



BALLARAT

shared e-scooters
User Survey Results



Introduction

Rental shared e-scooters were introduced into Ballarat in December 2021. During that time the program has expanded to include more suburbs, and has introduced shared e-bikes in the summer months in certain locations.

Ballarat's rental shared e-scooter service has provided a sustainable and cost-effective mode of transportation for both residents and visitors. Since launch there have been over **375,000 trips and 850,000 kilometres travelled.**

The program has been overwhelmingly safe with an incredibly low incidence rate - more than 95% of trips are completed safely and without a reported incident.

Neuron ran a rider survey between the dates Feb 4th, 2025 - April 30th, 2025. This is the second survey that has been ran in the City of Ballarat since launching in December 2021. Comparison results of the first survey can also be found in this report.

375,000

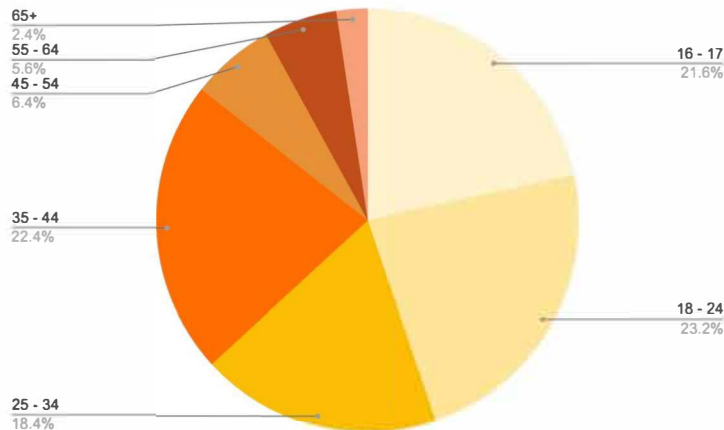
Total Trips

53,000

Total Unique Users

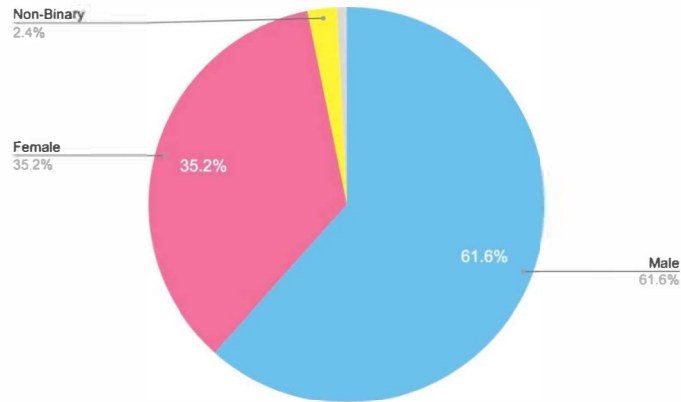
Shared e-scooter riders in Ballarat

Age Demographic



Ballarat's Rider Demographics were recorded as 61.6% male and 35.2% female, with 3.2% non-binary or preferring not to say. They are most popular with younger riders, with 45% aged between 16 and 24 years. Ages 25 to 44 make up 41% of riders, with 45 and older making up the remaining 14%.

Gender



Where did riders come from?

78% of respondents lived within the riding area
11% lived in Ballarat outside of the riding zone
9% lived in another Victorian Suburb
2% lived in another Australian State or Territory

14% respondents also said they have a disability or mobility impairment

Accelerating the local economy

For both locals and visitors, shared e-scooters can make it easier to get to and from key city locations, like business districts, shopping centres, and hospitality precincts. In Ballarat 66% of trips result in a purchase at a local business.

On average each rider spends \$42 at a local business, with 50% of riders using shared e-scooters for general shopping, supermarkets, retail. Shopping and business hubs outside of the city centre also benefit from shared e-scooters, Lucas Shopping Centre is in the top three stations for 2025 and Wendouree Homemakers Centre is in the top ten.

Shared e-scooters commutes have increased since 2022. Trip data also supports this showing on weekdays trips peak between 4pm - 6pm suggesting residents are using shared e-scooters to commute home from work.

Source: Neuron Mobility User Survey 2025



Accelerating the local economy

26%

Of trips wouldn't have happened at all if a shared e-scooter hadn't been available

66%

Of shared e-scooter trips resulted in a purchase at a local business

56%

Of riders spent more than \$20 at a local business on their most recent trip

Where Ballarat riders spend their money?



22%

Restaurants
bars & cafes



50%

General
shopping



20%

Leisure &
recreation

Why Ballarat riders use shared e-scooters



58% Commuting to
work or study



34% Getting to
appointments



54% running errands
e.g. shopping



48% Exploring
the city

Replacing car trips and strengthening cities transport systems

Like buses and trains, shared e-scooters help reduce reliance on private cars, ease congestion, and lower carbon emissions. Additionally, they serve as a "first-mile, last-mile" solution, connecting riders to major transport hubs and filling gaps in public transport coverage.



2025
38%
of trips
replace a
car journey



2022
63%
of trips
replace a car
journey

The number of trips that replace a car journey has decreased since 2022. We expect some of this is due to the legalisation of private e-scooters, which were not legal in 2022.

Bridging public transport gaps in Ballarat

- 30% of trips connect to public transport
- 78% of shared e-scooter trips are combined with walking

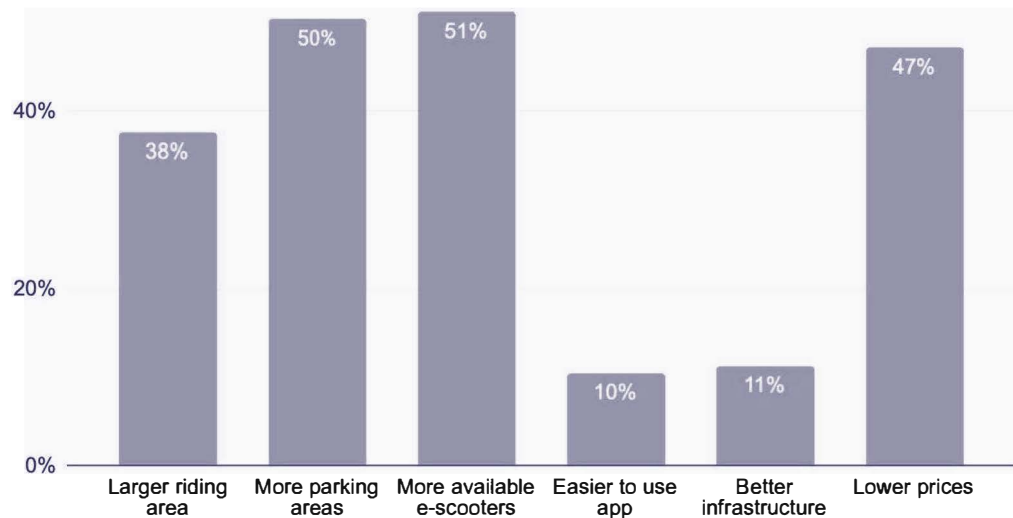
Trip data supports the survey findings with Ballarat Station continually in the top three places for riders to start a trip. Showing visitors to Ballarat are using shared e-scooters.

Outside of the city centre Wendouree Station is also a popular start and end location for shared e-scooter trips.

Many riders are also going to and from the City Centre, with 76% of trips starting outside of the city centre in 2025.

User Feedback

What change could make you ride shared e-scooters more often?



Neuron have trialled multiple pricing structures in Ballarat and offer concession passes and student passes. Regular passes and Neuron Plus also offer good value to riders.

Designated parking was introduced in March 2023 to combat community complaints. While mostly positive, some users would like more parking locations.

The number of shared e-scooters is based on demand and currently optimal for the city. The current riding zone is also based on demand.

What Ballarat riders are saying

Why they love shared e-scooters

“

Very good! I use it way more than Uber or cars!

”

“

Extremely positive! It helps me get places quickly when unable to use a car. Affordable as well unlike ubers/taxis.

”

“

We've used it on every occasion that we've visited Ballarat, and it has been vastly more satisfying and entertaining than taking other forms of Transport.

”

“

It's been a game changer as someone who doesn't drive.

”

What can be improved

“

I'd say my experience has overall been good, however with the lack of parking spaces, I have to walk quite far to reach one.

”

“

There are parts of Ballarat that aren't included in the service area, and walking over 1 km is necessary.

”

“

Good, sometimes a helmet not available or low battery.

”

“

I was pleased to use an e-scooter between train station and hospital to visit a family member. Found a parking spot after a while. Could have been better communicated.

”

What's changed since the previous survey?

98%	2025		Believe shared e-scooters have created a positive impact on the city	66%	2025		Trips resulted in a purchase at a local business
97%	2022			67%	2022		
39%	2025		Of all trips replaced a car ride	58%	2025		Commuting to work or study
63%	2022			32%	2022		
26%	2025		Would not have happened if shared e-scooters were not available	125	2025		Number of respondents to survey
16%	2022			237	2022		

When it comes to who is riding shared e-scooters, demographics remain broadly the same as 2022



Summary

The 2025 User Survey demonstrates that rental shared e-scooters have become an important part of Ballarat's transport mix and the vast majority (98%) of respondents believe they have made a positive impact on the city.

Shared e-scooters are not only enhancing mobility but also stimulating the local economy - 66% of trips resulted in purchases at local businesses, with riders spending an average of \$42 per trip. This activity contributes an estimated \$3.2 million annually to the local economy.

Shared e-scooters are also helping to reduce reliance on private vehicles. While 38% of trips in 2025 replaced a car journey - down from 63% in 2022, likely due to the legalisation of private e-scooters - they still represent a meaningful shift towards more sustainable transport. Additionally, 30% of trips connect with public transport, reinforcing shared e-scooters' role as an important "first-mile, last-mile" solution.

The service also supports inclusivity, with 14% of users identifying as having a disability or mobility impairment. Most riders use shared e-scooters for commuting to work or study (58%), running errands, or exploring the city.

Feedback from users was mostly positive, highlighting affordability and ease of use. Areas for improvement include the need for more designated parking zones, different pricing trials, and overall fleet availability.