

## Tour of Britain 2010

10018

October 2010



## Contents

1. Executive summary .....	1
Awareness on the Tour of Britain Event .....	1
Perceptions of the Tour of Britain .....	1
Bicycle Use .....	2
2. Background and research methodology .....	3
Background .....	3
Objectives .....	3
Research methodology.....	3
3. Research findings .....	4
Awareness of Tour of Britain – Pre event .....	4
The Tour of Britain event: on the day.....	8
Perceptions of the Tour of Britain Event.....	12
Bicycle use .....	16
Appendices .....	17

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Research conducted by FDS International

## 1. Executive summary

This report contains the findings of two surveys. The first, being a survey prior to the Tour of Britain event. The objective of this was to measure awareness of the Tour of Britain cycling event staged in London on 18<sup>th</sup> September 2010 amongst Londoners. The second was a follow up survey carried out on the day with those attending the event. This survey measured awareness and perceptions of the event.

### Awareness on the Tour of Britain Event

Awareness of the Tour of Britain event was in line with 2009. 42% of Londoners had heard of the Tour. Awareness that the race was coming to London, was 41% compared to 38% in 2009 (amongst those aware of the Tour).

Television remained the most mentioned media prior to the event with a quarter (26%) aware that the event was coming to London through this channel. Other channels mentioned were press (21%), word of mouth (17%), posters (14%), radio (10%) and the internet (10%).

At the actual event, people were most likely to say the main channels for hearing about the Tour of Britain were press coverage (29%) or through friends (28%). This has been consistent over the last two years. At 7%, television is cited by far fewer on the day than in the pre-survey.

Three per cent of all Londoners indicated that they would be likely to attend the event, this is again in line with 2009.

### Perceptions of the Tour of Britain

Enjoyment on the day continues to rise over time. 84% of people rated the event enjoyable.

When asked about various aspects of the event, satisfaction with having appeal for all ages was the highest with 80% and this has improved over time.

The majority (85%) were satisfied with Tour of Britain information prior to the event; this is a significant rise on 68% in 2009. Of the people satisfied, 50% were very satisfied.

The publicity/advertising for the event (17%) was viewed as an area for improvement for the spectators.

It is worth noting that, as last year, a substantial proportion of respondents failed to notice the big screens (31% in 2010) and were therefore unable to give a rating. Where they did see the screens, 71% considered their impact on enjoyment of the event overall was very positive or positive.

## Bicycle Use

Half (50%) of all Tour of Britain attendees considered that the Tour of Britain event was likely to motivate them to cycle more/take up cycling, compared with a fifth unlikely (21%). Among the 40 attendees who do not already use a bike, a quarter were likely to be motivated to use one as a result of the event.

## 2. Background and research methodology

### Background

The Tour of Britain finished on the 18<sup>th</sup> September with the last stage, which took place in Newham, attended by thousands of spectators. The event coincided with the Newham Waterfront Festival which featured food stalls, walking entertainers and live music. It culminated with a fireworks display.

### Objectives

As a regional sponsor of the Tour, TfL wished to measure awareness of the event among Londoners, and also to profile attendees.

Specifically the objectives of this research programme were to:

- Determine the awareness of the Tour of Britain among Londoners and how this was gained (media channel, previous attendance, etc.)
- Identify the profile of attendees (including their method of access to the event)
- Measure attendees' enjoyment and perceptions of the event
- Understand whether the event had a positive influence on attendees' stated future cycling habits

### Research methodology

The research was conducted in two phases: a pre-event survey, followed by interviews with attendees on the day.

The pre-event research was undertaken as a telephone survey of a representative sample of 500 Londoners aged 16 or over. Interviews were conducted in the week leading up to the event, between 10<sup>th</sup> and 17<sup>th</sup> September. Results were weighted to correspond with the 2001 Census profile for gender, age, ethnicity and borough (inner/outer London).

Face to face interviews were conducted at the event on 18<sup>th</sup> September with London-resident attendees between 1pm and 4pm. A total of 127 interviews were achieved.

Both questionnaires are found in the appendices of this report.

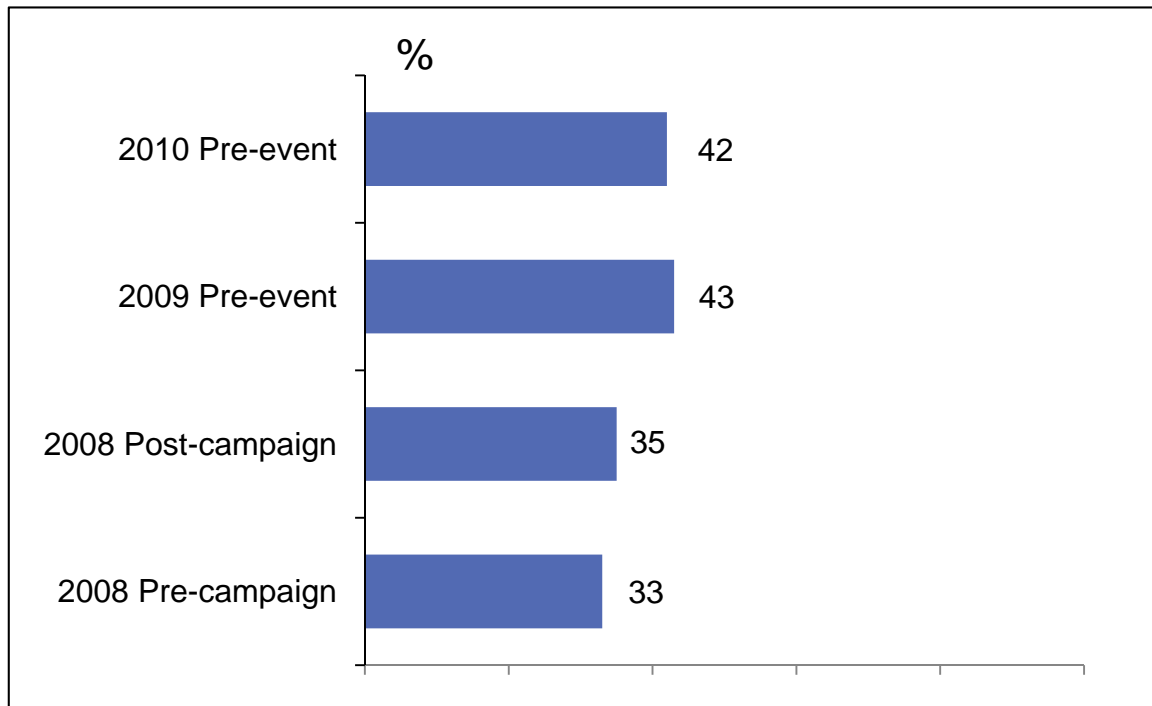
### 3. Research findings

#### Awareness of Tour of Britain – Pre event

Prior to the Tour of Britain event 42% of Londoners had heard of the event. This level of awareness remained steady from 2009 (at 43%) as shown in Chart 3.1.

**Chart 3.1: Have heard of the Tour of Britain professional cycle race prior to the event**

**Base: All (n=500)**



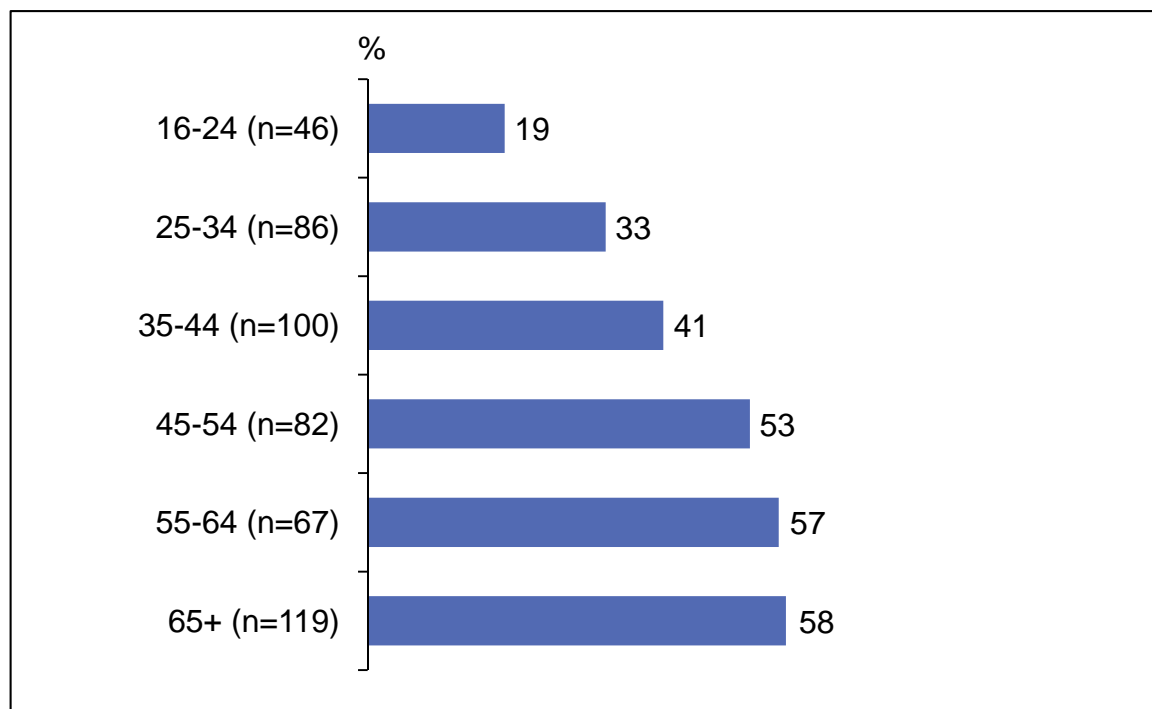
TOB1: Have you heard of the Tour of Britain professional cycle race?

There is a consistency from 2009 in the proportion of Londoners who had heard of the event.

Awareness of the Tour of Britain rose with age is shown in Chart 3.2 – dramatically from 16 to 54, then only gradually. Among those aged 16-34, 28% had heard of the Tour of Britain in 2010 compared with 23% in 2009. In both years those levels of awareness were significantly lower than among those aged 35 or over (51% in 2010 and 54% in 2009).

**Chart 3.2: Awareness of Tour of Britain professional cycle race prior to the event**

**Base: All (number of respondents in brackets below)**



TOB1: Have you heard of the Tour of Britain professional cycle race?

Again consistent with 2009, Londoners from a white background were significantly more likely to know of the event (45%) compared to those from black, Asian and minority ethnic backgrounds (34%).

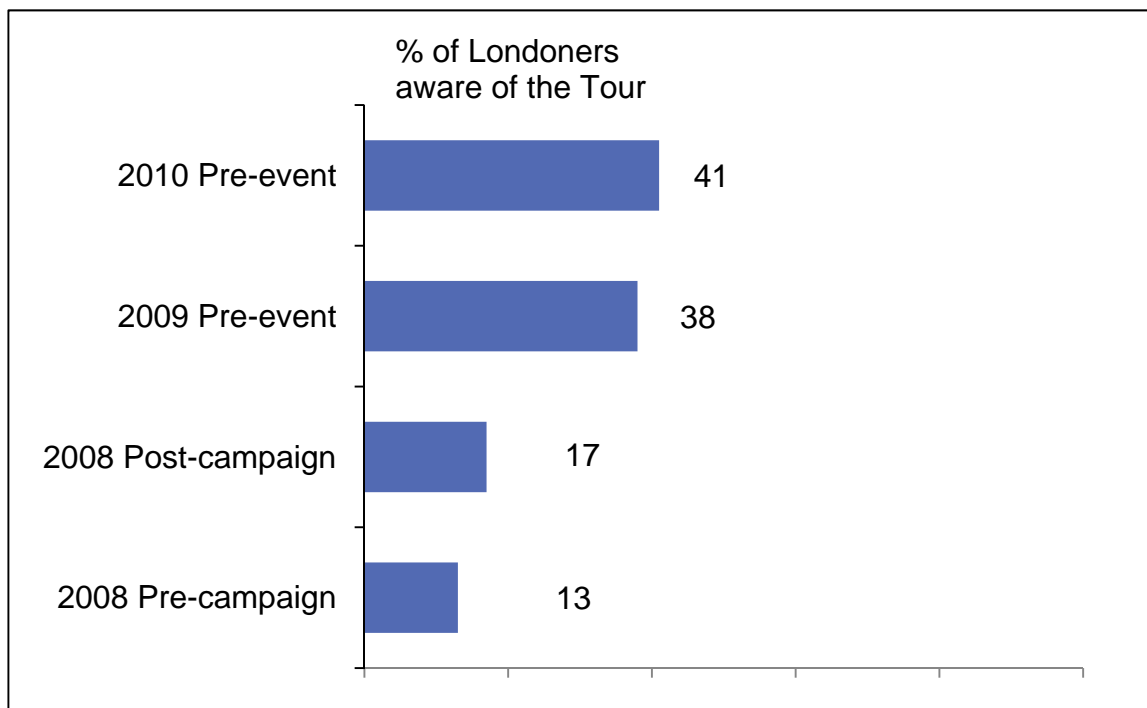
Some differences in awareness were observed between social grades. Londoners classified as C1/C2 (household's chief income earner is in a supervisory/skilled occupation) were significantly more likely to be aware (52%) than others. 40% of ABs (higher/intermediate managerial), and 35% of DEs (semi/unskilled manual/casual workers, or not employed) were aware.

In 2010, there was no significant difference in awareness by gender, or whether living in inner or outer London.

Awareness that the race was coming to London, was 41% compared to 38% in 2009 (amongst those aware of the Tour) as shown in Chart 3.3.

**Chart 3.3: Awareness of the Tour of Britain coming to London in September 2010**

**Base: All aware of the Tour (2010 n=226)**



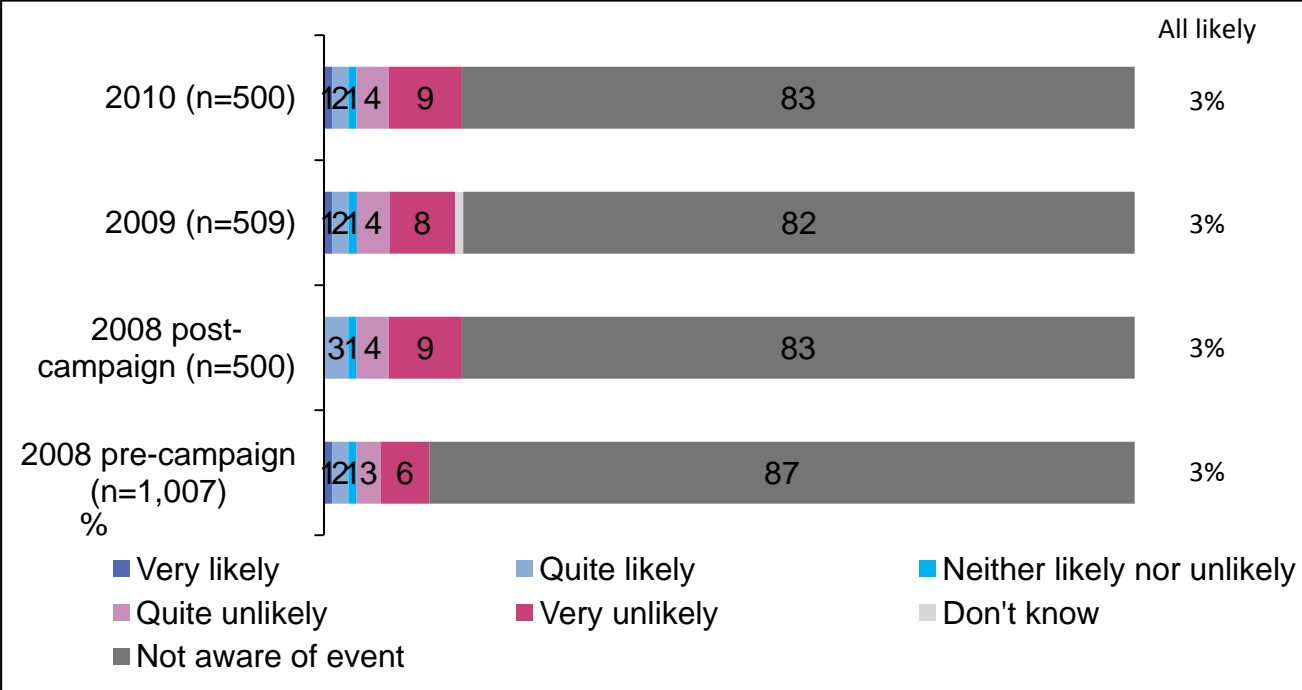
TOB2 Are you aware that the Tour of Britain professional cycle race is coming to London in September 2010?

A variety of information channels were cited by the people who knew the Tour of Britain was coming to London. Television coverage was the most commonly mentioned (26%), followed by press coverage (21%), word of mouth (17%), poster advertising (14%), radio coverage (10%) and the internet (10%). Given the sample size, these results are in line with last year's results.



Of all the Londoners interviewed before the event, as in 2009, only 3% claimed to be likely to attend the Tour of Britain as shown in Chart 3.4.

**Chart 3.4: Likelihood of attending the Tour of Britain**  
**Base: All (number of respondents in brackets below)**



TOB4: How likely do you think you personally are to attend the event? Would you say you are...?

## The Tour of Britain event: on the day

Interviews were conducted face-to-face with 127 Greater London residents who attended the event on 18<sup>th</sup> September 2010. Interviewers were instructed to approach candidates to represent the profile of attendees in terms of gender, age and ethnicity. A demographic profile of the attendees interviewed can be found in the appendices.

In summary, the event attracted people of all ages. The majority (54%) of those interviewed were aged 25-44, whilst 12% were younger, and 34% older than this. There was a good gender balance with 58% of those interviewed being male, and 42% female.

Interviewees were predominantly white (87%) and three-quarters (74%) described themselves as white British.

The higher social classes were over-represented with 36% of those interviewed being ABs (higher/intermediate managerial) and 39% C1s (supervisory/junior managerial). 13% were C2s and 9% DEs. A quarter (73%) regarded themselves as the chief income earner.

Two of those interviewed had mobility impairments but did not use wheelchairs.

Most people attended in the company of others - 39% with their partner/spouse, 21% with friends, 17% with their children and 9% with other relatives. Just over a quarter (27%) attended on their own; 82% of these were male.

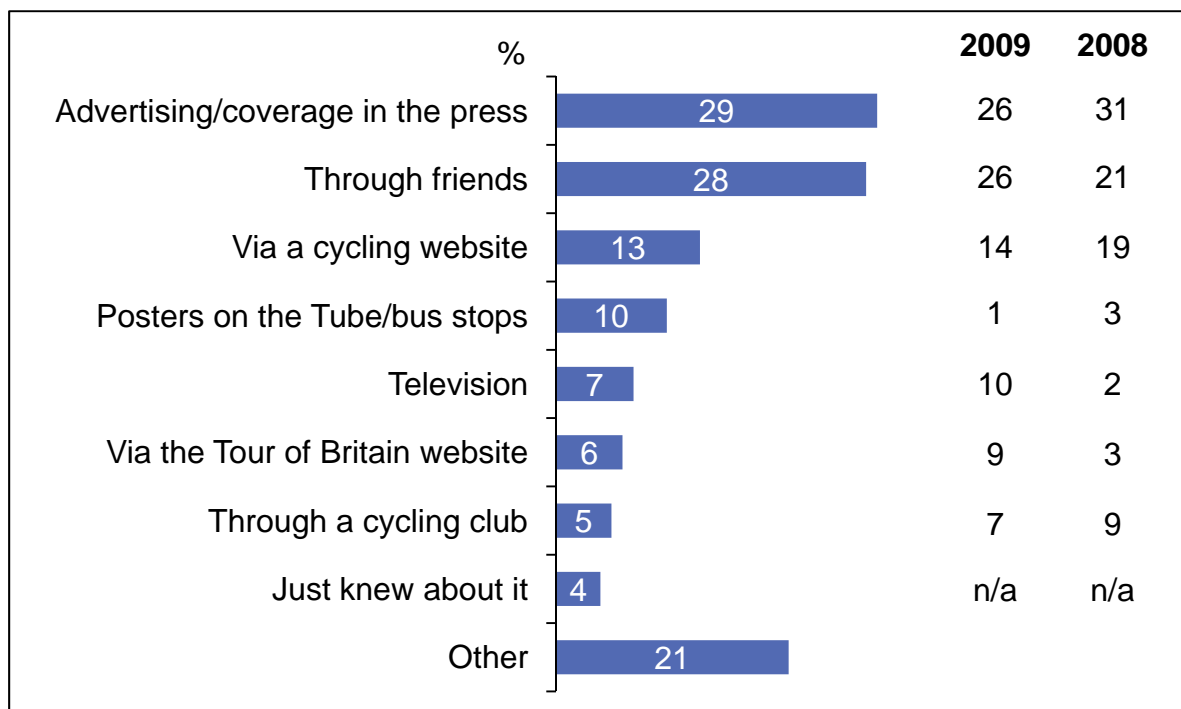
Attendees travelled to the event using a mixture of transport modes. The most common modes used were:

- 47% DLR
- 29% Tube
- 28% bicycle
- 17% on foot
- 14% train
- 10% car
- 7% bus

When asked to nominate the main transport mode used to reach the event, 27% said bicycle, 20% DLR, 17% Tube, 11% each on foot or train, and 9% car.

As in the last two years, among attendees the main channels for hearing about the Tour of Britain were press advertising/coverage, or through friends. Chart 3.5 also shows that specialist cycling websites were influential for some, as were posters on the underground and at bus stops, and television coverage.

**Chart 3.5: Methods of having heard about the Tour of Britain**  
**Base: All (127)**



Q4: How did you hear about the Tour of Britain? (prompted)

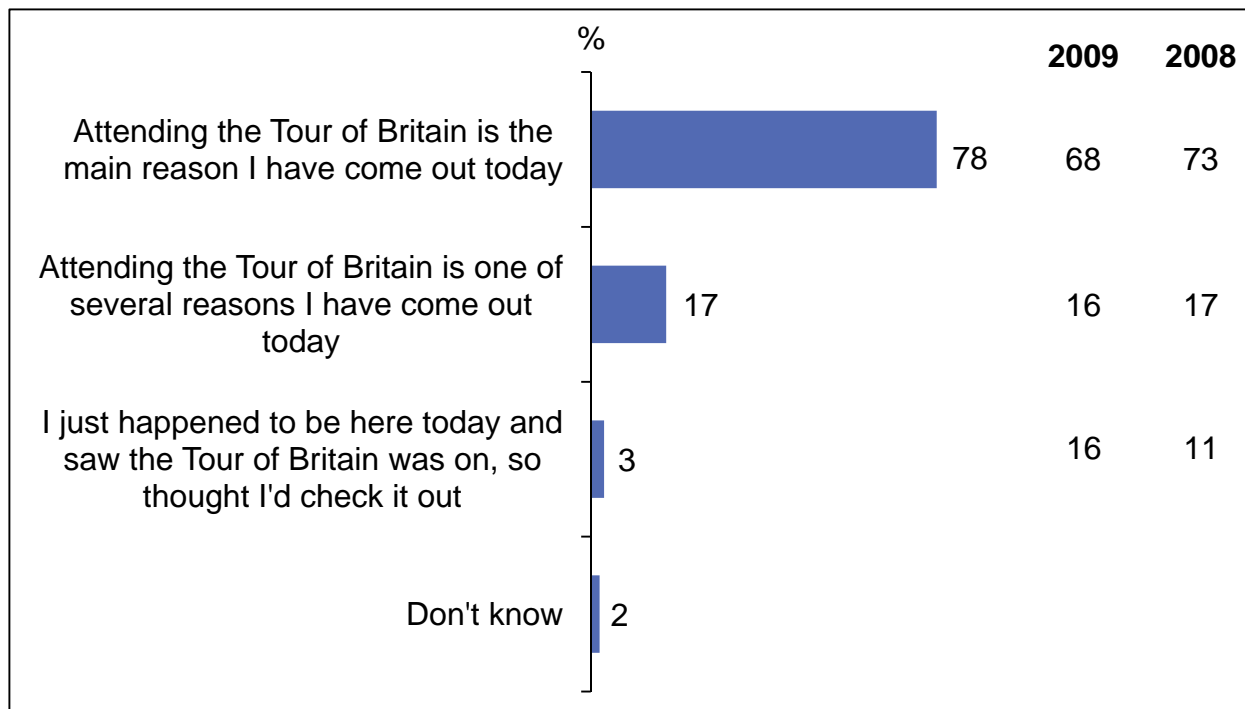
Other communication channels were mentioned by less than five respondents each:

- 4 respondents each: the TfL website; I am a cycling enthusiast/fan; I have been in previous years
- 3 respondents each: other website; unspecified advertising
- 2 respondents each: through my child/children; through other family member; I live nearby
- 1 respondent each: the Visit London website; cycling magazine; on road traffic signs

Three couldn't remember how they heard.

The majority (95%) of those interviewed at the event, left home specifically to be there – see Chart 3.6. For 78% attendance was the main reason they came out and for 17% it was one of several reasons for coming out.

**Chart 3.6: Reasons for attending the Tour of Britain**  
**Base: All attendees (127)**

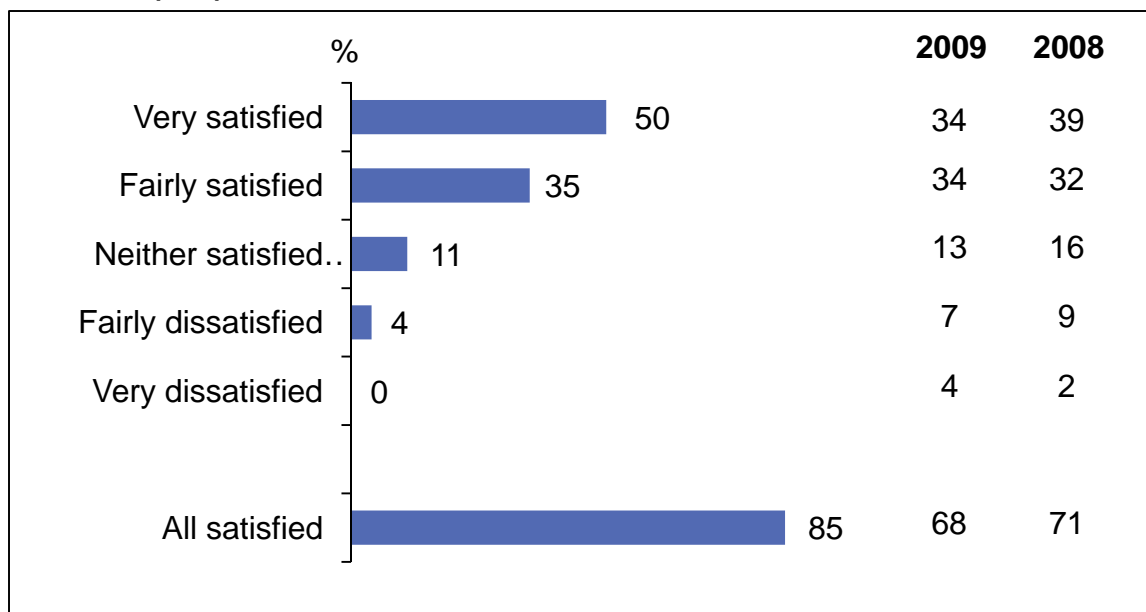


Q3: Which of the following statements best describes why you are here today?

The drop in those just happening across the Tour of Britain may be due to the location of the event being moved this year. In 2009 the event took place in Central London.

As can be seen in Chart 3.7, half the sample (50%) described themselves as very satisfied with Tour of Britain information prior to the event. This had risen significantly from 34% last year.

**Chart 3.7: Satisfaction with Tour of Britain information prior to the event**  
**Base: All (127)**



Q5: Overall, how satisfied have you been with the information you have seen about the Tour of Britain prior to the event?

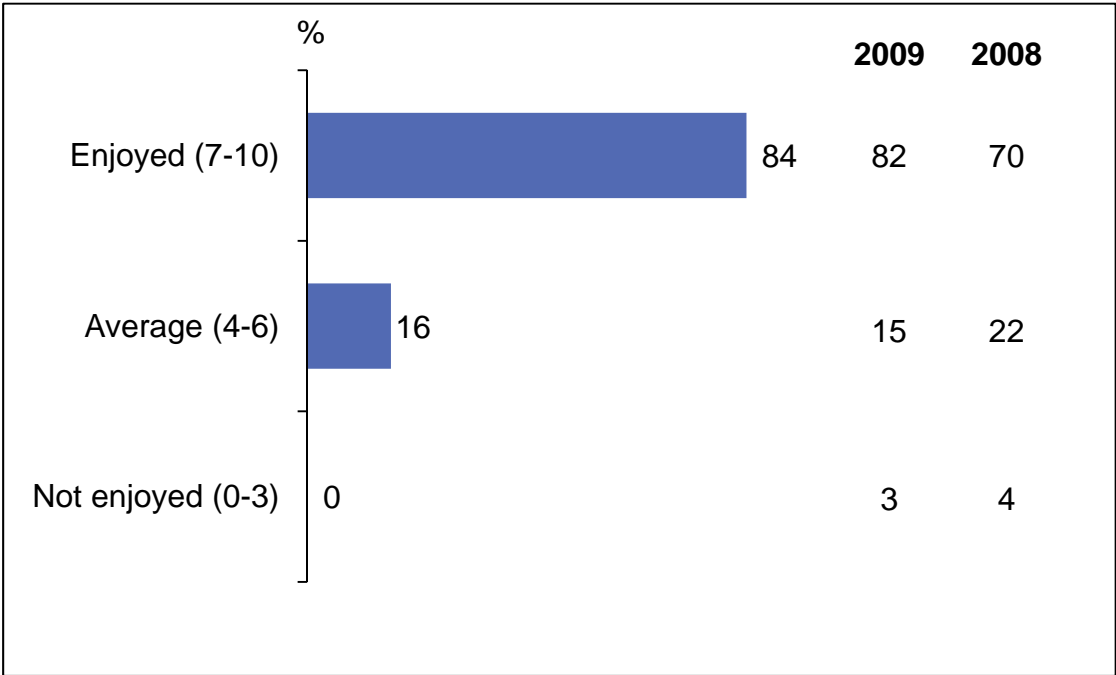
In total 85% were (very or fairly) satisfied with the information, compared with 68% in 2009 and 71% in 2008.

### Perceptions of the Tour of Britain Event

Enjoyment on the day continued to rise over time. The average score on a scale from 10 (meaning 'extremely enjoyable') to 0 (meaning 'not enjoyable at all') was 7.8 this year, edging up from 7.6 in 2009 and 7.0 in 2008.

Chart 3.8 outlines the level of enjoyment, it can be seen that 84% enjoyed the event, and gave the event a rating between 7 and 10. This is a slight increase from 2009 (82%) (82%)

**Chart 3.8: Levels of enjoyment of the Tour of Britain on the day of the event**  
**Base: All (127)**

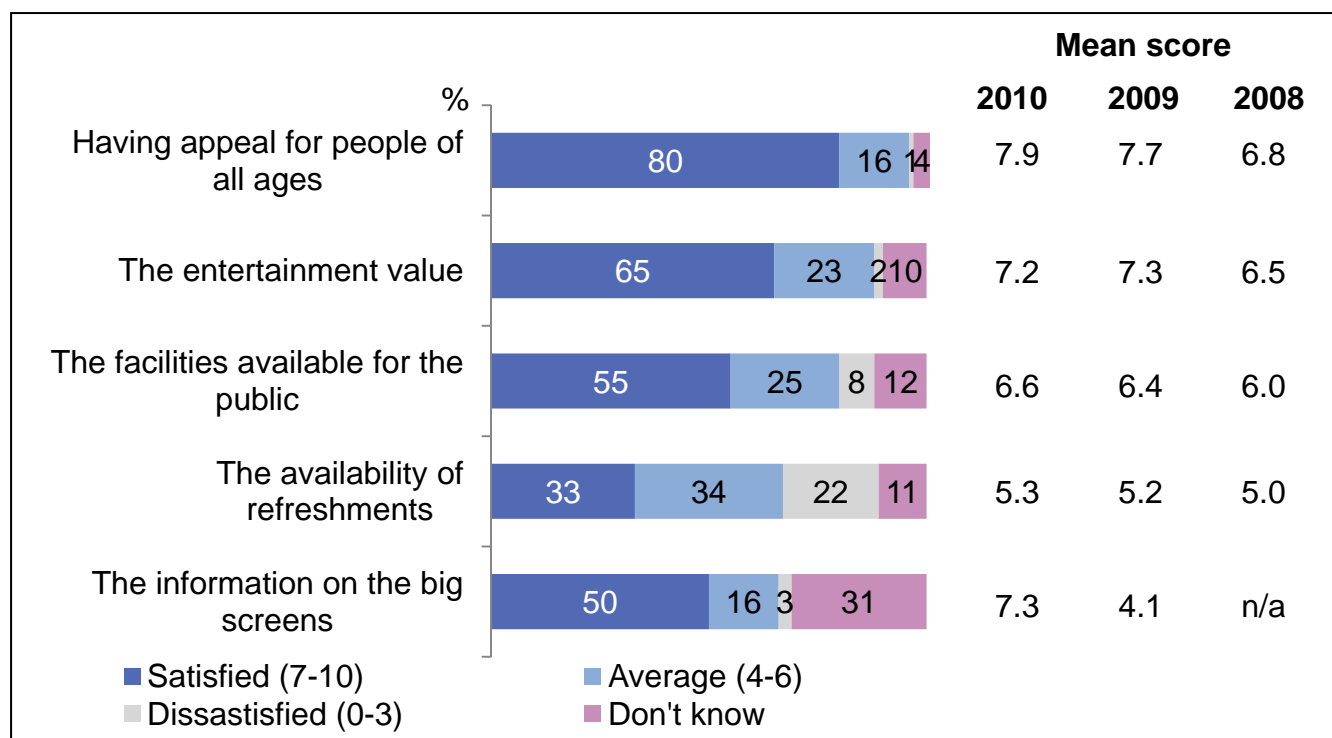


Q7a: Using a scale of 0 to 10 where 10 is 'extremely enjoyable' and 0 is 'not enjoyable at all', please tell us from your experience so far, how enjoyable you have found the Tour of Britain event today?

In 2010, the lowest score was 4, given by one attendee.

Attendees were asked their satisfaction with five aspects of the event, shown in Chart 3.9 below, from their experience so far. They used a scale from 10 (meaning 'extremely satisfied') to 0 (meaning 'extremely dissatisfied').

**Chart 3.9: Satisfaction with individual aspects of the Tour of Britain**  
**Base: All (127)**



Q6: Using a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied', please tell us from your experience so far, how satisfied you have been with the following:

While average scores for four of these issues remained similar to 2009. There was a substantial improvement this year in satisfaction with the information available on the big screen, although this is qualified by the fact that almost a third of the sample felt unable to offer a rating.

### Having appeal for people of all ages

As in 2009 and 2008, the highest average score was given to the event having appeal for people of all ages, which has gradually improved over the last two years.

As last year, 80% gave a score of 7-10. One person gave a score of 3, but none lower.

### The entertainment value

Two-thirds (65%) of attendees gave a score of 7-10 for satisfaction with the entertainment value; slightly down from 71% in 2009. The average score remained steady at 7.2 now, compared with 7.3 last year.

### Facilities available for the public

Over half of attendees (55%) gave a score of 7-10, virtually unchanged from 56% in 2009. However, whereas everyone had a view last year, in 2010 12% were unable to give a score (as presumably they had not used any facilities).

### The availability of refreshments

Compared with 2009, there was no change in the average score for satisfaction with the availability of refreshments. At 5.3, this continued to lie below the mid-point of the scale.

There is clearly potential for improvement here, with only a third (33%) assigning a score which can be interpreted as satisfied (ie 7-10) and over a fifth (22%) giving 0-3.

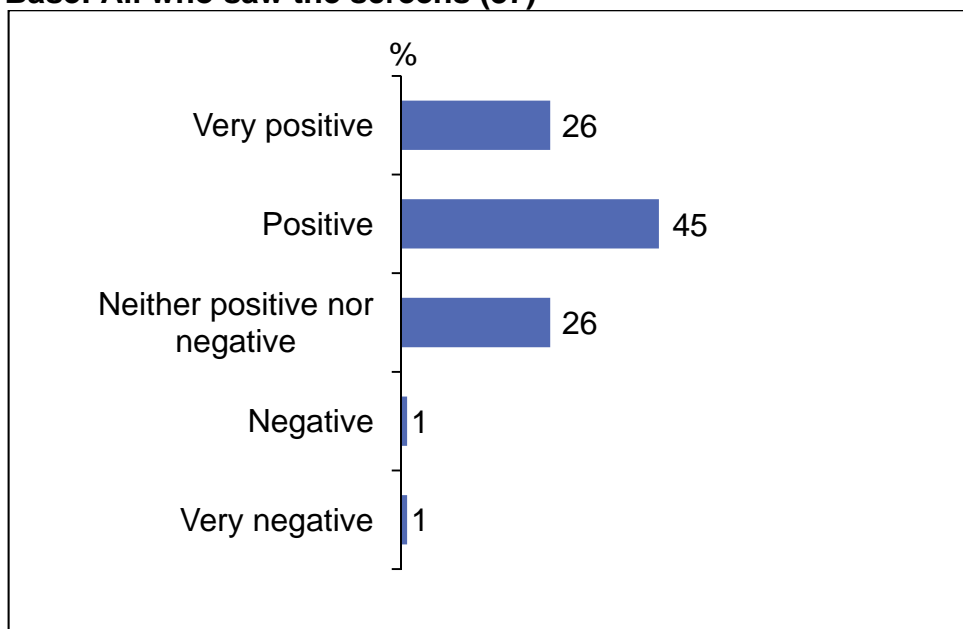
### Information available on the big screens

The average score for satisfaction with information available on the big screens rose significantly from 4.1 in 2009 to 7.3 this year.

Half the sample gave a score of 7-10 (more than double last year's 22%). However, it was of concern that almost a third did not notice the screens.

As shown below in Chart 3.10, over a quarter (26%) of the 87 who did see the screens said they had a very positive impact on their enjoyment of the event overall, and a further 45% a positive impact. Only two judged the impact negative.

**Chart 3.10: Impact of big screens on enjoyment of event overall**  
**Base: All who saw the screens (87)**



Q7: To what extent have the big screen impacted on your enjoyment of the event overall?



We asked attendees to tell us any ways in which they thought the Tour of Britain could have been improved as an event for spectators. Almost a third (31%) could think of nothing to improve and 12% didn't know.

Suggestions made were:

- 17% more information
- 9% more/better refreshments
- 8% more facilities/exhibits/stands/entertainment
- 6% quieter music
- 6% better promotion of the event
- 5% more signs
- 4% more screens/screens on the roundabouts

Other issues raised by fewer than five respondents were:

- 4 respondents: more toilets
- 3 respondents: better organised
- 2 respondents each: more bins, cycle parking provision, hold at a more central location, make it easier to get around, more activities for children, provide seating, put it on national television, more professional riders
- 1 respondent each: more commentary, pedestrian/cycle separation

## Bicycle use

69% of those who were interviewed at the Tour of Britain had access to a bicycle that they could use in their household (excluding bicycles belonging to children under 16). This was a significant decline on 80% last year.

In 2010, men were significantly more likely to have access than women (76% versus 58%). By sub-group the level of access peaked at 83% among those aged 35-44.

95% of those with access to a bicycle claimed to use it, equating with 65% of the total sample. Among these 83 cyclists, 31% cycled to work every day, 16% every few days and 5% once a week. 46% never cycled to work.

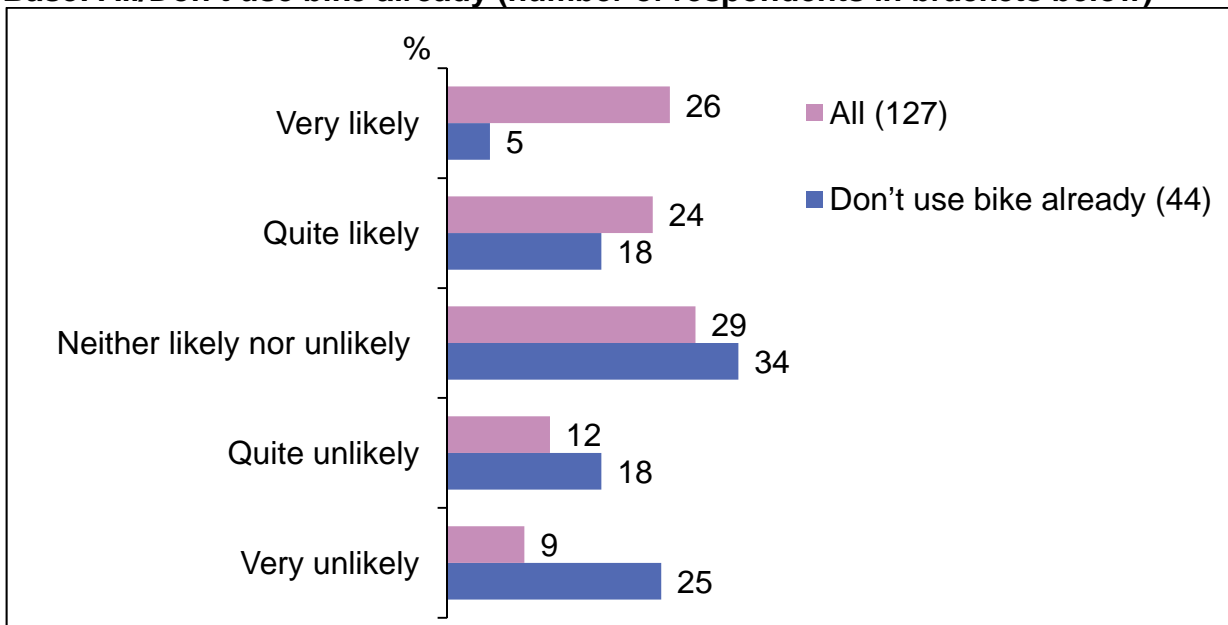
All of those who cycled did so for pleasure at some time – 33% every day, 28% every few days, 19% once a week, 11% once every two or three weeks, 6% once a month and 4% less frequently.

Thinking about their cycling activity this summer compared to previous summers, 30% said they were cycling more and 7% less. Over half (53%) said their cycling activity had not changed. 8% had taken up cycling after a period of absence and one respondent was completely new to cycling.

As shown in Chart 3.11, half (50%) of all attendees considered that the Tour of Britain event was likely to motivate them to cycle more/take up cycling compared with a fifth unlikely (21%). Among the 44 who did not already use a bike, 23% were likely to be motivated to use one as a result of the event.

### Chart 3.11 Likelihood of Tour of Britain event motivating you to cycle more/take up cycling

Base: All/Don't use bike already (number of respondents in brackets below)



Q20: Do you think that the events today are likely to motivate you to cycle more/take up cycling?

## 4. Appendices

### Appendix A: The pre-event questionnaire (administered by telephone)

Good afternoon/evening. My name is..... and I am calling from FDS International, an independent research agency. We are carrying out a short survey on behalf of Transport for London in order to gather the views of Londoners. I was wondering if you would be willing to answer a few questions -the survey will take about 5 minutes.

**QBIRTHDAY:** To be sure we talk to a cross-section of Londoners, please can I speak to the person aged 16 or over in your household who celebrates their birthday next?  
IF NOT AVAILABLE, RECORD NAME OF PERSON AND MAKE APPOINTMENT TO CALL BACK.  
REPEAT INTRODUCTION.

**IF NECESSARY (ESC H):** May I assure you that we are a member of the Market Research Society and follow their strict Code of Conduct. As such you will not be subject to follow-up sales of any kind & all your answers will remain confidential and reported back to Transport for London as aggregated data

Before we start, may I just check a couple of classification questions?

**QGENDER:** (Do not ask)

1. Male
2. Female

**QEXEMPT:** Do you or does anyone in your household work in any of these organisations?  
READ OUT

- |                                                         |          |
|---------------------------------------------------------|----------|
| 1. London Transport/Transport for London                | CLOSE    |
| 2. London Underground                                   | CLOSE    |
| 3. British/National Rail/ Train operating company       | CLOSE    |
| 4. Taxi or Minicab firms*                               | CONTINUE |
| 5. Bus or coach operators                               | CLOSE    |
| 6. Marketing/PR/journalism/advertising/ Market research | CLOSE    |
| 7. (None/Don't know)*                                   | CONTINUE |

IF CODE 1, 2, 3, 5 OR 6 THEN THANK & CLOSE

**AGE:** May I just ask what your age was last birthday?

ENTER EXACT AGE  
USE -1 FOR REFUSED

CATI TO CODE TO FOLLOWING AGE BANDS:

1. 16-34
2. 35-54
3. 55+

IF REFUSED THANK AND CLOSE

**IF AGED 15 OR LESS**

**QAGE2: It is possible to speak to someone aged 16 or over please?**

1. Yes – Take referral
2. No – Close

**NOTE FOR SCRIPT WRITER – PLEASE PROGRAMME ANSWERS TO READ INTO DUMMYQAGE**

**QBOROUGH: Which London borough do you live in?**

- |                          |                                     |
|--------------------------|-------------------------------------|
| 1. Barking & Dagenham    | 18. Hillingdon                      |
| 2. Barnet                | 19. Hounslow                        |
| 3. Bexley                | 20. Islington                       |
| 4. Brent                 | 21. Kensington & Chelsea            |
| 5. Bromley               | 22. Kingston-upon-Thames            |
| 6. Camden                | 23. Lambeth                         |
| 7. City of London        | 24. Lewisham                        |
| 8. City of Westminster   | 25. Merton                          |
| 9. Croydon               | 26. Newham                          |
| 10. Ealing               | 27. Redbridge                       |
| 11. Enfield              | 28. Richmond-upon-Thames            |
| 12. Greenwich            | 29. Southwark                       |
| 13. Hackney              | 30. Sutton                          |
| 14. Hammersmith & Fulham | 31. Tower Hamlets                   |
| 15. Haringey             | 32. Waltham Forest                  |
| 16. Harrow               | 33. Wandsworth                      |
| 17. Havering             | 34. Not in a London Borough – CLOSE |
|                          | 35. (Don't know)                    |

**CLOSE IF DO NOT LIVE IN ANY LONDON BOROUGH (CODE 34)**

**IF DON'T KNOW BOROUGH PROBE FOR BACK-CODE**

## **TOUR OF BRITAIN SECTION**

**TOB1 Have you heard of the Tour of Britain professional cycle race?**

1. Yes
2. No
3. (Don't know)

**ASK TOB2 IF CODE 1 AT TOB1, OTHERS SKIP TO QETHNICITY**

**TOB2 Are you aware that the Tour of Britain professional cycle race is coming to London in September 2010?**

1. Yes.
2. No
3. (Don't know)

**ASK TOB3 IF CODE 1 AT TOB2, OTHERS SKIP TO QETHNICITY**

**TOB3. How have you become aware that the race is coming to London this year?**

**DO NOT READ OUT. PROBE FULLY**

**MULTI-CODE**

1. Attended last year
2. Am a cycling enthusiast
3. Internet/websites
4. Leaflets
5. Poster advertising
6. Press coverage
7. Radio coverage
8. TV coverage
9. Word of mouth – family/friends/colleagues
10. Other (write in)
11. (Don't know)

**TOB4 How likely do you think you personally are to attend the event? Would you say you are...**

**READ OUT**

**SINGLE CODE**

1. Very likely
2. Quite likely
3. Neither likely nor unlikely
4. Quite unlikely
5. Or very unlikely
6. (Don't know)

<b>CLASSIFICATION</b>
-----------------------

**Finally I would just like to ask you a few more questions about yourself so we can classify your answers**

**QETHNICITY: To which of these ethnic groups do you consider you belong?**

READ OUT AND CODE ONE ONLY

A: White

1. British
2. Irish
3. Any other White background

B: Mixed

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

C: Asian or Asian British

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

D: Black or Black British

12. Caribbean
13. African
14. Any other Black background

E: Chinese or Other Ethnic Group

15. Chinese
16. Any other ethnic group
17. (Refused)

**QSEG: What is the occupation of the chief income earner in your household?**

PROBE FOR:

INDUSTRY SECTOR

TYPE OF WORK DONE

MANUAL/ NON-MANUAL

SKILLED/ SEMI SKILLED

JOB TITLE/ POSITION

SIZE OF COMPANY

NUMBER RESPONSIBLE FOR (IF MANAGER/SELF EMPLOYED)

QUALIFICATIONS HELD RELEVANT TO JOB

1. AB
2. C1
3. C2
4. D
5. E
6. (Refused)

**QPOSTCODE: Could I take a note of your postcode please?**

**Interviewer to record post code. ENTER 'REF' FOR REFUSED**

**QDUMMYAGE – DO NOT ASK. DP TO READ IN ANSWERS FROM QAGE1 – READ INTO RELEVANT CODE FROM NUMERIC AT THE START OF THE QUESTIONNAIRE**

Less 15	1
16 – 17	2
16 – 17	3
18 – 19	4
20 – 24	5
25 – 34	4
35 – 44	7
45 – 54	8
55 – 59	9
60 – 64	10
65 - 74	11
75+	12
Refused	0

ASK ALL

**QRECONT: Thank you very much for taking part in this survey. Transport for London often wishes to speak to Londoners to obtain their opinion on transport issues. Would you be happy to take part in any future research?**

1. Yes
2. No

**QNAME: And finally, for proof of this interview, may I please take a note of your name**  
WRITE IN NAME

CLOSING SCRIPT

**That is the end of the interview. Thank you for taking the time to help us with this survey. I would just like to confirm with you that my name is XXX, and I have been calling you from FDS International – a market research agency that is independent of Transport for London. If you would like to verify this information, you can do so at no charge to yourself by dialling the MRS Freephone Service on 0500 39 69 99.**

## Appendix B: The event questionnaire (administered face-to-face)

**Tour of Britain Event Satisfaction**  
**QUESTIONNAIRE FOR ON-STREET INTERVIEW**  
**18 September 2010**

Respondent Details	
<b>Name</b>	<input style="width: 100%; height: 30px;" type="text"/>
<b>Address</b>	<input style="width: 100%; height: 50px;" type="text"/>
<b>Postcode</b>	<input style="width: 100%; height: 20px;" type="text"/>
<b>Home Telephone No.</b>	<input style="width: 100%; height: 20px;" type="text"/>

Interview Details	
<b>Length of interview (minutes – use leading zeroes)</b>	<input style="width: 40px; height: 20px;" type="text"/> <input style="width: 40px; height: 20px;" type="text"/> <b>MINUTES</b>
	c.13      c.14
<b>Date of Interview (dd / mm / yyyy)</b>	<input style="width: 20px; height: 20px;" type="text"/> / <input style="width: 20px; height: 20px;" type="text"/> / <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>
	c.15    c.16    c.17    c.18

<b>Time of interview start (hh / mm) – 24hr format</b>	<input style="width: 40px; height: 20px;" type="text"/> : <input style="width: 40px; height: 20px;" type="text"/>
	c.19    c.20    c.21    c.22

<b>Sampling point used:</b>	<b>(11)</b>
Lower Lea Crossing	<input type="checkbox"/> 1
Near ExCeL Centre	<input type="checkbox"/> 2
Connaught roundabout	<input type="checkbox"/> 3
Near Beckton Park (DLR)	<input type="checkbox"/> 4
Woolwich Manor Way roundabout	<input type="checkbox"/> 5
Near Cyprus (DLR)	<input type="checkbox"/> 6
Near Royal Albert (DLR)	<input type="checkbox"/> 7
Connaught Bridge	<input type="checkbox"/> 8
Near Pontoon Dock (DLR)	<input type="checkbox"/> 9
Near West Silvertown (DLR)	<input type="checkbox"/> 10
Near Silvertown Way roundabout	<input type="checkbox"/> 11
Other	<input type="checkbox"/> 12

<b>Shift time:</b>	<b>(12)</b>
1pm - 4pm	<input type="checkbox"/> 1

**INTERVIEWER - BEFORE YOU BEGIN THE INTERVIEW PLEASE NOTE DOWN THE TIME YOU STARTED THE INTERVIEW, AND WHICH SAMPLE POINT YOU ARE AT**

**INTERVIEWER'S DECLARATION**

I hereby declare that I have conducted this interview in full, with the person named below in accordance with your instructions and within the MRS code of conduct.

Interviewer's name: \_\_\_\_\_ Interviewer No:

Interviewer's signature: \_\_\_\_\_



**INTRODUCTION**

Good afternoon. My name is .....and I am from FDS International, an independent market research organisation, and we are conducting a survey about the Tour of Britain and would be grateful if you could answer a few questions. The questionnaire should take no more than 10 minutes to complete.

ASK ALL

<b>S1. Do you or does anyone in your household work in any of these organizations? (SHOWCARD A, CODE ONE ONLY)</b>		
<b>(26)</b>		
London Transport/ Transport for London	1	<b>CLOSE</b>
London Underground	2	<b>CLOSE</b>
British/ National Rail/ Train operating company	3	<b>CLOSE</b>
Taxi/ black cab or Minicab firms	4	<b>CLOSE</b>
Coach or Bus operators	5	<b>CLOSE</b>
Marketing/ PR/ journalism/ advertising/ market research	6	<b>CLOSE</b>
None/ Don't know	7	<b>CONTINUE</b>

ASK ALL

<b>S2. Where do you live? (READ OUT, CODE ONE ONLY)</b>		
<b>(27)</b>		
Inside Greater London	1	<b>CONTINUE</b>
Elsewhere in the UK	2	<b>CLOSE</b>
Outside the UK	3	<b>CLOSE</b>

ASK ALL

<b>S3. Which age category do you fall into? (READ OUT, CODE ONE ONLY)</b>		
<b>(28)</b>		
Under 16	1	<b>CLOSE</b>
16-19	2	<b>CONTINUE</b>
20-24	3	<b>CONTINUE</b>
25-34	4	<b>CONTINUE</b>
35-44	5	<b>CONTINUE</b>
45-54	6	<b>CONTINUE</b>
55-59	7	<b>CONTINUE</b>
60-64	8	<b>CONTINUE</b>
65+	9	<b>CONTINUE</b>
(Refused)	10	<b>CONTINUE</b>

<b>S4. RECORD GENDER (CODE ONE ONLY)</b>		<b>(29)</b>
Male		1
Female		2

**MAIN QUESTIONNAIRE**

ASK ALL

<b>Q1: Who have you come to the event with today? (READ OUT, MULTICODE)</b>		<b>(30)</b>
I have come on my own		1
With my partner / husband / wife		2
With my children		3
With a Cycle Club		4
With friends		5
Other (please write in below)		6

ASK ALL

<b>Q2a: Which of the following modes of transport did you use to get to the event today?</b>		
<b>Q2b: Which of the following modes of transport was the <u>main</u> mode which you used to get to the event today? (Main mode in terms of distance travelled by that mode)</b>		
<b>(SHOWCARD B, MULTICODE 2a, SINGLE CODE 2b)</b>		
	<b>Q2a All used</b>	<b>Q2b Main mode</b>
	<b>(31)</b>	<b>(32)</b>
On foot	1	1
By bicycle	2	2
By car	3	3
By motorbike	4	4
By train	5	5
By Tube	6	6
By DLR	7	7
By bus	8	8
Other	9	9

ASK ALL

<b>Q3. Which of the following statements best describes why you are here today? (READ OUT, SINGLE CODE)</b>		<b>(33)</b>
Attending the <u>Tour of Britain</u> is the main reason I have come out today		1
Attending the <u>Tour of Britain</u> is one of several reasons I have come out today		2
I just happened to be in the area today and saw the <u>Tour of Britain</u> was on, so thought I'd check it out		3

ASK ALL

<b>Q4. How did you hear about the Tour of Britain? (SHOW CARD C, MULTICODE)</b>		<b>(34)</b>
	Through friends	1
	Through my child / children	2
	Through a cycling club	3
	Posters on the Underground and at bus stops	4
	Advertising / coverage in the press	5
	Via a cycling website	6
	Via the <i>tfl.gov.uk</i> website	7
	Via the <i>www.visitlondon.com</i> website	8
	Via the <i>www.tourofbritain.co.uk</i> website	9
	Other (please write in below)	10

ASK ALL

<b>Q5. Overall, how satisfied have you been with the information you have seen about the Tour of Britain prior to the event? (READ OUT, SINGLE CODE)</b>		<b>(35)</b>
	Very satisfied	1
	Fairly satisfied	2
	Neither satisfied nor dissatisfied	3
	Fairly dissatisfied	4
	Very dissatisfied	5

ASK ALL

**Q6. Using a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied', please tell us from your experience so far, how satisfied you have been with the following:**

<b>(READ OUT, SINGLE CODE)</b>												<b>Don't know (11)</b>
	<b>(0)</b>	<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>	<b>(8)</b>	<b>(9)</b>	<b>(10)</b>	
The facilities available for the public <b>(36)</b>	0	1	2	3	4	5	6	7	8	9	10	11
The availability of refreshments <b>(37)</b>	0	1	2	3	4	5	6	7	8	9	10	11
The entertainment value <b>(38)</b>	0	1	2	3	4	5	6	7	8	9	10	11
Having appeal for people of all ages <b>(39)</b>	0	1	2	3	4	5	6	7	8	9	10	11
The information available on the big screen <b>(40)</b>	0	1	2	3	4	5	6	7	8	9	10	11

**SKIP COLS 41-45**

ASK ALL

**Q7. To what extent have the big screens impacted on your enjoyment of the event overall? (READ OUT, SINGLE CODE)**

		<b>(46)</b>
Very positively		1
Positively		2
Neither positively nor negatively		3
Negatively		4
Very negatively		5
Not seen the screens		6

**Q7a. Using a scale of 0 to 10 where 10 is 'extremely enjoyable' and 0 is 'not enjoyable at all', please tell us from your experience so far, how enjoyable you have found the Tour of Britain event today? (SINGLE CODE)**

	<b>(0)</b>	<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>	<b>(8)</b>	<b>(9)</b>	<b>(10)</b>
<b>(47)</b>	0	1	2	3	4	5	6	7	8	9	10

**Q8. Can you tell me any ways in which you think the Tour of Britain could have been improved as an event for spectators?**

(48)

(49)

(50)

(51)

(52)

ASK ALL

**Q9. Do you have access to a bicycle that you can use in your household? (excluding bicycles belonging to children under 16)**  
(SINGLE CODE)

(53)

Yes	1	<b>CONTINUE</b>
No	2	<b>GO TO Q20</b>

ASK IF ANSWERED YES (CODE 1) AT Q9 ABOVE, OTHERS MOVE ON TO Q20

**Q10. Do you ever use this bicycle?**  
(SINGLE CODE)

(54)

Yes	1	<b>CONTINUE</b>
No	2	<b>GO TO Q20</b>

Q11-Q17 REMOVED

ASK IF ANSWERED YES (CODE 1) AT Q10 ABOVE, OTHERS MOVE ON TO Q20

**Q18a How often, if at all, do you cycle to work?**  
**Q18b How often, if at all, do you cycle for pleasure?**  
(SHOWCARD D, SINGLE CODE FOR BOTH Q18a AND Q18b)

(55)

(56)

	<b>Q18a Work</b>	<b>Q18b Pleasure</b>
Every day	1	1
Every few days	2	2
Once a week	3	3
Once every 2-3 weeks	4	4
Once a month	5	5
Once every 2-3 months	6	6
Once every 4-5 months	7	7
Once every 6 months or less	8	8
Never	9	9

<b>Q19. Thinking about your cycling activity this summer compared to previous summers, which of the following best applies: (READ OUT, SINGLE CODE)</b>		<b>(57)</b>
I'm completely new to cycling		1
I've taken up cycling after a period of absence		2
My cycling activity has not changed		3
I'm cycling more now this summer than in previous summers		4
I'm cycling less now this summer than in previous summers		5

ASK THOSE WHO EVER USE A BICYCLE (CODE 1) AT Q10 – OTHERWISE GO TO Q20 .....

ASK ALL

<b>Q20. Do you think that the events today are likely to motivate you to cycle more / take up cycling? (READ OUT, SINGLE CODE)</b>		<b>(58)</b>
Very likely		1
Quite likely		2
Neither likely nor unlikely		3
Quite unlikely		4
Very unlikely		5

ASK ALL

<b>Finally we would like to ask you a few classification questions to ensure we are representing a broad cross-section of people.</b>			
<b>Q21. To which of these ethnic groups do you consider you belong? (READ OUT, SINGLE CODE)</b>			
<b><u>White</u></b>	<b>(59)</b>	<b><u>Black or Black British</u></b>	<b>(60)</b>
British	<input type="checkbox"/> 1	Caribbean	<input type="checkbox"/> 1
White Irish	<input type="checkbox"/> 2	African	<input type="checkbox"/> 2
Any other White background	<input type="checkbox"/> 3	Any other Black background	<input type="checkbox"/> 3
<b><u>Mixed</u></b>		<b><u>Chinese or Other Ethnic Group</u></b>	
White and Black Caribbean	<input type="checkbox"/> 4	Chinese	<input type="checkbox"/> 4
White and Black African	<input type="checkbox"/> 5	Any other ethnic group	<input type="checkbox"/> 5
White and Asian	<input type="checkbox"/> 6	(Refused)	<input type="checkbox"/> 6
Any other Mixed background	<input type="checkbox"/> 7		
<b><u>Asian or Asian British</u></b>			
Indian	<input type="checkbox"/> 8		
Pakistani	<input type="checkbox"/> 9		
Bangladeshi	<input type="checkbox"/> 10		
Any other Asian background	<input type="checkbox"/> 11		

ASK ALL

<b>Q22. Do you have any long-term physical or mental impairment, which limits your daily activities or the work you can do, including problems due to old age? (SHOWCARD E, MULTICODE)</b>		
<b>(67)</b>		
Mobility impairment	1	<b>CONTINUE</b>
Age related mobility difficulties	2	<b>CONTINUE</b>
Visual impairment	3	<b>GO TO Q24</b>
Hearing impairment	4	<b>GO TO Q24</b>
Learning difficulty	5	<b>GO TO Q24</b>
Mental health condition	6	<b>GO TO Q24</b>
Serious long term illness	7	<b>GO TO Q24</b>
<b>(68)</b>		
Other (Specify)	8	<b>GO TO Q24</b>
None	9	<b>GO TO Q24</b>

ASK ALL WITH MOBILITY IMPAIRMENT OR AGE RELATED MOBILITY DIFFICULTIES (CODES 1 AND 2 AT Q22)

<b>Q23. Do you ever use a wheelchair? (SINGLE CODE)</b>		
<b>(69)</b>		
	Yes	1
	No	2

ASK ALL

<b>Q24. Which member of your household either yourself or related to you, would you say is the CHIEF INCOME EARNER. That is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source? (READ OUT, SINGLE CODE)</b>		
<b>(70)</b>		
	Self	1
	Spouse	2
	Partner	3
	Other Adult	4
	(Refused)	5

ASK IF CODED 1-4 AT Q24 (IE DID NOT REFUSE QUESTION ABOVE)

<b>Q25. Is this CHIEF INCOME EARNER... (READ OUT, MULTICODE)</b>		<b>(71)</b>
Working full time (30+ hours a week)		1
Working part time (less than 30 hours a week)		2
A full time student		3
A part time student		4
Not working – looking for work		5
Not working (not looking for work)		6
Retired		7
Looking after family and home		8
Other		9

**Q26. What is the occupation of the chief income earner?  
(SINGLE CODE)**

**(72)**

INDUSTRY: \_\_\_\_\_ AB

C1

POSITION HELD: \_\_\_\_\_ C2

DE

(Refused)

ASK IF CODED 2-4 AT Q24 (IE THEY THEMSELVES ARE NOT THE CHIEF INCOME EARNER)

<b>Q27. Are you... (READ OUT, MULTICODE)</b>		<b>(73)</b>
Working full time (30+ hours a week)		1
Working part time (less than 30 hours a week)		2
A full time student		3
A part time student		4
Not working – looking for work		5
Not working (not looking for work)		6
Retired		7
Looking after family and home		8
Other		9



ASK ALL

<b>Q 28: Can we contact you again in the future about this study? (SINGLE CODE)</b>		<b>(74)</b>
	Yes	1
	No	2

ASK ALL

<b>Q 29: Can we contact you again in the future about other Market Research studies we may be conducting? (SINGLE CODE)</b>		<b>(75)</b>
	Yes	1
	No	2

**THANK RESPONDENT AND CLOSE**

If you have any queries about the survey I can give you the name and telephone number of the executive in charge. IF REQUESTED, the FDS executive in charge of the survey is Louise Park on 020 7272 7766, email address [louise.park@fds.co.uk](mailto:louise.park@fds.co.uk).

**INTERVIEWER NOTE: PLEASE ENSURE THAT YOU HAVE CODED ALL THE INFORMATION AT THE FRONT OF THE QUESTIONNAIRE**

Time of Interview completion (hh / mm) – 24hr format 

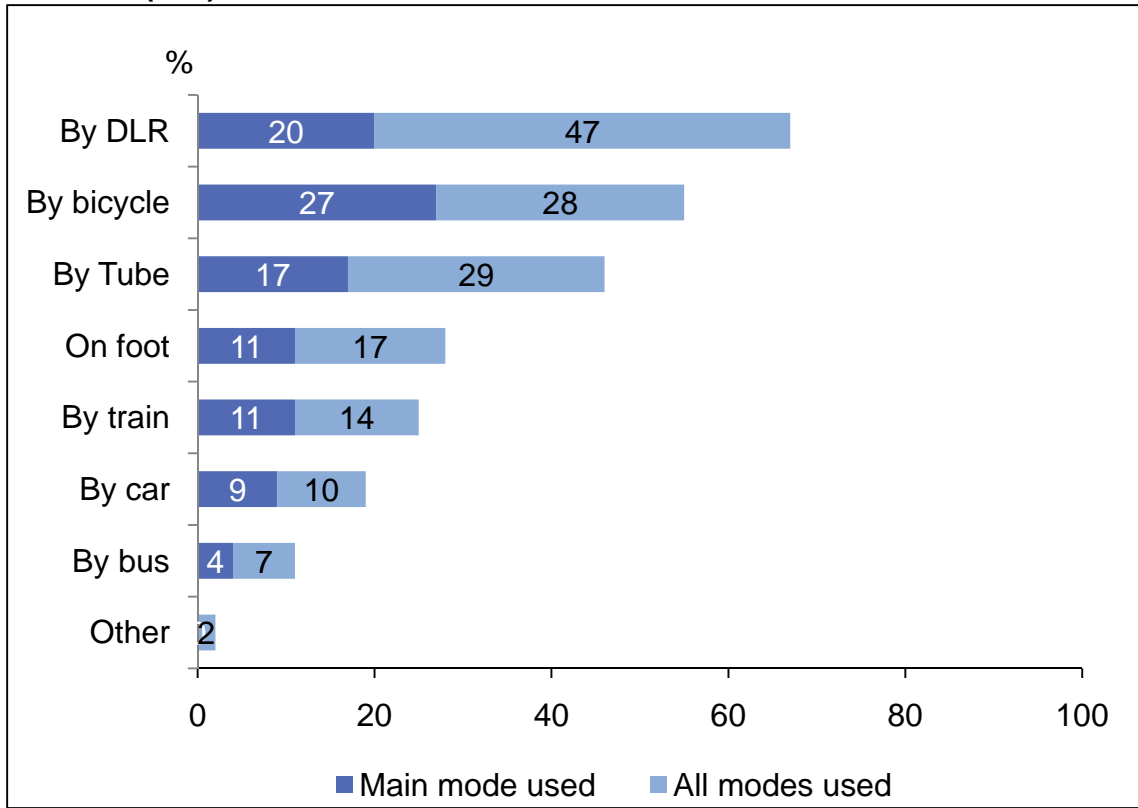
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 (76-79)

## Appendix C: Sample profiles

**Chart C1: Mode of travelling to event**

**Base: all (127)**



**Table A2: Demographic characteristics**

	Pre-event interviews (unweighted number)	On the day interviews (unweighted number)
TOTAL	500	127
<b>Gender</b>		
Male	201	74
Female	299	53
<b>Age</b>		
16-24	46	16
25-34	86	33
35-44	100	35
45-54	82	24
55-64	67	14
65+	119	5
<b>Social class</b>		
AB	164	46
C1	137	50
C2	47	17
DE	108	11
Refused	44	3
<b>Ethnicity</b>		
White	380	110
BAME	109	17
Refused	11	0