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Technical note

Project

Author

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Brighton and Hove Hackney Carriage Unmet Demand

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Note Public Attitude Survey Results

Date 3rd August 2009

Ref

CTLCWH000

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 Brighton and Hove City Council.

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

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

2 Survey Administration and Sample Selection

2.1 Some 493 interviews were carried out in June and July 2009. The age and gender samples are given in Table 1 below. The sample of 493 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	189	37.8	198	40.2
35-64	214	42.8	205	41.6
65+	97	19.4	90	18.3
Total	500	100.0	493	100.0
Male	240	48.0	233	47.3
Female	260	52.0	260	52.7
Total	500	100.0	493	100.0

2.3 As can be seen in Table 1, the survey provides a slight under representation of 16-34 year olds and 65+ year olds and a slight overrepresentation of 35-64 year olds.

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	177	36.0
Part-time Employed	63	12.8
Unemployed	31	6.3
Student/Pupil	89	18.1
Retired	86	17.5
Housewife/Husband	18	3.7
Other	28	5.7
Total	492	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	308	63.1
Visitor	80	16.4
Tourist	27	5.5
University Student	73	15.0
Total	488	100.0

3 Characteristics of Last Trip by Taxi

3.1 Respondents were each asked if they had made a journey by taxi in Brighton and Hove within the last three months. The survey found that 62.9% had used a taxi within this period. The results are displayed in Table 4.

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

Trip Type	Frequency	Percent
Yes	310	62.9
No	183	37.1
Total	493	100.0

3.2 Respondents who had hired a taxi in the last three months were asked further questions about their experience. Some 37.7% of tripmakers stated that they hired their taxi at a rank. The majority hirings were achieved by telephone (41.0%) with 21.3% of tripmakers obtaining a taxi by on-street flagdowns. Table 5 reveals the pattern of taxi hire.

Table 5 - Method of Taxi Hire for Last Trip

Trip Type	Frequency	Percent
Rank	117	37.7
Flagdown	66	21.3
Telephone	127	41.0
Total	310	100.0

3.3 Respondents were asked what type of vehicle they hired. The most common type of vehicle used was a purpose built cab (54.9%) with 44.1% hiring a saloon car.

Table 6 - Vehicle type for last trip

Vehicle Type	Frequency	Percent
Purpose built cab	167	54.9
Saloon car	134	44.1
Other	3	1.0
Total	304	100.0

Respondents were asked if they were satisfied with the time taken and the promptness of the taxis arrival however they obtained it. The majority of people were satisfied with there last taxi journey (92.2%). Table 7 shows the majority of people were satisfied with the service in Brighton and Hove. The average waiting time is 6 minutes, with some waiting as long as 45 minutes for a taxi.

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Table 7 - Satisfaction with delay on last trip

	Frequency	Percent
Yes	284	92.2
No	24	7.8
Total	308	100.0

Attempted Method of Hire

3.5

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To provide evidence of suppressed demand in the event of a finding of significant patent unmet demand, respondents were asked to identify whether or not they had given up waiting for a taxi at a rank, on the street, or by telephone in Brighton and Hove 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	31	6.3	459	93.7
Given up flagdown	52	10.7	436	89.3
Given up telephone	41	8.4	449	91.6
Given up rank / flagdown	65	13.3	425	86.7

3.6

Some 6.3% had given up waiting for a taxi at a rank, with 10.7% having given up via flagdown and 8.4% via telephone. Some 13.3% had given up waiting for a taxi at a rank or by flagdown in the last three months. This is the significant patent unmet demand figure used to calculate whether there is significant unmet demand in Brighton & Hove.

3.7

Respondents were asked which area of Brighton and Hove they were in the last time they gave up waiting for a taxi. The most common areas were;

- Brighton Centre
- Lewes Road
- London Road

3.8

Respondents were asked what type of vehicle they required the last time they gave up waiting. Some 84.3% of those who answered stated that it did not matter; any vehicle would have been accessible, whilst 7.1% stated that they required a vehicle that could fit more than 4 passengers, and 5.7% stated that they required a wheelchair accessible vehicle.

4 Service Improvements

4.1 Respondents were asked if they thought the taxi services in the Brighton and Hove area could be improved. The responses indicate that the majority of respondents (54.5%) thought that taxi services in Brighton and Hove could be improved. The results are shown in Table 10.

Table 10 - Could taxi services be improved

	Frequency	Percent
Yes	266	54.5
No	222	45.5
Total	488	100.0

Those who considered that taxi services needed improvement were asked how they could be improved. Table 11 documents that 67.7% of respondents stated that taxis in Brighton and Hove could be improved if they were made cheaper. Some 16.9% of respondents would like to see more ranks and 17.3% would like to see more vehicles. For those that stated other, the most common way taxi services in Brighton and Hove could be improved is to provide more vehicles that can fit more than 4 passengers.

Table 11 - How could taxi services be improved (multiple responses)

	Frequency	Percent
More of them	46	17.3
More Ranks	45	16.9
Shared Taxis	29	10.9
Better Vehicles	13	4.9
Better Drivers	43	16.2
Cheaper	180	67.7
More Disabled Access Vehicles	22	8.3
Other	23	8.6

5 Safety & Security

5.1 Respondents were asked whether they felt safe when using taxis in Brighton and Hove. The majority of respondents felt safe using taxis during the day (97.6%), however some 14.5% stated that they felt unsafe using taxis at night in Brighton and Hove.

Table 12 - Perception of safety when using taxis in Brighton and Hove

	During the Day		At Night	
	Frequency	Percent	Frequency	Percent
Yes	478	97.6	418	85.5
No	12	2.4	71	14.5
Total	490	100.0	489	100.0

5.2 Respondents who did not feel safe during the day or at night were asked what needed to be done to improve safety and security when using taxis in Brighton and Hove. Some 62.5% of respondents stated that they would feel safer with women drivers whilst 27.8% of responses stated that CCTV in taxis would improve safety when using taxis in Brighton and Hove. The results are shown in table 13.

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

	Frequency	Percent
CCTV in taxis	20	27.8
CCTV on ranks	8	11.1
More Taxi Marshalls at ranks	6	8.3
More Taxis	1	1.4
Women Drivers	45	62.5
More signage on licensed drivers	8	11.1
Other	2	2.8

6 Taxi Marshals

6.1

Respondents were asked whether they would be willing for a small surcharge to be added to their fares in order to fund taxi marshals. Some 68.4% of respondents said that they would not be willing to pay a surcharge to fund marshals; only 16.9% of respondents replied that they wouldn't mind and the remaining 14.7% stated that they do not know. The results are detailed in Table 14.

Table 14 – Pay a surcharge to fund marshals

	Frequency	Percent
Yes	82	16.9
No	331	68.4
Don't know	71	14.7
Total	484	100.0

7 Public Awareness

7.1 Respondents were asked whether they were aware that Brighton and Hove Council limit the number of Hackney Carriages at 523. Only 11.4% of those who answered were aware of this limit.

Table 15 – Where you aware of the limit?

	Frequency	Percent
Yes	56	11.4
No	437	88.6
Total	493	100.0

8 Pedicabs

8.1 The public were asked whether they would use rickshaws (pedicabs) if they were introduced in Brighton and Hove. The results are detailed in Table 16. Some 44.1% of respondents stated that they would use pedicabs.

Table 16 – Would you use pedicabs?

	Frequency	Percent
Yes	216	44.1
No	169	34.5
Don't know	105	21.4
Total	490	100.0

8.2 Those who stated they would use pedicabs were asked how often they think they would use them. The results are detailed in Table 16. Some 28.2% of respondents stated that they would use pedicabs twice a year.

Table 16 – How often would you use pedicabs?

	Frequency	Percent
Once a year	45	21.1
Twice a year	60	28.2
Three times a year	22	10.3
Up to five time a year	25	11.7
Up to ten times a year	23	10.8
More often	38	17.8
Total	213	100.0

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8.3

Those who stated that they would not use pedicabs were asked why. The most common answers were that they were too slow, too expensive and too dangerous. Others said that they do not use taxis often anyway, or that they just would not want to use pedicabs.