

RESEARCH SUMMARY

Title	Awareness of the Olympic Route Network(ORN) and Paralympic Route Network (PRN)	
Objective	To assess impact of communications activity to raise awareness of ORN, PRN, Games Lanes and GAOTG.com	
Date	July 2012	Agency: SPA Future Thinking
Methodology	Wave 1 (17 to 24 April) - online survey completed by 1,205 Londoners, 300 home counties residents and 155 London businesses	
	Wave 2 (18 to 27 June) - online survey completed by 1,208 Londoners, 329 home counties residents and 150 London businesses	

Abstract

Two waves of research have been conducted amongst London and Home Counties residents and London businesses to measure the impact of communications relating to the ORN, PRN and Games Lanes. By the second wave, most were aware that there would be changes to the road network during the Games although understanding of the specifics was lower. Most Londoners and businesses were aware of the Games Lanes, although again detailed knowledge was lower. Around half had heard of getaheadofthegames.com, though only around 10% had visited the site.

Key findings

By wave 2, the majority were aware of forthcoming changes to the road network during the Games with wave 1 proportions (78% Londoners; 65% home counties; 85% businesses) increasing in wave 2 (84%: 68%; 87%) after the initial communications activity.

Specific awareness of the ORN and PRN routes and details was lower among all groups but did also increase after communications activity had begun. Around three quarters of Londoners and businesses were at least 'vaguely aware' of the ORN after the marketing campaign, a significant increase compared to three fifths beforehand. There was lower awareness of the PRN though, indicating that more communications may be required to stop people reverting to their normal travel patterns once the Olympics have finished.

The proportion of respondents claiming to have at least 'a little' knowledge of the ORN / PRN rose significantly for each group after the communications activity, though home counties residents remained less aware than Londoners and businesses. Few respondents thought that the ORN and PRN will only be operational on road event days but substantial numbers remained unsure of the dates of operation.

Awareness of the Games Lanes among Londoners' and businesses' increased significantly after the communications drive, from around half (52% and 54%) up to 62% and 70% respectively. Less than half of Home Counties residents were aware in either wave of the research though there was a slight rise. While there was very little false understanding of the restrictions that would be applied to Games Lanes, many people did not know the specific details.

Awareness of advertising rose significantly among all groups in wave 2, up to more than two in five for Londoners (43%) and businesses (45%); home counties residents' awareness rose to one in four (26%). Wave 2 saw a slight increase in the proportion to have visited getaheadofthegames.com, however only 10% had actually visited the site by the time wave 2 fieldwork took place.

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