Title: @tfltrafficnews User Profile

Job Number: 12047
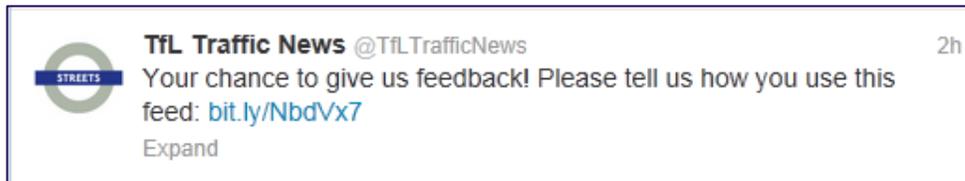
Date: July 2012

Summary

Objectives and method

@tfltrafficnews currently has over 14,000 followers (up from 7,000 in May 2012)

→ While it is clear that the feed is well used by a variety of corporate followers and private individuals

→ This project was designed to find out more about:
  - Who the followers are
  - How they are using the service
  - The impact that the information has on journey planning
  - Any suggested enhancements

→ Additionally, there was a methodological element examining the effectiveness of broadcasting a survey via Twitter

→ The survey was Tweet-ed out between 6th and 13th July
  - At intervals throughout the day
  - Attached to traffic reports, and as a stand-alone Tweet

TfL Traffic News @TfLTrafficNews   2h
Your chance to give us feedback! Please tell us how you use this feed: bit.ly/NbdVx7
Expand

Our thanks to all who assisted with the delivery of this survey

Key findings (profiling)

→ The typical @tfltrafficnews follower who responded to the survey is male, 25-54 years old. Male responders outnumbered female by 3:1

→ The vast majority of followers live in London

→ The majority find the information good enough for purpose or completely accurate and almost three quarters (72%) have changed travel plans as a result of the information received

→ Just over half of the respondents use the twitter feed for business purposes whilst three quarters use it for personal purposes

→ Those using @tfltrafficnews for business purposes are most likely to be professional drivers

→ Those who check it for personal use are most likely doing so for regular trips or commuting

→ Those checking the feed are most likely to do so when checking twitter generally and tend to do so several times a day
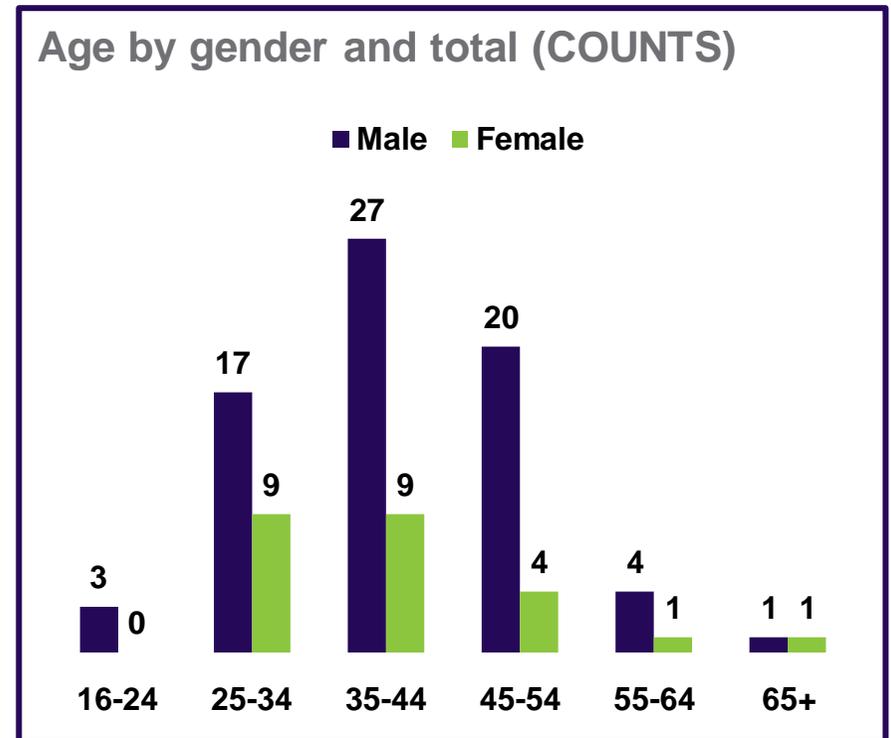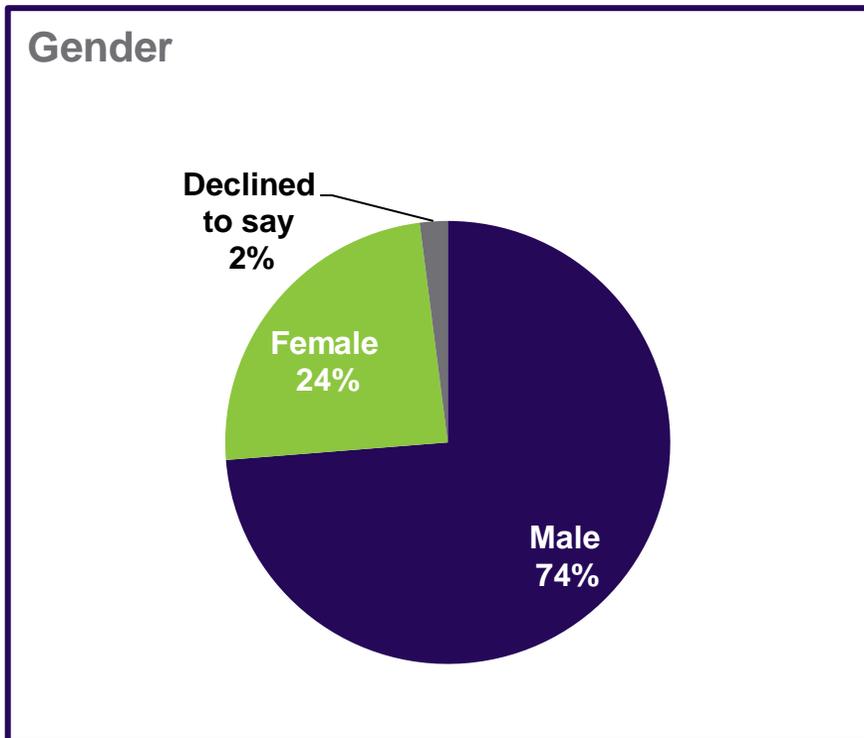
Key findings (methodology)

→ Half of those who clicked on the survey link went on to complete the survey
  - (And the true figure is probably higher as there is likely to be been some internal testing even once the survey was live)

→ The majority of those who dropped out did so without answering any questions
  - It is not clear whether they were aware they were on a survey or just wanted to have a look at it

→ After the first question, very few respondents dropped out
  - The brevity of the survey was undoubtedly a factor in reducing attrition rates (the survey length was mentioned on the front page)
  - Overall the method was successful in gaining the feedback from this audience, which would otherwise be almost impossible to access

→ The survey was completed on a variety of devices (PC, iPhone, Android etc)
  - Device rendering is therefore a useful tool in enabling wide participation

→ Key learnings
  - Twitter surveys are a viable means of accessing followers
  - There is little attrition on short surveys – once people start, they tend to finish
  - Where possible, device recognition should be used as many respondents will not be at a PC when answering the survey

Follower profile

Gender and age of completed responses

The majority of users participating in the study are males between the ages of 25-54 years

Only 24% of the respondents are females

Gender

Declined to say 2%

Female 24%

Male 74%

Age by gender and total (COUNTS)

■ Male ■ Female

Age	Male	Female
16-24	3	0
25-34	17	9
35-44	27	9
45-54	20	4
55-64	4	1
65+	1	1

Q1. How old are you (Base: all completers 99)

Q13. Are you…? (Base: all completers 99)

Where followers live

The vast majority of users, 86%, live in London

Where users live

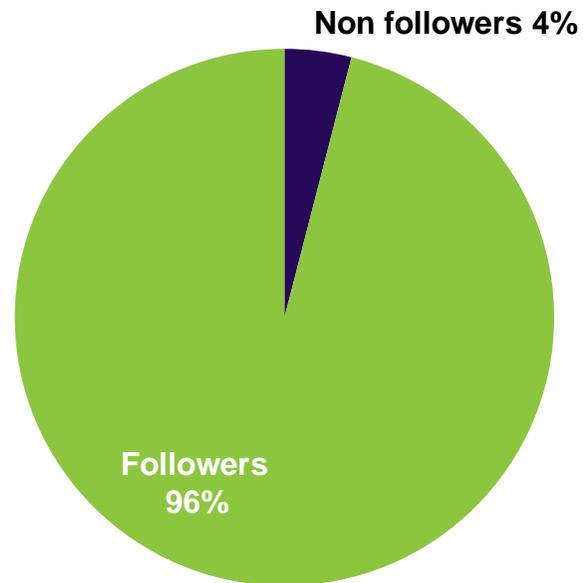■ **London (incl Greater London)** ■ **South East England** ■ **Rest of UK** ■ **Outside UK**

- 86%
- 10%
- 3%
- 1%

Q12. Where do you live? (Base: all completers 99)
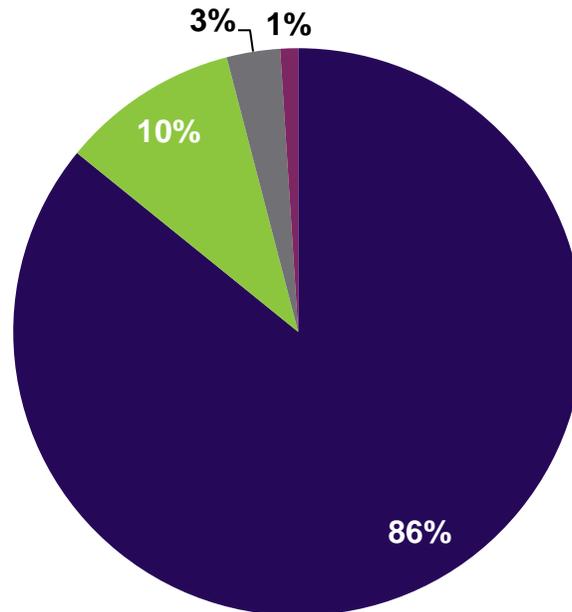
@tfltrafficnews followers

Most complete responses to the survey are from followers of @tfltrafficnews

All completers

Non followers 4%

Followers
96%

Of the 12 non-completers who answered the question, 7 followed your feed, 5 did not

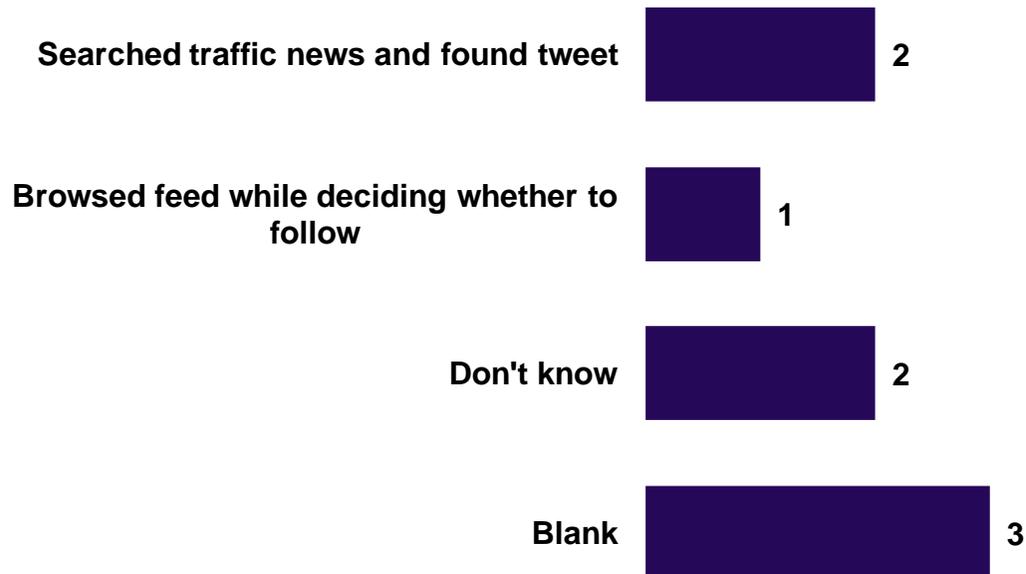*Q2. Do you follow @tfltrafficnews? (Base: all completers 99)*

@tfltrafficnews Non-followers

Three of the 5 non-followers who accessed the survey were specifically looking for traffic news

Three dropped out at this point and left the response blank

Those who did not know how they accessed the survey also dropped out at this point

**How the survey was found by non-followers of @tfltrafficnews (COUNTS)**

Searched traffic news and found tweet — 2

Browsed feed while deciding whether to follow — 1

Don't know — 2

Blank — 3

Q3. How did you get to this survey (Base: non-followers only 8)

Accuracy of information

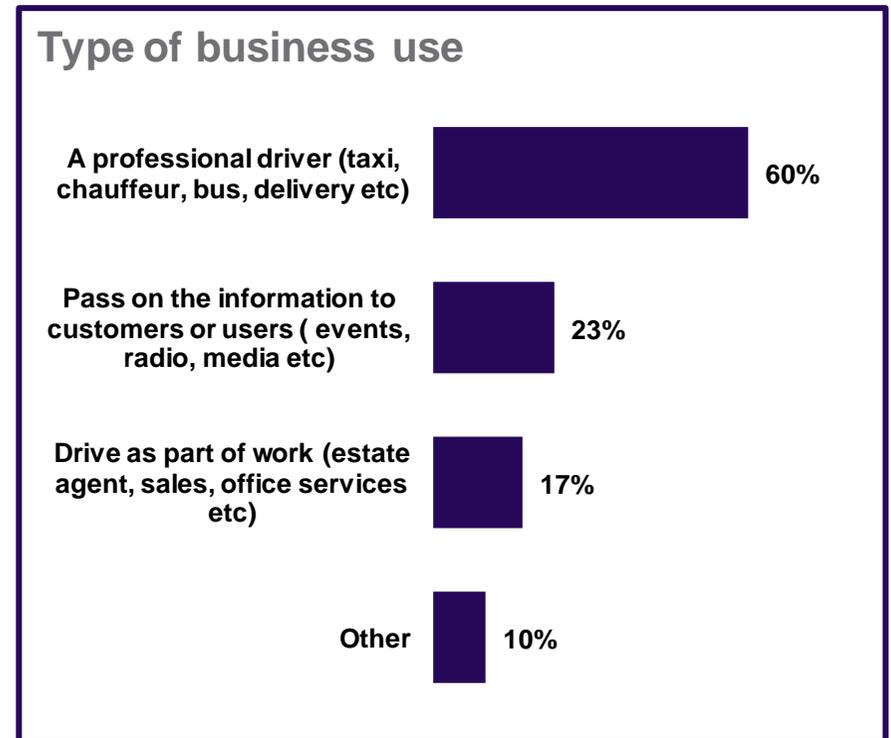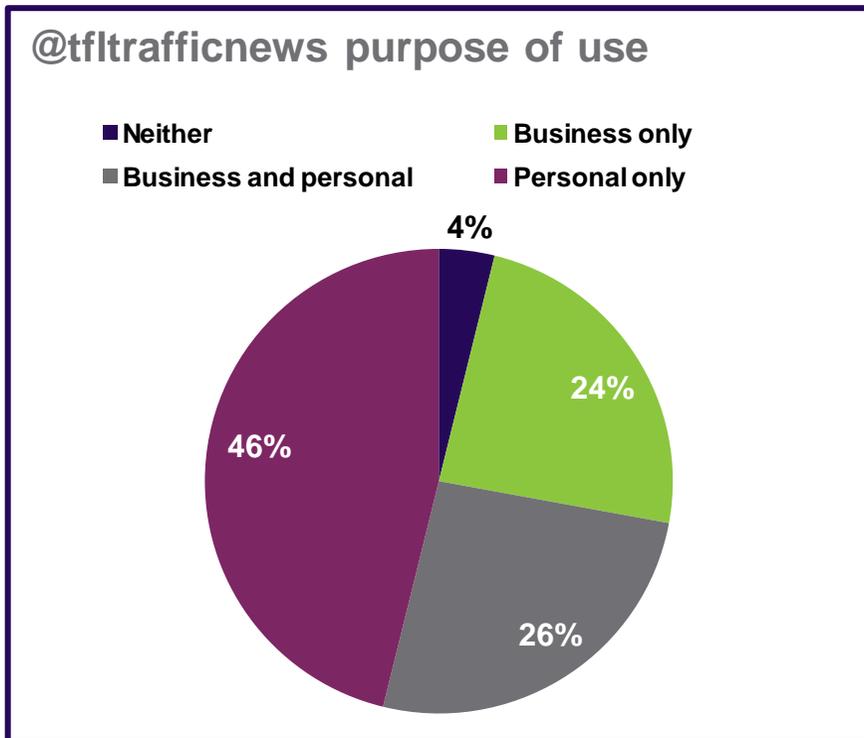The vast majority of respondents, 86%, find the information on @tfltrafficnews at least good enough for purpose

Accuracy of information

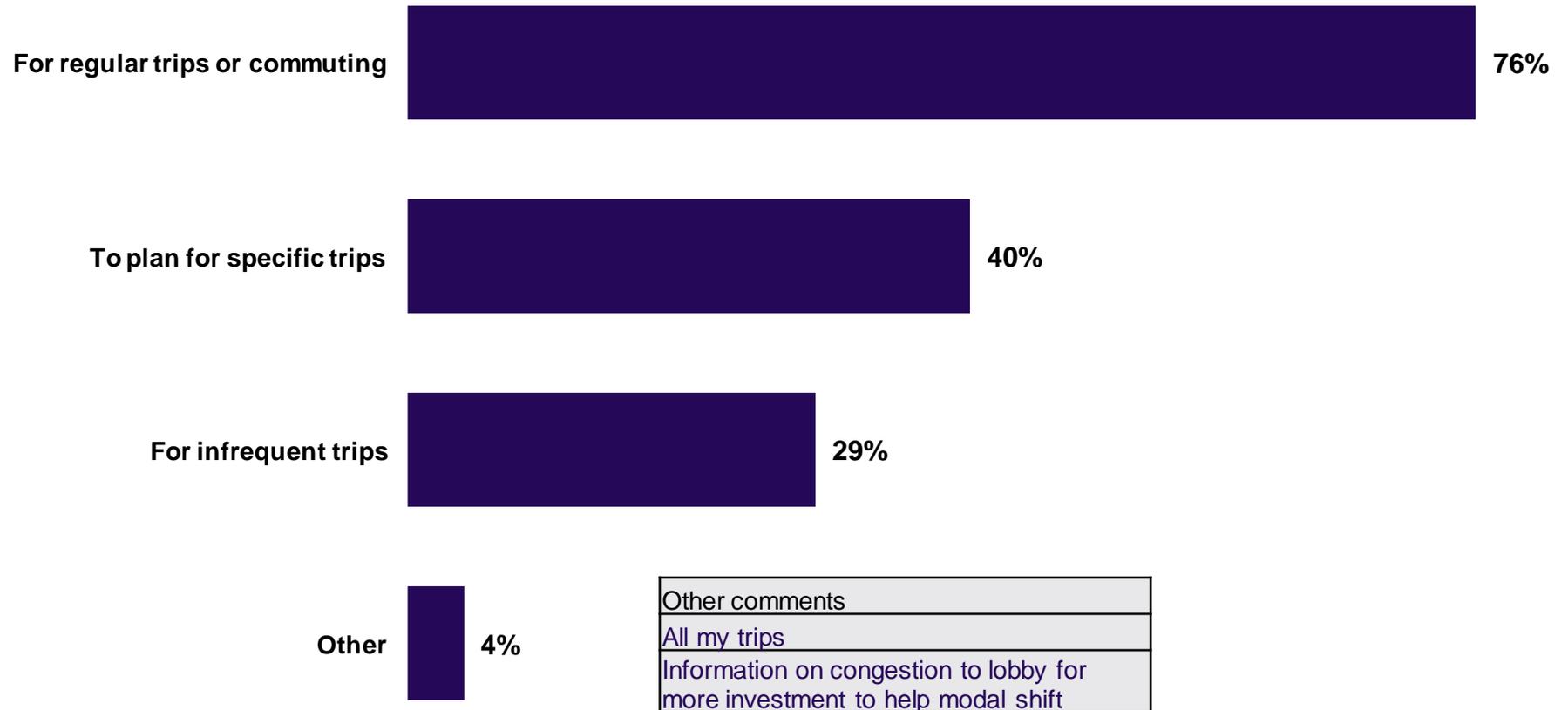|			
17%	65%	13%	5%
Completely accurate	Good enough for purpose	Not very accurate	Don't know
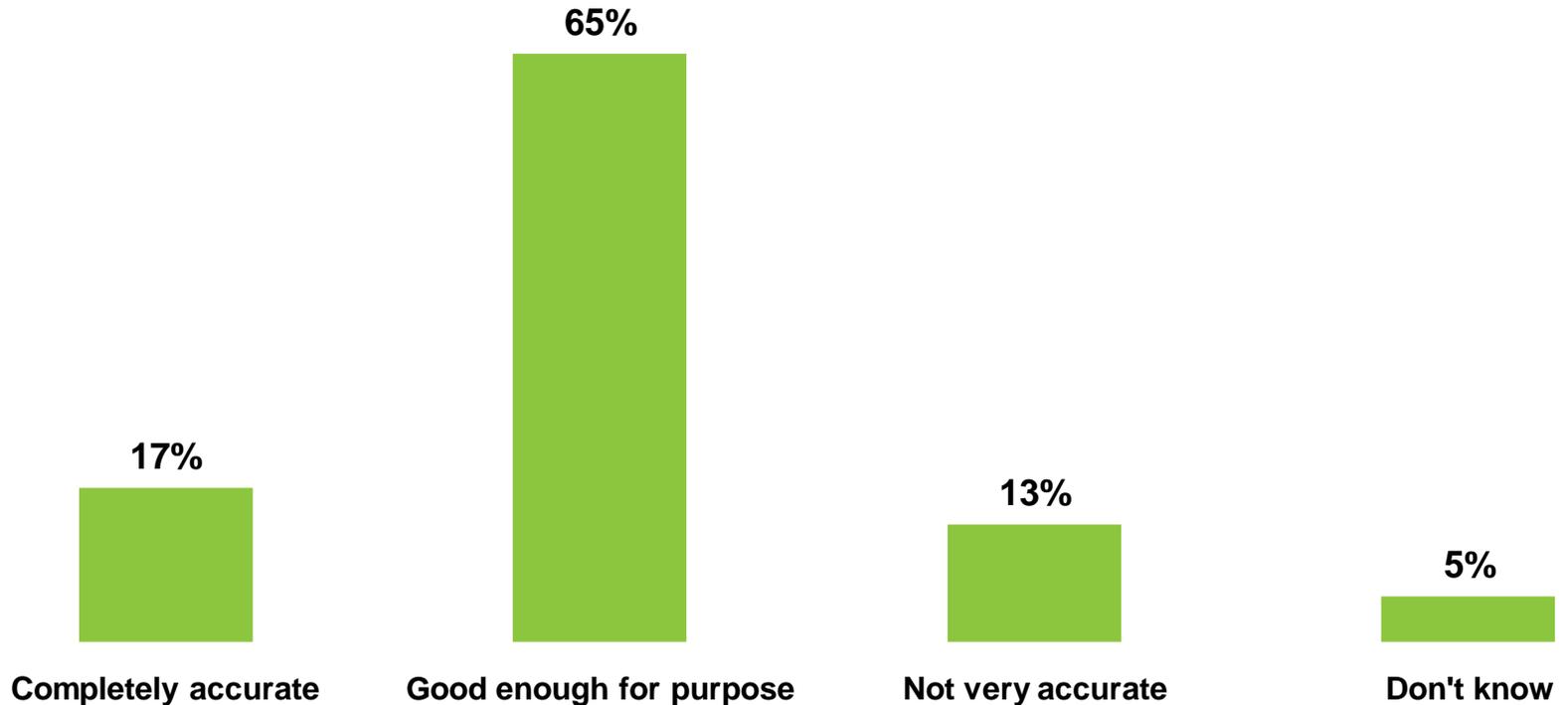
@tfltrafficnews purpose of use

Three quarters of those responding use @tfltrafficnews for personal purposes, whilst a half use it for business

@tfltrafficnews purpose of use

- ■ Neither
- ■ Business and personal
- ■ Business only
- ■ Personal only

4%

24%

46%

26%

Type of business use

A professional driver (taxi, chauffeur, bus, delivery etc) — 60%

Pass on the information to customers or users (events, radio, media etc) — 23%

Drive as part of work (estate agent, sales, office services etc) — 17%

Other — 10%

Q5/6 In what context do you use @tfltrafficnews for business (Base: all / all using for business 52)

@tfltrafficnews purpose of use

The most frequent personal use is for regular trips or commuting

Type of personal use

Type of personal use	Percentage
For regular trips or commuting	76%
To plan for specific trips	40%
For infrequent trips	29%
Other	4%

Other comments
All my trips
Information on congestion to lobby for more investment to help modal shift

Q7. When you are using @tfltrafficnews for personal use, what do you use it for? (Base: all those with personal use,75)

Plan changes

Three quarters of followers say they have changed their travel plans after looking at @tfltrafficnews

Changed plans having checked @tfltrafficnews

■ Yes ■ No ■ Don't know

5%

23%

72%
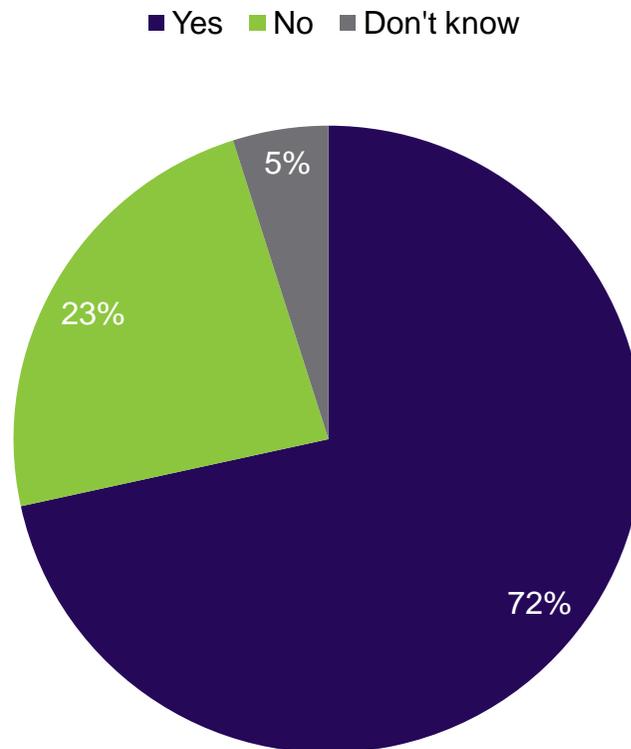
Q8. Have you ever changed your travel plans after looking at @tfltrafficnews? (Base: all 102)

Frequency of use

Most respondents check for information several times a day and when generally checking twitter

When do people check the information

Adhoc, when checking twitter generally	71%
Before travel	54%
During the journey once there is a problem	43%
During the journey generally	28%
Other	4%
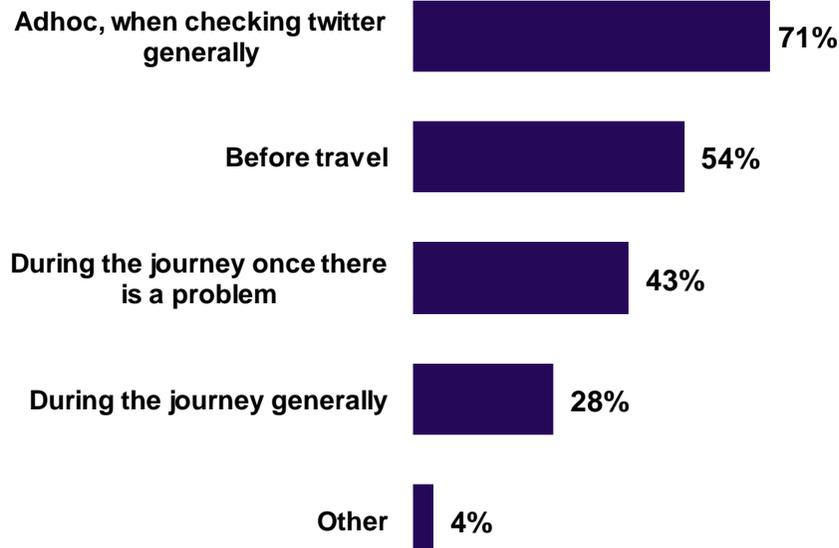
How often do people check the information
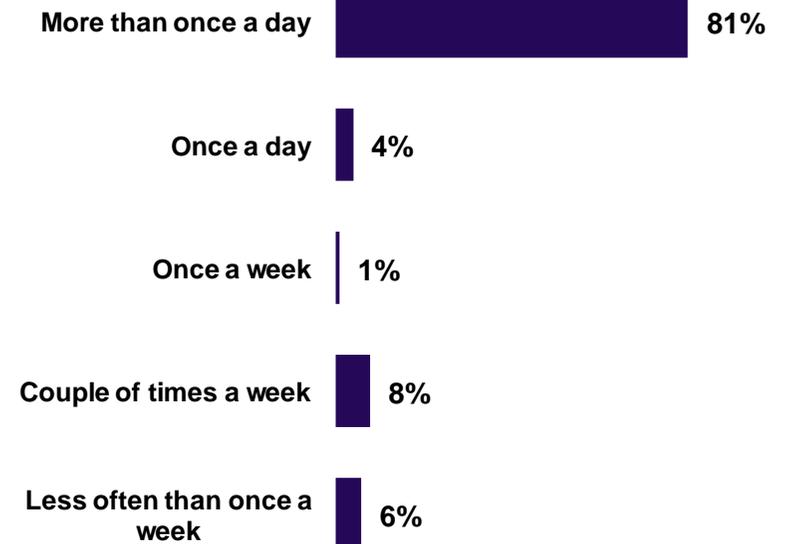
More than once a day	81%
Once a day	4%
Once a week	1%
Couple of times a week	8%
Less often than once a week	6%

Feedback to TfL about @trafficnews

A total of 47 respondents provided additional comments – almost half those who completed the survey

→ A total of 28% sent a message of thanks and keep up the good work. It is also seen as a potential source of information during the Olympics
- *"Super, brill keep it up."*
- *"Very good service and hope it will help the next couple if months with the Olympics"*

→ Of those with suggestions for improvements, timeliness was a key issue
- *"Not always fast enough to report diversions problems"*
- *"Perhaps a bit more interaction with the likes of taxi drivers/bus drivers for more up to the second information like BBC Travel do."*

→ Extending the hours of operation was also thought useful
- *"It's fantastic, I drive from Essex into London 3 nights a week and check M25, A13 and Central London, I wish it was 24 hour cos [sic] I drive home at 1am and there is always a holdup somewhere, thank you"*
- *"System works well during the day but London can get very busy after 9 pm and it would be great to have this service for the evening at least till 12"*

→ Sometimes the balance is not perceived to be right between what is reported and what is not
- *"Some major delays & police road closures (demonstrations etc) often not reported at all whilst minor incidents such as temp accidents repeated again & again"*
- *"Just seems to be A roads or cctv covered roads. Last week during the evening rush hour no mention of accident in Greenford West London where huge delays experienced. No mention on twitter."*

Methodology analysis

Device used to access the survey

Surveys were completed on a wide range of devices

In terms of device rendering, iPhone and Android are the most important
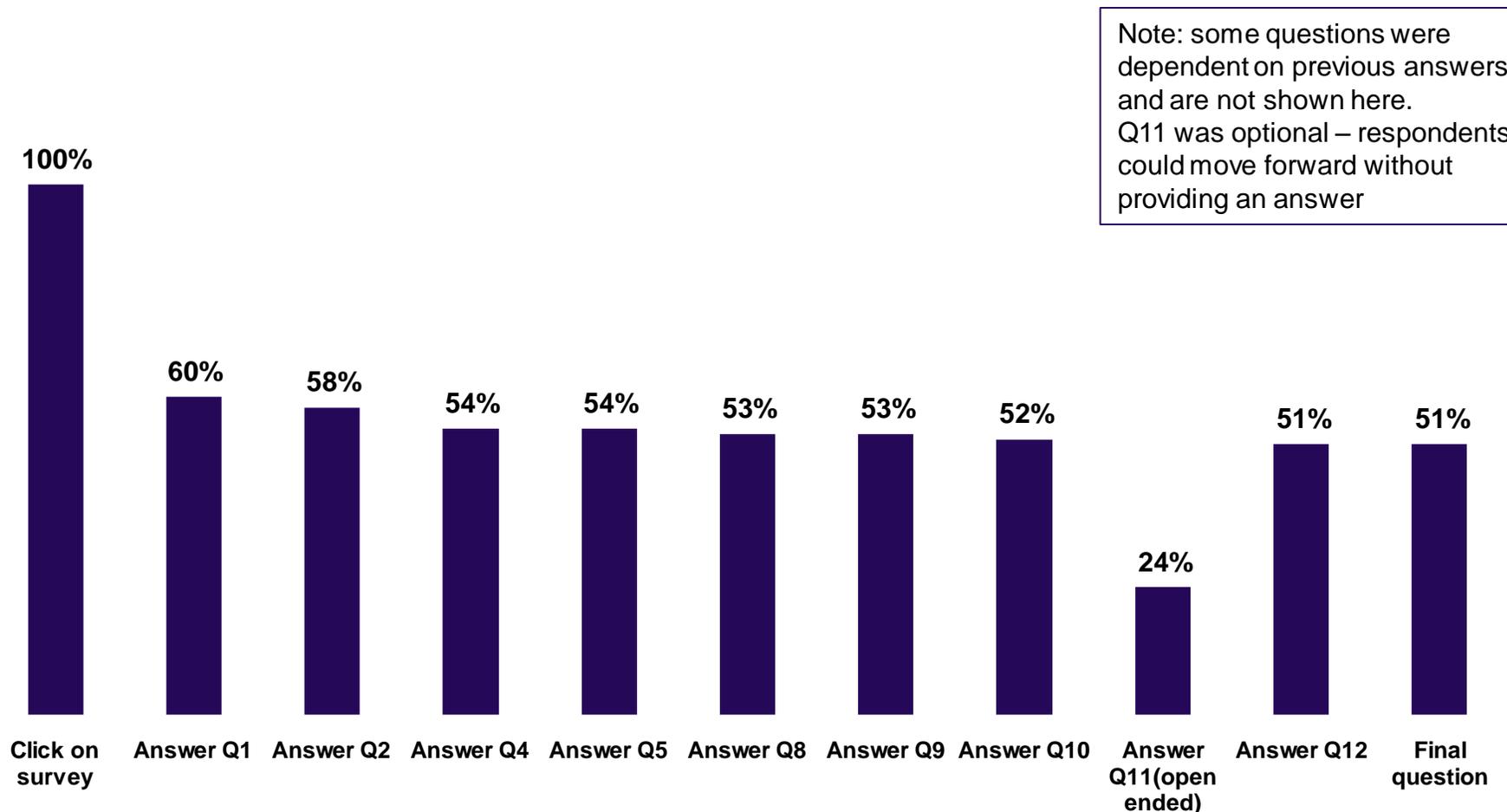

Completers
- iPhone 36%
- iPad 9%
- Android 20%
- BlackBerry 5%
- IEmobile 1%
- PC 28%

Non-completers
- iPhone 17%
- iPad 20%
- Android 10%
- BlackBerry 14%
- IEmobile 1%
- PC 36%
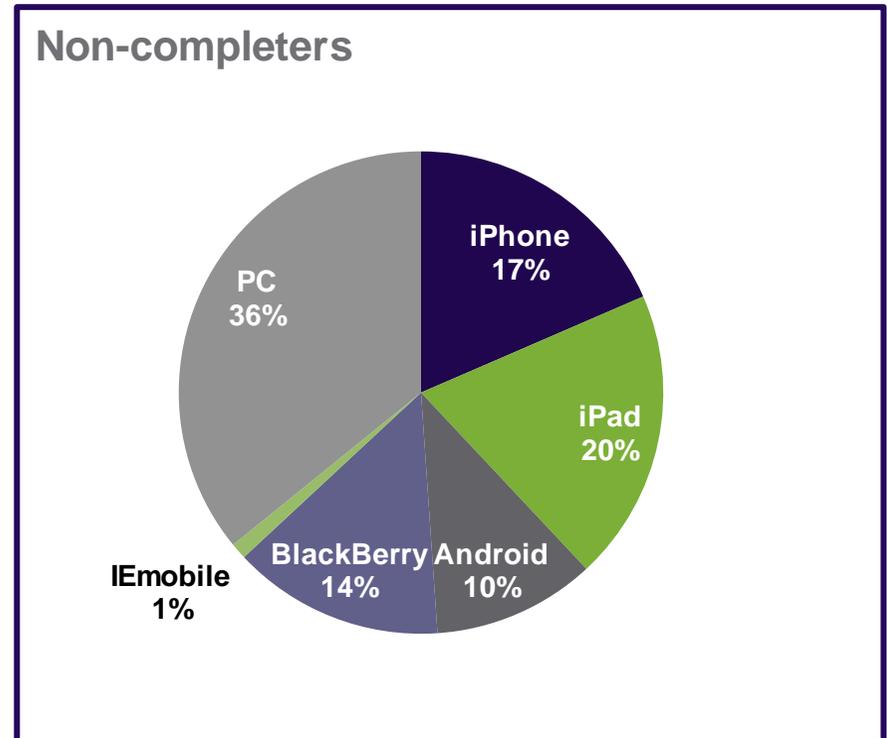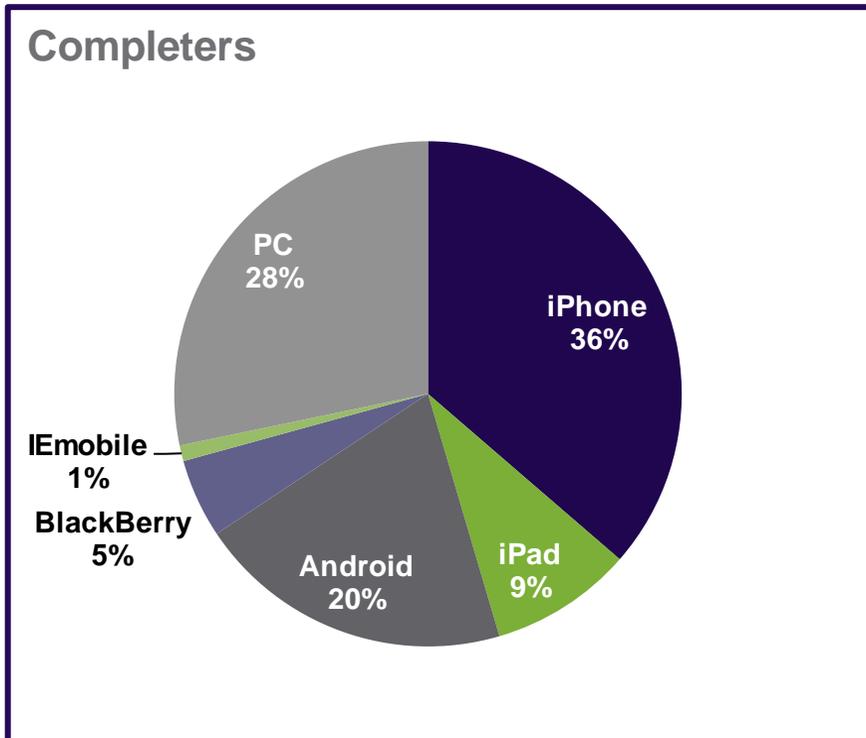
Device used to access the survey (Base: all 193; completers 99, non-completers 94)

Drop-out of the survey by question

Once respondents started the survey, most finished it

The short length of the survey almost certainly assisted in driving a low attrition rate

Note: some questions were dependent on previous answers and are not shown here.
Q11 was optional – respondents could move forward without providing an answer

Front page of survey

10%

SPA Future Thinking

Transport for London

Thank you for clicking on this survey. There are 13 questions it should only take a couple of minutes - your feedback is really appreciated!

Back   Next

Confidentiality