

# Santander Cycles Customer Satisfaction and Usage Survey: Members Only: Wave 13 (Quarter 2 2017/18)



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?

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Which areas of the service are relatively strong?

Which could be improved?

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

Are communication channels meeting the needs of members?

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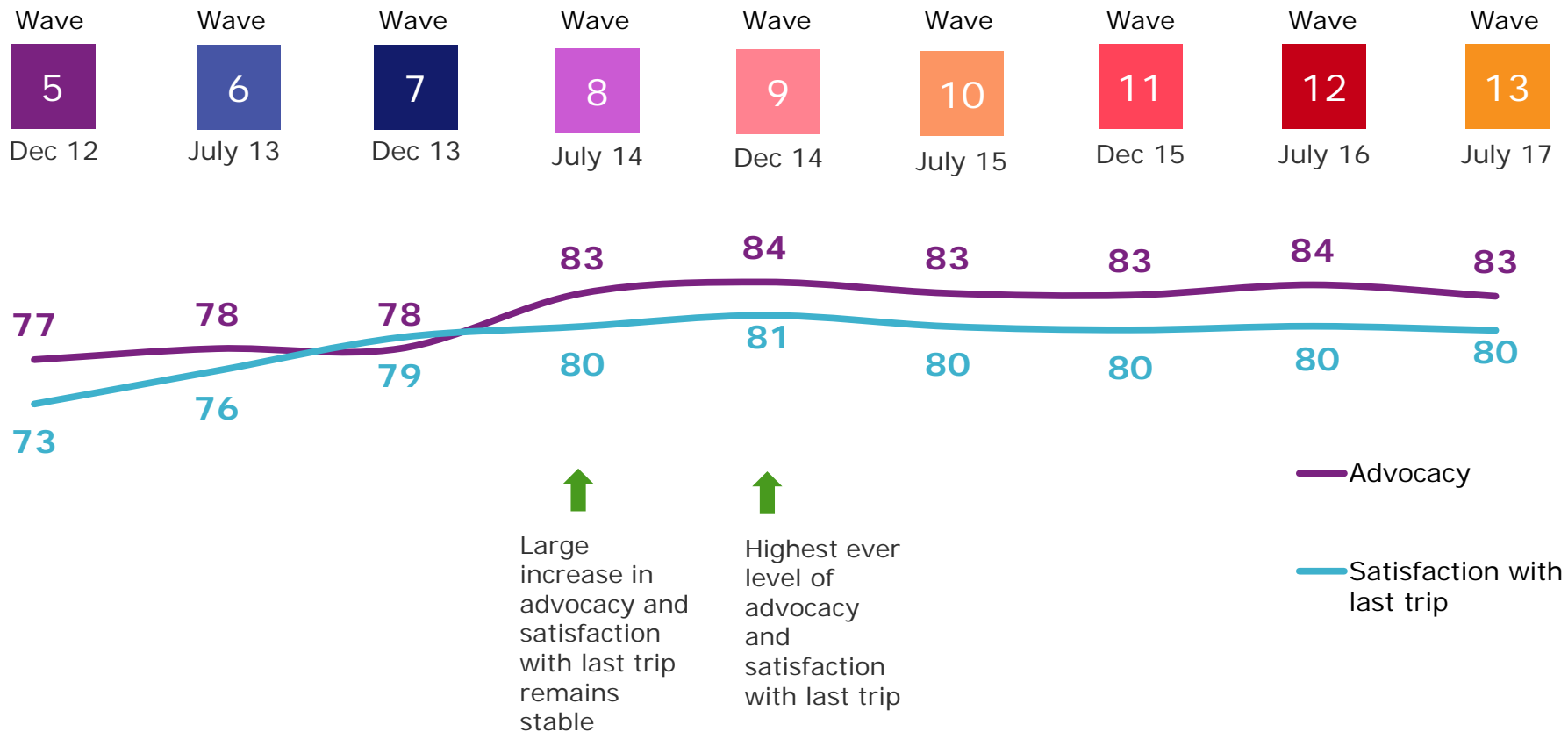


# 1

## Key findings



Satisfaction remains strong and stable at 80. Advocacy (83) has decreased slightly from a 2016 peak.



## Q2 2017-18 (wave 13) headlines

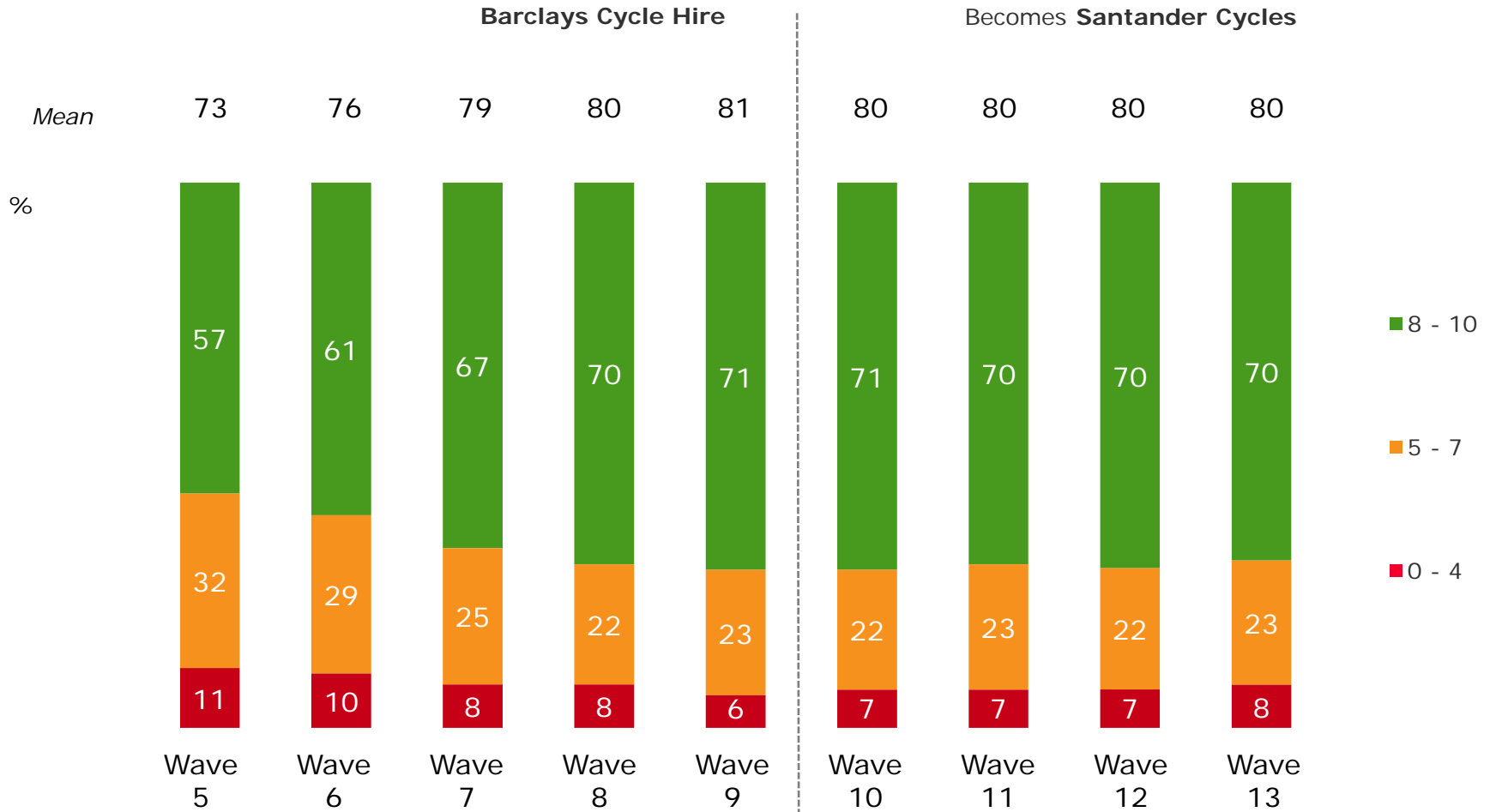
- Satisfaction with the most recent trip remains steady at 80, just below the peak score of 81 (in wave 9). Likelihood to recommend scores 83, just below the peak achieved last wave. Value for money continues to improve, reaching 77, the highest level since the pricing changes in January 2013. Over three-quarters (76%) intend to renew their membership.
- 86% successfully found a bike at their first docking station on their most recent trip. General satisfaction with the availability of bikes at docking stations has decreased slightly to 61. 85% successfully found a space at their first docking station (in line with last wave), but general satisfaction with availability of spaces remains stable at 59 this wave.
- The Santander Cycles mobile app has been used by 83% of members, up from 77% last wave, with over four in ten using it on their most recent trip. However, satisfaction with the app has declined to 67, from 74 last wave.
- Attitudes to cycling in London have remained similar to last wave. Around four in ten think that Santander Cycles has helped to make cycling in London safer

# 2

Key measure: satisfaction with the last trip



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

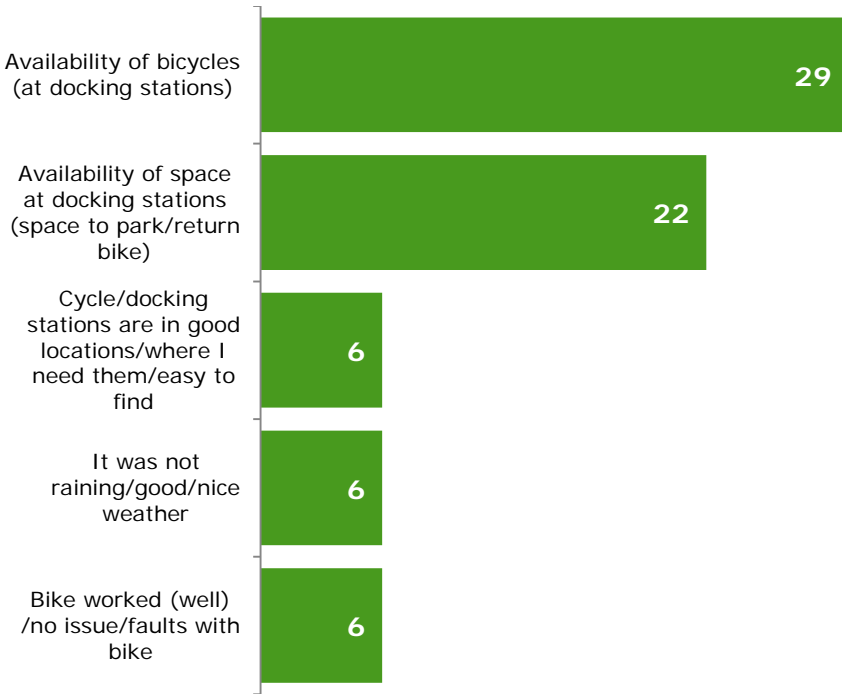


QJ7b.How satisfied are you with the overall experience of using Santander Cycles for this particular trip? Base (All members ): W13: 2641

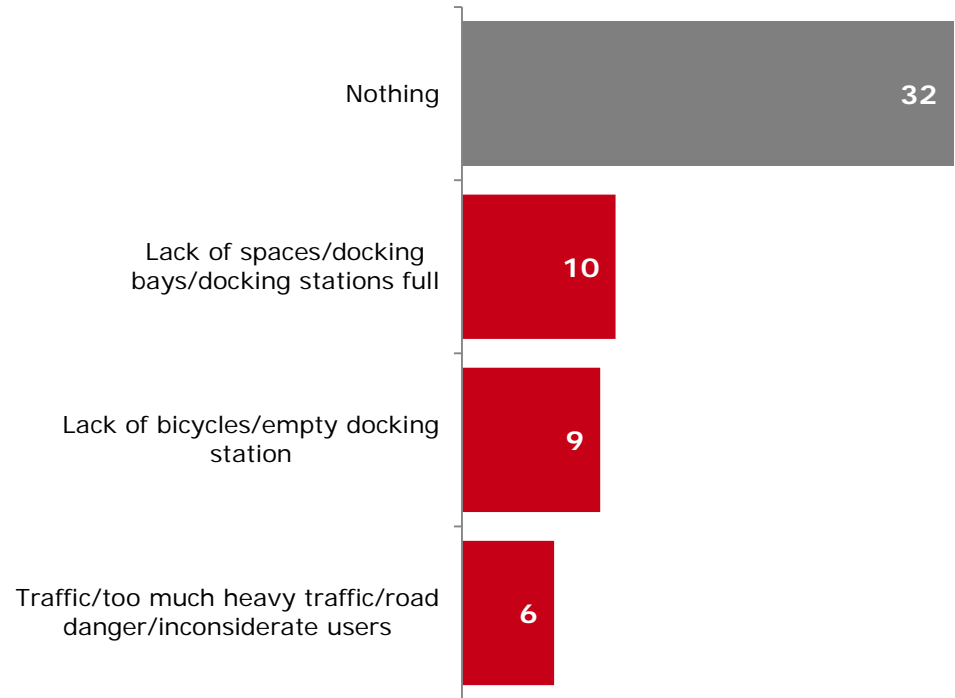


The availability of bikes and spaces remain the main positive aspects; almost a third do not say anything negative about their experience.

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



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

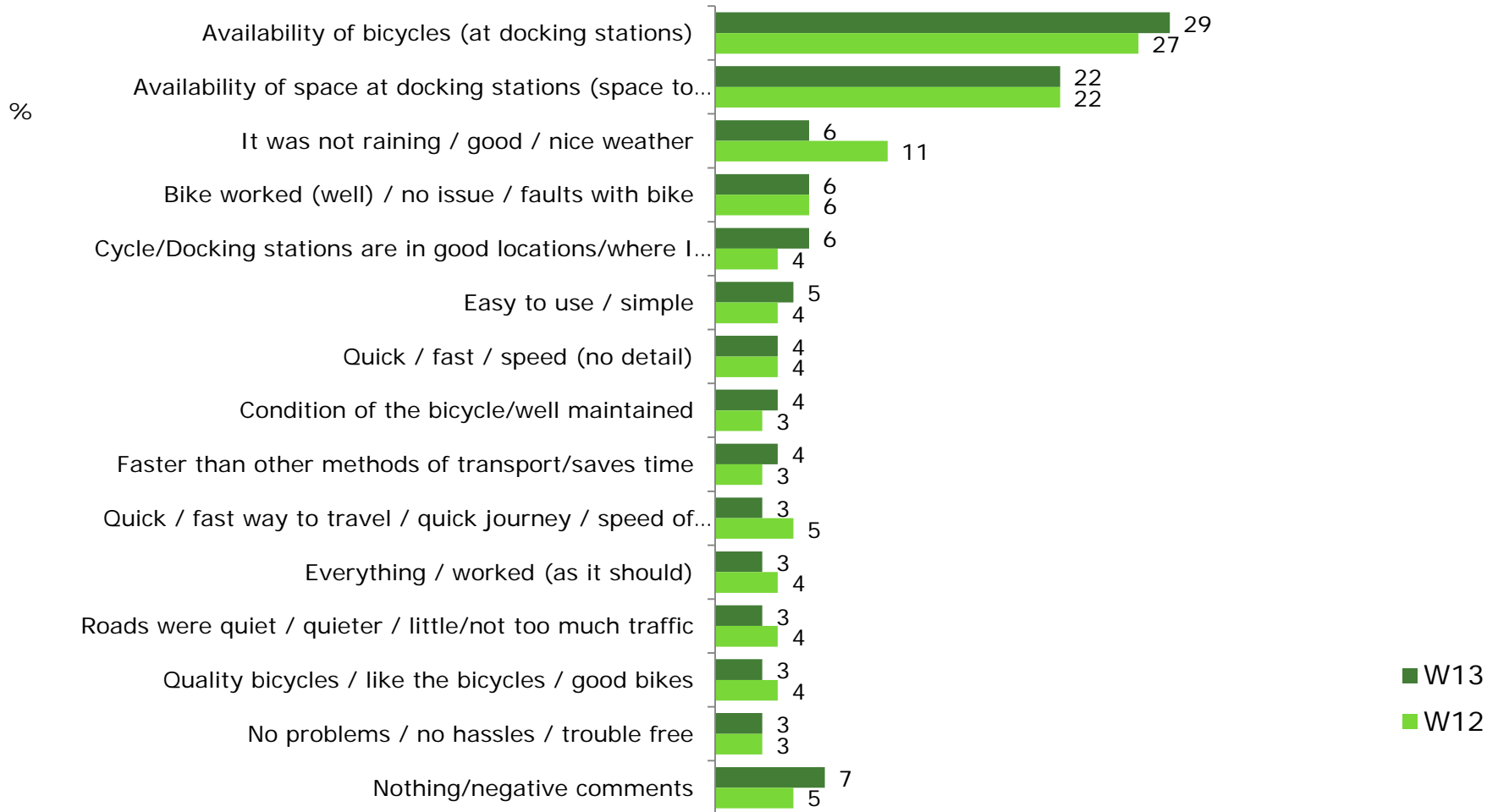


QH4.Thinking about this last time using Santander Cycles, what was particularly good about your experience? Base (All members): 2641

QH5.Thinking about this last time using Santander Cycles, what was particularly bad about your experience? Base (All members): 2641



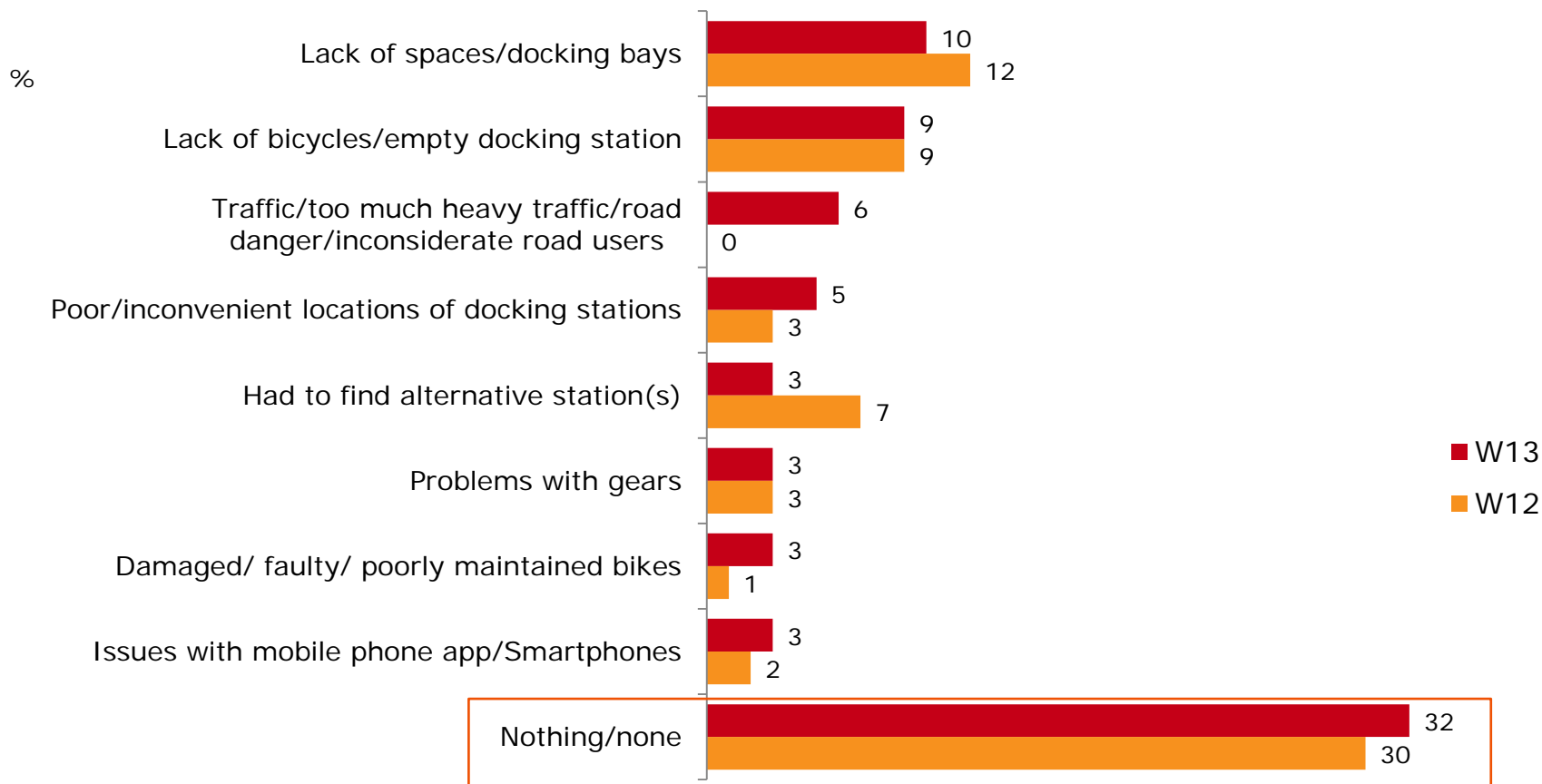
A similar pattern of positive aspects are mentioned compared to last wave.



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

Base: All Members W12: 2266; W13: 2641

Fewer reasons for bad experiences were mentioned this wave. There has been a positive shift in perceptions of spaces at docking stations.

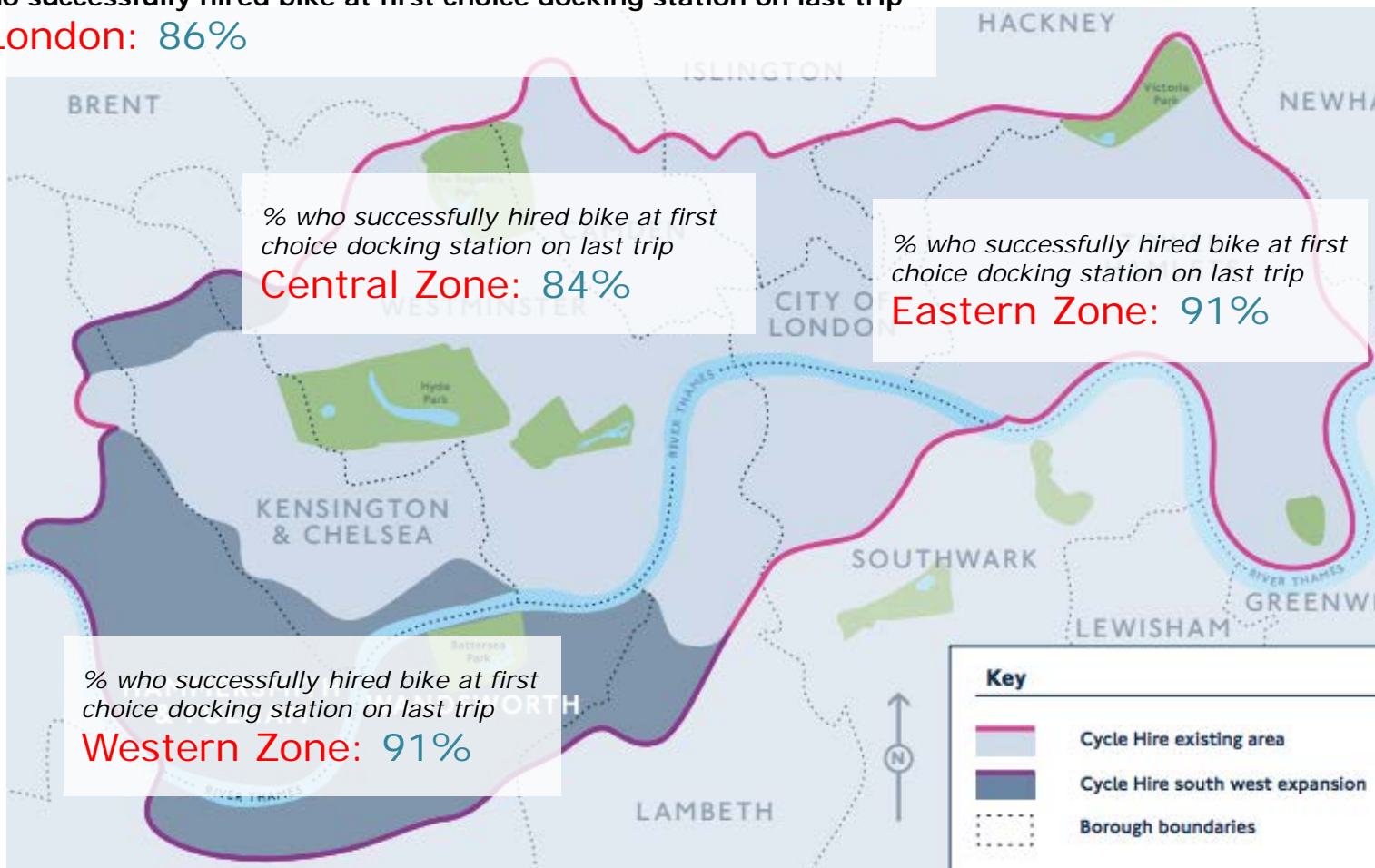


QH5. And what was particularly **bad** about your experience?  
 Base: All Members W12: 2266; W13: 2641

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: 86%



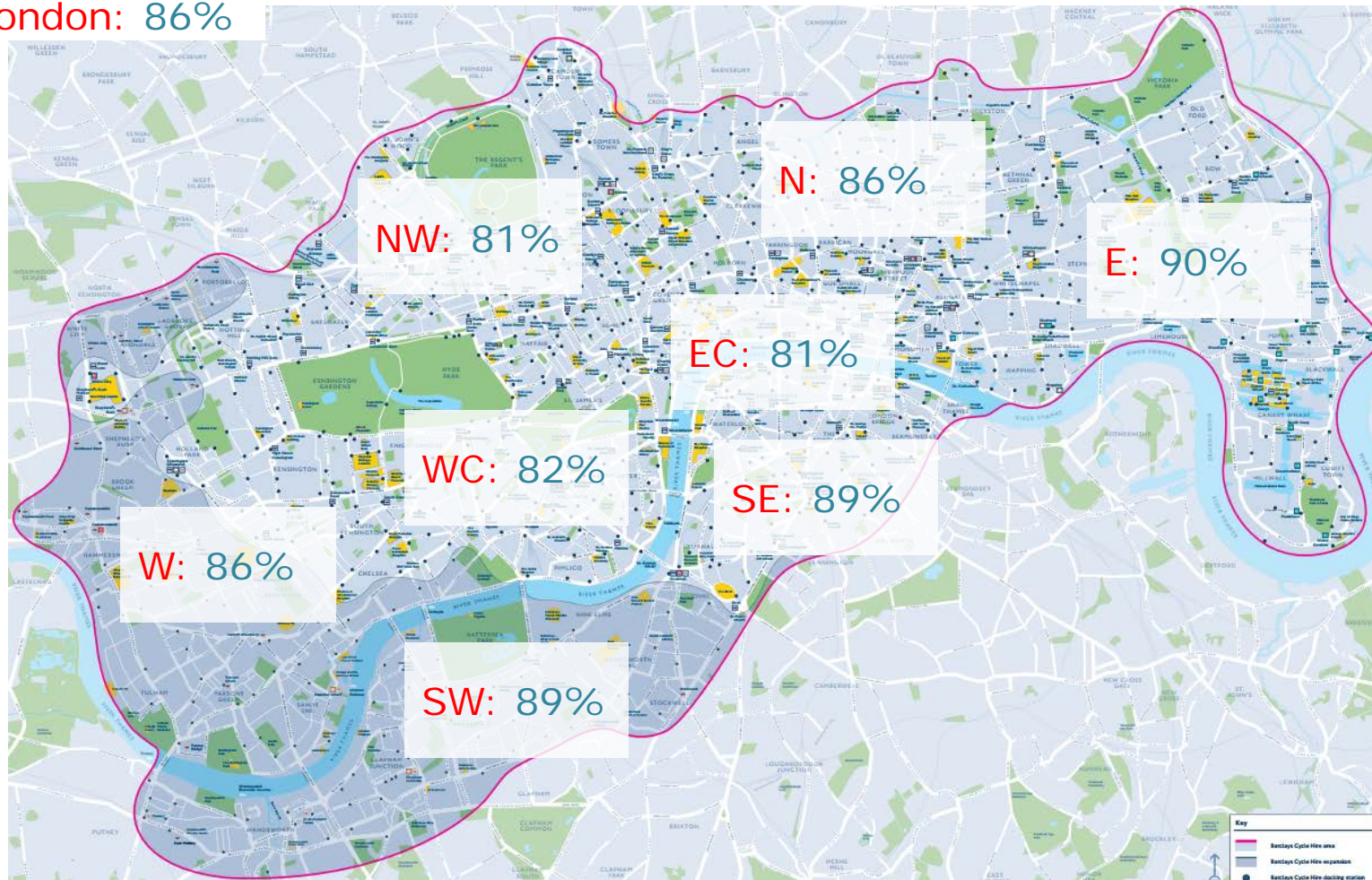
QH10. Did you successfully find an available bicycle at your first choice of docking station on this particular trip?

Base (All whose start docking station was in zone): Central: 1779, Eastern: 197; Western: 513, All London: 2642

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

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

All London: 86%



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: 301, EC: 312, N: 197, NW: 183, SE: 365, SW: 522, W: 406 WC: 203, All London: 2642

Finding a bike at the first choice of docking station at a mainline station was most likely at King's Cross and least likely at Euston.

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

All London: 86%



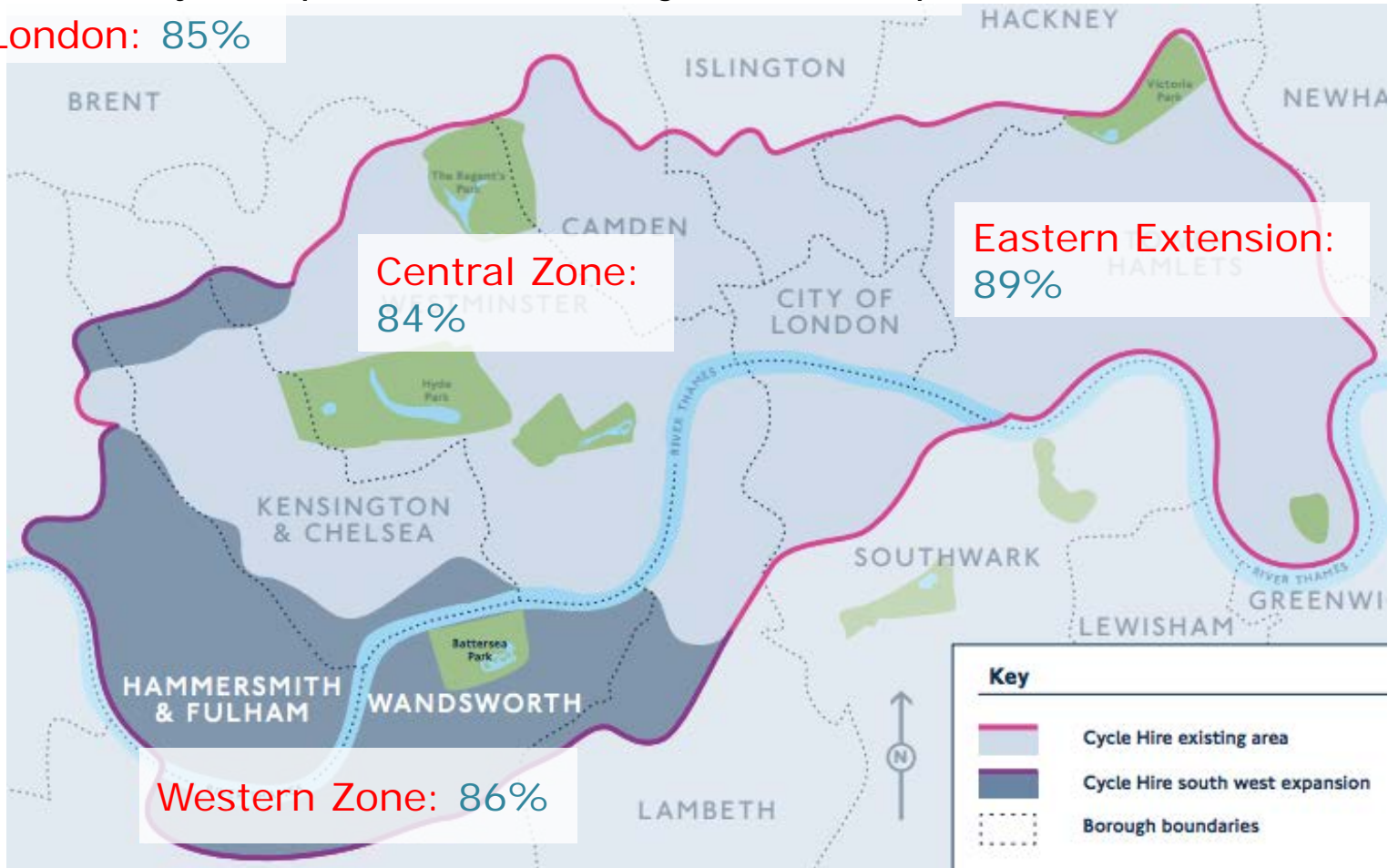
QH10. Did you successfully find an available bicycle at your first choice of docking station on this particular trip?

Base (All whose start station was in village): Waterloo: 141, Paddington: 54, Liverpool Street: 80, Victoria: 35, King's Cross: 104, Euston: 43, All London: 2642

On their most recent trip, 85% 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: 85%



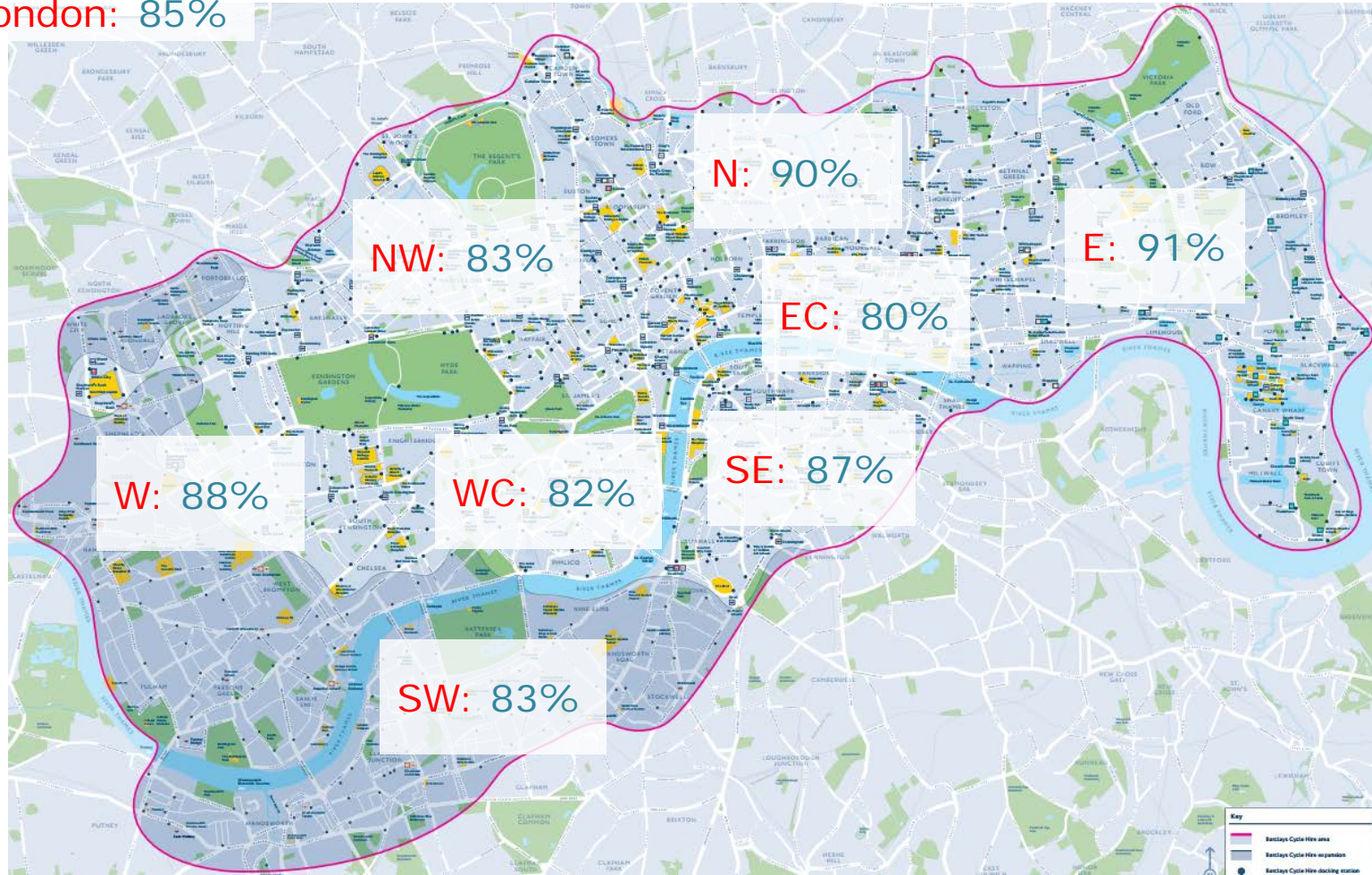
QH11. Did you successfully find an available space to return a bicycle at your first choice of docking station on this particular trip?

Base (All whose return station was in zone): Central: 1805, Eastern: 183, Western: 474, All London: 2642

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

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

All London: 85%



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

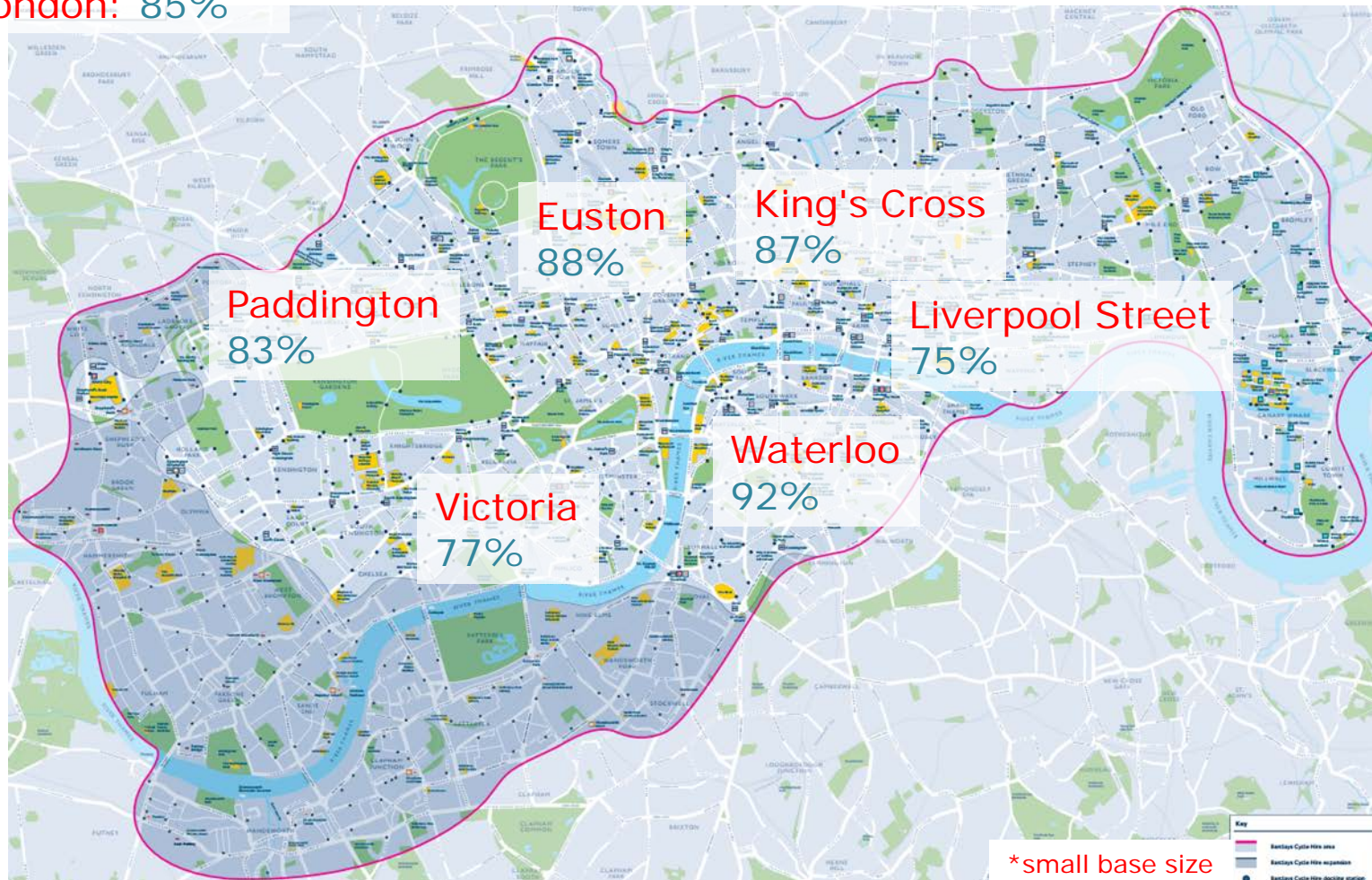
Base (All whose finish station was in postcode): E: 298, EC: 358, N: 96, NW: 162, SE: 291, SW: 534, W: 388 WC: 235, All London: 2642



Finding a space at a mainline station was least likely at Liverpool Street and most likely at Waterloo.

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

All London: 85%



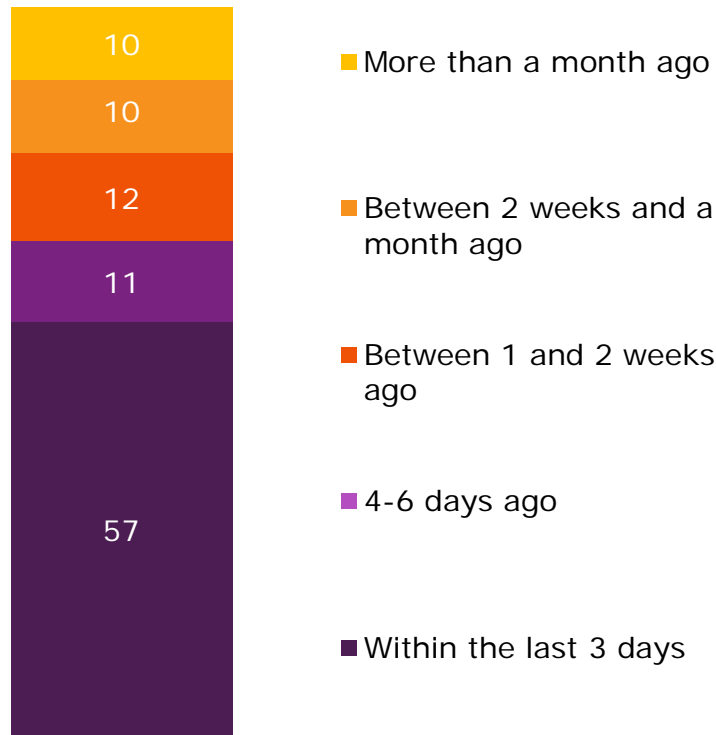
QH11. Did you successfully find an available space to return a bicycle at your first choice of docking station on this particular trip?

Base (All whose finish station was in village): Waterloo: 95, Paddington: 48, Liverpool Street: 73, Victoria: 31\*, King's Cross: 47, Euston: 32\*, All London: 2642

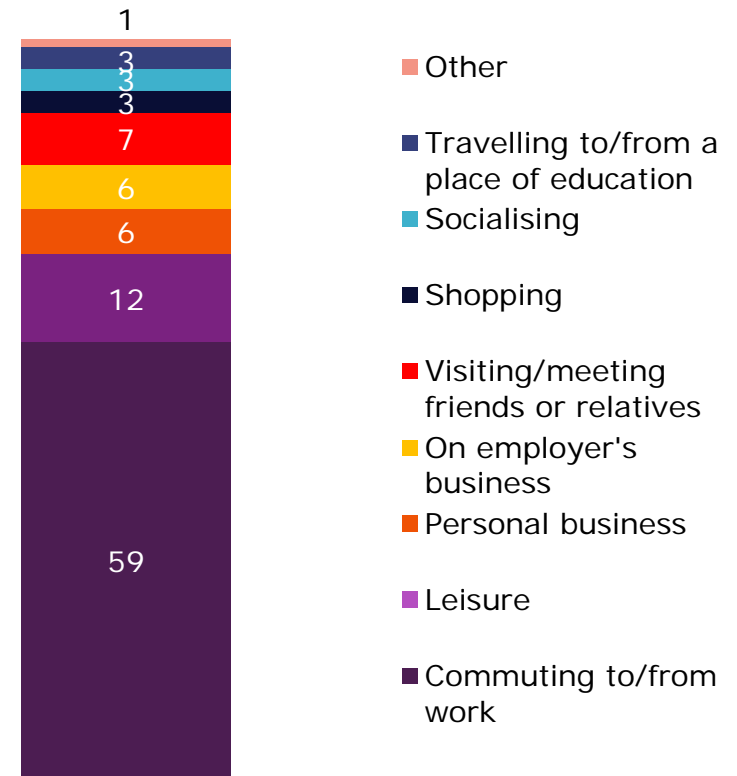
Just over two thirds of Members have used a bike in the past week, with the main journey purpose being to commute to/ from work.

%

### 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): W13: 2641

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

<i>Most common journey purpose using SC:</i>	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	55	72	74	75	62	71
Leisure	15	7	5	5	7	5
Visiting/meeting friends or relatives	13	8	5	5	8	7
Travelling to/from a place of education	6	4	3	3	1	3
Personal business	4	3	3	2	7	4
Shopping	3	4	4	4	9	5
On employer's business	1	2	6	5	3	4
Socialising	0	1	0	0	0	0
Other	1	1	0	0	2	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?

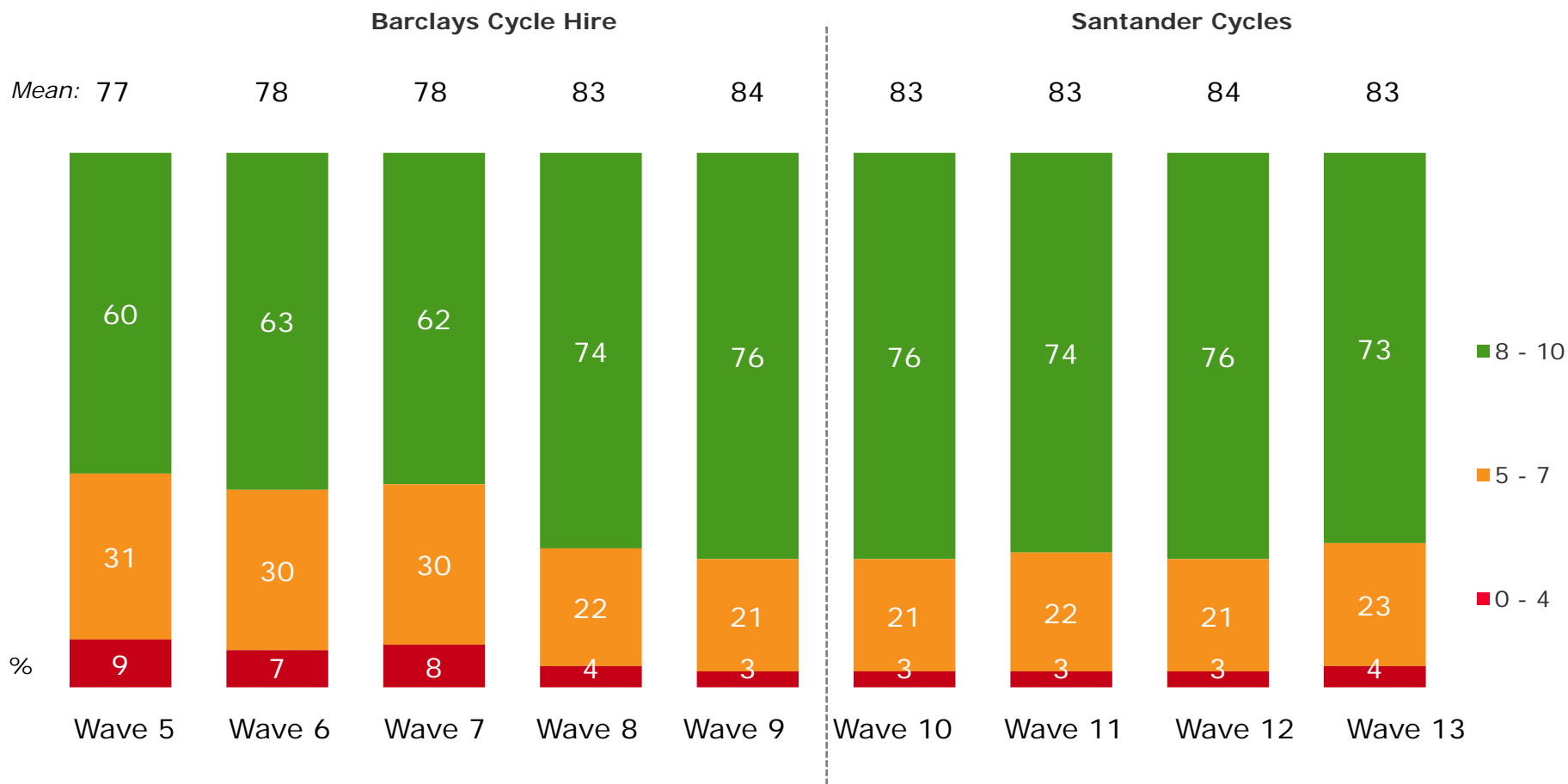
Base (All who say they travel by SC and whose start station was in zone): Start and end in EEZ: 67; Start or end in EEZ: 313; Start and end in CZ: 1389; Start or end in CZ: 2192; Start and end in WZ: 219; Start or end in WZ: 767

# 3

Key measure: advocacy



Just under three quarters of members are very likely to recommend Santander Cycles to friends or family, with a mean advocacy score of 83. There was a slight decrease in those who are likely to recommend.



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

Base: All members: W13: 2641

Satisfaction with the Santander cycles app (67) and service received from the contact centre (75) have both suffered major decreases since last wave. Satisfaction with value for money (77) has reached a new peak since the price increase in Wave 6.

Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6	Wave 7	Wave 8	Wave 9	Wave 10	Wave 11	Wave 12	Wave 13	
79	64	73	78	81	84	80	86	87	87	85	88	88	Ease of using the membership key to access a bicycle
	55	66	74	76	78	78	81	82	81	81	81	75	Service received from the contact centre
61	67	70	74	72	74	73	77	77	78	79	79	79	Working condition/maintenance of the docking stations
65				72	74	74	76	77	75	76	77	78	Maps at terminals
74	71	72	73	72	73	73	75	76	76	76	76	76	Information on how Santander Cycles works
71	67		74	75	75	71	78	77	77	77	76	80	The process of registering as a member*
81	80	82	83	79	66	60	67	69	71	73	76	77	Value for money
										73	76	72	Ease of use of the Santander Cycles app
71	61	64	67	68	69	67	71	72	75	75	75	75	Website - ease of logging in and checking account info
71	69	71	72	71	72	72	74	74	75	74	75	74	Website - ease of understanding information
75	72	72	72	71	70	70	72	72	74	74	74	74	Actual bicycles
										71	74	67	Satisfaction with the Santander Cycles app
67	63	65	68	66	68	67	69	70	70	71	71	70	Website - ease of finding information
	67	65	69	66	68	68	71	71	70	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	61	Availability of bicycles at docking stations
49	49	50	52	50	48	51	56	57	59	59	60	59	Availability of spaces at docking stations

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

Base (all members): W13: 2641; all who registered in the four months before the survey: W13: ; Contact Centre: all who contacted the contact centre in the two months before the survey: W13: 814

\*Caution: Low base – The process of registering as a member W13: 99

# 4

Pricing, value for money and likelihood to renew

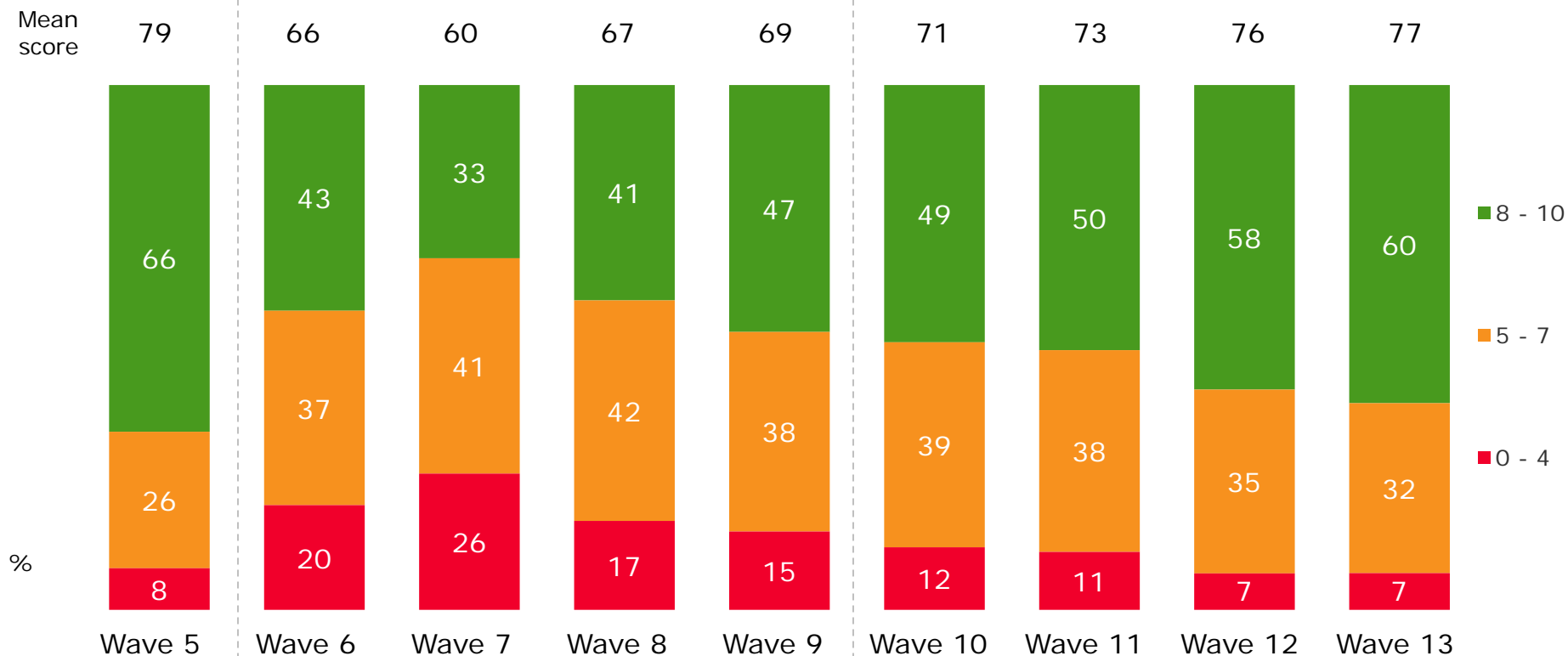


Value for money perceptions has continued to improved this wave, reaching a new peak since the new access charges were brought in.

*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*



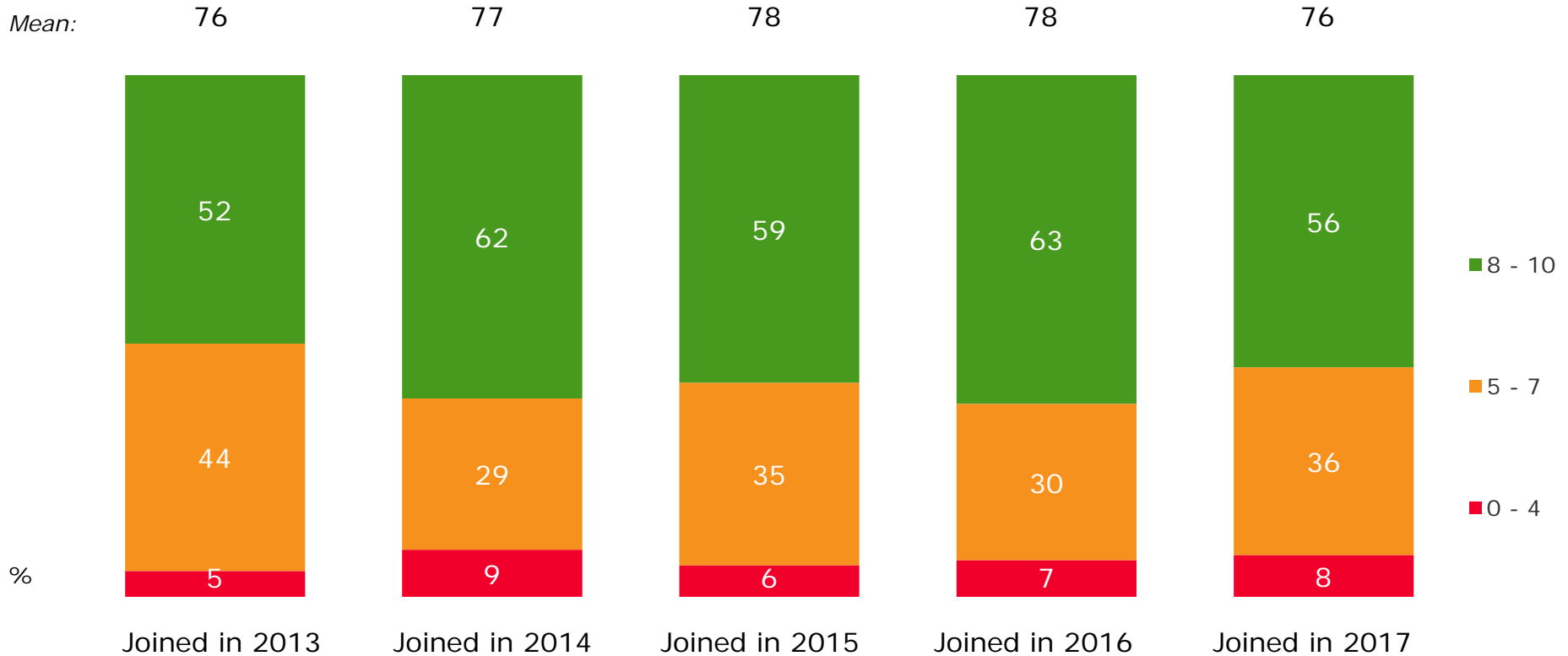
QF1. How satisfied are you with the value for money of the amount you pay at the moment to use Santander Cycles?

Base (all members): W13: 2641





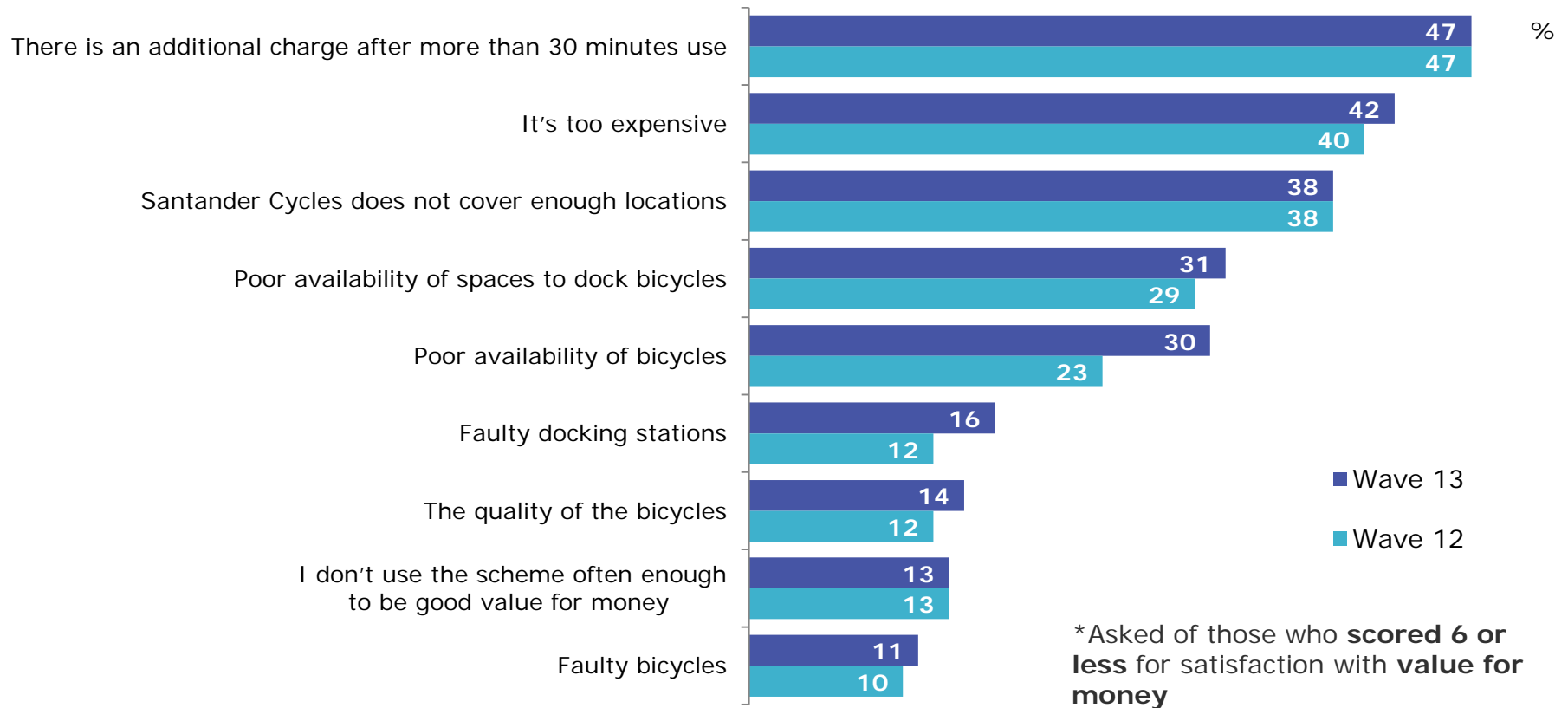
More recent joiners are less satisfied with value for money compared to longer-standing members.



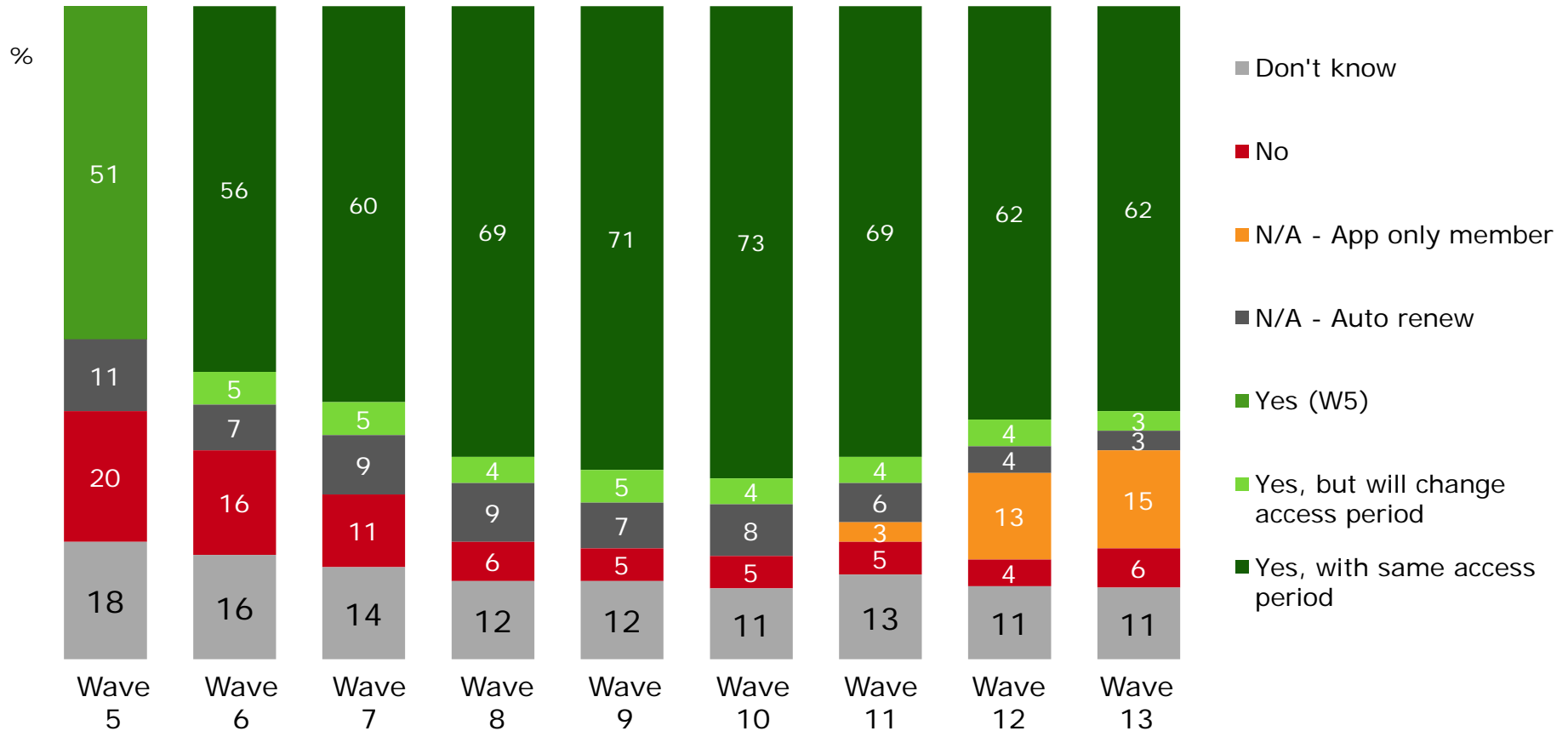
QF1. How satisfied are you with the value for money of the amount you pay at the moment to use Santander Cycles?

Base Members W13: joined in 2013: 62; 2014: 380; 2015: 579; 2016: 982; 2017: 639

Among those who were dissatisfied with value for money (6% scoring 6 or less), almost half blamed the additional charge after 30 minutes use, same as last wave.



Excluding app-only members, 76% intend to renew their membership with either the same or an alternative access period.

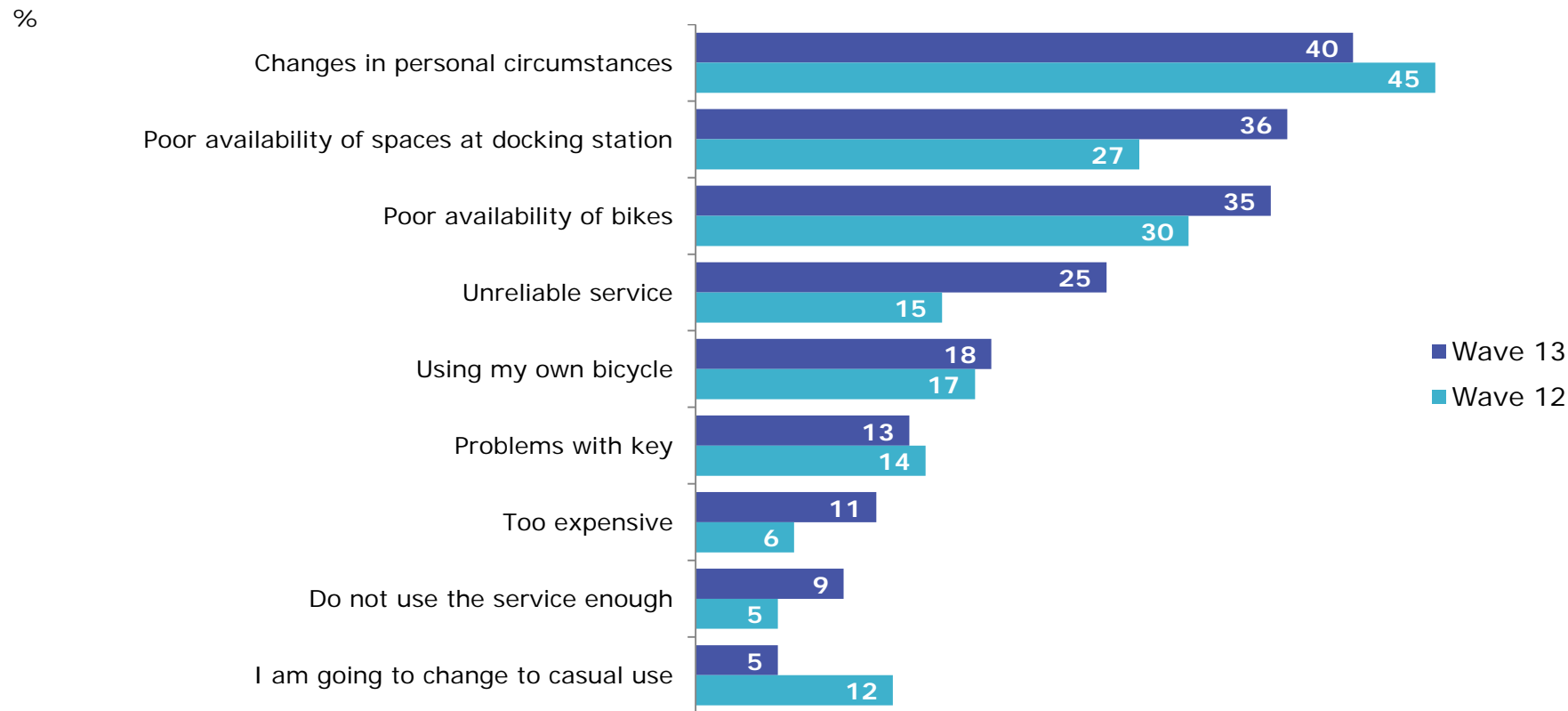


QC1. Thinking about your membership, are you intending to renew it when it runs out?

Base (all members): W13: 2641

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

Of the 6% who do not intend to renew their membership, **poor availability of spaces** was one of the main barriers. The proportion of users selecting this reason has increased (36%, up from 27% in wave 12).



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

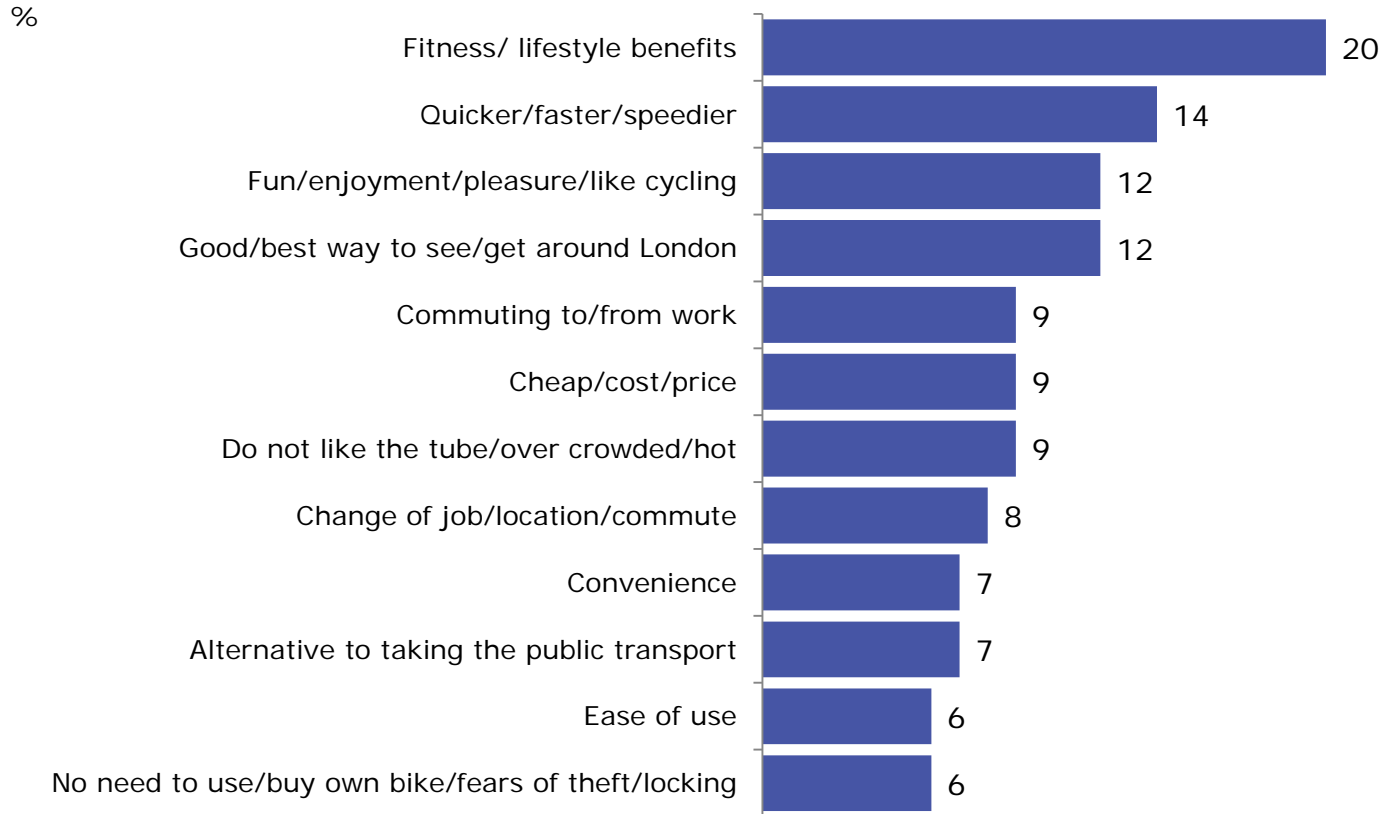
Base (Those who are not renewing, number of mentions): W12: 101; W13: 155

# 5

## Customer experience: information and registration



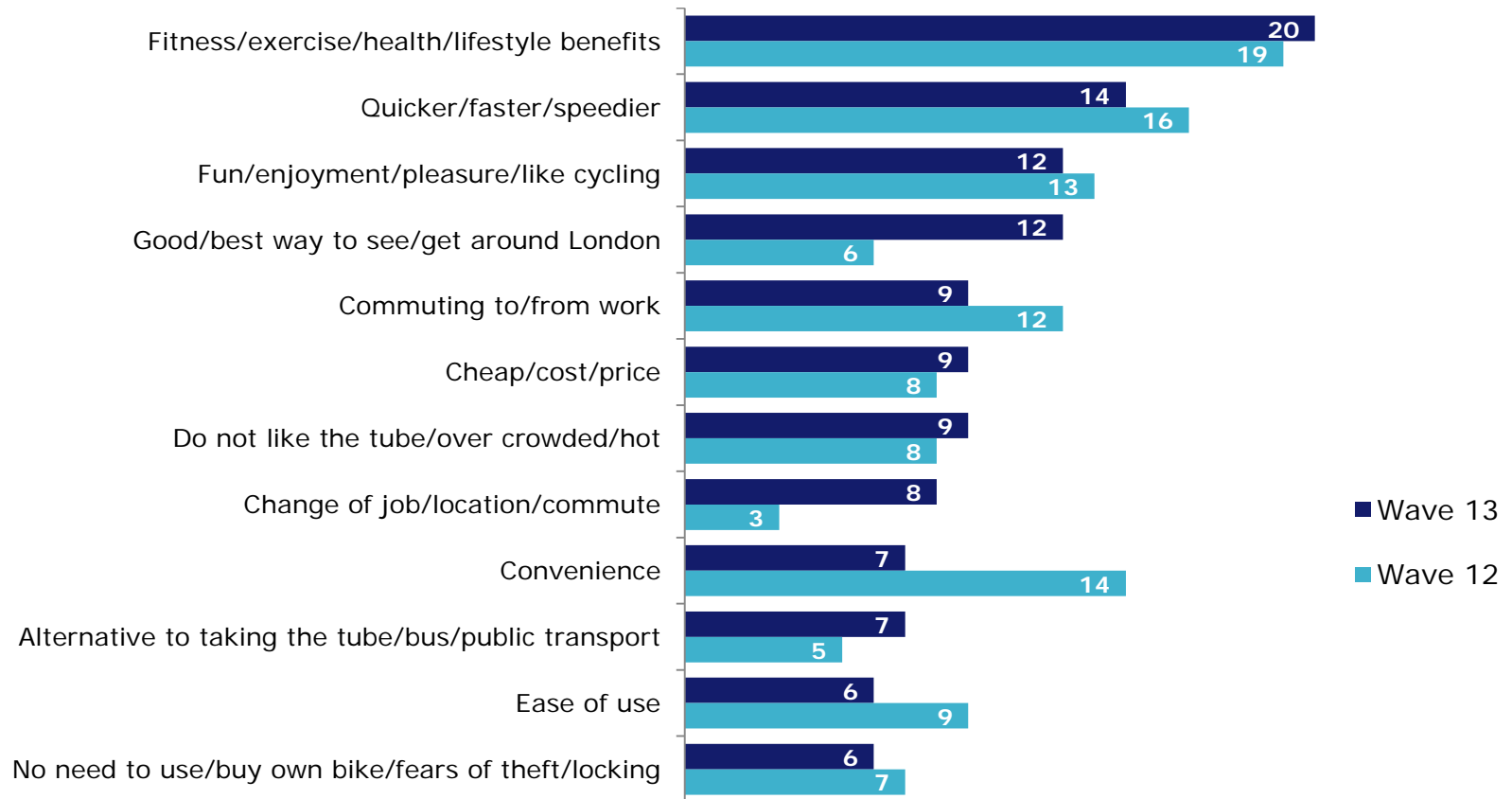
# Health benefits, along with speed, are the main reasons for new members joining Santander Cycles.



QH6a. What triggered you to start using Santander Cycles? (Mentions above 5%)  
Base (All who joined scheme in last 6 months): W13: 244

# One-fifth of Members who joined in the last 6 months stated that fitness and health benefits triggered them to start using Santander Cycles.

%

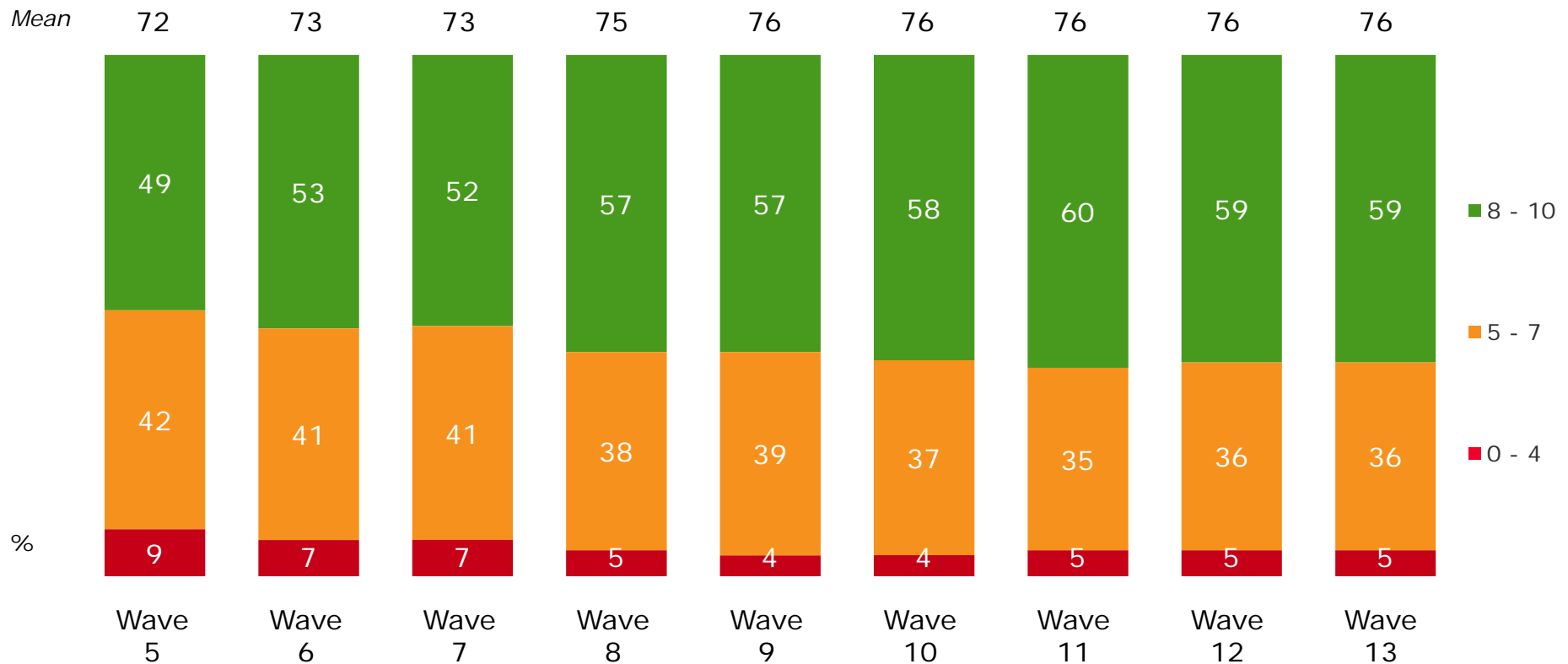


QH6a. What triggered you to start using Santander Cycles? (Mentions above 5%)  
 Base (All who joined scheme in last 6 months): W12: 766; W13: 244



Caution: difference in base sizes

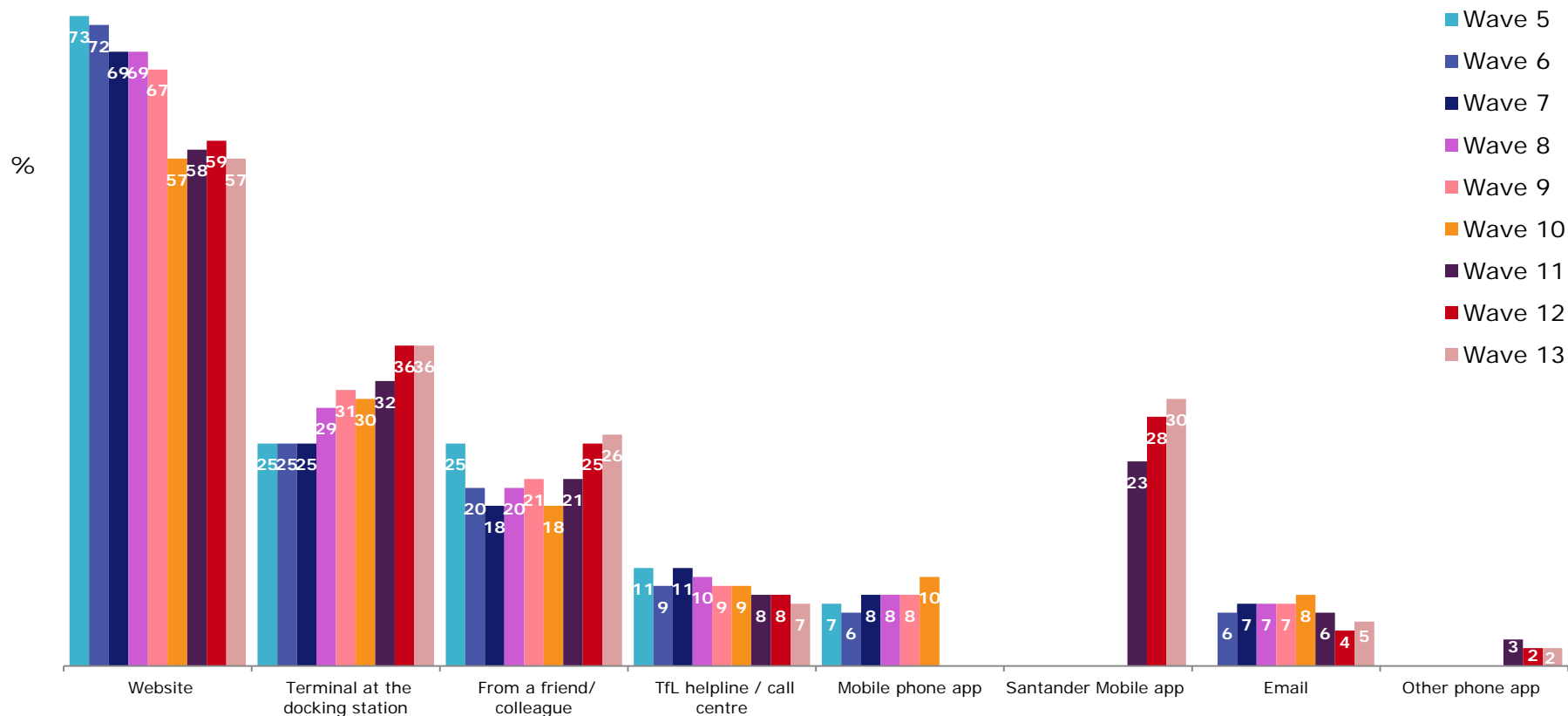
Satisfaction with the information about how Santander Cycles works has maintained a peak score of 76.



QB2.How satisfied are you with the information on how Santander Cycles works?  
 Base (All members): W13: 2641

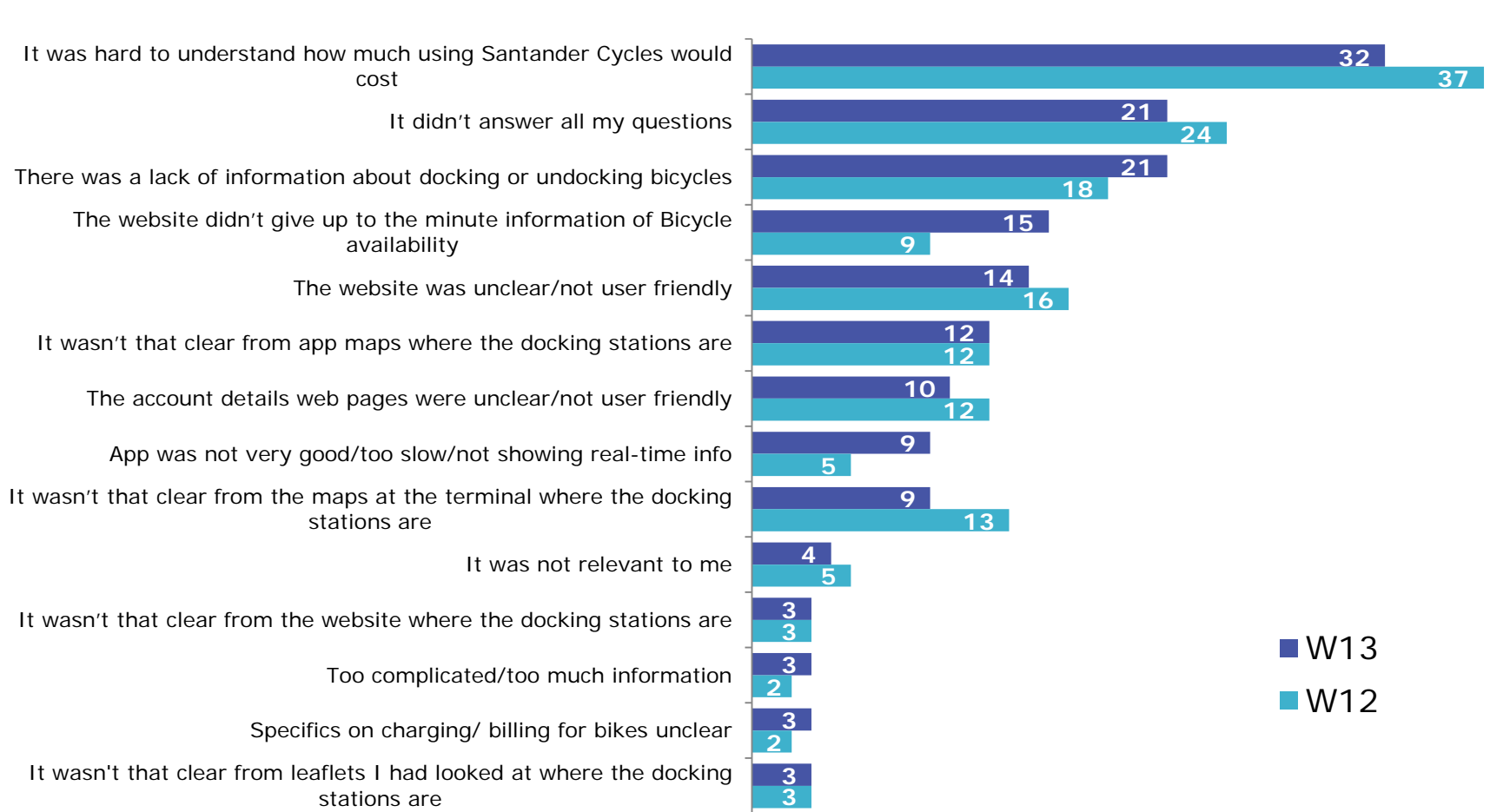


Of all information sources on how Santander Cycles works, the website remains the most commonly used, though docking station terminals and the mobile app are becoming more important



QB1.From where did you get information on how Santander Cycles works?  
 (Mentions 5% and above exc. Other phone app)  
 Base (All members): W13: 2641

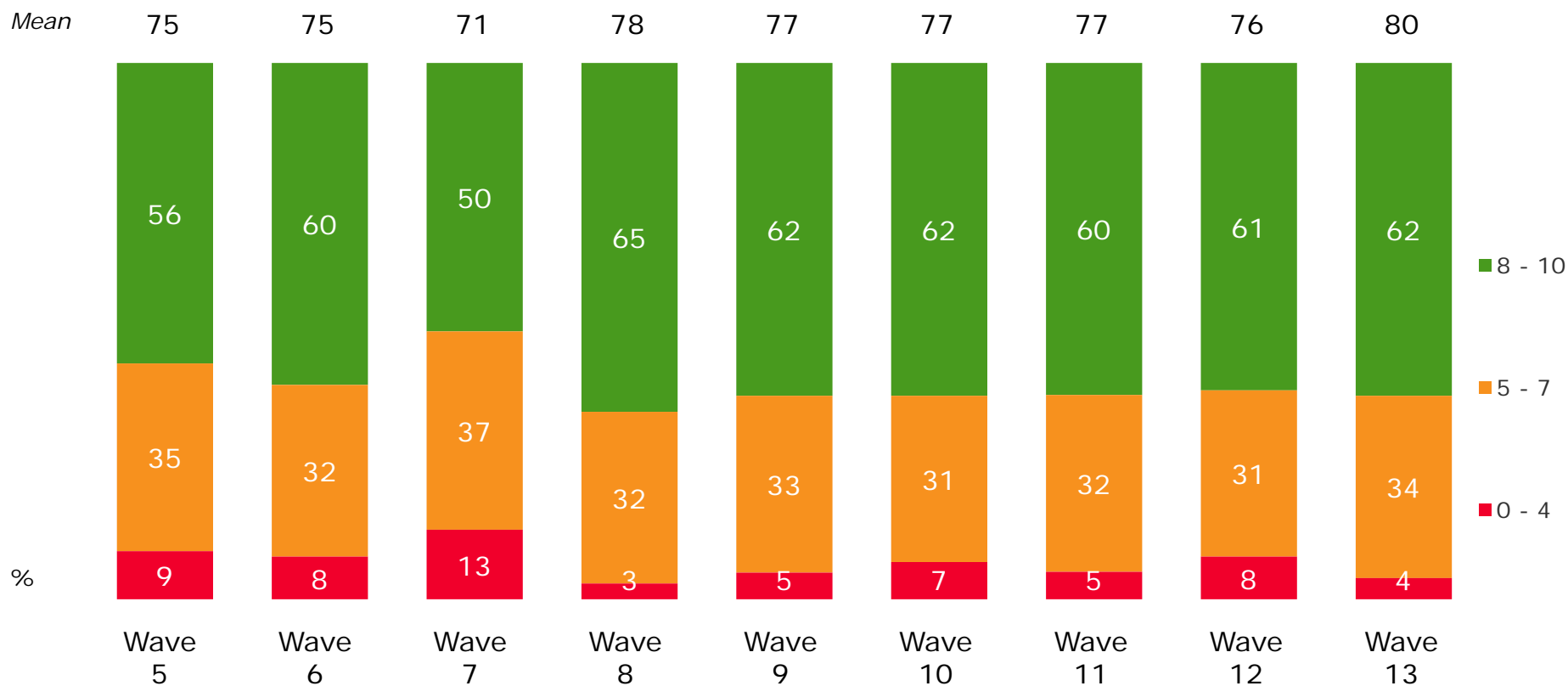
# Difficulty in understanding the cost was the main reason for dissatisfaction with information about how Santander Cycles works.



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; W13: 527

# Satisfaction with the registration process remains strong.



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

Base: Registered in the last 4 months: W13: 94



Caution: difference in base sizes

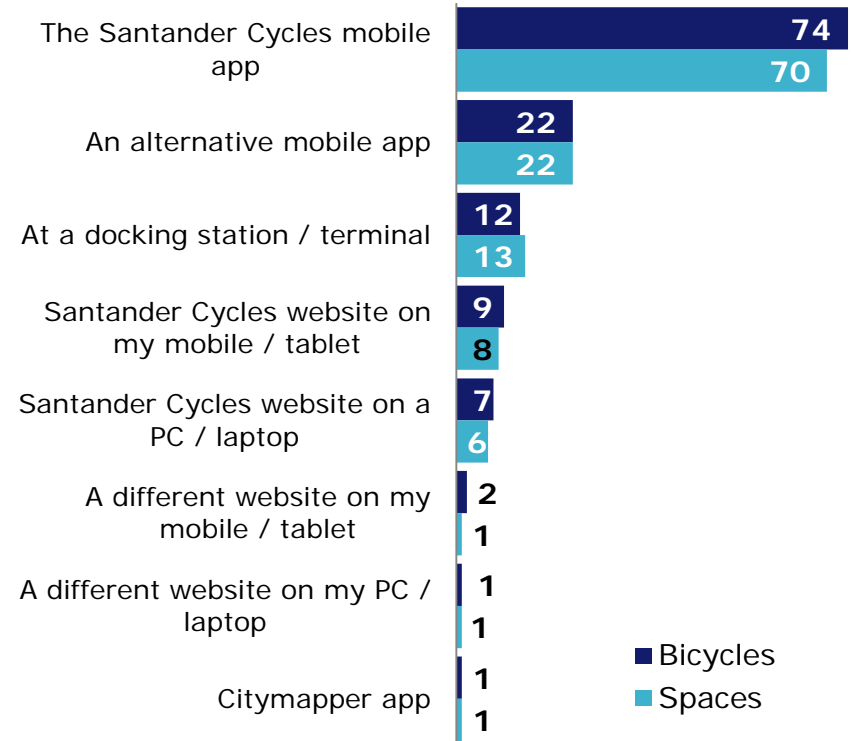
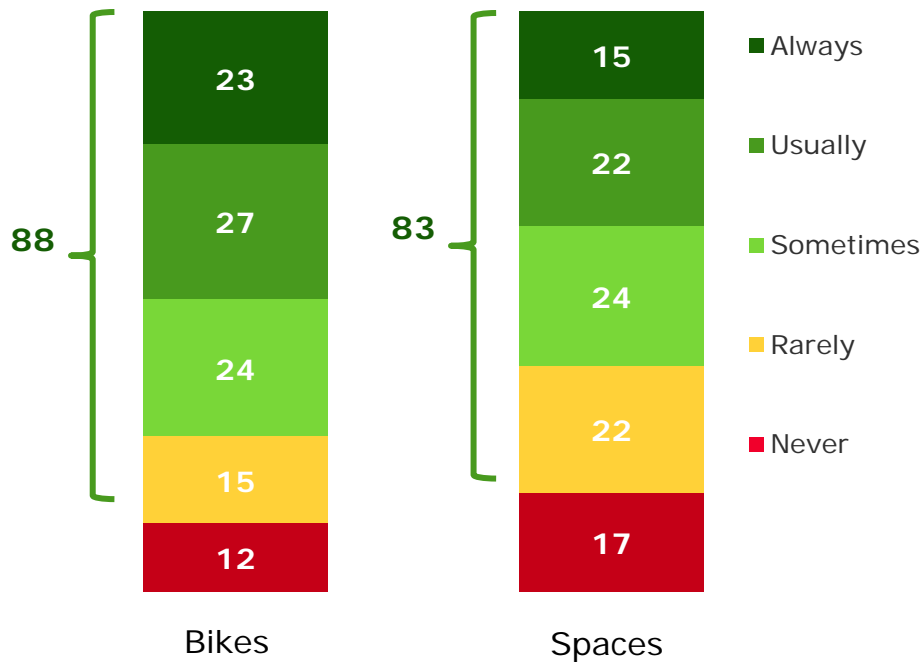
# 6

## Customer experience: docking stations and bicycles



More than eight in ten members check the availability of bikes and/or spaces before starting their journey, almost three quarters 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): 2641

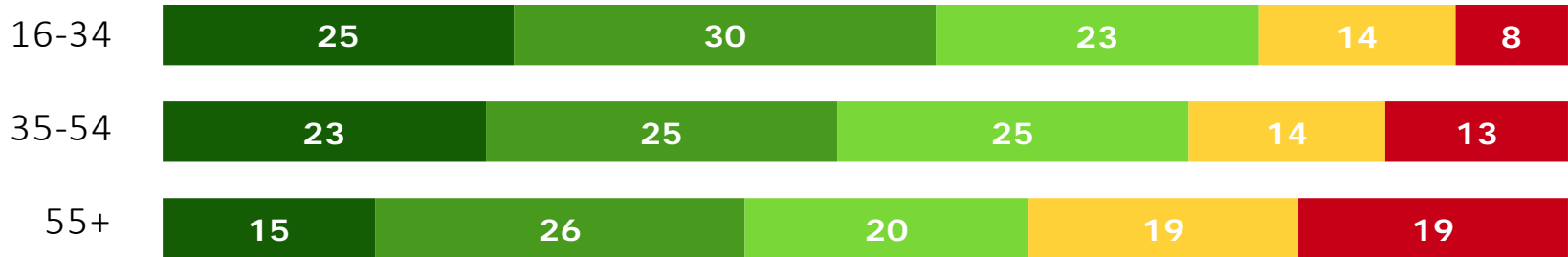
QD1i. How do you check this availability before making a SC journey? Base (all who check availability of bicycles / spaces): 2334/2194



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

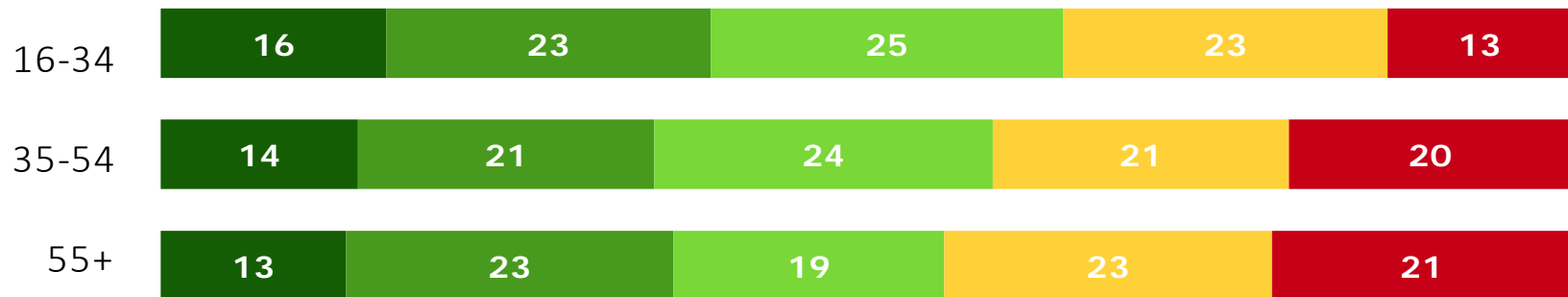
**Bicycles**

%



■ Always ■ Usually ■ Sometimes ■ Rarely ■ Never

**Spaces**

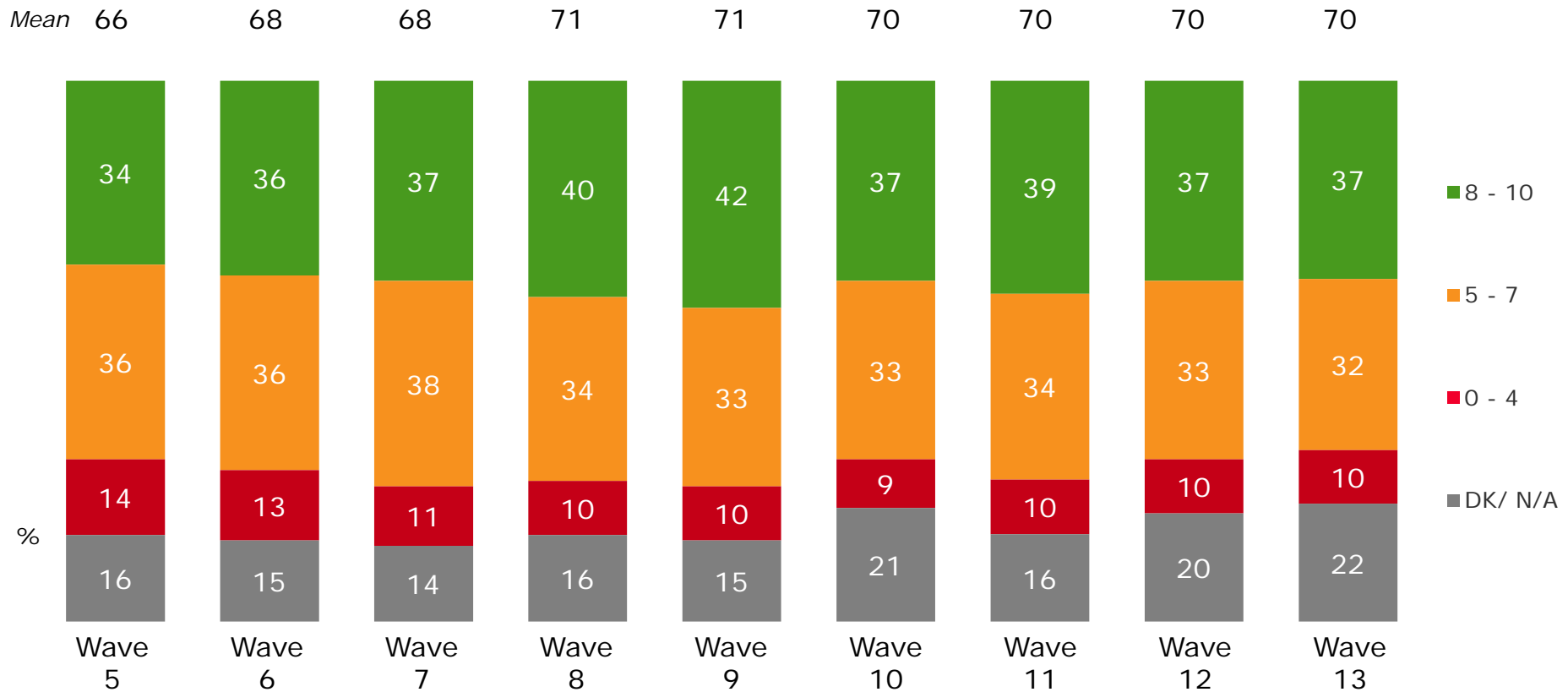


QD1h. Do you check the availability of bicycles and/or spaces at docking stations before making a SC journey?

Base All members aged : 16-34: 1063; aged 35-54: 1320; aged 55+: 252



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



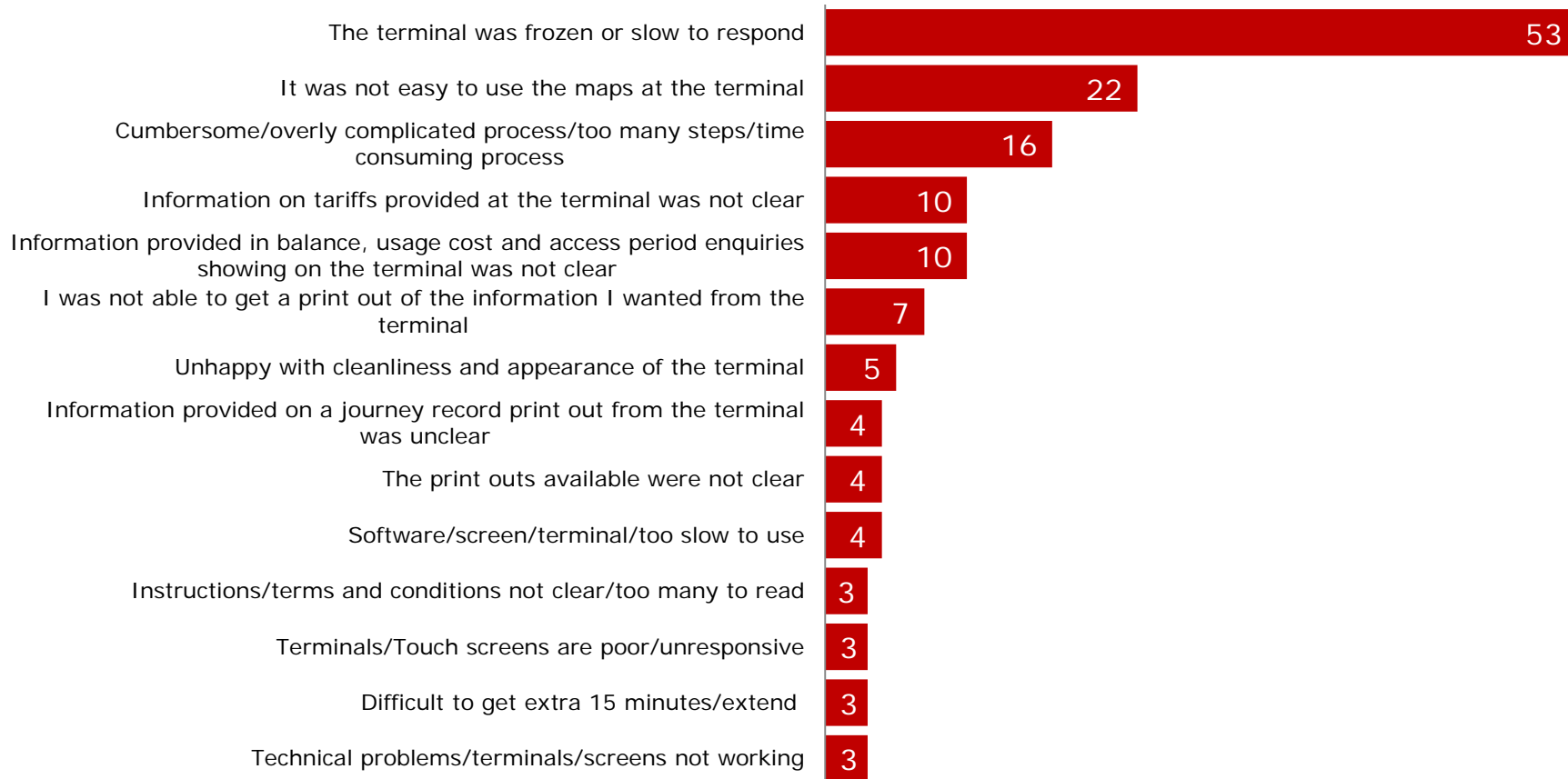
QD6.And how satisfied are you with the information panels, print outs, screens and ease of using the terminals?

Base (All members): W13: 2641



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

%

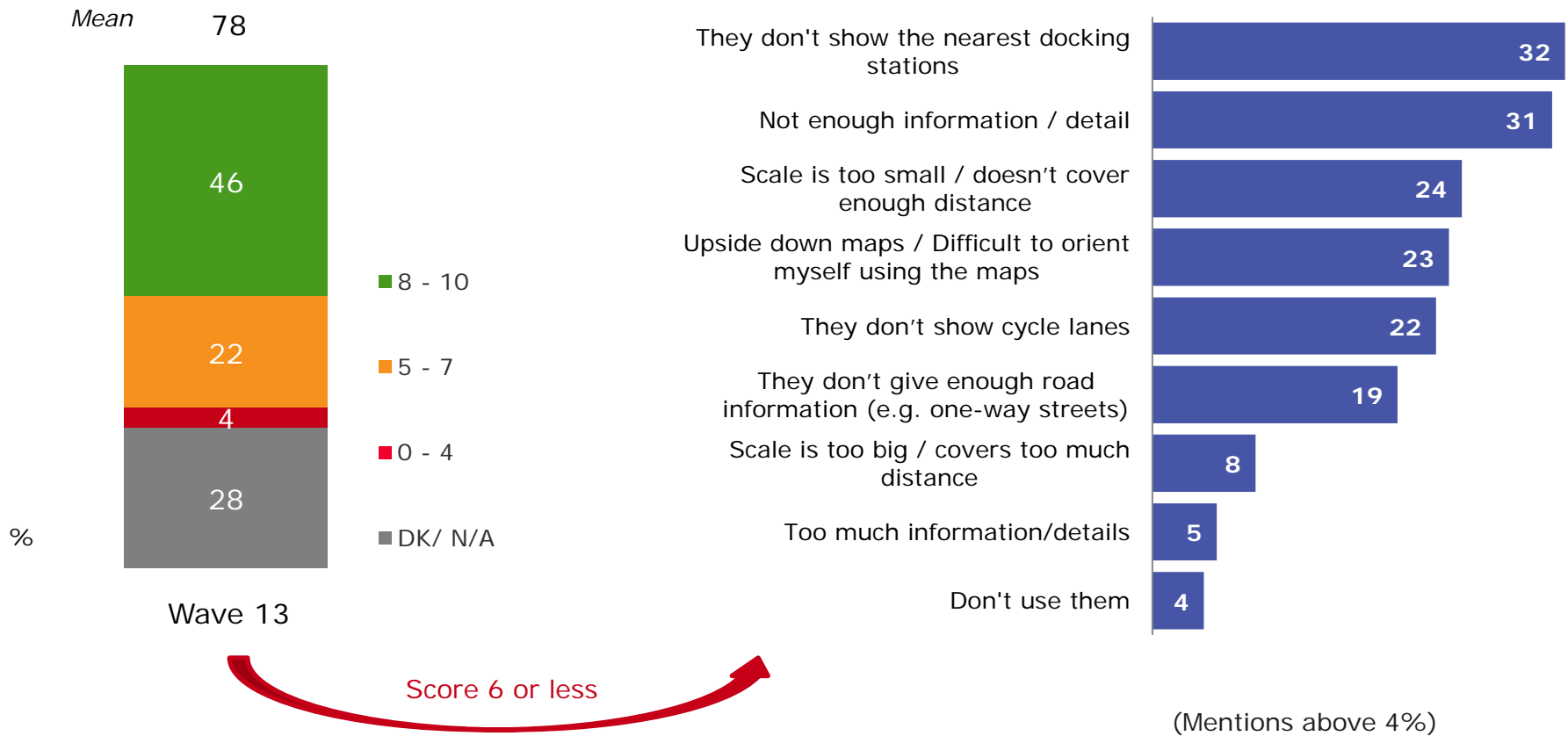


QD7.And why do you say you are not satisfied with the terminals?

Base (All dissatisfied with terminals, score of 6 or less at QD6): W13: 685



Satisfaction with the map is high (78). For those dissatisfied (13% scoring 6 or less), the main reasons are that the maps don't show the nearest docking stations and there is not enough information or detail.



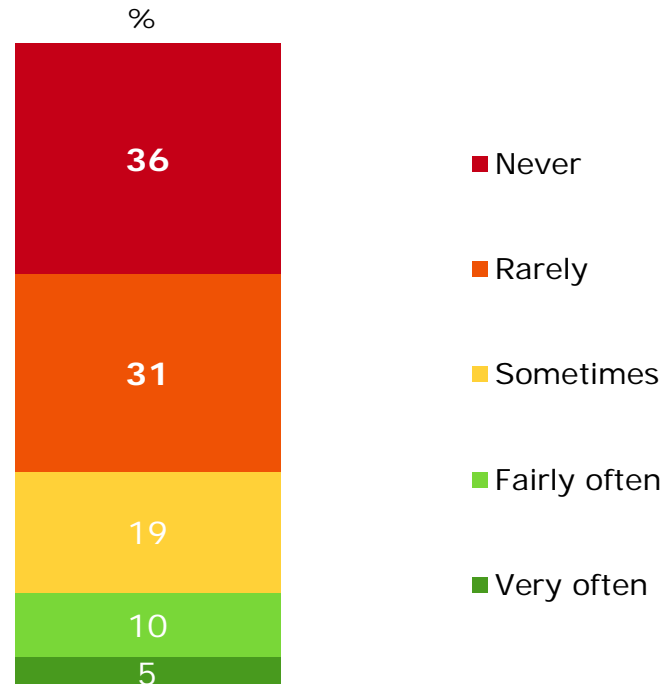
QD8.How satisfied are you with maps at the terminals?

Base: (all members) Wave 13: 2641

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 13: 331

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.

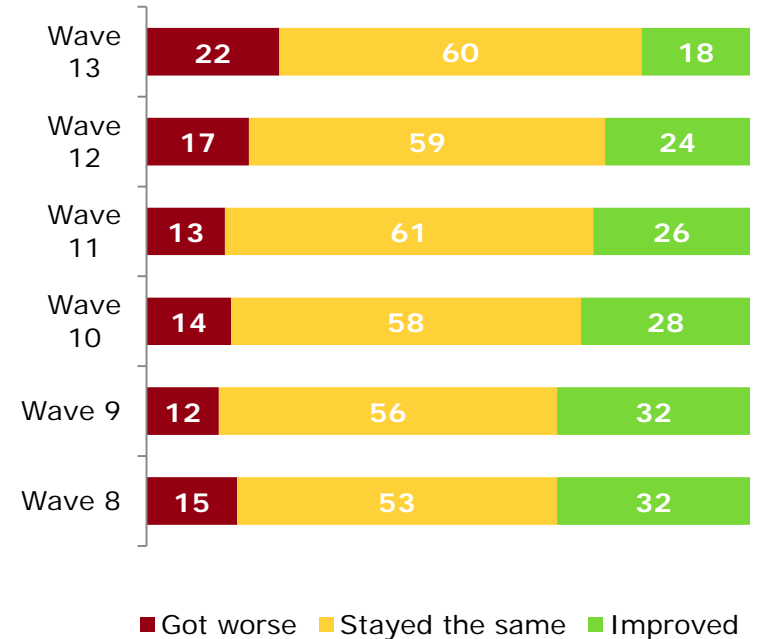
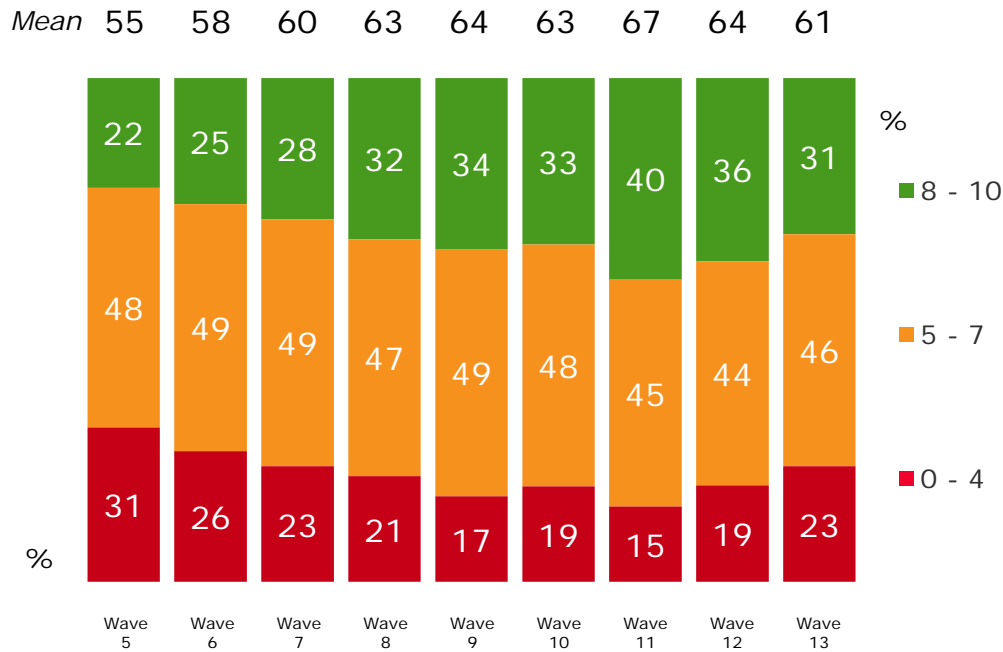


QD10. How often do you use the maps at the terminals to find your way around the local area, other than to look for nearby docking stations?

Base (all members) Wave 13: 2641

Satisfaction with availability of bikes has declined to a score of 61, the lowest since wave 7. There was also an increase in those 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?

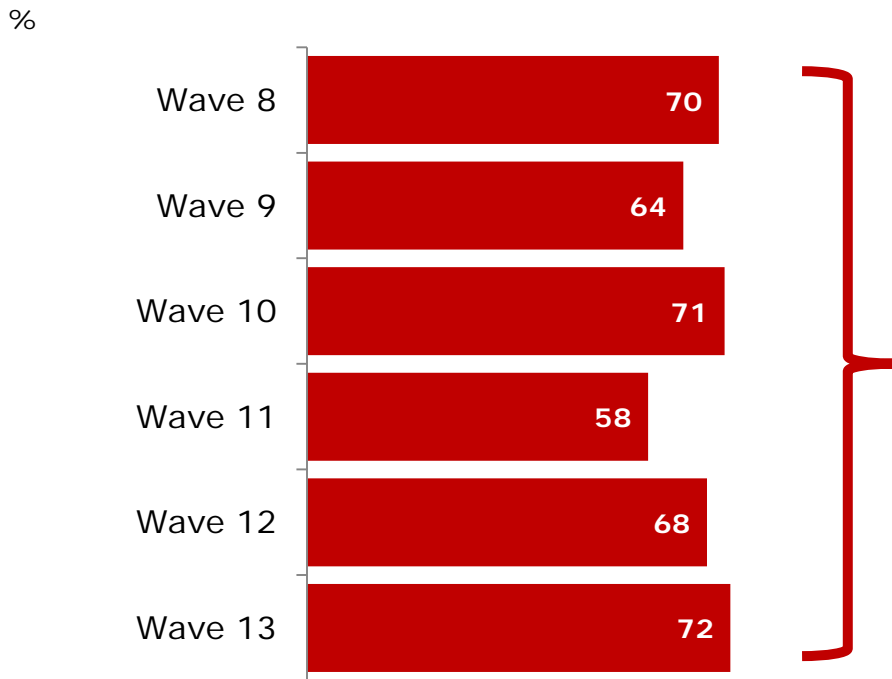
Base (all members) W13: 2641

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

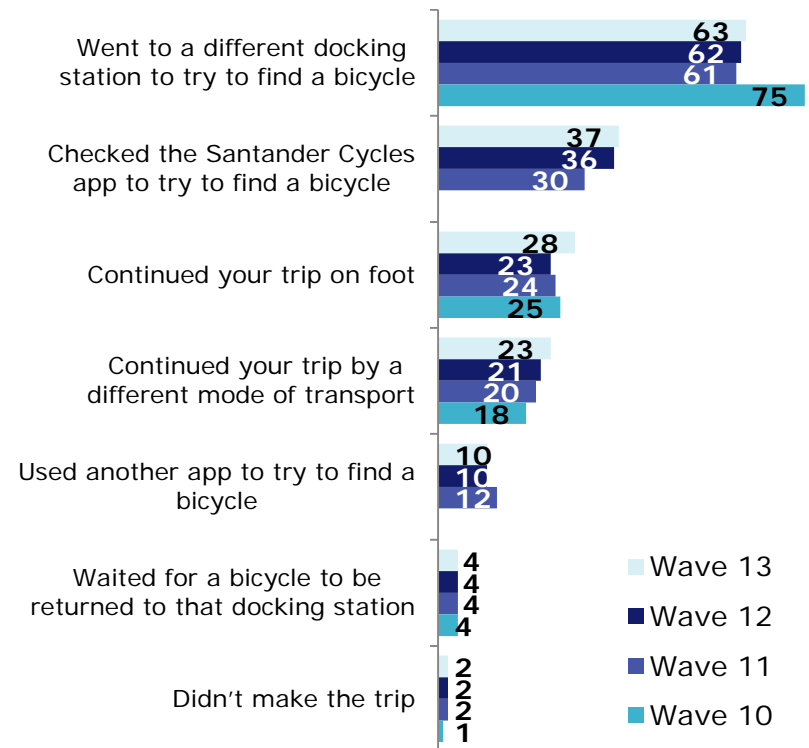
Base (all members) W13: 2641

Finding a bike (at first choice docking station) follows a seasonal pattern of poorer availability in the summer, with a high of 72% being unable to find a bike. Going to another docking station remains the most common next step, and 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

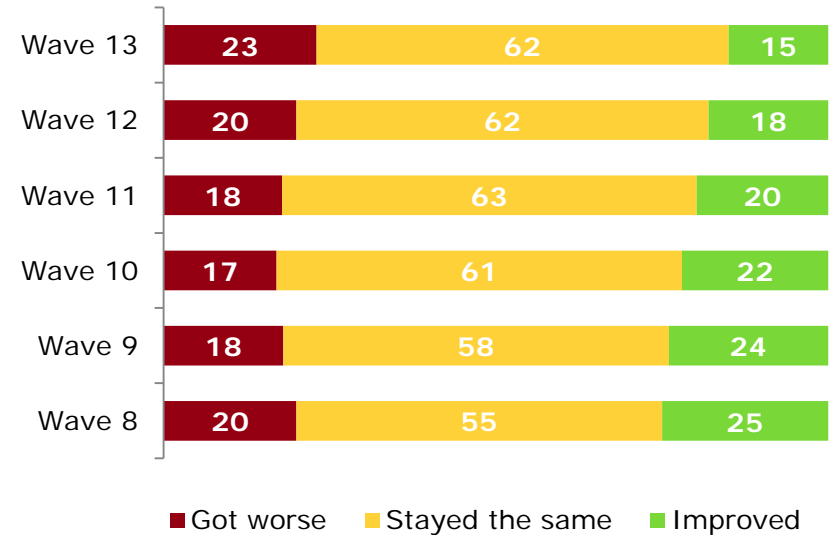
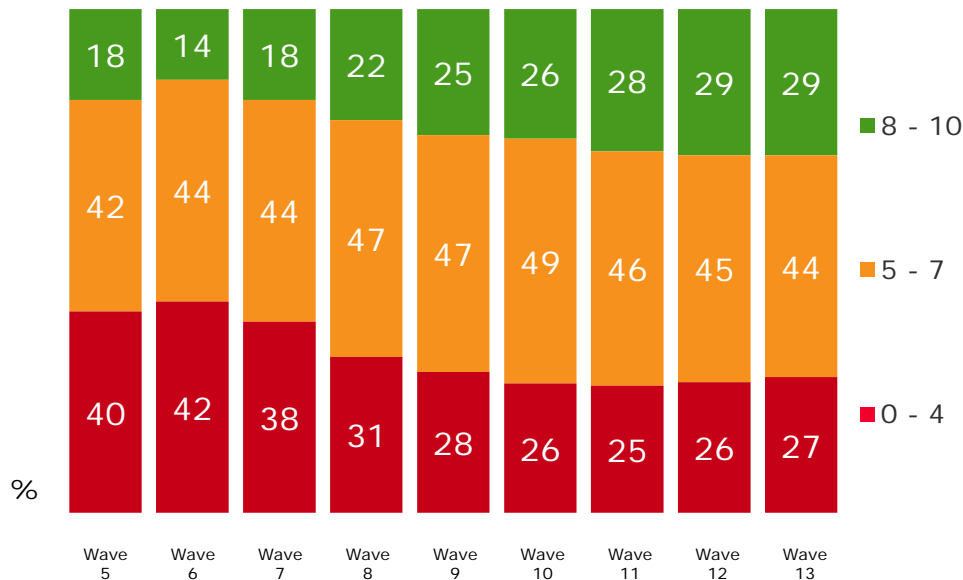
QD1d. In the last month have you tried to hire a bicycle, but failed to find an available bicycle at your first choice of docking station? Base (All members): 2641

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): 1910

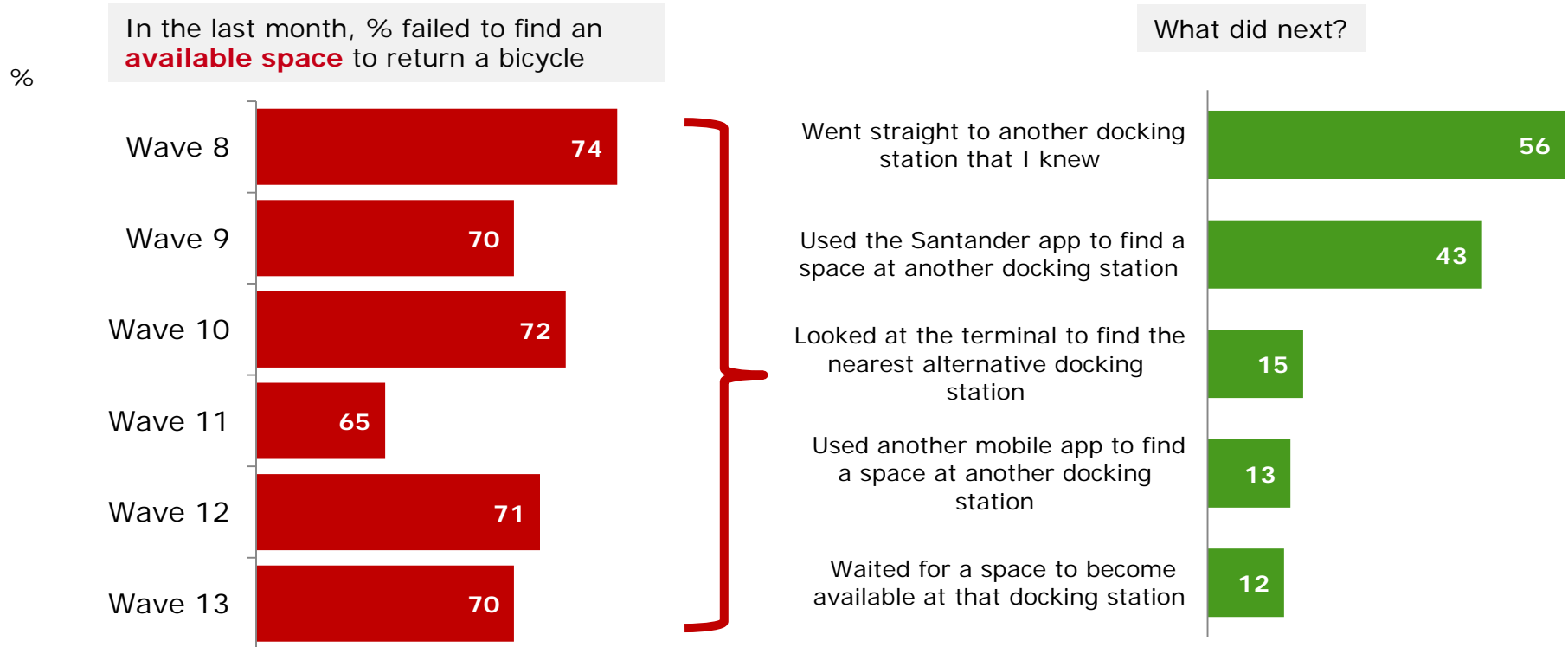
Satisfaction with availability of spaces remains relatively high at 59.

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

Mean 50 48 51 56 57 59 59 60 59



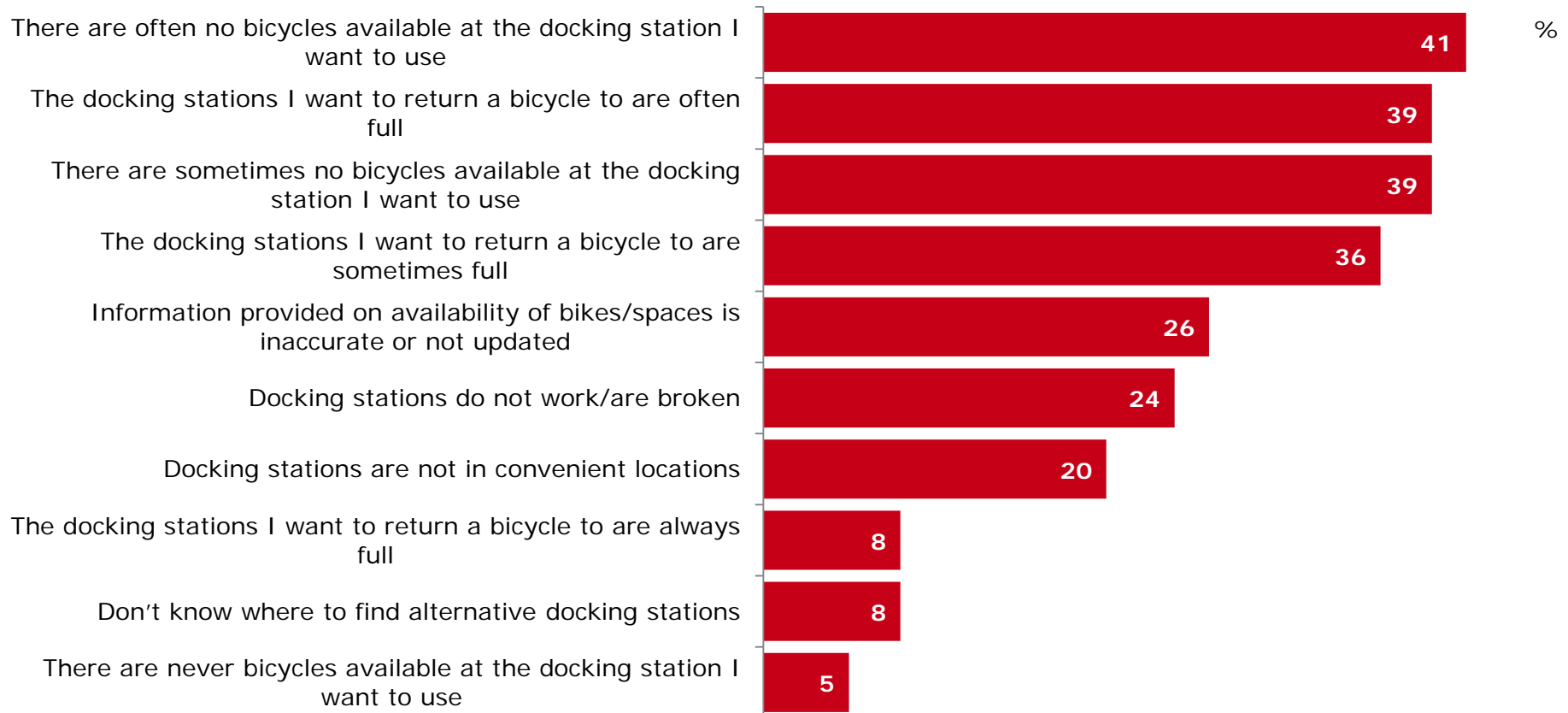
Finding a space in the last month also follows a seasonal pattern of poorer availability in the summer, with 70% failing (in line with previous years). Over half went to another docking station and more than one in four used the Santander app to help them find a space.



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) W13: 2641

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): 1849

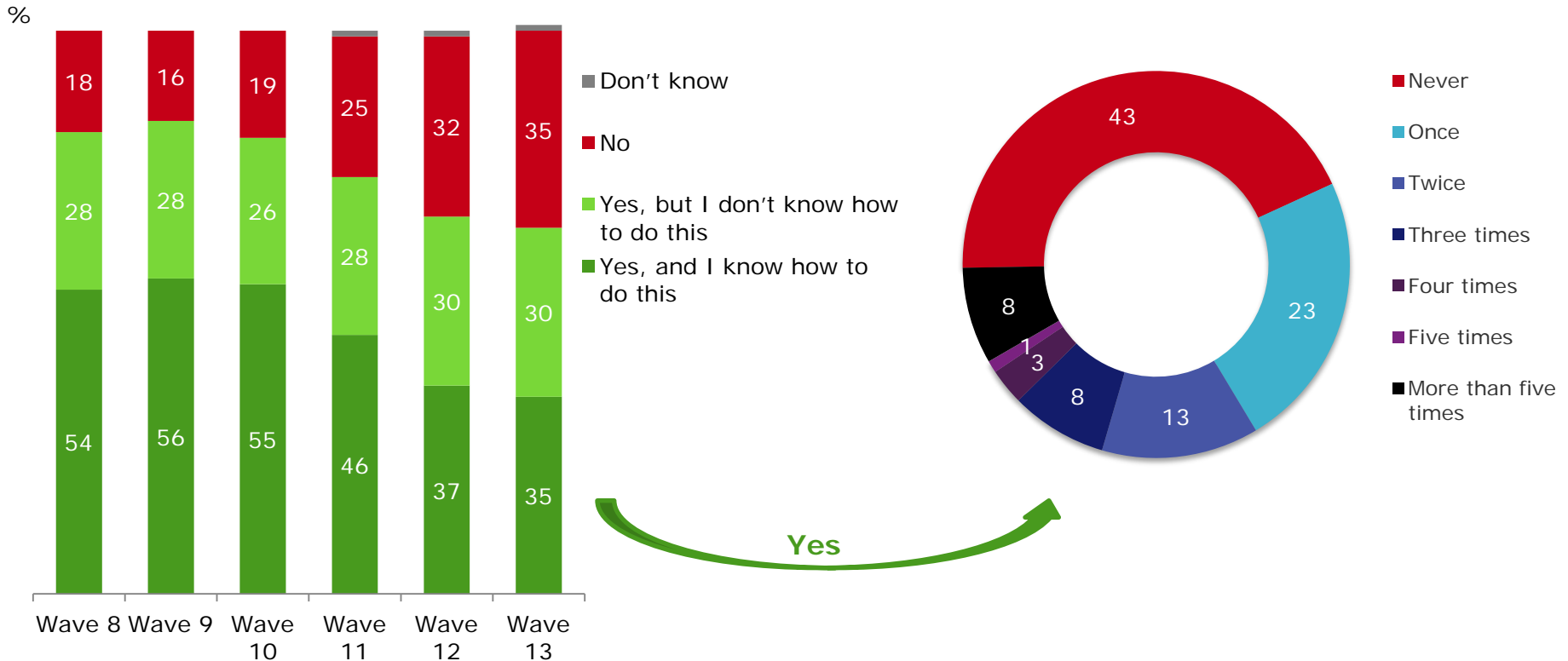
For those who were dissatisfied with the availability at docking stations (65% scoring 6 or less), the main reasons were a lack of spaces and/or bikes.



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 ): W13: 1711

The awareness of the 15 minutes free additional time has again declined slightly, with just over a third knowing how to use the service. Over half of those who have used the 15 minutes free additional time have done so in the last 3 months.

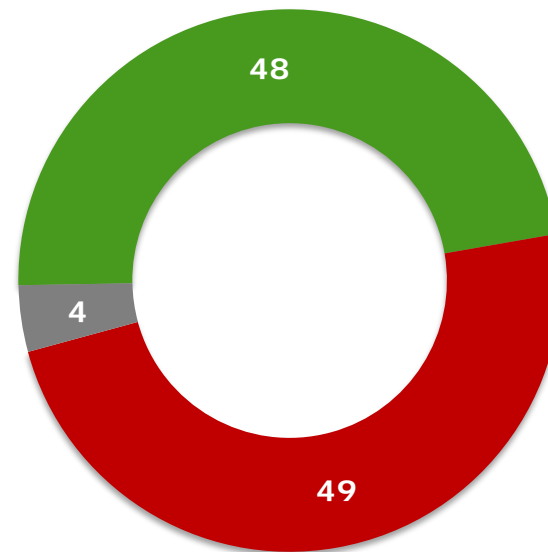
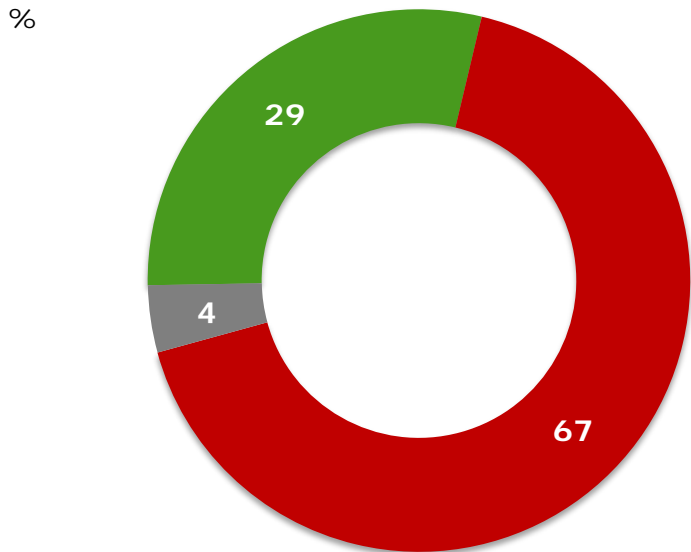




Over a quarter experienced a technical problem with a bike in the last 6 months – and almost half experienced a technical problem with a docking station which prevented them from starting or completing a journey.

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

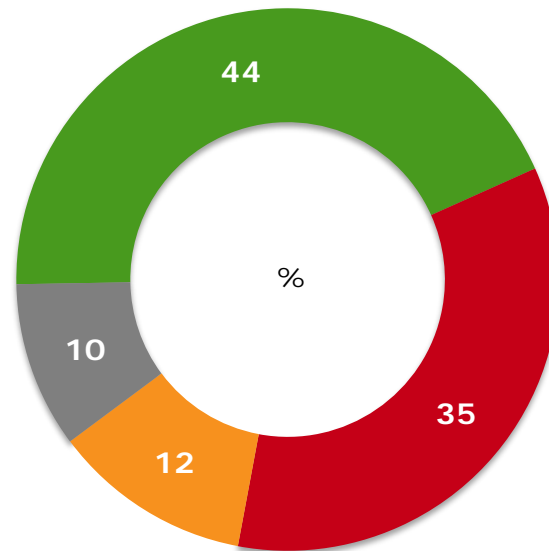
QE3a. Has a technical problem with the actual bicycle prevented you from starting or completing a journey in the last 6 months? Base (All members): 2641

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): 2641

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?

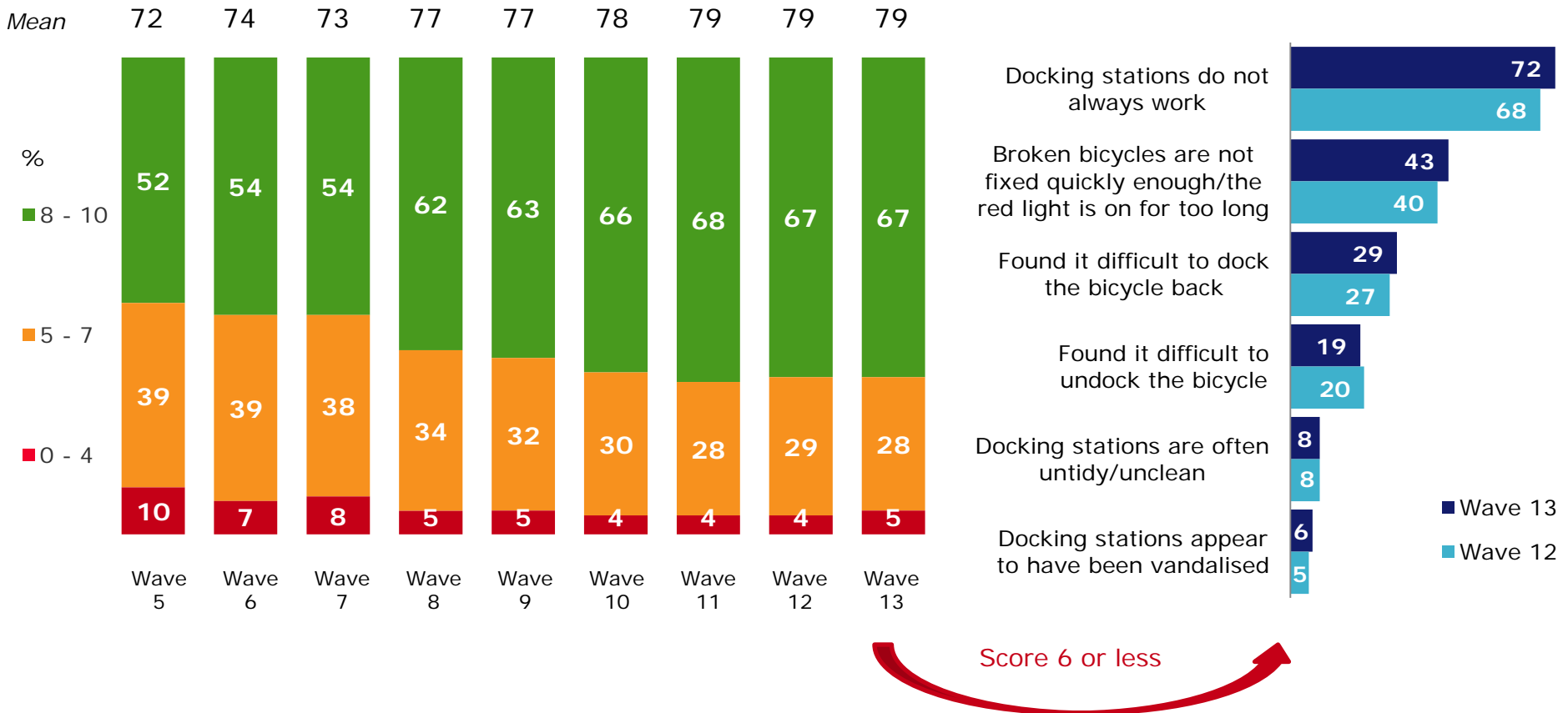


■ Yes ■ No ■ No, but called contact centre ■ Don't know

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: 1535)

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

### Satisfaction with working condition and general maintenance of the docking stations

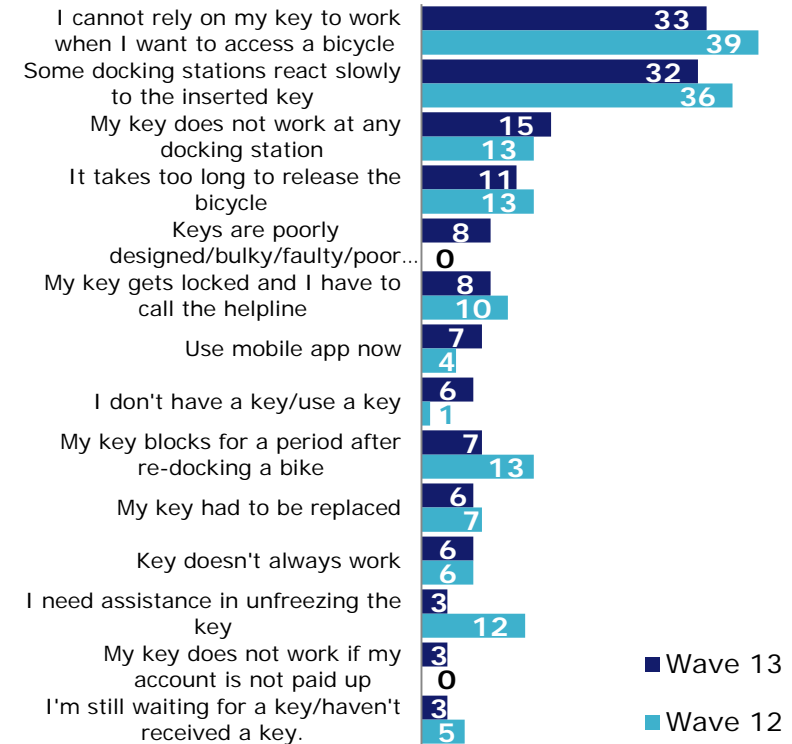
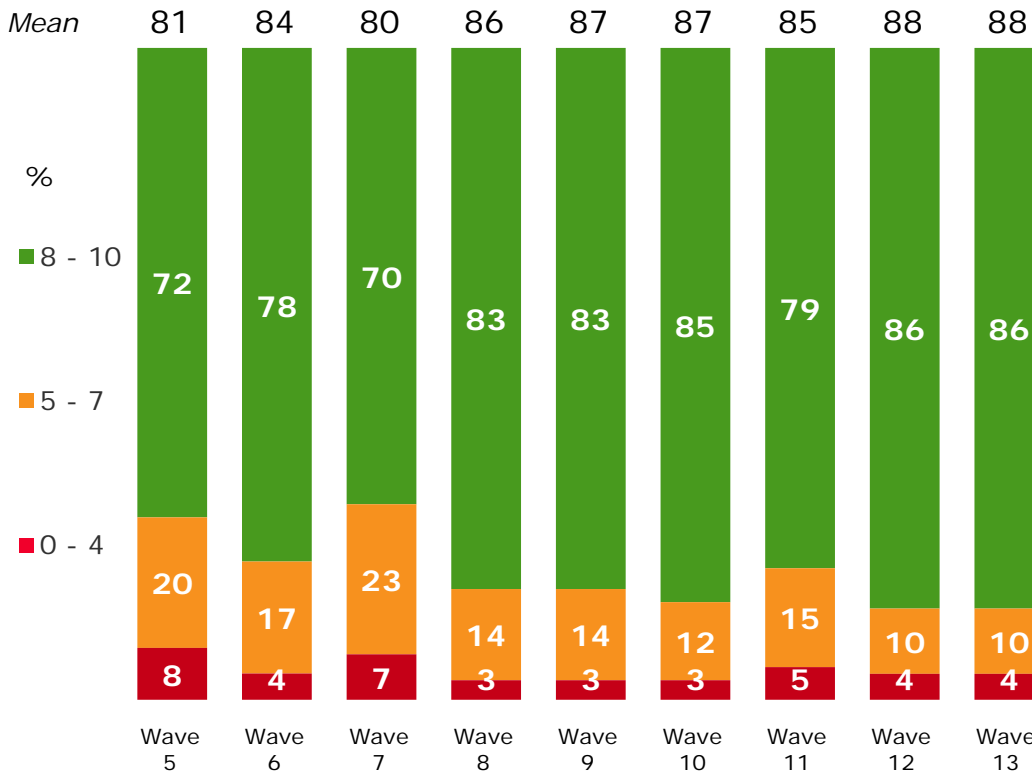


QD2a. How satisfied are you with the working condition and general maintenance of the docking stations overall? Base (All members): W13: 2641

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; W13: 412

Satisfaction with the ease of using the membership key has remained the same at 88. Of those dissatisfied, the main reason is reliability of keys.

### Satisfaction with ease of using membership key

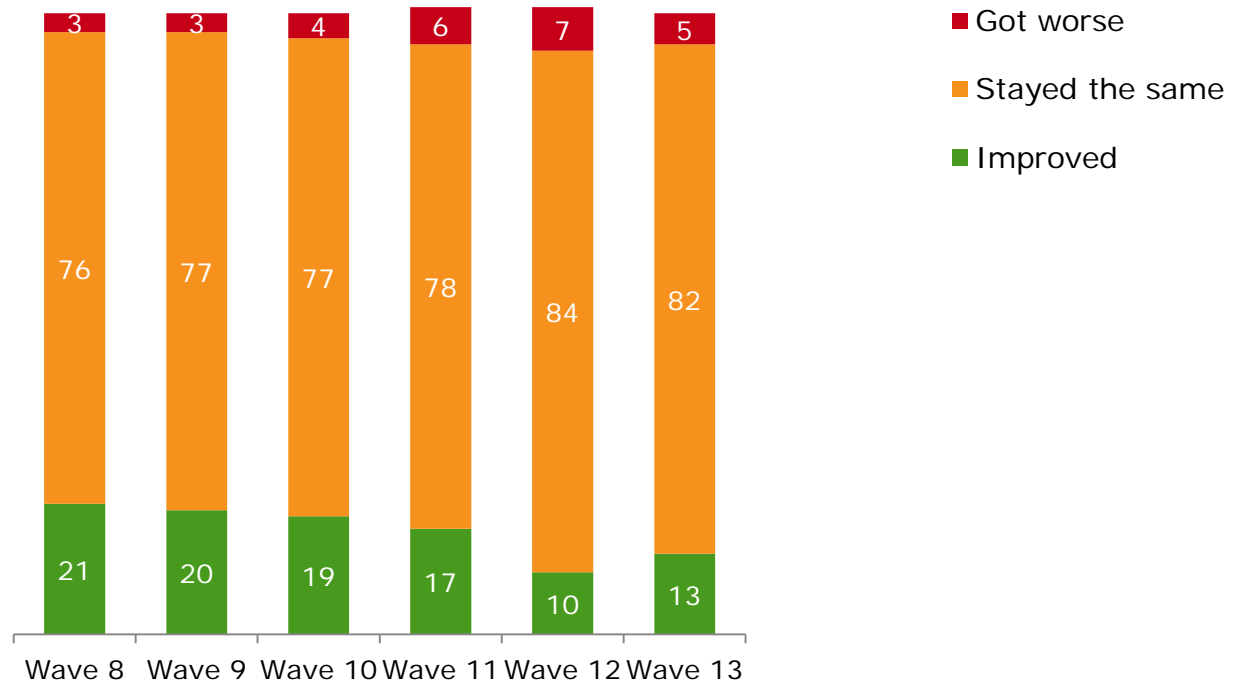


Score 6 or less

There is a small increase in those who stated that there have been improvements in their membership key working at a docking point.

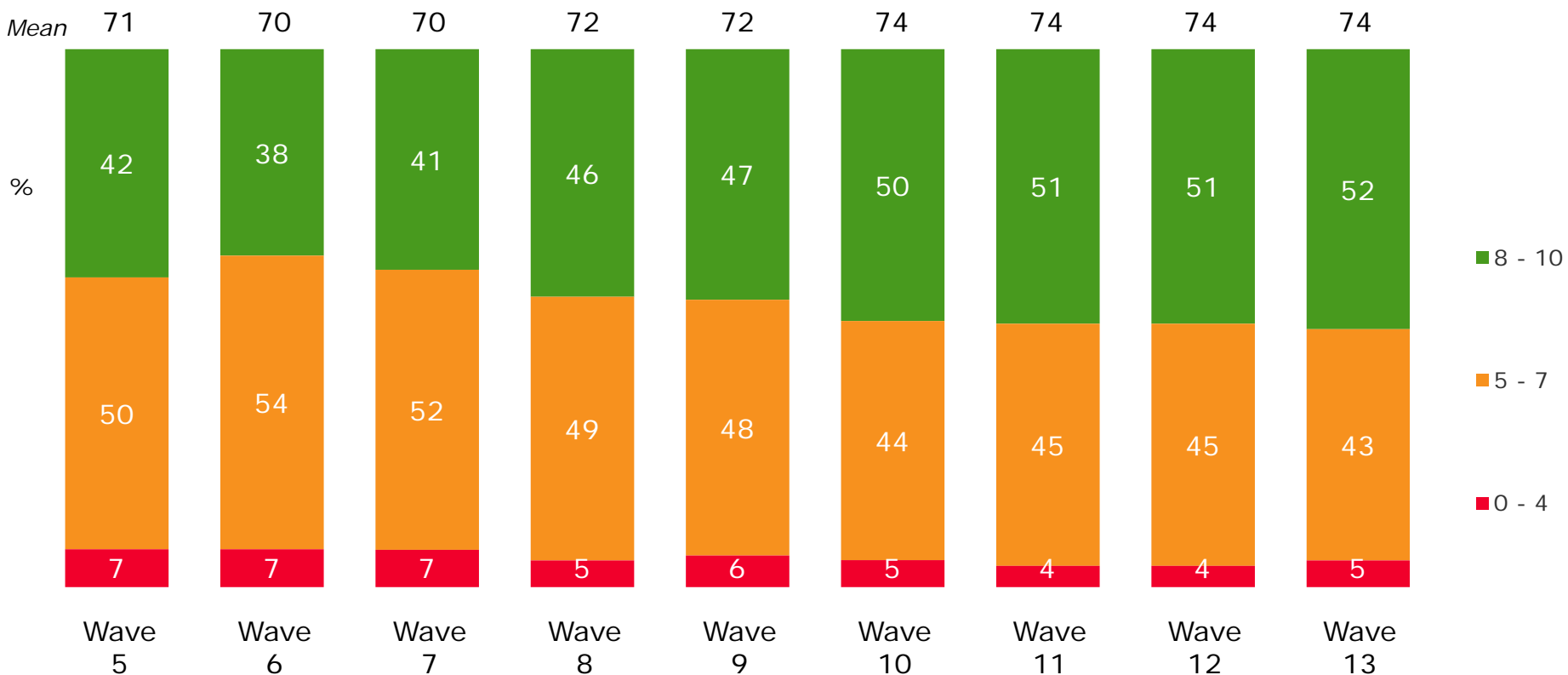
### Your membership key working at a docking point

%



Satisfaction with the bikes has remained stable since wave 10.

### Satisfaction with the bicycles

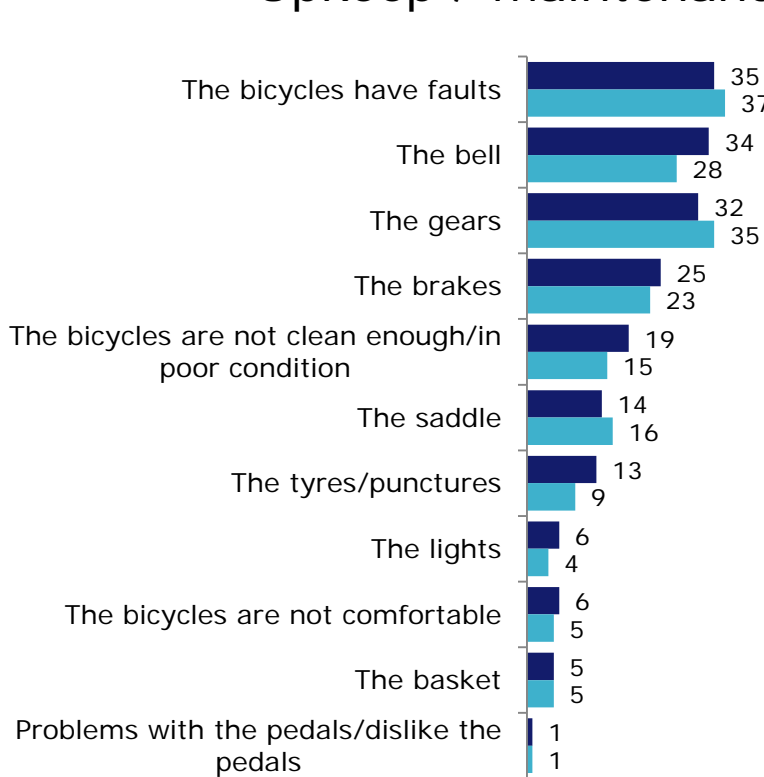


QE1 In general, how satisfied are you with the bicycles you have hired through Santander Cycles?

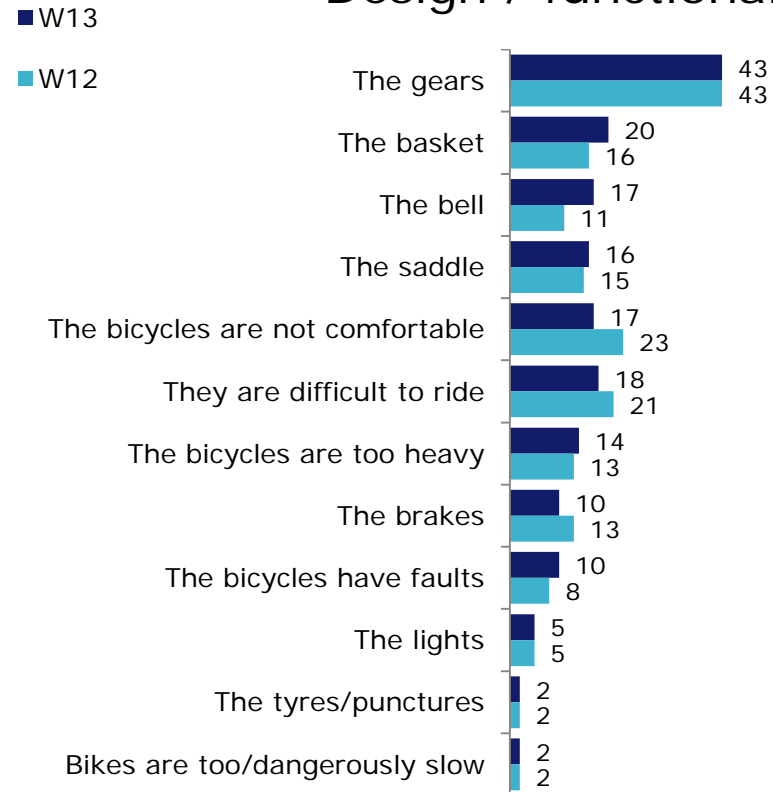
Base (All members): W13: 2641

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

## Upkeep / maintenance



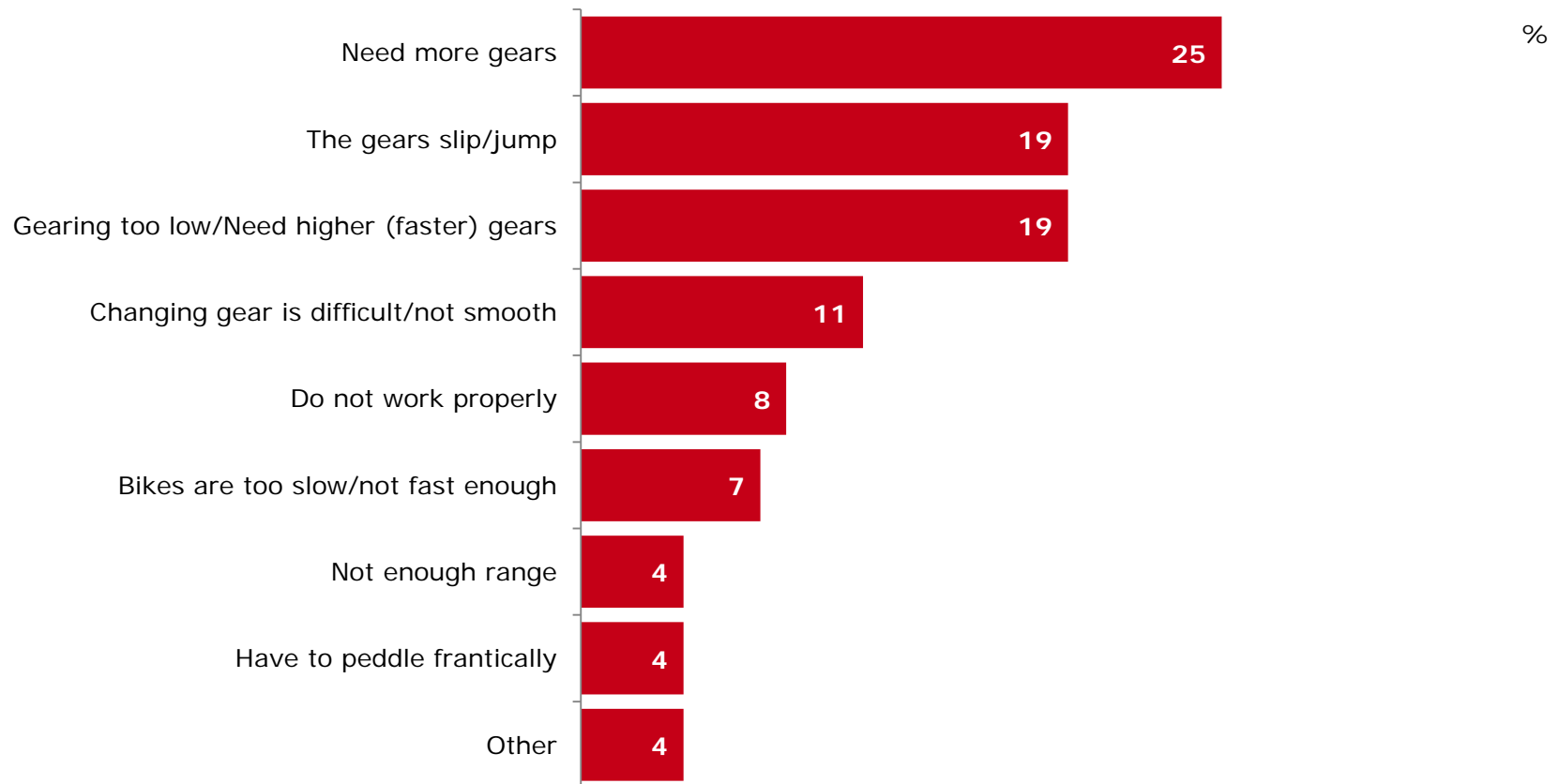
## Design / functionality



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

Base (All not satisfied with the bicycles- 0-6): W12: 510, W13: 561

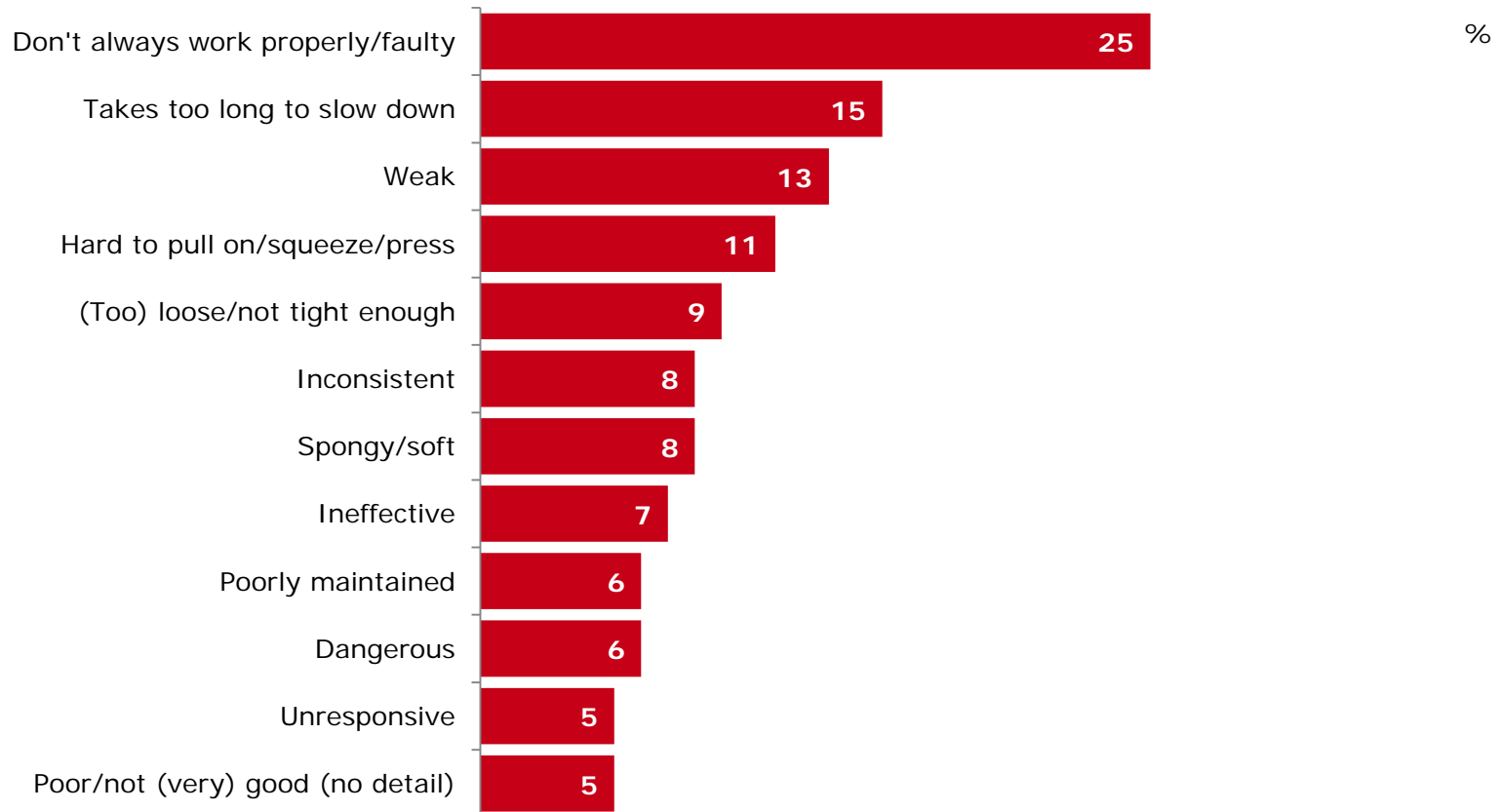
For those who were dissatisfied with the gears (36%), the main reasons were not enough gears and/or gears slipping/ jumping, especially if you want to travel faster.



QE2b. What was it about the gears that made you dissatisfied?  
Base (All who are not satisfied with gears on the bicycles at QE2): W13: 951



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.



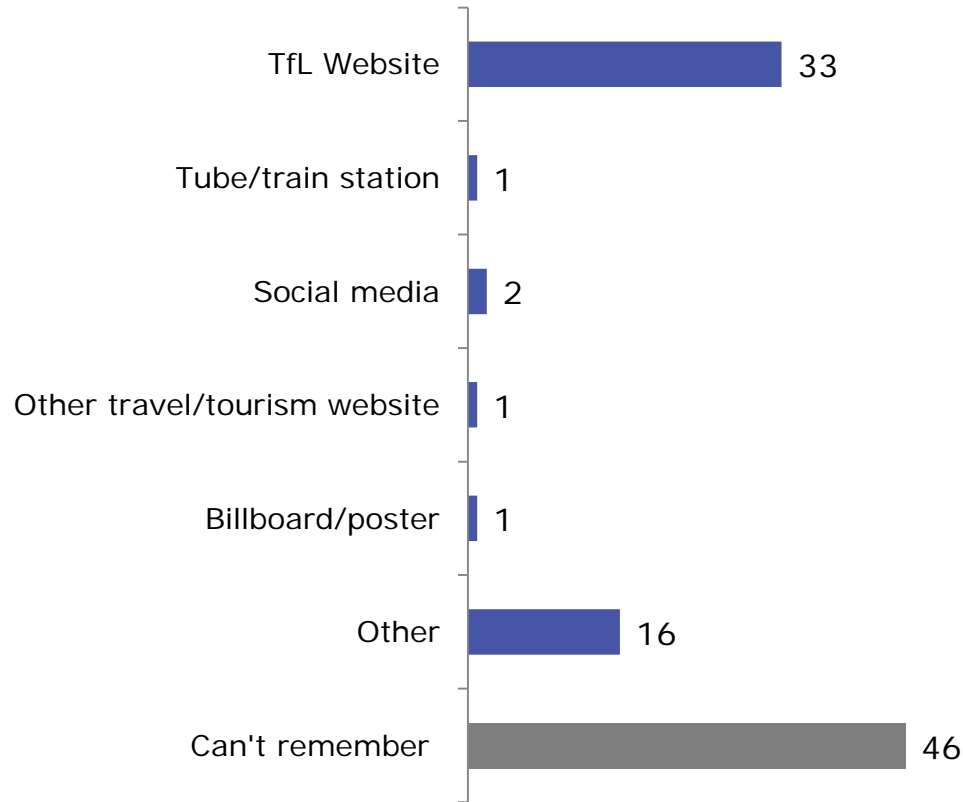
QE2a. What was it about the brakes that made you dissatisfied?  
Base (All who are not satisfied with brakes on the bicycles at QE2): W13: 428

# 7

## Customer experience: Santander Cycles mobile app

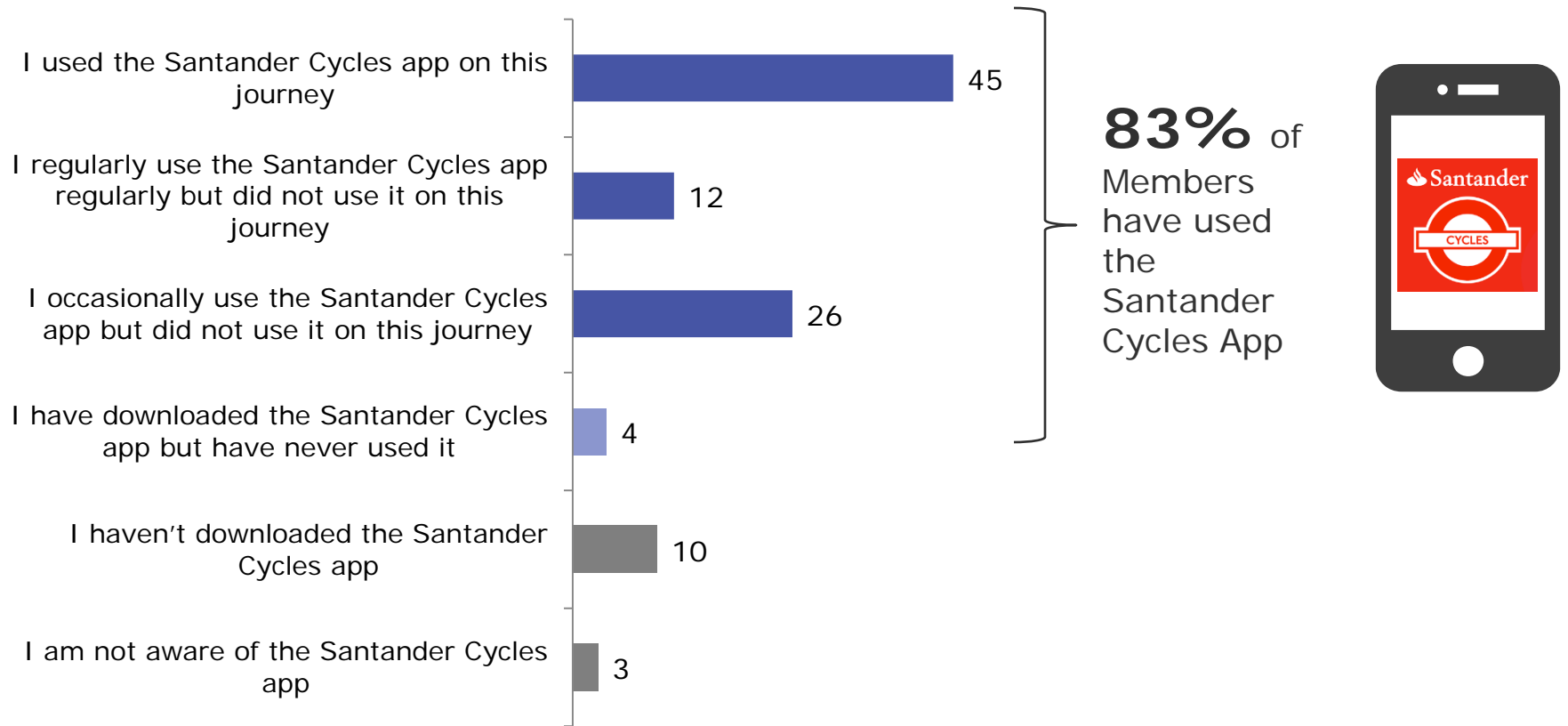


Most found out about the app through the TfL website but nearly half can't remember.



QH21. How did you first find out about the Santander Cycles mobile app?  
Base: Those aware of the Santander Cycles mobile app: 2567

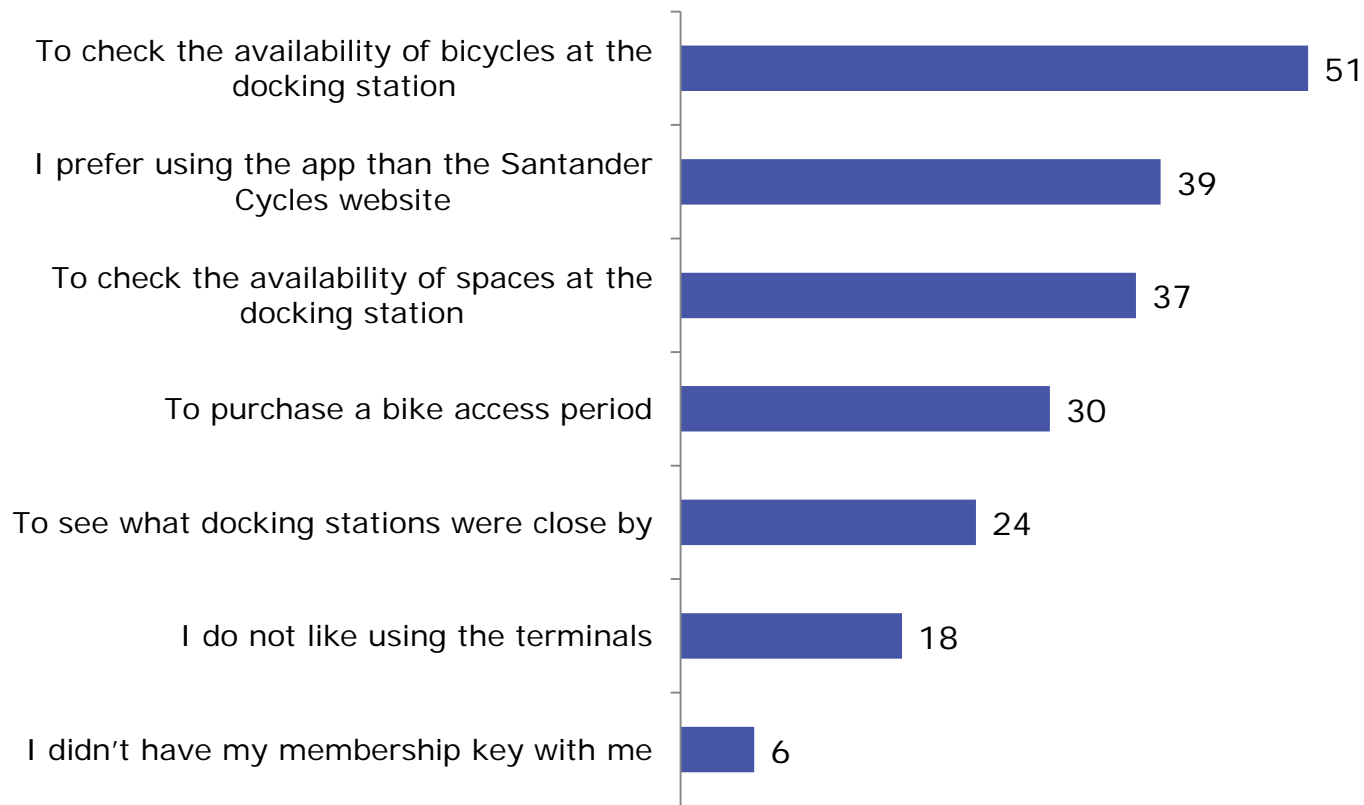
Over one in four members used the app on this journey, with more than eight in ten having ever used the app.



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

Base: All respondents: W13: 2641

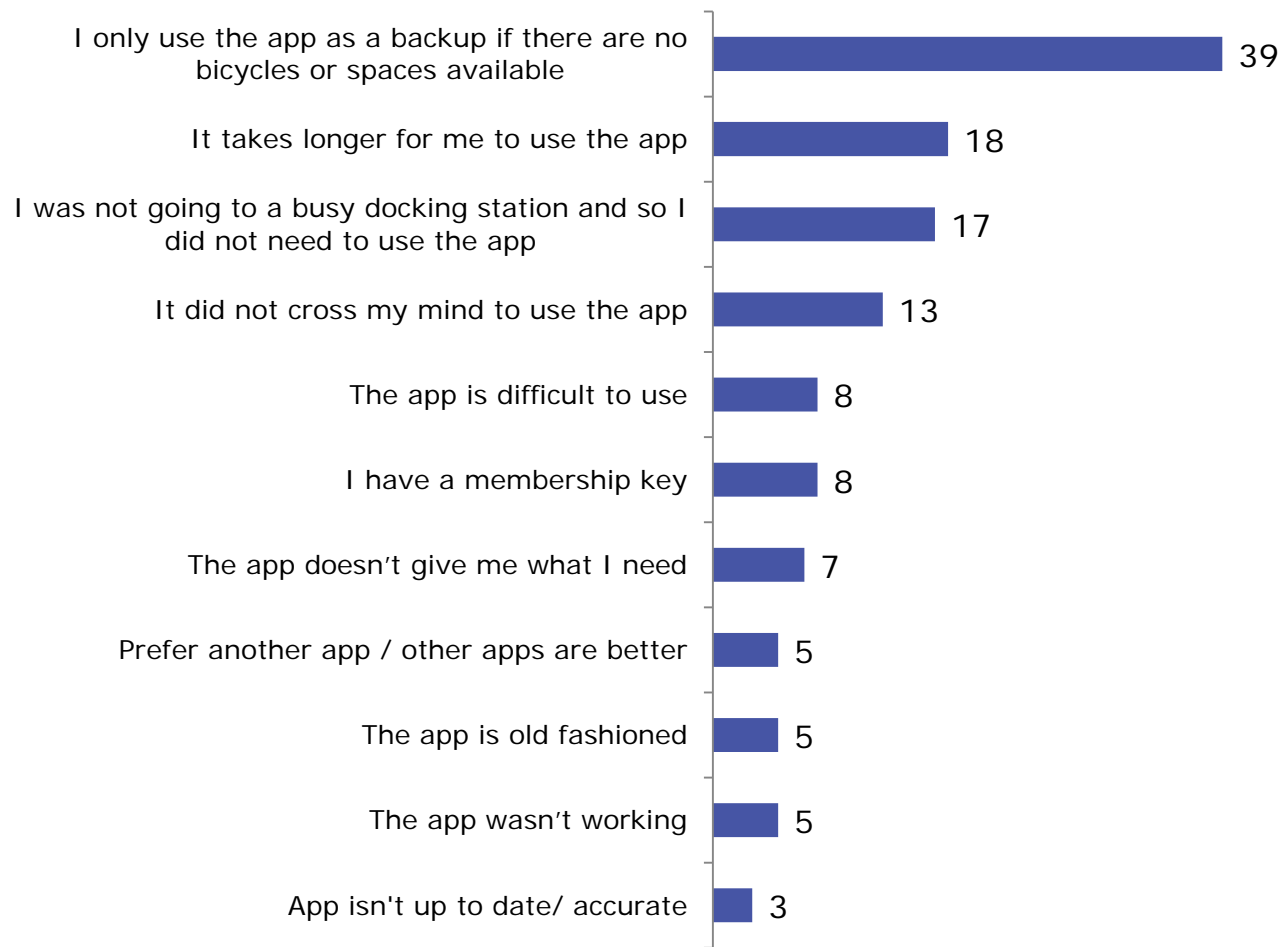
Of those who used the Santander Cycles app on the latest journey, around half used it to check bike availability and nearly four in ten prefer using the app than the website.



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

Base: Those who used Santander Cycles app on this journey: 1190

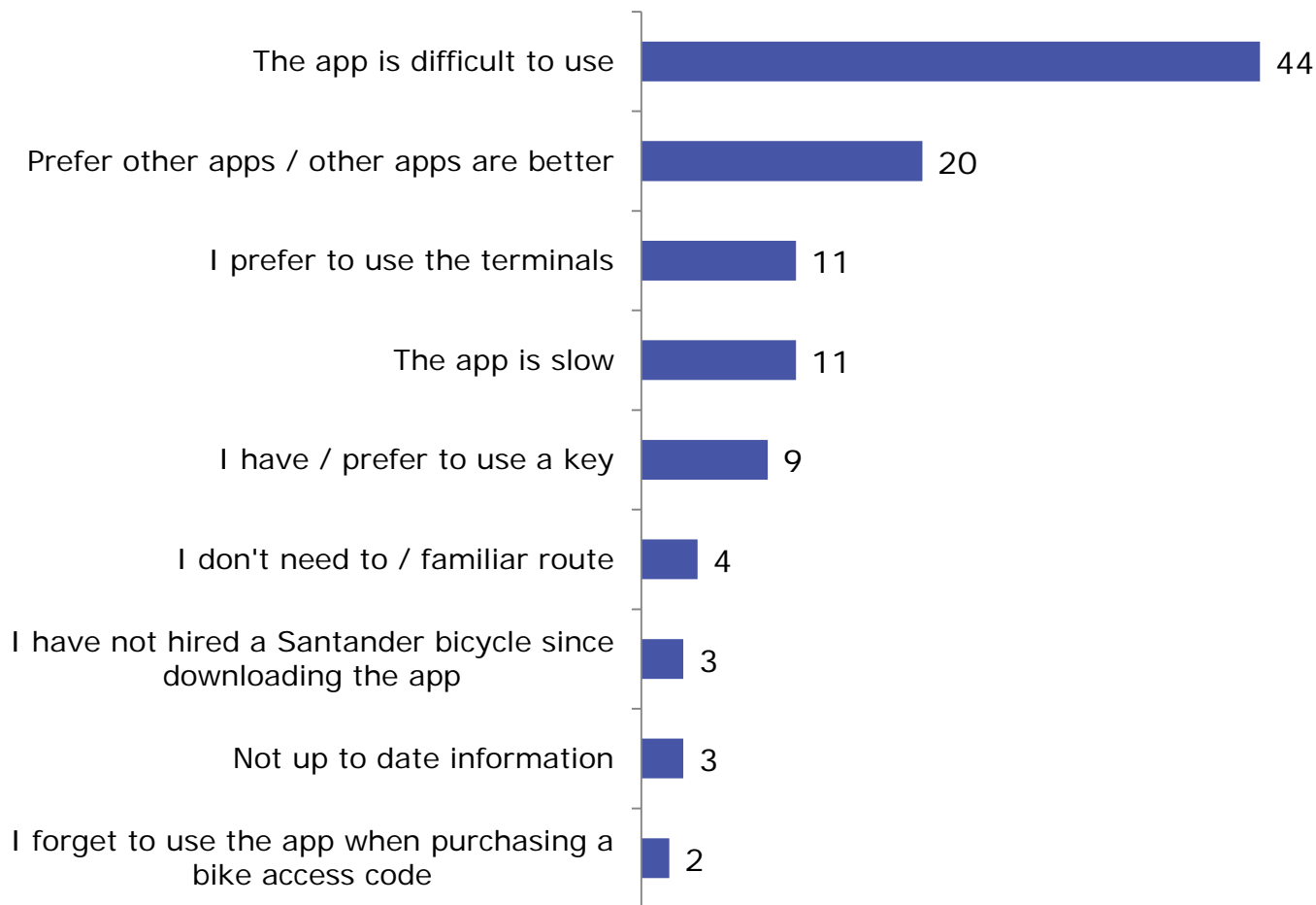
Of those who have the Santander Cycles app but did not use it on their latest journey, four in ten use it as a backup if spaces or bicycles are unavailable.



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: 992

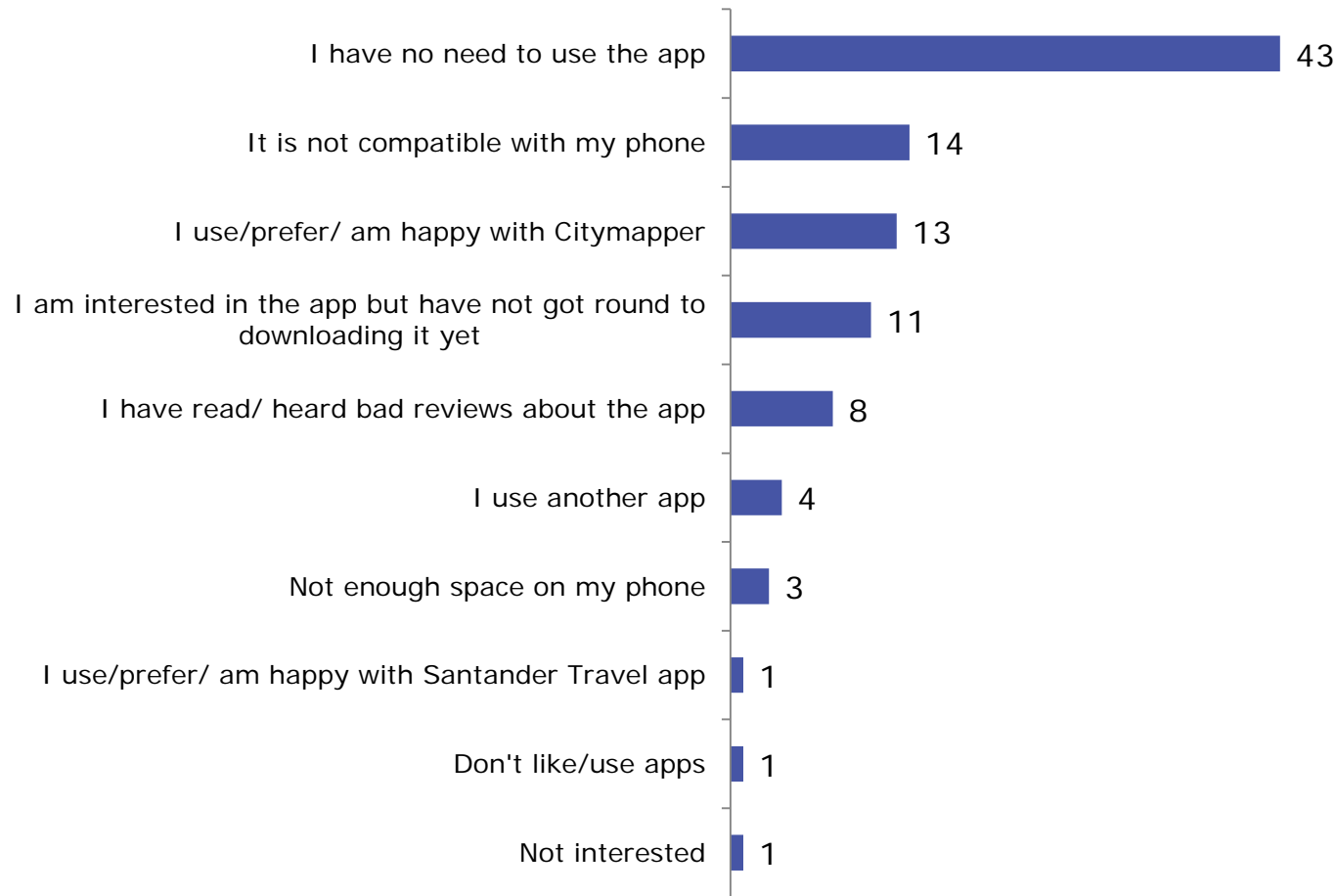
Of those who have downloaded the Santander Cycles app and have not used it yet, the main reasons for not using it are that it is difficult to use or that they prefer other apps.



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

Base: Those who have not used but have downloaded the Santander Cycles app: 114

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

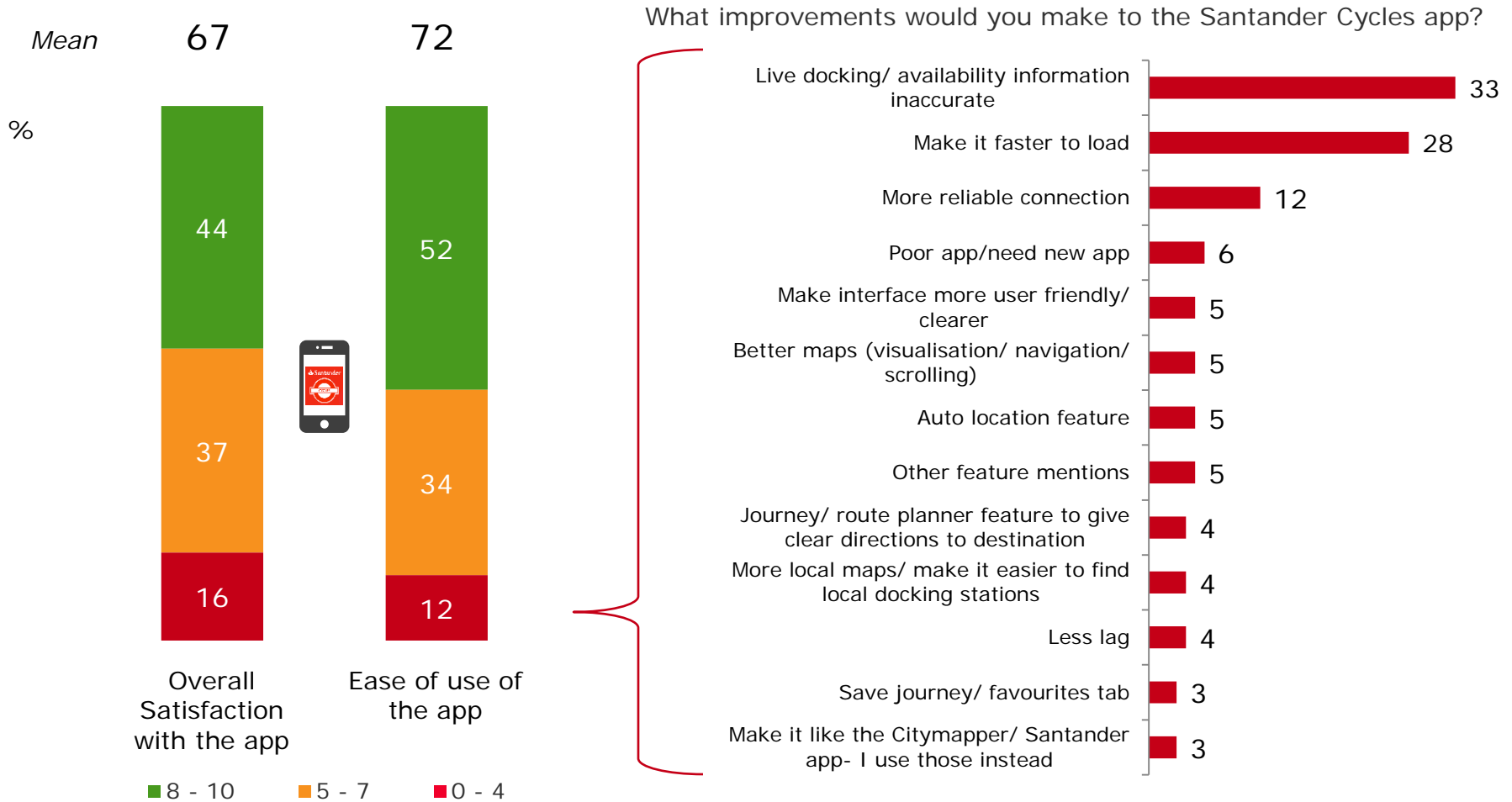


QH17. And why have you not downloaded the Santander Cycles app?

Base: Those who have not downloaded the Santander Cycles app: 271



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



Users who have not previously used the app have more of a positive perception of overall satisfaction, ease of using the membership key and service received from the contact centre.



Have used the App before	Never used the App	Diff. Used-Not used	
74	76	-2	<b>Overall satisfaction</b>
80	79	1	<b>Satisfaction with latest trip</b>
83	83	0	<b>Likelihood to recommend</b>
79	77	2	Maps at terminals
70	68	2	Information panels/ print outs/ screens/ease of using the Terminals
74	74	0	Actual bicycles
79	78	1	Working condition/maintenance of the docking stations
62	60	2	Availability of bicycles at docking stations
59	59	0	Availability of spaces at docking stations
87	90	-3	Ease of using the membership key to access a bicycle
75	79	-4	Service received from the contact centre
75	73	2	Website - ease of logging in and checking account info
74	74	0	Website - ease of understanding information
71	68	3	Website - ease of finding information
76	77	-1	Information on how Santander Cycles works
80	81	-1	The process of registering as a member*
77	78	-1	Value for money

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

Base W13: members who used the app before 2182; members who have never used the app 385

\*Caution: Low base – The process of registering as a member W13: members who used the app before 85; members who have never used the app 11

Those using the Santander Cycle app on this journey were less satisfied with the journey where they used it than those who didn't. This is likely 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	
74	75	-1	<b>Overall satisfaction</b>
78	81	-3	<b>Satisfaction with latest trip</b>
82	84	-2	<b>Likelihood to recommend</b>
79	78	1	Maps at terminals
71	69	2	Information panels/ print outs/ screens/ease of using the Terminals
74	74	0	Actual bicycles
78	79	-1	Working condition/maintenance of the docking stations
62	61	1	Availability of bicycles at docking stations
60	58	2	Availability of spaces at docking stations
83	90	-7	Ease of using the membership key to access a bicycle
72	78	-6	Service received from the contact centre
75	74	1	Website - ease of logging in and checking account info
74	74	0	Website - ease of understanding information
71	70	1	Website - ease of finding information
76	77	-1	Information on how Santander Cycles works
80	80	0	The process of registering as a member*
76	78	-2	Value for money

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

Base W13: members who used the app on THIS journey 1190; members who did not use the app on THIS journey 1377.

\*Caution: Low base – The process of registering as a member W13: members who used the app on this journey 60; members did not use the app on this journey 36

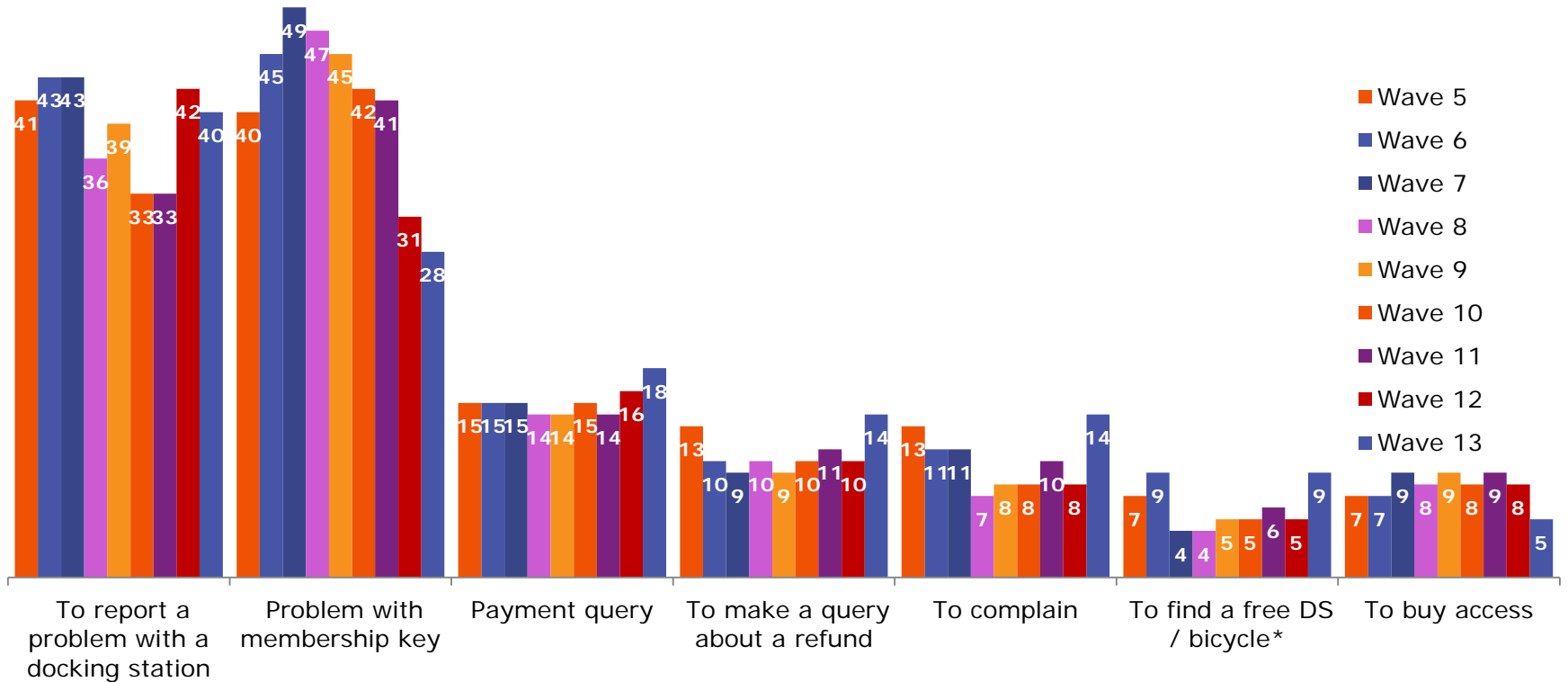
# 8

## Communication with Santander Cycles



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

%

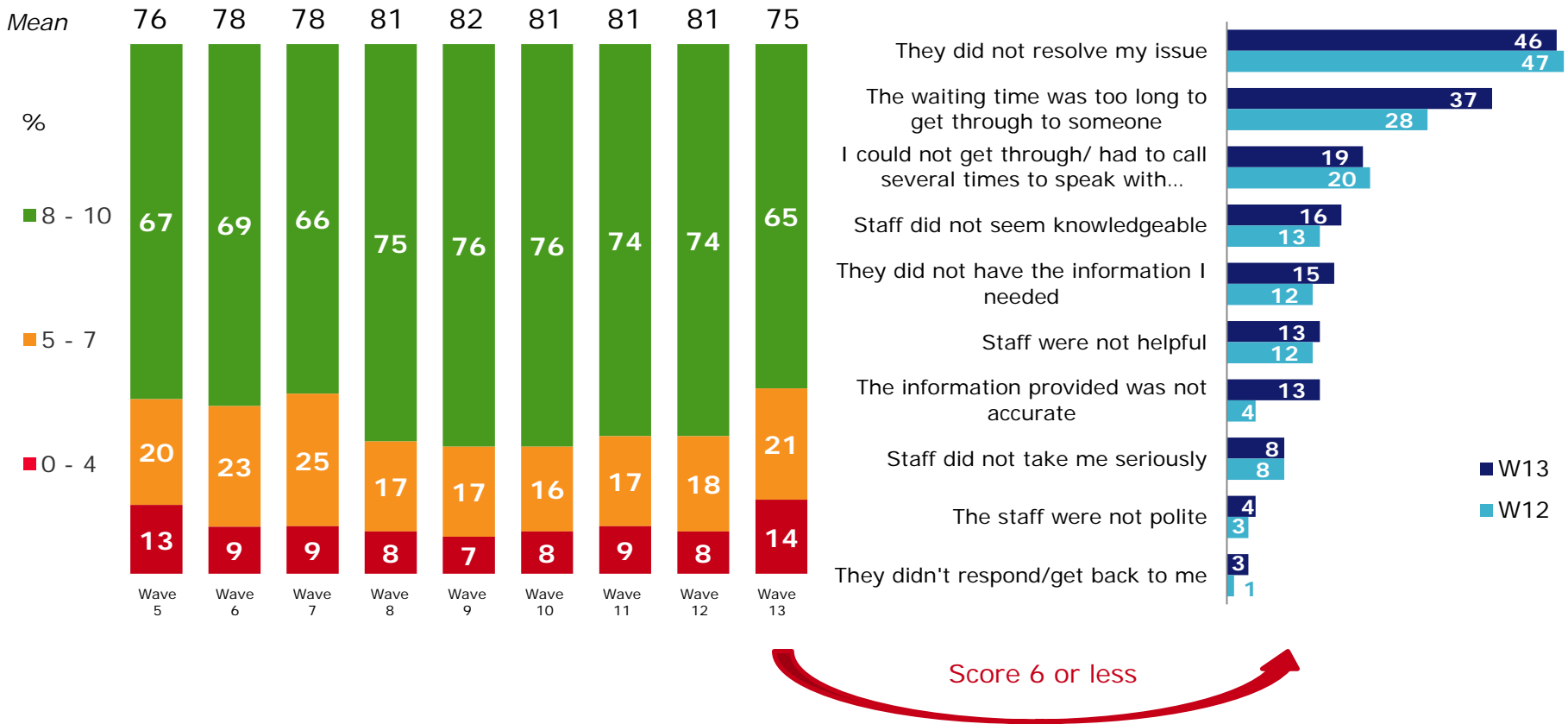


(Mentions above 5% at wave 13)

QG2.Thinking about the last time you contacted the centre, what was the reason or reasons? Base (all who have contacted the contact centre) W13: 814

Satisfaction with the contact centre has decreased since last wave. Of those who are dissatisfied, failing to resolve an issue and long waiting times are the main complaints, with the latter increasing upon the previous wave.

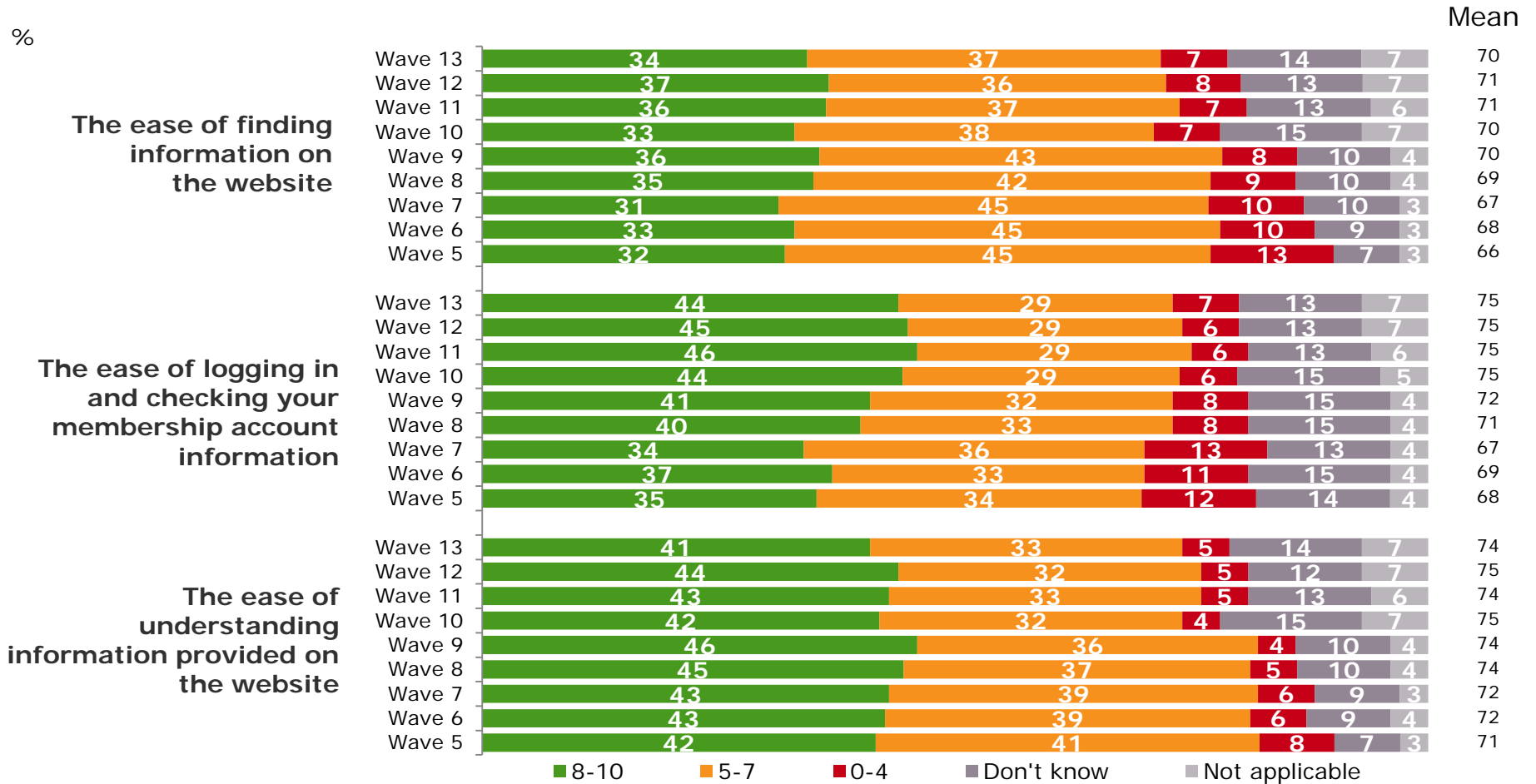
### Satisfaction with the contact centre



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) W13: 814  
 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): W13: 192



# 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): W13: 2641



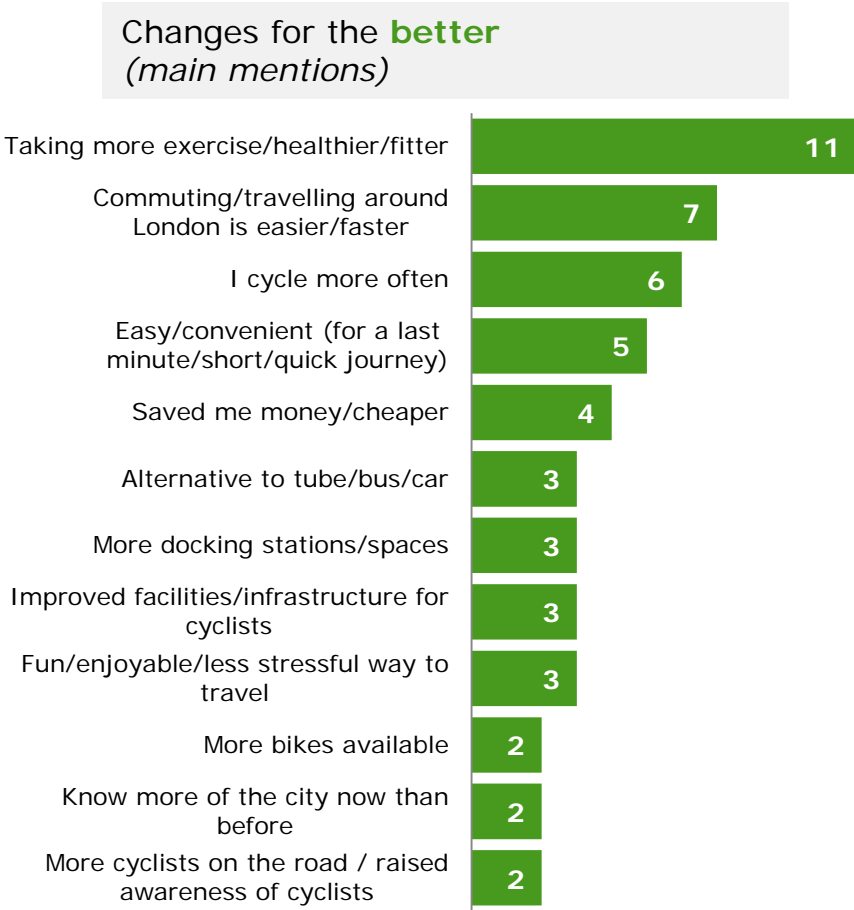
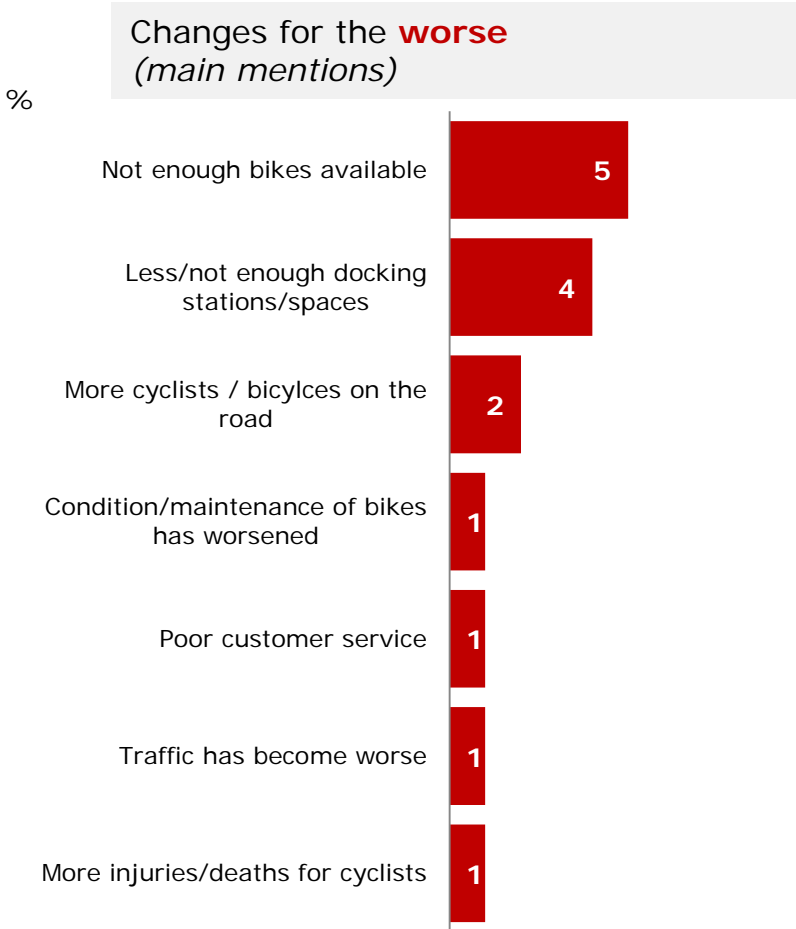
# 9

## Attitudes and behaviour





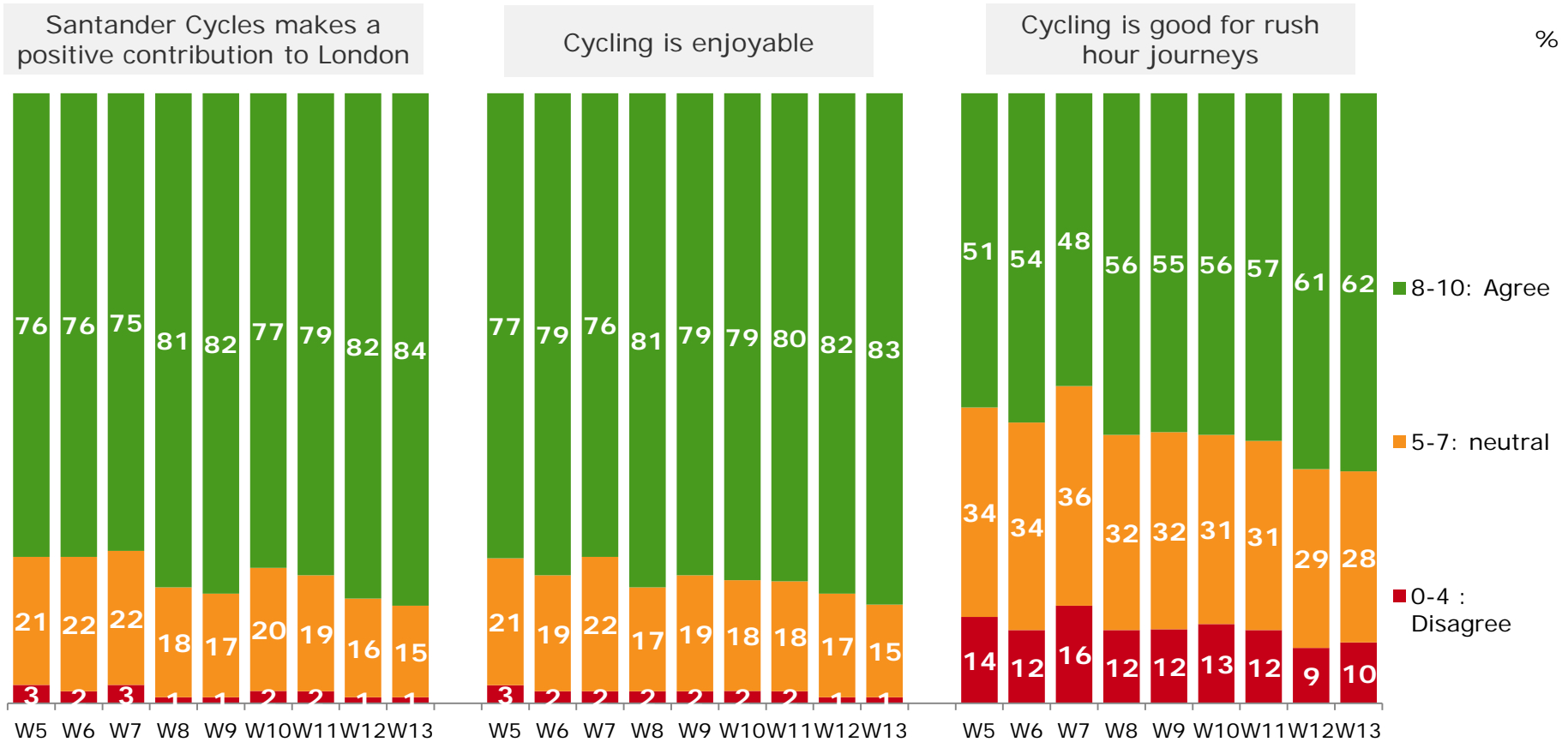
'Not enough bikes available' is the main change for the worse. 'Health benefits', 'ease and speed of travel' and 'frequency of cycling' are the changes for the better.



QH12. What would you say has changed for better or worse since you've become a Santander Cycles member? Base (All members): 2641



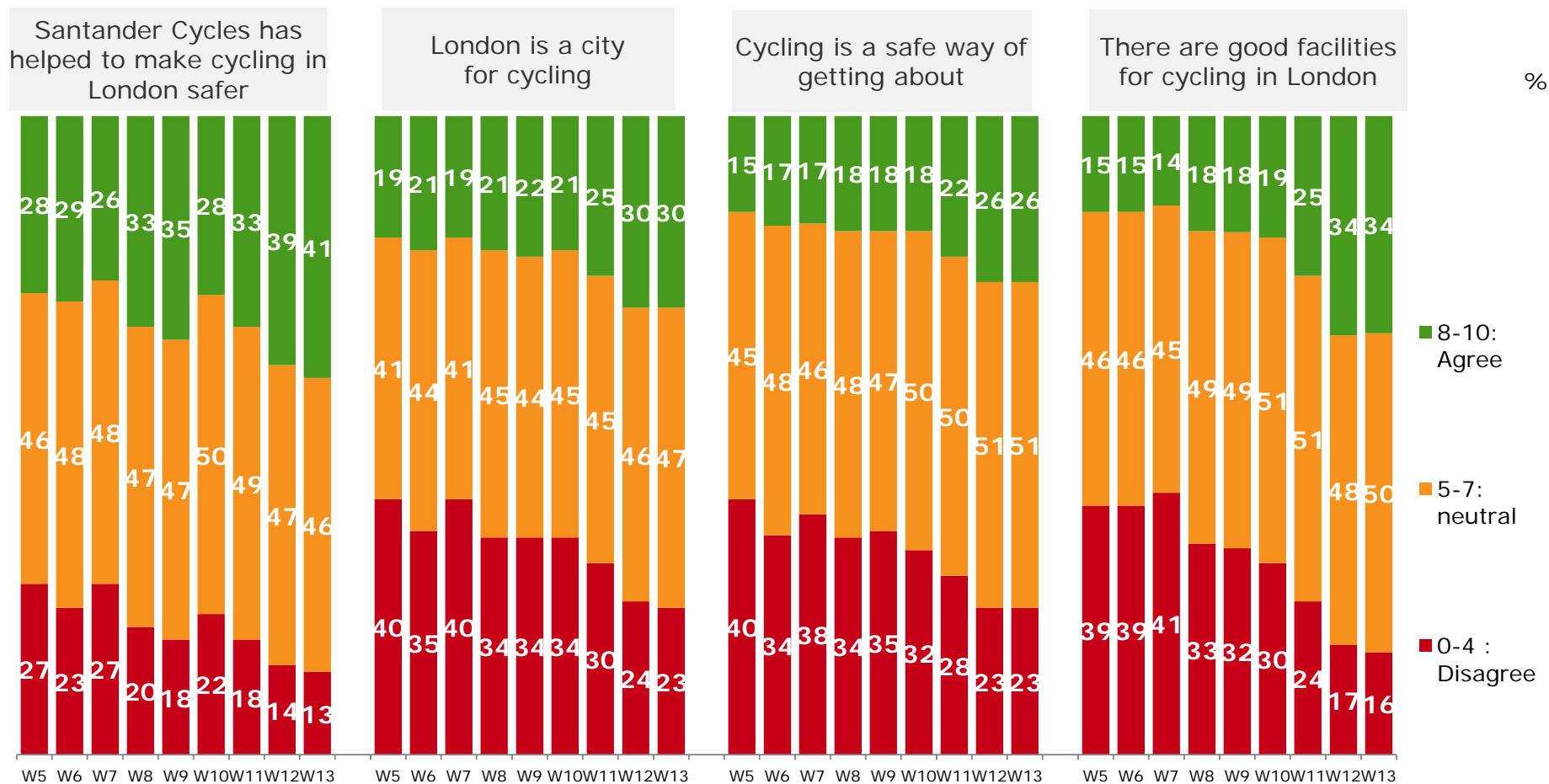
Over 80% agree that *Santander Cycles* making a positive contribution to London and cycling is enjoyable. Cycling being good for rush hour journeys has remained relatively stable (62% now agreeing, up from 61%).



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

Base (All members): W13: 2641

*Santander Cycles helping to make cycling in London safer* has seen an increase in agreement (41%, up from 39%), whereas attitudes to *London being a city for cycling, good facilities for cycling in London and cycling being a safe way of getting about* have all stayed the same.

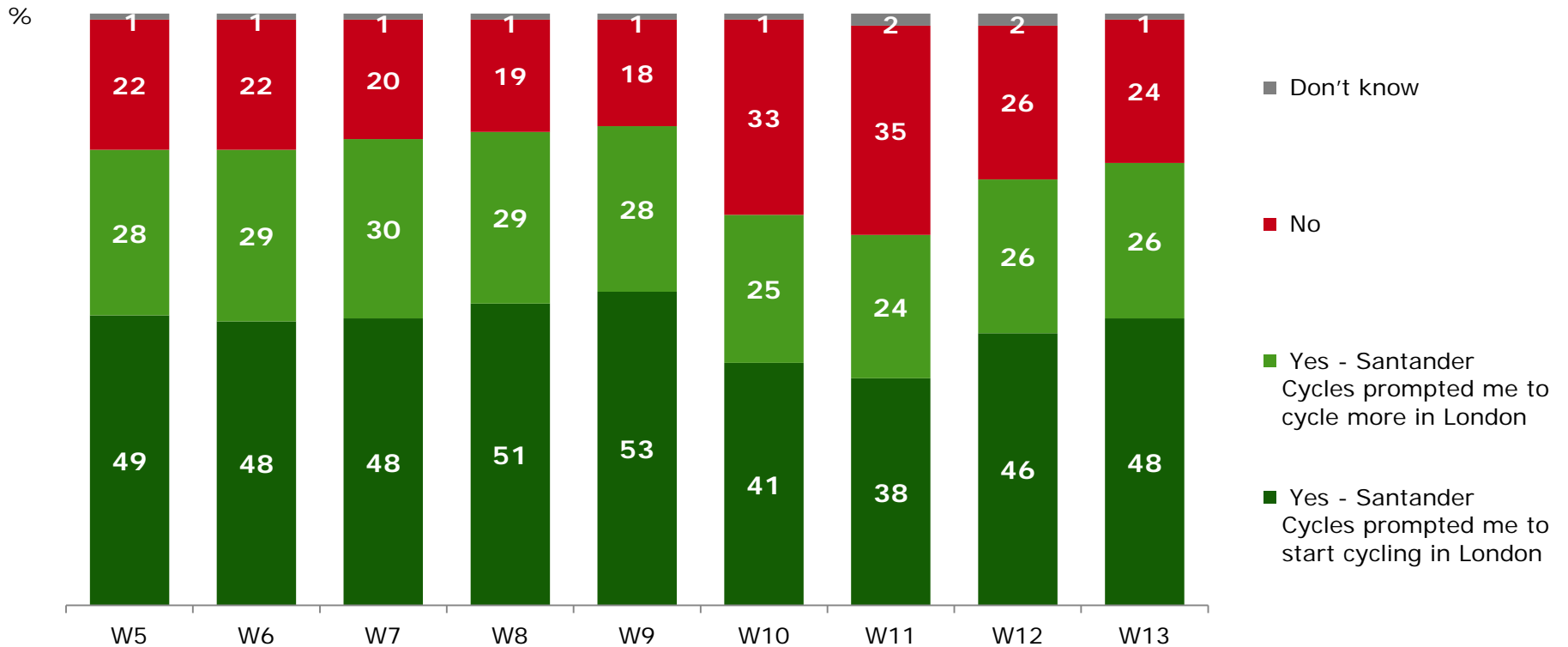


QH6.To what extent do you agree or disagree with the following statements about cycling in general ...?

Base (All members): W13: 2641



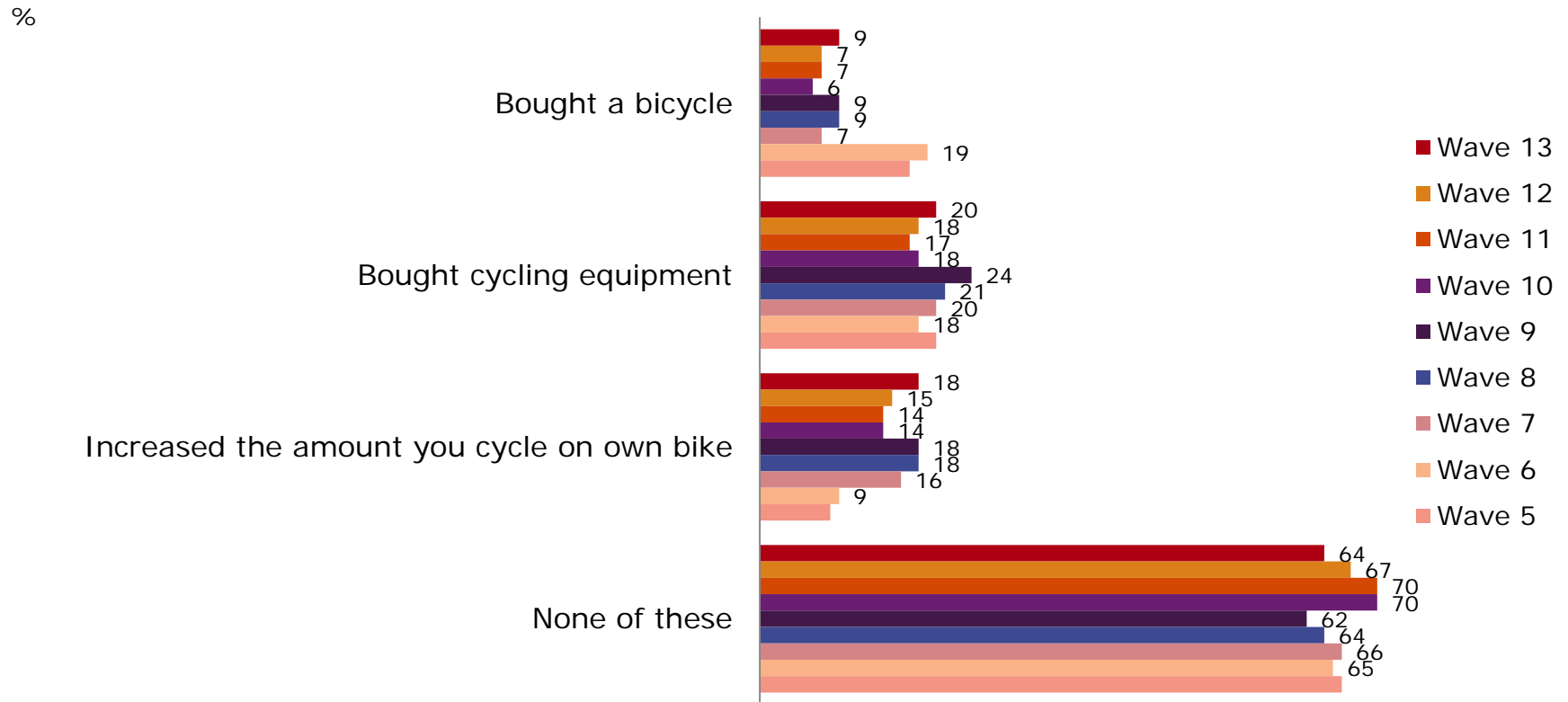
Scores remain fairly stable in comparison to wave 12, with slightly more members agreeing that Santander Cycles prompted them to start cycling.



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

Base (All members): W13: 2641

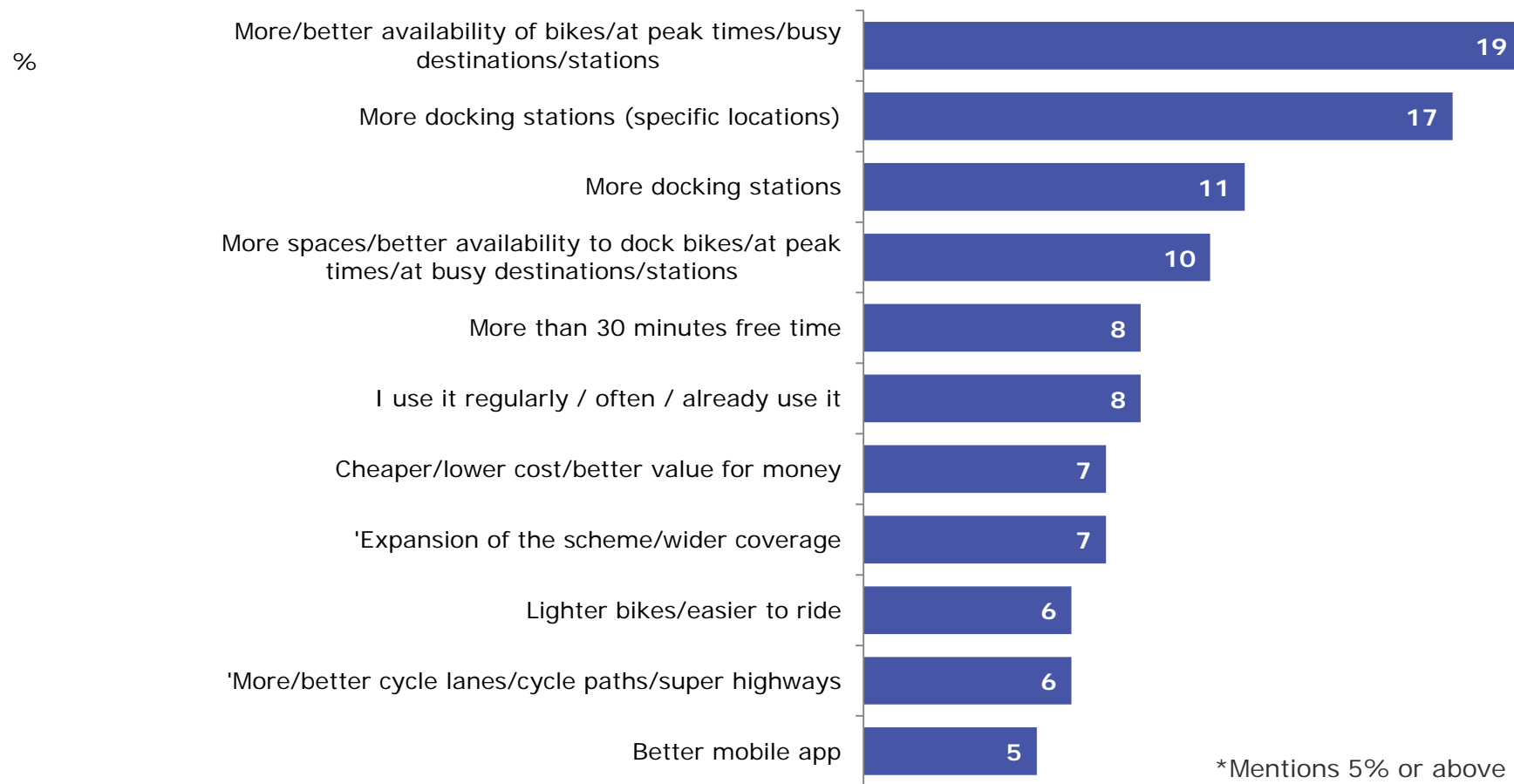
More members claim that Santander Cycles has prompted them to either buy a bike, buy cycling equipment and/or cycle more on their own bike than in wave 12.



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

Base (All members): W13: 2641

The main reasons encouraging members to use the scheme more are more bike and space availability at peak times as well as more docking stations in specific locations.



QH6b.What would encourage you to use Santander Cycles more?

Base (All members): W13: 2641

# 10

## Appendix – method & background



# Methodology and approach in Wave 13.

2641 interviews completed online  
(+ extra 244 for re-fielding of questions  
QC2, QC3 and QH6a)

Main: 13 July – 14 August 2017  
Extra fieldwork: 12 – 21 September 2017

33,860 invites sent - response rate of  
13%: 2641 completes, 1608 incompletes,  
62 screened out/stopped for any other  
reason

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





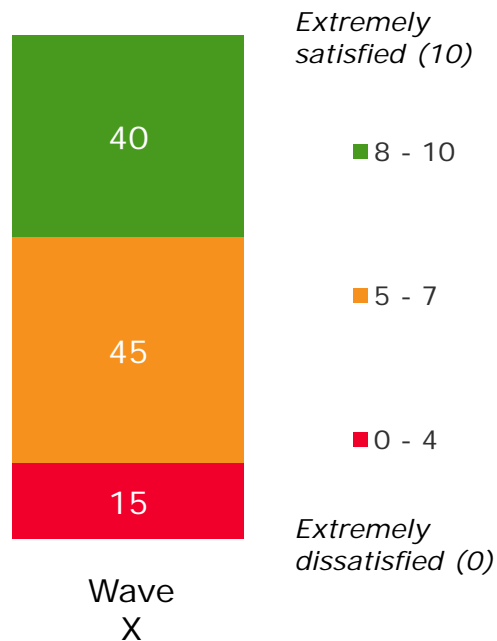
# How we report satisfaction

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



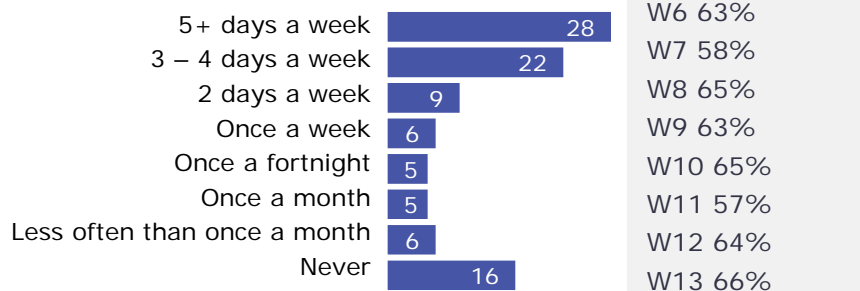
# Key satisfaction measures by membership type

<i>Mean satisfaction scores</i>	Annual	24 hour
Recommendation	82	83
Satisfaction with information provision	77	76
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	85
Satisfaction with the terminals	70	70
Satisfaction with value for money of Santander Cycles	79	75
Satisfaction with availability of bicycles	58	66
Satisfaction with availability of spaces	56	62

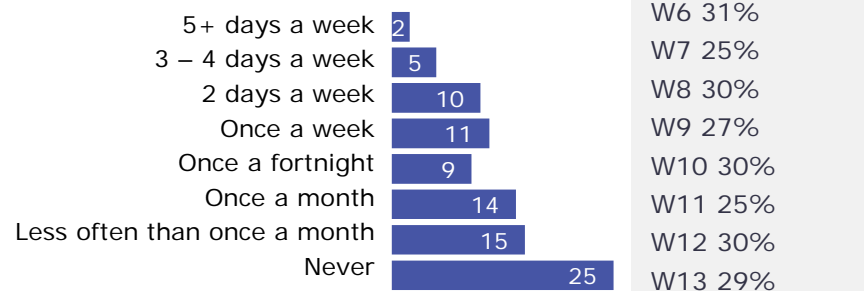
QA2 / QB2 / QD2a / QD3 / QD6 / QF1 / QD1a / QD1b  
 Base (all members): Membership type: Annual 1343; 24 hour 1299

# Usage of Santander Cycles by trip purpose

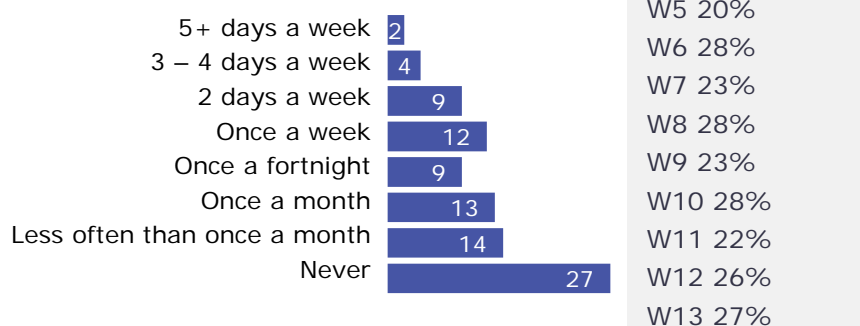
## Commuting to or from work



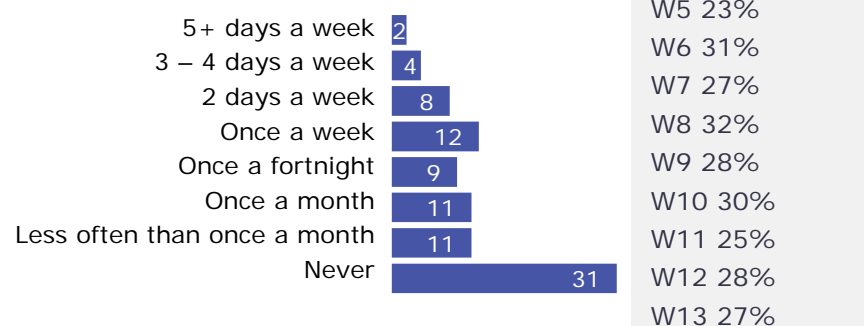
## Leisure



## Socialising



## Personal business

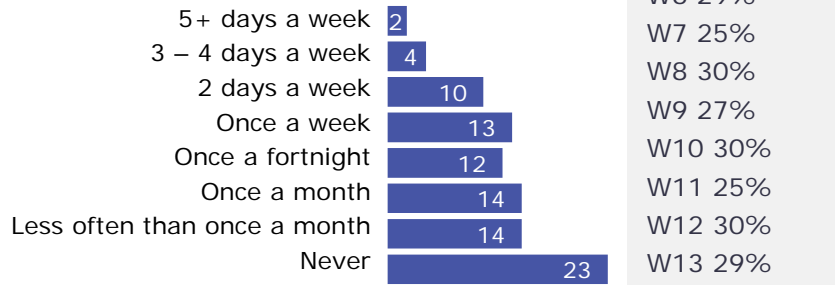


QJ2a.How frequently do you make each of the following type of trips using Santander Cycles?

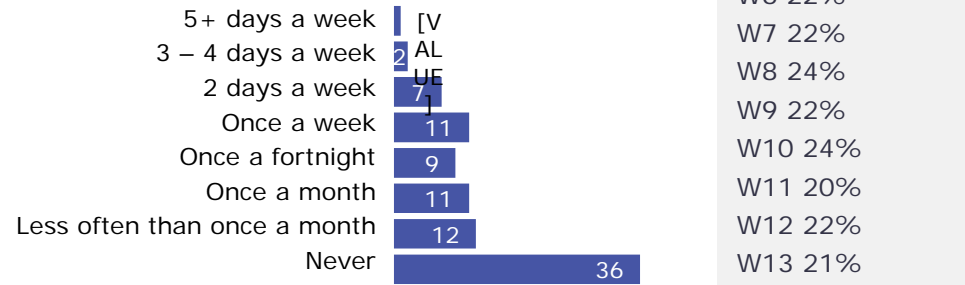
Base (all members): 2641

# Usage of Santander Cycles by trip purpose

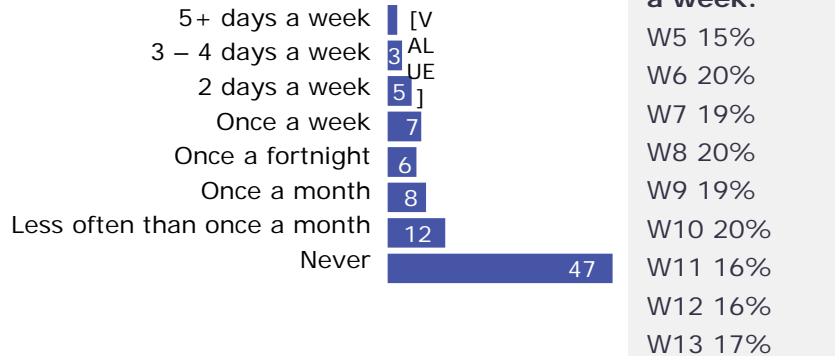
## Visiting/ meeting friends/ relatives



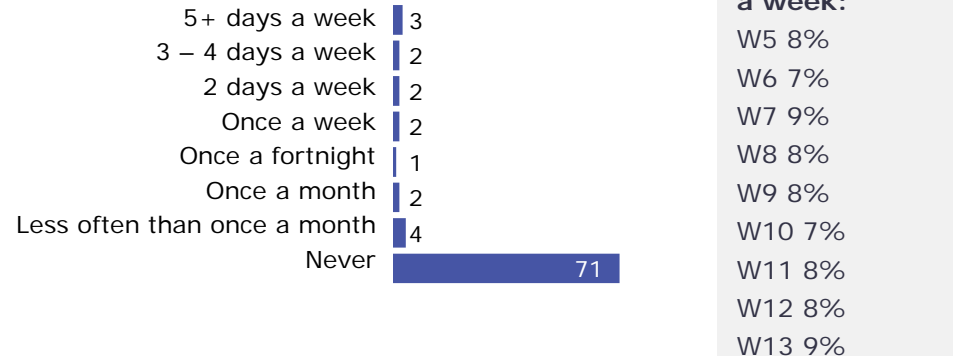
## Shopping



## Employer's business



## Travelling to/ from a place of education

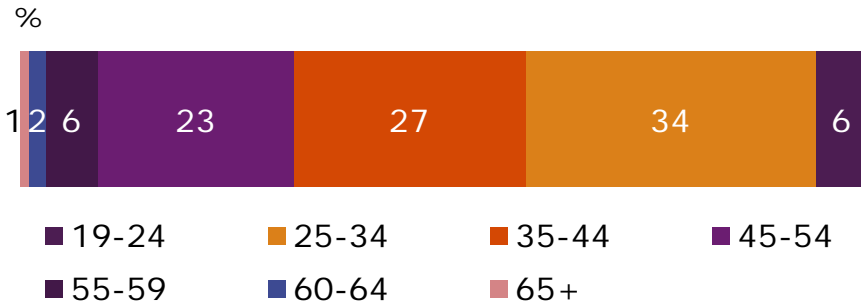


QJ2a.How frequently do you make each of the following type of trips using Santander Cycles?

Base (all members): 2641

# Demographics

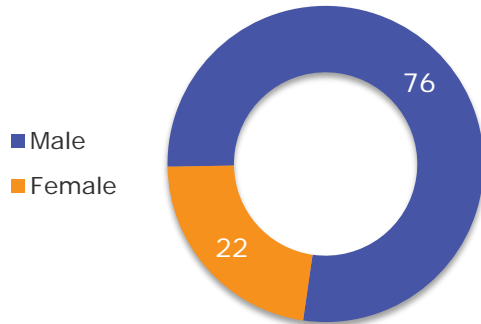
## Age



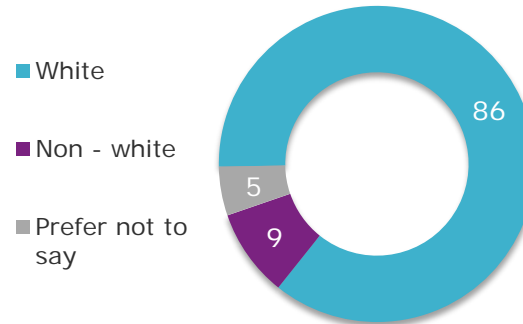
## Residence



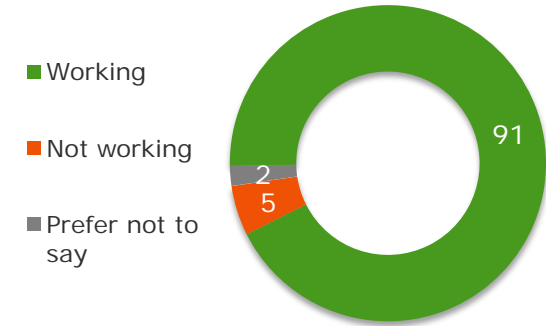
## Gender



## Ethnicity

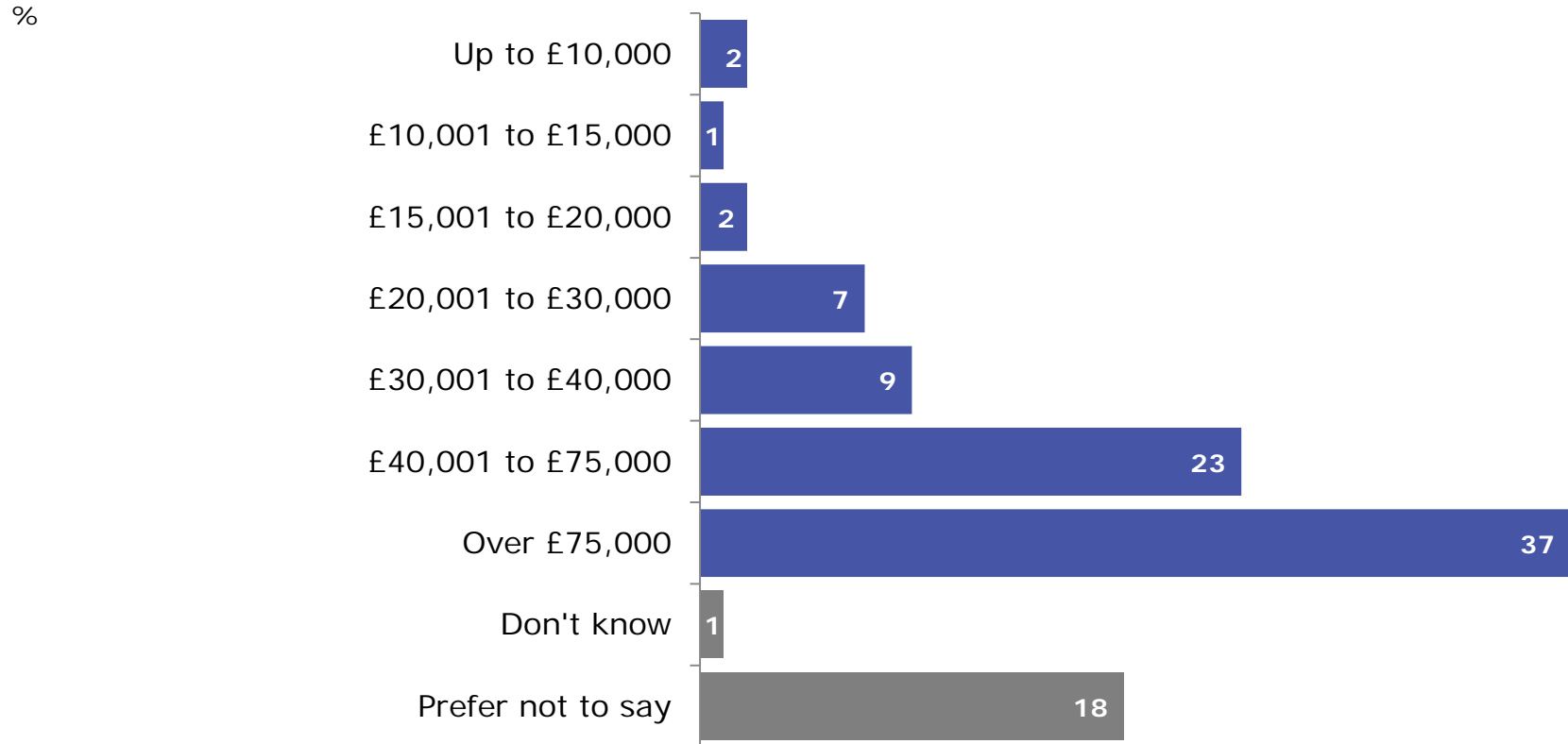


## Working status



QK1 / QK2 / QK3 / QK4 / S2  
Base (all members): 2641

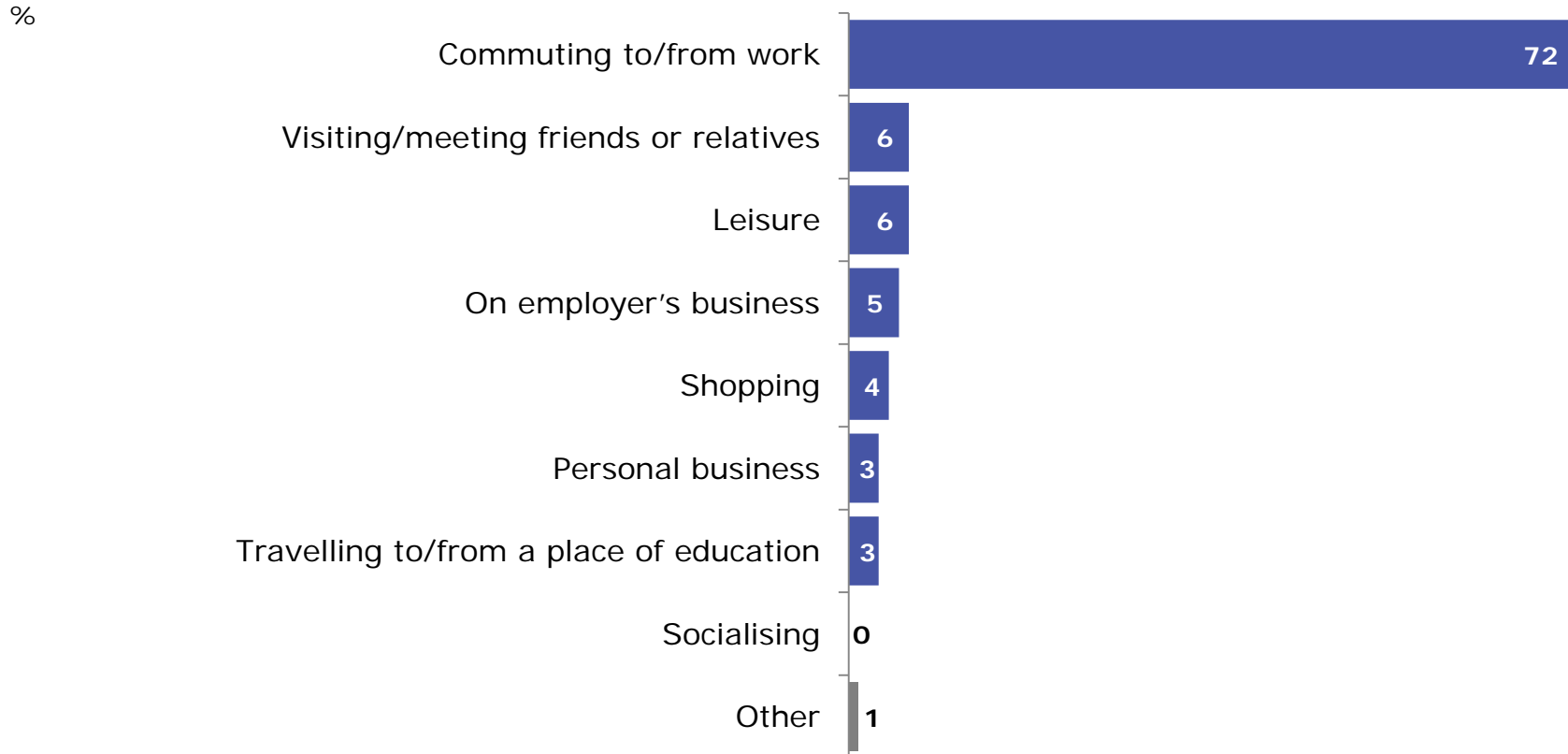
# Household income



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

Base (all members): 2641

# Main purpose for using Santander Cycles



QJ2ab.And which type of trip do you make most frequently using SC?  
Base: 2641