

# RESEARCH SUMMARY

<b>Title</b>	<b>Tour of Britain 2009</b>
<b>Objective</b>	Awareness of the 2009 Tour of Britain and perceptions among those who attended the London leg of the event
<b>Date</b>	October 2009
<b>Methodology</b>	509 pre-tour telephone interviews with Londoners followed by 126 face to face interviews with attendees at the event.

## Key findings

- Awareness of the Tour of Britain 2009 was higher than that for 2008. In 2009, four in ten reported that they had heard of the impending race whilst in 2008 around a third had heard of it. The increase could be due to the exposure of the event prior to it arriving in London as this year it was the final leg with last year it being the first.
- Television coverage was the most mentioned medium by which people were aware (37%) prior to the event. Other sources mentioned include press coverage (26%) and word of mouth (19%). The findings are similar to 2008. At the actual event, people were most likely to say they had heard of the event through word of mouth and advertising/press coverage, each mentioned by a quarter of people.
- Those attending the event were satisfied with it with seven in ten saying this. Once again, this is similar to last year's findings.
- Significantly more people said that they enjoyed the event than was the case last year (82% vs. 70%). When asked to rate various aspects of the event the two that were rated highest were the event's ability to appeal to people of all ages (79%) and the entertainment value (71%).
- The screens (26%) and the publicity/advertising for the event (19%) were viewed as the two top aspects that could have been better in order to improve the Tour of Britain event for spectators.
- As usual, the Tour of Britain event attracted a high number of cyclists, with the majority of those who attended reporting that they cycle for leisure and/or to commute. The proportion of people indicating that they cycle more this summer in relation to previous summers has increased.

**Job number:** 09038