

## RESEARCH SUMMARY

<b>Title</b>	Oyster Royal Wedding	
<b>Objective</b>	Measure take up of Royal Wedding Oyster Card	
<b>Date</b>	April 2011	<b>Agency:</b> SPA Future Thinking
<b>Methodology</b>	1,000 telephone interviews with a random representative sample of Londoners	

### Abstract

Ahead of the Royal Wedding in 2011, Transport for London produced a special Oyster Card celebrating the event. Amongst the 1,062 Londoners who took part in this research, 2% had bought a Royal Wedding Oyster Card, or received one as a gift. Of these, the majority intended to use the card as their main Oyster card, while others planned to keep it as a spare or souvenir or gift.

### Key findings

2% of Londoners had bought or received a Royal Wedding Oyster Card prior to the event. Of these, the majority intended to use the card as their main Oyster card, while others planned to keep it as a spare or souvenir or gift. Among those who did not have a Royal Wedding Oyster Card, 1% said that someone else in their household had one.

**Job number:** 10112