Title: @tfltrafficnews User Profile

Job Number: 12047
Date: July 2012
Summary
Objectives and method

@tfltrafficnews currently has over 14,000 followers (up from 7,000 in May 2012)

While it is clear that the feed is well used by a variety of corporate followers and private individuals

This project was designed to find out more about:
• Who the followers are
• How they are using the service
• The impact that the information has on journey planning
• Any suggested enhancements

Additionally, there was a methodological element examining the effectiveness of broadcasting a survey via Twitter

The survey was Tweet-ed out between 6th and 13th July
• At intervals throughout the day
• Attached to traffic reports, and as a stand-alone Tweet

Our thanks to all who assisted with the delivery of this survey
Key findings (profiling)

- The typical @tfltrafficnews follower who responded to the survey is male, 25-54 years old. Male responders outnumbered female by 3:1.

- The vast majority of followers live in London.

- The majority find the information good enough for purpose or completely accurate and almost three quarters (72%) have changed travel plans as a result of the information received.

- Just over half of the respondents use the twitter feed for business purposes whilst three quarters use it for personal purposes.

- Those using @tfltrafficnews for business purposes are most likely to be professional drivers.

- Those who check it for personal use are most likely doing so for regular trips or commuting.

- Those checking the feed are most likely to do so when checking twitter generally and tend to do so several times a day.
Key findings (methodology)

- Half of those who clicked on the survey link went on to complete the survey
  - (And the true figure is probably higher as there is likely to be been some internal testing even once the survey was live)

- The majority of those who dropped out did so without answering any questions
  - It is not clear whether they were aware they were on a survey or just wanted to have a look at it

- After the first question, very few respondents dropped out
  - The brevity of the survey was undoubtedly a factor in reducing attrition rates (the survey length was mentioned on the front page)
  - Overall the method was successful in gaining the feedback from this audience, which would otherwise be almost impossible to access

- The survey was completed on a variety of devices (PC, iPhone, Android etc)
  - Device rendering is therefore a useful tool in enabling wide participation

- Key learnings
  - Twitter surveys are a viable means of accessing followers
  - There is little attrition on short surveys – once people start, they tend to finish
  - Where possible, device recognition should be used as many respondents will not be at a PC when answering the survey
Follower profile
Gender and age of completed responses

The majority of users participating in the study are males between the ages of 25-54 years
Only 24% of the respondents are females

Q1. How old are you (Base: all completers 99)
Q13. Are you…? (Base: all completers 99)
Where followers live

The vast majority of users, 86%, live in London.
Most complete responses to the survey are from followers of @tfltrafficnews

Q2. Do you follow @tfltrafficnews? (Base: all completers 99)

- Followers: 96%
- Non followers: 4%

Of the 12 non-completers who answered the question, 7 followed your feed, 5 did not.
Three of the 5 non-followers who accessed the survey were specifically looking for traffic news. Three dropped out at this point and left the response blank. Those who did not know how they accessed the survey also dropped out at this point.

### How the survey was found by non-followers of @tfltrafficnews (COUNTS)

<table>
<thead>
<tr>
<th>Method</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Searched traffic news and found tweet</td>
<td>2</td>
</tr>
<tr>
<td>Browsed feed while deciding whether to follow</td>
<td>1</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
</tr>
<tr>
<td>Blank</td>
<td>3</td>
</tr>
</tbody>
</table>
The vast majority of respondents, 86%, find the information on @tfltrafficnews at least good enough for purpose.

**Accuracy of information**

- Completely accurate: 17%
- Good enough for purpose: 65%
- Not very accurate: 13%
- Don't know: 5%

*Q4. How accurate do you think the information is on @tfltrafficnews? (Base who answer: 104)*
Three quarters of those responding use @tfltrafficnews for personal purposes, whilst a half use it for business.

**Q5/6 In what context do you use @tfltrafficnews for business (Base: all / all using for business 52)**

- **A professional driver (taxi, chauffeur, bus, delivery etc)**: 60%
- **Pass on the information to customers or users (events, radio, media etc)**: 23%
- **Drive as part of work (estate agent, sales, office services etc)**: 17%
- **Other**: 10%
The most frequent personal use is for regular trips or commuting

<table>
<thead>
<tr>
<th>Type of personal use</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>For regular trips or commuting</td>
<td>76%</td>
</tr>
<tr>
<td>To plan for specific trips</td>
<td>40%</td>
</tr>
<tr>
<td>For infrequent trips</td>
<td>29%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Other comments
- All my trips
- Information on congestion to lobby for more investment to help modal shift

Q7. When you are using @tfltrafficnews for personal use, what do you use it for? (Base: all those with personal use, 75)
Plan changes

Three quarters of followers say they have changed their travel plans after looking at @tfltrafficnews

Q8. Have you ever changed your travel plans after looking at @tfltrafficnews? (Base: all 102)

Changed plans having checked @tfltrafficnews

- Yes: 72%
- No: 23%
- Don't know: 5%

Q8. Have you ever changed your travel plans after looking at @tfltrafficnews? (Base: all 102)
Frequency of use

Most respondents check for information several times a day and when generally checking twitter.

When do people check the information

<table>
<thead>
<tr>
<th>Event</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad hoc, when checking twitter generally</td>
<td>71%</td>
</tr>
<tr>
<td>Before travel</td>
<td>54%</td>
</tr>
<tr>
<td>During the journey once there is a problem</td>
<td>43%</td>
</tr>
<tr>
<td>During the journey generally</td>
<td>28%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

How often do people check the information

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than once a day</td>
<td>81%</td>
</tr>
<tr>
<td>Once a day</td>
<td>4%</td>
</tr>
<tr>
<td>Once a week</td>
<td>1%</td>
</tr>
<tr>
<td>Couple of times a week</td>
<td>8%</td>
</tr>
<tr>
<td>Less often than once a week</td>
<td>6%</td>
</tr>
</tbody>
</table>

Q9. Do you tend to check information from @tfltrafficnews...? (Base: all 102)
Q10. How often do you tend to check information from @tfltrafficnews? (Base: 101)
Feedback to TfL about @trafficnews

A total of 47 respondents provided additional comments – almost half those who completed the survey

- A total of 28% sent a message of thanks and keep up the good work. It is also seen as a potential source of information during the Olympics
  - “Super, brill keep it up.”
  - “Very good service and hope it will help the next couple if months with the Olympics”

- Of those with suggestions for improvements, timeliness was a key issue
  - “Not always fast enough to report diversions problems”
  - “Perhaps a bit more interaction with the likes of taxi drivers/bus drivers for more up to the second information like BBC Travel do.”

- Extending the hours of operation was also thought useful
  - “It’s fantastic, I drive from Essex into London 3 nights a week and check M25, A13 and Central London, I wish it was 24 hour cos [sic] I drive home at 1am and there is always a holdup somewhere, thank you”
  - “System works well during the day but London can get very busy after 9 pm and it would be great to have this service for the evening at least till 12”

- Sometimes the balance is not perceived to be right between what is reported and what is not
  - “Some major delays & police road closures (demonstrations etc) often not reported at all whilst minor incidents such as temp accidents repeated again & again”
  - “Just seems to be A roads or cctv covered roads. Last week during the evening rush hour no mention of accident in Greenford West London where huge delays experienced. No mention on twitter.”
Methodology analysis
Device used to access the survey

Surveys were completed on a wide range of devices.
In terms of device rendering, iPhone and Android are the most important.

Completers
- PC: 28%
- iPhone: 36%
- iPad: 9%
- Android: 20%
- BlackBerry: 5%
- IEmobile: 1%

Non-completers
- PC: 36%
- iPhone: 17%
- iPad: 20%
- BlackBerry: 14%
- Android: 10%
- IEmobile: 1%
Once respondents started the survey, most finished it. The short length of the survey almost certainly assisted in driving a low attrition rate.

Note: some questions were dependent on previous answers and are not shown here. Q11 was optional – respondents could move forward without providing an answer.
Thank you for clicking on this survey. There are 13 questions it should only take a couple of minutes - your feedback is really appreciated!
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