

ONS Omnibus - Transport Direct module, February 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	194	15	30	3
Traveline website	200	16	44	4
Transport Direct website	63	5	4	<1
National rail enquiries telephone service	740	59	219	21
National rail enquiries website	448	36	198	19
The Trainline.com	186	15	81	8
RAC telephone service	527	42	29	3
RAC website	429	34	65	6
AA telephone service	582	46	58	6
AA website	481	38	146	14
Transport for London website	205	16	86	8
Other telephone services	36	3	17	2
Other websites	61	5	38	4
None of these	190	15	473	46
Don't know	33	3	8	1
Total	4374	1254	1497	1031

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

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

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 and February 2006 samples combined).

	ENG			WALES			SCOT			OVERALL PERCENT
	M	F	All	M	F	All	M	F	All	
Traveline telephone service	16	15	15	12	13	12	14	11	11	15
Traveline website	15	13	14	18	12	14	18	11	13	14
Transport Direct website	8	5	7	8	4	6	10	6	8	7
National rail enquiries telephone service	63	65	64	58	62	60	57	58	52	63
National rail enquiries website	38	35	37	29	27	28	31	27	27	35
The Trainline	17	13	15	14	12	13	13	12	11	14
RAC telephone service	45	44	44	43	38	40	44	46	41	44
RAC website	37	30	33	34	27	30	35	29	28	33
AA telephone service	51	50	50	47	41	44	51	47	44	50
AA website	42	34	38	32	29	30	36	32	30	37
Transport for London website	19	15	17	11	6	8	7	5	5	16
Other telephone services	4	4	4	3	4	4	4	5	5	4
Other websites	8	5	6	7	4	5	11	8	8	6
None of these	12	15	14	14	16	15	18	21	18	14
Don't know	1	2	1	10	11	10	2	3	2	2
Total Nos. of People	5201	6049	11251	275	354	630	517	603	1120	13001

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 and February 2006 samples combined).

	ENG			WALES			SCOT			OVERALL PERCENT
	M	F	All	M	F	All	M	F	All	
Traveline telephone service	3	5	4	3	4	3	3	5	4	4
Traveline website	3	4	4	6	2	3	5	5	5	4
Transport Direct website	1	1	1	0	0	0	2	0	1	1
National rail enquiries telephone service	24	29	26	19	30	25	23	28	25	26
National rail enquiries website	18	17	18	11	13	11	15	13	14	17
The Trainline	8	7	8	8	4	6	5	5	5	7
RAC telephone service	5	4	4	5	3	4	3	2	2	4
RAC website	9	6	7	14	8	11	8	5	6	7
AA telephone service	7	5	6	6	7	6	5	4	5	6
AA website	15	11	13	11	9	10	15	12	13	13
Transport for London website	9	6	7	2	2	2	2	1	2	7
Other telephone services	2	2	2	0	2	1	2	4	3	2
Other websites	6	4	5	5	4	4	8	9	9	5
None of these	41	44	43	43	42	43	44	39	42	42
Don't know	0	0	0	0	0	0	0	0	0	0
Total Nos. of People	4491	5032	9523	228	284	512	400	408	809	10844

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 and February 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	15	10	Too small to give results	14	Too small to give results	Too small to give results	Too small to give results	Too small to give results	12	13	16	18	13	5
Traveline website	22	14	15	15	10	5		12					15	16	22	16	8	2
Transport Direct website	13	6	7	6	5	2		7					15	7	10	5	9	2
National rail enquiries telephone service	59	69	72	70	58	41		63					62	59	63	60	50	25
National rail enquiries website	49	45	43	32	18	8		34					39	36	33	28	15	7
The Trainline	20	18	15	14	7	3		16					16	16	16	10	10	4
RAC telephone service	53	46	47	46	36	25		49					54	48	46	46	32	19
RAC website	49	43	34	26	13	7		43					50	41	33	25	10	3
AA telephone service	62	51	51	50	46	30		52					57	52	50	52	32	21
AA website	56	49	38	27	15	6		42					44	48	34	27	10	4
Transport for London website	20	22	16	15	8	3		12					7	4	8	8	2	0
Other telephone services	3	5	5	5	3	3		5					3	5	5	4	4	3
Other websites	6	8	7	7	3	0		4					9	13	12	9	1	0
None of these	9	8	9	13	23	39		9					16	12	16	20	32	54
Don't know	1	1	1	1	2	5		1					1	2	1	4	4	10
Total nos. of People	1288	3969	1789	1826	1338	1034	76	237	94	83	81	58	119	349	225	188	162	102

Table 7. Percentage of People who have USED a particular service - by Age and Country (July, September and November 2004, March, April, August, October, December 2005 and February 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	4	Too small to give results	Too small to give results	Too small to give results	Too small to give results	1	5	4	7	6	Too small to give results
Traveline website	5	4	4	4	1	1		4					2	7	7	5	3	
Transport Direct website	2	1	1	1	1	0		0					0	1	3	1	0	
National rail enquiries telephone service	23	29	29	27	22	17		25					26	23	32	28	23	
National rail enquiries website	25	22	21	12	6	2		17					20	20	14	11	8	
The Trainline	10	10	8	6	1	1		8					7	6	6	5	4	
RAC telephone service	4	4	5	4	3	3		4					5	2	1	2	2	
RAC website	6	11	7	5	2	1		15					5	8	9	5	1	
AA telephone service	5	6	6	6	7	5		6					3	7	5	6	1	
AA website	12	19	13	9	3	1		14					14	20	16	9	3	
Transport for London website	9	11	6	4	2	1		4					3	2	4	2	0	
Other telephone services	2	2	3	2	2	2		2					1	2	2	3	6	
Other websites	3	6	5	6	2	1		4					4	12	12	9	2	
None of these	40	33	39	46	61	71		37					40	39	40	47	58	
Don't know	0	0	0	1	0	1		0					1	0	0	0	1	
Total Nos. of People	1166	3608	1613	1562	1002	573	66	215	81	69	53	28	102	298	187	148	102	39