**“Cycling was never so easy!”**

Analyzing e-bike commuters motives, travel behaviour and experiences using GPS-tracking and interviews

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**Background: e-bike use, growth and diversification**

- Almost 1 in 3 bikes sold in The Netherlands today has some form of electrical assistance.

- E-bikes permit covering longer distances at higher average speeds against reduced physical effort (Fishman & Cherry 2013)

- Despite high use among older people and for recreational purposes, they are increas-
  ingly used by younger retirees, working adults and younger people for commuting,

- There is a potential for e-biking among the younger population: a study of 6
  phase evaluation (KiM, 2016; Plazier et al, 2017) 

- Almost 1 in 3 bikes sold in The Netherlands today has some form of electrical assistance.

- E-bike routes

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**Objectives and research questions**

- Provide further insight in the potential of e-bikes to substitute motorized commuting

1. What were motives for purchasing and starting to use an e-bike?

2. Under what conditions can e-bikes substitute motorized commuting?

3. What role do travel experiences play in the daily commute by e-bike?

**Main findings**

- The majority of participants adopted an e-bike following changes in the home or work environments. Some changes prompted participants to reconsider previous commuting habits.

- E-bike adoption mostly occurred as a key event. Changes were often related to the purchase of new e-bikes, or the increased use of e-bikes. These changes were often associated with increased usage or reduced use of other modes of transport.

- Key event: E-biking to work took longer than taking car or public transport.

- Composting by e-bike balanced the pro’s and cons of regular cycling.

- E-bike use was lower when more activities were combined and in more direct ones.

- Electric assistance provided flexibility in route choice.

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**Conclusions**

- E-biking manifests itself as an appealing alternative to motorized commuting for those for which conventional cycling is not a realistic option.

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**Data and methods**

- N = 24 e-bike commuters (M= 45, SD = 9.3)

- Participants formerly commuted by car or public transport, and had recently adopted an e-bike. They still used e-bike, car and public transport interchangeably.

- Phase 1: 14-day GPS tracking of all outdoor movements. Phase 2: follow-up in-depth interviews

- GPS-data formed the input for follow-up in-depth interviews, transcripts were used to complement and validate GPS-data

- Complementing and contrasting results permits a “multi-layered understanding” (Mei-
  jering & Wettkamp, 2016)

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**Past, current and future research**

- The authors of this post previously studied e-bike use among the younger popula-
  tion, see Plazier et al, 2017. "E-bike use among the younger population, a study among Dutch students'" Travel Behaviour and Society 8

- The project presented here is under review with an international academic journal

- Current and future research explores the contribution of e-bikes to mobility in daily life of rural residents. This study is conducted with Province Groningen and Gemeente Eemsmond.

- For more, visit www.researchgate.net/profile/Paul_Plazier