

# RESEARCH SUMMARY

<b>Title</b>	<b>Tour of Britain 2010</b>
<b>Objective</b>	To evaluate awareness of the 2010 Tour of Britain and perceptions among those who attended the London leg of the event
<b>Date</b>	October 2010
<b>Methodology</b>	500 pre-tour telephone interviews with Londoners followed by 127 face to face interviews with attendees at the event.

## Key findings

- Awareness of the Tour of Britain 2010 was in line with 2009. Two fifths reported that they heard of the event
- Television coverage was the most mentioned medium by which people were aware (26% of those aware heard through TV coverage), however this is lower than 2009 (37%). Other sources mentioned include press coverage (21%) and word of mouth (17%). At the actual event, people were most likely to say they had heard of the event through press coverage (29%) and word of mouth (28%)
- Enjoyment on the day had increased slightly since last year (84% vs. 82%). When asked to rate various aspects of the event the two that were rated highest were the event's ability to appeal to people of all ages (80%) and entertainment value (65%). There is a significant increase in the satisfaction of the information on the big screens (50% vs. 22%). More information (17%) was viewed as the top aspect that could have been better in order to improve the Tour of Britain event for spectators
- The Tour of Britain 2010 event attracted a high number of cyclists, with the majority of those who attended reporting that they cycle for leisure and/or commute
- Half of the Tour of Britain attendees considered that the event was likely to motivate them to cycle more or take up cycling, compared to a fifth who thought this was unlikely