

## **Voi's 2025 Global User Survey: Shared micromobility reduces car use for 4 in 10 Voi riders**

**Voi's latest user survey shows that shared micromobility is becoming a true everyday mode of transport. Half of all riders now use Voi every week, commuting is the most common trip purpose, and the share of riders aged 45+ has more than doubled since 2019. The findings also point to real behavioural change: 4 in 10 riders say they drive less thanks to shared micromobility – rising to 5 in 10 among those aged 45+.**

Voi Technology's 2025 Global User Survey – based on nearly 12,000 responses across 12 countries – shows that shared micromobility has entered a new phase of maturity. More people are using shared e-scooters and e-bikes as part of their everyday travel habits, particularly for commuting.

Riding frequency continues to rise, with weekly use up nine percentage points since 2023. This growing predictability, combined with weekday travel peaks, indicates that shared micromobility is becoming a dependable choice for everyday mobility.

"This is a clear sign that people trust the service," says Gustaf Soldan, Chief Product Officer at Voi Technology. "When riders shift from spontaneous trips to regular commuting, it shows that micromobility is no longer a novelty but a reliable part of cities' infrastructure."

### **Older riders driving the fastest growth and car use drops as habits shift**

The survey also reveals a significant demographic transition. Riders aged 45 and older now account for 25 percent of Voi's user base, up from just 10 percent in 2019 when Voi first began conducting its annual user surveys. The 55+ segment is growing fastest, and these later-adopting groups show the strongest behavioural impact, with up to half reporting reduced car use thanks to the availability of shared micromobility.

This shift towards routine, purpose-driven mobility signals a broader change in how people move through cities.

"Our mission is to provide micromobility for everyone, and the growth among older and more car-dependent groups is important to us. That's where we see the biggest potential for real environmental impact," says Soldan.

"As micromobility becomes part of everyday travel patterns, its benefits grow exponentially. Small individual choices – choosing an e-scooter or e-bike instead of a car or a taxi for a few trips each week – scale into major collective gains for city traffic goals and street space."

The 2025 findings suggest that shared micromobility is moving from early adoption to mainstream behaviour. As riders form new habits and rely less on cars, its potential to support cleaner, more liveable cities is becoming increasingly evident.

For more information, read Voi's **blog article**.

## Contacts

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## About Us

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Founded in 2018, Voi is a Swedish micromobility company offering e-scooter and e-bike sharing in partnership with towns, cities and local communities. We believe e-scooters and e-bikes can play a central role in changing how people move in our towns and cities in the future. We want to ensure that the micromobility transformation happens the right way - through real innovative technology, open and transparent dialogue with towns, cities and governments and by adapting our products to local needs. Voi's holistic Environmental Action Plan tackles emissions and promotes renewable energy use and circularity along its supply chain.

Voi operates over 150,000 vehicles in over 110 towns and cities across 12 countries. It is headquartered in Stockholm and employs around 1,000 people. To date, Voi boasts more than eight million riders and has served more than 400 million rides.

## Image Attachments

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### Global User Survey 2025

#### Attachments

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