

Impact of regulation on taxi markets – consumer survey

Annexe C

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1 INTRODUCTION

Background

- 1.1 Halcrow has been commissioned by the Office of Fair Trading to undertake a review of the taxi market to determine if the consumer does benefit from current regulation, with particular regard to the influence of quantity control.
- 1.2 Regulation in markets is often necessary to protect consumers and/or the public at large from the effects of market failure. Market failure is a technical concept in economics that refers to distortions in the market outcome created when the mechanisms that usually lead to market clearance at market equilibrium are ineffective. Markets will clear first by price, and if price is fixed, by quantity, and if both price and quantity are fixed, by quality. If all three are fixed, as in many taxi markets, the market has been largely superseded by regulation. This places a large burden on the regulator.
- 1.3 Where there is clear market failure the case for regulation is stronger, the problem arises when regulation is applied not because the market outcome is economically inefficient but because it fails to meet political objectives. There are two aspect to this problem:
- the politically motivated solution may skew resource allocation and/or create unforeseen negative consequences, and
 - regulation requires legislation and there is significant inertia in the system. This means that at any one point in time there will be legislation on the books that belongs to a different political era. This is particularly the case with taxis with regulations passed in the mid 19th century and mid 1970s still dominating operations today.

Aims of the study

- 1.4 This study will seek to identify how consumers use taxis and what they value about taxi services.

2 CONSUMER MARKET RESEARCH

Introduction

2.1 The objectives of the consumer research study are as follows:

- to provide information on the taxi market identifying a number of characteristics including the level of use, journey purposes, perceptions of service quality and knowledge of the regulatory structure, and
- to identify and quantify what consumers value most about taxi services.

2.2 The outputs from this analysis will provide the OFT with:

- an understanding of the taxi market, and
- information on how best to improve the taxi market in the interests of consumer welfare.

Data available

2.3 The methodology has taken full advantage of the significant amount of market research data held by Halcrow from taxi markets throughout England, Wales and Scotland.

2.4 Within the timescale of the project it was not considered feasible to conduct primary research in a sufficiently large number of authorities to create evidence of a robust national picture. The main advantage of the approach undertaken is that it provides immediate access to the views of 51,416 consumers from 58 Local Authorities throughout England, Scotland and Wales from the period 1988 to 2003. The drawback is that the data have been collected for another purpose. Nevertheless, the surveys are all compatible with each other, all include data on actual trip experiences as well as general attitudes, and the attitudes of non-users and all assess the price, waiting time, vehicle quality aspects and aspects of service quality.

2.5 The data however mainly refers to restricted authorities. Out of the 58 Local Authorities a total of six were derestricted at the time the data was obtained. These authorities are detailed in Table 2.1.

TABLE 2.1: DERESTRICTED AUTHORITIES USED IN THE SAMPLE

Authority	Sample size
Forest Heath	1,054
South Ribble	562
Leicester	374
North Devon	699
Worcester	521
Bristol	677
TOTAL	3,887

2.6 Appendix A contains cross tabulation information of the 58 local authorities reviewed in this study.

3 PUBLIC ATTITUDE RESULTS

Introduction

3.1 The survey structure comprised three elements. The first part identified the specific characteristics of a person's last taxi trip. The second part analysed respondents' more typical, longer term, taxi requirement and factors influencing their amount of taxi travel. The third part addressed peoples' views on the potential for improving taxi services and their knowledge on licensing laws in relation to taxis.

3.2 It should be noted that the following tables do not always add up to the same amount. This is due to a number of reasons, namely:

- not all respondents were required to answer all questions,
- some respondents failed to answer some questions that were asked,
- some questions allowed multiple responses (where this applies this will be highlighted in the title of the table), and
- some of the questions were not included in certain surveys.

Survey administration and sample selection

3.3 Some 51,416 face-to-face interviews are included in the analysis. All the surveys followed a quota to ensure the survey sample reflected the age and gender of the authority. The interviews were conducted throughout the day. This, in turn, ensured that representative results were obtained. The actual quota has been compared to the 1991 census data for the UK.

3.4 The age and sex and out-turn samples are given in Table 3.1 below.

TABLE 3.1: TARGET AND ACTUAL SAMPLES FOR INTERVIEW SURVEYS BY AGE AND SEX

Category	Target Quota (1991 Census for the UK)	Quota	
	Valid Percent	Frequency	Valid Percent
16 – 34	32.3	10,901	36.0
35 – 64	47.6	13,537	44.7
65 +	20.1	5,845	19.3
Total	100.0	30,283	100.0
Male	47.7	14,126	47.2
Female	52.3	15,828	52.8
Total	100.0	29,954	100.0

3.5 Table 3.1 demonstrates that the structure of the sample conforms well against the 1991 census data. The proportion of respondents' aged 16-64 was slightly over represented than the target quota set.

3.6 The economic status of respondents is given in Table 3.2.

TABLE 3.2: ECONOMIC STATUS OF RESPONDENTS TO PEDESTRIAN SURVEY

Status	Frequency	Valid Percent
Full-time Employed	10,203	33.6
Retired	6,125	20.2
Part-time Employed	3,997	13.2
Student/Pupil	3,805	12.5
Housewife/Husband	2,957	9.7
Unemployed	2,022	6.7
Other	556	1.8
No Response Given	704	2.3
Total	30,369	100.0

3.7 Just over a third of the sample was classified as being in full time employment. Some 20 per cent of the respondents stated that they are

retired which was followed by 13.2 per cent of the sample in part time employment. A small minority of the sample failed to respond.

3.8 For the purpose of the public attitude interviews, the following definitions applied:

- cab = hackney = hackney carriage, and
- taxi = hackney carriage and/or private hire vehicle.

3.9 This terminology departs from the strict legal definition of a taxi (the Transport Act, 1985 uses the term to refer to specifically hackney carriages). This is due to the fact that from the public's point of view the term taxi is a generic one, and the surveys dealt with the service, as the public perceived it.

Taxi trip

3.10 Respondents were each asked if they had made a journey by taxi in the last month. Over half of respondents, 29,893 (59.7 per cent) stated that they had not used a taxi during the last month, with 20,151 (40.3 per cent) acknowledged doing so. Recent users were then questioned about their last trip in terms of the following:

- trip purpose
- time of trip
- cost of the trip
- value for money
- method of hire
- ease of hiring
- time taken and promptness of arrival, and
- satisfaction with the service.

Journey purpose of last trip

3.11 The journey purpose of respondents is summarised in Table 3.3.

TABLE 3.3: TRIP PURPOSE ON LAST TAXI TRIP

Trip purpose	Frequency	Valid Percent
Leisure	3,579	50.2
Shopping	1,559	21.7
Work/education	941	13.3
Link to other transport	539	7.6
Hospital/medical	517	7.2
Total	7,135	100.0

3.12 The predominant journey purpose was leisure trips, accounting for just over 50 per cent of all taxi trips.

Time of trip

3.13 The time the trip was conducted is summarised in Table 3.4 below.

TABLE 3.4: TIME OF TAXI TRIP

Time of Travel	Sample	Valid Percent
0301–0700	450	4.2
0701–1200	2,760	25.4
1201–1800	2,509	23.2
1801–2300	2,712	25.0
2301–0300	2,401	22.2
Total	10,832	100.0

3.14 The results indicate that respondents' last trips were distributed relatively evenly across the day, with the exception of the early morning (0301-0700) period.

Trip cost by time of day

3.15 Table 3.5 below indicates the average trip cost by time of day. A total of 479 respondents (7.4 per cent) could not remember the cost of their last trip.

TABLE 3.5: TRIP COST BY TIME OF DAY (COST ADJUSTED USING RPI)

Time of Travel	Average Trip Cost (£)		Sample	
	Derestricted	Restricted	Derestricted	Restricted
0301–0700	12.35	9.62	60	224
0701–1200	6	4.61	314	1,322
1201–1800	6.25	4.94	263	1,115
1801–2300	7.84	5.77	296	1,036
2301–0300	9.19	7.4	259	981
Weighted Average	7.52	5.77	1,192	4,678

3.16 The average trip cost increases steadily throughout the day, before reaching a peak between 0301 and 0700 during off peak hours.

Value for money

3.17 Those who could remember the cost of their trip were asked if they thought the fare represented value for money. Table 3.6 summarises the responses.

TABLE 3.6: VALUE FOR MONEY

Cost of Trip £	Value for money					
	Yes (%)	Freq	No (%)	Freq	Don't know (%)	Freq
0-5.00	74.0	1,900	17.0	437	9.0	232
5.00-9.99	49.1	917	34.2	639	16.7	313
10.00-14.99	32.3	111	46.8	161	20.9	72
15.00-19.99	33.0	34	41.7	43	25.2	26
20.00-24.99	38.2	21	52.7	29	9.1	5
25.00-29.99	52.4	11	28.6	6	19.0	4
30.00+	44.9	22	42.9	21	12.2	6
		3,016		1,336		658
Restricted	71.1		28.9			
Derestricted	60.3		39.7			

3.18 The analysis by cost of last trip indicates that as the fare increases the proportion stating it represents value for money decreases to the £15

band and then increases again. There is evidence that hackney users in restricted authorities (perceive they) get better value for money.

Method of hire

3.19 Respondents were asked to identify how they obtained their taxi. Table 3.7 summarises the method of hire, by market policy.

TABLE 3.7: METHOD OF HIRE

Method	Market Policy			
	Restricted		De-restricted	
	Freq	Percent	Freq	Percent
Rank	5,800	31.3	380	29.1
Flag down	2,440	13.2	167	12.8
Telephone	10,304	55.6	757	58.1
Total	18,544	100.0	1,304	100.0

3.20 In restricted authorities, the largest proportion of respondents (55.6) obtained their taxi through a telephone booking. Flagging a taxi down on the street, in restricted authorities, was the least popular way of obtaining a cab with only 13.2 per cent of people opting for this method. Flagging a taxi is the least predictable way of obtaining a vehicle within a certain amount of time, particularly if the person needed to be in a particular place for a certain time.

3.21 In derestricted authorities, the majority of respondents opted for obtaining their taxi through telephone bookings (58.1 per cent) and again flag down was the least popular method of hire (12.8 per cent). There is evidence from the Case Studies that flagging becomes more popular in cities that derestrict. The analysis reported here suggests this phenomenon does not occur in more rural locations.

Ease of taxi hire and perceived quality of service

3.22 Table 3.8 provides summary statistics relating to the ease of hire on their last trip.

TABLE 3.8: REPORTED DELAY IN OBTAINING A TAXI ON LAST TRIP (DELAYS IN MINUTES)

	Average	Minimum	Maximum	Median	Sample
Restricted					
Rank Walk	5.5	0	60	5	3,412
Rank Wait	4.94	0	90	2	5,487
Flag down wait	8.83	0	120	5	2,384
No of Passing Hackney Carriages	2.65	0	32	2	1,392
Wait for Telephone Booking	10.62	0	90	10	3,570
No of Operators Phoned	1.28	1	12	1	3,583
Derestricted					
Rank Walk	5.82	0	45	5	380
Rank Wait	7.24	0	75	1	366
Flag down wait	9.64	0	60	5	163
No of Passing Hackney Carriages	2.88	0	20	2	162
Wait for Telephone Booking	14.76	0	75	10	391
No of Operators Phoned	1.34	1	9	1	391

3.23 The average walk time to the nearest taxi rank was just under five and a half minutes for those in restricted authorities as opposed to just under six minutes in derestricted areas. Once there the reported average delay was around five minutes, this rose to just over seven minutes in derestricted areas although some delays were reported to be as long as 90 minutes in restricted areas.

- 3.24 Those obtaining their taxi by telephone were unevenly split between those wishing to travel immediately (61.2 per cent) and those booking the vehicle for a specific time and date (38.8 per cent). The average reported delay for those wishing to travel immediately was 11 minutes and on average 1.24 operators had to be contacted in order to confirm the booking.
- 3.25 Of the 2,693 taxis that were booked in advance, 461 (17.1 per cent) arrived early, 1,547 (57.4 per cent) arrived on time, 616 (22.9 per cent) arrived late and 69 (2.6 per cent) respondents failed to respond to the question. A quarter of the respondents said that their taxi had arrived early. If the taxi was not on time it was more likely to be late. The average delay of the cabs that were late was nine minutes with the maximum delay of up to 90 minutes.
- 3.26 Table 3.9 identifies the reported delay experienced in obtaining a taxi from a rank by market policy. The analysis indicates for a restricted authority a greater proportion (75.7 per cent) reported waiting less than five minutes compared to 65.6 per cent for the de-restricted authorities¹.

TABLE 3.9: REPORTED DELAY IN OBTAINING A TAXI BY WAITING AT A RANK (DELAY IN MINUTES)

Minutes	Restricted		De-restricted	
	Freq	Valid Percent	Freq	Valid Percent
< 5	4,155	75.7	240	65.6
6–10	588	10.7	47	12.8
11–15	334	6.1	25	6.8
16–20	222	4	20	5.5
21–30	116	2.1	19	5.2
31–40	32	0.7	8	2.2
41–50	27	0.59	5	1.4
51–60	10	0.18	1	0.3
Over 60	3	0.05	1	0.3
Total	5,487	100.0	366	100.0

¹ Significant difference at the one per cent level ($Z = 4.3$)

3.27 Passengers wait an average of five minutes in restricted authorities for a taxi at a rank. However, in derestricted authorities the average wait time for a hackney at a rank is 7.24 minutes.

TABLE 3.10:REPORTED DELAY IN OBTAINING A TAXI BY FLAG DOWN
(DELAY IN MINUTES)

Minutes	Restricted		De-restricted	
	Freq	Valid Percent	Freq	Valid Percent
< 5	1,209	50.6	83	50.9
6-10	622	26	41	25.2
11-15	249	10.4	19	11.7
16-20	214	9	8	4.9
21-30	49	2.1	6	3.7
31-40	8	0.33	2	1.2
41-50	21	0.9	4	2.5
51-60	14	0.6	0	0
Over 60	3	0.13	2	1.2
Total	2,389	100	163	100

3.28 When 'flagging' a taxi, passengers wait an average of 8.8 minutes in restricted areas as opposed to 9.6 minutes in derestricted authorities. In addition a greater proportion of respondents (50.9 per cent) reported waiting less than five minutes for a hackney when 'flagging' a taxi in a derestricted authority compared to a restricted authority (50.6 per cent).

TABLE 3.11: REPORTED DELAY IN OBTAINING A TAXI BY TELEPHONE (DELAY IN MINUTES)

Minutes	Restricted		De-restricted	
	Freq	Valid Percent	Freq	Valid Percent
< 5	1231	34.5	72	18.4
6 – 10	1299	36.4	124	31.7
11 – 15	566	15.9	76	19.4
16 – 20	288	8.1	72	18.4
21 – 30	136	3.8	28	7.2
31 – 40	25	0.7	8	2
41 – 50	16	0.4	6	1.5
51 – 60	4	0.1	2	0.5
Over 60	5	0.1	3	0.8
Total	3570	100	391	100

3.29 Passengers wait an average of 10.6 minutes in restricted authorities and 14.8 minutes in derestricted areas for a taxi when booked by telephone. In addition a greater proportion of respondents (51 per cent) reported waiting less than five minutes for a taxi when booked by telephone in a restricted authority compared to a derestricted authority (18.4 per cent).

Time taken and promptness of arrival

3.30 Respondents were asked, regardless of how they obtained their taxi, if they were satisfied with the time taken and the promptness of its arrival. Overall, 84.9 per cent reported they were satisfied with the level of service. Further analysis indicates a higher level of satisfaction in restricted authorities (85.2 per cent) compared to 80.3 per cent in de-restricted authorities. Table 3.12 below summarises the responses for individual methods of hire and market policy.

TABLE 3.12: SATISFACTION WITH DELAY ON LAST TRIP

Method of Hire	Entry Policy	Percent Satisfied	Sample
Rank	Restricted	86.3	5316
	Derestricted	77.6	357
Flag down	Restricted	71.4	2,022
	Derestricted	68.9	164
Telephone	Restricted	87.5	9,454
	Derestricted	84.2	749

3.31 Higher levels of satisfaction overall were those related to telephone bookings where the percent satisfied across all markets was over 80 per cent. In comparison, flagging a taxi down on the street proved to be the least satisfying method of obtaining a taxi particularly in a de-restricted market. Satisfaction levels for rank hirers are greater in restricted authorities than derestricted ones by a substantial margin².

3.32 For rank hirings the restricted markets exhibit higher satisfaction levels than de-restricted markets conditions. There is only marginal differences between restricted and de-restricted conditions for flag down and telephone hirings

² $Z = 4.58 > 1.96$ so significant difference for rank
 $Z = 0.68 < 1.96$ so insignificant difference for flag down

4 GENERAL PATTERNS OF TAXI USE

Introduction

- 4.1 Whilst part one of the questionnaire survey was aimed at those people assumed to be regular taxi users and who had travelled by taxi within the last month, part two was directed at regular users, infrequent users and non-users alike.
- 4.2 This Section summarises the results of the second part of the questionnaire. The objective was to identify peoples' customary taxi behaviour and factors controlling their choice of travel.

Frequency of use

- 4.3 All respondents were asked to estimate how regularly they obtained a taxi in their area using the three alternative methods of taxi hire namely rank, flag down, or telephone booking. The results are shown in Table 4.1.
- 4.4 Table 4.1 indicates that telephone bookings are the preferred method of hire on a daily, weekly, monthly and yearly basis in restricted authorities. Using a designated rank is the second most popular method of hire for frequency of use whereas flag down is the least preferred option in restricted authorities. Those who travelled by taxi on a weekly basis opted to obtain their taxi through telephone bookings (14.9 per cent) compared to 12.8 per cent opting to use a designated rank to obtain their taxi in restricted authorities.

TABLE 4.1: FREQUENCY OF TAXI USE BY AUTHORITY TYPE – PEDESTRIAN SURVEY³

Method of Hire	Frequency of Taxi Use	Restricted		De-restricted	
		Freq	Valid %	Freq	Valid %
Rank	At least daily	253	1	11	0.4
	At least weekly	3,077	12.6	243	8.9
	At least monthly	4,956	20.3	380	13.9
	At least yearly	4,892	20.1	364	13.3
	Never	11,211	46	1,738	63.5
	Total	24,389	100	2,736	100
	Telephone	At least daily	336	1.4	9
	At least weekly	3,632	14.9	217	7.9
	At least monthly	5,696	23.4	486	17.8
	At least yearly	5,794	23.8	435	15.9
	Never	8,931	36.6	1,589	58.1
	Total	24,389	100	2,736	100
Flag down	At least daily	57	0.2	3	1
	At least weekly	1,557	6.4	114	4.2
	At least monthly	3,033	12.4	178	6.5
	At least yearly	3,380	13.9	196	7.2
	Never	1,6362	67.1	2,245	82.1
	Total	24,389	100	2,736	100
Annual Trip Rates per person	Rank	13		7.91	
	Telephone	15.8		7.71	
	Flag down	5.81		3.42	
	Total	34.61		19.04	

Freq = Frequency of Response

4.5 The data in Table 4.1 can be used to produce very rough estimates of taxi use. The results suggest the average person makes 35 taxi trips per year in a restricted (urban) authority and 19 trips per year in a

³ Weights = 7,1,0.25, 0.0027 and zero respectively

derestricted (rural) authority. Telephone bookings are the most popular means of obtaining a taxi.

Deterrents to increased hackney carriage use

4.6 Respondents were asked to identify the principal factors that limit their use of hackney carriages in the area, rather than taxi use in general. Table 4.2 summarises the main 'demand suppressers'. It should be noted that surveys conducted before 1996 did not distinguish between a private hire and a hackney carriage vehicle. For this reason the results are only presented for surveys after 1996.

TABLE 4.2: REASONS FOR NOT USING HACKNEY CARRIAGES MORE OFTEN – PEDESTRIAN SURVEY

Reason	Restricted		De-restricted	
	Freq	Valid %	Freq	Valid %
Car available	8,109	31.4	1,669	45.4
Too expensive	4,785	18.5	575	15.6
No need	4,262	16.5	443	12.1
Bus available	4,037	15.6	516	14
Walk/Cycle	1,571	6.1	155	4.2
Prefer/Use Private Hire	1,539	6	135	3.7
Waiting time/availability	1,036	4	120	3.3
Distance to ranks	214	0.8	62	1.7
Other reasons	264	1	0	0
Total	25,817	100.0	3,103	100.0

4.7 The most important factor, which appears to restrict hackney carriage demand, is the availability of a private car for use (31.4 per cent in restricted authorities and 45.4 per cent in derestricted authorities). The cost of the journey was deemed the second most important demand suppressor in both restricted and derestricted authorities with 18.5 per cent and 15.6 per cent of respondents citing this reason respectively.

Consumer knowledge of the legal distinction between hackneys and private hire

4.8 Respondents were questioned about the knowledge of the legal distinction between hackney carriages and private hire cars. To the statement 'All taxis are allowed to pick up in the street and at ranks', 33.5 per cent said 'true', 65.2 per cent said 'false' and 1.3 per cent said they 'did not know'. Of those saying that the statement was false, 58 per cent of the total sample demonstrated an understanding of the differences.

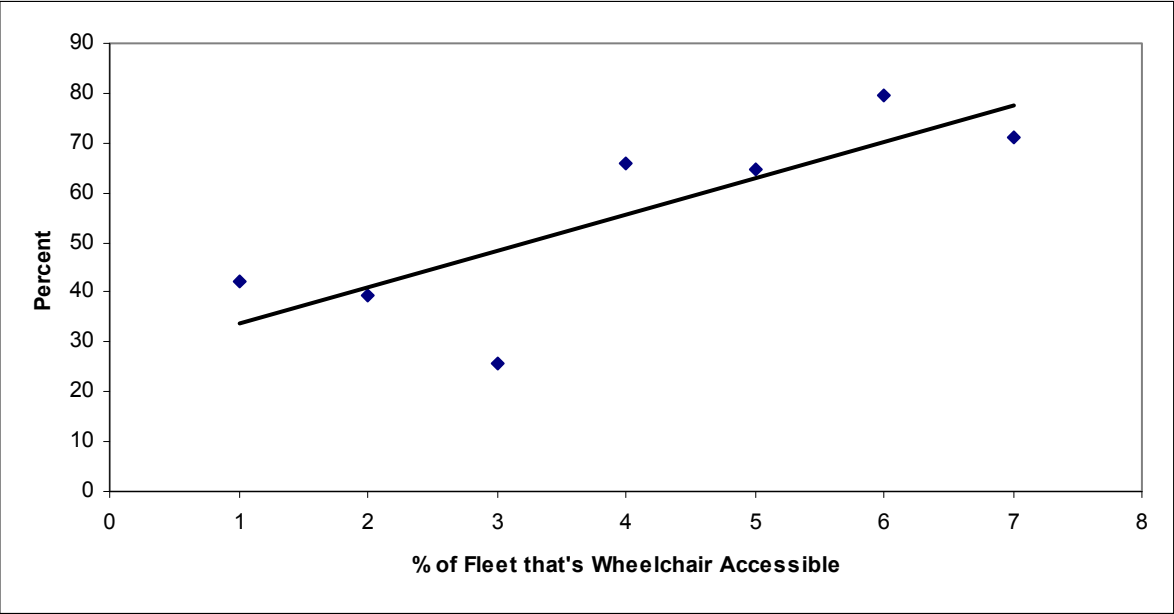
4.9 In terms of the level of consumer knowledge and vehicle policy, Table 4.4 highlights the distinction.

TABLE 4.4: CONSUMER KNOWLEDGE OF THE LEGAL DISTINCTION BETWEEN HACKNEYS AND PRIVATE HIRE BY VEHICLE POLICY

Proportion of wheelchair accessible taxis	Freq	% of people aware of the distinction between hackneys and phvs
WC 0%	275	42
WC < 10%	824	40
WC 10-20%	181	26
WC 21-30%	1,327	66
WC 31-40%	424	65
WC 41-80%	1,062	79
WC > 80%	1,137	71

4.10 By analysing the results by vehicle policy, it can be seen that broadly speaking there is a positive relationship between the percentage of wheelchair accessible vehicles and the percentage of consumers that were aware of the legal distinction between hackneys and private hire. This is illustrated in Figure 4.1.

FIGURE 4.1: CONSUMERS WITH KNOWLEDGE OF THE LEGAL DISTINCTION BETWEEN HACKNEYS AND PRIVATE HIRE BY VEHICLE POLICY



5 THE POTENTIAL FOR IMPROVEMENT

Introduction

5.1 Once respondents had offered their explanation of why they limit their taxi use in part two of the questionnaire, they were then asked to suggest ways of improving local hackney carriage services in the Local Authority area. This section considers their recommendations.

Need for improvement

5.2 People were first asked whether or not they felt that hackney carriage services could be improved. It should be noted that surveys conducted before 1996 did not distinguish between a private hire and a hackney carriage vehicle. For this reason the results are only presented for surveys after 1996. The results are summarised in Table 5.1.

TABLE 5.1: POTENTIAL FOR IMPROVEMENT

	Yes		No	
	Freq	% of Total	Freq	% of Total
Restricted	12,301	50.4	12,064	49.6
De-restricted	1,807	47.9	1,967	52.1

5.3 The results indicate that 50.4 per cent of respondents in restricted markets feel that there is a potential for improvement compared to 47.9 per cent in de-restricted authorities⁴.

Suggested improvements to hackney carriages

5.4 Table 5.2 summarises respondents' suggestions for improving taxi services. For each category all interviewees answered 'yes' or 'no', so multiple responses were permitted. The recommendations are listed in decreasing rank order of priority.

⁴ Z = 2.86 so significant difference

TABLE 5.2: SUGGESTED IMPROVEMENTS TO HACKNEY CARRIAGE SERVICES (MULTIPLE RESPONSES ALLOWED)

Improvement	Restricted Freq. (%)	De-restricted Freq. (%)
Cheaper Fares	7,794 (63)	1350 (74.7)
More hackneys	3,598 (29.1)	622 (34.4)
Better drivers	1,399 (11.3)	338 (18.7)
More Ranks	1,655 (13.4)	324 (17.9)
Better Vehicles	812 (6.6)	179 (9.9)
Better drivers (appearance/customer care)	629 (5.1)	267 (14.8)
Shared Hackneys	587 (4.7)	91 (5)
More knowledgeable drivers	130 (1.1)	16 (0.9)

5.5 The most widespread suggestions were cheaper fares in both restricted and de-restricted authorities.⁵

⁵ The apparent difference between those citing 'more hackneys' in restricted and derestricted areas is statistically significant ($Z = 4.6$).

6 CONCLUSIONS

Summary

- 6.1 The public attitude analysis has analysed the results of over 50,000 interviews collected over a 15-year period. This covers 58 local authorities, six of which are de-restricted. The relationships described in the previous sections comparing restricted and de-restricted areas are fairly simplistic and do not control for other factors such as seasonality, rurality or size of the authority. For example most large cities have been restricted at some point over the last 15 years and the nature of large urban areas leads to more developed rank markets. Comparisons between restricted and derestricted authorities therefore require careful interpretation. The results should be viewed in the context of the wider research and, in particular, the case study work reported elsewhere.
- 6.2 It should be noted that the data used in this report was collected for another purpose and that the following definition of a taxi was used:
- cab = hackney = hackney carriage, and
 - taxi = hackney carriage and/or private hire vehicle.
- 6.3 The main conclusions from this simple analysis are:
- taxis are predominantly used for leisure purposes for those people interviewed in our surveys,
 - with the exception of the early morning period (0301–0700) taxi trips are spread evenly throughout the day,
 - the average trip cost increases steadily throughout the day, before reaching a peak between 0301 and 0700,
 - analysis of value for money against trip costs indicates as the hackney carriage fare increases the proportion of respondents stating it represents value for money decreases,
 - entry controlled markets included in the sample are associated with higher perceived value for money for hackney carriage services,

- telephone bookings account for over half the taxi market,
- average reported wait time at a rank is just over five minutes, compared to a flag down search of over eight minutes and a telephone wait time of seven minutes. Over half of pre-booked taxis arrive on time,
- a greater proportion of respondents (75.7 per cent) reported waiting less than five minutes for a hackney at a rank in a restricted authority compared to a derestricted authority (65.6 per cent), though this is probably a reflection of the particular characteristics of the small number of derestricted authorities in the sample, than of consumer benefit from entry control. For example, in Leicester and Bristol, there are particular problems with very high demand late at night at weekends causing passenger delay (this is independent of entry control policy), and in Worcester the high waiting times reported by the interviewees were not reflected in the observation of actual activity. The day/night fares differential in Worcester is comparatively high, and this may be influencing passengers' perceptions of the service,
- a greater proportion of respondents (34.5 per cent) reported waiting less than five minutes for a taxi when booked by telephone in the restricted authorities compared to the derestricted authorities included in the sample (18.4 per cent). This underlines the fact that in many cases the topography of restricted authorities makes taxi operation more efficient,
- a similar proportion of respondents (50.9 per cent) reported waiting less than five minutes for a hackney when 'flagging' a taxi in the derestricted authorities compared to the restricted authorities included in the sample (50.6 per cent),
- higher levels of satisfaction with the level of service were recorded in restricted authorities,
- however, a slightly greater proportion of respondents in restricted areas (50.4 per cent) feel that there is potential for improvement in hackney carriage services than in derestricted areas (47.9 per cent);

- the main focus of the improvements suggested by the public is on the need for cheaper fares and more hackneys. People in restricted authorities are more likely to cite the need for more hackneys than those in derestricted authorities,
- car availability is the main deterrent to an increase in hackney carriage use followed by the price of taxi fares, and
- over half of the respondents were aware all taxis are not allowed to pick up at a taxi rank although only 35 per cent of the sample demonstrated an understanding of the differences.

Appendices

A CROSS TABULATION OF LOCAL AUTHORITIES

1.1.1 Local authorities have been categorised to test for differences in responses for a range of characteristics, including:

- entry control restrictions and size of the authority
- level of fares, and
- vehicle policy.

Entry control restrictions and authority size

1.1.2 The following classifications were used together with the classification of the taxi market (either restricted or de-restricted):

- large urban metropolitan (population > 300,000)
- medium sized towns (population 100,000 - 300,000), and
- small rural areas (population < 100,000).

Table 1 presents the authorities categorised by these classifications.

TABLE 1: CLASSIFICATION OF AUTHORITIES BY MARKET RESTRICTIONS AND AUTHORITY SIZE

	Restricted	De-Restricted
Large urban metropolitan area (pop > 300,000)	Cardiff (2001), Leeds (2000), Edinburgh (2001), Manchester (1993/95/97/00/01), Sheffield (1987/90/92/95/98), Wigan (2002), Bradford (2002), Liverpool (1991).	Bristol (2002)
Medium sized towns (pop 100,000 - 300,000)	Bournemouth (1998/01), Dundee (1999/02), Calderdale (2000), Hull (1999), Exeter (1999/02), Cambridge (1997/00), Wolverhampton (1999), Thurrock (2000), Southampton (1999), Sunderland (1993/98), Peterborough (1999), Blackpool (1998), Nottingham (1998), Brighton & Hove (2002), Cherwell (2001), Sefton (1990/00), Stratford Upon Avon (1998), Stockport (1988), York (1988), New Forest (1993), Dover & Deal (1992), Halton (1989), Bath (1996), North Bedfordshire (1992), Lancaster (1996), Newcastle Under Lyme (1994), Teignbridge (1992).	Leicester (2000), South Ribble (2000).
Small rural areas (pop < 100,000)	Ellesmere Port and Neston (1997/01), Burnley (1998), Wansbeck (1998), Torridge (2001), Selby (1999), Congleton (1999), Eastbourne (1999), Castle Point (2000), Carrick (1998/02), Methyr Tydfil (1995), Tamworth (1987).	Forest Heath (1997), North Devon (1998), Worcester (2001).

Level of fares

1.1.3 Hackney carriage fares have been calculated for a three-mile trip. To ensure a fair comparison fares have been factored to February 2003 using the retail price index. Table 2 brackets the authorities based on fares.

TABLE 2: CLASSIFICATION OF AUTHORITIES BASED ON FARES

Fare (£)	Authority
< £4.00	Lancaster (1996), Ellesmere Port and Neston (1997), Newcastle Under Lyme (1994).
4.00 – 4.49	Dundee (1999), Dundee (2002), Wansbeck (1998), Burnley (1998), Calderdale (2000), Washington (1998), Carrick (2002), Manchester (2000), Selby (1999), Wigan (2002), Forest Heath (1997), Methyr Tydfil (1995), Liverpool (1991), Sunderland (1993).
4.50 – 4.99	Sefton (2000), Hull (1999), Sunderland (1998), Manchester (1993/95/97), Peterborough (1999), Thurrock (2000), Eastbourne (1999), Ellesmere Port (2001), Worcester (2001), Castle Point (2000), Cherwell (2001), Nottingham (1997/98), Blackpool (1998), Congleton (1999), North Bedfordshire (1992),
5.00 – 5.49	Sheffield (1998), Wolverhampton (1999), Leeds (2000), Exeter (1999), Stratford Upon Avon (1998), Bradford (2002), South Ribble (2000), Cardiff (2001), Manchester (2001), Cambridge (1999), Torrington (2001), Bristol (2002), Leicester (2000/01), Edinburgh (2001)
5.50 – 5.99	North Devon (1998), Southampton (1999), Exeter (2002), Cambridge (1997), Bournemouth (2001), Bournemouth (1998), New Forest (1993), Bath (1996),
6.00 – 6.49	Carrick (1998).
6.50 – 6.99	Brighton and Hove (2002).
No Data	Stockport (1988), York (1988), Sheffield (1987/90/92/95), Deal (1992), Dover (1992), Halton (1989), Teignbridge (1992), Sefton (1990), Tamworth (1987).

Vehicle Classification

1.1.4 For vehicle classification the authorities have been divided into groups based on their policies regarding wheelchair accessible vehicles. In total four levels have been identified. Table 3 summarises the authorities in relation to vehicle policy.

TABLE 3: AUTHORITIES CLASSIFIED ACCORDING TO THE PERCENTAGE OF WHEELCHAIR ACCESSIBLE VEHICLES

Policy	Authority
Wheelchair accessible (> 80%)	Hull (1999), Edinburgh (2001), Wolverhampton (1999), Leicester (2000), Ellesmere Port and Neston (1997).
Wheelchair accessible (40 - 80%)	Worcester (2001), Sefton (2000).
Wheelchair accessible (30 - 40%)	Leeds (2000).
Wheelchair accessible (20 - 30%)	Exeter (1999), Sunderland (1998), Wigan (2002), Manchester (1995), Bath (1996).
Wheelchair accessible (10 - 20%)	Cardiff (2001), Manchester (1993), Deal (1992), Lancaster (1996), Newcastle-under-Lyme (1994).
Wheelchair accessible (< 10%)	Cambridge (1997), North Devon (1998), Cambridge (1999), South Ribble (2000), Thurrock (2000), Carrick (2002), Bradford (2002), York (1988), New Forest (1993), North Bedfordshire (1992), Teignbridge (1992), Sunderland (1993).
Wheelchair accessible (0%)	Torrige (2001), Forest Heath (1997).
Not Known	Bournemouth (1998/01), Dundee (1999), Calderdale (2000), Burnley (1998), Bristol (2002), Ellesmere Port (2001), Wansbeck (1998), Selby (1999), Southampton (1999), Congleton (1999), Peterborough (1999), Blackpool (1998), Nottingham (1998), Castle Point (2001), Brighton and Hove (2002), Cherwell (2001), Eastbourne (1999), Stratford Upon Avon (1998), Carrick (1998), Exeter (2002), Dundee (2002), Manchester (1997/00/01), Stockport (1988), Sheffield (1988/90/92/95/98), Merthyr Tydfil (1995), Dover (1992), Halton (1989), Liverpool (1991), Sefton (1990), Tamworth (1987).

B PA QUESTIONS

1) Have you made a trip by taxi in the *** area in the last month?

1 = Yes 2 = No

If 'no' go to question 16.

2) Trip Purpose?

Shopping	1
Leisure	2
Work/Education	3
Link to Other Transport	4
Hospital/Medical	5

3) Time of trip?

0301 - 0700	1
0701 - 1200	2
1201 - 1800	3
1801 - 2300	4
2301 - 0300	5

4) Cost of the trip (to all persons in the party)?

_____ Cost 1 Don't know

5) Did this represent value for money?

Yes 1 No 2 Don't know 3

6) Obtained taxi?

At a Rank	1
Waved Down in the Street	2
By Telephone	3

Only ask Question 7 and 8 if hired from a Rank

7) How long did it take to walk to the rank from your starting point?
_____Minutes

8) How long did you have to wait for a taxi at the rank?
_____Minutes

Only ask Question 9 and 10 if waved down in the street

9) How long did it take for you to get a taxi from the time you started looking for one?
____Minutes

10) How many taxis did you flag down before one stopped?
_____Number

Only ask questions 11 to 14 if hire by Telephone

11) Did you require the taxi immediately or did you book it for another time?

Immediately 1 Not Immediately 2

12) **If immediately**, how many operators did you contact before achieving an acceptable booking?
_____Number

13) **If Immediately**, how long did it take the car to reach you after acceptance of your booking?
_____Minutes

14) **If not immediately**, how close to the booked time did the car arrive?
___Minutes Early On Time (Tick) [] ___Minutes Late

15) **Ask to all who made a trip.** However, you obtained your taxi were you satisfied with the time taken and promptness of arrival?

Yes 1 No 2

16) How often do you obtain a taxi at a rank in the ** area?

Every Day	1
At Least Weekly	2
At Least Monthly	3
At Least Annually	4
Never	5

17) How often do you obtained a taxi by telephone in the ** area?

Every Day	1
At Least Weekly	2
At Least Monthly	3
At Least Annually	4
Never	5

18) How often do you obtain a taxi by flagging one down in the street in the ** area?

Every Day	1
At Least Weekly	2
At Least Monthly	3
At Least Annually	4
Never	5

Ask if the following is true or false

19) 'All taxis are allowed to pick up in the street or at a rank'

True 1 False 2

20) **If false**, what is the name given to taxis that are not allowed to pick up in the street or at ranks?

Know 1 Don't Know 2

IF RESPONDENT DOESN'T KNOW PLEASE EXPLAIN THAT BLACK CABS (HACKNEY CARRIAGES) ARE THE TYPE THAT CAN PICK UP IN THE STREET AND AT RANKS AND THAT MINI CABS (PRIVATE HIRE CARS) CAN ONLY BE PRE-BOOKED. EXPLAIN TO ALL RESPONDENTS THAT THE FOLLOWING QUESTIONS REFER TO BLACK CABS (HACKNEY CARRIAGES)

21) What is the main reason you do not use BLACK CABS in *** more often (or at all)? *(Circle one response only)*

Too expensive	1
Waiting Time/Availability	2
Distance to Ranks	3
Car Available	4
Bus Available	5
Walk/Cycle	6
No Need	7
Prefer/use Private Hire	8
Other	9

22) Could BLACK CAB service in the ** area be improved?

Yes 1 No 2

23) **If yes, how could they be improved? (circle as many as apply)**

- | | |
|-----------------|---|
| More of them | 1 |
| More Ranks | 2 |
| Shared Taxis | 3 |
| Better vehicles | 4 |
| Better Drivers | 5 |
| Cheaper | 6 |

24) How much do you think it would cost to make a three mile trip in *** in the daytime?

£ _____

- | | | |
|---------|-------|---|
| 25) Age | 16-34 | 1 |
| | 35-64 | 2 |
| | 65+ | 3 |

- | | | |
|------------|--------|---|
| 26) Gender | Male | 1 |
| | Female | 2 |

27) Economic Status.

- | | |
|--------------------|---|
| Full-Time Employed | 1 |
| Part-Time Employed | 2 |
| Unemployed | 3 |
| Student/Pupil | 4 |
| Retired | 5 |
| Housewife/Husband | 6 |
| Other | 7 |