

Results of taxi Omnibus Survey: July 2003

Annexe K

November 2003

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Taxi Omnibus Survey : July 2003

Table 1

Q.1 Have you used a taxi in your area IN THE LAST TWELVE MONTHS?

	Sex		Age					Social class				Working status			
	Total	Male	Fe- male	16 -24	25 -34	35 -44	45 -54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
Weighted base	2000	975	1025	275	366	390	293	675	335	601	446	618	827	234	939
Sample size	1988	901	1087	221	336	368	283	780	308	543	423	714	708	233	1047
Yes	1133	531	602	200	259	224	160	290	192	354	246	340	494	142	497
	57%	54%	59%	73%	71%	57%	54%	43%	57%	59%	55%	55%	60%	61%	53%
No	860	441	419	74	106	165	133	383	141	243	200	276	331	91	438
	43%	45%	41%	27%	29%	42%	45%	57%	42%	40%	45%	45%	40%	39%	47%
Don't know	7	3	4	1	1	2	1	2	1	3	-	2	2	-	5
	*	*	*	1%	*	*	*	*	*	1%	-	*	*	-	*

Taxi Omnibus Survey : July 2003

Table 1

Q.1 Have you used a taxi in your area IN THE LAST TWELVE MONTHS?

	Government region												Ever received discount (Q.6)		Used unlicensed taxi	
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon- don	S'th East	S'th West	Wa- les	Scot land	Yes	No	Yes	No
	Weighted base	2000	98	218	162	159	187	191	244	268	180	105	188	238	887	78
Sample size	1988	93	231	172	155	193	189	229	261	174	102	189	213	880	70	987
Yes	1133 57%	71 73%	127 58%	103 64%	84 53%	119 64%	98 52%	117 48%	155 58%	70 39%	66 63%	122 65%	238 100%	887 100%	78 100%	1008 100%
No	860 43%	27 27%	89 41%	59 36%	75 47%	67 36%	92 48%	125 51%	114 42%	110 61%	39 37%	65 35%	-	-	-	-
Don't know	7 *	-	2 1%	-	-	1 1%	-	3 1%	-	-	-	1 *	-	-	-	-

Taxi Omnibus Survey : July 2003

Table 2

Q.2 Was your last trip by taxi pre-booked (either by telephone or through a PHV\minicab office), hired at a rank or hailed in the street?

	Sex			Age					Social class				Working status		
	Total	Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
Weighted base	1133	531	602	200	259	224	160	290	192	354	246	340	494	142	497
Sample size	1100	476	624	157	237	211	155	340	169	313	235	383	420	140	540
Pre-booked	828	365	463	128	168	163	126	242	135	242	192	259	338	105	386
	73%	69%	77%	64%	65%	73%	79%	83%	70%	68%	78%	76%	68%	73%	78%
Hired at a rank	176	93	83	33	48	37	23	35	32	61	33	51	88	19	69
	16%	17%	14%	16%	19%	17%	15%	12%	16%	17%	13%	15%	18%	13%	14%
Hailed in the street	126	73	53	39	42	23	10	12	25	52	21	28	66	19	41
	11%	14%	9%	20%	16%	10%	6%	4%	13%	15%	8%	8%	13%	14%	8%
Net : Not pre-booked	303	166	137	72	91	60	33	47	57	113	54	79	155	38	110
	27%	31%	23%	36%	35%	27%	21%	16%	30%	32%	22%	23%	31%	27%	22%
Don't know	2	-	2	-	-	1	1	1	-	-	1	2	1	-	1
	*	-	*	-	-	*	*	*	-	-	*	*	*	-	*

Taxi Omnibus Survey : July 2003

Table 2

Q.2 Was your last trip by taxi pre-booked (either by telephone or through a PHV\minicab office), hired at a rank or hailed in the street?

	Government region												Ever received discount (Q.6)		Used unlicensed taxi	
	Total	Yrks			East			Lon- don	S'th East	S'th West	Wa- les	Scot land	Yes	No	Yes	No
		Nrth East	Nrth West	and Hmbr	East Mids	West Mids	of Engl									
Weighted base	1133	71	127	103	84	119	98	117	155	70	66	122	238	887	78	1008
Sample size	1100	67	133	107	79	115	97	112	144	65	62	119	213	880	70	987
Pre-booked	828 73%	52 73%	100 79%	89 86%	73 87%	92 77%	67 69%	71 61%	102 66%	47 67%	49 75%	86 70%	159 67%	665 75%	47 60%	747 74%
Hired at a rank	176 16%	10 15%	19 15%	9 9%	6 7%	20 17%	21 21%	13 11%	43 28%	14 20%	5 7%	16 13%	42 18%	133 15%	13 17%	153 15%
Hailed in the street	126 11%	9 13%	8 7%	6 5%	5 6%	7 6%	10 10%	32 27%	9 6%	9 13%	12 18%	18 15%	37 15%	89 10%	18 23%	106 11%
Net : Not pre-booked	303 27%	20 27%	27 21%	15 14%	11 13%	27 23%	31 31%	45 38%	53 34%	23 33%	17 25%	34 28%	79 33%	222 25%	31 40%	259 26%
Don't know	2 *	-	-	-	-	-	-	1 1%	-	-	-	2 1%	-	1 *	-	1 *

Taxi Omnibus Survey : July 2003

Table 3

Q.3 Was the fare metered or did you agree a fare with the booking office or driver?

	Total	Sex		Age					Social class				Working status		
		Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
Weighted base	828	365	463	128	168	163	126	242	135	242	192	259	338	105	386
Sample size	819	335	484	102	156	155	121	285	122	219	186	292	290	105	424
Metered	468	209	259	70	99	85	80	133	80	131	109	148	204	57	207
	57%	57%	56%	54%	59%	52%	63%	55%	59%	54%	57%	57%	60%	54%	54%
Fare agreed with driver	204	81	122	36	41	43	24	59	19	63	54	67	65	28	110
	25%	22%	26%	28%	24%	27%	19%	24%	14%	26%	28%	26%	19%	27%	29%
Fare agreed with booking office	145	69	76	20	27	32	21	45	35	42	28	40	63	18	65
	18%	19%	16%	15%	16%	20%	17%	19%	26%	17%	14%	16%	19%	17%	17%
Net : Fare agreed	349	151	198	56	68	75	45	104	54	105	82	108	128	46	175
	42%	41%	43%	44%	40%	46%	36%	43%	40%	43%	43%	42%	38%	44%	45%
Don't know	11	5	6	2	1	2	1	4	1	6	1	4	5	2	3
	1%	1%	1%	2%	1%	1%	1%	2%	*	2%	*	1%	2%	2%	1%

Taxi Omnibus Survey : July 2003

Table 3

Q.3 Was the fare metered or did you agree a fare with the booking office or driver?

	Government region												Ever received discount (Q.6)		Used unlicensed taxi	
	Total	Yrks		East		East		Lon-	S'th	S'th	Wa-	Scot	Yes	No	Yes	No
		East	West	and	West	of	don									
Weighted base	828	52	100	89	73	92	67	71	102	47	49	86	159	665	47	747
Sample size	819	51	107	92	69	89	68	67	96	46	46	88	146	670	43	744
Metered	468	35	75	52	41	41	34	19	62	24	23	62	95	373	14	436
	57%	68%	76%	59%	56%	45%	50%	26%	61%	50%	47%	72%	60%	56%	30%	58%
Fare agreed with driver	204	10	10	22	17	35	18	25	27	12	12	16	39	164	15	185
	25%	19%	10%	25%	23%	38%	27%	36%	26%	25%	23%	19%	24%	25%	32%	25%
Fare agreed with booking office	145	7	11	9	15	16	16	27	13	11	14	7	24	120	16	120
	18%	13%	11%	10%	20%	17%	23%	38%	13%	23%	29%	8%	15%	18%	35%	16%
Net : Fare agreed	349	17	22	30	31	51	34	52	40	23	26	23	63	284	31	305
	42%	32%	22%	34%	43%	55%	50%	74%	39%	48%	53%	27%	39%	43%	67%	41%
Don't know	11	-	3	6	1	-	-	-	-	1	-	1	2	8	1	6
	1%	-	3%	7%	1%	-	-	-	-	2%	-	1%	1%	1%	3%	1%

Taxi Omnibus Survey : July 2003

Table 4

Q.4 You said the fare was agreed either with the booking office or the driver. Did you try and negotiate this fare at the time of booking, or did you pay the quote given?

	Sex			Age					Social class				Working status		
	Total	Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
Weighted base	349	151	198	56	68	75	45	104	54	105	82	108	128	46	175
Sample size	348	141	207	43	64	71	46	124	50	93	83	122	111	45	192
Tried to negotiate	33 9%	19 13%	13 7%	8 14%	9 14%	6 8%	5 12%	4 4%	4 8%	15 14%	7 8%	7 7%	10 8%	6 12%	17 10%
Paid the quote given	310 89%	129 85%	182 92%	48 86%	58 86%	69 92%	39 87%	95 91%	50 92%	88 84%	75 92%	97 90%	118 92%	40 88%	152 87%
Don't know	5 2%	3 2%	3 1%	-	-	-	1 1%	5 5%	-	2 1%	-	4 4%	-	-	5 3%

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Table 4

Q.4 You said the fare was agreed either with the booking office or the driver. Did you try and negotiate this fare at the time of booking, or did you pay the quote given?

	Government region												Ever received discount (Q.6)		Used unlic- enced taxi		How fare agreed (Q.3)	
	Total	Yrks			East			Lon- don	S'th East	S'th West	Wa- les	Scot land	Yes	No	Yes	No	Dri- ver	Book- ing Office
		Nrth East	Nrth West	and Hmbr	East Mids	West Mids	of Engl											
Weighted base	349	17	22	30	31	51	34	52	40	23	26	23	63	284	31	305	204	145
Sample size	348	17	25	35	33	48	33	50	38	21	24	24	58	288	28	308	201	147
Tried to negotiate	33 9%	- -	3 15%	- -	3 9%	5 10%	4 12%	7 13%	9 22%	- -	2 7%	- -	16 25%	17 6%	6 19%	26 9%	19 9%	14 9%
Paid the quote given	310 89%	16 94%	18 82%	29 95%	29 91%	46 90%	30 88%	44 84%	31 78%	22 96%	24 93%	23 100%	46 73%	262 92%	24 78%	274 90%	179 88%	132 91%
Don't know	5 2%	1 6%	1 3%	1 5%	- -	- -	- -	2 3%	- -	1 4%	- -	- -	1 2%	5 2%	1 3%	5 1%	5 3%	- -

Taxi Omnibus Survey : July 2003

Table 5

Q.5 Do you know whether you must pay the fare on the meter
or whether taxis can charge less if they want to?

	Sex			Age					Social class				Working status		
	Total	Male	Fe- male	16 -24	25 -34	35 -44	45 -54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
Weighted base	770	375	395	141	190	145	113	181	137	244	163	227	359	94	318
Sample size	737	330	407	112	172	137	107	209	118	214	150	255	302	92	343
Must pay metered fare	493 64%	232 62%	261 66%	82 58%	113 60%	98 67%	74 66%	126 70%	76 56%	159 65%	106 65%	152 67%	210 59%	69 74%	214 67%
Can charge less	180 23%	101 27%	79 20%	42 30%	55 29%	34 24%	24 21%	24 14%	34 25%	59 24%	41 25%	45 20%	110 31%	14 15%	57 18%
Don't know	97 13%	42 11%	55 14%	17 12%	21 11%	13 9%	15 13%	30 17%	26 19%	25 10%	16 10%	29 13%	39 11%	11 12%	47 15%

Taxi Omnibus Survey : July 2003

Table 5

Q.5 Do you know whether you must pay the fare on the meter
or whether taxis can charge less if they want to?

	Government region												Ever received discount (Q.6)		Used unlicensed taxi	
	Total	Yrks			East			Lon- don	S'th East	S'th West	Wa- les	Scot land	Yes	No	Yes	No
		Nrth East	Nrth West	and Hmbr	East Mids	West Mids	of Engl									
Weighted base	770	55	103	67	52	68	65	64	115	47	40	96	174	595	45	695
Sample size	737	50	105	66	45	67	64	61	106	43	38	92	153	582	41	670
Must pay metered fare	493 64%	29 53%	73 71%	38 56%	36 69%	47 69%	42 66%	42 65%	74 65%	24 52%	25 62%	63 65%	54 31%	438 74%	25 55%	454 65%
Can charge less	180 23%	19 34%	15 14%	14 21%	14 27%	14 21%	11 17%	17 27%	31 27%	12 26%	7 18%	25 26%	107 61%	73 12%	14 32%	158 23%
Don't know	97 13%	7 12%	15 14%	15 22%	2 4%	7 10%	11 17%	5 7%	9 8%	10 22%	8 21%	9 9%	13 7%	83 14%	6 13%	84 12%

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Table 6

Q.6 Have you ever received a discount on the quoted or metered taxi fare?

	Sex		Age					Social class				Working status			
	Total	Male	Fe- male	16 -24	25 -34	35 -44	45 -54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
Weighted base	1133	531	602	200	259	224	160	290	192	354	246	340	494	142	497
Sample size	1100	476	624	157	237	211	155	340	169	313	235	383	420	140	540
Yes	238 21%	135 25%	103 17%	78 39%	70 27%	45 20%	18 11%	27 9%	38 20%	85 24%	48 20%	67 20%	128 26%	19 13%	91 18%
No	887 78%	390 73%	497 83%	121 61%	189 73%	176 78%	139 87%	262 90%	152 79%	267 75%	197 80%	271 80%	361 73%	123 87%	403 81%
Don't know	7 1%	6 1%	2 *	- -	- -	3 1%	3 2%	2 1%	2 1%	3 1%	1 *	2 1%	5 1%	- -	3 1%

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Table 6

Q.6 Have you ever received a discount on the quoted or metered taxi fare?

	Government region												Ever received discount (Q.6)		Used unlicensed taxi	
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon- don	S'th East	S'th West	Wa- les	Scot land	Yes	No	Yes	No
Weighted base	1133	71	127	103	84	119	98	117	155	70	66	122	238	887	78	1008
Sample size	1100	67	133	107	79	115	97	112	144	65	62	119	213	880	70	987
Yes	238 21%	12 17%	23 18%	18 17%	18 21%	24 20%	15 16%	18 16%	39 25%	13 19%	22 33%	35 29%	238 100%	- -	22 28%	208 21%
No	887 78%	59 83%	102 80%	84 81%	66 79%	95 80%	82 84%	99 84%	115 75%	56 79%	44 67%	85 70%	- -	887 100%	55 70%	796 79%
Don't know	7 1%	- -	2 2%	1 1%	- -	- -	1 1%	- -	- -	2 2%	- -	2 1%	- -	- -	1 2%	4 *

Taxi Omnibus Survey : July 2003

Table 7

Q.7 Why did you receive this discount?

	Sex			Age					Social class				Working status		
	Total	Male	Fe- male	16 -24	25 -34	35 -44	45 -54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
Weighted base	238	135	103	78	70	45	18	27	38	85	48	67	128	19	91
Sample size	213	111	102	60	65	42	17	29	31	69	41	72	105	18	90
Student	11 5%	3 2%	8 8%	8 10%	2 3%	- -	- -	1 3%	3 8%	6 7%	- -	2 4%	4 3%	1 8%	5 6%
OAP	2 1%	1 *	2 2%	- -	- -	- -	- -	2 9%	- -	1 1%	- -	2 2%	- -	- -	2 3%
Deal arranged with place of work	14 6%	7 5%	7 7%	4 5%	6 8%	1 3%	1 6%	2 6%	2 6%	6 7%	2 4%	4 6%	5 4%	5 24%	4 4%
Negotiated the fare on the meter or the quota given	98 41%	63 46%	36 35%	29 37%	33 47%	24 54%	6 36%	6 21%	19 50%	38 45%	13 26%	28 42%	57 44%	8 44%	33 36%
I know the driver	39 16%	21 15%	18 18%	14 18%	10 15%	8 18%	3 15%	4 14%	1 3%	12 14%	12 24%	14 21%	19 15%	2 9%	18 20%
The driver went wrong way/ route	11 4%	7 5%	4 4%	2 3%	3 4%	4 8%	- -	1 6%	3 8%	1 1%	5 10%	1 2%	8 7%	- -	2 2%
I am a regular customer	9 4%	5 4%	4 4%	5 6%	1 2%	- -	1 4%	2 7%	1 3%	3 4%	1 2%	4 5%	5 4%	- -	4 4%
I did not have enough money/ the full fare on me	7 3%	5 4%	2 2%	5 7%	1 1%	- -	- -	1 2%	1 2%	2 2%	2 3%	3 5%	2 1%	- -	5 6%
Disabled card	2 1%	1 1%	1 1%	- -	1 1%	- -	- -	1 3%	- -	- -	- -	2 3%	- -	- -	2 2%
The driver did not have the correct change	5 2%	1 1%	4 4%	- -	3 5%	- -	1 5%	1 3%	- -	3 4%	1 2%	1 2%	3 2%	- -	2 2%

The driver rounded down	6	2	3	-	5	-	-	1	1	4	-	-	3	-	2
	2%	2%	3%	-	6%	-	-	4%	3%	5%	-	-	3%	-	2%

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Table 7

Q.7 Why did you receive this discount?

	Sex		Age					Social class			Working status				
	Total	Male	Fe- male	16 -24	25 -34	35 -44	45 -54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
The driver feeling generous/ decided / being friendly	6 2%	6 4%	-	3 4%	1 2%	-	1 8%	-	1 4%	1 1%	3 7%	-	6 4%	-	-
Cab share	2 1%	1 1%	1 1%	-	-	-	1 6%	1 4%	1 3%	1 1%	-	-	-	-	2 2%
Long distance	1 1%	-	1 1%	1 2%	-	-	-	-	-	-	-	1 2%	-	1 8%	-
Going to hospital	3 1%	2 1%	1 1%	-	2 3%	-	-	1 2%	-	2 3%	-	1 1%	2 2%	-	1 1%
Discount card/ discount arrangement with the local company	6 2%	4 3%	2 2%	1 1%	-	1 3%	2 14%	1 5%	-	2 2%	1 3%	3 4%	3 2%	-	3 3%
Other	15 6%	10 7%	6 5%	6 7%	2 3%	6 14%	1 3%	-	2 6%	3 4%	8 16%	2 2%	12 9%	-	3 4%
Don't know	7 3%	1 1%	6 6%	1 2%	1 2%	-	1 8%	3 12%	3 7%	2 2%	1 3%	1 1%	2 2%	1 7%	4 4%

Table 7

Q.7 Why did you receive this discount?

	Government region												Ever received discount (Q.6)				Used unlicensed taxi	
	Total	Yrks			East			Lon- don	S'th East	S'th West	Wa- les	Scot land	Yes	No	Yes	No		
		Nrth East	Nrth West	and Hmbr	East Mids	West Mids	of Engl											
Weighted base	238	12	23	18	18	24	15	18	39	13	22	35	238	-	22	208		
Sample size	213	11	21	15	16	21	15	16	36	12	19	31	213	-	18	188		
Student	11 5%	2 12%	-	2 13%	-	1 6%	-	-	1 3%	2 16%	3 11%	-	11 5%	-	3 13%	8 4%		
OAP	2 1%	-	-	1 5%	-	-	-	-	-	1 7%	-	1 2%	2 1%	-	-	2 1%		
Deal arranged with place of work	14 6%	-	1 3%	1 6%	1 4%	2 10%	1 6%	2 13%	4 9%	-	1 5%	1 2%	14 6%	-	1 6%	12 6%		
Negotiated the fare on the meter or the quota given	98 41%	4 29%	9 38%	11 64%	8 48%	8 32%	10 63%	9 49%	13 33%	1 9%	9 41%	17 47%	98 41%	-	10 48%	83 40%		
I know the driver	39 16%	3 24%	5 23%	1 4%	2 13%	4 19%	1 5%	-	11 29%	1 6%	5 25%	5 15%	39 16%	-	2 10%	35 17%		
The driver went wrong way/ route	11 4%	2 17%	-	1 5%	-	-	-	2 13%	2 6%	2 13%	-	1 3%	11 4%	-	1 6%	9 4%		
I am a regular customer	9 4%	-	-	-	2 13%	2 10%	1 7%	1 6%	-	2 15%	-	-	9 4%	-	1 5%	8 4%		
I did not have enough money/ the full fare on me	7 3%	2 17%	-	-	2 9%	2 6%	-	-	-	-	-	2 5%	7 3%	-	-	5 3%		
Disabled card	2 1%	-	-	-	-	-	-	-	-	-	-	2 5%	2 1%	-	-	2 1%		
The driver did not have the correct change	5 2%	-	-	-	-	-	1 7%	-	-	2 13%	-	2 6%	5 2%	-	-	5 2%		

The driver rounded down	6	-	1	-	1	-	-	2	-	1	-	-	6	-	1	4
	2%	-	5%	-	6%	-	-	13%	-	9%	-	-	2%	-	6%	2%

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Q.7 Why did you receive this discount?

Table 7

	Government region												Ever received discount (Q.6)		Used unlicensed taxi	
	Total	Yrks			East			Lon- don	S'th East	S'th West	Wa- les	Scot land	Yes	No	Yes	No
		Nrth East	Nrth West	and Hmbr	East Mids	West Mids	of Engl									
The driver feeling generous/ decided / being friendly	6 2%	-	-	-	-	-	-	-	3 7%	2 13%	-	1 4%	6 2%	-	3 13%	3 1%
Cab share	2 1%	-	-	-	-	-	-	-	-	-	1 5%	1 3%	2 1%	-	-	2 1%
Long distance	1 1%	-	-	-	-	-	-	-	1 4%	-	-	-	1 1%	-	-	1 1%
Going to hospital	3 1%	-	1 5%	-	-	2 8%	-	-	-	-	-	-	3 1%	-	-	3 1%
Discount card/ discount arrangement with the local company	6 2%	-	1 3%	-	1 8%	-	1 3%	-	3 8%	-	-	-	6 2%	-	-	6 3%
Other	15 6%	-	3 13%	1 8%	2 14%	1 4%	1 9%	1 6%	2 4%	-	2 7%	2 4%	15 6%	-	-	14 7%
Don't know	7 3%	-	2 10%	-	-	1 4%	-	-	-	-	2 11%	1 4%	7 3%	-	-	7 3%

Taxi Omnibus Survey : July 2003

Table 8

Q.8 Have you used an unlicensed taxi i.e. a taxi or private hire vehicle which is not licensed by the local authority, IN THE LAST TWELVE MONTHS?

	Sex		Age					Social class				Working status			
	Total	Male	Fe- male	16 -24	25 -34	35 -44	45 -54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
Weighted base	1133	531	602	200	259	224	160	290	192	354	246	340	494	142	497
Sample size	1100	476	624	157	237	211	155	340	169	313	235	383	420	140	540
Yes	78	57	21	12	26	18	9	14	14	38	15	11	48	8	21
	7%	11%	3%	6%	10%	8%	5%	5%	7%	11%	6%	3%	10%	6%	4%
No	1008	446	561	179	222	199	144	263	168	300	224	316	419	130	459
	89%	84%	93%	90%	86%	89%	90%	91%	87%	85%	91%	93%	85%	91%	92%
Don't know	47	27	20	9	11	7	7	14	11	16	7	13	26	4	16
	4%	5%	3%	4%	4%	3%	5%	5%	6%	5%	3%	4%	5%	3%	3%

Taxi Omnibus Survey : July 2003

Table 8

Q.8 Have you used an unlicensed taxi i.e. a taxi or private hire vehicle which is not licensed by the local authority, IN THE LAST TWELVE MONTHS?

	Government region												Ever received discount (Q.6)		Used unlicensed taxi	
	Total	Yrks			East			Lon- don	S'th East	S'th West	Wa- les	Scot land	Yes	No	Yes	No
		Nrth East	Nrth West	and Hmbr	East Mids	West Mids	of Engl									
Weighted base	1133	71	127	103	84	119	98	117	155	70	66	122	238	887	78	1008
Sample size	1100	67	133	107	79	115	97	112	144	65	62	119	213	880	70	987
Yes	78 7%	4 5%	- -	7 7%	2 2%	5 4%	6 6%	34 29%	12 8%	4 6%	- -	5 4%	22 9%	55 6%	78 100%	- -
No	1008 89%	64 90%	122 96%	92 89%	79 94%	112 94%	91 93%	74 64%	137 88%	59 85%	65 99%	112 92%	208 87%	796 90%	- -	1008 100%
Don't know	47 4%	4 5%	5 4%	5 5%	3 4%	2 2%	1 2%	8 7%	6 4%	7 10%	1 1%	5 4%	8 3%	36 4%	- -	- -

Taxi Omnibus Survey : July 2003

Table 9

Q.9 Why did you choose an unlicensed taxi over a licensed one?

	Sex			Age					Social class				Working status		
	Total	Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
Weighted base	78	57	21	12	26	18	9	14	14	38	15	11	48	8	21
Sample size	70	46	24	8	23	16	8	15	11	32	13	14	39	8	23
Cheaper than a licensed taxi	18 24%	12 21%	6 30%	6 50%	6 24%	2 13%	1 16%	3 20%	-	8 20%	7 43%	4 39%	10 21%	-	8 38%
Couldn't obtain a licensed taxi	7 9%	5 9%	2 9%	-	2 9%	2 14%	1 17%	1 6%	2 18%	2 6%	1 10%	1 7%	6 13%	-	1 3%
Queue for licensed taxis too long	3 4%	3 5%	-	2 13%	-	1 8%	-	-	-	3 8%	-	-	3 6%	-	-
Convenience	44 56%	32 56%	11 55%	3 27%	18 67%	8 46%	5 60%	10 70%	12 82%	21 55%	6 40%	5 49%	25 52%	7 79%	12 55%
Other	6 8%	5 8%	1 6%	1 10%	-	4 20%	1 7%	1 5%	-	4 11%	1 7%	1 6%	4 8%	2 21%	1 3%

Taxi Omnibus Survey : July 2003

Table 9

Q.9 Why did you choose an unlicensed taxi over a licensed one?

	Government region												Ever received discount (Q.6)		Used unlicensed taxi	
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon- don	S'th East	S'th West	Wa- les	Scot land	Yes	No	Yes	No
Weighted base	78	4	-	7	2	5	6	34	12	4	-	5	22	55	78	-
Sample size	70	3	-	7	2	4	5	32	9	3	-	5	18	51	70	-
Cheaper than a licensed taxi	18 24%	2 40%	-	2 30%	-	-	-	9 25%	5 46%	1 24%	-	-	6 26%	13 23%	18 24%	-
Couldn't obtain a licensed taxi	7 9%	-	-	1 11%	1 51%	-	-	2 7%	3 23%	-	-	-	4 18%	3 6%	7 9%	-
Queue for licensed taxis too long	3 4%	2 40%	-	-	-	1 28%	-	-	-	-	-	-	-	3 5%	3 4%	-
Convenience	44 56%	1 20%	-	3 39%	1 49%	3 72%	5 80%	23 66%	1 11%	3 76%	-	4 87%	12 56%	31 57%	44 56%	-
Other	6 8%	-	-	1 20%	-	-	1 20%	1 2%	2 20%	-	-	1 13%	-	5 9%	6 8%	-

Taxi Omnibus Survey : July 2003

Table 10

Q.10 What time of day did you last use an unlicensed taxi?

	Total	Sex		Age					Social class				Working status		
		Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	Full time job	Part time job	Othr
Weighted base	78	57	21	12	26	18	9	14	14	38	15	11	48	8	21
Sample size	70	46	24	8	23	16	8	15	11	32	13	14	39	8	23
Between 04:01 am and 08:00 am	11 15%	8 14%	3 16%	2 13%	3 13%	4 23%	1 7%	2 11%	3 20%	7 19%	-	1 11%	8 16%	2 18%	2 10%
Between 08:01 am and 5:00 pm	16 20%	9 17%	6 31%	1 13%	3 10%	1 7%	4 51%	6 45%	4 26%	7 18%	2 13%	3 32%	6 13%	3 35%	7 31%
Between 5:01 pm and 8:00 pm	1 1%	-	1 3%	-	-	-	1 7%	-	-	-	-	1 6%	-	1 7%	-
Between 8:01 pm and 10:00 pm	8 10%	5 8%	3 17%	-	4 13%	1 6%	-	3 25%	-	3 9%	4 26%	1 7%	4 9%	1 14%	3 12%
Between 10:01 pm and 4:00 am	40 52%	34 60%	6 29%	9 74%	17 63%	11 58%	3 35%	2 11%	8 54%	20 51%	8 54%	5 45%	29 60%	2 26%	9 43%
Don't know	2 3%	1 2%	1 4%	-	-	1 6%	-	1 7%	-	1 2%	1 7%	-	1 2%	-	1 4%

Taxi Omnibus Survey : July 2003

Table 10

Q.10 What time of day did you last use an unlicensed taxi?

	Government region												Ever received discount (Q.6)		Used unlicensed taxi	
	Total	Nrth East	Nrth West	Yrks and Hmbr	East Mids	West Mids	East of Engl	Lon- don	S'th East	S'th West	Wa- les	Scot land	Yes	No	Yes	No
Weighted base	78	4	-	7	2	5	6	34	12	4	-	5	22	55	78	-
Sample size	70	3	-	7	2	4	5	32	9	3	-	5	18	51	70	-
Between 04:01 am and 08:00 am	11 15%	-	-	-	1 51%	-	2 27%	8 22%	1 11%	-	-	-	5 22%	6 12%	11 15%	-
Between 08:01 am and 5:00 pm	16 20%	-	-	1 22%	-	1 21%	-	8 23%	1 10%	2 62%	-	2 40%	1 6%	15 27%	16 20%	-
Between 5:01 pm and 8:00 pm	1 1%	-	-	-	-	-	-	1 2%	-	-	-	-	-	1 1%	1 1%	-
Between 8:01 pm and 10:00 pm	8 10%	1 20%	-	1 8%	-	-	2 42%	2 7%	1 9%	-	-	1 20%	2 11%	6 10%	8 10%	-
Between 10:01 pm and 4:00 am	40 52%	3 80%	-	5 70%	1 49%	4 79%	2 32%	14 41%	8 70%	2 38%	-	2 40%	13 61%	26 46%	40 52%	-
Don't know	2 3%	-	-	-	-	-	-	2 6%	-	-	-	-	-	2 4%	2 3%	-

Taxi Omnibus Survey : July 2003

Table 11

Sample profiles

	Weighted	Unweighted
Weighted base	2000	1988
Sample size	1988	1988
Sex		
Male	975 49%	901 45%
Female	1025 51%	1087 55%
Age		
16-24	275 14%	221 11%
25-34	366 18%	336 17%
35-44	390 20%	368 19%
45-54	293 15%	283 14%
55+	675 34%	780 39%
Class		
AB	335 17%	308 15%
C1	601 30%	543 27%
C2	446 22%	423 21%
DE	618 31%	714 36%
Working status		
Full time	827 41%	708 36%

Taxi Omnibus Survey : July 2003

Table 11

Sample profiles

	Weighted	Unweighted
Part time (8-29 hrs)	234 12%	233 12%
Part time (under 8 hrs)	15 1%	16 1%
Retired	471 24%	582 29%
Still at school	15 1%	11 1%
Full time higher education	79 4%	60 3%
Unemployed (seeking)	76 4%	74 4%
Unemployed (not seeking)	283 14%	304 15%
Male chief income earner	783 39%	738 37%
Female chief income earner	429 21%	491 25%
Male main shopper	430 21%	406 20%
Female main shopper	830 42%	963 48%
Household size		
1	395 20%	425 21%
2	659 33%	697 35%
3	346	329

	17%	17%
4	352 18%	318 16%

Taxi Omnibus Survey : July 2003

Table 11

Sample profiles

	Weighted	Unweighted
5+	248 12%	219 11%
Government region		
North East	98 5%	93 5%
North West	218 11%	231 12%
Yorkshire & Humber	162 8%	172 9%
East Midlands	159 8%	155 8%
West Midlands	187 9%	193 10%
East of England	191 10%	189 10%
London	244 12%	229 12%
South East	255 13%	246 12%
South West	180 9%	174 9%
Wales	105 5%	102 5%
Scotland	188	189

9%

10%

Taxi Omnibus Survey : July 2003

Table 12

Weighting matrix - weighted respondents

	Total	North / Midlands	South
Total	2000.00	1194.04	805.96
Men ABC1 : 16-24	70.40 4%	39.48 3%	30.92 4%
Men ABC1 : 25-44	192.99 10%	98.62 8%	94.37 12%
Men ABC1 : 45-54	67.15 3%	33.43 3%	33.72 4%
Men ABC1 : 55-64	74.73 4%	42.54 4%	32.19 4%
Men ABC1 : 65+	65.20 3%	33.69 3%	31.51 4%
Men C2 : 16-24	32.03 2%	20.30 2%	11.73 1%
Men C2 : 25-44	100.60 5%	62.49 5%	38.11 5%
Men C2 : 45-54	35.24 2%	17.35 1%	17.88 2%
Men C2 : 55-64	37.86 2%	28.92 2%	8.94 1%
Men C2 : 65+	35.40 2%	21.10 2%	14.30 2%
Men DE : 16-24	37.80 2%	26.24 2%	11.56 1%
Men DE : 25-64	164.54 8%	114.20 10%	50.34 6%
Men DE : 65+	61.06 3%	41.63 3%	19.43 2%
Female main shopper ABC1 : 16-24	18.92 1%	10.65 1%	8.27 1%

Female main shopper ABC1 : 25-44	162.26 8%	84.92 7%	77.34 10%
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Taxi Omnibus Survey : July 2003

Table 12

Weighting matrix - weighted respondents

	Total	North / Midlands	South
Total	2000.00	1194.04	805.96
Female main shopper ABC1 : 45-54	69.52 3%	34.48 3%	35.04 4%
Female main shopper ABC1 : 55-64	60.47 3%	34.48 3%	25.99 3%
Female main shopper ABC1 : 65+	69.22 3%	35.09 3%	34.13 4%
Female main shopper C2 : 16-24	9.86 *	6.34 1%	3.52 *
Female main shopper C2 : 25-44	72.91 4%	45.87 4%	27.04 3%
Female main shopper C2 : 45-54	33.25 2%	21.03 2%	12.23 2%
Female main shopper C2 : 55-64	23.99 1%	15.02 1%	8.97 1%
Female main shopper C2 : 65+	26.27 1%	15.36 1%	10.91 1%
Female main shopper DE : 16-24	20.24 1%	14.36 1%	5.88 1%
Female main shopper DE : 25-64	161.72 8%	110.36 9%	51.36 6%
Female main shopper DE : 65+	101.37 5%	67.10 6%	34.27 4%
Female non-main shopper	85.68	52.28	33.40

16-24	4%	4%	4%
Female non-main shopper	109.32	66.70	42.62
25+	5%	6%	5%

Taxi Omnibus Survey : July 2003

Weighting matrix - unweighted respondents

	Total	North / Midlands	South
Total	1988	1211	777
Men ABC1 : 16-24	53 3%	26 2%	27 3%
Men ABC1 : 25-44	148 7%	72 6%	76 10%
Men ABC1 : 45-54	55 3%	33 3%	22 3%
Men ABC1 : 55-64	63 3%	42 3%	21 3%
Men ABC1 : 65+	94 5%	52 4%	42 5%
Men C2 : 16-24	20 1%	13 1%	7 1%
Men C2 : 25-44	87 4%	51 4%	36 5%
Men C2 : 45-54	24 1%	12 1%	12 2%
Men C2 : 55-64	26 1%	20 2%	6 1%
Men C2 : 65+	45 2%	33 3%	12 2%
Men DE : 16-24	33 2%	19 2%	14 2%
Men DE : 25-64	163 8%	114 9%	49 6%
Men DE : 65+	90 5%	65 5%	25 3%
Female main shopper ABC1	18	14	4

: 16-24	1%	1%	1%
Female main shopper ABC1 : 25-44	149 7%	80 7%	69 9%

Taxi Omnibus Survey : July 2003

Table 13

Weighting matrix - unweighted respondents

	Total	North / Midlands	South
Total	1988	1211	777
Female main shopper ABC1 : 45-54	66 3%	35 3%	31 4%
Female main shopper ABC1 : 55-64	58 3%	35 3%	23 3%
Female main shopper ABC1 : 65+	94 5%	57 5%	37 5%
Female main shopper C2 : 16-24	14 1%	9 1%	5 1%
Female main shopper C2 : 25-44	81 4%	53 4%	28 4%
Female main shopper C2 : 45-54	36 2%	21 2%	15 2%
Female main shopper C2 : 55-64	26 1%	15 1%	11 1%
Female main shopper C2 : 65+	40 2%	27 2%	13 2%
Female main shopper DE : 16-24	24 1%	16 1%	8 1%
Female main shopper DE : 25-64	238 12%	147 12%	91 12%
Female main shopper DE : 65+	119 6%	74 6%	45 6%
Female non-main shopper	59	36	23

16-24	3%	3%	3%
Female non-main shopper	65	40	25
25+	3%	3%	3%

Taxi Omnibus Survey : July 2003

Weighting matrix - weights

	Total	North / Midlands	South
Total	1.01	0.99	1.04
Men ABC1 : 16-24	1.33	1.52	1.15
Men ABC1 : 25-44	1.30	1.37	1.24
Men ABC1 : 45-54	1.22	1.01	1.53
Men ABC1 : 55-64	1.19	1.01	1.53
Men ABC1 : 65+	0.69	0.65	0.75
Men C2 : 16-24	1.60	1.56	1.68
Men C2 : 25-44	1.16	1.23	1.06
Men C2 : 45-54	1.47	1.45	1.49
Men C2 : 55-64	1.46	1.45	1.49
Men C2 : 65+	0.79	0.64	1.19
Men DE : 16-24	1.15	1.38	0.83
Men DE : 25-64	1.01	1.00	1.03
Men DE : 65+	0.68	0.64	0.78
Female main shopper ABC1 : 16-24	1.05	0.76	2.07
Female main shopper ABC1 : 25-44	1.09	1.06	1.12
Female main shopper ABC1 : 45-54	1.05	0.99	1.13
Female main shopper ABC1 : 55-64	1.04	0.99	1.13
Female main shopper ABC1 : 65+	0.74	0.62	0.92
Female main shopper C2 : 16-24	0.70	0.70	0.70

Female main shopper C2 : 25-44	0.90	0.87	0.97
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Table 14

Weighting matrix - weights

	Total	North / Midlands	South
Total	1.01	0.99	1.04
Female main shopper C2 : 45-54	0.92	1.00	0.81
Female main shopper C2 : 55-64	0.92	1.00	0.81
Female main shopper C2 : 65+	0.66	0.57	0.84
Female main shopper DE : 16-24	0.84	0.90	0.74
Female main shopper DE : 25-64	0.68	0.75	0.56
Female main shopper DE : 65+	0.85	0.91	0.76
Female non-main shopper 16-24	1.45	1.45	1.45
Female non-main shopper 25+	1.68	1.67	1.70