

## Technical note

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<b>Project</b>	Leeds Hackney Carriage Unmet Demand Study	<b>Date</b>	6 <sup>th</sup> January 2009
<b>Note</b>	Public Attitude Survey Results	<b>Ref</b>	CTDAIU
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### 1 *Introduction*

1.1 The purpose of this Technical Note is to present the results of a public attitude survey undertaken by Halcrow on behalf of Leeds City Council.

1.2 A public attitude interview survey was designed with the aim of collecting information regarding opinions on the taxi market in Leeds. In particular, the survey allowed an assessment of flagdown, telephone and rank delays, the satisfaction with delays, and general use information.

1.3 It should be noted that in the tables that follow the totals do not always add up to the same amount. This is due to one of two reasons. First, not all respondents were required to answer all questions; and second, some respondents failed to answer some questions that were asked.

### 2 *Survey Administration and Sample Selection*

2.1 Some 974 interviews were carried out in November 2007 and a further 937 in September and October 2008. The age and gender samples are given in Table 1 below. The sample of 1911 interviews provides a robust basis for assessment.

2.2 The age and gender samples are shown in Table 1 along with the actual turn-out figures.

*Table 1 - Target and Actual Samples for Interview Surveys by Age and Gender*

Category	Target Quota		Actual Quota	
	Frequency	Percent	Frequency	Percent
16 – 34	732	36.6	827	43.5
35-64	892	44.6	861	45.3
65+	376	18.8	214	2.4
<b>Total</b>	<b>2000</b>	<b>100.0</b>	<b>1902</b>	<b>100.0</b>
Male	954	47.7	856	46.1
Female	1046	52.3	999	53.9
<b>Total</b>	<b>2000</b>	<b>100.0</b>	<b>1855</b>	<b>100.0</b>

2.3 As can be seen in Table 1, the survey provides a slight overrepresentation of 16-34 year olds and therefore a slight under representation of the over 65's. Other than this the survey conforms well to the target quota.

2.4 The respondents were asked to give their economic status. The results are displayed in Table 2 below.

*Table 2 - Economic Status*

	Frequency	Percent
Full-time Employed	612	32.9
Part-time Employed	277	14.9
Unemployed	120	6.5
Student/Pupil	337	18.1
Retired	218	11.7
Housewife/Husband	185	10.0
Other	110	5.9
<b>Total</b>	<b>1859</b>	<b>100.0</b>

2.5 Respondents were asked to specify their residency. The results are shown in Table 3.

*Table 3 - Residency*

	Frequency	Percent
Permanent Resident	1226	67.7
Visitor	366	20.2
Tourist	34	1.9
Student	186	10.2
<b>Total</b>	<b>1812</b>	<b>100.0</b>

### **3** *Characteristics of Last Trip by Taxi*

3.1 Respondents were each asked if they had made a journey by taxi in Leeds within the last three months. The survey found that the majority of respondents (60.1%) had used a taxi within this period. The results are displayed in Table 4.

*Table 4 - Have you made a trip by taxi in the past three months?*

Trip Type	Frequency	Percent
Yes	1143	60.1
No	760	39.9
<b>Total</b>	<b>1903</b>	<b>100.0</b>

3.2 Respondents who had hired a taxi in the last three months were asked further questions about their experience. Some 50.8% of tripmakers stated that they hired their taxi at a rank. Some 37.4% of hirings were achieved by telephone with 11.8% of tripmakers obtaining a taxi by on-street flagdown. Table 5 reveals the pattern of taxi hire.

*Table 5 - Method of Taxi Hire for Last Trip*

Trip Type	Frequency	Percent
Rank	575	50.8
Flagdown	134	11.8
Telephone	423	37.4
<b>Total</b>	<b>1132</b>	<b>100.0</b>

3.3 Respondents were asked what type of vehicle they hired. The most common type of vehicle used was a saloon car (65.4%) with 32.5% hiring a purpose built cab.

*Table 6 - Vehicle type for last trip*

Vehicle Type	Frequency	Percent
Purpose built cab	365	32.5
Saloon car	735	65.4
Other	23	2.1
<b>Total</b>	<b>1123</b>	<b>100.0</b>

3.4 Respondents were asked if they were satisfied with the time taken and the promptness of the taxis arrival. The majority of people were satisfied with their last taxi journey (94.9%). Table 7 shows that for each method of obtaining a taxi, the majority were satisfied with the service. Satisfaction with obtaining a taxi at a rank was the highest.

*Table 6 - Vehicle type for last trip*

Method of Hire	Percent Satisfied	Frequency
Rank	97.8	528
Flagdown	98.5	128
Telephone	89.7	349

**4 Elements of the journey**

4.1 Tripmakers were asked to rate their last taxi journey against a number of factors. The results are documented in Table 8.

*Table 8 - Rating of last journey*

	Rating of last taxi journey									
	Very Good		Good		Average		Poor		Very Poor	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Vehicle Condition	145	12.7	751	65.8	230	20.2	13	1.1	2	0.2
Helpfulness of Driver	173	15.2	641	56.2	258	22.6	40	3.5	28	2.5
Driver knowledge of Area	224	19.7	640	56.2	205	18.0	52	4.6	18	1.5
Ease of access into the vehicle	232	20.3	709	62.2	192	16.8	3	0.3	4	0.4
Value for Money	69	6.1	547	48.0	433	38.0	54	4.7	37	3.2
Overall Quality of Service	105	9.3	716	63.0	281	24.8	20	1.8	12	1.1

4.2 The majority of respondents rated each of the conditions above average on their last journey. 65.8% perceived the condition of the vehicle as 'good', 62.2% commented that the ease of access into the vehicle was 'good' and 63.0% regarded their overall service as 'good.'

4.3 The majority of respondents rating an element as poor or very poor gave the reason for this as 'too expensive' and 'the driver did not know the way.'

**5 Attempted Method of Hire**

5.1 To provide evidence of suppressed demand respondents were asked to identify whether or not they had given up waiting for a taxi at a rank, on the street, or by telephone in Leeds in the last three months. The results are summarised in Table 9.

*Table 9 - Given up attempting to hire a taxi by method of hire in the last three months*

	Yes		No	
	Frequency	Percent	Frequency	Percent
Given up at a rank	121	6.4	1778	93.6
Given up flagdown	146	7.7	1751	92.3
Given up telephone	136	7.2	1765	92.8

5.2 Some 6.4% had given up waiting for a taxi at a rank, with 7.7% having given up via flagdown and 7.2% via telephone. Some 11% of respondents gave up waiting at a rank and/or a flagdown. (Latent Demand). Those respondents who had given up waiting for a taxi were asked within what district of Leeds they were waiting. The most popular answers were:

- City centre;
- Hyde Park;
- Headingley; and
- New Briggate.

**6 Service Improvements**

6.1 Respondents were asked what the main reason was for them not using taxis in Leeds more often, the results are shown in Table 10 below. A large percentage of respondents (38.1%) stated that they didn't use taxis more often in Leeds because bus was available. 24.1% of respondents do not use taxis more often because they have a car available and 12.9% because they are too expensive.

*Table 10 - Reasons for not using taxis more often*

	Frequency	Percent
Too Expensive	245	12.9
Car Available	455	24.1
Walk/Cycle	139	7.3
Waiting Time/Availability	13	0.7
Bus Available	721	38.1
No Need	125	6.6
Distance to Ranks	2	0.1
Lack of disabled access vehicles	1	0.1
Prefer/Use Private Hire	113	6.0
Other	77	4.1
<b>Total</b>	<b>1891</b>	<b>100.0</b>

6.2 Respondents were asked if they thought the taxi services in the Leeds area could be improved. The responses indicate that the majority of respondents (56.3%) thought that taxi services in Leeds did not need to be improved. The results are shown in Table 11.

*Table 11 - Could taxi services be improved*

Trip Type	Frequency	Percent
Yes	727	43.7
No	937	56.3
<b>Total</b>	<b>1664</b>	<b>100.0</b>

6.3 Those who considered that taxi services needed improvement were asked how they could be improved. Table 12 documents that 76.3% of responses stated that taxis in Leeds could be improved if they were made cheaper. 23.8% stated that there was a need for better drivers with 13.6% stating that there was a need for more taxis.

*Table 12 - How could taxi services be improved (multiple responses)*

	Frequency	Percent
More of them	99	13.6
More Ranks	73	10.0
Shared Taxis	35	4.8
Better Vehicles	34	4.7
Better Drivers	173	23.8
Cheaper	555	76.3
More disabled access vehicles	9	1.2
Other	108	14.9

6.4 Those respondents who stated 'other' stated that services could be improved if;

- More reliable, better time keeping;
- More courteous, friendly drivers;
- Consistent fares;
- English speaking drivers;
- Improved area knowledge of drivers; and
- More female drivers

**7 Safety & Security**

7.1 Respondents were asked whether they felt safe when using taxis in Leeds. The majority of respondents felt safe using taxis during the day (95.5%), however over one quarter of respondents (29.4%) stated that they felt unsafe using taxis at night in Leeds.

*Table 12 - Perception of safety when using taxis in Leeds*

	During the Day		At Night	
	Frequency	Percent	Frequency	Percent
Yes	1390	95.5	1022	70.6
No	66	4.5	426	29.4
<b>Total</b>	<b>1456</b>	<b>100.0</b>	<b>1448</b>	<b>100.0</b>

7.2 Respondents who did not feel safe during the day or at night were asked what needed to be done to improve safety and security when using taxis in Leeds. 8.9% of responses stated that CCTV in taxis and 7.5% stated that CCTV on ranks would improve safety when using taxis in Leeds. 6.1% of respondents would feel safer if there were more Taxi Marshalls at ranks. The results are shown in table 13.

*Table 13 - Improvements to safety and security when using taxis in Leeds (multiple responses)*

	Frequency	Percent
CCTV in taxis	293	68.6
CCTV on ranks	266	62.3
More Taxi Marshalls at ranks	242	56.7
Other	57	13.3

7.3 The respondents who stated 'other' would like to see more female drivers and better displayed ID/licence cards.

**8 New Ranks**

8.1 Respondents were asked if they were satisfied with the provision of taxi ranks in Leeds. The results are summarised in Table 14.

8.2 Almost half of respondents (46.6%) were satisfied with the provision of ranks in Leeds with a further 42.5% of respondents being unsure as to whether any more ranks were needed. The remaining respondents (10.9%) felt there was a definite need for new rank provision.

*Table 14 - Satisfaction with provision of taxi ranks*

	Frequency	Percent
Yes	841	46.6
No	196	10.9
Do Not Know	766	42.5
<b>Total</b>	<b>1803</b>	<b>100.0</b>

8.3 The 10.9% of respondents who were not satisfied with the current provision of ranks in Leeds were asked what needed to be done about this.

8.4 Half of respondents felt that improving signage of existing ranks was needed in Leeds (68.4%), 40.4% stated that providing information on the location of existing ranks would improve taxi services in Leeds. 42.9% felt that providing new ranks would improve taxi rank provision. The results are shown in table 15.

*Table 15 - Improvements to taxi provision in Leeds (multiple responses)*

	Frequency	Percent
Provide information on ranks	79	40.3
Improve signage	89	45.4
Provide new ranks	84	42.9
Other	3	1.5

8.5 Respondents were asked whether there were any locations that a new rank should be implemented. 7.4% of respondents stated that new locations were required, with 39.3% stating that none were required and 53.3% being unsure.

8.6 Those individuals who stated they would like to see a new rank were subsequently asked to provide a location. The most popular locations were:

- Briggate;
- Hyde Park;
- Leeds City Market;
- Top end of centre; and
- Wetherby.