City of Houston
Taxi Customer Satisfaction Survey

Dr. James M. Cooper
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

![Bar chart showing income distribution for Intercept and On-Line respondents.](chart.png)
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
Trip Origin

Intercept

On-Line
Engagement Method

Intercept

On-Line
Frequency of taxi use

![Graph showing frequency of taxi use](Intercept)

![Graph showing frequency of taxi use](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

Intercept
Expectation - Reasonable Waiting Times
Travel weekend nighttime

Intercept

On-Line
Expectation - Reasonable Waiting Times
Travel weekday middle of day

Intercept

On-Line
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

Intercept
Outputs - Vehicle Quality

Intercept

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

[Bar chart showing satisfaction levels for different trip origins]

Intercept
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
- Poor vehicle appearance
- Don’t like taxis
- Poor customer service
- Safety concerns
- Fares too high
- Bad driver attitude
- Not showing up
- Booking problems
- Not environmentally friendly
- Not avail / long delay
- Not needed
Reasons for NOT using taxis

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