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### Background

Taxi services are an integral part of Queensland's public transport network, being 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.

## Methodology

The performance of the Queensland Taxi Industry was evaluated using a mystery shopping methodology. The mystery shops were conducted from the 19<sup>th</sup> of September to the 27<sup>th</sup> of October 2013. Mystery shoppers completed a checklist style questionnaire which assessed details of the journey including customer service, appearance and presentation, fares and overcharging, and the overall experience.

The questions were designed to capture information about the following aspects of the typical passenger journey:

- Journey Details
- Customer Service
- Appearance of Vehicle and Driver
- Fares and Overcharging
- Overall Experience

Mystery shoppers took trips in taxis between various origins and destinations (categorised as home, work, hotel, venue, appointment, transport hub, business, shop or attraction). Once the journey was completed the passenger filled out the questionnaire away from the taxi and out of sight of the driver.

Quotas were set for the number of mystery shops to be conducted at different times of day. This ensured that the results would be representative of the performance of taxis across all 24 hours of operation per day.

Some mystery shops were conducted by people with a disability recruited through the Queenslanders with Disability Network (QDN).

1371 mystery shops were conducted overall across Brisbane, Ipswich, Redcliffe, Gold Coast, Sunshine Coast, Toowoomba, Mackay, Townsville, Cairns and Rockhampton. A total of 49 mystery shops were conducted by mystery shoppers with disability (QDN members).



REGION	2013 Quota Set	2013 Sample Obtained
Brisbane	200	279
Ipswich	100	102
Redcliffe	100	112
Gold Coast	175	207
Sunshine Coast	125	142
Toowoomba	100	100
Mackay	75	84
Townsville	125	142
Cairns	125	126
Rockhampton	75	77
<b>Total Sample</b>	<b>1200</b>	<b>1371</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.

The maximum margin of error for results from a sample of n=1371 in 2013 is  $\pm 2.63$  (95% confidence interval). The margins of error for each region evaluated are shown below. These margins are based on the estimated number of trips taken in each region per month, derived from total journeys per month in QLD and number of taxis operating in each region.

REGION	Margin of Error 2011	Margin of Error 2013
Brisbane	$\pm 6.06\%$	$\pm 5.87\%$
Ipswich	$\pm 9.75\%$	$\pm 9.75\%$
Redcliffe	$\pm 10.1\%$	$\pm 9.30\%$
Gold Coast	$\pm 7.72\%$	$\pm 6.82\%$
Sunshine Coast	$\pm 8.31\%$	$\pm 8.25\%$
Toowoomba	$\pm 9.84\%$	$\pm 9.84\%$
Mackay	$\pm 10.56\%$	$\pm 10.75\%$
Townsville	$\pm 9.34\%$	$\pm 8.25\%$
Cairns	$\pm 8.87\%$	$\pm 8.76\%$
Rockhampton	$\pm 10.82\%$	$\pm 11.24\%$
Total QLD	$\pm 2.74\%$	$\pm 2.63\%$

Significant differences in results between variables used for analysis are represented as follows:

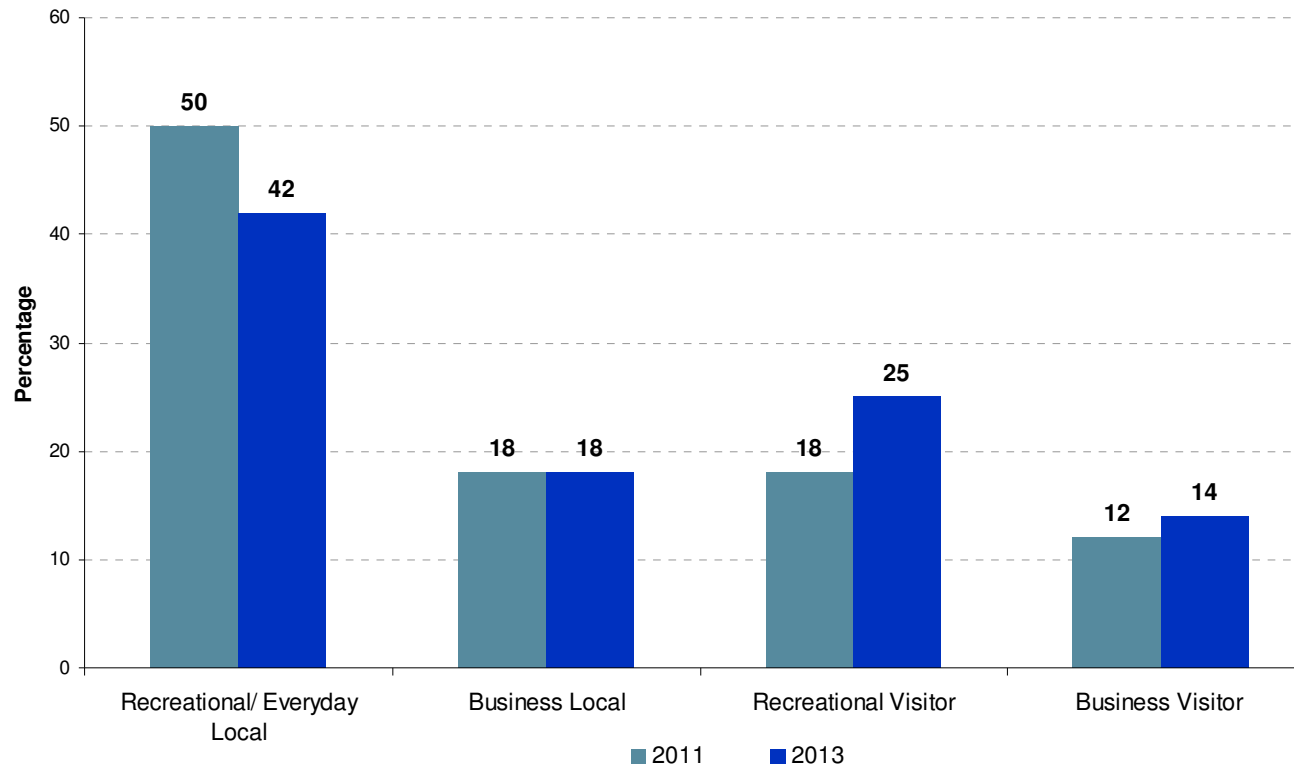
- Percentage is significantly higher than the total percentage or 2011 estimate for all journeys (at 95% confidence interval) = 
- Percentage is significantly lower than the total percentage or 2011 estimate for all journeys (at 95% confidence interval) = 

Figures reported throughout may not sum to 100% due to rounding.

## BREAKDOWN OF JOURNEYS

- In 2013, a total of 49 mystery shops were conducted by people with disability (QDN members) in Brisbane (15 trips), Sunshine Coast (1 trip), Mackay (7 trips) and Cairns (26 trips). In 2011, 68 such journeys were taken.
- There was a slightly more even spread of passenger scenarios in 2013 as compared with 2011, with smaller proportions of trips taken with shoppers posing as locals using the taxi for recreational or everyday use (42% - 2013; 50% - 2011) and greater proportions of trips being taken using other scenarios.

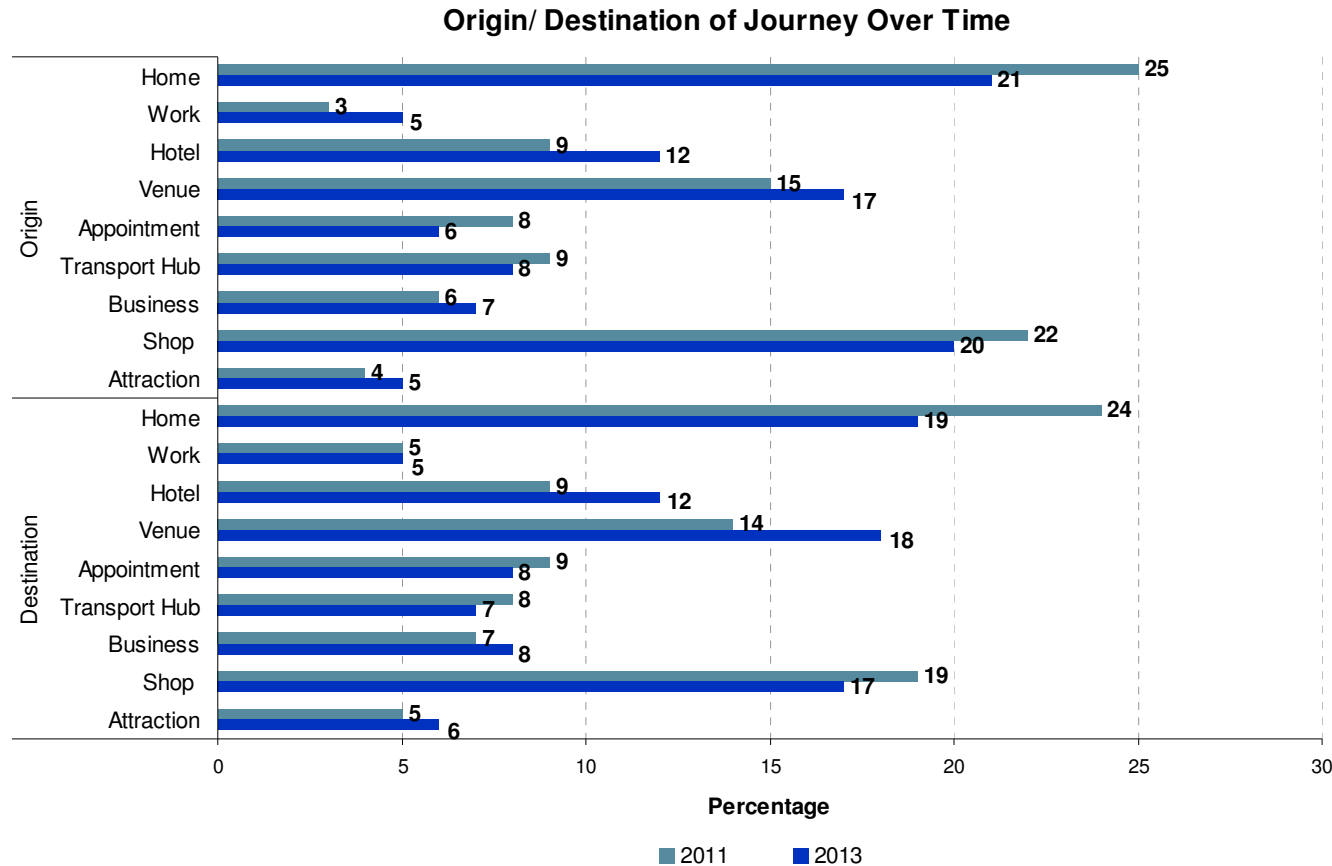
Passenger Scenario Breakdown Over Time



- Compared with 2011, a greater proportion of trips in 2013 were taken in low traffic conditions (29% - 2013; 21% - 2011), though a similar proportion of trips were taken in conditions classified as normal (73% - 2013; 70% - 2011).

## Breakdown of Journeys cont'd

- There was a slightly more even spread of origin and destination points travelled to/from in 2013 than in 2011.

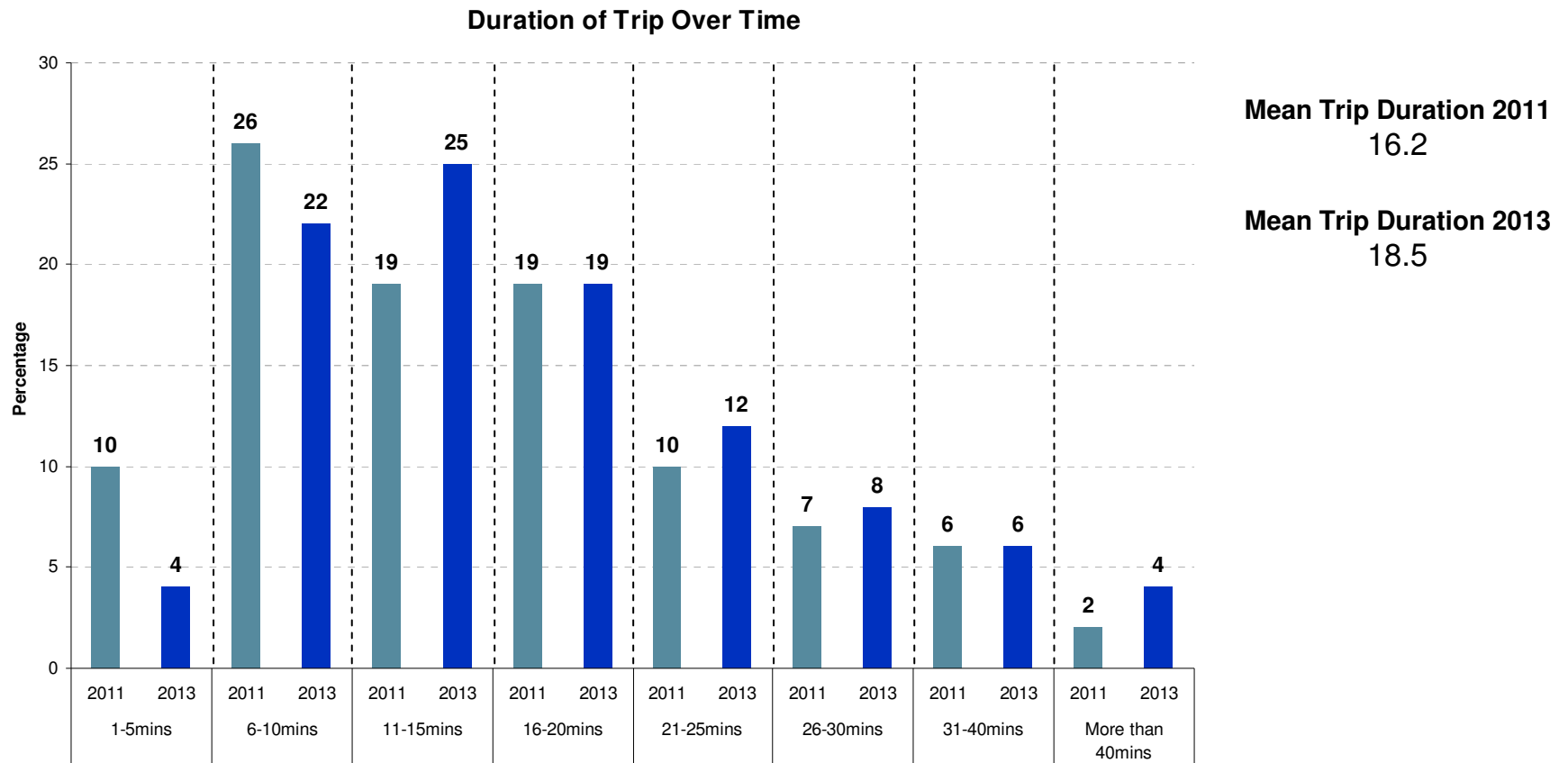


- Journeys were spread across the days of the week with 70% of trips taken on weekdays, and 20% on weekends, with 9% not specifying a day. This is similar to 2011 origin/destination breakdowns.
- Starting time of the trip was distributed across all time frames, with the majority of trips taken between 7am and 11pm (82%), similar to trip commencement times observed in 2011.
- Overall, 61% of trips were booked (54% for immediate pick-up; 7% booked in advance) and 39% were hailed (from a rank – 35%; or the road – 4%). This compares with 64% booked and 54% hailed in 2011.



## Breakdown of Journeys cont'd

- In the majority of journeys a flag fall was showing on the meter at the start of the journey (92%). This compares with 94% in 2011.
- The average duration of a taxi journey in 2013 was 18.5 minutes, compared with 16.2 minutes in 2011.

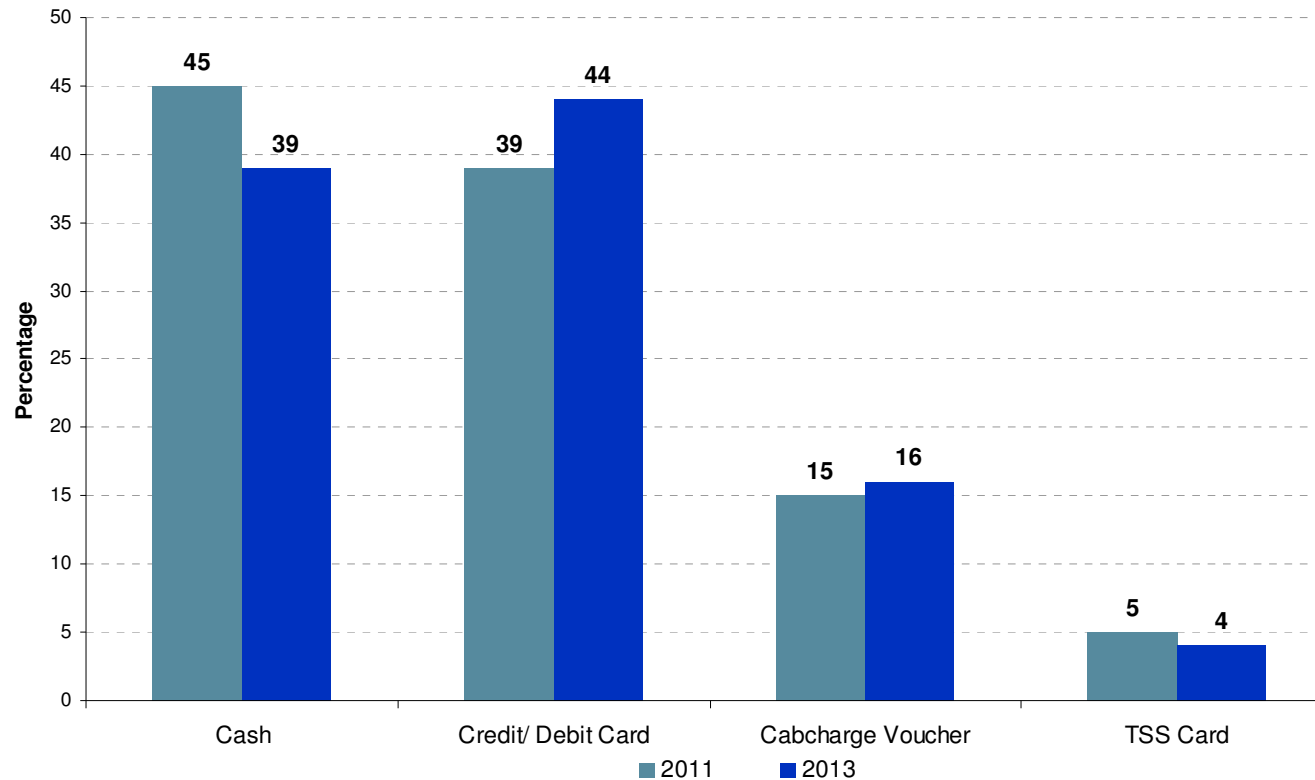


- Fewer trips in 2013 were of 10 minutes or less (26% - 2013; 36% - 2011), with more than half of all trips lasting 11-25 minutes (56% - 2013; 48% - 2011). Almost one in five trips in 2013 were longer than 26 minutes (18%), compared with 15% in 2011.

## Breakdown of Journeys cont'd

- The majority of trips were charged at Tariff 1 (49%) and Tariff 2 (39%). These proportions are similar to 2011 results (53% and 37% respectively).
- Slightly greater proportions of trips taken were paid by credit/debit card in 2013 than was the case in 2011.

Breakdown of Payment Method Used Over Time

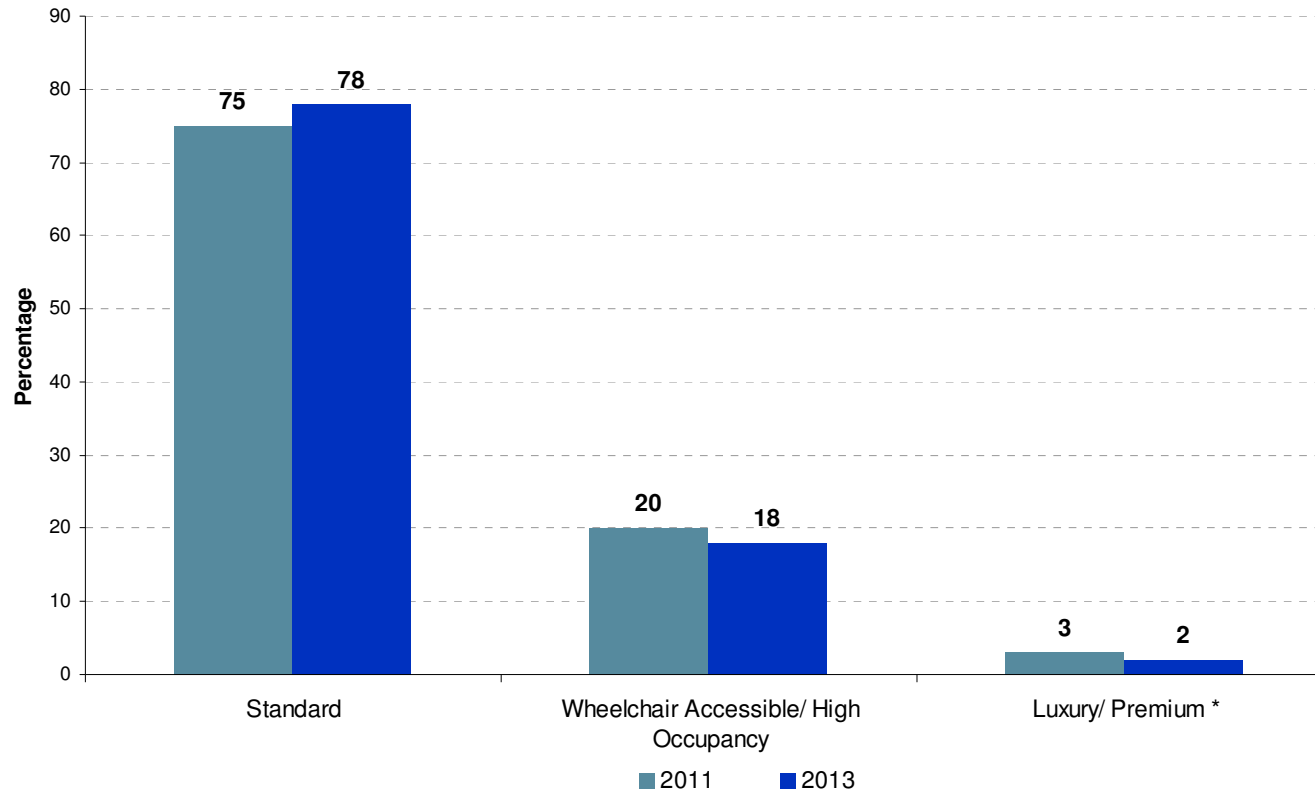


- The mean cost of journeys taken in 2013 was \$29.74. This is slightly higher than the mean cost of journeys taken in 2011 (\$27.00) resulting from a combination of an increase in fare prices over the period and a slightly longer journey length in 2013.
- At least one legitimate fee was charged for 64% of the journeys evaluated in 2013, compared with 74% in 2011. The most commonly charged fees were the merchant fee (for customers making an electronic payment) and booking fee.

## Breakdown of Journeys cont'd

- There was a consistent spread between the types of taxis mystery shopped between 2011 and 2013, with the majority of journeys being taken in standard taxis in both years (78% - 2013; 75% - 2011 ). The proportion of journeys taken in Luxury/Premium taxis was small in both years (2% - 2013; 3% - 2011) due to the smaller incidence of use of these taxis. 1% of journeys were taken in “other” taxi types in both years (e.g. people movers which are not wheelchair accessible).

Breakdown of Taxi Type Over Time



- More detailed breakdowns for both 2013 and 2011 studies can be found in the following slide.

## Breakdown of Journeys

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

	2013	2011
<b>Region</b>	<b>n=1371</b>	<b>n=1265</b>
Brisbane	20%	21%
Ipswich	7%	8%
Redcliffe	8%	8%
Gold Coast	15%	13%
Sunshine Coast	10%	11%
Toowoomba	7%	8%
Mackay	6%	7%
Townsville	10%	9%
Cairns	9%	10%
Rockhampton	6%	7%
<b>Day</b>	<b>n=1371</b>	<b>n=1265</b>
Monday	9%	12%
Tuesday	11%	17%
Wednesday	15%	16%
Thursday	18%	15%
Friday	17%	14%
Saturday	10%	12%
Sunday	10%	13%
Weekdays	70%	75%
Weekends	20%	25%
No Answer	9%	n/a
<b>Time</b>	<b>n=1371</b>	<b>n=1265</b>
3:01 - 7:00am	9%	9%
7:01 - 11:00am	21%	19%
11:01am - 3:00pm	20%	21%
3:01 - 7:00pm	22%	24%
7:01 - 11:00pm	19%	19%
11:01pm - 3:00pm	7%	8%

	2013	2011
<b>Duration</b>	<b>n=1371</b>	<b>n=1265</b>
1- 5 mins	4%	10%
6 - 10 mins	22%	26%
11 - 15 mins	25%	19%
16 - 20 mins	19%	19%
21 - 25 mins	11%	10%
26 - 30 mins	8%	7%
31 - 40 mins	6%	6%
More than 40 mins	5%	2%
Mean (mins)	18.51	16.2
<b>Origin</b>	<b>n=1371</b>	<b>n=1265</b>
Home	21%	25%
Shop	20%	22%
Venue	17%	15%
Hotel	12%	9%
Transport Hub	8%	9%
Appointment	6%	8%
Business	7%	6%
Attraction	5%	4%
Work	5%	3%
<b>Destination</b>	<b>n=1371</b>	<b>n=1265</b>
Home	19%	24%
Shop	17%	19%
Venue	18%	14%
Hotel	12%	9%
Transport Hub	7%	9%
Appointment	8%	8%
Business	8%	7%
Attraction	6%	5%
Work	5%	5%

	2013	2011
<b>A1 - Passenger Scenario</b>	<b>n=1371</b>	<b>n=1265</b>
Recreational/Everyday Local	42%	50%
Business Local	18%	18%
Recreational Visitor	25%	18%
Business Visitor	14%	12%
<b>A5 - How Taxi Obtained</b>	<b>n=1371</b>	<b>n=1265</b>
Booked	61%	64%
Hailed	39%	35%
<b>A2 - Taxi Company</b>	<b>n=1371</b>	<b>n=1265</b>
Black & White	22%	20%
Yellow	23%	23%
Other	54%	55%
No Answer	1%	2%
<b>A4 - Taxi Type</b>	<b>n=1371</b>	<b>n=1265</b>
Standard	78%	75%
Wheelchair Acc./ High Occ.	18%	20%
Luxury/ Premium	2%	3%
Other	1%	1%
No Answer	0%	2%
<b>C3 - Payment Method Used</b>	<b>n=1371</b>	<b>n=1265</b>
Cash	39%	45%
Credit/ Debit Card	44%	39%
Cabcharge Voucher	16%	15%
TSS Card	4%	5%
<b>Total Cost of Journey</b>	<b>n=1371</b>	<b>n=1265</b>
Mean (\$)	\$29.74	\$27.00
<b>B15 - Road Conditions</b>	<b>n=1371</b>	<b>n=1265</b>
Normal	73%	70%
Low Traffic	29%	21%
High Traffic	8%	7%
Wet/ Raining	2%	2%

## KEY PERFORMANCE INDICATORS (KPIs)

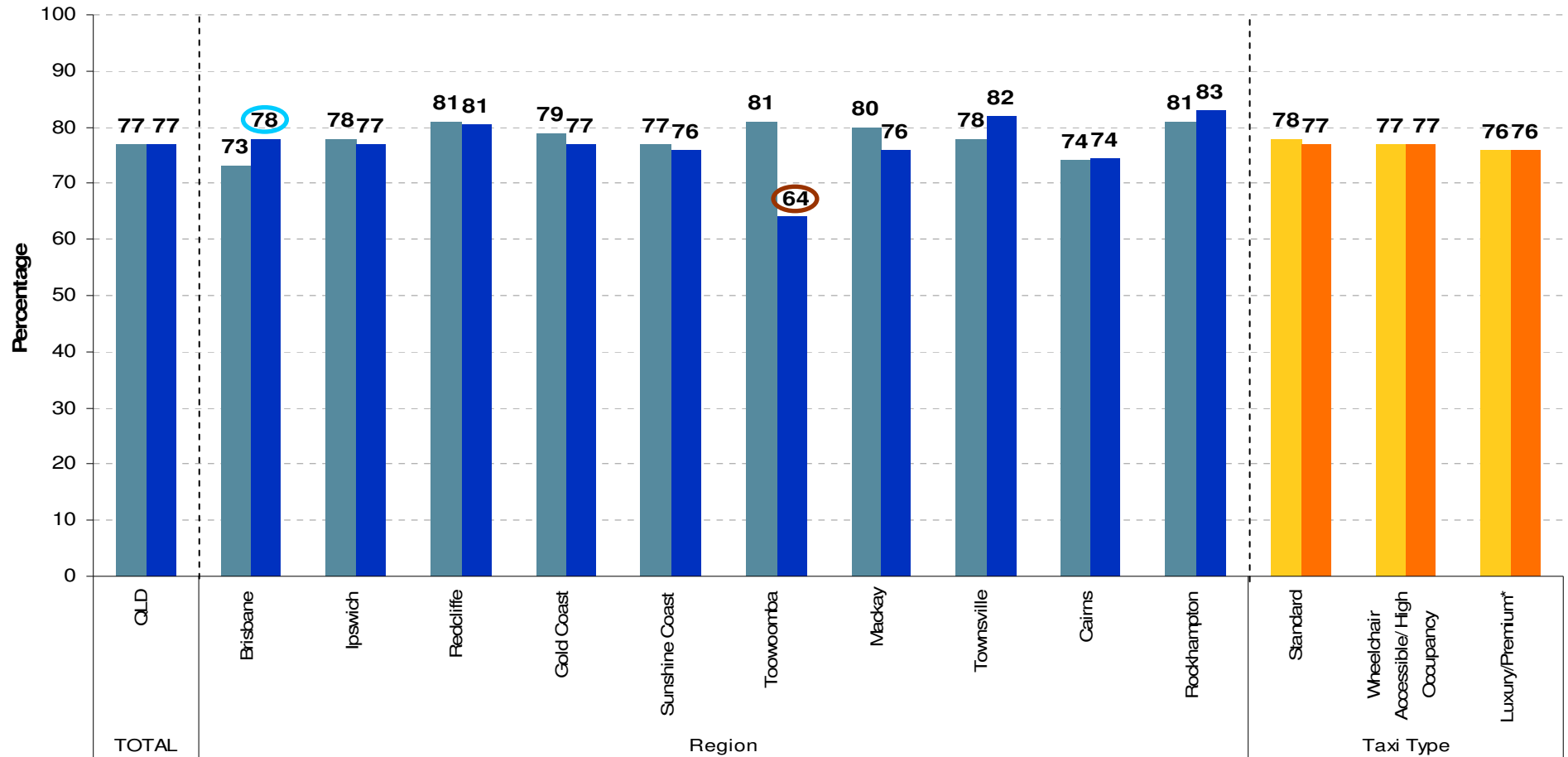
- In order to provide a consistent and comparable measure of performance of taxi services in Queensland Key Performance Indicators (KPIs) have been designed. KPI scores have been calculated for 7 categories of service:
  - Taxi Company Service – arrival times and presence/absence of tariff stickers
  - Taxi Characteristics – cleanliness, odour, temperature, volume of music etc.
  - Driver Service Characteristics – assistance, greeting, presentation, knowledge, conversation, compliance with requests, attitude etc.
  - Safety – operating seatbelts, using non-taxi related devices while driving, driving to suit road conditions, following road rules and incidence of dangerous driving
  - Fares – correct tariff applied, offering off-meter travel, charging the correct fare, using a cost efficient route
  - Processing of Fares – acceptance of intended payment method, explaining fees and toll charges, offering a receipt without prompting, returning a TSS card without prompting
  - Journey Experience – satisfaction with the journey
- These seven KPIs are then combined to create an overall KPI score.
- KPIs are calculated on the basis of good or poor service against the above attributes. Good service is rewarded by receiving a positive score, whilst bad service is down-graded by receiving a negative score. Absence of any specific attribute (e.g. the driver did not adjust the air conditioning because it was not needed or requested) is removed from the KPI calculation.
- Answer weights for good or poor service were applied to each response on the mystery shopping questionnaire. The weights were determined in close consultation with the Department of Transport to ensure the relative importance of different questions was accurately applied and measurable. \*

\* Further information regarding the method of KPI calculation is available from the Department of Transport and Main Roads on request.

## OVERALL PERFORMANCE

- In general, the QLD taxi industry is continuing to perform quite well with an **overall KPI score** of 77% attained in 2013, which remains consistent with the overall KPI score achieved in 2011 (also 77%).
- Brisbane's taxi service standards improved significantly in 2013 (78%), while Toowoomba's service standards have declined significantly since 2011 (64%).

Overall KPI Score by Region & Taxi Type Over Time



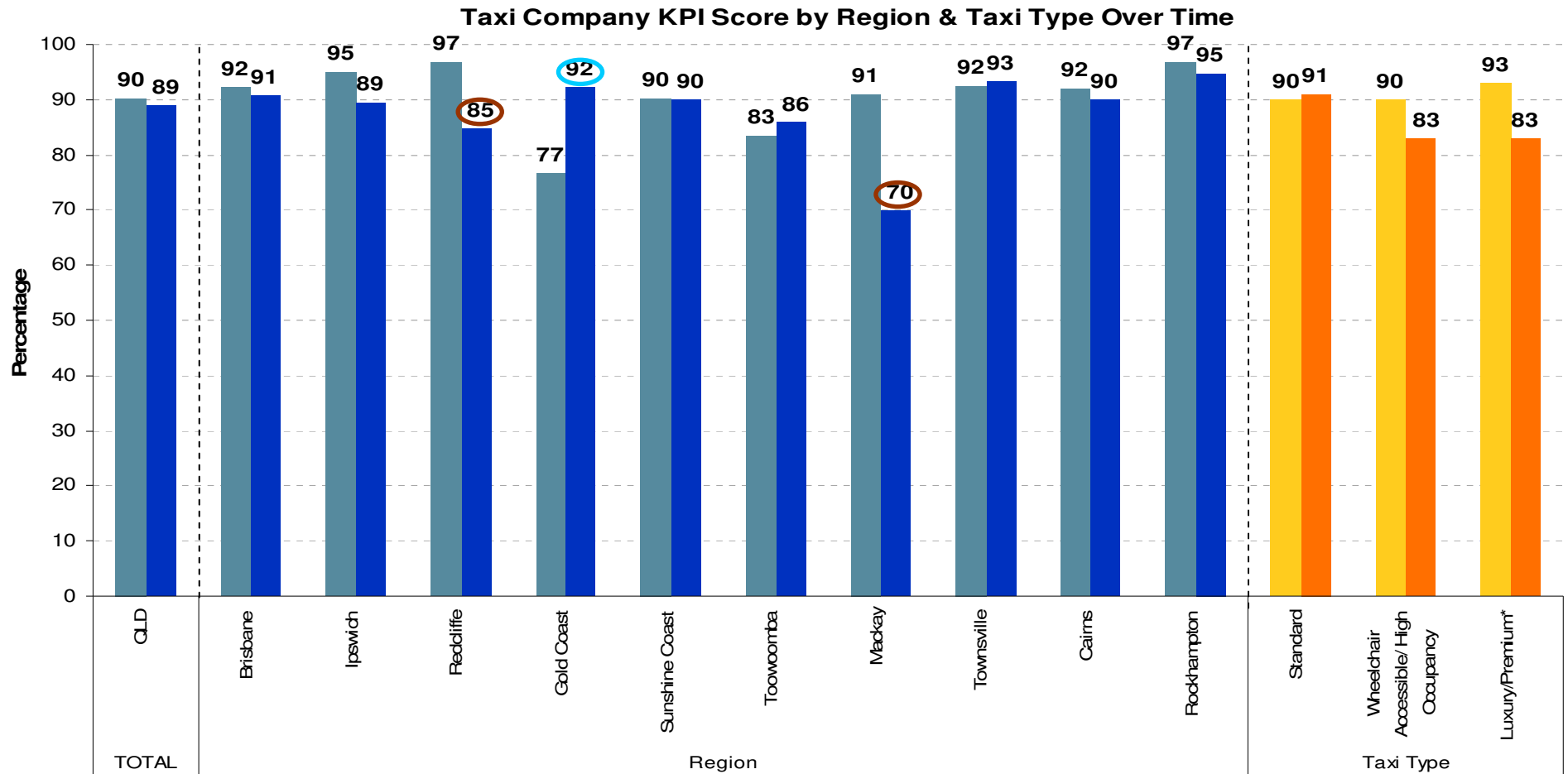
**Overall KPI Score**

Base: Total QLD (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/ High Occupancy (n=251), Luxury/ Premium (n=30), Please refer to Appendix A for 2011 region and taxi types bases.

Note: \* Denotes small sample size.

## TAXI COMPANY SERVICE

- **Taxi company service** continued to remain of a high standard with a KPI score of 89% achieved in 2013, which did not differ significantly from the score attained in 2011 (90%).
- A positive result was evident in the Gold Coast with a significant increase in this region's taxi company service KPI (92% - 2013; 77% - 2011). However, significant falls in the standard of this service area was observed in Redcliffe (85%) and Mackay (70%).



### Taxi Company Service KPI Score

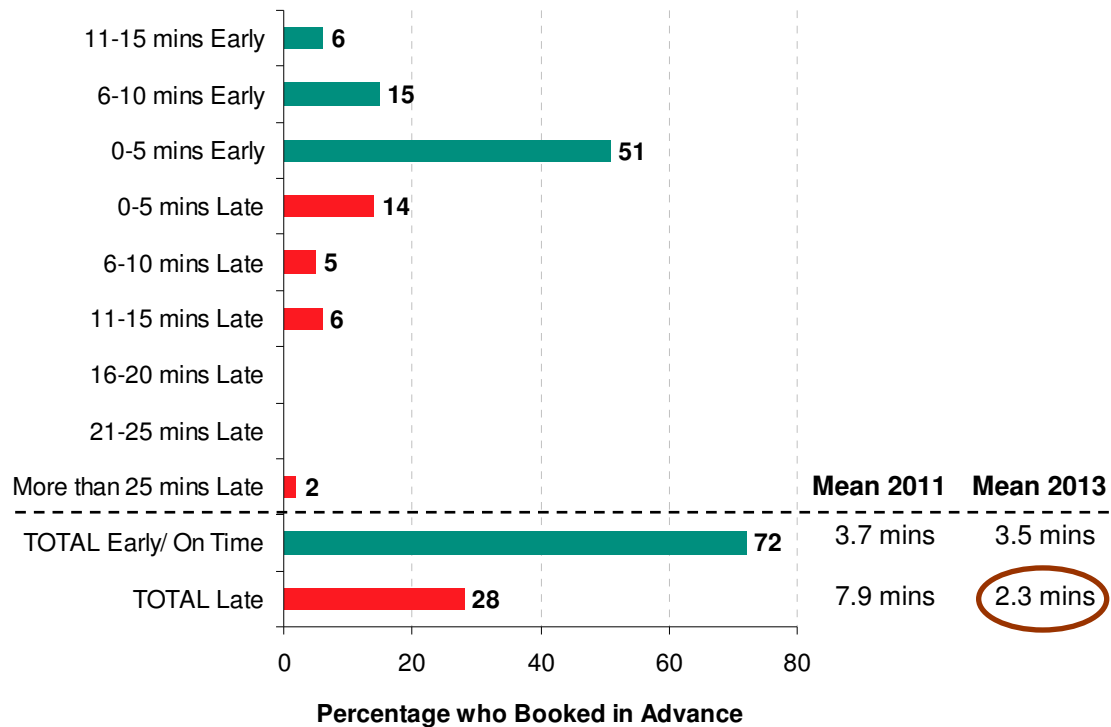
Base: Total QLD (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/ High Occupancy (n=251), Luxury/ Premium (n=30), Please refer to Appendix A for 2011 region and taxi types bases.

Note: \* Denotes small sample size.

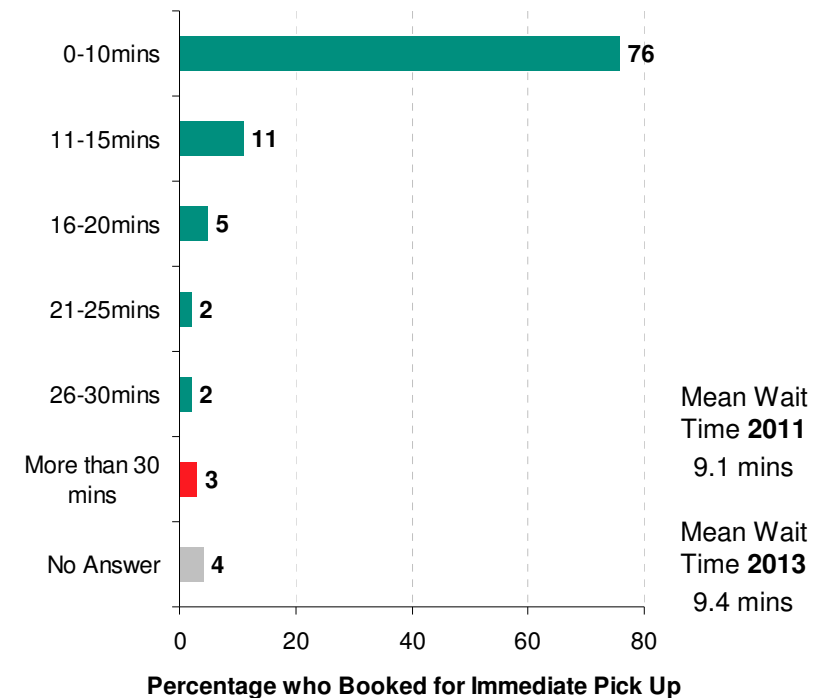
## Waiting Time for Taxi Booked in Advance or for Immediate Pick Up

- The majority of taxi's that were booked in advance arrived on time or early in 2013 (72%), which is consistent with 2011 observations (76%).
- Encouragingly, the average wait time for late taxis has fallen significantly in 2013 (2.3 mins), compared with the average wait time recorded in 2011 for late taxis (7.9 mins).
- Three quarters of taxis booked for immediate pick up arrived within 10 minutes in 2013 (76%), similar to 2011 observations (74%).

**How Early/ Late Taxi Arrived for Advance Booking 2013**



**How Long Waited for Taxi (Booked for Immediate Pick Up) 2013**



**A6. Booked taxi arrival time**

Base: Total Booked in Advance and provided booked taxi arrival time 2013 (n=94); 2011 (n=116).

Note: 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. Booked taxi arrival time**

Base: Total Booked for Immediate Pick Up 2013 (n=746); 2011 (n=643).

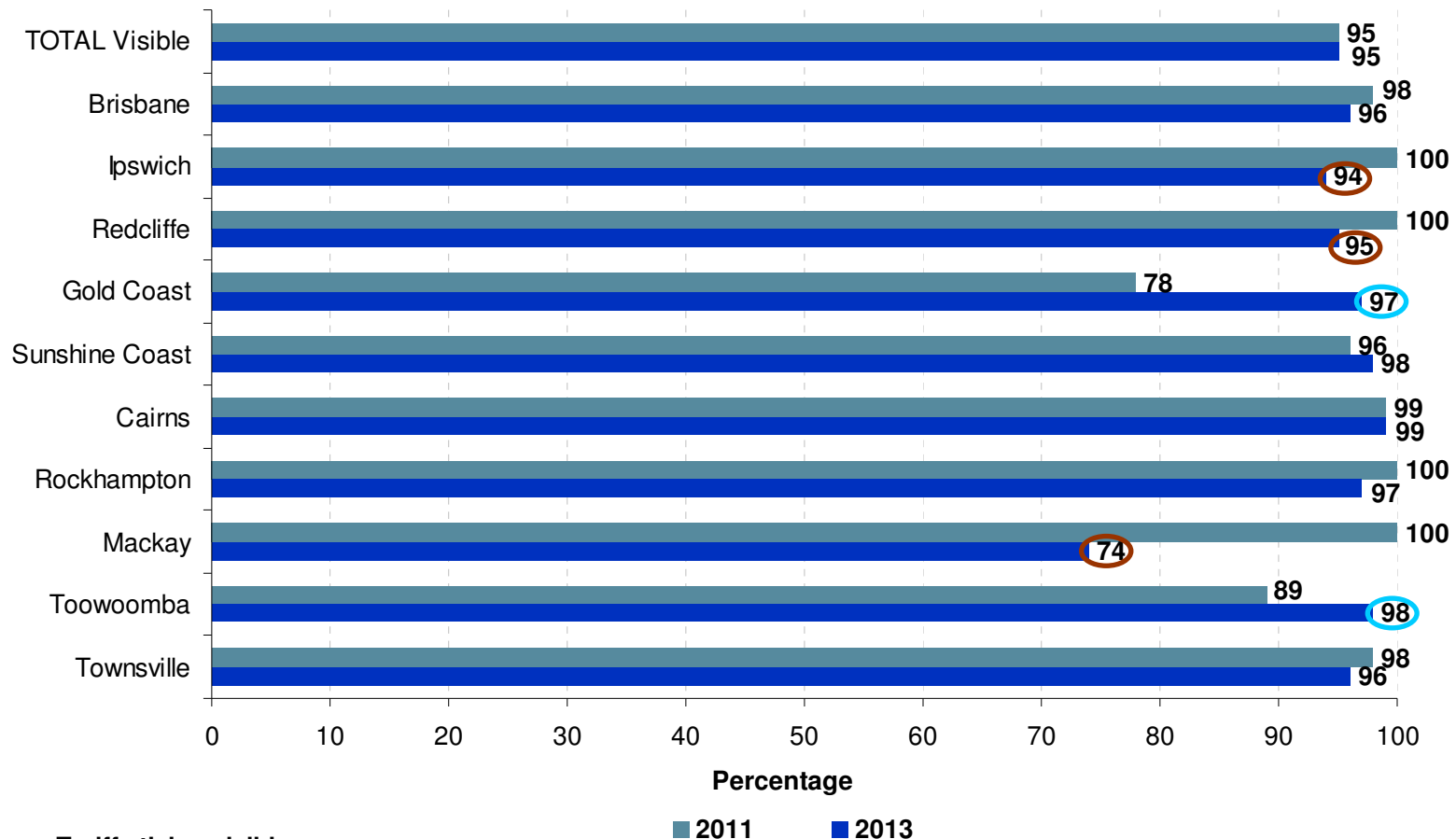
Note: Only includes taxis booked for immediate pick up.



## Tariff Sticker Visible By Region Over Time

- In 2013, 95% of all journeys taken had the tariff sticker clearly visible in the taxi, which is consistent with 2011 observations.
- There were significant decreases in the proportion of taxis with visible tariff stickers in Ipswich (94% c.f. 100%), Redcliffe (95% c.f. 100%) and Mackay (74% c.f. 100%) since 2011.
- Significant increases in the proportion of taxis with visible tariff stickers since 2011 were observed in the Gold Coast (97% c.f. 78%) and Toowoomba (98% c.f. 89%).

Tariff Sticker Visible by Region Over Time



A15.

### Tariff sticker visible

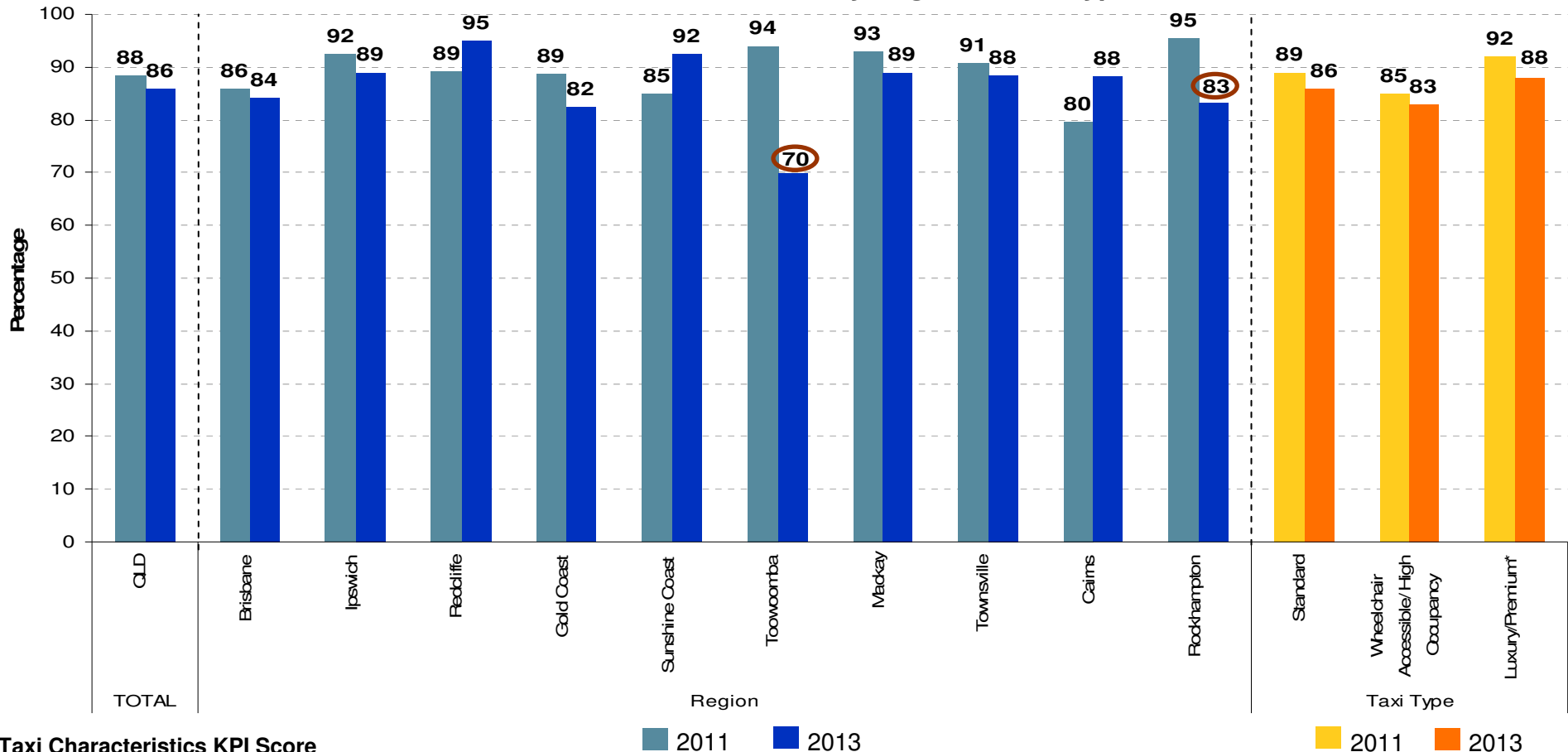
Base:

Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.

## TAXI CHARACTERISTICS

- **Taxi characteristics** still rate highly, achieving a KPI score of 86% in 2013, a similar result to that attained for this service area in 2011 (88%).
- However, two regions that have significantly declined in this service area include Toowoomba (70%- 2013; 94% - 2011) and Rockhampton (83% - 2013; 95% - 2011). This was primarily due to significant declines in the proportion of taxis with clean exteriors and interiors and the proportion of taxis with comfortable temperatures inside in these regions.

**Taxi Characteristics KPI Score by Region & Taxi Type Over Time**

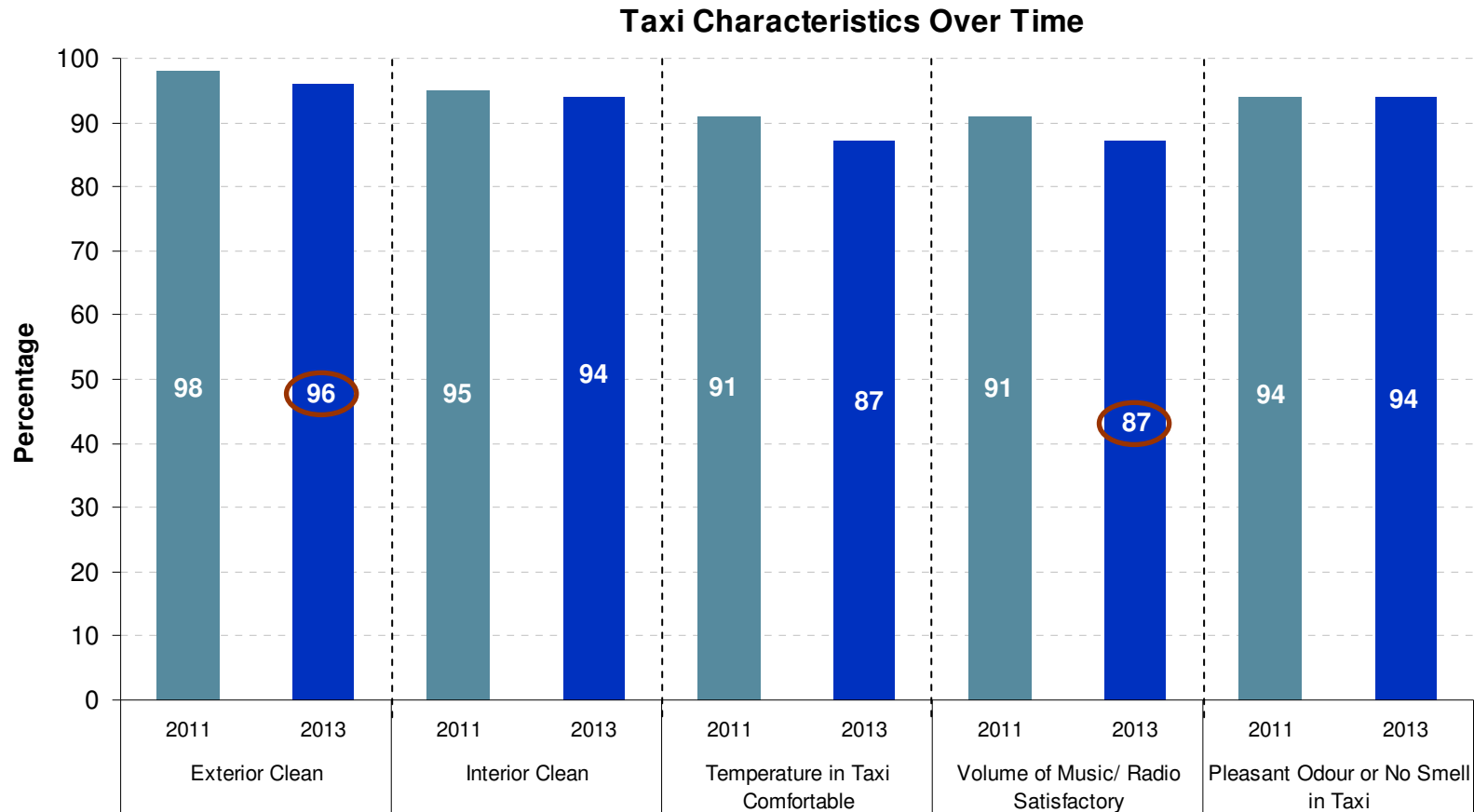


**Taxi Characteristics KPI Score**

Base: Total QLD (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/ High Occupancy (n=251), Luxury/ Premium (n=30), Please refer to Appendix A for 2011 region and taxi types bases.

Note: \* Denotes small sample size.

- Whilst all service aspects of taxi characteristics continued to be rated highly in 2013, the proportion of taxis with clean exteriors (96% c.f. 98%) and playing music at satisfactory volume (87% c.f. 91%) has decreased significantly since 2011.



**B1. Exterior clean, B2. Interior Clean, B9. Temperature in Taxi, B7. Odour in Taxi**

Base: Total 2013 (n=1371); Total 2011 (n=1265).

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**B11.**

Base:

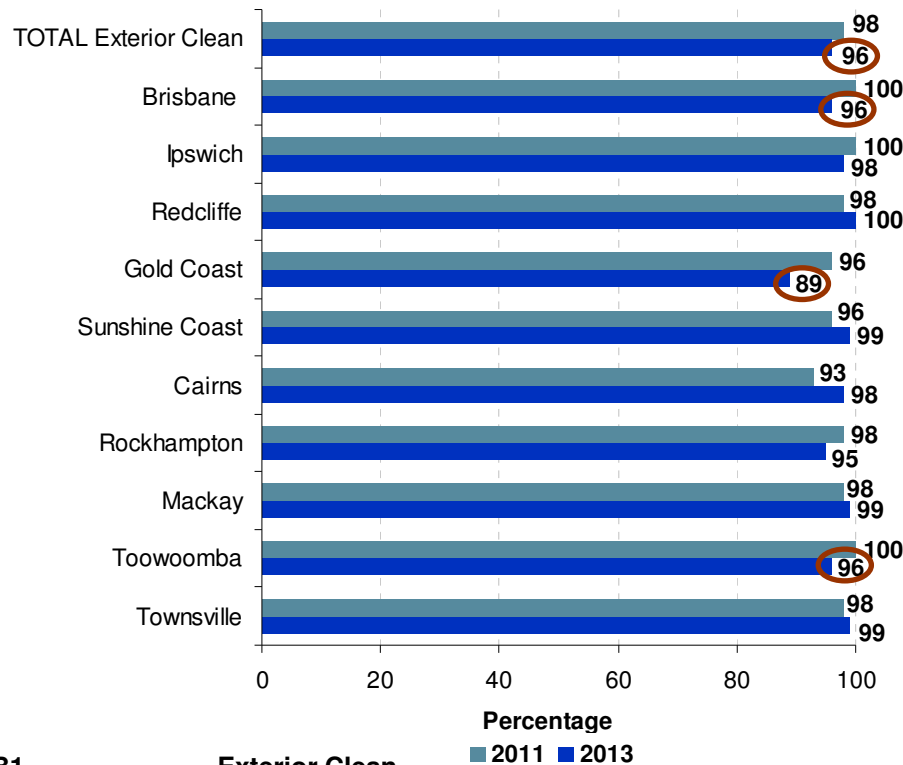
**Volume of music/radio**

Total with music playing in the taxi 2013 (n=438); 2011 (n=495).

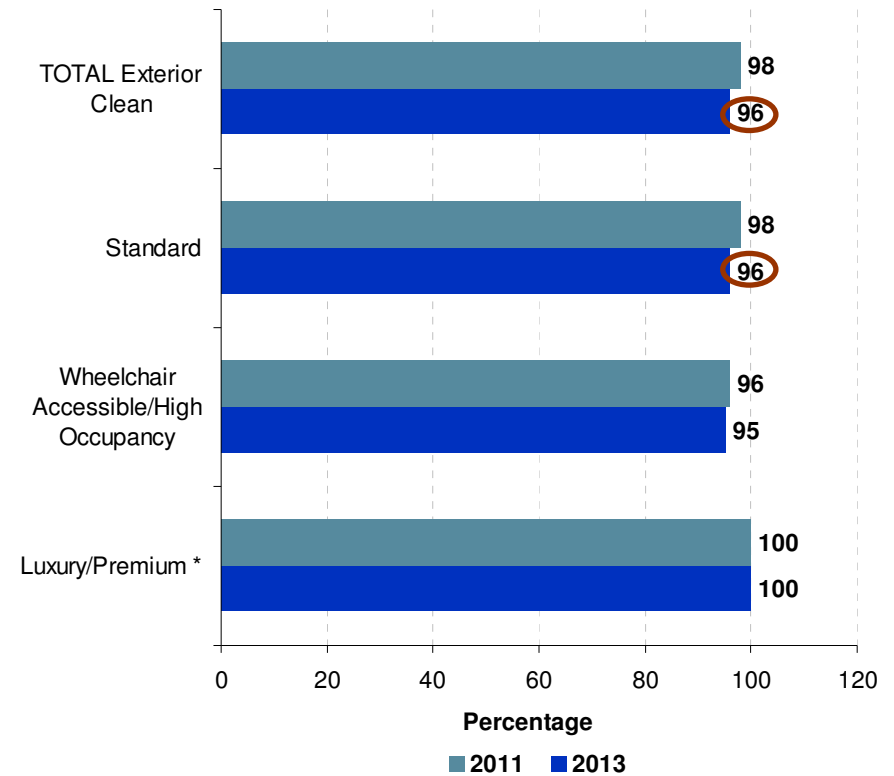
## Exterior of Taxi Clean By Region & Taxi Type Over Time

- In 2013, 96% of the taxis mystery shopped had a clean exterior, which is significantly lower than the proportion of taxis with clean exteriors observed in 2011 (98%). This may be explained by the unseasonal dry weather experienced in Queensland over September and October in 2013. Comments concerning the cleanliness of taxi exteriors confirm that dust was a contributing factor to taxi exteriors not being rated as clean.
- Significant decreases in proportions of exterior cleanliness were evident in the regions of Brisbane (96% c.f. 100%), Gold Coast (89% c.f. 96%), and Toowoomba (96% c.f. 100%) and also in standard taxis (96% c.f. 98%).

Exterior Clean by Region Over Time



Exterior Clean by Taxi Type Over Time



B1.

Exterior Clean

■ 2011 ■ 2013

■ 2011 ■ 2013

Base:

Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068); Wheelchair Accessible/High Occupancy (n=251); Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi type bases.

Note:

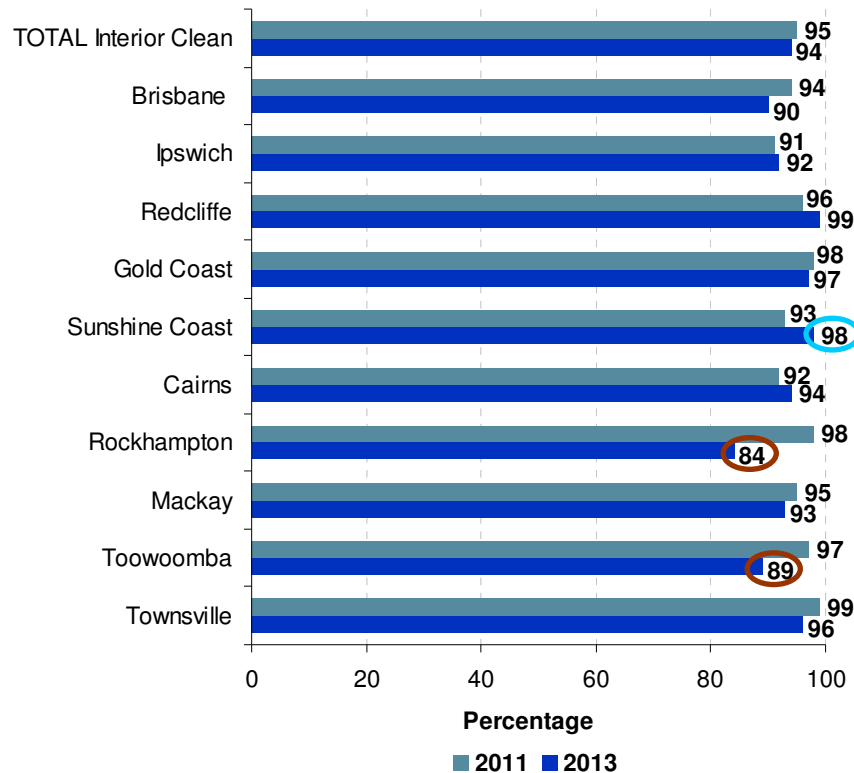
Journeys with no answer (n=6) and other (n=16) recorded for Taxi Type not included.

\* Denotes small sample size.

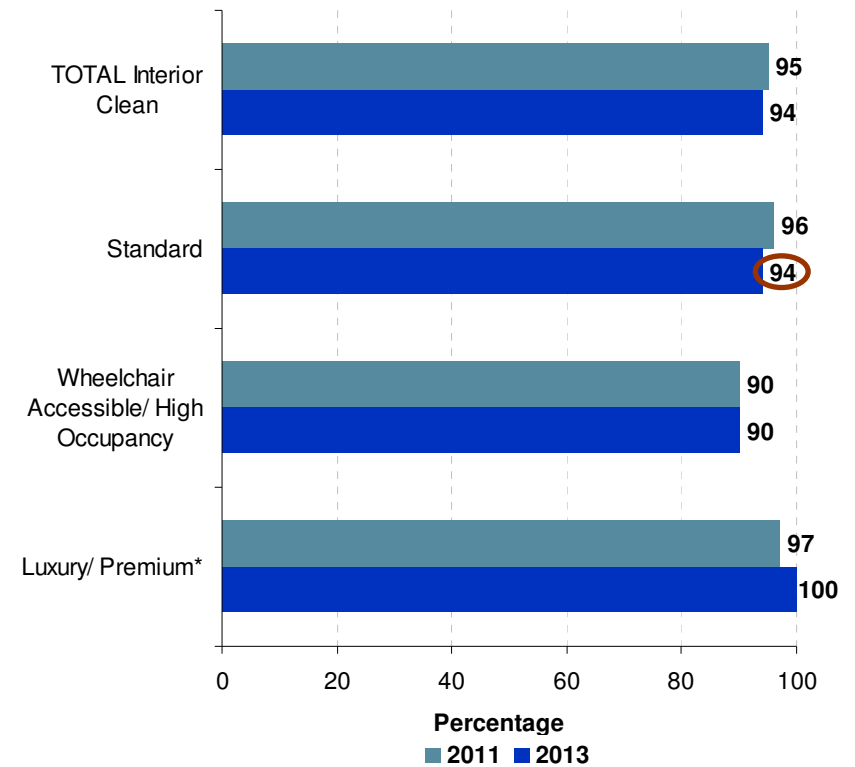
## Interior of Taxi Clean By Region & Taxi Type Over Time

- In 2013, 94% of taxis mystery shopped had a clean interior, which is consistent with the observations made in 2011.
- The proportion of taxis with clean interiors significantly decreased in Rockhampton (84%) and Toowoomba (89%), whilst significant improvement has occurred since 2011 on taxi interior cleanliness in Sunshine Coast taxis (98% c.f. 93%).
- A significantly lower proportion of standard taxis had clean interiors in 2013 (94%) than in 2011 (96%).

Interior Clean by Region Over Time



Interior Clean by Taxi Type Over Time



**B2.**

**Interior clean**

Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Black & White (n=305); Yellow (n=309); Other (n=745). Please refer to Appendix A for 2011 region and taxi type bases.

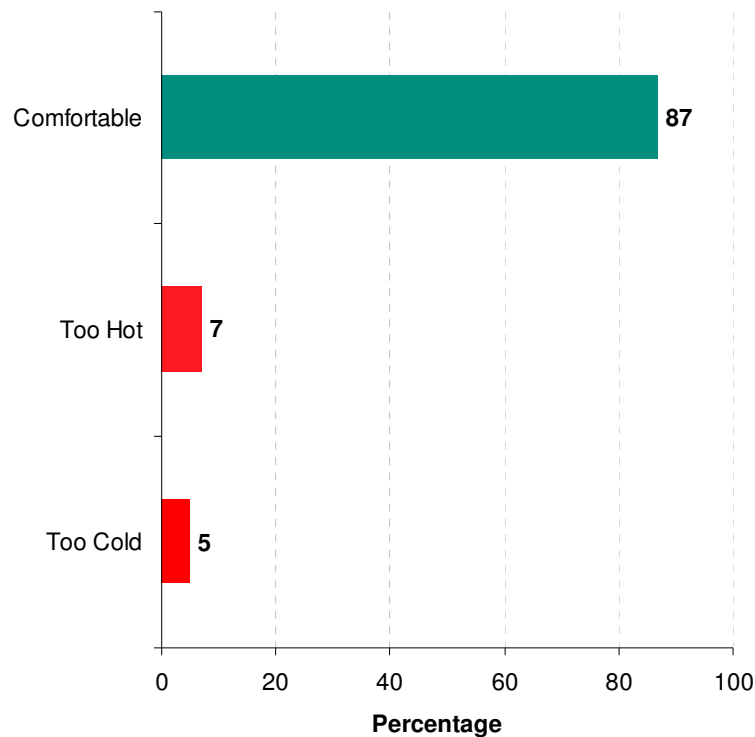
Note: Does not include no answer (n=6) and other (n=16) responses for Taxi Type.

\* Denotes small sample size

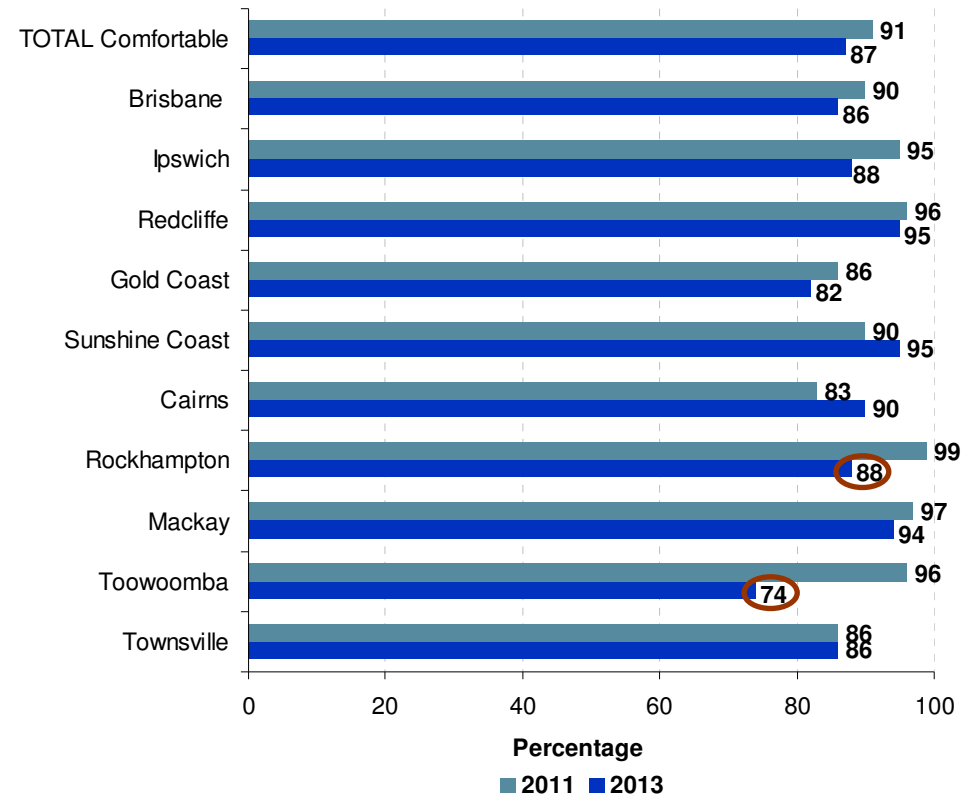
## Temperature in Taxi By Region Over Time

- In 87% of QLD taxis evaluated in 2013, the temperature was rated as comfortable, a similar proportion to 2011 (91%).
- Significantly lower proportions of Rockhampton and Toowoomba taxis in 2013 were rated as having a comfortable temperature (88% and 74% respectively), compared with 2011 results.
- While the majority of taxis were rated as having a comfortable temperature inside, some passengers found the temperature uncomfortable due to the driver not turning on the air-conditioning or keeping the windows open.

Temperature in Taxi 2013



Temperature Comfortable in Taxi by Region Over Time

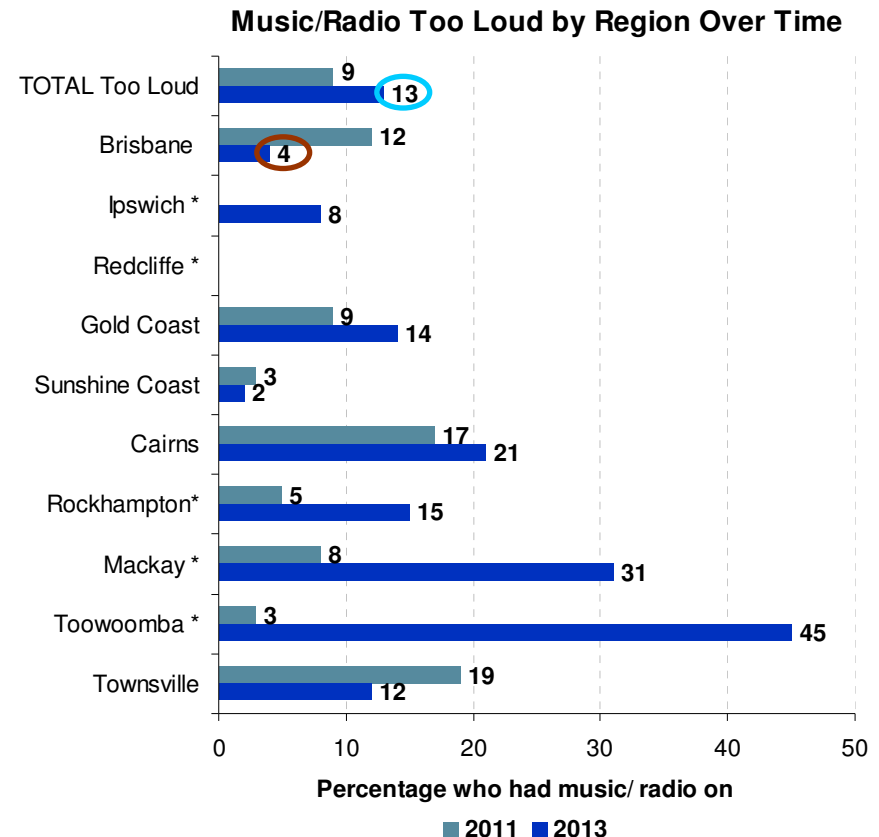
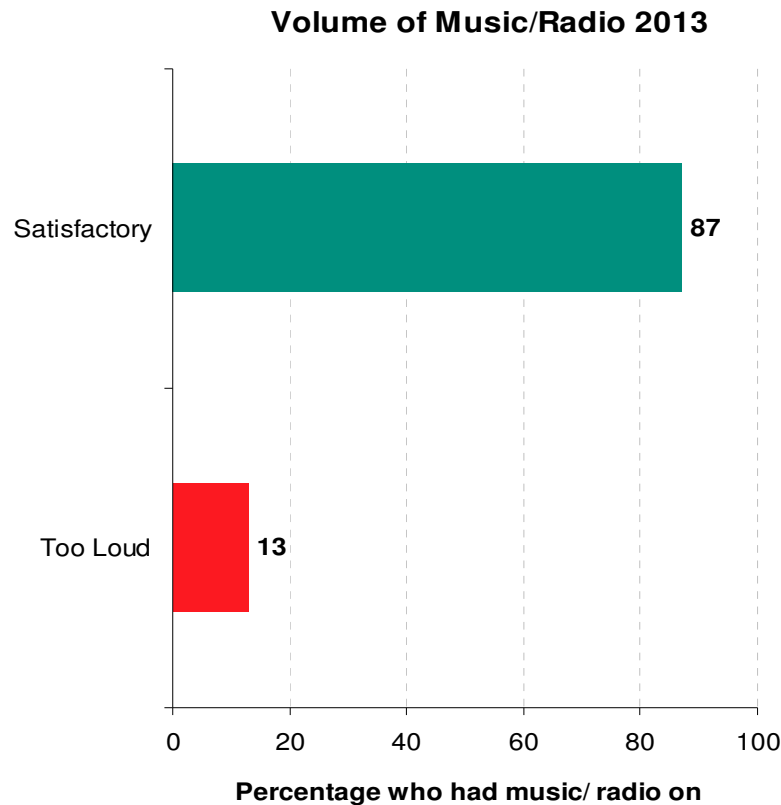


**B9. Temperature in taxi**

Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.

## Volume of Music/Radio By Region Over Time

- Of the journeys where music or the radio was playing in the taxi, 87% of these journeys were rated as having a satisfactory volume level. This proportion is significantly lower than the satisfactory volume level observed in 2011 (91% - not shown on chart).
- Overall, there was a significant increase in the proportion of taxis with the radio/music too loud in 2013 compared with 2011 (13% c.f. 9%). However, the opposite trend was observed for taxis in Brisbane, significantly down from 12% in 2011 to 4% in 2013.
- Comments from passengers indicate that those who felt the volume was too loud often referred to the type of music the driver had playing (usually heavy metal/rock music).



**B11.**

**Volume of music/radio**

Base:

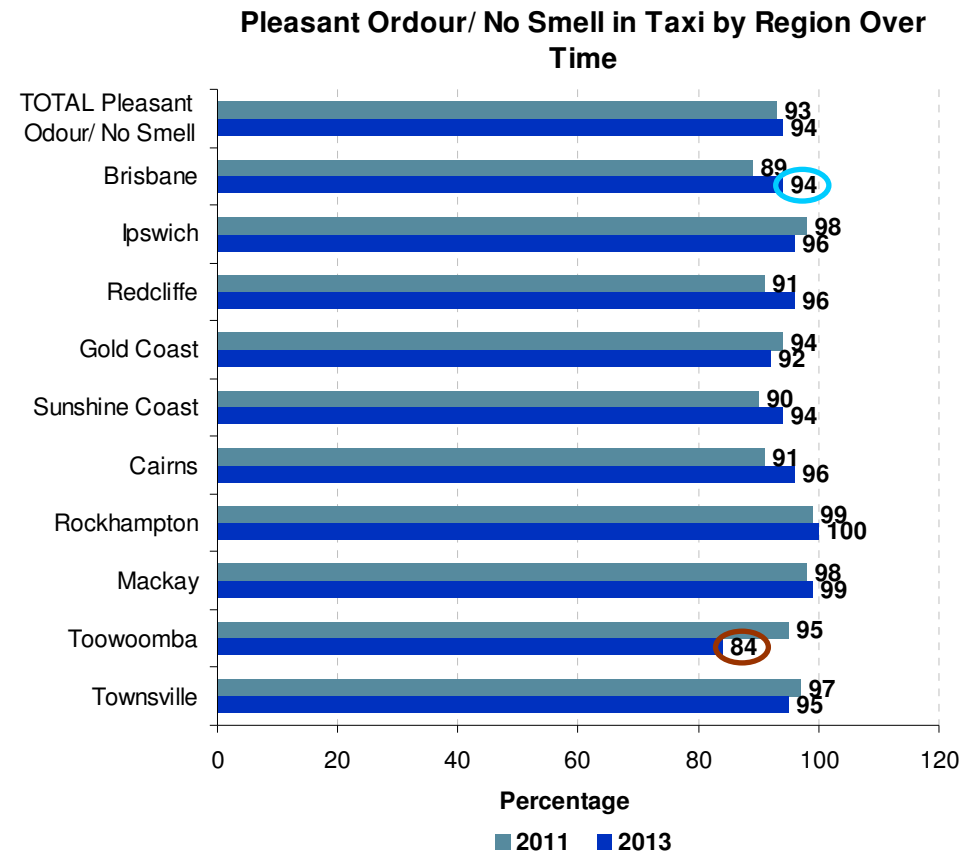
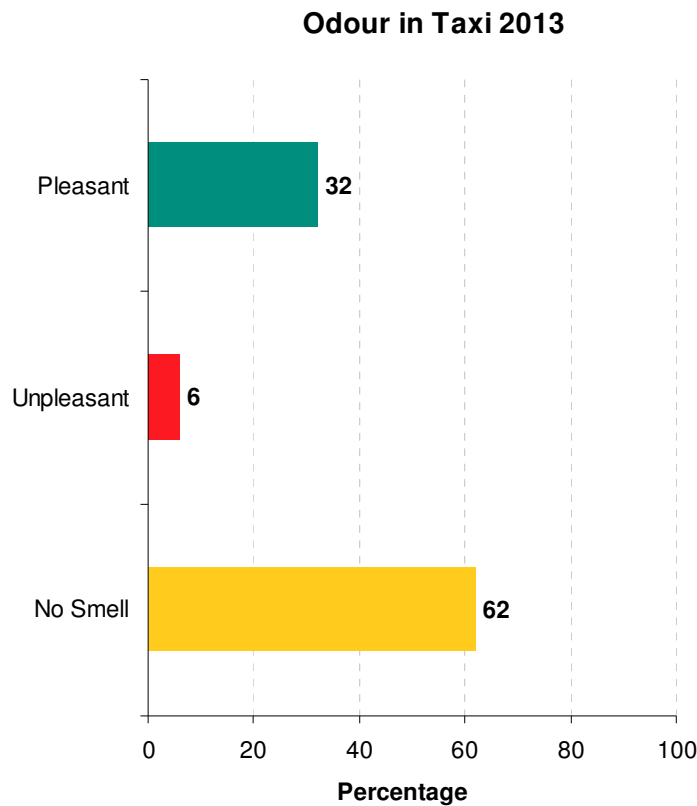
Total with music playing in the taxi 2013 (n=438), Brisbane (n=106), Ipswich (n=13), Redcliffe (n=16), Gold Coast (n=71), Sunshine Coast (n=43), Toowoomba (n=22), Mackay (n=32), Townsville (n=66), Cairns (n=42), Rockhampton (n=27). Please refer to Appendix A for B11 2011 region bases.

Note:

\* Denotes small sample size.

## Odour in Taxi By Region Over Time

- In 2013, 32% of taxis mystery shopped were rated as having a pleasant odour and 62% were rated as having no smell, similar proportions to that observed in 2011 (30% and 64% respectively).
- Brisbane taxis had a significantly higher proportion rated as having a pleasant odour or no smell in 2013 (94%), while Toowoomba had significantly lower proportion of taxis with a pleasant smell or no odour (84%), compared with 2011 observations.
- Frequently cited reasons for unpleasant odours in taxis in 2013 were cigarette smells, body odour and stale food smells.



**B7.**

**Odour in taxi**

Base:

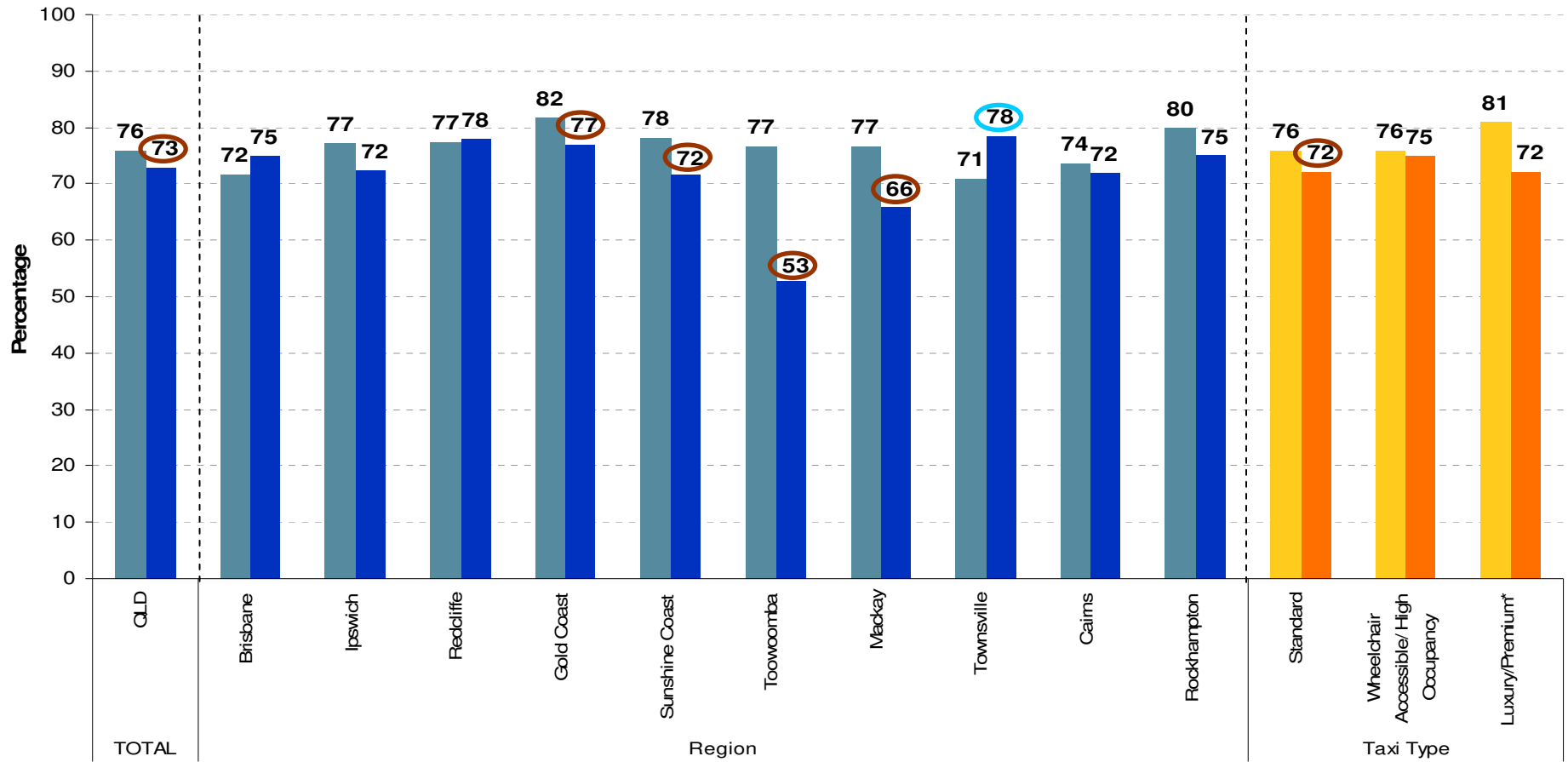
Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.



## DRIVER SERVICE/ CHARACTERISTICS

- **Driver service/characteristics** remain a key area for improvement, having declined significantly from 2011 levels (73% c.f. 76%).
- Regions which recorded significant declines in this service area in 2013 include the Gold Coast, Sunshine Coast, Toowoomba and Mackay. However, Townsville improved significantly in this area in 2013 compared with 2011 results in this region.
- The performance of standard taxi drivers has also declined significantly since 2011 (72% c.f. 76%).

Driver Service/Characteristics KPI Score by Region & Taxi Type Over Time



**Driver Service/Characteristics KPI Score**

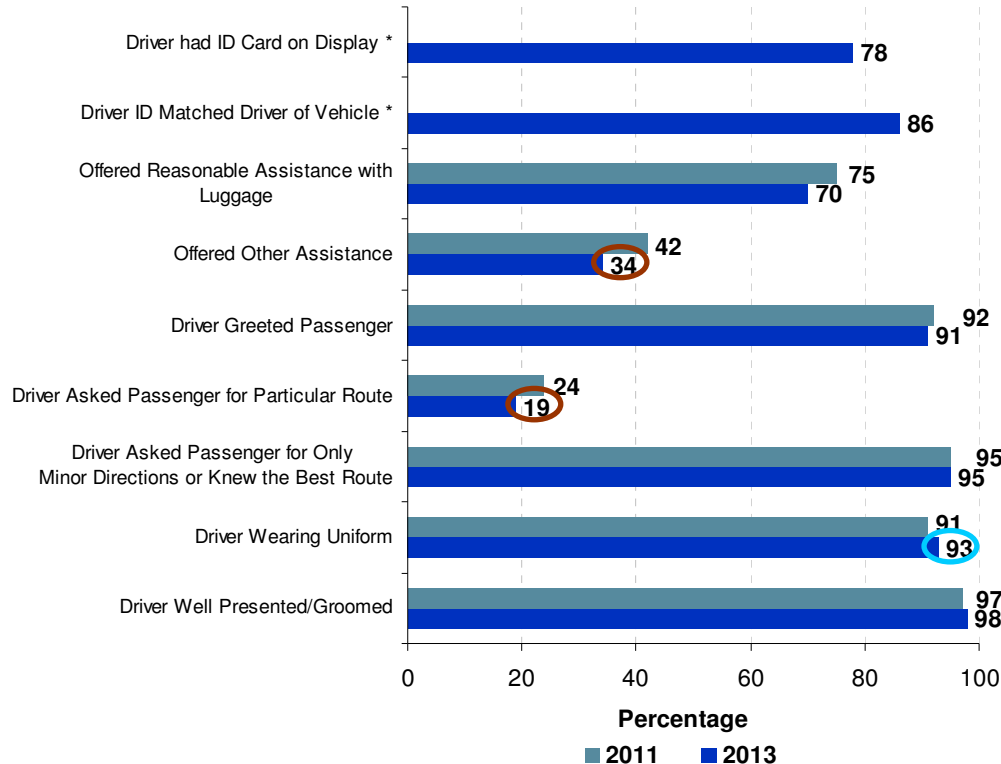
Base: Total QLD (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/ High Occupancy (n=251), Luxury/ Premium (n=30), Please refer to Appendix A for 2011 region and taxi types bases.

Note: \* Denotes small sample size.

## Driver Service/ Characteristics

- There is some room for improvement in the service offered by taxi drivers, particularly in relation to driver ID display, asking for a particular route and offering assistance with luggage and other needs of passengers.
- However, significant improvements were observed in the aspects of drivers wearing uniforms and conducting themselves in a professional manner.

**Driver Service/ Characteristics Over Time**

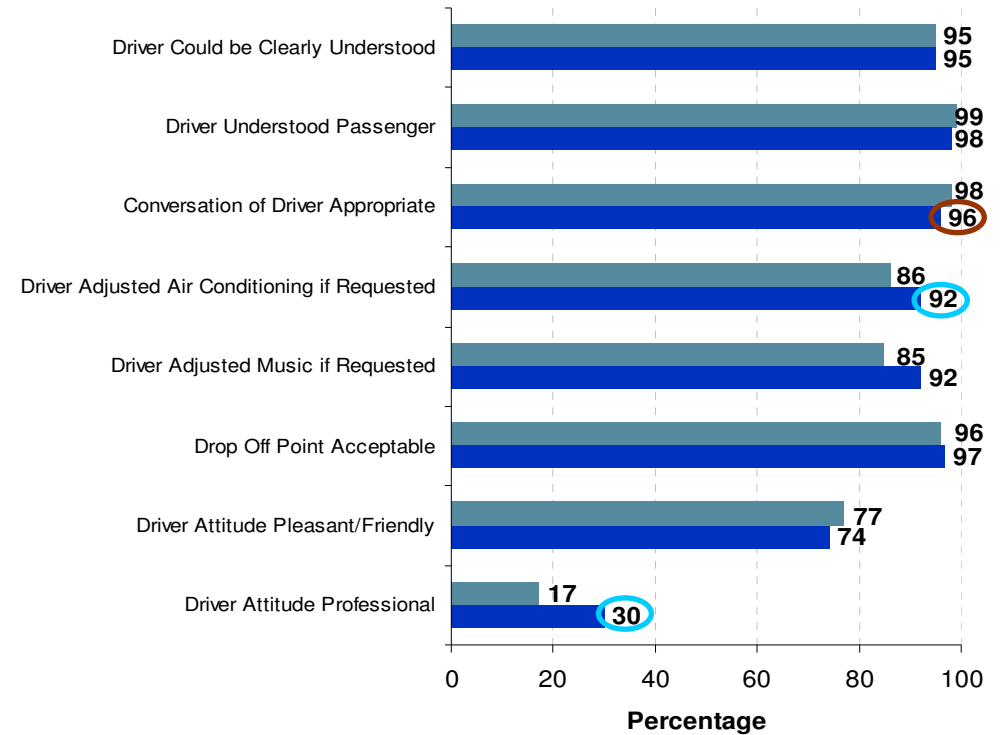


**B19. Driver ID Card on Display (New Question 2013)\*, A10. Driver greeted you, A11. Driver asked you for a particular route, A13. Driver asked you for directions, B3. Driver wearing uniform, B4. Driver well presented/groomed, B5. Driver could be clearly understood, B6. Driver understood you, C12. Drop off point acceptable, D1. General driver attitude throughout journey.**  
Base: Total QLD 2013 (n=1371); (n=1265).

**B20. Driver Matches person in ID Card**  
Base: Total ID on Display 2013 (n=1065) New Question 2013\*

**A8. Reasonable assistance with luggage**  
Base: Total Passengers with Luggage 2013 (n=196); 2011 (n=175).

**Driver Service/ Characteristics Over Time cont'd**



**A9. Offered other assistance**

Base: Total Passengers Requiring Assistance 2013 (n=274); 2011 (n=287).

**B10. Driver adjusted air conditioning if requested**

Base: Total passengers requested air conditioning adjusted 2013 (n=272); 2011 (n=148).

**B12. Adjusted music**

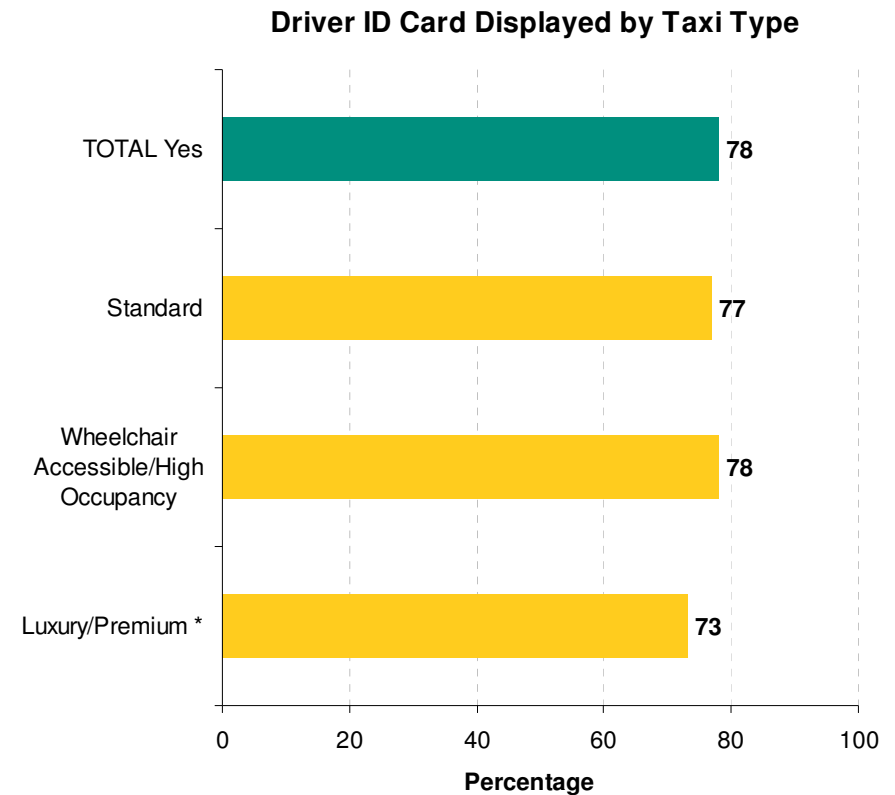
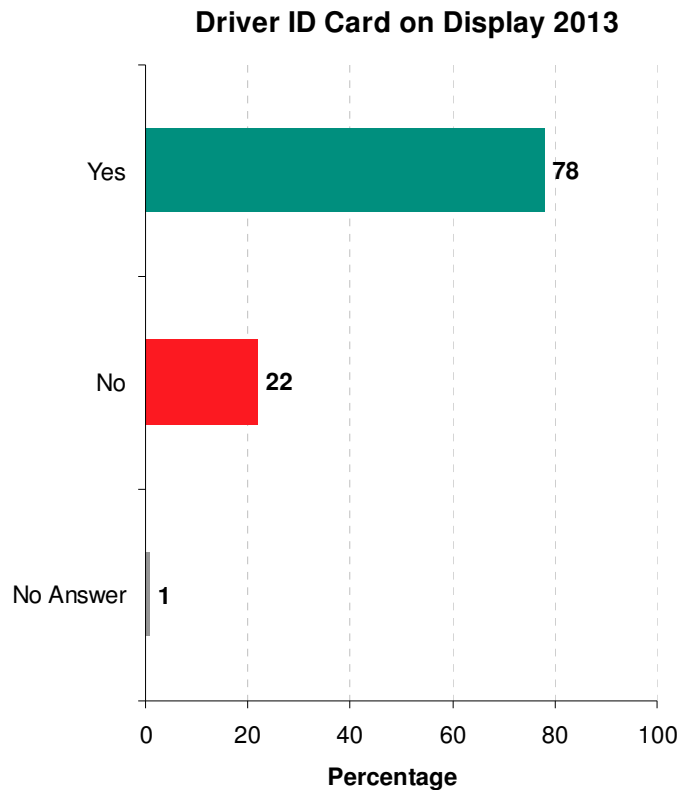
Base: Total passengers requested music adjusted 2013 (n=167); 2011 (n=82).

**B13. Conversation of driver**

Base: Total driver made conversation 2013 (n=1186); 2011 (n=1092).

## Driver ID Card on Display By Taxi Type 2013

- In 78% of QLD taxis, the driver ID card was on display for the passenger to see. This attribute was not assessed in 2011.
- The proportion of taxis displaying driver ID cards was consistent across different taxi types in 2013.
- Based on this new observation in 2013, there is considerable scope to increase driver ID display in QLD taxis in the future.



**B19.**

**Driver ID card displayed?**

Base: Total 2013 (n=1371); Standard (n= 1068); Wheelchair Accessible/High Occupancy (n=251); Luxury/Premium (n=30).

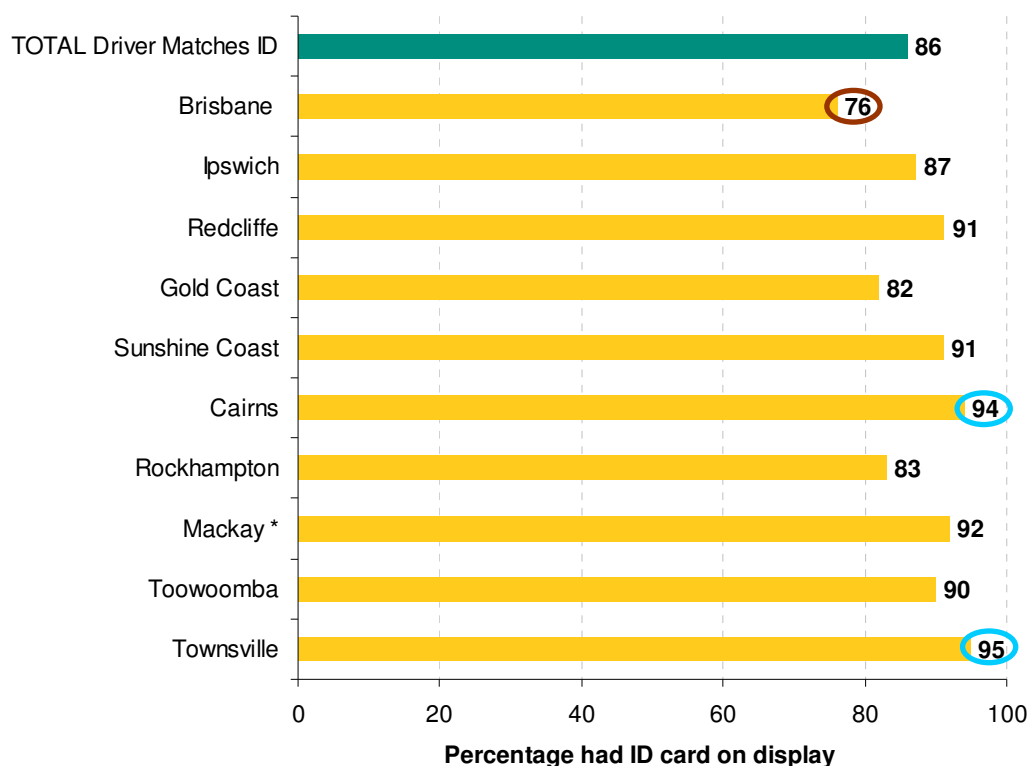
Note: New Question added in 2013. Does not include no answer (n=6) or other (n=16) responses for Taxi Type.

\* Denotes small sample size

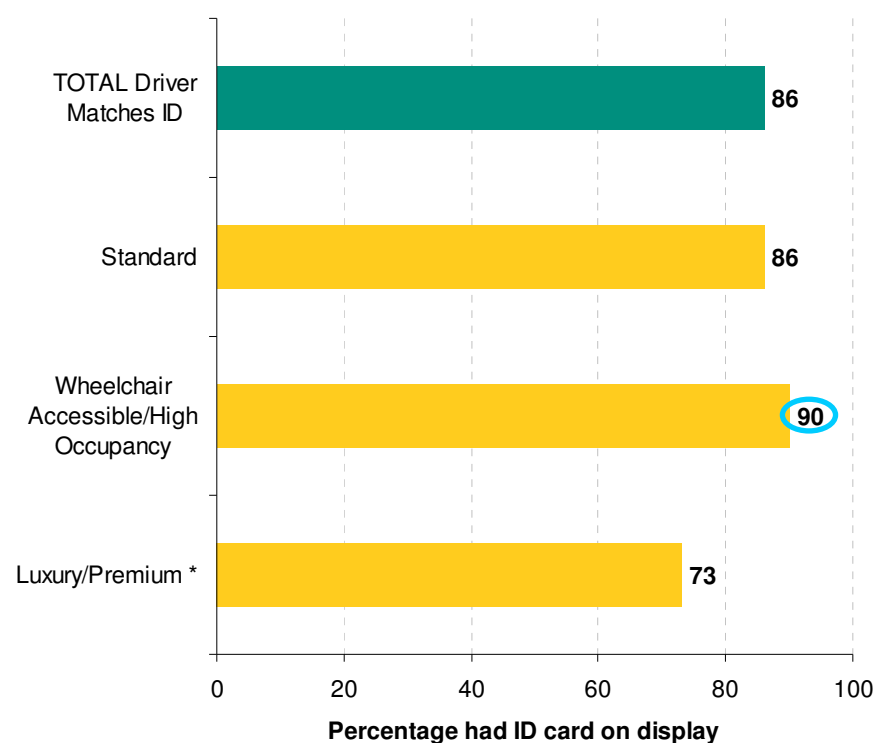
## Driver Matches ID Card on Display By Region and Taxi Type 2013

- The majority of taxis that had a driver ID card on display were being driven by the same person displayed in the ID card (86%). However, one in eight shoppers could not match the ID card with the driver of the taxi (1% definitely not; 11% don't know).
- The proportion of matches of ID card with the driver was significantly higher in Cairns (94%) and Townsville (95%) and also in wheelchair accessible/high occupancy taxis (90%) compared with the total (86%).

Driver Matches Person in ID Card by Region 2013



Driver Matches Person in ID Card by Taxi Type



**B20. Is the driver the person displayed on the ID card**

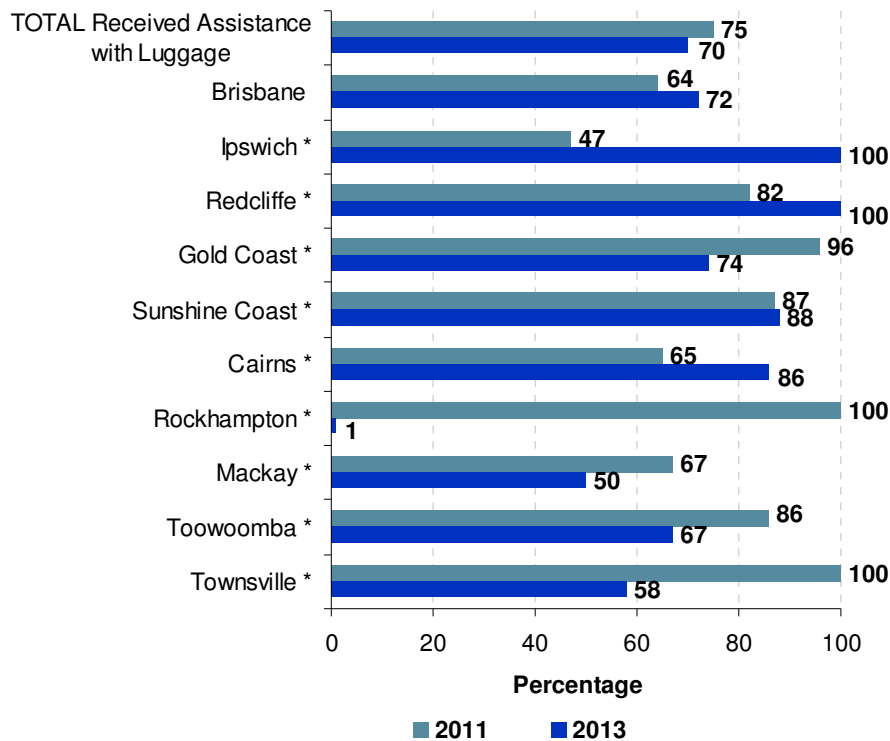
Base: Total Journeys with ID Card on Display (n=1065); Brisbane (n=244); Ipswich (n=83); Redcliffe (n=76); Gold Coast (n=154); Sunshine Coast (n=96); Cairns (n=116); Rockhampton (n=63); Mackay (n=26); Toowoomba (n=70); Townsville (n=137); Standard (n=826); Wheelchair Accessible/High Occupancy (n=197); Luxury/Premium (n=22).

Note: New Question added in 2013. Does not include no answer (n=5) or other (n=15) responses for Taxi Type.

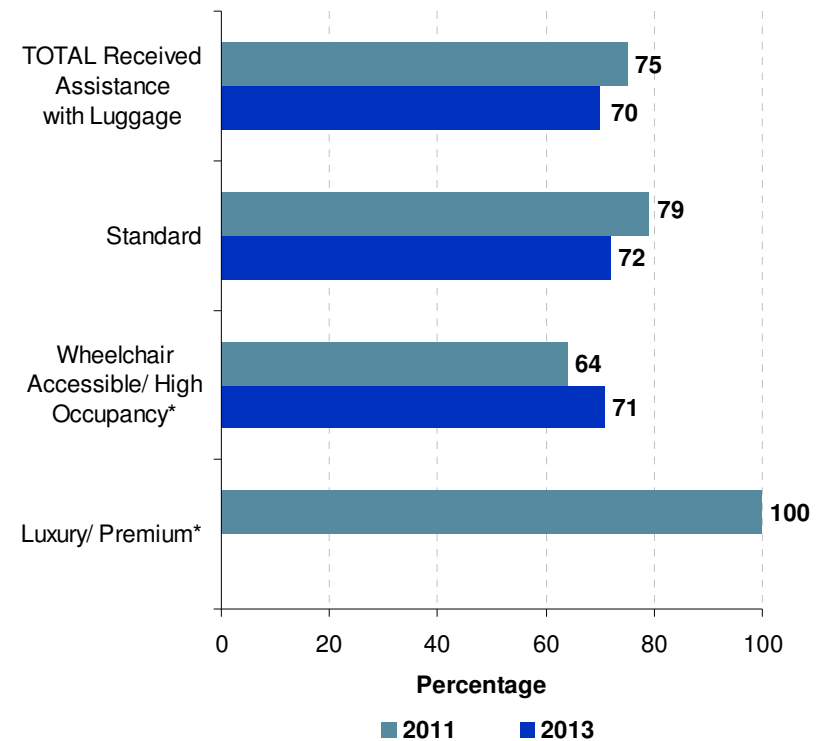
## Reasonable Assistance with Luggage By Region & Taxi Type Over Time

- In both 2011 and 2013, 14% of journeys were undertaken with luggage that should have required the driver to offer assistance. Luggage taken by mystery shoppers include suitcases and grocery shopping bags.
- The driver offered reasonable assistance in 70% of 2013 journeys where the passenger required help with luggage (75% in 2011).
- Whilst there is variation in the proportion of drivers offering assistance with luggage across most regions and taxi types, it should be noted that these are small base sizes (<n=30), and results should be viewed as indicative only.

**Reasonable Assistance with Luggage by Region Over Time**



**Reasonable Assistance with Luggage by Taxi Type Over Time**



**A8. Reasonable assistance with luggage**

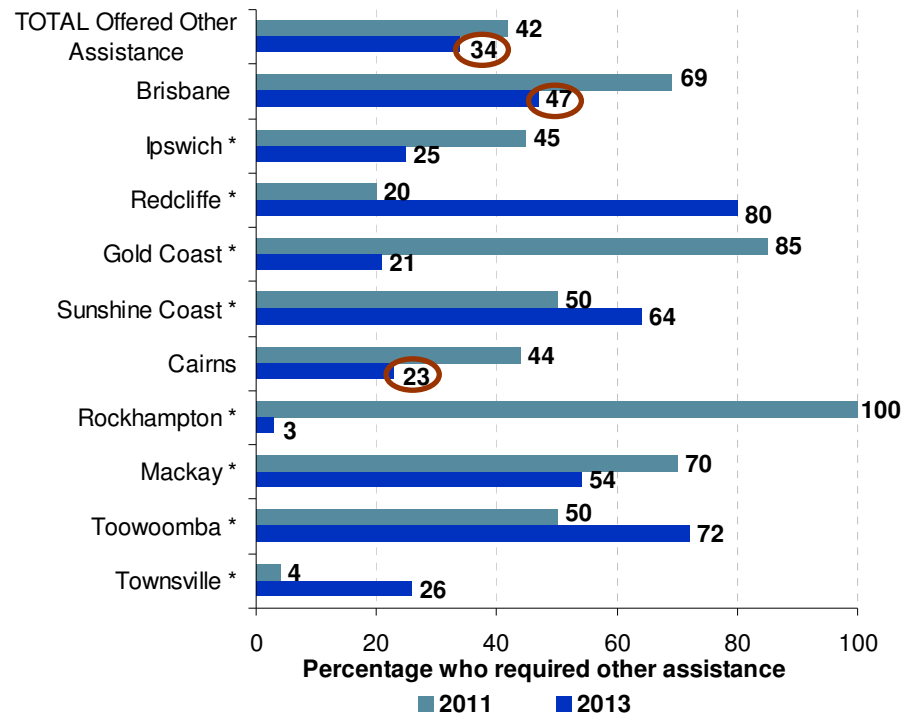
Base: Total Passengers with Luggage 2013 (n=196), Brisbane (n=47), Ipswich (n=3), Redcliffe (n=2), Gold Coast (n=23), Sunshine Coast (n=24), Toowoomba (n=24), Mackay (n=4), Townsville (n=19), Cairns (n=20), Rockhampton (n=4); Standard (n=139), Wheelchair Accessible/High Occupancy (n=49), Luxury/Premium (n=3). Please refer to Appendix A for A8 2011 regions and taxi type bases.

Note: \* Denotes small sample size, results are indicative only.

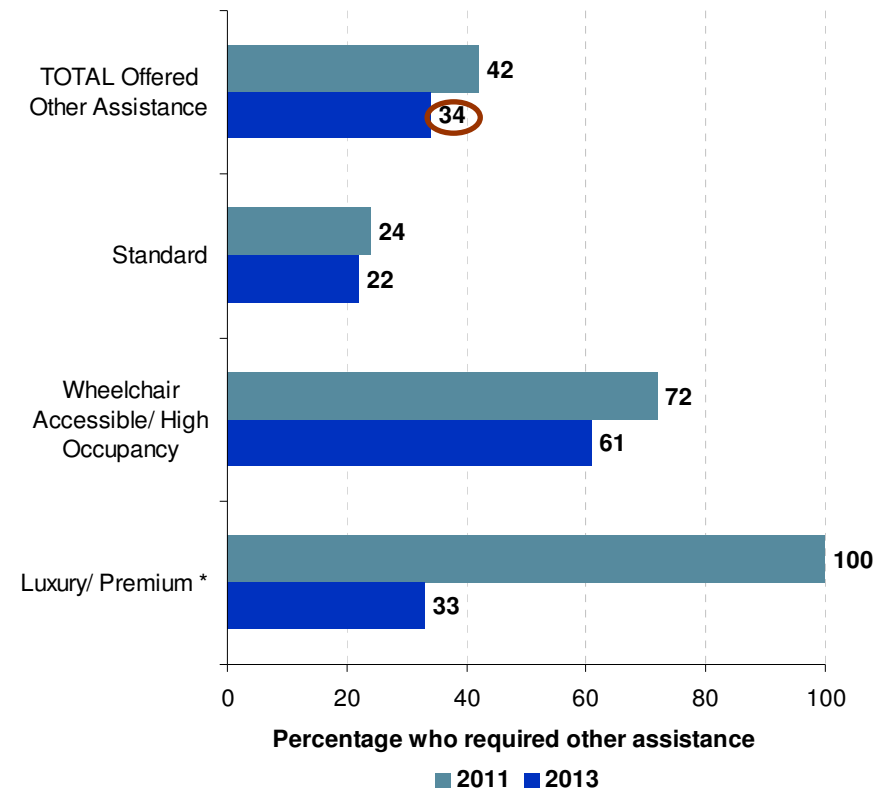
## Driver Offered Other Assistance By region & Taxi Type Over Time

- The driver offered the passenger other assistance (aiding an elderly passenger, opening the door, securing a wheelchair etc.) in 34% of cases where the passenger considered they required assistance in 2013. This was again significantly lower than the 2011 result of 42%.
- This trend is also evident in Brisbane (47% c.f. 69%) and Cairns (23% c.f. 44%), with a significantly lower proportion of drivers offering other assistance to passengers who considered they needed it compared with 2011 observations in these regions.

Offered Other Assistance by Region Over Time



Offered Other Assistance by Taxi Type Over Time



**A9.**

**Offered other assistance**

Base:

Passengers Requiring Assistance 2013 (n=274); Brisbane (n=55); Ipswich (n=16); Redcliffe (n=5); Gold Coast (n=28); Sunshine Coast (n=11); Cairns (n=60); Rockhampton (n=34); Mackay (n=13); Toowoomba (n=25); Townsville (n=27); Standard 2013 (n=188); Wheelchair Accessible/ High Occupancy (n=77); Luxury/Premium (n= 3). Please refer to Appendix A for A9 2011 region and taxi type bases.

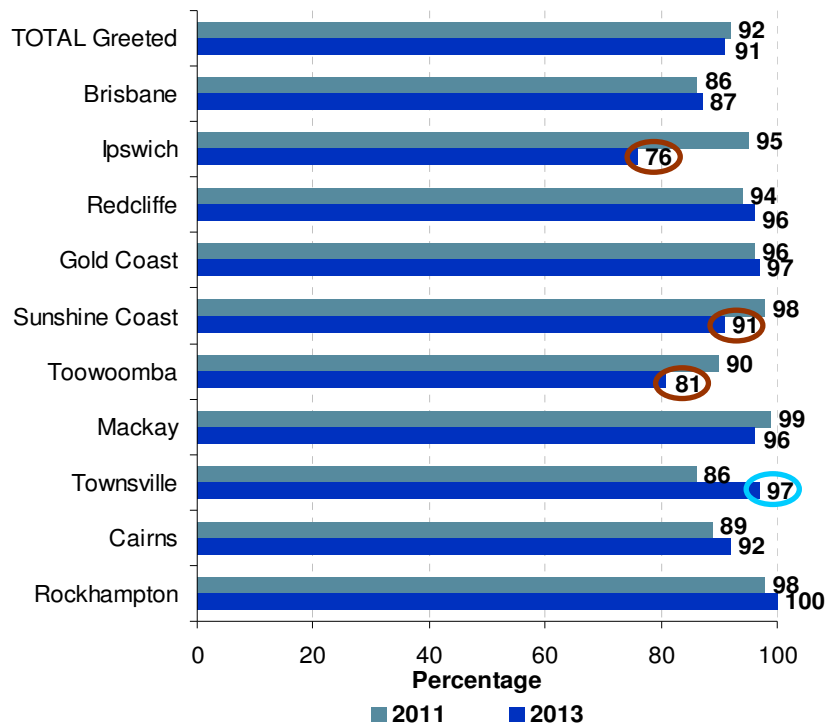
Note:

Does not include other (n=6) responses for Taxi Type. \* Denotes small sample size.

## Driver Greeted Passenger & Driver Asked for Particular Route By Region Over Time

- The driver greeted the passenger in 91% of mystery shopping journeys in 2013, which is consistent with 2011 observations (92%). However, significant declines in the proportion of taxi drivers greeting their passengers was observed in Ipswich (76%), the Sunshine Coast (91%), and Toowoomba (81%). Townsville recorded the only significant improvement in this service area by region in 2013 (97%) compared with 2011 observations (86%).
- A significantly lower proportion of taxi drivers asked their passenger for a particular route in 2013 compared with 2011 observations (19% c.f. 24%). Several regions followed this trend which may be explained by the notion that drivers did not ask for a particular route because they already knew the best way to go, as indicated by passenger comments.

**Driver Greeted Passenger by Region Over Time**



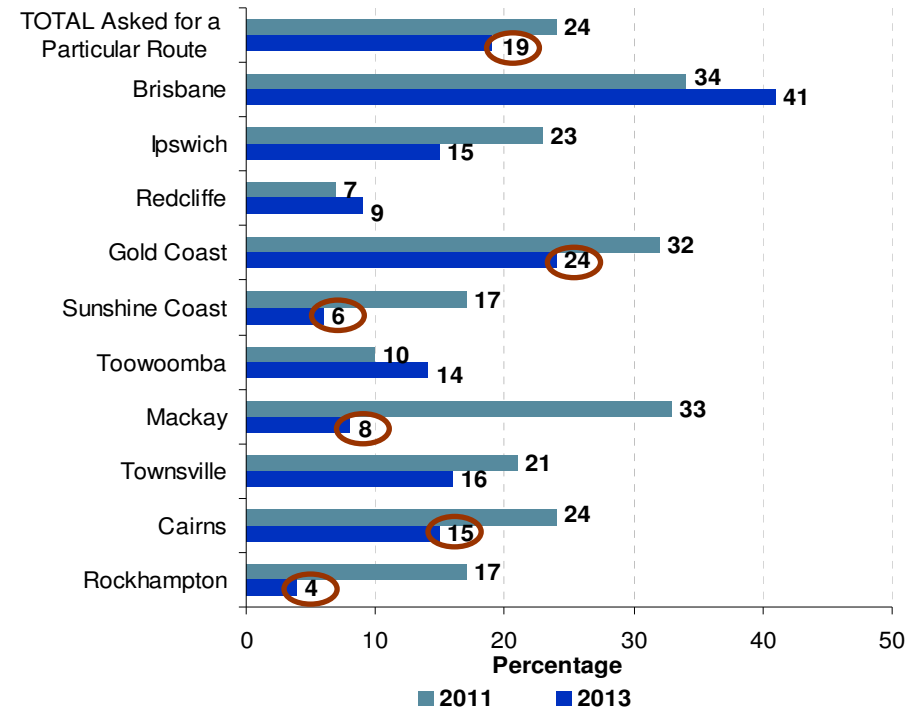
**A10.**

**Driver greeted you**

Base:

Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.

**Driver asked Passenger for Particular Route by Region Over Time**



**A11.**

**Driver asked you for a particular route**

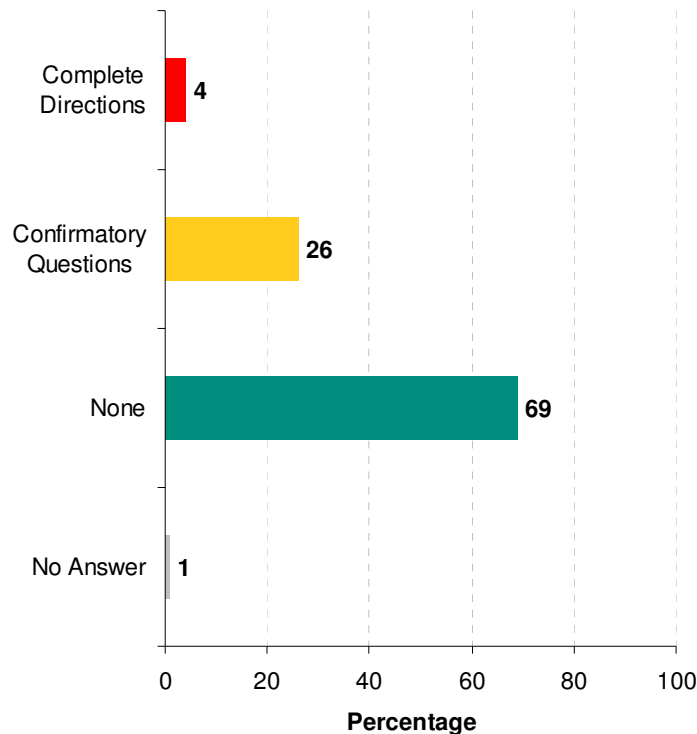
Base:

Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Please refer to Appendix A for 2011 region bases.

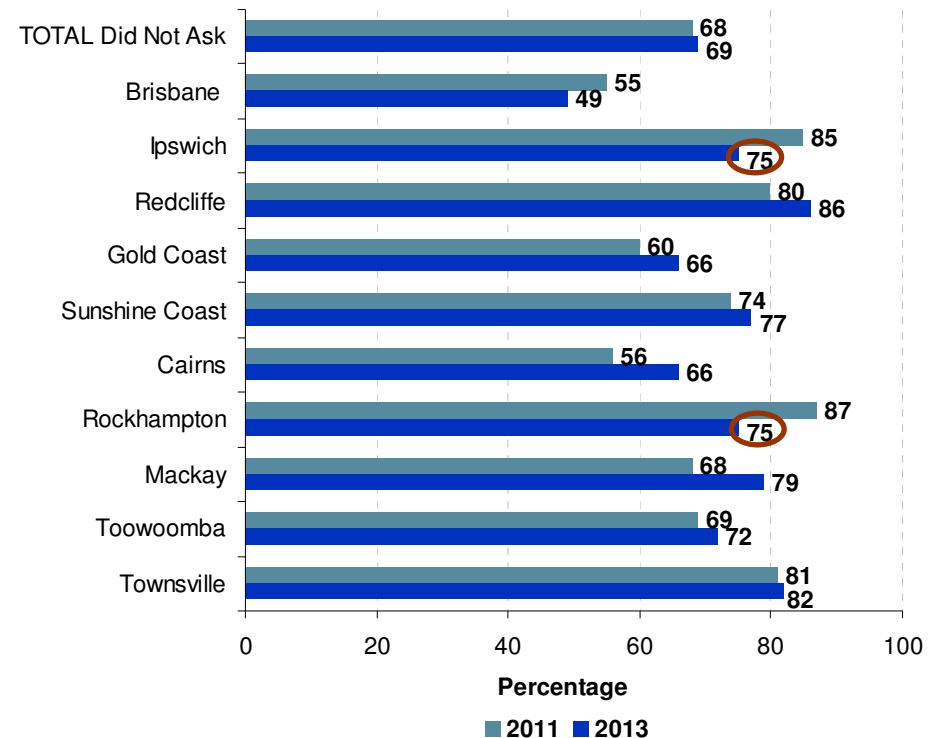
## Driver Asked Passenger for Directions By Region Over Time

- Confirmatory questions (such as “do I turn here?” or “how far down your street is your house?”) were asked of the passenger in 26% of journeys, while complete directions were only asked on 4% of journeys in 2013. These results exactly mirror those obtained in 2011 (not shown on chart).
- The proportion of drivers who *did not* ask for directions varies somewhat between years based on region, with significantly lower proportions of drivers in Ipswich (75%) and Rockhampton (75%) not asking the passenger for directions, compared with 2011 results in these regions.

Driver Asked Passenger for Directions  
2013



Driver Did Not Ask Passenger for Directions by Region Over  
Time



### A13. Driver asked you for directions

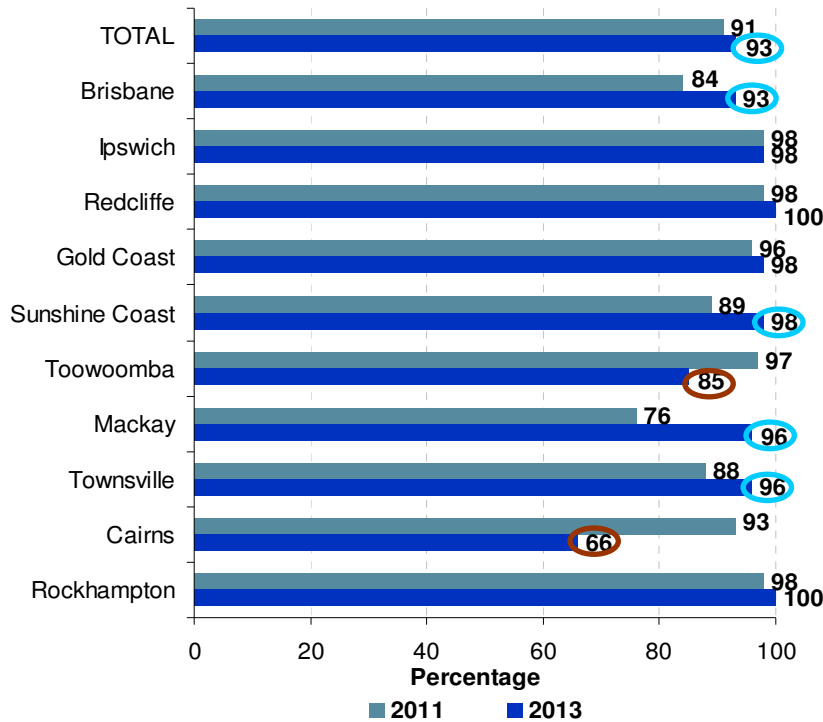
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.



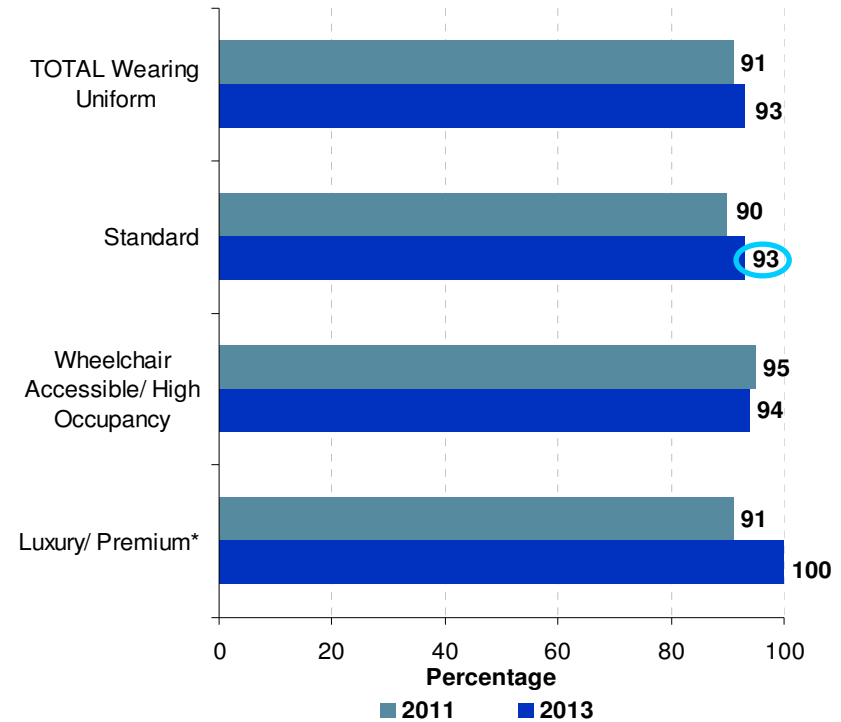
## Driver Wearing Uniform By Region & Taxi Type Over Time

- The proportion of drivers wearing a uniform has increased significantly since 2011 with 93% of passengers indicating the driver was wearing a uniform in 2013 (91% in 2011).
- Significantly higher proportions of uniform attire on taxi drivers in 2013 was observed in Brisbane (93%), Sunshine Coast (98%), Mackay (96%) and Townsville (96%), whereas the proportion of taxi drivers in uniform in Cairns and Toowoomba significantly decreased in 2013 (66% and 85% respectively).
- Drivers of standard taxis were also in uniform in a significantly higher proportion of journeys evaluated in 2013 compared with 2011 (93% - 2013; 90% - 2011).

Driver Wearing Uniform by Region Over Time



Driver Wearing Uniform by Taxi Type Over Time



**B3.**

**Driver wearing uniform**

Base:

Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi types bases.

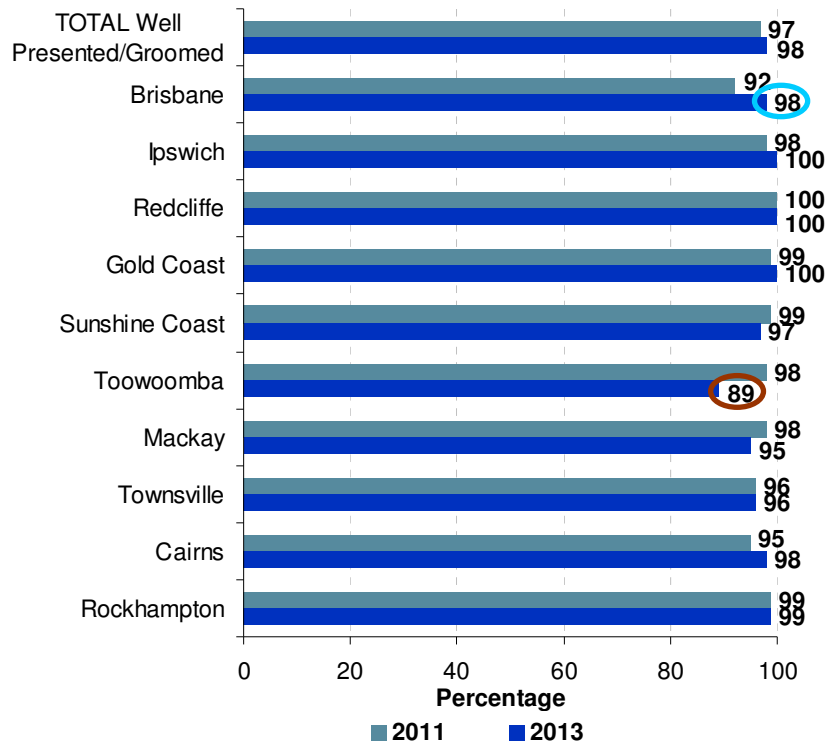
Note:

Does not include other (n=16) and no answer responses (n=6) for Taxi Type. \* Denotes small sample size.

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

- Almost all drivers evaluated were rated as being well presented and groomed, which is consistent with observations made in 2011 (98% - 2013; 97% - 2011).
- In 2013, significantly higher proportions of drivers in Brisbane (98%) and in wheelchair accessible/high occupancy taxis (99%) were rated as well presented a groomed, whilst a significantly lower proportion of drivers in Toowoomba (89%) were rated as such compared with 2011 observations.

Driver Well Presented/Groomed by Region Over Time



Driver Well Presented/Groomed by Taxi Type Over Time



**B4.**

**Driver well presented/groomed**

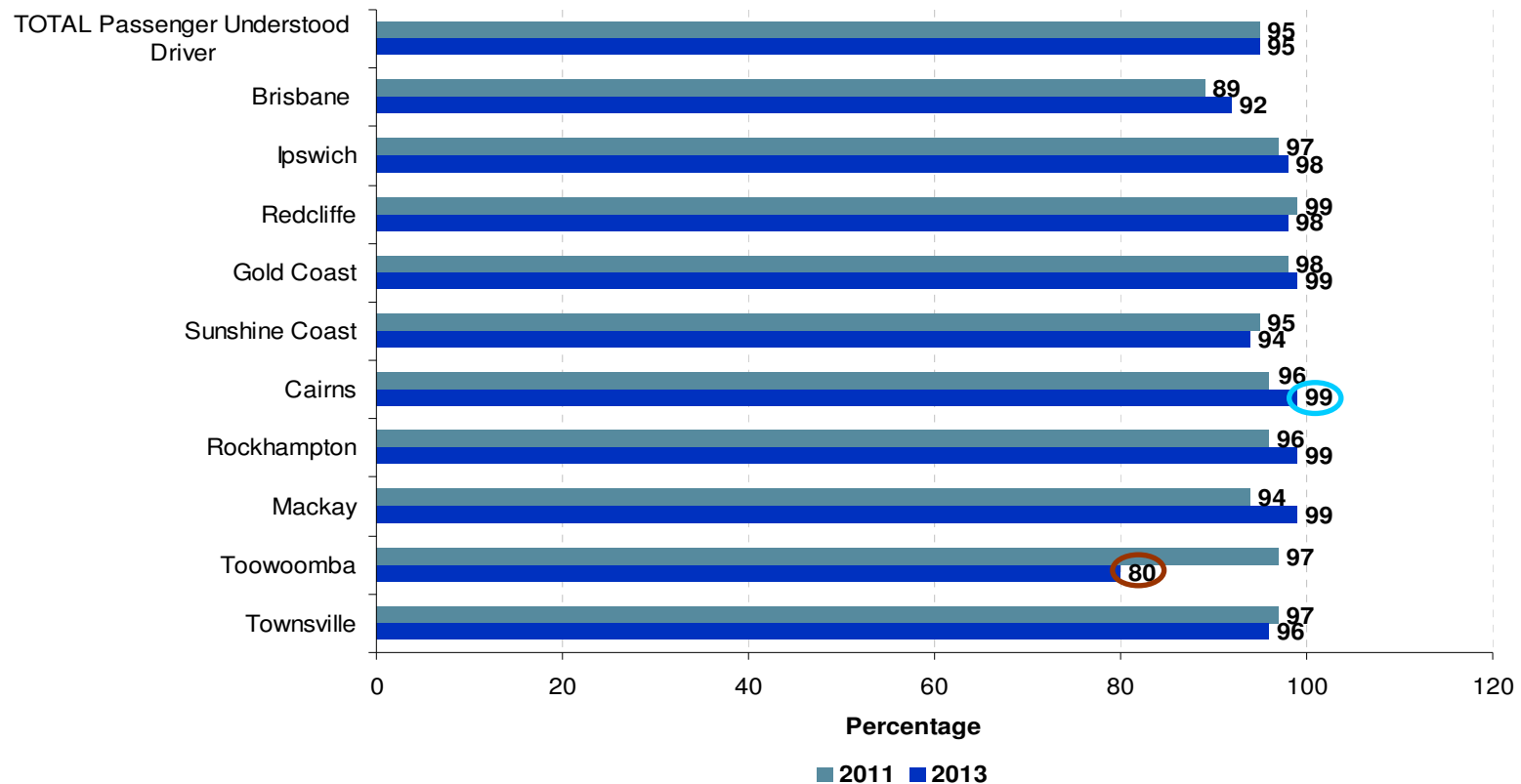
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi types bases.

Note: Does not include other (n=16) and no answer responses (n=6) for Taxi Type. \* Denotes small sample size.

## Driver Could be Clearly Understood by Passenger By Region Over Time

- In 95% of taxi journeys evaluated in 2011 and 2013, the driver was clearly understood by the passenger.
- A significantly higher proportion of journeys where the driver could be clearly understood was observed in Cairns in 2013 compared with 2011 (99% c.f. 96%). Toowoomba exhibits the only significant decrease in the proportion of journeys where the driver could be clearly understood by the passenger in 2013 compared with 2011 (80% c.f. 97%).
- Comments indicate that in most cases, difficulty in understanding the driver was due to the driver's accent or English language ability.

Passenger Understood Driver by Region Over Time



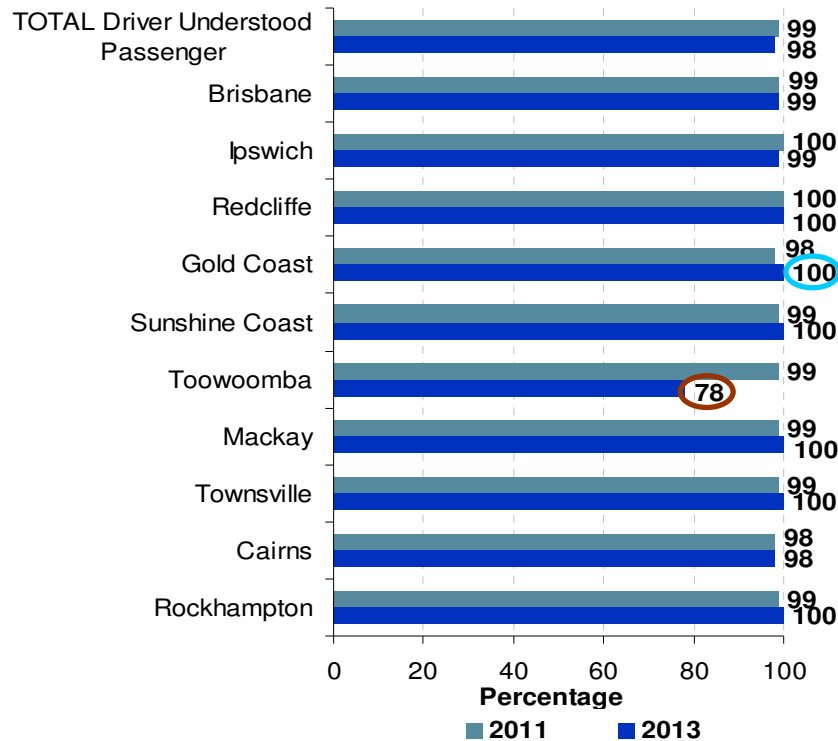
### B5. Driver could be clearly understood

Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.

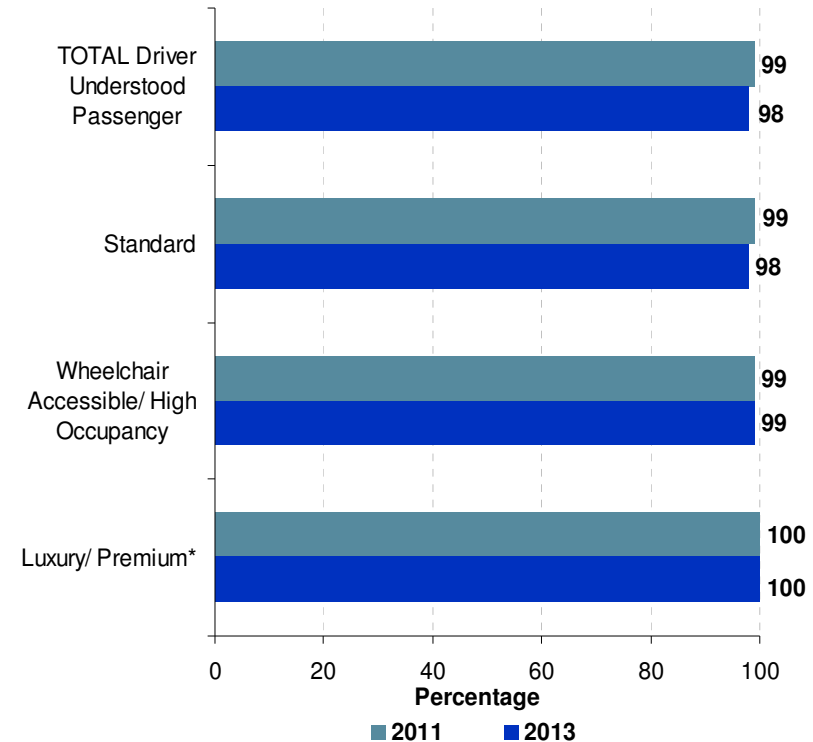
## Driver Understood You By Region & Taxi Type Over Time

- The driver was able to understand the passenger in 98% of journeys taken in 2013, a similar result to 2011 (99%).
- The proportion of journeys in which the driver understood the passenger increased significantly in the Gold Coast (100% - 2013; 98% - 2011) and declined significantly in Toowoomba (78% - 2013; 99% - 2011).

Driver Understood Passenger by Region Over Time



Driver Understood Passenger by Taxi Type Over Time



**B6.**

**Driver understood you**

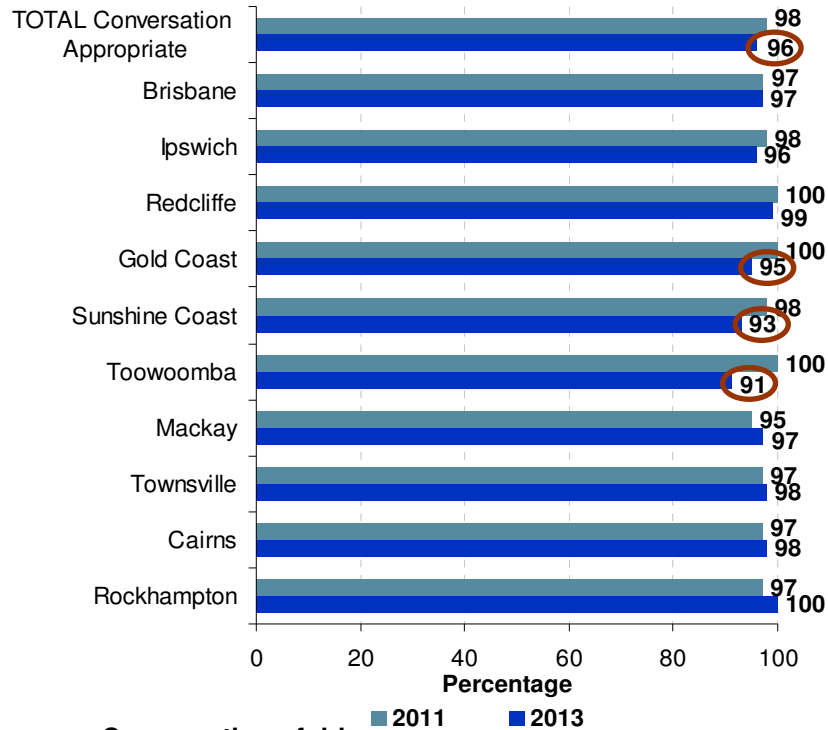
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi types bases.

Note: Does not include other (n=16) and no answer responses (n=6) for Taxi Type. \* Denotes small sample size.

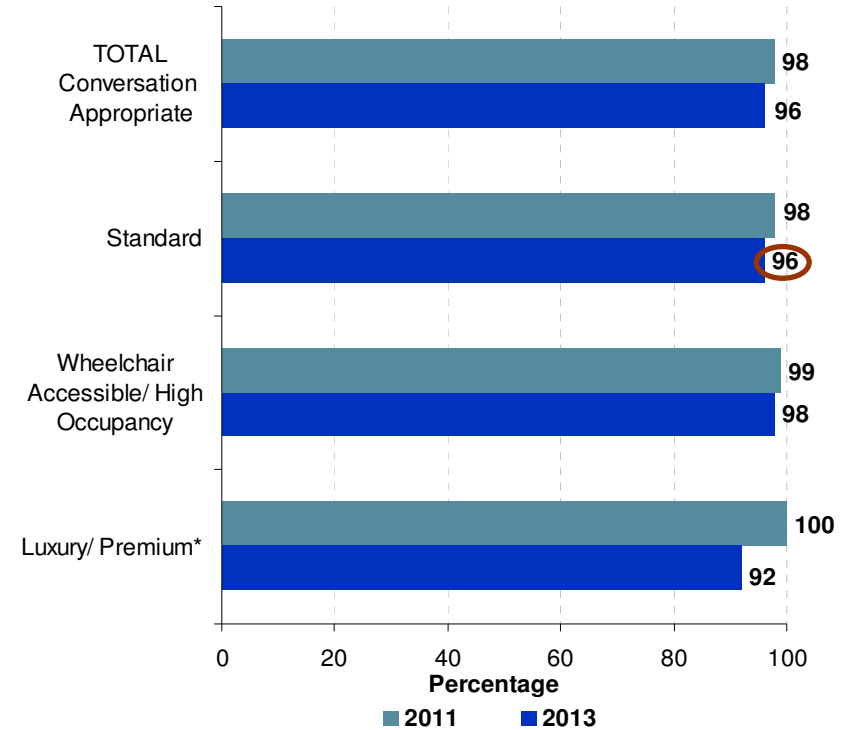
## Driver Conversation Appropriate By Region & Taxi Type Over Time

- Of the journeys that involved conversation, the conversation of the driver was rated as appropriate in 96% of taxi journeys, which is significantly lower compared with observations made in 2011.
- This trend is also evident in the Gold Coast (95%), the Sunshine Coast (93%) and Toowoomba (91%).
- A significantly lower proportion of drivers of standard taxis engaged in appropriate conversation in 2013 compared with 2011 observations (96% - 2013; 98% - 2011).
- Generally, comments about inappropriate driver conversation in 2013 were mainly due to swearing and asking intrusive/personal questions of the passenger.

Conversation of Driver Appropriate by Region Over Time



Conversation of Driver Appropriate by Taxi Type Over Time



**B13.**

**Conversation of driver**

Base:

Total driver made conversation 2013 (n=1186), Brisbane (n=227), Ipswich (n=77), Redcliffe (n=92), Gold Coast (n=191), Sunshine Coast (n=134), Toowoomba (n=76), Mackay (n=68), Townsville (n=136), Cairns (n=107), Rockhampton (n=74); Standard (n=939), Wheelchair Accessible/High Occupancy (n=206); Luxury/Premium (n=24). Please refer to Appendix A for B13 2011 region and taxi type bases.

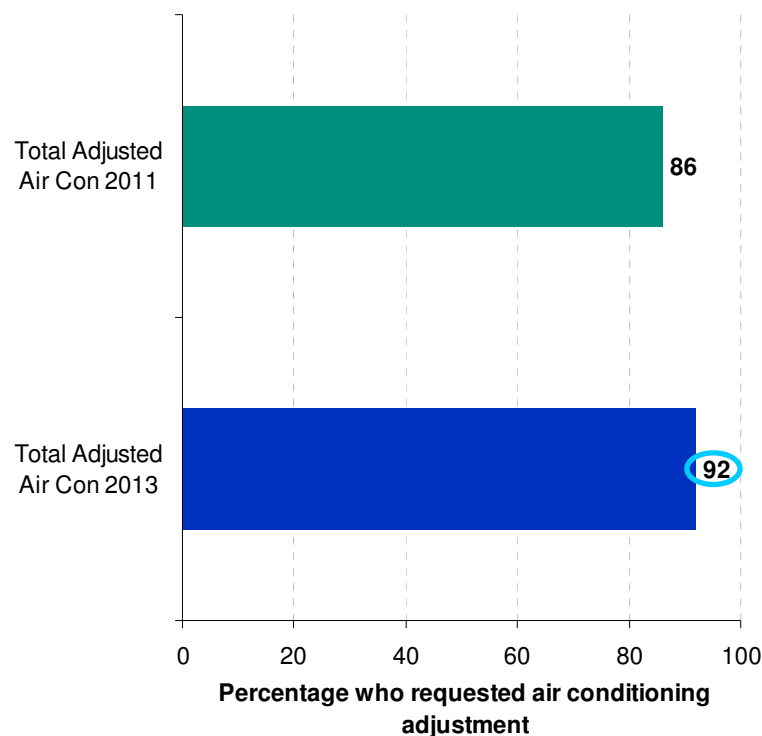
Note:

\* Denotes small sample size.

## Driver Adjusted Air Conditioning and Music if Requested

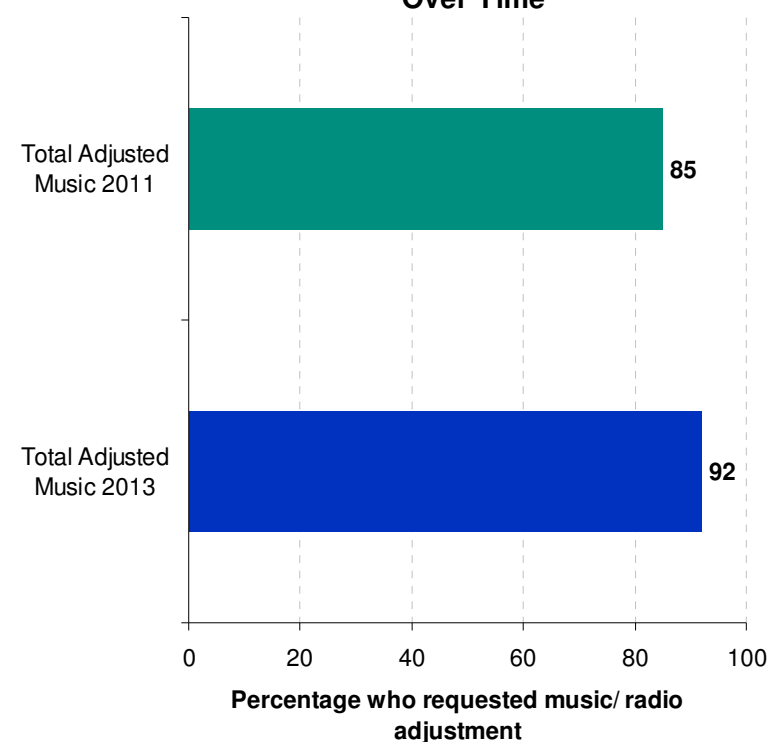
- For journeys where the passenger requested the air conditioning to be adjusted in 2013, the driver did so in 92% of cases, significantly up from 86% 2011. Passenger comments indicate that when a request to change air conditioning was not met, it was usually due to problems with the air conditioner, but in some cases the driver ignored the passengers' request.
- The driver also adjusted the music (volume, radio station, on/off) when requested on 92% of occasions (up but not significantly so from 2011 levels - 85%). Most comments were positive in regards to the adjustment of music volume and demonstrate how obliging the taxi driver was. In some instances, whilst the driver did adjust the music, this was not to the satisfaction of the passenger.

**Driver Adjusted Air Conditioning if Requested Over Time**



**B10. Driver adjusted air conditioning if requested**  
 Base: Total passengers requested air conditioning adjusted 2011 (n=148); 2013 (n=272).  
 Note: May include adjustments such as putting the windows down as well as air conditioning changes.

**Driver Adjusted Music if Requested Over Time**

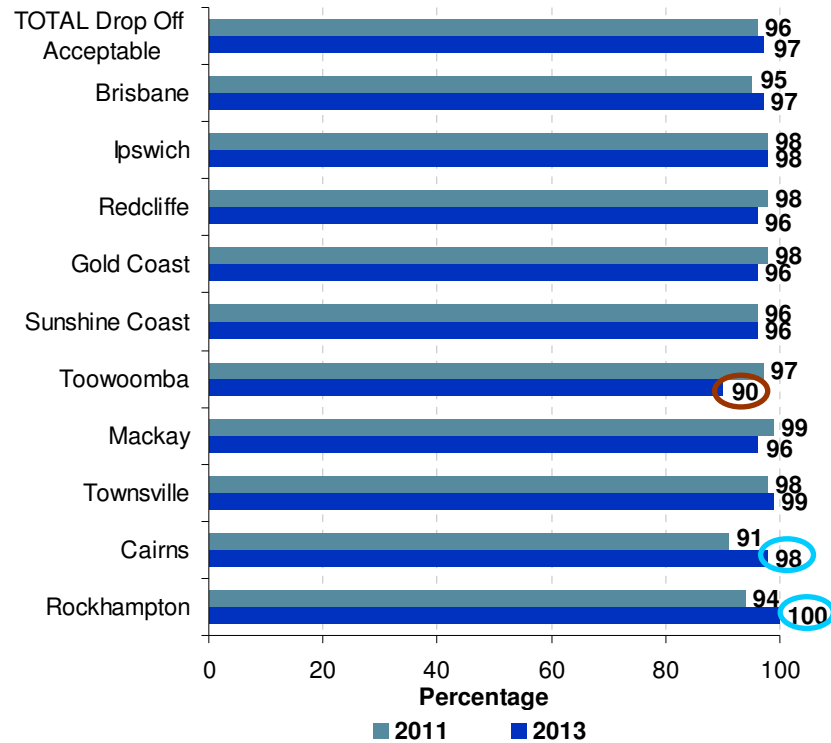


**B12. Adjusted music**  
 Base: Total passengers requested music adjusted 2011 (n=82); 2013 (n=167).

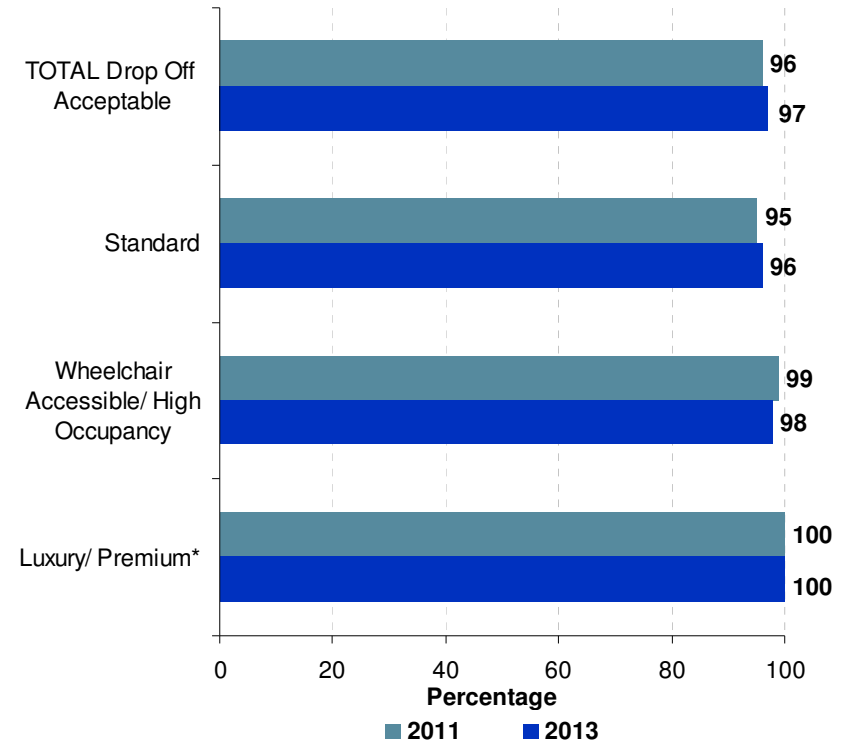
## Drop Off Point Acceptable By Region & Taxi Type Over Time

- The drop off point was acceptable to the passenger in 97% of journeys taken in 2013, similar to 2011 results (96%).
- A significantly higher proportion of journeys in Cairns (98%) and Rockhampton (100%) ended at an acceptable drop off point, while a significantly lower proportion of journeys in Toowoomba (90%) did so in 2013 compared with 2011 observations.
- Comments indicate that the usually driver checked with the passenger about where the most convenient point was for them to be dropped. However, comments regarding unacceptable drop off points generally showed that these drivers stopped in illegal locations or parked too far from the destination.

Drop Off Point Acceptable by Region Over Time



Drop Off Point Acceptable by Taxi Type Over Time



**C12.**

**Drop off point acceptable**

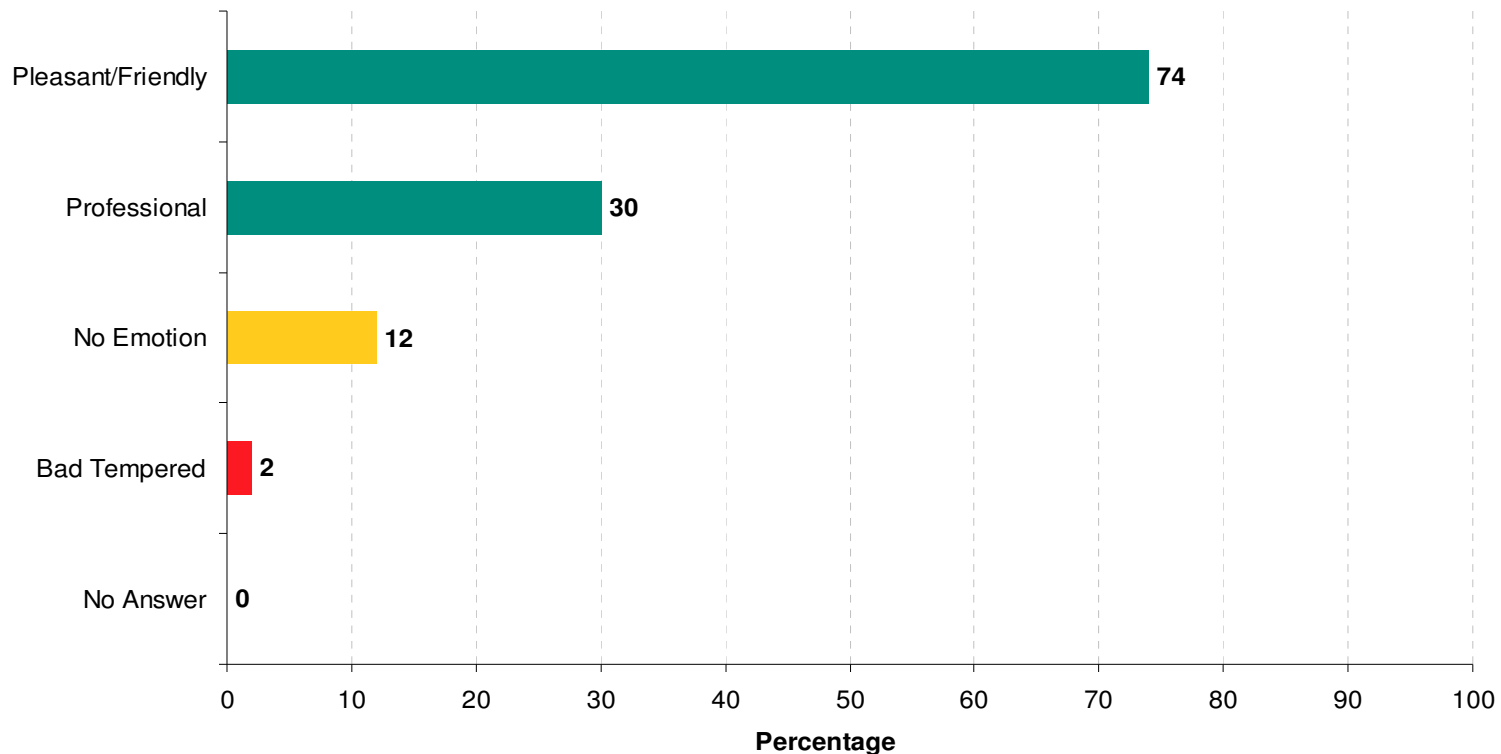
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi types bases.

Note: Does not include other (n=16) and no answer responses (n=6) for Taxi Type. \* Denotes small sample size.

## General Driver Attitude Throughout the Journey

- In 2013, drivers were rated as pleasant/friendly for 74% of journeys evaluated, and professional in 30% of journeys. Results cannot be strictly compared with 2011 results, as the question was slightly restructured. However, in 2011 drivers were considered to be pleasant/friendly on 77% of occasions and professional on 17% of occasions.
- Only 2% of drivers evaluated were rated as being bad tempered in 2013, similar to 2011 levels (1%).
- Passengers generally made positive comments about the driver's attitude in particular, how professional the driver seemed.
- Of the few negative comments made about driver attitudes, passengers indicated that these drivers were rude or did not engage with the passenger at all throughout the journey.

General Driver Attitude Throughout Journey 2013



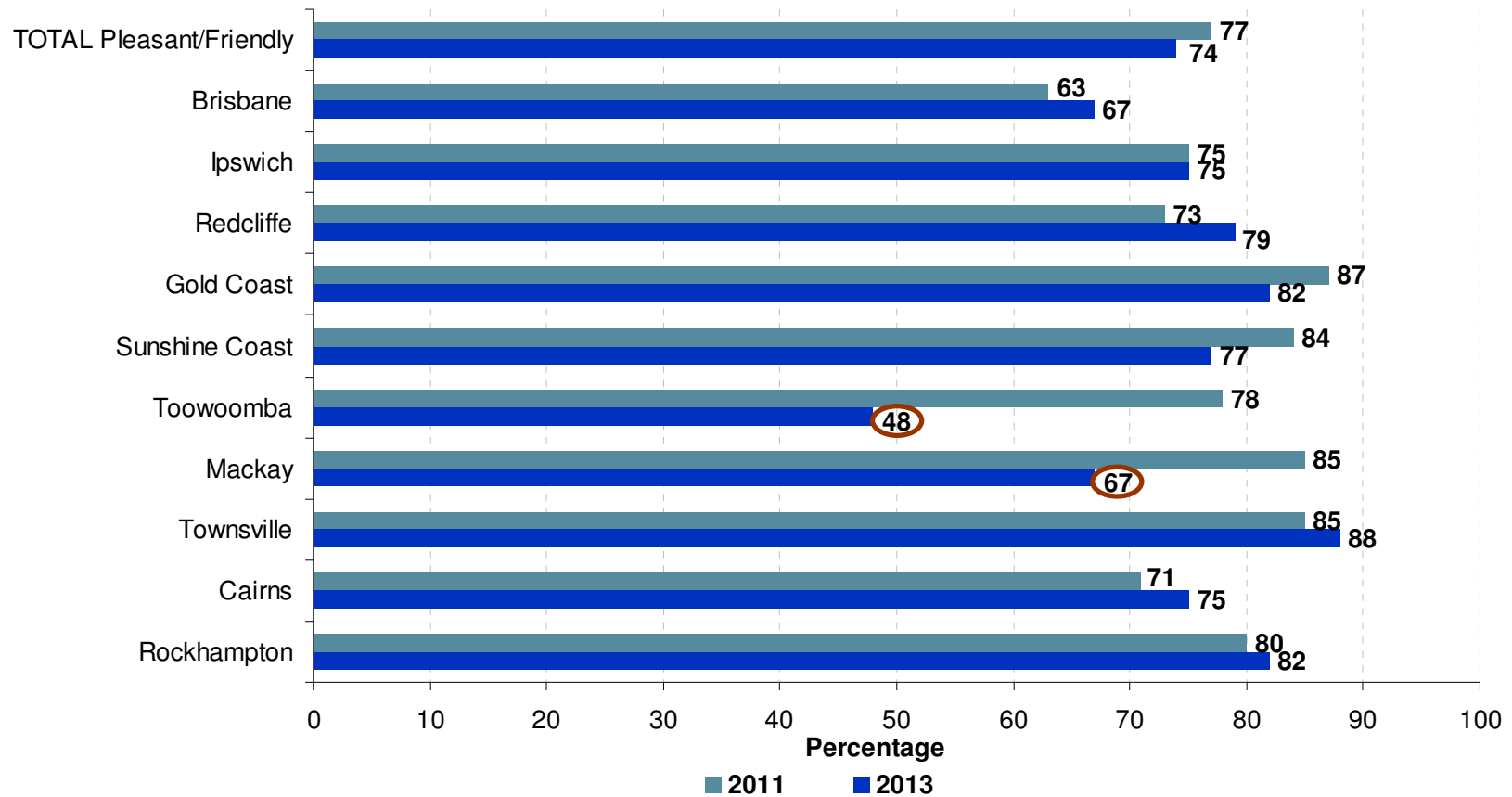
**D1. General driver attitude throughout journey**  
 Base: Total 2013 (n=1371).  
 Note: Multiple responses allowed.



## Driver Pleasant/Friendly Throughout the Journey By Region Over Time

- A significantly lower proportion of drivers were rated as pleasant/friendly in Mackay (67%) and Toowoomba (48%) compared with observations made in 2011 in these regions. Again, results cannot be strictly compared with 2011 results as the question was slightly restructured.

Driver Pleasant/Friendly by Region Over Time



**D1.**

**General driver attitude throughout journey**

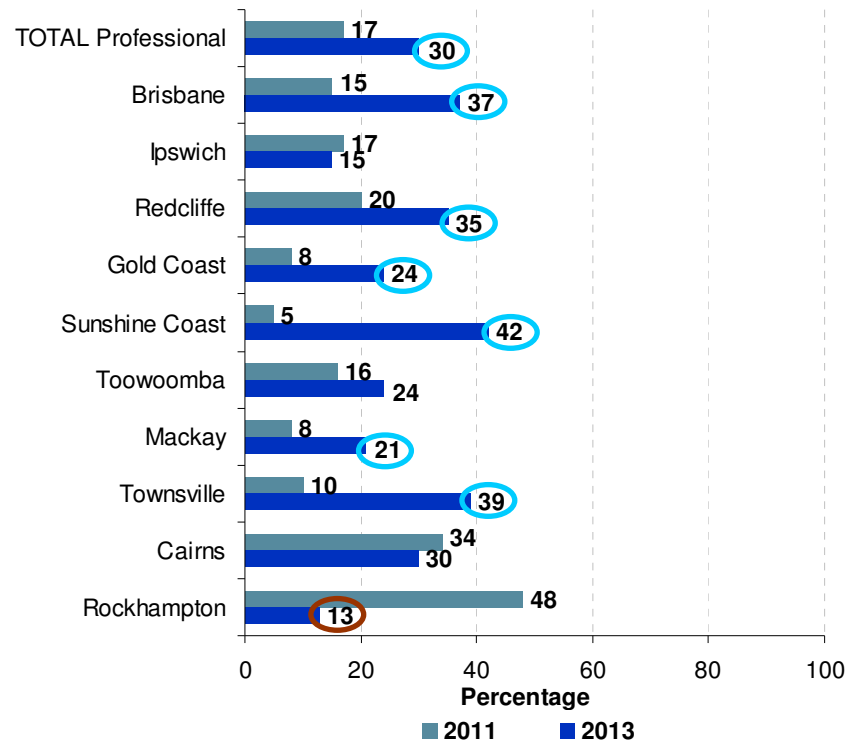
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.

Note: Multiple responses allowed for "Pleasant/friendly" and "Professional" in 2011; Multiple responses for all options allowed in 2013.

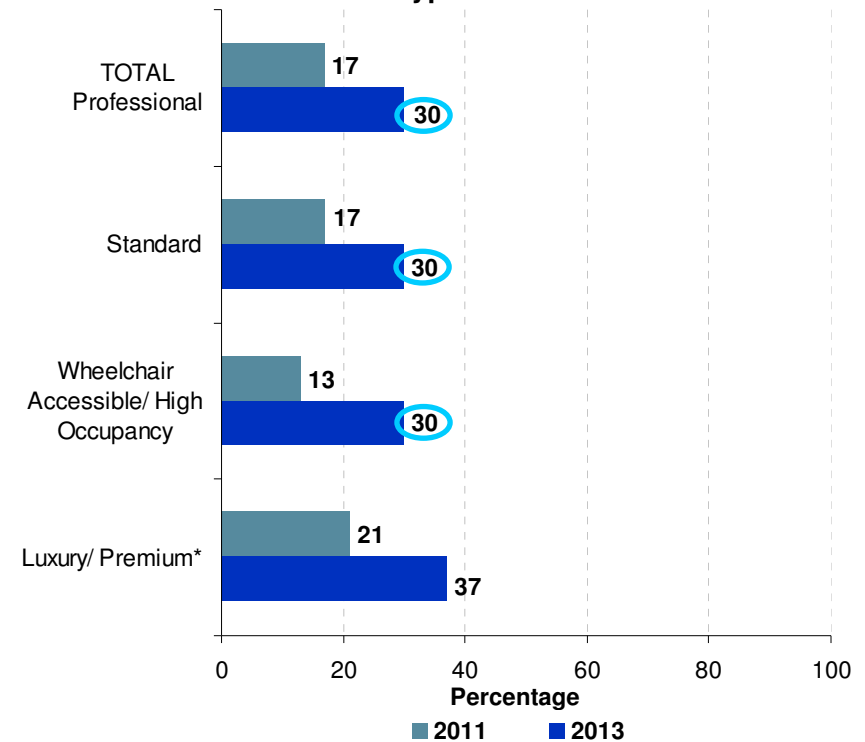
## Driver Professional Throughout the Journey By Region & Taxi Type Over Time

- The proportion of drivers rated as professional has significantly increased since 2011 (30% c.f. 17%).
- This trend is also evident in the QLD regions of Brisbane (37%), Redcliffe (35%), Gold Coast (24%), Sunshine Coast (42%), Mackay (21%) and Townsville (39%).
- Drivers of both standard and wheelchair accessible/high occupancy taxis were rated as professional in a significantly higher proportion of journeys in 2013 compared with 2011 observations.

Driver Professional Throughout Journey by Region  
Over Time



Driver Professional Throughout Journey by Taxi  
Type Over Time

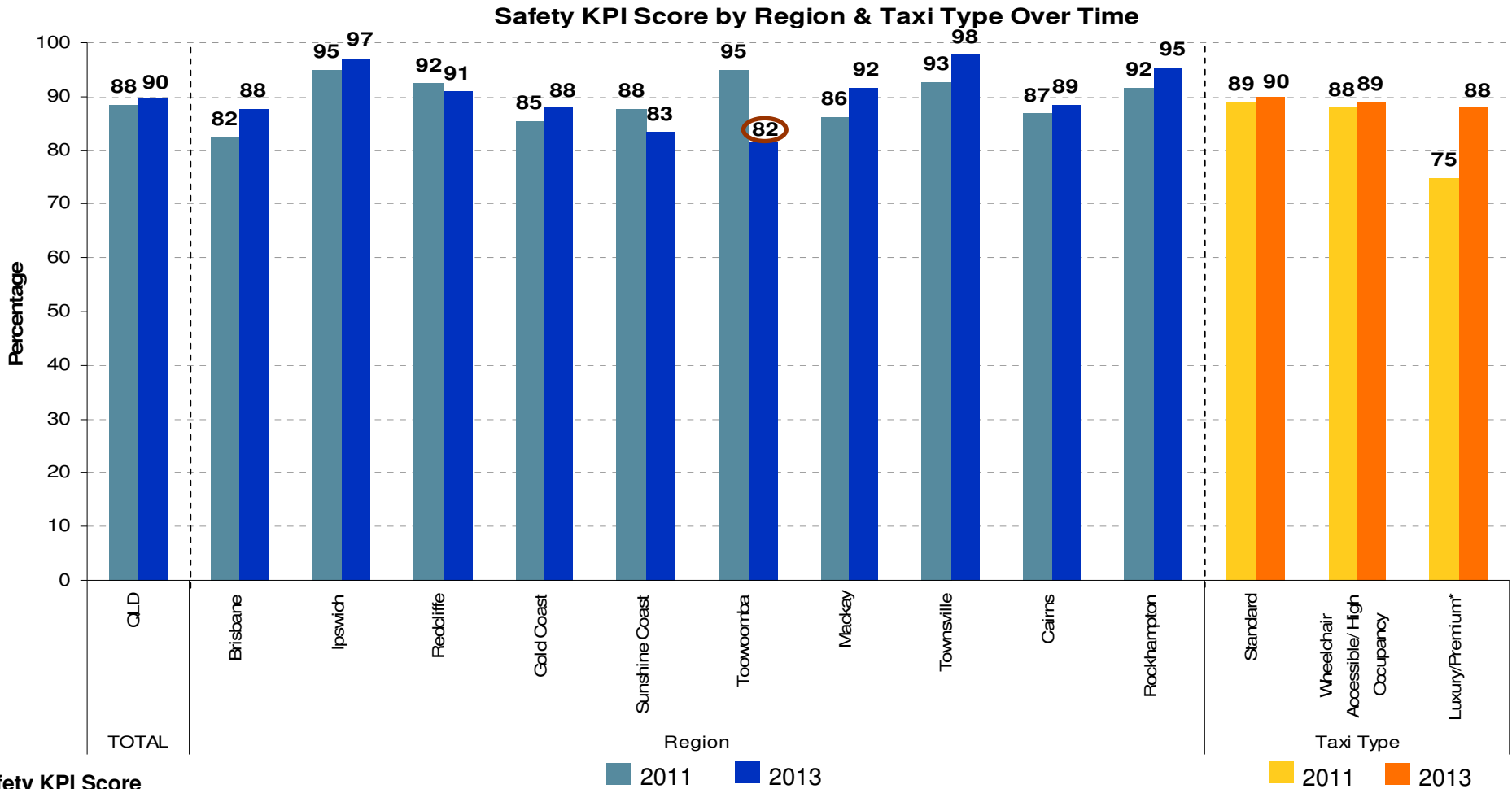


**D1. General driver attitude throughout journey**

Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77), Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi type bases.

Note: Multiple responses allowed for "Pleasant/friendly" and "Professional" in 2011. Multiple responses allowed for all options in 2013. Does not include other (n=16) and no answer responses (n=6) for taxi type. \* Denotes small sample size.

- The taxi industry's 2013 KPI score for **safety** was quite high at 90%, achieving a result similar to 2011 (88%). A significantly higher proportion of working seatbelts were observed in taxis across QLD in 2013, with passengers noting anecdotally that drivers were reminding them to put on their seatbelts. However, the safety KPI score in 2013 was again negatively impacted by dangerous driving and use of non-essential devices while driving, particularly in Toowoomba.

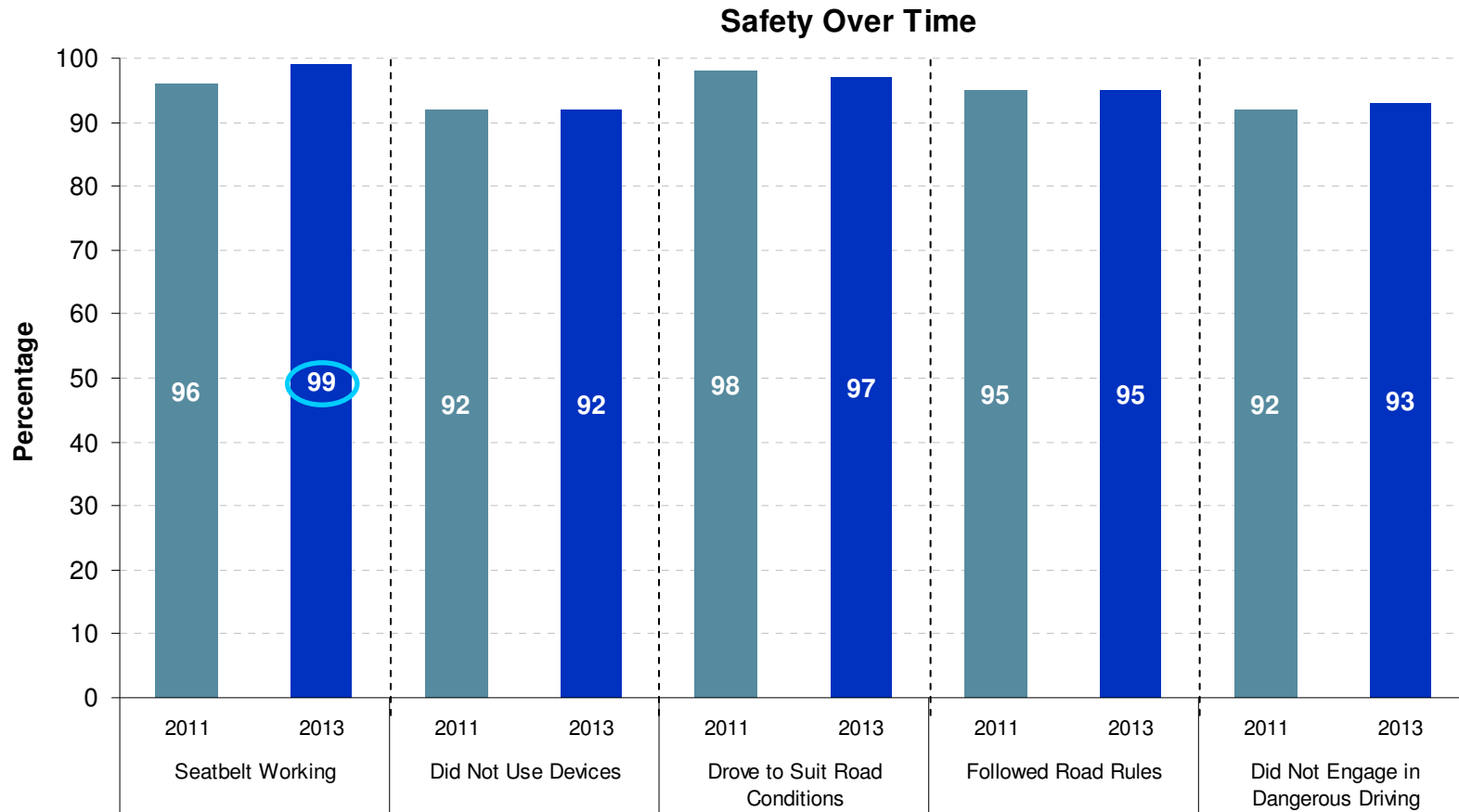


**Safety KPI Score**

Base: Total QLD (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/ High Occupancy (n=251), Luxury/ Premium (n=30), Please refer to Appendix A for 2011 region and taxi types bases.

Note: \* Denotes small sample size.

- Safety standards in QLD continued to score highly with a significantly higher proportion of working seatbelt being observed in 2013 compared with 2011 observations (99% - 2013; 96% - 2011).



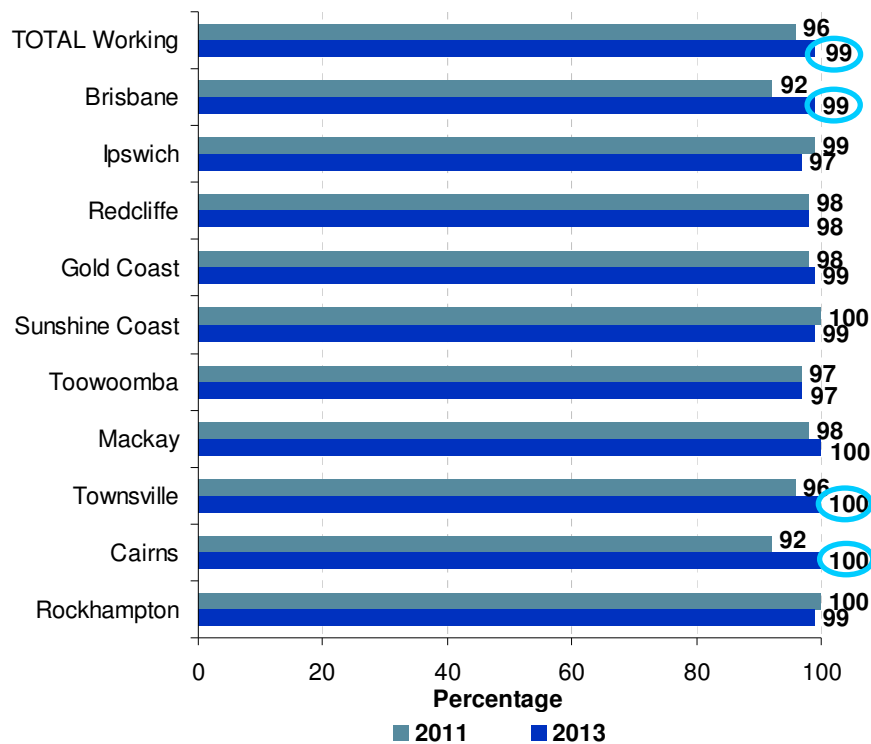
**B8. Seatbelt working, B14. Used devices while driving (not including taxi equipment), B16. Drove to suit road conditions, B17. Followed road rules (indicating, giving way), B18. Dangerous driving (collision, near collision, speeding, ignoring traffic lights, stopping on yellow lines).**

Base: Total QLD 2013 (n=1371); 2011 (n=1265).

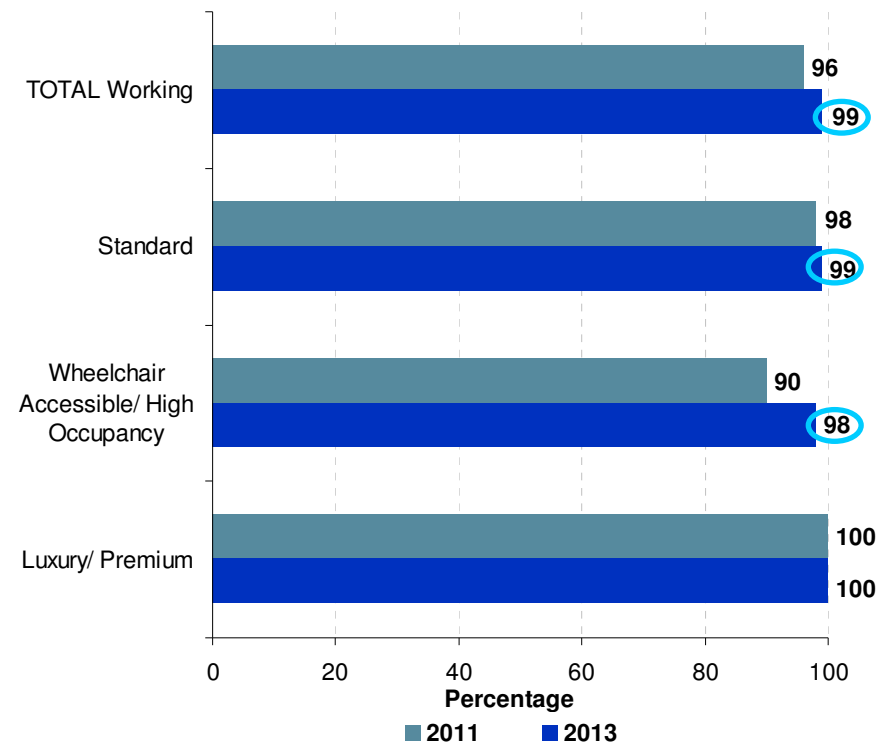
## Seatbelt Working By Region & Taxi Type Over Time

- The seatbelt the passenger used was working correctly in 99% of journeys evaluated in 2013, which was significantly higher than in 2011 (96%).
- Significantly higher proportions of working seatbelts in taxis were also recorded in Brisbane (99% c.f 92%), Cairns (100% c.f. 92%) and Townsville (100% c.f. 96%).
- Encouragingly, a significantly higher proportion of journeys taken in standard and wheelchair accessible/high occupancy taxis had working seatbelts in 2013 compared with 2011 observations (99% and 98% respectively).

Seatbelt Working by Region Over Time



Seatbelt Working by Taxi Type Over Time



**B8.**

**Seatbelt working**

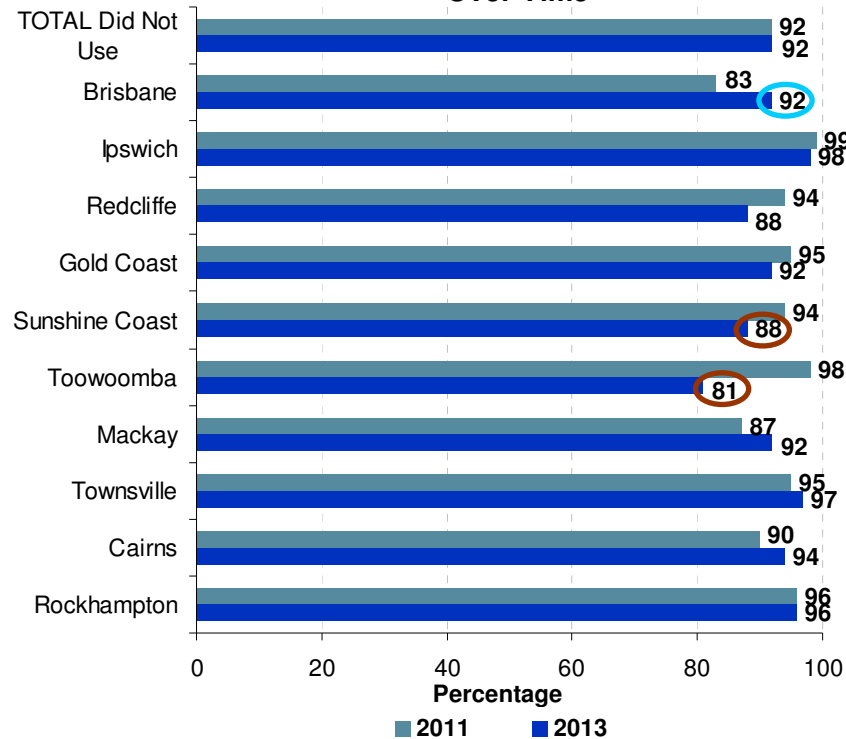
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77), Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi type bases.

Note: Does not include other (n=16) and no answer responses (n=6) for taxi type. \* Denotes small sample size.

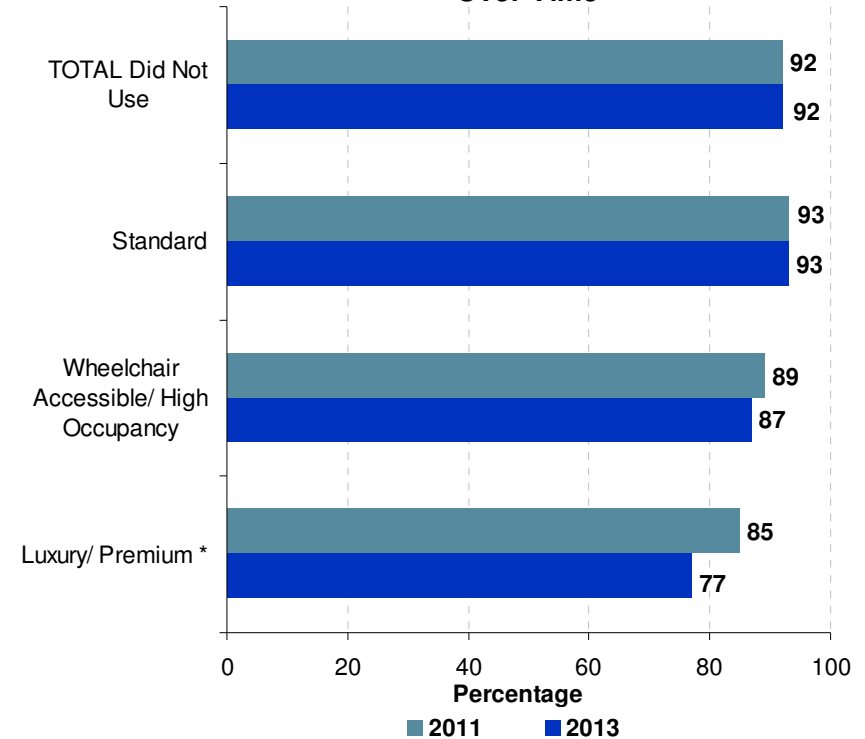
## Devices Used While Driving By Region & Taxi Type Over Time

- In 92% of the journeys evaluated in 2013, the driver did not use any devices while driving (excluding taxi equipment). This result is identical to the 2011 result.
- The most commonly used device in both 2013 and 2011 was a mobile phone (5% each).
- Incidence of not using devices while driving was significantly lower in the Sunshine Coast (88%) and Toowoomba (81%) and significantly higher in Brisbane (92%) in 2013 compared with 2011 observations.

**Total Did Not Use Devices While Driving by Region Over Time**



**Total Did Not Use Devices While Driving by Taxi Type Over Time**



**B14. Used devices while driving (not including taxi equipment)**

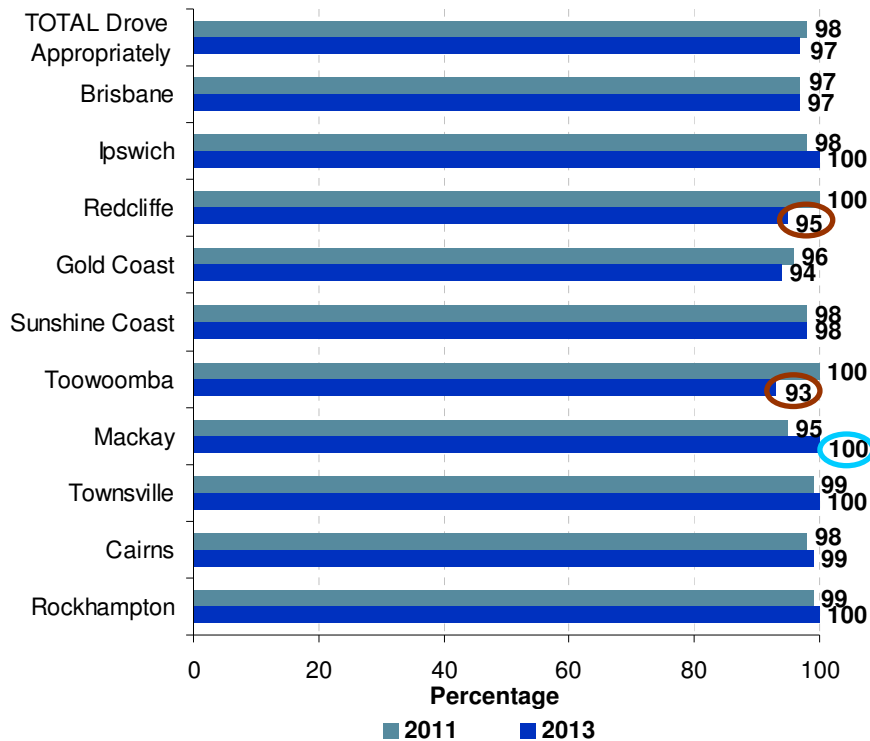
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77), Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi type bases.

Note: Does not include other (n=16) and no answer responses (n=6) for taxi type. \* Denotes small sample size.

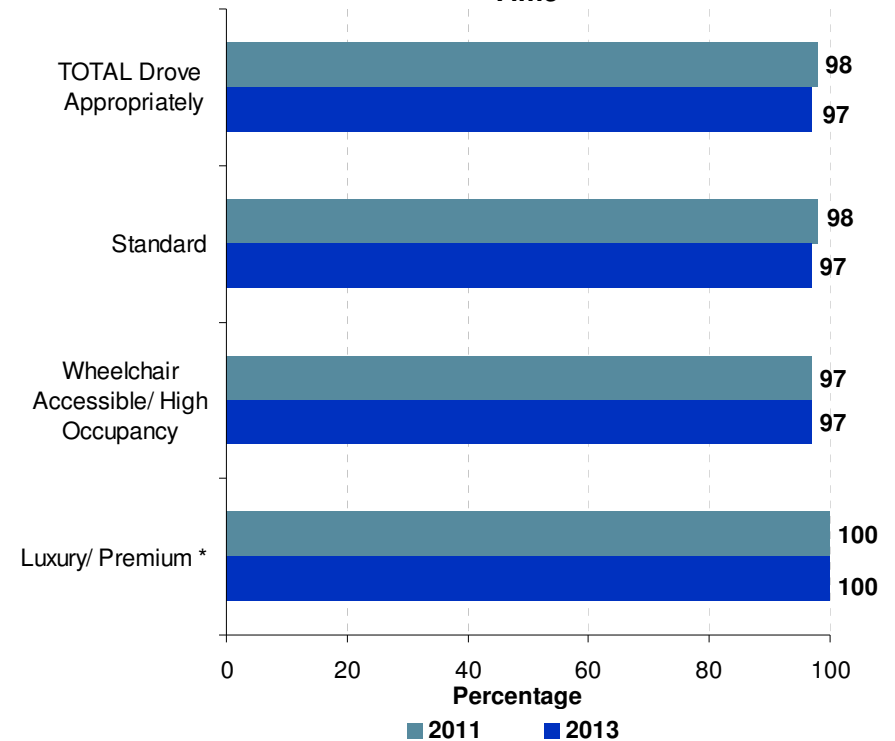
## Drove to Suit Road Conditions By Region & Taxi Type Over Time

- In 97% of journeys made in 2013 the taxi driver drove to suit road conditions. This was consistent across various road conditions and consistent with 2011 findings.
- Compared with 2011 observations, a significantly lower proportion of drivers in Redcliffe (95%) and Toowoomba (95%) drove to suit the road conditions while a significantly higher proportion of drivers in Townsville did so (100%) in 2013.
- Generally, comments were positive, giving praise to the driver for their careful and safe driving. However, speeding through road works and around corners/bends were regularly cited as reasons for not driving to suit road conditions.

**Drove to Suit Road Conditions by Region Over Time**



**Drove to Suit Road Conditions by Taxi Type Over Time**



**B16.**

**Drove to suit road conditions**

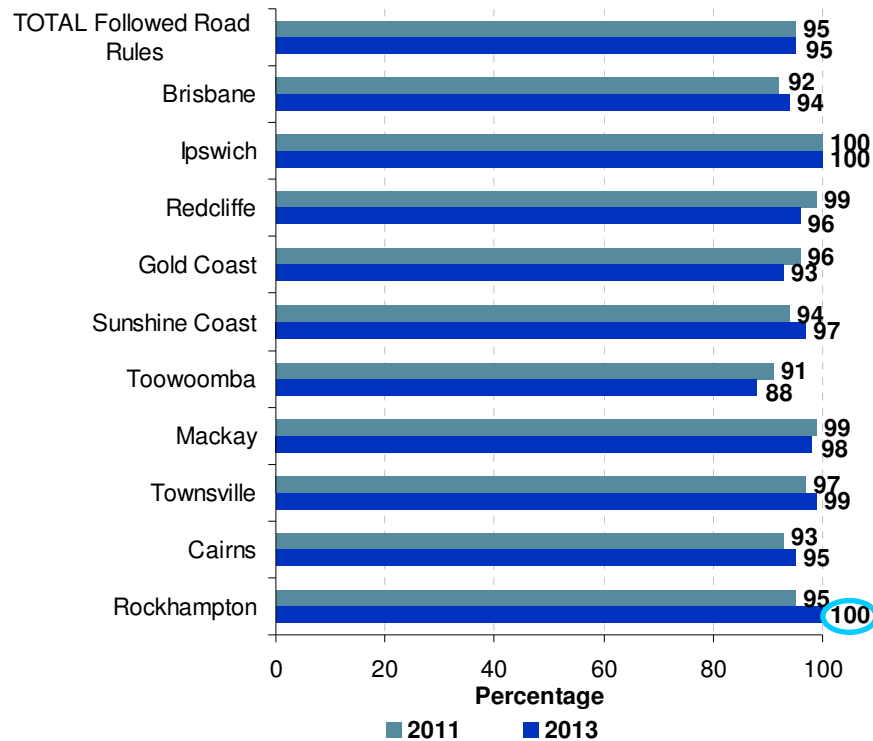
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77), Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi type bases.

Note: Does not include other (n=16) and no answer responses (n=6) for taxi type. \* Denotes small sample size.

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

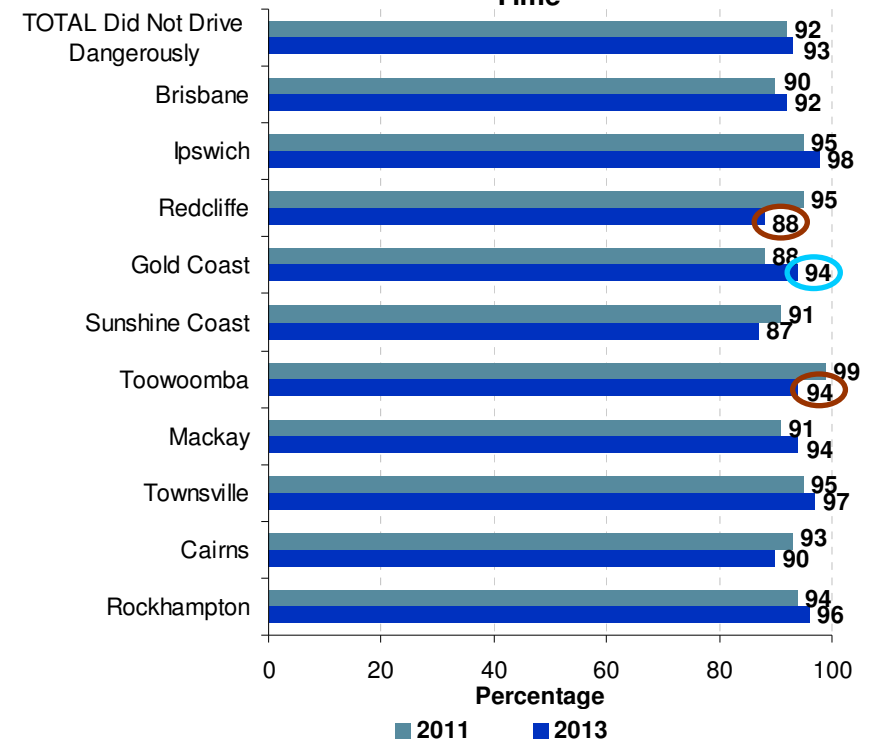
- Road rules were followed in 95% of journeys evaluated in 2013, which remained consistent with observations made in 2011.
- Rockhampton saw the only significant improvement in 2013 in the proportion of journeys where road rules were followed (100% c.f. 95% in 2011).
- In 93% of the journeys evaluated in 2013 the driver did not engage in dangerous driving. This was consistent with 2011 results.
- Taxis in Redcliffe (88%) and Toowoomba (94%) demonstrated significantly higher incidences of dangerous driving, compared with 2011 observations.

**Followed Road Rules by Region Over Time**



**B17. Followed road rules (indicating, giving way)**  
 Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.

**Did Not Engage in Dangerous Driving by Region Over Time**

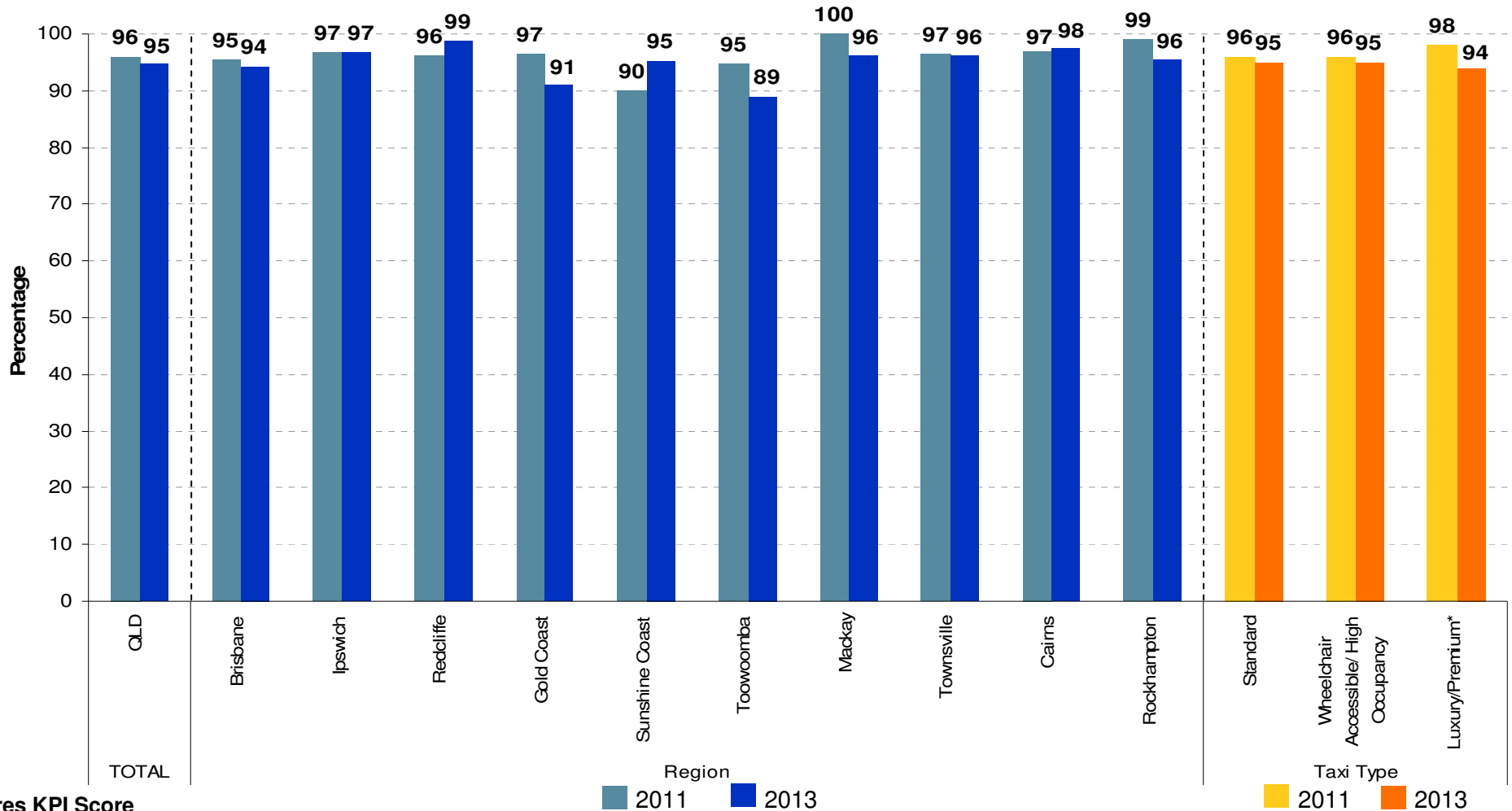


**B18. Dangerous driving (collision, near collision, speeding, ignoring traffic lights, stopping on yellow lines)**  
 Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.



- The overall score for the **fares** KPI remained similar to 2013 levels (95% - 2013; 96% - 2011).
- Region and Taxi Type KPI scores for fares has also remained consistent over time with no significant differences observed between 2011 and 2013.

**Fares KPI Score by Region & Taxi Type Over Time**

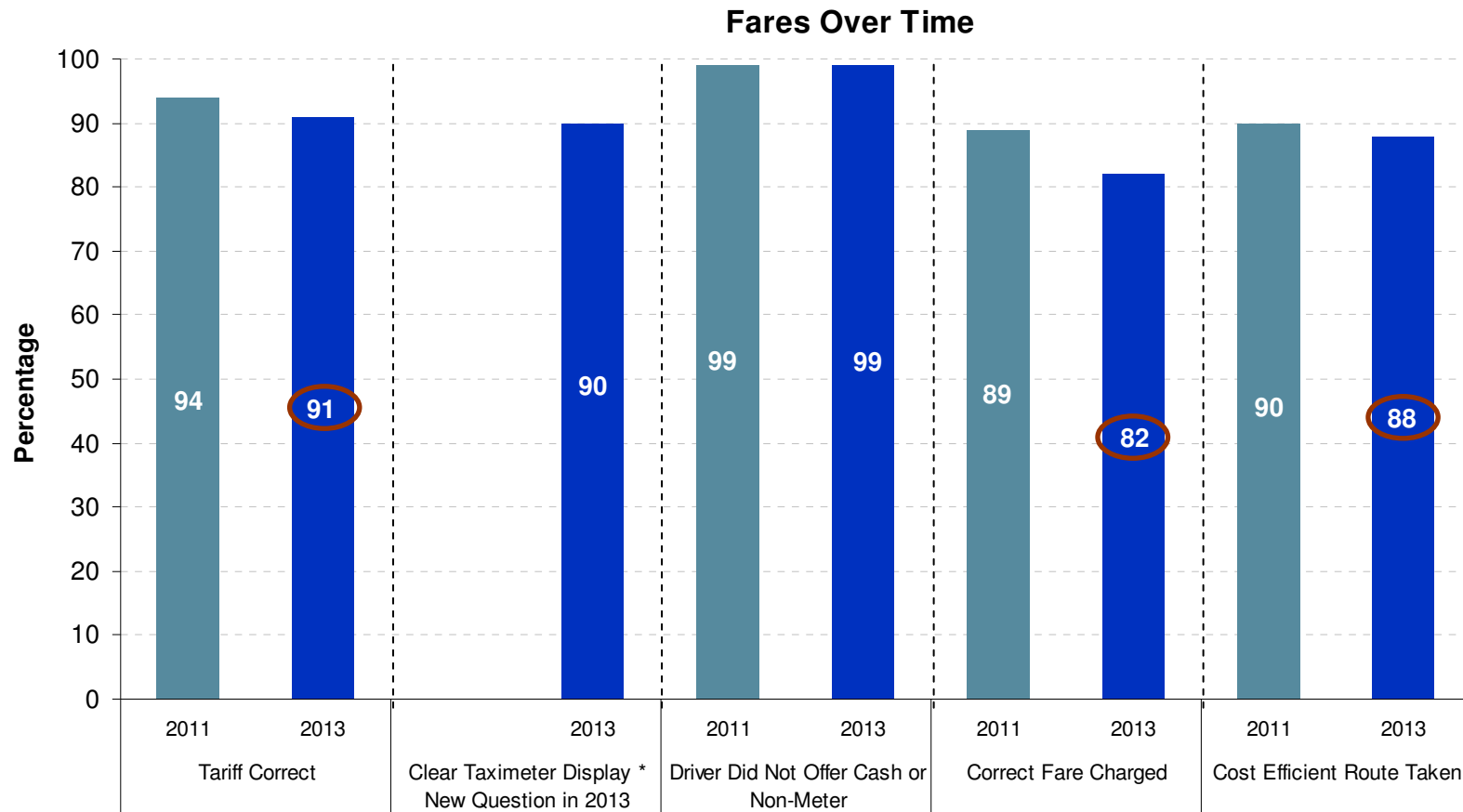


**Fares KPI Score**

Base: Total QLD (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/ High Occupancy (n=251), Luxury/ Premium (n=30), Please refer to Appendix A for 2011 region and taxi types bases.

Note: \* Denotes small sample size.

- Certain aspects of taxi fare service standards in QLD have fallen significantly since 2011. These include the proportion who were charged the correct tariff and fare and the proportion taken via a cost efficient route in 2013.
- Furthermore, there is opportunity to enhance the display of taximeters (particularly during the day) to better passengers view of the tariff and fare they are being charged.



**C2. Correct tariff?, C6. Correct fare charged?, C11. Used a cost efficient route.**

Base: Total QLD 2013 (n=1371); 2011 (n=1265).

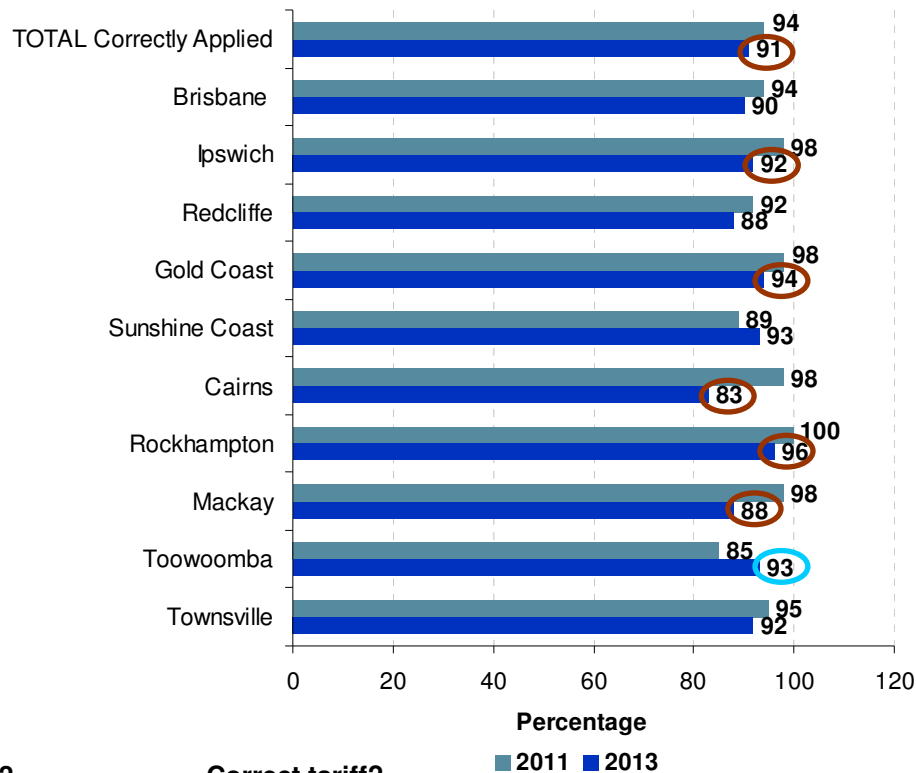
**A12. Driver offered "cash or non-meter" travel.**

Base: Total who answered A12 2013 (n=1366); 2011 (n=1257).

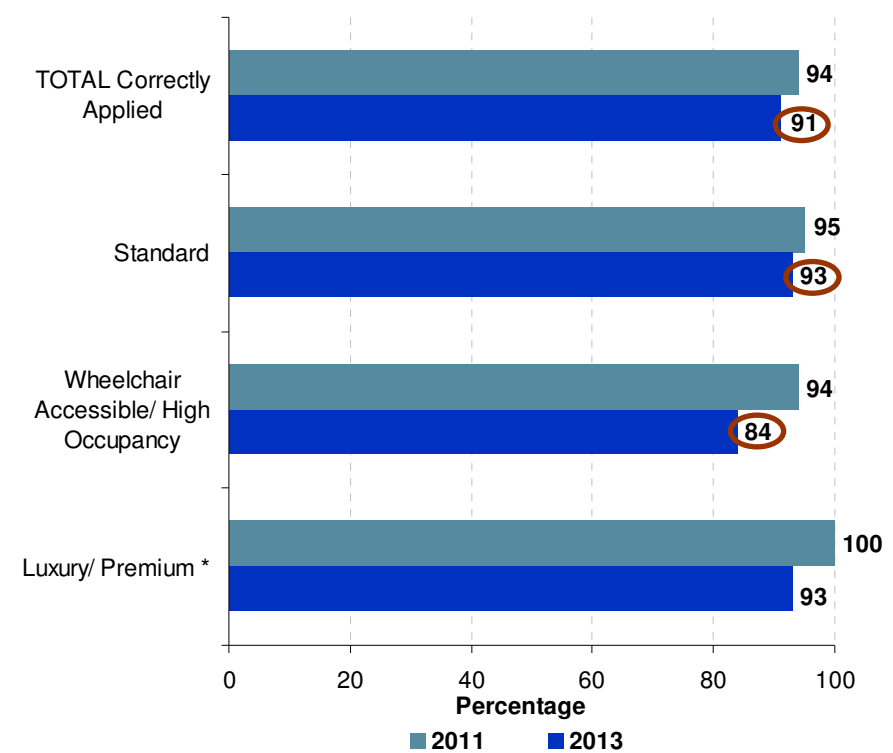
## Was the Applied Tariff Correct? By Region & Taxi Type Over Time

- Passengers indicated that the correct tariff was applied for 91% of journeys taken in 2013, which is significantly lower than the proportion of correct tariffs observed in 2011 (94%).
- The correct tariff was applied in a significantly lower proportion of journeys taken in Ipswich (92%), Gold Coast (94%), Cairns (83%), Rockhampton (96%) and Mackay (88%) in 2013 compared with observations made in 2011 in these regions.
- Trips taken in standard (93%) and wheelchair accessible/high occupancy (84%) taxis also charged the correct tariff in a significant lower proportion of journeys in 2013 compared with 2011 observations.

Correct Tariff Applied by Region Over Time



Correct Tariff Applied by Taxi Type Over Time



**C2.**

**Correct tariff?**

Base:

Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77), Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi type bases.

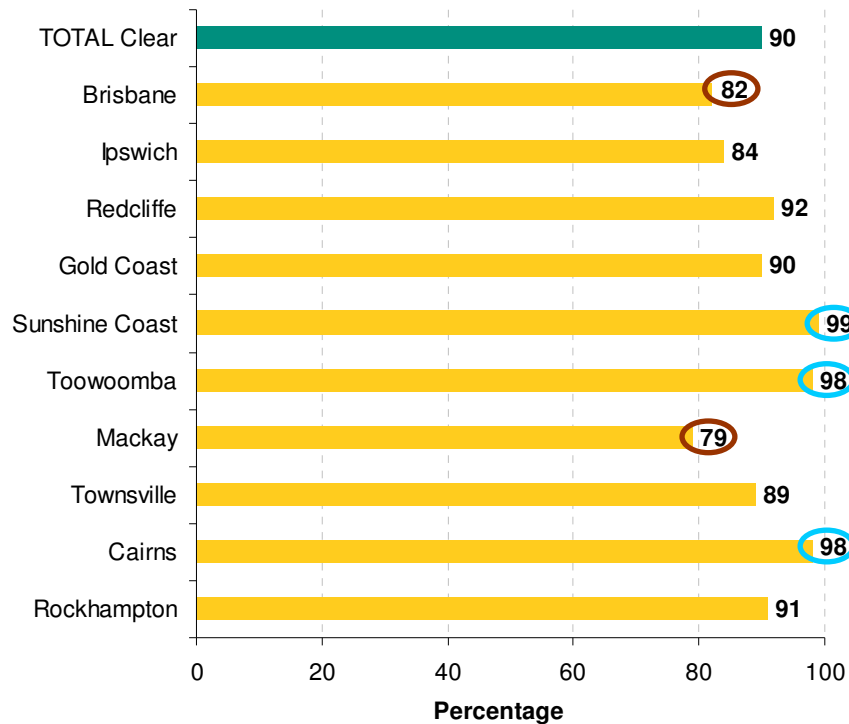
Note:

Does not include other (n=16) and no answer responses (n=6) for taxi type. \* Denotes small sample size.

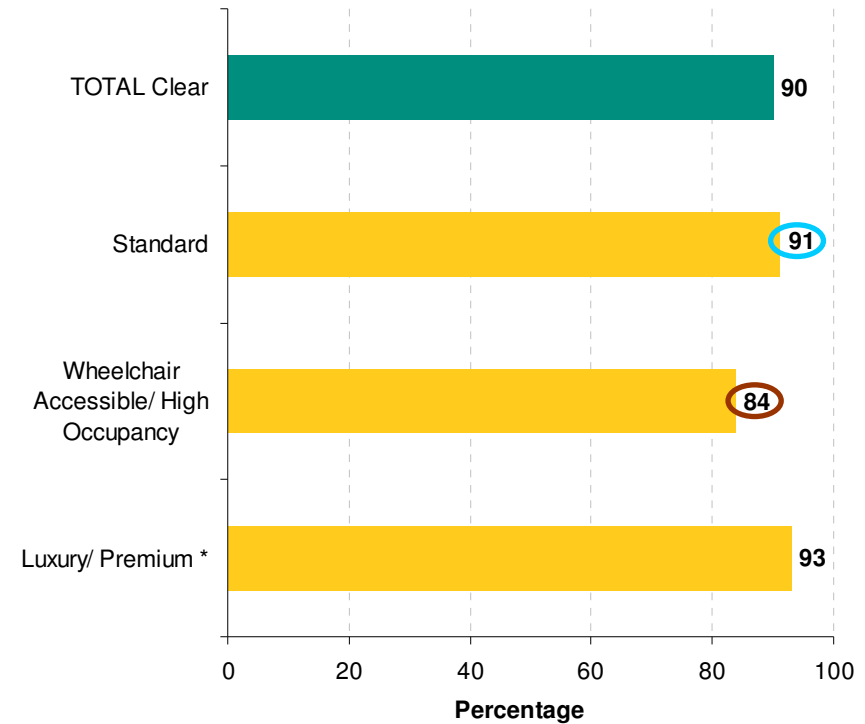
## Clarity of Taximeter Display By Region & Taxi Type 2013

- The taximeter display was clear and visible in 90% of the journeys made in 2013. This was a new attribute evaluated in 2013.
- Journeys made in the Sunshine Coast, Toowoomba and Cairns had a significantly higher proportion of taximeters clear and visible (99%, 98% and 98% respectively), while journeys made in Brisbane and Mackay had a significantly lower proportions of visible and clear taximeters (82% and 79% respectively) compared with the total.
- There was a significantly higher proportion of visible and clear taximeters in standard taxis (91%) while the opposite was observed in wheelchair accessible/high occupancy taxis (84%).

**Taximeter Display Clear by Region 2013**



**Taximeter Display Clear by Taxi Type 2013**



**A15a.**

**Taximeter display clear?**

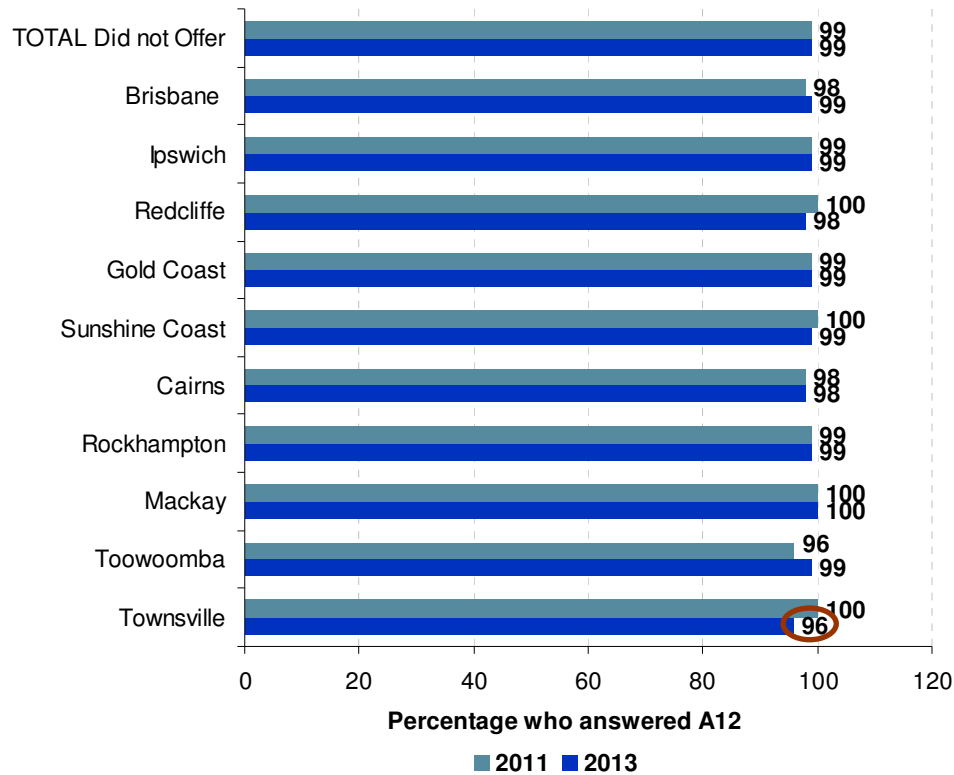
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77), Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi type bases.

Note: New question added '13. Multiple responses allowed for 'Yes and Illuminated'. Does not include other (n=16) and no answer responses (n=6) for taxi type. \* Denotes small sample size.

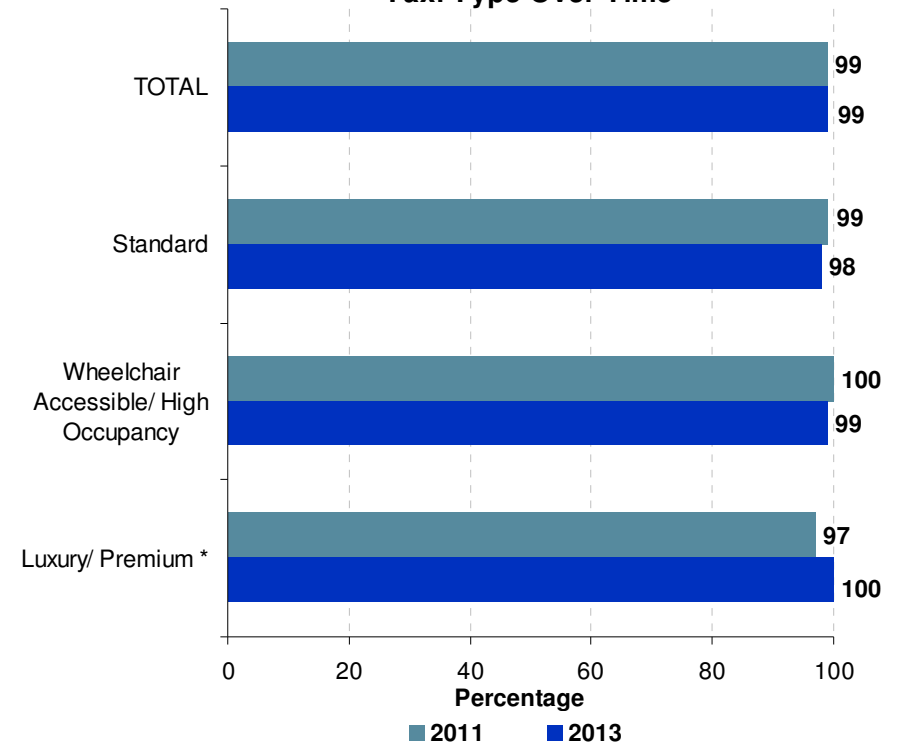
## Cash or Non-Meter Travel By Region & Taxi Type Over Time

- Passengers were only offered “Cash or Non-Meter Travel” in 1% of the journeys taken in 2013, similar to the result in 2011.
- This proportion was relatively consistent across regions except for Townsville (96%) in which a significantly lower proportion of journeys where cash or non-meter travel *was not* offered was observed in 2013 (96%).

Driver *Did Not Offer* "Cash or Non-Meter" Travel by Region Over Time



Driver *Did Not Offer* "Cash or Non-Meter" Travel by Taxi Type Over Time



**A12. Driver offered “cash or non-meter” travel**

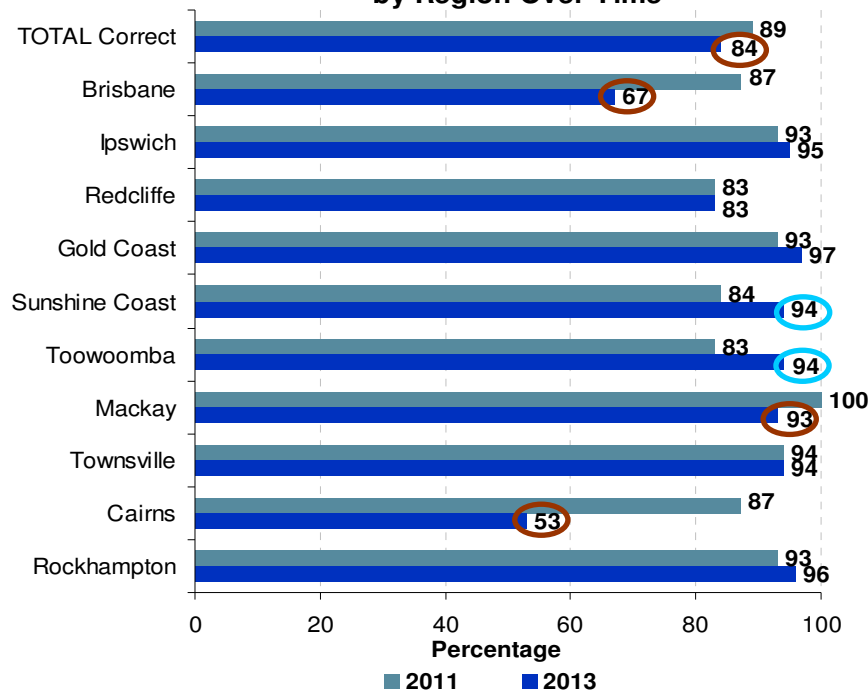
Base: Total who answered A12 (n=1366), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=108), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=141), Cairns (n=126), Rockhampton (n=77), Standard (n=1063), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for A12 2011 region and taxi type bases.

Note: Those who did not provide an answer for A12 were filtered out. \* Denotes small sample size.

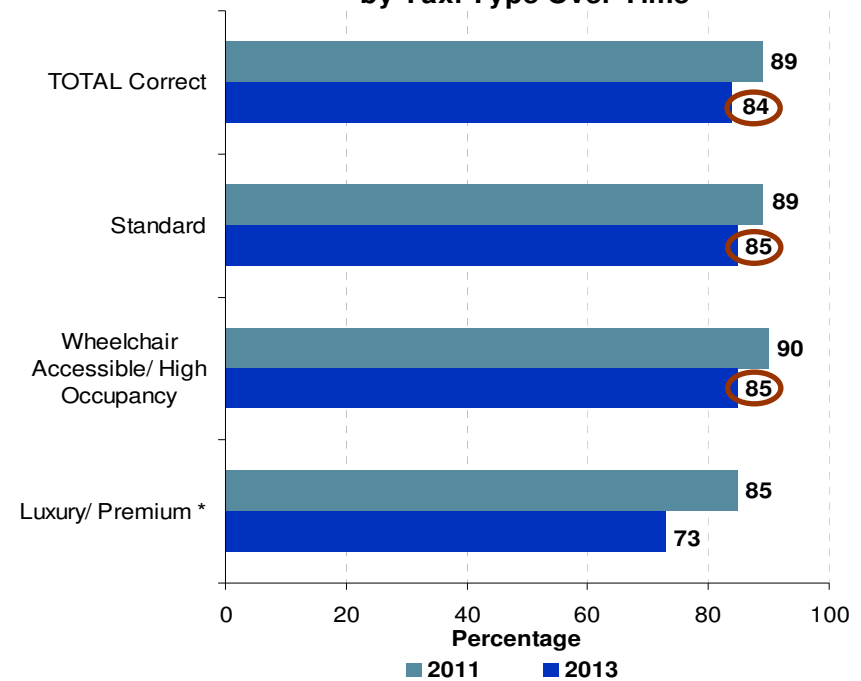
## Passenger Thought Correct Fare Was Charged By Region & Taxi Type Over Time

- For 84% of journeys in 2013, passengers indicated they had been charged the correct fare (standard and TSS included). This proportion is significantly lower than the proportion obtained in 2011 (89%).
- The correct fare was assessed as being charged in a significantly higher proportion of Sunshine Coast (94%) and Toowoomba (94%) taxis. However, the proportion of passengers who thought they were charged the correct fare has significantly decreased in Mackay (93%) since 2011. This trend is also evident in standard (85% -2013; 89% - 2011) and wheelchair accessible/high occupancy 85% - 2013; 90% - 2011) taxis in 2013. Whilst a significant decrease in the proportion of passengers who thought they were charged the correct fare was also noted in Brisbane and Cairns, a significantly higher proportion of passengers in these regions indicated 'Don't Know' as to whether they were charged the correct fare (31% and 46% respectively).

**Total Correct Fare Charged (Standard and TSS Fare)  
by Region Over Time**



**Total Correct Fare Charged (Standard and TSS Fare)  
by Taxi Type Over Time**



**C6.**

**Correct fare charged?**

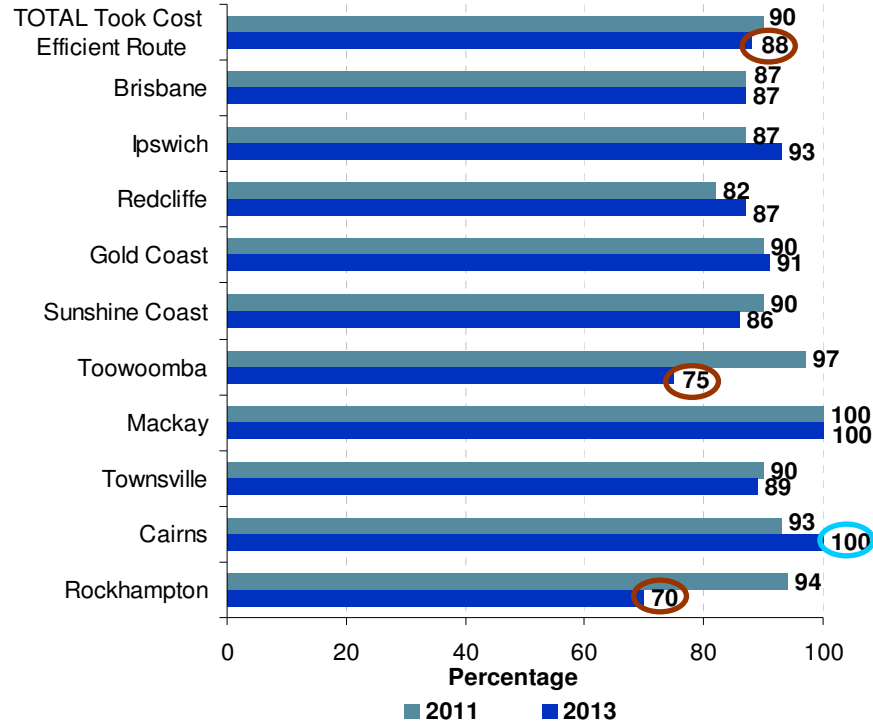
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77), Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi type bases.

Note: Does not include other (n=16) and no answer responses (n=6) for taxi type. \* Denotes small sample size.

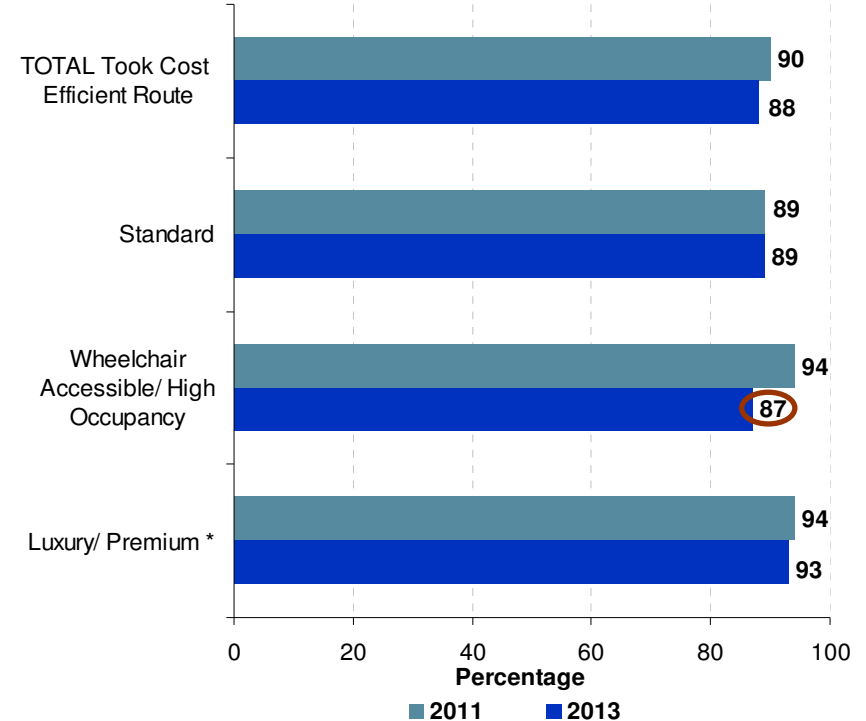
## Cost Efficient Route By Region & Taxi Type Over Time

- In 88% of journeys taken in 2013, the passenger indicated that the driver took a cost efficient route (to the best of their knowledge), a result significantly lower than in 2011 (90%).
- For only 4% of journeys did the passenger indicate that the route taken by the driver was not cost efficient in 2013 (3% in 2011).
- Cairns has significantly improved since 2011 in the proportion of drivers taking a cost efficient route, with 100% of journeys taken in this region being regarded as cost efficient in 2013 while significantly lower proportions of taxis in Rockhampton (70%) and Toowoomba (75%) took a cost efficient route than in 2011. This trend is also evident for drivers of wheelchair accessible/high occupancy taxis (87% - 2013; 94% - 2011).

Driver Took a Cost Efficient Route by Region Over Time



Driver Took a Cost Efficient Route by Taxi Type Over Time



**C11.**

**Used a cost efficient route**

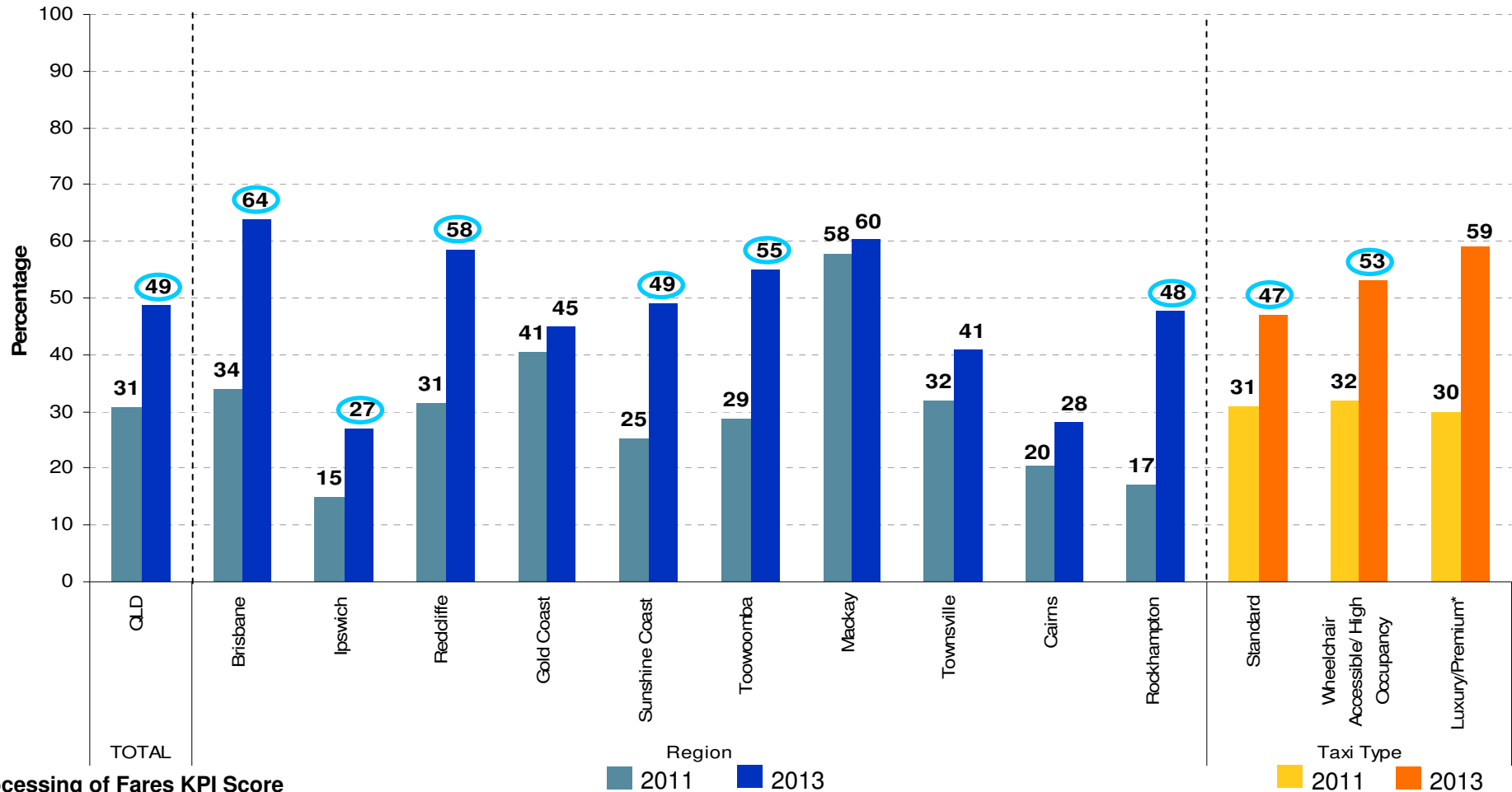
Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77), Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi type bases.

Note: Does not include other (n=16) and no answer responses (n=6) for taxi type. \* Denotes small sample size.

## PROCESSING OF FARES

- In 2011, the area of **processing of fares** was identified as the service area requiring the most improvement. Encouragingly, the KPI score for this service aspect has increased significantly from 30.72% in 2011 to 48.86% in 2013. This improvement can be primarily explained by significant increases in the proportion of drivers explaining fees and offering receipts.

Processing of Fares KPI Score by Region & Taxi Type Over Time



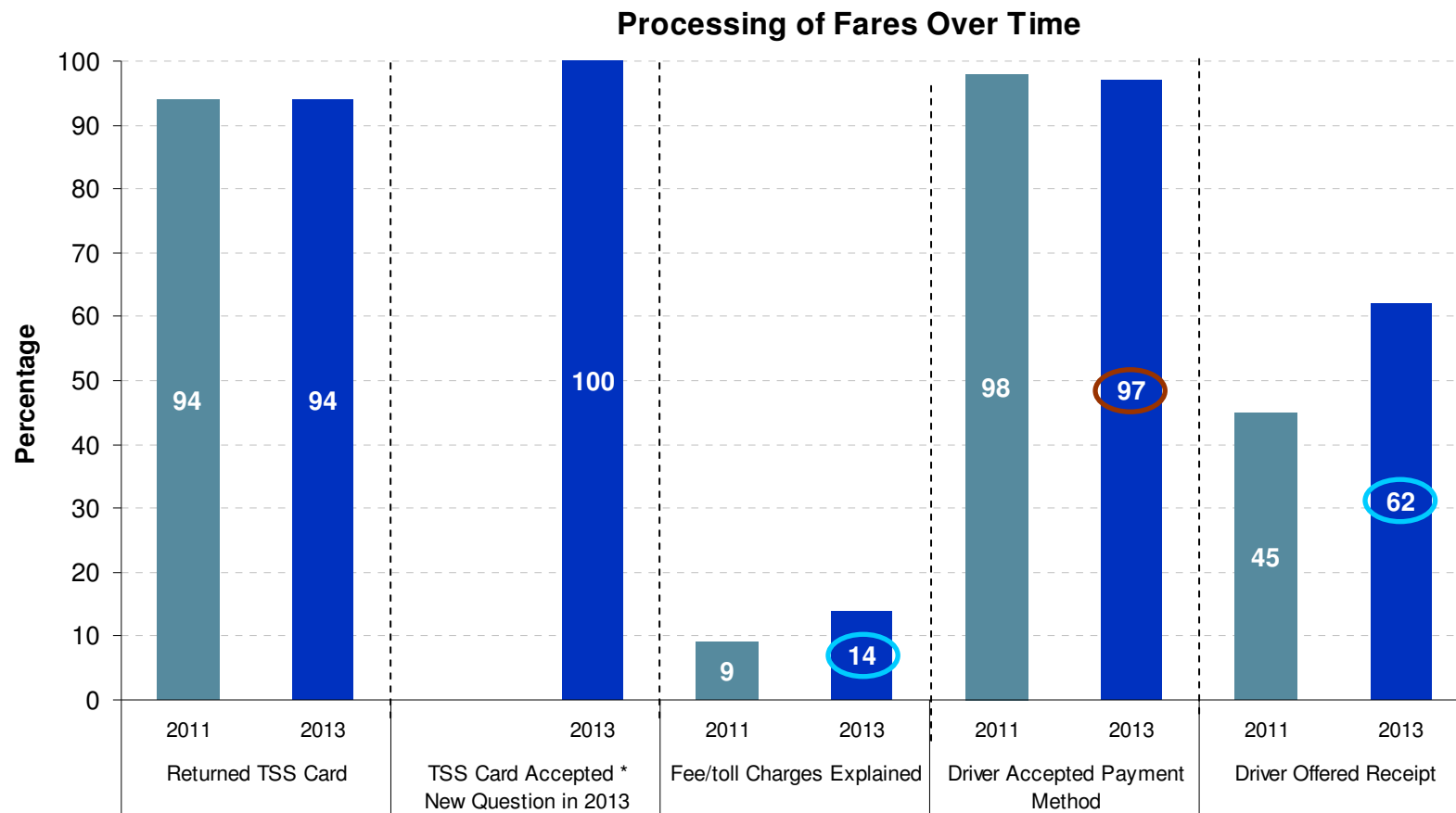
### Processing of Fares KPI Score

Base: Total QLD (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/ High Occupancy (n=251), Luxury/ Premium (n=30), Please refer to Appendix A for 2011 region and taxi types bases.

Note: \* Denotes small sample size.



- While a significantly higher proportion of drivers were explaining fee/toll charges and offering receipts in 2013, there is still considerable opportunity to improve this service area to increase the overall KPI score for processing of fares.



**C4. Returned TSS card without prompting, C5. Driver accepted intended payment method, C10. Driver offered a receipt.**

Base: Total QLD 2013 (n=1371); 2011 (n=1265).

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**C5a. TSS card accepted**

Base: Total QLD 2013 (n=1371)  
Note: New Question added in 2013

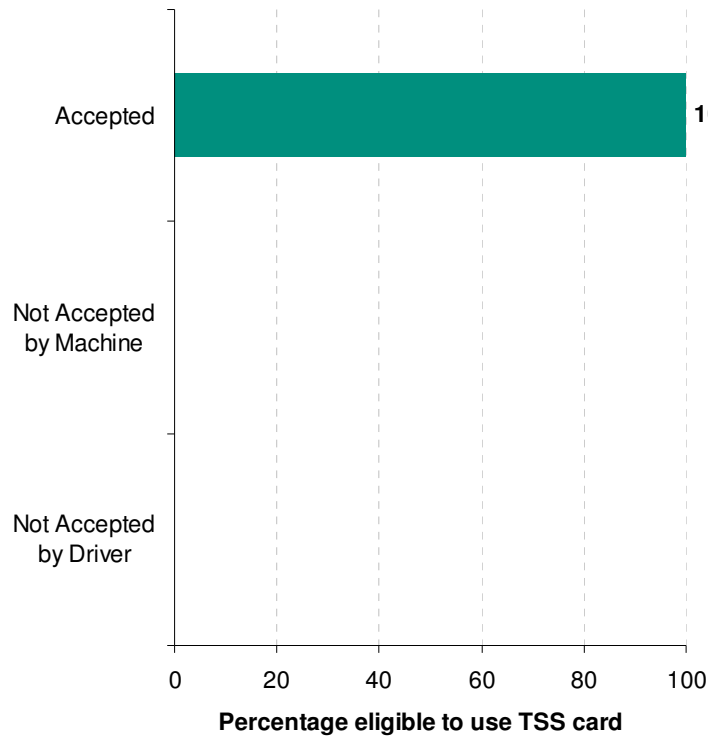
**C9. Were fell/toll charges explained?**

Base: Total eligible to have fees/tolls explained 2013 (n=839); 2011 (n=1073).

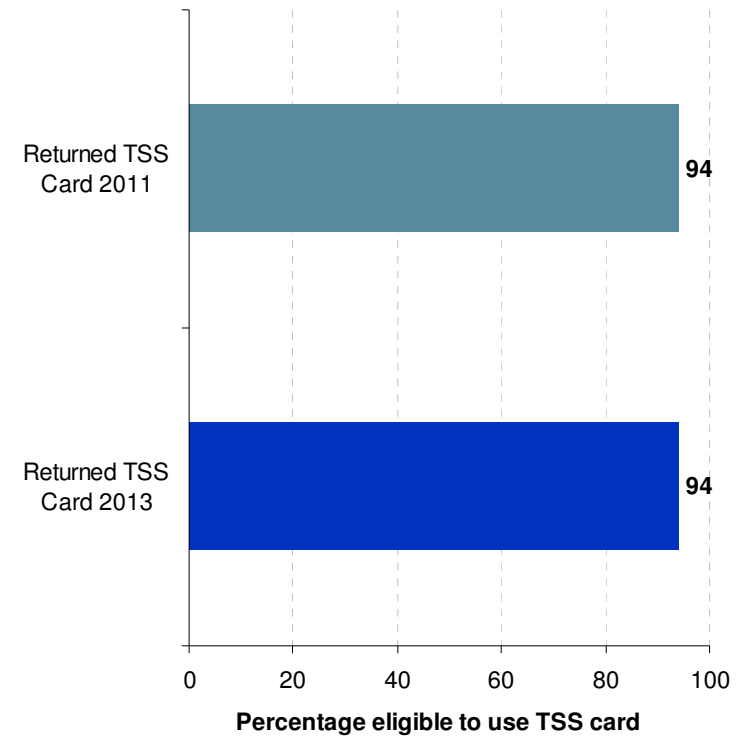
## TSS Card Accepted & Returned Card Without Prompting

- All passengers that were eligible to use a TSS card (n=49) in 2013 indicated the card was accepted as a payment method for their taxi journey (100%). This was a new question in 2013.
- In 2013, the TSS card was returned without prompting in 94% of all journeys where a TSS card was used, which remains consistent with 2011 results (94%).

**TSS Card Accepted 2013**



**Returned TSS Card Without Prompting Over Time**



**C5a. TSS Card Accepted**  
Base: Total used TSS card in 2013 (n=49)  
Note: New question in added in 2013

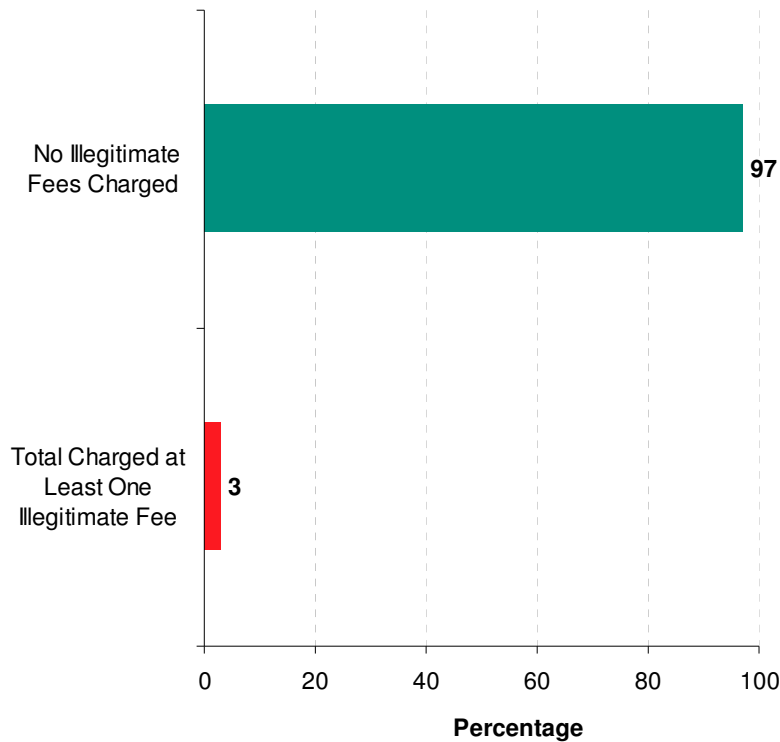
**C4. Returned TSS card without prompting**  
Base: Total used TSS card in 2011 (n=68); Total used TSS card in 2013 (n=49)

## Illegitimate & Were Fee/Toll Charges Explained By Region Over Time

- In only 3% of the journeys evaluated in 2013 was a passenger charged an illegitimate fee, which is significantly higher than 2011 observations (2%).
- The proportion of drivers explaining fees (illegitimate or legitimate) to passengers who were charged them has significantly increased since 2011 (14% c.f. 9%).
- Significantly higher proportions of drivers explaining fees was also observed in Brisbane (22%), Gold Coast (11%) and Townsville (29%).

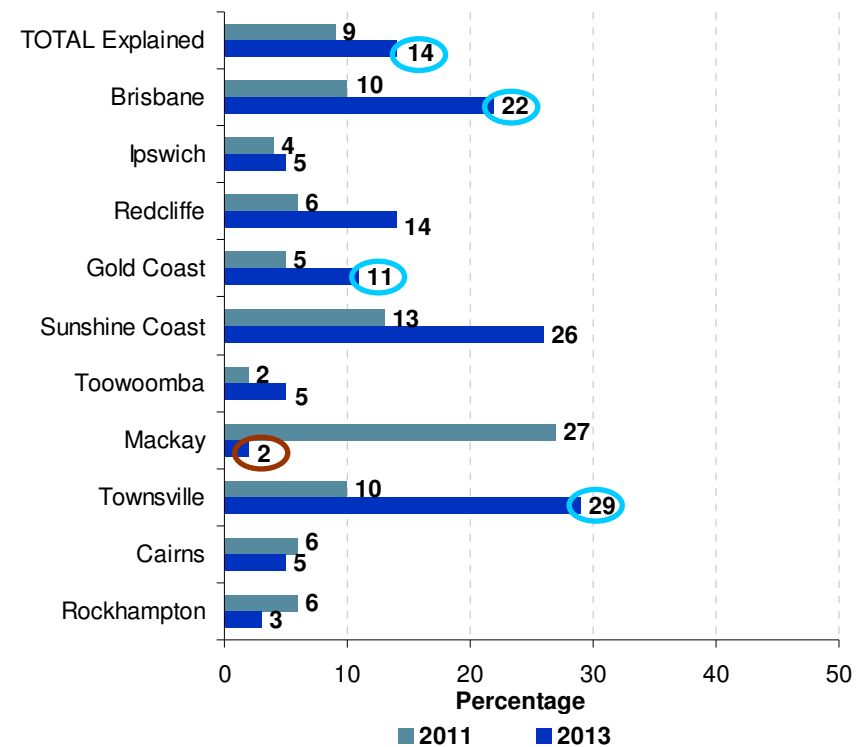
Discover your edge

**Illegitimate Fees 2013**



**C8. Illegitimate fees charged**  
Base: Total 2013 (n=1371).

**Fee/Toll Charges Explained by Region Over Time**

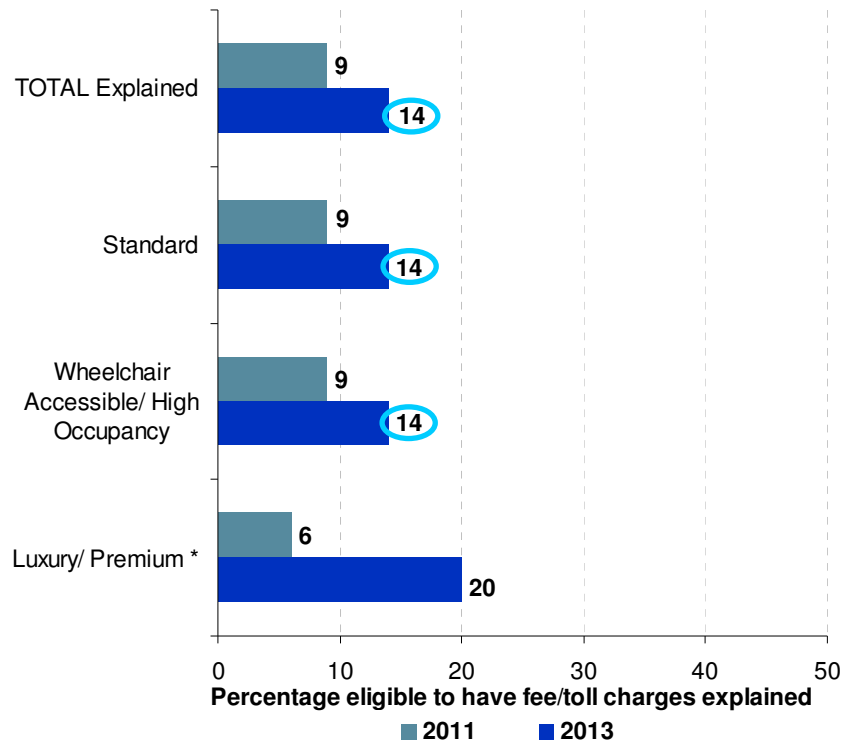


**C9. Were fee/toll charges explained?**  
Base: Total eligible to have fees/tolls explained 2013 (n=839), Brisbane (n=167), Ipswich (n=59), Redcliffe (n=56), Gold Coast (n=171), Sunshine Coast (n=35), Toowoomba (n=40), Mackay (n=45), Townsville (n=115), Cairns (n=77), Rockhampton (n=74). Please refer to Appendix A for C9 2011 region bases.

## Were Fee/Toll Charges Explained & Driver Offered a Receipt By Taxi Type & Region Over Time

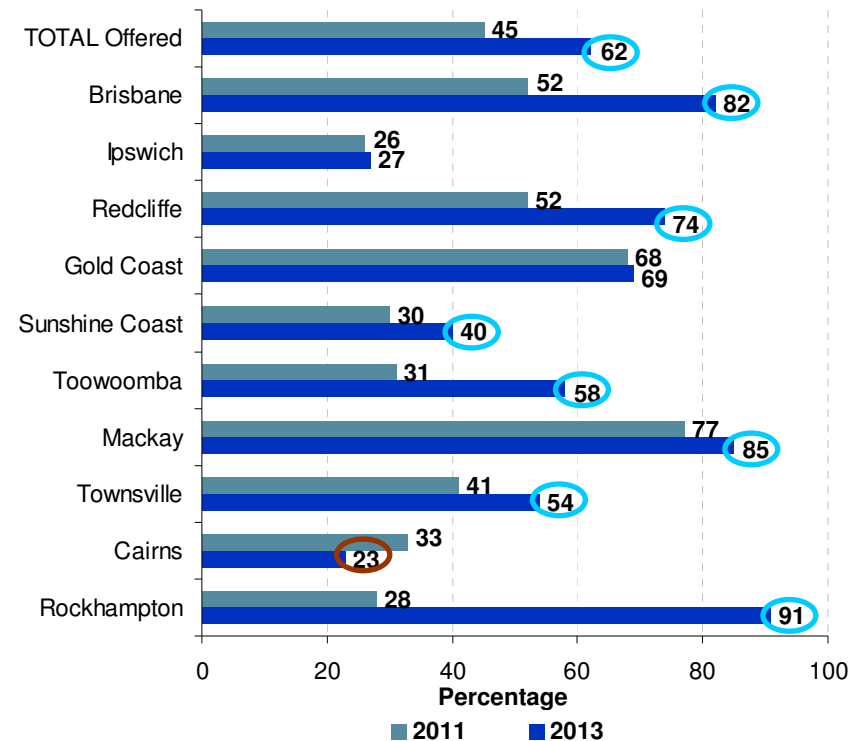
- A significantly higher proportion of drivers in standard (14%) and wheelchair accessible/high occupancy (14%) taxis explained fees and tolls to passengers who were charged them, compared with 2011 observations.
- Overall, the proportion of drivers offering a receipt in 2013 has significantly increased since 2011 (62% c.f. 45%) with significant improvements in this area since 2011 observed in Brisbane (82%), Redcliffe (74%), Sunshine Coast (40%), Rockhampton (91%), Toowoomba (58%) and Townville (54%).

**Fee/Toll Charges Explained by Taxi Type Over Time**



**C9. Were fee/toll charges explained?**  
 Base: Total eligible to have fees/tolls explained 2013 (n=839), Standard (n=652); Wheelchair Accessible/ High Occupancy (n=162); Luxury/Premium (n=15). Please refer to Appendix A for C9 2011 taxi type bases.  
 Note: Does not include other (n=16) and no answer responses (n=6) for taxi type. \* Denotes small sample size.

**Driver Offered a Receipt by Region Over Time**

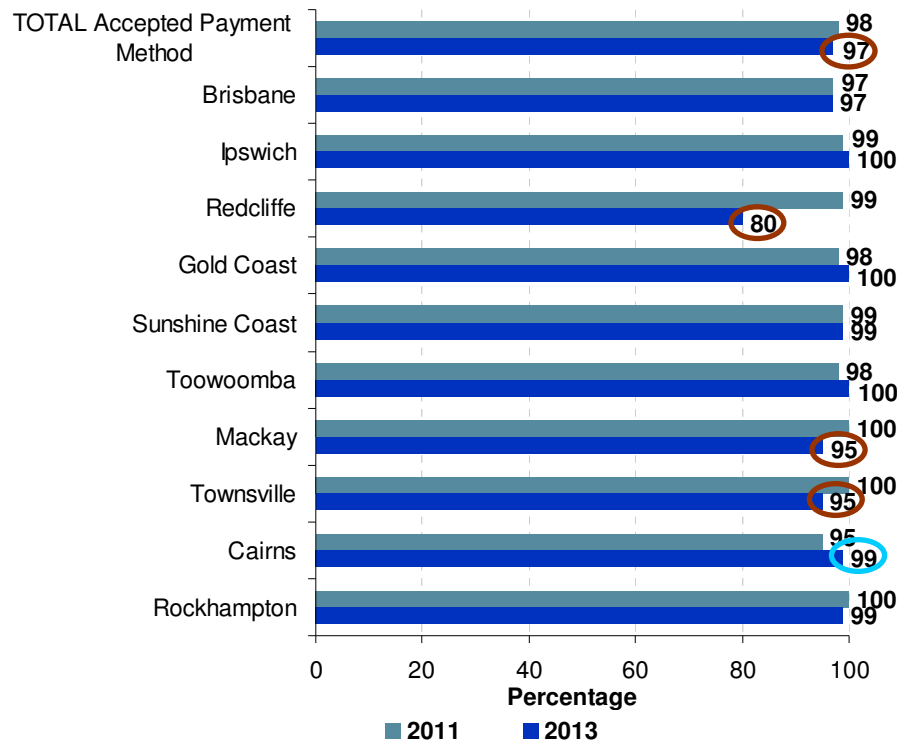


**C10. Driver Offered a Receipt**  
 Base: Total (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.

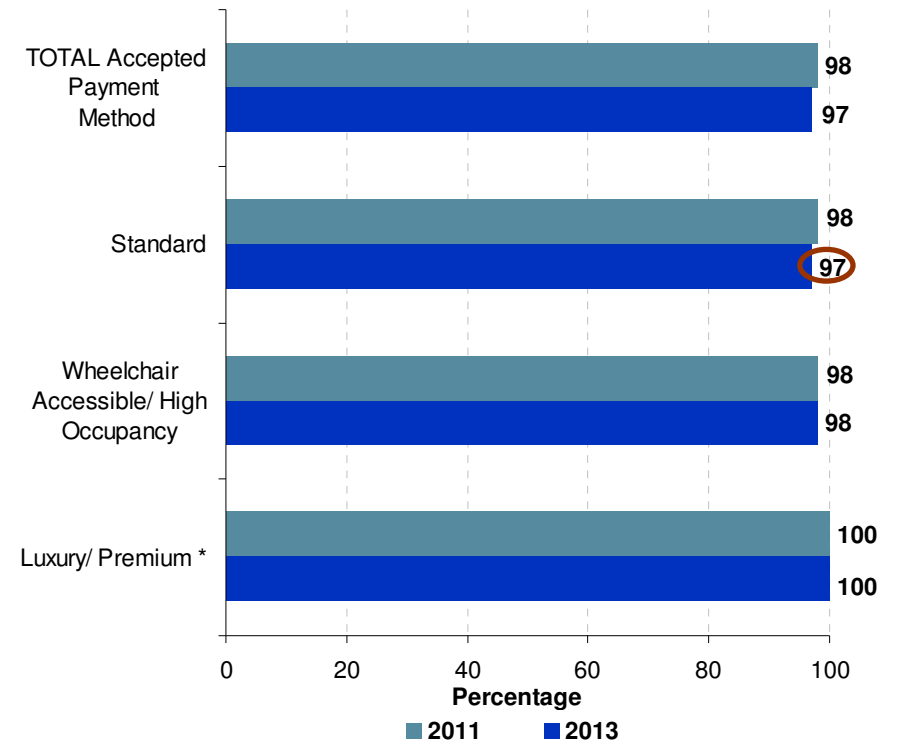
## Driver Accepted Intended Payment Method By Region & Taxi Type Over Time

- In 2013, the driver accepted the passengers' intended payment method in 97% of all journeys taken. This proportion is significantly lower than 2011 observations (98%).
- The regions of Redcliffe, Mackay and Townsville also returned significantly lower proportions of journeys where the driver accepted the passengers' intended payment method in 2013 as compared with 2011 (80%, 95% and 95% respectively).
- Drivers of standard taxis accepted the passengers' intended payment method in a significantly lower proportion of journeys evaluated in 2013 compared with 2011 observations.

Driver Accepted Intended Payment Method by Region Over Time



Driver Accepted Intended Payment Method by Taxi Type Over Time



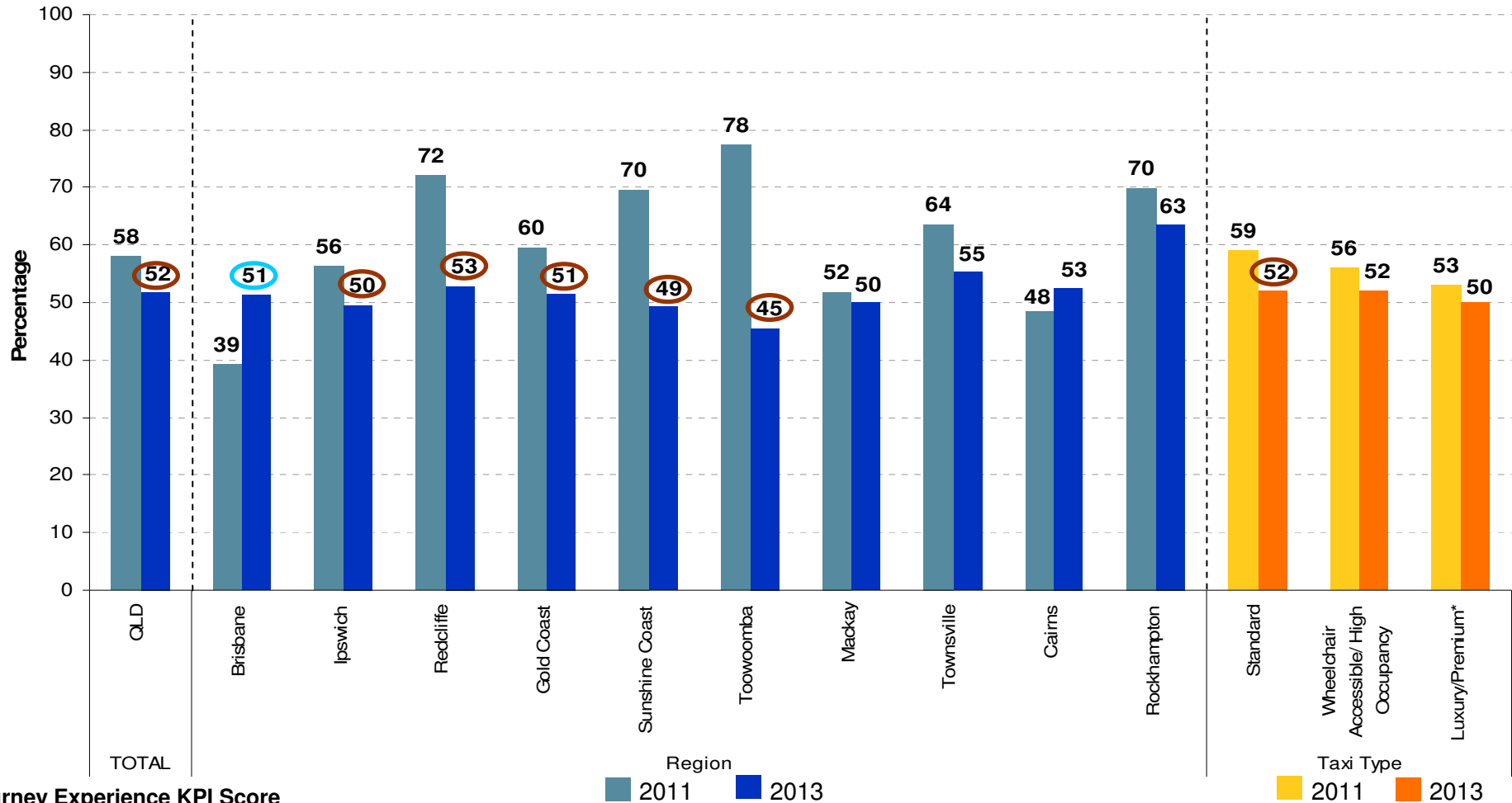
**C5. Driver accepted intended payment method.**

Base: Total 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77), Standard (n=1068), Wheelchair Accessible/High Occupancy (n=251), Luxury/Premium (n=30). Please refer to Appendix A for 2011 region and taxi type bases.

Note: Does not include other (n=16) and no answer responses (n=6) for taxi type. \* Denotes small sample size.

- The KPI score for **journey experience** in 2013 was 52%, which is significantly lower than the score attained in 2011 (58%). This can be attributed to several regions and standard taxis being rated significantly lower in their overall journey experience standards in 2013.

**Journey Experience KPI Score by Region & Taxi Type Over Time**



**Journey Experience KPI Score**

Base: Total QLD (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77); Standard (n=1068), Wheelchair Accessible/ High Occupancy (n=251), Luxury/ Premium (n=30), Please refer to Appendix A for 2011 region and taxi types bases.

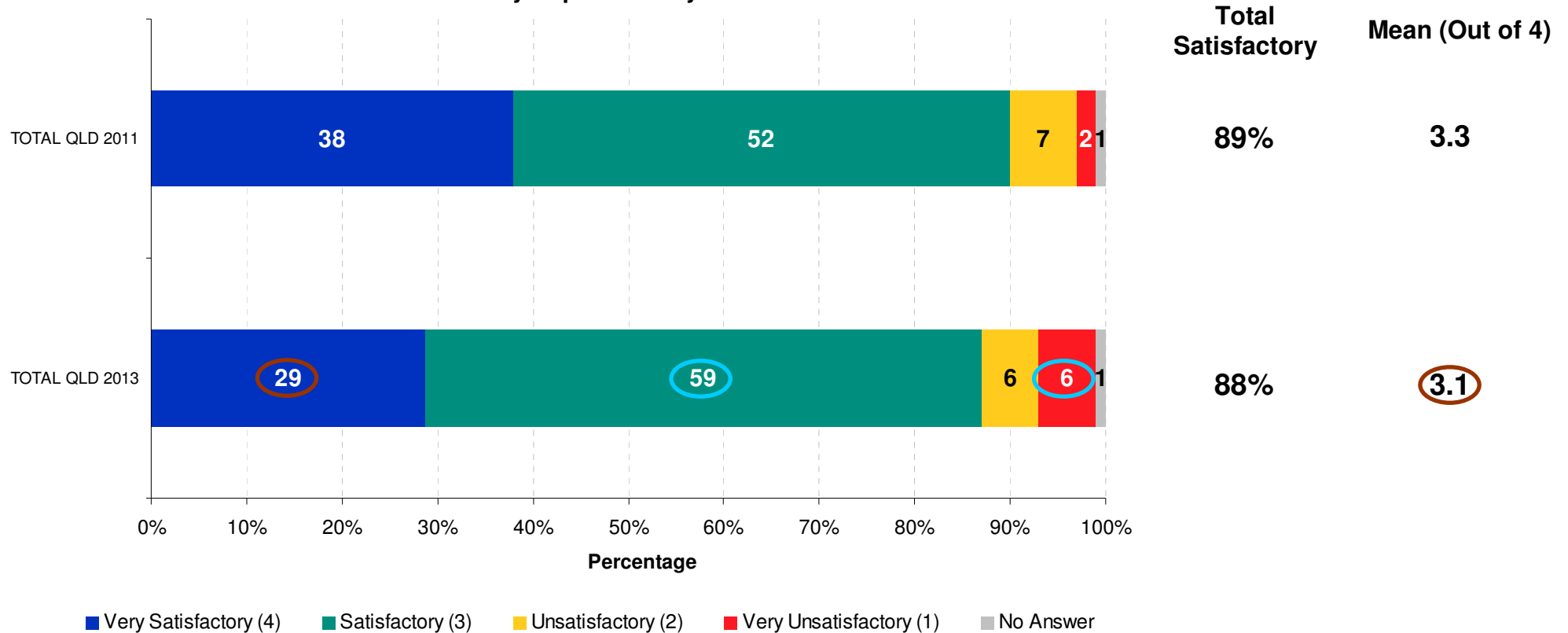
Note: \* Denotes small sample size.

## Overall Journey Experience

- For 88% of journeys evaluated in 2013, the passenger indicated that they were satisfied with the trip overall. While this proportion remains consistent with 2011, the mean satisfaction score for Total QLD in 2013 has fallen significantly since 2011 (3.1), primarily due to the significantly higher proportion of trips receiving very unsatisfactory ratings in 2013 (6% c.f. 2%).

Discover your edge

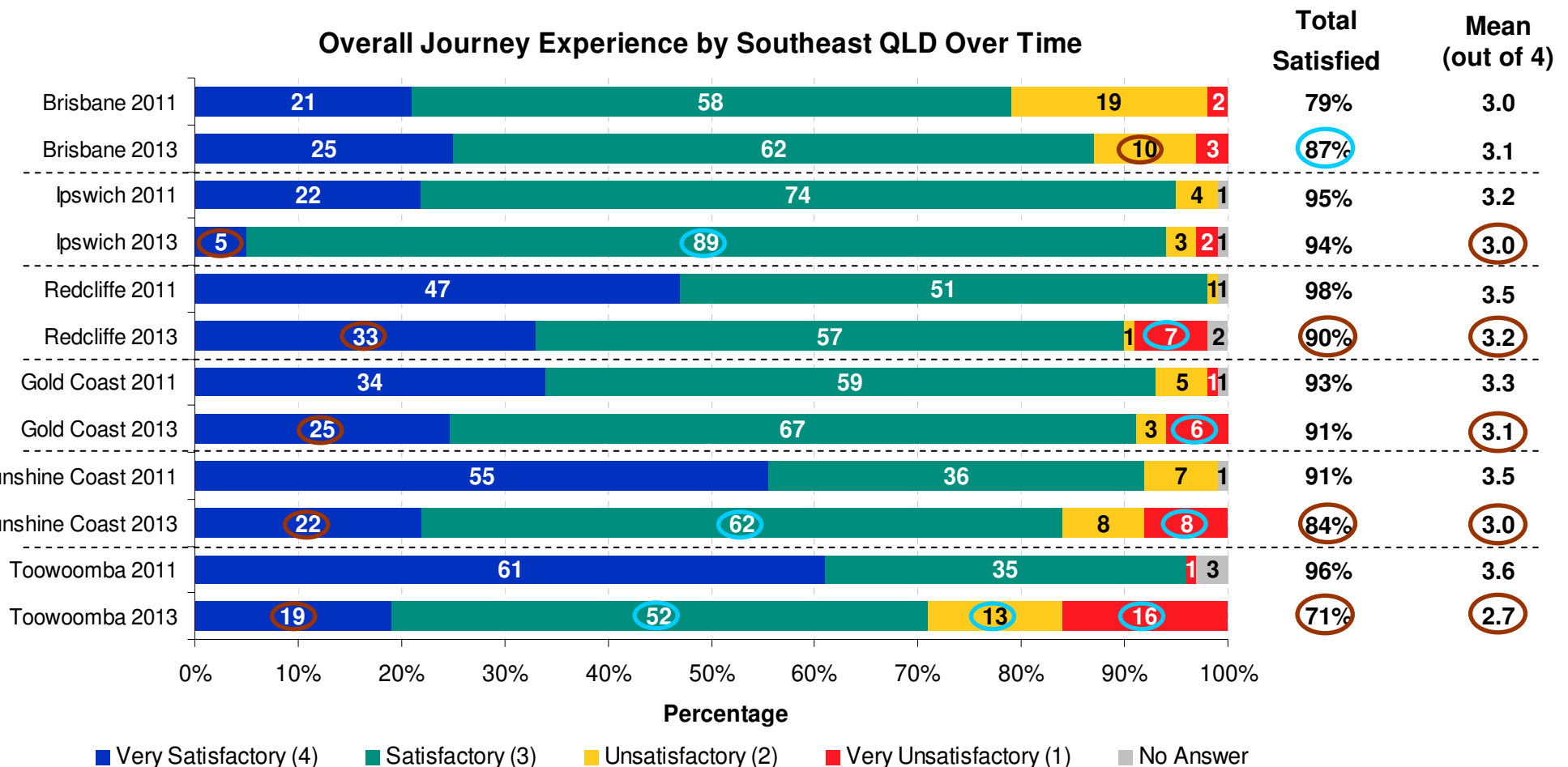
Overall Journey Experience by Total QLD Over Time



**D2. Overall Journey Experience**  
Base: Total QLD 2013 (n=1371); 2011 (n=1265).

## Overall Journey Experience By Southeast QLD Over Time

- The total proportion of satisfied passengers was significantly higher in Brisbane (87%), while Redcliffe, the Sunshine Coast and Toowoomba returned significantly lower proportions of satisfied passengers in 2013 compared with 2011 results (90%, 84% and 71% respectively).
- While the proportion satisfied with their taxi journey in Ipswich and the Gold Coast in 2013 remains consistent with 2011 results, the mean satisfaction scores for these regions have fallen significantly due to a shift away from 'very satisfactory' journeys in 2013.



D2.

### Overall journey experience

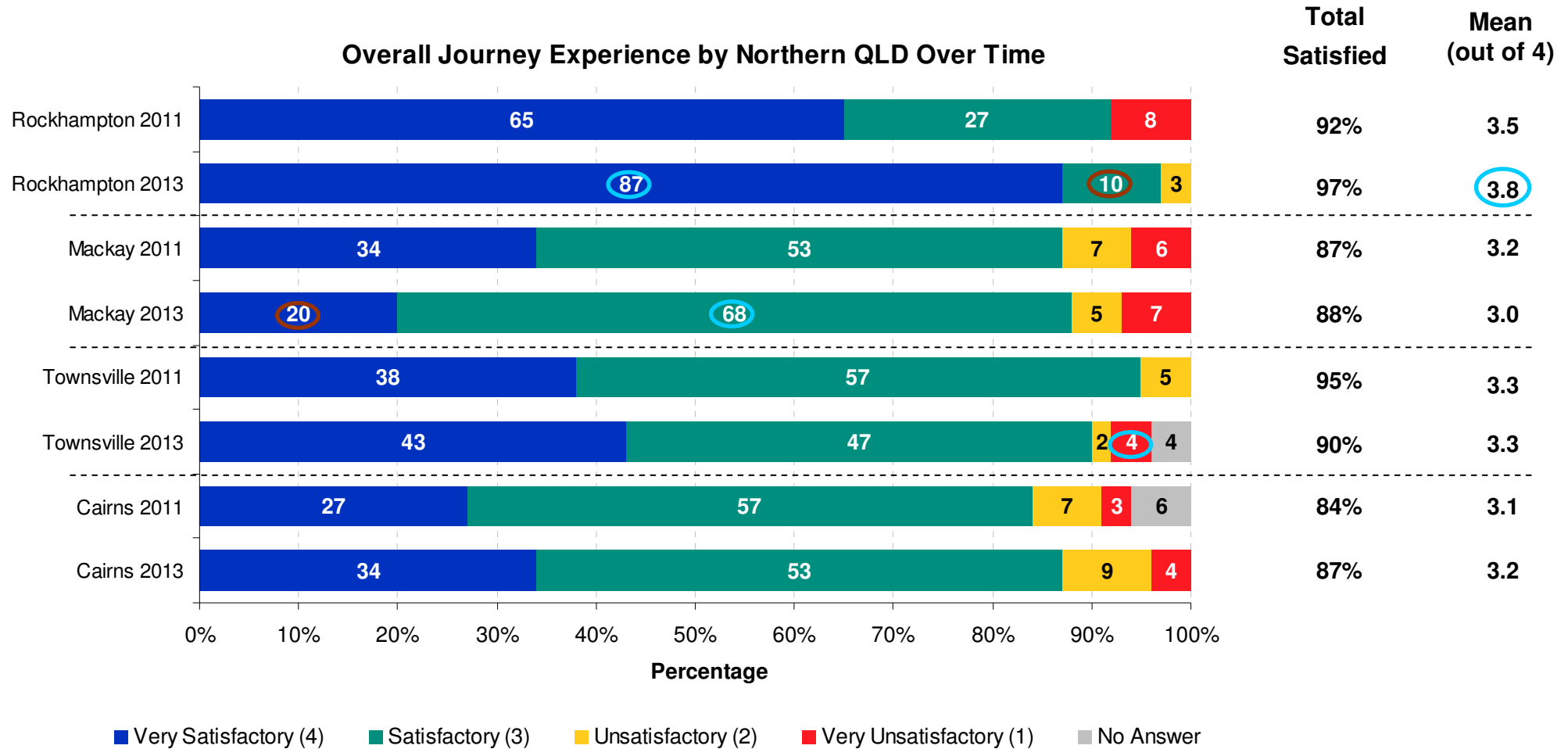
Base: Total QLD 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Toowoomba (n=100), Please refer to Appendix A for 2011 region bases.



## Overall Journey Experience By Northern QLD Over Time

- The total proportion of satisfied passengers in the northern regions of QLD has remained relatively consistent over time.
- The mean satisfaction score for Rockhampton in 2013 increased significantly since 2011 (3.8), primarily due to a greater proportion of passengers rating their journey as 'very satisfactory' (87% - 2013; 65% - 2011).

Overall Journey Experience by Northern QLD Over Time



D2.

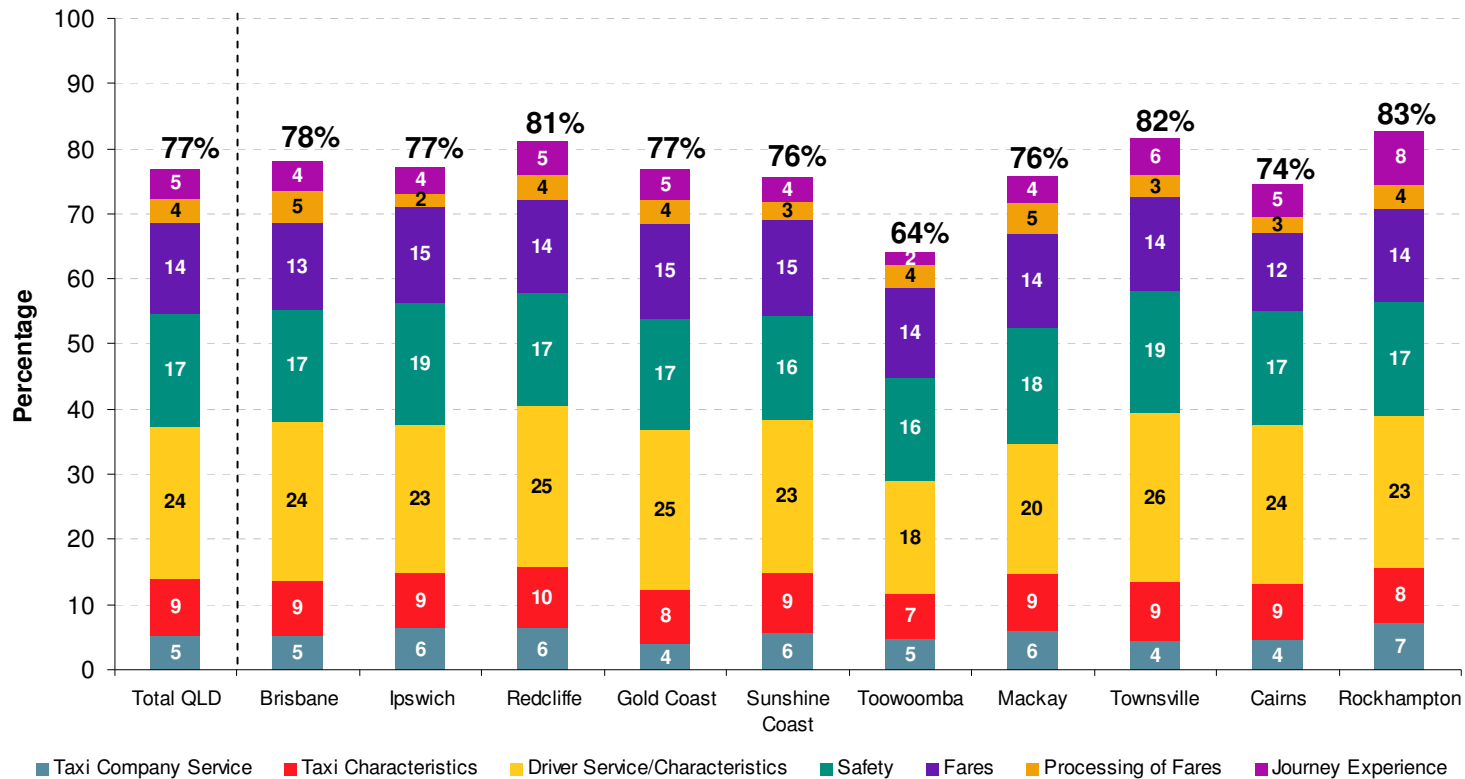
### Overall journey experience

Base: Total QLD (n=1371), Mackay (n=84), Townsville (n=142), Cairns (n=126), Rockhampton (n=77). Please refer to Appendix A for 2011 region bases.

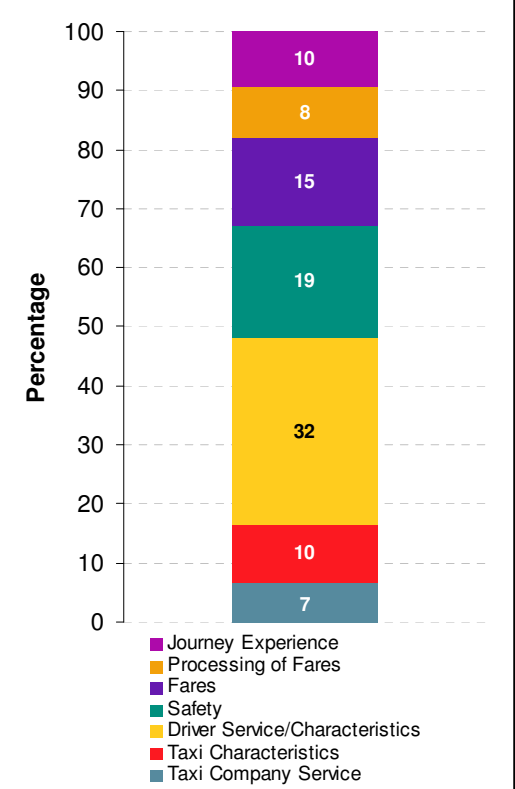
- In summary, the QLD taxi industry is performing quite well at this point in time with an **overall KPI score** of 77% achieved in 2013, which remains consistent with the overall KPI score achieved in 2011 (also 77%).
- While a KPI score over 70% is generally considered to be satisfactory, the Department should maintain focus on improving the taxi industry's performance, particularly in the areas of processing of fares, driver service/characteristics and journey experience.
- Performance is generally high across most KPI measures. To improve performance it is recommended that the department focus on:
  - Drivers displaying ID cards and offering assistance with luggage and other assistance;
  - Minimising instances of dangerous driving and the use of non-essential devices while driving;
  - Offering passengers receipts, particularly for journeys paid by cash.

- The graph below shows the contribution of each individual KPI to the Overall KPI score, broken down by region for 2013.
- In general, the areas of service that require improvement when compared to the Ideal KPI score are **Processing of Fares** (achieving 48.86% of the ideal), **Journey Experience** (achieving 51.79% of the ideal) and **Driver Service/Characteristics** (achieving 72.86% of the ideal).

Overall KPI Score Breakdown by Region 2013



Ideal KPI Score Breakdown 2013



Overall KPI Score

Base: Total QLD 2013 (n=1371), Brisbane (n=279), Ipswich (n=102), Redcliffe (n=112), Gold Coast (n=207), Sunshine Coast (n=142), Cairns (n=126), Rockhampton (n=77), Mackay (n=84), Toowoomba (n=100), Townsville (n=142).

# Appendix A – 2011 Bases

Variable	2011 Base
2011 Region Bases	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).
2011 Taxi Type Bases	Total (n=1265); Standard (n=952); Wheelchair Accessible/High Occupancy (n=248); Luxury/Premium (n=33). N.B. Other Taxi type (n=8); No Answer for Taxi Type (n=24)
<b>A8</b> Total Passengers with Luggage 2011	Total Passengers with Luggage (n=175), Brisbane (n=36), Ipswich (n=19), Redcliffe (n=22), Gold Coast (n=28), Sunshine Coast (n=23), Toowoomba (n=7), Mackay (n=15), Townsville (n=1), Cairns (n=20), Rockhampton (n=4); Standard (n=137), Wheelchair Accessible/High Occupancy (n=28), Luxury/Premium (n=4).
<b>A9</b> Total Passengers Assistance 2011	Total passengers requiring assistance (n=287); Brisbane (n=59); Ipswich (n=38); Redcliffe (n=5); Gold Coast (n=13); Sunshine Coast (n=16); Cairns (n=39); Rockhampton (n=3); Mackay (n=10); Toowoomba (n=24); Townsville (n=80); Standard (n=177); Wheelchair Accessible/ High Occupancy (n=96); Luxury/Premium (n=2).
<b>A12</b> Total who provided an answer for A12	Total who answered A12 (n=1257); Brisbane (n=260); Ipswich (n=102); Redcliffe (n=95); Gold Coast (n=160); Sunshine Coast (n=138); Cairns (n=121); Rockhampton (n=83); Mackay (n=87); Toowoomba (n=100); Townsville (n=111). Standard (n=946); Wheelchair Accessible/ High Occupancy (n=248); Luxury/Premium (n=33).
<b>B11</b> Total with music playing in the taxi 2011	Total with music playing in the taxi (n=495); Brisbane (n=91); Ipswich (n=21); Redcliffe (n=36); Gold Coast (n=54); Sunshine Coast (n=59); Toowoomba (n=36); Mackay (n=26); Townsville (n=43); Cairns (n=71); Rockhampton (n=58).
<b>C9</b> Eligible to have fees explained in 2011	Total eligible to have fee/tolls explained (n=1073); Brisbane (n=239); Ipswich (n=101); Redcliffe (n=85); Gold Coast (n=133); Sunshine Coast (n=119); Toowoomba (n=54); Mackay (n=73); Townsville (n=82); Cairns (n=104); Rockhampton (n=83). Standard (n=801); Wheelchair Accessible/ High Occupancy (n=215); Luxury/Premium (n=31).
<b>B13</b> Total Driver made Conversation 2011	Total driver made conversation (n=1092), Brisbane (n=187), Ipswich (n=96), Redcliffe (n=82), Gold Coast (n=149), Sunshine Coast (n=132), Toowoomba (n=100), Mackay (n=80), Townsville (n=108), Cairns (n=109), Rockhampton (n=60). Standard (n=833); Wheelchair Accessible/ High Occupancy (n=203); Luxury/Premium (n=31).