Financial incentive for purchasing an E-Bike

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Segolene Royal, Minister for Ecology and Sustainable Development, 2014-2017
311 3373
44 114 respondents
Distribution of the first 30,000 respondents
Women (47%)  
Men (53%)
Social groups

- Skilled Agricultural, Forestry workers: 47%
- Craft and Related Trade Workers: 19%
- Manager and Professionals: 16%
- Technicians and Associates Professionnals: 6%
- Service and Sale Workers: 3%
- Elementary Occupations: 4%
- Pensioniers: 4%
- No professionnal occupation: 1%
Distribution by age group

- Age 25 or less: 68%
- 26-35: 8%
- 36-45: 3%
- 46-55: 20%
- Age 56 or more: 1%
What kind of trips did you buy this pedelec for?

- Commuting
- Business trips
- Leisure
- Sports (including mountain bike)
- Transporting children
- Shopping

POURCENTAGE

Chart showing the percentage of trips for different purposes: Commuting (50% Others, 50% Pensioniers), Business trips (10% Others, 10% Pensioniers), Leisure (80% Others, 20% Pensioniers), Sports (30% Others, 70% Pensioniers), Transporting children (20% Others, 80% Pensioniers), Shopping (30% Others, 70% Pensioniers).
What mode of transports did you use for the trips you are now doing by E-Bike?

- **Car alone**: 55%
- **Car passenger**: 11%
- **Personnal bike**: 3%
- **Public bike**: 3%
- **Another E-Bike**: 3%
- **Motorised-2-wheeler**: 3%
- **Public transports**: 21%
- **Walking**: 3%
- **I didn't do these trips till now**: 1%
Car as previous mode – Why E-Bike?

- Economic reasons
- Difficulty to park a car
- Physical activity
- Ecological reasons
- To be faster
Bicycle as previous mode: why E-Bike?

- To be less tired
- To avoid sweating
- To be faster
- To do longer trips

- **Pensioniers**
- **Others**
How much for an E-Bike?
How did you find out the existence of this incentive?

- Medias: 37%
- Cycling advocacy: 14%
- Bicycle shop: 45%
- Word of mouth: 3%
- Other: 1%
Thank you

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