

Date: 13 February 2017

News Release

Commuters Satisfied with Taxi and Private Hire Car Services

1. The Public Transport Council revamped its Taxi Customer Satisfaction Survey last year to include the tracking of commuter satisfaction with private hire car services. In this new Point-to-Point Transport Services Customer Satisfaction Survey (PCSS) 2016, respondents¹ gave a satisfaction mean score of 7.7 out of 10 to such services.² 95.8% of respondents were satisfied with the services³.

Figure 1 – Satisfaction mean scores (2016)

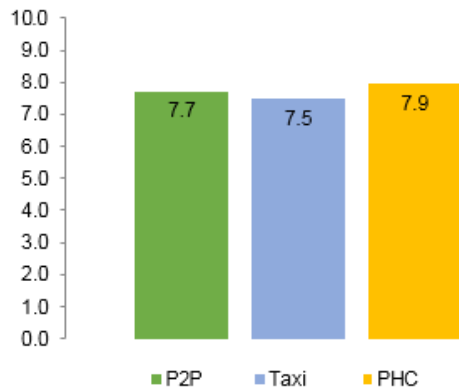
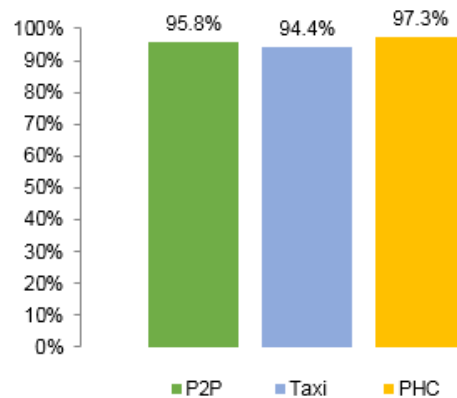


Figure 2 – Satisfaction % levels (2016)



2. The survey also revealed that out of all rides taken by respondents over a seven day period, about half were private hire car rides while the other half were taxi rides. As taxi ridership has only fallen marginally over the past few years⁴, this implies that the majority of the private hire car trips are likely to be catering to new or unmet demand.

3. Respondents were surveyed on eight key attributes of taxi services (namely Waiting Time, Ease of Booking, Information, Ride Comfort, Driver's Knowledge of Route, Service Provided by the Driver, Safety and Taxi Stand Accessibility). For private

¹ 1,526 taxi and private hire car services users were interviewed for the survey at various locations across Singapore.

² Respondents' satisfaction ratings for the service attributes were weighted by their respective importance ratings to obtain the derived satisfaction rating for private hire car and taxi services respectively. These were then weighted by the usage ratio of private hire cars and taxis to derive a single satisfaction rating for point-to-point transport services as a whole. Note that the derived satisfaction ratings for taxi services in this new survey are **not** comparable to the derived satisfaction ratings in the Taxi Customer Satisfaction Survey (2015), as the questions asked of the respondents are slightly different.

³ Satisfaction percentage levels are based on users whose overall satisfaction rating was 6 and above out of 10.

⁴ Taxi ridership has fallen marginally from 967,000 (average daily ridership) in 2013 to 954,000 (average daily ridership) in 2016.

hire car services, respondents were surveyed on the same attributes save Taxi Stand Accessibility, which is not applicable to private hire car services.

4. Users of both taxi and private hire car services placed the highest importance on three attributes - Driver's Knowledge of Route, Safety and Waiting Time. Taxi users were most satisfied with these same three attributes. Private hire car users were most satisfied with Driver's Knowledge of Route, Safety and Ease of Booking.

5. The stated satisfaction⁵ mean score for taxi services saw an improvement from 7.5 in 2015 to 7.6 in 2016. The percentage score is also higher at 93.6%, a significant 2 percentage point improvement. This reflects the taxi industry's efforts in improving their level of service to commuters. The stated satisfaction mean score for PHC services is 8.1, and the percentage score is 96.2%.

⁵ Respondents were asked (in a single question) to rate their satisfaction with their last trips on taxis from 1 - 10. A score of 6 or above is considered satisfactory.

Annex: Factsheet for PCSS 2016

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FACTSHEET FOR POINT-TO-POINT TRANSPORT SERVICES CUSTOMER SATISFACTION SURVEY 2016

1. The Public Transport Council (PTC) commissioned Nexus Link Pte Ltd to conduct the Point-to-point Transport Services Customer Satisfaction Survey (PCSS) 2016. This survey measures regular taxi and private hire car services users' satisfaction. It also aims to understand their expectations and identify areas for improvement.
2. A total of 1,526 taxi and private hire car services users aged 15 years and above were interviewed from 13 August to 28 August 2016 (1,004 on taxi trips and 522 on private hire car trips) at 30 locations⁶ in Singapore during both peak and off-peak periods as well as 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 private hire car, with 1 being "Not important at all/Very dissatisfied" and 10 being "Very important/Very satisfied".
 - a. Waiting Time
 - b. Ease of Booking
 - c. Information
 - d. Ride Comfort
 - e. Driver's Knowledge of Route
 - f. Customer Service Provided by the Driver
 - g. Safety of the Service
 - h. Taxi Stand Accessibility (for taxi trip only)
4. Respondents' satisfaction ratings for the eight (for taxi)/seven (for private hire car) service attributes were weighted by their respective importance ratings to obtain the overall mean satisfaction ratings for taxi and private hire car services. These were then weighted by the estimated usage proportion⁷ to derive a single satisfaction rating for point-to-point transport services as a whole.
5. Tables 1-4 show the importance of and satisfaction with the various service attributes of taxi and private hire car services:

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

⁷ The estimated usage proportion was obtained through a door-to-door interview survey of 1,503 Singapore residents aged 15 and above during 18 August to 1 September 2016.

Table 1 – Importance ratings for taxi service attributes

	Importance Rating (out of 10)	Importance (%)
Waiting Time	8.3*	94.6%*
Ease of Booking	8.2*	88.1%*
Information	7.6*	84.8%
Ride Comfort	7.8*	93.0%
Driver's Knowledge of Route	8.7	96.6%*
Service Provided by Driver	7.6	91.8%
Safety	8.7*	97.2%
Taxi Stand Accessibility	7.8	89.6%

Table 2 – Importance ratings for private hire car service attributes

	Importance Rating (out of 10)	Importance (%)
Waiting Time	8.7*	97.1%*
Ease of Booking	8.6*	96.0%*
Information	7.9*	88.5%
Ride Comfort	8.0*	93.8%
Driver's Knowledge of Route	8.7	94.4%*
Service Provided by Driver	7.7	92.6%
Safety	8.9*	96.9%

Table 3 – Satisfaction with taxi service attributes

	Satisfaction Rating (out of 10)	Satisfaction (%)
Waiting Time	7.3*	88.7%*
Ease of Booking	7.2*	86.4%*
Information	7.3*	88.2%*
Ride Comfort	7.3*	90.0%*
Driver's Knowledge of Route	7.7*	92.5%
Service Provided by Driver	7.2*	90.2%*
Safety	7.8*	92.5%*
Taxi Stand Accessibility	6.9	82.5%

Table 4 – Satisfaction with private hire car service attributes

	Satisfaction Rating (out of 10)	Satisfaction (%)
Waiting Time	7.9*	95.3%*
Ease of Booking	8.1*	96.4%*
Information	7.7*	93.8%*
Ride Comfort	7.8*	95.9%*
Driver's Knowledge of Route	8.0*	94.4%
Service Provided by Driver	7.6*	96.1%*
Safety	8.2*	95.7%*

** For Tables 1 to 4 - Difference between the satisfaction ratings and satisfaction percentage for taxi and private hire car are statistically significant at the 95% level*

6. Table 5 shows commuters' perception of whether the overall quality of taxi services has improved in the past year.

Table 5 – Perception of whether the overall quality of taxi services has improved from one year ago

How do you think the overall quality of taxi services has changed from one year ago?		
Better	Still the same	Worse
56%	41%	3%