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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.

## Methodology

The performance of the Queensland Taxi Industry was evaluated using a mystery shopping methodology. The mystery shops were conducted over a one month period from the 8th of September to the 9th of October 2011. 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).

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).

The maximum margin of error for results from a sample of n=1265 is  $\pm 2.74$  (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
Brisbane	$\pm 6.06\%$
Ipswich	$\pm 9.75\%$
Redcliffe	$\pm 10.1\%$
Gold Coast	$\pm 7.72\%$
Sunshine Coast	$\pm 8.31\%$
Toowoomba	$\pm 9.84\%$
Mackay	$\pm 10.56\%$
Townsville	$\pm 9.34\%$
Cairns	$\pm 8.87\%$
Rockhampton	$\pm 10.82\%$
<b>Total QLD</b>	<b><math>\pm 2.74\%</math></b>

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

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

Comparisons between regions and taxis types have been included in graphical format only if a significant difference exists between sub-groups. Figures reported throughout may not sum to 100% due to rounding.

## 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 7am and 11pm (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 taxi company that is not Black & White or Yellow (including Gold Coast Cabs, Suncoast Cabs etc.).

- The majority of journeys were taken in standard taxis (75%) with a further 20% taken with Wheelchair accessible/high occupancy taxis. The proportion of journeys taken in luxury/ premium taxis was small (3%) due to the smaller incidence of use of these taxis. 2% of journeys were taken in “other” taxi types (e.g. people movers which are not wheelchair accessible).
- In the majority of journeys a flag fall was showing on the meter at the start of the journey (94%).
- The average duration of a taxi journey was 16.2 minutes.
- 37% of trips were short (1-10 minutes), 48% were average (11-25 minutes) and 15% were long (over 26 minutes).
- The majority of trips were charged at Tariff 1 (53%) and Tariff 2 (37%).
- Different payment methods were used to pay fares - 45% of payments were made with cash, 39% with a credit/debit card, 15% with a Cabcharge voucher and 5% with a TSS Card (please note that the TSS card was used in combination with a cash, credit/debit, or Cabcharge voucher payment). Journeys of varying distances and costs were included in the research.
- The majority of journeys cost less than \$25 (60%).
- At least one legitimate fee was charged for 74% of the journeys evaluated. The most commonly charged fees were the merchant fee (for customers making an electronic payment) and booking fee.



## 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%
Day	n=1265
Monday	12%
Tuesday	17%
Wednesday	16%
Thursday	15%
Friday	14%
Saturday	12%
Sunday	13%
Week days	75%
Weekends	25%
Time	n=1265
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%
Origin	n=1265
Home	25%
Shop	22%
Venue	15%
Hotel	9%
Transport Hub	9%
Appointment	8%
Business	6%
Attraction	4%
Work	3%
Destination	n=1265
Home	24%
Shop	19%
Venue	14%
Hotel	9%
Appointment	9%
Transport Hub	8%
Business	7%
Work	5%
Attraction	5%

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

## KEY PERFORMANCE INDICATORS (KPIs)

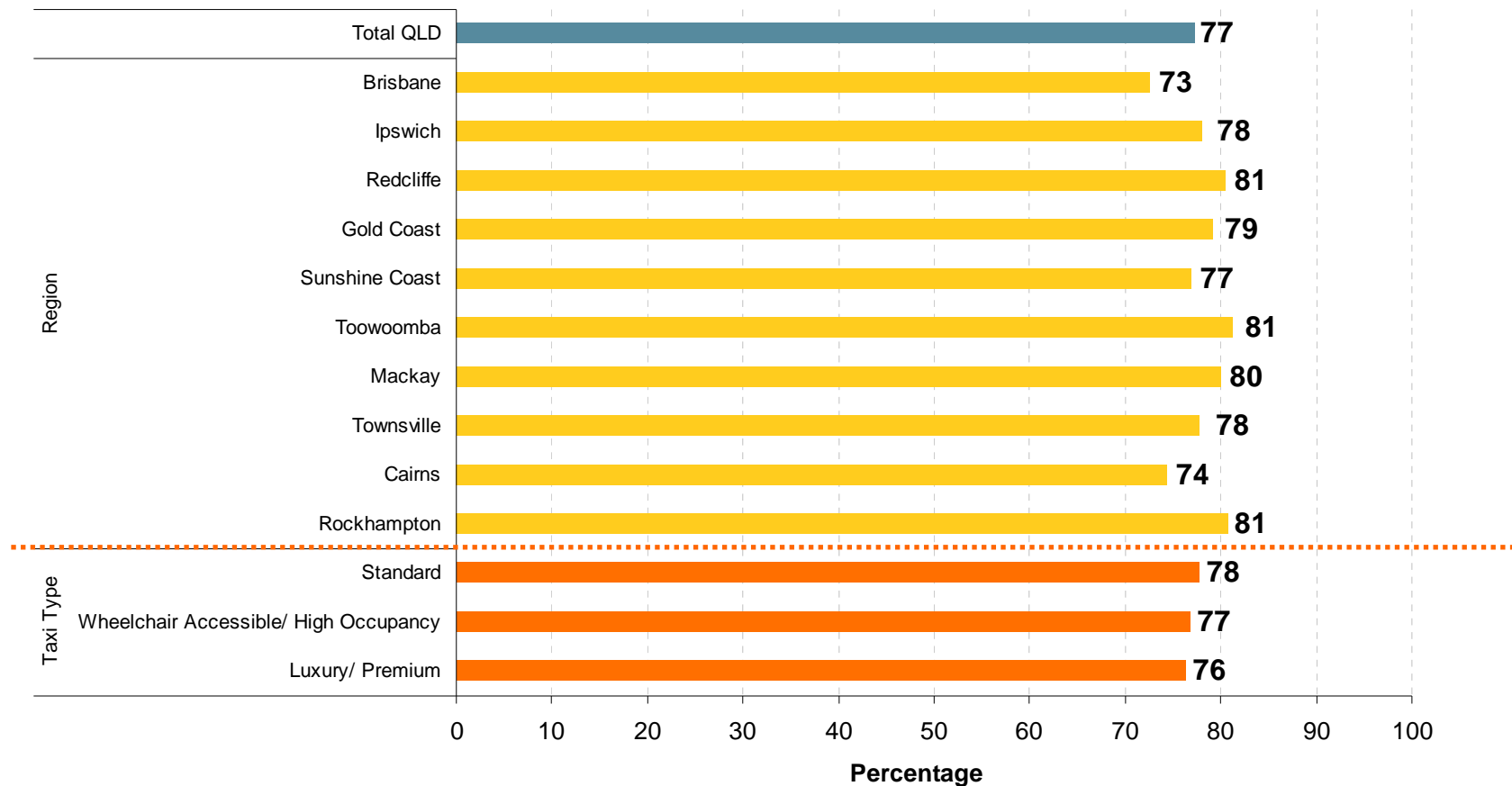
- In order to provide a consistent and comparable measure of performance of taxi services in Queensland Key Performance Indicators (KPIs) have been designed. KPI scores have been calculated for 7 categories of service:
  - Taxi Company Service – arrival times and presence/absence of tariff stickers
  - 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 performing quite well at this point in time with an **overall KPI score** of 77% attained.

Overall KPI Score by Region & Taxi Type



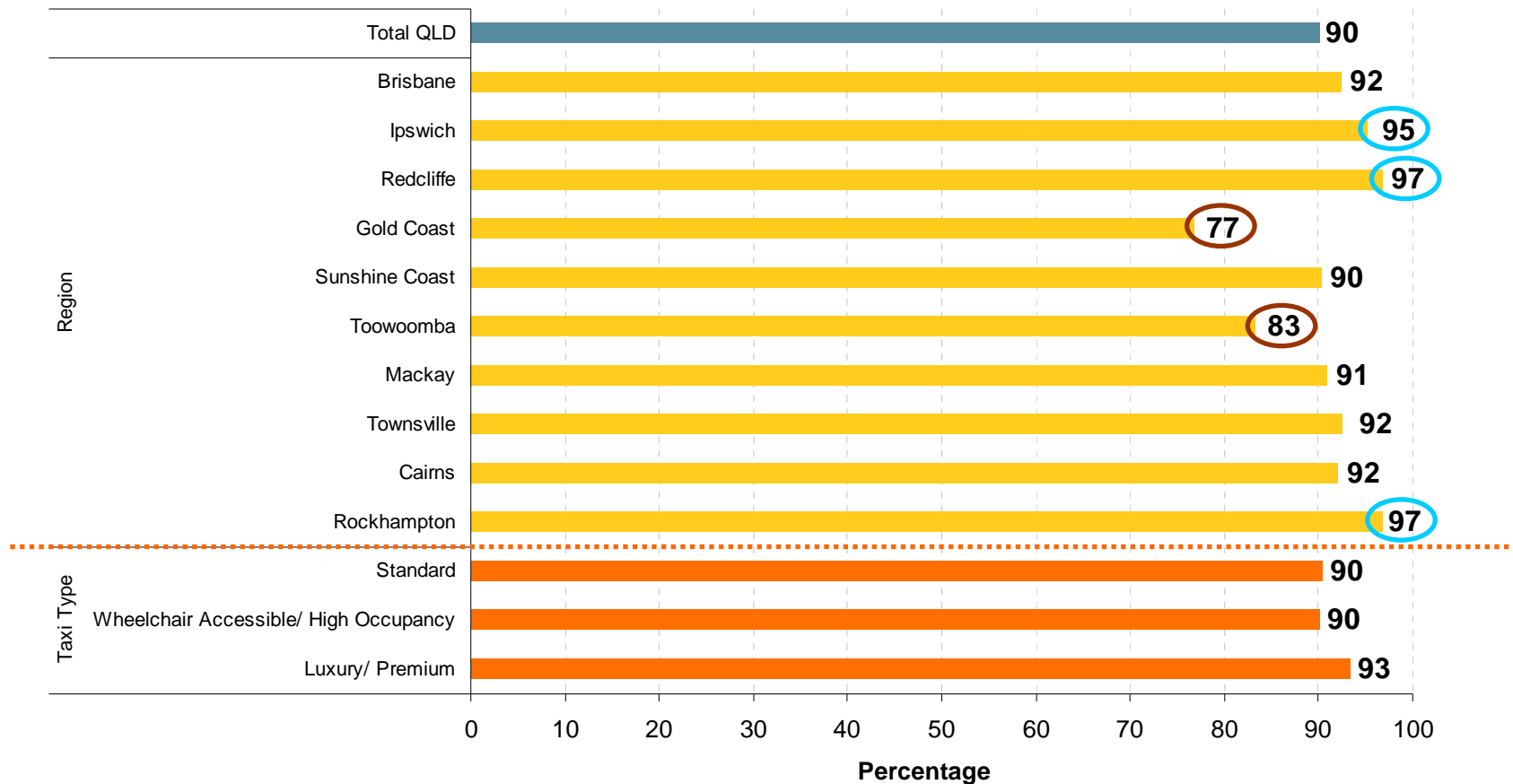
**Overall KPI Score**

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).

## TAXI COMPANY SERVICE

- In terms of **taxi company service**, performance was generally high (KPI score of 90%). Waiting times for booked taxis were acceptable and tariff stickers were clearly displayed in vehicles.

**Taxi Company Service KPI Score by Region & Taxi Type**



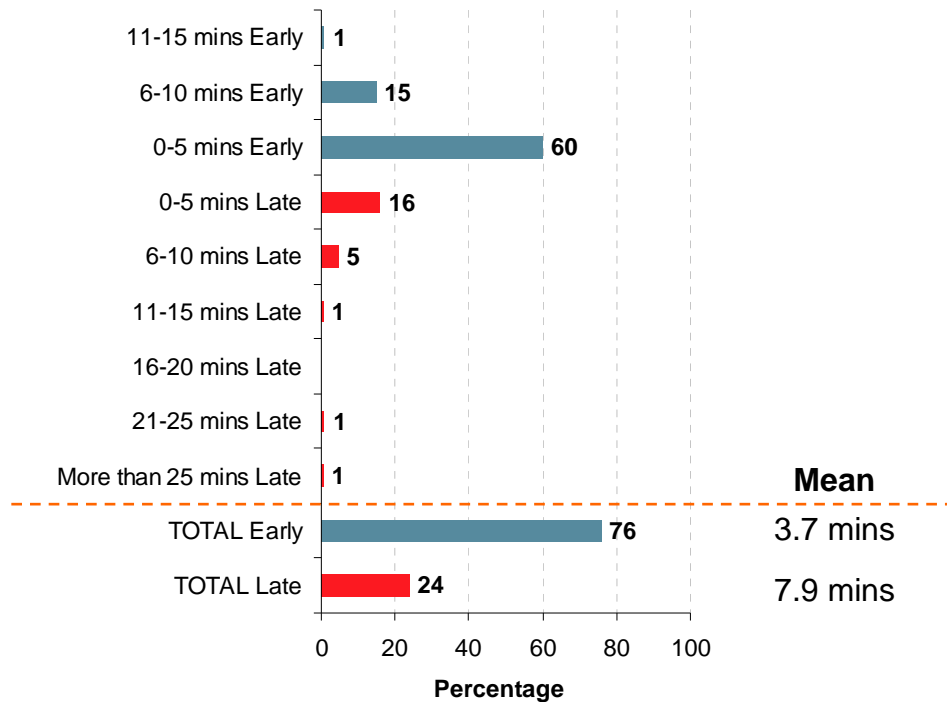
**Taxi Company Service KPI Score**

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).

## 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**

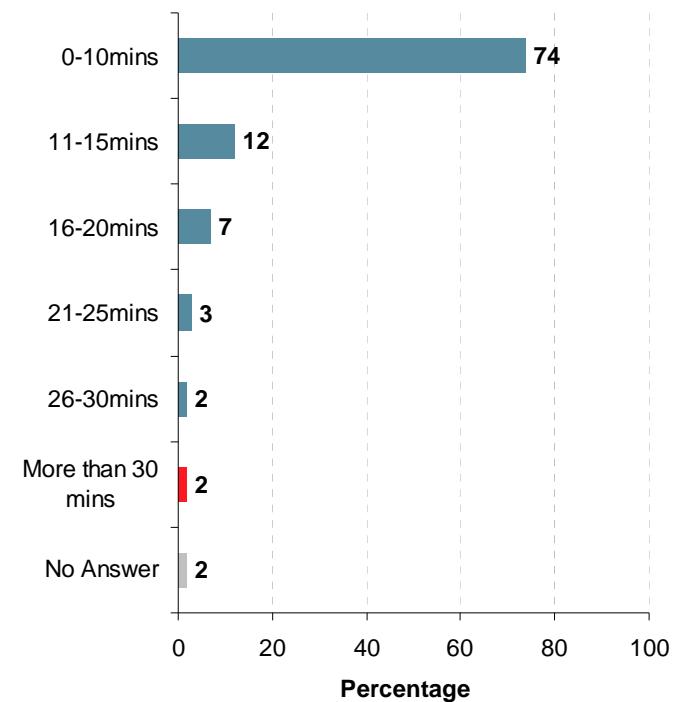


**A6.**

**Booked taxi arrival time**

Base: Total Booked in Advance and provided booked taxi arrival time (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.

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



**A6.**

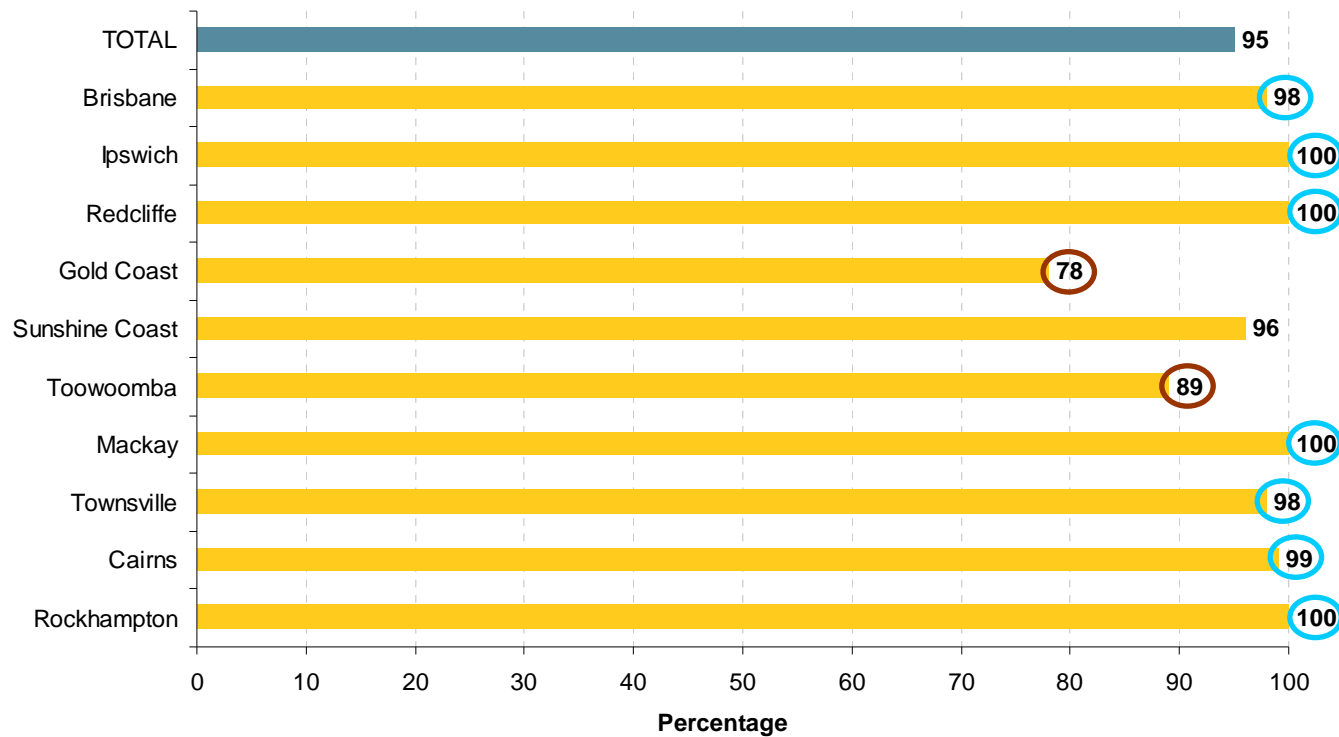
**Booked taxi arrival time**

Base: Total Booked for Immediate Pick Up (n=643)  
Note: Only includes taxis booked for immediate pick up.

## Tariff Sticker Visible By Region

- In 95% of all journeys taken, the tariff sticker was clearly visible in the taxi.
- In taxis on the Gold Coast (78%) and in Toowoomba (89%) a significantly lower proportion of taxis had the tariff sticker visible.

Tariff Sticker Visible by Region

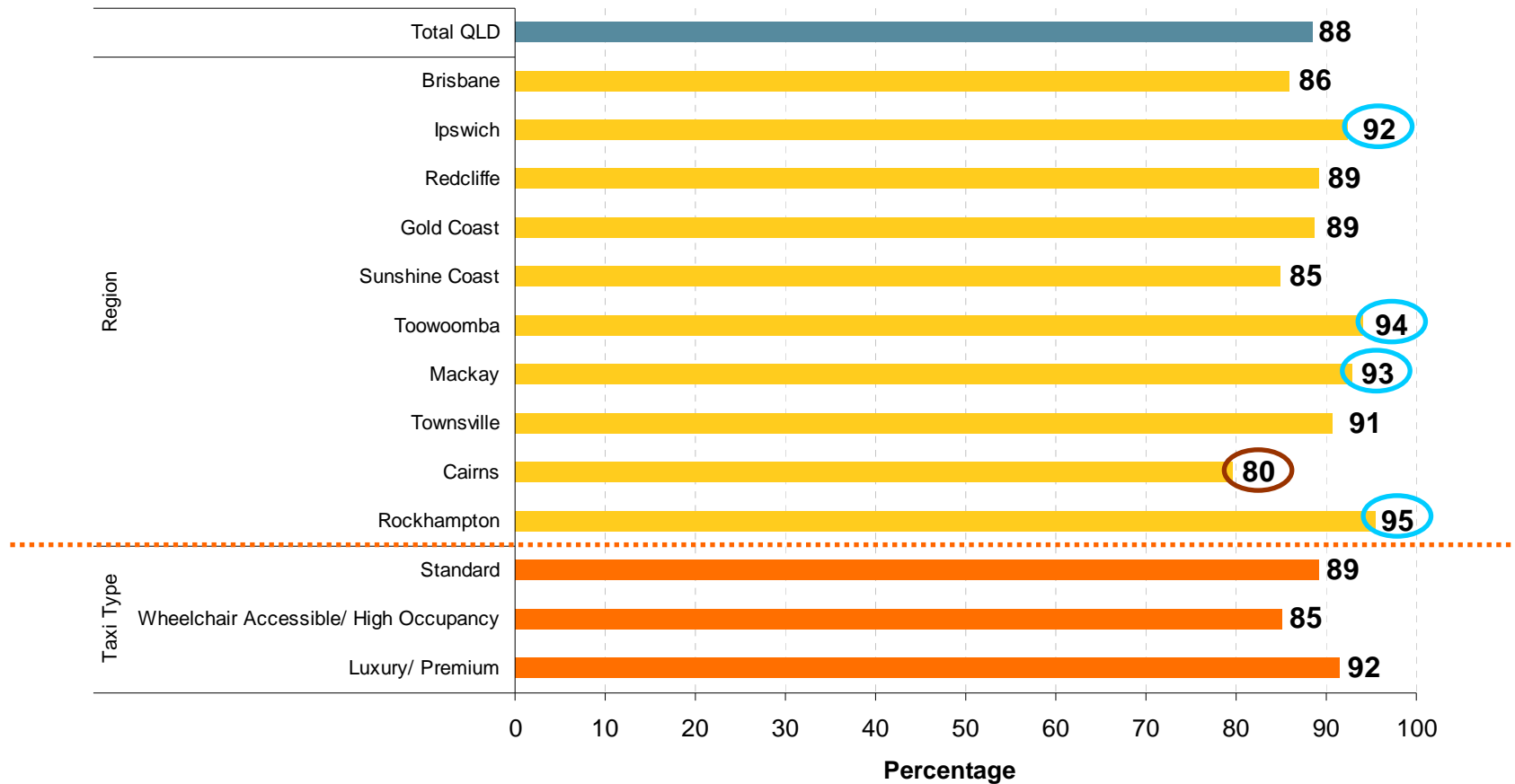


**A15. Tariff sticker visible**

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).

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

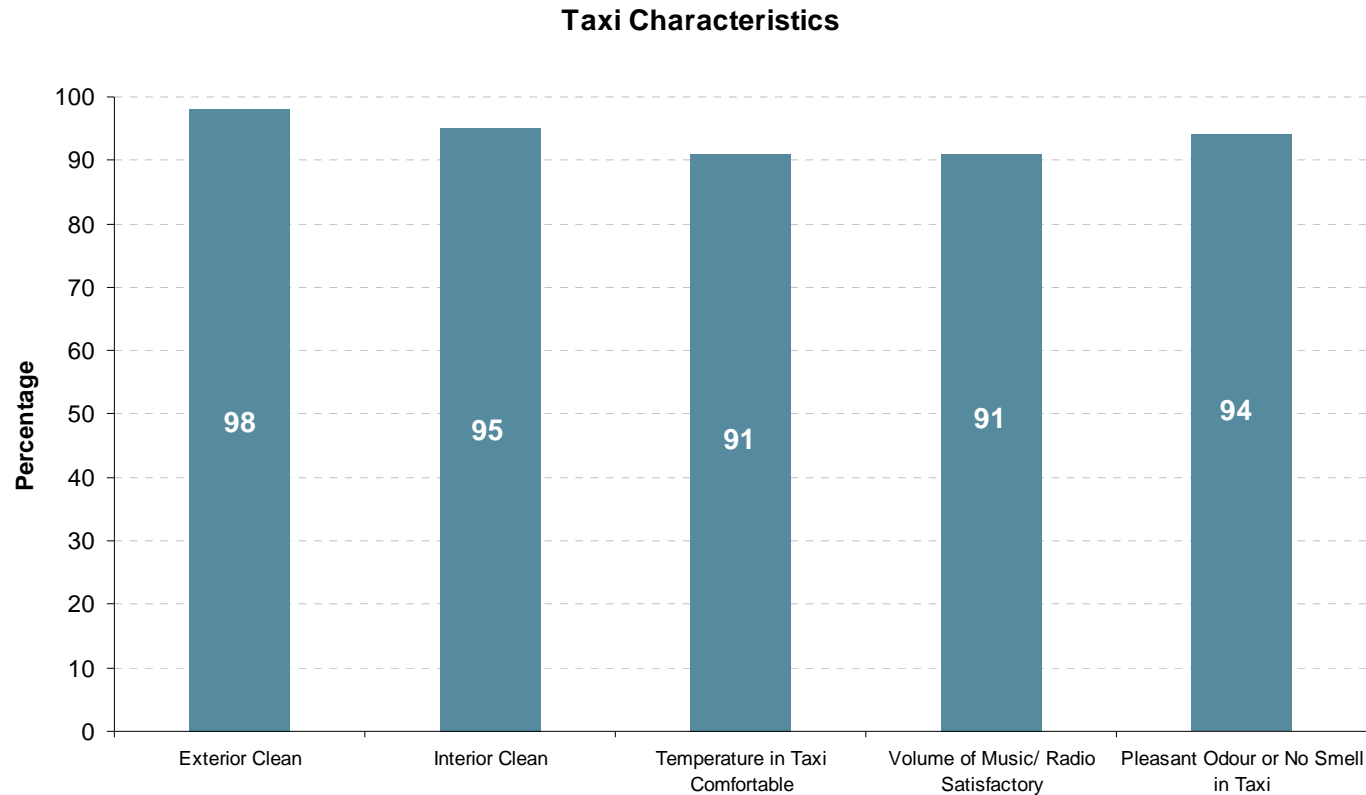
**Taxi Characteristics KPI Score by Region & Taxi Type**



**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).

- Almost all taxis were clean inside and out across all regions.
- 9 in 10 taxis had their temperatures set at comfortable levels and with the music/radio volume at satisfactory levels.
- The odour or smell in taxis was acceptable in 94% of taxis.



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

Base: Total (n=1265).

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**B11.**

Base:

**Volume of music/radio**

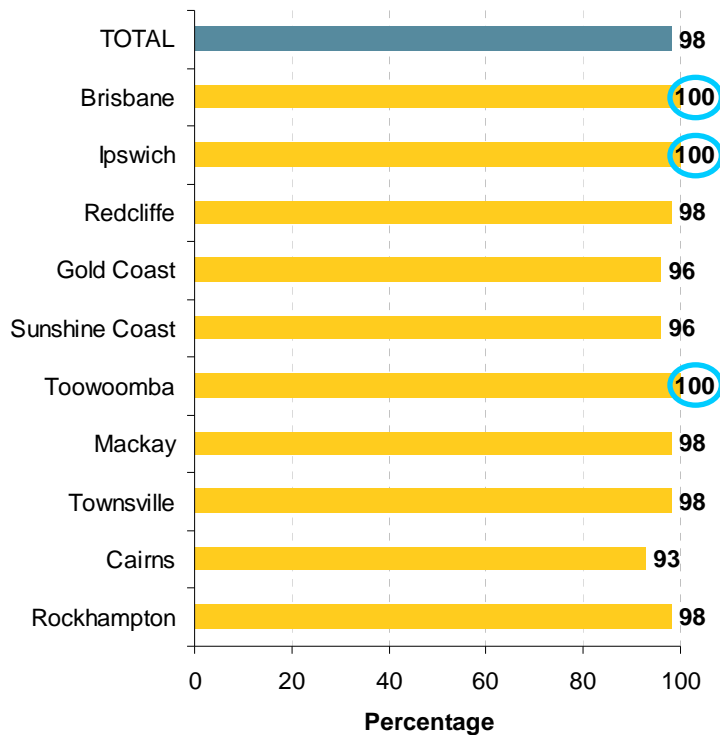
Total with music playing in the taxi (n=495).



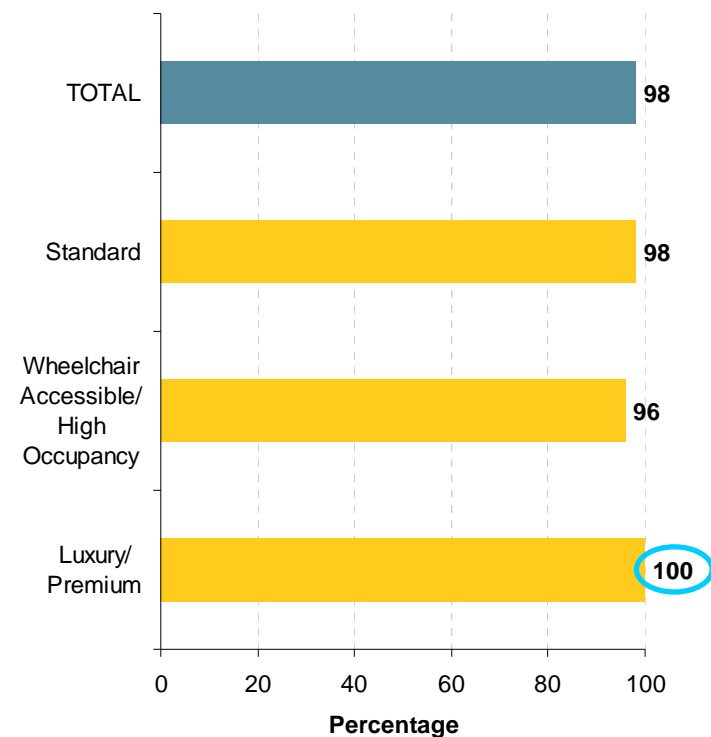
## Exterior of Taxi Clean By Region & Taxi Type

- 98% of the taxis mystery shopped 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



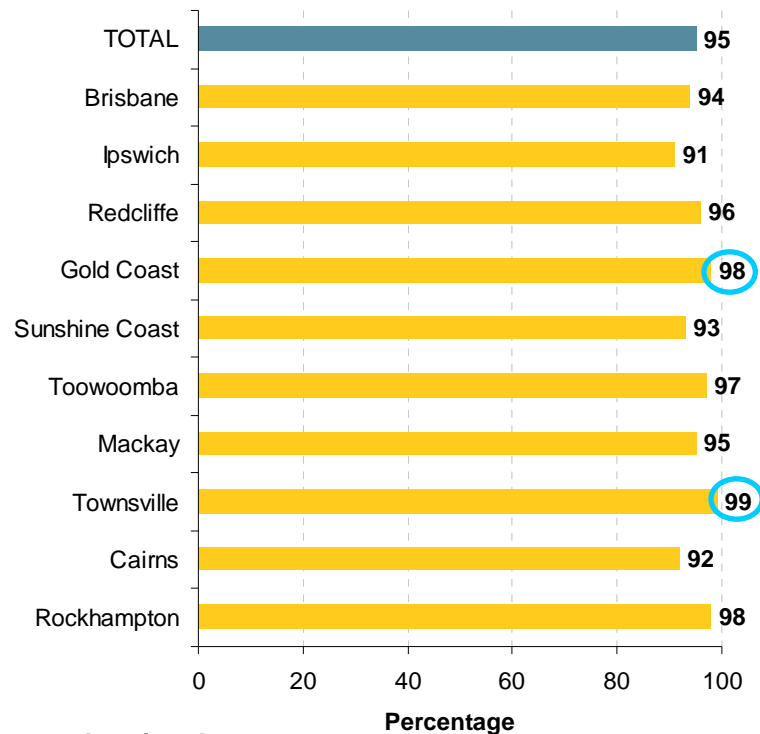
**B1. Exterior clean**

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).

## Interior of Taxi Clean By Region & Taxi Type

- 95% of taxis mystery shopped had clean interiors. A significantly higher proportion of Gold Coast and Townsville taxis were rated as having a clean interior (98% and 99% respectively).
- A significantly higher proportion of standard taxis had clean interiors (96%) compared to the overall total, while a significantly smaller proportion of wheelchair accessible/ high occupancy taxis were rated as having clean interiors (90%).
- Comments about interior cleanliness show that taxis rated as not clean usually had some rubbish on the floor or seats, and needed vacuuming.

Interior Clean by Region



Interior Clean by Taxi Type



**B2.**

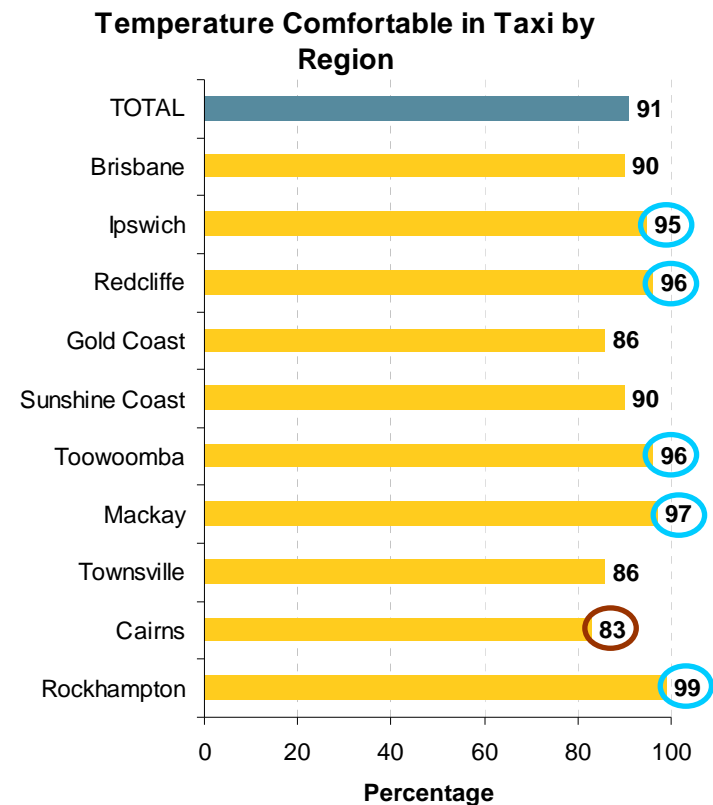
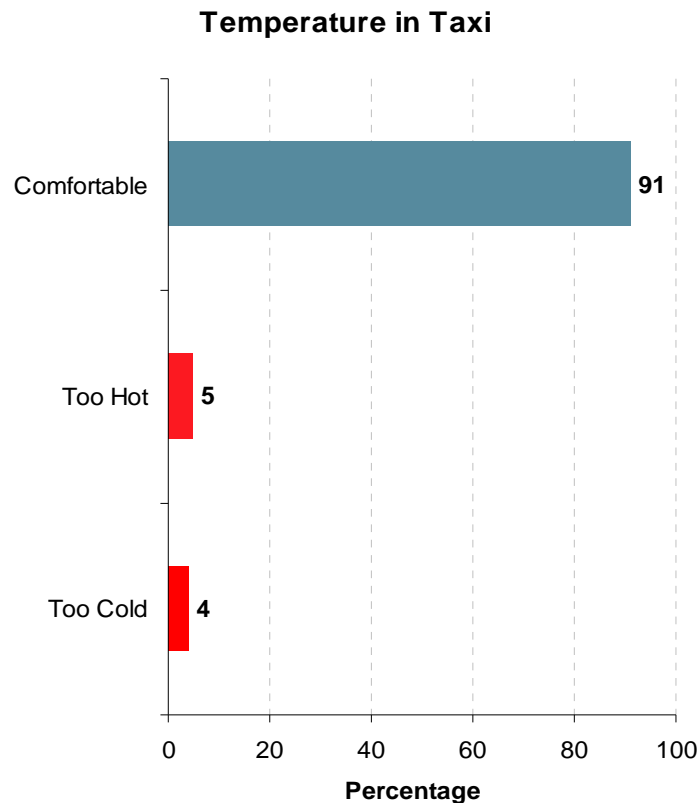
**Interior clean**

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).

Note: Taxi Type excludes journeys with no answer for type of taxi (n=24) or other (n=8).

## 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%, 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.



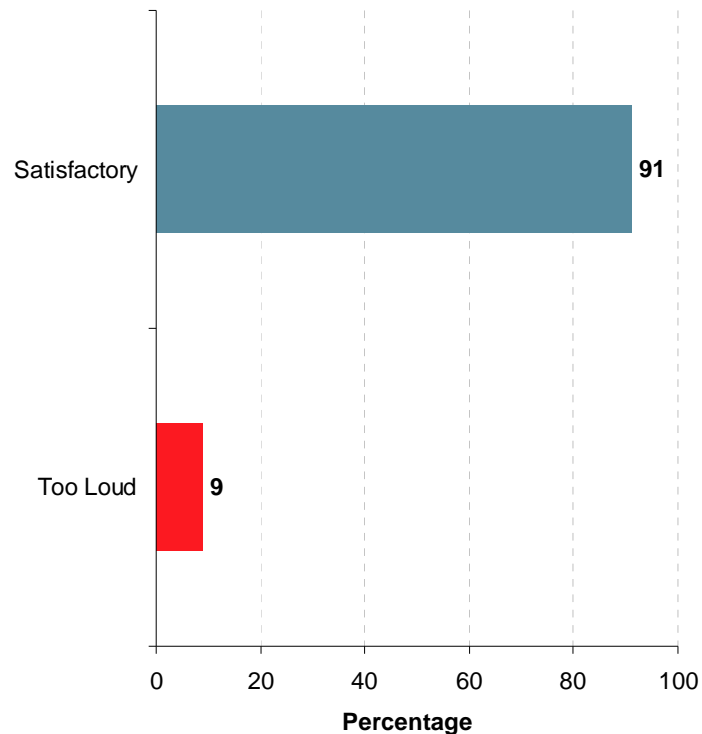
**B9. Temperature in taxi**

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).

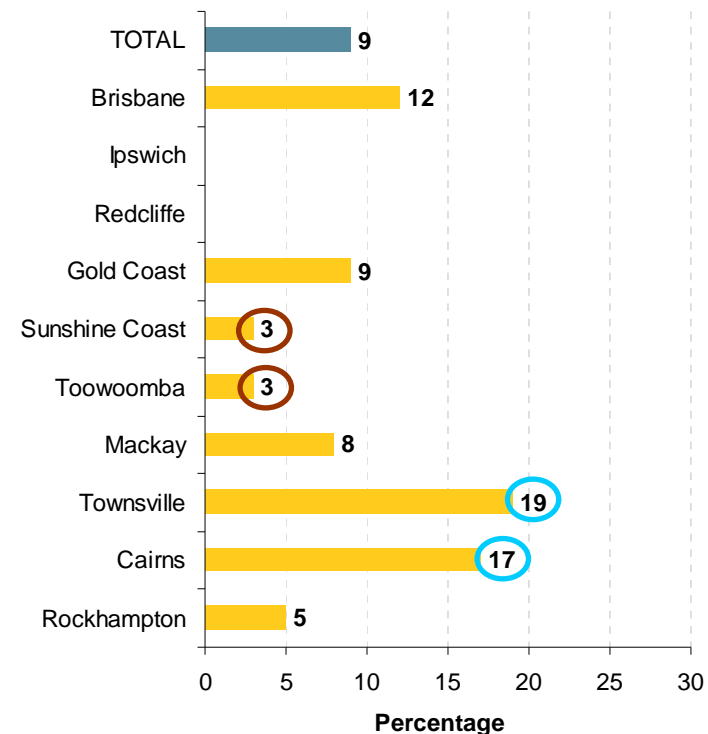
## Volume of Music/Radio By Region

- In 91% of mystery shopping journeys the volume of music/radio was rated as satisfactory by the passenger.
- In Townsville and Cairns a significantly higher proportion of taxis with music playing were rated as having the music too loud (19% and 17% respectively).
- While generally passengers rated the volume of music in the taxi as satisfactory, those who said it was too loud usually indicated that it was louder if they were sitting in the back seat of the taxi (or the back of a wheelchair accessible/ high occupancy vehicle).

**Volume of Music/Radio**



**Music/Radio Too Loud by Region**



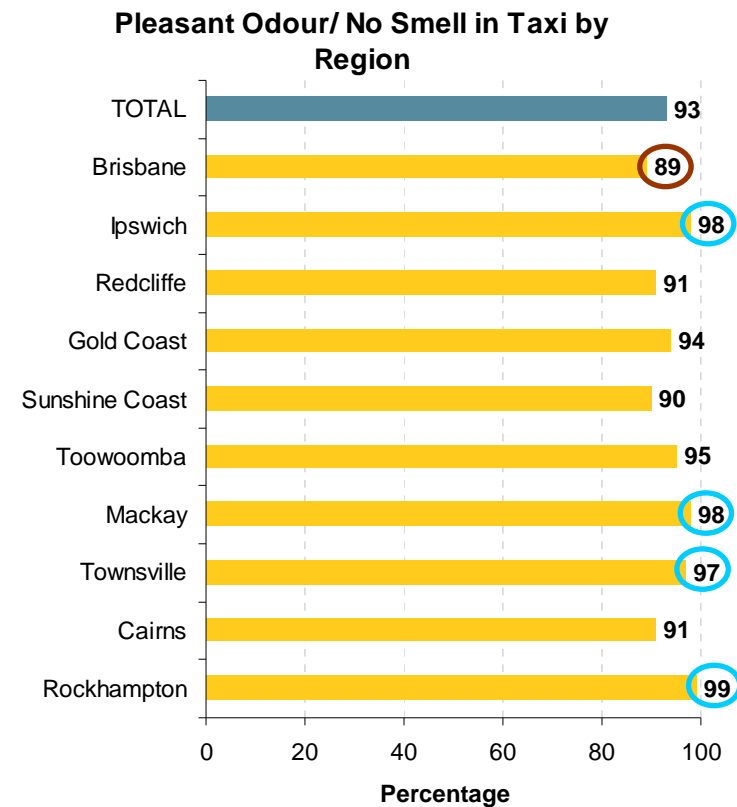
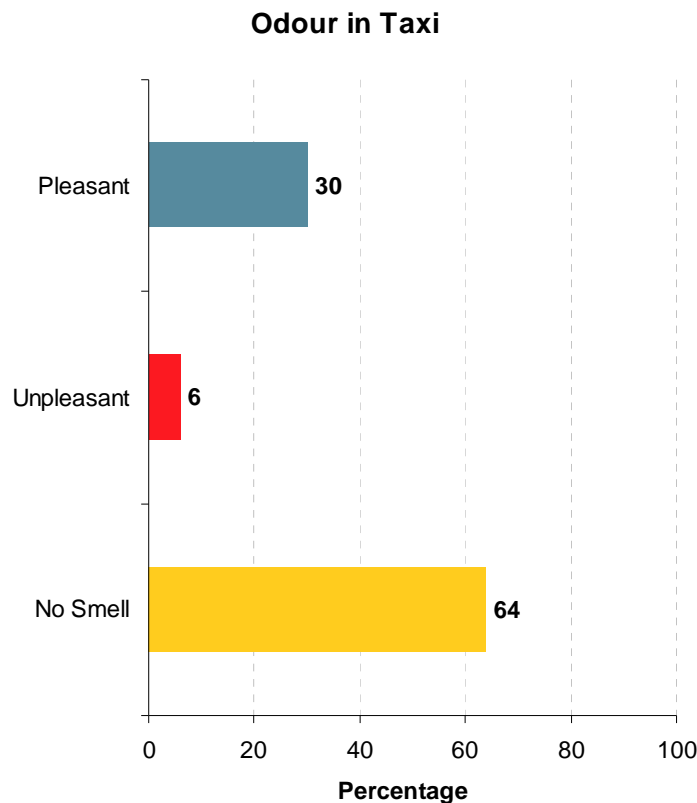
**B11.**

**Volume of music/radio**

Base: 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).

## 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.**

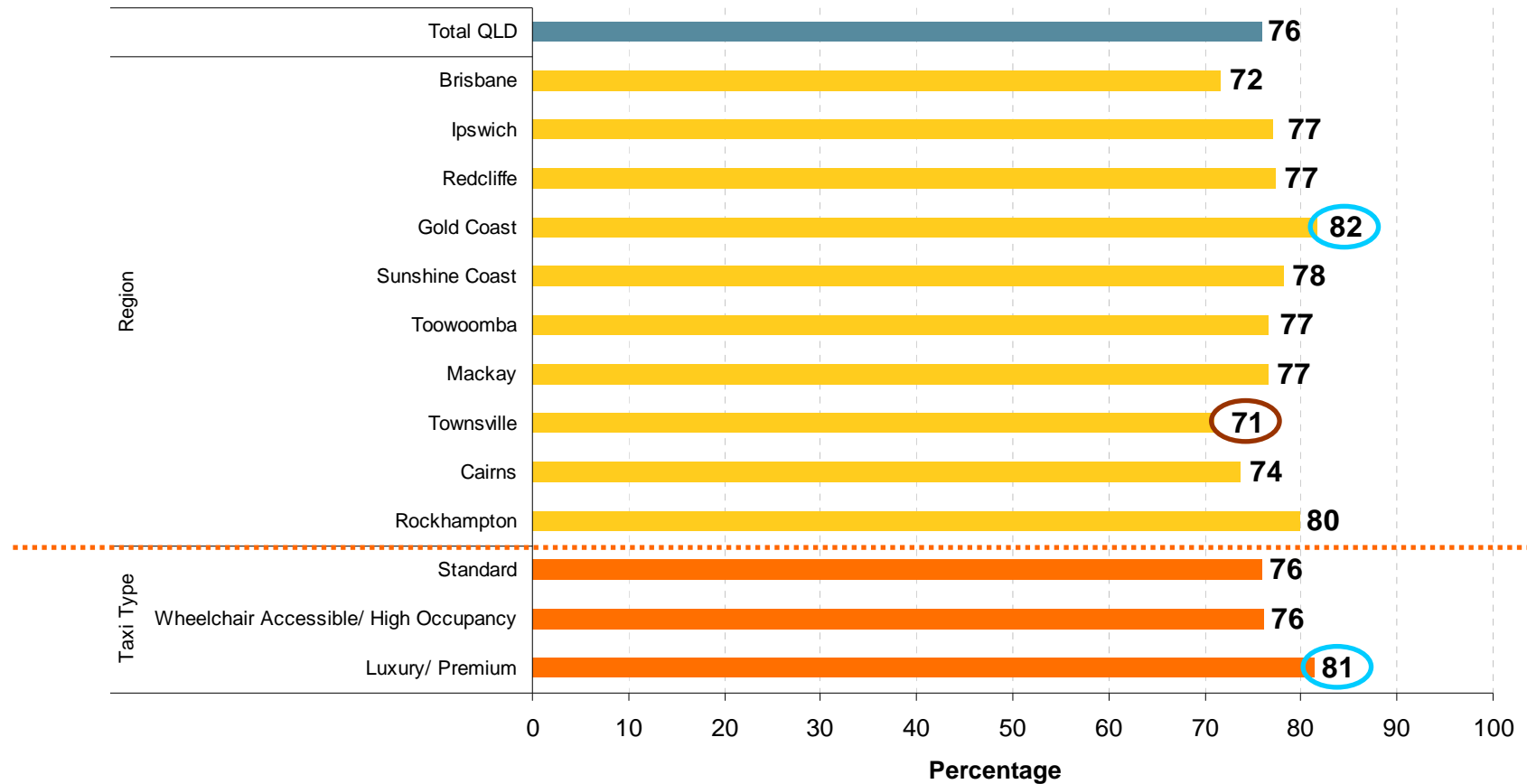
**Odour in taxi**

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).

## DRIVER SERVICE/ CHARACTERISTICS

- The KPI score for **driver service/characteristics** was of a satisfactory level (76%).

Driver Service/ Characteristics KPI Score by Region & Taxi Type

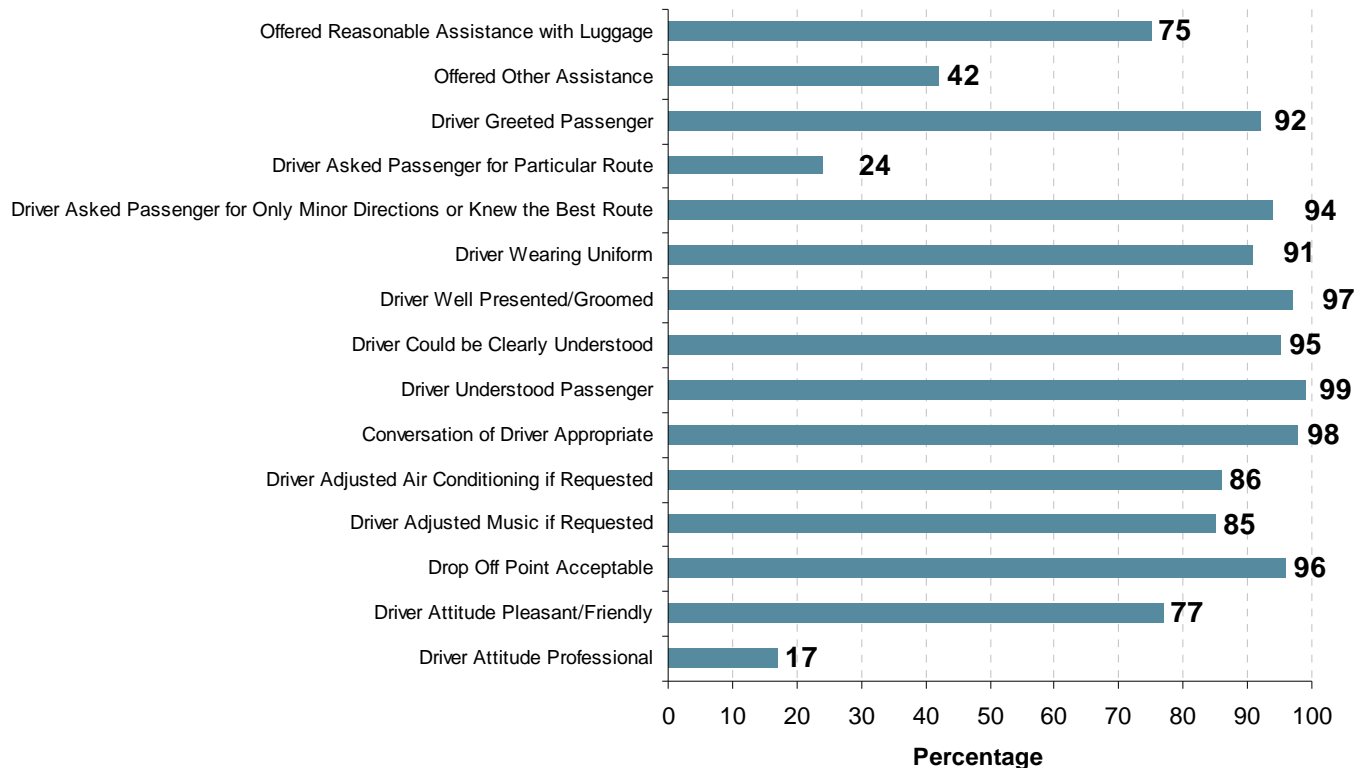


### Driver Service/ Characteristics Service KPI Score

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).

- 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).

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**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).

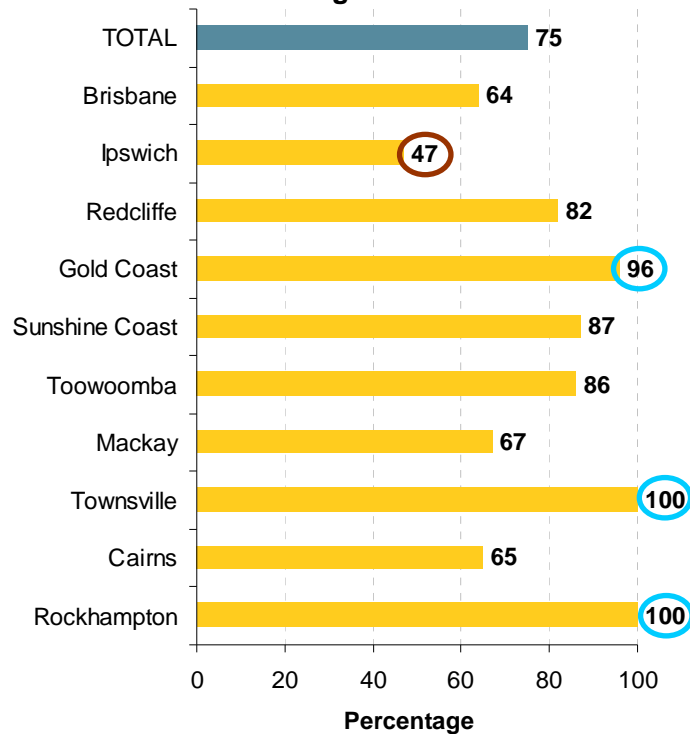
**B13. Conversation of driver**

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

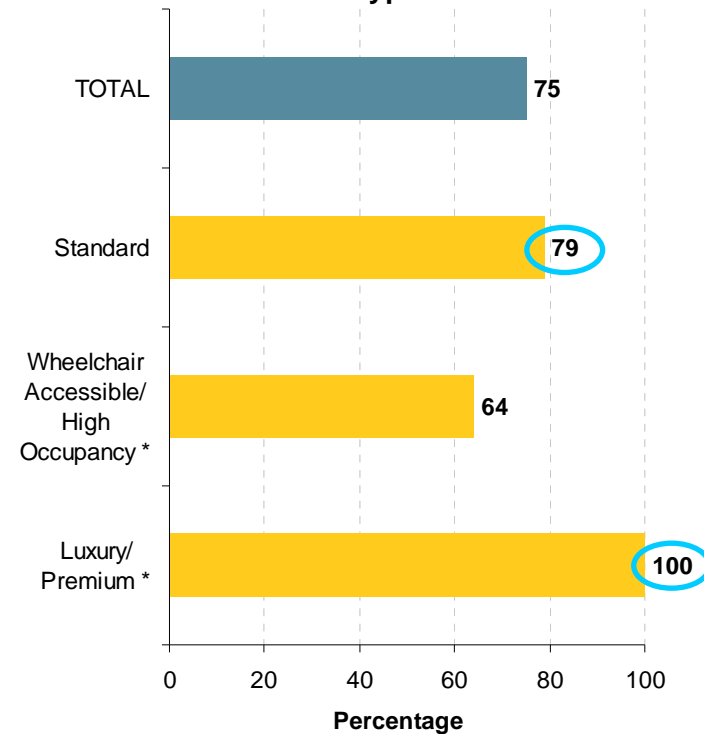
## Reasonable Assistance with Luggage By Region & Taxi Type

- 14% of journeys were undertaken with luggage that should have required the driver to offer assistance. Luggage taken by mystery shoppers included suitcases and grocery shopping bags.
- The driver offered reasonable assistance in 75% of journeys where the passenger required help with luggage.
- While the majority of drivers did provide assistance with luggage, in some cases the driver did not get out of the vehicle to help passengers struggling with luggage, sometimes simply “popping the boot” for the passenger without getting out to assist.

**Reasonable Assistance With Luggage by Region**



**Reasonable Assistance With Luggage by Taxi Type**



**A8.**

**Reasonable assistance with luggage**

Base: 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).

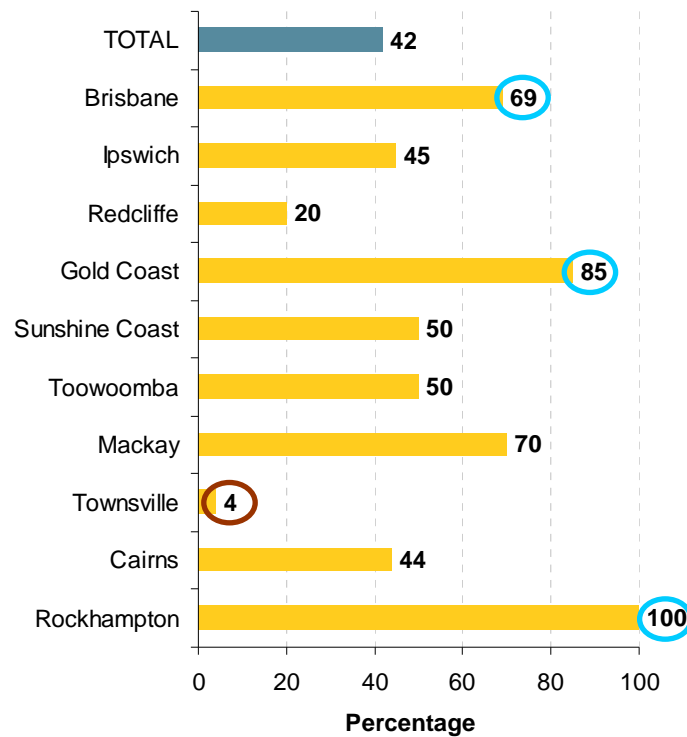
Note: \* Denotes small sample size



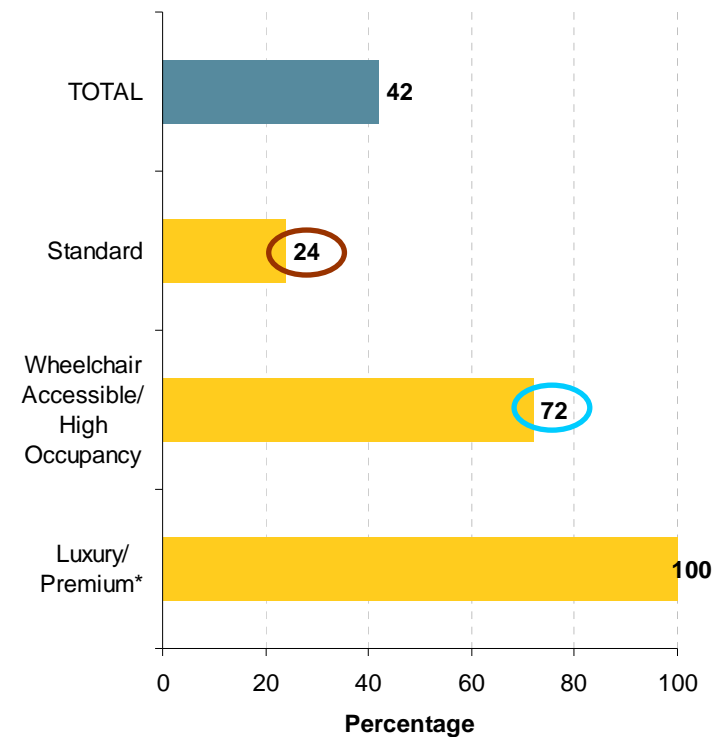
## Driver Offered Other Assistance By Region & Taxi Type

- 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.**

**Offered other assistance**

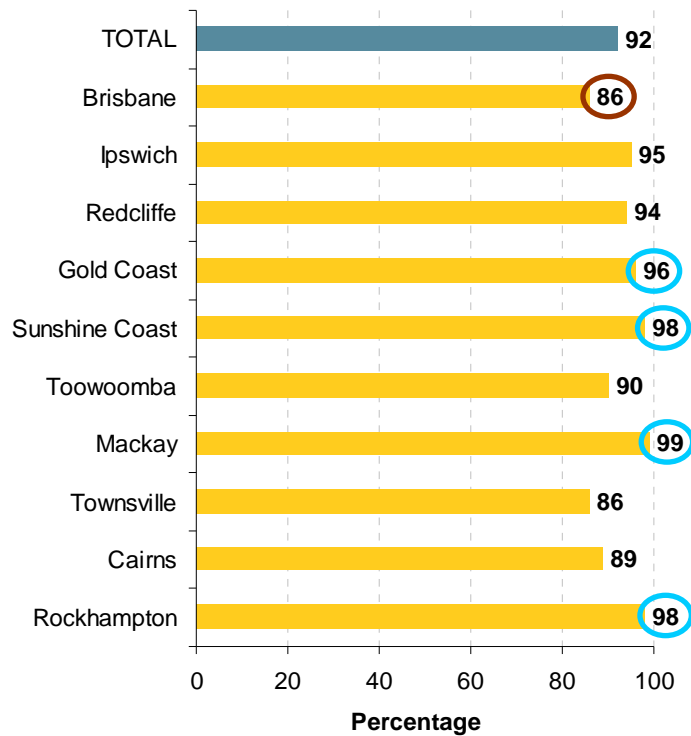
Base: Total Passengers Requiring Assistance (n=287), Brisbane (n=59), Ipswich (n=19), Redcliffe (n=5), Gold Coast (n=13), Sunshine Coast (n=16), Toowoomba (n=24), Mackay (n=10), Townsville (n=80), Cairns (n=39), Rockhampton (n=3); Standard (n=177), Wheelchair Accessible/High Occupancy (n=96), Luxury/Premium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

Note: \* Denotes small sample size

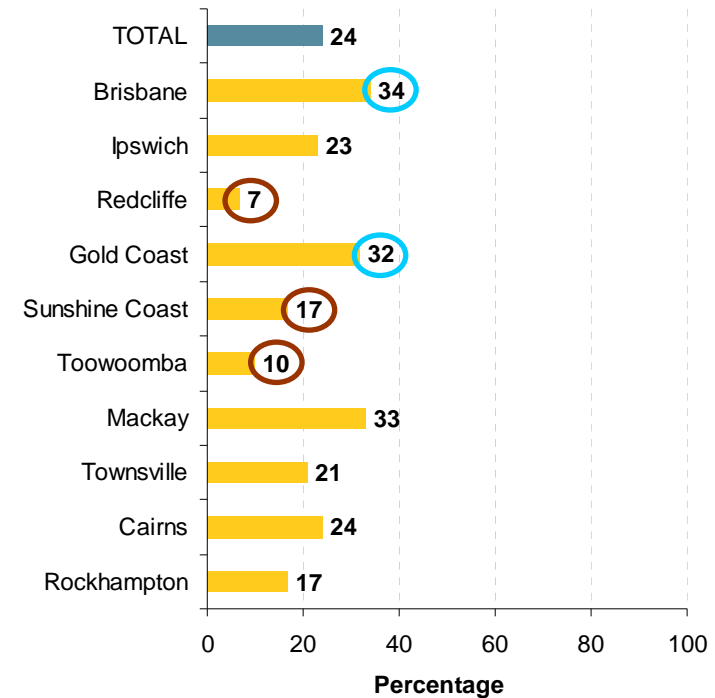
## Driver Greeted You & Driver Asked for Particular Route By Region

- The driver greeted the passenger in 92% of mystery shopping journeys.
- The driver asked the passenger if there was a particular route they would like to take to their destination in 24% of the total journeys taken. Passengers used the comments section for this question to describe the routes offered or to explain why the driver did or did not ask. In most cases when the driver did not ask for a particular route the passenger explained that it was because the driver knew the best route.

Driver Greeted You by Region



Driver Asked Passenger for Particular Route by Region



**A10.**

**Driver greeted you**

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).

**A11.**

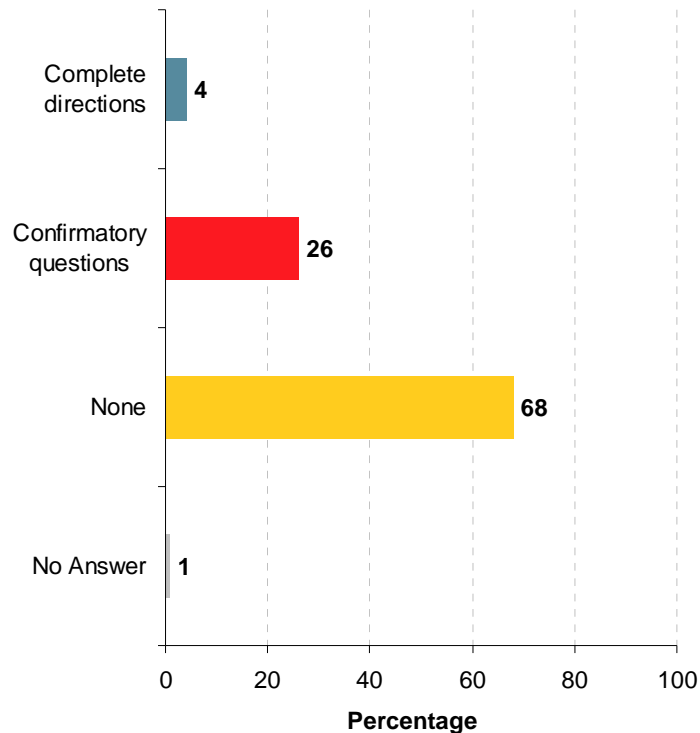
**Driver asked you for a particular route**

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).

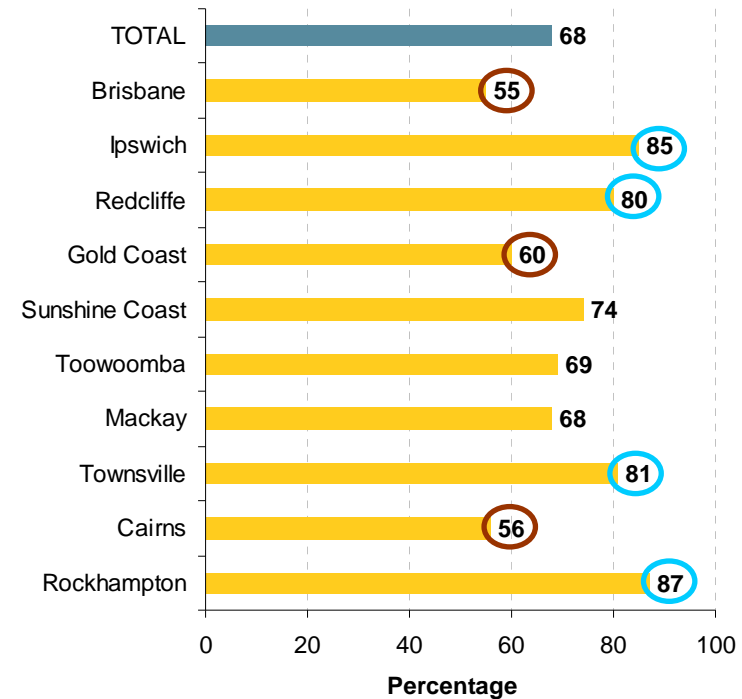
## Driver Asked Passenger for Directions By Region

- 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.

Driver asked you for directions

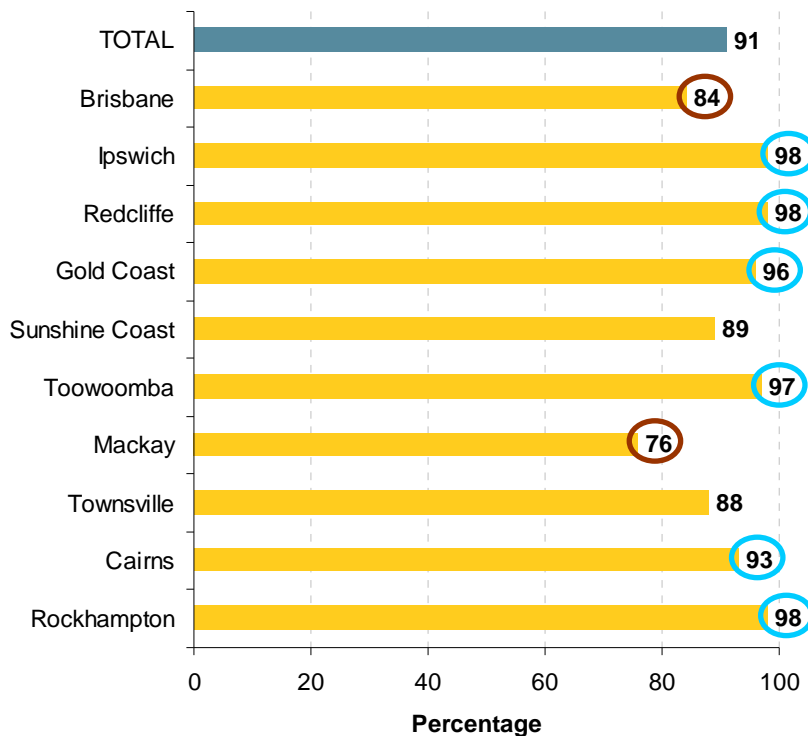
Base:

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).

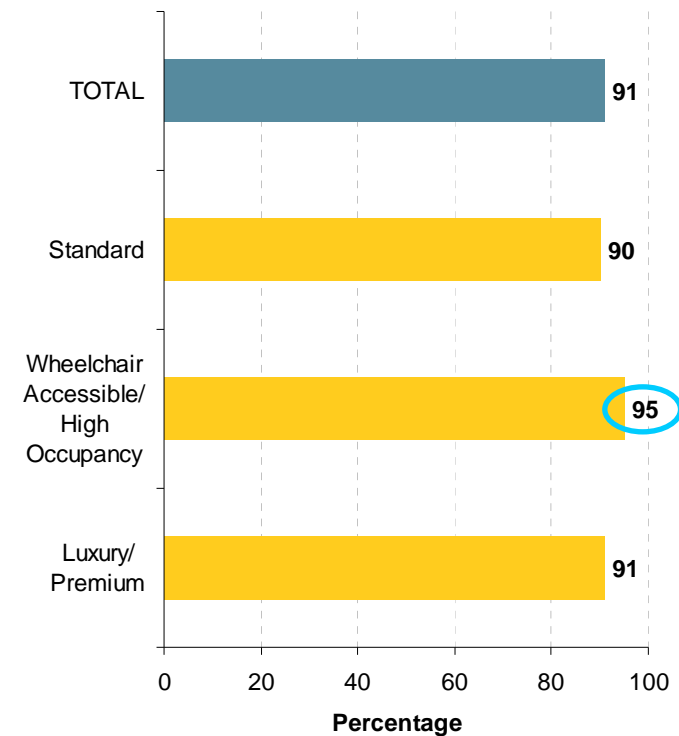
## Driver Wearing Uniform By Region & Taxi Type

- The driver was wearing a uniform in 91% of the journeys evaluated.
- Higher proportions of passengers in Ipswich (98%), Redcliffe (98%), Gold Coast (96%), Toowoomba (97%), Cairns (93%) and Rockhampton taxis (98%) indicated that the driver was wearing a uniform.
- On 95% of trips in wheelchair accessible/ high occupancy taxis the driver was wearing a uniform.

Driver Wearing Uniform by Region



Driver Wearing Uniform by Taxi Type



**B3.**

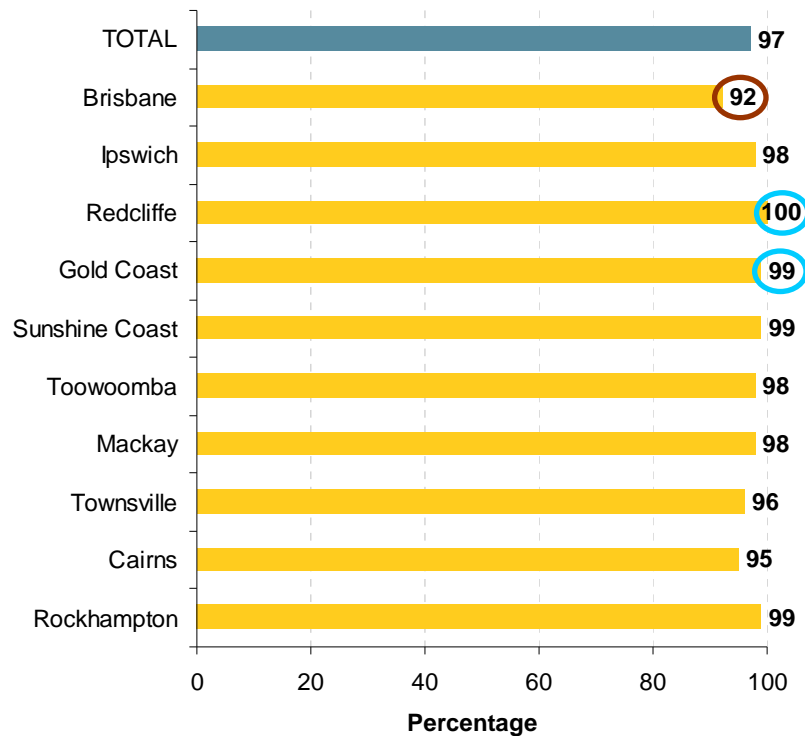
**Driver wearing uniform**

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).

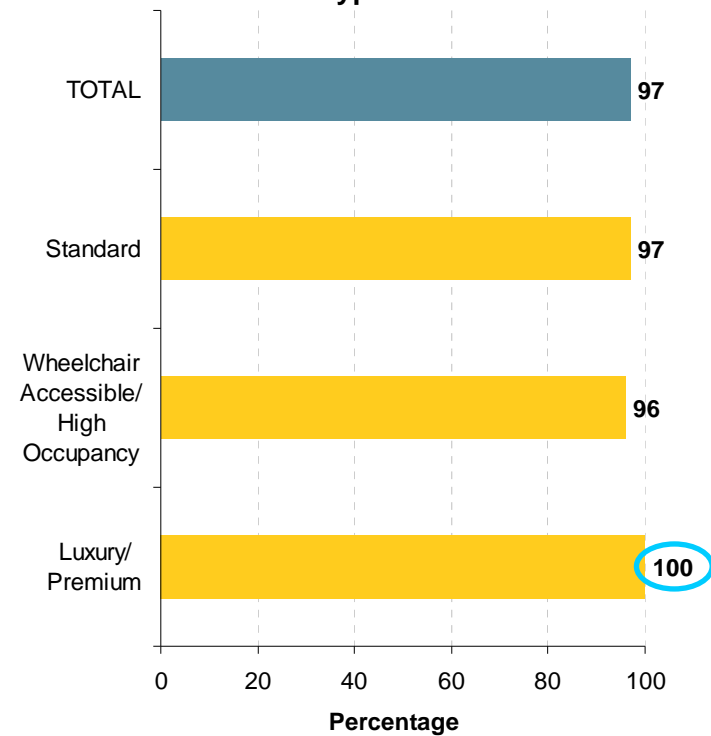
## Driver Well Presented & Groomed By Region & Taxi Type

- 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.

Driver Well Presented/ Groomed by Region



Driver Well Presented/ Groomed by Taxi Type



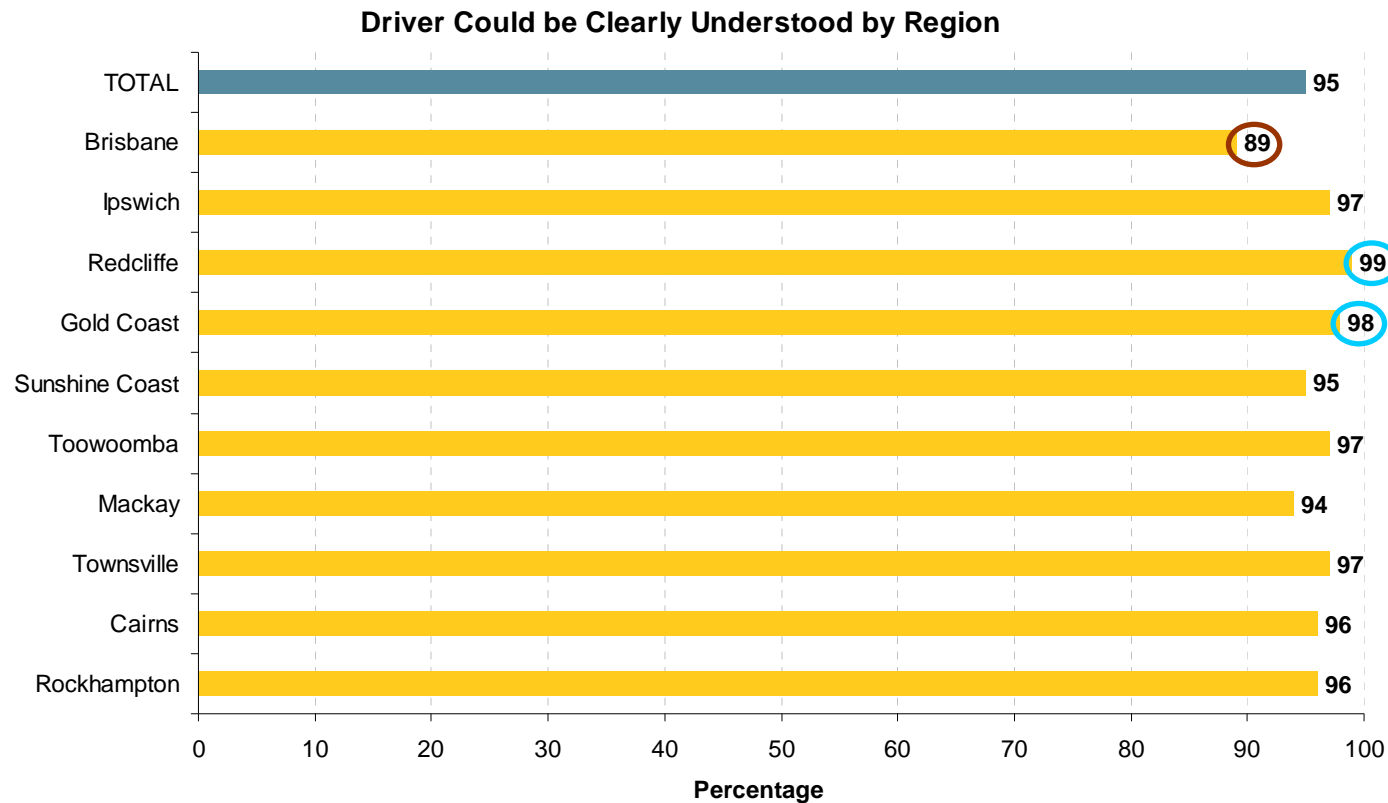
**B4.**

**Driver well presented/groomed**

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).

## Driver Could be Clearly Understood By Region

- In 95% of taxi journeys the driver could be clearly understood by the passenger.
- In Brisbane, the driver could be clearly understood in a significantly lower proportion of journeys (89%).
- In most cases the difficulty with understanding was due to the driver's accent or English language ability.
- It should also be noted that some drivers spoke very softly or mumbled, causing the passenger to have to ask the driver to repeat themselves.



**B5.**

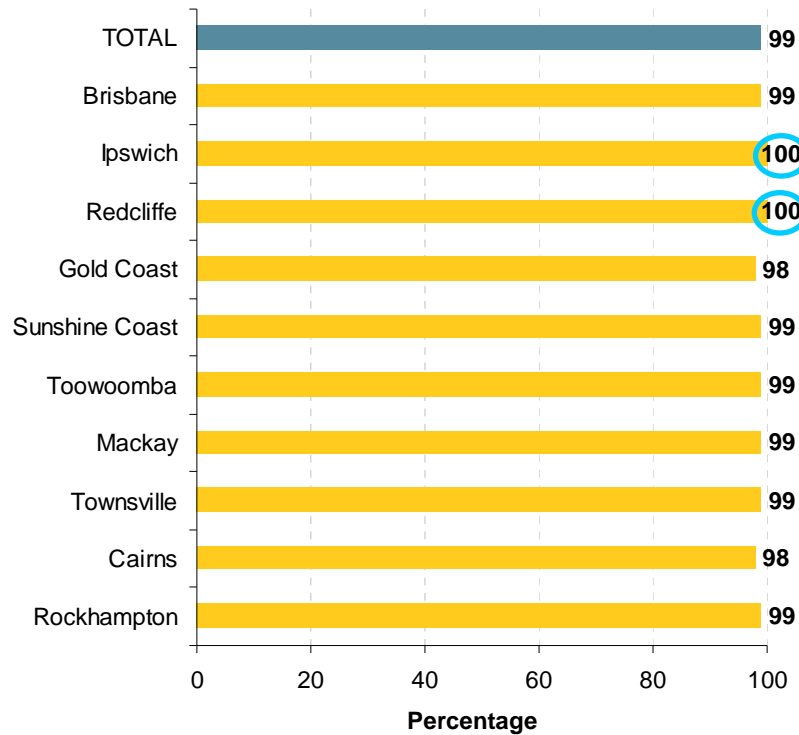
**Driver could be clearly understood**

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).

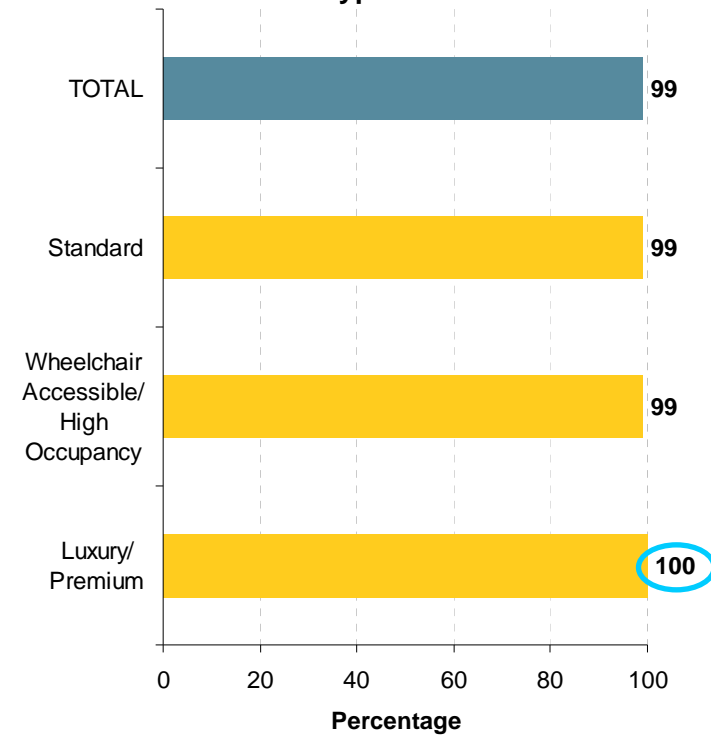
## Driver Understood You By Region & Taxi Type

- 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.

Driver Understood Passenger by Region



Driver Understood Passenger by Taxi Type



**B6.**

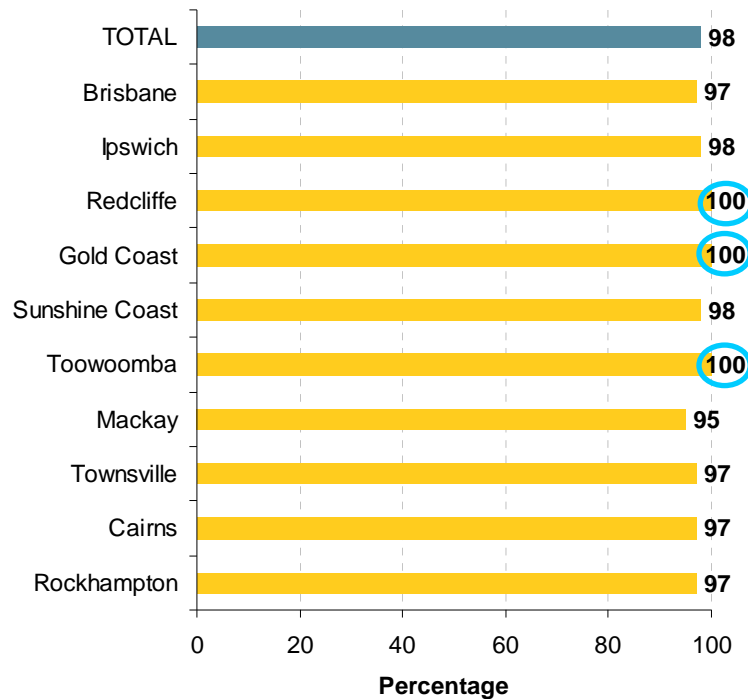
**Driver understood you**

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).

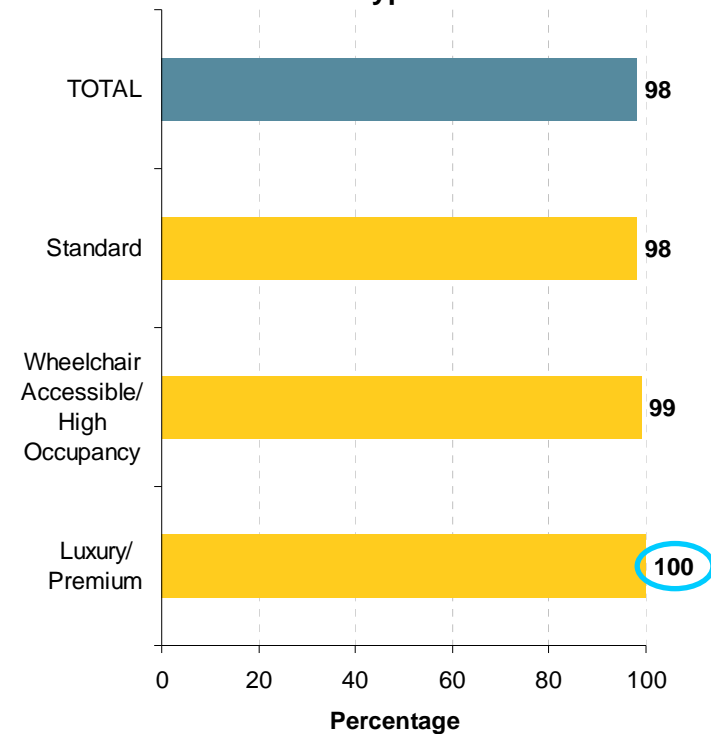
## Driver Conversation Appropriate By Region & Taxi Type

- Of those journeys which involved conversation, the conversation of the driver was rated as appropriate in 98% of taxi journeys.
- 100% of journeys with conversation in Redcliffe, Gold Coast and Toowoomba and in luxury/ premium taxis were rated as appropriate.
- Passengers' comments regarding driver conversation were generally positive. Drivers talked about the weather, local news or other appropriate small talk.
- Generally, comments about inappropriate driver conversation were due to swearing/coarse language.

Conversation of Driver Appropriate by  
Region



Conversation of Driver Appropriate by  
Taxi Type



**B13. Conversation of driver**

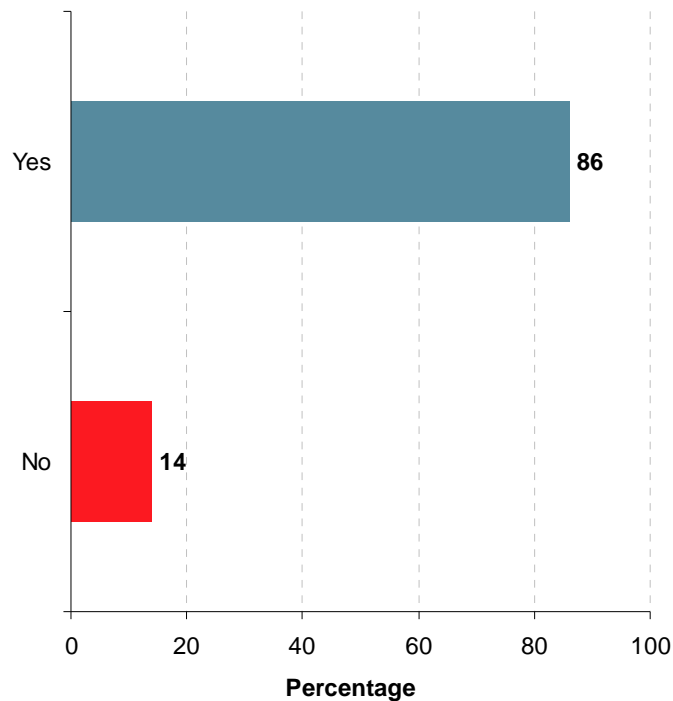
Base: Total driver made conversation (n=1092), Brisbane (n=187), Ipswich (n=96), Redcliffe (n=82), Gold Coast (n=149), Sunshine Coast (n=132), Toowoomba (n=100), Mackay (n=80), Townsville (n=108), Cairns (n=109), Rockhampton (n=60); Standard (n=833), Wheelchair Accessible/High Occupancy (n=203), Luxury/Premium (n=31).



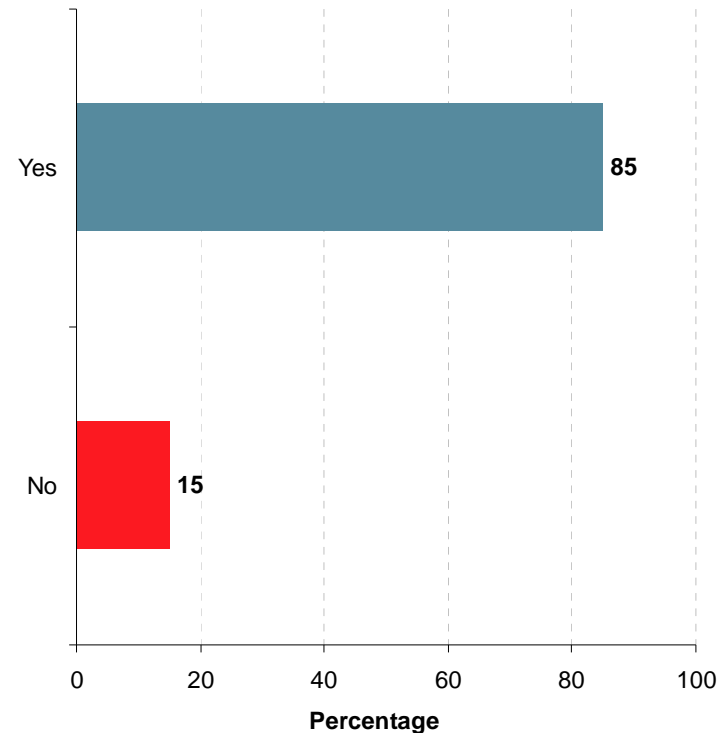
## Driver Adjusted Air Conditioning and Music if Requested

- 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**



**Driver Adjusted Music if Requested**



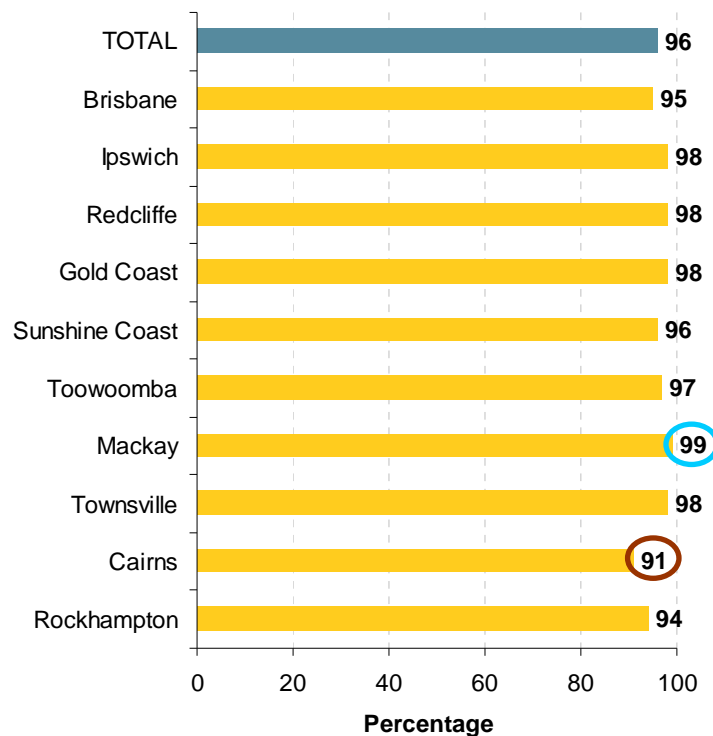
**B10. Driver adjusted air conditioning if requested**  
 Base: Total passengers requested air conditioning adjusted (n=148).  
 Note: May include adjustments such as putting the windows down as well as air conditioning changes.

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

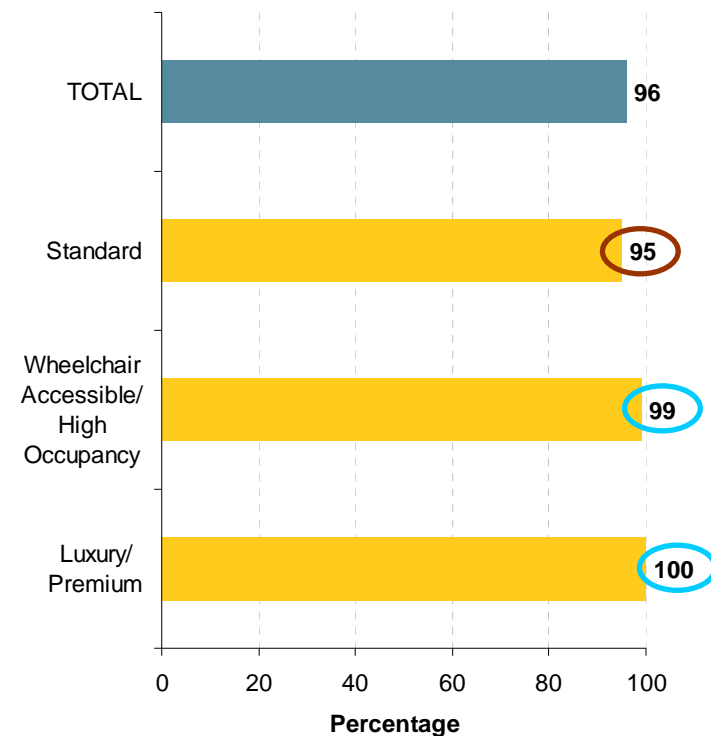
## Drop Off Point Acceptable By Region & Taxi Type

- The drop off point was acceptable to the passenger in 96% of journeys taken.
- A significantly higher proportion of journeys in Mackay ended with an appropriate drop off point (99%), while a lower proportion of Cairns taxi drivers dropped passengers in an appropriate place (91%). The drop off point was acceptable in a significantly lower proportion of standard taxis (95%).
- Comments about acceptable drop off points show that drivers generally check with the passenger about where is most convenient for them to be dropped, while unacceptable drop off points generally involved drivers stopping in illegal places, or double parking on main roads.

Drop Off Point Acceptable by Region



Drop Off Point Acceptable by Taxi Type



**C12.**

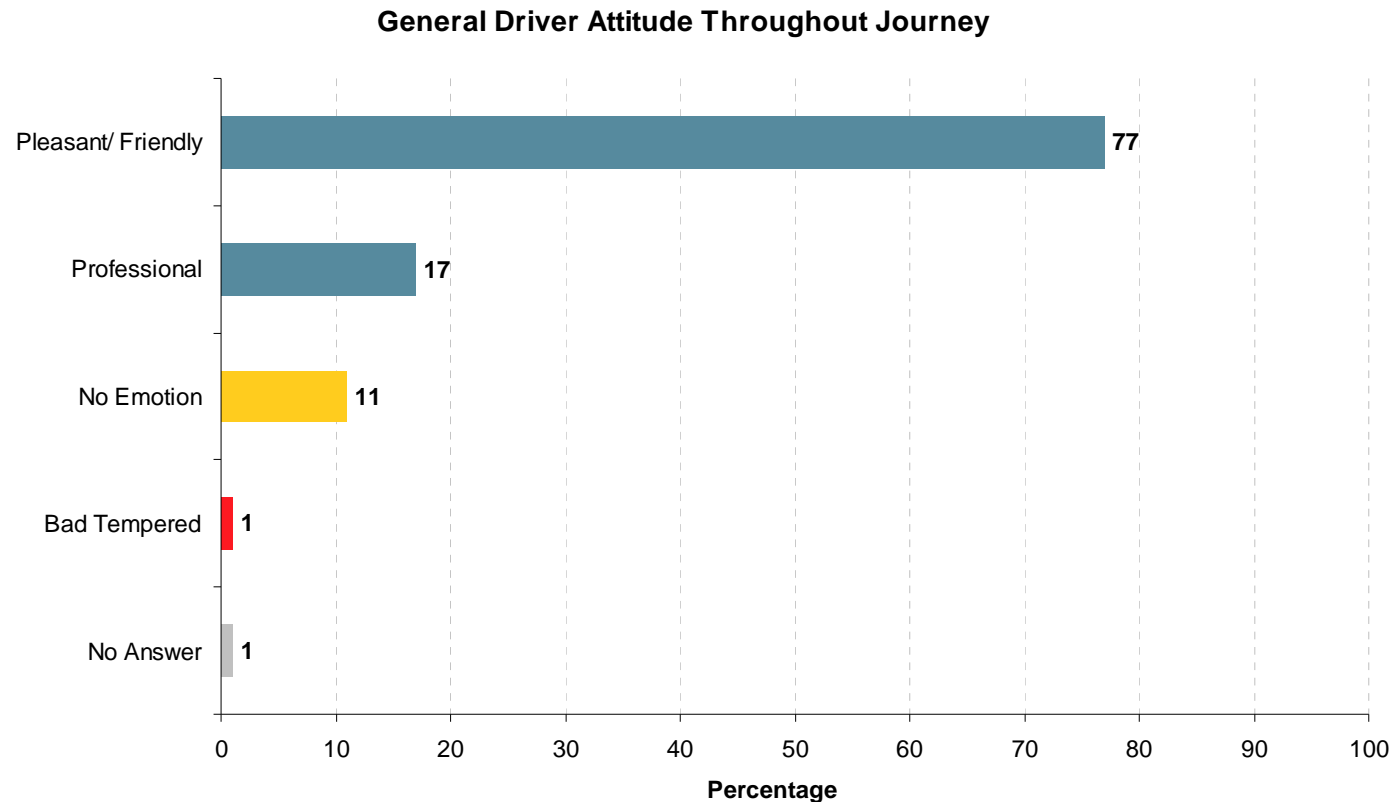
**Drop off point acceptable**

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).

## General Driver Attitude Throughout the Journey

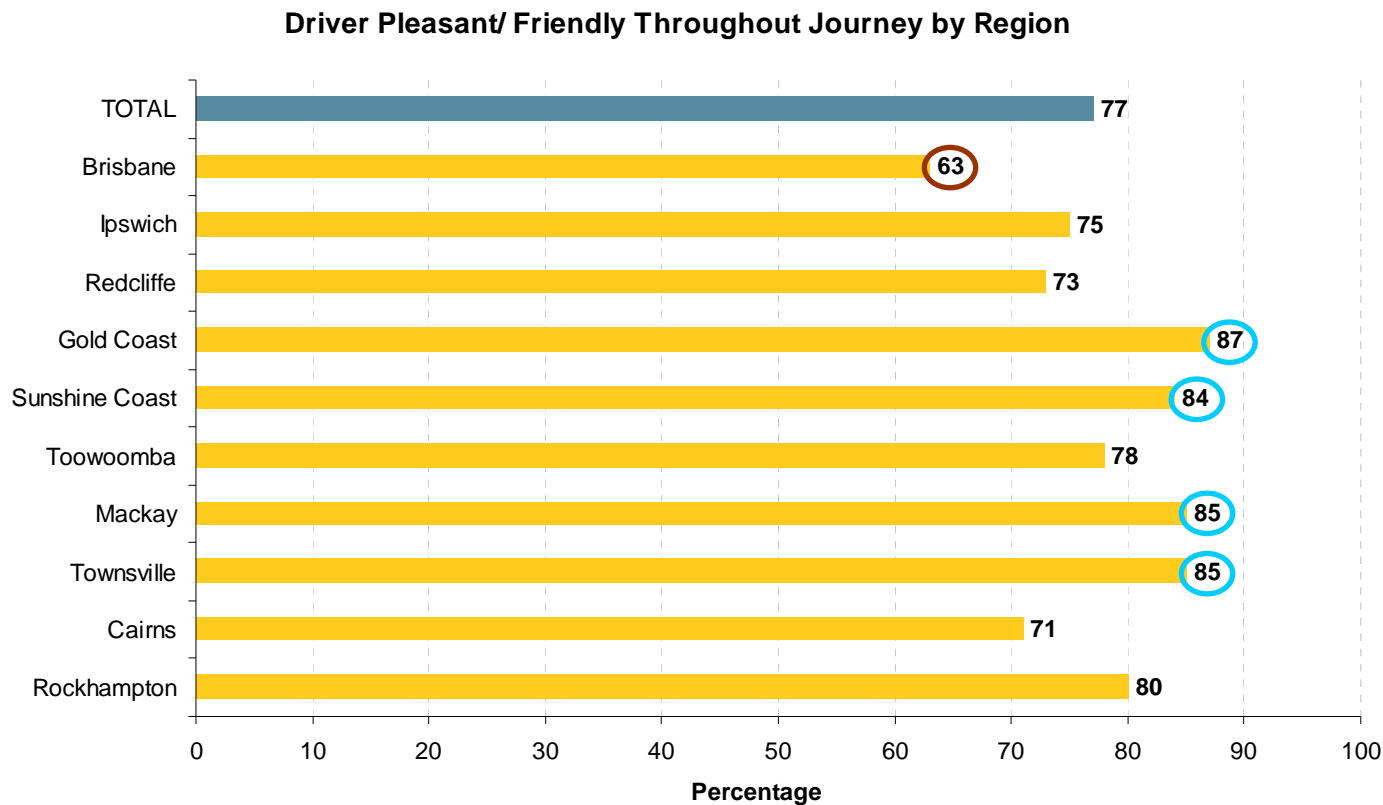
- Drivers were rated as pleasant/friendly in 77% of journeys evaluated, and as professional in 17% of journeys.
- Only 1% of drivers evaluated were rated as being bad tempered.
- Passengers generally made positive comments about the driver's attitude.
- Comments regarding negative driver attitudes indicated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



**D1. General driver attitude throughout journey**  
 Base: Total (n=1265).  
 Note: Multiple responses allowed for "Pleasant/friendly" and "Professional".

## Driver Pleasant/Friendly Throughout the Journey By Region

- A significantly lower proportion of drivers were rated as pleasant/friendly in Brisbane (63%), while a higher proportion of drivers were rated as pleasant/friendly in Gold Coast (87%), Sunshine Coast (84%), Mackay (85%) and Townsville taxis (85%).



**D1. General driver attitude throughout journey**

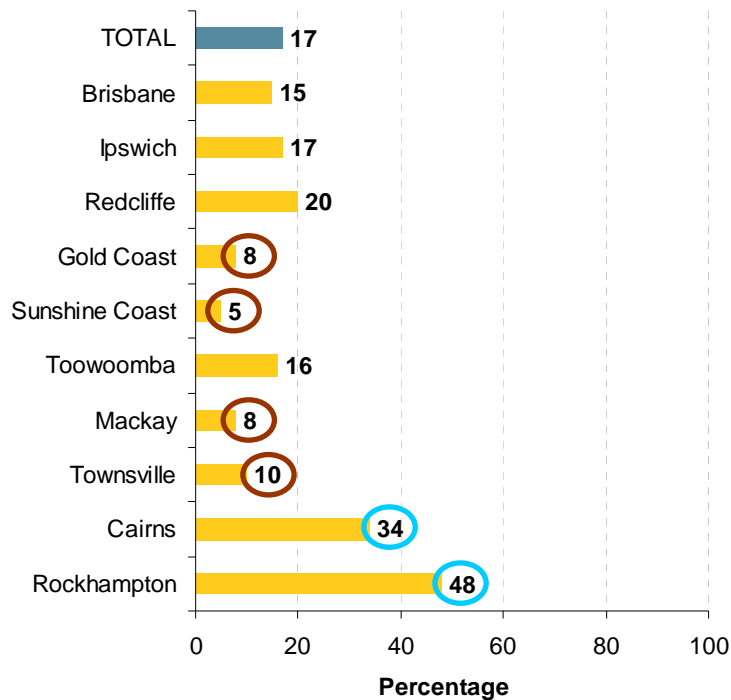
Base: Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83).

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

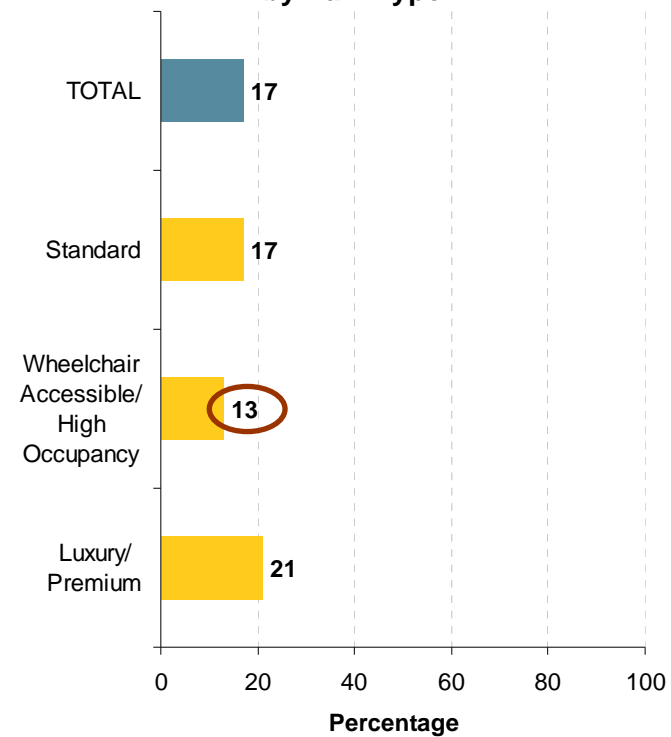
## Driver Professional Throughout the Journey By Region & Taxi Type

- 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%).

**Driver Professional Throughout Journey by Region**



**Driver Professional Throughout Journey by Taxi Type**



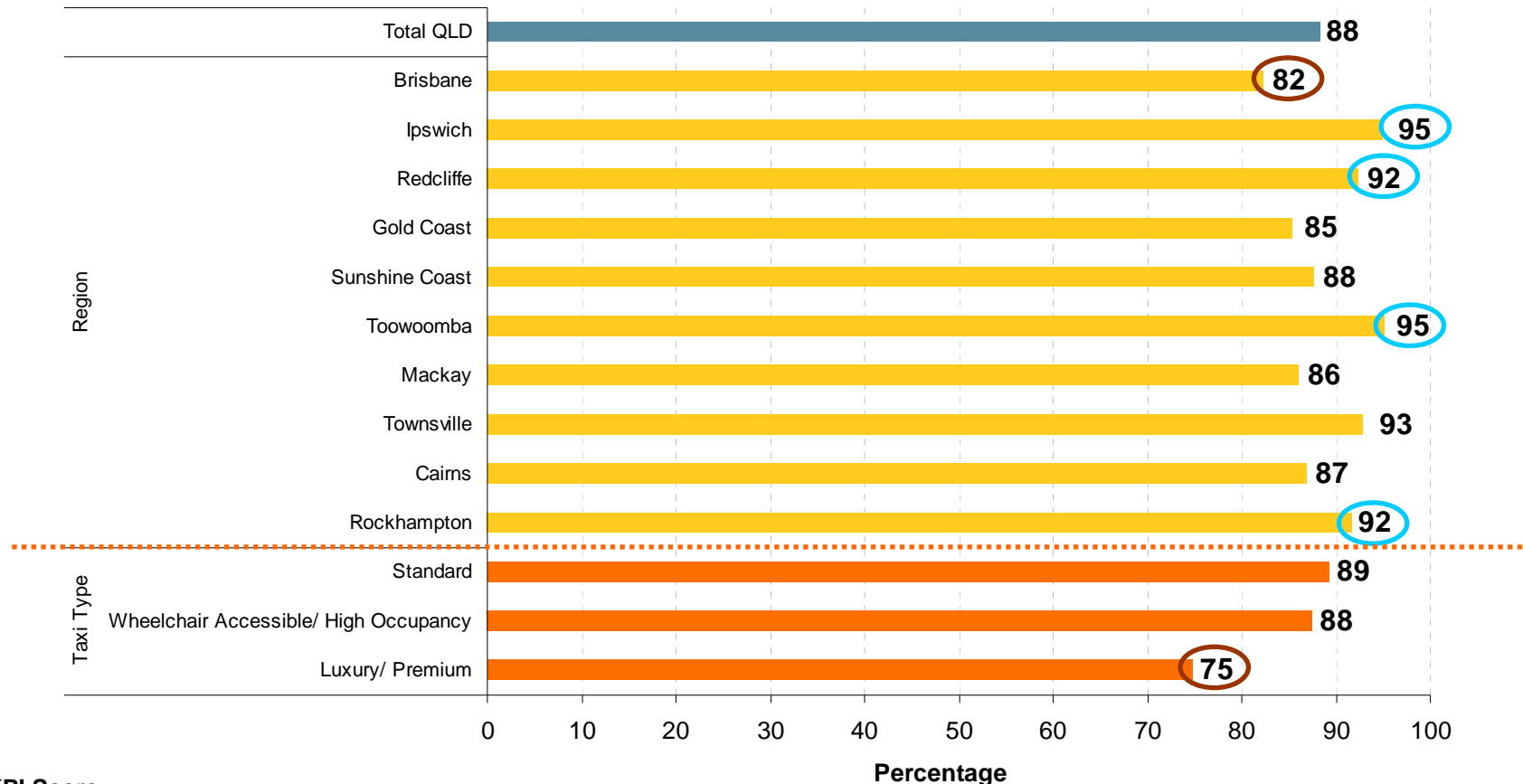
**D1. General driver attitude throughout journey**

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).

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

- The taxi industry’s KPI score for **safety** was quite high at 88%.
- The overall score was reduced due to incidences of dangerous driving and use of non-essential devices while driving. It was also noted anecdotally that drivers tended to begin driving before the passenger had fastened their seatbelt.

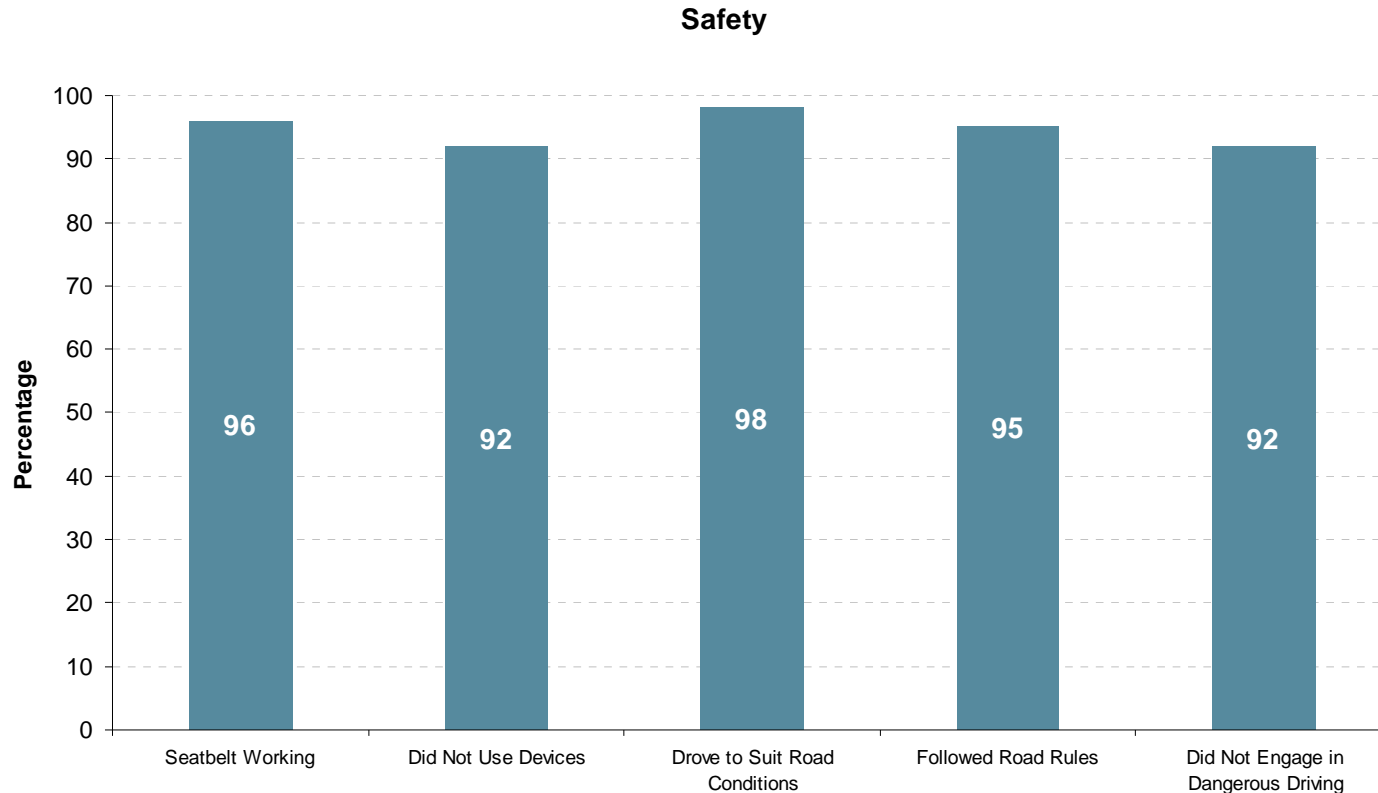
**Safety KPI Score by Region & Taxi Type**



**Safety 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).

- 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).



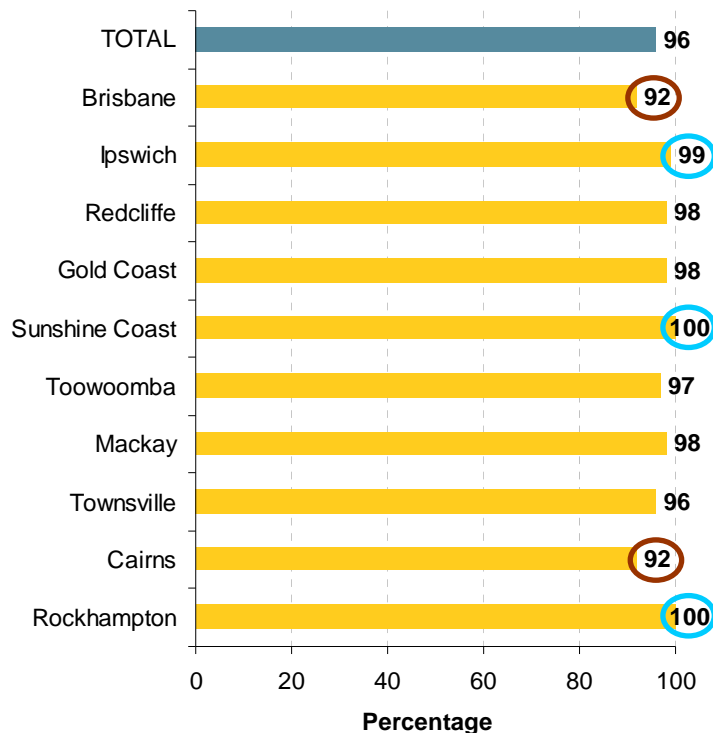
**B8. Seatbelt working, B14. Used devices while driving (not including taxi equipment), B16. Drove to suit road conditions, B17. Followed road rules (indicating, giving way), B18. Dangerous driving (collision, near collision, speeding, ignoring traffic lights, stopping on yellow lines).**

Base: Total QLD (n=1265).

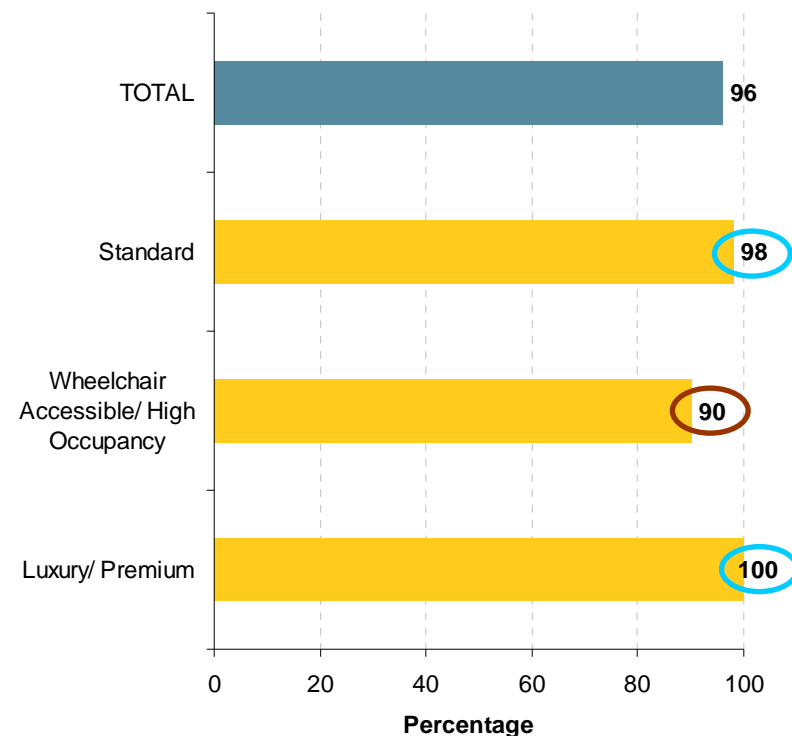
## Seatbelt Working By Region & Taxi Type

- The seatbelt the passenger used was working correctly in 96% of journeys evaluated.
- A significantly higher proportion of Ipswich (99%), Sunshine Coast (100%) and Rockhampton taxis (100%) had working seatbelts.
- A significantly lower proportion of wheelchair accessible/ high occupancy taxis had working seatbelts (90%), while higher proportions of standard (98%) and luxury/premium taxis (100%) had working seatbelts.
- Of the 53 comments made in relation to seatbelts, 23 commented that while the seatbelts worked, the driver began driving before they had time to fasten their belt (45%). Most of our mystery shoppers considered this a serious safety concern.

**Seatbelt Working by Region**



**Seatbelt Working by Taxi Type**



**B8.**

**Seatbelt working**

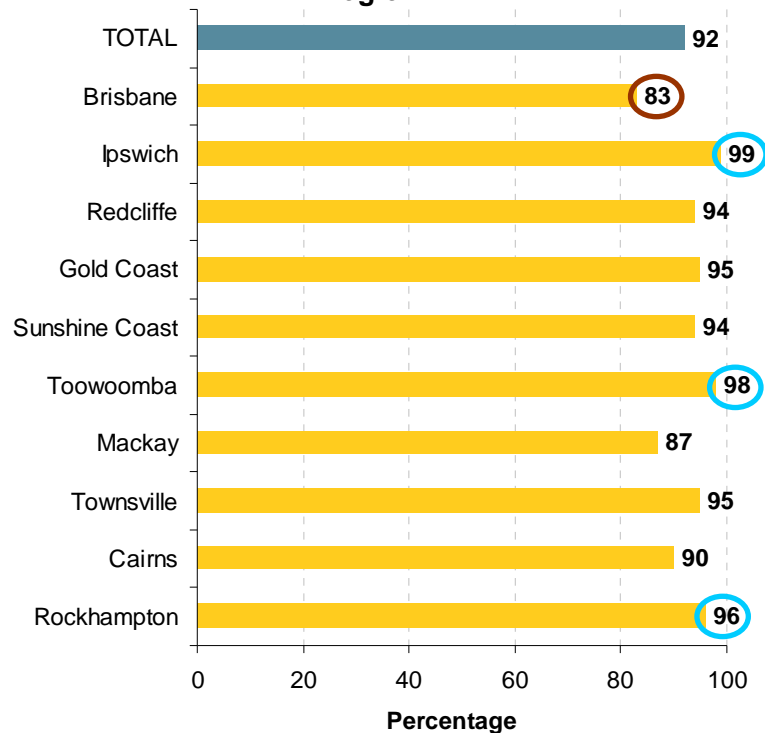
Base: Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83); Standard (n=952), Wheelchair Accessible/ High Occupancy (n=248), Luxury/ Premium (n=33).



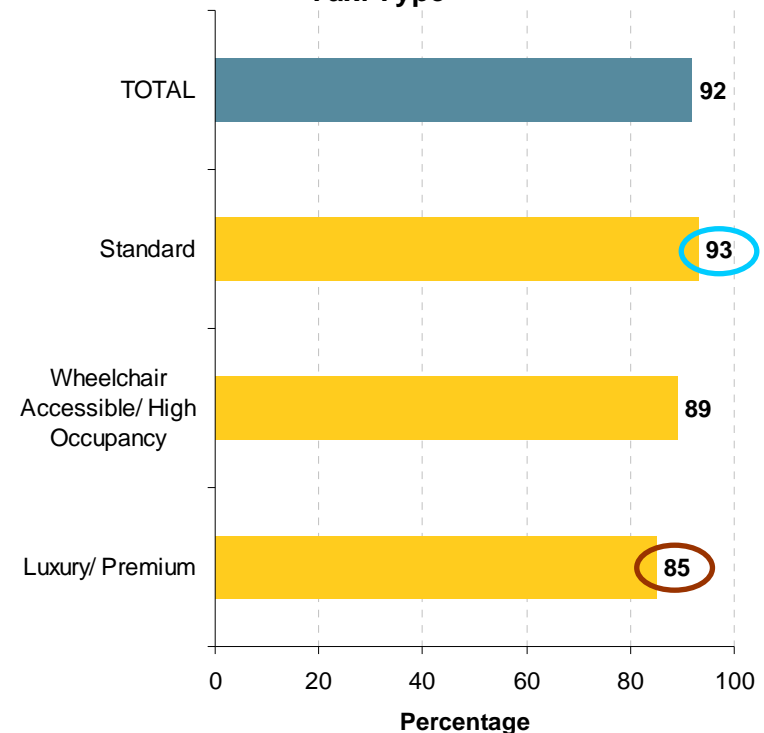
## Devices Used While Driving By Region & Taxi Type

- 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%).

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



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



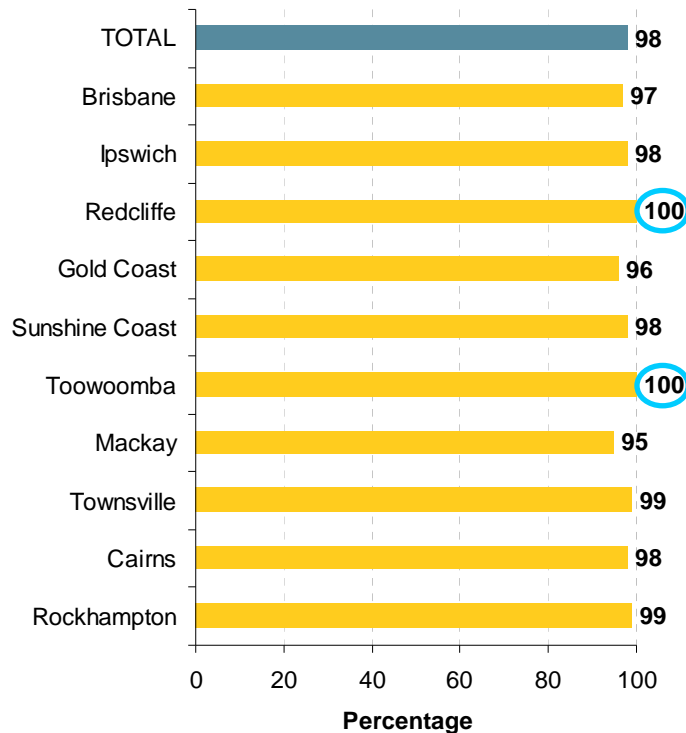
**B14. Used devices while driving (not including taxi equipment)**

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).

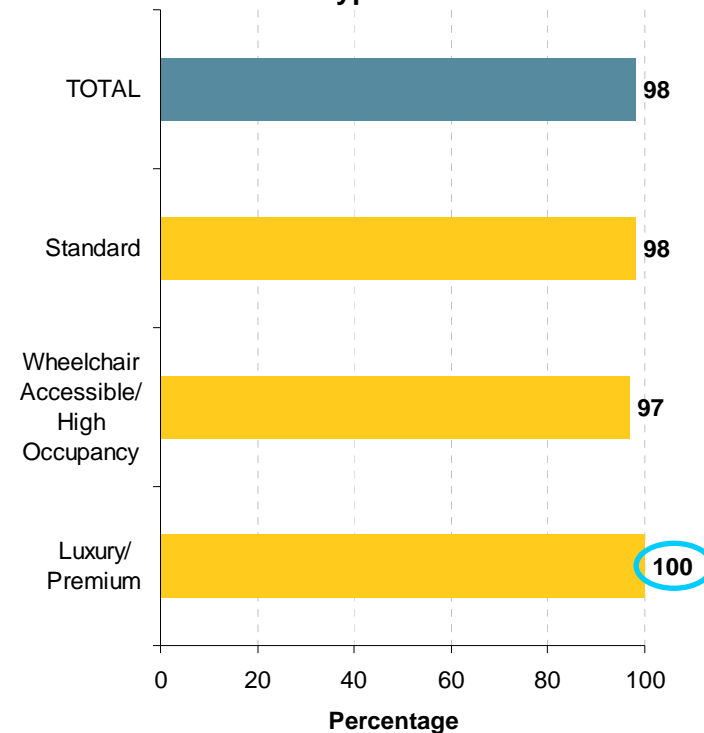
## Drove to Suit Road Conditions By Region & Taxi Type

- Road conditions were normal for 70% of trips, low traffic for 21%, high traffic for 7% and wet/raining for 2% (not shown on graph).
- In 98% of journeys the taxi driver drove to suit road conditions. This was consistent across various road conditions.
- Comments were generally positive, giving praise to the driver for their careful and safe driving.
- Speeding through road works was regularly cited as the reason for not driving to suit road conditions, as was weaving through heavy traffic or tailgating.

**Drove to Suit Road Conditions by Region**



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



**B16.**

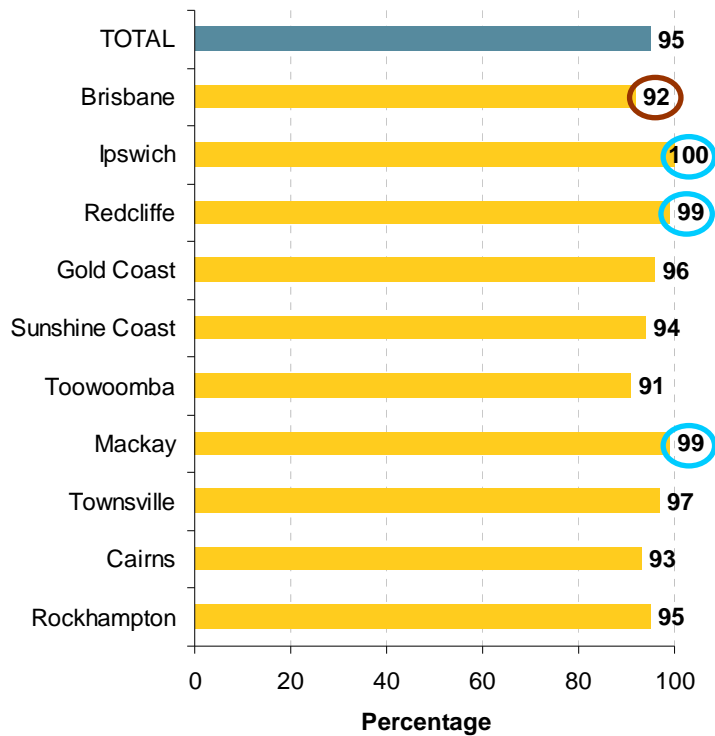
**Drove to suit road conditions**

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).

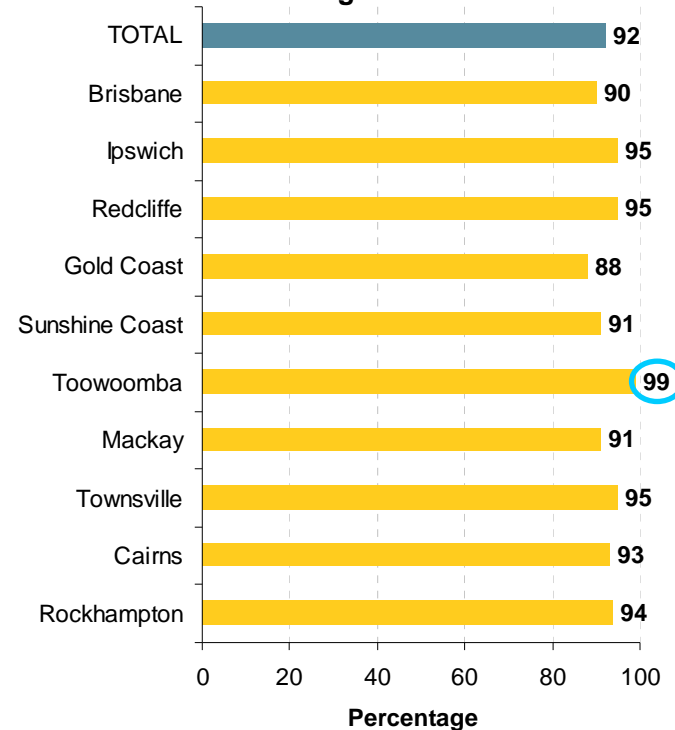
## Followed Road Rules & Did Not Engage in Dangerous Driving By Region

- 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**



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

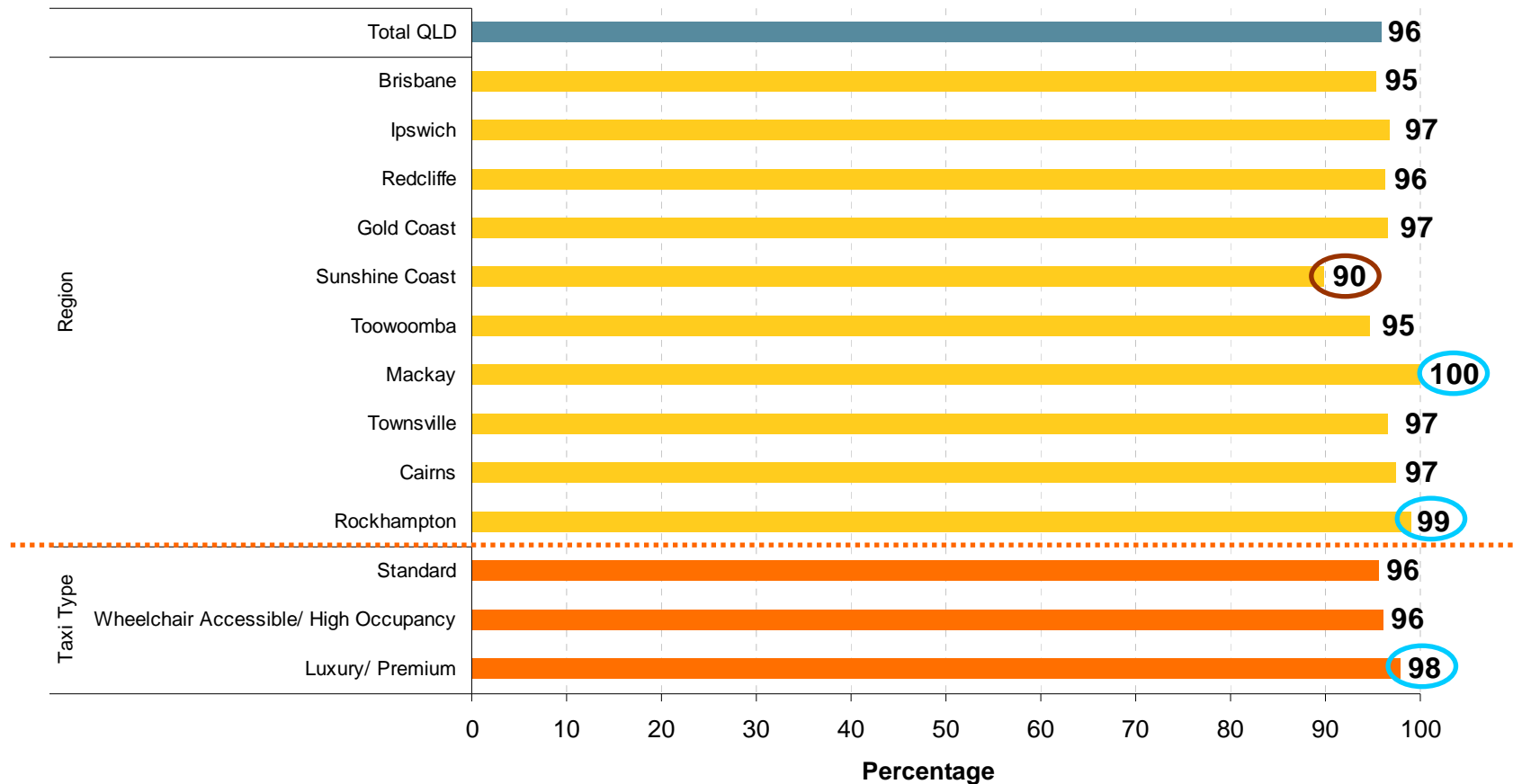


**B17. Followed road rules (indicating, giving way)**  
 Base: Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83).

**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).

- The overall score for the **fares** KPI was very high at 96%. Passengers were generally charged a correct/reasonable fare, were taken via a cost efficient route, and were rarely charged illegitimate fees.

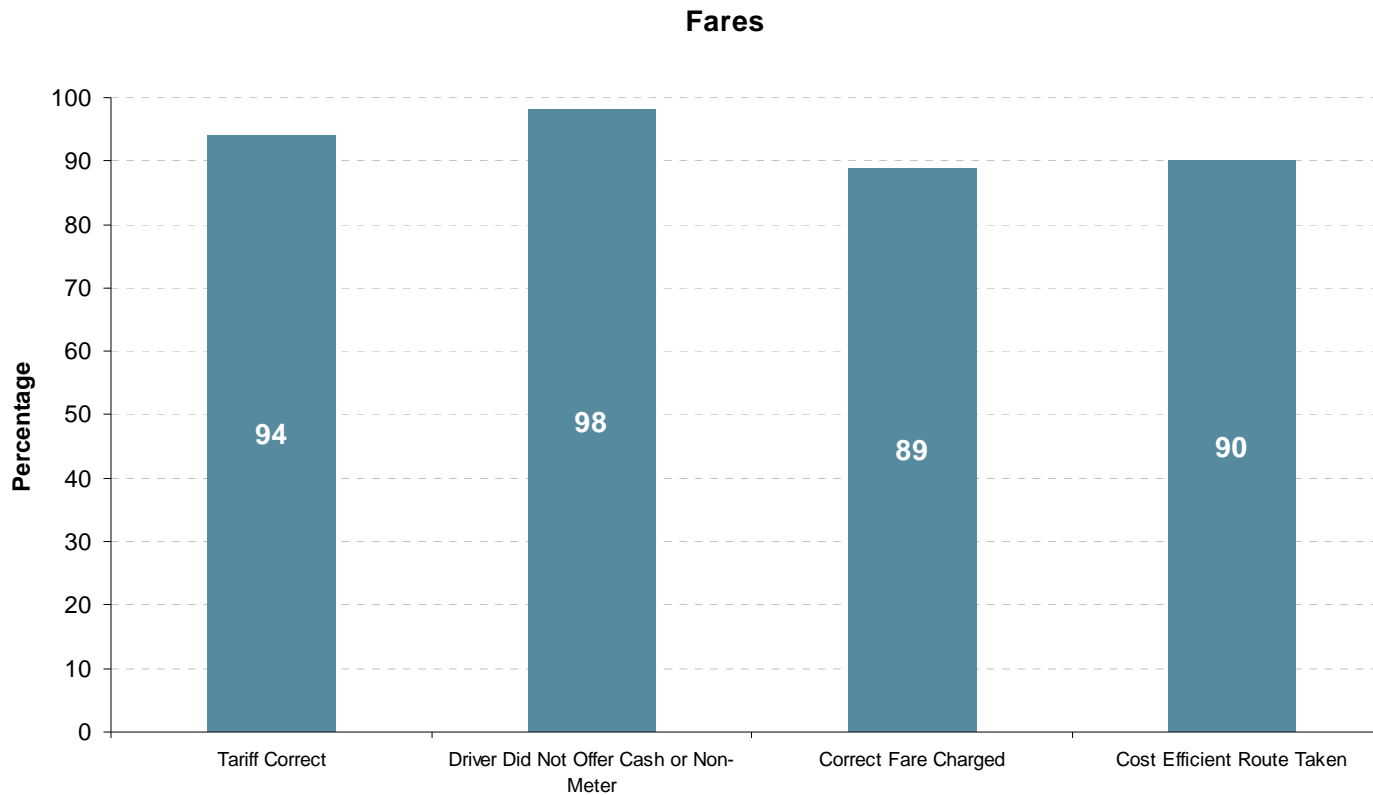
**Fares KPI Score by Region & Taxi Type**



**Fares 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).

- 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.**

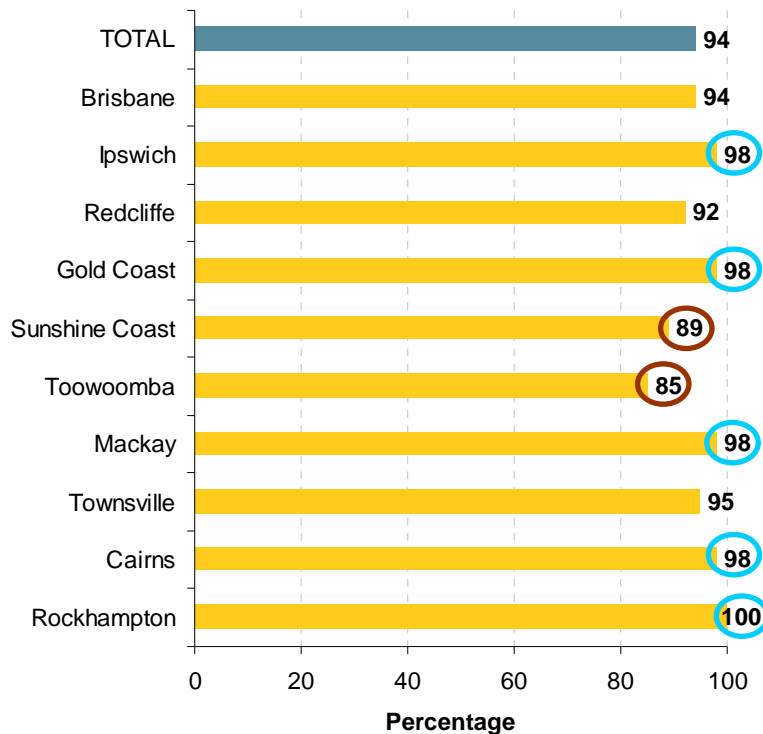
Base: Total QLD (n=1265).

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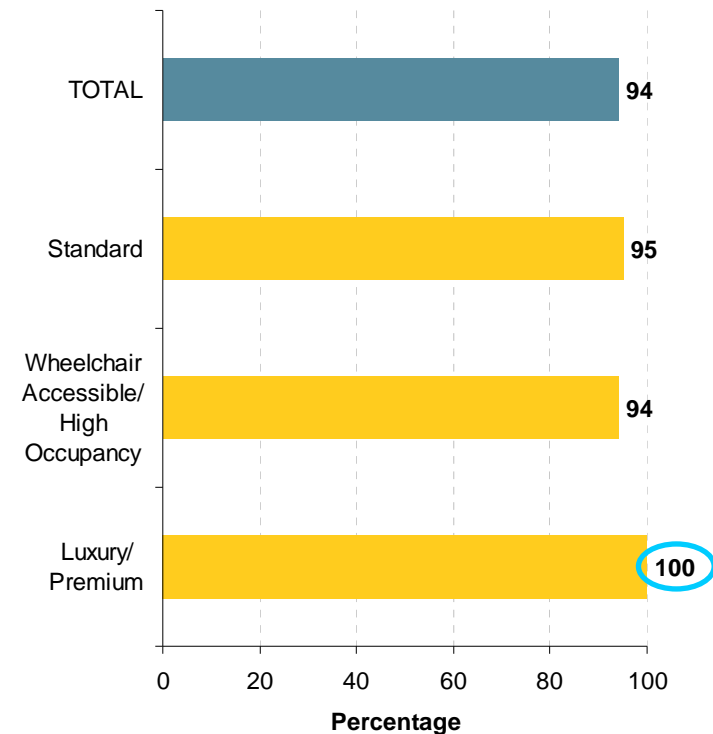
## Was the Applied Tariff Correct? By Region & Taxi Type

- Passengers indicated that the correct tariff was applied for 94% of journeys taken. For 3% of journeys the passenger was unsure whether the correct tariff was applied or not.
- The correct tariff was applied in a significantly lower proportion of journeys taken in Sunshine Coast (89%) and Toowoomba taxis (85%).
- Comments generally indicated that the passengers were unsure about which tariff had been applied due to the position or visibility of the meter.

Correct Tariff Applied by Region



Correct Tariff Applied by Taxi Type



**C2.**

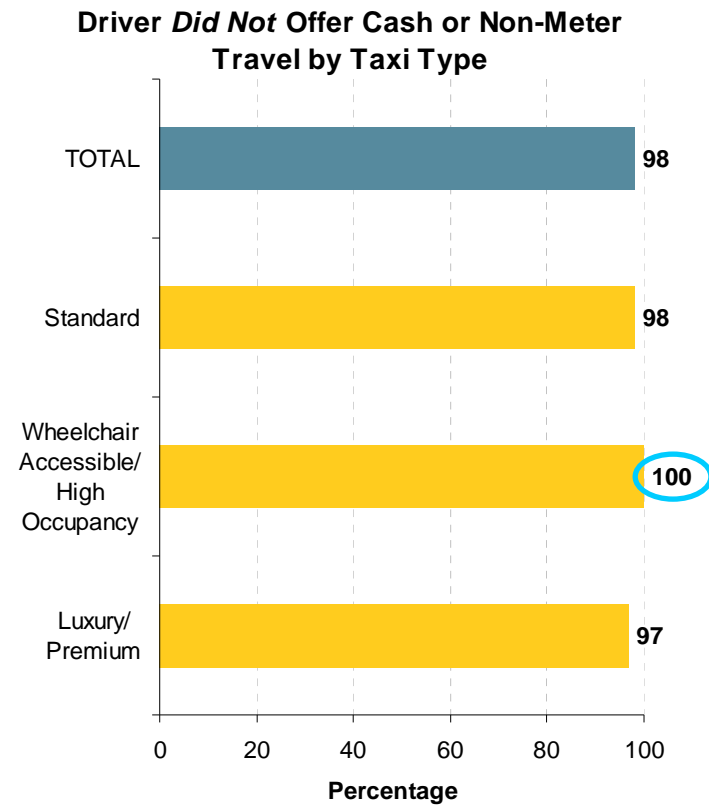
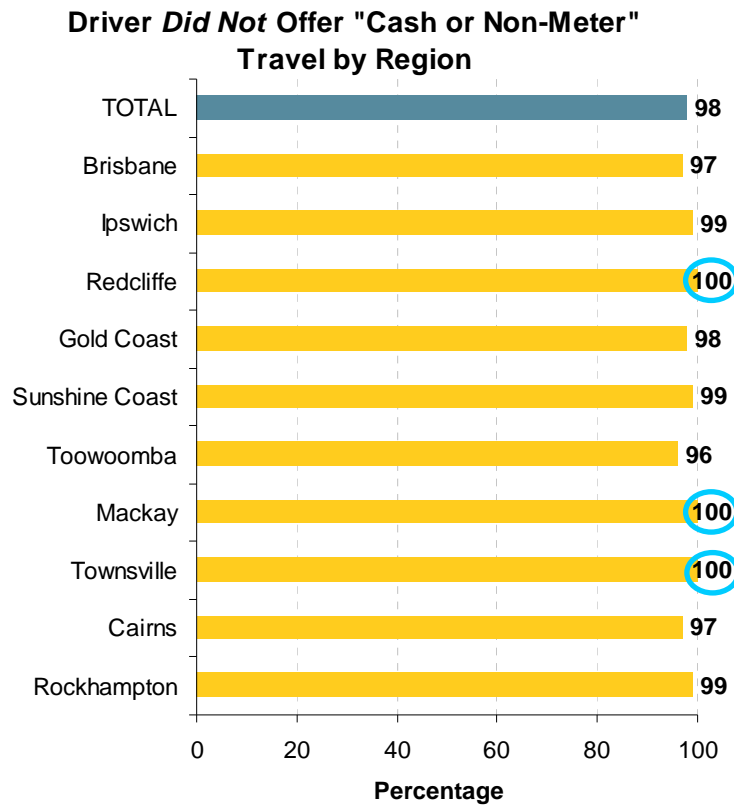
**Correct tariff?**

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).

## 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.



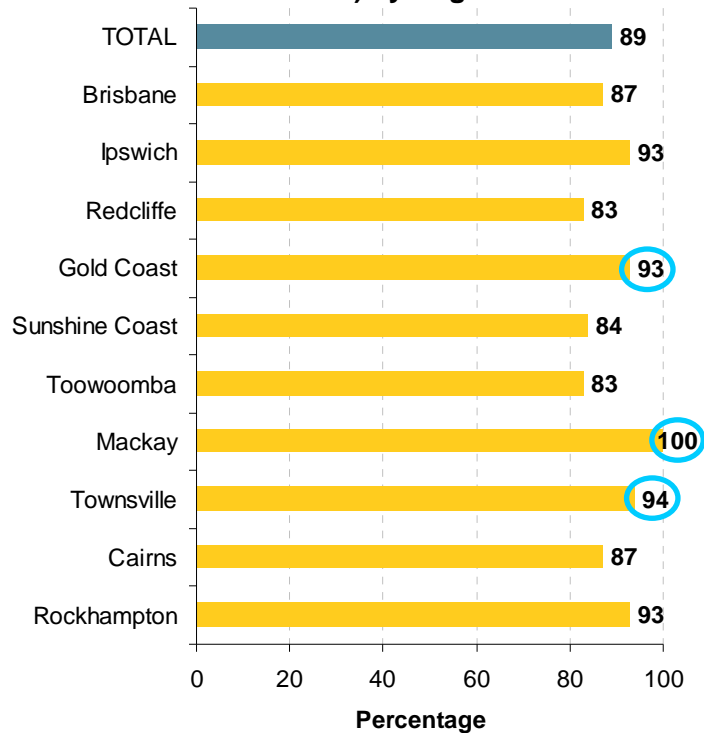
**A12. Driver offered “cash or non-meter” travel**

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).

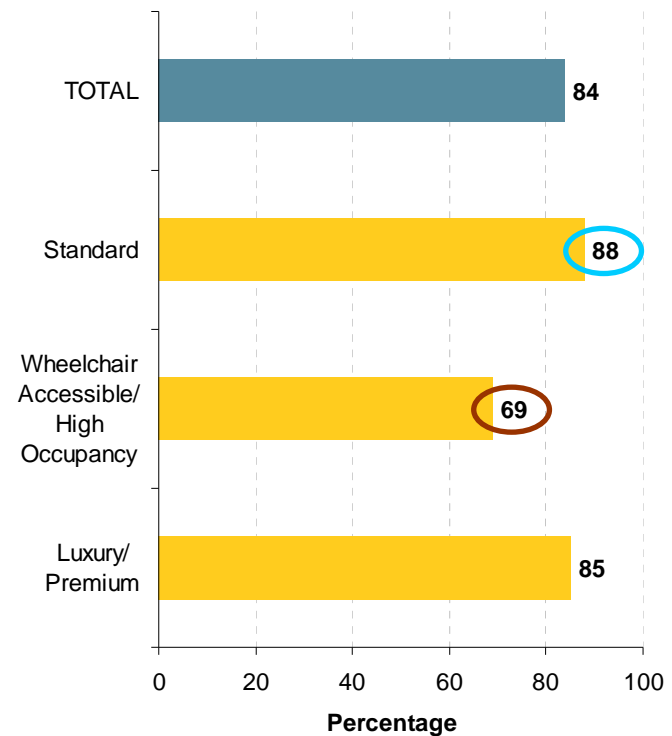
## Passenger Thought Correct Fare Was Charged By Region & Taxi Type

- The correct fare was charged in a significantly higher proportion of Gold Coast (93%), Mackay (100%) and Townsville taxis (94%), as well as amongst standard taxis (88%).
- It was perceived that the correct fare was charged in a significantly lower proportion of trips in wheelchair accessible/ high occupancy taxis (69%).
- Comments regarding incorrect charges indicated that drivers “rounded up” fares, or that the passenger was unsure about why they had been charged more than was shown on the meter.

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



**Total Correct Fare Charged by Taxi Type**



**C6. Correct fare charged?**

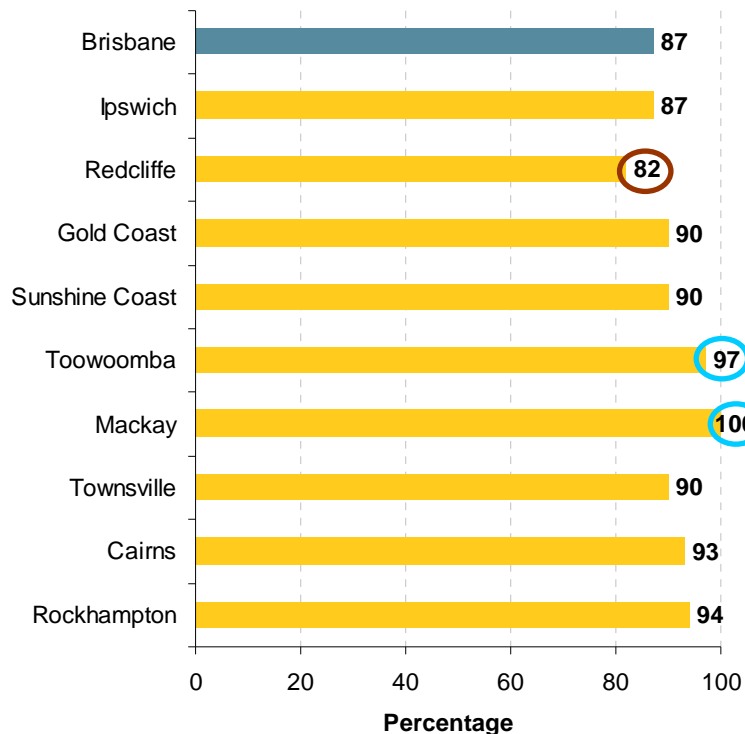
Base: Total (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83); Standard (n=952), Wheelchair Accessible/ High Occupancy (n=248), Luxury/ Premium (n=33).



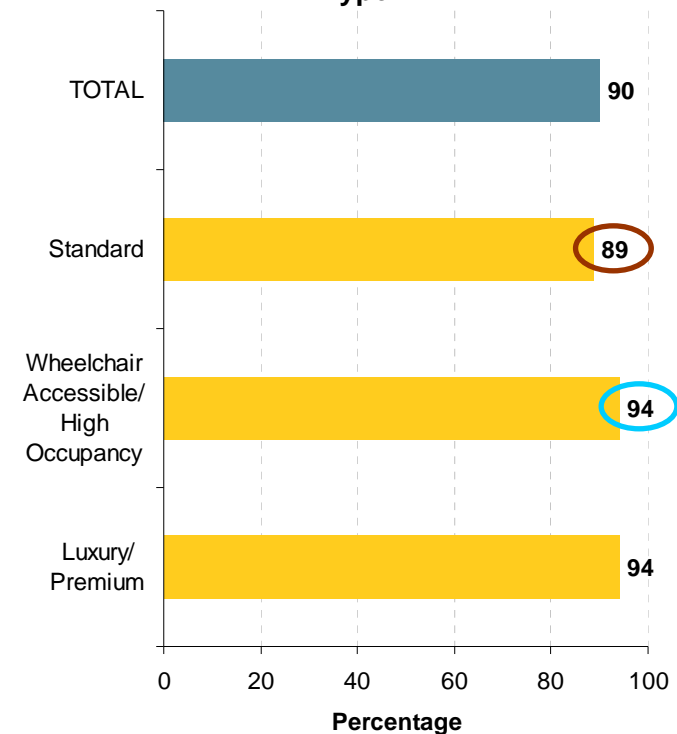
## Cost Efficient Route By Region & Taxi Type

- 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%), Mackay (100%) and standard taxis (94%) 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



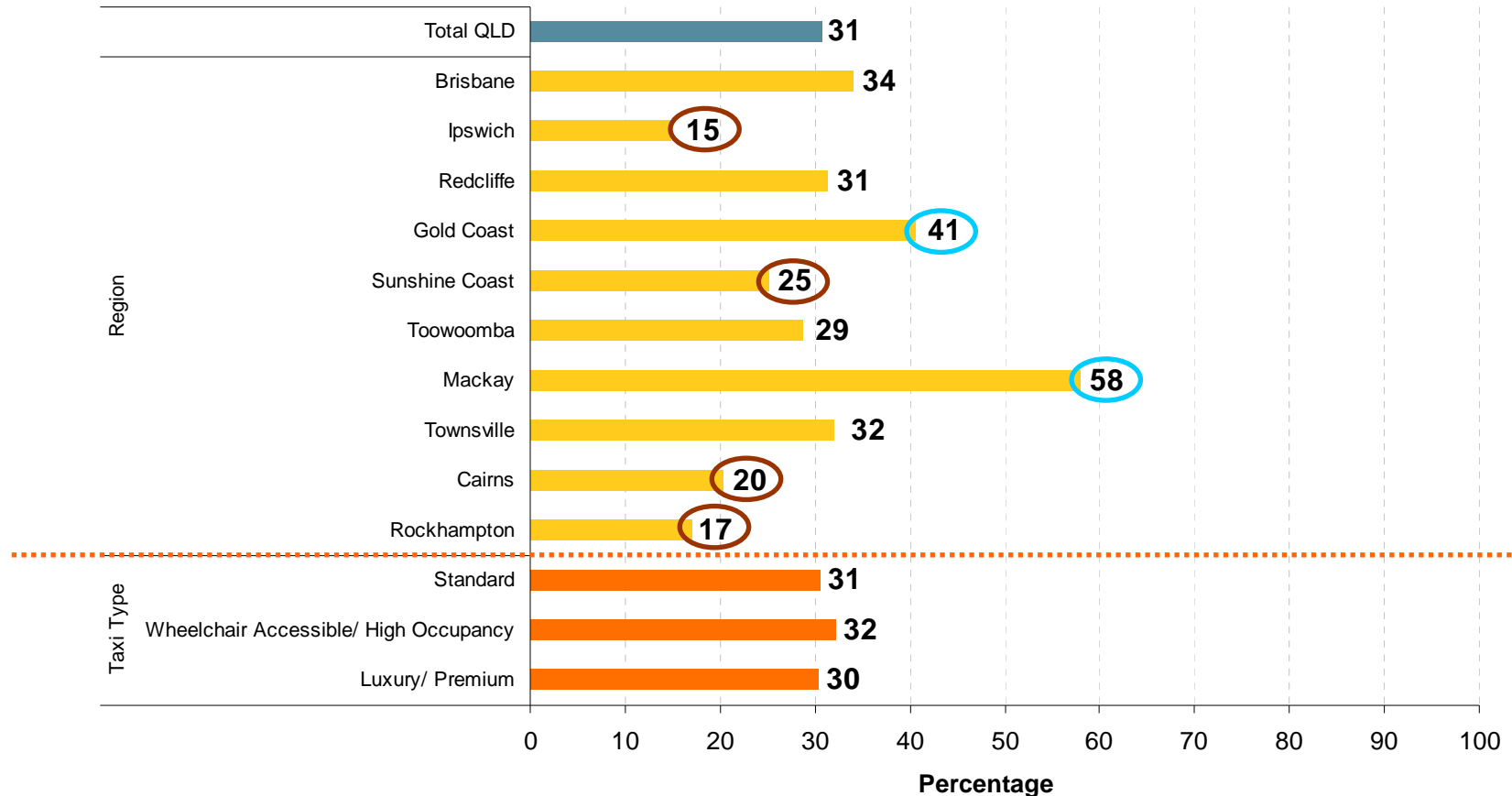
**C11. Used a cost efficient route**

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).

## PROCESSING OF FARES

- The area which requires the most improvement to boost KPI scores is in the **processing of fares** at 31%. This end of trip service was generally poor, with drivers failing to offer receipts or explain extra fees or charges.

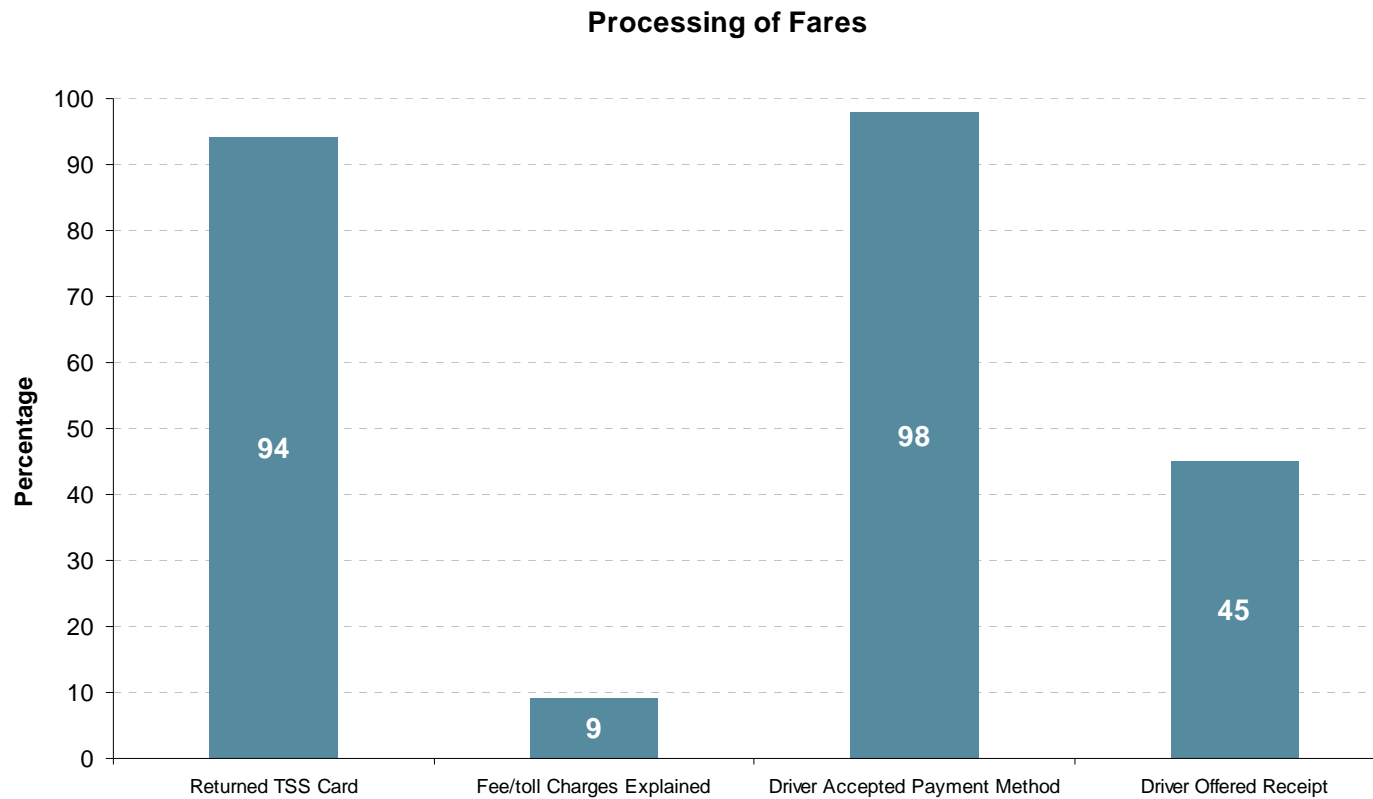
Processing of Fares KPI Score by Region & Taxi Type



### Processing of Fares 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).

- 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?**

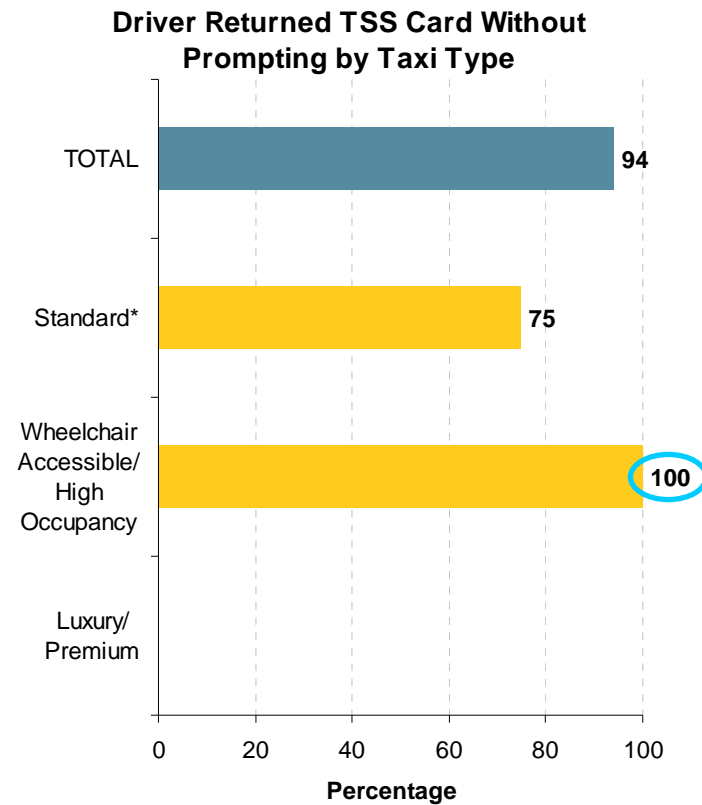
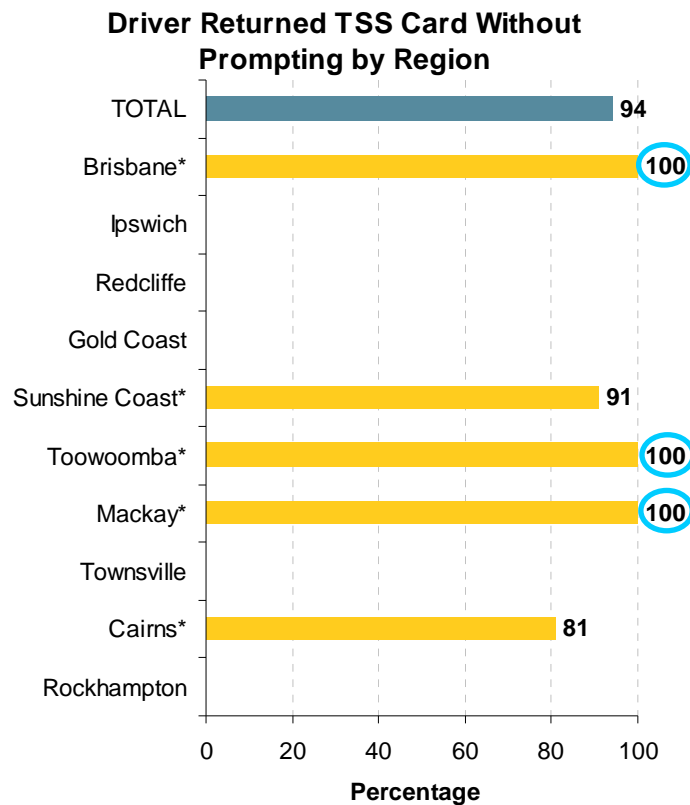
Base: Total QLD (n=1265).

**C5. Driver accepted intended payment method, C10. Driver offered a receipt**

Base: Total QLD (n=1265).

## Returned TSS Card Without Prompting By Region & Taxi Type

- The driver returned passengers' TSS cards without prompting in 94% of journeys where a TSS card was used (5% of all journeys). In 4% of cases the passenger had to request the return of the card.



#### C4. Returned TSS card without prompting

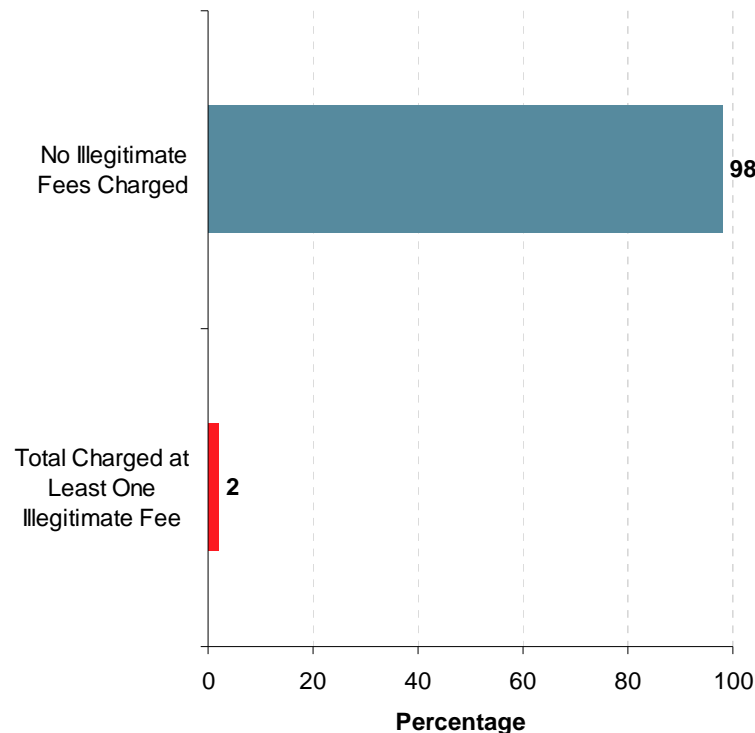
Base: Total used TSS card (n=68), Brisbane (n=29), Ipswich (n=0), Redcliffe (n=0), Gold Coast (n=0), Sunshine Coast (n=11), Toowoomba (n=5), Mackay (n=7), Townsville (n=0), Cairns (n=16), Rockhampton (n=0); Standard (n=8), Wheelchair Accessible/ High Occupancy (n=54), Luxury/ Premium (n=0).

Note: \* Denotes small sample size.

## Illegitimate Fees & Were Fee/Toll Charges Explained

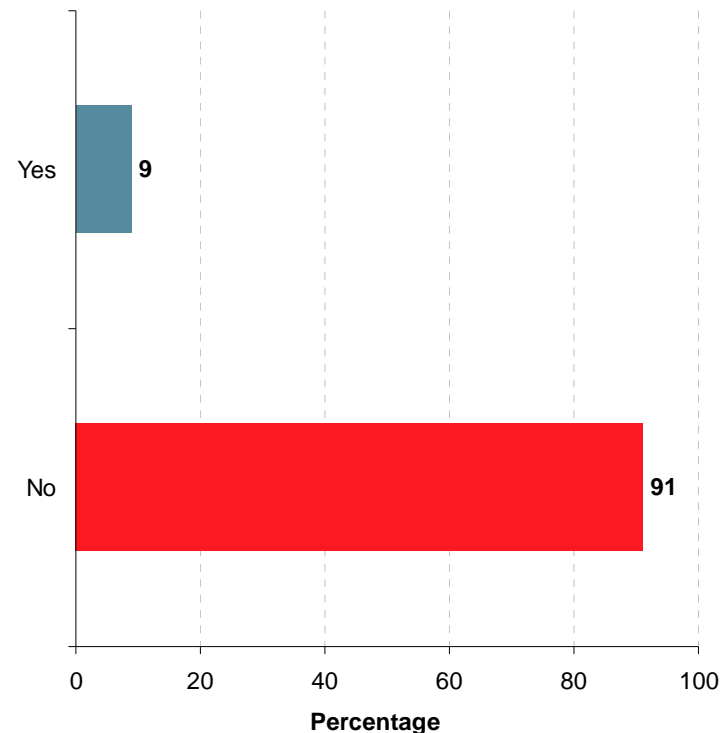
- In only 2% of the journeys evaluated was a passenger charged an illegitimate fee.
- Out of all trips where at least one fee was charged (including legitimate fees), only 9% of drivers explained what the fees were for (either unprompted or at the passengers' request). The remaining 91% of drivers did 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**

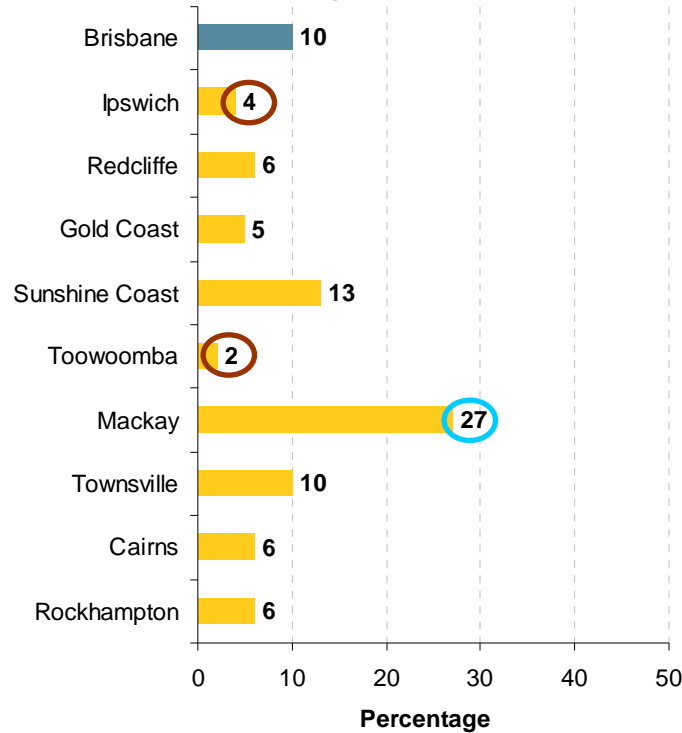


**C9. Were fee/toll charges explained?**  
Base: Total paid at least one fee (n=1073).

## Were Fee/Toll Charges Explained & Driver Offered a Receipt By Region

- Fees charged were explained in a significantly lower proportion of Ipswich (4%) and Toowoomba (2%) taxis.
- In 45% of the journeys evaluated the driver offered a receipt without having to be asked.
- A receipt was offered for significantly higher proportions of journeys in Brisbane (52%), Gold Coast (68%) and Mackay taxis (77%).

**Were Fee/Toll Charges Explained by Region**



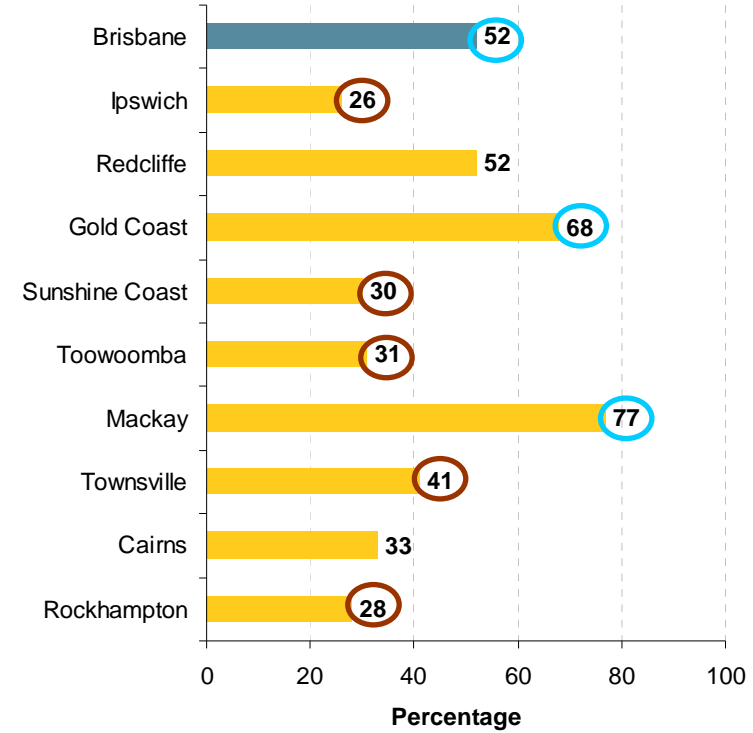
**C9.**

**Were fee/toll charges explained?**

Base:

Total paid at least one fee (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).

**Driver Offered a Receipt by Region**



**C10.**

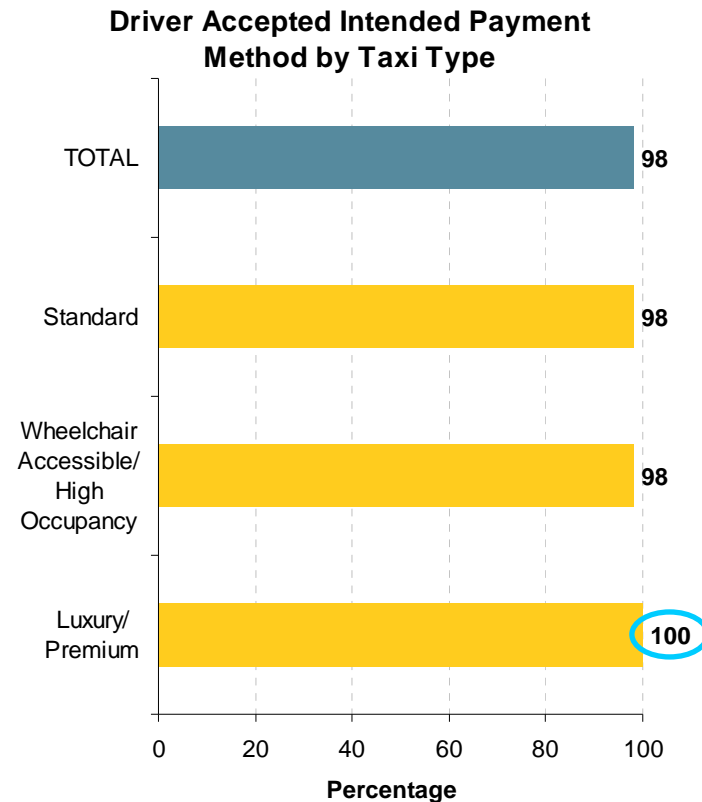
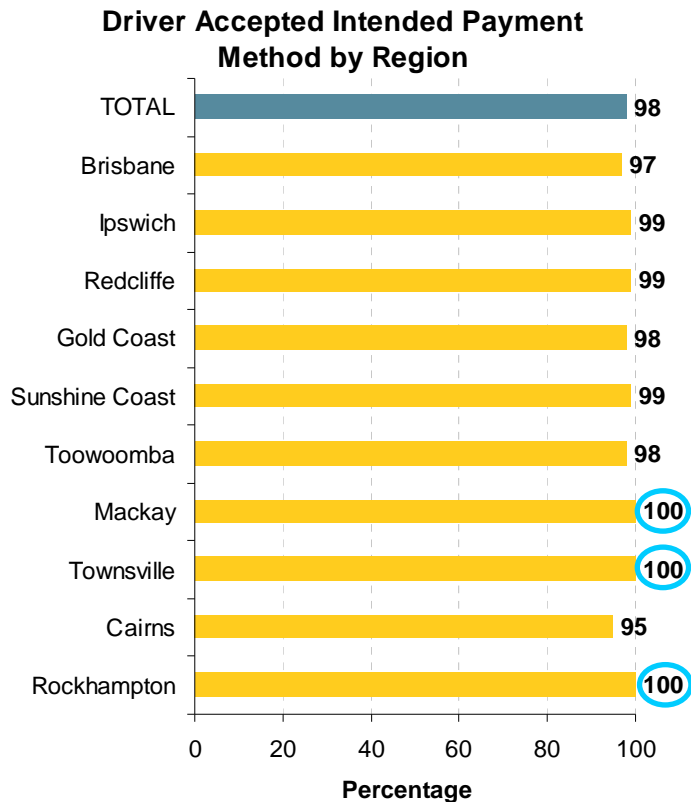
**Driver Offered a Receipt**

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).

## 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.



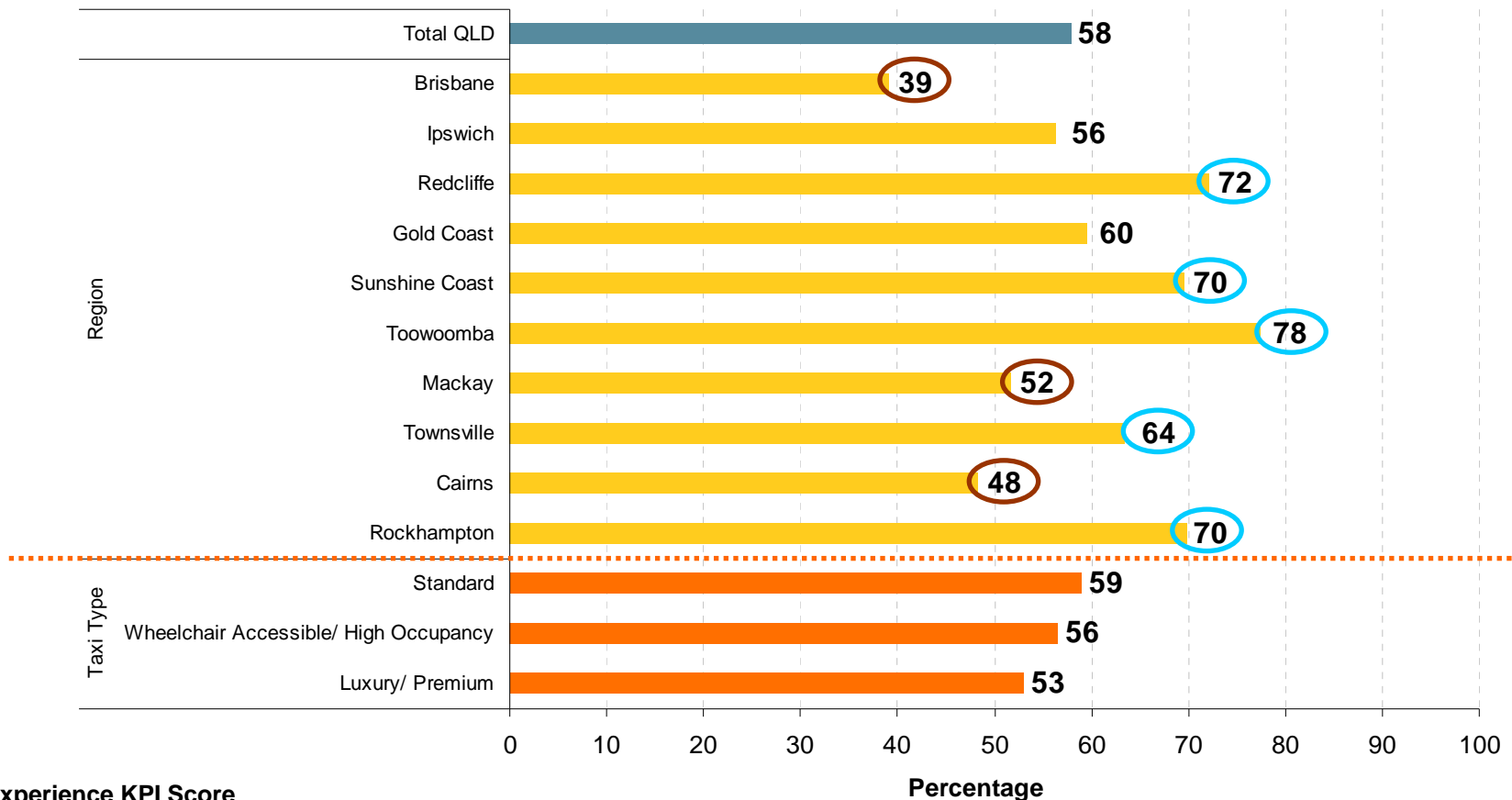
**C5. Driver accepted intended payment method**

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).

## JOURNEY EXPERIENCE

- The KPI score for **journey experience** was 58%. This score may appear low due to the fact that double the weight is given to ratings of “Very satisfactory” than to ratings of “Satisfactory”. Overall 89% of journeys were rated as satisfactory or higher.
- Journey experience KPI scores were significantly lower in Brisbane (39%), Cairns (48%) and Mackay (48%).

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



**Journey Experience KPI Score**

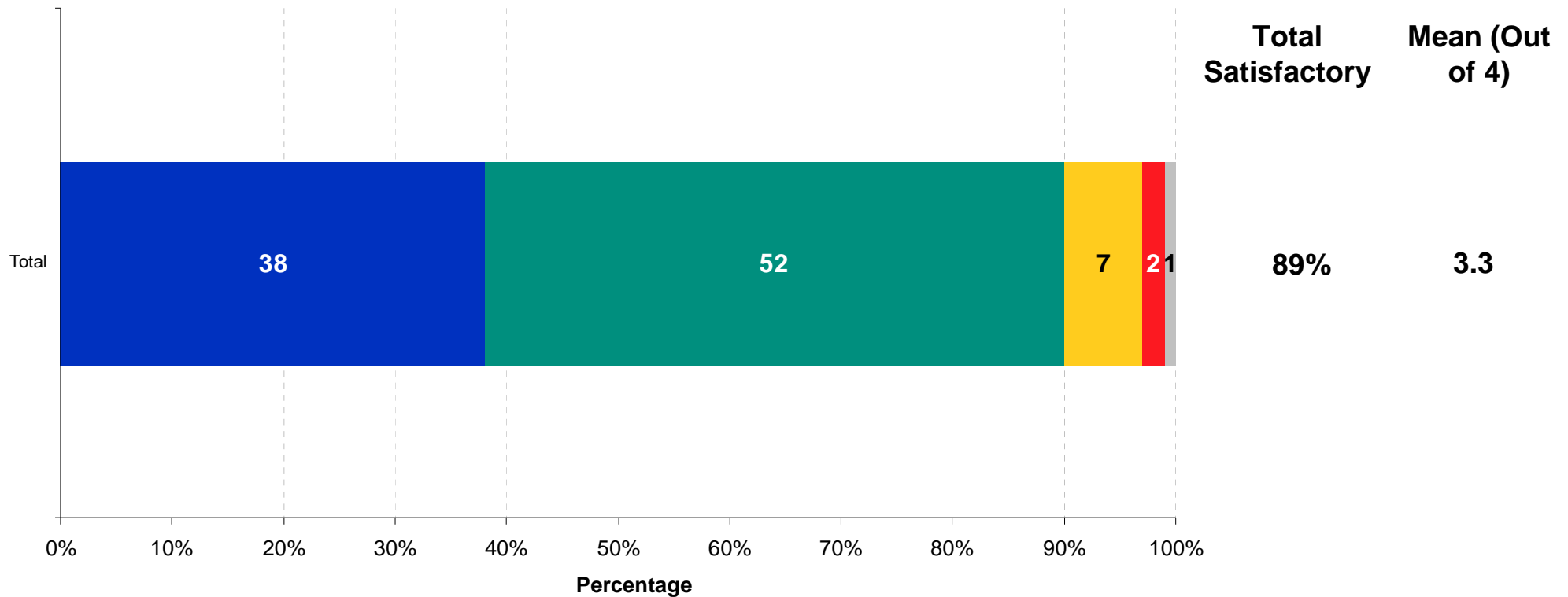
Base: Total QLD (n=1265), Brisbane (n=262), Ipswich (n=102), Redcliffe (n=95), Gold Coast (n=162), Sunshine Coast (n=140), Toowoomba (n=100), Mackay (n=87), Townsville (n=111), Cairns (n=123), Rockhampton (n=83); Standard (n=952), Wheelchair Accessible/ High Occupancy (n=248), Luxury/ Premium (n=33).



## 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



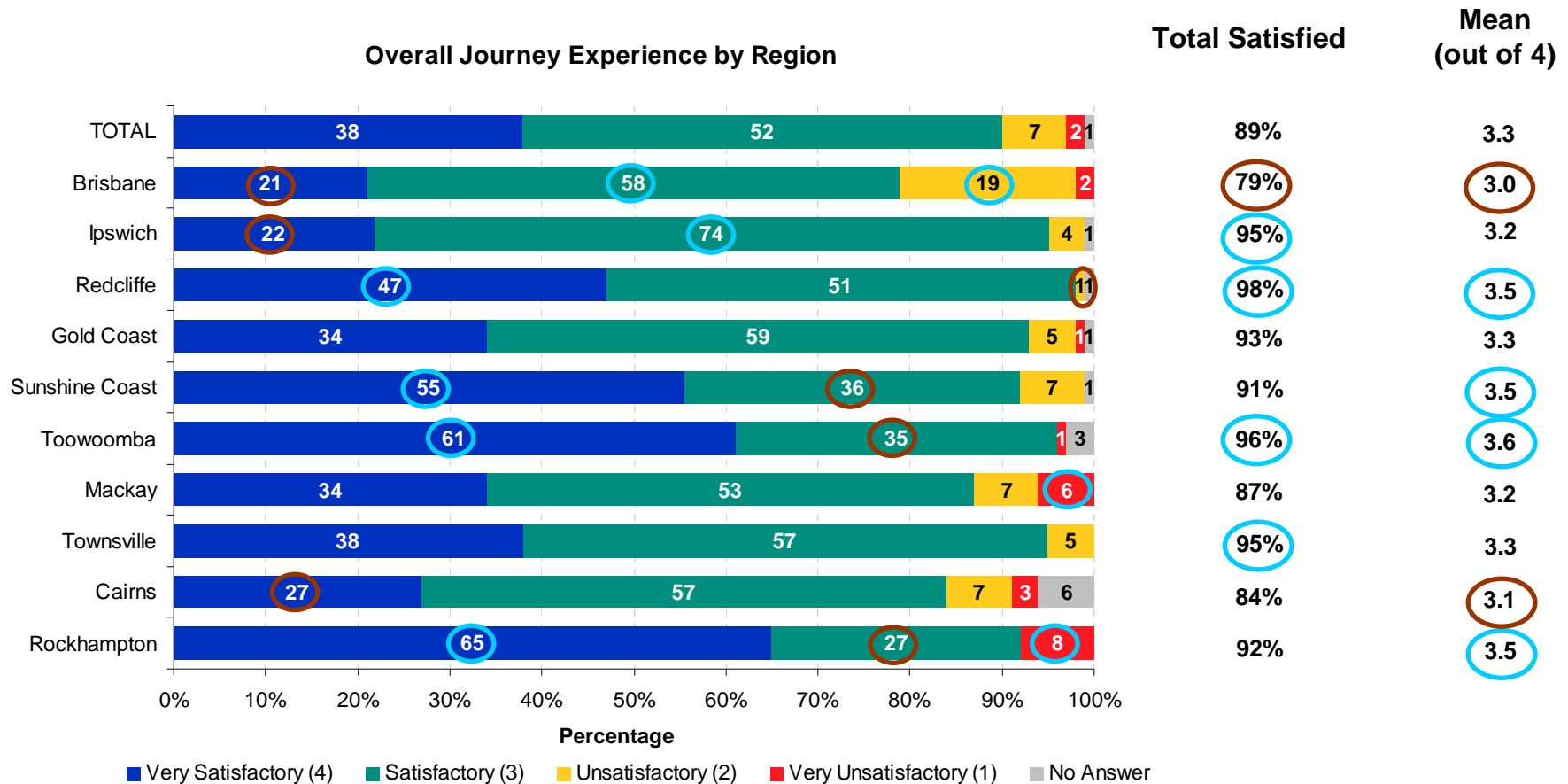
Very Satisfactory (4)   Satisfactory (3)   Unsatisfactory (2)   Very Unsatisfactory (1)   No Answer

**D2. Overall Journey Experience**

Base: Total QLD (n=1265).

## Overall Journey Experience By Region

- For 89% of the journeys evaluated, the passenger indicated that they were satisfied with the trip overall. The mean satisfaction score was 3.3 (where 4 is very satisfactory and 1 is very unsatisfactory).
- The total proportion of satisfied passengers was significantly lower for Brisbane (79%), and significantly higher for Ipswich (95%), Redcliffe (98%), Toowoomba (96%) and Townsville (95%).



### D2.

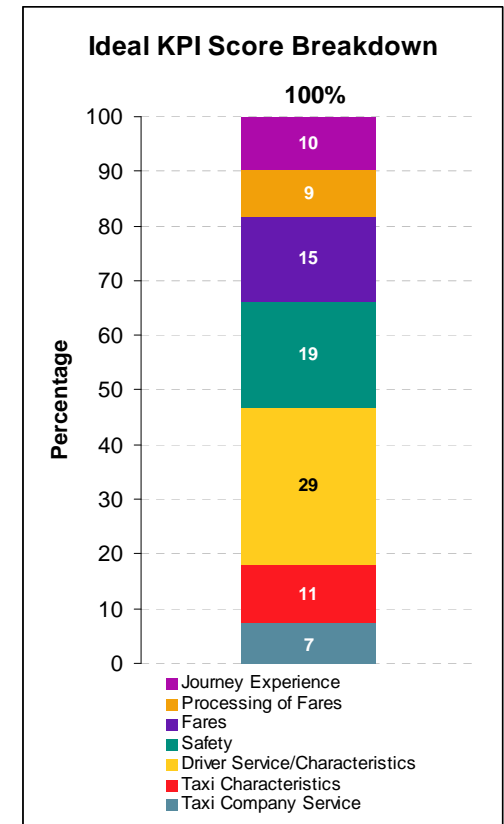
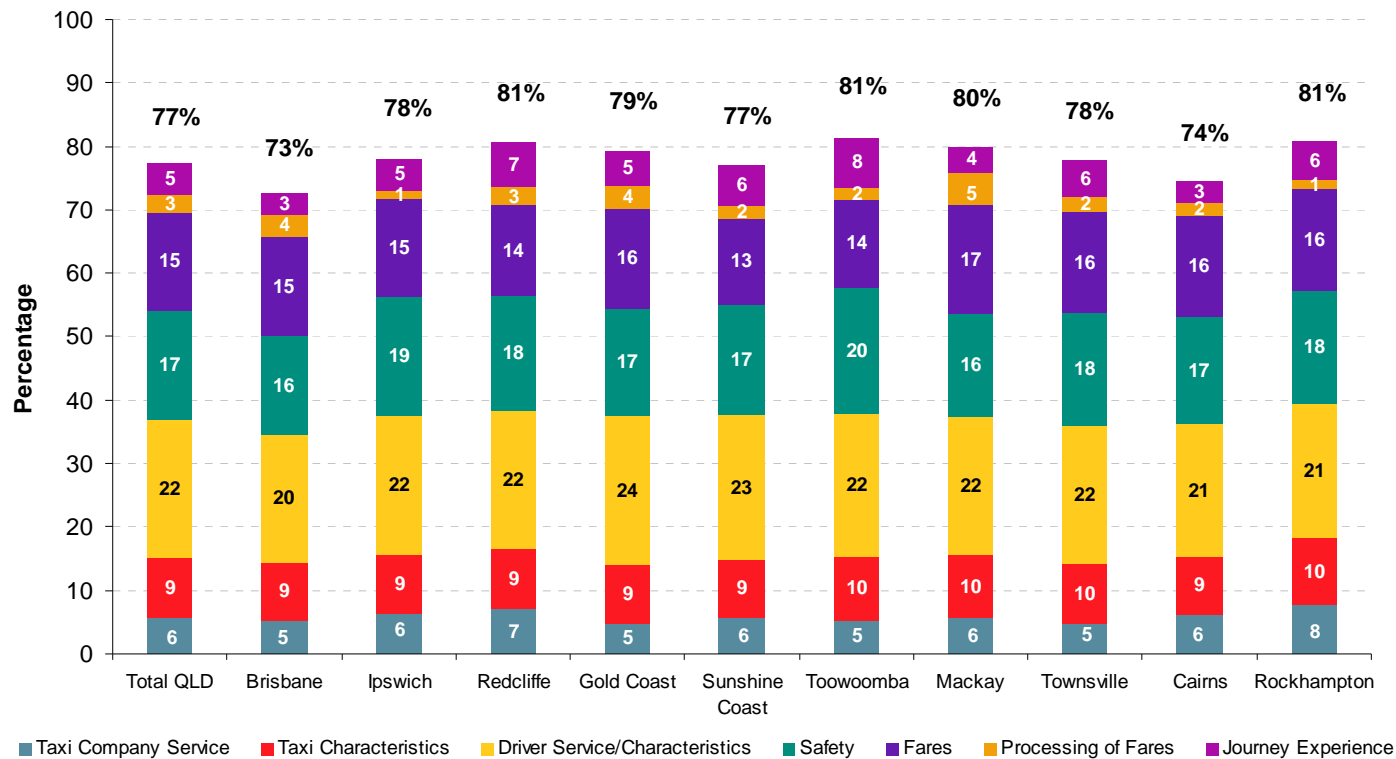
#### Overall journey experience

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).

- 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.

- The graph below shows the contribution of each individual KPI to the Overall KPI score, broken down by region. There were no significant differences in the overall KPI score between regions.
- In general, the areas of service that require improvement when compared to the Ideal KPI score are **Processing of Fares** (achieving 33% of the ideal), **Journey Experience** (achieving 50% of the ideal) and **Driver Service/Characteristics** (achieving 76% of the ideal).

Overall KPI Score Breakdown by Region



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).