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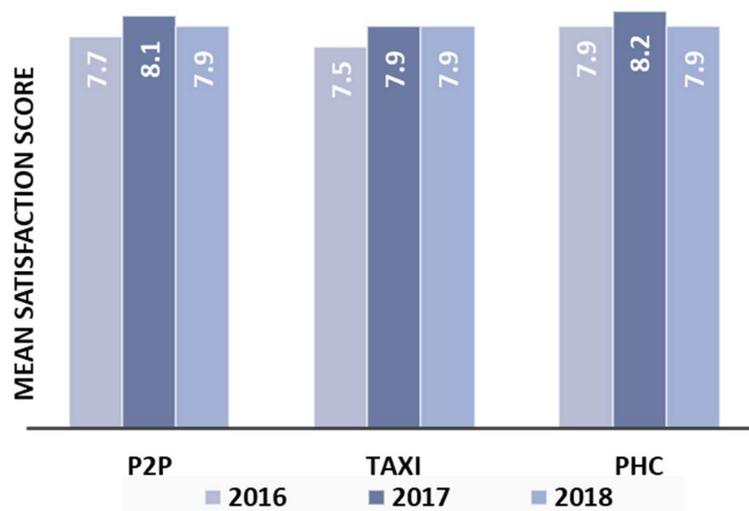
News Release

Point-to-Point services continue to be rated highly by commuters

Commuters' rating of Point-to-Point (P2P) services in 2018 continued to register high satisfaction, according to the annual Point-to-Point Transport Services Customer Satisfaction Survey (PCSS), conducted by Nexus Link, a private company. The annual survey showed high overall satisfaction with P2P services, with a mean satisfaction score of 7.9.

2 Commuter satisfaction with taxi services remained high in 2018 with a mean satisfaction score of 7.9, which is the same as 2017 and higher than 2016. The proportion of commuters who rated taxi services 6 and above also increased from 98.5% in 2017 to 99.6% in 2018.

3 Private hire car (PHC) services, on the other hand, saw a slight decline from 8.2 in 2017 to 7.9 in 2018. The proportion of commuters who rated PHC services 6 and above increased slightly from 98.7% in 2017 to 98.8% in 2018.



4 Commuters attributed the improvements seen in taxi services to initiatives to meet the competition from PHCs, such as the introduction of booking applications for taxi services. Notably, the PCSS found that more commuters have started to use booking apps offered by both taxi companies and third-party service providers over the past three years.

5 While respondents had no clear preference between taxis and PHCs, those polled indicated that pricing and availability were the most important factors in determining their decisions when choosing a P2P mode. Commuters who ranked taxi services more favourably highlighted the

ability to street-hail as the main reason for them choosing taxis. On the other hand, commuters who ranked PHCs more favourably cited greater availability as the main reason for their choice.

6 “The high customer satisfaction across both taxis and PHCs shows that Singapore has been able to achieve a balance between safeguarding commuter needs and encouraging the development of different service modes within the P2P transport services sector. Such a balance will ultimately benefit commuters, who can expect better services and more choices with greater competition amongst service providers,” said Mr Richard Magnus, Chairman for the Public Transport Council.

About the Point-to-Point Transport Services Customer Satisfaction Survey

The PCSS, conducted in August and September 2018, was carried out by Nexus Link Pte Ltd, an independent market research consultant, with 1,500 taxi and PHC services users. The survey measures users’ satisfaction and aims to understand their expectations as well as identify areas for improvements.

Annex A: Factsheet

Annex A

FACT SHEET POINT-TO-POINT TRANSPORT SERVICES CUSTOMER SATISFACTION SURVEY 2018

The Public Transport Council (PTC) commissioned Nexus Link Pte Ltd to conduct the Point-to-point Transport Services Customer Satisfaction Survey (PCSS) 2018. This survey measures regular taxi and private hire car (PHC) services users' satisfaction. It also aims to understand their expectations and identify areas for improvement.

2. A total of 1,500 taxi and PHC users aged 15 years and above were interviewed from 13 August to 3 September 2018 (751 on taxi trips and 749 on private hire car trips) at 29 locations¹ in Singapore during both peak and off-peak periods across different days of the week.

3. Respondents were asked to indicate, on a scale of 1 to 10, the importance of, and their satisfaction with, key service attributes, based on their most recent journey in a taxi or PHC, with 1 being “Not important at all/Very dissatisfied” and 10 being “Very important/Very satisfied”. The key service attributes are as follows:

- a. Waiting Time
- b. Ease of Booking
- c. Service Information
- d. Ride Comfort
- e. Driver's Knowledge of Routes
- f. Service Provided by the Driver
- g. Safety
- h. Taxi Stand Accessibility (for taxi trips only)

4. Respondents' satisfaction ratings for the service attributes were weighted by their respective importance ratings to obtain the overall mean satisfaction ratings for taxi and private hire car services.

5. Table 1 shows the percentage² of respondents who were satisfied with point-to-point (P2P) services, taxi services, and PHC services over the last three years.

Table 1 – Percentage satisfied with P2P, taxi, and PHC services (2016-2018)

Percentage satisfied with P2P, Taxi, and PHC Services			
	2016	2017	2018
P2P	95.8	98.6	99.2
Taxi	94.4	98.5	99.6
PHC	97.3	98.7	98.8

¹ 29 Locations: Ang Mo Kio Hub, Bugis Junction, Causeway Point, Centrepoint, Changi Airport, City Vibes (Clementi), Clarke Quay, Great World City, Harbourfront Centre, Ion Orchard, Joo Chiat Complex, Junction 8 (Bishan), Jurong Point, Lot 1 (Choa Chu Kang), Lucky Plaza, Marina Bay Sands, Marina Square, Nex (Serangoon), OG Building (Upper Cross Street), Orchard Towers, Parkway Parade (Marine Parade), Raffles City, Tampines One, Tanjong Katong Complex, The Cathay, Vivocity, Waterway Point, WestGate, Wisma Atria.

² Satisfaction percentages were calculated based on the proportion of respondents whose satisfaction rating for the service attributes was 6 and above on a 10-point scale.

6. Tables 2-5 show the importance of, and satisfaction with, the various attributes of taxi and PHC services:

Table 2 – Satisfaction with taxi service attributes

Taxi Service Attributes	Satisfaction (Mean Score)		Satisfied (%)	
	2017	2018	2017	2018
Waiting Time	7.8	7.8	92.4	98.8*
Ease of Booking	7.8	8.3*	91.7	99.5*
Service Information	7.9	8.0	94.9	98.1*
Ride Comfort	7.9	7.9	95.3	98.1*
Driver’s Knowledge of Route	8.0	7.9	95.6	97.9*
Service Provided by Driver	7.8	7.8	96.8	98.7*
Safety	8.1	8.0*	97.3	98.3
Taxi Stand Accessibility	7.7	7.7	96.2	99.3
Overall Satisfaction	7.9	7.9	98.5	99.6*

* 2017-2018 changes are statistically significant at the 95% level

Table 3 – Satisfaction with PHC service attributes

PHC Service Attributes	Satisfaction (Mean Score)		Satisfied (%)	
	2017	2018	2017	2018
Waiting Time	8.1	7.8*	95.4	97.6*
Ease of Booking	8.4	8.1*	97.7	97.7
Service Information	8.2	7.9*	94.9	96.9*
Ride Comfort	8.2	7.9*	96.0	96.3
Driver’s Knowledge of Route	8.1	7.9	95.2	97.7*
Service Provided by Driver	8.0	7.8*	96.8	97.6
Safety	8.3	8.0*	97.8	97.3
Overall Satisfaction	8.2	7.9*	98.7	98.8

* 2017-2018 changes are statistically significant at the 95% level

Table 4 – Importance ratings for taxi service attributes

Taxi Service Attributes	Importance (Mean Score)		Importance (%)	
	2017	2018	2017	2018
Waiting Time	8.6	8.8	96.0	99.5*
Ease of Booking	8.5	8.7	98.1	99.5
Service Information	8.5	8.5	96.6	97.7
Ride Comfort	8.4	8.6	97.2	98.7
Driver’s Knowledge of Route	8.7	8.8	96.4	99.6*
Service Provided by Driver	8.4	8.5	98.1	98.7
Safety	9.0	8.9	99.1	99.6
Taxi Stand Accessibility	8.0	8.6*	96.2	97.8

* 2017-2018 changes are statistically significant at the 95% level

Table 5 – Importance ratings for PHC service attributes

PHC Service Attributes	Importance (Mean Score)		Importance (%)	
	2017	2018	2017	2018
Waiting Time	9.0	8.8*	98.7	99.2
Ease of Booking	8.9	8.7*	98.7	99.3
Service Information	8.8	8.6*	97.9	97.9
Ride Comfort	8.6	8.5*	97.9	98.4
Driver's Knowledge of Route	8.9	8.7*	98.3	98.1
Service Provided by Driver	8.5	8.4	98.3	98.8
Safety	9.2	8.9*	99.3	99.5

* 2017-2018 changes are statistically significant at the 95% level