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Electric Bike Survey Seeks to Better Understand \$23 Billion Industry

By some estimates, the global electric bicycle market could soon reach \$23 billion. While ebike riders in Asia and Europe often use electric bikes for transportation the market could be different in the United States.

For example, preliminary results of an electric bike survey indicate that a majority of ebike owners in the United States may be over 55 years old. These relatively older riders may be using electric bikes for recreation, to stay active, or to get back in shape.

This could be good news. There are strong indications that riding an electric bike improves health (<https://www.evelo.com/blog/electric-bikes-may-help-baby-boomers-stay-active/>) and that riding a bike or electric bike can improve brain function (<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0211779>).

To better understand why American consumers are interested in electric bikes, EVELO Electric Bicycles is conducting a survey of folks who either own an electric bike or are interested in owning an electric bike.

The brief survey is intended to be the first in a series of electric bike surveys.

“Our goal is to understand what things are important to riders,” said EVELO’s director of marketing, Andrey Milyan. “This is not just for EVELO, rather our plan is to share the survey results so that city planners, program directors at national parks, and other leaders can understand how important electric bikes are and, perhaps, invest in infrastructure accordingly.”

“For example, would it be a boon for rails-to-trails programs if we knew a significant number of older Americans wanted to ride electric bikes in order to stay fit, live longer, and remain sharp,” said Milyan.

“Or what if we learn that there are a lot of Americans who want to use an electric bike to commute to work or school, but they are held back by a lack of bike lanes and similar infrastructure?”

The EVELO electric bike survey will remain open until March 15, 2019. Until that time anyone who owns an electric bike or who is seriously planning to purchase an electric bike may complete the survey at <https://www.surveymonkey.com/r/3DP9ZNN>.

Those who do complete the survey will be entered for a chance to win a \$50 Amazon gift card.

ABOUT EVELO ELECTRIC BIKES. EVELO (<https://evelo.com>) was founded in 2011 and is one of the first U.S.-based electric bike companies. EVELO also offers an industry-leading 4-year/20,000-mile warranty on its full line of technically advanced electric bikes.