

ONS Omnibus - Transport Direct module, April 2006

Breakdown of people who have (a) heard, and (b) used travel info services in GB.

Table 1. Nos. of Responses and Percentage of People who have (a) heard of a particular service, or (b) used it.

	HEARD		USED	
	Nos. Responses	% of people	Nos. Responses	% of people
Traveline telephone service	182	14	41	4
Traveline website	162	13	38	3
Transport Direct website	77	6	6	1
National rail enquiries telephone service	815	63	280	25
National rail enquiries website	520	40	209	19
The Trainline.com	204	16	74	7
RAC telephone service	626	48	36	3
RAC website	526	41	102	9
AA telephone service	657	51	43	4
AA website	547	42	158	14
Transport for London website	225	17	68	6
Other telephone services	46	4	19	2
Other websites	76	6	51	5
None of these	163	13	487	44
Don't know	27	2	6	1
Total	4854	1294	1618	1104

Table 2. Comparison of nos. of Responses and Percentage of People who have heard of a particular service from ONS Omnibus Transport Direct module April, July, September and November 2004, March, April, August, October and December 2005, February and April 2006.

	April 2004		July 2004		September 2004		November 2004		March 2005		April 2005	
	HEARD		HEARD		HEARD		HEARD		HEARD		HEARD	
	Nos.	%	Nos.	%	Nos.	%	Nos.	%	Nos.	%	Nos.	%
Traveline telephone service	236	14	207	12	272	15	246	14	249	15	173	14
Traveline website	200	12	203	12	231	13	228	13	235	14	151	12
Transport Direct website	78	5	100	6	124	7	106	6	120	7	80	7
National rail enquiries telephone service	952	58	1022	60	1196	68	1100	64	1161	68	708	58
National rail enquiries website	506	31	483	29	640	36	574	33	649	38	393	32
The Trainline.com	216	13	213	13	264	15	232	13	280	16	165	13
RAC telephone service	705	43	723	43	901	51	750	43	812	48	376	31
RAC website	472	29	484	29	614	35	500	29	619	36	338	28
AA telephone service	776	48	831	49	1000	57	852	49	942	55	442	36
AA website	541	33	548	33	683	39	578	33	695	41	387	32
Transport for London website	177	11	211	13	268	15	247	14	278	16	150	12
Other telephone services	48	3	57	3	111	6	87	5	106	6	19	2
Other websites	82	5	92	5	112	6	86	5	168	10	81	7
None of these	302	18	311	18	210	12	256	15	205	12	239	20
Don't know	49	3	32	2	22	1	20	1	27	2	8	<1
Total	5340	1634	5517	1693	6648	1765	5861	1731	6549	1699	3710	1226

	August 2005		October 2005		December 2005		February 2006		April 2006	
	HEARD		HEARD		HEARD		HEARD		HEARD	
	Nos.	%	Nos.	%	Nos.	%	Nos.	%	Nos.	%
Traveline telephone service	215	17	247	20	152	13	194	15	182	14
Traveline website	217	17	225	18	157	13	200	16	162	13
Transport Direct website	102	8	97	8	66	6	63	5	77	6
National rail enquiries telephone service	772	62	777	62	798	68	740	59	815	63
National rail enquiries website	480	38	492	39	470	40	448	36	520	40
The Trainline.com	210	16	177	14	184	16	186	15	204	16
RAC telephone service	524	42	566	45	568	49	527	42	626	48
RAC website	417	33	464	37	441	38	429	34	526	41
AA telephone service	607	49	639	51	617	53	582	46	657	51
AA website	465	37	514	41	488	42	481	38	547	42
Transport for London website	223	19	218	17	224	19	205	16	225	17
Other telephone services	40	3	31	2	58	5	36	3	46	4
Other websites	76	6	46	4	103	9	61	5	76	6
None of these	199	17	161	13	128	11	190	15	163	13
Don't know	28	2	35	3	7	1	33	3	27	2
Total	4575	1234	4688	1250	4461	1168	4374	1254	4854	1294

Table 3. Comparison of nos. of Responses and Percentage of People who have used a particular service from ONS Omnibus Transport Direct module April, July, September and November 2004, March, April, August, October and December 2005, February and April 2006.

	April 2004		July 2004		September 2004		November 2004		March 2005		April 2005	
	USED		USED		USED		USED		USED		USED	
	Nos.	%	Nos.	%	Nos.	%	Nos.	%	Nos.	%	Nos.	%
Traveline telephone service	59	5	38	3	81	5	51	3	45	3	51	5
Traveline website	41	3	33	3	58	4	62	4	50	3	43	4
Transport Direct website	6	0	13	1	17	1	16	1	12	1	10	1
National rail enquiries telephone service	351	27	322	24	494	32	445	31	372	25	226	23
National rail enquiries website	181	14	187	14	245	16	241	17	232	16	178	18
The Trainline.com	74	6	95	7	105	7	91	6	109	7	68	7
RAC telephone service	52	4	55	4	84	5	54	4	64	4	22	2
RAC website	92	7	105	8	126	8	71	5	105	7	81	8
AA telephone service	75	6	81	6	109	7	106	7	91	6	32	3
AA website	127	10	153	11	204	13	143	10	167	11	144	15
Transport for London website	61	5	66	5	89	6	69	5	97	7	60	6
Other telephone services	18	1	25	2	63	4	39	3	48	3	14	1
Other websites	53	4	63	5	74	5	60	4	100	7	71	7
None of these	624	47	619	46	591	39	628	43	632	43	401	41
Don't know	7	1	5	<1	4	0	1	0	3	0	5	0
Total	1821	1316	1860	1349	2345	1532	2078	1455	2128	1467	1404	979

	August 2005		October 2005		December 2005		February 2006		April 2006	
	USED		USED		USED		USED		USED	
	Nos.	%	Nos.	%	Nos.	%	Nos.	%	Nos.	%
Traveline telephone service	46	5	56	5	43	4	30	3	41	4
Traveline website	52	5	43	4	29	3	44	4	38	3
Transport Direct website	15	2	8	1	14	1	4	<1	6	1
National rail enquiries telephone service	255	26	251	24	286	28	219	21	280	25
National rail enquiries website	177	18	190	18	223	22	198	19	209	19
The Trainline.com	84	9	69	7	85	8	81	8	74	7
RAC telephone service	41	4	37	4	52	5	29	3	36	3
RAC website	78	8	78	7	99	10	65	6	102	9
AA telephone service	58	6	50	5	73	7	58	6	43	4
AA website	150	14	143	14	155	15	146	14	158	14
Transport for London website	77	9	84	8	96	9	86	8	68	6
Other telephone services	19	2	7	1	24	2	17	2	19	2
Other websites	46	4	35	3	65	6	38	4	51	5
None of these	432	43	494	47	379	37	473	46	487	44
Don't know	5	0	3	<1	1	<1	8	1	6	1
Total	1535	1007	1549	1055	1624	1034	1497	1031	1618	1104

Table 4. Percentage of People who have HEARD OF a particular service - by Gender and Country (July, September and November 2004, March, April, August, October December 2005, February and April 2006 samples combined).

	ENG			WALES			SCOT			OVERALL PERCENT
	M	F	All	M	F	All	M	F	All	
Traveline telephone service	16	15	15	11	13	12	14	12	13	15
Traveline website	15	13	14	17	13	15	18	11	14	14
Transport Direct website	8	5	6	8	4	6	10	6	8	7
National rail enquiries telephone service	64	65	64	58	61	60	57	58	57	64
National rail enquiries website	39	35	37	29	28	28	31	28	30	36
The Trainline	17	13	15	14	12	13	13	12	12	15
RAC telephone service	45	44	45	43	40	42	45	47	46	45
RAC website	38	30	34	34	30	31	35	30	31	34
AA telephone service	51	50	51	48	40	44	51	48	49	50
AA website	42	35	38	32	28	30	37	32	33	37
Transport for London website	20	15	17	10	6	8	7	6	6	16
Other telephone services	4	4	4	4	4	4	4	5	5	4
Other websites	8	5	6	6	4	5	11	8	9	6
None of these	12	15	14	14	17	15	18	21	20	14
Don't know	1	2	2	9	10	9	2	3	2	2
Total Nos. of People	5732	6613	12346	316	402	719	560	619	1132	14197

Table 5. Percentage of People who have USED a particular service - by Gender and Country (July, September and November 2004, March, April, August, October, December 2005, February and April 2005 samples combined).

	ENG			WALES			SCOT			OVERALL PERCENT
	M	F	All	M	F	All	M	F	All	
Traveline telephone service	3	5	4	3	3	3	2	5	4	4
Traveline website	4	4	4	5	2	4	5	5	5	4
Transport Direct website	1	1	1	0	0	0	3	3	3	1
National rail enquiries telephone service	24	29	26	18	28	24	21	26	24	26
National rail enquiries website	19	17	18	10	13	11	14	12	13	17
The Trainline	8	6	7	8	5	6	5	5	5	7
RAC telephone service	5	4	4	5	3	4	3	2	2	4
RAC website	10	6	8	14	7	10	7	5	6	8
AA telephone service	7	5	6	6	6	6	6	4	5	6
AA website	15	11	13	12	9	10	14	10	12	13
Transport for London website	9	6	7	2	2	2	2	2	2	7
Other telephone services	2	2	2	2	2	2	2	4	3	2
Other websites	6	4	5	5	3	4	12	15	13	5
None of these	41	44	42	38	37	37	41	34	38	42
Don't know	0	0	0	8	7	7	8	12	10	1
Total Nos. of People	4964	5500	10465	265	321	586	434	462	897	11948

Table 6. Percentage of People who have HEARD OF a particular service - by Age and Country (July, September and November 2004, March, April, August, October, December 2005, February and April 2006 samples combined).

	ENG						WALES						SCOT					
	16-24	25-44	45-54	55-64	65-74	75+	16-24	25-44	45-54	55-64	65-74	75+	16-24	25-44	45-54	55-64	65-74	75+
Traveline telephone service	19	15	15	17	14	10	Too small to give results	13	12	Too small to give results	Too small to give results	Too small to give results	13	13	15	18	12	7
Traveline website	22	14	15	15	10	5		12	16				17	17	20	16	8	2
Transport Direct website	12	6	7	6	5	2		7	6				17	6	10	5	8	3
National rail enquiries telephone service	58	69	72	70	58	43		63	68				62	61	62	59	49	27
National rail enquiries website	49	46	43	32	18	8		34	31				41	37	34	29	15	6
The Trainline	20	19	16	14	7	4		16	12				17	16	15	10	10	3
RAC telephone service	54	46	48	46	36	26		50	38				57	49	47	47	33	21
RAC website	49	44	35	27	13	7		44	26				51	41	32	28	11	3
AA telephone service	61	51	52	50	46	31		52	40				60	55	50	51	31	22
AA website	56	50	39	27	15	7		42	27				47	48	34	29	11	3
Transport for London website	19	23	17	15	8	3		12	6				9	4	9	8	3	0
Other telephone services	3	5	4	4	3	3		5	6				3	5	5	5	5	3
Other websites	6	8	7	7	3	0		4	4				11	13	11	9	1	0
None of these	9	8	9	14	22	38		9	14				16	12	16	19	32	53
Don't know	1	1	1	1	2	5		1	0				1	2	1	4	4	9
Total nos. of People	1418	4352	1964	1998	1462	1144	88	269	113	91	90	67	133	374	244	210	177	117

Table 7. Percentage of People who have USED a particular service - by Age and Country (July, September and November 2004, March, April, August, October and December 2005, February and April 2006 samples combined).

	ENG						WALES						SCOT					
	16-24	25-44	45-54	55-64	65-74	75+	16-24	25-44	45-54	55-64	65-74	75+	16-24	25-44	45-54	55-64	65-74	75+
Traveline telephone service	5	5	3	3	3	2	Too small to give results	3	Too small to give results	Too small to give results	Too small to give results	Too small to give results	2	5	4	7	5	Too small to give results
Traveline website	5	4	4	4	1	1		4					2	7	7	4	4	
Transport Direct website	1	1	1	1	1	0		0					0	1	2	1	0	
National rail enquiries telephone service	24	28	30	28	22	17		24					27	22	31	28	23	
National rail enquiries website	25	23	21	12	6	2		16					18	20	13	11	8	
The Trainline	10	10	8	5	1	1		8					6	7	6	4	4	
RAC telephone service	4	4	5	4	3	3		3					5	2	1	2	4	
RAC website	6	12	8	5	2	1		14					4	8	8	5	2	
AA telephone service	5	6	6	5	7	5		6					3	7	5	5	1	
AA website	13	19	14	10	3	1		14					14	19	14	8	4	
Transport for London website	9	11	6	5	2	1		4					3	2	4	2	0	
Other telephone services	2	2	3	2	2	2		2					1	2	1	4	6	
Other websites	3	6	6	6	2	1		4					6	11	11	9	2	
None of these	40	33	39	46	61	72		38					40	40	42	48	58	
Don't know	0	0	0	1	0	1		0					1	1	0	0	1	
Total Nos. of People	1280	3959	1771	1704	1099	653		76					245	99	76	59	30	