



Boulder Lime Riders' Characteristics, Travel Patterns, and Preferences

In September 2022, we distributed a survey to Boulder riders and collected 175 responses.

We found:

Rider Diversity

Boulder Lime riders are a diverse cross-section of the city's residents and visitors:

- Many of the riders in Boulder are local: **88%** report that they live, work, or go to school in the city.
- **61% of riders** live in households earning less than the median income level.
- The **average age** of a Lime rider is **31**, and 25% of Lime riders are 36 or older.

Mode Shift and Transit Accessibility

Lime enables Boulder riders to reduce their reliance on cars and increases their access to transit options:

- **75% of riders** said that shared micromobility decreased their reliance on cars and **71%** felt that micromobility reduced traffic.
- On their most recent Lime rides, **26% of riders** used Lime rather than a motor vehicle (personally owned, taxi, ridehail, or shared use).
- **23% of riders** used Lime to get to or from public transit on their last trip.

- As a consequence, **90% of riders** agreed that shared micromobility provides an environmentally beneficial way to get around the city.
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Filling Everyday Needs

Lime helps Boulder riders fulfill their everyday transportation needs. On their most recent Lime rides:

- **30% of riders** used Lime to **commute** to or from work or school.
 - **16% of riders** used Lime to travel to or from a **social event, dining or entertainment**.
 - **20% of riders** used Lime to travel to or from **shopping or errands**.
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Motivators and Barriers to Use

Lime vehicles provide a fun, reliable, cost-effective, and efficient way for riders to get around Boulder, but certain factors prevent more frequent use.

Motivators

- **49% of riders** used Lime because it was **simple** to find and use to get to their destination.
- **31% of riders** report using a Lime vehicle because it was an **affordable** option.
- **57% of riders** used Lime because it was the **fastest way** to get to their destination.
- **58% of riders** used Lime because it was a **fun** way to get to their destination.
- **89% of riders** agreed that Lime made it easier to live and stay in the city.

Barriers

- A common **barrier** to riding was a **lack of dockless vehicles: 21% of riders** stated that they had wanted to ride a Lime vehicle but there were none available nearby.
- Lastly, **13% of riders** stated that slow zones or **speed restrictions** kept them from taking a ride.