

Large Event Survey: Formula Expo

WHITE PAPER

About this White Paper

As part of a series of studies on transportation and large events in the Austin area, NuStats randomly conducted Tablet intercept interviews with 363 attendees of the Formula Expo held at the Austin Convention Center June 15-17, 2012. Most of those interviewed planned on attending the F1 race in November. The survey collected insights on their plans for accessing the race venue and opinions about transportation and traffic during the race event and other large events in Central Texas.

Key findings:

- About one in five plan on driving to the track on race day and another 20 percent don't know how they will access the race.
- Most predict bad traffic on race day compared to other special events and on a day-to-day basis in Austin.
- Most own a smart phone; phone communications about traffic management with phone applications such as Traffic Bug would be effective means of communications for the large event

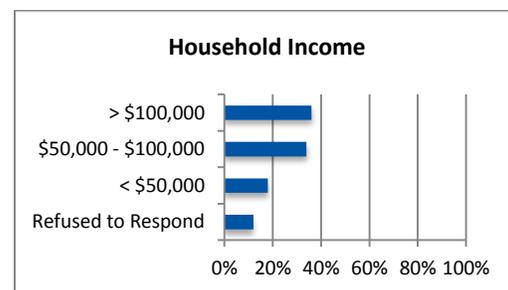
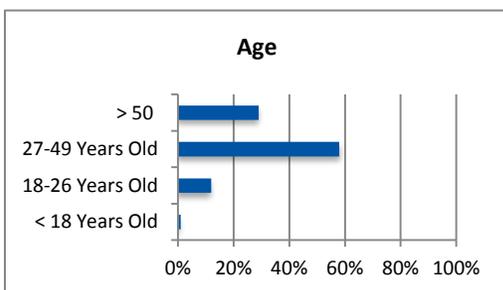
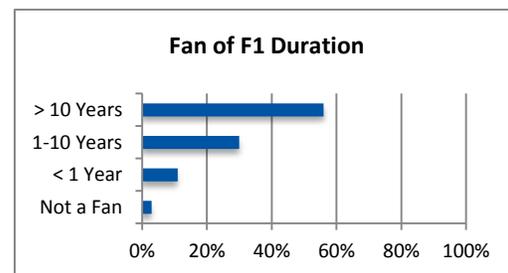
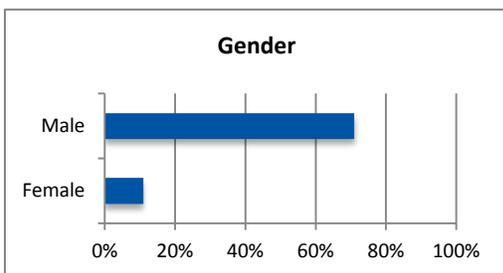
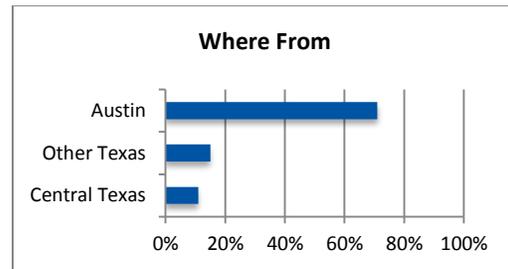
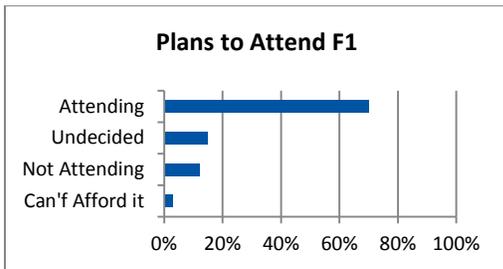
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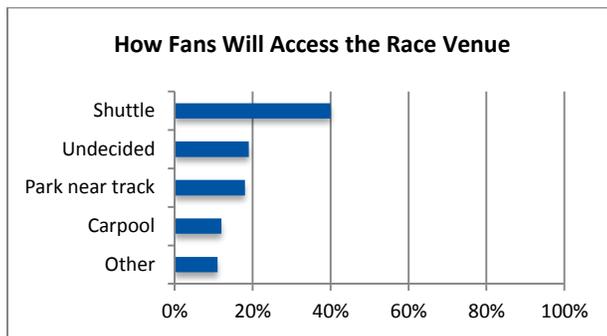
Formula Expo participants are very likely to attend the F1 race in November; Central Texas participants are male, longtime fans of the F1 race, and are between the ages of 27 and 49.

A total of 363 intercepted Formula Expo attendees completed the Large Event Survey on June 15-17 held in the Austin Convention Center. Because the Formula Expo largely attracted Formula 1 (F1) fans and racing enthusiasts, it is not surprising that the majority of respondents (70 percent) had definite plans to attend the Fall race, with a further 15 percent undecided. Twelve percent had no plans to attend and a small percentage (3 percent) said they would like to attend, but couldn't afford it.



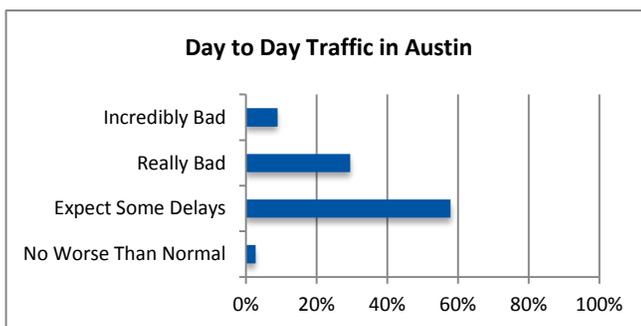
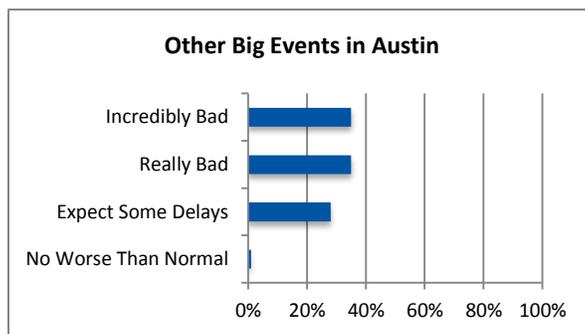
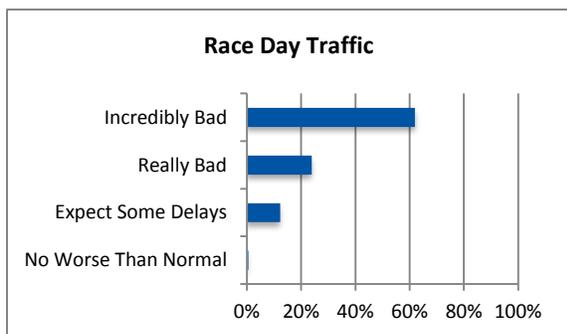
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Most survey respondents were from Central Texas and therefore planned to arrive in Austin for the race by car. Once in Austin, about 40 percent plan to take a shuttle to the track from an off-site parking facility. There is still a significant degree of misinformation and confusion among respondents about how they will access the F1 venue on race day. Eighteen percent of respondents planned to drive to the track, which will be nearly impossible given existing traffic control plans, while 19 percent of respondents didn't know how they would access the race.



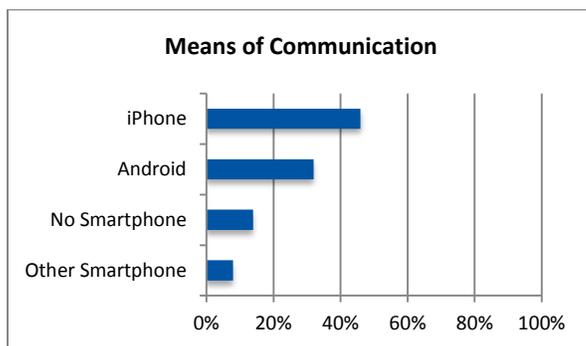
Already bothered by traffic on a regular basis in Austin, more than half predict incredibly bad traffic compared to other special events and on a day-to-day basis in Austin.

Eighty-eight percent of respondents believe that Austin traffic delays bother them to some degree on a regular basis, but of these, less than 10 percent think it is "incredibly bad." In comparison, 63 percent anticipate that traffic will be "incredibly bad" over the F1 race weekend, compared to only 35 percent during other special events in Austin. Respondents report concerns about the novel traffic plan and the sheer volume of traffic on Austin's already overloaded roadway infrastructure.



Seventy-eight percent of those surveyed own a smart phone; phone applications about traffic management, like Traffic Bug®, should be effective means of communications.

Communications about traffic management and race event parking and shuttles, to area residents and Formula 1 race day attendee will be critical before, during and after the race event. With smart phone ownership being high among those surveyed, it should be an appropriate venue for sharing traffic management information with residents and race-goers. Web-based and smart phone applications such as Traffic Bug®, can help alleviate and mitigate traffic congestion during the race and other large events in Austin.



In Summary

In anticipation of the Fall Formula 1 race, about 15,000 attended the Formula Expo June 16-17, 2012 at the Austin Convention Center to learn about the history of the race, view race cars and experience what it's like to be an F1 driver in a race car simulator. NuStats randomly conducted Tablet intercept interviews with 363 attendees to collect insights on their plans to attend the F1 event and to collect their thoughts about transportation and traffic during that and other large events in Central Texas.

The largest concern is the number of respondents who are unsure about how they will access the race facility or are misinformed about their travel options. Most already believe that traffic will be incredibly bad. With only four months until race day, it is clear that the average race-goer lacks knowledge about the best way to get to the track. Unless rectified, traffic on race day could live up to expectations giving Formula One racing a black eye in the Capital City.

Fortunately, a large percentage of those planning to attend the race have smart phones—at least 84 percent. These attendees also think that an app geared toward traffic detailing their options is a great way to disseminate information about the logistics of attending the race. Such an app with the potential to deliver individualized recommendations to race goers, could go a long way in getting people to the track efficiently making for a more enjoyable experience.

About the survey

NuStats, along with strategic partner Mygistics, teamed up to launch TrafficBug®—the Commuter's CompanionSM at the Formula Expo June 15-17, 2012. The web-based and SmartPhone app uses world-class logistics tools to provide drivers with personalized traveler information to get them to their destination in the shortest amount of time. Using smart and mobile technologies like TrafficBug®, NuStats is creating a national travelers database that will inform transportation management and planning.

Over the course of the next four months, beginning with the Formula Expo and continuing through the fall Formula 1 race, NuStats will conduct a series of surveys with Austinite's related to transportation during large events and will produce traffic management recommendations on introducing large events to the community.

The first survey in the large event series, the Formula Expo Event Survey randomly polled 363 Formula Expo attendees June 15-17, 2012 using a tablet-based online survey. The margin of error is +/- 5.2 percent.

About NuStats

Austin-based NuStats is a full-service survey research firm specializing in transportation and mobility issues. In continuous operation for nearly 30 years, the firm's reputation has grown within the transportation research industry for fusing the science and art of research with technological innovations and advanced practices. NuStats provides technological solutions for data collection and analysis to clients throughout the United States, and has an international consulting presence through its virtual call centers. Visit www.nustats.com

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