ULSE Insights Consumer Survey Tracker Series

U.S. Consumer E-Mobility Safety

February 2025

Key Takeaways

Overall E-Mobility Market

As the e-mobility market continues to grow, **safety certifications are standing out as an important factor among interested buyers,** although cost and battery capacity fell higher on the list for current owners

- **31% are likely to purchase an e-bike** and **25% are likely to purchase an e-scooter** in the next year.
- 60% say they are most likely to purchase an e-mobility device that has **both** an electrical system and battery that are safety certified.

E-Mobility Owner Perceptions

Nearly all e-mobility owners say their vehicles feel safe overall – yet many **practice unsafe charging habits and fail to do routine maintenance**

- **96% of e-mobility owners** feel e-bikes and e-scooter are **safe**.
- **50% of e-mobility owners who charge at home** do so in a location that **blocks their exit**, such as in a hallway or bedroom.
- **Just a third (36%) regularly inspect their vehicle's battery** or electrical components for signs of wear or damage.

Key Takeaways

Government Initiatives

Consumers **favor federal regulations on e-mobility batteries,** especially when it comes to **safety standards** and **public education**

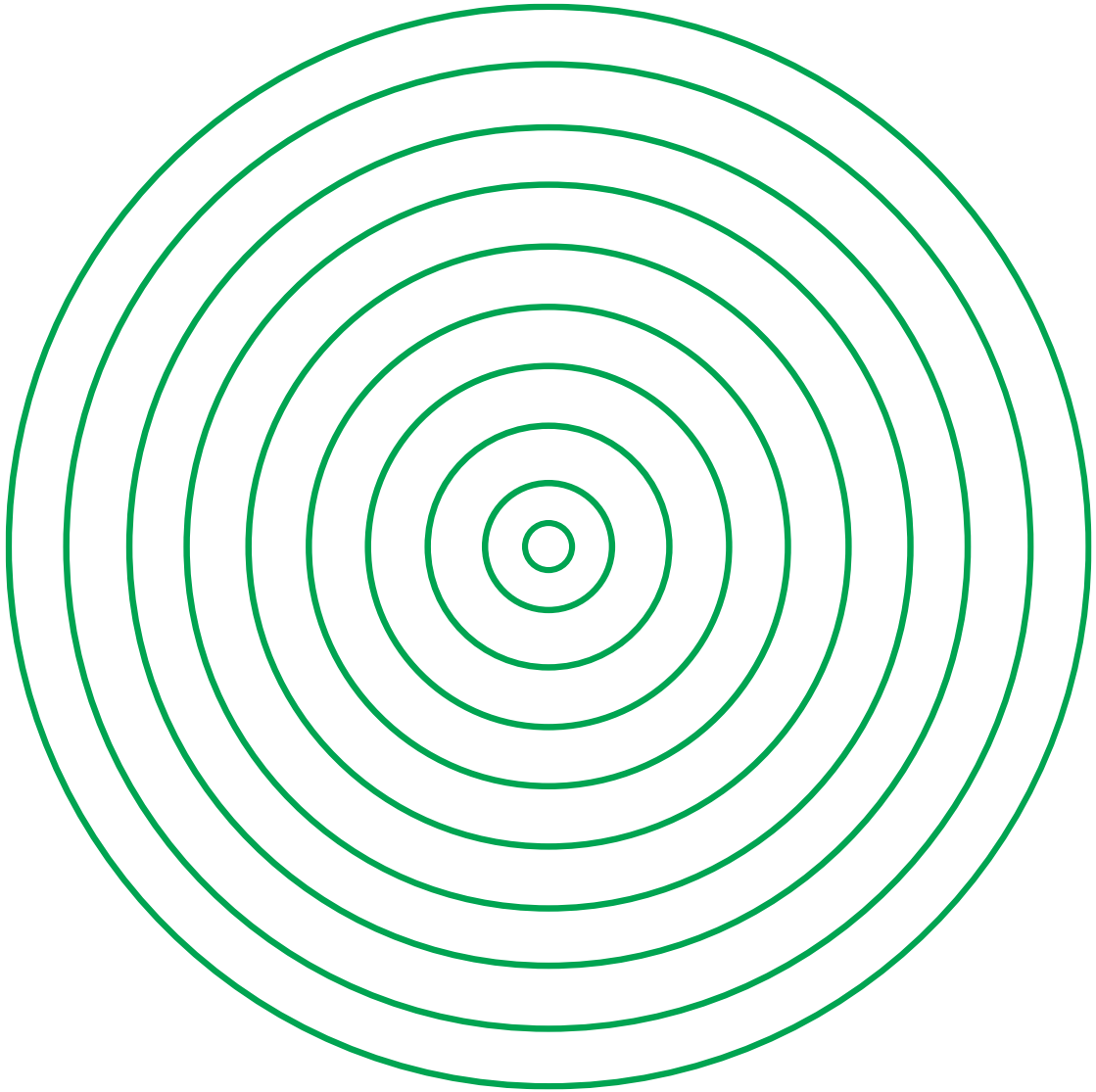
- **49% of U.S. adults don't know** what the safety regulations are for e-bike and e-scooter batteries.
- **82% of U.S. adults support federal regulations** for e-mobility batteries
- 63% of e-mobility owners and 43% of the general public **think the federal government has safety regulations in place for e-mobility batteries** either made in or imported to the U.S. despite the fact that **there are currently NO such regulations.**

E-Bikes for Work

E-bike owners who rely on their vehicle for work are generally **more knowledgeable about risks** than the general e-bike owner

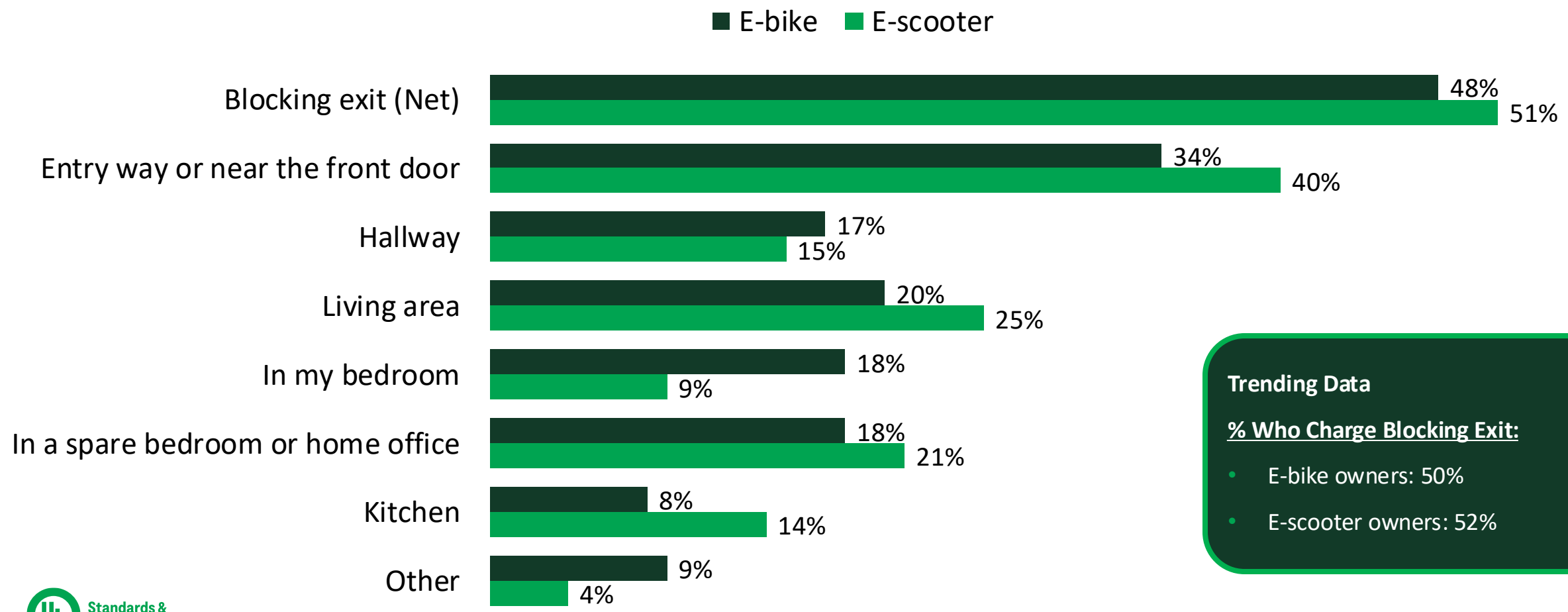
- **84% of e-bike workers are aware of common risks and hazards** associated with their vehicle's battery, compared to 73% of general e-bike owners.
- **60% feel at risk** of these hazards, compared to only 49% of general e-bike owners.

Survey Results



You indicated that you typically charge your vehicle INSIDE YOUR HOME. Which of the following describes where SPECIFICALLY inside your home you typically charge your vehicle (or the vehicle battery)?

n = 199 e-mobility owners who currently own an e-mobility device and charge it inside their home



Trending Data

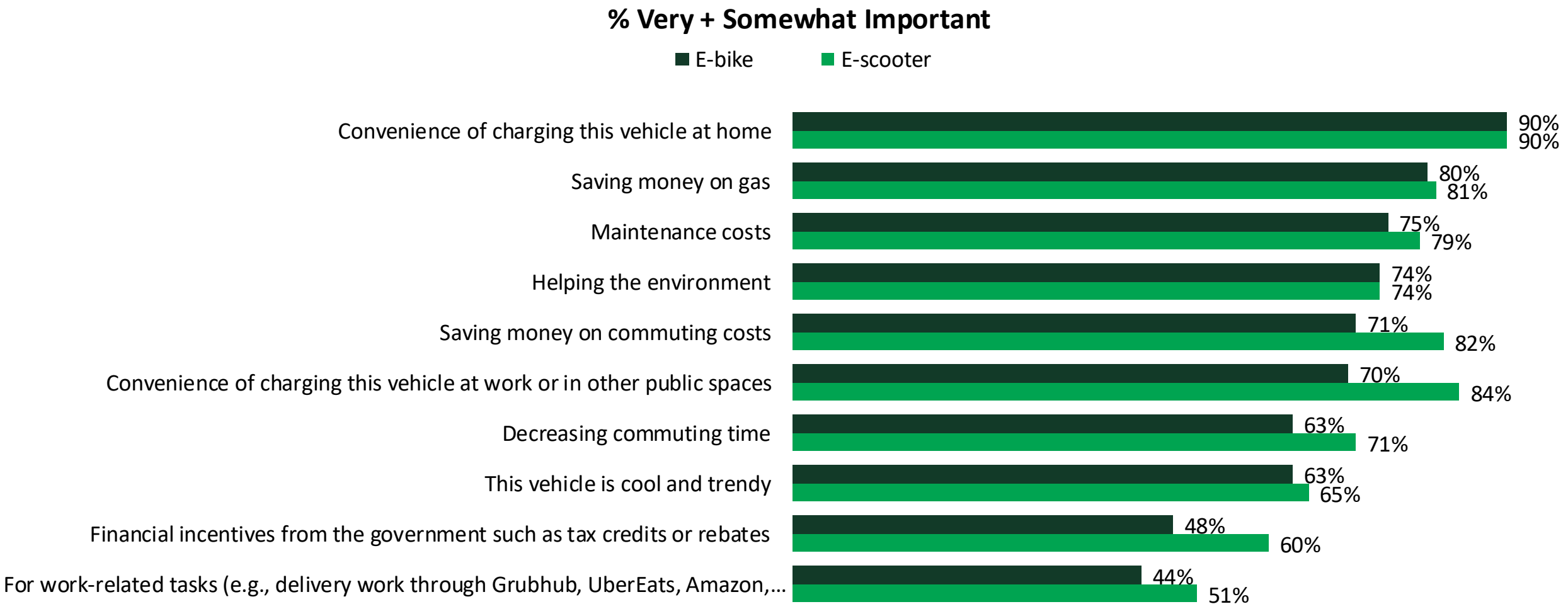
% Who Charge Blocking Exit:

- E-bike owners: 50%
- E-scooter owners: 52%

Standards & Engagement

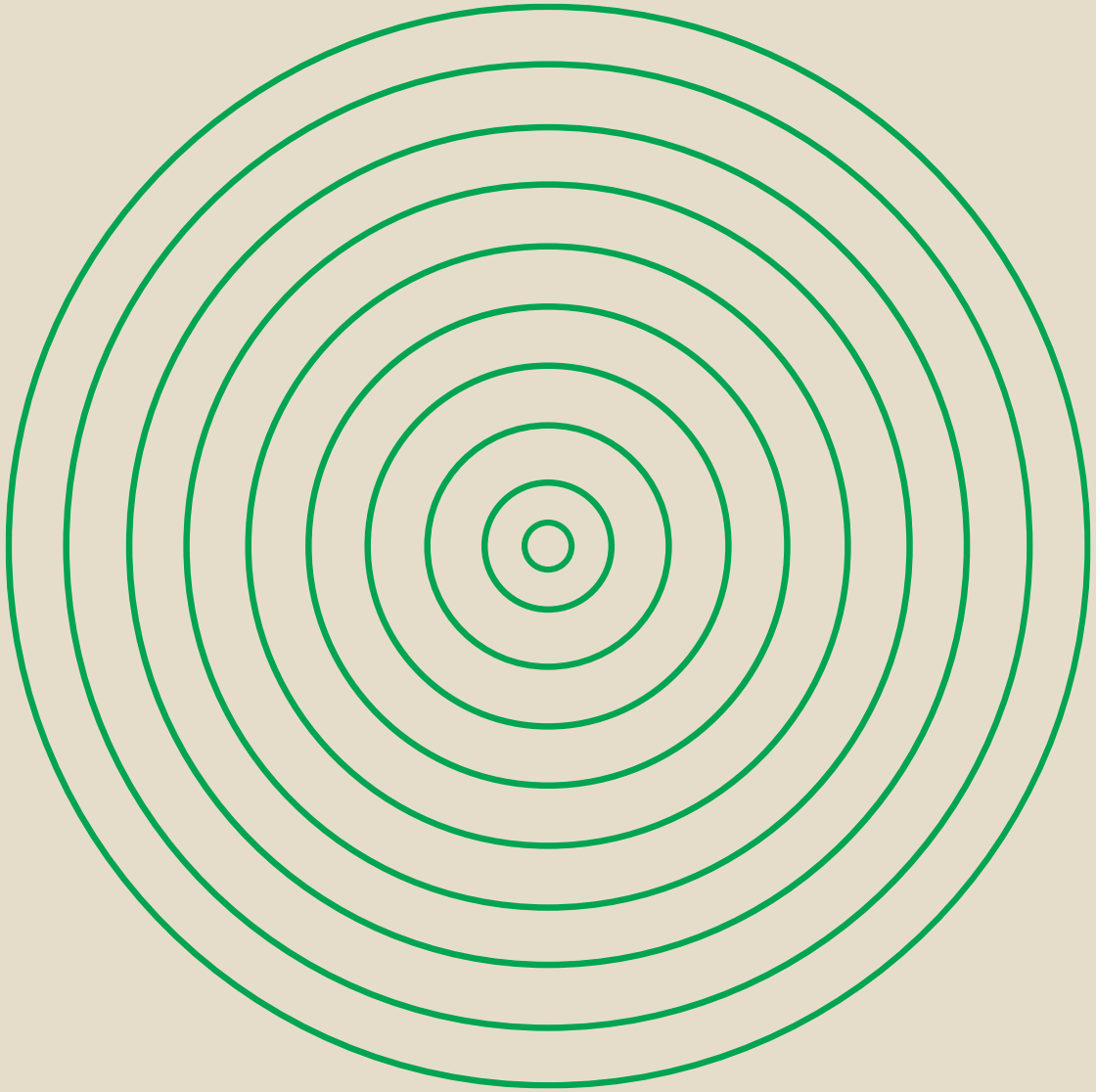
Thinking about WHY you purchased this vehicle, how important were each of the following factors when making this purchase?

n = 344 e-mobility owners



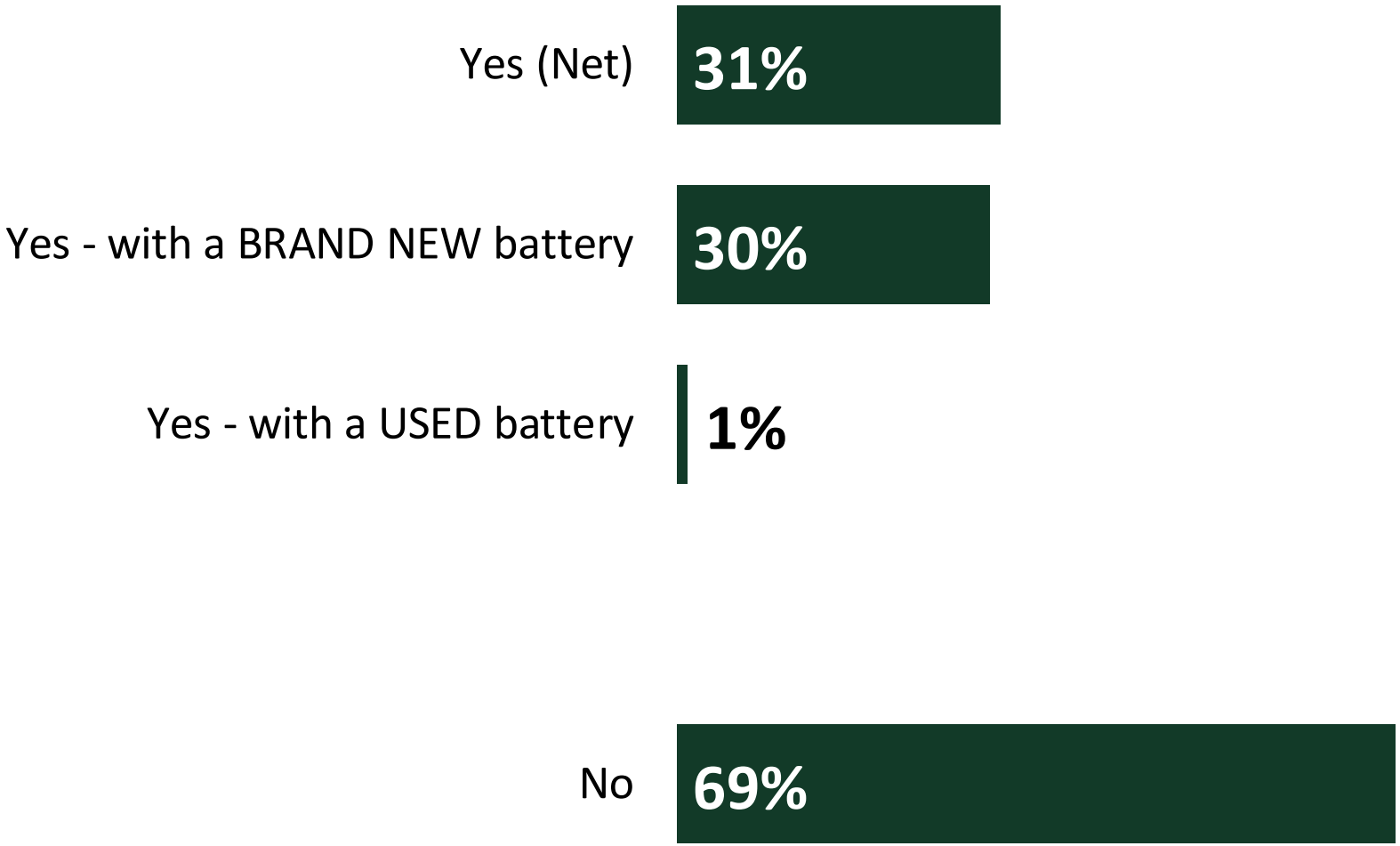
Standards & Engagement

E-Mobility Modifications & Replacements



Have you ever replaced the battery that powers your e-bike or e-scooter?

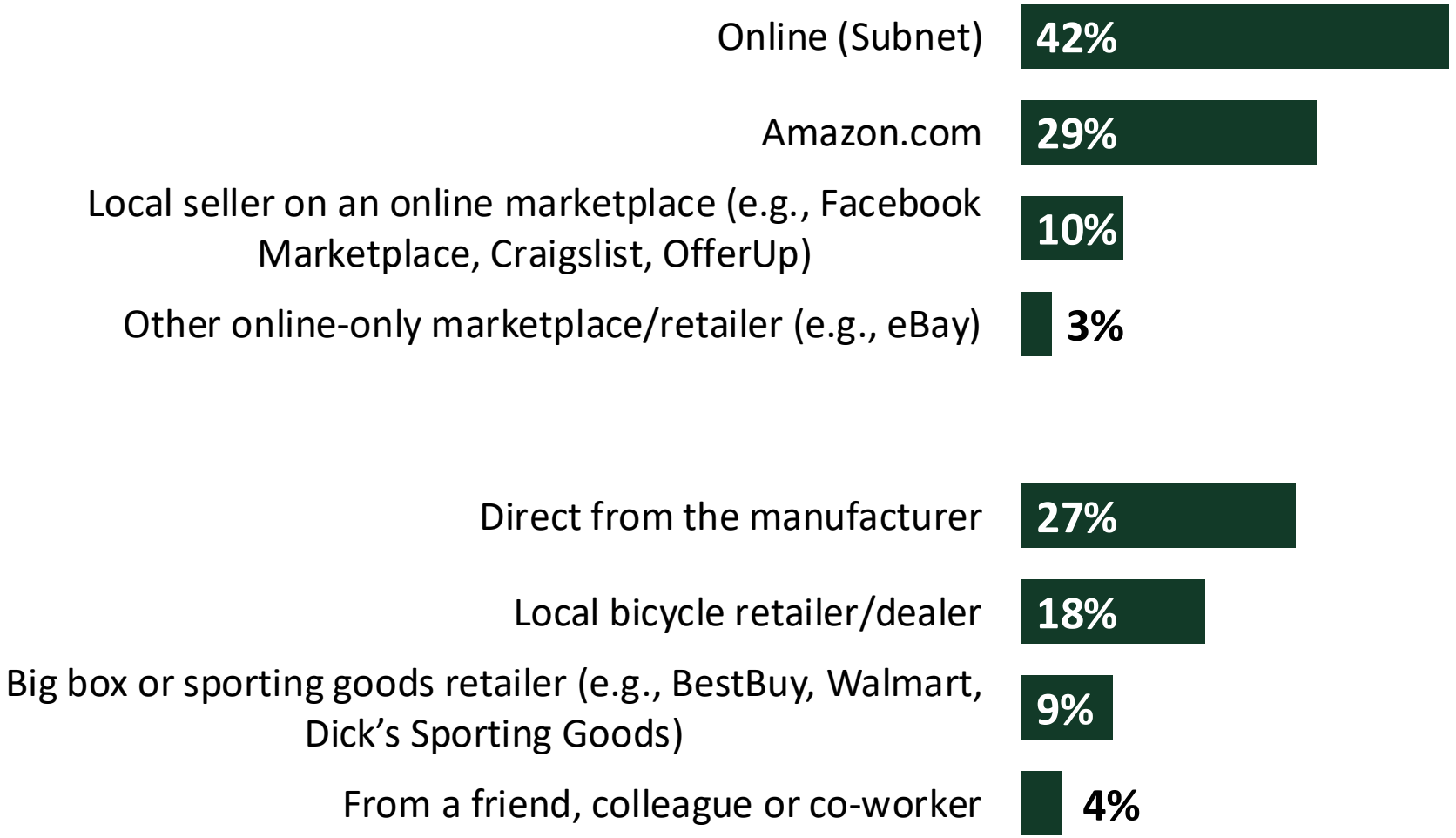
n = 344 e-mobility owners



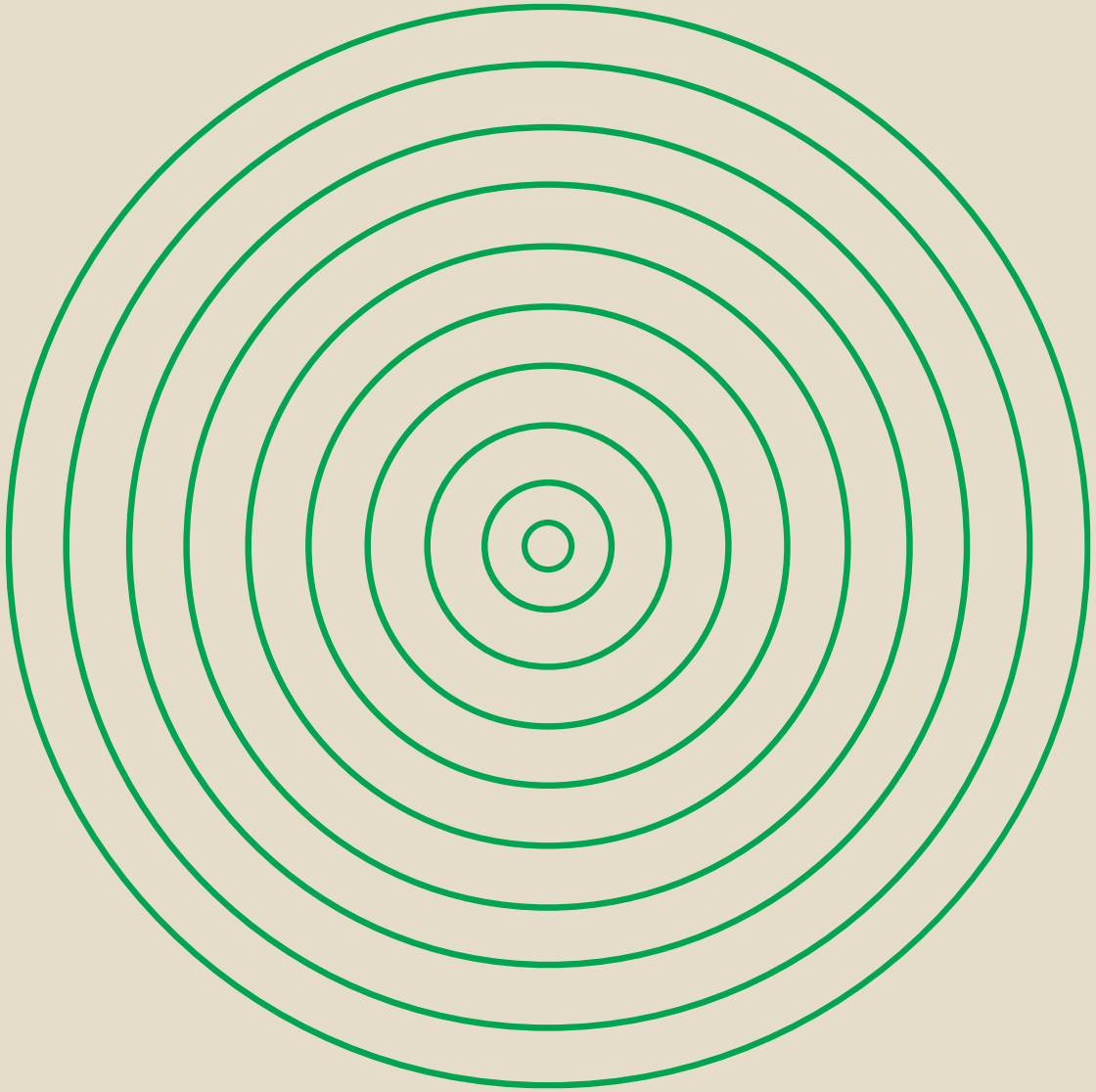
Standards & Engagement

Where did you purchase your REPLACEMENT battery?

n = 106 e-mobility owners who have replaced their device battery

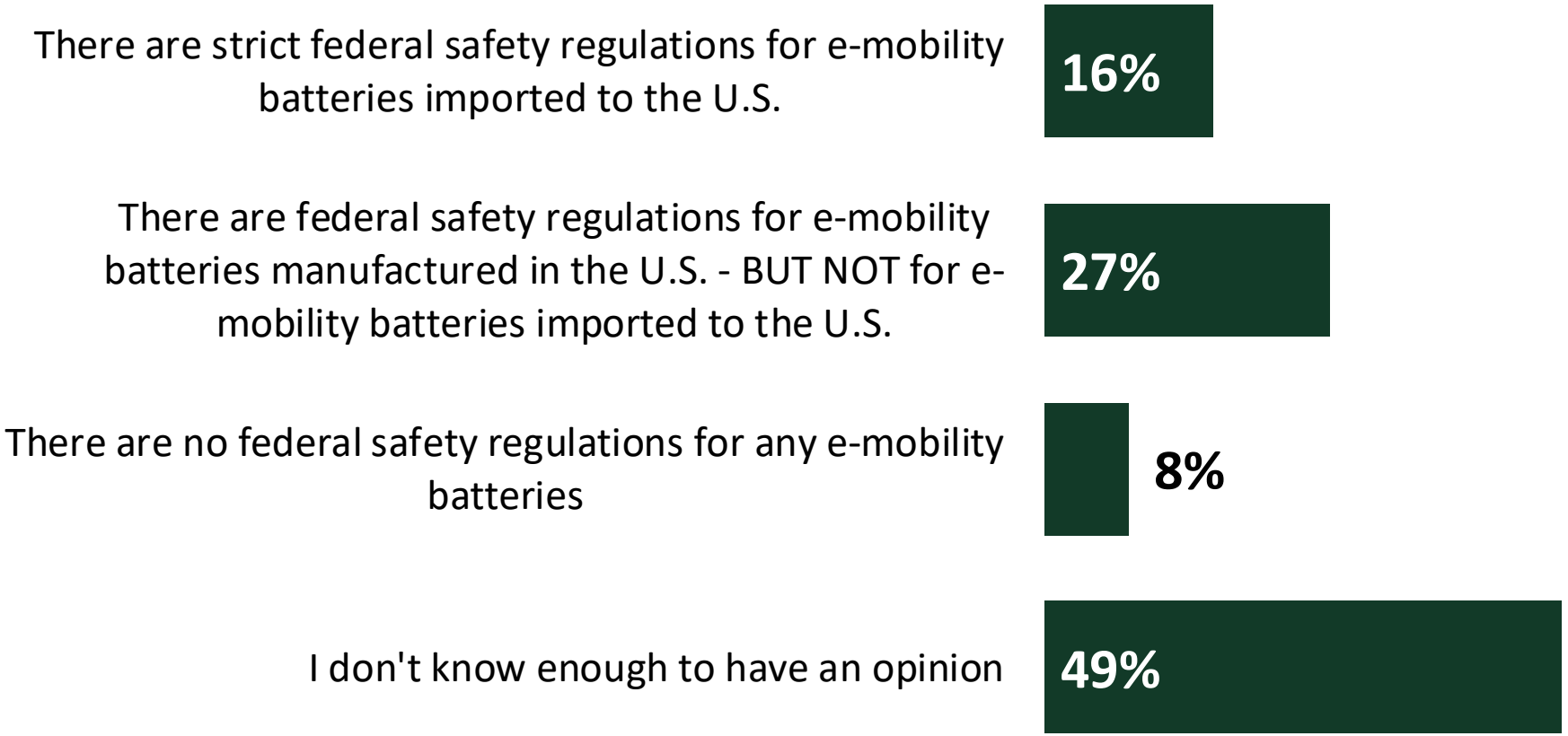


E-Mobility Incentive Programs and Public Safety Policies



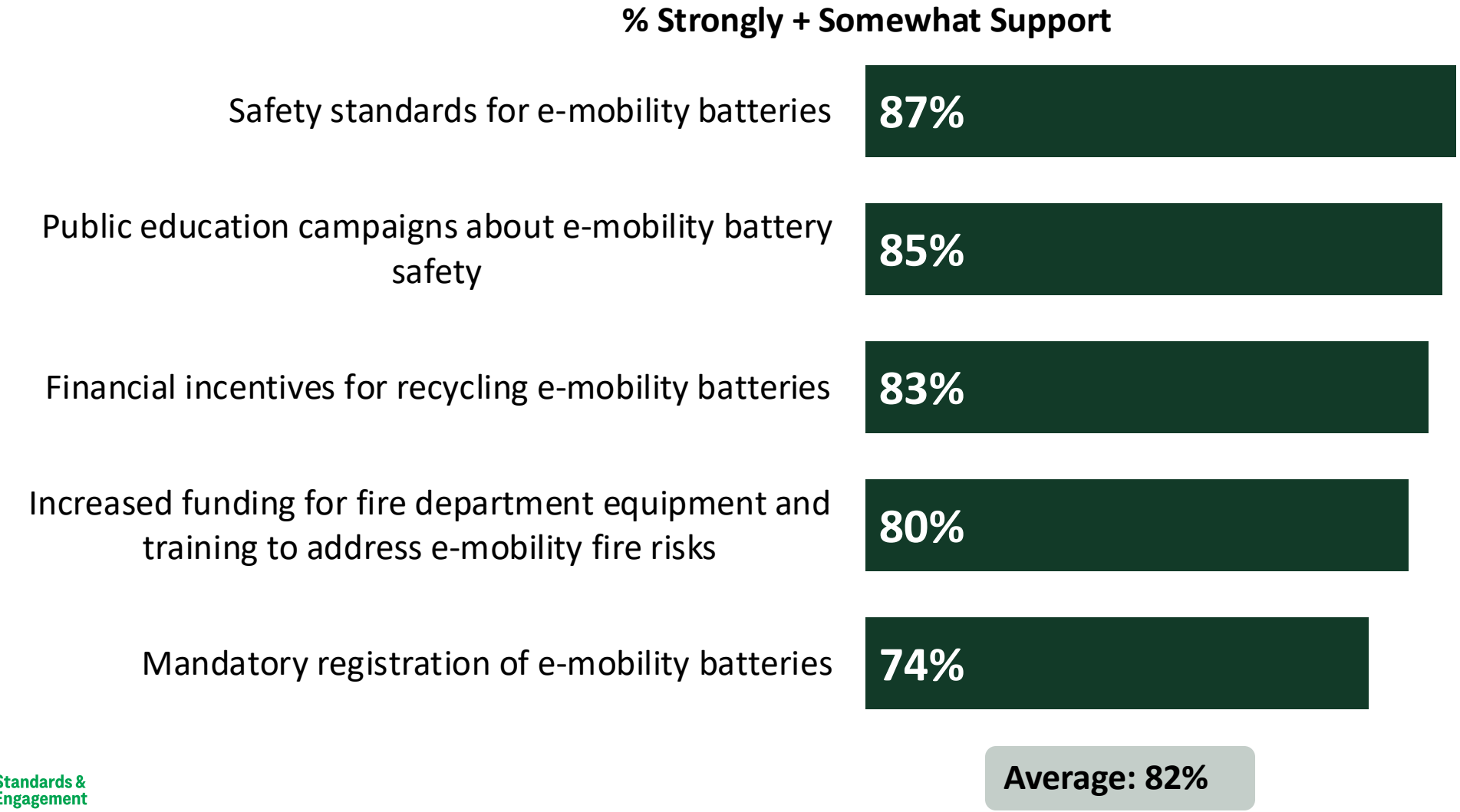
From what you've read and heard, which of the following statements best reflects your understanding of safety regulations for e-bike or e-scooter BATTERIES imported to the U.S.?

n = 2,216 U.S. adults



To what extent do you support or oppose each of the following government initiatives on e-bike or e-scooter battery safety?

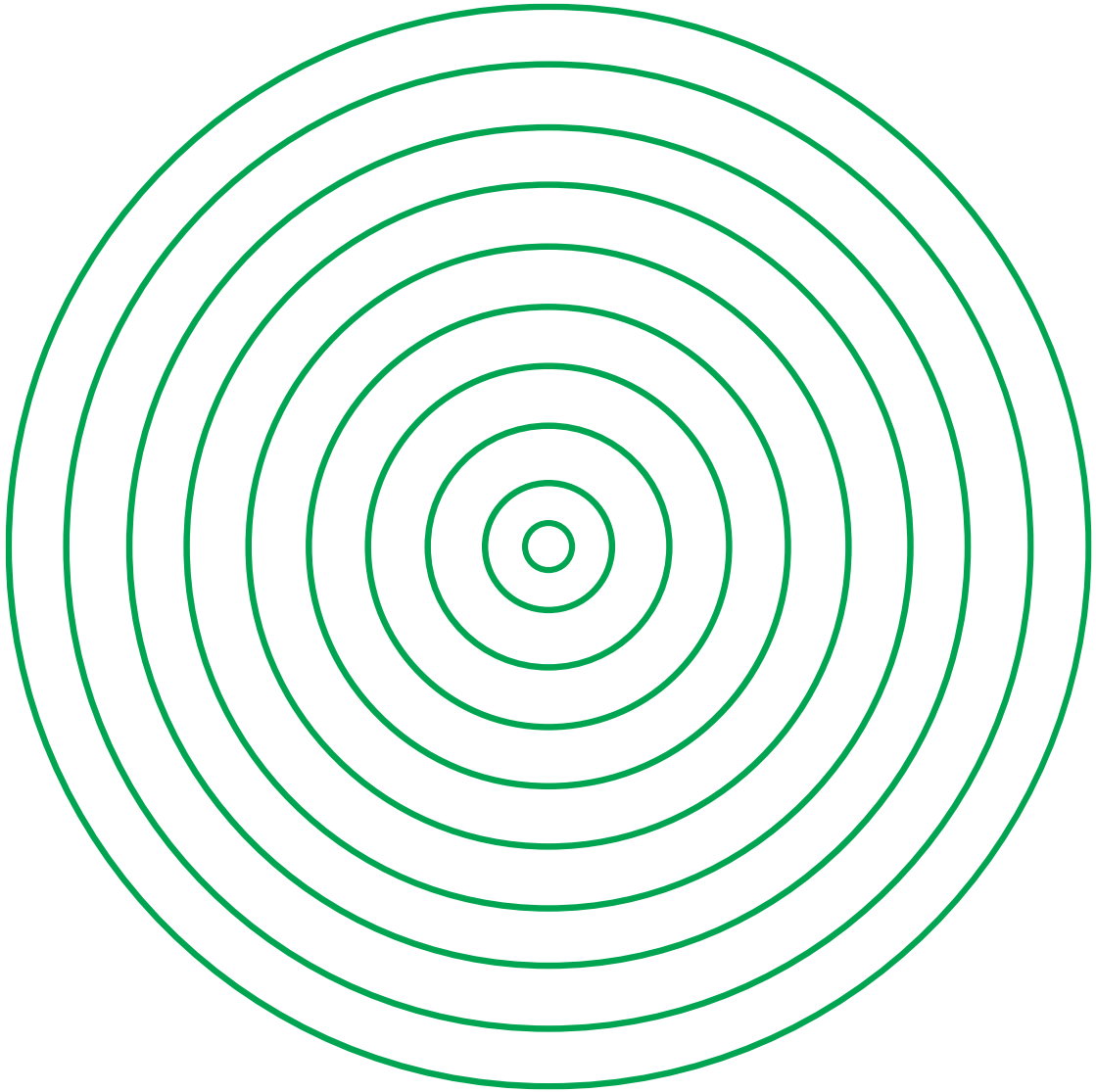
n = 2,216 U.S. adults



Nearly all (92%) e-bike workers support financial incentives for recycling e-mobility batteries.

Standards & Engagement

Appendix



Complete Methodology

ULSE Insights Topline Report: E-Mobility Safety: February 2025 study was designed and formulated by UL Standards & Engagement (ULSE) and is part of an ongoing longitudinal consumer tracker survey series..

This report presents the findings of an online survey administered by BV Insights, a collaborative and consultative research partner, among a total sample of 2,216 U.S. adults between February 19-23, 2025. The general population survey (N=2,010) was combined with oversample data from e-bike and e-scooter owners (N=206).

As a member of the Insights Association and ESOMAR (the European Society for Opinion and Marketing Research), BV Insights adheres to industry ethics and best practices, including maintaining the anonymity of respondents.

After data collection was completed, completed interviews were weighted by five variables: age, sex, geographic region, race, and education to ensure reliable and accurate representation of the total U.S. population, 18 years of age and older. In the analysis and presentation of some data, calculations reference U.S. online adult population estimated at 240.2 million using two sources of publicly available data: 2020 wave of the U.S. Census for U.S. adult population estimate of 258.3 million, and Pew Research Center's Internet/Broadband Fact Sheet which estimates 93% of U.S. adults use the internet, as of 2021.

The margin of sampling error at 95% confidence for aggregate results is +/- 2.2%. Sampling error is larger for subgroups of the data. As with any survey, sampling error is only one source of possible error. While non-sampling error cannot be accurately calculated, precautionary steps were taken in all phases of the survey design and the collection and processing of the data to minimize its influence.

Note: All numbers are percentages unless otherwise noted. Rows/columns may not total 100% due to rounding.