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News Release

Commuter satisfaction improves by 2.8 percentage points for Taxi and Private Hire Car Services

Commuter satisfaction with taxi and private hire car services increased by 2.8 percentage points last year. Results from the Point-to-point Transport Services Customer Satisfaction Survey (PCSS) 2017 indicated that 98.6% of respondents¹ rated 6 and above out of 10 for taxi and private hire car services². On the respective service attributes, respondents also upped the satisfaction mean score from 7.7 to 8.1 out of 10.

2 Taxi services registered an encouraging 4.1 percentage points improvement, with the percentage of satisfied users improving from 94.4% in 2016 to 98.5% in 2017. The satisfaction mean score also inched up from 7.5 to 7.9. This reflects the continuous efforts by the taxi industry to respond to market changes.

3 Similarly, the percentage of satisfied users for private hire car services moved up by 1.4 percentage points, from 97.3% to 98.7%. The satisfaction mean score also made a corresponding increase from 7.9 to 8.2.

Figure 1 – Satisfaction mean scores

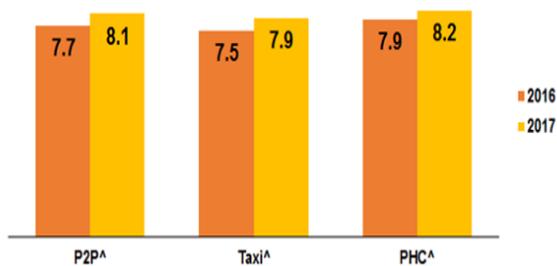
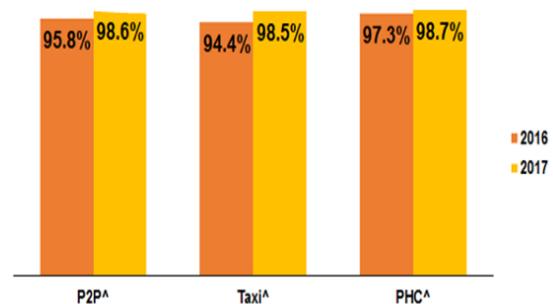


Figure 2 – Satisfaction % levels



4 Respondents were also surveyed on the 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 The PCSS was conducted from 16 August – 2 September 2017 involving 1,500 respondents.

² Satisfaction percentage levels are based on users whose overall satisfaction rating was 6 and above out of 10.

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

5 Taxi users were most satisfied with the three attributes of safety, driver's knowledge of route and service information, while private hire car users were most satisfied with ease of booking, safety and service information. Taxi users placed the highest importance on safety, driver's knowledge of route and waiting time, while private hire car users placed the highest importance on safety, waiting time and ease of booking. The survey also showed that the numerous discounts by private hire cars was the most likely reason why respondents would prefer taking private hire cars, instead of buses and the MRT.

6 As part of the PCSS, PTC also conducted a separate door-to-door survey, which revealed that the percentage of respondents who took a point-to-point ride in the past 7 days almost doubled from 29.6% in 2016 to 41.4% last year. Respondents who took point-to-point rides in the past 7 days showed a greater propensity to take private hire cars, supported by the significant 20.5% jump from 50% in 2016 to 70.5% in 2017. Meanwhile, the number of taxi rides dipped from 50% to 29.5% last year. This could have been due to lower taxi ridership³ and the availability of more private hire car services.

Annex: Factsheet for PCSS 2017

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³ Taxi ridership has fallen from 954,000 (average daily ridership) in 2016 to 785,000 (average daily ridership) in 2017.

ANNEX

FACTSHEET FOR POINT-TO-POINT TRANSPORT SERVICES CUSTOMER SATISFACTION SURVEY 2017

1. The Public Transport Council (PTC) commissioned Nexus Link Pte Ltd to conduct the Point-to-point Transport Services Customer Satisfaction Survey (PCSS) 2017. 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 1,500 taxi and private hire car services users aged 15 years and above were interviewed from 16 August to 2 September 2017 (527 on taxi trips and 973 on private hire car trips) at 30 locations⁴ 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 private hire car, with 1 being “Not important at all/Very dissatisfied” and 10 being “Very important/Very satisfied”. The key service attributes are as below:
 - 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 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. These were then weighted by the estimated usage

⁴ 30 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 (Chua 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 Mall; Tampines One; Tanjong Katong Complex; The Cathay; Vivocity; Waterway Point; WestGate ; Wisma Atria.

proportion⁵ 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:

Table 1 – Importance ratings for taxi service attributes

	Importance Rating (out of 10)	Importance (%)
Waiting Time	8.6*	96.0%*
Ease of Booking	8.5*	98.1%
Service Information	8.5*	96.6%
Ride Comfort	8.4*	97.2%
Driver's Knowledge of Routes	8.7*	96.4%*
Service Provided by Driver	8.4	98.1%
Safety	9.0*	99.1%
Taxi Stand Accessibility	8.0	96.2%

Table 2 – Importance ratings for private hire car service attributes

	Importance Rating (out of 10)	Importance (%)
Waiting Time	9.0*	98.7%*
Ease of Booking	8.9*	98.7%
Service Information	8.8*	97.9%
Ride Comfort	8.6*	97.9%
Driver's Knowledge of Route	8.9*	98.3%*
Service Provided by Driver	8.5	98.3%
Safety	9.2*	99.3%

Table 3 – Satisfaction with taxi service attributes

	Satisfaction Rating (out of 10)	Satisfaction (%)
Waiting Time	7.8*	92.4%*

⁵ The estimated usage proportion was obtained through a door-to-door interview survey of 1,503 Singapore residents aged 15 and above during 28 July to 13 August 2017.

Ease of Booking	7.8*	91.7%*
Service Information	7.9*	94.9%
Ride Comfort	7.9*	95.3%
Driver's Knowledge of Route	8.0*	95.6%
Service Provided by Driver	7.8*	96.8%
Safety	8.1*	97.3%
Taxi Stand Accessibility	7.7	96.2%

Table 4 – Satisfaction with private hire car service attributes

	Satisfaction Rating (out of 10)	Satisfaction (%)
Waiting Time	8.1*	95.4%*
Ease of Booking	8.4*	97.7%*
Information	8.2*	94.9%
Ride Comfort	8.2*	96.0%
Driver's Knowledge of Route	8.1*	95.2%
Service Provided by Driver	8.0*	96.8%
Safety	8.3*	97.8%

** 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
35.5%	59.5%	4.9%