

MultiCAV:

User Experience of the Milton Park Bike-share Scheme: Report of Survey



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The research in this report was funded by Innovate-UK and the Centre for Connected and Autonomous Vehicles as part of the MultiCAV research and development project (Grant Reference 104276) examining the automation and electrification of transport services in a 'Mobility-as-a-Service' environment. For further details see: <https://www.mi-link.uk/>

1. Introduction

In February 2020, six electric bikes (e-bikes) were added to the Milton Park fleet of 18 'conventional' shared bikes, with funding from the MultiCAV project. The scheme is operated by Bainton Bikes of Oxford using Donkey Republic software, and branded as Mi-Link: the customer-facing naming for the MultiCAV project at Milton Park. The e-bikes were the first Mi-link scheme to be launched at the Park. Part of the Mi-Link vision is that cycling be more easily integrated into multi-modal journeys, supported by the real-time, multi-modal journey planner developed by Zipabout. The Mi-Link journey planner is part of the platform that constitutes the Mobility as a Service (MaaS) dimension of the MultiCAV project.

Whilst Donkey Republic already makes data available to the project partners on date, time, and start points of rental sessions, we know little about *why* people are using the bikes, for what types of trip, nor what their views are about the scheme, particularly the e-bike element. Also of interest is users' propensity to engage with the Mi-Link MaaS platform and other on-line tools. A literature review undertaken by UWE showed a research gap, internationally, on various discrete aspects of bike-share:

- Use of bike share for commute trips to/from peri-urban employment areas, whether as uni-modal or multi-modal trips.
- User attitudes to conventional vs. e-bikes as part of bike share schemes.
- Bike share information systems as part of a wider MaaS platform.
- Use of shared bikes for business travel
- E-bike share schemes
- Gender disparities in use of bike share

It was therefore decided to undertake research on the user experience of the bike-share scheme at Milton Park that would contribute both to the MultiCAV project directly, and to the wider research base. Research questions, to be explored through a survey and qualitative interviews, were developed in line with these motivations.

The aims of the survey were to: poll reasons for use of the shared bikes, obtain demographic information; identify any difference between use/users of conventional bikes and e-bikes; and gain an overview of the use of different on-line tools. Secondly, the survey would serve as a way of recruiting for interviews. The findings of the interviews, once completed, will be combined with the survey analysis in one report. As such the present document represents an interim report only.

2. Context for bike use

There are 24 bikes available for hire at Milton Park, of which six are e-bikes (Milton Park, 2020). Shared-bikes were first introduced to Milton Park in March 2017. The bikes are located at nine hubs, across the Park and at Didcot railway station. The location of eight of these is shown in Figure 1, with a ninth at Didcot station. The bikes are hired, unlocked and locked through a smartphone app. The use of the bikes is free to scheme members who possess a Milton Park work email address. A bike can be hired for a maximum of 48 hours. The service is available 24 hours a day and seven days a week. The bikes are intended to be 'light but robust'.

Figure 1. Map of bike hubs (indicated by bikes in green squares. Milton Park, 2020.)



Whilst not being derived from the survey, additional context can be provided from heat maps showing the use of the bikes in the area. This map data is drawn for Bainton Bikes, a partner in the Milton Park shared bike scheme, and indicates any locations at which bikes have been locked or unlocked (not only at the scheme's docking hubs.) Figure 2 shows the bikes have been used throughout Milton Park, with perhaps a focus on Park Drive. The green spot on Park Drive indicates one of the bike hubs.

Figure 2. Bike use in Milton Park.

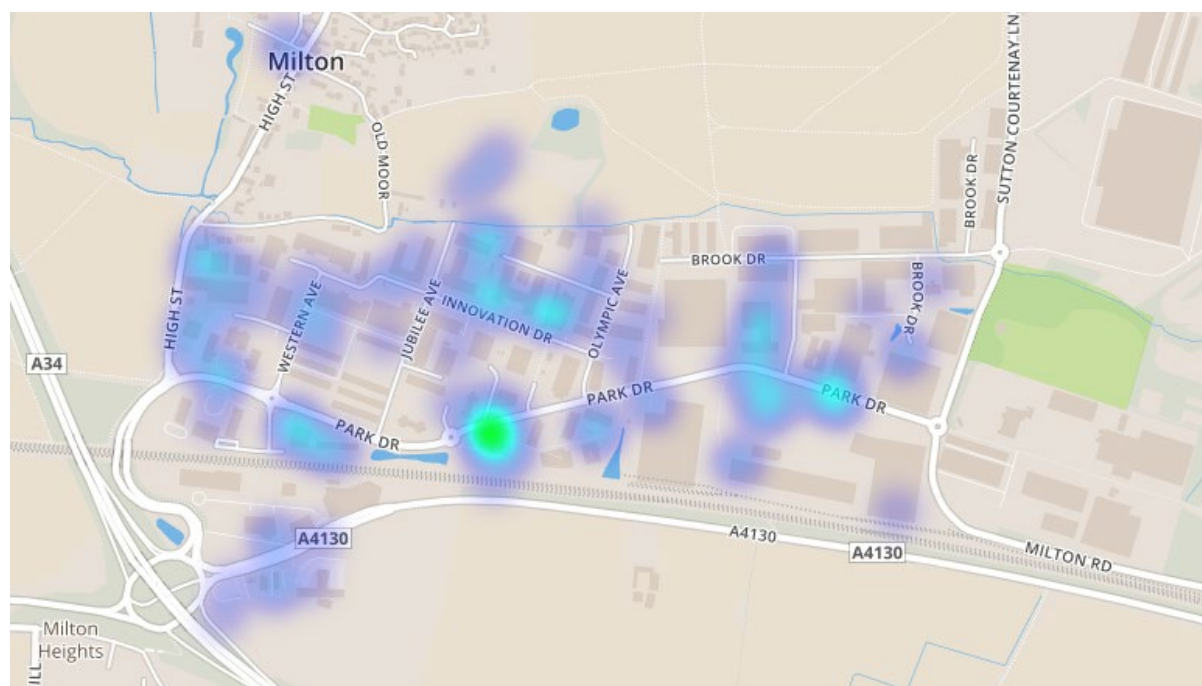


Figure 3 indicates that use of the bikes was mainly in Didcot and Milton Park, with some use in Abingdon, Wantage and Oxford.

Figure 3. Use of bikes in wider area.

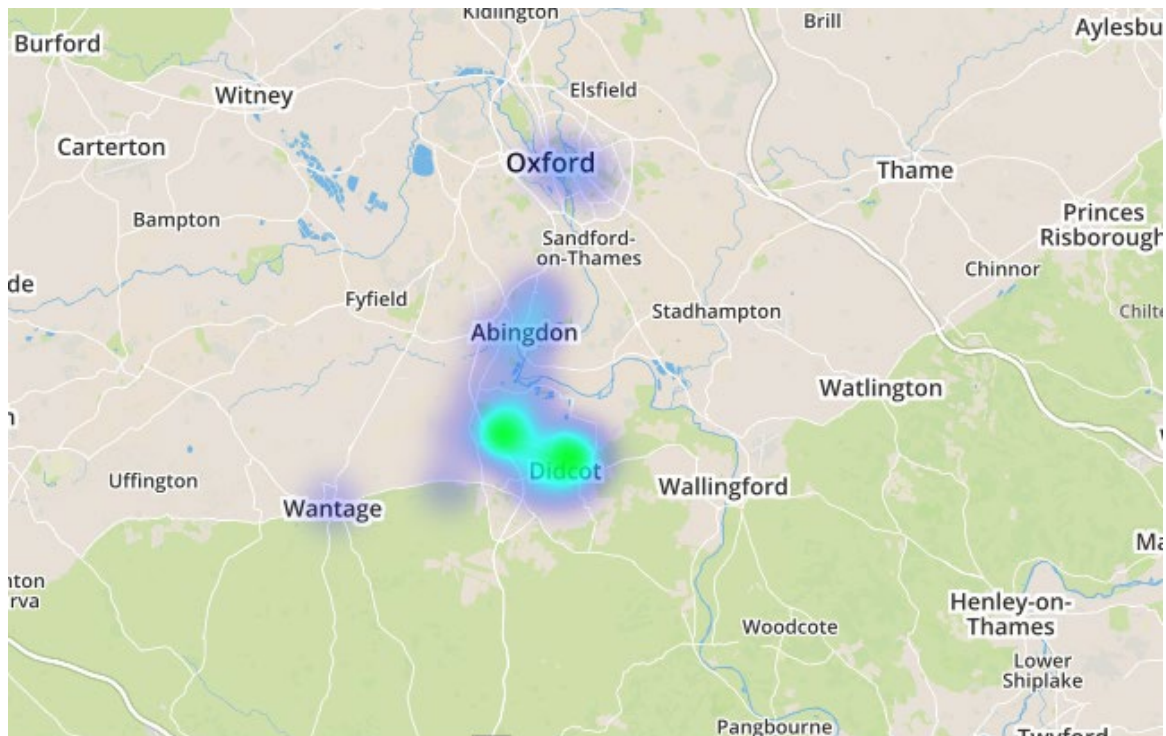
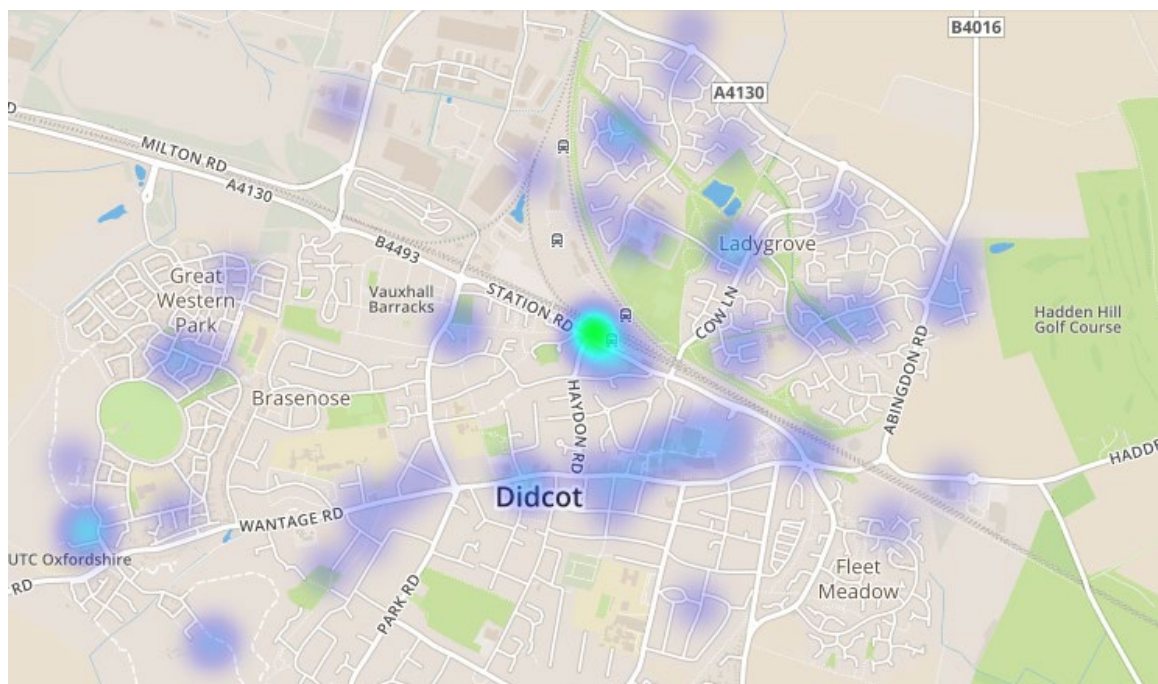


Figure 4 shows that the bikes have been used throughout Didcot but with a specific focus at the railway station, where the only hub in Didcot is situated.

Figure 4 Bike use in Didcot.



3. Methods

An online survey was built using Qualtrics software, piloted among members of the consortium, and distributed in March/April 2020 (See appendix for a copy of the questionnaire). The survey population comprised current and previous members of the Milton-Park bike-share scheme.

Respondents were recruited through the following channels:

- direct email to signed-up members who had already hired a bike through the scheme,
- direct email to employees at Milton Park who had provided contact details in a previous travel survey,
- Milton Park newsletter and social media.

The main target group - current scheme members - comprised an estimated 300 people. There were 82 initial respondents to the survey but 16 had never subscribed to the bike share, and six answered very few questions. This resulted in an effective sample of 62 respondents. The sampling rate was thus 21% of the small user population. The number of responses is likely to have been influenced (negatively) by the Covid-19 lockdown. Respondents were asked in the survey to answer in relation to their 'normal' (pre-Covid) use of the bikes.

Where relevant and possible responses were tested for statistical significance, using SPSS software. Where possible the Pearson's chi-squared test was applied. This can be used to test whether difference in one variable is associated with difference in another variable, for example whether there was a difference in the tendency to use a Milton Park shared bike between the Park and residence, according to gender. Where the numbers involved precluded the use of chi-squared tests, Fisher's exact tests were conducted, again testing whether differences in one variable were associated with differences in another.

4. Findings

4.1 Demographics and respondents' travel options

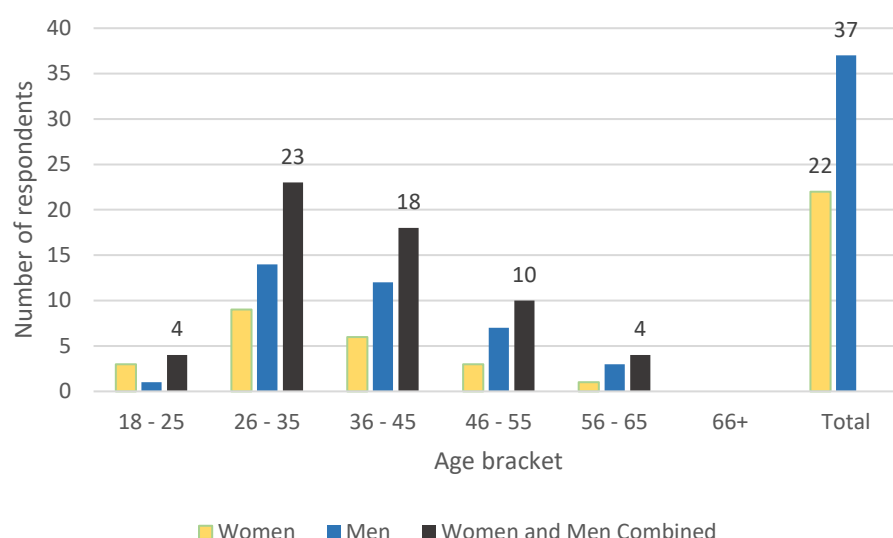
The numbers of respondents answering questions varied throughout the sections of the survey. Of a total number of 62 respondents who completed the full survey, 61 were members of the Milton Park bike share scheme. The questionnaire had different pathways in order to capture information from respondents in different situations. It thus differentiated between four groups of respondents:

- Those who had subscribed to the scheme and then unsubscribed without ever hiring a bike, N = 1.
- Those who had subscribed to the scheme and then unsubscribed but had hired a bike at least once, N = 0¹.
- Current shared bike scheme members who had never hired a bike, N = 13.
- Current shared bike scheme members who had hired a bike at least once, N = 48.

¹ The fact that no respondents who had experienced hiring a bike had subsequently unsubscribed from the scheme can be taken as encouraging, for the scheme operators.

Data on gender and age are not collected by the scheme operator therefore it is not possible to characterise our sample with respect to the population of users. Therefore generalising about scheme users, from the analysis requires a degree of assumption about the representativeness of the sample. The collected sample of scheme members were predominantly men. Figure 5 indicates gender and age groups of respondents. The higher proportion of men than women respondents in the sample is important because, for example, if equal numbers of men and women reported using the bikes in a specific manner this means that *relative to the whole sample* fewer men were so doing.

Figure 5: Gender and Age group of respondents
N=59



The majority of the sample, (54), reported being employed full time, with the remainder employed part time or self-employed. Only one of 59 respondents reported having a disability that could affect their transport choices. Cars or vans were available to the majority of respondents for their travel to/from work, with 37 having access to one all of the time and only 14 never having access. The total proportion of respondents who either always or sometimes have access to a car for work (77%) is lower than the estimated proportion of the overall workforce at Milton Park with access to a car for work (early results of another survey analysis being undertaken by UWE, aimed at all employers of Milton Park, suggest that 87% have access to a car for work²).

Shared bikes were not the only bikes available for the majority of respondents, with 45 respondents owning a bicycle or other type of cycle. Almost half (or 24 of 59) of respondents owned a travel pass. Of these 23 reported owning the Milton Park Bus Pass (£20 p.a), whilst one had the National concessionary bus pass for disabled people.

4.2 Frequency of use

Just over half of respondents (35 of 62) had been part of the bike share scheme for at least one year. The majority of respondents (48) had hired one of the Milton Park shared bikes, either from inside the park or from Didcot Parkway. It is likely there was some selection bias: people who had used the bikes would have been more interested in participating in the survey. Additionally, one distribution channel for the survey concentrated (for GDPR reasons) only on scheme members who had actually

² Milton Travel Panel survey, Wave 1, launched in July 2020. N=283 responses as of 7/08/20.

used a bike. So the proportion of scheme members who have not gone on to use a bike might be underrepresented in the sample. The majority (51) of respondents answering were aware that they could hire e-bikes as part of the scheme.

Respondents who had hired a Milton Park shared bike were asked how often they used one in normal circumstances. The majority of respondents, 29 of 44, used a conventional shared bike once a month or less frequently. Of respondents who *had* used either a conventional or an e-bike, 16 of 44 answering had only used a conventional bike, whilst only one had only used an e-bike. Frequent use of shared bikes was distributed more equally between the conventional and e-bikes than was infrequent use: A total of 11 respondents had used a conventional bike about once a week or more frequently, whilst nine had used an e-bike with the same frequency. The difference in relative popularity for conventional and e-bikes for infrequent and frequent use might suggest that e-bikes are relatively favoured for regular use, but less so for a casual 'one-off' trip. However, it might also be explained by e-bikes only being installed recently before the survey (one or two months before most respondents replied). This might have caused them to have a valued novelty, and also meant that there was less time in which they *could* possibly have been used infrequently. The experience of using e-bikes and differences to using a conventional shared bike was an issue to be further investigated in the bike share interviews.

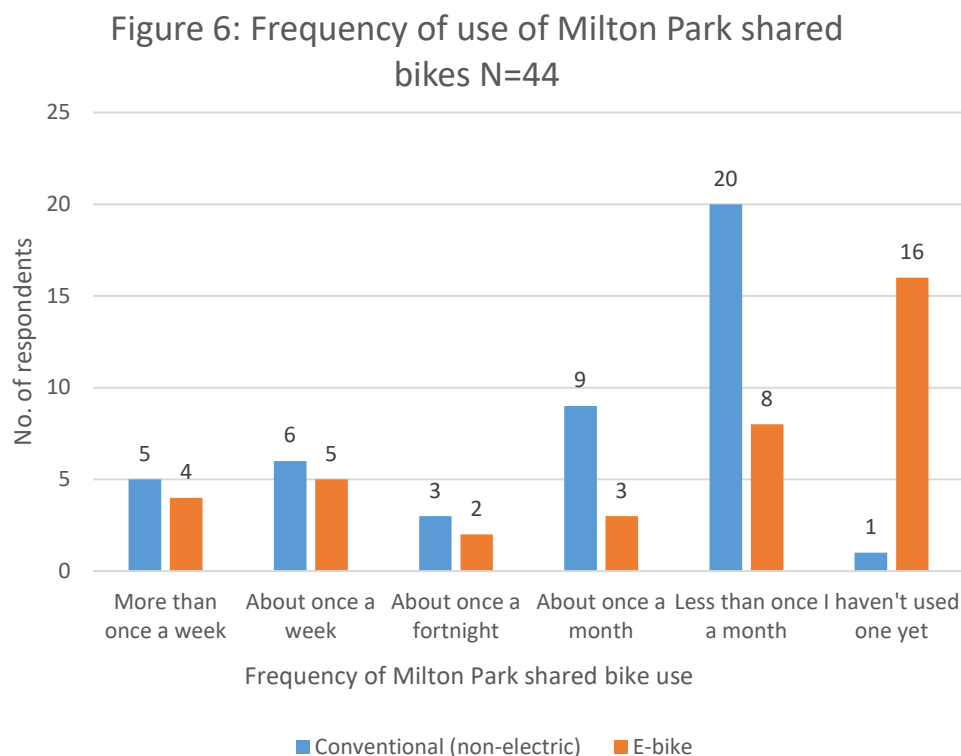


Figure 7 disaggregates the use of e-bikes by gender³. More men (17) than women (4) reported having used a shared Milton Park e-bike. This difference was found to be statistically significant in relation to the whole sample ($P=0.017$, two-sided Fisher's exact test). More men than women were

³ Nb the difference in total numbers with Figure 7 is explained by some respondents not recording their gender and some not reporting their usage frequency.

frequent users of the e-bikes, with 11 men, but only three women, using an e-bike about once a month or more frequently, although this difference was not found to be statistically significant.

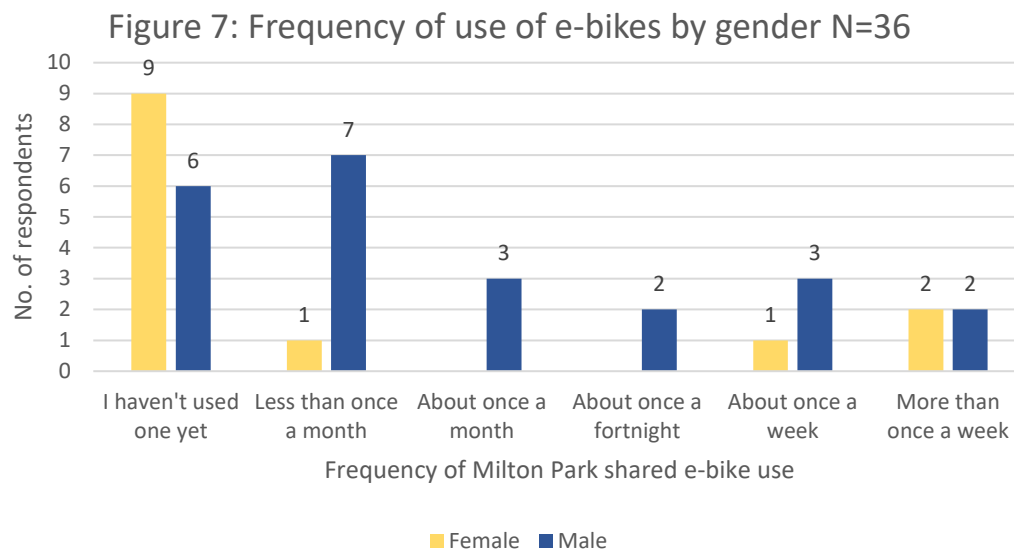
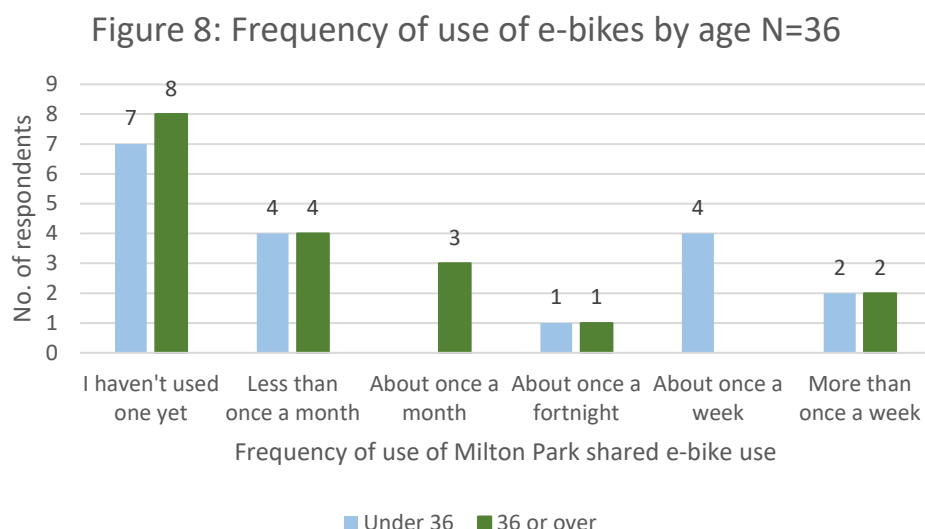


Figure 8 disaggregates the use of e-bikes by two age brackets⁴. Roughly equal numbers of younger and older respondents reported having used a shared Milton Park e-bike (11 respondents aged less than 36 had, compared to ten who were 36 or older) with no statistically significant difference found. Neither were there significant differences in frequency of use of the e-bikes between younger and older respondents. It can tentatively be suggested therefore that whilst the demographic group identified as using e-bikes more was men, age did not emerge as a factor for this sample from the small user population. Frequency of use of the conventional bikes was also disaggregated by gender and age. This showed little pattern other than to confirm both men and women, younger and older, were using these bikes infrequently or frequently.



⁴ 36 was chosen as the bracketing point for age due to being the nearest bracket available to the median age of the respondents.

4.3 Use of the bikes for commuting and travel in the course of work

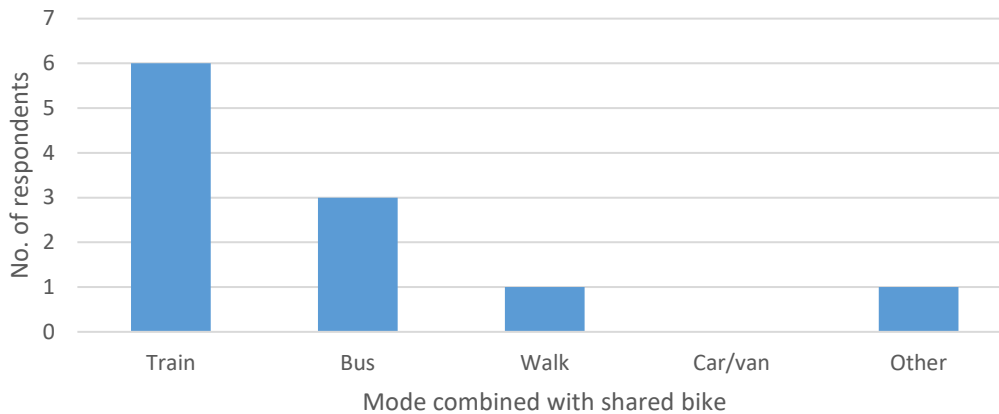
Of the current members who had hired a bike, 19 of 48 had used a Milton Park shared bike between Didcot Parkway rail station and their home. Of current member respondents who had hired a bike (N=48), one quarter had at some time used a Milton Park shared bike for business-related travel, such as attending a meeting, whilst three quarters had not. Gender was not found to be a statistically significant factor here (using Fisher's exact test) with six of these respondents identified as male, and five as female. More of these respondents (eight) were 36 years or older, but three were under 36, with no significant difference between these age groups found. Able to pick multiple answers, seven respondents had used a bike for work purposes within Milton Park, five had used a bike to get to/from Didcot Parkway rail station for work purposes and four had used a bike to get to another destination for work purposes. Respondents who had used the bikes for work purposes would be a particular focus of the sampling strategy used for the bike share interviews.

Of the current members who had hired a bike, 23 of 48 had used a Milton Park shared bike for travel at least part of the way between Milton Park and their home. Along with the maps given as context, this shows that the bikes are not only used within the confines of the Park (there are no residents at Milton Park itself). Gender did not seem to be an inhibiting factor here, with ten of these respondents identifying as female and 12 as male, with no statistically significant difference found using a chi-squared test. Neither was age a statistically significant inhibiting factor, with 12 of the respondents being under 36 years old and ten respondents 36 years or older. Of the 23 respondents who had used bike between the Park and their home, 15 had used the bike for the whole distance the last time they used the shared bike between Milton Park and their home), whilst eight had used it for one leg of their trip only, in combination with another form of transport, (areas travelled from are shown in Table 1.) Respondents were asked which other modes of transport, if any, they had combined the shared bike with on this trip. More than one mode could be chosen. Figure 9 indicates that the most common other mode was train (for six trips), followed by bus. The experience of using the shared bikes as part of a multi-modal journey would be further probed in the interviews.

Table 1: Postcodes of residence of those who had used shared-bike for commute

	Those who used shared bike for whole of journey	Those who used shared bike for one leg of journey only
Number of participants coming from same first half postcode (OX14) as Milton Park	3	0
Number of participants coming from adjoining first half postcode	10 (9 of these from OX11, an area including Didcot, North Moreton, Blewbury and Harwell Oxford)	2
Number coming from further afield	1	5 (1 from Oxford, 1 from London, 3 from in or near Reading)
Number not giving their postcode	1	1

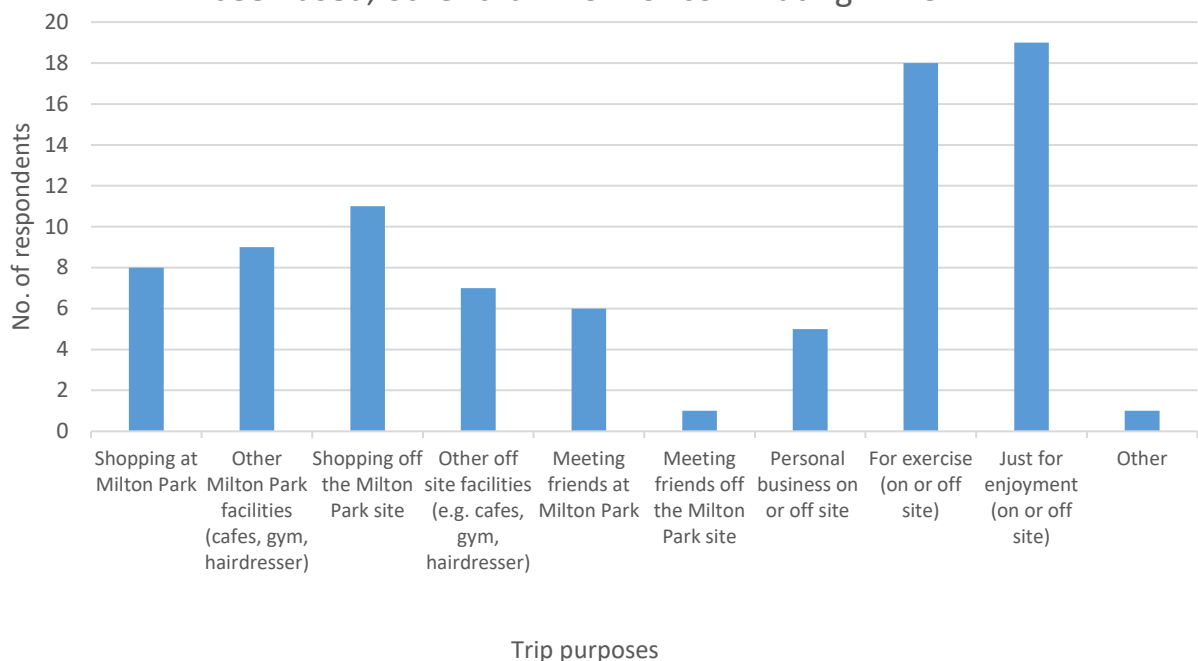
Figure 9: Modes combined with shared bike on most recent trip between Milton Park and home N=11



4.4 Use of the bikes for non-work purposes, particularly leisure and exercise

The common use of the bikes for non-work purposes was notable. When asked what other purposes they had used them for, 19 selected 'Just for enjoyment (on or off site)' and 18 reported for exercise, on off or off site. Differences between gender and age of those using or not using shared bike for either enjoyment or exercise were tested using Fisher's exact test but not found to be statistically significant. As Figure 10⁵ shows, whilst these were the dominant non-work uses of the bike, there also were a wide variety of other uses.

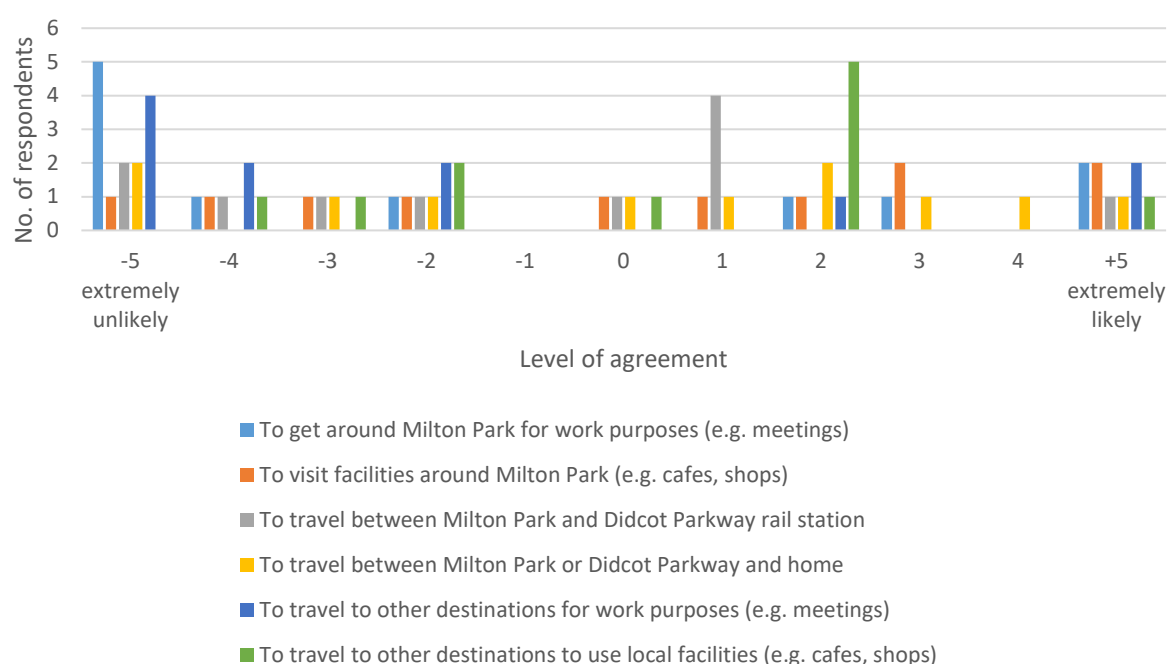
Figure 10: Purposes for which Milton Park shared bikes had been used, other than work or commuting N=29



⁵ Nb Participants could select more than one trip purpose

Currently subscribed members who had never hired a bike were asked how likely they would be to use a Milton Park shared bike for different specified circumstances. Note that the total number of respondents answering this question was 11. Figure 11 illustrates that the most frequent responses were that five respondents considered themselves extremely unlikely to use the shared bike to navigate the park for work purposes such as meetings, and four participants considered themselves extremely unlikely to use one for work purposes such as meetings in other locations. Experiences of, and attitudes towards, using the shared bikes for business purposes would be further explored in the subsequent bike share interviews.

Figure 11: Likelihood of using a shared bike for specific purposes N=11



4.5 Attitudes to shared bikes

Respondents registered agreement or disagreement with various reasons for joining the Milton Park bike-share scheme⁶, as shown in Figure 12. For most of the statements more people strongly agreed than were neutral or disagreed. 'People I know are using the shared bikes' showed less agreement, with 15 neutral and 11 strongly disagree responses, (although 23 respondents did agree with the statement.) This suggests either that the scheme is not being recommended by peers or, more likely, that such recommendations are not perceived to hold significant motivating effect. There was particularly strong agreement with the motivations of 'I enjoy cycling' 'cycling is good for my health and fitness' and 'I was curious to try out the shared bikes.' Responding in an open-response box, some individuals noted a range of additional reasons for joining the scheme. The most popular, mentioned by five, related to the superior convenience of shared bike to owned bikes. The shared bikes were also considered a better option than owning a bike by one respondent, and a good back-up to their own bike, by two respondents. The shared bikes had been used by three respondents when they had encountered punctures or other problems with their own bike. The convenience of

⁶ Differing numbers of people responded to the different statements, ranging from 58 to 60

using a shared bike in combination with the train was mentioned by two people. Four people had tried the shared e-bikes because they were interested in buying one for themselves, and two had used one for a charity, or company, bike ride. Environmental reasons were cited by one participant. In conclusion on these responses then, various relationships between the shared bike and their own bike were often mentioned, as was convenience, and the opportunity to try an e-bike. The bike share interviews would add more detailed qualitative understanding of people's motivations for using the bikes.

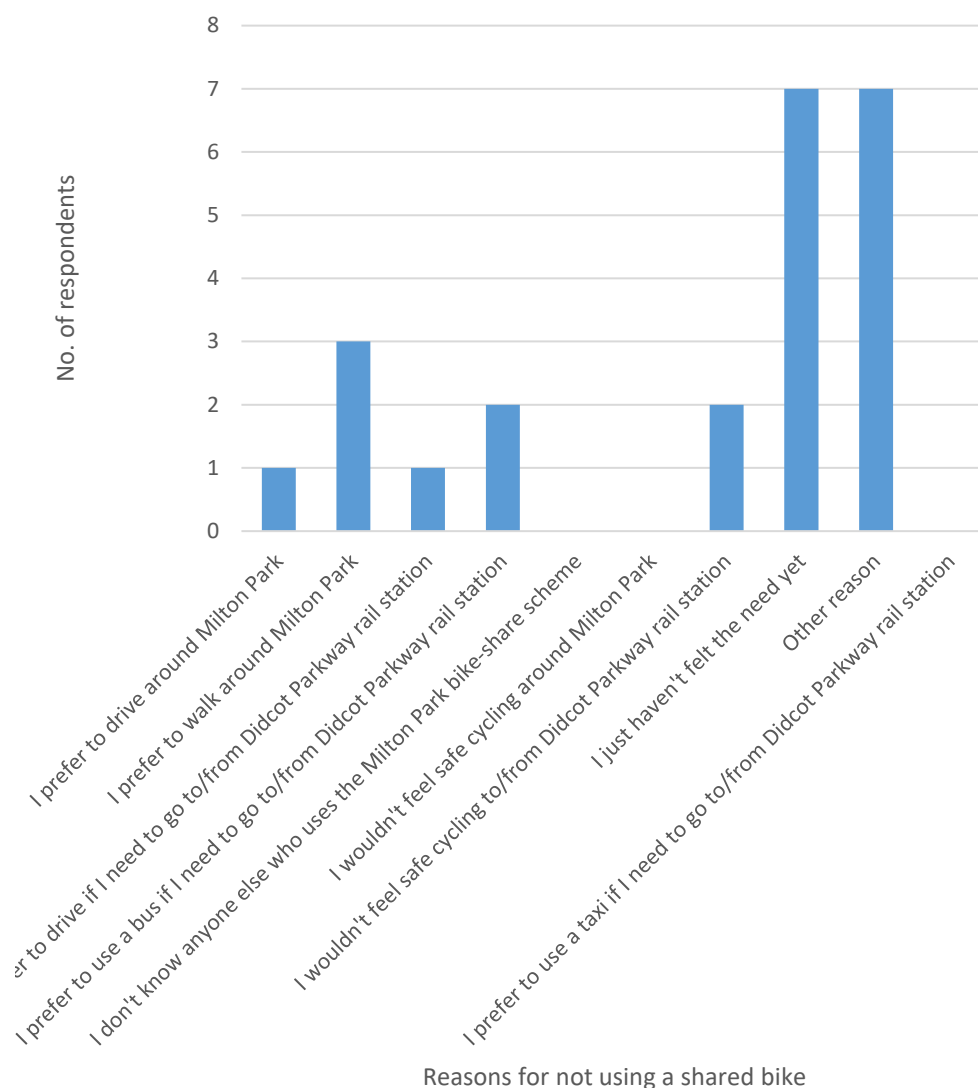
Figure 12: Reasons for joining Milton Park bike share scheme
N=58 to 60 (varying for the different reasons)



Respondents who had not hired a shared bike at Milton Park or Didcot Parkway (both those who were current members or who had unsubscribed) were asked to give their reasons for not having done so⁷. As shown in Figure 13, the reason given most frequently was 'I just haven't felt the need yet.' Of the answers given under 'other', three mentioned using their own bike instead, and one mentioned the inconvenience of having to provide her own helmet and incompatibility of her favoured clothes with cycling.

⁷ Respondents could choose more than one reason

Figure 13: Reasons for not yet having used a Milton Park shared bike N=14



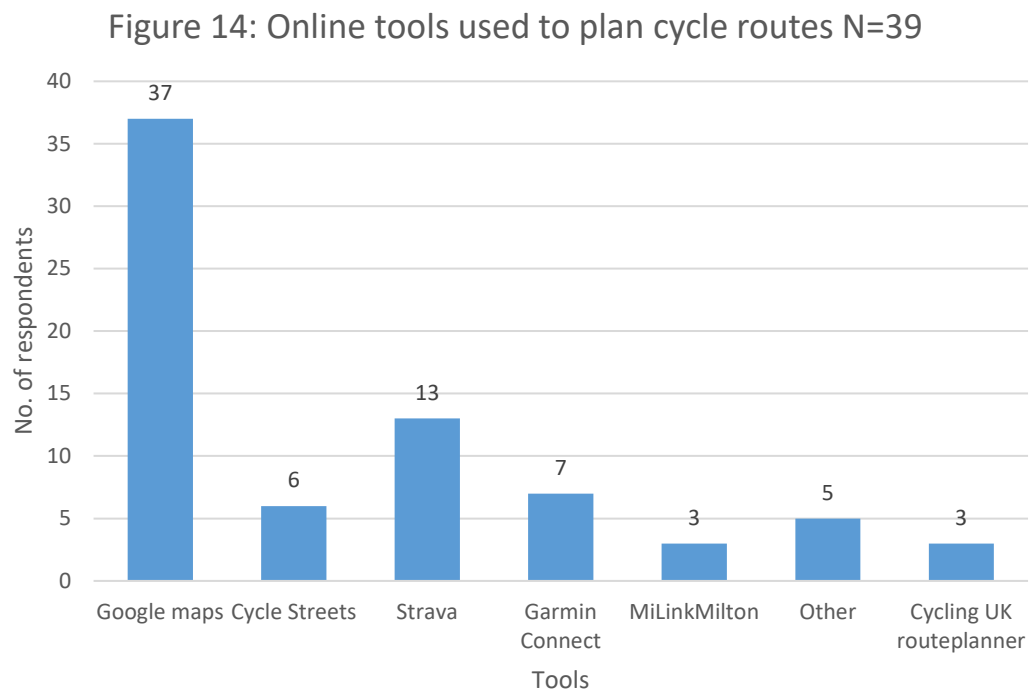
An open response question invited respondents to say anything else about using, or not using, the Milton Park bike-share scheme. The potential of the scheme to reduce car use levels was mentioned by two respondents; one complained about the bikes' saddles, one respondent complained about specific elements of the service, including damaged bikes, bikes not being in the allocated location and low batteries, but this respondent also praised the convenience of the app. Another commented on their insecurity about using the bike for long distances due to fears with having mechanical failures on hill routes.

4.6 What apps and route planners are people currently using?

Respondents were asked about their use of online tools to plan cycle routes. Two thirds of the 59 respondents answering this question had used tools in this way, either at Milton Park or elsewhere, one third had not. Figure 14 indicates the online tools that had been used⁸. Google Maps was by far the most popular (37 respondents), followed by Strava (13 respondents). Only three people had

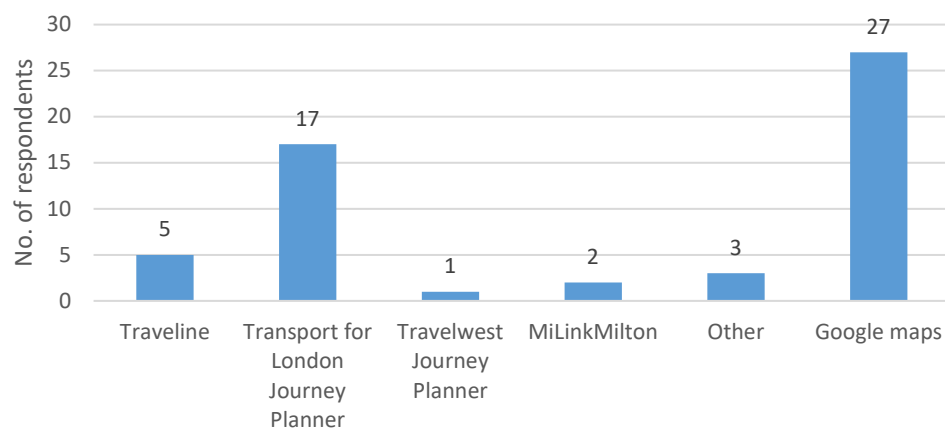
⁸ Respondents could indicate use of more than one tool

used Mi-Link at the time of the survey in spring 2020. Other online tools that respondents noted using included ViewRanger, Ordnance survey maps online, OS maps app (through a paid subscription and Plotaroute).



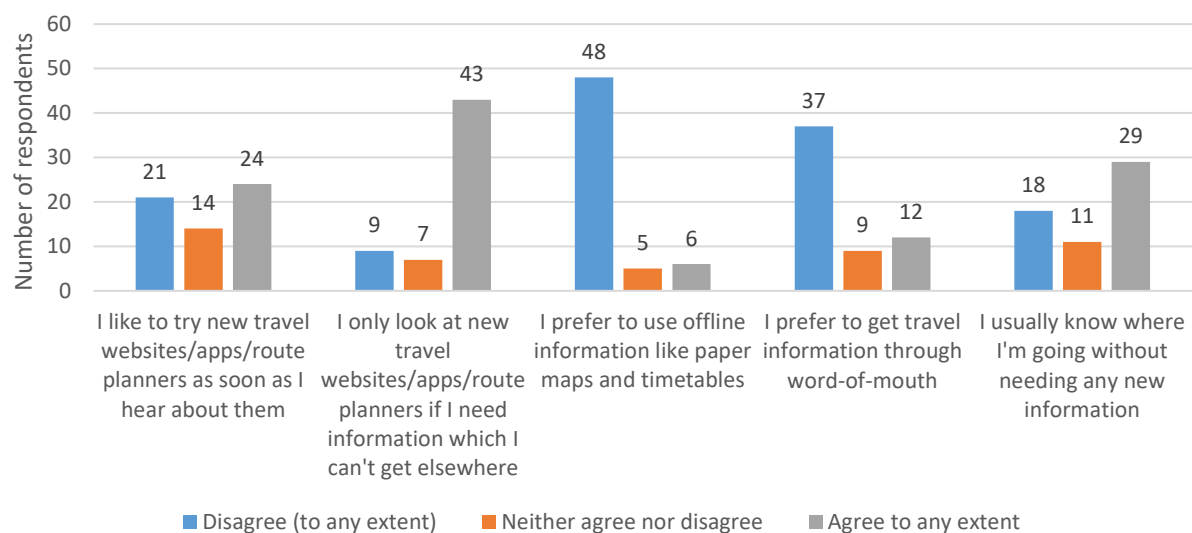
Participants were asked whether they had ever used travel planning websites/app to plan a whole journey that combined different types of transport. Of the 59 respondents answering, just over half (31 respondents) reported they had, 17 knew about such websites but had never used them and 11 did not know about websites or apps that could do this. Again, Google Maps was the most popular, followed by the Transport for London journey planner. Figure 15 illustrates which websites/apps had been used for such purposes. In addition to the websites/apps shown, respondents were able to report others that they had used. One respondent had used Trainline (with Google maps), another had used Waze.

Figure 15: Travel planning websites/apps used to plan a whole journey, that combined different types of transport N=31



Respondents were asked to indicate agreement or disagreement with attitudinal statements about travel information and websites/apps. Figure 16 illustrates there was widespread agreement with the statement that they only looked at new travel websites/apps/route planners if they needed information which they couldn't get elsewhere. Half of respondents agreed with the statement that they normally knew where they were going without needing any new information. Twenty one of 59 respondents agreed with the statement 'I like to try new websites/apps/route planners as soon as I hear about them', which suggests a reasonably high level of interest in new products and services. More respondents disagreed than agreed with the statement that they preferred to get travel information through word of mouth. The highest level of disagreement (48 of 59 respondents) was with the statement 'I prefer to use offline information like paper maps and timetables'.

Figure 16: Agreement or disagreement with attitudinal statements about travel information and websites/apps N=58 or 59 (depending on statement)



5. Discussion and Conclusions

The survey results have provided an introduction into how and why people are using the Milton Park bike-share scheme, and an indication of the demographics of users. It also provided information about the extent to which members of the bike-share scheme use on-line tools to plan and execute their trips by bike. Both elements of the survey form a basis for the next stage of the research: in-depth qualitative interviews with a cross-section of respondents to explore the use of bike share in greater depth (in particular, for commuting and business travel), and including the potential role of platforms such as Mi-Link to facilitate multimodal journeys incorporating shared bikes.

More survey respondents were men than women, and almost a half were under the age of 36. The higher number of male respondents corresponds with the higher participation in cycling by men than women in England (for example, in 2019 men made three times more cycling trips than women). The age of respondents is lower than might be expected, given that cycling is most popular in the 40-49 age group in England (DfT, 2020), but shows a broadly similar distribution to a larger UK survey of 649 shared bike users in which 55% of users were younger than 41 (Bikeplus, 2017). Fewer women used the e-bikes compared to men. This corresponds with the results of studies in the USA,

Australia and UK, which report greater use of e-bikes by men than women in these countries (e.g. MacArthur *et al.*, 2018; Johnson and Rose, 2013; Melia and Bartle, 2020)⁹. Gender differences in *frequency* of use were not found to be significant, and similarly age did not seem to play a strong role. These findings should be treated tentatively due to the small population and sample size for this study. However, neither gender nor age seemed to constitute a strong inhibiting factor in use of the bikes (conventional or e-bikes) for business purposes, or for commuting. Most respondents were aware that they could hire an e-bike. The relative popularity of e-bikes for frequent rather than infrequent use, may suggest that once tried they provide a pleasing experience and are trusted for frequent journeys, however as discussed this may also reflect the recency of their installation at the time of the survey.

There are a number of scheme members who are 'half way in' to using a bike: Almost a quarter of respondents were signed up to the shared bike scheme but had not hired a bike, often due to the respondent not feeling a need to use one yet. Potentially then, encouraging use of the bikes comprises two steps, encouraging membership, and then encouraging members to use the bikes. One quarter of respondents had used the bikes for business purposes. However, questions addressed only to respondents who had never hired a bike highlighted that some considered themselves extremely unlikely to use a shared bike for work purposes, on or away from Milton Park. Opinions about the suitability of the bikes for business use were therefore mixed, amongst scheme members. The combination of the number of respondents using the bikes for travel between home and the Park or between Didcot rail station and home, suggests use of the bikes as a way of commuting to or from work is popular, across genders and age. In roughly a third of the most recent commute trips involving a shared bike, it had been used for one leg of a multi-modal journey. Most of these multi-modal trips combined bike share with rail, as might be expected given that there is a docking station for the scheme at Didcot Parkway rail station. A few respondents had used a shared bike in combination with a bus. The potential for linking shared bikes with buses is under-explored, and can be followed up in the interviews. Unsurprisingly, most of the respondents who had used a bike for the whole of their trip to their home, lived in the same postcode as the Park, or in adjoining postcode areas.

Leisure uses of the shared bikes, particularly exercise and simple enjoyment, were unexpectedly common amongst respondents and were also commonly cited as reasons for joining the scheme at all. This suggests the bikes are enhancing workers' enjoyment of their time at the Park and surrounding areas. Curiosity about using the bikes, and particularly trying out an e-bike, were also reasons for use. Open responses, combined with the fact that three quarters of respondents have a bicycle or other cycle of their own, suggest that shared bikes are used in combination with personally owned cycles for various reasons and in various roles. The diffuse range of purposes and motivations for using the bikes, expressed in both the closed and open survey questions, indicates that promoting the use of the bikes for a narrow range of purposes only would not be an optimal strategy. In fact promotion along the lines of 'what will you use yours for?' could be helpful.

Use of travel apps and route planners, including for multi-modal journeys, was common amongst respondents. These tools were generally only resorted to when necessary however. Only three respondents had used Mi-Link. This is unsurprising given that Mi-Link had only recently been launched at the time of the survey, followed soon afterwards by the Covid-19 lockdown, but it suggests nevertheless that the Mi-Link platform may require further promotion among cyclists.

⁹ However, women appear to outnumber men in using e-bikes in countries where overall cycling rates are similar among men and women, such as the Netherlands, Denmark and Dutch-speaking Belgium.

As noted in this report, the survey suggested areas that merited further exploration in the subsequent shared bike interviews. These interviews will further explore purposes for which the bikes are hired, (including business travel and commuting), multi-modal use (including the cognitive effort involved), the effects of Covid-19 related lockdown, differences between conventional and e-bike use, and journey planner use (specifically including Mi-Link).

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Appendix

(Note that there were different routings through the survey, such that answering a question with one response lead to one set of further questions, and answering it differently led to a different set. Hence apparent replication of some topics the questions address.)

Q2.2 How long have you been a registered member of the Milton Park bike-share scheme?

- ☐ Over 2 years
- ☐ 1 to 2 years
- ☐ 6 months to one year
- ☐ Less than 6 months
- ☐ I used to be a member but have unsubscribed
- ☐ Not applicable - I have never been a member

Q2.3 Please tell us why you unsubscribed from the scheme.

Q2.4 Why did you join the Milton Park bike-share scheme?

Please indicate your level of disagreement or agreement with the following reasons, on a scale of -5 (strongly **disagree**) to +5 (strongly **agree**)

It is a convenient way of getting around Milton Park	▼ -5 strongly disagree ... +5 strongly agree
It is a convenient way of getting to places outside Milton Park	▼ -5 strongly disagree ... +5 strongly agree
People I know are using the shared bikes	▼ -5 strongly disagree ... +5 strongly agree
I enjoy cycling	▼ -5 strongly disagree ... +5 strongly agree
Cycling is good for my health and fitness	▼ -5 strongly disagree ... +5 strongly agree
I was curious to try out the shared bikes	▼ -5 strongly disagree ... +5 strongly agree

Q2.5 If you had any other reasons for joining the scheme, please tell us here:

Q2.6 Have you ever hired one of the Milton Park shared bikes, either from inside the Park or from Didcot Parkway rail station?

☐ Yes

☐ No

Q2.7 Are you aware that you can hire electric bicycles (e-bikes) as part of the Milton Park bike-share scheme?

☐ Yes

☐ No

Q3.1 Why did you never hire a shared bike at Milton Park or Didcot Parkway? Please consider normal circumstances and tick all that apply.

☐

I prefer to drive around Milton Park

☐

I prefer to walk around Milton Park

☐

I prefer to drive if I need to go to/from Didcot Parkway rail station

☐

I don't know anyone else who uses the Milton Park bike-share scheme

☐

I wouldn't feel safe cycling around Milton Park

☐

I wouldn't feel safe cycling to/from Didcot Parkway rail station

☐

I prefer to use a bus if I need to go to/from Didcot Parkway rail station

☐

I prefer to use a taxi if I need to go to/from Didcot Parkway rail station

☐

I just didn't feel the need

☐

Other reason

Q3.2 (If other) Please tell us why you never hired one of the shared bikes:

Q4.2 Have you ever used any online tools (e.g. travel websites, apps or route planners) to plan your cycle routes? *Please consider your cycling generally, either at Milton Park or elsewhere, using your own bike or a shared bike.*

☐ Yes

☐ No

Q4.3 Please select any online tools you have used to plan cycle routes.

- ☐ Google maps
- ☐ Cycle Streets
- ☐ Strava
- ☐ Garmin Connect
- ☐ MiLinkMilton
- ☐ Cycling UK routeplanner
- ☐ Other

Q4.4 (If other) Please say what other online tools you have used to plan cycle routes:

Q4.5 Have you ever used travel planning websites/apps to plan a whole journey that combined different types of transport?

For example: cycle route to rail station, plus connecting train information, plus walking route to final destination.

- ☐ Yes
- ☐ No, I know about websites/apps like this, but haven't used any
- ☐ No, I don't know of any websites/apps that can do this

Q4.6 Please select any travel planning websites/apps you have used to plan a whole journey that combined different types of transport.

- ☐ Traveline
- ☐ Google maps
- ☐ Transport for London Journey Planner
- ☐ Travelwest Journey Planner
- ☐ MiLinkMilton
- ☐ Other

Q4.7 (If other) Please say what other websites/apps you have used to plan trips that combined different modes of transport:

Q4.8 Please indicate your level of disagreement or agreement with the following statements, on a scale of **-5** (strongly **disagree**) to **+5** (strongly **agree**).

I like to try new travel websites/apps/route planners as soon as I hear about them	▼ -5 strongly disagree ... +5 strongly agree
I only look at new travel websites/apps/route planners if I need information which I can't get elsewhere	▼ -5 strongly disagree ... +5 strongly agree
I prefer to use offline information like paper maps and timetables	▼ -5 strongly disagree ... +5 strongly agree
I prefer to get travel information through word-of-mouth	▼ -5 strongly disagree ... +5 strongly agree
I usually know where I'm going without needing any new information	▼ -5 strongly disagree ... +5 strongly agree

Q5.1 You are almost at the end of the survey. We would now like to ask you a few questions about yourself.

Q5.2 What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other
- ☐ Prefer not to say

Q5.3 What age group are you in?

- ☐ 18 - 25
- ☐ 26 - 35
- ☐ 36 - 45
- ☐ 46 - 55
- ☐ 56 - 65
- ☐ 66 - 75
- ☐ 75 +
- ☐ Other
- ☐ Prefer not to say

Q5.4 Which of the following categories best describes your employment situation?

- ☐ Employed full time
- ☐ Employed part time
- ☐ Self-employed
- ☐ Other

Q5.5 (If Other) Please tell us your employment situation:

Q5.6 Do you have a disability that can affect your transport choices?

- ☐ Yes
- ☐ No

Q5.7 If you wish, please tell us how your disability affects your travel and the transport you use.

Q5.8 Do you have a car or van available for you personally to use for your travel to/from work?

- ☐ All of the time
- ☐ Some of the time
- ☐ Never

Q5.9 Do you own a bicycle or other type of cycle (e.g. tricycle)?

- ☐ Yes
- ☐ No

Q5.10 Do you own a free travel pass (e.g. Milton Park Bus Pass, national concessionary bus pass etc.)?

- ☐ Yes
- ☐ No

Q5.11 What type of free travel pass do you have?

- ☐ National concessionary bus pass for **older people**
- ☐ National concessionary bus pass for **disabled people**
- ☐ Milton Park Bus Pass
- ☐ Transport operator (employee) free travel pass

Q5.12 Please enter the first part of your **home postcode** (postcode district, e.g. OX11)

Q5.21 If you would like to say anything else about using (or not using) the Milton Park bike-share scheme, please enter comments here.

Q6.1 When you were registered with the scheme, how often did you use a Milton Park shared bike in normal circumstances?

	More than once a week	About once a week	About once a fortnight	About once a month	Less than once a month	I did not use one
Standard bike (non-electric)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6.2 When you were registered with the scheme, how often did you use a standard (non-electric) Milton Park shared bike in normal circumstances?

- ☐ More than once a week
- ☐ About once a week
- ☐ About once a fortnight
- ☐ About once a month
- ☐ Less than once a month

Q6.3 Did you ever use a Milton Park shared bike for travel **between Milton Park and your home**, either the whole way or part of the way?

- ☐ Yes
- ☐ No

Q6.4 The last time you used a shared bike **between Milton Park and your home**, did you use it for the whole distance?

- ☐ Yes
- ☐ No, I used it for one leg of my trip (in combination with another form of transport)

Q6.5 The last time you used a shared bike for one leg of a trip **between Milton Park and home**, what type of transport did you combine it with? Please tick all that apply.

- ☐ Train
- ☐ Bus
- ☐ Walk
- ☐ Car/van
- ☐ Other

Q6.6 Did you ever use a Milton Park shared bike **between Didcot Parkway rail station and your home**?

- ☐ Yes
- ☐ No

Q6.7 Did you ever use a Milton Park shared bike for **business-related travel** (e.g. to attend a meeting?).

- ☐ Yes
- ☐ No

Q6.8 Where did you use a Milton Park shared bike for **business-related travel** (e.g. to attend a meeting?). Please tick any that apply.

- ☐ I used a bike for work purposes **within** Milton Park
- ☐ I used a bike to get to/from Didcot Parkway rail station for work purposes
- ☐ I used a bike to get to another destination for work purposes

Q6.9 Did you ever use a Milton Park shared bike for reasons other than work or commuting (e.g. for leisure or shopping)?

☐ Yes

☐ No

Q6.10 For what other purposes did you use a Milton Park shared bike? Please tick all that apply.

- ☐ Shopping at Milton Park
- ☐ Visiting other on-site facilities at Milton Park (e.g. cafes, gym, hairdresser)
- ☐ Shopping off the Milton Park site
- ☐ Visiting other facilities off the Milton Park site (e.g. cafes, gym, hairdresser)
- ☐ Meeting friends at Milton Park
- ☐ Meeting friends off the Milton Park site
- ☐ Personal business on or off site (e.g. doctor's appointment)
- ☐ For exercise (on or off site)
- ☐ Just for enjoyment (on or off site)
- ☐ Other

Q6.12 (If other) Please say what other purpose you used a shared bike for:

Q7.1 Why haven't you hired a shared bike at Milton Park or Didcot Parkway? Please consider normal circumstances and tick all that apply.

- ☐ I prefer to drive around Milton Park
- ☐ I prefer to walk around Milton Park
- ☐ I prefer to drive if I need to go to/from Didcot Parkway rail station
- ☐ I don't know anyone else who uses the Milton Park bike-share scheme
- ☐ I wouldn't feel safe cycling around Milton Park
- ☐ I wouldn't feel safe cycling to/from Didcot Parkway rail station
- ☐ I prefer to use a bus if I need to go to/from Didcot Parkway rail station
- ☐ I prefer to use a taxi if I need to go to/from Didcot Parkway rail station
- ☐ I just haven't felt the need yet
- ☐ Other reason

Q7.2 (If other) Please tell us why you haven't used one of the shared bikes yet:

Q7.3 How likely or unlikely are you to use a Milton Park shared bike for the following purposes in normal circumstances? Please rate the likelihood on a scale of **-5 (extremely unlikely)** to **+5 (extremely likely)**.

To get around Milton Park for work purposes (e.g. meetings)	▼ -5 extremely unlikely ... +5 extremely likely
To visit facilities around Milton Park (e.g. cafes, shops)	▼ -5 extremely unlikely ... +5 extremely likely
To travel between Milton Park and Didcot Parkway rail station	▼ -5 extremely unlikely ... +5 extremely likely
To travel between Milton Park or Didcot Parkway and home	▼ -5 extremely unlikely ... +5 extremely likely
To travel to other destinations for work purposes (e.g. meetings)	▼ -5 extremely unlikely ... +5 extremely likely
To travel to other destinations to use local facilities (e.g. cafes, shops)	▼ -5 extremely unlikely ... +5 extremely likely

Q8.1 How often do you use a Milton Park shared bike in normal circumstances?

	More than once a week	About once a week	About once a fortnight	About once a month	Less than once a month	I haven't used one yet
Standard bike (non-electric)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8.2 How often do you use a standard (non-electric) Milton Park shared bike in normal circumstances?

- ☐ More than once a week
- ☐ About once a week
- ☐ About once a fortnight
- ☐ About once a month
- ☐ Less than once a month

Q8.3 Have you ever used a Milton Park shared bike for travel **between Milton Park and your home**, either the whole way or part of the way?

- ☐ Yes
- ☐ No

Q8.4 Last time you used a shared bike **between Milton Park and your home**, did you use it for the whole distance?

- ☐ Yes
- ☐ No, I used it for one leg of my trip (in combination with another form of transport)

Q8.5 Last time you used a shared bike for one leg of a trip **between Milton Park and home**, what type of transport did you combine it with? Please tick all that apply.

- ☐ Train
- ☐ Bus
- ☐ Walk
- ☐ Car/van
- ☐ Other

Q8.6 Have you ever used a Milton Park shared bike **between Didcot Parkway rail station and your home**?

☐ Yes

☐ No

Q8.7 Have you ever used a Milton Park shared bike for **business-related travel** (e.g. to attend a meeting?).

☐ Yes

☐ No

Q8.8 Where have you used a Milton Park shared bike for **business-related travel** (e.g. to attend a meeting?). Please tick any that apply.

- ☐ I have used a bike for work purposes **within** Milton Park
- ☐ I have used a bike to get to/from Didcot Parkway rail station for work purposes
- ☐ I have used a bike to get to another destination for work purposes

Q8.9 Have you ever used a Milton Park shared bike for reasons other than work or commuting (e.g. for leisure or shopping)?

- ☐ Yes
- ☐ No

Q8.10 For what other purposes have you used a Milton Park shared bike? Please tick all that apply.

- ☐ Shopping at Milton Park
- ☐ Visiting other on-site facilities at Milton Park (e.g. cafes, gym, hairdresser)
- ☐ Shopping off the Milton Park site
- ☐ Visiting other facilities off the Milton Park site (e.g. cafes, gym, hairdresser)
- ☐ Meeting friends at Milton Park
- ☐ Meeting friends off the Milton Park site
- ☐ Personal business on or off site (e.g. doctor's appointment)
- ☐ For exercise (on or off site)
- ☐ Just for enjoyment (on or off site)
- ☐ Other

Q8.12 (If other) Please say what other purpose you used a shared bike for:

