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## 2002 National Taxi Users Survey Report

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# 1. Executive Summary

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## Background and Methodology

Taxis are an important form of transport in Australia, and one in which respective State Governments have an active interest. For several years a monitoring program has operated in Western Australia involving the scrutinising of Taxi Dispatch Service (TDS) data and regular customer surveying. The outputs of this process have been used to develop and monitor service standards within the industry.

In 2002 there was an interest from other states of conducting a national survey to provide comparable data on a range of service and attitudinal measures. This provided the impetus for a national survey of taxi customers that was conducted in November and December 2002.

The survey involved 1347 interviews with taxi users (or attempted users) being conducted in Victoria (214), South Australia (205), Tasmania (226 – Hobart 120; Launceston 106) and New South Wales (702 – Inner Sydney 200; outer Sydney 102; rural NSW 400). Additionally data from the most recent WA survey was also included in the report (183 interviews in September 2002). Interviews were conducted by phone under the industry's IQCA QA program conditions, and the average duration was around 15 minutes. A copy of the questionnaire used can be seen in Appendix A to this report.

## Key Results

<p><b>Note:</b> Table numbers in the executive summary are those from the main body of the report. Not all tables are included in this section.</p>
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### Trip characteristics

Inner Sydney showed the most intense level of taxi usage – with one in four taxi users in this area using them 21 times or more in the last 6 months. By contrast only around 1 in 10 users used taxis this frequently in outer Sydney, Victoria, Launceston and South Australia.

**Table 1 – Frequency of usage in last 6 months**

Times taxis used in the last 6 months (q1):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
1	16%	16%	12%	15%	6%	20%	14%	18%
2-5	37%	40%	36%	46%	31%	34%	35%	38%
6-10	20%	18%	22%	12%	20%	17%	18%	22%
11-20	16%	16%	16%	16%	19%	18%	15%	13%
21+	12%	10%	15%	11%	24%	12%	19%	9%
Sample size	201	200	116	105	192	96	391	175

**Table 3 – ‘Average’ number of trips in 6 months (extract)**

Average times taxis used in the last 6 months (from q1):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
Median** frequency	4	4	6	4	10	4	6	5
Sample size	214	205	120	106	200	102	400	175

\*\* Median frequency is the number of trips at which 50% of people made fewer trips and 50% made more trips. This is probably a better measure of ‘average’ as it is not impacted by the extremely high volume users.

- The most common purposes of taxi trips were to home, or to / from a social event.
- More than half of all taxi trips are made on Fridays and Saturdays.
- The period from 6pm to midnight has the highest volume of trips.
- Trips are more usually made *from* a destination than *to* a destination.
- Around half of all trips have a single passenger, and around 80% involve no more than two passengers.

## How taxis are caught

**Table 9 - Method of obtaining taxi (last journey)**

Number of passengers (q7a):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
Phoned taxi company	46%	49%	46%	51%	29%	41%	64%	51%
Phoned driver direct	1%	-	5%	4%	1%	-	2%	1%
Had a regular booking	2%	4%	1%	-	<1%	-	-	2%
Got it from a rank	27%	33%	36%	36%	32%	40%	25%	24%
Hailed it in the street	24%	12%	11%	4%	35%	16%	5%	20%
Other	1%	2%	3%	4%	3%	3%	3%	2%
Sample size	201	200	116	105	192	96	391	183

In most areas the single most common method of obtaining a taxi is to phone a taxi company, accounting for around half of all taxi trips. Obtaining a taxi from a designated rank is the next most common generally, with hailing one in the street accounting for most of the remainder. There are

some local variations to this. In inner Sydney hailing a taxi in the street is more common, with calls to taxi companies considerably lower. Victorians also show a slightly larger reliance on hailing taxis in the streets. In rural NSW by contrast, two thirds of taxis are obtained by calling a taxi company, and virtually no taxis are simply hailed in the street.

## Customer Satisfaction

### TDS operator customer focus

Customers who called taxi companies in Tasmania gave the highest satisfaction ratings with the service that they received. Overall, ALL states were given an average rating in excess of 4.20 from a maximum of 5.00.

**Table 12 – Operator Customer Focus Standard\* (extract)**

Rating of the telephone operator's... (q8):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
Standard (av. of 3 measures)	83%	87%	86%	82%	80%	82%	78%	86%
Sample size	50	75	45	43	22	35	224	46

\* The scores shown in this table are the sum of those giving a rating of 4 or 5 out of 5. Scores are calculated after removing 'Don't Know' responses.

**Warning:** Sample sizes for some states are very small, and thus there are large margins for error associated with these results. Considerable care must be taken when extrapolating from small samples.

### What is important to taxi customers

Customers were asked to rate the importance to them of 16 aspects of a taxi experience. There were two key outcomes from this data: 1) What was important to customers was quite consistent from state to state, although there were a few minor variations; and 2) ALL of the aspects were important to the experience. (For details, see Table 14.)

The aspects which were rated most important were:

- Driving skills
- Ability to take the cheapest / shortest route
- Knowledge of routes
- Timeliness of arrival
- Availability
- Driver's behaviour and attitude

## Overall trip satisfaction

Tasmanian taxi customers also gave the highest overall satisfaction ratings of the 'trip experience'. Rural NSW also scored well, while inner Sydney recorded the lowest overall satisfaction scores, with only 70% of customers giving one of the top two ratings to their experience.

**Table 13 – Overall Satisfaction (extract)**

<b>Overall satisfaction with most recent trip (q10a):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
<b>Combined rating 4 + 5</b>	<b>79%</b>	<b>80%</b>	<b>92%</b>	<b>85%</b>	<b>70%</b>	<b>78%</b>	<b>84%</b>	<b>86%</b>
Sample size	201	200	116	105	172	78	346	183

Satisfaction with each of the specific aspects of the trip was reasonably high, with most aspects receiving an average satisfaction score of in excess of 4.00 from a maximum of 5.00 (see Table 15 for details). There were two exceptions to this:

- In inner Sydney almost all aspects were rated below 4.00, and customers from this area were clearly less satisfied with their experience than those in other areas.
- In ALL areas the aspects with the lowest levels of satisfaction were the *cost of the trip* and *value for money*.

## Perceived safety

The perceived safety standard is derived from the customers' satisfaction with the vehicle condition and the driver's driving skills. Again, the Tasmanian customers were by a small margin the most positive towards about their safety, with inner Sydney customers the least positive.

**Table 17 – Perceived safety (extract)**

<b>Safety perceptions (from q10b):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
<b>Standard (average of above)</b>	<b>84%</b>	<b>84%</b>	<b>91%</b>	<b>89%</b>	<b>73%</b>	<b>86%</b>	<b>88%</b>	<b>84%</b>
Sample size	199	197	115	105	192	96	389	183

## Driver Behaviour and Attitude

Driver behaviour and attitude also followed a similar pattern with Tasmanian and rural NSW customers very positive about this, but nearly 1 in 3 inner Sydney customers gave a rating of only 1, 2 or 3 out of 5 for this aspect of their experience.

**Table 18 – Driver Behaviour and Attitude**

<b>Driver Behaviour and Attitude (from q10b):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Behaviour and attitude	83%	84%	91%	90%	69%	80%	88%	80%
Sample size	199	197	115	105	192	96	389	183

## Inappropriate Comments, Suggestions or Physical Contact

Incidents of inappropriate or threatening behaviour from drivers are not all that uncommon in a number of states, although lowest in Launceston and rural NSW. Unwanted physical contact is limited to very isolated incidents, with no 'pattern' of results.

**Table 19 - Incidents of inappropriate behaviour by gender**

<b>Inappropriate incidents (q17a / q17b):</b>		<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Inappropriate or Threatening Behaviour	<i>Male</i>	16%	15%	11%	0%	18%	10%	8%	19%
	<i>Female</i>	15%	13%	14%	3%	14%	6%	4%	9%
	<b>Total</b>	<b>16%</b>	<b>14%</b>	<b>13%</b>	<b>1%</b>	<b>16%</b>	<b>8%</b>	<b>6%</b>	<b>14%</b>
Unwanted Physical Contact	<i>Male</i>	2%	0%	0%	0%	1%	0%	0%	0%
	<i>Female</i>	0%	0%	1%	0%	0%	0%	1%	0%
	<b>Total</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>
Sample size	201	200	116	105	192	96	391	183	

## Driver customer focus

This standard is derived from satisfaction with the driver's friendliness, politeness, willingness to assist and willingness to make an extra effort. As was the pattern in much of the satisfaction data, customers in Tasmania and rural NSW gave the highest ratings, while inner Sydney again scored lowest on this standard.

**Table 22 - Ratings for driver customer focus (extract)**

<b>Driver customer focus (from q10b):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
<b>Standard (average of above)</b>	<b>69%</b>	<b>76%</b>	<b>82%</b>	<b>84%</b>	<b>61%</b>	<b>77%</b>	<b>82%</b>	<b>71%</b>
Sample size	198	199	115	105	190	94	391	183

## Driver performance standard

The last of the Driver Standards is also derived from the satisfaction results presented in Table 15. This one focuses on aspects of the driver's performance including appearance and hygiene, area knowledge, ability to communicate and ability to use equipment. Again, a similar pattern of results was seen

**Table 23 - Driver performance rating (extract)**

<b>Driver performance (from q10b):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
<b>Standard (average of above)</b>	<b>78%</b>	<b>79%</b>	<b>88%</b>	<b>85%</b>	<b>68%</b>	<b>83%</b>	<b>88%</b>	<b>77%</b>
Sample size	198	199	115	105	190	94	391	183

## **Safety issues and taxis**

There is a significant issue for the taxi industry in that females do not feel safe using taxis alone at night. There is little concern about safety using taxis during the day – for males or females, alone or accompanied. However, both genders express some qualms about using taxis at night, with some 30-40% of women feeling unsafe using them at night (except for rural NSW where the figure drops slightly to 24%) (see Table 20).

It must be noted that in most cases this reflects more a general feeling of personal insecurity under those conditions than a specific distrust of using taxis. However, the results clearly indicate that the taxi industry is not seen as a safe haven or form of transport for women alone at night in a community where their safety is somewhat at risk. While this may not be a direct problem for the taxi industry, it is certainly an opportunity that is currently being at least partially lost to the industry to provide a service to women travelling alone at night.

As Table 21 shows, customers who do feel unsafe at different times do choose not to use taxis under some circumstances.

**Table 21 - Percentage of respondents who would not use a taxi because of safety concerns during particular periods**

*(base = those who do feel unsafe under some circumstances)*

<b>Would feeling unsafe stop you from using a taxi (q16c):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Yes	41%	34%	38%	31%	43%	46%	42%	26%
Sample size	55	44	21	24	48	29	82	61

**Warning:** Sample sizes here are very small, and thus there are large margins for error associated with these results. Considerable care must be taken when extrapolating from small samples.

## Failures to obtain a taxi

Failing to obtain a taxi is not an uncommon experience, particularly in inner Sydney and in Victoria.

**Table 24 – Potential customers who have been unable to get a taxi**

<b>In the last 6 mths have you tried to get a taxi and failed (q11):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Yes	30%	20%	18%	15%	38%	22%	20%	22%
Sample size	214	205	120	106	197	102	400	183

Most of these experiences were during the industry's busiest periods – between 6pm and midnight on Friday and Saturday.

The most common failings were (naturally enough) related to the most common ways of successfully getting a taxi – dominated by phoning a taxi company and rank or hail.

**Table 25 – Breakdown of attempted trips when taxi not obtained (extract)**

How were you trying to get a taxi when you were last unable to (q12a):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
Phoned taxi company	35	21	16	8	31	15	34	34
Got it from a rank	5	8	3	6	4	5	29	4
Hailed it in the street	22	7	1	2	38	3	18	4
Other	1	4	1	-	2	-	-	1

Sample size: VIC 63, SA 40, TAS Hobart 21, TAS Laun'ton 16, Sydney Metro 75, Sydney Outer 23, NSW Rural 81, WA 43

**NOTE:** Table 25 shows the *number* of people who tried each method, rather than %s (which can be misleading when dealing with small and varied sample sizes)

**Warning:** Sample sizes for some states are very small, and thus there are large margins for error associated with these results. Considerable care must be taken when extrapolating from small samples.

Interestingly, the most common problem related to phoning a taxi company was being told a taxi was on the way, but for some reason it not arriving at the spot where the customer is waiting. There are many possible reasons why this could occur, but it would appear to be an issue that could bear some consideration.

**Table 26 – What happened to cause customer to fail to get a taxi**

What best describes what happened (q12c):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
Not get through to TDS	11	1	4	2	3	1	6	
Told no taxis available	8	1	2	1	3	1	5	4
<b>Told taxi on way – no show</b>	<b>10</b>	<b>14</b>	<b>9</b>	<b>5</b>	<b>18</b>	<b>8</b>	<b>18</b>	28
No taxi available at rank	5	8	2	6	4	5	26	2
No taxi available in street	17	6	2		36	5	17	4
Other	12	10	2	2	11	3	9	5

Sample size: VIC 63, SA 40, TAS Hobart 21, TAS Laun'ton 16, Sydney Metro 75, Sydney Outer 23, NSW Rural 81, WA 43

**NOTE:** Table 26 shows the *number* of people who tried each method, rather than %s (which can be misleading when dealing with small and varied sample sizes)

**Warning:** Sample sizes for some states are very small, and thus there are large margins for error associated with these results. Considerable care must be taken when extrapolating from small samples.

In inner Sydney and in Victoria it appears that some customers assume that they will be able to obtain a taxi in the streets, but that this is not always the case. This is also the case in rural NSW, but here the problems also extends to ranks.

## Customer expectations of waiting times

Customers were asked what they thought was a reasonable wait for several aspects of their experience, in both off-peak and peak times. These were:

- Number of times a taxi company could give a 'busy' tone when dialled;
- Waiting time to speak to an operator;
- Waiting time for a taxi to arrive after being called; and
- Accuracy of arrival to a booked pick-up.

Considerable data on these issues is presented in detail in Tables 27 – 30, and some of the key messages are described here (local differences are not discussed here, but are in more detail in the main text of the report).

### **Number of times a 'busy' signal is acceptable**

Only 1 in 3 customers feel is acceptable to get a busy signal even once in off-peak times, and this figure drops below 20% if 'busy' more than once.

In peak times there is more leniency, with about two thirds generally prepared to accept it happening once, and about half for it to happen twice.

### **Acceptable waiting times to get through to an operator**

In off-peak times a delay of more than 30 seconds will leave only around 2 in 5 customers satisfied, and less than 1 in 4 after 60 seconds.

In peak times three quarters will accept a delay of 30 seconds, and slightly more than half feel that a wait of around a minute would be reasonable.

### **Taxi waiting times (from when the call is made to taxi arriving)**

In the larger capital cities waits of up to 15 minutes off-peak are considered reasonable by at least 50% of people, with a steep drop off after this. In the smaller areas the sharp drop off occurs after 10 minutes.

In peak times there is a more gradual decline in satisfaction with time – there is not the sharp drop at certain key points seen in off-peak. In most places a wait of 20 minutes was seen as reasonable by more than 50% of people.

**Accuracy of a pre-booked taxi**

In off-peak times being even 1 minute late for a booked pick-up has a significant effect on satisfaction – only about half of people think this is reasonable. There is then a gradual decline to about 5 minutes, at which point virtually no-one feels it is now a reasonable lack of accuracy.

Interestingly though, people are slightly more lenient even for pre-booked taxis during peak times. However, a similar pattern is seen, where being 1 minute late causes some level of dissatisfaction, then a slow decline to 5 minutes and then a very sharp drop off if the taxi is 5 or more minutes late.

**Complaints**

Less than 5% of customers in any state had made a complaint about a taxi experience in the last 6 months. However, considerably more than that number had *felt like making a complain, but not done so* at some point during that period. This would suggest that – as is the case in most industries – the level of complaints cannot be taken to be indicative of the total level of dissatisfaction or negative experiences.

**Table 31 – Complaints, and desire to complain**

<b>In the past 6 months have you... (q20 / q21):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Made a complaint to a taxi co., Gov't Department or some other body about a taxi experience	4%	3%	1%	2%	5%	4%	4%	3%
Felt like complaining but did not do so	17%	22%	13%	6%	26%	12%	10%	18%
Sample size	201	200	116	105	192	96	391	183

## 2. Introduction and Methodology

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### 2.1 Introduction

Taxis are a ubiquitous form of transport in the mechanised world, and Australia is no exception to this. Throughout metropolitan and regional Australia a fleet of taxis convey countless thousands of passengers to their various destinations each day. Taxis are an important form of public transport, being more flexible in timings and routes than other forms such as buses, trains, ferries or trams. This makes them ideally suited to a number of likely transport situations, with benefits ranging from reducing the number of private vehicles on the roads and parking bays required to reducing the likelihood of drink driving.

Because of their value to the community, in Australia the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport. Through this regulation the Government is able to exert some controls over the activities of the industry, with the ultimate objective of providing a higher level of service (a complex construct in itself) to the public.

With such a level of involvement comes an imperative to periodically monitor the state of the industry and customer perceptions. In Western Australia a range of monitoring processes have been in place since an initial project commissioned by the then regulatory Taxi Industry Board in 1999. Since 2000 the Department of Transport's Taxi Unit have utilised the combination of a regular survey of taxi users and monitoring of TDS data to develop and enforce service standards for the industry in that state.

Discussions during 2002 indicated a significant level of interest in broadening the user survey to cover other states – thus allowing national comparisons to be made and comparable data available in each state. The Department of Transport in WA and Colmar Brunton WA, the consultants who have provided the monitoring services in WA, co-ordinated the evolution of the state-based survey into one which met the needs of each of the other interested states – Victoria, New South Wales, South Australia and Tasmania – and a national survey of taxi users was conducted in late 2002.

## 2.2 Methodology

The national survey is based on the one originally conducted in Western Australia for the Taxi Industry Board (carried out by the consultants in March 1999) and its more recent derivatives as conducted for the Department of Transport from 2000-2002. While the current survey has a number of substantial alterations, the basic methodology remains the same as that carried out earlier in Western Australia.

In November and December 2002, a total of 1347 taxi users were interviewed in Victoria, SA, NSW and Tasmania. Comparable WA data was added from the most recent WA survey, which was conducted September 2002 (n=183). Households were telephoned at random from the electronic white pages and all data collection was carried out under IQCA quality assurance conditions (the QA program advocated by the Market Research Society of Australia). The interview took around 15 to 20 minutes to complete on average.

In previous Western Australian surveys, respondents were only interviewed if they had used a taxi in the past 6 months. In this national taxi survey this non-use data was recorded to more accurately track usage. In total for the national survey, 1306 people had used a taxi in the past 6 months and 41 had not (3% had not used a Taxi). Because of their abnormal usage patterns, taxi usage on certain key days during the quarter are generally excluded from the survey – these being New Years Eve/Day (which had little impact due to the timing of the survey) and Melbourne Cup Day (which was more relevant).

The sample was broken down as follows:

State	Total	Sub-samples		Sample reliability*
<b>Victoria</b>	<b>214</b>			<b>+7%</b>
<b>SA</b>	<b>205</b>			<b>+7%</b>
<b>Tasmania</b>	<b>226</b>			<b>+7%</b>
		Hobart	120	+9%
		Launceston	106	+10%
<b>NSW</b>	<b>702</b>			<b>+4%</b>
		Outer metro	102	+10%
		Metro	200	+7%
		Rural	400	+5%
<b>WA</b>	<b>183</b>			<b>+5%</b>
<b>Total sample</b>	<b>1530</b>			<b>+3%</b>

\* Sample reliability is an indication of how confidently we can extrapolate the *sample* result to the *population* which they are representing. Technically the figures here indicate that we are 95% sure that the population result would be within  $\pm X\%$  of the sample result. Naturally, the larger the sample, the more reliable the results, and thus the more easily we can identify differences between groups.

The initial questions in the survey filtered out people in the following categories:

- Not a permanent resident of the State;
- Not having used a taxi for over 6 months;
- Having any member of the household working for the industry or Transport; or
- Being a receiver of subsidised taxi fares through a state Government scheme (it is planned to survey these people separately).

## 2.3 Sample demographics

The sample was weighted to match the population norm of 49% males, 51% females.

Other demographic characteristics of the sample were:

Age	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
18	2%	1%	2%	3%	2%	3%	3%	6%
19 – 29	30%	18%	23%	27%	20%	27%	24%	23%
30 – 39	22%	20%	20%	16%	21%	16%	22%	19%
40 – 49	21%	19%	25%	17%	23%	20%	22%	22%
50 – 59	9%	19%	13%	21%	16%	15%	12%	15%
60+	16%	23%	18%	16%	17%	21%	17%	16%
Refused	-	0.5%	-	-	1%	-	-	<1%
Sample size	214	205	120	106	200	102	400	183

Household income	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
Under \$15K	10%	11%	18%	14%	8%	18%	19%	10%
\$15K → \$29.9K	12%	21%	18%	20%	8%	16%	16%	18%
\$30K → \$49.9K	23%	22%	22%	25%	12%	21%	23%	24%
\$50K → \$79.9K	26%	20%	19%	24%	20%	15%	22%	23%
\$80K → \$99.9K	7%	5%	13%	9%	12%	11%	5%	11%
\$100K+	11%	6%	3%	4%	23%	14%	8%	14%
Refused	10%	16%	8%	6%	18%	7%	9%	8%
Sample size	214	205	120	106	200	102	400	183

## 3. Detailed Results

### 3.1 Taxi Use

#### Frequency of usage

In general only 10% - 20% of those people who use taxis had done so just once during this period, with 2-5 trips being the most common frequency in all areas. Inner Sydney had the highest frequency users, with just 6% of taxi users using them only once in the 6 month period.

In each area of the survey there was a small but potentially significant group of 'heavy' users who are using taxis on average around once a week or more often. The Sydney (inner metro) area had the largest heavy user group at 24%, with a number of other states closer to 10%.

**Table 1 – Frequency of usage in last 6 months**

Times taxis used in the last 6 months (q1):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
1	16%	16%	12%	15%	6%	20%	14%	18%
2-5	37%	40%	36%	46%	31%	34%	35%	38%
6-10	20%	18%	22%	12%	20%	17%	18%	22%
11-20	16%	16%	16%	16%	19%	18%	15%	13%
21+	12%	10%	15%	11%	24%	12%	19%	9%
Sample size	201	200	116	105	192	96	391	175

The higher level of usage in the Sydney (inner) area is further borne out by an examination of the average number of trips in the 6 month period, where this area has a notably higher average than any other in the survey (see Table 2).

**Table 2 – ‘Average’ number of trips in 6 months**

<b>Average times taxis used in the last 6 months (from q1):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Mean* frequency	11	10	11	9	19	10	17	9
<b>Median** frequency</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>10</b>	<b>4</b>	<b>6</b>	<b>5</b>
Sample size	214	205	120	106	200	102	400	175

\* Mean frequency is simply the arithmetic average, and is prone to being heavily skewed upwards by a relatively small number of extremely high users

\*\* Median frequency is the number of trips at which 50% of people made fewer trips and 50% made more trips. This is probably a better measure of ‘average’ as it is not impacted by the extremely high volume users.

## Main Purpose of Journey

The most common reasons that people used a taxi were to travel home or to or from a social event – with these two accounting for two-thirds to three-quarters of all trips.

Although the exact proportions do appear to vary somewhat between areas, trips to work, the airport, shopping and medical facilities then make up most of the remainder of taxi trips in each state.

**Table 4 – Main Purpose of Journey**

<b>Main purpose of most recent trip (q5):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA*</b>
<b>Home</b>	<b>28%</b>	<b>32%</b>	<b>46%</b>	<b>40%</b>	<b>38%</b>	<b>30%</b>	<b>36%</b>	<b>32%</b>
Work	14%	11%	8%	4%	12%	5%	6%	8%
Shopping	2%	4%	8%	6%	6%	10%	7%	8%
<b>Social event</b>	<b>33%</b>	<b>24%</b>	<b>22%</b>	<b>34%</b>	<b>27%</b>	<b>37%</b>	<b>37%</b>	<b>30%</b>
Special event	2%	6%	2%	2%	-	2%	2%	2%
Airport	8%	9%	7%	8%	10%	4%	5%	13%
Medical service	6%	7%	1%	-	3%	6%	2%	3%
Other	7%	8%	7%	7%	4%	7%	4%	4%
Sample size	201	200	116	105	192	96	391	191

\* The WA data is based only on the earlier wave of interviews conducted during March 2002

Women tended to use taxis more than men to get to shopping (9% vs 3%) and to a medical service (6% vs 2%).

## Days and times trips are made

Very consistently, across all of the areas in the survey, Fridays and Saturdays are the most common days for people to catch a taxi. In round terms about half of all people had most recently caught a taxi on one of these two days.

**Table 5 – Day of Last Trip Taken**

Day of week most recent trip made (q6b):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
Sunday	10%	9%	9%	13%	9%	8%	12%	10%
Monday	6%	11%	9%	4%	12%	5%	7%	8%
Tuesday	11%	12%	10%	7%	8%	13%	6%	10%
Wednesday	10%	11%	8%	9%	15%	14%	8%	8%
Thursday	15%	10%	20%	9%	14%	13%	10%	9%
<b>Friday</b>	<b>22%</b>	<b>28%</b>	<b>18%</b>	<b>23%</b>	<b>26%</b>	<b>22%</b>	<b>27%</b>	<b>23%</b>
<b>Saturday</b>	<b>27%</b>	<b>21%</b>	<b>26%</b>	<b>35%</b>	<b>17%</b>	<b>27%</b>	<b>31%</b>	<b>30%</b>
<i>Can't recall (removed from sample)</i>	<i>6%</i>	<i>5%</i>	<i>5%</i>	<i>7%</i>	<i>5%</i>	<i>6%</i>	<i>5%</i>	<i>5%</i>
Sample size	190	190	110	98	183	91	372	183

The Friday / Saturday peak is more distinct for those under 40, with the older age groups making more use of taxis during the rest of the week.

The use of taxis is spread across the whole 24-hour period. However, it is clear from the table below that usage is stronger in the midday → midnight half of the day. In all areas of the survey except SA the most common time to catch a taxi is between 6pm (18:00) and midnight (24:00).

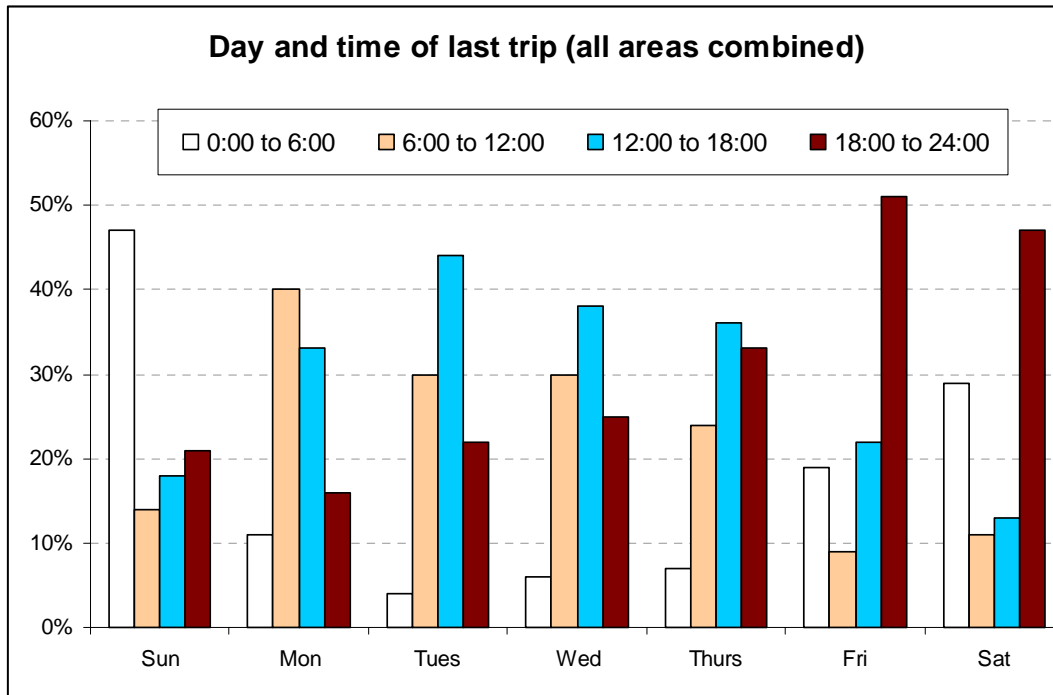
**Table 6 - Hour of the Day Taxi Was Taken**

Time of day most recent trip made (q6c):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
00:00 → 6:00	19%	18%	21%	29%	14%	6%	21%	18%
6:00 → 12:00	21%	26%	10%	14%	25%	18%	17%	22%
12:00 → 18:00	22%	<b>31%</b>	27%	19%	26%	35%	23%	22%
18:00 → 24:00	<b>39%</b>	25%	<b>42%</b>	<b>39%</b>	<b>35%</b>	<b>41%</b>	<b>39%</b>	<b>38%</b>
Sample size	198	200	116	105	192	96	391	183

It is interesting also to look at the interaction of day and time of taxi trips. The chart below (which is based on all data combined) shows that not only are Fridays and Saturdays higher in volume than other days, but that they also have quite different patterns of use with late evening or 'early next

morning' trips being much more prevalent (and this includes a peak from Saturday which extends into Sunday morning).

**Figure 1 – Day and time of last trip (combined areas)**



## 3.2 Trip Characteristics

### Origin and destination

In all states and areas catching a taxi *to* a destination was the less common use of this type of transport. In most places, with the possible exception of SA, people were much more likely to catch a taxi *from* a destination than *to* that destination if they were only getting a taxi one way. Round trips (taxis both to and from the destination, including possibly on different days) accounted for about a quarter to a third of recent taxi users trips.

**Table 7 – Origin and Destination**

Type of trip (q5a):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
To destination	29%	31%	22%	23%	30%	28%	22%	27%
<b>From destination</b>	<b>46%</b>	<b>35%</b>	<b>53%</b>	<b>42%</b>	<b>50%</b>	<b>46%</b>	<b>47%</b>	<b>48%</b>
Round trip	26%	35%	25%	35%	20%	26%	31%	25%
Sample size	201	200	116	105	192	96	391	183

### Size of group

Despite the fact that taxis are a relatively expensive form of transport, but one in which the cost can be significantly decreased by sharing the ride, around half of all taxi trips were made with a single passenger. In most areas 80-90% of trips involve no more than two passengers.

**Table 8 - Number of passengers**

Number of passengers (q6d):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
<b>1</b>	<b>53%</b>	<b>47%</b>	<b>55%</b>	<b>45%</b>	<b>57%</b>	<b>52%</b>	<b>43%</b>	<b>45%</b>
<b>2</b>	<b>27%</b>	<b>31%</b>	<b>34%</b>	<b>41%</b>	<b>32%</b>	<b>26%</b>	<b>35%</b>	<b>27%</b>
3	8%	10%	6%	8%	7%	14%	9%	15%
4	9%	10%	5%	6%	3%	8%	9%	10%
5 or more	3%	2%	-	1%	1%	-	4%	3%
Sample size	200	200	116	105	192	96	391	183

Females are no less likely to catch a taxi by themselves than males (48% of female last trips were alone, compared to 51% of males – across all areas).

It is interesting to see that the likelihood of being the sole passenger for a taxi trip increases with age: 25% of 18 yr olds → 35% of those 19-29 → 46% of those 30-39 → 53% of those 40-49 → 60% of those 50-59 → 63% of those 60+. This would be consistent with a hypothesis that for younger people taxi usage is associated with social activities, while for older people it becomes a more utilitarian form of transport, although this cannot be specifically tested here.

This is further supported by the following table, which shows average group sizes across day and time of last trip. The larger group sizes can be seen at those peak times on Friday, Saturday and Sunday am.

**Table 8a – Average number of passengers across days and time (all states)**

	<b>0:00 → 6:00</b>	<b>6:00 → 12:00</b>	<b>12:00 → 18:00</b>	<b>18:00 → 24:00</b>
<b>Sunday</b>	2.2	2.0	1.7	1.7
<b>Monday</b>	1.7	1.4	1.4	1.7
<b>Tuesday</b>	1.4	1.4	1.5	1.3
<b>Wednesday</b>	1.5	1.2	1.6	1.6
<b>Thursday</b>	2.1	1.5	1.5	1.6
<b>Friday</b>	2.1	1.6	1.7	2.0
<b>Saturday</b>	2.3	2.7	2.3	2.3
<b>Sample size</b>	243	250	331	475

### 3.3 Method of obtaining a taxi

People can catch a taxi in a variety of ways. The most usual are phoning a taxi company (TDS), phoning a driver direct, having a regular booking, hailing at a rank and hailing in the street.

Table 9 shows that in all areas except Sydney that calling a TDS is the most common single way of obtaining a taxi, although in most places bar Launceston and NSW Rural the combined Rank / Hail outweighs the calls to a TDS. Victoria, SA and Hobart all have relatively similar profiles of ways customers obtain taxis. Launceston has slightly more emphasis on the TDS approach, while NSW Rural is very heavily weighted in favour of the TDS. By contrast, rank / hail is more dominant in Sydney, and especially in the inner metropolitan area.

**Table 9 - Method of obtaining taxi (last journey)**

<b>Number of passengers (q7a):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Phoned taxi company	46%	49%	46%	51%	29%	41%	64%	51%
Phoned driver direct	1%	-	5%	4%	1%	-	2%	1%
Had a regular booking	2%	4%	1%	-	<1%	-	-	2%
Got it from a rank	27%	33%	36%	36%	32%	40%	25%	24%
Hailed it in the street	24%	12%	11%	4%	35%	16%	5%	20%
Other	1%	2%	3%	4%	3%	3%	3%	2%
Sample size	201	200	116	105	192	96	391	183

Overall only 4% of customers who obtained a taxi from a rank or by hailing in the street also phoned a TDS (q7A41). This did not vary from state to state.

In general, older users are slightly more likely to call a TDS, although this effect is only relatively small and only statistically significant due to the large sample sizes in the survey.

Females are somewhat more likely to call a TDS (54% vs 45%) and slightly less likely to obtain a taxi from a rank or by hailing in the street (41% vs 50%).

Interestingly, the TDS avenue is more common on Friday and Saturday than any other days (53% compared to an average of around 45% on other days), while rank / hail is commensurately lower.

TDS's are also more commonly used between 6am (6:00) and midday (12:00), and between 6pm (18:00) and midnight (24:00).

**Table 9a – method of obtaining a taxi at different times (all states)**

	0:00 → 6:00	6:00 → 12:00	12:00 → 18:00	18:00 → 24:00
<b>TDS</b>	37%	59%	44%	55%
<b>Rank / hail</b>	60%	37%	50%	39%
<b>Sample size</b>	243	250	331	475

Finally, there is some indication that TDSs are more commonly used by larger groups.

**Table 9b – method of obtaining a taxi by group size (all states)**

	1 passenger	2 passengers	3 passengers	4 passengers	5+ passengers
<b>TDS</b>	46%	49%	54%	66%	**
<b>Rank / hail</b>	49%	46%	42%	29%	**
<b>Sample size</b>	642	421	112	98	28

\*\* Sample size too small to report meaningful result

Table 10 shows slightly different data. While Table 9 shows where the *most recent* taxi was caught from, Table 10 shows where multiple users of taxis have caught them from in the last 6 months. Because this table relies on more difficult to recall data (it is much harder to break down the 20 taxis you have caught in the last 6 months than recall where you last caught one from), this table should be interpreted as being indicative rather than definitive. However, it does give a reasonable indication of where all taxis are obtained, and the results are broadly consistent with the 'last taxi' data in Table 9, which allows us to be more confident in interpreting these results.

**Table 10 Method of obtaining taxi (all trips in last 6 months)**

<b>Number of passengers (q9):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA*</b>
Phoned taxi company	50%	64%	59%	54%	36%	49%	69%	65%
Get taxi at airport	8%	5%	3%	3%	7%	2%	2%	
Got it from a rank	15%	19%	25%	34%	24%	32%	23%	23%
Hailed it in the street	21%	7%	5%	2%	32%	13%	2%	12%
Other	7%	5%	8%	7%	1%	4%	4%	<1%

Sample size

201

200

116

105

192

96

391

194

\* WA data based on March 2002 wave of surveys. Taxis caught at the airport are included in 'rank' in the WA survey.

## Taxi companies used

Table 11 shows the taxi companies that customers reported using on their most recent trip. It is worth noting that a significant proportion of taxi users did not know which taxi company they had most recently used, suggesting that many customers treat the service as a commodity rather than a moderate or high involvement product or brand choice.

**Table 11 – Taxi Company**

Taxi company used for last trip (q7x):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
Frankston Taxis	6%							
North Suburban Taxis	4%							
Silver top taxis	16%							
West Suburban Taxis	2%							
Yellow Cabs	32%	16%						
Taxi Combined					12%	6%	2%	
Premier Cabs					7%	22%	1%	
RSL					1%		1%	
Legion					9%	3%	1%	
ABC					3%	1%		
St George					9%	3%		
Suburban Taxis		39%						
Adelaide Independent Taxis		21%						
City Cabs			28%	7%	22%	26%	62%	
Taxi Combined Services			33%	40%				
Swan Taxis								60%
Black and White								11%
Other (specify)	18%		13%	10%				9%
<i>Don't know</i>	<i>23%</i>	<i>23%</i>	<i>27%</i>	<i>43%</i>	<i>37%</i>	<i>39%</i>	<i>34%</i>	<i>20%</i>
Sample size	201	200	116	105	192	96	391	183



## Overall satisfaction with trip

Overall levels of satisfaction with taxi trips are in fact very high. There is some variation however from state to state. Tasmania had the highest levels of satisfaction, peaking at 92% in Hobart. By comparison inner Sydney had the lowest level of satisfaction at just 70%. Further, nearly 1 in 10 of the inner Sydney customers indicated that they were *not at all satisfied* – a figure which is much higher than for any other area.

**Table 13 – Overall Satisfaction**

Overall satisfaction with most recent trip (q10a):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
1 (not at all)	3%	3%	0%	1%	<b>9%</b>	1%	3%	2%
2	1%	6%	4%	3%	<b>5%</b>	5%	3%	3%
3	17%	11%	4%	11%	16%	16%	10%	9%
4	34%	32%	37%	25%	33%	26%	21%	42%
5 (Very satisfied)	45%	48%	55%	60%	37%	52%	63%	44%
<b>Combined rating 4 + 5</b>	<b>79%</b>	<b>80%</b>	<b>92%</b>	<b>85%</b>	<b>70%</b>	<b>78%</b>	<b>84%</b>	<b>86%</b>
Sample size	201	200	116	105	172	78	346	183

Satisfaction levels did not systematically vary by day, time of the day, group size, age or gender.

## Specific aspects – importance, satisfaction and expectations

There are a great number of individual aspects of a trip in a taxi that can potentially influence the overall level of satisfaction with the trip. Three factors are at work here in determining customer satisfaction – i) how important the aspect is to a person; ii) what their level of expectation is; and iii) the quality of the actual experience. Each of these three aspects are addressed in this section.

### What is important

Firstly, Table 14 looks at what is *important* to taxi customers.

**Table 14 – Importance of trip aspects (av. rating; max importance = 5.00)**

<b>How important is ... to your satisfaction with a taxi trip (q10e):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA*</b>
Condition of car	4.40	4.43	4.34	4.44	4.30	4.44	4.43	4.2
Driver appearance / hygiene	4.45	<b>4.51</b>	4.43	<b>4.53</b>	4.29	<b>4.52</b>	4.47	4.3
Driver friendliness	4.15	4.34	4.19	4.18	3.90	4.16	4.36	4.1
Driver's communication	4.38	4.31	4.14	4.24	4.45	<b>4.54</b>	4.43	4.2
<b>Driving skills</b>	<b>4.77</b>	<b>4.77</b>	<b>4.77</b>	<b>4.78</b>	<b>4.75</b>	<b>4.87</b>	<b>4.81</b>	<b>4.8</b>
<b>Knowledge of routes</b>	<b>4.55</b>	<b>4.58</b>	<b>4.64</b>	<b>4.68</b>	<b>4.72</b>	<b>4.64</b>	<b>4.74</b>	<b>4.6</b>
Making an extra effort	4.26	4.20	4.15	4.26	4.13	4.38	4.34	4.0
<b>Driver behav./attitude</b>	<b>4.55</b>	<b>4.55</b>	4.40	4.40	<b>4.50</b>	<b>4.58</b>	<b>4.59</b>	4.5
<b>Driver's ability to take short/cheap route</b>	<b>4.65</b>	<b>4.70</b>	<b>4.71</b>	<b>4.68</b>	<b>4.78</b>	<b>4.73</b>	<b>4.78</b>	<b>4.7</b>
Driver politeness	4.47	<b>4.52</b>	4.45	<b>4.50</b>	4.36	<b>4.55</b>	<b>4.54</b>	4.4
Ability of driver to use equipment	4.36	4.15	4.25	4.28	4.23	4.24	4.29	4.1
Driver willingness to assist	4.39	4.36	4.32	4.40	4.35	4.38	4.48	4.3
<b>Timeliness</b>	<b>4.69</b>	<b>4.67</b>	4.47	<b>4.50</b>	<b>4.69</b>	<b>4.67</b>	<b>4.56</b>	<b>4.5</b>
<b>Availability</b>	<b>4.66</b>	<b>4.60</b>	<b>4.59</b>	4.49	<b>4.70</b>	<b>4.66</b>	<b>4.64</b>	<b>4.6</b>
The cost of the trip	4.28	4.34	3.91	4.05	4.27	4.45	4.36	4.4
Value for money	4.37	4.34	4.17	4.37	4.28	<b>4.56</b>	4.37	4.4
Sample size	201	200	116	105	192	96	391	183

In Table 14 any of the aspects of the trip which received an average rating of 4.50 or higher out of a maximum possible of 5.00 has been **bolded** to indicate this is one of the most important aspects for customers in this area.

\* WA data is based on the earlier March 2002 wave of interviews

There are two main observations to be made based on this table. First, ALL of these aspects are pretty important to taxi customers. Virtually every aspect was rated as in excess of 4 out of 5 for importance in every area that was surveyed. This means that attention needs to be paid to all of these areas in order to optimise the customer experience.

Second, there are consistent areas of highest importance that tend to cross state and area borders. In Table 14 the highest ranked aspects for each state have been bolded – and those aspects which are consistently important across states have also been bolded. The most important aspects are:

- Driving skills
- Ability to take the shortest / cheapest route
- Knowledge of routes and streets
- Timeliness of arrival
- Availability
- Driver's behaviour and attitude

### **How they rated their experience**

After looking at what is important to customers, it is then important to look at what their actual experience was, which is shown in Table 15.

Again, there are two very obvious observations contained in Table 15. First, across all areas there is a sense amongst customers that the cost and value of taxis is an area of relative concern. However, this is more systemic than related to the performance of individual drivers and companies.

The second obvious conclusion is that customers in inner Sydney are considerably less satisfied by their taxi experiences than customers in any other area. While isolated areas of weakness in the service were identified in other groups, notably in Victoria, the inner Sydney ratings are consistently and dramatically lower.

**Table 15 – Satisfaction with trip aspects (av. rating; max satisfaction = 5.00)**

<b>On your most recent taxi trip, how satisfied were you with... (q10b)</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Condition of car	4.31	4.28	4.52	4.50	4.00	4.44	4.35	4.1
Driver appearance / hygiene	4.09	4.18	4.32	4.28	<b>3.86</b>	4.25	4.36	4.1
Driver friendliness	<b>3.97</b>	4.14	4.31	4.36	<b>3.64</b>	4.25	4.38	<b>3.9</b>
Driver's communication	<b>3.95</b>	4.07	4.32	4.25	<b>3.66</b>	4.23	4.37	4.0
Driving skills	4.06	4.23	4.43	4.40	<b>3.89</b>	4.30	4.40	4.2
Knowledge of routes	4.04	4.20	4.48	4.54	<b>3.94</b>	4.38	4.66	4.0
Making an extra effort	<b>3.69</b>	<b>3.81</b>	4.08	4.00	<b>3.58</b>	<b>3.97</b>	4.03	<b>3.8</b>
Driver behav./attitude	4.24	4.29	4.50	4.49	<b>3.91</b>	4.29	4.45	4.1
Driver's ability to take short/cheap route	4.11	4.40	4.39	4.55	4.06	4.34	4.48	4.0
Driver politeness	4.17	4.28	4.42	4.45	<b>3.88</b>	4.41	4.41	4.1
Ability of driver to use equipment	4.33	4.26	4.53	4.49	<b>3.98</b>	4.31	4.48	4.5
Driver willingness to assist	<b>3.92</b>	4.11	4.29	4.31	<b>3.80</b>	4.10	4.31	4.1
Timeliness	4.26	4.23	4.50	4.43	4.03	4.44	4.28	4.5
Availability	4.29	4.25	4.53	4.45	4.00	4.23	4.29	4.2
<b>The cost of the trip</b>	<b>3.03</b>	<b>3.21</b>	<b>3.25</b>	<b>3.25</b>	<b>2.87</b>	<b>3.19</b>	<b>3.04</b>	<b>3.4</b>
<b>Value for money</b>	<b>3.53</b>	<b>3.61</b>	<b>3.67</b>	<b>3.67</b>	<b>3.30</b>	<b>3.61</b>	<b>3.61</b>	<b>3.3</b>
Sample size	201	200	116	105	192	96	391	183

In Table 14 any of the aspects of the trip which received an average rating of 3.99 or lower out of a maximum possible of 5.00 has been **bolded** to indicate this is one of the aspects in this area where customer dissatisfaction is most apparent.

## How did reality compare to their expectations

**Table 16 – Reality against expectations**

On your most recent taxi trip, how did the ... compare to your expectations (q10b)		VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
Condition of car	Above	19%	15%	17%	20%	17%	<b>30%</b>	16%	15%
	Below	6%	8%	2%	7%	11%	<b>5%</b>	7%	6%
Driver appearance / hygiene	Above	12%	22%	18%	15%	15%	19%	18%	13%
	Below	12%	9%	4%	7%	9%	11%	5%	6%
Driver friendliness	Above	21%	<b>25%</b>	<b>30%</b>	<b>33%</b>	17%	<b>30%</b>	<b>27%</b>	24%
	Below	9%	<b>12%</b>	<b>6%</b>	<b>9%</b>	14%	<b>8%</b>	<b>7%</b>	9%
Driver's communication	Above	16%	21%	24%	<b>27%</b>	17%	<b>31%</b>	21%	24%
	Below	13%	17%	6%	<b>8%</b>	20%	<b>11%</b>	6%	12%
Driving skills	Above	19%	22%	16%	14%	17%	15%	15%	13%
	Below	10%	11%	3%	4%	15%	7%	6%	6%
Knowledge of routes	Above	15%	20%	15%	16%	19%	19%	17%	16%
	Below	15%	12%	6%	7%	20%	12%	4%	9%
Making an extra effort	Above	14%	19%	<b>26%</b>	16%	20%	<b>29%</b>	<b>26%</b>	19%
	Below	12%	13%	<b>6%</b>	3%	13%	<b>13%</b>	<b>6%</b>	12%
Driver behav./attitude	Above	23%	<b>27%</b>	<b>28%</b>	<b>28%</b>	17%	<b>27%</b>	<b>26%</b>	22%
	Below	8%	<b>10%</b>	<b>3%</b>	<b>6%</b>	16%	<b>8%</b>	<b>6%</b>	9%
Driver to take short/cheap route	Above	17%	22%	20%	22%	22%	23%	16%	14%
	Below	11%	9%	6%	5%	13%	9%	5%	11%
Driver politeness	Above	23%	<b>29%</b>	<b>26%</b>	20%	20%	<b>26%</b>	23%	23%
	Below	7%	<b>10%</b>	<b>7%</b>	5%	16%	<b>6%</b>	5%	7%
Ability of driver to use equipment	Above	11%	13%	14%	11%	14%	11%	13%	17%
	Below	4%	5%	2%	5%	9%	4%	2%	3%
Driver willingness to assist	Above	18%	24%	<b>28%</b>	21%	16%	<b>31%</b>	<b>25%</b>	22%
	Below	12%	10%	<b>5%</b>	6%	14%	<b>8%</b>	<b>5%</b>	9%
Timeliness	Above	22%	21%	<b>28%</b>	21%	<b>28%</b>	24%	<b>27%</b>	<b>27%</b>
	Below	9%	12%	<b>5%</b>	9%	<b>16%</b>	5%	<b>9%</b>	<b>16%</b>
Availability	Above	24%	23%	<b>29%</b>	22%	<b>31%</b>	<b>26%</b>	<b>25%</b>	<b>36%</b>
	Below	8%	11%	<b>7%</b>	5%	<b>16%</b>	<b>9%</b>	<b>9%</b>	<b>9%</b>
The cost of the trip	Above	6%	10%	5%	6%	5%	7%	7%	7%
	Below	26%	23%	15%	23%	23%	21%	23%	23%
Value for money	Above	6%	9%	8%	10%	7%	11%	10%	6%
	Below	18%	17%	13%	13%	18%	18%	15%	24%
Sample size		201	200	116	105	192	96	391	183

In Table 16 **bolded** results show where more than 25% of people reported that their experience was above their expectations.

Table 16 shows that for most taxi customers the experience was generally in line with what they expected. In most cases the combined proportion of customers who rated an aspect as higher or lower than their expectations is smaller than the proportion who rated it as 'at their expectations' (these are not shown in Table 16).

In keeping with the lower satisfaction scores seen in Table 15, inner Sydney customers had the highest relative proportion of customers whose experience fell below their expectations compared to the proportion whose expectations were exceeded. This balance would seem to suggest that inner Sydney customers do not have expectations that vary dramatically from other areas (and their importance ratings were very similar to other areas), which suggests that they may genuinely be receiving a different level of service.

### **Comments and suggested improvements**

Respondents were asked to indicate what the issue was, or what could be improved when they gave a low rating (1 or 2 out of 5).

There are a great many comments that were made, and these can be found in a supplementary volume to this report, in which these comments are broken down by trip aspect and sorted by state.

## 3.5 Driver Standards

### Passenger safety standard

Perceptions of safety can be a barrier to using taxis, with respondents saying it did sometimes limit their taxi use. There are two safety standards that come directly from the survey and two that are measured in terms of reported misconduct.

#### Perceived Safety

The data in Table 17 comes directly from that presented in Table 15. In this table two of the trip aspects that relate to perceived passenger safety are considered – vehicle condition and driving skills. In Table 15 results were presented as an average score out of 5.00. In Table 17 the results are presented as the proportion of customers who gave a rating of either 4 or 5 (out of a maximum of 5). Clearly, the higher the percentages shown, the better the passengers perceptions of safety.

**Table 17 – Perceived safety**

<b>Safety perceptions (from q10b):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Vehicle condition	88%	85%	91%	88%	75%	86%	85%	80%
Driver skills	79%	82%	91%	89%	70%	85%	90%	88%
<b>Standard (average of above)</b>	<b>84%</b>	<b>84%</b>	<b>91%</b>	<b>89%</b>	<b>73%</b>	<b>86%</b>	<b>88%</b>	<b>84%</b>
Sample size	199	197	115	105	192	96	389	183

Table 17 shows that all areas with the exception of inner Sydney were rated about equally well. Inner Sydney however scored 11% lower than the next lowest state on the combined measure.

#### Driver Behaviour and Attitude

The second safety standard derived from the Table 15 data is that of driver behaviour and attitude. This is extracted from the data following the same method as for the previous measure.

**Table 18 – Driver Behaviour and Attitude**

<b>Driver Behaviour and Attitude (from q10b):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Behaviour and attitude	83%	84%	91%	90%	69%	80%	88%	80%
Sample size	199	197	115	105	192	96	389	183

Table 18 repeats the message from the previous results in terms of inner Sydney's position with a distinctly lower score. Tasmania and rural NSW received the highest ratings on this particular indicator of perceived passenger safety.

### **Inappropriate Comments, Suggestions or Physical Contact**

Whereas the two previous tables derived indices from the satisfaction data, Table 19 presents results of questions specifically addressing behaviours that would be considered unsafe by some, most or all passengers.

**Table 19 - Incidents of inappropriate behaviour by gender**

<b>Inappropriate incidents (q17a / q17b):</b>		<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Inappropriate or Threatening Behaviour	<i>Male</i>	16%	15%	11%	0%	18%	10%	8%	19%
	<i>Female</i>	15%	13%	14%	3%	14%	6%	4%	9%
	<b>Total</b>	<b>16%</b>	<b>14%</b>	<b>13%</b>	<b>1%</b>	<b>16%</b>	<b>8%</b>	<b>6%</b>	<b>14%</b>
Unwanted Physical Contact	<i>Male</i>	2%	0%	0%	0%	1%	0%	0%	0%
	<i>Female</i>	0%	0%	1%	0%	0%	0%	1%	0%
	<b>Total</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>
Sample size	201	200	116	105	192	96	391	183	

These show that in Victoria, SA, Tasmania (Hobart), inner Sydney and WA around 1 in 7 passengers have personally experienced a taxi driver acting a way that they felt was either inappropriate or threatening in the last six months. Outer Sydney and rural NSW returned notably lower results, and this seemed almost unknown in Launceston. Details of the behaviours experienced can be seen in Appendix B.

On the second measure, unwanted physical contact, these incidents were pleasingly isolated, although it would be felt that any time this occurs it could be a serious situation.

In most cases however, these negative experiences have not actually stopped passengers from using taxis on further occasions.

- In Victoria 31 of 34 people had reused taxis since a negative incident.
- In SA 24 of 27 people had reused taxis since a negative incident.
- In Hobart 14 of 15 people had reused taxis since a negative incident.
- In Launceston the only person with a negative experience had since reused taxis.
- In inner Sydney 23 of 32 people had reused taxis since a negative incident.
- In out Sydney all 8 people had reused taxis since a negative incident.

- In rural NSW 20 of 24 people had reused taxis since.
- In WA 23 of 25 people had reused taxis since that incident.

All of the five people who reported experiencing unwanted physical contact had reused taxis since this incident.

### **When passengers feel safe using taxis**

On the whole, in all areas included in the survey passengers generally felt safe when catching taxis during the day – either alone or in company. At night the degree of perceived safety did drop somewhat for people travelling in groups of two or more, particularly amongst women. However, there is clearly a significant issue for the taxi industry in that typically around 1 in 3 women felt unsafe using taxis by themselves at night, with some 56% of WA females feeling unsafe travelling alone at night.

**Table 20 Perceptions of safety in taxis by gender**

<b>Would you feel unsafe catching a taxi... (q16a)</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
By yourself during the day	<i>Male</i>	1%	1%	0%	0%	2%	0%	0%
	<i>Female</i>	9%	3%	4%	1%	2%	2%	3%
	<b>Total</b>	<b>5%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>
With others during the day	<i>Male</i>	2%	1%	0%	0%	5%	7%	3%
	<i>Female</i>	2%	3%	0%	3%	2%	6%	3%
	<b>Total</b>	<b>2%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>3%</b>	<b>6%</b>	<b>3%</b>
By yourself at night	<i>Male</i>	6%	4%	4%	3%	5%	10%	5%
	<i>Female</i>	42%	31%	31%	38%	37%	41%	24%
	<b>Total</b>	<b>23%</b>	<b>18%</b>	<b>18%</b>	<b>20%</b>	<b>21%</b>	<b>27%</b>	<b>15%</b>
With others at night	<i>Male</i>	4%	4%	0%	3%	6%	7%	9%
	<i>Female</i>	10%	8%	4%	6%	10%	12%	8%
	<b>Total</b>	<b>7%</b>	<b>6%</b>	<b>2%</b>	<b>4%</b>	<b>8%</b>	<b>9%</b>	<b>9%</b>
Sample size	201	200	116	105	192	96	391	183

It is possible though that this pattern of responses reflects a more general perceived lack of safety for women alone at night in the community rather than a specific issue for the taxi industry. To evaluate this possibility respondents were asked to indicate how much of their feelings of safety when catching taxis were due to travelling in taxis themselves, and how much due to general feelings of personal safety.

**Table 20a – What perceptions of safety are based on**

<b>How much of your feeling of safety is related to... (q16b):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
<b>More than 75% related to taxis</b> <i>(comb. top 2 ratings)</i>	<b>23%</b>	<b>13%</b>	<b>20%</b>	<b>24%</b>	<b>19%</b>	<b>14%</b>	<b>17%</b>	<b>17%</b>
Almost totally related to taxis	10%	8%	9%	9%	9%	6%	8%	7%
Mostly about taxis – say 75%	13%	5%	11%	15%	10%	8%	9%	10%
About 50:50	31%	32%	46%	25%	40%	37%	33%	38%
Mostly related to your feelings of personal safety in 'STUDY AREA'	21%	22%	23%	22%	13%	11%	18%	27%
Almost totally related to your feelings of personal safety in 'STUDY AREA'	26%	32%	12%	26%	29%	38%	32%	18%
Sample size	201	200	116	105	192	96	391	138

Interestingly the way people answered this question did not vary between males and females, nor did it vary based on whether they felt safe or unsafe travelling alone by day or night. Overall people in SA and outer Sydney indicated the lowest levels of taxi-specific effect in their rating, while in Launceston and in Victoria nearly a quarter of people indicated that they based their safety rating more heavily on taxi-specific factors.

What this result overall shows however is that while many women in particular feel unsafe catching taxis alone at night, that this largely reflects a generally feeling of a lack of safety, and not a particular distrust of taxis. However, the corollary is that neither do they feel that taxis are a safe haven in an otherwise dangerous world.

**Effect of feeling unsafe**

People who indicated that they felt unsafe at some time of the day catching taxis (q16a) were asked whether this would stop them from using a taxi. Between a third and half of taxi passengers that feel unsafe using them at certain times (remembering that this group is predominantly made up of women who feel unsafe travelling alone at night) would not use taxis because of this feeling. Interestingly,

despite WA having the highest proportion of people who do feel unsafe at certain times, this state also has the lowest impact of safety on usage.

**Table 21 - Percentage of respondents who would not use a taxi because of safety concerns during particular periods**

*(base = those who do feel unsafe under some circumstances)*

<b>Would feeling unsafe stop you from using a taxi (q16c):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Yes	41%	34%	38%	31%	43%	46%	42%	26%
Sample size	55	44	21	24	48	29	82	61

**Warning:** Sample sizes for some states are very small, and thus there are large margins for error associated with these results. Considerable care must be taken when extrapolating from small samples.

## Driver customer focus standard

The Driver Customer Focus standard is derived from the satisfaction ratings given (as reported in Table 15). Table 22 shows the scores for the four items that contribute to this standard, and the overall standard scores. Tasmania and rural NSW head the scoring, with outer Sydney and SA not too far behind, and then WA, Victoria and inner Sydney in particular well back. This further reinforces the lower satisfaction that inner Sydney taxi customers express, and emphasises the gap between their satisfaction and that of customers in other areas.

**Table 22 - Ratings for driver customer focus**

<b>Driver customer focus (from q10b):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Driver friendliness	68%	76%	84%	87%	58%	79%	85%	72%
Driver politeness	80%	84%	91%	90%	69%	88%	87%	81%
Driver's willingness to assist	71%	77%	82%	84%	66%	73%	83%	75%
Making an extra effort	58%	66%	72%	74%	52%	67%	72%	57%
<b>Standard (average of above)</b>	<b>69%</b>	<b>76%</b>	<b>82%</b>	<b>84%</b>	<b>61%</b>	<b>77%</b>	<b>82%</b>	<b>71%</b>
Sample size	198	199	115	105	190	94	391	183

## Driver performance standard

The last of the Driver Standards is also derived from the satisfaction results presented in Table 15. This one focuses on aspects of the driver's performance. As was seen on the previous standard,

Tasmania and rural NSW taxi drivers scored highest on the Driver Performance standard, and inner Sydney driver's scored lowest.

**Table 23 - Driver performance rating**

<b>Driver performance (from q10b):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Appearance and hygiene	79%	80%	88%	81%	66%	81%	86%	74%
Area knowledge	75%	79%	87%	88%	72%	86%	93%	75%
Ability to communicate	71%	72%	85%	80%	65%	81%	85%	75%
Ability to use equipment	88%	83%	91%	90%	69%	84%	88%	84%
<b>Standard (average of above)</b>	<b>78%</b>	<b>79%</b>	<b>88%</b>	<b>85%</b>	<b>68%</b>	<b>83%</b>	<b>88%</b>	<b>77%</b>
Sample size	198	199	115	105	190	94	391	183

## 3.6 Connection and Waiting Times

### Failure to obtain a taxi

One of the keys to the customer experience is being able to get a taxi. Around 1 in 4 users indicated that at some point in the last 6 months they had tried to get a taxi and had not been able to – ranging from less than 20% of users in Tasmania to nearly 40% of users in inner Sydney.

**Table 24 – Potential customers who have been unable to get a taxi**

<b>In the last 6 mths have you tried to get a taxi and failed (q11):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Yes	30%	20%	18%	15%	38%	22%	20%	22%
Sample size	214	205	120	106	197	102	400	183

In most cases this had happened only a few times – only a couple of percent of people had experienced this more than five times in the 6 month period. However, isolated individuals reported having this happen 20 or more times.

**Note:** Sample sizes for this next section are relatively small, as they relate to information provided only by the customers who had experienced difficulties obtaining a taxi at some point. Caution needs to be exercised in extrapolating from these small samples, as the reliability of statistical results is seriously diminished with samples at the bottom end of those available here. For this reason, in some cases more descriptive results are presented here, rather than percentages.

### When customers have difficulty obtaining a taxi

In all areas more customers had failed to obtain a taxi on Friday or Saturday – the two busiest days for taxi journeys – with these two days accounting for about half of these experiences.

The period between 6pm and midnight is consistently the time period where customers can have the biggest difficulties obtaining a taxi (37% of all failed attempts across states). The period from 6am to midday (13%) is consistently the easiest time to obtain a taxi.

From these results, it is obvious that the times and days when the taxi industry is at its busiest are the times when customers are most likely to experience failed attempts to use taxis.

11% of all failed attempts to obtain a taxi related to a special event (such as a concert or sporting event), while just 1% of most recent failed experiences had been on a public holiday.

### **How failures occurred**

Most failed attempts to get a taxi occurred when the potential passenger phoned a taxi company (about half), with failing to get one in the street (hail) or from a rank making up most of the rest. In Hobart and WA (in particular) the proportion of failed trips that were attempted by phoning a taxi company were very high.

**Table 25 – Breakdown of attempted trips when a taxi was not obtained**

<b>How were you trying to get a taxi when you were last unable to (q12a):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Phoned taxi company	35	21	16	8	31	15	34	34
Phoned driver direct	0	0	1	0	0	0	0	0
Had a regular booking	0	3	0	0	0	0	0	0
Got it from a rank	5	8	3	6	4	5	29	4
Hailed it in the street	22	7	1	2	38	3	18	4
Other	1	1	0	0	2	0	0	1
<i>Sample size</i>	<i>63</i>	<i>40</i>	<i>21</i>	<i>16</i>	<i>75</i>	<i>23</i>	<i>81</i>	<i>43</i>

**NOTE:** Table 25 shows the *number* of people who tried each method, rather than %s (which can be misleading when dealing with small and varied sample sizes)

**Warning:** Sample sizes for some states are very small, and thus there are large margins for error associated with these results. Considerable care must be taken when extrapolating from small samples.

**Table 26 – What happened to cause customer to fail to get a taxi**

<b>What best describes what happened (q12c):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Not get through to TDS	11	1	4	2	3	1	6	0
Told no taxis available	8	1	2	1	3	1	5	4
Told taxi on way – no show	10	14	9	5	18	8	18	28
No taxi available at rank	5	8	2	6	4	5	26	2
No taxi available in street	17	6	2	0	36	5	17	4
Other	12	10	2	2	11	3	9	5
<i>Sample size</i>	<i>63</i>	<i>40</i>	<i>21</i>	<i>16</i>	<i>75</i>	<i>23</i>	<i>81</i>	<i>43</i>

**NOTE:** Table 26 shows the *number* of people who tried each method, rather than %s (which can be misleading when dealing with small and varied sample sizes)

**Warning:** Sample sizes for some states are very small, and thus there are large margins for error associated with these results. Considerable care must be taken when extrapolating from small samples.

There are a couple of observations that can be made about these results. The first relates to the TDSs, and failure to obtain a taxi by calling these. In virtually every state the most common TDS related failure was to be told a taxi was on its way, and then for it not to show up (this appears particularly problematic in WA). This is obviously doubly problematic for the customer, who is left believing a taxi will show up and therefore is probably unlikely to begin the process of finding an alternative until some period of time has elapsed. There are a number of possible problems that could cause this result, and clearly it is an area of some concern. In Victoria there also appears to be a greater level of problems associated with not being able to get through to a TDS in the first place, and to a lesser extent with being told no taxis are available.

A second observation is that a high proportion of failed attempts to get a taxi in inner Sydney came from attempts to hail a taxi in the street, but there being none available. This suggests that some customers in Sydney may not know the best methods of obtaining a taxi. In rural NSW taxi ranks appear to be occasionally problematic, with potential customers perhaps overestimating their current chances of actually getting a taxi from a rank.

## Connection to the Taxi Dispatch Service (TDS)

The results in previous sections indicate the importance of the Taxi Dispatch Services (TDS) to both customers and the industry. Calling a TDS is the most common method of obtaining a taxi in most areas, accounting for around half of all trips. The immediately previous result also shows that calling a TDS does not automatically result in obtaining a taxi.

There are several elements to the customer experience of a TDS, including the waiting time to get through to the TDS to book a cab, the customer service experienced while on the phone, and the success in actually getting a taxi. The second of these has been dealt with previously (see Table 12), however customer expectations of waiting times are an important aspect which should also be considered.

Table 27 shows that generally only 1 in 3 or 4 people feel it is reasonable for a TDS to give a 'busy' or 'engaged' tone even once during off-peak times. However, in peak times callers are more patient, with around half feeling it was reasonable for the TDS to give a busy tone twice before they were able to get through.



There are few differences between states in terms of customers' expectations of effort required to get through to a TDS. Both measures of waiting time – number of calling attempts to be made (Table 27) and waiting time to speak to an operator (Table 28) are quite consistent between different geographic areas, suggesting that customer expectations of TDSs are quite homogenous.

## Taxi waiting times

Once a TDS has been contacted, the next element of the experience for a customer is then how long they have to wait for the taxi to arrive. Tables 29 and 30 look respectively at how long people feel they should have to wait for a taxi when they request on 'as soon as possible' and at timeliness for a pre-booked taxi.

In terms of waiting times from when a TDS is contacted, there is some considerable difference between areas. In particular, and likely due to the geographic area being considered, customers in Tasmania and rural NSW had the highest expectations of a relatively short wait. As would be expected, customers are much more tolerant of longer waiting times in peak periods.

**Table 29 – Acceptable waiting times for a taxi to arrive**

How long is it reasonable to wait for a taxi to arrive after you call... (q14e / q14f):		VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA**
During off-peak* times	0-5 mins	100%	100%	100%	100%	100%	100%	100%	100%
	5-10 mins	82%	87%	74%	73%	83%	74%	68%	84%
	10-15 mins	51%	53%	28%	30%	46%	36%	25%	49%
	15-20 mins	21%	24%	15%	13%	16%	10%	8%	22%
	20-25 mins	9%	14%	8%	4%	7%	5%	3%	11%
	26+ mins	9%	14%	6%	4%	6%	5%	2%	5%
During peak* times	0-5 mins	100%	100%	100%	100%	100%	100%	100%	100%
	5-10 mins	93%	96%	95%	92%	94%	92%	91%	93%
	10-15 mins	79%	89%	79%	73%	84%	70%	65%	88%
	15-20 mins	59%	66%	55%	47%	58%	50%	43%	71%
	20-25 mins	41%	46%	36%	31%	37%	29%	23%	49%
	26+ mins	35%	43%	34%	30%	34%	28%	19%	17%

Sample size

197

192

111

105

187

96

385

210

\*Peak times were specified by each state \*\* Comparable WA data was not collected in 2002, so 2001 data is used.

**NOTE:** Table 29 shows *the percentage of people who would be happy given the specified wait*. For example, in Victoria 100% of people would be satisfied if the taxi arrived in less than 5 minutes. This figure drops to 82% if the taxi took 5-10 minutes to arrive in off-peak times, to 51% if it took between 10 and 15 minutes, and so on.



## 3.7 Complaints

The final aspect of the customer experience with taxis that was included in the survey was complaints. In particular, customers were asked both whether they had made a complaint, but also whether they had considered making a complaint (and if so, why they had not).

**Table 31 – Complaints, and desire to complain**

<b>In the past 6 months have you... (q20 / q21):</b>	<b>VIC</b>	<b>SA</b>	<b>TAS Hobart</b>	<b>TAS Laun'ton</b>	<b>Sydney Metro</b>	<b>Sydney Outer</b>	<b>NSW Rural</b>	<b>WA</b>
Made a complaint to a taxi co., Gov't Department or some other body about a taxi experience	4%	3%	1%	2%	5%	4%	4%	3%
Felt like complaining but did not do so	17%	22%	13%	6%	26%	12%	10%	18%
Sample size	201	200	116	105	192	96	391	183

Table 31 shows that complaints are lodged by only a small proportion of taxi customers – less than 5% in any area. However, even the top end of these results would suggest a relatively high level of dissatisfied customers, with as many as 1 in 20 feeling the need to lodge a complaint. See Appendix C for a list of incidents that complaints were made about.

However, the true magnitude of the dissatisfaction is perhaps better shown by the second line in Table 31, which shows people who *felt like* making a complaint, even though they did not end up doing so. In inner Sydney for example combining these two figures gives us almost 1 in 3 taxi customers who had an experience that they felt at some level warranted a complaint. In SA this total nudged 25%, while in most other areas it was between 10-20%. Only in Launceston did less than 10% of customers indicate having had (in the last 6 months) an experience they felt like complaining about.

### **Reasons for not complaining**

The biggest reason cited for not complaining was simply apathy / could not be bothered. This would suggest that the nature of the potential complaint was less serious – although this cannot be assumed to be true in *all* cases.

However, the other major reason given was feeling that nothing would be done as a result of the complaint, which obviously had a deleterious effect on their motivation to follow through with a complaint.

**Table 32 – Reasons for not complaining (if customer felt like complaining)**

Why did you not complain (if you felt like it) (q22):	VIC	SA	TAS Hobart	TAS Laun'ton	Sydney Metro	Sydney Outer	NSW Rural	WA
Felt nothing would be done	7	10	3	3	7	1	9	8
Did not want to have to tell people what happened	0	1	0	0	2	0	0	2
Sorted it out myself	1	1	2	0	3	1	2	5
Was not sure how to	0	1	1	0	2	1	4	3
Could not be bothered/apathy	16	22	5	0	27	8	20	*
Other	12	12	4	3	10	1	11	13

Sample size

36

47

15

6

51

12

46

31

\* This response option was added to the national survey, but was not offered in the earlier WA survey

**NOTE:** Table 32 shows the *number* of people who cited each reason for not complaining, rather than %s (which can be misleading when dealing with small and varied sample sizes)

**Warning:** Sample sizes for some states are very small, and thus there are large margins for error associated with these results. Considerable care must be taken when extrapolating from small samples.

# Appendix A: The questionnaire

---

Hello, my name is \_\_\_\_\_ and I am calling from Colmar Brunton which is a market research company. We are conducting a survey for the State government about Taxi use and would like to speak to people 18 or over in the household.

The survey usually takes about 15 minutes to complete and will help us monitor the standards of Taxi services that people get.

We aren't selling anything; I simply have a series of questions that I would like to ask you.

**A Thank you very much. To begin with, do you or anyone else in your household work:**  
 - as a taxi driver  
 - for a taxi company  
 - for the Department of Transport

Yes 1 Thank and terminate  
 No 2 Continue

**B IF NOT CONVENIENT - Is there a more convenient time I could call back and speak to you?**

Yes 1 Schedule callback time  
 No 2 Thank and terminate

**C Are you a permanent resident of STATE ?**

YES 1 CONTINUE  
 NO 2 TERMINATE

**D Do you receive any subsidised taxi fare from the government? This would be though the SCHEME or access vouchers .**

YES 1 TERMINATE  
 NO 2 CONTINUE

**1. How many times would you have used a taxi in the 6 months between June and Nov in the STUDY area?**

\_\_\_\_\_ times IF > 0 GO TO Q 4

**2. How long is it since you used a taxi?**

\_\_\_\_\_ years 99 = NEVER

**In the last 6 months, have you tried to use a taxi OR would have liked to have used a taxi in the Adelaide metropolitan area but did not use one for any reason?**

YES 1 GO TO Q11  
 NO 2 TERMINATE

**4 When did you last use a taxi? ASK FOR SPECIFIC DATE  
 SPECIFY AS MUCH INFORMATION AS RESPONDENT CAN RECALL  
 IF KNOWN – NUMBER FIELD ONLY - Specific date: DAY and MONTH**

DATE or DAY	June	July	Aug	Sept	Oct	Nov
	6	7	8	9	10	11

**IF A TRIP ON MELBOURNE CUP DAY WAS THEIR MOST RECENT, AS FOR THE NEXT MOST RECENT. IF NO OTHER TRIP IN PAST 6 MONTHS, AND NO ATTEMPTS (Q2=2) TERMINATE**

**5 Thinking about the most recent taxi journey you took in the Metro area:**

(CONSIDER AIRPORT TRANSFERS CAREFULLY. THE TAXI TO AND FROM THE AIRPORT IS BOTH LEGS OF THE ONE TRIP)

**a. Was the taxi trip to or from your destination or both?**

- TO 1
- FROM 2
- ROUND TRIP 3
- IF MULTIPLE LEGS 5A=3, SELECT AT RANDOM - LEG 1 OR 2

**INTERVIEWER INSTRUCTION: A TRIP IN THIS SURVEY REFERS TO ONE WAY, THAT IS EITHER TO OR FROM A POINT (FROM POINT A TO POINT B) AND A JOURNEY IS A ROUND TRIP WHERE THE PASSENGER TRAVELS TO MORE THAN ONE POINT (FROM POINT A TO POINT B AND THEN BACK TO POINT A)**

**5f What was the main purpose of your trip? DO NOT READ OUT**

- Home 1
- Work 2
- Shopping 3
- Social event 4
- Special event 5
- Airport 6
- Medical service 7
- Other (Specify) \_\_\_\_\_

**6 Thinking about this most recent trip:**

- a. What day was it?
- b. Was it a public holiday or special day (eg Mother's day)
- c. What time of the day was it? ESTIMATE TO NEAREST HOUR (USE 24 HR FORMAT)
- d. How many people travelled in the taxi?

A-Day	2nd Day if returned on a different day	B - Special Day/ Holiday	C-Time	D- # people
1 Sun	1 Sun		Use 24 hr clock	
2 Mon	2 Mon		Other:	
3 Tues	3 Tues			
4 Wed	4 Wed			
5 Thurs	5 Thurs			
6 Fri	6 Fri			
7 Sat	7 Sat			
8 Public Hol	8 Public Hol			
9 Can't recall	9 Can't recall			

6e Which suburb did you get the taxi from \_\_\_\_\_

6f In which suburb did you get out of the taxi \_\_\_\_\_

**7x Can you recall what Taxi Company you caught the taxi with? PROPMT IF NECESSARY**

- 1 LIST OF TAXI COMPANIES
- 2
- 3
- 4 Other (Specify) \_\_\_\_\_
- 99 DK

**7a How did you get the taxi? (CIRCLE ONE) PROMPT IF NECESSARY**

- 1. Phoned taxi company SKIP TO Q7A2
- 2 Phoned driver direct SKIP TO Q9
- 3 Had a regular booked pick up time & place SKIP TO Q9
- 4 Got it from a rank SKIP TO Q7A41
- 5 Got (hailed) it from the street SKIP TO Q7A41
- 6 Other \_\_\_\_\_xx SKIP TO Q9
- 7 Don't Know SKIP TO Q9

**7A41 Did you also telephone for a taxi?**

- Yes 1 CONTINUE TO Q7A2
- No 2 CONTINUE TO Q 9

**Q7A2. Did you speak to an operator or was it an automated response?**

- Yes OP 1 CONTINUE Q8
- NO OP (IT WAS AUTOMATED) 2 SKIP TO Q8B
- DK 3 SKIP TO Q8B

**Q8 How would you rate the operator you spoke to on the following out of 5, where 1 = "very poor" and 5 = "very good."**

Their...	Very poor					DK
	1	2	3	4	5	
Operator Politeness	1	2	3	4	5	9
Operator courtesy	1	2	3	4	5	9
Responsiveness to your needs	1	2	3	4	5	9

**Q8B Was it booked ahead for a specific time or was it just to come as soon as possible?**

- ASAP 1
- Prebooked 2 → **Roughly how far ahead did you book it?**
- Under 30 mins 1
- 30 mins to 60 mins 2
- Over 60 mins 3

**Q9 IF MORE THAN 1 JOURNEY IN THE PAST 6 MONTHS Q1>1 - You said that with your last journey you got the taxi through (response Q7a), thinking about all your taxi journeys in the past 6 months, how many did you get by: READ OUT**

- Phoned driver direct \_\_\_\_\_
- Phoning a taxi company \_\_\_\_\_
- Getting a taxi at the airport \_\_\_\_\_
- Getting a taxi at a taxi rank \_\_\_\_\_
- Hailing a taxi in the street \_\_\_\_\_
- Some other way \_\_\_\_\_
- Don't Know 99

10a How satisfied were you overall with your most recent taxi trip out of 5, where 1 is not at all satisfied and 5 is very satisfied. (CIRCLE ONE ONLY)

	Not at all					Very sat
Overall satisfaction	1	2	3	4	5	

10b I'm going to read out a list of aspects of a taxi trip to you. Still thinking about your most recent trip, I'd like you to tell me two things:

- a) First, how you would rate each aspect out of 5, where 1 = 'very poor' and 5 = 'very good', and,
- b) If it met your expectations – was it below expectations, at your expectations or above them.
- e In terms of your overall satisfaction with a trip in a taxi generally, how important are each of the following – please rate them from 1 to 5, where 1 = 'of no importance to me', and 5 = 'of very great importance to me'

ROTATE	Rating						Expectation			IMPORTANCE					
	Very poor				Very good	DK	Below	AT	Above	important				Very important	dk
Condition of the car	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
Appearance and personal hygiene of the driver	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
Friendliness of the driver	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
Ability of the driver to communicate with you	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
The driver's driving skills	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
The driver's knowledge of the route or streets	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
The driver making an extra effort to help you	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
The driver's behaviour and attitude towards you	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
The driver's ability to take the cheapest route to where I wanted to go.	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
The politeness of the driver	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
The ability of the taxi driver to use equipment in the taxi	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9

ROTATE	Rating						Expectation			IMPORTANCE					
	Very poor				Very good	DK	Below	AT	Above	important				Very important	dk
The driver willing to assist you	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
The timeliness of the arrival of the taxi	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
The availability of the taxi	1	2	3	4	5	9	1	2	3	1	2	3	4	5	9
****DO NOT ROTATE The cost of the trip	1	2	3	4	5	9	1 ex p	2	3 cheap	1	2	3	4	5	9
The value for money of the trip	1	2	3	4	5	9	1 les s	2	3 more	1	2	3	4	5	9

**10d IF RATED 1 OR 2 – ASK What could have been done better, how could your experience have been improved?**

Condition of the car	
Appearance and personal hygiene of the driver	
Friendliness of the driver	
Ability of the driver to communicate with you	
The driver's driving skills	
The driver's knowledge of the route or streets	
The driver making an extra effort to help you	
The driver's behaviour and attitude towards you	
The driver's ability to take the cheapest route	
The politeness of the driver	
The ability of the taxi driver to use equipment in the taxi	
The driver willing to assist you	
The timeliness of the arrival of the taxi	
The availability of the taxi	
****DO NOT ROTATE	
The cost of the trip	
The value for money of the trip	

11 In the last 6 months, how many times have you tried to use a taxi and were not able to get one?

IF 0 → \_\_\_\_\_ record number of times  
SKIP TO Q14

12a Consider the last time you tried and were unable to get a taxi how were you trying to get a taxi? PROMPT IF NECESSARY

A. Phoned taxi company

LIST OF TAXI COMPANIES 1  
2  
3

Other company (Specify) \_\_\_\_\_

Phoned driver direct 8

Had a regular booked pick up time & place 9  
Got it from a rank 10  
Got (hailed) it from the street 13  
Other \_\_\_\_\_xx  
Don't Know 14

12b What suburb were you trying to get the taxi from \_\_\_\_\_

What suburb were you trying to get the taxi to \_\_\_\_\_

12c What best describes what happened READ:

Could not get through to ask for a taxi 1  
Told that there were no taxis available 2  
Told one was on its way, but it did not show up 3  
No taxi available at the rank 4  
No taxi available on the street 5  
Something else: \_\_\_\_\_

12d Was there a special event on or was it a public holiday?

SPECIAL EVENT – Specify \_\_\_\_\_ 1

(eg. concert, sporting event, )

PUBLIC HOLIDAY – Specify \_\_\_\_\_ 2

(eg. Easter, Queen's birthday)

DON'T KNOW 3

12e What day did that happen?

Sunday 1  
Monday 2  
Tuesday 3  
Wednesday 4  
Thursday 5  
Friday 6  
Saturday 7

12f What Month and Year? \_\_\_\_\_ Month \_\_\_\_\_ Year

12g What time of day was that? TO NEAREST HOUR – USE 24 HR FORMAT \_\_\_\_\_

**NON USERS GO TO DEMOGRAPHICS**

14 With the next question we talk about PEAK and OFF-PEAK periods. The PEAK periods we talk about are Monday to Friday 7.30-9.30am and Friday and Saturday 8 to 10 pm and midnight to 3am.

- a) How many times do you think it is reasonable to get a busy or disconnected tone when calling a taxi company. –in off-peak times? \_\_\_\_\_ times
- b) What about during peak periods? \_\_\_\_\_ times
- c) How long do you think it is reasonable to wait before you get to speak to an operator in off-peak periods? \_\_\_\_\_ sec
- d) What about during peak periods? \_\_\_\_\_ sec

Sometimes you call for a taxi as soon as possible or sometimes you pre-book it for sometime in the future. Thinking about the As Soon As Possible call

- e) How long do you think it is reasonable to wait from when you speak to an operator until a taxi arrives in off-peak periods? \_\_\_\_\_ min
- f) And what about during peak periods \_\_\_\_\_ min

Thinking now about a taxi you have pre-booked at least 30 minute's before it is due ....

- g) If you booked the taxi, how close to the booked time would you expect the taxi to arrive during off-peak periods? \_\_\_\_\_ min
- h) If you booked the taxi, how close to the booked time would you expect the taxi to arrive during peak periods? \_\_\_\_\_ min

16a For each of the following specific times, could you tell me whether you would feel SAFE or UNSAFE catching a taxi? (READ OUT)

	<u>SAFE</u>	<u>UNSAFE</u>
By yourself during the day	1	2
With at least one other person during the day	1	2
By yourself at night	1	2
With at least one other person at night	1	2

16c IF UNSAFE TO ANY– Would this stop you using a taxi?

- Yes 1
- No 2

**16b** When thinking about your feelings of safety in catching taxis, how much of this do you relate to travelling in taxi's themselves, and how much is related to your general feelings of personal safety in STUDY AREA? Would you say it is:

- |  |          |
|--|----------|
| <b>Almost totally related to taxis</b>   | <b>1</b> |
| <b>Mostly about taxis, say 75%</b>   | <b>2</b> |
| <b>About 50% related to taxis and 50% related your feelings of personal safety in STUDY AREA</b> | <b>3</b> |
| <b>Mostly about your feelings of personal safety in STUDY AREA</b>                               | <b>4</b> |
| <b>Almost totally related to your feelings of personal safety in STUDY AREA</b>                  | <b>5</b> |

**17a)** In the last 6 months have you experienced a taxi driver acting in way that you personally felt was inappropriate or threatening?

- |     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |
- In what way? \_\_\_\_\_

**17b)** In the last 6 months have you personally experienced unwanted physical contact from a taxi driver?

- |     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |
- In what way? \_\_\_\_\_

IF NO TO BOTH 17a and 17b GO TO Q20

**18** Have you used taxis since then?

- |     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |

ASK ALL

**20** In the last 6 months, have you made a complaint to a taxi company, a Government Department, or some other body, about a bad taxi experience?

- |     |   |             |
|-----|---|-------------|
| Yes | 1 | CONTINUE    |
| No  | 2 | SKIP TO Q21 |

**20b** IF YES – What was the nature of the bad experience [IF SAME AS Q17A OR B, RECORD "SAME AS Q17"]

\_\_\_\_\_

**21** Was there any other time in the past 6 months that you felt like complaining but did not do so for some reason.

- |     |   |             |
|-----|---|-------------|
| Yes | 1 | GO TO Q22   |
| No  | 2 | SKIP TO Q23 |

**22** IF YES Why did you not complain? (DO NOT READ)

- |   |   |
|---|---|
| Felt nothing would be done                        | 1 |
| Did not want to have to tell people what happened | 2 |
| Sorted it out myself                              | 3 |
| Was not sure how to                               | 4 |
| Could not be bothered /apathy                     | 5 |
| Other _____                                       |   |

Just to finish off, I'd like to ask you a couple of quick questions about yourself. These are just used to make sure that we speak to a good cross section of people in the community.

<b>23</b>	<b>Which of the following age groups do you fit into?</b>	
	18	1
	19 - 29	2
	30 - 39	3
	40 - 49	4
	50 - 59	5
	60+	6
	REFUSED	9

**24** What is your usual occupation? \_\_\_\_\_

<b>25</b>	<b>Which of the following groups does your annual pre-tax <u>household</u> income fit into?</b>	
	Under \$15,000	1
	\$15,000 - \$29,999	2
	\$30,000 - \$49,999	3
	\$50,000 - \$79,999	4
	\$80,000 - \$99,999	5
	over \$100,000	6
	REFUSED	9

26 In what suburb do you live in? \_\_\_\_\_ (WRITE NAME OF SUBURB)  
 What is the postcode? \_\_\_\_\_

<b>28</b>	<b>CODE GENDER</b>	
	Male	1
	Female	2

Thank you for your time. My supervisor makes occasional call-backs to ensure the interviews are conducted correctly, so could you tell me just your first name please. And could I confirm that your telephone number is (read out number from contact list).

RECORD NAME \_\_\_\_\_ RECORD NUMBER \_\_\_\_\_

I certify that this interview was conducted according to the Code of Professional Behaviour ICC / ESOMAR and has been checked for completeness.

Interviewer signature \_\_\_\_\_

If you have any questions about this survey please feel free to contact Ian Broadley or Mark Jessop at Colmar Brunton. Ph: 08 9476 4000

## Appendix B: Inappropriate or threatening behaviours

State	Incident
Victoria	<ul style="list-style-type: none"> <li>• Aggravated driving</li> <li>• Aggressive towards other cars. She responded that the only inappropriate behaviour was some drivers going a bit batty at other cars.</li> <li>• As in not talking to me being very rude, or telling me everything under the sun and using every expletive under the sun</li> <li>• Argued about route to be taken didn't seem to know where he was going</li> <li>• Dangerous driver cutting in and out of lanes. Speeding</li> <li>• Did not assist with customers belongings in the boot</li> <li>• Driving ability</li> <li>• Driver had been smoking, cab smelt bad, felt this was inappropriate</li> <li>• Driver looking at road directory while driving vehicle high speed not over limit but 100km on freeway was pretty scary probably the most scary thing in my life</li> <li>• Driver talking about beating a rude passenger up</li> <li>• Driver was talking about his use of drugs and prostitutes on another occasion driver was talking about his extensive criminal record</li> <li>• Drove really fast crazy/ one taxi driver always smell of alcohol don't think he is drunk</li> <li>• Frightened by bad (inattentive) driving</li> <li>• From casino to home, the taxi driver was unregistered and she got out halfway to catch another one.</li> <li>• He was just a dodgy character he was commenting on how he owed money and he only had 24 hours to come up with. He wanted cash and not cab charge</li> <li>• He was using his mobile phone while he was driving. He was also driving a bit erratically because he wasn't concentrating on his driving because he was on the phone. Also the photograph of him in the cab the id photo didn't look like the driver.</li> <li>• I suspect he was drunk. I caught the taxi from Ballarat to Melbourne. I had to keep a good eye on the road as he was veering off the road sometimes and he was drinking something out of a bottle of soft drink I felt insecure.</li> <li>• Inappropriate personal opinions about racism unless the passenger is interested in the conversation it ok but personal politics should not be a subject that drivers bring up</li> <li>• It was a Somalia driver and he broke wind in the cab</li> <li>• Joining in a private conversation</li> <li>• One driver who swore the whole trip and drove recklessly due to a blind dog previously being in his cab and leaving hair. And three other occasions where drivers have driven recklessly. About five times drivers speaking in a racist or sexist manner</li> <li>• Poorly dressed and bad manners.</li> </ul>

State	Incident (cont)
Victoria (cont)	<ul style="list-style-type: none"> <li>• Purposely going the wrong way pretending he was going the right way - he asked me which way I wanted to go there were two ways he missed the turn off and ended up going a long way round and it ended up costing me a lot more/he was quite rude after that</li> <li>• Reading the Melway Directory while actually driving. He was glancing down while he was driving and I told him not to do that he said he was trying to find the way. He was implying that he was saving me time by not pulling off the road to read the map.</li> <li>• Really sleazy. Was making inappropriate comments</li> <li>• Refusing to take directions</li> <li>• Refusing to take fares, abusing customers, refusing methods of payment, lack of knowledge</li> <li>• Travelling speed of the taxi was excessive.</li> <li>• Verbal abuse</li> <li>• Was a bit rude</li> <li>• Yelling, screaming at other drivers</li> </ul>
South Australia	<ul style="list-style-type: none"> <li>• Abrupt - refused to take a lawn mower, was very rude</li> <li>• Bad attitude, blunt and rude verbally</li> <li>• Bad driving zip one driver was driving really badly by zipping in and out of traffic really quickly</li> <li>• Directions - he wouldn't listen, got abusive</li> <li>• Driver abusive when we said we would take our car last Friday when the taxis was late -suburban taxi</li> <li>• Driver was booked for 6:30 am pickup, was deferred for 3 hours, night before. He was told by taxi company that it was cancelled he showed up and became abusive</li> <li>• Driver was smoking -I did not like the smoke</li> <li>• Driving Reckless &amp; in an offset manner</li> <li>• I only had a 100 dollar note . I asked the driver to stop at a shop and he stopped at the shop but by the time we got home he still did not have correct change so we had to go back to the shop and he wouldn't turn of the metre</li> <li>• General rudeness and belligerence, driving ability, also refusing to help with baggage and general arrogance</li> <li>• He smelt</li> <li>• He was a Muslim --he did not like the woman's culture in our society</li> <li>• He was acting inappropriately in that he just didn't give a stuff about his job and was intentionally giving the impression of complete nonchalance about everything to do with the whole journey.</li> <li>• He was dirty and drove badly</li> <li>• His attitude /he was paying the crap out of Adelaide and I didn't find that appropriate</li> <li>• I got one guy from the city to Genngowrie and he didn't even speak English. He took us in the totally wrong direction. He was rude and I got the impression that he didn't like women. It ended up we had to get out in the middle of nowhere and walk a fair distance.</li> <li>• i just don't feel safe by myself during the night</li> <li>• Language he was using and he was a sleaze</li> </ul>

State	Incident (cont)
<b>SA (cont)</b>	<ul style="list-style-type: none"> <li>• Nature of conversation. I didn't like the nature of the conversation . Found the subject sexist</li> <li>• Resentful of the low fare, and on one occasion I was asked to get out of the Taxi and get another,</li> <li>• Rude to us</li> <li>• Speeding</li> <li>• Speeding, whinging, operating equipment while driving at high speed, inappropriate bad attitude</li> <li>• Taxi driver asked for clients phone no</li> <li>• The cab drivers personal hygiene was bad. And was taking her in a direction that was incorrect. The driver refused to take me in the way i wanted to go..  </li> <li>• Their driving was unsafe as the driver was nodding off on several occasions.</li> <li>• Would have liked there to be a taxi rank at local shopping centre</li> </ul>
<b>Tasmania - Hobart</b>	<ul style="list-style-type: none"> <li>• Drive bad the only experience I had was not to me personally but i did see a taxi driver driving very dangerously</li> <li>• He asked to come in to the house at 2 am in the morning and asked whether he could give me a massage. When I said no he asked to use the toilet and I again refused</li> <li>• He called a woman a 'mole' through the open window. She was walking past.</li> <li>• He got a bit too personal should have keep it on a professional level</li> <li>• He was really rude and drove very recklessly</li> <li>• He was really rude. Didn't listen to any directions. Very comfortable journey.</li> <li>• His manner of driving/ he was doing burn outs</li> <li>• Speaking inappropriately about a topic he was passionate about but I was not interested in it and he was not sensitive enough to stop talking.</li> <li>• Taking all the back streets instead of the direct way. Short with words.</li> <li>• Talking French</li> <li>• The drivers smoke near the cars so that the whole car smells like smoke</li> <li>• They appeared like they'd had probably not alcohol but drugs or something they were really out of it I couldn't understand what he was saying he was mumbling the whole bloodshot eye thing happening I just wanted to stop - their driving sort of swaying</li> <li>• Told him informed the driver he was being rude &amp; the driver became verbally aggressive</li> <li>• Twice when returning from casino - same appears to be on substance(s) - loses track of where he is taking her - will not travel with that driver</li> <li>• Verbal aggression but not directed at them personally</li> </ul>
<b>Tasmania - Launceston</b>	<ul style="list-style-type: none"> <li>• Smoking in taxi &amp; swearing the driver had been smoking in the taxi. Which I don't appreciate seeing i had my baby in the cab and he also swore a bit too much</li> </ul>
<b>Sydney - inner</b>	<ul style="list-style-type: none"> <li>• Abusive language half way through the trip the customer was told to get out of the cab</li> <li>• Bad driving</li> <li>• Driving too fast and not showing any courtesy to fellow drivers</li> <li>• He swore at me, he was shouting at me, he was a big man and i felt threatened by him</li> </ul>

State	Incident (cont)
Sydney – Inner (cont)	<ul style="list-style-type: none"> <li>• He was a fool and he argued all though the drive and i feel he was a unsafe and dangerous driver who has not regard of the state roads or laws</li> <li>• He was driving extremely fast</li> <li>• I guess the comments about the distance i was travelling. I live quite close to the airport and they complain about having to take me there.</li> <li>• I'd been sworn at twice, first time he was trying to rip me off, added extra charges, corrected him, he was stealing, he swore at me.</li> <li>• Kept commenting on the appearance of women (girls) on the streets as they drove by, which I thought was rude,</li> <li>• One cab driver was on his mobile, another was on his hands-free earpiece. One was starting to fall asleep - about 5 months ago. One was a very bad driver, didn't take corners well - stopped too close to the car in front.</li> <li>• One of the taxi drivers fell asleep at the wheel. And in the same week another driver fell asleep at the wheel. Had to grab the wheel</li> <li>• One taxi driver smoked all the way home and I was too cowardly to say anything</li> <li>• Only inappropriate as he was using his mobile phone which i felt was not very safe</li> <li>• Picking his nose scratching himself in the wrong places//</li> <li>• Rude and unhelpful driver did not follow my suggested route which i knew was a faster route to travel, his English was poor and he made out that that was the reason he took the longer route he acted as if he did not understand me i strongly feel he knew e</li> <li>• Smoking in the car//</li> <li>• Sometimes they just don't talk to me and once i tried to give a driver some small change and he flatly refused to except it .They also sometimes take the longest route possible.</li> <li>• Speaking on mobile phone most way, asked about route, he responded aggressively. Tone of voice and look, uncomfortable. Speaking on the mobile phone for most of the trip. When I asked about the route he responded aggressively.</li> <li>• The driver was speeding quite fast and putting the four people in the car at risk</li> <li>• The driving ability is sometimes a bit pushy/ erratic</li> <li>• Too busy body</li> <li>• Total arrogance - customer wanted to go a certain way and got an argument</li> <li>• Unsafe driving/talking on the mobile</li> <li>• Verbally abused me, had to ask to get out. Angry at the beginning, let out in a suburb i didn't know. Reported him to the taxi council. Was already angry about something when i got in. He started to verbally abuse</li> <li>• Voiced racist opinions, negative opinions of working mothers, aggressive opinions of refugees, not acknowledging when I said where i wanted to go. not helping with heavy bags. rude when directions not given specific directions.</li> <li>• When they are overly friendly i become very wary - 3 or 4 experiences one i reported to police experience has taught me not to talk to them and never ride in the front seat of a cab/reported one and then used my details off my credit card and then used it</li> </ul>

State	Incident (cont)
<b>Sydney - Outer</b>	<ul style="list-style-type: none"> <li>• Aggressive addressing another driver.</li> <li>• Driving up median strip, gunning it through orange lights, very erratic driving skills, "complete idiot"</li> <li>• I witnessed a verbal argument between two taxi drivers</li> <li>• The driver jumping into an argument he was having</li> <li>• Tried to rip me off would not give change 80c</li> </ul>
<b>NSW - rural</b>	<ul style="list-style-type: none"> <li>• Conversation/they are a bit rude/with Canberra cabs/and poor driving skills//</li> <li>• Drunk</li> <li>• Everything was such a hassle to him, he was asked to go around to the side entrance of my local sports club which has easier access, and he was quite annoyed at having been asked to do that. Also was very rude and arrogant during the entire trip, not</li> <li>• He approached the rank with a friend and as they got there the driver took off (did a u-turn over double yellow lines). His friend abused the driver as he went past, the driver did another u-turn, came back, got out of the cab and threatened his friend (h</li> <li>• He couldn't speak English and useless and didn't know where he wanted to go. When asked what he was doing he went off the handle/he got a bit aggressive in his attitude//</li> <li>• He wouldn't come into our driveway even though it was pouring rain, we were under the impression that he was under the influence of marijuana</li> <li>• I felt uncomfortable/ as though he was undressing me with his eyes//</li> <li>• I was ten cents short of the fare and the cab driver got a bit nasty</li> <li>• In a city town a taxi took all the long way round deliberately</li> <li>• Incessant chattering first thing in the morning and trying to be too familiar</li> <li>• Jumped into cab from rank. Non Australian he flew into town at 140 .. Reported.</li> <li>• Made fun of her name and it became annoying.</li> <li>• One bloke, he had been eating garlic and it was through the cab</li> <li>• Tried to run me off the road, while i was driving, mid nov, didn't catch his num. So wasn't able to report it, no damage to car, he was driving in a reckless manner</li> <li>• This taxi driver told me he was an ex church minister and that he'd just had a nervous breakdown he was rude and abrupt &gt;He was a shocking driver and by the end of the trip i was surprised that I'd gotten out alive</li> <li>• Unprofessional not communicating //</li> <li>• Flagged a taxi down after the Bathurst race at Mt panorama. Was informed that he was taken but another cab would be called on my behalf. Didn't arrive after 40 mins, I then walked 1hr (approx) to George St and at the pub there, ordered another cab</li> </ul>

State	Incident (cont)
WA	<ul style="list-style-type: none"> <li>• A few times a taxi driver has enquired about how long i was going away for and if anyone else lived with me</li> <li>• A lady driver took a mobile phone call which I thought was inappropriate</li> <li>• Asked us if we wanted to have a drink somewhere, that he was going off duty now</li> <li>• Bad attitude generally / rude to me as booked cab came 20 minutes early / drove recklessly</li> <li>• Driver had very odd political views - airing them to resp. / re sep 11 maybe the usa deserved the attack</li> <li>• Driver wanted to be shown the money for the fare, before self even got in the cab. I went to another cab</li> <li>• Driver was talking about what type of drugs he was taking and how many he took</li> <li>• Driving too fast , rude attitude, language barrier hard to understand, don't put themselves out to helpful</li> <li>• Driving skills , to fast for conditions, wet and windy</li> <li>• Felt driver was drunk - off the road multiple times - nearly hit a lamp post - didn't know where to go</li> <li>• He appeared to be drunk on duty.</li> <li>• He bashed up my boyfriend</li> <li>• He was a dangerous driver</li> <li>• He was over enthusiastically trying to debate issuers with you and i did not really want to do it//</li> <li>• He was rude/he said we had to pay upfront because he didn't believe we had the money//</li> <li>• He was very rude, i said good morning and he didn't answer he was muttering to himself all the way</li> <li>• His driving skills were poor even though it was a very wet night, felt a bit threatened by the poor skills</li> <li>• I felt intimidated he was muttering all the time as he drove, i got the feeling i was rather unwelcome</li> <li>• I was almost sure that he was either drunk or excessively tired. Swerved over the white line,</li> <li>• It was a short distance trip and i was abused for catching a cab - by the driver//</li> <li>• Muttering obscenities under his breathe and being rude verbally.</li> <li>• Racist comments about foreigners, Aboriginal people, Muslims, etc, and general intolerance</li> <li>• Taxi driver made comments to a female passenger who was with me, whilst I was not in the cab.</li> <li>• Verbal abuse and the way he drove, directed to person with me, mostly arrogance, reversed up pavement</li> <li>• We disputed a fare and he locked the doors and drove all the way back to the start of the fare.</li> <li>• Wouldn't accept card - Not machine problem - insisted I withdraw cash for the fare (diners club)</li> </ul>

## Appendix C: Incidents complaints made about

State	Incident complaint made about:
<b>Victoria</b>	<ul style="list-style-type: none"> <li>• Made a complaint for another member of the public in regards to a Taxi drivers road rage</li> <li>• Driver loosened stones on driveway problem was fixed by company</li> <li>• It was the fact the driver was using his mobile and his ID was questionable</li> <li>• Felt that the driver was too tired.</li> <li>• Contacted taxi company to complain about an unregistered driver.</li> <li>• I did ring the taxi company the day after i had booked a taxi. On that day i was going to the railway station and had pre booked the taxi, after 10 mins it had not arrived and i got concerned i might miss the train. A neighbour took me in and we passed the taxi as it arrived</li> <li>• Payment method not being accepted and reported abusive taxi driver</li> </ul>
<b>SA</b>	<ul style="list-style-type: none"> <li>• A taxi which was ordered to show up ASAP didn't turn up so I complained to the company.</li> <li>• Was on behalf of patient taxi driver waited at the wrong entrance and was rude to the patient when he finally noticed the patient.</li> <li>• Called for cab.. When he turned up, was on a main road.. Was 15 mins late. She advised the way to go was not happy, stated that i did not know what i was talking about. Demanded to leave the cab and to not use again!!</li> <li>• Driver nodding off at the wheel and I terminated the journey b4 I reached the destination (home) and walked the rest of the way, then phoned the company immediately.</li> <li>• Driver could not locate correct area of medical campus became very nasty when told which way to go, complained the entire trip</li> <li>• Being late when it could have caused harm to a client through booking a taxi through work</li> </ul>
<b>Tasmania – Hobart</b>	<ul style="list-style-type: none"> <li>• In Sydney i made a complaint about the taxi driver driving scary and unable to give change /at my cost insisted on driving to a shop to get change /</li> </ul>
<b>Tasmania – Launceston</b>	<ul style="list-style-type: none"> <li>• He backed into my truck.</li> <li>• Rang the dept of transport and complained about the state of the taxi</li> </ul>

State	Incident complaint made about (cont):
<b>Sydney – inner</b>	<ul style="list-style-type: none"> <li>• The cab driver who shouted and swore at me</li> <li>• Verbal He verbally assaulted me.</li> <li>• To the taxi company regarding bad body odour of the driver//</li> <li>• Complain about abusive and bad temper</li> <li>• Calling taxi for school/ respondent is school teacher/ taxi arriving and not notifying school of its arrival/ bad communications and courtesy/sick school children needing taxi to take them home from school//</li> <li>• Witnessed very unsafe driving from a taxi seen in traffic - driving was bad enough to pull over and call driver's company to report it - they didn't want to know</li> <li>• When they did not turn up, And I missed my Flight,</li> <li>• I hopped into a Taxi and the Driver refused to drive me and i hopped into the next taxi which had a supervisor in it and he said to fill in a complaint</li> <li>• When the last bus strike was on i pre-booked but he didn't arrive they were snowed i had to ring again to put it back on list and i didn't know that i was ignorant of how they work so now i know to ring back to re-book</li> </ul>
<b>Sydney – outer</b>	<ul style="list-style-type: none"> <li>• Had a strong feeling that the driver was only acting like a rookie so he could clock up the fare.</li> <li>• Tried to complain to a taxi company because the taxi took 2 hours to come. Called the taxi company again but did not get any helpful comments concerning the delay.</li> <li>• Extremely bad driving</li> </ul>
<b>NSW – rural</b>	<ul style="list-style-type: none"> <li>• Incident with a child's car seat inadequately fitted.</li> <li>• The taxi who was having his meal at the rank with available sign on and refused to take me//</li> <li>• Complained to Bathurst city cabs (see question on driver with inappropriate behaviour) and they were not seemingly too concerned. See long answer on q19</li> <li>• On my recent journey I had left my walking stick in the taxi cab. When I realised I had lost it, I rang the taxi company and they said that yes they did have it. They then told me that if they sent it out to me that I would be charged the taxi fare from the terminal</li> <li>• Explained in earlier question about drivers speed at 140..</li> <li>• Made complaint to airlines/lack of support lack of communication expectation of the driver as to what i would or should do//</li> <li>• He overcharged by about \$4.00</li> <li>• Same as q17a1</li> <li>• Rang them because taxi hadn't turned up//</li> <li>• I think he took me the long way home and it cost me a lot of money</li> <li>• It was his driving rude and abrupt / swearing at my kids // he nearly knocked a child down/</li> <li>• Drinking while driving</li> </ul>

State	Incident complaint made about (cont):
WA	<ul style="list-style-type: none"> <li>• A few taxi drivers have asked me how long I was going away for and if anyone else lived in the house</li> <li>• Bad driving, the way he spoke, both bad as the other</li> <li>• Cab came early - driver was mad as I wasn't ready</li> <li>• Drunk (or incompetent) driver - under influence of something - possibly overtiredness</li> <li>• Poor driving skills.</li> <li>• Speeding and attitude, rudeness and not prepared to help, has chronic arthritis so cant wear seat belt</li> </ul>