

RESEARCH SUMMARY

Title	Tour of Britain 2008 evaluation
Objective	Awareness of the London stage of the Tour of Britain pre and post marketing of the event.
Date	October 2008
Methodology	1,007 pre-stage telephone interviews followed by 500 post stage telephone interviews as well as 113 face to face interviews at the Tour of Britain and 91 at Bike Jam.

Key findings

- Levels of awareness of the Tour of Britain race increased only slightly from 33% to 35% following the marketing campaign. One in six (one in eight pre-stage) were aware of the event coming to London. TV and press coverage are the most commonly cited means of having found out about the event.
- Attendees at the events were disproportionately white, male, young, employed and ABC1. Cyclists were heavily over-represented. Attendees were most likely to have come by Tube. One in five cycled to the Tour of Britain and one in four to Bike Jam.
- The majority of Tour of Britain attendees had come to Central London primarily to see the race. The majority of Bike Jam attendees went along in addition to the Tour, the Tour being their primary reason for being in town.
- Seven in ten were satisfied with the information received about the Tour of Britain prior to the event. Overall levels of enjoyment were high for both events, however facilities and refreshments were rated much higher at the Bike Jam.
- Three in ten Bike Jam attendees stated that they would have been likely to purchase merchandising such as cycling accessories had it been available.
- The big screens were perceived as a positive addition to the Tour of Britain, however high proportions of people were unable to see the screens and therefore more screens were a commonly cited future improvement.
- Overall, around half of both audiences told us that the events had impacted positively on their level of motivation to take up cycling/cycle more.

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