

FACT SHEET

**POINT-TO-POINT TRANSPORT SERVICES
CUSTOMER SATISFACTION SURVEY 2022**

The Point-to-Point Transport Services Customer Satisfaction Survey 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.

2. The survey was carried out from 3 to 14 October 2022 with 2,701 taxi and PHC services users aged 15 years and above, comprising 1,590 who replied on taxi trips and 1,111 on private hire car trips. Survey respondents were those who take taxi/PHC three times or more in a typical week and had used the P2P services on the same day of survey completion. The survey was conducted by Consulting Group – Asia Insight Pte Ltd, an independent market research consultant.

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 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 mean scores of respondents who were satisfied with Point-to-Point (P2P) services in general, taxi services, and PHC services over the last 3 years.

Table 1 –Satisfaction levels with P2P, taxi, and PHC services (2020-2022)

| Mean Satisfaction with Point-to-Point, taxi and PHC services | | | |
|--|------|------|------|
| | 2020 | 2021 | 2022 |
| P2P | 8.4 | 8.4 | 8.0* |
| Taxi | 8.5 | 8.5 | 8.1* |
| PHC | 8.3 | 8.3 | 7.9* |

* 2021-2022 changes that are statistically significant at the 95% level

6. Table 2 shows the percentage of respondents who were satisfied with Point-to-Point (P2P) services in general, taxi services, and PHC services over the last 3 years.

Table 2 – Satisfaction levels with P2P, taxi, and PHC services (2020-2022)

| Satisfaction levels with Point-to-Point, taxi and PHC services (in percentage) | | | |
|--|------|------|-------|
| | 2020 | 2021 | 2022 |
| P2P | 96.8 | 97.5 | 95.2* |
| Taxi | 97.5 | 98.0 | 95.6* |
| PHC | 96.2 | 97.1 | 94.9* |

* 2021-2022 changes that are statistically significant at the 95% level

7. Tables 3 and 4 show the satisfaction with the various attributes of taxi and PHC services.

Table 3 – Mean satisfaction score and percentage of commuters satisfied with taxi service attributes

| Taxi Service Attributes | Satisfaction (Mean Score) | | Satisfied (%) | |
|-----------------------------|---------------------------|-------------|---------------|--------------|
| | 2021 | 2022 | 2021 | 2022 |
| Waiting Time | 8.2 | 7.1* | 91.8 | 78.2* |
| Ease of Booking | 8.6 | 7.8* | 95.1 | 87.4* |
| Service Information | 8.4 | 8.0* | 93.8 | 89.2* |
| Ride Comfort | 8.6 | 8.3* | 96.2 | 94.5* |
| Driver's Knowledge of Route | 8.7 | 8.5* | 95.6 | 94.8 |
| Service Provided by Driver | 8.1 | 7.9* | 93.9 | 93.9 |
| Safety | 8.8 | 8.7* | 96.7 | 96.0 |
| Taxi Stand Accessibility | 8.1 | 7.6 | 90.7 | 92.3 |
| Overall Satisfaction | 8.5 | 8.1* | 98.0 | 95.6* |

* 2021-2022 changes that are statistically significant at the 95% level

Table 4 – Mean satisfaction score and percentage of commuters satisfied with PHC service attributes

| PHC Service Attributes | Satisfaction (Mean Score) | | Satisfied (%) | |
|-----------------------------|---------------------------|-------------|---------------|--------------|
| | 2021 | 2022 | 2021 | 2022 |
| Waiting Time | 7.6 | 6.9* | 88.3 | 75.2* |
| Ease of Booking | 8.5 | 8.0* | 95.9 | 91.5* |
| Service Information | 8.2 | 7.8* | 91.6 | 86.8* |
| Ride Comfort | 8.3 | 8.1 | 95.3 | 93.4 |
| Driver's Knowledge of Route | 8.4 | 8.2 | 94.7 | 92.8 |
| Service Provided by Driver | 7.8 | 7.7 | 93.8 | 92.5 |
| Safety | 8.6 | 8.5 | 96.1 | 94.5 |
| Overall Satisfaction | 8.3 | 7.9* | 97.1 | 94.9* |

* 2021-2022 changes that are statistically significant at the 95% level

8. Table 5 shows the three most important service attributes for respondents for P2P services in general, taxi services, and PHC services.

Table 5 – Top three most important service attributes

| Mode | Most Important Service Attributes | |
|-------------|---|---|
| | 2021 | 2022 |
| P2P | <ol style="list-style-type: none"> 1. Safety 2. Ease of Booking 3. Driver’s knowledge of Route | <ol style="list-style-type: none"> 1. Safety 2. Ease of Booking 3. Service Information |
| Taxi | <ol style="list-style-type: none"> 1. Safety 2. Ease of Booking 3. Driver’s Knowledge of Route | <ol style="list-style-type: none"> 1. Safety 2. Ease of Booking 3. Driver’s Knowledge of Route |
| PHC | <ol style="list-style-type: none"> 1. Safety 2. Ease of Booking 3. Service Information | <ol style="list-style-type: none"> 1. Safety 2. Ease of Booking 3. Service Information |