

We are undertaking some research for the Regional Development Agency into the impact on the North West of the 2008 Tour of Britain (ToB) Finale, and would be grateful if you could spare a couple of minutes to complete this survey. Any information you provide will be treated in confidence and used solely for research purposes.

There is an opportunity to take part in a follow-up survey should you wish to leave your e-mail address at the end. Please where appropriate or write your answers in the spaces provided.

1. Can you provide us with the first half of your postcode?
e.g. If you live in L13 6QB just write L13.

IF YOU LIVE IN THE NORTH WEST PLEASE GO TO Q5. IF YOU LIVE OUTSIDE THE NORTH WEST, PLEASE CONTINUE WITH Q2

2. Prior to the 2008 Tour of Britain had you visited the NW before? Yes No
3. Which (if any) of these locations did you visit? Blackpool Liverpool
4. Has your experience on this trip made it more or less likely that you will revisit the North West in the next 12 months outside of the Tour of Britain?
 More likely Less likely No change
5. Have you attended the Tour of Britain in the NW before? Yes No
6. Where have you/will you attend the Tour of Britain in the North West region today? (Cross all that apply)
 Blackpool Liverpool Along the route (Please specify) _____
7. Has your experience at this year's ToB in the NW made you more or less likely to watch the 2009 NW stage?
 More likely Less likely No change

8. Please tell us how satisfied you are with the following aspects of the Tour of Britain Finale...

	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Don't Know / N/A
a) Pre-stage route information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Ease of access to your spectating location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Quality of cycling related events nearby	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) The event website (if used)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Blackpool as a host location (if attended)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Liverpool as a host location (if attended)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Format of the race finale in Liverpool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Pre-stage press and publicity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. What is your current level of participation in Cycling?

Not in the last year (Go to q.11) At least once in the last year At least once in the last 4 weeks
 At least 4 times in the last 4 weeks At least 12 times in the last 4 weeks

10. Which ONE of the following best describes your motivation to participate in Cycling? (Cross one box only)

Fun / Enjoyment Fitness / Health Family activity
 Commuting to work / school Socialising with friends Replace car journeys

11. Based on your experience at the Tour of Britain and its associated events, how much do you agree with the following statements...?

	Agree Strongly	Agree	No Opinion	Disagree	Disagree Strongly	N/A
a) The ToB should be an annual feature of the NW sporting calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The ToB and its associated activities have opened my mind to cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) I am likely to take up cycling or to cycle more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Attracting major events like the ToB is good for the image of the North West	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) The NW region should continue to try and attract major events like the ToB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) My children took part in local cycling activities linked to the ToB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) The ToB and major events like it bring the local community together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) I feel inspired to attend sport and/or cultural events more than I have previously	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) The ToB and its associated events have provided me with information on how to get involved in cycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) As a result of my attendance at the ToB and its associated events, I am more likely to encourage my children and immediate family to cycle or cycle more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now some profile questions about you, which will be used to group respondents

12. Gender? Male Female
13. Age?
14. Ethnicity? White Mixed Asian / Asian British
 Black / Black British Chinese Other (Please specify) _____
15. Have you a long term illness or disability which limits your daily activities? Yes No
16. We would like to ask more detailed questions about cycling and your thoughts on the ToB in an online follow-up survey. If you would like to be involved please provide a current email address below. Note that any details you provide will be used solely for research purposes and will not be passed to any third party.
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