



GTN
UNITED KINGDOM

TRAFFIC & TRAVEL RESEARCH 2023

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● Three stage research plan

● Stage 1 : **Large scale quantitative study**

General investigation of traffic and travel information sources, usage, occasions, attitudes and opinions

2,000 listeners (via online panel in March 2023)

Nationally representative

Repeat of original research from November 2016

● Stage 2 : **Short, sharp quantitative survey to smartphones**

Reflect immediacy, based on that days experience

250 listeners (via online panel to smartphones in March 2023)

Nationally representative, 50 per day across a 5 day working week

All surveys completed between 10am and 7pm on the day

Repeat of original research from November 2016

● Stage 3 : **Qualitative survey**

Provide a short narrative around experiences of traffic and travel information sources

100 listeners (via online panel in March 2023)

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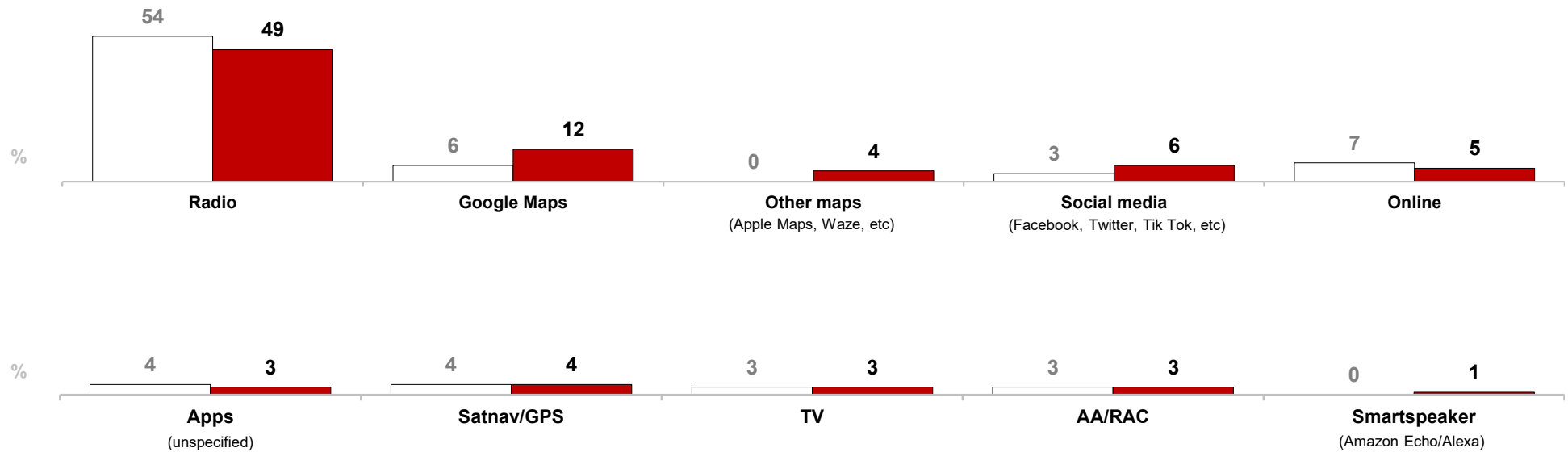
		STAGE 1	STAGE 2	STAGE 3
	% popn.	Base: 2,002	Base: 260	Base: 100
North East	4	4	5	4
North West	11	10	10	11
Yorkshire and the Humber	8	9	9	6
East Midlands	7	7	8	9
West Midlands	9	9	9	9
East of England	9	8	8	7
London	13	14	16	15
South East	14	15	16	16
South West	8	9	7	9
Wales	5	5	4	4
Scotland	8	8	8	8
Northern Ireland	3	3	0	2

50%/50% Male/Female 50%/50% Male/Female 51%/49% Male/Female
 40%/39%/21% 16-34/35-54/55+ 41%/41%/19% 16-34/35-54/55+ 38%/42%/20% 16-34/35-54/55+

TRAFFIC & TRAVEL INFORMATION SOURCES - 1

Q When thinking of daily traffic and travel updates, particularly in the morning and early evening, which sources of up-to-the-minute information are you aware of?

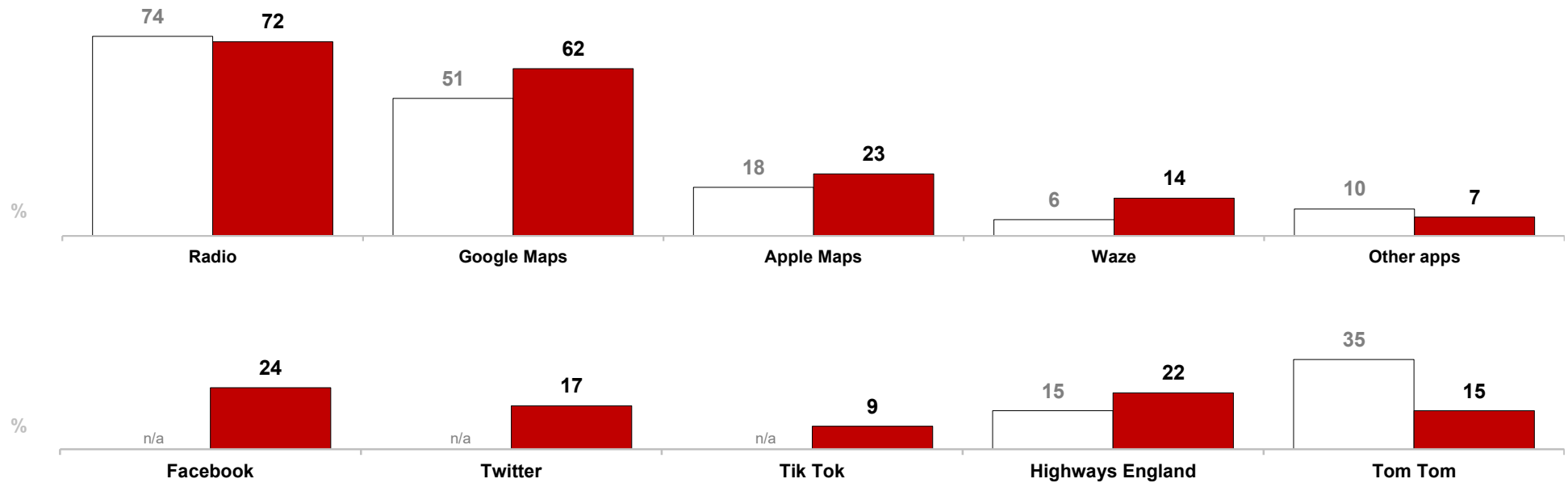
Radio is the most significant source of traffic and travel updates that comes to mind spontaneously.



TRAFFIC & TRAVEL INFORMATION SOURCES - 2

Q When thinking of daily traffic and travel information, which of these up-to-the-minute sources are you aware of?

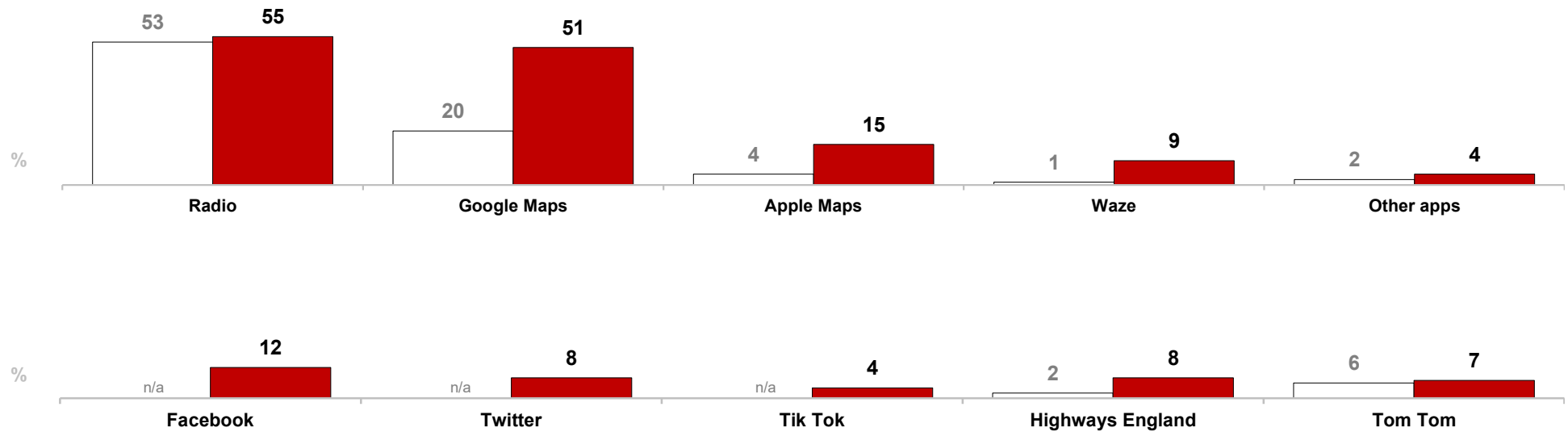
Offering a list of potential sources produces far greater awareness of others, however radio remains ahead of the field.



TRAFFIC & TRAVEL INFORMATION SOURCES - 3

Q Which have you ever used for traffic and travel information whilst you are commuting or travelling locally?

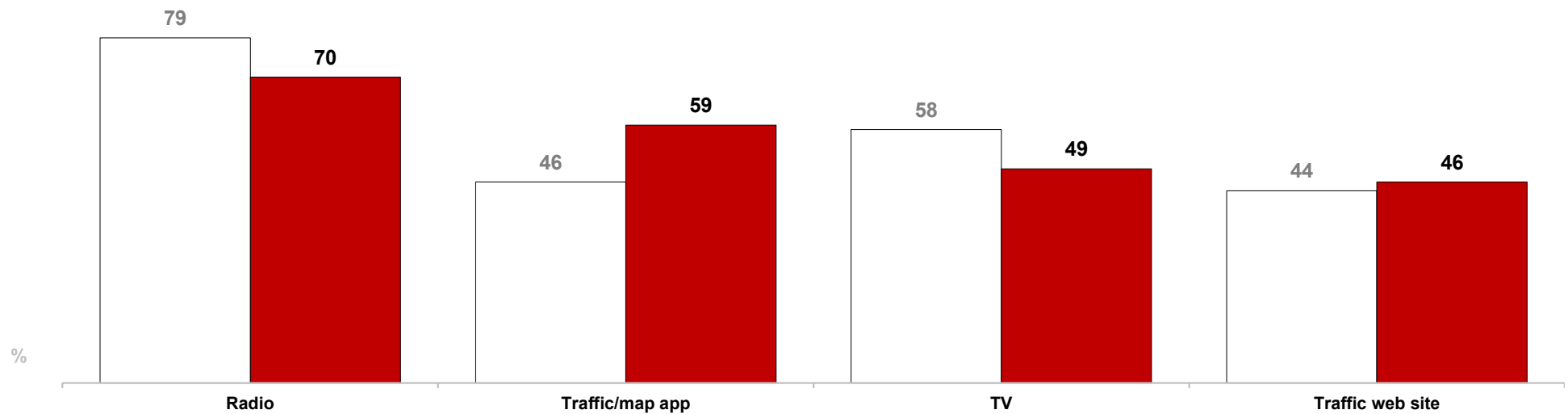
Whilst the use of Google Maps has increased significantly, radio remains the single most used source of traffic and travel information.



TRAFFIC & TRAVEL UPDATES IN THE MORNING - 1

Q When you're getting ready in the morning, how do you get your traffic and travel updates?

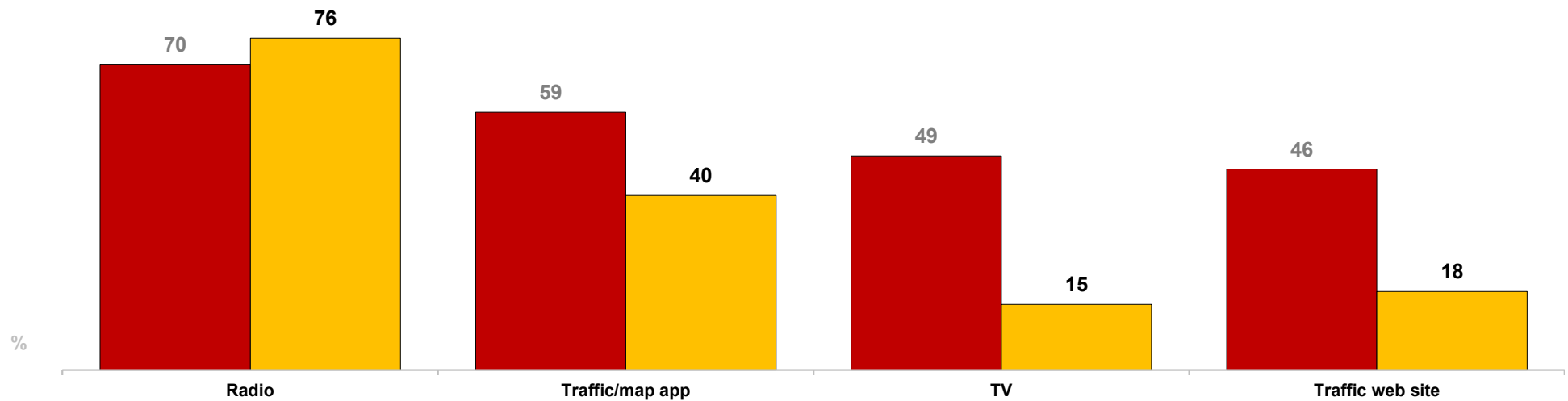
Seven in ten listeners will get traffic and travel updates from the radio as part of their morning routine, significantly ahead of other sources.



TRAFFIC & TRAVEL UPDATES IN THE MORNING - 2

Q When you're getting ready in the morning, how do you get your traffic and travel updates?

When listeners are thinking about their actual behaviour on a particular day, the popularity of radio updates is more widespread, whereas actual use of other sources drops back significantly.



TRAFFIC & TRAVEL UPDATES IN THE MORNING - 4

Q When you're getting ready in the morning, how do you get your traffic and travel updates and why?

I wake up to **local radio** and this gives me the traffic reports I need. For any other traffic I might use **Waze** for a journey.

I usually get it from the **radio updates** but when I make a journey that isn't usual or a bit long I check the **map apps** on my phone.

Initially listen to the **local radio**, and if I have any concerns I would check on a **travel website**.

I turn on the **radio** and that is the main source of traffic information. My **GPS** also alerts me if there are delays on my route, such as works or accidents.

I listen to the **radio** for any updates as they are always correct. **Nextdoor app** is also a good update for local roads.

Usually from the **local radio stations** i.e. Capital, Heart or Radio Wales. These stations are local to my area here in South Wales.

Always listen to **local radio stations**. Prefer to listen to radio whilst getting ready. Do not trust social media.

From the **radio**. I can carry on getting ready for work without visual distraction.

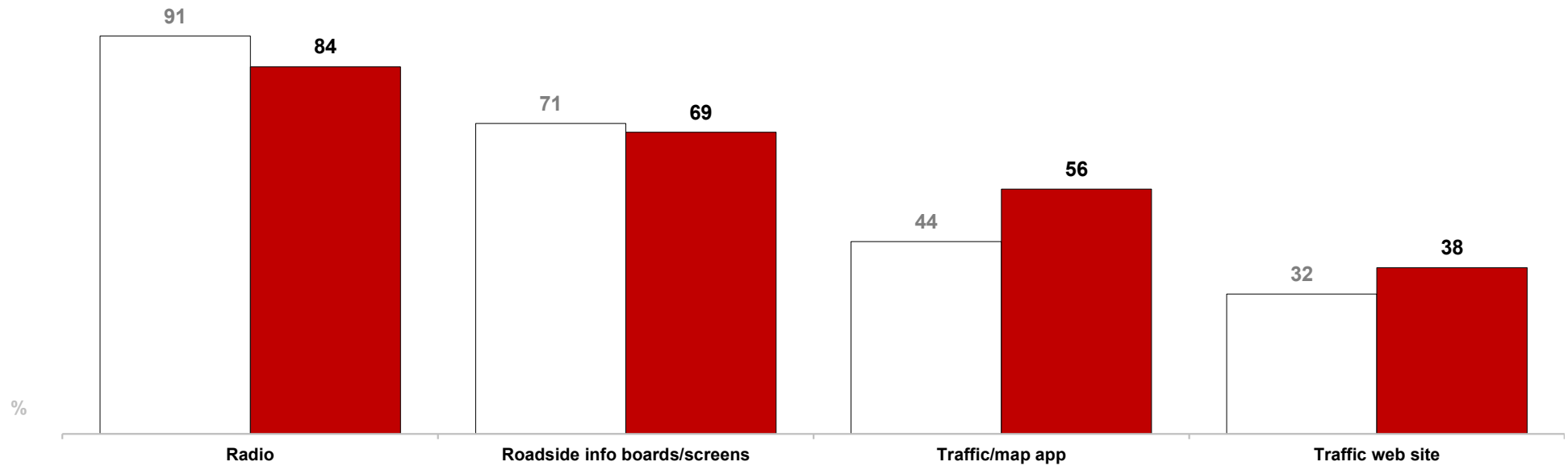
From **radio**, whilst getting into my work wear. For ease.



TRAFFIC & TRAVEL UPDATES IN THE CAR - 1

Q When you're in the car, how do you get your traffic and travel updates?

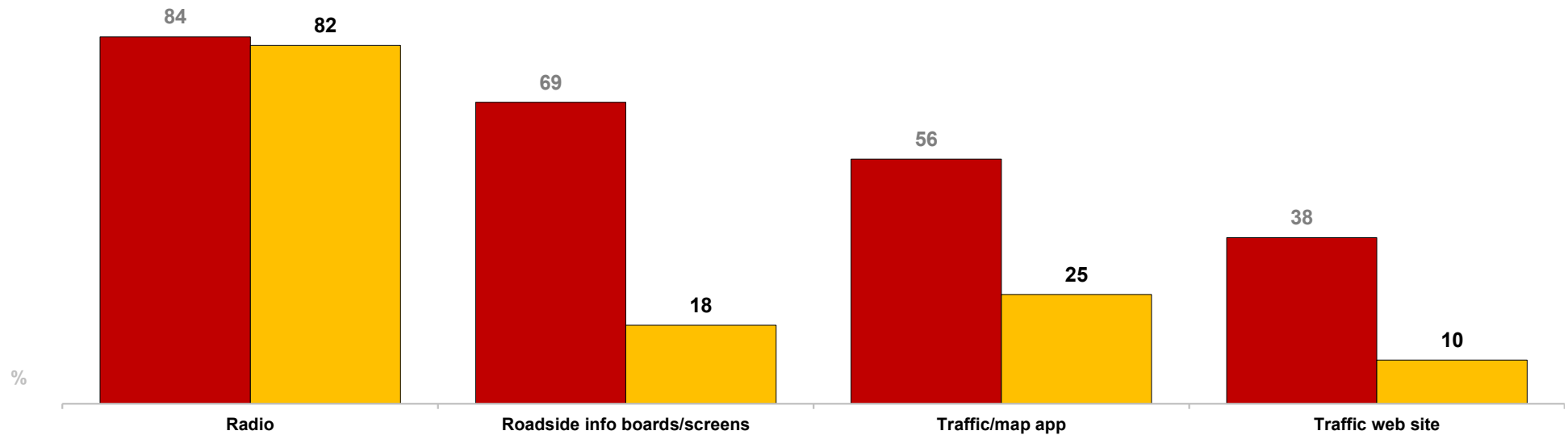
The vast majority of listeners rely on radio for their traffic and travel updates when they're in the car.



TRAFFIC & TRAVEL UPDATES IN THE CAR - 2

Q When you're in the car, how do you get your traffic and travel updates?

By looking at behaviour on a particular day, it becomes clear radio is by far the main source of traffic and travel information whilst other sources are used on a much more occasional basis.



TRAFFIC & TRAVEL UPDATES IN THE CAR - 4

Q When you're in the car, how do you get your traffic and travel updates?

I prefer to hear radio bulletins as it's much **more practical when I am driving**, it's not possible to look at a map and manage a steering wheel at the same time.

From a **national radio station** that **does local traffic updates** in the morning every 20 minutes, longer journeys would again be through the radio, unless I have a **passenger** who can check **travel apps or social media**.

I **rely on local radio** and **roadside boards** as it's **illegal to look at my phone** whilst driving.



Radio, because I am **listening to it anyway**.

Mostly from the radio. I tend to use a **local station** to wherever I am. But also my **satnav** will give me alerts if there are route issues.

Either the **radio** would give **regular updates** or the **map app** I use would show areas of red traffic on my journey.

From the radio when I'm driving. I **don't have the time to check other means**.

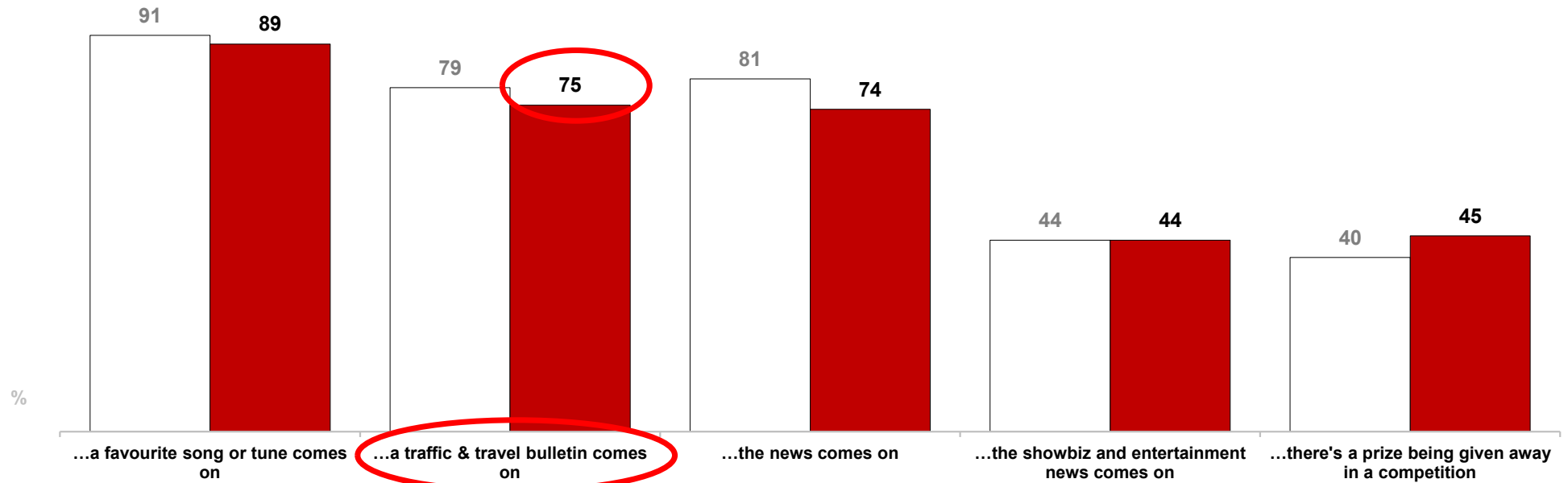
From the **radio while driving** or **information boards** if I use the motorway. Using **phone or maps** could prove **dangerous**.

I listen to the **radio for updates**. Also look at **route directions boards** if there are roadworks.

TRAFFIC & TRAVEL UPDATES IN THE CAR - 5

Q When you are listening to the radio in the car, do you ever turn the radio up when...?

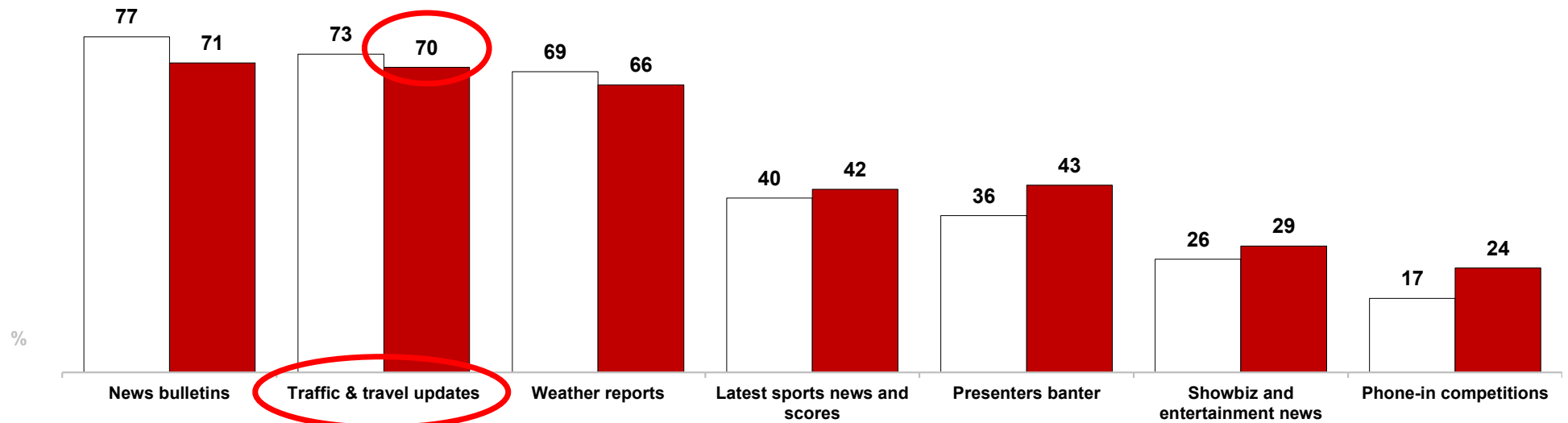
In the car, most listeners will turn the radio up when a favourite song or tune comes on and a large proportion will do so when there's a traffic and travel bulletin or when the news comes on.



ELEMENTS OF A FAVOURITE RADIO STATION - 1

Q When you think of all the things that make up your favourite radio station, apart from the presenters, music and the main programmes, how important are each of these elements?

Traffic and travel reports are seen as an important part of a favourite radio station by seven in ten listeners.

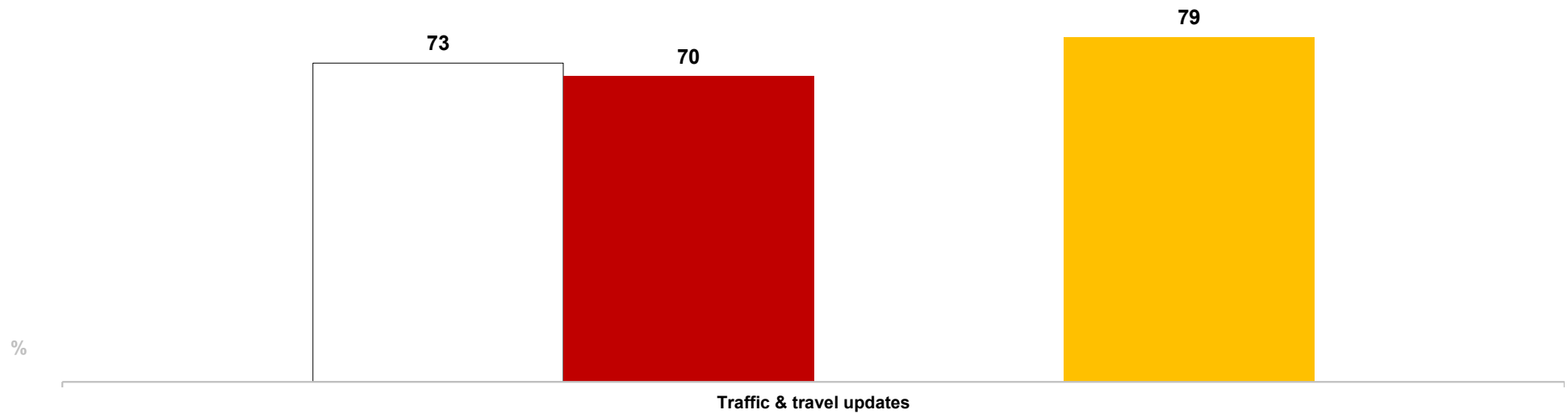


ELEMENTS OF A FAVOURITE RADIO STATION - 2

Q When you think of all the things that make up your favourite radio station, apart from the presenters, music and the main programmes, how important are each of these elements?

Q How important is it that your radio station has Traffic & Travel bulletins?

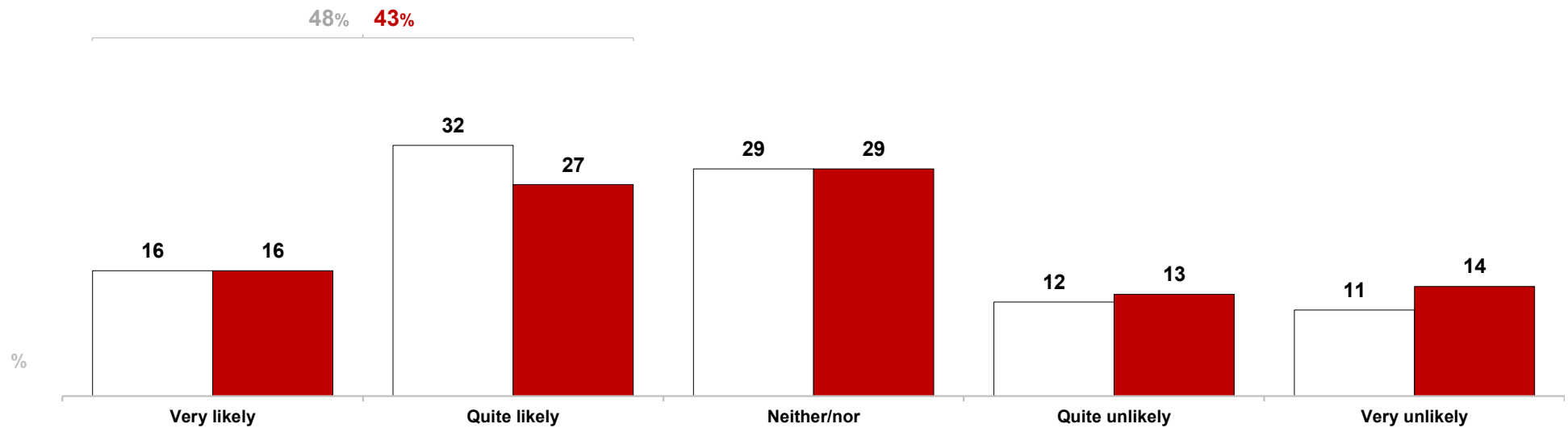
When listeners focus on the traffic and travel bulletins they got on a particular day, a near eight in ten listeners will say they have been important.



SWITCH RADIO STATIONS TO GET TRAFFIC & TRAVEL - 1

Q If the radio station you were listening to before you were about to travel or whilst you were travelling, did not have up-to-the-minute traffic and travel bulletins, how likely are you to look for a radio station that does have up-to-the-minute traffic and travel bulletins?

A large proportion of listeners will actively look for a station giving them traffic and travel reports.



SWITCH RADIO STATIONS TO GET TRAFFIC & TRAVEL - 2

Q In a recent survey, a surprising number of people told us that if the radio station they were listening to before they were about to travel or whilst they were travelling, did not have up-to-the-minute traffic and travel bulletins, they would probably look for a radio station that does have up-to-the-minute traffic and travel bulletins. Would you?

I would but only if the trip is of a certain distance and especially if driving in an area I am not familiar with so do not know the roads well enough to get around any delays.

If the station I was listening to had no traffic updates while I was on a journey then yes, I would most definitely find another station

It's not important to me for my short journey but would be if travelling further.

On a long journey then yes I definitely would look for another station. This is when I would really want up to the minute travel information.

It's better to be aware of any delays while travelling so I would too, I'd skip to another station.



Yes. Because of my work I need to be kept updated on any new traffic situations.

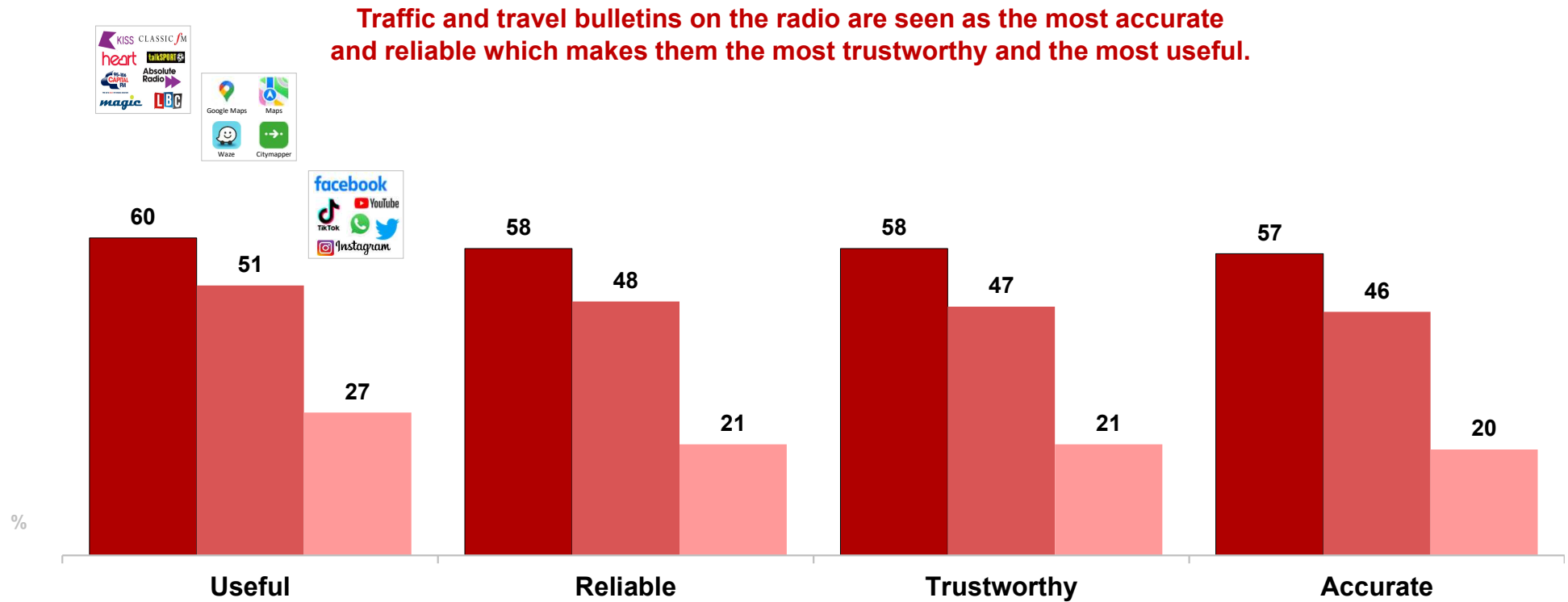
Yes important to have a radio station that gives you travel updates on your journey to work.

Yes, because the travel reports are an important part of my commute.

Yes as this would enable me to be aware of anything that could affect my journey. I could then plan or amend my journey accordingly, let people know I might be late, etc.

COMPARISON ACROSS SOURCES OF TRAFFIC AND TRAVEL INFORMATION - 1

Q Which of these sources of traffic and travel information would you say is the most...?



COMPARISON ACROSS SOURCES OF TRAFFIC AND TRAVEL INFORMATION - 2

Q How would you compare the radio traffic and travel bulletins with sources like maps on your smartphone or travel information you might get on social media?

Traffic information on smart phones are good before you start your journey, but **instant warning** of congestion during **important times** of the day, like **radio** gives you, are **vital**.

Radio bulletins are **in real time** and are usually **very accurate**. Also, they are **a lot safer** and **easier** to use than a smartphone when travelling.

When driving I can get the information **without taking my eyes off the road**.

Radio and smart phone sat nav are the two main sources. In the morning before leaving I do use browser but that's it. **Evening is all down to radio**

Much **prefer audio** sources e.g. radio, than phones or map apps. SatNav information quite often out of date.

In **real time** and **regular**. I **trust** what I hear on the **radio**.

Local **radio** travel updates are **just as good** as Google Maps updates. I do not use social media for travel updates

Rarely use phone or apps. Rely on SatNav for route then **check on radio** whilst on the route on a longer journey. If going on a short or familiar route, again I **depend on radio** bulletins.

It's just **easier to listen** to updates rather **than looking** through your phone.

No need to search for information, given as **part of the (radio) programmes** routine.



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RADIO TRAFFIC & TRAVEL BULLETINS REMAIN THE MOST WIDELY USED AND MOST OFTEN USED SOURCE OF TRAFFIC & TRAVEL INFORMATION, WITH RELIABILITY AND ACCESSABILITY KEY FACTORS.

70% will get their traffic and travel info from the radio when they're getting ready in the morning

84% will get their traffic and travel info from the radio when they're in the car

75% will turn the radio up when traffic and travel comes on

TRAFFIC & TRAVEL BULLETINS ARE SEEN AS AN IMPORTANT PART OF A RADIO STATION'S CONTENT.

70% think the traffic and travel bulletins are an important part of their favourite radio station

56% say they prefer to listen to a radio station that has traffic and travel bulletins

43% are likely to look for an alternative station if the one they're listening to doesn't have traffic and travel updates



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THANK YOU