# RESEARCH SUMMARY

**Title**            @tfltrafficnews user profiling survey

**Objective**        To understand the profile of @tfltrafficnews followers, how they are using the service, and their perceptions of the accuracy of the feed

**Date**        July 2012                **Agency:**    SPA Future Thinking

**Methodology**    Short survey tweeted out by @tfltrafficnews periodically between 6 and 13 July, 199 followers started the survey, 99 finished

## Abstract

TfL is increasingly making use of digital channels to help Londoners and those visiting the Capital keep informed and plan their travel.  Having recently launched @tfltrafficnews, feedback was sought from the user community.  Just over half of followers use the feed for business travel, while three quarters use it for personal purposes (with a quarter using it for both).  The majority of followers live in London, and are male aged 25-54.  The majority find the information 'good enough' or 'completely accurate', and almost three quarters of followers have changed their travel plans as a result of the information they received.

## Key findings

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: Londoners accounted for 86% of those who responded to the survey.

The majority find the information good enough for purpose (65%) or completely accurate (17%) 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 (26% overlap).

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.

Followers are most likely to check the feed several times a day, and to do so when they are looking at Twitter generally.

In response to an open-ended question asking for more feedback, 28% of respondents sent messages of thanks.  Of those with suggestions for improvements, timeliness was a key issue. Extending the hours was also thought useful, and there were some comments on the balance of what is reported and what is not.

Using Twitter for customer research is relatively new, and there are methodological learnings from this study.  Using Twitter is an effective survey tool to reach certain audiences.  There is a balance to be struck between tweeting a link too often (so that it becomes an annoyance) and too little (leading to a lower number of respondents). Many completed the survey on mobile devices, so device recognition and rendering is important in making Twitter surveys accessible.  Survey length is also key: short surveys are much more likely to achieve a good completion rate than longer ones.

Job number   12047