

## **Members converted from casual & Members started with member purchase**

1/ What do you use Cyclistic for?

- Go to daily dining, shopping
- Tourism
- Commuting to work
- For fun or exercise, for kids
- Other, please specify:

2/ Why did you choose membership over single ride/ full-day passes:

- I use it often, so membership is cost efficient
- I get reimbursement for membership
- I was rereferred to membership by others, please specify:
  - Friends
  - Colloques
  - Families

3/ How did you heard Cyclistic?

- Internet search
- Ads on social media, please specify:
- Ads on travel agency, please specify:
- Referral, please specify:
  - Friends
  - Colloques
  - Families

## **Casual ride with 1-3 single ride payment & Casual ride with more single ride/full-day passes payment**

1/ What do you use Cyclistic for?

- Go to daily dining, shopping
- Tourism
- Commuting to work
- For fun or exercise, for kids
- Other, please specify:

2/ Why did you choose single ride/ full-day passes over membership:

- I use it not often enough, so membership is too costly, please specify:
  - I only use for weekends, not weekdays
  - I only use for summer, not winter
- I am unaware of membership
- I don't understand membership policy
- There is not station near my place

3/ How did you heard Cyclistic?

- Internet search
- Ads on social media, please specify:
- Ads on travel agency, please specify:

- Referral, please specify:  
Friends  
Collogues  
Families