

Bird Survey Results

Topic/Survey Question	Answer
What is your age?	
16-19	10.8%
20-29	32.5%
30-39	28.3%
40-54	22.1%
55+	6.3%
What gender do you identify with?	
Male	64.6%
Female	33.1%
Non-Binary	1.3%
Prefer not to say	1%
What do you use e-scooters and/or e-bikes mostly for (check all that apply)	Leisure, entertainment and recreation (restaurants, cafes, events, shopping) - 82.9% Commuting (to work or school) - 29.7% Getting to appointments or running errands - 22.1% Connecting to public transport (bus, train, etc.) – 14.7%
How often do you see misparked Bird Canada e-scooters and/or e-bikes?	Sometimes – 46.8% Rarely – 29.3% Always – 16% Never – 7.9%
For your most recent trip, if Bird was not available, what other mode of transportation would you have used instead?	E-scooter or e-bike from another rental company – 32.2% Walking – 24.7% Personal car or motorbike – 18.6% Rideshare (ie. Uber/Lyft/Taxi) – 11.8% Public transit 7.7% I wouldn't have made the trip – 5%
For your most recent trip with Bird Canada did you combine it with any of the following?	Walking - 49.8% I didn't combine it with anything – 39.5% Car, taxi, Uber/Lyft - 10.9% Public transit – 9.6%
On a standard trip with Bird Canada, did you make a purchase before/during/after riding to/from any of the following?	I did not make a purchase - 47.2% Shops (department stores, supermarket, shopping centres, etc.) - 19.5% Hospitality venues (restaurants, cafes, bars, etc.) - 19% Leisure and recreational venue (gym) – 10.4% Movies, concerts, events – 3.9%

<p>What was the value of your purchase?</p>	<p>I did not make a purchase – 39.3% \$0 - \$20 – 22.1% \$21 - \$50 – 22.3% \$51 - \$75 – 9% Over \$100 – 4.4% \$76 - \$99 – 2.8%</p>
<p>What do you appreciate most about Bird e-scooters and or e-bikes in your area?</p>	<p>More fun/enjoyment – 40.6% Great alternative to public transport – 19.9% Faster away to get around and extend my range – 18% Easier way to explore the town or city – 12.1% Sustainable and environmentally-friendly option – 9.5%</p>
<p>What overall impact do you think Bird has had on your city</p>	<p>5 (an extremely positive impact) - 31.9% 4 - 31.7% 3 (a somewhat positive impact) - 31.3% 2 – 3.7% 1 (a negative impact) – 1.5%</p>
<p>How often could you find a Bird vehicle when you wanted one?</p>	<p>Most of the time – 41.7% About half the time – 30.1% Rarely – 13.5% Always – 13.5% Never – 1.3%</p>
<p>What changes could make you ride a Bird vehicle more often</p>	<p>More vehicles to be available – 26.9% Larger operating area - 26.6% More promotions - 17.6% More parking area – 8.1% Nothing, it is all good as it is – 7.9% Other – 5.7% Price – 5.7% Faster Speed – 1.6%</p>