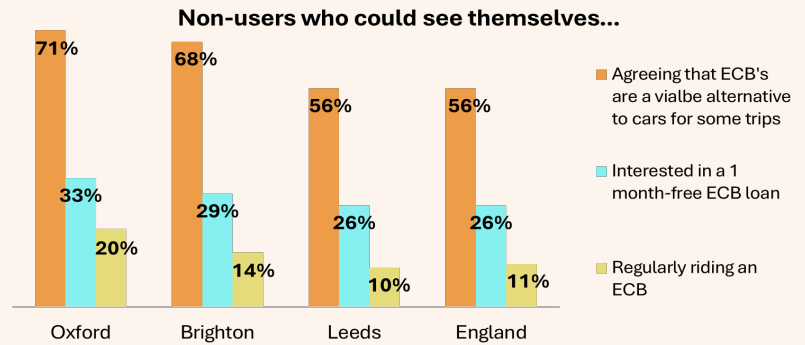


E-Cargo Bike Research: A Short Summary of Overall Findings

The [Elevate project](#)ⁱ lent **e-cargo bikes**ⁱⁱ to **49 households** in **Leeds, Oxford** and **Brighton**ⁱⁱⁱ for a **month** during **summer 2023**; **11** of these **households** also borrowed an ECB for **3-6 months** during **winter 2023/4**. [Elevate](#) also commissioned an online (national) survey run by YouGov in spring 2023. This note contains findings from our survey, trials, and [overview paper](#) (under peer review).

Survey Findings:

Our YouGov survey of **2,000 adults in England**, along with comparable surveys conducted in the trial cities, revealed the following:



Trial Findings:

Compared to the English population, our e-cargo bike trial participants were more likely to:

...be **cyclists**

... have **children**

...be **degree educated**

...**own and drive more cars**

...be **white** and $\frac{2}{3}$ **aged 35-49**

... live in **wealthy households**(£50k+)

Regarding trip purpose and passenger use, we found:

...around **50%** of use involved a **passenger**

... **>60%** of trips were used for **escorting children, shopping commuting & entertainment**

... **11%** of trips were **multi-functional**
e.g. commutes + school run

Focusing on usage patterns and distance, we found:

... households used the ECBs on average **3 days per week** or for **5 trips per week**

... participants cycled **36-42km (avg) per household per week**, totalling **~8,000km** over the trials

... **98%** of trips were **under 25km**



... participants **replaced car use** for **55%** of those kms

Post-Trial findings:

One year post-summer trials, we found:

... **37%** of households **increased adult cycle ownership**

...**5** more households (10%) owned **e-bikes**

...**10** households (20%) bought **ECBs**

...**1** household got rid of a **second car**

... **65%** of households said they were **more likely** to buy an ECB

... **67%** stated **cost** was **crucial** in a purchase decision

Trial participants identified policy-relevant barriers to ECB adoption/use including:

High purchase price

Negative perceptions of battery safety^{iv}



Fears of theft, traffic, and bad weather

Lack of appropriate infrastructure (parking, storage, accessible cycle-paths)

ⁱ funded by Engineering and Physical Science Research Council grant UKRI EP/S030700/1.

ⁱⁱ Leeds: 2 Raleigh Strides, 1 Benno Boost, 1 Tern GSD, 1 Pegedo Cargo. Oxford: 4 Gazelle Makki Loads. Brighton: 4 Riese & Müller Multitinkers

ⁱⁱⁱ Specifically in Guiseley, Yeadon, Menston, Otley and Cookridge (Leeds), Kennington and Radley (Oxford), Preston Park and Hove Park (Brighton)

^{iv} Trial bikes had high quality Bosch batteries, but trial participants were concerned about the issue for future purchases, given increasing media focus on the topic