

Prudential RideLondon 2015  
participants and spectators  
report

August 2015

TfL number: 14008

FT number: 1810

FINAL REPORT





# Contents

- Background, objectives and sample
- Topline summary
- Overview
- Reasons for participating in/attending
- Communication and activity prior to the Prudential RideLondon weekend
- Experience on the day
- Impact of Prudential RideLondon
- Recap
- Appendix

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# Background, objectives and sample

# Background and objectives

## Background:

- Following the success of Prudential RideLondon in 2013 and 2014, TfL delivered the event again in 2015 as part of its commitment to encourage Londoners to cycle, cycle more often and cycle safely
- The business objective is to encourage 30,000 new, occasional and lapsed cyclists per annum to take up and/or continue cycling or cycle more



## Research objectives:

- TfL wishes to assess the impact of Prudential RideLondon by surveying participants and those visiting event sites in London and Surrey with a particular focus on:
  - Satisfaction with the events
  - Impact on future cycling behaviour

# Sample – spectators

During Prudential RideLondon 2015 a number of face to face interviews were conducted with spectators at each of the following events in London and Surrey

Spectators / visitors			
Type of event	Specific event / Location	Number of interviews	
Festival Zones	ExCeL Centre	70	408
	Green Park	61	
	Leadenhall Market	42	
	Guildhall Yard	51	
	St Paul's Churchyard	90	
	Aldwych	39	
	Lincoln's Inn Fields	55	
RideLondon-Surrey 100 / Surrey Classic (London)	Kingston upon Thames	201	379
	The Mall / Whitehall	178	
RideLondon-Surrey 100 / Surrey Classic (Surrey)	Esher	25	385
	Walton on Thames	47	
	Byfleet	20	
	Wescott	22	
	Dorking	95	
	Boxhill	58	
	Leatherhead	70	
	Thames Ditton	48	
Grand Prix	St James Park	149	149



**Note:** In 2013, only spectators in London were surveyed whereas the 2014 and 2015 sample also includes spectators in Surrey. Therefore a direct comparison with 2013 is not possible at a total level

# Sample – participants

In August an online survey was sent to all those who **took part** in the following events

Participants	
Type of event	Number of interviews
Prudential RideLondon-Surrey 100	6,050
Prudential RideLondon FreeCycle	1,327

**Note:** in 2014 invites were sent to all those **registered to participate** in the events, whereas in 2015 it was sent to those who were known to have **taken part**

Throughout this report significant differences are denoted as follows:

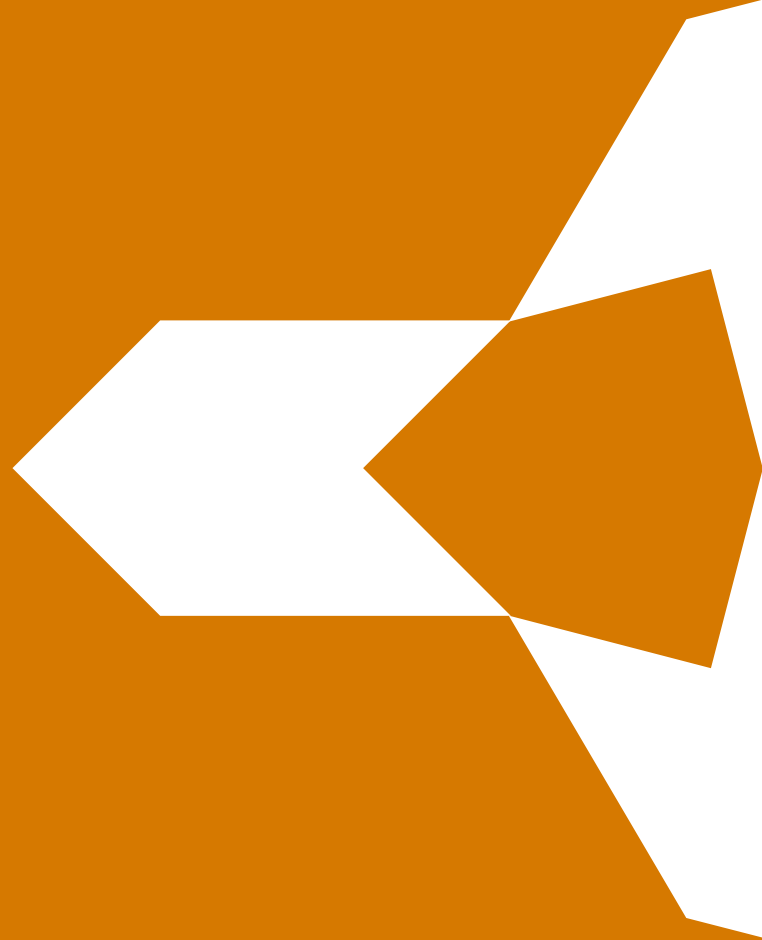


Significantly higher than 2014



Significantly lower than 2014

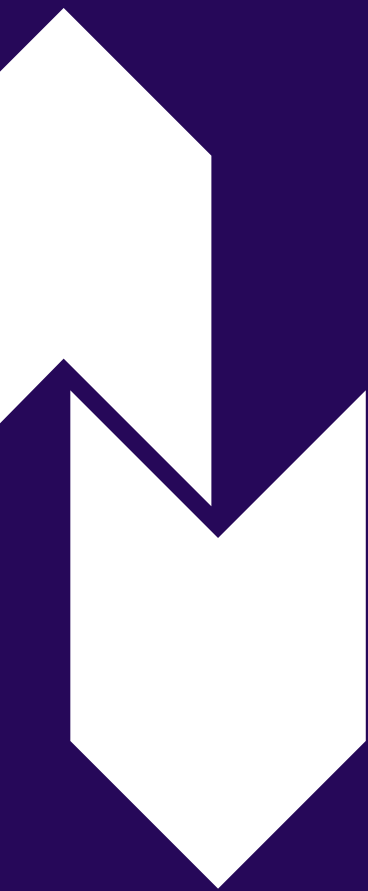
# Topline summary



# Summary

- Participants and spectators continued to have a great experience at this year's Prudential RideLondon events, with overall satisfaction and advocacy remaining very high
- Participants of both events are more satisfied with the quality of information from organisers prior to the event this year and with ease of getting to the event
- Satisfaction among spectators has increased to an all time high this year and the events continue to potentially influence many people to increase their cycling frequency, both participants and spectators as well as children that attended the events
- The Prudential RideLondon-Surrey 100 / Prudential RideLondon-Surrey Classic events continue to have a positive impact on perceptions of Surrey among spectators and participants
- However, while overall satisfaction is very high there is always room for improvement
  - Among Prudential RideLondon FreeCycle participants, satisfaction has fallen this year
    - This is driven by a fall in ratings for the event as a spectacle, quality of organisation on the day and the stewarding/marshalling. There was a feeling that the event was too crowded this year, especially around The Mall/Trafalgar Square, with over a quarter of those giving feedback mentioning crowding as an issue
  - Similarly, while overall satisfaction among Prudential RideLondon-Surrey 100 participants has increased slightly this year, one in five giving feedback on the event thought the event was too crowded and there were increases in safety concerns compared to 2014. There were also more negative feedback about the hubs/feed stations

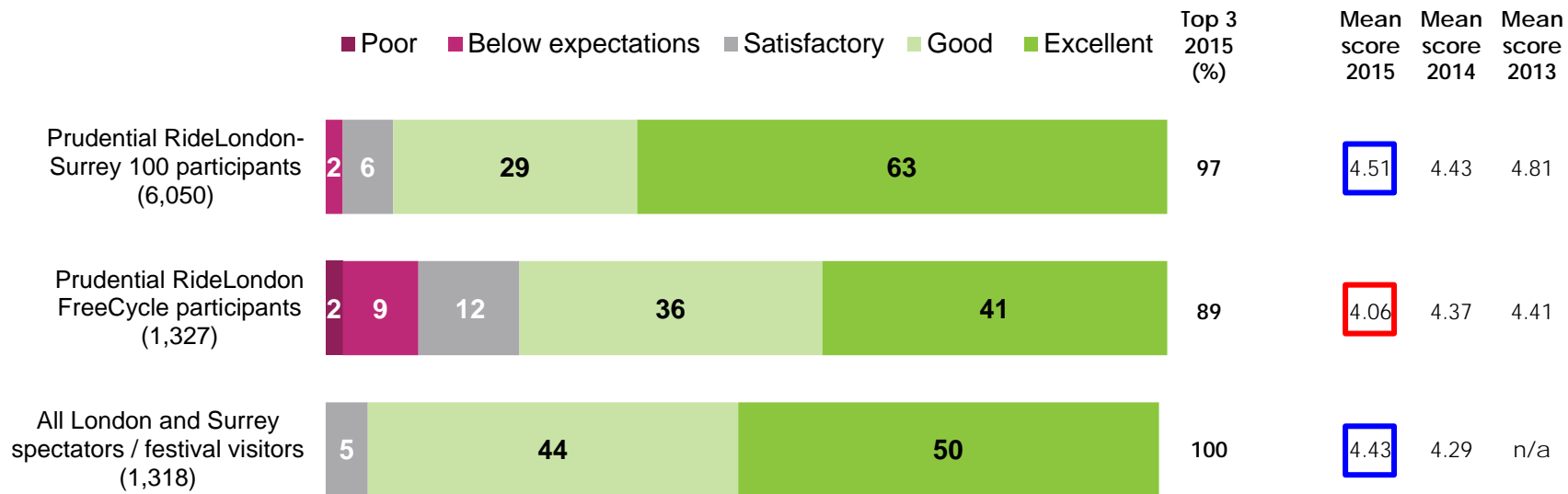




# Overview

# Overall satisfaction with event – all respondents

- Satisfaction with the events remains high this year, with nearly all participants and spectators rating their experience as at least 'satisfactory'
- While overall satisfaction is still high among Prudential RideLondon FreeCycle participants, satisfaction has fallen significantly this year

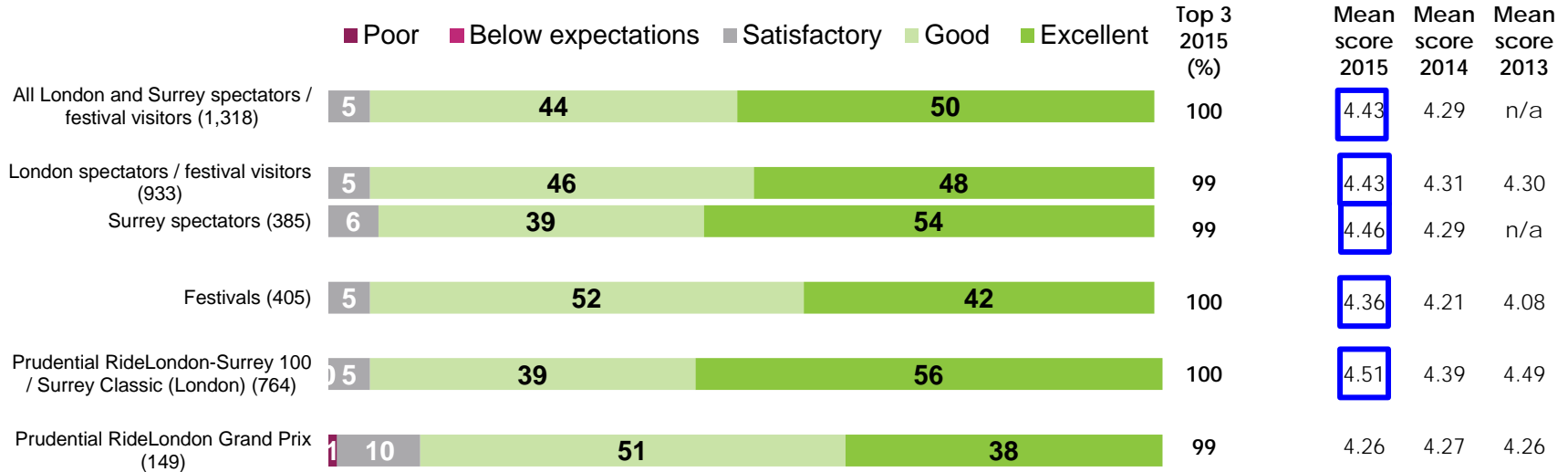


Q2. Thinking about your experience as a whole, how satisfied were you with the Prudential RideLondon <insert event> event in terms of your overall satisfaction?

Base: All respondents (individual base sizes shown in chart)

# Overall satisfaction with event – spectators/festival visitors

- Overall satisfaction with the events in London this year among spectators/festival visitors has improved slightly since 2014, with nearly all rating their experience as satisfactory, good or excellent



Q1. I'd like to ask you about the event you are attending right now. Thinking about your experience as a whole please tell me how you would rate this event in terms of your overall satisfaction

Base: All respondents (individual base sizes shown in chart)

# Drivers of satisfaction

- For Prudential RideLondon-Surrey100 participants and Prudential RideLondon FreeCycle participants satisfaction scores were largely driven by the how well the events were organised on the day
- For spectators the most important factors were the entertainment value and the spectacle
- Despite all elements of the events being rated positively, some potential areas for improvement are listed below

	Prudential RideLondon-Surrey100 participants	Prudential RideLondon FreeCycle participants	London spectators / festival visitors	Surrey spectators
Key Drivers of satisfaction	<ul style="list-style-type: none"> <li>• Quality of organisation on the day</li> <li>• Facilities available, including toilets, mechanical aid etc.</li> <li>• Stewarding / marshalling</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of organisation on the day</li> <li>• The event as a spectacle</li> <li>• Stewarding / marshalling</li> </ul>	<ul style="list-style-type: none"> <li>• The event as a spectacle</li> <li>• Ease of getting to the event</li> <li>• The entertainment value</li> </ul>	<ul style="list-style-type: none"> <li>• The event as a spectacle</li> <li>• The entertainment value</li> <li>• Stewarding / marshalling</li> </ul>
Potential areas for improvement	<ul style="list-style-type: none"> <li>• Prudential RideLondon Cycling Show (mean satisfaction score of 3.68)</li> <li>• Ease of getting to the event (3.80)</li> <li>• Signposting to / finding the event (3.97)</li> <li>• Value for money (3.97)</li> </ul>	<ul style="list-style-type: none"> <li>• Activities provided along the route (3.94)</li> <li>• Signposting to / finding the event (3.98)</li> </ul>	<ul style="list-style-type: none"> <li>• The information available today about the event (4.01)</li> <li>• Stewarding/ marshalling (4.35)</li> </ul>	<ul style="list-style-type: none"> <li>• The information available today about the event (4.07)</li> </ul>

Q2/Q1 Thinking about your experience as a whole, how satisfied were/are you with the Prudential RideLondon <insert event> event in terms of your overall satisfaction? / Q4/Q4a: Using a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', please tell me how you would rate the following:

Base: All RideLondon-Surrey100 respondents (6,050), All FreeCycle participants (1,327), London spectators/festival visitors (933), Surrey spectators (385)

# Overall feedback was largely positive, but this year there were concerns about safety and the number of people taking part



Great even, well organised. *Gold standard* event.

Very impressed by how *well organised* the event was, and how *helpful the stewards* and people at the rest stops were.

*Great organisation and lovely helpful stewards*, thanks very much would highly recommend to anyone :).

I thought the *organisation was superb* and the *volunteers were brilliant*.

*It was awesome!* Very well organised and *fantastic atmosphere on the day*.

The whole experience was amazing. *Never to be forgotten*. So well planned and organised. *I want to do it next year*.

*Excellent event*. I have done many of the big European sportives, but this was on a par with any of them. The people of Surrey and Central London made it a *superbly special day*. Thank you for organising. Great work. *You did London and Surrey proud*.

For cyclists this was a *well organised, well marshalled event* with brilliant support from the public and emergency services

Timings and organisation at the *start was a shambles*, I started 1 hour after my allotted time given to me at registration, *too many participants created havoc on the roads*.

Disappointed there was *no food left* at any of the stops.

*The second hub had run out of food* when I arrived, but that was the only issue I had on the day.

There are too many participants. This creates unsafe situations. *I saw five crashes en route*.

There were *too many cyclists*. I believe that this contributed to the several accidents I saw.



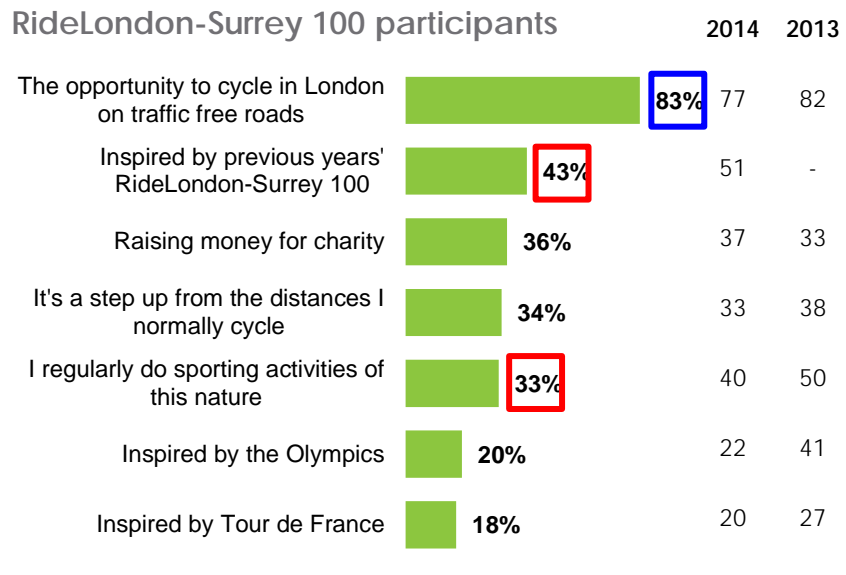
Q29. Do you have any further comments about Prudential RideLondon-Surrey 100 / FreeCycle? This could include things you liked, or areas where the event could have been improved?

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Reasons for participating in/attending

# Reasons for taking part – participants

- Participants were attracted to the events for different reasons with Prudential RideLondon FreeCycle seen as a fun day out with friends and family whereas the Prudential RideLondon-Surrey 100 holds more appeal for committed cyclists who relished the opportunity to cycle on traffic-free roads



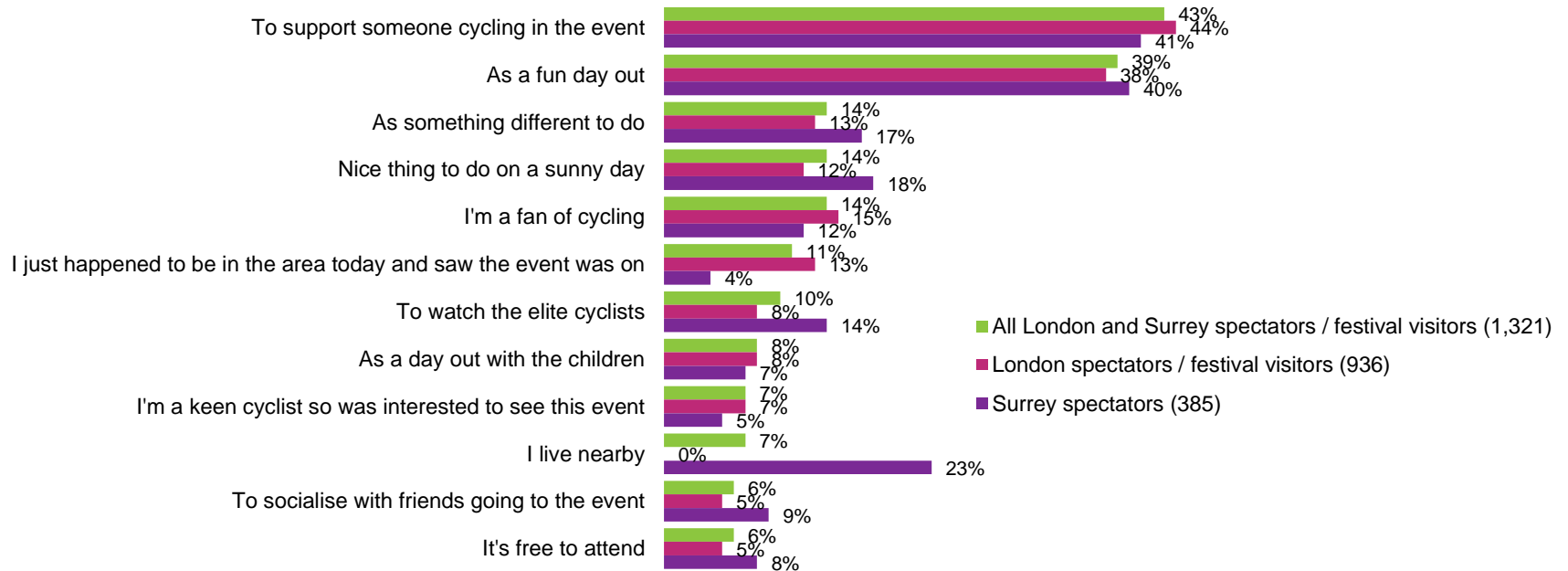
NB: Different codeframes were included in each of the questionnaires. Mentions above 10% are shown

Q1. What were your reasons for taking part in Prudential RideLondon-Surrey 100/ FreeCycle?

Base: All RideLondon-Surrey100 respondents (6,050), All FreeCycle participants (1,327)

# Reasons for attending – spectators / festival visitors

- To show support for someone taking part in an event or the prospect of a fun day out or were the main reasons for attending Prudential RideLondon
- Spectators in Surrey were more likely see the occasion as something different to do, to socialise with friends or a nice thing to do on a sunny day. They were also more likely to say that they wanted to watch the elite cyclists



Q3. What are your reasons for coming to this event today? Base: All spectators / festival visitors (in brackets above)



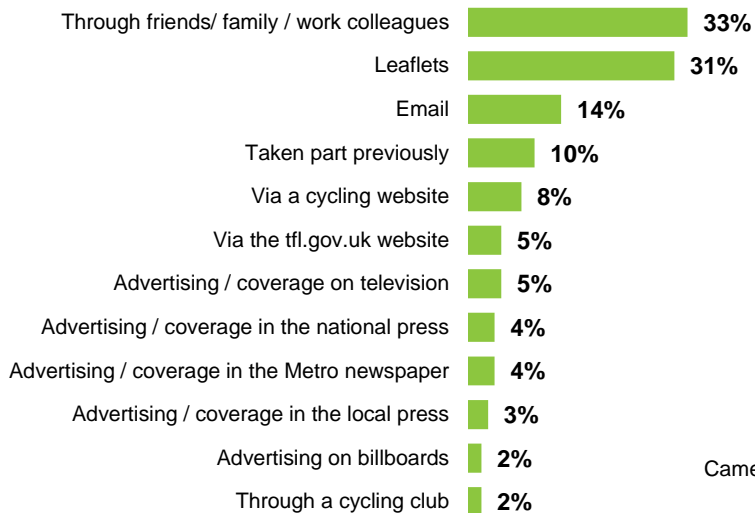


Communication and activity  
prior to the Prudential  
RideLondon weekend

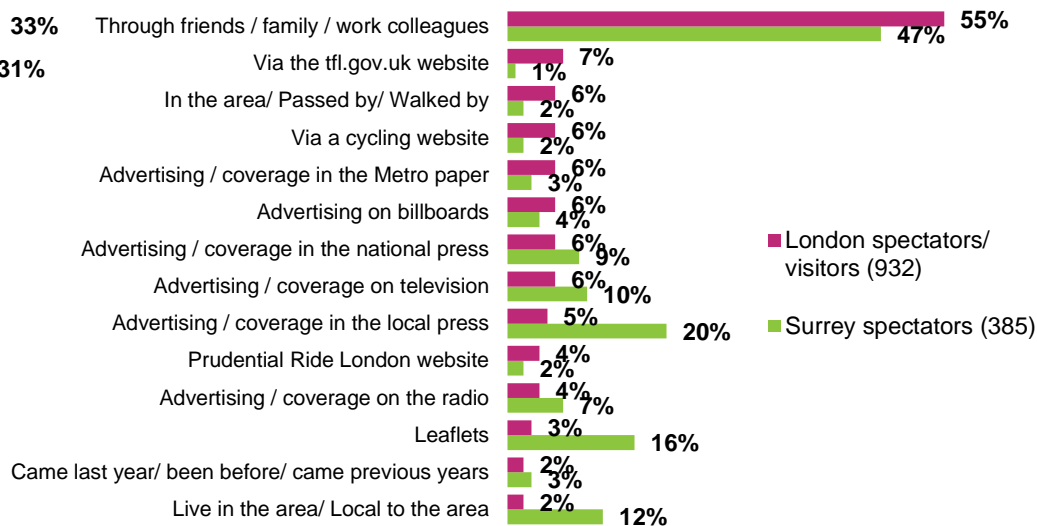
# Sources of awareness

- For both Prudential RideLondon FreeCycle participants and spectators/festival visitors, word of mouth is the main way people find out about the events
- Surrey spectators are much more likely to find out about the event in local press and through leaflets

## Prudential RideLondon FreeCycle participants



## Spectators/festival visitors

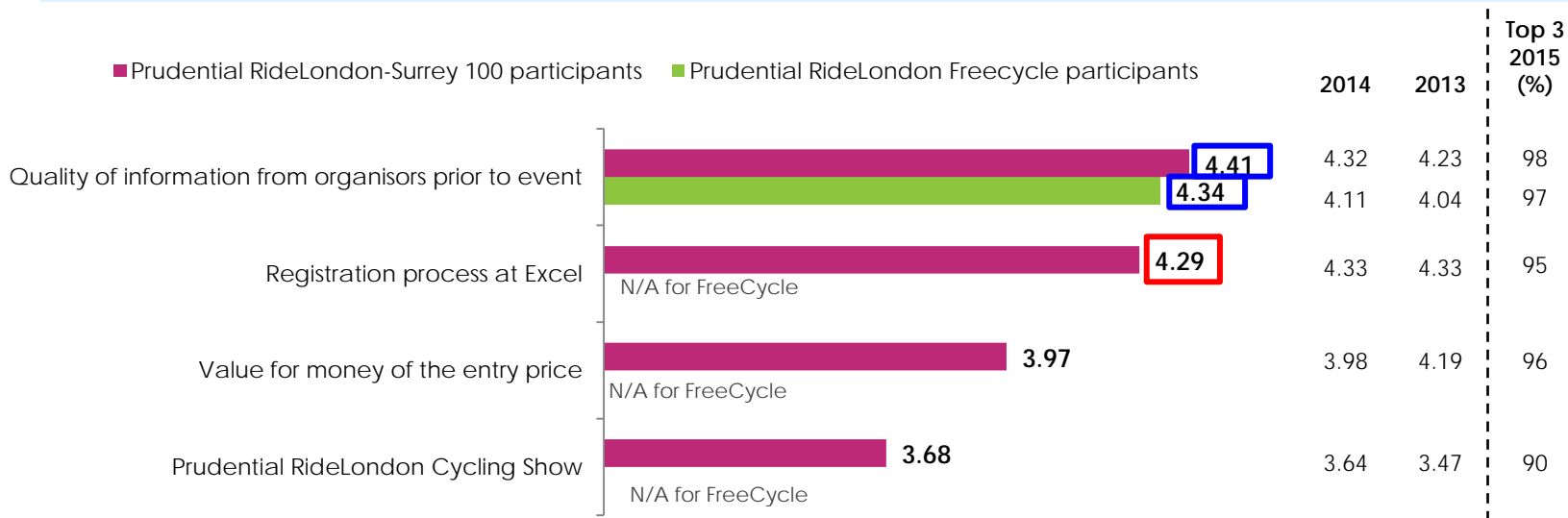


S2. How did you find out about Prudential RideLondon FreeCycle? All FreeCycle participants (1,327),

Q2. How did you find out about this event? Base: All spectators/event visitors

# Experience leading up to the event – participants

- Satisfaction with all aspects of the registration process and the information available prior to the event remains high this year
- The Cycling Show is again the lowest rated area though satisfaction is still quite high

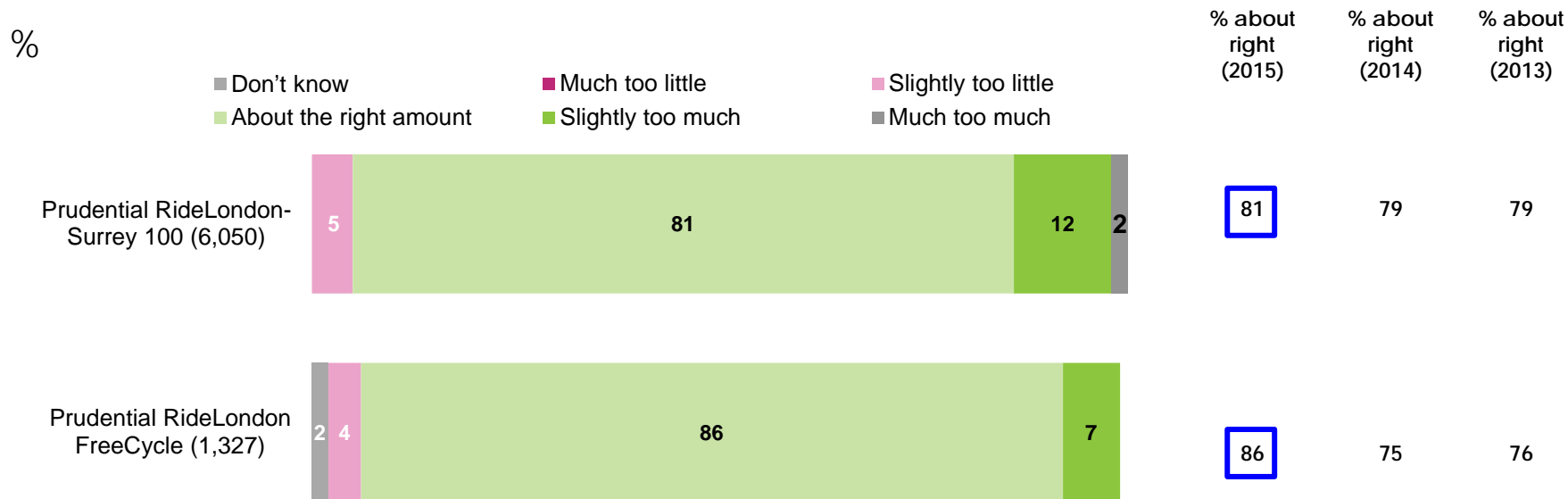


Q4. Using a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', please tell me how you would rate the following:

Base: Prudential RideLondon-Surrey100: All respondents (6,050) with the exception of 'Value for money of the entry price' which was asked only of those who paid as a result of being successful in the ballot (3,513), Prudential RideLondon FreeCycle: All respondents (1,327)

# Frequency of communication ahead of the event – participants

- Prudential RideLondon organisers appear to have the balance right in terms of the frequency of communications with participants, with the vast majority saying it is 'about the right amount'



Q5 How would you rate the frequency of communication from the organisers ahead of Prudential RideLondon <event>?

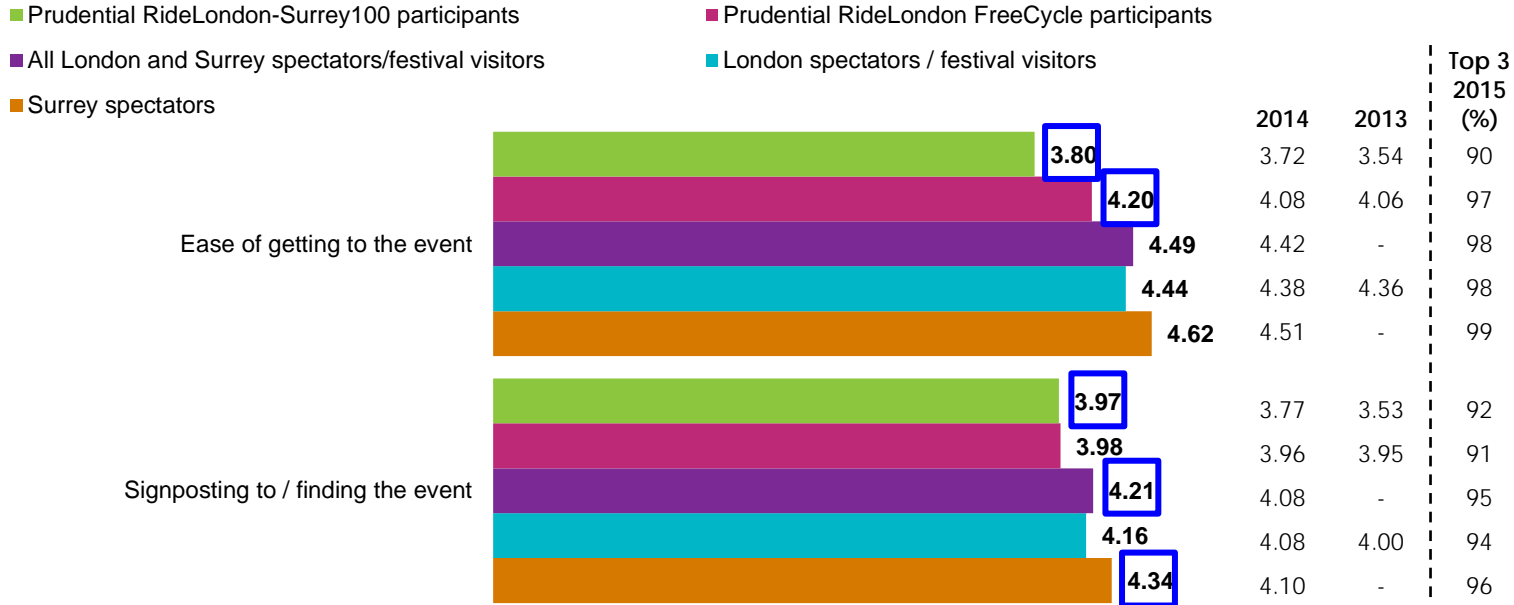
Base: All respondents (individual base sizes shown in chart)



Experience on the day

# Getting to the event

- Prudential RideLondon-Surrey 100 participants' satisfaction with the ease of getting to the event and wayfinding continue to show improvements



Q4. Using a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', please tell me how you would rate the following:

Base: All RideLondon-Surrey100 respondents (6,050), All FreeCycle participants (1,327), All spectators/festival visitors (1,320-1,299), London spectators/festival visitors (935-923), Surrey spectators (385-376)

# Difficulties encountered getting to Prudential RideLondon-Surrey100 – Participants

- Despite improvements in satisfaction ratings for ease of getting to the event and wayfinding among Prudential RideLondon-Surrey 100 participants, some participants still feel this could be improved further



## Ease of getting to event (3.80)

*Coming from Kent it is difficult to get to the Olympic park by car and park.*

*There should have been more information about the time required to get from the designated carparks to the start position. We just about allowed enough but many did not.*

*The drop off areas seemed to be a long way from the start and it was frustrating to see people being dropped much closer to the event when we were told this wouldn't be possible..*

*The organising for arriving at the event was very poor. There should have been a map which was marked with the closed roads rather than a list of roads which was completely unhelpful.*

## Signposting to / finding the event (3.97)

*Directions to drive to the start and out again would have been greatly appreciated, signposted from the 406 ring road would have saved a lot of potential traffic issues.*

*Poor signposting to the colour-coded zones when I came out of Stratford station..*

*Directions to start were a little patchy in some areas - luckily I followed someone who knew the way!*

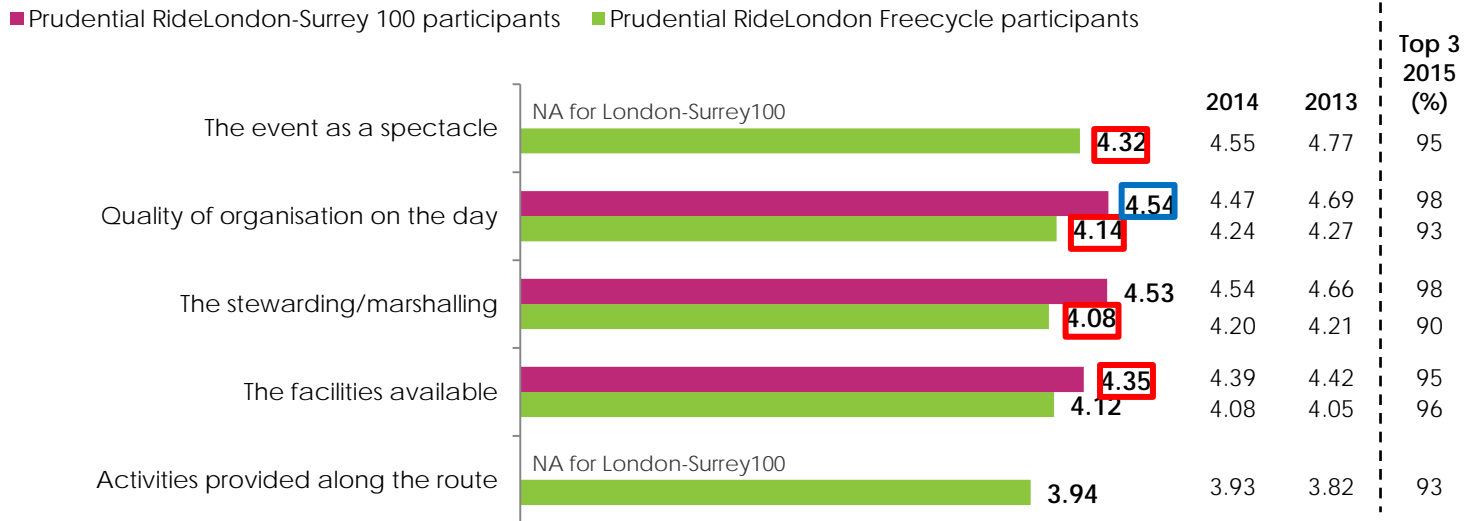
*It was brilliant to be able to cycle through the Blackwall tunnel to get to the start, but it would have been really good to have the route from the tunnel to the start signposted. There were not many marshals, so many riders were just following other riders - and it turned out that no-one knew the way.*



Q29. Do you have any further comments about Prudential RideLondon Surrey 100? This could include things you liked, or areas where the event could have been improved? All RideLondon-Surrey100 respondents

# Services provided on the day – participants

- Participants remain generally very satisfied with each of the elements below, but scores have declined slightly for the FreeCycle event, with lower ratings for the event as a spectacle, quality of organisation on the day and the stewarding/marshalling



Q4. Using a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', please tell me how you would rate the following  
 Base: All RideLondon-Surrey100 respondents (6,050) , All FreeCycle participants (1,327)



# Services provided on the day – spectators / festival visitors

- Spectators / festival visitors were on the whole, very satisfied with each of the individual aspects of the events this year, particularly the appeal they held for people of all ages and the event as a spectacle



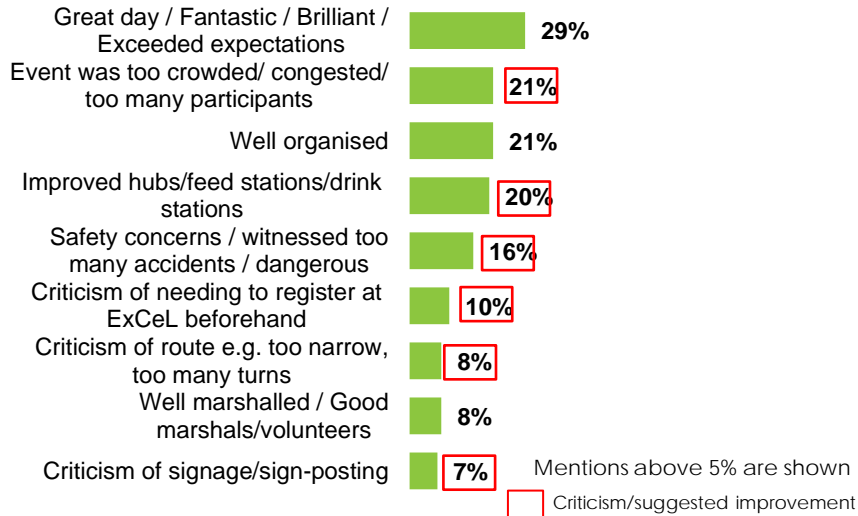
Q4a. Using a scale of 1 to 5 where 1 is "poor" and 5 is "excellent", please tell me how you would rate the following

Base: All spectators/festival visitors (in brackets above) with the exception of The availability of refreshments and The facilities available for the public which were asked only of festival visitors

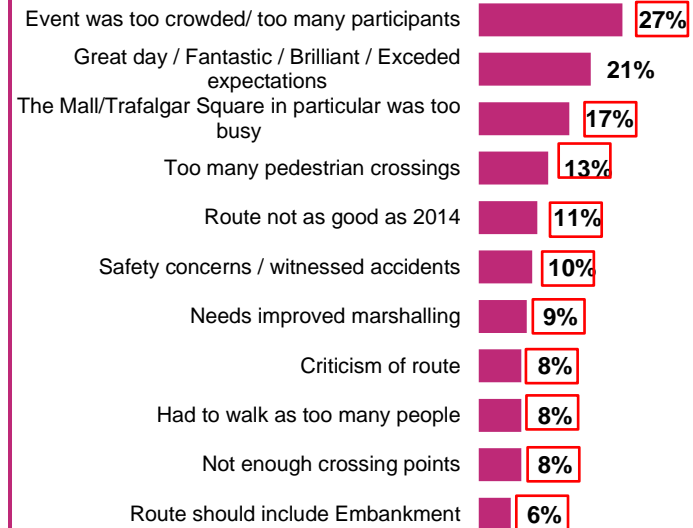
# Other spontaneous feedback – participants

- Feedback on the events was very mixed this year, with lots of very positive feedback alongside some much less positive. For both events there were concerns from participants about the number of people taking part and that it was too crowded

## Prudential RideLondon-Surrey100 participants



## Prudential RideLondon FreeCycle participants

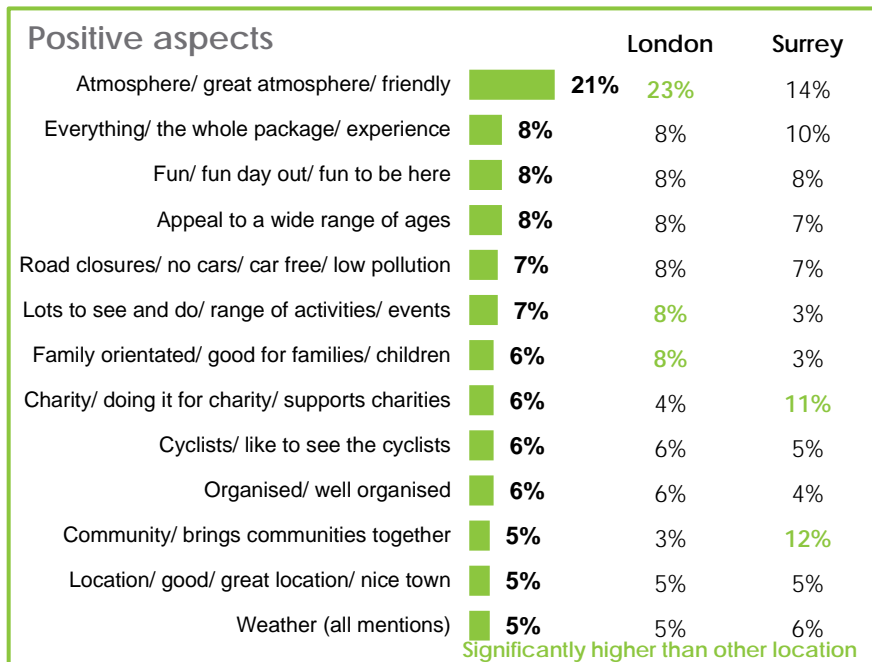


Q29 Do you have any further comments about Prudential RideLondon <event>? This could include things you liked, or areas where the event could have been improved

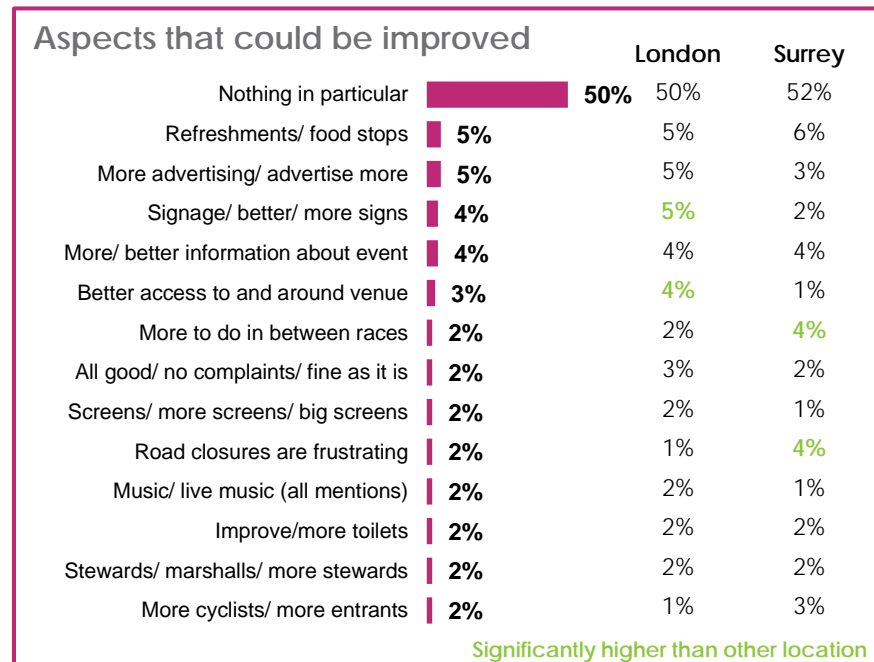
Base: All participants who commented (a random sample of c1,000 responses from each survey were coded)

# Best and worst aspects of the day – spectators/ festival visitors

- The atmosphere of the events was a particular plus point for spectators
- Most were unable to think of any aspects that could be improved



Q5a. Can you tell me of any aspects of the event you particularly like?  
Base: All spectators/festival visitors (1,321). Mentions above 4% are shown



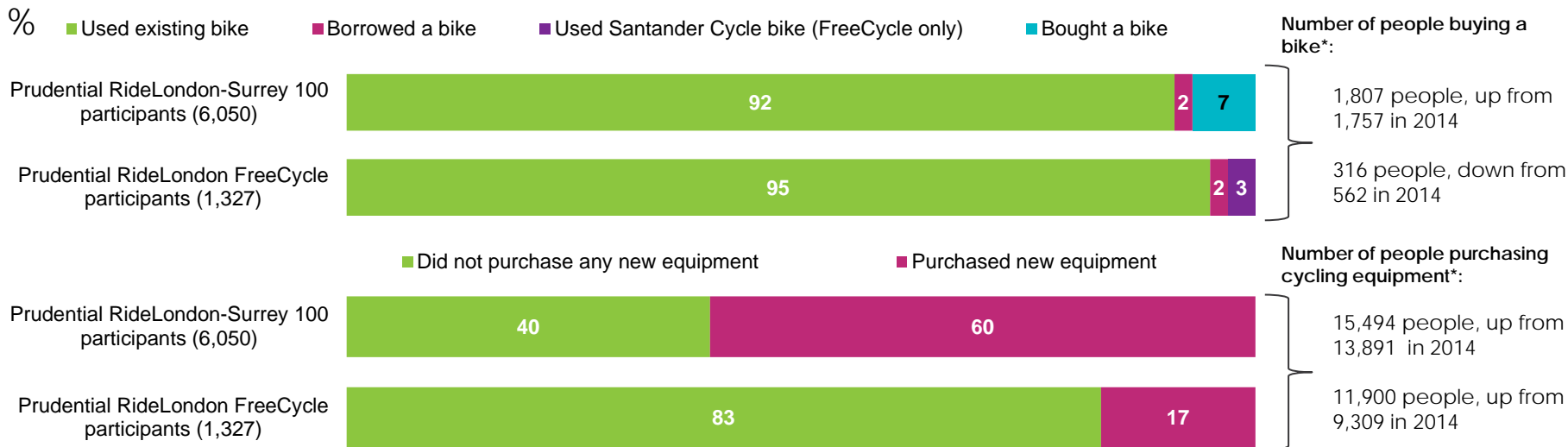
Q5b. Can you tell me of any ways in which you think the event could be improved? Mentions above 1% are shown

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# Impact of Prudential RideLondon

# Investment in cycling equipment

- Most Prudential RideLondon-Surrey 100 participants bought new equipment to take part in the event while 7% invested in a bike, perhaps signalling their intention to carry on cycling
- Based on the estimated figures below, 2,123 people bought a bike and 27,394 bought new equipment specifically to take part in Prudential RideLondon (compared to 2,319 and 23,200 respectively last year)



\*Figures based on applying percentages to estimated number of participants (London-Surrey100: 25,824, FreeCycle: 70,000)

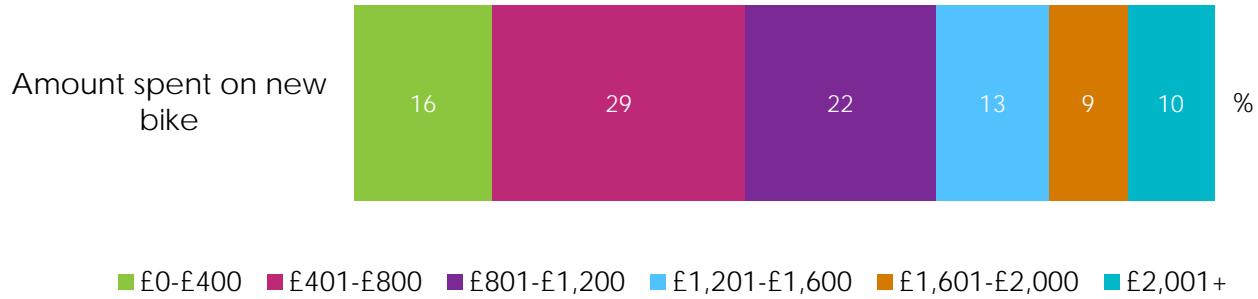
Q18a To take part in Prudential RideLondon <event> did you: Base: All participants (individual base sizes shown in chart)

Q18b Did you purchase any new equipment (ie helmet, water bottle, tyre repair kit, cycling specific clothing, cycle computer etc) to take part in the Prudential RideLondon-<event>? Base: All participants (individual base sizes shown in chart)



# Investment in new bike for Prudential RideLondon-Surrey 100

- Among the 7% of RideLondon-Surrey 100 participants who bought a new bike the average amount spent was £1,115
- The most spent on a single bike was £9,500



Mean amount spent on new bike: £1,115

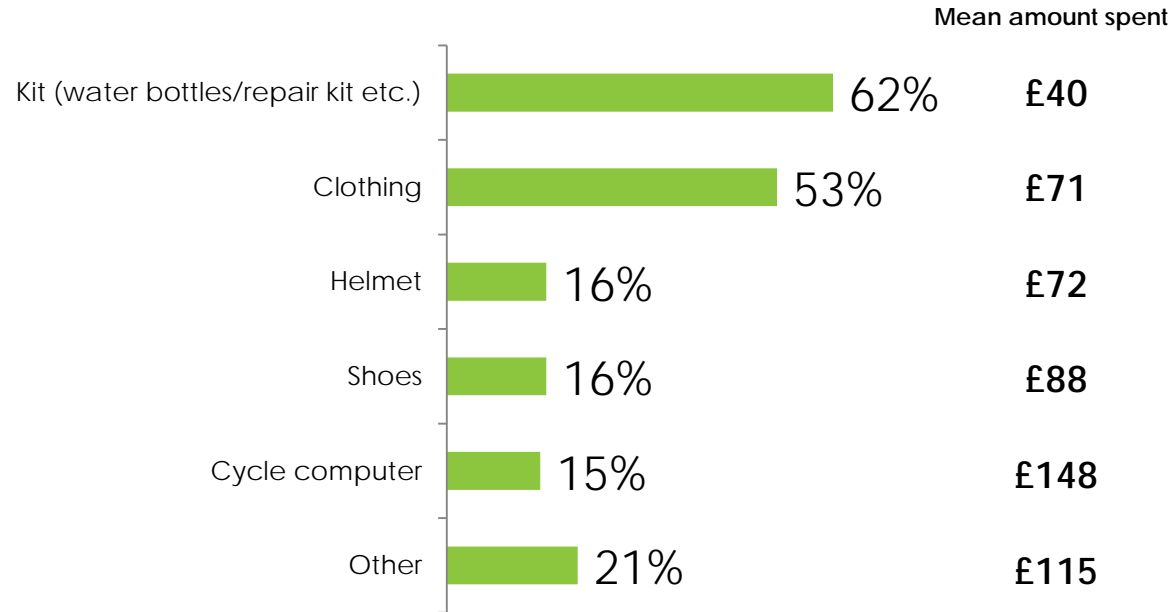
Most spent on a new bike: £9,500

Q18ai. How much did you spend on this bike?  
Base: All Surrey 100 who bought a new bike to take part in 2015 event (414)



# Investment in other equipment for Prudential RideLondon-Surrey 100

- Among the 60% who bought other equipment, kit (water bottles/repair kit etc.) was the most common purchase, followed by cycle specific clothing



Other includes:  
Food/drink/nutrition  
Tyres/wheels/components  
Chamois cream  
Bike servicing

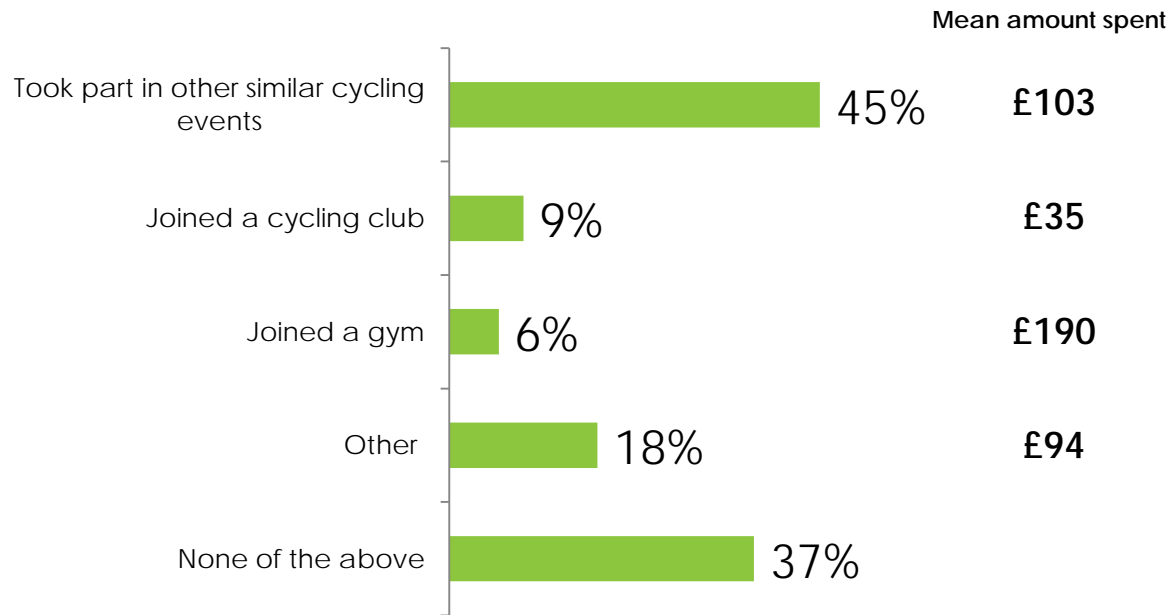
Q18bi. How much did you spend on new equipment?

Base: All who bought new equipment to take part in 2015 event (3,617)



# Investment in training for Prudential RideLondon-Surrey 100

- Just under half of all participants (45%) say that they took part in other similar events to train for the Prudential RideLondon-Surrey 100, one in ten joined a cycling club and 6% joined a gym



Other includes:  
 Increasing training  
 Personal trainer/coach  
 Commuting to work  
 Spinning classes  
 Buying a bike  
 Turbo trainer/Watt bike

Q18c. Did you do any of the following to help you train for this years Prudential RideLondon-Surrey 100?

Q18ci. And how much did you spend on each of these elements of your training for the 2015 Prudential RideLondon-Surrey 100?

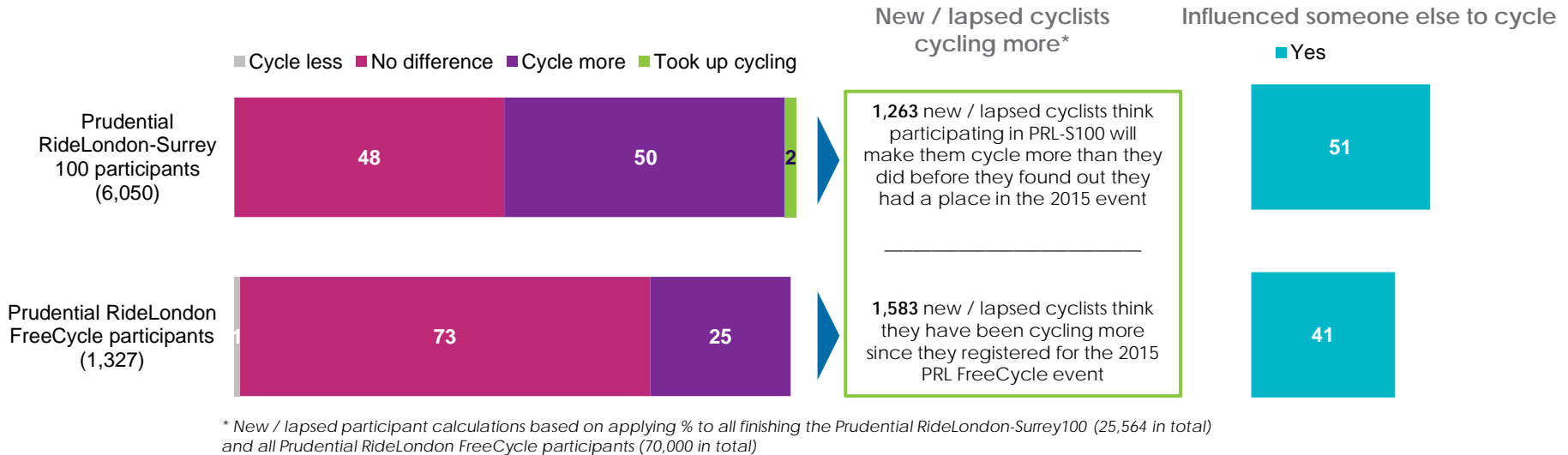
Base: All London-Surrey 100 participants (6,050)





# Impact on cycling behaviours – participants

- The events continue to influence many people to increase their cycling levels. Over half of Prudential RideLondon-Surrey 100 participants and a quarter of Prudential RideLondon FreeCycle participants say that participating in the events will make them cycle more



RideLondon-Surrey 100 Participants : Q22. Do you think that participating in Prudential RideLondon-Surrey 100 will make you cycle any more or less than you did before finding out you had a place in the 2015 event?

RideLondon FreeCycle Participants: Q22. Do you think your level of cycling has changed since you registered for the 2015 Prudential RideLondon FreeCycle event?

Q24. Do you feel that your participation in Prudential RideLondon <event> has inspired anybody in your life to cycle more?

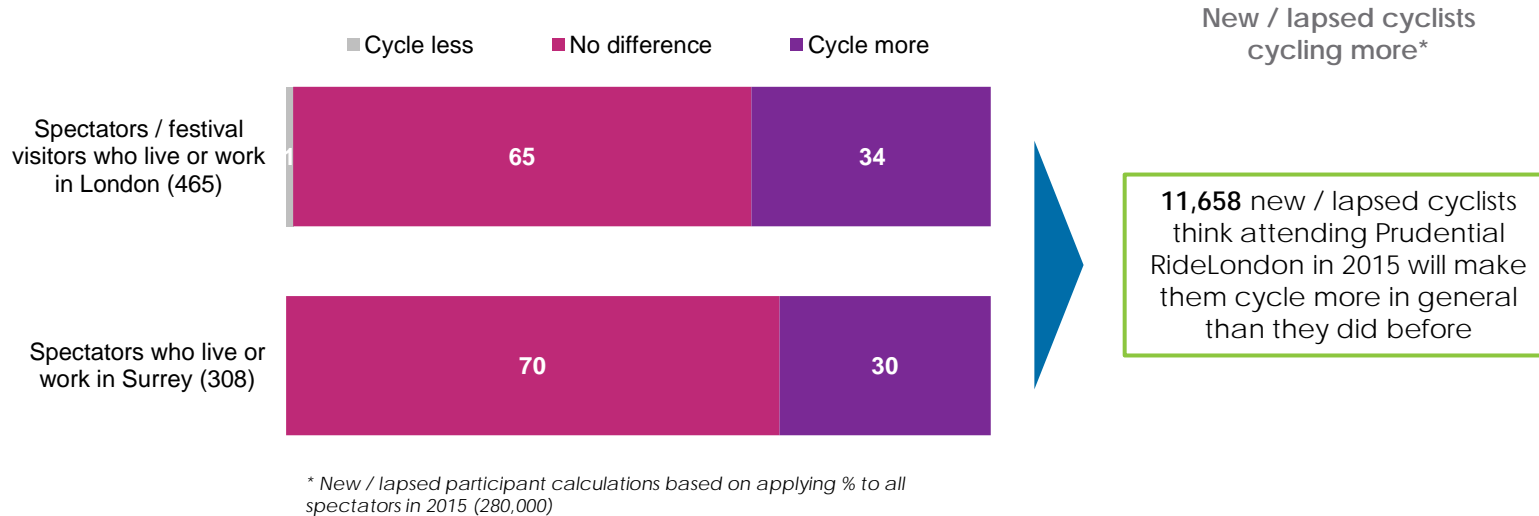
Base: All respondents (individual base sizes shown in chart).





# Impact on cycling behaviours – spectators

- The events also continue to influence many spectators to increase their cycling levels. Over three in ten spectators stating that they will cycle more as a result of attending the events

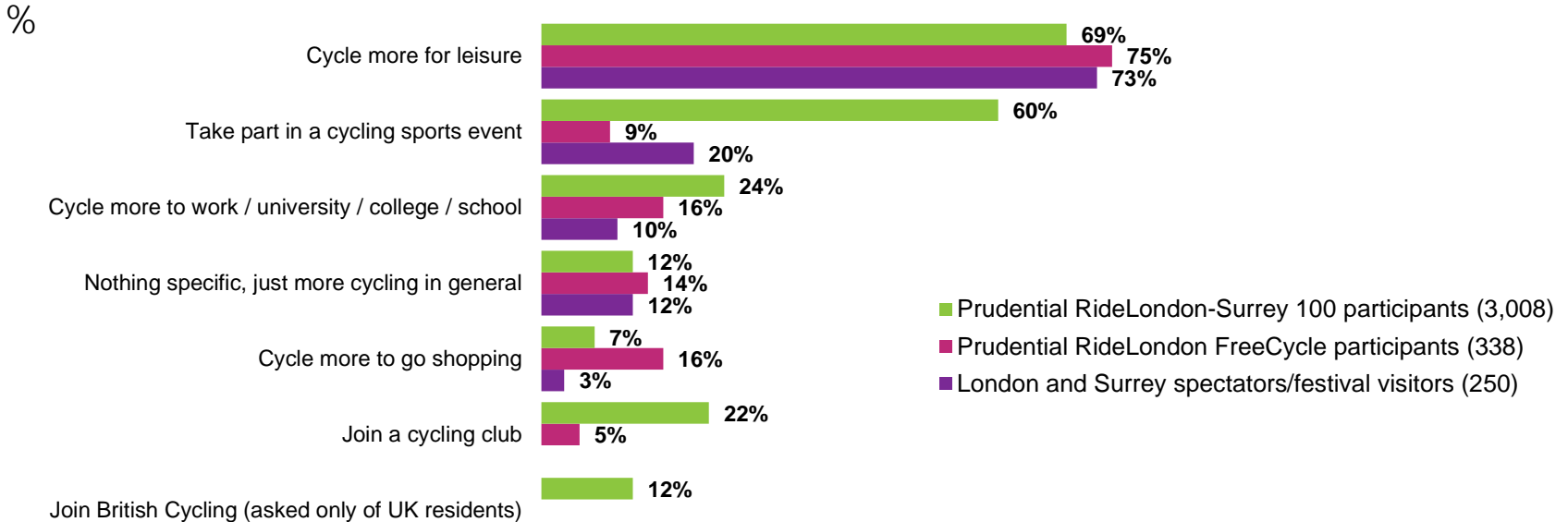


Q22a. Do you think that attending Prudential RideLondon will make you cycle any more or less than you did before in general? Base: All spectators (individual base sizes shown in chart)



# Type of cycling that is likely to increase

- Extra leisure trips would be the main form of increased cycling for both participants and spectators
- Around a quarter of Prudential RideLondon-Surrey 100 participants and one in six Prudential RideLondon FreeCycle participants feel they will cycle to commute more often



RideLondon –Surrey 100 Participants : Q23 What kind of cycling will you do?

RideLondon FreeCycle Participants: Q23 What kind of cycling have you been doing more of?

Spectators: Q23a What kind of cycling will you do?

Base: All likely to cycle more as a result of attending Prudential RideLondon

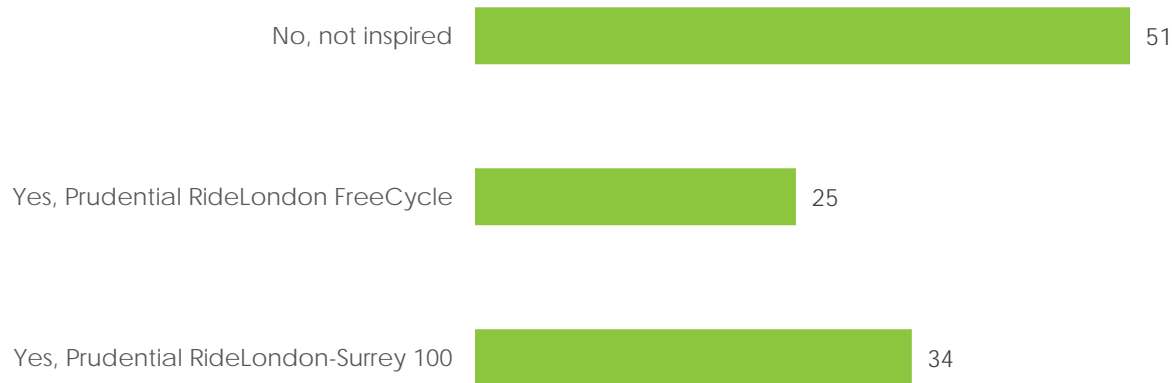




# Impact on cycling behaviours – London spectators

- Half of spectators to Prudential RideLondon-Surrey 100 / Surrey Classic events in London were inspired to take part in 2016's events
- A quarter were inspired to take part in the Prudential RideLondon FreeCycle event and a third to enter the Prudential RideLondon-Surrey 100

%



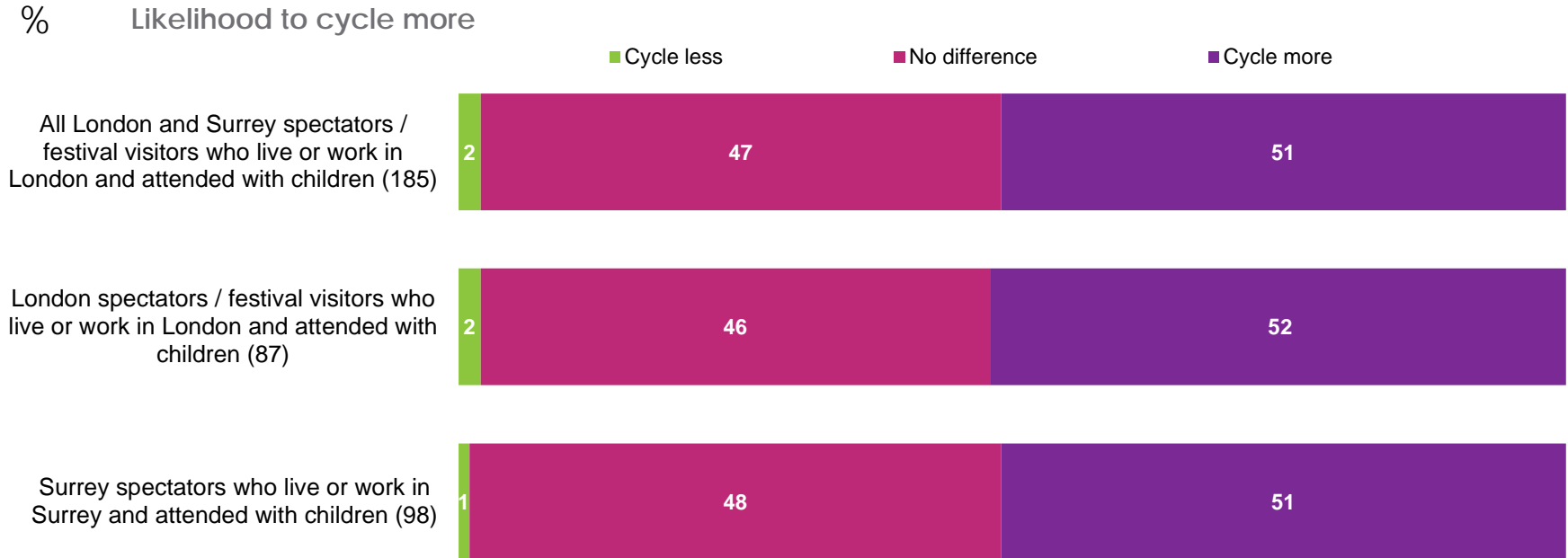
Q26. Do you feel inspired to enter the Prudential RideLondon-Surrey 100 or FreeCycle in 2016 as a result of watching the events today?

Base: 371 attending Prudential RideLondon-Surrey 100 / Surrey Classic



# Impact on children's cycling behaviours

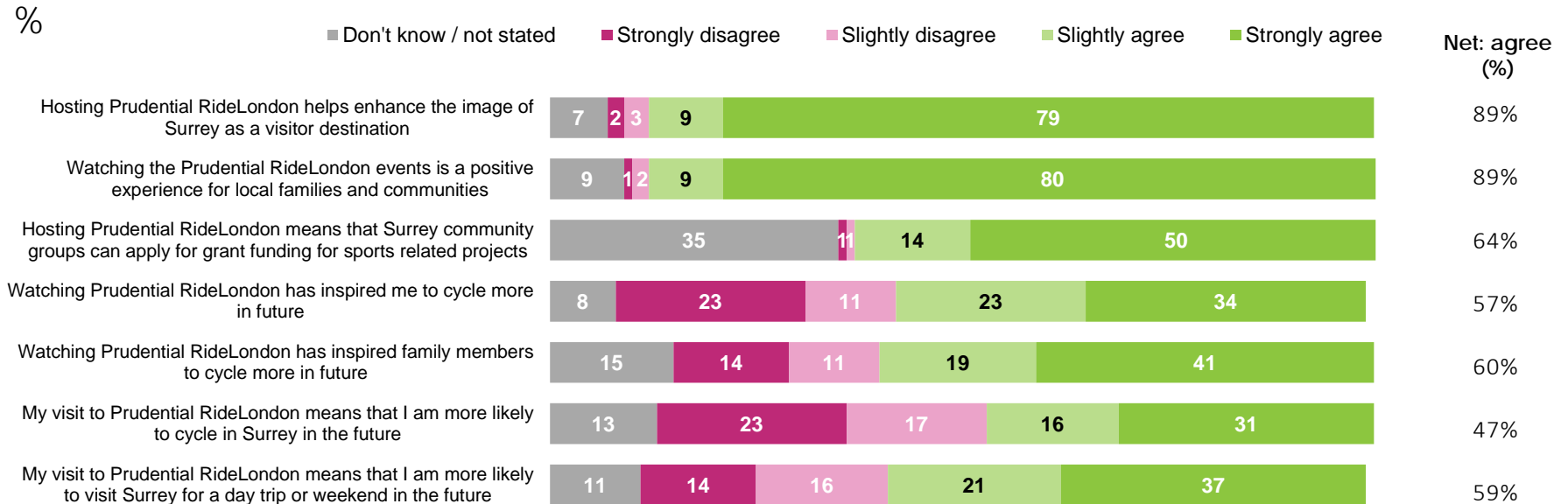
- It also appears attending the event could have a positive impact on children's propensity to cycle more than they did before, with around half of spectators that attended an event with children thinking this would be the case



Q22c. Do you think that attending Prudential RideLondon will make the children you are with cycle any more or less than they did before in general?  
Base: All spectators who live or work in London / Surrey and attended with children (individual base sizes shown in chart)

# Impact on perceptions of Surrey – spectators

- Largely positive views about Surrey hosting the RideLondon events with nine in ten spectators agreeing that it helps enhance the image of Surrey as a visitor destination and that watching the event is a positive experience for local families and communities
- Among spectators who were visiting Surrey over half say that watching the event means that they are more likely to visit Surrey in the future



Q6f. To what extent do you agree or disagree with the following statements?

Base: Top 5 statements - All Surrey spectators (385) Bottom 2 statements - All Surrey spectators excluding residents (70)

# Impact on perceptions of Surrey – participants

- 43% of Prudential RideLondon-Surrey 100 participants say that they have a better perception of Surrey after taking part in the event
- At least two thirds say that they are now more likely to visit Surrey for a day trip/weekend or to cycle



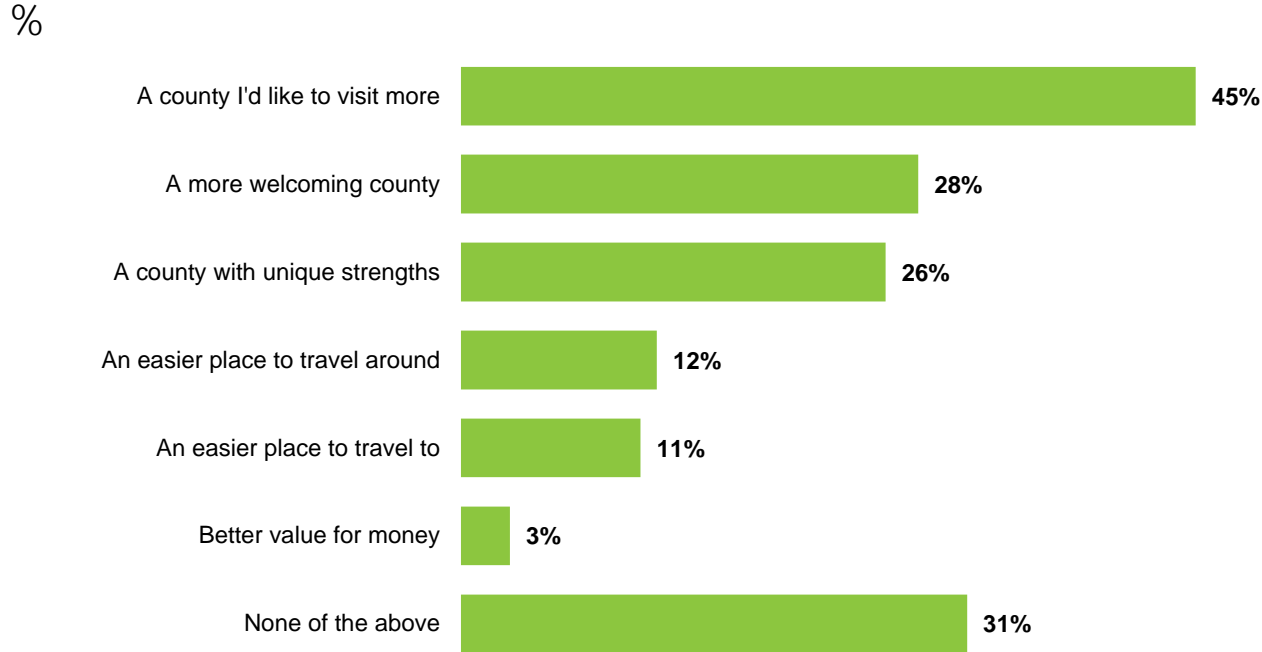
Participants: Q7f. How has your perception of Surrey changed as a result of participating in Prudential RideLondon-Surrey 100?

Base: All respondents (individual base sizes shown in chart)

Q10b. How much do you agree or disagree with the following statements? Base: All Surrey100 respondents who do not live/ work in Surrey (5,142)

# Impact on perceptions of Surrey – participants

- As a result of taking part in the event, Prudential RideLondon-Surrey 100 participants believe that Surrey is a county they would like to visit more and is also more welcoming to visitors



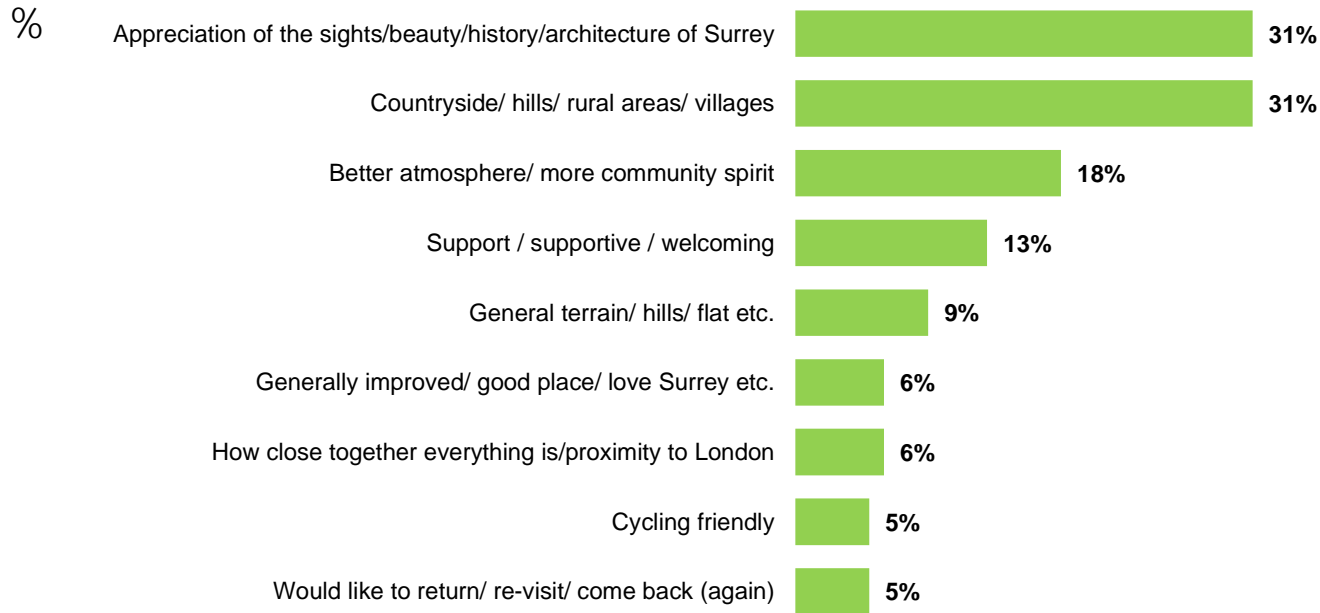
Q7e Following your participation in Prudential RideLondon-Surrey 100, Surrey seems...

Base: All RideLondon-Surrey100 respondents (6,050)



# Reasons for better perception of Surrey – participants

- An enhanced appreciation of the sights and beauty of the local area is the main reason for improved perceptions of Surrey among Prudential RideLondon-Surrey 100 participants along with enjoying the countryside and rural villages

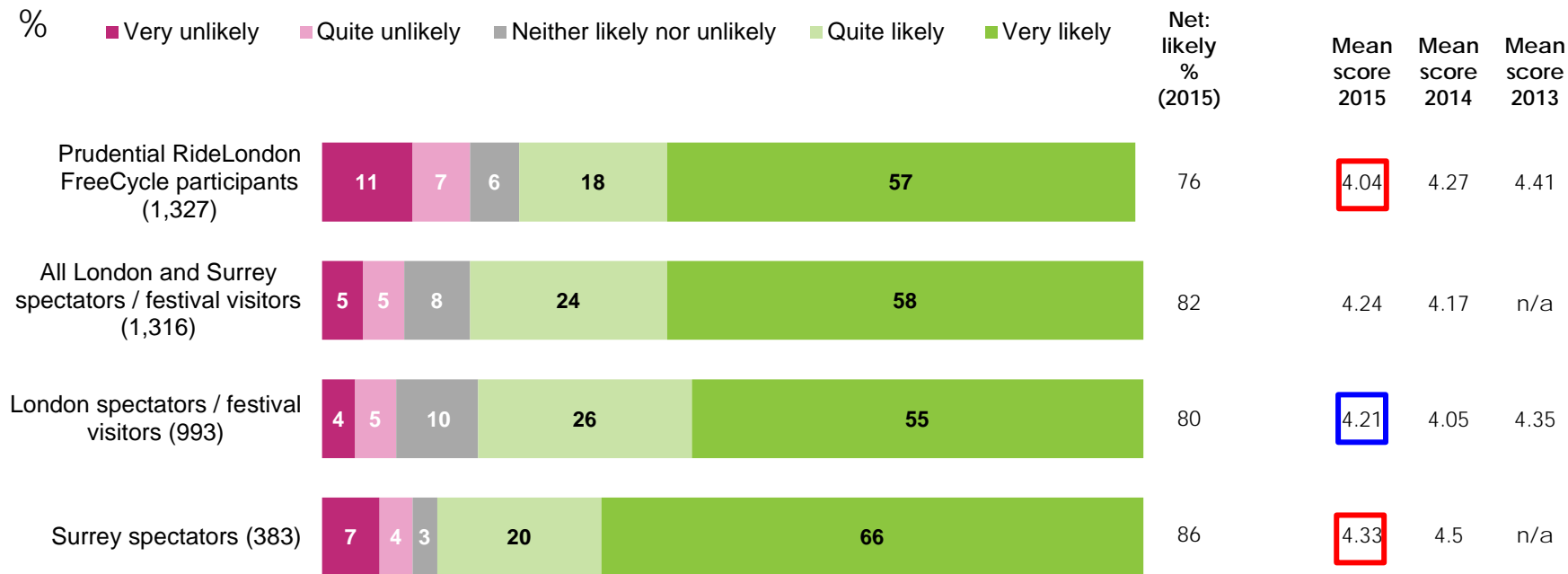


Mentions over 3% are shown

Participants: Q7d What has been the main change in your perception of London following Prudential RideLondon <event>? Base: All with a better perception of Surrey (2,588)

# Likelihood to take part / attend next year

- The majority of Prudential RideLondon FreeCycle participants and spectators continue to say they are likely to take part / attend next year

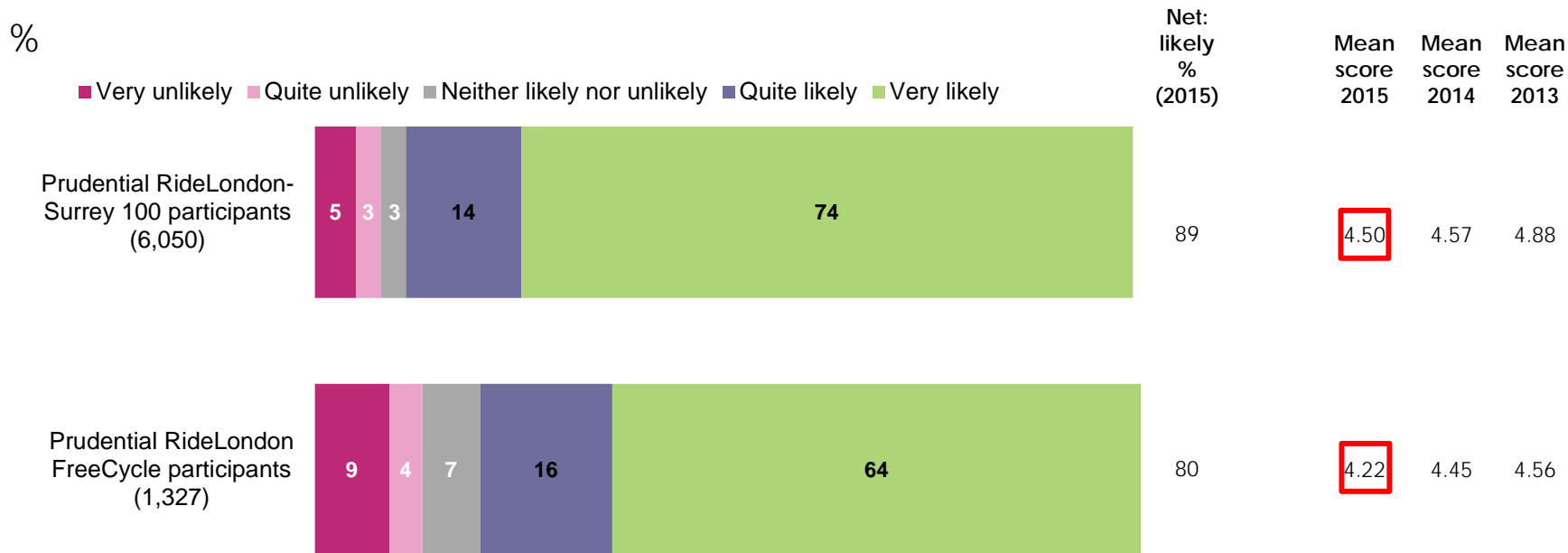


Participants: Q6a And how likely are you to take part in Prudential RideLondon FreeCycle again next year?

Spectators: Q6a. How likely are you to attend/watch Prudential RideLondon again next year? Base: All respondents (individual base sizes shown in chart) Question not asked of Prudential London-Surrey100 participants

# Likelihood to recommend – participants

- Advocacy of both events remains high this year with the vast majority of participants in each event saying they would recommend it to friends or relatives, though likelihood to recommend is lower than the first year the events were run in 2013

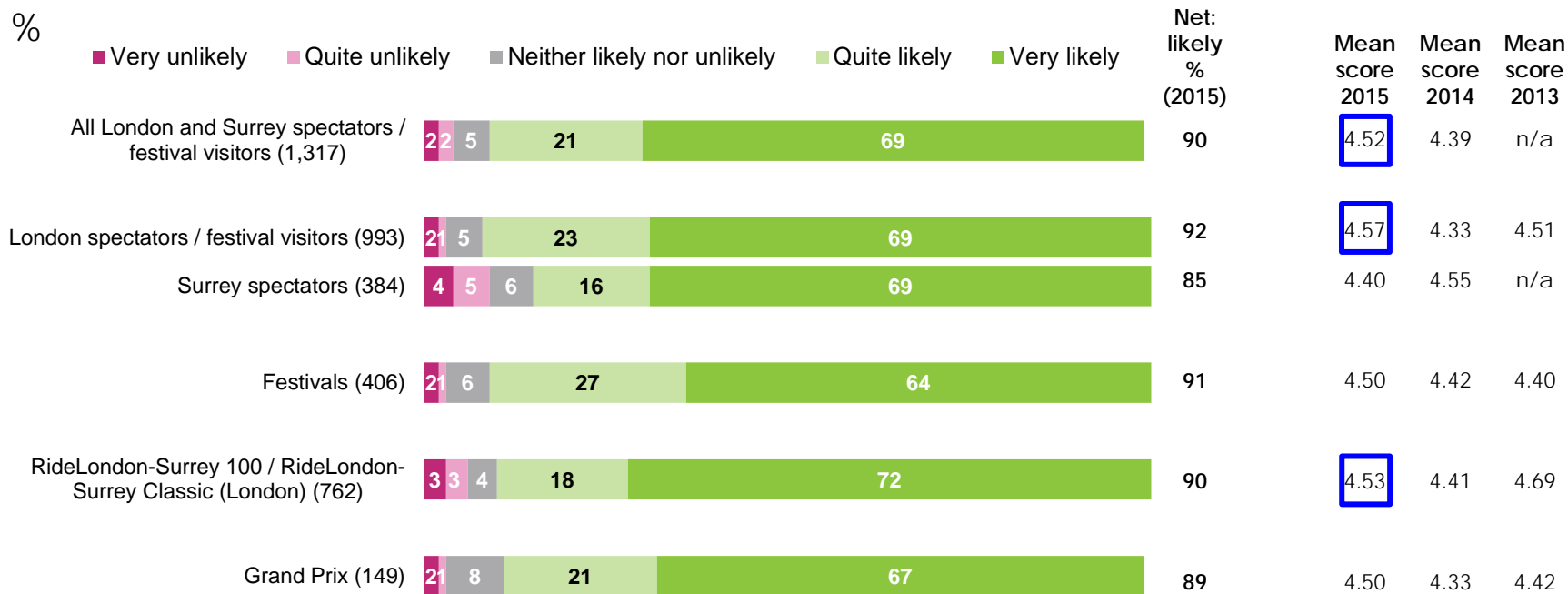


Q6(b). How likely are you to recommend Prudential RideLondon <insert event> to a friend/relative/colleague?

Base: All respondents (individual base sizes shown in chart)

# Likelihood to recommend – spectators/festival visitors

- The majority of spectators across all events and locations are very likely to recommend the events



Q6b. How likely are you to recommend this event to a friend/relative/colleague?

Base: All respondents (individual base sizes shown in chart)



Recap



# Recap

- Overall satisfaction and advocacy remaining very high for all events in 2015
- While overall satisfaction is still very high among Prudential RideLondon FreeCycle participants, satisfaction has fallen this year, with many cyclists making negative comments about crowding
- Despite improved overall satisfaction, Prudential RideLondon-Surrey 100 participants are also more likely this year to say the event was too crowded and there were increases in safety concerns and negative feedback about the hubs/feed stations
- Satisfaction among spectators has increased to an all time high this year and many people (participants, spectators and their children) will potentially increase their cycling frequency as a result of the events
- and the events continue to potentially influence many people to increase their cycling frequency, both participants and spectators as well as children that attended the events
- The Prudential RideLondon-Surrey 100 / Prudential RideLondon-Surrey Classic events continue to have a positive impact on perceptions of Surrey among spectators and participants





# Appendix

The background features a solid orange color with a large, white, abstract geometric shape on the right side. This shape consists of several overlapping polygons, including a large white arrow-like shape pointing left, and other angular forms in white and orange that create a layered, architectural effect.

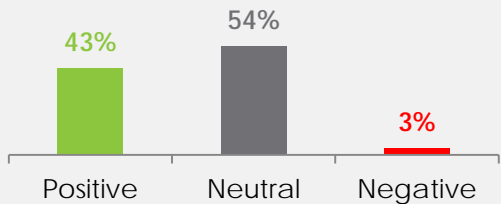
Social media monitoring





# The overall picture between 17 July and 16 August

68,244 mentions collated



## Main sources of content



97%



1%

Other types of site each accounted for less than 1% of all content

## Top stories on Twitter

1. Barbara Guarischi wins Grand Prix, Laura Trott finishes 8<sup>th</sup> (919 tweets)
2. Photos of riders passing through Surrey (575 tweets)
3. Road closures due to the events (559 tweets)

## Top hashtags

Hashtag	Tweets	Impressions
#ridelondon	27,986	325,696,490
#cycling	2,153	8,898,420
#ride100	901	3,329,515
#london	901	4,221,909
#freecycle	556	5,078,545

## Most mentioned Tweeters

Tweeter	Tweets	Impressions
@ridelondon	32,484	234,688,526
@mellberr	1,729	30,531,289
@sambaileyreal	902	8,458,588
@officialwiggins	767	2,283,749
@bbcspot	754	12,150,486

### The findings in this report are based on the following search terms:

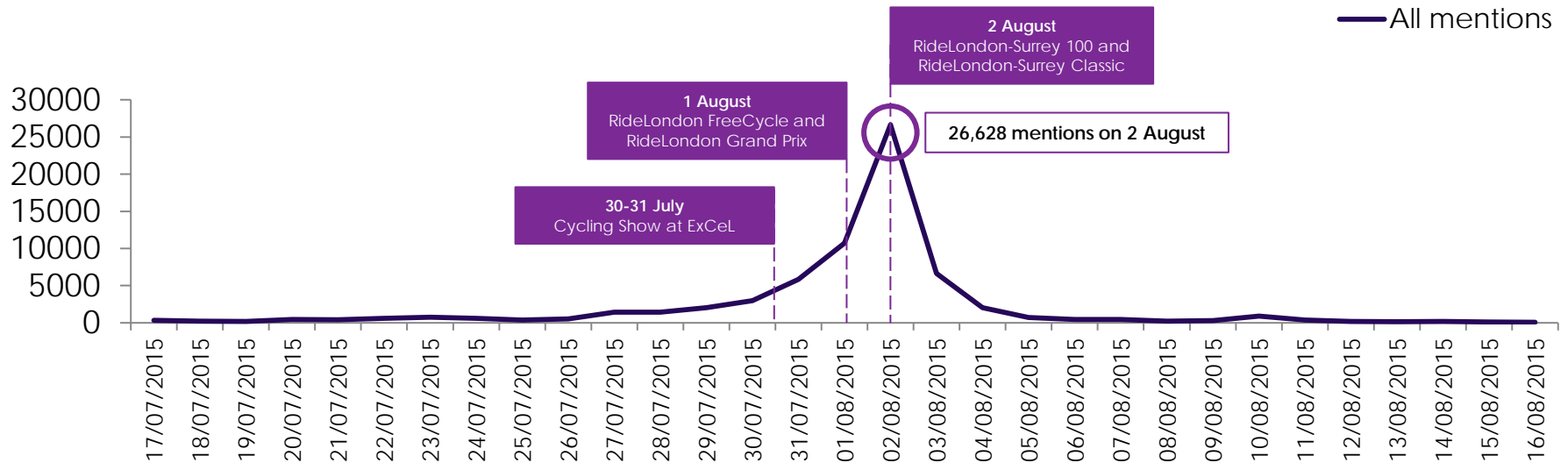
"prudential ridelondon" OR "prudential ride london" OR "ridelondon" OR "surrey 100" OR "prudential ridelondon-surrey 100" OR "prudential ridelondon freecycle" OR "prudential ridelondon grand prix" OR "prudential ridelondon surrey 100" OR "ridelondon-surrey 100" OR "ride london-surrey 100" OR "ride london surrey 100" OR "surrey 100" OR "ridelondon freecycle" OR "ride london freecycle" OR "ridelondon grand prix" OR "ride london grand prix" OR "prudential ridelondon-surrey classic" OR "prudential ridelondon surrey classic" OR "prudential ride london surrey classic" OR "prudential ridelondon classic" OR "ridelondon classic" OR "prudential ride london classic" OR "prudential ridelondon handcycle" OR "prudential ride london handcycle" OR "ridelondon handcycle" OR "ride london handcycle" OR at\_mentions:ridelondon OR hashtags:ridelondon OR hashtags:surrey100

'Impressions' are how often these tweets were potentially viewed ie the sum of all followers from authors who tweeted this



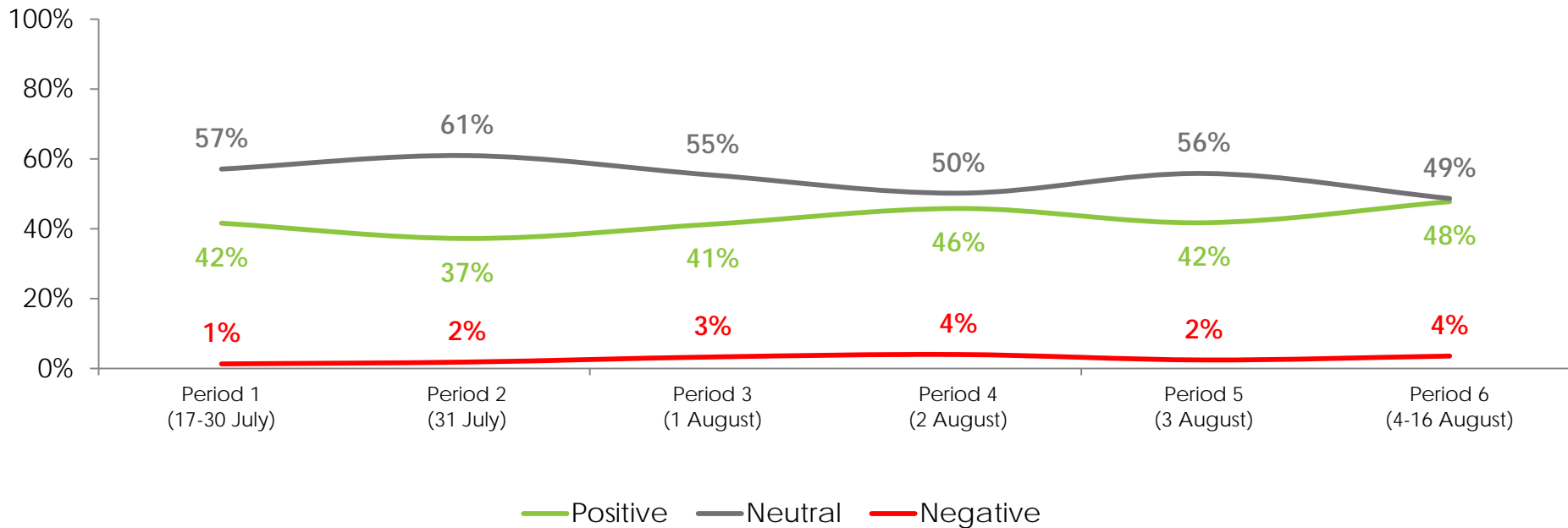
# Daily buzz – all social media

- Social media content peaked on 2 August when the RideLondon-Surrey 100 and RideLondon-Surrey Classic events were taking place
- In the period leading up to the events, buzz mainly related to participants' preparation and countdown to the events, as well as advance notice of road closures. Afterwards, people were talking about their experiences of the events along with notes of thanks / congratulations to riders



# Sentiment throughout the monitoring period

- Content across the monitoring period was mainly neutral, while positive mentions comfortably outweighed negative throughout the entire four weeks



# Social media themes

- Around a fifth of content related to either participants taking part on behalf of charity or good luck messages to those participants

Cycling for charity 21%

Good luck messages to participants 19%

Commentary on races/action/route 13%

Mentions of professional cyclists 10%

Participant tweets - prep etc 10%

Information about road closures/ traffic (neutral) 6%

Congratulations tweets to finishers/proud of them 5%

Appeals for charity supporters/ thanks to supporters 5%

(%)

Other content mentioned by less than 5%



Four more days to go until [@eszenyip](#)'s big [@RideLondon](#) race for [@NSPCC](#) - please help him reach his target!  
[justgiving.com/Peter-Eszenyi/](https://justgiving.com/Peter-Eszenyi/) #charity



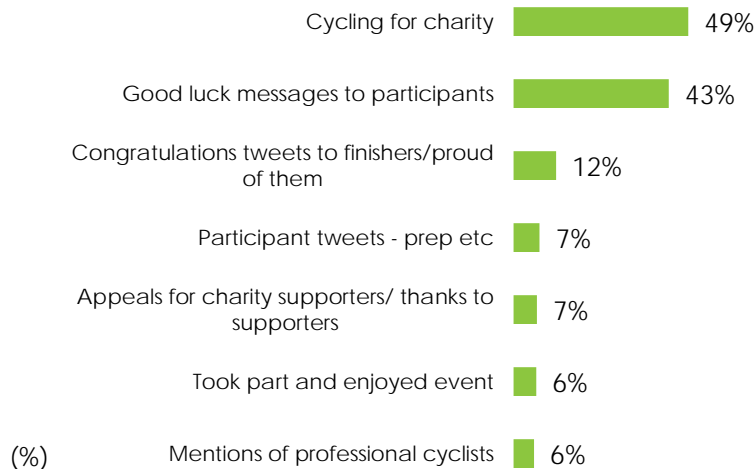
Barbara Guarischi wins [@RideLondon](#) Grand Prix after a massive crash decimates the field [bbc.in/1MC2cH1](https://bbc.in/1MC2cH1)



# Positive and negative themes

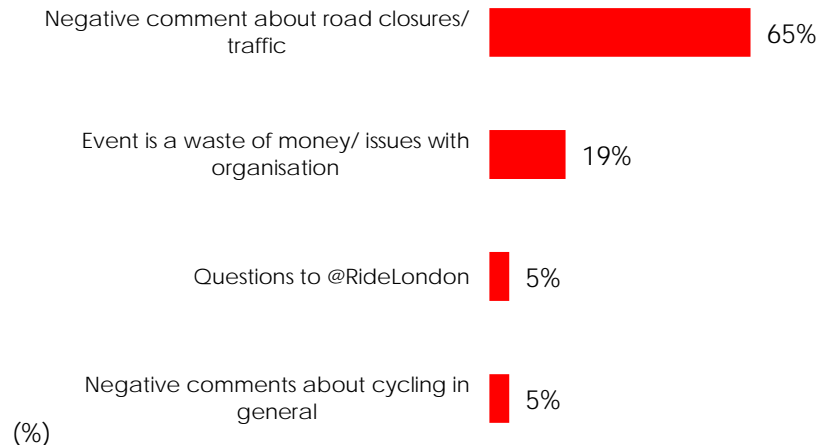
- Positive content accounted for over two in five mentions. While the amount of negative content was only small, it was dominated by complaints about road closures due to the events

## Positive mentions (43% of total)



Other positive content mentioned by less than 6%

## Negative mentions (3% of total)



Other negative content mentioned by less than 5%



# Top tweeters

- Just under 2,000 tweets from the top tweeters this period reached a total 289,131 followers. Tweets from the @TfLBusAlerts Twitter feed notified its followers of delays caused by the weekend's events

Twitter User	Volume	Followers	Following	Tweets
TfLBusAlerts	97	157,103	27	83,254
getsurrey	110	48,121	1,775	49,638
bbcgetinspired	235	44,687	556	15,223
RideLondon	456	21,470	958	4,397
realbuzzcom	230	6,564	1,965	16,045
Susie__Chan	115	5,308	997	75,233
MoleValleyDC	118	3,703	779	7,316
ByTheMinCycle	172	1,974	186	19,547
CycleLDN	218	163	23	3,373
CycleNewlands	188	38	35	515
<b>Total</b>	<b>1,939</b>	<b>289,131</b>	<b>7,301</b>	<b>274,541</b>



This listing is ranked on the number of people who potentially received the tweet (ie the number of followers that the Twitter feed tweeting has)





# Methodology

Social media monitoring undertaken by [Future Thinking](#) on behalf of [Transport for London](#)

Utilising manual coding and analysis in conjunction with online monitoring tool 'Brandwatch'

The software identifies web content relating to the search terms listed earlier in this report – this is shown in the line charts labelled 'content per day' and 'content per week'

- The data is then categorised manually to ascertain the sentiment (whether positive, negative or neutral) as well as grouping the mentions into common themes
- 2,000 mentions were randomly selected for coding, with the mentions split proportionally across six 'mini' periods identified as a result of the amount of content generated (17-30 July, 31 July, 1 August, 2 August, 3 August, 4-16 August)

Full range of online sources monitored automatically including Twitter, Facebook (public content only), blogs, forums, news sites, and the rest of the web

Search terms are refined to target relevant information

- Further details on search terms are available if needed

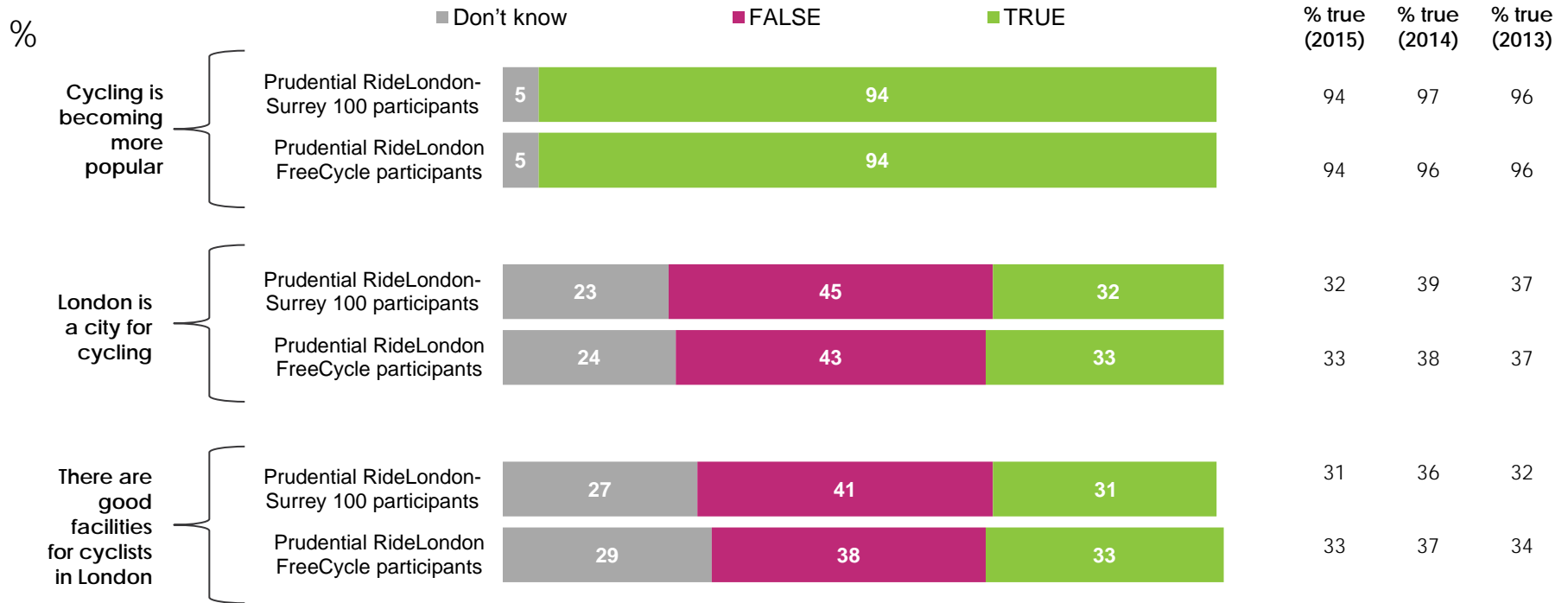


# Cycling attitudes and behaviours



# Perceptions of cycling in London – participants

- The vast majority of participants agree that cycling is becoming more popular but only three in ten agree that London is a city for cycling and there are good facilities for cyclists in London



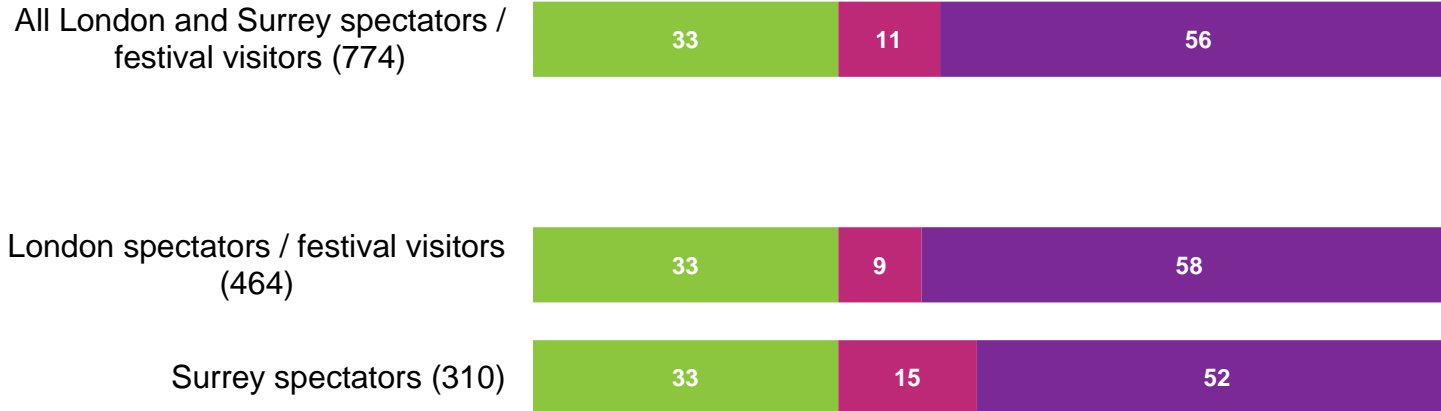
Q21. Which of the following statements do you think are true of cycling in London?

Base: All RideLondon-Surrey100 respondents (6,050) , All FreeCycle participants (1,327)

# Access and usage of bicycle – spectators/festival visitors

- Two thirds of spectators have access to a bike and over half of all spectators say that they use their bike

■ Do not have access to a bicycle ■ Have access to a bicycle but don't use it ■ Have access to a bicycle and use it



Q18. Do you have access to a bicycle that you can use in your household? (excluding bicycles belonging to children under 16)

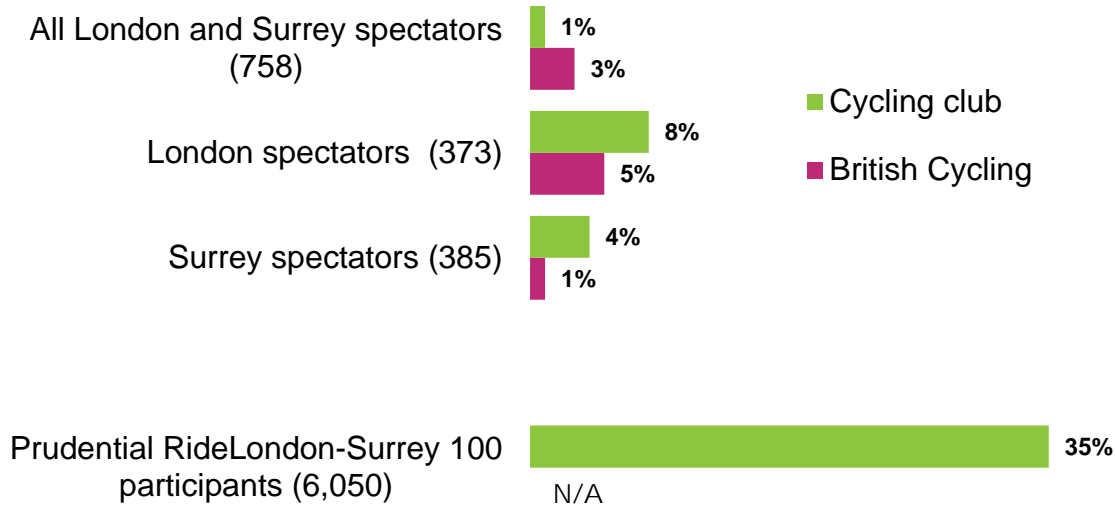
Q19. Do you ever use this bicycle?

Base: All respondents who live or work in London (individual base sizes shown in chart)



# Membership of cycling clubs / British Cycling

- Over a third of those taking part in the Prudential RideLondon-Surrey 100 were members of a cycling club



Q24a. Are you a member of...? Q26a. Are you a member of a cycling club?

Base: All respondents (individual base sizes shown in chart) (Festival visitors not included)





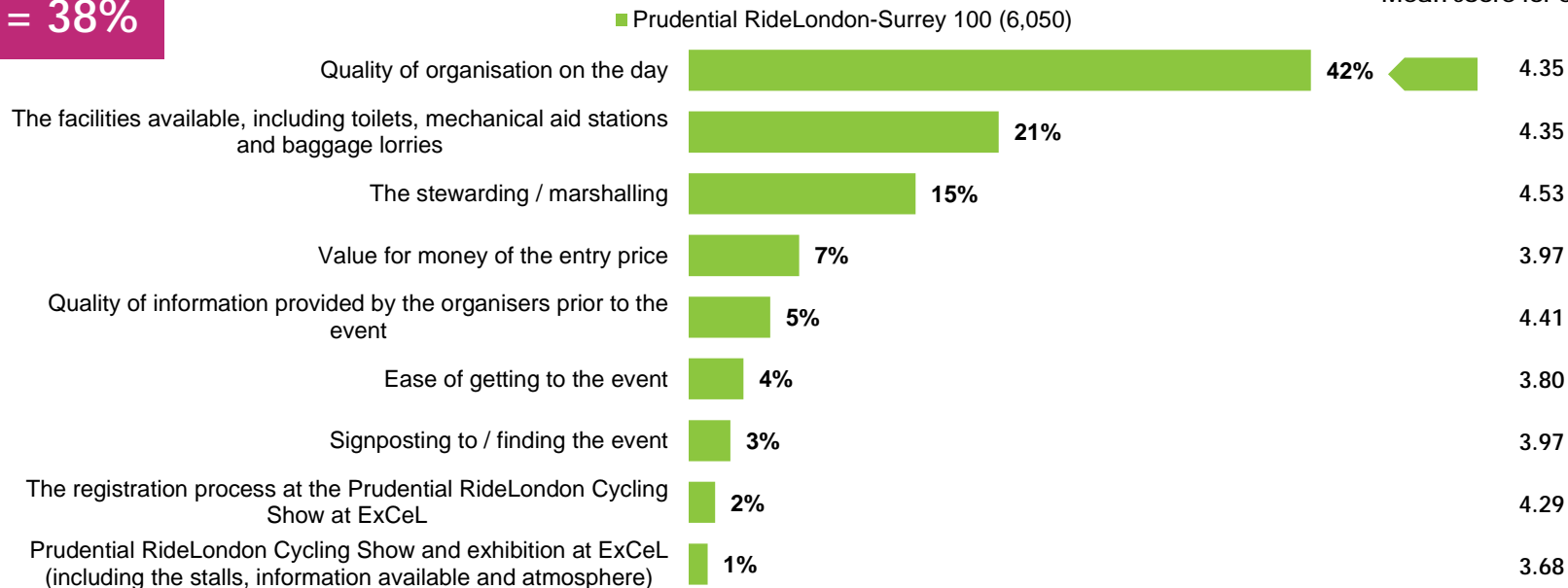
Key drivers of satisfaction

# Drivers of satisfaction among Prudential RideLondon-Surrey 100 participants

$R^2 = 38\%$

Overall satisfaction: 4.51

Mean score for each aspect



$R^2$  is an indicator of how strong the correlation is between overall satisfaction and each of these measures. A higher percentage indicates a higher correlation  
 Q2. Thinking about your experience as a whole, how satisfied were you with the Prudential RideLondon <insert event> event in terms of your overall satisfaction?

Base: All RideLondon-Surrey100 respondents (6,050)

Q4. Using a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', please tell me how you would rate the following: Base: All RideLondon-Surrey100 respondents (6,050)

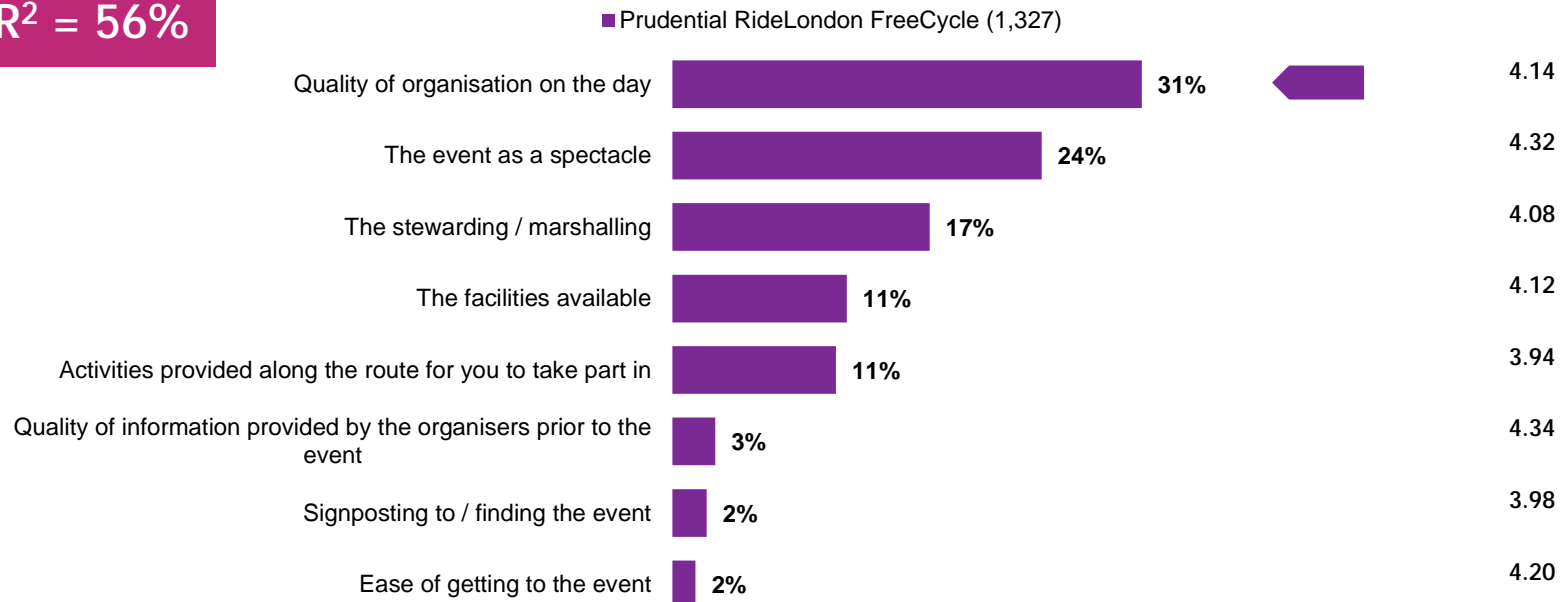
# Drivers of satisfaction among Prudential RideLondon FreeCycle participants

%

Overall satisfaction: 4.06

$R^2 = 56\%$

Mean score for each aspect



*R<sup>2</sup> is an indicator of how strong the correlation is between overall satisfaction and each of these measures. A higher percentage indicates a higher correlation*

*Q2. Thinking about your experience as a whole, how satisfied were you with the Prudential RideLondon <insert event> event in terms of your overall satisfaction?*

*Base: All FreeCycle participants (1,327)*

*Q4. Using a scale of 1 to 5 where 1 is 'poor' and 5 is 'excellent', please tell me how you would rate the following: Base: All FreeCycle participants (1,327)*

# Drivers of satisfaction among London spectators / festival visitors

%

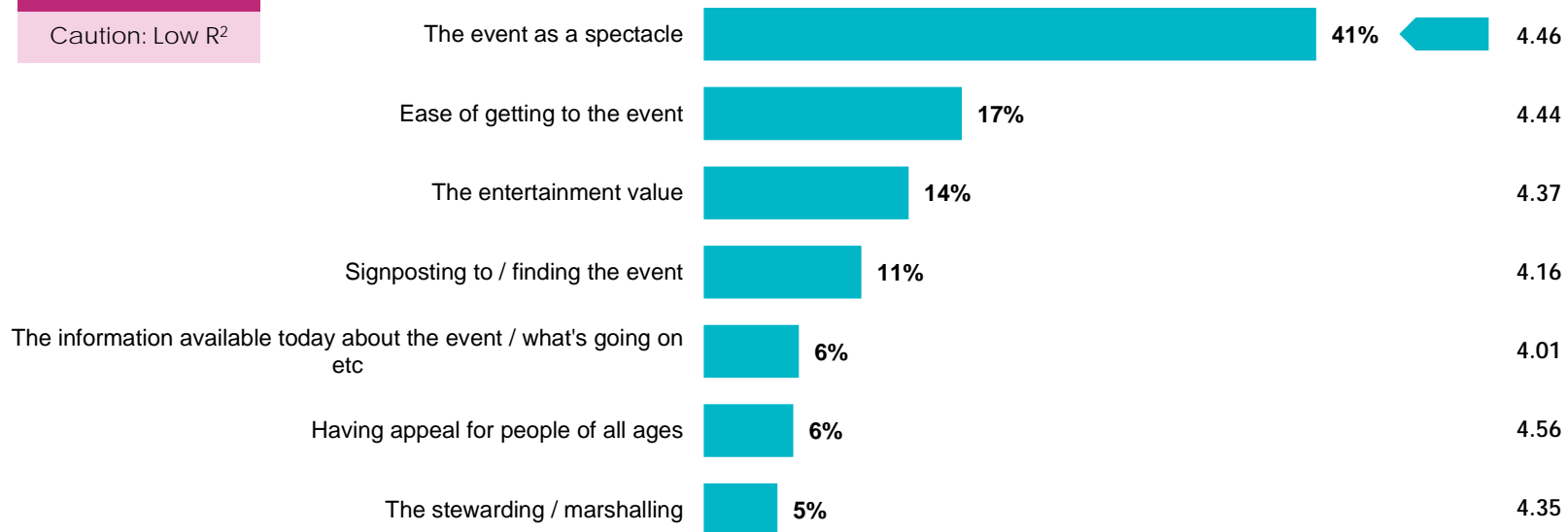
$R^2 = 23\%$

Caution: Low  $R^2$

■ Spectators/festival visitors (933)

Overall satisfaction: 4.43

Mean score for each aspect



$R^2$  is an indicator of how strong the correlation is between overall satisfaction and each of these measures. A higher percentage indicates a higher correlation

Q1. I'd like to ask you about the event you are attending right now. Thinking about your experience as a whole please tell me how you would rate this event in terms of your overall satisfaction/ Q4a. Using a scale of 1 to 5 where 1 is "poor" and 5 is "excellent", please tell me how you would rate the following.

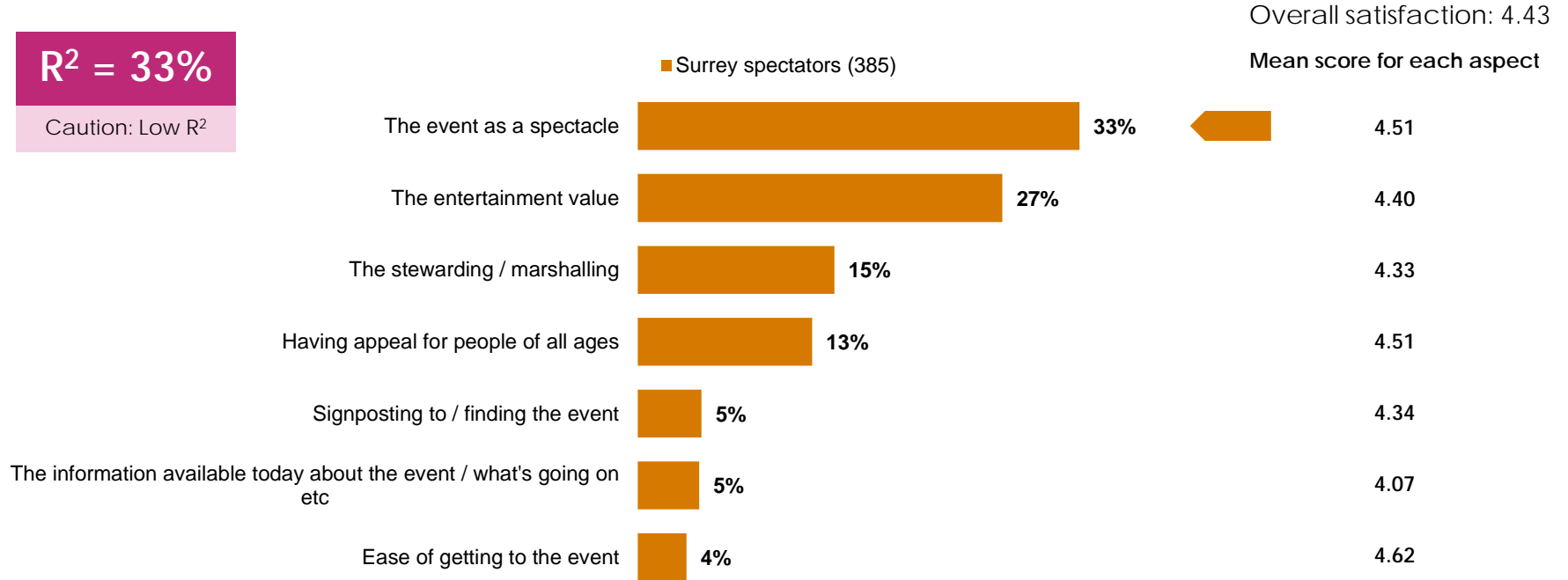
Base: All spectators/festival visitors (933)

# Drivers of satisfaction among Surrey spectators

%

$R^2 = 33\%$

Caution: Low  $R^2$



*R<sup>2</sup> is an indicator of how strong the correlation is between overall satisfaction and each of these measures. A higher percentage indicates a higher correlation*  
*Q1. I'd like to ask you about the event you are attending right now. Thinking about your experience as a whole please tell me how you would rate this event in terms of your overall satisfaction/ Q4a. Using a scale of 1 to 5 where 1 is "poor" and 5 is "excellent", please tell me how you would rate the following.*

*Base: All spectators/festival visitors (385)*

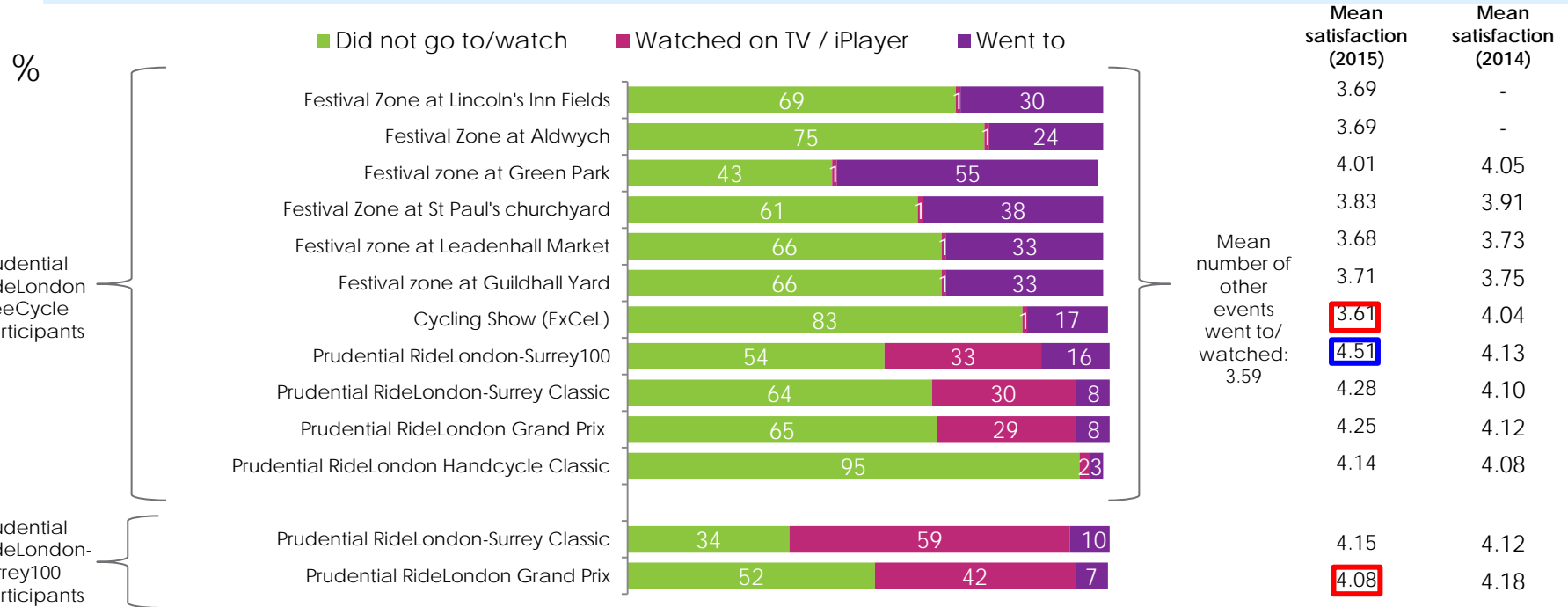




Awareness of other events

# Attendance of and satisfaction with other events – participants

- Participants watched or went to multiple events over the weekend. Highest levels of satisfaction were with the Prudential RideLondon-Surrey 100 and lowest satisfaction with the Cycling Show at ExCeL



Q8a. In addition to participating in the Prudential RideLondon <event>, did you also go to, or watch on TV, any of the following? Base: All RideLondon-Surrey100 respondents (6,050) , All FreeCycle participants (1,327)

Q8b. And how satisfied were you with each of the following? Base: Participants who went to/watched each event

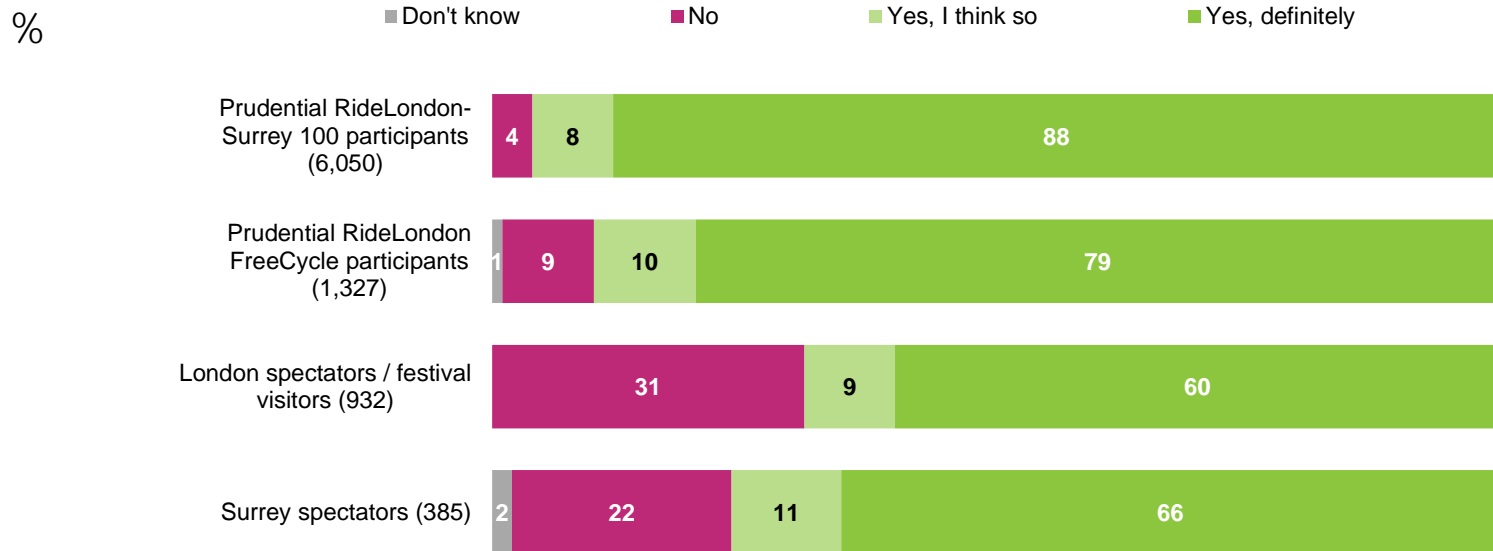


# Prudential Sponsorship

# Awareness of Prudential sponsorship

- Vast majority of participants were aware that the events are sponsored by Prudential. Awareness among spectators is slightly lower but still seven in ten are aware

Before you took part in RideLondon, were you aware it was sponsored by Prudential?



Q30 Before you took part in RideLondon, were you aware it was sponsored by Prudential?

Base: All participants (individual base sizes shown in chart)

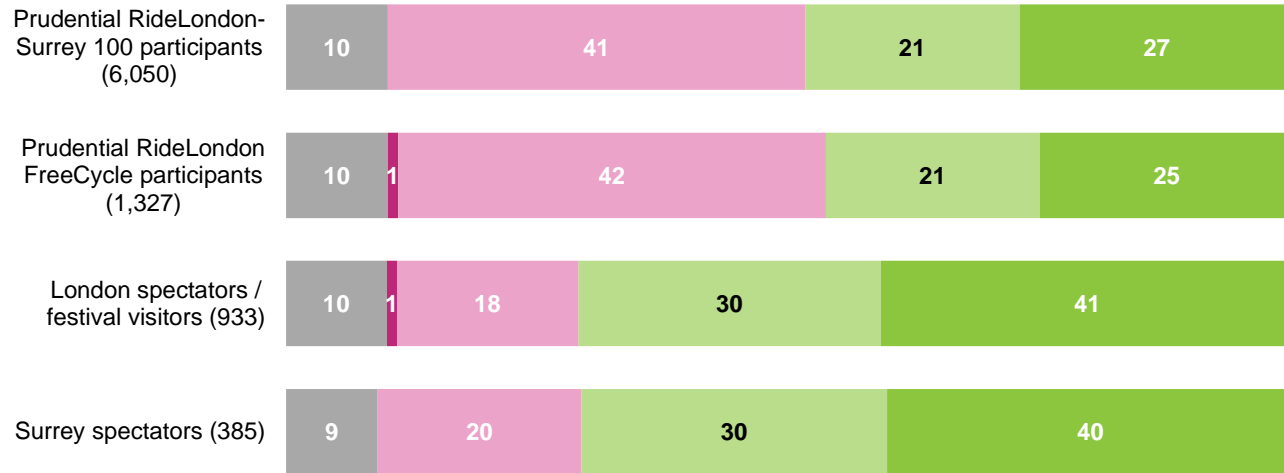
# Opinion of Prudential sponsorship

- Very few think that the sponsorship by Prudential is inappropriate

How appropriate do you think it is for Prudential to sponsor RideLondon?

%

■ Don't know ■ Not at all appropriate ■ Not very appropriate ■ Neither nor ■ Quite appropriate ■ Very appropriate



Q31 How appropriate do you think it is for Prudential to sponsor RideLondon?

Base: All participants (individual base sizes shown in chart)

# Quality assured

Future Thinking complies with current legislation, industry & sector best practices in management of all research programmes



- Full certification to ISO 20252:2012, which establishes the terms and definitions as well as the service requirements for organisations and professionals conducting market, opinion and social research.
- Full certification to ISO 27001:2013, which specifies the requirements for establishing, implementing, maintaining and continually improving an Information Security Management System
- Corporate members of ESOMAR, the world association for market, social and opinion researchers
- Market Research Society (MRS) Company Partner
- IQCS Company Member (Interviewer Quality Control Scheme)
- ICO registered and compliant to the UK Data Protection Act 1998
- Future Thinking regularly pass external client compliance scrutiny
- Resource planning and internal project review meetings are held regularly and minuted. In addition, team meetings are held ad hoc, as appropriate
- Client satisfaction surveys are completed at the end of each project or at regular intervals through the lifecycle of tracking studies – consistently high scores received from this feedback loop
- Future Thinking manage sensitive projects for UK Police and other UK Government departments where secure systems and data management is fundamental

# future thinking

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