

# Santander Cycles Customer Satisfaction and Usage Survey: Members Only: Wave 11 (Quarter 3 2015/16)



Santander Cycles customer satisfaction and usage survey

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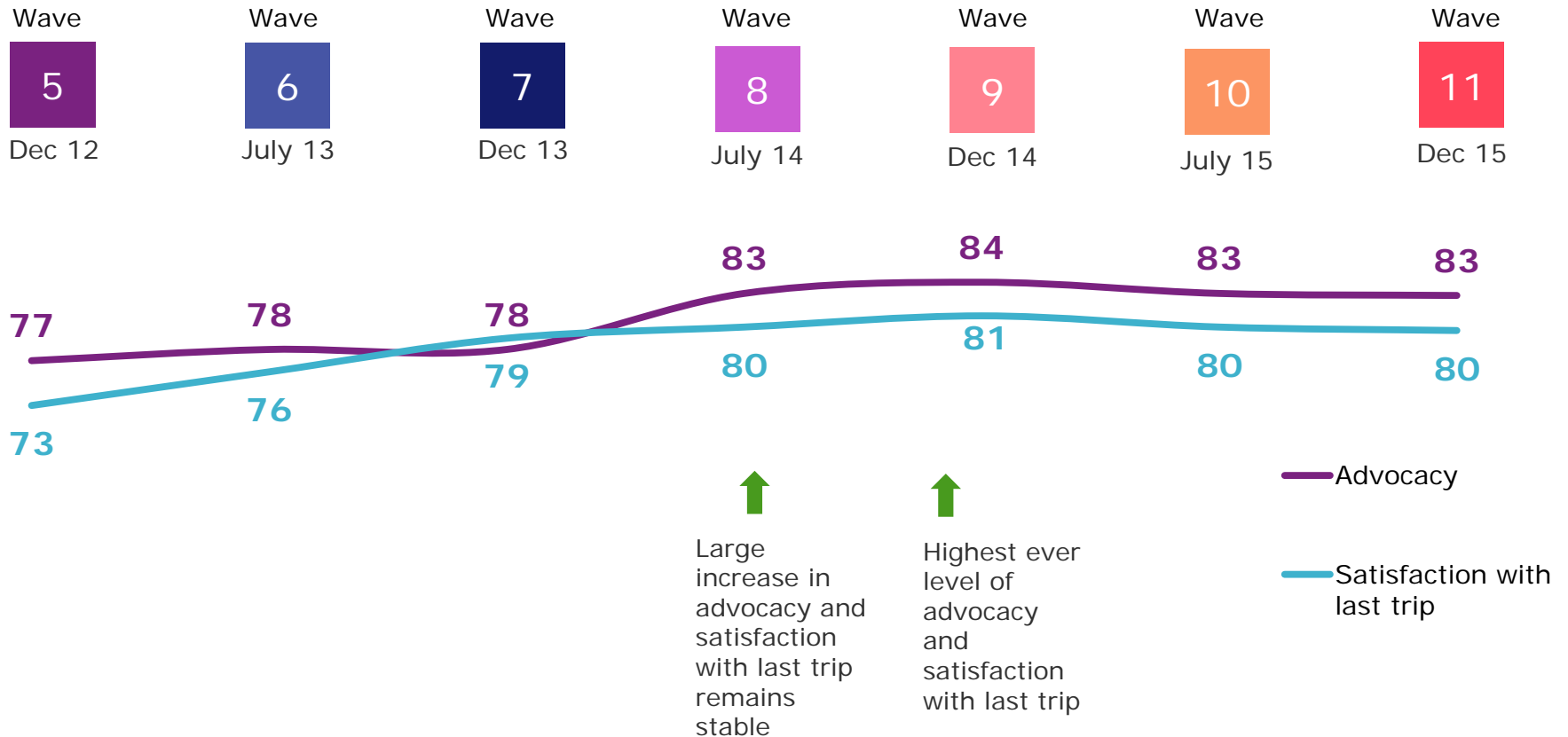
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# 1

## Key findings



**Satisfaction with last trip** remains high at 80, although slightly lower than the peak score (81) in wave 9. This trend is also reflected in **advocacy** (83).



# Headlines

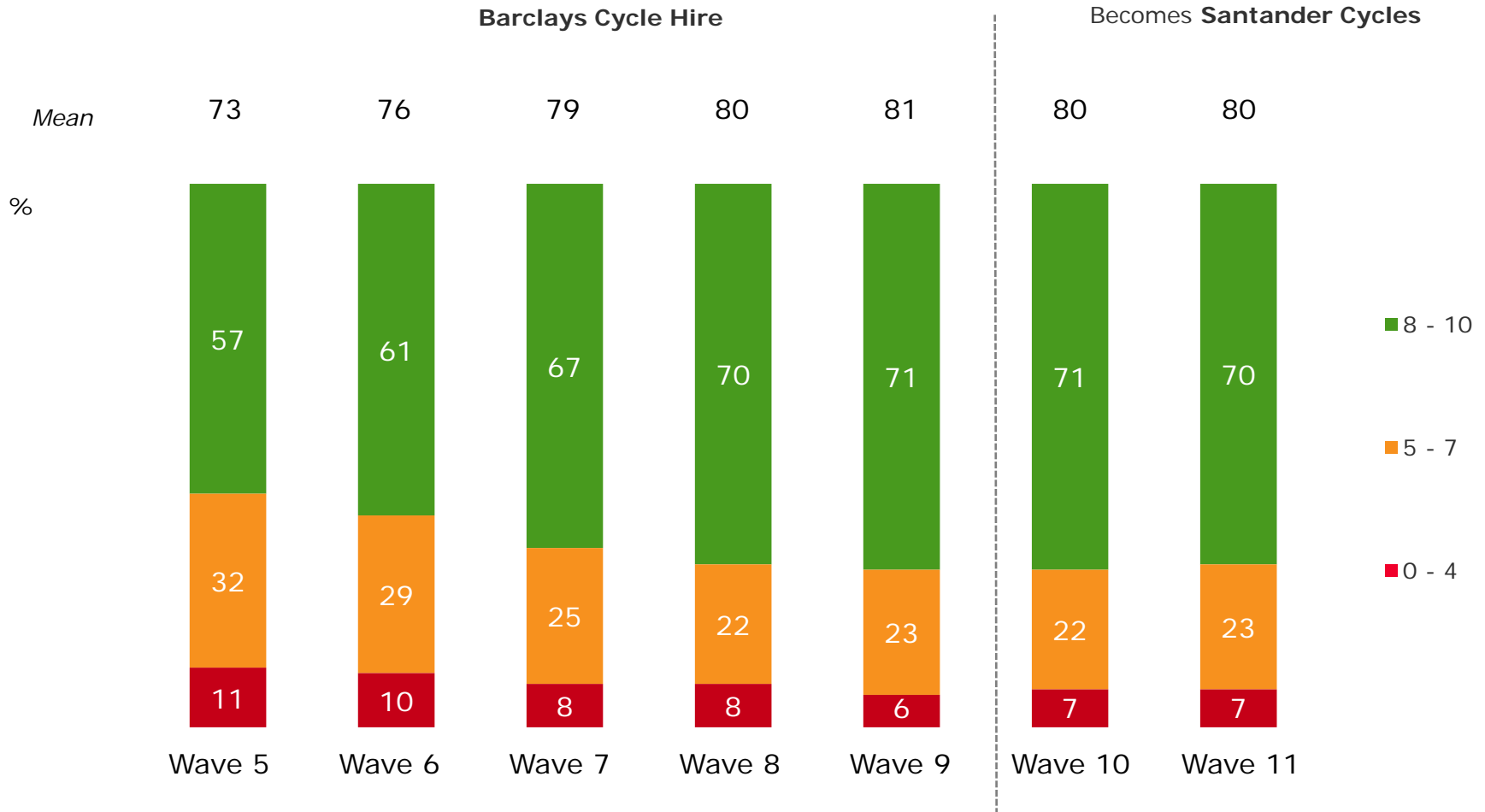
- Likelihood to recommend (83) and satisfaction with the most recent trip (80) in Wave 11 have remained steady since Wave 10, just below peak scores.
- Nearly eight in ten members (79%) intend to **renew their membership** with either the same or an alternative access period and a further 3% are app only members.
- Satisfaction with value for money continues to improve, reaching its highest level of 73 since the pricing changes in January 2013.
- Satisfaction with the availability of bicycles at docking stations has continued to improve this wave, although it remains the key area for improvement. In addition, 58% failed to find an available space (at least once) compared to 64% for the same period last year. In their most recent trip, nine in ten members were successful at finding a bike at their first docking station.
- The Santander Cycles mobile app has been used by seven in ten members, with over a third of members using it on their most recent trip. The main reason for using the app on their most recent trip was to check for the availability of bicycles, with nearly half (49%) using the app for this purpose.

# 2

Key measure: satisfaction with the last trip



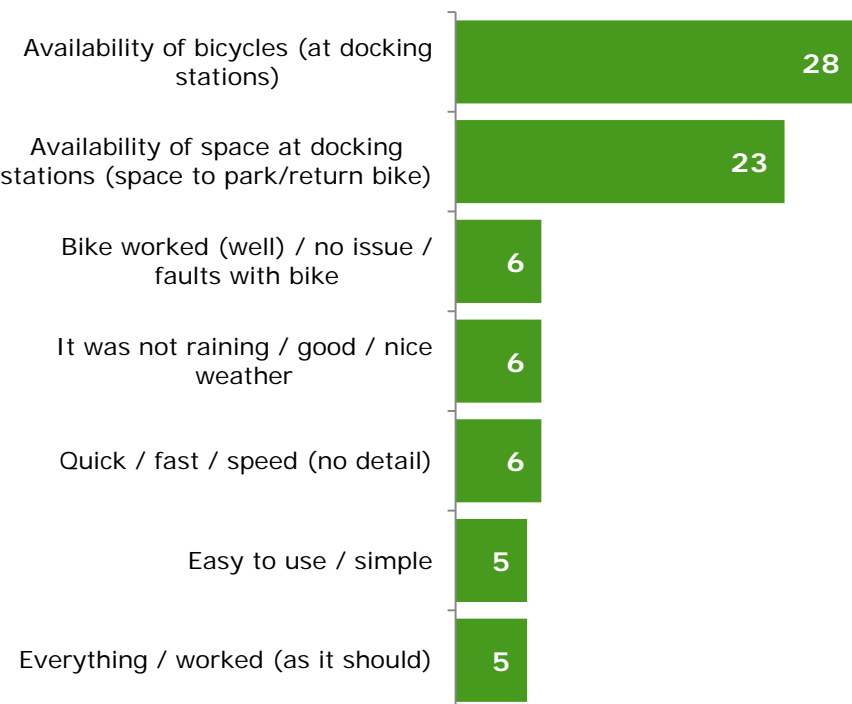
Overall satisfaction with Santander Cycles Hire remains high, maintaining a score of **80** since the transition to become Santander Cycles.



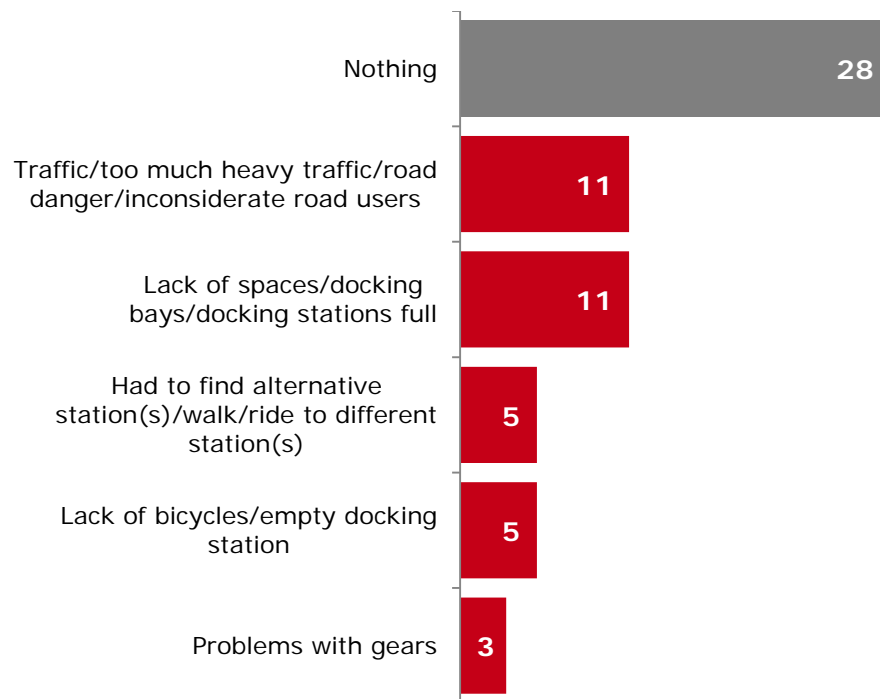
QJ7b.How satisfied are you with the overall experience of using Santander Cycles for this particular trip? Base (All members ): W11 2455

The availability of bicycles and spaces are the main positive aspects and over a quarter of Members do not have anything bad to say about the scheme.

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



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



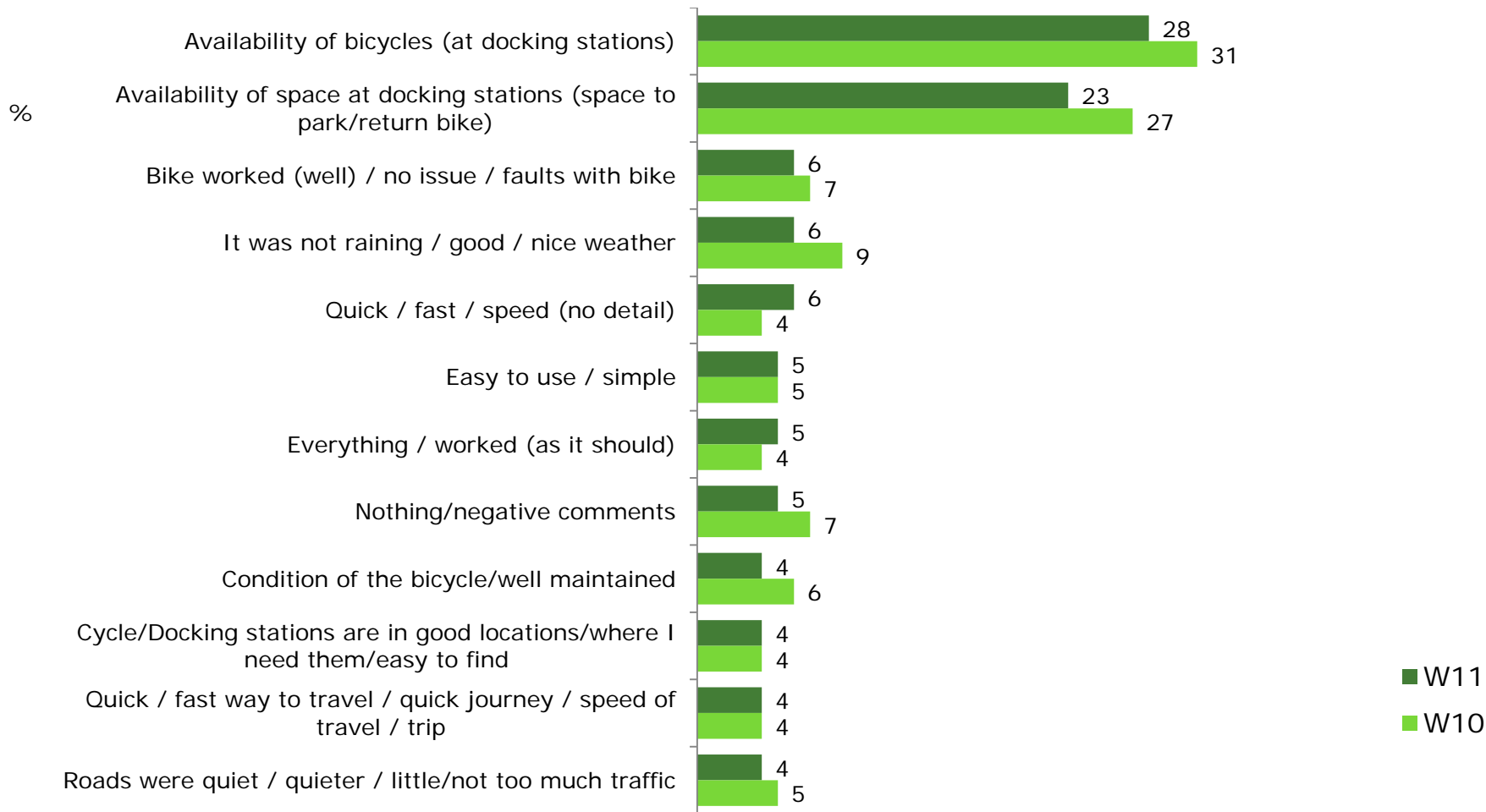
QH4. Thinking about this last time using Santander Cycles, what was particularly good about your experience? Base (All members): 2455

QH5. Thinking about this last time using Santander Cycles, what was particularly bad about your experience? Base (All members): 2455





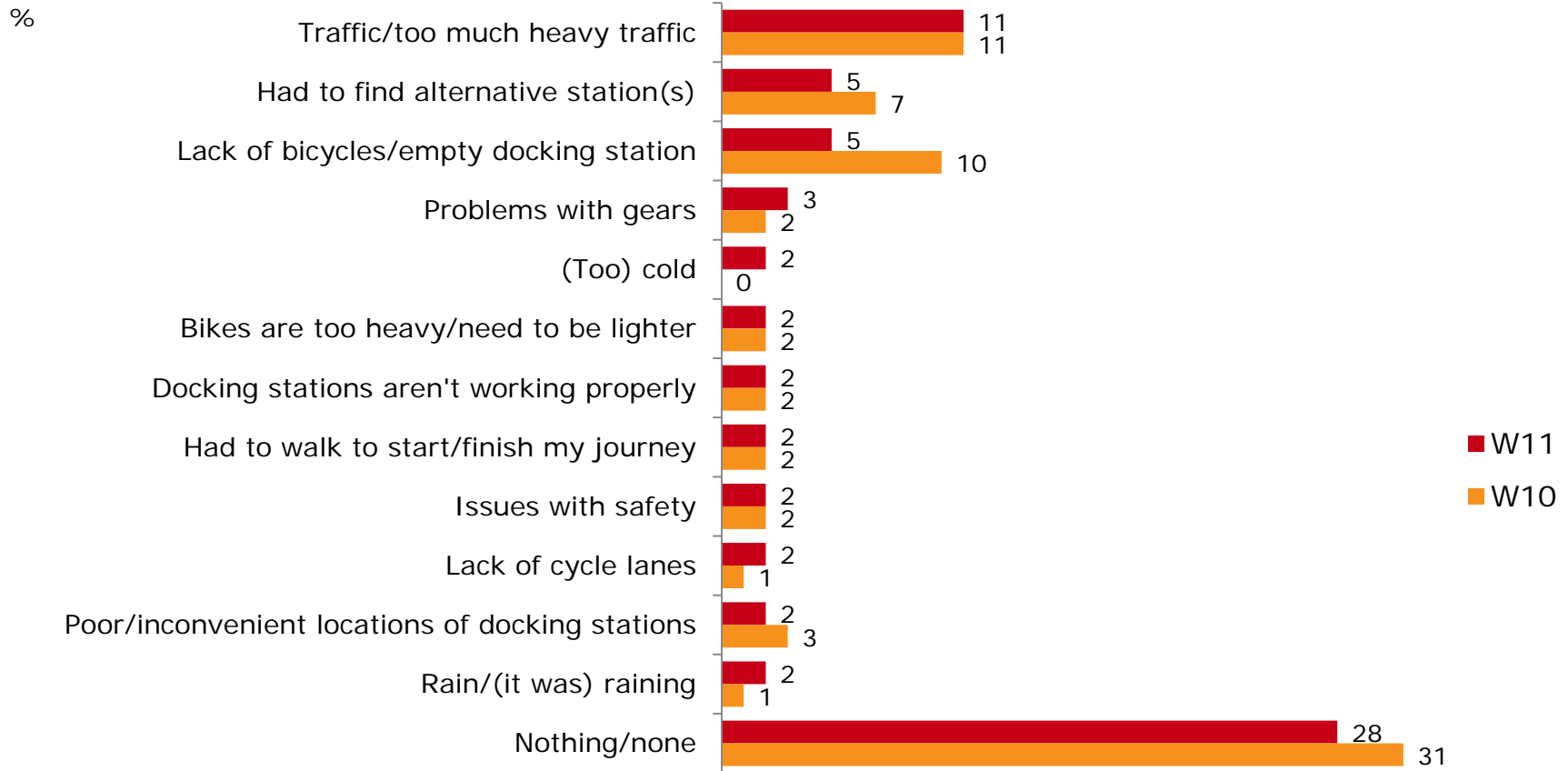
Availability of bikes and spaces are the main positive comments, although there are relatively fewer mentions of these compared to Wave 10.



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

Base: All Members W11: 2455; W10: 2935

# There are relatively fewer mentions of **empty docking stations** or a **lack of bicycles** than in the previous wave

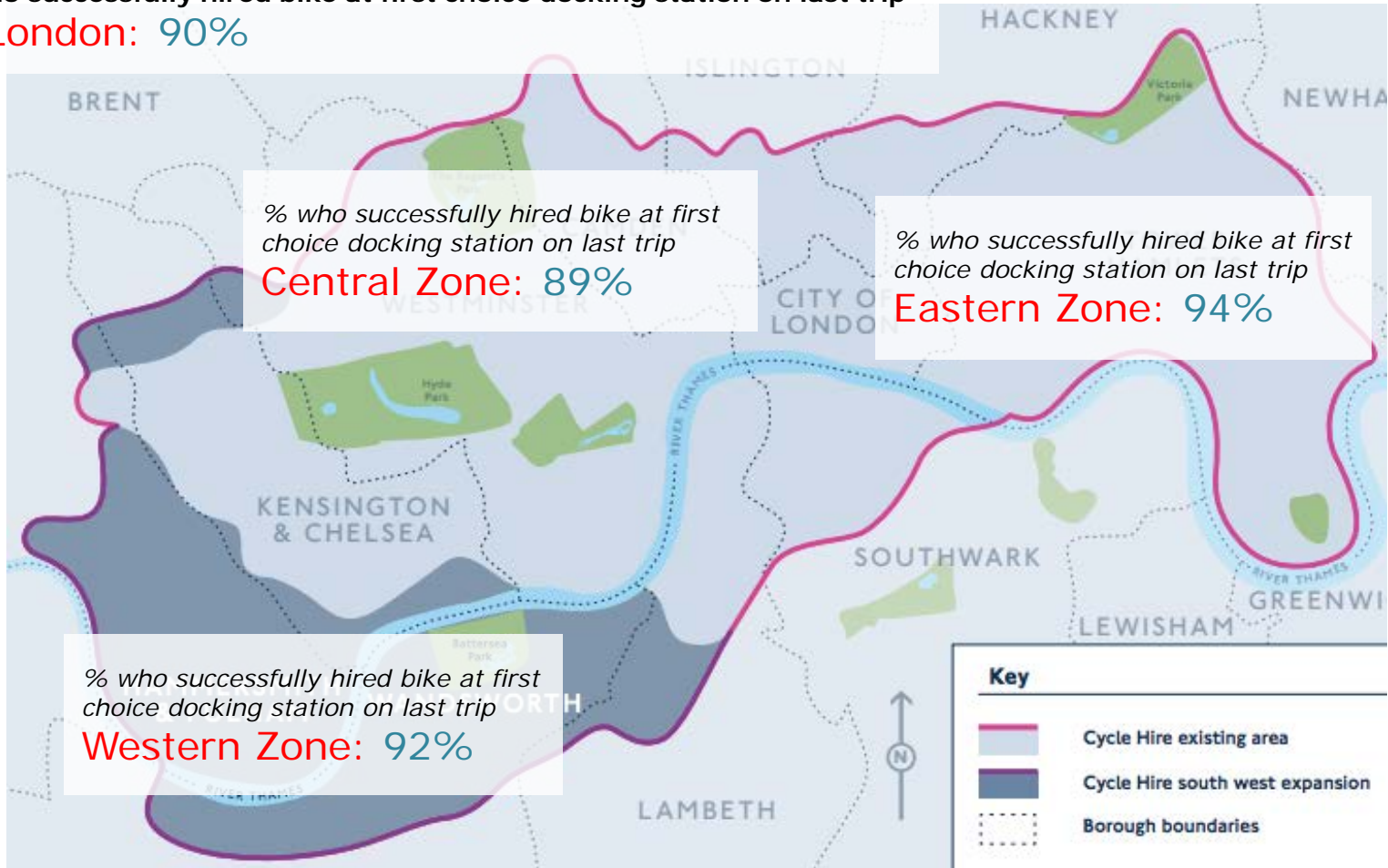


QH5. And what was particularly **bad** about your experience?  
 Base: All Members W11: 2455; W10: 2935

On their most recent trip, nine in ten members successfully hired a bike at their first choice of docking station, highest in the **Eastern zone**.

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

All London: 90%



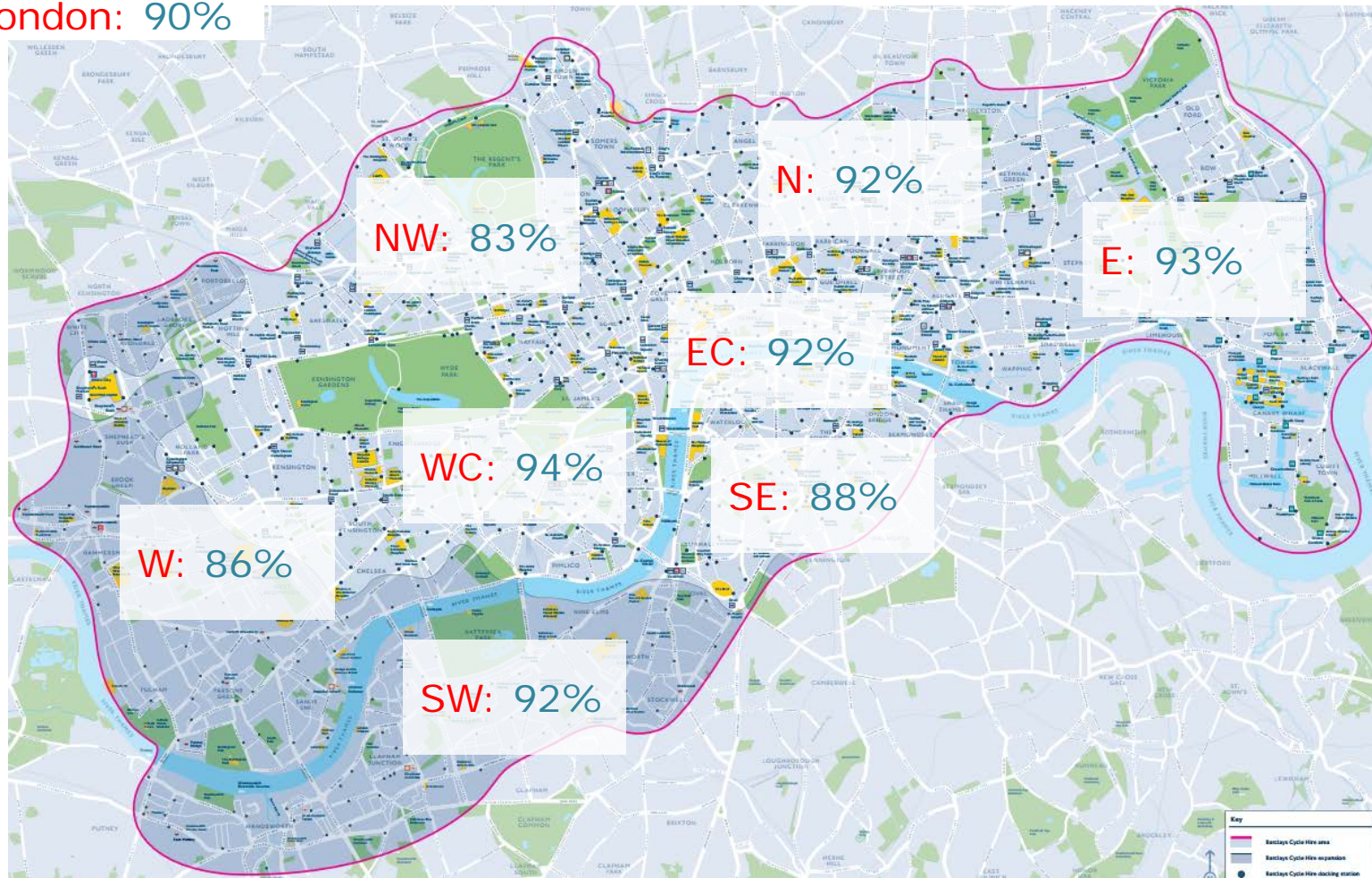
QH10. Did you successfully find an available bicycle at your first choice of docking station on this particular trip?

Base (All whose start docking station was in zone): Central: 1713, Eastern: 183; Western: 446, All London 2342

Members were **most** likely to be able to hire a bike at their first choice of docking station in West Central London postcodes.

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

All London: 90%



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: 249, EC: 279, N: 171, NW: 171, SE: 314, SW: 521, W: 405, WC: 232, , All London 2342



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

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

All London: 90%



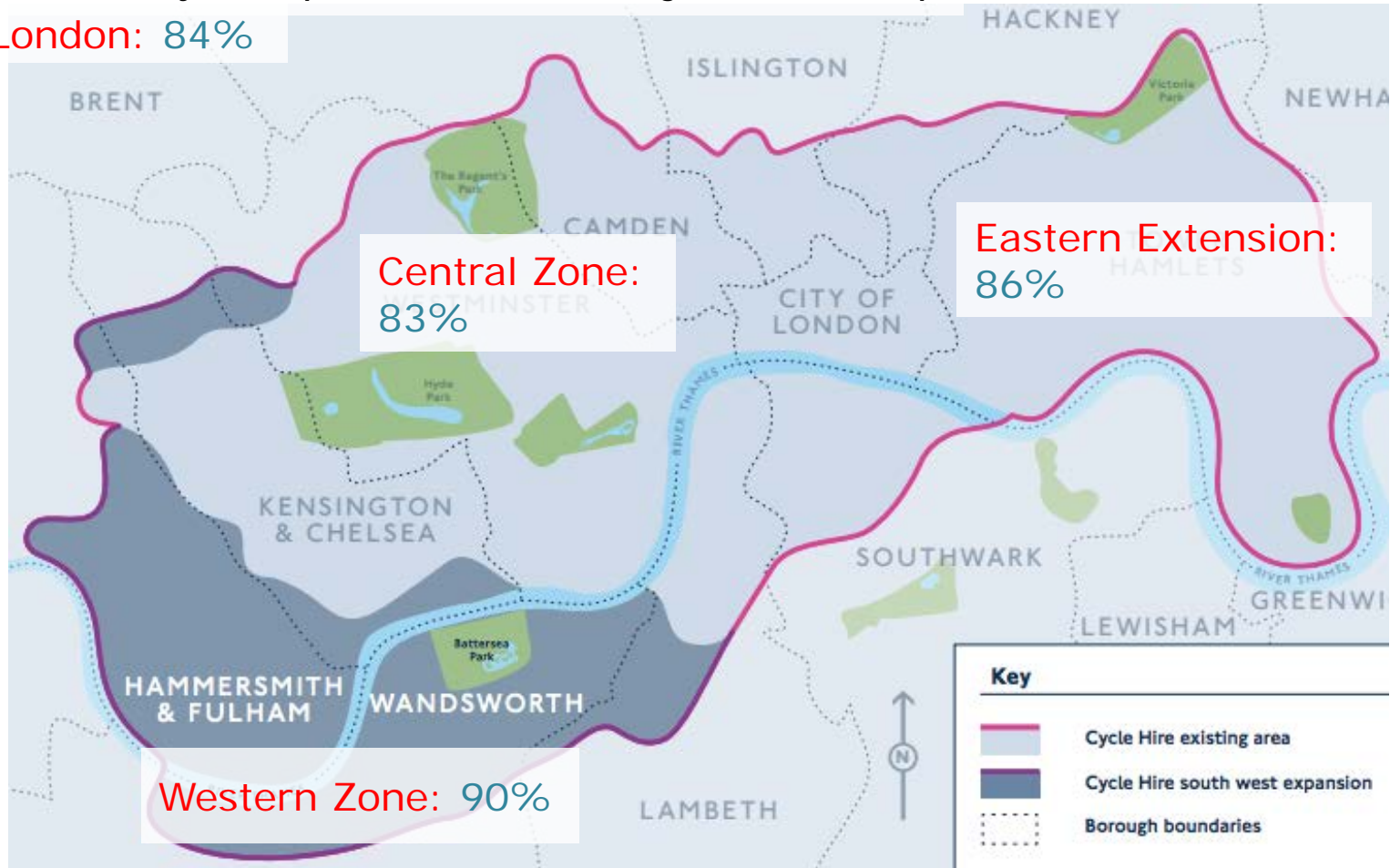
QH10. Did you successfully find an available bicycle at your first choice of docking station on this particular trip?

Base (All whose start station was in village): Waterloo: 108, Paddington: 50, Liverpool Street: 57, Victoria: 49, King's Cross: 78, Euston: 42, All London 2342

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?

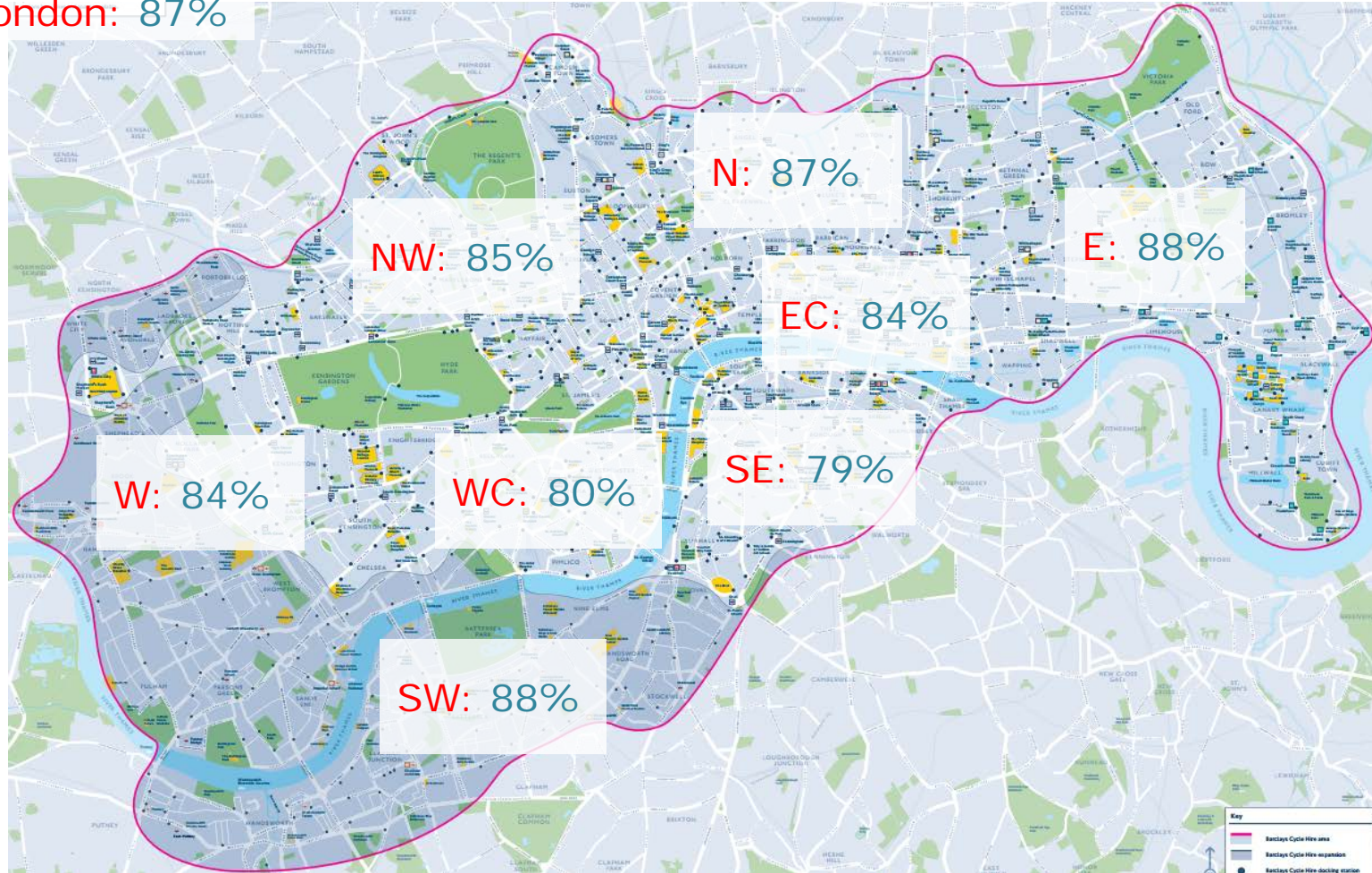
Base (All whose return station was in zone): Central: 1806, Eastern: 130, Western: 396, All London 2335



...members were **most** successful finding a space to return their bicycle in South West and East London postcodes.

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

All London: 87%



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

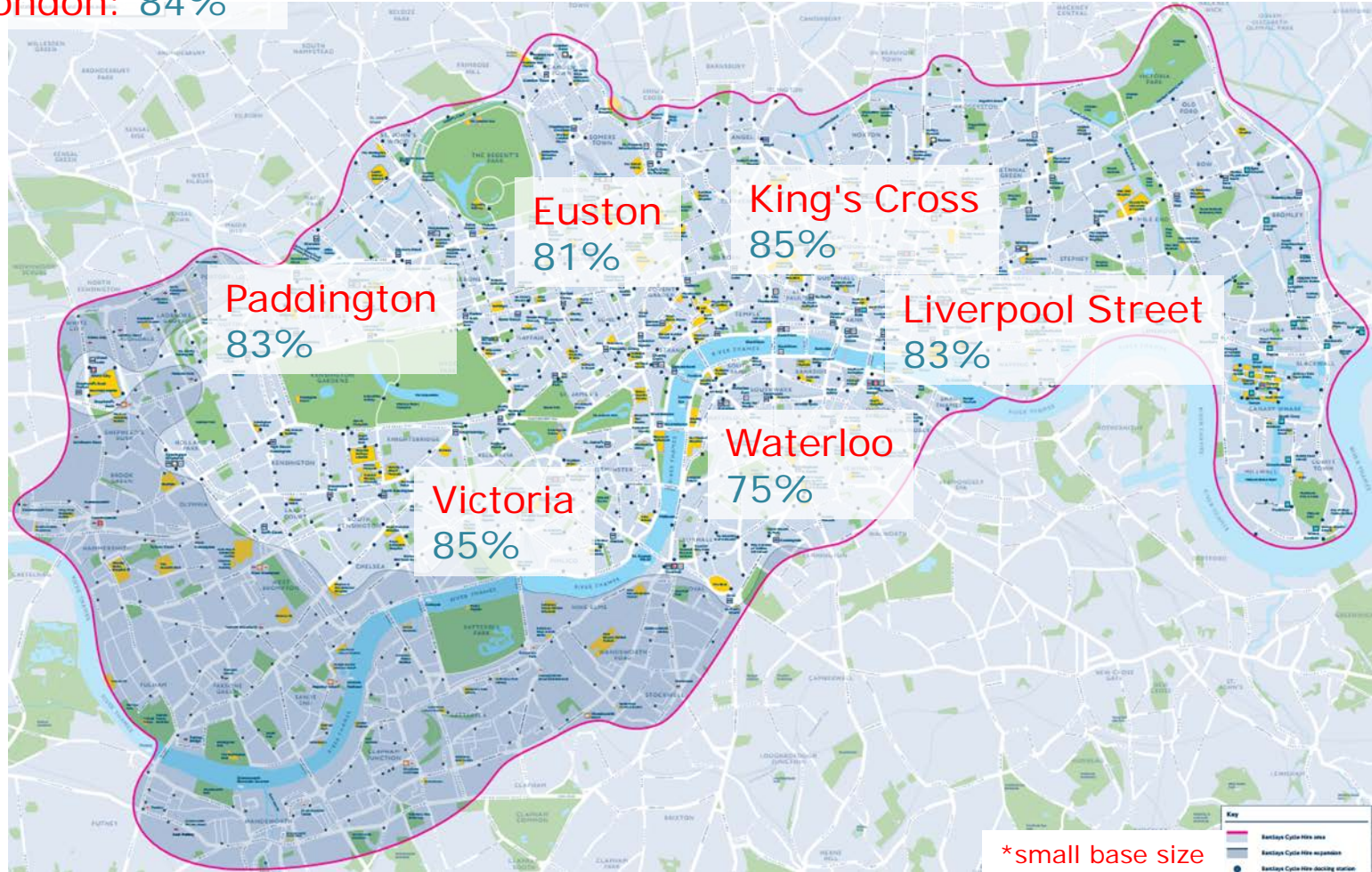
Base (All whose finish station was in postcode): E: 229, EC: 333, N: 92, NW: 162, SE: 274, SW: 519, W: 373, WC: 353, All London 2335



...and **least** likely to be successful in returning their bicycle to Waterloo.

% 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?

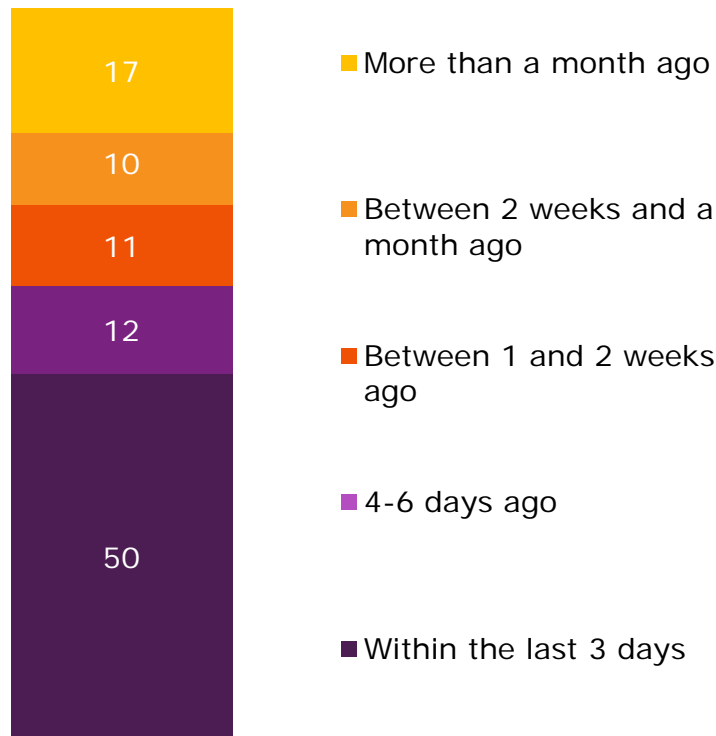
Base (All whose finish station was in village): Waterloo: 93, Paddington: 46, Liverpool Street: 89, Victoria: 53, King's Cross: 53, Euston: 21\*, All London 2335



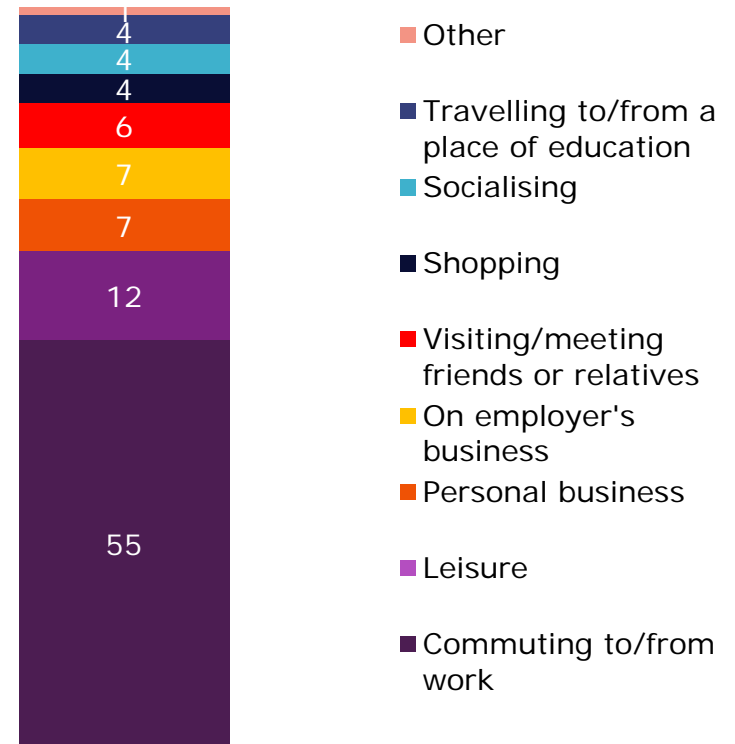
Just under two thirds of Members have used a bike in the past week, with the main journey purpose being to commute to/ from work.

%

### 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 ): W11: 2455

Commuting is the most common **journey purpose** across all zones, accounting for nearly two thirds of journeys starting and/or ending in the central zone.

Most common journey purpose using SC:	Eastern Zone (most recent trip)		Central zone (most recent trip)		Western zone (most recent trip)	
	Start <b>and</b> end in Eastern Zone	Start <b>or</b> end in Eastern Zone	Start <b>and</b> end in Central Zone	Start <b>or</b> end in Central Zone	Start <b>and</b> end in Western Zone	Start <b>or</b> end in Western Zone
Commuting to/from work	53	59	61	61	48	57
Leisure	15	14	12	12	18	13
On employer's business	2	2	7	6	4	6
Personal business	8	6	6	6	7	6
Visiting/meeting friends or relatives	5	4	5	5	9	7
Socialising	7	7	4	4	7	5
Travelling to/from a place of education	5	4	3	3	2	4
Shopping	5	4	2	2	4	3
Other	0	0	1	1	1	0

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?

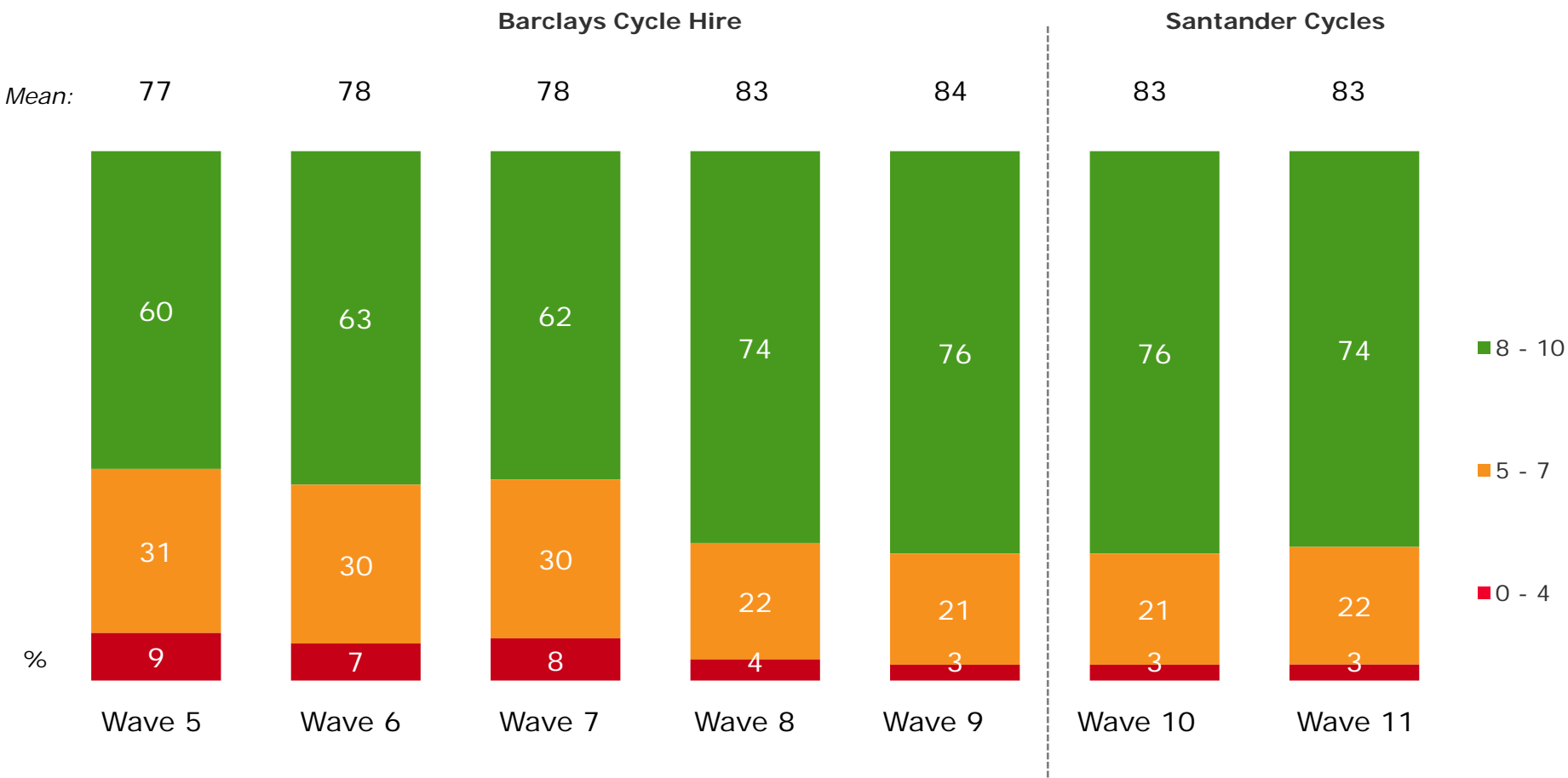
Base (All who say they travel by SC and whose start station was in zone): Start and end in EEZ: 59; Start or end in EEZ: 254; Start and end in CZ : 1429; Start or end in CZ: 2093; Start and end in WZ : 183; Start or end in WZ: 659

# 3

Key measure: advocacy



Advocacy has remained stable since the previous wave and is just below its peak level, with just under three quarters of members **recommending** to friends or family.



Most measures have remained stable since the previous wave, although satisfaction with the **availability of bicycles** has improved, it remains an area for improvement.

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

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

Base (all members): W11: 2455; all who registered in the four months before the survey: W11: 834; Contact Centre: all who contacted the contact centre in the two months before the survey: W11: 828

# 4

Pricing, value for money and likelihood to renew

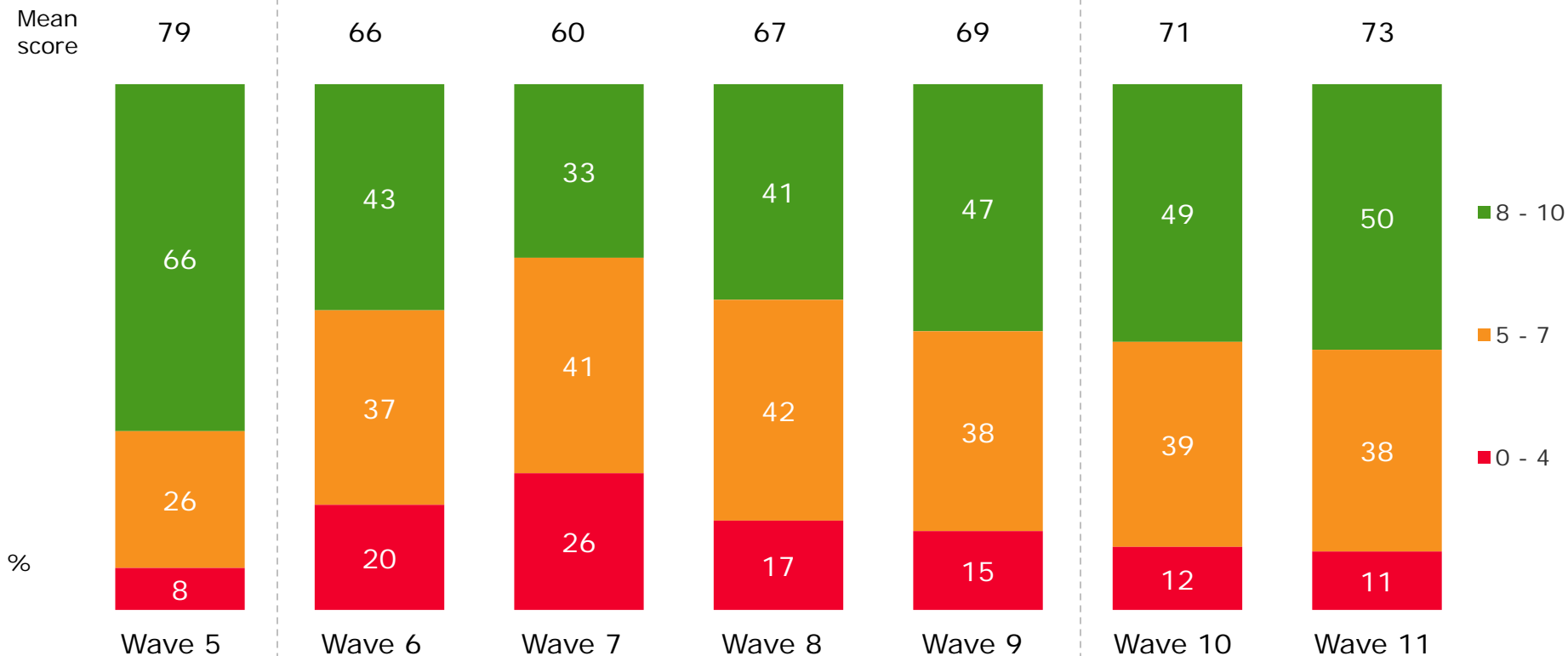


# Ratings of **value for money** have improved slightly since the previous wave, with half now very satisfied.

*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): W11: 2455



# More recent joiners are those most satisfied with **value for money** compared to long-standing members



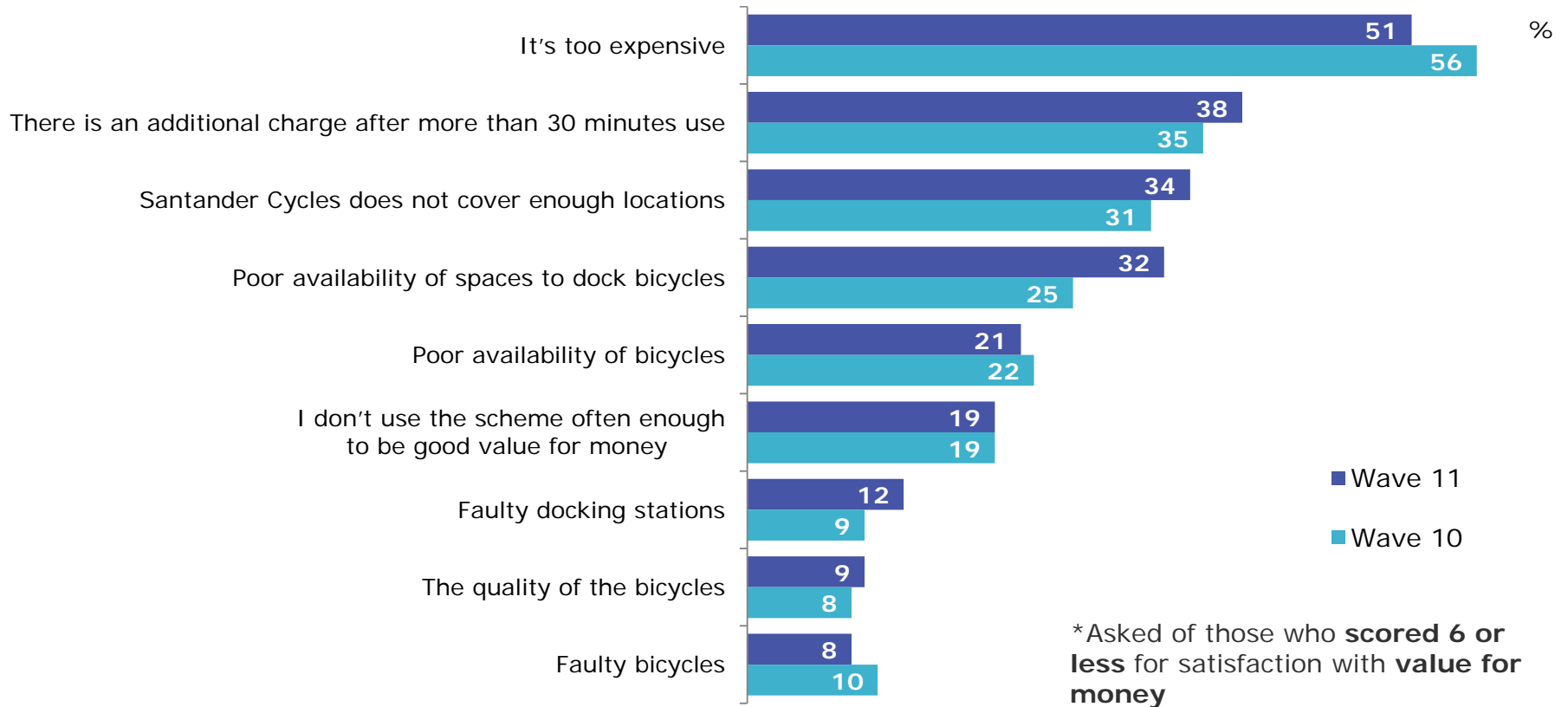
QF1. How satisfied are you with the value for money of the amount you pay at the moment to use Santander Cycles?

Base Members W11: joined in 2010: 505; 2011: 161; 2012: 207; 2013: 116; 2014: 305; 2015: 1161





Among those who were dissatisfied with **value for money** (giving it a score of 6 or less), over half said it was too expensive, although this has decreased since the previous wave.

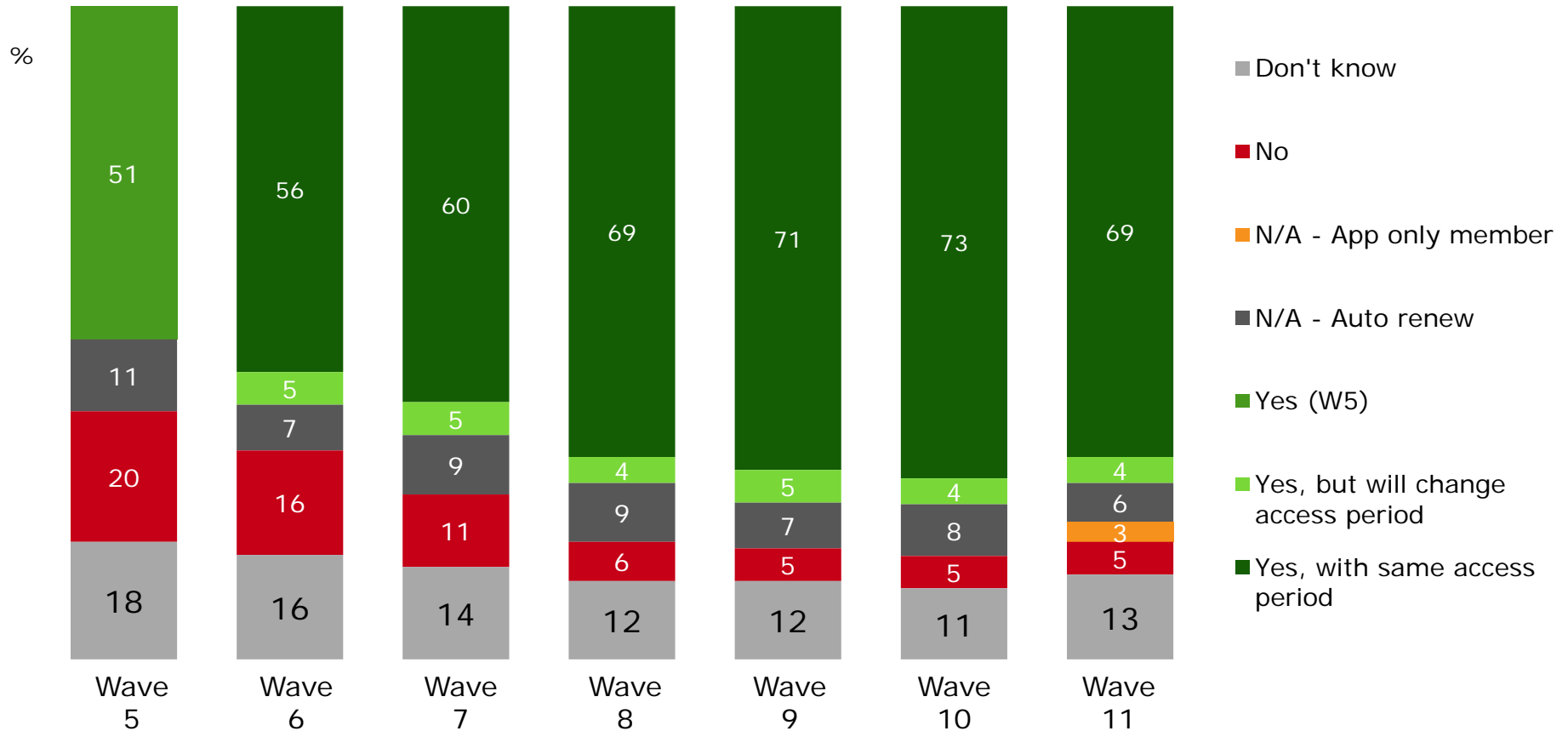


QF2. Why do you say you are not satisfied with the value for money of the amount you pay at the moment to use Santander Cycles? (mentions 8% and above)

Base All who are dissatisfied with the value for money of SC: score 6 or less at QF1; W10: 937; W11: 718)



Nearly eight in ten members intend to **renew their membership** with either the same or an alternative access period and a further 3% are app only members.

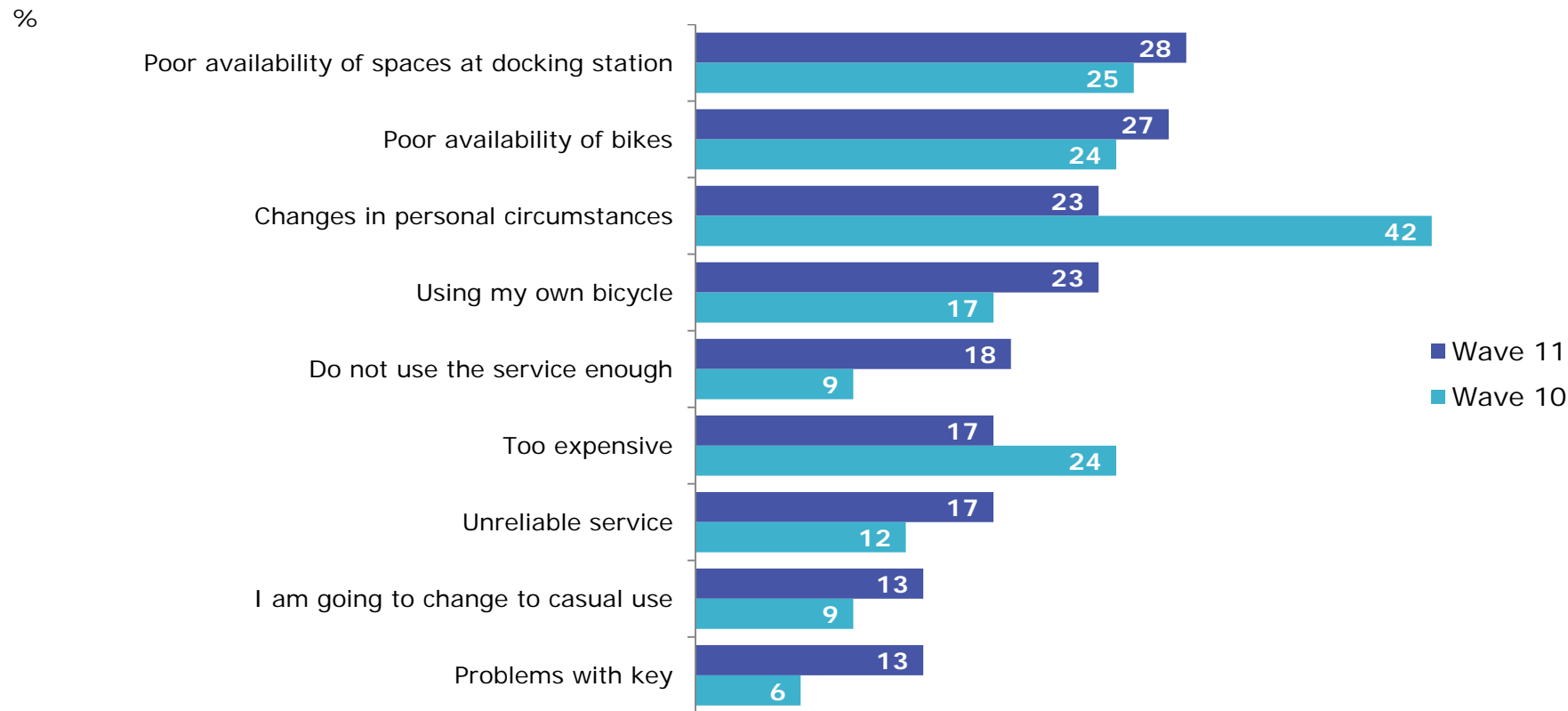


QC1. Thinking about your membership, are you intending to renew it when it runs out?

Base (all members): W11: 2455

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

Among the 5% who do not intend to **renew their membership**, **poor availability of bicycles and spaces** are the main barrier. Personal circumstances has decreased in importance since the previous wave.



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

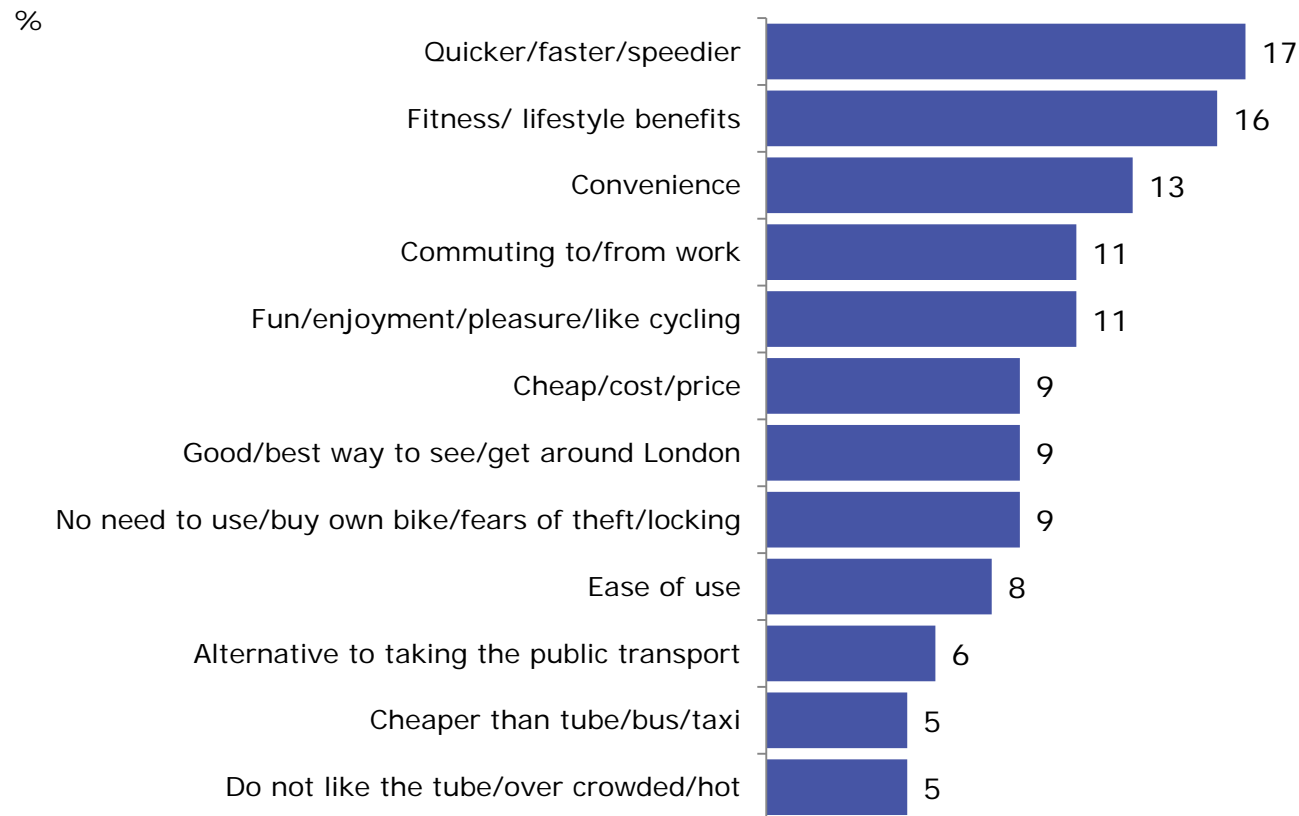
Base (Those who are not renewing, number of mentions): W11: 121; W10: 139

# 5

## Customer experience: information and registration



Convenience and speed, as well as health benefits, are the main reasons which new members give **for joining** Santander Cycles.



“

*Convenience. I have my own bicycle but sometimes I'm out without it and the cycle hire is a good way to get around.*

*Fun/healthy way to commute, avoiding the tube.*

*Fastest way to go short to medium distances in London*

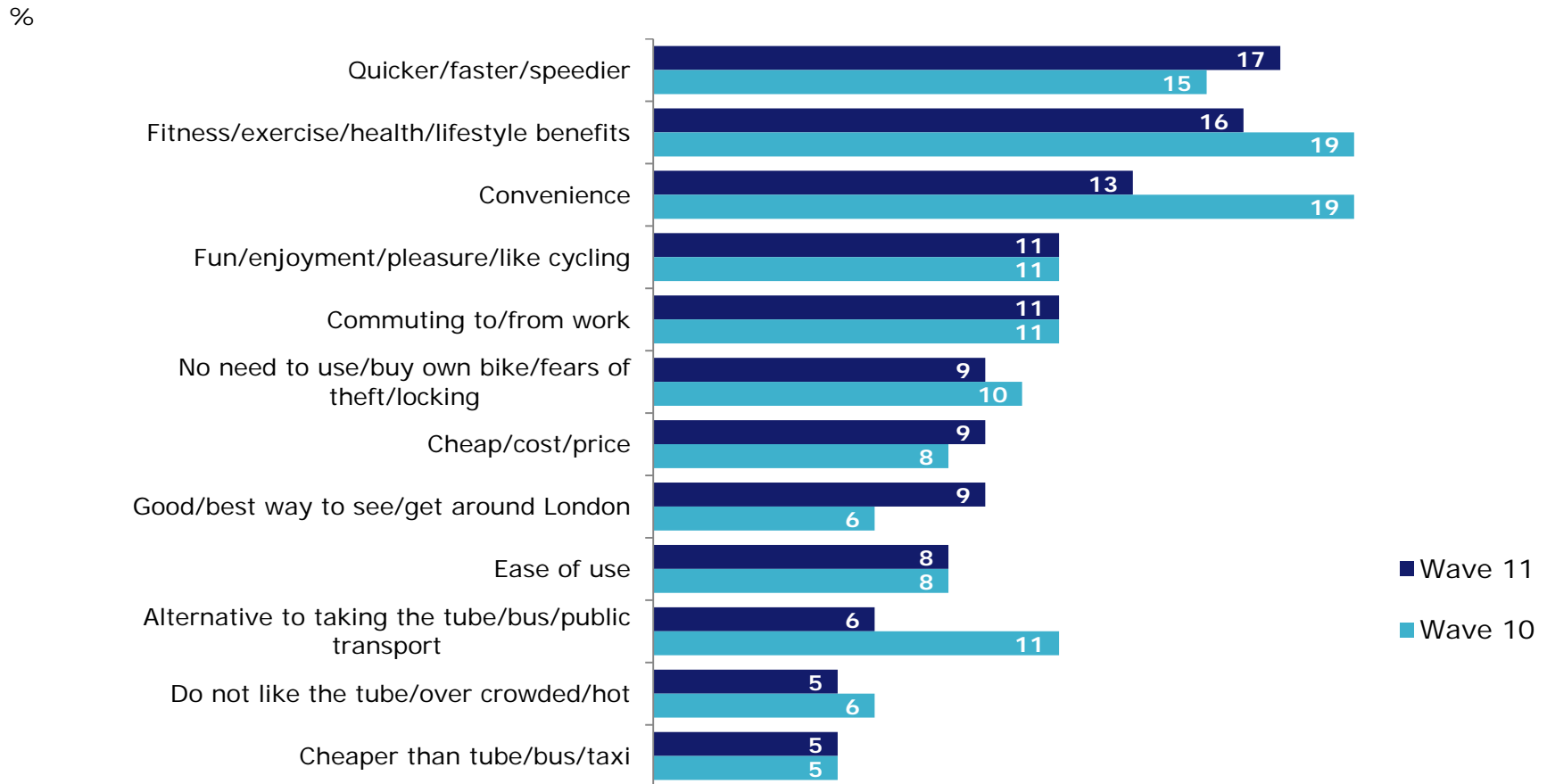
*Saving some money and avoiding tube and stuffed buses.*

”

QH6a. What triggered you to start using Santander Cycles? (Mentions above 5%)

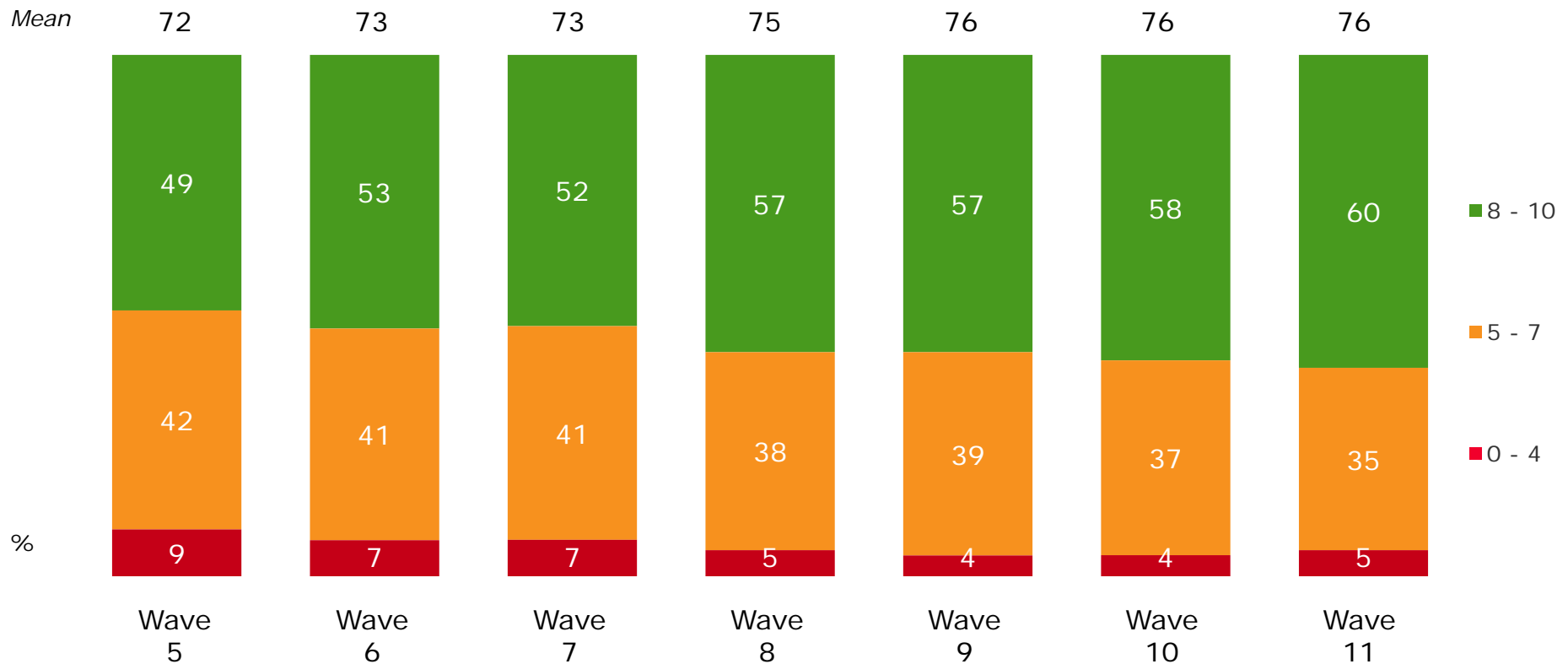
Base (All who joined scheme in last 6 months): W11:1055

Compared to wave 10, members who joined in the last 6 months were more likely to say that speed **triggered them to use Santander Cycles**.



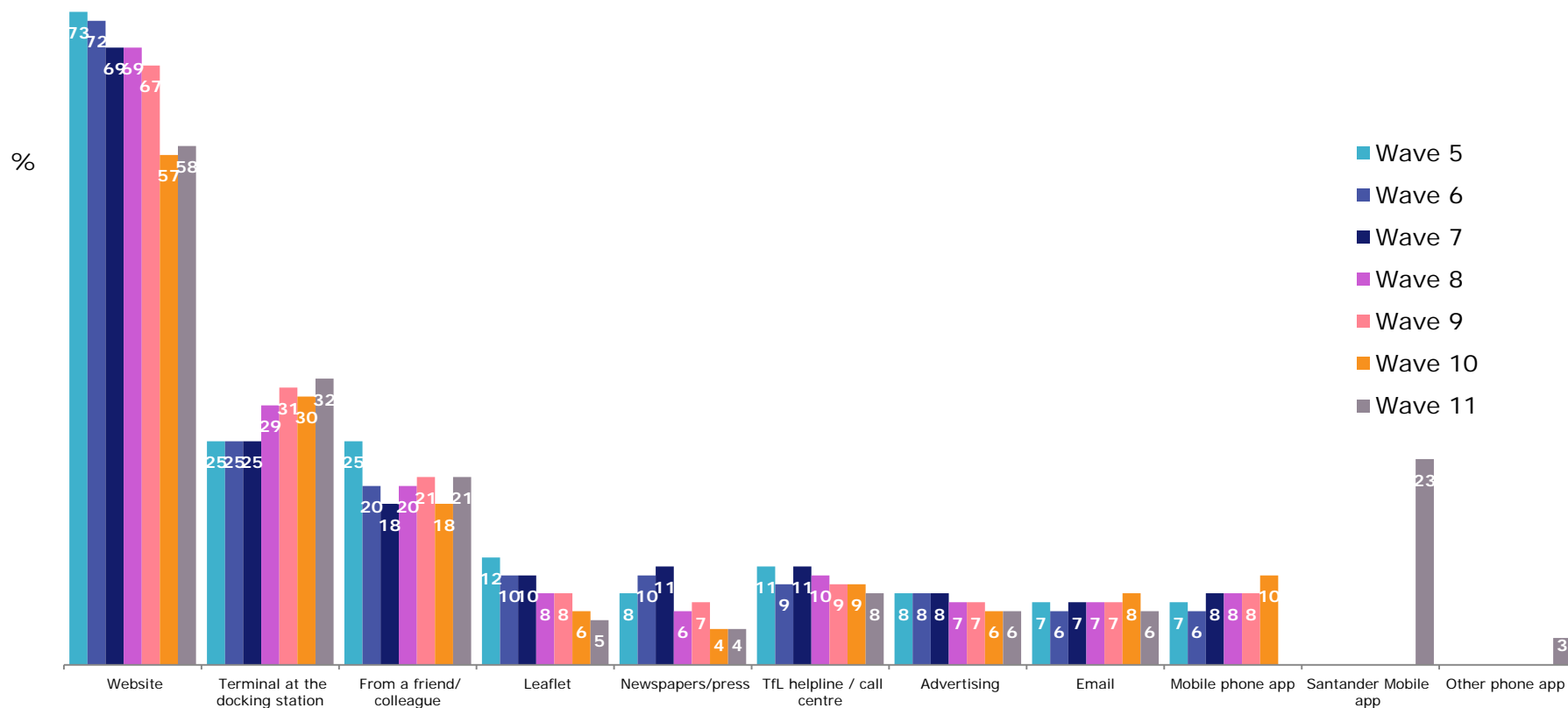
QH6a. What triggered you to start using Santander Cycles? (Mentions above 5%)  
Base (All who joined scheme in last 6 months): W11: 1055; W10: 479

Satisfaction with the **information about how Santander Cycles works** has maintained a peak score of **76**, with six in ten members satisfied with the communications.



QB2.How satisfied are you with the information on how Santander Cycles works?  
 Base (All members): W11: 2455

Of all **information sources on how Santander Cycles works**, the website remains the most commonly used; however, nearly a quarter of members get their information from the Santander mobile app.

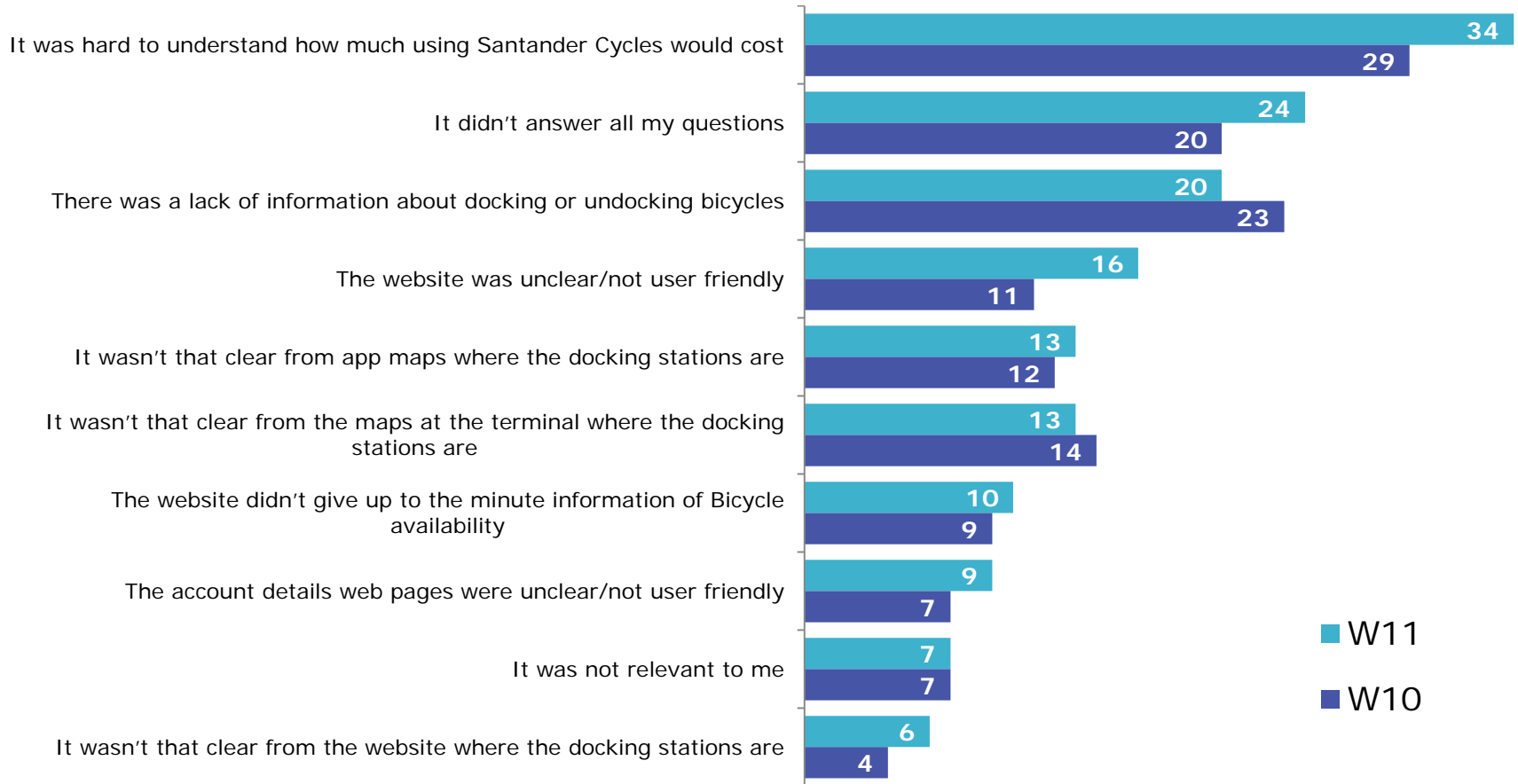


QB1. From where did you get information on how Santander Cycles works?  
 (Mentions 4% and above)  
 Base (All members): W11: 2455



# Difficulty in understanding the cost was the main reason for dissatisfaction, accounting for a third of those who were dissatisfied.

%

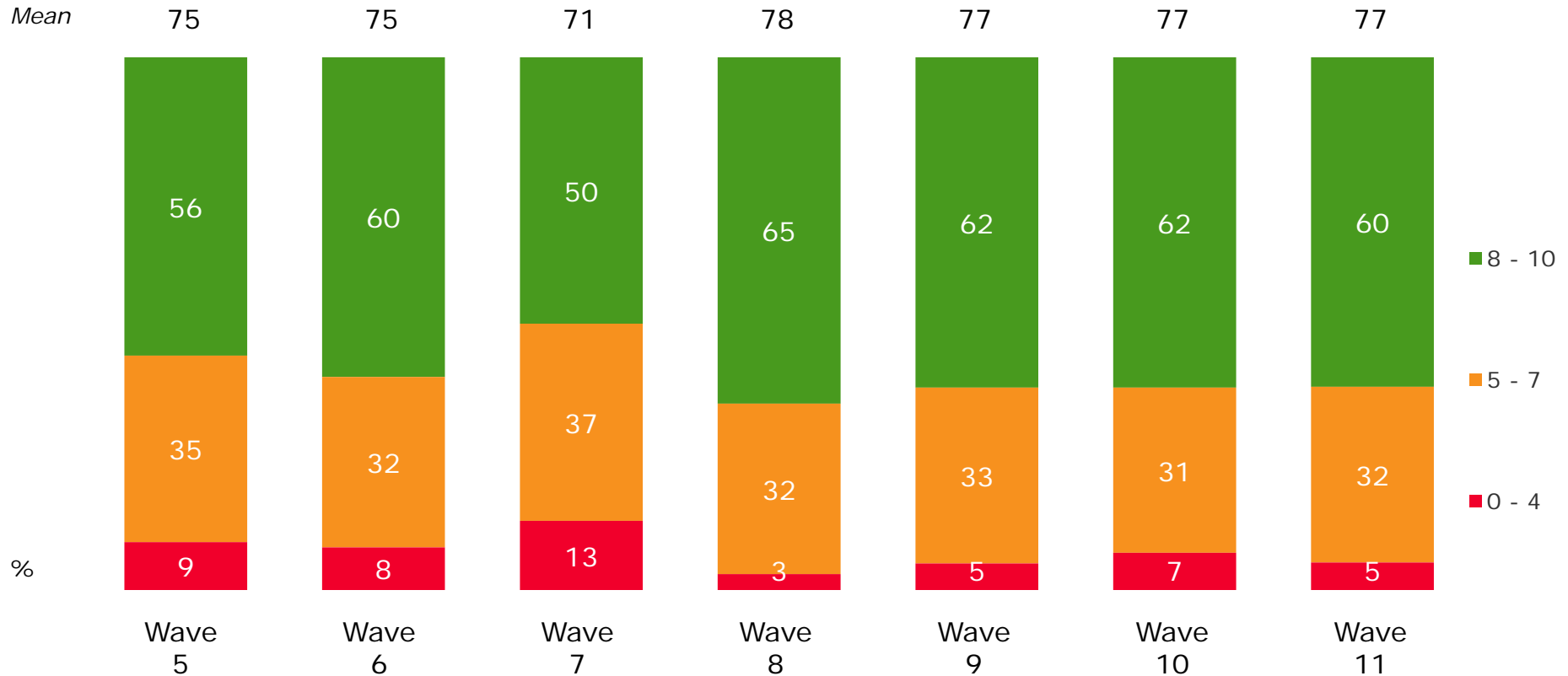


QB3.And, why do you say you are not satisfied with the information you have obtained or received on Santander Cycles?

Base (All who are not satisfied with the information; score 6 or less at QB2): W11: 487; W10: 593



Satisfaction with the **registration process** has remained at a stable level since Wave 9, with six in ten satisfied with the registration process.



QC2.How satisfied are you with the process of registering as a member overall?  
 Base: Registered in the last 4 months: W11: 808

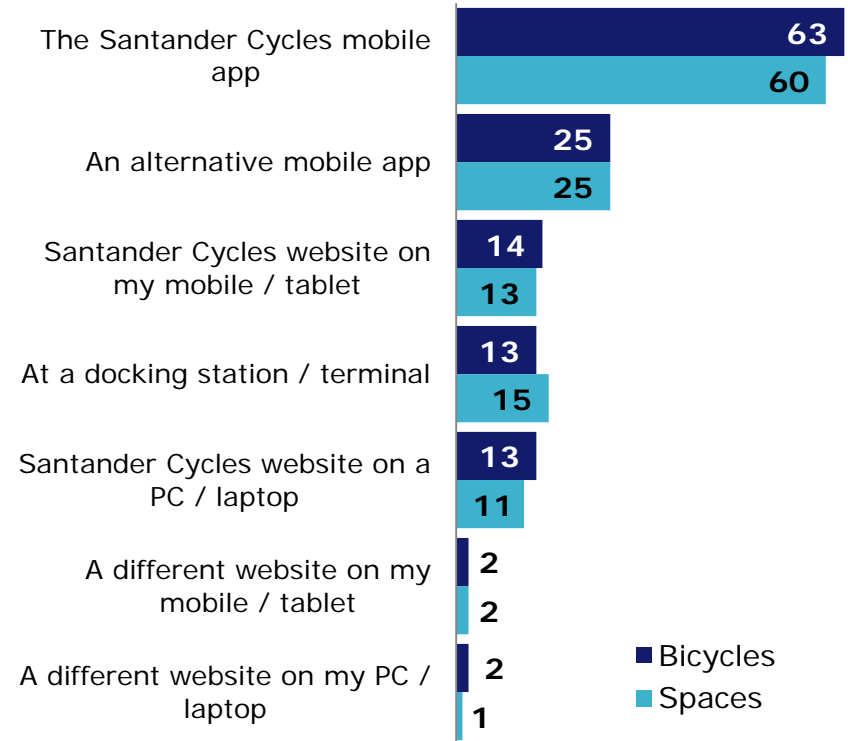
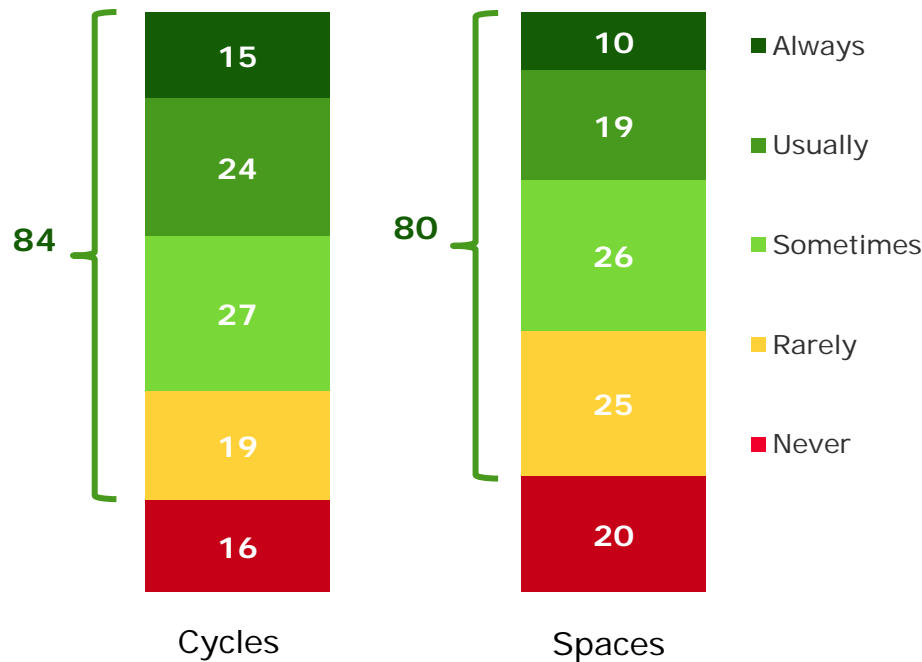
# 6

## Customer experience: docking stations and bicycles



More than eight in ten members **check the availability of bikes and/or spaces** before starting their journey, nearly two thirds 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): 2455

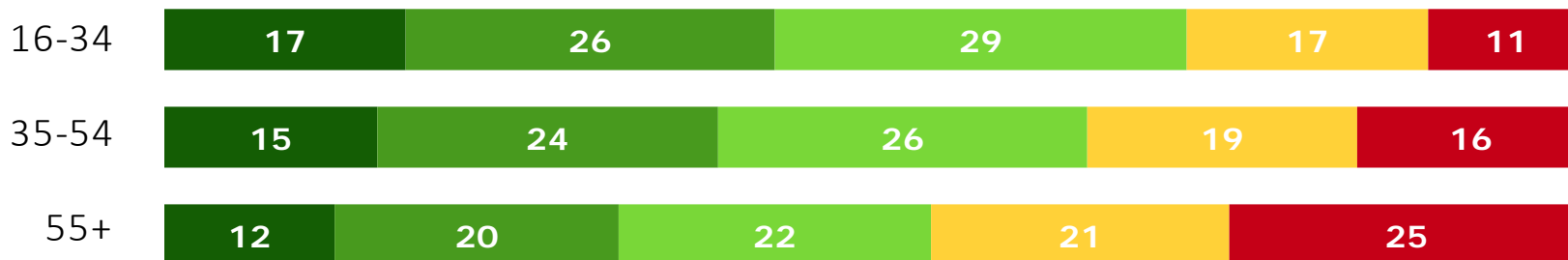
QD1i. How do you check this availability before making a SC journey? Base (all who check availability of bicycles / spaces): 2071/1971



Younger members are most likely to **check for availability of bicycles and/or spaces** prior to making a journey, with over four in ten checking for availability of bicycles regularly.

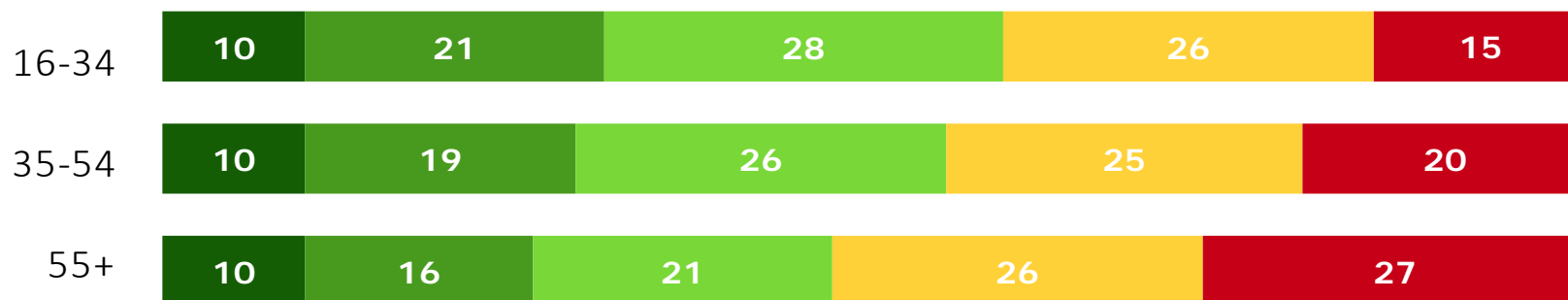
## Bicycles

%



■ Always 
 ■ Usually 
 ■ Sometimes 
 ■ Rarely 
 ■ Never

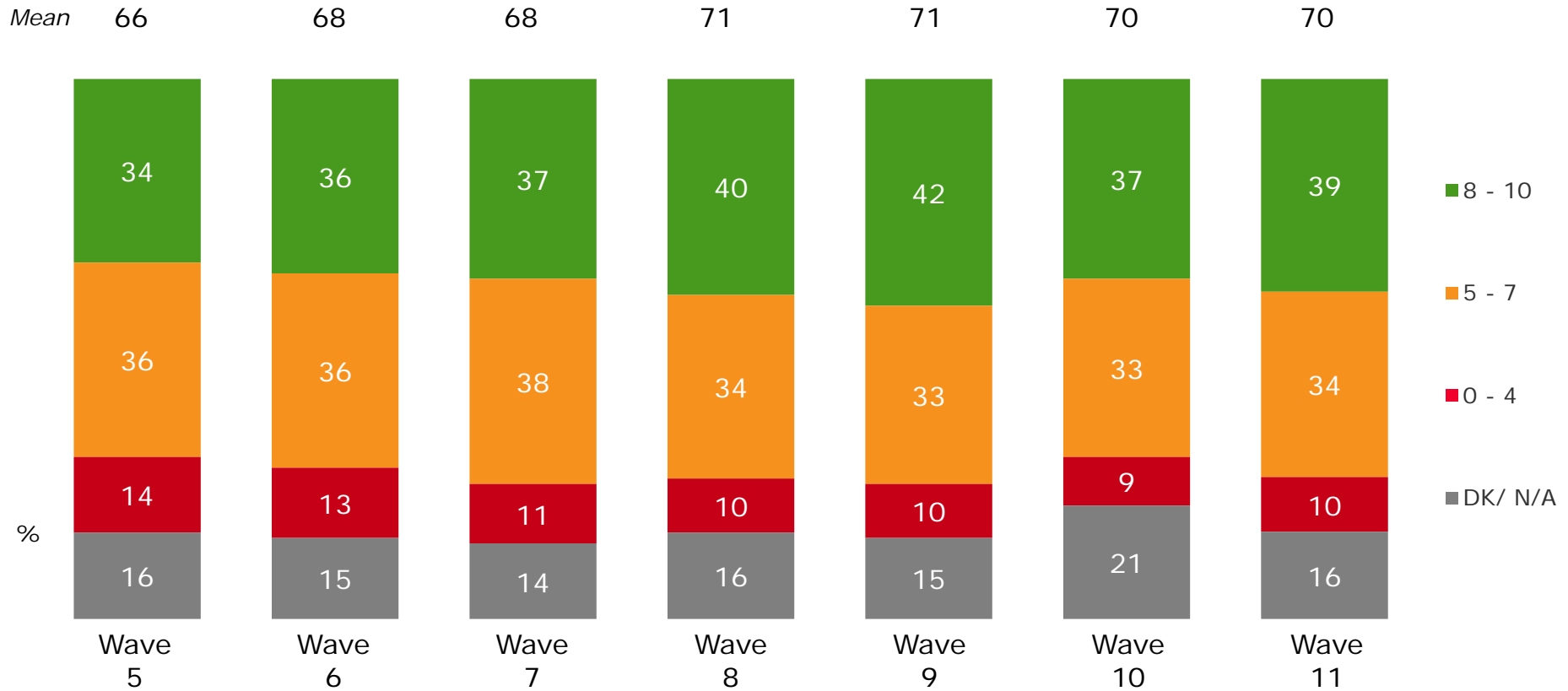
## Spaces



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

Base All members aged :16-34: 768; aged 35-54: 1367; aged 55+: 309

Satisfaction with the **information and ease of using the terminals** has remained stable since the previous wave, with nearly four in ten members satisfied with the information panels, print outs, screens and ease of use of the terminals.

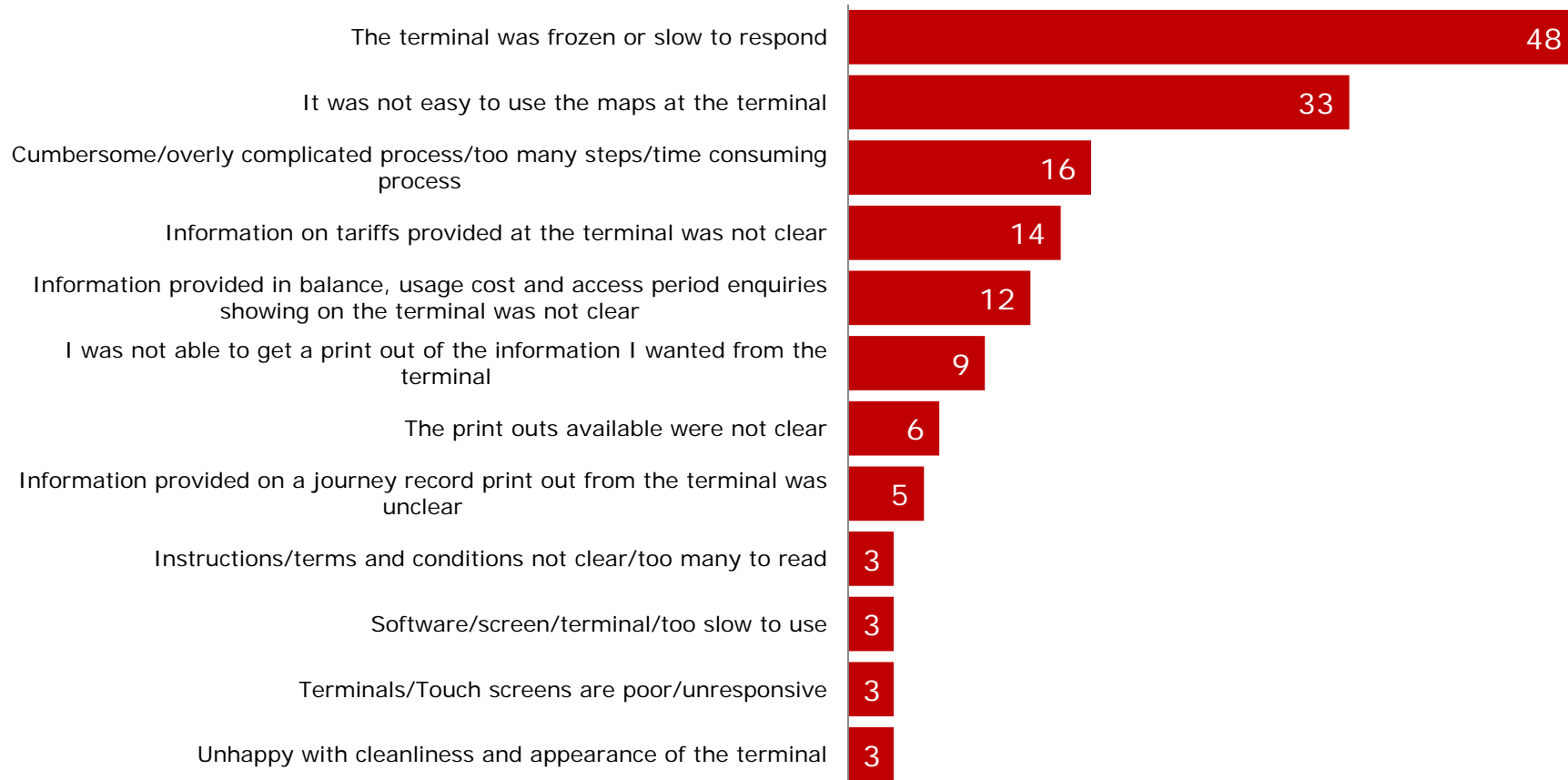


QD6.And how satisfied are you with the information panels, print outs, screens and ease of using the terminals?

Base (All members):W11: 2455 .

For the minority who were **dissatisfied with the terminals**, nearly half were dissatisfied due to a frozen or slow terminal, whilst a third had difficulty in using the terminal maps.

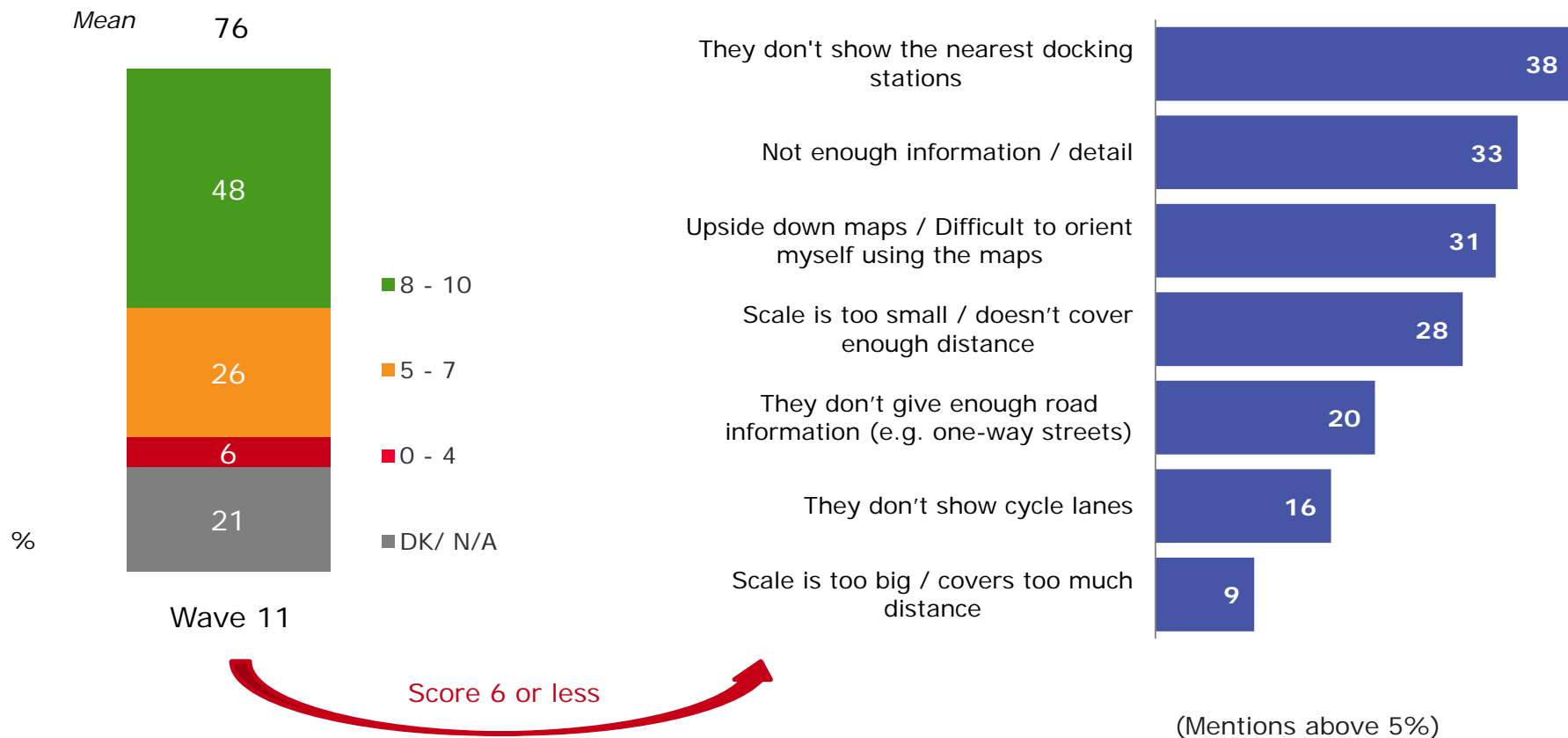
%



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

Base (All dissatisfied with terminals, score of 6 or less at QD6): W11: 642

Just under half of members are very satisfied with the **maps**. For those dissatisfied with the maps (scored 6 or less), the main reasons were that the maps **don't show the nearest docking stations** and are **not detailed enough**.



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

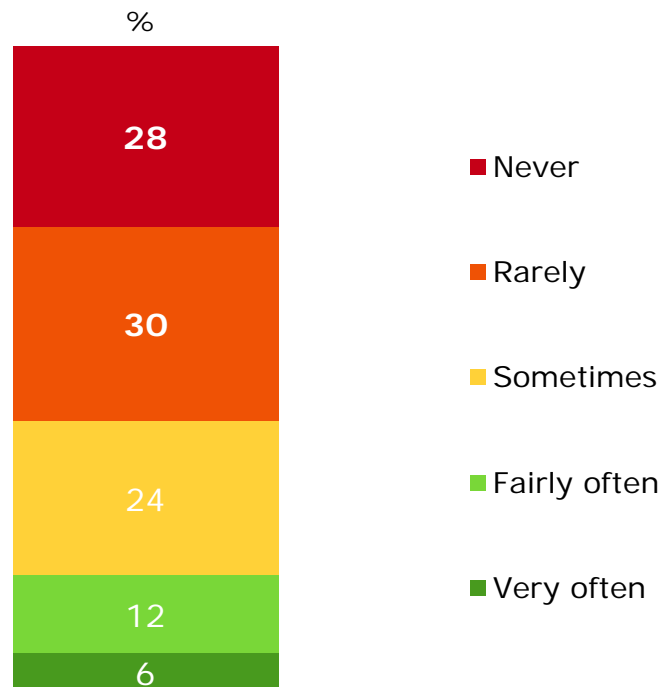
Base: (all members) Wave 11: 2455

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 11: 406



Over four in ten (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.

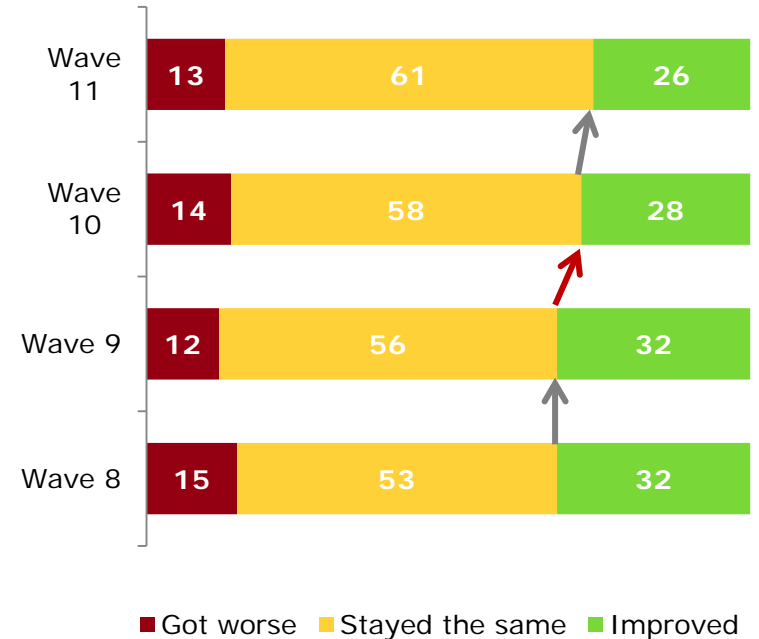
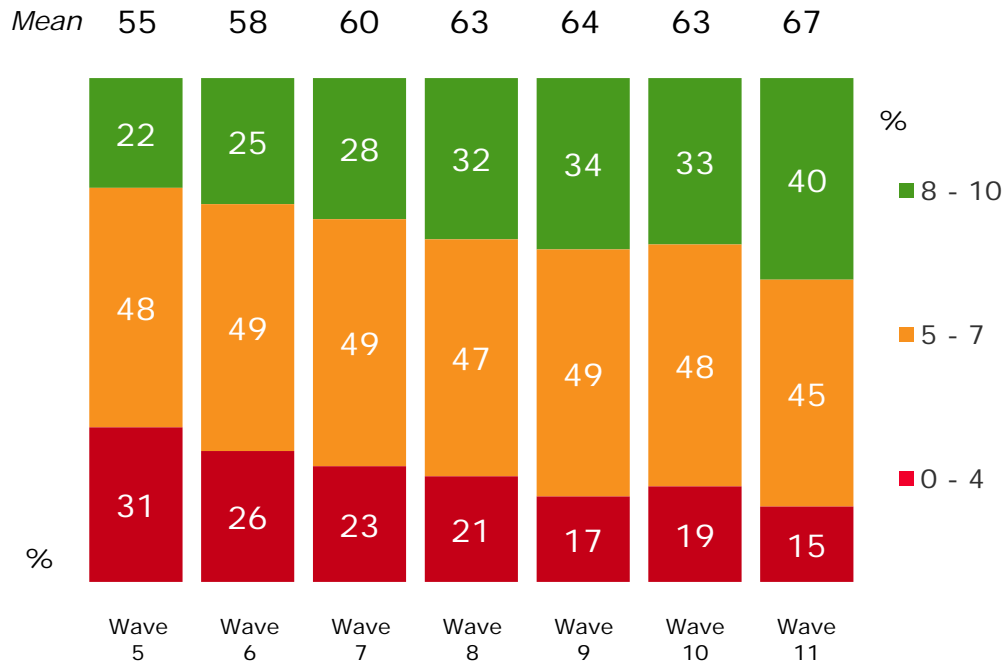


QD10. How often do you use the maps at the terminals to find your way around the local area, other than to look for nearby docking stations?

Base (all members) Wave 11: 2455

Satisfaction with **availability of bikes** has increased since the previous wave, despite little change in proportions of members who perceive the availability of bicycles to be improving compared to the previous wave.

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



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

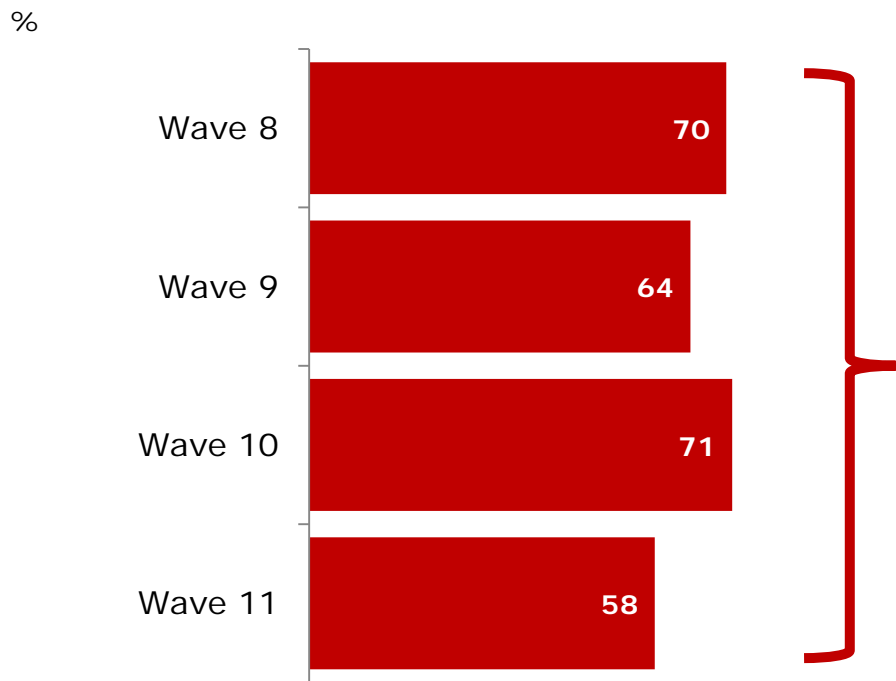
Base (all members ) W11: 2455

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

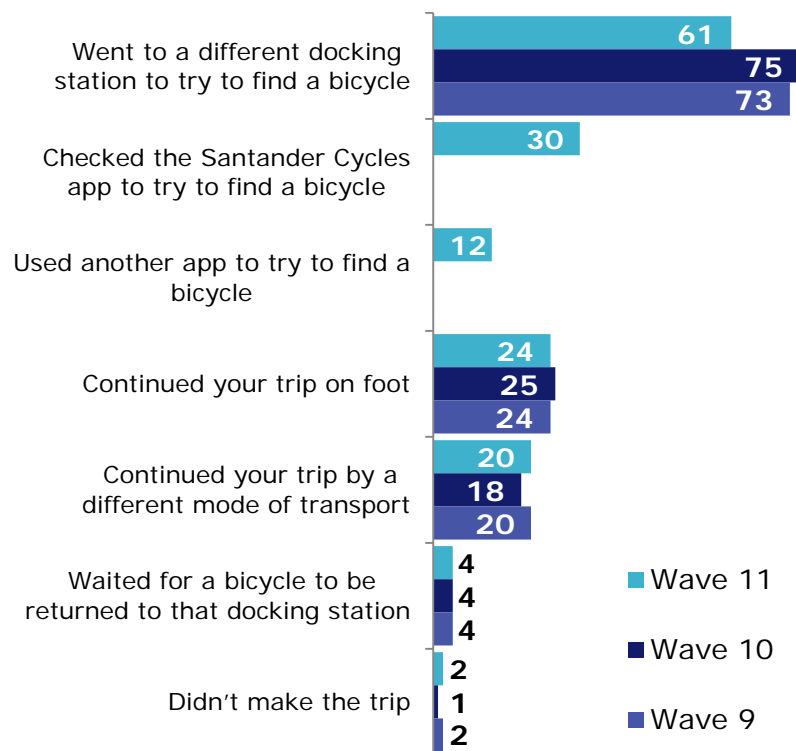
Base (all members ) W11: 2455

Failing to find an available bicycle in the last month improved, indicating a seasonal pattern of better availability in the winter. Going to another docking station is still the most common next step, but nearly a third checked the Santander app.

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



What did next?

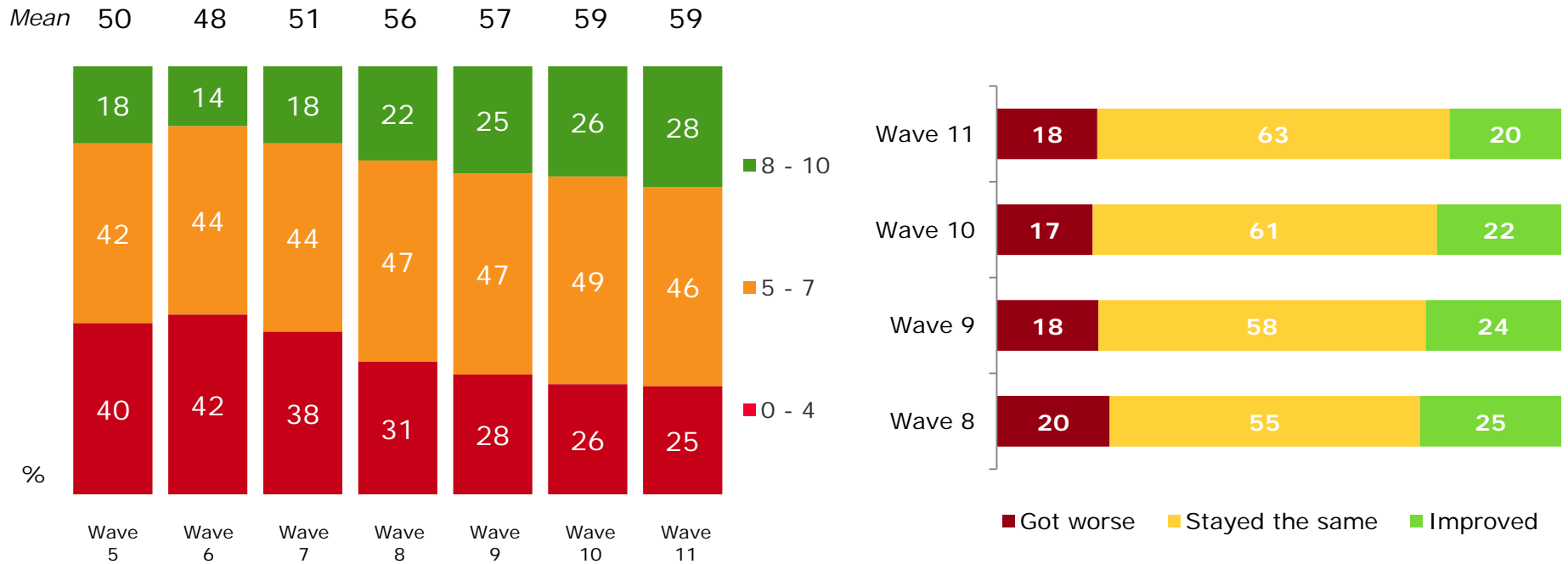


\*Mobile App options added in W11

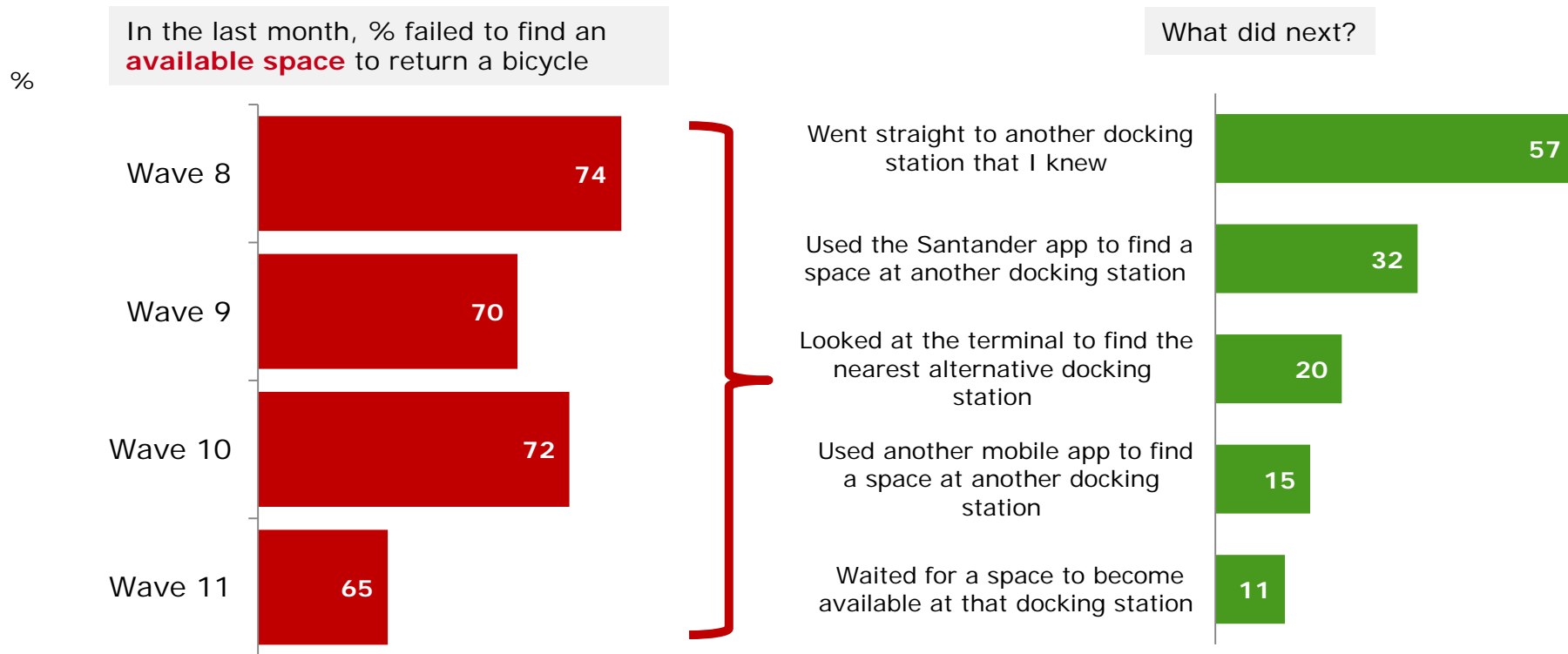
QD1d. In the last month have you tried to hire a bicycle, but failed to find an available bicycle at your first choice of docking station? Base (All members): 2455 QD1e. The last time you failed to find an available bicycle at your first choice of docking station, what did you do next? Base (All who failed to find an available bicycle to hire at first choice docking station in last month): 1428

Satisfaction with **availability of spaces** has remained at a peak score of 59, with one in five believing the availability of spaces has improved, similar to previous waves.

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

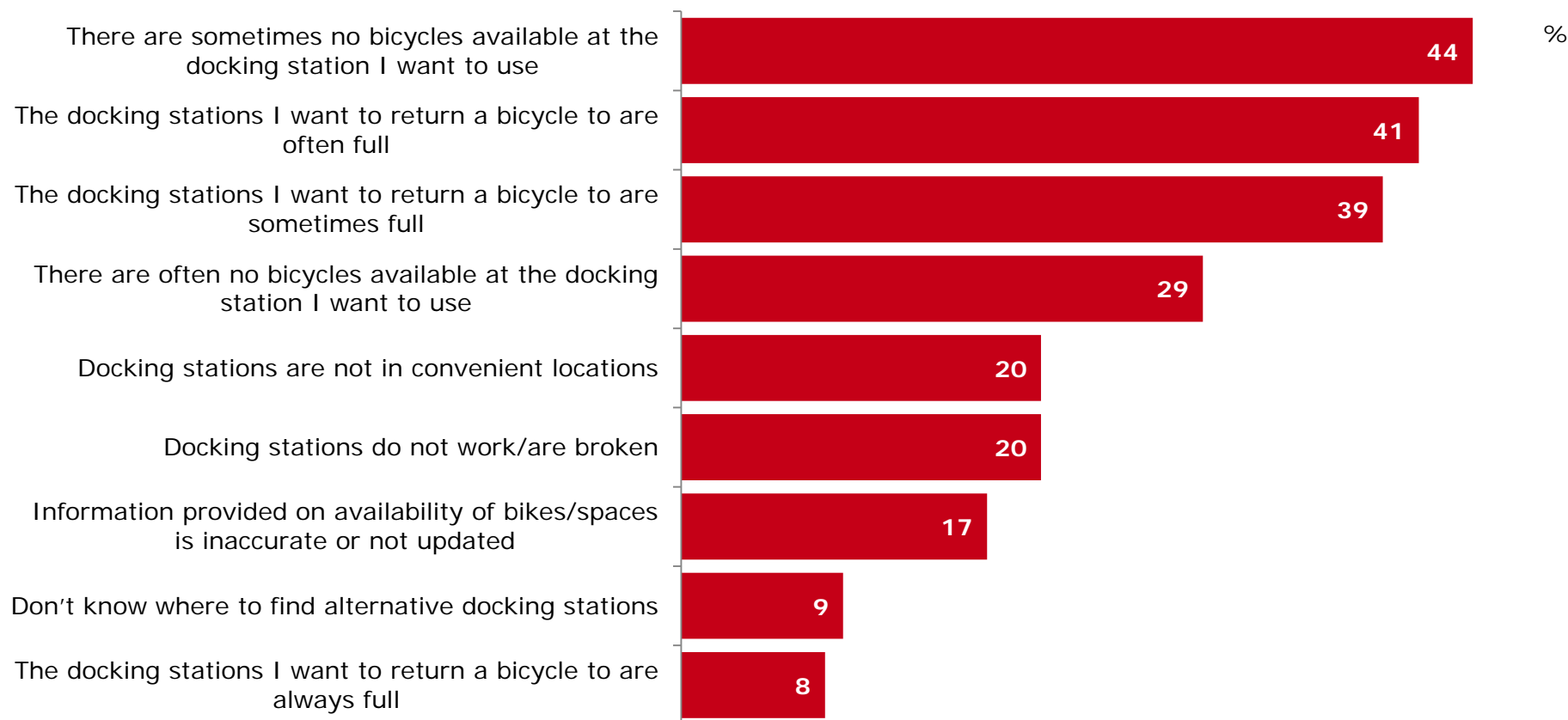


Failing to find an **available space in the** last month has also improved, again indicating a seasonal pattern of better availability in the winter. Over half went to another docking station and nearly a third used the Santander app to help them find a space.



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) W11: 2455 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): 1597

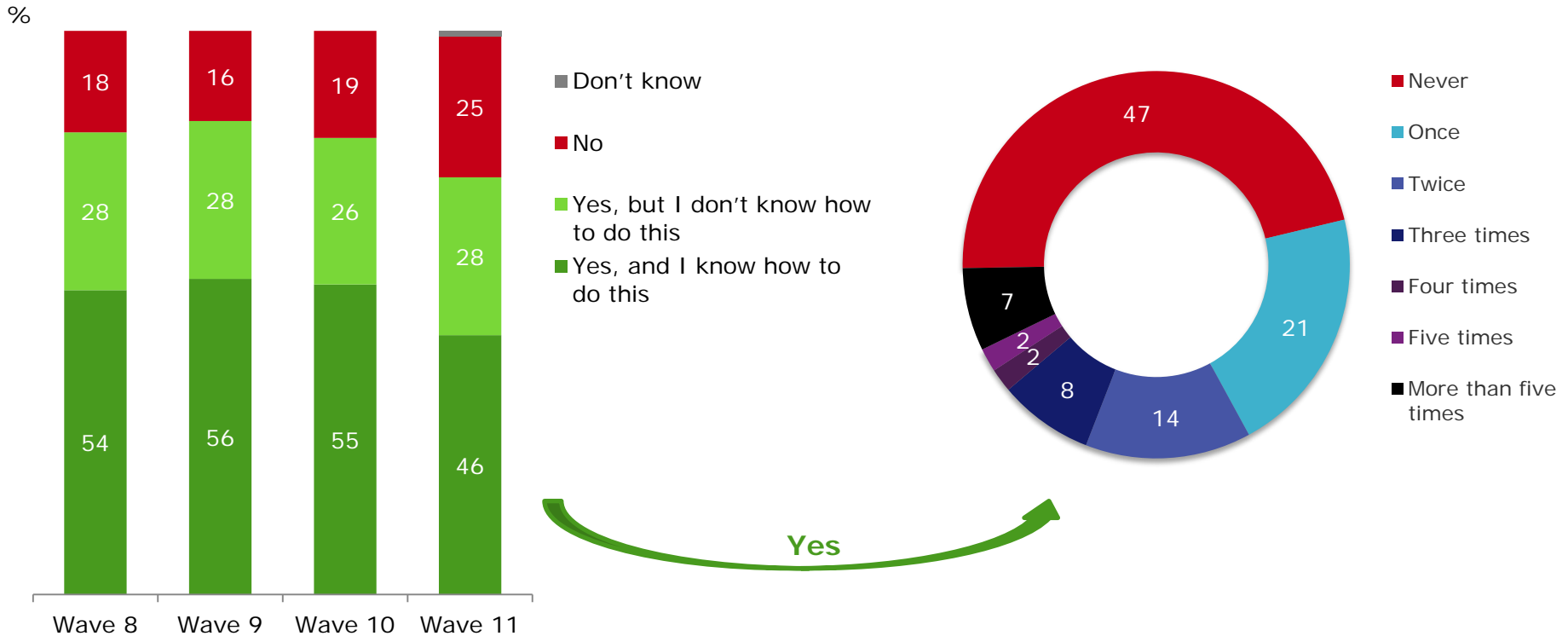
For those who were dissatisfied with the **availability at docking stations**, the main reasons were a lack of bicycles or spaces, with over four in ten claiming there are times when no bicycles are available or docking stations are full.



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 QD1c ): W11: 1439

The awareness of the **15 minutes free additional time** is at a slightly lower level to previous waves, with less than half knowing how to use the service. Over half (of those aware) have made use of this in the last 3 months.

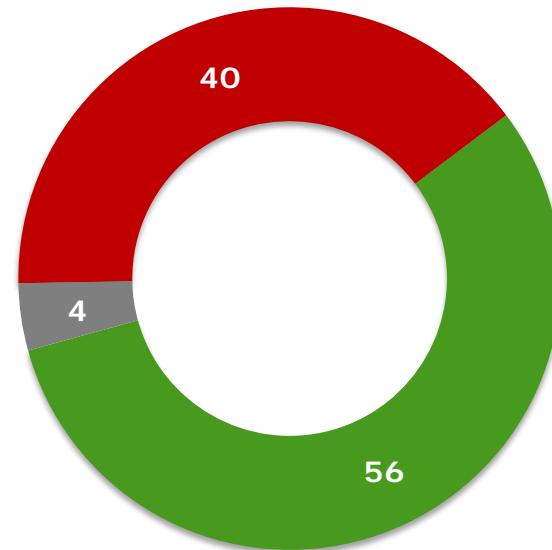
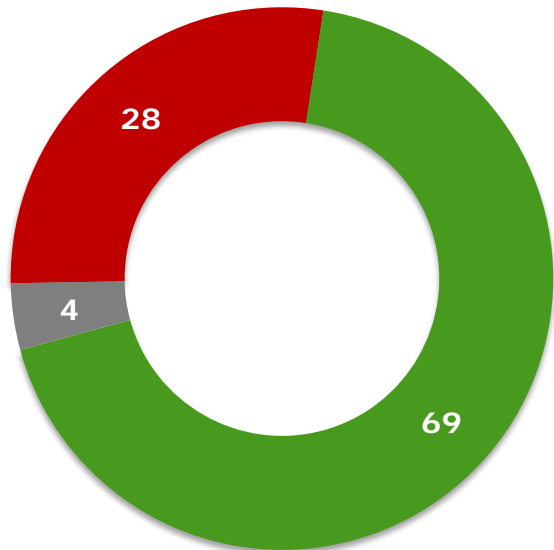


Just over a quarter **experienced a technical problem with a bike in the last 6 months** – and four in ten **experienced a technical problem with a docking station** which prevented them from starting or completing a journey.

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): 2455

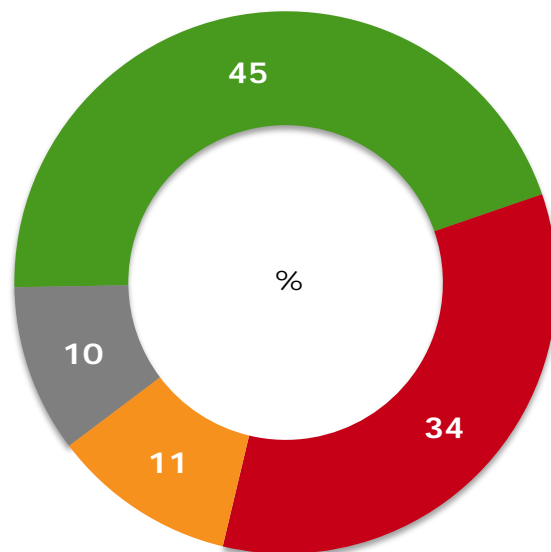
QE3c. Has a technical problem with the actual docking station prevented you from starting or completing a journey in the last 6 months? Base (All members): 2455



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

%

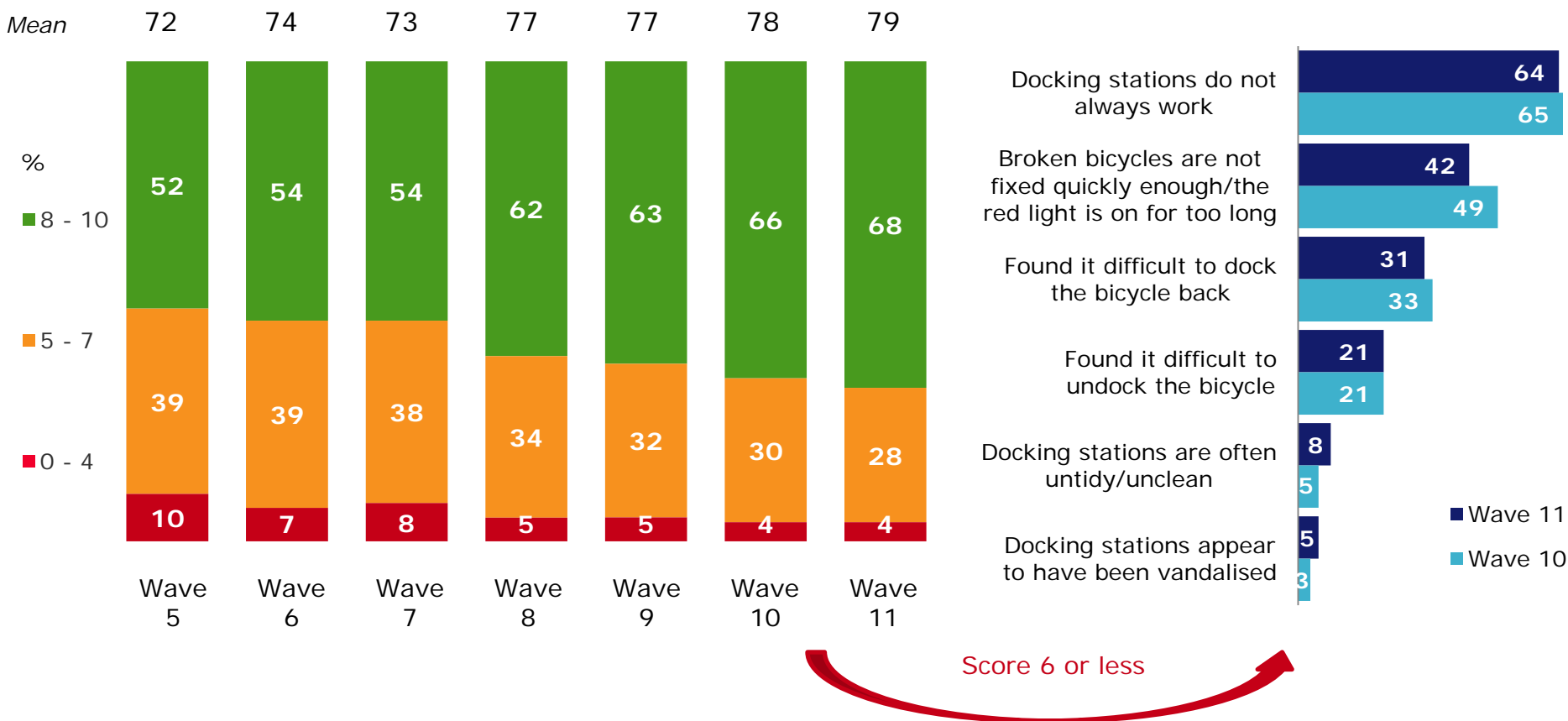
Reported this fault by pressing **the red button** on the docking station?



■ 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: 1280)

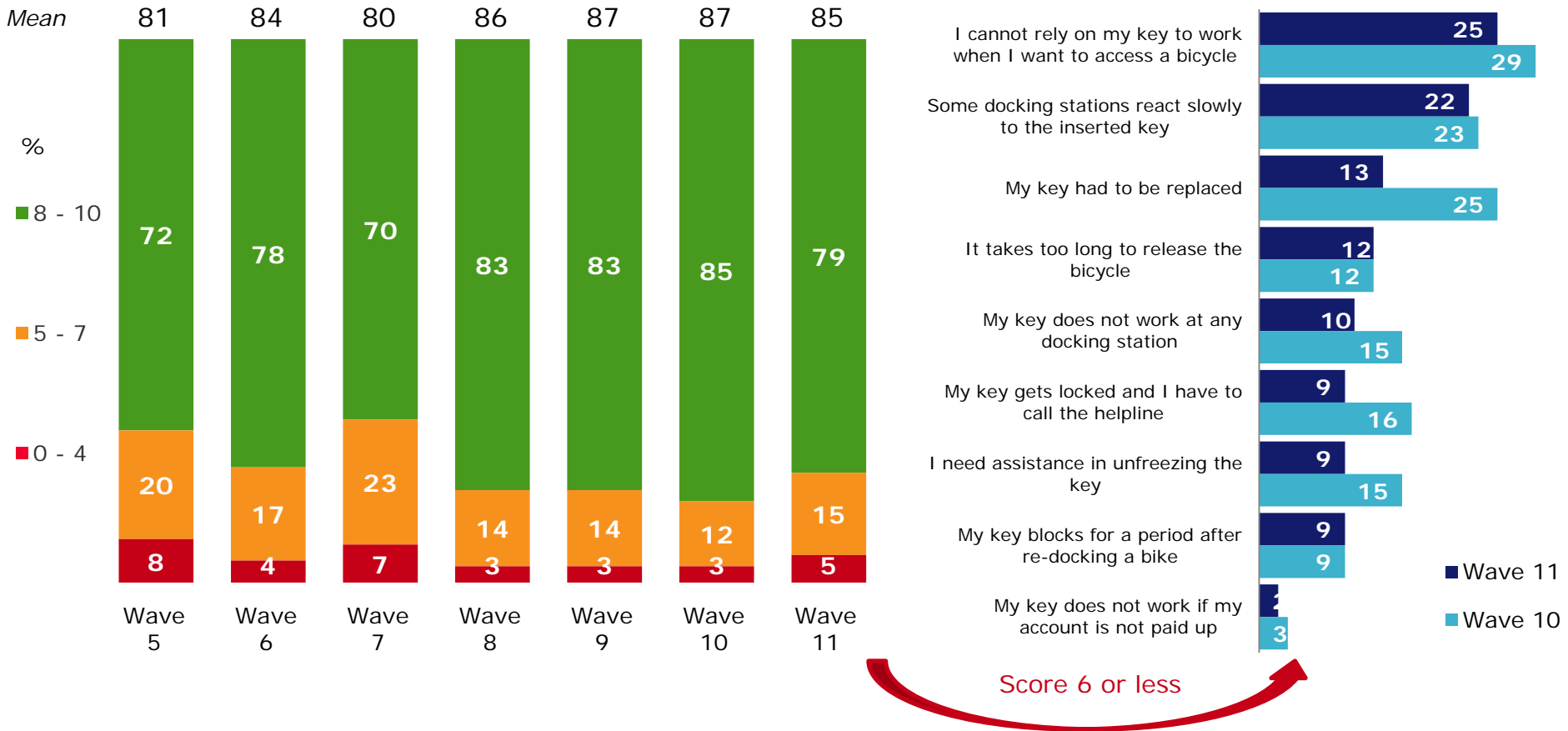
Satisfaction with **the docking station working condition & maintenance** is at a record high (79). Of those dissatisfied (4%), the main reason remains docking stations not always working.



QD2a.How satisfied are you with the working condition and general maintenance of the docking stations overall? Base (All members ): W11: 2455 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); W11: 363; W10: 423

Satisfaction with the **ease of using the membership key** has decreased to 85 since the previous wave. Of those dissatisfied (5%) the main reason remains issues with the keys not working.

### Satisfaction with ease of using membership key

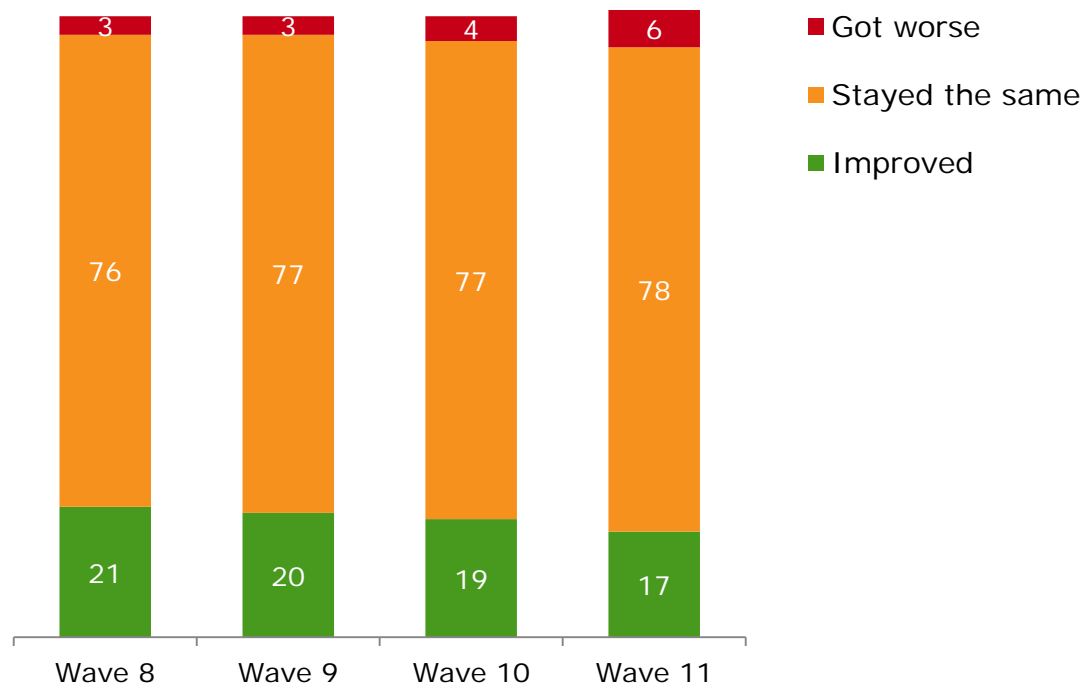


QD3.And how satisfied are you with the ease of using the membership key to access a bicycle? Base (All members with a membership key): W11: 2362 QD4.And why do you say that you are not satisfied with the ease of using the membership key to access a bicycle? Base (All dissatisfied with the with the ease of using the membership key to access a bicycle): W11: 285

Opinions of the reliability of the **membership key working** were similar to the previous wave.

### Your membership key working at a docking point

%



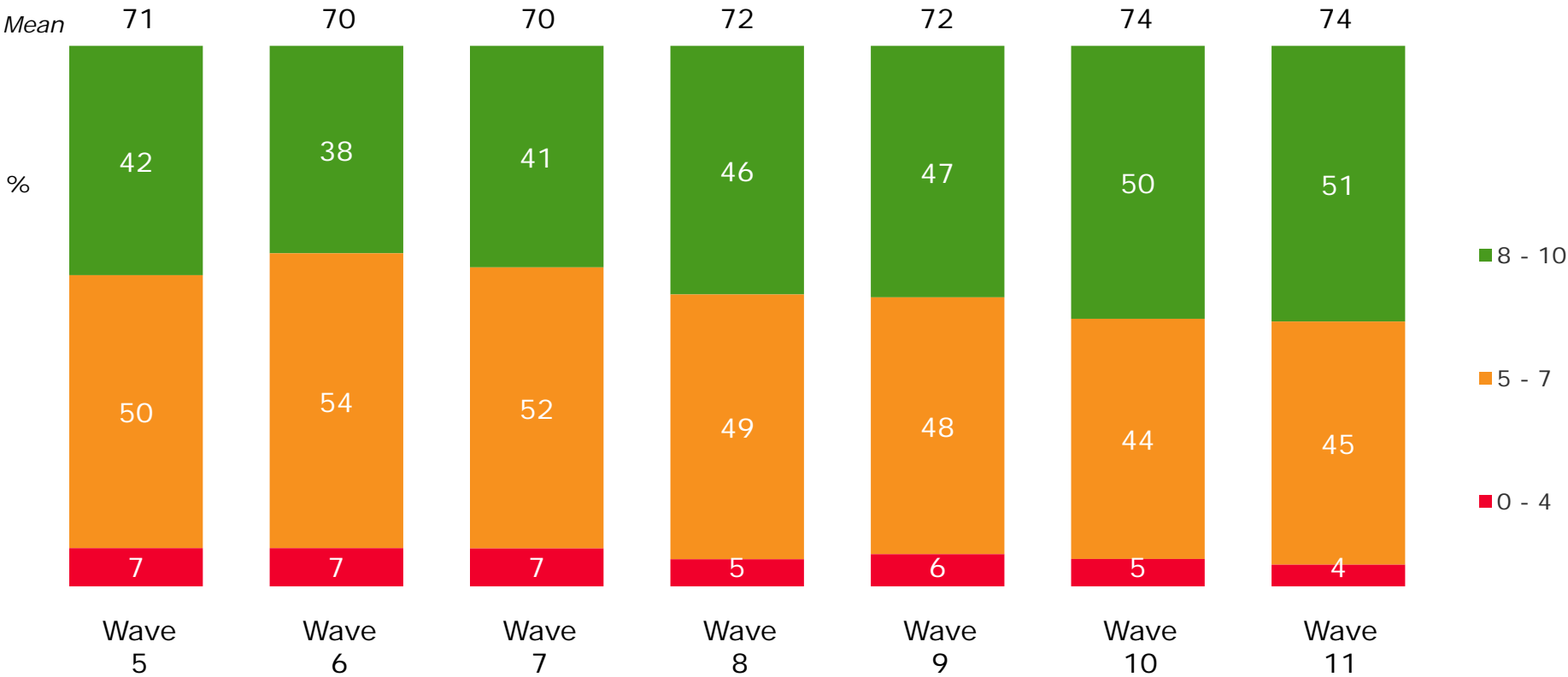
QH9.Thinking specifically about the following areas, would you say things have generally improved, stayed the same, or got worse?

Your membership key working at a docking point

Base (All who have a membership key): W11: 2293

The satisfaction with **the bikes** has remained stable since wave 10, with just over half of members very satisfied.

### Satisfaction with the bicycles

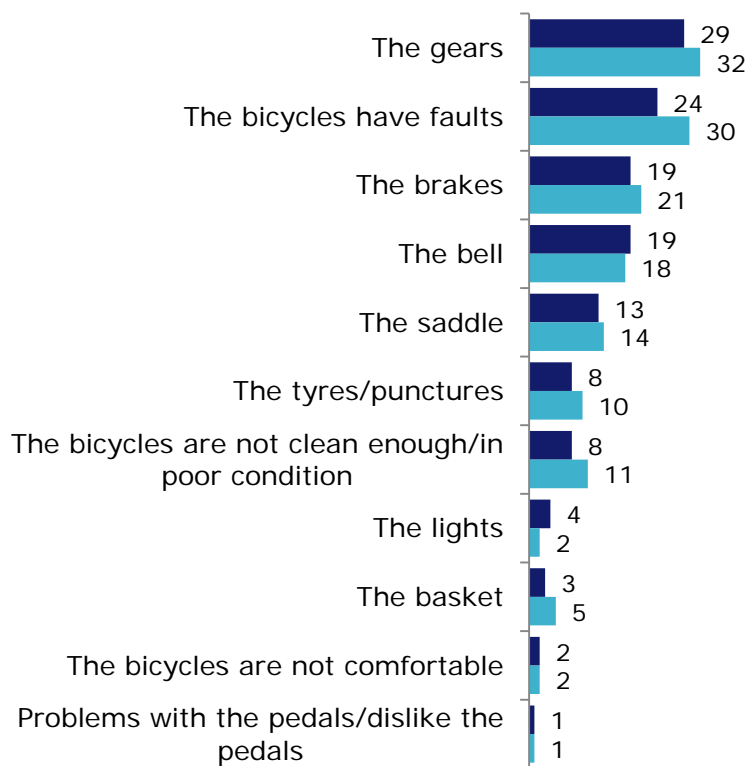


QE1 In general, how satisfied are you with the bicycles you have hired through Santander Cycles?  
 Base (All members): W11: 2455

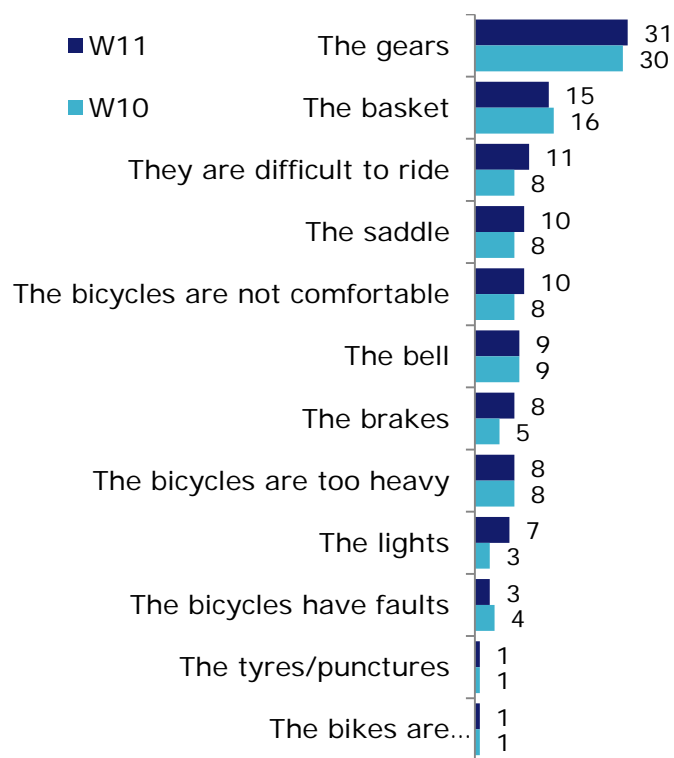


Among those **dissatisfied with the bikes**, the gears are the most frequently mentioned fault, both in terms of upkeep and design.

### % Upkeep / maintenance\*



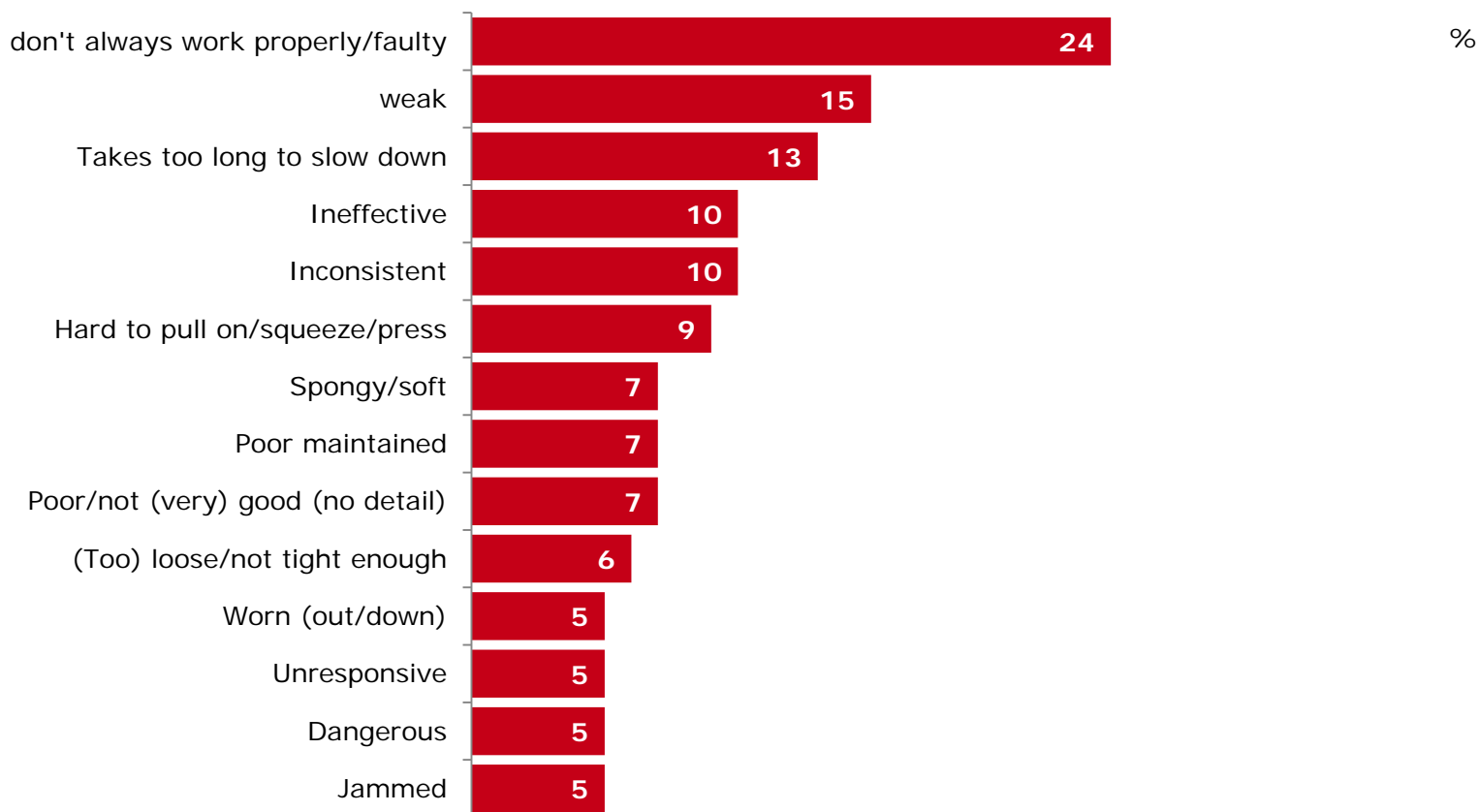
### Design / functionality\*



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

Base (All not satisfied with the bicycles- 0-6): W11: 1896

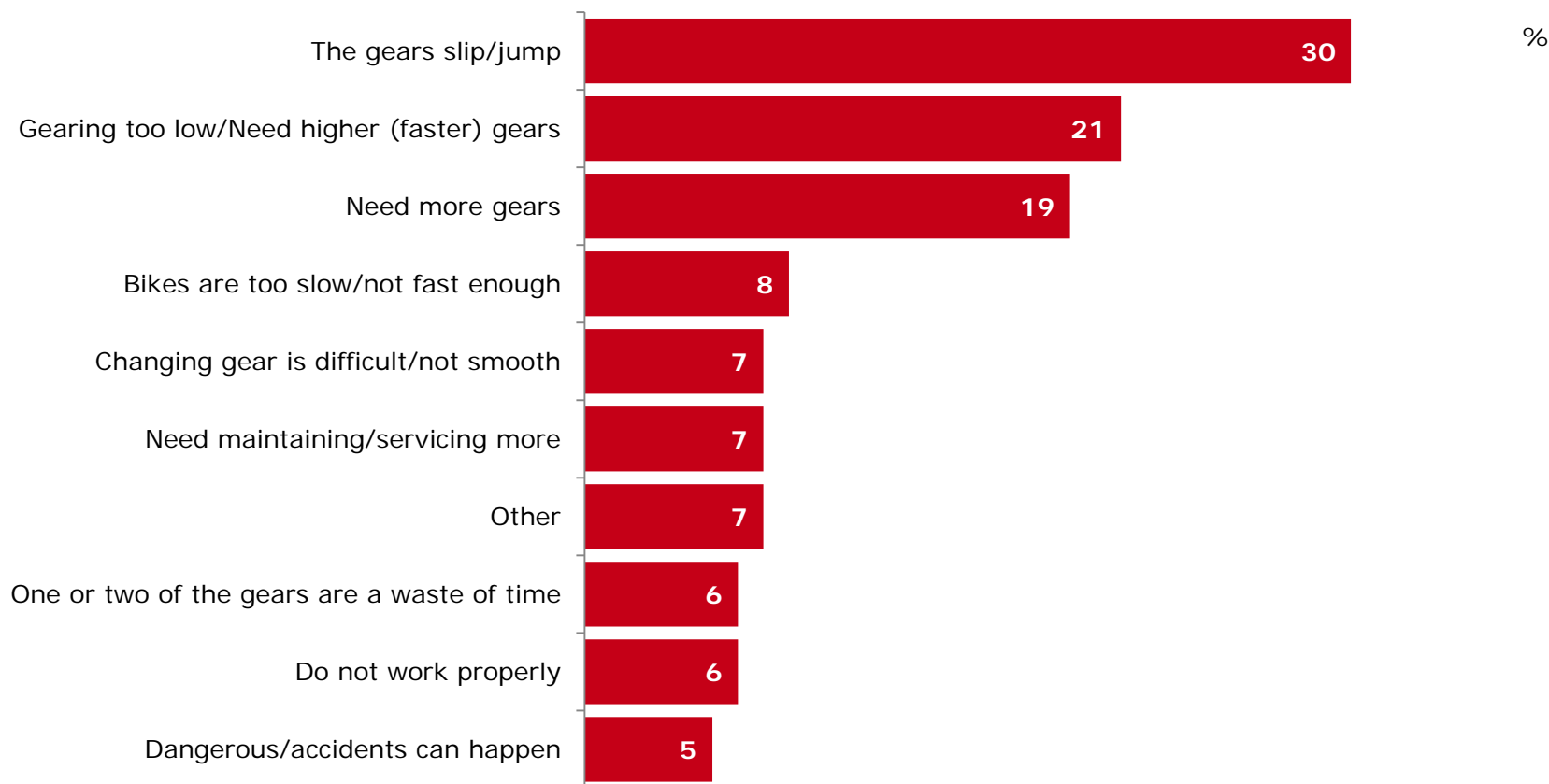
For those who were dissatisfied with the **brakes**, the main reasons were that they don't work properly as they are not strong enough and the bicycle then takes too long to stop.



QE2a. What was it about the brakes that made you dissatisfied?

Base (All who are not satisfied with brakes on the bicycles at QE2): W11 462

For those who were dissatisfied with the **gears**, the main reasons were that the gears slip/ jump and there are 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): W11: 974

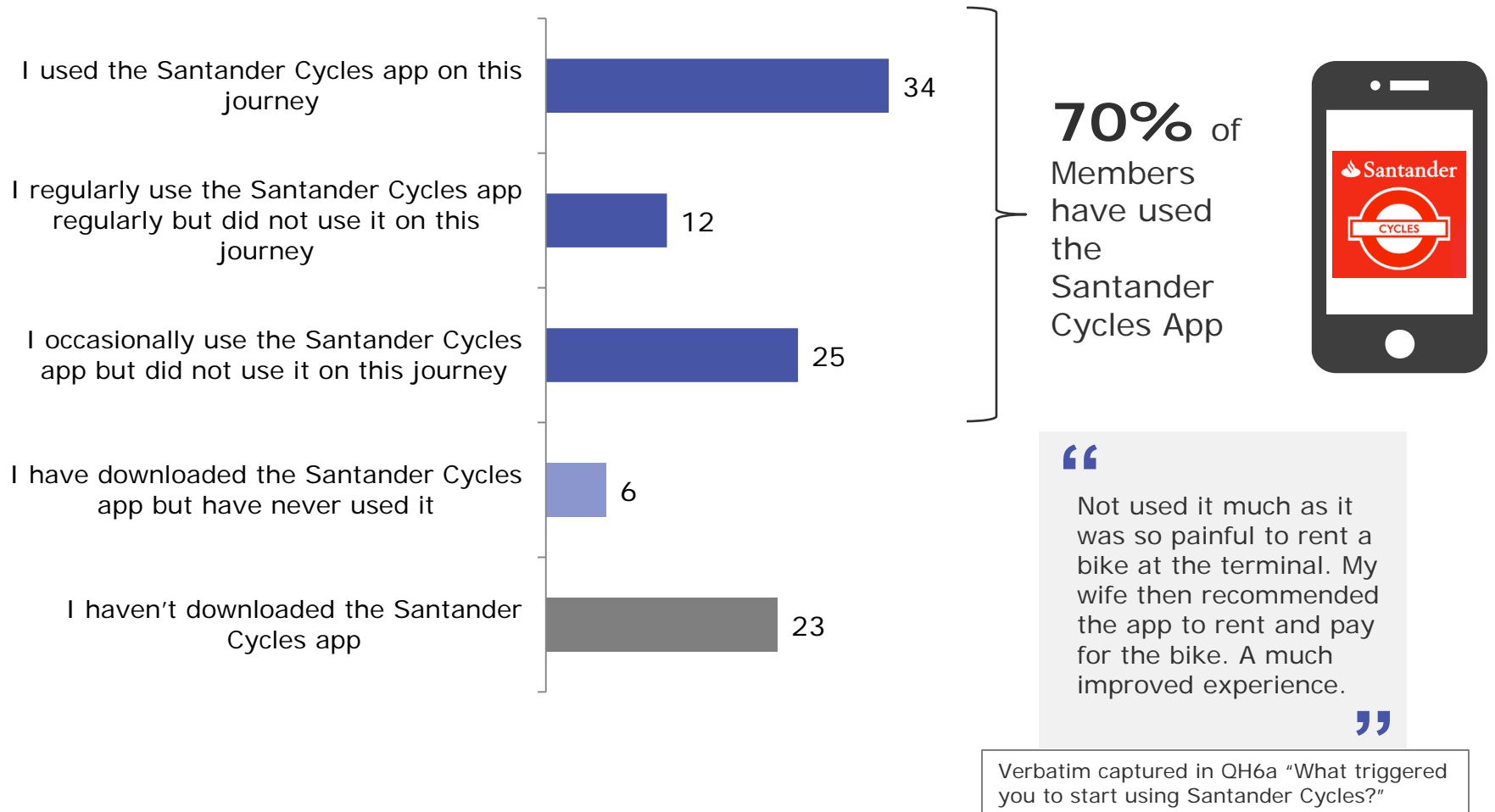


# 7

## Customer experience: Santander Cycles mobile app



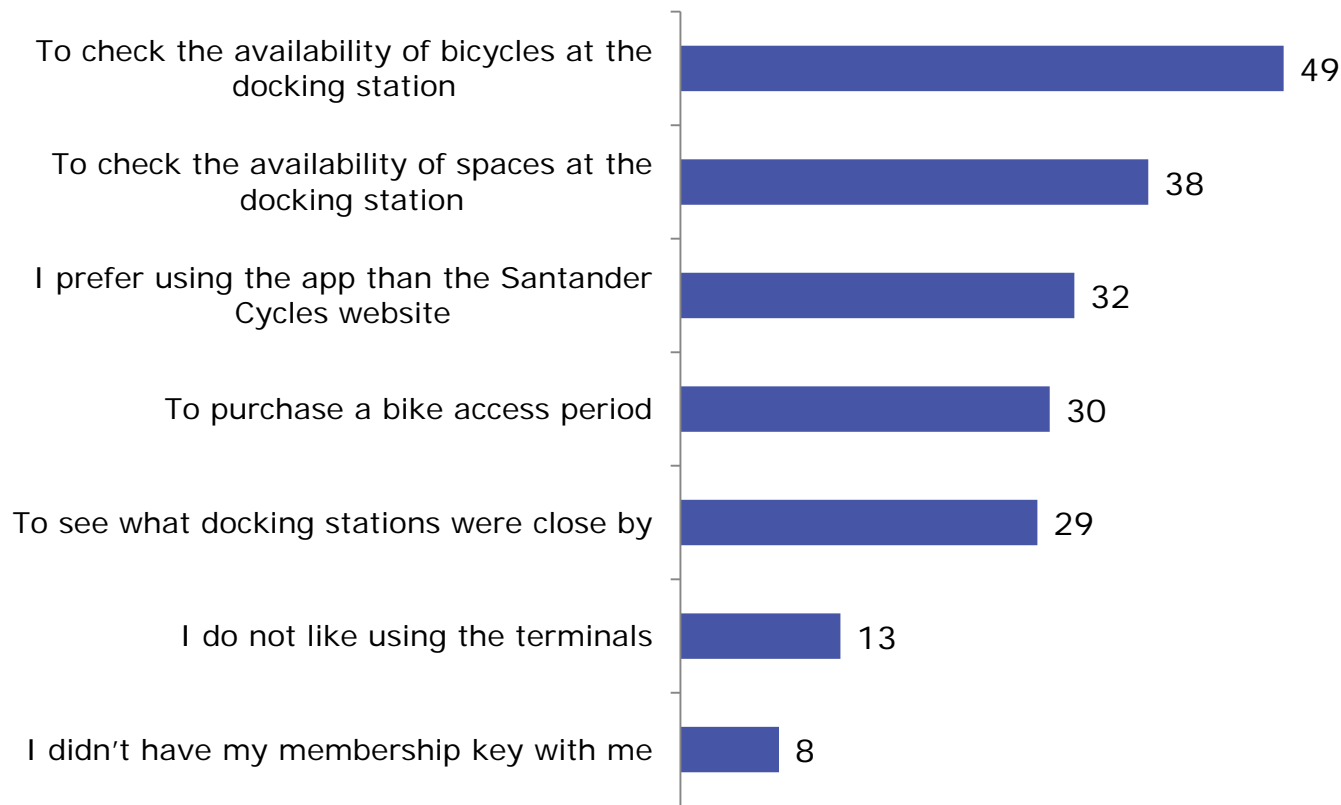
Over a third of Members used the app on this journey, with seven in ten having ever used the app.



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

Base: 2455

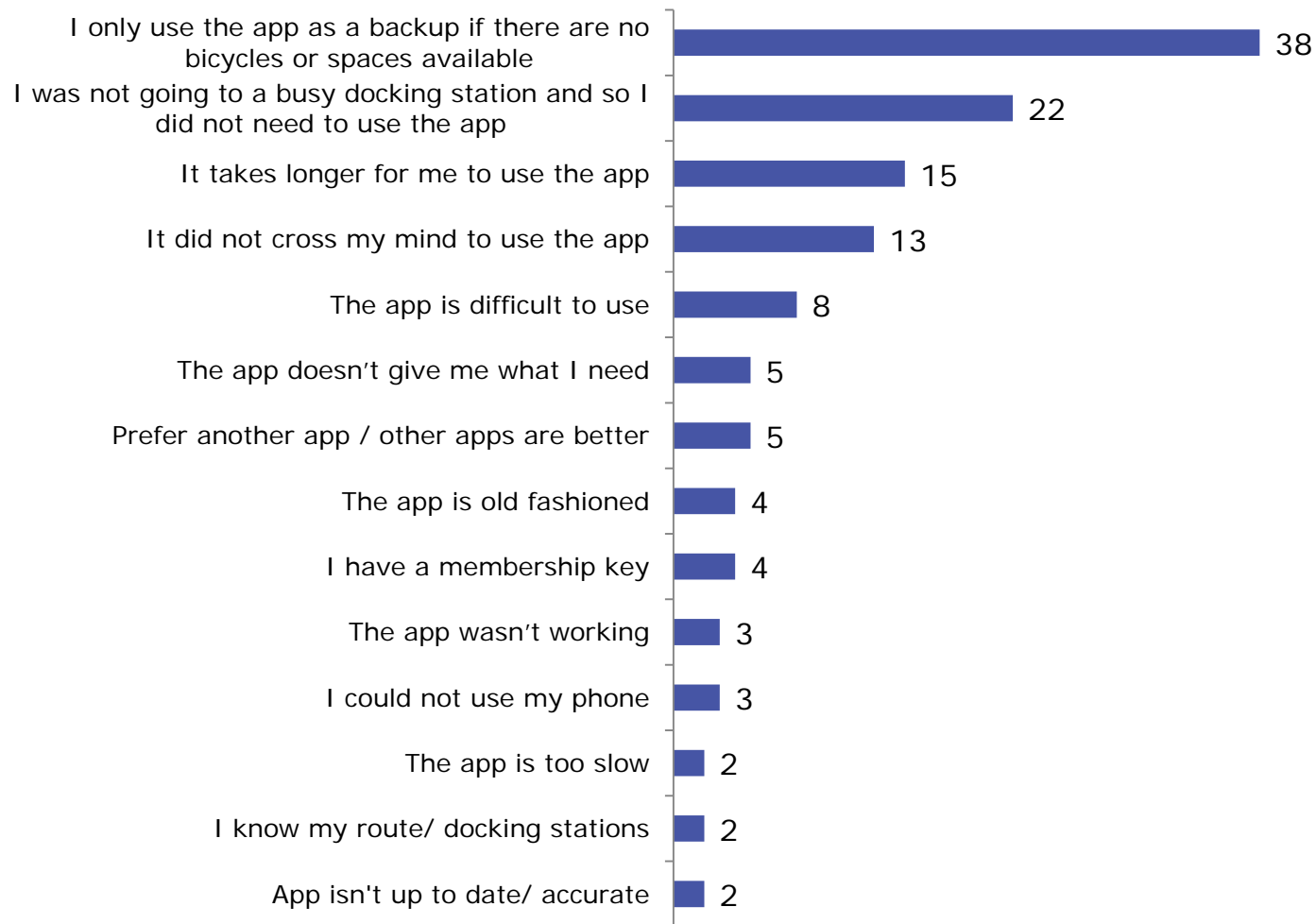
Of those who used the Santander Cycles app on the latest journey, nearly half used it to check bike availability and nearly four in ten used it to check space availability at their destination.



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

Base: Those who used Santander Cycles app on this journey: 834

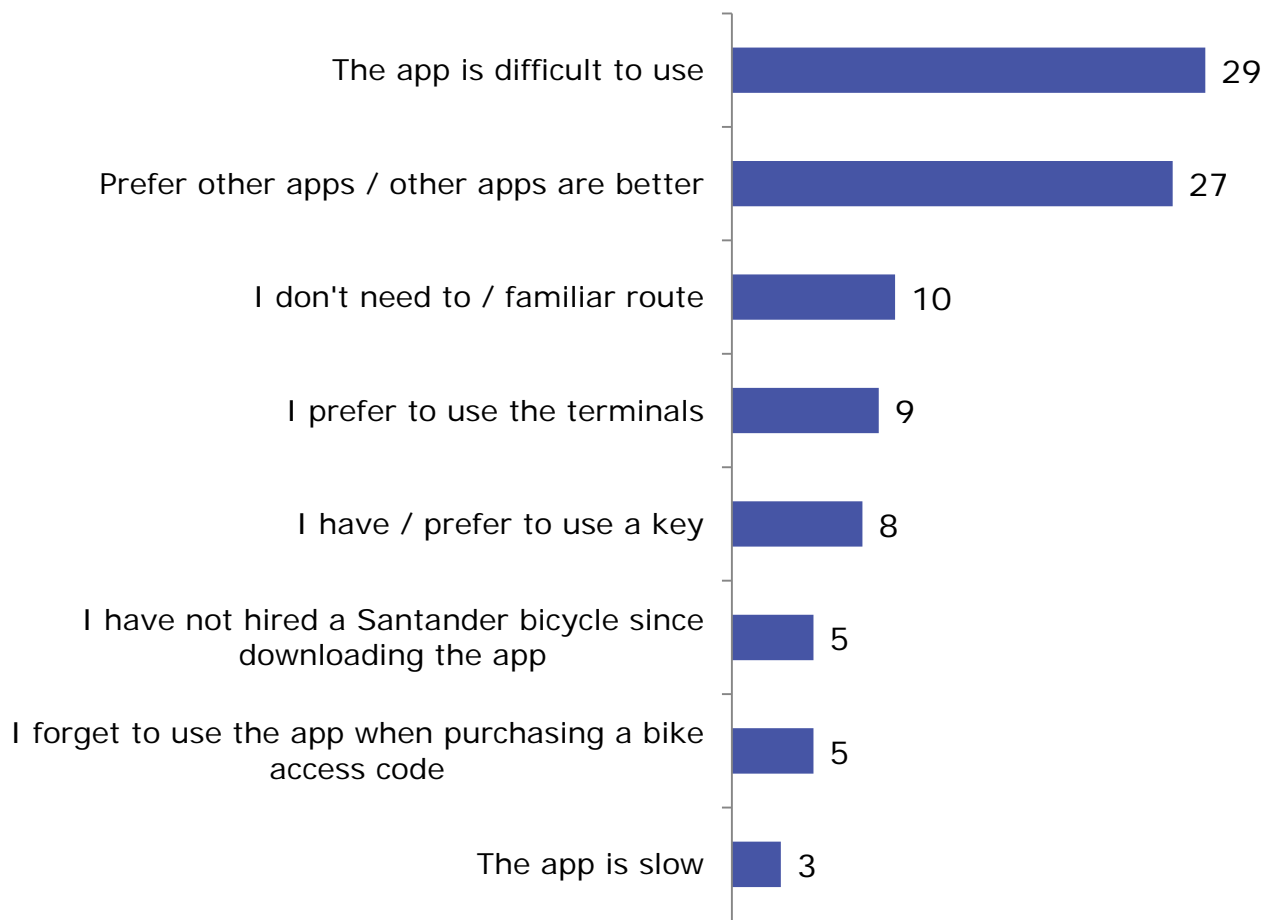
Of those who have the Santander Cycles app but did not use it on their latest journey, nearly four in ten use it as a backup if they find spaces or bicycles are unavailable.



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: 893

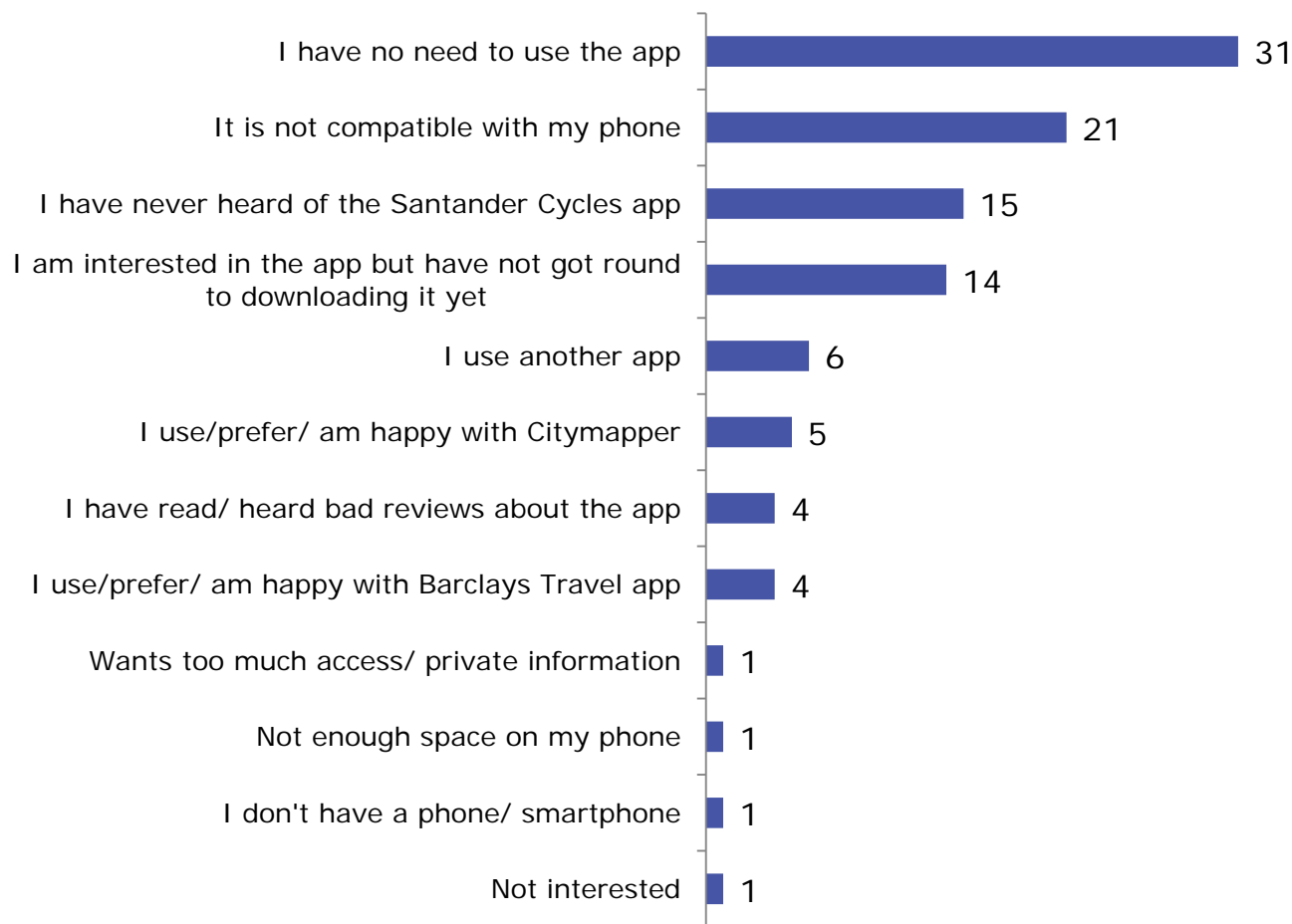
Of those who have downloaded the Santander Cycles app and have not used it, the main reasons are that it is difficult to use or that they prefer other apps



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

Base: Those who have not used but have downloaded the Santander Cycles app: 153

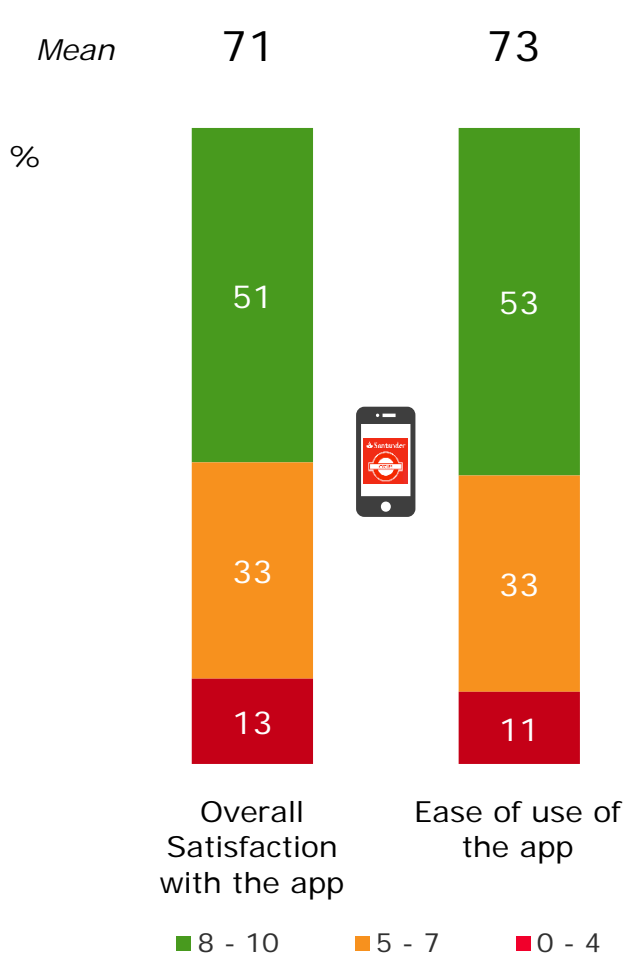
The main reasons Members have not downloaded the Santander Cycles app is that they feel they have no use for it or it is incompatible with their phone.



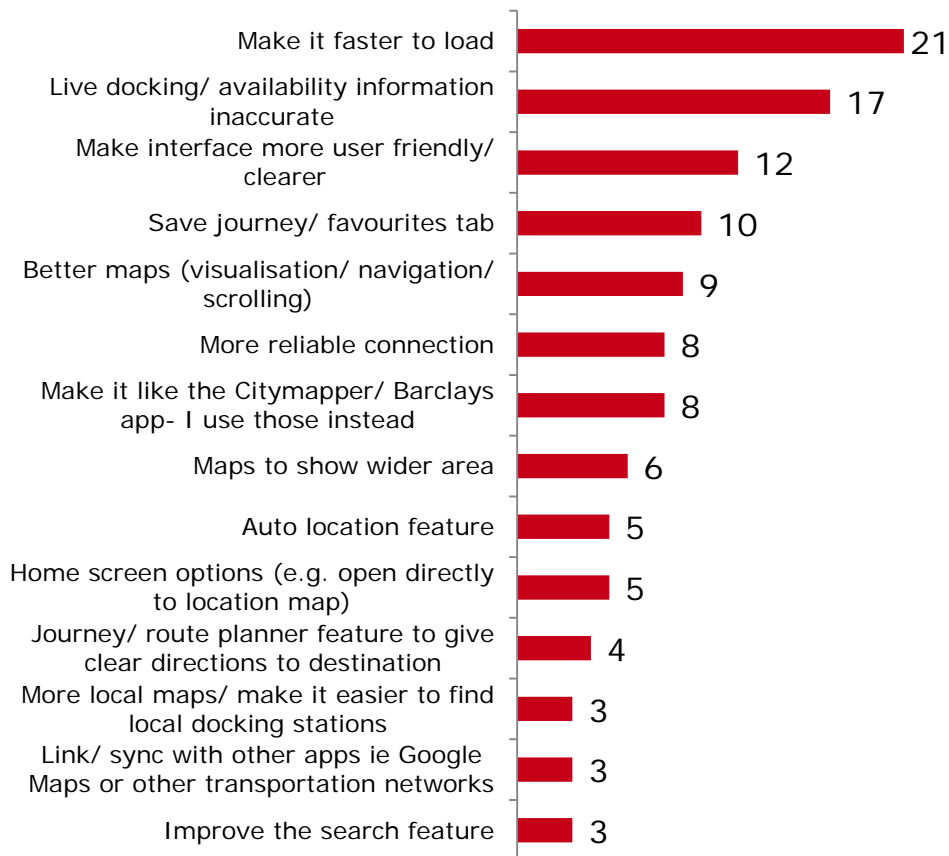
QH17. And why have you not downloaded the Santander Cycles app?

Base: Those who have not downloaded the Santander Cycles app: 575

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



What improvements would you make to the Santander Cycles app?



General usage of the **Santander Cycle app** increased overall satisfaction with the scheme while it also had a positive impact on most measures.



Have used the App before	Never used the App	Diff. Used-Not used	
76	75	1	<b>Overall satisfaction</b>
80	80	0	<b>Satisfaction with latest trip</b>
83	83	0	<b>Likelihood to recommend</b>
76	75	2	Maps at terminals
71	69	2	Information panels/ print outs/ screens/ease of using the Terminals
75	73	2	Actual bicycles
79	78	1	Working condition/maintenance of the docking stations
67	66	2	Availability of bicycles at docking stations
59	59	1	Availability of spaces at docking stations
83	88	-4	Ease of using the membership key to access a bicycle
80	83	-3	Service received from the contact centre
75	73	2	Website - ease of logging in and checking account info
74	73	1	Website - ease of understanding information
71	70	1	Website - ease of finding information
76	76	1	Information on how Santander Cycles works
77	77	0	The process of registering as a member
73	71	2	Value for money

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

Base W11: members who used the app before 1727; members who have never used the app 728.



Usage of the **Santander Cycle app** during the latest journey did not have a positive impact on **overall satisfaction** (with the scheme or for the latest trip) but has a positive impact on most measures.



Used App on THIS journey	Did not use App on THIS journey	Diff. Used- Not used	
75	76	0	<b>Overall satisfaction</b>
79	80	-2	<b>Satisfaction with latest trip</b>
82	83	-1	<b>Likelihood to recommend</b>
77	75	2	Maps at terminals
72	69	2	Information panels/ print outs/ screens/ease of using the Terminals
75	74	1	Actual bicycles
80	78	1	Working condition/maintenance of the docking stations
69	66	3	Availability of bicycles at docking stations
61	58	3	Availability of spaces at docking stations
78	88	-10	Ease of using the membership key to access a bicycle
80	81	-1	Service received from the contact centre
75	74	1	Website - ease of logging in and checking account info
75	74	1	Website - ease of understanding information
72	70	2	Website - ease of finding information
76	76	0	Information on how Santander Cycles works
77	77	-1	The process of registering as a member
73	72	1	Value for money

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

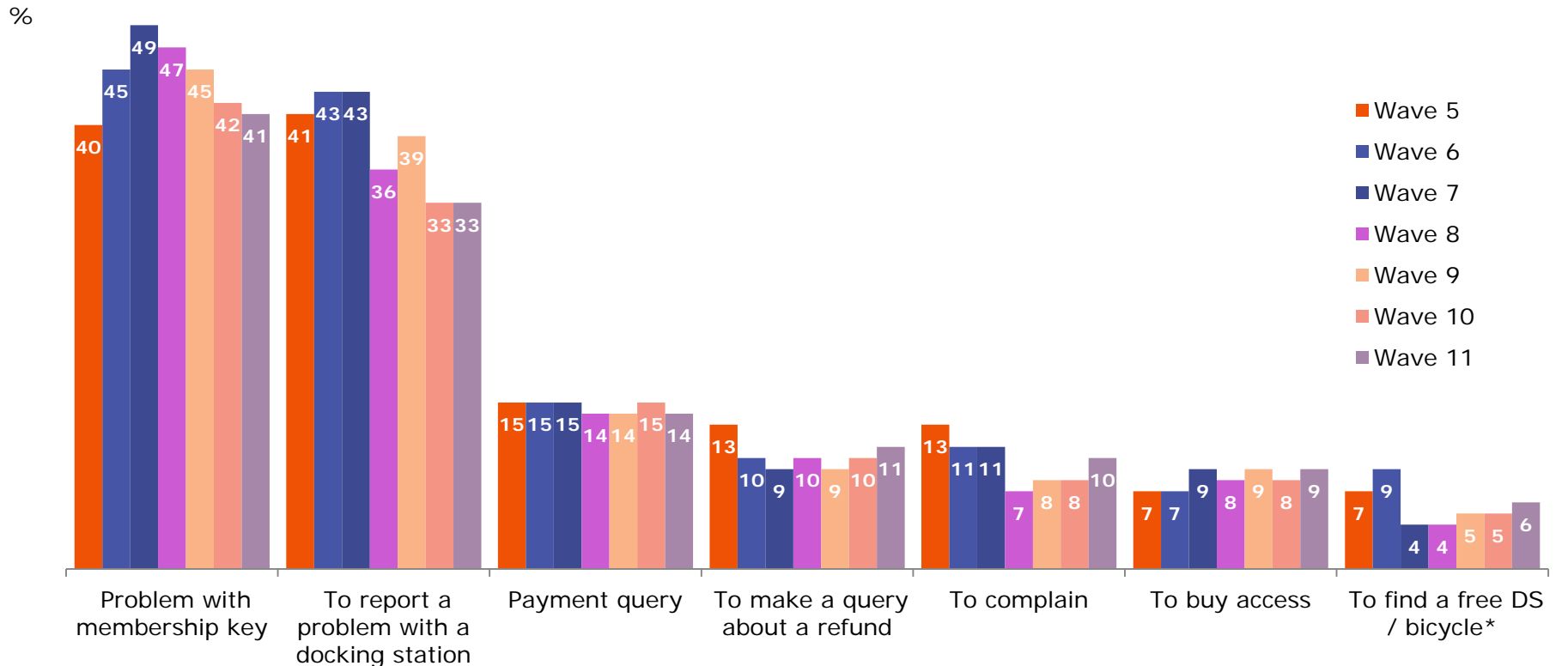
Base W11: members who used the app on THIS journey 834; members who did not used the app on THIS journey 1621.

# 8

## Communication with Santander Cycles



Having a **problem with their membership key** is the main reason for members contacting the centre, however this continues to decrease.

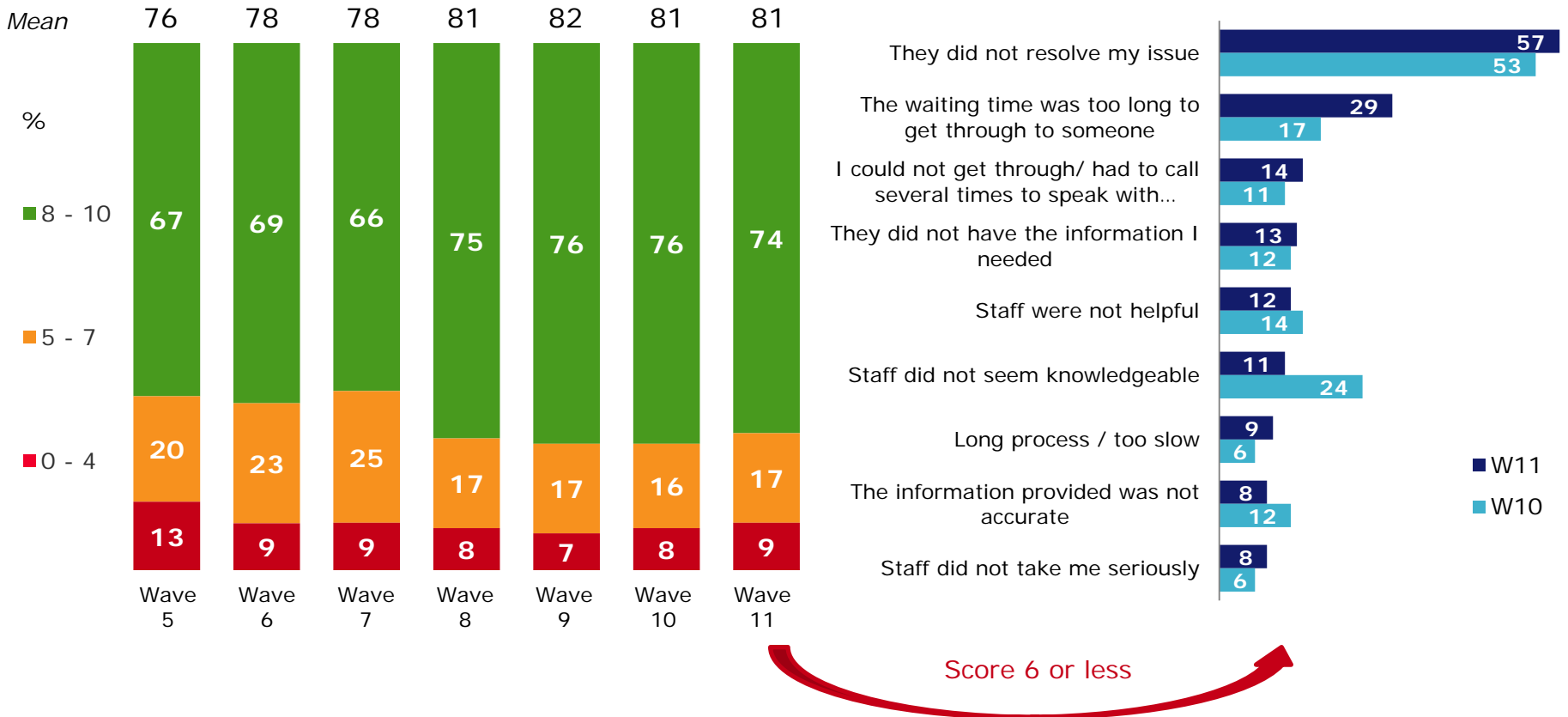


(Mentions above 5% at wave 6)

QG1. In the last 2 months, have you contacted the Santander Cycles contact centre? Base (All members): 2455; QG2. Thinking about the last time you contacted the centre, what was the reason or reasons? Base (all who have contacted the contact centre) W11: 828

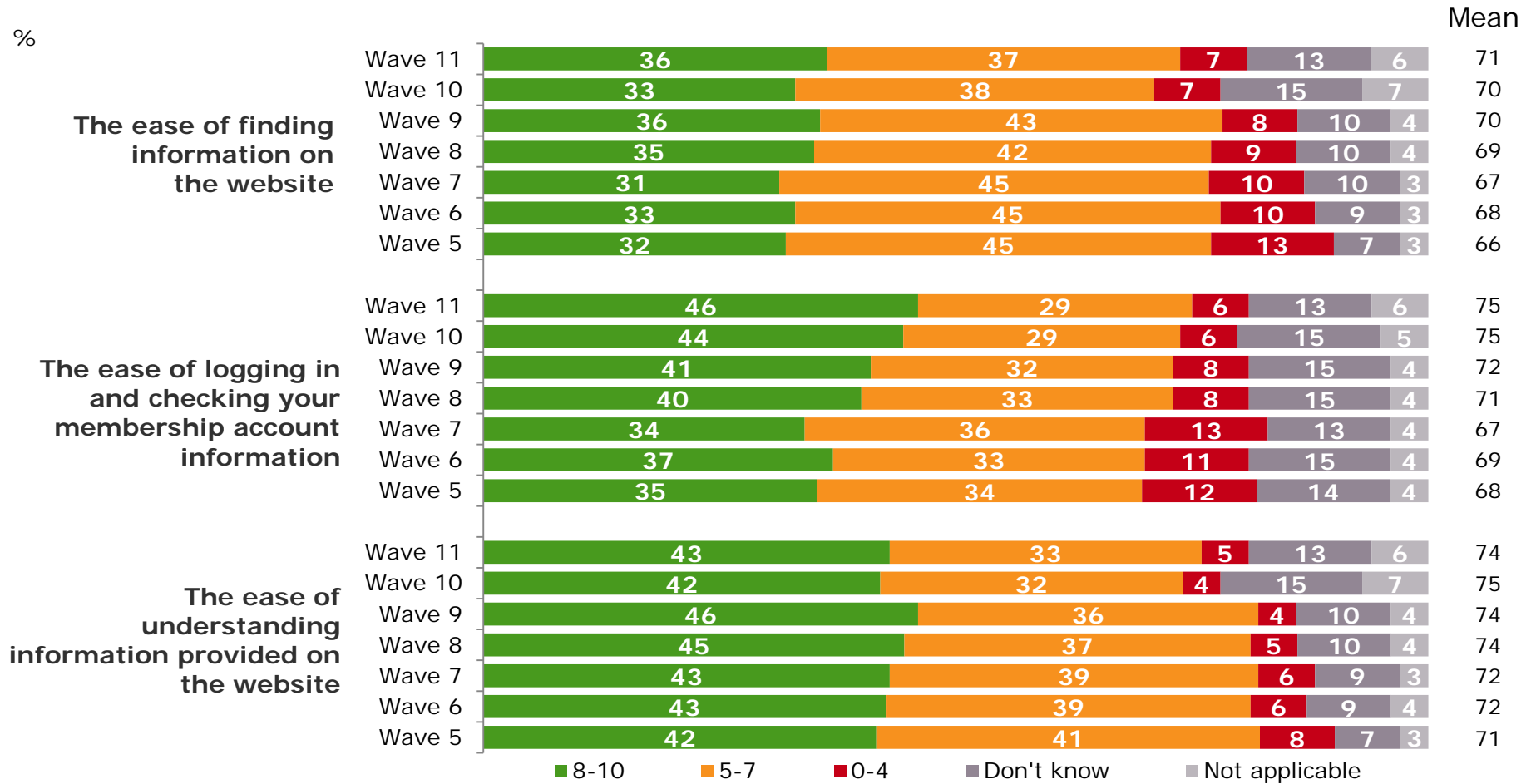
Satisfaction with the **contact centre** remains at a stable level, with around three quarters very satisfied. Of those who are not satisfied, a failure to **resolve an issue** and **long waiting times** are the main drivers of dissatisfaction.

### 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) W11: 828  
 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): W11: 133

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): W11: 2455

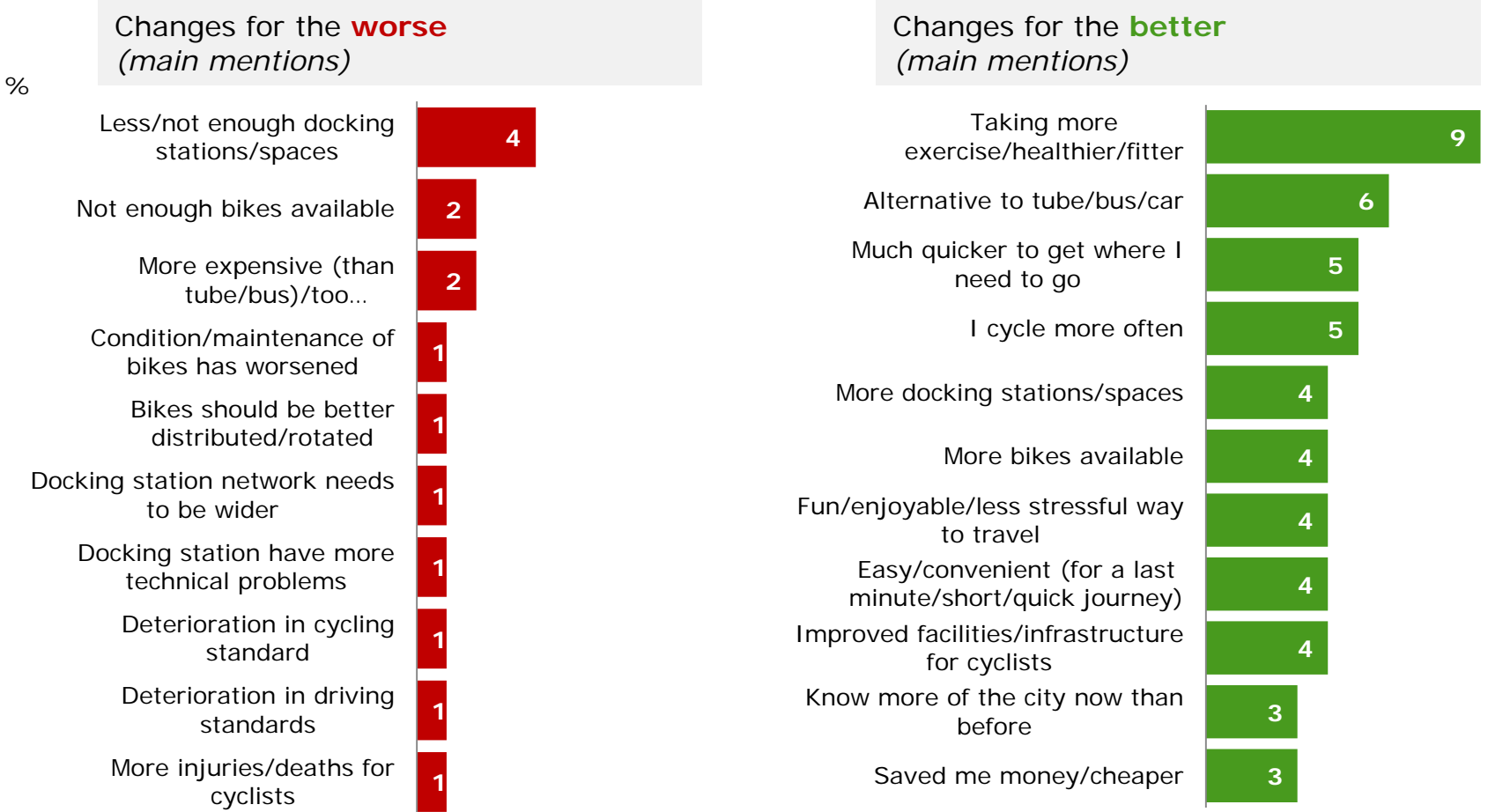


# 9

## Attitudes and behaviour



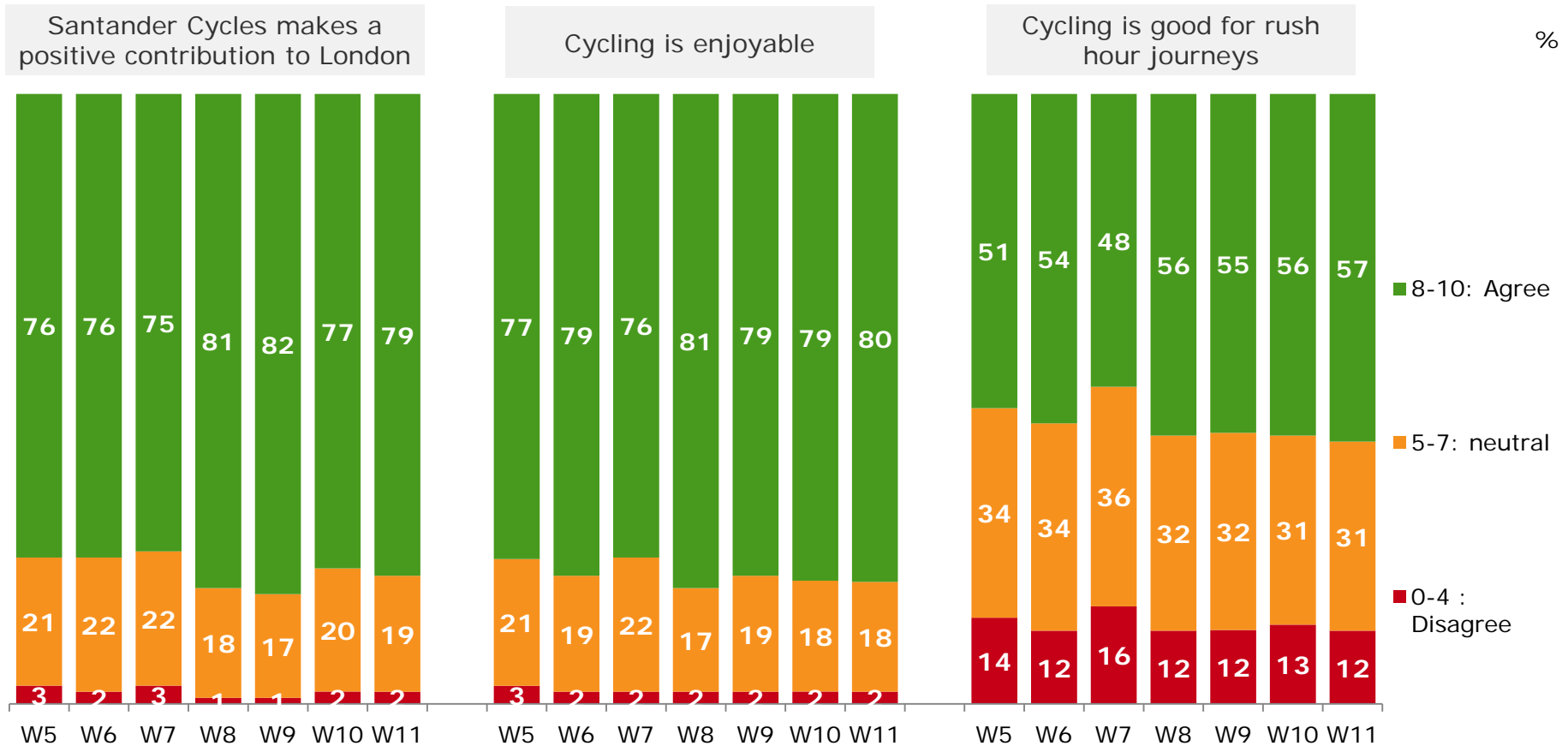
'Less/ not enough docking stations' is the main **change for the worse**. 'Health benefits' and 'an alternative to other modes of transport' are the **changes for the better**.



QH12. What would you say has changed for better or worse since you've become a Santander Cycles member? Base (All members): 2455



Opinions on Santander Cycles making a positive contribution to London, cycling being enjoyable and cycling being good for rush hour journeys are in line with last wave.



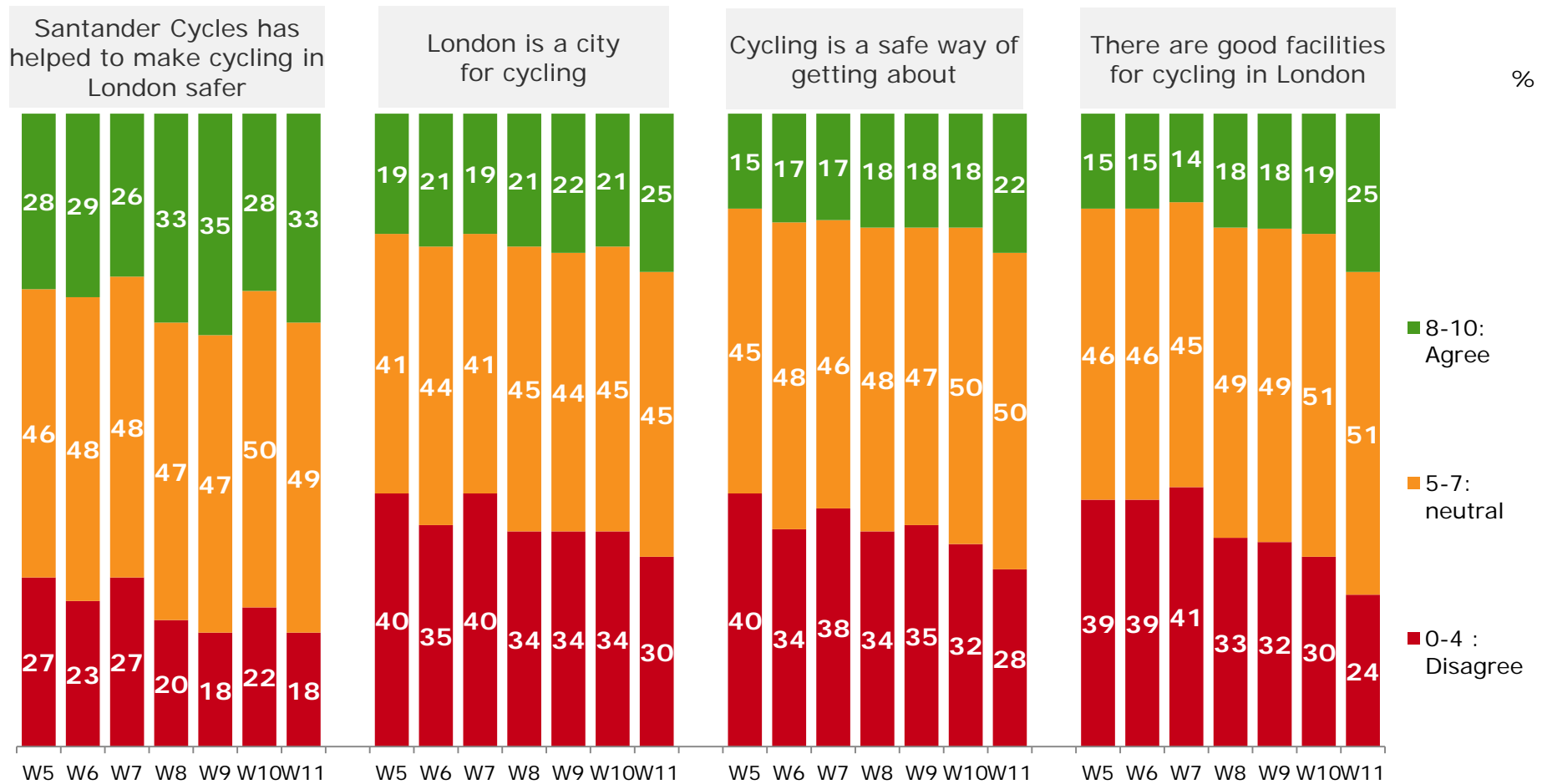
QH6.To what extent do you agree or disagree with the following statements about cycling in general ...?

Base (All members): W11: 2455





However, there are improved scores for London having good facilities for cycling, London being a city for cycling, cycling being a safe way of getting about and Santander Cycles making cycling safer in London.

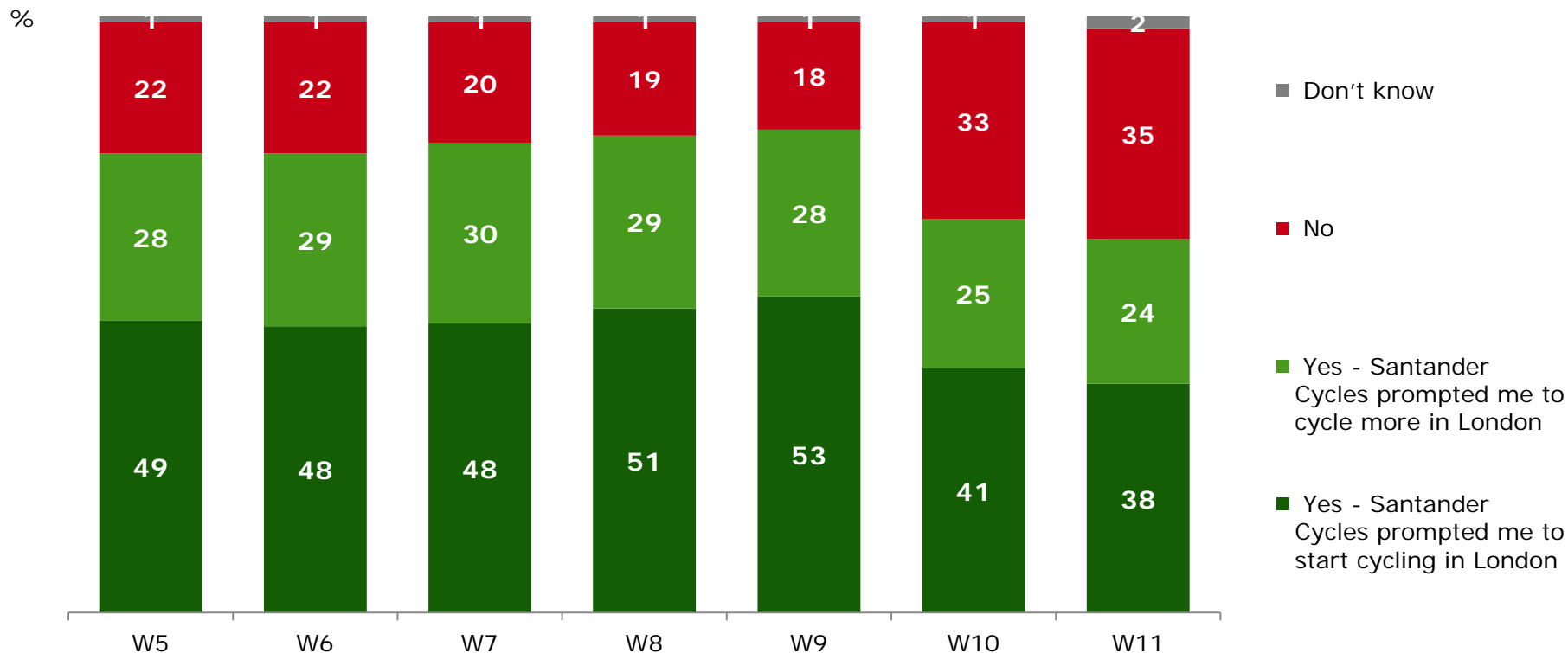


QH6.To what extent do you agree or disagree with the following statements about cycling in general ...?

Base (All members): W11: 2455



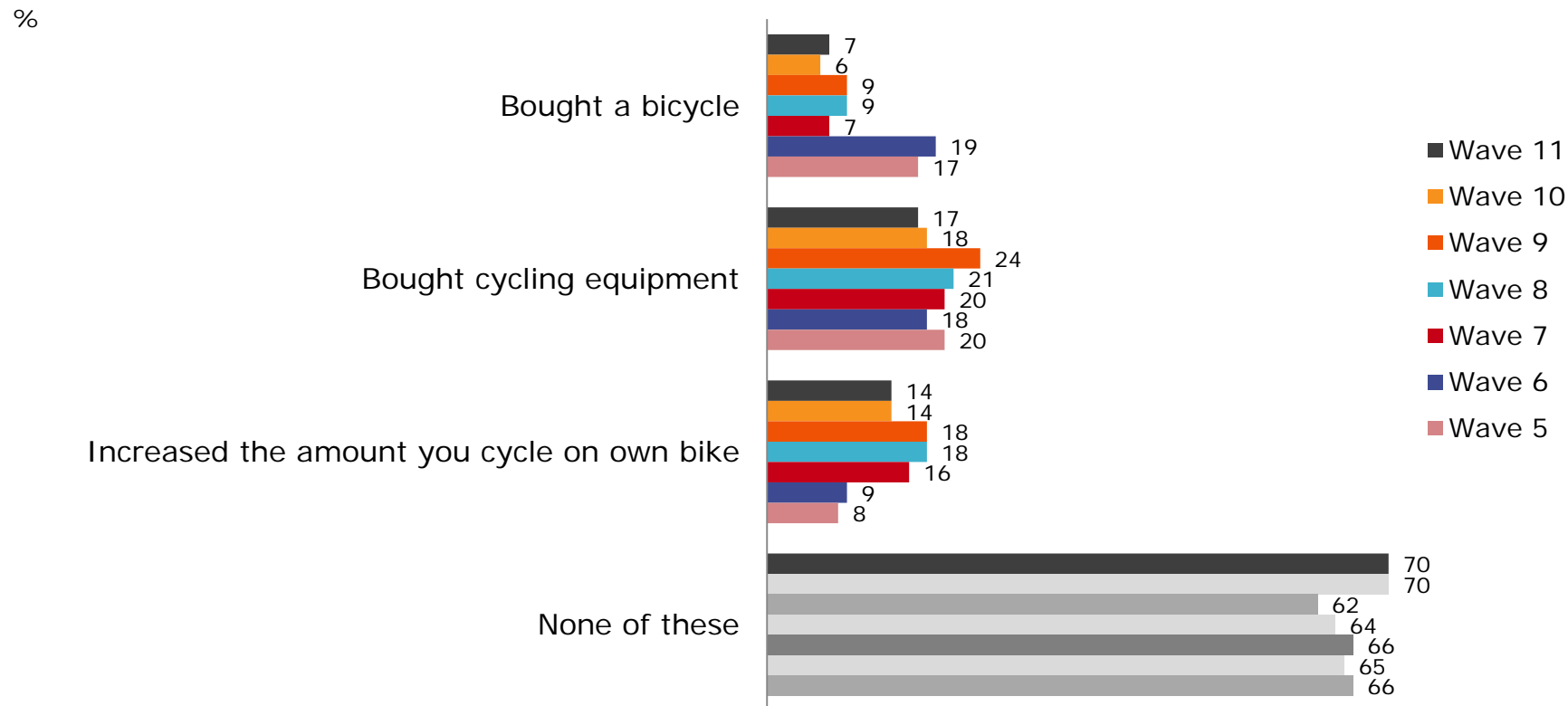
Fewer members this wave agree that Santander Cycles prompted them to start cycling or to cycle more.



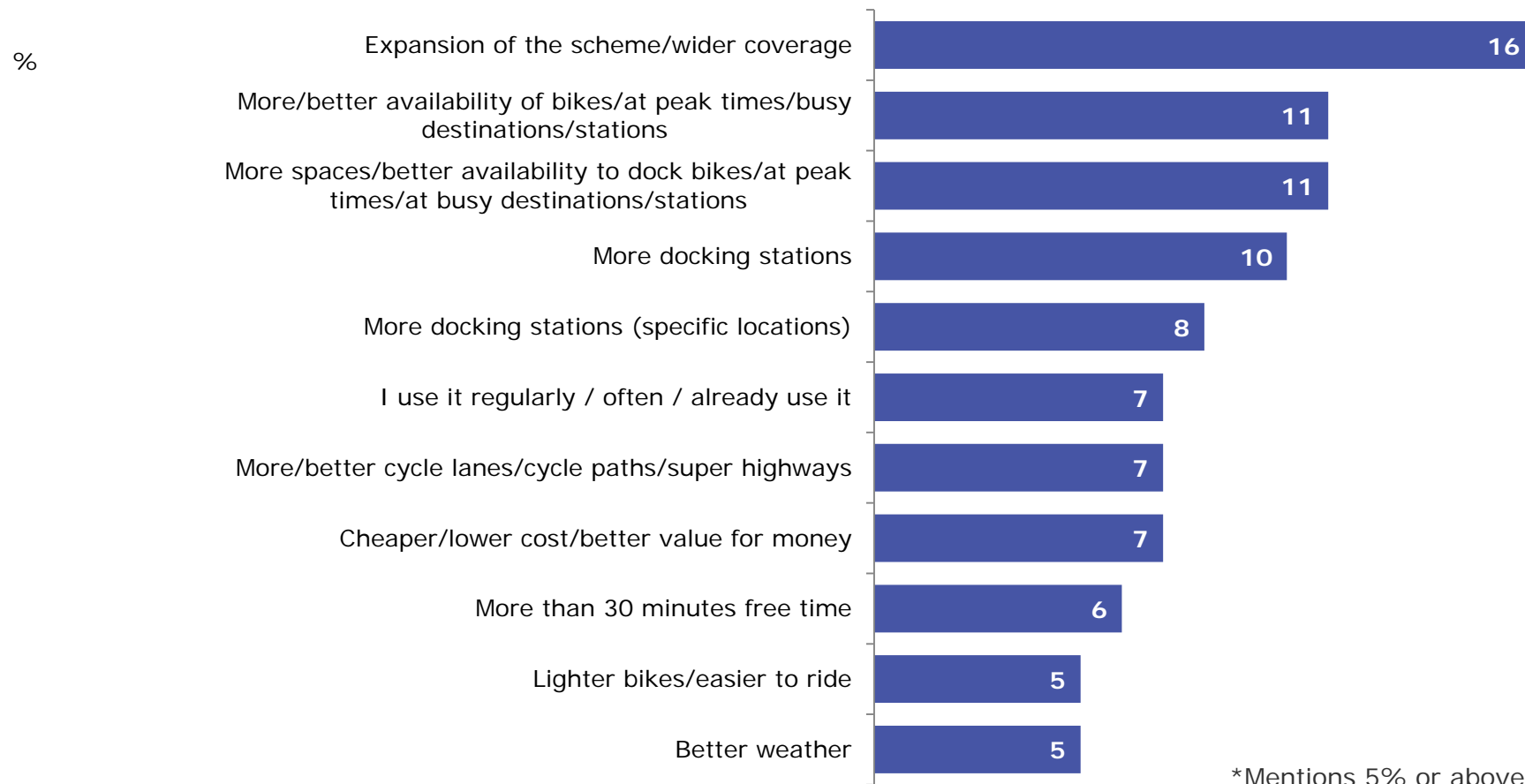
QJ20. Did Santander Cycles prompt you to start cycling / start cycling more in London?

Base (All members): W11: 2455

The proportion of members who have bought a new bike or cycling equipment, or increased the amount they cycle on their own bike remains in line with the previous wave.



Members say they would be **encouraged to use the scheme more** if the scheme had 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): W11: 2455

# 10

## Appendix – method & background



# Methodology and approach in Wave 11

2455 interviews completed online

18 November– 10 December 2015

29,970 invites sent - response rate of 8%

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



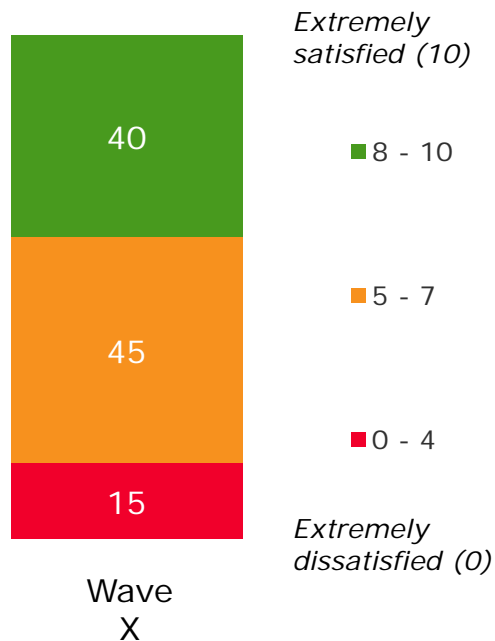
# How we report satisfaction

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



Indicates significant change in mean score since previous wave

# 11

## Appendix – Other scores and demographics





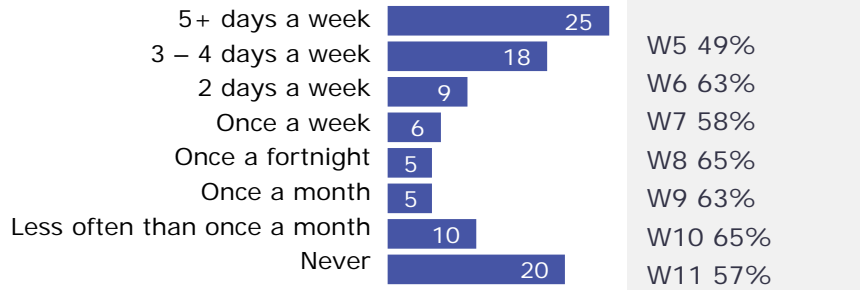
# Key satisfaction measures by membership type

<i>Mean satisfaction scores</i>	<b>Annual</b>	<b>24 hour</b>
Recommendation	83	83
Satisfaction with information provision	77	76
Satisfaction with working condition and general maintenance of docking stations	78	79
Satisfaction with ease of using a membership key to access a bicycle	87	82
Satisfaction with the terminals	70	71
Satisfaction with value for money of Santander Cycles	72	73
Satisfaction with availability of bicycles	65	69
Satisfaction with availability of spaces	57	61

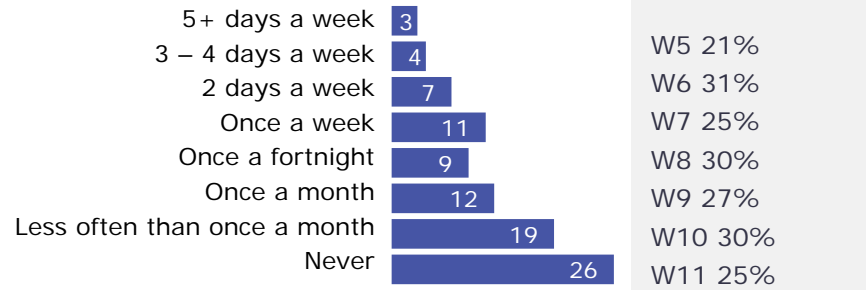
QA2 / QB2 / QD2a / QD3 / QD6 / QF1 / QD1a / QD1b  
 Base (all members): Membership type: Annual 1188; 24 hour 1251

# Usage of Santander Cycles by trip purpose

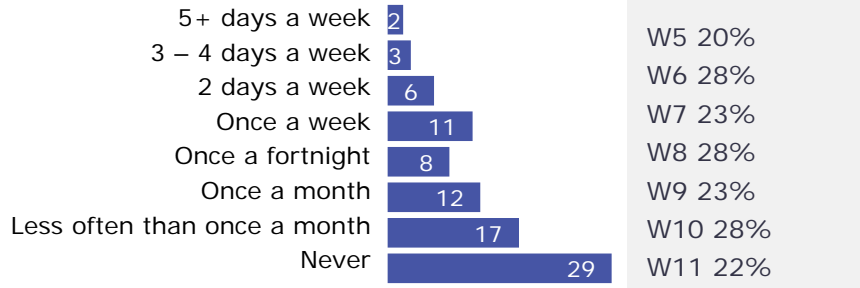
## Commuting to or from work



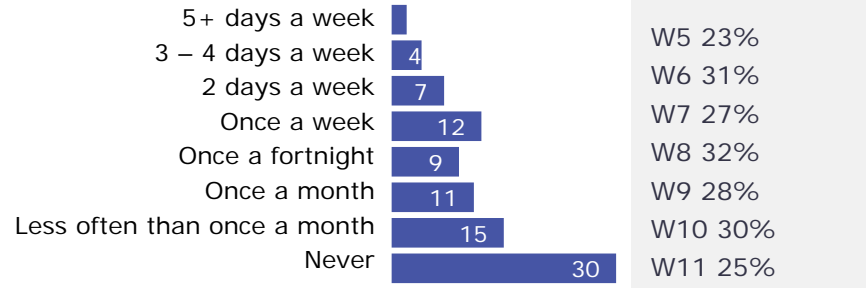
## Leisure



## Socialising



## Personal business

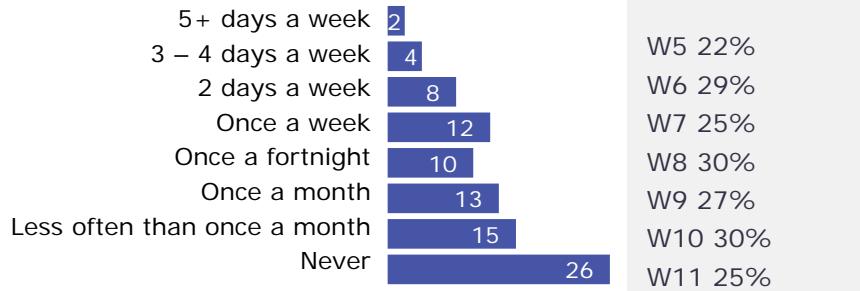


QJ2a.How frequently do you make each of the following type of trips using Santander Cycles?

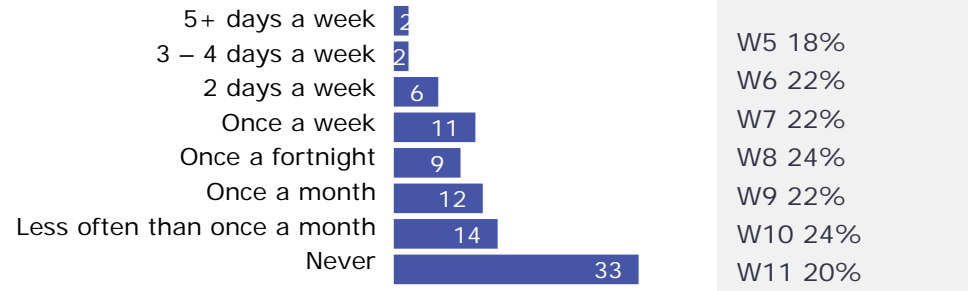
Base (all members): 2455

# Usage of Santander Cycles by trip purpose

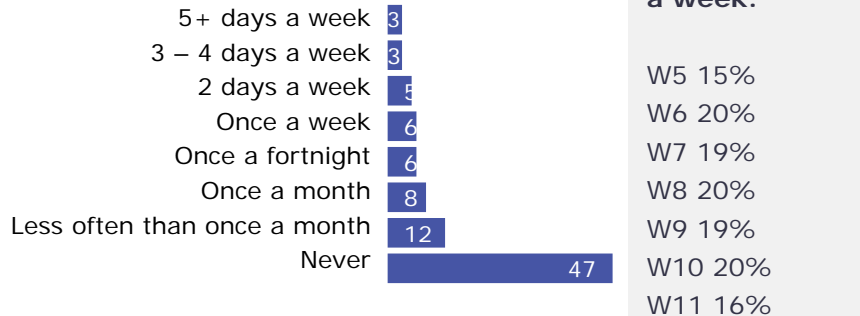
## Visiting/ meeting friends/ relatives



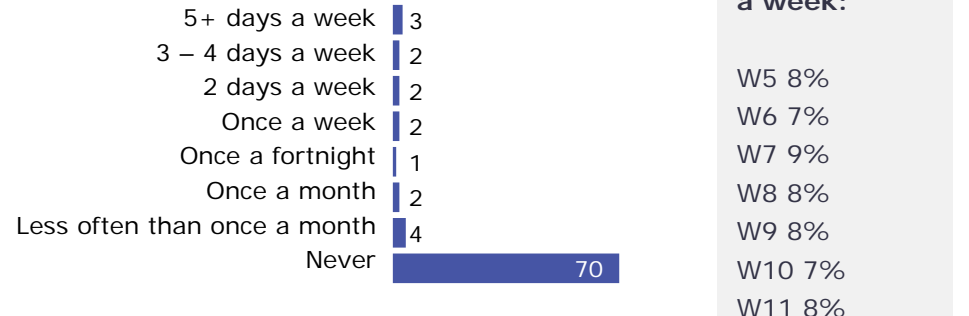
## Shopping



## Employer's business



## Travelling to/ from a place of education

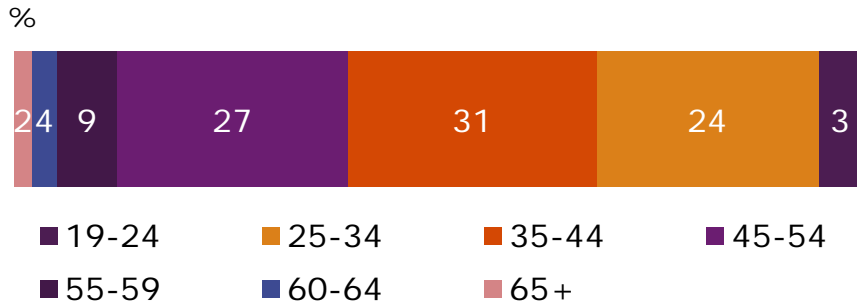


QJ2a.How frequently do you make each of the following type of trips using Santander Cycles?

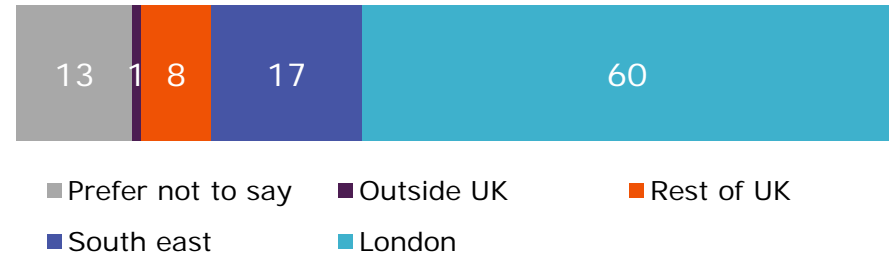
Base (all members): 2455

# Demographics

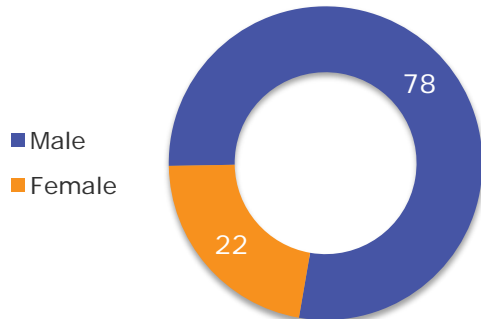
## Age



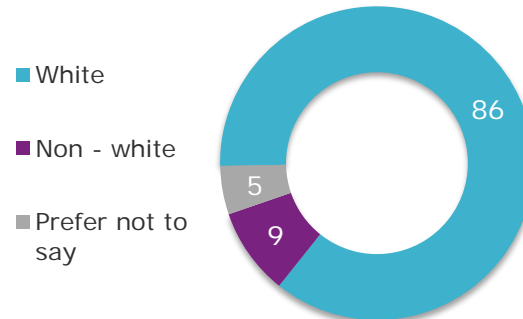
## Residence



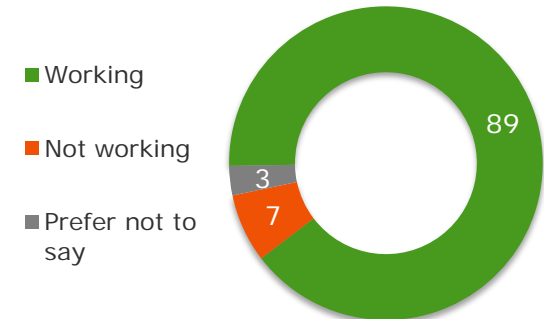
## Gender



## Ethnicity

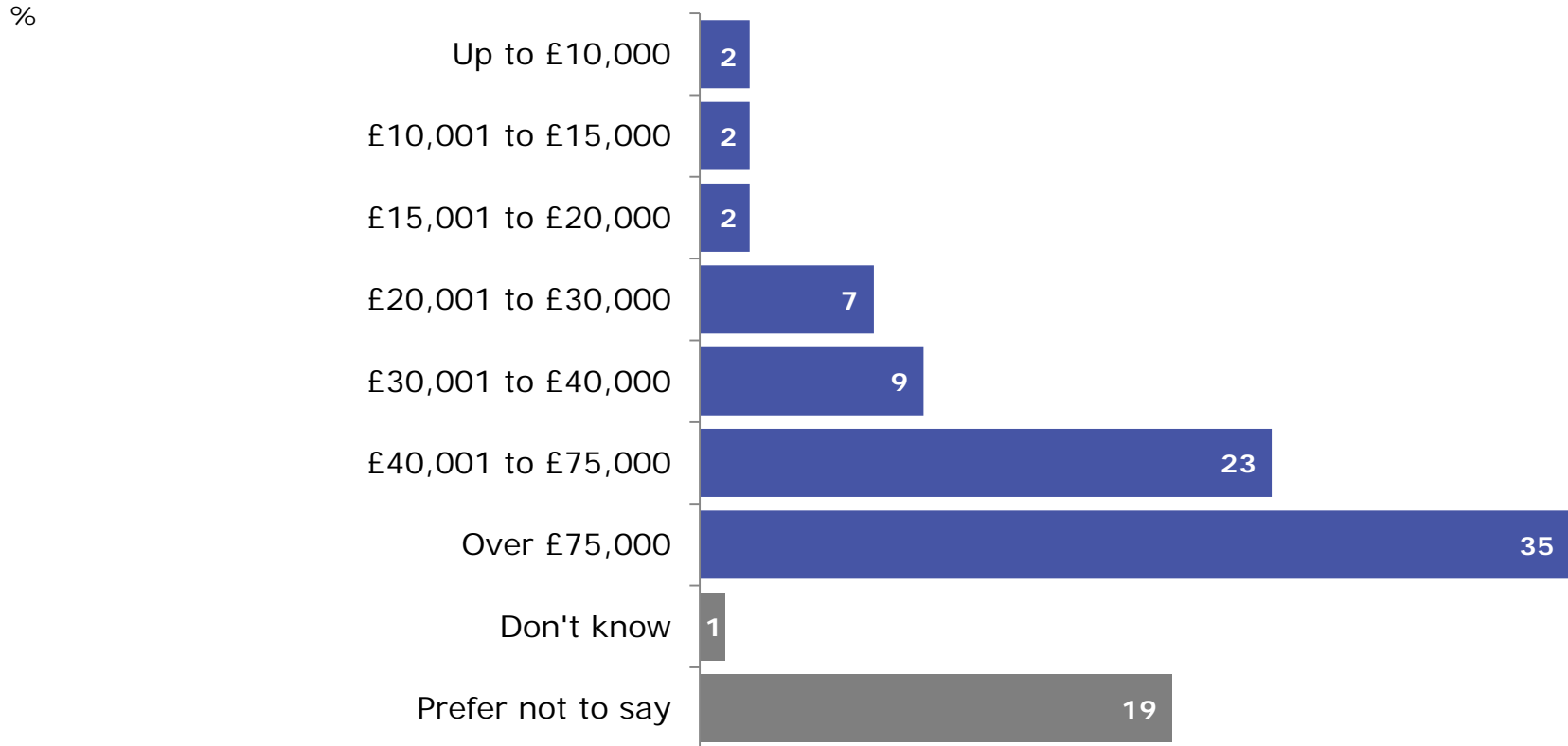


## Working status



QK1 / QK2 / QK3 / QK4 / S2  
Base (all members): 2455

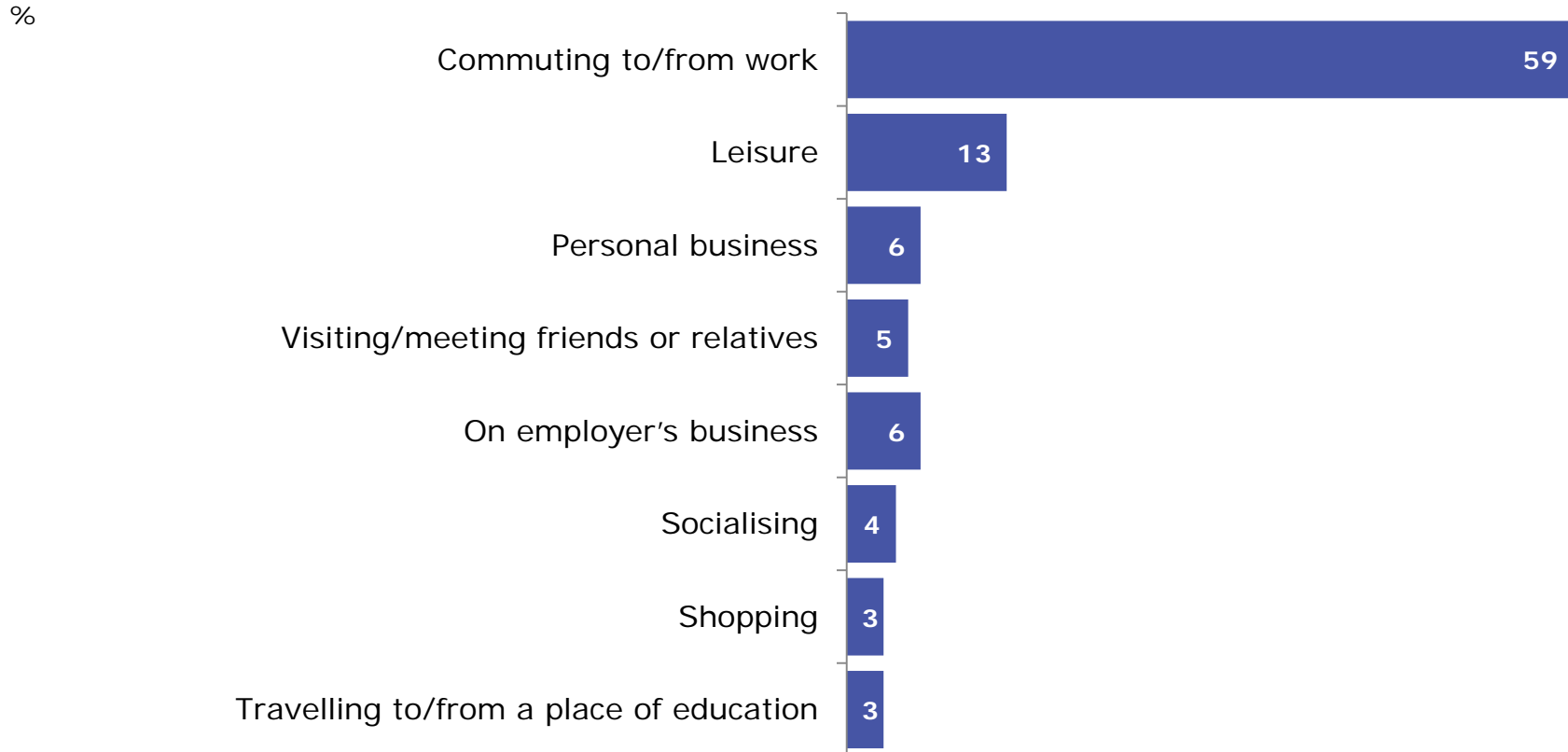
# Household income



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

Base (all members): 2455

# Main purpose for using Santander Cycles



QJ2ab.And which type of trip do you make most frequently using SC?  
Base: 2455