

RESEARCH SUMMARY

Title	Barclays Cycle Hire membership profile		
Objective	To understand the profile of BCH cycle members including their use of cycle safety equipment and associated apps		
Date	March 2012	Agency	SPA Future Thinking
Methodology	Online survey of 4,789 BCH members; 88 SMS surveys		

Abstract

Barclays Cycle Hire members tend to be male and between the ages of 25 and 44 years old. Members use BCH cycles on a very regular basis and there is an intention to use BCH cycles within the expansion area especially amongst those that live or work in the vicinity. Apps are commonly used by members and appear to be more heavily relied upon than the TfL website.

Key Findings

The typical BCH member who responded to the survey is male, 25-44 years old.

Almost three quarters of members live in London (most commonly in central London). 28% are from elsewhere in the UK.

The majority work full-time and have household incomes in excess of £75,000 pa.

Most have been members for at least one year and use BCH cycles at least once a week. The largest group of members report using the scheme 3-4 days per week and over one quarter use the scheme 5 or more days per week.

Approximately half of all members plan to use the scheme in the expansion area. This number is significantly higher if members live (97% plan to use scheme in expansion area) or work (91%) in the area.

The majority never wear a helmet or cycle-specific clothing, but one third wear a helmet and or cycle-specific clothing at least occasionally.

Apps are commonly used by members and appear to be more heavily relied upon than the TfL website. The two most used apps were BarclaysBikes, the official Barclays Cycle Hire app, and London Cycle.

Awareness of the @BarclaysCycle Twitter feed is low among members; 3% of members follow the feed, but 78% have not heard of it.

Job number 11209