

**FACT SHEET
POINT-TO-POINT TRANSPORT SERVICES
CUSTOMER SATISFACTION SURVEY 2021**

The Point-to-Point Transport Services Customer Satisfaction Survey (PCSS) measures users' satisfaction with regular taxi and private hire car (PHC) services, and aims to better understand customers' expectations as well as identify areas for improvement. Previously conducted through face-to-face interviews, the survey was moved online in 2020 due to the COVID-19 pandemic and safe management measures.

2. A total of 3,332 taxi and PHC users aged 15 years and above participated in the online survey from 19 August to 3 September 2021, comprising 2,509 who replied on taxi trips and 823 on private hire car trips.

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". Respondents who gave a score of '6' and above were deemed to be satisfied with that particular attribute. The key service attributes were as follows:

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

4. The respondents' satisfaction ratings for the service attributes were then 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 percentage of respondents who were satisfied with Point-to-Point (P2P) services, taxi services, and PHC services over the last three years.

Table 1 – Satisfaction levels with P2P, taxi, and PHC services (2019-2021)

Satisfaction levels with P2P, Taxi, and PHC Services (in percentage)			
	2019	2020	2021
P2P	99.3	96.8	97.5
Taxi	99.2	97.5	98.0
PHC	99.3	96.2	97.1

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 (%)	
	2020	2021	2020	2021
Waiting Time	8.4	8.2*	93.2	91.8*
Ease of Booking	8.6	8.6	95.4	95.1
Service Information	8.4	8.4	93.4	93.8
Ride Comfort	8.7	8.6	95.8	96.2
Driver's Knowledge of Route	8.6	8.7	94.6	95.6
Service Provided by Driver	8.3	8.1	93.8	93.9
Safety	8.8	8.8	95.2	96.7*
Taxi Stand Accessibility	8.3	8.1	95.9	90.7*
Overall Satisfaction	8.5	8.5	97.5	98.0

* 2020 – 2021 changes that are statistically significant at the 95% level

Table 3 – Satisfaction with PHC service attributes

PHC Service Attributes	Satisfaction (Mean Score)		Satisfied (%)	
	2020	2021	2020	2021
Waiting Time	7.8	7.6	87.8	88.3
Ease of Booking	8.4	8.5	94.7	95.9
Service Information	8.2	8.2	91.4	91.6
Ride Comfort	8.3	8.3	95.1	95.3
Driver's Knowledge of Route	8.3	8.4	92.0	94.7*
Service Provided by Driver	8.0	7.8	91.8	93.8
Safety	8.6	8.6	95.3	96.1
Overall Satisfaction	8.3	8.3	96.2	97.1

* 2020 – 2021 changes that are statistically significant at the 95% level

Table 4 – Importance ratings for taxi service attributes

Taxi Service Attributes	Importance (Mean Score)		Importance (%)	
	2020	2021	2020	2021
Waiting Time	9.0	8.7*	96.0	95.1
Ease of Booking	9.2	9.1	97.5	97.5
Service Information	8.7	8.7	93.9	95.2*
Ride Comfort	9.1	8.8*	98.2	97.1*
Driver's Knowledge of Route	8.9	8.9	96.1	96.7
Service Provided by Driver	8.2	8.0*	93.7	92.8
Safety	9.5	9.3*	98.5	98.2
Taxi Stand Accessibility	8.0	8.2	89.8	90.0

* 2020 – 2021 changes that are statistically significant at the 95% level

Table 5 – Importance ratings for PHC service attributes

PHC Service Attributes	Importance (Mean Score)		Importance (%)	
	2020	2021	2020	2021
Waiting Time	9.0	8.5*	95.3	94.7
Ease of Booking	9.1	9.0	96.9	97.6
Service Information	8.8	8.7	94.7	95.0
Ride Comfort	8.9	8.6*	97.0	96.5
Driver's Knowledge of Route	8.5	8.7	92.1	95.6*
Service Provided by Driver	7.9	7.8	91.0	92.7
Safety	9.3	9.2	97.5	97.7

* 2020 – 2021 changes that are statistically significant at the 95% level