

# e-Radl

Pedelecs as the key to sustainable change  
in mobility habits



# The idea behind **the project**

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Mobility behaviour is strongly influenced by **habits**

**Key moments** are of particular importance in the change of mobility routines

**Our core question:** Can a low-threshold test opportunity of pedelecs lead to a long-term change in mobility behavior?

# The process

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## Preparation of the trial campaign

- Designed as a **twelve-week test phase** in four municipalities in the federal state Burgenland.
- **Bike dealers** were responsible for handing over and taking back the pedelecs on site.

## Implementation of the trial campaign

- We used the “**voluntary sampling**” approach: everyone in the target region had the opportunity to sign up for the campaign.
- Trials were always available in **two-week blocks** during the campaign period. Participants could specify their preferred period and then test their pedelec for two weeks **free of charge**.

## Scientific monitoring

- **Evaluation** of the change in behaviour of the participants with the help of three online surveys
- The survey was mandatory at the time of registration and then voluntary again two weeks after the trial and again about four months later to identify long-term effects (83,5 % completed at least two surveys and 69 % three).

# Some impressions of the **pedelec** handover



# Outcomes of e-Radl

**98 participants** in total, with 67 % being male and 33 % female.

**58 %** of the respondents stated that they had used a **car as a driver (almost) every day** before the trial.

The results show that the **pedelec** was used especially for **the way to work** (almost daily by 24 % of participants).

They also show that after a trial, many more people now **directly associate the pedelec with different travel purposes**.

Especially people who already had a **latent interest in buying a pedelec** actually decided to buy one after their trial (in total **18 out of 67 people** in the final survey already had bought one since their trial).

# Contact

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