

Technical Note and Method Statement

Project	Southampton Taxi and Private Hire Safety Consultation	Date	26 th July 2011
Note	Public Attitude Survey Results	Ref	GTXSOU000
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1 *Introduction*

1.1 Halcrow were commissioned by Southampton City Council to undertake consultation with members of the public across Southampton to obtain their views as to a number of issues surrounding the use of taxis and private hire vehicles in Southampton.

2 *Methodology*

2.1 Halcrow developed a questionnaire in line with the requirements of the study. The survey was designed alongside a briefing guide to ensure the surveyors were fully aware of the requirements of the survey.

2.2 The surveyors were fully briefed and were set a socio – demographic quota in order to ensure that a representative sample of people undertook the consultation.

2.3 The surveyors stood in a range of locations across Southampton and undertook the survey between the hours of 9am and 10pm during June 2011.

2.4 People taking part in the survey were also asked for their contact details. A sample of these details was checked to ensure the validity of the data. A copy of the survey is appended to this statement.

3 *Survey Administration and Sample Selection*

3.1 Some 397 on-street public attitude surveys were carried out in June 2011. The surveys were conducted during the daytime and nighttime across a range of locations within Southampton. A quota was followed so that the survey reflected the age and gender characteristics of the local community. This in turn, ensured that broadly representative results were obtained. The age and gender samples are given in Table 1 below.

3.2 The age and gender samples are shown in Table 1 along with the actual turn-out figures.

Table 1 - Target and Actual Samples for Interview Surveys by Age and Gender

Category	Target Quota		Actual Quota	
	Frequency	Percent	Frequency	Percent
16-34	170	42.5	140	36.2
35-64	160	40.0	154	39.8
65+	70	17.5	93	24.0
Total	400	100.0	387	100.0
Male	199	49.75	183	47.3
Female	201	50.25	204	52.7
Total	400	100.0	387	100.0

3.3 As can be seen in Table 1, the survey provides a slight over representation of the over 65 age category and a slight under representation of the 16-34 age category who took part in the survey.

3.4 The respondents were asked to give their economic status. The results are displayed in Table 2 below.

Table 2 - Economic Status

	Frequency	Percent
Full-time Employed	95	26.2
Part-time Employed	70	19.3
Unemployed	29	8.0
Student/Pupil	56	15.4
Retired	98	27.0
Housewife/Husband	9	2.5
Other	6	1.7
Total	363	100.0

3.5 Respondents were asked to specify their residency. The results are shown in Table 3.

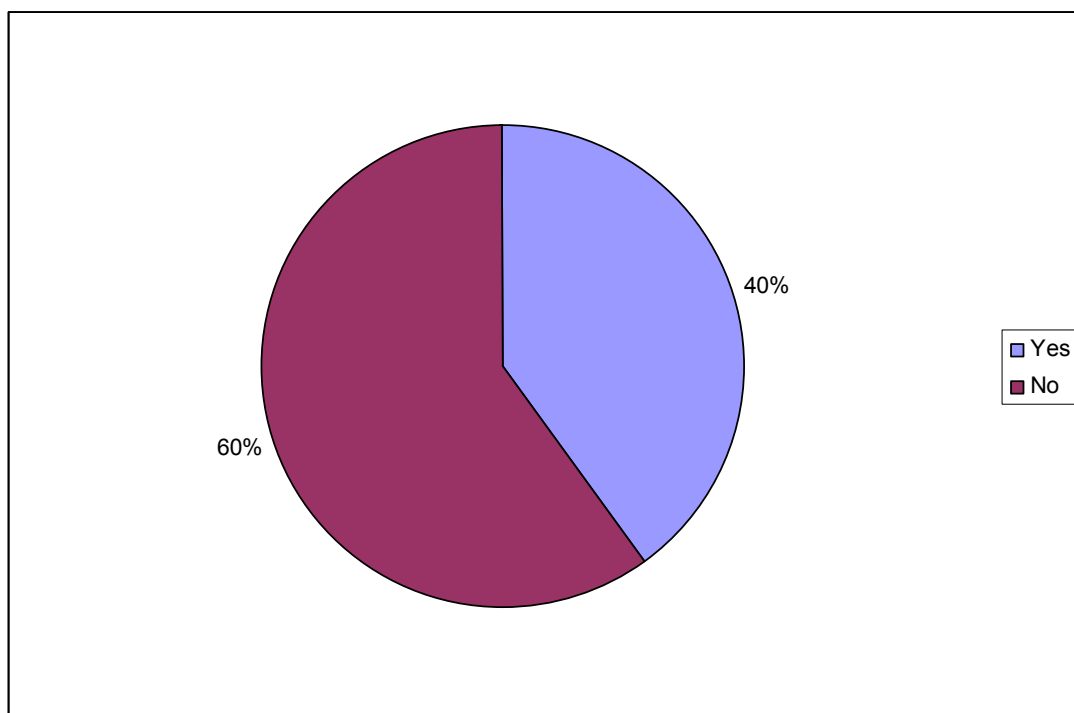
Table 3 - Residency

	Frequency	Percent
Permanent Resident	319	87.4
Visitor	23	6.3
Tourist	4	1.1
University Student	19	5.2
Total	365	100.0

4 Service Use

4.1 Respondents were asked whether or not they use taxi or private hire services in Southampton. The results are shown in Figure 1 below.

Figure 1 Do you use taxis or private hire vehicles in Southampton?



4.2 The results show that some 60% of respondents do not use taxi or private hire services in Southampton. Respondents were asked to provide subsequent reasons for their lack of use. The most common responses included;

- *I use the bus (20.6%);*
- *Taxis are too expensive (16.4%);*
- *I have access to a car and so don't need to use taxis (20.2%);*
- *I don't need to use taxis (17.6%);*
- *No need.*

4.3 Those respondents who do use taxis were subsequently asked when they typically use taxis the most. The results in table 5 identify that 43.6% of respondents generally use taxis during the night time period.

Table 5 - When do you use taxi and private hire vehicles?

Trip Type	Frequency	Percent
Daytime	38	24.4
Evening	50	32.1
Night time	68	43.6
Total	156	100.0

4.4 Respondents were then asked whether they feel safe when they use taxis and private hire vehicles in Southampton. . Table 6 below shows the results by time of hire. It can be seen that the majority of respondents felt safe using taxis regardless of what time they made their journey (80.5%). Safety was perceived highest for hiring's during the daytime with some 89.5% of respondents commenting that they feel safe. For hiring's during the night time periods, some 66.2% stated that they feel safe, whilst a further 20.6% of respondents commented that they feel safe some of the time. Some 7.4% of those hiring a taxi or private hire vehicle at night stated that they did not feel safe.

Table 6 – Do you feel safe when travelling in taxis and private hire vehicles in Southampton?

Time	Yes		No		Sometimes	
	Freq	%	Freq	%	Freq	%
Daytime	34	89.5	1	2.6	1	2.6
Evening	41	82.0	1	2.0	6	12.0
Night time	45	66.2	5	7.4	14	20.6
Total	120	80.5	7	4.7	21	14.1

4.5 Those who commented that they do not feel safe were subsequently asked why, the most common responses included;

- *Lack of trust for the driver;*
- *Fear of harassment;*
- *Nervous if drivers do not speak good English; and*
- *Do not feel safe unless it is a pre booked vehicle*

4.6 When asked what would make respondents feel safer using taxis the following comments were received;

- *Knowing that the taxi is licensed (10.9%);*
- *CCTV in the vehicles (10.9%);*
- *Travelling with friends or family (7.8%);*
- *More stringent checks on drivers (2.2%);*
- *Display of ID in vehicles (8.9%);*
- *More female drivers (5.6%);*
- *Drivers with good English (2.2%);*
- *Improved customer relations (7.8%);*
- *Proof that CCTV works (2.2%); and*
- *Nothing , I already feel safe (21.1%)*

4.7 Respondents were advised that Southampton Taxi Licensing Department requires all taxis and private hire vehicles to be fitted with fixed cameras that record digital images for public safety. The survey found that some 89.6% of respondents agreed with this policy. A breakdown of the results is provided in table 7.

Table 7 - Satisfaction with CCTV policy

CCTV Policy	Frequency	Percent
Yes	345	89.6
No	40	10.4
Total	385	100.0

4.8 Those respondents who did agree with the policy provided a number of reasons. The results in table 8 show that 21.2% of responses felt that CCTV in vehicles would improve general

safety and security whilst using taxis and private hire services whilst a further 13.5% felt that it would help to protect the driver and 12.1% thought that CCTV would protect the passenger.

Table 8 – Reasons why CCTV in taxis and private hire vehicles is beneficial

	Frequency	Percent
Protects the driver	50	13.5
Protects the passenger	45	12.1
Reduces / prevents crime	29	7.8
Tracks events (evidence)	35	9.4
Enhanced safety and security	79	21.2
Total	372	-

4.9

Those respondents who did not agree with the policy were asked what they would like to see introduced as a means of improving public safety when travelling in taxis or private hire vehicles. The most common responses included;

- *CCTV is an invasion of privacy;*
- *You feel safe if you use companies you trust;*
- *Drivers should report in whenever they pick up a passenger;*
- *Never felt unsafe in taxis;*
- *Too much surveillance these days;*
- *There is enough CCTV already; and*
- *The system should be left as it is.*