



**Research report by Delve Research  
for**



**Dublin Bikes  
Usage, Attitudes and Views on Expansion**

**Survey reference period: October 2011**

**Private & Confidential**

Prepared by Daniel Sheahan, Member of The Marketing Institute of Ireland



Delve Research, Main St., Kildorrery, Co Cork, Ireland  
Tel. +353 22 25088 Fax +353 22 25088  
[www.delve-research.com](http://www.delve-research.com)

## Contents

Executive Summary .....	6
Introduction.....	9
Scope and Objectives .....	9
Questionnaire Design.....	9
Methodology.....	9
Sample Validity .....	9
Responses & Respondent Profile .....	10
Responses .....	10
Respondent profile .....	10
Gender .....	10
Age Group .....	11
Comparison with Census .....	12
Employment Status .....	13
Social Status .....	13
Distance from City Centre .....	14
Access to Cars or Vans.....	14
Awareness of Dublin Bikes Scheme .....	15
By Gender .....	15
By Age Group.....	16
By Employment .....	17
By Distance from City Centre.....	18
By Access to Cars or Vans .....	19
Usage of the Dublin Bikes Scheme .....	20
By Gender .....	21
By Age Group.....	22
By Employment .....	23
By Distance from City Centre.....	24
By Access to Cars or Vans .....	25
Interest in Using the Dublin Bikes Scheme.....	26
By Gender .....	27
By Age Group.....	28
By Employment .....	29
By Distance from City Centre.....	30
By Access to Cars or Vans .....	31
Cycling Habits of Non-users of the Dublin Bikes Scheme .....	32
By Gender .....	33
By Age Group.....	34
By Employment .....	35

By Distance from the City Centre.....	36
By Access to Cars and Vans.....	37
Dublin Bikes Usage Patterns .....	38
Frequency of Use .....	38
By Gender .....	39
By Age Group.....	40
By Employment .....	41
By Distance from the City Centre.....	42
By Access to Cars and Vans.....	43
Registered Users .....	44
By Gender .....	45
By Age Group.....	46
By Employment .....	47
By Distance from the City Centre.....	48
By Access to Cars and Vans.....	48
Main Use of Dublin Bikes .....	49
By Gender .....	50
By Age Group.....	50
By Employment .....	51
By Distance from the City Centre.....	51
By Access to Cars and Vans.....	52
Other Uses of the Dublin Bikes Scheme.....	53
Mode of City Centre Transport Prior to Introduction of Scheme.....	54
By Gender .....	55
By Age Group.....	55
By Employment .....	56
By Distance from the City Centre.....	57
By Access to Cars and Vans.....	57
More than One Mode of Transport to Work or Study.....	58
By Gender .....	59
By Age Group.....	59
By Employment .....	60
By Distance from the City Centre.....	61
By Access to Cars and Vans.....	62
Mode of Transport, Longest Section to Work or Study.....	63
Mode of Transport, Next Longest Section to Work or Study .....	64
Average Duration of Multiple Mode Journey.....	64
Bicycle Ownership Prior to Dublin Bikes.....	65
By Gender .....	66

By Age Group.....	67
By Employment .....	68
By Distance from the City Centre.....	68
By Access to Cars and Vans.....	69
Bicycle Purchase Since Start of Dublin Bikes Scheme .....	70
Encouraging Family and Friends .....	71
By Gender .....	72
By Age Group.....	72
By Employment .....	72
By Distance from the City Centre.....	73
By Access to Cars and Vans.....	74
Reasons for Using the Dublin Bikes Scheme .....	75
Any Other Reasons for Using Dublin Bikes .....	76
Experience of Dublin Bikes .....	77
By Gender .....	78
By Age Group.....	79
By Employment .....	80
By Distance from the City Centre.....	80
By Access to Cars and Vans.....	80
Use of Mobile Applications.....	81
By Gender .....	82
By Age Group.....	83
By Employment .....	84
By Distance from the City Centre.....	85
By Access to Cars and Vans.....	86
Satisfaction with Mobile Application Used .....	87
Satisfaction Rating by Application Used .....	87
Expansion of Dublin Bikes Scheme .....	88
By User / non-User.....	89
By Gender .....	90
By Age Group.....	90
By Employment .....	91
By Distance from the City Centre.....	91
By Access to Cars and Vans.....	92
Attitudes Towards Expansion .....	93
By User / non-User.....	94
By Gender .....	94
By Age Group.....	95
By Employment .....	96

By Distance from the City Centre.....	97
By Access to Cars and Vans.....	98
Expansion to the City Suburbs.....	99
By User / non-User.....	100
By Gender .....	101
By Age Group.....	101
By Employment .....	102
By Distance from the City Centre.....	103
By Access to Cars and Vans.....	104
Attitudes Towards Dublin Bikes .....	105
By User / non-User.....	106
By Gender .....	107
By Age Group.....	108
By Employment .....	109
By Distance from the City Centre.....	110
By Access to Cars and Vans.....	111
Satisfaction with Current Operation of Scheme .....	112
By User / non-User.....	113
By Gender .....	114
By Age Group.....	114
By Employment .....	115
By Distance from the City Centre.....	115
By Access to Cars and Vans.....	115
Things to Encourage More Cycling in Dublin.....	116
Respondents who had used the scheme.....	116
Respondents who had not used the scheme.....	117
Other Suggestions for Encouraging Cycling .....	118
Ideas or Comments in Relation to Proposed Expansion .....	119

## **Executive Summary**

### **Responses & Respondent Profile**

- 2,253 responses were received to an online survey conducted in October 2011
- 55% of respondents were male
- 48% of the sample were in the age group 31-45 years
- Results are reweighted to more accurately reflect the actual population age profile

### **Awareness of Dublin Bikes Scheme**

- 98% of respondents were familiar with the Dublin Bikes Scheme
- Familiarity with the scheme was lowest among those aged over 65 at 89%

### **Usage of the Dublin Bikes Scheme**

- 44% of respondents had used the Dublin Bikes Scheme
- Usage was higher among males at 49% and among 18-30 year olds at 56%
- Use of the scheme was higher among respondents who were in employment and also among those living closer to the city centre
- 37% of non-users said they would be very interested in using the scheme
- 25% of respondents did not cycle at all
- 11% used their own bike to cycle in the city centre and 20% owned a bike but did not cycle in the city centre

### **Pattern of Use**

- 29% of scheme users used Dublin Bikes once or twice a week
- Frequency of use was higher among younger age groups
- 76% of users were annual registered users
- Respondents aged over 65 were the least likely to have annual registration (43% of this group)
- The most popular use of the Dublin Bikes scheme was shopping / getting around shopping areas, indicated by 50% of scheme users

### **Prior to Introduction of Dublin Bikes Scheme**

- 70% of users indicated that their main way of getting around the city centre before the introduction of the scheme was on foot
- 67% of users owned a bicycle before the introduction of the scheme
- Of those who did not own a bicycle prior to the introduction of the scheme, 29% purchased a bicycle since the introduction of the scheme

### **Multiple Modes of Transport**

- 41% of users going to work or study used more than one mode of transport to do so
- This was highest among 46-65 year olds at 62%, and among those living further from the city centre
- Bus travel made up the longest part of multi-mode journeys for 29% of these users

- Dublin Bikes made up the next longest part of multi-mode journeys for 36% of these users
- The average duration of multi-mode journeys was 42 minutes

### **Encouraging Family and Friends**

- 96% of users had encouraged family and friends to use the Dublin Bikes Scheme

### **Reasons for Using Dublin Bikes**

- “Ease of Use” was the most popular reason for using Dublin Bikes, followed by “Efficiency”

### **Experience of Dublin Bikes**

- 65% of users agreed with the statement “There is good availability of bikes at the stations”
- 61% of users agreed with the statement “The bike stations are well located across the city centre”
- 52% of users agreed with the statement “The bike stations are easy to find and well signposted”
- 92% of users agreed with the statement “The actual Dublin Bike is practical in terms of its design”
- 96% of users agreed that the “Dublin Bikes scheme is a consumer friendly and easy to operate system”

### **Mobile Applications**

- 30% of users had used a mobile application to plan their Dublin Bikes journey
- Use was highest among male users, among users aged 31 to 45 and among users living within one kilometre of the city centre
- 62% of those who had used a mobile application were satisfied with that application

### **Expansion of Dublin Bikes Scheme**

- 98% of survey respondents indicated that they felt the Dublin Bikes scheme should be expanded
- 95% of respondents agreed that they would like to see the scheme expanded in its current format
- 95% felt it was important to maintain docking compatibility with the current scheme

### **Expansion to the City Suburbs**

- 58% of respondents indicated that they would use the scheme for longer cycle journeys if the scheme were expanded to suburban areas
- 75% indicated that they would mainly use the bikes for short journeys in the city centre or in their area
- Current users of the scheme were more likely to indicate that they would use the bikes for longer journeys and short journeys if there were an expansion to suburban areas

- Intention to use the scheme for longer journeys and short journeys if there were an expansion into suburban areas was higher among younger respondents and among those living closer to the city centre

### **Attitudes Towards Dublin Bikes**

- 95% of respondents agreed that the Dublin Bikes scheme enhances the reputation of the city
- 95% agreed that the scheme offers excellent value for money
- 53% of respondents agreed that they had started to cycle more in Dublin City since the introduction of the scheme
- 42% agreed that it was getting safer to cycle in Dublin City
- 79% agreed that they liked the look of the Dublin Bikes brand

### **Satisfaction with Current Operation of the Scheme**

- 82% of respondents indicated that they were satisfied with the way the current scheme is operated
- 27% of respondents felt that Dublin is a cycle friendly city

### **Encouraging More Use of the Scheme**

- “Creation of a new network of physically segregated cycle lanes” was the most popular option selected by respondents for encouraging more use of the scheme, followed by “Improvement of the current network of on-road cycle lanes”



## **Introduction**

The following are the results of a survey of members of the public conducted on behalf of Dublin City Council. The focus of this survey was on issues surrounding the Dublin Bikes scheme, and the research fieldwork was carried out in October 2011.

## **Scope and Objectives**

The target population was members of the public living in and around Dublin or visiting Dublin.

The objectives of the exercise were:

- To establish the level of usage of the Dublin Bikes scheme among survey respondents
- To measure experience and satisfaction with the scheme among those who had used the Dublin Bikes scheme
- To measure attitudes among users and non-users of the Dublin Bikes scheme towards the proposed expansion of the scheme.

## **Questionnaire Design**

The survey instrument was designed in full and detailed consultation with Dublin City Council.

## **Methodology**

The survey was conducted online in October 2011. Respondents were recruited from various sources including the Your Dublin, Your Voice opinion panel.

An incentive prize draw was promoted in order to stimulate interest in the survey. The prize draw was conducted shortly after the survey closing date was reached.

## **Sample Validity**

A total valid sample of 2,253 respondents was reached and is extremely robust and allows for detailed comparative analysis by various demographics.

The age profile of the sample differs from that of the population. Therefore results of opinion presented in this report are reweighted by age to more accurately represent the population profile.

## Responses & Respondent Profile

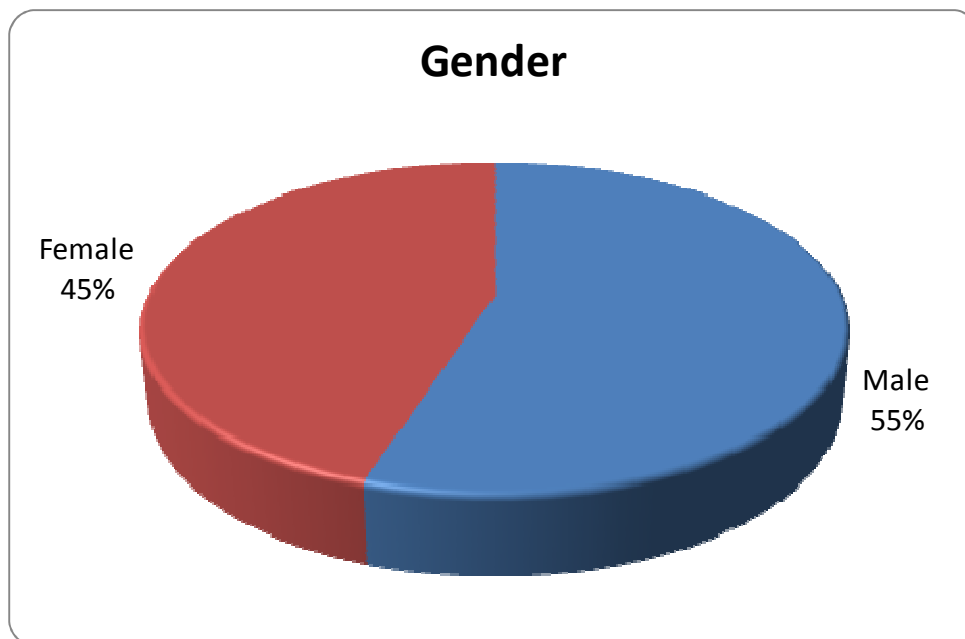
### Responses

A total of 2,253 valid responses were received.

### Respondent profile

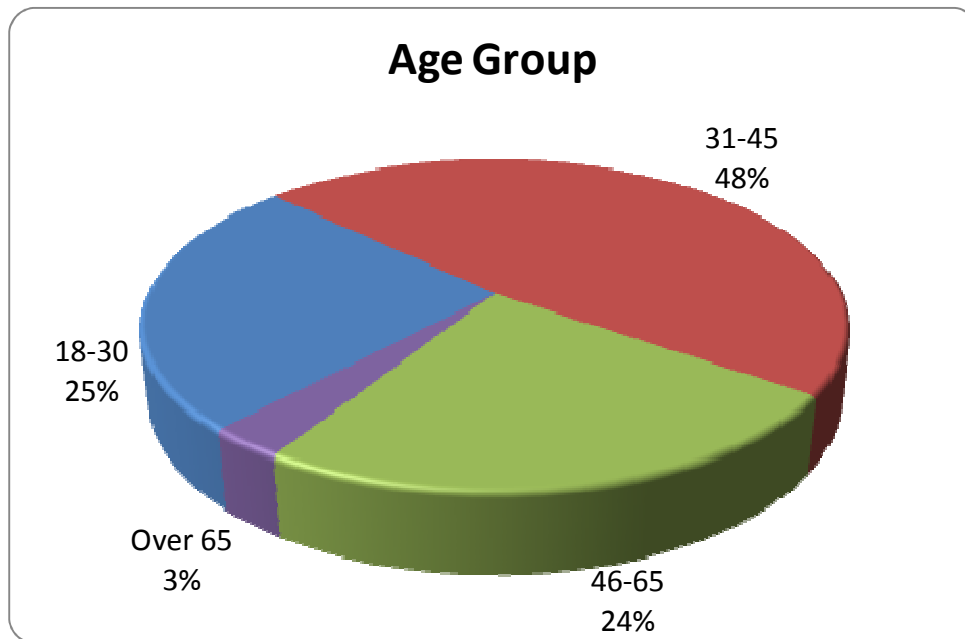
#### Gender

55% of respondents were male.



### Age Group

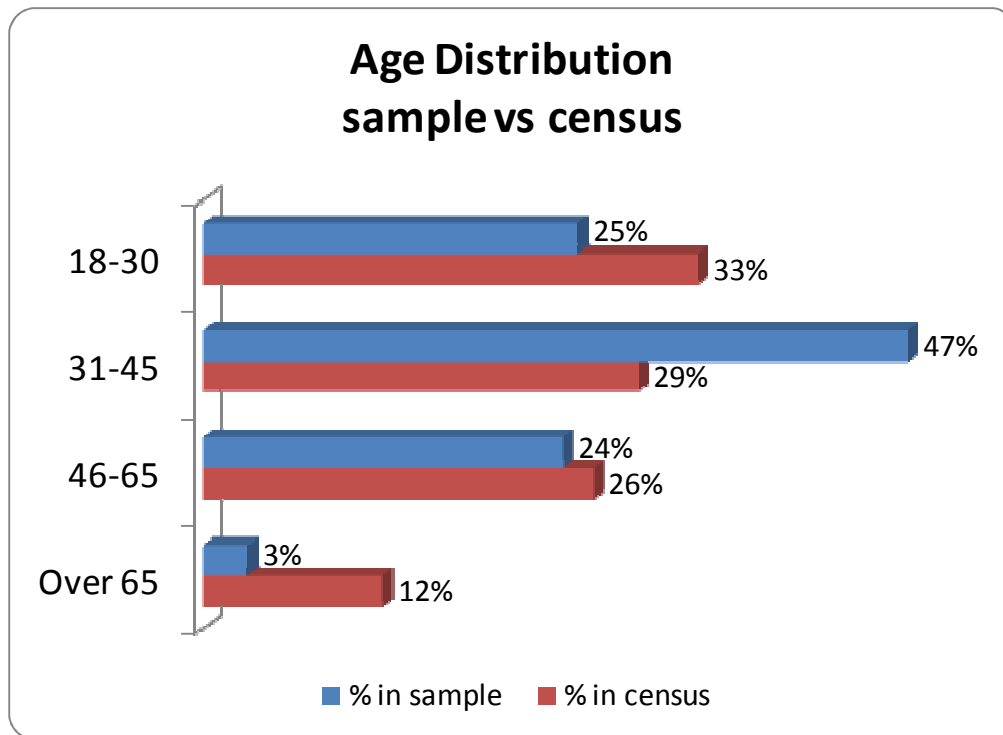
The age group with the largest representation in the sample was 31-45 years at 48%.



## Comparison with Census

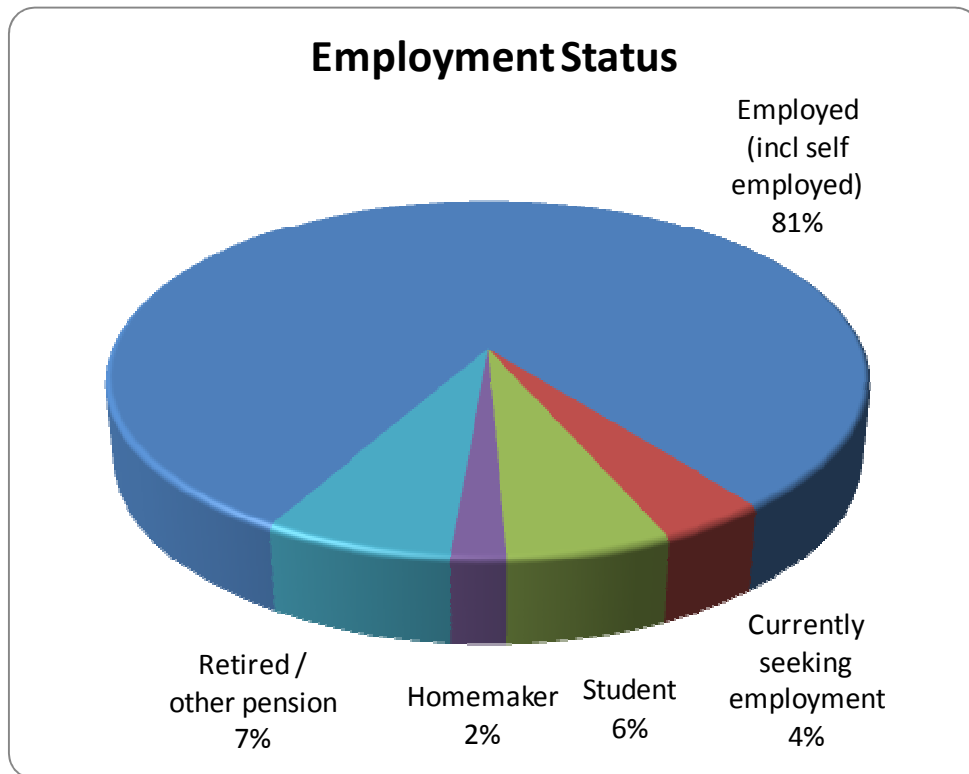
The age profile of the sample was compared with the age profile of the Dublin City & County population in the 2006 census.

The survey sample was underrepresented in the 18 – 30 year old age group as well as the over 65 age group. The sample was overrepresented in the 31 to 45 year old age group. Results of opinion presented in this report are reweighted to more accurately reflect the actual age distribution of the population.



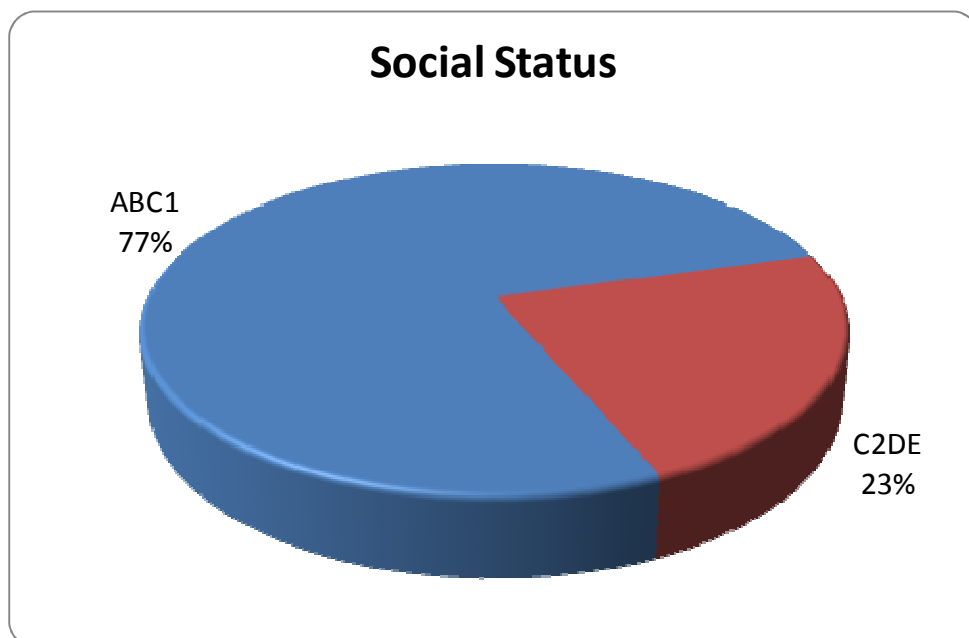
### Employment Status

81% of respondents were employed or self employed.



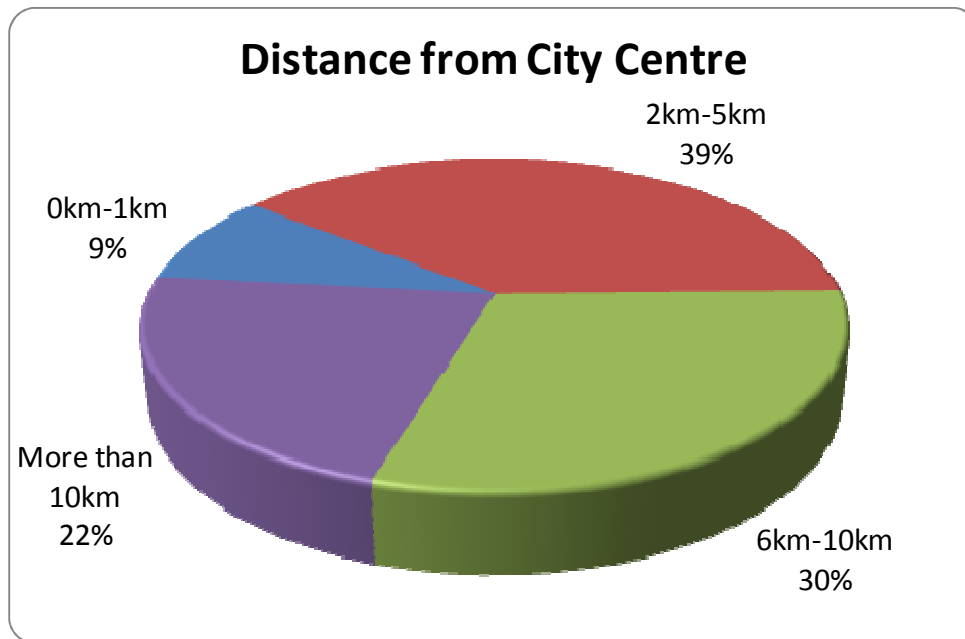
### Social Status

77% of respondents were in the ABC1 social groupings.



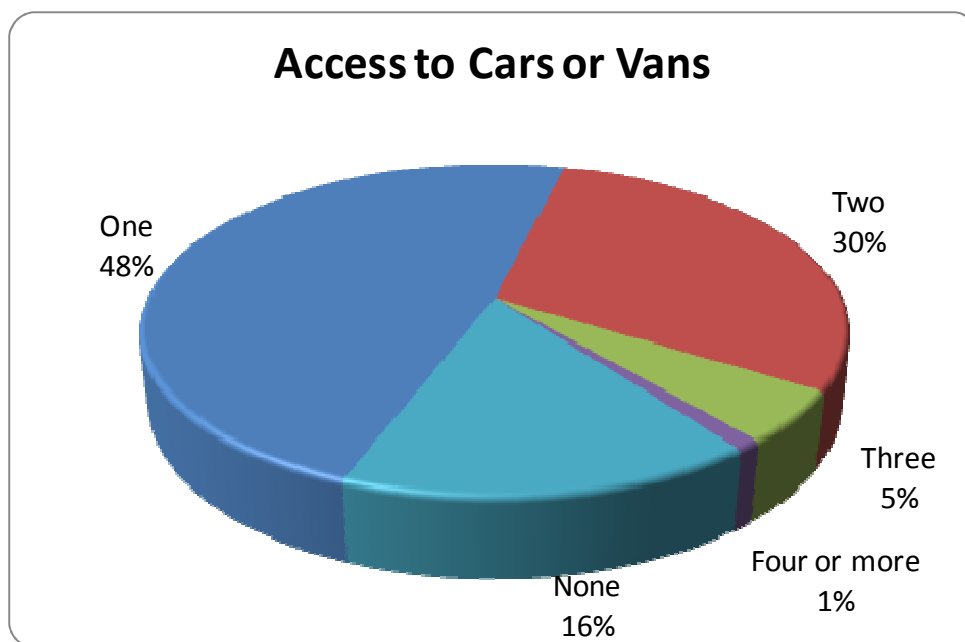
### Distance from City Centre

39% of respondents lived within 2 to 5 kilometres from the city centre.



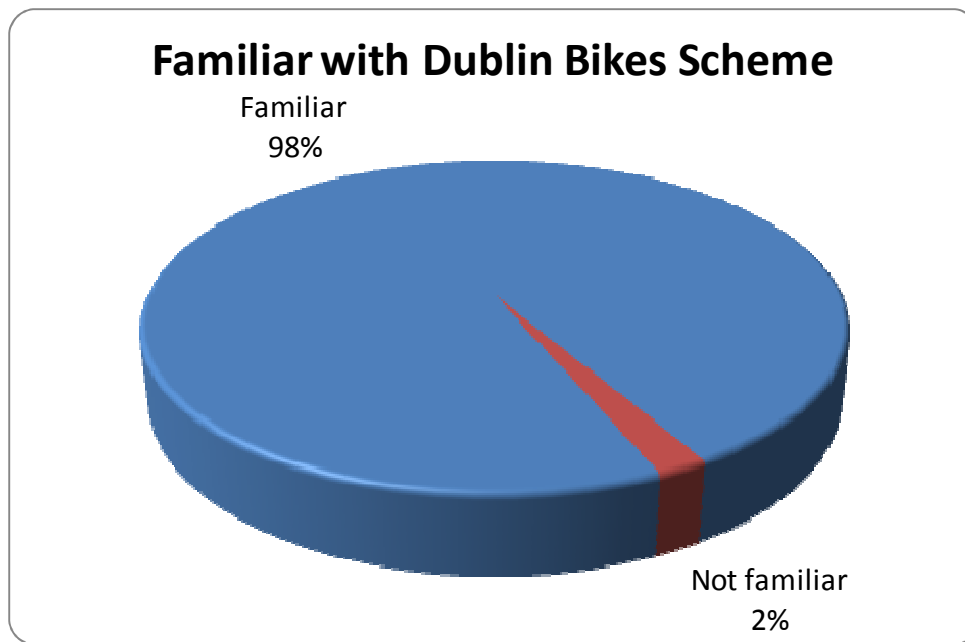
### Access to Cars or Vans

Respondents were asked to indicate how many cars or vans they had access to within their household. 48% of respondents had access to one car or van while 16% did not have access to a car or van.



## Awareness of Dublin Bikes Scheme

98% of respondents were familiar with the Dublin Bikes Scheme.

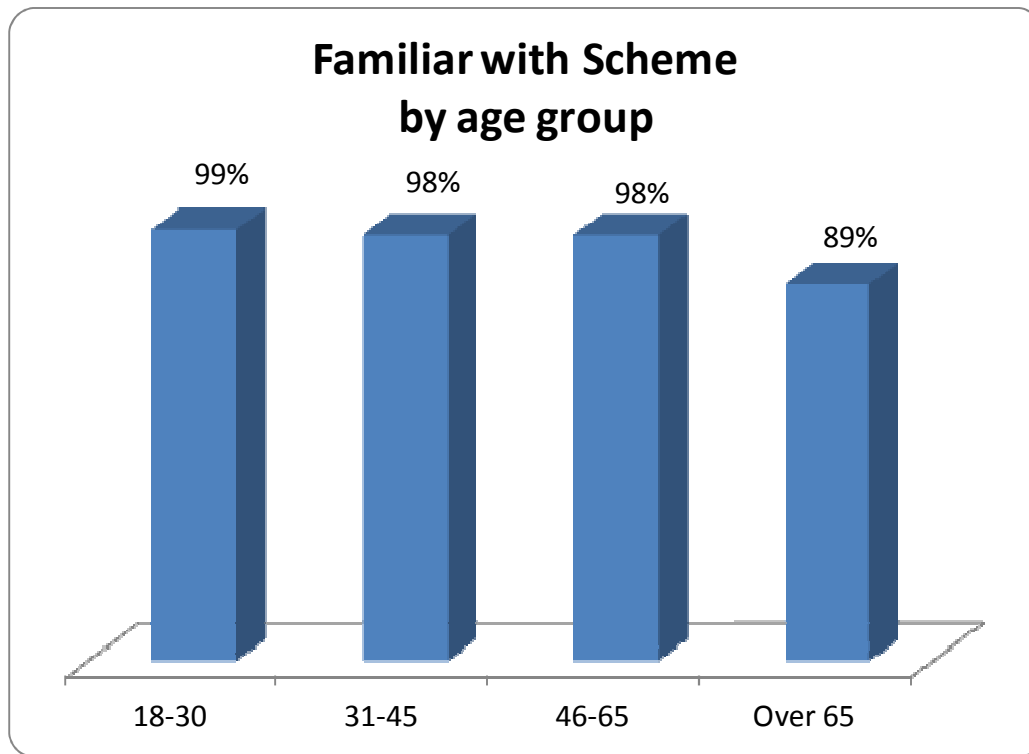


## By Gender

There were no significant differences in familiarity with the scheme when analysed by gender.

## By Age Group

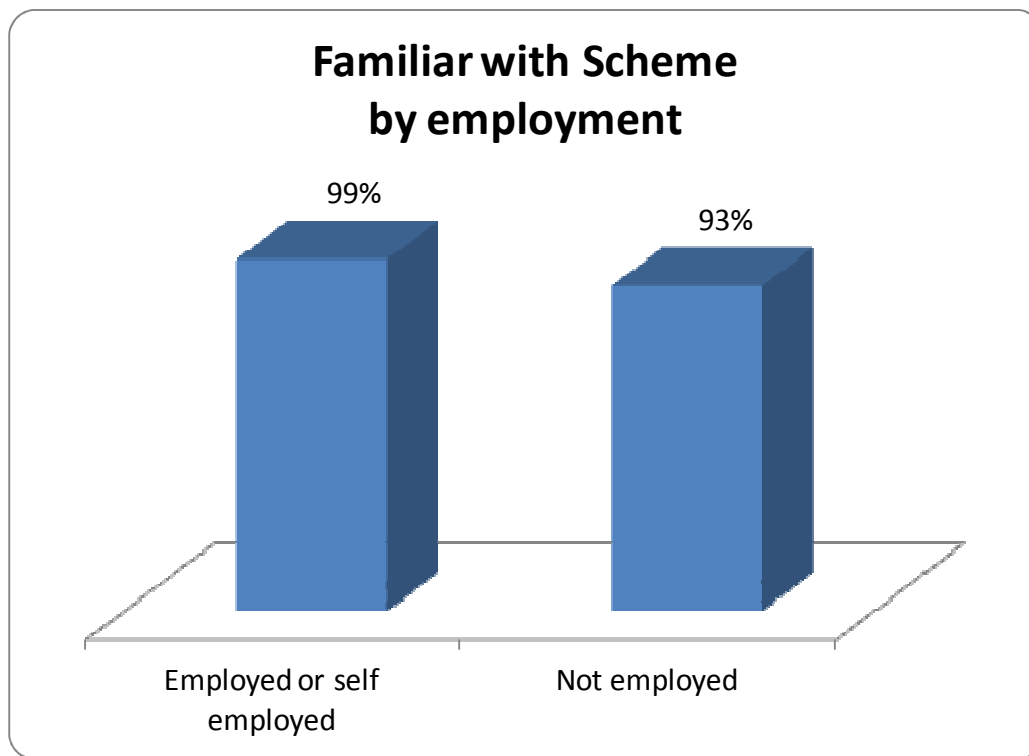
Familiarity with the scheme was lowest among those aged over 65 at 89%.





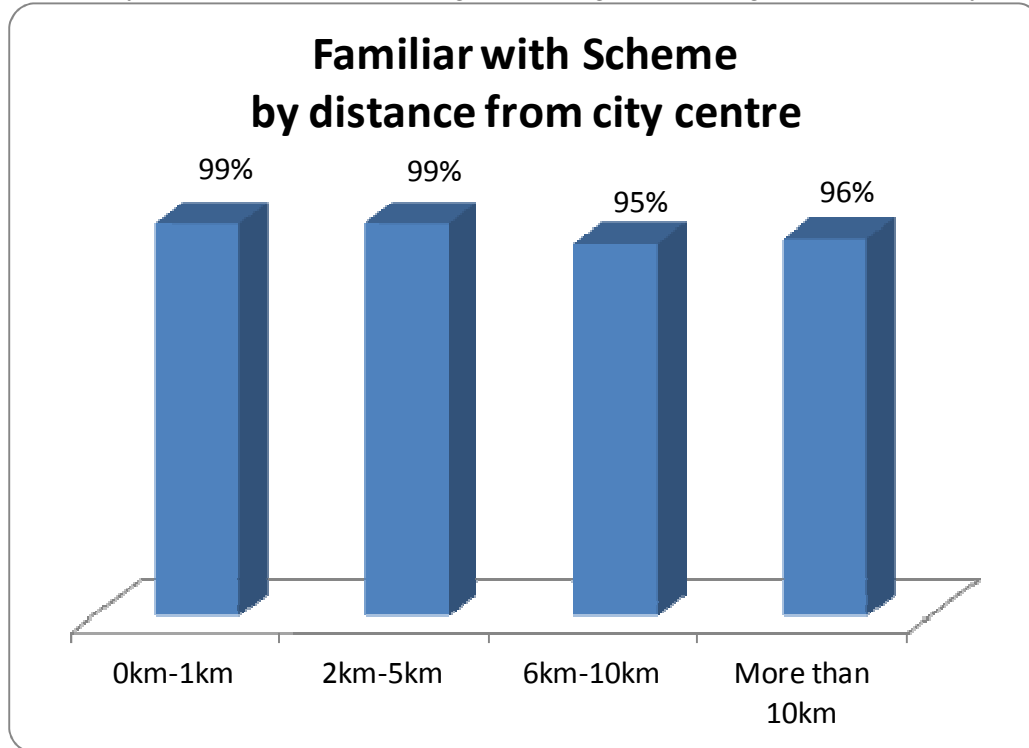
## By Employment

Awareness of the scheme was higher among those in employment or self-employment.



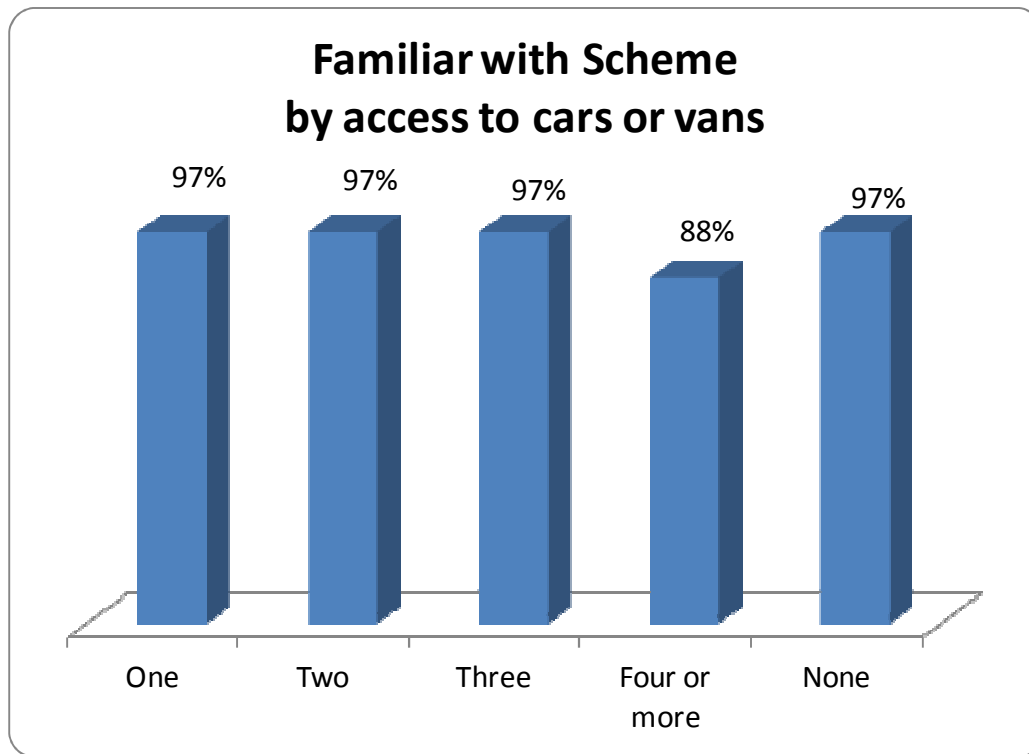
## By Distance from City Centre

Familiarity with the scheme was higher among those living closer to the city centre.



### By Access to Cars or Vans

Awareness of the scheme was lowest among those with access to four or more cars or vans.



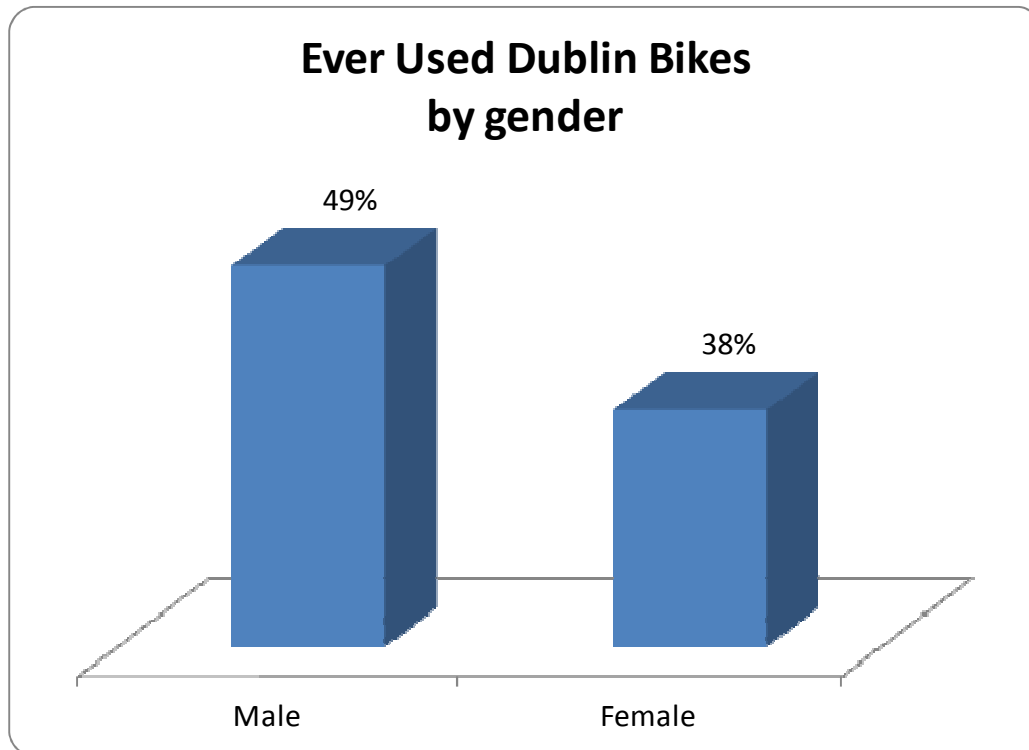
## Usage of the Dublin Bikes Scheme

44% of respondents had used the Dublin Bikes Scheme.



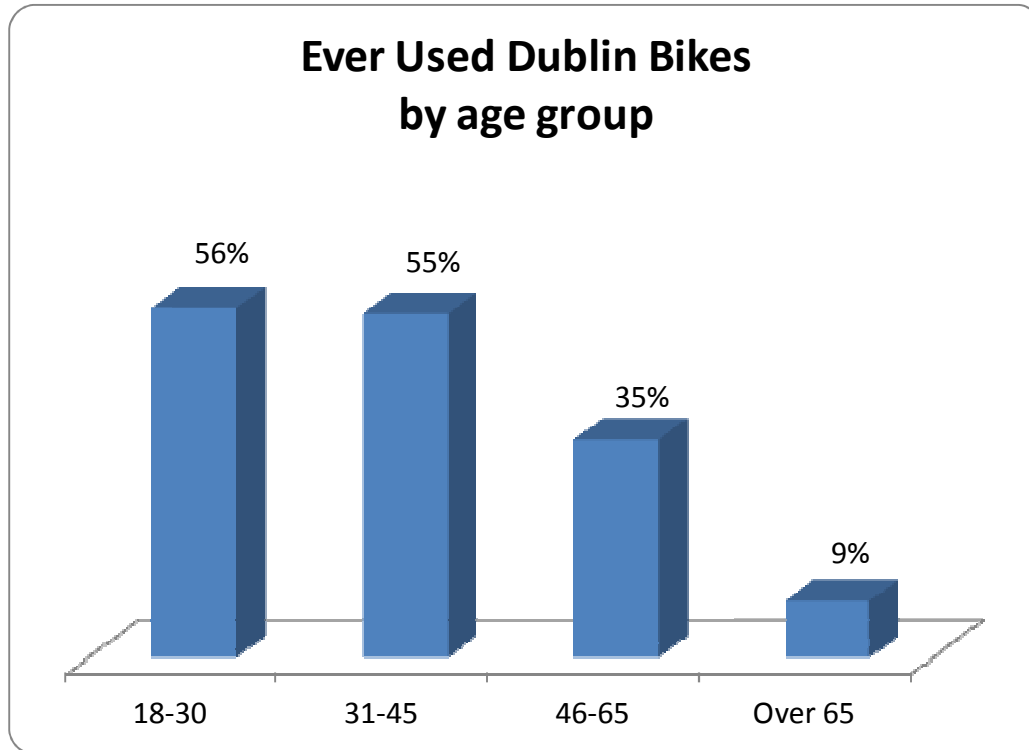
## By Gender

49% of males had used the Dublin Bikes scheme, significantly higher than the 38% of female respondents who had used the scheme.



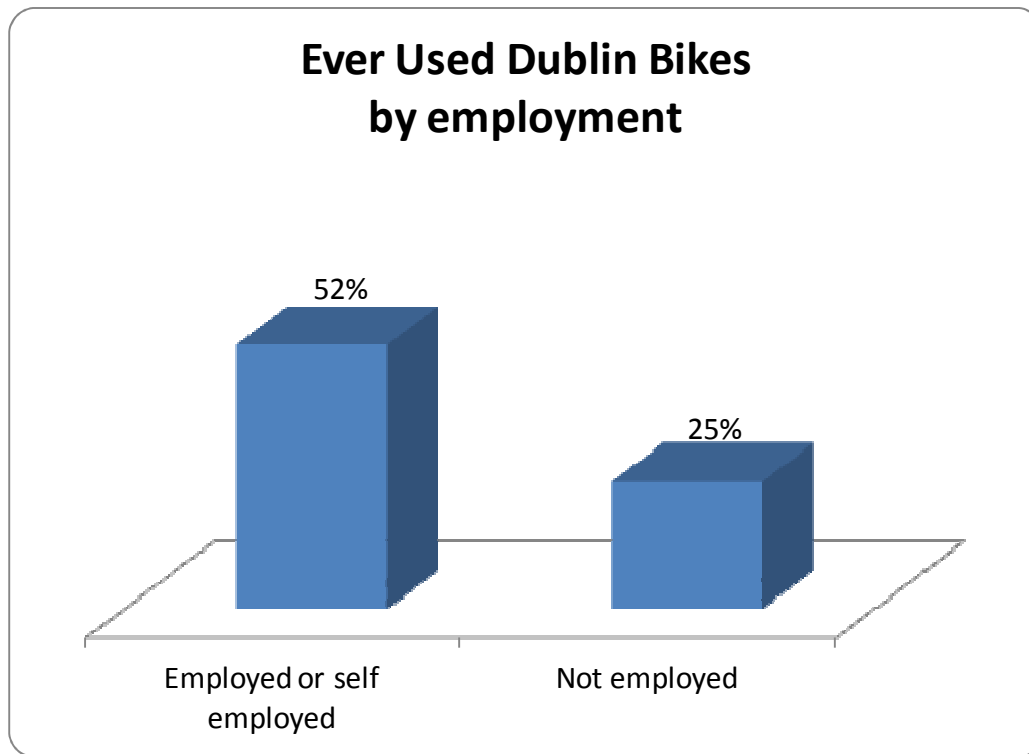
## By Age Group

Usage of the Dublin Bikes scheme was significantly higher among the younger age groups than among the older age groups.



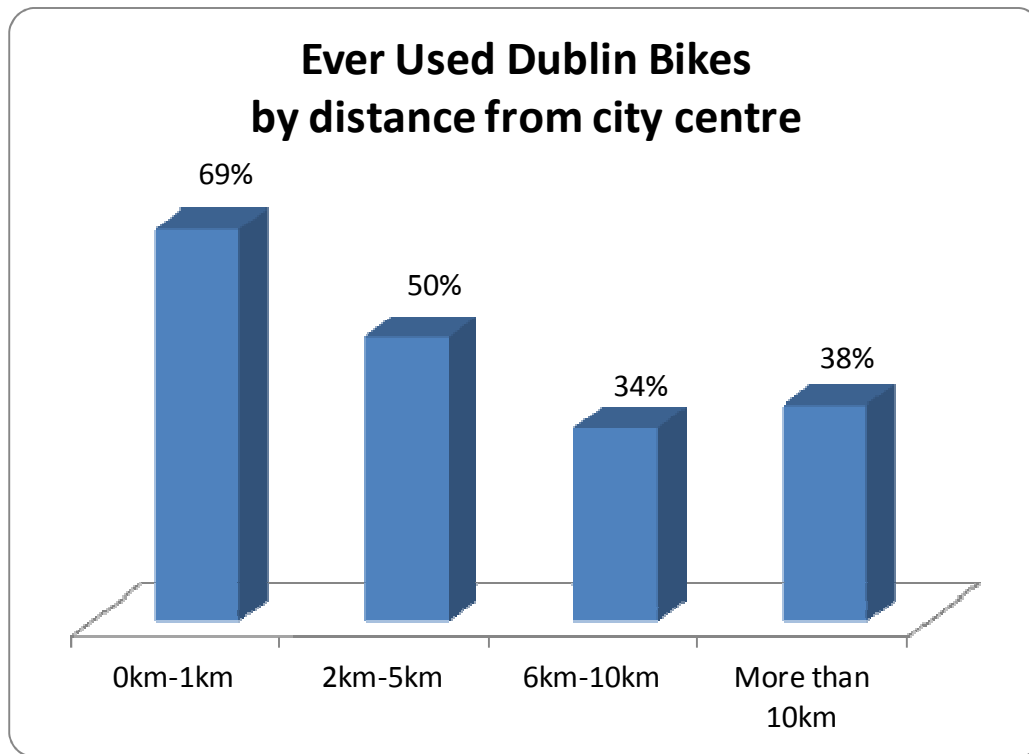
## By Employment

Use of the scheme was higher among respondents who were in employment.



### By Distance from City Centre

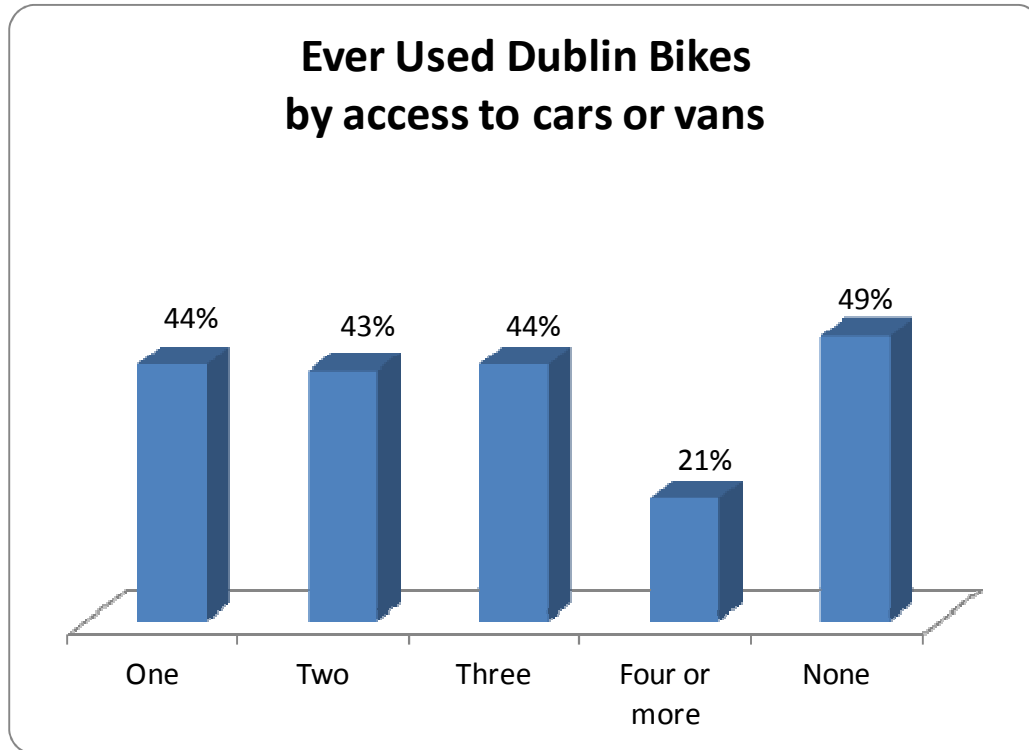
Use of the scheme was higher among respondents who lived closer to the city centre.





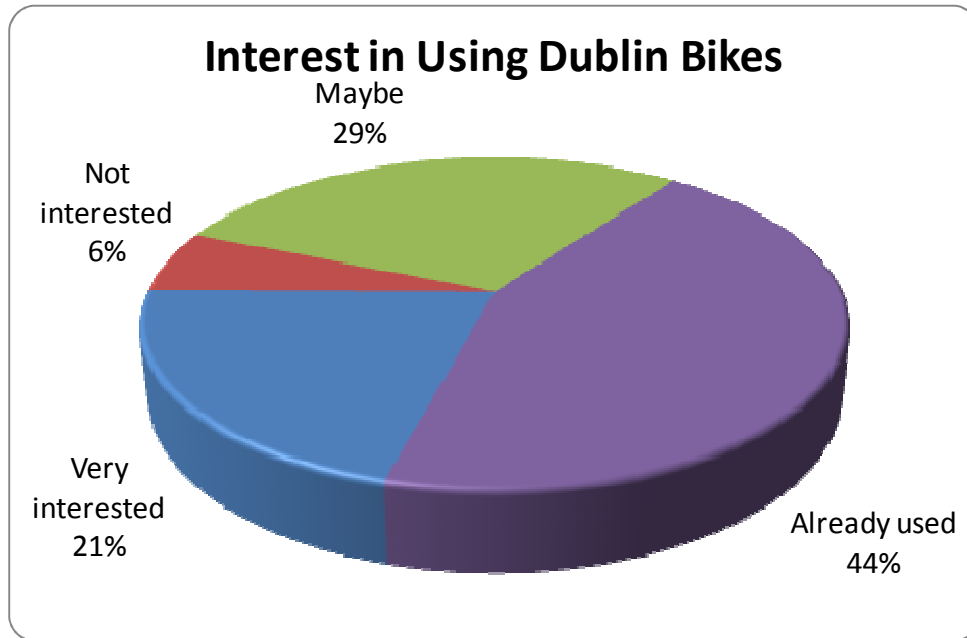
### By Access to Cars or Vans

Usage of the scheme was significantly lower among those with access to four or more cars or vans.



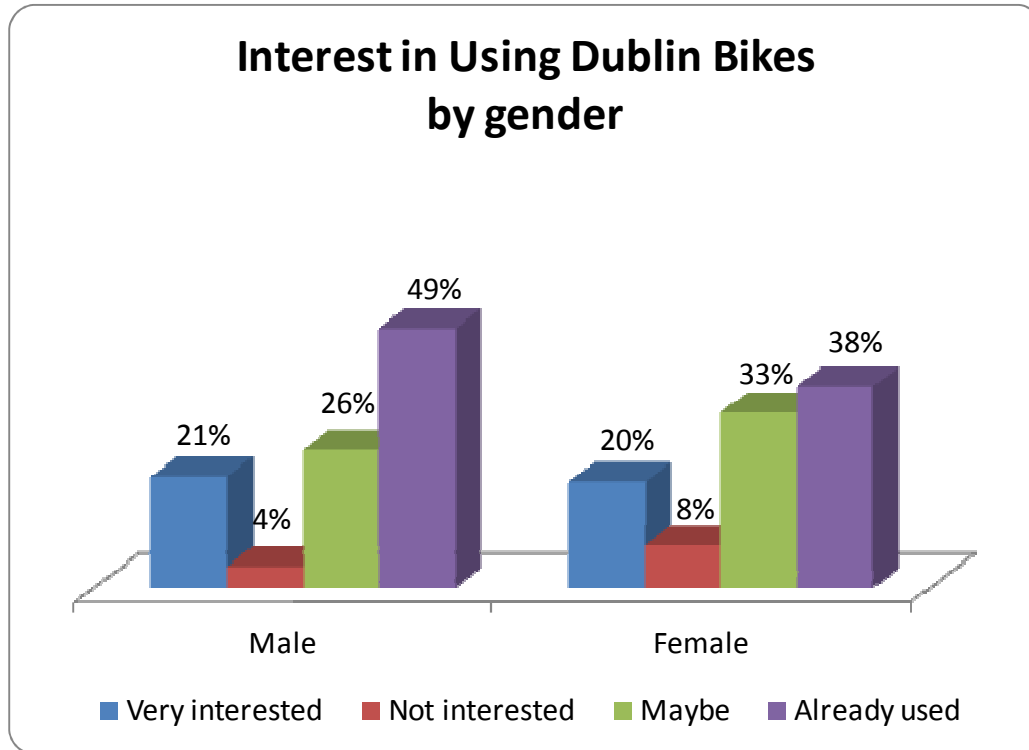
## Interest in Using the Dublin Bikes Scheme

Those who had never used the Dublin Bikes Scheme were asked if they would be interested in doing so. 21% (or 37% of non-users) said that they would be very interested in using Dublin Bikes, while a further 29% said that they may be interested in doing so.



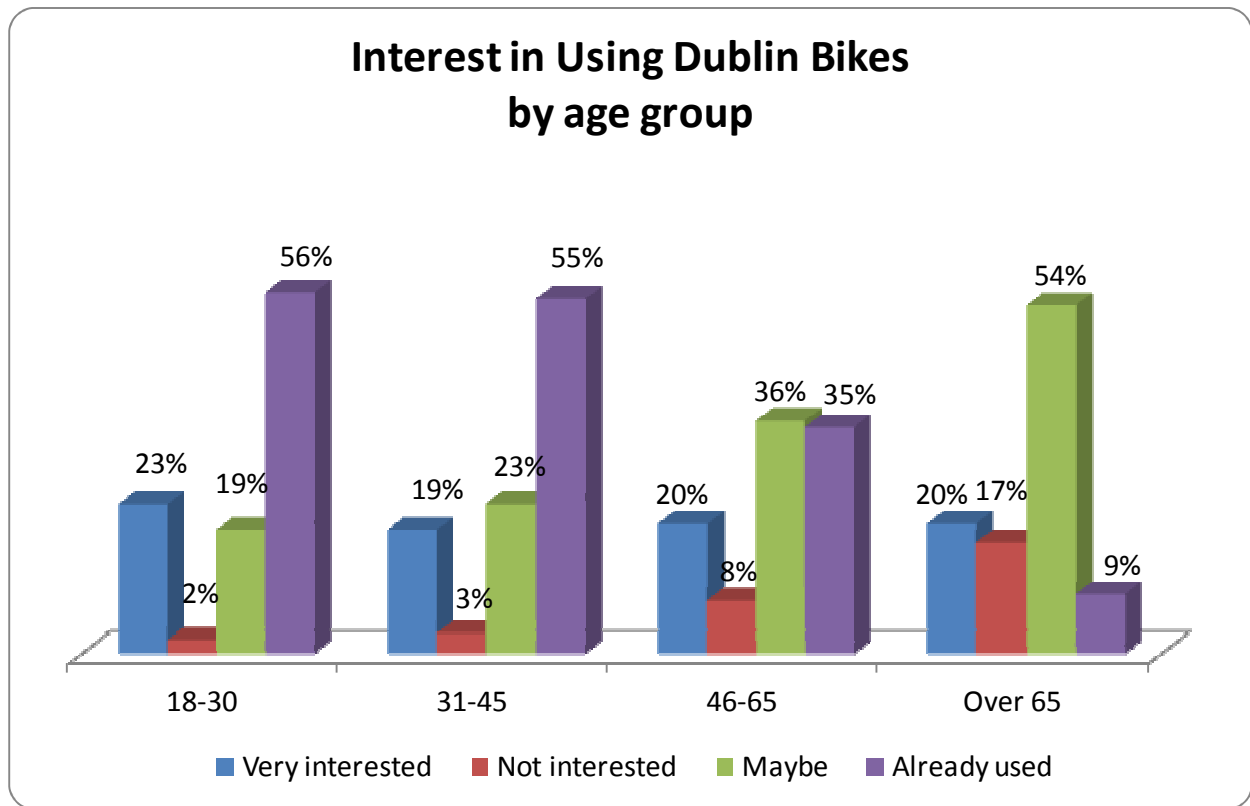
## By Gender

33% of female respondents indicated that they may be interested in using the Dublin Bikes Scheme.



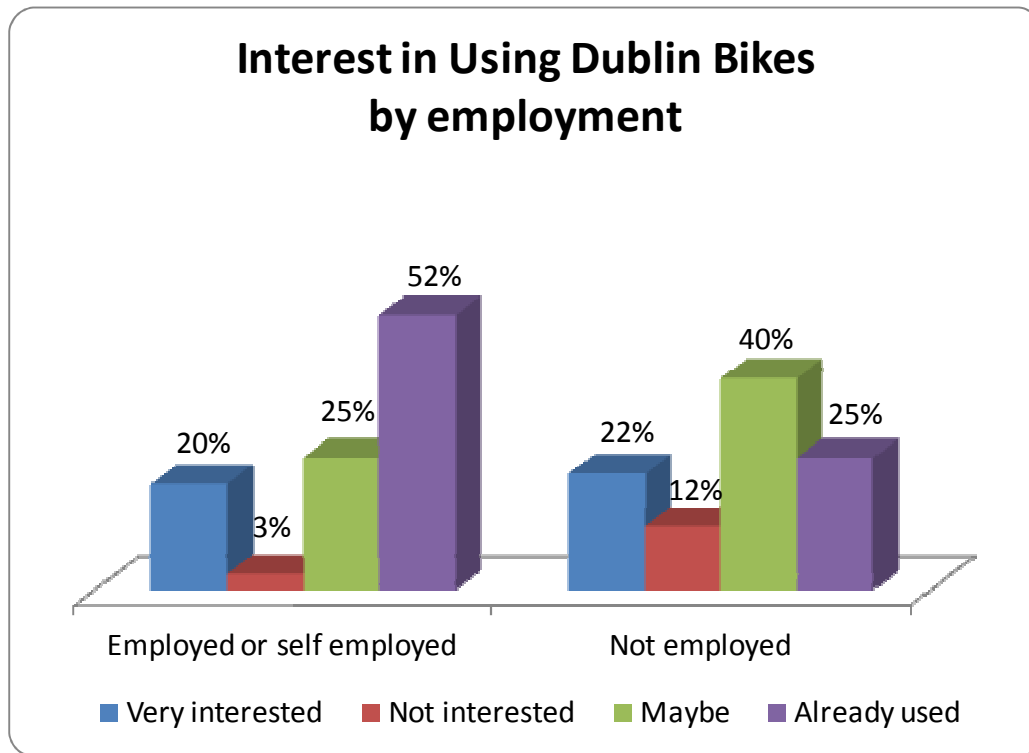
## By Age Group

Interested and potential interest in the scheme was higher among younger respondents.



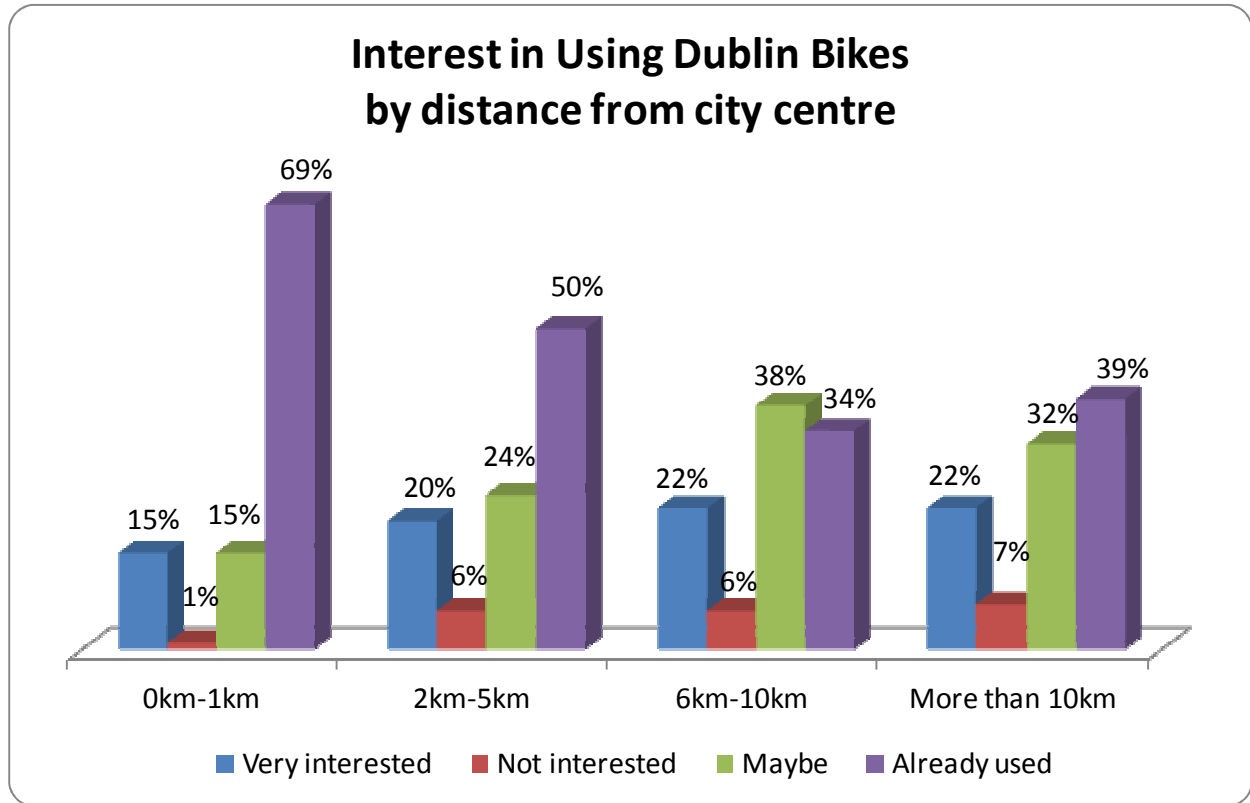
## By Employment

Although usage of the scheme was lower among those not in employment, potential in using the scheme interest was higher among non-users not in employment than among non-users in employment.



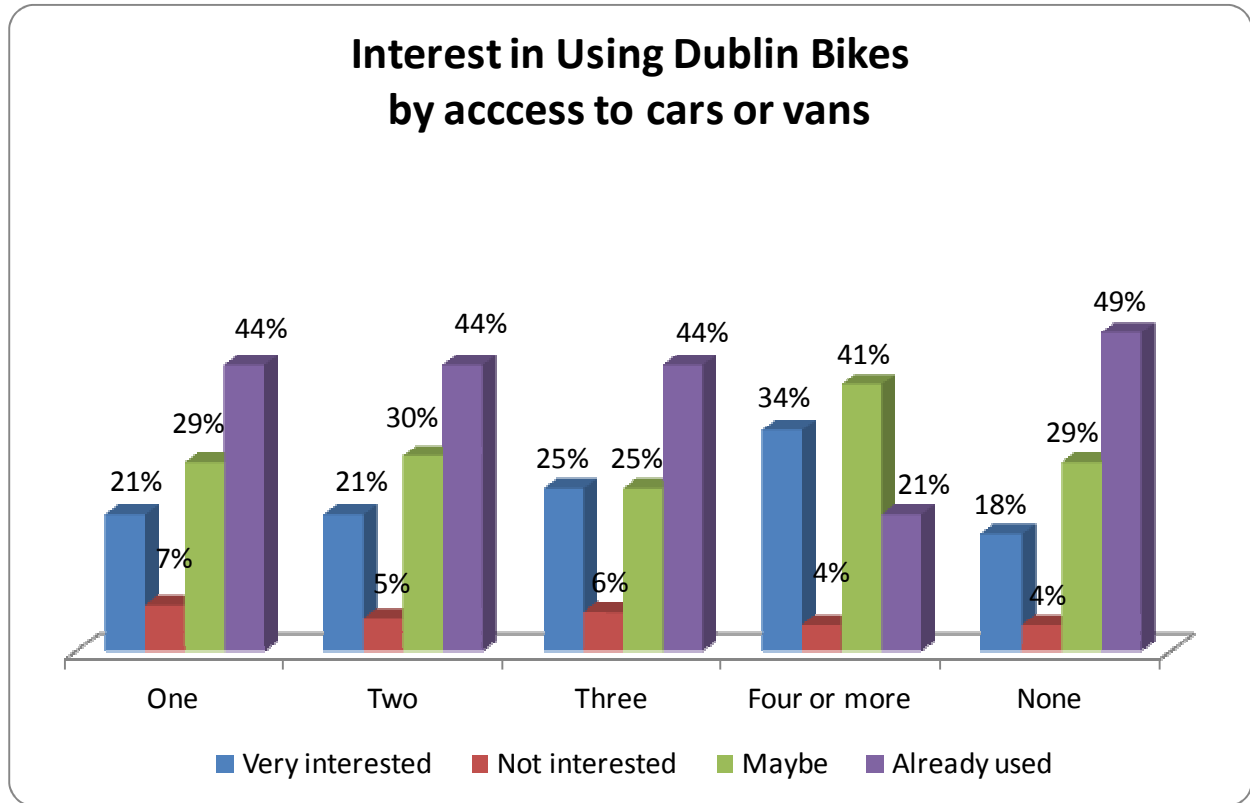
## By Distance from City Centre

Potential interest was higher among those who lived further away from the city centre, although actual usage was lower among these groups.



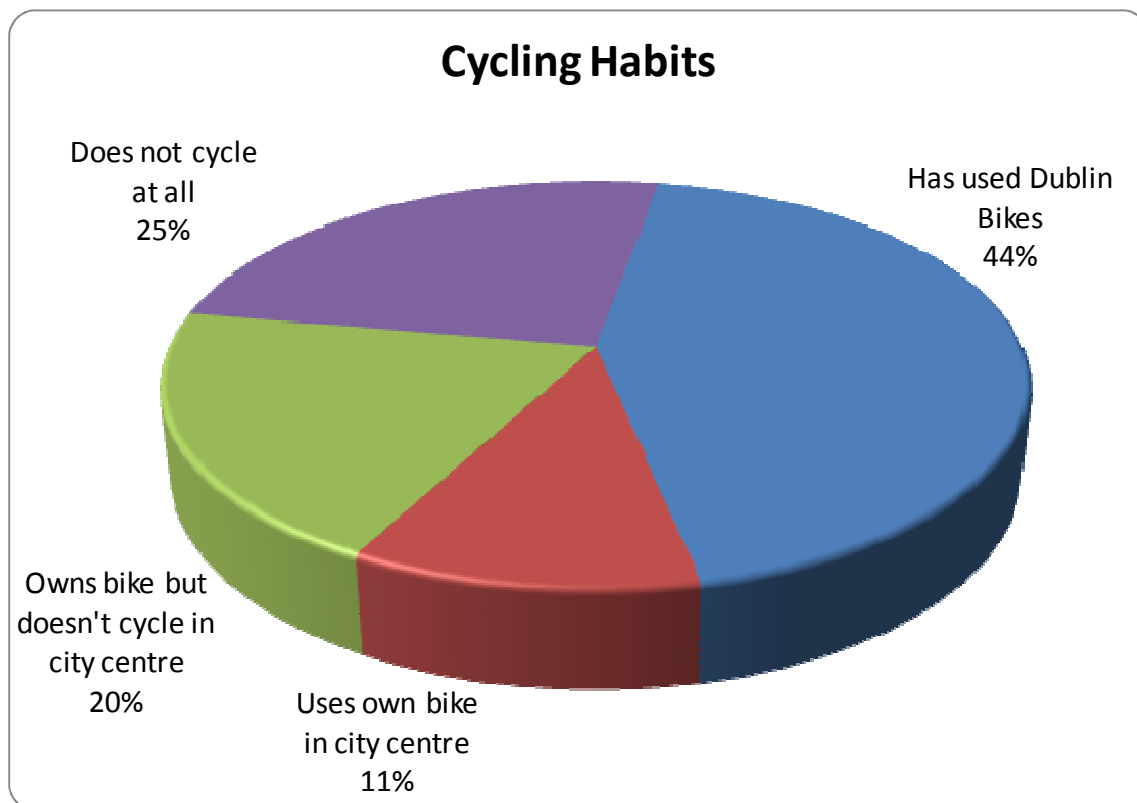
## By Access to Cars or Vans

Interest was highest among respondents with access to four or more cars or vans, and current usage was lowest among this group.



## Cycling Habits of Non-users of the Dublin Bikes Scheme

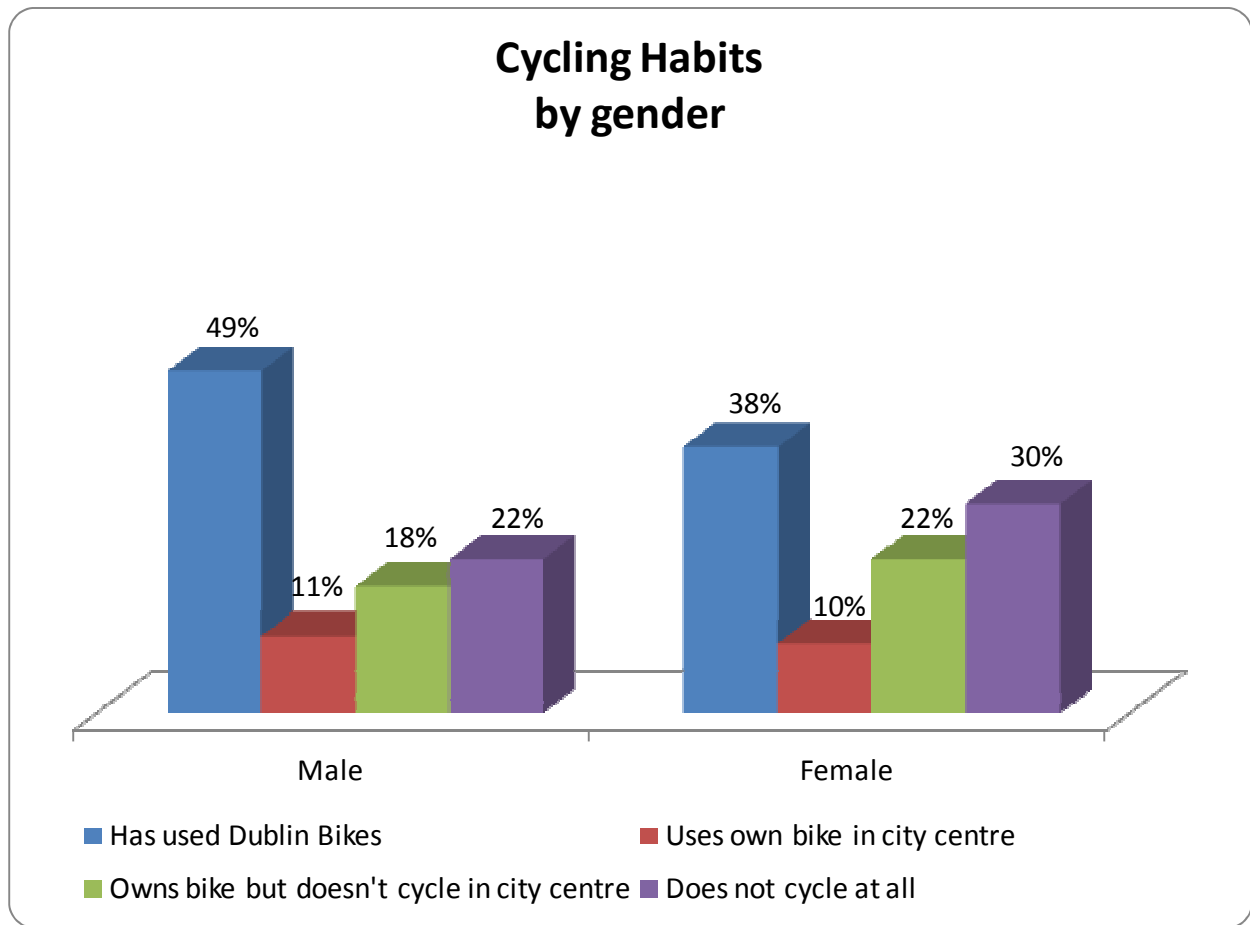
Respondents who had not used the Dublin Bikes scheme were asked to indicate if they used their own bike for cycling in the city centre, if they owned a bike but did not cycle in the city centre or if they did not cycle at all.





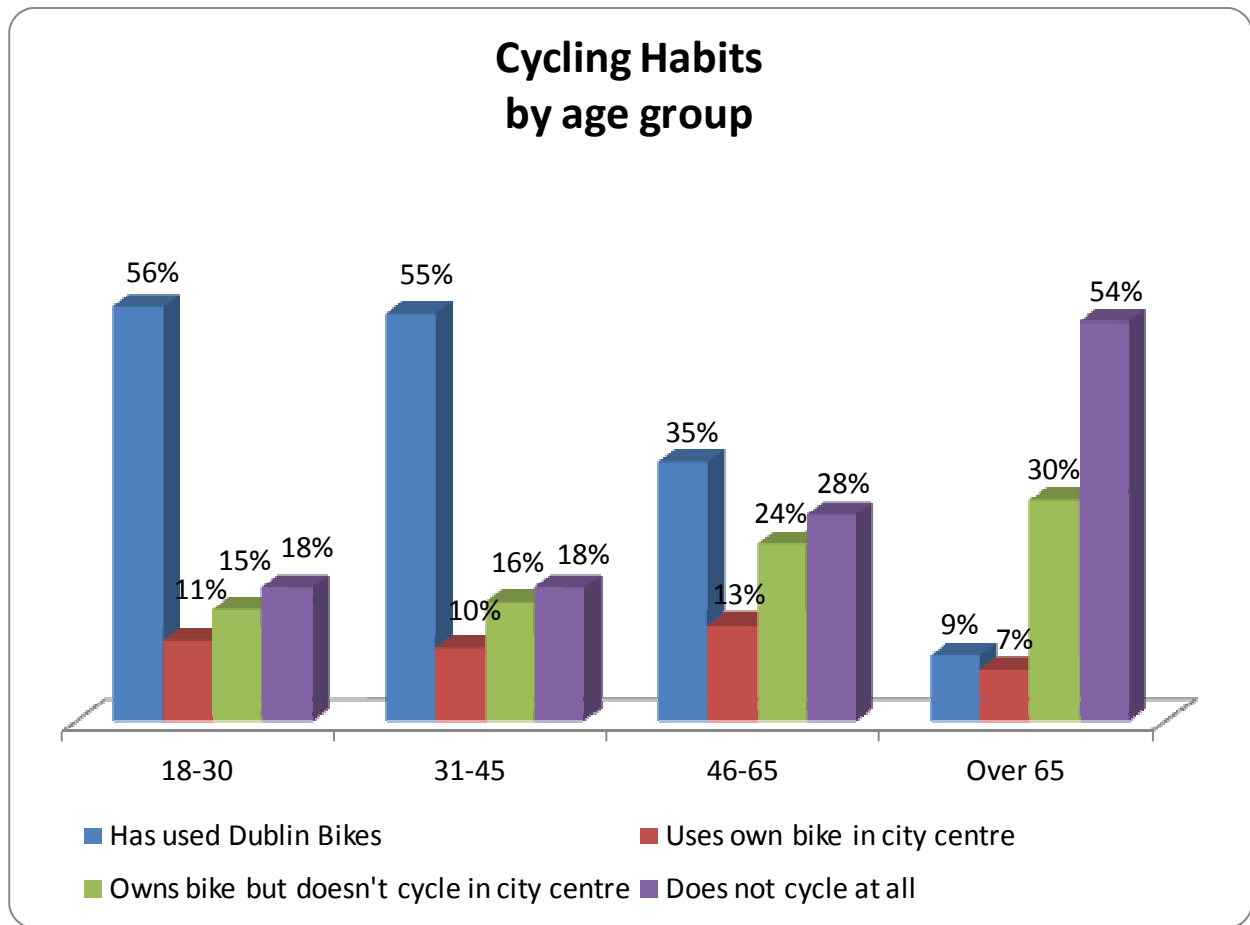
## By Gender

Female respondents were more likely than males to no cycle at all.



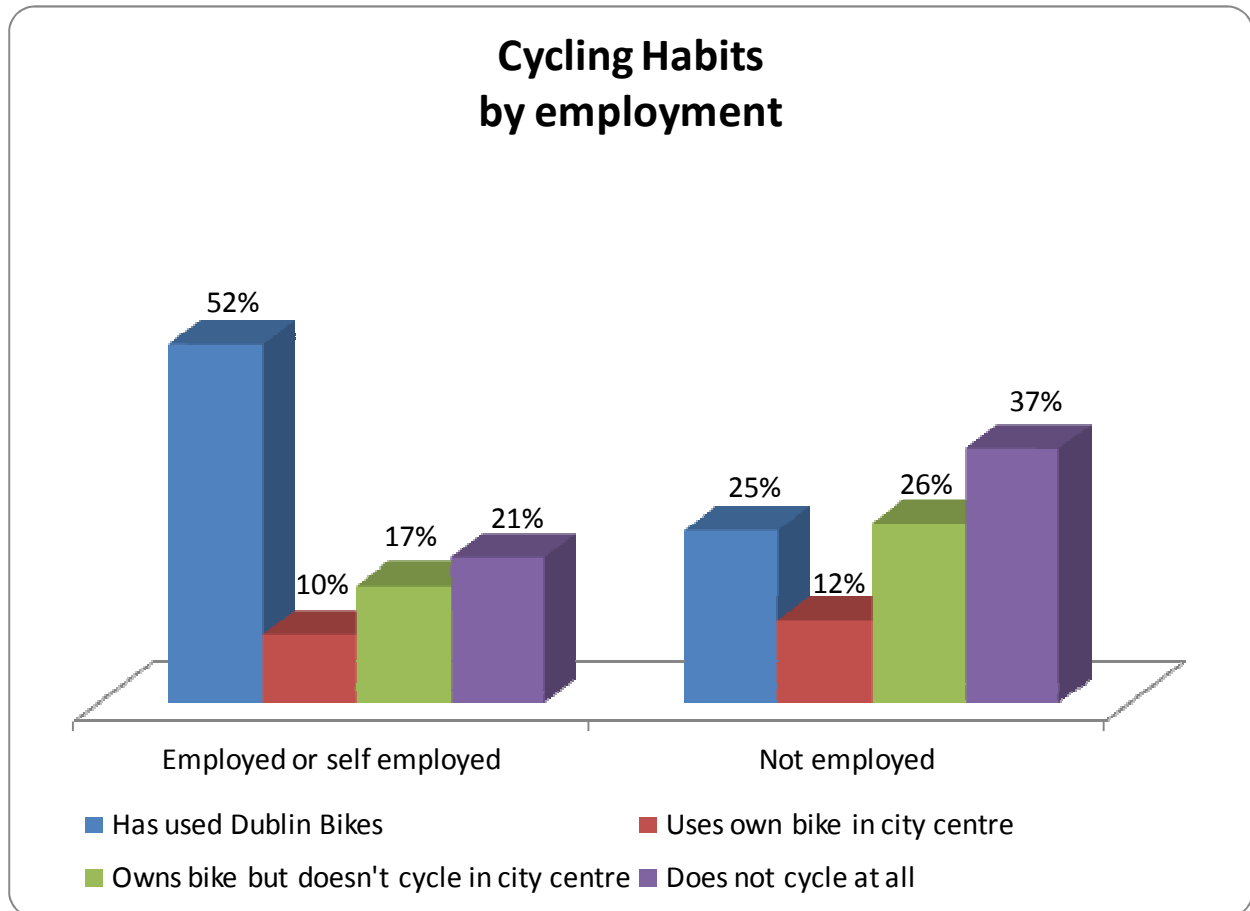
## By Age Group

Older respondents were significantly less likely to cycle than younger respondents.



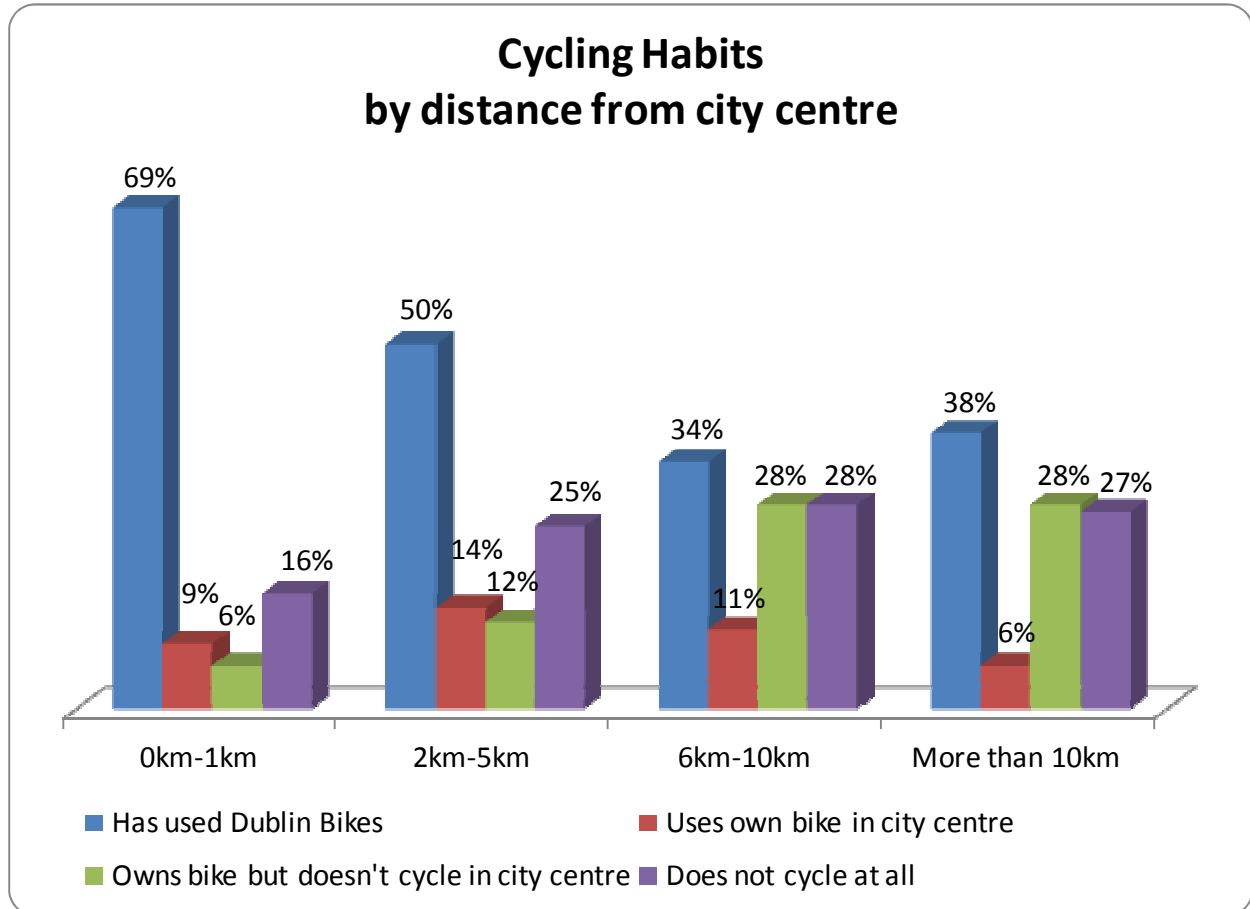
## By Employment

Respondents who were not in employment were more likely to either not cycle in the city centre or to not cycle at all.



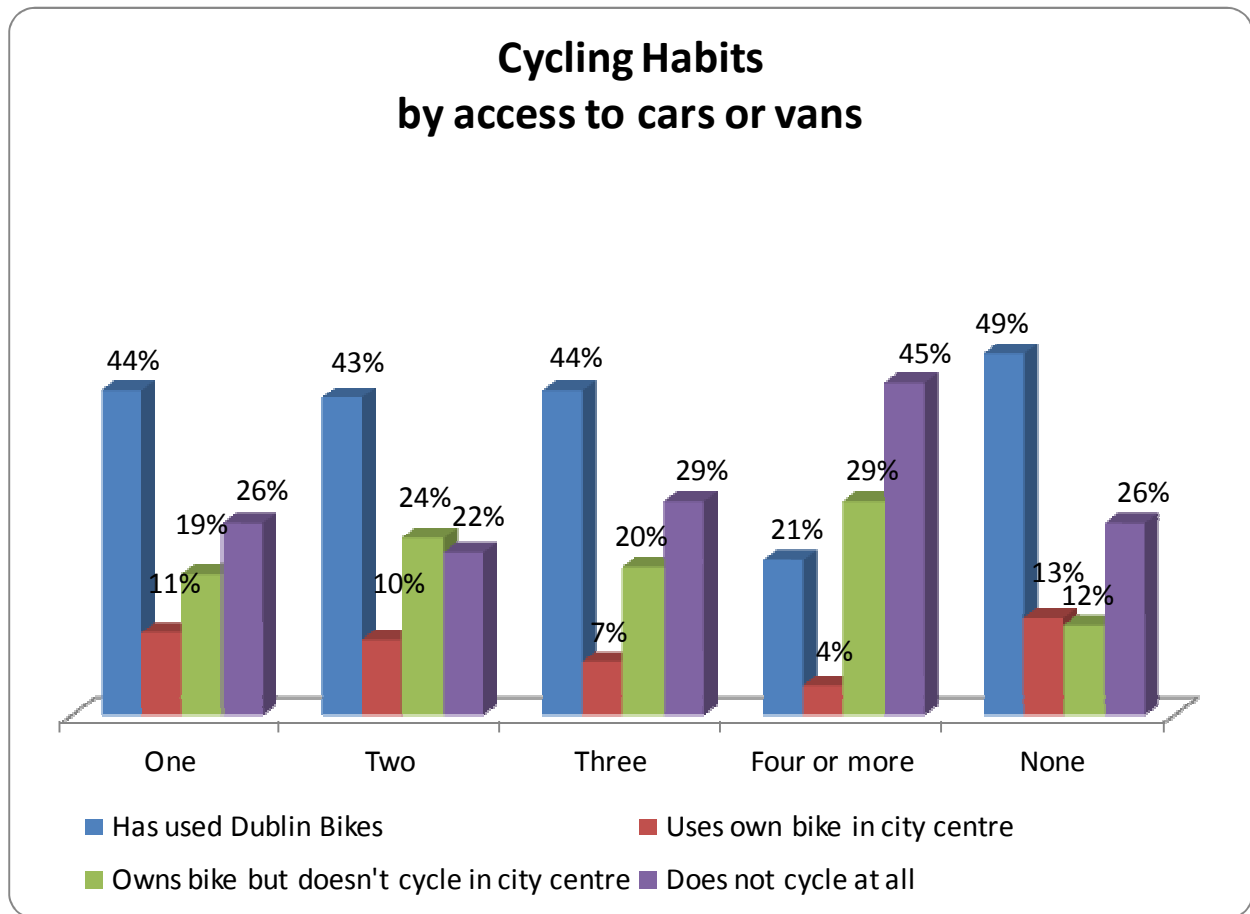
## By Distance from the City Centre

Respondents living more than 6 kilometres from the city centre were more likely than others to own their own bike but not to cycle in the city centre.



## By Access to Cars and Vans

Respondents with access to four or more cars or vans were the least likely to cycle.

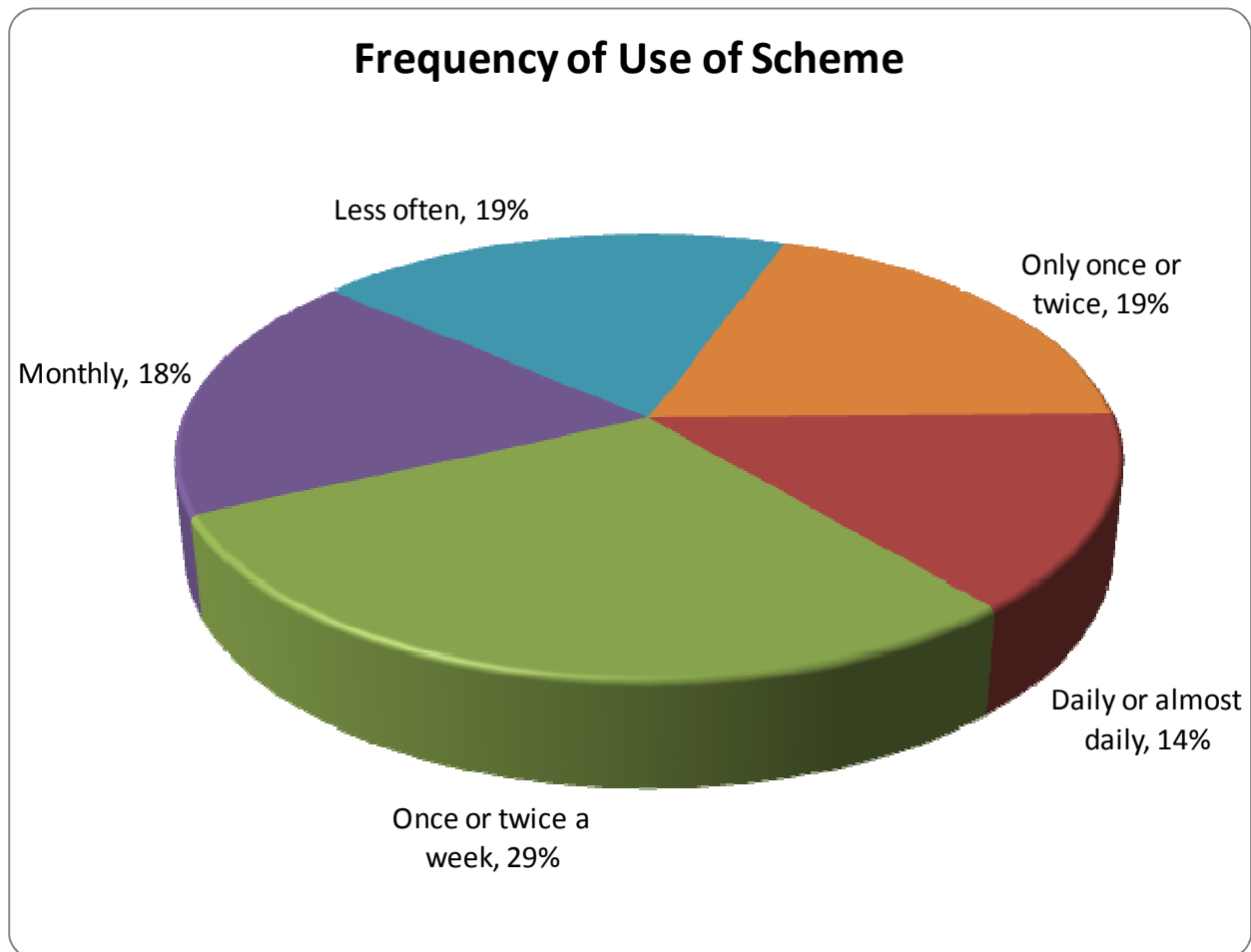


## Dublin Bikes Usage Patterns

### Frequency of Use

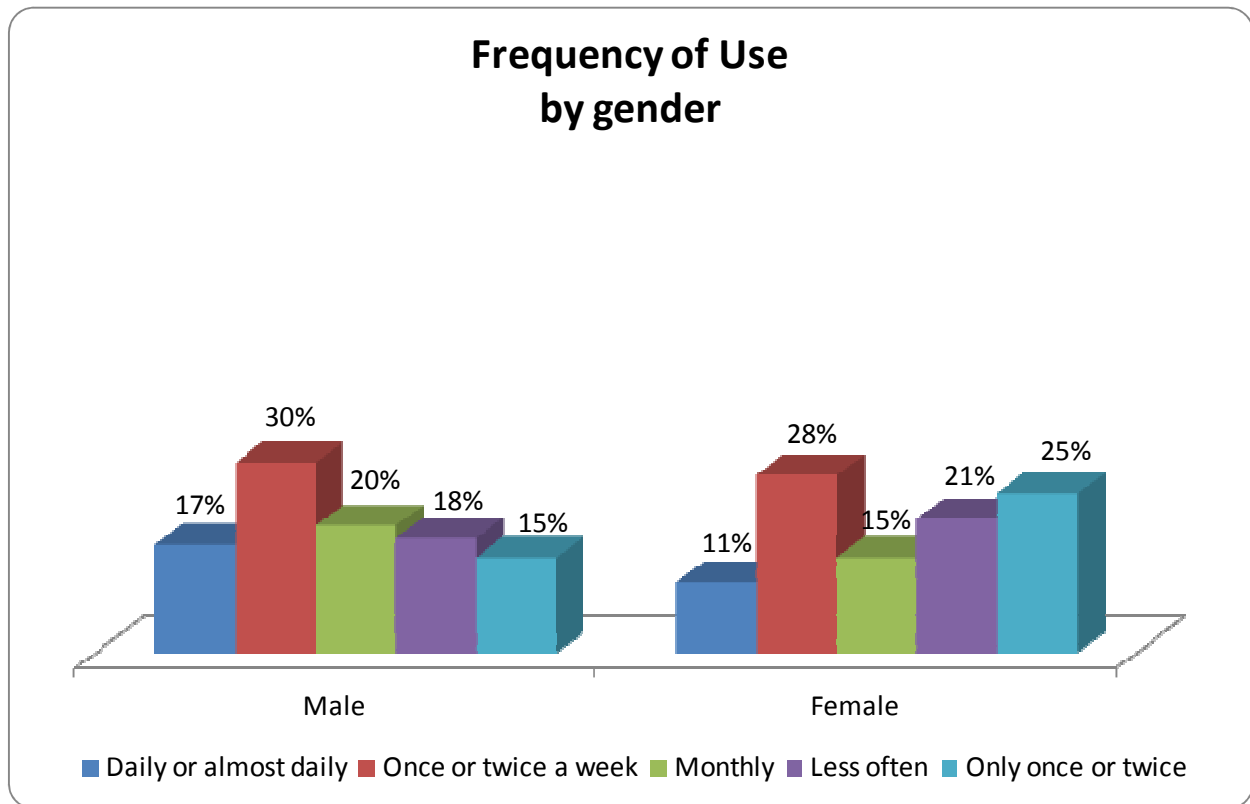
Respondents who had indicated that they had used the Dublin Bikes scheme were asked how often they used Dublin Bikes.

29% of scheme users used Dublin Bikes once or twice a week.



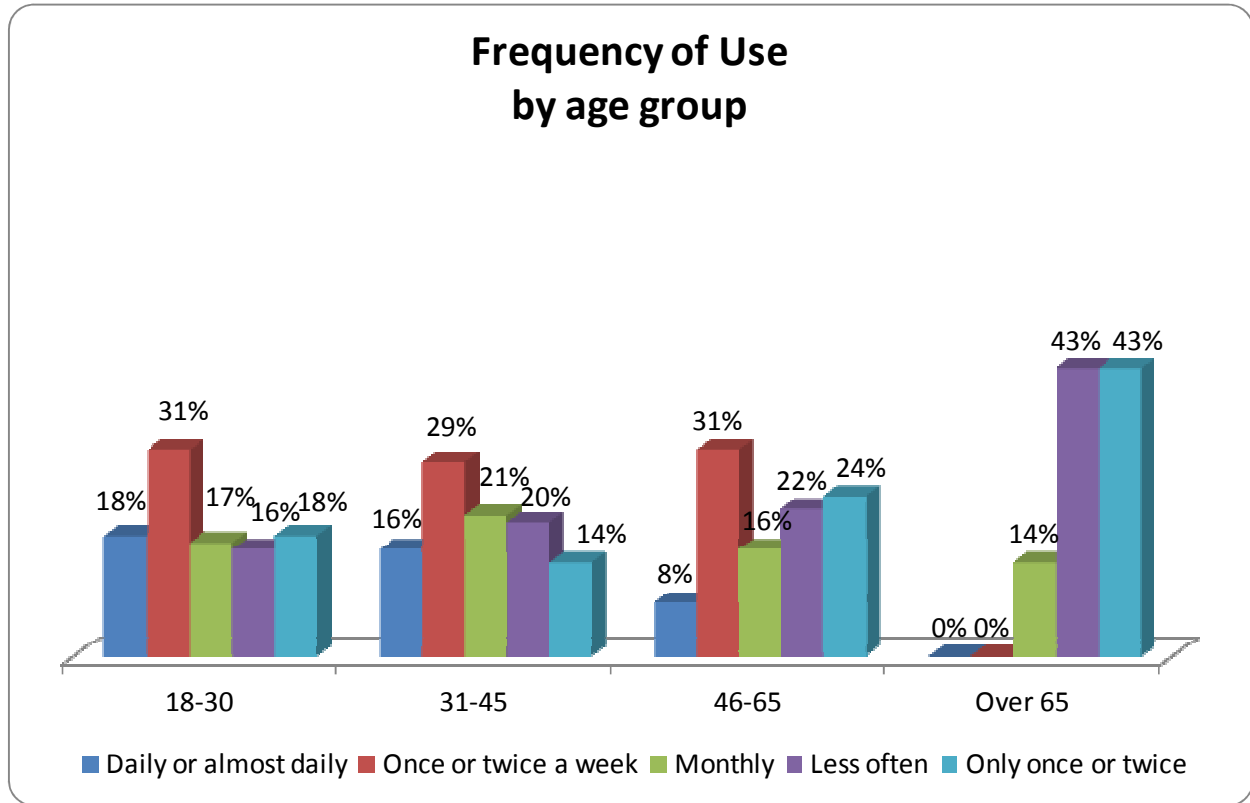
## By Gender

Female respondents were more likely than males to have only used Dublin Bikes once or twice.



## By Age Group

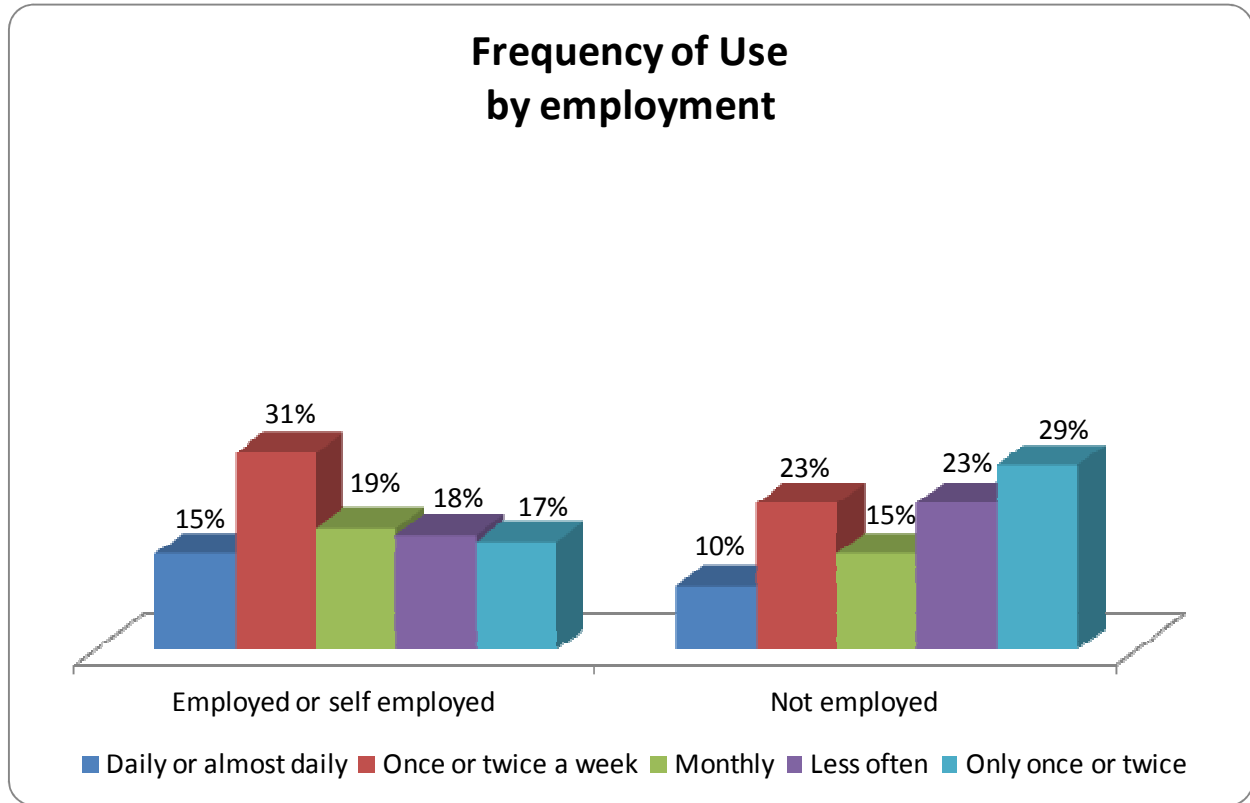
Over 65s were the most likely group to have used the scheme infrequently or only once or twice.





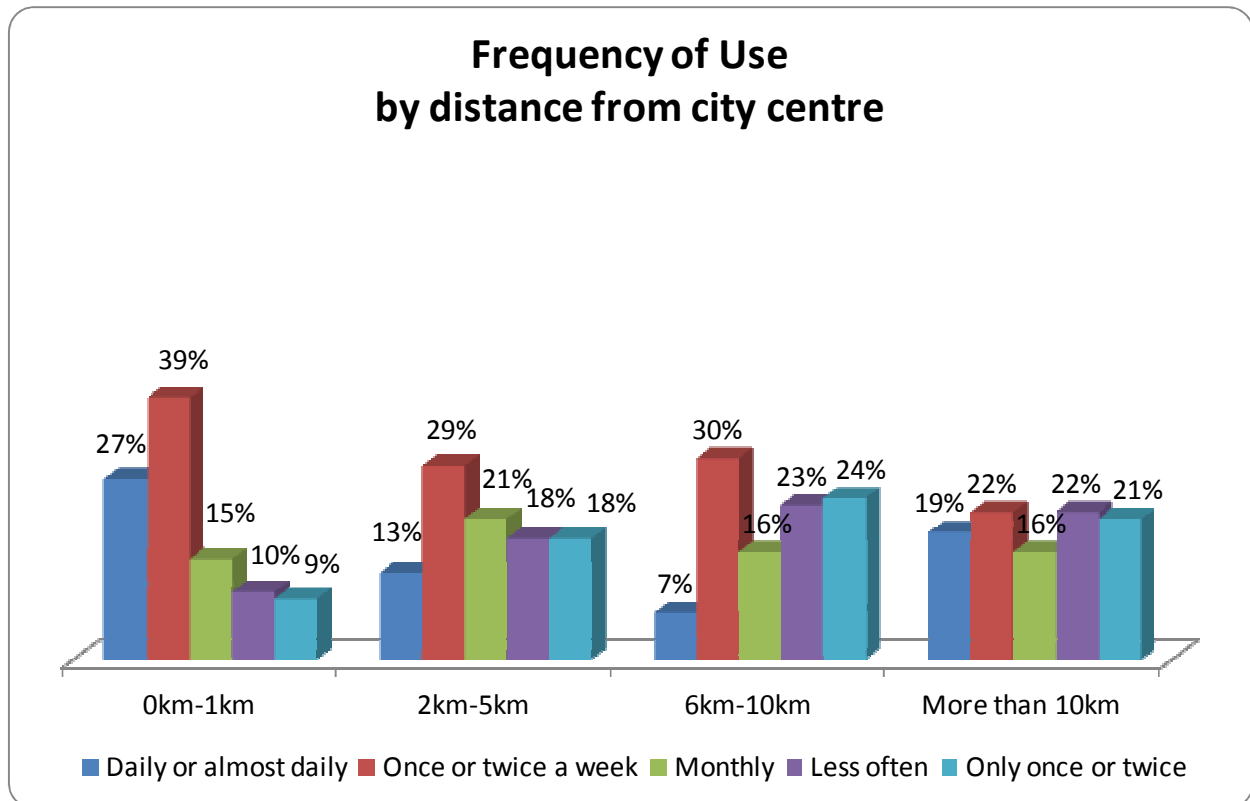
## By Employment

Respondents who were employed or self employed were more frequent users of the scheme than those not in employment.



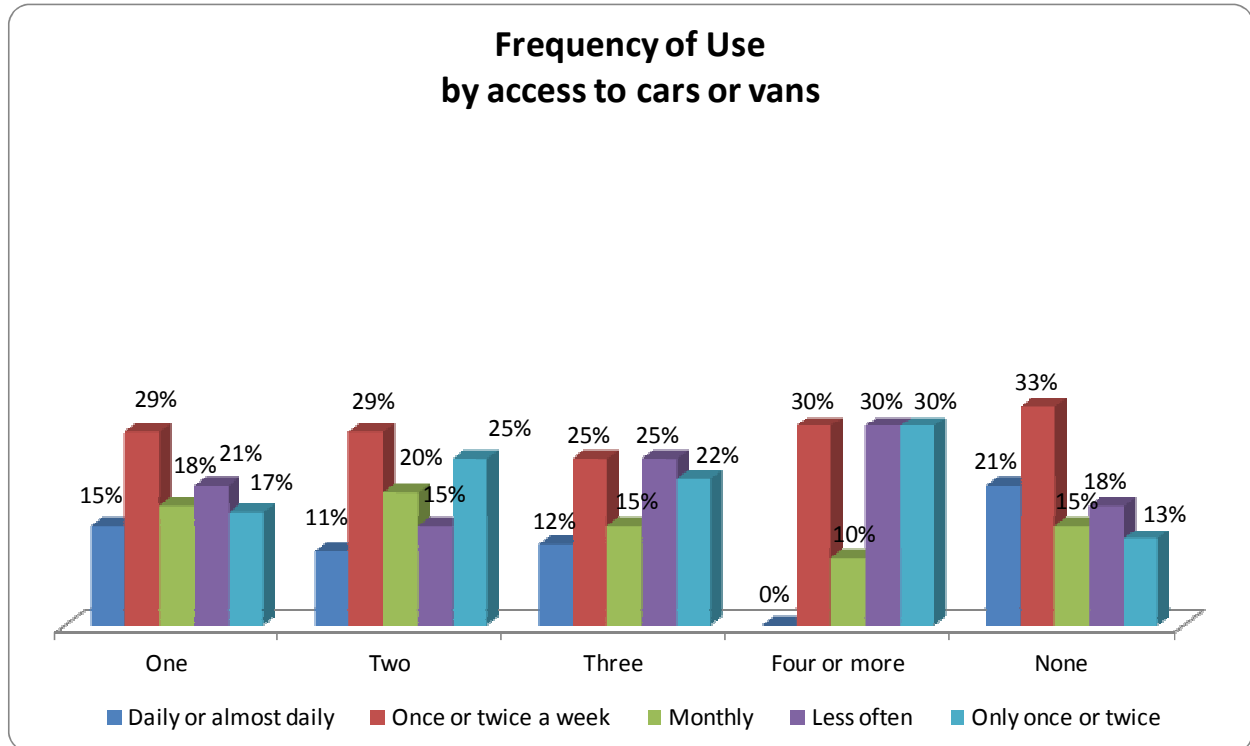
## By Distance from the City Centre

Respondents living closer to the city centre were more likely than those living further away to use the scheme once or twice a week. Those living more than 10 kilometres away were more likely to use the scheme daily or almost daily than those living 2km to 10km from the city centre.



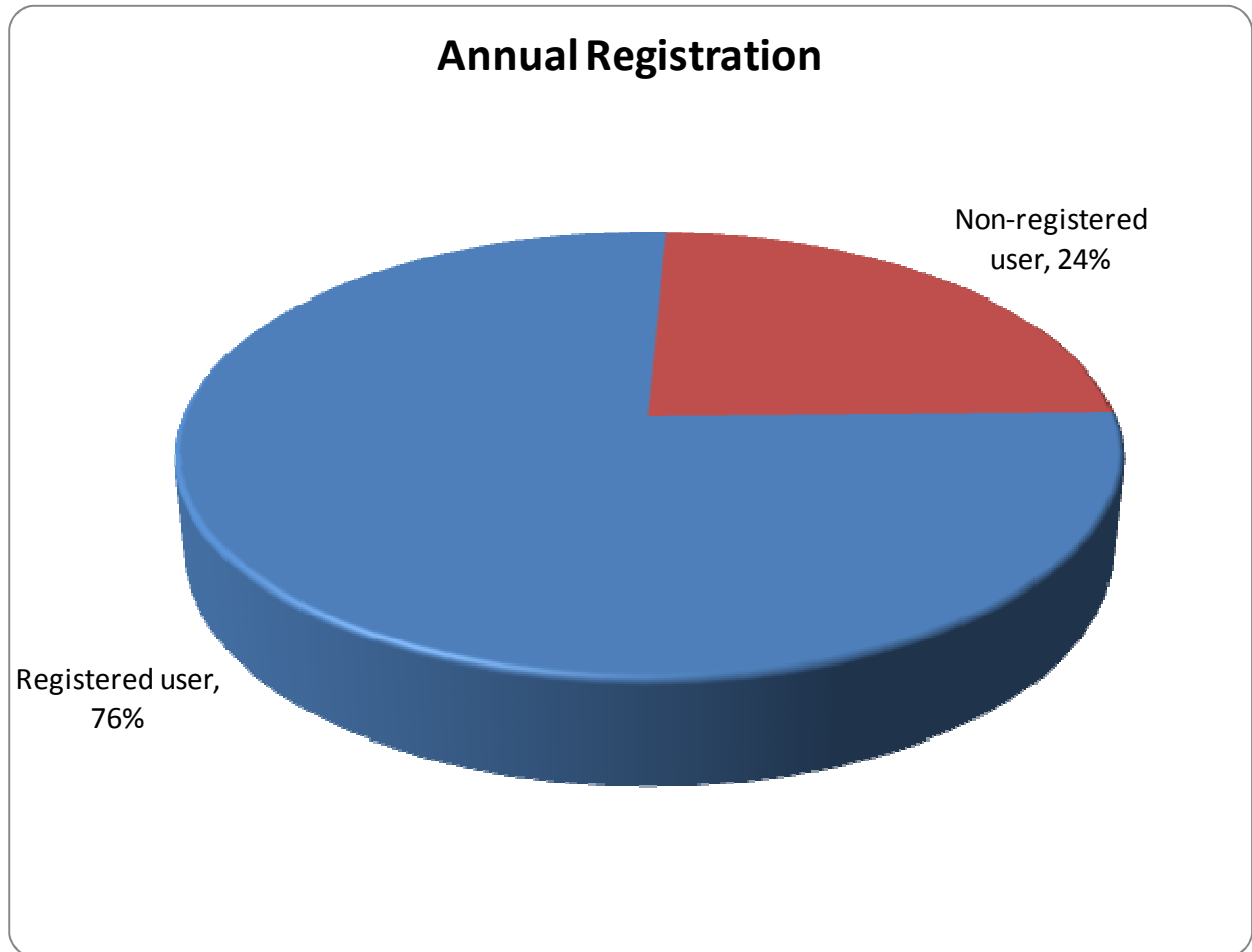
## By Access to Cars and Vans

Respondents with access to four or more cars or vans did not use the scheme on a daily or almost daily basis.



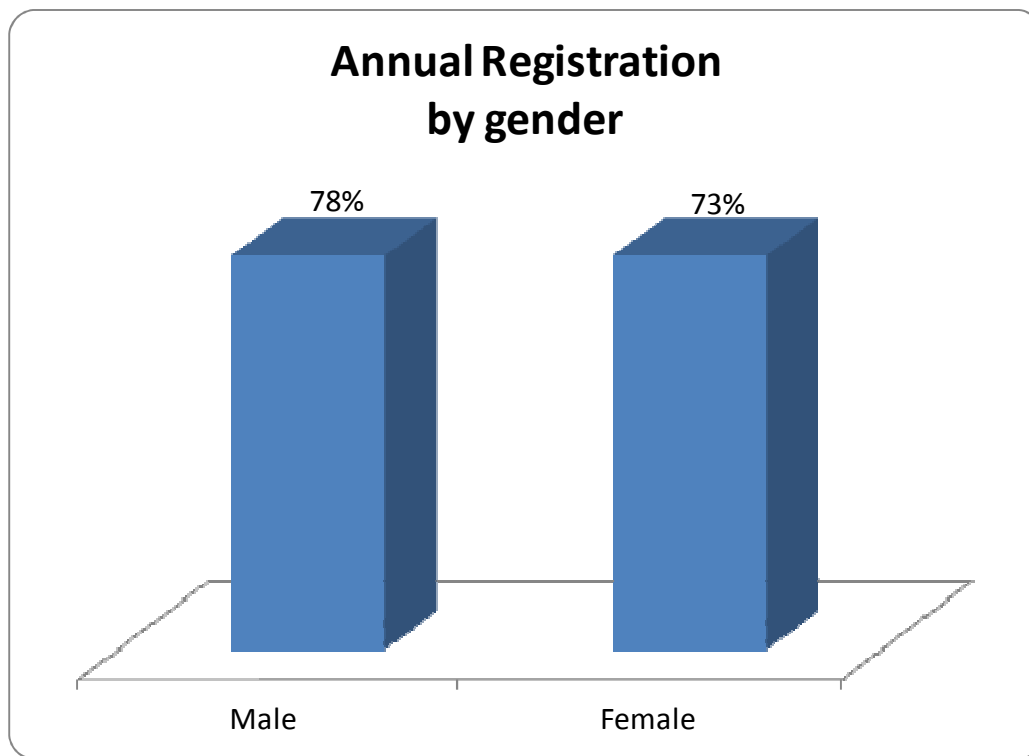
## Registered Users

Respondents who had used the Dublin Bikes scheme were asked if they were registered annual users. 76% indicated that they were.



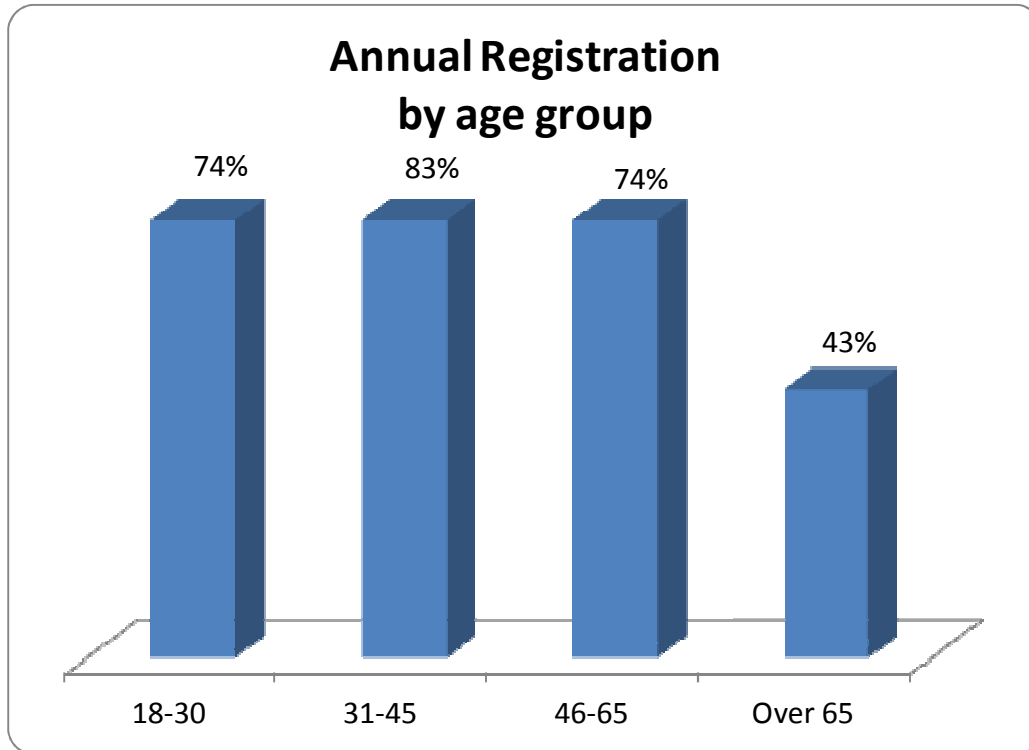
## By Gender

Male respondents were more likely to be registered annual users than female respondents.



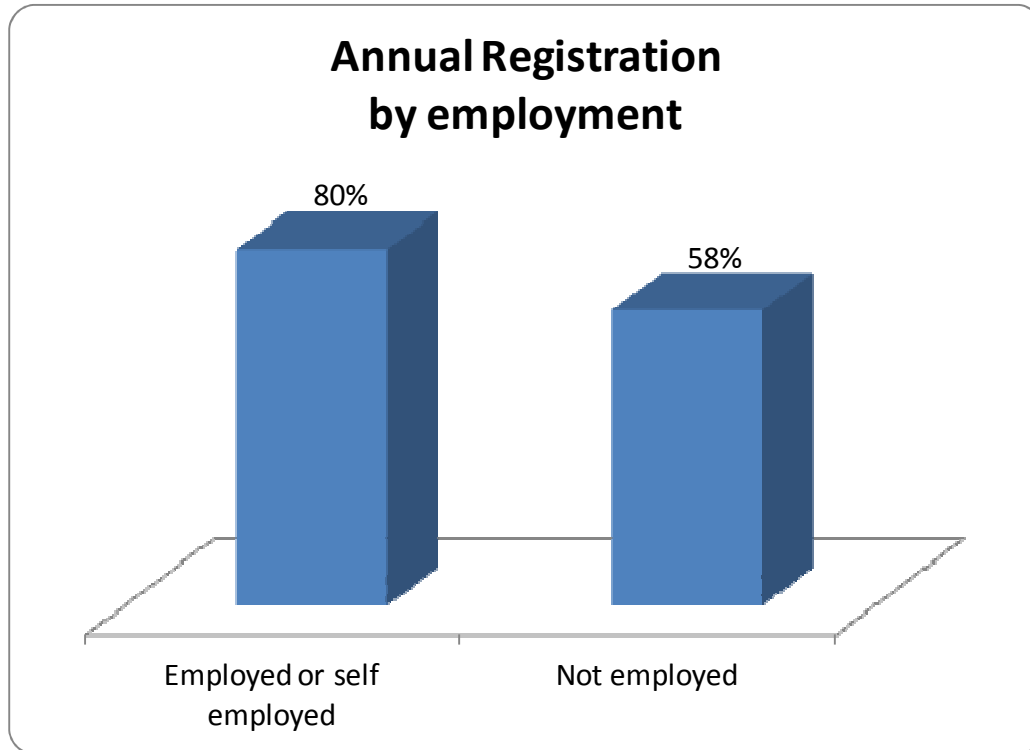
## By Age Group

Respondents in the 31-45 year old age group were most likely to have annual registration while those aged over 65 were the least likely to have annual registration.



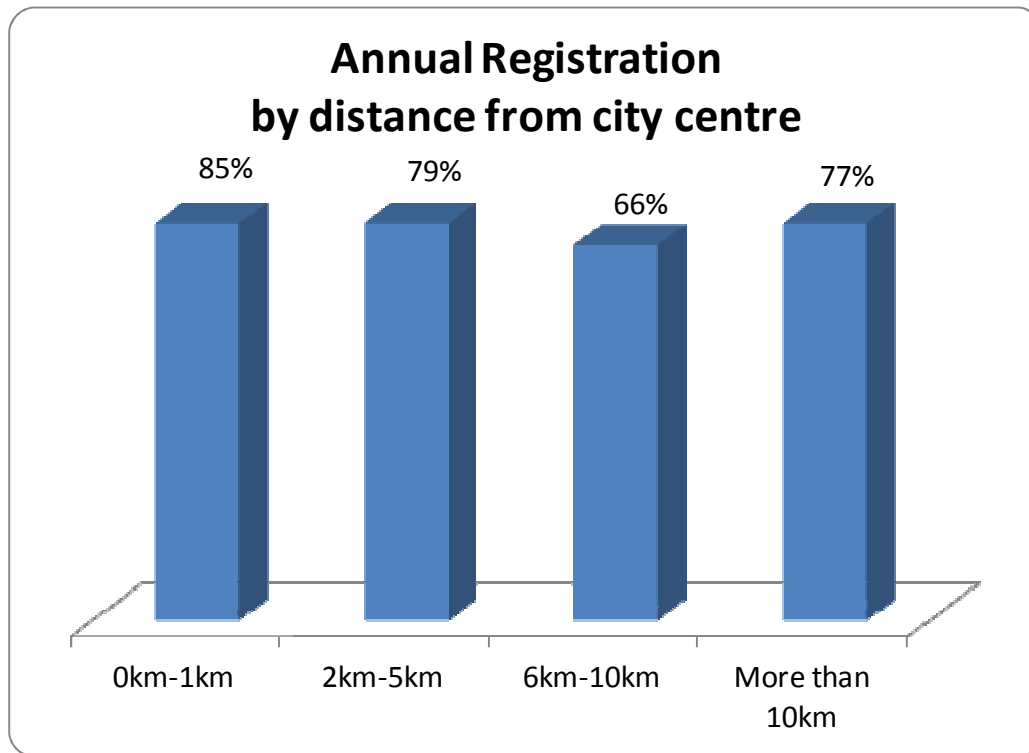
## By Employment

Respondents in employment were significantly more likely to have annual registration than those not in employment.



### By Distance from the City Centre

Annual registration was highest among those living between 0 and 1 kilometre from the city centre. Registration was lowest among those living between 6 and 10 kilometres from the city centre.



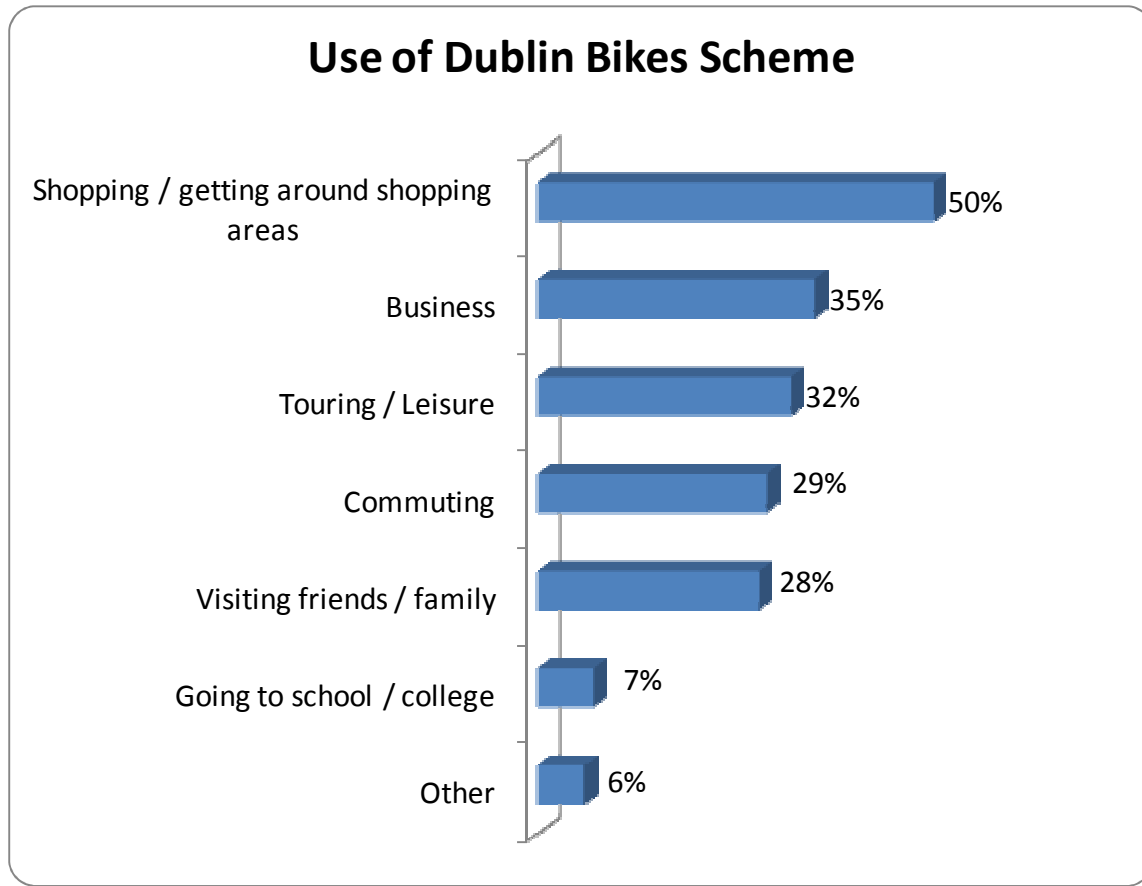
### By Access to Cars and Vans

There were no significant variations in registration patterns when analysed by access to cars or vans.



## Main Use of Dublin Bikes

Users of the scheme were asked to select the main use they had for Dublin Bikes. A list of options was presented along with an open-ended “Other” option. Multiple selections were possible. The most popular use of the Dublin Bikes scheme was shopping / getting around shopping areas, which was indicated by 50% of scheme users.



## By Gender

Use of the Dublin Bikes scheme for Business (getting to / from meetings, going about work) was significantly higher among male respondents. There were no other significant differences in use when analysed by gender.

Use of Dublin Bikes Scheme	Male	Female
Business	<b>40%</b>	28%
Commuting	30%	28%
Touring / Leisure	30%	34%
Going to school / college	7%	6%
Visiting friends / family	26%	31%
Shopping / getting around shopping areas	50%	50%
Other	6%	6%

## By Age Group

Respondents in the 18-30 and over 60 age groups were less likely to use the scheme for business purposes. Respondents aged 46 or over were less likely to use the scheme for commuting.

Respondents in the 18-30 and over 60 age groups were more likely than the average to use the scheme for touring / leisure.

Respondents aged 18-30 were the most likely group to use the scheme for going to school / college. This group were also most likely to use the scheme for visiting friends or family.

Those aged 46-60 were the least likely to use the scheme for shopping purposes.

Use of Dublin Bikes Scheme	18-30	31-45	46-60	Over 60
Business	<b>29%</b>	39%	45%	<b>0%</b>
Commuting	34%	33%	<b>18%</b>	<b>0%</b>
Touring / Leisure	<b>36%</b>	28%	28%	<b>43%</b>
Going to school / college	<b>12%</b>	5%	2%	0%
Visiting friends / family	<b>39%</b>	27%	<b>9%</b>	<b>0%</b>
Shopping / getting around shopping areas	53%	50%	<b>42%</b>	57%
Other	<b>3%</b>	8%	9%	<b>0%</b>

## By Employment

Respondents who were in employment were more likely to use the scheme for business and commuting purposes. Those who were not in employment were more likely to use the scheme for touring / leisure purposes and for visiting friends and family.

Use of Dublin Bikes Scheme	Employed	Not employed
Business	<b>39%</b>	13%
Commuting	<b>32%</b>	15%
Touring / Leisure	31%	<b>36%</b>
Going to school / college	3%	<b>24%</b>
Visiting friends / family	28%	28%
Shopping / getting around shopping areas	50%	51%
Other	6%	5%

## By Distance from the City Centre

Respondents living within 1 kilometre of the city centre were the most likely to use the scheme for commuting to and from work, for touring / leisure purposes, for going to school / college, visiting friends and family and for shopping / getting around shopping areas.

Those living over 10 kilometres from the city centre were the least likely use the scheme for touring / leisure purposes and for visiting friends and family. Members of this group were the most likely to use the scheme for business purposes.

Use of Dublin Bikes Scheme	0km-1km	2km-5km	6km-10km	Over 10km
Business	28%	35%	34%	<b>42%</b>
Commuting	<b>50%</b>	28%	22%	26%
Touring / Leisure	<b>42%</b>	32%	30%	<b>24%</b>
Going to school / college	<b>12%</b>	6%	7%	5%
Visiting friends / family	<b>48%</b>	30%	20%	<b>18%</b>
Shopping / getting around shopping areas	<b>58%</b>	53%	45%	43%
Other	2%	7%	6%	7%

## By Access to Cars and Vans

Respondents with access to 3 cars or vans were least likely to use the scheme for business or commuting purposes. Those with no car or van were the most likely to use the scheme for commuting purposes.

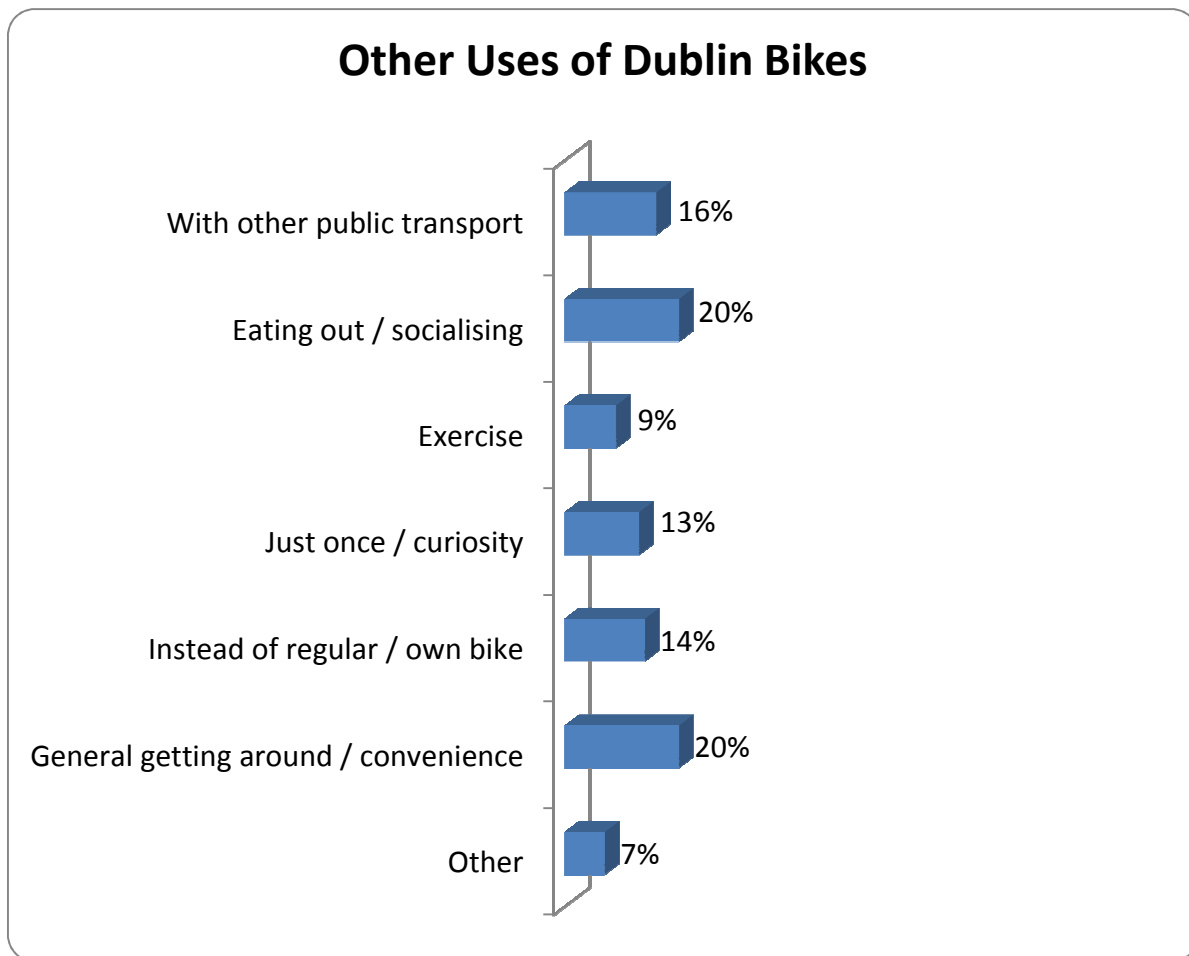
Respondents with access to 4 or more cars or vans were the most likely group to use the scheme for touring and leisure purposes.

Those with access to 3 cars or vans were the most likely to use the scheme for going to school / college, while those with no car or van were the most likely to use the scheme for visiting friends and family.

Use of Dublin Bikes Scheme	One	Two	Three	Four +	None
Business	37%	41%	<b>21%</b>	30%	<b>24%</b>
Commuting	30%	<b>22%</b>	<b>18%</b>	51%	<b>42%</b>
Touring / Leisure	31%	28%	33%	<b>81%</b>	<b>39%</b>
Going to school / college	5%	6%	<b>16%</b>	10%	9%
Visiting friends / family	26%	25%	21%	40%	<b>40%</b>
Shopping / getting around shopping areas	51%	46%	55%	59%	51%
Other	6%	6%	<b>1%</b>	<b>0%</b>	6%

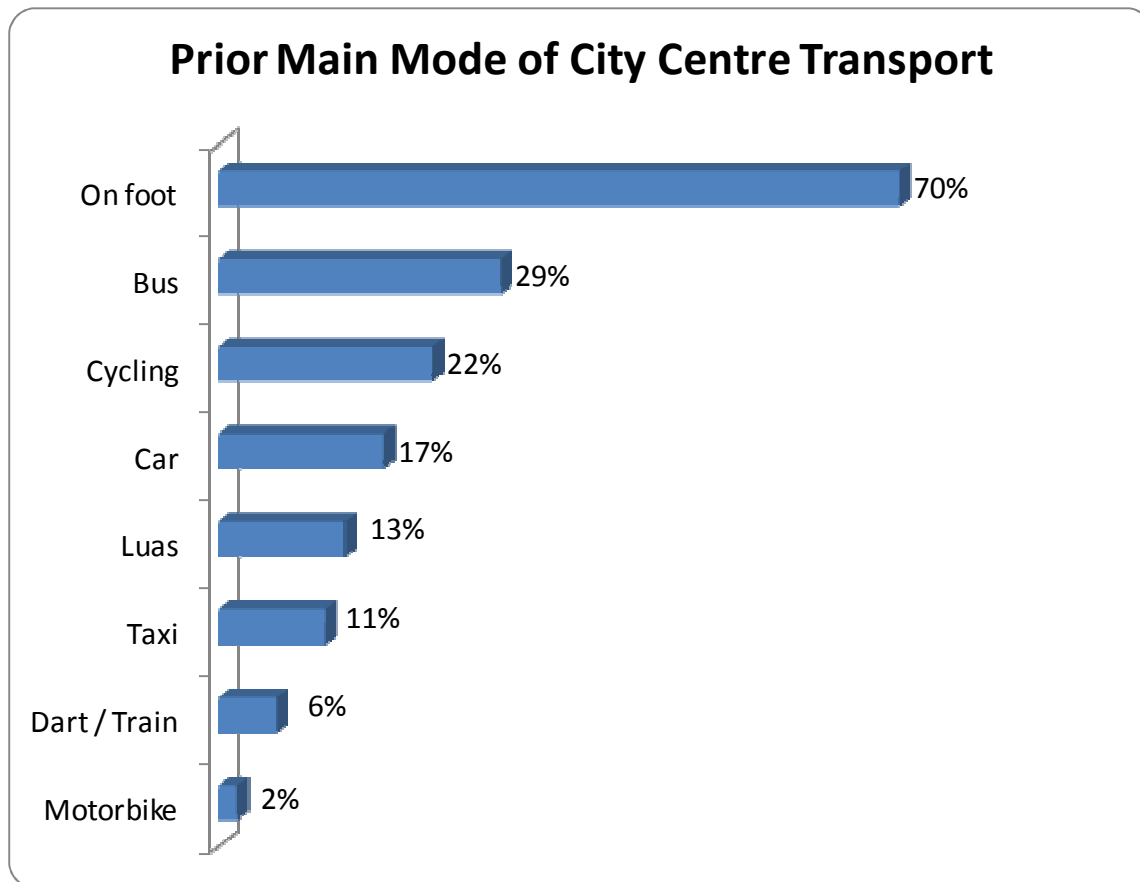
## Other Uses of the Dublin Bikes Scheme

69 respondents gave detail of other uses of the Dublin Bikes scheme when prompted to do so. The most common other reasons were when eating out / socialising and for generally getting around the city conveniently.



## Mode of City Centre Transport Prior to Introduction of Scheme

Users of the Dublin Bikes Scheme were asked to indicate the main mode of transport they used to make their journeys in the city centre prior to the introduction of the scheme. A list of transport options was presented to respondents and multiple selections were possible. “On foot” was the most popular selection, indicated by 70% of respondents.



## By Gender

Male respondents were more likely than females to have cycled in the city centre prior to the introduction of the scheme, and females were more likely than males to use the bus in the city centre.

Males were more likely to use the Dart / train, taxi or motorbike in the city centre prior to the introduction of the scheme.

Prior City Centre Transport	Male	Female
Cycling	<b>24%</b>	17%
On foot	69%	72%
Bus	27%	<b>33%</b>
Luas	14%	10%
Dart / Train	7%	<b>4%</b>
Taxi	12%	<b>8%</b>
Car	17%	17%
Motorbike	<b>3%</b>	0%

## By Age Group

Respondents aged over 60 were the least likely to have got around the city centre on foot prior to the introduction of the scheme.

Those aged 18-30 were most likely to have used the bus to get around the city centre, while those aged 46-60 were least likely to have used the Luas.

Respondents aged 31-45 were the most likely to have used a taxi, while those aged 46 and over were more likely than younger respondents to have used a car to get around the city centre prior to the introduction of the scheme.

Prior City Centre Transport	18-30	31-45	46-60	Over 60
Cycling	20%	23%	22%	14%
On foot	76%	73%	62%	<b>14%</b>
Bus	<b>34%</b>	27%	<b>23%</b>	29%
Luas	15%	14%	<b>7%</b>	14%
Dart / Train	5%	5%	5%	14%
Taxi	9%	<b>14%</b>	9%	0%
Car	9%	18%	<b>28%</b>	<b>29%</b>
Motorbike	1%	2%	<b>4%</b>	0%

## By Employment

Respondents who were not employed were less likely than those in employment to have got around the city centre on foot prior to the introduction of the scheme, and more likely to have used the Dart / train.

Respondents in employment were more likely to have used taxis than those not in employment.

Prior City Centre Transport	Employed	Not employed
Cycling	21%	26%
On foot	73%	<b>57%</b>
Bus	28%	32%
Luas	13%	15%
Dart / Train	5%	<b>10%</b>
Taxi	<b>12%</b>	4%
Car	18%	13%
Motorbike	2%	1%



## By Distance from the City Centre

Respondents living more than 10 kilometres from the city centre were less likely than those living closer to have cycled, walked or use the bus to get around the city centre prior to the introduction of the scheme.

Those living within 1 kilometre of the city centre were more likely than others to have used taxis to get around but less likely than others to have used a car to get around the city centre.

Prior City Centre Transport	0km-1km	2km-5km	6km-10km	Over 10km
Cycling	26%	24%	21%	<b>14%</b>
On foot	85%	71%	<b>61%</b>	<b>68%</b>
Bus	24%	33%	31%	<b>20%</b>
Luas	16%	14%	12%	11%
Dart / Train	3%	5%	6%	9%
Taxi	<b>17%</b>	10%	11%	<b>7%</b>
Car	<b>8%</b>	18%	20%	18%
Motorbike	0%	2%	1%	3%

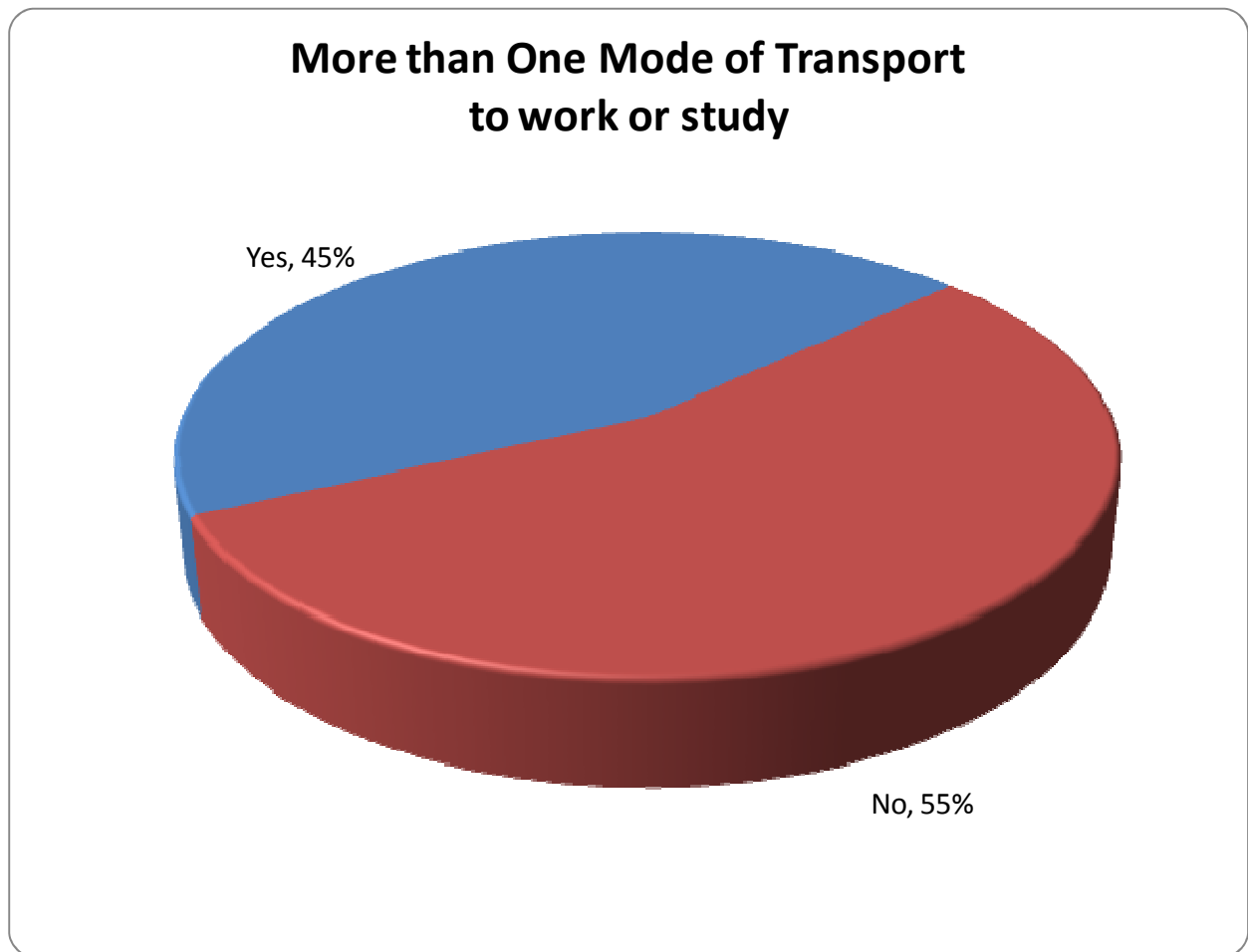
## By Access to Cars and Vans

Respondents with access to four or more cars or vans were more likely than others to have previously walked, used the bus, Luas or train to get around the city centre. This group was the least likely to have used taxis.

Prior City Centre Transport	One	Two	Three	Four +	None
Cycling	24%	17%	20%	40%	21%
On foot	70%	64%	<b>55%</b>	<b>90%</b>	<b>84%</b>
Bus	29%	23%	30%	<b>41%</b>	<b>38%</b>
Luas	15%	12%	5%	<b>41%</b>	11%
Dart / Train	6%	4%	7%	<b>10%</b>	4%
Taxi	11%	10%	16%	<b>0%</b>	11%
Car	14%	28%	32%	10%	<b>1%</b>
Motorbike	1%	2%	3%	0%	1%

## More than One Mode of Transport to Work or Study

Those who had indicated that they used the Dublin Bikes scheme to get to and from work or to go to and from school or college were asked if their journey to work or study involved more than one mode of transport. 41% indicated that this was the case.

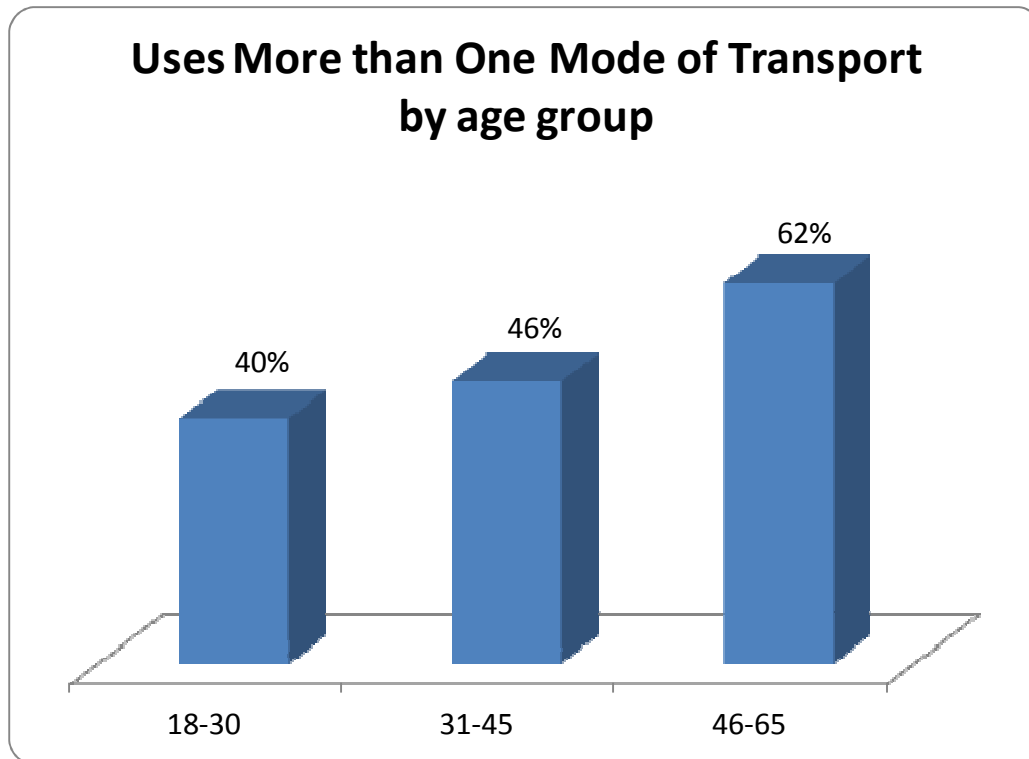


## By Gender

There was no significant difference between male and female respondents in terms of using more than one mode of transport to and from work or school / college.

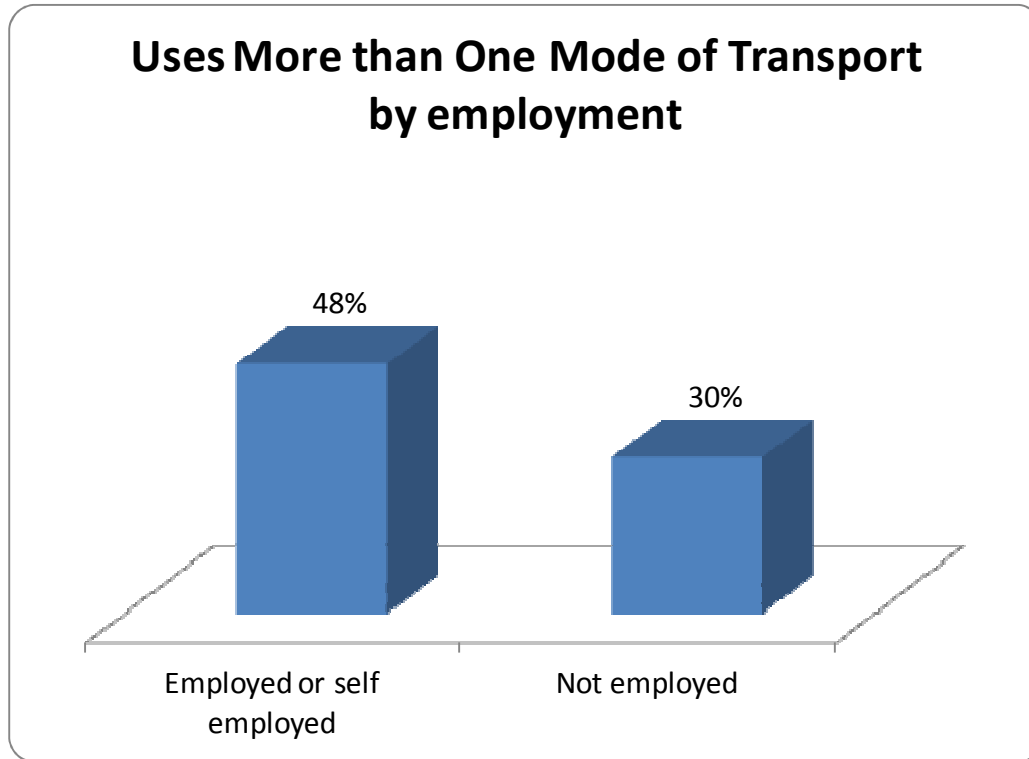
## By Age Group

Respondents aged 46-65 were most likely to use more than one mode of transport to work or study. There were no data for over 65s travelling to work or study.



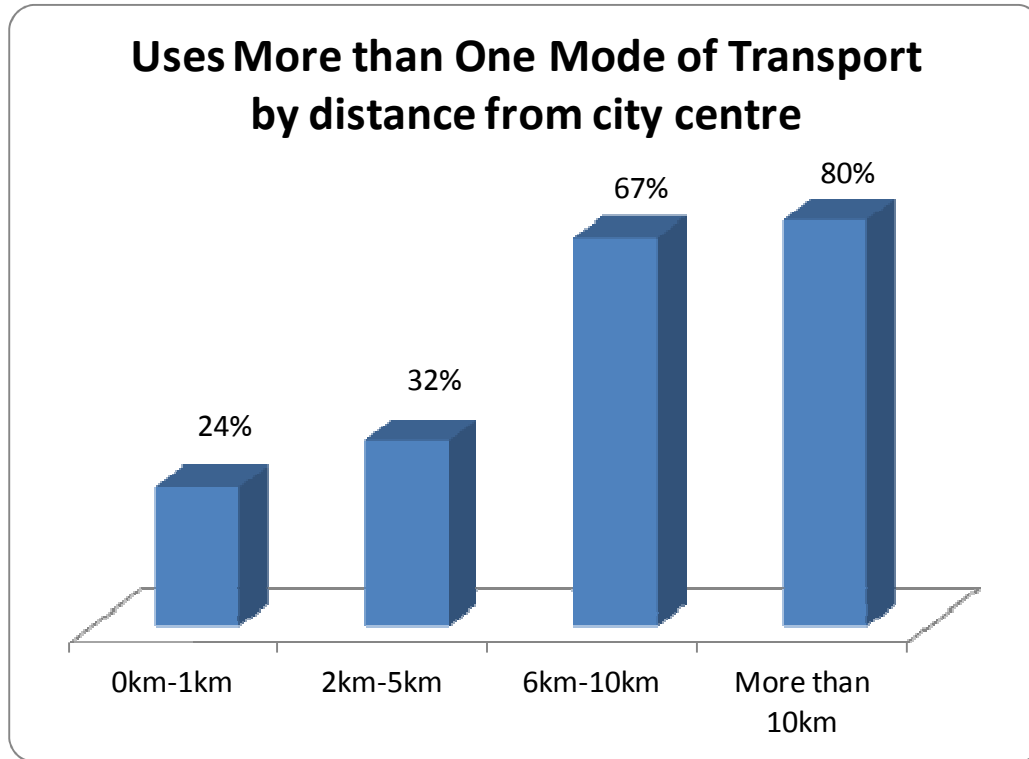
## By Employment

Respondents who were employed were more likely than those not in employment to use more than one mode of transport to get to work or study.



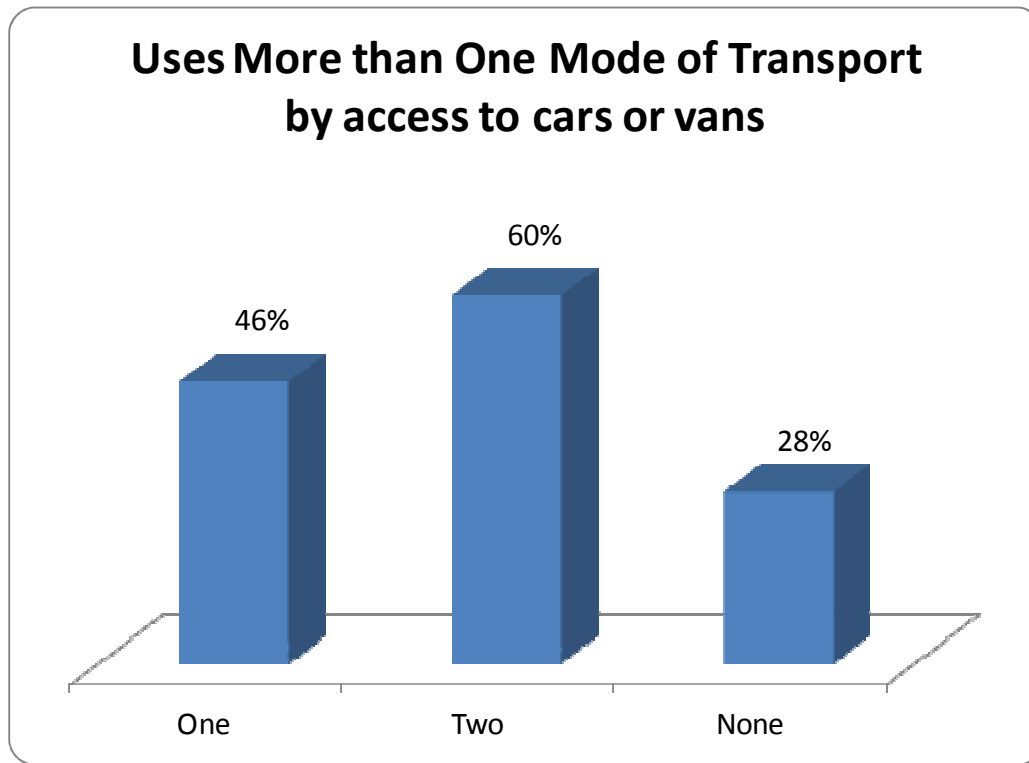
## By Distance from the City Centre

Use of multiple modes of transport to get to work or study increased when analysed by distance from the city centre.



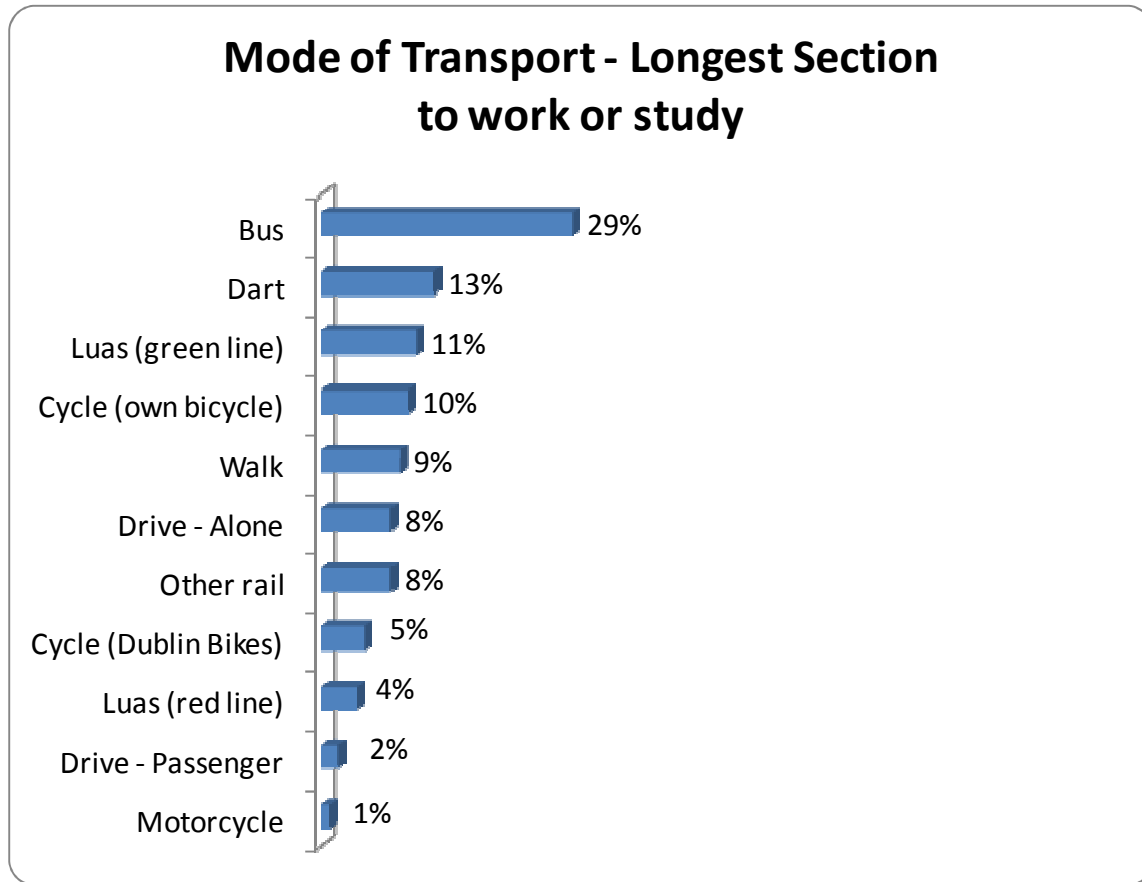
### By Access to Cars and Vans

Use of multiple modes of transport to get to and from work or study was higher among respondents with access to two vehicles than among those with access to one vehicle. This measure was lowest among those without access to a car or van.



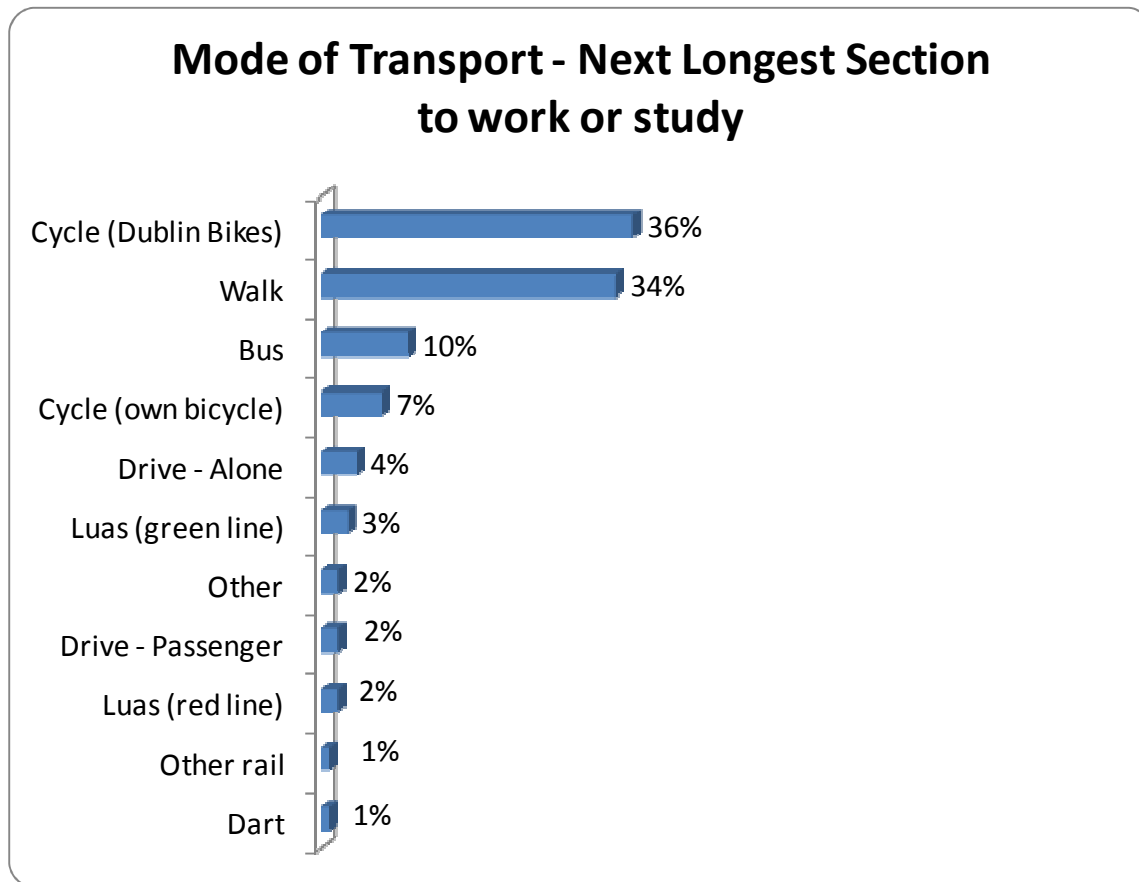
## Mode of Transport, Longest Section to Work or Study

Among those who used multiple modes of transport to get to work or study in the city centre, a bus journey was the longest section of that journey for 29%.



## Mode of Transport, Next Longest Section to Work or Study

Among those who used multiple modes of transport to get to work or study in the city centre, 36% used Dublin Bikes to fulfil the second longest section of that journey.



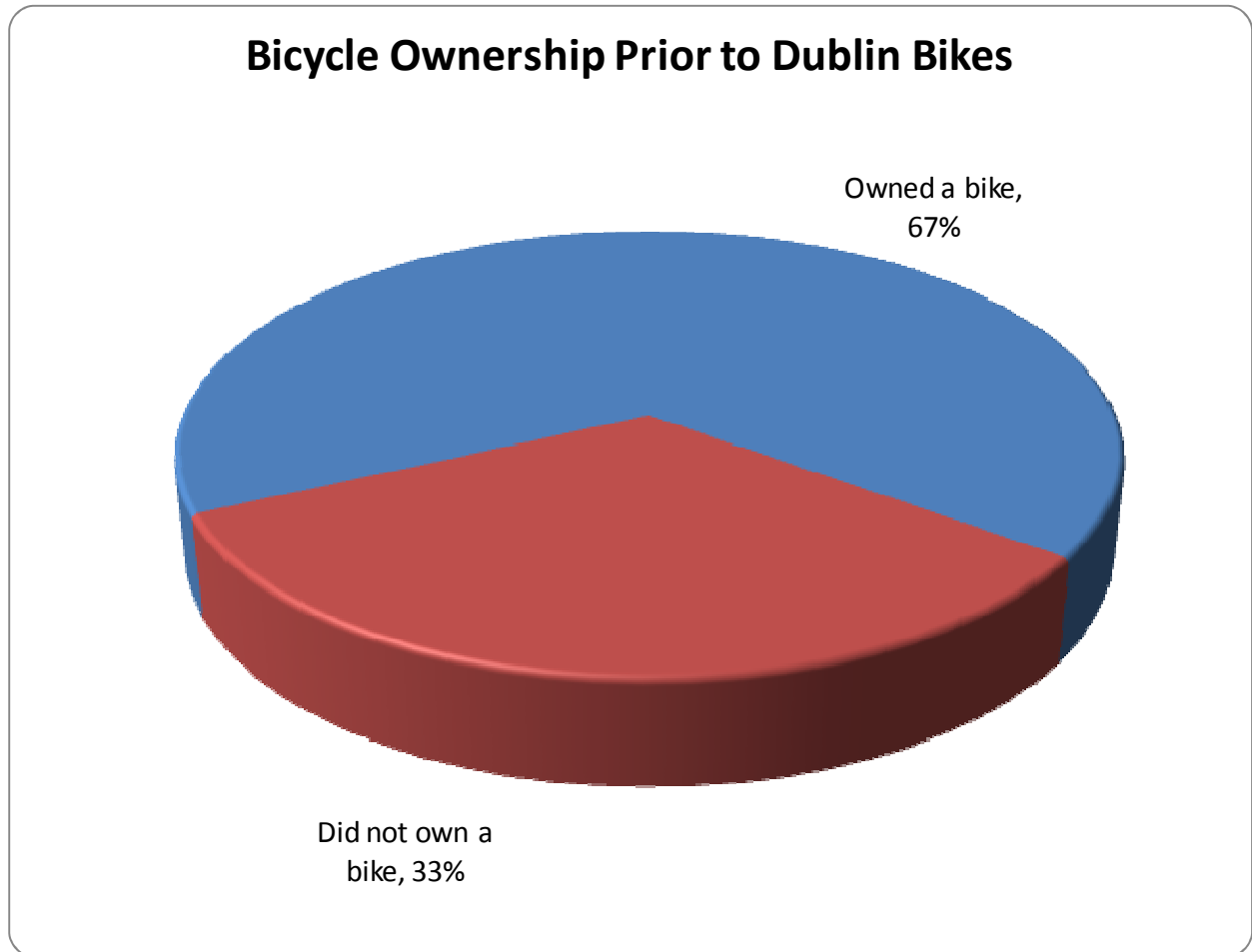
## Average Duration of Multiple Mode Journey

Respondents were asked to estimate the length of time in minutes their total journey took to work or study using multiple modes of transport. The average duration was 42 minutes. The median duration was 40 minutes.



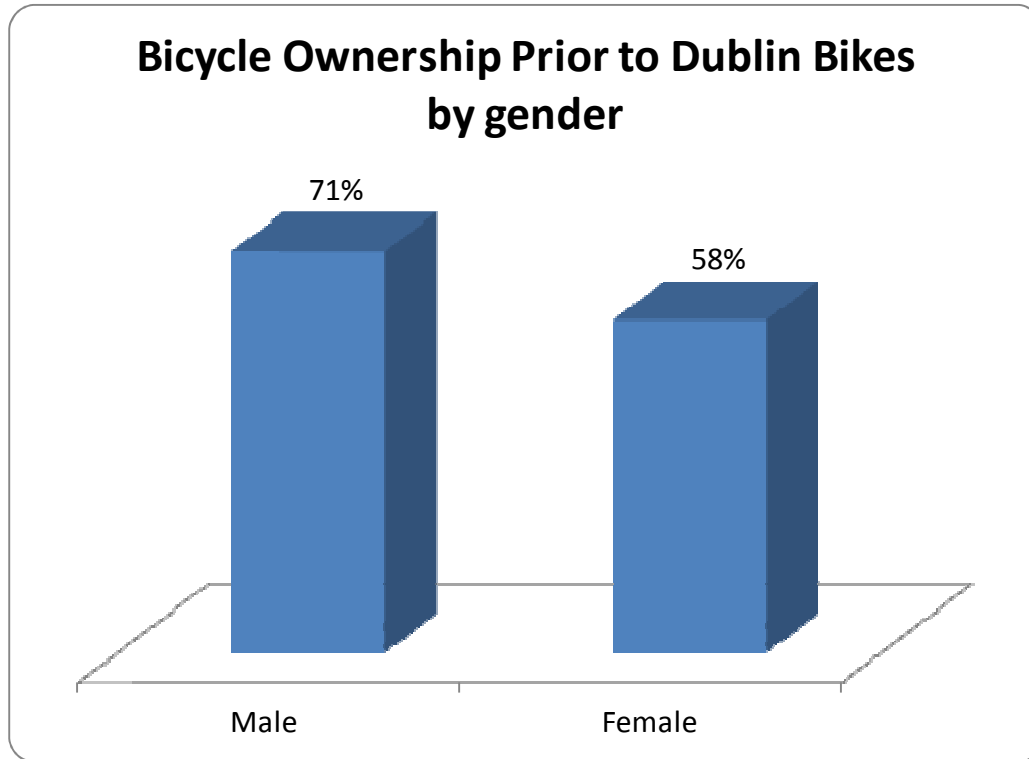
## Bicycle Ownership Prior to Dublin Bikes

Users of the Dublin Bikes scheme were asked if they had owned a bike prior to the introduction of the scheme. 67% of this group had owned a bike prior to the introduction of the scheme.



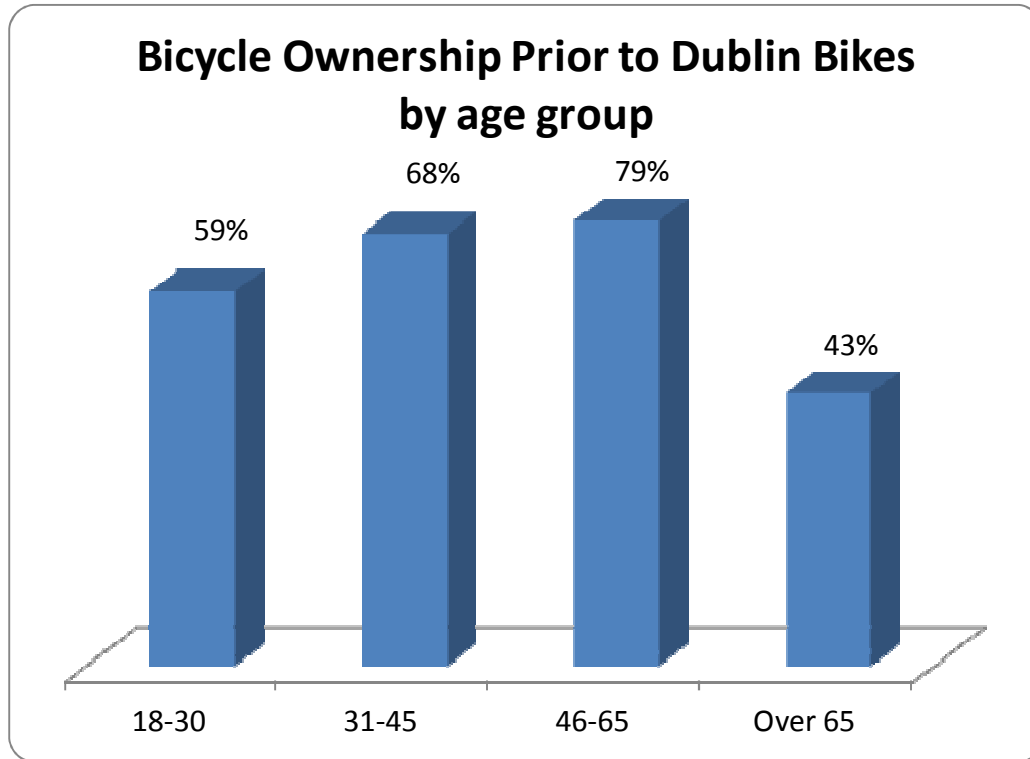
## By Gender

Male users of the Dublin Bikes scheme were more likely than females to have owned a bike prior to the introduction of the scheme.



### By Age Group

Bicycle ownership prior to the introduction of the scheme was highest among those in the 46 to 65 year old age group and lowest among those aged over 65.

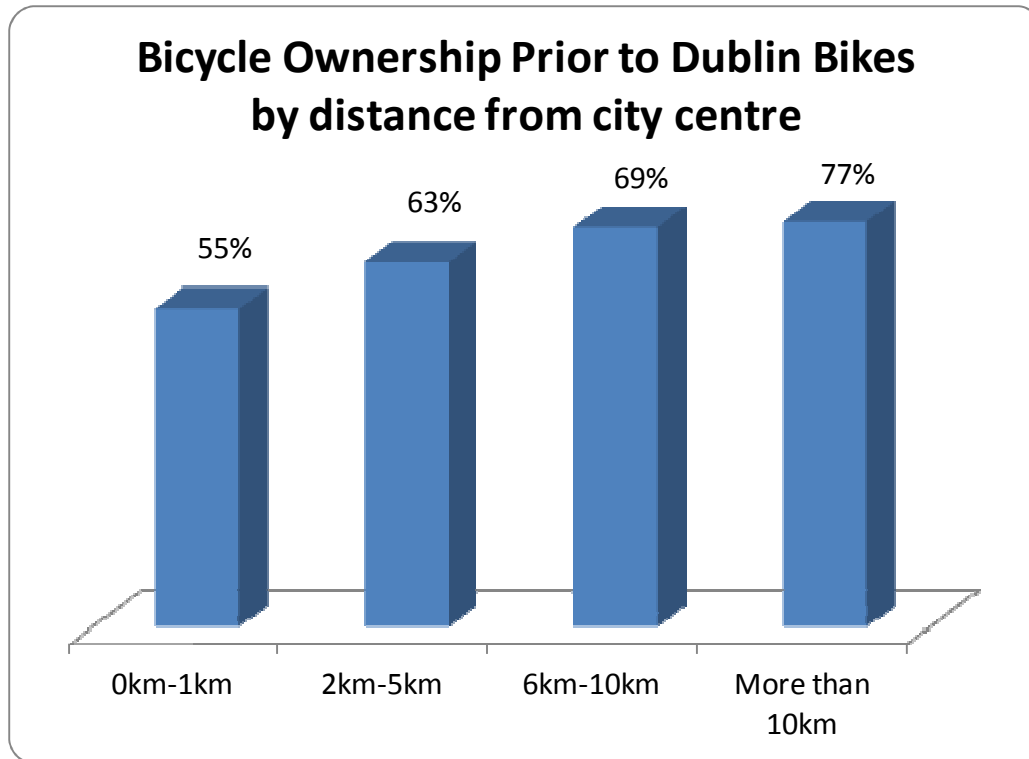


## By Employment

There was no significant difference in bicycle ownership prior to the introduction of the scheme when analysed by employment status.

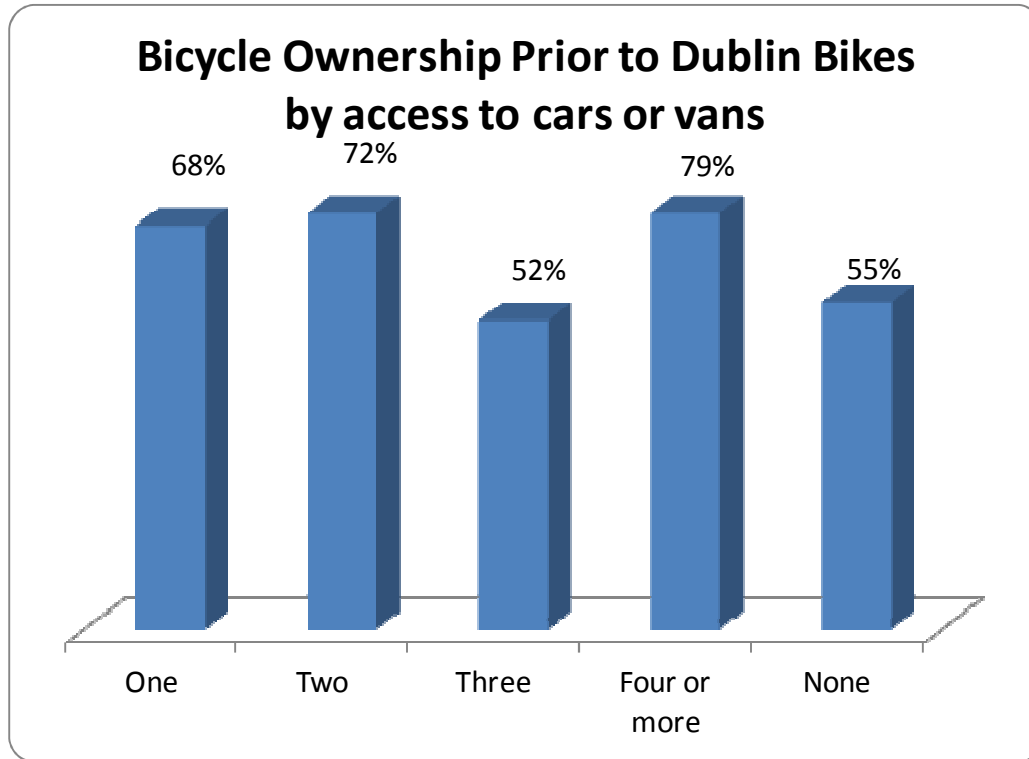
## By Distance from the City Centre

Bicycle ownership prior to the introduction of the scheme rose with distance from the city centre.



## By Access to Cars and Vans

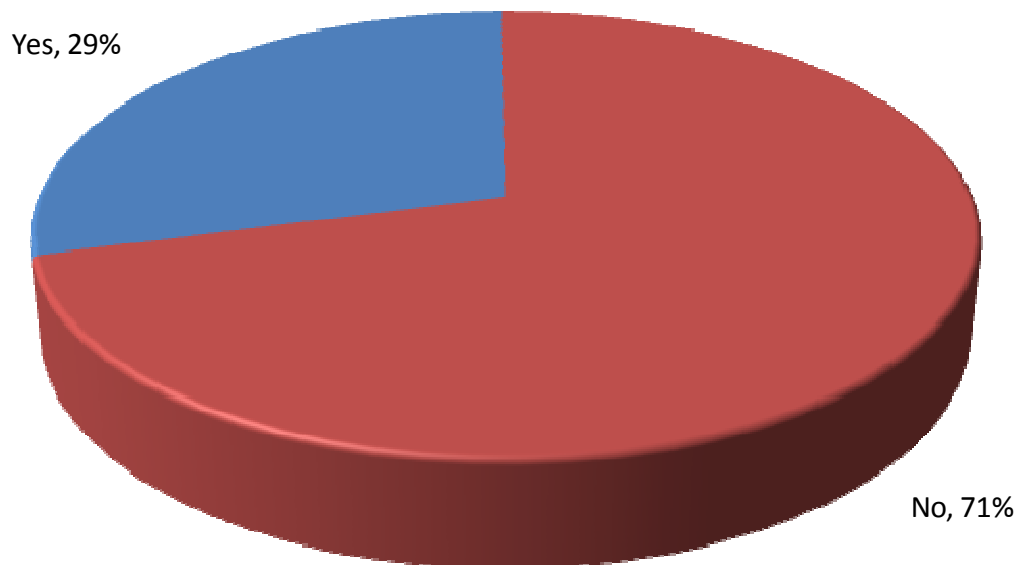
Bicycle ownership prior to the introduction of the scheme was lowest among those with access to three cars and was also lower than average among those without access to a car or van.



## Bicycle Purchase Since Start of Dublin Bikes Scheme

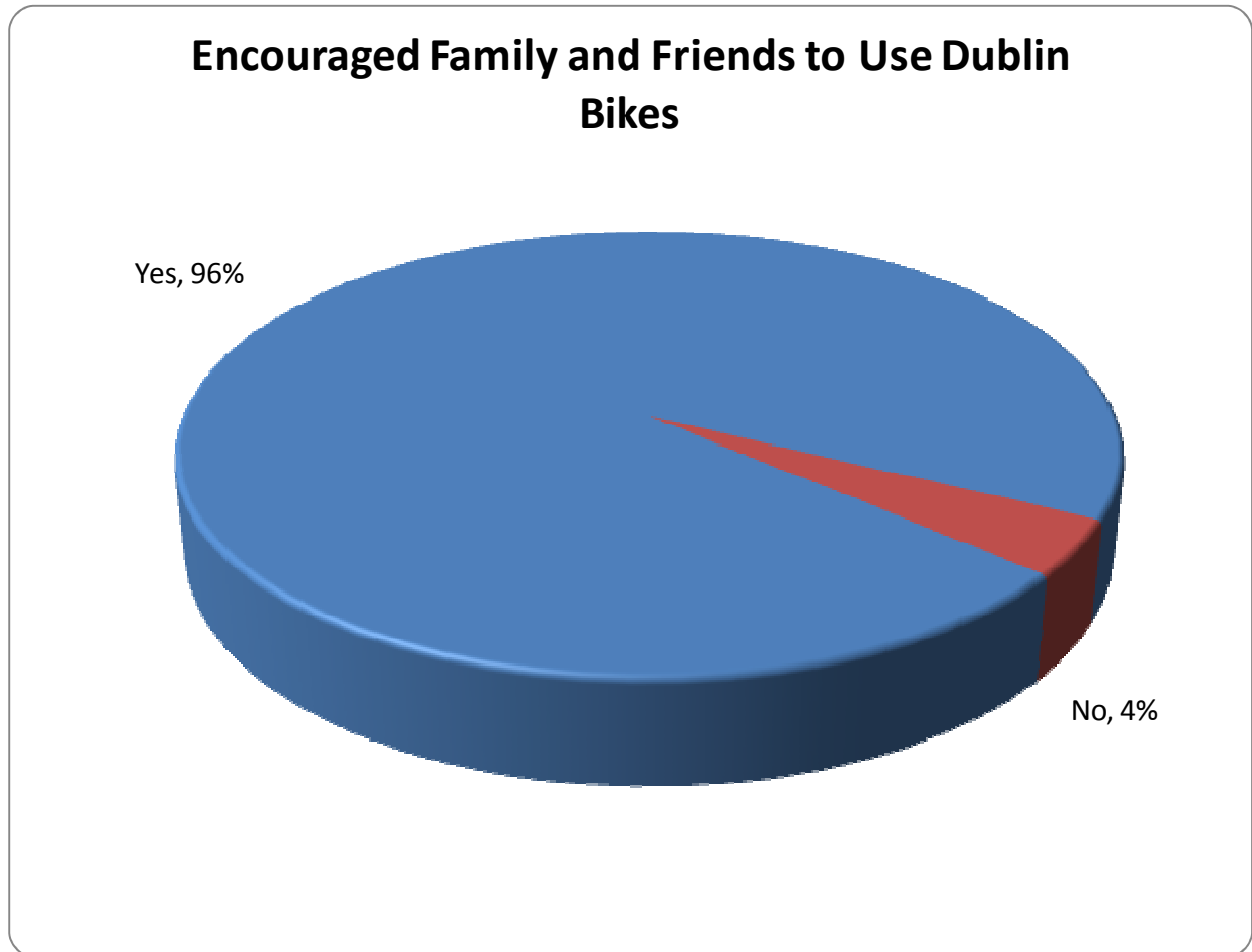
Respondents who did not own their own bicycle prior to the introduction of the Dublin Bikes scheme were asked if they had purchased a bicycle since the scheme started. 29% had purchased their own bike since the start of the scheme.

### **Purchased Own Bicycle Since Start of Scheme (base: those who did not own bike prior to scheme)**



## Encouraging Family and Friends

Users of the Dublin Bikes scheme were asked if they had encouraged family and friends to use the scheme. 96% of respondents indicated that they had done so.

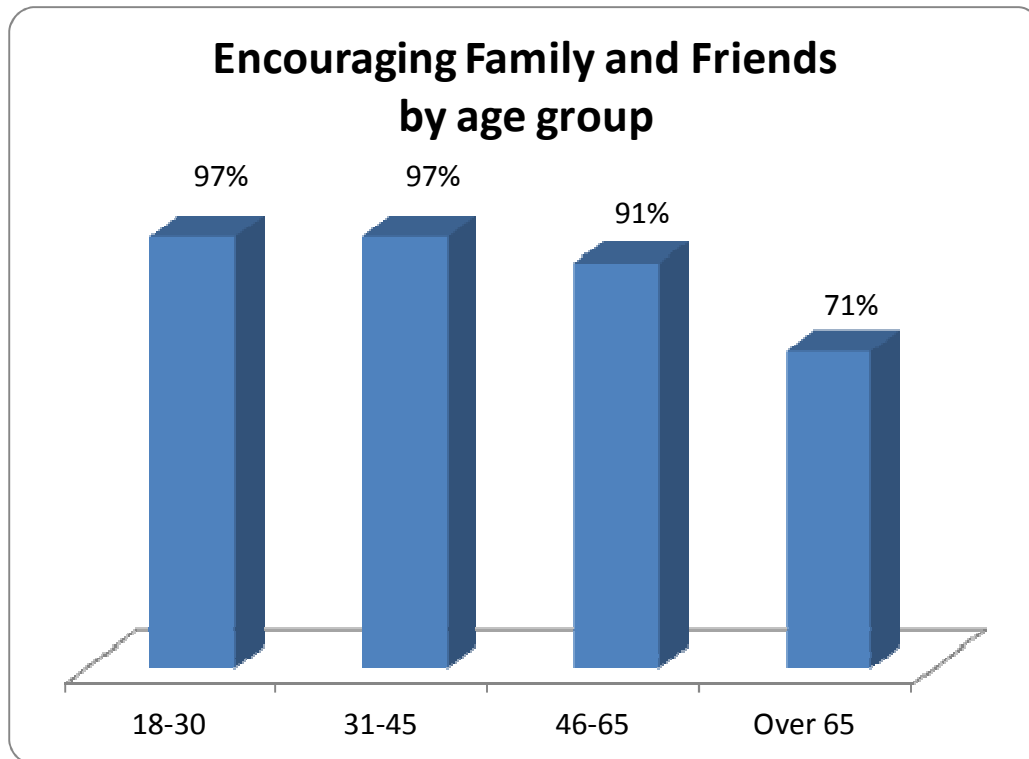


## By Gender

There was no significant difference in levels of encouragement of family and friends to use the scheme when analysed by gender.

## By Age Group

Respondents aged over 65 were less likely than younger respondents to have encouraged family and friends to use the Dublin Bikes scheme.



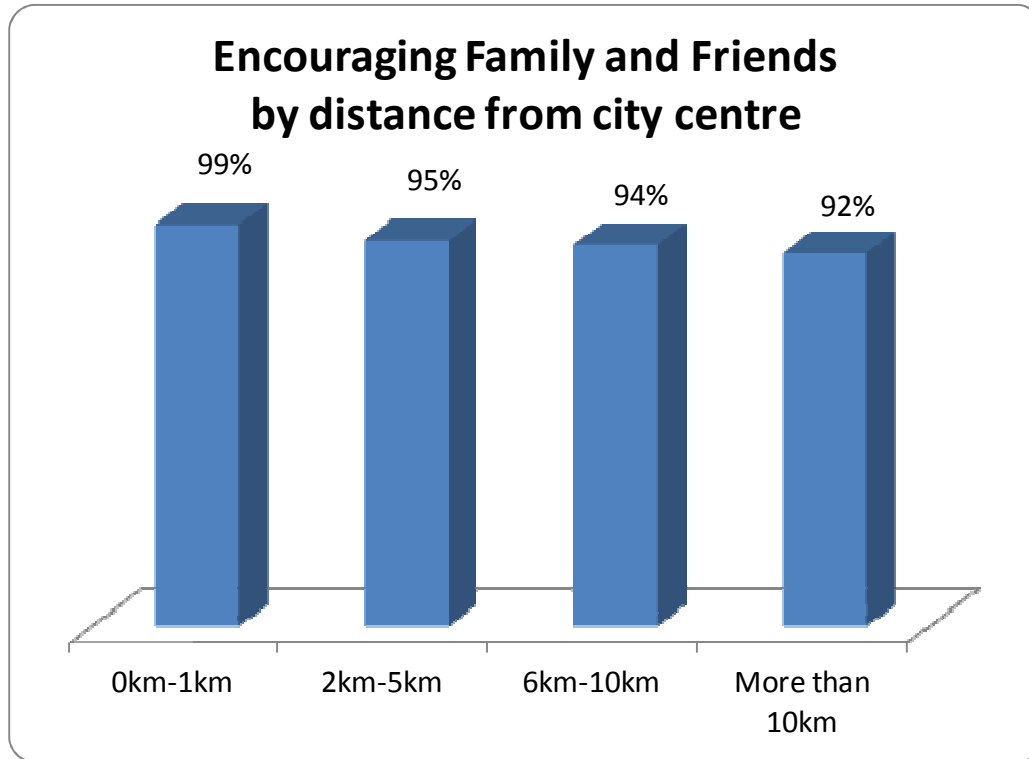
## By Employment

There was no significant difference in levels of encouragement of family and friends to use the scheme when analysed by employment status.



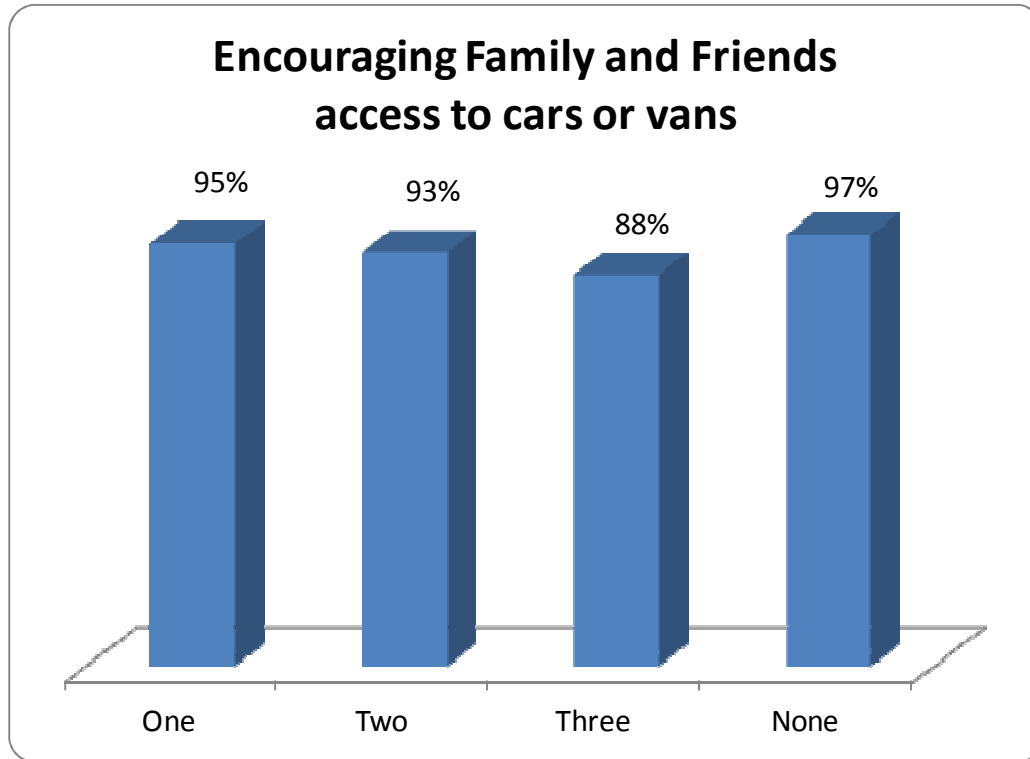
### By Distance from the City Centre

Respondents living further away from the city centre were less likely than those living closer to the city centre to have encouraged family and friends to use the Dublin Bikes scheme.



### By Access to Cars and Vans

Respondents with access to three cars or vans were less likely than others to have encouraged family or friends to use the Dublin Bikes scheme.



## Reasons for Using the Dublin Bikes Scheme

Respondents who were users of the scheme were presented with a series of six possible reasons for using Dublin Bikes and were asked to rank the three most important of these in order from 1 to 3.

“Ease of Use” was the most popular reason for using Dublin Bikes, followed by “Efficiency”.

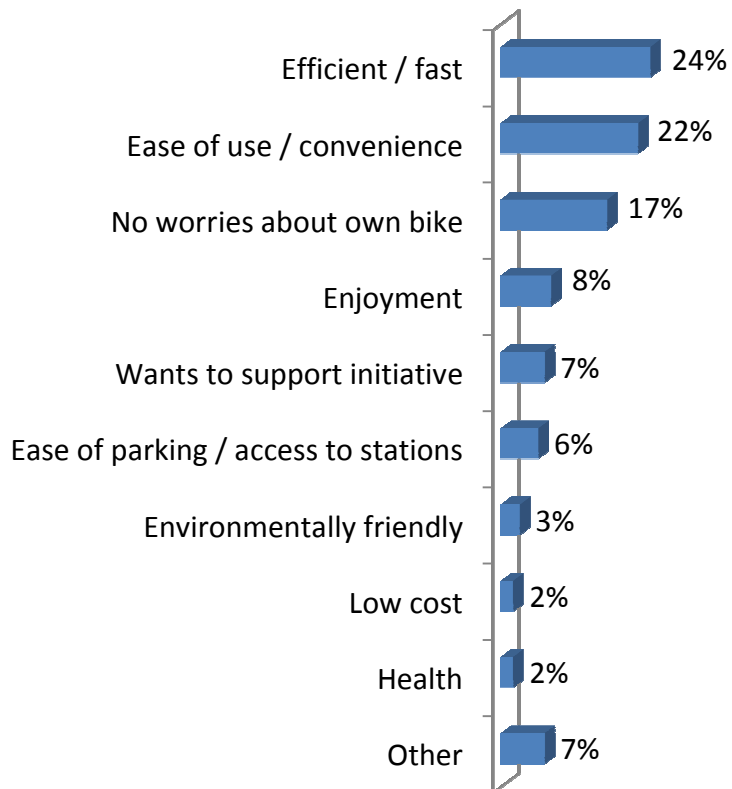
	No. Of First Choices	No. Of Second Choices	No. Of Third Choices	Total of First, Second or Third Choices	Average Ranking Out of 3
Ease of Use	<b>292</b>	236	188	<b>716</b>	1.85
Efficiency	289	205	155	649	<b>1.79</b>
Low Cost	191	219	229	639	2.06
Environmentally Friendly	67	100	138	305	2.23
Enjoyment	61	120	119	300	2.19
Health and Fitness	58	77	120	255	2.24

## Any Other Reasons for Using Dublin Bikes

Respondents were asked to describe in their own words any other reasons that they use Dublin Bikes.

418 respondents gave 460 “Other” reasons for using the Dublin Bikes scheme. The most common of these was that they found the scheme to be an efficient and fast way of getting around the city (24%) followed by ease of use and convenience of the scheme.


### Other Reasons for using Dublin Bikes




## Experience of Dublin Bikes

Respondents who had used Dublin Bikes were asked to indicate their level of agreement with a series of statements relating to their experience with the scheme. These results are set out in the tables below.


65% of users agreed with the statement “There is good availability of bikes at the stations.”

There is good availability of bikes at the stations						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
3.53	2	18	16	54	11	


61% of users agreed with the statement “The bike stations are well located across the city centre.”

The bike stations are well located across the city centre						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
3.47	3	18	17	52	9	


52% of users agreed with the statement “The bike stations are easy to find and well signposted.”

The bike stations are easy to find and well signposted						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
3.35	4	22	22	40	12	

92% of users agreed with the statement “The actual Dublin Bike is practical in terms of its design.”

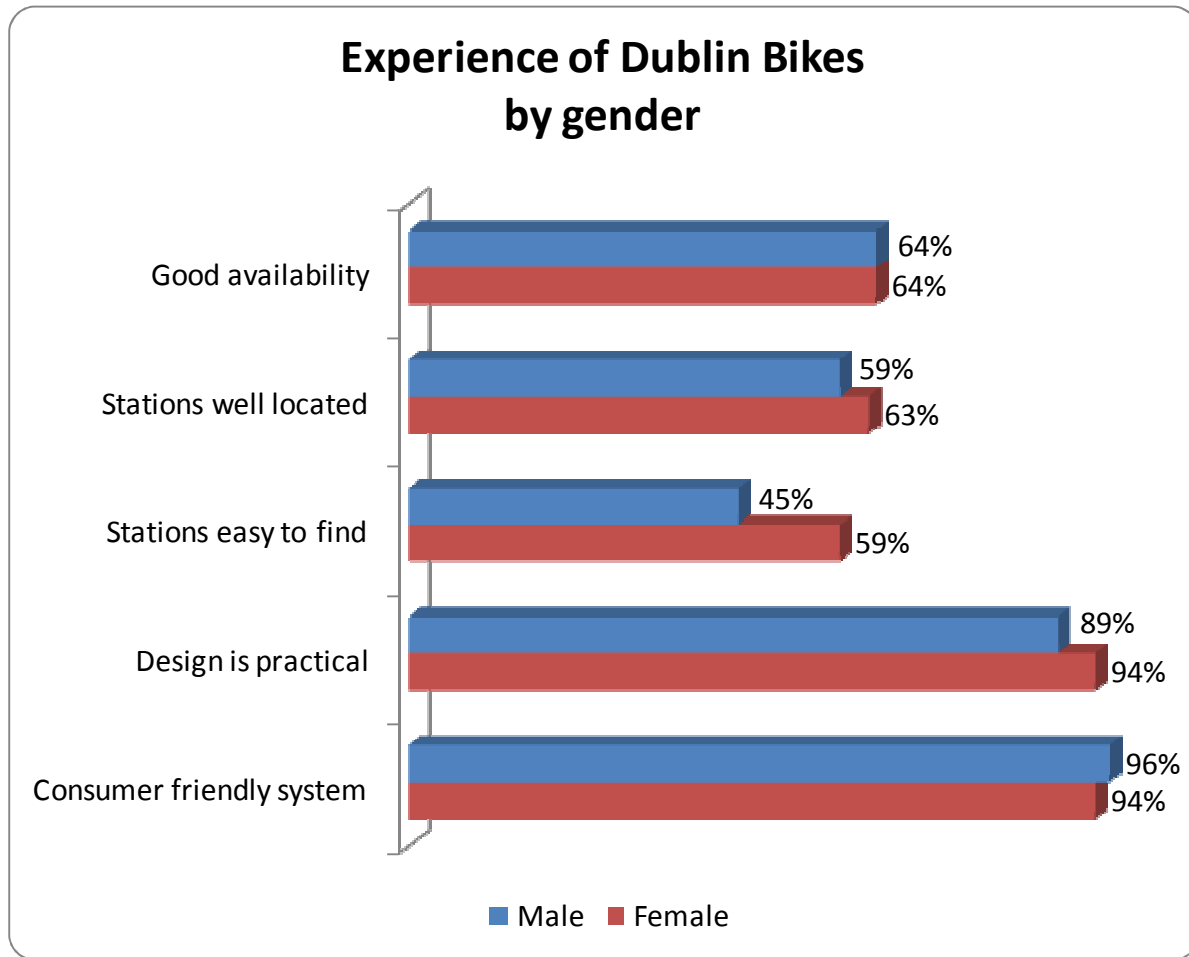
The actual Dublin Bike is practical in terms of its design						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
4.34	1	3	5	46	46	

96% of users agreed that the “Dublin Bikes scheme is a consumer friendly and easy to operate system.”

Dublin Bikes scheme is a consumer friendly and easy to operate system						
	% of					Disagree -> Agree
Avg out of 5	1	2	3	4	5	
4.51	0	1	3	40	56	

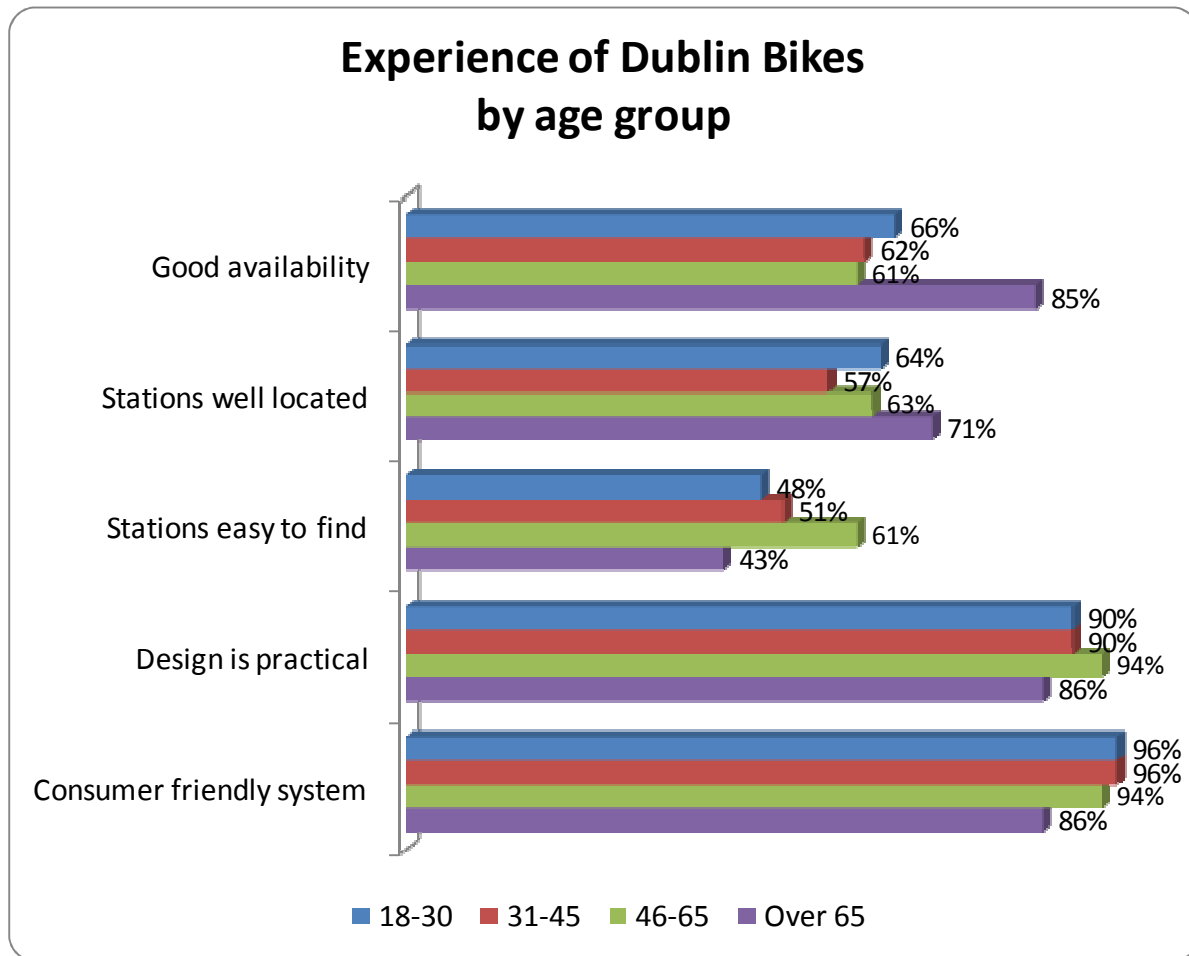
## By Gender

Female users were more likely than males to agree that stations were well located and easy to find.



## By Age Group

Over 65s were most likely to agree that there was good availability of bikes at the stations and that the stations were well located. Users in the 46-65 year old age group had the highest level of agreement with the statement that the stations were easy to find.



### **By Employment**

There were no significant differences in experience of the Dublin Bikes scheme when analysed by employment status.

### **By Distance from the City Centre**

There were no significant differences in experience of the Dublin Bikes scheme when analysed by distance from the city centre.

### **By Access to Cars and Vans**

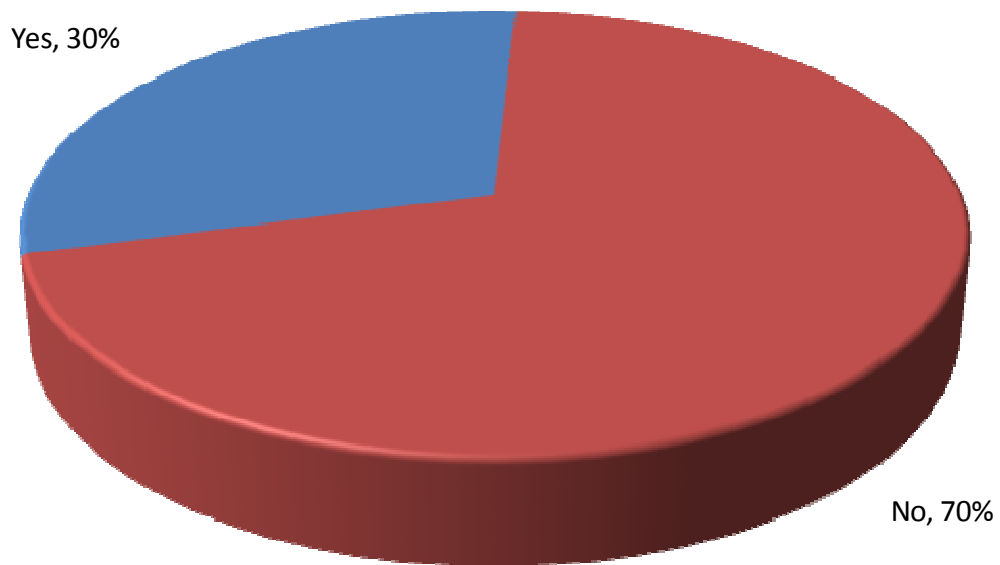
There were no significant differences in experience of the Dublin Bikes scheme when analysed by access to cars and vans.



## Use of Mobile Applications

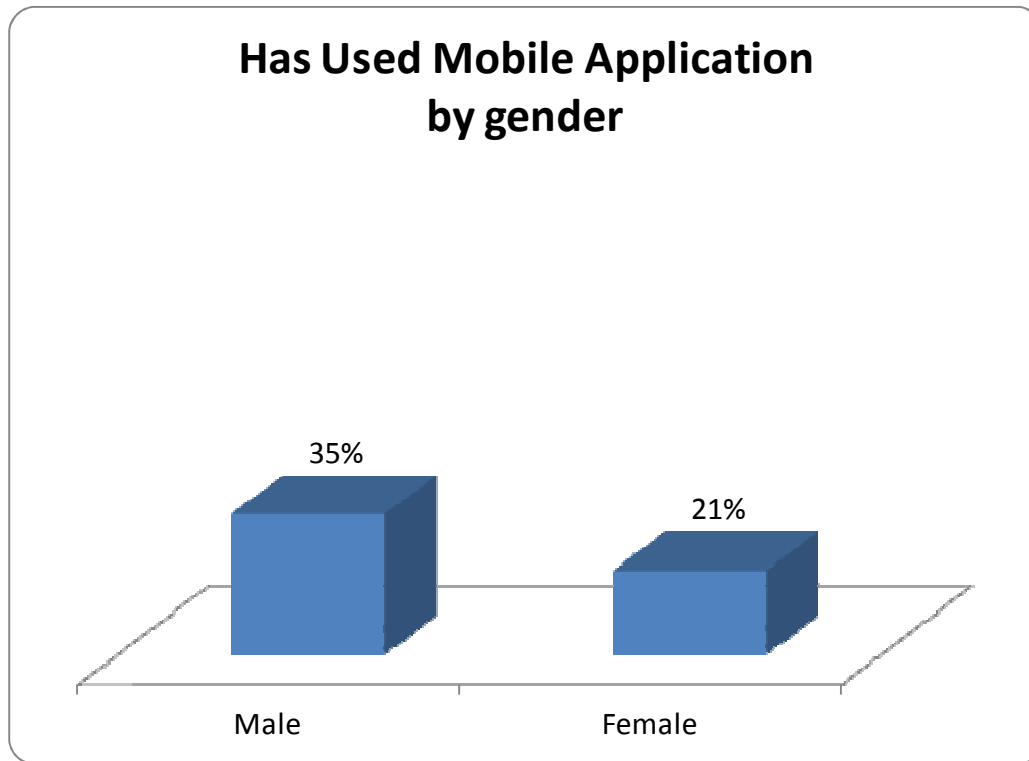
Users of the scheme were asked if they had ever used any mobile applications to plan their Dublin Bikes journey. 30% of users had used mobile applications to do this.

**Used Mobile Applications to Plan Dublin Bikes Journey**



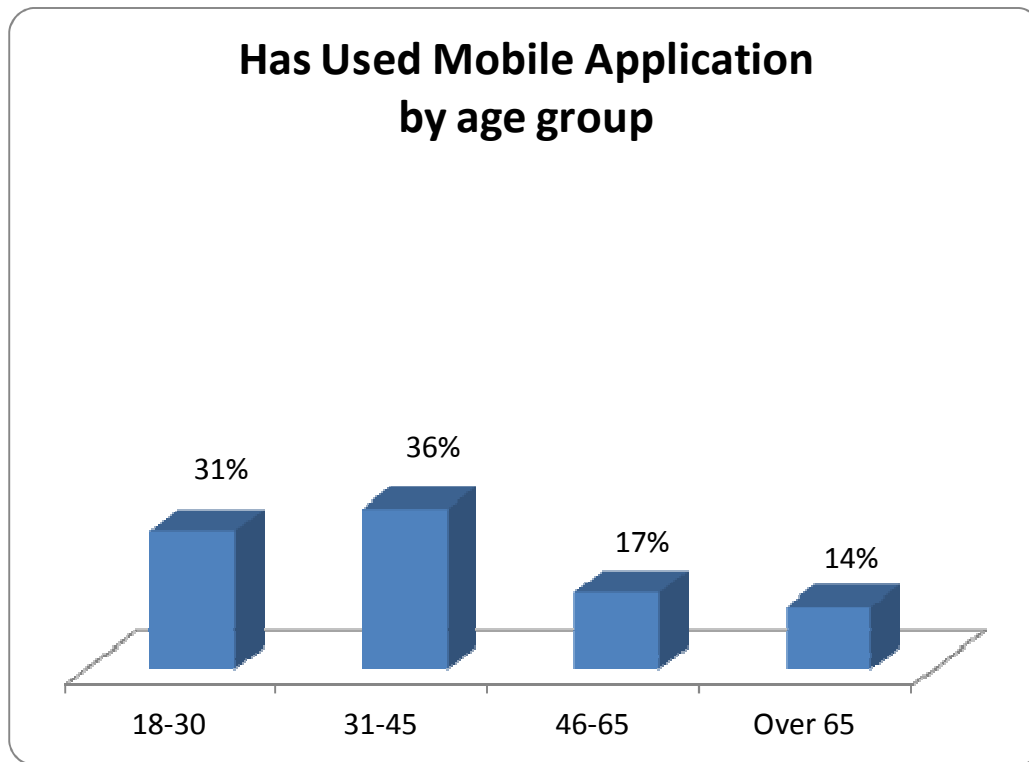
## By Gender

Male users of the scheme were more likely to have used a mobile application to plan their journey.

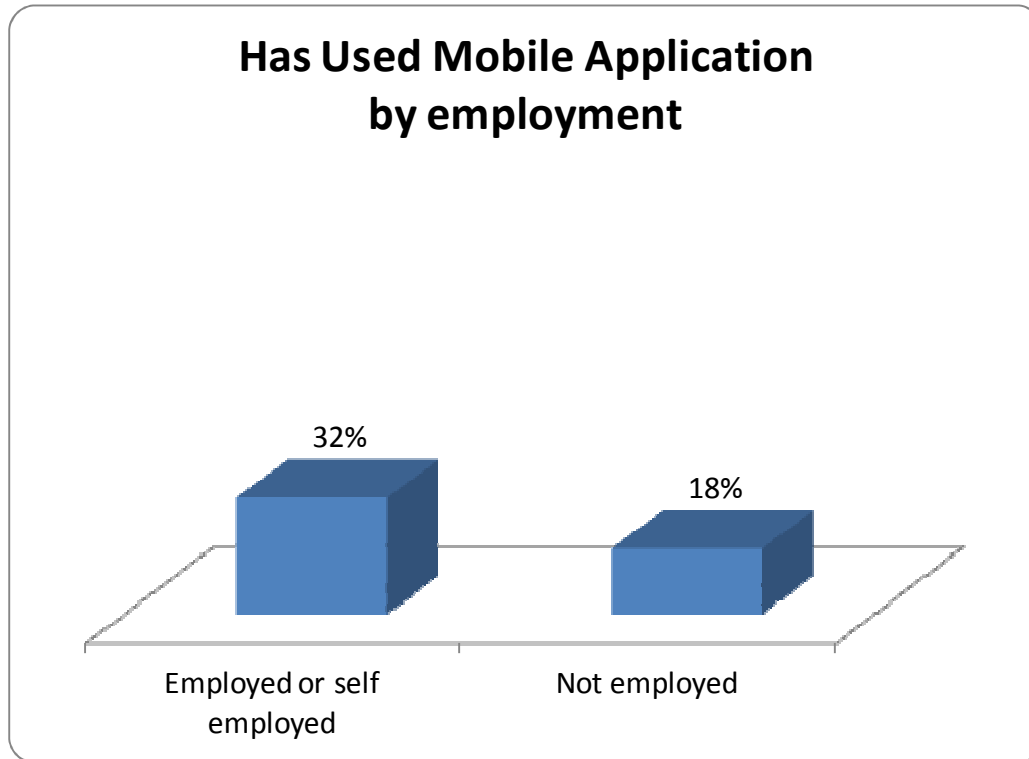


## By Age Group

Use of mobile applications was higher among younger age groups.

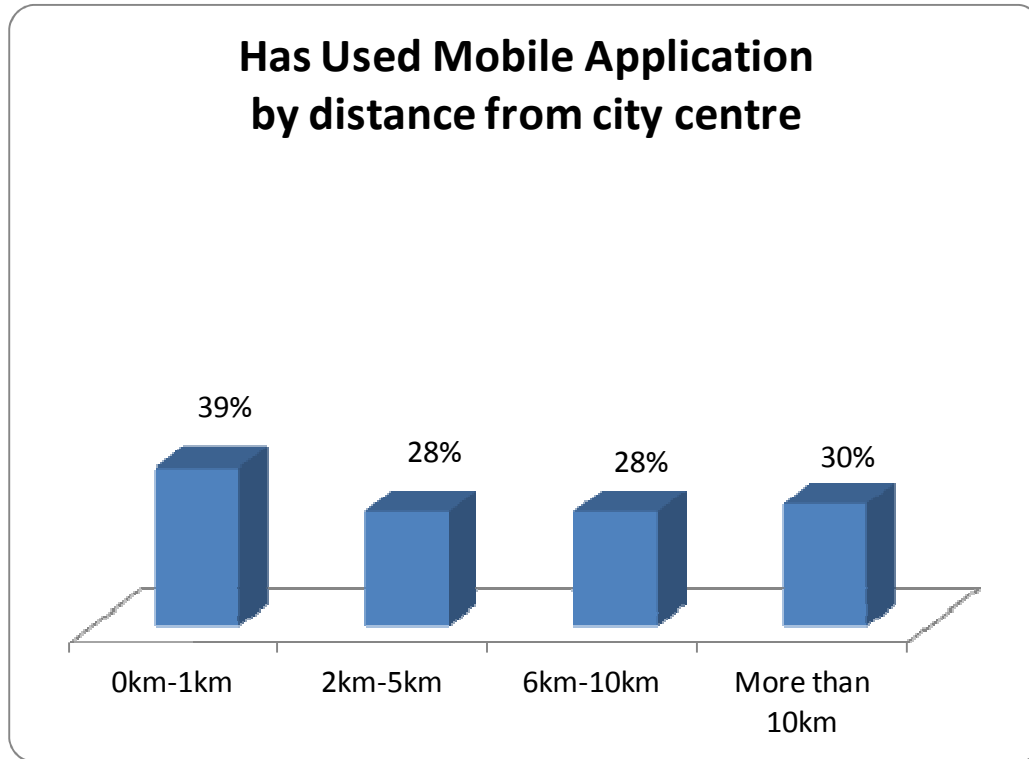


## By Employment



### By Distance from the City Centre

Users living within 1 kilometre of the city centre were most likely to have used a mobile application to plan their journey.



### **By Access to Cars and Vans**

There were no significant differences in use of mobile applications to plan journeys when analysed by access to cars or vans.

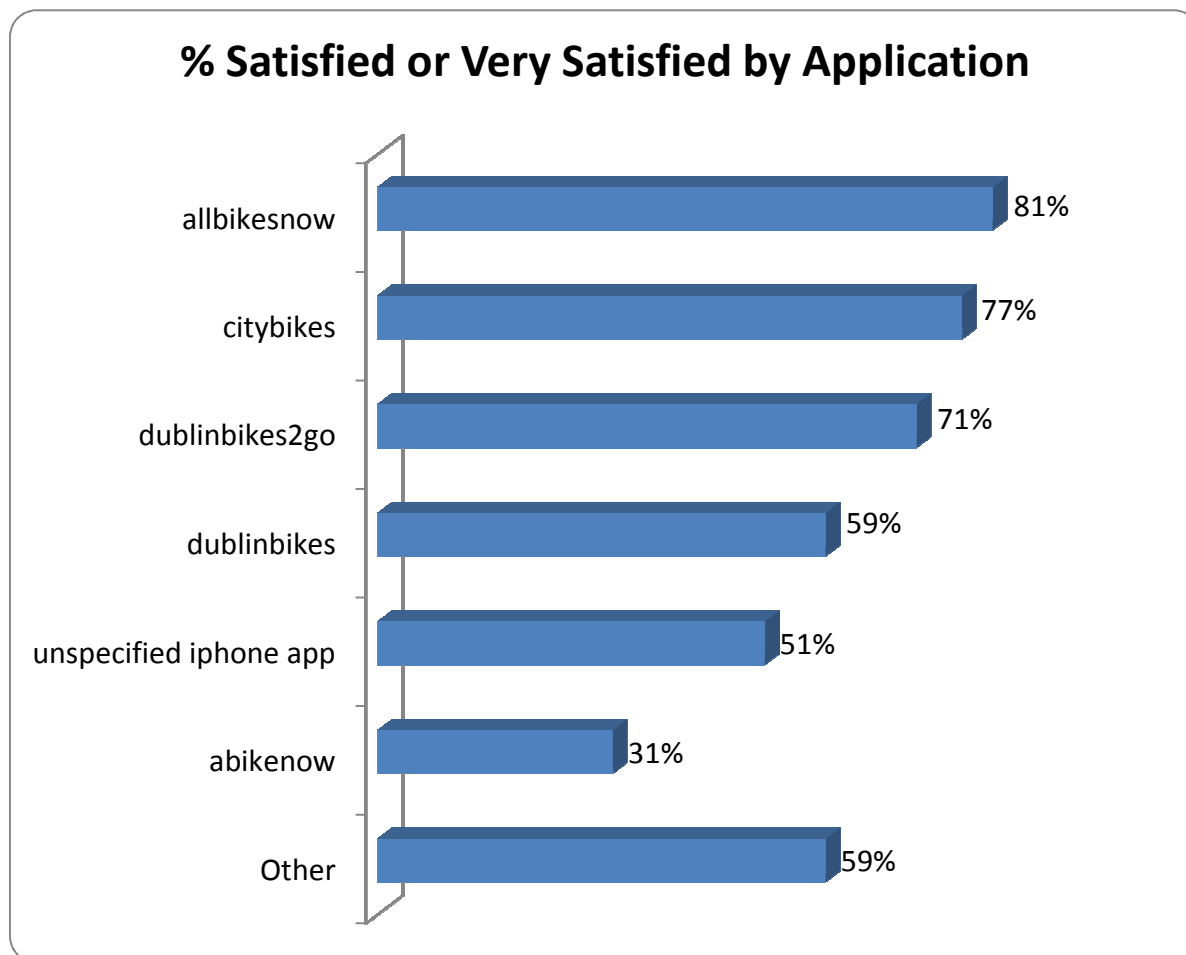
## Satisfaction with Mobile Application Used

62% of respondents who had used a mobile application to plan their Dublin Bikes journey were satisfied with that application.

Satisfaction with mobile application used						
Avg out of 5	% of					Dissatisfied -> Satisfied
	1	2	3	4	5	
3.58	9	10	19	39	23	

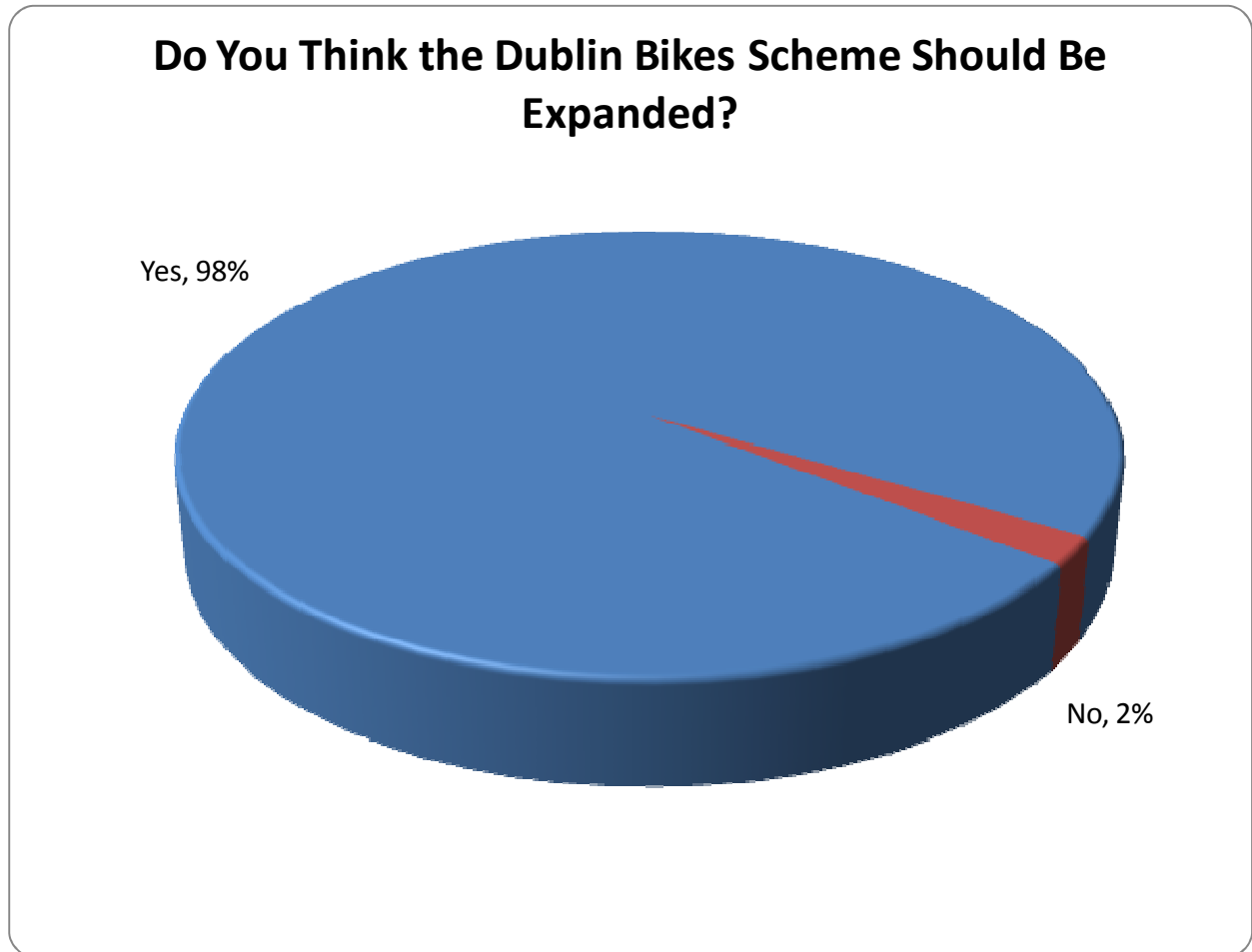
## Satisfaction Rating by Application Used

When analysed by application used, the “allbikesnow” application received the highest satisfaction rating. It should be noted that the number of users of each application is quite small and not statistically robust.



## Expansion of Dublin Bikes Scheme

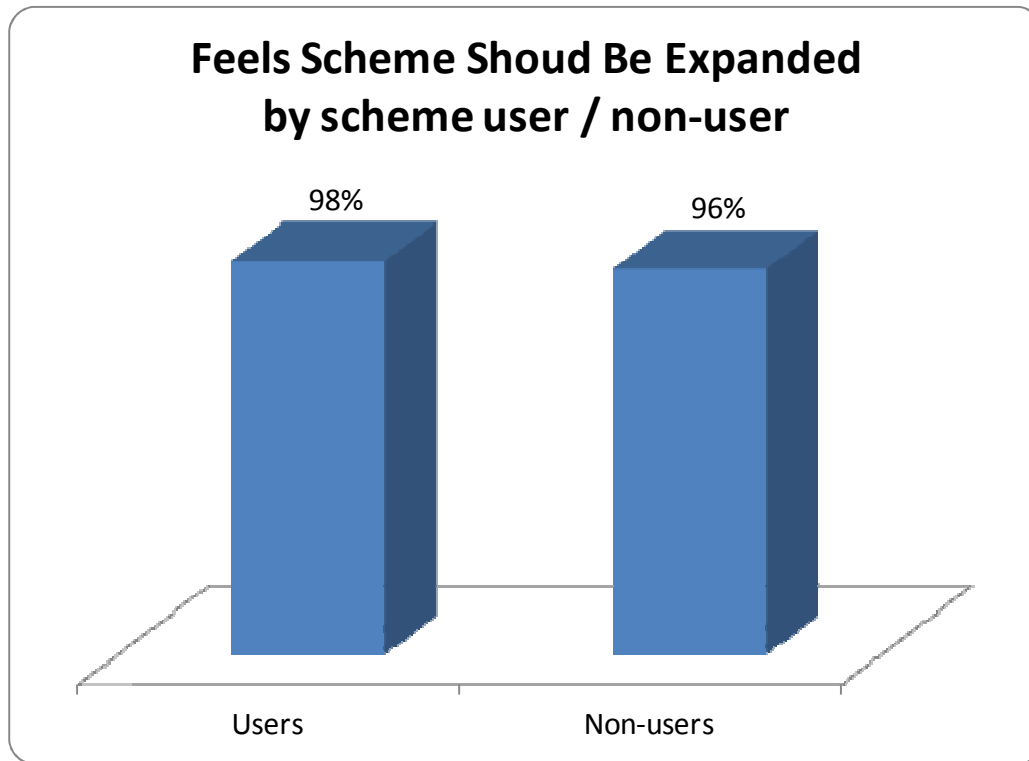
All survey respondents were asked if they thought the Dublin Bikes scheme should be expanded. 98% indicated that they felt it should be expanded.





### By User / non-User

Support for expanding the scheme was strong among users and non-users of the scheme, though lower among non-users at 96%

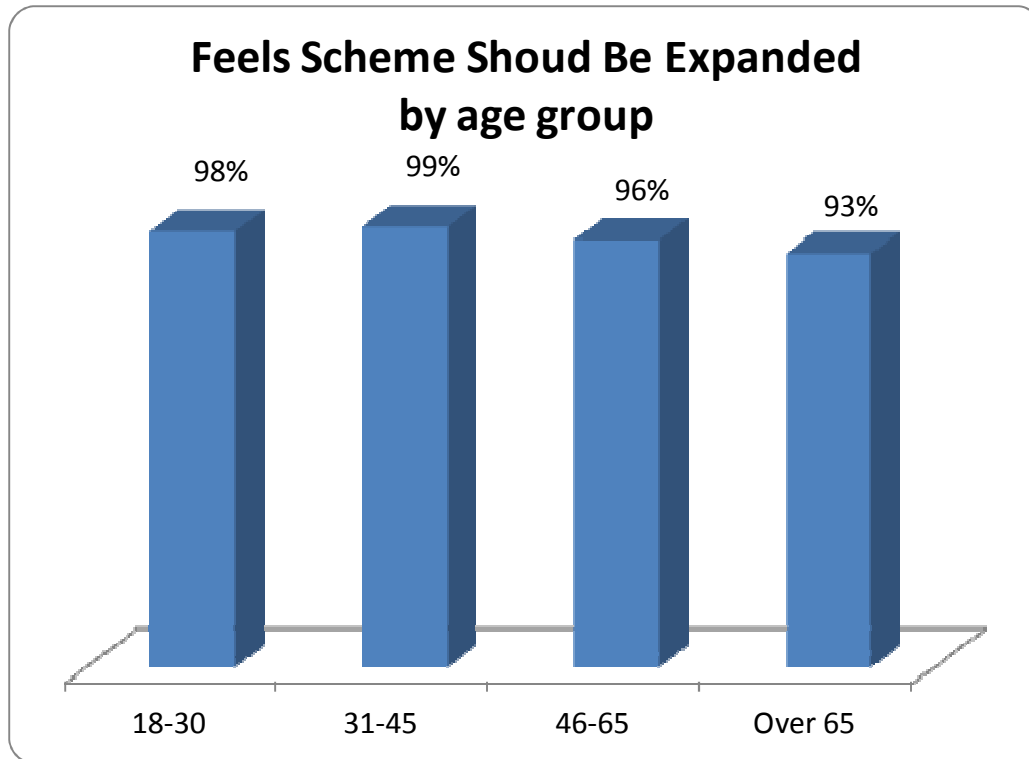


## By Gender

There was no significant difference in support for expanding the scheme when analysed by gender.

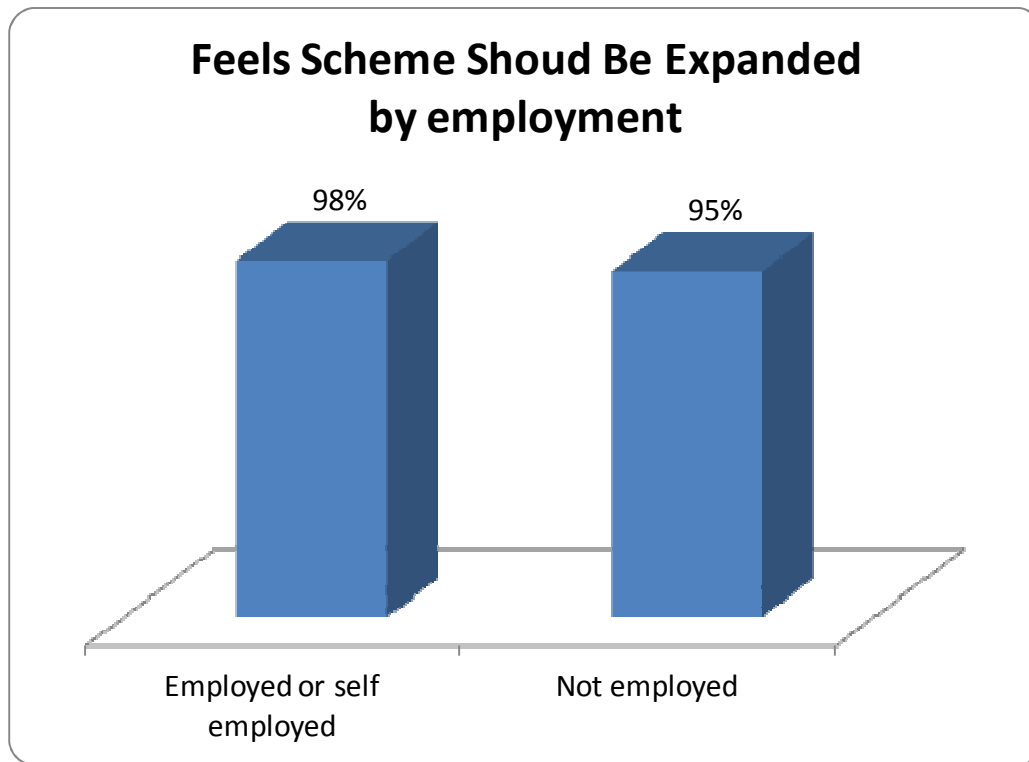
## By Age Group

Support for expanding the scheme was highest among younger respondents.



### By Employment

Support for expanding the scheme was higher among those in employment.

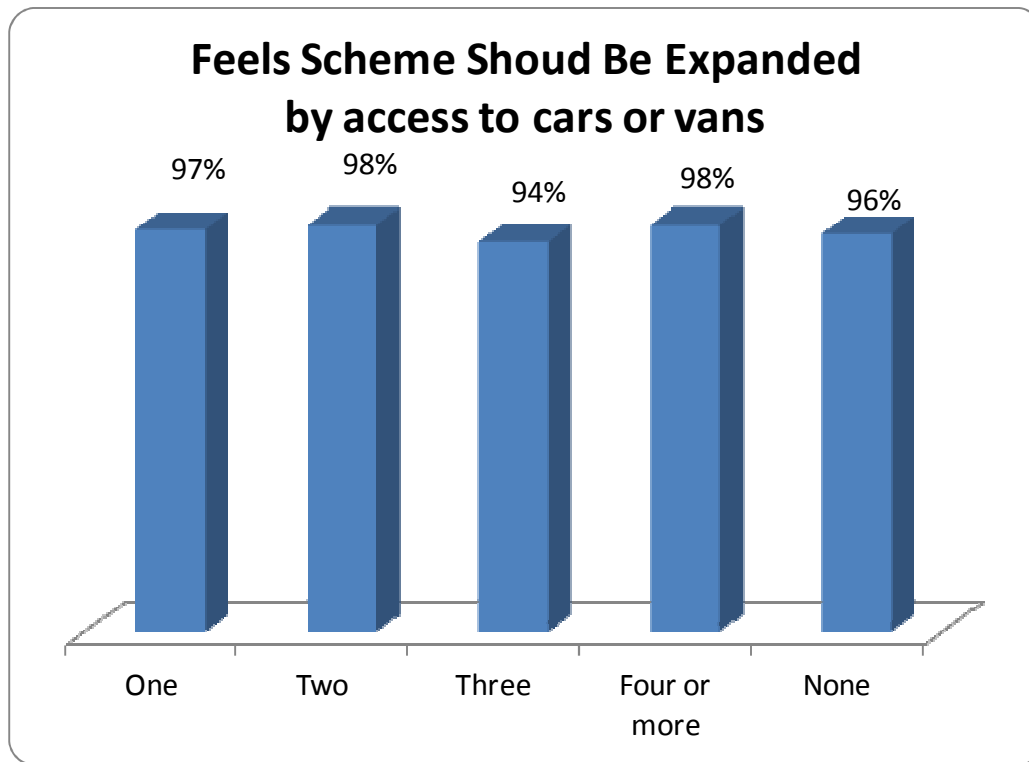


### By Distance from the City Centre

There were no significant differences in support for expanding the scheme when analysed by distance from the city centre.

### By Access to Cars and Vans


Support for expansion was 94% among respondents with access to three cars or vans.




## Attitudes Towards Expansion

All respondents were presented with a pair of statements relating to the proposed expansion of the Dublin Bikes scheme and were asked to indicate their level of agreement with each of these statements. These results are set out below, and this analysis excludes those who selected “Not applicable to me” for individual statements.

95% of respondents agreed that they would like to see the scheme expanded in its current format.

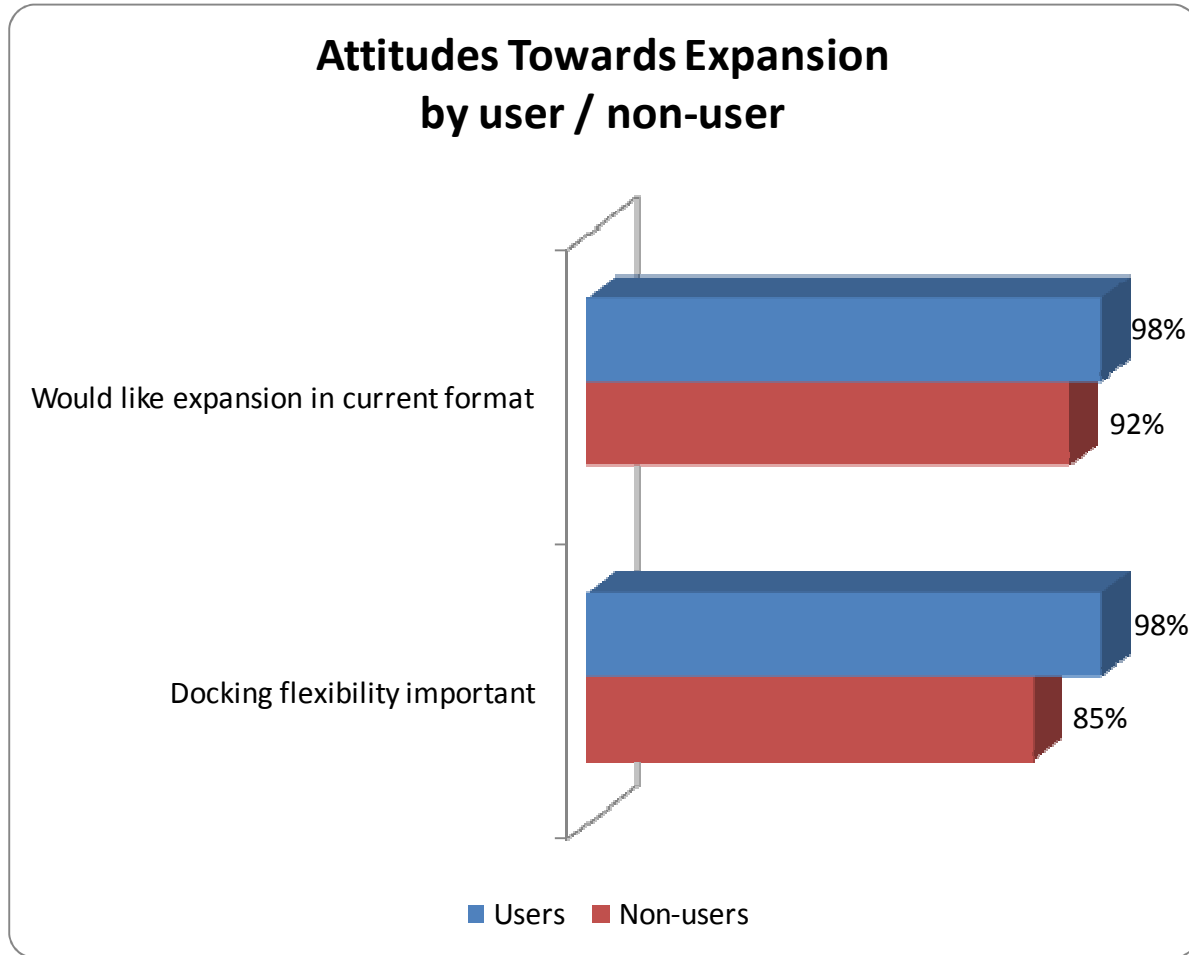
<b>I would like to see the Dublin Bikes scheme expanded in its current format</b>						
	% of					Disagree -> Agree
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
4.57	0	1	3	31	64	

95% felt it was important to maintain docking compatibility with the current scheme.

<b>It is important to me that the expansion of the Dublin Bikes scheme continues to offer the flexibility to dock the bike back at any of the existing bike stations in the network</b>						
	% of					Disagree -> Agree
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
4.68	0	0	5	21	74	

### By User / non-User

98% of users of the scheme would like to see the scheme expanded in its current format. Maintaining current docking flexibility was important to 98% of scheme users.

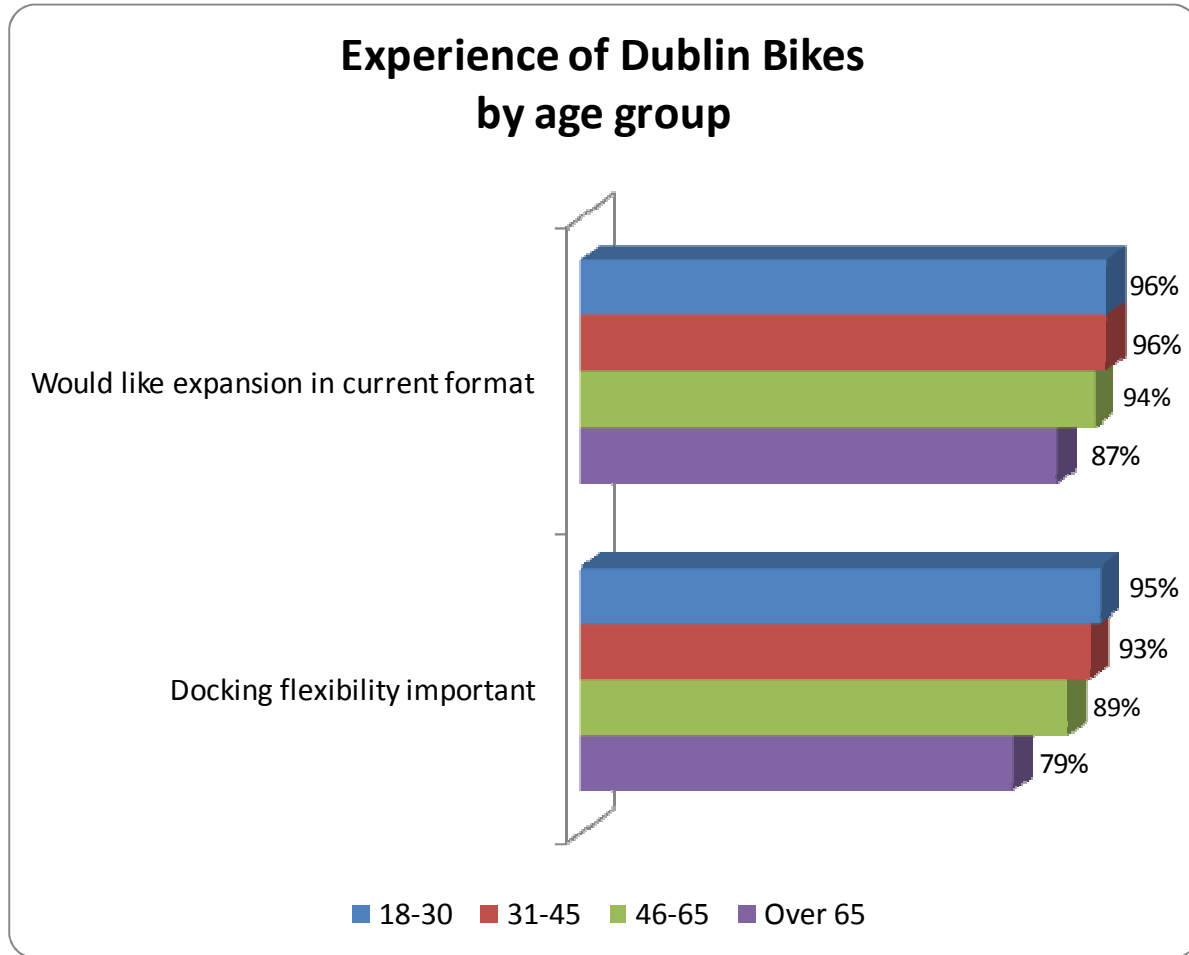


### By Gender

There was no significant difference on these measures when analysed by gender.

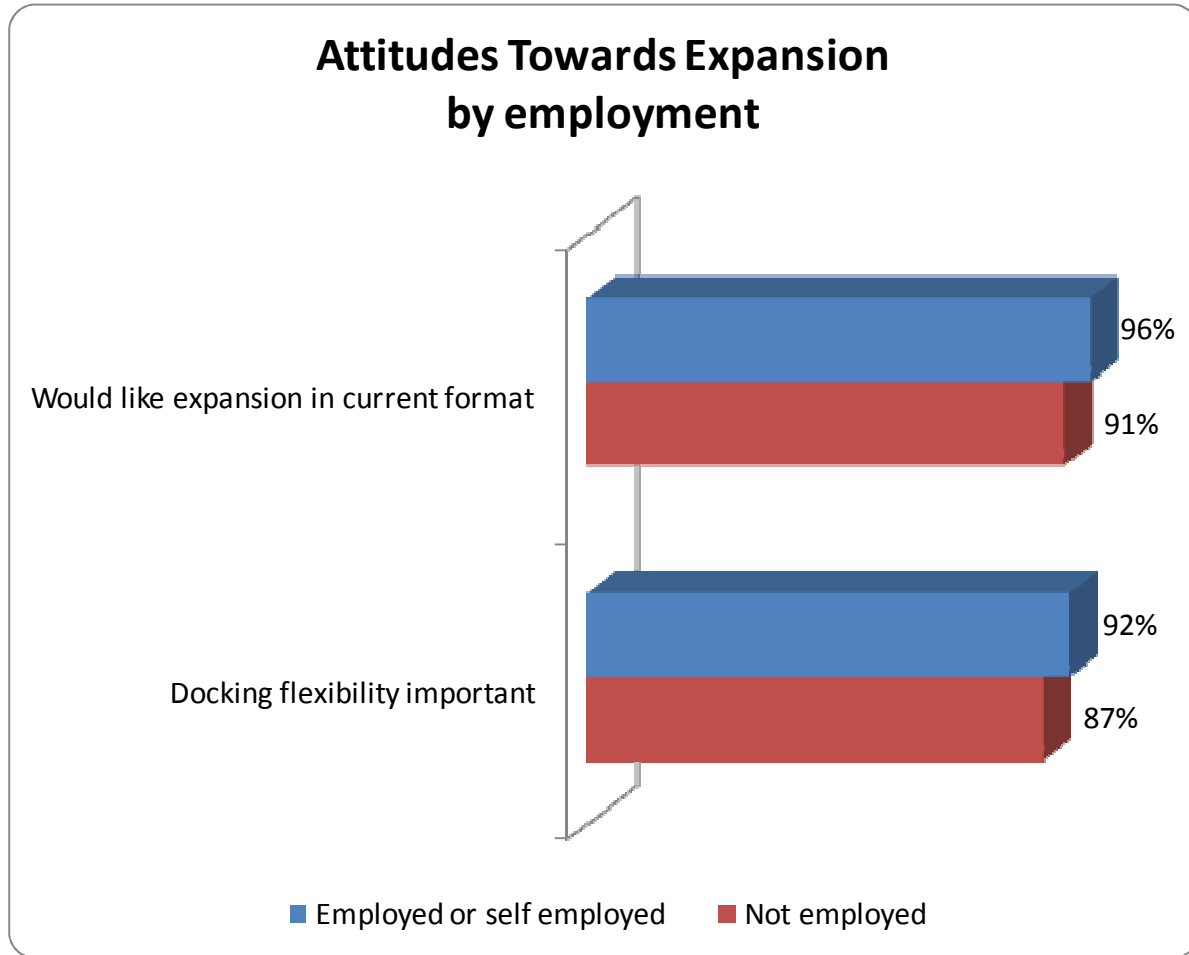
## By Age Group

Support for the expansion of the scheme and the importance of maintaining docking flexibility were higher among younger respondents.



## By Employment

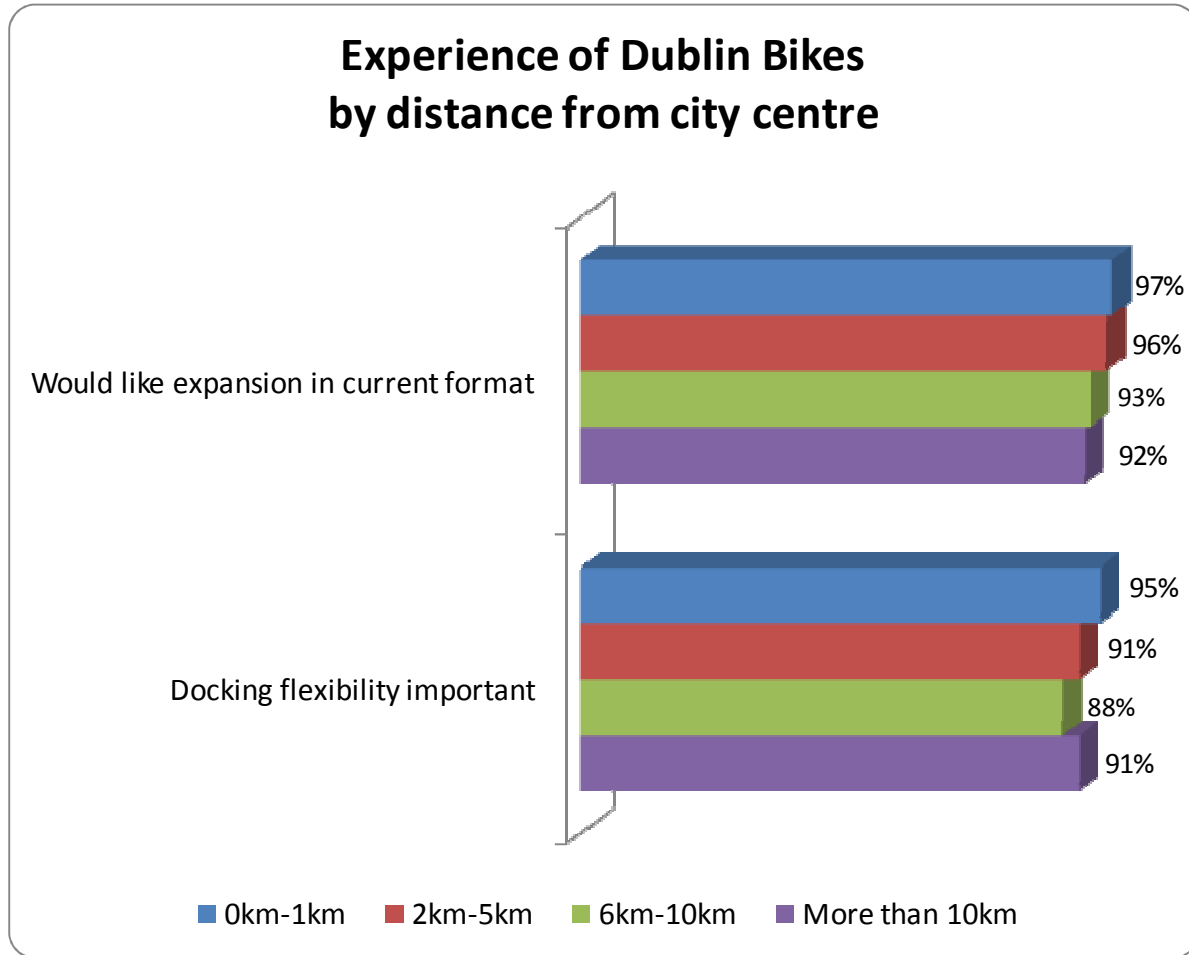
Support for the expansion of the scheme and the importance of maintaining docking flexibility were higher among respondents in employment.





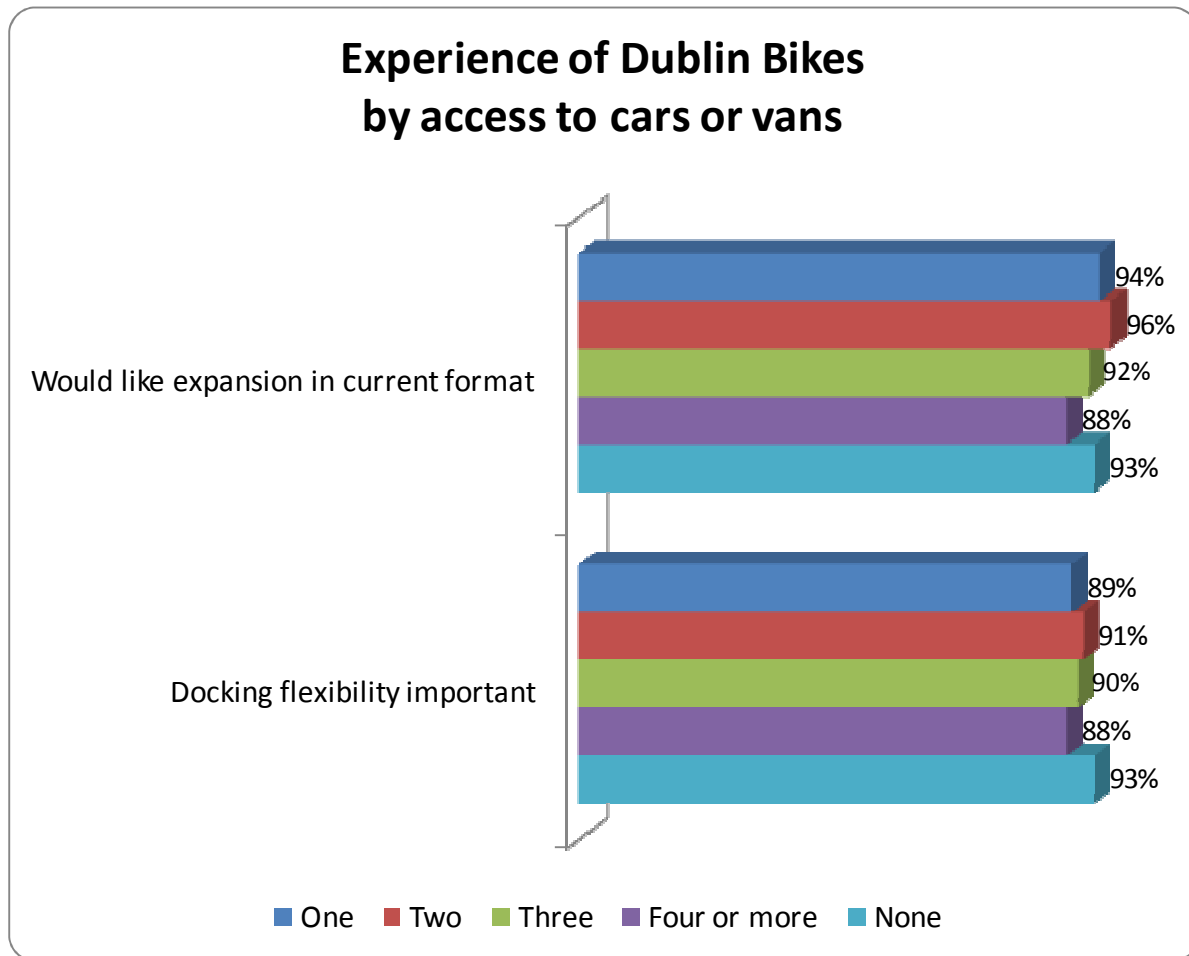
## By Distance from the City Centre

Support for the expansion of the scheme and the importance of maintaining docking flexibility were higher among respondents living closer to the city centre.



## By Access to Cars and Vans

Favourability towards expansion of the scheme in its current format was highest among those with one or two cars or vans. Maintaining docking flexibility was most important to respondents who did not have access to a car or van.



## Expansion to the City Suburbs

All respondents were presented with a pair of statements about the potential expansion of the scheme to the city suburbs and were asked to indicate their level of agreement with each of these statements. These results are set out below, and this analysis excludes those who selected “Not applicable to me” for individual statements.

58% of respondents agreed that they would use the scheme for longer cycle journeys.

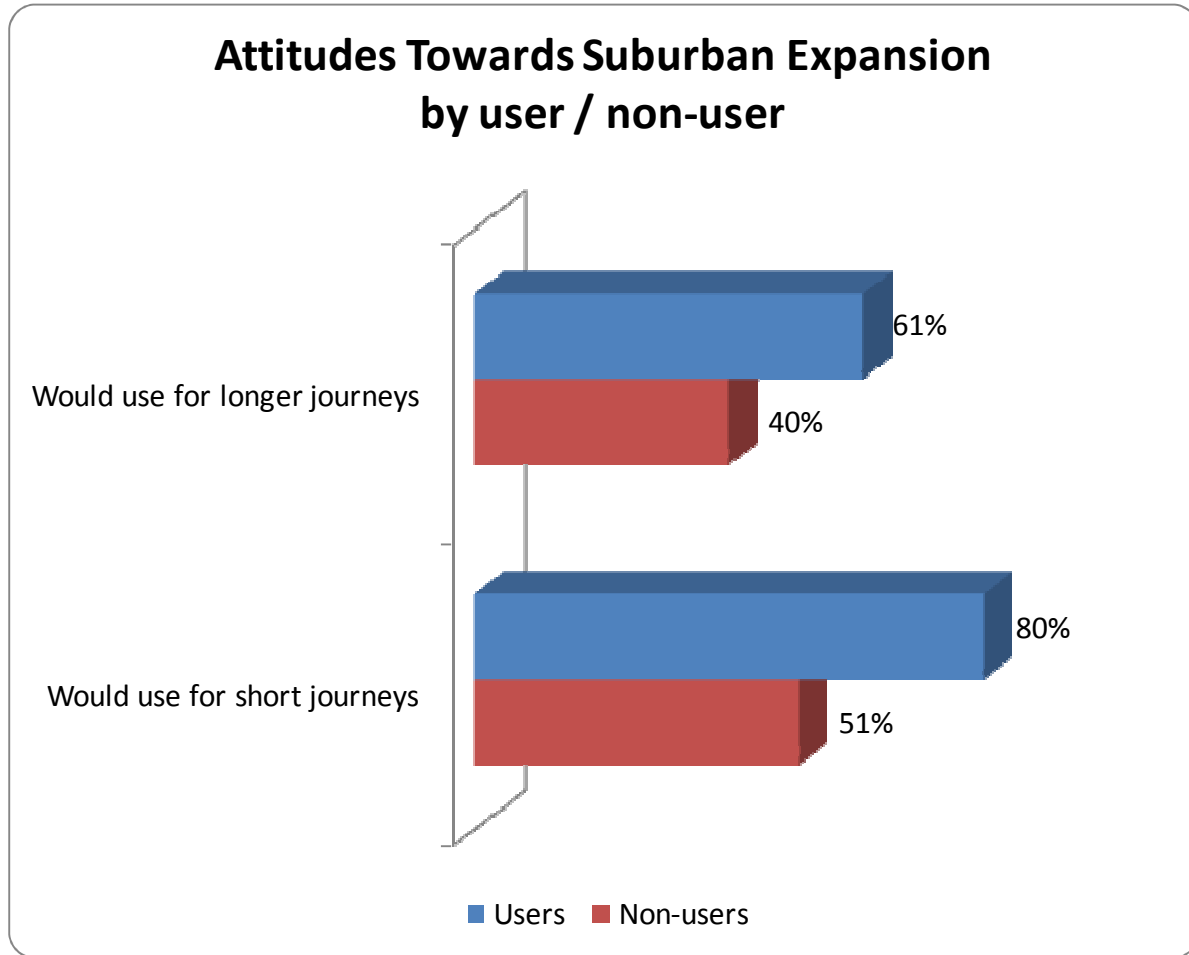
<b>I would use dublinbikes for longer cycle journeys (over 30 minutes) across / into the city</b>									
	% of					Disagree -> Agree			
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>				
3.64	2	16	25	32	26				

75% indicated that they would mainly use the bikes for short journeys.

<b>I would mainly use the bikes for short journeys in the city centre and in my local area</b>									
	% of					Disagree -> Agree			
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>				
3.94	1	8	16	44	31				

### By User / non-User

Current users of the scheme were more likely to indicate that they would use the bikes for longer journeys and short journeys if there were an expansion to suburban areas.

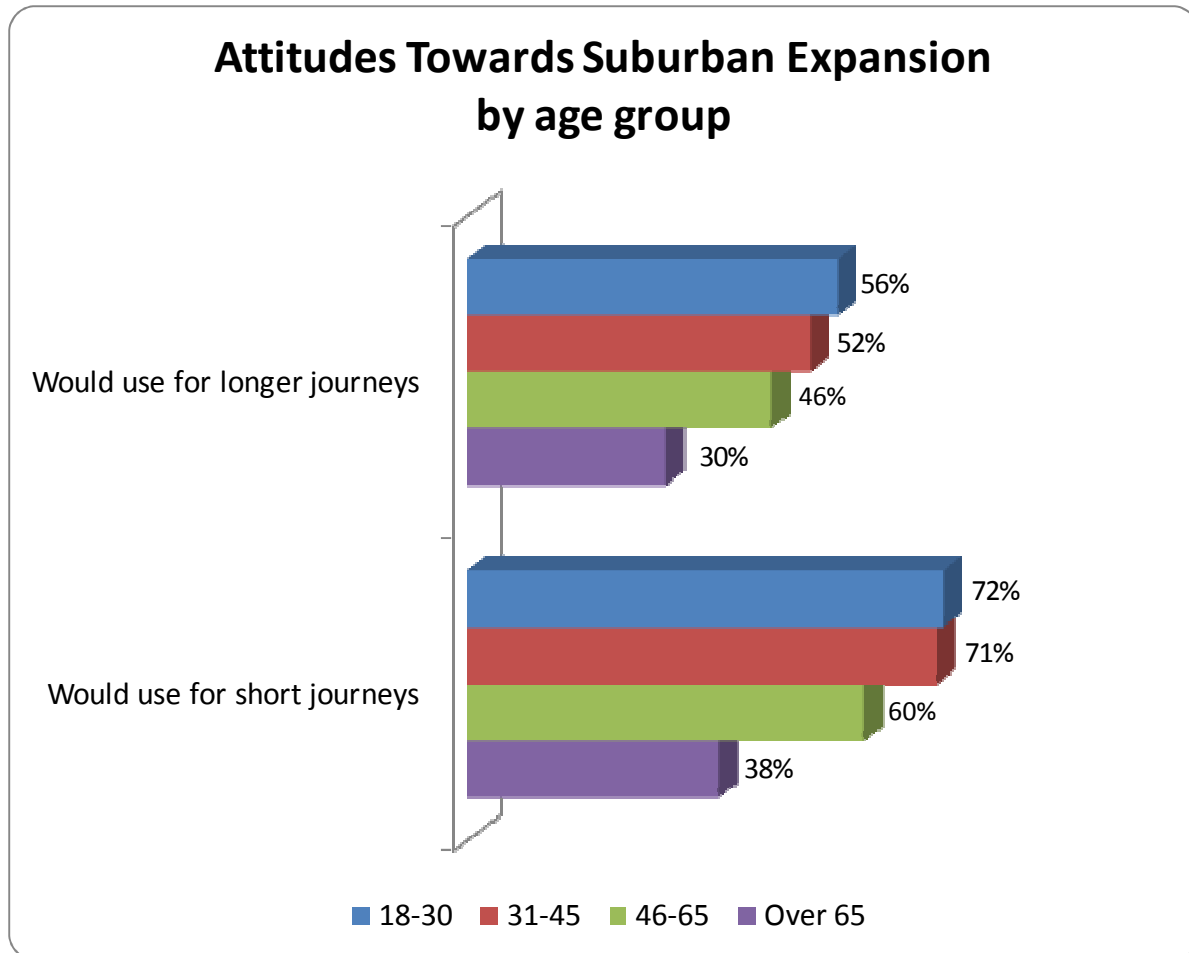


## By Gender

There were no significant differences on these measures when analysed by gender.

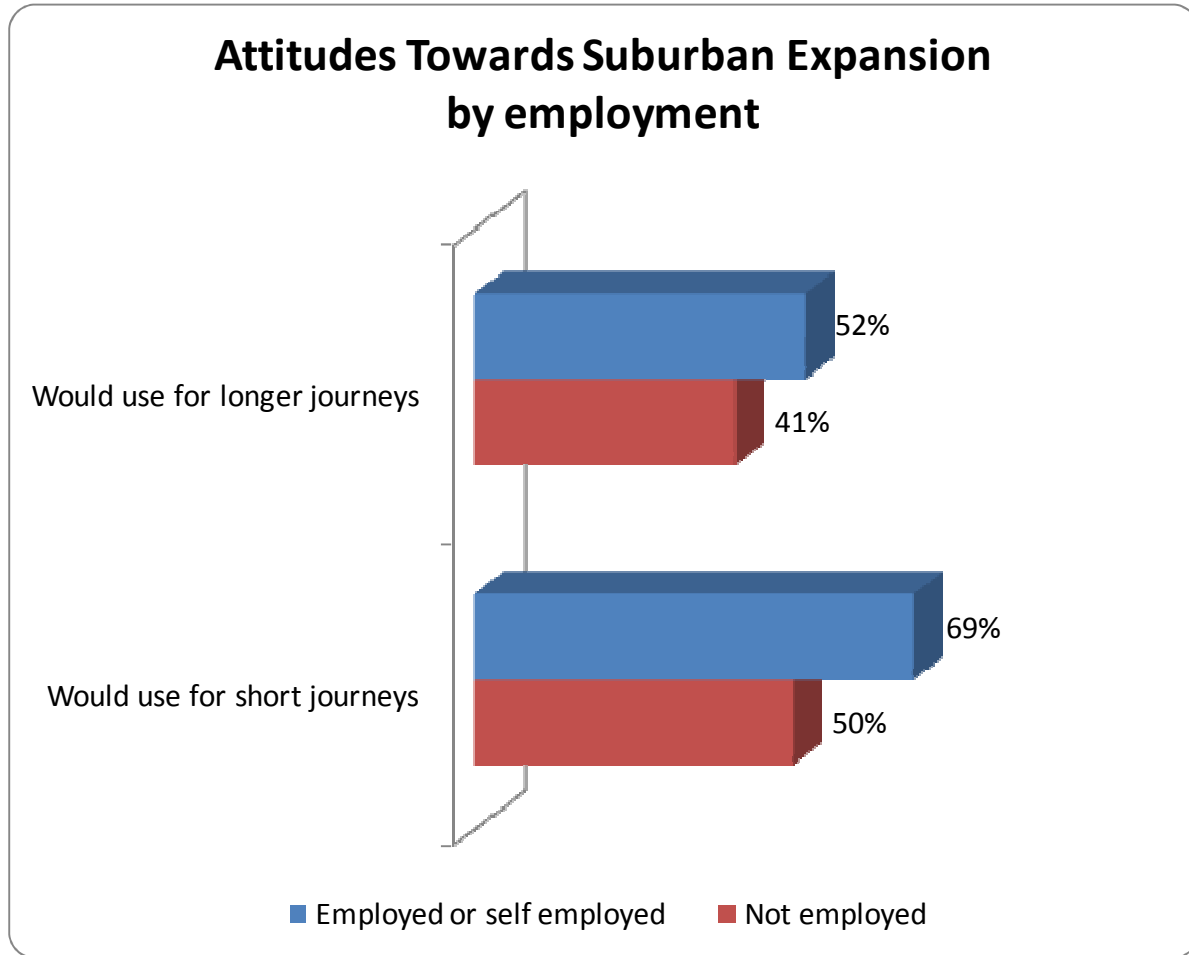
## By Age Group

Intention to use the scheme for longer journeys and short journeys if there were an expansion into suburban areas was higher among younger respondents.



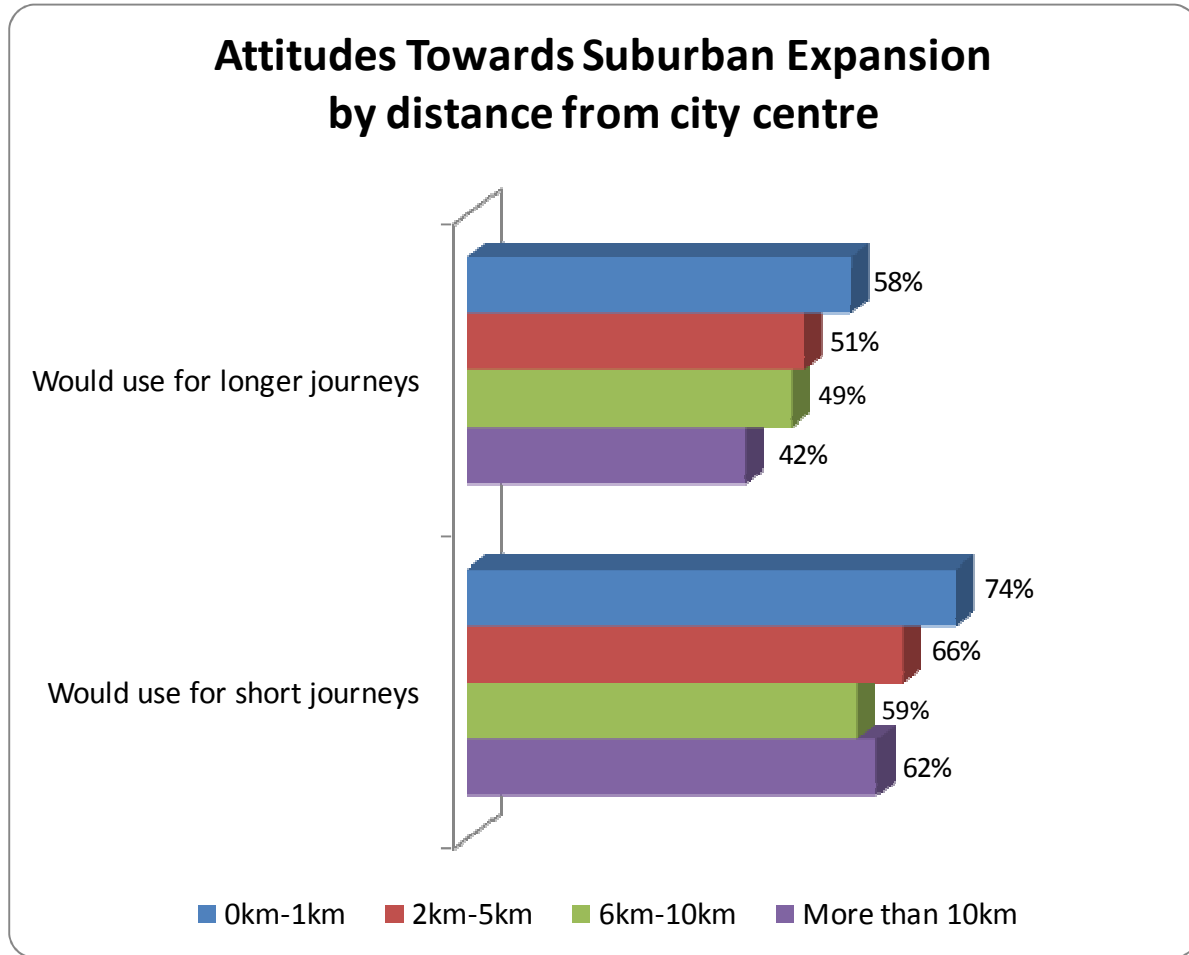
## By Employment

Intention to use the scheme for longer journeys and short journeys if there were an expansion into suburban areas was higher among employed respondents.



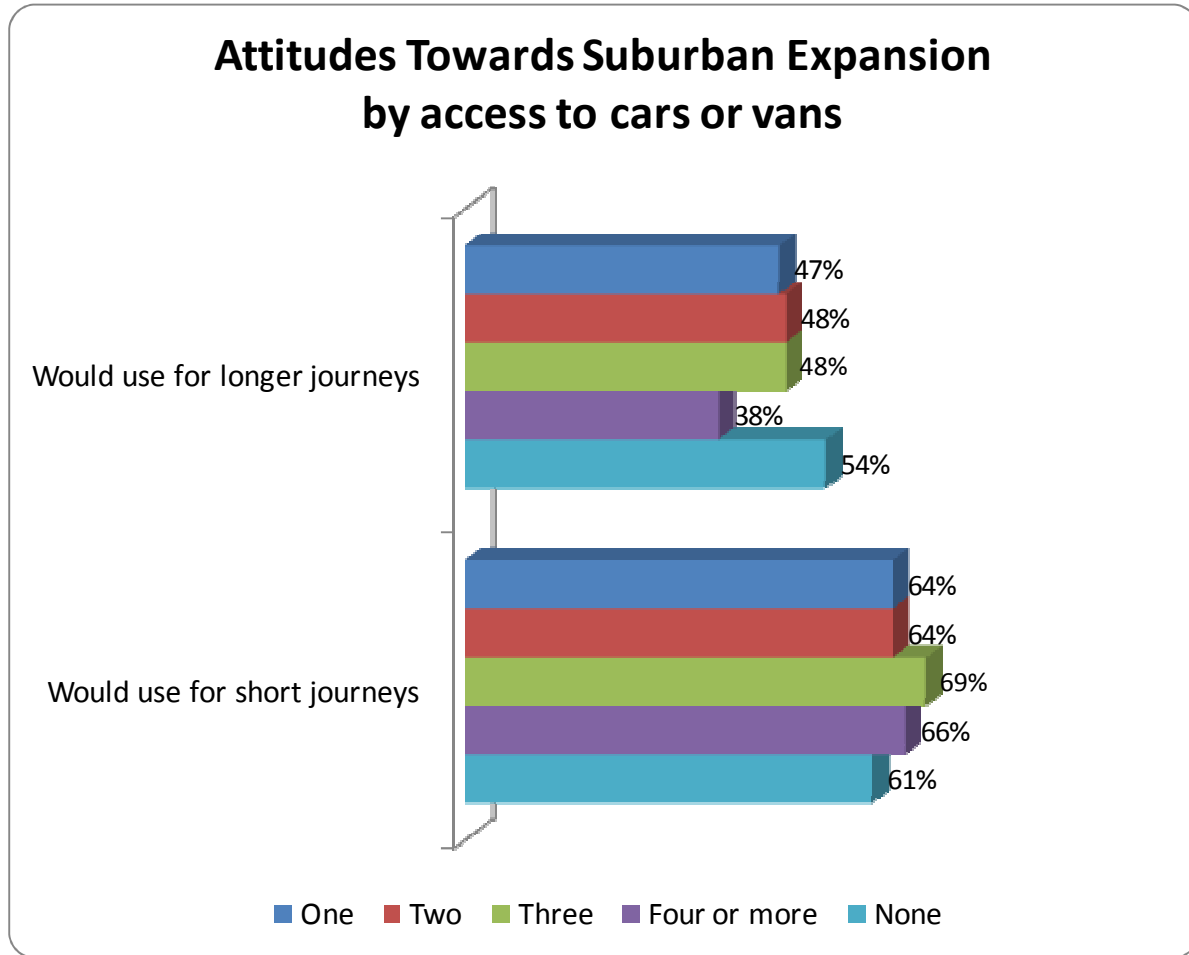
## By Distance from the City Centre

Intention to use the scheme for longer journeys and short journeys if there were an expansion into suburban areas was higher among respondents living closer to the city centre.



## By Access to Cars and Vans

Respondents without access to a car or van were most likely to indicate that they would use the bikes for longer journeys if the scheme were to be expanded to suburban areas.







## Attitudes Towards Dublin Bikes

All respondents were presented with a series of statements about Dublin Bikes and cycling in the city and were asked to indicate their level of agreement with each of these statements. These results are set out below, and this analysis excludes those who selected "Not applicable to me" for individual statements.


95% of respondents agreed that the Dublin Bikes scheme enhances the reputation of the city.

<b>The Dublin Bikes scheme enhances the reputation of the city</b>						
	% of					Disagree -> Agree
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
4.58	0	0	4	31	64	


95% agreed that the scheme offers excellent value for money.

<b>The Dublin Bikes scheme as it currently exists offers excellent value for money</b>						
	% of					Disagree -> Agree
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
4.59	0	1	4	29	66	


53% of respondents agreed that they had started to cycle more in Dublin City since the introduction of the scheme.

<b>Since the introduction of the Dublin Bikes scheme I have started to cycle more in Dublin City</b>						
	% of					Disagree -> Agree
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
3.49	10	16	22	20	33	

42% agreed that it was getting safer to cycle in Dublin City.

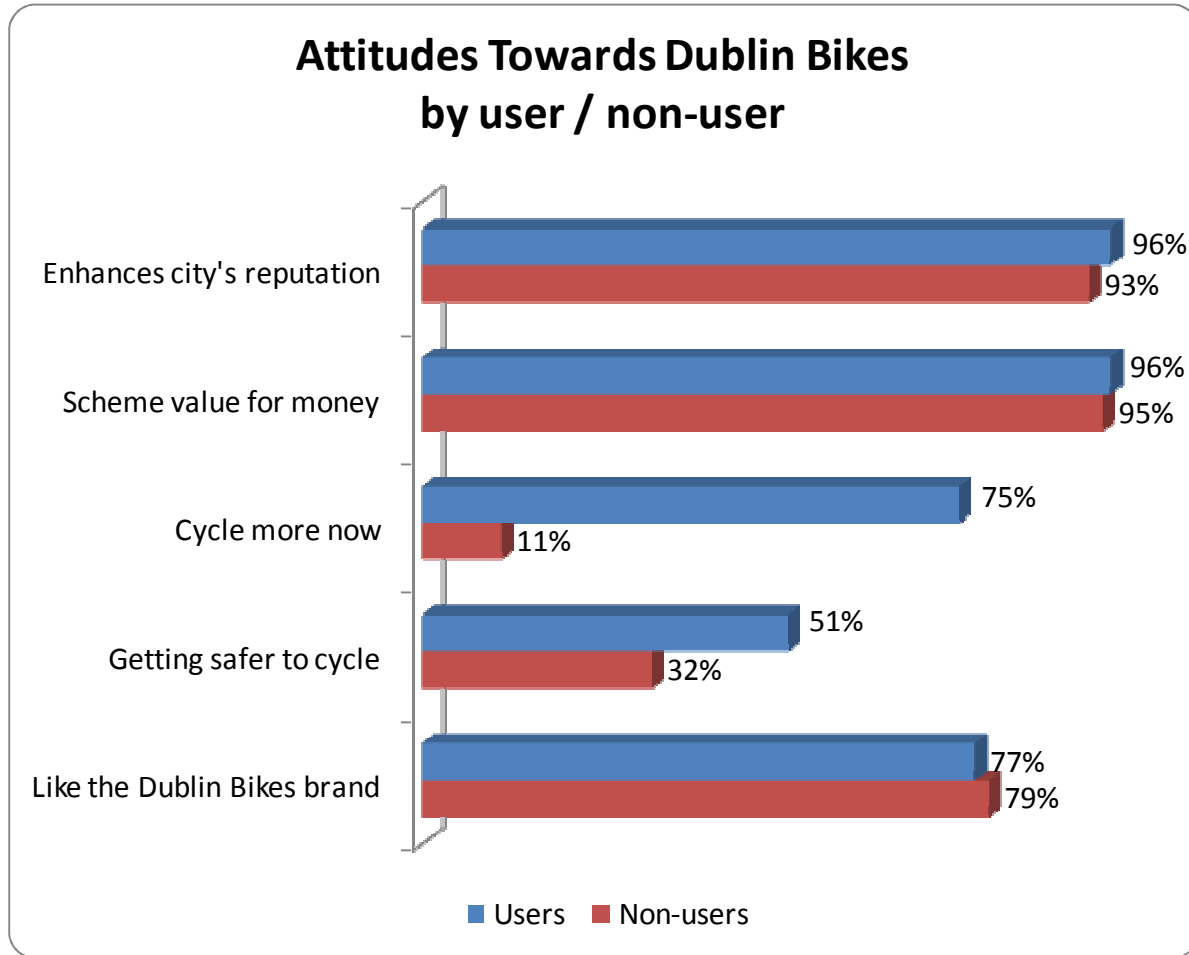
<b>I think it is getting safer to cycle in Dublin City</b>						
	% of					Disagree -> Agree
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
3.08	13	21	24	29	13	

79% agreed that they liked the look of the Dublin Bikes brand.

<b>I like the look of the Dublin Bikes brand</b>						
	% of					Disagree -> Agree
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
4.04	1	4	16	48	31	

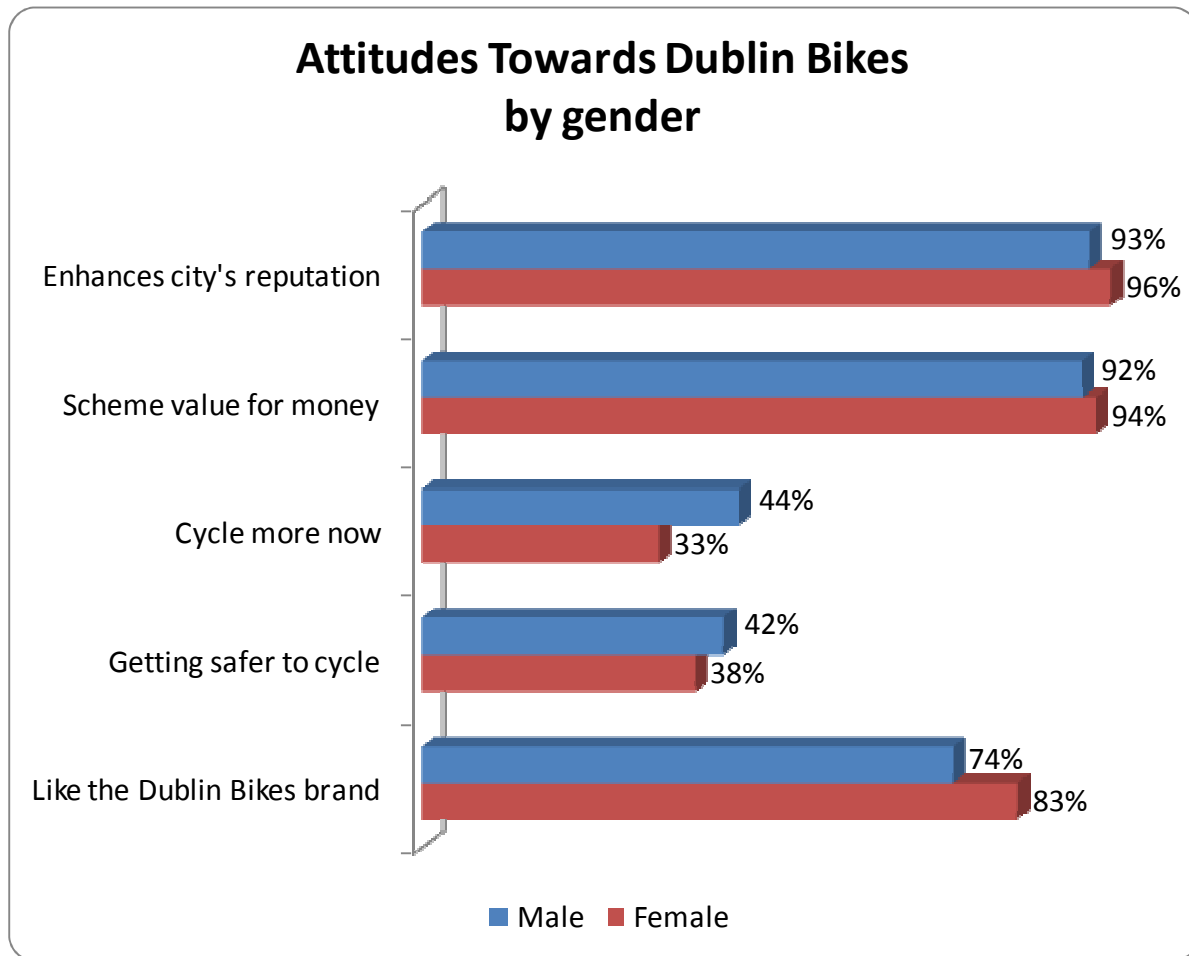
## By User / non-User

Users of the Dublin Bikes scheme were more likely to cycle more since the introduction of the scheme and were also more likely to feel that it is getting safer to cycle in the city.



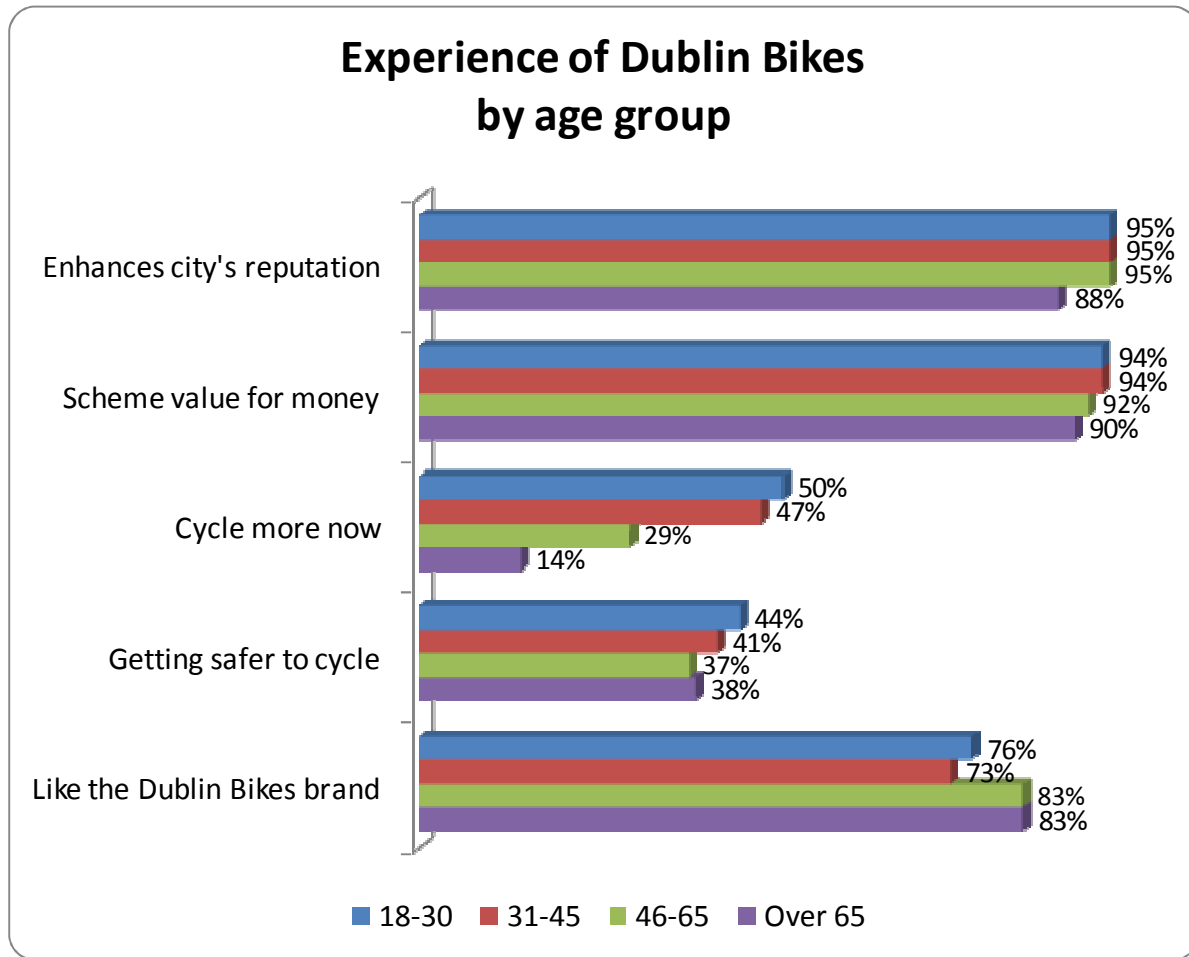
## By Gender

Male respondents were more likely than female respondents to cycle more since the introduction of the scheme. The Dublin Bikes brand was more appealing to female respondents than to male respondents.



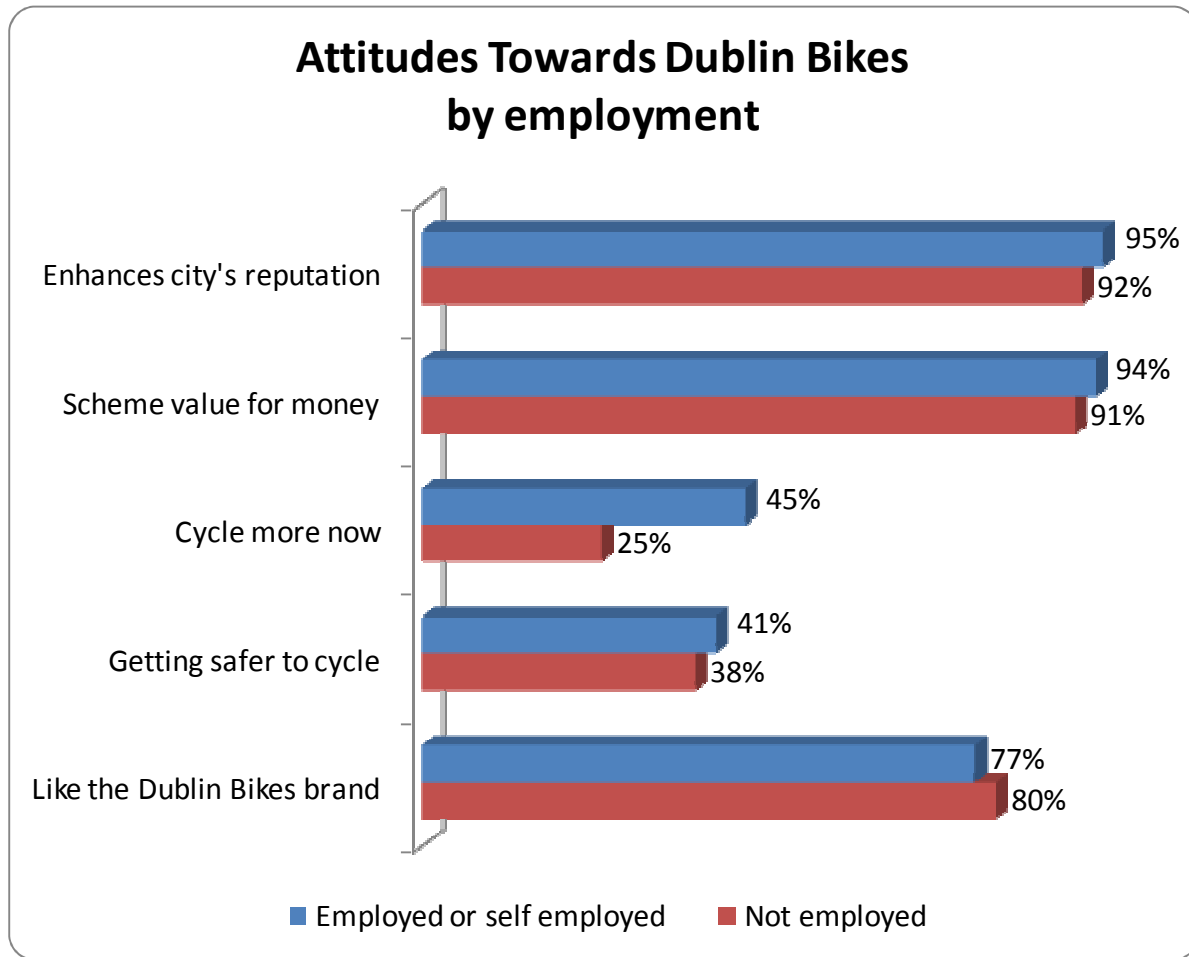
## By Age Group

Any increase in cycling since the introduction of the scheme lessened among older age groups. The Dublin Bikes brand was more appealing to older respondents than younger respondents.



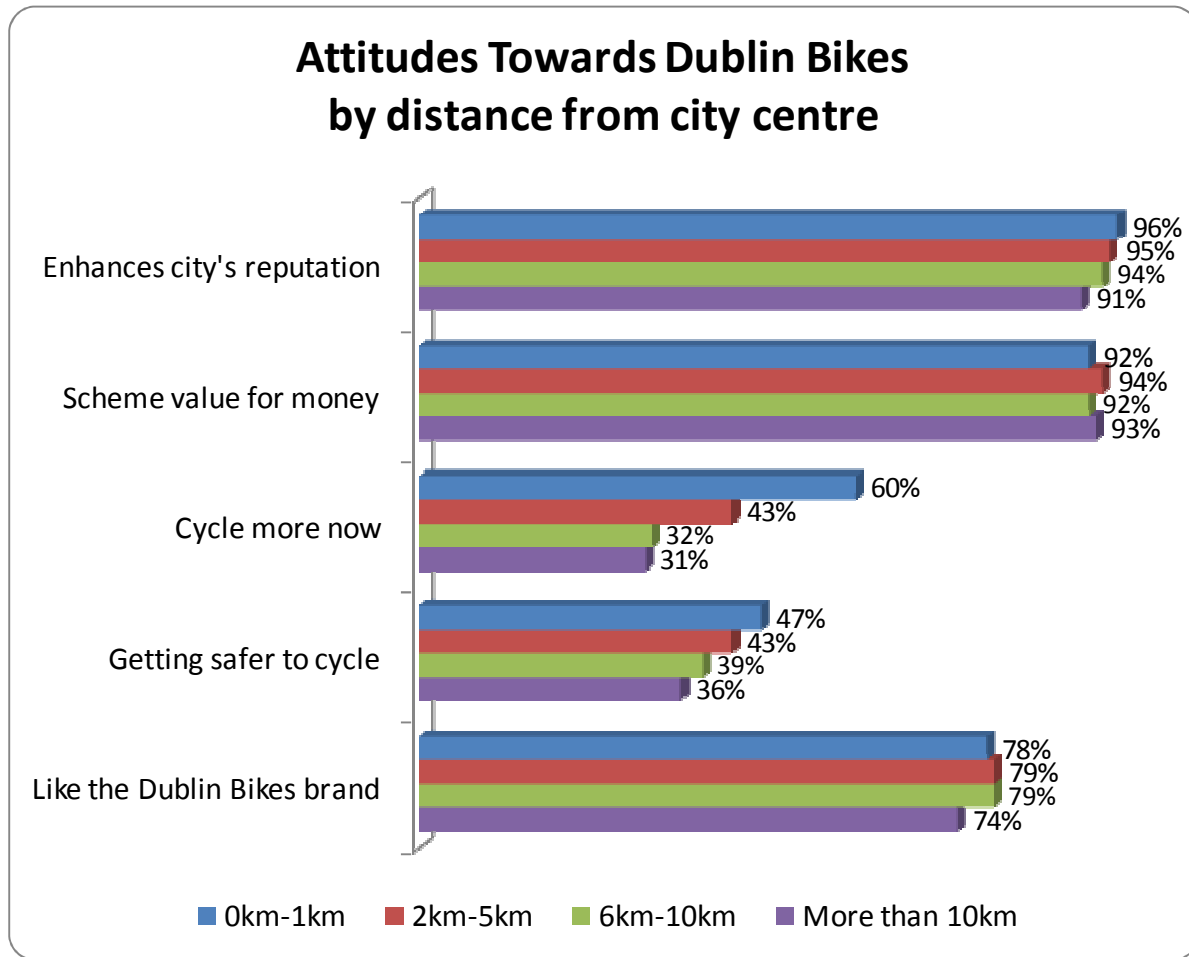
## By Employment

Respondents who were in employment were more likely to cycle more since the introduction of the scheme.



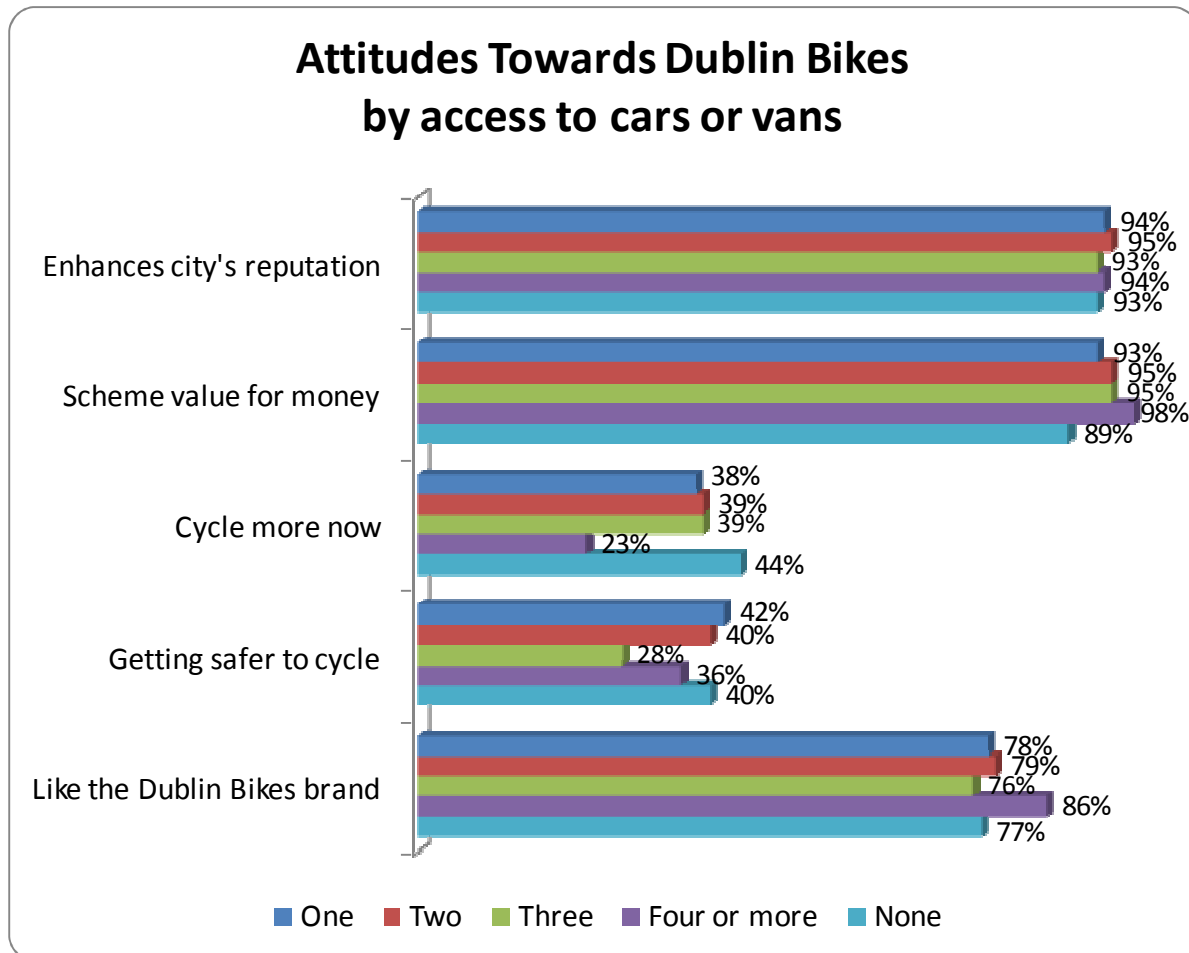
## By Distance from the City Centre

Respondents living closer to the city centre were more likely to cycle more since the introduction of the scheme and were also more likely to feel that it is getting safer to cycle in the city centre.



## By Access to Cars and Vans


Respondents with access to four or more cars or vans were least likely to cycle more since the introduction of the scheme. Those without access to a car or van were most likely to cycle more now. Respondents with access to four or more cars or vans were least likely to feel that it was getting safer to cycle in the city.




## Satisfaction with Current Operation of Scheme

All respondents were presented with a pair of statements about the current operation of the scheme and were asked to indicate their level of agreement with each of these statements.

82% of respondents indicated that they were satisfied with the way the current scheme is operated.

<b>I am satisfied with the way the current scheme is operated</b>						
	% of					
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	Disagree -> Agree
4.02	1	4	13	56	26	

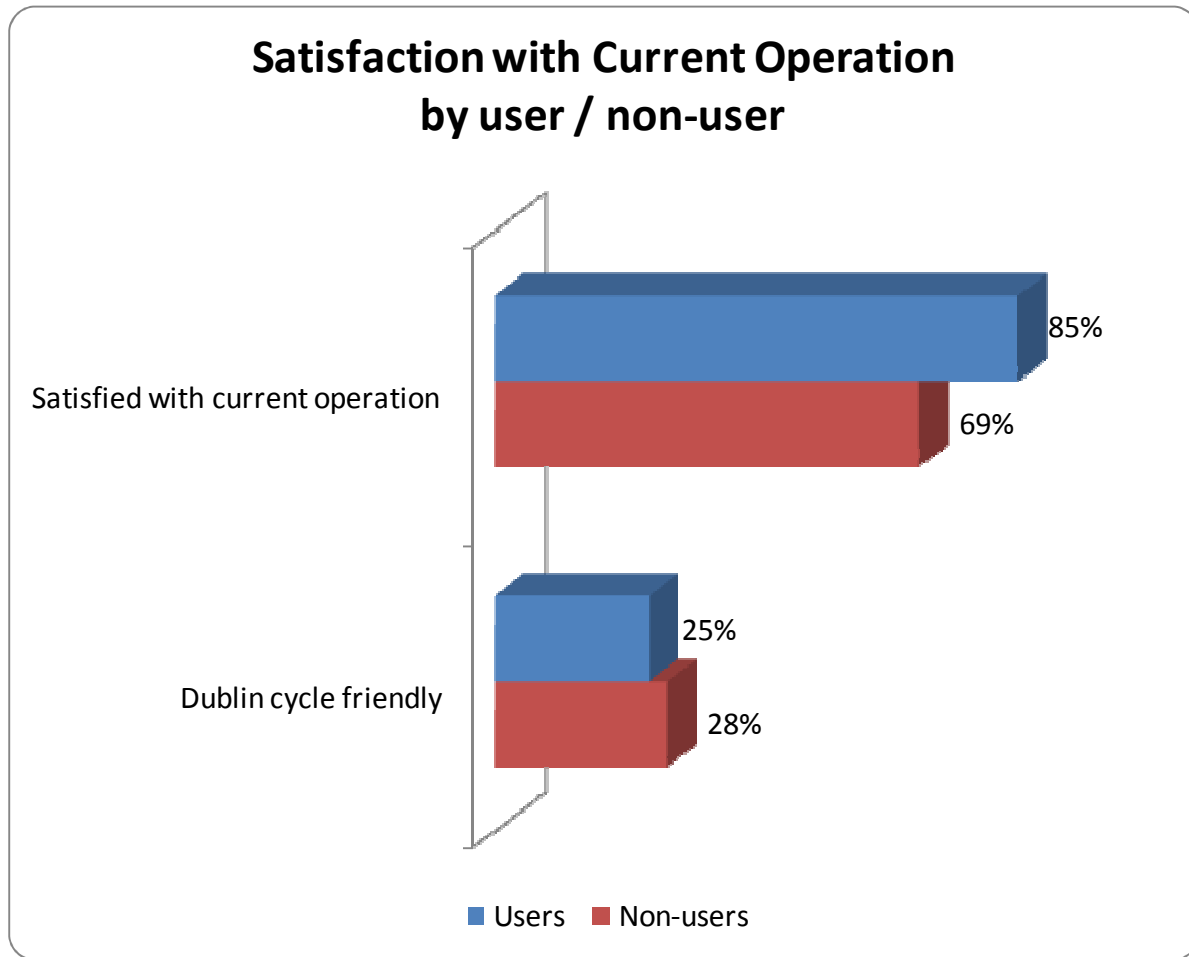
27% of respondents felt that Dublin is a cycle friendly city.

<b>Dublin is a cycle friendly city</b>						
	% of					
<b>Avg out of 5</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	Disagree -> Agree
2.67	15	36	22	22	5	



### By User / non-User

Respondents who had used the scheme indicated higher levels of satisfaction with how the scheme was operated.

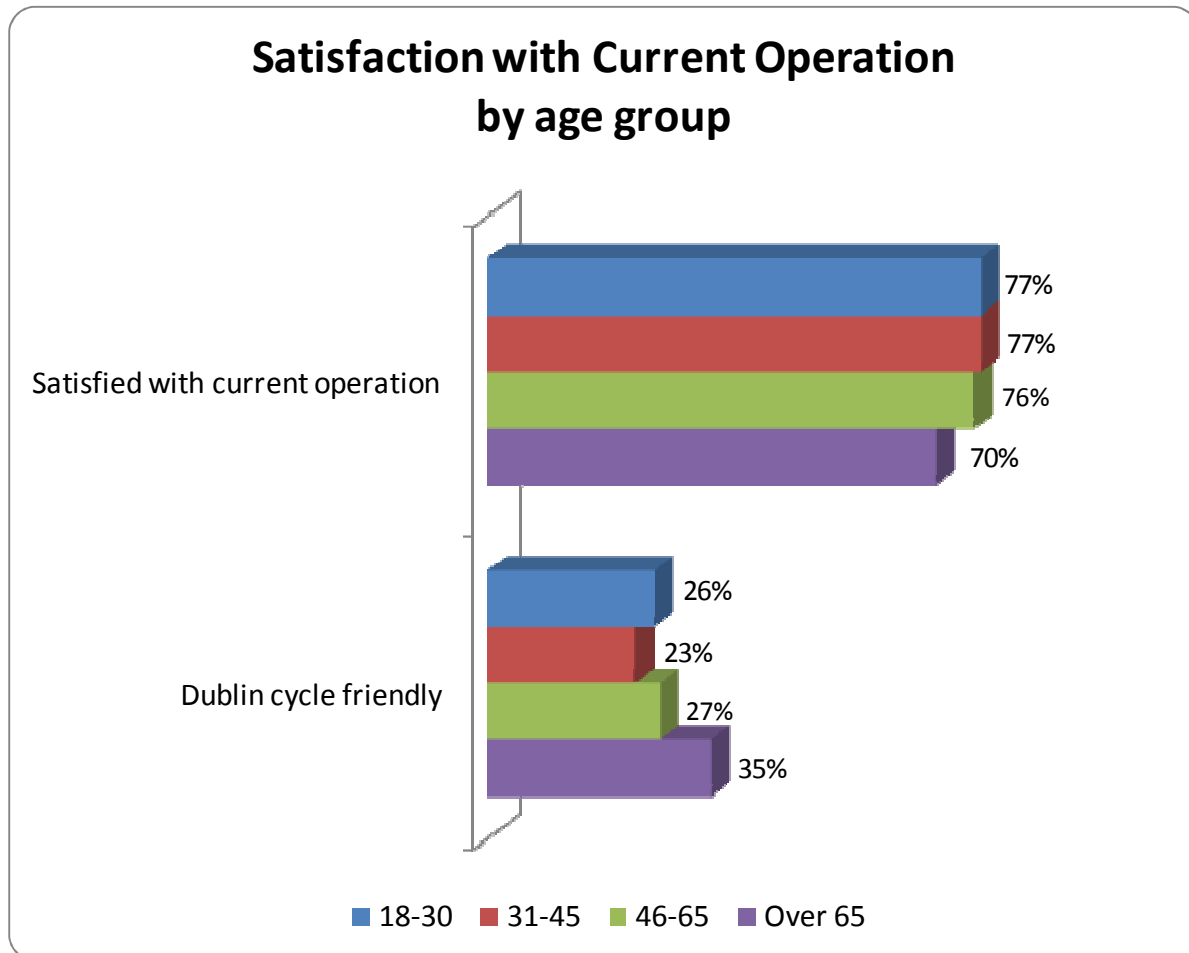


## By Gender

There were no significant differences in satisfaction with the current operation of the scheme when analysed by gender.

## By Age Group

Respondents aged over 65 were more likely than younger respondents to feel that Dublin is a cycle friendly city.



## By Employment

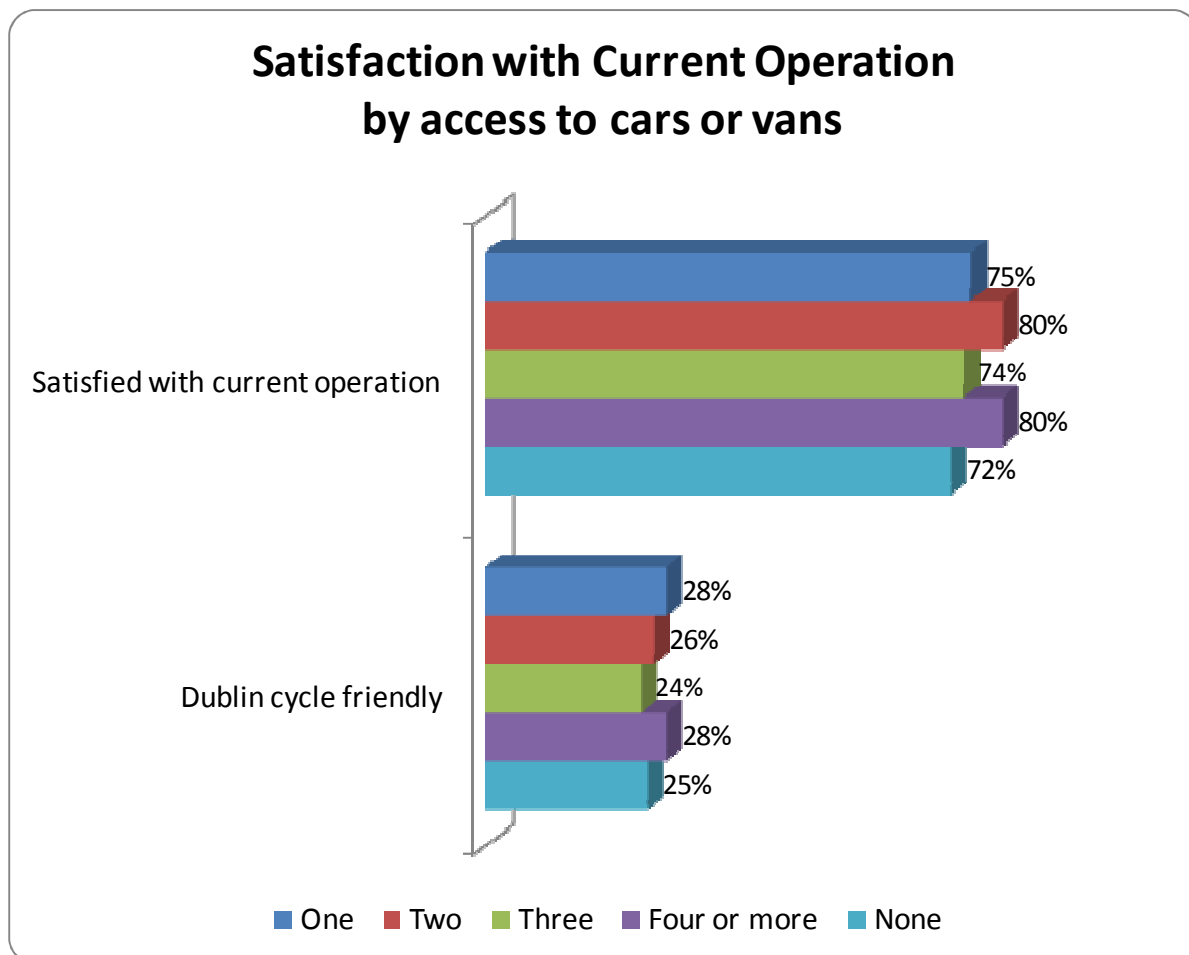
There were no significant differences in satisfaction with the current operation of the scheme when analysed by employment.

## By Distance from the City Centre

There were no significant differences in satisfaction with the current operation of the scheme when analysed by distance from the city centre.

## By Access to Cars and Vans

Respondents with access to two or four or more cars or vans were more likely than others to be satisfied with the current operation of the scheme.



## Things to Encourage More Cycling in Dublin

Respondents were presented with a series of nine ways in which people might be encouraged to cycle more in the city centre. They were asked to select and rank their top three of these in order from 1 to 3.

### Respondents who had used the scheme

“Creation of a new network of physically segregated cycle lanes” was the most popular selection by respondents who had used the Dublin Bikes scheme.

	No. Of First Choices	No. Of Second Choices	No. Of Third Choices	Total of First, Second or Third Choices	Average Ranking Out of 3
Creation of new network of physically segregated cycle lanes	<b>323</b>	169	122	614	<b>1.67</b>
Extensions of the Dublin Bikes scheme	206	167	178	551	1.95
Improvement of the current network of on-road cycle lanes	200	245	181	<b>626</b>	1.97
Improvement of the road surface	121	175	172	468	2.11
Stricter enforcement of road traffic laws	59	71	100	230	2.18
More bike parking	34	78	123	235	2.38
Expansion of the 30km speed limit	11	28	40	79	2.37
Free cycle training	9	19	22	50	2.26
City centre bicycle clinic to fix bicycles	4	14	27	45	2.51

## Respondents who had not used the scheme

“Creation of a new network of physically segregated cycle lanes” was the most popular selection by respondents who had not used the Dublin Bikes scheme.

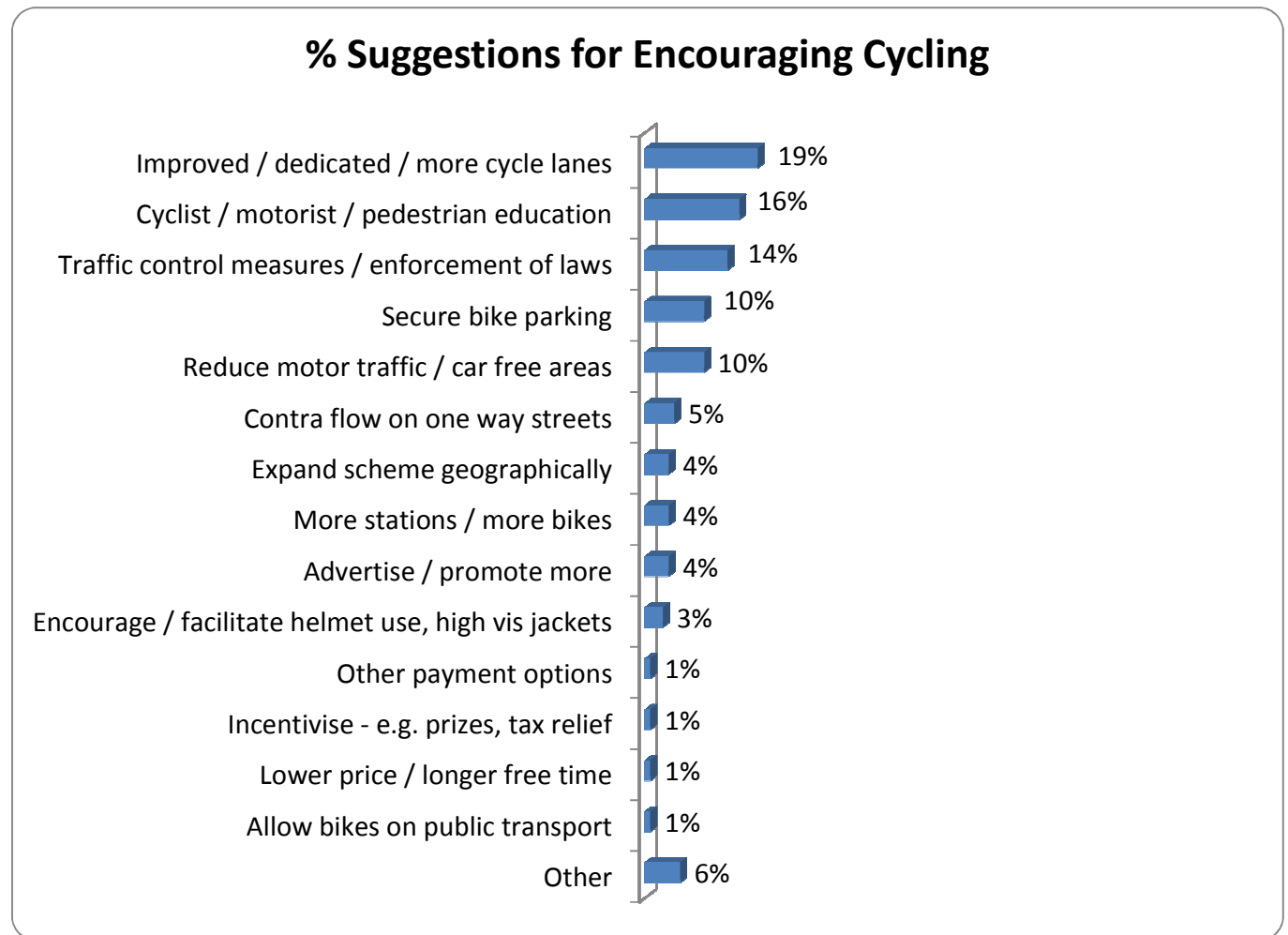
	No. Of First Choices	No. Of Second Choices	No. Of Third Choices	Total of First, Second or Third Choices	Average Ranking Out of 3	Missing
Creation of new network of physically segregated cycle lanes	<b>398</b>	200	132	<b>730</b>	<b>1.64</b>	141
Improvement of the current network of on-road cycle lanes	237	302	184	723	1.93	149
Stricter enforcement of road traffic laws	156	157	168	481	2.02	226
Improvement of the road surface	154	210	195	559	2.07	266
Extensions of the Dublin Bikes scheme	126	139	177	442	2.12	251
Free cycle training	54	55	56	165	2.01	220
More bike parking	49	82	173	304	2.41	281
City centre bicycle clinic to fix bicycles	33	26	89	148	2.38	253
Expansion of the 30km speed limit	13	44	42	99	2.29	304

## Other Suggestions for Encouraging Cycling

Respondents were asked to suggest any other ways in which cycling could be encouraged.

1,003 respondents made 1,339 suggestions for encouraging cycling. The most common of these suggestions were for improving cycle lanes and / or providing dedicated cycle lanes, mentioned in 19% of suggestions.

The full set of verbatim suggestions is contained in the accompanying volume.



A further 96 comments related to uncontrollable factors such as the weather.

## Ideas or Comments in Relation to Proposed Expansion

Respondents were asked if they had any ideas or comments to offer in relation to the proposed expansion of the Dublin Bikes scheme.

1,235 respondents offered a comment at this prompt.

17% of these were indications of general support of the expansion e.g. "It is a great idea".

A further 82% were supportive of the expansion qualified with suggestions as to improving the scheme or expansion to particular areas. These suggestions tended to be reiterations of suggestions from the previous section, e.g. "Before introducing extra bikes, they should improve bike lanes, they are very random, enforce laws, educated drivers and cyclists on better road behaviour. Cyclists should be more visible."

All verbatim comments received in response to this question are contained in the accompanying volume.

