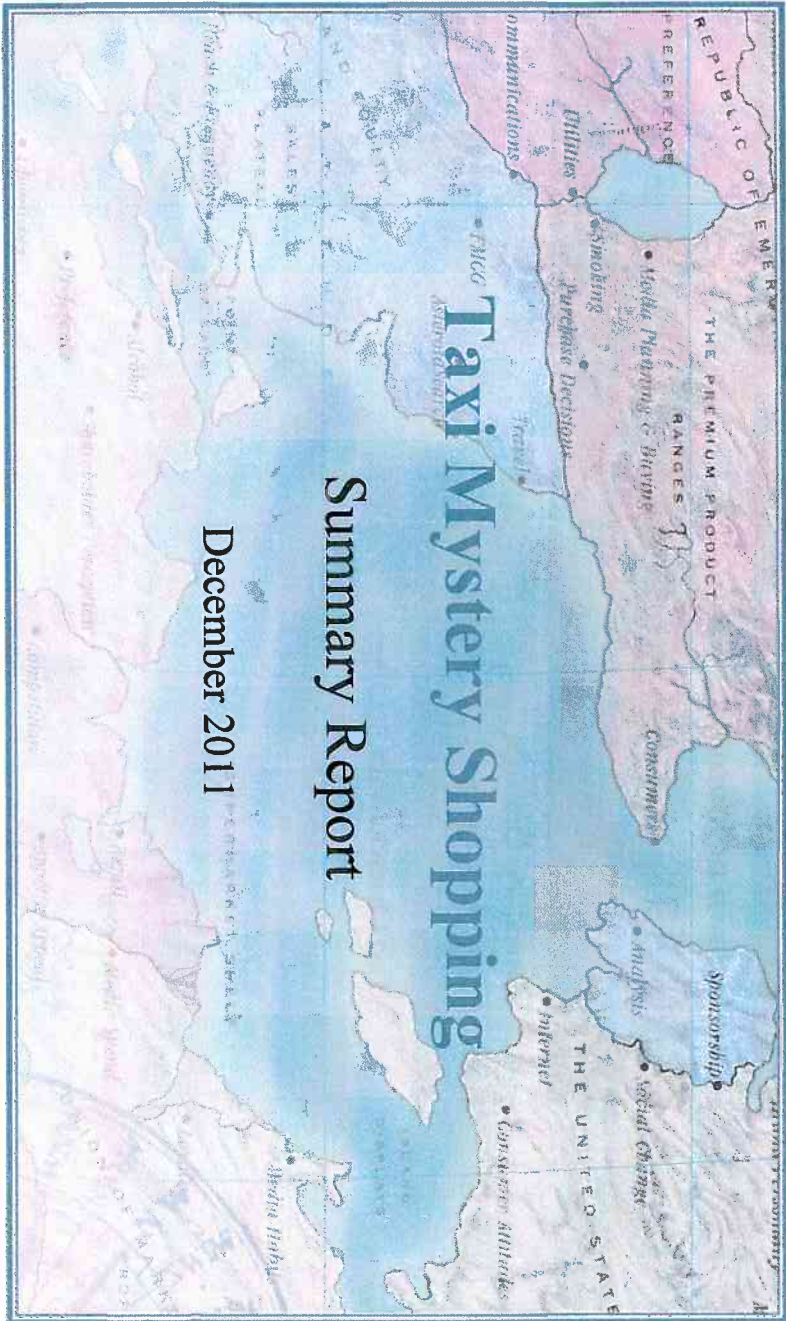


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## Background

Taxi services are an integral part of Queensland's public transport network. There were 82 million passenger journeys taken in Queensland taxis in 2010, making taxi travel one of the most frequently used public transport services in Queensland.

The Department of Transport and Main Roads acts as a regulator for the taxi industry. The Department's Queensland Taxi Strategic Plan 2010-2015 (TSP) aims to address standards in the Queensland taxi system.

The aims of the TSP are to ensure that the Queensland taxi system is *Safe, Reliable, Accountable, Customer Focused, Commercially Viable and Green*. This research focuses on the safety, reliability and customer focus of Queensland taxis.

## Research Objectives

This research aims to assess the customer service performance of the QLD taxi industry. The data presented in this report provides valuable insight into the effectiveness of actions implemented as part of the TSP. The use of Key Performance Indicators (KPIs) provides baseline measures to allow the Department to easily track changes in the performance of the taxi industry over time.

## Introduction

1265 mystery shops were conducted overall across Brisbane, Ipswich, Redcliffe, Gold Coast, Sunshine Coast, Toowoomba, Mackay, Townsville, Cairns and Rockhampton. 68 of these mystery shops were conducted by mystery shoppers with disability (QDN members).

REGION	Quota Set	Sample Obtained
Brisbane	200	262
Ipswich	100	102
Redcliffe	100	95
Gold Coast	176	162
Sunshine Coast	126	140
Toowoomba	100	100
Mackay	75	87
Townsville	125	111
Cairns	125	123
Rockhampton	75	83
<b>Total Sample</b>	<b>1202</b>	<b>1265</b>

Mystery shopping quotas were based on the number of taxis licensed in each taxi service area and on obtaining a sufficient sample size in each area to provide statistically reliable results. Because of uncertainty in the number of mystery shops conducted by people with disability that would be achieved in each area, some quotas were exceeded, while others were not met (albeit by only a small number of shops in each).

## BREAKDOWN OF JOURNEYS

- Mystery shops were conducted by people with disability (QDN members) in Brisbane (29 trips), Sunshine Coast (11 trips), Toowoomba (5 trips), Mackay (7 trips) and Cairns (16 trips).
- 50% of journeys were evaluated with shoppers posing as locals using the taxi for recreational or everyday use; 18% were evaluated as a local business person; 18% as a recreational visitor; and 12% as a business visitor.
- The road conditions were normal for 70% of the journeys evaluated; low traffic for 21%; high traffic for 7%; and wet/raining for 2% of journeys.
- A spread of various origin and destination points were included in the project. The most common origins assessed were from home (25%), shop (22%) and venue (15%). Home (24%), shop (19%) and venue (14%) were also the most frequently visited destinations.
- Journeys were spread across the days of the week with 75% of trips taken on weekdays, and 25% on weekends.
- Starting time of the trip was distributed across all time frames, with the majority of trips taken between 7 am and 11 pm (83%).
- Overall 64% of trips were booked (51% for immediate pick-up; 13% booked in advance) and 36% were hailed (from a rank – 29%; or the road – 7%).
- Approximately a fifth of taxi journeys were with Black & White cabs (20%) and almost one quarter with Yellow cabs (23%). Over half of journeys were with cabs defined as “Other” (55%). This “Other” category includes any tax company that is not Black & White or Yellow (including Gold Coast Cabs, Suncoast Cabs etc.).

## Breakdown of Journeys

- The following tables provide a breakdown of journeys for the study by selected characteristics.

Region	n=1265
Brisbane	21%
Ipswich	8%
Redcliffe	8%
Gold Coast	13%
Sunshine Coast	11%
Toowoomba	8%
Mackay	7%
Townsville	9%
Cairns	10%
Rockhampton	7%
<b>Day</b>	<b>n=1265</b>
Monday	12%
Tuesday	17%
Wednesday	16%
Thursday	15%
Friday	14%
Saturday	12%
Sunday	13%
Week days	75%
Weekends	25%
<b>Time</b>	<b>n=1265</b>
3:01-7:00am	9%
7:01-11:00am	19%
11:01am-3:00pm	21%
3:01-7:00pm	24%
7:01-11:00pm	19%
11:01pm-3:00pm	8%

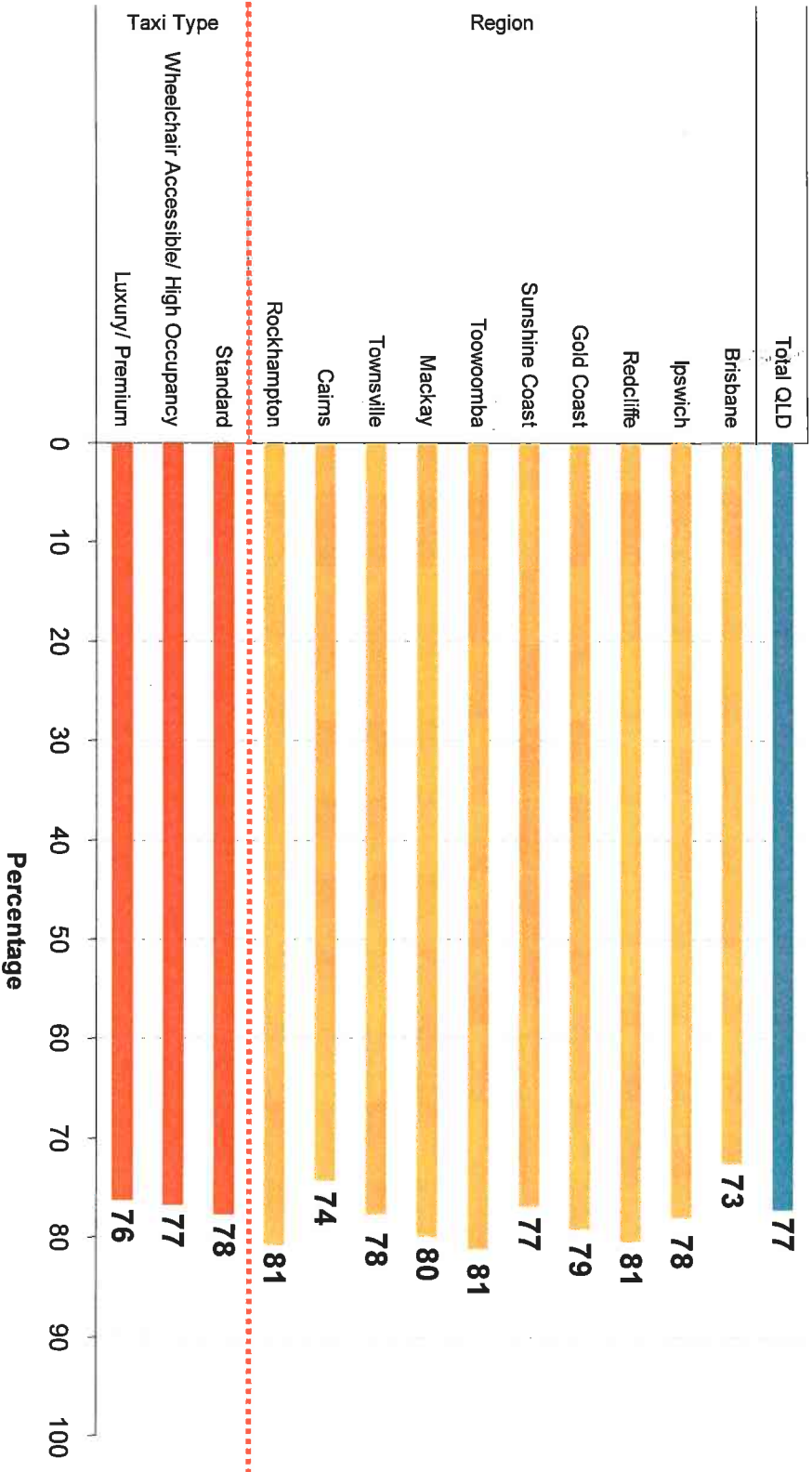
Duration	n=1265
1-5mins	10%
6-10 mins	26%
11-15 mins	19%
16-20 mins	19%
21-25 mins	10%
26-30 mins	7%
31-40 mins	6%
More than 40 mins	2%
Mean	16%
<b>Origin</b>	<b>n=1265</b>
Home	25%
Shop	22%
Venue	15%
Hotel	9%
Transport Hub	9%
Appointment	8%
Business	6%
Attraction	4%
Work	3%
<b>Destination</b>	<b>n=1265</b>
Home	24%
Shop	19%
Venue	14%
Hotel	9%
Appointment	9%
Transport Hub	8%
Business	7%
Work	5%
Attraction	5%

<b>A1 - Passenger Scenario</b>	<b>n=1265</b>
Recreational/Everyday Local	50%
Business Local	18%
Recreational Visitor	18%
Business Visitor	12%
<b>A5 - How Taxi Obtained</b>	<b>n=1265</b>
Booked	64%
Hailed	36%
<b>A2 - Taxi Company</b>	<b>n=1265</b>
Black & White	20%
Yellow	23%
Other	55%
No Answer	2%
<b>A4 - Taxi Type</b>	<b>n=1265</b>
Standard	75%
Wheelchair Accessible/ High C	20%
Luxury/ Premium	3%
Other	1%
No Answer	2%
<b>C3 - Payment Method Used</b>	<b>n=1265</b>
Cash	45%
Credit/ Debit Card	39%
Cabcharge Voucher	15%
TSS Card	5%
<b>Total Cost of Journey</b>	<b>n=1265</b>
Mean	\$27
<b>B15 - Road Conditions</b>	<b>n=1265</b>
Normal	70%
Low Traffic	21%
High Traffic	7%
Wet/Raining	2%

# OVERALL PERFORMANCE

- In general the QLD taxi industry is performing quite well at this point in time with an **overall KPI score of 77%** attained.

Overall KPI Score by Region & Taxi Type



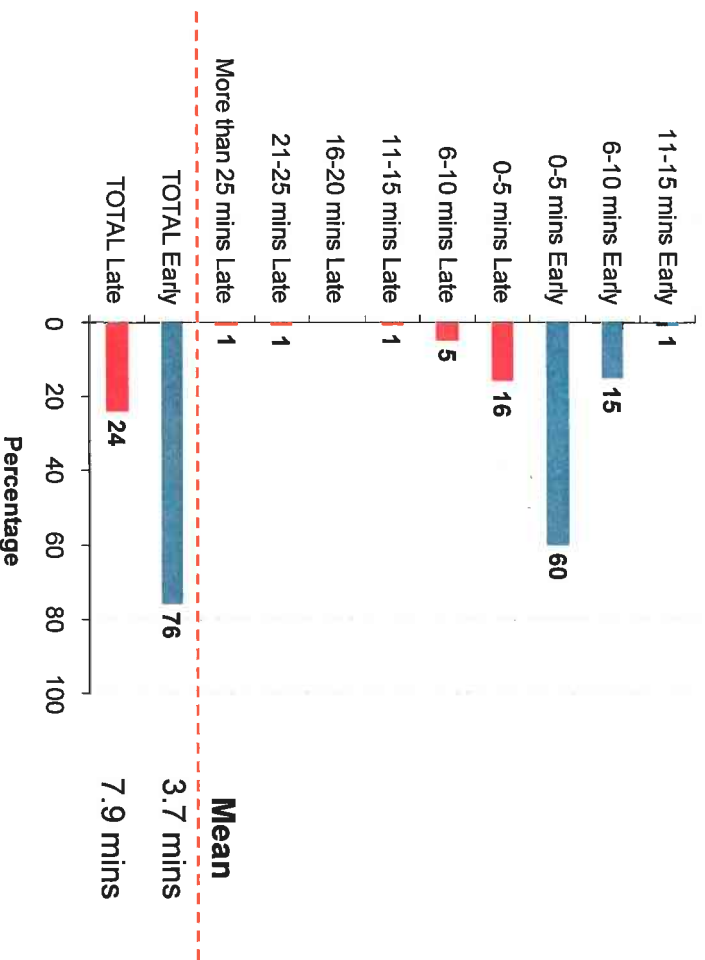
**Overall KPI Score**

Base: Total QLD (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83); Standard (n=952), Wheelchair Accessible/ High Occupancy (n=248), Luxury/ Premium (n=33), Other (n=8).

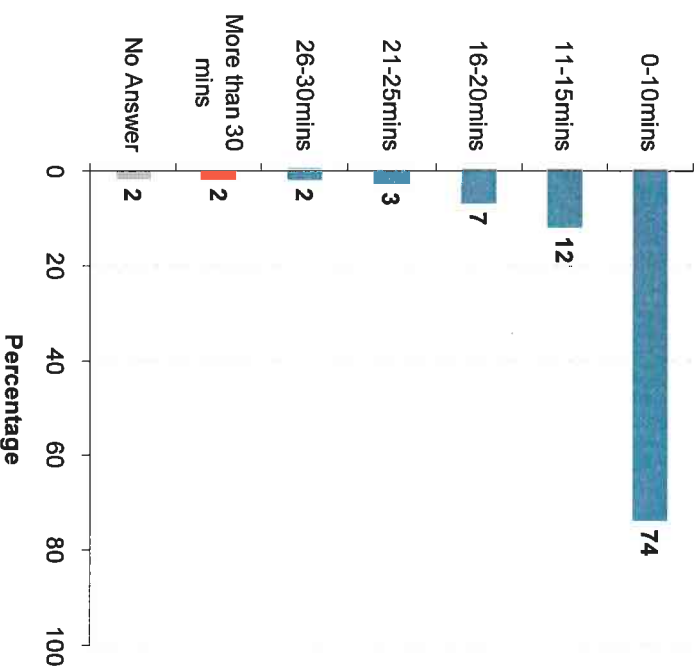
## Waiting Time for Taxi Booked in Advance

- Three quarters of all taxis booked in advance arrived on time or early (76%).
- The majority of taxis arrived within 5 minutes of the booked time (60%, 0-5 mins early; 16%, 0-5 mins late).
- Three quarters of taxis booked for immediate pick up arrived within 10 minutes (74%).
- Only 2% of taxis booked for immediate pick up took longer than 30 minutes to arrive.

How Early/ Late Taxi Arrived for Advance Booking



How Long Waited for Taxi (Booked for Immediate Pick Up)



A6.

Base:

Note:

**Booked taxi arrival time**

Total Booked in Advance and provided booked taxi arrival time (n=116)

Includes taxis booked in advance the day before, and taxis booked in advance for pick up later the same day at a specified time.

A6.

Base:

Note:

**Booked taxi arrival time**

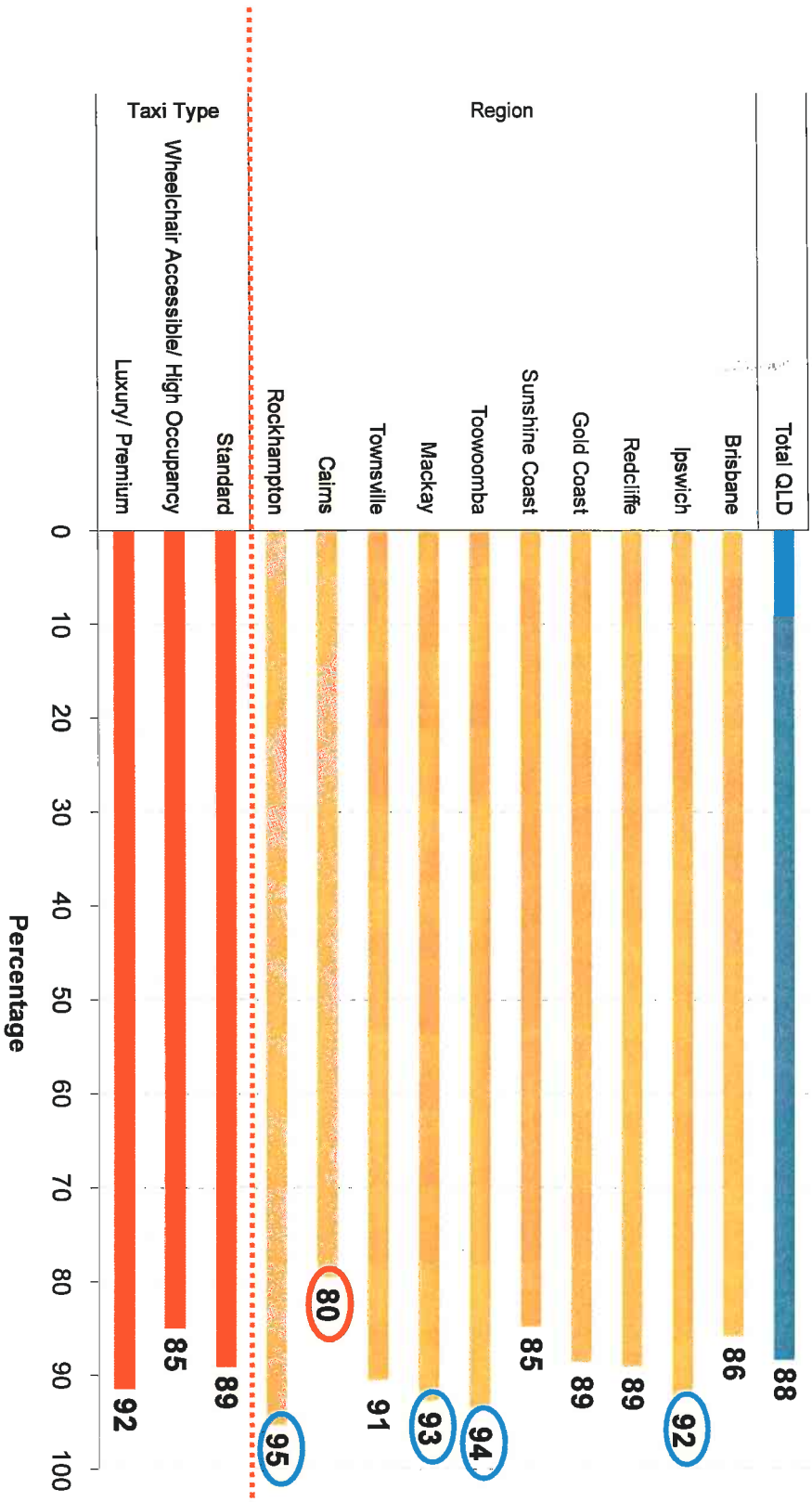
Total Booked for Immediate Pick Up (n=643)

Only includes taxis booked for immediate pick up.

# TAXI CHARACTERISTICS

- Taxi characteristics were also rated highly, achieving a KPI score of 88%.

Taxi Characteristics KPI Score by Region & Taxi Type



**Taxi Characteristics KPI Score**

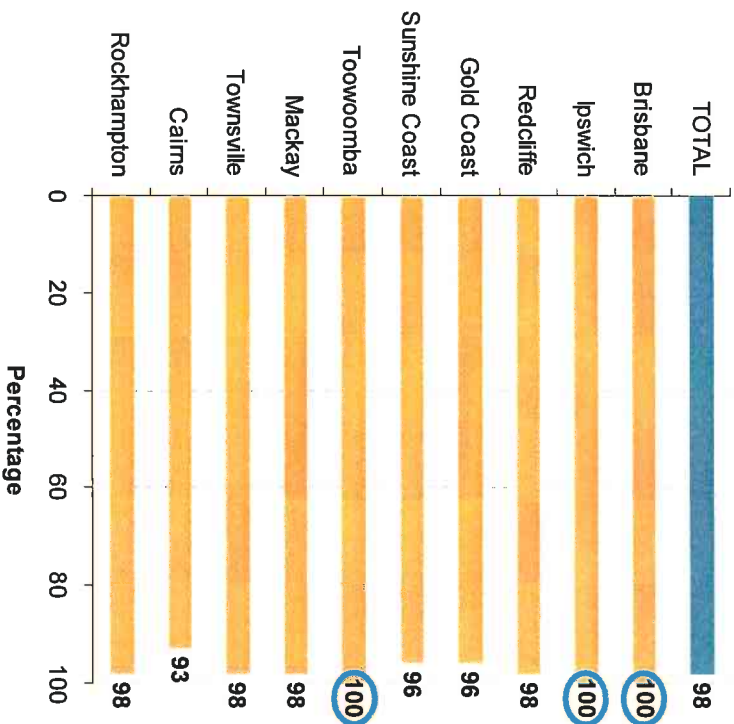
Base: Total QLD (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83); Standard (n=952), Wheelchair Accessible/ High Occupancy (n=248), Luxury/ Premium (n=33).



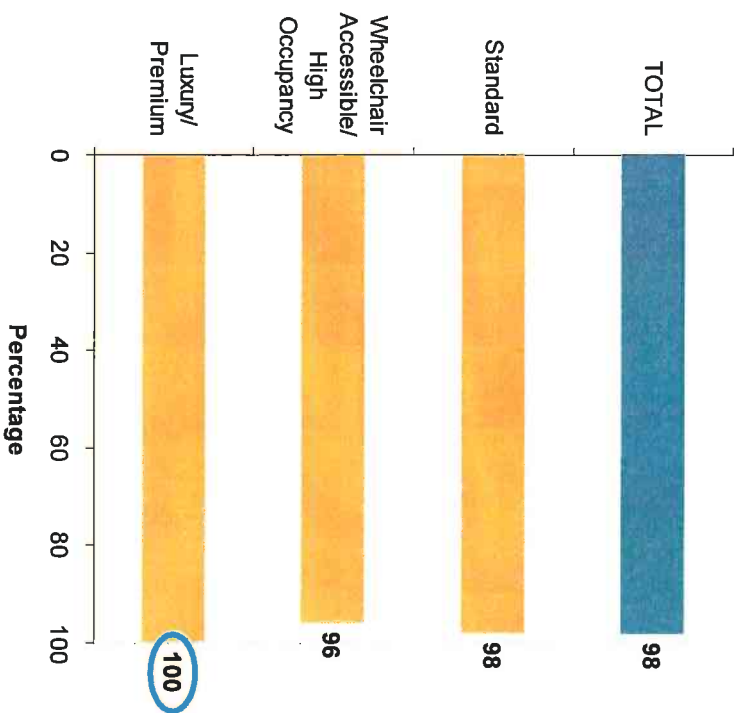
## Exterior of Taxi Clean By Region & Taxi Type

- 98% of the taxis mystery shoppers had a clean exterior. This figure was relatively consistent across all regions (ranging from 93% in Cairns to 100% in Brisbane, Ipswich and Toowoomba).
- Luxury/ premium taxis had a 100% record for clean exteriors.
- Comments about the cleanliness of the taxi generally indicated that when the exterior was rated as not clean, it was due to road grime or a dirty windscreen.

Exterior Clean by Region



Exterior Clean by Taxi Type



### B1.

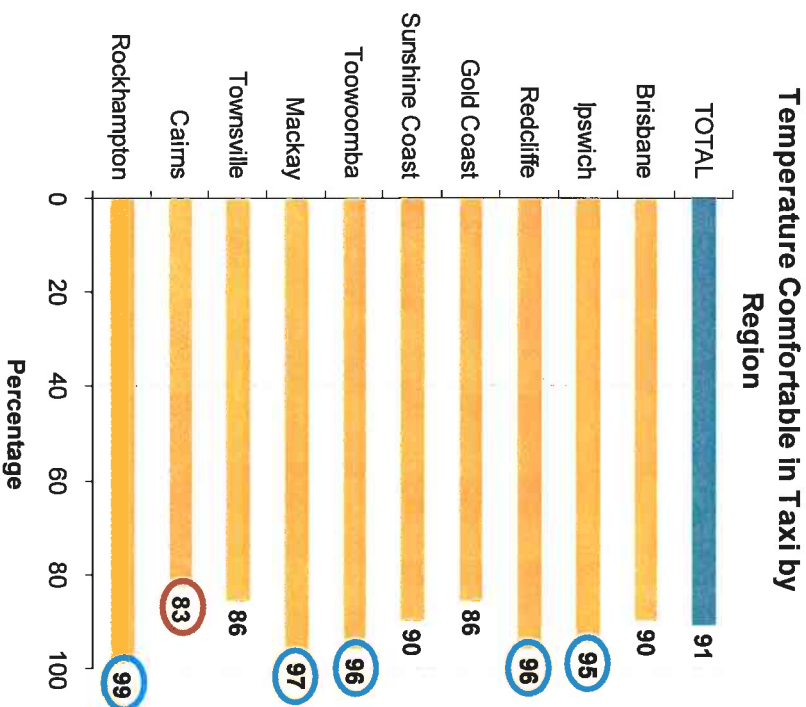
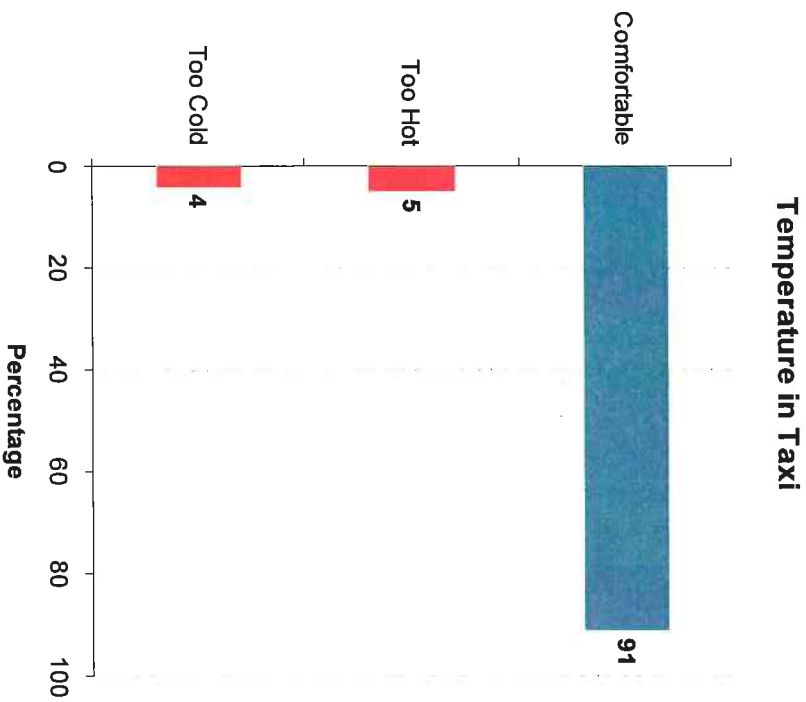
Base:

### Exterior clean

Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83).

## Temperature in Taxi By Region

- In 91% of QLD taxis the temperature was rated as comfortable.
- Significantly higher proportions of Ipswich, Redcliffe, Toowoomba, Mackay and Rockhampton taxis were rated as having a comfortable temperature (95%, 96%, 97% and 99% respectively), while Cairns had significantly lower proportions with a comfortable temperature (83%).
- While passengers generally found the temperature in the taxi to be comfortable, air conditioning too high or not on was the primary reason for it being too hot or cold in the vehicle.



B9.

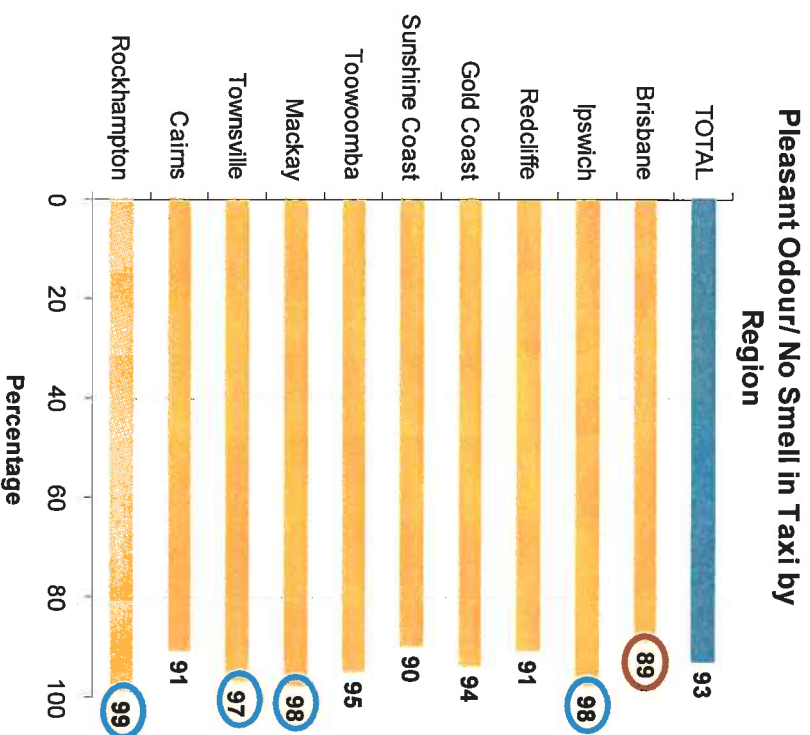
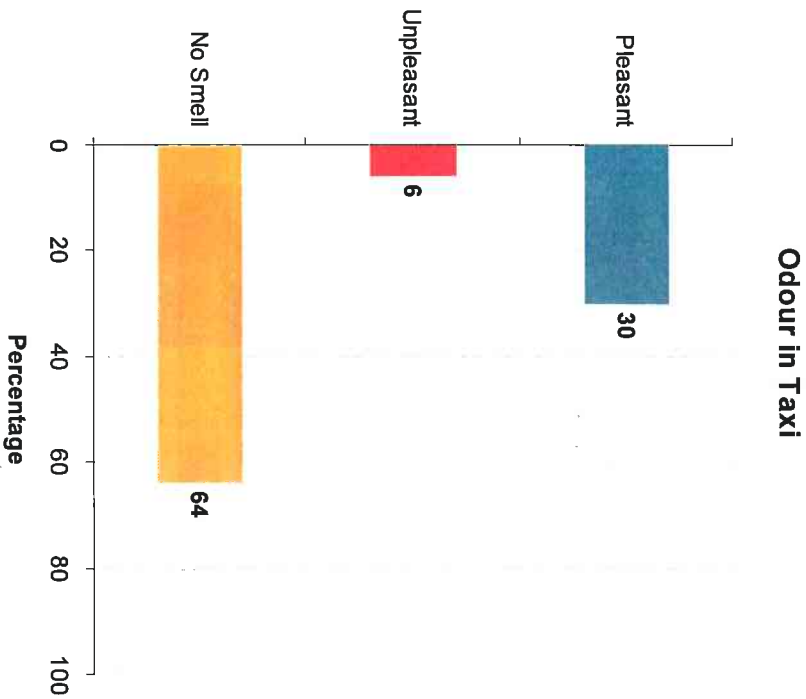
Base:

**Temperature in taxi**

Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83).

## Odour in Taxi By Region

- 30% of the taxis mystery shopped were rated as having a pleasant odour and 64% were rated as having no smell.
- A significantly lower proportion of taxis in Brisbane were rated as having a pleasant smell or no smell at all (89%), with ratings significantly higher for Ipswich (98%), Mackay (98%), Townsville (97%) and Rockhampton (99%).
- Frequently cited reasons for unpleasant odours in taxis were body odour of the driver, cigarette smells, or food odours.



B7.

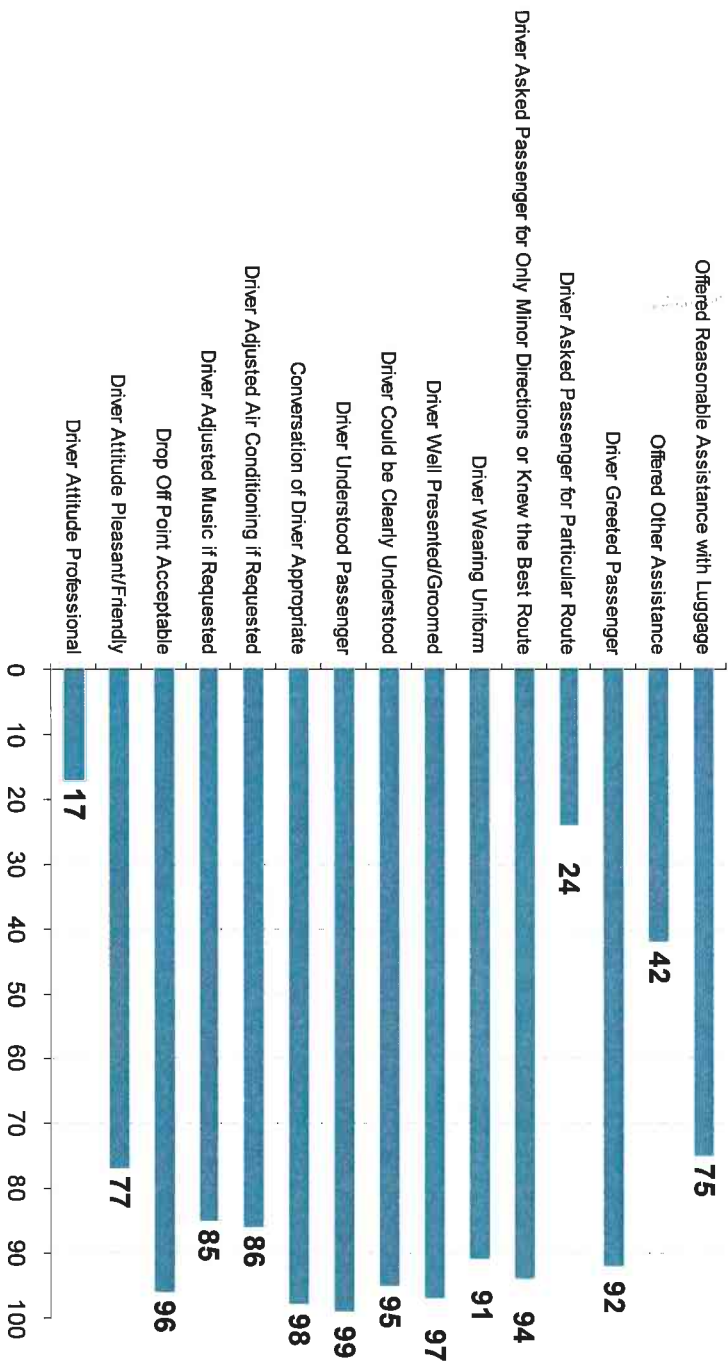
Base:

**Odour in taxi**  
Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83).

## Driver Service/ Characteristics

- There is some room for improvement in the service offered by drivers, particularly in relation to assistance with luggage and the level of professionalism shown by drivers.

### Driver Service/ Characteristics



A10. Driver greeted you, A11. Driver asked you for a particular route, A13.

Driver asked you for directions, B3. Driver wearing uniform, B4. Driver well presented/groomed, B5. Driver could be clearly understood, B6. Driver understood you, C12. Drop off point acceptable, D1. General driver attitude throughout journey.

Base: Total QLD (n=1265).

A8. Reasonable assistance with luggage

Base: Total Passengers with Luggage (n=175).

A9. Offered other assistance

Base: Total Passengers Requiring Assistance (n=287).

B10. Driver adjusted air conditioning if requested

Base: Total passengers requested air conditioning adjusted (n=148).

B12. Adjusted music

Base: Total passengers requested music adjusted (n=82).

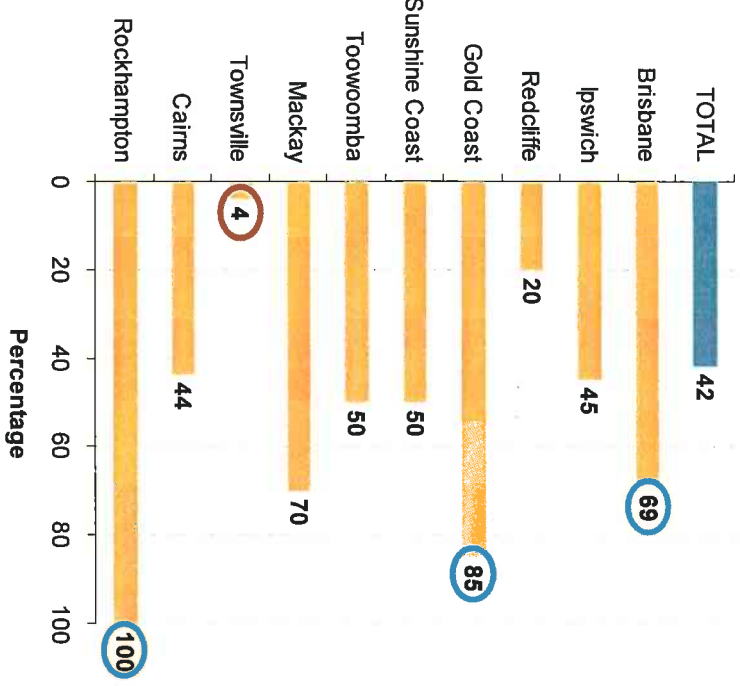
B13. Conversation of driver

Base: Total driver made conversation (n=1092).

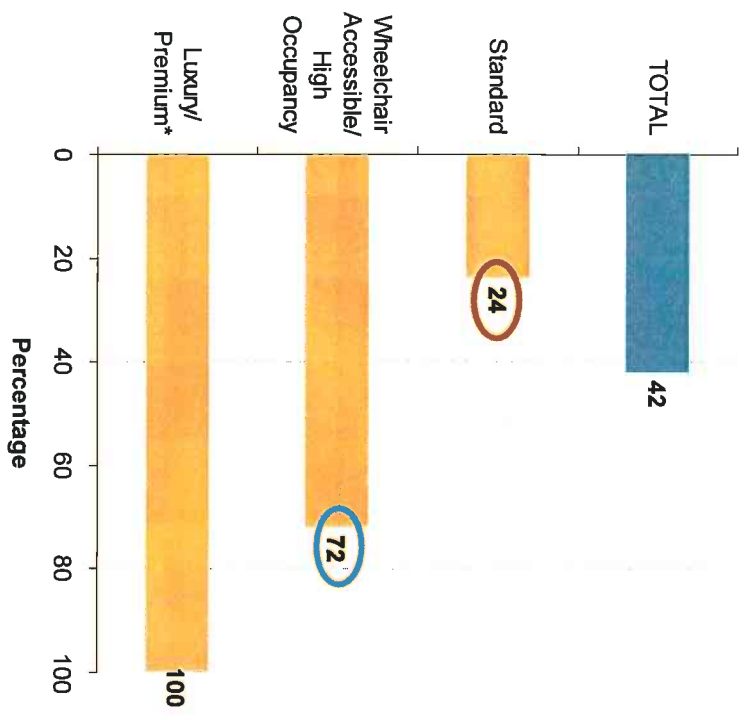
## Driver Offered Other Assistance By Region & Taxi Type

- The driver offered the passenger other assistance (such as aiding an elderly passenger in entering the vehicle, opening the door, or securing a wheelchair) in 42% of cases where the passenger felt they required assistance. In some cases passengers clearly required assistance and asked for it before the driver took action.
- A significantly higher proportion of drivers offered other assistance for passengers travelling in wheelchair accessible/ high occupancy taxis (72%).

Offered Other Assistance by Region



Offered Other Assistance by Taxi Type



A9.

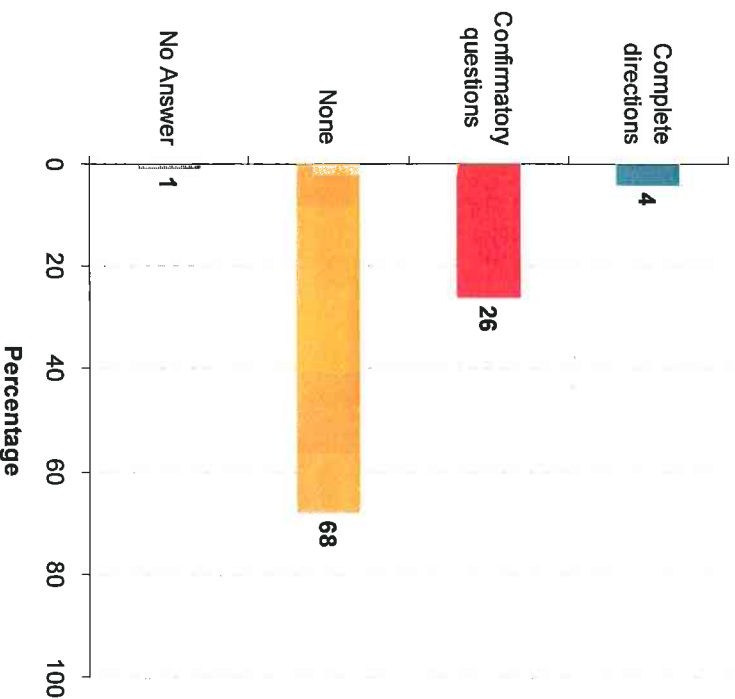
Base:

Offered other assistance  
Total Passengers Requiring Assistance (n=287), Brisbane (n=59), Ipswich (n=19), Redcliffe (n=5), Gold Coast (n=13), Sunshine Coast (n=16), Toowoomba (n=24), Mackay (n=10), Townsville (n=80), Cairns (n=39), Rockhampton (n=3); Standard (n=177), Wheelchair Accessible/High Occupancy (n=96), Luxury/Premium (n=2).  
\* Denotes small sample size

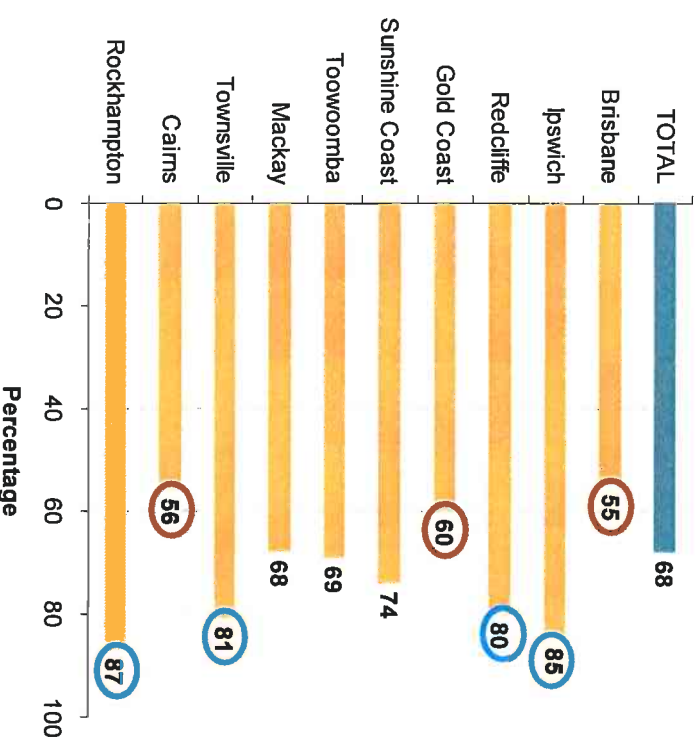
## Driver Asked Passenger for Directions By Region

- Confirmatory questions (such as “do I turn here”) were asked of the passenger in 26% of journeys. Complete directions were asked for on just 4% of trips. Comments regarding drivers asking for complete directions show that in these cases the driver asked because they did not know they way.
- For significantly higher proportions of journeys in Ipswich (85%), Redcliffe (80%), Townsville (81%) and Rockhampton taxis (87%), the driver did not ask for any directions.

Driver Asked Passenger for Directions



Driver Did Not Ask Passenger for Directions by Region



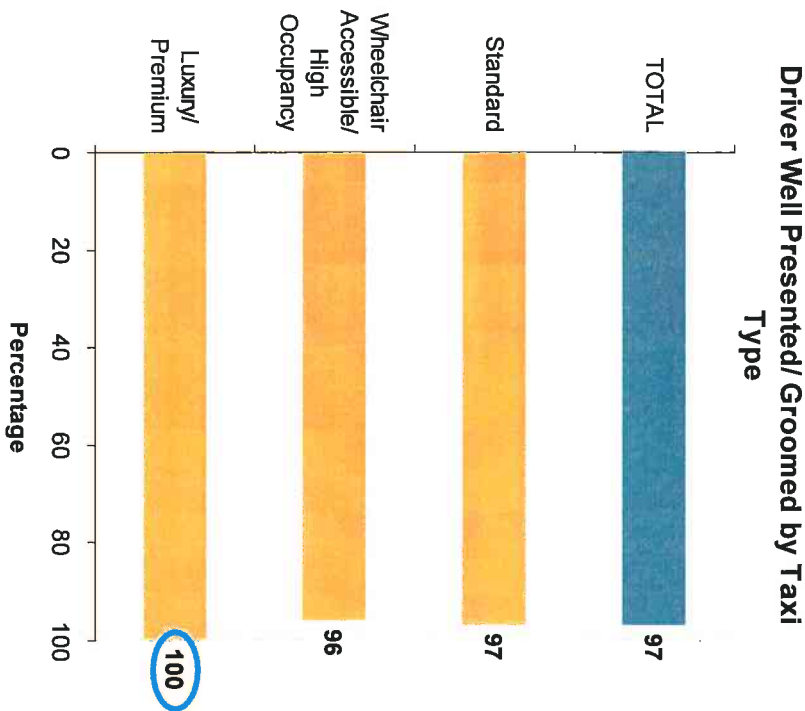
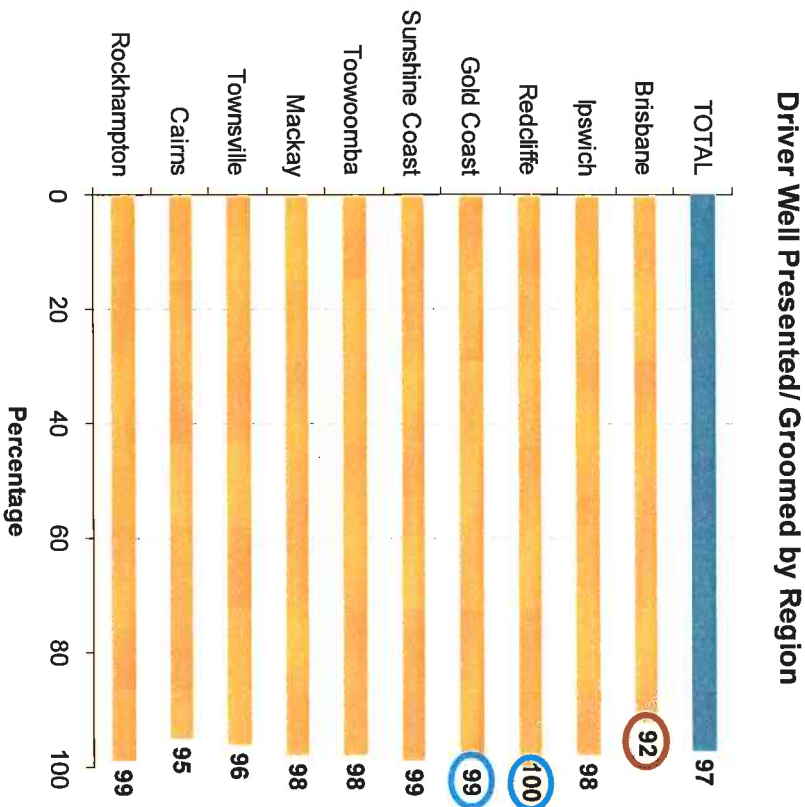
A13.

Base:

**Driver asked you for directions**  
Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83).

## Driver Well Presented & Groomed By Region & Taxi Type

- Almost all drivers evaluated were rated as being well presented and groomed (97%).
- Of the 3% not considered to be well presented/ groomed, passenger comments indicated that some drivers were wearing casual clothes, had dirty clothing or scruffy, untidy hair.
- 100% of Redcliffe drivers evaluated were rated as well presented/groomed, as were drivers of luxury/ premium taxis.



**B4.**

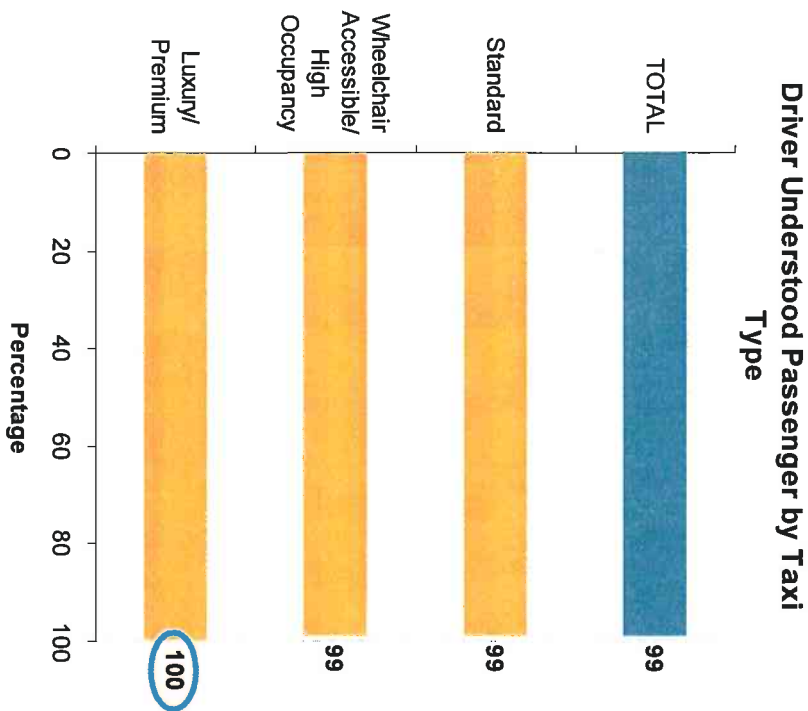
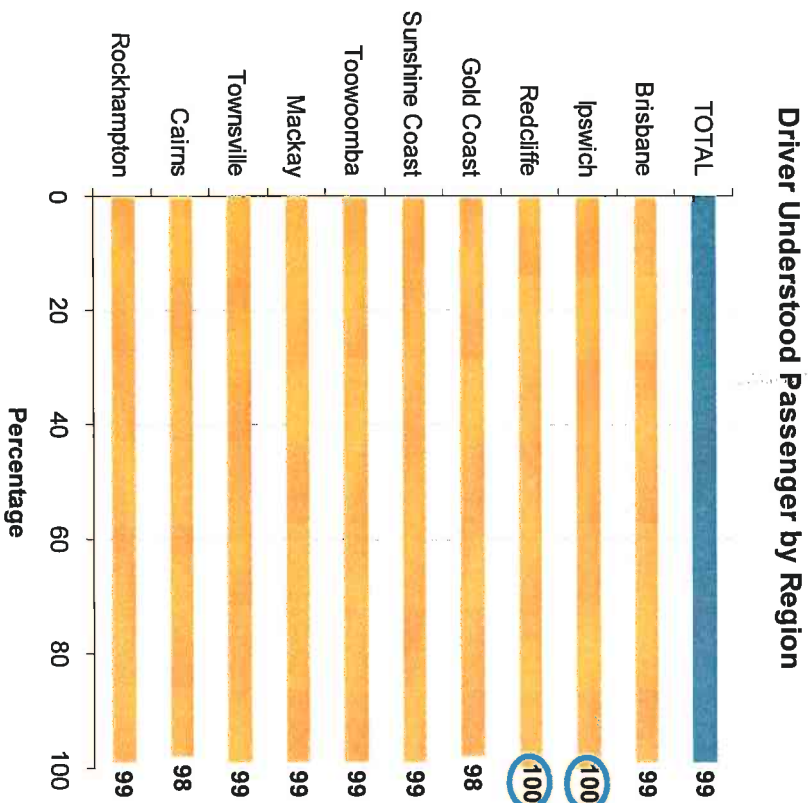
Base:

**Driver well presented/groomed**

Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83); Standard (n=952), Wheelchair Accessible/High Occupancy (n=248), Luxury/Premium (n=33).

## Driver Understood You By Region & Taxi Type

- The driver was able to understand the passenger in 99% of journeys taken.
- While proportions are quite stable across regions, it should be noted that drivers understood the passenger in 100% of the journeys taken at Ipswich and Redcliffe, and for those trips taken in luxury/ premium taxis.



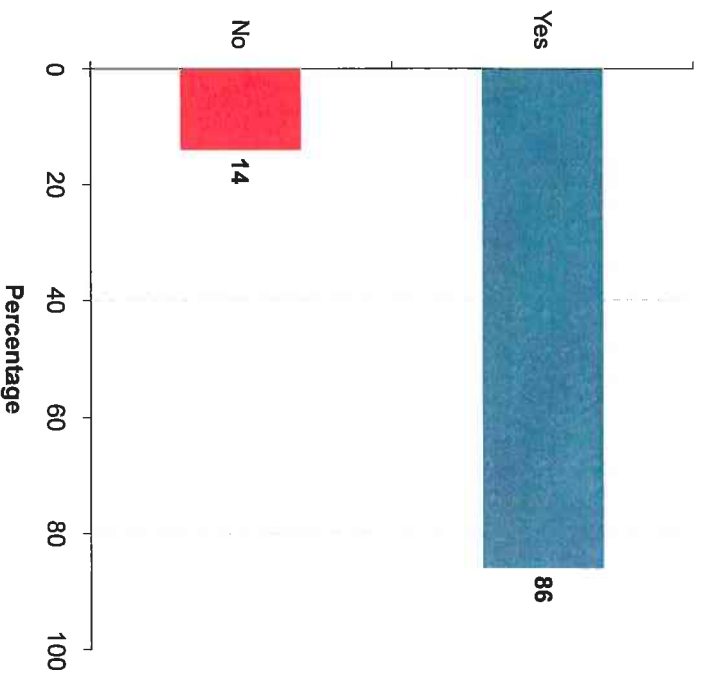
**B6.**  
**Base:**  
**Driver understood you**  
 Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83); Standard (n=952), Wheelchair Accessible/High Occupancy (n=248), Luxury/Premium (n=33).



## Driver Adjusted Air Conditioning and Music if Requested

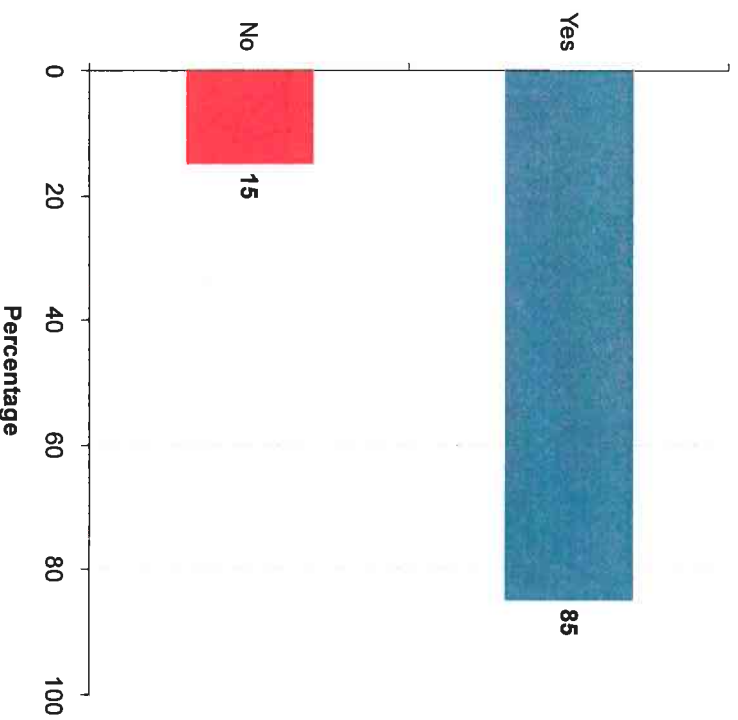
- For journeys where the passenger requested the air conditioning adjusted, the driver complied in 85% of cases.
- Drivers adjusted the music (volume, radio station, on/off) when requested on 85% of occasions.
- Passenger comments indicate that when a request to change air conditioning was not met, it was usually due to problems with the air conditioning, but in some cases the passenger asked for a change and the driver ignored them.
- In regards to adjusting music, comments show that where a request for change was not met, it was due to the driver ignoring, or not hearing the passenger's request.

**Driver Adjusted Air Conditioning if Requested**



**B10.**  
 Base: Total passengers requested air conditioning adjusted (n=148).  
 Note: May include adjustments such as putting the windows down as well as air conditioning changes.

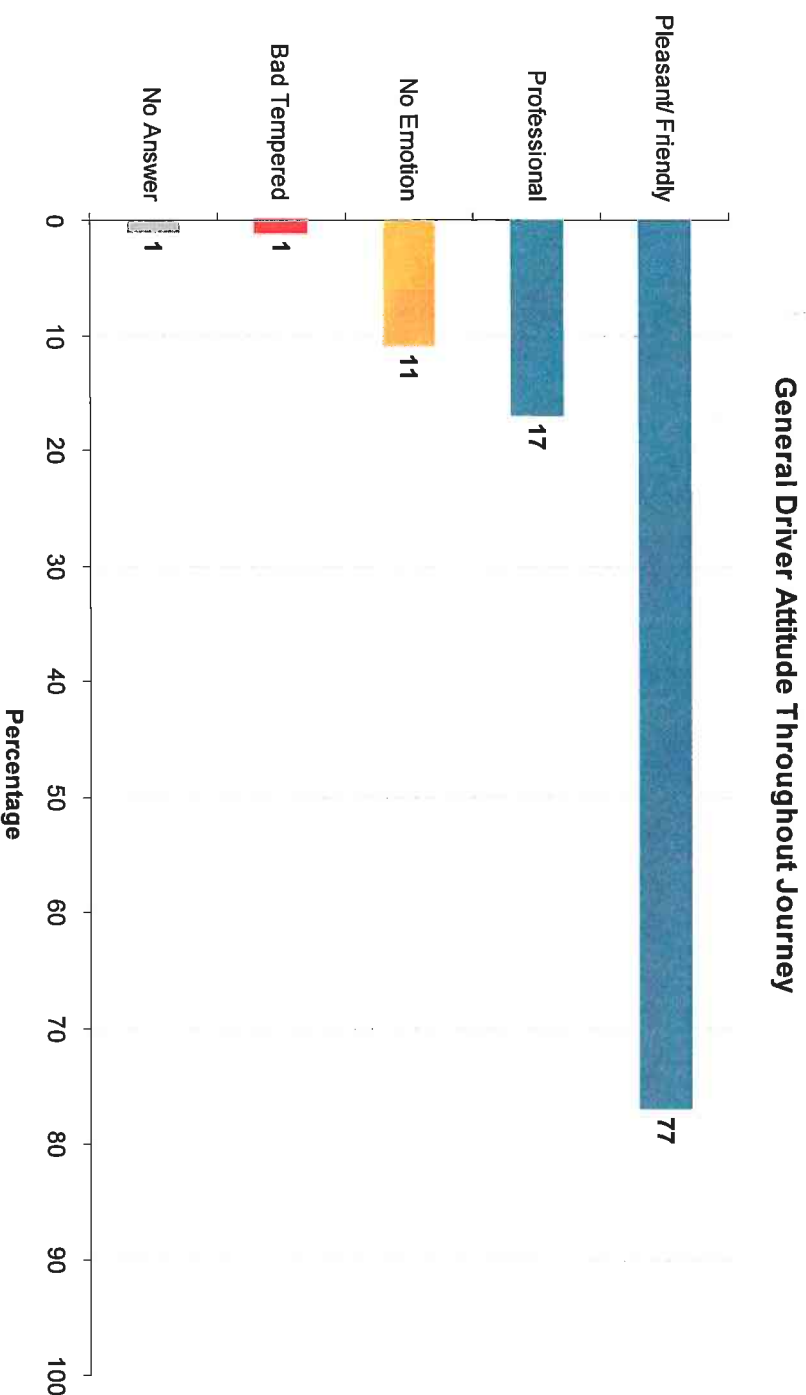
**Driver Adjusted Music if Requested**



**B12.**  
 Base: Adjusted music  
 Total passengers requested music adjusted (n=82).

## General Driver Attitude Throughout the Journey

- Drivers were rated as pleasant/friendly in 77% of journeys evaluated, and as professional in 17% of journeys.
- Only 1% of drivers evaluated were rated as being bad tempered.
- Passengers generally made positive comments about the driver's attitude.
- Comments regarding negative driver attitudes indicated that some drivers were rude to passengers, or grumbled about providing services to the passenger.



**D1.**

Base:

Note:

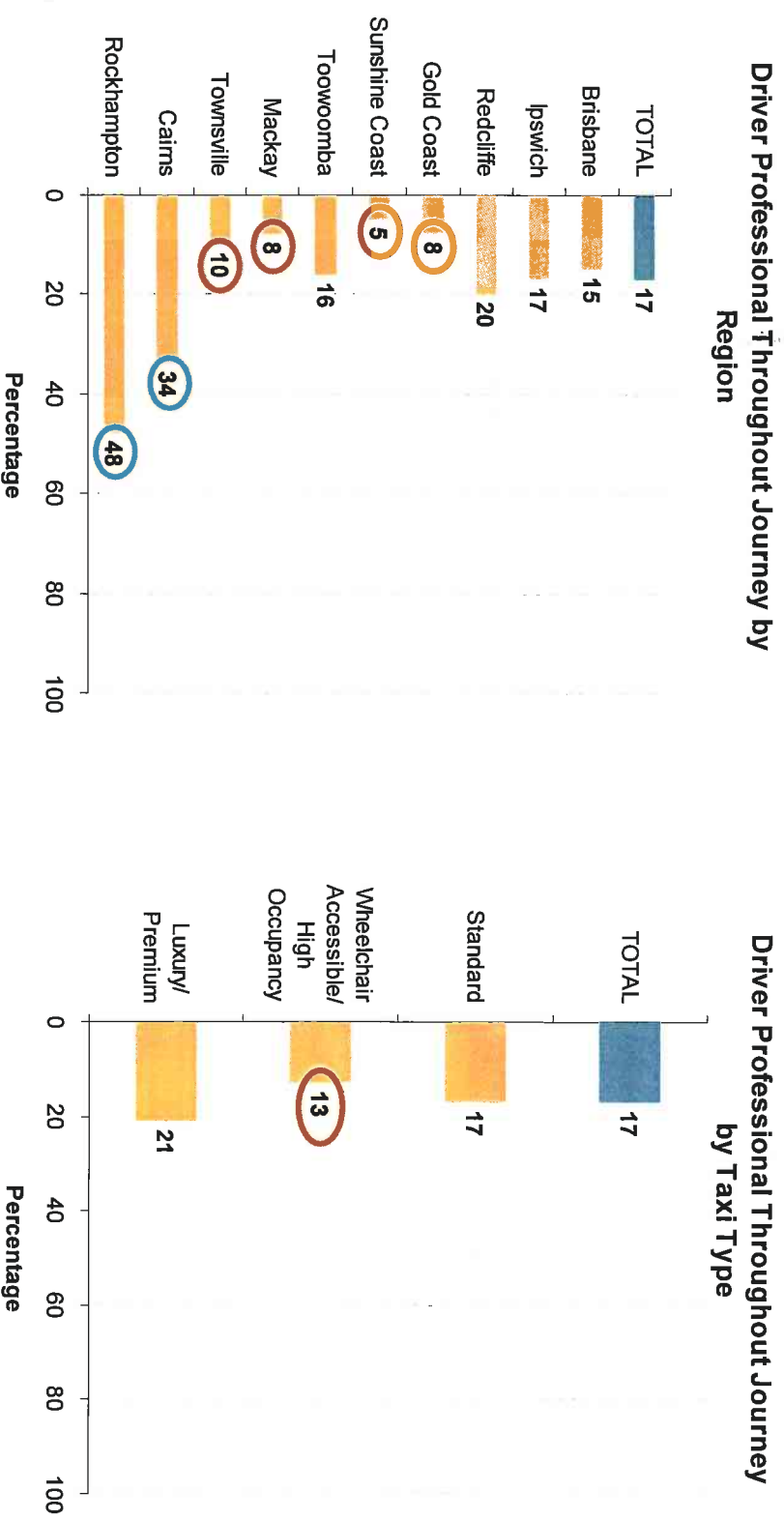
### General driver attitude throughout journey

Total (n=1265).

Multiple responses allowed for "Pleasant/friendly" and "Professional".

## Driver Professional Throughout the Journey By Region & Taxi Type

- Drivers in Cairns and Rockhampton were more frequently rated as professional (34% and 48% respectively) while significantly lower proportions of those in Gold Coast (8%), Sunshine Coast (5%), Mackay (8%) and Townsville (10%) were rated as professional.
- A significantly lower proportion of drivers of wheelchair accessible/ high occupancy taxis were rated as professional (13%).



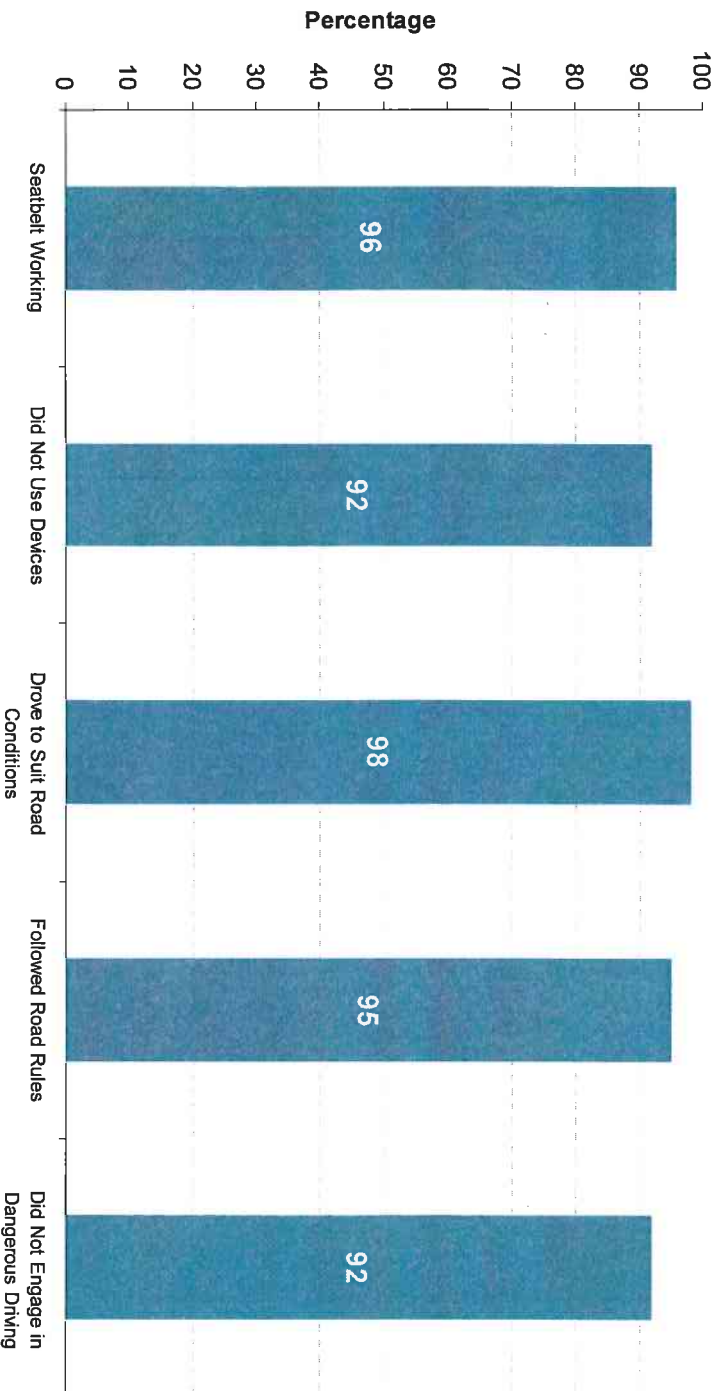
**D1.**

Base:

**General driver attitude throughout journey**  
 Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83), Standard (n=952), Wheelchair Accessible/High Occupancy (n=248), Luxury/Premium (n=33).  
 Note: Multiple responses allowed for "Pleasant/friendly" and "Professional".

- 96% of taxis had seatbelts working in the seat the passenger first selected (they moved if the seatbelt didn't work).
- 92% did not use non-essential devices while driving (e.g. mobile phones, mp3 players etc.).
- While 98% of drivers drove to suit road conditions, marginally smaller proportions followed the road rules (95%) and engaged in safe driving (92% - i.e. did not engage in dangerous driving).

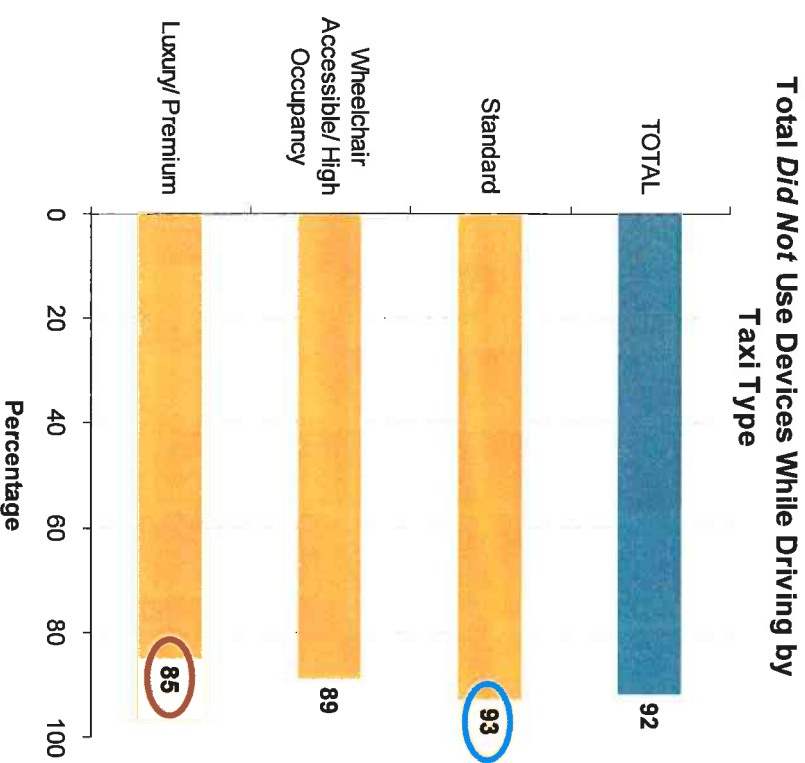
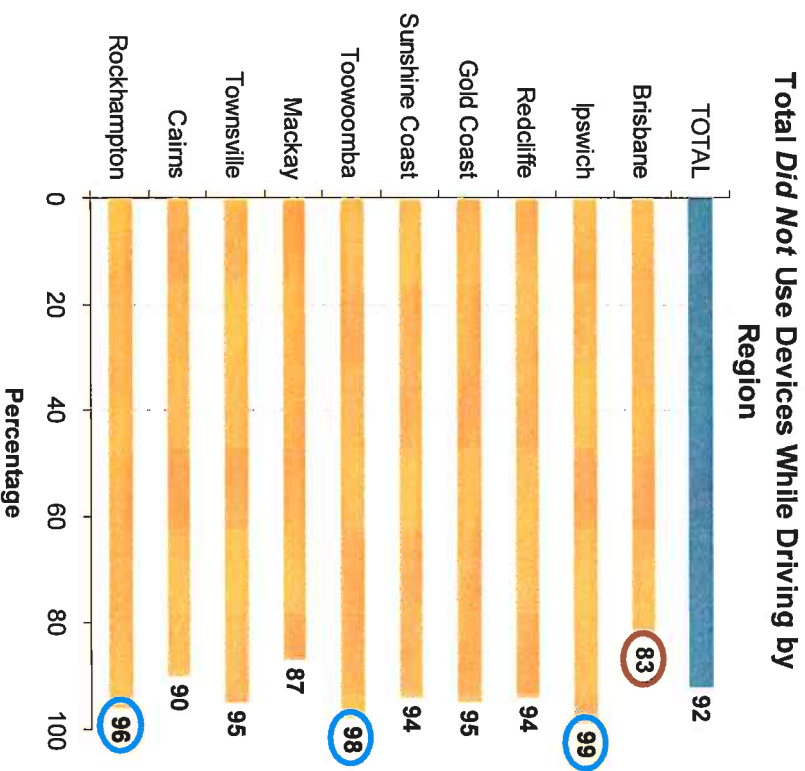
Safety



**B8. Seatbelt working, B14. Used devices while driving (not including taxi equipment), B16. Drove to suit road conditions, B17. Followed road rules (indicating, giving way), B18. Dangerous driving (collision, near collision, speeding, ignoring traffic lights, stopping on yellow lines).**  
 Base: Total QLD (n=1265).

## Devices Used While Driving By Region & Taxi Type

- In 92% of the journeys evaluated the driver did not use any devices while driving (excluding taxi equipment). Passengers indicated that drivers who used devices were often talking on a mobile phone (in some cases with hands free through headphones), messaging/checking text messages, or listening to music.
- A significantly lower proportion of Brisbane drivers refrained from using devices while driving (83%).
- In standard taxis, drivers avoided using devices during a significantly higher proportion of journeys (93%), while a significantly lower proportion of drivers used no devices while driving in luxury/premium taxis (85%).



**B14.**

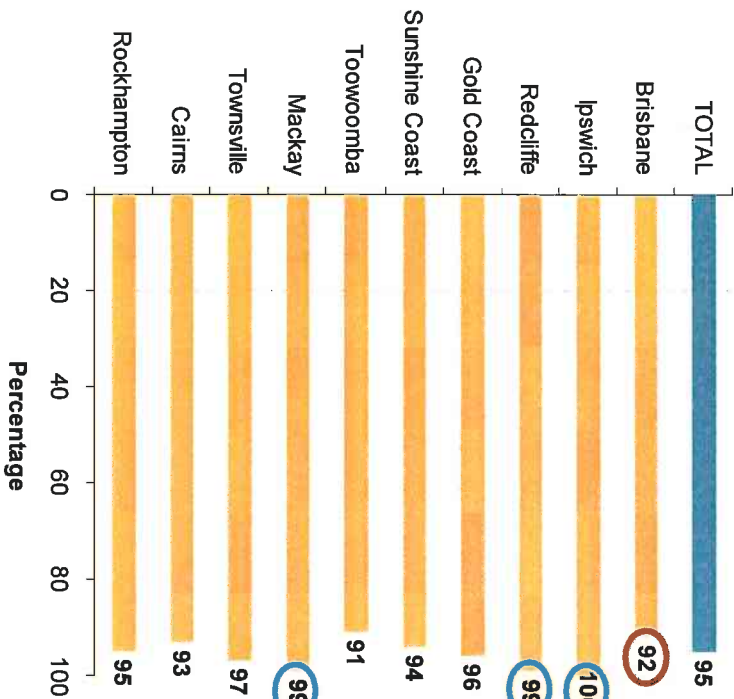
**Used devices while driving (not including taxi equipment)**

Base: Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83); Standard (n=952), Wheelchair Accessible/High Occupancy (n=248), Luxury/Premium (n=33).

## Followed Road Rules & Did Not Engage in Dangerous Driving By Region

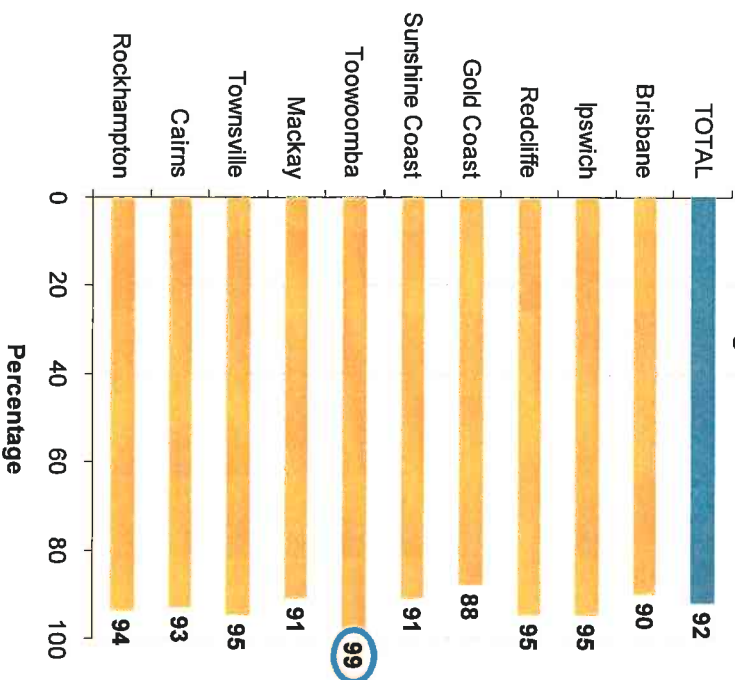
- Road rules were followed in 95% of journeys evaluated.
- A significantly lower proportion of Brisbane taxis evaluated followed general road rules (92%), while higher proportions of Ipswich (100%), Redcliffe (99%) and Mackay taxis (99%) followed road rules.
- In 92% of the journeys evaluated, the driver did not engage in dangerous driving. This proportion was significantly higher for Toowoomba taxis (99%).

Followed Road Rules by Region



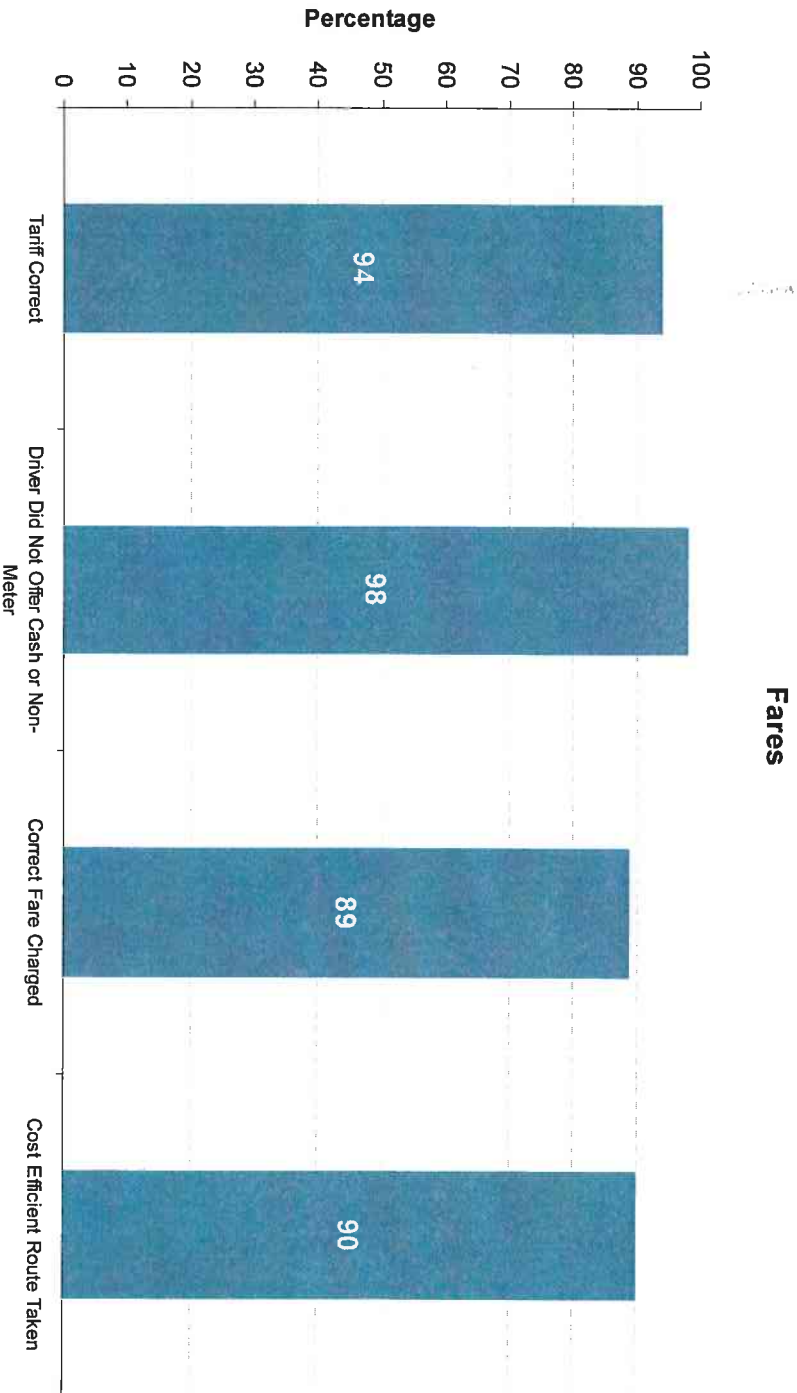
**B17.**  
**Followed road rules (indicating, giving way)**  
 Base: Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83).

Did Not Engage in Dangerous Driving by Region



**B18.**  
**Dangerous driving (collision, near collision, speeding, ignoring traffic lights, stopping on yellow lines)**  
 Base: Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83).

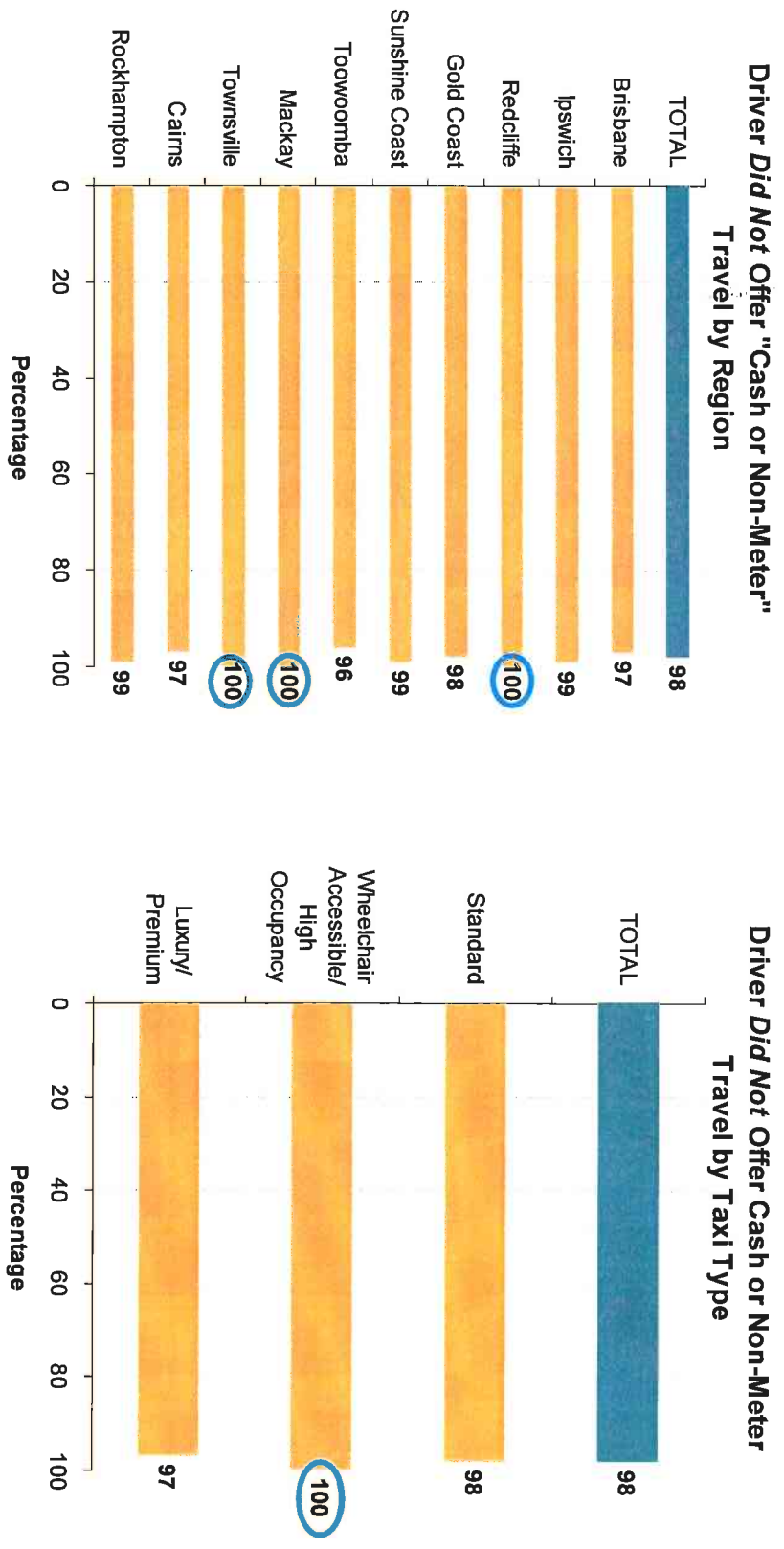
- In 94% of trips the tariff applied was correct and on very few trips did the driver offer a cash or non-metered trip (1%).
- Passengers considered that the correct fare was charged and that the most cost efficient route was taken in 9 of 10 trips.



C2. Correct tariff?, A12. Driver offered "cash or non-meter" travel, C6. Correct fare charged?, C11. Used a cost efficient route.  
Base: Total QLD (n=1265).

## Cash or Non-Meter Travel By Region & Taxi Type

- Passengers were only offered “Cash or Non-Meter Travel” in 1% of the journeys taken.
- This proportion was relatively consistent across regions, although it should be noted that in 100% of journeys taken the driver did not offer non-meter travel in Redcliffe, Mackay and Townsville or in wheelchair accessible/ high occupancy taxis.



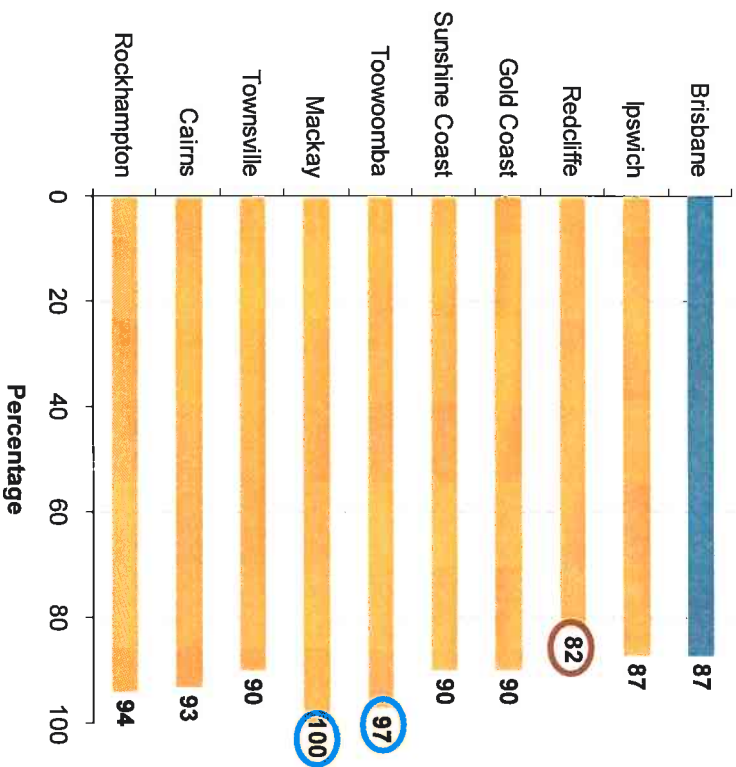
A12. Driver offered “cash or non-meter” travel  
 Base: Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83); Standard (n=952), Wheelchair Accessible/ High Occupancy (n=248), Luxury/ Premium (n=33).



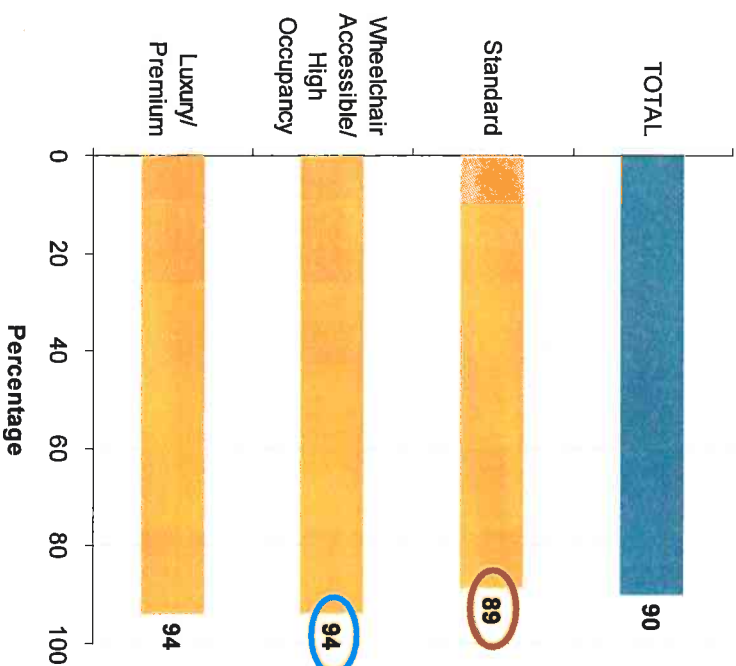
## Cost Efficient Route By Region & Taxi Type

- In 90% of journeys the passenger indicated that the driver took a cost efficient route (to the best of their knowledge).
- For only 3% of journeys did the passenger indicate that the route taken by the driver was not cost efficient.
- A significantly higher proportion of Toowoomba (97%) and Mackay (100%) took a cost efficient route, while significantly lower proportions in Ipswich (82%) and in wheelchair accessible/ high occupancy taxis (89%) did so.
- Comments about cost efficient route generally indicated that the driver went the best way, or took a short cut to miss traffic or other obstacles.

Driver Took a Cost Efficient Route by Region



Driver Took a Cost Efficient Route by Taxi Type



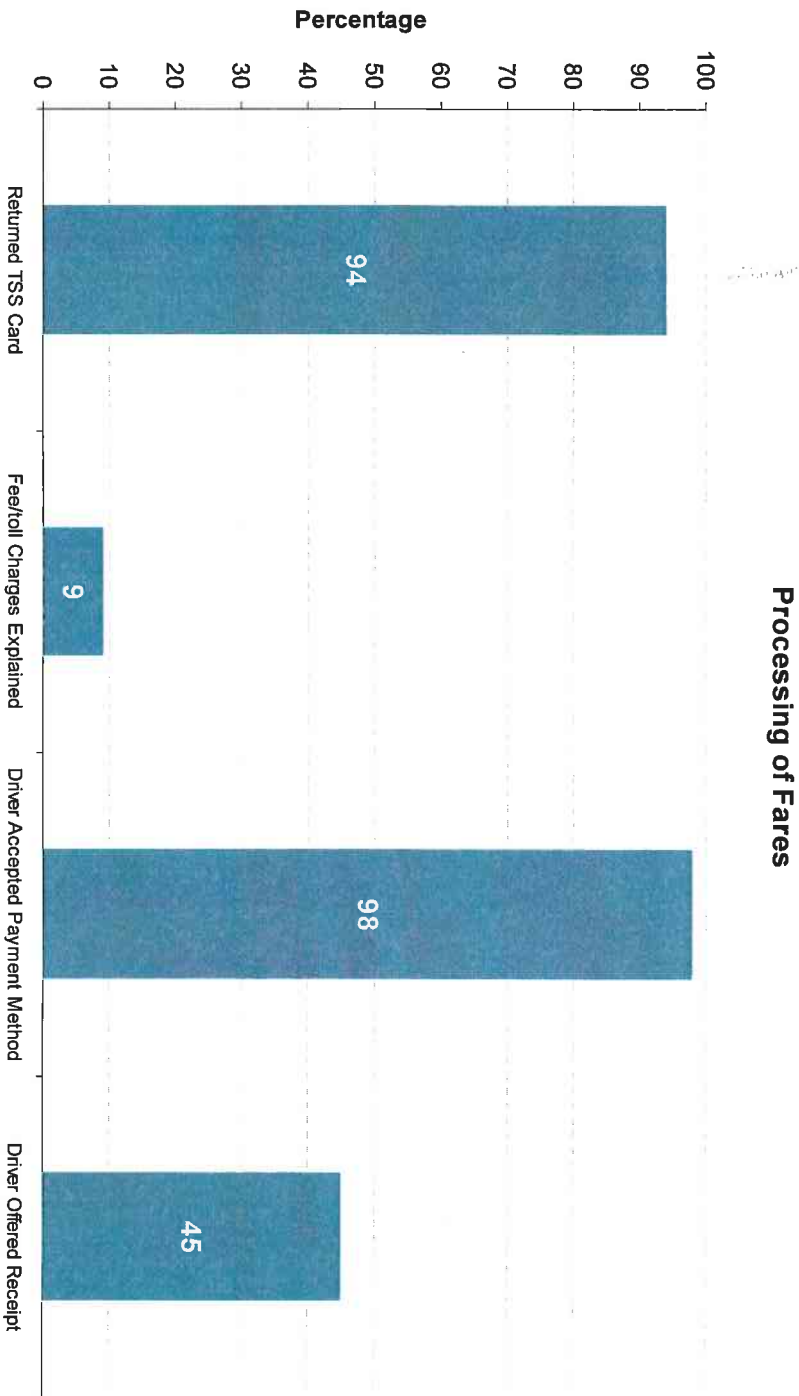
C11.

Base:

Used a cost efficient route  
 Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83), Standard (n=952), Wheelchair Accessible/ High Occupancy (n=248), Luxury/Premium (n=33).

## Processing of Fares

- While 94% of drivers servicing people with disability returned the TSS card without being prompted and 98% of drivers accepted the payment method offered by passengers, just 9% of drivers explained the fees or tolls charged and 45% offered a receipt.



**C4. Returned TSS card without prompting**  
Base: Total QLD (n=1265).

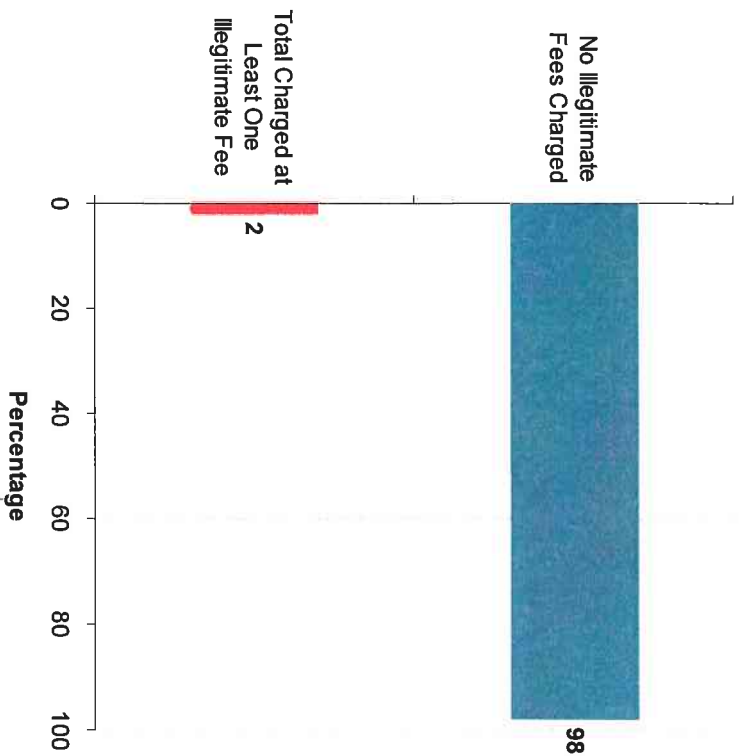
**C9. Were fee/toll charges explained?**  
Base: Total QLD (n=1265).

**C5. Driver accepted intended payment method, C10. Driver offered a receipt**  
Base: Total QLD (n=1265).

## Illegitimate Fees & Were Fee/Toll Charges Explained

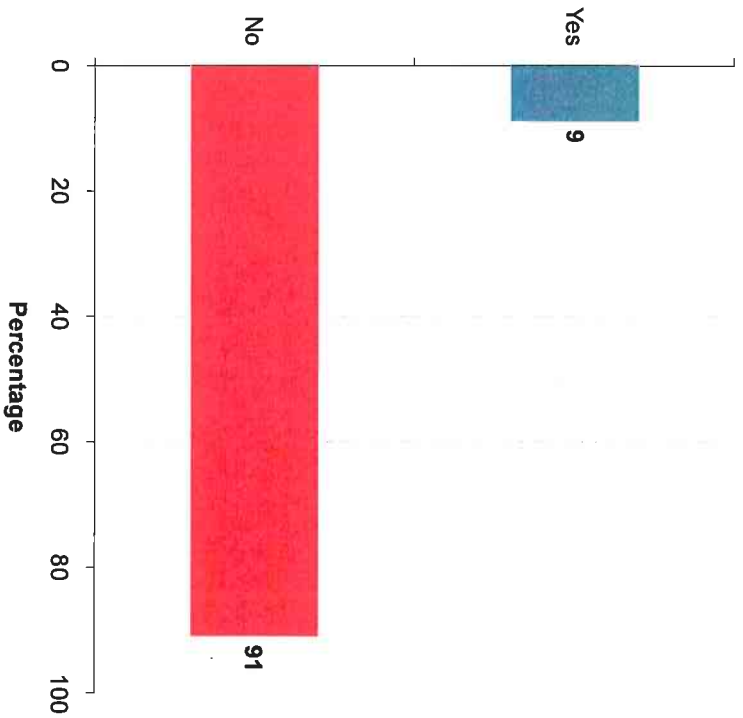
- In only 2% of the journeys evaluated was a passenger charged an illegitimate fee.
- Out of all trips where at least one fee was charged (including legitimate fees), only 9% of drivers explained what the fees were for (either unprompted or at the passengers' request). The remaining 91% of drivers did not explain what the fees charged were for.
- Negative comments regarding the explanation of fees and charges generally show that passengers were unsure about what fees they had been charged and why.

Illegitimate Fees



C8. Illegitimate fees charged  
Base: Total (n=1265).

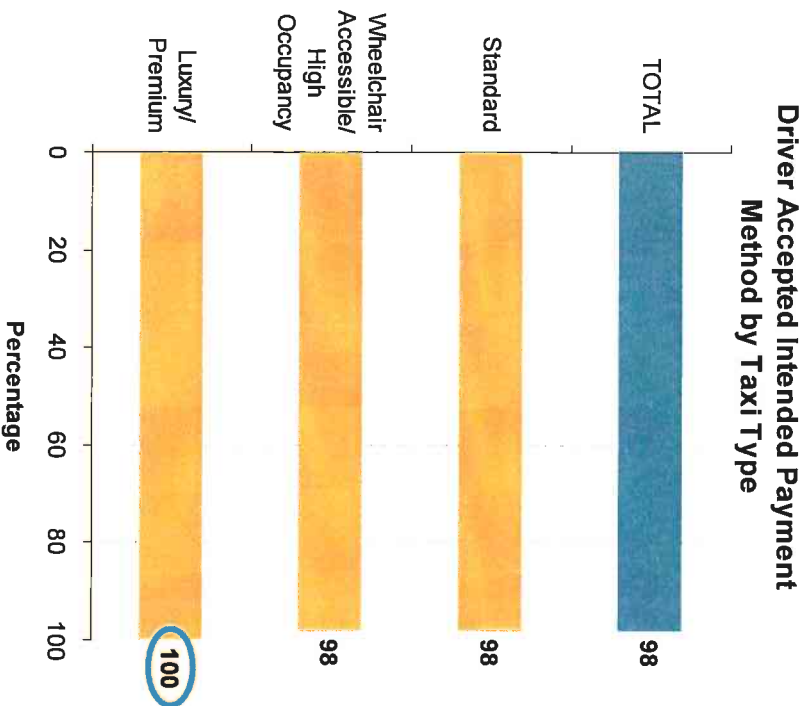
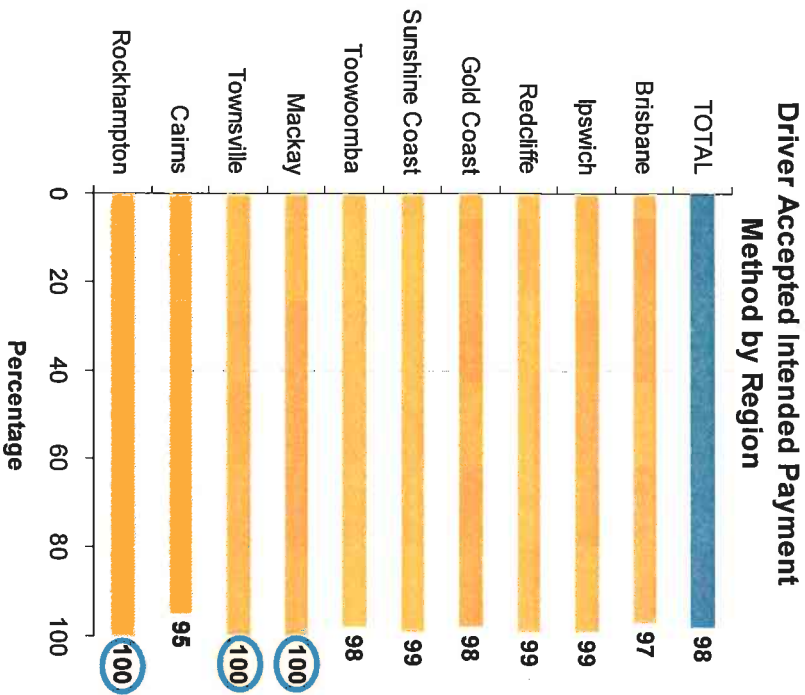
Were Fee/Toll Charges Explained



C9. Were fee/toll charges explained?  
Base: Total paid at least one fee (n=1073).

## Driver Accepted Intended Payment Method By Region & Taxi Type

- The driver accepted the passengers' intended payment method in 98% of all journeys taken.
- Comments regarding the acceptance of the intended payment method generally showed that the drivers were happy to accept various form of payment. In some cases the drivers specifically requested cash or were reluctant to process an electronic payment.



**C5.**

Base:

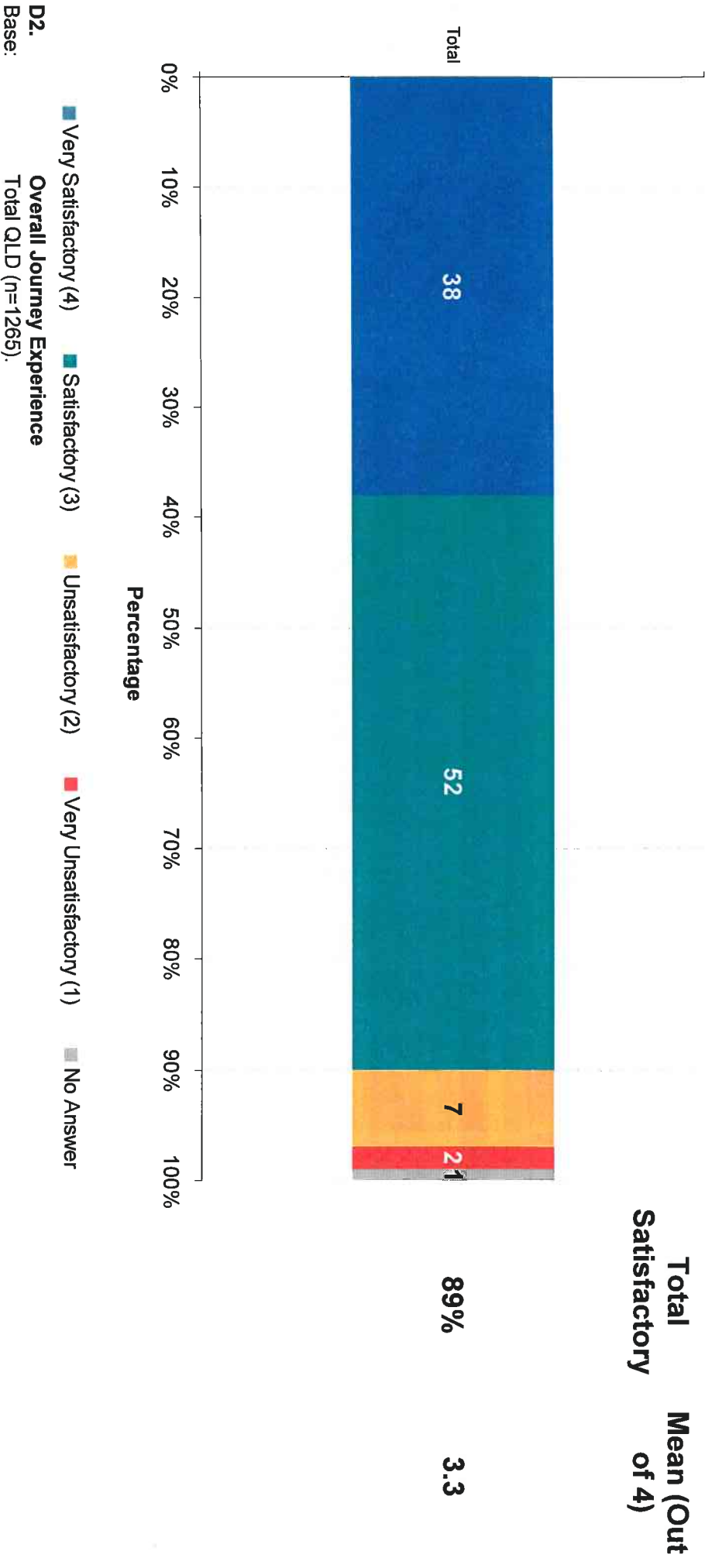
**Driver accepted intended payment method**

Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83), Standard (n=952), Wheelchair Accessible/ High Occupancy (n=248), Luxury/ Premium (n=33).

## Overall Journey Experience

- Almost 4 in 10 taxis trips (38%) were evaluated as being very satisfactory with more than half rated as satisfactory (52%).
- The objective for the Department is to encourage the taxi industry to work on moving the majority of journey experience ratings from “Satisfactory” to “Very satisfactory”.
- Passengers generally used the comments to praise the driver for providing a satisfactory journey experience.
- Comments regarding unsatisfactory ratings tended to explain why the journey was not satisfactory, such as errors with destinations or speeding and dangerous driving.

### Overall Journey Experience



- In summary, the QLD taxi industry is performing quite well at this point in time with an **overall KPI score** of 77% achieved. While a KPI score over 70% is generally considered to be satisfactory, there is still room for improvement in the taxi industry's performance, particularly in the areas of processing of fares, driver service/characteristics and journey experience.
- Performance was consistent across regions, times of day, and most other journey attributes. No stand out areas of concern were observed that have not already been noted at the overall state level.
- To summarise, performance is generally high across KPI measures. To improve performance it is recommended that the Department focus on:
  - Making the processing of fares more transparent by providing detailed itemised receipts;
  - Addressing customer service standards of drivers, in particular offering passengers receipts and behaving in a professional manner; and
  - Addressing incidences of dangerous driving such as speeding or weaving in and out of lanes through further driver training.