

Santander Cycles Customer Satisfaction and Usage Survey: Members Only: Wave 12 (Quarter 2 2016/17)



Santander Cycles customer satisfaction and usage survey

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How is the overall Santander Cycle Hire customer experience?

How is the cycle hire scheme currently performing?

What are satisfaction levels like?

Which areas of the service are relatively strong?

Which could be improved?

What are opinions and usage levels of the Santander Cycle Hire App?

Are communication channels meeting the needs of members?

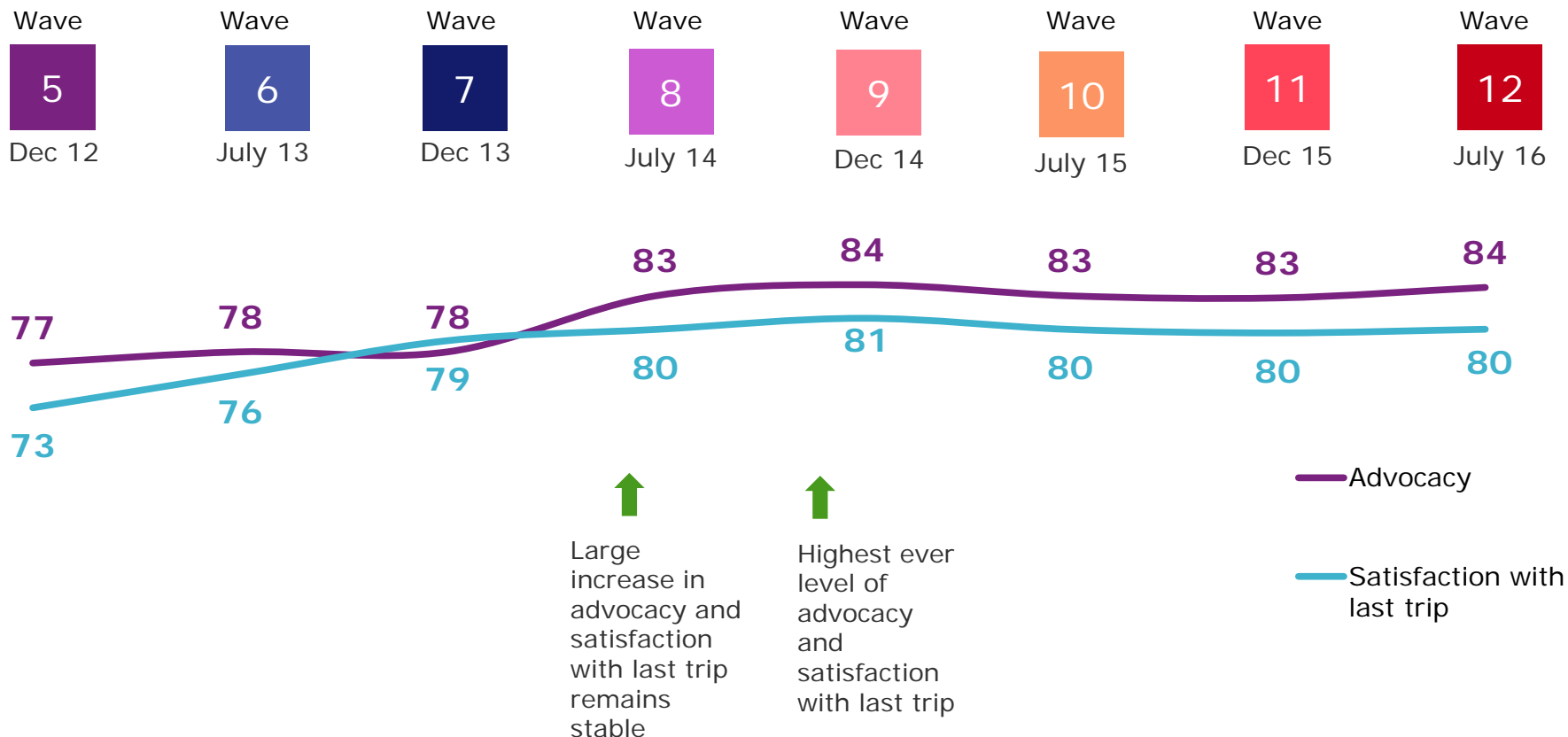


1

Key findings



Satisfaction with last trip remains stable at 80, slightly lower than the peak score (81) in wave 9. **Advocacy** (84), on the other hand, has increased since last wave, equalling the peak of wave 9.



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

Base (all members): W12: 2266

Q2 2016-17 (wave 12) headlines

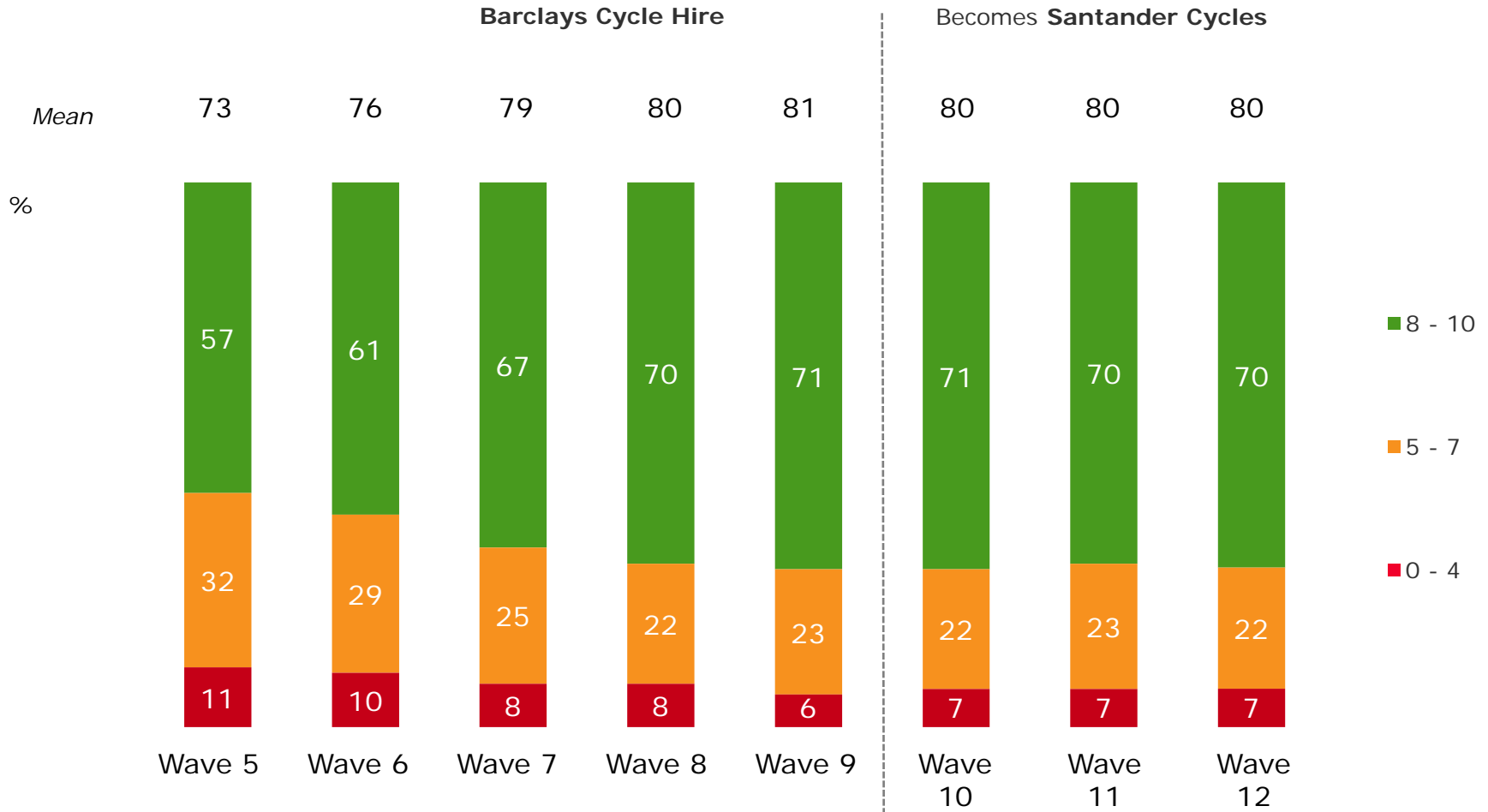
- **Satisfaction with the most recent trip** remains steady at 80, just below the peak score of 81 (in wave 9). Likelihood to **recommend** reaches 84, equalling the peak last achieved in wave 9. **Value for money** continues to improve, reaching 76, the highest level since the pricing changes in January 2013. Over three-quarters (77%) intend to **renew their membership**, up from 75% last wave.
- 87% successfully **found a bike** at their first docking station on their most recent trip, slightly down from 90% last wave. General satisfaction with the availability of bikes at docking stations has returned to 'normal' levels (64) after the high 67 last wave. 84% successfully **found a space** at their first docking station (in line with last wave), but general satisfaction with availability of spaces continues to improve, reaching 60 this wave.
- The Santander Cycles **mobile app** has been used by 77% of members, up from 70% last wave, with over four in ten using it on their most recent trip. Satisfaction with the app has improved to 74, from 71 last wave.
- **Attitudes to cycling** in London have become noticeably more positive this wave. In particular, a third now agree that London has good cycling facilities (up from a quarter last wave).

2

Key measure: satisfaction with the last trip

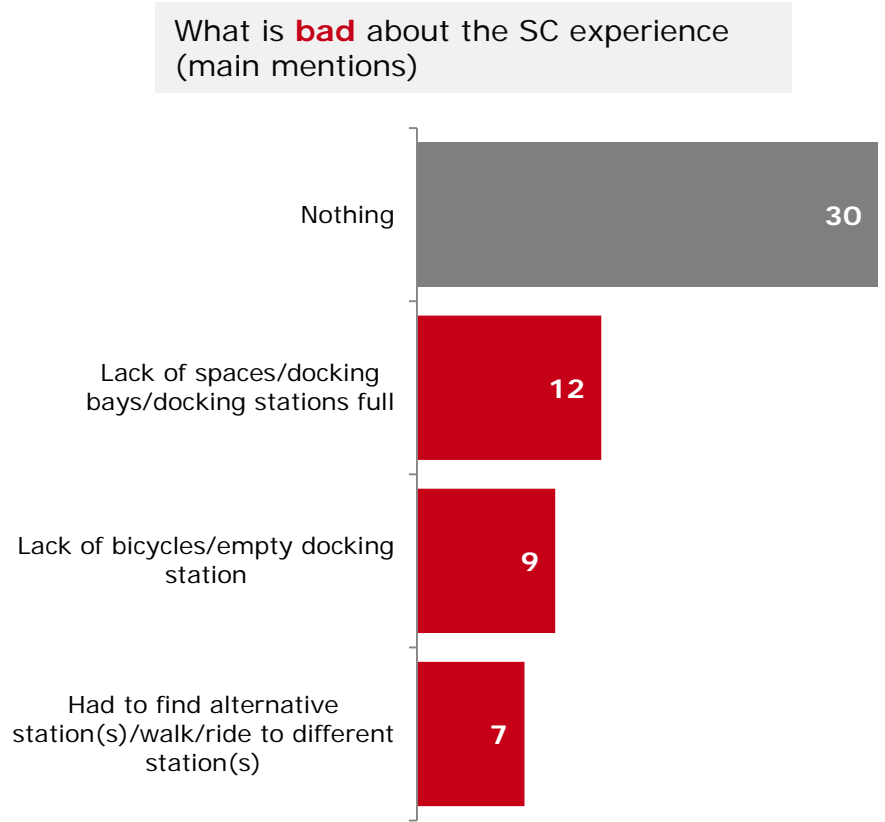


Overall satisfaction with Santander Cycles Hire remains at **80**, unchanged since Santander took over.



QJ7b.How satisfied are you with the overall experience of using Santander Cycles for this particular trip? Base (All members): W12: 2266

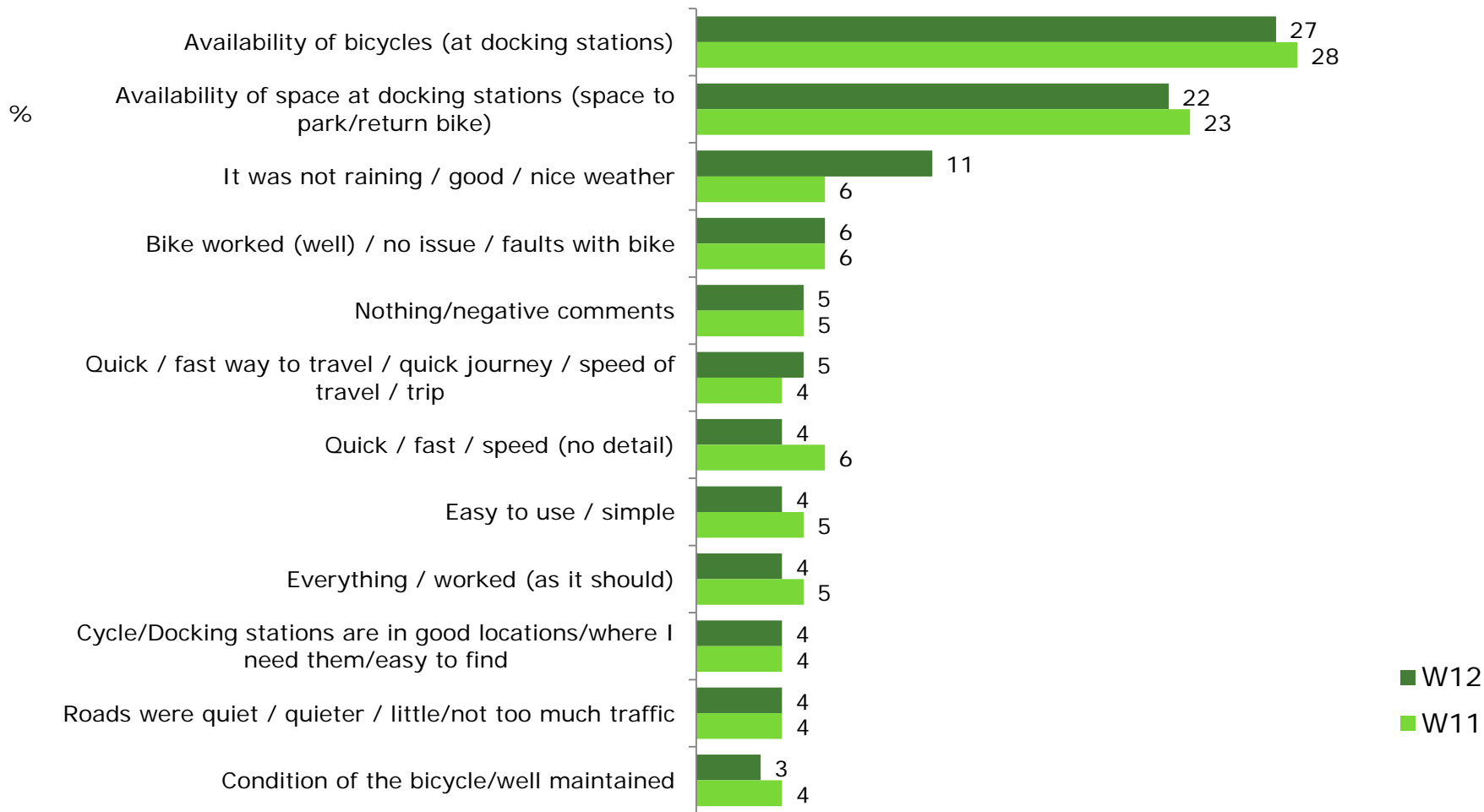
The **availability of bikes** and **spaces** remain the main positive aspects; almost a third do not say anything negative about their experience.



QH4.Thinking about this last time using Santander Cycles, what was particularly good about your experience? Base (All members): 2266
 QH5.Thinking about this last time using Santander Cycles, what was particularly bad about your experience? Base (All members): 2266



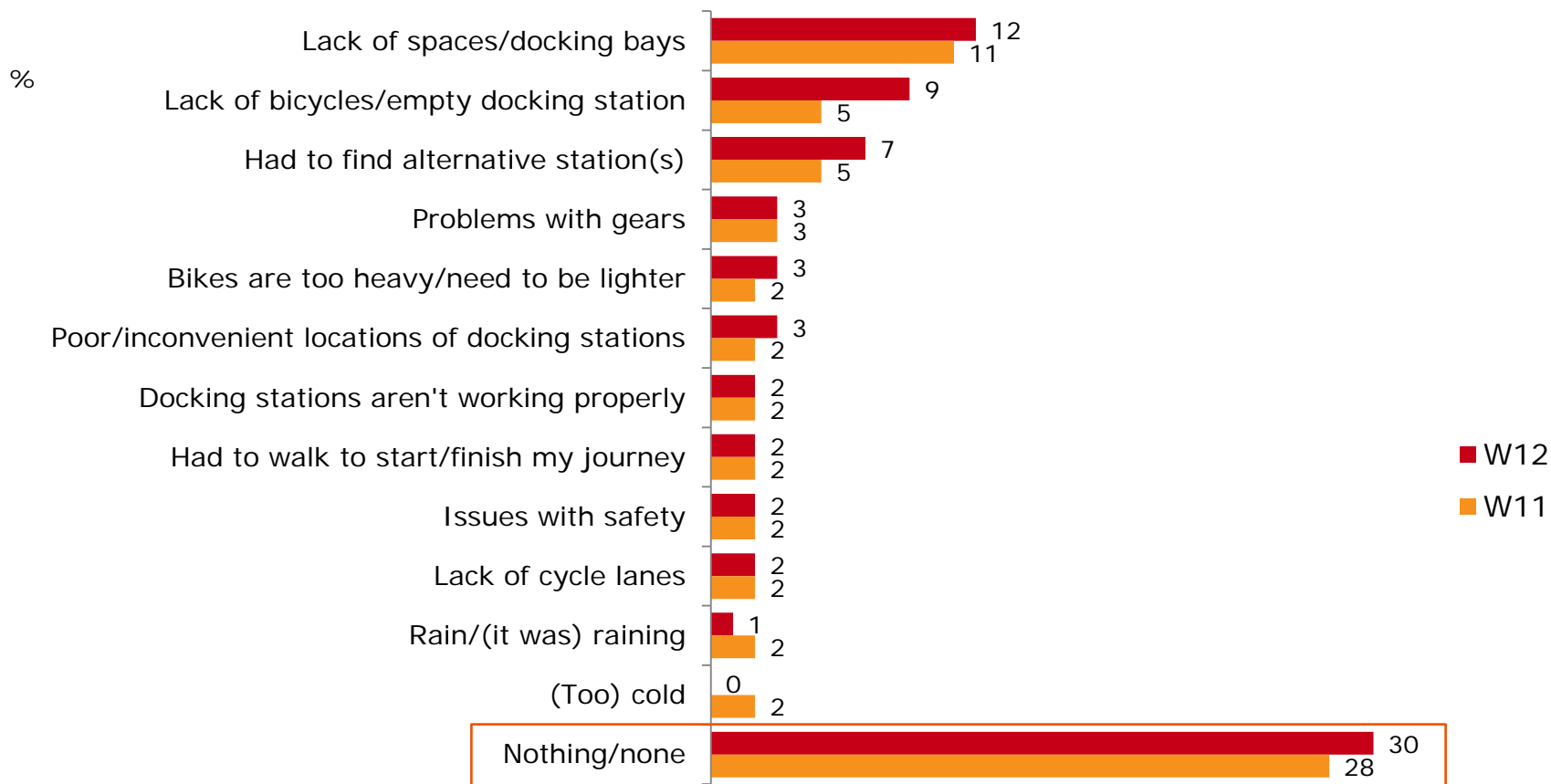
A similar pattern of positive aspects are mentioned, compared to wave 11.



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

Base: All Members W12: 2266; W11: 2455

Lack of bikes were slightly more likely to be mentioned in wave 12.



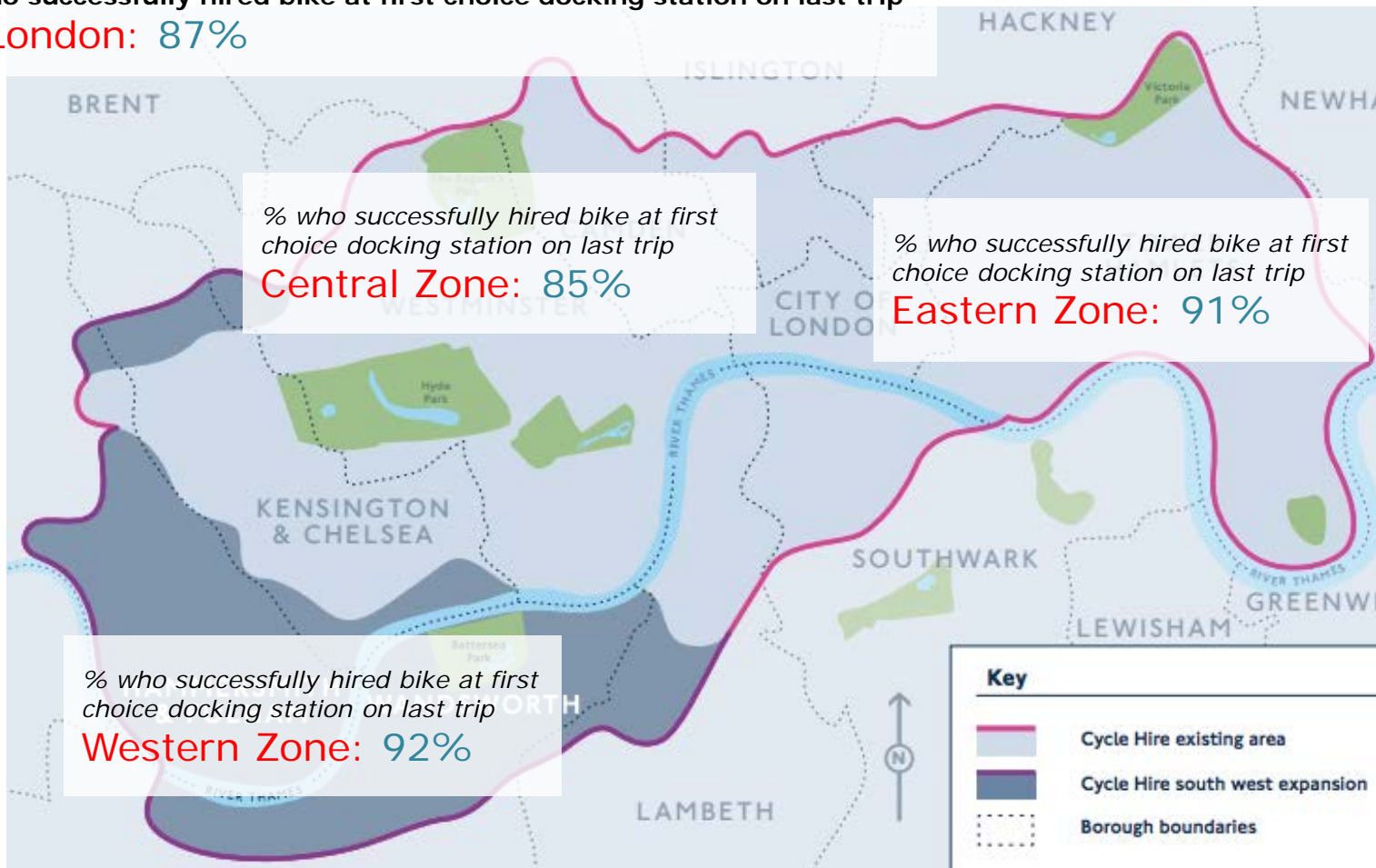
QH5. And what was particularly **bad** about your experience?

Base: All Members W12: 2266; W11: 2455

On their most recent trip, almost 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: 87%



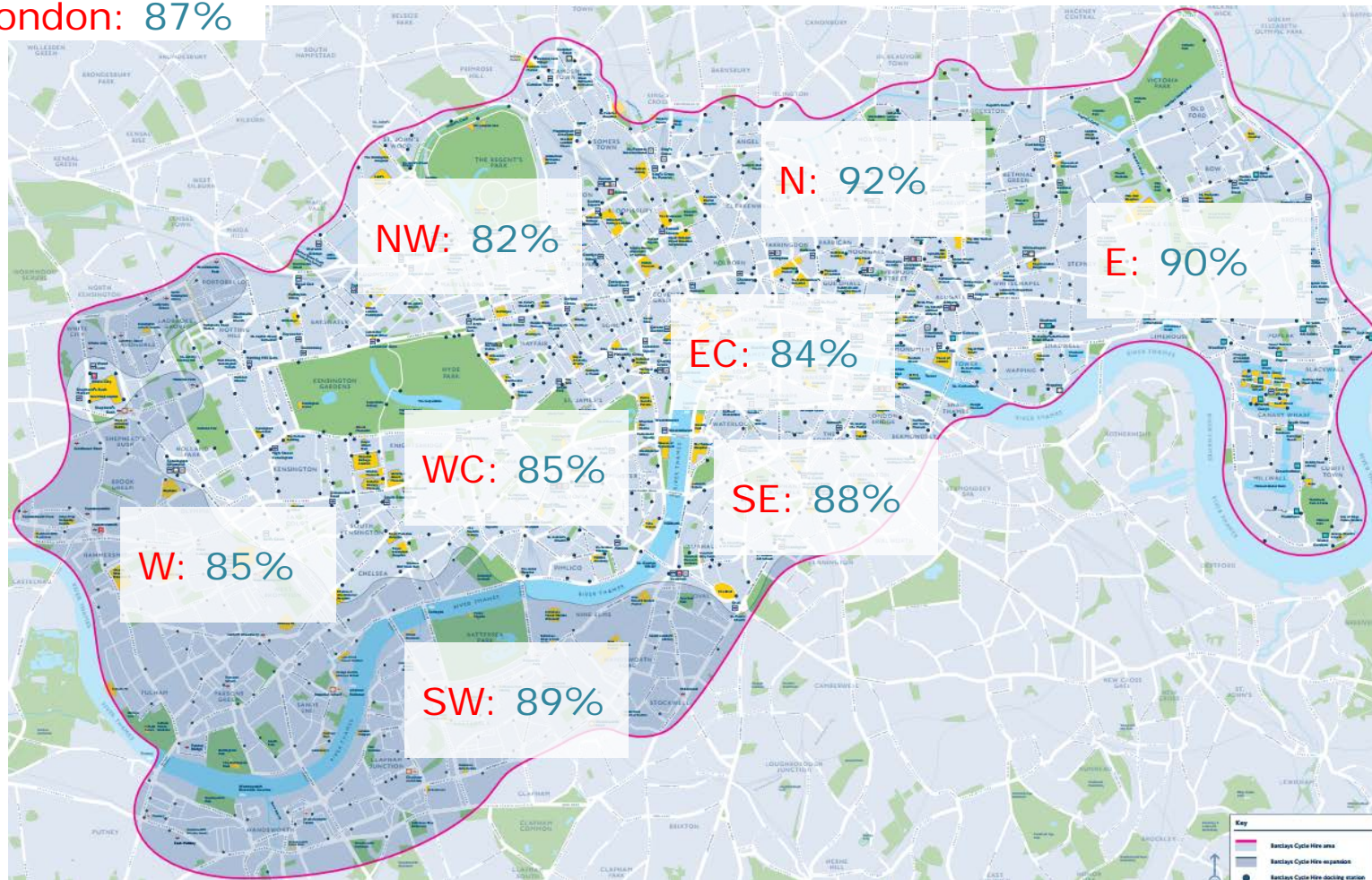
QH10. Did you successfully find an available bicycle at your first choice of docking station on this particular trip?

Base (All whose start docking station was in zone): Central: 1506, Eastern: 173; Western: 468, All London 2266

Finding a bike at the first choice of docking station was most likely in **North** London and least likely in **North West** London.

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

All London: 87%



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: 260, EC: 231, N: 155, NW: 169, SE: 274, SW: 500, W: 352 WC: 206, , All London 2266

Finding a bike at the first choice of docking station at a mainline station was most likely at Victoria and least likely at Paddington.

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

All London: 87%



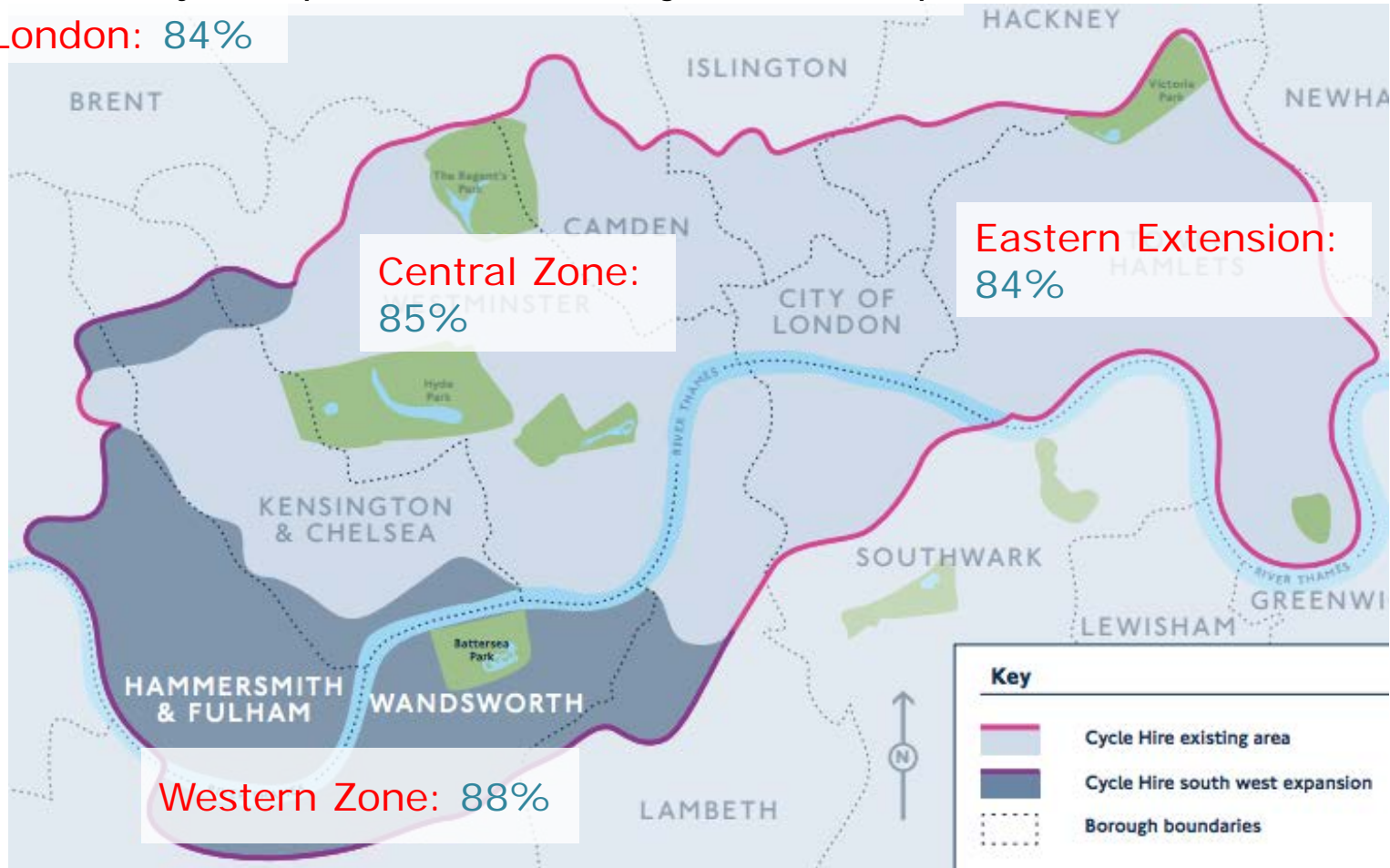
QH10. Did you successfully find an available bicycle at your first choice of docking station on this particular trip?

Base (All whose start station was in village): Waterloo: 100, Paddington: 59, Liverpool Street: 48, Victoria: 32, King's Cross: 74, Euston: 46, All London 2266

On their most recent trip, **84%** 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: 84%



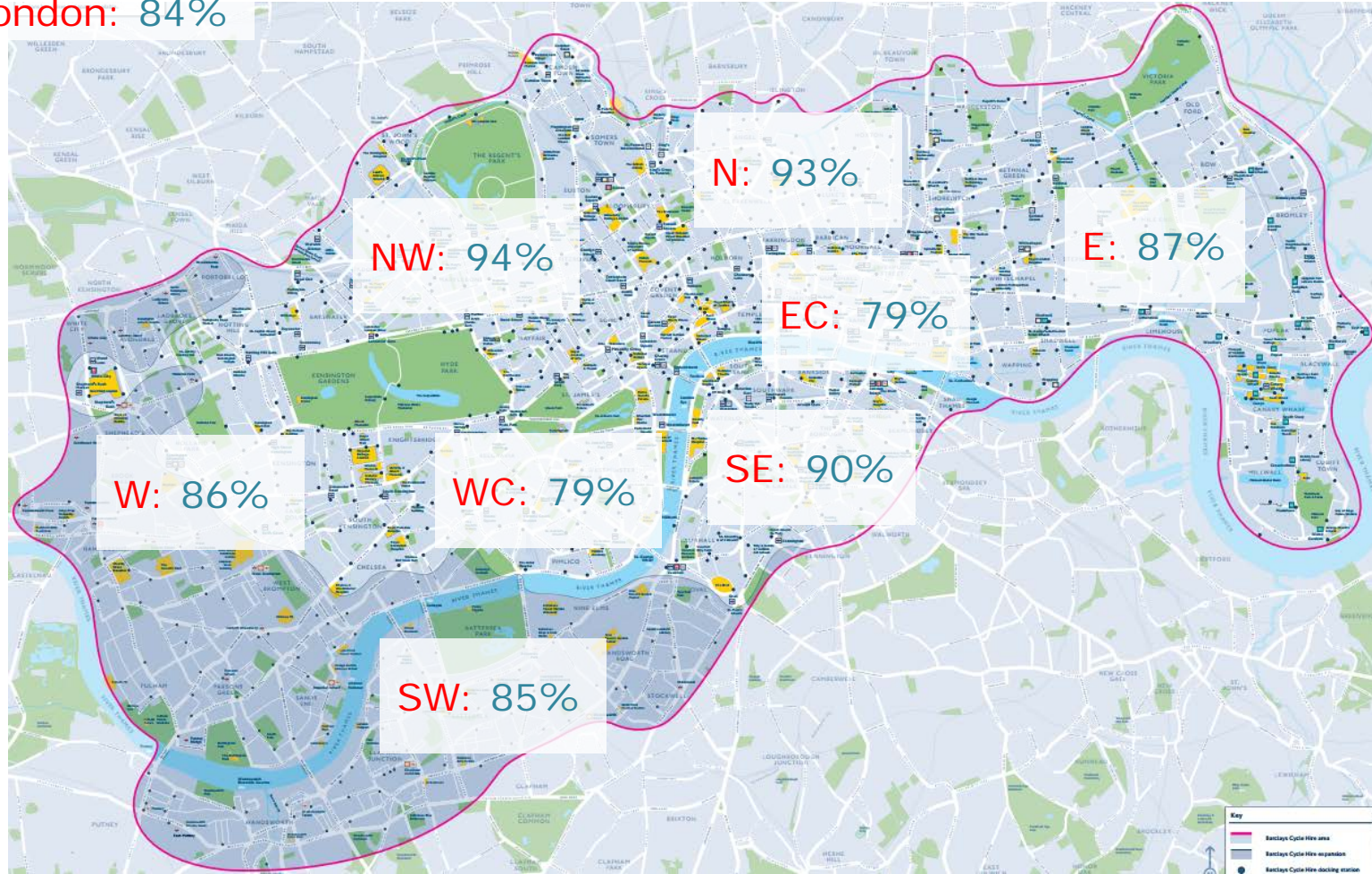
QH11. Did you successfully find an available space to return a bicycle at your first choice of docking station on this particular trip?

Base (All whose return station was in zone): Central: 1599, Eastern: 121, Western: 402, All London 2266

Finding a space at the first choice docking station was most likely in North West London, and least likely in East Central.

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

All London: 84%



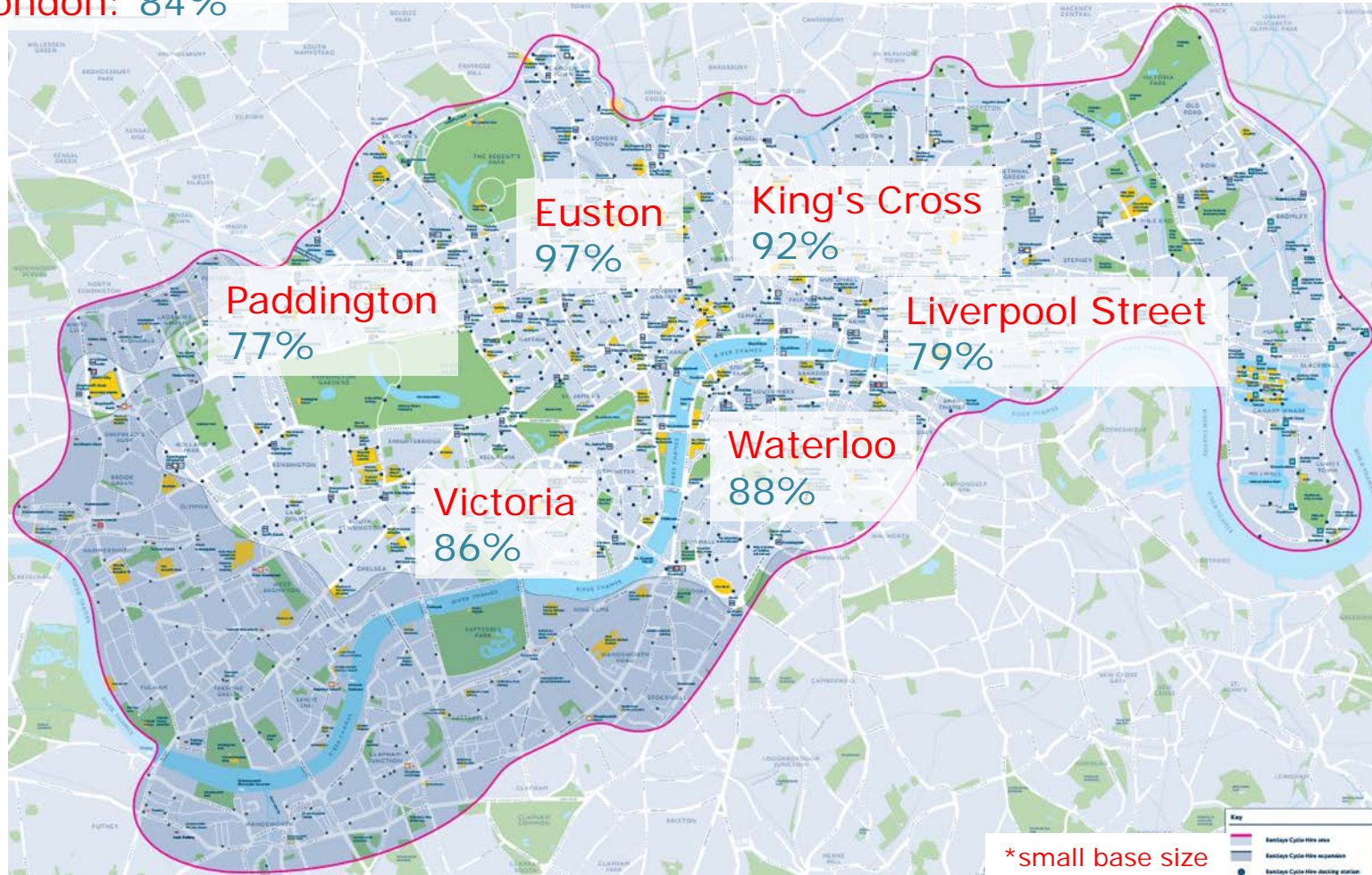
QH11. Did you successfully find an available space to return a bicycle at your first choice of docking station on this particular trip?

Base (All whose finish station was in postcode): E: 185, EC: 316, N: 111, NW: 154, SE: 254, SW: 483, W: 329, WC: 290, All London 2266

Finding a space at a mainline station was least likely at Paddington and most likely at Euston.

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

All London: 84%



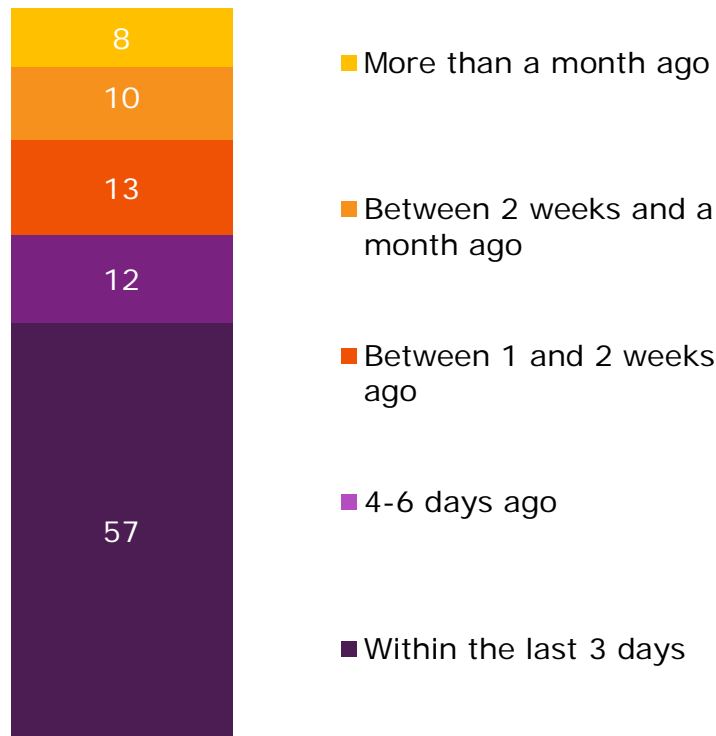
QH11. Did you successfully find an available space to return a bicycle at your first choice of docking station on this particular trip?

Base (All whose finish station was in village): Waterloo: 72, Paddington: 48, Liverpool Street: 58, Victoria: 43, King's Cross: 62, Euston: 31*, All London 2266

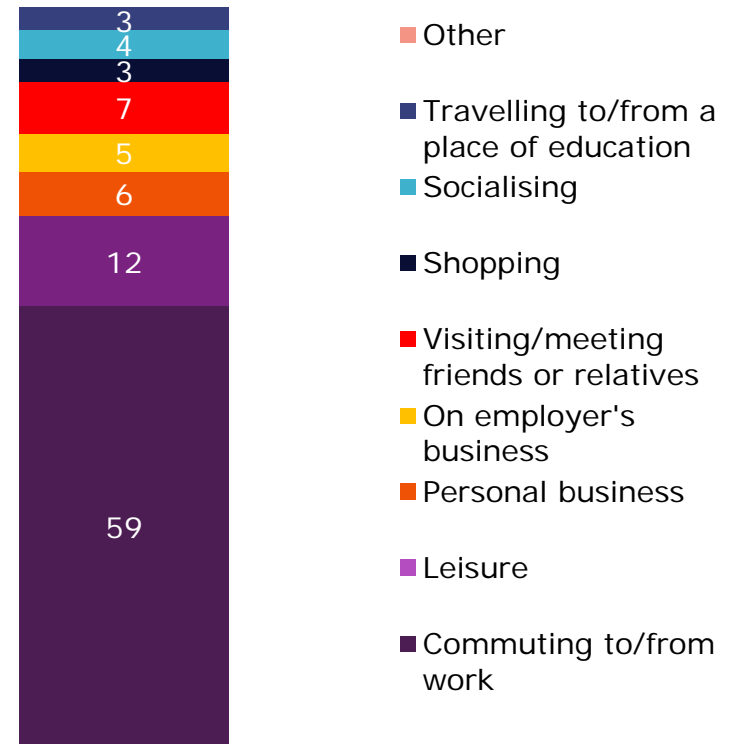
Just over **two thirds** of Members have used a bike in the past week, with the main journey purpose being to **commute to/ from work**.

%

Use of SC



Main journey purpose



QJ8. When did you last use Santander Cycles?
 QJ7a. What was the main purpose of your journey for this particular trip?
 Base (All members): W12: 2266

Commuting remains the most common **journey purpose** across all zones, accounting for over half of journeys starting and/or ending in the each zone.

Most common journey purpose using SC:	Eastern Zone (most recent trip)		Central zone (most recent trip)		Western zone (most recent trip)	
	Start and end in Eastern Zone	Start or end in Eastern Zone	Start and end in Central Zone	Start or end in Central Zone	Start and end in Western Zone	Start or end in Western Zone
Commuting to/from work	51	64	64	65	51	60
Leisure	23	15	12	12	18	13
On employer's business	2	1	6	5	4	4
Personal business	6	3	4	4	5	4
Visiting/meeting friends or relatives	6	6	4	5	7	6
Socialising	4	6	3	3	8	4
Travelling to/from a place of education	2	2	3	3	3	4
Shopping	2	1	2	2	2	3
Other	2	0	1	1	0	1

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

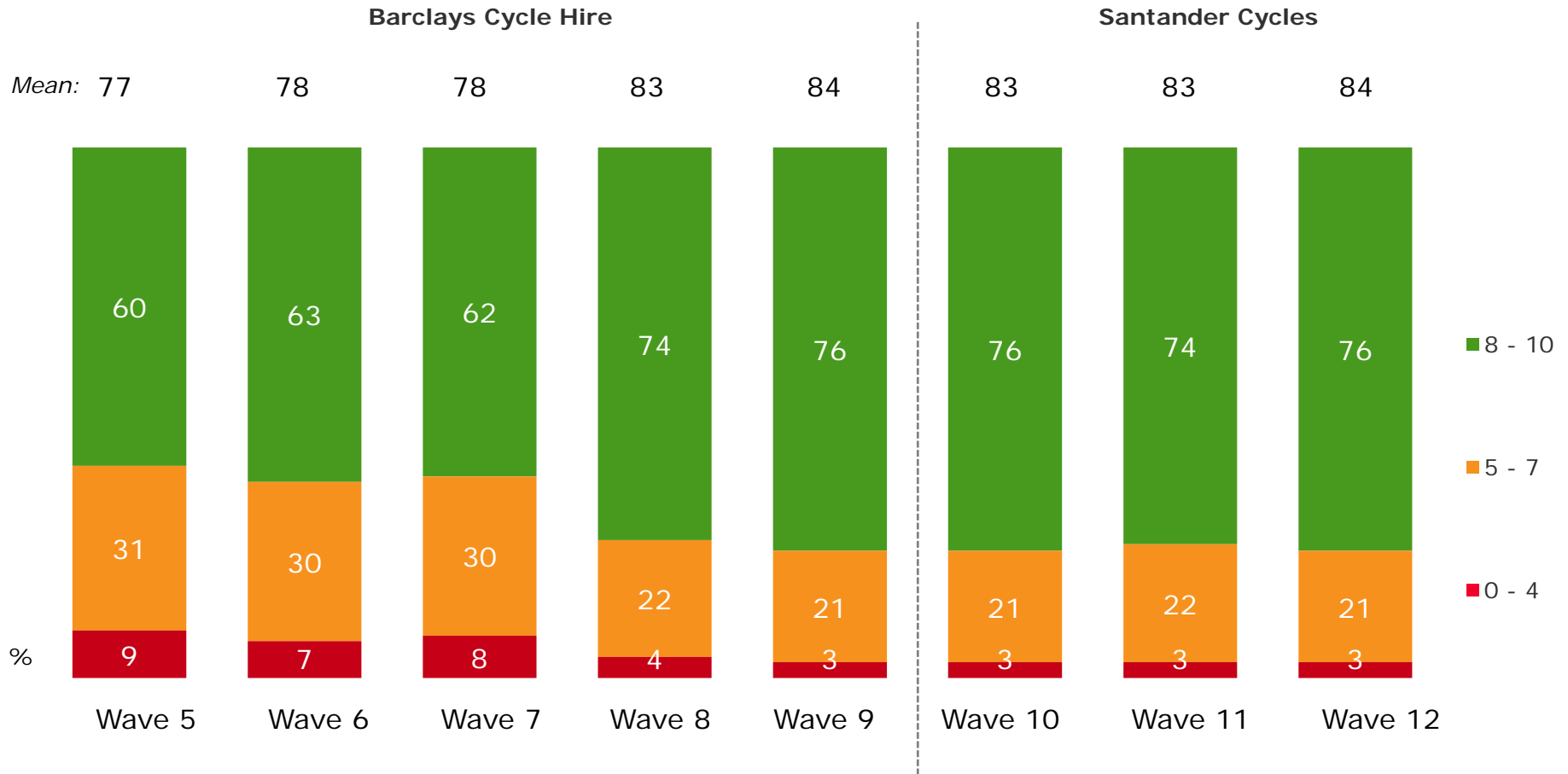
Base (All who say they travel by SC and whose start station was in zone): Start and end in EEZ: 47; Start or end in EEZ: 247; Start and end in CZ : 1226; Start or end in CZ: 1879; Start and end in WZ : 202; Start or end in WZ: 668

3

Key measure: advocacy



Just over three quarters of members are very likely to **recommend Santander Cycles** to friends or family, with a peak 'advocacy score' of 84.



QA2.How likely would you be to recommend Santander Cycles to friends or family?

Base: All members: W12: 2266



Most aspects remain stable, but value for money, the app and the membership key have improved. Bike availability returns to 'normal' (64) after the high score in wave 11; space availability reaches a peak of 60.

Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9	Wave 10	Wave 11	Wave 12	
79	64	73	78	81	84	80	86	87	87	85	88	Ease of using the membership key to access a bicycle
	55	66	74	76	78	78	81	82	81	81	81	Service received from the contact centre
61	67	70	74	72	74	73	77	77	78	79	79	Working condition/maintenance of the docking stations
65				72	74	74	76	77	75	76	77	Maps at terminals
74	71	72	73	72	73	73	75	76	76	76	76	Information on how Santander Cycles works
71	67		74	75	75	71	78	77	77	77	76	The process of registering as a member
81	80	82	83	79	66	60	67	69	71	73	76	Value for money
										73	76	Ease of use of the Santander Cycles app
71	61	64	67	68	69	67	71	72	75	75	75	Website - ease of logging in and checking account info
71	69	71	72	71	72	72	74	74	75	74	75	Website - ease of understanding information
75	72	72	72	71	70	70	72	72	74	74	74	Actual bicycles
										71	74	Satisfaction with the Santander Cycles app
67	63	65	68	66	68	67	69	70	70	71	71	Website - ease of finding information
	67	65	69	66	68	68	71	71	70	70	70	Information panels/ print outs/ screens/ease of using the Terminals
54	52	53	56	55	58	60	63	64	63	67	64	Availability of bicycles at docking stations
49	49	50	52	50	48	51	56	57	59	59	60	Availability of spaces at docking stations

How satisfied are you with...?

Base (all members): W12: 2266; all who registered in the four months before the survey: W12: 541; Contact Centre: all who contacted the contact centre in the two months before the survey: W12: 735

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Pricing, value for money and likelihood to renew

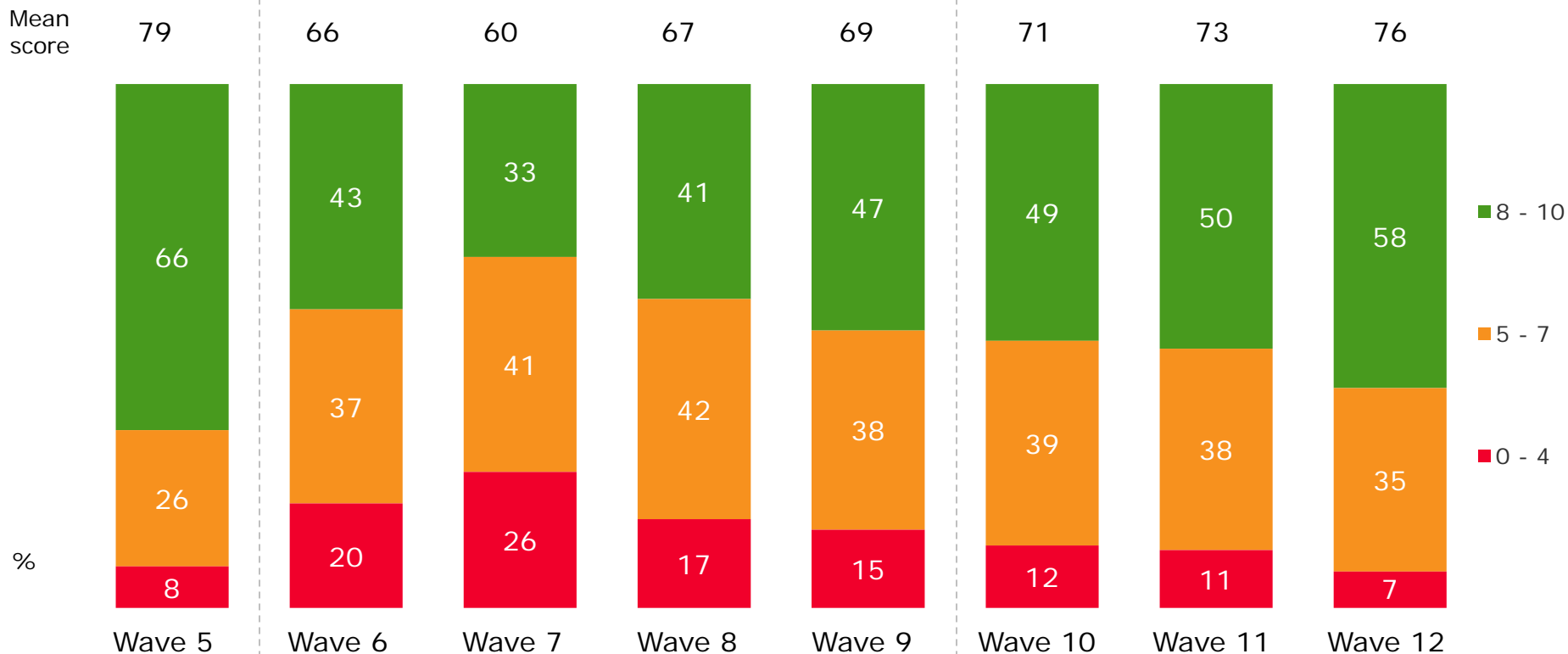


Value for money has improved since wave 11, reaching a new peak since the new access charges were brought in.

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

Becomes Santander Cycles

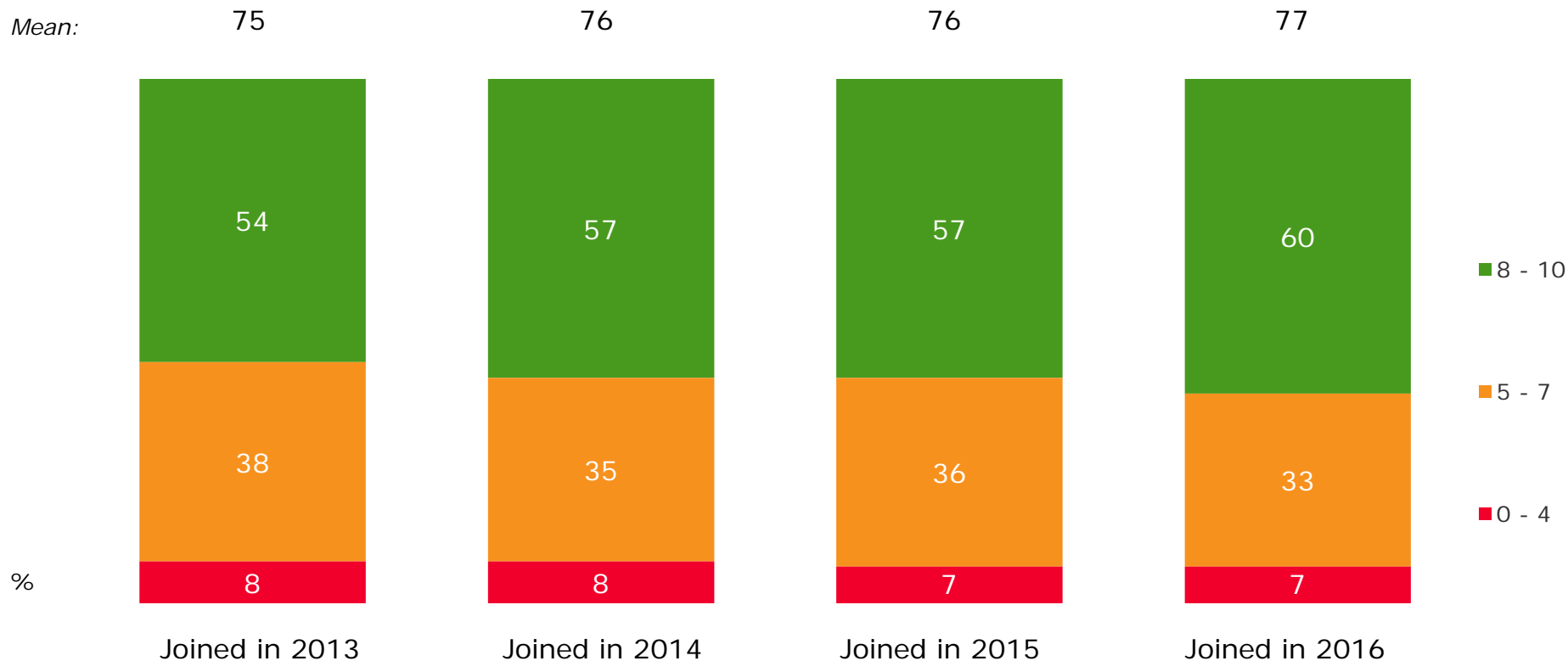


QF1. How satisfied are you with the value for money of the amount you pay at the moment to use Santander Cycles?*

Base (all members): W12: 2266



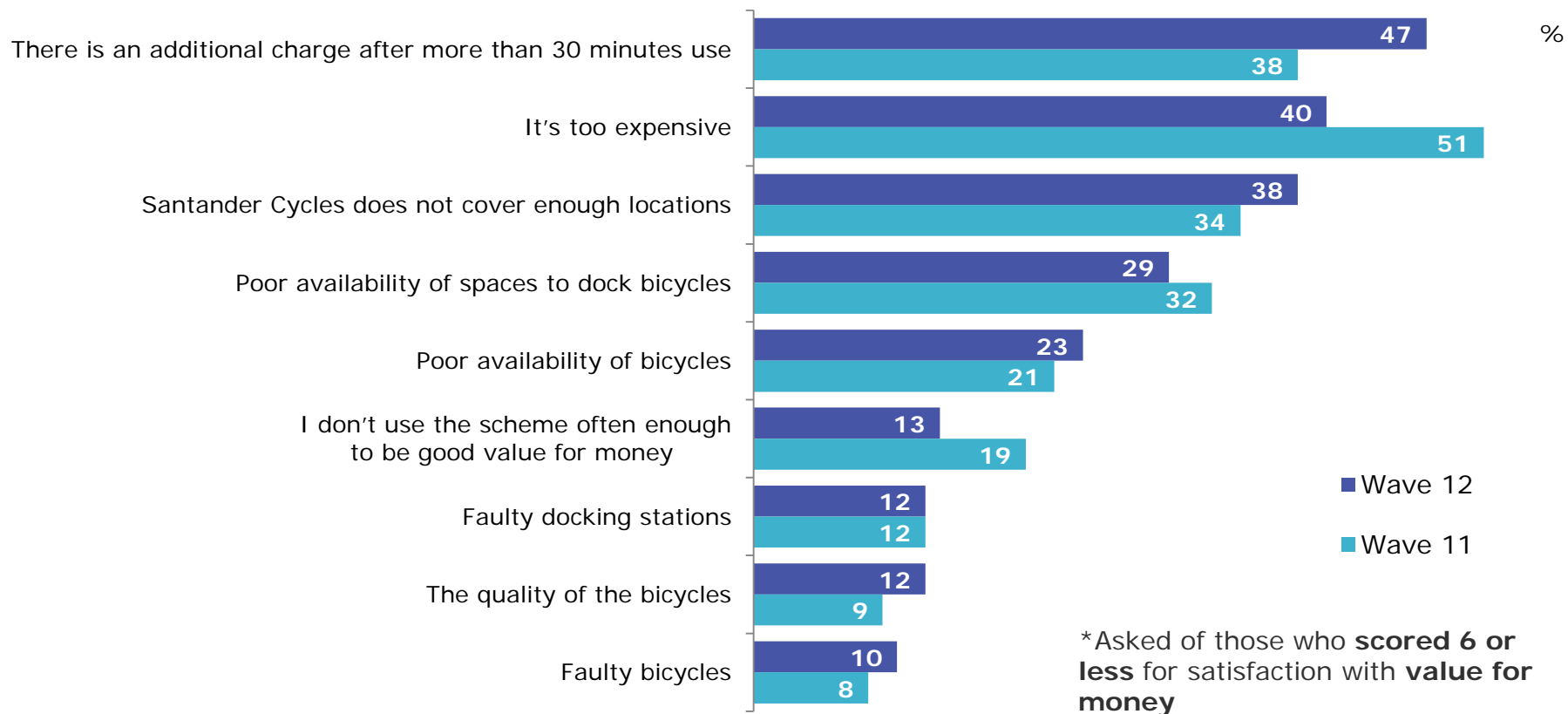
More recent joiners are more satisfied with **value for money** compared to longer-standing members.



QF1. How satisfied are you with the value for money of the amount you pay at the moment to use Santander Cycles?

Base Members W12: joined in 2013: 79; 2014: 505; 2015: 916; 2016: 766

Among those who were dissatisfied with **value for money** (6% scoring 6 or less), almost half blamed the additional charge after 30 minutes use (up from 38% in wave 11).

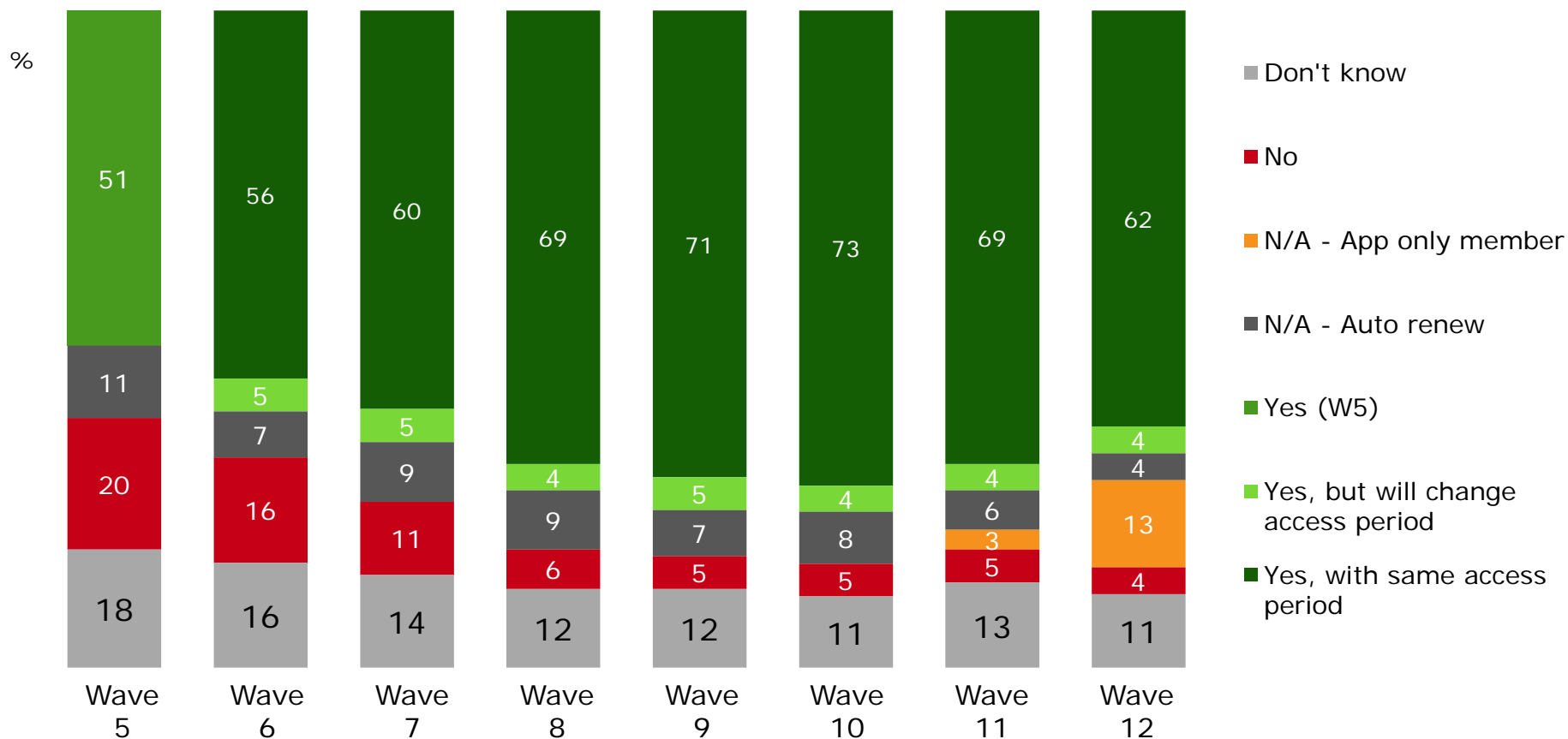


QF2. Why do you say you are not satisfied with the value for money of the amount you pay at the moment to use Santander Cycles? (mentions 8% and above)

Base All who are dissatisfied with the value for money of SC: score 6 or less at QF1; W11: 718; W12: 549)



Excluding app-only members, 77% intend to renew their membership with either the same or an alternative access period (compared to 75% in wave 11).

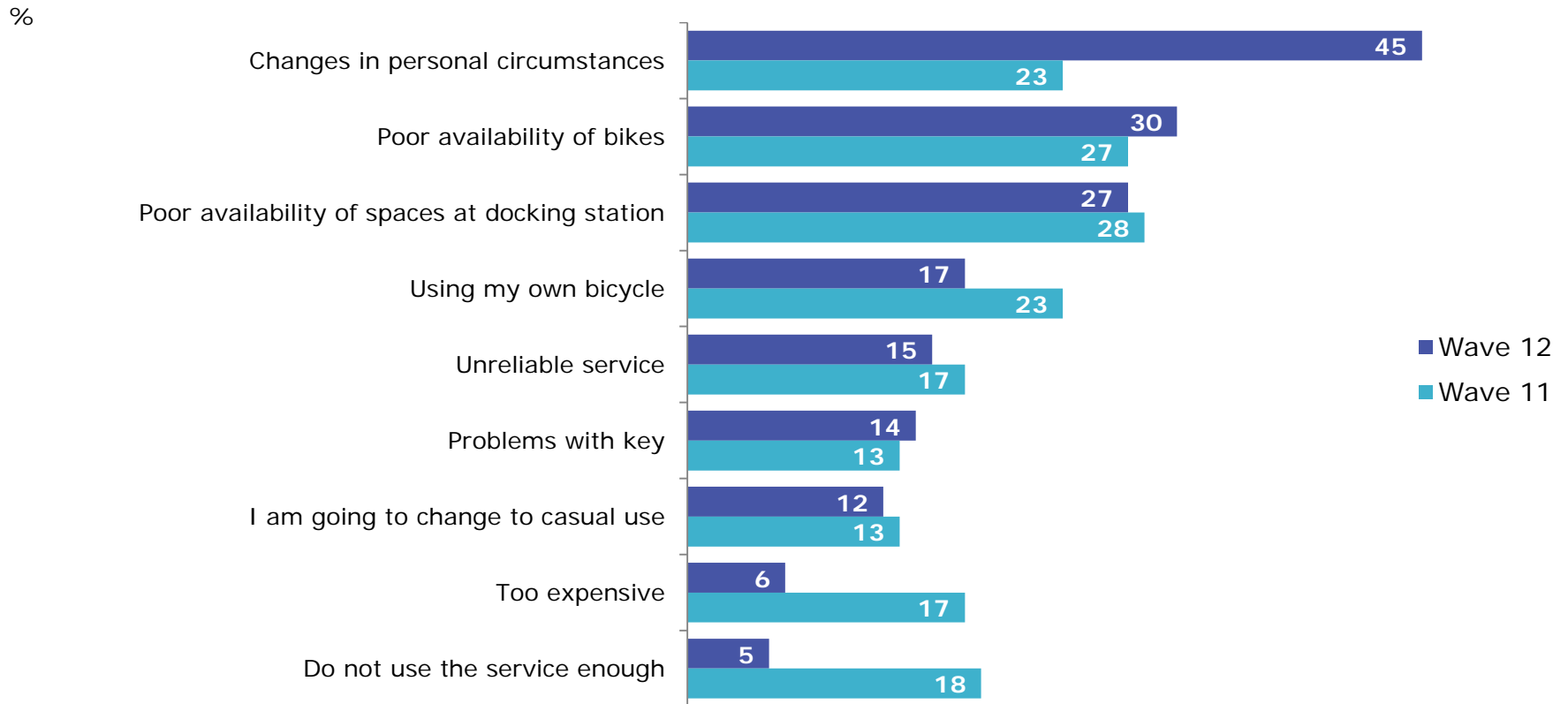


QC1. Thinking about your membership, are you intending to renew it when it runs out?

Base (all members): W12: 2266

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

Of the 4% who do not intend to renew their membership, **changes in personal circumstances** was the main barrier for 45% (up from 23% in wave 11).



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

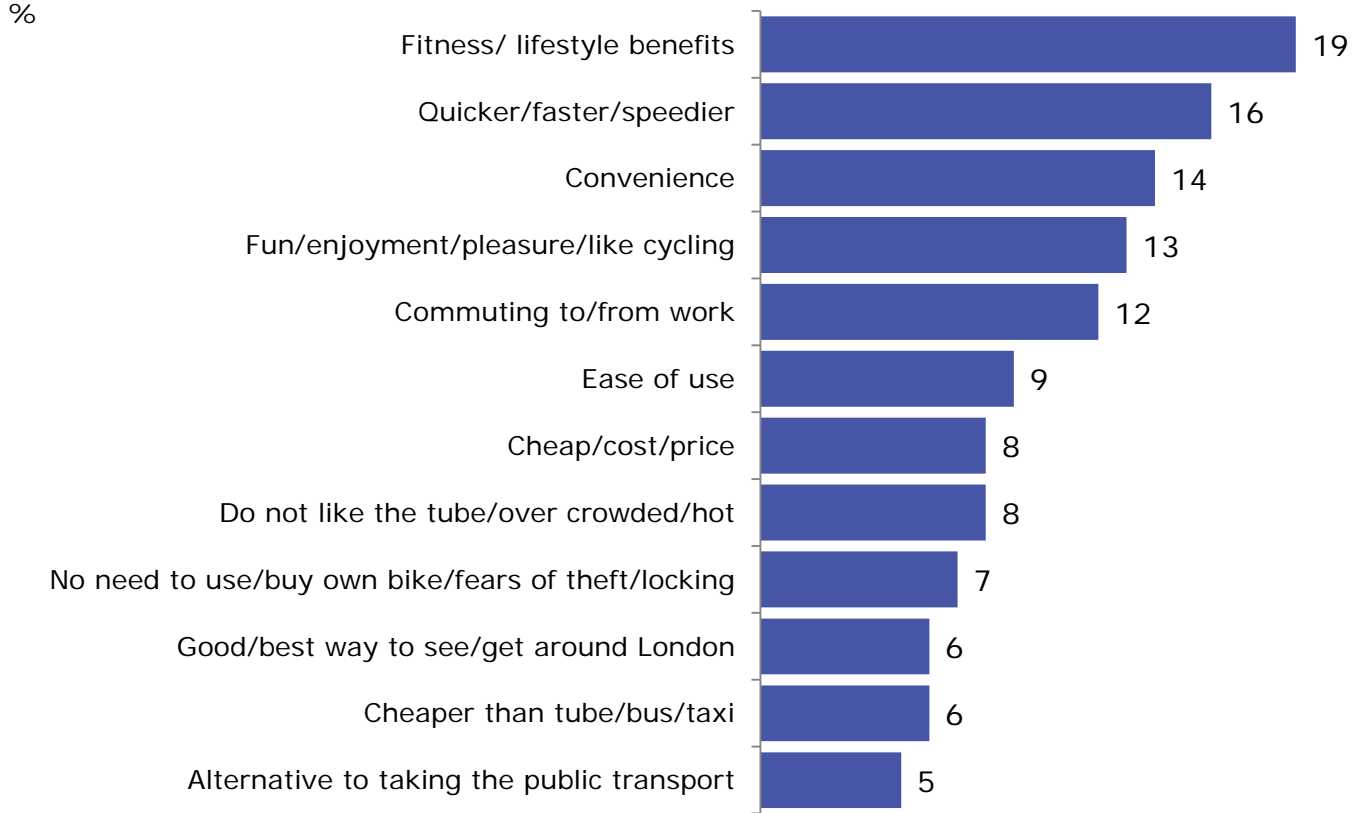
Base (Those who are not renewing, number of mentions): W12: 101; W11: 121

5

Customer experience: information and registration



Health benefits, along with speed, are the main reasons for new members **joining** Santander Cycles.



“
Convenience for short business journeys

Healthy and sustainable mode of transport when I don't have my own bicycle.

Faster than other modes

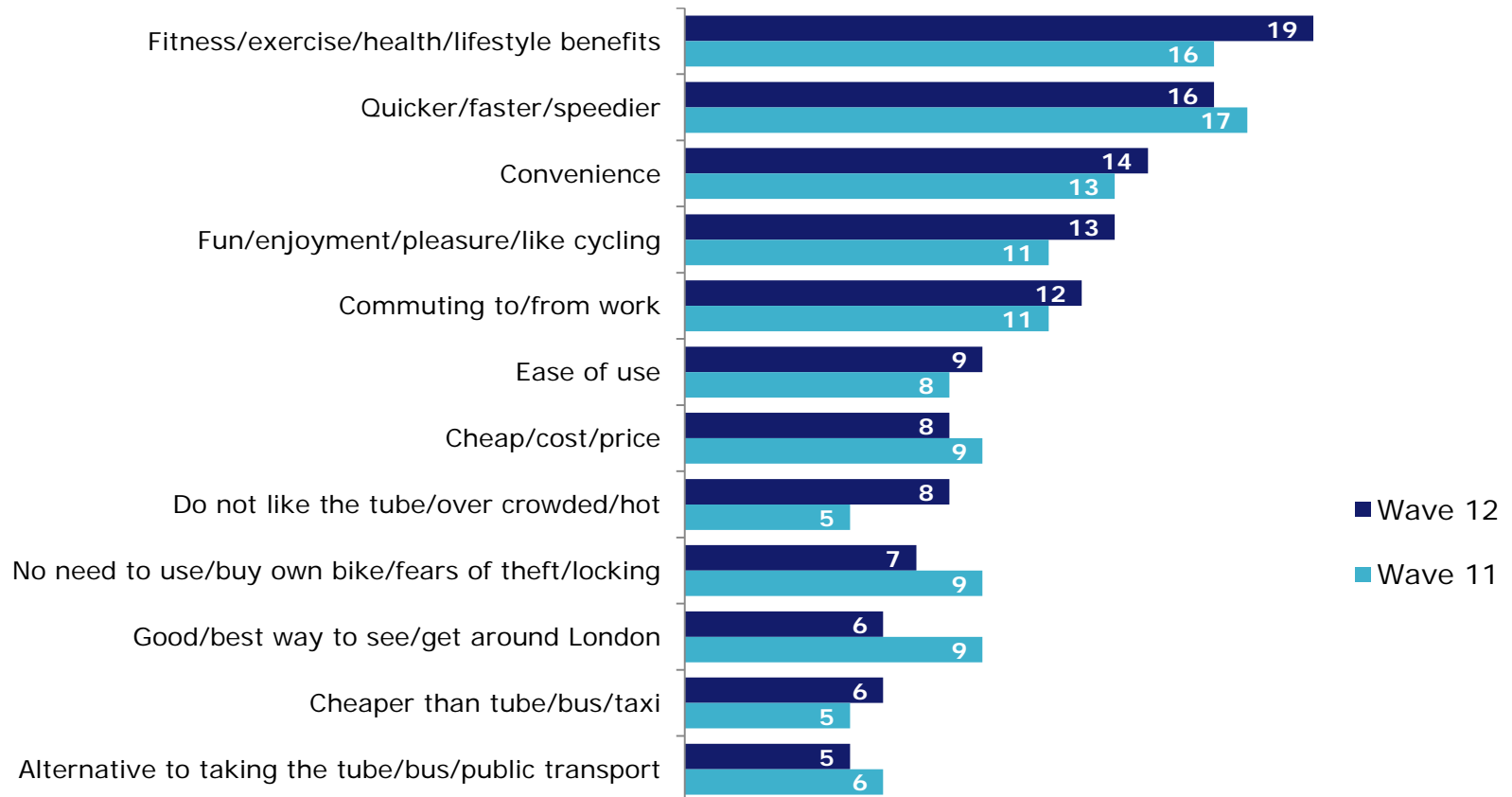
Annual membership is relatively cheap and good alternative to public transport..
 ”

QH6a. What triggered you to start using Santander Cycles? (Mentions above 5%)
 Base (All who joined scheme in last 6 months): W12: 766



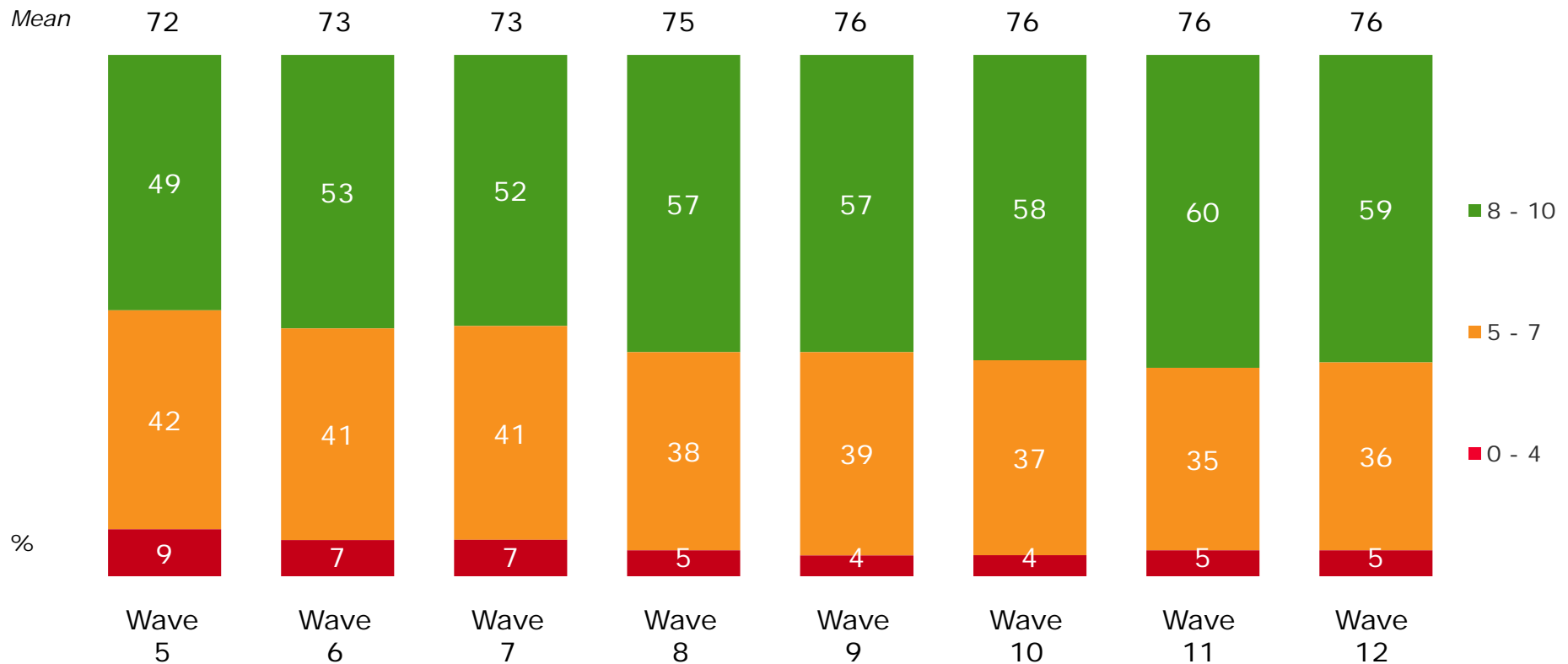
Members who joined in the last 6 months were slightly more likely to say that fitness and health benefits **triggered them to use Santander Cycles** compared to wave 11.

%



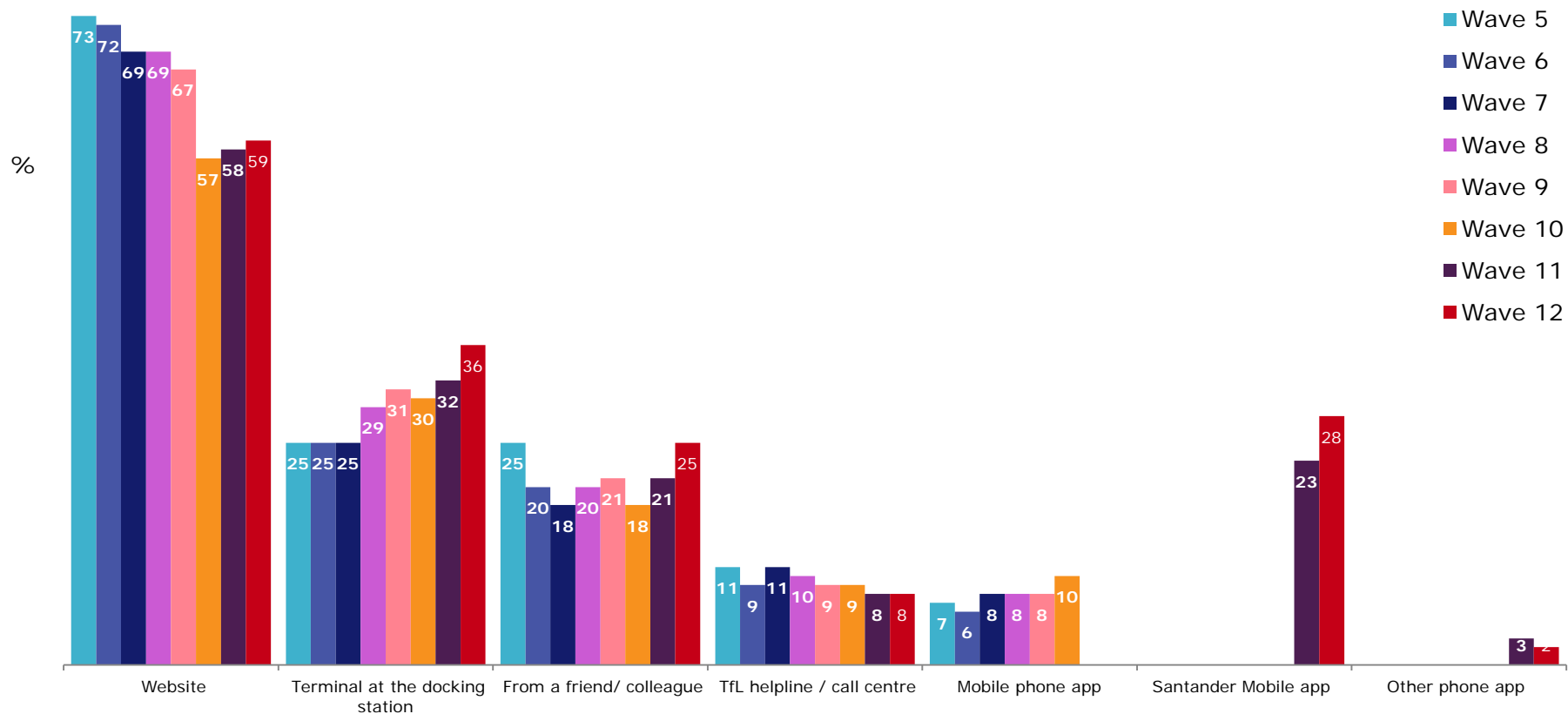
QH6a. What triggered you to start using Santander Cycles? (Mentions above 5%)
 Base (All who joined scheme in last 6 months): W12: 766; W11: 1055

Satisfaction with the **information** about how Santander Cycles works has maintained a peak score of **76**.



QB2.How satisfied are you with the information on how Santander Cycles works?
Base (All members): W12: 2266

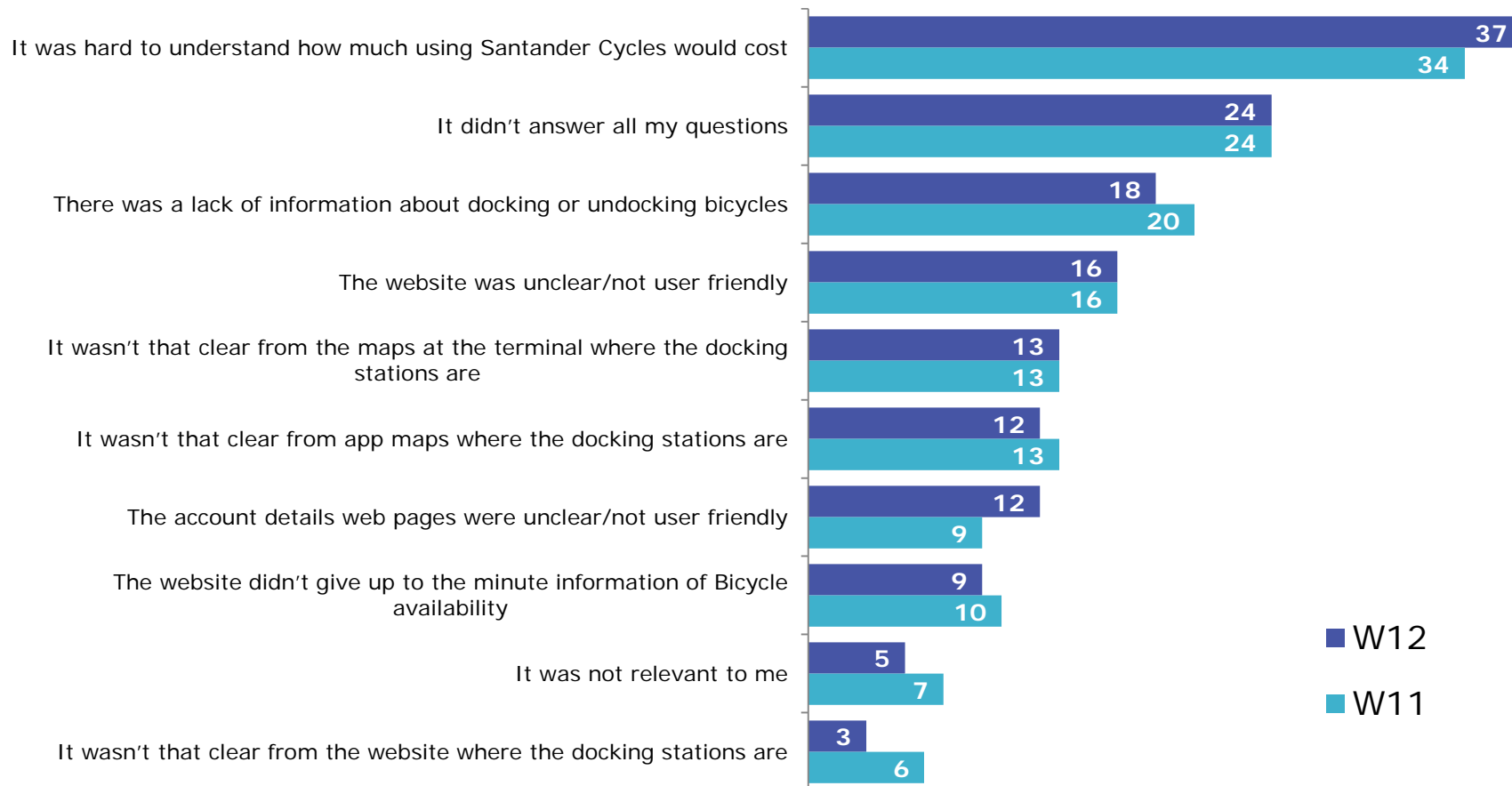
Of all **information sources on how Santander Cycles works**, the website remains the most commonly used. However, the terminal at the docking station, word of mouth and the Santander Mobile app have seen bigger increases since last wave.



QB1.From where did you get information on how Santander Cycles works?
 (Mentions 5% and above exc. Other phone app)
 Base (All members): W12: 2266

Among those who were dissatisfied with information about how Santander Cycles works (20% scoring 6 or less), difficulty in understanding the cost was the main reason.

%

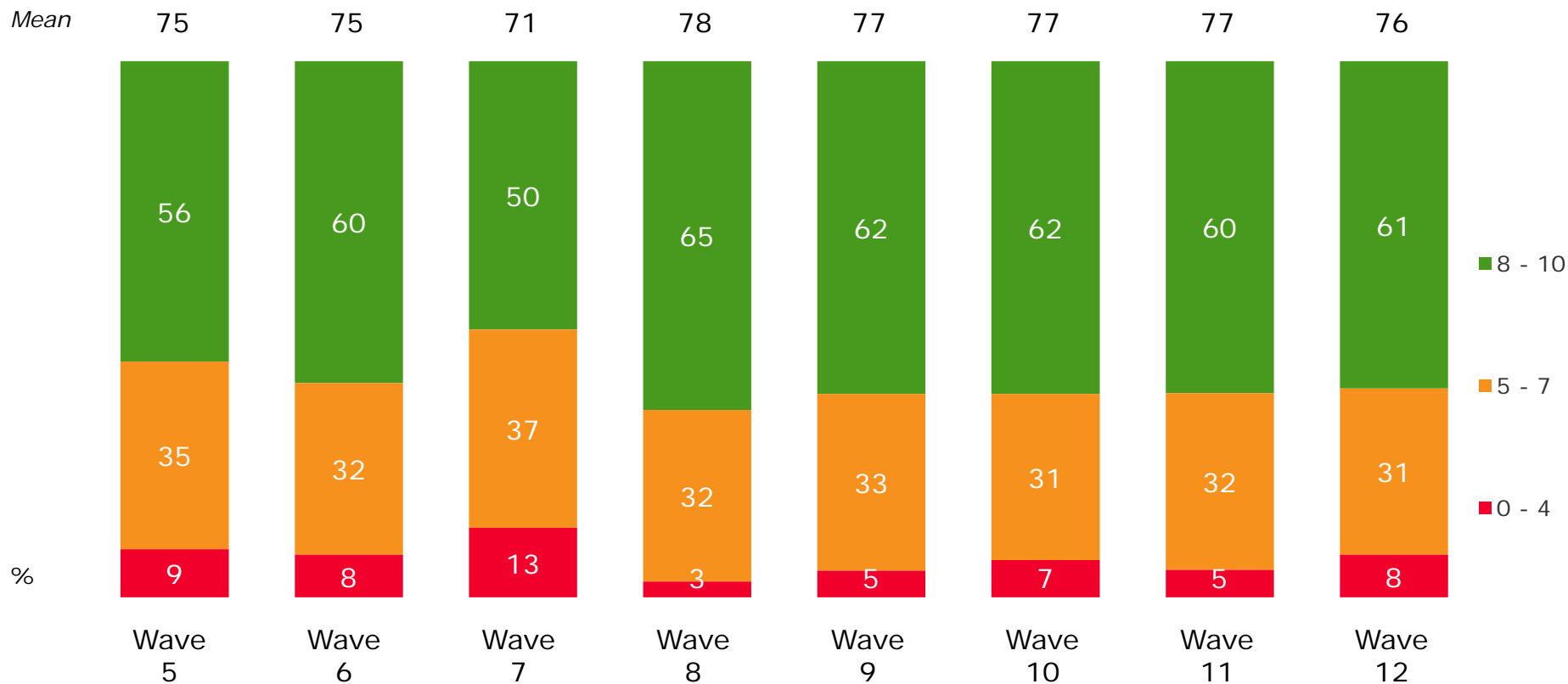


QB3.And, why do you say you are not satisfied with the information you have obtained or received on Santander Cycles?

Base (All who are not satisfied with the information; score 6 or less at QB2): W12: 452; W11: 487



Satisfaction with the **registration process** remains fairly stable over time.



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

Base: Registered in the last 4 months: W12: 541

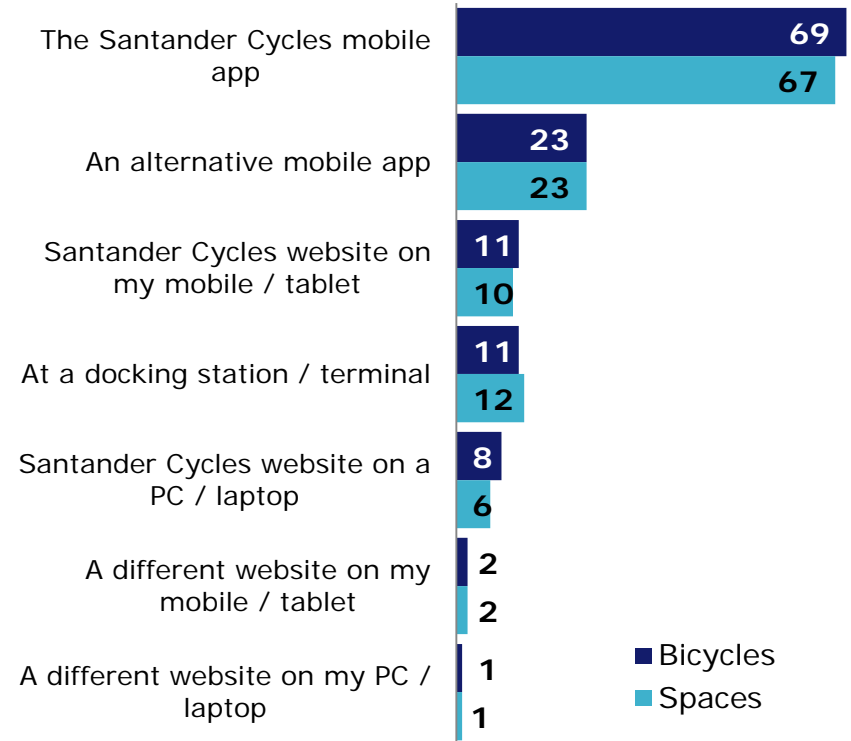
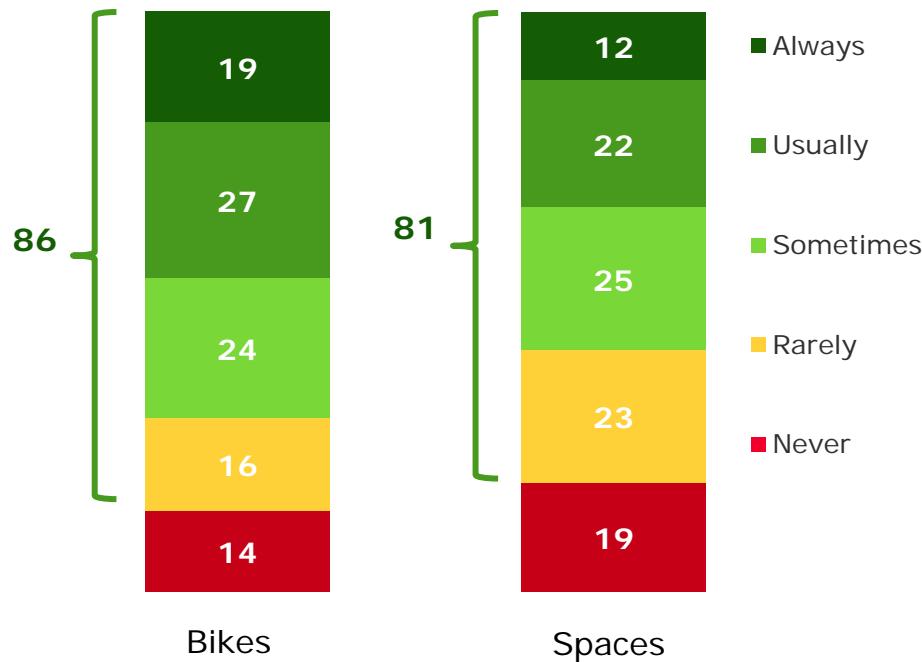
6

Customer experience: docking stations and bicycles



More than eight in ten members **check the availability of bikes and/or spaces** before starting their journey, two thirds of these using the Santander mobile app.

% Check availability



QD1h. Do you check the availability of bicycles and/or spaces at docking stations before making a SC journey? Base (All members): 2266

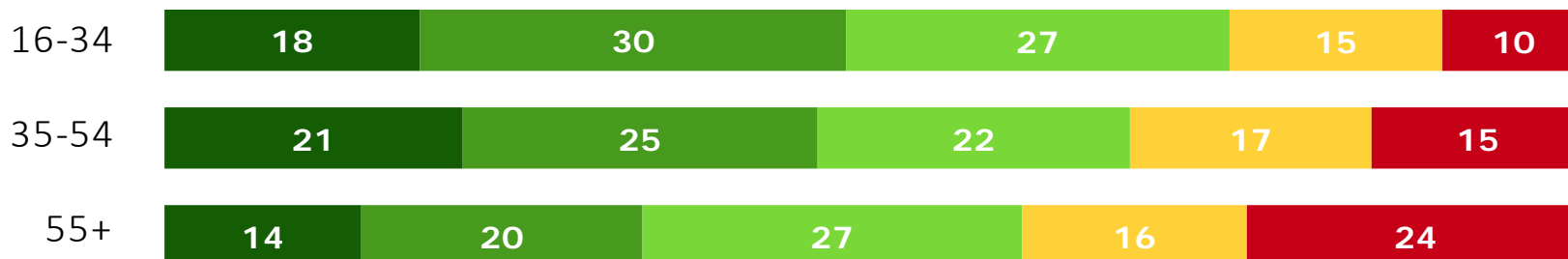
QD1i. How do you check this availability before making a SC journey? Base (all who check availability of bicycles / spaces): 1951/1835



Over 55's are less likely than other age groups to **check for availability of bicycles and/or spaces** prior to making a journey.

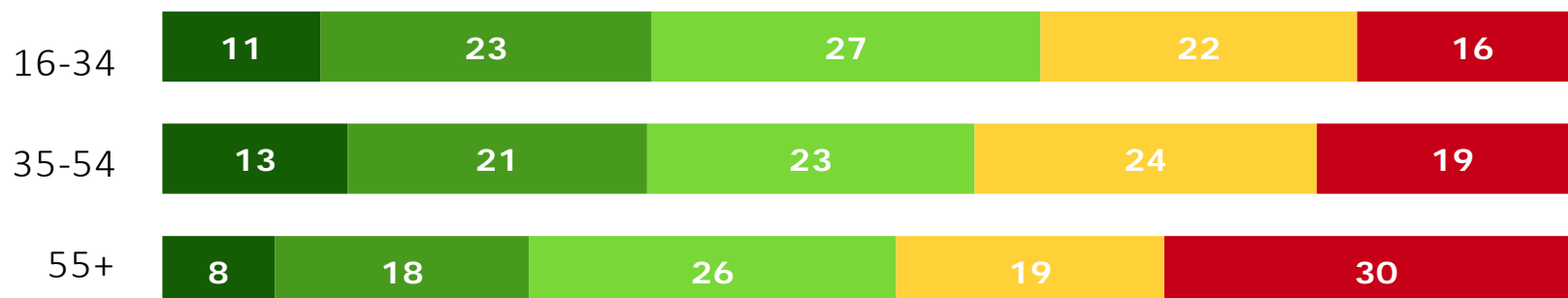
Bicycles

%



■ Always
 ■ Usually
 ■ Sometimes
 ■ Rarely
 ■ Never

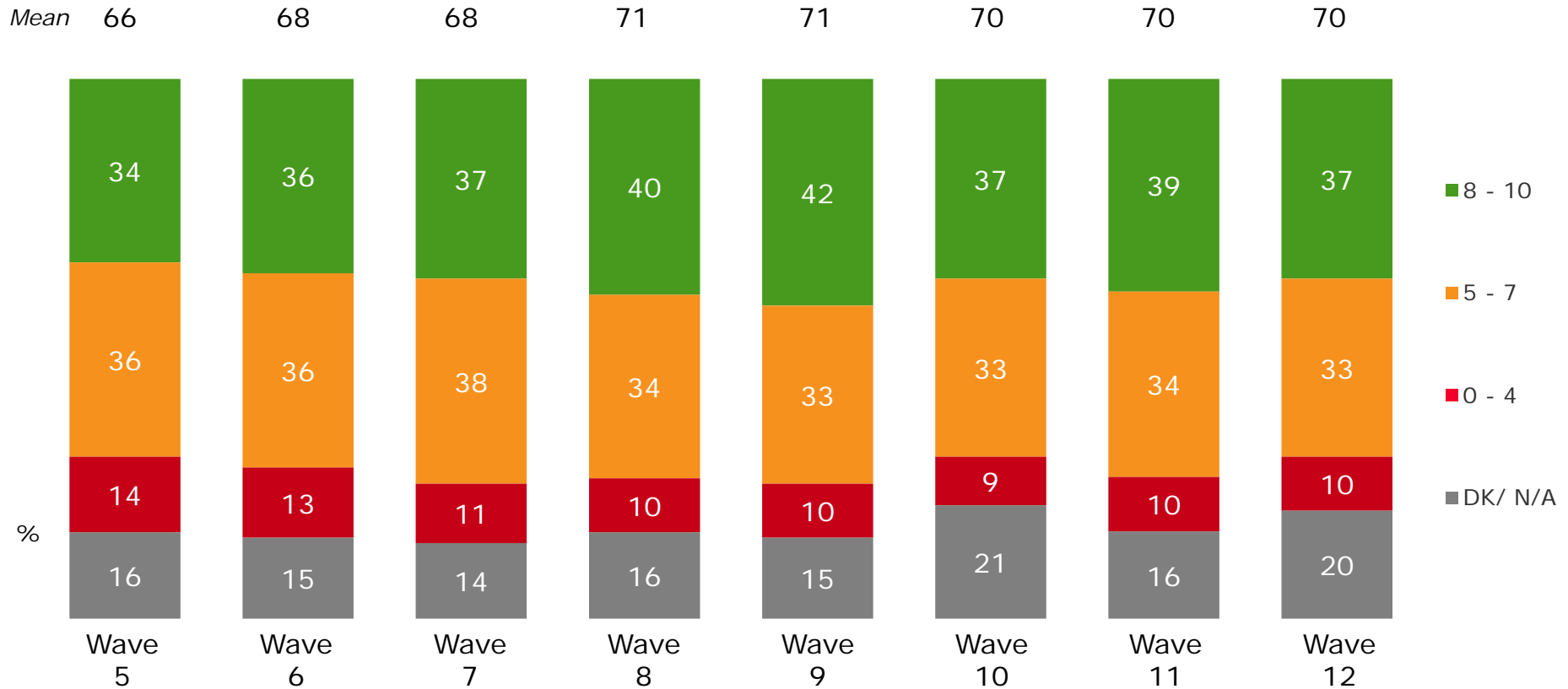
Spaces



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

Base All members aged :16-34: 899; aged 35-54: 1147; aged 55+: 216

Satisfaction with the **information and ease of using the terminals** remains stable.

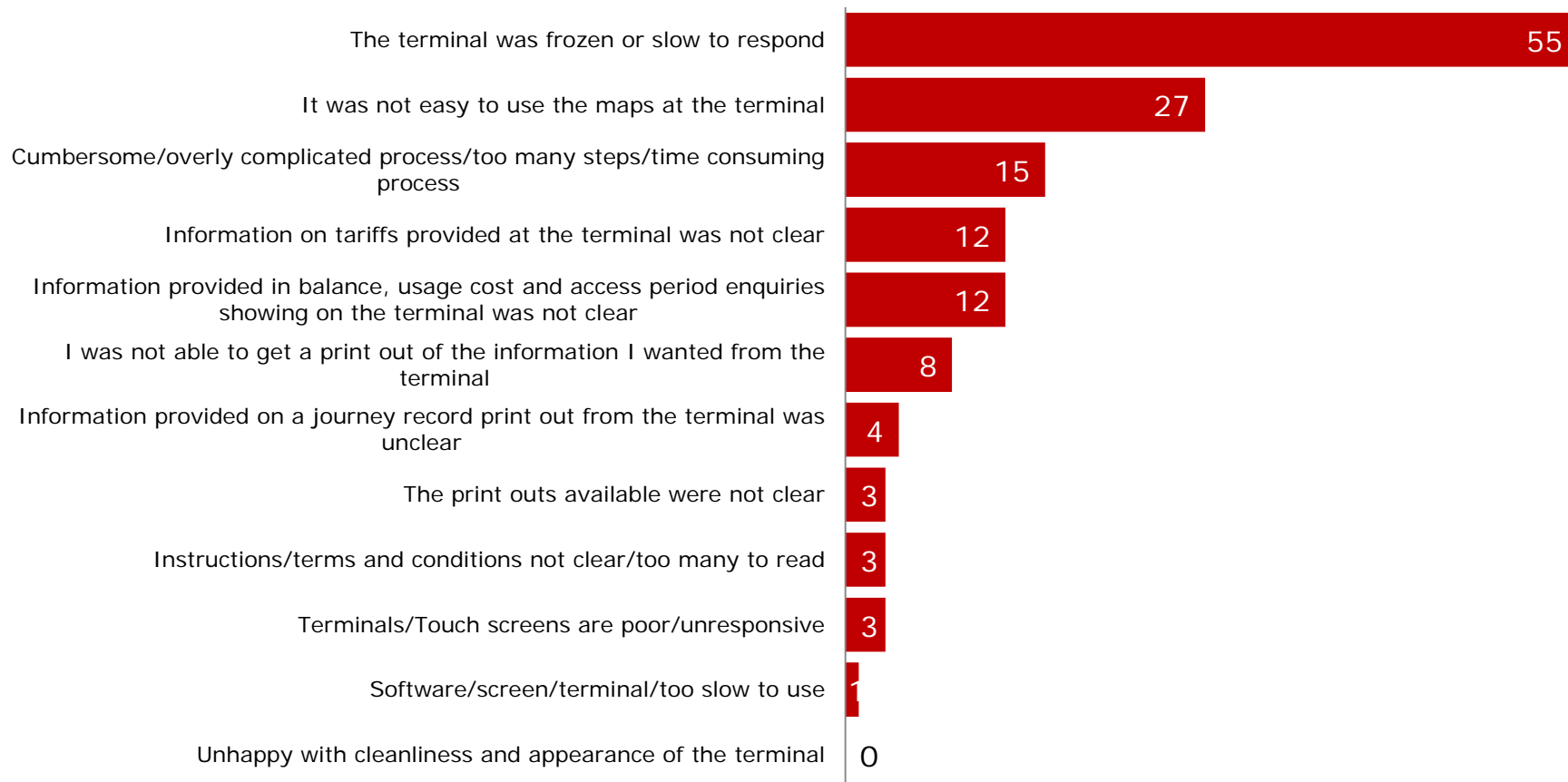


QD6. And how satisfied are you with the information panels, print outs, screens and ease of using the terminals?

Base (All members): W12: 2266

For those **dissatisfied with the terminals** (26%), the main reasons are frozen or slow terminals or difficulty in using the terminal maps.

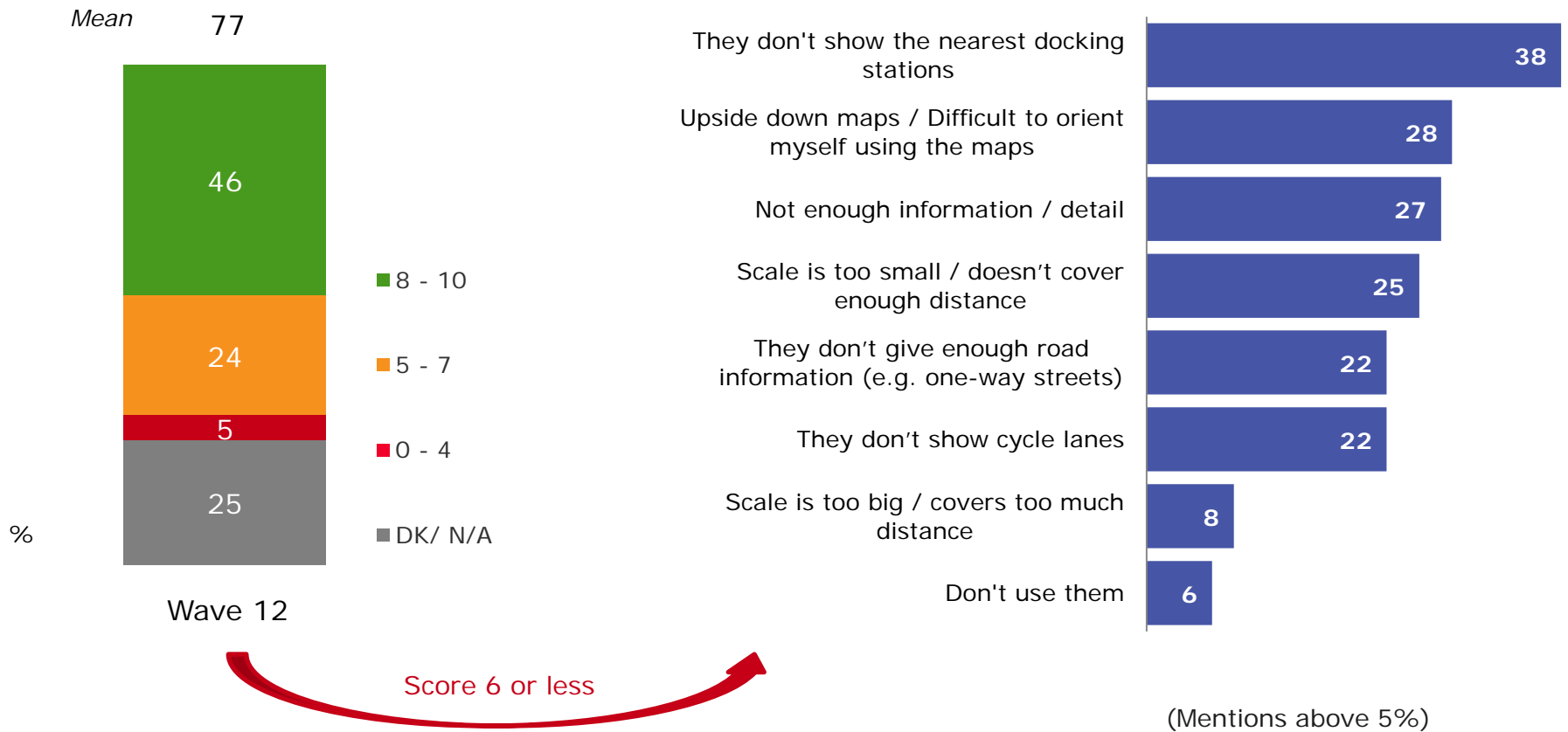
%



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

Base (All dissatisfied with terminals, score of 6 or less at QD6): W12: 588

Satisfaction with the map is high (77). For those dissatisfied (14% scoring 6 or less), the main reason is that the maps **don't show the nearest docking stations**.



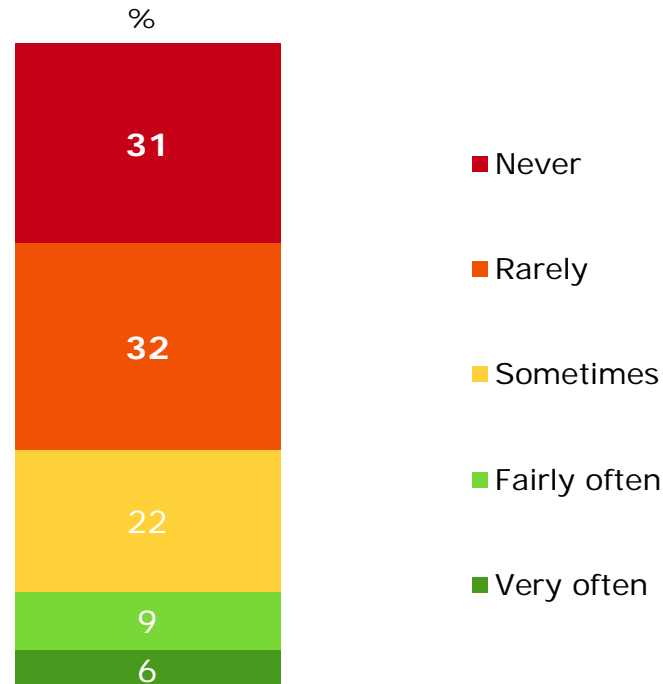
QD8.How satisfied are you with maps at the terminals?

Base: (all members) Wave 12: 2266

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

Base: All not satisfied with maps at the terminals); Wave 12: 323

Just over a third (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 – slightly down on last wave.

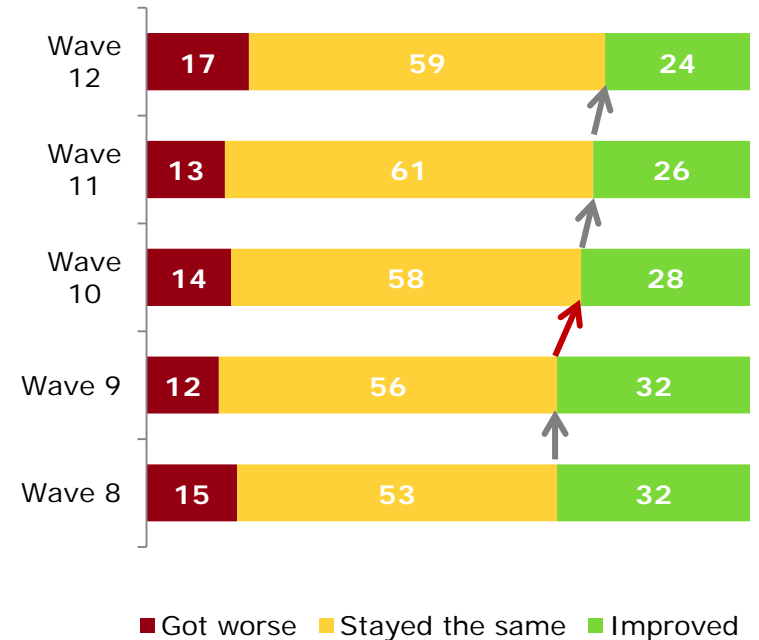
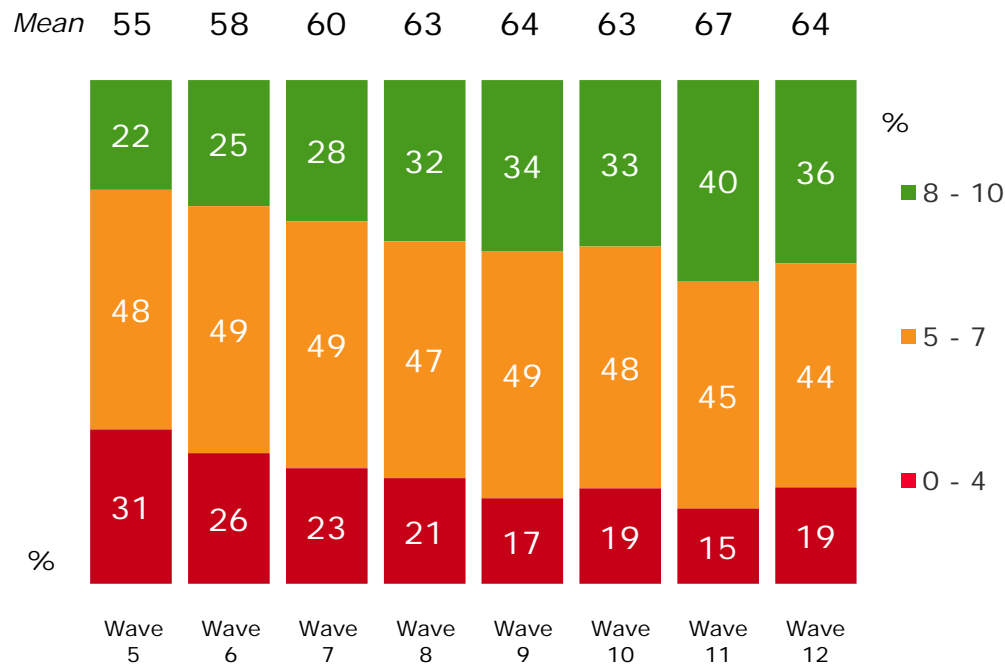


QD10. How often do you use the maps at the terminals to find your way around the local area, other than to look for nearby docking stations?

Base (all members) Wave 12: 2266

Satisfaction with **availability of bikes** has returned to 'normal' (64) after the high score of 67 in wave 11 and there was a small increase who felt things have got worse.

Availability of **bikes** at docking stations



QD1a. How satisfied are you with the availability of bicycles at docking stations?

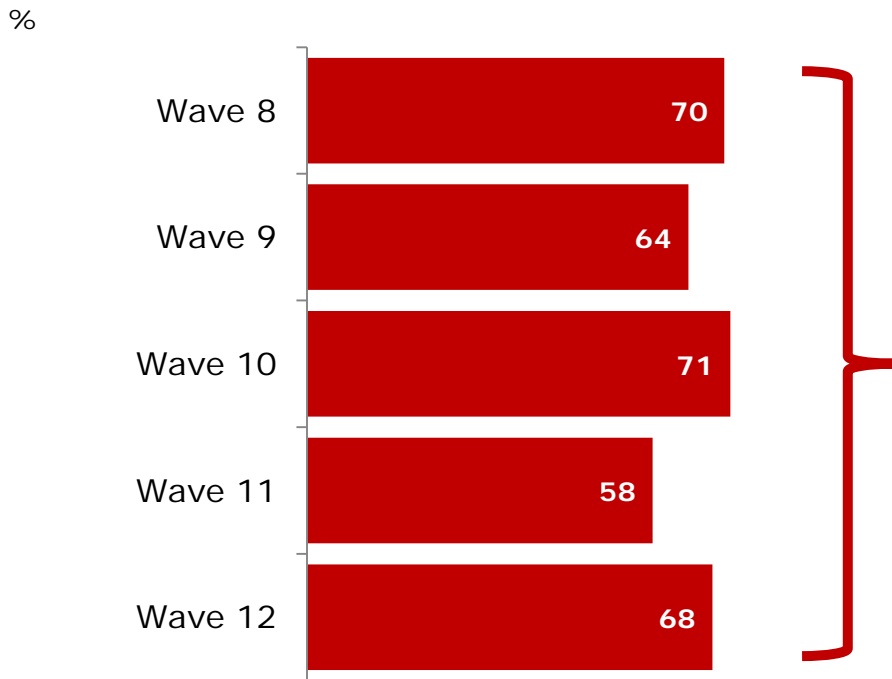
Base (all members) W12: 2266

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

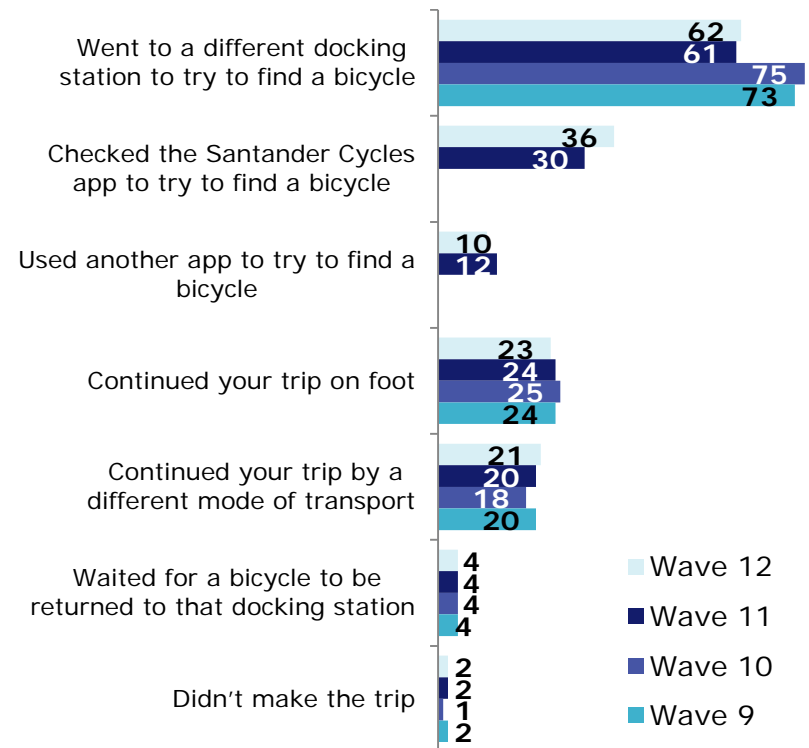
Base (all members) W12: 2266

Finding a **bike** (at first choice docking station) follows a seasonal pattern of poorer availability in the summer, but only 68% failed this summer compared to 70-71% in previous years. **Going to another docking station** remains the most common next step, but over a third checked the Santander app.

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



What did next?



*Mobile App options added in W11

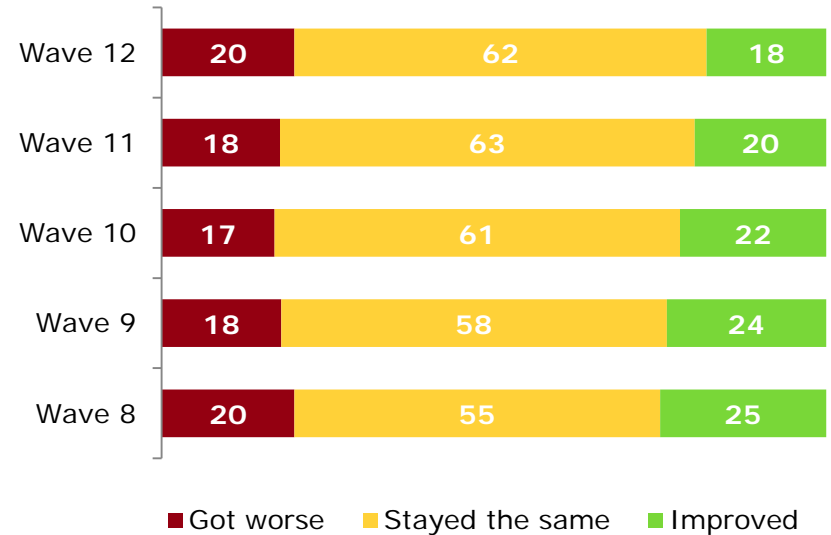
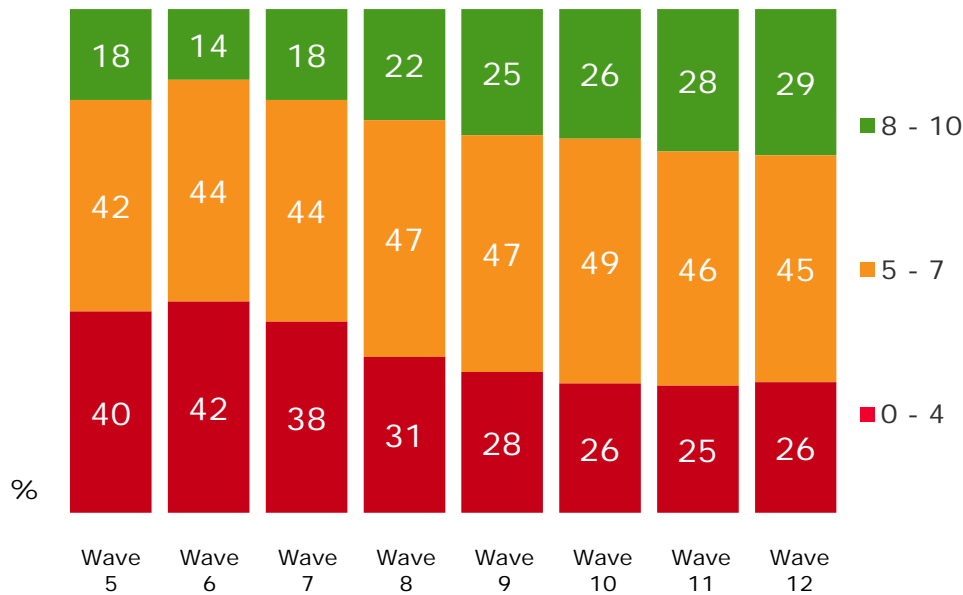
QD1d. In the last month have you tried to hire a bicycle, but failed to find an available bicycle at your first choice of docking station? Base (All members): 2266

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): 1532

Satisfaction with **availability of spaces** has reached a new peak score of 60.

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

Mean 50 48 51 56 57 59 59 60



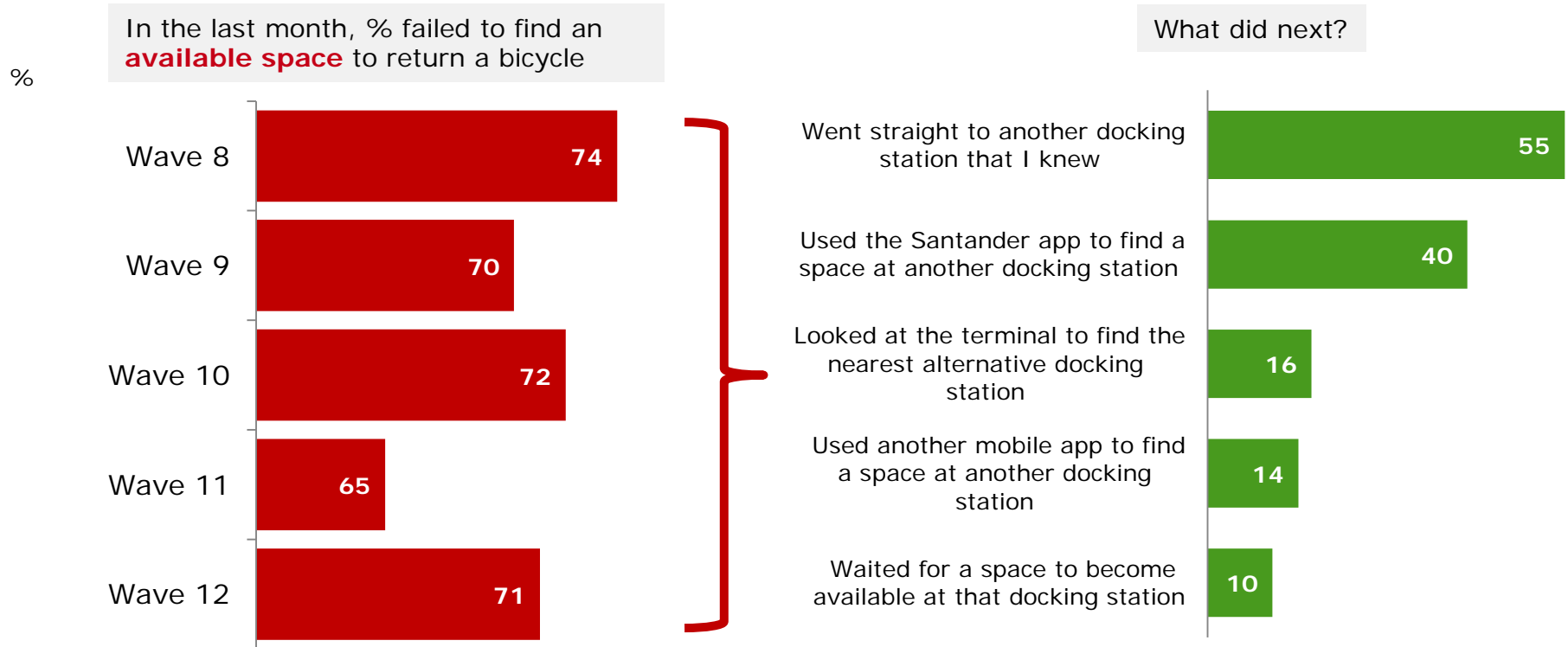
OD1b. How satisfied are you with the availability of free docking points to return bicycles at docking stations?

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

Base (all members) W12: 2266



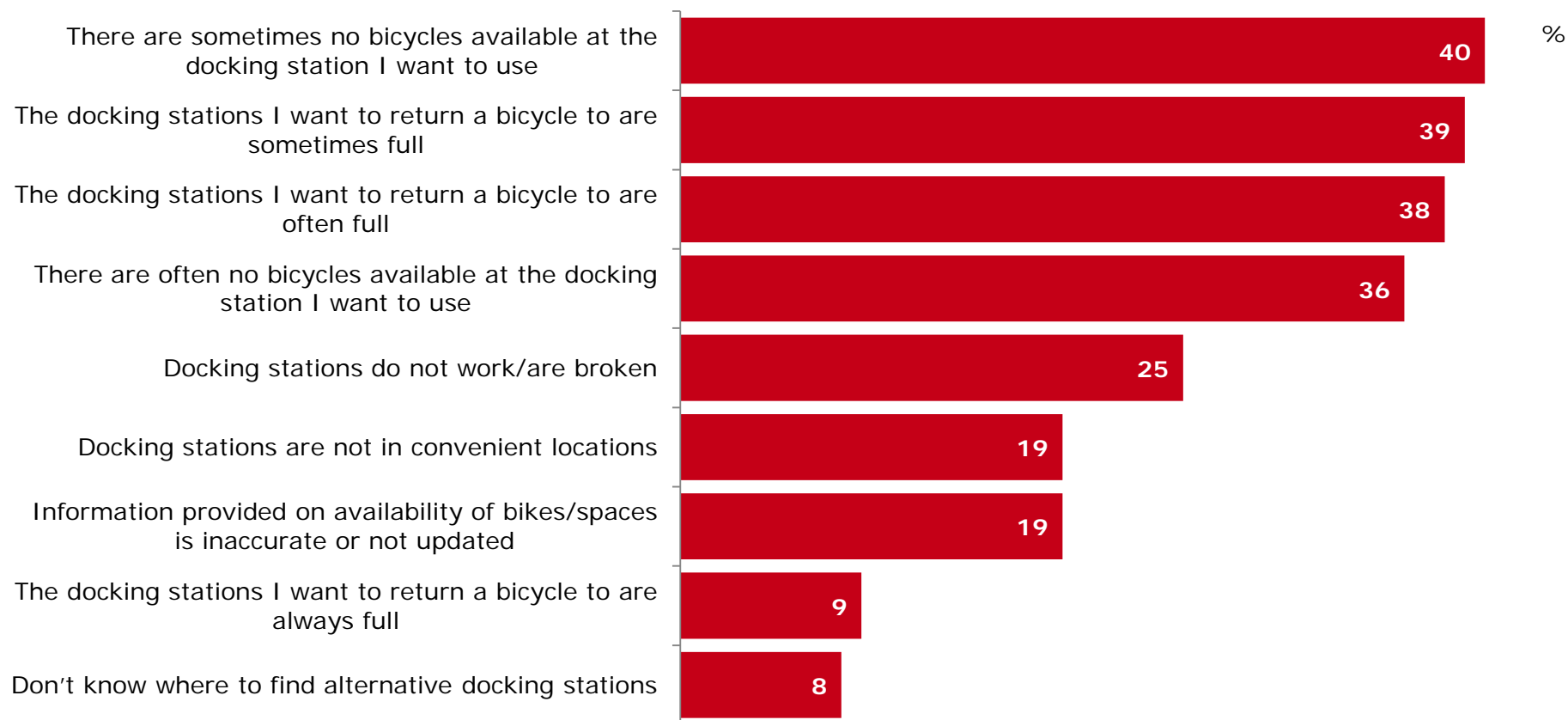
Finding a **space** in the last month also follows a seasonal pattern of poorer availability in the summer, with 71% failing (in line with previous years). Over half went to another docking station and one in four used the Santander app to help them find a space.



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) W12: 2266

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): 1607

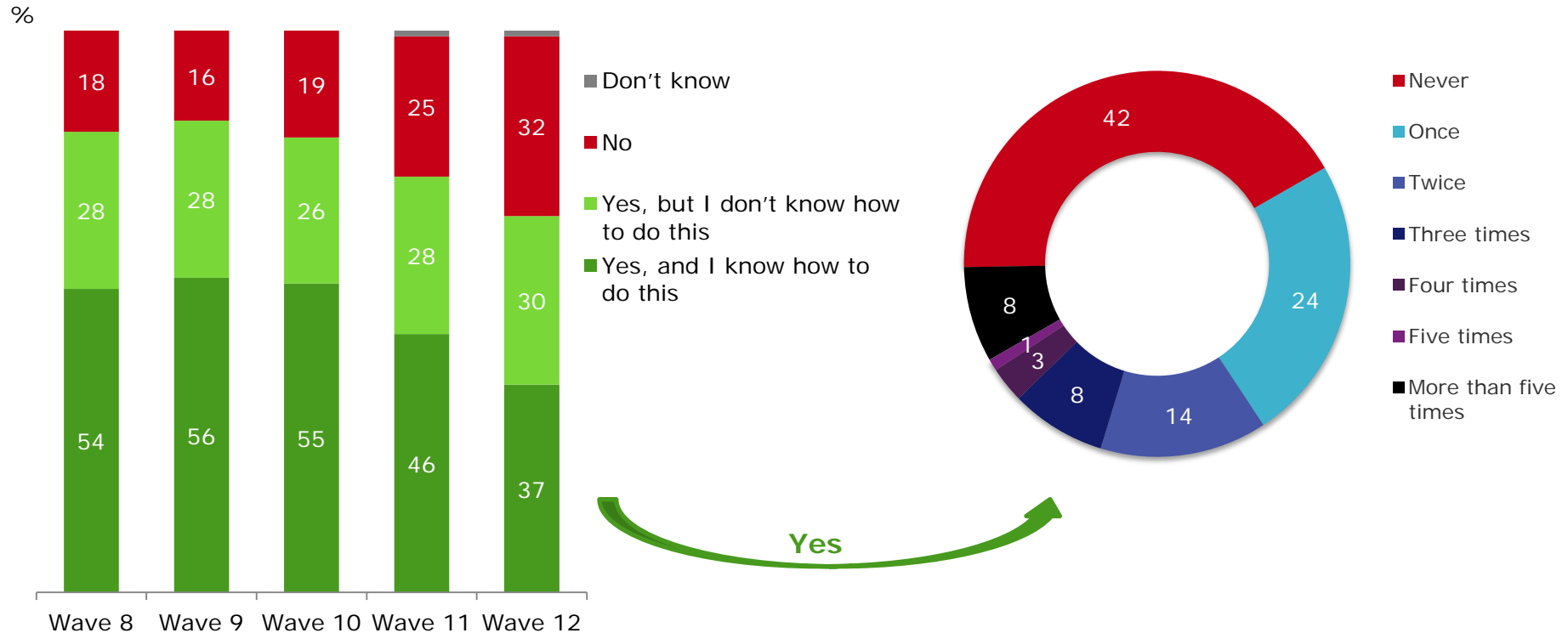
For those who were dissatisfied with the **availability at docking stations** (60% scoring 6 or less), the main reasons were often/sometimes a lack of spaces and/or bikes.



QD1c.And, why do you say you are not satisfied with availability at the docking stations? (Mentions above 5%)

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 QD1b): W12: 1360

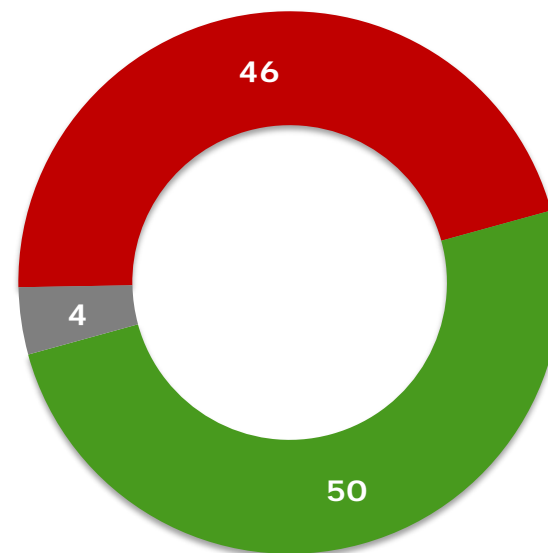
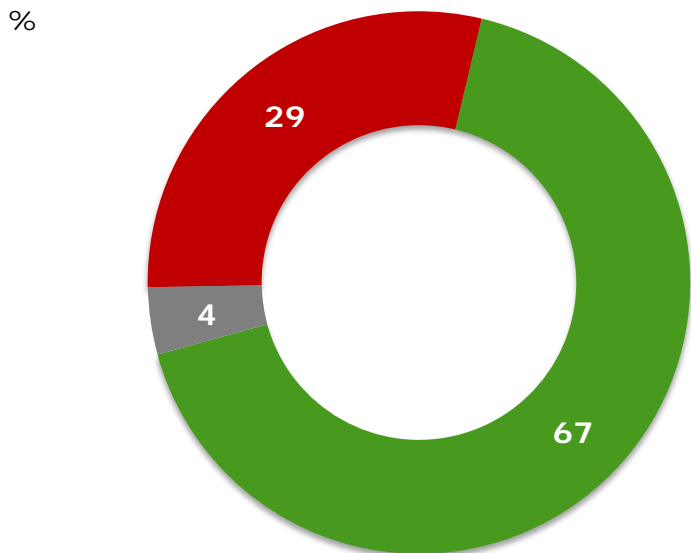
The awareness of the **15 minutes free additional time** has again declined, with just over a third knowing how to use the service. Over half (of those aware) have made use of this in the last 3 months.



Over a quarter **experienced a technical problem with a bike in the last 6 months** – and almost half **experienced a technical problem with a docking station** which prevented 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

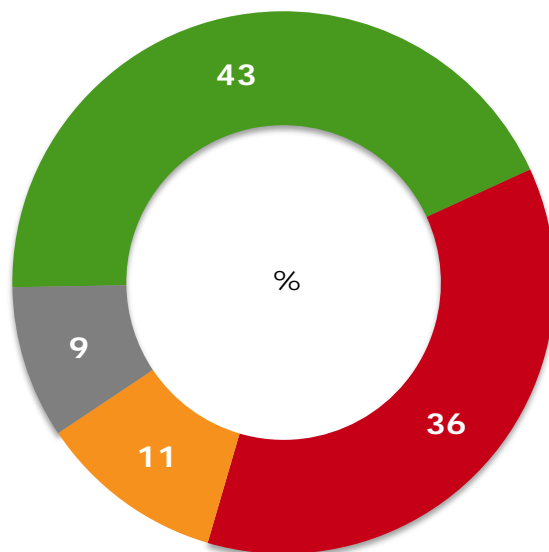
QE3a. Has a technical problem with the actual bicycle prevented you from starting or completing a journey in the last 6 months? Base (All members): 2266

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): 2266

Over a third of members who experienced a problem in the past 6 months did not report it. Less than half used the red button on the docking station to report the fault.

%

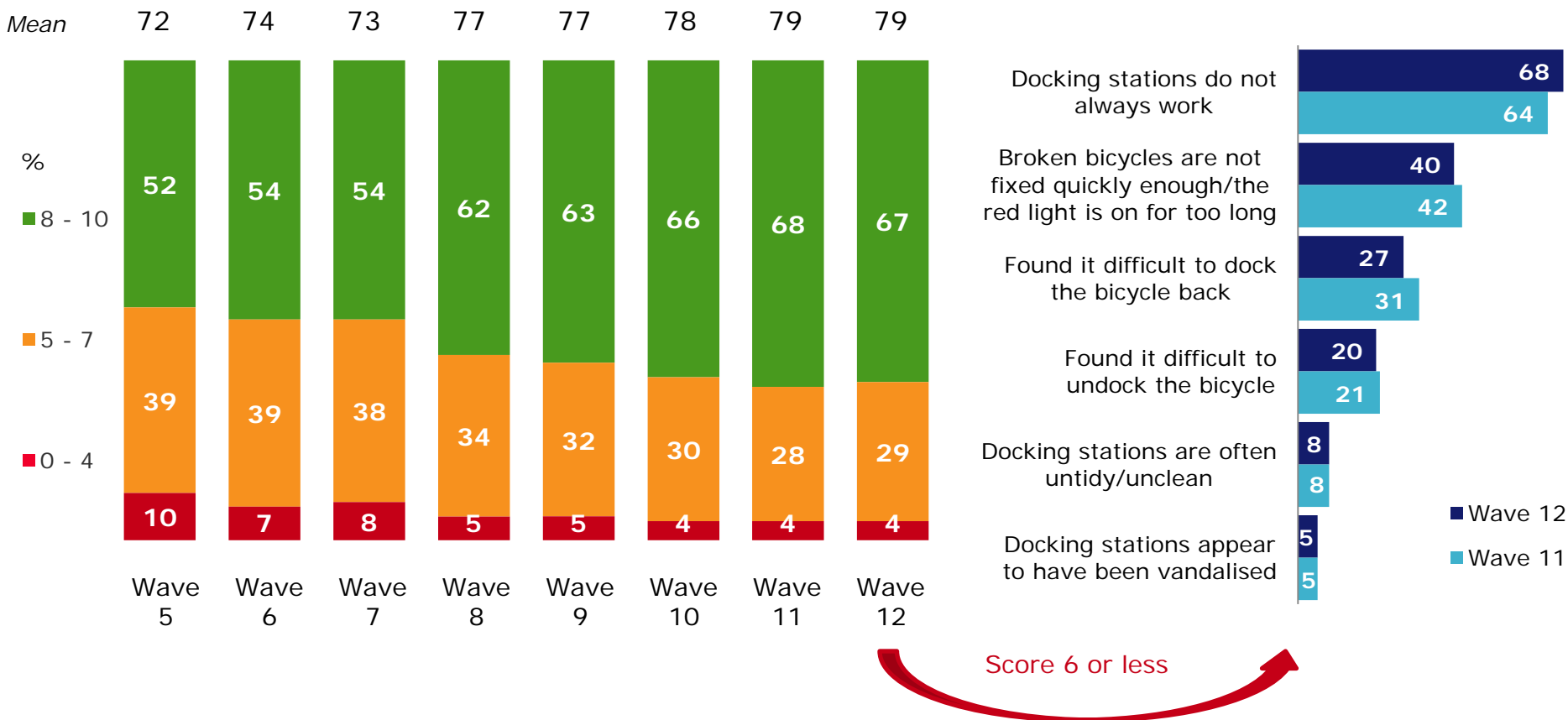
Reported this fault by pressing **the red button** on the docking station?



■ 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: 1288)

Satisfaction with **the docking station working condition & maintenance** remains at a record high (79). Of those dissatisfied (4%), the main reason is docking stations not always working.

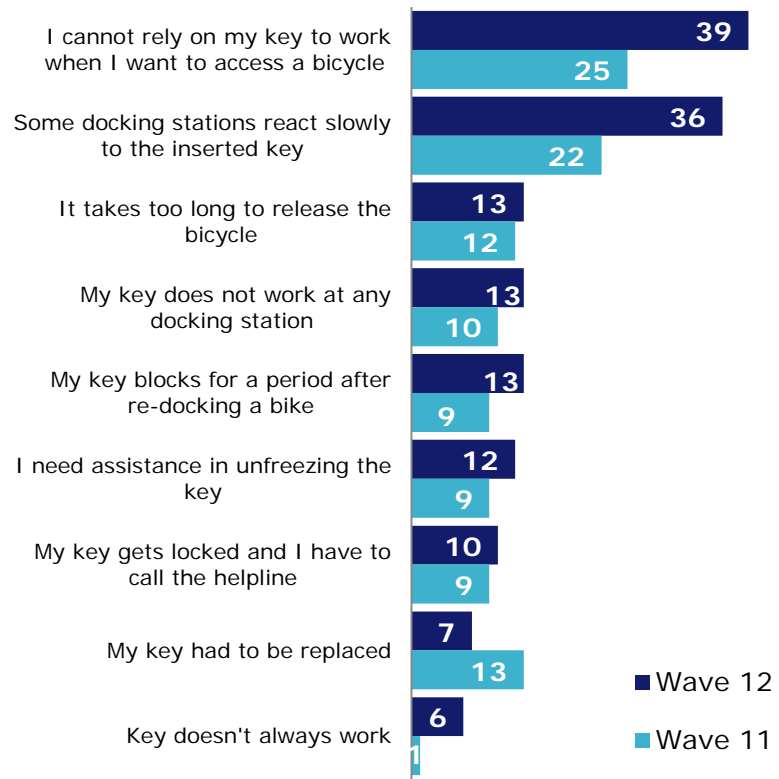
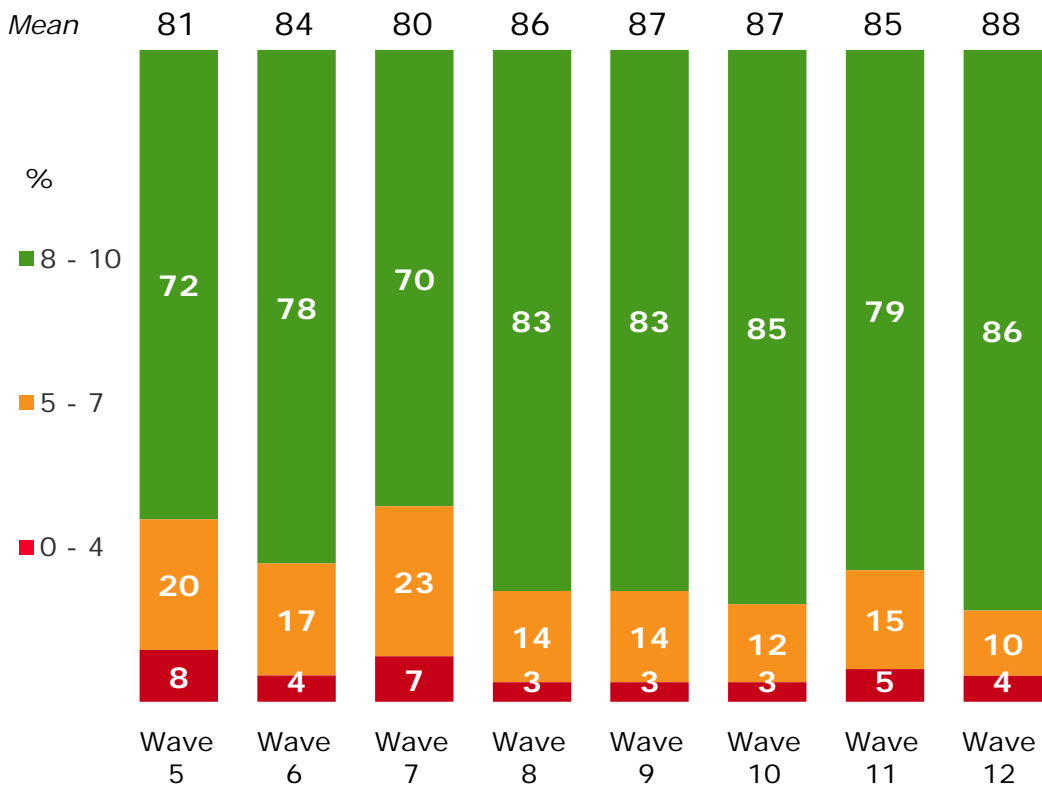


QD2a. How satisfied are you with the working condition and general maintenance of the docking stations overall? Base (All members): W12: 2266

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): W12: 332; W11: 363

Satisfaction with the **ease of using the membership key** has improved, recording a score of 88. Of those dissatisfied (3%), the main reason is keys not working.

Satisfaction with ease of using membership key



Score 6 or less



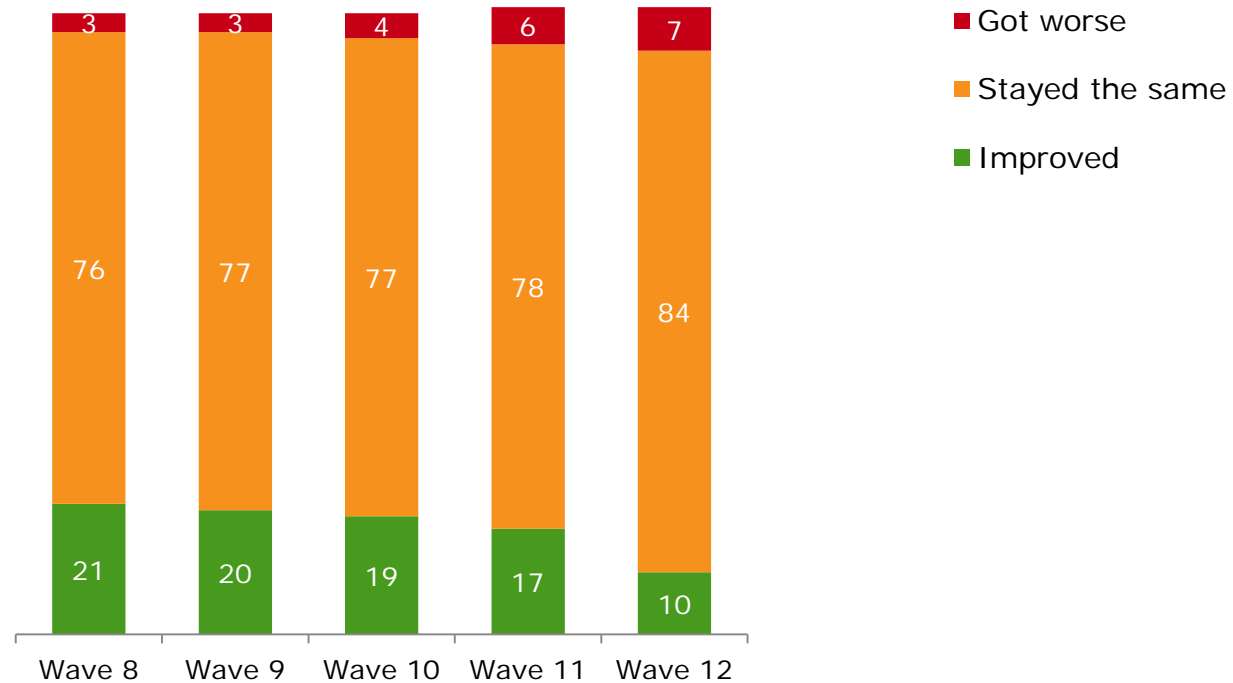
QD3.And how satisfied are you with the ease of using the membership key to access a bicycle? Base (All members with a membership key): W12: 1957
 QD4.And why do you say that you are not satisfied with the ease of using the membership key to access a bicycle?
 Base (All dissatisfied with the with the ease of using the membership key to access a bicycle): W12: 135



Most members rated no change in the reliability of the **membership key**, but slightly fewer say it has improved.

Your membership key working at a docking point

%



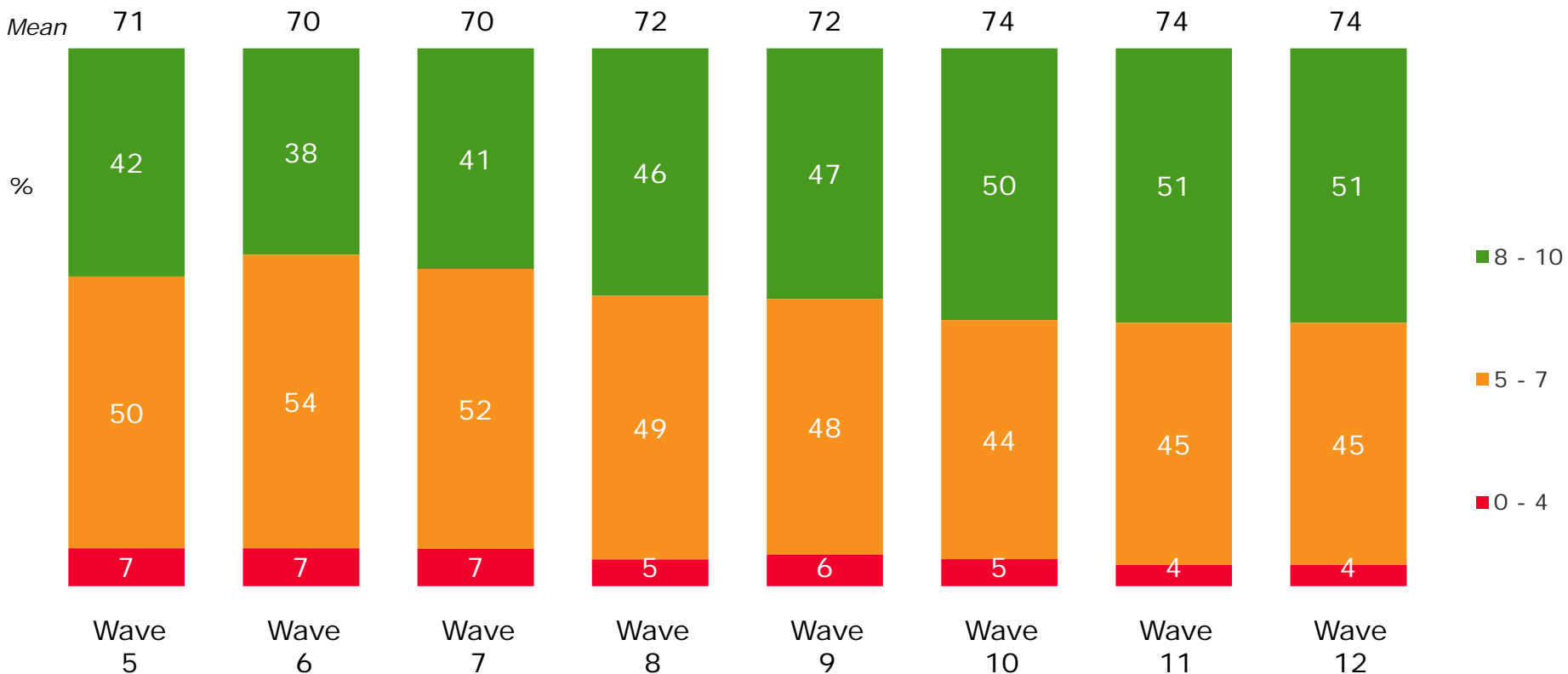
QH9.Thinking specifically about the following areas, would you say things have generally improved, stayed the same, or got worse?

Your membership key working at a docking point

Base (All who have a membership key): W12: 2266

Satisfaction with **the bikes** has remained stable since wave 10.

Satisfaction with the bicycles

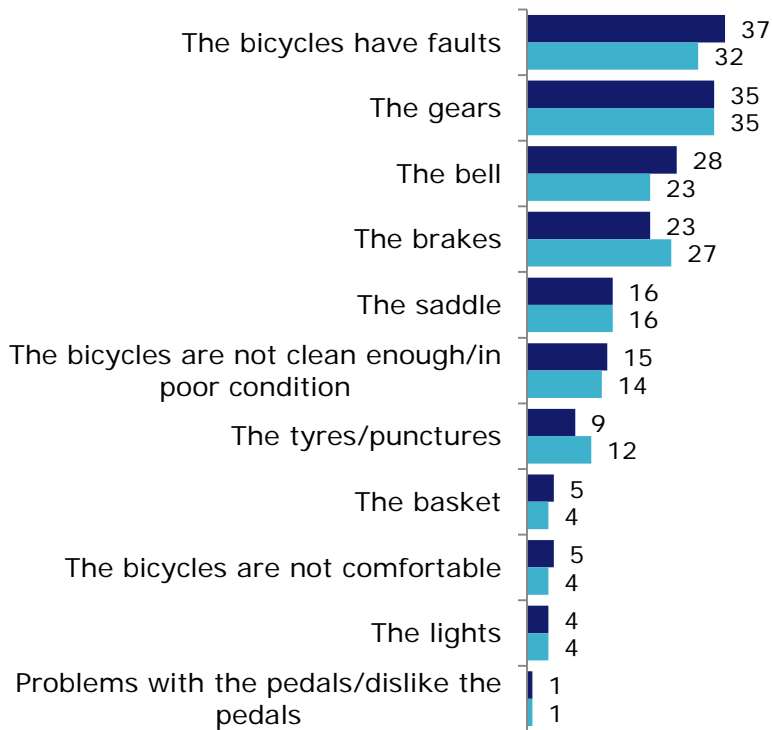


QE1 In general, how satisfied are you with the bicycles you have hired through Santander Cycles?

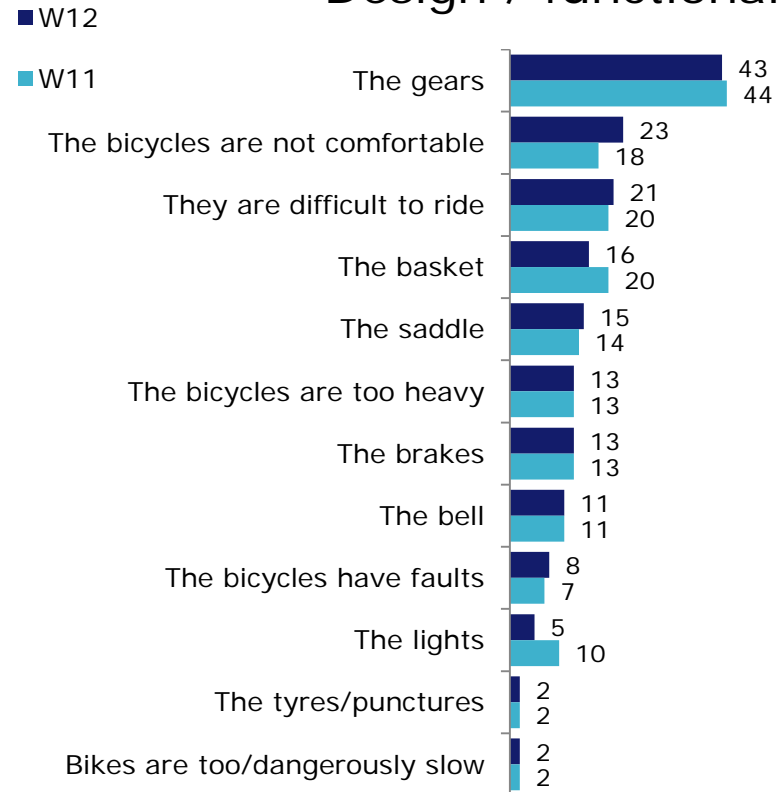
Base (All members): W12: 2266

Among those **dissatisfied with the bikes (23%)**, the gears are the most frequently mentioned fault.

% Upkeep / maintenance



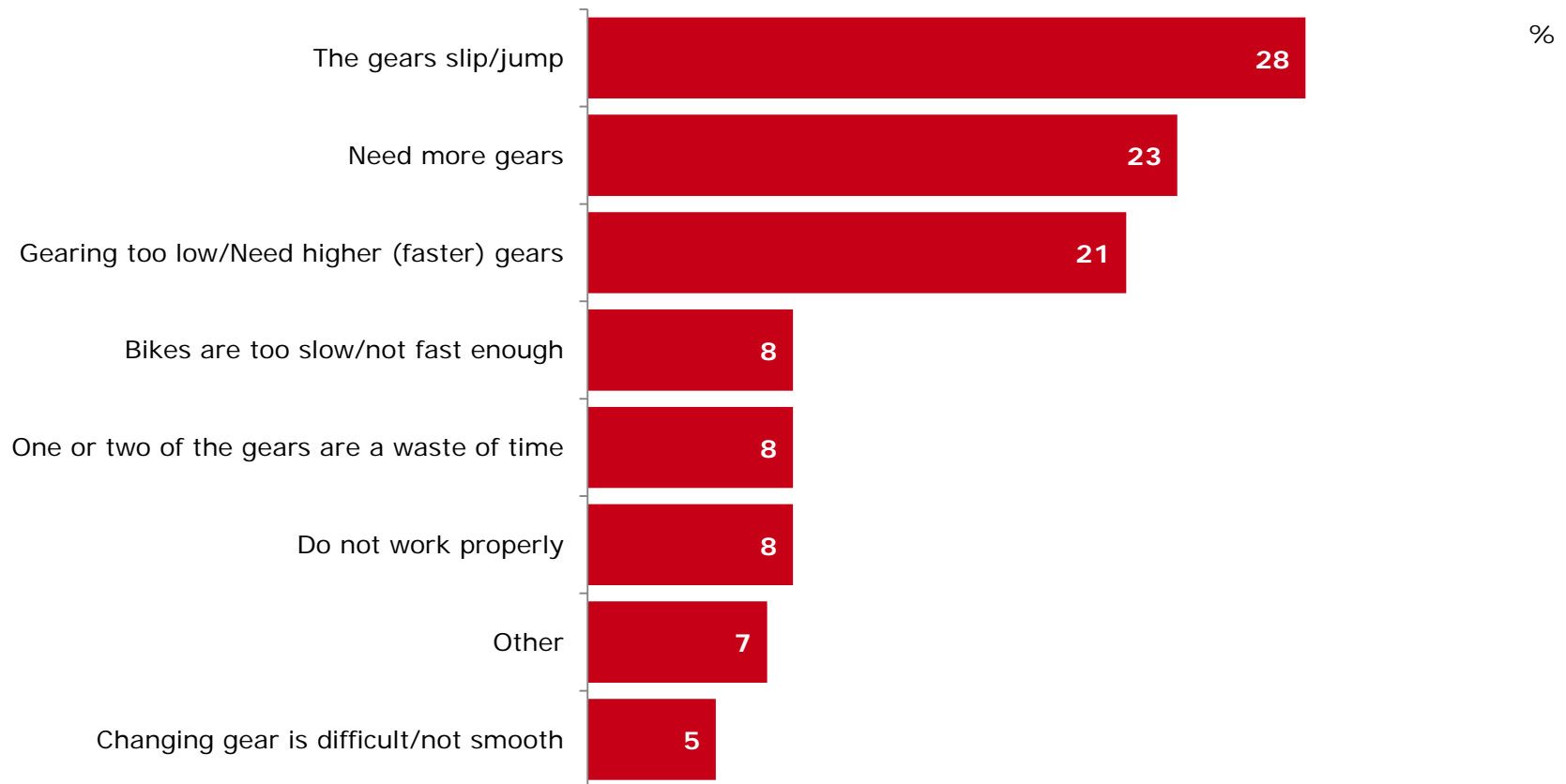
Design / functionality



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

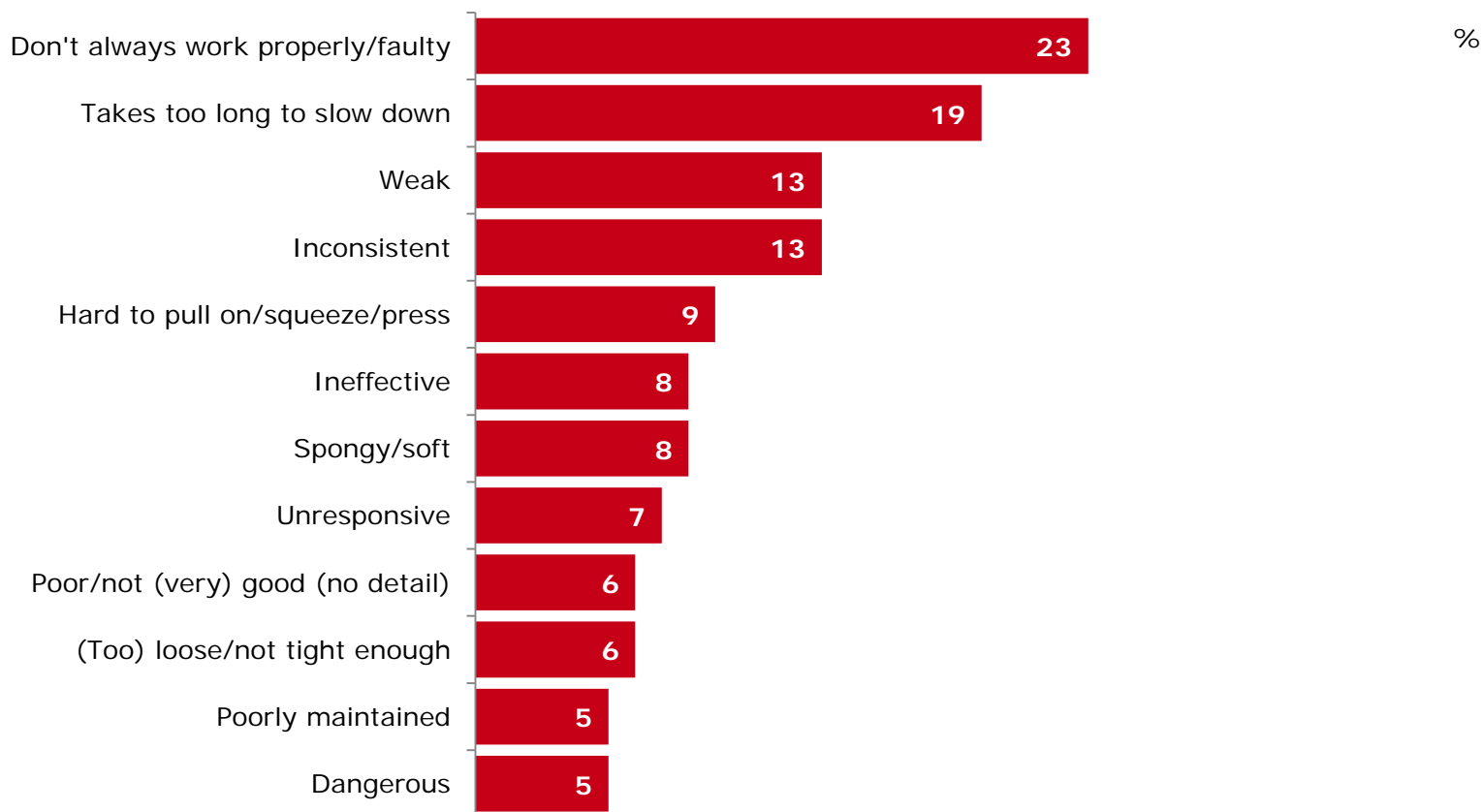
Base (All not satisfied with the bicycles- 0-6): W12: 510, W11: 530

For those who were dissatisfied with the **gears (40%)**, the main reasons were gears slipping/ jumping and/or not enough gears, especially if you want to travel faster.



QE2b. What was it about the gears that made you dissatisfied?
Base (All who are not satisfied with gears on the bicycles at QE2): W12: 912

For those who were dissatisfied with the **brakes (16%)**, the main reasons were that they don't work properly and the bicycle then takes too long to slow down.



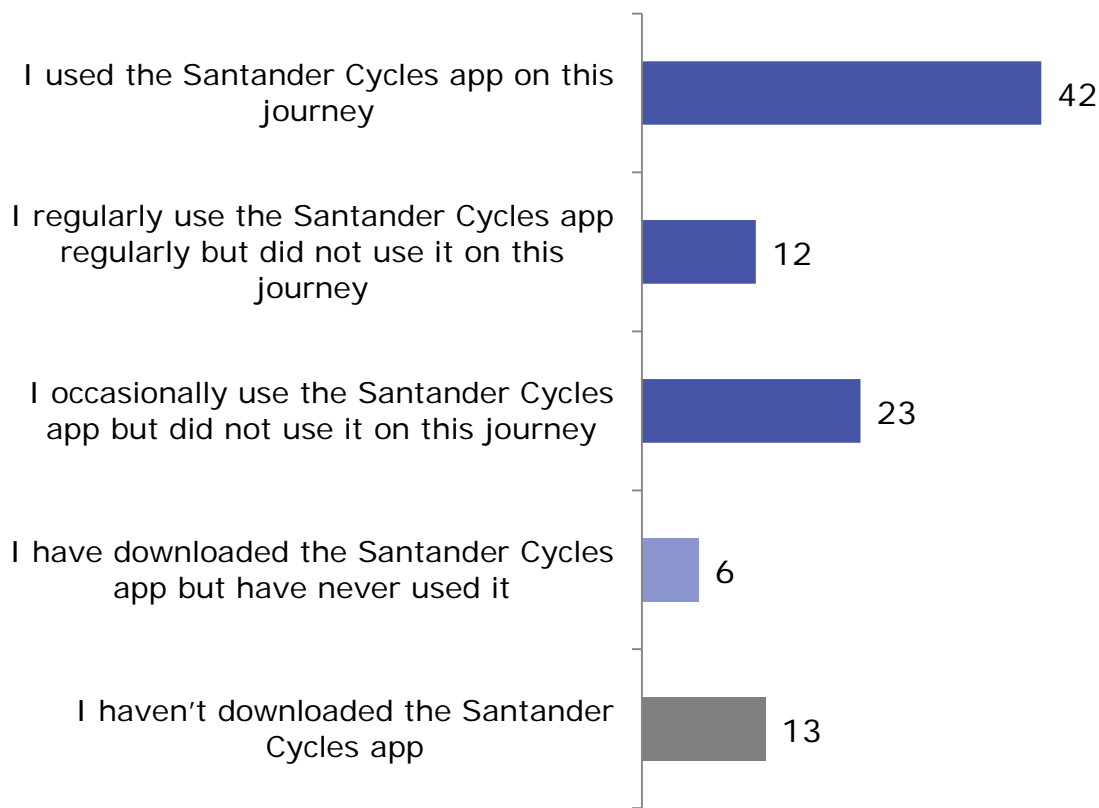
QE2a. What was it about the brakes that made you dissatisfied?
Base (All who are not satisfied with brakes on the bicycles at QE2): W12: 358

7

Customer experience: Santander Cycles mobile app



Over one in four members used the app on this journey, with more than seven in ten having ever used the app.



77% of Members have used the Santander Cycles App



“

The ease of generating a release code from the app. I used to use the bikes in the past but got so frustrated with the monitors at the docking stations being slow and often not working, that it was too much of a pain to hire. Now it is brilliantly easy.

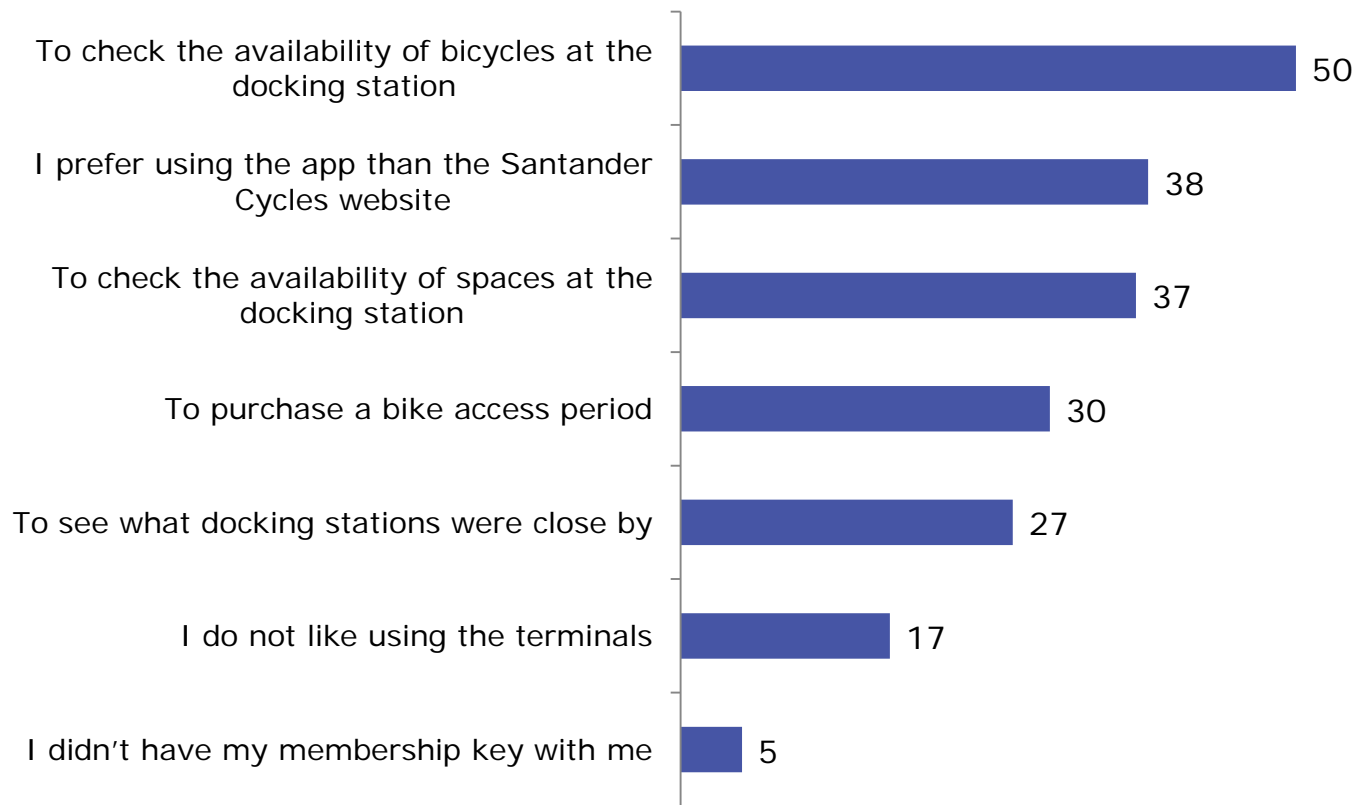
”

Verbatim captured in QH6a “What triggered you to start using Santander Cycles?”

QH13. How often do you use the Santander Cycles mobile app?

Base: 2266

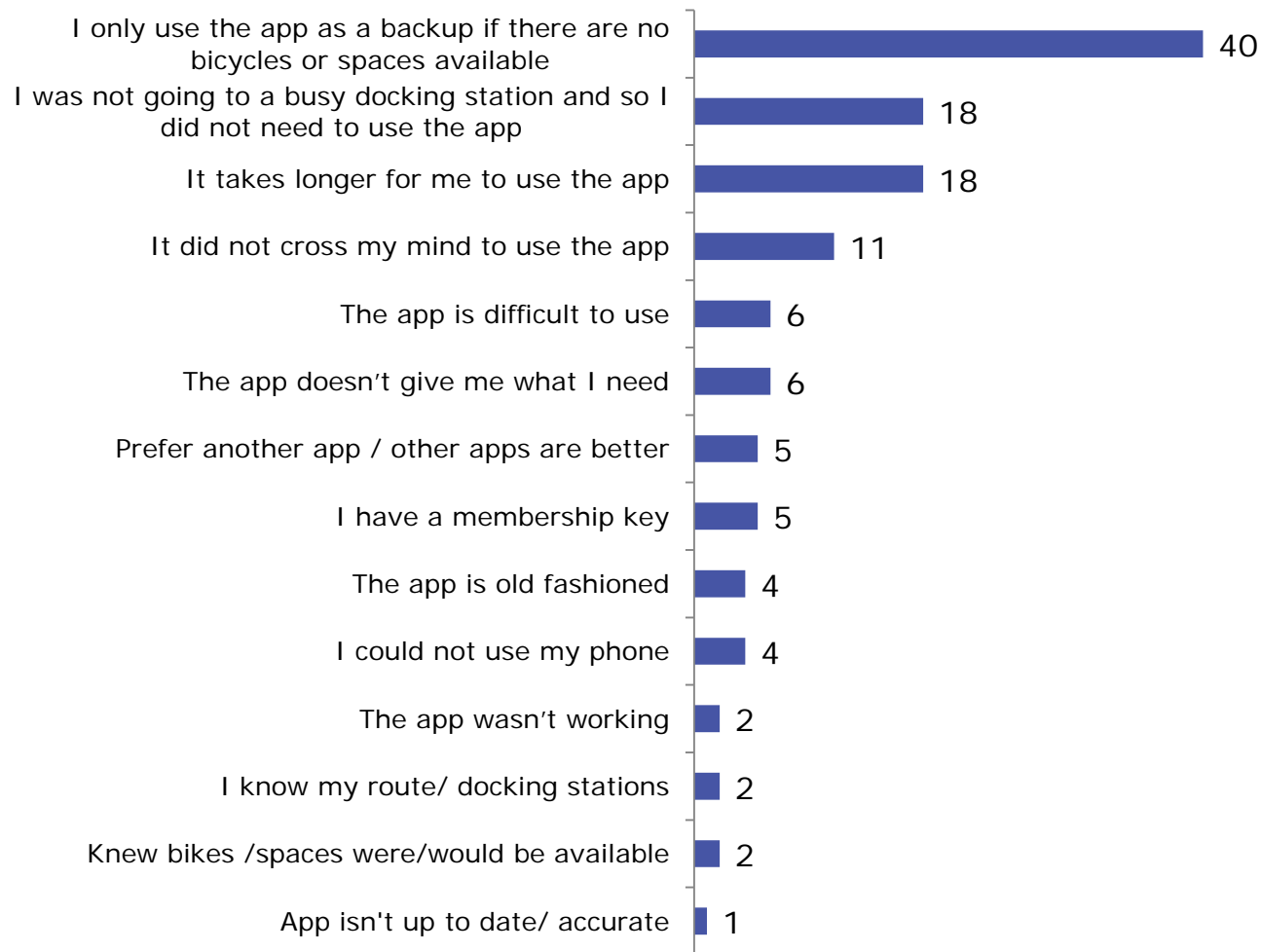
Of those who used the Santander Cycles app on the latest journey, half used it to check bike availability and nearly four in ten prefer using the app than the website.



QH14. Why did you use the Santander Cycles app for this journey?

Base: Those who used Santander Cycles app on this journey: 952

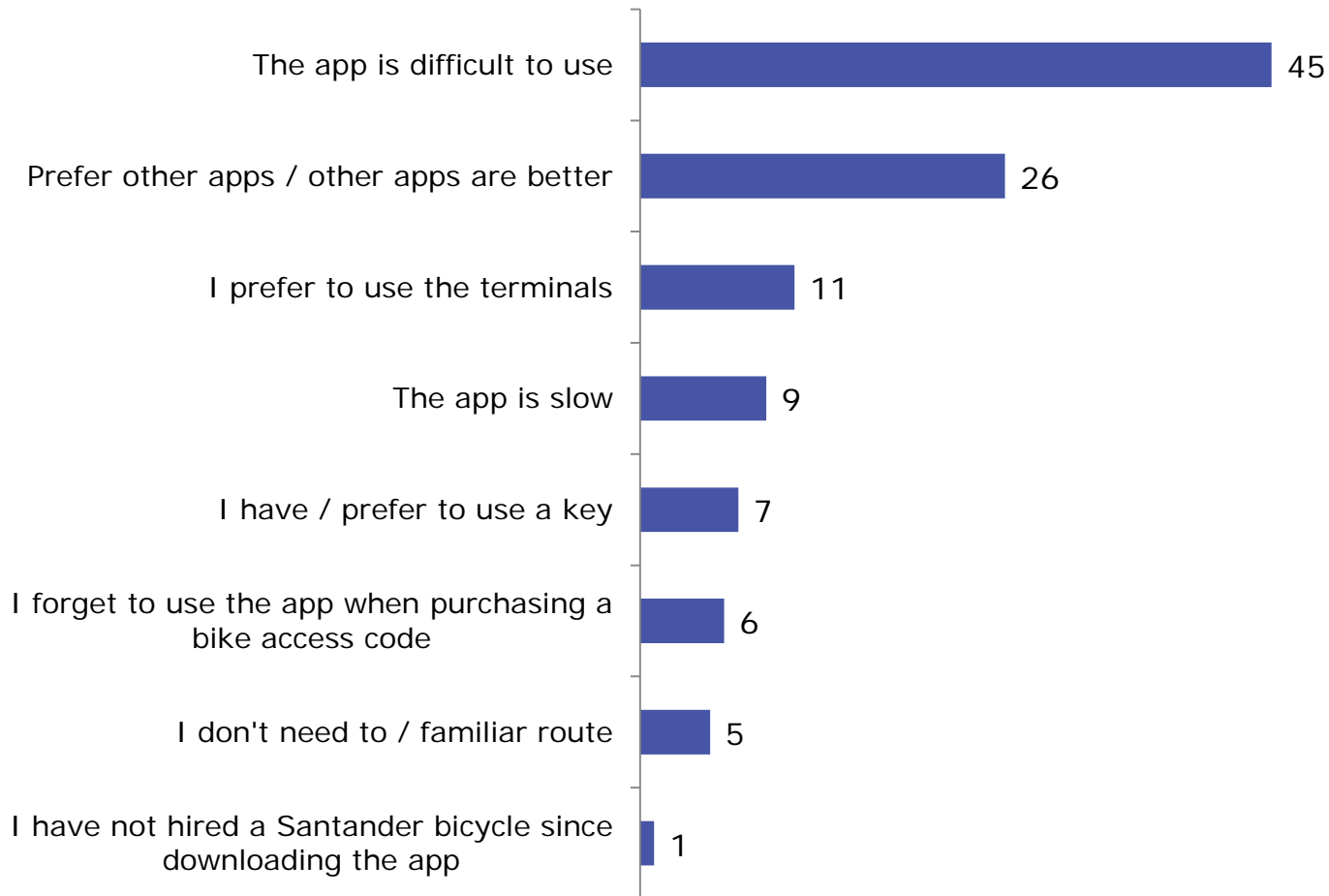
Of those who have the Santander Cycles app but did not use it on their latest journey, four in ten use it as a backup if spaces or bicycles are unavailable.



QH15. And why did you not use the Santander Cycles app for this journey?

Base: Those who use Santander Cycles app but did not use it on this journey: 784

Of those who have downloaded the Santander Cycles app and have not used it yet, the main reasons for not using it are that it is difficult to use or that they prefer other apps



QH16. And why have you not used the Santander Cycles app?

Base: Those who have not used but have downloaded the Santander Cycles app: 126

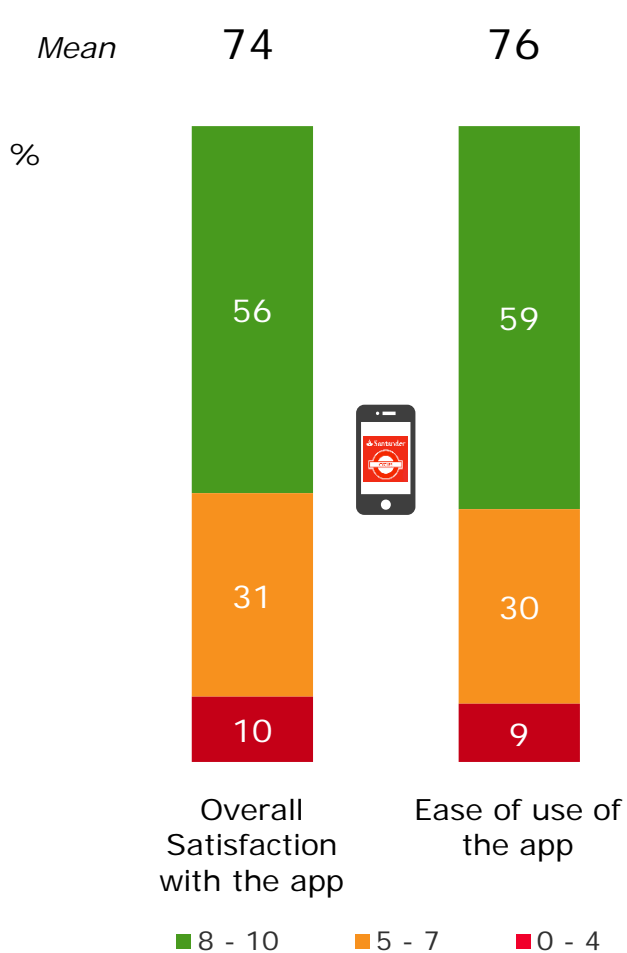
The main reasons members have not downloaded the Santander Cycles app is that they feel they have no use for it or it is incompatible with their phone.



QH17. And why have you not downloaded the Santander Cycles app?

Base: Those who have not downloaded the Santander Cycles app: 295

Over half of those who have used the app are very satisfied and say it is easy to use. Suggested improvements are making sure live information is accurate and faster loading speeds.



What improvements would you make to the Santander Cycles app?



QH18. How satisfied are you with the Santander Mobile app, on a scale from 0 to 10 where 10 is extremely satisfied and 0 is extremely dissatisfied with?

Base: Those who have used the Santander Cycles app: 1736

QH19 What improvements to the Santander Cycles app would encourage you to use it more?

Base: Those who were dissatisfied with the ease of use of the app or were dissatisfied with app overall: 777

Having the app **Santander Cycle app** available (having used it before) had a positive impact on satisfaction with the latest trip, on value for money and registering as a new member.



Have used the App before	Never used the App	Diff. Used-Not used	
76	76	0	Overall satisfaction
80	79	1	Satisfaction with latest trip
84	84	0	Likelihood to recommend
77	78	-1	Maps at terminals
70	68	2	Information panels/ print outs/ screens/ease of using the Terminals
74	74	0	Actual bicycles
79	79	0	Working condition/maintenance of the docking stations
64	64	0	Availability of bicycles at docking stations
60	60	0	Availability of spaces at docking stations
87	90	-3	Ease of using the membership key to access a bicycle
81	84	-3	Service received from the contact centre
76	73	3	Website - ease of logging in and checking account info
76	72	4	Website - ease of understanding information
72	68	4	Website - ease of finding information
76	77	-1	Information on how Santander Cycles works
77	72	5	The process of registering as a member
77	74	3	Value for money

How satisfied are you with...?

Base W12: members who used the app before 1736; members who have never used the app 421

Those actually using the **Santander Cycle app** were less satisfied with the journey where they used it than those who didn't. This is possibly due to some members only using the app if they are having (or expecting) difficulty finding a bike or space i.e. their journey experience is already more negative.



Used App on THIS journey	Did not use App on THIS journey	Diff. Used-Not used	
75	76	-1	Overall satisfaction
78	82	-4	Satisfaction with latest trip
83	84	-1	Likelihood to recommend
78	77	1	Maps at terminals
71	69	2	Information panels/ print outs/ screens/ease of using the Terminals
74	74	0	Actual bicycles
79	79	0	Working condition/maintenance of the docking stations
65	64	1	Availability of bicycles at docking stations
60	59	1	Availability of spaces at docking stations
83	90	-7	Ease of using the membership key to access a bicycle
80	82	-2	Service received from the contact centre
76	75	1	Website - ease of logging in and checking account info
76	74	2	Website - ease of understanding information
72	70	2	Website - ease of finding information
76	76	0	Information on how Santander Cycles works
77	76	1	The process of registering as a member
76	77	-1	Value for money

How satisfied are you with...?

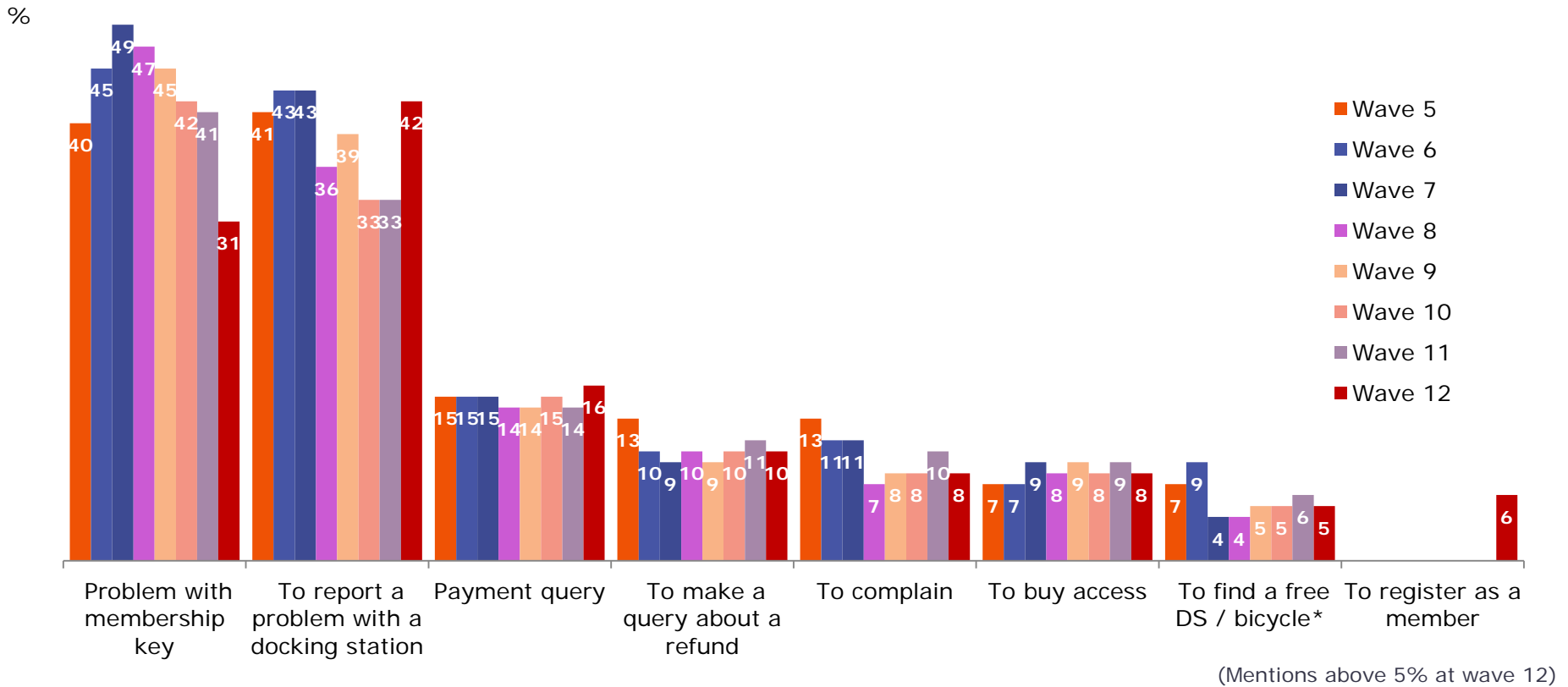
Base W12: members who used the app on THIS journey 952; members who did not used the app on THIS journey 1205.

8

Communication with Santander Cycles



Reporting a problem with a docking station has become the main reason for members contacting the centre, with a sharp decline in reporting a problem with the membership key.

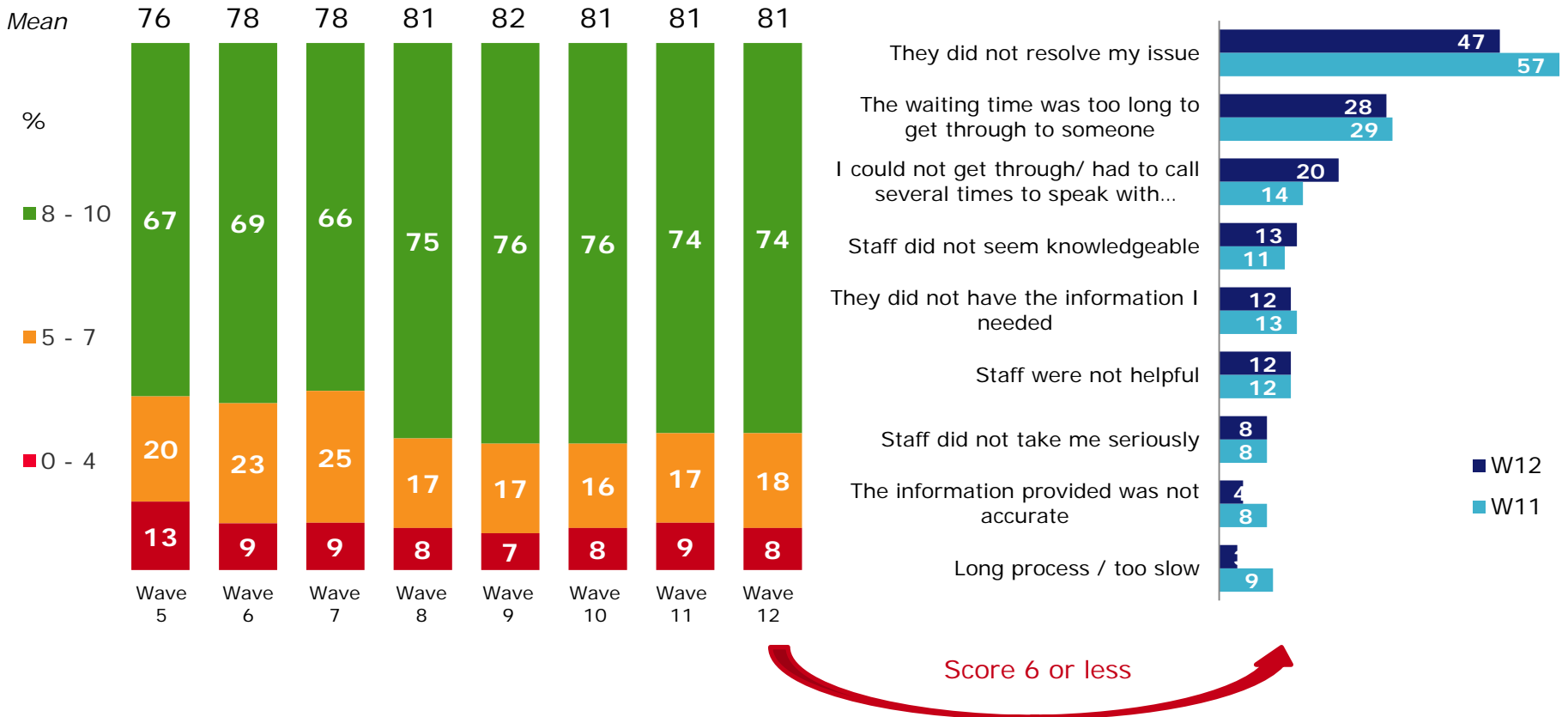


QG1. In the last 2 months, have you contacted the Santander Cycles contact centre? Base (All members): 2266;

QG2. Thinking about the last time you contacted the centre, what was the reason or reasons? Base (all who have contacted the contact centre) W12: 735

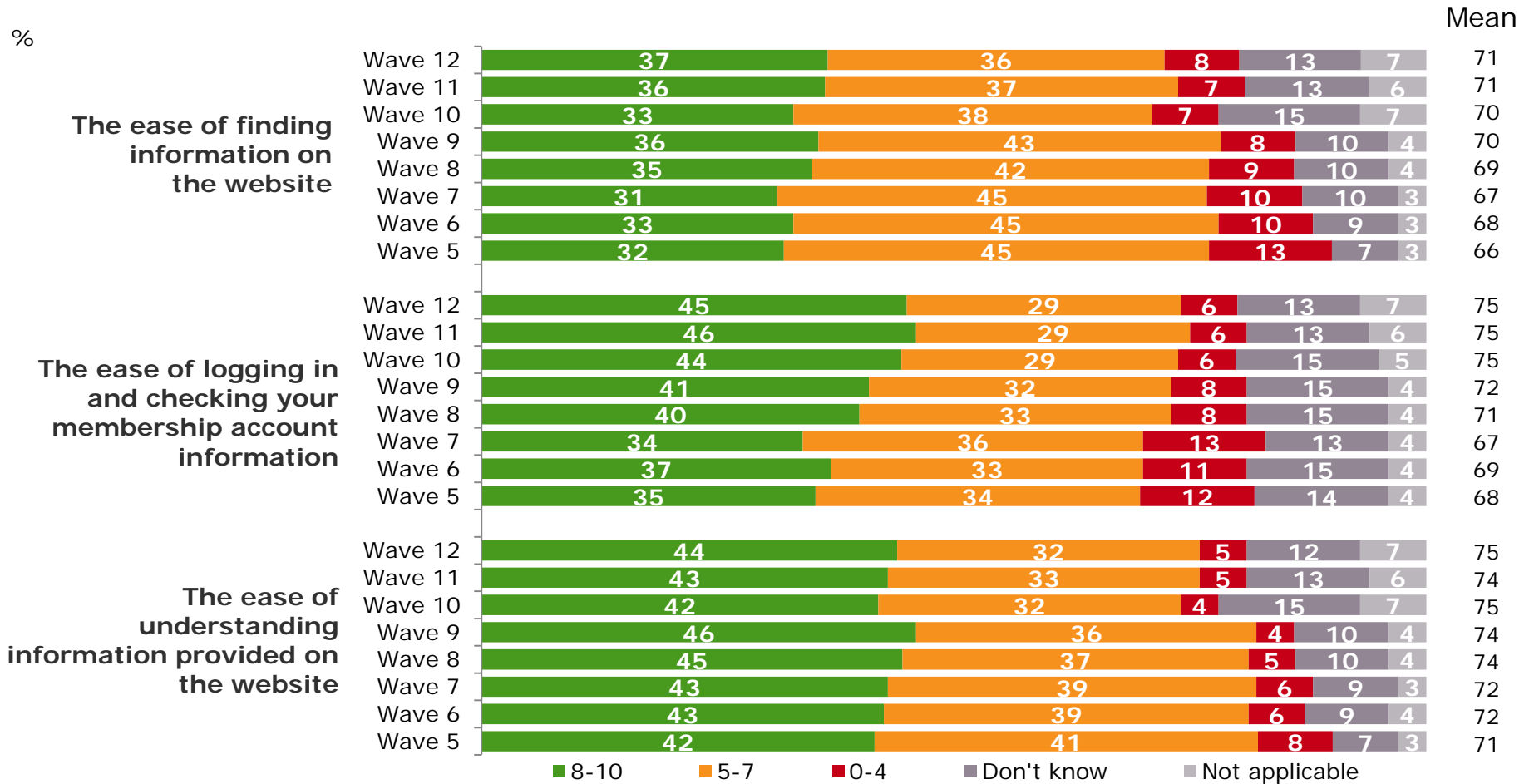
Satisfaction with the **contact centre** remains stable. Of those who are dissatisfied, failing to **resolve an issue** and **long waiting times** are the main complaints, both increasing upon the previous wave.

Satisfaction with the contact centre



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 SC contact centre) W12: 735
 QG4. Why do you say you are not satisfied with the contact centre Base (All not satisfied with contact centre, scored 6 or less at QG3): W12: 116

The satisfaction with the website, in all aspects, remains stable.



QB4.Thinking specifically about the Santander Cycles website, how satisfied are you with the following

Base (All members): W12: 2266

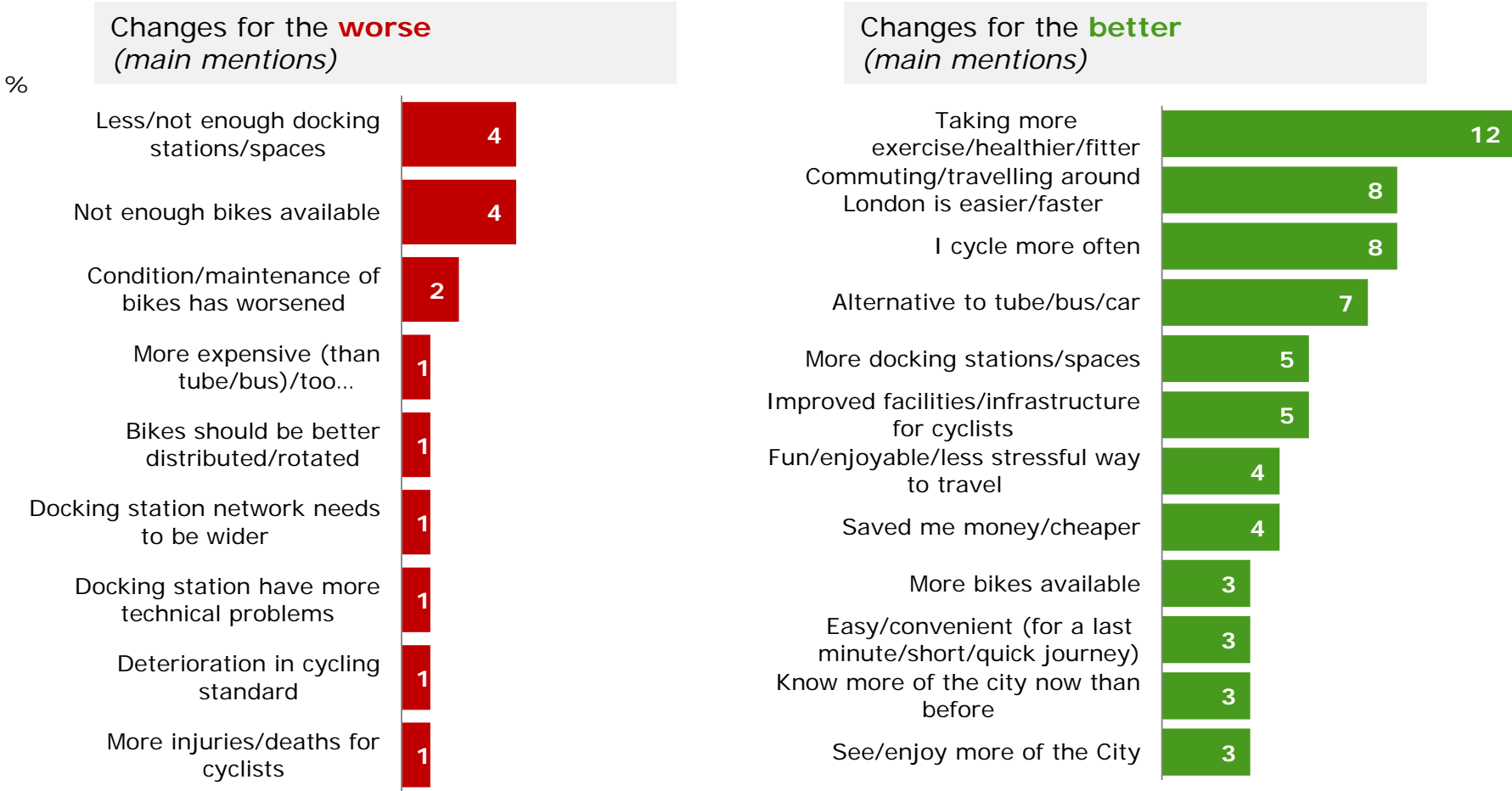


9

Attitudes and behaviour



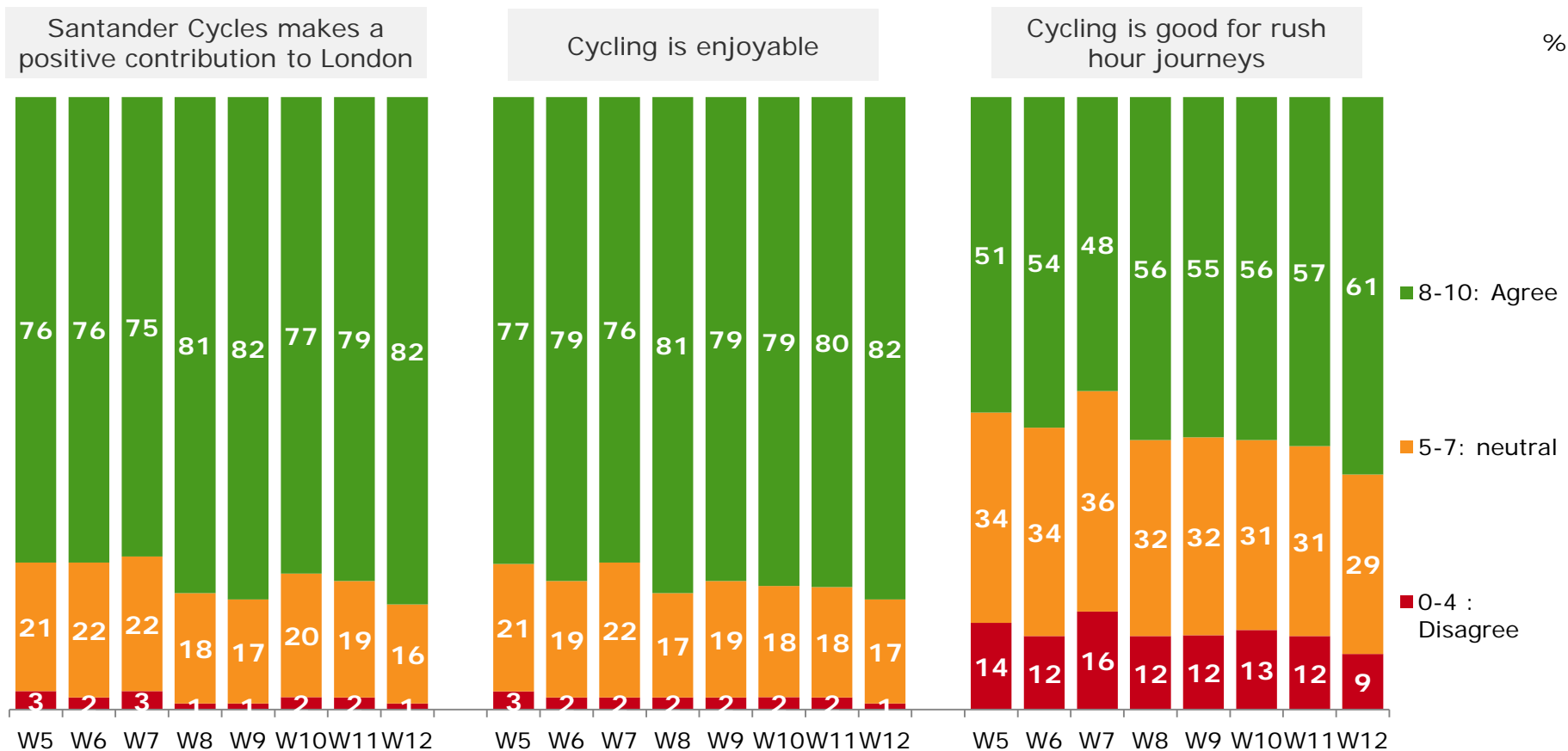
'Less/ not enough docking stations' is the main **change for the worse**.
 'Health benefits', ' ease and speed of travel' and 'frequency of cycling' are the **changes for the better**.



QH12. What would you say has changed for better or worse since you've become a Santander Cycles member? Base (All members): 2266



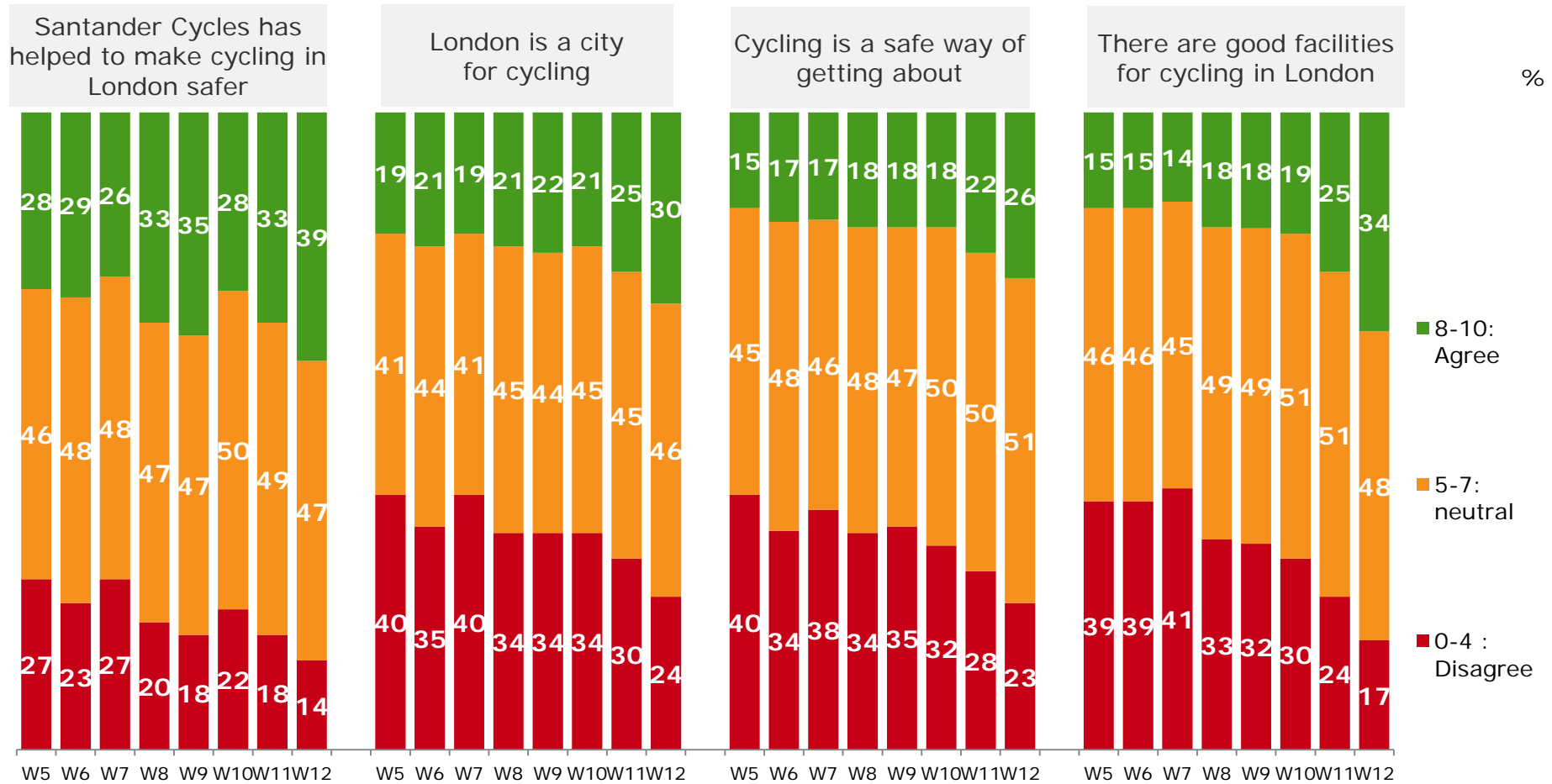
Over 80% now agree that *Santander Cycles* making a positive contribution to London and cycling is enjoyable. Cycling being good for rush hour journeys has improved (61% now agreeing, up from 57%).



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

Base (All members): W12: 2266

London has good cycling facilities has seen a major improvement (from 25% to 34% agreeing). Attitudes to safety have also improved by 4-6 points. For the first time, more agree (30%) than disagree (25%) that London is a city for cycling.

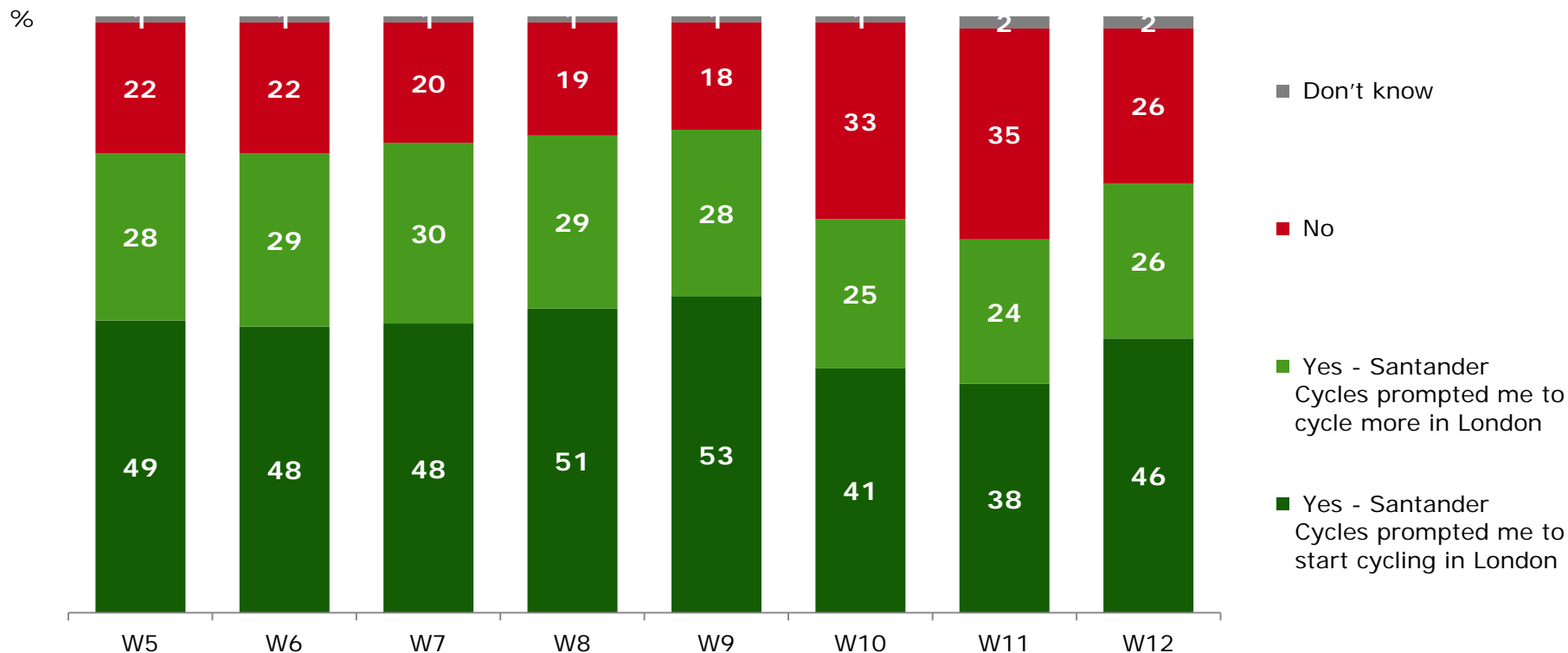


QH6.To what extent do you agree or disagree with the following statements about cycling in general ...?

Base (All members): W12: 2266



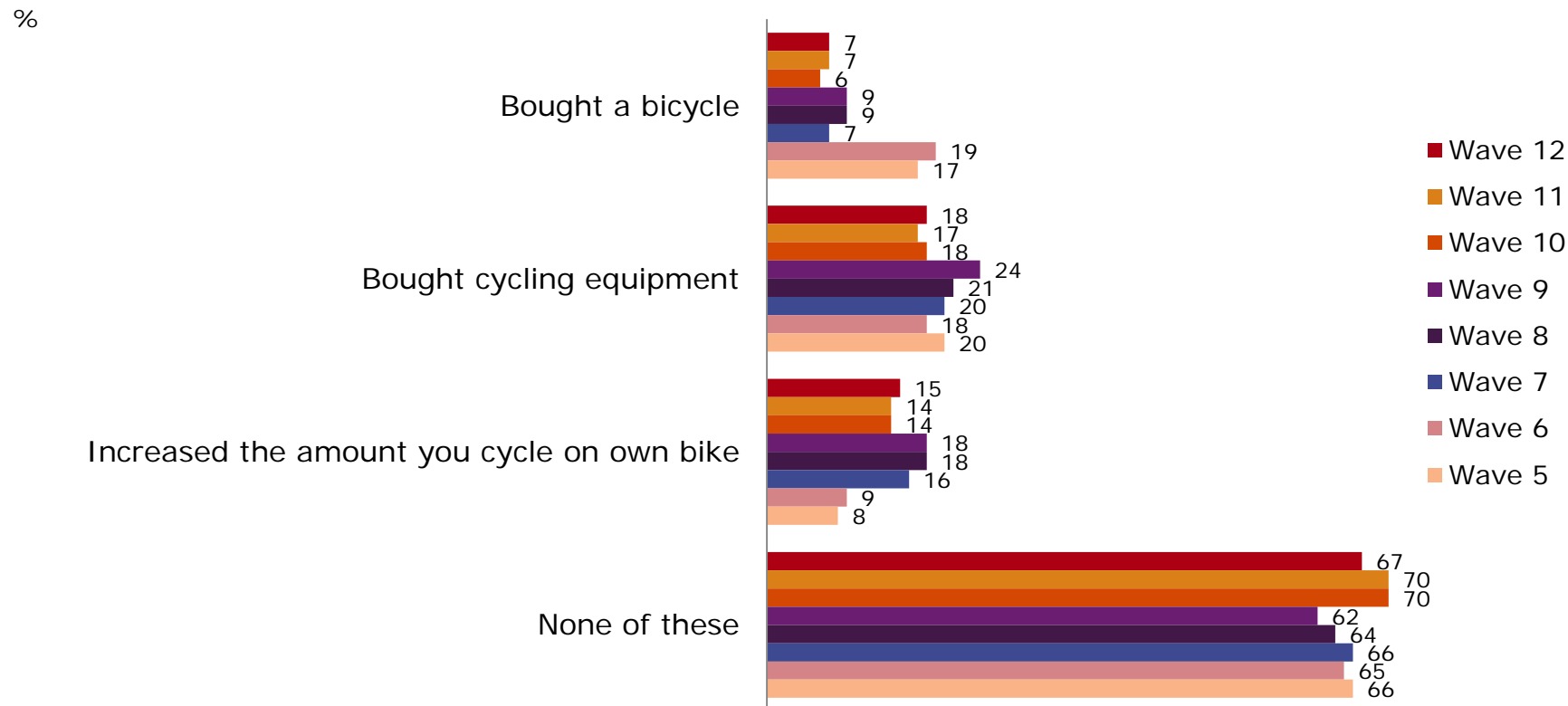
Compared to wave 11, more members agree that Santander Cycles prompted them to start cycling, or to cycle more.



QJ20. Did Santander Cycles prompt you to start cycling / start cycling more in London?

Base (All members): W12: 2266

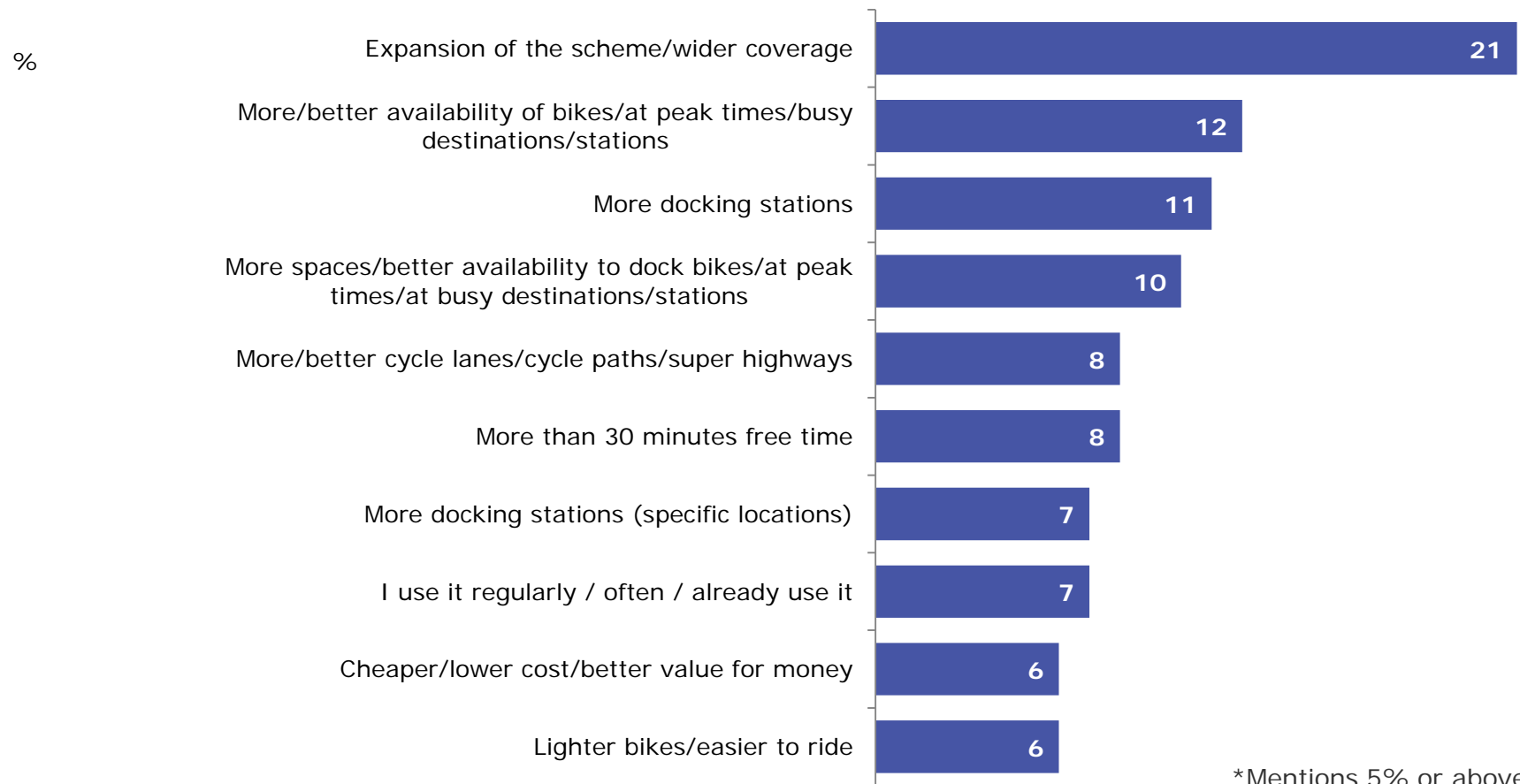
Around a third say Santander Cycles has prompted them to either buy a bike, buy cycling equipment and/or cycle more on their own bike .



QJ23.Have you done any of the following as a result of the introduction of the Santander Cycles?

Base (All members): W12: 2266

The main reasons **encouraging members to use the scheme more** are wider coverage and there was more bike and space availability at peak times.



QH6b.What would encourage you to use Santander Cycles more?
Base (All members): W12: 2266

10

Appendix – method & background



Methodology and approach in Wave 12

2266 interviews completed online

6 July – 29 July 2016

25,107 invites sent - response rate of 9% c

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 SC users

Data is unweighted



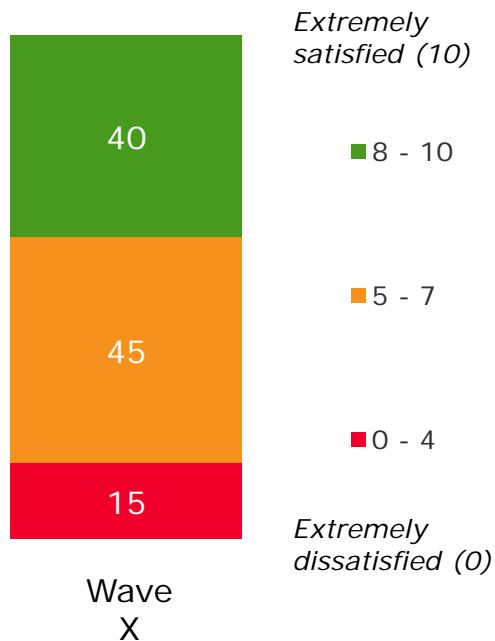
How we report satisfaction

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

Mean:

%

xx



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

11

Appendix – Other scores and demographics



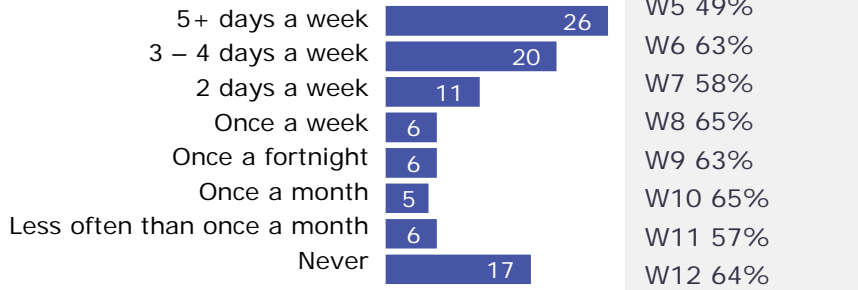
Key satisfaction measures by membership type

<i>Mean satisfaction scores</i>	Annual	24 hour
Recommendation	83	84
Satisfaction with information provision	76	77
Satisfaction with working condition and general maintenance of docking stations	78	80
Satisfaction with ease of using a membership key to access a bicycle	89	87
Satisfaction with the terminals	70	70
Satisfaction with value for money of Santander Cycles	79	74
Satisfaction with availability of bicycles	61	68
Satisfaction with availability of spaces	57	62

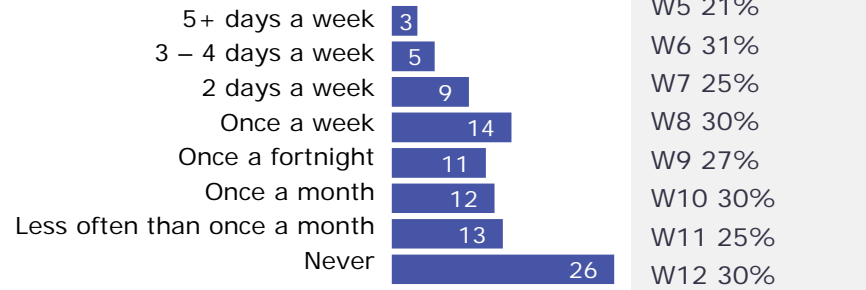
QA2 / QB2 / QD2a / QD3 / QD6 / QF1 / QD1a / QD1b
 Base (all members): Membership type: Annual 1127; 24 hour 1139

Usage of Santander Cycles by trip purpose

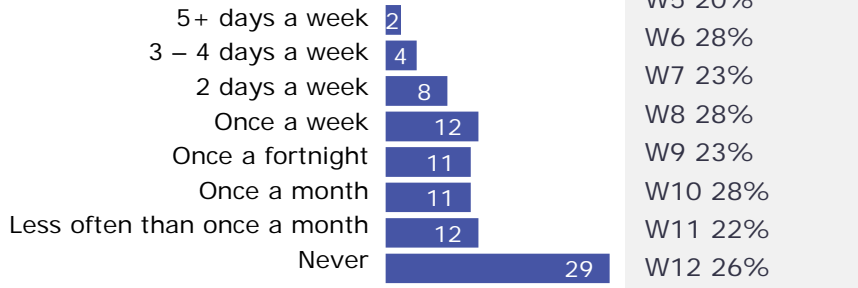
Commuting to or from work



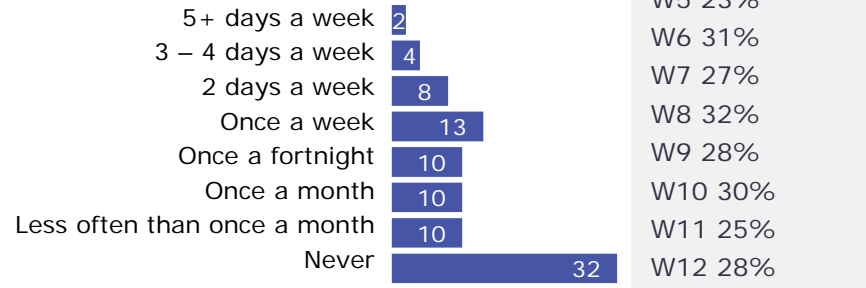
Leisure



Socialising



Personal business

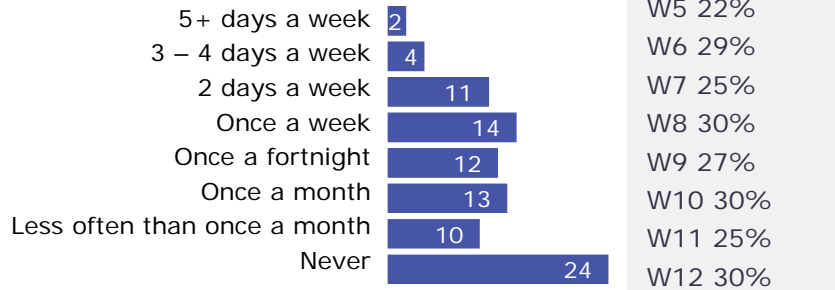


QJ2a.How frequently do you make each of the following type of trips using Santander Cycles?

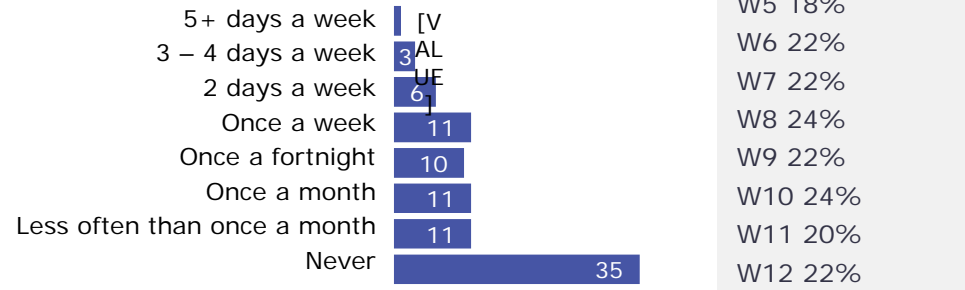
Base (all members): 2266

Usage of Santander Cycles by trip purpose

Visiting/ meeting friends/ relatives



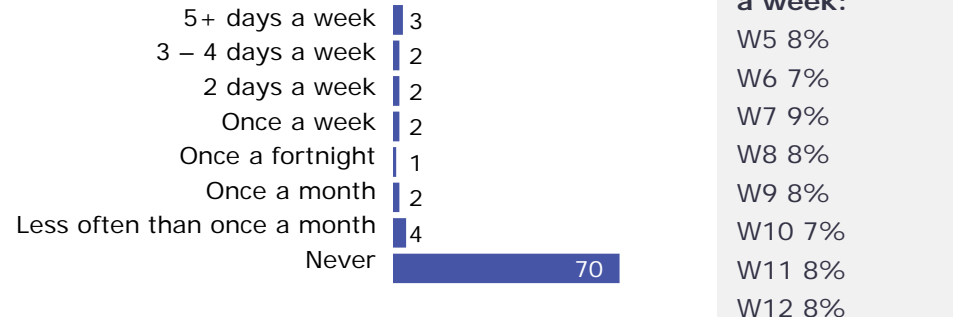
Shopping



Employer's business



Travelling to/ from a place of education

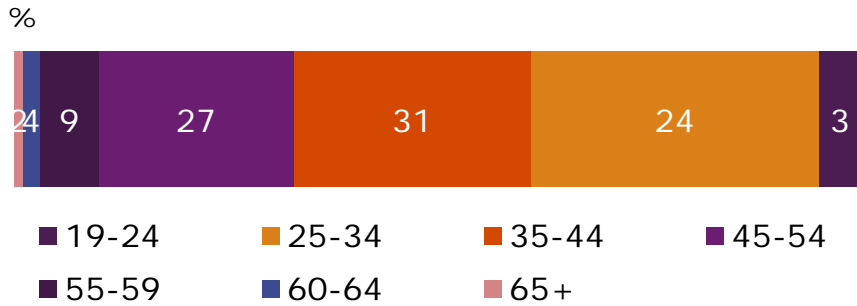


QJ2a.How frequently do you make each of the following type of trips using Santander Cycles?

Base (all members): 2266

Demographics

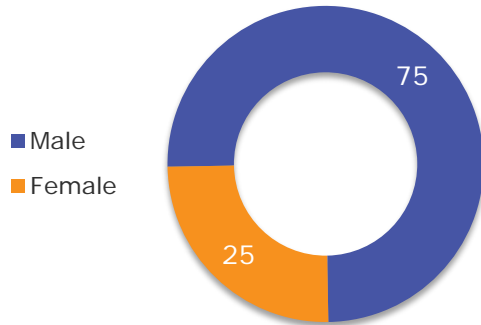
Age



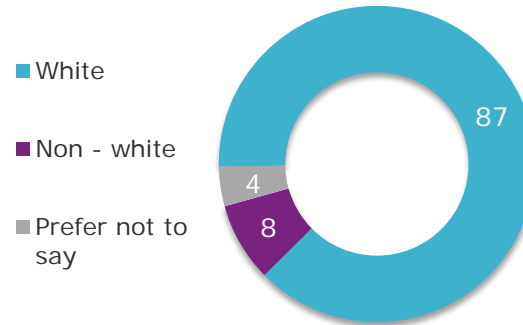
Residence



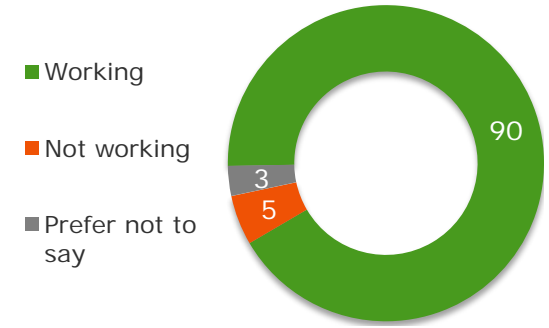
Gender



Ethnicity

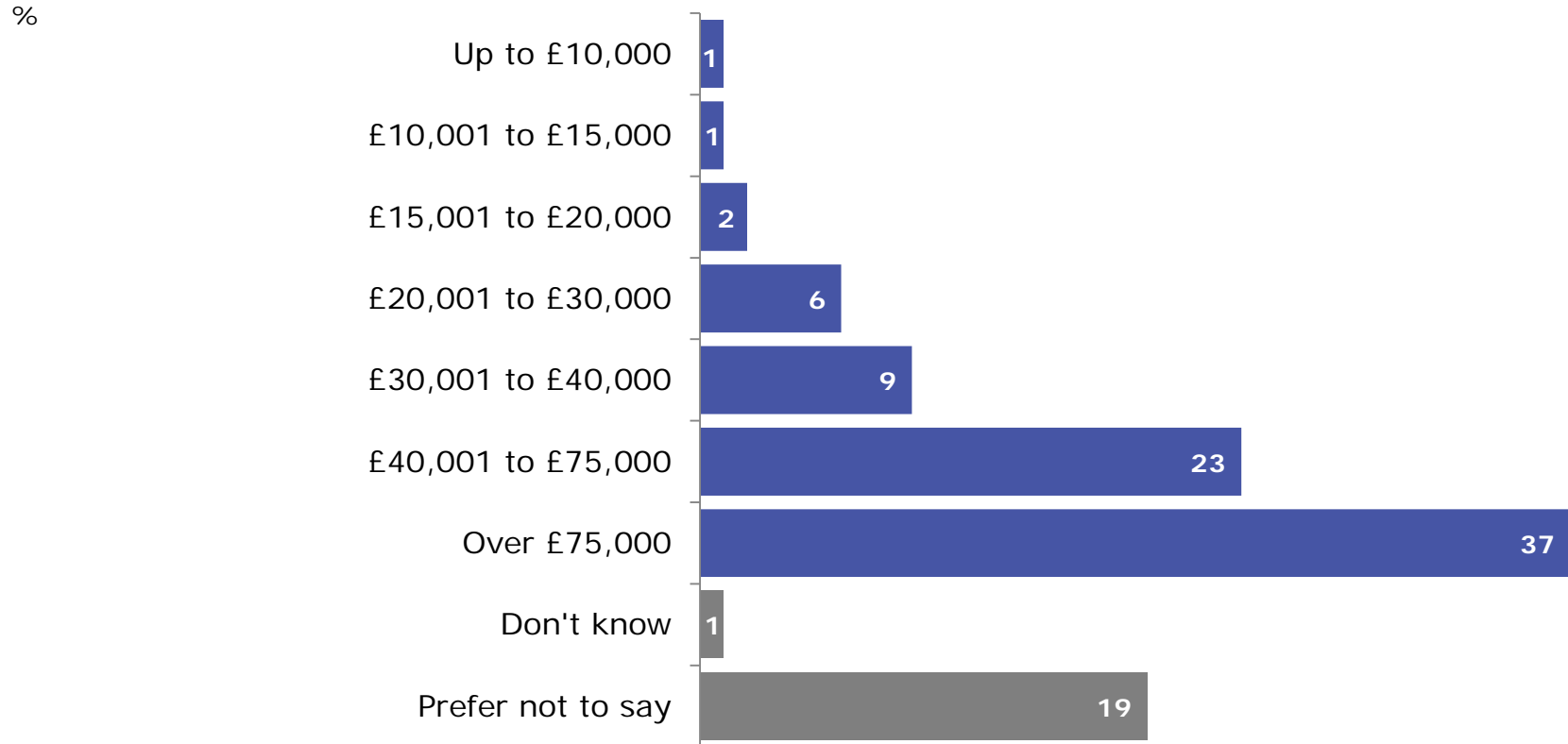


Working status



QK1 / QK2 / QK3 / QK4 / S2
Base (all members): 2266

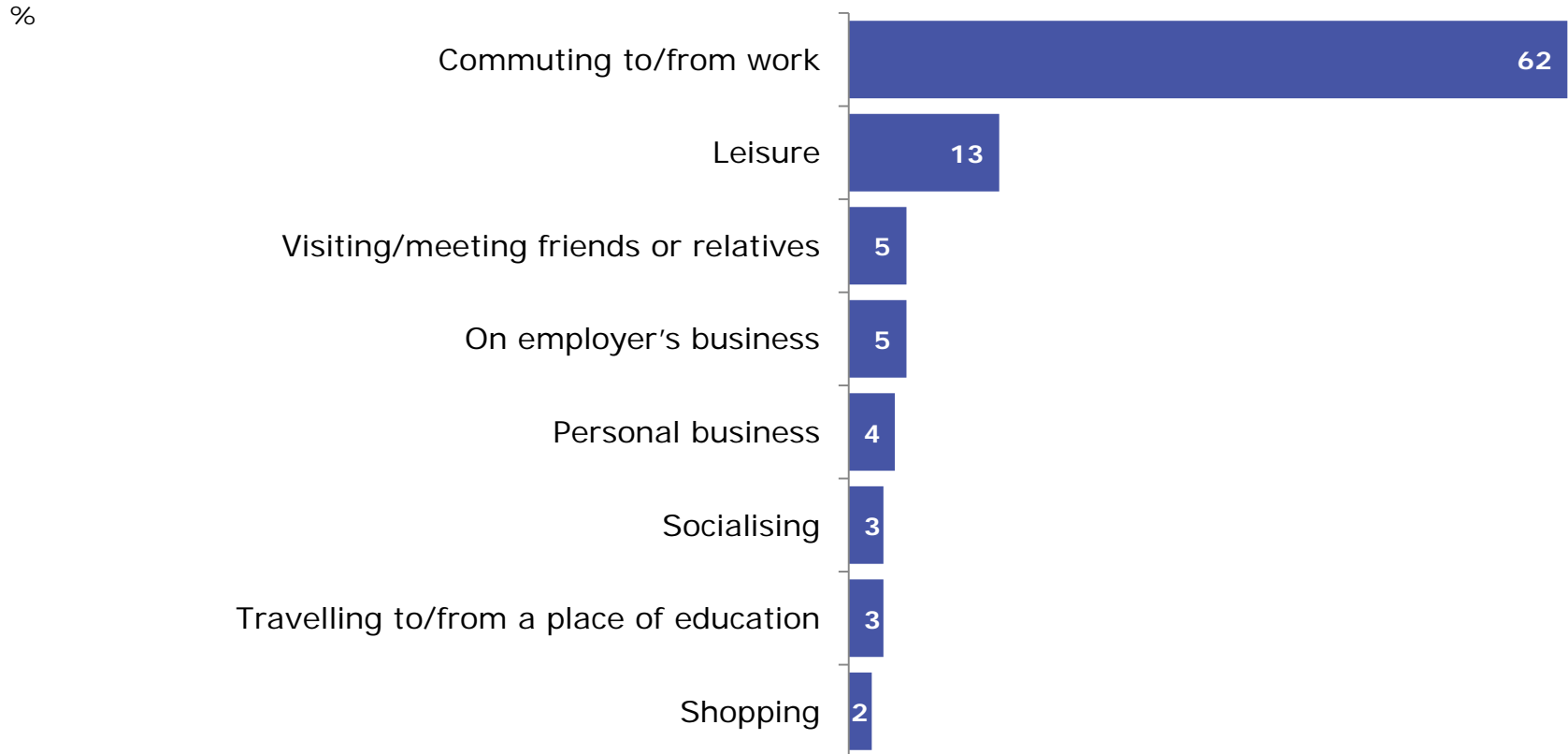
Household income



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

Base (all members): 2266

Main purpose for using Santander Cycles



QJ2ab.And which type of trip do you make most frequently using SC?
Base: 2266