Results from the North American E-bike Owner Survey

Draft Res

TRB Emerging Vehicles for Low Speed Transportation Subcommittee – January 2018

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THE UNIVERSITY OF TENNESSEE KNOXVILLE

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Light Electric Vehicle Education + Research Initiative

Portland State UNIVERSITY

UNITED STATES E-BIKE USER SURVEY

U.S. e-Bike Survey

peopleforbikes.org™

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Survey Methodology

- Adapted from 2013 survey
- The survey was distributed through industry distribution channels, e-bike blogs & forums, Facebook pages, Twitter accounts, & retailers.
- May – June 2017
- 1,790 e-bike U.S. owners responded to the survey

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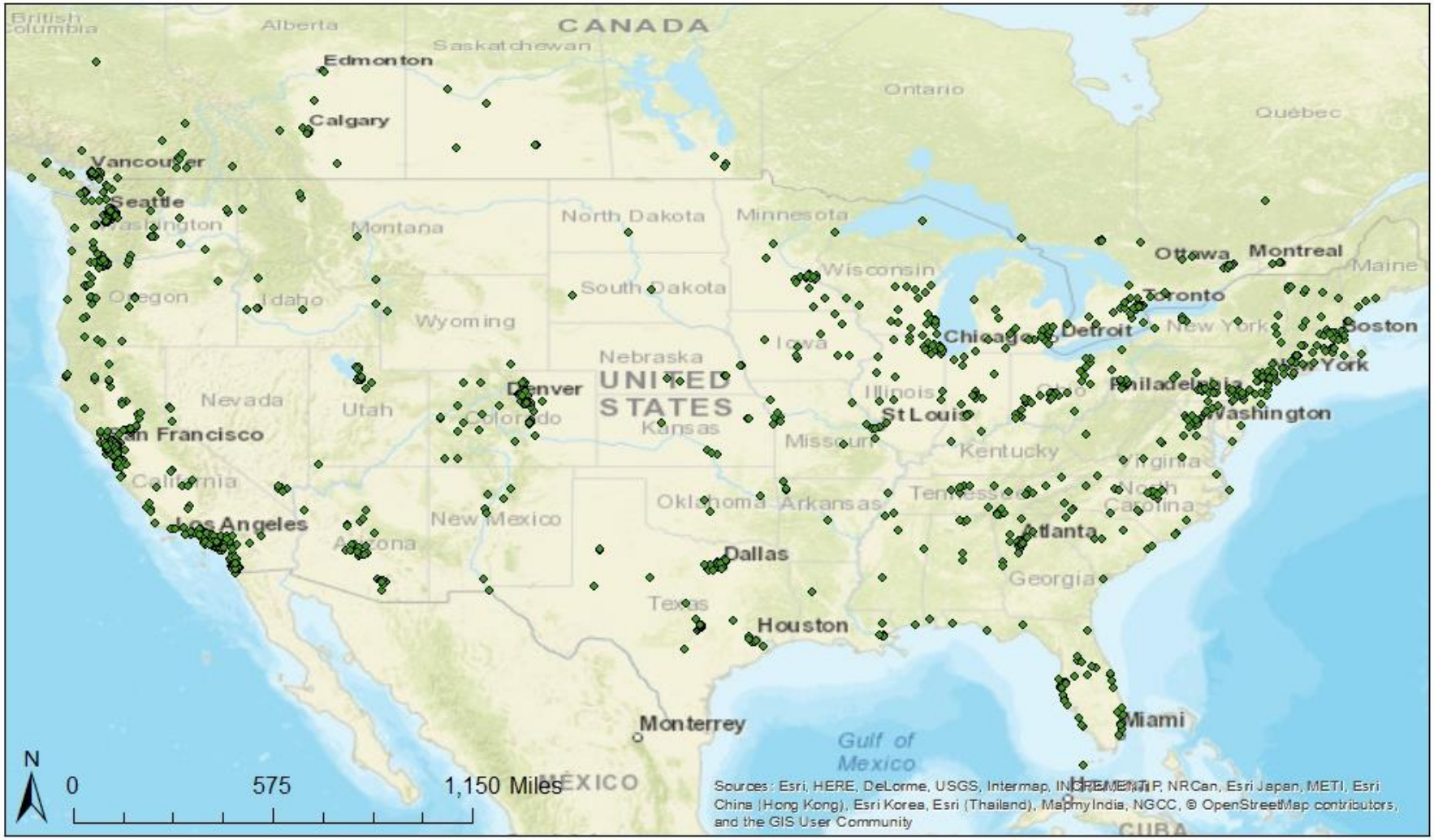
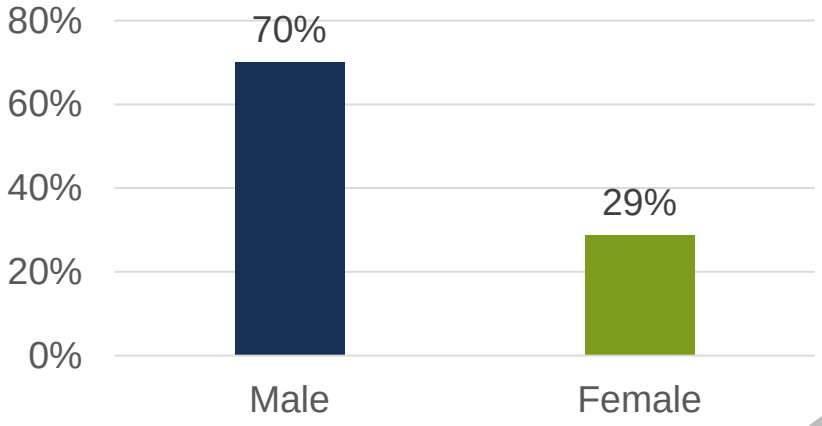
DEMOGRAPHICS & PURCHASING DECISIONS

Geography of survey respondents

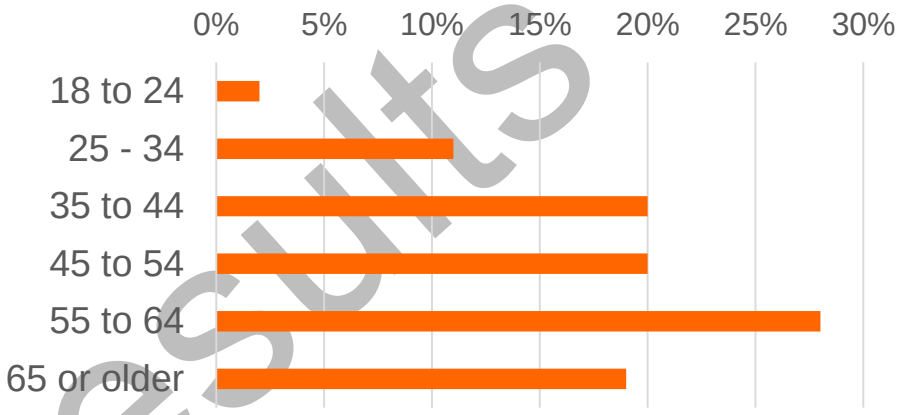


Demographics

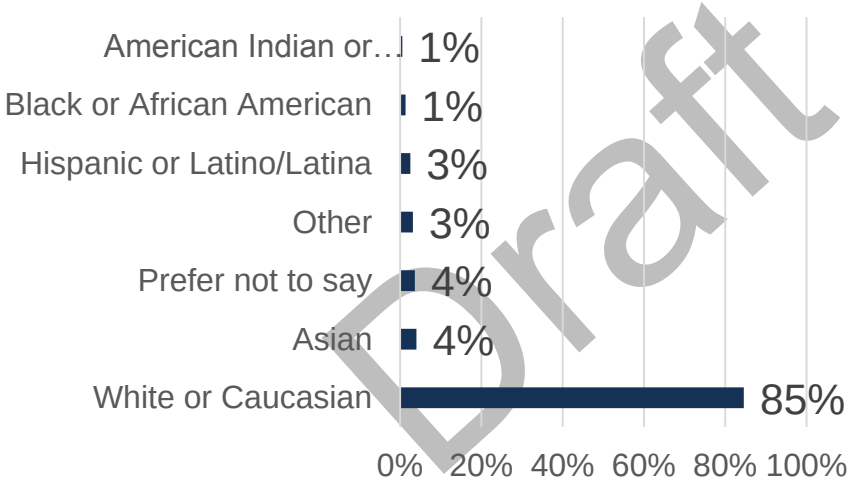
Gender



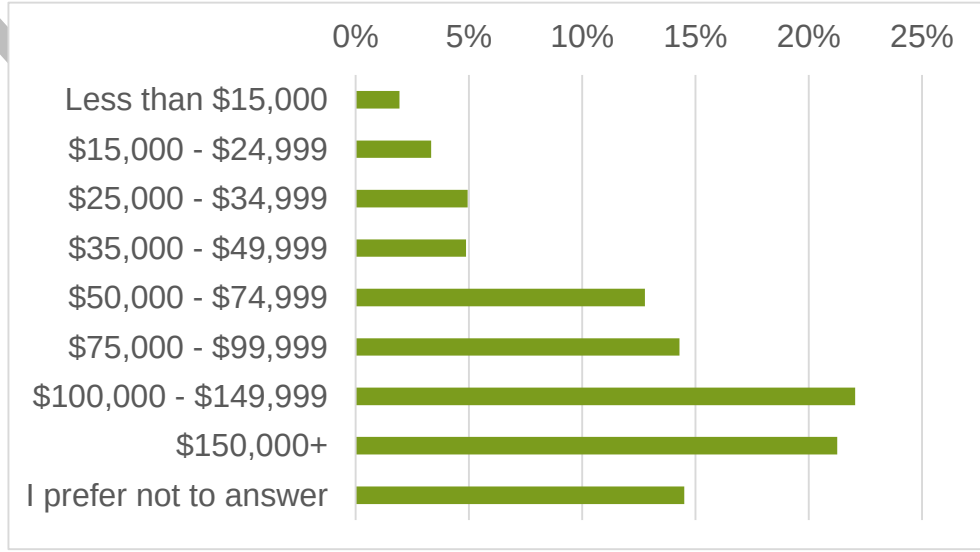
Age



Race



Income



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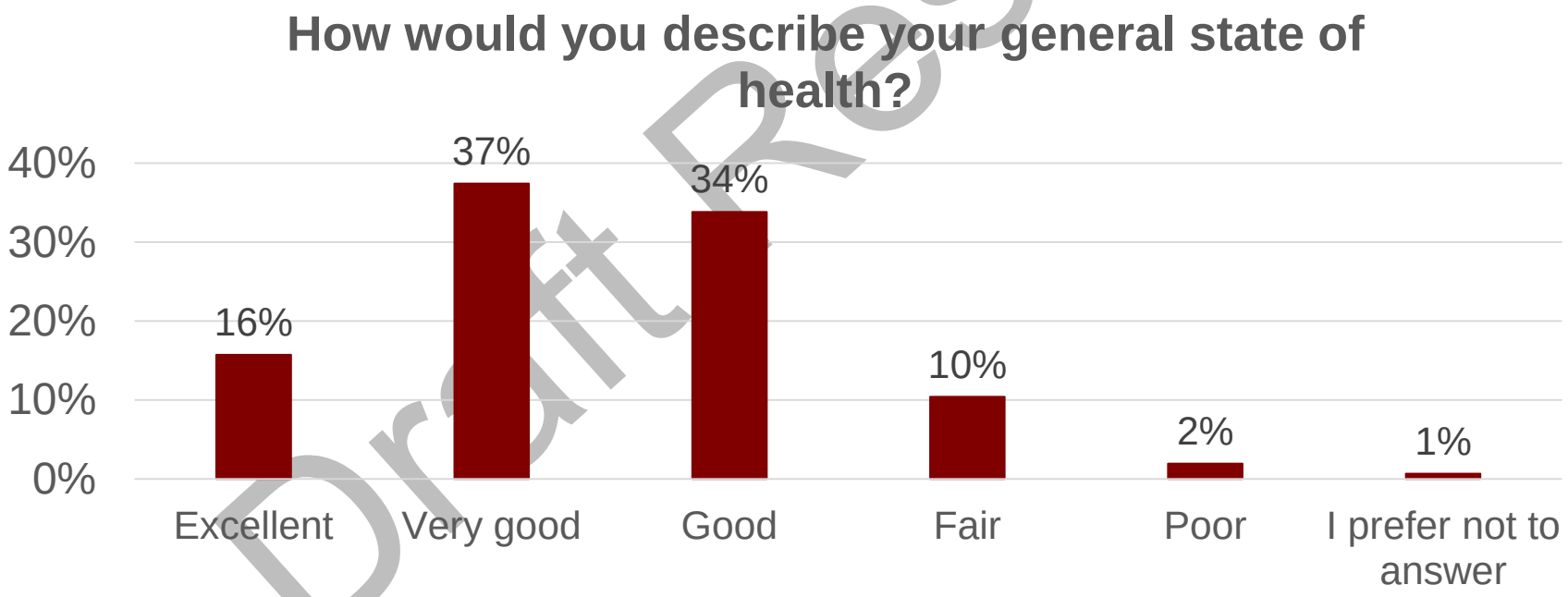
Demographic summary

- 28% indicated that they have a physical condition that makes riding a standard bike difficult (n=1502)
- 93% did cycle as an adult with a standard bicycle



n=1501

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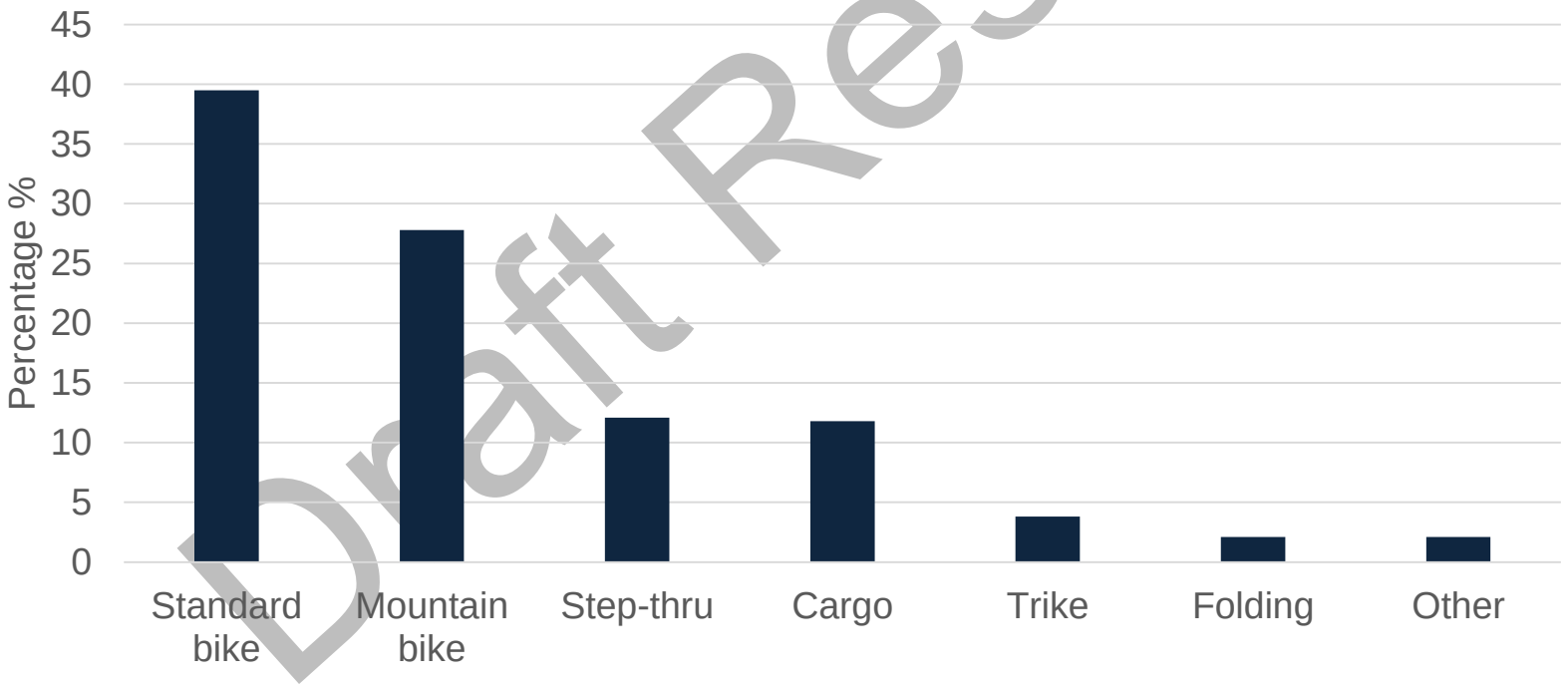
Purchase Decisions

**80% purchased an e-bike,
while 20% converted a standard bike to electric-assist.
Of the converted bicycles, 60% were newly purchased.**

What type of e-bike did you have?



n=1790

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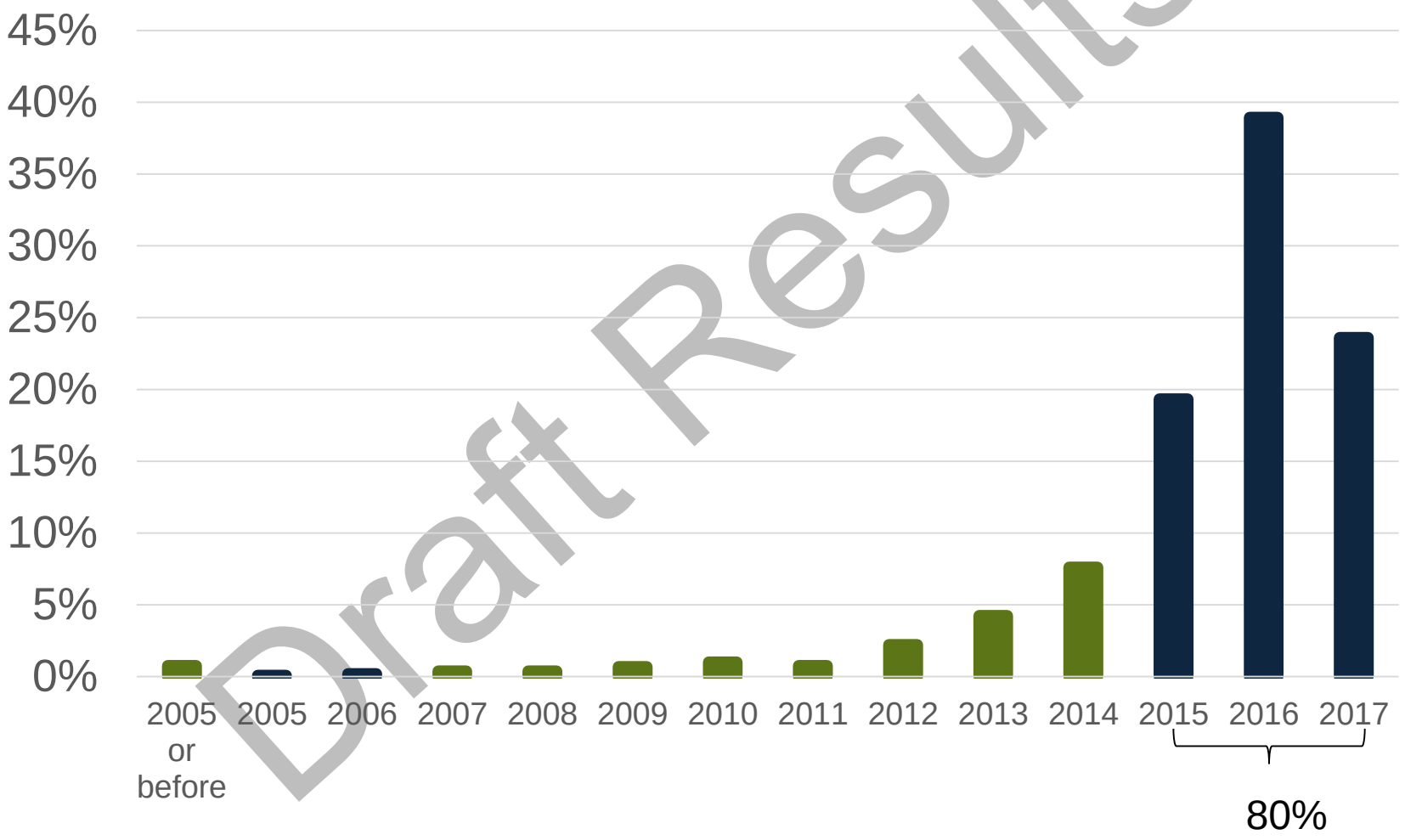
In which year did you purchase your e-bike/conversion kit?



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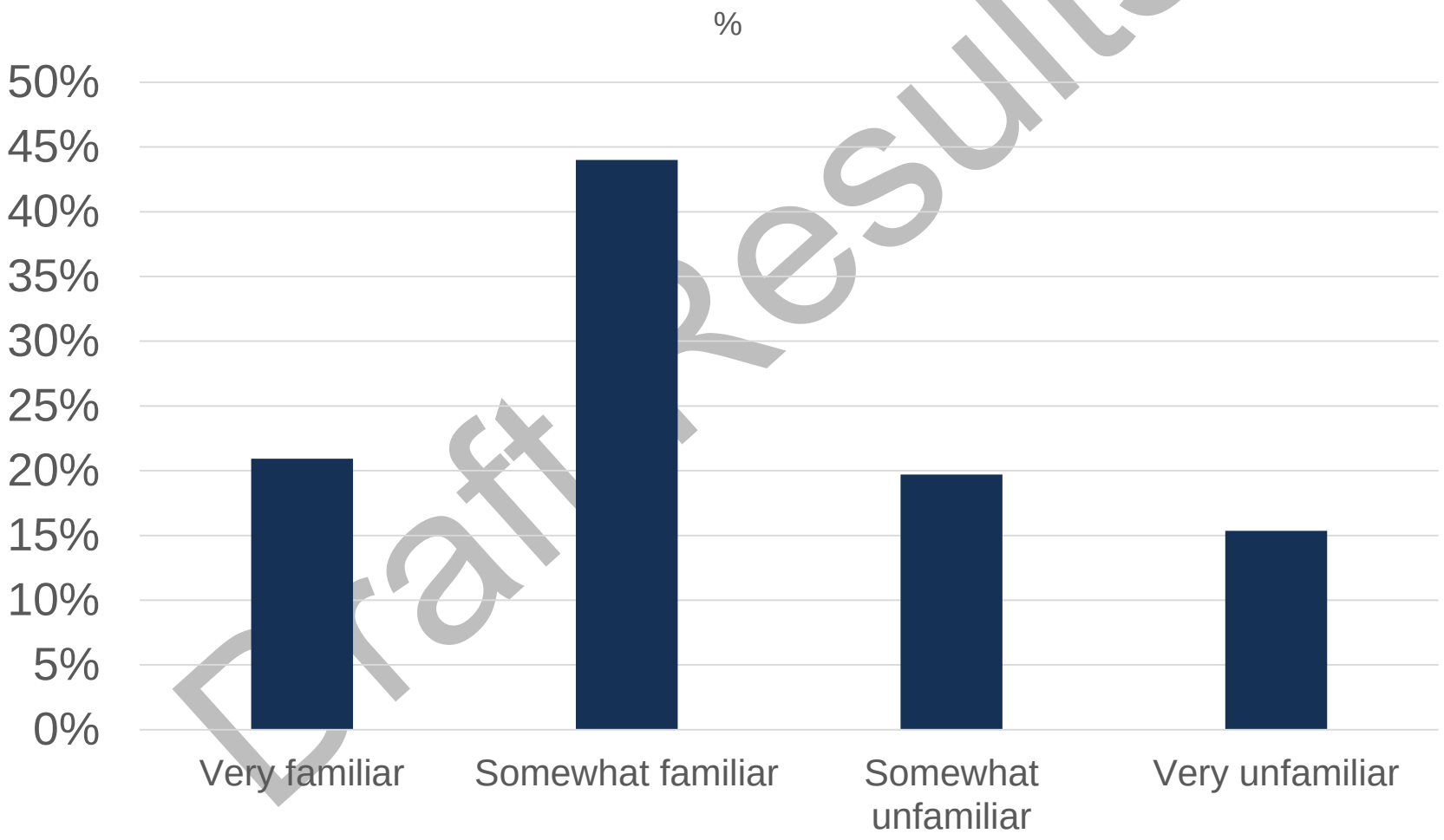
How familiar were you with e-bikes before you purchased yours?



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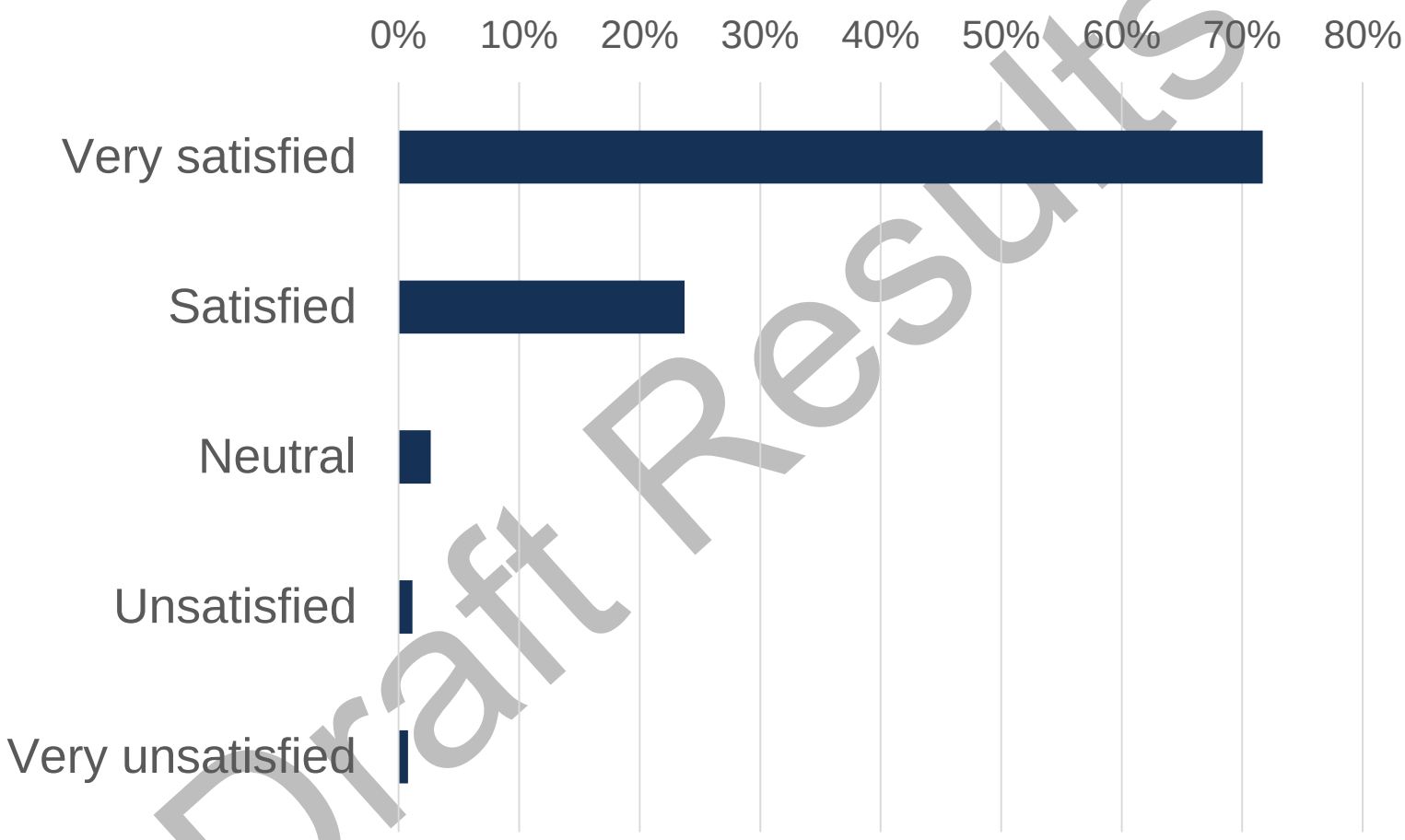
How satisfied are you with your e-bike?



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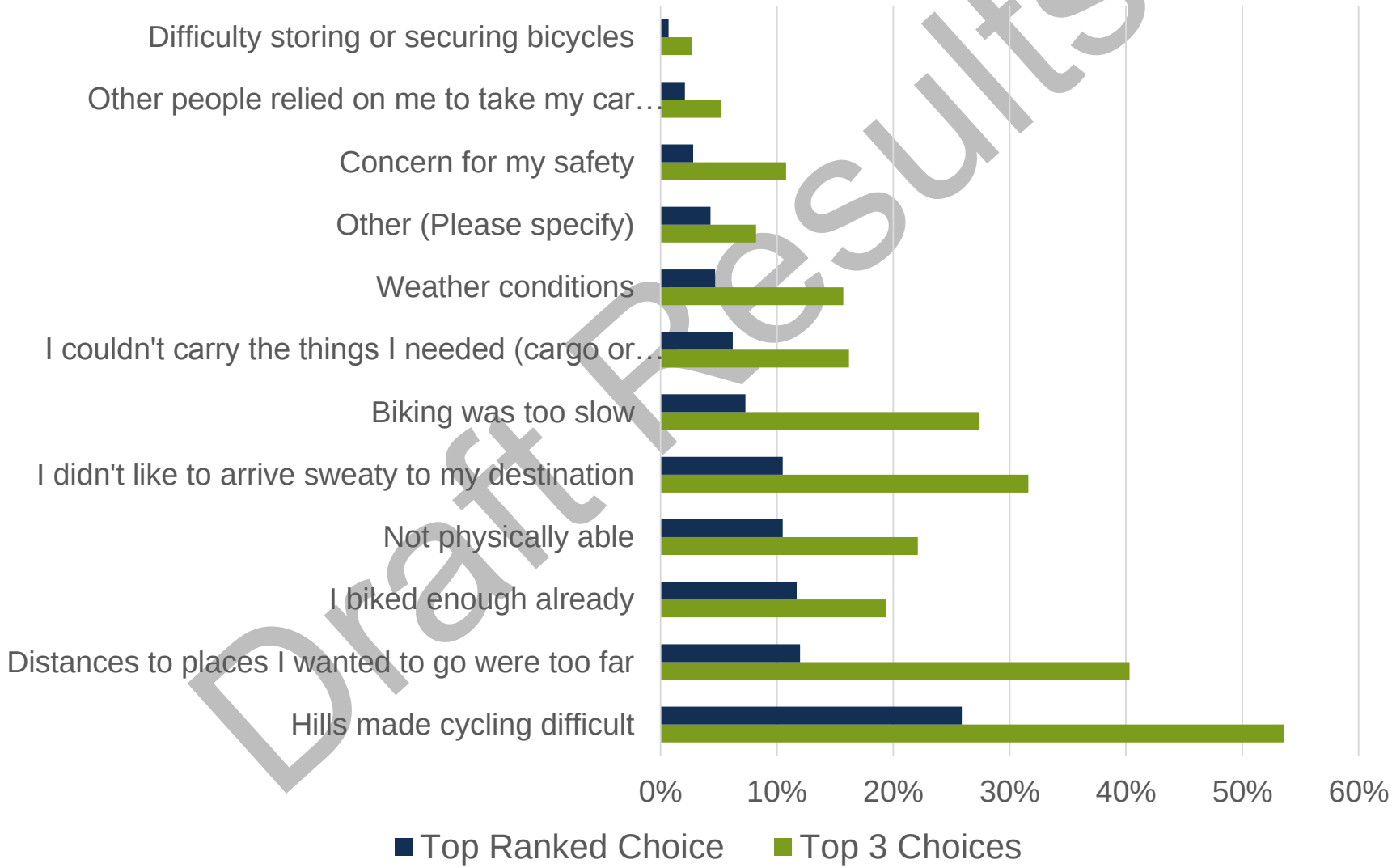
E-BIKE USE

Barriers that Limited Cycling Before Purchasing an E-bike



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Motivations for Purchasing an E-bike

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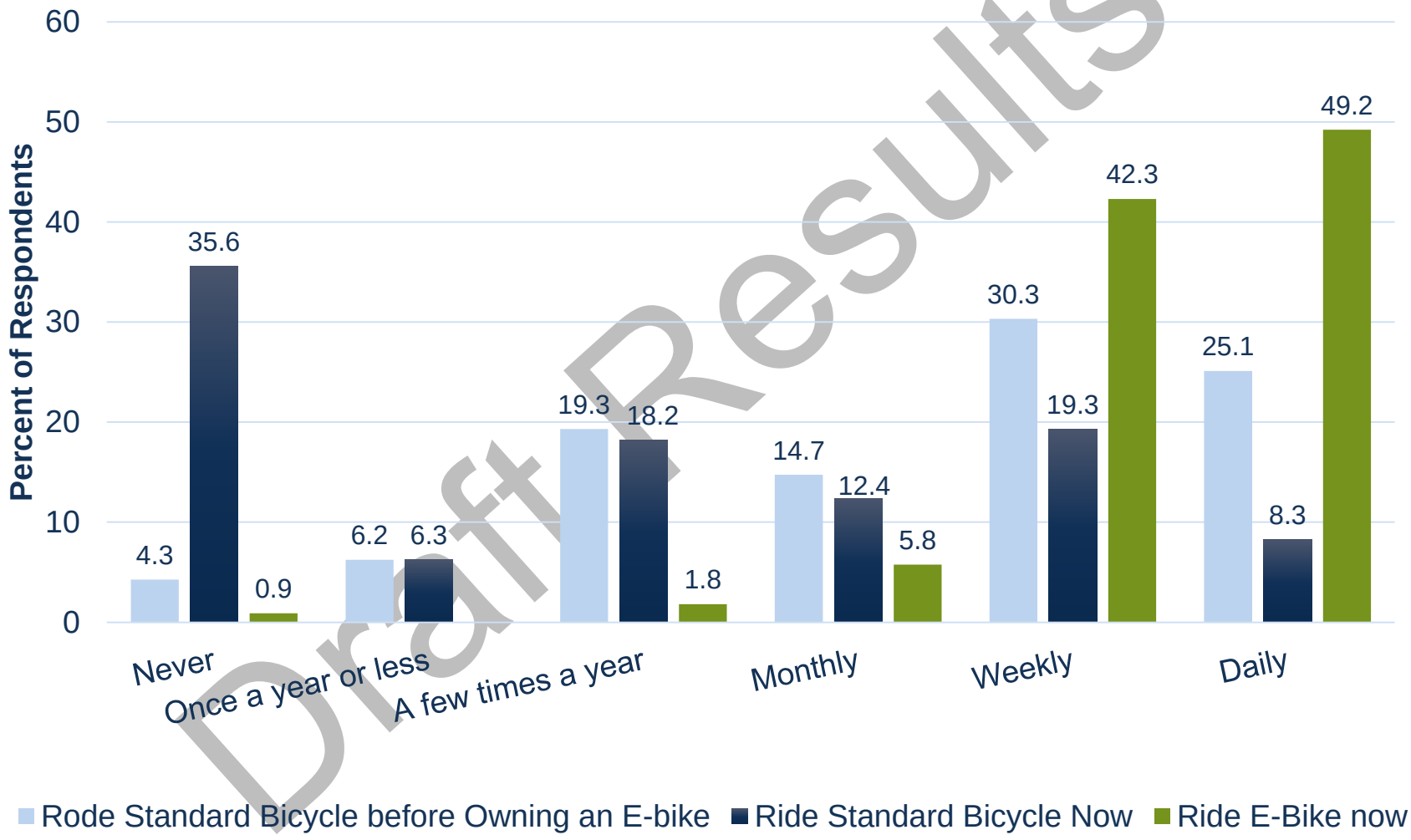
Bike Ridership Rates



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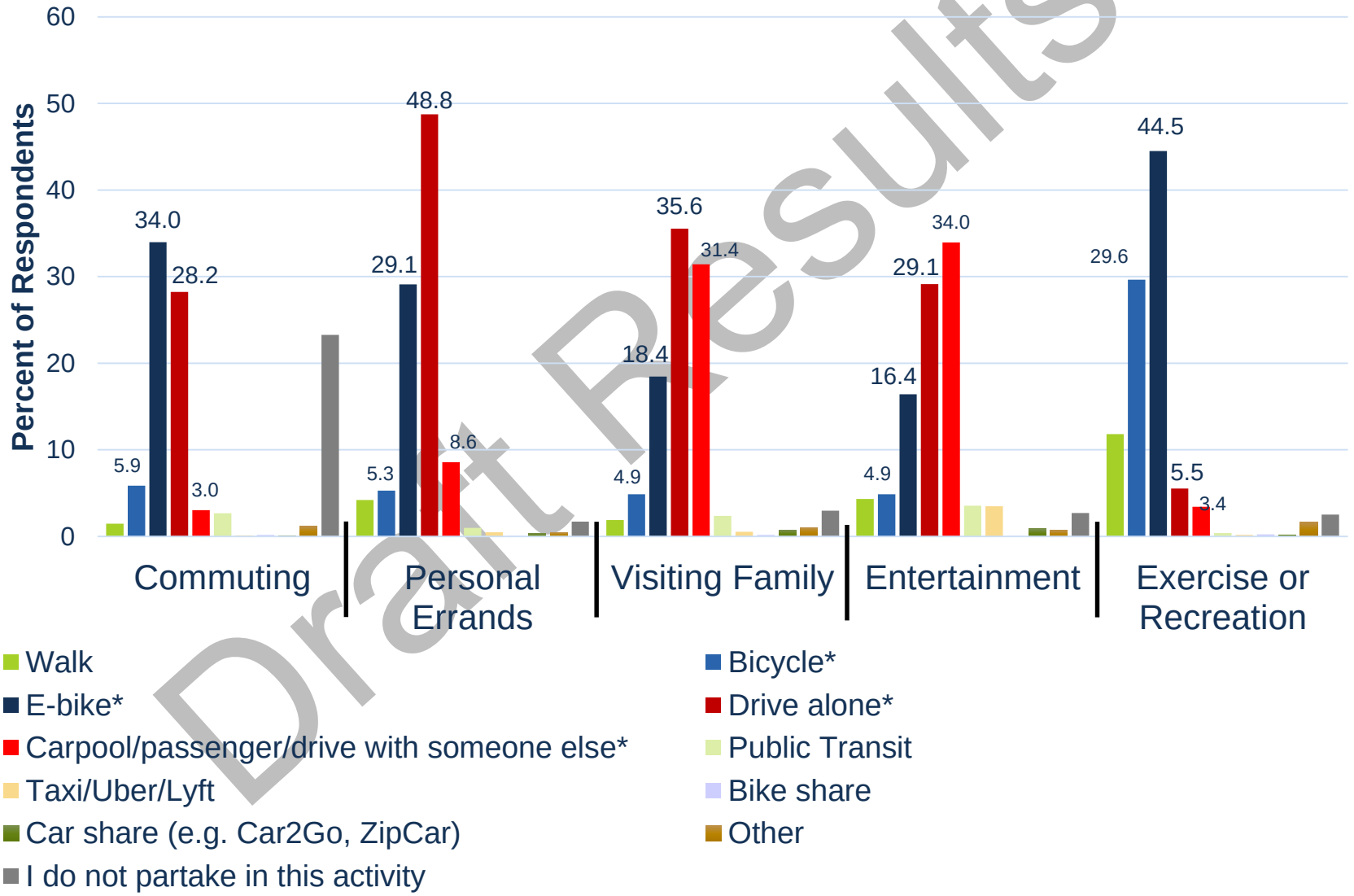
Mode Used for Various Trip Types Made by Respondents



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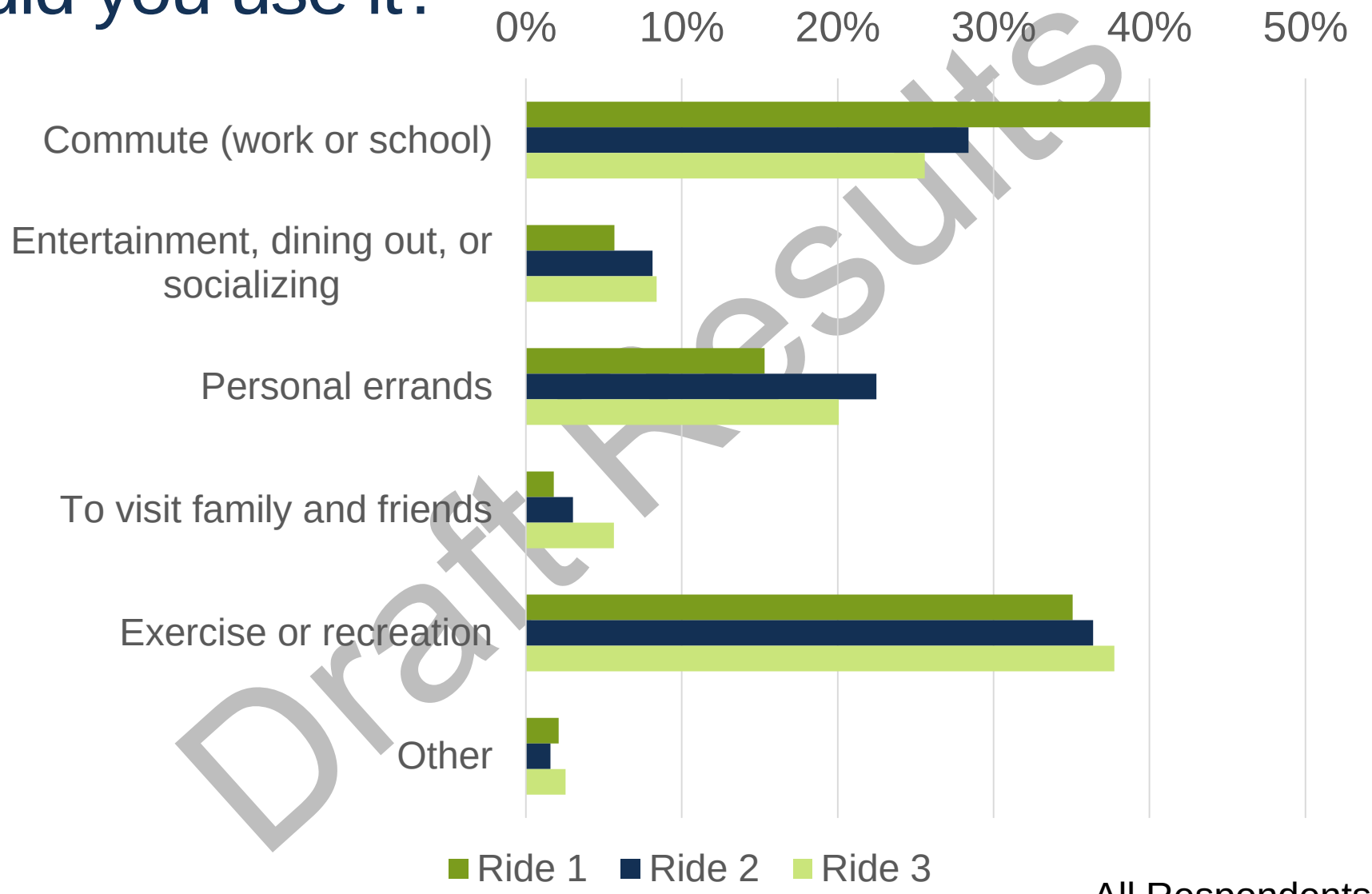
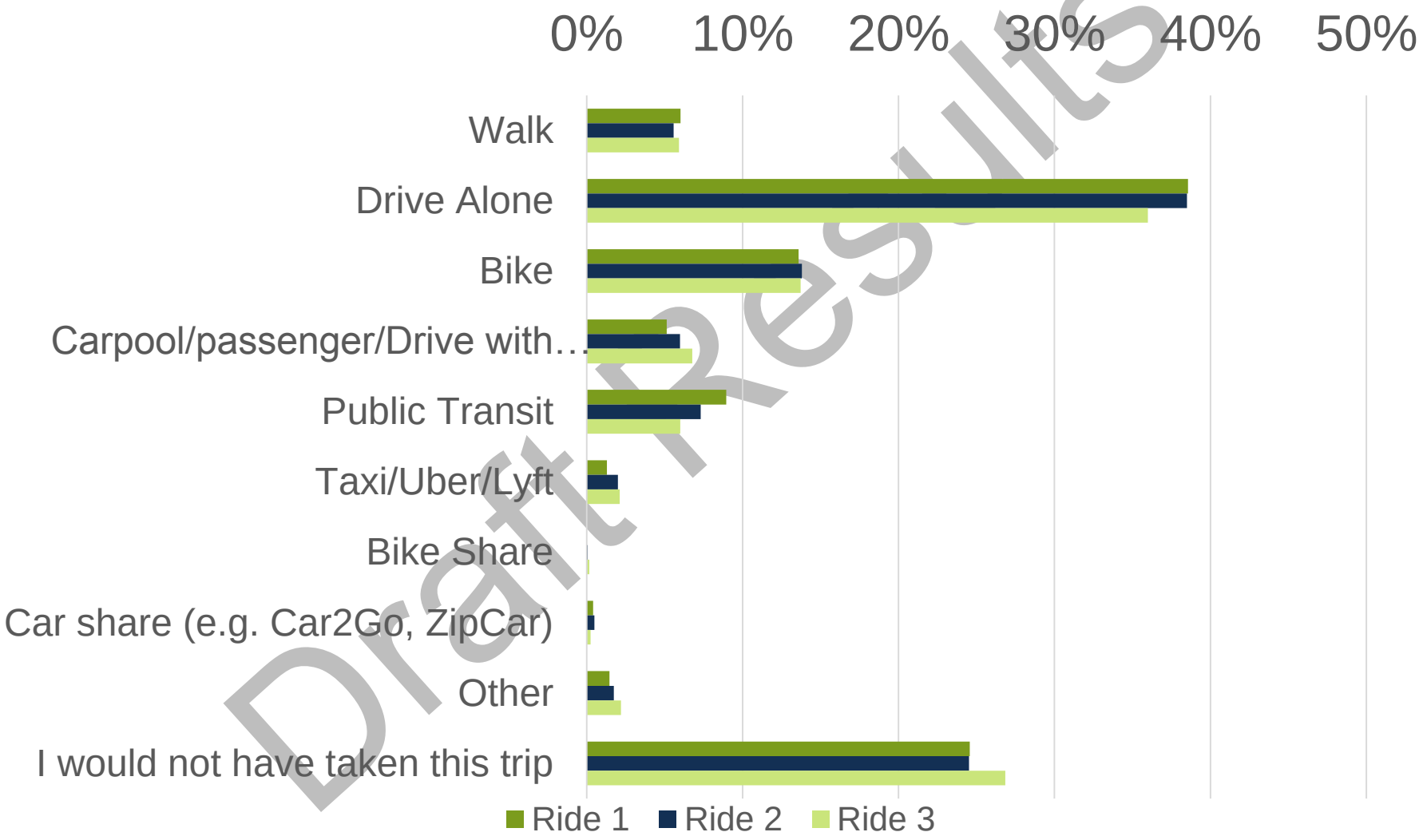
Last three times you used an e-bike…how did you use it?



Draft Results

All Respondents

Last three times you used an e-bike...how would have you gotten there instead



Draft Results

All Respondents

If They Didn't Have an E-bike: Trips Replaced by E-bike

	Percent of Trips by Mode that Would Have Been Used Instead of E-bike			
	Active Transportation and Transit*	**Automobile****	**Would not Have Taken this Trip**	**Other*****
Commute (Work or School)	40	46	1	36
Entertainment	8	9	4	6
Recreation or Exercise	29	9	89	39
Personal Errands	19	30	3	12
Visit Friends/Family	3	5	1	1
Other	1	1	2	6
Number of trips	*1063*	*1778*	*987*	*69*
Mileage/Trip	9	9	14	11

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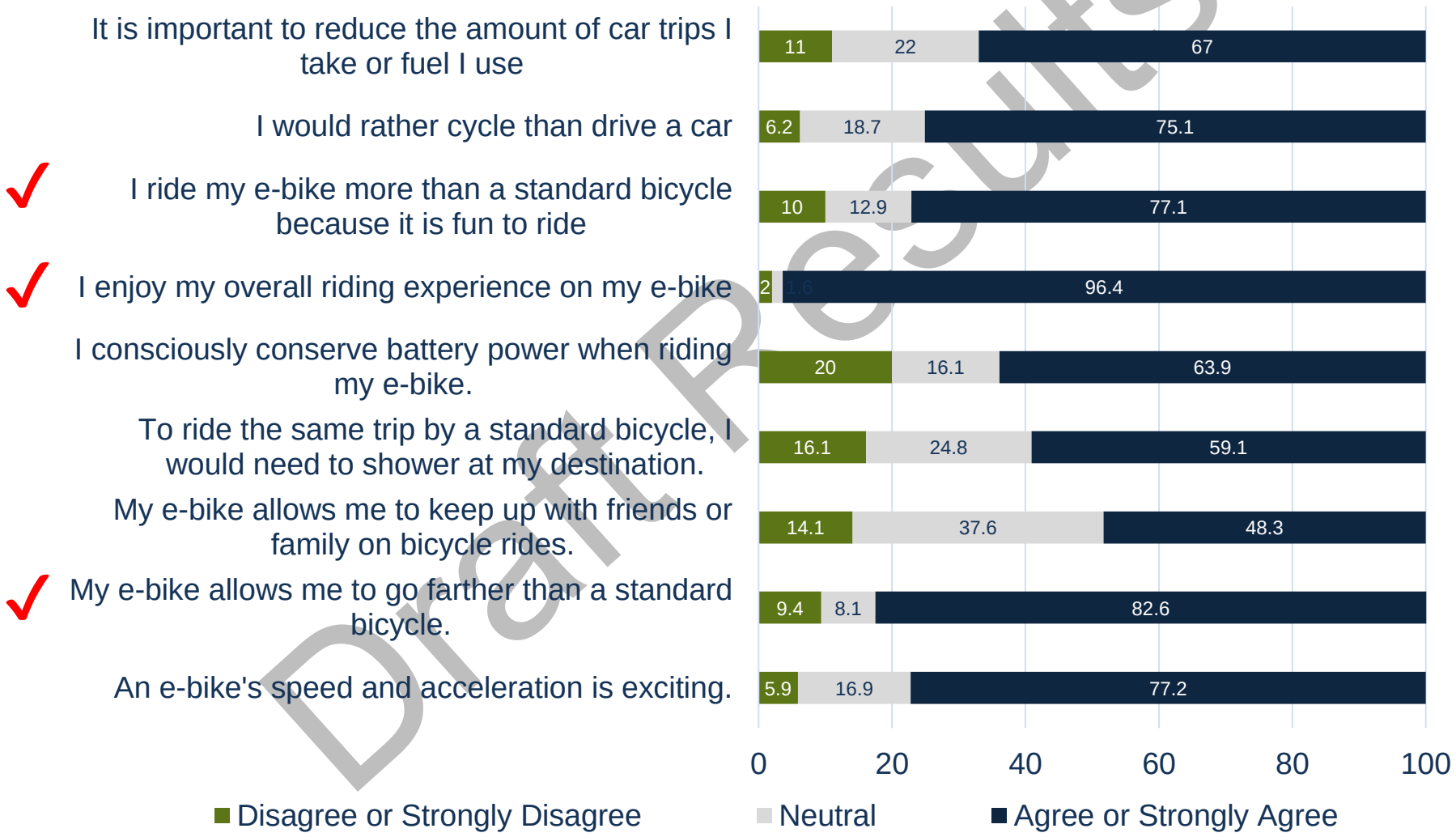
* Includes walk, standard bicycle, and transit
** Includes Drive Alone, Carpool and Taxi
*** Includes Other or not specified

Attitudes of E-bike Users



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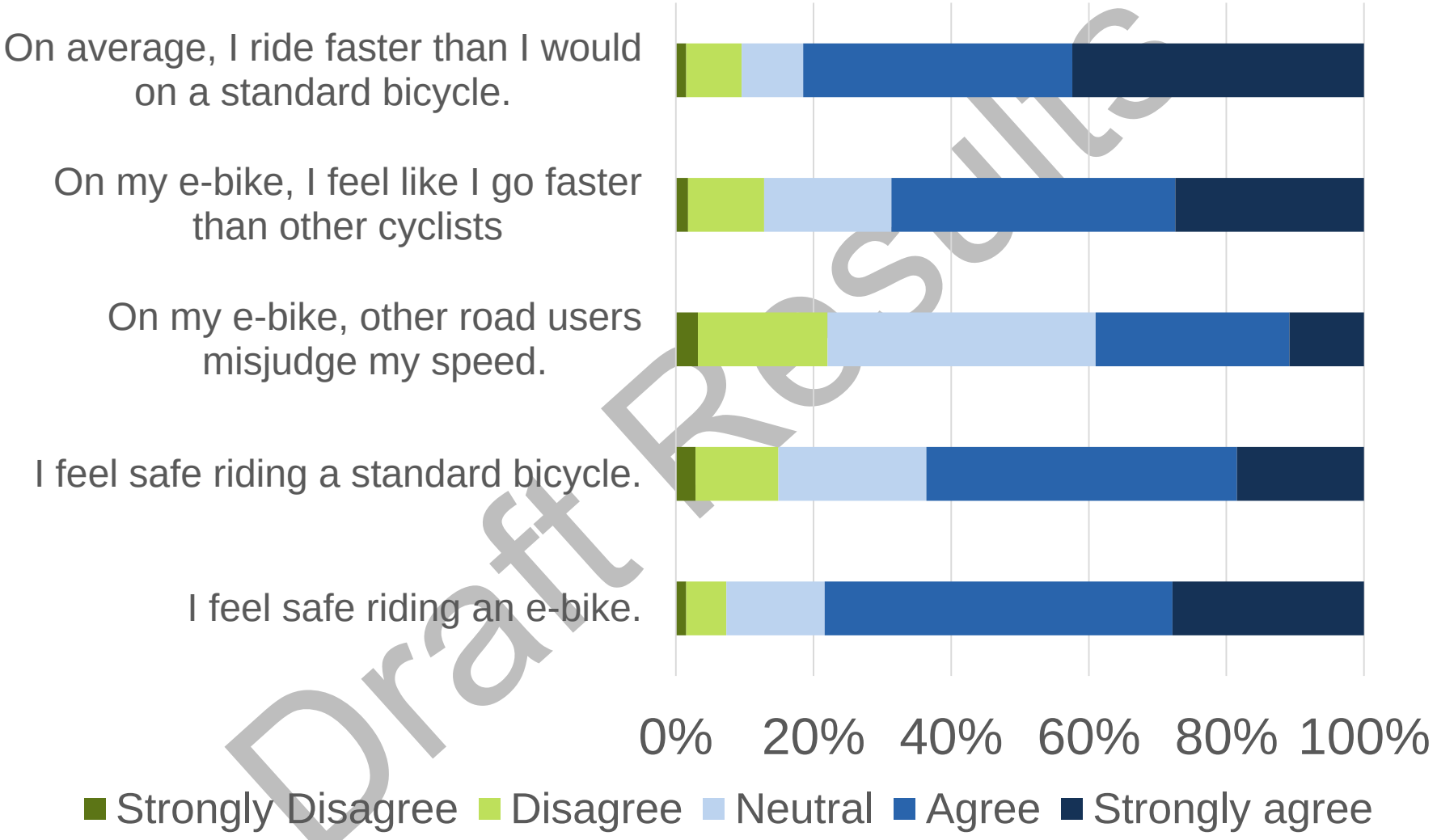
Do you agree with the following statements?

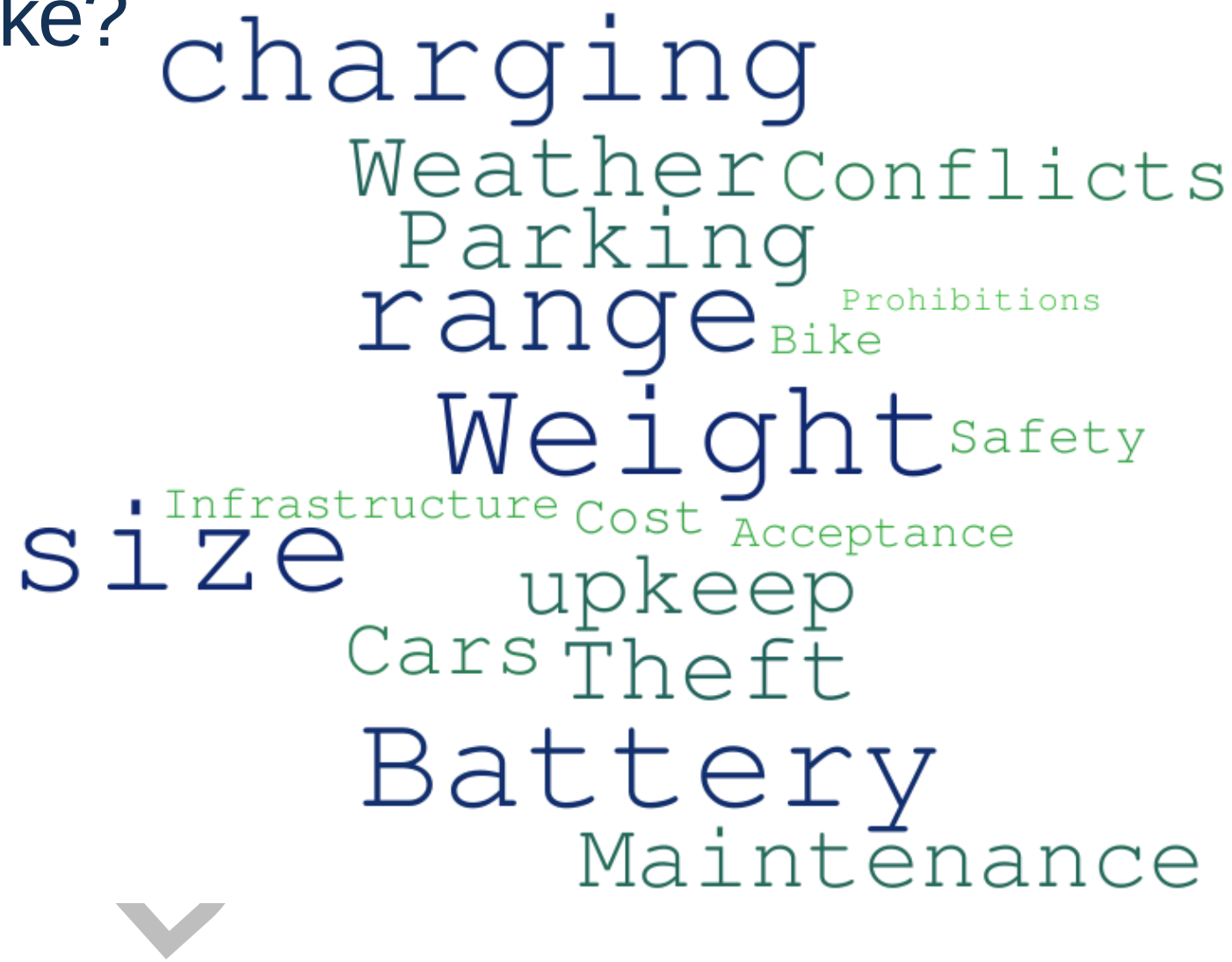


Draft Results

All Respondents

What are the benefits of riding an e-Bike?

What are the issues you have with an e-bike?



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Light Electric Vehicle Education + Research Initiative

LEVER is a consortium of academia, industry, government and non-government organizations aimed to address collective research needs of e-bikes and other LEVs. LEVER is lead by researchers at University of Tennessee and Portland State University

http://LEVresearch.com

Research Thrust Areas:

1. Market and User Behavior
2. Sustainability and Safety System Impacts
3. Health
4. Urban Freight
5. Shared LEVs

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http://LEVresearch.com @LEVresearch

Questions