City of Houston
Taxi Customer Satisfaction Survey

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Project overview

• Delivered as a part of wider taxicab study
• Public Intercept surveys undertaken on street using tablet computers
• On-line survey also used*
• Used ‘last trip’ approach to identify wide range of taxi use experiences
• Cross section of demographics, including car and non-car users.

* On-line survey revealed atypical demographics and ‘at-risk’ data
Intercept and On-Line Respondent Income

![Graph showing income distribution by method of response.](image-url)
Intercept and On-Line Respondent - Race

Intercept

On-Line
Methodology

• The survey was designed to provide a snap-shot review of public attitudes to taxi use, focused on quality metrics
• Last Trip Question design
• Allows interpretation of results by trip type / trip origin
• Allows comparison of ‘intending new entrant’ user vs incumbent user
Engagement Method

Intercept

On-Line
Frequency of taxi use

Intercept

On-Line
Use by trip Origin

Intercept

On-Line
App Use

Intercept

On-Line
Review of respondents

Intercept Survey
- Wide user demographics
- Most Income groups (fewer high income)
- Mixed trip origins, 40% residential
- Mixed engagement, 45% called taxi company
- Frequent users of taxis (Daily / Weekly)

On Line Responses
- High and very high income respondents
- Bias toward single culture
- Bar / Nightclub primary use
- Still reporting high taxi company use
- less frequent use (monthly)
Outputs - Service Quality
Satisfaction Level

Satisfaction Level
Intercept
On-Line
Satisfaction by income and trip purpose
Expectation - Reasonable Waiting Times
Travel weekend nighttime

Intercept

On-Line
Expectation - Reasonable Waiting Times
Travel weekday middle of day
Outputs - Perceived waiting times

Intercept

On-Line
Review of Service Quality - waiting times

- Satisfaction level high amongst intercept respondents. Highest levels of satisfaction amongst passengers connecting to/from train or bus.
- Lowest level of satisfaction when traveling from a residential address.
- Reasonable waiting time expectations MUCH more critical amongst on-line respondents.
- Perceived delivery time WORSE amongst on-line respondents.
Outputs - Vehicle Quality
Satisfaction Level / trip origin

Intercept
Outputs - Vehicle Quality
Satisfaction Level / Income Level

![Graph showing vehicle quality satisfaction level vs income level. The graph has bars for different income brackets: up to $19,999, $20,000 up to $39,999, $40,000 up to $59,999, $60,000 up to $99,999, $100,000 up to $149,999, and $150,000 and over. The highest satisfaction level is for the income bracket $150,000 and over.]

Intercept
Outputs - Vehicle Quality

Intercept

On-Line
Outputs - Driver Service
Satisfaction Level / Trip Origin
Outputs - Driver Service
Satisfaction Level / Income Level

Intercept
Review of Vehicle and Driver Standards

- Vehicle quality generally felt to be very satisfactory / good
- **Lowest** Intercept vehicle rating (77%) from residential users
- No noticeable deviation by income groups **except** in highest income group who considered vehicle quality to be higher

- Driver Service generally felt to be very satisfactory / good
- **Lower** driver service scores from Residential and airport origins
- Some variation by income but no bias at either end of income range
Reasons for NOT using taxis

- Incorrect routes taken
- Lack of driver communication
- Poor vehicle appearance
- Don’t like taxis
- Poor customer service
- Safety concerns
- Fares too high
- Bad driver attitude
- Not showing up
- Booking problems
- Not available / long delay
- Not environmentally friendly
- Not needed

Intercept
Reasons for NOT using taxis

- Afraid vehicle won't show
- Haven't needed
- Prefer Transit
- Price too high
- Prefer private car

On-Line
Overview, why NOT use taxis

Intercept Respondents
- Main reason against using taxis, not needed
- Negative Reasons in decreasing order - Fares too high, Not showing up, Safety Concerns

On-line Respondents
- Main reason against using taxis, Prefer private car
- Negative Reasons in decreasing order - Not showing up, Price too high
Key Take Aways

- Distinct split in market between traditional taxi users and potential new entrant users
- Taxi Market spread evenly across most demographics
- Taxi Market spread evenly across most trip origins
- Issue in service to residential neighborhoods, reflects focused supply
- New Entrant market focused on high income users
- On-line responses limited to specific cultural demographic
- On-line responses focused on bar/night club traffic
- Need to understand transfer points and choices between traditional and new modes
- Need to enhance service in some residential areas