

Lime usage patterns in Camden

July, 2024

Summary

Starting in spring 2024, Lime began sending a survey to e-bike riders in Camden to gain a better understanding of usage patterns and gather robust mode shift data. 500 riders have now completed the survey, providing a strong dataset and providing greater understanding of e-bike users in the borough, their usage habits and which transport modes micromobility is helping residents to move away from and replace with green, carbon-free transport options.

Trip Purpose

In Camden, the most common trip purpose is a commute - over one third of Lime trips are to or from work or education. The next most frequent trip purposes are to fulfill personal errands (29%) and to reach a leisure activity (20%). A smaller fraction of trips are for "joy-rides" for fun (12%).

Camden's trip purpose patterns mostly align with overall London patterns, with the only major exceptions being personal errands (higher in Camden compared to London-wide) and leisure activity (lower in Camden compared to London-wide).

Trip Purpose	Camden	London
To / from work or education	35%	37%
Personal errands (e.g. bank, shopping, healthcare)	29%	18%
To / from leisure activity (e.g. food, drink, film, sport)	20%	28%
Just for fun	12%	11%
Other	4%	7%

Mode Shift

7% of Lime trips replace a motor vehicle trip. Mode shift away from cars, as well as from buses and tube/rail, is higher in London boroughs with flexible and preferred parking rules for micromobility and shared e-bikes (including boroughs that allow bike racks to supplement a parking bay network)/

Mode substituted	Camden	London
Bus	17%	21%
Tube / rail	17%	18%
Cycling	14%	9%
Taxi / minicab	5%	6%
Car (driver or passenger)	2%	4%
I would not have made this trip	2%	4%
Other	2%	2%

Transport Connectivity

In Camden, 39% of Lime trips are ‘first mile’ or ‘last mile trips’, connecting users to or from public transport, while the remaining 61% of trips were made solely with Lime. This is consistent with users across London as a whole, with 43% of Lime trips connecting to or from public transport.