

**Transport for London**

**Tour of Britain  
2008 evaluation**

**07230**

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**MAYOR OF LONDON**

**Transport for London**



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## 1. BACKGROUND

The Tour of Britain professional cycle race began in London on September 7<sup>th</sup> 2008. TfL was a key sponsor of the event, linked as it is to TfL's objective of encouraging more people to take up cycling as part of its policy of encouraging a move towards more sustainable transport modes.

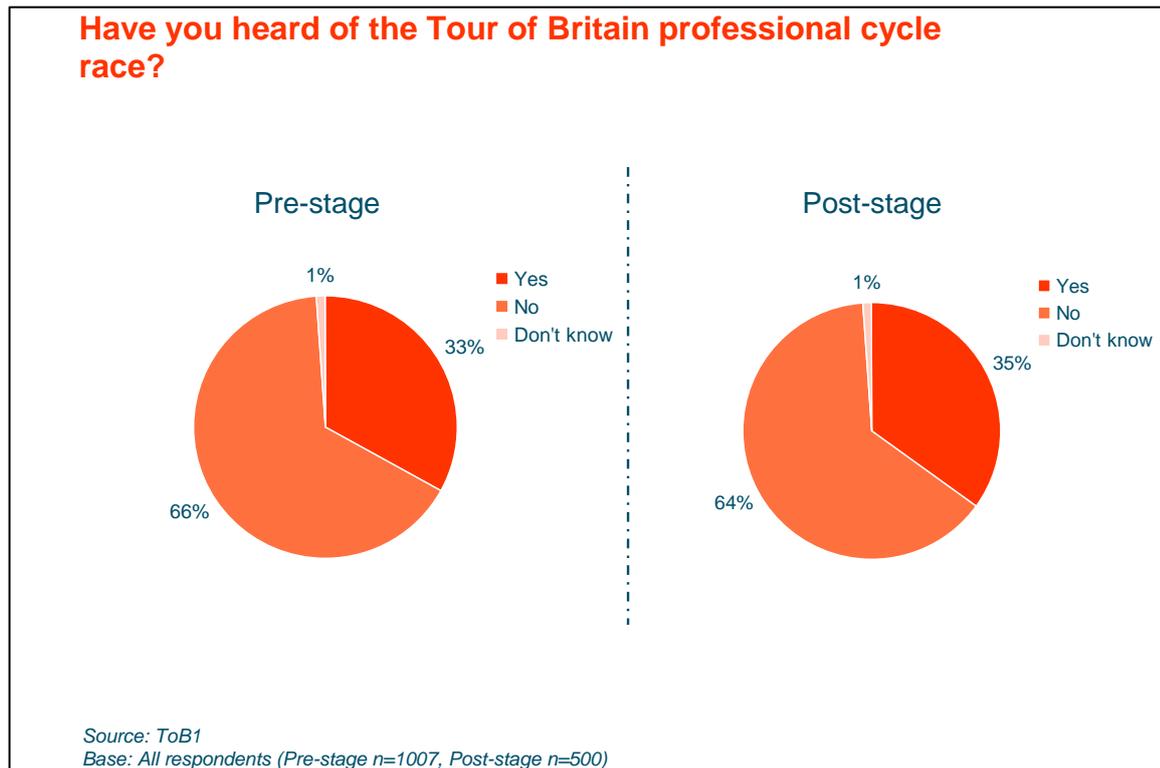
Research was conducted at the event to measure its impact on attendees and the results of this will be reported in due course. Prior to that, however, there was a desire to assess the effectiveness of the marketing campaign to raise awareness of – and to attract people to attend – the event.

Two research projects are reported here. The most recent research was conducted in the six days immediately prior to the event coming to London (1<sup>st</sup> to 6<sup>th</sup> September). Research had also been conducted in February 2008, immediately prior to the launch of the marketing campaign. This two stage research enables us to measure the extent to which awareness of – and interest in attending – the event altered pre and post the marketing campaign.

The post stage research involved 500 telephone interviews with Londoners, conducted during the first six days of September. The pre-stage research was conducted as part of our Regular Research Slot which involved interviewing 1,007 Londoners by telephone during the three week period February 4<sup>th</sup>-23<sup>rd</sup> inclusive. Both data sets have been weighted to ensure that responses are representative of the London population as a whole.

## 2. MAIN FINDINGS

### 2.1 Awareness of the Tour of Britain



As can be seen above, the level of awareness of the Tour of Britain itself increased only slightly from 33% pre-stage to 35% post stage. This increase is not statistically significant.

Those aware of the event comprise:

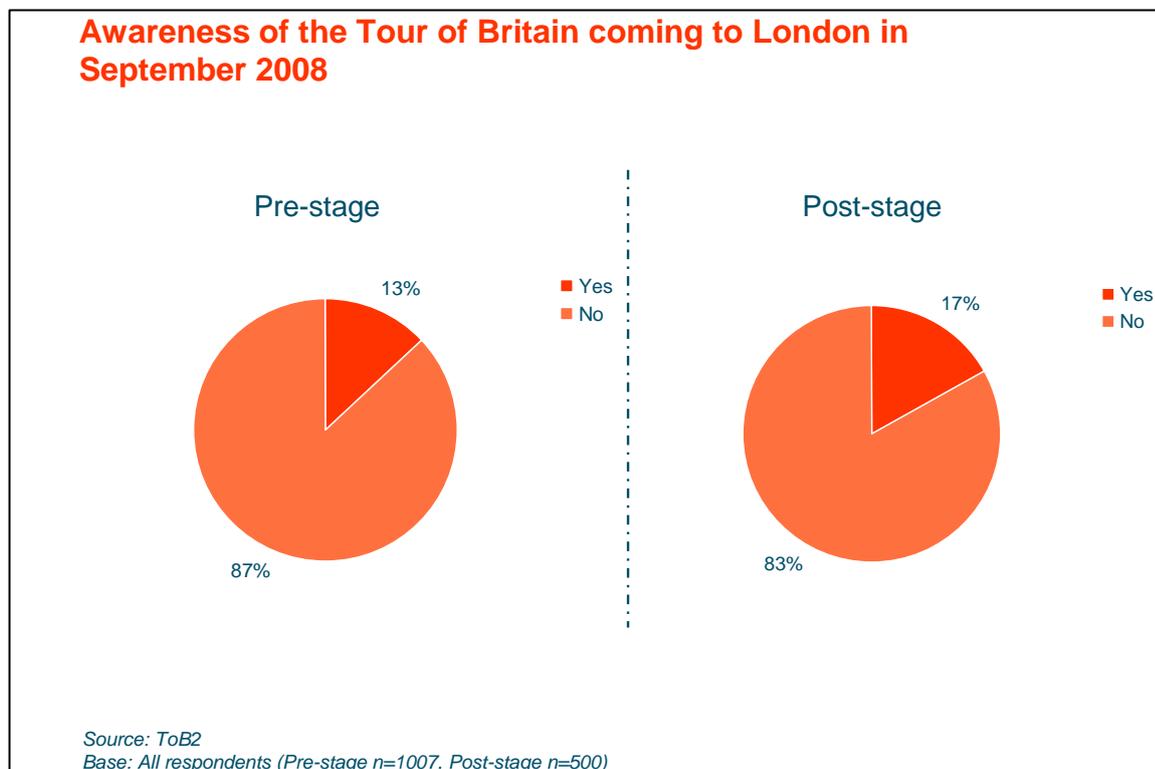
- 39% of men (35% pre-stage)
- 32% of women (31% pre-stage)
  
- 22% of those aged 16-24 (14% pre-stage)
- 24% of those aged 25-34 (23% pre-stage)
- 29% of those aged 35-44 (29% pre-stage)
- 41% of those aged 45-54 (35% pre-stage)
- 55% of those aged 55-64 (46% pre-stage)
- 56% of those aged 65+ (62% pre-stage)

As in the pre-stage research, awareness of the event increases with each succeeding age band.

- 20% of BAME people (22% pre-stage)
- 42% of non-BAME people (37% pre-stage)
  
- 40% of those in the AB social group (33% pre-stage)
- 33% of those in the C1 social group (34% pre-stage)
- 43% of those in the C2 social group (29% pre-stage)
- 35% of those in the DE social group (37% pre-stage)

None of these pre-stage/post-stage variations calculate to be statistically significant.

## 2.2 Awareness of the Tour of Britain coming to London



One in every six (one in every eight pre-stage) of the people we spoke told us that they were aware that the Tour of Britain would be coming to London in September 2008. The increase reported above is statistically significant.

This is true of 48% (39% pre-stage) of people who had previously told us that they had heard of the event. This latter increase, however, is not significant statistically.

Shown below are the proportions of people who told us that they were aware of the event coming to London. Statistically significant increases are highlighted in bold.

- 19% of men (14% pre-stage)
- 16% of women (11% pre-stage)
  
- **16%** of those aged 16-24 (5% pre-stage)
- 11% of those aged 25-34 (7% pre-stage)
- 12% of those aged 35-44 (9% pre-stage)
- 17% of those aged 45-54 (14% pre-stage)
- 22% of those aged 55-64 (14% pre-stage)
- 31% of those aged 65+ (32% pre-stage)

With the exception of those aged 65+, the levels of awareness of the Tour coming to London have increased in each band, significantly so among those aged 16-24.

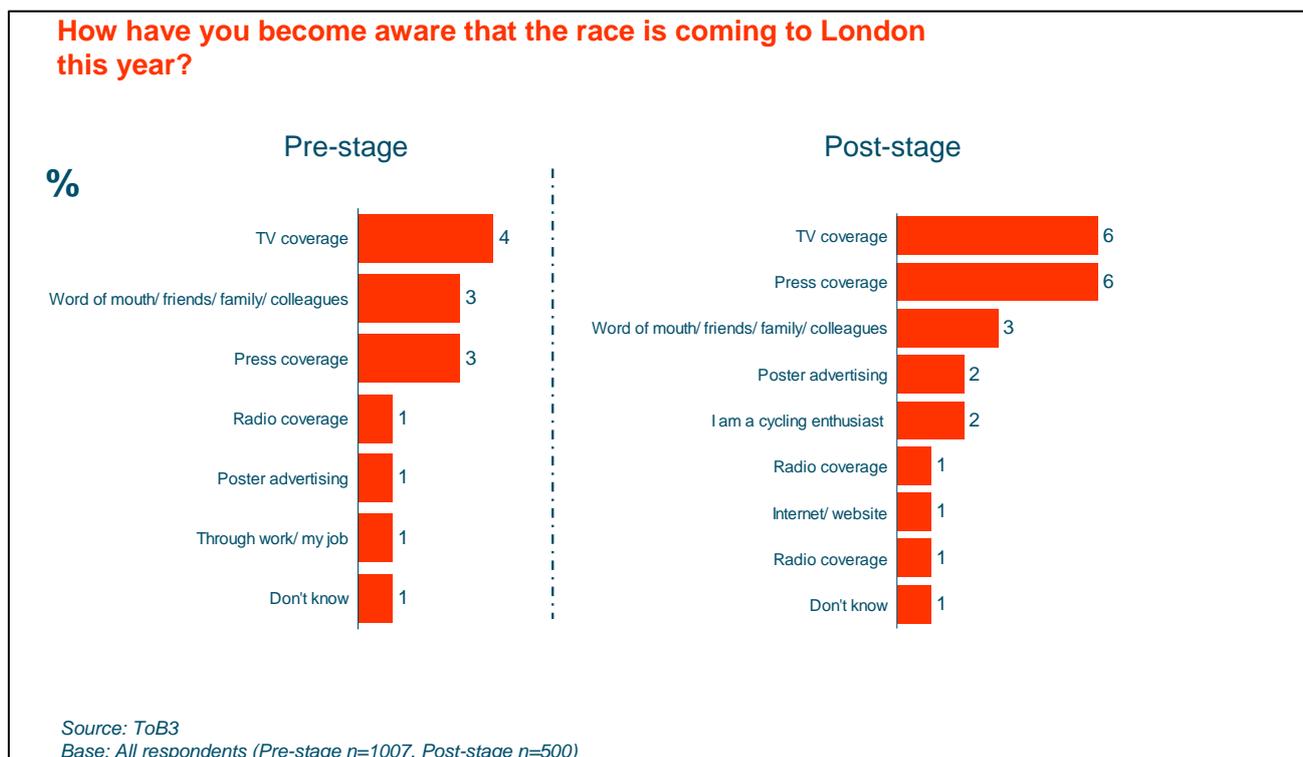
- 12% of BAME people (8% pre-stage)
- **20%** of non-BAME people (14% pre-stage)

Awareness among BAME people was lower than among those outside the BAME community, both pre and post stage.

- **19%** of those in the AB social group (10% pre-stage)
- 13% of those in the C1 social group (12% pre-stage)
- 21% of those in the C2 social group (11% pre-stage)
- 17% of those in the DE social group (19% pre-stage)

Awareness has increased among AB's C1's and C2's, though only among AB's is the increase statistically significant.

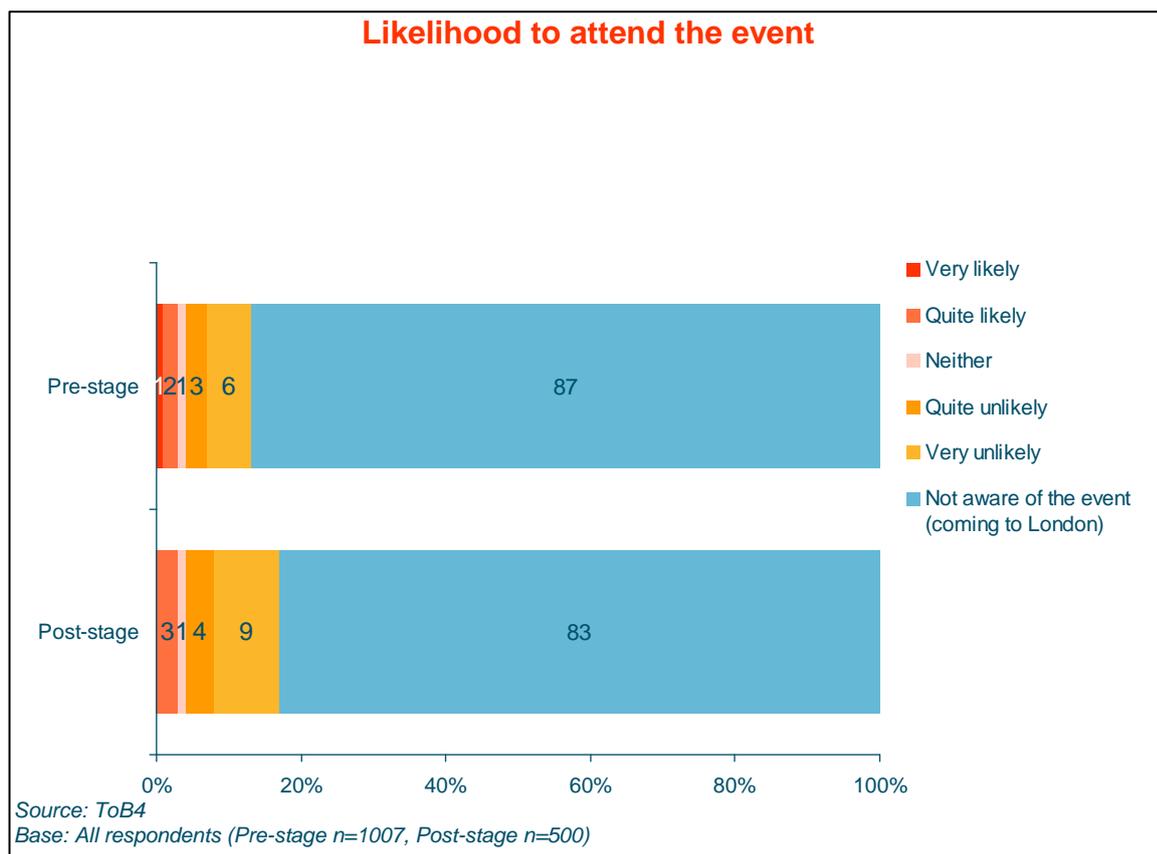
### 2.3 Means used to find out about the race



TV coverage and press coverage are the most commonly cited means by which people have found out about the race coming to London this year.

There are no significant differences by gender, age, ethnicity or social class in each of the means used to find out about the event. At an overall level, however, the increase in people identifying press coverage is statistically significant.

## 2.4 Likelihood to attend to the event



As can be seen above, only 3% of the people we spoke to told us that they were aware that the Tour of Britain was coming to London *and* that they thought it likely that they would attend. This is the same proportion as at the pre-stage.

None of the different demographic groups shows a rate higher than 5% on likelihood to attend the event.

When looking separately at those who were aware that the Tour of Britain was coming to London, we found that almost one in every six (17%) considered it likely that they would attend the event. This had been true of 24% in February, though then, of course, a lower proportion were aware of the event coming to London. A lower proportion expecting to attend is, perhaps, an inevitable consequence of a greater level of awareness.