

RESEARCH SUMMARY

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| Title | RideLondon Travel Demand Management campaign – Post Event Summary | | |
| Objectives | Assess the effectiveness of a communication campaign designed to raise awareness of the potential impact on local residents of the RideLondon cycling events which took place over the weekend of 1 st and 2 nd August 2015. The research gauged recognition of the campaign; awareness of and attitudes towards the events; intended and actual behaviours. | | |
| Date | 1 st October 2015 | Agency | TNS UK |
| Methodology | Online surveys pre-campaign (June 2015), mid campaign (July 2015 -pre-events) and post-campaign (August 2015 – post events) among residents, aged 16 years or older, of boroughs that were potentially affected by the events (n=500 each wave) evenly split between London and Surrey. | | |

Abstract

TfL's RideLondon Travel Demand Management campaign continued to achieve a good level of recognition among residents from affected areas who were interviewed. Campaign recognisers had more understanding of the need for road closures, parking restrictions and diversions which underlined a positive contribution from the campaign. However, recall and recognition were lower compared with last year, probably reflecting a decrease in spend behind this year's campaign.

Key findings

The proportion of residents in affected boroughs who said they recalled advertising generally about the road closures rose significantly: from 14 per cent in June to 41 per cent in August. Recall of other information about the road closures (due to the events) also increased with each wave of research to 59 per cent in August. Recall levels were however slightly lower than last year. Claimed recognition (of any ad) rose to 57 per cent in August, suggesting a good proportion of residents had been reached by the campaign, though this was slightly lower than last year (62 per cent).

Reaction to the ads was as positive as last year on several statements. However, there were fewer this year who had seen the campaign and agreed it was telling people how they/their journeys would be affected; where to go for information; the topic being clear and relevant and making people stop and think.

Awareness of any of the RideLondon events grew with each wave of research. Around 6 in 10 residents in affected areas had heard of at least one event before they took place, this increased to circa three quarters by August.

Stated understanding of the impact of the events rose following the advertising campaign, with the proportion of affected residents saying that they understood the impact 'very well' rising to 25 per cent (from 21 per cent) by August. In addition, there were high levels of understanding of the need for road closures, bus diversions and parking restrictions before the events took place (78 per cent agreement for each in June). However, each of these decreased in July immediately prior to the event taking place. Post event, only 4 in 10 residents agreed that TfL had done a good job of minimising disruption - significantly lower than last year (around half).

In line with 2013 and 2014 results, 34 per cent of affected local borough residents claimed to have changed their travel plans. A similar percentage, 32 per cent, said they had used alternative routes / transport and 56 per cent said they avoided the areas on the day. 15 per cent claimed to have attended the events.

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