

Appendix 2

Project	Torbay Hackney Carriage and Private Hire Study	Date	15 th August
Note	Public Attitude Survey Results	Ref	GTORBA000
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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 Torbay Council.

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

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 953 on-street public attitude surveys were carried out across June and July 2011. The surveys were conducted during the day across a range of locations within the Torbay licensing district, including Torquay, Paignton and Brixham. A quota was followed so that the survey reflected the age and gender characteristics of the local community. This in turn, ensured that broadly representative results were obtained. The age and gender samples are given in Table 1 below. The sample of 953 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	256	25.6	313	32.9

35-64	472	47.2	449	47.2
65+	272	27.2	190	20.0
Total	1000	100.0	952	100.0
Male	468	46.8	463	48.8
Female	532	53.2	485	51.2
Total	1000	100.0	948	100.0

2.3 As can be seen in Table 1, the survey provides an under representation of the over 65 age category and a slight over representation of the 16-34 age category.

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	402	42.6
Part-time Employed	41	4.3
Unemployed	233	24.7
Student/Pupil	117	12.4
Retired	98	10.4
Housewife/Husband	28	3.0
Other	25	2.6
Total	944	100.0

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

Table 3 - Residency

	Frequency	Percent
Permanent Resident	750	80.6
Visitor	99	10.6
Tourist	64	6.9
University Student	17	1.8
Total	930	100.0

3 *Characteristics of Last Trip by Taxi*

3.1 Respondents were asked if the following statement was true or false “*All taxis are allowed to pick up in the street or at a rank*”. The results are shown in Table 4 below.

Table 4 - True or false?

Trip Type	Frequency	Percent
True	292	33.6
False	576	66.4
Total	868	100.0

3.2 The results show that a third of respondents did not know the difference between hackney carriages and private hire vehicles. If the respondent answered “true”, the surveyor explained to the respondent that only hackney carriages can pick up passengers from a rank or by flagdown in the street. Private hire vehicles must be prebooked.

3.3 Respondents were each asked if they had made a journey by taxi in Torbay within the last three months. The survey found that 56.3% had used a taxi within this period. The results are displayed in Table 5.

Table 5 - Have you made a trip by taxi in the past three months?

Trip Type	Frequency	Percent
Yes	535	56.3
No	415	43.7
Total	950	100.0

3.4 Respondents who had hired a taxi in the last three months were asked further questions about their experience. Some 30.5% of trip makers stated that they hired their taxi at a rank. Some 64% of hiring’s were achieved by telephone with 5.5% of trip makers obtaining a taxi by on-street flagdown. Table 6 reveals the pattern of taxi hire.

Table 6 - Method of Taxi Hire for Last Trip

Trip Type	Frequency	Percent
Rank	162	30.5

Flagdown	29	5.5
Telephone	340	64.0
Total	531	100.0

3.5 Those obtaining a vehicle were asked where they hired it from. Of those hiring their vehicle at a rank, the most popular locations were;

- Torquay Harbour
- Paignton Train Station
- Torquay Train Station
- Tesco/Post Office/Hogshead

3.6 Of those hiring a vehicle by on street flagdown the most popular locations were Torquay harbour and Paignton seafront and by telephone were 'at home' and Brixham.

3.7 Respondents were asked what type of vehicle they hired. The most common type of vehicle used was a saloon car (59.7%) with 28.6% of respondents hiring a purpose built cab and 5.6% of respondents stating minibus. Those who stated 'other' specified that they used a people carrier. Table 7 shows the results.

Table 7 - Vehicle type for last trip

Vehicle Type	Frequency	Percent
Purpose built cab	152	28.6
Saloon car	317	59.7
Minibus	32	6.0
Other	30	5.6
Total	531	100.0

3.8 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 (94.1%).

3.9 Table 8 shows that that for each method of obtaining a taxi, the majority were satisfied with the service. Satisfaction with obtaining a taxi by rank was 95.7%, by telephone was 92.4% and by flagdown was 96.6%.

Table 8 - Satisfaction with delay on last trip (Multiple Responses)

Method of Hire	Frequency	Percent
Rank	156	95.7
Flagdown	28	96.6
Telephone	317	92.4

3.10 Respondents were asked what time of day they obtained their vehicle. The results are shown in table 9.

Table 9 – Time of day hired vehicle

Vehicle Type	Frequency	Percent
Day (before 6pm)	201	37.8
Evening (6pm-10pm)	172	32.3
Night (after 10pm)	159	29.9
Total	532	100.0

3.11 Respondents were asked to rate a number of factors associated with their taxi trip. The results in table 10 show that 93.6% rated vehicle quality as good or very good. In addition, 88.7% rated driver quality as good or very good. Some 30.7% of respondents rated price as average, with a further 37.5% rating it as good.

3.12 Those respondents who rated any of the factors as poor or very poor were asked to state why. The most common response was that the journey was too expensive.

Table 10 – Rate factors for most recent journey

	Percentage				
	Very good	Good	Average	Poor	Very Poor
Vehicle Quality	37.7	55.9	6.4	0.0	0.0
Driver Quality	34.5	54.2	8.5	1.7	1.1
Price	19.0	37.5	30.7	9.4	3.4
Customer Service	31.5	52.4	13.5	1.9	0.8

3.13 Respondents were then asked, if they knew how to report issues if they were unhappy with the level of service provided when using taxis. Only 37.3% of respondents would know how to report any issues.

4 *Attempted Method of Hire*

4.1 To provide evidence of suppressed demand in the event of a finding of significant patent unmet demand, all 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 Torbay 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	94	9.9	853	90.1
Given up flagdown	52	5.5	885	94.5
Given up telephone	111	11.7	838	88.3

4.2 The majority of respondents replied that they had not given up waiting for a taxi in the last three months. Some 12.6% had given up waiting to obtain a taxi by rank or flagdown.

4.3 Respondents who had given up trying to obtain a taxi in the last three months at a rank, by flagdown and/or by telephone were asked the location where they had given up waiting for a taxi. The most common areas were Harbourside, Paignton Town centre, Paignton Rail Station and Torquay town centre.

4.4 Respondents were also asked what time of day it was when they gave up waiting. The results are shown in Table 10. Over half of respondents gave up waiting after 10 pm at night.

Table 10 What time of day did you give up waiting?

Time of Day	Frequency	Percent
Day (7am – 6pm)	41	32.8
Evening (6pm-10pm)	21	16.8

Night (after 10pm)	63	50.4
Total	125	100

- 4.5 Respondents were asked whether they felt there to be sufficient hackney carriages in Torbay. Some 71.6% of respondents felt that there were sufficient hackney carriages. The results are shown in Table 11.

Table 11 – Are there sufficient hackney carriages in Torbay?

	Frequency	Percent
Yes	675	71.6
No	113	12.0
Don't know	155	16.4
Total	943	

5 *Service Provision*

- 5.1 The survey asked respondents whether taxi services in Torbay could be improved. Some 46.7% felt that they could be improved. These respondents were then asked what could be done to improve the service. The results are shown in table 12.

Table 12 – How could taxi services be improved? (multiple responses)

	Frequency	Percentage
More of them	99	22.9
Better drivers	83	19.2
More ranks	50	11.6
Shared Taxis	34	7.9
Cheaper	228	52.8
Better vehicles	20	4.6
More wheelchair accessible vehicles	26	6.0
Other	78	18.1

6 Safety

6.1 Respondents were asked whether they feel safe whilst using taxis both during the day and at night. The results are shown in table 13.

Table 13 – Safety using taxis

	Day		Night	
	Frequency	Percent	Frequency	Percent
Yes	898	97.8	828	90.8
No	20	2.2	84	9.2
Total	918	100.0	912	100.0

6.2 Those respondents who stated that they do not feel safe using taxis, either during the day or at night, were asked what could be done to improve safety and security of using taxis in Torbay. The results in table 14 show that 62.8% said they would like CCTV in taxis and 50% said they would feel safer with CCTV at ranks.

Table 14 – Improving safety (Multiple Responses)

	Frequency	Percent
CCTV in taxis	54	62.8
CCTV at ranks	43	50.0
More taxi marshals at ranks	27	31.4
Other	8	9.3

7 Ranks

7.1 Respondents were asked if there were any locations in Torbay where new ranks were needed. Over half respondents (54.1%) said that no new ranks were needed in Torbay. The results are shown in Table 15.

Table 15 – New ranks

	Frequency	Percent
Yes	180	19.3
No	504	54.1
Do Not Know	248	26.6
Total	932	100.0

7.2

Those individuals who stated they would like to see a new rank were subsequently asked to provide a location:

- Paignton seafront
- Torquay Harbour
- St Marychurch
- Top of Torquay
- Hospital
- Babbacombe;
- Palace Avenue, Paignton.