

# Barclays Cycle Hire customer satisfaction and usage survey: Members Only: Wave 9 (Quarter 3 2014/15)



Barclays Cycle Hire customer satisfaction and usage survey

# Contents

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1

Key findings

---

2

Key measure: satisfaction with the last trip

---

3

Key measure: advocacy

---

4

Pricing, value for money and likelihood to renew

---

5

Customer experience: information and registration

---

---

6

Customer experience: docking stations and bicycles

---

7

Communication with BCH

---

8

Attitudes and behaviours

---

9

Appendix – Method & Background

---

10

Appendix – Other scores and demographics

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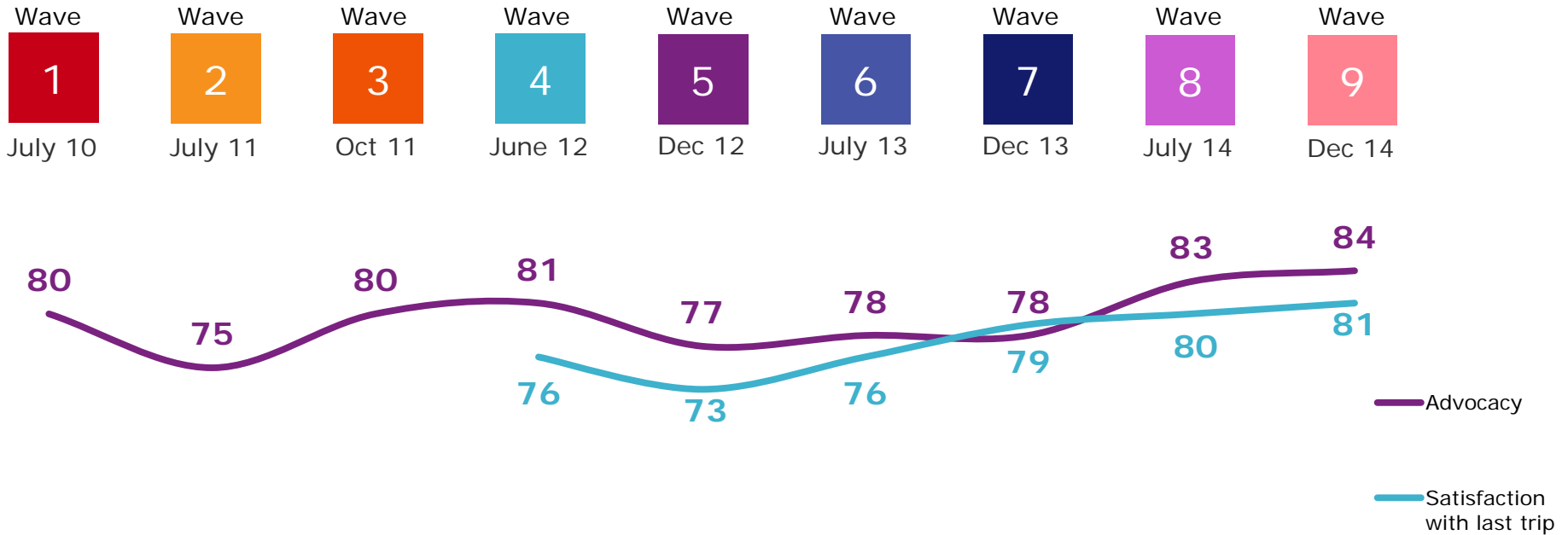


# 1

## Key findings



**Satisfaction with last trip** has improved over the last wave to achieve a new peak score. This trend is also reflected in **advocacy**.



↑  
Novelty factor of the scheme results in high initial satisfaction

↓  
Decline in satisfaction as 'novelty factor' wears off and tolerance of initial teething problems declines

↑  
Stable scores show that remedial action to improve the BCH experience is taking effect

↓  
Decline in advocacy, though less steep than between waves 1 and 2, and some touchpoints have improved

↑  
Large increase in advocacy and satisfaction with last trip remains stable

↑  
Highest ever level of advocacy and satisfaction with last trip



QA2. How likely would you be to recommend Barclays Cycle Hire to friends or family? QJ7b. How satisfied are you with the overall experience of using Barclays Cycle Hire for this particular trip?

Base (all members): W9: 2801



# Headlines

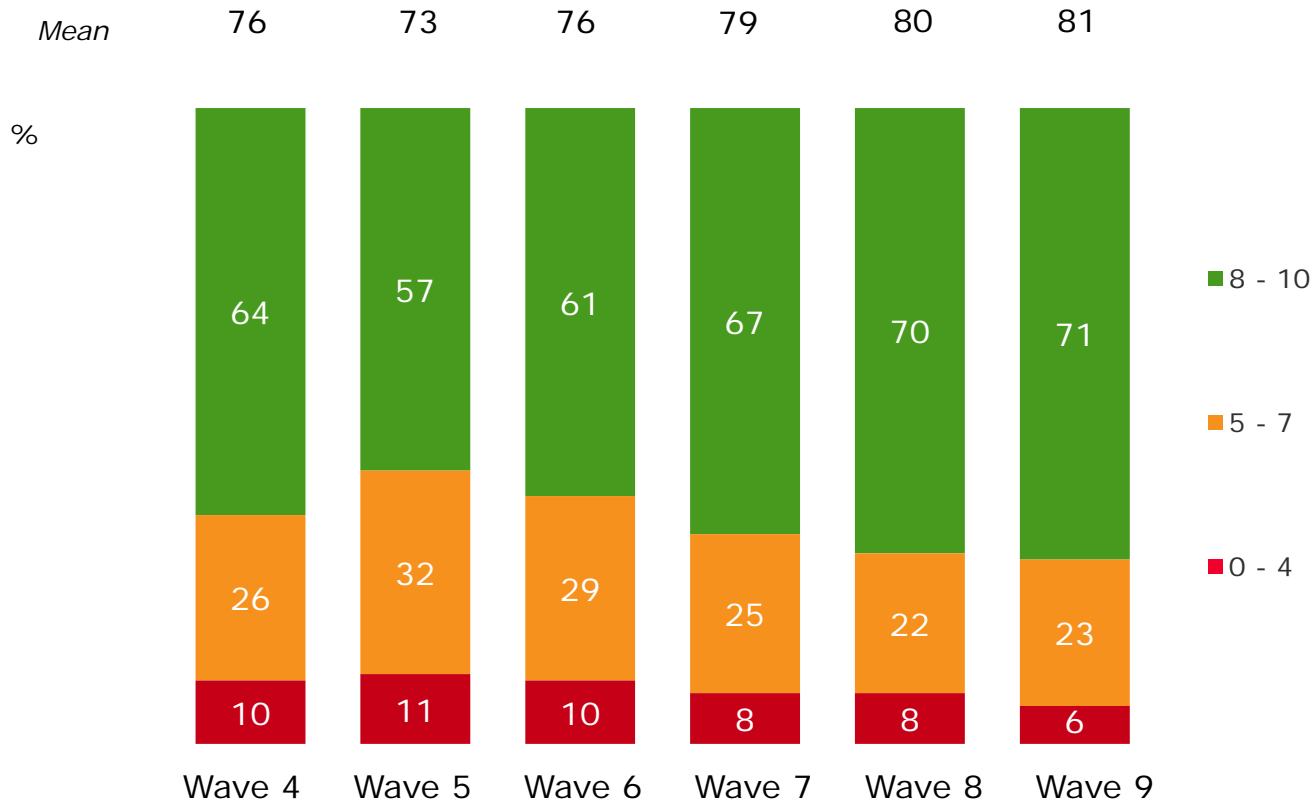
- Likelihood to recommend (84) and satisfaction with the most recent trip (81) in Wave 9 (November 2014) have all reached new peak scores.
- Over 80% intend to renew their membership, a record high proportion.
- Satisfaction with every aspect of the service has reached peak levels (especially value for money) - apart from the bikes themselves (due to wear and tear) and registering as a new member.
- Generally, availability of spaces and bikes at docking stations are still the key areas for improvement. However, scores have improved this wave to record high levels. The mean score for general space availability was 57 and 70% failed to find a space (at least once) in the last month, but 86% were successful on their most recent trip.
- Similarly, satisfaction with general bike availability was scored 64 and 64% said they had failed to find a bike at their first choice docking station (at least once) in the last month, but 91% were successful on their most recent trip.

# 2

Key measure: satisfaction with the last trip



Since wave 5, **overall satisfaction with the last trip** has continued to improve, to a peak of 81.

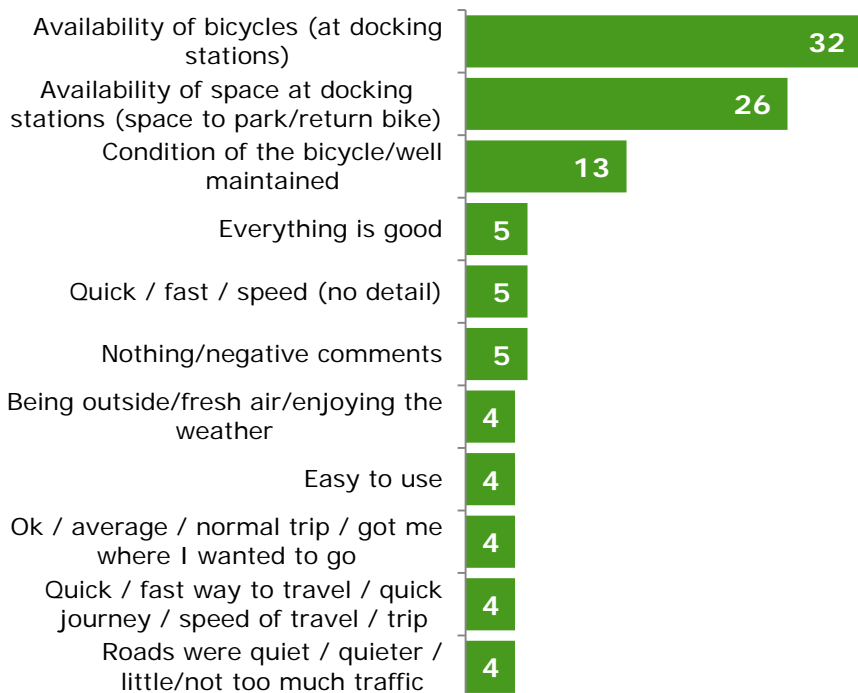


QJ7b.How satisfied are you with the overall experience of using Barclays Cycle Hire for this particular trip? Base (All members) : W9 2801

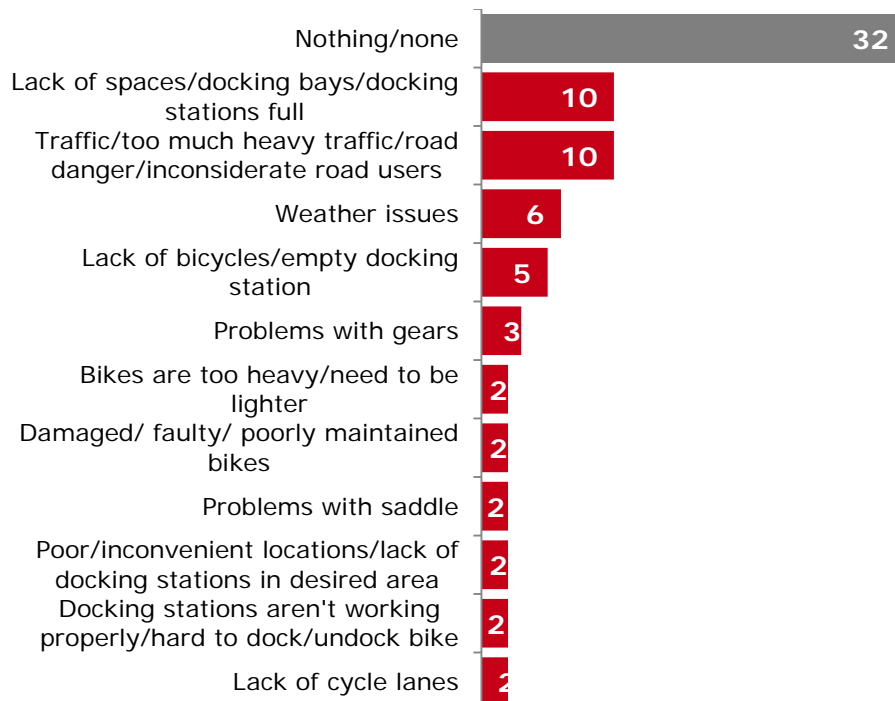


The **strengths of BCH** are availability of bikes and spaces at the docking stations, while the lack of spaces/docking stations is also a key weakness, highlighting its importance to BCH users.

% What is **good** about the BCH experience (main mentions)



What is **bad** about BCH the experience (main mentions)



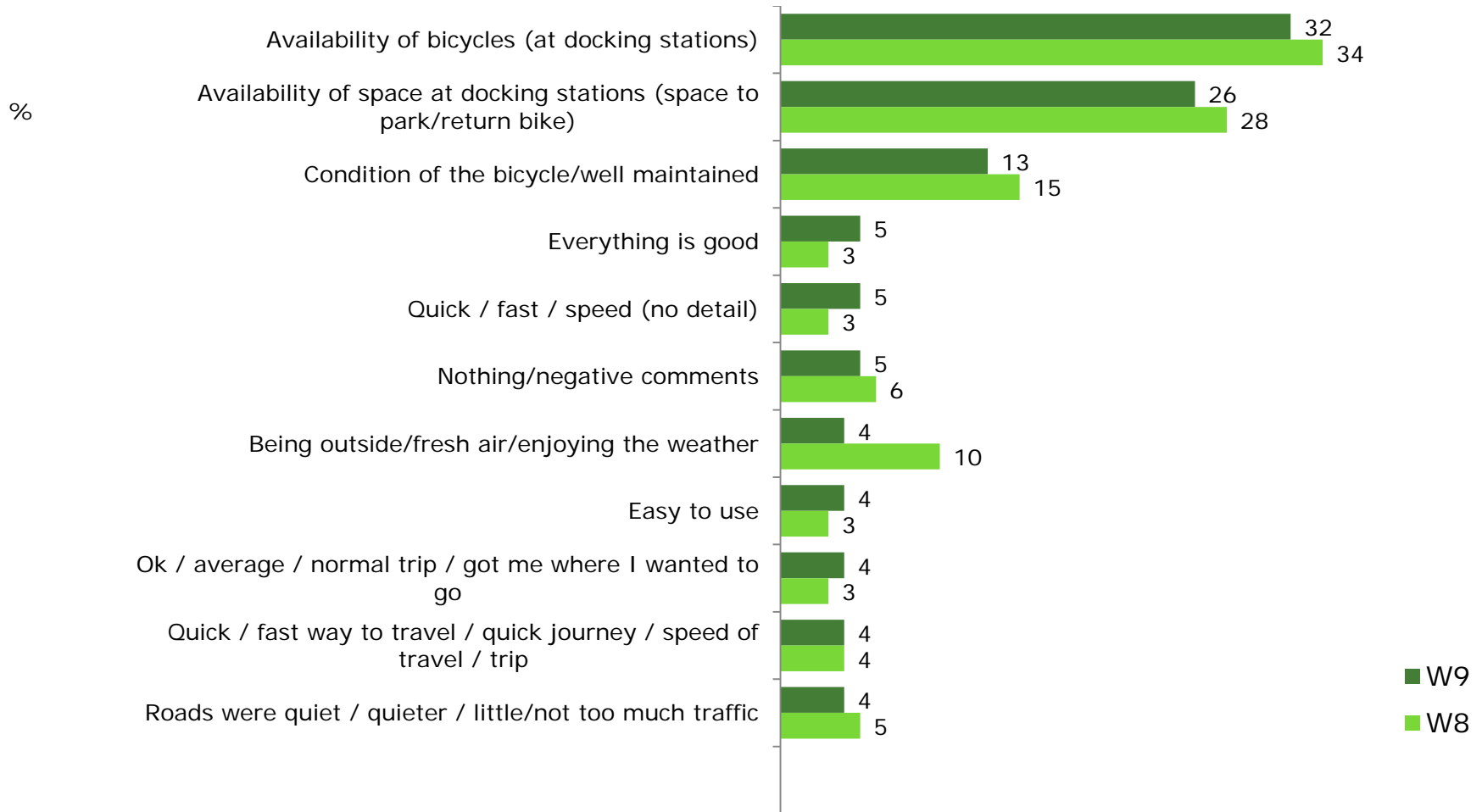
QH4.Thinking about this last time using Barclays Cycle Hire, what was particularly good about your experience? Base (All members): 2801

QH5.Thinking about this last time using Barclays Cycle Hire, what was particularly bad about your experience? Base (All members): 2801





The pattern of **positive comments** was very similar to Wave 8, apart from a seasonal decline in 'being outside/enjoying the weather'.

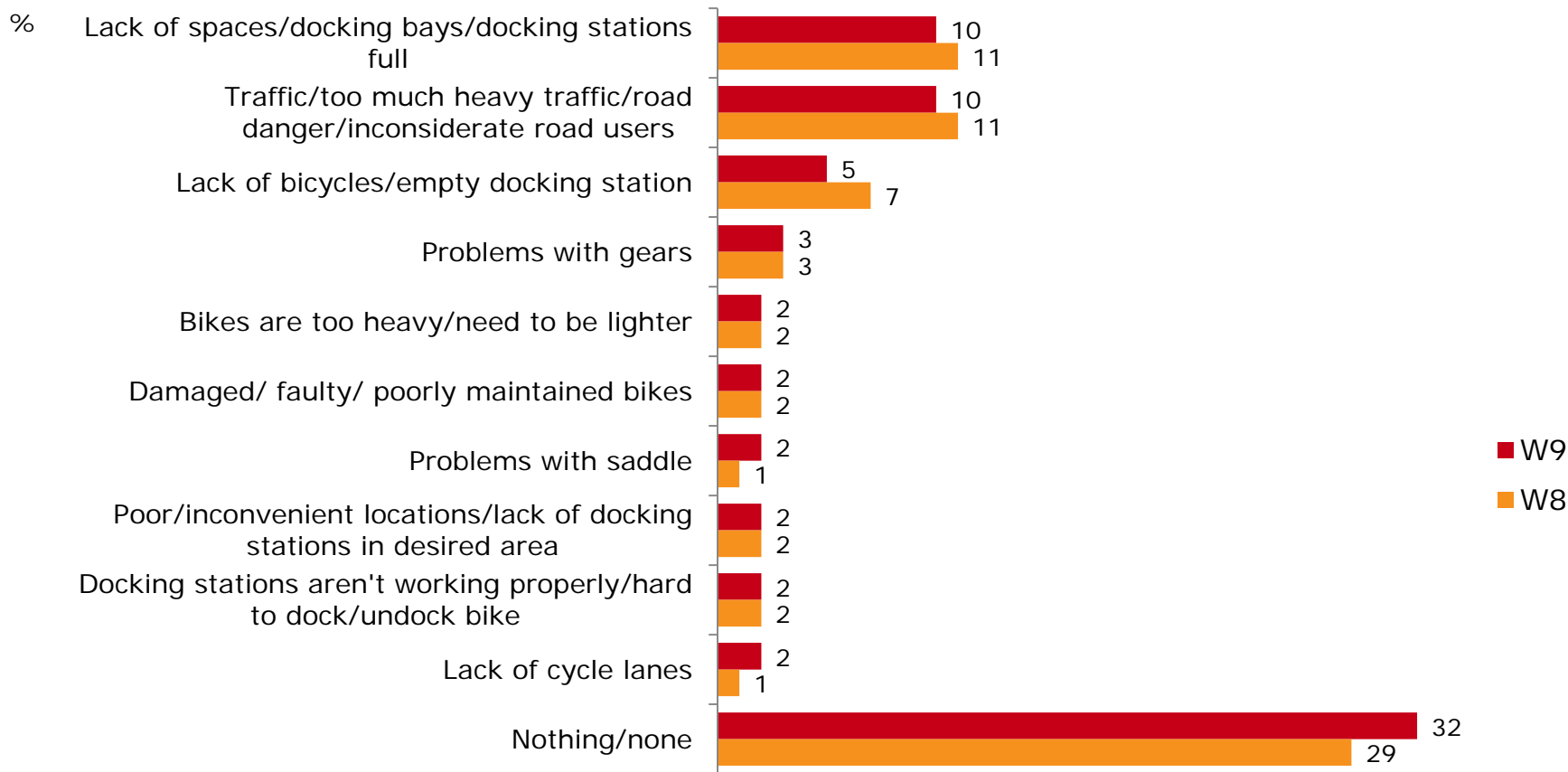


QH4. What was particularly **good** about your experience on this particular trip?

Base: All Members W8: 2998; W9: 2801



In terms of **negative comments**, traffic and lack of spaces for docking were still most likely to be mentioned, but there was a slight increase in those saying nothing particularly bad about their experience.



QH5. And what was particularly **bad** about your experience?

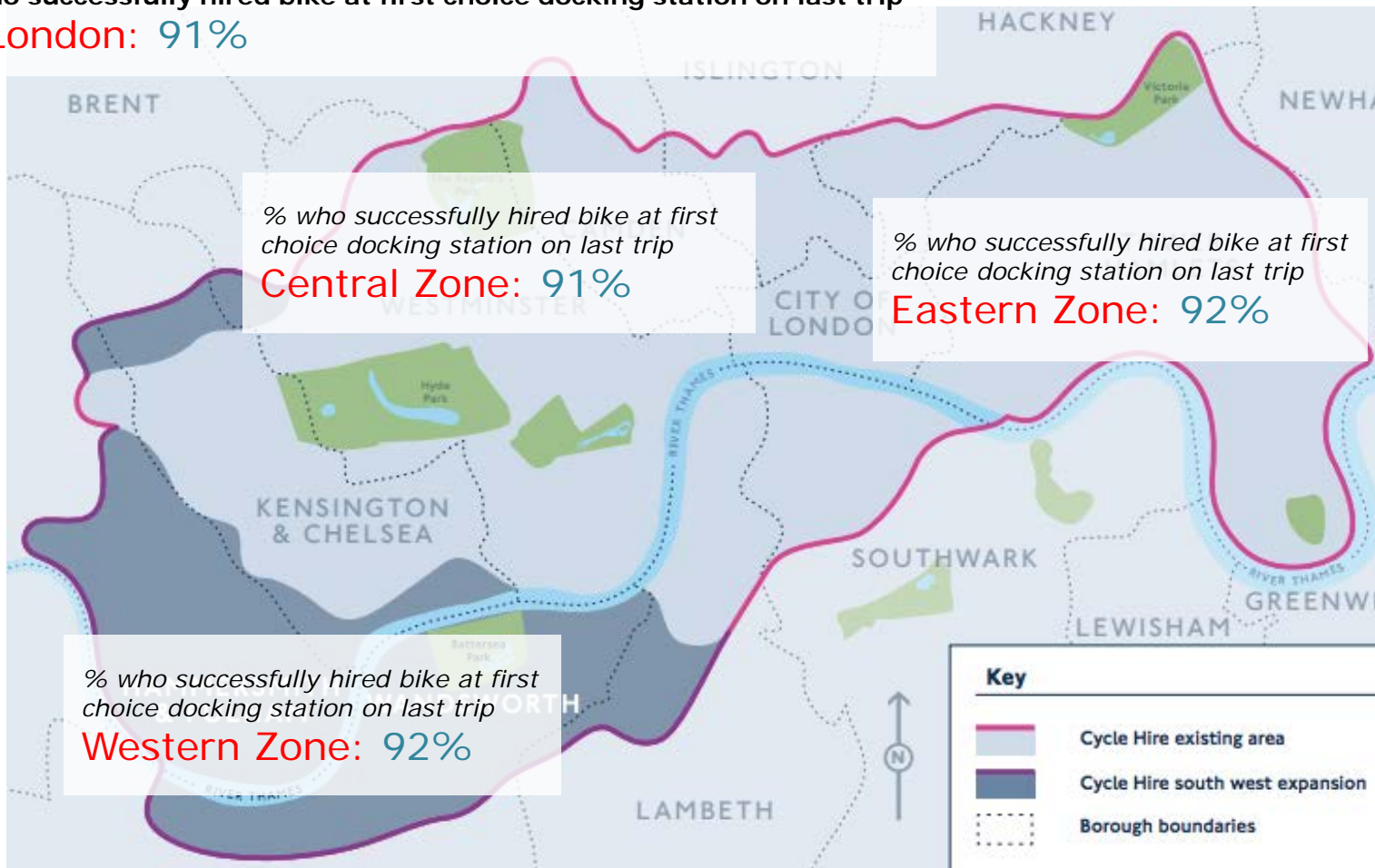
Base: All Members W8: 2998; W9: 2801



On their most recent trip, more than nine in ten members successfully hired a bike at their first choice of docking station.

**% who successfully hired bike at first choice docking station on last trip**

**All London: 91%**



QH10. Did you successfully find an available bicycle at your first choice of docking station on this particular trip?

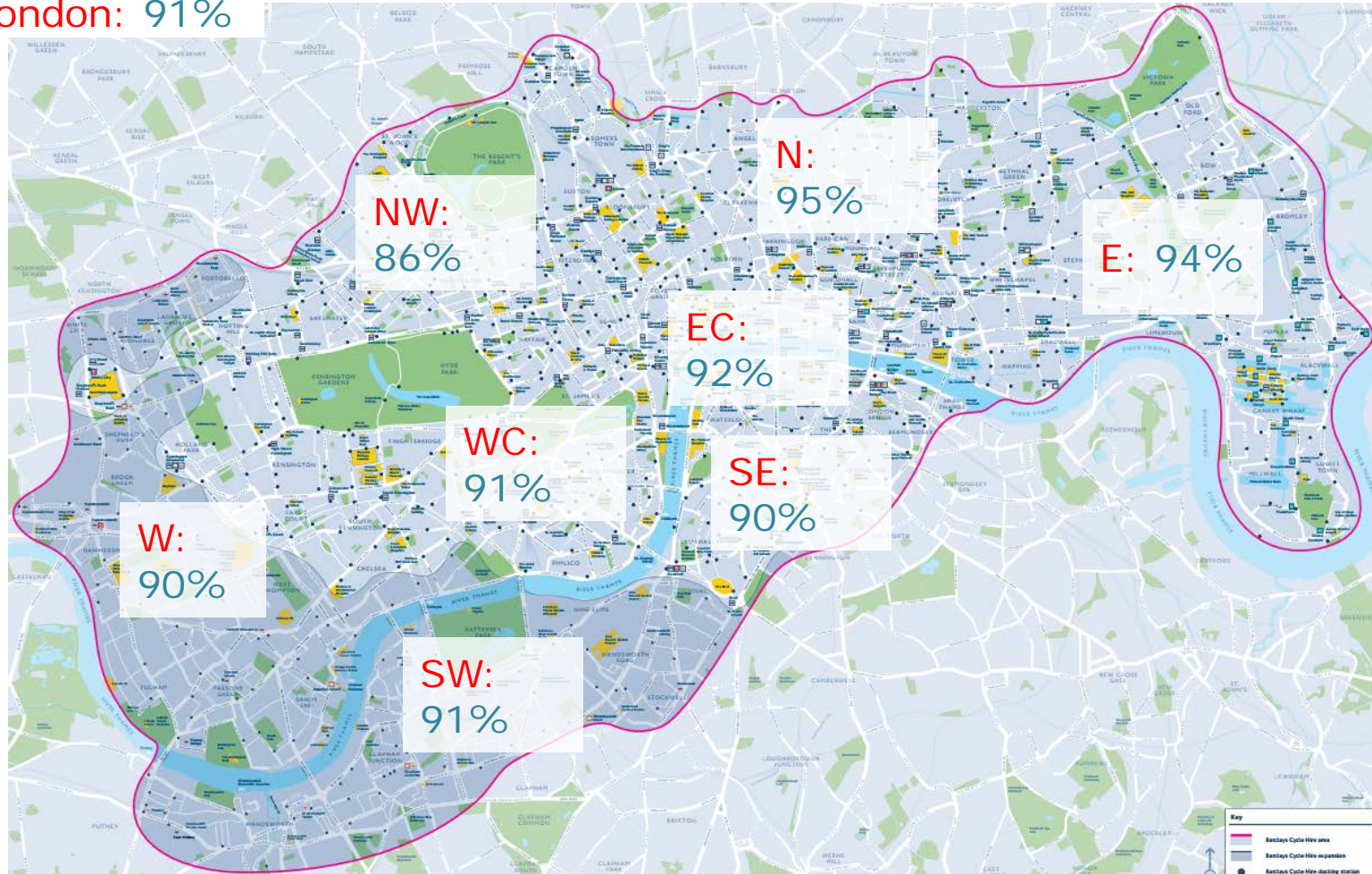
Base (All whose start docking station was in zone): Central: 2075, Eastern: 173; Western: 457, All London 2705



...in North West London postcodes, members were **least** likely to be able to hire a bike at their first choice of docking station.

% who successfully hired bike at first choice docking station on last trip

All London: 91%



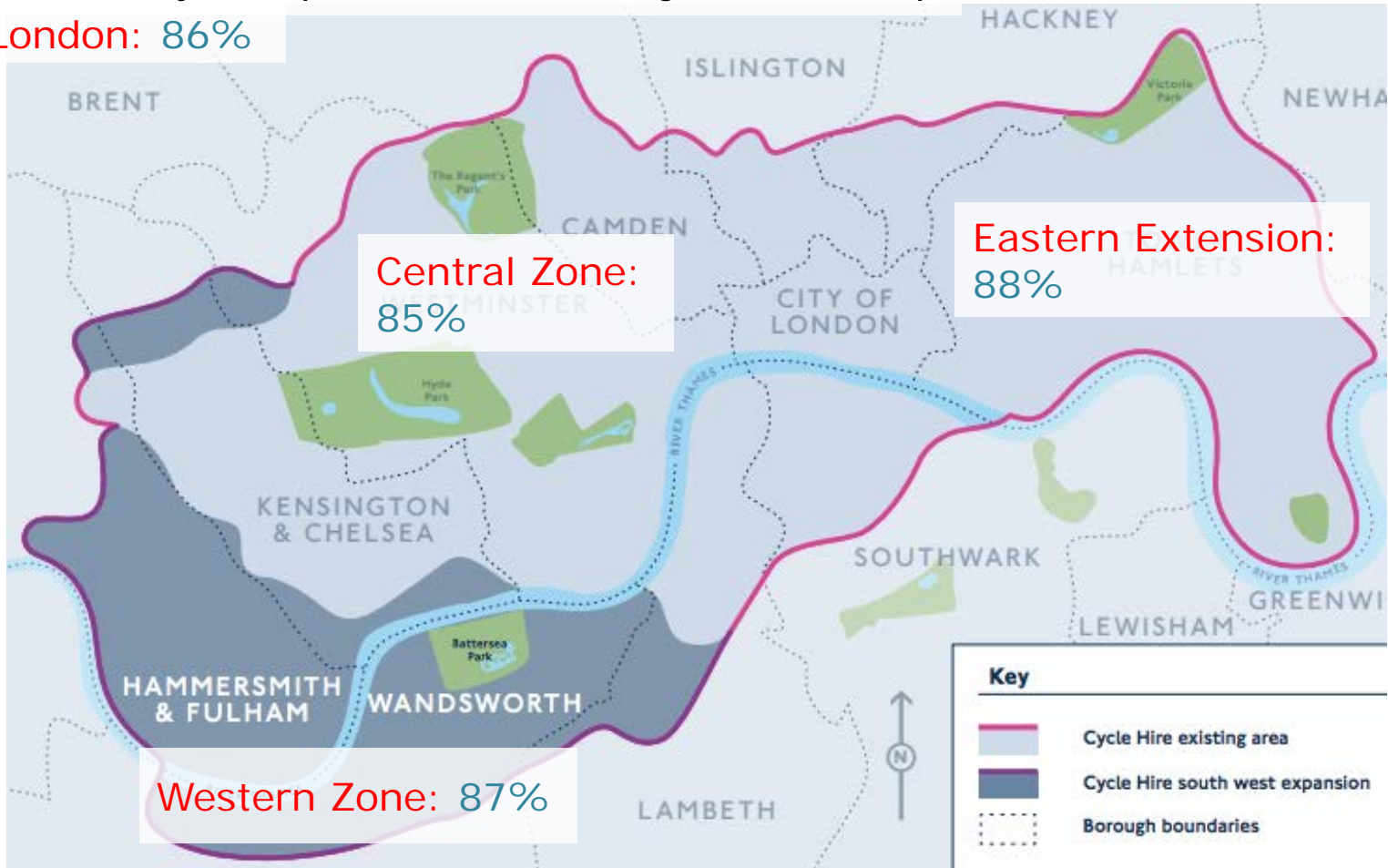
QH10. Did you successfully find an available bicycle at your first choice of docking station on this particular trip?

Base (All whose start station was in postcode): E: 275, EC: 430, N: 132, NW: 182, SE: 345, SW: 595, W: 416, WC: 362, All London 2705

On their most recent trip, 86% of members successfully found a space at their first choice of docking station.

% who successfully found space at first choice docking station on last trip

All London: 86%



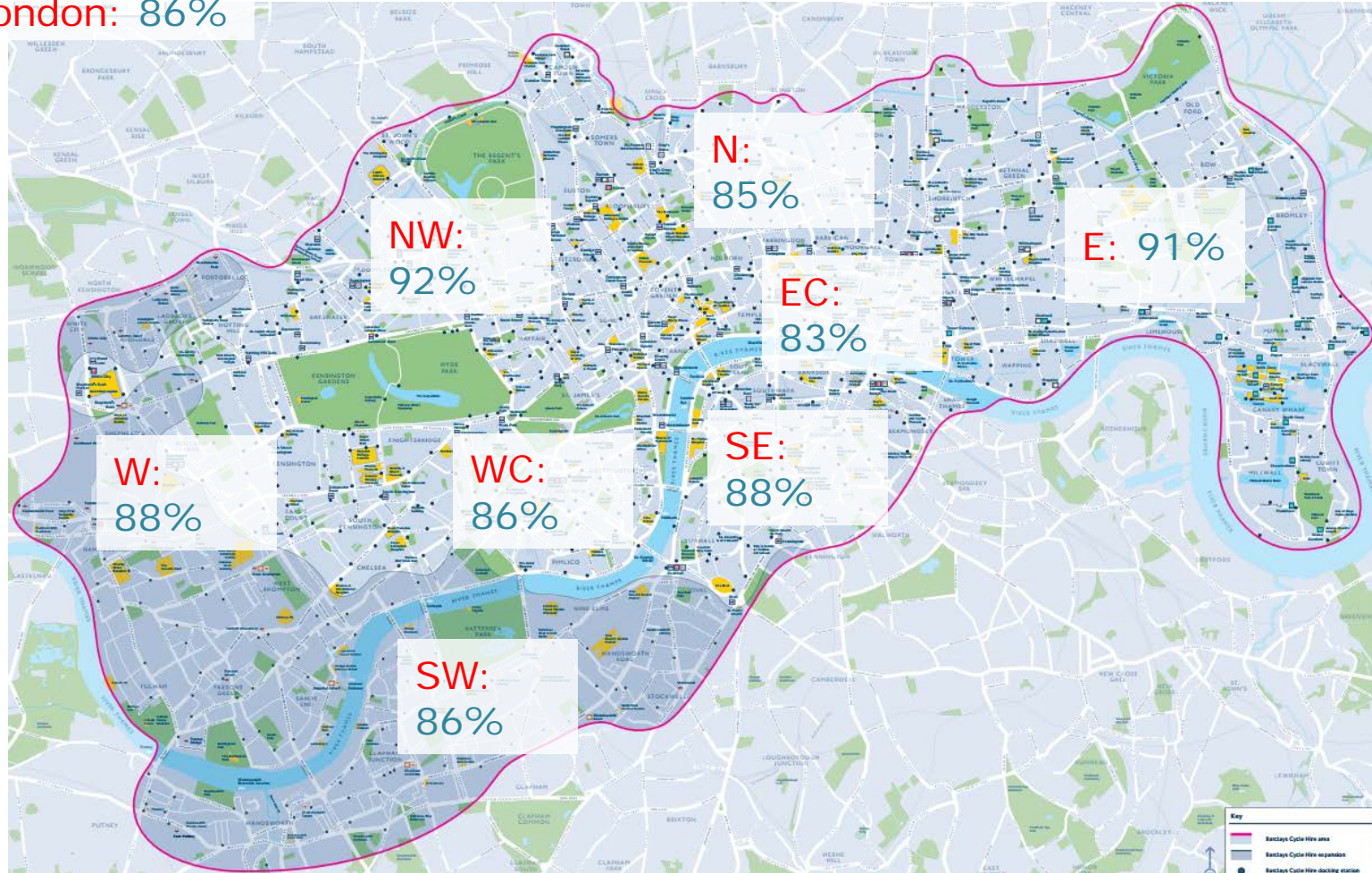
QH11. Did you successfully find an available space to return a bicycle at your first choice of docking station on this particular trip?

Base (All whose return station was in zone): Central: 2384, Eastern: 283, Western: 220, All London 2705

...members were **least** successful finding a space to return their bicycle in EC, North, WC and SW London postcodes.

% who successfully found space at first choice docking station on last trip

All London: 86%



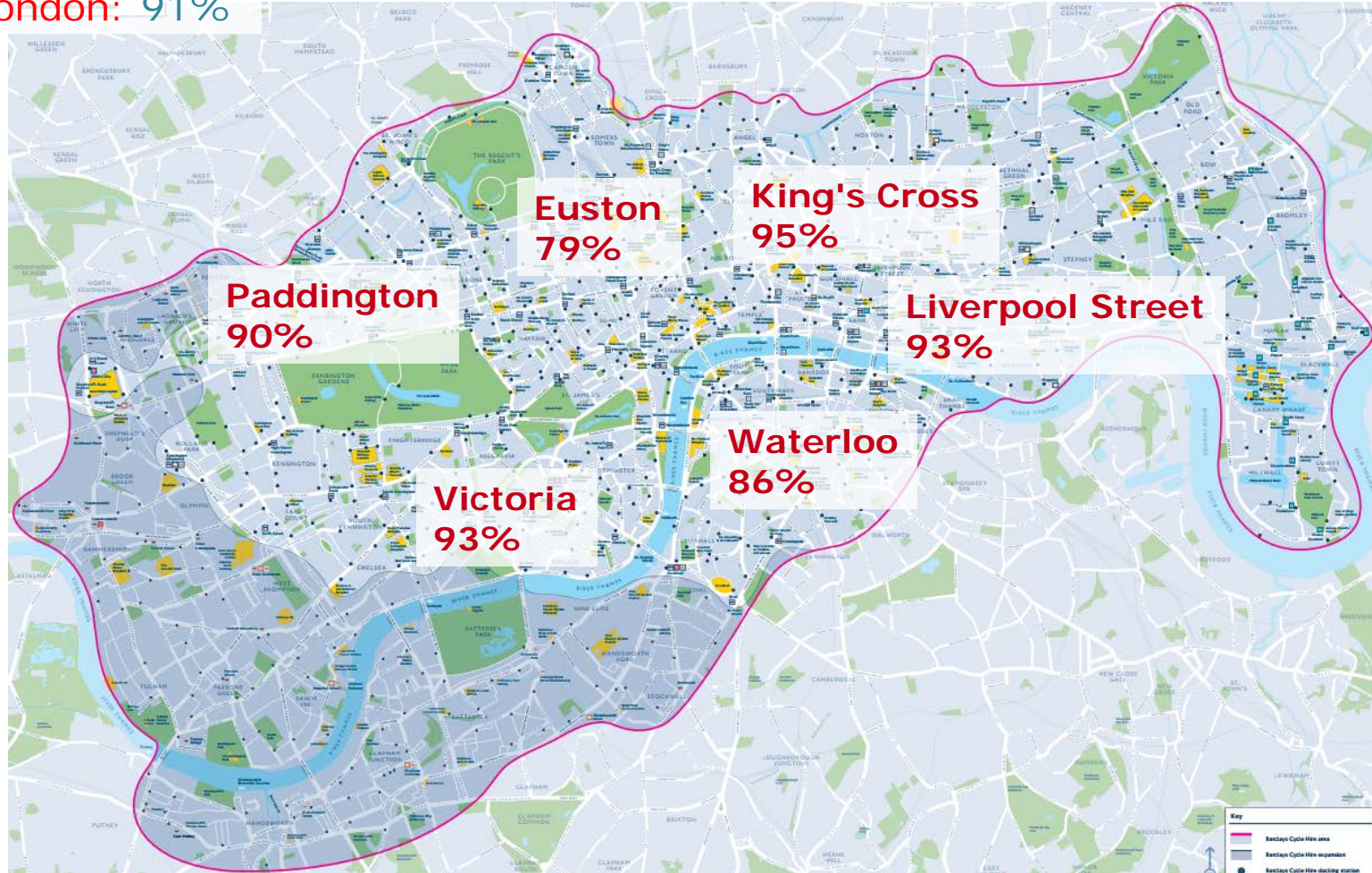
QH11. Did you successfully find an available space to return a bicycle at your first choice of docking station on this particular trip?

Base (All whose finish station was in postcode): E: 243 EC: 430, N: 132, NW: 182, SE: 345, SW: 595, W: 416, WC: 362 , All London 2705

Members are **least** likely to be successful in finding an available bike to hire at Euston and Waterloo Stations.

% who successfully found bike at first choice docking station on last trip

All London: 91%



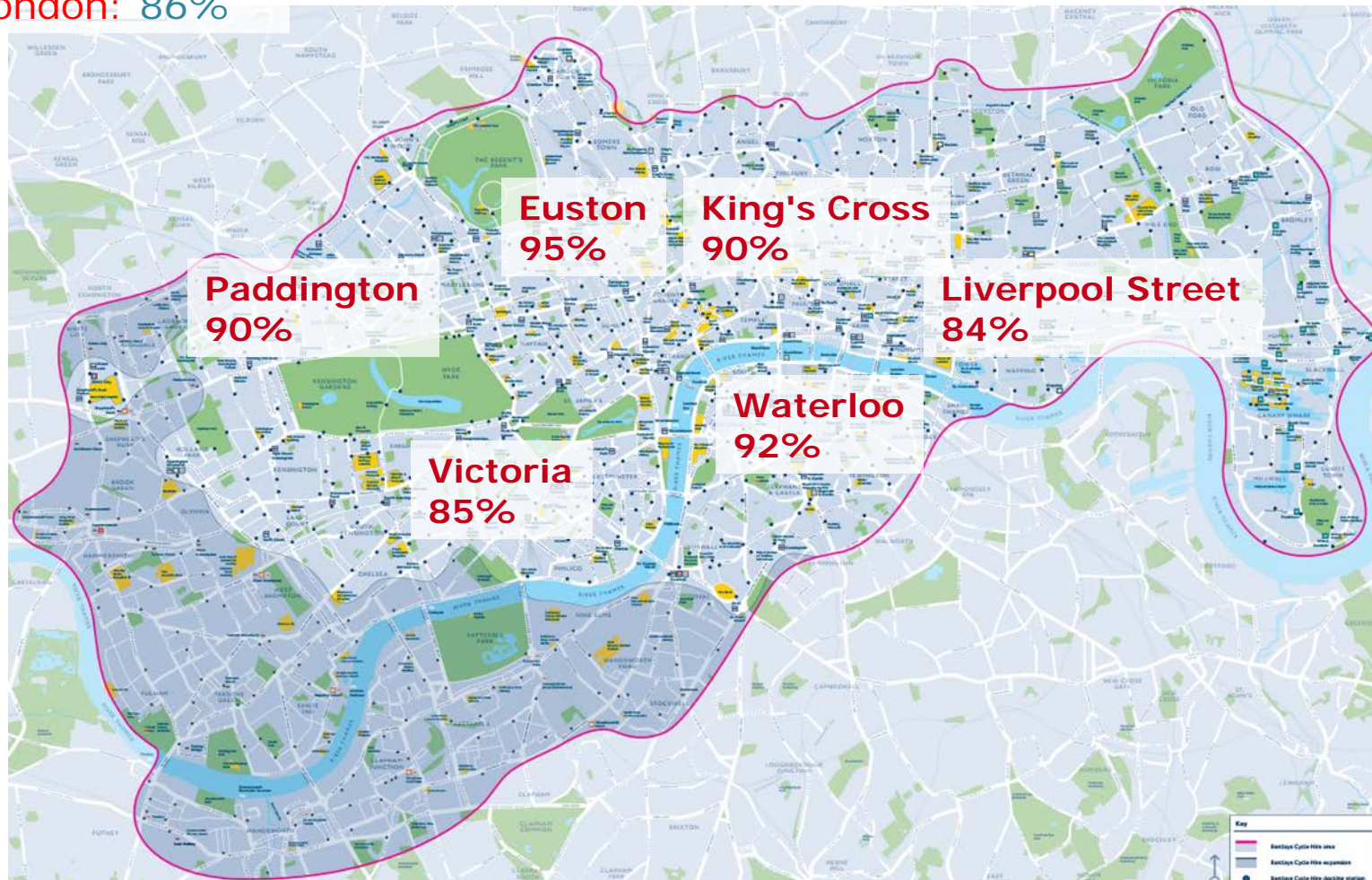
QH10. Did you successfully find an available bicycle at your first choice of docking station on this particular trip?

Base (All whose start station was in village): Waterloo: 134, Paddington: 67, Liverpool Street: 83, Victoria: 61, King's Cross: 79, Euston: 47, All London 2705

...and **least** likely to be successful in returning their bicycle to Liverpool Street and Victoria.

% who successfully found space at first choice docking station on last trip

All London: 86%



QH11. Did you successfully find an available space to return a bicycle at your first choice of docking station on this particular trip?

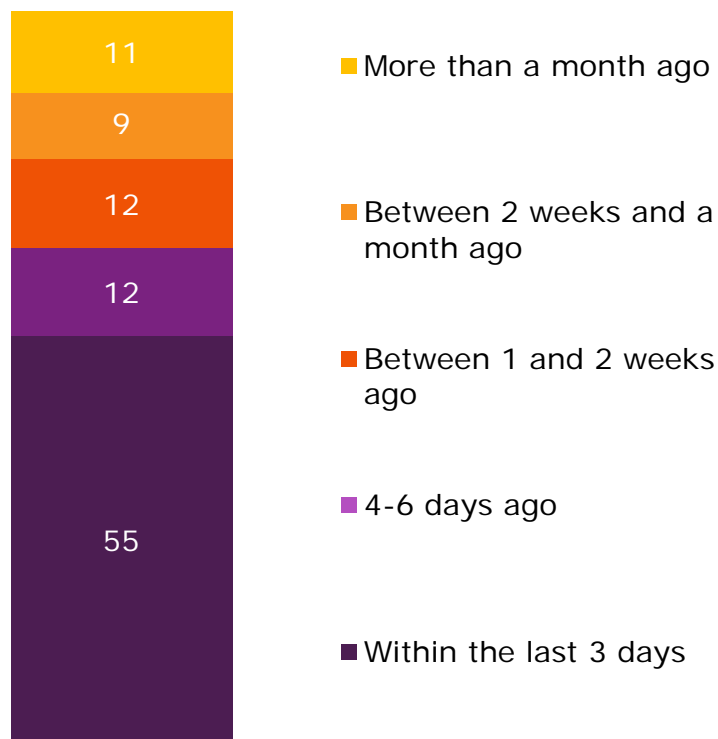
Base (All whose finish station was in village): Waterloo: 74, Paddington: 50, Liverpool Street: 91, Victoria: 59, King's Cross: 70, Euston: 42, All London 2705



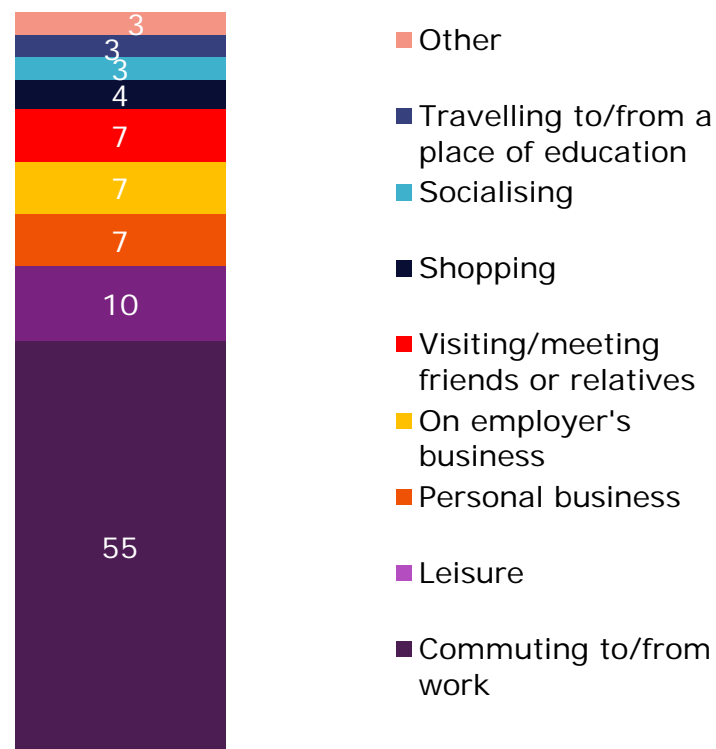
Just over two thirds of members have **used BCH within the last week.** Based on the most recent trip, BCH is used over half the time for commuting to or from work.

%

### Use of BCH



### Main journey purpose



QJ8. When did you last use Barclays Cycle Hire?  
 QJ7a. What was the main purpose of your journey for this particular trip?  
 Base (All members ): W9 2801



Commuting is the most common **journey purpose** for using BCH across all zones, leisure is an important journey type for journeys that start and end in the Eastern and Western Zones for almost a third of these.

Most common journey purpose using BCH:	Eastern Zone (most recent trip)		Central zone (most recent trip)		Western zone (most recent trip)	
	Start <b>and</b> end in Eastern Zone	Start <b>or</b> end in Eastern Zone	Start <b>and</b> end in Central Zone	Start <b>or</b> end in Central Zone	Start <b>and</b> end in Western Zone	Start <b>or</b> end in Western Zone
Commuting to/from work	35	60	63	62	49	55
Leisure	31	14	10	10	20	13
On employer's business	6	3	7	7	3	6
Personal business	4	5	7	7	7	8
Visiting/meeting friends or relatives	10	8	5	5	8	7
Socialising	8	5	3	3	6	4
Travelling to/from a place of education	2	3	3	3	2	3
Shopping	4	2	2	2	3	3
Other	0	0	1	1	1	1

QJ2a.How frequently do you make each of the following type of trips using BCH?  
 QJ2b.And which type of trip do you make most frequently using BCH?

Base (All who say they travel by BCH and whose start station was in zone): Start and end in EEZ: 51; Start or end in EEZ: 264; Start and end in CZ : 1737; Start or end in CZ: 2460; Start and end in WZ : 190; Start or end in WZ: 708

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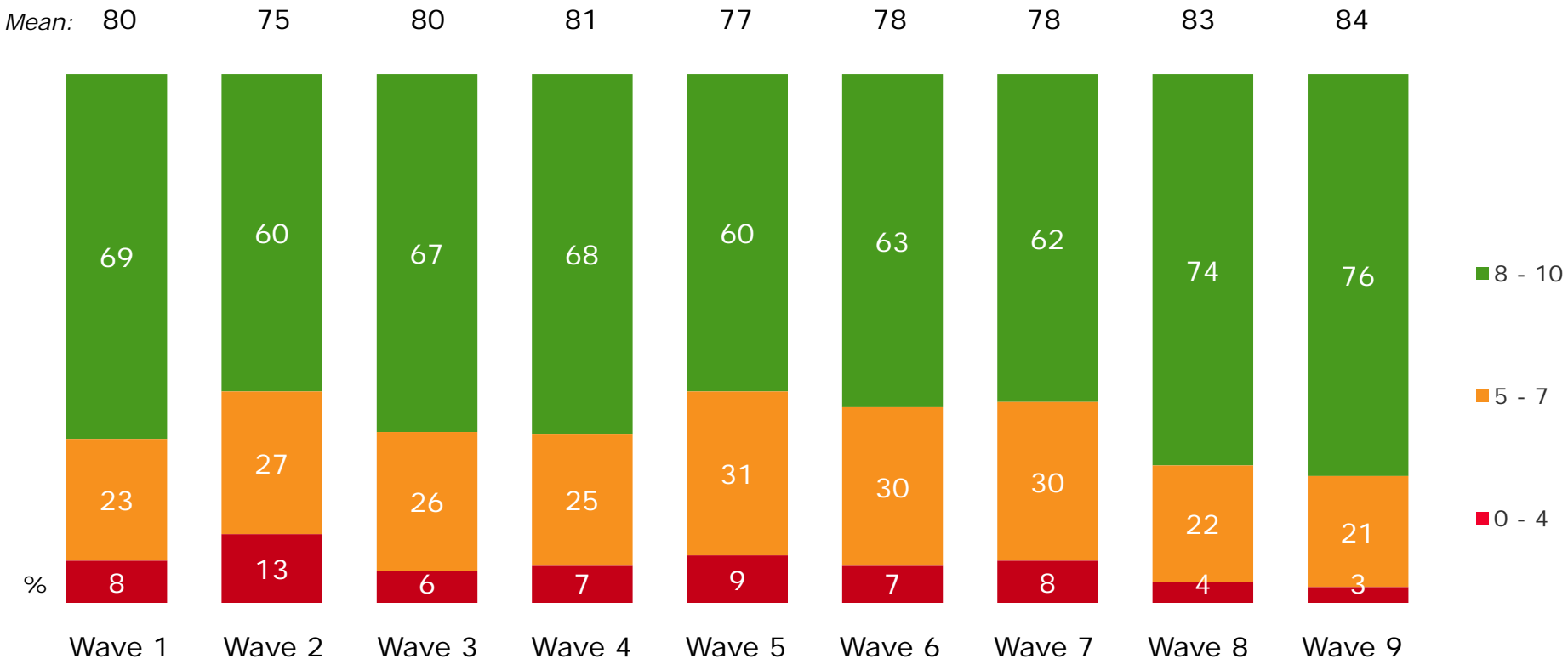


# 3

Key measure: advocacy



Following a fairly stable period (waves 5 to 7), advocacy has improved to its highest level, with over three quarters of members **recommending** BCH to friends or family.



QA2.How likely would you be to recommend Barclays Cycle Hire to friends or family?

Base: All members: W9 2801



Most measures show increased satisfaction, in particular, value for money. The only decrease was for registering as a member. Satisfaction with both the availability of spaces and bikes has increased again, but these remain the **key areas for improvement**.

Wave 1 Wave 2 Wave 3 Wave 4 Wave 5 Wave 6 Wave 7 Wave8 Wave 9

65				72	74	74	76	77	Maps at terminals
	67	65	69	66	68	68	71	71	Information panels/ print outs/ screens/ease of using the Terminals
75	72	72	72	71	70	70	72	72	Actual bicycles
61	67	70	74	72	74	73	77	77	Working condition/maintenance of the docking stations
54	52	53	56	55	58	60	63	64	Availability of bicycles at docking stations
49	49	50	52	50	48	51	56	57	Availability of spaces at docking stations
79	64	73	78	81	84	80	86	87	Ease of using the membership key to access a bicycle
	55	66	74	76	78	78	81	82	Service received from the contact centre
71	61	64	67	68	69	67	71	72	Website - ease of logging in and checking account info
71	69	71	72	71	72	72	74	74	Website - ease of understanding information
67	63	65	68	66	68	67	69	70	Website - ease of finding information
74	71	72	73	72	73	73	75	76	Information on how Barclays Cycle Hire works
71	67		74	75	75	71	78	77	The process of registering as a member
81	80	82	83	79	66	60	67	69	Value for money

### How satisfied are you with...?

Base (all members): W9: 2801; all who registered in the four months before the survey: W9: 381; Contact Centre: all who contacted the contact centre in the two months before the survey: W9: 931



# 4

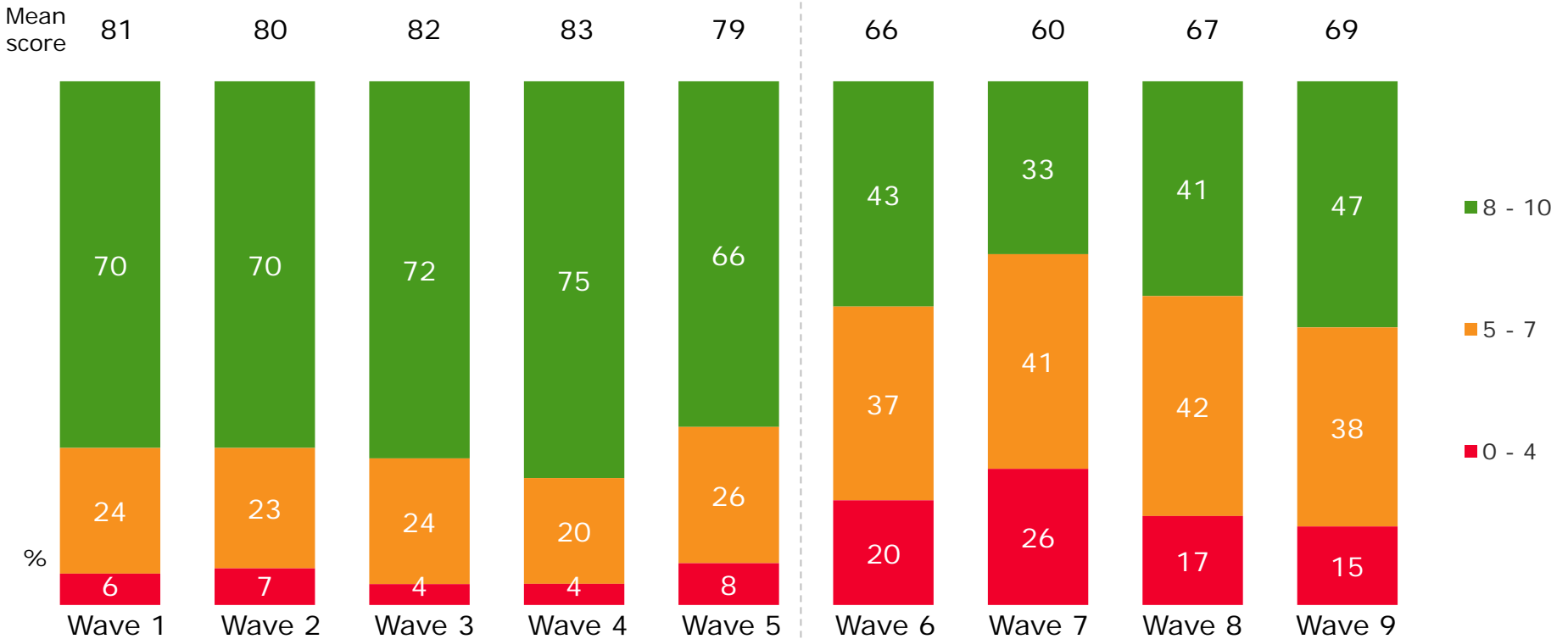
## Pricing, value for money and likelihood to renew



Ratings of **value for money of BCH** have continued to increase since the wave 7 dip in satisfaction and are now at the highest levels since the new pricing structure was implemented.

*Bike access charges were  
£1 for 24 hr, £5 weekly, £45 annual*

*Bike access charges increased to  
£2 for 24 hr, £10 weekly, £90 annual*



QF1. How satisfied are you with the value for money of the amount you pay at the moment to use Barclays Cycle Hire?\*

Base (all members): W9: 2801

\* Question wording to wave 4: How satisfied are you with the value for money to you of using Barclays Cycle Hire?

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Those who joined the scheme **after** the **access charge increases** of January 2013 are more satisfied with **value for money** than long-standing members.



QF1. How satisfied are you with the value for money of the amount you pay at the moment to use Barclays Cycle Hire?\*

Base Members W9: joined in 2010: 891; 2011: 331; 2012: 399; 2013: 305; 2014: 875

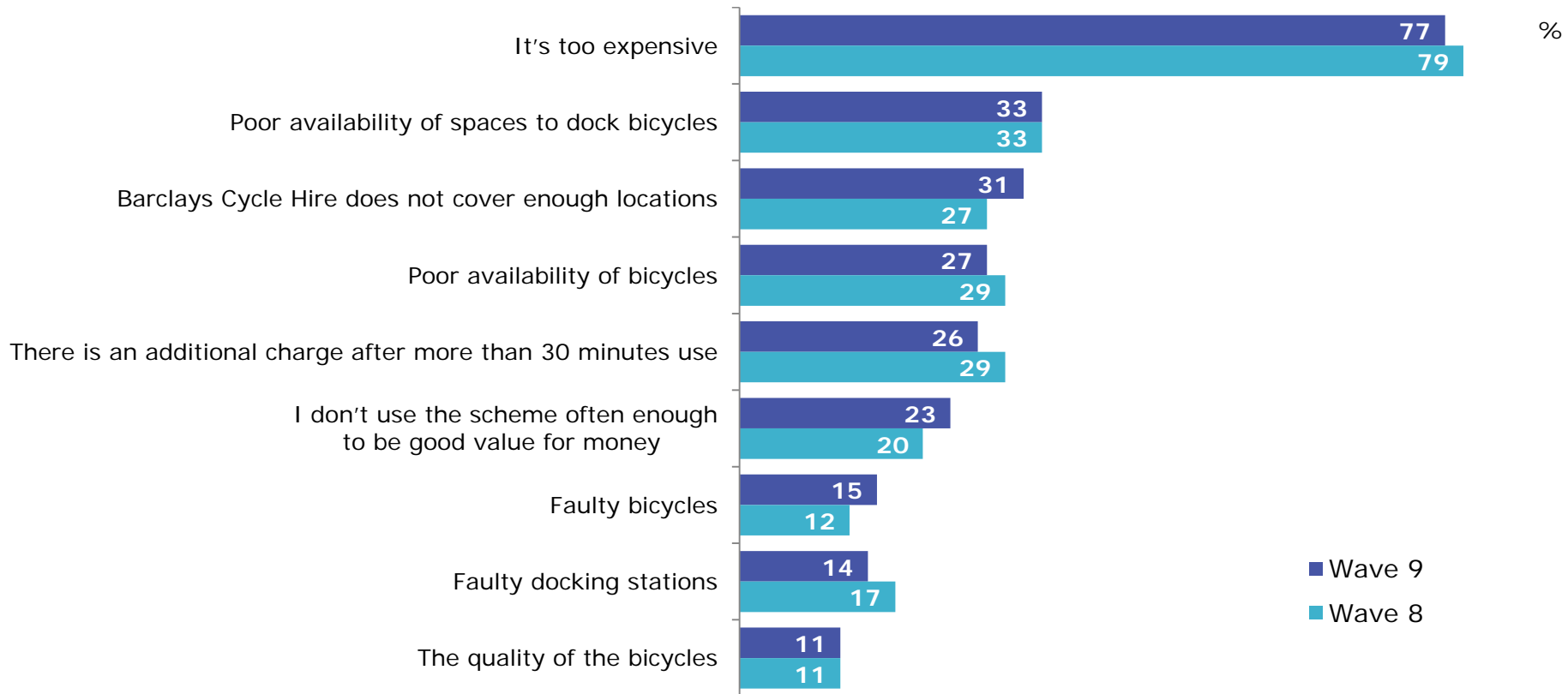
\* Question wording to wave 4: How satisfied are you with the value for money of you of using Barclays Cycle Hire?

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Among the 17% who were dissatisfied with **value for money** (giving it a score of 4 or less), three quarters said price was the main reason. Poor availability of spaces and not enough locations covered were each mentioned by around a third.

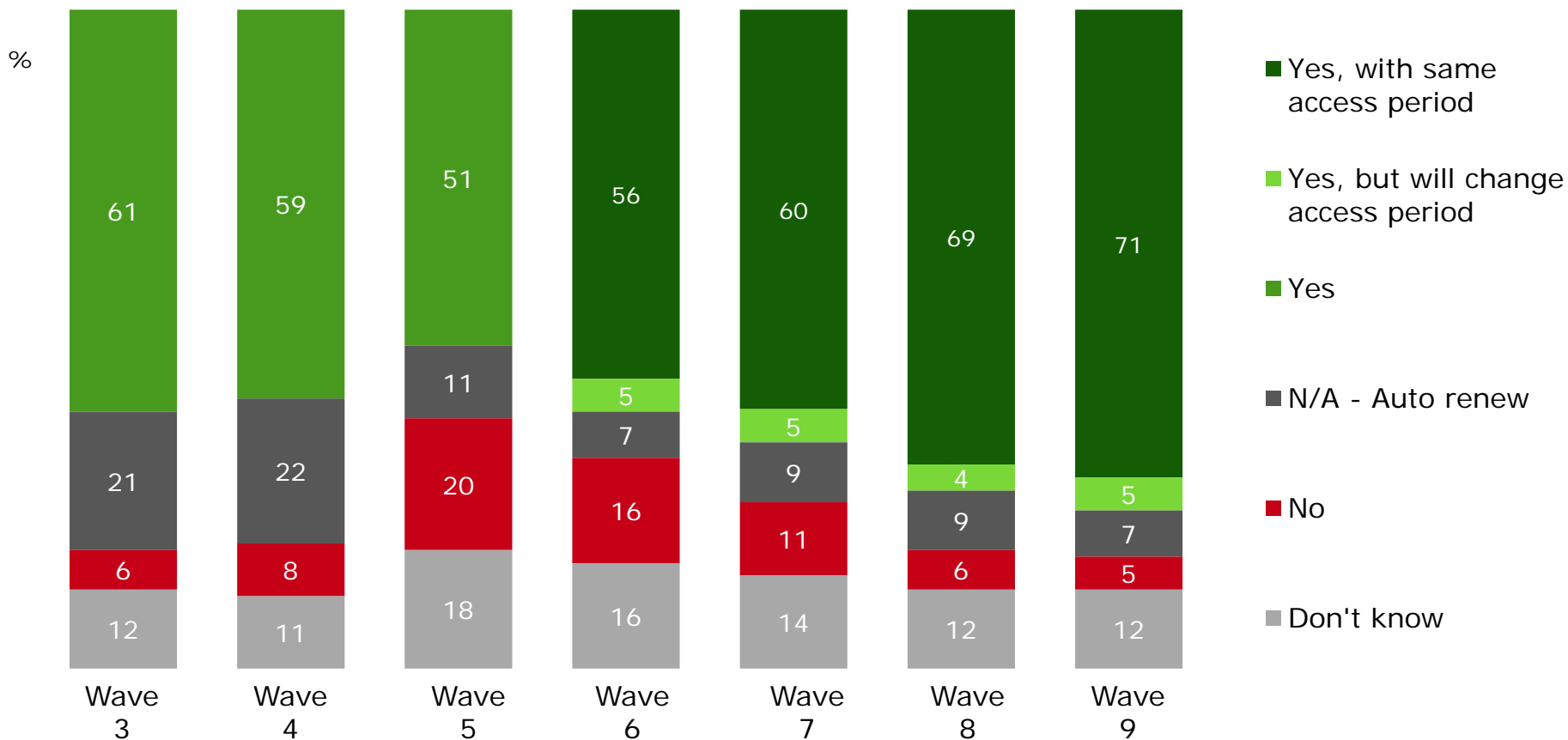


QF2. Why do you say you are not satisfied with the value for money of the amount you pay at the moment to use Barclays Cycle Hire? (mentions above 10%)

Base (All who are dissatisfied with the value for money of BCH: score 4 or less at QF1); W9: 425



Over 80% (a record high level) intend to **renew their membership** with either the same or an alternative access period.



QC1. Thinking about your membership, are you intending to renew it when it runs out?

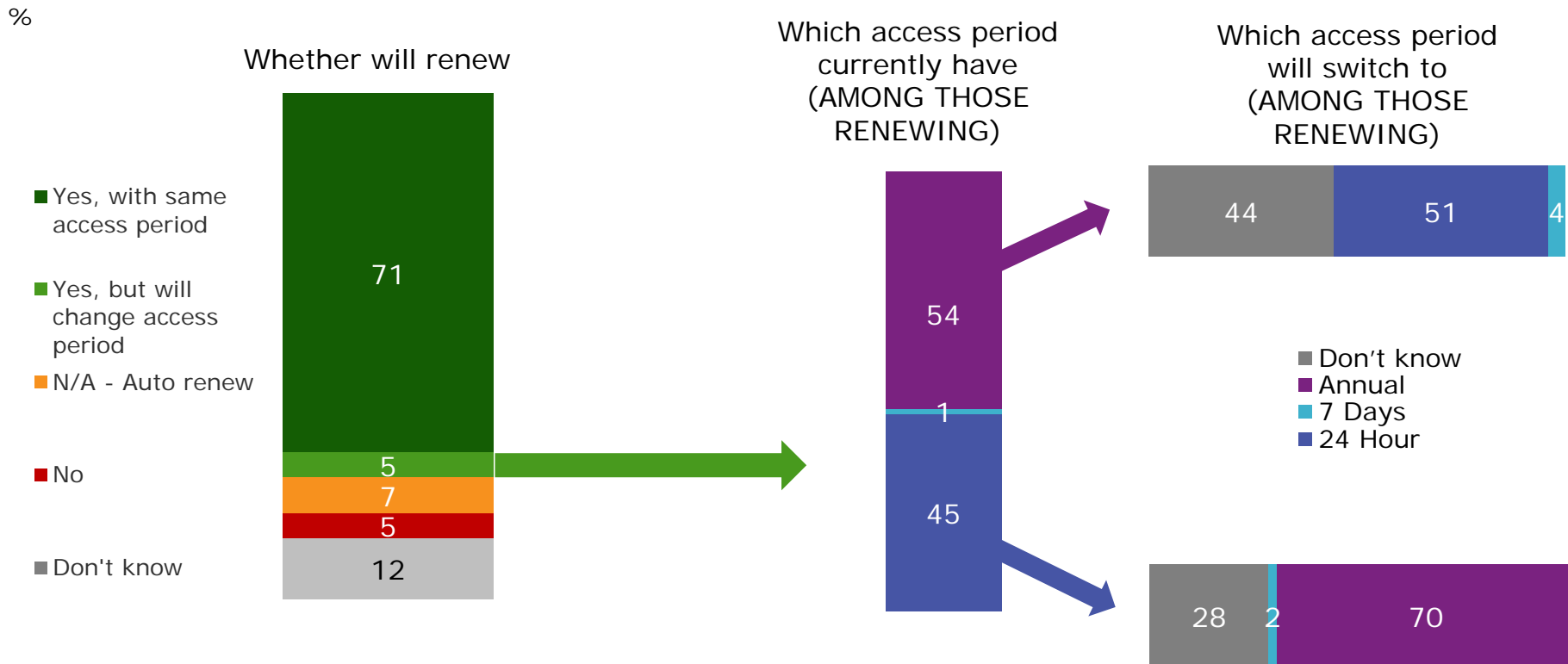
Base (all members): W9: 2801

Wave 3 to Wave 5 options for answers were only Yes or No

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Among the 5% intending to **change their access period**, almost two thirds are annual members and more than a third are 24hr members. Half of the annual members would switch to 24hr and most of the 24hr members would switch to annual.

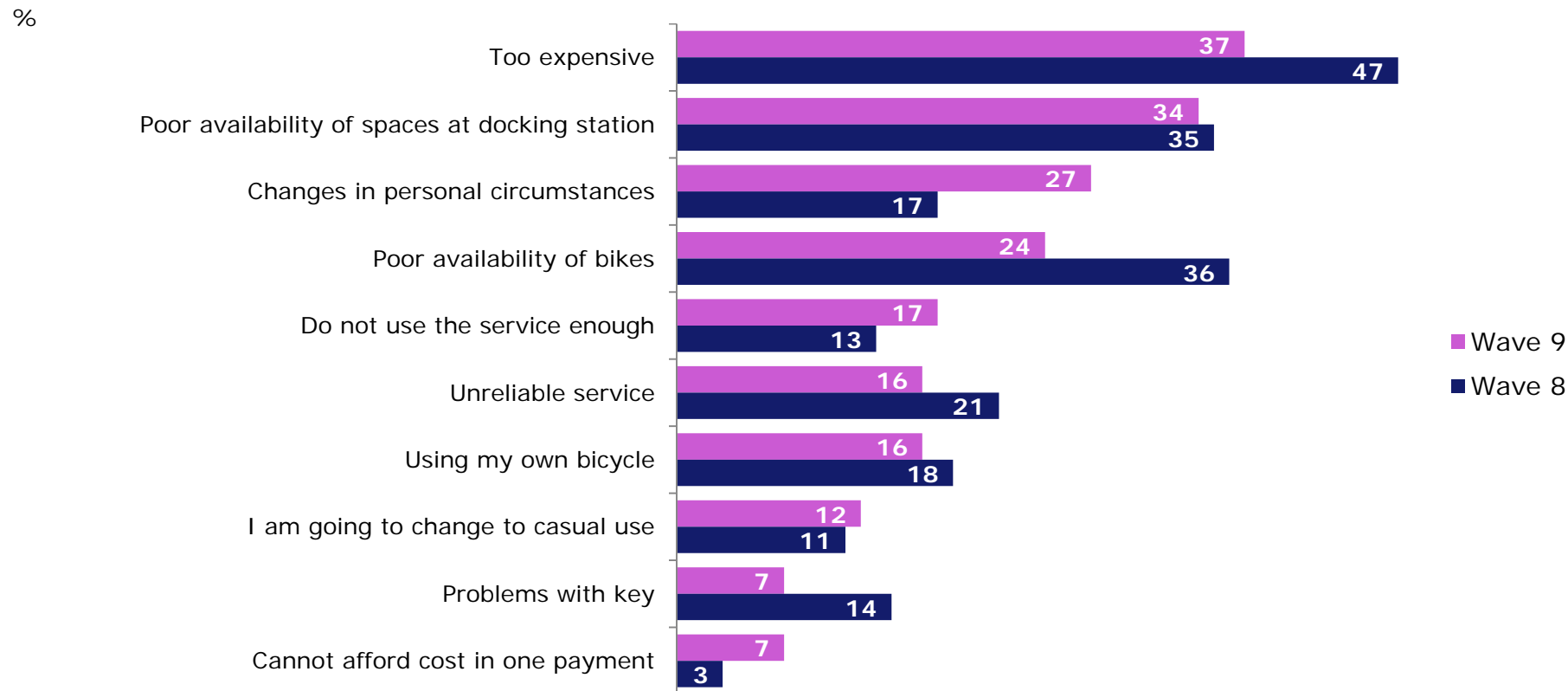


QC1. Thinking about your membership, are you intending to renew it when it runs out? QC1a. Which access period will you change to?

Base (Wave 9): all members: 2801, Would change membership: 134; Annual who would change membership: 72; 24 hours who would change membership: 60



Among the 5% who do not intend to **renew their membership**, the cost is the main barrier, though this is a lower driver than before. The largest increase is in 'change in personal circumstances', accounting for over a quarter of those not intending to renew.



QC1b. Why are you not intending to renew your membership when it runs out?

Base (Those who are not renewing, number of mentions): W9: 148



# 5

## Customer experience: information and registration



# Health benefits and as a quick way of getting around are the two main reasons which new members give for joining BCH.



*It is quick to get around London cycling and the number of docking stations means that I don't have to keep a bicycle at home.*

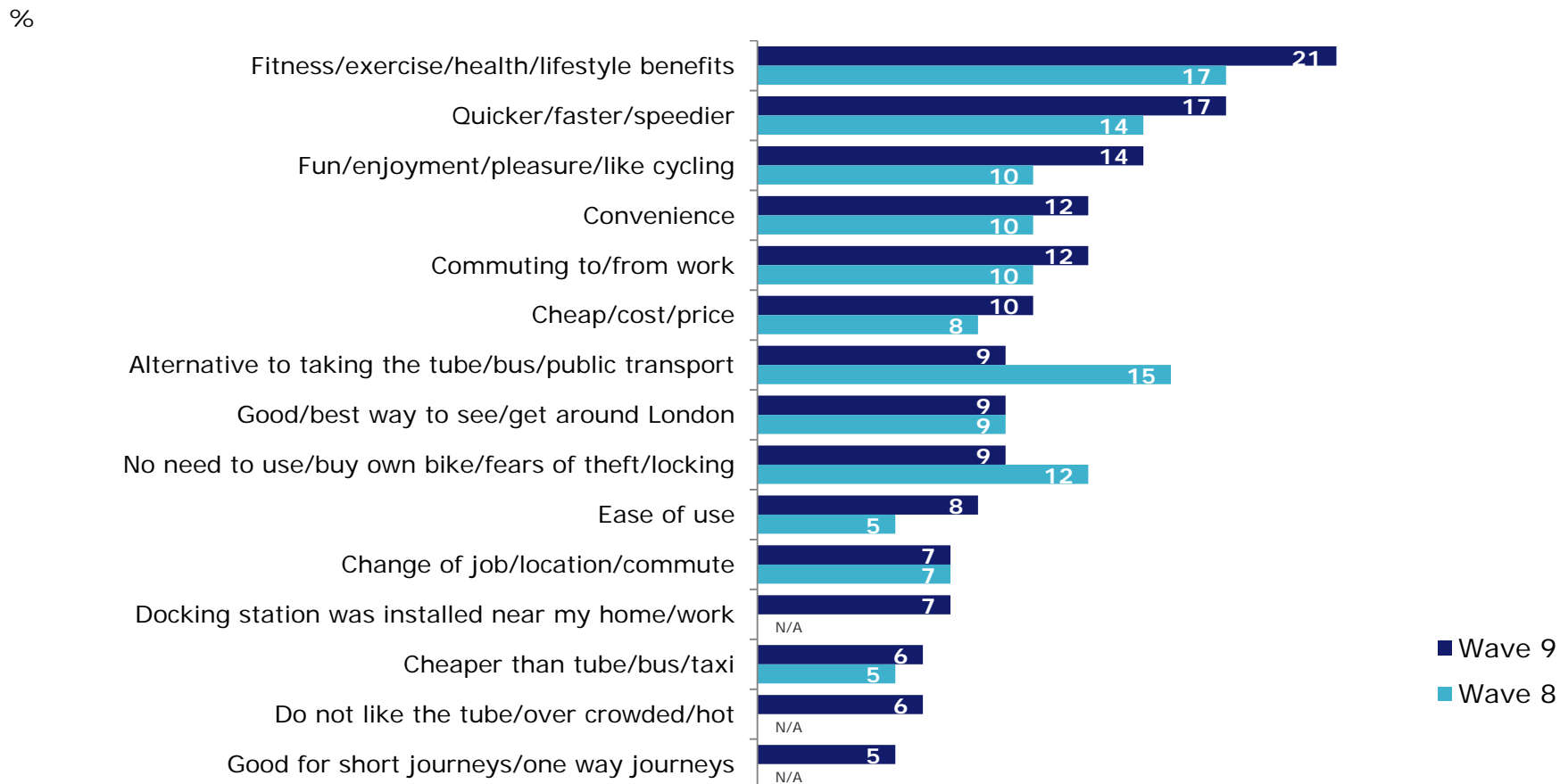
*I am a cyclist and wanted an alternative method of travelling around the city that does not involve the tube or the bus network.*

*To minimize my cost of traveling home from work while also halving the travel time, and to get some regular physical activity and explore London more.*



QH6a. What triggered you to start using Barclays Cycle Hire? (Mentions above 5%)  
 Base (All who joined scheme in last 6 months): W9: 615

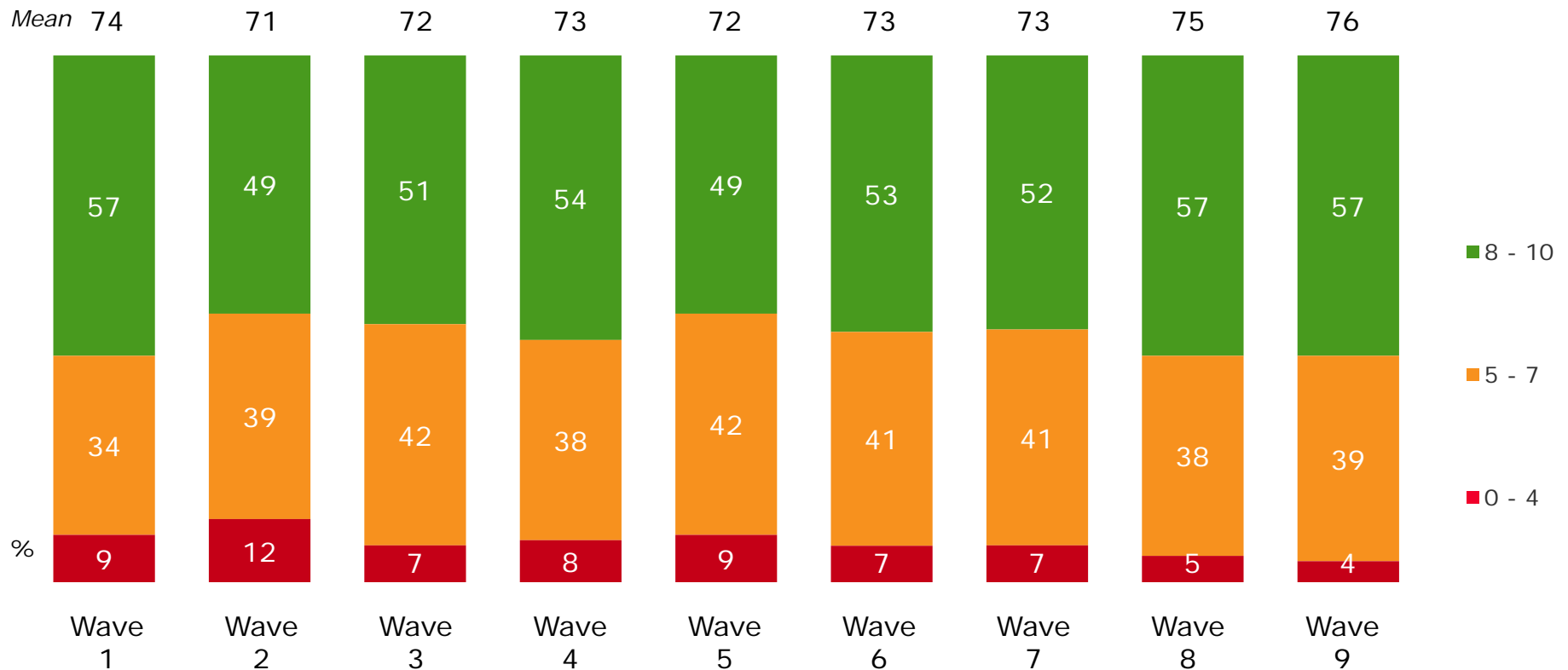
Compared to wave 8, members who joined in the last 6 months were more likely to say they were **triggered to use BCH** for fitness/health reasons or for speed/fun/convenience/cost rather than specifically as an alternative to public transport.



QH6a. What triggered you to start using Barclays Cycle Hire? (Mentions above 5%)  
 Base (All who joined scheme in last 6 months): W9: 615



Satisfaction with the **information about how BCH works** has maintained its high score, consolidating the steady improvement in communications.



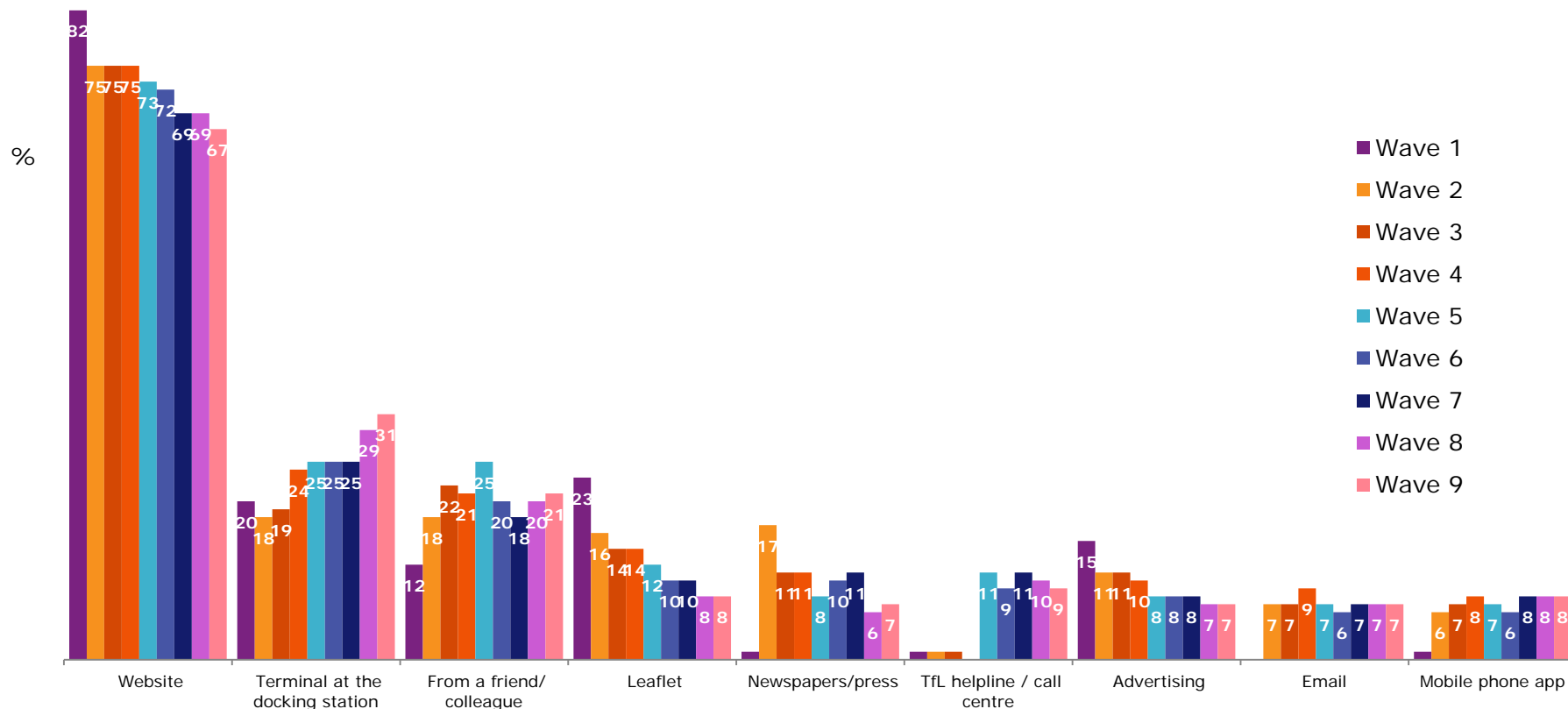
QB2.How satisfied are you with the information on how Barclays Cycle Hire works?

Base (All members): W9: 2801





Of all **information sources on how BCH works**, the website is the most commonly used; however, it is declining as the terminal at the docking station becomes increasingly important.

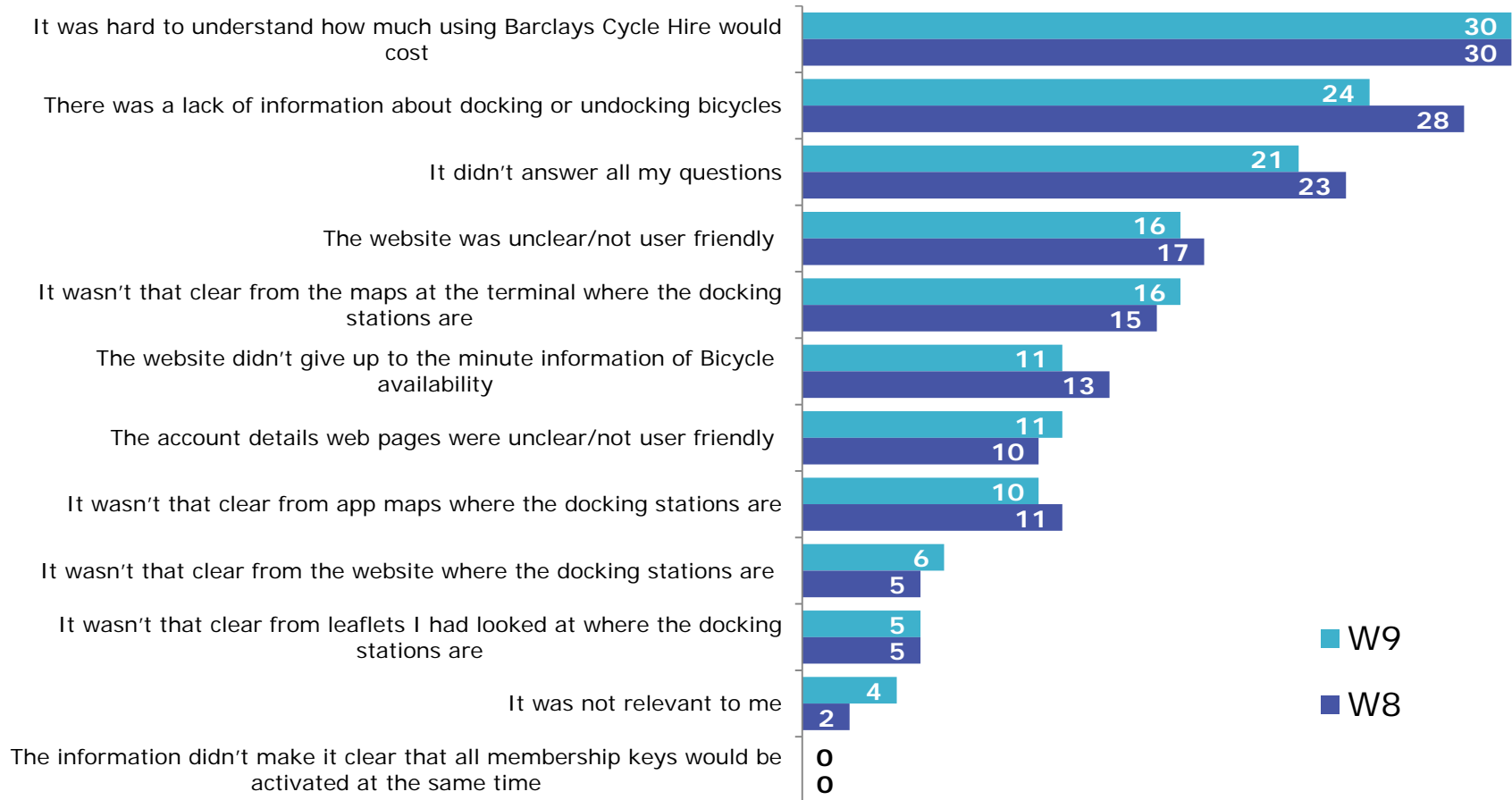


QB1.From where did you get information on how Barclays Cycle Hire works?  
 (Mentions above 5%)  
 Base (All members): W9: 2801



The **main reason for dissatisfaction with information** was the difficulty in understanding the cost. A lack of information over docking and undocking of bicycles remains an important issue.

%

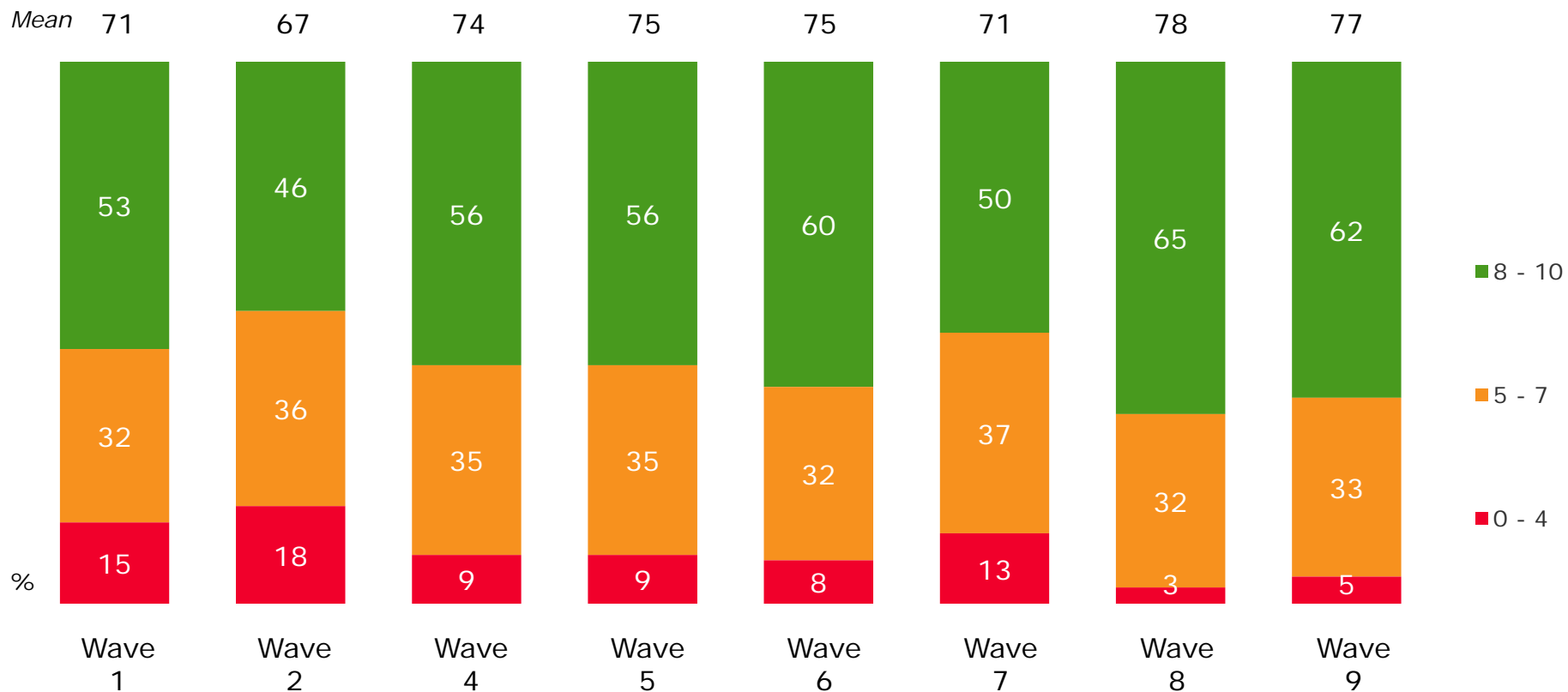


QB3.And, why do you say you are not satisfied with the information you have obtained or received on Barclays Cycle Hire?

Base (All who are not satisfied with the information; score 4 or less at QB2): W9: 587



Satisfaction with the **registration process** has slightly declined.



QC2.How satisfied are you with the process of registering as a member overall?  
Base: W9: 381



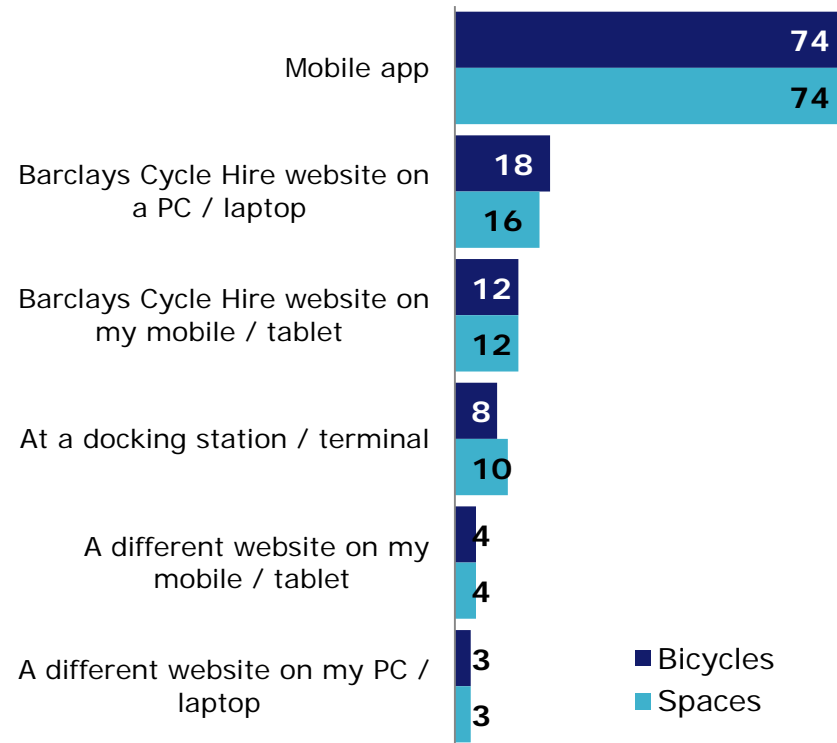
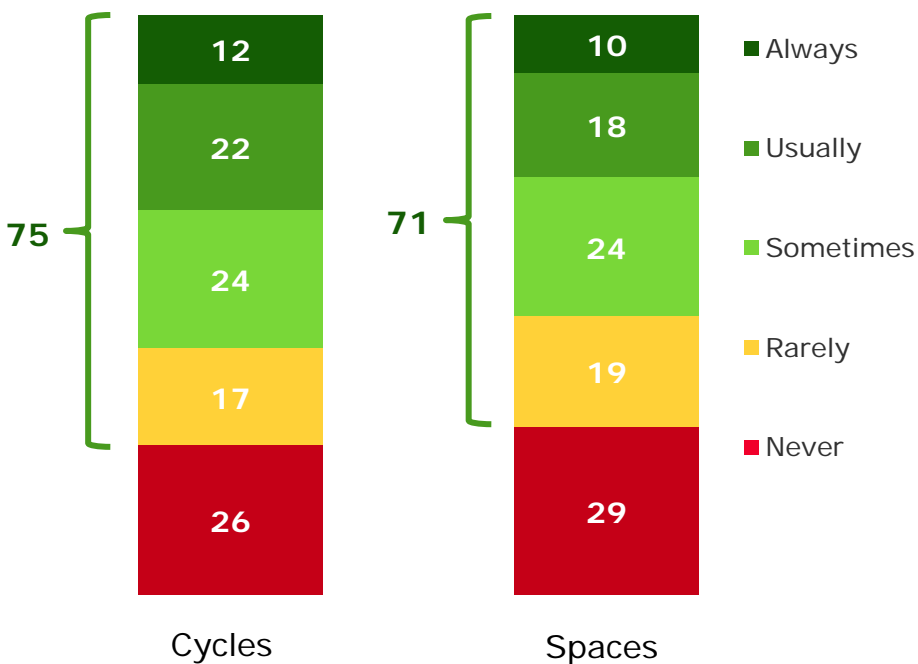
# 6

## Customer experience: docking stations and bicycles



Over 70% **check the availability of bikes and/or spaces** before starting their journey, mostly through a mobile app.

% Check availability



QD1h. Do you check the availability of bicycles and/or spaces at docking stations before making a BCH journey? Base (All members): 2801

QD1i. How do you check this availability before making a BCH journey?

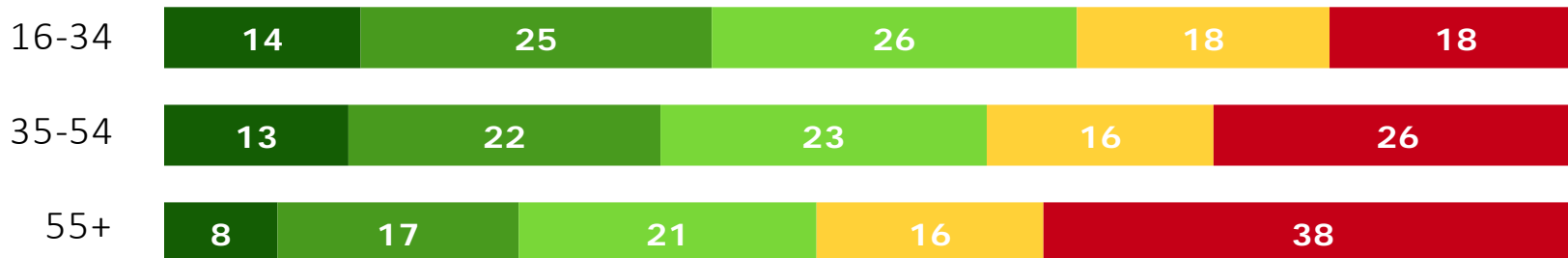
Base (all who check availability of bicycles / spaces): 2086/1993



Younger members are most likely to **check for availability of bicycles and/or spaces** prior to making a journey, with over a third doing this regularly.

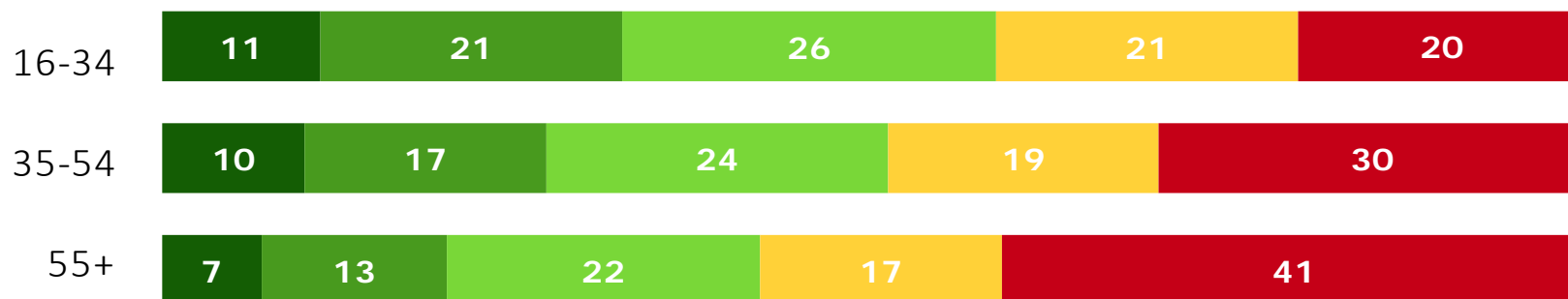
### Bicycles

%



■ Always 
 ■ Usually 
 ■ Sometimes 
 ■ Rarely 
 ■ Never

### Spaces

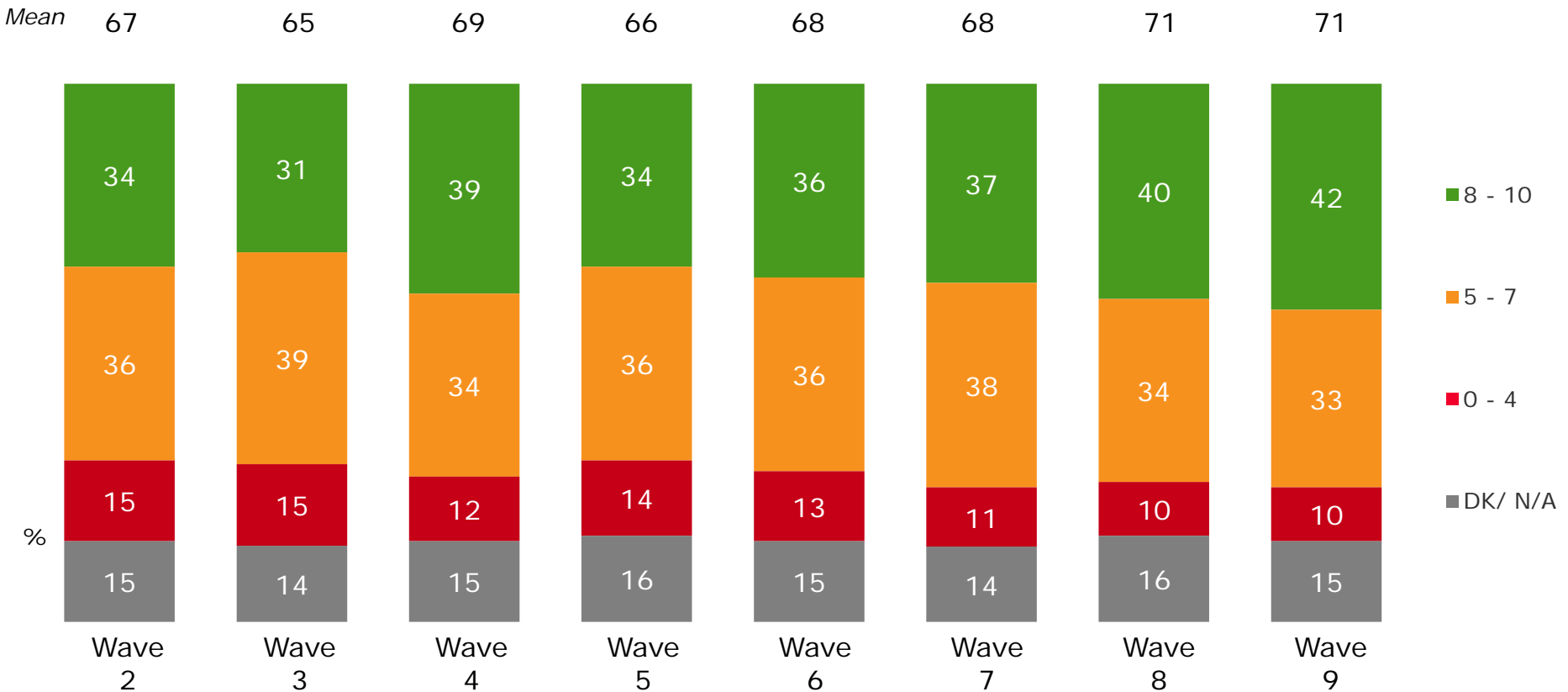


QD1h. Do you check the availability of bicycles and/or spaces at docking stations before making a BCH journey?

Base All members aged :16-34: 740; aged 35-54: 1650; aged 55+: 406



Satisfaction with the **information and ease of using the terminals** has remained consistently high, reflecting increased numbers of very satisfied members.



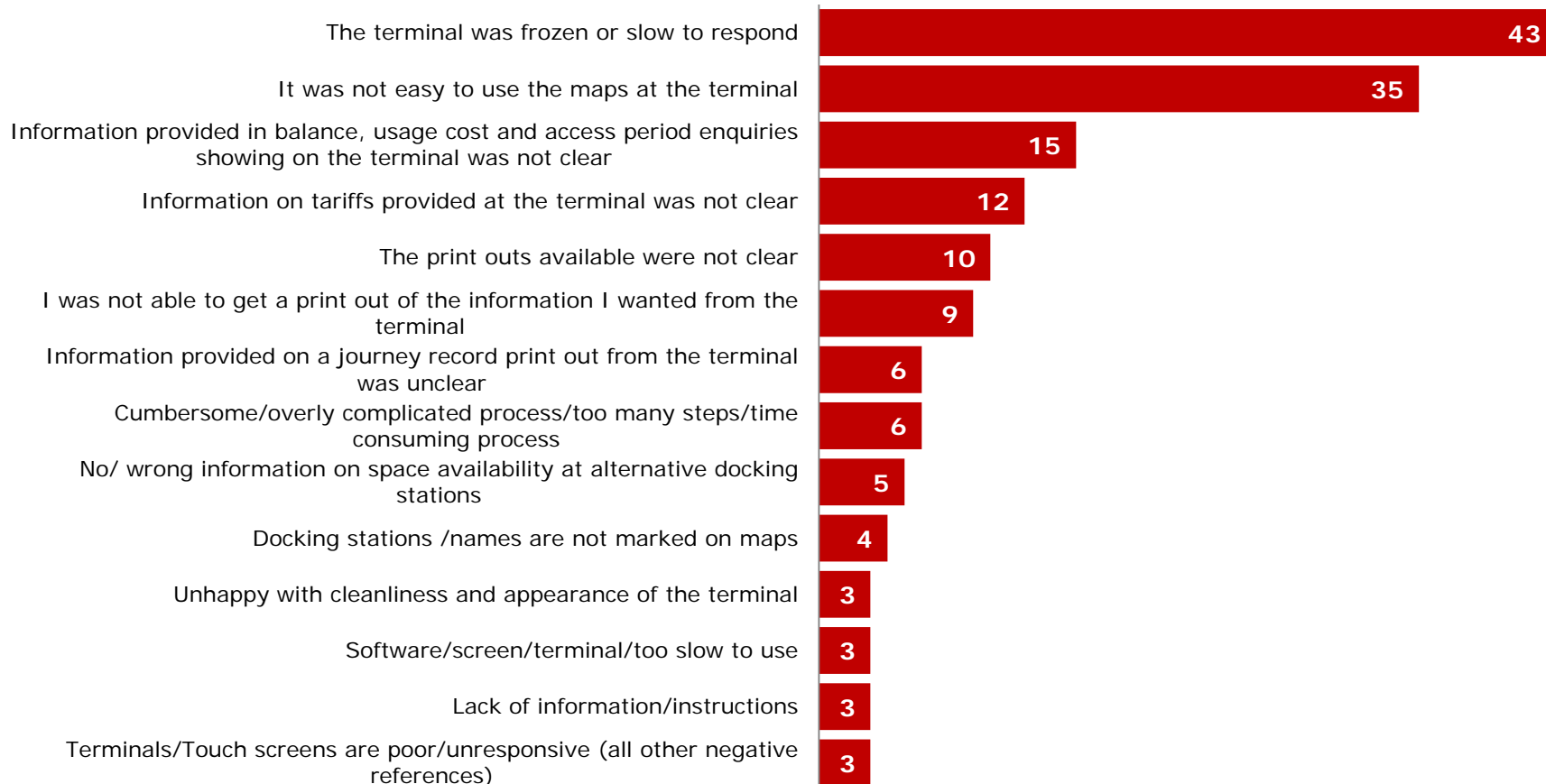
QD6.And how satisfied are you with the information panels, print outs, screens and ease of using the terminals?

Base (All members):W9: 289 . (W1 not asked)



For the minority who were **dissatisfied with the terminals**, over 40% cited a frozen or slow terminal as a reason for dissatisfaction and over a third had difficulty in using the terminal maps.

%



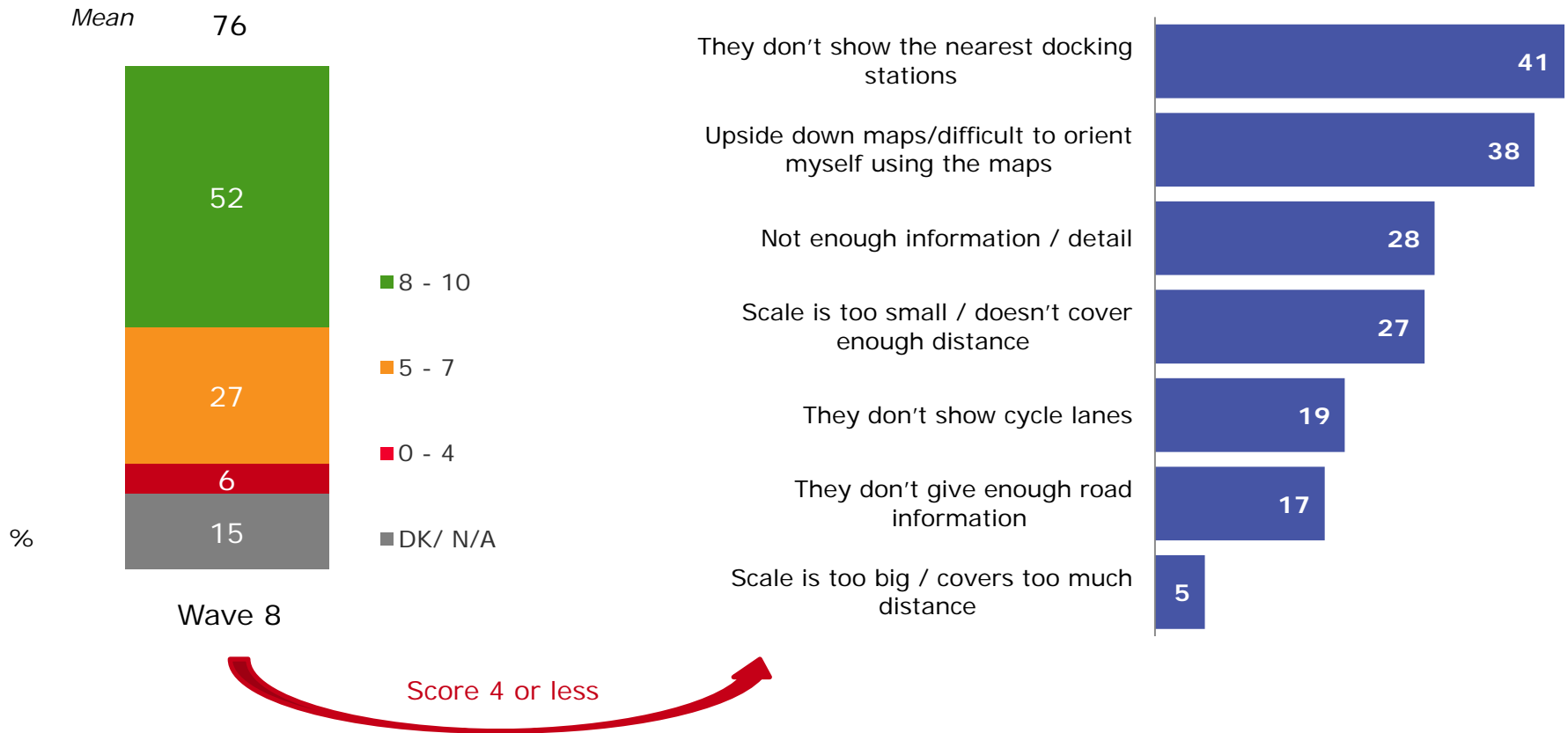
QD7.And why do you say you are not satisfied with the terminals?

Base (All dissatisfied with terminals, score of 4 or less at QD6): W9 288





For those dissatisfied with the maps (6% of members), the main reasons for dissatisfaction were that the maps didn't show the nearest docking stations and/or made orientation difficult.

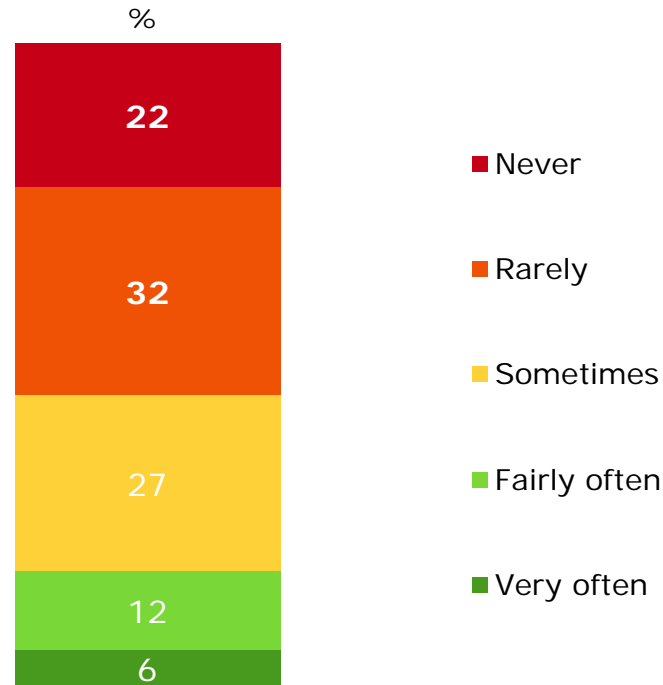


QD8.How satisfied are you with maps at the terminals?

QD9.And why do you say you are not satisfied with the maps at the terminals?

Base (all members) Wave 9: 2801; (All not satisfied with maps at the terminals); W9: 508

Almost half (sometimes or often) **use the information at the terminals** to find their way around the local area as opposed to looking for another docking station.

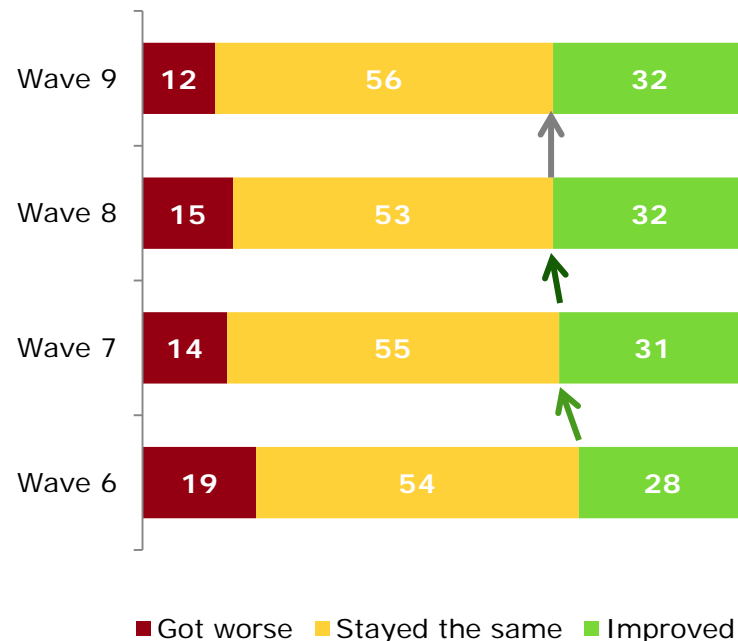
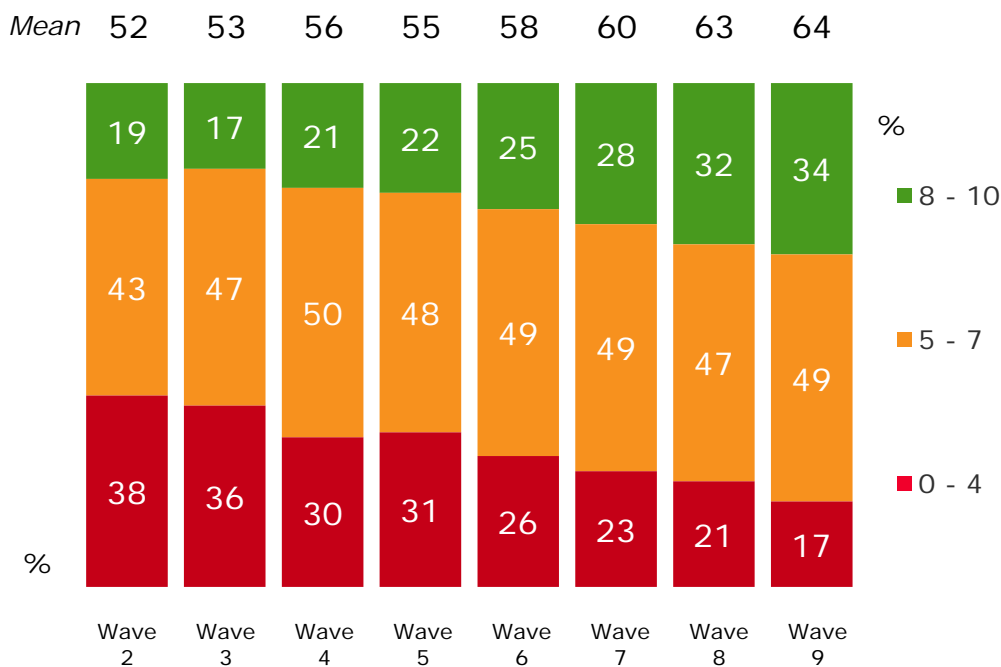


QD10. How often do you use the maps at the terminals to find your way around the local area, other than to look for nearby docking stations?

Base (all members) Wave 9: 2801

Satisfaction with **availability of bikes** has continued to improve over time and a third believe this is an area that has improved and only around 1 in 8 perceived it to have got worse.

### Availability of **bicycles** at docking stations



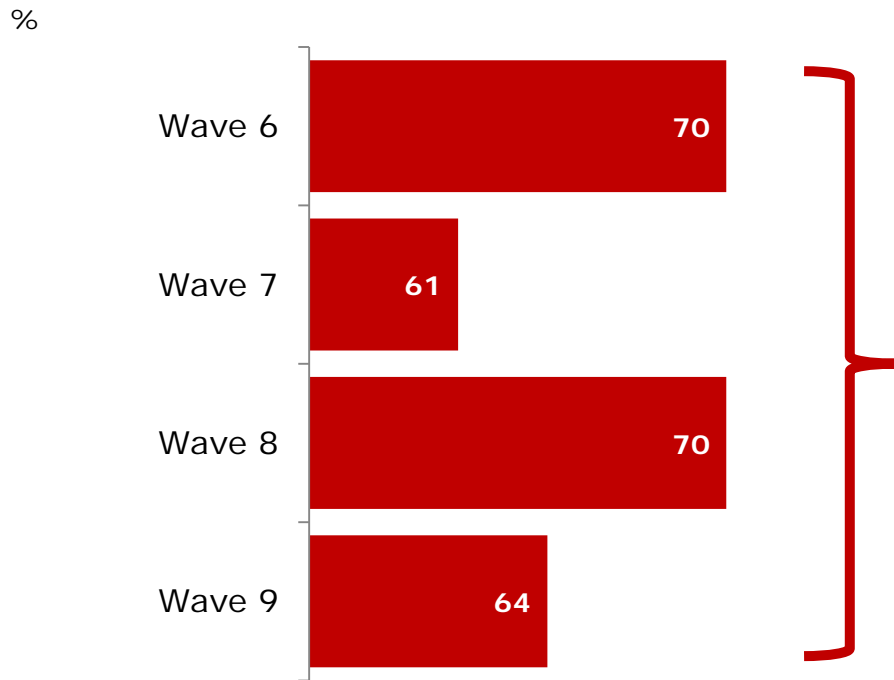
QD1a. How satisfied are you with the availability of bicycles at docking stations?  
 QH9. Thinking specifically about the following areas, generally would you say things have improved, stayed the same or got worse?

Base (all members ) W9: 2801

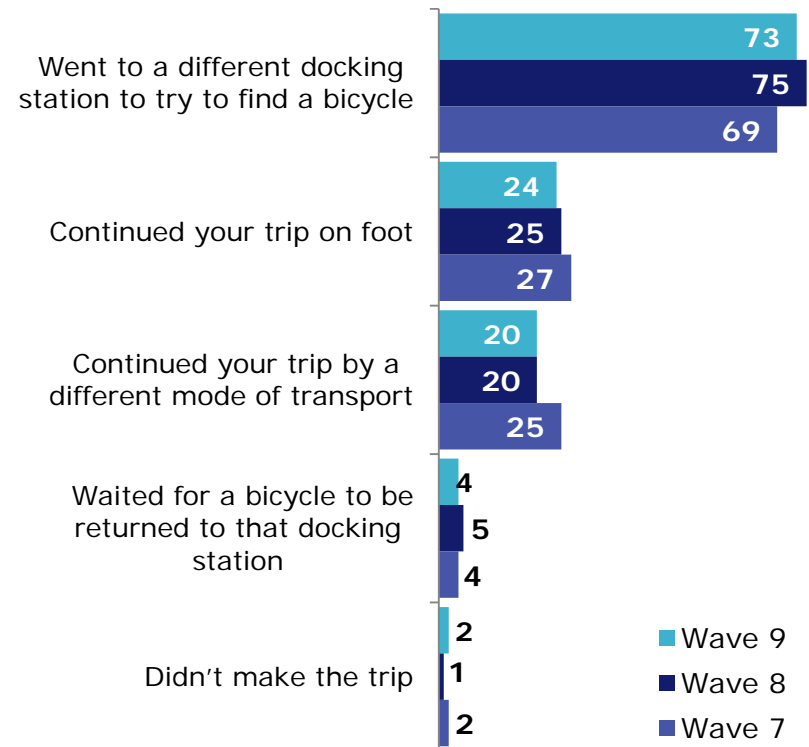


Reflecting the seasonal pattern, in wave 9 (late November) there was an improvement in **failing to find an available bike in the last month** compared to wave 8 (summer). Those who failed to find a bike mostly went to a different docking station to try to find a bike.

In the last month, % failed to find an **available bicycle** at your first choice of docking station



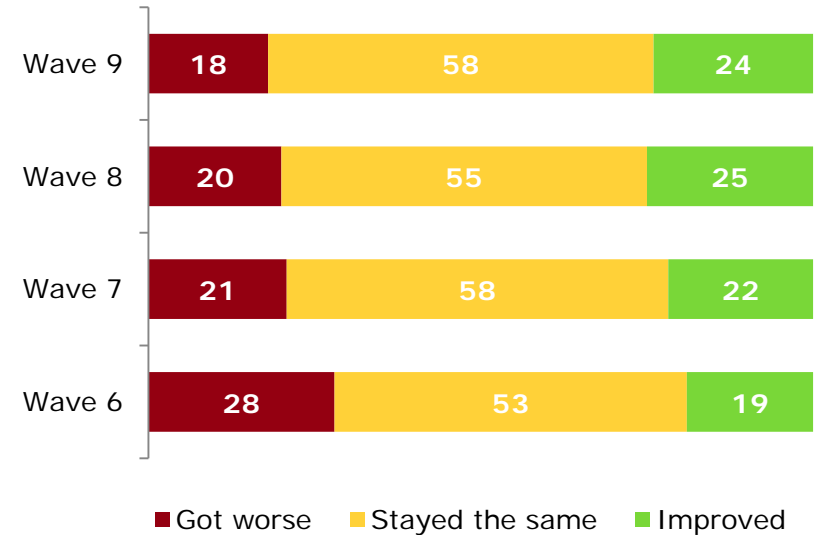
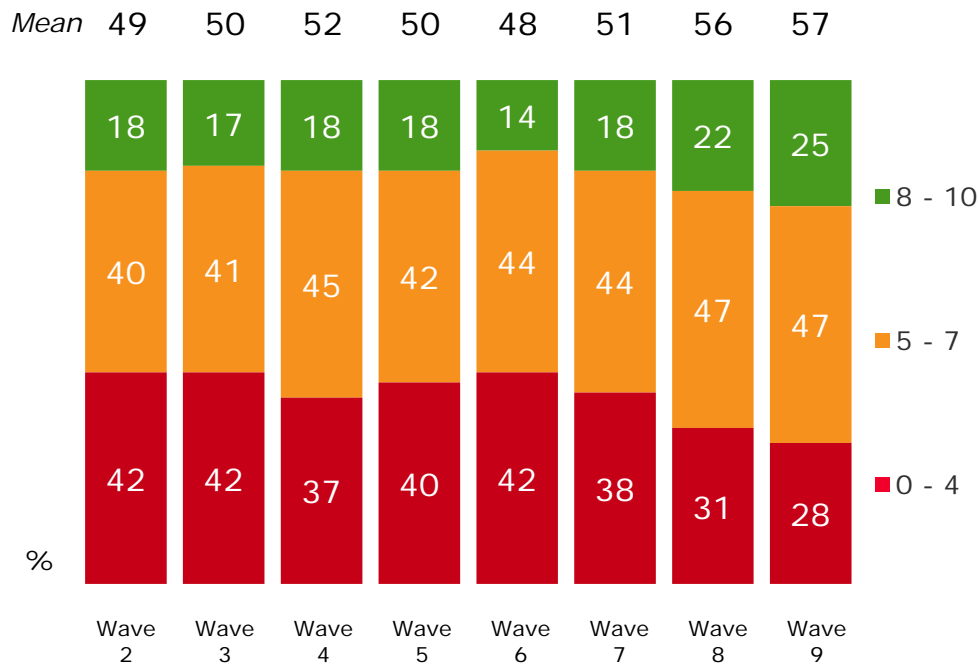
What did next?



QD1d. In the last month have you tried to hire a bicycle, but failed to find an available bicycle at your first choice of docking station? Base (All members): 2801 QD1e. The last time you failed to find an available bicycle at your first choice of docking station, what did you do next? Base (All who failed to find an available bicycle to hire at first choice docking station in last month): 1781

Satisfaction with **availability of spaces** has continued to improve, reaching a peak of 57. Around a quarter believe the availability of spaces has improved, similar to wave 8.

Availability of free **docking station spaces** to return bicycles

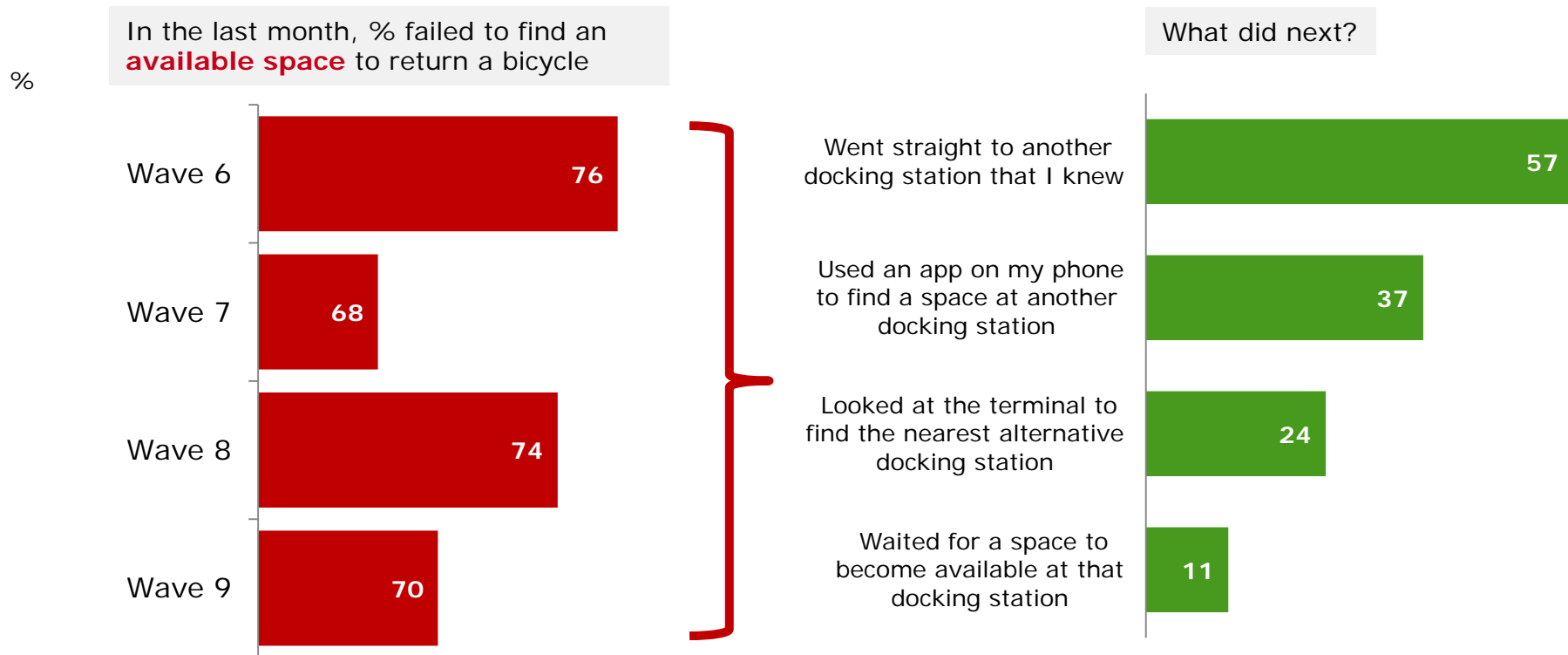


OD1b. How satisfied are you with the availability of free docking points to return bicycles at docking stations? QH9. Thinking specifically about the following areas, generally would you say things have improved, stayed the same or got worse?

Base (all members ) W9: 2801

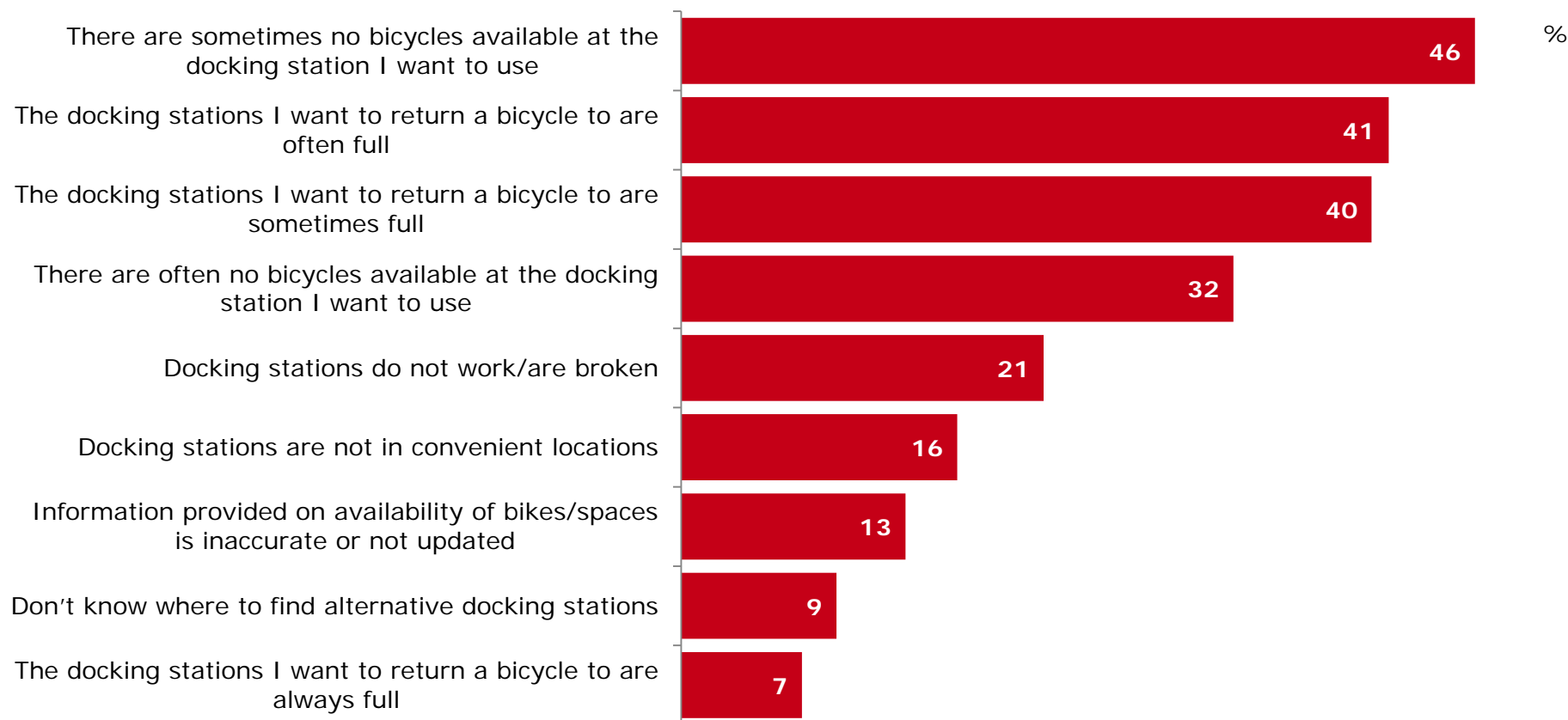


7 out of 10 members failed to find an **available space** last month. More than half went straight to another docking station, while a third used an app to help them find a space.



QD1f. In the last month, have you failed to find an available space to return a bicycle at your first choice of docking station? Base (All members): 2801 QD1g. The last time you failed to find an available space at your first choice of docking station, what did you do next? Base (All who failed to find an available space to return bicycle at first choice docking station in last month): 1966

For those who were dissatisfied with the **availability at docking stations**, the main reasons were a lack of bicycles or spaces, with almost half of them claiming there are times when no bicycles are available.

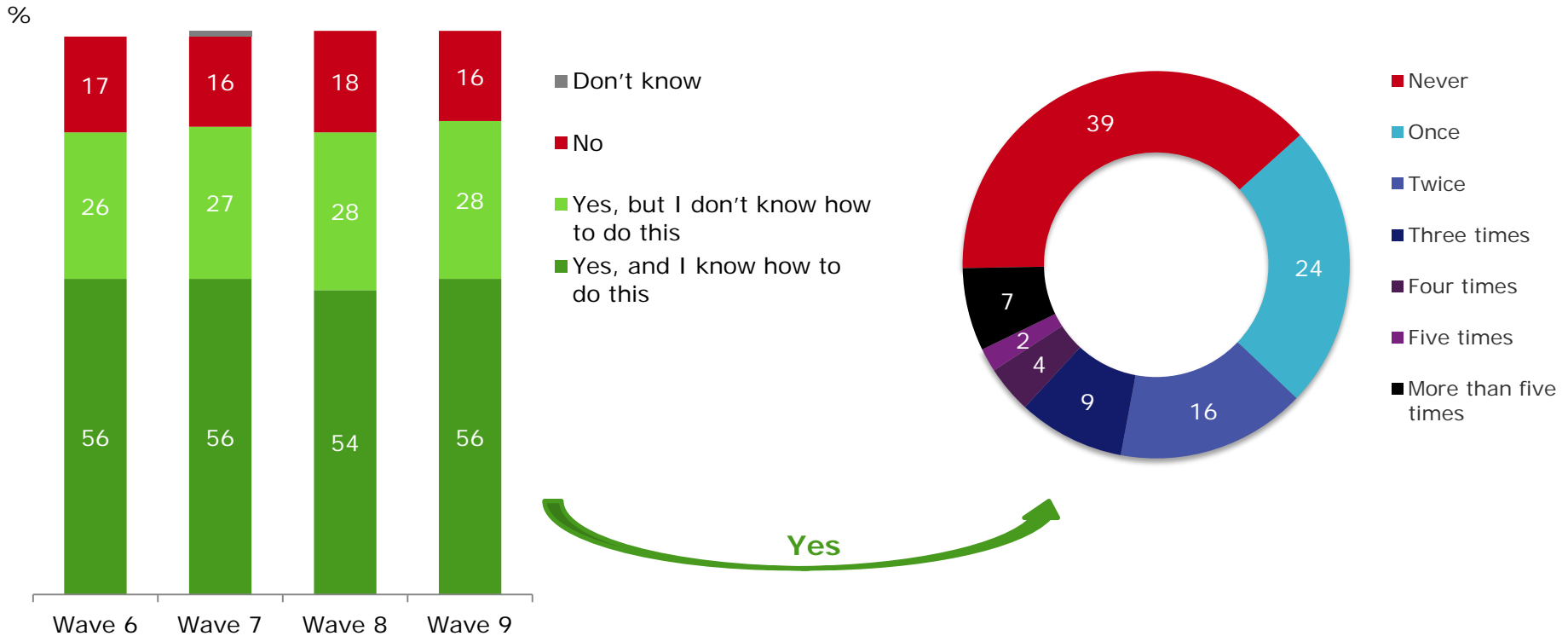


QD1c.And, why do you say you are not satisfied with availability at the docking stations?

Base (All who are not satisfied with the availability of free docking points and/or availability of bicycles - coded 6 or less at QD1a and/or QD1c ): W9 1773



The awareness of the **15 minutes free additional time** is at a similar level to previous waves, with little growth in awareness. Of those aware, 6 out of 10 have made use of this in the last 3 months.

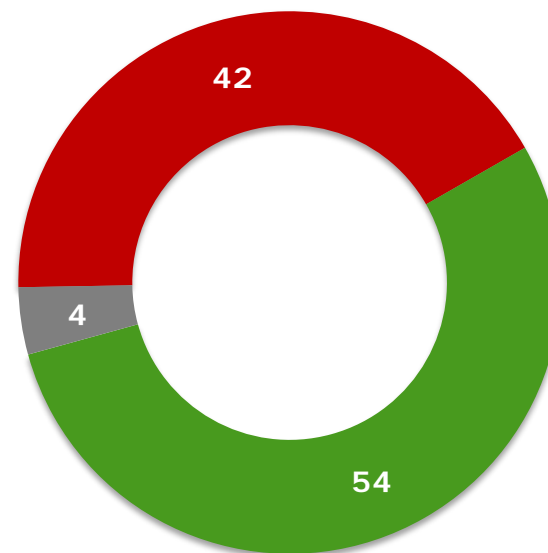
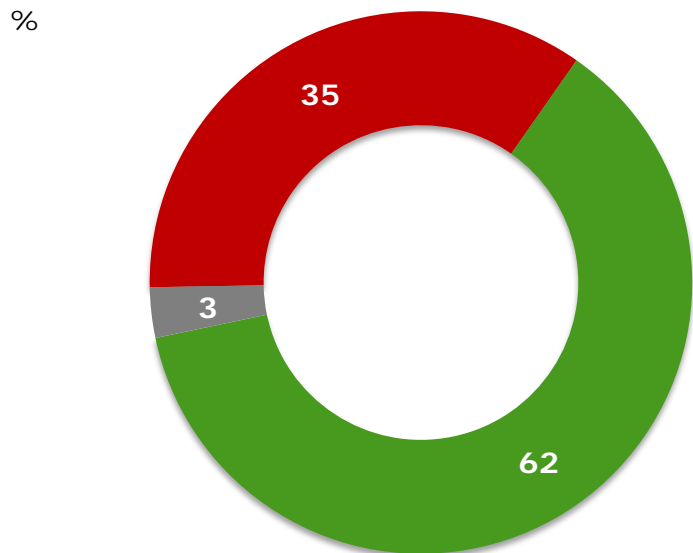




Over a third had **experienced a technical problem in the last 6 months** with a bike – and over 4 in 10 had experienced a technical problem with a docking station - preventing them from starting or completing a journey.

Problem with a **bicycle** prevented from starting or completing a journey

Problem with a **docking station** prevented from starting or completing a journey



■ Yes ■ No ■ Don't know

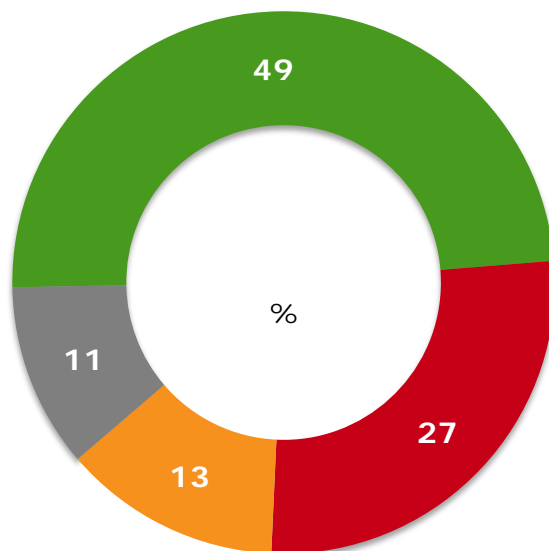
QE3a. Has a technical problem with the actual bicycle prevented you from starting or completing a journey in the last 6 months? Base (All members): 2801

QE3c. Has a technical problem with the actual docking station prevented you from starting or completing a journey in the last 6 months? Base (All members): 2801

Around half of those who experienced a problem in the last 6 months **reported the fault** by pressing the red button on the docking station, with a quarter not reporting the fault.

%

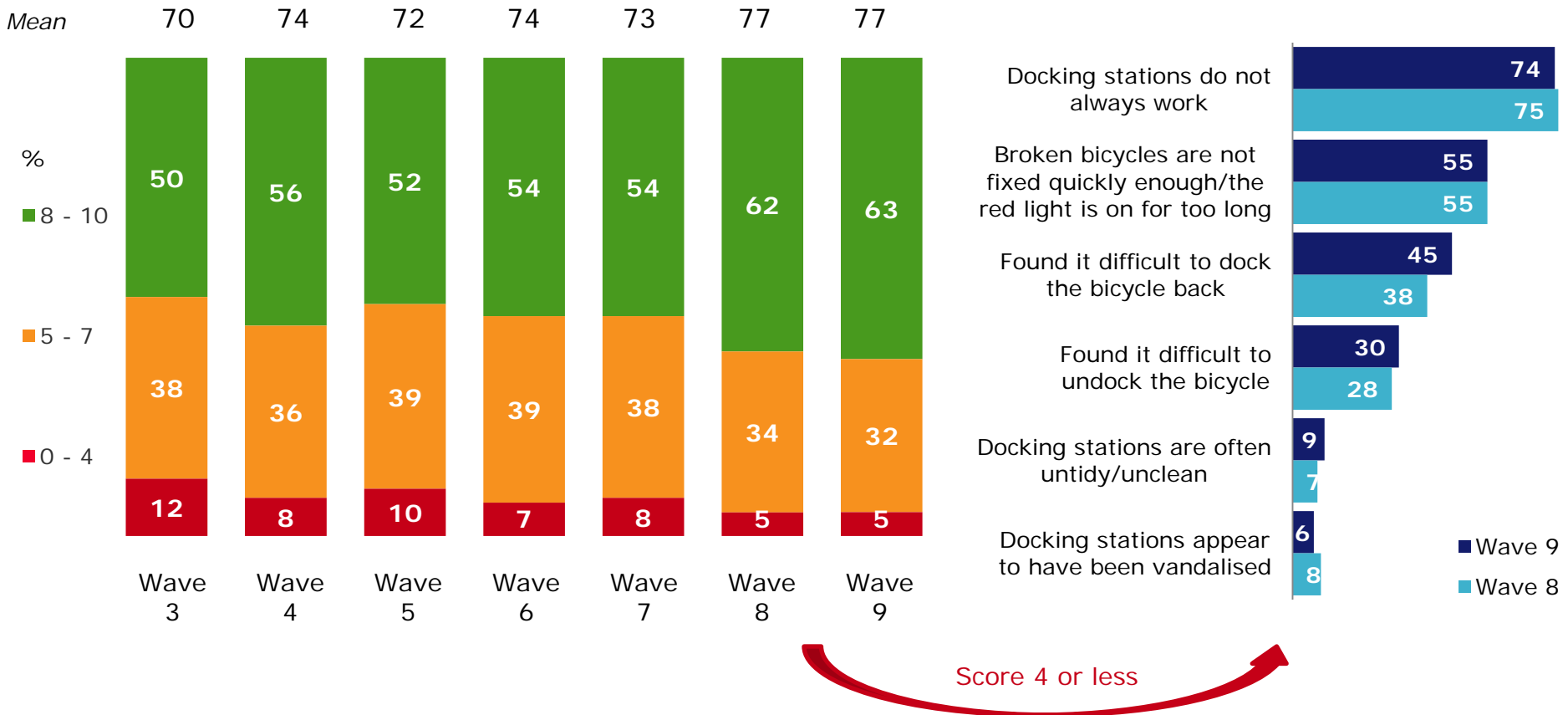
Reported this fault by pressing **the red button** on the docking station?



■ Yes ■ No ■ No, but called contact centre ■ Don't know

QE4. Did you report this fault by pressing the red button on the docking station?  
Base (Those with a problem in the last 6 months: 1614)

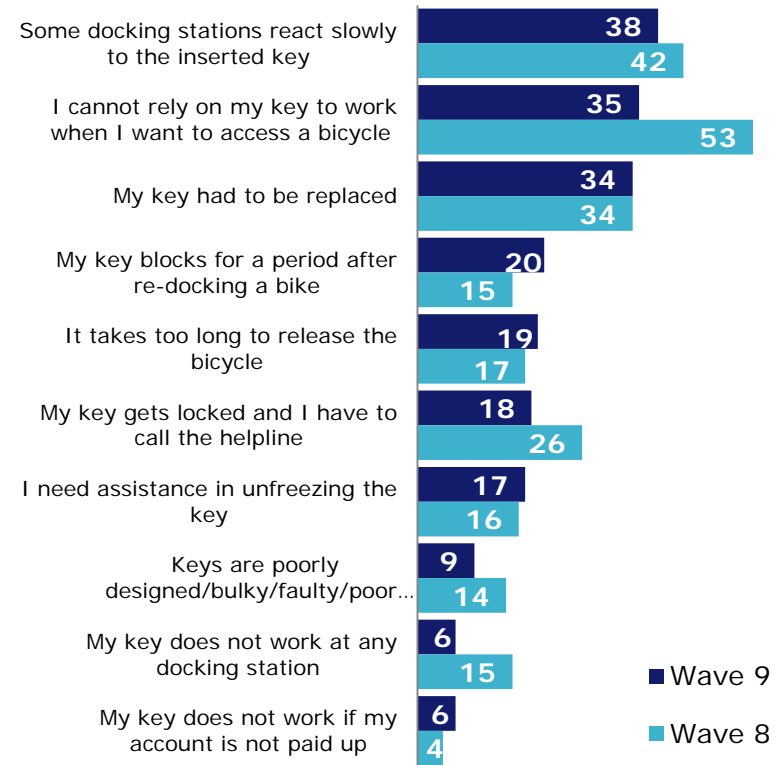
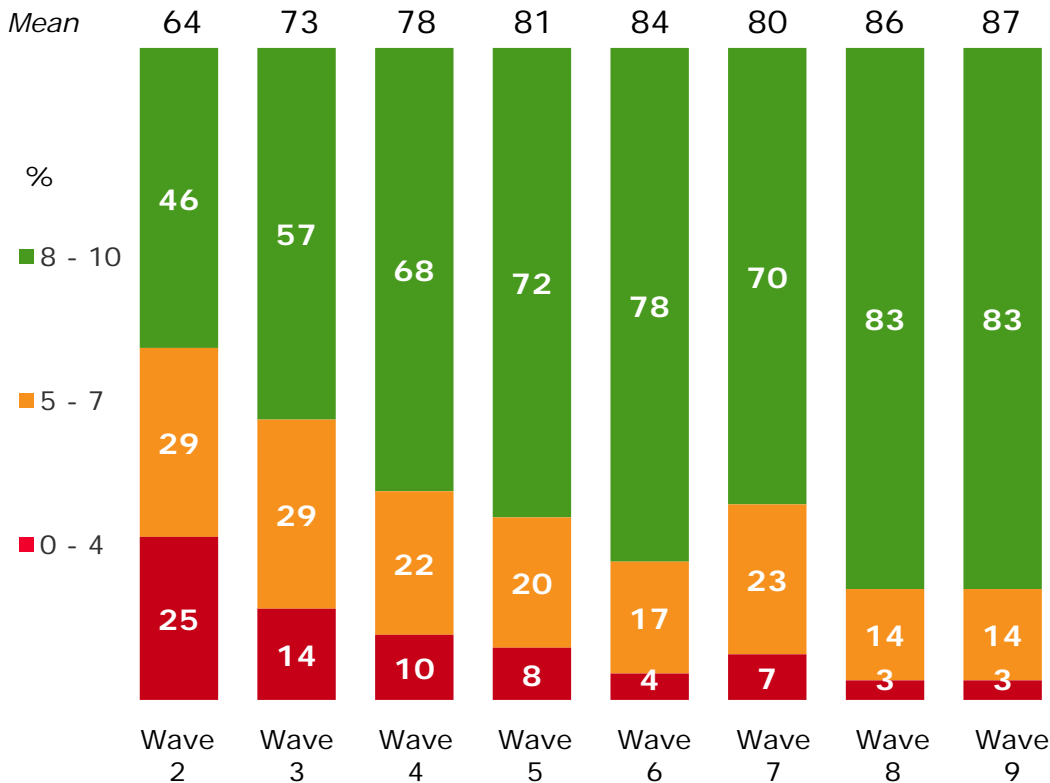
Satisfaction with **the docking station working condition & maintenance** is at its highest level. Of those dissatisfied (5%), the main reason is faulty docking stations (similar to the previous wave).



QD2a.How satisfied are you with the working condition and general maintenance of the docking stations overall? Base (All members ): W9: 2801 QD2b.And, why do you say you are not satisfied with the working condition and general maintenance of the docking stations? Base (All dissatisfied with the working condition and general maintenance of the docking stations); W9: 137



The **ease of using the membership key** is still a key strength of BCH, and retains a high score. Very few (3%) are dissatisfied (most saying they cannot rely on their key).



Score 4 or less

QD3.And how satisfied are you with the ease of using the membership key to access a bicycle?

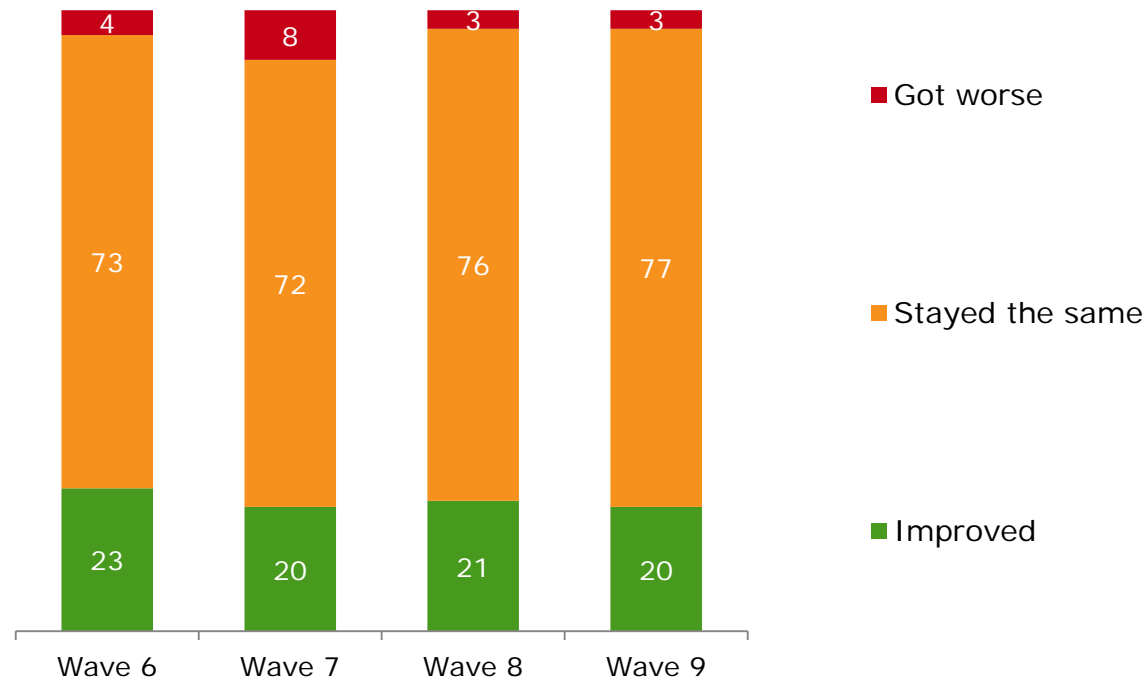
Base (All members ): W9: 2801 QD4.And why do you say that you are not satisfied with the ease of using the membership key to access a bicycle?

Base (All dissatisfied with the with the ease of using the membership key to access a bicycle): W9: 223

Perceptions of the **membership key working** are consistent with the previous wave, with 1 in 5 still saying the reliability of the key has improved.

## Your membership key working at a docking point

%

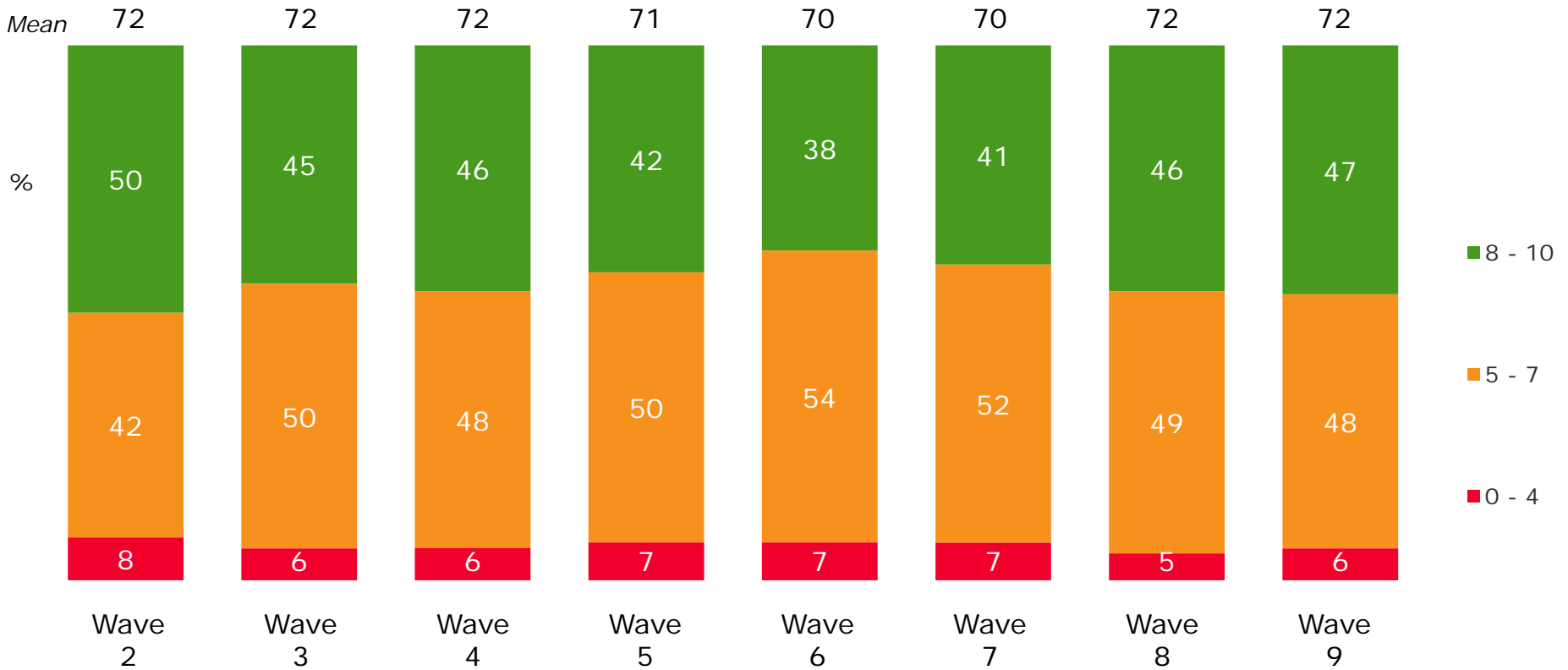


QH9.Thinking specifically about the following areas, would you say things have generally improved, stayed the same, or got worse?

Your membership key working at a docking point

Base (All members ): W9:2801

The satisfaction with **the bikes** has remained relatively consistent over time, with around half having a very positive perception of them.

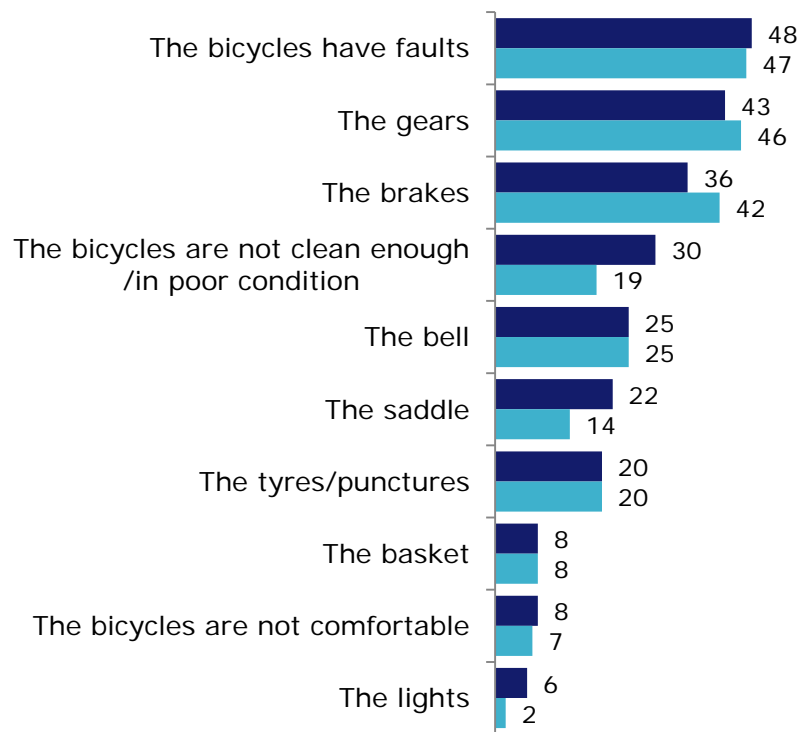


QE1 In general, how satisfied are you with the bicycles you have hired through Barclays Cycle Hire?  
 Base (All members): W9: 2801

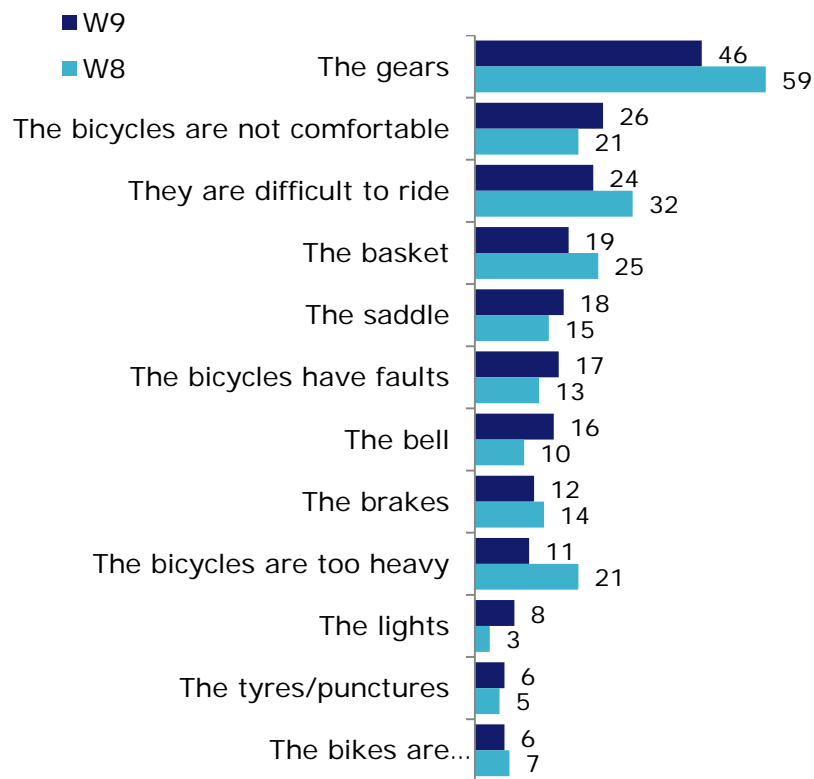


Among those **dissatisfied with the bikes**, the gears are a commonly mentioned fault both in terms of upkeep and design – although design/functionality shows improvement.

%  
Upkeep / maintenance



Design / functionality



QE2. And why do you say you are not satisfied with the bicycles?

Base (All not satisfied with the bicycles): W9: 157



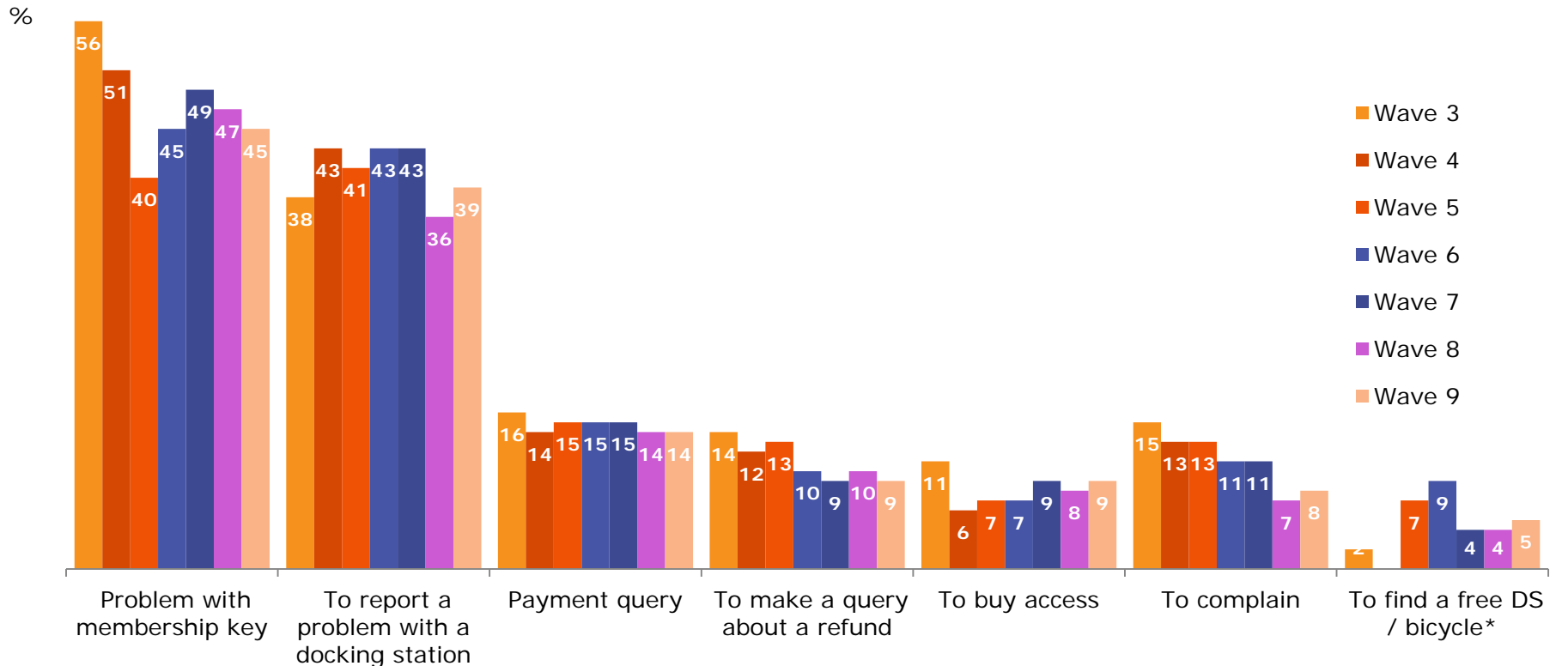
# 7

## Communication with BCH





Members are most likely to **contact Barclays Cycle Hire** for a problem with their membership key, but this has reduced over time. Docking station problems and complaints have also declined in recent waves.



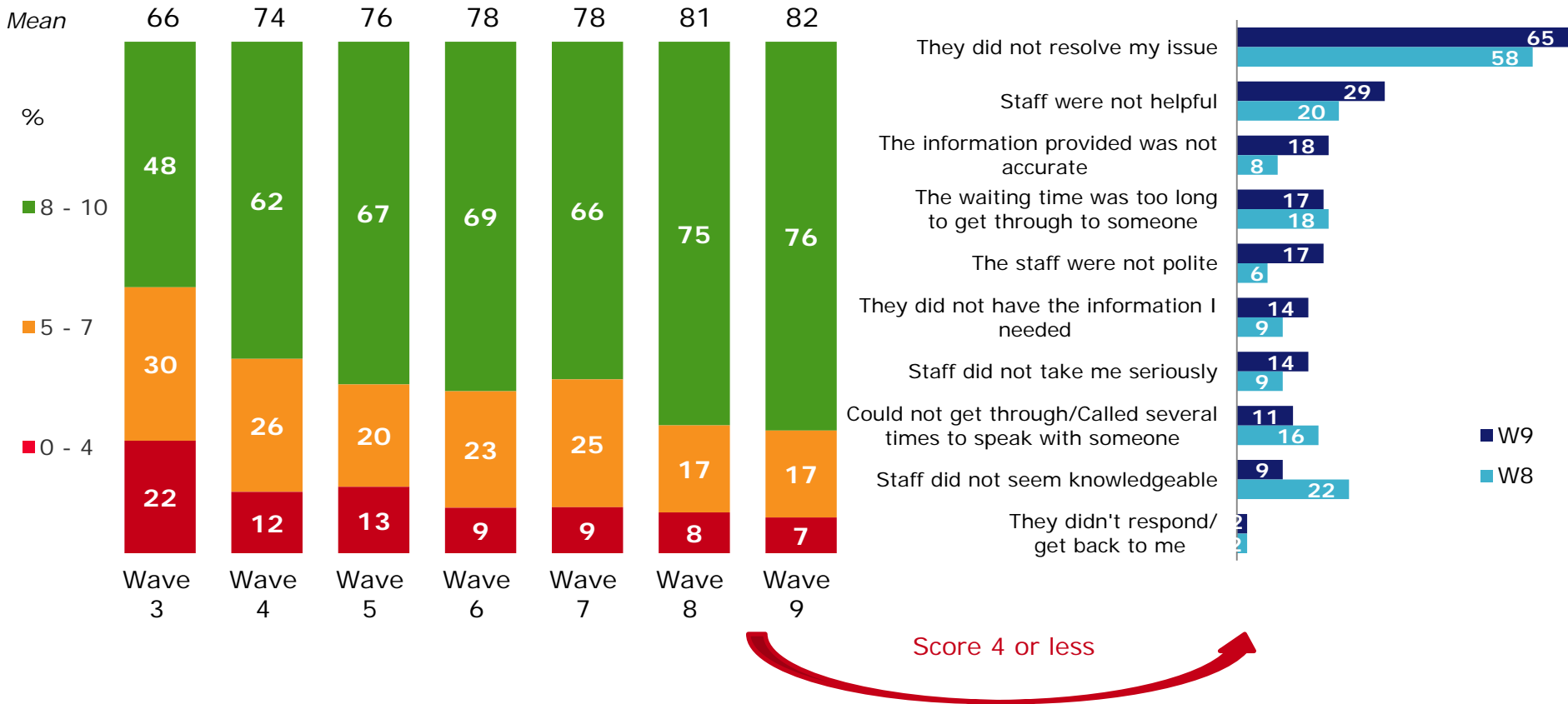
(Mentions above 5% at wave 6)



QG1. In the last 2 months, have you contacted the Barclays Cycle Hire contact centre? Base (All members): 2801; QG2. Thinking about the last time you contacted the centre, what was the reason or reasons? Base (all who have contacted the contact centre) 916 (\*NB: To find a free DS / bicycle not in question precode list W2-W4) W9: 931



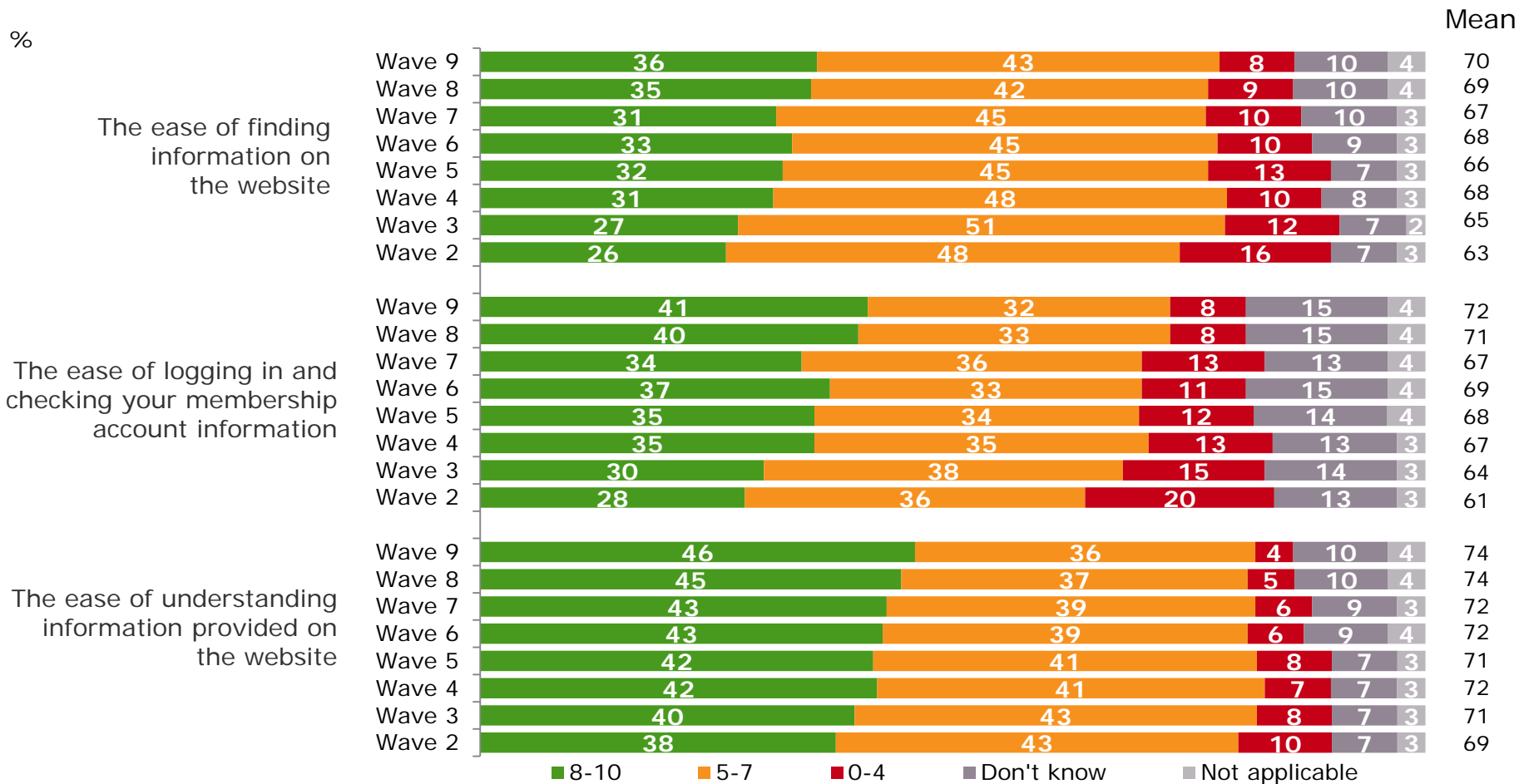
Satisfaction with the **contact centre** has again increased to a new peak. For those who were dissatisfied (7%), around two thirds claimed that their issue was not resolved.



QG3.And still thinking about the last time you contacted the centre, how satisfied were you with the service that you received? Base ( All members who contacted the BCH contact centre) W9: 931  
 QG4.Why do you say you are not satisfied with the contact centre Base (All not satisfied with contact centre, scored 4 or less at QG3): W9: 66



# Satisfaction with each of the **website** aspects has reached peak levels.



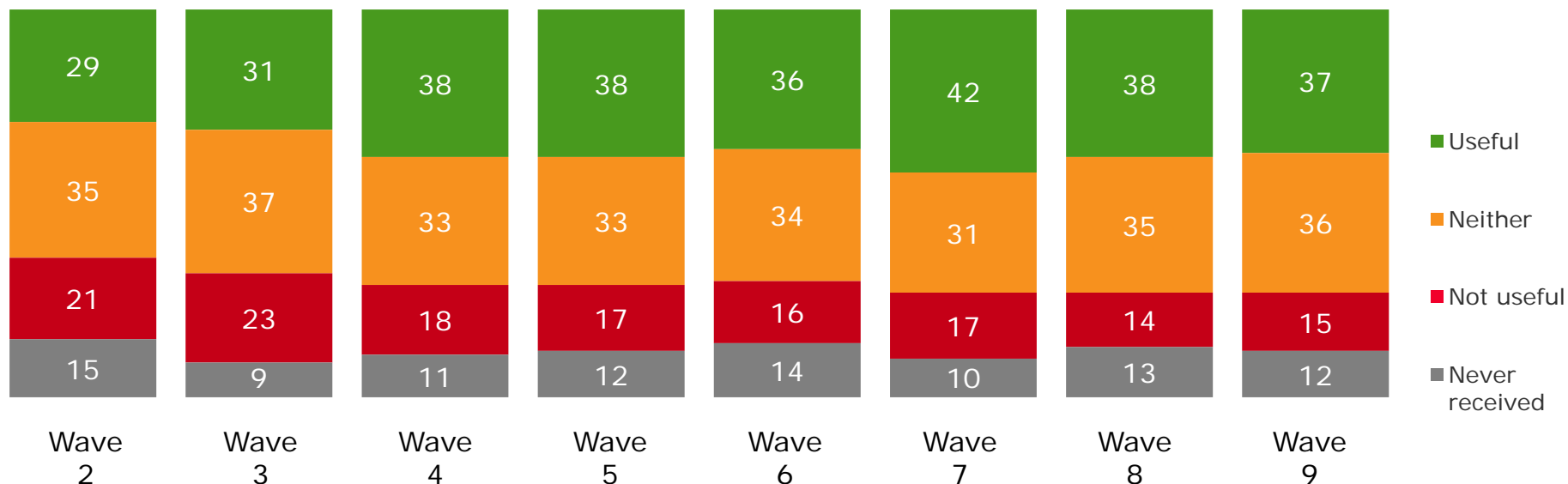
QB4.Thinking specifically about the Barclays Cycle Hire website, how satisfied are you with the following

Base (All members): W9: 2801



More than 80% think the **frequency of emails** is about right. Perceptions of usefulness have been fairly steady (apart from the increase in wave 7).

%



Frequency of emails from Barclays Cycle Hire	Percentage
About right	84%
Too frequent	11%
Not enough	4%



QB5.How useful are the emails you receive about Barclays Cycle Hire?

Base (All members): W9: 2801

QB6.What do you think about the frequency of the emails you receive about Barclays Cycle Hire? (all who have received emails from BCH): 2466

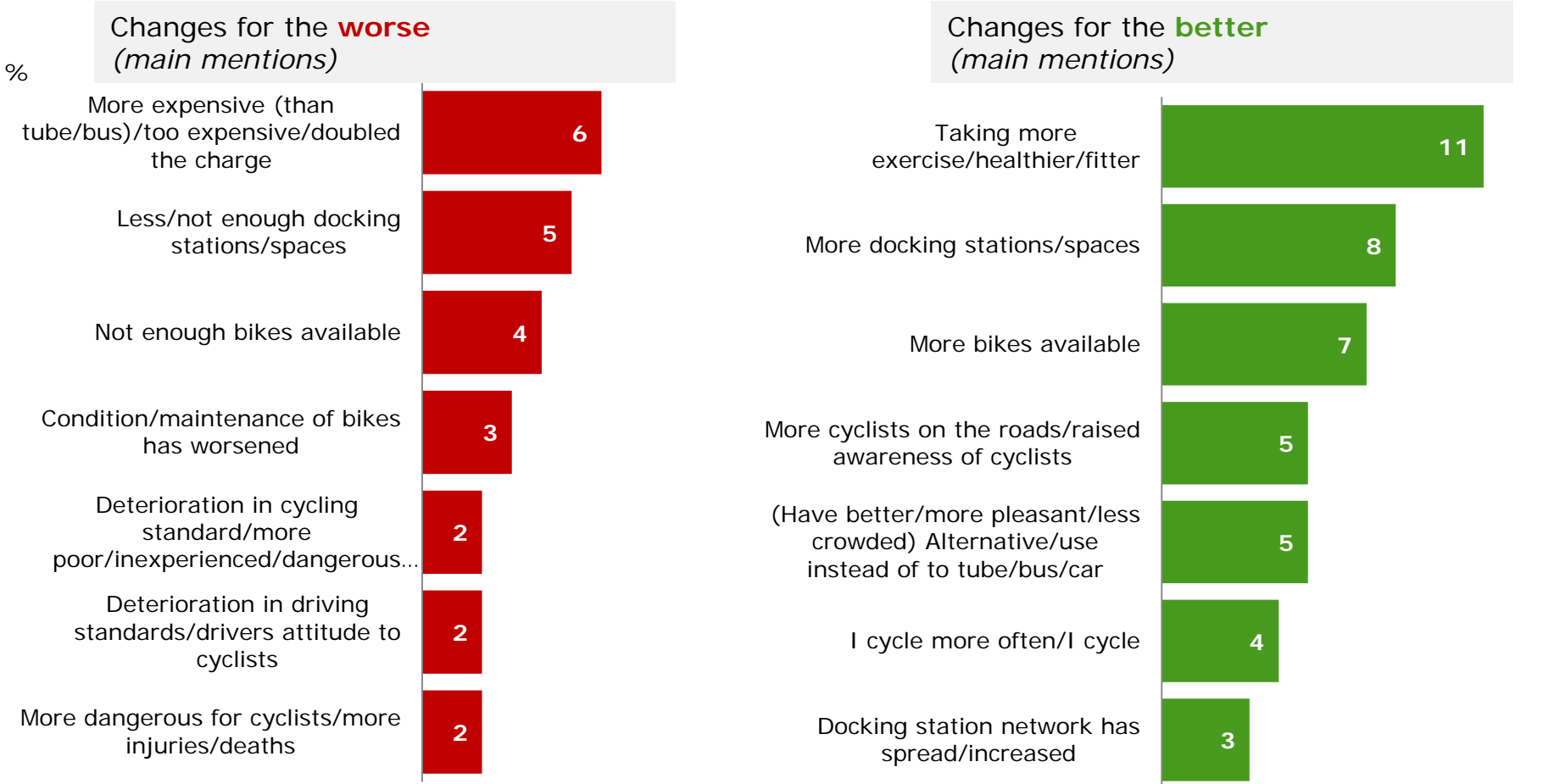


# 8

## Attitudes and behaviour



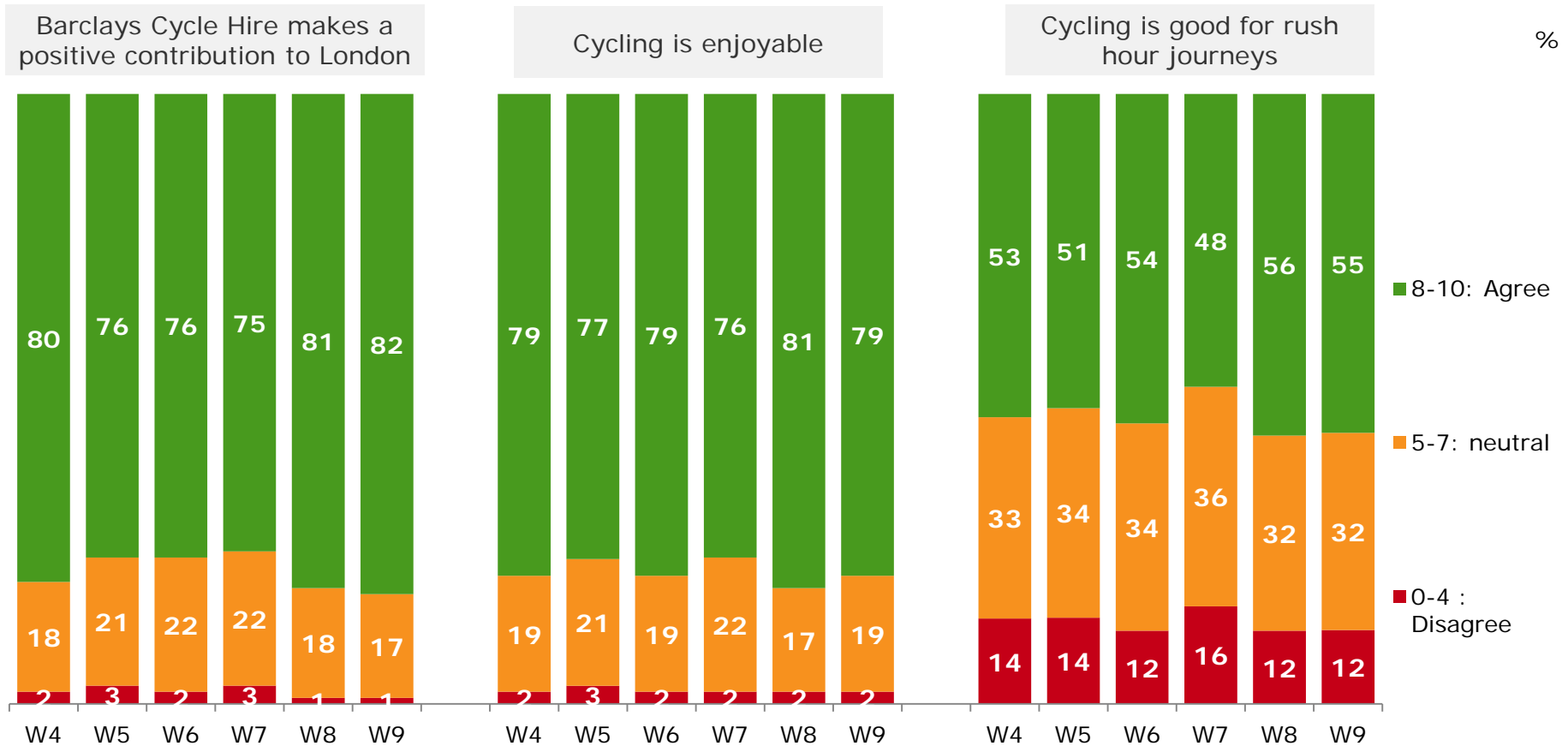
The expense/charge doubling is the main 'change for the worse' and the health benefits are the main 'change for the better'.



QH12. What would you say has changed for better or worse since you've become a Barclays Cycle Hire member? Base (All members): 2801



A peak number of members think 'BCH makes a positive contribution to London'. Yet still only just over half believe it has a positive impact on their rush hour journeys, which may be evidence of the safety concerns (see slide 65).

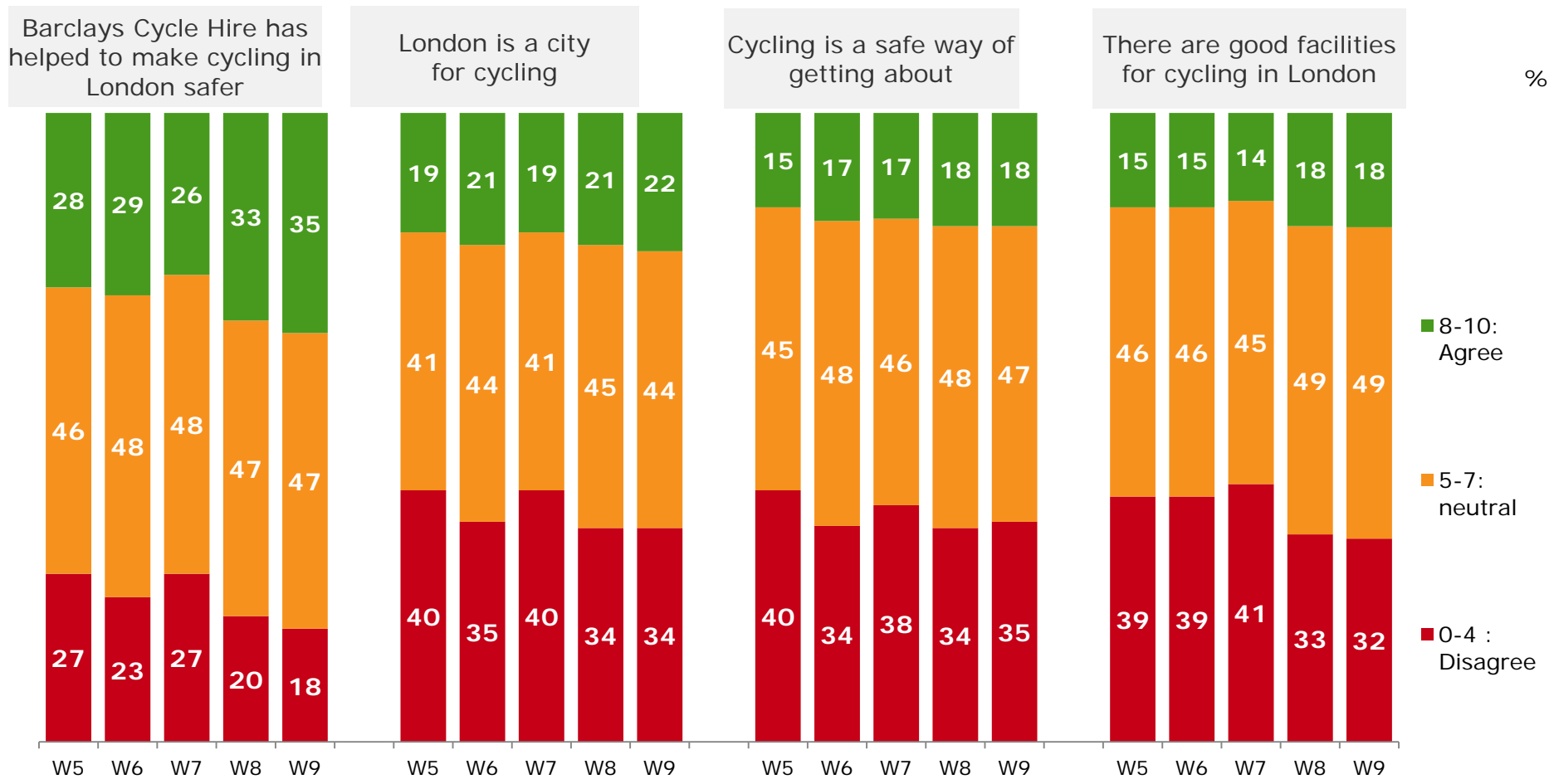


QH6. To what extent do you agree or disagree with the following statements about cycling in general ...?

Base (All members): W9: 2801



Over a third of members agree that BCH has helped make cycling in London safer (increased from last wave), but fewer than 20% say it is 'safe'. Less than a quarter believe that London is a city for cycling or has good facilities for cycling, but both improved in recent waves.



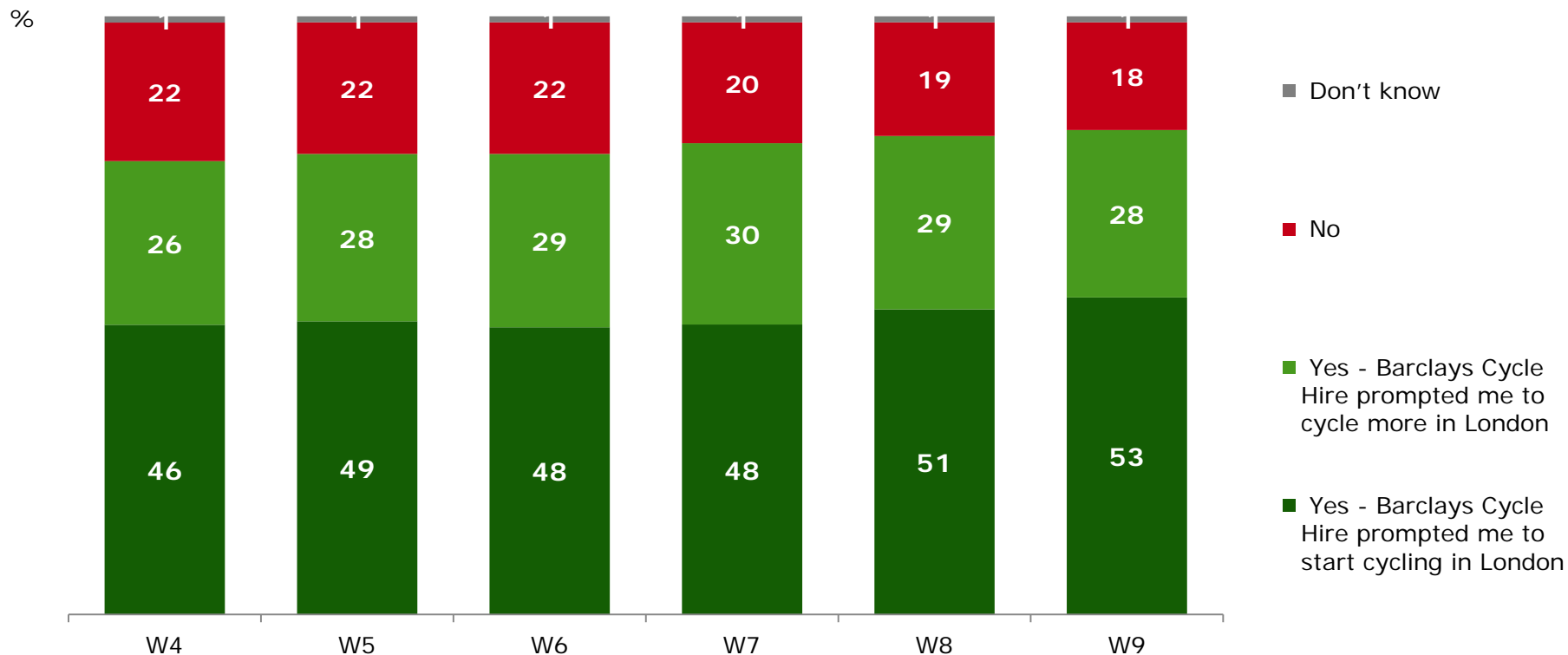
QH6. To what extent do you agree or disagree with the following statements about cycling in general ...?

Base (All members): W9: 2801





Over four in five members state that BCH has prompted them to **start cycling or cycle more** in London, reflecting a long-term increase.

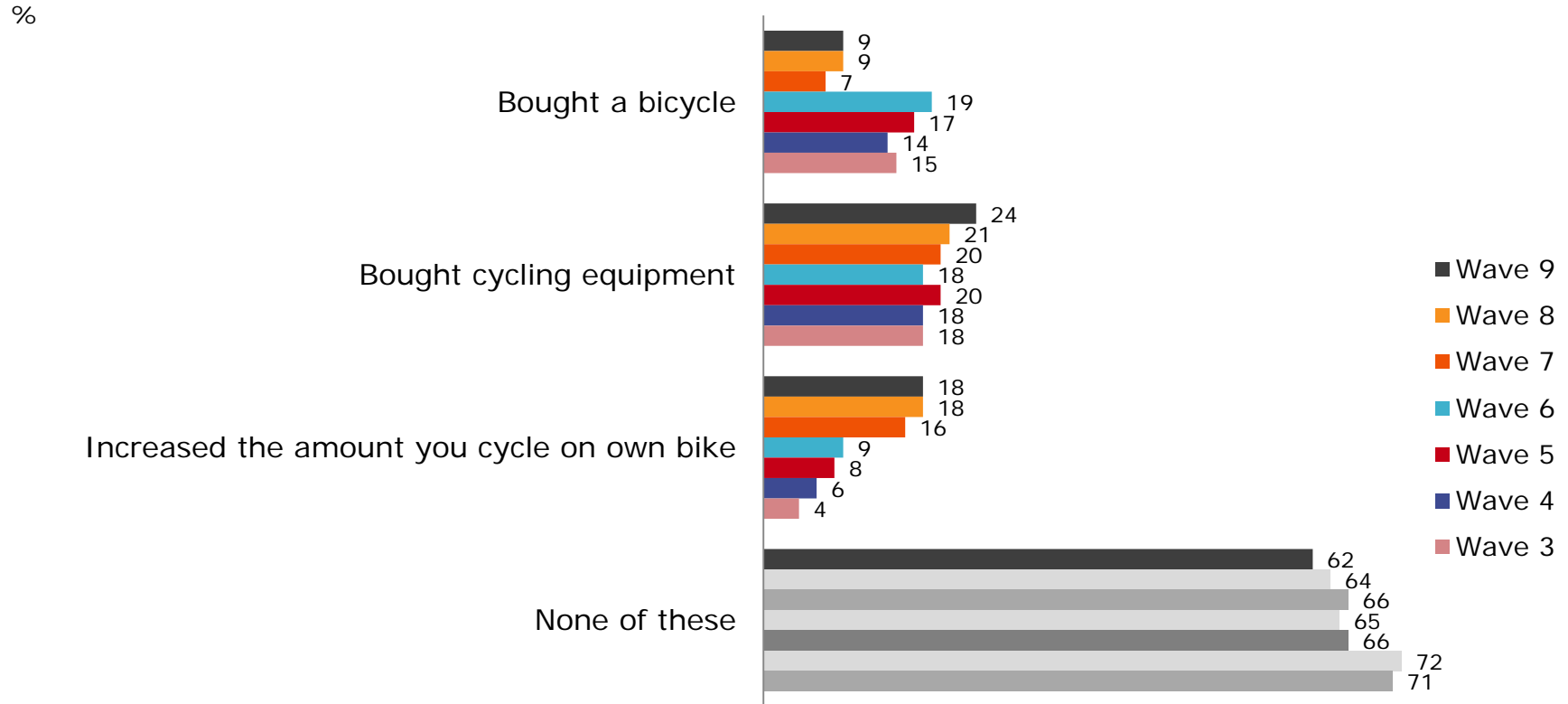


QJ20. Did Barclays Cycle hire prompt you to start cycling / start cycling more in London?

Base (All members): W9: 2801



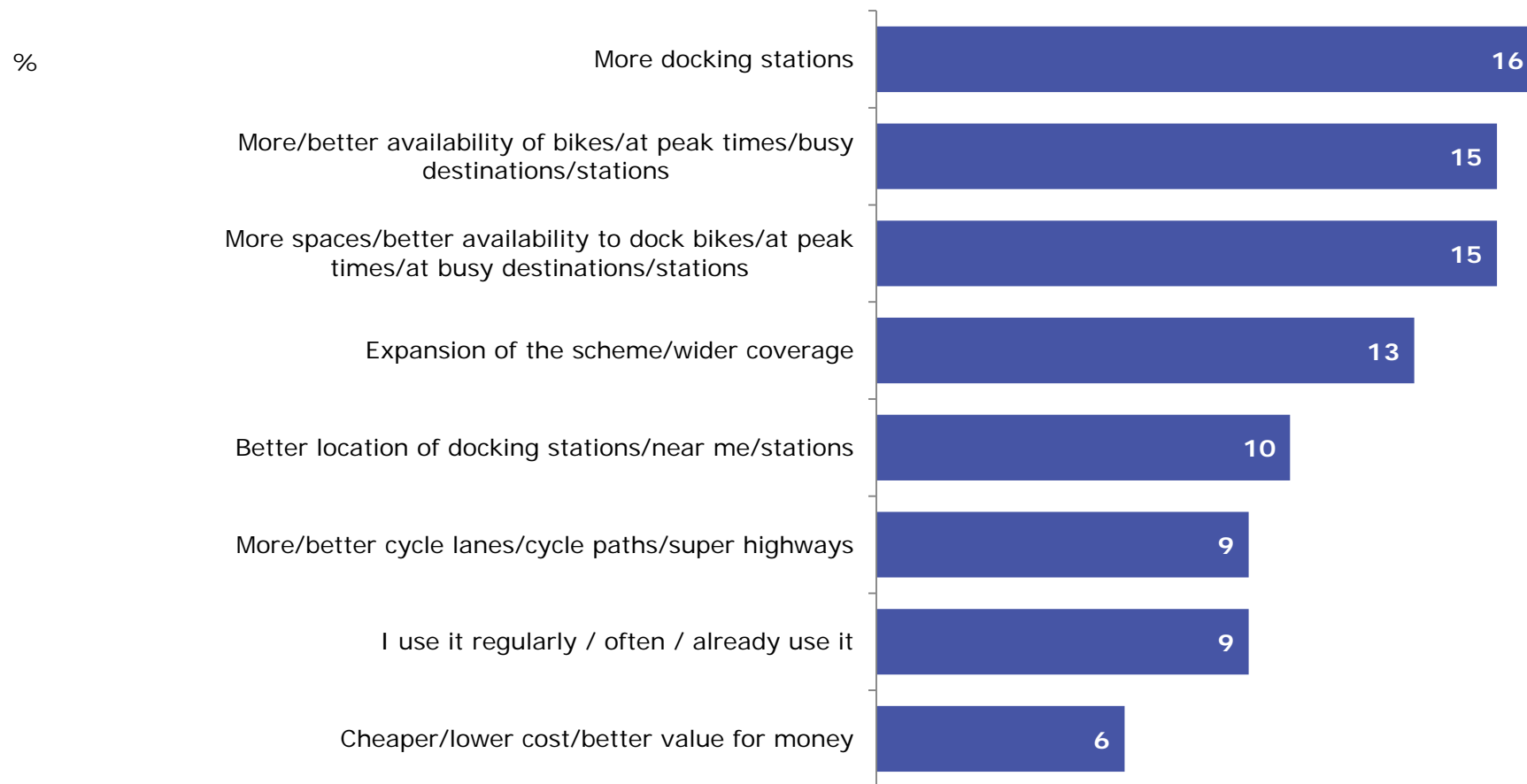
**Buying a bicycle** remains at less than 10%, but almost a quarter are buying cycling equipment and almost 1 in 5 members are using their own bicycle more.



QJ23. Have you done any of the following as a result of the introduction of the Barclays Cycle Hire?  
 Base (All members): W9: 2801



Members say they would be **encouraged to use the scheme more** if there were more docking stations and better availability of bikes and spaces at peak times.



QH6b.What would encourage you to use Barclays Cycle Hire more?

Base (All members): W9 2801



## Appendix – method & background



# Methodology and approach in Wave 9

2801 interviews completed online  
(higher than expected target of 2700)

19 November– 2 December 2014

36,388 invites sent - response rate  
of 7%

Active-only members invited to take  
part i.e. those who have hired a  
bicycle in the last 3 months

Sample was taken from TfL's  
database of registered BCH users

Data is unweighted


BARCLAYS

And, why do you say you are not satisfied with availability at the docking stations?  
Please select all that apply

- There are sometimes no bicycles available at the docking station I want to use
- There are often no bicycles available at the docking station I want to use
- There are never bicycles available at the docking station I want to use
- The docking stations I want to return a bicycle to are sometimes full
- The docking stations I want to return a bicycle to are often full
- The docking stations I want to return a bicycle to are always full
- Don't know where to find alternative docking stations
- Docking stations are not in convenient locations
- I feel unsure about my personal safety and security while at docking stations
- Docking stations do not work/are broken
- Information provided on availability of bikes/spaces is inaccurate or not updated
- Other (please type in)
- Don't know

BARCLAYS

Next are some questions about the docking stations and terminals where Barclays Cycle Hire bicycles can be collected or returned.



How satisfied are you with the availability of bicycles at docking stations, on a scale from 0 to 10 where 10 is extremely satisfied and 0 is extremely dissatisfied?  
Please select one answer.

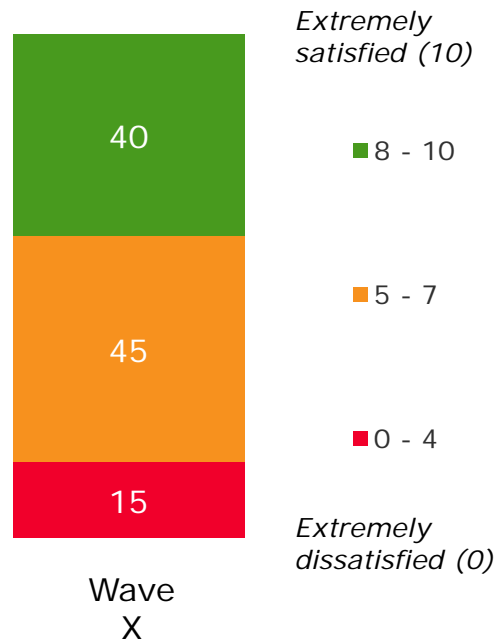
EXTREMELY DISSATISFIED 0 1 2 3 4 5 6 7 8 9 10 EXTREMELY SATISFIED

# How we report satisfaction

How satisfied are you with xxx on a scale from 0 to 10?

Mean:

%



Throughout this survey, satisfaction is asked on a 0-10 scale, where 10 is extremely satisfied and 0 is extremely dissatisfied. Satisfaction scores are broken down into three 'boxes' to distinguish between those who are satisfied, dissatisfied and in the middle.

## Top box

The 'top box' includes those who are very satisfied – i.e. those giving answers of 8 or 10.

## Middle box

The 'middle box' respondents are those saying 5-7

## Bottom box

The 'bottom box' comprises those who are dissatisfied – i.e. those saying 0-4



Indicates significant change in mean score since previous wave

# 10

## Appendix – Other scores and demographics



# Key satisfaction measures by membership type

<i>Mean satisfaction scores</i>	Annual	Seven day	24 hour
Recommendation	84	83	85
Satisfaction with information provision	76	75	76
Satisfaction with working condition and general maintenance of docking stations	77	74	78
Satisfaction with ease of using a membership key to access a bicycle	87	86	86
Satisfaction with the terminals	71	72	70
Satisfaction with value for money of BCH	68	71	71
Satisfaction with availability of bicycles	64	61	65
Satisfaction with availability of spaces	56	54	60

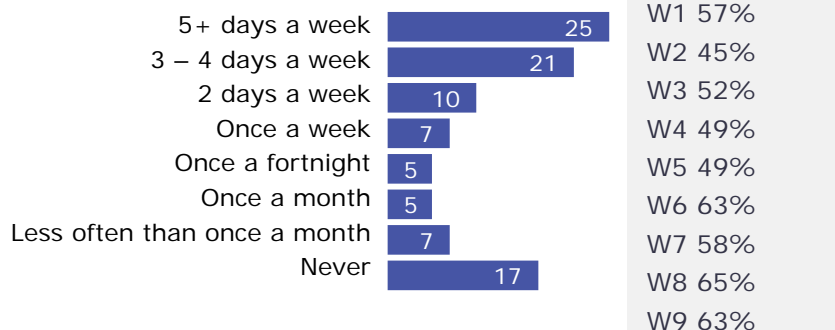
QA2 / QB2 / QD2 / QD3 / QD6 / QF1 / QD1a / QD1b

Base (all members): Membership type: Annual 1762; Seven day 40; 24 hour 999

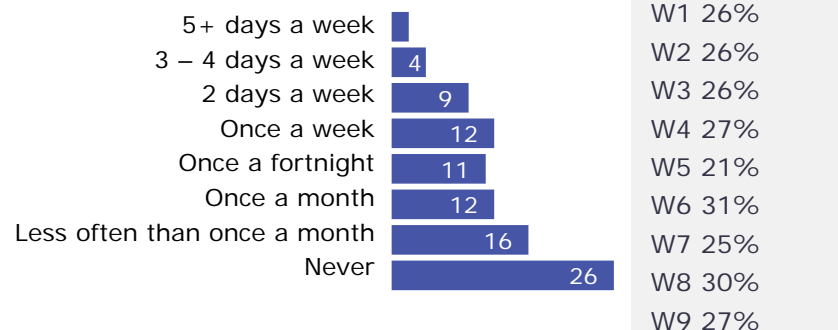


# Usage of Barclays Cycle Hire by trip purpose

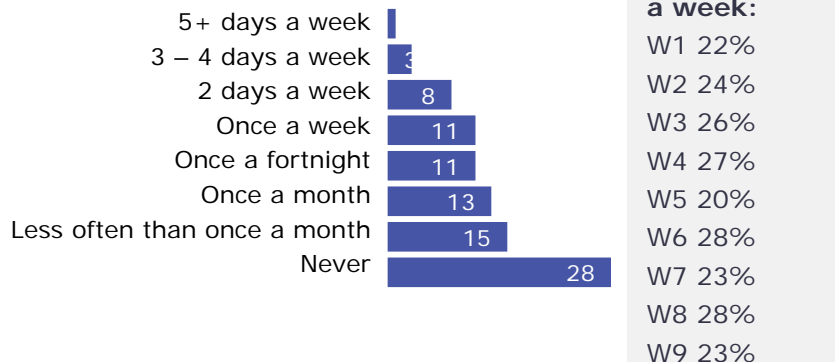
## Commuting to or from work



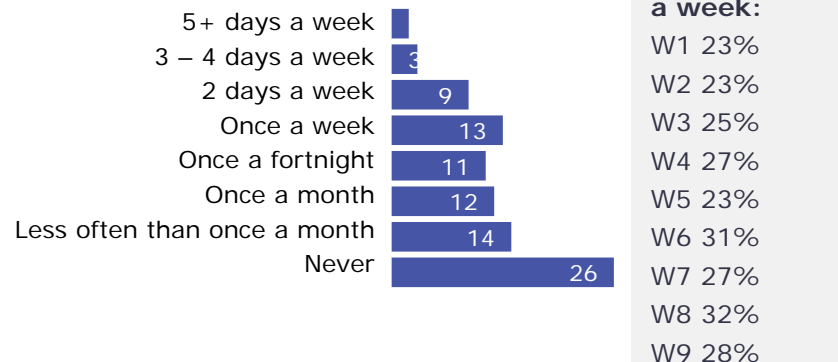
## Leisure



## Socialising



## Personal business

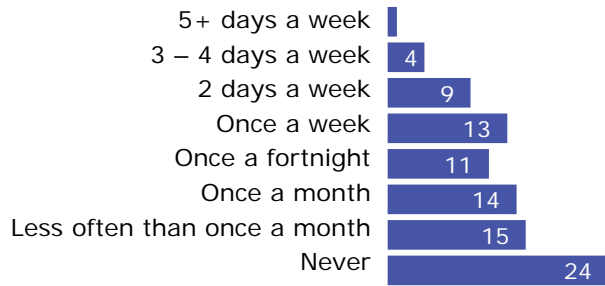


QJ2a. How frequently do you make each of the following type of trips using Barclays Cycle Hire?  
 Base (all members): 2801



# Usage of Barclays Cycle Hire by trip purpose

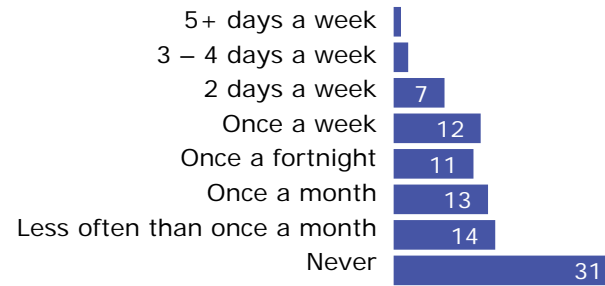
## Visiting/ meeting friends/ relatives



### At least once a week:

- W1 24%
- W2 21%
- W3 23%
- W4 24%
- W5 22%
- W6 29%
- W7 25%
- W8 30%
- W9 27%

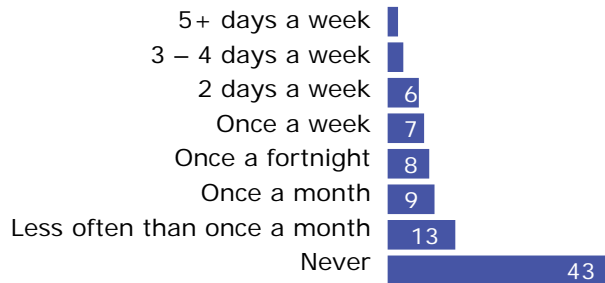
## Shopping



### At least once a week:

- W1 21%
- W2 16%
- W3 18%
- W4 17%
- W5 18%
- W6 22%
- W7 22%
- W8 24%
- W9 22%

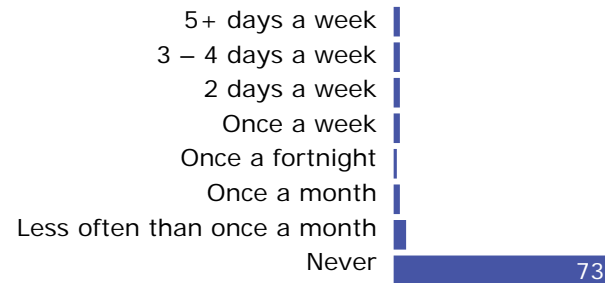
## Employer's business



### At least once a week:

- W1 18%
- W2 15%
- W3 15%
- W4 14%
- W5 15%
- W6 20%
- W7 19%
- W8 20%
- W9 19%

## Travelling to/ from a place of education



### At least once a week:

- W1 5%
- W2 6%
- W3 7%
- W4 7%
- W5 8%
- W6 7%
- W7 9%
- W8 8%
- W9 8%

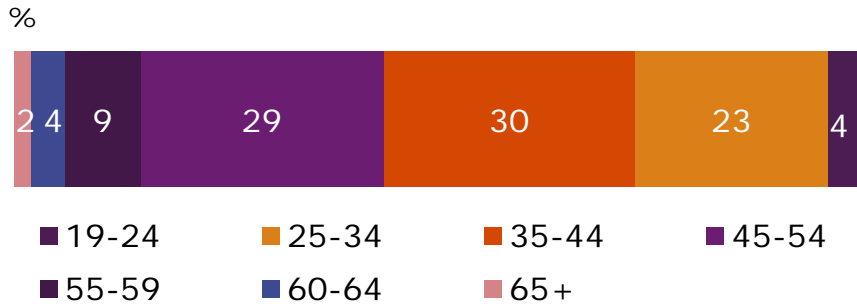
QJ2a.How frequently do you make each of the following type of trips using Barclays Cycle Hire?

Base (all members): 2801

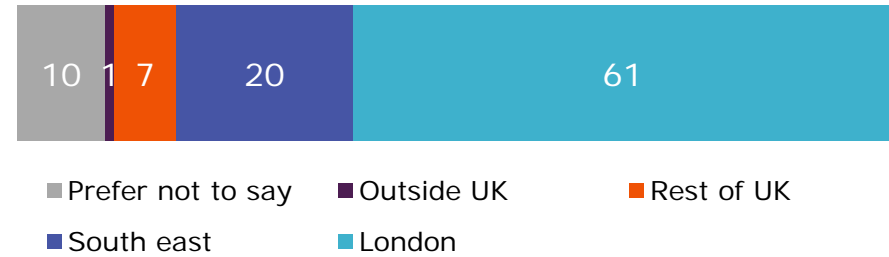


# Demographics

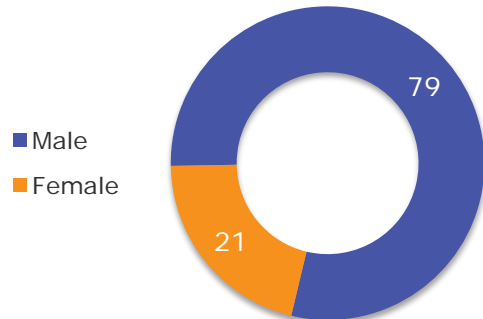
## Age



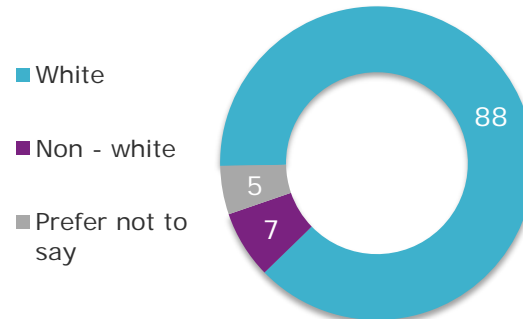
## Residence



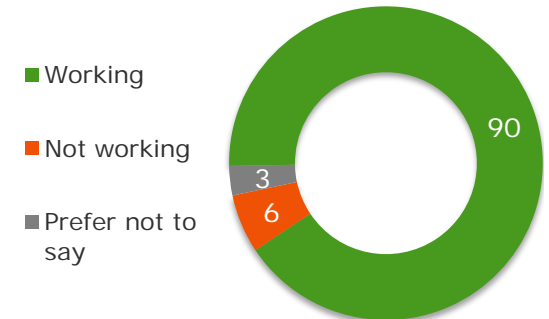
## Gender



## Ethnicity



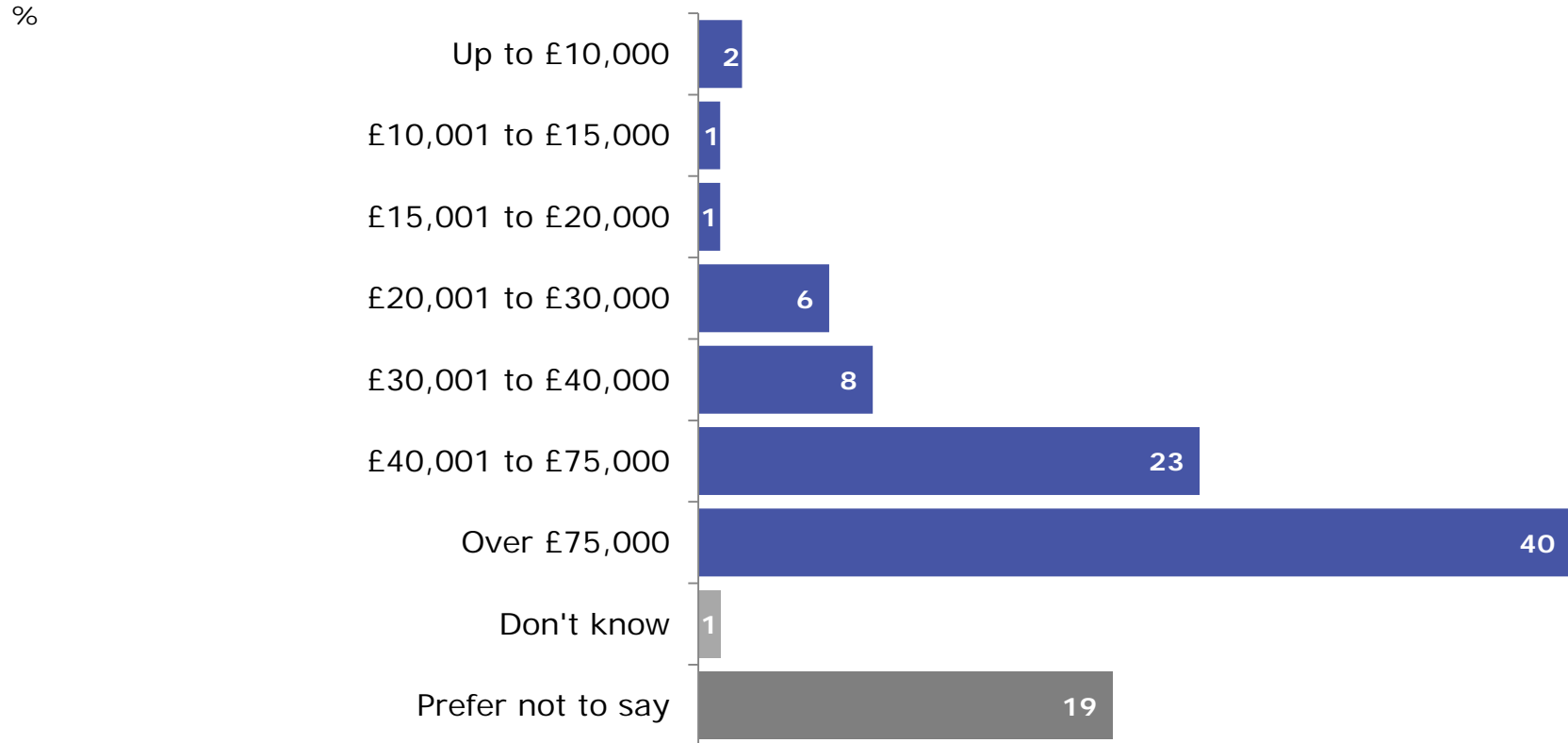
## Working status



QK1 / QK2 / QK3 / QK4 / S2  
Base (all members): 2801



# Household income

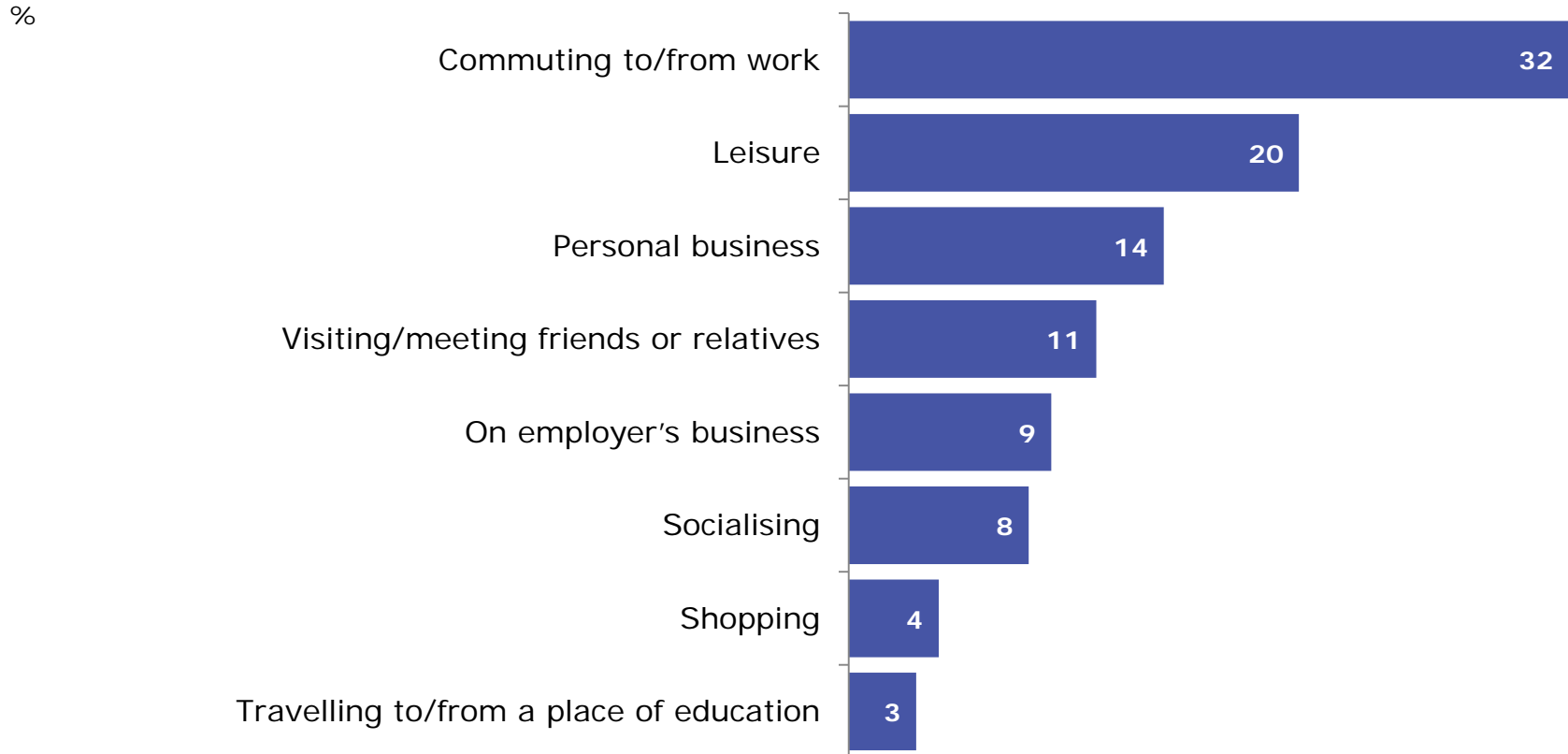


QK5. Please indicate your approximate annual household income, before tax and other deductions.

Base (all members): 2801



# Main purpose for using Barclays Cycle Hire



QJ2b. And which type of trip do you make most frequently using BCH?

Base (all who travel most frequently for more than one purpose): 1088