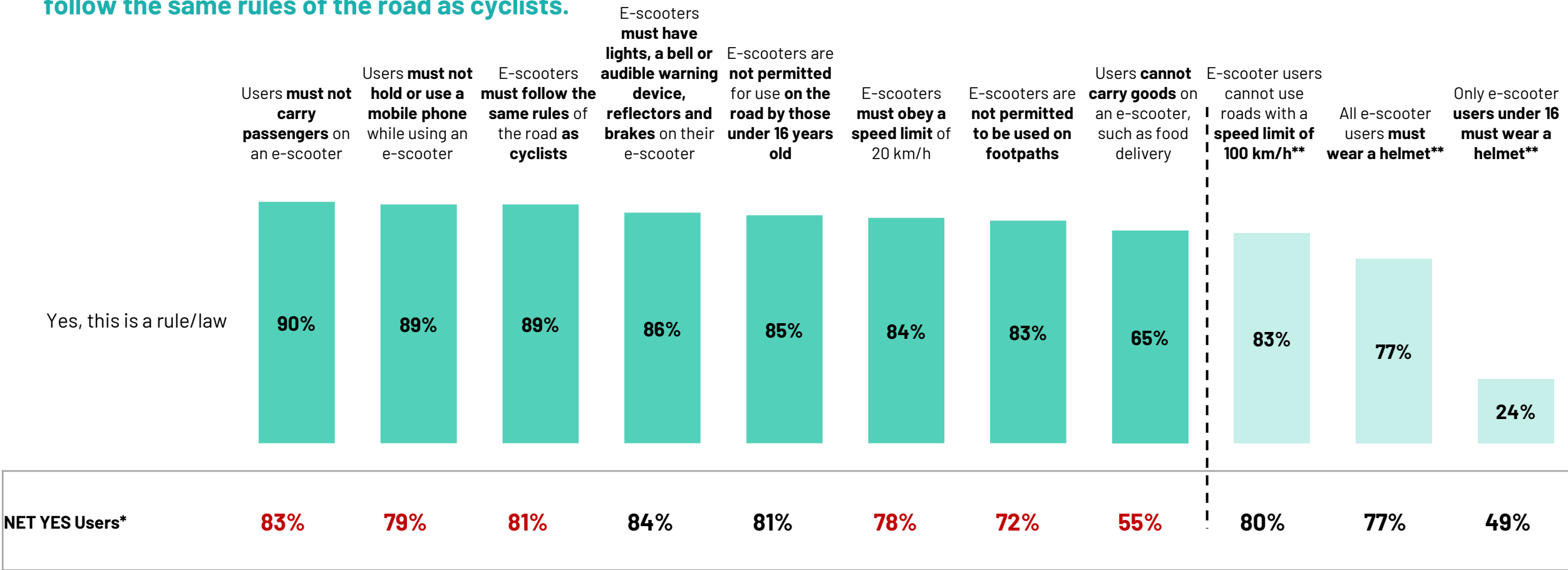
Base: All Adults N - 1331
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* Used an E-scooter in the past 12 months
** Q.10a also included 3 statements which are not currently rules so as to better measure respondents' full knowledge of current rules & regulations; these are excluded from the average.



Who Knows the E-Scooter Rules: Public vs. User Knowledge

While a high percentage of the public can correctly identify key safety rules, e-scooter users are notably less accurate. This is especially true for critical regulations such as the prohibition on mobile phone use, the use of footpaths and the requirement to follow the same rules of the road as cyclists.



Q.10a E-scooters have been legally permitted for use on Irish roads since May 2024. There are a number of rules regarding their use on Irish roads. Which of the following are rules or laws covering e-scooter use on Irish roads?

Base: All Adults N - 1331

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*Used an E-scooter in the past 12 months

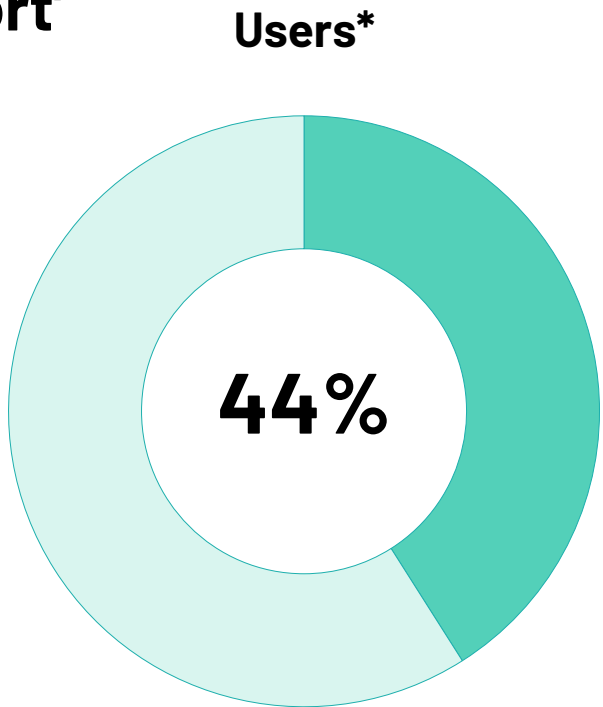
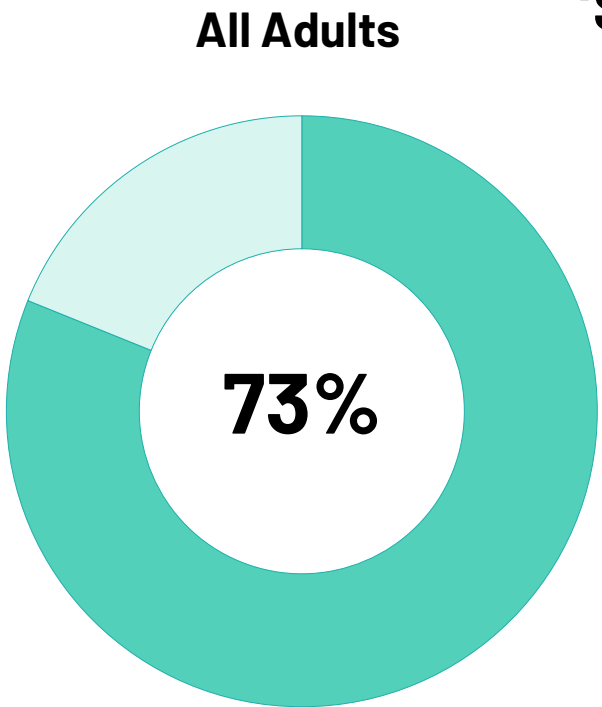
**Q.10a also included 3 statements which are not currently rules so as to better measure respondents' full knowledge of current rules & regulations.



New laws on E-Scooter use: Support

Support for new regulations is significantly weaker among e-scooter users compared to the general population. This opposition is most concentrated among users under 30 and those living outside of Dublin.

Average
'Strongly Support'



User Profile

Male **45%**

Female **42%**

-30 yrs **34%**

30+ yrs **55%**

Dublin **48%**

Ex. Dublin **40%**

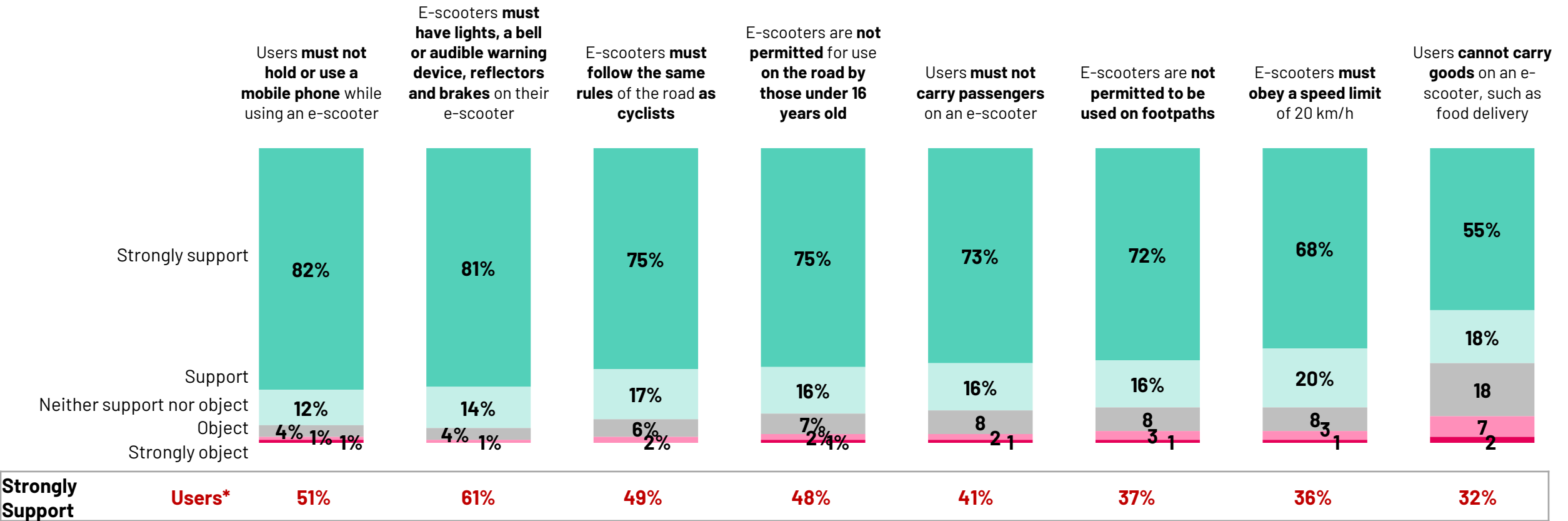
Q.10b To what extent do you support or not each of the following rules on the use of e-scooters?
Base: All Adults N - 1331

* Used an E-scooter in the past 12 months



New Laws on E-Scooter Use: Support

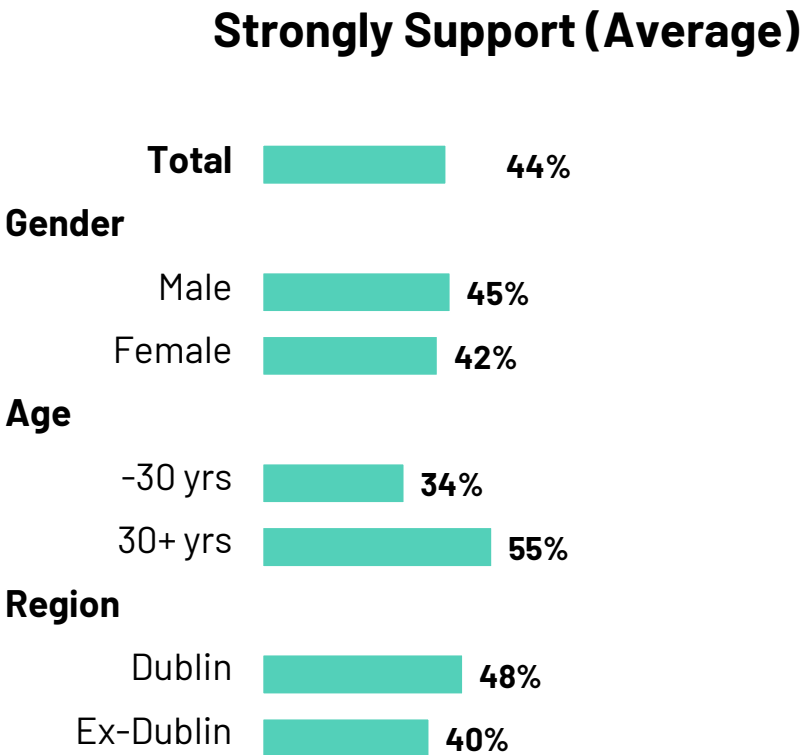
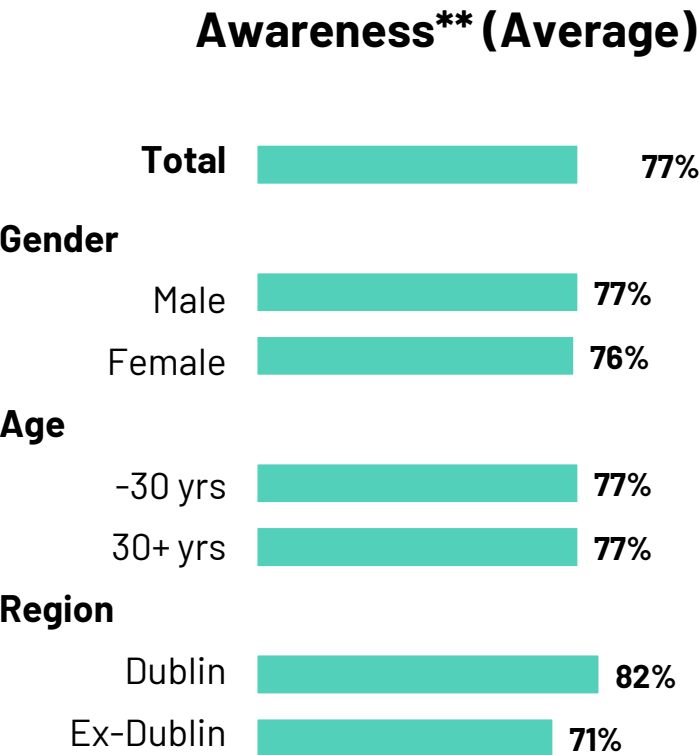
The public overwhelmingly supports new safety laws, especially those on mobile phone use and equipment. However, regular users show markedly less support for these same rules, particularly those restricting passengers and phone use.



*Used an E-scooter in the past 12 months

New laws on E-Scooter us: E-Scooter Users*

Among e-scooter users, those in Dublin show greater awareness and support for new laws than their counterparts elsewhere. Support for regulations is also stronger among users aged over 30.



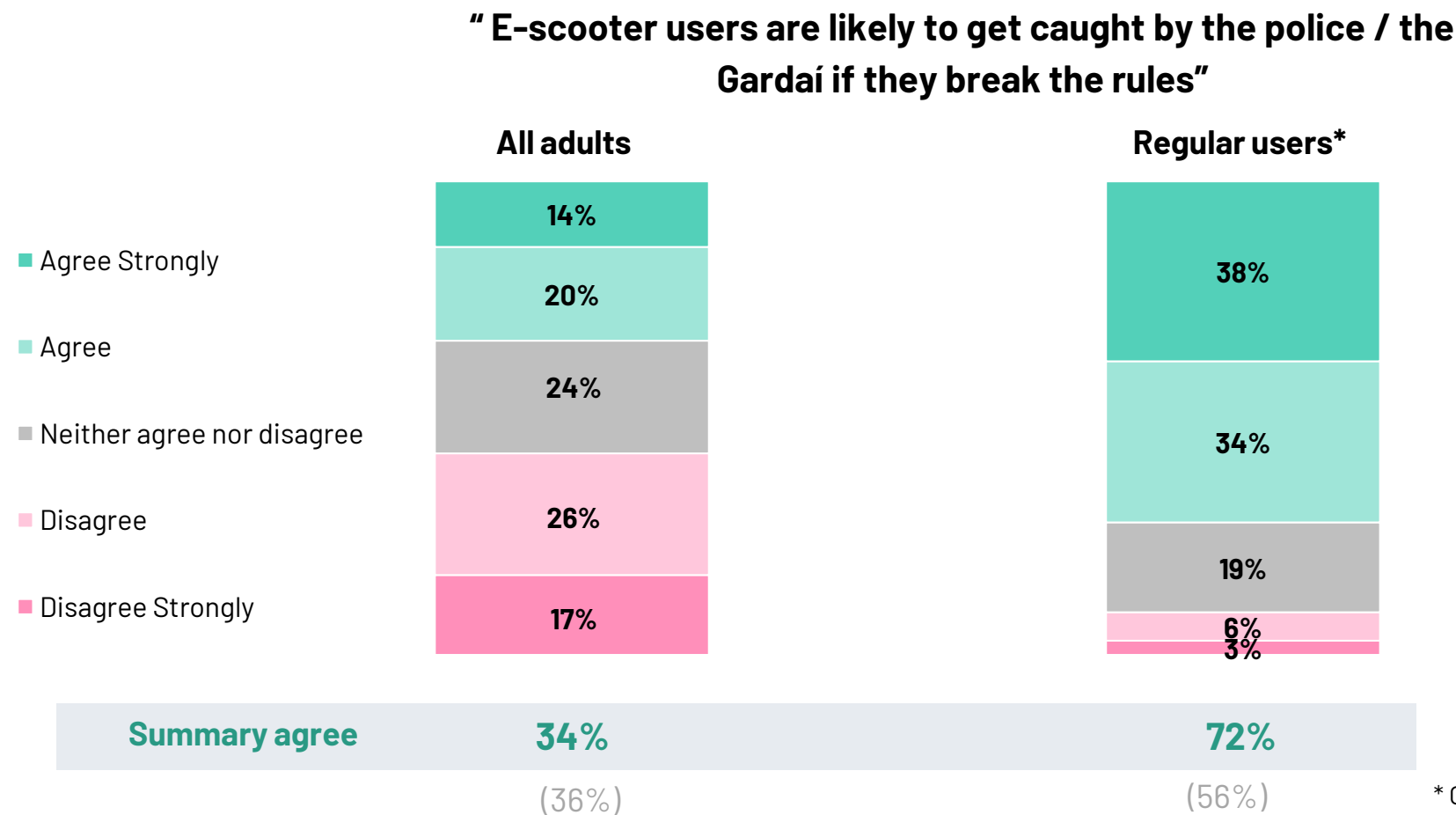
Q.10a Which of the following are rules or laws covering e-scooter use on Irish roads?
Q.10b To what extent do you support or not each of the following rules on the use of e-scooters?
Base: **All users N - 160**

* Used E-scooter in the past 12 months
** Excludes 'Only e-scooter users under 16 must wear a helmet'



New laws on E-Scooter use: Enforcement

A third of the public believes that Gardai will effectively enforce e-scooter rules. In stark contrast, e-scooter users consider it much more likely, with a large majority of users agreeing that rule-breakers will be caught.



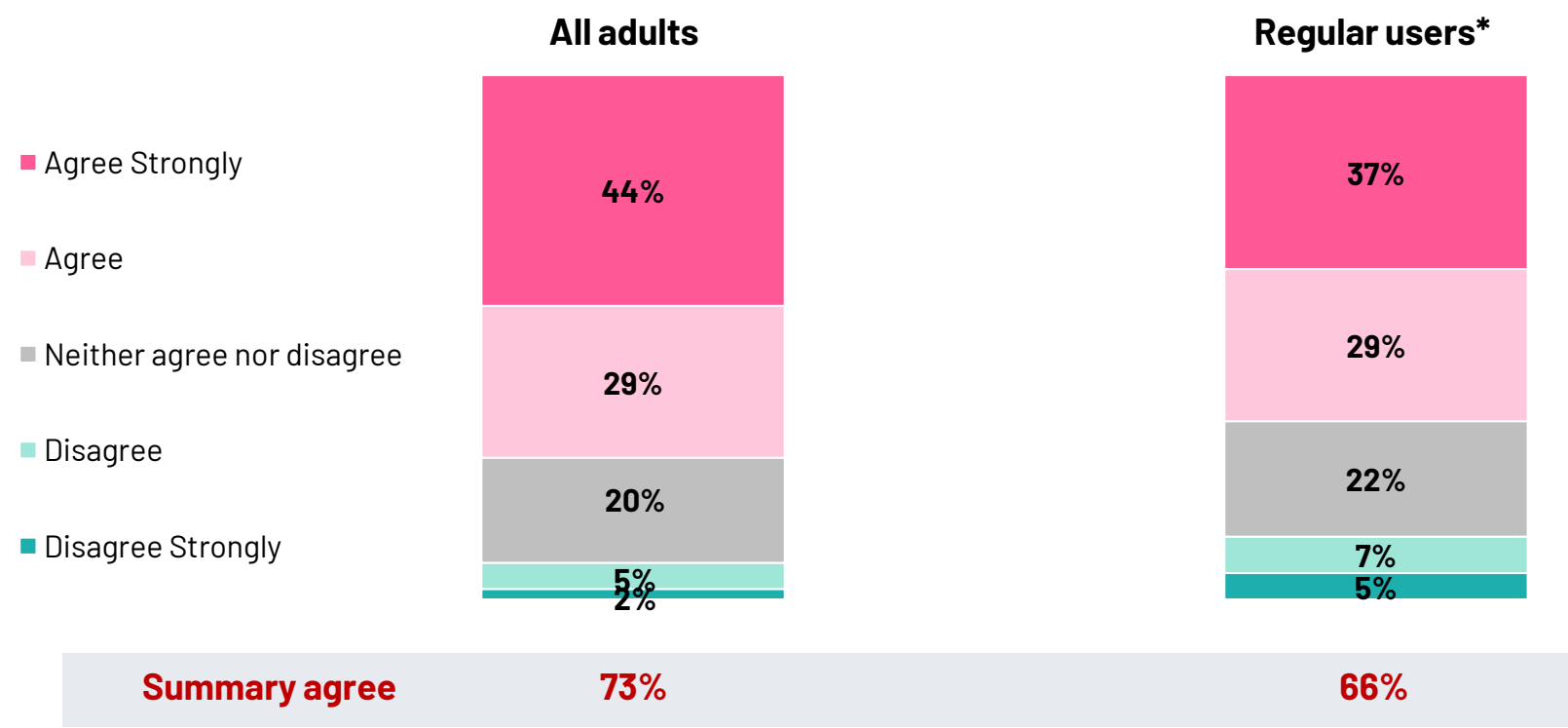
* Currently use E-Scooter daily, weekly or monthly

Q.11 Agree/ Disagree – E-scooter users are likely to get caught by the police / the Gardai if they break the rules
Base: All Adults N – 1331

New laws on E-Scooter use: Enforcement

A strong majority of the public, nearly three-quarters, feels that Garda enforcement of e-scooter laws is insufficient. While users also lean this way, they are less likely to perceive a significant gap in policing.

“There is insufficient enforcement by the police / the Gardaí of these rules”

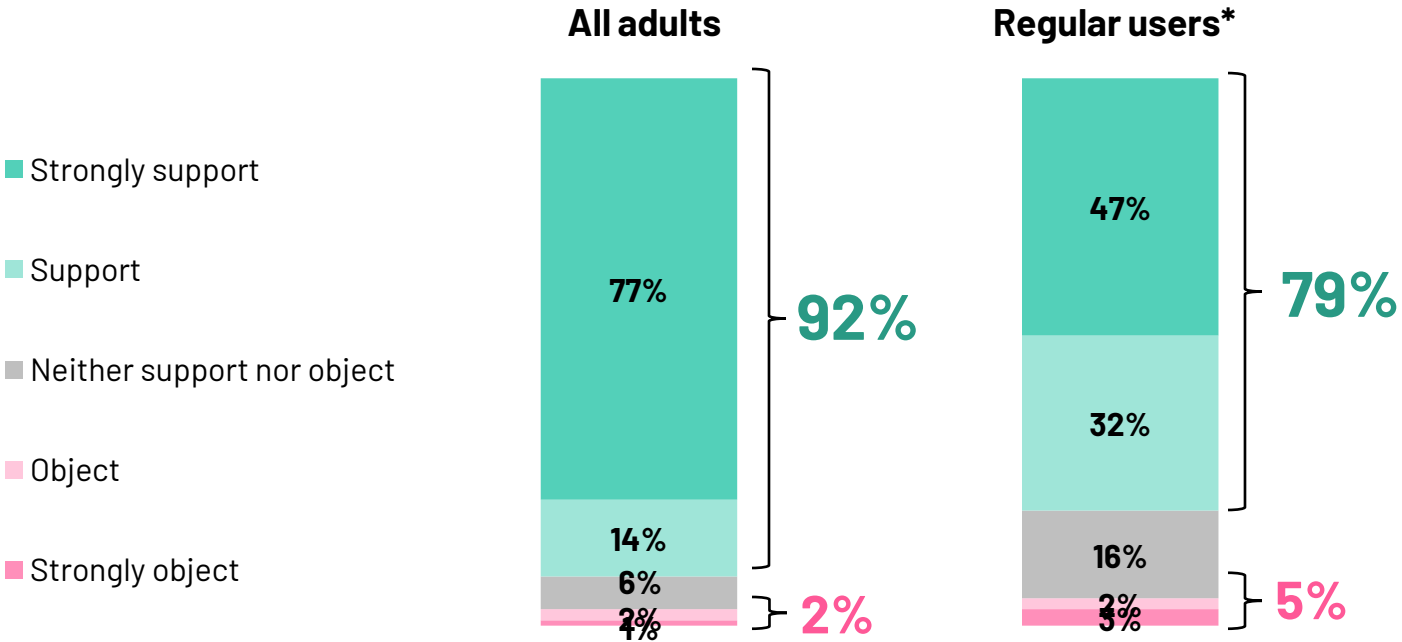


* Currently use E-Scooter daily, weekly or monthly

Helmets

While mandatory helmet use garners overwhelming public support, backing from regular users is notably lower. Objections are typically framed around personal choice rather than disputing the safety benefits of wearing a helmet.

Support for mandatory helmet use



Reasons for objection**

	All Adults	Regular users*
It is a matter of personal choice whether someone wears a helmet	48%	38%
Helmets are awkward to carry and store for e-scooter users	34%	61%
E-scooters are safe and helmets are not necessary	22%	15%
Helmets do not provide any protection for e-scooter users in a fall or collision	18%	-

Q.12a To what extent would you support mandatory helmet use by e-scooter users?
Q.12b You mentioned you don't support the mandatory wearing of helmets for e-scooter users, why is this?
Base: All Adults N - 1331

*Currently use E-Scooter daily, weekly or monthly

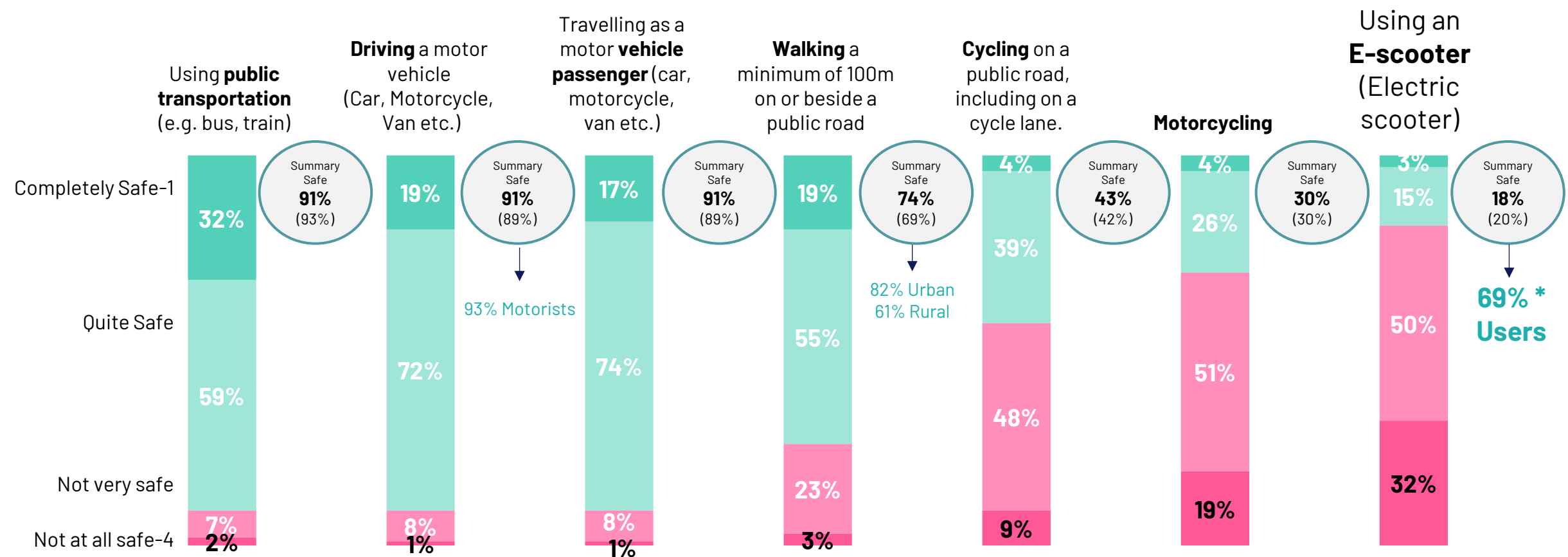
**Caution low base size (n = 37)



SHARING THE ROAD

Perceived Safety of Transport Modes

E-scooters are viewed as the least safe form of transport by the general public, with fewer than one in five rating them as safe. This perception is inverted among regular users, who overwhelmingly consider them a safe way to travel.



Q.4 How safe or unsafe do you consider the following transport modes?
Base: All Adults N - 1331
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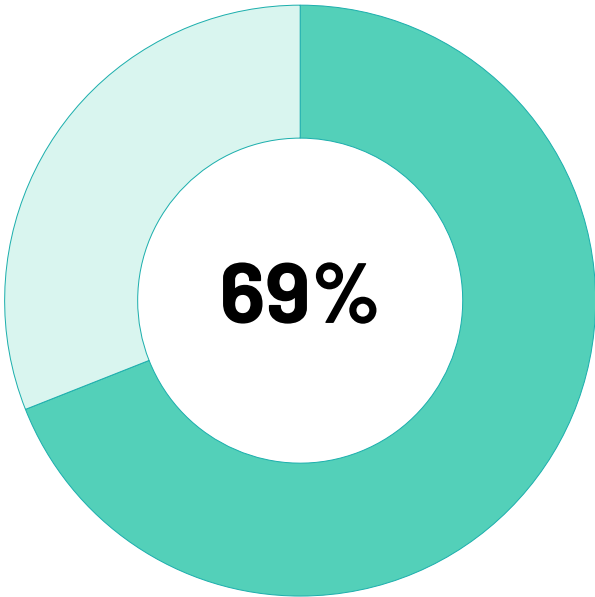
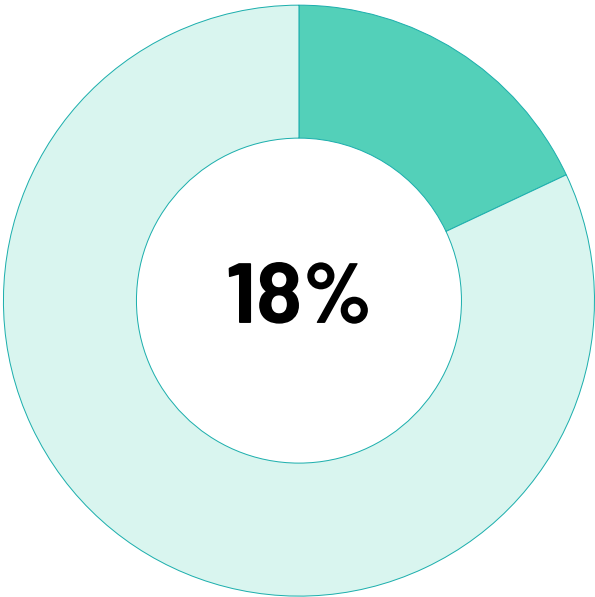
* Used an E-scooter in the past 12 months

Perceived Safety

Seven in ten users perceive e-scooters as a safe mode of transport, a view starkly at odds with the general population. Within this group, perceived safety is highest among male users and those residing in Dublin.

Agree E-scooters are SAFE Users*

All Adults



User Profile

Male 74%

Female 61%

-30 62%

30+ 77%

Dublin 78%

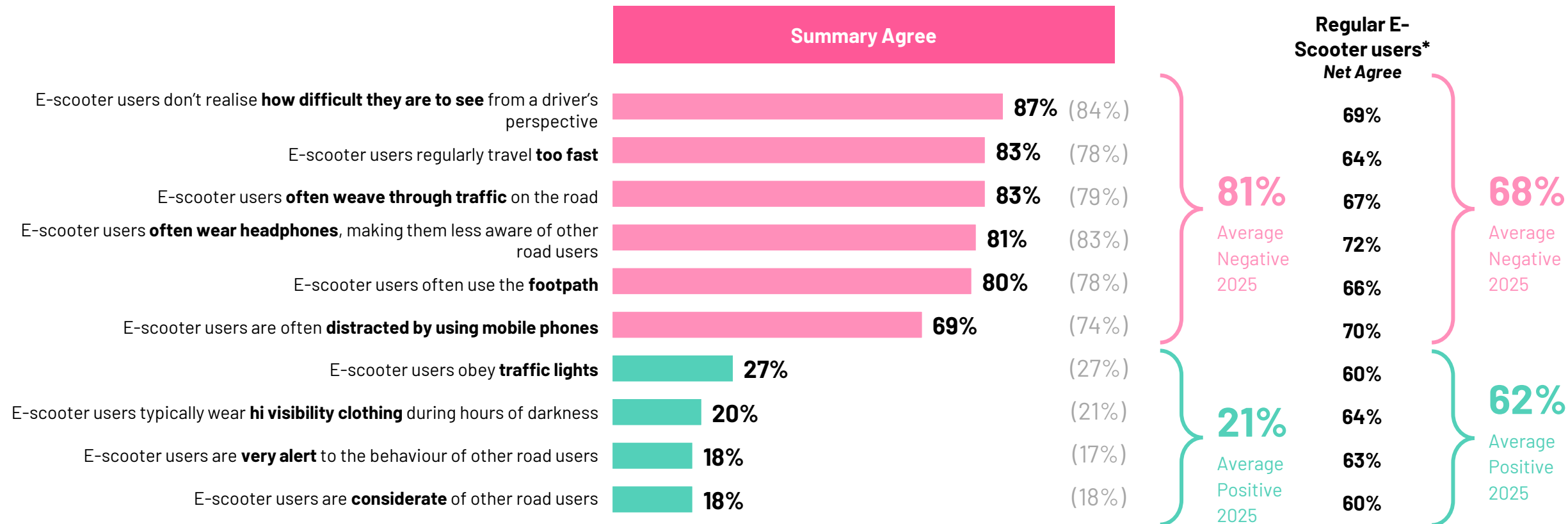
Ex. Dublin 59%

Q.4 How safe or unsafe do you consider the following transport modes? - Using an E-scooter (Electric scooter)
Base: All Adults N - 1331

* Used an E-scooter in the past 12 months (n = 160)

Perceptions on E-Scooter Users: Summary

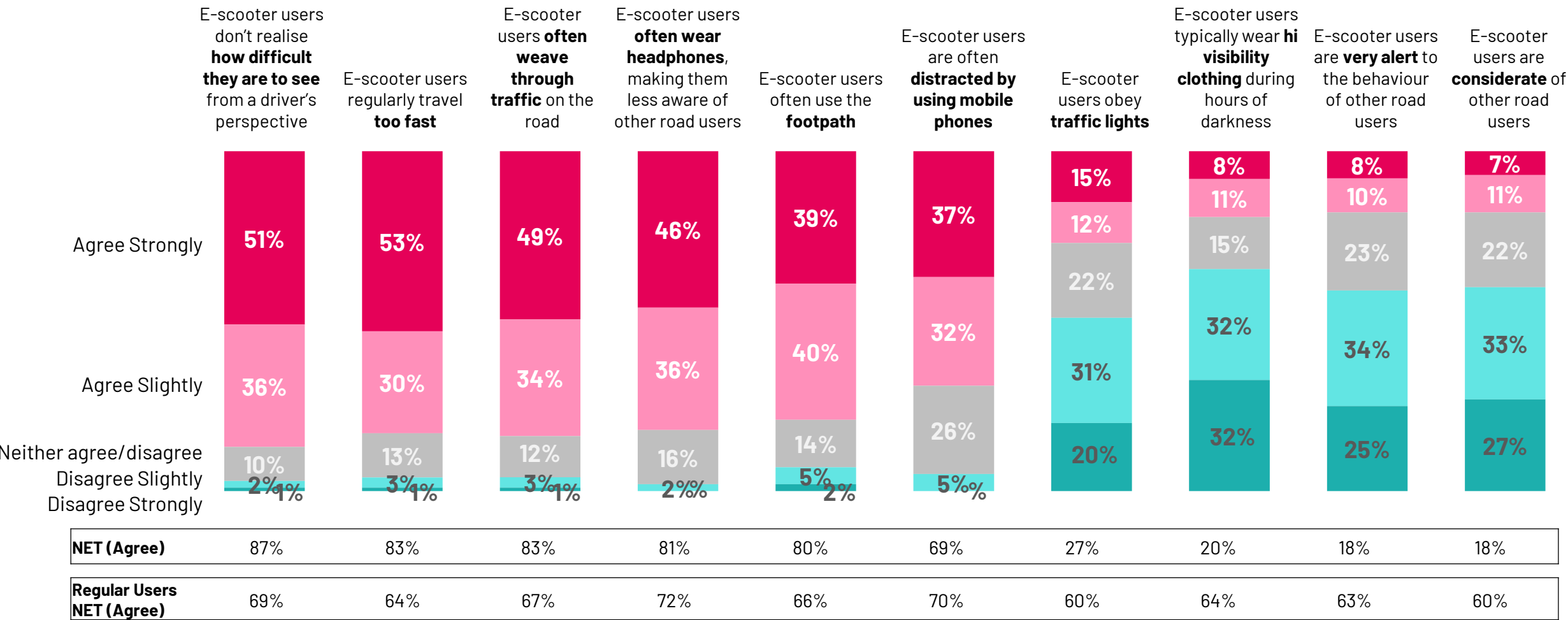
The public holds a broadly negative view of e-scooter user behaviour, citing issues like speeding and weaving through traffic. Conversely, users have a much more positive self-perception regarding their conduct and adherence to rules on the road.



Q.14 To what extent do you agree or disagree with the following statements?
Base: All Adults N - 1331
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Perceptions on E-Scooter users

Public criticism of e-scooter users is pervasive, focusing on visibility concerns, excessive speed, and distracted riding, with even regular users acknowledging their community's problematic road behaviors

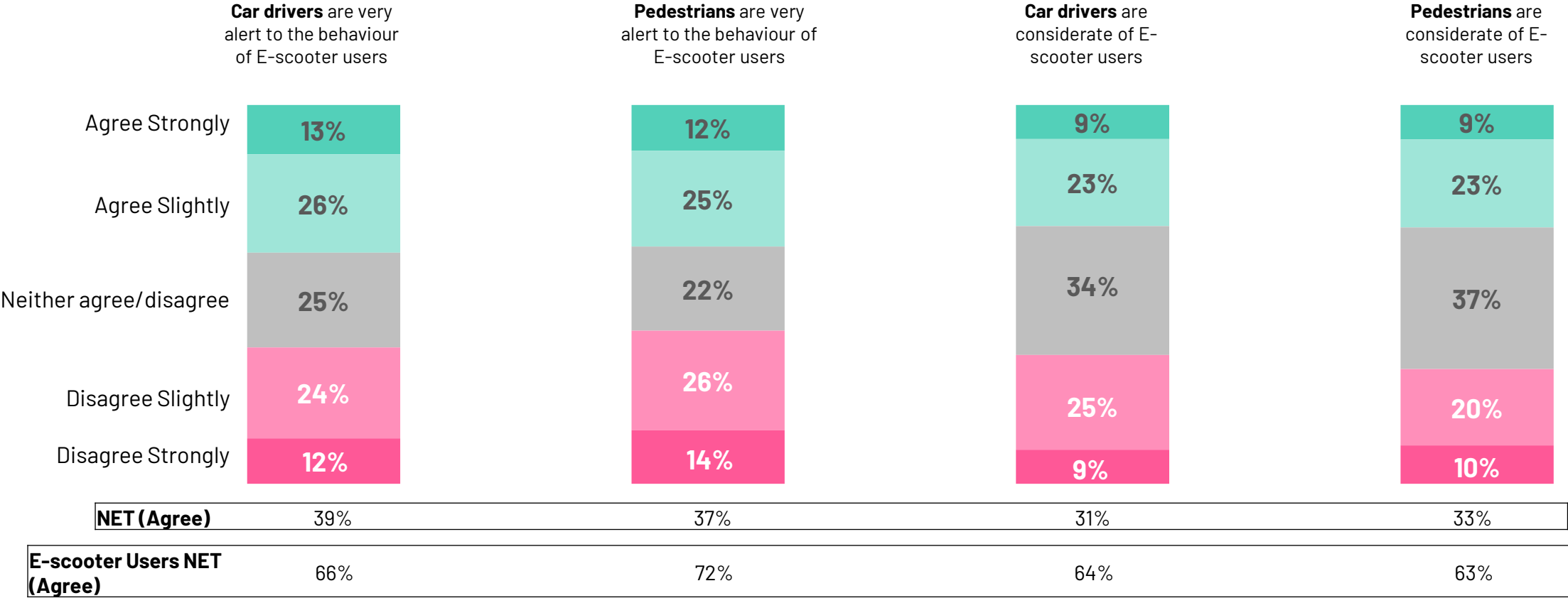


Q.14 To what extent do you agree or disagree with the following statements?
Base: All Adults N - 1331
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Perception of Behaviour Towards E-Scooter Users

The general public does not believe that drivers and pedestrians are considerate towards e-scooter users. Paradoxically, e-scooter users themselves are twice as likely to feel that other road users are alert and considerate of them.



() = Currently use E-Scooter daily, weekly or monthly



KEY LEARNINGS

Summary: E-scooter Behaviour & Attitudes

Gap between users and overall population is significantly different across multiple criteria.

	All Adults	E-scooter users
New Laws & Regulations		
Average Awareness	83%	77%
Average Strongly Support	73%	44%
Enforcement		
Agree – Users likely to get caught	34%	72%
Agree – Insufficient Enforcement	73%	68%
Safety		
Mandatory helmets – Support	92%	82%
Perceived safety of E-scooter	18%	69%
Perception of Users		
Positive perception of Users (Average)	21%	*62%
Negative perception of Users (Average)	81%	*68%

National Survey on E-Scooters 2025 – Key Learnings



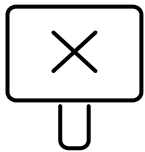
E-scooter usage remains concentrated within a specific demographic of young, urban males, whose prevalent and risky on-road behaviours, such as riding on footpaths and carrying passengers, directly conflict with regulations and contribute to the negative perception held by the wider public.



The e-scooter market shows signs of steady purchase intentions, suggesting that future growth will not broaden the user base but rather reinforce the existing and concentrated demographic.



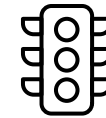
There is a growing safety crisis marked by a sharp and significant increase in collisions and falls among users, with a high proportion of these incidents being severe enough to require hospital treatment and frequently involving motorised vehicles, underscoring the escalating danger on the roads.



A disconnect is evident in attitudes towards new regulations, as the public shows high awareness and strong support for the laws, whereas users demonstrate notably less awareness and are less supportive, particularly concerning critical safety rules that restrict dangerous activities.



A profound perception gap exists regarding safety, where the general public overwhelmingly views e-scooters as the least safe form of transport, while regular users, in stark contrast, consider them to be a safe way to travel, highlighting a fundamental disconnect in risk assessment between the two groups.



An enforcement paradox exists where the majority of the public perceives Garda enforcement of e-scooter laws as insufficient, while, conversely, most regular users are confident that rule-breakers are likely to be caught.

THANK YOU

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