

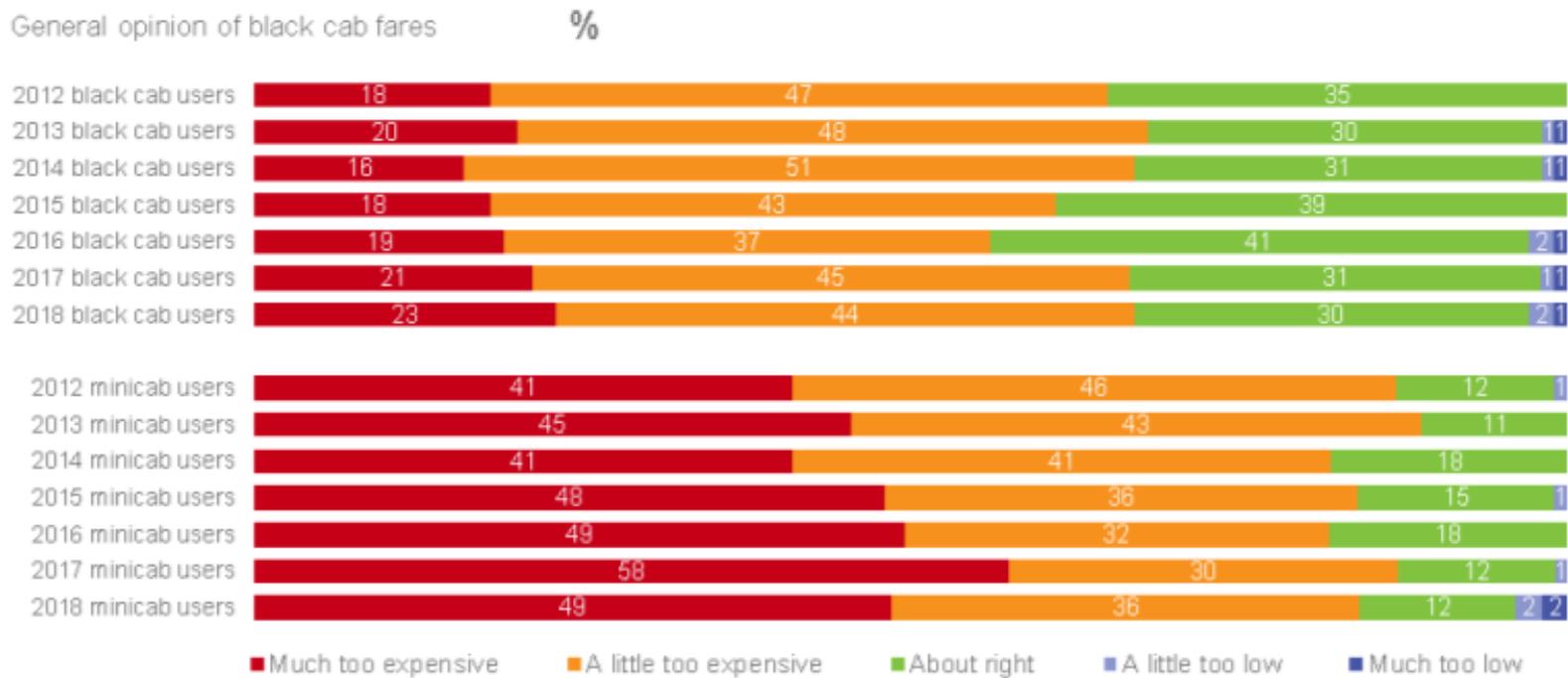
Taxi users and drivers' views on taxi fares

MAYOR OF LONDON



Taxi users' views on taxi fares

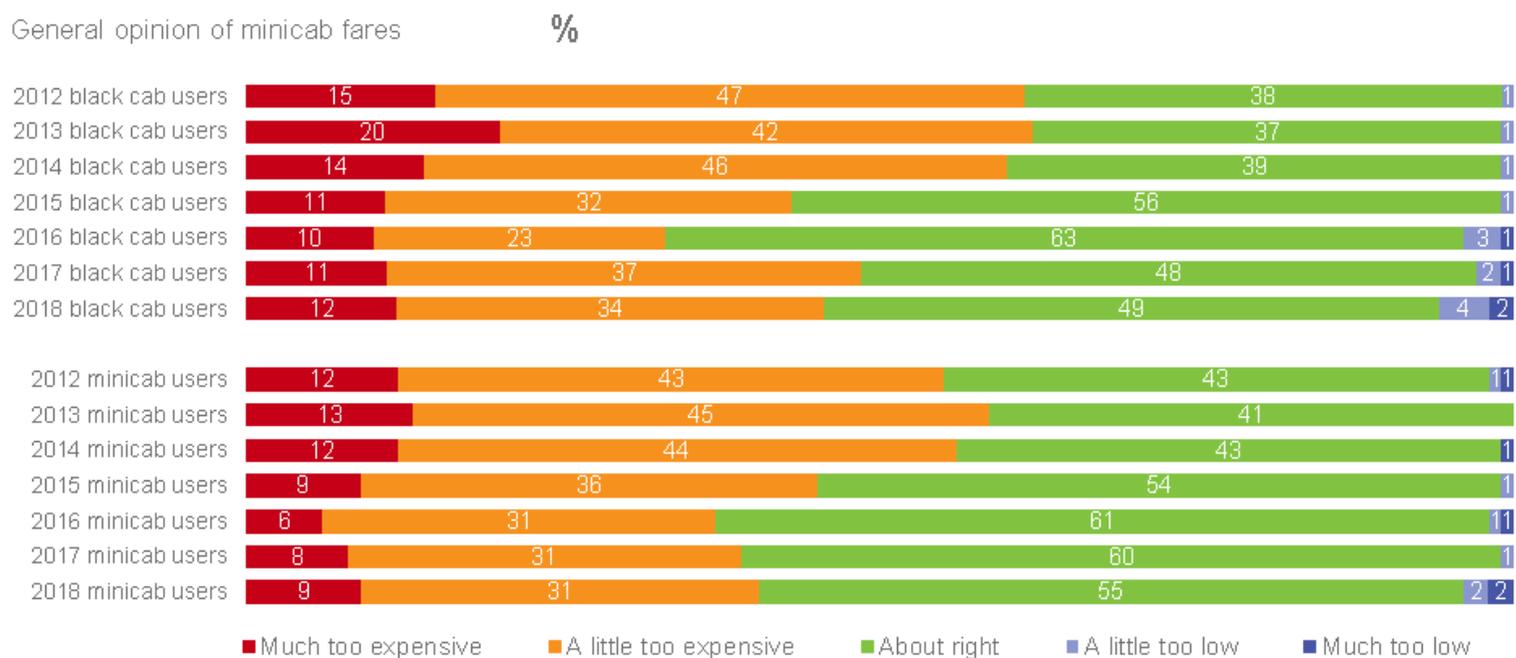
As part of the 2018/19 Black Cab and Minicab User Customer Satisfaction Survey (CSS) taxi and minicab users were asked for their opinion of taxi fares¹. The results are shown below along with those from previous years.



¹ Black Cabs and Minicabs CSS, TNS, 2018/19

Just over two thirds (67 per cent) of taxi users felt that taxi fares were too expensive, with 85 per cent of minicab users feeling that taxi fares were too expensive.

Taxi and minicab users were also asked for their opinion of minicab fares and these are shown below.



Just under half (49 per cent) of taxi users thought that minicab fares were about right, with 46 per cent saying they were too expensive.

As part of the CSS taxi users were also asked to rate their satisfaction with a number of different aspects of their taxi journey. This includes value for money and the results are shown below. Whilst satisfaction with value for money increased in 2018 it remains lower than the other measures.

| | Londoners + non-Londoners | | | | | | Londoners only | | |
|--|---------------------------|------|------|------|------|------|----------------|------|------|
| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2016 | 2017 | 2018 |
| Vehicle Average | 86 | 88 | 86 | 86 | 85 | 85 | 82 | 82 | 82 |
| State of repair of the vehicle | 86 | 88 | 86 | 86 | 86 | 85 | 82 | 82 | 82 |
| Ease of getting in and out of the vehicle | 86 | 88 | 86 | 86 | 85 | 85 | 82 | 81 | 82 |
| Vehicle interior cleanliness | 86 | 88 | 86 | 86 | 85 | 86 | 82 | 82 | 82 |
| Comfort inside the vehicle | 85 | 88 | 86 | 85 | 85 | 85 | 82 | 82 | 81 |
| Driver Average | 86 | 87 | 85 | 85 | 84 | 85 | 81 | 81 | 82 |
| Overall appearance and hygiene of the driver | 85 | 87 | 86 | 85 | 84 | 85 | 81 | 81 | 82 |
| Standard of driving | 86 | 87 | 86 | 85 | 85 | 85 | 82 | 82 | 82 |
| The driver was approachable and helpful | - | - | 85 | 85 | 84 | 85 | 82 | 81 | 81 |
| The driver was professional and gave me confidence | - | - | 86 | 85 | 84 | 85 | 81 | 81 | 82 |
| The driver taking the best route for that journey | - | - | 85 | 84 | 84 | 84 | 81 | 80 | 81 |
| The smoothness and comfort of the ride | - | - | 85 | 84 | 83 | 84 | 80 | 82 | 82 |
| Personal Safety | 88 | 89 | 88 | 87 | 87 | 87 | 84 | 82 | 83 |
| Time to complete journey | 83 | 85 | 83 | 83 | 82 | 83 | 80 | 81 | 81 |
| Ease of making journey | 86 | 88 | 86 | 85 | 85 | 85 | 82 | 82 | 82 |
| Value for Money | 73 | 75 | 75 | 76 | 76 | 77 | 76 | 76 | 79 |

▲▼ = significant increase/decrease year on year

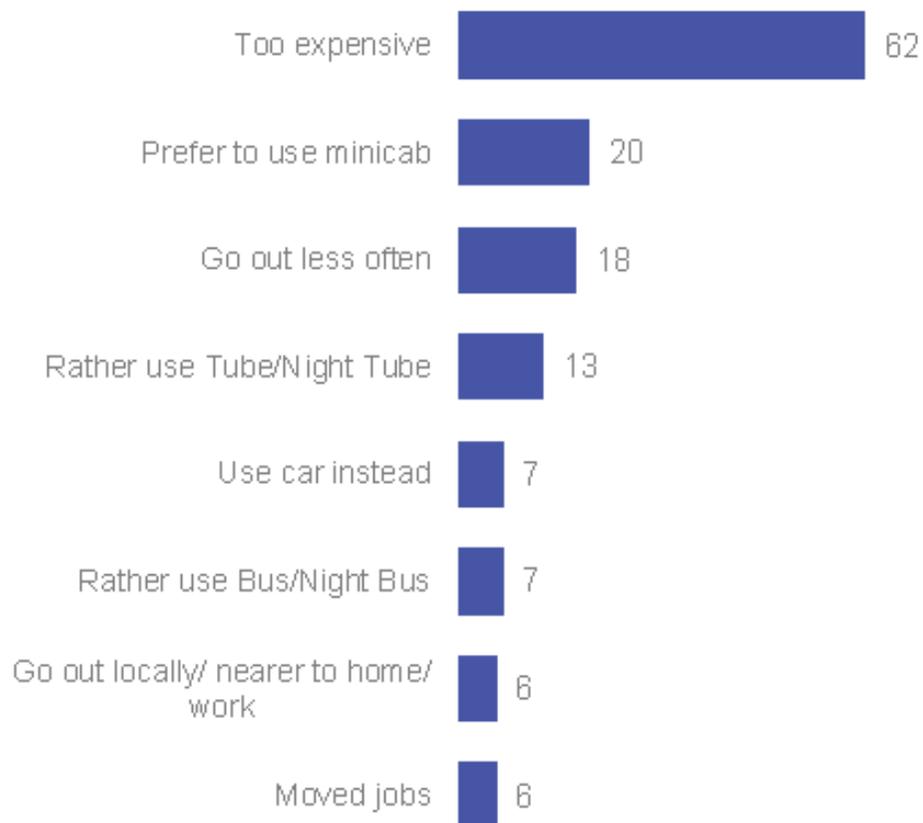
Minicab users were asked to rate their satisfaction with a number of different aspects of their minicab journey. This also includes value for money and the results are shown below.

| | Londoners + non-Londoners | | | | | | Londoners only | | |
|---|---------------------------|------|------|------|------|------|----------------|------|------|
| | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2016 | 2017 | 2018 |
| Vehicle Average | 81 | 83 | 83 | 84 | 84 | 85 | 84 | 85 | 84 |
| State of repair of the vehicle | 81 | 83 | 84 | 83 | 84 | 85 | 84 | 85 | 85 |
| Ease of getting in and out of the vehicle | 83 | 83 | 85 | 85 | 85 | 86 | 85 | 86 | 85 |
| Vehicle interior cleanliness | 81 | 82 | 83 | 83 | 83 | 84 | 83 | 85 | 84 |
| Comfort inside the vehicle | 81 | 82 | 83 | 84 | 83 | 84 | 83 | 84 | 83 |
| Driver Average | 80 | 81 | 82 | 81 | 81 | 83 | 82 | 83 | 83 |
| Overall appearance and hygiene of the driver | 79 | 81 | 81 | 82 | 82 | 83 | 82 | 84 | 83 |
| Standard of driving | 79 | 81 | 82 | 82 | 82 | 83 | 82 | 82 | 83 |
| The driver was approachable and helpful | - | - | 82 | 81 | 81 | 83 | 82 | 84 | 83 |
| Driver professional and gave me confidence | - | - | 81 | 80 | 80 | 83 | 82 | 83 | 83 |
| The driver taking the best route for that journey | - | - | 82 | 81 | 81 | 83 | 82 | 83 | 82 |
| The smoothness and comfort of the ride | - | - | 82 | 82 | 83 | 83 | 82 | 84 | 83 |
| Personal Safety | 82 | 82 | 84 | 83 | 83 | 85 | 84 | 85 | 84 |
| Time to complete journey | 81 | 82 | 83 | 82 | 82 | 83 | 83 | 84 | 82 |
| Ease of making journey | 81 | 83 | 84 | 84 | 83 | 85 | 84 | 86 | 85 |
| Value for Money | 72 | 76 | 78 | 78 | 80 | 82 | 81 | 82 | 80 |

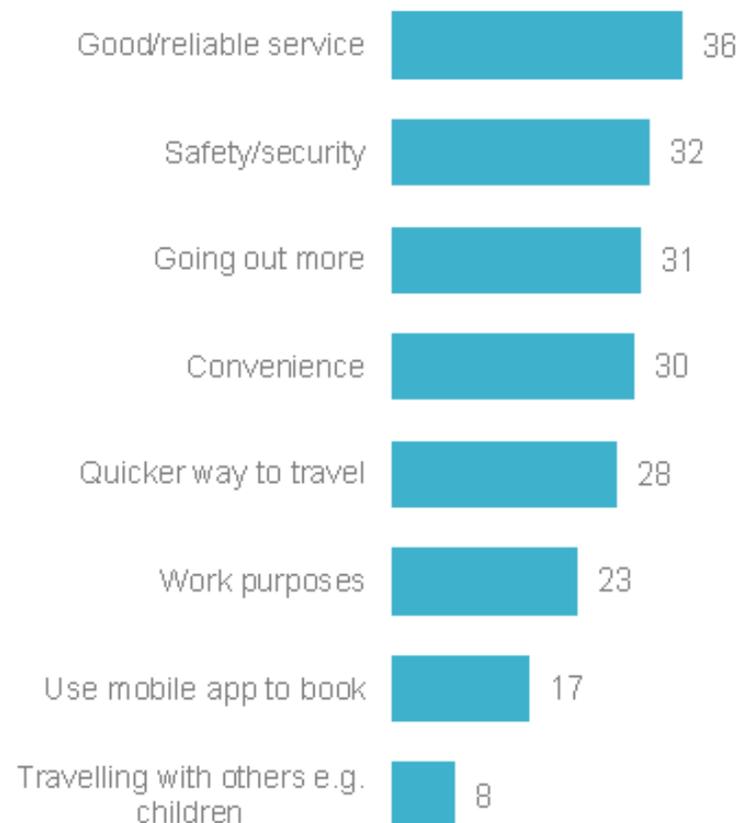
▲ ▼ = significant increase/decrease year on year

In the CSS taxi users were asked if they have used taxis more or less often than 12 months ago and the reasons for any change. The top eight reasons are shown below. Sixty-two per cent of respondents who were using taxis less than 12 months ago gave taxis being too expensive as a reason. Twenty per cent said that they preferred to use a minicab.

Reasons for using black cabs **less** often than 12 months ago – Top 8 %

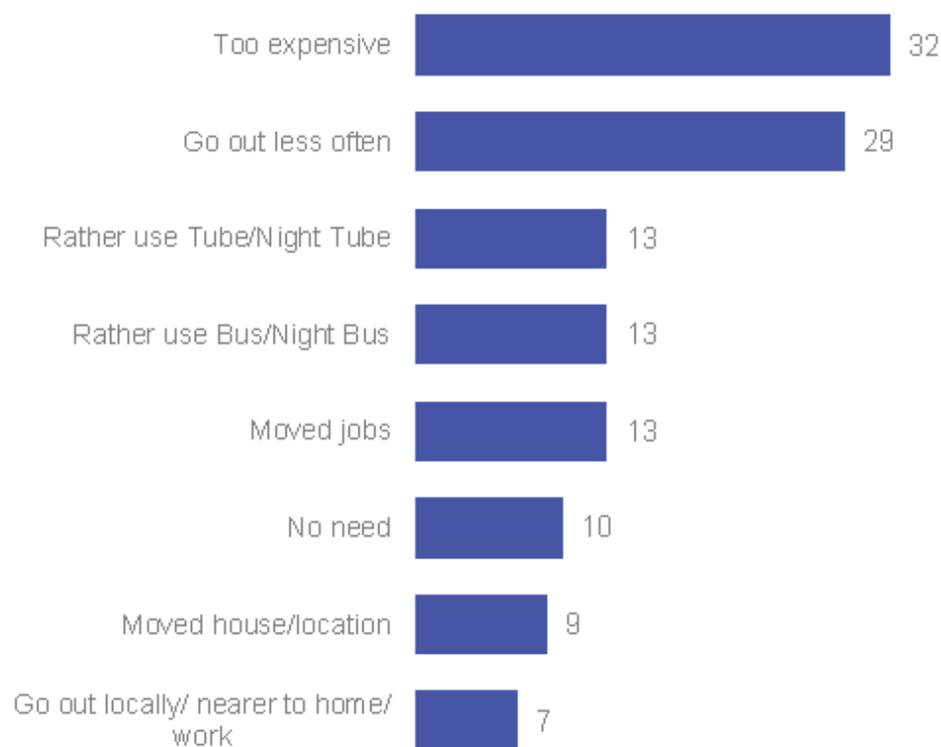


Reasons for using black cabs **more** often than 12 months ago – Top 8 %

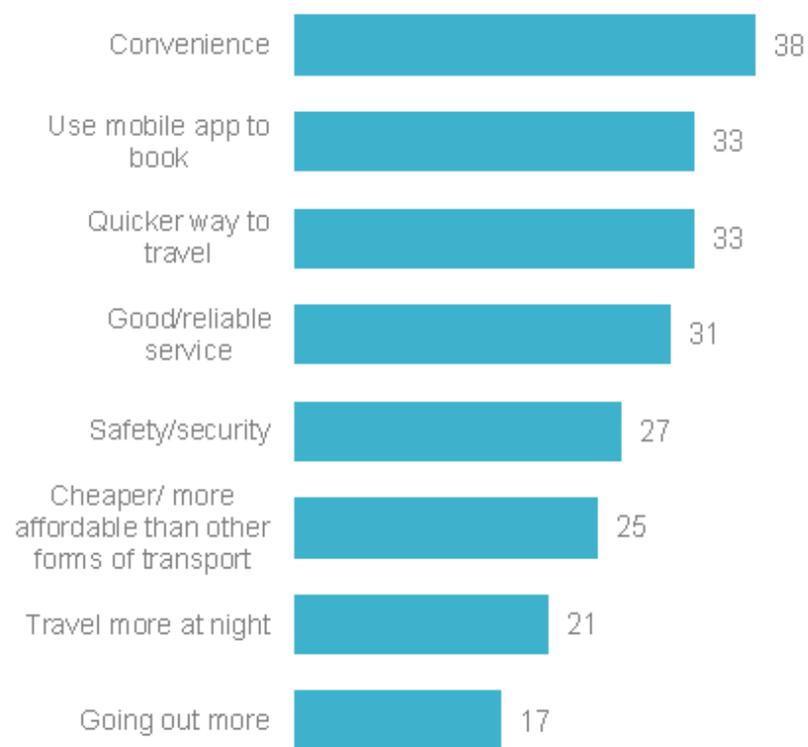


Minicab users were also asked if they have used minicabs more or less often than 12 months ago and the reasons for any change. The top eight reasons are shown below. Thirty-two per cent of respondents who were using minicabs less than 12 months ago gave minicabs being too expensive as a reason. However, 25 per cent of users who said that they were using minicabs more than 12 months ago gave minicabs being cheaper/more affordable than other forms of transport as a reason.

Reasons for using booked minicabs **less** often than 12 months ago – Top 8 %



Reasons for using booked minicabs **more** often than 12 months ago – Top 8 %

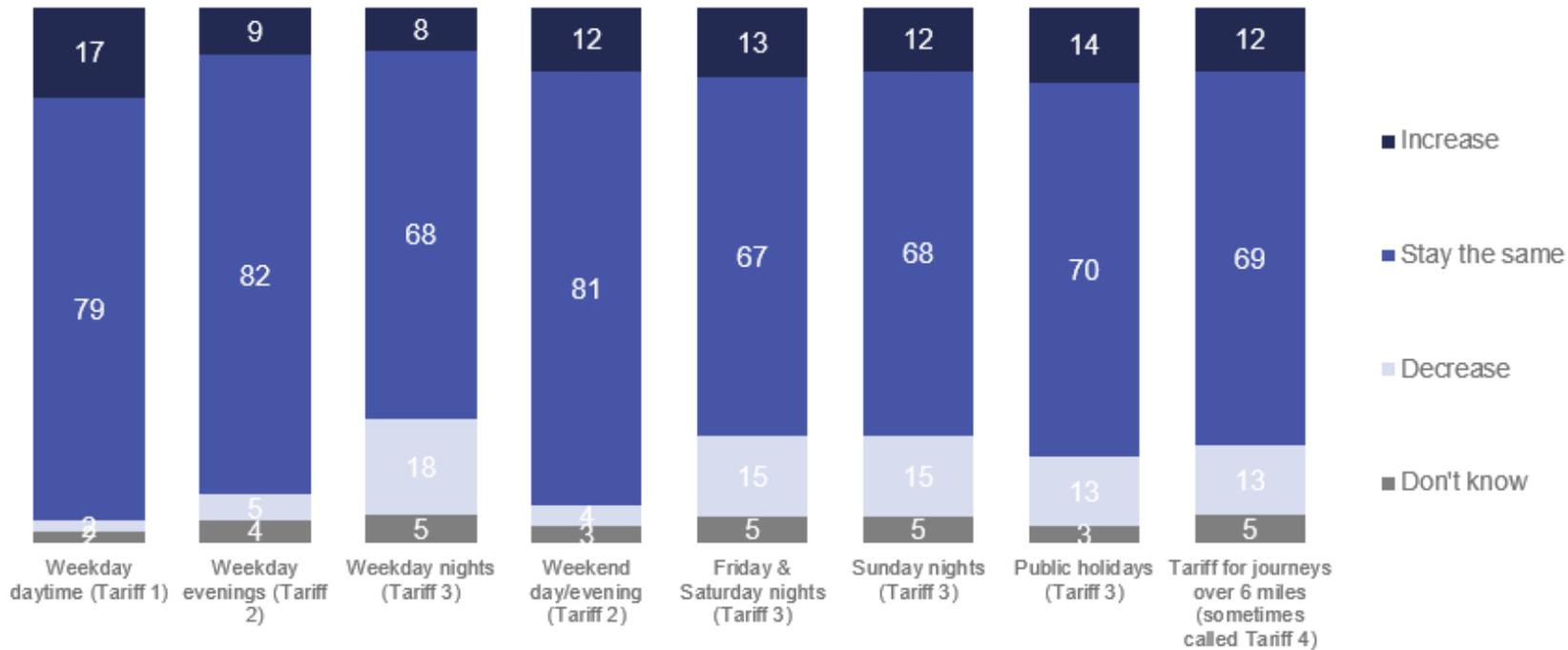


Taxi drivers' views on taxi fares

As part of the 2018/19 Taxi and Private Hire Licensee Customer Satisfaction Survey (CSS) taxi drivers were asked for their opinion of taxi fares and tariffs².

The majority (78 per cent) said that in general taxi fares were about right, with 12 per cent saying they were too high and nine per cent saying they were too low. Across all of the different tariff rates the majority of taxi drivers said that these should remain the same rather than being increased or decreased.

Opinion on tariffs



² Taxi and Private Hire Licensee Customer Satisfaction Survey (CSS), TNS, 2018/19

Taxi drivers were also asked about the minimum fare and extra charges.

Opinion on tariffs

