



**Perceptions of  
Personal Safety & Security  
Amongst Taxi Users**

**(June 2008)**

**Prepared for: Commercial Road Transport Unit, Land Transport New Zealand**

**Prepared by: MMResearch™**

This study was designed and conducted in accordance with the Code of Practice established by the Market Research Society of New Zealand.

**MMResearch™** believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.

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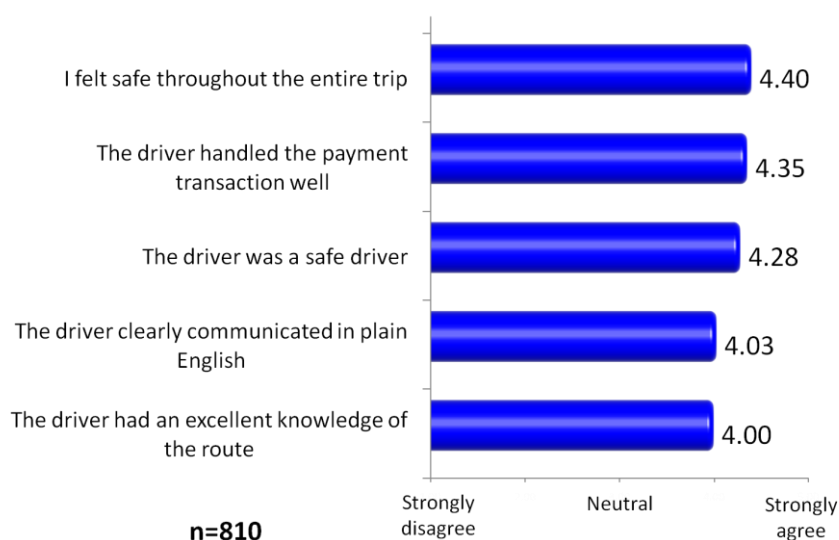
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## 1. EXECUTIVE SUMMARY

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- 82% of the sample of 810 felt 'reasonably safe and secure' or 'very safe and secure' when rating the overall safety and security of using a taxi.
- Respondents rated the overall professionalism of the driver highly (39% professional and another 39% thought the driver was very professional).
- The 'mean' values to the following statements also generally support the findings above. They also attest to some aspects of driver professionalism and the taxi experience.



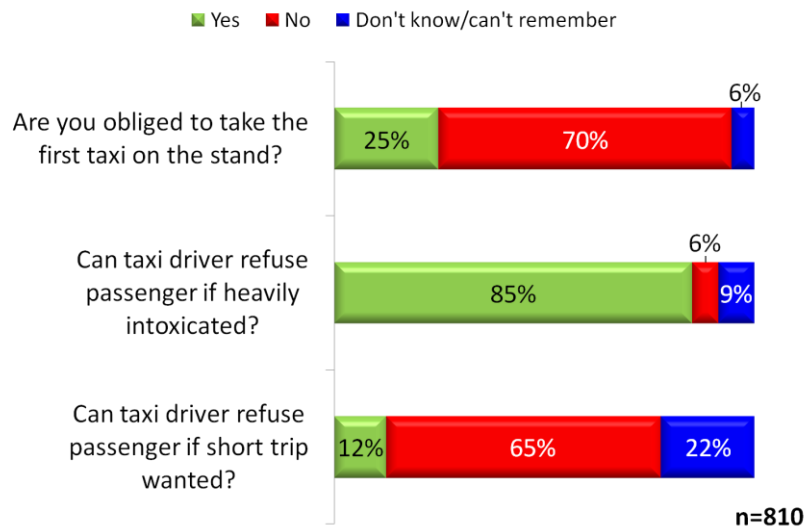
- A sizable proportion (42%) of the sample cited the main reason to use a taxi was before/after alcohol consumption, including 'going out' which presumably involves alcohol consumption. Previous studies in 1995 and 2001 used a narrower definition for a similar phenomenon 'intoxication/or too drunk to drive' (and different sample sizes) so we can't compare 2008 results with those studies. However, it is reasonable to conclude that there has been a steady increase in using a taxi for this reason since it was first measured in 1995.
- The majority of people who had a poor experience in a taxi and decided not to formally complain (n=165) thought it was not worth making a complaint because they 'could not be bothered' and/or thought their complaint would be ignored (64%). The majority of Aucklanders (70%), Hamiltonians (64%) and Wellingtonians (70%) cited these as the most important reasons for not complaining.

These findings are considerable and point to either taxi user apathy or a perception that taxi firms would not take a complaint seriously, or that it was possible/probable a satisfactory resolution would not be found.

- The majority of reasons cited for the negative experience may be placed under the heading of driver behaviour. We might expect that there are some driver behaviours consumers should be able to take for granted such as the driver ‘knows the route,’ ‘drives safely’ and is ‘pleasant.’ Yet these are the reasons most commonly cited by dissatisfied taxi users as the cause of a negative experience.

Remedies for the factors cited probably rest with the taxi firm itself. These include ongoing staff/driver training in “learning the patch” and meeting passenger expectations.

- Finally, exploring public assumptions and knowledge of their legal rights regarding taxi usage we find the public’s knowledge is high. This is another series of factors in taxi usage safety and behaviour we would suggest be measured over time to check for shifts.



## 2. CONTEXT

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### 2.1 Taxi Survey – Perceptions of Safety

Among its many functions, Land Transport New Zealand is responsible for regulating the country's passenger transport sector, including the taxi industry.

In 2005 a report on "Effectiveness of controls over the taxi industry", issued by the Controller and Auditor General, raised 61 recommendations for improvement. Many of these recommendations have now been addressed through a variety of measures, including a 10 member dedicated Taxi Enforcement team based in Wellington and Auckland.

Land Transport NZ wishes to capture a snapshot of the taxi industry, through the eyes of taxi users, by way of a public survey, under the title 'Perceptions of Safety'. The survey was conducted by **MMResearch™** with people aged 15 years and over who live in the metropolitan areas of Auckland, Hamilton, Wellington, Christchurch and Dunedin.

### 2.2 Business Objectives

Land Transport NZ's key objectives for this project are:

- To design, execute and report on a market survey of recent taxi users, the aim of which is to achieve an understanding of the wider public's 'perceptions of safety' around the use of taxis;
- To identify opportunities for interventions which aim to increase public confidence in the taxi industry through targeted education, policy and enforcement; and
- To create a benchmark against which future surveys can measure the effectiveness of those interventions and change over time.

### 2.3 Research Objectives

The survey seeks to canvas the New Zealand public's confidence in the taxi industry. This includes:

- Perceptions of how safe and secure the use of taxis is as a personal transport option;
- The overall standard of taxi driving and driver behaviour; and
- The condition of the taxi fleet.

The survey will also inform Land Transport NZ of the level of public knowledge and understanding of passengers' rights when choosing to use taxis, together with the rights of the taxi driver/operator.

### 3. RESULTS AND FINDINGS

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The results presented and addressed in this report will be generally grouped within the Business Objectives and Research Objectives themes of the research project. There is some overlap between objectives.

#### 3.1 “Identify opportunities for interventions...”

This is a key business objective of this research. The structure of the findings reported below incorporate areas of possible interventions where the findings are explained under that research theme. So, rather than a discussion of interventions here, these are alluded to where appropriate in discussions below.

#### 3.2 “...understanding of the wider public’s ‘perceptions of safety’ around the use of taxis.”

The research instrument has a number of questions around the general theme of broad consumer perceptions of taxi travel. There are related research objectives under this theme to discover the public’s perceptions of taxi safety and security. Chart 1 below provides an overview of taxi users’ opinions about the safety and security of using a taxi.

**Chart 1: How would you rate the overall safety and security of using a taxi?**

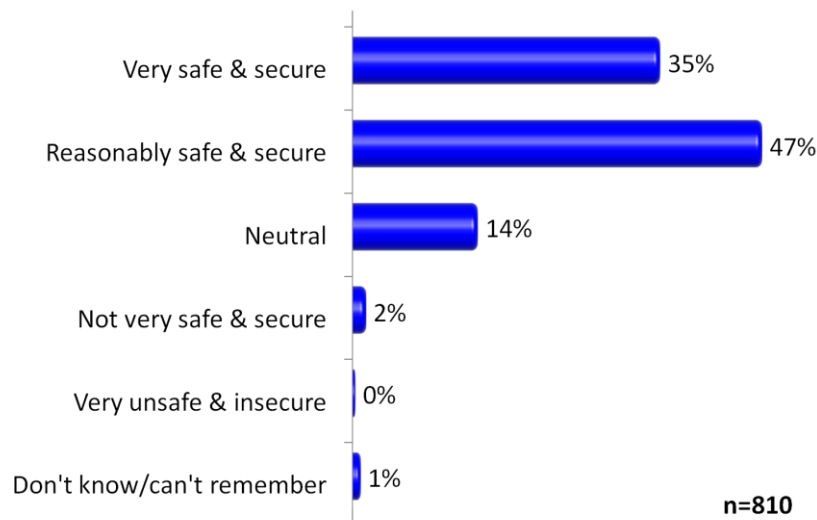


Chart 1 above is self explanatory. Most of the sample felt either reasonably or very safe and secure in a taxi. This finding is supported with 78% of the



sample also saying the driver was either professional or very professional. (Discussed later are the reasons why 7% of the sample thought the driver was either not very professional or very unprofessional.)

A related question seeks a further response to the safety question. This question is broader than the theme of safety and security in a taxi ride. The following results illustrate perceptions of taxi driving and driver behaviour (refer Chart 2).

**Chart 2: Thinking of your most recent trip, how much do you agree or disagree with the following?**

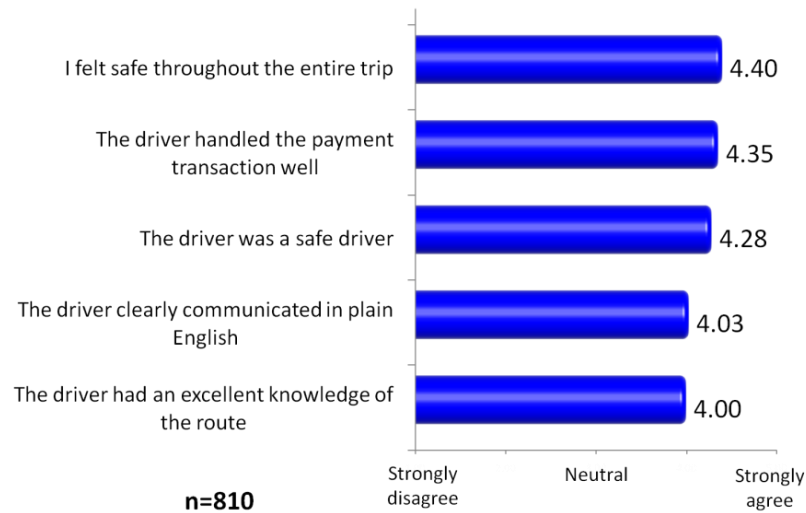


Chart 2 above reports answers to five questions on a scale of 1 (strongly disagree) to 5 (strongly agree). The ‘mean’ values are at least 4 (agree) to each statement. These questions support the finding of the high overall professionalism of the driver as cited earlier. Two questions relate to safety and the other three are about the general perceptions of the experience of the trip. These results report the public’s general disposition of their taxi experience. Yet, these are the sorts of sentiments that, discussed later, cause a poor taxi experience amongst some taxi users.

### 3.3 “Motivations for choosing taxis over other transport options.”

Motivations for choosing taxis over other transport modes span two research themes – ‘perceptions of safety’ and Land Transport NZ ‘intervention.’ It is important to identify consumer perceptions to understand the consumer behaviour process before results may inform intervention strategies (refer Chart 3).

**Chart 3: What are the main reasons for you using a taxi? (% of responses)**

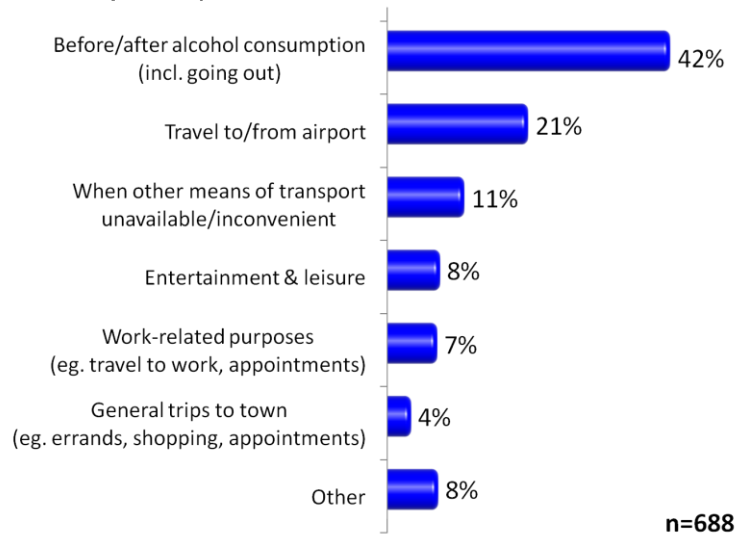


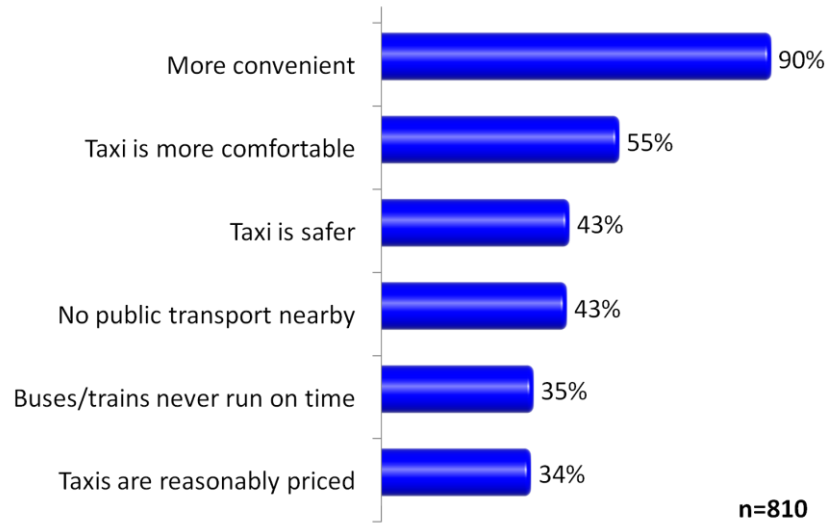
Chart 3 above illustrates reasons why people use taxis. These results allow us to understand taxi user motivations, and may reveal areas where Land Transport NZ could look at additional public education activities.

This question was cross-tabulated with age and gender. The results are reported fully in the Appendix. Focusing on the main reason to catch a taxi (before/after alcohol consumption), there is a distinct pattern of taxi usage. 65% of the 25-34 age group cited using a taxi under these circumstances. This was followed by 15-24 year old age group (53%), then 35-44 (49%) then tailoring off in age 45-54 (37%) and 55-64 (25%). There is no discernable difference between males and females in this respect.

In a separate finding, older people are more likely to use a taxi to and from the airport than younger people.

Related to the reasons for using a taxi are the influencing factors on taxi choice. Chart 4 below shows there are a number of compelling influencing factors offered in choosing the taxi mode over other forms of public transport.

**Chart 4: What influences your decision to take a taxi over other modes of public transport?**

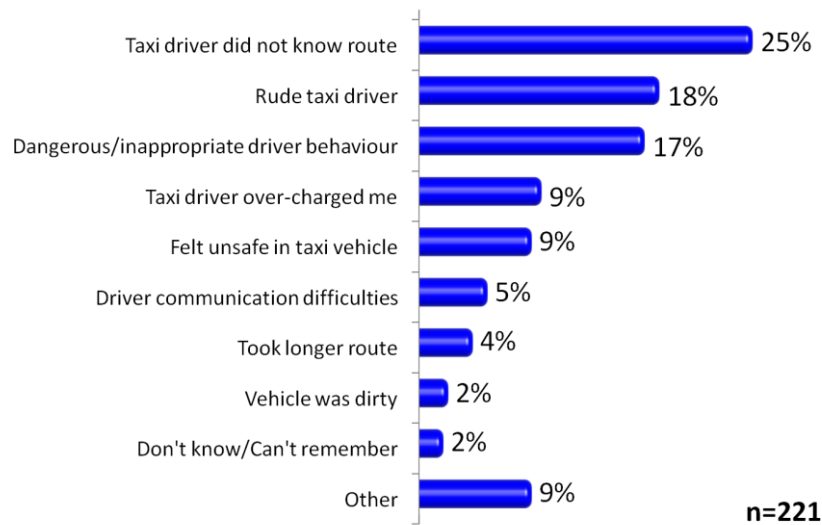


The factors that influence consumer behaviour sit in a context of public transport and the public transport system in general. The themes of convenience, reliability, comfort and safety cited in this result, point to the relative differences between modes, and 'trade-offs' will be made between the relative differences between modes where intervention strategies are developed.

### **3.4 “...the overall standard of taxi driving and driver behaviour.”**

Chart 2 above presents the findings of this research objective as well, under the 'wider public's perceptions of safety' theme. Chart 2 presents the widely held positive perceptions of the taxi experience. There are less positive experiences as well. These were similarly canvassed in this survey. 27% of the sample said they had a negative experience from a taxi ride. The reasons that describe the negative experience, are cited in Chart 5.

**Chart 5: What was the reason for the experience being negative?**



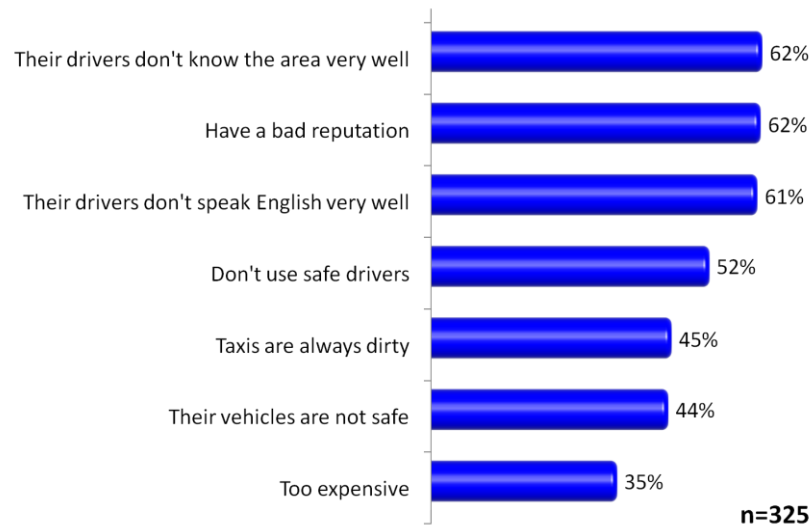
The majority of reasons cited for negative experiences may be placed under the heading of driver behaviour. When expectations of driver behaviour, which consumers should be able to take for granted (such as the driver 'knows the route,' 'drives safely' and is 'pleasant') are not met, taxi users may have a negative experience. Potential remedies for the factors cited above could include ongoing driver training, improving drivers' area knowledge and customer service.

27% of the total sample had a negative experience. Of these 221 respondents, only 25% of these made a complaint. The vast majority of these complainants did so to the driver direct and/or the taxi firm. Just over half (54%) of these complainants said the complaint was not satisfactorily resolved.

Another interesting result is the reason why almost three-quarters (73%) of the sample who had a negative experience did not formalise a complaint about it. The majority of these non-complainants (64%) 'couldn't be bothered' and/or 'thought their complaint would be ignored'.

Another area of enquiry fits here as well under the overall standard of taxi driving and driver behaviour. Chart 6 below illustrates the reasons why 40% of the sample will not use certain taxi companies.

**Chart 6: What are your reasons for not using these companies?**



The findings in Chart 6 suggest that respondents already have an evoked opinion about why they would not use certain taxi firms. That is, the results reported here may be influenced by a past experience. Tempering these findings however, it is possible that some respondents may not remember precisely which company, in their opinion, uses unsafe vehicles or whose drivers do not speak English very well or who have a bad reputation. It is also important to keep in mind that these are respondents' perceptions. A respondent may be generalising any issues they had with one driver/driving experience, to the entire company's fleet.

### 3.5 "...the condition of the taxi fleet."

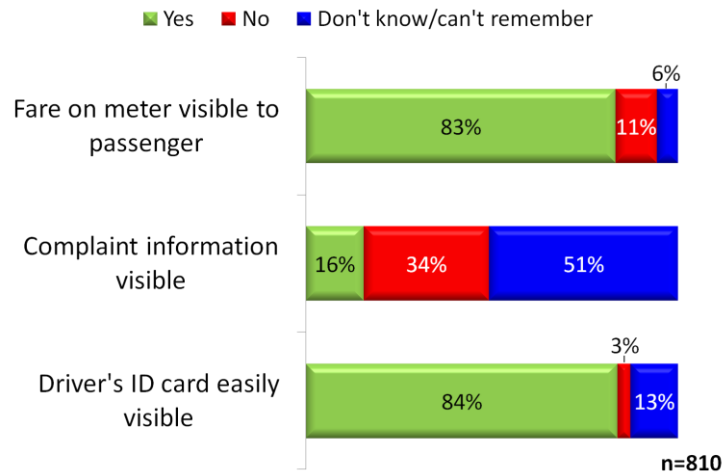
The results here span both this research objective and a business objective of (possible) intervention. 94% of the sample cited the cleanliness of the taxi as at least acceptable (30% acceptable and 64% very clean). The physical condition of the vehicle recorded similar figures (29% said the taxi was in reasonable condition and 65% thought it was in very good condition).

### 3.6 "...the level of public knowledge and understanding of passengers' rights when choosing to use taxis."

This series of questions explores public assumptions and knowledge of their legal rights. The following results overlap the theme of intervention as well.

Charts 7, 8 and 9 below illustrate the results of three questions seeking to measure respondents' knowledge about the rights of taxi passengers and drivers.

**Chart 7: Thinking of your most recent taxi trip, was the...?**



**Chart 8: How important do you consider the following items?**

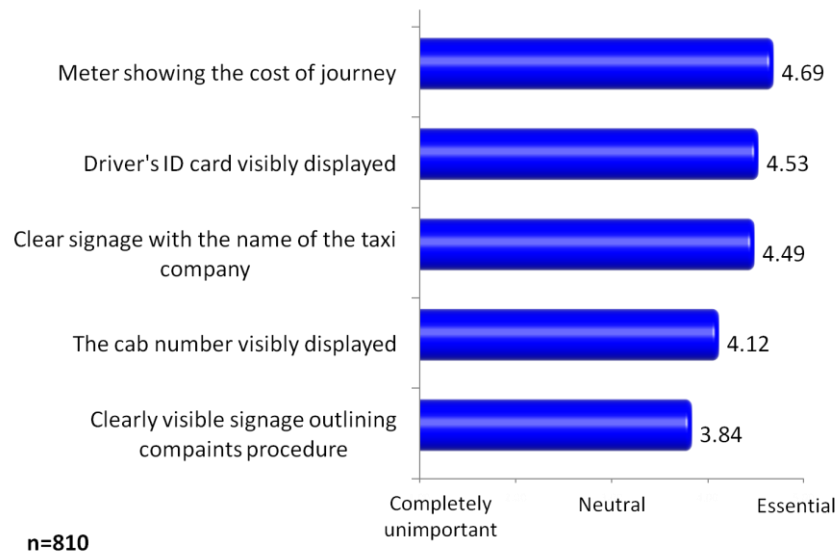
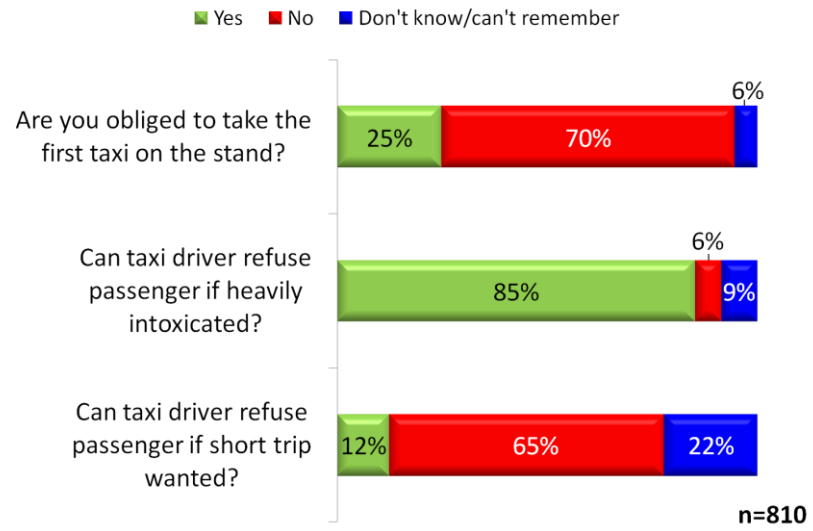


Chart 9: As far as you know...?



Most of the findings in these three charts are comparable across all regions. The only other noteworthy finding is the lower level of awareness of the right not to take the first taxi in the line by Dunedin taxi users (see Appendix).

## 4. APPENDIX

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### Appendix 1. Other Findings

- Men are twice as likely to sit in the front passenger seat (56%) as are women (29%). Women are almost twice as likely (51%) as men (28%) to sit in the rear left seat of the taxi.
- The 15-24 age group is the most predisposed to share a taxi with others (60%). The older people get, the more likely they are to use a taxi on their own. There is no discernable difference by gender.
- Auckland and Christchurch taxi users are more likely to make a complaint about a poor taxi experience than users in other regions.

The overwhelming reason people give for not formally complaining about a poor experience in a taxi was that they thought it was not worth making a complaint. This was because they 'could not be bothered' and/or they thought it would be ignored. Aucklanders (70%), Hamiltonians (64%) and Wellingtonians (70%) cited these as the most important reasons for not complaining.

- Respondents in Wellington were less likely to say they would use taxis more often if drink driving laws are toughened or if there were more taxi stands than currently available, compared with taxi users in other regions.
- The most commonly cited reason for respondents saying they use taxis less often is because they do more walking and/or use their car more often. Aucklanders are the most likely to say they use their car more often.
- The convenience of taking a taxi is the most frequently cited factor that influences using a taxi. This is uniform across all regions.

The influence of 'no public transport close to my place' on use of taxis over other modes of transport, varies between regions.

- Wellingtonians are more likely than respondents in other regions to not use certain taxi firms (53%). Respondents in Dunedin were the least likely to say they would not use some taxi firms (28%).
- Auckland and Hamilton taxi users are most likely to cite some taxi firms having 'a bad reputation' and 'not using safe drivers' as the reason why they won't use these firms. Aucklanders also are the most likely to say 'their drivers don't speak English very well' as a reason for not using these firms.
- Dunedin taxi users are the least aware that they are not obliged to take the first taxi in the stand, compared to other regions.



## Appendix 2. Research Methodology

### a Data collection

A telephone survey was conducted with people aged 15 years or over, who live in Auckland, Hamilton, Wellington, Christchurch or Dunedin, and have used a taxi within the last three months.

All telephone interviews were conducted by fully trained and experienced interviewers, using the Computer Assisted Telephone Interviewing (CATI) process between 21 May and 10 June 2008.

### b Sample and response rate

The total sample was (n=810), resulting in an 8% response rate (see Chart 10 for details of contact distribution). At the 95% confidence interval, a sample of (n=800) has a margin of error of 3.5%, a sample of (n=400) has a margin of error of 4.9%, and a sample of (n=100) has a margin of error of 9.8%.

Chart 10: Contact profile

	n
Total contacts	10556
Surveys completed	810
Refusals	9628
Surveys incomplete	0
Bad/invalid numbers	118
Response rate	8%

	n
Auckland	406
Hamilton	101
Wellington	100
Christchurch	103
Dunedin	100

### c Data analysis

All data was initially analysed by overall frequency. Cross-tabulations have been provided where requested, by gender, region and/or age.

## Appendix 3. Cross-tabulation Tables

Table 1: (Q1) How many times have you used a taxi in the last two months?

	Region					Age						Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	15-24 (n=117)	25-34 (n=107)	35-44 (n=147)	45-54 (n=174)	55-64 (n=117)	65+ (n=137)	Male (n=291)	Female (n=519)	
<b>None</b>	21%	26%	20%	22%	20%	21%	18%	31%	21%	29%	20%	24%	23%	<b>24%</b>
<b>Once</b>	15%	20%	17%	28%	14%	17%	22%	20%	19%	21%	18%	20%	19%	<b>19%</b>
<b>Twice</b>	13%	14%	15%	15%	15%	14%	16%	10%	16%	14%	15%	12%	15%	<b>14%</b>
<b>3 times</b>	13%	7%	6%	8%	9%	8%	9%	12%	5%	6%	8%	8%	8%	<b>8%</b>
<b>4 times</b>	14%	9%	9%	9%	8%	12%	11%	8%	10%	6%	9%	10%	9%	<b>9%</b>
<b>5+ times</b>	24%	24%	33%	19%	33%	29%	22%	18%	29%	24%	28%	25%	25%	<b>25%</b>
<b>Don't know/can't remember</b>	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	<b>0%</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Table 2: (Q2) In general, how often would you use a taxi?

	Region					Age						Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	15-24 (n=117)	25-34 (n=107)	35-44 (n=147)	45-54 (n=174)	55-64 (n=117)	65+ (n=137)	Male (n=291)	Female (n=519)	
<b>Rarely</b>	38%	54%	49%	48%	41%	34%	44%	52%	55%	60%	46%	46%	51%	<b>49%</b>
<b>Once per month</b>	21%	16%	17%	25%	16%	21%	22%	23%	16%	12%	15%	20%	17%	<b>18%</b>
<b>Once per fortnight</b>	12%	9%	14%	6%	12%	14%	14%	9%	7%	14%	7%	12%	9%	<b>10%</b>
<b>Once per week</b>	13%	8%	7%	11%	13%	21%	7%	6%	10%	5%	9%	9%	10%	<b>10%</b>
<b>Twice per week</b>	7%	6%	6%	4%	9%	6%	6%	3%	5%	5%	14%	6%	7%	<b>6%</b>
<b>Three times per week</b>	4%	2%	2%	2%	4%	3%	2%	4%	3%	1%	2%	3%	2%	<b>2%</b>
<b>More than three times per week</b>	4%	3%	6%	4%	5%	2%	4%	1%	5%	3%	7%	4%	4%	<b>4%</b>
<b>Don't know/can't remember</b>	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	<b>0%</b>
<b>Rarely</b>	38%	54%	49%	48%	41%	34%	44%	52%	55%	60%	46%	46%	51%	<b>49%</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 3: (Q3) Do you use taxis because you have an injury, physical disability or visual impairment?**

	15-24 (n=117)	25-34 (n=107)	35-44 (n=147)	45-54 (n=174)	55-64 (n=117)	65+ (n=137)	Total (n=810)
<b>Yes</b>	5%	7%	5%	10%	11%	50%	<b>15%</b>
<b>No</b>	95%	93%	95%	90%	89%	50%	<b>85%</b>
	100%	100%	100%	100%	100%	100%	100%

**Table 4: (Q4) What are the main reasons you normally use a taxi? (% responses)**

	Age						Gender		Total (n=810)
	15-24 (n=117)	25-34 (n=107)	35-44 (n=147)	45-54 (n=174)	55-64 (n=117)	65+ (n=137)	Male (n=291)	Female (n=519)	
Work-related purposes (eg. travel to work, appointments)	3%	10%	10%	12%	6%	0%	8%	7%	<b>7%</b>
General trips to town (eg. errands, shopping, appointments)	5%	3%	0%	3%	8%	7%	3%	4%	<b>4%</b>
Entertainment & leisure	13%	4%	9%	5%	11%	9%	8%	8%	<b>8%</b>
Before/after alcohol consumption (incl. going out)	53%	65%	49%	37%	25%	13%	45%	40%	<b>42%</b>
Travel to/from airport	5%	9%	15%	29%	31%	36%	22%	20%	<b>21%</b>
When other means of transport unavailable/inconvenient	12%	6%	9%	12%	14%	20%	8%	14%	<b>11%</b>
Other	11%	3%	8%	4%	6%	14%	6%	8%	<b>8%</b>
	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Table 5: (Q5) Where do you normally sit in the taxi?**

	Male (n=291)	Female (n=519)	Total (n=810)
Front passenger seat	56%	29%	<b>39%</b>
Right rear seat	5%	7%	<b>6%</b>
Left rear seat	28%	51%	<b>43%</b>
Back of shuttle bus	4%	6%	<b>5%</b>
Other	6%	7%	<b>7%</b>
	100%	100%	100%

**Table 6: (Q6) When you travel in a taxi, are you usually on your own or with a group of people/friends?**

	Gender		Age						Total (n=810)
	Male (n=291)	Female (n=519)	15-24 (n=117)	25-34 (n=107)	35-44 (n=147)	45-54 (n=174)	55-64 (n=117)	65+ (n=137)	
On my own	43%	45%	22%	36%	39%	48%	46%	69%	<b>44%</b>
With other people	35%	35%	60%	39%	33%	30%	32%	18%	<b>35%</b>
Sometimes on my own & sometimes with others	23%	20%	18%	24%	28%	22%	21%	13%	<b>21%</b>
	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Table 7: (Q7) Have you ever had a negative experience in a taxi?**

	Gender		Regions					Total (n=810)
	Male (n=291)	Female (n=519)	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	
Yes	27%	27%	25%	28%	32%	30%	19%	27%
No	72%	72%	74%	71%	68%	69%	81%	72%
DK/can't remember	1%	1%	1%	1%	0%	1%	0%	1%
	100%	100%	100%	100%	100%	100%	100%	100%

**Table 8\*: (Q8) What were the reasons for the experience being negative? (% responses)**

	Wellington (n=25)	Auckland (n=114)	Christchurch (n=33)	Hamilton (n=30)	Dunedin (n=19)	Male (n=79)	Female (n=142)	Total (n=270)
Rude taxi driver	16%	20%	12%	23%	26%	15%	22%	18%
Taxi driver did not know route	32%	31%	21%	27%	5%	29%	25%	25%
Taxi driver over-charged me	8%	10%	3%	10%	5%	9%	8%	9%
Felt unsafe in taxi vehicle	8%	9%	12%	10%	5%	10%	8%	9%
Vehicle was dirty	4%	0%	0%	0%	11%	3%	1%	2%
Driver communication difficulties	4%	4%	3%	7%	0%	3%	4%	5%
Took longer route	8%	2%	15%	0%	0%	1%	6%	4%
Dangerous/inappropriate driver behaviour	16%	17%	15%	17%	26%	15%	18%	17%
Other	4%	6%	15%	7%	16%	11%	6%	9%
Don't know/Can't remember	0%	3%	3%	0%	5%	4%	1%	2%
	100%	100%	100%	100%	100%	100%	100%	100%

\* This table requires caution in interpretation as it reports small sample sizes

**Table 9\*: (Q9) Did you make a complaint?**

	Region					Gender		Total (n=221)
	Wellington (n=25)	Auckland (n=114)	Christchurch (n=33)	Hamilton (n=30)	Dunedin (n=19)	Male (n=79)	Female (n=142)	
Yes	20%	28%	33%	17%	16%	24%	26%	25%
No	76%	71%	67%	83%	79%	75%	73%	73%
DK/ can't remember	4%	1%	0%	0%	5%	1%	1%	1%
	100%	100%	100%	100%	100%	100%	100%	100%

\* This table requires caution in interpretation as it reports small sample sizes

**Table 10\*: (Q10) Was the outcome satisfactory?**

	Region					Gender		Total (n=56)
	Wellington (n=5)	Auckland (n=32)	Christchurch (n=11)	Hamilton (n=5)	Dunedin (n=3)	Male (n=19)	Female (n=37)	
Yes	40%	38%	45%	40%	67%	42%	41%	41%
No	40%	56%	55%	60%	33%	53%	54%	54%
DK/ can't remember	20%	6%	0%	0%	0%	5%	5%	5%
	100%	100%	100%	100%	100%	100%	100%	100%

\* This table requires caution in interpretation as it reports small sample sizes

Table 11\*: (Q11) What is the reason you did not make a complaint?

	Regions					Gender		Total (n=165)
	Wellington (n=20)	Auckland (n=82)	Christchurch (n=22)	Hamilton (n=25)	Dunedin (n=16)	Male (n=60)	Female (n=105)	
Couldn't be bothered/ complaint would be ignored	70%	70%	50%	64%	44%	63%	64%	64%
Too scared/not confident enough	0%	1%	0%	0%	6%	0%	2%	1%
Forgot to make it	15%	6%	5%	4%	13%	7%	8%	7%
Felt issue was too minor	0%	4%	9%	4%	13%	3%	6%	5%
Sorted it out with driver at the time	5%	4%	5%	4%	0%	7%	2%	4%
Didn't get ID information	10%	2%	9%	0%	0%	2%	5%	4%
Didn't think to/didn't know how	0%	4%	5%	0%	6%	5%	2%	3%
Other	0%	10%	18%	24%	19%	13%	12%	13%
	100%	100%	100%	100%	100%	100%	100%	100%

\* This table requires caution in interpretation as it reports small sample sizes

Table 12: (Q12) Thinking of your most recent taxi trip, please state whether you agree or disagree with the following statements (on a five-point scale).

	Region					Gender		Total Average
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Male (n=291)	Female (n=519)	
The driver was a safe driver	4.32	4.24	4.27	4.33	4.38	4.26	4.29	4.28
The driver clearly communicated in plain English	4.13	3.88	4.22	3.94	4.41	4.03	4.03	4.03
The driver had an excellent knowledge of the route	4.11	3.83	4.12	4.13	4.34	4.03	3.98	4.00
The driver handled the payment transaction well	4.35	4.30	4.31	4.46	4.51	4.34	4.36	4.35
I felt safe throughout the entire trip	4.46	4.34	4.36	4.44	4.59	4.42	4.39	4.40

Table 13: (Q13) Did you think the driver took you to your destination via the most direct route?

	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Total (n=810)
Yes	91%	85%	90%	93%	91%	88%
No	6%	12%	6%	7%	7%	9%
DK/can't remember	3%	2%	4%	0%	2%	2%
	100%	100%	100%	100%	100%	100%

Table 14\*: (Q14) Did you make any comments or complaints to the driver?

	Wellington (n=6)	Auckland (n=50)	Christchurch (n=6)	Hamilton (n=7)	Dunedin (n=7)	Total (n=76)
Yes	67%	46%	67%	43%	29%	47%
No	33%	54%	33%	57%	71%	53%
	100%	100%	100%	100%	100%	100%

\* This table requires caution in interpretation as it reports very small sample sizes

Table 15\*: (Q15) Did your driver...? (% Yes)

	Wellington (n=6)	Auckland (n=50)	Christchurch (n=6)	Hamilton (n=7)	Dunedin (n=7)	Total (n=76)
Give a reason for not taking the most direct route?	0%	16%	67%	0%	14%	17%
Use a map?	0%	6%	0%	0%	14%	5%
Use an electronic navigation device (GPS) device?	0%	10%	17%	0%	14%	9%
Call the station for assistance?	0%	2%	0%	0%	0%	1%
Rely on your directions?	67%	50%	17%	57%	57%	50%

\* This table requires caution in interpretation as it reports very small sample sizes

Table 16\*: (Q16) Was the fare discounted in recognition of any errors on the part of the driver?

	Wellington (n=6)	Auckland (n=50)	Christchurch (n=6)	Hamilton (n=7)	Dunedin (n=7)	Total (n=76)
Yes	0%	8%	17%	14%	14%	9%
No	100%	90%	83%	86%	71%	88%
Don't know/can't remember	0%	2%	0%	0%	14%	3%
	100%	100%	100%	100%	100%	100%

\* This table requires caution in interpretation as it reports very small sample sizes

Table 17: (Q17) How would you rate the overall level of professionalism of your driver?

	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Total (n=810)
Very unprofessional	2%	4%	5%	3%	1%	3%
Not very professional	2%	5%	5%	7%	1%	4%
Neutral	7%	17%	19%	17%	6%	14%
Professional	50%	38%	35%	37%	39%	39%
Very professional	39%	37%	36%	37%	53%	39%
	100%	100%	100%	100%	100%	100%

Table 18: (Q18) Still thinking of your most recent taxi trip, how would you rate the cleanliness of the vehicle?

	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Total (n=810)
Very clean	74%	62%	65%	65%	64%	64%
Acceptable	23%	33%	27%	31%	29%	30%
Dirty	0%	2%	1%	2%	1%	2%
Don't know/can't remember	3%	3%	7%	2%	6%	4%
	100%	100%	100%	100%	100%	100%

Table 19: (Q19) What was the physical condition of the vehicle like?

	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Total (n=810)
Very good	75%	62%	67%	67%	61%	65%
Reasonable	22%	31%	25%	26%	33%	29%
Below standard	0%	2%	1%	1%	1%	2%
Don't know/can't remember	3%	4%	7%	6%	5%	5%
	100%	100%	100%	100%	100%	100%

Table 20: (Q20) Was the driver's ID card easily visible?

	Region					Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Male (n=291)	Female (n=519)	
Yes	89%	82%	81%	85%	89%	84%	83%	84%
No	1%	4%	3%	3%	3%	3%	4%	3%
Don't know / can't remember	10%	14%	17%	12%	8%	13%	13%	13%
	100%	100%	100%	100%	100%	100%	100%	100%

Table 21: (Q21) Was information on how to make a complaint visible?

	Region					Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Male (n=291)	Female (n=519)	
Yes	21%	13%	18%	19%	15%	20%	13%	16%
No	27%	39%	24%	24%	37%	34%	34%	34%
DK/ can't remember	52%	48%	57%	57%	48%	46%	53%	51%
	100%	100%	100%	100%	100%	100%	100%	100%

Table 22: (Q22) Were you able to read the fare on the meter from where you were sitting?

	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Total (n=810)
Yes	82%	83%	76%	89%	85%	83%
No	13%	11%	17%	5%	10%	11%
DK/ can't remember	5%	6%	7%	6%	5%	6%
	100%	100%	100%	100%	100%	100%

Table 23: (Q23) How important do you consider the following items (on a five-point scale)?

	Region					Gender		Mean
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Male (n=291)	Female (n=519)	
Driver's ID card visibly displayed	4.47	4.60	4.41	4.61	4.37	4.28	4.67	4.53
Meter showing the cost of journey	4.67	4.73	4.51	4.78	4.65	4.68	4.70	4.69
Clear signage with the name of the taxi company	4.40	4.51	4.57	4.55	4.36	4.34	4.57	4.49
The cab number visibly displayed	3.95	4.16	4.26	4.09	4.04	3.93	4.23	4.12
Clearly visible signage outlining complaints procedure	3.77	3.88	3.83	3.91	3.69	3.68	3.93	3.84

Table 24: (Q24) Do you mostly use the same taxi company?

	Region					Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Male (n=291)	Female (n=519)	
Yes	79%	67%	79%	71%	82%	65%	77%	72%
No	20%	28%	19%	27%	16%	31%	20%	24%
DK/ can't remember	1%	5%	2%	2%	2%	4%	3%	3%
	100%	100%	100%	100%	100%	100%	100%	100%

Table 25: (Q25) What influences your choice of taxi company? (% Yes)

	Male (n=291)	Female (n=519)	Total (n=810)
Good reputation	73%	78%	76%
Advertisements	21%	25%	23%
Recommendations by family/friends	44%	56%	52%
I think they are the cheapest	33%	33%	33%
They employ the best taxi drivers	46%	55%	52%
Company is used by my work	32%	33%	32%

Table 26: (Q26) What would make you use a taxi more often? (% Yes)

	Region					Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Male (n=291)	Female (n=519)	
Lower taxi fares	54%	67%	57%	55%	62%	64%	61%	62%
Tougher laws on drink-driving	23%	41%	38%	41%	44%	40%	38%	39%
Easier to hail a taxi down	35%	42%	36%	44%	50%	47%	38%	41%
If I went on more out of town business trips	47%	44%	44%	42%	33%	46%	41%	43%
If I sold my car	49%	47%	34%	37%	49%	47%	43%	45%
If other modes of public transport are less convenient	73%	72%	55%	59%	72%	67%	69%	68%
More stands or more convenient location	27%	48%	32%	38%	47%	37%	45%	42%
Petrol prices keep increasing	21%	26%	25%	25%	37%	28%	26%	27%

Table 27: (Q27) Are you using taxis more or less often than you did a year ago?

	Region					Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Male (n=291)	Female (n=519)	
More	22%	22%	22%	22%	27%	21%	24%	22%
About the same	54%	52%	51%	60%	51%	58%	50%	53%
Less	21%	24%	21%	18%	19%	20%	23%	22%
Don't know / can't remember	3%	2%	5%	0%	3%	1%	3%	2%
	100%	100%	100%	100%	100%	100%	100%	100%

Table 28\*: (Q28) What are your reasons for using a taxi MORE often?

	Wellington (n=22)	Auckland (n=88)	Christchurch (n=23)	Hamilton (n=22)	Dunedin (n=27)	Total (n=182)
Lower taxi fares	5%	18%	13%	9%	19%	15%
Tougher laws on drink-driving	1%	5%	6%	7%	12%	25%
Easier to hail a taxi down	2%	3%	4%	2%	6%	14%
Do more out of town business trips	6%	4%	7%	5%	5%	22%
Sold my car	2%	2%	4%	2%	3%	11%
Other public transport inconvenient	8%	11%	10%	9%	11%	46%
Petrol prices keep increasing	23%	15%	22%	9%	19%	16%

\* This table requires caution in interpretation as it reports small sample sizes



Table 29\*: (Q29) What are your reasons for using a taxi LESS often?

	Wellington (n=21)	Auckland (n=98)	Christchurch (n=22)	Hamilton (n=18)	Dunedin (n=19)	Total (n=178)
Higher taxi fares	14%	39%	36%	11%	32%	32%
Don't do as many business trips anymore	48%	22%	9%	33%	21%	25%
Use other public transport more often	29%	33%	14%	11%	42%	29%
Use my own car more often	48%	59%	32%	50%	42%	52%
Do fewer out of town business trips	43%	28%	18%	17%	26%	27%
Do a lot more walking	33%	42%	14%	50%	42%	38%

\* This table requires caution in interpretation as it reports small sample sizes

Table 30: (Q30) What influences your decision to take a taxi over other modes of public transport? (% Yes)

	Region					Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Male (n=291)	Female (n=519)	
More convenient	86%	91%	86%	90%	92%	90%	89%	90%
Taxis are reasonably priced	22%	33%	41%	35%	44%	33%	35%	34%
No public transport near my place (of work)	30%	49%	31%	45%	41%	37%	46%	43%
Taxi is more comfortable	45%	60%	50%	50%	53%	55%	55%	55%
Taxi is safer	42%	44%	46%	36%	46%	40%	45%	43%
Buses/trains never run on time	30%	41%	23%	29%	35%	33%	36%	35%

Table 31: (Q31) Thinking of the use of taxis in general, how would you rate the overall safety and security of using a taxi?

	Region					Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Male (n=291)	Female (n=519)	
Very unsafe & insecure	0%	0%	0%	1%	0%	1%	0%	0%
Not very safe & secure	0%	2%	0%	1%	2%	1%	2%	2%
Neutral	10%	17%	12%	16%	8%	12%	16%	14%
Reasonably safe & secure	43%	50%	47%	48%	41%	49%	46%	47%
Very safe & secure	47%	28%	41%	35%	49%	37%	34%	35%
DK/can't remember	0%	2%	1%	0%	0%	1%	1%	1%
	100%	100%	100%	100%	100%	100%	100%	100%

**Table 32: (Q32) How important is it to you that the taxi (company) you use makes an effort to be environmentally friendly?**

	Region					Age						Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	15-24 (n=117)	25-34 (n=107)	35-44 (n=147)	45-54 (n=174)	55-64 (n=117)	65+ (n=137)	
Very unimportant	10%	6%	7%	8%	4%	6%	5%	10%	7%	8%	1%	6%
Not very important	16%	7%	15%	12%	13%	16%	11%	10%	14%	9%	4%	11%
Neutral	16%	26%	25%	25%	22%	29%	27%	22%	25%	19%	24%	24%
Important	31%	30%	23%	38%	33%	26%	34%	29%	28%	38%	30%	30%
Very important	25%	27%	23%	15%	26%	22%	23%	25%	24%	24%	28%	25%
Don't know/can't remember	2%	4%	7%	3%	2%	1%	0%	3%	3%	3%	12%	4%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Table 33: (Q33) As a taxi user, and without naming specific firms, are there any taxi companies you would not use?**

	Region					Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	Male (n=291)	Female (n=519)	
Yes	53%	41%	35%	41%	28%	37%	42%	40%
No	43%	52%	61%	50%	65%	57%	52%	53%
DK/can't remember	4%	7%	4%	10%	7%	6%	7%	6%
	100%	100%	100%	100%	100%	100%	100%	100%

**Table 34\*: (Q34) What are your reasons for not using these specific taxi companies?**

	Region					Gender		Total (n=810)
	Wellington (n=53)	Auckland (n=167)	Christchurch (n=36)	Hamilton (n=41)	Dunedin (n=28)	Male (n=109)	Female (n=216)	
Have a bad reputation	58%	64%	44%	73%	57%	67%	59%	62%
Don't use safe drivers	34%	61%	39%	51%	50%	46%	55%	52%
Taxis are always dirty	42%	53%	14%	51%	36%	49%	43%	45%
Their drivers don't speak English very well	45%	70%	53%	61%	46%	61%	61%	61%
Their vehicles are not safe	36%	55%	22%	44%	25%	43%	45%	44%
Their drivers don't know the area very well	55%	67%	50%	68%	50%	61%	63%	62%
Too expensive	17%	36%	44%	27%	61%	39%	32%	35%

\* This table requires caution in interpretation as it reports small sample sizes

**Table 35: (Q35) Are you aware of any recent initiatives to improve the quality of the taxi industry?**

	Region					Age						Gender		Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	15-24 (n=117)	25-34 (n=107)	35-44 (n=147)	45-54 (n=174)	55-64 (n=117)	65+ (n=137)	Male (n=291)	Female (n=519)	
<b>Yes</b>	21%	19%	23%	23%	15%	9%	18%	16%	26%	31%	19%	20%	20%	<b>20%</b>
<b>No</b>	71%	76%	72%	71%	81%	88%	79%	79%	65%	66%	76%	74%	75%	<b>75%</b>
<b>DK/can't remember</b>	8%	4%	5%	6%	4%	3%	3%	5%	9%	3%	5%	5%	5%	<b>5%</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 36: (Q36) As far as you know, can a taxi driver refuse to carry you as a passenger because you only want to take a short trip?**

	Region					Age						Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	15-24 (n=117)	25-34 (n=107)	35-44 (n=147)	45-54 (n=174)	55-64 (n=117)	65+ (n=137)	
<b>Yes</b>	9%	14%	9%	12%	13%	19%	13%	14%	12%	6%	11%	<b>12%</b>
<b>No</b>	72%	66%	65%	59%	63%	63%	71%	61%	61%	70%	69%	<b>65%</b>
<b>DK/can't remember</b>	19%	20%	26%	29%	24%	18%	16%	24%	27%	24%	20%	<b>22%</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Table 37: (Q37) As far as you know, can a taxi driver refuse to carry you as a passenger because you are heavily intoxicated?**

	Region					Age						Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	15-24 (n=117)	25-34 (n=107)	35-44 (n=147)	45-54 (n=174)	55-64 (n=117)	65+ (n=137)	
<b>Yes</b>	83%	84%	87%	86%	88%	71%	77%	92%	94%	91%	81%	<b>85%</b>
<b>No</b>	7%	7%	8%	5%	4%	21%	13%	3%	1%	2%	4%	<b>6%</b>
<b>DK/can't remember</b>	10%	9%	5%	9%	8%	9%	10%	5%	6%	8%	15%	<b>9%</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Table 38: (Q38) Do you think you are obliged to take the first taxi on the stand?

	Region					Age						Total (n=810)
	Wellington (n=100)	Auckland (n=406)	Christchurch (n=103)	Hamilton (n=101)	Dunedin (n=100)	15-24 (n=117)	25-34 (n=107)	35-44 (n=147)	45-54 (n=174)	55-64 (n=117)	65+ (n=137)	
<b>Yes</b>	13%	27%	17%	22%	39%	24%	26%	24%	26%	26%	23%	<b>25%</b>
<b>No</b>	82%	69%	81%	70%	49%	72%	68%	73%	70%	70%	64%	<b>70%</b>
<b>DK/can't remember</b>	5%	4%	3%	8%	12%	4%	6%	3%	3%	4%	13%	<b>6%</b>
	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>