Annual Survey of Point to Point Transport Use 2024

17 December 2024

Since 2012, IPART has annually surveyed NSW residents about their use and perceptions of taxis and other forms of point to point transport, such as rideshare and other hire vehicles. This information paper sets out some of the key findings of our survey conducted between July and October 2024. The full 2024 survey report is available here.

Background

We undertook the survey during 2024 using a refreshed methodology which split out taxi usage into rank and hail and booked services. Prior to this year, the survey content and methodology remained consistent since 2018. Due to the change in methodology, the results from this year's survey are not completely comparable with the data from previous years.

We asked about different point to point transport services:

A **taxi** is a vehicle marked with a TAXI sign on its roof. Taxis can take booked passengers and passengers who hail them on the street or at a taxi rank.

A **hire vehicle** service provides a vehicle with a driver to transport passengers from one point to another for a fare. A hire vehicle can only take booked passengers. We asked about rideshare in particular.

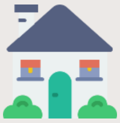
- **Rideshare** includes services such as Uber, Ola and Didi.
- **Limousines and other hire vehicles** include other booked transport services with a vehicle and driver

IPART acknowledges the Traditional Custodians of the lands where we work and live. We pay respect to Elders both past and present. We recognise the unique cultural and spiritual relationship and celebrate the contributions of First Nations peoples.

We surveyed over 2500 people across NSW

Three independent samples were obtained from surveying 2,587 people from three categories of geographical regions. The samples were collected to meet demographic quotas and to match ABS population proportions.

Sydney
Greater Sydney



Other Urban
Central Coast, Illawarra-Shoalhaven, Newcastle and Lower Hunter

Regional and rural NSW
Areas outside of Sydney and other urban centres

Key findings

- The overall use of point to point transport in 2024 is similar to 2023 and has returned to pre–COVID-19 figures.
- Rideshare continues to be more popular than taxis in Sydney, and generally similar to taxis in all but the most regional areas outside Sydney.
- Overall, point to point trip satisfaction remains high, similar to previous years' results.
- Rideshare is generally perceived more positively than taxis in terms of service and value satisfaction. However, respondents had slightly greater confidence in taxis to provide the services they needed, especially outside of Sydney.
- Although relative satisfaction with service levels of taxis are more consistent than rideshare, more rideshare users classify themselves as regular customers.
- Reported taxi fares were higher in Sydney than in all other regions, but rideshare fares had less variation across locations, consistent with findings in previous years.

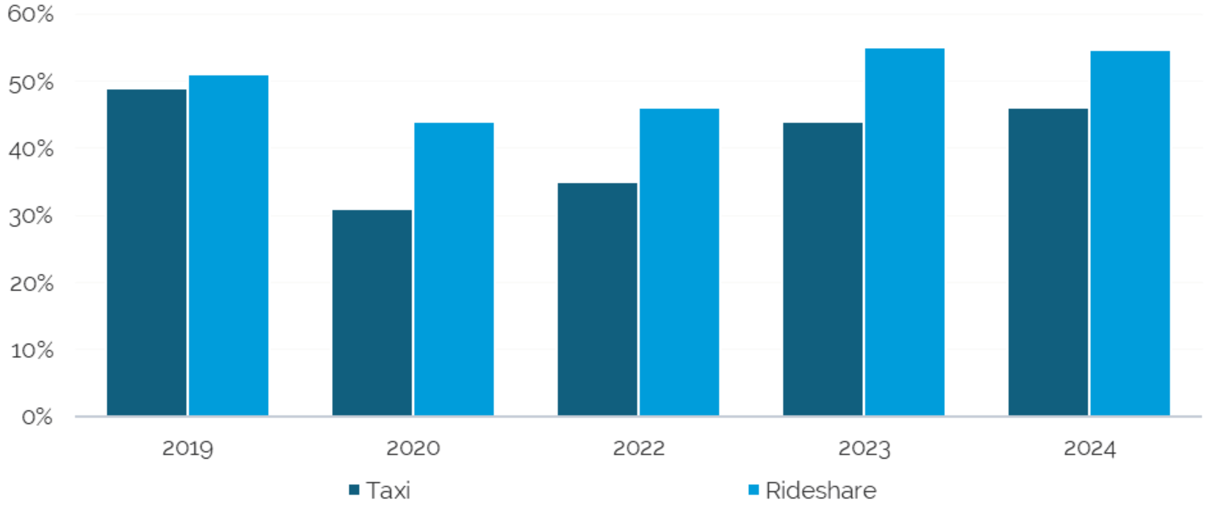
Point to point transport use has recovered to pre-COVID levels

In our 2020 and 2022 surveys, we found that use of point to point transport services significantly declined due to COVID-19. This decline was also seen in the use of other types of transport including public transport.

Reported taxi use in 2024 is similar to usage in 2023. 46% of Sydney respondents reported using a taxi in the past 6 months compared to the 44% overall taxi usage reported in 2023, nearing the 49% seen in 2019, pre-COVID.

Rideshare has remained steady with 55% of Sydney respondents reporting rideshare use in the past 6 months, the same as in 2023 and exceeding the 51% usage reported in 2019. Rideshare is most common in the Eastern Harbour City (South) region, which contains the Sydney CBD, with 65% of respondents reporting use in the same time period.

Figure 1 Point to point transport usage in Sydney since 2019



Note: We did not conduct a survey in 2021 due to COVID-19 lockdown impacts on transport.
Source: ORIMA 2024 Point to Point Transport Survey

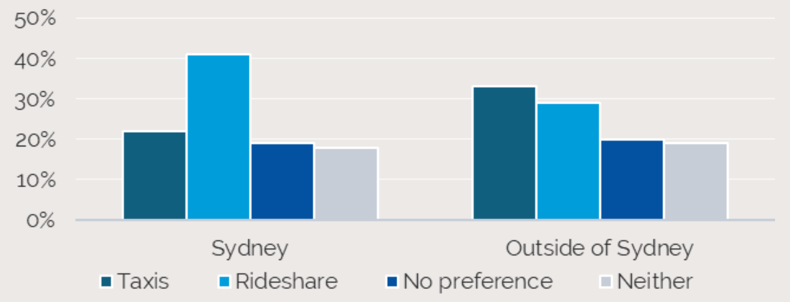
Overall taxi usage has increased in popularity outside Sydney, with 43% of respondents reporting that they used a taxi in the past 6 months in 2024, up from 34% in 2023. This now exceeds the pre-COVID level of 38%.

Rideshare usage in the Other Urban areas has increased from 30% in 2023 to 42% in 2024, well beyond the 29% seen in 2019. This is similar to the rest of NSW, with 31% of respondents in regional NSW using rideshare in the past 6 months, compared to 14% in 2019 and 19% in 2023. Overall, rideshare is much more common in the Illawarra-Shoalhaven, Central Coast, and Lower Hunter & Greater Newcastle regions compared to other regional areas.

Throughout the years the survey has been conducted, rideshare has had an overall increase in usage in Other Urban zone and the rest of regional NSW. Rideshare has already reached maturity in Sydney but is still an emerging service in the rest of NSW.

Rideshare is the preferred service in Sydney, whereas taxis are generally preferred outside of Sydney

Preferred transport options



Across all the regions, people who use rideshare services continue to do so more frequently than those who use taxis or other hire vehicles. Overall, 64% of respondents who reported using a rideshare service said they would use it at least monthly compared to 51% of taxi users booking a taxi and 50% using a rank and hail service at least monthly.

Rank and hail is most common in Sydney, but booked taxi services are more popular across NSW

In all areas surveyed outside Sydney, booked taxi services were more popular than rank and hail services. This trend was most prominent in regional towns, with 41% of respondents using a booked service in the past 6 months compared to 29% using a rank and hail service.

Rank and hail was more popular in the Sydney metro region, with 36% of Sydney respondents reporting using a service in the past 6 months, equal to the proportion who used a booked taxi service. The Eastern Harbour City (South) region, which contains the CBD, had the highest proportion of passengers who used a rank and hail taxi, with 40% of respondents reporting use within the last 6 months.

For passengers who caught a taxi from a rank, most were able to access one quickly, with 53% waiting less than 5 minutes. Passengers who hailed a taxi tended to wait longer in comparison, with 34% reporting that they waited for under 5 minutes. Wait times were slightly longer for passengers who used booked services compared to both rank and hail, with 18% waiting for less than 5 minutes and 43% waiting between 5 and 10 minutes.

Average fares in Sydney are higher than in other regions

Consistent with previous years, more respondents perceived taxis as being of poorer value compared to rideshare. This is supported by last-trip data. The survey results show that median reported taxi fares were higher than rideshare fares across NSW. The median taxi fare in Sydney stayed the same as last year while the median rideshare fare increased by $4.

$42

Median taxi fare in Sydney

$30

Median rideshare fare in Sydney
(up from $26 in 2023)

VS

$26

Median taxi fare outside Sydney
(up from $20-22 in 2023)

$23

Median rideshare fare
outside Sydney

Based on last-trip data, rideshare users are typically more satisfied with the fare they paid for their last trip compared to taxi users.

People with disability have more difficulty accessing services and experience lower service quality

Out of the 2,587 people who were surveyed, 8% reported having a physical disability. People with disabilities significantly preferred taxis over rideshare and used both types of services at a greater rate than people without physical disabilities.

Survey data shows that people with disability tend to use point to point transport services for essential travel, such as work, appointments and shopping, compared to the general population who are more likely to use taxis or rideshare for recreation.

Most respondents who reported having a physical disability used a taxi for their last trip. Overall, people with disabilities reported higher levels of waiting time and greater dissatisfaction in terms of their wait.

Usage patterns and customer satisfaction remains stable

Methods of obtaining point to point transport services have been stable, although internet and app bookings are becoming more prevalent in Sydney compared to the rest of NSW.

Work and socialising/recreation were the main reasons for using point to point transport services. Almost half (48%) of rideshare users cited recreation as their main reason for using the service, compared to 28% for taxis.

For both taxis and rideshare, convenience was the main reason for using point to point services rather than private/public transport. The next most important reason was speed compared to alternatives.

Last trip satisfaction is higher for rideshare compared to taxis, at 83% compared to 75% of respondents expressing some degree of satisfaction with their last trip. This is consistent with our previous survey results. Rideshare satisfaction was slightly higher with regards to both cost and waiting times; however, most respondents were able to access point to point transport in under 10 minutes for both services.

Overall trip satisfaction remains high.

Survey results suggest that point to point transport services in NSW are largely meeting the needs and expectations of the users.