ORR Passenger awareness, knowledge and perceptions of the Rail Ombudsman research 2024

Report

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Introduction

Background

The Office of Rail and Road (ORR) is the independent economic and safety regulator of Britain's railways and responsible for monitoring and enforcing the performance and efficiency of National Highways. In November 2023 ORR took on the role of sponsoring the <u>Rail Ombudsman</u> from the Rail Delivery Group .

The Rail Ombudsman, a free and independent service, seeks to address unresolved complaints between passengers and rail operators. If a complaint remains unresolved after eight weeks, or if a passenger is unsatisfied with the rail operator's final response, it can be escalated to the Rail Ombudsman. The Rail Ombudsman is an example of an ADR service, a service that provides Alternative Dispute Resolution, and is approved as an ADR provider by the Chartered Trading Standards Institute.

As part of their operating licence, train and station operators are required to be members of the Rail Ombudsman. This ensures passengers have access to free alternative dispute resolution, with the confidence of knowing the Rail Ombudsman's decisions are binding on rail operators. Operators must inform passengers about the Rail Ombudsman during the complaints process, as per the requirements of ORR's <u>Complaints Code of Practice</u>. This includes providing basic information to passengers about the service when acknowledging complaints, and then formally referring ('signposting') unresolved or 'deadlocked' complaints to the Ombudsman and featuring Ombudsman information in their complaint procedures and on their websites.

 ORR commissioned this research to generate more evidence and insight regarding passengers' awareness and perceptions of the Rail Ombudsman service.

Objectives

The primary goal of the research is to assess both awareness, understanding and perceptions of the Rail Ombudsman among rail users in Great Britain. These measurements will enable ORR to establish awareness levels of the Rail Ombudsman for the first time, and to compare these with other Ombudsman schemes, where relevant and possible. It will also help identify if there are differences in awareness or perceptions of the Rail Ombudsman among different passenger groups, including those with health conditions and those without.

The results of this research will provide the ORR with evidence to evaluate the effectiveness of current strategies promoting awareness of the Rail Ombudsman service. These insights will also be valuable to train and station operators, consumer representatives, industry stakeholders, and the Rail Ombudsman, as they will enhance understanding of awareness levels and perceptions of the service's usefulness and value across different passenger groups.

Executive summary

Awareness of the Rail Ombudsman

Total awareness of the Rail ombudsman is high, with around two thirds (67%) of rail users being aware of it when prompted. Among rail users, the Rail Ombudsman ranks second only to the Financial Ombudsman Service.

Awareness and understanding of the Rail Ombudsman are roughly consistent among rail users, regardless of whether they have health conditions. However, those with hearing conditions have a significantly higher level of awareness compared to other groups with specific health conditions (vision, mobility, dexterity, difficulties with reading, learning or concentrating, cognitive and mental health). Digitally disengaged individuals, whether they are rail users or not, tend to have lower levels of awareness and knowledge of the Rail Ombudsman.

Further examination of other rail user groups reveals significant variations. Regular rail travellers, those requiring assistance, men, rail users from the ABC1 social grade, and those of white ethnic origin generally display higher awareness and knowledge. Conversely, younger rail users aged 18-24 exhibit significantly lower levels.

Before being told the name of the Rail Ombudsman, over half of rail users, 53%, are aware that there is an independent body to whom you can escalate complaints in the rail sector, surpassing the 41% awareness level among non-rail users. However, only a small number can actually name the Rail Ombudsman spontaneously (2% of rail users and 1% of non-rail users overall). This is a similar for rail users with and without health conditions. Among digitally disengaged individuals, awareness is considerably lower.

It's notable that the level of spontaneous name recall for similar organisations in other sectors is comparable. The exception is the Financial Ombudsman Service, which about one in ten respondents (including both rail users and non-rail users) can correctly name.

Perceptions of the Rail Ombudsman

Generally, rail users have a positive perception of the Rail Ombudsman, with the main associations being 'free to use', 'fair', and 'impartial'.

Variations in these perceptions exist among different sub-groups. Rail users with health conditions, digitally disengaged users, and younger rail users show slightly less positive perceptions and confidence.

Despite some barriers, such as the complaints process being seen as laborious, time-consuming, and challenging relative to the potential gain, a significant majority of rail users (77%) indicate they would likely escalate an unresolved complaint to the Rail Ombudsman.

This likelihood increases among those with spontaneous awareness of the Ombudsman, frequent rail users, and those confident in consumer rights protection during rail travel.

Impact of Rail Ombudsman awareness on rail user confidence in consumer protection

The majority of rail users (67%), especially regular users and those travelling for work, express confidence that their consumer rights will be protected as consumers of rail services. This confidence is observed broadly, with minor variations among those with health conditions (users with health conditions like vision impairment exhibit higher confidence levels, while those with reading, learning, or concentration difficulties tend to have lower confidence).

Digitally disengaged rail users show lower levels of confidence, although over half still express confidence in their rights protection.

Upon learning about the Rail Ombudsman and its role, a significant 86% of rail users reported feeling somewhat more confident about their rights being protected. This illustrates the value that the service can add both directly in providing alternative dispute resolution to those who need it and indirectly via reassurance for those who may need it one day.

Confidence levels among rail users with health conditions are found to be similar to those without health conditions. However, digitally disengaged rail users show lower confidence levels even after becoming aware and informed about the Rail Ombudsman's role, with only 68% feeling somewhat more confident. Notably, a quarter of digitally disengaged rail users do not feel that the Ombudsman makes any difference to their confidence. This is higher than among rail users in general.

Nevertheless, a portion of rail users noted in their responses to an open-ended question (why the knowledge about the Rail Ombudsman and what it does, does not make them confident in consumer protection) that they believe escalating their complaint wouldn't be worth the investment of time and energy relative to what they perceive would be gained. This is mostly due to perceptions of the complaint process being laborious, time-consuming, and challenging.

When considering a reasonable timeframe for the Rail Ombudsman to resolve complaints, rail users, on average, expect a complaint resolution within approximately 5.3 weeks. This expectation, however, varies among different sub-groups. Younger and ethnic minority rail users anticipate a shorter timeframe of just over 3 weeks. Frequent or regular rail users, and commuters or those travelling for business reasons also expect a shorter timeframe of just over 4 weeks. Conversely, older users (aged 55+) and less frequent users anticipate a longer timeframe of around 6 weeks.

Recommendations

The research has provided valuable insights into the perceptions, awareness, and confidence levels of rail users regarding the Rail Ombudsman. In order to build on these findings and improve the overall user experience, the following strategic recommendations are proposed:

- **Increase awareness:** Given the clear link between awareness of the Rail Ombudsman and increased confidence in consumer protection among rail users, efforts should be made to raise awareness of the Rail Ombudsman, its role, and benefits. This can be done through targeted communication campaigns, inclusion of information in passenger communications, and collaboration with rail companies to disseminate relevant information.

- **Improve accessibility for digitally disengaged users:** The research shows that digitally disengaged rail users have lower levels of awareness and confidence in consumer protection. It would be beneficial to explore non-digital ways to reach this group, such as through increased printed materials, public notices at stations, or through traditional media outlets.

- **Educate users about the complaints process:** The research reveals that some rail users are deterred from escalating complaints to the Rail Ombudsman due to perceptions of the complaints process in general being laborious, time-consuming, and challenging. Therefore, it is crucial to provide clear, simple, and accessible information about the complaints process, perhaps through step-by-step guides or FAQs.

- **Manage expectations about complaint resolution times:** With rail users expecting a reasonable case resolution timeframe of approximately 5.3 weeks, it is important to manage these expectations appropriately. Communicating typical resolution times, the complaint escalation process and explaining any delays can help manage expectations and improve user perceptions.

- **Address perceptions among specific demographics:** Certain groups, such as younger, ethnic minority, and less frequent rail users have specific perceptions and expectations. Tailored communication strategies can help address these and improve their confidence in the Rail Ombudsman and likelihood of taking their complaints to the Ombudsman.

- **Conduct further research:** While the research provides valuable insights, further research could explore why some rail users, particularly digitally disengaged ones, do not feel the Ombudsman makes any difference to their confidence in consumer protection. This could help in developing strategies to address these issues.

Methodology

The research aimed to collect data from a broad and representative sample of rail users in Great Britain who have travelled by rail in the past year, allowing for an in-depth overall analysis and insights into specific subgroups.

Overall, the core methodology for this research is conducted online. To ensure that the research also includes the views of those who may find it difficult or impossible to participate online a 'boost' of telephone interviews was conducted that covered the digitally disengaged* audience.

Digitally disengaged respondents are defined as individuals who lack internet access at home, on their smartphone, PC, laptop, or tablet, and/or exhibit low confidence levels in using online platforms. This includes those who report at least three of the following activities: not using email, feeling uncomfortable with tasks such as online banking, preferring in-person shopping over online, finding the use of online devices such as smartphones difficult, and/or needing assistance from family and friends for internet use.

An online survey

- An online survey with a nationally representative sample of 6,196 GB adults.

- 3,017 respondents within the total sample were identified as rail users (those who have travelled by rail in the last 12 months) and were asked questions about:
    - Rail usage
    - Confidence in rights of customers being protected when travelling on rail
    - Knowledge of how to take complain to the Rail Ombudsman and experience of taking complaints to it
    - Perception of the Rail Ombudsman
    - Confidence in rail consumer rights protection and likelihood of taking a complaint to the Rail Ombudsman upon learning about it and
    - A reasonable timeframe for case resolution.

- The online survey took place 24th January to7th February 2024

The research consisted of an online survey with a nationally representative sample of 6,196 adults in Great Britain, from which 3,017 rail users were identified and completed the full survey. All respondents, including non-rail users, were asked initial questions about their awareness of the Rail Ombudsman and other independent complaint escalation bodies in various sectors.

A telephone survey

- 256 boost telephone interviews with digitally disengaged respondents.

- 100 respondents within the total digitally disengaged sample were identified as rail users (those who have travelled by rail in the last 12 months)
    - This survey followed the same approach and questionnaire as the online survey but targeted digitally disengaged individuals.

- The telephone survey took place between 30th January to 12th February (n=201) and 26th February to 6th March 2024 (55)

Initially, 201 telephone interviews were conducted with individuals who were classified as digitally disengaged. However, rail usage among this group was lower than anticipated (below 25%) – meaning that the overall sample of digitally disengaged respondents who were rail users was only 48 respondents.

To meet ORR's minimum requirements for robust data that can be reported on as an individual group there was a requirement to boost this number to at least 100 respondents.

Consequently additional fieldwork was carried out specifically to recruit more digitally disengaged rail users. This effort resulted in a total boost sample of 256 interviews with digitally disengaged respondents, 100 of whom were rail users.

Data processing and analysis process

Data weighting

The initial approach was to apply weightings as specified below:

- The telephone sample of digitally disengaged were weighted within the total sample to make up the 25% of individuals who are classified as falling into this category (and as such will be excluded from online research). This was defined based on the Lloyds Bank Consumer Digital Index at c.25% of the population.

- Then the total population data was weighted to match the ONS (Office for National Statistics) population profile.

We examined the results of this weighting in terms of impact on awareness levels etc. and these were seen to be fairly low.

Table 1. Q2. How much, if anything, would you say you know about each of the following organisations?

Prompted awareness of the Rail Ombudsman	Weighted	Unweighted
Never heard of / do not recognise the name	30%	26%
Heard of but do not know anything about them	38%	38%
Heard of and know a little about them	21%	24%
Heard of and know a lot about them	4%	4%
Don't know / not sure	7%	8%

Base: All respondents (6397)

However, the impact of upweighting the 201 telephone interviews to make up 25% of the sample was a significant weighting that did impact metrics such as the Effective Sample Size (an indication of the overall impact a weighting has on the size of the sample).

The weight effectively increased the size of the telephone sample from the 201 interviews conducted to 1,595 (a quarter of our overall sample) – a weighting factor of c76 for these individuals. This provided an Effective Sample Size of 2,087 (from the actual achieved sample size of 6,397). This was an inevitable implication of applying such a large upweight to this hard-to-reach audience.

Discussions about whether the digitally disengaged respondents should be included in the main online sample and weighted to account for their proportion within the overall population followed. After examining existing data sources, it became clear that there is no consensus on the level of digital disengagement at a national level. Furthermore, given the low rail usage among this group, there was no robust data on what proportion these individuals represent among rail users.

Given the distinct methodologies and audiences, ORR and Savanta concluded that combining and weighting the data might not create a more accurate representation of the overall population and could potentially make it less representative. Therefore, the decision was made to analyse and report on the two data sets separately. The smaller sample of digitally disengaged rail users is used as a comparator to highlight potential differences between this potentially vulnerable group and the rest of the sample. This approach ensures that any differences are easily identifiable and that the awareness and needs of this group are clearly addressed in the research.

Demographics of survey respondents/ rail users

Online survey respondents

The total online sample was recruited and weighted according to the ONS figures on gender, age, region, and social class to ensure the sample is demographically representative of Great Britain.
The profile of the total weighted online sample is included in the Appendix (page 60). By using a nationally representative sample, we aimed to make the rail users sample as representative as possible of all rail users.

In the online sample, 48% of respondents who had travelled by train in the past 12 months are identified as rail users. Among these, 41% reported travelling by train at least once a month, with most of these journeys made for personal or leisure reasons.

48% travelled by train in the last 12 months

Main types of rail journeys made

Commuting	Business	Leisure/ personal	Varies
14%	8%	74%	5%
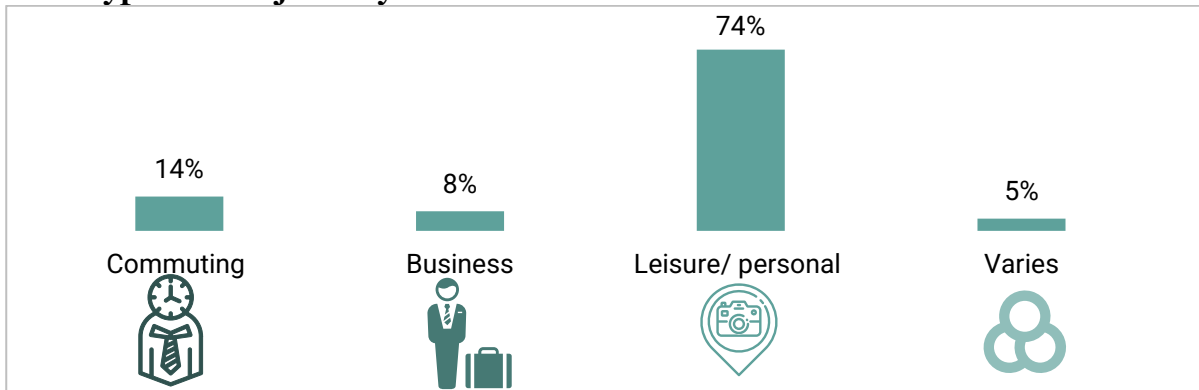
Base: All rail users (3017)

Frequency of rail travel

Three or more times per week	One to two times per week	One to three times per month	Less than once a month, more than once or twice a year	Once or twice a year	Less than once a year	Not sure
6%	12%	23%	33%	23%	4%	0%
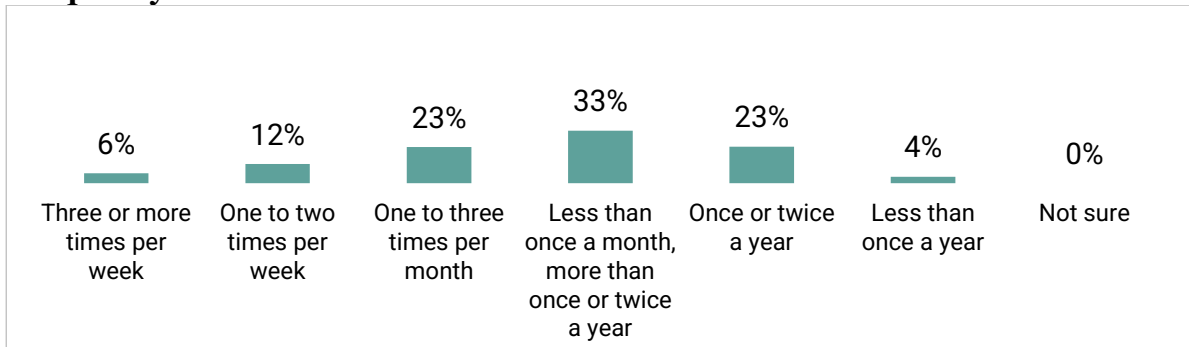
Base: All rail users (3017)

Note: Throughout the report we refer to those who travel at least once a week as frequent rail users and those who travel at least as once a month as regular rail users.

The complete profile of these rail users is as follows:

Gender

54% Female
46% Male
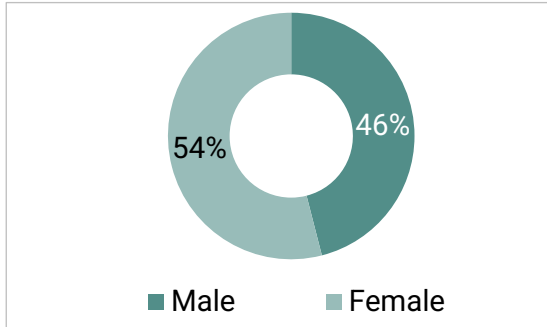
Base: All rail users (3017)

Social class

■ ABC1 ■ C2DE

64%

36%

Base: All rail users (3017)

Age

21%	■ 65+
16%	■ 55 - 64
17%	■ 45 - 54
16%	■ 35 - 44
16%	■ 25 - 34
14%	■ 16 - 24
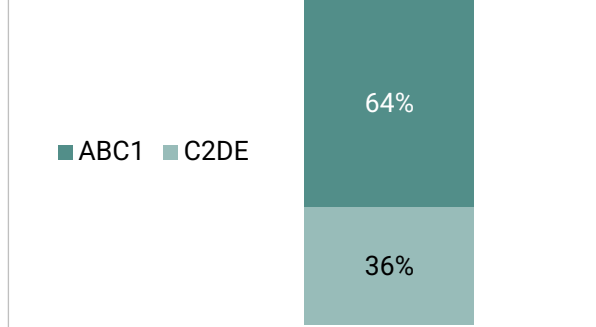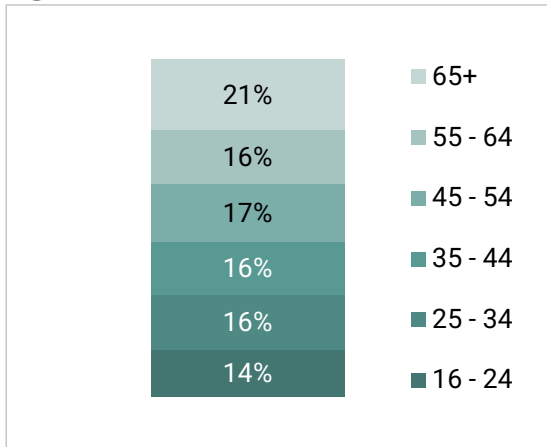
Base: All rail users (3017)

Region

Scotland	10%
North-West	12%
North-East	4%
Yorkshire & Humberside	7%
Wales	4%
West Midlands	9%
East Midlands	7%
South-West	8%
South-East	16%
East of England	10%
London	13%
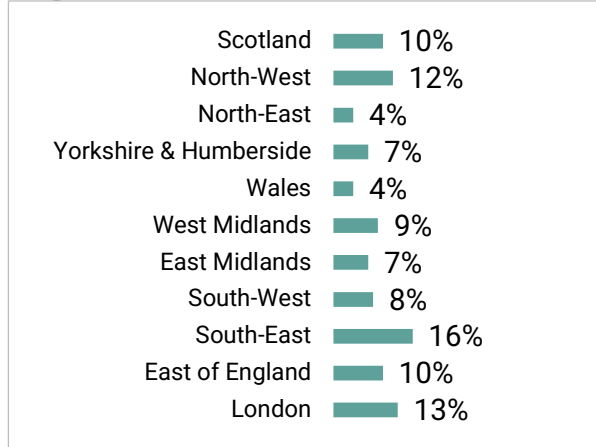
Base: All rail users (3017)

Education

No formal education	1%
Primary school	0%
Secondary school, high school, college, NVQ levels 1 to 3, etc.	47%
University degree or equivalent professional qualification, NVQ...	36%
Higher university degree, doctorate, MBA, Masters, NVQ level 5,...	15%
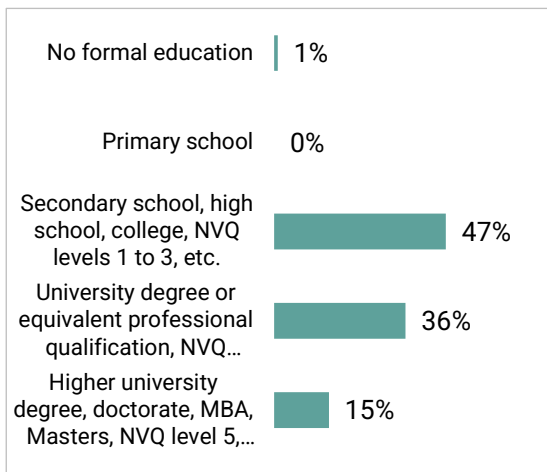
Base: All rail users (3017)

Ethnicity

English/ Welsh/ Scottish/ Northern Irish/ British/ Other white background, 86%

Other ethnic origin, 14%
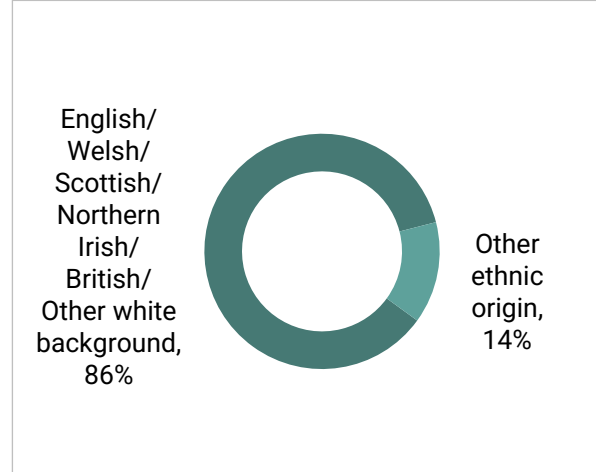
Base: All rail users (3017)

Average income

£42,543

Base: All rail users (3017)

Have health conditions

35% have health conditions (net)

Mental health	Mobility	Hearing	Difficulties with reading, learning or concentrating	Vision	Cognitive	Dexterity
23%	6%	6%	5%	5%	3%	2%
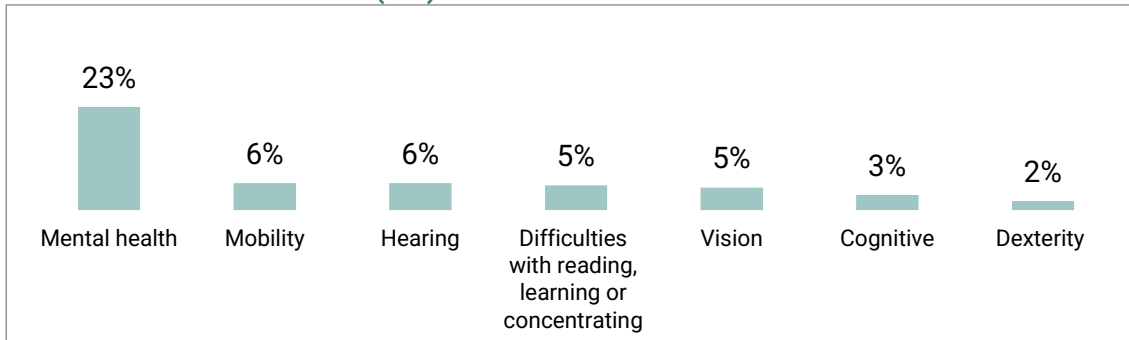
Base: All rail users (3017)

Assistance requirement
(when traveling on train)

2%	8%	12%	78%

- ■ I need assistance
- ■ I sometimes need assistance
- ■ I do not need assistance, but sometimes travel with people who need assistance
- ■ I do not need assistance
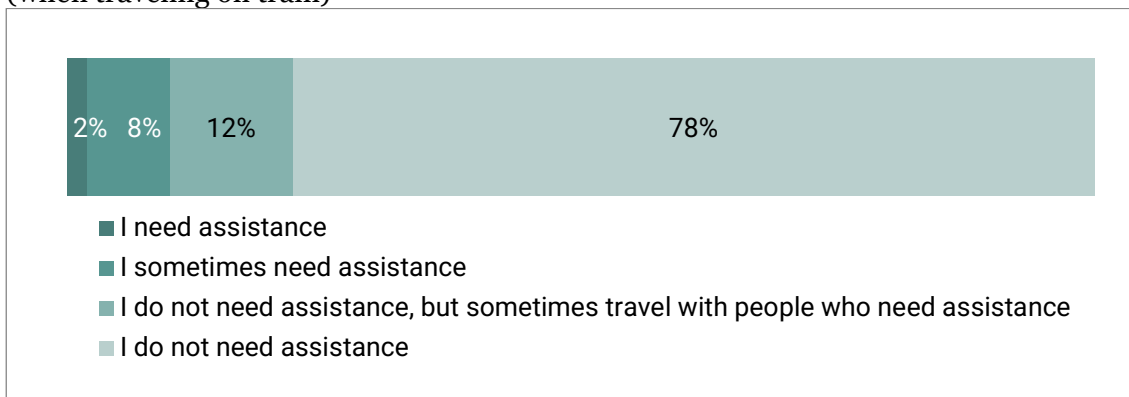
Base: All rail users (3017)

Telephone survey with digitally disengaged respondents

The total sample for the telephone survey was randomly recruited. Given that the profile of this group is unknown, the data presented in the report is unweighted.

The full profile of digitally disengaged respondents can be found in the Appendix (page 62).

Within the group of digitally disengaged individuals, we had a sample size of 100 rail users. The profile of these rail users is as follows:

Digital low digital skills / exclusion

All digitally disengaged rail users claim to have low digital skills (exhibit low confidence levels in using online platforms; report at least three of the following activities: not using email, feeling uncomfortable with tasks such as online banking, preferring in-person shopping over online, finding the use of online devices such as smartphones difficult, and/or needing assistance from family and friends for internet use).

18% of the digitally disengaged rail users are also digitally excluded (lack internet access at home, on their smartphone, PC, laptop, or tablet).

Gender
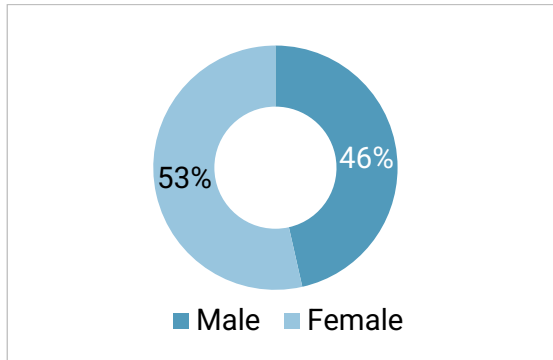
Base: Digitally disengaged rail users (100)

Social class

■ ABC1
■ C2DE

36%

64%

Base: Digitally disengaged rail users (100)

Age

■ 65+
■ 55 - 64
■ 45 - 54
■ 35 - 44
■ 25 - 34
■ 16 - 24

69%

19%

9%
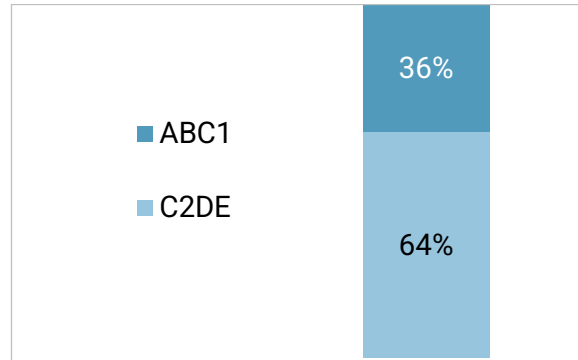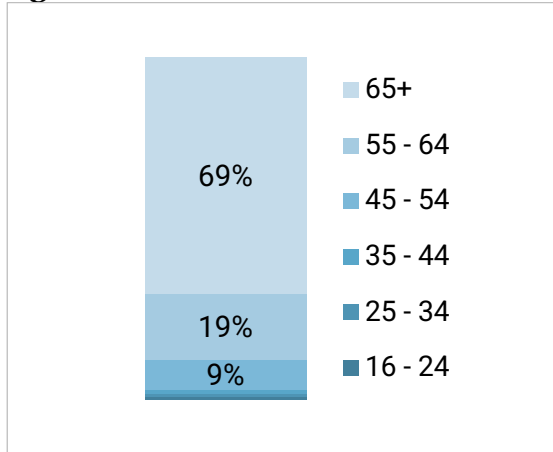
Base: Digitally disengaged rail users (100)

Region

Scotland — 11%
North-West — 15%
North-East — 3%
Yorkshire & Humberside — 15%
Wales — 10%
West Midlands — 12%
East Midlands — 4%
South-West — 10%
South-East — 9%
East of England — 1%
London — 10%
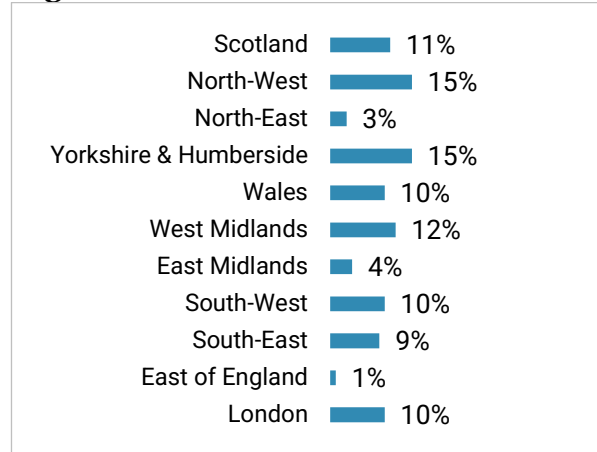
Base: Digitally disengaged rail users (100)

Education

No formal education — 7%

Primary school — 5%

Secondary school, high school, college, NVQ levels 1 to 3,… — 66%

University degree or equivalent professional… — 13%

Higher university degree, doctorate, MBA, Masters, NVQ… — 3%
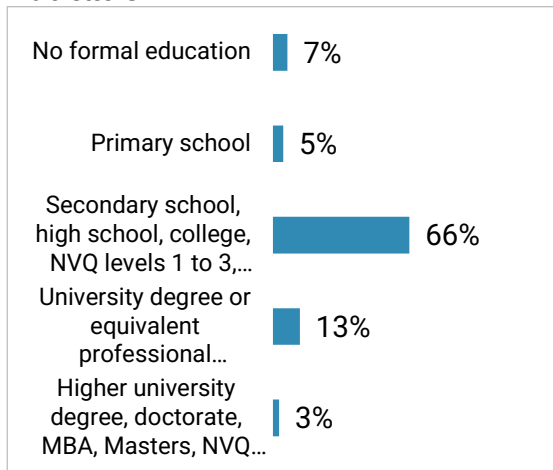
Base: Digitally disengaged rail users (100)

Ethnicity

English/ Welsh/ Scottish/ Northern Irish/ British/ Other white background, 92%

Other ethnic origin, 8%
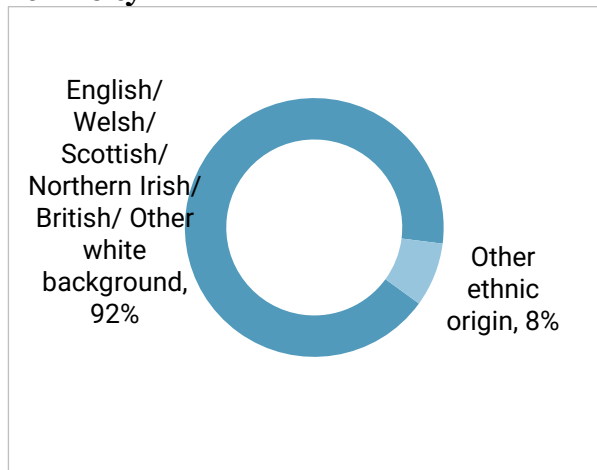
Base: Digitally disengaged rail users (100)

Average income

£25,000

Base: Digitally disengaged rail users (100)

Have health conditions

30% have health conditions (net)

14%
Mobility

11%
Vision

6%
Hearing

2%
Dexterity

2%
Mental health
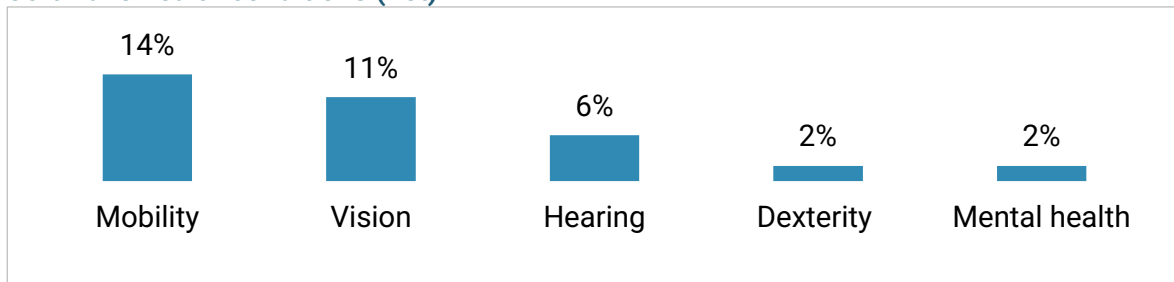
Base: Digitally disengaged rail users (100)

Assistance requirement
(when traveling on train)

| 10% | 14% | 9% | 67% |

■ I need assistance
■ I sometimes need assistance
■ I do not need assistance, but sometimes travel with people who need assistance
■ I do not need assistance
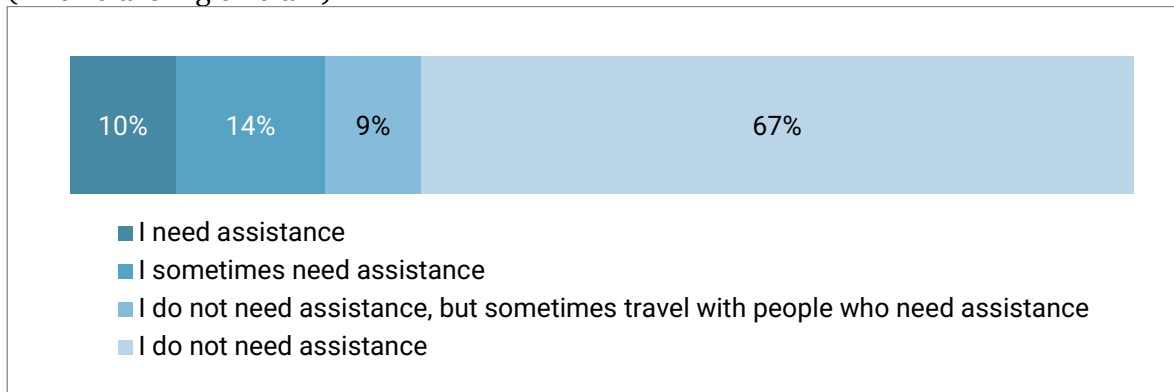
Base: Digitally disengaged rail users (100)

Measuring awareness of the Rail Ombudsman

In this research we measured both spontaneous and prompted awareness (at Q1 and Q2 respectively)

Coding of spontaneous mentions of independent bodies associated with complaint escalation (Q1)

Respondents were asked the following question:

Q1. Imagine a situation where you made a complaint to a company or service provider but you were not happy with the outcome. To the best of your knowledge, is there an independent body that you could escalate your complaint to? Please answer this in relation to each of the following sectors:

Answer Options
Yes, that independent body is… *Please type in the name*
I know there is an independent body, but don't know what it is called
I think there is an independent body, but don't know what it is called
I do not know if there is an independent body
I do not think there is an independent body

Sectors
Financial services (e.g. if you had made a complaint to a bank)
Healthcare (e.g. if you had made a complaint to a hospital)
Rail (e.g. if you had made a complaint to a train operator)
Energy (e.g. if you had made a complaint to an energy company)
Law (e.g. if you had made a complaint to a law firm)

Respondents who selected *'Yes, the independent body is…'* were asked to provide the name. Open-ended responses were reviewed based on the name provided. If a correct name, such as '(The) Rail Ombudsman', was not given, the answer was recoded to *'I know there is an independent body, but don't know what it is called'*. Generic responses like '(the) ombudsman' were also recoded to *'I know there is an independent body, but don't know what it is called'*.

Prompted awareness

For prompted awareness (Q2), respondents were told the names of various Ombudsmen, and asked how much they knew about each. Prompted awareness combines responses of 'Heard of and know a lot about them', 'Heard of and know a little about them' and 'Heard of but do not know anything about them'.

Q2. How much, if anything, would you say you know about each of the following organisations?

Answer Options
Never heard of / do not recognise the name
Heard of but do not know anything about them
Heard of and know a little about them
Heard of and know a lot about them
Don't know / not sure

Statements
The Rail Ombudsman
The Financial Ombudsman Service
The Parliamentary and Health Service Ombudsman
The Energy Ombudsman
The Legal Ombudsman

Open ended question analysis (Q13 and Q15)

In Q12, respondents were asked to specify their likelihood of escalating their complaint to the Rail Ombudsman, now that they were aware of its existence. A subsequent question (Q13) probed for reasons why they might be 'not very likely' or 'not at all likely' to escalate their unresolved complaint to the Rail Ombudsman.

In Q14, respondents were asked whether knowing about the Rail Ombudsman and its role impacted their confidence that their consumer rights would be protected when travelling by rail. A follow-up question (Q15) asked for reasons why this knowledge either increased their confidence (a little more confident/more confident/much more confident) or did not enhance their confidence.

Responses to these questions were subject to qualitative analysis with the aim of identifying key themes emerging from all open-ended responses.

Subgroup analysis, nets and rounding

Throughout this report the key sub-groups of interest are:

- **Rail users and non-rail users**: Respondents who have travelled by train in the last 12 months were classified as rail users, while those who haven't were classified as non-rail users.

- **Rail users with and without health conditions:** Respondents who have travelled by train in the last 12 months and claim to have health conditions* were classified as rail users with health conditions. Those who have travelled by train in the last 12 months but did not report any health conditions were classified as rail users without health conditions.

    *Respondents were asked the following question:

HEALTH. Do you have any of the following impairments or health conditions, expected to last 12 months or more?
Vision (e.g. blindness or low vision)
Hearing (e.g. deafness or hearing loss)
Mobility (e.g. wheelchair user or difficulty walking short distances)
Dexterity (e.g. difficulty lifting/carrying objects or using a keyboard etc.)
Difficulties with reading, learning or concentrating (e.g. dyslexia or attention deficit disorder)
Cognitive (e.g. dementia, autism, brain injury)
Mental health (e.g. depression or anxiety)
None of these
Prefer not to say

- **Digitally disengaged rail users and non-rail users**: Respondents who have travelled by train in the last 12 months and lack internet access at home, on their smartphone, PC, laptop, or tablet, and/or exhibit low confidence levels in using online platforms were classified as digitally disengaged rail users. (For a full definition of low confidence levels in using online platforms, refer to page 11).

We also look at the results for other groups of interest, such as:
- Age
- gender
- social grade - respondents were categorized into social grade sub-groups based on the profession of the chief income earner in their household. Those whose chief income earner has/ had before retirement a profession in 'high managerial, administrative, or professional', 'intermediate managerial, administrative, or professional', or 'supervisor, administrative, or professional' roles were included in the ABC1 social grade. Those whose chief income earner is/was a 'skilled manual worker', 'semi-skilled or unskilled manual worker', 'housewife / househusband', 'unemployed', or 'student' were included in the C2DE social grade.
- region – based on 11 standard UK regions
- income - respondents were categorized into income sub-groups based on their annual household income before tax and deductions. Those with an income below £20,000 were included in the 'Low' income sub-group, those with an income between £20,000 and £49,999 were included in the 'Middle' income sub-group, and those with an income of £50,000 or more were included in the 'High' income sub-group.
- ethnic background – respondents were also asked a question about their ethnic group and if they respondent 'English / Welsh / Scottish / Northern Irish / British', 'Irish', 'Gypsy or Irish Traveller' or 'any other White background' they were group into white ethnic group. Those of other ethnic groups (Mixed / Multiple ethnic groups, Asian / Asian British , Black / African / Caribbean / Black British, other ethnic group were included in the ethnic minority group.
- assistance needs -respondents who responded with 'I need assistance' or 'I sometimes need assistance' to the question 'Do you personally require assistance to travel by rail, either at the station, getting on or off the train, or both?' were included into the 'need assistance' sub-group. Those who responded with 'I do not need assistance, but sometimes travel with people who need assistance' or 'I do not need assistance' were included in the 'don't need assistance' sub-group.
- awareness of the Rail Ombudsman – respondents were grouped into 'aware of the Rail Ombudsman' and 'not aware' sub-groups based on their responses to a prompted awareness question about the Rail Ombudsman (Q2). Those who responded with 'heard of but do not know anything about them', 'heard of and know a little about them', or 'heard of and know a lot about them' were included in the 'aware of the Rail Ombudsman' sub-group. Those who responded with 'never heard of / do not recognise the name' or 'don't know / not sure' were included in the 'not aware' sub-group. In some analyses, we also considered respondents who were spontaneously aware of the Rail Ombudsman — those who correctly named the Rail Ombudsman unprompted at Q1 (answered 'Yes, the independent body is...' and provided the correct name).

Results for key sub-groups of interest, along with other sub-groups are reported only if the sample size is sufficient for analysis (n=30+; a sample size of 30 is considered the smallest size that allows for meaningful analysis).

- o Most of the sub-group analysis for rail users was conducted using only the online sample, due to the small sample size of digitally disengaged rail users (n=100). Sub-group differences within the digitally disengaged group were only mentioned where the sample sizes were large enough to permit sub-group analysis.

Differences between sub-groups are only reported where they are statistically significant at the 95% level.

- ▲ The yellow triangle in the charts indicates that the score is significantly higher for this particular group compared to other sub-group(s).

Any reference to figures with a low base size of less than 100 are asterisked for clarity (*) and should be treated as indicative of this group only.

All figures in this report have been rounded to the nearest whole number.

- When the data is weighted, each respondent is assigned a weighting factor to adjust the contribution of different groups in a sample, ensuring that the final results are representative of the target population. This means that each individual respondent might count as, for example, 0.7 people or 1.5 people, depending on whether they have been weighted up or down.
- This in turn means that the number of people selecting a particular answer can also not be a whole number, but for simplicity they are displayed as whole numbers in the charts and tables. Consequently, when adding up the number of responses displayed for each individual answer code, the total might differ by 1-2 from the total sample size. However, the figures are correct.
  - o For example, on chart 'Q1. To the best of your knowledge, is there an independent body that you could escalate your complaint to? (all rail users and non-rail users)' the 'LAW' figures for non-rail users appear to add up to 101%, but the raw numbers add up to 100% as they should. Similarly, the 'NET: Know there is an independent body' calculated based on raw weighted data equals 42%, while the sum of the percentages shown in the chart appears to be 43%.

Throughout this report, we make use of nets to aggregate certain sets of figures – our conventions for doing so are outlined under each chart/table.

Research findings

Overall awareness of independent bodies for complaint escalation

The following table shows the combined results on awareness of the Rail Ombudsman from both spontaneous and prompted awareness questions:

Table 2. Total awareness of the Rail Ombudsman
Q1 (spontaneous awareness). Imagine a situation where you made a complaint to a company or service provider but you were not happy with the outcome. To the best of your knowledge, is there an independent body that you could escalate your complaint to?
Q2 (prompted awareness). How much, if anything, would you say you know about each of the following organisations? – The Rail Ombudsman

	Aware spontaneous	Aware prompted	Not aware	Don't know	Total Aware (net)
Rail users	2%	65%	26%	7%	67%
Non-rail users	1%	65%	25%	8%	66%
Rail users					
WITH health condition(s)	1%	65%	26%	8%	66%
WITHOUT health condition(s)	2%	65%	25%	7%	67%
Digitally disengaged					
Rail users	1%	50%	48%	1%	51%
Non-rail users	-	60%	37%	3%	60%

Base: All rail users (3017), non-rail users (3179), all rail users WITH health conditions (1035); all rail users WITHOUT health conditions (1950), all digitally disengaged: rail users (100), non-rail users (156)

Note: The 'aware prompted' figure was calculated by taking away spontaneous mention of the rail Ombudsman at Q1 (response 'Yes, that independent body is ...' with a correct name '(The) Rail Ombudsman' given) from the prompted awareness at Q2 (prompted awareness combines responses 'Heard of and know a lot about them', 'Heard of and know a little about them' and 'Heard of but do not know anything about them' at Q2).

Total awareness levels are nearly identical among both rail users and non-rail users (67% vs. 66% respectively), as well as between rail users with and without health conditions (66% vs. 67% respectively). However, total awareness levels are lower among digitally disengaged rail users and non-rail users compared to general rail users and non-users (51% and 60% vs. 67% and 66% respectively).

The following sections show the results from these two questions individually in detail.

Spontaneous awareness of independent bodies for complaint escalation

Q1. To the best of your knowledge, is there an independent body that you could escalate your complaint to? **(all rail users and non-rail users)**

FINANCIAL SERVICES

Rail users	12%	59%	17%	10%	2%	**71%** ▲
Non-rail users	7%	54%	21%	13%	5%	**61%**

ENERGY

Rail users	2%	64%	19%	13%	3%	**66%** ▲
Non-rail users	2%	56%	22%	15%	5%	**57%**

HEALTHCARE

Rail users	61%	24%	12%	2%	**61%** ▲
Non-rail users	53%	29%	14%	5%	**53%**

RAIL

Rail users	2%	51%	26%	18%	3%	**53%**
Non-rail users	1%	40%	31%	22%	6%	**41%**

LAW

Rail users	1%	48%	27%	22%	2%	**49%** ▲
Non-rail users	1%	42%	31%	22%	5%	**42%**

- ■ Yes, that independent body is [correct name]
- ■ I know there is an independent body, but don't know what it is called
- ■ I think there is an independent body, but don't know what it is called
- ■ I do not know if there is an independent body
- ■ I do not think there is an independent body
- **NET: Know there is an independent body**

Base: All rail users (3017), non-rail users (3179)

Note:
- *'Yes, that independent body is [correct name]' are responses where a correct name, such as '(The) Rail Ombudsman', was given. Any incorrect answers were recoded to 'I know there is an independent body, but don't know what it is called'.*
- *'NET: Know there is an independent body' combines results of 'Yes, that independent body is...' and 'I know there is an independent body, but don't know what it is called'*

Awareness of an independent body that can resolve complaints in the rail sector ranks second lowest among rail users, with just over half (51%) being aware of its existence. This level of awareness lags behind that of independent bodies in the financial services, energy, and healthcare sectors.

Awareness of an independent body in the rail sector is notably higher among rail users (53%) compared to non-rail users (41%).

However, only a small fraction of both rail users (2%) and non-rail users (1%) can name the Rail Ombudsman as the independent complaints escalation body in the rail sector. The level of name recall for all other organisations is similar, except for the Financial Ombudsman Service, which around 1 in 10 (10%) of all respondents (rail users and non-rail users) can correctly name.

Q1. To the best of your knowledge, is there an independent body in the rail sector that you could escalate your complaint to? (all rail users with and without a health conditions)

Rail users…

	Yes, correct name	Know, don't know name	Think, don't know name	Do not know	Do not think	NET
WITH health conditions	1%	51%	26%	18%	4%	**53%**
WITHOUT health conditions	2%	51%	26%	18%	3%	**53%**

Rail users with […] condition

Hearing	1%	62% ▲	23%	13%		**63%** ▲
Dexterity	2%	57%	21%	20%		**59%**
Mobility	2%	52%	23%	20%	3%	**54%**
Vision	1%	51%	26%	19%	3%	**52%**
Mental health	1%	50%	26%	19%	4%	**51%**
Difficulties reading learning or concentrating		50%	28%	15%	6%	**50%**
Cognitive	2%	47%	24%	21%	6%	**49%**

■ Yes, that independent body is [correct name]
■ I know there is an independent body, but don't know what it is called
■ I think there is an independent body, but don't know what it is called
■ I do not know if there is an independent body
■ I do not think there is an independent body
NET: Know there is an independent body
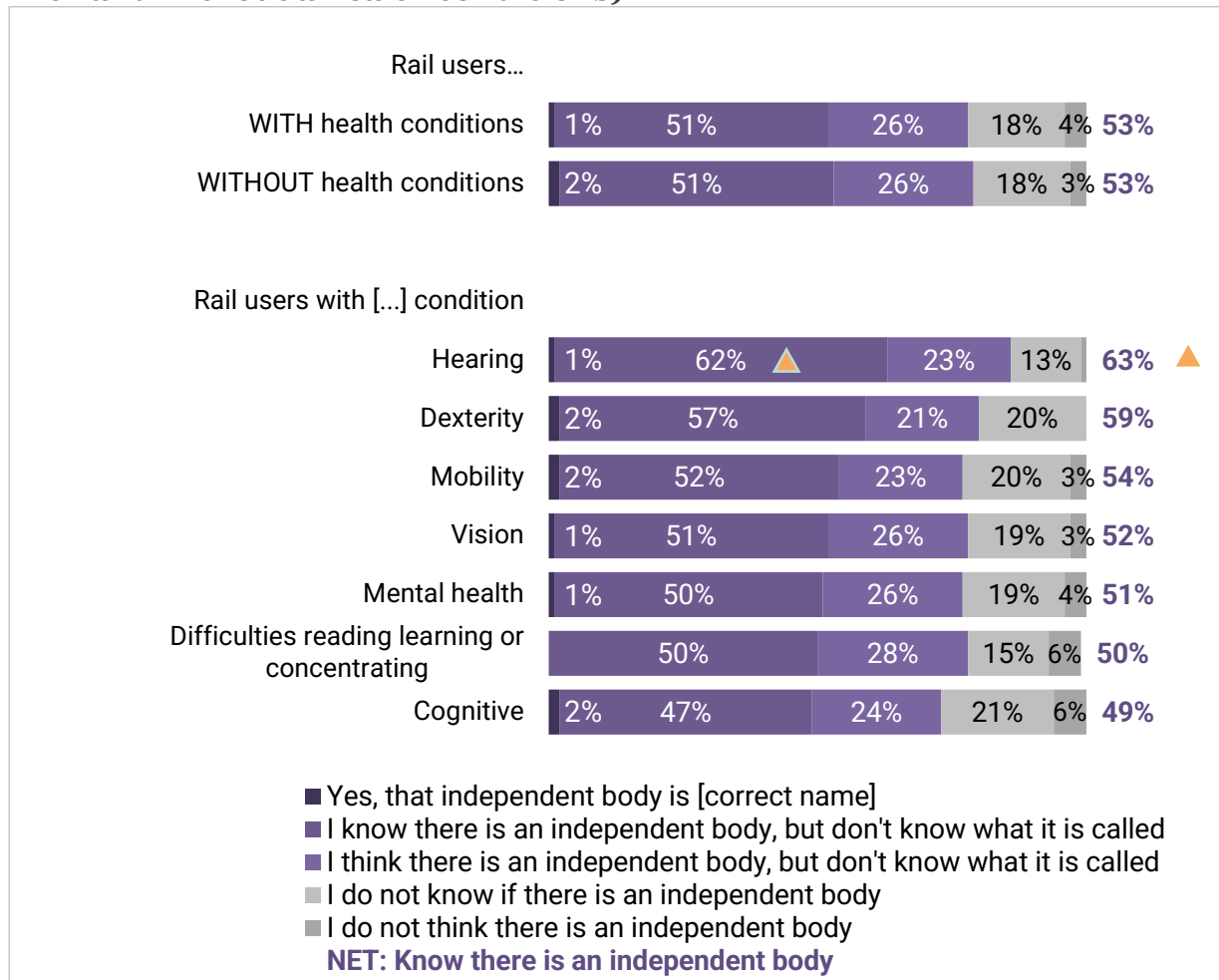
Base: All rail users with health conditions (1035), all rail users without health conditions (1950); Rail users WITH […] condition: Vision (147), Hearing (176), Mobility (187), Dexterity (66), Difficulties reading learning or concentrating (145), Cognitive (106), Mental health (689) *Caution sample size below 100*

Note:
- *'Yes, that independent body is [correct name]' are responses where a correct name, such as '(The) Rail Ombudsman', was given. Any incorrect answers were recoded to 'I know there is an independent body, but don't know what it is called'.*
- *'NET: Know there is an independent body' combines results of ' Yes, that independent body is…' and 'I know there is an independent body, but don't know what it is called'*

Overall, awareness levels of the Rail Ombudsman are similar among rail users with health conditions and those without. When looking at specific health condition groups, awareness is significantly higher, and highest, among those with hearing conditions.

Digitally disengaged respondents:

Q1. To the best of your knowledge, is there an independent body that you could escalate your complaint to? (all digitally disengaged rail users and non-rail users)

ENERGY

	Yes, correct name	Know, don't know name	Think, don't know name	Do not know	Do not think	NET
Digitally disengaged rail users	2%	56%	13%	27%	2%	**58%**
Digitally disengaged non-rail users	1%	46%	17%	29%	6%	**47%**

FINANCIAL SERVICES

Digitally disengaged rail users	8%	43%	9%	35%	5%	**51%**
Digitally disengaged non-rail users	3%	37%	12%	40%	7%	**40%**

HEALTHCARE

Digitally disengaged rail users		47%	18%	30%	5%	**47%**
Digitally disengaged non-rail users		43%	17%	32%	8%	**43%**

RAIL

Digitally disengaged rail users	1%	37%	15%	43%	4%	**38%**
Digitally disengaged non-rail users		29%	15%	48%	7%	**29%**

LAW

Digitally disengaged rail users	1%	35%	14%	47%	3%	**36%**
Digitally disengaged non-rail users		43%	14%	38%	5%	**43%**

■ Yes, that independent body is [correct name]
■ I know there is an independent body, but don't know what it is called
■ I think there is an independent body, but don't know what it is called
■ I do not know if there is an independent body
■ I do not think there is an independent body
NET: Know there is an independent body

Base: All digitally disengaged: rail users (100), non-rail users (156)

Note:
- *'Yes, that independent body is [correct name]' are responses where a correct name, such as '(The) Rail Ombudsman', was given. Any incorrect answers were recoded t 'I know there is an independent body, but don't know what it is called'.*
- *'NET: Know there is an independent body' combines results of ' Yes, that independent body is…' and 'I know there is an independent body, but don't know what it is called'*

Awareness of an independent body to which you can escalate complaints to in the rail sector is markedly lower among both digitally disengaged rail users and non-users. Less than two

in five digitally disengaged rail users (38%) and three in ten non-users (29%) are aware of the existence of an independent body to handle complaints within the rail sector. This ranks as the second lowest score across all sectors for digitally disengaged rail users and the lowest score for digitally disengaged non-rail users.

Notably, among digitally disengaged individuals, awareness is highest for an independent complaint handling body in the energy sector.

Other rail users sub-group differences:

Awareness of an independent body for handling rail complaints varies among rail user groups. Significantly higher awareness levels are seen among:

- Regular train travellers (56%), specifically those who travel weekly (58%) (vs. 52% less frequent users)
    - It should be noted that regular rail users (those using the service at least once a month) are significantly more likely to be aware spontaneously of an independent body, though they may not be able to name it, compared to less frequent rail users (54% vs. 49% respectively).
- Men (57% vs 50% of females; for detailed data please see appendix and chart page 64)
- Rail users aged 45 and over (59% vs. 47% of under 45 years of age; for detailed data please see appendix and chart page 65)
- Residents of the South-West region (60% vs. 52% on average in other regions; for detailed data please see appendix and chart page 66)
- Those ABC1 social grade (55% vs. 49% of C2DE rail users; for detailed data please see appendix and chart page 67)

No significant differences in awareness levels are noted for those with and without assistance needs, among different ethnic origins, or across different income levels (for detailed data please see appendix and charts pages 64, 67 and 68).

Q1a. To the best of your knowledge, is there an independent body in the rail sector that you could escalate your complaint to? (all rail users and non-rail users)

RAIL

	Yes, correct name	Yes, incorrect name	Know	Think	Don't know if	Don't think	NET
Rail users	2%	6%	45%	26%	18%	3%	**53% ▲**
Non-rail users	1%	3%	37%	31%	22%	6%	**41%**

■ Yes, that independent body is [correct name]
■ Yes, that independent body is [incorrect name]
■ I know there is an independent body, but don't know what it is called
■ I think there is an independent body, but don't know what it is called
■ I do not know if there is an independent body
■ I do not think there is an independent body

NET: Know there is an independent body
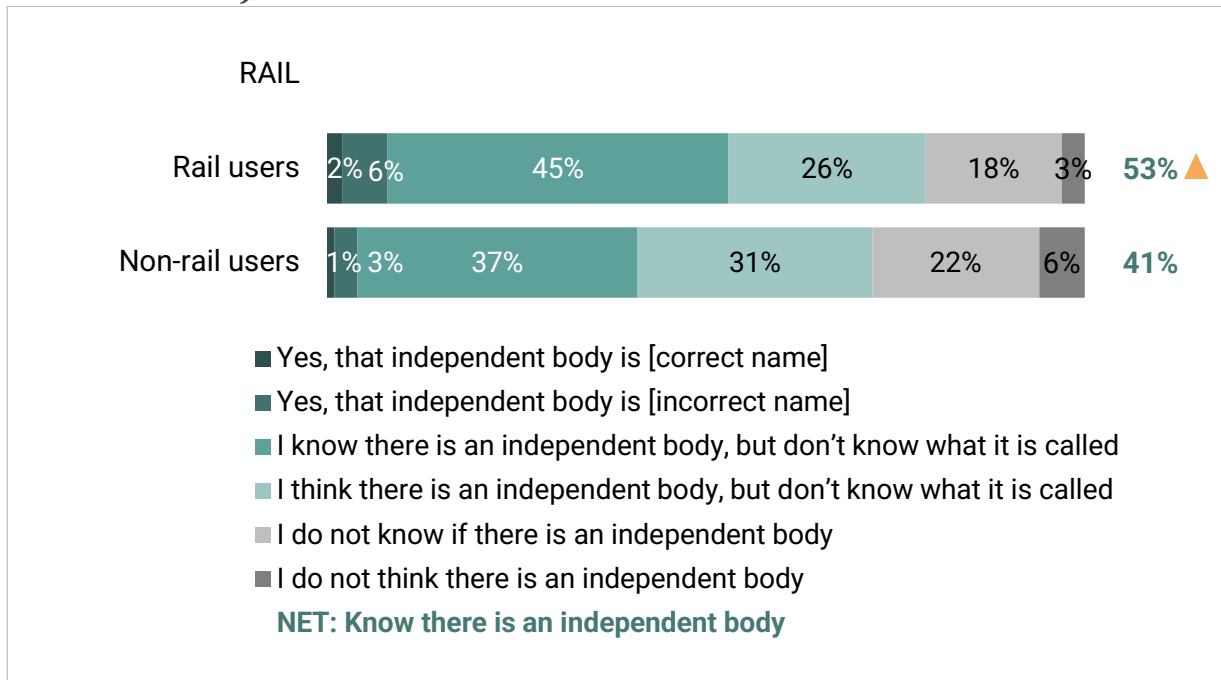
Base: All rail users (3017), non-rail users (3179)

Note:
- *'NET: Know there is an independent body' combines results of ' Yes, that independent body is…' and 'I know there is an independent body, but don't know what it is called'*
- *Yes, that independent body is [incorrect name] and 'I know there is an independent body, but don't know what it is called' equals the recoded figure 'I know there is an independent body, but don't know what it is called' (51% rail user and 40% non-rail users) at chart 'Q1. To the best of your knowledge, is there an independent body that you could escalate your complaint to? (all rail users and non-rail users)'*

Among those who claimed to be aware of the independent body for rail complaints, only a very small proportion could correctly name it. This includes 2% of all rail users (8% of whom claimed to know the body) and 1% of all non-rail users (4% of whom claimed to know the body).

Q1a. To the best of your knowledge, is there an independent body in the rail sector that you could escalate your complaint to? **(all rail users and non-rail users responding 'Yes, that independent body is…' and wrote in the name of a body they are aware of, coded open-ended responses)**

Yes, that independent body is…

Body	Rail users	Non-rail users
Rail Ombudsman	25%	21%
National Railway	14% ▲	6%
Network Rail	9%	11%
TfL Rail	8%	6%
Office of Rail and Road	8%	7%
Rail/Train Regulator	6%	6%
Rail Services	5%	4%
Ombudsman	4%	6%
Trainline	3%	1%

Base: All those responding 'Yes, that independent body is (and writing in the name of a body they are aware of), rail users (251) and non-rail users (126)

Note: Other mentions 2% or less not shown on the chart.

This means that a quarter (25%) of rail users, who responded 'Yes, that independent body is…', correctly identify the Rail Ombudsman.

Most incorrect attributions are made to National Railway and Network Rail. Other frequently mentioned organizations include TfL and ORR.

***Q1a. To the best of your knowledge, is there an independent body in the rail sector that you could escalate your complaint to?* (all rail users, both with and without health conditions)**

Rail users…

WITH health conditions	1%	8%	43%	26%	18%	4% **53%**
WITHOUT health conditions	2%	6%	45%	26%	18%	3% **53%**

- Yes, that independent body is [correct name]
- Yes, that independent body is [incorrect name]
- I know there is an independent body, but don't know what it is called
- I think there is an independent body, but don't know what it is called
- I do not know if there is an independent body
- I do not think there is an independent body
- **NET: Know there is an independent body**
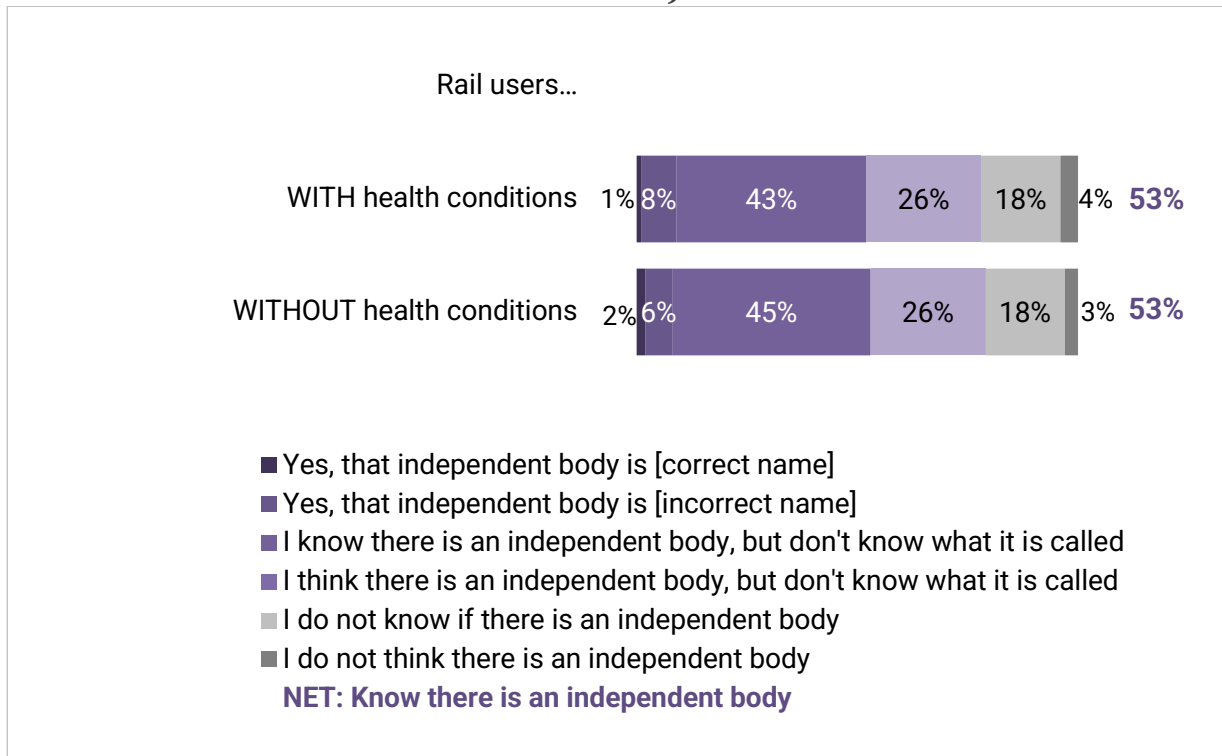
Base: All rail users with health conditions (1035), all rail users without health conditions (1950)

Note:
- *'NET: Know there is an independent body' combines results of ' Yes, that independent body is…' and 'I know there is an independent body, but don't know what it is called'*
- *Yes, that independent body is [incorrect name] and 'I know there is an independent body, but don't know what it is called' equals the recoded figure 'I know there is an independent body, but don't know what it is called' (51%) at chart 'Q1. To the best of your knowledge, is there an independent body in the rail sector that you could escalate your complaint to? (all rail users with and without a health conditions)'*

Among rail users, both with and without a health condition, the levels of unprompted awareness among those who claimed to be aware of the independent body for rail complaints are similar (1% and 2% correctly named the Rail Ombudsman, and 9% and 8% claimed to know the body, respectively).

Q1a. To the best of your knowledge, is there an independent body in the rail sector that you could escalate your complaint to? (all rail users, both with and 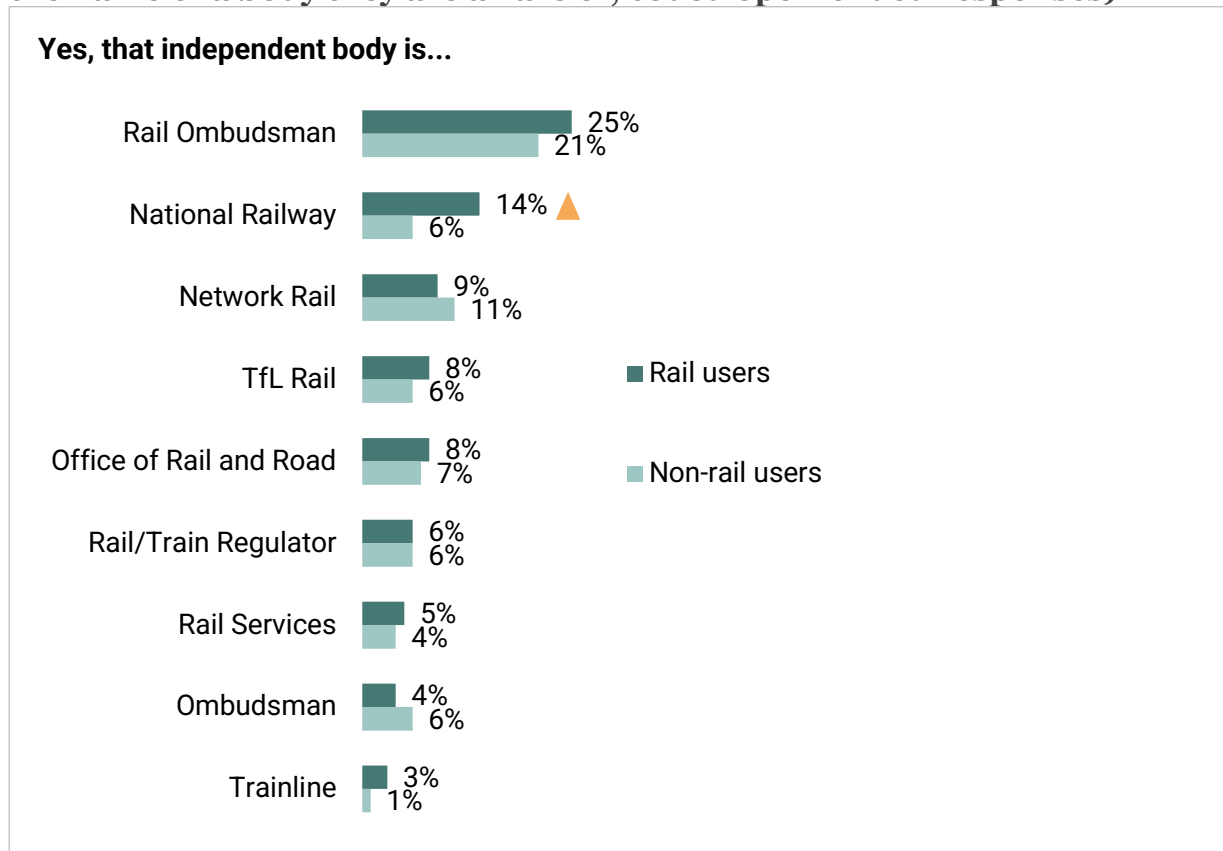without health conditions, who responded 'Yes, that independent body is...' and wrote in the name of a body they are aware of, coded open-ended responses)

Yes, that independent body is…

Body	Rail users WITH health conditions	Rail users WITHOUT health conditions
National Railway	20% ▲	10%
Rail Ombudsman	16%	30% ▲
Network Railway	11%	8%
TfL Rail	10%	7%
Office of Rail and Road	8%	8%
British Railways	1%	5%
Rail/Train Regulator	5%	7%
Ombudsman	4%	4%
Trainline	4%	2%

■ Rail users WITh health conditions
■ Rail users WITHOUT health conditions
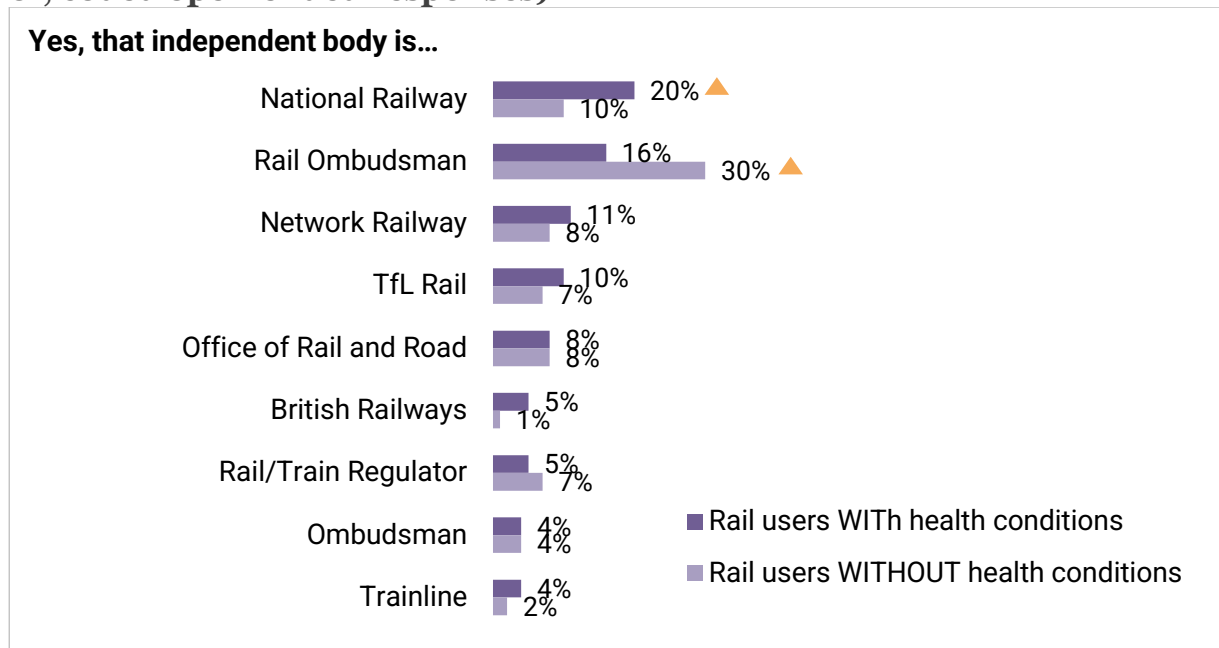
Base: All those responding 'Yes, that independent body is (and writing in the name of a body they are aware of), rail users with health conditions (91) and rail users without health condition (157)

Note: Other mentions 2% or less not shown on the chart.

However, when considering only those who claimed to be aware of the independent body for rail complaints, rail users with health conditions are significantly less likely to correctly identify the Rail Ombudsman as an independent body in the rail sector, compared to those without health conditions (16% vs 30%). They are significantly more likely to incorrectly attribute to National Railways than those without health conditions (20% vs. 10%).

Digitally disengaged respondents:

Due to low base sizes analysis by digitally disengaged rail users and non-rail users is not feasible.

Other rail users sub-group differences:

Leisure rail users who responded 'Yes, that independent body is...' are significantly more likely to correctly identify the body, with 28% naming the Rail Ombudsman, versus just 14% of commuters who responded in the same manner.

The significantly higher correct mentions of the Rail Ombudsman are also among those aged 35+ (33% vs. 8% of those age 16-34), and those of white ethnic origin (29% vs. 6% of rail users of ethnic minorities).

There are no significant differences among the other sub-groups.

Prompted awareness of independent bodies for complaint escalation

Q2. How much, if anything, would you say you know about each of the following organisations? (all rail users and non-rail users)

THE FINANCIAL OMBUDSMAN SERVICE

	Heard of and know a lot	Heard of and know a little	Heard of but do not know	Never heard of	Don't know	NET: Aware
Rail users	14%	42%	27%	13%	4%	**83%**
Non-rail users	12%	39%	32%	11%	6%	**83%**

THE RAIL OMBUDSMAN

Rail users	4%	26%	38%	26%	7%	**67%**
Non-rail users	4%	22%	39%	26%	8%	**66%**

THE ENERGY OMBUDSMAN

Rail users	7%	30%	28%	29%	6%	**66%**
Non-rail users	8%	30%	30%	25%	7%	**68%▲**

THE LEGAL OMBUDSMAN

Rail users	4%	21%	29%	40%	6%	**54%**
Non-rail users	7%	22%	29%	35%	8%	**58%▲**

THE PARLIAMENTARY & HEALTH SERVICE OMBUDSMAN

Rail users	4%	15%	28%	47%	7%	**47%**
Non-rail users	6%	18%	26%	42%	8%	**50%▲**

- ■ Heard of and know a lot about them
- ■ Heard of and know a little about them
- ■ Heard of but do not know anything about them
- ■ Never heard of / do not recognise the name
- ■ Don't know / not sure
- **NET: Aware**

Base: All rail users (3017), non-rail users (3179)

Note:
- *'NET: Aware' combines results of 'Heard of and know a lot about them', 'Heard of and know a little about them' and 'Heard of but do not know anything about them'*

After being prompted, two-thirds of rail users (67%) are aware of the Rail Ombudsman, with three in ten (30%) knowing a little or a lot about it.

Awareness levels of the Rail Ombudsman are similar among both rail users and non-users but claimed knowledge (categories of 'Heard of and know a lot about them' and 'Heard of and know a little about them') increases significantly for rail users (30% vs. 27% among non-rail users).

The Rail Ombudsman is the second most recognised body when rail users are prompted, falling behind the Financial Ombudsman Service. However, when looking at those claiming to know a little or a lot about them, the Rail Ombudsman falls to third place among those tested.

Q2. How much, if anything, would you say you know about the Rail Ombudsman? (all rail users with and without health conditions)

Rail users…	Heard of and know a lot	Heard of and know a little	Heard of but do not know	Never heard of	Don't know / not sure	NET: Aware
WITH health conditions	4%	26%	36%	26%	8%	**66%**
WITHOUT health conditions	3%	26%	38%	25%	7%	**68%**

Rail users with […] condition

	Heard of and know a lot	Heard of and know a little	Heard of but do not know	Never heard of	Don't know / not sure	NET: Aware
Hearing	4%	27%	46% ▲	15%	8%	**77%** ▲
Dexterity	11%	29%	32%	19%	9%	**72%**
Mobility	5%	27%	39%	24%	5%	**71%**
Vision	6%	24%	40%	22%	9%	**69%**
Mental health	4%	24%	34%	29%	9%	**63%**
Cognitive	6%	23%	32%	30%	9%	**61%**
Difficulties reading learning or…	7%	19%	33%	30%	12%	**58%**

■ Heard of and know a lot about them
■ Heard of and know a little about them
■ Heard of but do not know anything about them
■ Never heard of / do not recognise the name
■ Don't know / not sure
NET: Aware

Base: All rail users WITH health conditions (1035); rail users WITHOUT health conditions (1950); rail users WITH […] condition: Vision (147), Hearing (176), Mobility (187), Dexterity (66), Difficulties reading learning or concentrating (145), Cognitive (106), Mental health (689) *Caution sample size below 100*

Note:
- *'NET: Aware' combines results of 'Heard of and know a lot about them', 'Heard of and know a little about them' and 'Heard of but do not know anything about them'*

The level of awareness and knowledge of the Rail Ombudsman among rail users with health conditions is similar to those without health conditions (awareness: 66% and 68%, knowledge: 30% and 29% respectively).

However, those with hearing conditions are significantly more likely to be aware of the Rail Ombudsman than other specific health conditions groups (72% vs. 72% and below among other specific health conditions groups).

<u>Digitally disengaged respondents:</u>

***Q2. How much, if anything, would you say you know about each of the following organisations?* (all digitally disengaged rail users and non-rail users)**

Base: All digitally disengaged: rail users (100), non-rail users (156)
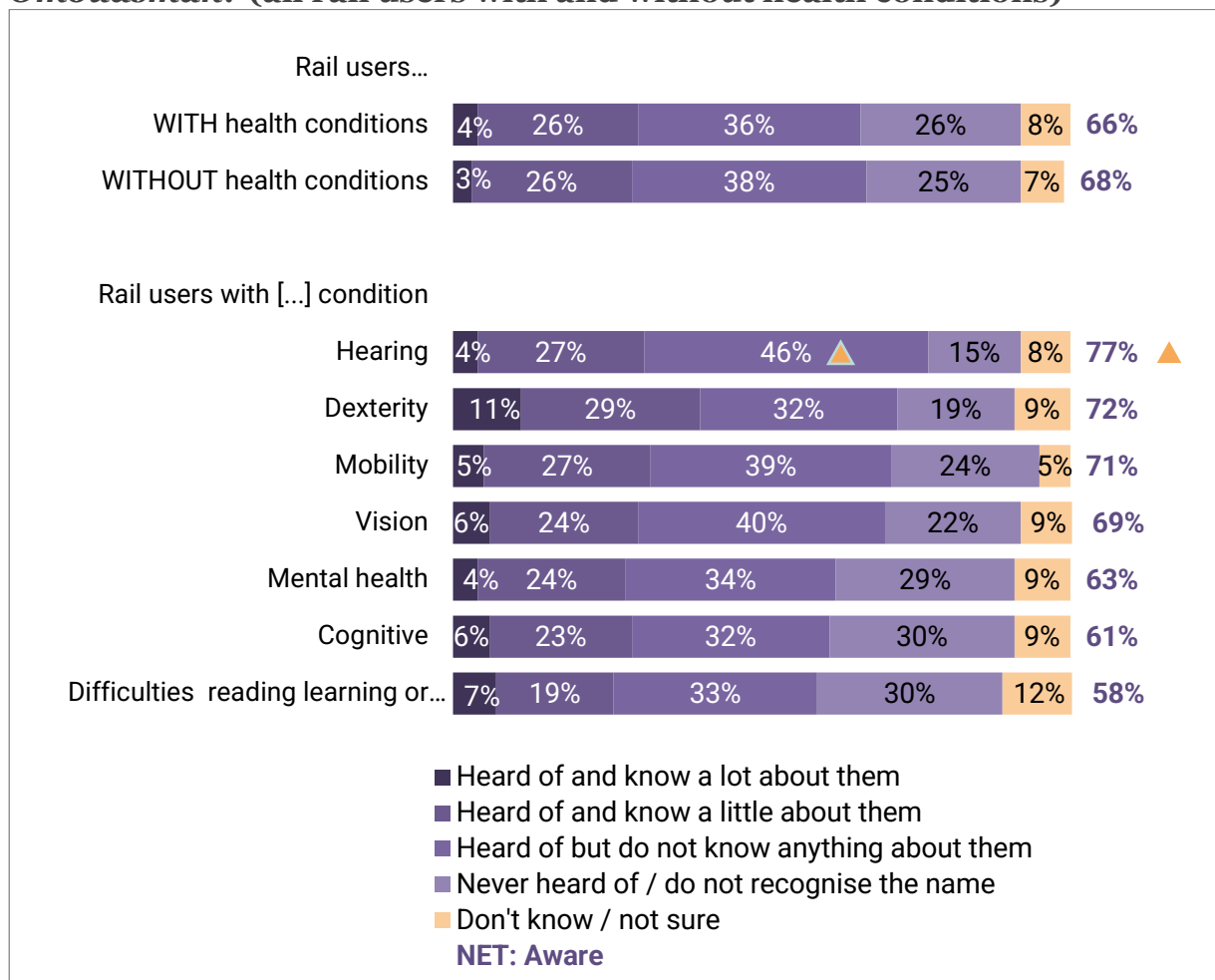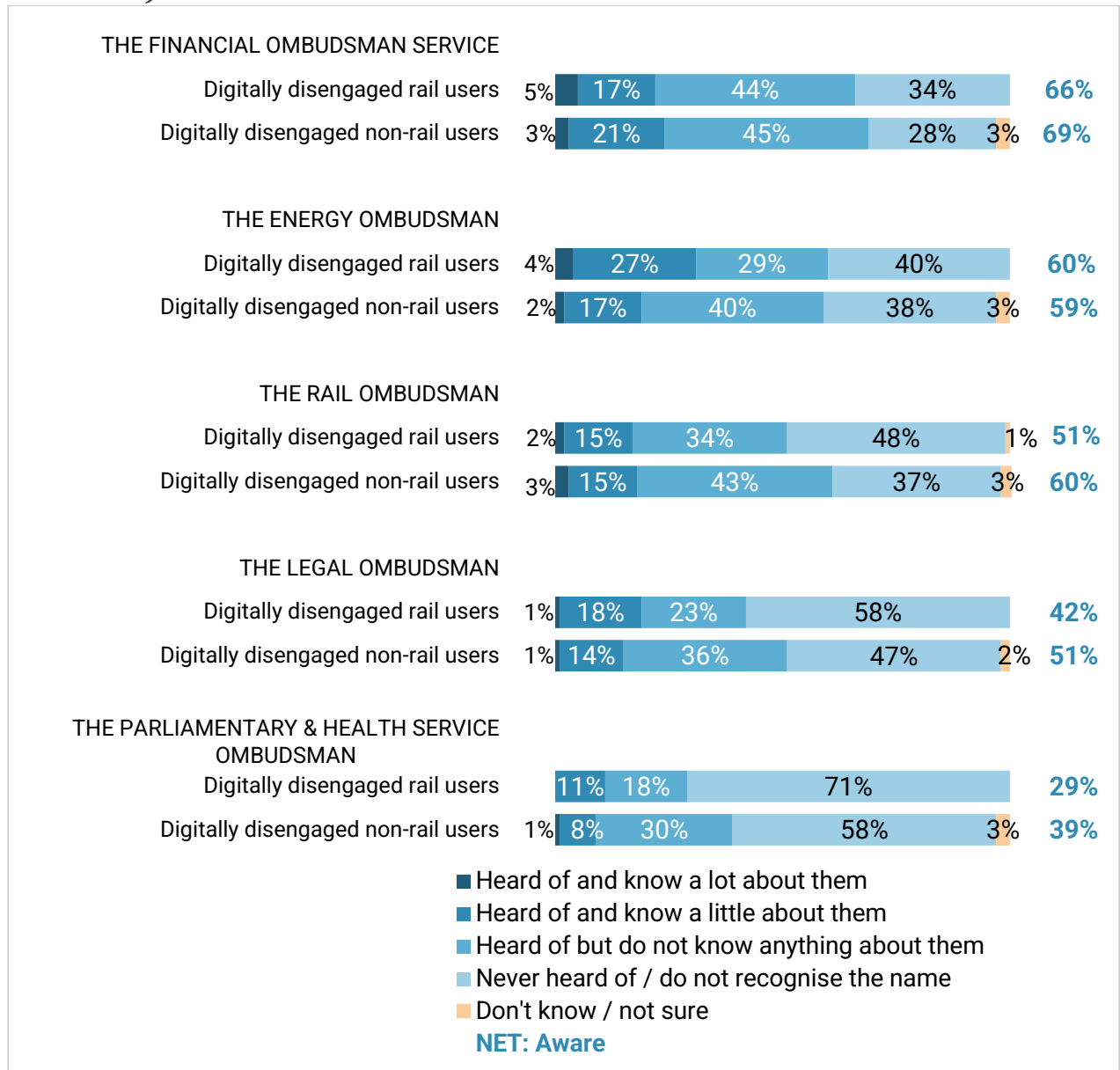
Note:
- *'NET: Aware' combines results of 'Heard of and know a lot about them', 'Heard of and know a little about them' and 'Heard of but do not know anything about them'*

There are no significant differences in terms of knowledge about the Rail Ombudsman between digitally disengaged rail users and non-rail users. However, when comparing the awareness levels of digitally disengaged respondents with rail users in general, the former group exhibits much lower awareness of the Rail Ombudsman.

Just 17% of digitally disengaged respondents know a lot' or 'know a little' about the Rail Ombudsman, which is markedly lower than rail and non-rail users in general (29%).

Notably, this is the case for all Ombudsman services.

Other rail users sub-group differences:

Awareness and knowledge of the Rail Ombudsman varied among different demographic and rail user groups:
- Higher frequency/regular rail travellers (those who travel weekly or at least once a month) score significantly higher on awareness and knowledge of the Rail Ombudsman than less frequent rail users (awareness: 72% and 70% respectively vs. 65% of less frequent users, knowledge: 37% and 33% respectively vs. 27% of less frequent users). Moreover, when considering knowledge, the type of traveller holds more weight. Commuters/business travellers score significantly higher than those travelling for leisure/personal purposes (28%).
- Awareness and knowledge are significantly higher among those who require assistance (awareness: 75% vs. 66% of users not requiring assistance, knowledge: 36% vs. 29% of users not requiring assistance); for detailed data please see appendix and chart page 69).
- Awareness and knowledge are significantly higher among men (awareness: 74% vs. 61% of women, knowledge: 37% and 24% of women; for detailed data please see appendix and chart page 69).
- Awareness and knowledge are significantly lower among 16–24-year-old (awareness: 40% vs. 71% on average among older age groups, knowledge 16% vs. 31% on average among older age groups; for detailed data please see appendix and chart page 70).
  - Awareness and knowledge levels increased with age.
- Awareness is significantly higher among rail users from Scotland and the Eastern region (awareness: 74% and 72% respectively vs. 66% on average among users from other regions; for detailed data please see appendix and chart page 71).
- Knowledge is significantly higher among ABC1 rail users (knowledge: 31% vs. 27% of C2DE rail users; for detailed data please see appendix and chart page 72).
- Awareness and knowledge are significantly higher among white ethnic origin rail users (awareness: 69% vs. 54% of ethnic minority rail users, knowledge: 31% and 23% of ethnic minority rail users; for detailed data please see appendix and chart page 72).

No significant differences are noted among rail users based on different levels of income.

Q7. How did you first hear about the Rail Ombudsman? (all rail users, with and without health conditions)

Newspaper/television/other news source
- 22%
- 20%
- 22%

Family/friend/neighbour/colleague
- 14%
- 16% ▲
- 13%

Online search engine
- 14%
- 15%
- 13%

Social media - not from a train or station operator
- 9%
- 12% ▲
- 8%

From a train or station operator - please specify how if you can remember
- 9%
- 10%
- 9%

From a consumer advice body*
- 9%
- 11%
- 8%

Through a poster/video/advert (not from a train or station operator)
- 7%
- 9% ▲
- 6%

Rail Ombudsman website
- 5%
- 6% ▲
- 4%

Other
- 4%
- 4%
- 4%

Can't remember
- 31%
- 27%
- 33% ▲

■ Rail users
■ Rail users WITH health conditions
■ Rail users WITHOUT health conditions

Base: All rail users who are aware of the Rail Ombudsman: all rail users (2011), rail users with health conditions (672), rail users without health conditions (1308)

*The consumer advice body mentioned were Trading Standards, Citizens Advice, Transport Focus, London TravelWatch and Which?

Q7. *Heard from a train or station operator* (open-ended response; all rail users, with and without health conditions)

Heard about it through train or station operators...

Category	Rail users	Rail users WITH health conditions	Rail users WITHOUT health conditions
Train or station operator website	3%	3%	2%
Poster/information/leaflet at train station or on train	2%	2%	2%
From a train or station operator as part of the complaints process	1%	2%	1%
Staff at train station or on train	1%	2%	1%
Train or station operator's complaints handling procedure	1%	2%	1%
Train or station operator customer service phoneline	1%	1%	1%

■ Rail users
■ Rail users WITH health conditions
■ Rail users WITHOUT health conditions

Base: All rail users who heard about the Ombudsman from a train or station operator (183)

News sources are the most common way of hearing about the Ombudsman among general rail users (22%), followed by recommendations from family, friends, neighbours, or colleagues (14%), and online search engines (14%). Only one in ten (9%) heard about it through train or station operators, with rail users indicating a variety of ways they first became aware of the Ombudsman.

Rail users with health conditions are significantly more likely to have heard about the Rail Ombudsman from family, friends, neighbours, or colleagues (16% vs. 13% of rail users without health conditions), on social media (12% vs. 8% of rail users without health conditions), through a poster, video, or advert from sources other than train or station operators (9% vs. 6% of rail users without health conditions), or directly via the Rail Ombudsman website (6% vs. 4% of rail users without health conditions).

Notably, those with cognitive conditions are significantly more likely to learn about the Ombudsman from a train or station operator than rail users with other health conditions (27% vs. 12% respectively).

Q7. *How did you first hear about the Rail Ombudsman? (all digitally disengaged rail users)*

Source	Percentage
Newspaper/television/other news source	43%
Family/friend/neighbour/colleague	25%
From a consumer advice body**	10%
From a train or station operator - please specify how if you can remember***	8%
Social media - not from a train or station operator	8%
Rail Ombudsman website	4%
Poster/information/leaflet at train station or on train	2%
Train or station operator's complaints handling procedure	2%
Through a poster/video/advert (not from a train or station operator)	2%
Other	10%
Can't remember	10%

■ Digitally disengaged rail users
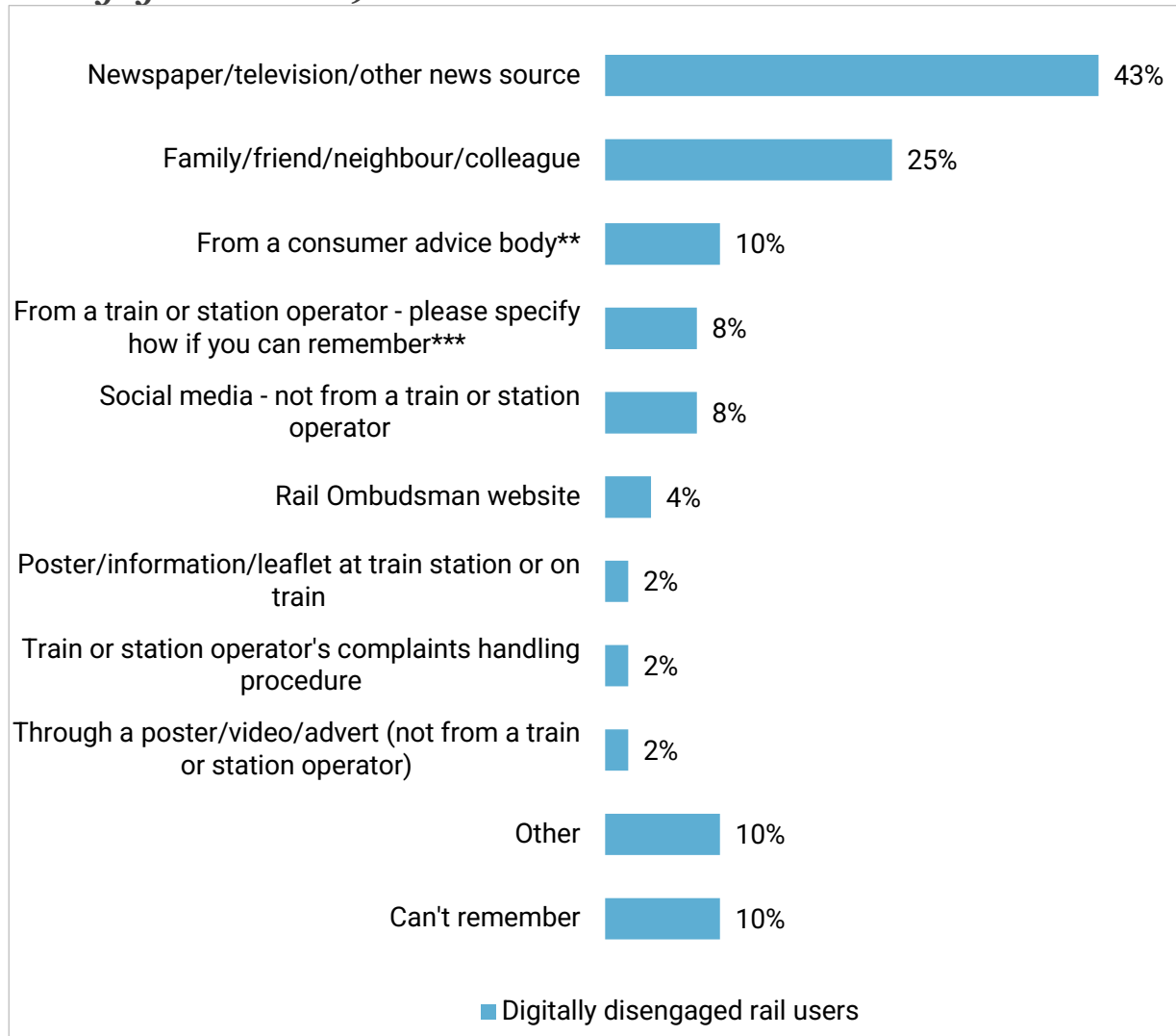
Base: All digitally disengaged rail users who are aware of the Rail Ombudsman (51)*
*Caution sample size below 100

**The consumer advice bodies mentioned were Trading Standards, Citizens Advice, Transport Focus, London TravelWatch and Which?
***There was a single mention of 'Poster/information/leaflet at train station or on train' and 'Train or station operator's complaints handling procedure'

News sources, as well as recommendations from family, friends, neighbours, or colleagues, play a significant role in raising awareness among digitally disengaged rail users, accounting for the majority of awareness sources (43% and 25% respectively).

Mentions from sources such as train or station operators, and consumer advice bodies, are similar to the levels noted among rail users in general. However, communication methods like posters and leaflets (non-digital methods) are mentioned less by digitally disengaged rail users compared to rail users in general (2% vs. 7% respectively).

<u>Other rail users sub-group differences:</u>

Rail users who are spontaneously aware of the Ombudsman are significantly more likely to hear about it from a consumer advice body, the Rail Ombudsman website, and train or station operator websites than those who are not spontaneously aware of the Ombudsman (16%, 13%, and 5% respectively vs. 7%, 4%, and 1% respectively of those who are not spontaneously aware of the Ombudsman).

Mentions of train or station operators as a source of awareness about the Ombudsman are significantly higher among those needing assistance when travelling (25% vs. 10% of those not needing assistance or only sometimes needing assistance).

Over 55s are least likely to have heard about the Ombudsman through social media (4% vs. 15% of other age groups), but most likely through more traditional news sources (29% vs. 18% of other age groups). Significant differences are also observed among the under 35s, who are more likely to have discovered the Ombudsman via a poster/video/advert (12% vs. 8% of other age groups) or a consumer advice body (14% vs. 8% of other age groups).

Rail users from London are significantly more likely to have discovered the Ombudsman via social media (16% vs. 9% of rail users from other regions) and a consumer advice body (18% vs. 8% of rail users from other regions). Those from the East Midlands region are significantly more likely to have heard about the Ombudsman directly through their website (12% vs. 5% of rail users from other regions) or from staff at train stations or on trains (4% vs. 1% of rail users from other regions).

Rights as a consumer of rail services

Q6. How confident, if at all, are you that your rights as a consumer of rail services will be protected when travelling by rail? **(all rail users, with and without health conditions)**
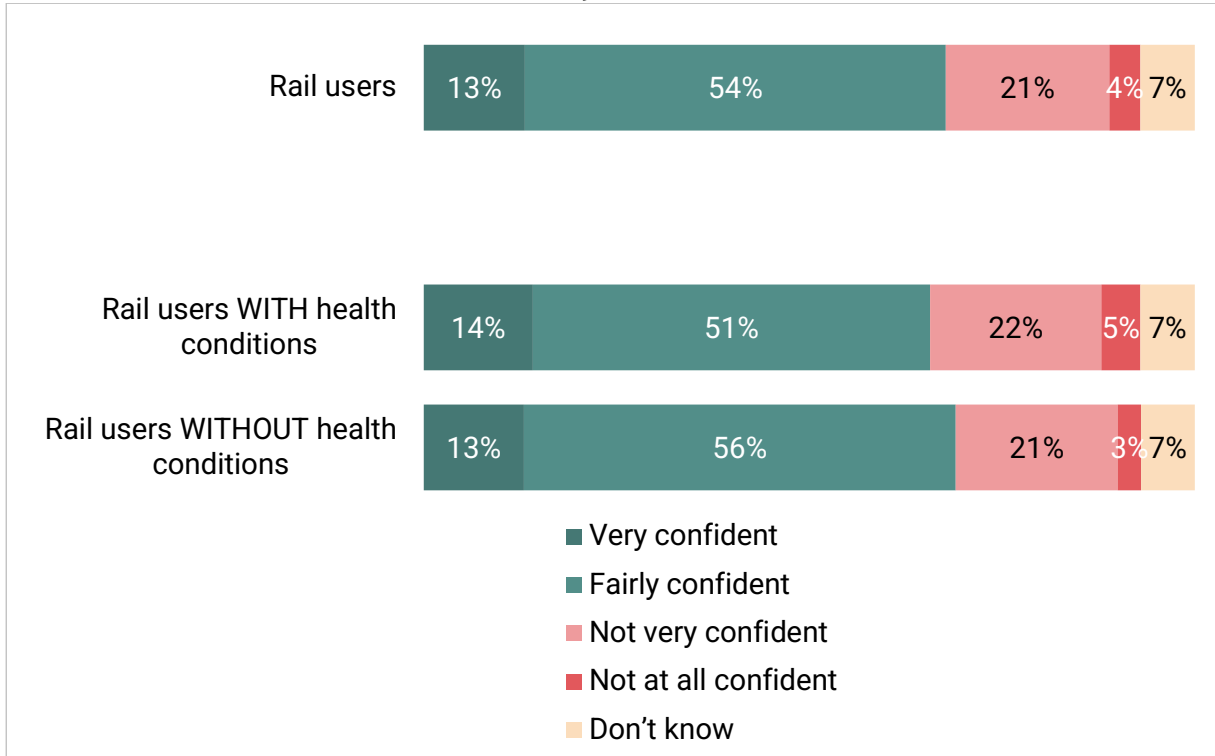
	Very confident	Fairly confident	Not very confident	Not at all confident	Don't know
Rail users	13%	54%	21%	4%	7%
Rail users WITH health conditions	14%	51%	22%	5%	7%
Rail users WITHOUT health conditions	13%	56%	21%	3%	7%

- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don't know

Base: All rail users (3017), all rail users with a health condition (1035), all rail users without a health condition (1950)

A majority of rail users (67%) express confidence (either 'Fairly Confident' or 'Very Confident') that their consumer rights will be protected when travelling by rail. However, a quarter feel either not very confident or not at all confident (25%).

There is little difference in confidence levels between those with or without health conditions. Among those with health conditions, respondents with vision conditions have significantly higher confidence levels (78%) than groups with other health conditions (64%). Rail users with difficulties reading, learning, or concentrating are significantly more likely to feel less/no confidence (34%) compared to those with vision (19%) or mobility (23%) conditions.

Q6. How confident, if at all, are you that your rights as a consumer of rail services will be protected when travelling by rail? (digitally disengaged rail users)

Digitally disengaged rail users				
9%	48%	16%	16%	11%

- Very confident
- Fairly confident
- Not very confident
- Not at all confident
- Don't know
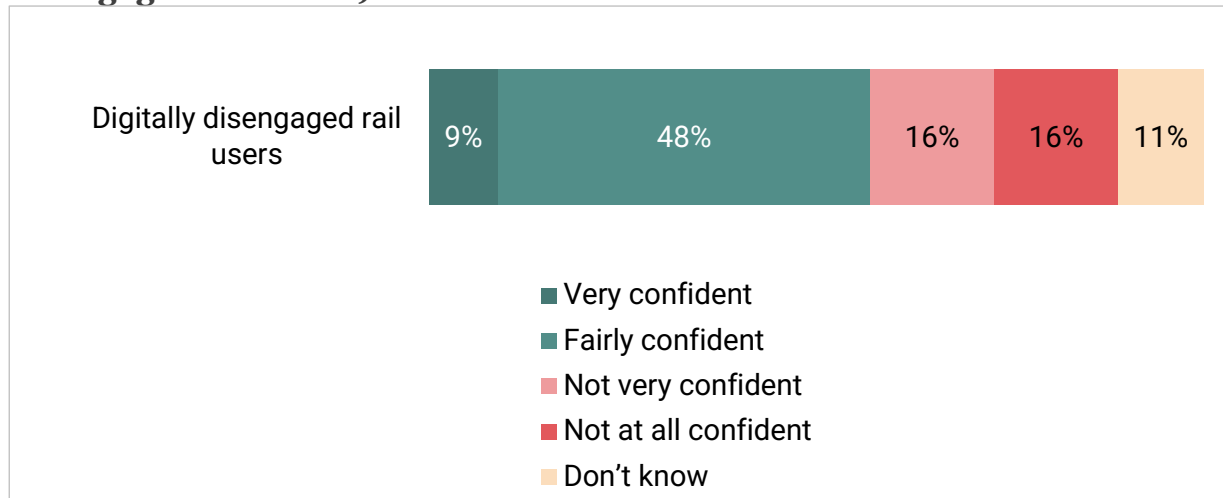
Base: All digitally disengaged rail users (100)

A drop in confidence is observed among digitally disengaged rail users, with only 57% feeling confident about their consumer rights during rail travel. This is 10% less compared to the general pool of rail users where 67% feel confident. Despite this drop, it's noteworthy that over half of the digitally disengaged rail users (57%) still express confidence in the protection of their rights.

Other rail users sub-group differences:

Confidence that their rights would be protected varied among different rail user groups:

- Frequency of use affects confidence levels, where those who use the rail service at least once a week (76%) or at least once a month (75%), are significantly more likely to feel fairly or very confident compared to those who use the rail service less often (62%).
- Commuters or individuals who travel for business purposes (74%) are significantly more confident compared to those who travel for leisure or personal purposes and other reasons (65%).
- Individuals who are aware of the Rail Ombudsman (72%) are significantly more confident than those who are not aware of it (57%).
- Those who know how to contact the Ombudsman (86%) are significantly more confident than those who do not know how to do so (64%).
- Men (71%) are significantly more confident than women (64%).
- Rail users from Scotland (77%) and London (73%) demonstrate significantly more confidence compared to those rail users from other regions (64%).
- Ethnic minority rail users of (74%) are significantly more confident than those of white ethnic origin (66%).

Q8. If you needed to, would you know how to take a complaint to the Rail Ombudsman? **(all rail users, with and without health conditions)**

	I know how to contact them and I have taken a complaint to them in the past	I know how to contact them but I have never done so	I do not know, but I think I could find out if I needed to	I do not know and I don't know how I would find out how to
Rail users	2%	13%	74%	12%
Rail users WITH health conditions	2%	14%	71%	13%
Rail users WITHOUT health conditions	2%	12%	76%	11%

- I know how to contact them and I have taken a complaint to them in the past
- I know how to contact them but I have never done so
- I do not know, but I think I could find out if I needed to
- I do not know and I don't know how I would find out how to
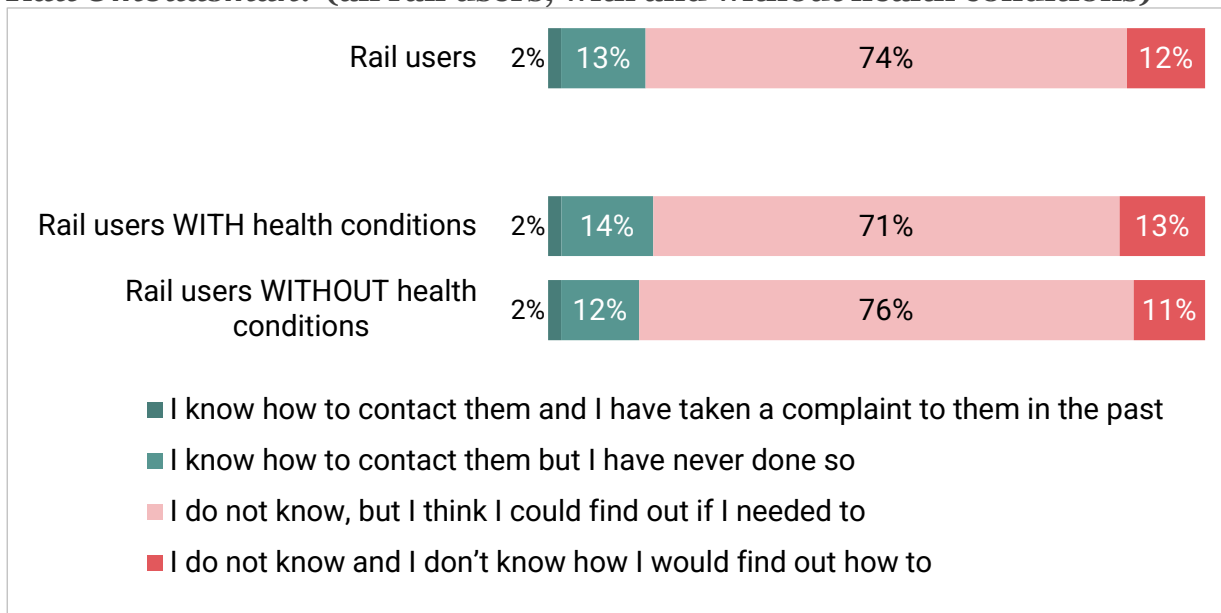
Base: All rail users (3017), all rail users with a health condition (1035), all rail users without a health condition (1950)

Overall, knowledge about how to take a complaint to the Rail Ombudsman is low, with over four in five (86%) rail users not directly knowing how to take this step, responding either 'I do not know, but I think I could find out if I needed to' or 'I do not know, and I don't know how I would find out how to'. About one in ten (12%) rail users say that they do not know and do not know how they would find out how to make a complaint.

A small proportion (13%) of respondents know how to contact the Ombudsman to make a complaint. Only a very small proportion (2%) have made a complaint.

This does not vary significantly depending on whether the user has a health condition or not. Among those with health conditions, respondents with a dexterity condition are significantly more likely to know how to contact the Rail Ombudsman (28% vs. 18% for those with other health conditions).

Q8. If you needed to, would you know how to take a complaint to the Rail Ombudsman? (digitally disengaged rail users)

Digitally disengaged rail users | 4% | 12% | 56% | 28%

■ I know how to contact them and I have taken a complaint to them in the past

■ I know how to contact them but I have never done so

■ I do not know, but I think I could find out if I needed to

■ I do not know and I don't know how I would find out how to
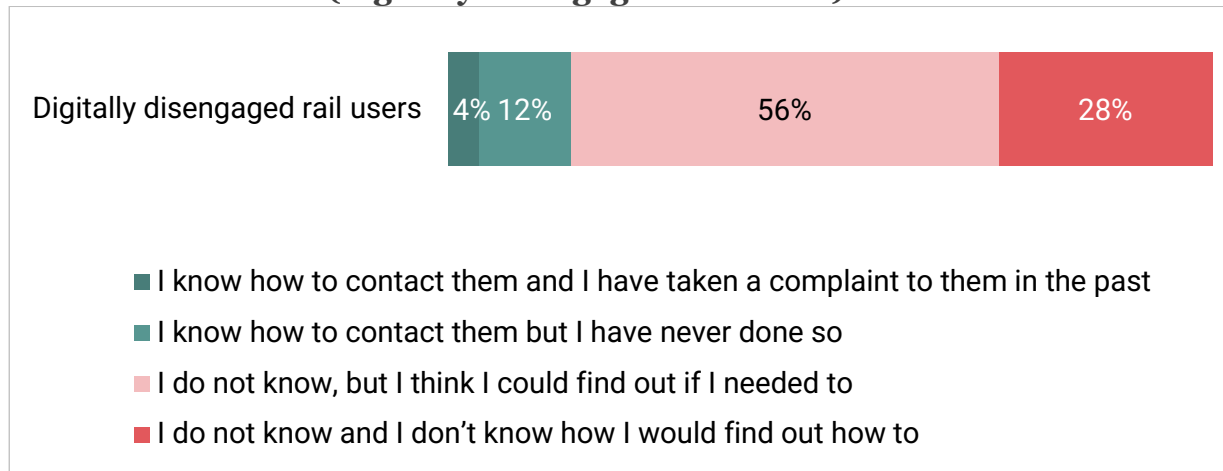
Base: All digitally disengaged rail users (100)

Knowledge how to contact the Ombudsman is relatively similar among general rail users and digitally disengaged rail users. However, the latter group is significantly less confident that they would be able to find out how to do so if needed (56% vs. 74% of rail users in general).

Other rail users sub-group differences:

Looking at those who are significantly more likely to know how to contact the Ombudsman, they are:

- regular rail travellers (20% vs. 10% of those using rail less often)
- commuters and business travellers (23% vs. 13% of those who travel for leisure or personal purposes and other reasons)
- rail users with assistance needs (22% vs 14% of those who do not have assistance needs)
- men (18% vs 11% females)
- from London* (21% vs. 13% of rail users in other regions)
- ABC1 social grade (15% vs. 13% of C2DE social grade rail users)
- from ethnic minorities* (19% vs. 14% of rail users of white ethnic origin)

Looking at those rail users who do not know how they would find out how to contact the Ombudsman (12%), this is higher among:

- women (13% vs. 10%)
- 16-24 years old (22% vs. 10% of older rail users),
- from London* (19% vs. 12% of rail users in other regions)
- C2DE social grand (15% vs. 10% ABC1 social grade rail users)
- non-white ethnicity* (19% vs. 10% of those of white ethnic origin)
- on low incomes (18% vs. 11% of rail users with medium/high level of income).

*In London, the proportion of individuals who 'don't know how to contact it and don't know how to find out how to contact the Ombudsman' is higher than in other regions. However, the proportion who 'know how to contact' the Ombudsman is also notably higher than in other regions, meaning that Londoners are more polarised towards the extreme ends of the spectrum than those from other regions. The proportion of individuals who selected the median answer 'I do not know, but I think I could find out if I needed to' is significantly lower in London than in other regions, with percentages of 61% vs. 76% respectively. A similar pattern is seen among ethnic minority rail users.

Q9. *What prompted you to take your complaint to the Rail Ombudsman specifically?* (all rail users who have taken a complaint to the Rail Ombudsman)
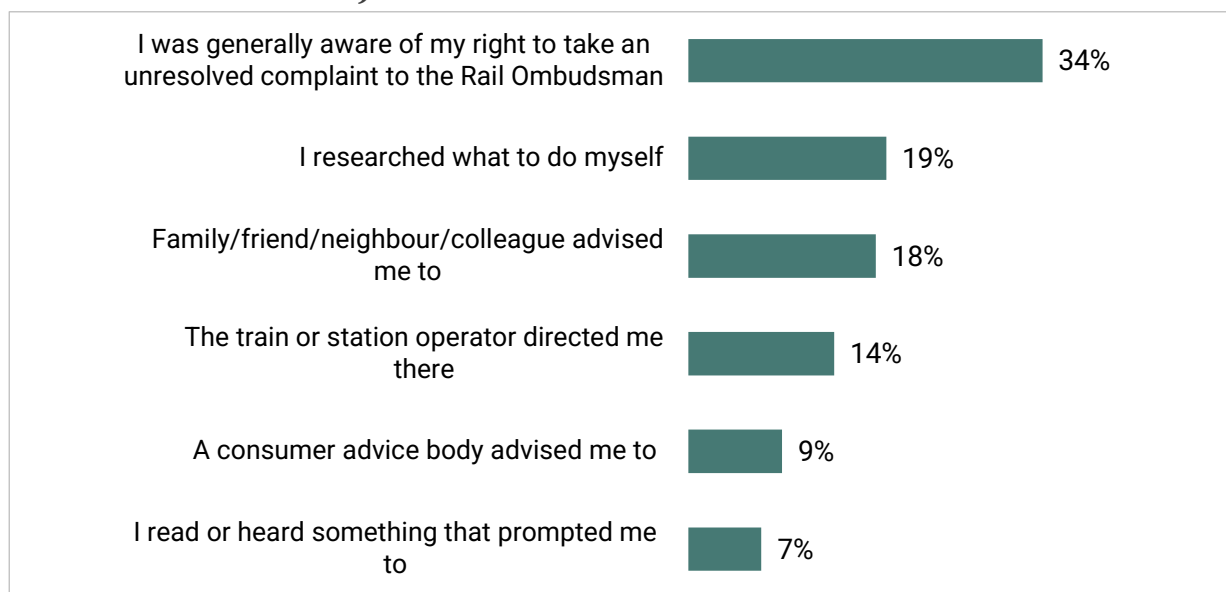
I was generally aware of my right to take an unresolved complaint to the Rail Ombudsman	34%
I researched what to do myself	19%
Family/friend/neighbour/colleague advised me to	18%
The train or station operator directed me there	14%
A consumer advice body advised me to	9%
I read or heard something that prompted me to	7%

Base: All rail users who have taken a complaint to the Rail Ombudsman (48) *Caution sample size below 100*

Among rail users who had taken a complaint to the Rail Ombudsman, only a third (34%) were already aware of their right to do so. Approximately one in five (19%) conducted research on what to do, and a similar number (18%) were advised to do so by family, friends, neighbours, or colleagues.

Analysis of results for this question by digitally disengaged rail users and by various sub-groups of rail users in general isn't possible due to the small sample size.

Q10. What was the outcome of taking your complaint to the Rail Ombudsman? (all rail users, with and without health conditions)
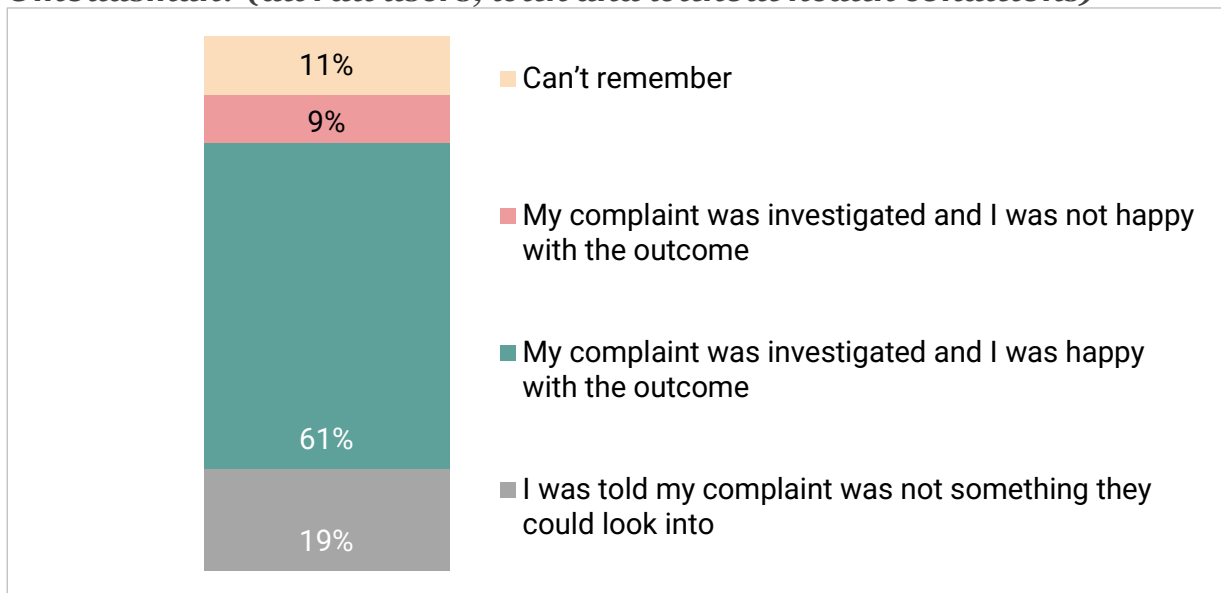
11% Can't remember

9%

My complaint was investigated and I was not happy with the outcome

61% My complaint was investigated and I was happy with the outcome

19% I was told my complaint was not something they could look into

Base: All rail users who have taken a complaint to the Rail Ombudsman (48*) *Caution sample size below 100

Among the rail users who took their complaints to the Rail Ombudsman, most are satisfied with the resolution. Only a very small percentage are dissatisfied with the outcome of their complaint (9% of those who took their complaint to the Rail Ombudsman). Approximately a fifth (19%) were informed that their complaint could not be investigated by the Ombudsman.

Analysis of results for this question by digitally disengaged rail users and by various sub-groups of rail users in general isn't possible due to the small sample size.

Perceptions about the Rail Ombudsman

The research also explored perceptions of the Rail Ombudsman by asking a question about associations with the organisation.

The question was:

Q11. For each of the following pairs of statements, please indicate how much you associate each with the Rail Ombudsman.

Statements

1 = Unfair	2	3	4	5 = Fair	Don't know
1 = Biased	2	3	4	5 = Impartial	Don't know
1 = Expensive	2	3	4	5 = Free to use	Don't know
1 = On the side of the rail companies	2	3	4	5 = On the side of the consumer	Don't know
1 = Weak	2	3	4	5 = Authoritative	Don't know
1 = Opaque	2	3	4	5 = Transparent	Don't know
1 = Unimportant	2	3	4	5 = Influential	Don't know

Q11. For each of the following pairs of statements, please indicate how much you associate each with the Rail Ombudsman. **(all rail users; showing proportion of responses given by each score)**

Base: All rail users (3017)

Note:
- *'NET: 4-5 scores' combines scores of '4' and '5'*
- *The correct answer for 'on the side of the rail companies <> on the side of the consumer' is the score 3 and therefore the net in this case shows results for score 3*

There is a small proportion of rail users (on average 6%) that score the Rail Ombudsman as 1 or 2 on all attributes. Lower overall scores are more likely to be driven by neutral scores, however about one in ten felt that the Ombudsman is 'on the side of the rail companies' or 'weak' (8% for each attribute).
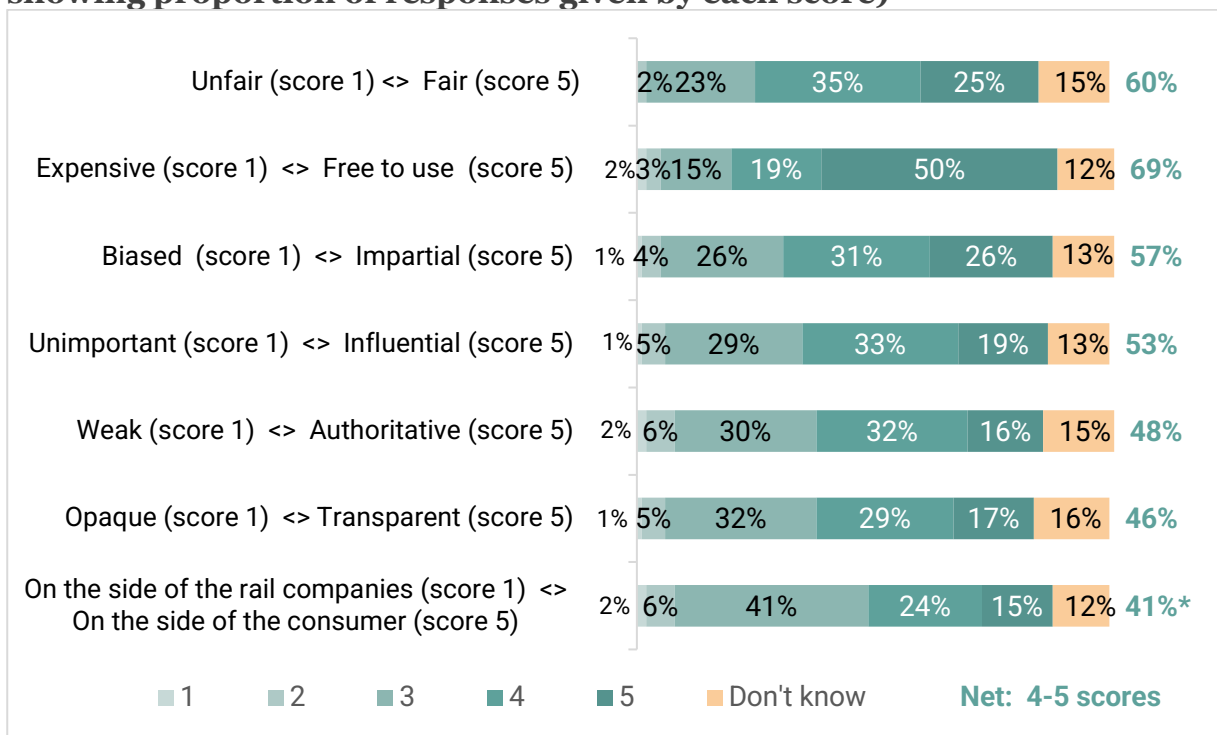
Q11. For each of the following pairs of statements, please indicate how much you associate each with the Rail Ombudsman. (all rail users with and without health conditions; showing proportion of responses given by each score)

■1 ■2 ■3 ■4 ■5 ■Don't know   **Net: 4-5 scores**

Expensive (score 1)   <>   **Free to use** (score 5)

	1	2	3	4	5	Don't know	Net: 4-5
Rail users WITH health conditions	2%	3%	16%	19%	47%	13%	**66%**
Rail users WITHOUT health conditions	1..2%		14%	19%	52%	11%	**71%** ▲

Unfair (score 1)   <>   **Fair** (score 5)

			3		5	Don't know	Net: 4-5
Rail users WITH health conditions	2%		26%	33%	24%	15%	**57%**
Rail users WITHOUT health conditions	1%		22%	36%	25%	15%	**61%** ▲

Biased (score 1)   <>   **Impartial** (score 5)

	1	2	3	4	5	Don't know	Net: 4-5
Rail users WITH health conditions	1%	5%	28%	30%	23%	13%	**53%**
Rail users WITHOUT health conditions	1%	3%	24%	31%	28%	13%	**59%** ▲

Unimportant (score 1) <> **Influential** (score 5)

	1	2	3	4	5	Don't know	Net: 4-5
Rail users WITH health conditions	1%	6%	30%	31%	20%	13%	**50%**
Rail users WITHOUT health conditions	1..	4%	28%	35%	19%	13%	**54%** ▲

Weak (score 1)   <>   **Authoritative** (score 5)

	1	2	3	4	5	Don't know	Net: 4-5
Rail users WITH health conditions	1%	7%	29%	32%	16%	15%	**47%**
Rail users WITHOUT health conditions	2%	5%	30%	33%	16%	14%	**49%**

Opaque (score 1)   <>   **Transparent** (score 5)

	1	2	3	4	5	Don't know	Net: 4-5
Rail users WITH health conditions	1%	6%	34%	28%	15%	16%	**42%**
Rail users WITHOUT health conditions	1%	5%	31%	30%	18%	16%	**48%** ▲

On the side of the.... **Rail companies** (score 1) <> **Consumer** (score 5)

	1	2	3	4	5	Don't know	Net: 4-5
Rail users WITH health conditions	2%	8%	40%	22%	15%	13%	**40%***
Rail users WITHOUT health conditions	1%	5%	41%	25%	16%	11%	**41%***

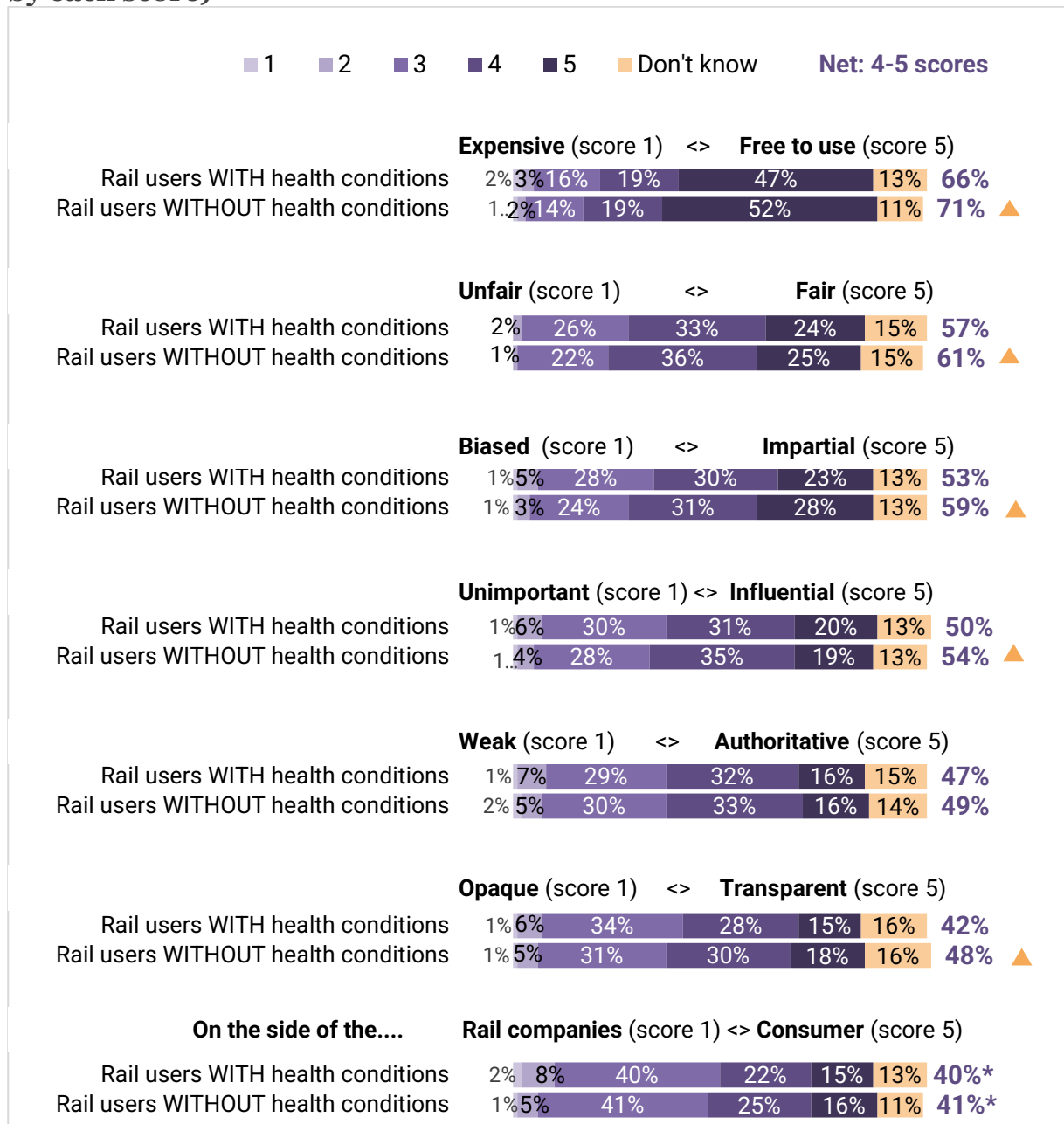*Base: All rail users with health conditions (1035), All rail users without health conditions (1950)*

Note:
- *'NET: 4-5 scores' combines scores of '4' and '5'*
- *The correct answer for 'on the side of the rail companies <> on the side of the consumer' is the score 3 and therefore the net in this case shows results for score 3*

Rail users with health conditions are less likely to have positive views than those without health conditions for all attributes and in particular they are significantly less likely to see the Ombudsman as 'fair' (net: 4-5: 57% vs. 61% of those who do not have health conditions), 'impartial' (net: 4-5: 53% vs. 59% of those who do not have health conditions), 'free to use' (net: 4-5: 66% vs. 71% of those who do not have health conditions), 'transparent' (net: 4-5: 42% vs. 48% of those who do not have health conditions), and 'influential' (net: 4-5: 50% vs. 54% of those who do not have health conditions). Notably, the overall levels of negativity (scores 1-2) among this group are still low.

Table 3. Q11. *For each of the following pairs of statements, please indicate how much you associate each with the Rail Ombudsman.* (all rail users, with and without health conditions)

The data in the table presents the average (mean) scores for each statement.

Score 1	Rail users	Rail users WITH health conditions	Rail users WITHOUT health conditions		Score 5
Expensive (1)	4.3	4.2	4.3	▲	**Free to use (5)**
Unfair (1)	4	3.9	4	▲	**Fair (5)**
Biased (1)	3.9	3.8	3.9	▲	**Impartial (5)**
Unimportant (1)	3.8	3.7	3.8		**Influential (5)**
Opaque (1)	3.7	3.6	3.7	▲	**Transparent (5)**
Weak (1)	3.7	3.6	3.7		**Authoritative (5)**
On the side of the rail companies (1)	3.5	3.5	3.6	▲	**On the side of the consumer (5)**

Base: All rail users giving a score (3017), all rail users with health conditions (1035), all rail users without health conditions (1950)

Perceptions of the Rail Ombudsman are generally positive among rail users, with views leaning towards the top end of the scale.

The strongest association is with the Ombudsman being '/free to use' (4.3). This is followed by 'fair' (4) and 'impartial' (3.9), both of which achieve strong scores. The lowest score is for the perception of the Ombudsman being 'on the side of the rail companies/ on the side of the consumer' (3.5). Notably, this score is still above the midpoint of 3, which is where it would be if the Ombudsman were not impartial or taking sides.

Scores remain at the positive end of the spectrum for rail users with health conditions, although they are slightly lower than for rail users without health conditions.

Digitally disengaged respondents:

***Q11. For each of the following pairs of statements, please indicate how much you associate each with the Rail Ombudsman.* (all digitally disengaged rail user; showing proportion of responses given by each score)**
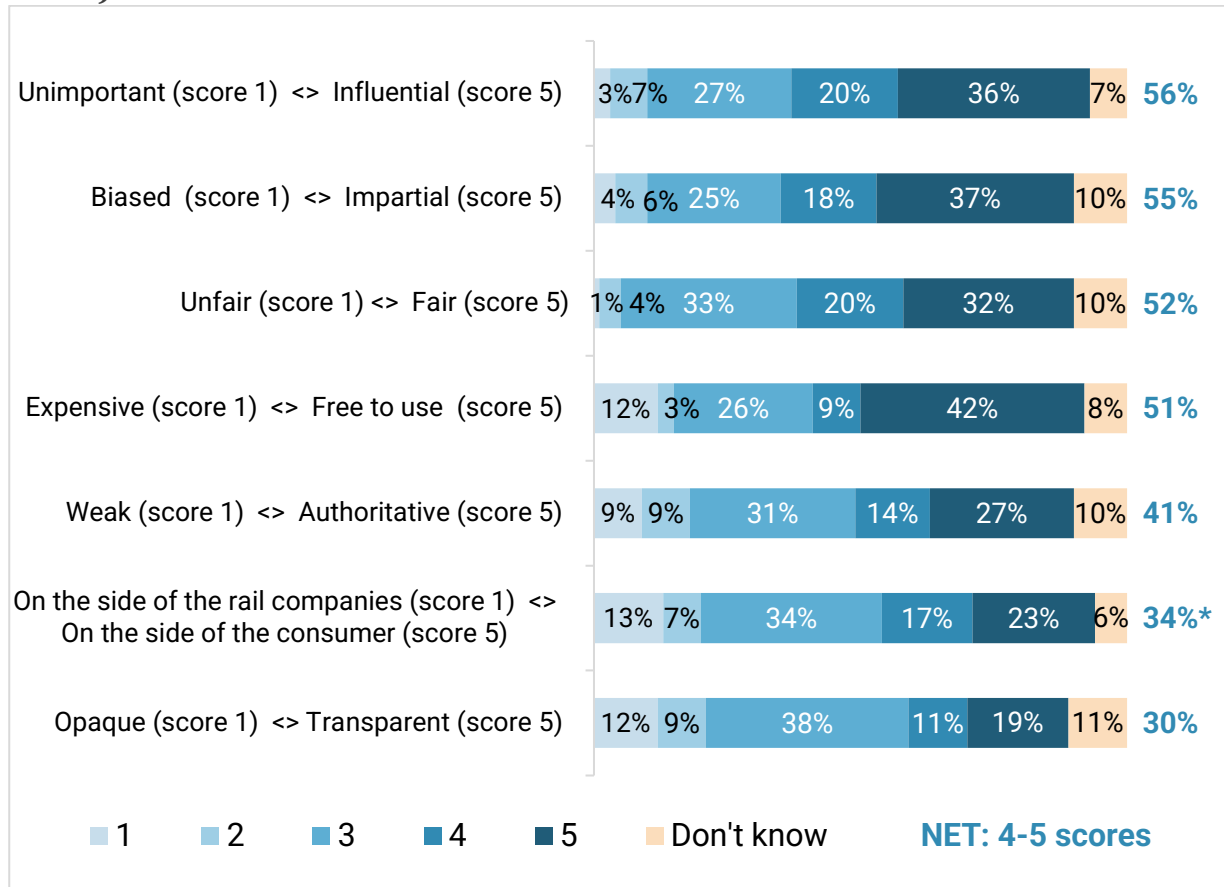
Base: All digitally disengaged rail users (100)

Note:
- *'NET: 4-5 scores' combines scores of '4' and '5'*
- *The correct answer for 'on the side of the rail companies <> on the side of the consumer' is the score 3 and therefore the net in this case shows results for score 3*

Digitally disengaged rail users scoring is markedly less positive for the Ombudsman being 'transparent', 'authoritative' and 'impartial' when compared to rail users in general. This group is also more likely to award scores 1-2 on most attributes and in particular for being 'opaque', 'on the side of the rail companies' and 'weak'.

***Table 4. Q11. For each of the following pairs of statements, please indicate how much you associate each with the Rail Ombudsman.* (all digitally disengaged rail user)**

The data in the table presents the average (mean) scores for each statement.

Score 1	Digitally disengaged rail users	
Unfair (1)	3.9	**Fair (5)**
Biased (1)	3.9	**Impartial (5)**
Unimportant (1)	3.9	**Influential (5)**
Expensive (1)	3.7	**Free to use (5)**
Weak (1)	3.5	**Authoritative (5)**
On the side of the rail companies (1)	3.3	**On the side of the consumer (5)**
Opaque (1)	3.2	**Transparent (5)**

Base: All digitally disengaged rail users giving a score (100)

Perceptions among digitally disengaged rail users are slightly less positive, though they still fell on the positive end of the spectrum.

This group gives lower scores compared to general rail users. Notably, lower scores are given for:
- 'expensive/free to use' (3.7 vs. 4.3 for general rail users)
- 'opaque/transparent' (3.2 vs. 3.7 for general rail users).

Other rail users sub-group differences:

Overall perceptions are largely consistent among various sub-groups of rail users. However, a few notable differences emerge:
- Perceptions improve with awareness, with those who are able to spontaneously name the Rail Ombudsman giving the highest scores for all positive associations.
- Perceptions improve with age, with those age 16-24 years scoring the Ombudsman least positively.
- The perception of the Rail Ombudsman being 'free to use' and 'impartial' is significantly more positive among leisure travellers.

- Those needing assistance have significantly more positive views about the Ombudsman being 'influential' and 'authoritative.'
- Rail users from Scotland score the Ombudsman significantly higher on most statements than users from other regions.
- Those of white ethnicities are significantly more positive across the board than those from ethnic minorities.

Q12. Imagine a situation where you made a complaint to a train or station operator, but you were not happy with the outcome. How likely or unlikely would you be to take your complaint to the Rail Ombudsman? **(all rail users; rail users with and without health conditions)**

Note: By this stage in the survey respondents had been informed that The Rail Ombudsman is a free, independent service that investigates unresolved complaints between passengers and participating train and station operators. This information was also repeated before asking Q12.

	Very likely	Fairly likely	Not very likely	Not at all likely	Don't know
Rail users	24%	53%	16%	2%	6%
Rail users WITH health conditions	24%	53%	16%	1%	5%
Rail users WITHOUT health conditions	24%	53%	16%	2%	6%
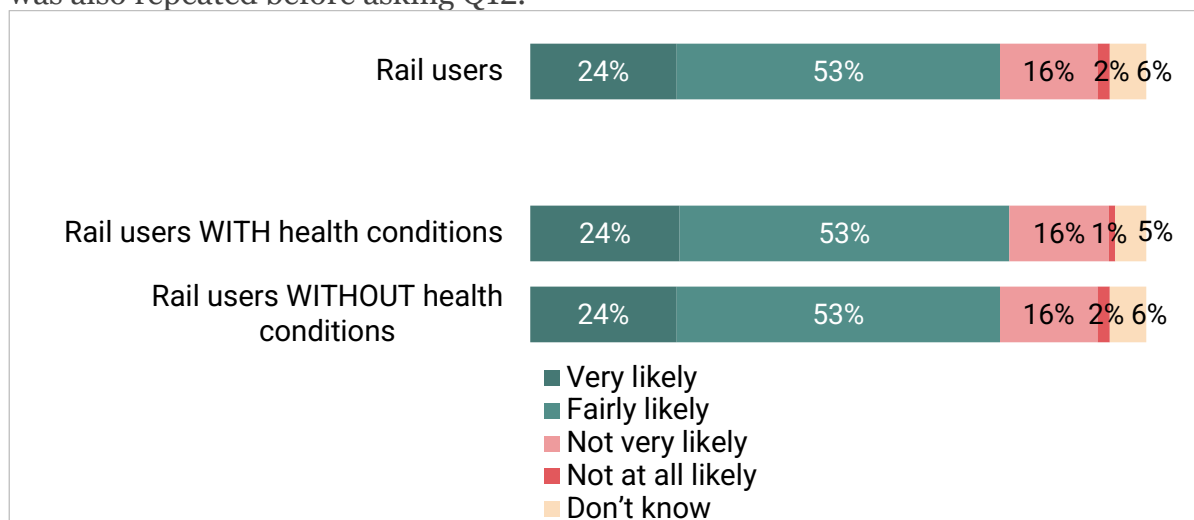
Base: All rail users (3017), All rail users with health conditions (1035), All rail users without health conditions (1950)

The majority of rail users (77%) would be likely to escalate an unresolved complaint to the Rail Ombudsman. Only around one in five would be unlikely to do so (net of responses 'not very likely' or 'not at all likely' 17%). The same levels of likelihood are seen among rail users with and without health conditions.

Q12. *Imagine a situation where you made a complaint to a train or station operator, but you were not happy with the outcome. How likely or unlikely would you be to take your complaint to the Rail Ombudsman?* (all digitally disengaged rail users)

Note: By this stage in the survey respondents had been informed that The Rail Ombudsman is a free, independent service that investigates unresolved complaints between passengers and participating train and station operators. This information was also repeated before asking Q12.
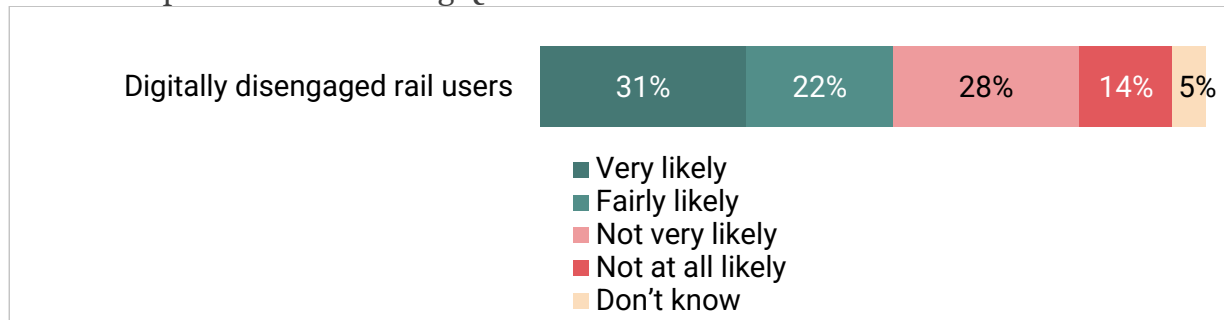
Digitally disengaged rail users	Very likely	Fairly likely	Not very likely	Not at all likely	Don't know
	31%	22%	28%	14%	5%

■ Very likely
■ Fairly likely
■ Not very likely
■ Not at all likely
■ Don't know

Base: All digitally disengaged rail users (100)

The likelihood of taking a complaint to the Rail Ombudsman is markedly lower among digitally disengaged rail users, as just over half (53%) are claiming to be likely to do so (vs. 77% of rail users in general). Among this group 42% are unlikely to do so, a higher proportion than among rail users in general (18%).

Other rail users sub-group differences:

The likelihood increases significantly for those who are spontaneously aware of the Ombudsman, with 87% being 'very likely' or 'fairly likely' to use, and 45% being 'very likely'. In contrast, among those not spontaneously aware of the Ombudsman, the likelihood drops to 72% and 22% respectively.

The likelihood is also significantly higher for those who frequently travel by rail and for work - those who use rail at least once a week (83% vs. 75% of rail users who travel less often than once a month), or who commute or travel for business (81% vs. 76% of rail users travelling for leisure/ personal reasons), and those who claim they have confidence in consumer rights being protected when travelling by rail (before any additional information about the Rail Ombudsman was given, 82% vs. 68% of rail users who are 'not very' or 'not at all confident').

Looking at the demographics:
- Men are significantly more likely to escalate their complaint (79% vs. 75% of women)
- 16-24s are significantly less likely than all other age groups to take a complaint to the Rail Ombudsman (25% are not likely vs. 17% of rail users in general)
- The likelihood of taking their complaint to the Ombudsman is lowest among those on low income (73% vs. 78% of rail users with medium and high income).

Q13. You said that you would be 'not very', 'not at all likely' or 'don't know how likely you would be' to take your unresolved complaint to the Rail Ombudsman. Why is this? **(all rail users; open-ended question answering this question)**

Note:
- *In this question respondents were asked to type in their answer*
- *Coding was not required and as such responses to this question were analysed qualitatively, with the focus on identifying key themes that emerged from open-ended responses at the overall level.*

A large majority of respondents express a belief that escalating their complaint wouldn't be worth the investment of time and energy. This sentiment stems from preconceptions about the complaint process, which many perceive as being laborious, time-consuming, and challenging relative to what they think they would gain, which acts as a disincentive to escalate the complaint in the escalation process.

The severity of the complaint also influences this, with many feeling that they would only escalate complaints to the Rail Ombudsman that have had a major impact on them. This is once again due to the perception of the process being laborious, time-consuming, and challenging, leading many to decide against making a complaint if the outcome would have a minimal impact on their lives.

Low awareness and familiarity with the Ombudsman also act as a barrier, with many stating they would not know how to approach the situation.

Other themes that emerged included:
• A lack of confidence that anything would get resolved.
• A belief that because they do not use rail services very frequently, they are therefore unlikely to need to make a complaint.

Difficult / not worth the hassle

"Unless it was a serious situation it probably isn't worth the time and effort."

"Complicated and time consuming to follow a more formal complaint process."

"It would take too long and unsure if it would be a positive outcome."

"I don't feel that the complaint would be resolved and would require a lot of effort."

Dependent on the severity

"It really depends on what the complaint is about. Unless it is serious, I would be inclined to be annoyed but leave it at that."

"Depends how big the situation was. I'd only take it higher if the outcome seriously affected my life in some way."

"It would depend on the complaint and any monetary value involved."

Lack of awareness / familiarity

"Because I don't understand who they are and what they do."

"I did not know it was a thing and have managed without it up until now."

"Because it's not something I would ever have thought to have done, it's not really advertised."

"I didn't know about it. I wouldn't think about."

Impact of the Rail Ombudsman awareness on rail user confidence in consumer protection

Q14. Knowing about the Rail Ombudsman and what it does, does this have any impact on your confidence that your rights as a consumer of rail services will be protected when travelling by rail? **(all rail users; rail users with and without health conditions)**

Group	Makes me much more confident	Makes me more confident	Makes me a little more confident	Does not make me any more confident	Don't know
Rail users	11%	25%	50%	10%	4%
Rail users WITH health conditions	10%	25%	50%	10%	4%
Rail users WITHOUT health conditions	12%	24%	50%	10%	4%

Legend:
- ■ Makes me much more confident that my rights will be protected
- ■ Makes me more confident that my rights will be protected
- ■ Makes me a little more confident that my rights will be protected
- ■ Does not make me any more confident that my rights will be protected
- ■ Don't know

Base: All rail users giving a score (3017), All rail users with health conditions (1035), All rail users without health conditions (1950)

Upon gaining awareness of the Rail Ombudsman and its role, 86% of rail users report feeling somewhat more confident that their rights would be protected. (This figure includes those who feel 'much more confident', 'more confident', and 'a little more confident'). However, only just over a third (36%) of them report feeling 'more' or 'much more' confident. One in ten (10%) of rail users feel the Ombudsman does not make any difference to their confidence.

Confidence levels are found to be similar among rail users with health conditions, with no significant differences noted between specific health condition groups, and rail users who do not have health conditions.

Digitally disengaged respondents:

***Q14. Knowing about the Rail Ombudsman and what it does, does this have any impact on your confidence that your rights as a consumer of rail services will be protected when travelling by rail?* (all digitally disengaged rail users)**

| Digitally disengaged rail users | 18% | 21% | 29% | 25% | 7% |

- ■ Makes me much more confident that my rights will be protected
- ■ Makes me more confident that my rights will be protected
- ■ Makes me a little more confident that my rights will be protected
- ■ Does not make me any more confident that my rights will be protected
- ■ Don't know

Base: All digitally disengaged rail users (100)

Among digitally disengaged rail users, knowing about the Rail Ombudsman is less likely to make them more confident that their rights will be protected, compared to rail users in general. In addition, digitally disengaged rail users were generally less confident in the first place.

About 68% of these digitally disengaged rail users report feeling somewhat more confident that their rights would be protected. Two in five (39%) report feeling 'more' or 'much more' confident – a greater proportion than among general rail users. However, around a quarter (25%) of digitally disengaged rail users feel that the Ombudsman does not make any difference to their confidence. This is higher than among rail users in general.

Other rail users sub-group differences:

The data presents a clear pattern: awareness of the Rail Ombudsman significantly boosts confidence levels among rail users. This significant increase in confidence is seen among general rail users when they are aware of the Rail Ombudsman, either spontaneously or through prompting:
- 95% of those with spontaneous awareness and 87% with prompted awareness feel somewhat more confident, compared to 86% and 83% respectively of those unaware.
- 53% with spontaneous awareness and 38% with prompted awareness feel 'more' or 'much more' confident, compared to 37% and 32% respectively of those unaware.

Higher confidence levels among rail users are also significantly associated with:
- Having initial* confidence in consumer rights being protected when travelling by rail in the first place.

Q14. Knowing about the Rail Ombudsman and what it does, does this have any impact on your confidence that your rights as a consumer of rail services will be protected when travelling by rail? **(all rail users who initially had confidence in consumer rights being protected when travelling by rail vs. who had low or no confidence)**

Rail users who initially had confidence / low or no confidence in consumer rights being protected when travelling by rail

had confidence	14% ▲ 29% ▲ 47% 7% 3%	
had low or no confidence	5% 17% 57% ▲ 18% ▲ 4%	

- ■ Makes me much more confident that my rights will be protected
- ■ Makes me more confident that my rights will be protected
- ■ Makes me a little more confident that my rights will be protected
- ■ Does not make me any more confident that my rights will be protected
- ■ Don't know

Base: All rail users who initially had confidence in consumer rights being protected when travelling by rail (2021), All rail users who initially had low or no confidence in consumer rights being protected when travelling by rail (777)

Note:
- ** When we refer to 'initial' or 'initially', we mean at Q6, before rail users gained a deeper understanding of the Rail Ombudsman and its role through our research.*
- *Rail users who responded with 'very confident' or 'fairly confident' at Q6** are considered as having confidence. (**How confident, if at all, are you that your rights as a consumer of rail services will be protected when travelling by rail?'*
- *Conversely, rail users who responded with 'not very confident' or 'not at all confident' at Q6 are classified as having low or no confidence.*

Rail users who initially had very or fairly high confidence in their consumer rights being protected when travelling by rail report significantly higher levels of confidence (90%; this figure includes those who feel 'much more confident', 'more confident', and 'a little more confident') compared to those with lower initial confidence (79%). Additionally, 43% of the more confident group felt 'more' or 'much more' confident, contrasting with just 22% in the less confident group.

- Having knowledge of how to take a complaint to the Rail Ombudsman – having knowledge of how to escalate a complaint to the Rail Ombudsman boosts confidence levels. Among those with this knowledge, 90% report higher confidence levels, with

half of them (50%) feeling 'more' or 'much more' confident. This contrasts with 86% and 33% respectively among those lacking this knowledge.

- Being likely to take a complaint to the Rail Ombudsman – those likely to take a complaint to the Rail Ombudsman exhibit higher confidence levels (91%) compared to those who are unlikely to do so (75%). Again, 40% of the likely group feel 'more' or 'much more' confident, compared to just 21% in the unlikely group.

- Needing assistance when traveling by train – among those needing assistance when travelling by train, 90% report higher confidence levels, with 41% feeling 'more' or 'much more' confident. This compares to 85% and 35% respectively among those not needing assistance.

- Being male – male rail users report higher levels of 'more' or 'much more' confidence (38%) compared to female rail users (34%).

- Being 45 years old or above - rail users aged 45 or above report higher levels of 'more' or 'much more' confidence (38%) compared to those age 16-24 (29%)."

Among digitally disengaged rail users, those initially confident about their consumer rights have significantly higher confidence levels ('more' or 'much more' confident: 47% vs 25% for less confident users). Similarly, users likely to complain to the Rail Ombudsman are significantly 'more' or 'much more' confident (49% vs 26% for those unlikely to complain). Significantly higher confidence is also seen more in females ('more' or 'much more' confident: 45% vs 30% in males) and those in higher social grades ('more' or 'much more' confident: 44% vs 36% in lower grades). Please note that these results are based on small sample sizes (below n=100) and should be viewed as indicative only.

Q15. You said that knowing the Rail Ombudsman and what it does, _makes you more confident that your rights will be protected_ when travelling by rail. Please can you tell us why you said this? (all rail users answering this question)

Note:
- _In this question respondents were asked to type in their answer_
- _Coding was not required and as such responses to this question were analysed qualitatively, with the focus on identifying key themes that emerged from all open-ended responses at the overall level._

Being aware of the Rail Ombudsman provides consumers with an added layer of reassurance. While many may not need to use the service, they feel more assured knowing that it is an option should they require it. For many, finding out/ learning about the Rail Ombudsman improves their confidence.

In their opinion, it is crucial to stress that the Ombudsman is an independent and impartial body, as this will instil confidence in consumers that there will be no bias towards rail companies, which may be a barrier for some.

Reassurance

"It is always reassuring to know there is an independent body you can escalate a complaint to."

"You know someone other than the rail company will listen and give you advice."

"A little support is a big thing in these times."

"Knowing they exist is quite reassuring."

Independent / impartial

"They'd look impartially at the complaint and take appropriate action."

"Understanding that it's an independent body makes me slightly more confident."

"The Ombudsman knows the rules and I think will make an impartial decision."

"An impartial service putting the customer at the heart of the process."

General awareness

"As I know I have somewhere I can take a complaint to."

"Because I now know that someone is there to stand up for me."

"At present I have stopped using the trains due to too many strikes. I may reconsider my travel now."

"The fact they exist makes me fairly confident that they would help."

Q15. You said that knowing the Rail Ombudsman and what it does, <u>does not make you any more confident that your rights will be protected</u> when travelling by rail. Please can you tell us why you said this? **(all rail users answering this question)**

Note:
- *This question was open ended and asked respondents to type in their answer*
- *Coding was not required and as such responses to this question were analysed qualitatively, with the focus on identifying key themes that emerged from open-ended responses at the overall level.*

Of the 25% who said that knowing about the Rail Ombudsman does not increase their confidence in the protection of their rights, the vast majority attributes this to a lack of faith in the service itself. Many feel that the Ombudsman would side with the rail companies over the individual, and numerous others cite unresolved issues with similar organisations in the past.

Awareness continues to be a barrier – many respondents have had no experience with the Rail Ombudsman nor any evidence of its impact and therefore have no basis to place trust in it.

Some respondents also feel their rights are already adequately protected by law without needing the Rail Ombudsman to act on their behalf.

Lack of confidence in the service

"I believe the Rail Ombudsman is more likely to be on the side of the rail companies."

"I don't think that if I were to make a complaint to the Ombudsman that it would get resolved."

"I simply do not have any faith or trust in such organisations."

Other experiences

"The tax ombudsman is biased towards HMRC and against private citizens. Why should rail be different?"

"I have previously used an Ombudsman and found them to be on the side of the company not the consumer."

"I have done similar complaints with independent groups and all have never been of any help."

Lack of awareness / familiarity

"Because I have had no experience of using this service."

"Because I haven't heard of cases that they've defended on behalf of people using it."

"Not sure how much power they have."

"Because I have never heard of them and do not know if they are truly credit worthy."

Q16. What do you think is a reasonable timeframe for the Rail Ombudsman to consider and resolve an individual case? This means the time from receiving the case through reviewing it, investigating it, mediating between the passenger and the rail operator and potentially coming to a final decision if mediation fails. (all rail users; rail users with and without health conditions)
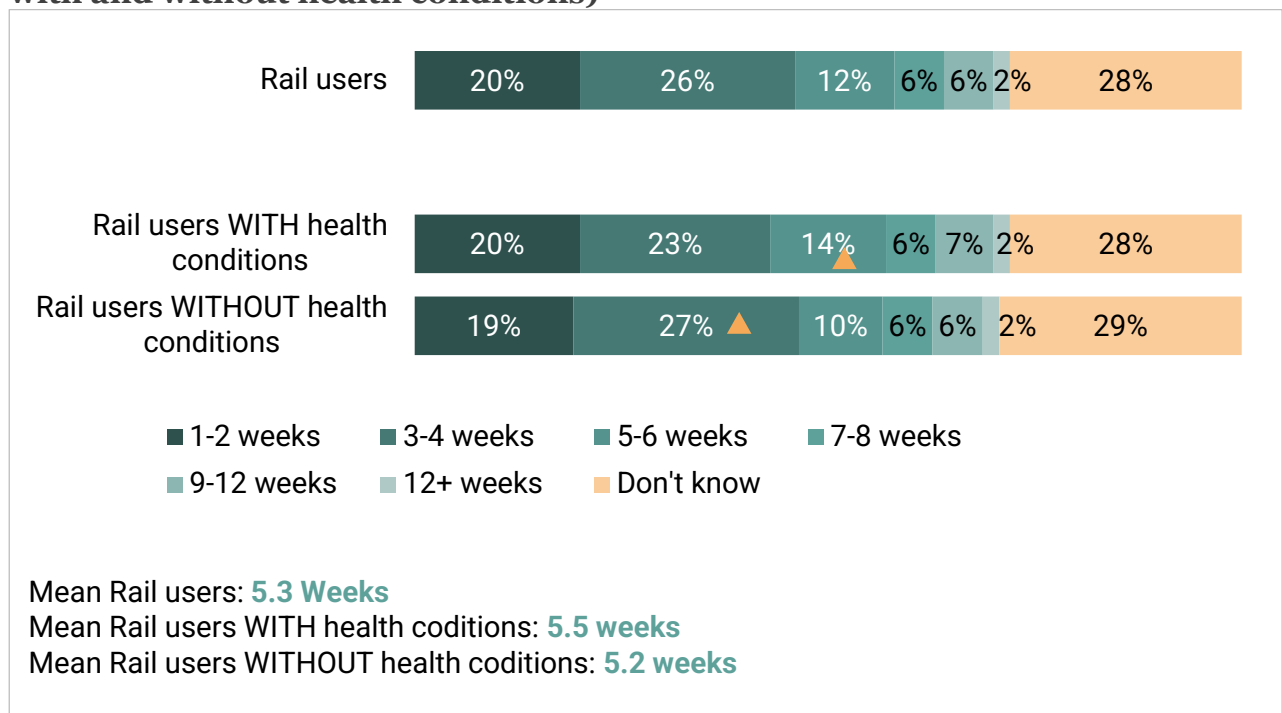
	1-2 weeks	3-4 weeks	5-6 weeks	7-8 weeks	9-12 weeks	12+ weeks	Don't know
Rail users	20%	26%	12%	6%	6%	2%	28%
Rail users WITH health conditions	20%	23%	14%	6%	7%	2%	28%
Rail users WITHOUT health conditions	19%	27%	10%	6%	6%	2%	29%

Mean Rail users: **5.3 Weeks**
Mean Rail users WITH health coditions: **5.5 weeks**
Mean Rail users WITHOUT health coditions: **5.2 weeks**

Base: All rail users giving a score (3017), All rail users with health conditions (1035), All rail users without health conditions (1950)

On average rail users expect a reasonable timeframe to resolve cases to be around 5.3 weeks.

Overall expectations over what is a reasonable timeframe to resolve cases are relatively short for a number of rail users, with around one in five (20%) saying 1-2 weeks and a further quarter (26%) 3-4 weeks. Of those remaining, 18% feel 5 to 8 weeks is acceptable and 12% feel 8 to 12 weeks is acceptable. Over a quarter (28%) do not know what a reasonable timeframe would be to resolve an individual case.

Rail users with health conditions are slightly more inclined to consider a longer timeframe for case resolution compared to those without health conditions (5.5 weeks vs. 5.2 weeks). However, those with difficulties reading, learning, or concentrating, as well as those with a

vision condition, expect a shorter timeframe (4 weeks, 4.6 weeks, and 4.2 weeks respectively; the mean of expected timeframe for those with difficulties reading, learning, or concentrating is significantly lower compared to other groups in this category). Conversely, those with hearing, mobility conditions or dexterity are prepared to wait longer for resolution (6 weeks for the first two groups and 7 weeks for the last group; the mean of expected timeframe for those with mobility conditions is significantly higher compared to other groups in this category).

Digitally disengaged respondents:

Q16. What do you think is a reasonable timeframe for the Rail Ombudsman to consider and resolve an individual case? This means the time from receiving the case through reviewing it, investigating it, mediating between the passenger and the rail operator and potentially coming to a final decision if mediation fails. **(all digitally disengaged rail users)**
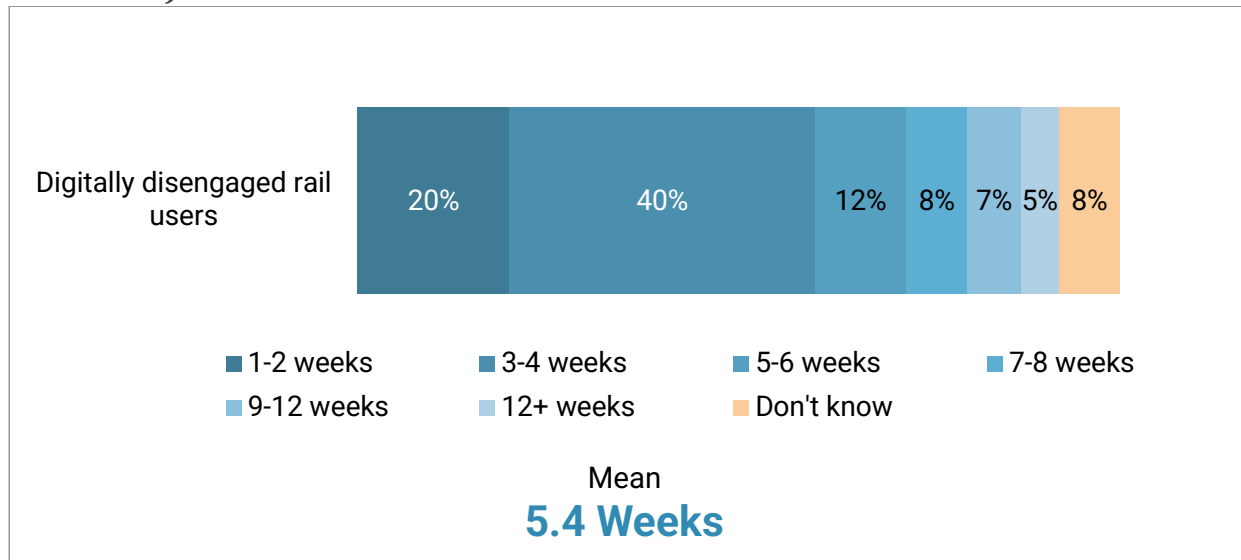
Base: All digitally disengaged rail users giving a score (100)

Digitally disengaged rail users have similar ==expectations== of a reasonable timeframe for case resolution to rail users in general (5.4 weeks vs. 5.3 weeks among rail users in general).

However, a higher proportion of digitally disengaged rail users (60% vs. 46% of all rail users) expect a timeframe of no longer than 4 weeks. Additionally, fewer digitally disengaged rail users report not knowing what a reasonable timeframe would be, compared to rail users in general (8% vs. 28%).

Other rail users sub-group differences:

The expected wait time for case resolution varies significantly among different subgroups of rail users:

- Frequent or regular rail users expect a shorter timeframe (4.2 and 4.5 weeks respectively) compared to less frequent users (5.8 weeks). Those using rail at least once a week or month are significantly more likely to find 1 to 4 weeks acceptable. (57% and 51% respectively vs. 42% of those travelling less regularly)

- Rail users who commute or travel for business expect a shorter timeframe (4.3 and 4.4 weeks respectively) compared to those who travel for leisure or personal reasons (5.6 weeks). Commuters are significantly more likely to find 1 to 4 weeks acceptable. (56% vs. 49% of those travelling for business reasons and 43% of those travelling for leisure/ personal reasons).

- Rail users who feel 'more' or 'much more' confident about their consumer rights being protected when travelling by rail due to awareness of the Rail Ombudsman expect a slightly longer timeframe (5.7 weeks) than those who are less confident (5.1 weeks).

- Older rail users (age 55+) expect a longer timeframe (6.1 weeks) than younger users (3.4 weeks for 16-24 years old and 5.1 weeks for 25-54 years old). Those age 16-34 are more likely to find 1 to 4 weeks acceptable (55% vs. 46% of 35-54 years old and 38% of 55+ years old).

- Ethnic minority rail users of expect a shorter timeframe (3.4 weeks) than those of white ethnic origin (5.5 weeks) and are more likely to find 1 to 4 weeks acceptable (55% vs. 44% of those of white ethnic origin).

Appendix

Total online sample profile

Gender

Male 48%
Female 52%
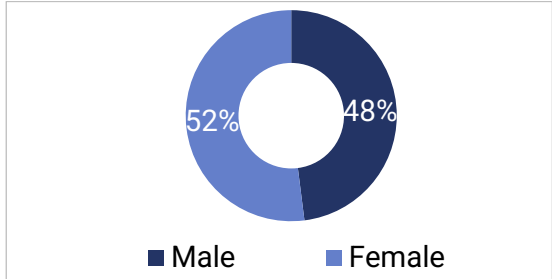
Base: All respondents (6196)

Social class

ABC1 56%
C2DE 44%

Base: All respondents (6196)

Age

65+ 23%
55 - 64 16%
45 - 54 16%
35 - 44 16%
25 - 34 16%
16 - 24 13%
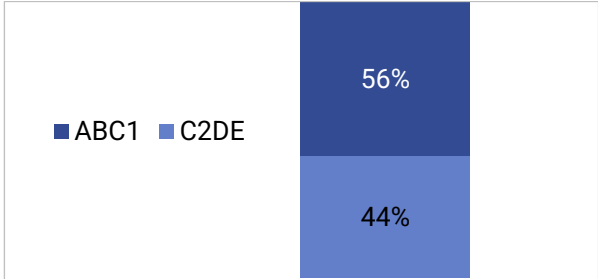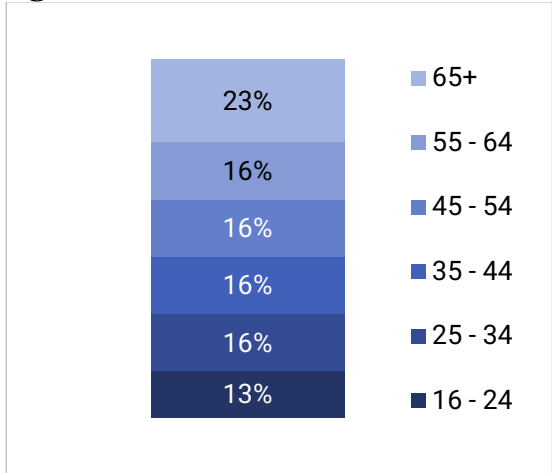
Base: All respondents (6196)

Region

Scotland 9%
North-West 12%
North-East 4%
Yorkshire & Humberside 8%
Wales 5%
West Midlands 9%
East Midlands 8%
South-West 9%
South-East 14%
East of England 9%
London 12%
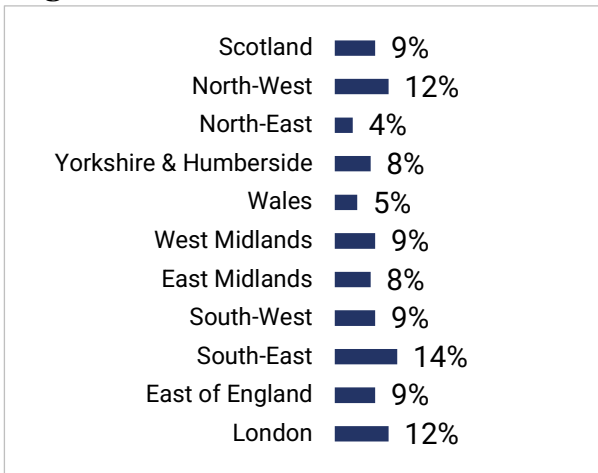
Base: All respondents (6196)

Education

No formal education 1%
Primary school 1%
Secondary school, high school, college, NVQ levels 1 to 3,… 52%
University degree or equivalent professional… 32%
Higher university degree, doctorate, MBA, Masters, NVQ… 14%
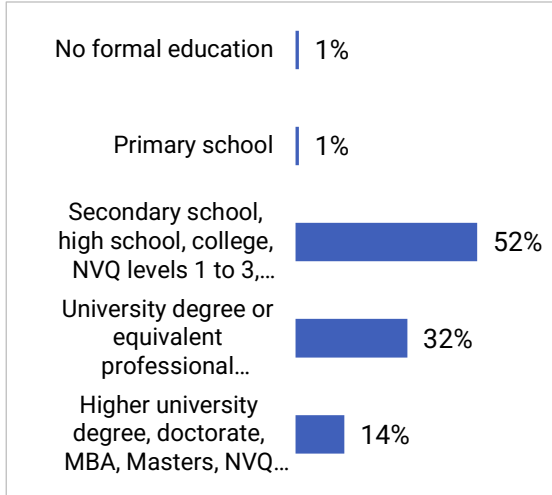
Base: All respondents (6196)

Ethnicity

English/ Welsh/ Scottish/ Northern Irish/ British/ Other white background, 85%

Other ethnic origin, 15%
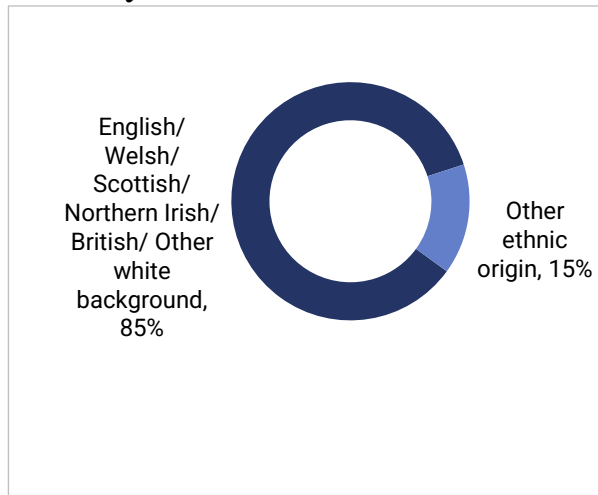
Base: All respondents (6196)

Average income

£38,647

Base: All respondents (6196)

Have health conditions

39% have health condition (net)
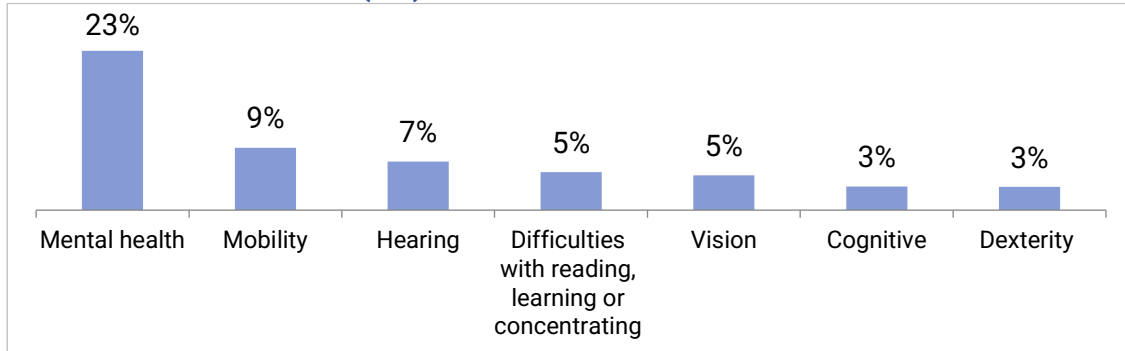
Base: All respondents (6196)

Assistance requirement
(when traveling on train)

- I need assistance
- I sometimes need assistance
- I do not need assistance, but sometimes travel with people who need assistance
- I do not need assistance
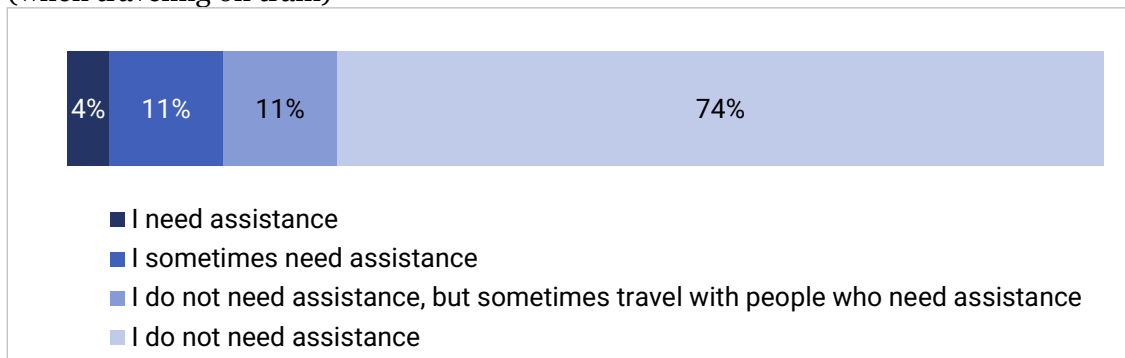
Base: All respondents (6196)

The profile of rail users in the online sample can be found in the main body of the report on page 9.

Total telephone sample profile (digitally disengaged)

Digital low digital skills/exclusion

98% digitally disengaged respondents claimed to have low digital skills (exhibit low confidence levels in using online platforms; report at least three of the following activities: not using email, feeling uncomfortable with tasks such as online banking, preferring in-person shopping over online, finding the use of online devices such as smartphones difficult, and/or needing assistance from family and friends for internet use).

31% of digitally disengaged respondents were also digitally excluded (lack internet access at home, on their smartphone, PC, laptop, or tablet).

Gender
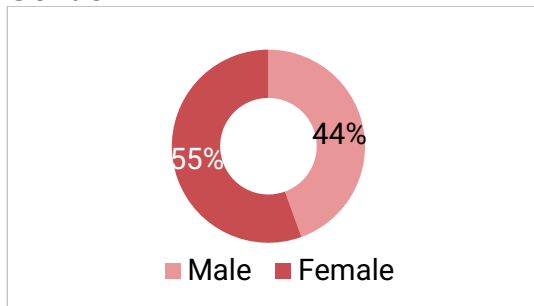
Base: All digitally disengaged (256)

Social class
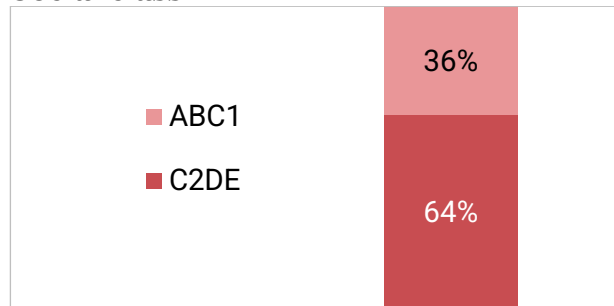
Base: All digitally disengaged (256)

Age
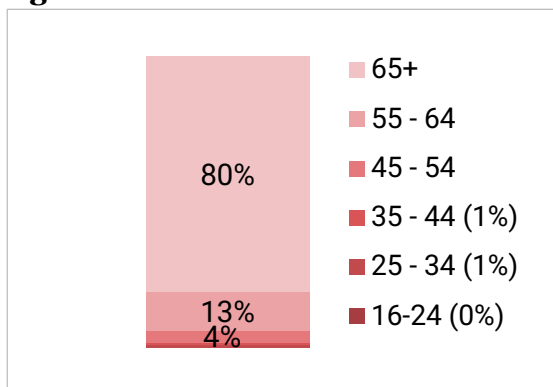
Base: All digitally disengaged (256)

Region
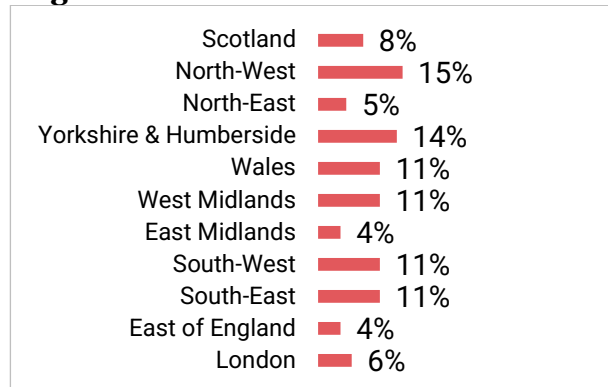
Base: All digitally disengaged (256)

Education
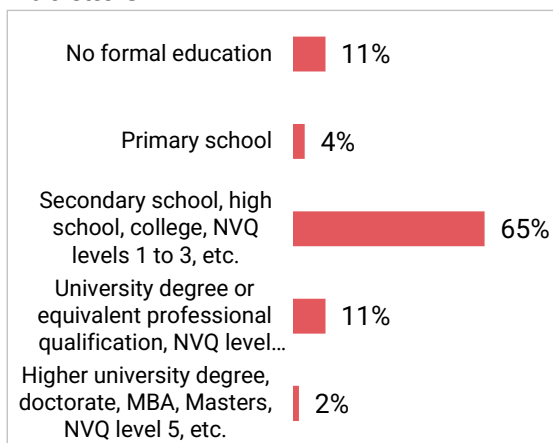
Base: All digitally disengaged (256)

Ethnicity
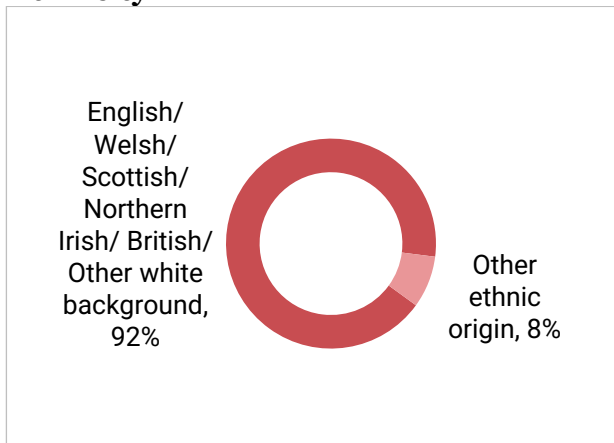
Base: All digitally disengaged (256)

Average income

£22,422

Base: All digitally disengaged (256)

Have health conditions

36% have health condition (net)

Mobility	Vision	Hearing	Dexterity	Difficulties with reading, learning or concentrating	Mental health	Cognitive
20%	7%	5%	4%	2%	2%	1%
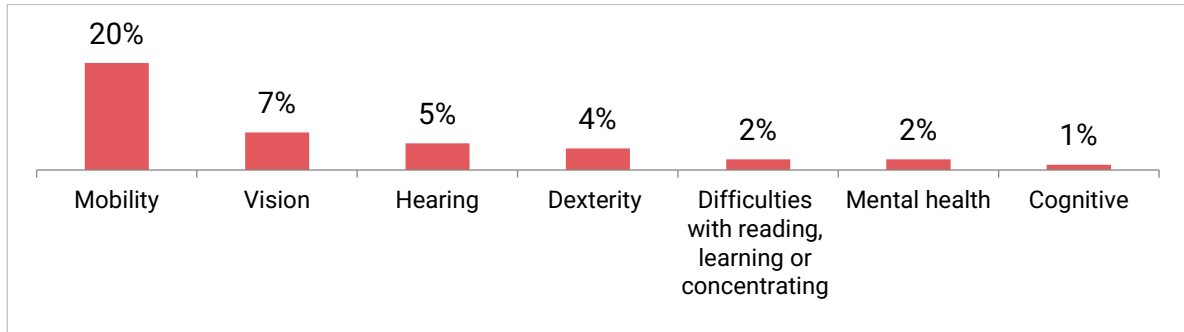
Base: All digitally disengaged (256)

Assistance requirement
(when traveling on train)

11%	9%	4%	76%

- ■ I need assistance
- ■ I sometimes need assistance
- ■ I do not need assistance, but sometimes travel with people who need assistance
- ■ I do not need assistance
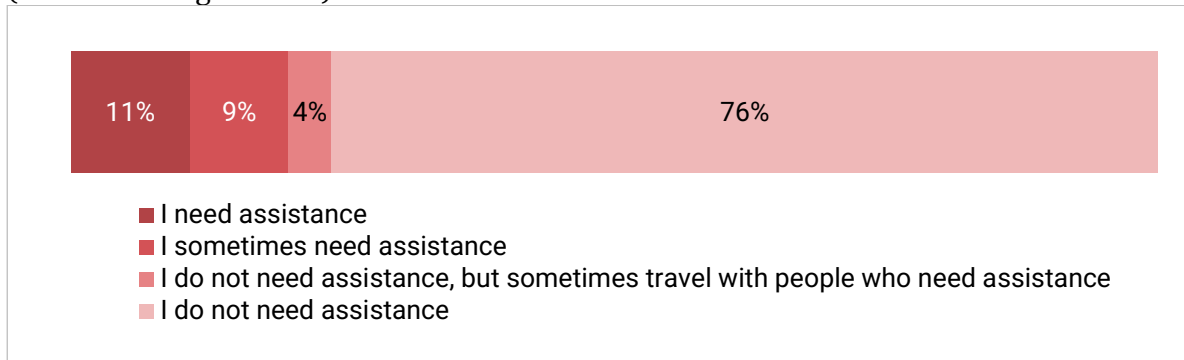
Base: All digitally disengaged (256)

The profile of rail users in the online sample can be found in the main body of the report on page 11.

Q1. Results by rail users' sub-groups

Q1. To the best of your knowledge, is there an independent body in rail sector that you could escalate your complaint to?

Q1_1. Rail users need/ do not need assistance
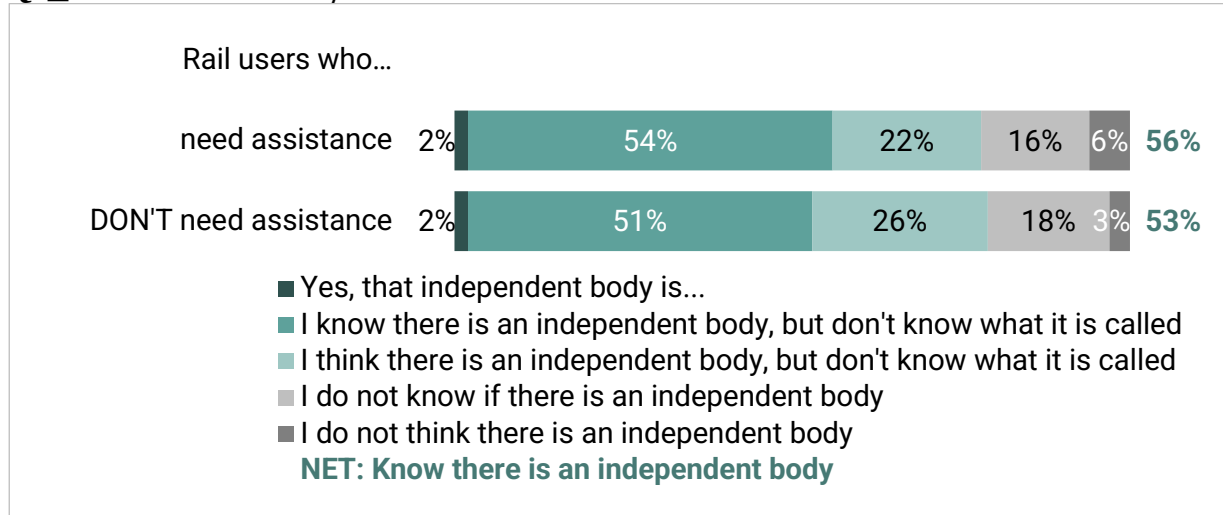
Rail users who…

	Yes, that independent body is…	I know there is an independent body, but don't know what it is called	I think there is an independent body, but don't know what it is called	I do not know if there is an independent body	I do not think there is an independent body	NET: Know there is an independent body
need assistance	2%	54%	22%	16%	6%	**56%**
DON'T need assistance	2%	51%	26%	18%	3%	**53%**

- Yes, that independent body is…
- I know there is an independent body, but don't know what it is called
- I think there is an independent body, but don't know what it is called
- I do not know if there is an independent body
- I do not think there is an independent body
- **NET: Know there is an independent body**

Base: All rail users who need assistance to travel by rail (297), rail users who DON'T need assistance to travel by rail (2720)

Note: Rail users who responded with 'I need assistance' or 'I sometimes need assistance' to the question 'Do you personally require assistance to travel by rail, either at the station, getting on or off the train, or both?' were included into the 'need assistance' sub-group. Those who responded with 'I do not need assistance, but sometimes travel with people who need assistance' or 'I do not need assistance' were included in the 'don't need assistance' sub-group.

Q1_2. Gender

Rail users…

	Yes, that independent body is…	I know there is an independent body, but don't know what it is called	I think there is an independent body, but don't know what it is called	I do not know if there is an independent body	I do not think there is an independent body	NET: Know there is an independent body
Male	3%	54% ▲	25%	15%	3%	**57%** ▲
Female	1%	49%	26%	21% ▲	3%	**50%**

- Yes, that independent body is…
- I know there is an independent body, but don't know what it is called
- I think there is an independent body, but don't know what it is called
- I do not know if there is an independent body
- I do not think there is an independent body
- **NET: Know there is an independent body**

Base: All male rail users (1384), female rail users (1619)

Q1_3. Age

Rail users...

						NET
16-24	1%	47%	26%	22%	5%	**48%**
25-34	1%	43%	31%	23%	3%	**44%**
35-44	2%	47%	27%	21%	3%	**49%**
45-54	2%	54%	24%	17%	3%	**56%**
55-64	3%	56%	24%	14%	3%	**59%**
65+	3%	57%	23%	14%	2%	**61%**

■ Yes, that independent body is...
■ I know there is an independent body, but don't know what it is called
■ I think there is an independent body, but don't know what it is called
■ I do not know if there is an independent body
■ I do not think there is an independent body
NET: Know there is an independent body

Base: All rail users: 16-24 (414), 25-34 (519), 35-44 (507), 45-54 (562), 55-64 (500), 65+ (515)

Q1_4. Regions rail users come from

Rail users from…

	Yes, that independent body is...	I know there is an independent body, but don't know what it is called	I think there is an independent body, but don't know what it is called	I do not know if there is an independent body	I do not think there is an independent body	NET: Know there is an independent body
Scotland	3%	50%	27%	18%	2%	**54%**
North-West	1%	50%	28%	19%	3%	**51%**
North-East	3%	47%	25%	21%	4%	**49%**
Yorkshire & Humberside	2%	47%	29%	20%	2%	**49%**
Wales	2%	47%	28%	18%	5%	**49%**
West Midlands	2%	49%	28%	18%	3%	**51%**
East Midlands	3%	49%	26%	21%	1%	**51%**
South-West	2%	59%	20%	17%	2%	**60% ▲**
South-East	2%	51%	25%	17%	4%	**54%**
Eastern	3%	53%	25%	15%	4%	**56%**
London	1%	53%	23%	20%	4%	**54%**

■ Yes, that independent body is...
■ I know there is an independent body, but don't know what it is called
■ I think there is an independent body, but don't know what it is called
■ I do not know if there is an independent body
■ I do not think there is an independent body
NET: Know there is an independent body

Base: All rail users from: Scotland (257), North-West (354), North-East (123), Yorkshire & Humberside (240), Wales (132), West Midlands (282), East Midlands (193), South-West (236), South-East (478), Eastern (289), London (433)

Q1_5. Social grade

Rail users…

	Yes, that independent body is…	I know there is an independent body, but don't know what it is called	I think there is an independent body, but don't know what it is called	I do not know if there is an independent body	I do not think there is an independent body	NET: Know there is an independent body
ABC1	2%	53% ▲	25%	17%	3%	**55%** ▲
C2DE	2%	48%	27%	20% ▲	3%	**49%**

- ■ Yes, that independent body is…
- ■ I know there is an independent body, but don't know what it is called
- ■ I think there is an independent body, but don't know what it is called
- ■ I do not know if there is an independent body
- ■ I do not think there is an independent body
- **NET: Know there is an independent body**

Base: All rail users ABC1 (2093), C2DE (924)

Q1_6. Ethnic origin

Rail users…

	Yes, that independent body is…	I know there is an independent body, but don't know what it is called	I think there is an independent body, but don't know what it is called	I do not know if there is an independent body	I do not think there is an independent body	NET: Know there is an independent body
White	2%	51%	26%	18%	3%	**54%**
Other ethnic origin	1%	49%	23%	21%	5%	**50%**

- ■ Yes, that independent body is…
- ■ I know there is an independent body, but don't know what it is called
- ■ I think there is an independent body, but don't know what it is called
- ■ I do not know if there is an independent body
- ■ I do not think there is an independent body
- **NET: Know there is an independent body**

Base: All rail users White (2579), Other ethnic origin (431)

Q1_7. Level of income

Rail users with […] income

Income	Yes, that independent body is...	I know there is an independent body, but don't know what it is called	I think there is an independent body, but don't know what it is called	I do not know if there is an independent body	I do not think there is an independent body	NET: Know there is an independent body
Low	2%	49%	27%	19%	4%	**51%**
Medium	2%	52%	25%	18%	3%	**54%**
High	3%	51%	25%	18%	3%	**54%**

- ■ Yes, that independent body is...
- ■ I know there is an independent body, but don't know what it is called
- ■ I think there is an independent body, but don't know what it is called
- ■ I do not know if there is an independent body
- ■ I do not think there is an independent body
- **NET: Know there is an independent body**

Base: All rail users' income levels: Low (453), Medium (1407), High (1019)

Note: Rail users were categorized into income sub-groups based on their annual household income before tax and deductions. Those with an income below £20,000 were included in the 'Low' income sub-group, those with an income between £20,000 and £49,999 were included in the 'Middle' income sub-group, and those with an income of £50,000 or more were included in the 'High' income sub-group.

Q2. Results by rail users' sub-groups

Q2. How much, if anything, would you say you know about the Rail Ombudsman?

Q2_1. Rail users need/ do not need assistance
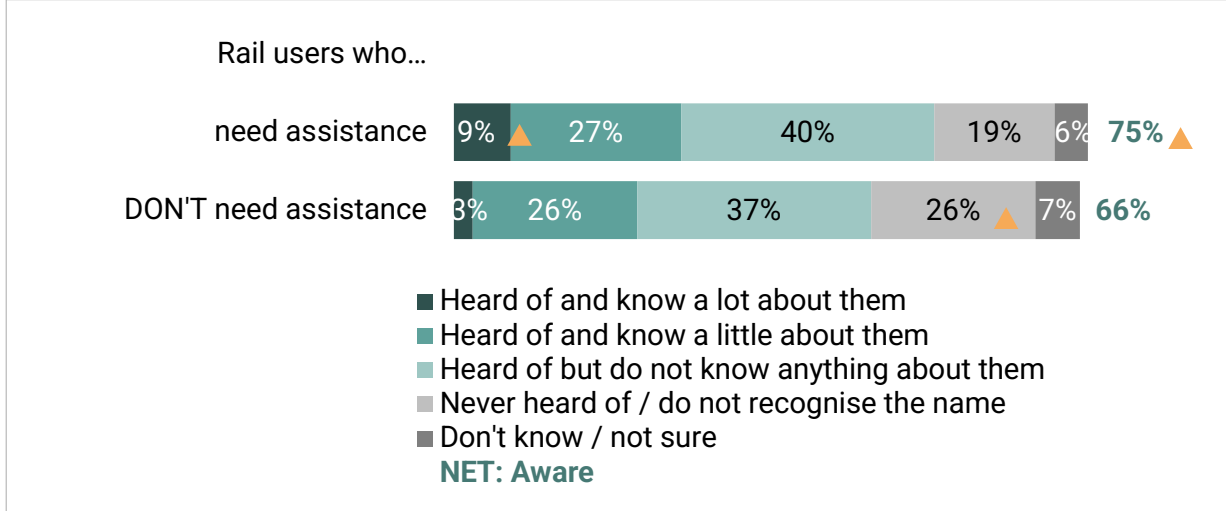
Rail users who…

	Heard of and know a lot about them	Heard of and know a little about them	Heard of but do not know anything about them	Never heard of / do not recognise the name	Don't know / not sure	NET: Aware
need assistance	9%	27%	40%	19%	6%	75%
DON'T need assistance	3%	26%	37%	26%	7%	66%

- Heard of and know a lot about them
- Heard of and know a little about them
- Heard of but do not know anything about them
- Never heard of / do not recognise the name
- Don't know / not sure
- **NET: Aware**

Base: All rail users who need assistance to travel by rail (297), rail users who DON'T need assistance to travel by rail (2720)

Note: Rail users who responded with 'I need assistance' or 'I sometimes need assistance' to the question 'Do you personally require assistance to travel by rail, either at the station, getting on or off the train, or both?' were included into the 'need assistance' sub-group. Those who responded with 'I do not need assistance, but sometimes travel with people who need assistance' or 'I do not need assistance' were included in the 'don't need assistance' sub-group.
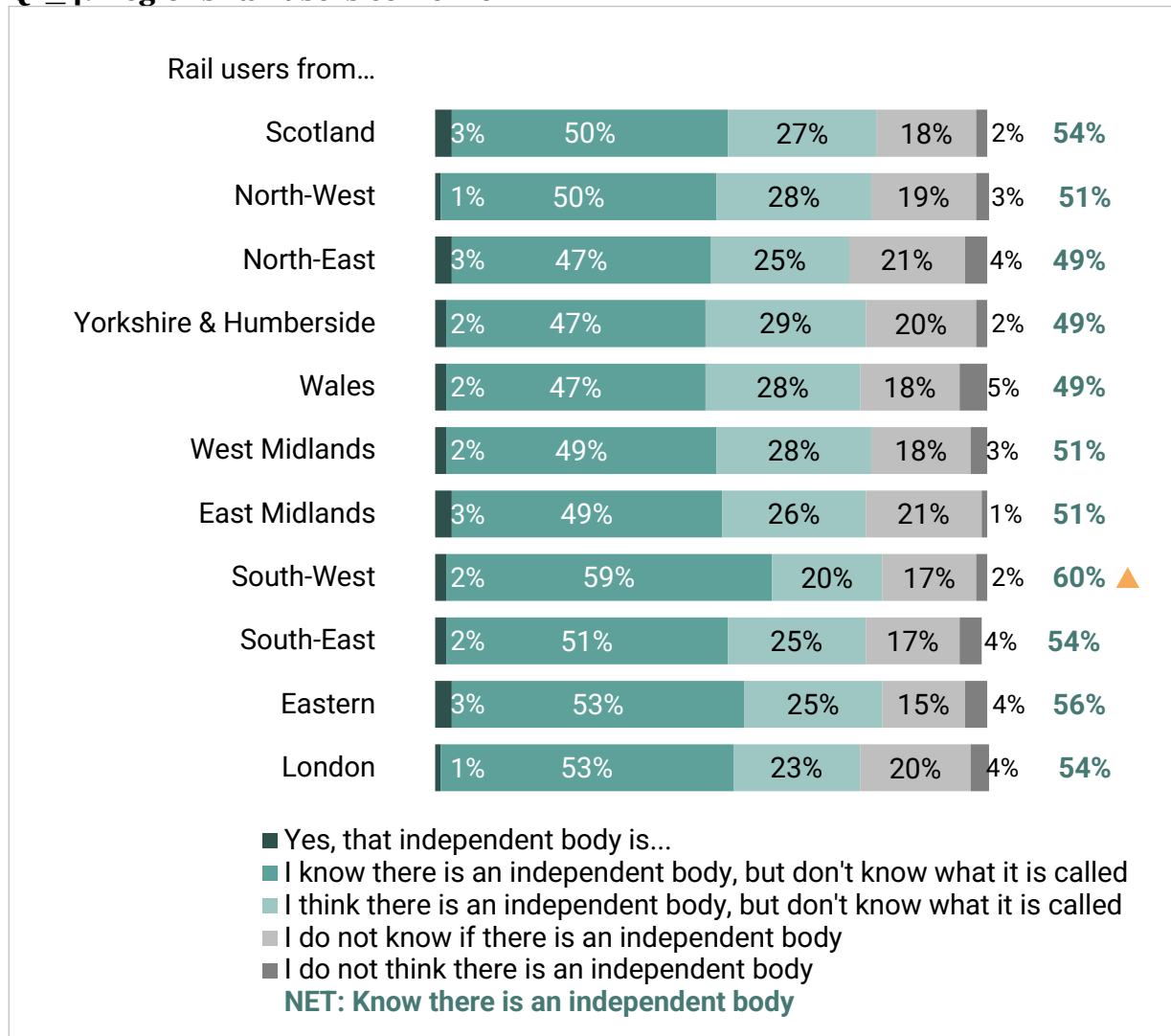
Q2_2. Gender

Rail users…

	Heard of and know a lot about them	Heard of and know a little about them	Heard of but do not know anything about them	Never heard of / do not recognise the name	Don't know / not sure	NET: Aware
Male	4%	33%	38%	20%	5%	74%
Female	4%	20%	38%	30%	9%	61%

- Heard of and know a lot about them
- Heard of and know a little about them
- Heard of but do not know anything about them
- Never heard of / do not recognise the name
- Don't know / not sure
- **NET: Aware**

Base: All male rail users (1384), female rail users (1619)

Q2_3. Age

Rail users…

Age	Heard of and know a lot	Heard of and know a little	Heard of but do not know anything	Never heard of	Don't know	NET: Aware
16-24	5%	10%	25%	46% ▲	14% ▲	**40%**
25-34	4%	19%	35%	32% ▲	10%	**58%**
35-44	5%	24%	38%	25%	7%	**68%**
45-54	3%	30% ▲	39%	21%	7%	**72%**
55-64	2%	33% ▲	40%	18%	6%	**76%** ▲
65+	2%	34% ▲	44% ▲	18%	2%	**80%** ▲

■ Heard of and know a lot about them
■ Heard of and know a little about them
■ Heard of but do not know anything about them
■ Never heard of / do not recognise the name
■ Don't know / not sure
NET: Aware

Base: All rail users: 16-24 (414), 25-34 (519), 35-44 (507), 45-54 (562), 55-64 (500), 65+ (515)

Q2_4. Regions rail users come from

Rail users from…

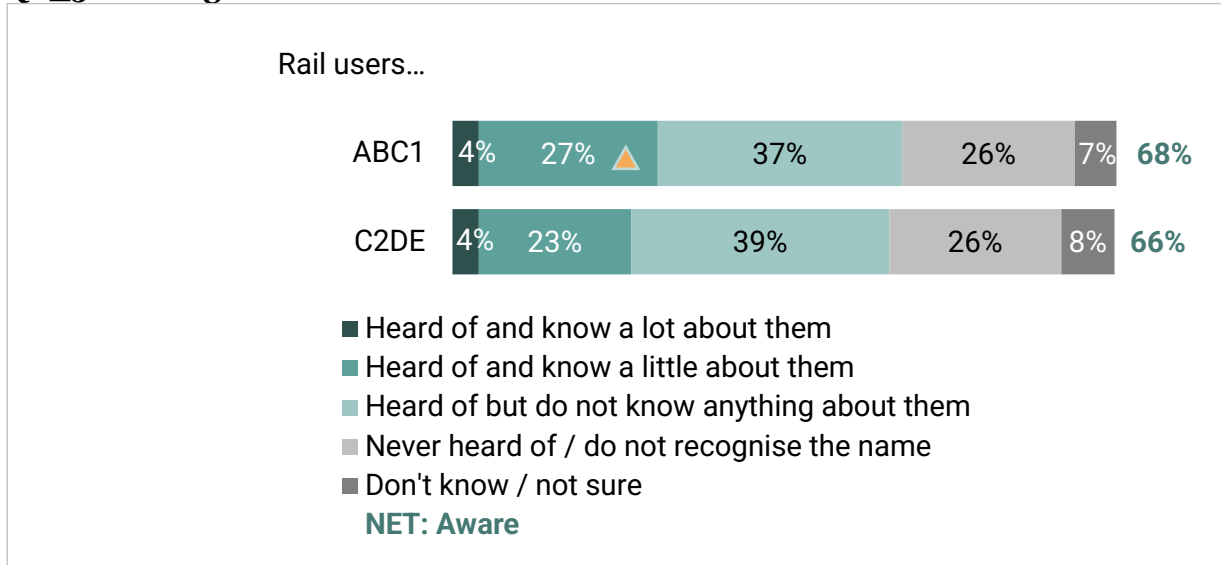| Region	Heard of and know a lot about them	Heard of and know a little about them	Heard of but do not know anything about them	Never heard of / do not recognise the name	Don't know / not sure	NET: Aware
Scotland	3%	29%	41%	20%	6%	74% ▲
North-West	3%	24%	40%	25%	8%	67%
North-East	4%	29%	37%	24%	5%	70%
Yorkshire & Humberside	2%	27%	34%	30%	7%	63%
Wales	3%	22%	38%	24%	13%	63%
West Midlands	4%	27%	37%	24%	7%	69%
East Midlands	4%	27%	34%	26%	9%	65%
South-West	5%	22%	35%	29%	8%	63%
South-East	3%	25%	41%	27%	4%	69%
Eastern	3%	26%	42%	22%	6%	72% ▲
London	4%	26%	31%	28%	10%	62%

- Heard of and know a lot about them
- Heard of and know a little about them
- Heard of but do not know anything about them
- Never heard of / do not recognise the name
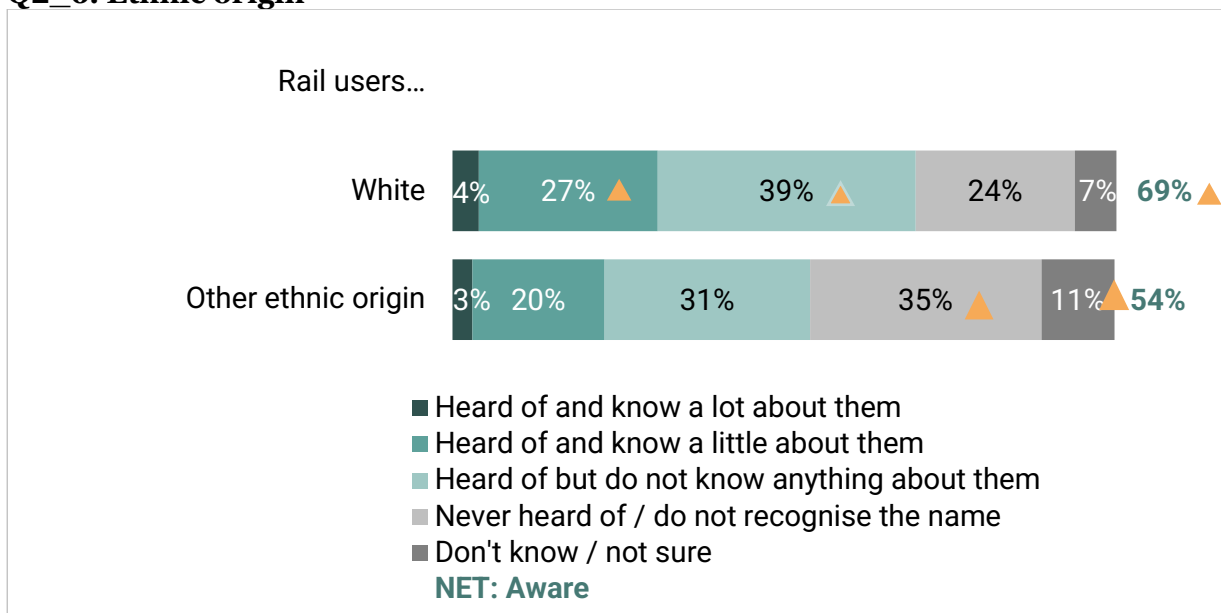- Don't know / not sure

NET: Aware

Base: All rail users from: Scotland (257), North-West (354), North-East (123), Yorkshire & Humberside (240), Wales (132), West Midlands (282), East Midlands (193), South-West (236), South-East (478), Eastern (289), London (433)
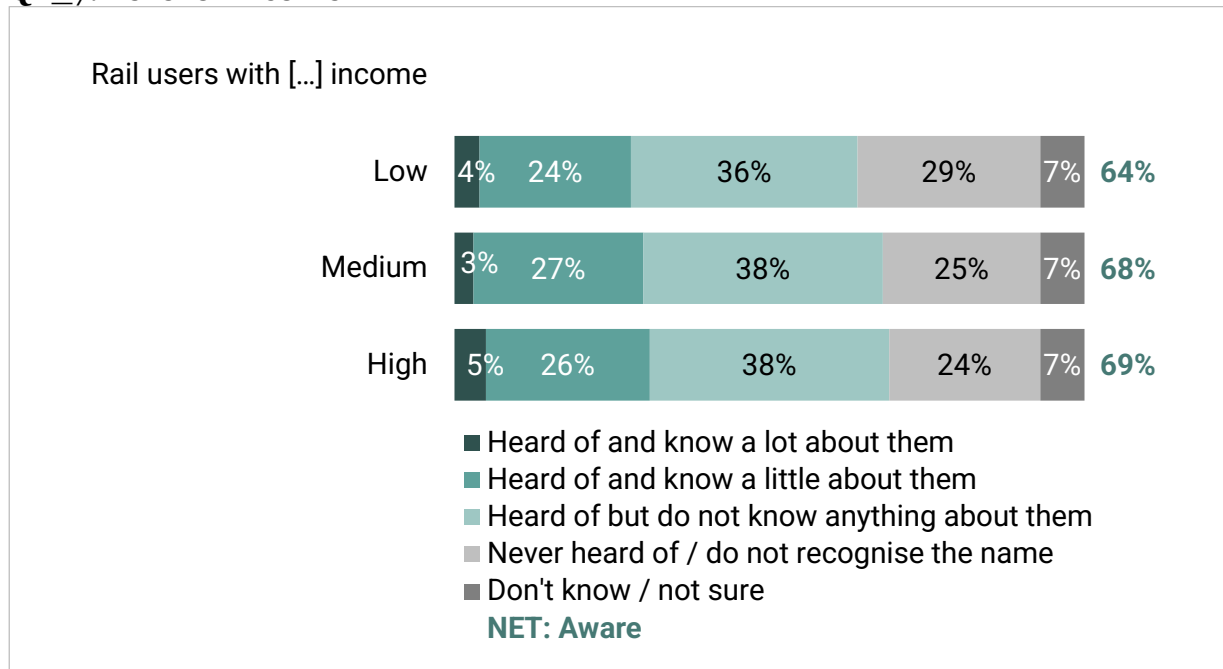
Q2_5. Social grade

Rail users…

	Heard of and know a lot	Heard of and know a little	Heard of but do not know	Never heard of	Don't know / not sure	NET: Aware
ABC1	4%	27% ▲	37%	26%	7%	**68%**
C2DE	4%	23%	39%	26%	8%	**66%**

■ Heard of and know a lot about them
■ Heard of and know a little about them
■ Heard of but do not know anything about them
■ Never heard of / do not recognise the name
■ Don't know / not sure
NET: Aware

Base: All rail users ABC1 (2093), C2DE (924)

Q2_6. Ethnic origin

Rail users…

	Heard of and know a lot	Heard of and know a little	Heard of but do not know	Never heard of	Don't know / not sure	NET: Aware
White	4%	27% ▲	39% ▲	24%	7%	**69%** ▲
Other ethnic origin	3%	20%	31%	35% ▲	11%	▲**54%**

■ Heard of and know a lot about them
■ Heard of and know a little about them
■ Heard of but do not know anything about them
■ Never heard of / do not recognise the name
■ Don't know / not sure
NET: Aware

Base: All rail users White (2579), Other ethnic origin (431)

Q2_7. Level of income

Rail users with […] income

Base: All rail users' income levels: Low (453), Medium (1407), High (1019)
Note: Rail users were categorized into income sub-groups based on their annual household income before tax and deductions. Those with an income below £20,000 were included in the 'Low' income sub-group, those with an income between £20,000 and £49,999 were included in the 'Middle' income sub-group, and those with an income of £50,000 or more were included in the 'High' income sub-group.

Contact details

Redacted   Redacted