**Distribution plan (Brighton-specific, high-yield)**

**Primary channels (free/owned)**

* **Uni of Sussex & Uni of Brighton**: student and staff newsletters; SU Instagram stories; posters on campus.
* **Local Facebook groups**: “Brighton People”, “Brighton & Hove Community”, “Brighton Seafront Workers”, “Brighton Students”.
* **Partnership drops**: i360, Royal Pavilion, Brighton Pier, SEA LIFE, hostel lobbies (YHA, Selina) — ask to place a QR card.
* **On-street intercepts**: laminated A5 QR cards near Beryl Bikes bays, Brighton Station, Churchill Square, Palace Pier.

**Paid/boost (if needed)**

* **Instagram/FB ads** geotargeted to BN1–BN3, interest in cycling/eco/commuting; daily cap £10–£20 for 3–4 days.
* **Google Maps local ads** near “bike hire Brighton” searches (short burst).

**Timing & quotas**

* Aim for **200–300 completes**.
* Quotas to hit balanced insight:
  + **Residents 60% / Visitors 40%**
  + **Users of shared bikes 50% / Non-users 50%**
  + **Age**: ensure at least 30% 18–24 for student skew, but keep 25–44 ≥40%.
* Run for **3–5 days** across a Thu–Sun window to capture commuters *and* tourists.

**Incentive**

* One **£50 local voucher** (e.g., North Laine eateries or One4All). Mention odds (“~1 in 300”). Collect emails in a **separate form** to keep survey anonymous.

**Analysis plan (so responses translate to decisions)**

* **Demand & pricing**
  + Using **Van Westendorp**: compute **Point of Marginal Cheapness/Expensiveness** → select optimal per-minute & unlock fee.
* **Pass design**: pick the bundle (Q12) with highest share; model expected cannibalisation of pay-as-you-go.
* **Feature priorities**: convert Q14 ranks to **Top-2 box** importance to guide MVP.
* **Redistribution reward**: from Q15–16, pick the cheapest incentive that gets ≥60% willingness.
* **Eco premium**: from Q18–19, decide if +1p/min is feasible without killing demand.