

427 respondents accessed the campaign

Step 1:1.00-1:

Q1. How do you describe your gender?

This single response question was answered by 427 respondents.

Response	Number of Respondents	Percentage of Respondents
Male	198	46.37%
Female	225	52.69%
In another way		
Prefer not to say	4	0.94%

Step 1:2.00-1:

Q2. Which age band are you in?

This single response question was answered by 427 respondents.

Response	Number of Respondents	Percentage of Respondents
Under 18		
18 to 24	5	1.17%
25 to 34	32	7.49%
35 to 44	63	14.75%
45 to 54	96	22.48%
55 to 64	112	26.23%
65 and over	119	27.87%

Step 1:3.00-1:

Q3. Which area do you live in?

This single response question was answered by 427 respondents.

Response	Number of Respondents	Percentage of Respondents
Gateshead	254	59.48%
Newcastle	7	1.64%
North Tyneside	4	0.94%
South Tyneside	1	0.23%
Sunderland	25	5.85%
Northumberland	128	29.98%
Durham	2	0.47%
Other	6	1.41%

Step 1:3.01-1:Please tell us where

This open response (Free text) question was answered by 6 respondents.

Response	Number of Respondents
Alnwick	1
Birtley	1
Blyth	1
Hexham	1
Tyne and wear	1
Washington	1

Step 1:4.00-1:

Q4. What is your postcode?

This open response (Free text) question was answered by 427 respondents.

Response	Number of Respondents
Information redacted	

Step 1:5.00-1:

Q5. How often do you use taxis?**This single response question was answered by 421 respondents.**

Response	Number of Respondents	Percentage of Respondents
Every day	9	2.14%
At least weekly	83	19.71%
At least monthly	141	33.49%
Rarely	174	41.33%
I never use taxi services	14	3.33%

Step 1:5.01-1:Please tell us why not**This open response (Free text) question was answered by 14 respondents.**

Response	Number of Respondents
Do not trust them	1
dont need to	1
Household has two cars so no need	1
I do not drive and have always used buses. My wife drives and this is my other mode of transport. My bus pass is a big factor.	1
I don't trust taxi drivers.	1
I drive or walk so have no need to use taxi services.	1
I have my own car	1
I live in a rural area and its just not practical	1
I walk, cycle or use public transport or my own vehicle.	1
no need	1
No requirement	1
Not safe.	1
there is not taxis to use in our area, nearest are in Alnwick so if you need to go short distances it is difficult to get taxis	1
use my car most of the time	1

Step 1:6.00-1:**Q6. Why do you choose to use a taxi? When travelling to/from...****This multiple response question was answered by 400 respondents.**

Response	Number of Respondents	Percentage of Respondents
Work	43	10.75%
Shopping	62	15.50%
Family	49	12.25%
Occasions when consuming alcohol	254	63.50%
Social events	203	50.75%
Airport	202	50.50%
Appointments	98	24.50%
Some other reason	29	7.25%

Step 1:6.01-1:Please tell us what it is**This open response (Free text) question was answered by 29 respondents.**

Response	Number of Respondents
Collecting prescriptions	1
Dropping car for service. Optician appointment.	1
Get child to weekly gymnastics class	1
Hospital Appointments	1
Hospital apptmts as I cant use my car presently	1
Hospital visits	1
if I've missed a bus	1
If my wife has our car and I need to get somewhere promptly	1
If no altetnative	1
Inadequate bus service	1
No Other Transport	1

Not used to area or for connection needs	1
Only when it's not possible to catch a bus	1
Only when no other options available	1
Out at night for a meal with friends.	1
Question doesn't make sense	1
School run	1
To and from local railway station when travelling long distance by train.	1
To get to/from Central Station	1
To train station	1
Travel to and from Central Station	1
Train station	4
Until recently getting back from Newcastle Eagles home games with my photography gear roughly. 3 times a month	1
Volunteer work	1
When car is being serviced etc.	1
When car is unavailable	1

Step 1:7.00-1:

Q7. When using a taxi, would you expect your driver to know key facts about tourist landmarks?

This single response question was answered by 400 respondents.

Response	Number of Respondents	Percentage of Respondents
Yes	164	41%
No	236	59%

Step 1:8.00-1:

Q8. How do you normally access taxi services?

This multiple response question was answered by 400 respondents.

Response	Number of Respondents	Percentage of Respondents
Telephone booking through a taxi company	335	83.75%
Using a taxi company app	126	31.50%
From a taxi rank	91	22.75%
Other	9	2.25%

Step 1:8.01-1:Please tell us how

This open response (Free text) question was answered by 9 respondents.

Response	Number of Respondents
At taxi office	1
Booked through work	1
Contact family members who are taxi drivers	1
Family members are taxi drivers so use them.	1
Flag an Hackney	1
hospital car office	1
Phone a friend who is a taxi driver.	1
Pre-booking when I am passing the taxi office	1
Taxi company website	1

Step 1:9.00-1:

Q9. At what time of day do you usually use a taxi?

This multiple response question was answered by 400 respondents.

Response	Number of Respondents	Percentage of Respondents
Daytime (Before 6pm)	215	53.75%
Evening (After 6pm)	326	81.50%

Step 1:10.00-1:

Q10. Do you usually travel alone or with others?**This multiple response question was answered by 400 respondents.**

Response	Number of Respondents	Percentage of Respondents
Alone	188	47%
With others	301	75.25%

Step 1:11.00-1:**Q11. Have you ever felt unsafe whilst using a taxi?****This multiple response question was answered by 395 respondents.**

Response	Number of Respondents	Percentage of Respondents
Yes, in the daytime	19	4.81%
Yes, in the evening	65	16.46%
No	323	81.77%

Step 1:12.00-1:**If you selected 'Yes' above, please tell us why you felt unsafe and what, if any, actions you took after that****This open response (Free text) question was answered by 73 respondents.**

Response	Number of Respondents
Returning from a night out and I was last to be dropped off and taxi driver went completely wrong way. This was a black cab we'd picked up in Newcastle from then on I've always booked a local taxi firm to come into town and pick us up.	1
the manner of there driving and the way they seem to speed and just cut other vehicles up like buses especially	1
A driver that threatened to kick me out for not paying before reaching my destination	1
Afraid of being in a car with a strange	1
After a night out when drivers from the rank have taken a different route to my usual route. Or when waiting for an ordered taxi random (usually male) from different company offering to undercut ordered taxi. When ordered taxi has taken someone else and had to wait on rank	1
Agressive argumentative driver I was with my young daughter i sent a letter to taxi company who said it was my word against his. They would speak to him	1
Agressive driving	1
As previously stated, every taxi I have ever travelled in has exceeded the speed limit. I therefore avoid using taxis unless absolutely essential	1
Bad driving , didn't use again	1
Don't know who the driver is.	1
Driver didn't seem to know where I was going and wouldn't follow my directions	1
Driver didn't know his way to the address, turning opposite directions as instructed. Reported back to company, not heard anything since. Considering learning to drive myself	1
Driver made me feel threatened to the point I asked him to stop at the Airport.. I got an Airport taxi home	1
Driver made me feel uncomfortable by starting a conversation about sex, I shut the conversation down. No action taken	1
Driver too fast on one occasion and left a roundabout onto oncoming traffic on another. Didn't take any action but didn't use those drivers again	1

Driver took a very round about way to take me home when i'd only just moved to the area, he got annoyed at me when he got lost as I didn't know the way. I had told him no one else had driven this way but he insisted he knew best. I ended up asking him to pull over and got out even though I wasn't home yet and it after my shift had finished at midnight. Tried to report it to but they weren't interested as I didn't have his number. Also had a different driver who was shining a laser in my eyes as I was approaching his vehicle. I didn't bother making a fuss as my shift had just finished at midnight and I just wanted to get home rather than have to wait for another taxi to turn up.	1
Driver was constantly making calls using his hands free set and didn't think he was concentrating on the road	1
Driver was staring and nearly drove opposite direction. Till i shouted at him.	1
Drivers were not aware of the routes to take and therefore made what I consider to be dangerous manoeuvres to get back on track	1
driving too fast	1
Especially when travelling alone, and it's a male driver. As I live out in the countryside, its sometimes a long journey....It's always a relief to get in the door and lock it !!	1
Felt uneasy as a female traveller alone after dropping off others. I tell lies about my job and that I have someone waiting for me at home and get them to drop me off on the next street.	1
Flagged a taxi down after getting lost on my own after night out late at night, he charged me 3 times normal amount to get home as knew I was scared and had no other option but to pay. He was creepy..	1
From all foreign drivers .. can you be sure the person driving carries the licence .. I always ring taxis, don't like to flag taxis down or unknown source	1
General bad driving - speed for example	1
Got into a Hackney and felt unsafe with driver he didn't seem very nice or polite	1
I dropped my mobile phone as I got into the taxi. The driver picked it up and put it in his pocket - saying he would give me it back once he received his fare. I paid my fare but he would not return my phone. He said I had to perform oral sex on him to get it back. I got out without my phone and rang the police. I didn't get his badge number as I was so shaken up so he got away with my phone and his perversion.	1
I go into a taxi from a taxi rank, I felt uneasy with the driver, he kept looking in his mirror at me and then turned the wrong way on the journey. I told him straight away that he had gone in wrong direction, but he chose to ignore me. I quickly text my friend and told them to ring me and act like it was my husband, I answered the phone and was talking normally saying I'd had a good night and wouldn't be long, I made a joke the taxi driver had gone wrong way and mentioned the road we were going along, I kept talking on phone, but directing taxi driver in between back to my house, until I arrived back home to an empty house, but gave the impression my husband was home.	1
I got a taxi from outside & the driver started making perverted comments about me. I felt intimidated but always sit in the back so I felt a bit safer. I didn't take any action because I've seen him at the taxi rank a few times & was scared of seeing him again. I now book a taxi to pick me up from another part of the	1

I have been made to feel very uncomfortable by taxi drivers in the past due to their attitude towards women in taxis alone and the comments they have made about women in general. I didn't take any action as I felt these comments and attitudes were down to cultural differences	1
I use the same company for the majority of my trips	1
It was a private taxi. The driver was foreign and his manner was quite aggressive. His English wasn't very good and I was just relieved to get out.	1
Language barrier	1
Late at night and alone in taxi. Taxi driver took longer, less direct route. (I regularly take a taxi so know the usual route). It did make me very nervous until I recognised surroundings again	1
Many years ago now, had a taxi driver being overly flirty in a creepy way which was intimidating I shrugged it off and got out of the taxi sooner than I would have planned to get out of the situation.	1
Often as soon as the driver realises that you are being taken to a village away from busy places such as their attitude changes towards you. You feel like an inconvenience to them not a fare paying customer.	1
Once used a cab from . Driver asking very personal questions, and ventured off route on way home. I ended up ringing husband just to distract. I also text husband his license number. I now try to book via one company unless I'm Travelling with husband.	1
Only on one occasion, the driver was using his mobile phone whilst driving.	1
Only when using a cab from town	1
poor driving ,going through redlights	1
Poor driving ability i.e. speeding, undertaking etc	1
Poor driving skills	1
Poor driving. Had to tell driver to slow down and not drive as close to vehicle in front.	1
Poor quality driving	1
Poor quality driving.	1
Racist taxi drivers are extremely common. I contact the agency and complain	1
reckless driving - driver had done too long a shift and was nearly falling asleep - husband told him he should go home	1
Reported taxi number.	1
Some drivers can drive erratically, pull out on oncoming vehicles, drive to fast.	1
Some drivers will try to increase price if you have had one to many	1
Sometimes the driving skills can be poor, and some of the taxis look like they are dropping to bits	1
Swore at by driver as I only wanted to go a short distance, but disabled and couldn't do it, reported driver. Have been propositioned by driver.	1
Taking taxi from These drivers do not know where they are going. I always try my preferred taxi company if I can but on this occasion not	1
Taxi Driver didn't know where he was going, he followed a Sat Nav for a journey that was 4 miles from the City Centre. The sat nav address took him to the wrong location, I had to tell him it was wrong he said that is the address I have. It was reported to the company.	1
Taxi driver mad me feel uncomfortable. No actions	1

Taxi drivers some not all are unable to read road signs or speed limits and drive much too fast for the road conditions on mentioning to the drivers he claimed to not understand.	1
The door locked when the car started moving	1
The driver made mistakes whilst driving Was erratic, unpredictable Another time a driver got lost Another time the driver tried to drive down the off slip road against the traffic	1
The driver spoke little to no English, persistently used the incorrect lane on roundabouts, didn't understand where I wanted to go and was unsure how to get there. I have also had occasions where drivers have driven at excessive speed.	1
the erratic driving and speeding	1
The speed the driver was doing and general bad driving	1
The standard of driving was appalling, drove too fast and pulling out in front of other vehicles	1
The taxi driver was too familiar and touchy feely with me therefore I will never travel alone again. Locked in a taxi one night terrified me	1
Traveling from to at speeds much greater than the legal limits	1
Tried to take different route on way home	1
Unsure of the drivers, quite often they are rude or abrupt and don't always go the quickest or most obvious route	1
Using a rank cab. Booked after that.	1
Very poor driving, on more than 1 occasion. Couldn't take any action than try to avoid the same driver in future, but not always possible especially from or .	1
Wheelchair too big for cab so boot door not closed properly.	1
When it's not been a booked taxi, usually after a night out in most drivers do not talk good English and don't understand and can become quite intimidating	1
When travelling alone	1
Woman on her own.	1
Years ago a very wierd driver made me feel unsafe. This was in	1

Step 1:13.00-1:
Q12. If you needed to report a taxi driver for their behaviour, who would you contact?
This multiple response question was answered by 395 respondents.

Response	Number of Respondents	Percentage of Respondents
I don't know	48	12.15%
Taxi company	272	68.86%
Local authority (licensing team)	175	44.30%
Police	136	34.43%
Someone else	2	0.51%

Step 1:13.01-1:Please tell us who
This open response (Free text) question was answered by 2 respondents.

Response	Number of Respondents
If it was serious misbehaviour and a crime I would contact the Police not the taxi company	1
Local authority licensing department	1

Step 1:14.00-1:
Q13. Have you ever had to report a taxi driver for their behaviour?
This single response question was answered by 395 respondents.

Response	Number of Respondents	Percentage of Respondents
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Yes	36	9.11%
No	359	90.89%

Step 1:15.00-1:

If you selected 'Yes' above, please tell us who you contacted and more about your complaint (please do not disclose any personal details)

This open response (Free text) question was answered by 38 respondents.

Response	Number of Respondents
It's difficult being a bloke . I tried reporting it to the Police but never heard anything back.	1
A taxi driver didn't like that the horn had been honked at him for his reckless driving in Newcastle city centre. He got out of his car and came up to the window of my mother and started arguing. I took his number and reported him to	1
A driver complained my journey was too short. I complained to the taxi company but he was self employed.	1
A hackney driver in didn't know where the was. he became aggressive when I asked to see his licence and started calling other drivers to help him!	1
As stated earlier	1
Attitude of the driver. Complaining how taking our fare they would be missing out on other jobs.	1
Complained to taxi company about a poor driver charging more than he normally should and he didn't pay attention and pulled away before 7 seater taxi door was closed also had no change when it came to pay	1
Contacted about a driver who made racist remarks and insisted on holding a conversation full of hate speech about Muslims	1
Contacted taxi company Received no acknowledgement or response.	1
Dangerous driving	1
Details available in Q11. It was a taxi so I contacted , when they failed to provide any effort of helping I reported them to work as we have a contract with them. Work contacted and again they were unhelpful.	1
Direct to taxi company- the driver displayed ignorant behaviour	1
Driving unprofessionally, Going through no entry, bus lanes and using phone whilst driving	1
Hackney driver in , as stated above and reported him to council.	1
I contacted Taxi office to speak with Manager at Taxis regarding a very aggressive driver who was shunting my car with his car pushing it back as i had parked in a taxi bay that was not being used,the whole taxi rank spaces were empty, he drove in front and began screaming abuse at me and pushing car back, i felt very intimidated as was late at night, He then got out of his cab and began screaming at me through my window. I took his number and contacted Manager, who responded back to me 2 days later and told me the guy in question was usually very mild mannered.I told him he needs to do raegular drug tests on his drivers as this one presented as high as a kite off cocaine. Never heard anything after that,	1
I contacted Taxis to make a complaint. I should have contacted far more taxi companies as they're all pretty much as bad as each other.	1
I contacted the local authority on two separate occasions to report two separate drivers for using their mobile phone while driving.	1

I dont know how to	1
I haven't but my daughter and friends experienced an unpleasant and frightening incident. Attempted sexual assault on the last passenger to be dropped off (police were involved)	1
I haven't, but I would have liked to	1
I reported a taxi driver on behalf of my niece for his behaviour when she and her friend were in his taxi. It was inappropriate, he also took them to the and it was on,y thanks to Police who picked them up and took them safely home that they were ok.	1
I should have reported taxi driver but at the time didn't know how to.	1
Local authority who said they had spoken to the driver and there was no evidence - my word against his.	1
Local council and taxi firm	1
Local taxi company quite a while ago (> 1 year) about one of their drivers who was IMHO too old to be driving, drove everywhere at 30mph, even on national limit roads such as A1 / A189, also took the most long tortuous route to get to my destination.	1
Never knew who to contact	1
Poor driving, he struck pedestrian whilst he was crossing the road because driver drove thru red light	1
Racist taxi drivers. They often go on political rants about racial groups they dislike. I contact Thier agency and complain	1
Refused to pick up my wife and I even though it was booked in my name	1
Reported it to taxi company	1
saw a taxi driver using an electric razor while driving, so reported him to police	1
Speeding	1
Taxi company, behaviour as mentioned above, nothing happened	1
Taxi company. Complaint about very unpleasant driver.	1
Taxi drivers getting lost on the outskirts of , unable to find a loaction due to them relying on Sat Navs	1
Taxi head office	1
When taxi turned up at venue driver didn't like one of the ladies that was waiting and drove off left us stranded with no other replacement taxi and had to walk home as no taxi s available for an hour we had a baby sitter we had to get back for	1
Yes, the driver was smoking throughout the whole journey	1

Step 1:16.00-1:

Q14. Thinking about the following list, please rank them in order of how important they are to reassure you that when you get in a taxi your driver has a taxi licence

(Where 1 is 'Most Important' and 4 is 'Least Important')

(Most Important 1)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
Visible licence plate with private hire/hackney licence attached	115	37.10%
Visible ID badge	56	18.06%
The driver works for a taxi company	66	21.29%
Receiving confirmation of the driver (photo) and vehicle type by text or app	73	23.55%

Step 1:16.00-2:

Q14. Thinking about the following list, please rank them in order of how important they are to reassure you that when you get in a taxi your driver has a taxi licence

(Where 1 is 'Most Important' and 4 is 'Least Important')

(Important 2)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
Visible licence plate with private hire/hackney licence attached	81	26.13%
Visible ID badge	105	33.87%
The driver works for a taxi company	77	24.84%
Receiving confirmation of the driver (photo) and vehicle type by text or app	47	15.16%

Step 1:16.00-3:

Q14. Thinking about the following list, please rank them in order of how important they are to reassure you that when you get in a taxi your driver has a taxi licence

(Where 1 is 'Most Important' and 4 is 'Least Important')

(Important 3)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
Visible licence plate with private hire/hackney licence attached	58	18.71%
Visible ID badge	105	33.87%
The driver works for a taxi company	86	27.74%
Receiving confirmation of the driver (photo) and vehicle type by text or app	61	19.68%

Step 1:16.00-4:

Q14. Thinking about the following list, please rank them in order of how important they are to reassure you that when you get in a taxi your driver has a taxi licence

(Where 1 is 'Most Important' and 4 is 'Least Important')

(Least important - 4)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
Visible licence plate with private hire/hackney licence attached	56	18.06%
Visible ID badge	44	14.19%
The driver works for a taxi company	81	26.13%
Receiving confirmation of the driver (photo) and vehicle type by text or app	129	41.61%

Step 1:17.00-1:

Q15. Thinking about the following list, please rank them in order of how important you think they are for your local Council to check when licensing taxi drivers

(Where 1 is 'Most Important' and 4 is 'Least Important')

(Most important 1)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle has been checked to ensure it is safe to drive on the road	109	35.16%
The driver has been checked to ensure they do not hold any criminal convictions	142	45.81%
The driver has never been refused a licence by any other authority before	25	8.06%
There are procedures in place which the driver must adhere to and consequences if they don't	34	10.97%

Step 1:17.00-2:

Q15. Thinking about the following list, please rank them in order of how important you think they are for your local Council to check when licensing taxi drivers

(Where 1 is 'Most Important' and 4 is 'Least Important')

(Important 2)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle has been checked to ensure it is safe to drive on the road	101	32.58%
The driver has been checked to ensure they do not hold any criminal convictions	92	29.68%

The driver has never been refused a licence by any other authority before	79	25.48%
There are procedures in place which the driver must adhere to and consequences if they don't	38	12.26%

Step 1:17.00-3:

Q15. Thinking about the following list, please rank them in order of how important you think they are for your local Council to check when licensing taxi drivers

(Where 1 is 'Most Important' and 4 is 'Least Important')

(Important 3)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle has been checked to ensure it is safe to drive on the road	57	18.39%
The driver has been checked to ensure they do not hold any criminal convictions	45	14.52%
The driver has never been refused a licence by any other authority before	131	42.26%
There are procedures in place which the driver must adhere to and consequences if they don't	77	24.84%

Step 1:17.00-4:

Q15. Thinking about the following list, please rank them in order of how important you think they are for your local Council to check when licensing taxi drivers

(Where 1 is 'Most Important' and 4 is 'Least Important')

(Least important 4)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle has been checked to ensure it is safe to drive on the road	43	13.87%
The driver has been checked to ensure they do not hold any criminal convictions	31	10%
The driver has never been refused a licence by any other authority before	75	24.19%
There are procedures in place which the driver must adhere to and consequences if they don't	161	51.94%

Step 1:18.00-1:

Q16. Thinking about the following list, please rank them in order of how important they are for you when travelling in a taxi

(Where 1 is 'Most Important' and 7 is 'Least Important')

(Most important 1)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle is driven safely and keeps to speed limits	109	35.16%
The driver is licensed and fully DBS checked (Police checked)	170	54.84%
The driver is the same gender as you		
The driver has good knowledge of the area and knows the best way to travel to your destination	11	3.55%
The driver speaks English	18	5.81%
The vehicle has CCTV	1	0.32%
The driver has good personal appearance	1	0.32%

Step 1:18.00-2:

Q16. Thinking about the following list, please rank them in order of how important they are for you when travelling in a taxi

(Where 1 is 'Most Important' and 7 is 'Least Important')

(Important 2)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle is driven safely and keeps to speed limits	122	39.35%
The driver is licensed and fully DBS checked (Police checked)	93	30%

The driver is the same gender as you	2	0.65%
The driver has good knowledge of the area and knows the best way to travel to your destination	36	11.61%
The driver speaks English	36	11.61%
The vehicle has CCTV	18	5.81%
The driver has good personal appearance	3	0.97%

Step 1:18.00-3:

Q16. Thinking about the following list, please rank them in order of how important they are for you when travelling in a taxi (Where 1 is 'Most Important' and 7 is 'Least Important')

(Important 3)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle is driven safely and keeps to speed limits	32	10.32%
The driver is licensed and fully DBS checked (Police checked)	25	8.06%
The driver is the same gender as you	10	3.23%
The driver has good knowledge of the area and knows the best way to travel to your destination	108	34.84%
The driver speaks English	80	25.81%
The vehicle has CCTV	35	11.29%
The driver has good personal appearance	20	6.45%

Step 1:18.00-4:

Q16. Thinking about the following list, please rank them in order of how important they are for you when travelling in a taxi (Where 1 is 'Most Important' and 7 is 'Least Important')

(Important 4)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle is driven safely and keeps to speed limits	26	8.39%
The driver is licensed and fully DBS checked (Police checked)	12	3.87%
The driver is the same gender as you	5	1.61%
The driver has good knowledge of the area and knows the best way to travel to your destination	74	23.87%
The driver speaks English	77	24.84%
The vehicle has CCTV	70	22.58%
The driver has good personal appearance	46	14.84%

Step 1:18.00-5:

Q16. Thinking about the following list, please rank them in order of how important they are for you when travelling in a taxi (Where 1 is 'Most Important' and 7 is 'Least Important')

(Important 5)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle is driven safely and keeps to speed limits	15	4.84%
The driver is licensed and fully DBS checked (Police checked)	5	1.61%
The driver is the same gender as you	15	4.84%
The driver has good knowledge of the area and knows the best way to travel to your destination	45	14.52%
The driver speaks English	50	16.13%
The vehicle has CCTV	82	26.45%
The driver has good personal appearance	98	31.61%

Step 1:18.00-6:

Q16. Thinking about the following list, please rank them in order of how important they are for you when travelling in a taxi (Where 1 is 'Most Important' and 7 is 'Least Important')

(Important 6)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle is driven safely and keeps to speed limits	5	1.61%
The driver is licensed and fully DBS checked (Police checked)	3	0.97%
The driver is the same gender as you	37	11.94%
The driver has good knowledge of the area and knows the best way to travel to your destination	31	10%
The driver speaks English	44	14.19%
The vehicle has CCTV	83	26.77%
The driver has good personal appearance	107	34.52%

Step 1:18.00-7:

Q16. Thinking about the following list, please rank them in order of how important they are for you when travelling in a taxi (Where 1 is 'Most Important' and 7 is 'Least Important') (Least important 7)

This single response question was answered by 310 respondents.

Response	Number of Respondents	Percentage of Respondents
The vehicle is driven safely and keeps to speed limits	1	0.32%
The driver is licensed and fully DBS checked (Police checked)	2	0.65%
The driver is the same gender as you	241	77.74%
The driver has good knowledge of the area and knows the best way to travel to your destination	5	1.61%
The driver speaks English	5	1.61%
The vehicle has CCTV	21	6.77%
The driver has good personal appearance	35	11.29%

Step 1:19.00-1:

Q17. If you think there are any other important issues that are not included in the lists above, or you would like to tell us more about what you view as priorities, please tell us below

This open response (Free text) question was answered by 63 respondents.

Response	Number of Respondents
Accessibility awareness. For wheelchair users. Pet friendly cabs Better development of taxi apps to include options to be able to assign the best vehicle and driver match to customer.	1
all taxis drive like they own the road.	1
Although drivers do not use their phones whilst driving sometimes they answer them by putting them on loud speaker and they feel this is ok. I do not know whether this is lawful or not but they cannot concentrate if doing so. Taxi ranks should also have good robust policies in place to deal with complaints and any suspicions they have re safeguarding and trafficking etc.	1
As a motorist as well as a taxi user, I think taxi drivers should obey the rules of the road specifically at night. and the car park at the are made very difficult for normal motorists due to the way taxi drivers flout the laws.	1
Being able to take disabled passengers in wheelchairs	1
better information on how to report a driver and not just to the company etc	1
Cleanliness of the car.	1
Correct fare charged. Clear indication of fare required.	1
Driver doesn't smoke in the car, or has smoked in the car, as you stink when you go into a meeting, also ability to take a card payment is pretty important, not everyone carries cash, also confirms the cost approximately before getting in, previous journey cost Â£7 one taxi driver wanted to charge me Â£40 for the same journey, I ended up walking which wasn't very safe, but the difference was too much....	1

Driver has disability awareness training as standard.	1
Drivers should not sit in the cab smoking when waiting. I don't want to smell cigs when I get in.	1
For Q14 I put the fourth option last as I do not have a smart phone. If I did have a smart phone I would have put the fourth option in second place.	1
Higher profile the better. I took a taxi in where the driver had a colour photocopy of his taxi licence in the front window so you could easily see it from the outside. I thought it's a very simple but effective idea and gave me reassurance when traveling.	1
How can a driver that is licensed in work for a company that has its operators licence in ? And vice versa, itâ€™s not right, that local authority has no knowledge or control over that driver, and more times than not that driver has no knowledge of the area he is unlicensed to operate in.	1
I actually think ALL of these statements in each section are equally important	1
I always book local taxis . I always book over the phone via their office so that it is on thr books. If i use a taxi thst is not pre booked and i am alone, i usually text or ring my husband to advise him i am in the taxi and an estimated arrival time	1
I believe it is essential to ensure for any taxi service contracts awarded (e.g. airports, train stations) taxi drivers employed (either directly or as contractors) of the organisation holding the contract take home at least the minimum wage and preferably the living wage to protect them against excessive charges to access locations granted a licence.	1
I found Q15 and 16 quite difficult to rank as some I consider to have equal ranking. The ranking for the criminal conviction point comes with the caveat that it would depend on the seriousness of the conviction for instance I would not want to be in a taxi where the driver has a sexual assault type conviction.	1
I have given my views on speeding drivers which puts me off using taxis. If I do use a taxi I book based on recommendations from friends	1
I have never had a female taxi driver. I don't think taxi drivers are very safe from assault or theft by their customers either. I think audio recorded CCTV in taxis should be mandatory.	1
I think taxis should be fitted with "black boxes" to monitor driving standards such as speeding	1
I travel with my elderly mother but if I'm not there it is good for taxi drivers to help her in and out of the car and with bags.	1
I would like some way to report drivers that isn't dependent upon knowing their badge number. There must be someway of tracking who had what fare and identify them from that.	1
I'd rather not hear certain types of music and I don't want to hear prejudiced opinions	1
ID should be visible with number showing checks had been made by LA this should mandatory for all taxis including .	1
If I order a taxi in I would expect a taxi licensed in who knows the local area and not a taxi licensed in a or . I feel safer getting a taxi who works for a firm and not a hackney carriage.	1
In my experience, taxis and are excellent. Good quality service and efficient booking processes. taxis are far less professional.	1

Just one point primarily for . When a vehicle is licensed for private hire only, the driver is obviously breaking the license conditions if the vehicle can be (crucially) "deemed" to be plying for hire. I am familiar with the relevant legislation, and, correct me if I'm wrong, but unless the legislation itself has changed significantly within the last decade, a queue of PRIVATE HIRE vehicles "ranked" up at the bus station , (a place without a booking office), many miles from their booking office and, at the time of first joining the queue, are without specified named customers, the drivers are operating well outside of their license conditions, and without insurance.	1
Measures to ensure women feel safe travelling alone.. regular checks by council that drivers are licences and not sharing licences, monitored more closely (this is not a racist comment) they don't all have the same moral code.	1
Most of these options are equally important to rank them individually is probably unfair to taxi users, The list of charges being prominently displayed in the front and rear of the taxi is important as should details of who to contact should you have a need to raise an issue. Having a visible working sat nav system should the driver not know the destination is also important the car should be cleaned regularly and should be a non smoking vehicle if the driver smokes they should leave the vehicle to do so.	1
My journey is 12miles (19.3km) into the remote countryside after my workshift finishes at 21.00 pm, because the last direct bus is at 19.10 pm, and the last bus which gets me to the next village, from where I have to walk 4 miles (6.5 km), is at 20.20 pm. I have to use a taxi up to 3 evenings per week. Because of the remote journey in the dark, the most important thing to me is that the taxi driver is known to me, or at least to the local company which I use, and the second is that they know where they are going. ABOVE ALL, I DON'T WANT A SITUATION WHERE THE LOCAL COMPANY IS FORCED OUT OF BUSINESS BY A BIGGER COMPANY WHICH IS NOT BASED LOCALLY, AND I END UP WITH TAXI DRIVERS WHO ARE NOT KNOWN TO ME AND WHO DO NOT KNOW THE AREA. MY LOCAL TAXI COMPANY IS VERY PRECIOUS AND ESSENTIAL TO ME.	1
No	1
None	3
Personal hygiene. driver sober and not high!	1
Prefer driver to be polite and friendly especially if travelling alone	1
Safeguarding training, especially re sexual exploitation	1
Safety is paramount. There are some companies I would not travel with because the cars / drivers seem unsafe	1
Safety of the vehicle itself within top 3	1
Some taxis are not very clean, and / or smell Some are too reliant on using electronic devices to find addresses Who do you complain to if there is a problem?	1
Taxi drivers seem to take road rules different to everyone else, I see them speeding every day and undertaking traffic at speed in bus lanes, parking in the middle of the road holding up traffic, doing u-turns in the road holding up traffic,	1
Taxi should be able to use all bus lanes and would reduce congestion	1
Taxi should be clean	1
The above are all important so very hard to rank	1
The council need to ensure that taxis have priority on roads to make travel easier, there's no reason why they can't use ALL bus lanes at all times.	1

The driver does not use bad language. The driver does not choose the pretty route instead of the shortest route.	1
The driver is courteous and polite and agreeable. It is crucial as a disabled person that they help me with my bag and briefcase. By doing so makes for a more comfortable journey for me!	1
The driver is fully able bodied. Once got a taxi from arriving on from with luggage and only taxi at the rank the driver only had one arm. No problem with his driving but my husband had to lift luggage into boot. If I'd been on my own I would have had to wait for another taxi. Also the man had odd vision, he used a magnifying glass to check the destination but assured us he could see ok to drive. Another occasion, with the same taxi firm, the driver swore (4 letter words) and called the firm owners paedophiles! Highly inappropriate. Didn't complain as we would have been identified. Both these journeys made us feel very uncomfortable. Drivers need to be respectful and fully aware of the areas they are driving around. Have avoided this taxi company since these two episodes.	1
The driver is on time	1
The driver is sober!	1
The driver makes no calls while carrying a passenger	1
The driver's badge should be on display and name badge number sent to you when booking	1
The order probably varies depending on whether I'm using a taxi firm I know, local to me or whether I'm in another town where I don't know the firms or the area.	1
The taxi itself. Often when I used to use taxis a lot, the cab had a smell of smoke and it was obvious the driver had been smoking in there. This should not be allowed as the smell is awful.	1
The taxi should be clean, well maintained and fragrant	1
They do not smoke	1
They should not lock you in the car, that's really scary. Some black cabs do that automatically - I try to avoid them if I see them on a rank.	1
This : "The driver is the same gender as you" is not correct. It should read "The driver is the same sex as you". Gender is a social construct and sex is a protected characteristic under legislation and should be used as such. Please adhere to the law.	1
Vehicle need to be have licenses clearly displayed. Top signs only if Hackney.	1
Vehicles should be clean inside and out The upholstery should be in good condition and the belts easy to use (especially for all rear seats).	1
Vehicles which are "disabled friendly "	1
Yes. I think the current licensing for taxis from the and are unfair, possibly discriminatory and certainly bad for the region's image - tourists arriving in should not be hit with such high taxi fares and limited choice of accessible taxi companies. In both cases, and , the taxis from the ranks charge anything up to double the fare that a local private hire company and/or charges for the same journey. For example a journey from my house to the normally registers a metered fare of around £18 (my local companies do a fixed fare of £16) but for the return journey I've been charged anything up to £36 by Taxis. Also the charge for pickup and drop off is a disgrace frankly, and the current routing of traffic around is a joke. and the should stop this short-term greed in favour of attracting more passengers through their facilities. I would take my own car and park at these two facilities, but again the parking charges are astronomical.	1

Step 1:20.00-1:

If you would like to be entered into our prize draw to win a £20 shopping voucher, please provide your name and email address below
This open response (Free text) question was answered by 226 respondents.

Response

Number of Respondents

Information redacted