



Strong majority of Toronto residents want e-scooter pilot to move forward.

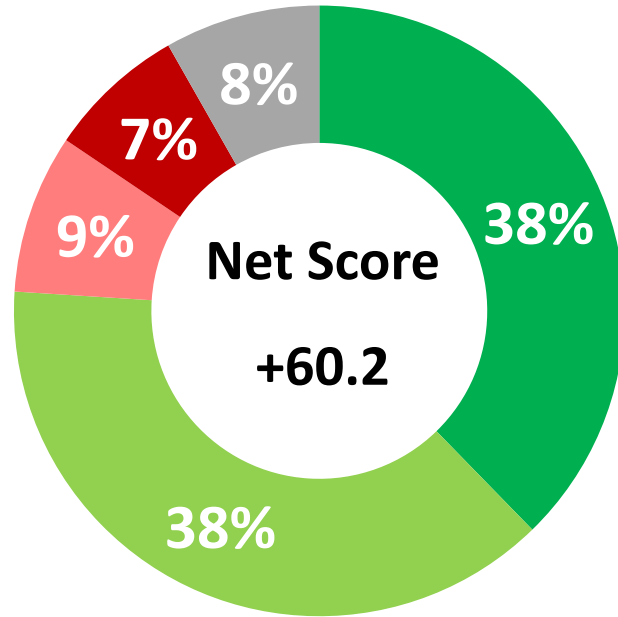
The research gauged the opinions among Torontonians on shared e-scooters and whether they would support Toronto implementing a shared micro mobility pilot with shared e-scooters.

Nanos conducted a random online survey of 751 residents of Toronto, 18 years of age or older, between April 14th and 16th, 2021.

The data was statistically weighted to be representative of the City of Toronto and is a true representation of opinion at the time of the fieldwork.

The research was commissioned by Bird Canada and Lime Micromobility and was conducted by Nanos Research.

Support for the City of Toronto allowing more environmentally friendly transportation options



■ Support ■ Somewhat Support ■ Somewhat Oppose ■ Oppose ■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, representative online survey, from April 14th to 16th, 2021, n=751 Torontonians.

Q

As you may know, e-scooters are an all-electric mobility device that carries riders on a standing two-wheel platform, with a vertical handlebar for steering. Riders use them for commuting, shopping, errands, and connecting to transit. E-scooters help reduce car traffic, congestion, and carbon emissions. Shared e-scooter companies provide this service with city permission and pay the city administrative fees to operate. There is no upfront cost to city taxpayers for the provision of shared e-scooter services. The public pays per ride for use of the service. The City of Toronto has been considering a shared e-scooter program.

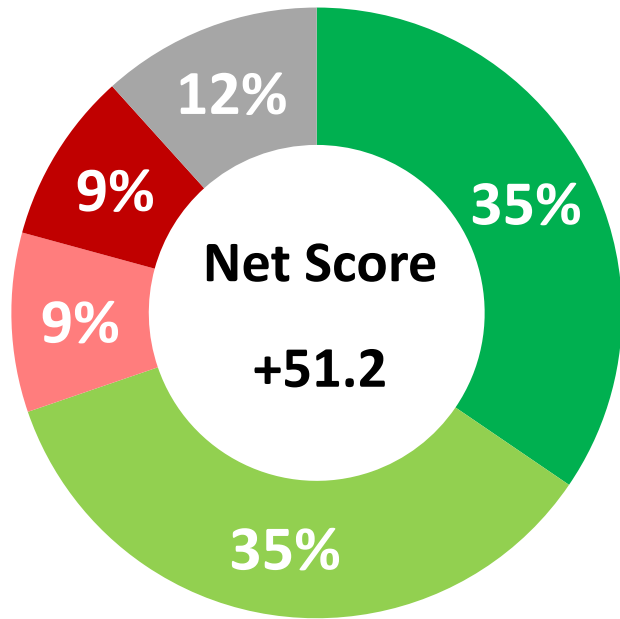
Do you support, somewhat support, somewhat oppose or oppose the City of Toronto allowing more environmentally friendly transportation options?

	Men (n=370)	Women (n=380)	18-34 (n=227)	35-54 (n=279)	55 plus (n=245)
Support/ Somewhat support	71.9%	79.7%	84.4%	78.7%	67.7%

“Over three in four Toronto residents support or somewhat support the City of Toronto allowing more environmentally friendly transportation options, with higher support among younger residents (18 to 34) than those 55 plus.”



Support for creation of shared micro-mobility pilot with shared e-scooters in Toronto



■ Support ■ Somewhat Support ■ Somewhat Oppose ■ Oppose ■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, representative online survey, from April 14th to 16th, 2021, n=751 Torontonians.



Do you support, somewhat support, somewhat oppose or oppose Toronto creating a shared micro mobility pilot with shared e-scooters this year in Toronto?

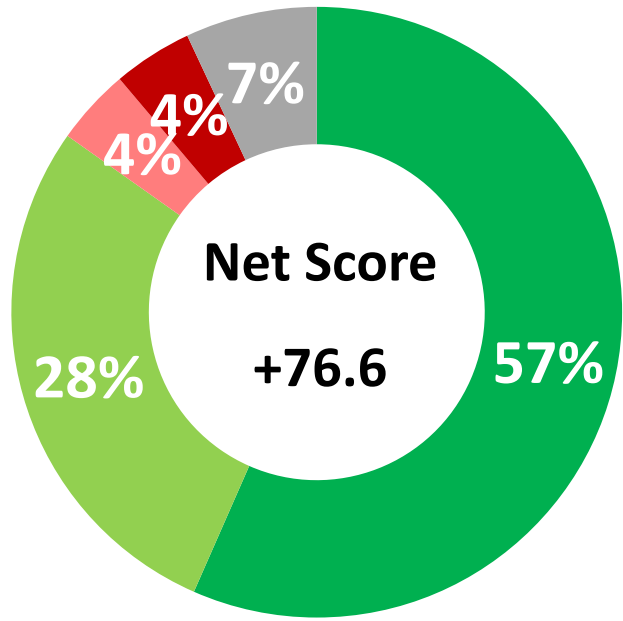
	Men (n=370)	Women (n=380)	18-34 (n=227)	35-54 (n=279)	55 plus (n=245)
Support/ Somewhat support	69.1%	70.2%	76.1%	73.8%	62.3%



Seven in ten Toronto residents support or somewhat support the City of Toronto creating a shared micro mobility pilot with shared e-scooters. Support for this is higher among residents 18 to 34 and 35 to 54 than residents 55 plus.



Support for requiring physical locks on e-scooters



■ Support ■ Somewhat Support ■ Somewhat Oppose ■ Oppose ■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, representative online survey, from April 14th to 16th, 2021, n=751 Torontonians.

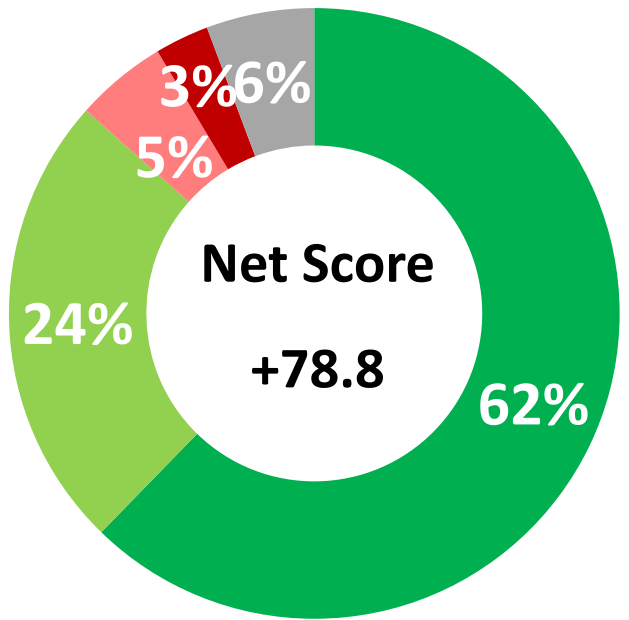
Q Shared e-scooter companies can install physical locks on their e-scooters so that riders must lock their e-scooter at the end of every trip to bike racks in order to keep sidewalks clear and safe for pedestrians. This “lock-to” approach was used in Chicago and reduced parking complaints by 79%. Do you support, somewhat support, somewhat oppose or oppose requiring physical locks on e-scooters?

	Men (n=370)	Women (n=380)	18-34 (n=227)	35-54 (n=279)	55 plus (n=245)
Support/ Somewhat support	81.9%	87.3%	86.7%	86.1%	82.5%

“ A strong majority of Toronto residents support or somewhat support requiring physical locks on e-scooters, with consistent support across gender and age groups. ”



Support for penalizing riders for improper parking or riding



■ Support
 ■ Somewhat Support
 ■ Somewhat Oppose
 ■ Oppose
 ■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, representative online survey, from April 14th to 16th, 2021, n=751 Torontonians.

Q

Shared e-scooter companies can warn, fine, and ban (for flagrant or repeat violations) riders if they do not park e-scooters in compliance with local laws or ride on the sidewalk illegally. Do you support, somewhat support, somewhat oppose or oppose e-scooter companies penalizing riders for improper parking or riding?

	Men (n=370)	Women (n=380)	18-34 (n=227)	35-54 (n=279)	55 plus (n=245)
Support/ Somewhat support	83.6%	89.2%	84.5%	85.4%	88.9%

“

Close to nine in ten Toronto residents support or somewhat support e-scooter companies penalizing riders for improper parking or riding, consistent across age and gender.

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On behalf of Bird Canada and Lime Micromobility, Nanos conducted an online representative survey of 751 residents of Toronto, 18 years of age and older, drawn from a panel between April 14th to 16th, 2021.

The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of the residents of Toronto.

The research was commissioned by Bird Canada and Lime Micromobility.

Note: Charts may not add up to 100 due to rounding.

METHODOLOGY

Element	Description	Element	Description
Research sponsor	Bird Canada and Lime Micromobility	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Toronto. See tables for full weighting disclosure.
Population and Final Sample Size	751 residents of Toronto.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Prodege	Excluded Demographics	Individuals younger than 18 years old; individuals without internet could not participate.
Type of Sample	Non-probability.	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Toronto.
Margin of Error	No margin of error applies	Estimated Response Rate	Not applicable
Mode of Survey	Online representative survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	Non-probability.	Question Content	All questions asked are contained in the report.
Demographics (Captured)	Toronto; Men and Women; 18 years or older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Field Dates	April 14 th to 16 th , 2021.	Research/Data Collection Supplier	Nanos Research
Language of Survey	The survey was conducted in English.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		

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ABOUT NANOS

TABULATIONS





2021-1887 – Bird Canada and Lime Micromobility –Toronto e-Scooters– STAT SHEET

As you may know, e-scooters are an all-electric mobility device that carries riders on a standing two-wheel platform, with a vertical handlebar for steering. Riders use them for commuting, shopping, errands, and connecting to transit. E-scooters help reduce car traffic, congestion, and carbon emissions. Shared e-scooter companies provide this service with city permission and pay the city administrative fees to operate. There is no upfront cost to city taxpayers for the provision of shared e-scooter services. The public pays per ride for use of the service. The City of Toronto has been considering a shared e-scooter program.

			Region					Gender			Age		
			Toronto 2021-04	Scarborough	North York	Etobicoke/York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55+
Question 1 – Do you support, somewhat support, somewhat oppose or oppose the City of Toronto allowing more environmentally friendly transportation options?	Total	Unwgt N	751	150	188	153	260	370	380	1	227	279	245
		Wgt N	751	173	178	162	238	356	394	1	251	185	314
	Support	%	37.7	39.7	37.9	39.7	34.8	35.0	40.0	100.0	43.2	38.0	33.2
	Somewhat support	%	38.3	37.0	36.3	41.0	38.9	36.9	39.7	0.0	41.2	40.8	34.5
	Somewhat oppose	%	8.4	6.9	10.5	5.7	9.9	10.4	6.7	0.0	8.3	4.3	11.0
	Oppose	%	7.3	5.8	6.2	8.3	8.6	10.2	4.8	0.0	3.3	8.0	10.1
	Unsure	%	8.2	10.7	9.2	5.2	7.8	7.5	8.9	0.0	4.0	8.9	11.2

			Region					Gender			Age		
			Toronto 2021-04	Scarborough	North York	Etobicoke/York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55+
Question 2 – Do you support, somewhat support, somewhat oppose or oppose Toronto creating a shared micro mobility pilot with shared e-scooters this year in Toronto?	Total	Unwgt N	751	150	188	153	260	370	380	1	227	279	245
		Wgt N	751	173	178	162	238	356	394	1	251	185	314
	Support	%	34.5	35.9	37.0	36.2	30.5	32.4	36.3	100.0	39.9	33.8	30.6
	Somewhat support	%	35.2	31.4	34.9	39.7	35.2	36.7	34.0	0.0	36.2	39.9	31.7
	Somewhat oppose	%	9.5	9.3	8.0	8.0	11.8	10.0	9.1	0.0	9.1	5.6	12.1
	Oppose	%	9.1	6.2	9.4	10.7	9.8	12.1	6.4	0.0	5.2	8.9	12.3
Unsure	%	11.7	17.3	10.7	5.4	12.6	8.8	14.4	0.0	9.7	11.8	13.2	



2021-1887 – Bird Canada and Lime Micromobility –Toronto e-Scooters– STAT SHEET

			Region					Gender			Age		
			Toronto 2021-04	Scarborough	North York	Etobicoke/York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55+
Question 3 – Shared e-scooter companies can install physical locks on their e-scooters so that riders must lock their e-scooter at the end of every trip to bike racks in order to keep sidewalks clear and safe for pedestrians. This “lock-to” approach was used in Chicago and reduced parking complaints by 79%. Do you support, somewhat support, somewhat oppose or oppose requiring physical locks on e-scooters?	Total	Unwgt N	751	150	188	153	260	370	380	1	227	279	245
		Wgt N	751	173	178	162	238	356	394	1	251	185	314
	Support	%	56.6	53.0	56.9	59.6	56.9	51.5	61.1	100.0	56.2	54.4	58.2
	Somewhat support	%	28.2	29.2	27.4	28.1	28.2	30.5	26.3	0.0	30.6	31.7	24.3
	Somewhat oppose	%	4.0	5.4	5.2	1.3	4.1	5.3	2.9	0.0	5.1	2.6	4.0
	Oppose	%	4.2	3.0	4.3	5.3	4.2	5.9	2.6	0.0	1.6	5.0	5.8
	Unsure	%	7.0	9.4	6.1	5.7	6.7	6.8	7.1	0.0	6.6	6.3	7.7

			Region					Gender			Age		
			Toronto 2021-04	Scarborough	North York	Etobicoke/York	Toronto/East York	Male	Female	Other	18 to 34	35 to 54	55+
Question 4 – Shared e-scooter companies can warn, fine, and ban (for flagrant or repeat violations) riders if they do not park e-scooters in compliance with local laws or ride on the sidewalk illegally. Do you support, somewhat support, somewhat oppose or oppose e-scooter companies penalizing riders for improper parking or riding?	Total	Unwgt N	751	150	188	153	260	370	380	1	227	279	245
		Wgt N	751	173	178	162	238	356	394	1	251	185	314
	Support	%	62.3	56.2	61.0	64.7	66.0	57.4	66.6	100.0	52.1	58.3	72.7
	Somewhat support	%	24.3	28.9	22.9	24.8	21.6	26.2	22.6	0.0	32.3	27.1	16.2
	Somewhat oppose	%	4.9	4.5	5.9	2.8	5.8	6.1	3.7	0.0	7.3	3.7	3.5
	Oppose	%	2.9	3.1	3.6	3.2	1.9	4.1	1.8	0.0	3.1	3.8	2.1
	Unsure	%	5.7	7.2	6.6	4.5	4.8	6.2	5.3	0.0	5.1	7.1	5.4