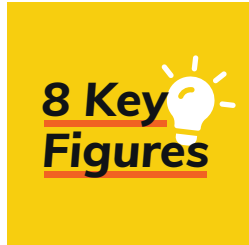


Neuron in Airdrie: Shared Rides, Shared Wealth

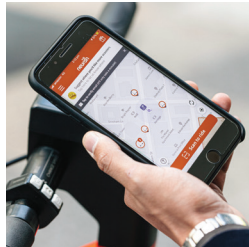


Accelerating the local economy

The increasing popularity of e-scooters offers a helping hand to embattled businesses in downtown areas and main streets by making it easier for residents, visitors and workers alike to get to and from these activity centres.



10% of trips would not have happened if a Neuron e-scooter was unavailable



62% of trips result in a direct purchase from a local business



52% of riders spent more than \$10 during their most recent trip

\$23 spent at local businesses by Neuron riders per e-scooter trip

\$10,400 spent at local businesses by Neuron riders per e-scooter deployed

\$1M spent at local businesses in Airdrie each year

52% of trips replace a car journey

97% of users believe Neuron has created a positive impact on the city

Where our riders spend their money*:



34%
General shopping



24%
Restaurants, bars, cafes



14%
Entertainment, recreational venues

*Respondents could select more than one option