Ticket retailing code of practice – what information is relevant

Final report to the Office of Rail Regulation

London Economics

YouGov What the world thinks

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About London Economics

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We advise clients in both the public and private sectors on economic and financial analysis, policy development and evaluation, business strategy, and regulatory and competition policy. Our consultants are highly-qualified economists with experience in applying a wide variety of analytical techniques to assist our work, including cost-benefit analysis, multi-criteria analysis, policy simulation, scenario building, statistical analysis and mathematical modelling. We are also experienced in using a wide range of data collection techniques including literature reviews, survey questionnaires, interviews and focus groups.

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Study objective

The study sets out to examine what information is important to passengers when choosing and buying tickets, what information passengers need in order to make informed decisions when selecting tickets, and how and when this information should be provided.

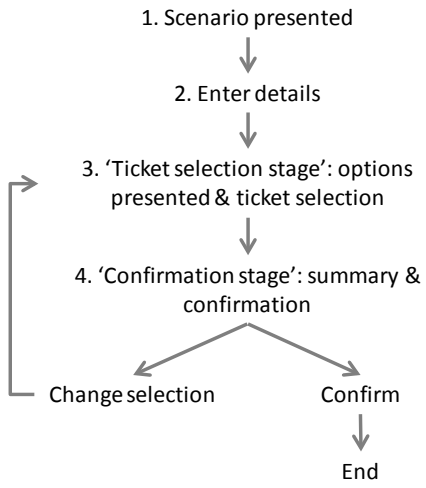
Study approach

The study combines an online survey with an online behavioural experiment. The survey and experiment were completed by 2,124 respondents.

The survey questions included questions on respondents' rail travel and ticket purchasing habits, questions on what ticket and train service information is important to respondents when they are buying tickets, and questions on respondents' general understanding of rail fares and their confidence when buying tickets. The full questionnaire is presented in Annex 2.

The behavioural experiment simulated the purchasing process consumers go through when choosing and purchasing rail tickets. The figure below illustrates the process simulated in the experiment.

Figure 1: Purchasing process in the experiment



At the beginning of the experiment, each respondent was given a scenario describing a train journey they need to make and explaining their travel requirements. Six different scenarios were used in total. In two scenarios respondents were buying tickets on the day of travel, wanted to travel at either peak or off-peak time, and were presented with a choice of Anytime and Off-peak tickets. The other four scenarios involved purchasing tickets before the day of travel. In these cases respondents had different preferences in terms of whether they could commit to a specific service, whether they wanted to break their journey, and whether their travel plans were certain, and they chose between Off-peak and Advance tickets.

Each respondent was then required to choose between four alternative tickets, and their travel requirements as given by the scenario determined which of these tickets were valid and suitable for their needs:

- A **valid ticket** is a ticket that would allow them to travel at the time they wish
- A **suitable ticket** is a ticket that is *valid and meets their needs* in terms of specific departure and arrival times, having the option to break their journey, and flexibility to claim a refund if they decide not to travel.

Respondents then made ticket 'purchases' within the experiment by choosing between the four tickets on offer.[1] When making these purchases respondents were always given certain pieces of core information (which are always provided by retailers), namely the ticket type (i.e. Anytime, Off-peak, Advance), departure point, destination, route, date of travel, and price.

The presentation of seven further pieces of information was varied across the experiment treatments, namely 1) time, route and service restrictions, 2) services for which tickets are valid, 3) rules concerning break of journey, 4) refund rights associated with the ticket, 5) the fare type description, 6) service disruption, and 7) TOCs' refunds and compensation policies.

These seven pieces of information were either presented a) up-front at the ticket selection stage, b) in a pop-up box at ticket selection stage, c) at the confirmation stage, or d) not at all.

The analysis of the experiment data examines whether the presentation of these seven pieces of information enabled respondents to make better ticket choices, in terms of choosing a 'valid' and 'suitable' ticket.

Survey results

Important ticket information

In the survey respondents were asked to select up-to-five pieces of ticket information that they consider most important when buying either a Single/Return or Season ticket (respondents were asked about a type of ticket they have bought previously). The results identify a hierarchy among the different pieces of information:

- At the top, the departure and arrival times (71%, 79%) and journey durations (47%, 55%) of trains a passenger is allowed to catch with a ticket were identified as especially important for both Single/Return and Season tickets.
- In addition, the ticket type (66%) (i.e. Anytime, Off-peak, Advance) and travel time restrictions (60%) were found to be important pieces of information relating to Single and Return tickets. Moreover, respondents who understand the meaning of the ticket types were more likely to report that the ticket type is important.

[1] No actual purchases were made this was a simulated environment. However, the experiment introduction and contexts were designed to reduce any hypothetical bias.

- Whereas information on the routes (57%) a passenger can take and train companies (47%) they can travel with if they hold a ticket were identified as especially important for Season tickets.
- At the lower end, few respondents reported that information on refunds (12%, 19%) and compensation (4%, 7%), the rules on break of journey (7%) with a Single/Return ticket, or the rules on obtaining duplicate Season tickets (14%) is important. However, the low importance attributed to some of these pieces of information may be partly because respondents don't understand the relevant restrictions and their consequences. This was further examined via questions which explained a particular feature or restriction of a specific ticket type, then asked respondents whether that piece of information is important:
  - The results show that when respondents are informed about conditions and their implications, information on aspects such as restrictions (86%), break of journey (68%) and refunds (65%) for Advance tickets and the rules on getting duplicate Season tickets (81%) are "very" or "fairly" important to many respondents.
  - Although such information was found to be less important based on the questions discussed above, these pieces of information may still be material to passengers.

Service information identified as important

Respondents were also asked to pick up-to-five pieces of train service information that they consider to be most important. The results reveal a hierarchy between the different pieces of service information:

- Information on the departure and arrival times (90%) and journey duration (67%) of a service was found to be especially important (once again).
- Which is the cheapest valid ticket (75%) for the service was also identified as highly important, emphasising the importance of information that allows passengers to identify the lowest cost fare.
- Some information was more likely to be important for particular traveller types. For example, information on the availability of Wi-Fi was more likely to be important to business travellers.

Findings for vulnerable groups

The results show that, overall, the hierarchy of the different pieces of information does not differ significantly between four potentially vulnerable groups – disabled, elderly, low educated, and low socio-economic grade – and the full sample. However, some interesting differences between the results for the full sample and the vulnerable groups are observed:

- The share that identified information on access and assistance for disabled passengers as important was significantly higher among the disabled group (13% compared to 3%).
- The share who said the refund policy of the operator is important information was higher among the elderly (14% compared to 9%) and those with low education (also 14%).
- The elderly (16% compared to 8%) and the low socio-economic group (12%) reported that information on on-board catering is important more frequently than the full sample.

Behavioural experiment results

Relative effectiveness of information

Ticket information in general is important and helps passengers to make better choices. This is evident from the effectiveness of the different pieces of information tested in the experiment, especially when the information is relevant to a passenger's own circumstances and requirements. For example:[2]

- When passengers wish to break their journey, presenting break of journey information up-front is found to increase the likelihood that they choose a suitable ticket by 26 percentage points.
- When passengers need to travel at peak time, informing them up-front of time, route and service restrictions and the services for which tickets are valid increases the likelihood that they choose a suitable ticket by 9 and 21 percentage points respectively.
- When passengers are uncertain about their travel plans, presenting information on refund rights up-front is observed to increase the likelihood that they choose a suitable ticket by 17 percentage points.

There is an overall hierarchy among the pieces of information tested in the experiment:

- When respondents were buying a ticket on the day of travel, and choosing between Anytime and Off-peak tickets, information on services for which tickets are valid was more effective than information on travel restrictions.
- When respondents were buying a ticket the day before travelling, and choosing between Off-peak and Advance tickets, break of journey information was more effective than information on refund rights associated with the ticket.

How information should be presented

The experiment results show that how information is presented is important:

- Presenting information up-front is more effective than presenting it in a pop-up or at the confirmation stage, and some information was not effective at all unless it was presented up-front (e.g. time, route and service restrictions).
    - For example, when passengers wish to break their journey, presenting break of journey information in a pop-up increases the likelihood that they choose a suitable ticket by 15 percentage points, compared to 26 percentage points if this information is provided up-front.
- However, giving too much information at once should be avoided, since the experiment shows that if a large amount of information is presented it can make individuals less

[2] This analysis examines the impact of providing each piece of information relative to a common baseline of not presenting that specific information at all during the purchasing process. This approach allows us to assess the relative effectiveness of providing different pieces of information up-front, in a pop-up or at the confirmation stage, on the ability of consumers to correctly choose a valid and suitable ticket for their journey against the common baseline.

confident about their choices. In particular, when TOC refund and compensation policies were presented up-front respondents were 5 percentage points more likely to report that they were not confident *because there was too much information on the page*.

- Providing information at the ticket confirmation stage is found to be least effective in general.

Impact of information on respondents' confidence

The only information that had a statistically significant impact on respondents' confidence that they were able to choose the right ticket was information on services for which tickets are valid and break of journey information:

- When these pieces of information were presented up-front, respondents were (on average) 1.27 points and 0.77 points more confident on a scale of 1 to 10, respectively.
- Although providing these pieces of information in a pop-up still had a statistically significant effect on respondents' confidence, this effect was smaller,
- Only information on services that a passenger can catch had a statistically significant effect on confidence when presented at the confirmation stage.

Conclusions

Based on the results outlined above and discussed in more detail in the report, several conclusions are drawn from the study:

- Provision of ticket information is important in general, especially information that is relevant to a passenger's own particular circumstances and requirements. This suggests that sales processes that can identify a passenger's specific requirements and then tailor the information provided to them accordingly would be very beneficial.
- Some information stands out as particularly important based on the findings. This includes the departure and arrival times and journey durations of services that a passenger can catch, as well as information on restrictions and conditions associated with tickets, including restrictions on time of travel, break of journey and refunds. In addition, passengers would especially appreciate information that allows them to identify the cheapest fare for a given service. Key information such as this should be made clear to passengers.
- Passengers may not be aware of the potential impacts on them of certain ticket restrictions. Information on these restrictions and conditions 'becomes' important when the passenger is informed about the implications. This includes the rules for obtaining duplicate Season tickets, refund arrangements for Season and Advance tickets, and whether a passenger can break their journey if they hold an Advance ticket.
- How information is provided is important and the most important pieces of information relevant to the passenger's journey requirements should be given up-front as a priority. Furthermore, since the experiment showed that giving information at the confirmation stage is least effective, information should be provided earlier rather than later where possible.

- The ticket type can be a useful information tool for well-informed passengers to identify a ticket that is suitable for their journey, but for many respondents the ticket type alone was not sufficient to enable them to choose a suitable ticket in the experiment and it should not substitute for clear information on aspects such as train departure and arrival times and restrictions.
- The need to provide information that is key to the passenger's ticket selection decision should be balanced with the need to avoid presenting too much information at once. This emphasises the remark above that retail processes that identify passengers' specific requirements and tailor the information provided accordingly would benefit consumers.

1 Introduction

This study for the ORR was completed by London Economics in association with YouGov. The study was conducted between March and May 2014.

The objective is to assess what information about train tickets and train services is important to passengers when choosing and buying rail tickets, and how the provision and presentation of information impacts upon customers' ability to select the best ticket for their journey, in terms of validity, suitability for their travel requirements, and cost.

The study implemented an online questionnaire combined with a behavioural experiment. 2,124 train travellers completed the questionnaire and experiment. All respondents had purchased a train ticket within the last three months, with the majority having purchased a ticket within the last 4 weeks. The most common type of ticket purchased by respondents was a return ticket, while 8% had bought a Season ticket and 6% had topped-up a travel card. The most common channel used to purchase a ticket was online (53%), with 46% having bought from a ticket office and 32% from a self-service machine. Slightly over half (56%) of those surveyed said they tend to purchase their train tickets prior to their journey date.

The report has three chapters. The first chapter sets out the approach taken. The second chapter analyses what pieces of ticket and train service information are important to passengers based on a range of 'standard' survey questions. The final chapter presents results from the behavioural experiment on the impact of information on ticket purchasing behaviour.

The annexes present information on the rail travel habits of respondents in the sample, the scenarios given to respondents in the experiment, and the survey questionnaire.

2 Study approach

Due to the specific requirements of the study a survey questionnaire comprising of two elements was designed:

- The first element was a set of survey questions that explored what information is important to rail passengers, as well as gathering useful contextual information on individual respondents' use and attitudes towards rail services.
- The second element was a behavioural experiment, which examined the ticket purchasing choices of respondents under alternative information 'treatments'. These treatments differed in terms of the information content that was included and the way that the information was presented.

2.1 Survey questions

The survey questions included questions on:

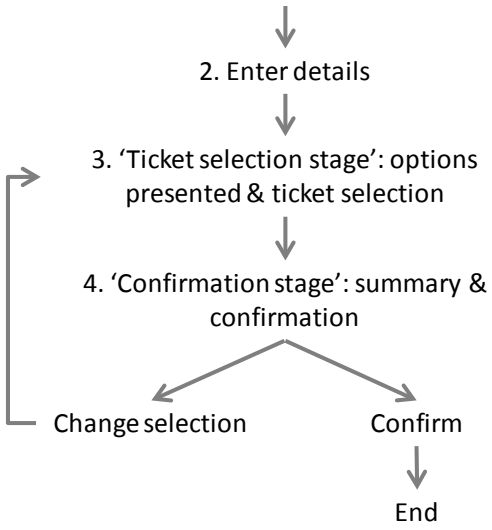
- Travel habits including frequency of travel and purpose of travel (e.g. business, leisure);
- Purchasing habits in terms of types of ticket respondents tend to purchase (e.g. single, return, season, anytime, off-peak or advance);
- Purchase method (e.g. ticket office, online self-service machine) and if tickets are generally bought the day before travel or not.
- Importance of different pieces of ticket information when choosing and purchasing a ticket. For example, departure and arrival time, journey duration, route, calling points, and train changes.
- Importance of different pieces of train service information. For example, departure and arrival times, journey duration, required changes, refund and compensation policy.
- Understanding and confidence when purchasing different types of tickets, getting the best price and buying the right ticket for their journey; and, confidence in understanding the terms and conditions of ticket.
- Access to information respondents require when purchasing a rail ticket.

The full questionnaire is presented in Annex 2.

2.2 Experiment set-up

In the behavioural experiment, each respondent was given a scenario describing a train journey that they need to make, and was then required to choose between alternative tickets. The information provided to each respondent about the alternative tickets was varied according to the specific 'treatment' to which the respondent was assigned. The experiment process comprised of four stages, as show in Figure 2.

Figure 2: Experiment process



2.2.1 Scenarios given to respondents

In the experiment, the scenario (or 'context') given to respondents determined which particular services met their needs, and therefore which tickets were suitable alternatives for their desired journey. In particular, whether a ticket was suitable for a respondent's journey depended on:

- Their departure and arrival time preferences.
- Whether they could commit to catch a particular service.
- Whether they wish to break their journey.
- The certainty of their travel plans.

The contexts given to respondents in the experiment specified a scenario in terms these four factors. The six scenarios that were presented to respondents in the experiment are described in terms of these factors in Table 1 (and in each case the suitable ticket types are identified), and can be summarised as follows:

- Scenarios in which the passenger is buying tickets *on the day of travel* and:
  - must travel during peak time (Scenario 1)
  - can travel during off-peak time (Scenario 2)
- Scenarios in which the passenger is buying tickets *the day before travel* and:
  - cannot commit to a particular train (Scenario 3)
  - wishes to break their journey (Scenario 4)
  - is uncertain about their travel plans (Scenario 5)
  - can commit to a particular train (Scenario 6)

The full texts of each scenario are presented in Annex 1.

Although the experiment scenarios were devised to reflect situations that passengers may face in reality, the scenarios were not straightforward and were particularly relevant to situations where

the passenger has specific requirements (e.g. where they wish to break their journey, cannot commit to a certain train, etc). It is useful to examine passengers' choices in relatively challenging scenarios because in more straightforward situations they would be more likely to make good decisions irrespective of what information is provided (i.e. it is more valuable to identify information that is helpful to passengers in situations where they could potentially make mistakes).

Each respondent did the experiment twice and was given a different scenario each time. So that the two scenarios presented to each respondent were relatively different, respondents were either given Scenarios 1 and 3, or 2 and 6, or 4 and 5.

As explained in section 2.2.3, the same information would have been shown to respondents in the experiment had the scenarios told them that they were buying a ticket several weeks or months before travelling, rather than just one day before travelling as in Scenarios 3 to 6. Hence the results are also relevant to situations in which passengers are buying tickets further in advance.

Table 1: Experiment scenarios described in terms of factors that determine ticket suitability

Scenario	Travel time[1] preferences	Able to commit to a service[2]	Wishes to break journey[2]	Travel plans are certain[2]	Suitable ticket types[3]		
					Anytime	Off-peak	Advance[2]
If ticket is bought on day of travel:							
1	Peak[2]	:	:	:	Yes	No	:
2	Off-peak[3]	:	:	:	Yes	Yes	:
If ticket is bought before day of travel:							
3	Off-peak	No	No	Yes	Yes	Yes	No
4	Off-peak	Yes	Yes	Yes	Yes	Yes	No
5	Off-peak	Yes	No	No	Yes	Yes	No
6	Off-peak	Yes	No	Yes	Yes	Yes	Yes

Note: 1) "Peak" means the passenger needs to travel at peak time, whereas "Off-peak" means the passenger does not need to travel at peak time. 2) ":" signifies not applicable. 3) Some specific tickets may also be unsuitable due to route or TOC restrictions.

2.2.2 Tickets sets

Respondents who were given a particular scenario were then presented with one of two ticket sets, meaning that twelve ticket sets (i.e. 6 x 2) were presented in total across all respondents (respondents were randomly allocated to scenario then a corresponding ticket set). Each ticket set comprised of four alternative tickets, which varied in terms of six characteristics:

- Ticket type.
- Route/TOC for which the ticket is valid.
- Journey durations of services for which the ticket is valid.
- Service disruption of services for which the ticket is valid.
- Refund and compensation policies of the TOC (i.e. 'Ts&Cs').
- Price.

The characteristics of the tickets sets presented to respondents in each scenario are shown in Table 2.

Note that the tickets in sets 5 to 12 have identical characteristics since these ticket sets are presented to respondents in Scenarios 3 to 6, which all involve buying a ticket the day before travelling and wishing to travel at off-peak time (meaning that for these scenarios Advance and Off-peak tickets are relevant).

Depending on the scenario given to the respondent, the tickets in each set may or may not have been suitable for their journey because:

- the ticket is the wrong type;
- due to route or TOC restriction;
- because the passenger cannot commit to catch a particular service;
- because the passenger wants to break their journey; or
- because the passenger is uncertain about their travel plans.

Table 2: Characteristics of tickets sets presented to respondents							
	Ticket type	Route	Suitable	Price	Duration	Service disruption	Terms & conditions
Ticket Set 1: Presented to respondents in Scenario 1							
1	Anytime	Any permitted	Yes	£82.00	1:24	None	Good
2	Anytime	Specific TOC	Yes	£49.50	2:18	15 min	Good
3	Anytime	Specific TOC	No	£48.50	2:48	None	Good
4	Off-peak	Any permitted	No	£47.00	1:24	None	Good
Ticket Set 2: Presented to respondents in Scenario 1							
1	Anytime	Any permitted	Yes	£82.00	1:24	None	Good
2	Anytime	Specific TOC	Yes	£49.50	2:18	None	Poor
3	Anytime	Specific TOC	No	£48.50	2:48	None	Good
4	Off-peak	Any permitted	No	£47.00	1:24	None	Good
Ticket Set 3: Presented to respondents in Scenario 2							
1	Off-peak	Any permitted	Yes	£47.00	01:24	None	Good
2	Off-peak	Specific TOC	Yes	£27.50	02:08	15 min	Good
3	Off-peak	Specific TOC	No	£22.90	03:29	None	Good
4	Anytime	Any permitted	Yes	£82.00	01:24	None	Good
Ticket Set 4: Presented to respondents in Scenario 2							
1	Off-peak	Any permitted	Yes	£47.00	01:24	None	Good
2	Off-peak	Specific TOC	Yes	£27.50	02:08	None	Poor
3	Off-peak	Specific TOC	No	£22.90	03:29	None	Good
4	Anytime	Any permitted	Yes	£82.00	01:24	None	Good
Ticket Set 5: Presented to respondents in Scenario 3							
1	Off-peak	Any permitted	Yes	£47.00	01:24	None	Good
2	Off-peak	Specific TOC	Yes	£27.50	02:08	15 min	Good
3	Advance	Specific service	No	£6.00	02:04	None	Good
4	Advance	Specific service	No	£11.00	01:25	None	Good
Ticket Set 6: Presented to respondents in Scenario 3							
1	Off-peak	Any permitted	Yes	£47.00	01:24	None	Good
2	Off-peak	Specific TOC	Yes	£27.50	02:08	None	Poor
3	Advance	Specific service	No	£6.00	02:04	None	Good
4	Advance	Specific service	No	£11.00	01:25	None	Good
Ticket Set 7: Presented to respondents in Scenario 4							
1	Off-peak	Any permitted	Yes	£47.00	01:24	None	Good
2	Off-peak	Specific TOC	Yes	£27.50	02:08	15 min	Good
3	Advance	Specific service	No	£6.00	02:04	None	Good
4	Advance	Specific service	No	£11.00	01:25	None	Good
Ticket Set 8: Presented to respondents in Scenario 4							
1	Off-peak	Any permitted	Yes	£47.00	01:24	None	Good
2	Off-peak	Specific TOC	Yes	£27.50	02:08	None	Poor
3	Advance	Specific service	No	£6.00	02:04	None	Good
4	Advance	Specific service	No	£11.00	01:25	None	Good
Ticket Set 9: Presented to respondents in Scenario 5							
1	Off-peak	Any permitted	Yes	£47.00	01:24	None	Good
2	Off-peak	Specific TOC	Yes	£27.50	02:08	15 min	Good
3	Advance	Specific service	No	£6.00	02:04	None	Good
4	Advance	Specific service	No	£11.00	01:25	None	Good

Ticket Set 10: Presented to respondents in Scenario 5							
1	Off-peak	Any permitted	Yes	£47.00	01:24	None	Good
2	Off-peak	Specific TOC	Yes	£27.50	02:04	None	Poor
3	Advance	Specific service	No	£6.00	02:04	None	Good
4	Advance	Specific service	No	£11.00	01:25	None	Good
Ticket Set 11: Presented to respondents in Scenario 6							
1	Advance	Specific service	Yes	£11.00	01:25	None	Good
2	Advance	Specific service	Yes	£6.00	02:04	15 min	Good
3	Off-peak	Any permitted	Yes	£47.00	01:24	None	Good
4	Off-peak	Specific TOC	Yes	£27.50	02:04	None	Good
Ticket Set 12: Presented to respondents in Scenario 6							
1	Advance	Specific service	Yes	£11.00	01:25	None	Good
2	Advance	Specific service	Yes	£6.00	02:04	None	Poor
3	Off-peak	Any permitted	Yes	£47.00	01:24	None	Good
4	Off-peak	Specific TOC	Yes	£27.50	02:04	None	Good

Note: Depending on the scenario given to the respondent, tickets may be unsuitable for their desired journey because:

- the ticket is the wrong type;
- due to route or TOC restriction;
- because the passenger cannot commit to catch a particular service;
- because the passenger wants to break their journey; or
- because the passenger is uncertain about their travel plans.

2.2.3 Ticket information

The following ticket information was presented to respondents during the experiment:

1. Fare type
2. Departure point
3. Destination
4. Route
5. Date of travel
6. Price
7. Fare type description
8. Services for which the ticket is valid
9. Time, route and service restrictions
10. Option to break journey
11. Refund rights associated with the ticket
12. Service disruption
13. TOC refunds & compensation policy

Items 1 to 6 above[3] were always presented, since this is core information that is always provided by retailers. This information was always provided up-front at the ticket selection stage of the purchasing process.

Whether and how the other pieces of information[4] were presented was varied between the experiment treatments. In particular, across the different treatments these pieces of information were presented:

[3] i.e. departure point, destination, route, date of travel, and price.

- up-front at the ticket selection stage ("up-front"),
- in a pop-up box at the ticket selection stage ("in a pop-up"),
- up-front at the confirmation stage ("at confirmation"), or
- not at all

It should be noted that identical information would have been shown to respondents in the experiment had the scenarios told them that they were buying a ticket several weeks or months before travelling, rather than just one day before travelling. Therefore, despite the experiment design choice to frame respondents' decisions as a purchase being made one day in advance, as in Scenarios 3 to 6, the results are also relevant to situations in which passengers are buying tickets further in advance.

2.3 Analysis approach

2.3.1 Respondent performance measures

The analysis examines the effects of different pieces of information on respondents' choices, and whether these effects differ depending on how information was presented. In particular, three measures of respondent 'performance' are examined in the analysis of the experiment data, namely whether the respondent chose:

- A **valid ticket type** – i.e. a ticket that is valid for the time they wish to travel.
- A **suitable ticket** given their requirements – i.e. a ticket that is valid for the time they wish to travel *and* meets their personal requirements in terms of departure and arrival times, option to break their journey, and flexibility to claim a refund if they decide not to travel.
- The **cheapest suitable ticket** – i.e. the cheapest ticket that is valid for the time they wish to travel and meets their personal requirements (in terms of the factors above)

2.3.2 Regression analysis

Since each performance measure defined above is a binary variable (i.e. with value 1 if the respondent chose a valid ticket and 0 otherwise), the impact of information provision on respondents' choices is analysed through logistic (logit) regression analysis. Logit regressions are carried out to examine the impact of presenting specific pieces of information, in a certain way, on the likelihood that respondents chose a valid ticket type, a suitable ticket, and the cheapest suitable ticket.

Three binary explanatory variables are included in each regression indicating whether a given piece of information was presented either up-front at the ticket selection stage, as a pop-up at the ticket selection stage, or up-front at the confirmation stage. That is, for each performance measure and piece of information, the following regression equation is estimated:

$$MP1_i = \alpha\, \beta_1.Upfront_i + \beta_2.Popup_i + \beta_1.Confirmation_i$$

[4] i.e. fare type description, services for which the ticket is valid, time/route/service restrictions, option to break journey, refund rights associated with the ticket, service disruption, and TOC refunds and compensation policy.

Where $MP1_i$ is the first performance measure for individual i and $Upfront_i$, $Popup_i$ and $Confirmation_i$ represent where the piece of information in question was presented to individual i either up-front, as a pop-up, or at the confirmation stage.

Hence, the results (which are presented chapter 4) identify the impact of presenting a piece of information in a certain way *relative to when the information is not presented at all* (since the 'not presented' case is omitted from the regression and therefore becomes the 'base' case).

In addition, regressions were also conducted with a range of personal characteristics (age, gender, etc) included as explanatory variables in order to ensure that the results relating to information provision are unaffected when these variables are included. The results of these regressions are given in Annex 5.

2.4 Applicability of the results

Whereas the results from the consumer survey are generally applicable, the results from the behavioural experiment relate to the specific scenarios that were given to respondents. Hence the applicability and importance of the experiment results for passengers in reality depends on how pertinent the experiment scenarios are to passengers (i.e. whether passengers often face or believe they may face these scenarios).

There is evidence from the survey (section 3.4) that the experiment scenarios are pertinent, since few respondents reported that information on break of journey restrictions (18%), refund rules (24%) or travel restrictions (5%) is not important *because they are not concerned by it*, which suggests that the corresponding scenarios included in the experiment are pertinent to passengers.

Furthermore, the consequences of an incorrect decision in the experiment scenarios would be quite severe in reality. Therefore, since the experiment tests whether certain pieces of information help passengers to make the better choices in such situations, the results have important implications.

Although simplifications inevitably have to be made in experiments (e.g. respondents didn't search for tickets and were always offered four alternatives) and it is necessary to focus on particular issues (e.g. time of travel, break of journey, ability to commit to a train, etc), the scenarios were developed in order to reflect range of situations that passengers may face in reality so that quite general conclusions can be drawn from the results.

3 Information respondents consider important

The information that respondents consider to be important was identified from survey questions which asked respondents to specify the most important pieces of information from a list of options (they selected up to five). These questions were asked regarding ticket information for Single and Return tickets and Season tickets, as well as regarding train information.

3.1 Important ticket information when buying a Single or Return ticket

The shares of respondents who identified different pieces of ticket information as important when buying a Single or Return ticket are shown in Figure 3 (the error bars represent the 95% confidence intervals). These results are presented for a journey that the respondent makes regularly and for a journey that the respondent makes infrequently.[5] Based on these results, the various pieces of ticket information can be divided into three broad groups according to their relative importance to passengers:

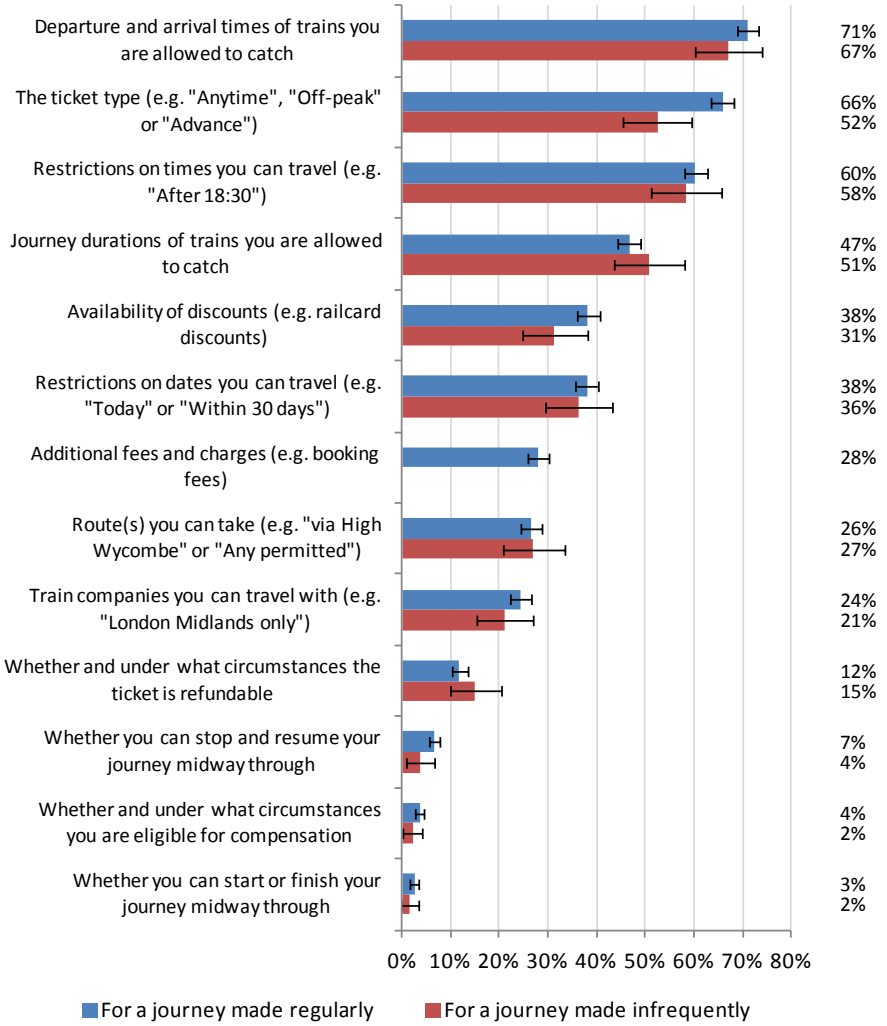
- The first group, which is considered to be the most important (for both regular and infrequent journeys), includes the departure and arrival times of trains for which the ticket is valid, the ticket type, travel time restrictions, and journey durations. Between 47% and 71% of respondents identified these pieces of information as among the most important, depending on whether the ticket was for a journey that the passenger makes regularly or infrequently.
- The second group, which is identified as moderately important but less so than the first, includes restrictions on date of travel, availability of discounts (e.g. railcard discounts), additional fees and charges (e.g. booking fees), routes the passenger can take, and train companies the passenger can travel with. The share of respondents who identified these pieces of information as among the most important ranged from 21% to 38%.
- The third group, which is found to be of lower importance, includes circumstances under which the ticket is refundable, whether the passenger can stop and resume their journey midway through, circumstances under which the passenger is eligible for compensation, and whether the passenger can start or finish their journey midway through. Between 2% and 15% of respondents identified these pieces of information as among the most important.

The 'ticket type' conveys information on a range of ticket features, including travel restrictions and terms and conditions, but only to passengers who understand the characteristics of the different types. Therefore we expect that respondents who are informed about the meaning of the ticket types should be more likely to view the ticket type as an important piece of information.

This is confirmed by the data: respondents who reported that they have a better understanding of the characteristics, restrictions and terms and conditions of the main ticket types were more likely to identify the ticket type as important. Section 3.5 examines the impact of respondents' understanding of the main ticket types on their views regarding the importance of different pieces of information.

[5] Defined as a journey that is made at least twice a year and a journey that is made less than twice a year, respectively.

Figure 3: Shares that identified each piece of ticket information as important when buying a Single or Return ticket, for a journey they make regularly or infrequently



Note: Q12a/Q12b: "Please consider the following pieces of ticket information and pick up to five you consider most important when buying a Single or Return ticket for a journey that you make regularly i.e. at least twice a year/ infrequently i.e. less than twice a year". The option "Additional fees and charges (e.g. booking fees)" was not offered to respondents who were answering for a journey that they make infrequently.

Source: LE/YouGov survey, May 2014

Since respondents answered the survey questions after undertaking the behavioural experiment, we examine whether their responses regarding what information is important appear to have been affected by their treatment group. Figure 4 below presents the shares of respondents who identified each piece of ticket information as important when buying a ticket for a journey that

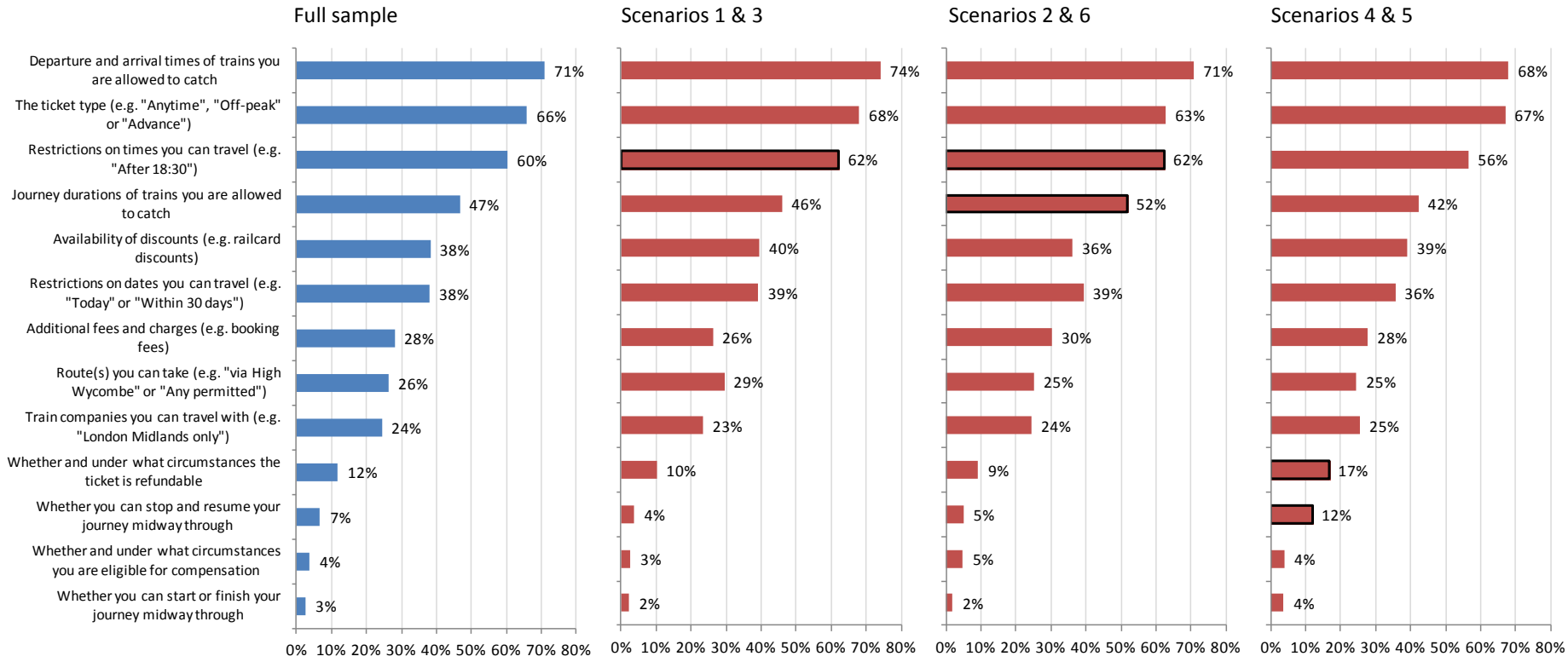
they make regularly among those who were given Scenarios 1 and 3, Scenarios 2 and 6, and Scenarios 4 and 5 in the experiment.[6]

These results show that the rank order of the various pieces of information is almost identical across the treatment groups. Hence the overall findings and conclusions regarding the relative importance of different pieces of information are unaffected by the treatment group, and the fact that respondents did the survey after the experiment does not seem to have impacted on the overall results.

That said there are some interesting differences in the results across the treatment groups. These differences are intuitive and consistent with the idea that information on certain factors is more important when passengers have been exposed to the relevant issue (albeit in an experimental setting in this case) and are aware of the implications. For example, respondents who were given Scenario 4 (in which they wished to break their journey) were more likely to say that information on whether you can stop and resume your journey midway through is important. Other results that differ (to a statistically significant extent) across treatment groups are highlighted in Figure 4.

[6] As noted in section 2.2.1, each respondent did the experiment twice and was given a different scenario each time. So that the two scenarios presented to each respondent were relatively different, respondents were either given Scenarios 1 and 3, or 2 and 6, or 4 and 5.

Figure 4: Shares that identified each piece of ticket information as important when buying a Single or Return ticket (for a journey they make regularly)



Note: Q12a/Q12b: "Please consider the following pieces of ticket information and pick up to five you consider most important when buying a Single or Return ticket for a journey that you make regularly i.e. at least twice a year/ infrequently i.e. less than twice a year".

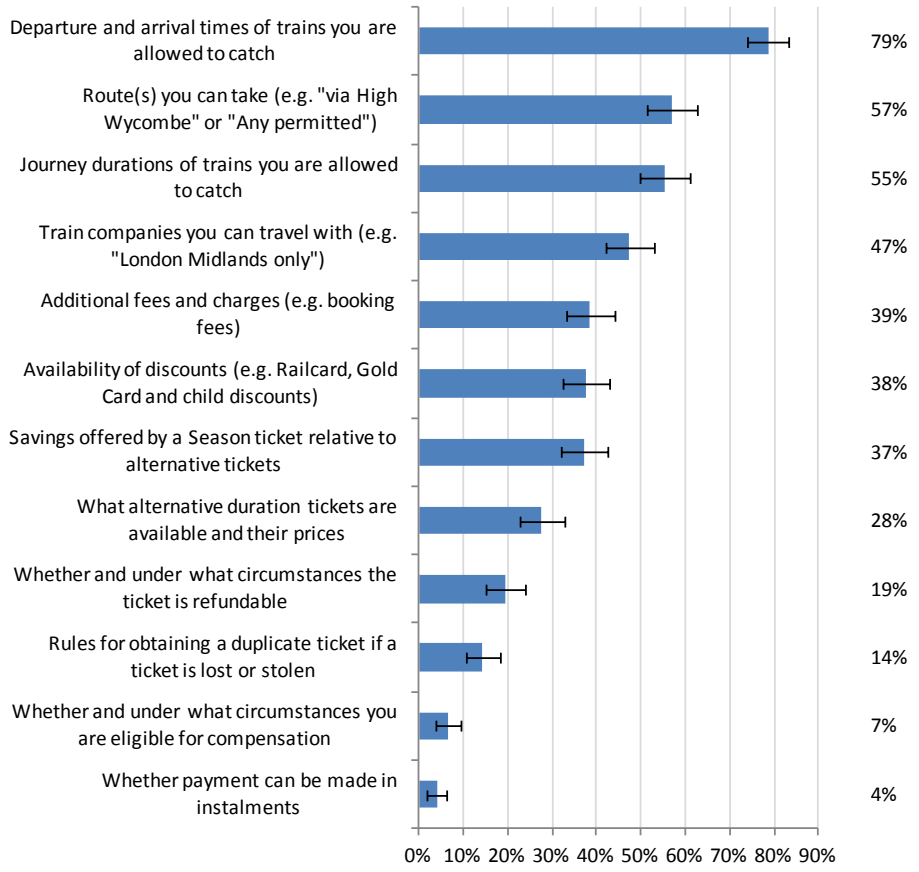
Source: LE/YouGov survey, May 2014

3.2 Important ticket information when buying a Season ticket

The shares of respondents who identified different pieces of ticket information as important when buying a Season (or other multi-trip ticket) are shown in Figure 5. These results indicate that several pieces of information that were identified as particularly important when buying a Single or Return ticket are also considered to be important when a Season ticket, namely departure and arrival times of trains for which the ticket is valid, routes the passenger can take, journey durations, and train companies the passenger can travel with.

Among the pieces of information specific to Season tickets, the savings offered by a season ticket relative to alternative tickets was identified as most important, followed by what alternative duration tickets are available and their prices. In addition, significant shares of respondents consider the circumstances under which the ticket is refundable and the rules for obtaining a duplicate ticket to be important (19% and 14% respectively), although these shares are lower than those for most other pieces of information.

Figure 5: Shares that identified each piece of ticket information as important when buying a Season ticket



Note: Q12c: "Please consider the following pieces of ticket information and pick up to five you consider most important when buying a Season or other multi-trip ticket".
Source: LE/YouGov survey, May 2014

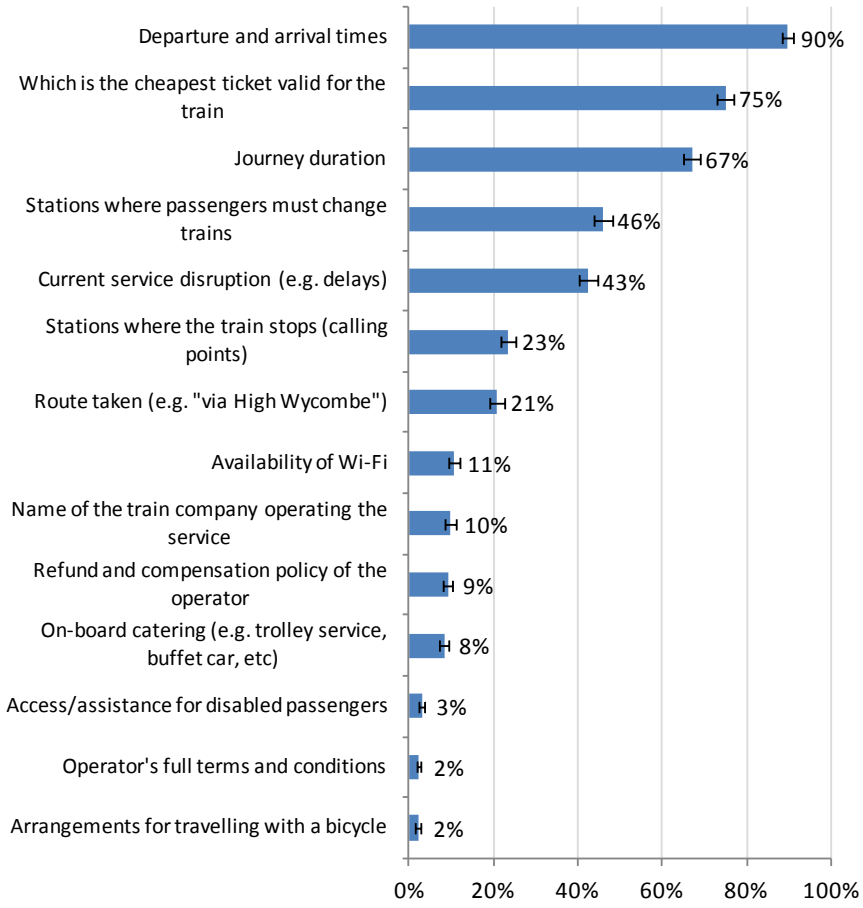
3.3 Important train information

The shares of respondents who identified different pieces of train information as important are shown in Figure 6. These results suggest that the various pieces of train information may be divided into four broad groups, based on their relative importance to passengers. In decreasing order of importance these groups are:

- Departure and arrival times, the cheapest valid ticket for the train, and journey duration, which were identified as important by at least 67% (and up to 90%) of respondents.
- Stations where passengers must change trains and current service disruption, which were identified as important by 46% and 43% of respondents respectively.
- Stations where the train stops (calling points) and route taken, which were identified as important by 23% and 21% of respondents respectively.
- Availability of Wi-Fi, train company operating the service, refund and compensation policy of the operator, on-board catering, access/assistance for disabled passengers, operator's full terms and conditions, and arrangements for travelling with a bicycle, which were identified as important by 11% of respondents or less.

Some of the pieces of information covered in Figure 6, such as assistance for disabled passengers, might be expected to be more (or less) important for particular groups of 'vulnerable' consumers. Therefore, in section 3.3.1 the results shown in Figure 6 are presented for several groups of potentially vulnerable consumers in Figure 7.

Figure 6: Shares that identified each piece of train information as important



Note: Q13: "And which of the following pieces of train service information are most important? Select up to five you consider most important".

Source: LE/YouGov survey, May 2014

3.3.1 Important train information for vulnerable consumers

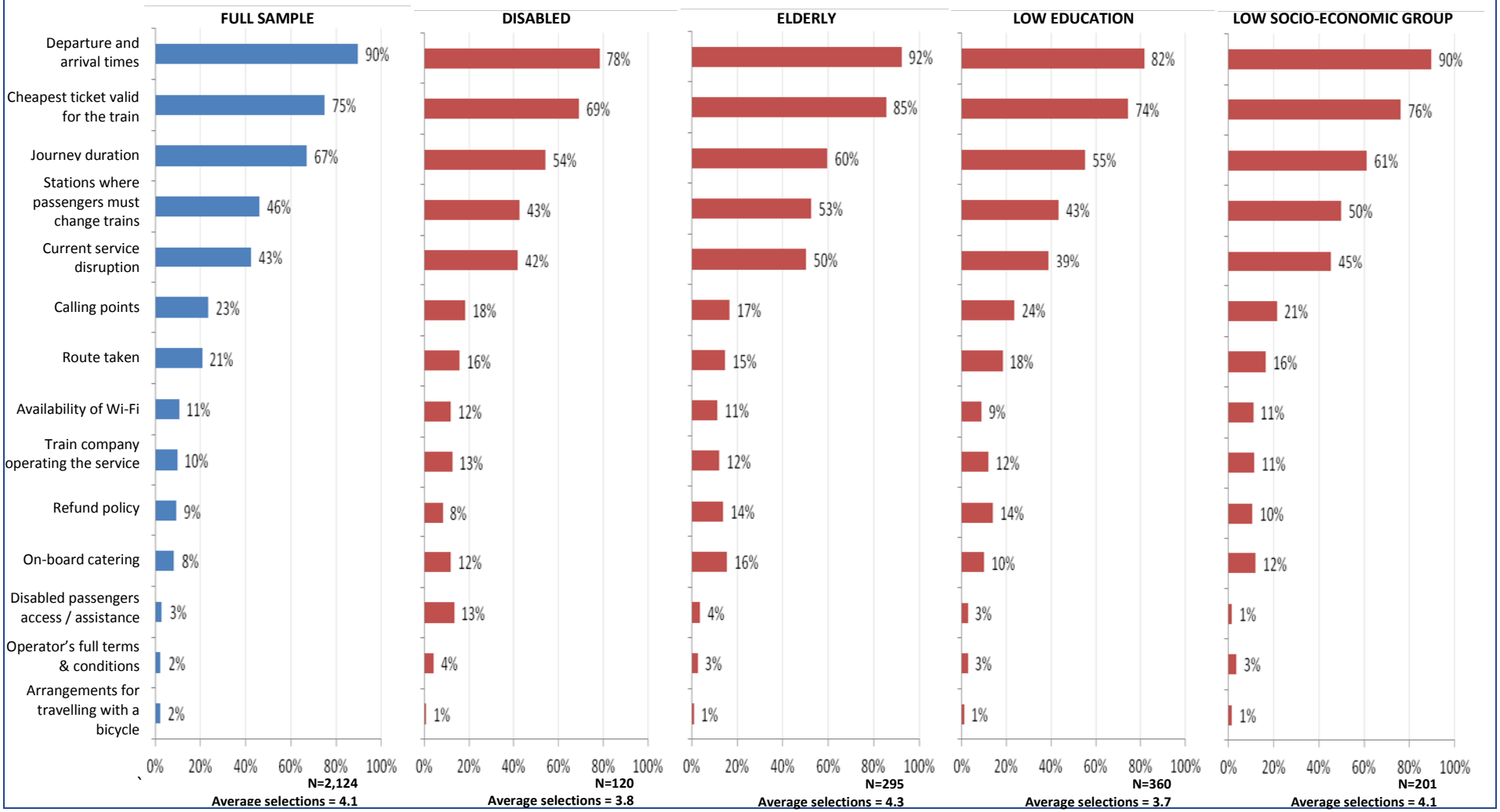
The results shown in Figure 6 above are presented for four subgroups of potentially vulnerable consumers in Figure 7. These subgroups are defined as follows:

- Disabled: respondents whose answer to the question "Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?" was "Yes, limited a lot".
- Elderly: respondents aged 65 or older.
- Low education: respondents with educational or work-related qualifications equivalent to CSE grade 1, GCE O level, GCSE, School Certificate, Scottish Ordinary/ Lower Certificate, or lower.
- Low socio-economic group: respondents in NRS social grade D and respondents in NRS social grade E who are unemployed.

The overall hierarchy of the different pieces of information is relatively similar across the vulnerable groups, and the hierarchy does not differ significantly between the vulnerable groups and the full sample, especially and the higher end. However, Figure 7 does illustrate some important differences between the results for the full sample and those for the vulnerable groups:

- Firstly, as expected, the share that identified information on access and assistance for disabled passengers as important was significantly higher, at 13% rather than 3%, among those in the disabled sub-group (this difference is statistically significant at the 99% level).
- Secondly, the share who reported that the refund policy of the operator is important information was higher among the elderly and those with low education (at 14%) than for the full sample (these differences are significant at the 95% level).
- Finally, the elderly (16%) and those in the low socio-economic group (12%) reported that information on on-board catering is important more frequently than the full sample (for the elderly group the difference relative to the full sample is significant at the 99% level, whereas for the low socio-economic group it is significant at the 90 level%).

Figure 7: Comparative attitudes to train service information of vulnurable consumers



3.4 Importance of information on specific characteristics, restrictions and terms and conditions

Survey respondents were asked to consider a particular statement/piece of information relating to a certain type of ticket, and to report how important it is to be given that piece of information. The following five pieces of information were tested in these questions:[7]

- **Break of journey – Advance ticket**: If you buy an Advance ticket you must get on and off the train at the stations shown on the ticket. If you get off the train before reaching the destination shown, or break and resume your journey midway through, you may have to buy a new valid ticket costing considerably more.
- **Lost/stolen/duplicate tickets – Season ticket**: If a Season Ticket is lost or stolen an application for a duplicate will be considered. Only one duplicate is allowed in any 12 month period unless: a) the original is returned within one month of the loss being reported or b) a request for a duplicate was because of theft, robbery, fire or other exceptional circumstances. No more than two duplicate Season Tickets will be issued in any 12 month period under any circumstances. There is an administration charge of £10 to £20 when a duplicate Season Ticket is issued.
- **Refunds – Season ticket**: If you hand in a Season Ticket that you no longer need you may receive a refund. The refund will be the difference between the price you paid and the cost of a ticket (or tickets) for the period for which you have actually used the ticket, plus an administration charge. Because of the discounts on longer term Season Tickets, refunds are not made pro rata to the periods before/after surrender and Annual Season Tickets have no refund value after about 10½ months.
- **Refunds – Advance ticket**: Advance tickets are non-refundable. Unlike an Off-peak or Anytime ticket, if you buy an Advance ticket and decide not to use it, you will NOT receive a refund.
- **Restrictions – Advance ticket**: If you buy an Advance ticket, you must travel on the train specified when you book your ticket. If you miss the train on which you are booked for any reason, or you board another train, you must buy a new ticket. You may have to pay a penalty fare or buy a new valid ticket costing considerably more if you board a train with an invalid ticket.

These pieces of information were also examined in the questions discussed above (see sections 3.1 and 3.2). However, by explaining specific ticket characteristics to respondents, the questions analysed in this section test whether respondents consider these pieces of information to be important when they are informed about the relevant restrictions and terms and conditions, and their consequences.

In addition, if a respondent believes a piece of information is not important, these questions allowed them to indicate whether this is because they are not concerned by the statement, or because it is something they already know.

Results for all five statements are presented in Figure 8 below.

[7] Respondents were randomly assigned to one of these five.

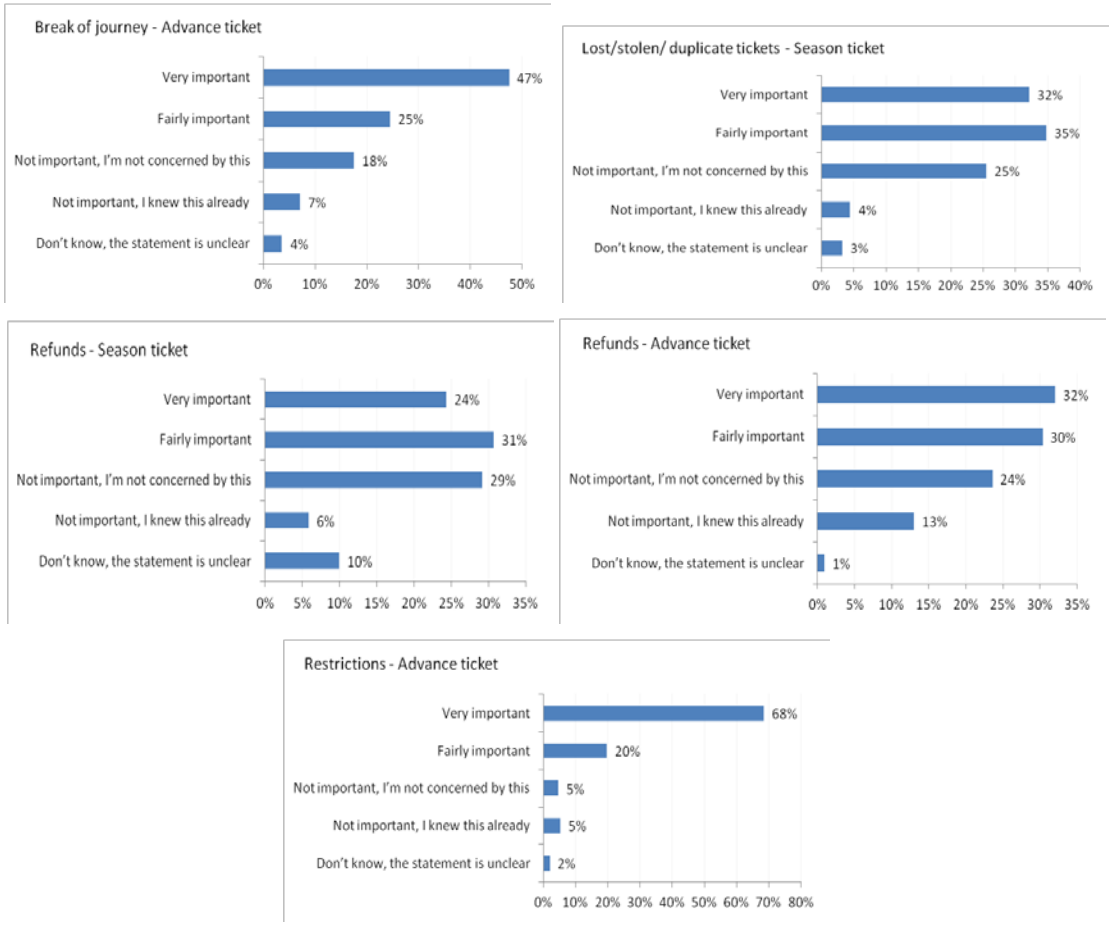
Based on these questions, information on travel restrictions when purchasing an Advance ticket is found to be highly important, with 68% of respondents reporting that this information is "very important". This is generally in line with the results presented in section 3.1, which showed that information on travel time restrictions is particularly important when buying Single or Return ticket (see section 3.1).

The fact that a passenger cannot break their journey if they buy an Advance ticket is found to be very important to almost half of respondents, with a further 25% reporting that this information is "fairly important". This contrasts with the results reported in section 3.1 that only a small share of respondents believe information on whether a passenger can stop and resume (6%) or start or finish (2%) their journey midway through is important.

When the arrangements for obtaining duplicate Season tickets were explained to passengers 67% reported that this information is either very or fairly important. This contrasts with just 14% who identified the rules for obtaining a duplicate ticket as being among the most important pieces of information in answer to the question analysed in section 3.2.

Finally, when the refund arrangements for Advance and Season tickets were explained to respondents 62% and 55% reported that these pieces of information are either very or fairly important respectively. This compares to just 12% and 19% who identified information on the circumstances under which these tickets are refundable as being important in response to the questions analysed in sections 3.1 and 3.2.

Figure 8: Importance of being informed of specific characteristics, restrictions and terms and conditions of tickets



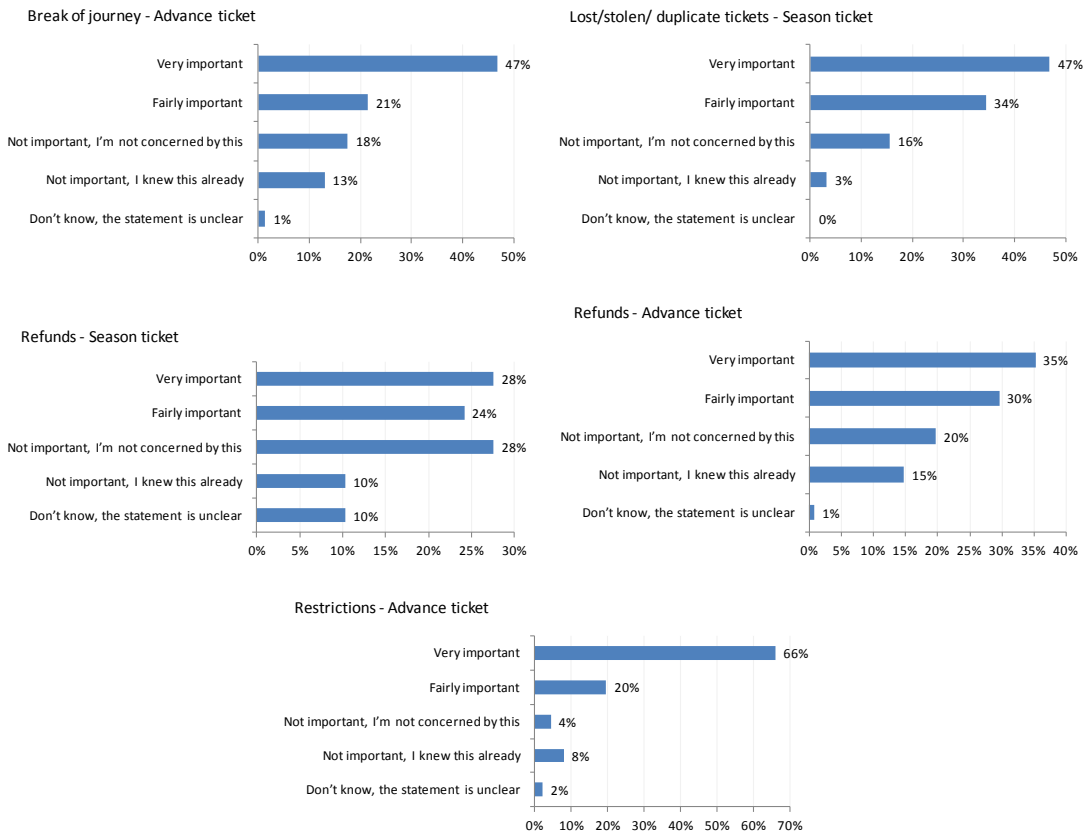
Note: Q14: How important is it that you are informed of the following when buying the following type of ticket?
Source: LE/YouGov survey, May 2014

The results shown in Figure 8 above are based on the answers from all respondents, whereas those presented in Figure 9 are based only on the answers from respondents who reported that they tend to buy Advance or Season tickets. Comparing these two figures illustrates that the statements relating to Season tickets are more important to respondents who tend to buy Season tickets.

In particular, 47% of those who buy Season tickets consider the information on arrangements for duplicate tickets to be very important, compared to just 32% of those who do not buy Season tickets. Although the results relating to Season tickets in Figure 9 should be interpreted with care since the sample size for these values is small (around 30), this difference is statistically significant.[8]

[8] The sample size is small for these results since only 8% of respondents reported that they buy Season tickets, and these respondents were split between the five variants of the question described in section 3.4.

Figure 9: Importance of being informed of specific characteristics, restrictions and terms and conditions of tickets: respondents who purchase the relevant ticket type



Note: Q14: How important is it that you are informed of the following when buying the following type of ticket?
Source: LE/YouGov survey, May 2014

3.5 Understanding of the ticket types and importance of information

This section examines the link between respondents' understanding of the various ticket types and their views regarding the importance of different pieces of information.

In particular, we expect that respondents who are informed about the characteristics of the different ticket types should view the ticket type as more important and other pieces of information (especially those conveyed by the ticket type) as less important than respondents who are not informed.

This is indeed found to be the case from the survey data: when buying a ticket for a journey that they make regularly, a 1-point increase in a respondent's average understanding of the three main ticket types is associated with:[9]

[9] These results are obtained via univariate regression analyses. These analyses regressed binary variables representing whether or not each respondent identified a particular piece of information as important when buying a ticket for a journey that they make

- a **3.3 percentage point (pp) increase** in the probability that they consider the **ticket type** to be an important piece of information (significant at the 99% level);
- a **1.0 pp decrease** in the probability that they consider **travel time restrictions** to be an important piece of information (significant at the 99% level); and
- a **1.7 pp decrease** in the probability that they consider **travel date restrictions** to be an important piece of information (significant at the 99% level).

In addition, when respondents were asked to consider the statements relating to Advance tickets set out in section 3.4, those with higher understanding of the characteristics of Advance tickets were more likely to report that these pieces of information are not important because they already know it. Specifically, a 1-point increase in a respondent's understanding of the characteristics, restrictions and terms and conditions of Advance tickets is associated with

- a **1.6 pp increase** in the likelihood that they report the **break of journey** information for Advance tickets is not important because they already know it (significant at the 99% level).
- a **1.7 pp increase** in the likelihood that they report the **refunds** information for Advance tickets is not important because they already know it (significant at the 99% level); and
- a **1.7 pp increase** in the probability that they report the **journey restrictions** information for Advance tickets is not important because they already know it (significant at the 99% level).

regularly on their self-reported average understanding of the three main ticket types (Anytime, Off-peak, Advance) on a scale of 1 ("not informed at all") to 10 ("very well informed").

4 Results of the behavioural experiment

The analysis of the experiment data examines the link between respondents' choices and confidence when selecting a ticket. The analysis also considers the impact of whether certain pieces of information were presented and how they were presented in the experiment. In particular, regression analysis is used to examine the relationships between:

- whether and at what stage information was provided and the likelihood that respondents chose some form of 'correct' ticket – i.e. a valid ticket type, a suitable ticket, and the cheapest suitable ticket (as explained in section 2.3); and
- whether and at what stage information was provided and respondents' confidence that they were able to choose the right ticket for the journey described in the scenario.

The results of the experiment are provided separately for each piece of information in sections 4.1 to 4.6, whereas the main statistically significant findings are summarised in section 4.7 (page 35). The tables below report several outputs from the regression analysis, namely:

- *coefficient estimates* – whether each piece of information has a positive effect on the likelihood that an individual makes a certain choice (e.g. chooses a suitable ticket),
  - *p-values* – correspond to the coefficient, and indicate whether each effect is statistically significant.
- *marginal effects* – give the expected increase in the probability (in percentage points) that an individual makes a certain choice if a piece of information is provided. Thus, marginal effects are helpful for interpreting the scale of each effect.

The regressions presented in sections 4.1 to 4.7 were also conducted with a range of personal characteristics (age, gender, etc) included as explanatory variables. This ensure that the results showing the impact of information provision are unaffected by including these variables. These results, presented in Annex 5, show that only a small minority of the results for the information variables change from being significant to insignificant (or vice versa) at the 90% level, and changes in the magnitudes of these results are not major. Hence the findings discussed below do not change when personal characteristics are accounted for in the analysis.

As noted above (see section 2.4), the results of the behavioural experiment relate to the specific scenarios that were given to respondents. However there is evidence from the survey (section 3.4) that these scenarios are relevant to passengers, since when the implications of important aspects of these scenarios (refund rules, break of journey restrictions, and travel restrictions) were explained to them, most respondents said that these pieces of information are "fairly" or "very" important.

4.1 Information on time, route and service restrictions

This section presents the impact of information on time, route and service restrictions on respondents' choices in the experiment, as well as the impact on respondents' confidence that they were able to choose the right ticket.

Impact on respondents' choices

Table 3 shows the regression results which illustrate the link between respondents' performance in Scenarios 1 and 2 of the experiment and the presentation of information on time, route and service restrictions. The regressions relate the likelihood that a 'correct' ticket was chosen – i.e. a valid ticket type, a suitable ticket, and the cheapest suitable ticket (see section 2.3) – to the presentation of this information. The impact of presenting this information in a certain way (up-front, in a pop-up, or at the confirmation stage) relative to when it was not presented at all (since 'not presented' is the base case) is also shown.

The results in Table 3 show that when information on time, route and service restrictions was presented up-front at the ticket selection stage (as opposed to not at all), passengers were more likely to choose a suitable ticket for their journey in Scenarios 1 and 2. The relevant regression coefficients, shown in bold, are positive (0.385 and 1.145) and statistically significant (with p-values of 0.07 and 0.00).

In addition, in Scenario 1, presenting this information up-front at the ticket selection stage also increased the likelihood that passengers chose a valid ticket type[10] and the cheapest suitable ticket (the relevant coefficients are 0.512 and 0.385, with p-values of 0.06).

However, presenting this information either as a pop-up or at the confirmation stage did not have a statistically significant impact on passengers' choices (on any of the three performance measures examined in either scenario).

Since the magnitude of coefficient estimates from logit regressions are hard to interpret, Table 3 also presents the marginal effects. These give the expected increase in the probability (in percentage points) that an individual would make a certain choice (e.g. choose a suitable ticket) if a piece of information is presented in a certain way. For example, Table 3 shows that the likelihood that an individual would choose the cheapest suitable ticket in Scenario 1 is, on average, expected to increase by 9.7 percentage points if information on time, route and service restrictions is presented up-front at the ticket selection stage, rather than not presented at all.

[10] There are no results for the valid ticket type regression for Scenario 2 since all tickets types were valid in this scenario.

Table 3: Impact of information on time, route and service restrictions in Scenarios 1 & 2 (buying tickets on the day of travel)

Dependent variable	Presentation of restrictions	Scenario 1 (must travel in peak)		Scenario 2 (can travel off-peak)	
		Coefficient	Marginal effect	Coefficient	Marginal effect
		(1)	(2)	(3)	(4)
Chose valid ticket type	Up-front at selection	**0.512 (0.058)**	**0.074**	:	:
	Pop-up at selection	-0.031 (0.902)	-0.005	:	:
	Up-front at confirmation	0.431 (0.125)	0.062	:	:
Chose suitable ticket	Up-front at selection	**0.385 (0.074)**	**0.091**	**1.145 (0.000)**	**0.162**
	Pop-up at selection	-0.176 (0.402)	-0.043	0.227 (0.343)	0.037
	Up-front at confirmation	0.202 (0.363)	0.048	0.291 (0.214)	0.048
Chose cheapest suitable ticket	Up-front at selection	**0.390 (0.062)**	**0.097**	0.288 (0.189)	0.069
	Pop-up at selection	0.044 (0.835)	0.011	-0.194 (0.362)	-0.048
	Up-front at confirmation	0.148 (0.499)	0.037	-0.002 (0.991)	-0.001

Note: Logistic regression results. Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable. There are no results for the valid ticket type regression for Scenario 2 since all tickets types were valid in this scenario.

Source: LE/YouGov survey, May 2014

Table 4 presents regression results for Scenarios 3 and 6, equivalent to those shown for Scenarios 1 and 2 in Table 3 above. In these scenarios, all valid tickets are suitable meaning these two categories comprise a single performance measure, so two regressions are conducted rather than three.

The only statistically significant result in Table 4 is that when information on restrictions was presented up-front at the ticket selection stage in Scenario 3, the likelihood that passengers chose a suitable ticket increased. The marginal effect for this result implies that the likelihood that a respondent would choose a suitable ticket is expected to increase by around 12 percentage points if this information is presented.

The tables presented in Annex 5 show the shares of respondents who selected each ticket depending on the presentation of time, route and service restrictions in Scenarios 1, 2, 3 and 6.

Table 4: Impact of information on time, route and service restrictions in Scenarios 3 & 6 (buying tickets the day before travel)

Dependent variable	Presentation of restrictions	Scenario 3 (can't commit to train)		Scenario 6 (can commit to train)	
		Coefficient	Marginal effect	Coefficient	Marginal effect
		(1)	(2)	(3)	(4)
Chose suitable ticket	Up-front at selection	**0.497 (0.025)**	**0.116**	:	:
	Pop-up at selection	0.034 (0.874)	0.008	:	:
	Up-front at confirmation	0.234 (0.293)	0.055	:	:
Chose cheapest suitable ticket	Up-front at selection	0.187 (0.387)	0.046	-0.158 (0.455)	-0.039
	Pop-up at selection	0.107 (0.613)	0.027	-0.224 (0.292)	-0.056
	Up-front at confirmation	0.210 (0.340)	0.052	-0.328 (0.122)	-0.082

Note: Logistic regression results. Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable. There are no results for the valid/suitable ticket regression for Scenario 6 since all tickets types were valid and suitable in this scenario.
Source: LE/YouGov survey, May 2014

Impact of information on respondents' confidence

On average across all six scenarios, information on time, route and service restrictions had no impact on respondents' overall confidence that they were able to choose the right ticket for their journey. The regression results presented in Table 5 show that this information did not have a statistically significant impact on respondents' confidence ratings, irrespective of the stage at which the information was presented.

Table 5: Impact of information on time, route and service restrictions on respondent confidence

Dependent variable	Presentation of restrictions	Aggregate results for Scenarios 1 to 6	
		Coefficient	Marginal effect
Confidence rating (OLS regression)	Up-front at selection	-0.048 (0.619)	-0.048
	Pop-up at selection	0.078 (0.416)	0.078
	Up-front at confirmation	0.023 (0.810)	0.023
Information not provided (Logistic regression)	Up-front at selection	-0.227 (0.262)	-0.010
	Pop-up at selection	-0.223 (0.270)	-0.010
	Up-front at confirmation	-0.049 (0.803)	-0.002
Too much information (Logistic regression)	Up-front at selection	**0.363 (0.018)**	**0.030**
	Pop-up at selection	0.111 (0.489)	0.009
	Up-front at confirmation	0.115 (0.478)	0.009

Note: Results of logistic and OLS regressions depending on the type of dependent variable (binary or continuous). Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.
Source: LE/YouGov survey, May 2014

4.2 Services for which tickets are valid

Impact on respondents' choices

The results suggest that when consumers are buying a ticket on the day of travel and facing a choice between alternative Anytime and Off-peak tickets with different time, route and TOC restrictions, information on the services for which tickets are valid ("service information")[11] is particularly effective in assisting them to choose the right ticket. This was found to be especially true when this information was presented up-front at the ticket selection stage.

The results from regressions which relate the performance of respondents in Scenarios 1 and 2 to the provision of service information are shown in Table 6. As explained above, in these regressions the dependent variable represents whether or not the respondent chose a valid, suitable and cheap ticket for their journey (section 2.3).I In Scenarios 1 and 2 provision of service information significantly improved passengers' choices on these measures.

In Scenario 1, service information increased the likelihood that a passenger chose a valid ticket, a suitable ticket and the cheapest suitable ticket. This was usually the case regardless of the how the information was presented (since for this scenario all coefficients except one are significant); although the results show that providing it up-front at the ticket selection stage has a stronger effect (since the coefficients and the marginal effects are larger for this variable).

Likewise, in Scenario 2 when service information was provided, passengers were more likely to choose a suitable ticket and the cheapest suitable ticket.[12] Again this information was more effective when provided up-front, although providing it at the confirmation stage or in a pop-up also improved respondents' choices.

A notable finding is that, in terms of assisting passengers to make better choices in these two scenarios, service information was more effective than information on time, route and service restrictions. This result can be seen by comparing the size and significance of the results in Table 6 with the size and significance of the results in Table 3.

The tables presented in Annex 5 show the shares of respondents who selected each ticket depending on the presentation of services for which tickets are valid in Scenarios 1 and 2.

[11] Here "service information" means the departure and arrival times and journey durations of train services that the passenger can catch if they hold a ticket.

[12] There are no results for the valid ticket type regression for Scenario 2 since all tickets types were valid in this scenario.

Table 6: Impact of information on services for which tickets are valid in Scenarios 1 & 2 (buying tickets on the day of travel)

Dependent variable	Presentation of service information	Scenario 1 (must travel in peak)		Scenario 2 (can travel off-peak)	
		Coefficient	Marginal effect	Coefficient	Marginal effect
		(1)	(2)	(3)	(4)
Chose valid ticket type	Up-front at selection	**0.826 (0.003)**	**0.112**	:	:
	Pop-up at selection	0.400 (0.110)	0.058	:	:
	Up-front at confirmation	**0.562 (0.034)**	**0.079**	:	:
Chose suitable ticket	Up-front at selection	**0.963 (0.000)**	**0.215**	**1.256 (0.000)**	**0.173**
	Pop-up at selection	**0.755 (0.000)**	**0.173**	0.280 (0.216)	0.045
	Up-front at confirmation	**0.610 (0.005)**	**0.141**	**0.899 (0.001)**	**0.132**
Chose cheapest suitable ticket	Up-front at selection	**1.250 (0.000)**	**0.294**	**1.518 (0.000)**	**0.319**
	Pop-up at selection	**0.966 (0.000)**	**0.233**	**0.665 (0.001)**	**0.155**
	Up-front at confirmation	**0.658 (0.003)**	**0.162**	**0.618 (0.004)**	**0.143**

Note: Logistic regression results. Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable. There are no results for the valid ticket type regression for Scenario 2 since all tickets types were valid in this scenario.

Source: LE/YouGov survey, May 2014

Impact of information on respondents' confidence

Service information increased respondents' confidence that they were able to choose the right ticket for their journey in both Scenarios 1 and 2. On average in these scenarios, presenting this information up-front at the ticket selection stage increased respondents' confidence by 1.3 points (on a scale of 1 to 10), whereas presenting it in a pop-up increased confidence by 0.9 points (see Table 7 below).

In addition, presenting this information reduced the likelihood that respondents reported that they were not confident about their choice because important information was not provided. If this information is provided up-front, individuals are expected to be 10.7 percentage points less likely to be unconfident about their selection for this reason (as shown by the marginal effect).

Table 7: Impact of service information on respondent confidence			
Dependent variable	Presentation of service information	Aggregate results for Scenarios 1 & 2	
		Coefficient	Marginal effect
Confidence rating (OLS regression)	Up-front at selection	**1.267 (0.000)**	1.267
	Pop-up at selection	**0.880 (0.000)**	0.880
	Up-front at confirmation	**0.615 (0.000)**	0.615
Information not provided (Logistic regression)	Up-front at selection	**-2.729 (0.00)**	-0.107
	Pop-up at selection	**-0.852 (0.001)**	-0.044
	Up-front at confirmation	**-0.447 (0.051)**	-0.024
Too much information (Logistic regression)	Up-front at selection	-0.107 (0.675)	-0.009
	Pop-up at selection	-0.253 (0.319)	-0.021
	Up-front at confirmation	0.098 (0.687)	0.009

Note: Results of logistic and OLS regressions depending on the type of dependent variable (binary or continuous). Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.
Source: LE/YouGov survey, May 2014

4.3 Refund rights associated with ticket

Impact on respondents' choices

Regression results relating respondents' performance in Scenario 5 to the presentation of information on refund rights associated with each ticket are presented in Table 8. According to these results, presenting this information up-front or in a pop-up at the ticket selection stage is expected to increase the likelihood that passengers would choose a suitable ticket and the cheapest suitable ticket (since the coefficients on these variables are positive and statistically significant). However, presenting this information at the confirmation stage had no significant effect.

The tables presented in Annex 5 show the shares of respondents who selected each ticket depending on the presentation of refund rights information in Scenario 5.

Table 8: Impact of refund rights information in Scenario 5 (uncertain about travel plans)			
Dependent variable	Presentation of break of journey information	Scenario 5 (uncertain about travel plans)	
		Coefficient	Marginal effect
Chose suitable ticket	Up-front at selection	**0.710 (0.002)**	**0.166**
	Pop-up at selection	**0.501 (0.025)**	**0.116**
	Up-front at confirmation	-0.039 (0.872)	-0.008
Chose cheapest suitable ticket	Up-front at selection	**0.970 (0.000)**	**0.204**
	Pop-up at selection	**0.533 (0.035)**	**0.107**
	Up-front at confirmation	0.219 (0.411)	0.043

Note: Logistic regression results. Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.
Source: LE/YouGov survey, May 2014

Impact of information on respondents' confidence

Presenting information on refund rights had no statistically significant impact on respondents' confidence that they were able to choose the right ticket in Scenario 5 (see Table 9 below). Similarly, presenting this information had no impact on the likelihood that respondents were unconfident specifically because either important information was not provided or because too much information was presented.

Table 9: Impact of information on refunds rigths on respondent confidence

Dependent variable	Presentation of break of journey information	Scenario 5 (uncertain about travel plans)	
		Coefficient	Marginal effect
Confidence rating (OLS regression)	Up-front at selection	0.152 (0.520)	0.152
	Pop-up at selection	-0.117 (0.609)	-0.117
	Up-front at confirmation	-0.183 (0.433)	-0.183
Information not provided (Logistic regression)	Up-front at selection	0.325 (0.633)	0.010
	Pop-up at selection	0.184 (0.786)	0.006
	Up-front at confirmation	0.752 (0.227)	0.027
Too much information (Logistic regression)	Up-front at selection	-0.095 (0.829)	-0.007
	Pop-up at selection	0.511 (0.180)	0.041
	Up-front at confirmation	0.203 (0.619)	0.015

Note: Results of logistic and OLS regressions depending on the type of dependent variable (binary or continuous). Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.

Source: LE/YouGov survey, May 2014

4.4 Fare type description

Impact on respondents' choices

Regression results relating the respondents' performance to the presentation of fare type information are shown in the tables below. In the experiment, this piece of information was either shown up-front at the ticket selection stage or not at all. Hence the results indicate whether providing this information up-front had a significant impact on respondents' choices, compared to when it was not presented.

The results indicate that presenting the fare type description up-front at the ticket selection stage had a significant effect on the probability that a respondent chose a valid ticket type in Scenario 1. However, this information had no significant impact on the likelihood that respondents chose a suitable ticket or the cheapest suitable ticket in this scenario.

Table 10: Impact of presenting fare type description up-front at the ticket selection stage in Scenarios 1 & 2 (buying tickets on day of travel)

	Scenario 1 (must travel in peak)		Scenario 2 (can travel off-peak)	
Dependent variable	Coefficient	Marginal effect	Coefficient	Marginal effect
Chose valid ticket type	**0.409 (0.033)**	**0.064**	:	:
Chose suitable ticket	-0.196 (0.200)	-0.047	-0.270 (0.136)	-0.047
Chose cheapest suitable ticket	-0.119 (0.429)	-0.030	-0.067 (0.662)	-0.016

Note: Logistic regression results. Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable. There are no results for the valid ticket type regression for Scenario 2 since all tickets types were valid in this scenario.
Source: LE/YouGov survey, May 2014

In Scenario 5, the fare type description had a significant effect on the likelihood that a suitable ticket and the cheapest suitable ticket were chosen (Table 11). Respondents seem to have understood the fare description to imply that, due to the uncertainty of their plans, they shouldn't choose the Advance ticket: the scenario told respondents that "you may decide not to make the trip", whereas the fare description for the Advance tickets stated "you must travel on a specific train". The fare type description had no significant effect on respondents' choices in Scenarios 2, 3, 4 or 6.

Table 11: Impact of presenting fare type description up-front at the ticket selection stage in Scenarios 4 & 5 (buying tickets day before travel)

	Scenario 4 (wishes to break journey)		Scenario 5 (uncertain about travel plans)	
Dependent variable	Coefficient	Marginal effect	Coefficient	Marginal effect
Chose suitable ticket	0.156 (0.317)	0.036	**0.277 (0.081)**	**0.062**
Chose cheapest suitable ticket	0.246 (0.103)	0.061	**0.535 (0.002)**	**0.102**

Note: Logistic regression results. Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.
Source: LE/YouGov survey, May 2014

Impact of information on respondents' confidence

Providing fare type descriptions had no statistically significant effect on respondents' overall confidence that they were able to choose the right ticket in any of the six scenarios (see Table 12 below). However, presenting this information up-front did lead to a small reduction in the likelihood that respondents said they were not confident about their choice because important information was not provided.

Table 12: Impact of presenting fare type description up-front on respondent confidence		
	Scenarios 1 to 6	
Dependent variable	Coefficient	Marginal effect
Confidence rating (OLS regression)	0.013 (0.846)	0.013
Information not provided (Logistic regression)	**-0.281 (0.053)**	**-0.013**
Too much information (Logistic regression)	0.148 (0.181)	0.011

Note: Results of logistic and OLS regressions depending on the type of dependent variable (binary or continuous). Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.

Source: LE/YouGov survey, May 2014

4.5 Service disruption

Impact on respondents' choices

The impact of information on service disruption is explored by examining whether providing this information had an effect on the likelihood that respondents chose the ticket affected by service disruption. As shown in Table 2 above, one ticket in each set was affected by service disruption.

In the experiment, information on service disruption was either shown up-front at the ticket selection stage or, alternatively, in a pop-up. Therefore the results indicate whether presenting this information up-front had a significant effect on respondents' choices, relative to the situation where it was presented in a pop-up.

The regression results presented in Table 13 show that in the scenarios where respondents were buying tickets on the day of travel (Scenarios 1 and 2), providing disruption information up-front reduced the likelihood that the ticket affected by disruption was chosen. Conversely, in the scenarios where respondents were buying tickets the day before travelling (Scenarios 3 to 6), providing disruption information up-front did not have a statistically significant effect, which may be because respondents assumed that the disruption would be resolved by the time they came to travel.

Table 13: Impact of presenting service disruption information up-front (rather than in a pop-up) on the likelihood that the ticket with service disruption is chosen		
Scenario	Coefficient	Marginal effect
Scenario 1 (buying ticket on day of travel, must travel during peak)	**-0.554 (0.010)**	**-0.137**
Scenario 2 (buying ticket on day of travel, can travel off-peak)	**-0.453 (0.036)**	**-0.111**
Scenario 3 (buying ticket day before travel, cannot commit to a train)	-0.340 (0.112)	-0.084
Scenario 4 (buying ticket day before travel, wishes to break journey)	0.240 (0.262)	0.060
Scenario 5 (buying ticket day before travel, uncertain about travel plans)	0.174 (0.482)	0.032
Scenario 6 (buying ticket day before travel, can commit to a train)	-0.032 (0.877)	-0.008

Note: The dependent variable represents whether the respondent chose the ticket affected by service disruption (1=yes, 0=no). The explanatory variable represents whether service disruption information was presented up-front at the ticket selection stage rather than in a pop-up.

Source: LE/YouGov survey, May 2014

Impact of information on respondents' confidence

Presenting information on service disruption up-front (as opposed to in a pop-up) had no statistically significant impact on respondents' confidence on average across the six scenarios (see Table 14 below). Similarly, providing this information up-front had no impact on the likelihood that respondents were not confident specifically because either information was not provided or because too much information was presented.

Table 14: Impact of presenting service disruption information up-front on respondent confidence

	Scenarios 1 to 6	
Dependent variable	**Coefficient**	**Marginal effect**
Confidence rating (OLS regression)	-0.147 (0.131)	-0.147
Information not provided (Logistic regression)	0.169 (0.387)	0.008
Too much information (Logistic regression)	0.214 (0.196)	0.015

Note: Results of logistic and OLS regressions depending on the type of dependent variable (binary or continuous). Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.
Source: LE/YouGov survey, May 2014

4.6 TOC refunds & compensation policy

Impact on respondents' choices

The effect of providing information on the train operator's refunds and compensation policy ("TOC policy information") is examined by testing whether providing this information had an impact on the likelihood that respondents chose the ticket with poor terms and conditions. As shown in Table 2 above, one ticket in each set had poor terms and conditions (and this ticket was also a suitable alternative for the respondent's journey).

In the experiment, TOC policy information was either shown up-front at the ticket selection stage or in a pop-up. Hence the results indicate whether presenting this information up-front had an effect on respondents' choices, relative to the situation where it was presented in a pop-up.

The regression results in Table 15 show that in Scenarios 1 and 2, in which respondents were buying tickets on the day of travel, respondents were less likely to choose the ticket with poor terms and conditions when TOC policy information was provided up-front. However, in Scenarios 3 to 6 where respondents were buying tickets the day before travelling presenting this information up-front did not have a statistically significant effect.

Table 15: Impact of presenting TOC policy information up-front (rather than in a pop-up) on the likelihood that the ticket with poor terms and conditions is chosen		
Scenario	**Coefficient**	**Marginal effect**
Scenario 1 (buying ticket on day of travel, must travel during peak)	**-0.380 (0.078)**	**-0.094**
Scenario 2 (buying ticket on day of travel, can travel off-peak)	**-0.429 (0.049)**	**-0.103**
Scenario 3 (buying ticket day before travel, cannot commit to a train)	0.203 (0.345)	0.050
Scenario 4 (buying ticket day before travel, wishes to break journey)	-0.051 (0.812)	-0.013
Scenario 5 (buying ticket day before travel, uncertain about travel plans)	0.109 (0.648)	0.022
Scenario 6 (buying ticket day before travel, can commit to a train)	0.333 (0.123)	0.081

Note: The dependent variable represents whether the respondent chose the ticket with poor terms and conditions (1=yes, 0=no). The explanatory variable represents whether information on the train operator's refunds and compensation policy was presented up-front at the ticket selection stage rather than in a pop-up.
Source: LE/YouGov survey, May 2014

Impact of information on respondents' confidence

Presenting TOC policy information up-front (as opposed to in a pop-up) reduced respondents' confidence that they were able to choose the right ticket on average across the six scenarios (see Table 16 below).

Furthermore, a result that stands out is that when TOC policy information was presented up-front respondents were notably more likely to report that they were not confident about their choice *because there was too much information*. In particular, the likelihood that a respondent is not confident for this reason is expected to increase by 4.6 percentage points if TOC policy information is presented up-front (as shown by the marginal effect).

Table 16: Impact of presenting TOC policy information up-front on respondent confidence		
	Scenarios 1 to 6	
Dependent variable	**Coefficient**	**Marginal effect**
Confidence rating (OLS regression)	**-0.182 (0.060)**	**-0.182**
Information not provided (Logistic regression)	**-0.481 (0.029)**	**-0.019**
Too much information (Logistic regression)	**0.542 (0.000)**	**0.046**

Note: Results of logistic and OLS regressions depending on the type of dependent variable (binary or continuous). Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.
Source: LE/YouGov survey, May 2014

4.7 Break of journey information

Impact on respondents' choices

Regression results relating the performance of respondents in Scenario 4 to provision of break of journey information are presented in Table 17. These results show that, in this scenario, providing break of journey information increased the likelihood that a passenger chose a suitable ticket and the cheapest suitable ticket.

This finding was the case regardless of the how the information was presented, although providing it up-front at the ticket selection stage had the largest effect. For example, the marginal effect shows that the likelihood a respondent would choose the cheapest suitable ticket is predicted to

be 38 percentage points higher if break of journey information is provided up-front at the ticket selection stage.

The tables presented in Annex 5 show the shares of respondents who selected each ticket depending on the presentation of break of journey information in Scenario 4.

Table 17: Impact of break of journey information in Scenario 4 (buying tickets day before travel)

Dependent variable	Presentation of break of journey information	Scenario 4 (wishes to break journey)	
		Coefficient	Marginal effect
Chose suitable ticket	Up-front at selection	**1.287 (0.000)**	**0.264**
	Pop-up at selection	**0.707 (0.001)**	**0.153**
	Up-front at confirmation	**0.763 (0.000)**	**0.165**
Chose cheapest suitable ticket	Up-front at selection	**1.617 (0.000)**	**0.377**
	Pop-up at selection	**1.078 (0.000)**	**0.261**
	Up-front at confirmation	**0.671 (0.003)**	**0.166**

Note: Logistic regression results. Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.
Source: LE/YouGov survey, May 2014

Impact of information on respondents' confidence

Presenting break of journey information increased respondents' confidence that they were able to choose the right ticket in scenario 5 (in which respondents wished to break their journey). On average in this scenario respondents' confidence increased by 0.8 points (on scale of 1 to 10) when this information was provided up-front at the ticket selection stage (see Table 18 below).

Moreover, when this information was provided respondents were less likely to report that they were not confident about their choice because important information was not provided. In particular, if this information is presented up-front then the likelihood that a respondent is not confident for this reason is predicted to fall by 5.8 percentage points (as shown by the marginal effect).

Table 18: Impact of break of journey information on respondent confidence			
Dependent variable	Presentation of break of journey information	Scenario 4 (wishes to break journey)	
		Coefficient	Marginal effect
Confidence rating (OLS regression)	Up-front at selection	**0.774 (0.001)**	0.774
	Pop-up at selection	**0.520 (0.034)**	0.520
	Up-front at confirmation	0.327 (0.178)	0.327
Information not provided (Logistic regression)	Up-front at selection	**-1.837 (0.004)**	-0.058
	Pop-up at selection	**-0.826 (0.074)**	-0.029
	Up-front at confirmation	-0.488 (0.238)	-0.018
Too much information (Logistic regression)	Up-front at selection	-0.087 (0.807)	-0.008
	Pop-up at selection	-0.074 (0.840)	-0.006
	Up-front at confirmation	0.149 (0.669)	0.013

Note: Results of logistic and OLS regressions depending on the type of dependent variable (binary or continuous). Results in bold are significant at 90% or more. P-values are given in parentheses. P-values less than 0.1, 0.05 and 0.01 indicate statistical significance at 90%, 95% and 99% respectively. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.

Source: LE/YouGov survey, May 2014

4.8 Summary of the main experiment findings

The main, statistically significant findings from the behavioural experiment are summarised in this section. Table 19 presents the key results for different pieces of information. The values in this table are the expected increase in the probability that a 'correct' ticket is chosen when a particular piece of information is presented, relative to when that information is not presented at all, in a scenario where the information is relevant to the ticket purchasing decision.[13]

For example, these results show that when respondents wished to break their journey, presenting break of journey information up-front was found to increase the likelihood that they choose a suitable ticket by 26 percentage points, compared to when this information is not presented (see the top figure in the third column from the right in Table 19).

In addition, in order to illustrate the relative effectiveness of each piece of information, the impacts of presenting these various pieces of information up-front are compared in Figure 10 (the values in this figure are taken from Table 19).

[13] The figures are marginal effects from logistic regressions. All the results in Table 19 are statistically significant. The results are presented in more detail in sections 4.1 to 4.7.

Table 19: Summary of marginal effects corresponding to statistically significant results

Chosen ticket	How presented	Time, route and service restrictions		Services for which tickets are valid		Break of journey	Refunds rights	Fare type descript
		Scenario 1	Scenario 2	Scenario 1	Scenario 2	Scenario 4	Scenario 5	Scenario 5
Valid	Up-front	0.074	:	0.112	:	:	:	:
	Pop-up	-	:	-	:	:	:	:
	Confirmation	-	:	0.079	:	:	:	:
Suitable	Up-front	0.091	0.162	0.215	0.173	0.264	0.166	0.062
	Pop-up	-	-	0.173	-	0.153	0.116	:
	Confirmation	-	-	0.141	0.132	0.165	-	:
Cheapest suitable	Up-front	0.097	-	0.294	0.319	0.377	0.204	0.102
	Pop-up	-	-	0.233	0.155	0.261	0.107	:
	Confirmation	-	-	0.162	0.143	0.166	-	:
Reference		Table 3	Table 3	Table 6	Table 6	Table 17	Table 8	Table 11

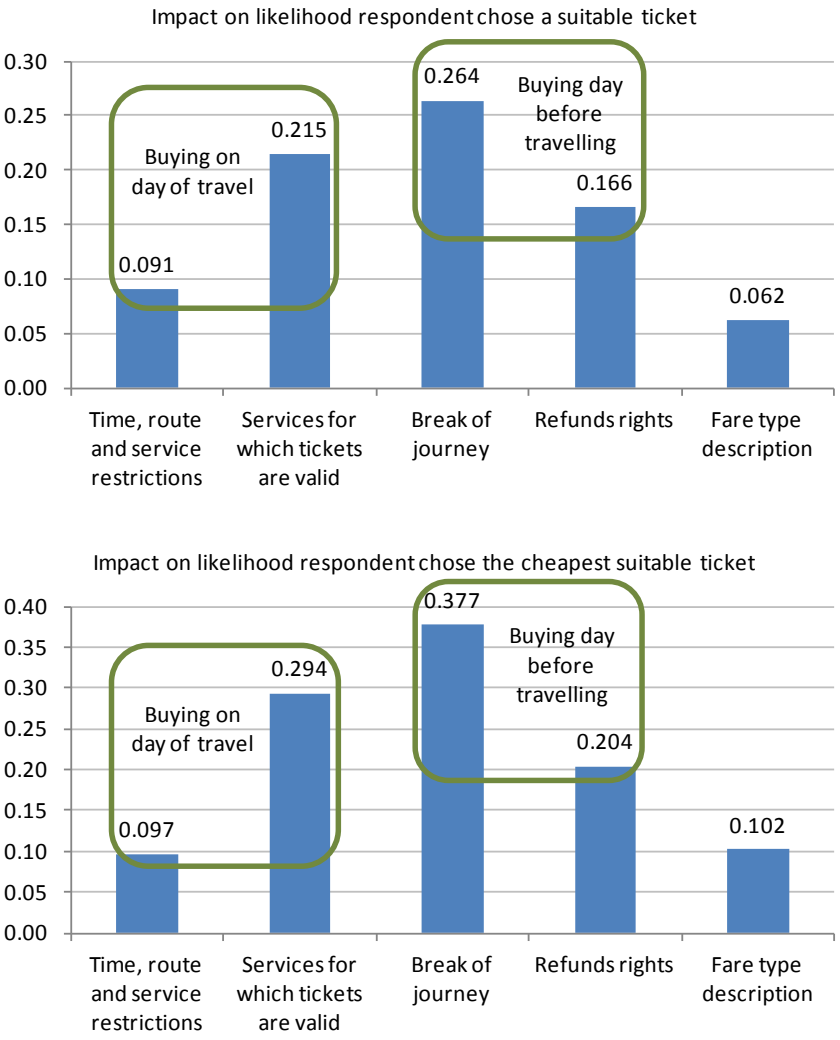
Note: The values shown are the marginal effects from logistic regression results. All the results shown are significant at 90% or more. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable. "-" implies the result was not statistically significant and is therefore note reported in this summary. ":" implies the result was not calculated for the scenario in question.

Source: LE/YouGov survey, May 2014

Key findings and observations from the results presented in Table 19 and Figure 10 are that:

- Ticket information in general (i.e. not focussing on a particular piece of information) is important and helps passengers to make better choices. This is evident from the effectiveness of the different pieces of information tested in the experiment across the various scenarios (every piece of information examined had a statistically significant effect in at least one scenario).
- When passengers were buying a ticket on the day of travel (facing a choice between Anytime and Off-peak tickets), information on services for which tickets are valid was highly effective, and substantially more so than information on time, route and service restrictions. Therefore, the results suggest that retail outlets selling walk-up fares should inform passengers of the departure and arrival times of trains they can catch with alterative tickets.
- When passengers were buying a ticket the day before travelling (choosing between Off-peak and Advance tickets), break of journey information was more effective than information on refund rights associated with the ticket, although both pieces of information had a significant effect.
- The fare type description had only a limited impact on respondents' choices (for this information the results shown above correspond to the scenario where the passenger was unsure about their travel plans, whereas for most scenarios this information had no statistically significant effect).
- There is an overall hierarchy among the different pieces of information – break of journey information had the strongest effect, followed by information on services for which tickets are valid. However, this observation relies on making comparisons across different scenarios. Specifically, some impacts relate to scenarios in which the respondent was buying tickets on the day of travel, whereas other impacts correspond to scenarios where they were buying tickets before the day of travel (as indicated in the figure).

Figure 10:Relative effectiveness of different information



Note: The values shown are the marginal effects from logistic regression results. All the results shown are significant at 90% or more. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable.
Source: LE/YouGov survey, May 2014

The charts in Figure 11 below present results from the experiment (again taken from Table 19) which illustrate the impact of providing information in different ways, namely up-front at the ticket selection stage, in a pop-up, or at the confirmation stage.

Like those presented above, these results again show the impact of each piece of information in a scenario where that information is relevant to the ticket selection decision. For example, when respondents wished to break their journey, presenting break of journey information in a pop-up was found to increase the likelihood that they choose a suitable ticket by 15 percentage points. Key observations and findings from Figure 11 are that:

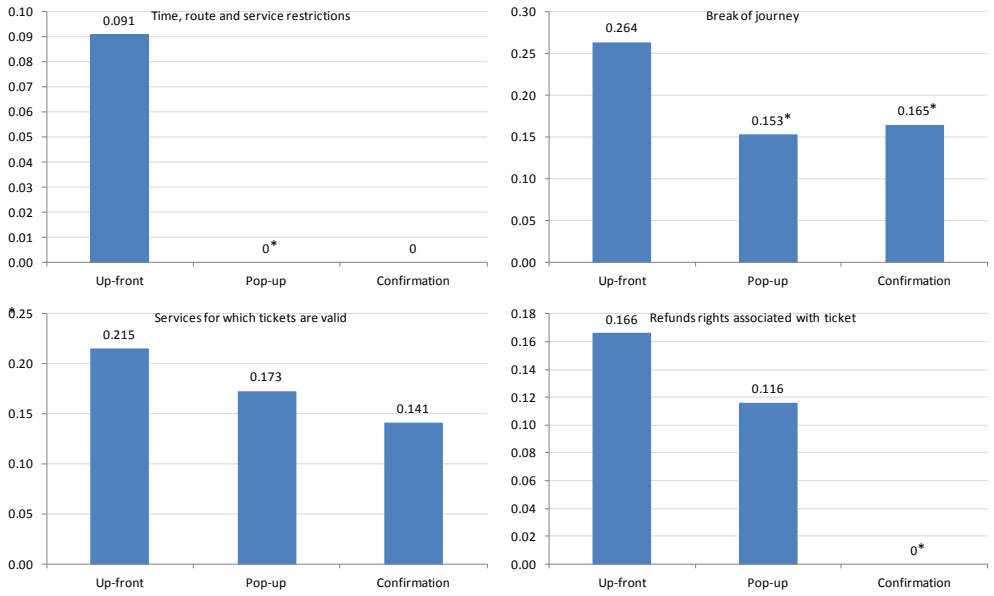
- In general, presenting information up-front is more effective than presenting it in a pop-up or at the confirmation stage – every chart shows a downward trend from right to left. In several cases (i.e. results marked with an asterisk) the impact of presenting information up-front is found to be statistically greater than presenting it in a pop-up or at the confirmation stage[14] and moreover some information was not effective at all unless it was presented up-front.
  - Therefore information should be provided up-front at the ticket selection stage, up to the point where the amount of information presented becomes too much for passengers (e.g. presenting TOC refund and compensation policies up-front increased the likelihood that respondents were *not confident because there was too much information on the page* – see Table 16 in 4.6)
  - Furthermore, the most important pieces of information should be provided up-front at the ticket selection stage in particular.
- Providing information at the ticket confirmation stage is least effective. Hence where possible information should be provided earlier rather than later in the purchasing process.
- That said, typically information is still useful if it is presented in a pop-up or at the confirmation stage.

A conclusion may be that where different pieces of information are partial substitutes (e.g. information on travel restrictions and on services for which tickets are valid), consideration should be given to which should be presented up-front and which as a pop-up.

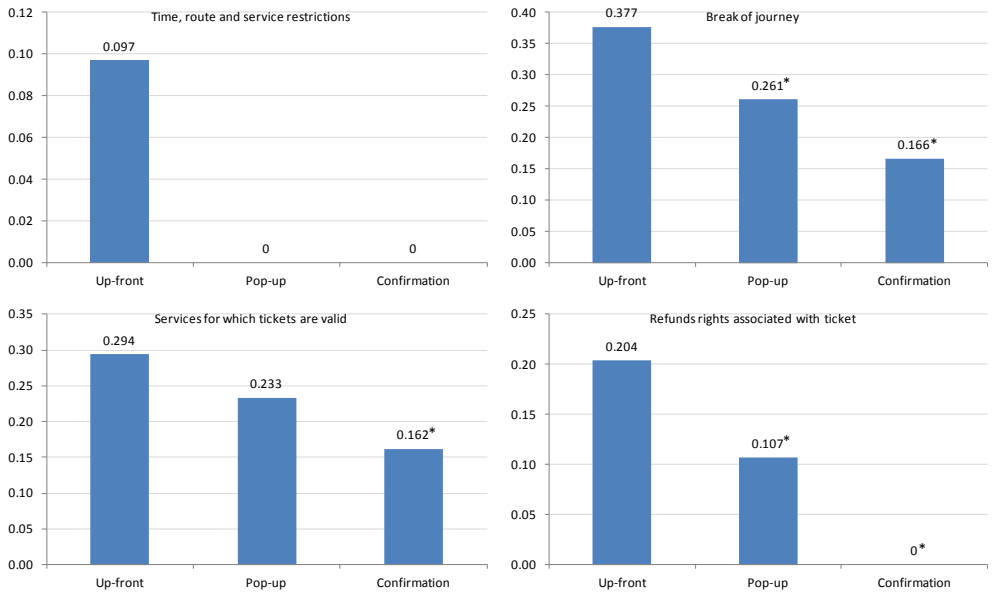
[14] In 10 out of 16 cases the impact of presenting information that is relevant to the purchasing decision up-front is found to be statistically significantly greater than the impact of presenting that information in one of the alternative ways.

Figure 11:Impact of providing information in alternative ways

Impact on likelihood respondent chose a suitable ticket



Impact on likelihood respondent chose the cheapest suitable ticket



Note: The values shown are marginal effects from logistic regression results reported in sections 4.1 to 4.7. A zero is shown if the result is not statically significant. Marginal effects represent the predicted change in the dependent variable corresponding to a unit change in the explanatory variable. Results marked with an asterisk are statistically different from (i.e. lower than) the corresponding result for presenting the information up-front.

Source: LE/YouGov survey, May 2014

The only information that had a statistically significant impact on respondents' confidence that they were able to choose the right ticket was information on services for which tickets are valid and break of journey information. When these pieces of information were presented up-front, respondents were (on average) 1.27 points and 0.77 points more confident on a scale of 1 to 10, respectively (Table 20).

Although providing these pieces of information in a pop-up still had a statically significant effect on respondents' confidence, this effect was smaller, and only information on services that a passenger can catch had a statistically significant effect on confidence when presented at the confirmation stage.

Hence, these experiment results are in line with those discussed above, which showed that information on services for which tickets are valid and break of journey information were particularly helpful in assisting respondents to choose a correct ticket.

Table 20: Impact of information on respondents' confidence

How information was presented	Services for which tickets are valid	Break of journey information
Up-front	1.267	0.774
Pop-up	0.880	0.520
Confirmation	0.615	-

Note: The values shown are OLS regression results. The values represent the average change in respondents' confidence that they were able to choose the right ticket (on a scale of 1 to 10) when the relevant information was presented in a certain way, compared to when that information was not presented at all. All the results shown are significant at 90% or more. "-" implies the result was not statistically significant and is therefore note reported in this summary.

Source: LE/YouGov survey, May 2014

5 Summary and conclusions

The main results from the survey and behavioural experiment are summarised in boxes 1 and 2 respectively below (page 44), with references to the relevant sections in the analysis chapters. Based on these results a number of conclusions of the study are set out below:

Provision of ticket information is important in general

The provision of ticket information in general is important in order to help passengers choose the right ticket for their journey. This is especially true of information that is relevant to a passenger's own particular circumstances and requirements. This is demonstrated by the fact that presenting information that is relevant to the respondent's ticket selection decision consistently improved their choices (and often their confidence) across the range of different scenarios examined in the experiment.

This suggests that providing more information, via well-thought-out methods of presentation so that passengers are not overloaded, is better than providing less information (up to the point where the amount of information presented becomes too much for passengers).

It also suggest that sales processes that can identify a passenger's specific requirements, such as whether they can commit to catch a particular train, or if they wish to break their journey, and then tailor the information provided to them accordingly would be very beneficial.

Some information is particularly important and useful

Some pieces of information are identified as being particularly important and useful based on the results of both research methods used in this study. In particular:

- Information on the **departure and arrival times** of trains that a passenger can catch with a ticket – i.e. services for which a ticket is valid – was deemed important by many survey respondents and also greatly helped respondents to select a correct ticket for their journey requirements and increased their confidence in the experiment.
- Information on **travel time restrictions** was often identified as important by survey respondents and also improved respondents' ticket choices and confidence in three different experiment scenarios.
- When the rules concerning **break of journey** and **refunds** for Advance tickets were explained to respondents, many reported that this information is "very" important, and in the experiment these pieces of information significantly increased the likelihood that respondents chose a suitable ticket.

Information on **journey durations** was also considered to be particularly important by survey respondents. This was identified as among the most important pieces of ticket information for all ticket types (Single, Return and Season), as well as one of the most important pieces of train information.

Some pieces of ticket information were found to be highly important with regards to certain types of ticket. For example, regarding Season tickets information on the **routes** a passenger can take and the **train companies** they can travel with if they hold a ticket was identified as especially

important, whereas the **ticket type** and **travel time restrictions** were deemed very important for Single and Return tickets.

Finally, information that enables passengers to identify the **cheapest ticket** for a given service was considered to be highly important by survey respondents.

Some information 'becomes' import when passengers are aware of the implications

The survey examined whether particular pieces of information are important to passengers when they are aware of the implications and consequences by explaining certain ticket restrictions and conditions to them. These included information on the rules for obtaining duplicate lost or stolen Season tickets, refund arrangements for Season and Advance tickets, and whether a passenger can break their journey if they hold an Advance ticket.

The results suggest that passengers may not be aware of the potential impacts on them and that information on these restrictions and conditions 'becomes' important when the passenger is informed about the implications. Therefore it is important to provide clear explanations where restrictions and conditions can potentially have severe consequences for a ticket holder, and such information should be available to passengers at some point in the purchasing process.

It is important how information is provided

The results reveal that the way in which information is presented influences its effectiveness. Specifically, providing information up-front is generally more effective and some information was actually found not to be effective at all if it was presented in a pop-up or at the confirmation stage in the experiment (e.g. time, route and service restrictions).

Thus information should be given up-front at the ticket selection stage until the amount presented becomes too much for passengers. The most important pieces of information should be provided up-front as a priority, and since giving information at the confirmation stage is least effective information should be provided earlier rather than later where possible.

This conclusion is related to the point noted above, that sales processes that identify passengers' individual requirements and tailor the presentation of information to the passenger accordingly would be benefit passengers.

The 'ticket type' can be a useful tool, but is not sufficient on its own

The 'ticket type' (i.e. Anytime, Off-peak, or Advance) conveys information on a range of ticket features, such as travel time restrictions and terms and conditions, but only to passengers who already understand the characteristics of the different types. Among respondents who reported that they understand the different ticket types, the ticket type was deemed highly important information, whereas among those who do not understand the ticket types this information was much less likely to be identified as important.

Furthermore, for many respondents the ticket type alone was not sufficient to enable them to choose a suitable ticket given their journey requirements in the experiment, since providing other information significantly increased respondents' ability to select the right ticket in almost every experiment scenario.

Thus the ticket type can be a useful information tool and shortcut for well-informed passengers to identify which ticket(s) are suitable for their journey, but it should not be expected to substitute for clear information on aspects such as train departure and arrival times and restrictions.

Presenting too much information at one time should be avoided

The results illustrate that passengers can react badly if excessive information is provided at once. The key observation here is that presenting TOC refund and compensation policies – which included significantly more information than any other aspect – up-front in the experiment, rather than in a pop-up, increased the likelihood that respondents were not confident *because there was too much information on the page*.

This implies that the need to provide information that is key to the passenger's ticket selection decision should be balanced with the need to avoid presenting too much information at once. This emphasises the remark made above, that retail processes that can identify passengers' specific requirements and tailor the information given to them accordingly would benefit consumers.

Vulnerable groups have similar information requirements as passengers in general

The overall hierarchy of the different pieces of information does not differ significantly between potentially vulnerable groups and the full sample (it is also relatively similar across the vulnerable groups).

That said some important differences between the results for the full sample and for various vulnerable groups are apparent. For example, the share who reported that information on access and assistance for disabled passengers is important was significantly higher among respondents whose day-to-day activities are limited due to a health problem or disability (although among this group the figure was still only 13%).

Box 1: Summary of main results from the survey questions

Ticket information identified as important – Single and Return tickets (Figure 3, section 3.1)

- The results identify a hierarchy among the different pieces of information:
  - At the top is information that enables passengers to buy a ticket allowing them to travel at the right time, i.e. the departure and arrivals times of trains they can catch with a ticket and travel time restrictions, as well as the 'ticket type' and journey durations.
  - At the lower end is information relating to refunds, break of journey and compensation. However, the low importance attributed to some information may be partly because respondents don't understand the relevant restrictions and their consequences.
- Respondents who understand the meaning of the ticket types were more likely to report that the ticket type is important.

Ticket information identified as important – Season tickets (Figure 5, section 3.2)

- Regarding Season ticket information, at the top-end the results are similar to those for Single/Return tickets – e.g. departure and arrival times and journey durations are

Box 1: Summary of main results from the survey questions

identified especially important.

- Information on the routes a passenger can take and the train companies they can travel with if they hold a certain ticket was also identified as especially important.
- The savings offered by a Season ticket is the most important piece of information that is specific to this ticket type.
- Few respondents reported that information on refunds, the rules for obtaining duplicate tickets, and compensation is important, although this may be because many don't understand the relevant restrictions and their consequences.

Ticket information identified as important – Effect of explanations (Figure 9, section 3.4)

- As noted above, the low importance attributed to some information may be because respondents don't understand the relevant restrictions and their consequences.
- This was further examined through questions which explained a particular feature/ restriction of a specific ticket type, and then asked respondents whether that of piece information is important.
- The results show that when respondents are informed about conditions and their implications, information on aspects such as break of journey with an Advance ticket and the rules for getting a duplicate Season ticket are important to many respondents.
- Although such information was found to be less important based on the questions discussed above, these pieces of information may still be material to passengers.

Service information identified as important (Figure 6, section 3.3)

- The results reveal a hierarchy among the service information:
  - Information on departure and arrival times and journey duration is especially important (again).
  - As is the cheapest ticket for the service, which emphasises the importance of information that allows passengers to identify the lowest cost fare.
- Some pieces of information that were identified as less important by the whole sample were more likely to be important for particular traveller types:
  - For example, information on the availability of Wi-Fi was more likely to be important to business travellers

Findings for 'vulnerable' groups (Figure 7, section 3.3.1)

- These results show that the overall hierarchy of the different pieces of information is relatively similar across four groups of potentially vulnerable consumers, and does not differ significantly between the vulnerable groups and the full sample.
- However some important differences between the results for the full sample and those for the vulnerable groups are apparent:
  - The share that identified information on access and assistance for disabled passengers as important was significantly higher among the disabled group.

Box 1: Summary of main results from the survey questions

- The share who said the refund policy of the operator is important information was higher among the elderly and those with low education.
- The elderly and the low socio-economic group reported that information on on-board catering is important more frequently than the full sample.

Box 2: Summary of main results from the behavioural experiment

Relative effectiveness of different information

- Ticket information in general is important and helps passengers to make better choices, especially when it is relevant to a passenger's own circumstances and requirements. This is evident from the effectiveness of the information tested in the experiment. For example, the experiment found that (Figure 10, section 4.7):
  - When passengers need to travel at peak time, informing them up-front (as opposed to not at all) of time, route and service restrictions and the services for which tickets are valid increases the likelihood that they choose a suitable ticket by 9 and 21 percentage points respectively. (Table 3 and Table 6, sections 4.1 and 4.2)
  - When passengers wish to break their journey, presenting break of journey information up-front (instead of not at all) increases the likelihood that they choose a suitable ticket by 26 percentage points. (Table 17, section 4.3)
  - When passengers are uncertain about their travel plans, presenting information on refund rights up-front (rather than not at all) increases the likelihood that they choose a suitable ticket by 17 percentage points. (Table 8, section 4.3)
- When respondents were buying a ticket on the day of travel, choosing between Anytime and Off-peak tickets, information on services for which tickets are valid was more effective than information on travel restrictions.

How information should be presented

- Presenting information up-front is more effective than presenting it in a pop-up or at the confirmation stage, and some information was not effective at all unless it was presented up-front (Figure 11, section 4.7):
  - For example, when passengers wish to break their journey, presenting break of journey information in a pop-up increases the likelihood that they choose a suitable ticket by 15 percentage points, compared to 26 percentage points if this information is provided up-front.
  - Providing information at the ticket confirmation stage is found to be least effective in general.
- However, giving too much information at once should be avoided, since the experiment results suggest that if an excessive amount of information is presented it can make individuals less confident about their choices:

Box 2: Summary of main results from the behavioural experiment

- In particular, when TOC refund and compensation policies were presented up-front respondents were 5 percentage points more likely to report that they were not confident *because there was too much information on the page*. (Table 16, section 4.6)

Impact of information on respondents' confidence

- The only information that had a statistically significant impact on respondents' confidence that they were able to choose the right ticket was information on services for which tickets are valid and break of journey information:
  - When these pieces of information were presented up-front, respondents were (on average) 1.27 points and 0.77 points more confident on a scale of 1 to 10, respectively. (Table 7 and Table 18, sections 4.2 and 4.7)
  - Although providing these pieces of information in a pop-up still had a statically significant effect on respondents' confidence, the effect was reduced
  - Only information on services that a passenger can catch had a statistically significant effect on confidence when presented at the confirmation stage

Annex 1 Experiment scenarios

The six scenarios (or 'contexts') presented to respondents in the experiment were the following:

- **Scenario 1 (must travel during peak time):** "Suppose you wish to travel by train one-way from London to Birmingham. You are buying tickets for your trip on the day you are travelling. You are unable to depart before 7.30am, but it is essential that you arrive before 10.30am."
- **Scenario 2 (can travel during off-peak time):** "Suppose you wish to travel by train one-way from London to Birmingham. You are buying tickets for your trip on the day you are travelling. You are unable to depart before 8.30am, and you want to arrive before 11.30."
- **Scenario 3 (cannot commit to a particular train):** "Suppose you wish to travel by train one-way from London to Birmingham. You are buying tickets for your trip the day before travelling. You want to set off sometime between 9am and 11am. You cannot commit to catch a train at a particular time, since you are unsure when you will be able to arrive at the station."
- **Scenario 4 (wishes to break journey):** "Suppose you wish to travel by train one-way from London to Birmingham. You are buying tickets for your trip the day before travelling. You want to make a brief stop part way through your trip, then resume your journey. You want to set off sometime between 9am and 11am. You are certain that you can commit to catch a train at a particular time."
- **Scenario 5 (uncertain about travel plans):** "Suppose you wish to travel by train one-way from London to Birmingham. You are buying tickets for your trip the day before travelling. You want to set off sometime between 9am and 11am. You are certain that you can commit to catch a train at a particular time. You are aware that your plans may change, so you may decide not to make the trip."
- **Scenario 6 (can commit to a particular train):** "Suppose you wish to travel by train one-way from London to Birmingham. You are buying tickets for your trip the day before travelling. You want to set off sometime between 9am and 11am. You are certain that you can commit to catch a train at a particular time."

Annex 2 Questionnaire

TRAVEL & PURCHASING HABITS

Q1. When was the last time you purchased a ticket to travel on a National Rail train? By this we mean scheduled trains other than London Underground, Docklands Light Railway, Tyne and Wear Metro, Trams, Glasgow subway or heritage railways.

a) Within the last week
b) Between 1 and 2 weeks ago
c) Between 2 and 4 weeks ago
d) Between 1 and 2 months ago
e) Between 2 and 3 months ago
f) Between 3 and 6 months ago
g) Longer than 6 months ago
h) Can't remember
i) I don't use the railway

ASK 2 IF ANSWERED A)-F) AT 1. OTHERWISE END SURVEY.

Q2a. What type of trip(s) have you used National Rail trains for in the past 3 months? Select all that apply.

a) Commuting to/from work
b) Commuting for education (to/from school/college/university)
c) On company business (or own if self-employed)
d) On personal business (job interview dentist etc.)
e) Visiting friends or relatives
f) Shopping trips
g) Travel to/from holiday
h) A day out
i) Sport
j) Other leisure trip
k) Don't know/can't remember

ASK 2b IF MORE THAN ONE OPTION WAS SELECTED AT 2a.

Q2b. And what was your last trip you used the railway for?

a) Commuting to/from work
b) Commuting for education (to/from school/college/university)
c) On company business (or own if self-employed)
d) On personal business (job interview dentist etc.)
e) Visiting friends or relatives
f) Shopping trips
g) Travel to/from holiday
h) A day out
i) Sport
j) Other leisure trip

This survey looks at rail travel and focuses in particular on the level of information provided to you as a passenger at the point of purchase. Please be assured that all answers are completely confidential and we will not report on anything that could identify the respondent. The research is conducted in accordance with the Market Research Society Code of Conduct.

Q3. Typically, how often do you travel by train?

a) Every day
b) Every other day
c) A couple of times a week
d) Once a week
e) Once every few weeks
f) Once a month
g) Between once every 1 and 2 months
h) Less frequently than once every 2 months

Q4. Which of the following ticket types do you tend to buy/extend? Select all that apply.

a) Single - For a one-way trip between two stations
b) Return - For a return trip between two stations
c) Season - Unlimited travel between two stations for a specified period
d) Rovers and Rangers - Unlimited travel within a specified area.
e) Top-up to an existing travel card
f) Don't know

ASK Q5 IF ANSWERED A) OR B) AT Q4. OTHERWISE ASK Q7.

Q5. When you buy Single or Return tickets, which of the following types do you tend to buy. Select all that apply.

a) Anytime Single/Return
b) Off-peak Single/Return
c) Advance
d) Don't know

Q6. Thinking about the journey that you make most regularly for which you buy a Single or Return ticket, how often do you make this journey:

a) More than 4 times a year
b) 4 times a year
c) 3 times a year
d) Twice a year
e) Once a year
f) Less than once a year
g) Don't know

ASK TO ALL

Q7. How do you tend to buy train tickets? Select all that apply.

a) From a ticket office

b) From a self-service ticket machine
c) Online
d) From a call centre
e) When on the train
f) Other

Q8. Do you tend to buy train tickets before the day you travel?

a) Yes
b) No
c) Don't know

EXPERIMENT

INTRODUCTION: In the next few questions, you will be asked to imagine you are buying a rail ticket for a journey. A scenario will be described to you, and then you will be shown some tickets that may meet your needs. You simply need to select the ticket that seems the best to you, given the scenario described. There are two rounds to this exercise, so you will be asked to make two choices, for two different scenarios.

EXPERIMENT ROUND 1

EXPERIMENT ROUND 1 - SCENARIO: Here's the first round. Please read the following situation carefully:

EXPERIMENT ROUND 1 - OPTIONS: Please examine the ticket options shown below and select a ticket for your journey:

EXPERIMENT ROUND 1 - CONFIRMATION: Please confirm your selection by clicking "confirm" or click "Change selection" to change your selection.

Q9. Overall, how confident were you that you were able to choose the right ticket for the journey described in this round? Please answer on a scale of 1 (Not at all confident) to 10 (Very confident).

Not confident									Very confident
1	2	3	4	5	6	7	8	9	10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

ASK Q9b IF ANSWERED 1, 2, 3 OR 4 AT Q9.

Q9b Why were you not particularly confident that you were able to choose the right ticket in this round? Select all that apply.

a) Important information was not provided
b) There was too much information on the page at once
c) The wording of the information was unclear
d) Other

ROUND 2

EXPERIMENT ROUND 2

EXPERIMENT ROUND 2 - SCENARIO: Here's the second round. Please read the following situation carefully:

EXPERIMENT ROUND 2 - OPTIONS: Please examine the ticket options shown below and select a ticket for your journey:

EXPERIMENT ROUND 2 - CONFIRMATION: Please confirm your selection by clicking "confirm" or click "Change selection" to change your selection.

Q10. Overall, how confident were you that you were able to choose the right ticket for the journey described in this second round? Please answer on a scale of 1 (Not at all confident) to 10 (Very confident).

Not confident									Very confident
1	2	3	4	5	6	7	8	9	10
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

ASK Q10b IF ANSWERED 1, 2, 3 OR 4 AT Q10.

Q10b Why were you not particularly confident that you were able to choose the right ticket in this round? Select all that apply.

a) Important information was not provided
b) There was too much information on the page at once
c) The wording of the information was unclear
d) Other

EXPERIMENT FOLLOW-UP

Q11a. Have you ever travelled by rail from London to Birmingham before?

a) Yes

b) No
c) Can't remember

ASK Q11b and Q11c IF ANSWERED 'Yes' AT Q11a.

Q11b. You said you have travelled by rail from London to Birmingham. How often do you make this journey?

a) Every day
b) Every other day
c) A couple of times a week
d) Once a week
e) Once every few weeks
f) Once a month
g) Between once every 1 and 2 months
h) Less frequently than once every 2 months
i) Not sure/can't remember

Q11c. And what type of ticket do you tend to buy?

a) Single - For a one-way trip between two stations
b) Return - For a return trip between two stations
c) Season - Unlimited travel between two stations for a specified period
d) Rovers and Rangers - Unlimited travel within a specified area.
e) Other
f) Not sure/Don't know

INFORMATION THAT IS IMPORTANT

The following table was used to allocate respondents to questions Q12a, Q12b and Q12c.

Answer at Q4	Answer at Q6	
a) or b) & c), d) or e)	c), d) or e)	Randomise between Q12a and Q12c
a) or b) & c), d) or e)	a), b) or f)	Randomise between Q12b and Q12c
a) or b)	c), d) or e)	Q12a
a) or b)	a), b) or f)	Q12b
c), d) or e)	Not applicable	Q12c
f)	Not applicable	Randomise between Q12a and Q12b

Q12a. Please consider the following pieces of **ticket information** and pick up to **five** you consider **most important** when buying a **Single or Return ticket** for a journey that you make **regularly i.e. at least twice a year**:

<1>The ticket type (e.g. "Anytime", "Off-peak" or "Advance")

<2>Restrictions on times you can travel (e.g. "After 18:30")

<3>Restrictions on dates you can travel (e.g. "Today" or "Within 30 days")

<4>Train companies you can travel with (e.g. "London Midlands only")

<5>Route(s) you can take (e.g. "via High Wycombe" or "Any permitted")

<6>Departure and arrival times of trains you are allowed to catch

<7>Journey durations of trains you are allowed to catch

<8>Whether you can start or finish your journey midway through

<9>Whether you can stop and resume your journey midway through

<10>Whether and under what circumstances the ticket is refundable

<11>Whether and under what circumstances you are eligible for compensation

<12>Additional fees and charges (e.g. booking fees)

<13>Availability of discounts (e.g. railcard discounts)

<14>Don't know

Q12b. Please consider the following pieces of **ticket information** and pick up to **five** you consider **most important** when buying a **Single or Return ticket** for a journey that you make **infrequently i.e. less than twice a year**:

<1>The ticket type (e.g. "Anytime", "Off-peak" or "Advance")

<2>Restrictions on times you can travel (e.g. "After 18:30")

<3>Restrictions on dates you can travel (e.g. "Today" or "Within 30 days")

<4>Train companies you can travel with (e.g. "London Midlands only")

<5>Route(s) you can take (e.g. "via High Wycombe" or "Any permitted")

<6>Departure and arrival times of trains you are allowed to catch

<7>Journey durations of trains you are allowed to catch

<8>Whether you can start or finish your journey midway through

<9>Whether you can stop and resume your journey midway through

<10>Whether and under what circumstances the ticket is refundable

<11>Whether and under what circumstances you are eligible for compensation

<12>Availability of discounts (e.g. railcard discounts)

<13>Don't know

Q12c. Please consider the following pieces of **ticket information** and pick the **five** you consider **most important** when buying a **Season or other multi-trip ticket**:

<1>Train companies you can travel with (e.g. "London Midlands only")

<2>Route(s) you can take (e.g. "via High Wycombe" or "Any permitted")

<3>Departure and arrival times of trains you are allowed to catch

<4>Journey durations of trains you are allowed to catch

<5>Whether and under what circumstances the ticket is refundable

<6>Whether and under what circumstances you are eligible for compensation

<7>Rules for obtaining a duplicate ticket if a ticket is lost or stolen

<8>Additional fees and charges (e.g. booking fees)

<9>Availability of discounts (e.g. Railcard, Gold Card and child discounts)

<10>Savings offered by a Season ticket relative to alternative tickets

<11>Whether payment can be made in instalments

<12>What alternative duration tickets are available and their prices

<13>Don't know

Q13. And which of the following pieces of **train service information** are most important? Select up to **five** you consider **most important**:

<1>Departure and arrival times

<2>Journey duration

<3>Route taken (e.g. "via High Wycombe")

<4>Stations where the train stops (calling points)

<5>Stations where passengers must change trains

<6>Current service disruption (e.g. delays)

<7>Availability of Wi-Fi

<8>On-board catering (e.g. trolley service, buffet car, etc)

<9>Access/assistance for disabled passengers

<10>Name of the train company operating the service

<11>Refund and compensation policy of the operator

<12>Operator's full terms and conditions

<13>Which is the cheapest ticket valid for the train

<14>Arrangements for travelling with a bicycle

<15>Don't know

Q14. Please consider the following piece of information relating to [Advance/Season/Off-peak] tickets:

STATEMENTS PRESENTED IN THE TABLE BELOW WERE RANDOMISED BETWEEN RESPONDENTS

How important is it that you are informed of the following when buying a rail ticket?

a) Very important
b) Fairly important
c) Not important, I'm not concerned by this
d) Not important, I knew this already
e) Don't know, the statement is unclear

ALTERNATIVE STATEMENTS FOR Q14:

Issue	**Ticket type**	**Text**
Break of journey	Advance	If you buy an Advance ticket you must get on and off the train at the stations shown on the ticket. If you get off the train before reaching the destination shown, or break and resume your journey midway through, you may have to buy a new valid ticket costing considerably more.
Lost/stolen/ duplicate tickets	Season	If a Season Ticket is lost or stolen an application for a duplicate will be considered. Only one duplicate is allowed in any 12 month period unless: a) the original is returned within one month of the loss being reported or b) a request for a duplicate was because of theft, robbery, fire or other exceptional circumstances. No more than two duplicate Season Tickets will be issued in any 12 month period under any circumstances. There is an administration charge of £10 to £20 when a duplicate Season Ticket is issued.

Refunds	Season	If you hand in a Season Ticket that you no longer need you may receive a refund. The refund will be the difference between the price you paid and the cost of a ticket (or tickets) for the period for which you have actually used the ticket, plus an administration charge. Because of the discounts on longer term Season Tickets, refunds are not made pro rata to the periods before/after surrender and Annual Season Tickets have no refund value after about 10½ months.
Refunds	Advance	Advance tickets are non-refundable. Unlike an Off-peak or Anytime ticket, if you buy an Advance ticket and decide not to use it, you will NOT receive a refund.
Restrictions	Advance	If you buy an Advance ticket, you must travel on the train specified when you book your ticket. If you miss the train on which you are booked for any reason, or you board another train, you must buy a new ticket. You may have to pay a penalty fare or buy a new valid ticket costing considerably more if you board a train with an invalid ticket.

GENERAL UNDERSTANDING & CONFIDENCE

Q15. How well informed do you feel you are about the characteristics, restrictions and terms and conditions of the following types of tickets. Please answer on a scale of 1 (not informed at all) to 10 (very well informed):

- Anytime: 1 2 3 4 5 6 7 8 9 10
- Off-peak: 1 2 3 4 5 6 7 8 9 10
- Advance: 1 2 3 4 5 6 7 8 9 10

Q16. In general, how confident are you that you.... (Very confident, Fairly confident, Not confident, Not sure)

- Get the best price available when buying a ticket?
- Buy the right ticket for my journey requirements?
- Understand the restrictions associated with different tickets?

Q17. To what extent do you agree or disagree with the following statements? In general, when purchasing a rail ticket… (Strongly agree, Agree, Disagree, Strongly disagree, Not sure, Not applicable)

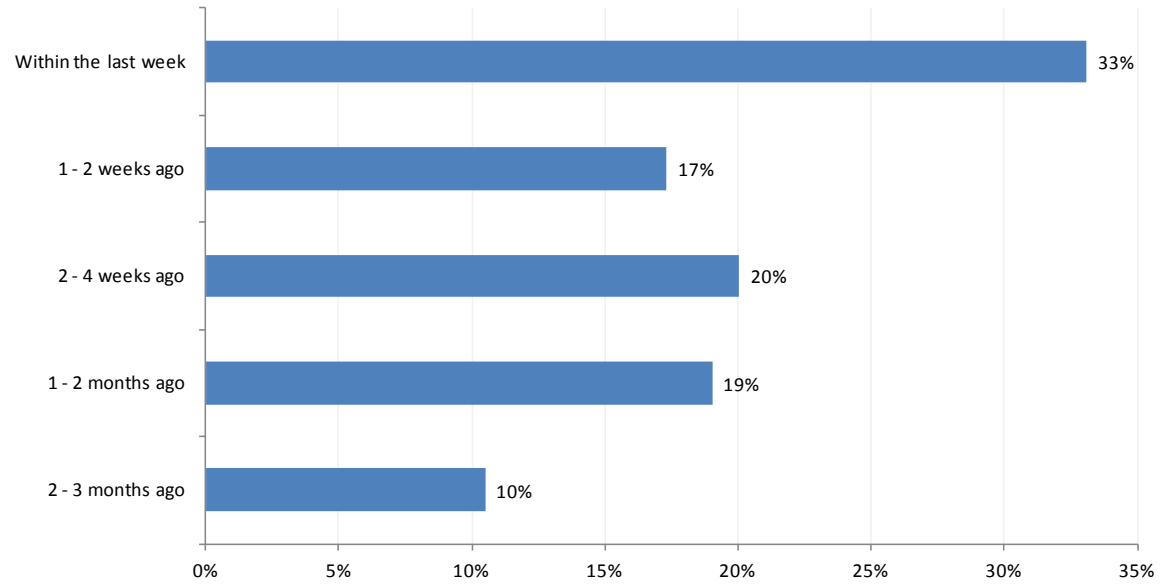
- I am supplied with all the information I require
- The information I require is presented in a clear and easily understood manner
- I am able to obtain any further information I require

Annex 3 Travel and purchasing habits of survey respondents

This annex presents the travel and purchasing habits of respondents to the questionnaire and behavioural experiment. We also compare the make-up of our sample with those from the National Travel Survey conducted by the DfT, and the National Rail Passengers Survey conducted by Passenger Focus. The findings from these surveys are reported in the Rail Passenger Experience Report (ORR, 2014).

A third of respondents in the sample for this study conducted by London Economics and YouGov for the ORR, reported to have purchased a train ticket within the last week and slightly less than a fifth reported to have done so in the last one and two weeks (Figure 12).

Figure 12:Last time of train ticket purchase



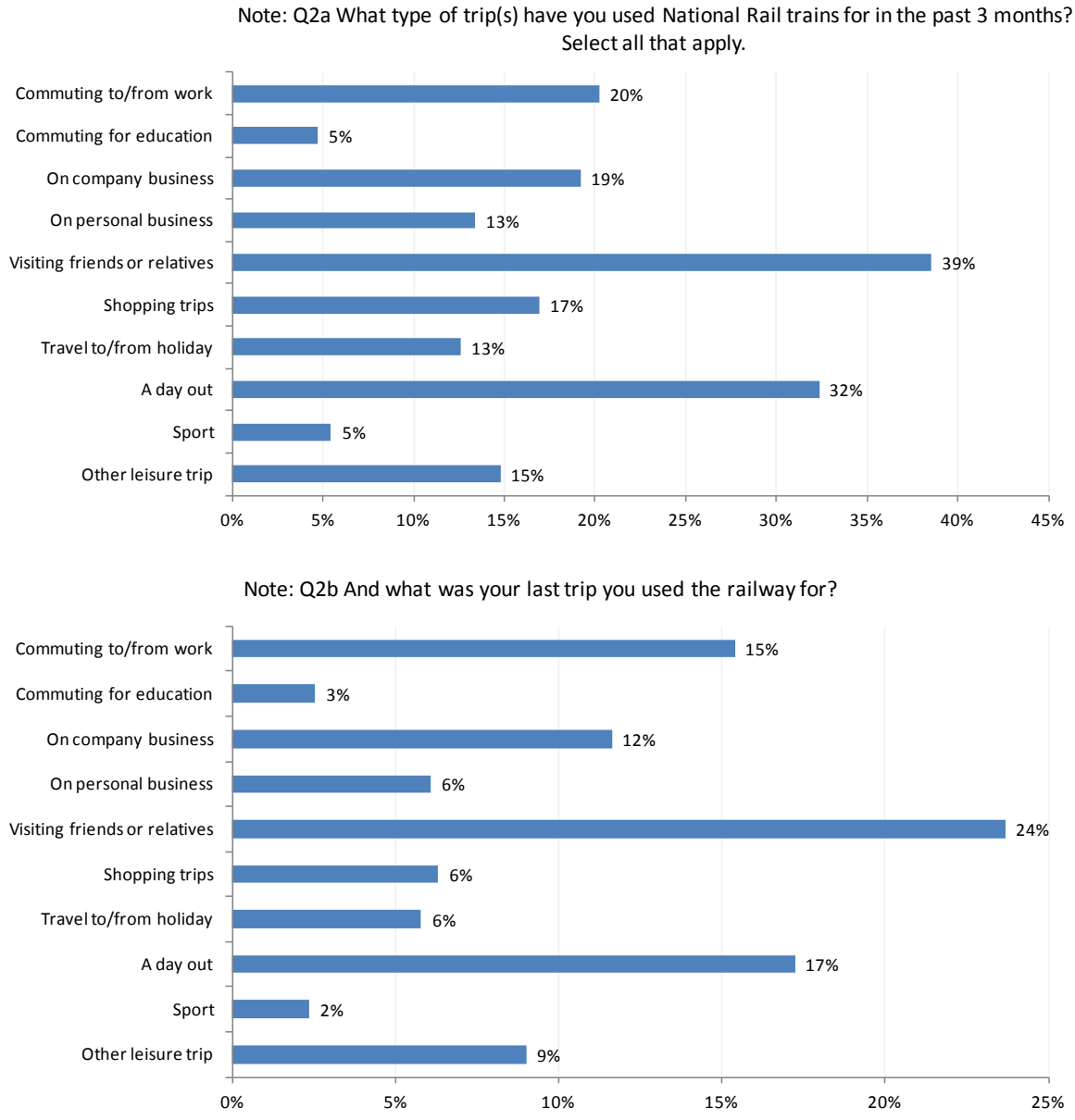
Note: Q1: When was the last time you purchased a ticket to travel on a National Rail train? By this we mean scheduled trains other than London Underground, Docklands Light Railway, Tyne and Wear Metro, Trams, Glasgow subway or heritage railways.
Source: LE/YouGov survey, May 2014

The most common reason for travelling by train among the survey respondents over the last three months was to visit friends or relatives (39%), followed by having a day out (32%) (Figure 13). Approximately 20% of respondents have travelled by train for company business or in order to commute to work. Shopping trips, personal business, holiday travel and other leisure trips were identified as reasons for travelling by train by between 13% and 17% of respondents. Doing sports and commuting for education (i.e. to go to university or school) are the least common purposes for travelling by train reported by the respondents (only 5% for each).

This places leisure travellers as the largest passenger group according to purpose for rail travel at 64% of the respondents[15], compared to 18% for commuters and 18% for business travellers. This contradicts the findings of the Department for Transport from their National Travel Survey (NTS) (ORR, 2014), which finds that over 50% of rail trips are made for business or as part of the commute and under 30% - for leisure. However, it is worth noting that the NTS data includes London Underground journeys, which are explicitly not considered in the current study, which potentially accounts for the large difference in findings.

[15] 64% comes from YouGov re-codes for travel purpose based on Q2A.

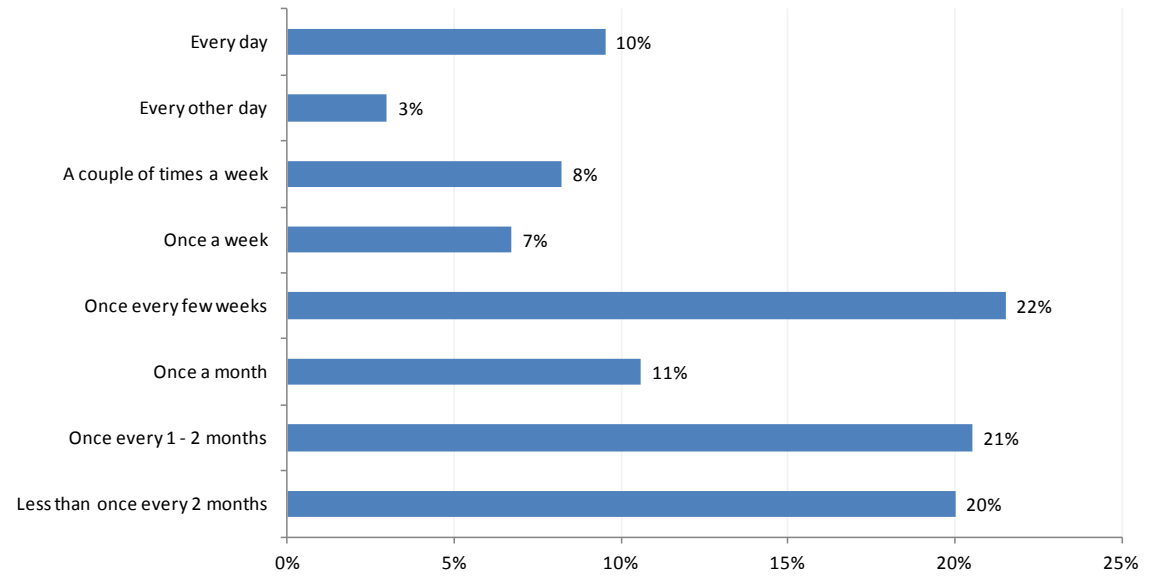
Figure 13:Q2: Purpose of travel



Source: LE/YouGov survey, May 2014

Just over a quarter (28%) of the sample reported that they travel by train once a week or more, and another third (33%) said that they travel once a month or once every few weeks (Figure 14). In comparison, the proportion of National Rail Passengers Survey (NRPS) respondents who are classified as frequent travellers is slightly above this at 40% (ORR, 2014), which is broadly comparable to the characteristics of the sample of the current study (depending on the definition of frequent traveller).

Figure 14:Frequency of train travel

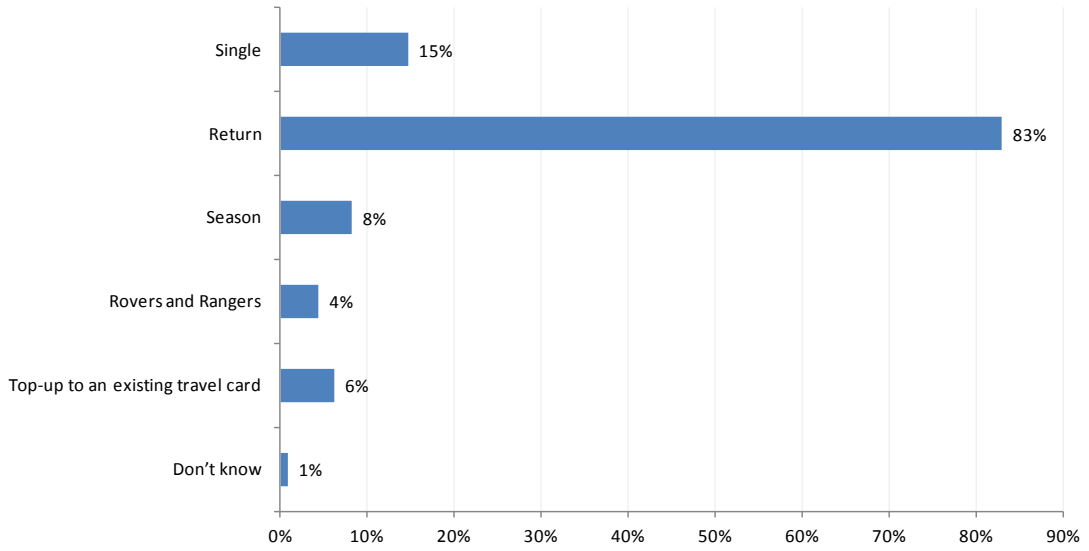


Note: Q3: Typically, how often do you travel by train?
Source: LE/YouGov survey, May 2014

Figure 15 shows that a return ticket is the most common type of ticket bought by the survey respondents. This ticket type was pointed out by 83% of the sample. Additionally, 15% of the respondents reported that they buy single tickets. Season ticket renewals or existing travel card extensions are purchased by fewer than 15% of the respondents in total.

The proportion of people who reported to purchase season tickets in the study (8%) is lower than that of people who have reported to use season tickets in the ORR report (20% of those purchasing tickets in advance) (p. 45, 2014).

Figure 15:Types of tickets purchased

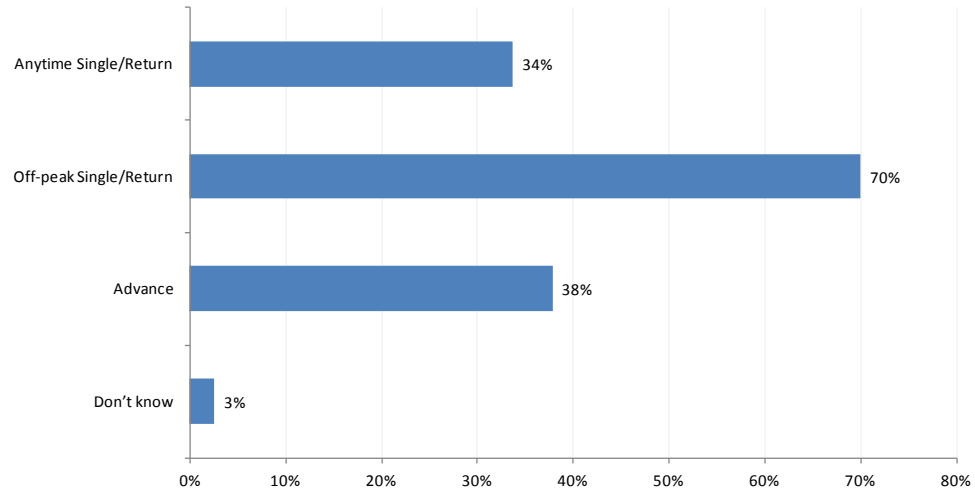


Note: Q4: Which of the following ticket types do you tend to buy/extend? Select all that apply.
Source: LE/YouGov survey, May 2014

The respondents who said they purchase single and/or return tickets were also asked about the specific type of ticket they tend to buy, and the frequency of their most common journey for which they buy such a ticket. Their responses are presented in Figure 16 and Figure 17 below.

The majority of survey respondents (70%) who purchase single or return tickets tend to buy Off-peak tickets (Figure 16). The share of respondents who buy Advance tickets is slightly higher than the proportion of those who purchase Anytime tickets (38% and 34%, respectively).

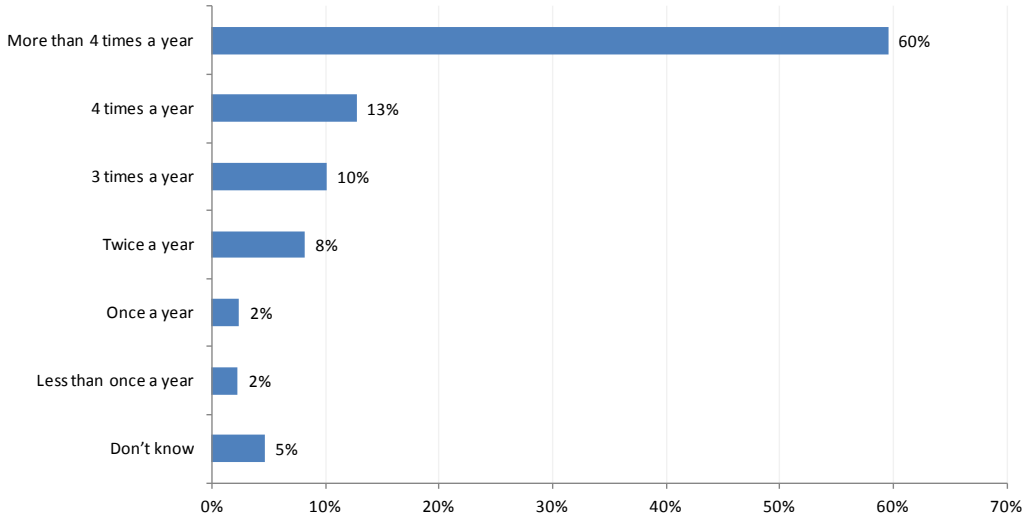
Figure 16:Single/Return tickets: Types of tickets purchased



Note: Q5: When you buy Single or Return tickets, which of the following types do you tend to buy. Select all that apply.
Source: LE/YouGov survey, May 2014

The majority (60%) of those who buy single and/or return tickets reported they make their most frequent journey more often than four times a year.

Figure 17: Single/Return tickets: frequency of travel to most regular destination



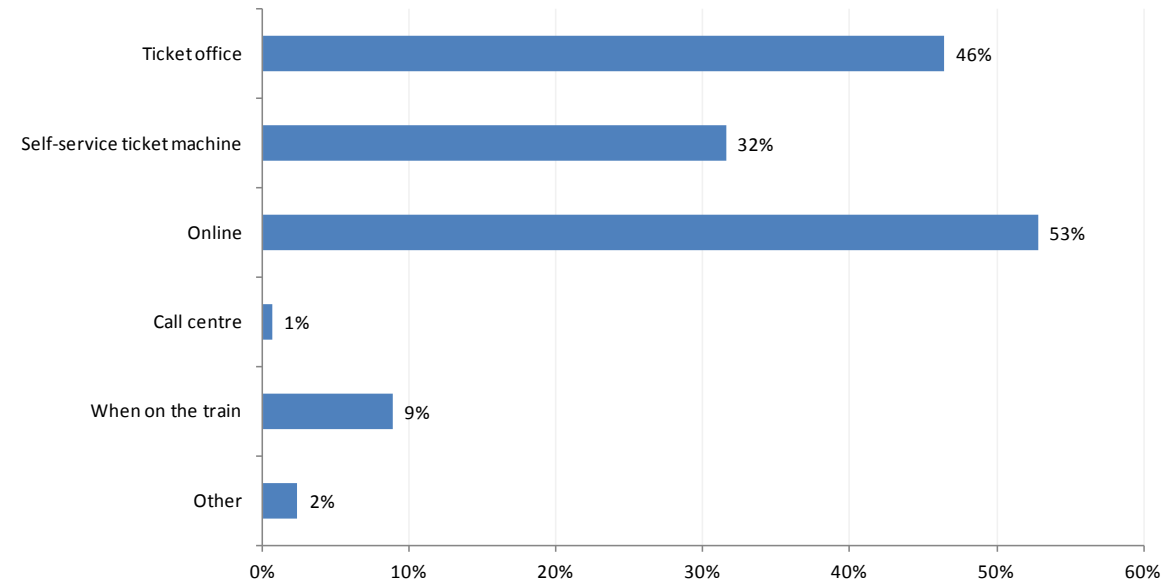
Note: Q6: Thinking about the journey that you make most regularly for which you buy a Single or Return ticket, how often do you make this journey?

Source: LE/YouGov survey, May 2014

Just under a third of the sample reported that they use self-service ticket machines to buy their train tickets (Figure 18). The most popular ticket purchasing channel among the survey respondents sample is online (53%), closely followed by the ticket office (46%).

This distribution broadly compares to the results from the ORR Rail passenger experience report (2014). Out of all NRPS respondents who book in advance, 49% book online and 44% purchase their tickets at the station, and out of those who purchase tickets on the day, 11% do so once on the train compared to 9% in the current survey. Exactly the same proportion of people – 32% - has reported to use self-service ticket machines in both surveys.

Figure 18: Channel of ticket purchase

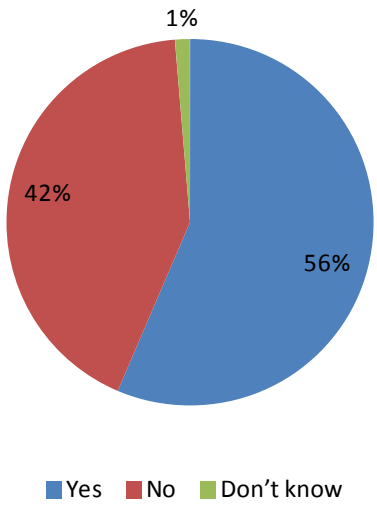


Note: Q7: How do you tend to buy train tickets? Select all that apply.
Source: LE/YouGov survey, May 2014

Slightly over half (56%) of the people surveyed said they tend to purchase their train tickets prior to their journey date (Figure 19).

In comparison, according to the ORR (p.45, 2014) study on the rail passenger experience, 36% of the passengers buy their tickets on the day of travel, which is 8 percentage points lower than the 42% of the survey sample.

Figure 19: Advanced ticket purchase

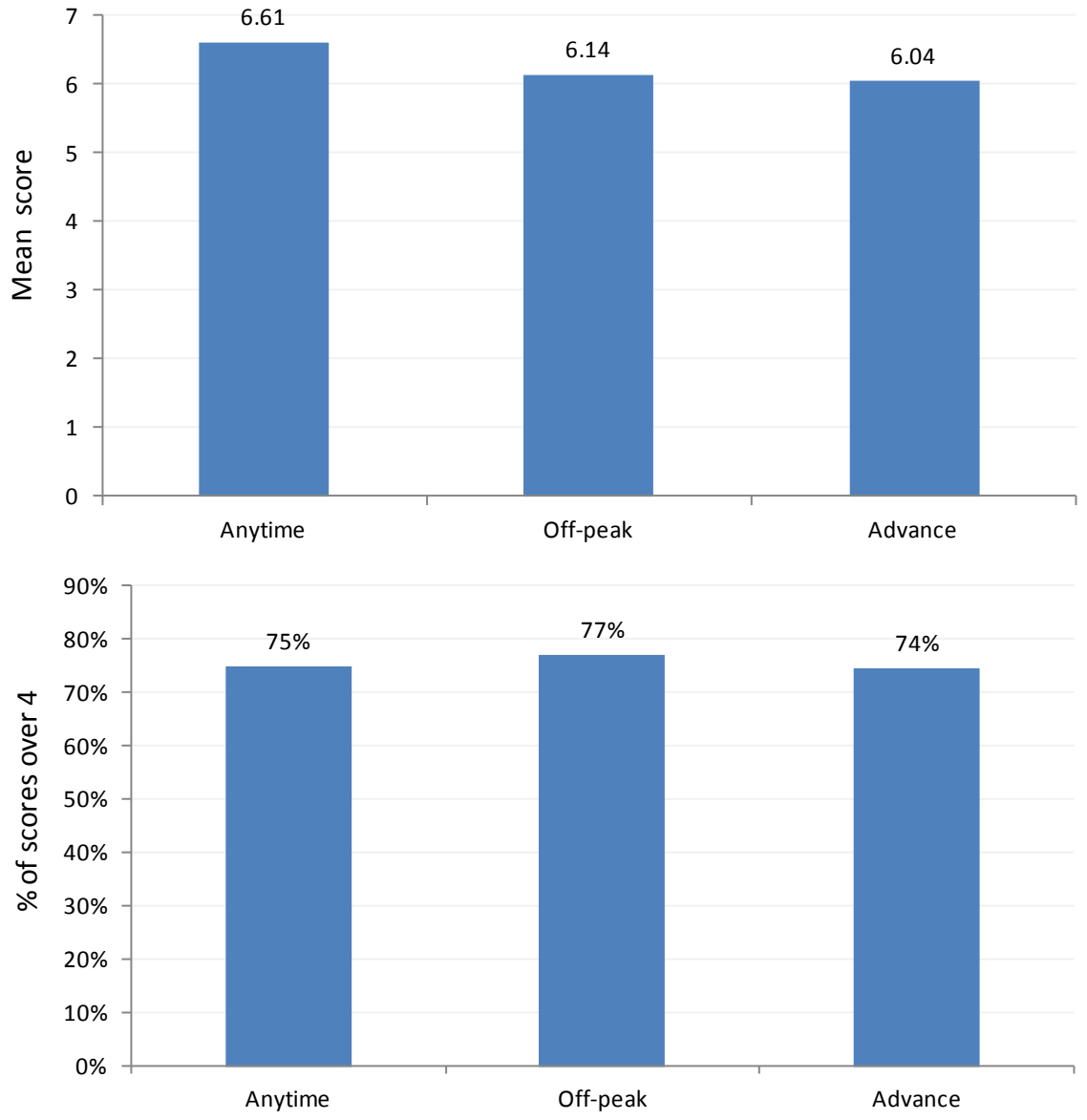


Note: Q8: Do you tend to buy tickets before the day you travel?
Source: LE/YouGov survey, May 2014

The respondents were asked to grade, on the scale of 1 to 10 (1 being 'very unconfident' and 10 being 'very confident'), how well-informed they think they are about the characteristics, terms and conditions and restrictions of Anytime, Off-peak and Advance tickets.

As shown in Figure 20, the sample average scores obtained for all 3 ticket types are slightly above 6 (6.61, 6.14 and 6.04 for Anytime, Off-peak and Advance tickets, respectively). The proportion of the sample who feels somewhat informed (i.e. scored more than 4) varies by 3 percentage points across ticket types (between 77% for Off-peak tickets and 74% for Advance tickets). These results are comparable to the average levels of ORR & Passenger Focus respondents' understanding of ticket restrictions (ORR, 2014, p. 78).

Figure 20: Confidence in own information about characteristics, restrictions and terms and conditions, by type of ticket



Note: Q15: How well informed do you feel you are about the characteristics, restrictions and terms and conditions of the following types of tickets. Please answer on a scale of 1 (not informed at all) to 10 (very well informed). (Grade scale 1 to 10.)
Source: LE/YouGov survey, May 2014

Respondents were asked to report how confident they are that they are able to:

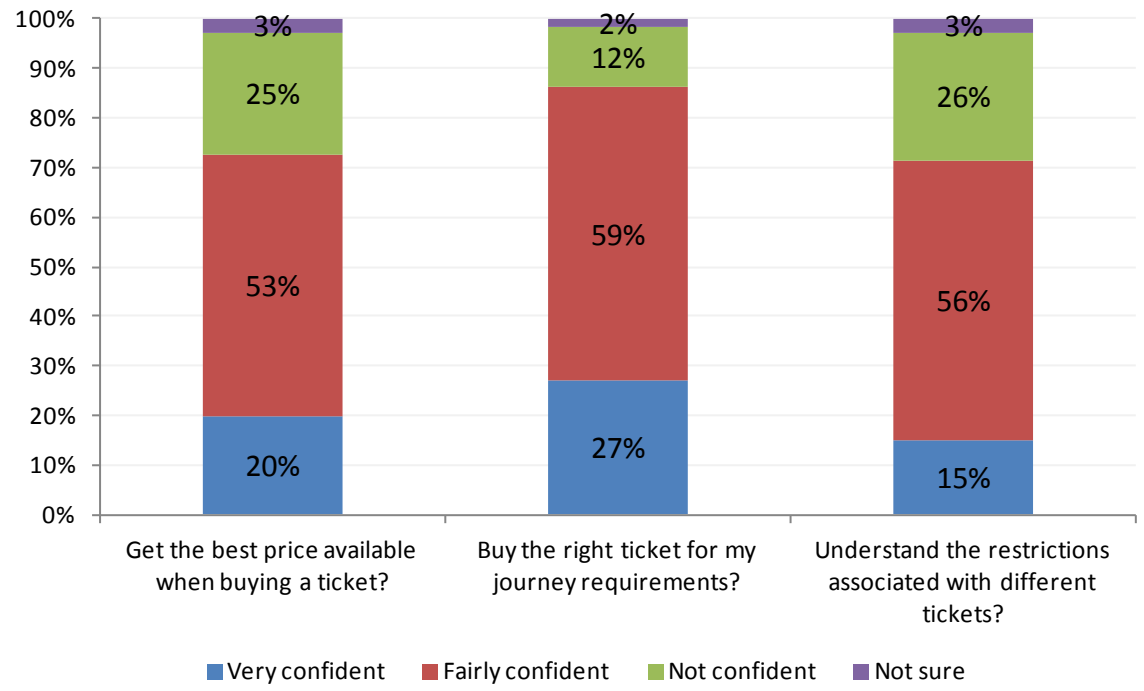
- Obtain their ticket at the best price available at the point of buying;
- Choose the right ticket considering their journey requirements; and
- Understand the restrictions of the various types of tickets.

For all three of these questions, the majority of respondents (between 53% and 59%) said they were 'fairly confident' in their ticket purchasing capabilities (Figure 21). A higher proportion (86%) of the sample feel 'fairly confident' or 'very confident' about choosing a ticket which meets their

requirements, compared to getting the best price (73%) and understanding the various ticket restrictions (71%).

In comparison, about 10 percentage points more people reported to be confident in their ticket purchasing abilities in the ORR report (2014). This, is however, a sample average for passengers who purchase tickets in advance, hence the confidence levels are broadly comparable.

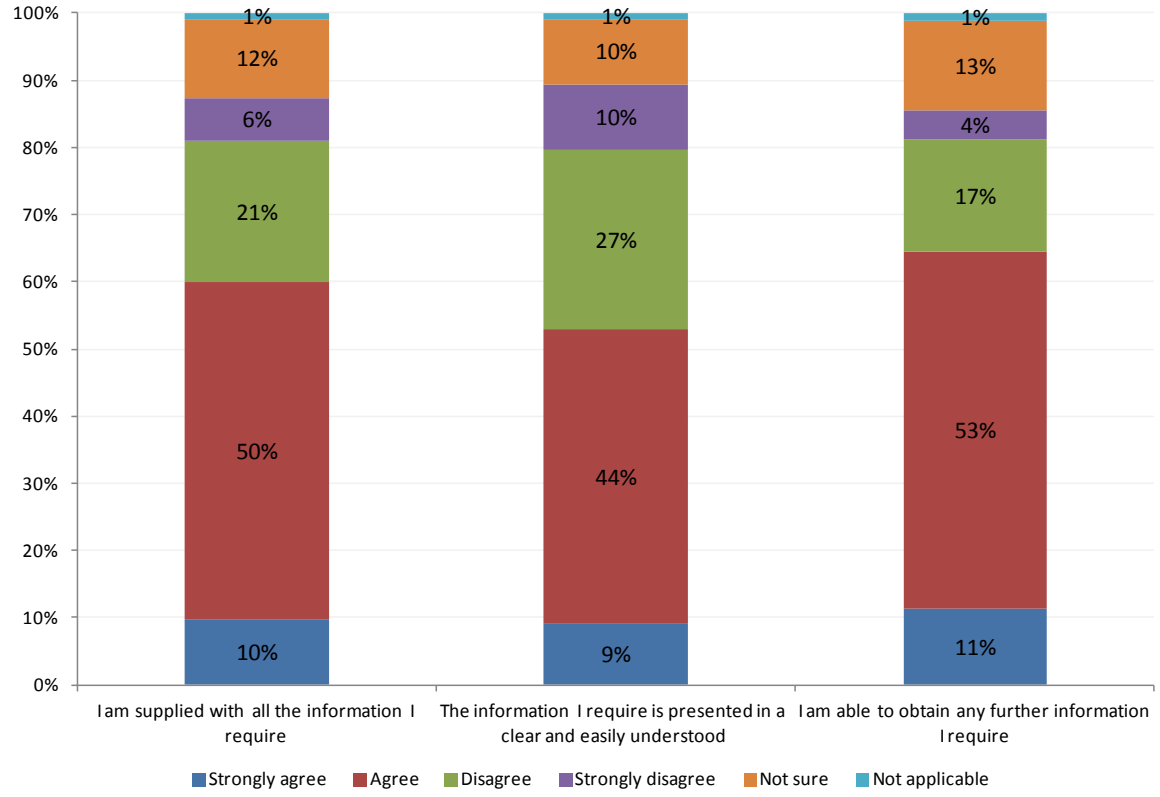
Figure 21: Confidence in own ticket purchasing capabilities



Note: Q16: In general, how confident are you that you...
Source: LE/YouGov survey, May 2014

The respondents were also asked how they feel about the information they are provided with when purchasing a ticket. Overall, only 60% believe they are supplied with all the necessary information when buying a ticket and 53% think the information they need is clearly and comprehensively presented. A slightly higher proportion (just over two thirds) think they can find additional information themselves, should they need to (Figure 22).

Figure 22: Confidence in information availability



Note: Q17: To what extent do you agree or disagree with the following statements? In general, when purchasing a rail ticket…
Source: LE/YouGov survey, May 2014

Annex 4 Socio-demographic characteristics of the sample

The composition of the survey and experiment sample in terms of various socio-demographic characteristics is shown in the tables below.

Table 21: Sample breakdown by gender

Gender	Share (%)
Male	51.37
Female	48.63
Total Sample Size	2124

Table 22: Sample breakdown by age group

Age group	Share (%)
18-25	13.84
26-30	8.48
30-35	10.83
36-40	8.00
41-45	8.71
46-50	10.78
51-55	10.59
56-60	8.29
61-65	8.57
66-70	7.15
71-75	3.35
76-80	1.17
81-85	0.24
Total Sample Size	2124

Table 23: Sample breakdown by government office region

Government Office Region by respondent	Share (%)
North East	3.06
North West	9.93
Yorkshire and Humber	7.58
East Midlands	5.37
West Midlands	7.16
East	11.63
London	15.02
South East	20.34
South West	6.73
Wales	4.00
Scotland	9.18
Total Sample Size	2124

Table 24: Sample breakdown by social grade	
NRS Social Grade	Share (%)
AB	33.90
C1	32.53
C2	15.54
D	7.77
E	10.26
Total Sample Size	2124

Table 25: Sample breakdown by education level	
Highest educational or work-related qualification	Share (%)
University or CNAA first degree (e.g. BA)	31.87
University or CNAA higher degree (e.g. MSc)	17.37
GCE A level or Higher Certificate	13.51
Other technical, professional or higher qualification	11.02
CSE grade 1, GCE O level, GCSE, School Certificate	7.86
University Diploma	4.05
Other	14.30
Total Sample Size	2124

Note: "Other" includes no formal qualifications, youth training certificate/skillseekers, recognised trade apprenticeship completed, Clerical and commercial, City and Guild Certificate, City and Guild certificate – advanced ONC, CSE grades 2-5, Scottish Ordinary/Lower Certificate, Scottish Higher Certificate, Nursing qualification, Teaching qualification (not degree), Other technical, professional or high qualification, don't know, prefer not to say

Table 26: Sample breakdown by work Status	
Work status	Share (%)
Working full time (30 or more hours per week)	53.15
Working part time (8-29 hours a week)	10.08
Working part time (Less than 8 hours a week)	1.69
Full time student	6.78
Retired	17.56
Unemployed	4.61
Not working	4.61
Other	1.51
Total Sample Size	2124

Table 27: Sample breakdown by disability status	
Day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months	Share (%)
Yes, limited a lot	5.85
Yes, limited a little	14.42
No	79.74
Total Sample Size	2053

Annex 5 Impact of respondents' personal characteristics on performance in the experiment

Regressions of respondents' choices in the experiment were conducted including the information variables and a range of personal characteristics as explanatory variables in order to: a) ensure that the results relating to information provision (described in chapter 4) are still statistically significant when the personal characteristics are included and b) examine the effects of respondents' personal characteristics on their performance in the experiment.

Specifically, regressions were conducted including the following explanatory variables (in addition to the information variables):

- Age (as a continuous variable)
- A gender dummy, equal to one if the respondent is male
- Dummy variables representing social groups C1, C2, D and E, with group AB as the base.
- A 'low education' dummy variable, equal to one if the respondent's highest qualification is GCSE or lower
- Dummy variables for whether the respondent recently used the railway to commute, on business and/or for leisure (NB these categories are not mutually exclusive)
- A variable representing how frequently the respondent travels by train on a scale of 1 ("every day") to 8 ("less than once every 2 months")

The results are presented in the tables below. The results show that when the additional variables are included, only a small minority of the results for the information variables switch from being just inside to just outside the 90% significance threshold (or vice versa), and the changes in the magnitudes of these results are not major. Therefore the overall findings and conclusions do not change with the inclusion of personal characteristics.

Furthermore, across the various scenarios and performance measures in the experiment, few clear patterns emerge regarding the impact of respondents' personal characteristics on their performance in the experiment. The statistically significant results regarding the impact of respondents' personal characteristics are summarised below:

- **Age**: Older respondents performed better than younger respondents in Scenario 1, being more likely to choose a suitable ticket and the cheapest suitable ticket.
- **Gender**: There is no overall pattern in the differences between the responses of men and women. Men were more likely to choose the cheapest suitable ticket in Scenario 2, but were less likely to choose a suitable ticket in Scenarios 4 and 5, and also less likely to choose the cheapest suitable ticket in Scenario 5.
- **Social group**: There is no clear pattern of differences across social groups. Those in lower social groups typically performed worse in Scenario 1 (group D were less likely to choose a suitable ticket and groups C2 and E were less like to choose the cheapest suitable ticket). Group D performed worse in Scenario 3 (being less likely to choose a suitable ticket), but were more likely to choose the cheapest suitable ticket in Scenario 5, and most lower social groups (C1, C2 and E) were more likely to choose the cheapest suitable

ticket in Scenario 6. (NB the social groups are mutually exclusive and group AB was the base in the regressions.)

- **Education**: Those with low education performed worse in Scenarios 1 and 2, being less likely to choose a suitable ticket and the cheapest suitable ticket.
- **Traveller type**: There is no clear relationship between travelling for a certain purpose and performance in the experiment. Commuters were more likely to choose a suitable ticket in Scenario 1, but less likely to choose the cheapest suitable ticket in Scenarios 2, 4 and 6. Leisure travellers were more likely to choose a suitable ticket and the cheapest suitable ticket in Scenario 1, the cheapest suitable ticket in Scenario 2, and a suitable ticket in Scenario 5. Business travellers were more likely to choose a suitable ticket in Scenarios 2 and 4, and the cheapest suitable ticket in Scenario 5. (NB the categories of commuter, leisure traveller and business traveller are not mutually exclusive.)
- **Frequency of travel**: Those who travel more frequently were more likely to choose the cheapest suitable ticket in Scenario 5.

Table 28: Regressions for Scenario 2 (must travel in peak)

Explanatory variable	Valid ticket type	Suitable ticket	Cheapest suitable ticket
Restrictions upfront	**0.556 (0.046)**	0.369 (0.102)	0.349 (0.114)
Restrictions pop-up	-0.032 (0.901)	-0.189 (0.390)	0.021 (0.923)
Restrictions confirmation	0.322 (0.263)	0.055 (0.812)	-0.019 (0.934)
Services upfront	**0.766 (0.007)**	**1.009 (0.000)**	**1.312 (0.000)**
Services pop-up	0.348 (0.177)	**0.773 (0.001)**	**0.960 (0.000)**
Services confirmation	**0.516 (0.058)**	**0.651 (0.004)**	**0.697 (0.002)**
Fare type description	**0.402 (0.042)**	-0.262 (0.106)	-0.184 (0.249)
Age	0.011 (0.116)	**0.019 (0.001)**	**0.015 (0.007)**
Gender	-0.228 (0.259)	-0.108 (0.514)	-0.166 (0.307)
Social grade C1	0.107 (0.682)	0.092 (0.661)	0.076 (0.709)
Social grade C2	-0.079 (0.799)	-0.358 (0.159)	**-0.425 (0.094)**
Social grade D	-0.328 (0.364)	**-0.526 (0.090)**	-0.464 (0.138)
Social grade E	-0.485 (0.141)	-0.292 (0.310)	**-0.523 (0.068)**
Low education	-0.322 (0.251)	**-0.558 (0.021)**	**-0.514 (0.036)**
Commuter	0.429 (0.187)	**0.519 (0.042)**	0.236 (0.338)
Business traveller	0.084 (0.747)	0.340 (0.102)	0.246 (0.220)
Leisure traveller	0.135 (0.642)	0.499 (**0.029**)	**0.482 (0.032)**
Frequency of travel	-0.017 (0.775)	0.034 (0.484)	0.017 (0.716)
Constant	0.287 (0.674)	**-1.520 (0.007)**	**-1.690 (0.002)**

Note: Logistic regression coefficients (p-values in parentheses). Results in bold are statistically significant at 90% or more.
Source: LE/YouGov survey, May 2014

Table 2: Regressions for Scenario 2 (can travel off-peak)			
Explanatory variable	**Valid ticket type**	**Suitable ticket**	**Cheapest suitable ticket**
Restrictions upfront	:	**1.184 (0.000)**	0.257 (0.268)
Restrictions pop-up	:	0.283 (0.259)	-0.234 (0.301)
Restrictions confirmation	:	0.358 (0.144)	0.008 (0.969)
Services upfront	:	**1.236 (0.000)**	**1.505 (0.000)**
Services pop-up	:	0.227 (0.335)	**0.642 (0.003)**
Services confirmation	:	**0.845 (0.002)**	**0.628 (0.005)**
Fare type description	:	-0.219 (0.253)	-0.103 (0.528)
Age	:	0.002 (0.725)	0.001 (0.861)
Gender	:	0.164 (0.395)	**0.367 (0.026)**
Social grade C1	:	0.212 (0.385)	-0.017 (0.932)
Social grade C2	:	-0.310 (0.270)	-0.020 (0.936)
Social grade D	:	0.027 (0.944)	-0.127 (0.691)
Social grade E	:	-0.111 (0.744)	0.259 (0.396)
Low education	:	-0.127 (0.630)	-0.190 (0.410)
Commuter	:	0.019 (0.950)	**-0.500 (0.050)**
Business traveller	:	**0.625 (0.011)**	0.208 (0.300)
Leisure traveller	:	0.322 (0.225)	**0.415 (0.062)**
Frequency of travel	:	0.045 (0.427)	-0.004 (0.932)
Constant	:	-0.369 (0.571)	-0.722 (0.198)

Note: Logistic regression coefficients (p-values in parentheses). Results in bold are statistically significant at 90% or more. ":"signifies that there is no result for the regression for Scenario 2.

Source: LE/YouGov survey, May 2014

Table 3: Regressions for Scenario 3 (cannot commit to a particular train)			
Explanatory variable	**Valid ticket type**	**Suitable ticket**	**Cheapest suitable ticket**
Restrictions upfront	:	**0.508 (0.026)**	0.186 (0.398)
Restrictions pop-up	:	0.052 (0.810)	0.110 (0.608)
Restrictions confirmation	:	0.301 (0.187)	0.248 (0.270)
Fare type description	:	0.155 (0.329)	0.151 (0.331)
Age	:	0.007 (0.180)	0.004 (0.413)
Gender	:	-0.250 (0.121)	-0.152 (0.335)
Social grade C1	:	-0.148 (0.465)	-0.102 (0.600)
Social grade C2	:	0.120 (0.636)	0.176 (0.472)
Social grade D	:	**-0.746 (0.015)**	**-0.564 (0.074)**
Social grade E	:	-0.167 (0.556)	-0.137 (0.620)
Low education	:	**-0.600 (0.012)**	**-0.522 (0.031)**
Commuter	:	0.411 (0.102)	-0.022 (0.925)
Business traveller	:	0.257 (0.209)	-0.093 (0.628)
Leisure traveller	:	0.305 (0.176)	0.161 (0.456)
Frequency of travel	:	-0.014 (0.765)	-0.050 (0.267)
Constant	:	-0.219 (0.685)	-0.226 (0.665)

Note: Logistic regression coefficients (p-values in parentheses). Results in bold are statistically significant at 90% or more. ":"signifies that there is no result for the regression for Scenario 3.

Source: LE/YouGov survey, May 2014

Table 4: Regressions for Scenario 4 (wishes to break journey)

Explanatory variable	Valid ticket type	Suitable ticket	Cheapest suitable ticket
Restrictions upfront	:	0.229 (0.305)	0.242 (0.274)
Restrictions pop-up	:	**0.386 (0.097)**	0.362 (0.111)
Restrictions confirmation	:	-0.085 (0.714)	-0.103 (0.657)
Break upfront	:	**1.286 (0.000)**	**1.617 (0.000)**
Break pop-up	:	**0.722 (0.001)**	**1.095 (0.000)**
Break confirmation	:	**0.776 (0.001)**	**0.657 (0.005)**
Fare type description	:	0.099 (0.545)	0.211 (0.190)
Age	:	0.009 (0.124)	0.009 (**0.100**)
Gender	:	**-0.322 (0.052)**	-0.105 (0.516)
Social grade C1	:	-0.053 (0.800)	-0.066 (0.749)
Social grade C2	:	-0.112 (0.665)	-0.096 (0.706)
Social grade D	:	-0.115 (0.743)	0.089 (0.794)
Social grade E	:	-0.267 (0.358)	-0.220 (0.446)
Low education	:	-0.125 (0.577)	-0.291 (0.185)
Commuter	:	-0.077 (0.760)	**-0.469 (0.064)**
Business traveller	:	**0.340 (0.090)**	0.228 (0.244)
Leisure traveller	:	0.130 (0.556)	0.200 (0.360)
Frequency of travel	:	0.014 (0.765)	-0.036 (0.433)
Constant	:	-0.713 (0.167)	**-1.359 (0.008)**

Note: Logistic regression coefficients (p-values in parentheses). Results in bold are statistically significant at 90% or more. ":"signifies that there is no result for the regression for Scenario 4.

Source: LE/YouGov survey, May 2014

Table 5: Regressions for Scenario 5 (uncertain about travel plans)

Explanatory variable	Valid ticket type	Suitable ticket	Cheapest suitable ticket
Restrictions upfront	:	**0.445 (0.058)**	**0.457 (0.073)**
Restrictions pop-up	:	0.305 (0.194)	0.234 (0.362)
Restrictions confirmation	:	-0.130 (0.595)	-0.242 (0.375)
Refund upfront	:	**0.570 (0.016)**	**0.834 (0.001)**
Refund pop-up	:	**0.433 (0.060)**	**0.478 (0.068)**
Refund confirmation	:	-0.140 (0.570)	0.073 (0.790)
Fare type description	:	0.240 (0.151)	**0.502 (0.006)**
Age	:	0.004 (0.526)	0.000 (0.971)
Gender	:	**-0.427 (0.011)**	**-0.346 (0.060)**
Social grade C1	:	-0.140 (0.507)	0.041 (0.862)
Social grade C2	:	-0.191 (0.465)	0.169 (0.546)
Social grade D	:	0.543 (0.115)	**0.856 (0.019)**
Social grade E	:	0.052 (0.859)	0.251 (0.438)
Low education	:	-0.0600 (0.789)	-0.002 (0.992)
Commuter	:	-0.025 (0.924)	0.283 (0.313)
Business traveller	:	0.193 (0.338)	**0.466 (0.037)**
Leisure traveller	:	**-0.558 (0.011)**	-0.228 (0.345)
Frequency of travel	:	0.050 (0.280)	**0.172 (0.001)**
Constant	:	**-0.995 (0.057)**	**-2.768 (0.000)**

Note: Logistic regression coefficients (p-values in parentheses). Results in bold are statistically significant at 90% or more. ":"signifies that there is no result for the regression for Scenario 5.

Source: LE/YouGov survey, May 2014

Table 6: Regressions for Scenario 6 (can commit to a particular train)			
Explanatory variable	**Valid ticket type**	**Suitable ticket**	**Cheapest suitable ticket**
Restrictions upfront	:	:	-0.184 (0.395)
Restrictions pop-up	:	:	-0.277 (0.206)
Restrictions confirmation	:	:	**-0.399 (0.069)**
Fare type description	:	:	-0.176 (0.260)
Age	:	:	-0.005 (0.335)
Gender	:	:	0.178 (0.260)
Social grade C1	:	:	**0.383 (0.047)**
Social grade C2	:	:	**0.844 (0.001)**
Social grade D	:	:	0.195 (0.521)
Social grade E	:	:	**0.512 (0.072)**
Low education	:	:	-0.130 (0.554)
Commuter	:	:	**-0.425 (0.084)**
Business traveller	:	:	-0.118 (0.536)
Leisure traveller	:	:	0.180 (0.397)
Frequency of travel	:	:	0.038 (0.423)
Constant	:	:	0.112 (0.829)

Note: Logistic regression coefficients (p-values in parentheses). Results in bold are statistically significant at 90% or more. ":" signifies that there is no result for the regression for Scenario 6.

Source: LE/YouGov survey, May 2014

Annex 6 Shares that selected each ticket in the experiment

Overall, a relatively high share of respondents chose an unsuitable ticket in the experiment: 34% did so in across all scenarios. However, this is not a significant issue for the purposes of the experiment, since the aim of the experiment was to examine what information has the most effect and how it should be presented. Therefore the important results are the differences across treatments rather than the absolute proportions.

That said, a potential reason for the fact that so many chose an unsuitable ticket is that although the scenarios were developed to reflect situations that passengers may face in reality, these situations were not straightforward, such as the situation where the passenger wished to break their journey. Therefore the scenarios in the experiment are more relevant to situations where the passenger has specific requirements (e.g. where they need to travel at peak time, cannot commit to catch a certain train, wish to break their journey, etc).

It is useful to examine passengers' choices in relatively challenging scenarios since in more straightforward situations they would be more likely to make good decisions irrespective of what information is provided. It is more valuable to identify what information is helpful to passengers in situations where they could potentially make mistakes.

Shares that selected each ticket depending on the presentation of time, route and service restrictions

Table 29 shows that in Scenarios 1 and 2 (where the respondent is seeking to purchase a ticket on the day of travel in either peak or off-peak time) respondents' choices improved to some extent when information on time, route and service restrictions was provided up-front at the ticket section stage, relative to when this information was not provided or was provided in a pop-up or at the confirmation stage. In particular, when this information was provided up front at the ticket selection stage a lower share of respondents selected the invalid ticket (Scenario 1) or a valid ticket but which was not suitable for their preferences for time of travel (Scenario 2). In Scenario 2 in particular the share who selected the cheapest valid suitable ticket (i.e. Ticket 2) was higher (see highlighted values in Table 29) when information was provided up front.

Table 29: Shares that selected each ticket depending on the presentation of time, route and service restrictions: Scenarios 1 & 2, buying ticket on day of travel

	Scenario 1 (must travel during peak)				Scenario 2 (can travel during off-peak)			
Presentation of restrictions	Ticket 1 Anytime Valid Suitable £82.00	Ticket 2 Anytime Valid Suitable £49.50	Ticket 3 Anytime Valid Unsuitable £48.50	Ticket 4 Off-peak Invalid Unsuitable £47.00	Ticket 1 Off-peak Valid Suitable £47.00	Ticket 2 Off-peak Valid Suitable £27.50	Ticket 3 Off-peak Valid Unsuitable £22.90	Ticket 4 Anytime Valid Suitable £82.00
Not presented	10%	47%	20%	23%	5%	58%	29%	8%
Upfront at selection	9%	57%	19%	15%	12%	65%	12%	12%
Pop-up at selection	4%	48%	24%	23%	13%	53%	25%	10%
At confirmation	11%	51%	22%	16%	11%	58%	24%	7%

Source: LE/YouGov survey, May 2014

Information on time, route and service restrictions had less impact on respondents' choices in Scenarios 3 and 6, in which respondents were buying tickets the day before travelling and choosing between Off-peak and Advance tickets (Table 30). The most notable result in Table 30 is that in Scenario 3 fewer respondents selected the cheapest Advance ticket, which was invalid given their journey requirements since they could not commit to catch a particular train in that scenario (see highlighted values in Table 30).

Table 30: Shares that selected each ticket depending on the presentation of time, route and service restrictions: Scenarios 3 & 6, buying ticket the day before travel

	Scenario 3 (cannot commit to a train)				Scenario 6 (can commit to a train)			
	Ticket 1 Off-peak Valid Suitable £47.00	Ticket 2 Off-peak Valid Suitable £27.50	Ticket 3 Advance Invalid Unsuitable £6.00	Ticket 4 Advance Invalid Unsuitable £11.00	Ticket 1 Advance Valid Suitable £11.00	Ticket 2 Advance Valid Suitable £6.00	Ticket 3 Off-peak Valid Suitable £47.00	Ticket 4 Off-peak Valid Suitable £27.50
Presentation of restrictions								
Not presented	14%	42%	31%	14%	34%	58%	3%	5%
Upfront at selection	21%	46%	20%	13%	38%	55%	3%	5%
Pop-up at selection	12%	44%	27%	17%	36%	53%	5%	6%
At confirmation	14%	47%	27%	12%	39%	50%	3%	8%

Source: LE/YouGov survey, May 2014

Shares that selected each ticket depending on the presentation of services for which tickets are valid

Table 31 shows that when the services for which tickets are valid were presented up-front at the ticket selection stage, the share of respondents in Scenario 1 who selected the cheapest valid ticket increased from 33% to 64% (relative to when this information was not presented, see the highlighted values), whereas the shares that selected each of the other tickets decreased.

Similarly, the share of respondents in Scenario 2 who selected the cheapest valid ticket rose from 42% to 77% when the services for which tickets are valid were presented up-front at the ticket selection stage, whereas the shares that selected the (cheaper) non-valid Off-peak ticket (i.e. Ticket 3) and the (more expensive) Anytime ticket (i.e. Ticket 4) decreased.

Table 31: Shares that selected each ticket depending on the presentation of services for which tickets are valid: Scenarios 1 & 2, buying ticket on day of travel

	Scenario 1 (must travel during peak)				Scenario 2 (can travel during off-peak)			
	Ticket 1 Anytime Valid Suitable £82.00	Ticket 2 Anytime Valid Suitable £49.50	Ticket 3 Anytime Valid Unsuitable £48.50	Ticket 4 Off-peak Invalid Unsuitable £47.00	Ticket 1 Off-peak Valid Suitable £47.00	Ticket 2 Off-peak Valid Suitable £27.50	Ticket 3 Off-peak Valid Unsuitable £22.90	Ticket 4 Anytime Valid Suitable £82.00
Presentation of service information								
Not presented	12%	33%	28%	27%	13%	42%	33%	13%
Upfront at selection	5%	64%	18%	14%	9%	77%	12%	2%
Pop-up at selection	7%	57%	17%	20%	8%	59%	27%	7%
At confirmation	11%	49%	23%	17%	11%	57%	17%	15%

Source: LE/YouGov survey, May 2014

Shares that selected each ticket depending on the presentation of break of journey information

Provision of journey break information to respondents who wished to do this in the experiment, increased the proportion that chose the cheapest valid ticket, and again provision of this information Up-front was the most effective. Further, this information reduced the proportion selecting cheaper invalid but invalid tickets (Tickets 3 and 4).

Table 32: Shares that selected each ticket depending on the presentation of break of journey information: Scenario 4, buying ticket the day before travel

	Scenario 4 (wishes to break journey)			
Presentation of break of journey information:	Ticket 1 Off-peak Valid Suitable £47.00	Ticket 2 Off-peak Valid Suitable £27.50	Ticket 3 Advance Invalid Unsuitable £6.00	Ticket 4 Advance Invalid Unsuitable £11.00
Not presented	18%	28%	40%	13%
Upfront at selection	10%	66%	15%	9%
Pop-up at selection	10%	54%	30%	5%
At confirmation	22%	44%	25%	10%

Source: LE/YouGov survey, May 2014

Shares that selected each ticket depending on the presentation of information on refund rights associated with tickets

Table 33: Shares that selected each ticket depending on the presentation of information on refund rights associated with tickets: Scenario 5, buying ticket the day before travel

	Scenario 5 (uncertain about travel plans)			
Presentation of information on refund rights:	Ticket 1 Off-peak Valid Suitable £47.00	Ticket 2 Off-peak Valid Suitable £27.50	Ticket 3 Advance Invalid Unsuitable £6.00	Ticket 4 Advance Invalid Unsuitable £11.00
Not presented	9%	18%	56%	17%
Upfront at selection	7%	37%	43%	13%
Pop-up at selection	11%	28%	47%	14%
At confirmation	5%	22%	53%	20%

Source: LE/YouGov survey, May 2014

References

Office of Rail Regulation (2014). 'Rail passenger experience report', Available at http://orr.gov.uk/__data/assets/pdf_file/0003/11748/rail-passenger-experience-report.pdf [last accessed: 30/05/2014].

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