

Since 2012, IPART has 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.

You can find the full 2020 survey report [here](#).

### The survey asks about different point to point transport services:

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

Hire vehicle services provide a vehicle with a driver to transport you from one point to another for a fare. Hire vehicles can only take booked passengers. We asked about two categories of hire vehicles.

- ▼ **Rideshare** includes services such as Uber, Ola Shebah and Didi.
- ▼ **Limousines and other hire vehicles** include traditional hire cars with HC plates.

### We surveyed nearly 3,000 people from three geographical regions of NSW.

- ▼ Sydney
- ▼ Other Urban areas (Newcastle, Wollongong, Gosford and Wyong)
- ▼ Rest of NSW

The survey does not cover the use and perceptions of international tourists or interstate visitors. The survey period covers the 12 months from November 2019 to November 2020.





## Key findings of our survey

- ▼ Use of point to point transport in 2020 reduced compared to 2019 due to COVID-19 and the lesser need for going places.
- ▼ The percentage of people surveyed who had used a taxi at least once in the previous 6 months declined more sharply (from 49% to 31%) than the percentage of those who had used rideshare services at least once (from 51% to 44%).
- ▼ Of the respondents who used point to point transport services at all in the last 6 months, the frequency of using rideshare services was higher across all regions compared to taxis.
- ▼ Overall satisfaction with point to point transport services remained strong in 2020.
- ▼ As in 2018 and 2019, in Sydney the median taxi fare in 2020 was higher than the median rideshare fare, both overall, and for trips of the same length.
- ▼ Outside Sydney, median taxi fares were similar to median rideshare fares in 2020.
- ▼ In Sydney, rideshare rated higher than taxis on perceived strengths such as value for money, wait times, vehicle quality and customer service, while taxis rate higher for safety.

## Use of point to point transport services declined in 2020 due to COVID-19

The use of point to point transport services declined significantly during 2020 compared to 2019. This is similar to the change in use of other types of transport, including on the use of public transport. Respondents cited COVID-19 and the lesser need for travel as key reasons for the decline in usage.

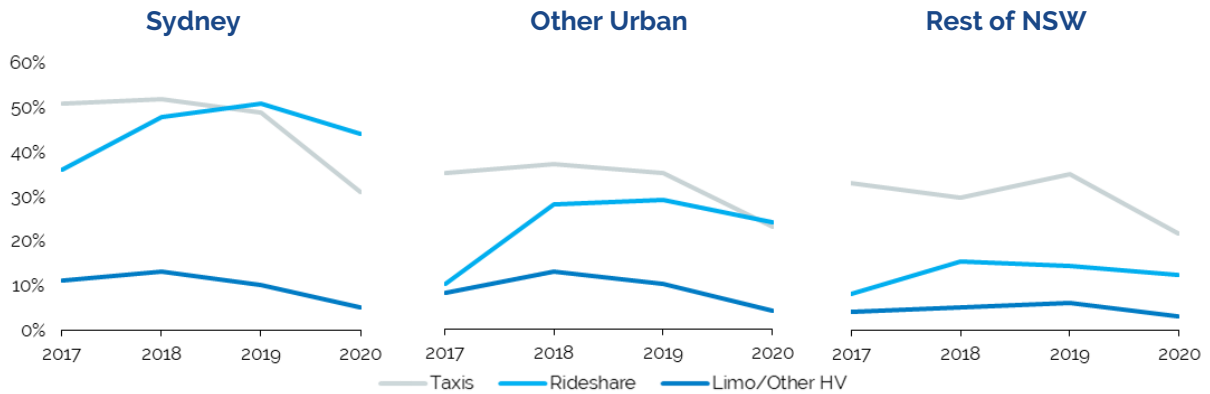
However, while it caused an overall drop in usage, COVID-19 did not have a noticeable impact on **how** people used or interacted with point to point transport services. That is, the type of trips taken were similar, and the reported frequency of use among the people who used a service at all during 2020 was similar to the frequency of use in 2019.

COVID-19 related concerns were prevalent for most of the survey period during 2020. Restrictions on non-essential travel, border closures and international travel restrictions, the closure of and restricted numbers at food and leisure venues, and the increased tendency to work from home prevailed up to the time of the survey in November 2020.

The charts below show the drop in each type of point to point transport service by geographic area for 2020. The drop in use of taxis was higher compared to the drop in use of other point to point transport services across all geographical areas. In Sydney, rideshare use exceeded taxi services for the second consecutive year. In Other Urban regions, rideshare services have caught up to taxi service use levels. We also note that rideshare services may not be available in many locations in the Rest of NSW.



## Percentage of survey respondents who had used point to point transport in the last 6 months



## Frequency of usage of rideshare was higher than taxis

Of the respondents who used some form of point to point transport during the period, the frequency of using rideshare was higher than taxis for all regions. The frequency of use and reported change in use compared to the previous year show that the growth in rideshare is continuing compared to taxis. The table below shows the reported frequency of use for taxis and rideshare in Sydney among respondents who said they used that mode at least once during 2020.

Usage	At least once a week	At least once a month	More than previous year	Less than previous year
<b>Taxi</b>	<b>14%</b>	<b>50%</b>	<b>5%</b>	<b>50%</b>
2019 usage	15%	51%	8%	34%
<b>Rideshare</b>	<b>19%</b>	<b>66%</b>	<b>19%</b>	<b>37%</b>
2019 usage	21%	66%	36%	14%



**Overall satisfaction with all forms of point to point transport remains strong; satisfaction levels with rideshare were higher compared to taxis in Sydney and Other Urban areas but higher for taxis than rideshare in the Rest of NSW**

The survey asked the respondents about their satisfaction with available services (whether they had used them or not). If respondents had used a service, the survey asked about their satisfaction with fares, waiting times and overall satisfaction on the last trip taken.

**Median taxi fares continue to be higher in Sydney than outside Sydney**



**Taxi**

Overall satisfaction with the last trip taken by taxi was strong in all geographical locations at 78-94%.

Satisfaction with available taxi services (whether the respondent had used one or not) dropped for all locations during 2020 compared to 2019.

45% of respondents in Sydney said that they would more likely use a taxi if fares were cheaper.

44-50% respondents in all locations consider taxis good or ok value for money, but 25-43% consider them poor value for money.

**Median taxi fares**

**\$30**  
Sydney

**\$16-20**  
Outside Sydney

**Median rideshare fares are similar in all geographic regions**



**Rideshare**

Overall satisfaction with the last trip taken by rideshare was strong in all geographical locations at 90-97%.

Satisfaction with available rideshare services is strong for Sydney and Other Urban areas; only 24% were satisfied in the Rest of NSW.

47-72% residents in all locations consider rideshare good or ok value for money, while only 5-8% consider them poor value for money.

Rideshare waiting times continued to be viewed more favourably than taxi waiting times.

**Median rideshare fares**

**\$20**  
Sydney

**\$18-22**  
Outside Sydney



5%–16%

of taxi and rideshare users reported problems related to Covid-19 cleanliness and hygiene

### Perceived strengths and weaknesses of point to point transport services

Perceptions of the fundamental characteristics and strengths were fairly consistent across the services in 2020 compared to past years. In 2020, respondents were asked an additional question on their perception of hygiene related to COVID-19.

Perceptions of rideshare were more positive in general compared to taxis for both 'practical' and 'quality' dimensions, including for the new dimension added in 2020 – hygiene during COVID-19.

The differential score (that is, the percentage who perceive it as a strength, minus the percentage who perceive it as a weakness) for perceptions of value for money was negative for taxis in all locations.

Limousines and other hire vehicles continued to have the highest positive perceptions of all quality dimensions.

Taxis were perceived more positively than rideshare on quality dimensions of driving skills and navigation and route knowledge of drivers.

The chart below shows the differential scores on all practical and quality dimensions that the survey asked about for point to point transport options in Sydney.



## Relative perceived strengths and weaknesses of point to point transport options in Sydney

