

District of Columbia Taxicab Commission



Leon J. Swain, Chairman

**D.C. Cab Rider Survey:
August 2007**

Methodology

Format: Telephone Survey

Sample Size: 611 District Cab Riders

Dates: August 10th – August 14th

Margin of Error: +/- 4.0%

Executive Summary

- Infrequent use of cabs by D.C. Residents
 - 67% infrequent (up from 50% in 1994)
 - 1-in-5 never use taxi service
 - Wide variations among Wards (e.g. Ward 8)

- 1-in-3 rate overall cab service positively
 - 67% find service fair/poor
 - Negative rate highest among frequent users
- Majority find current zone system difficult
 - Up from 41% in 1994
 - 4-in-5 frequent cab users find zones difficult
 - 37 percent are dissatisfied with current system

- Opinion split over change to meters
 - 48% Agree/49%Disagree with change
 - 54% support T/D meters, 58% zone-meters

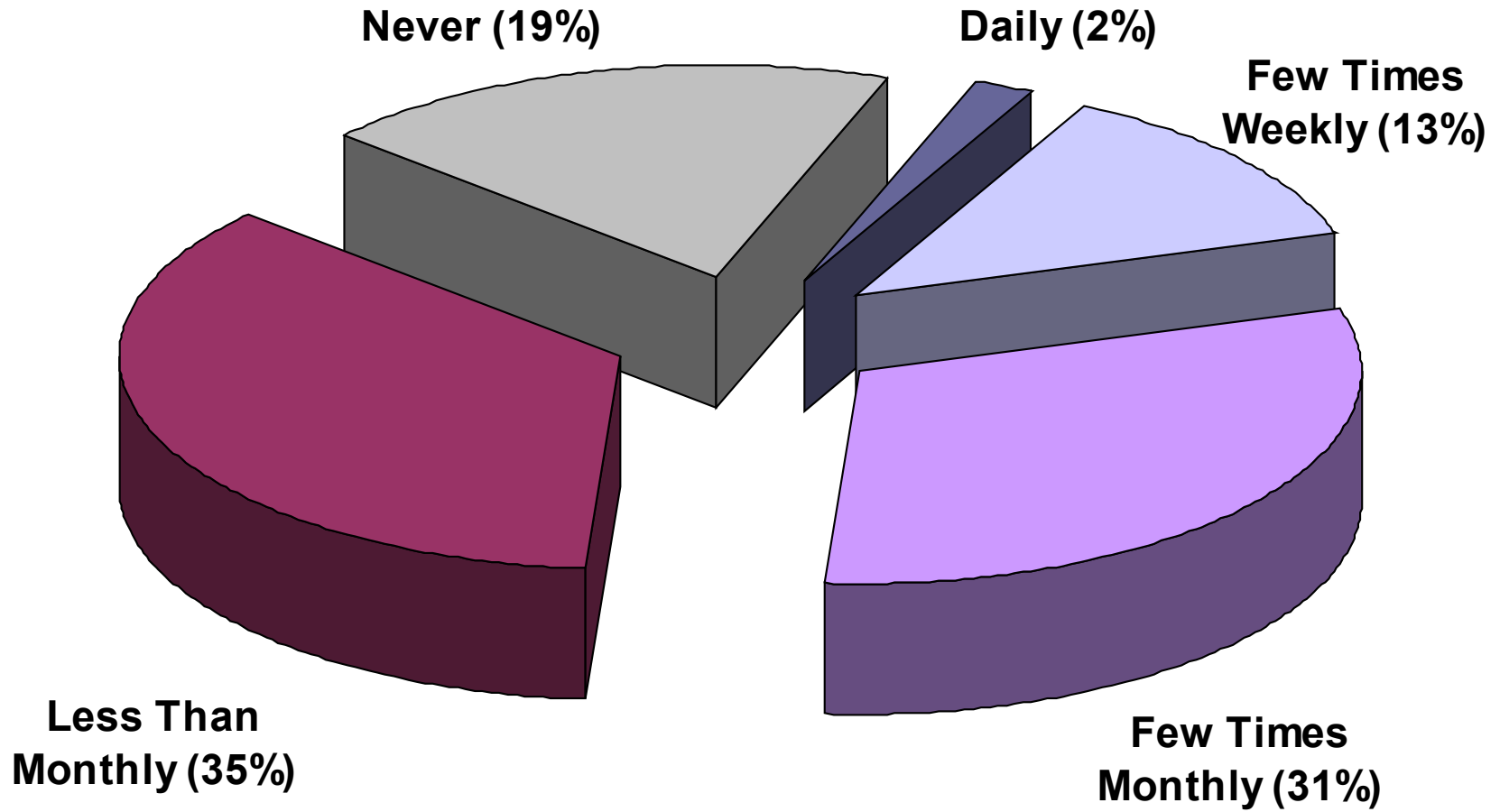
- Support varies more with ease of use
 - 70% who find zone system difficult favor switch
 - 76% who find zone system easy oppose switch
 - 59% ***strongly*** oppose switch

- Frequent riders more likely to support switch
 - 43% agree to replacing zones with meters
 - 46% support switch vs. 31% of infrequent riders
- Greater consensus in opinions to ‘why’ among those in favor of switch to time-distance meters

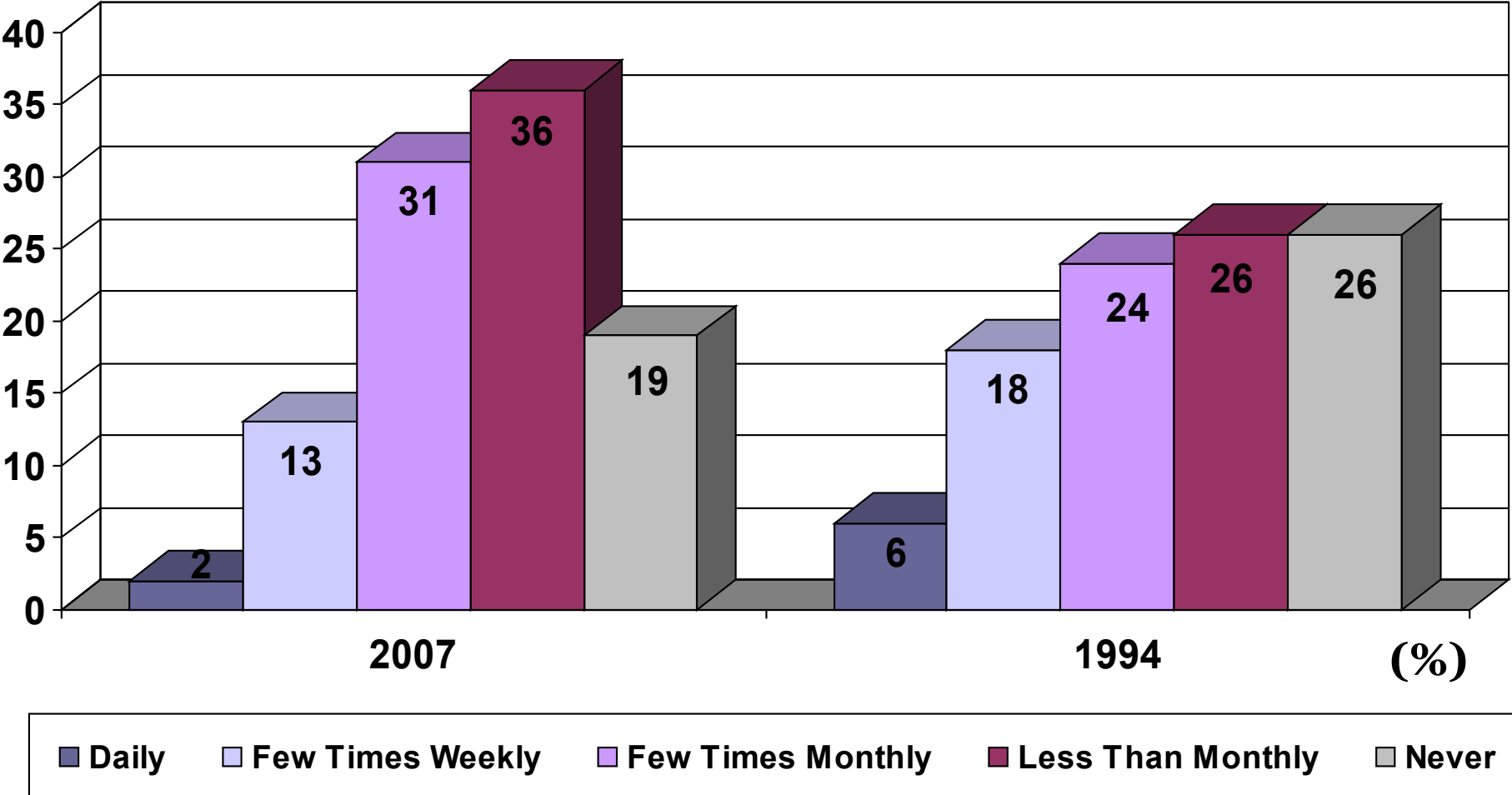
- Overall support for switch to time-distance among:
 - Frequent riders
 - Riders who finds zone-system difficult
- Infrequent riders and those who find zone-system easy prefer status quo

Findings

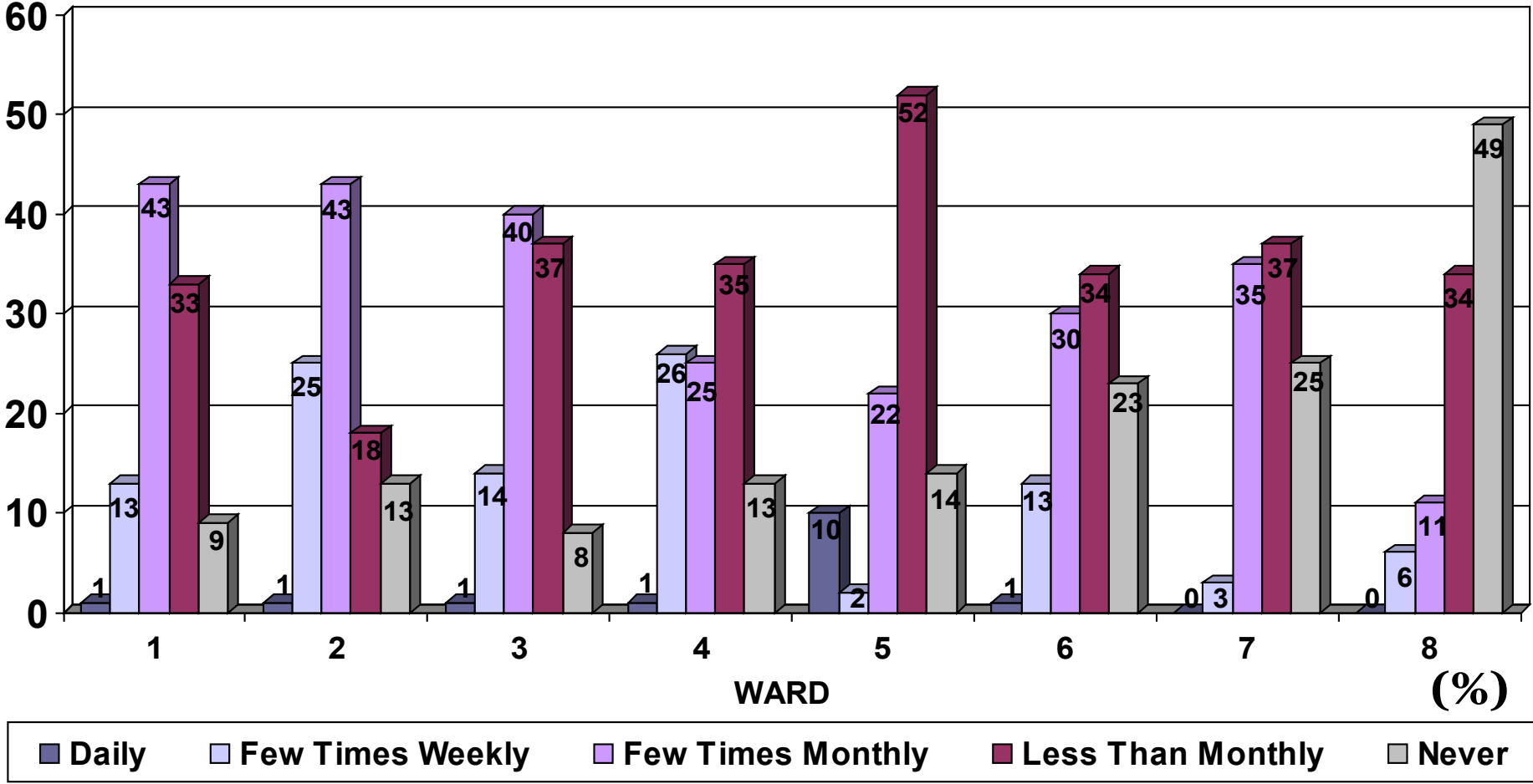
Frequency of Cab Use



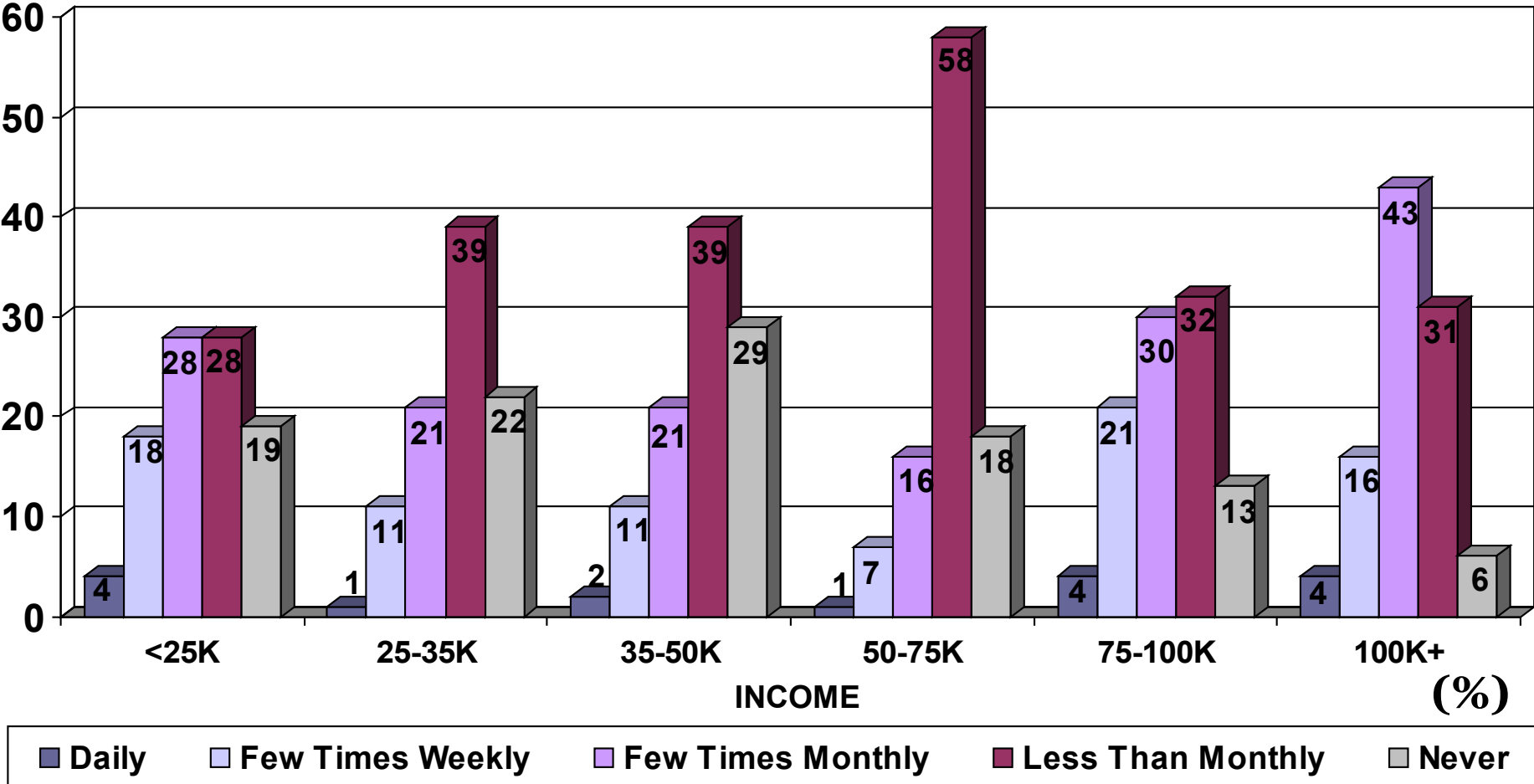
Cab Usage Over Time



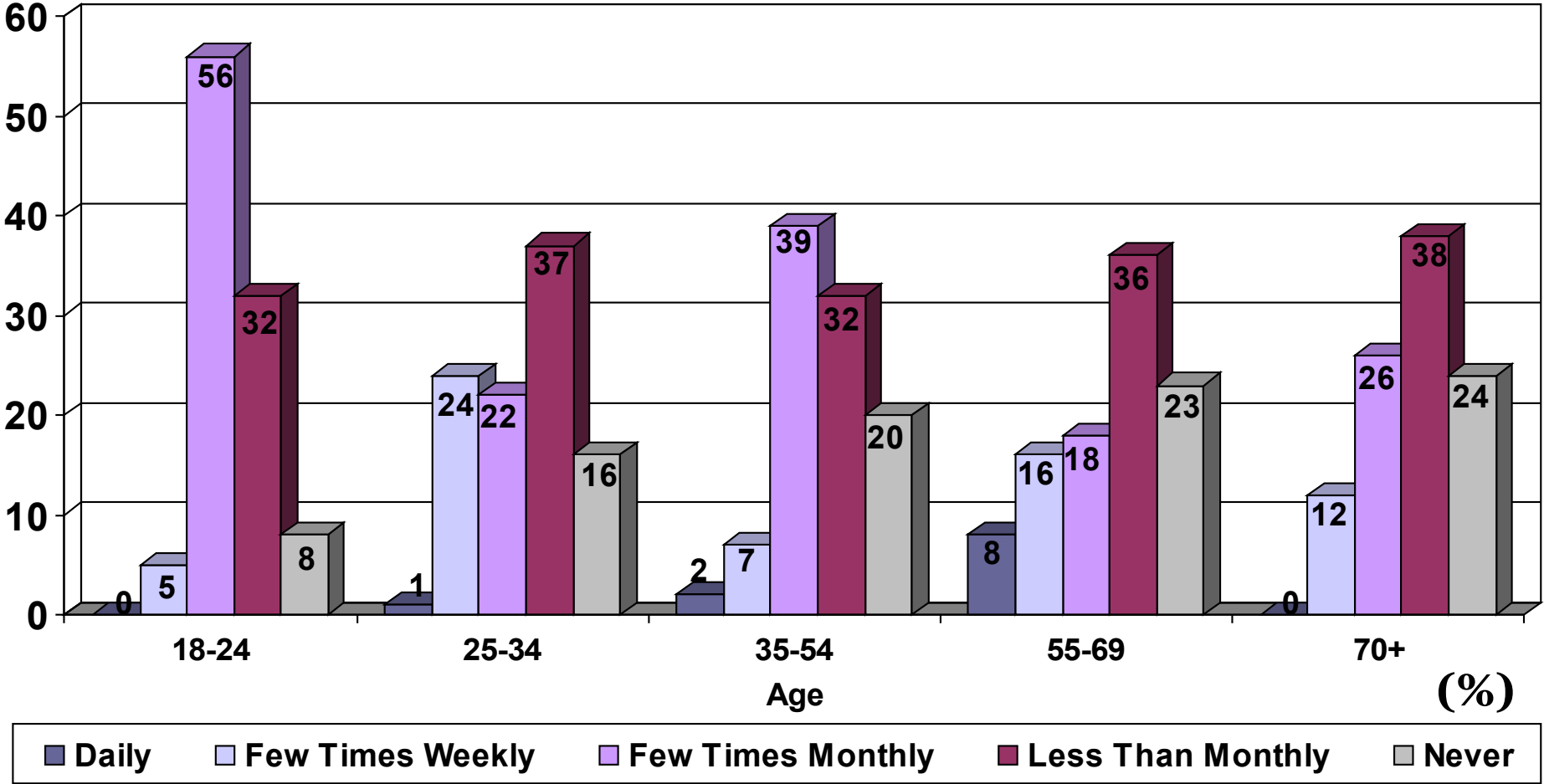
Cab Usage By Ward



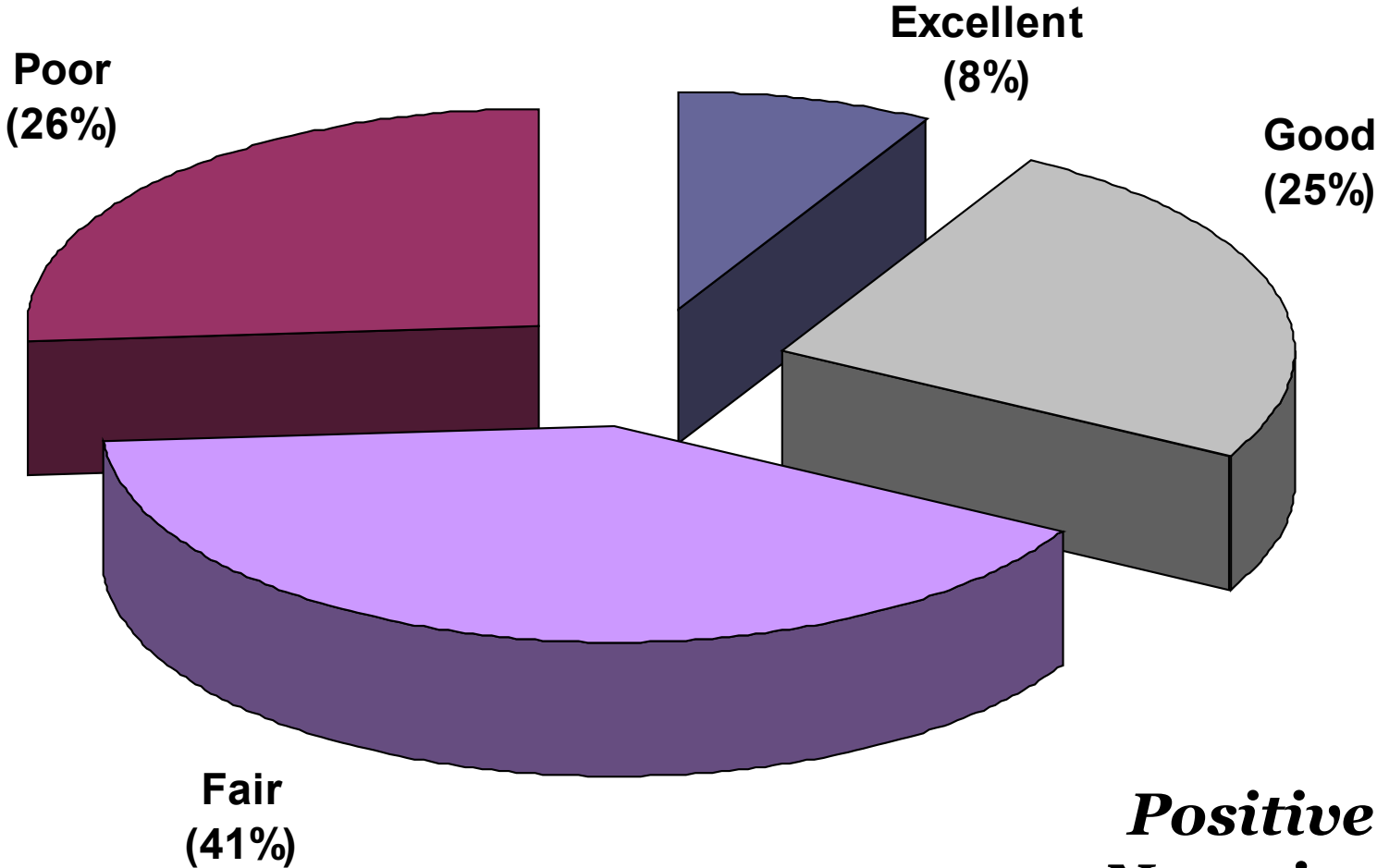
Cab Usage By Income



Cab Usage By Age

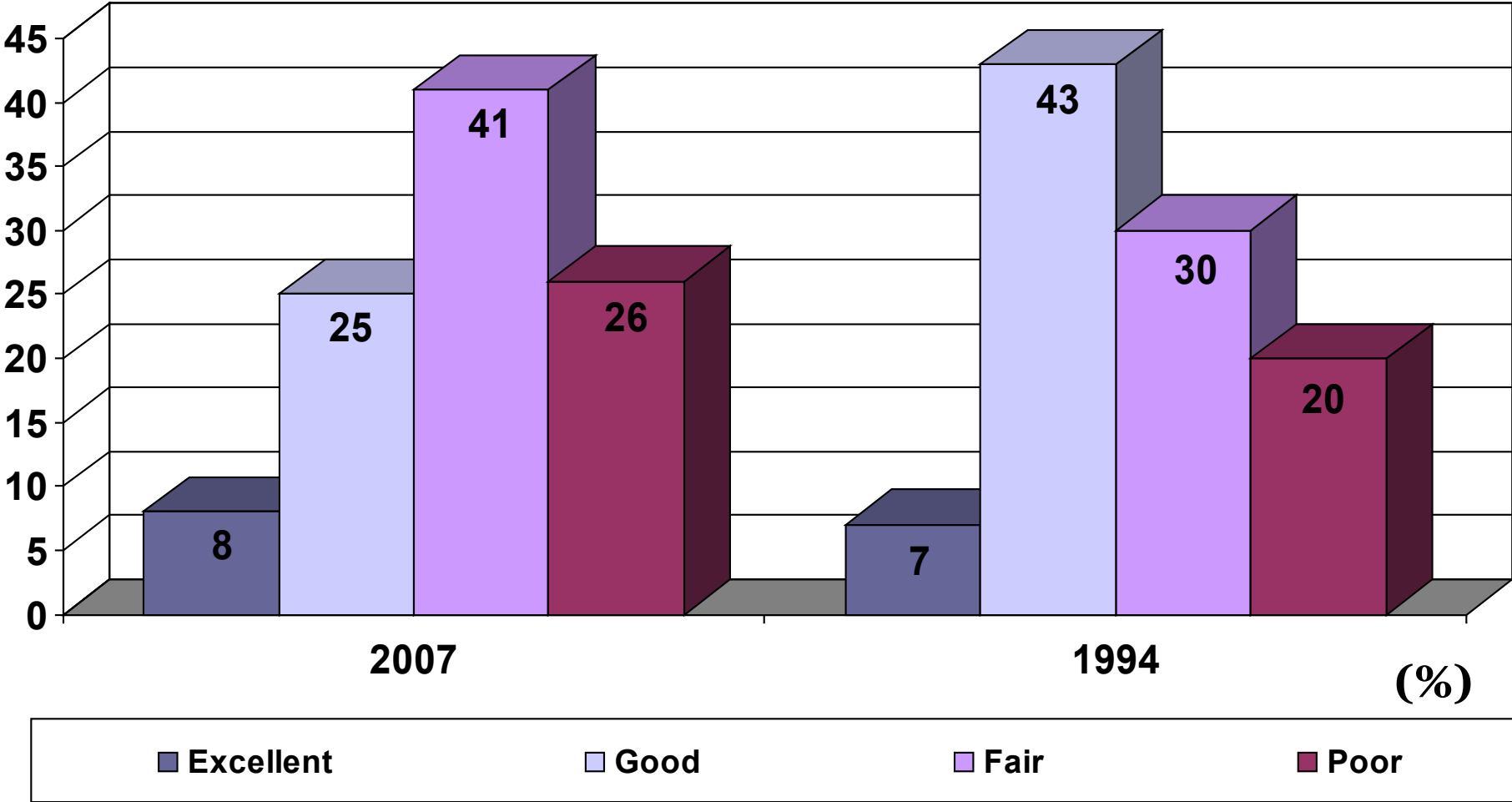


Rating D.C. Cab Service

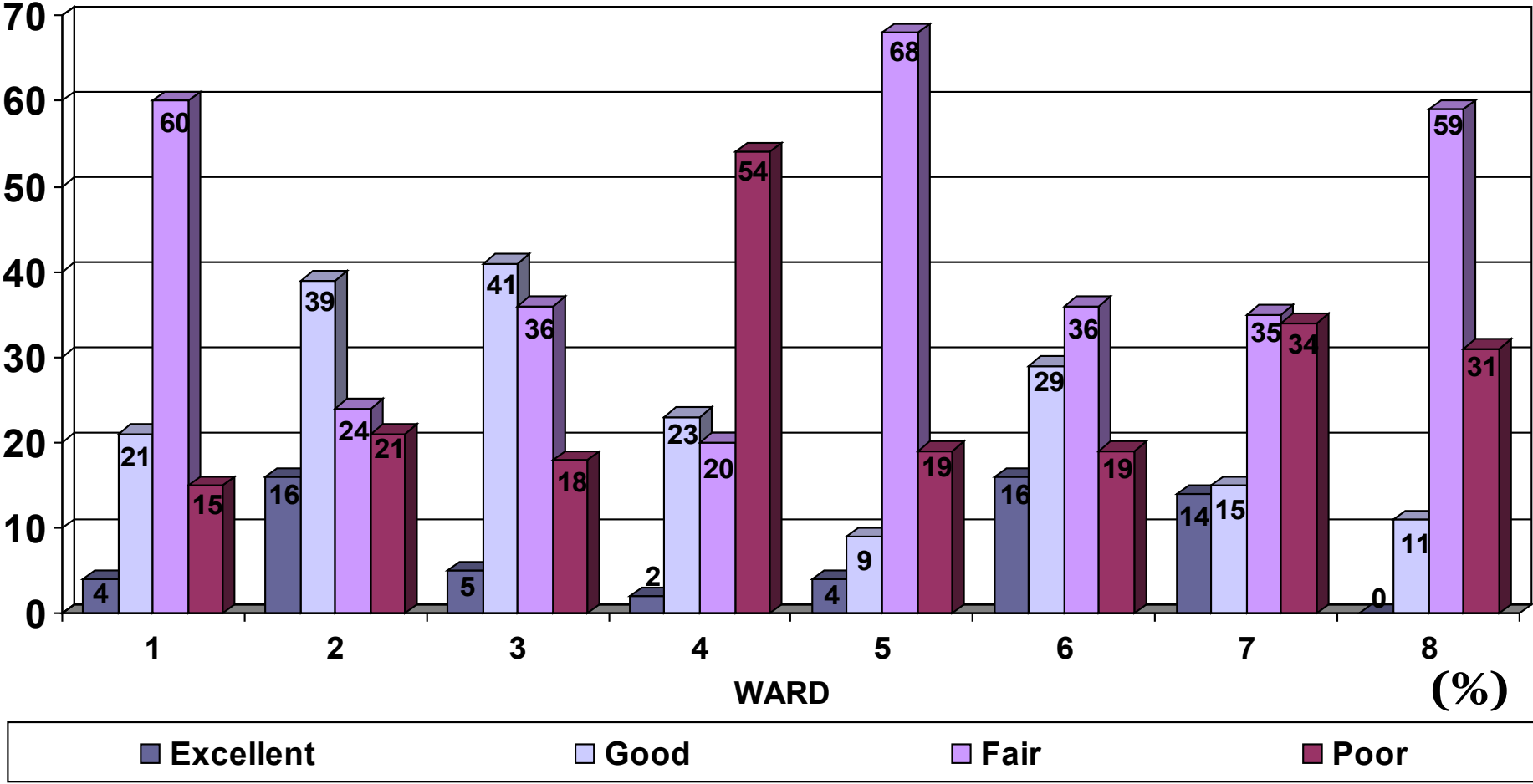


Positive: 33%
Negative: 67%

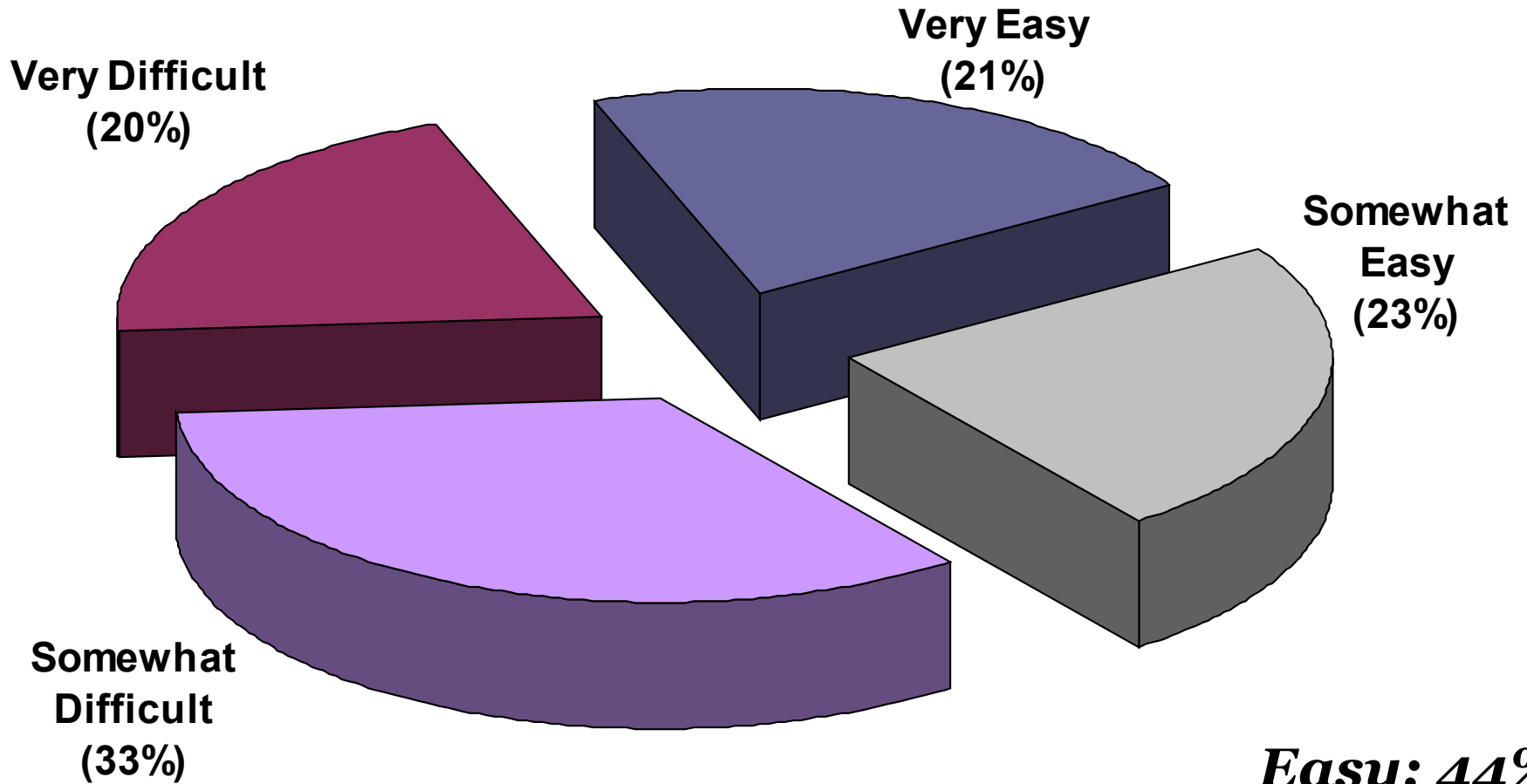
Cab Service Rating (1994 & 2007)



Cab Service Rating By Ward

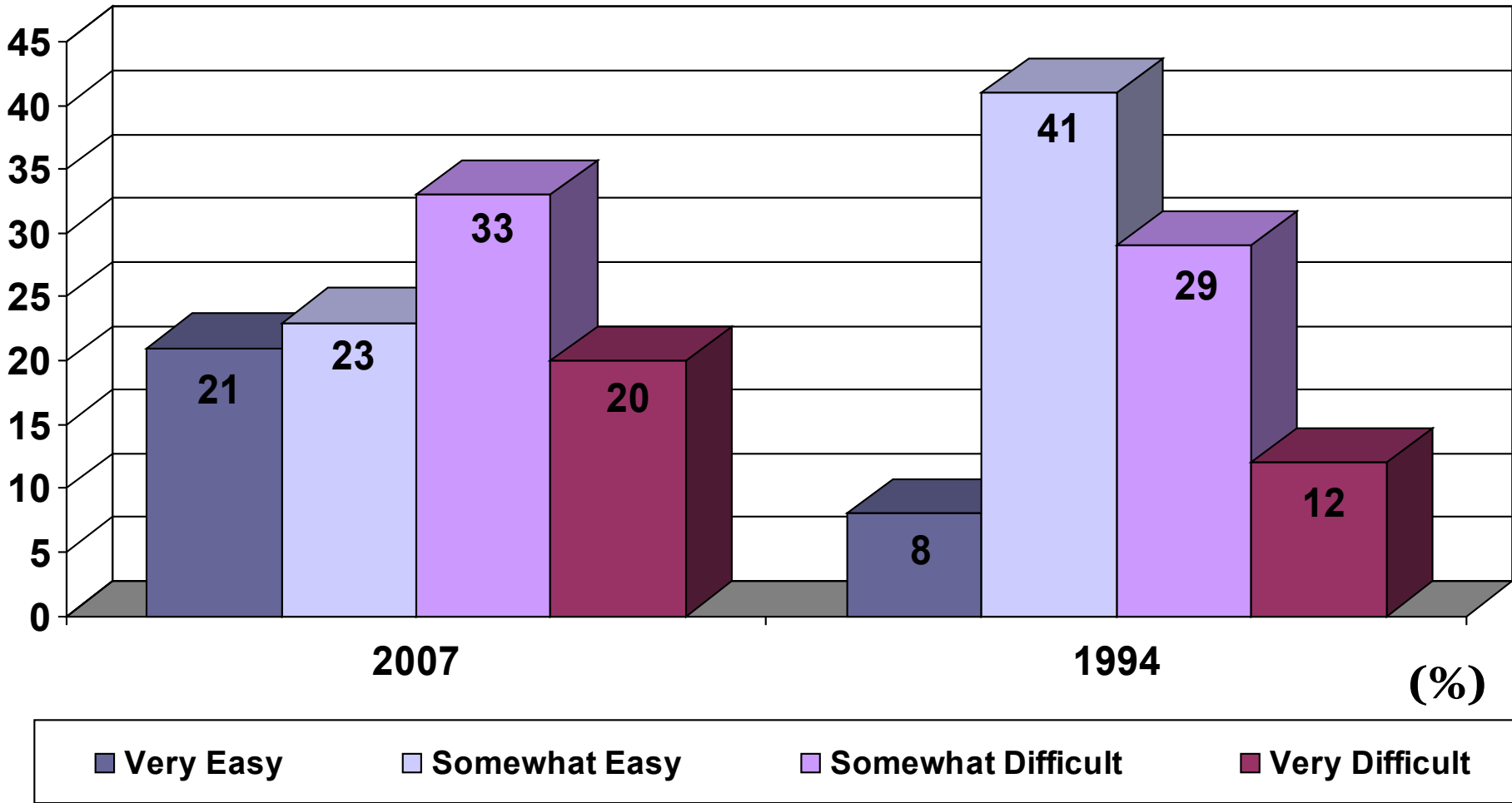


Rating Zone Map System

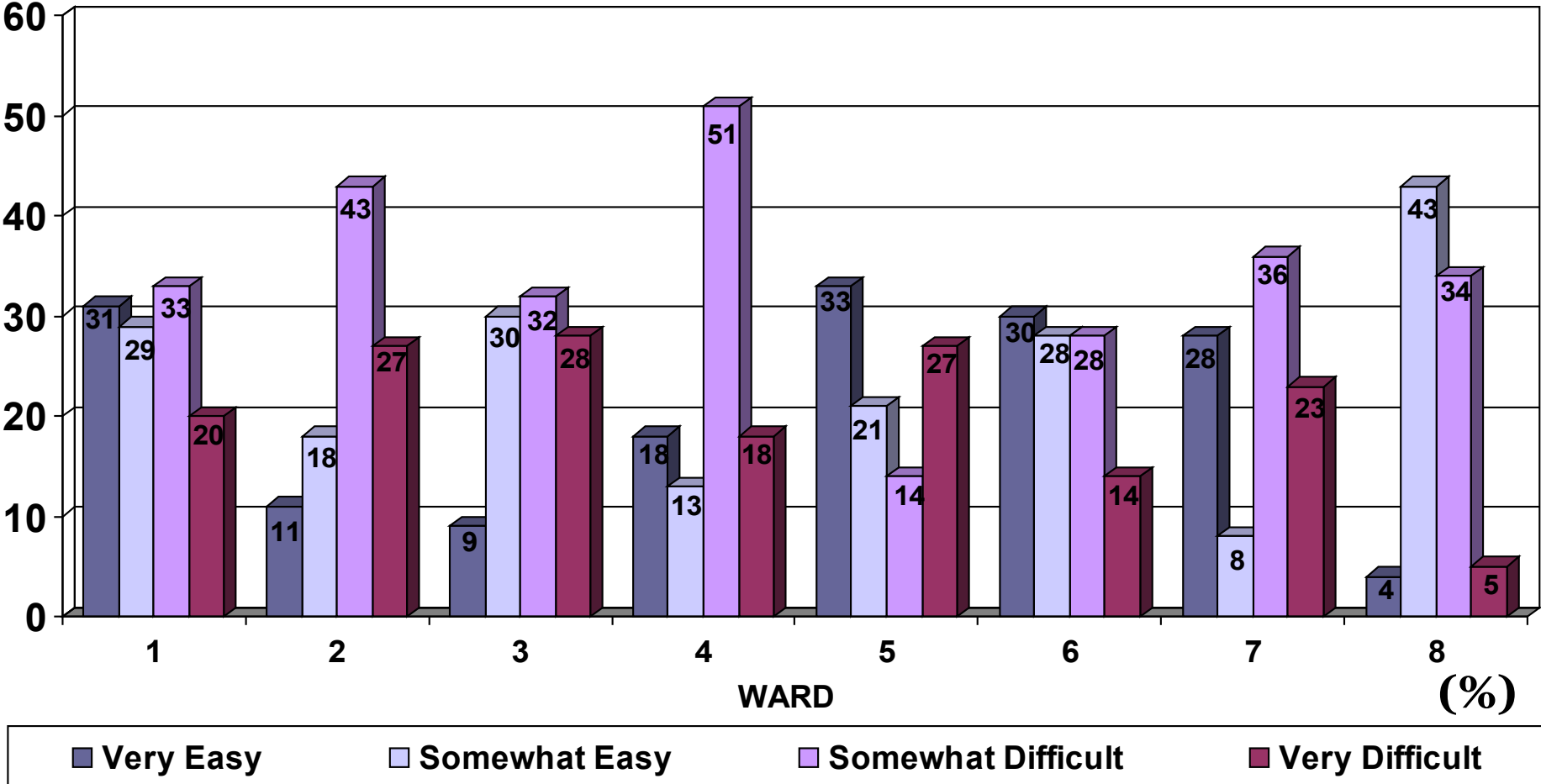


Easy: 44%
Difficult: 53%

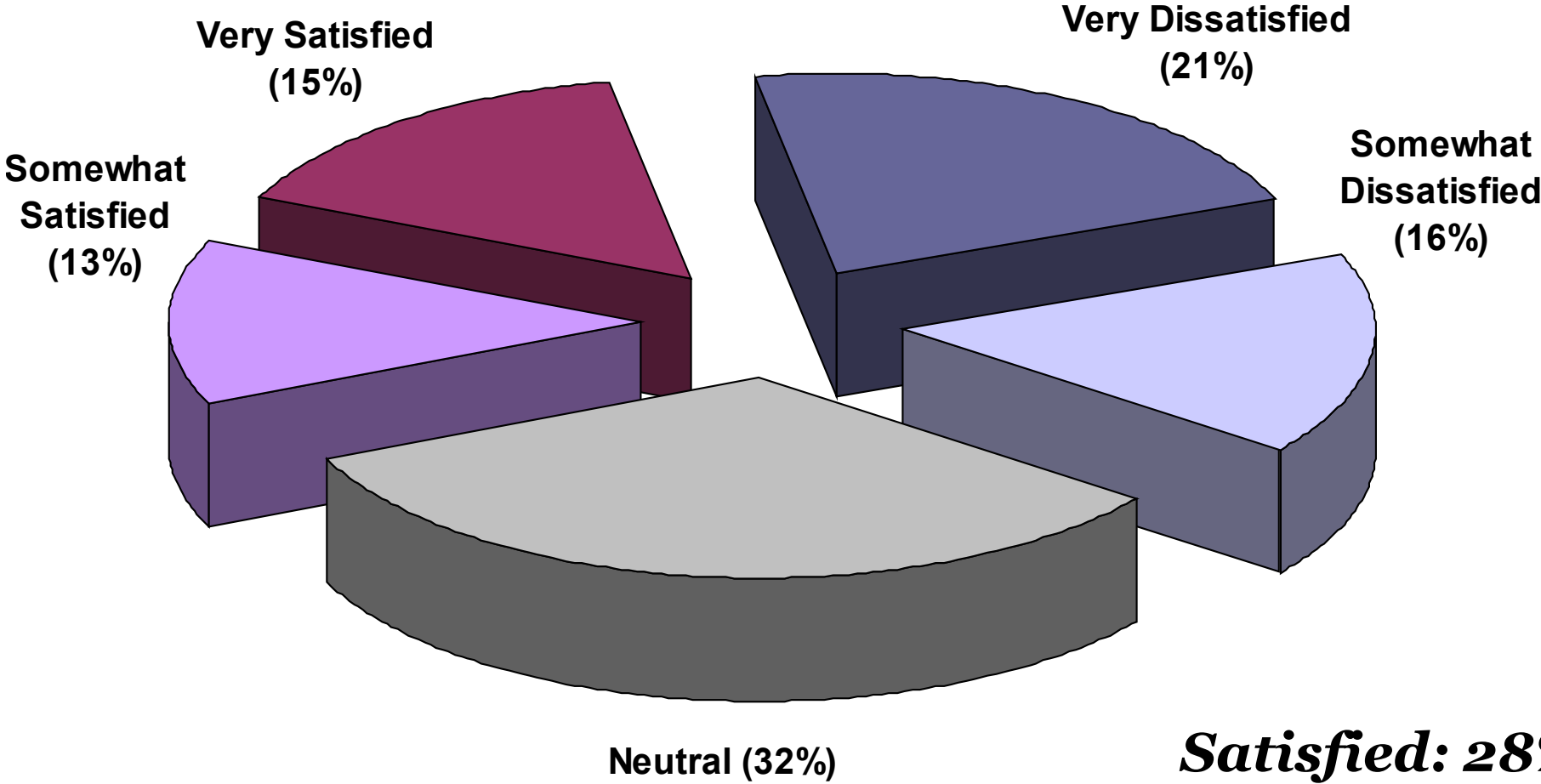
Zone Map System Rating (1994 & 2007)



Zone Map System Rating By Ward

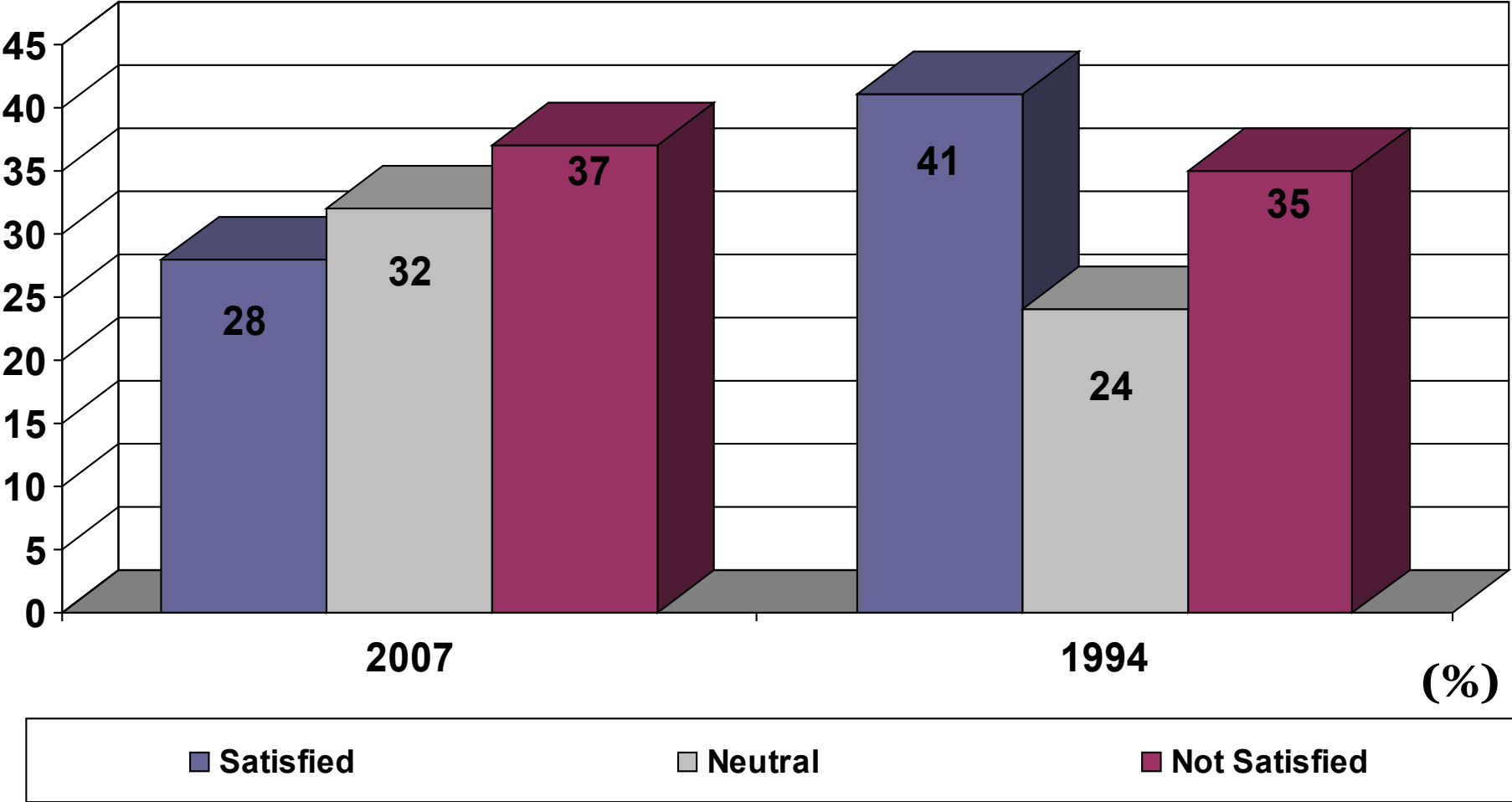


Satisfaction With Zone-Fare

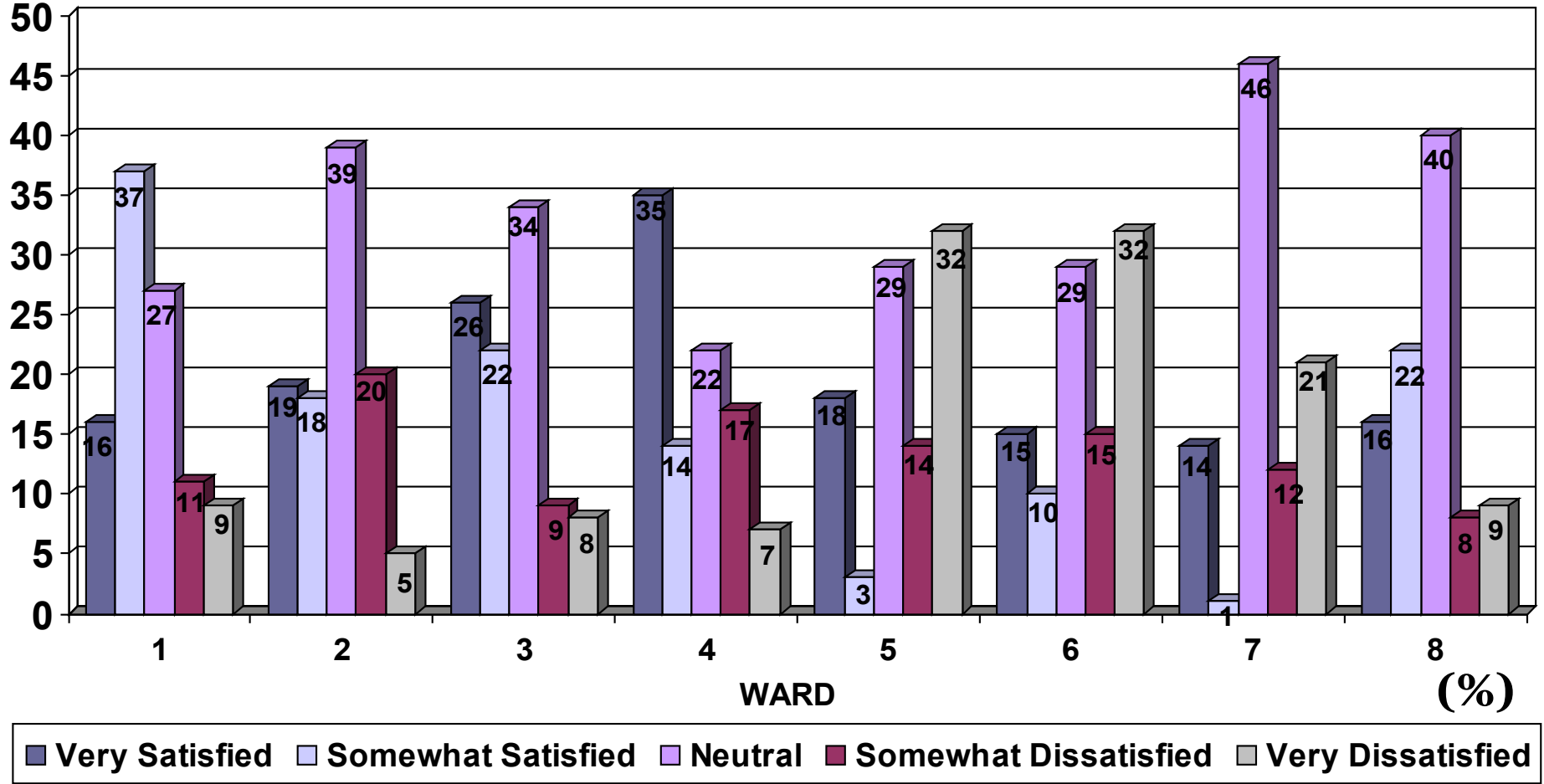


Satisfied: 28%
Dissatisfied: 37%

Zone Map System Satisfaction (1994 & 2007)

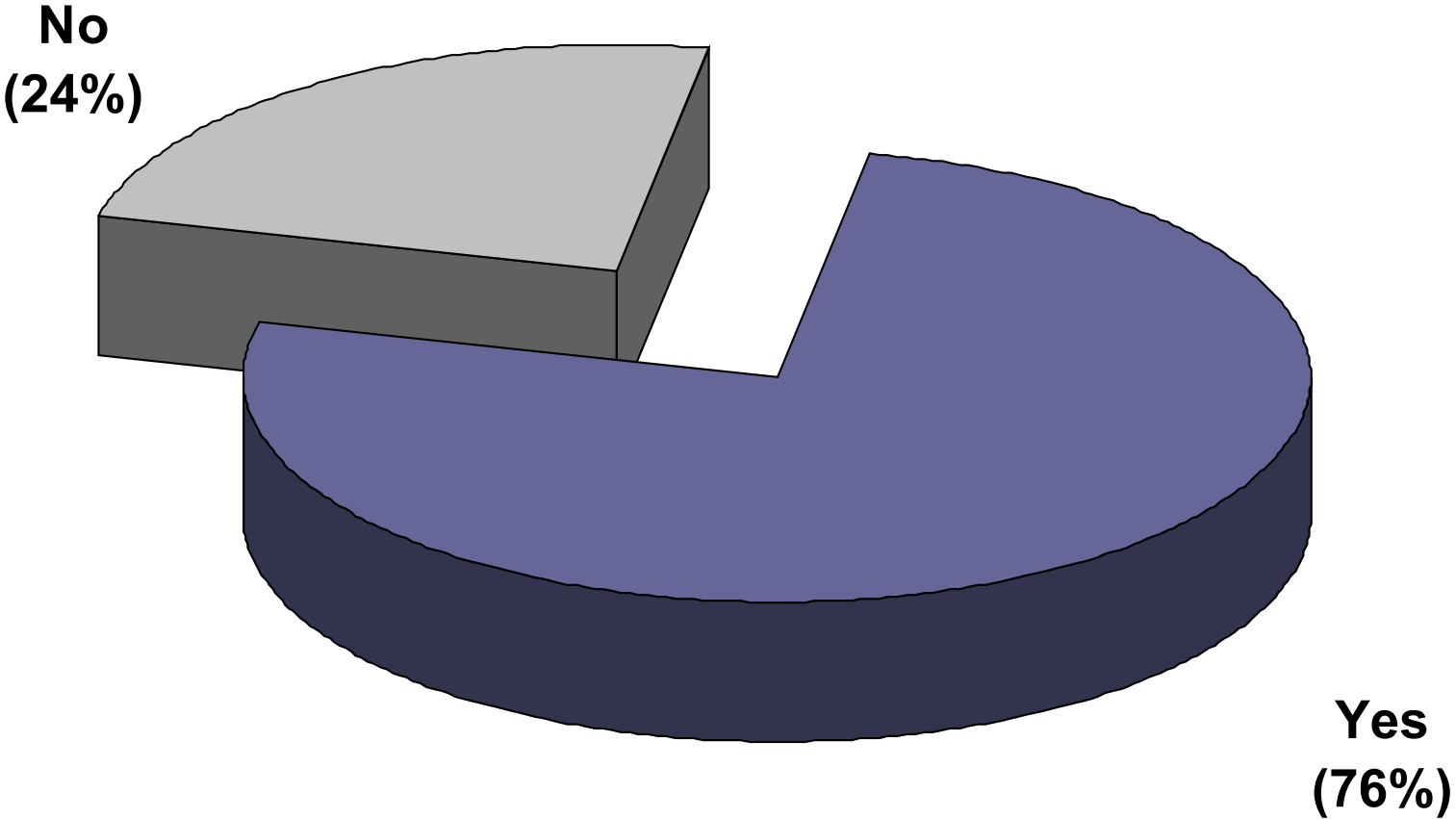


Zone-Fare Satisfaction By Ward

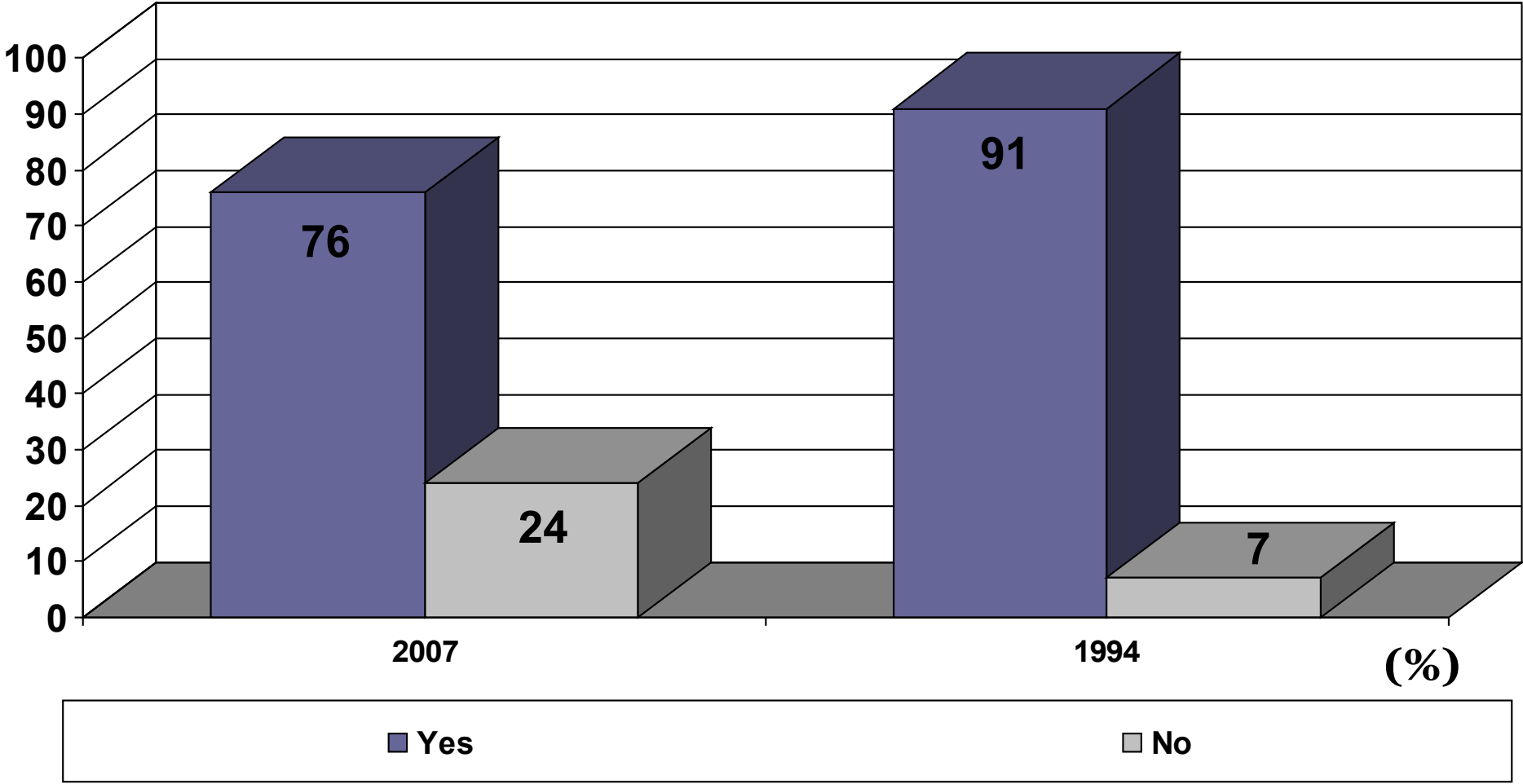




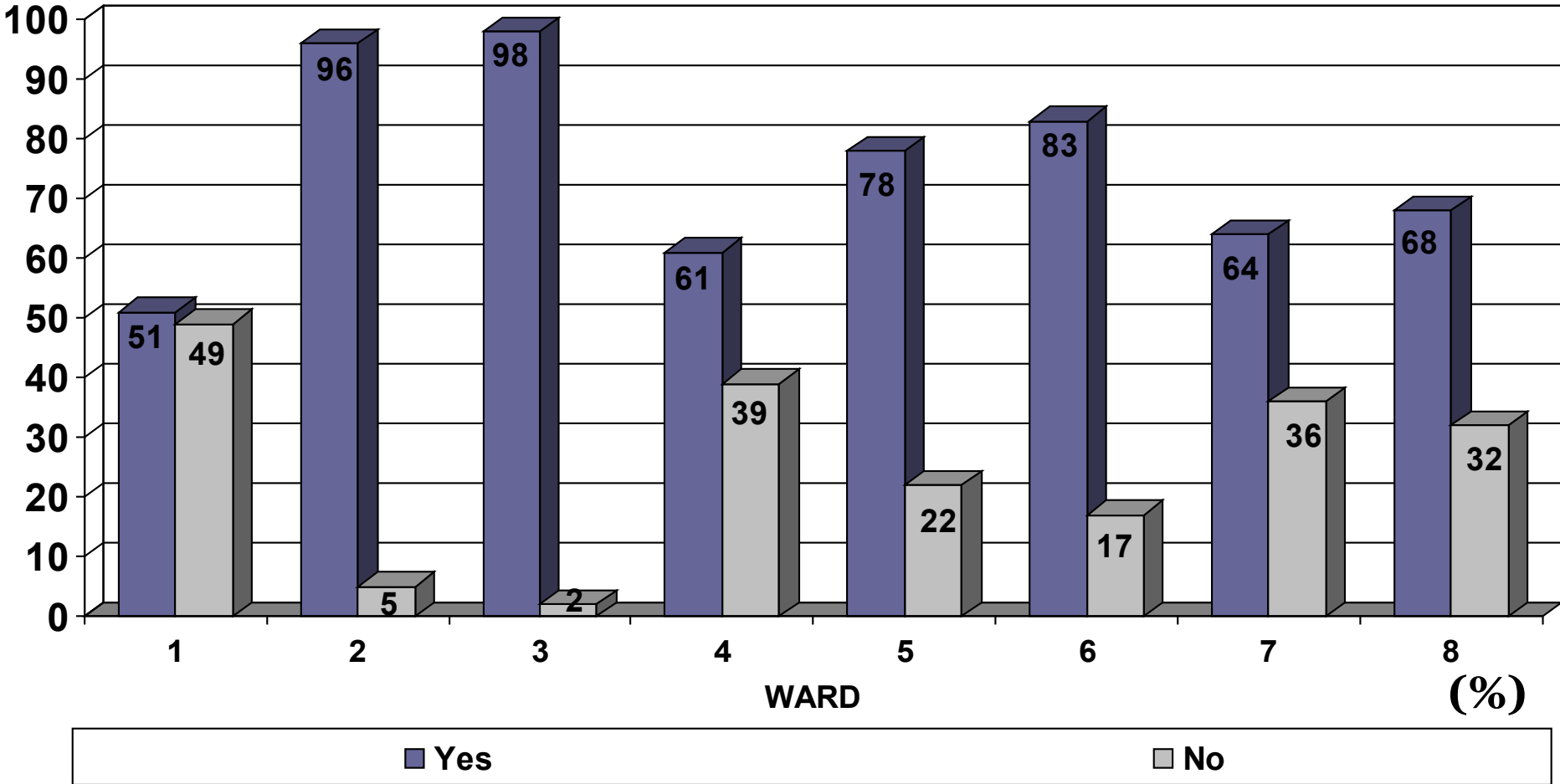
D.C. Cab Riders Who Have Used A Cab With Time-Distance Fare



Passengers who have used Time-Distance Cab (1994 & 2007)



Time-Distance Cab Use By Ward



D.C. Should Replace Zone System with Time-Distance

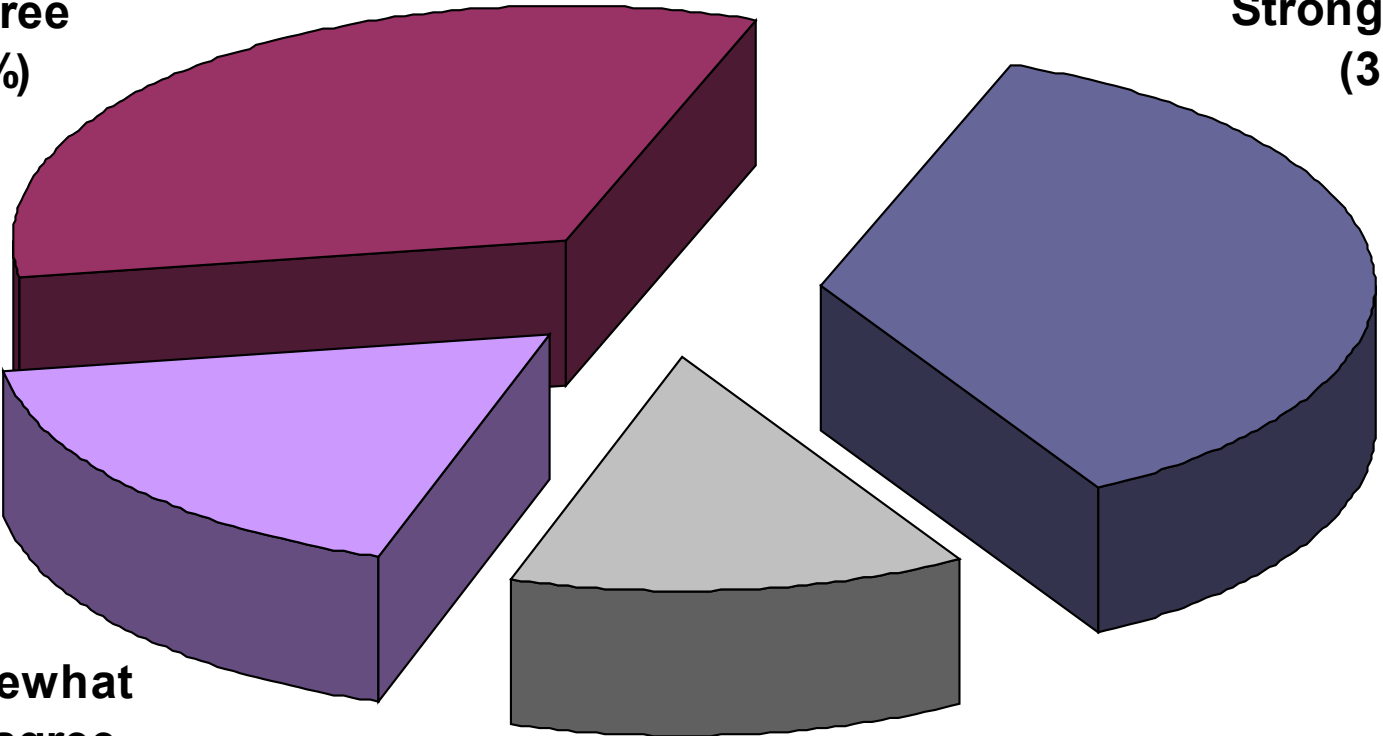
Strongly Disagree
(32%)

Strongly Agree
(35%)

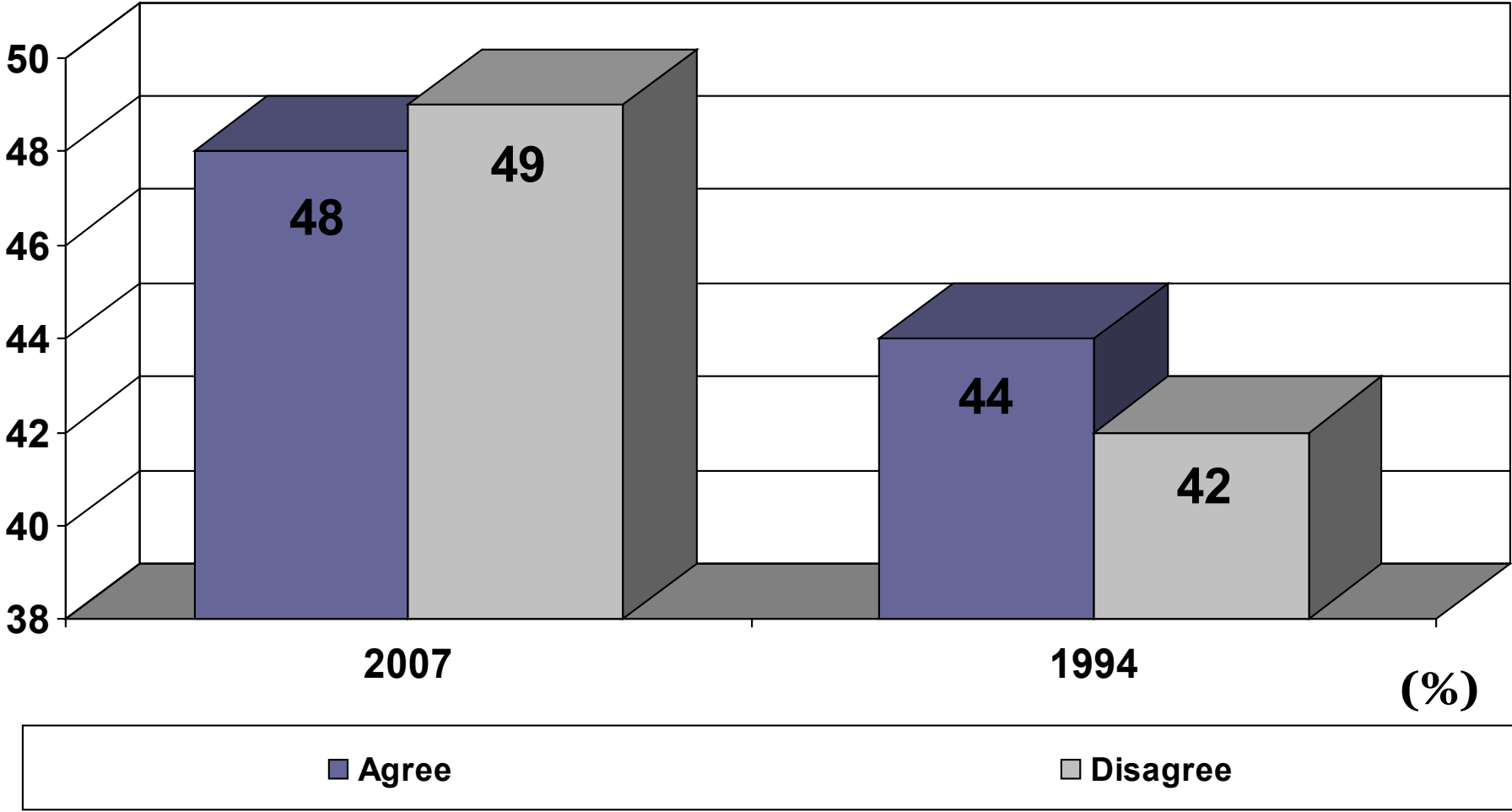
Somewhat Disagree
(17%)

Somewhat Agree (13%)

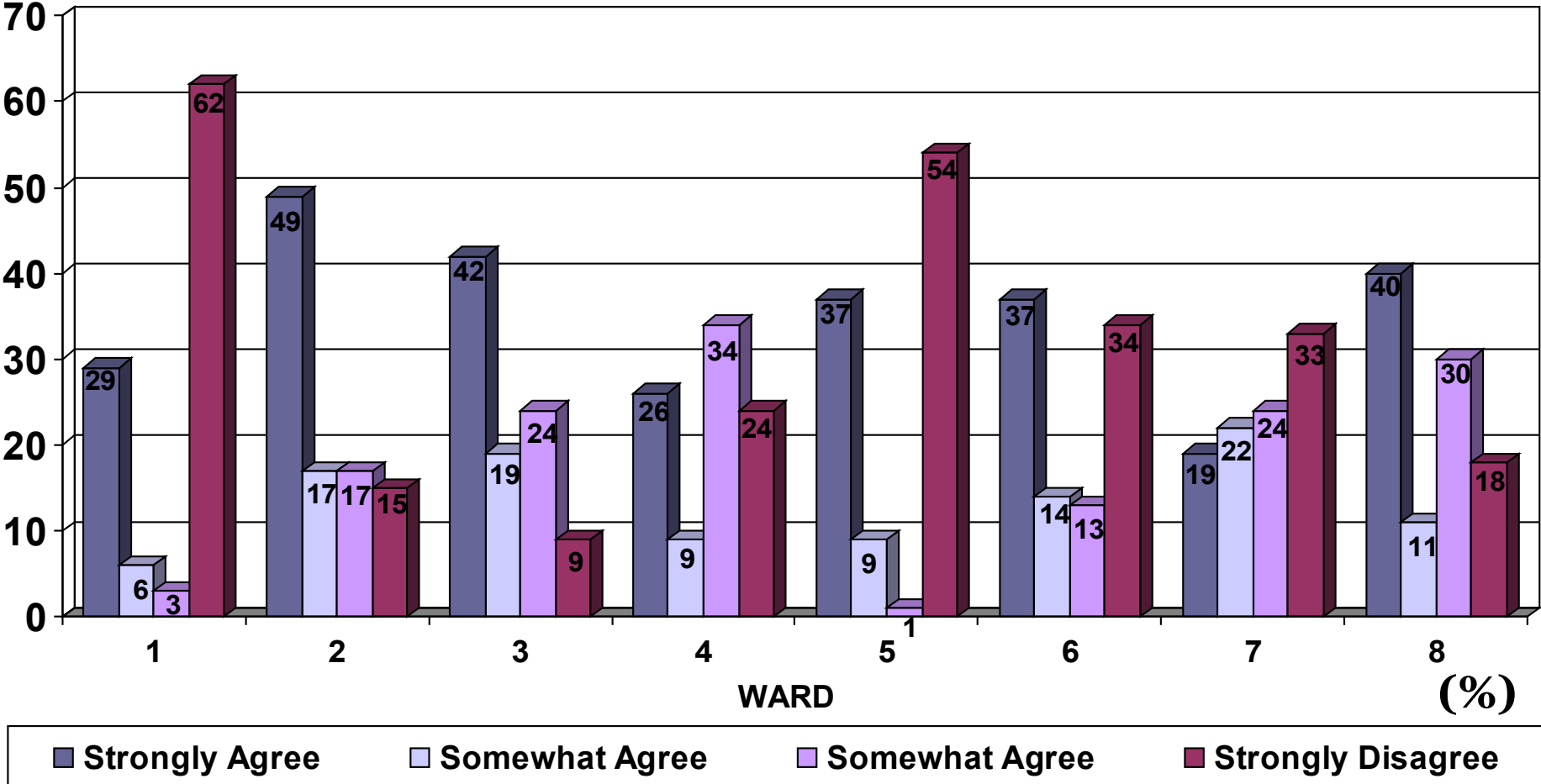
Agree: 48%
Disagree: 49%



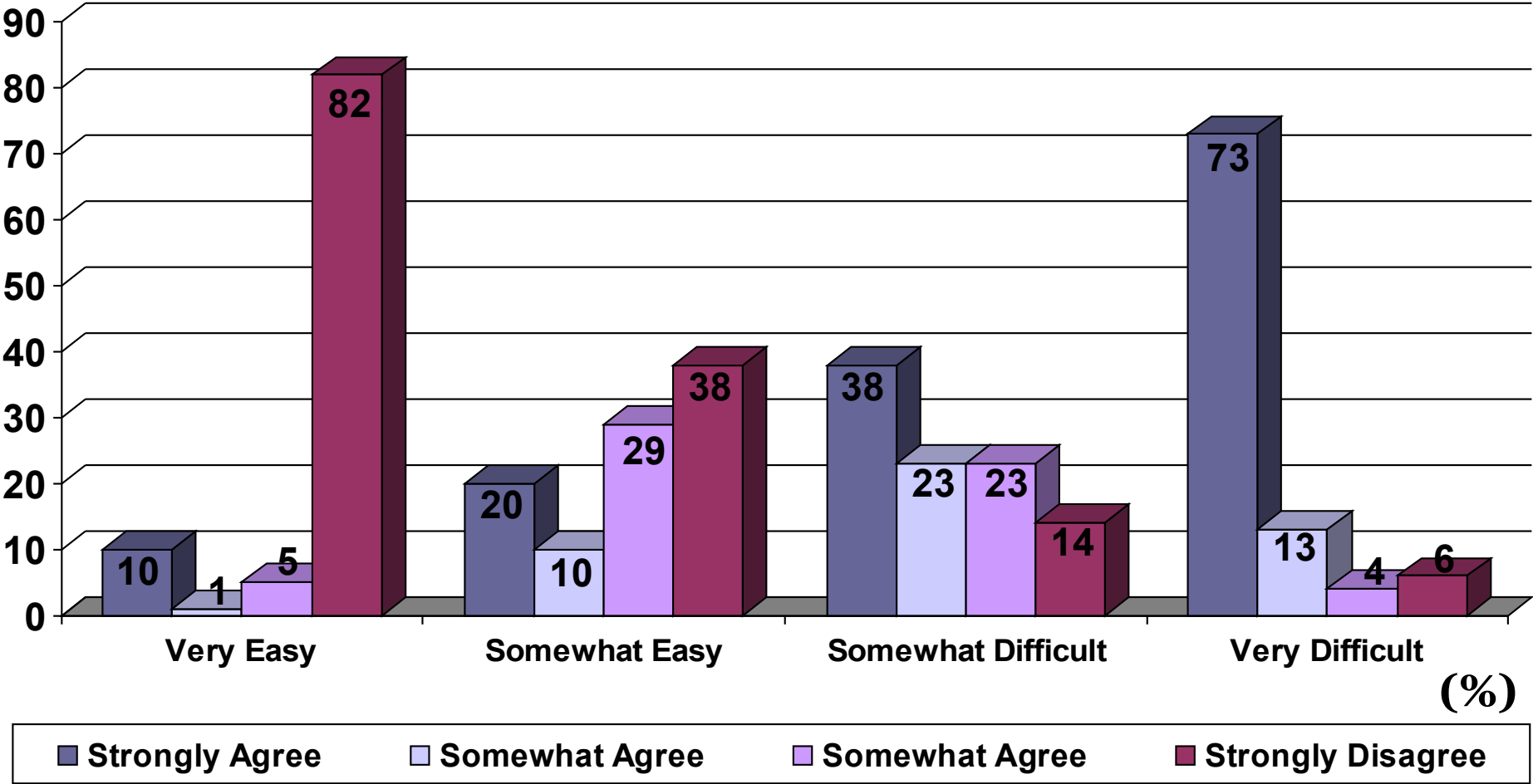
Replacing Zone Map System with Time-Distance (1994 & 2007)



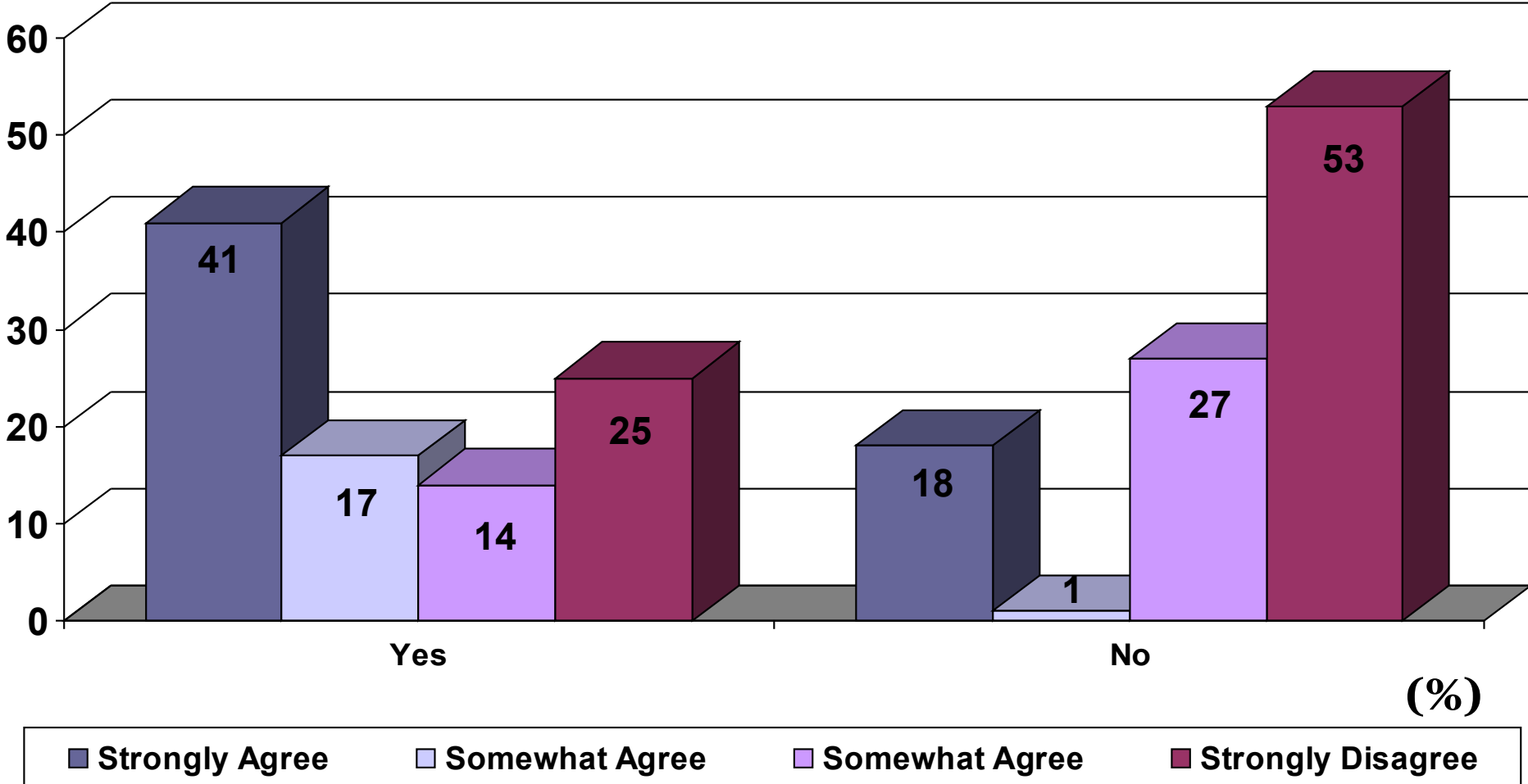
Replacing Zone System with Time-Distance by Ward



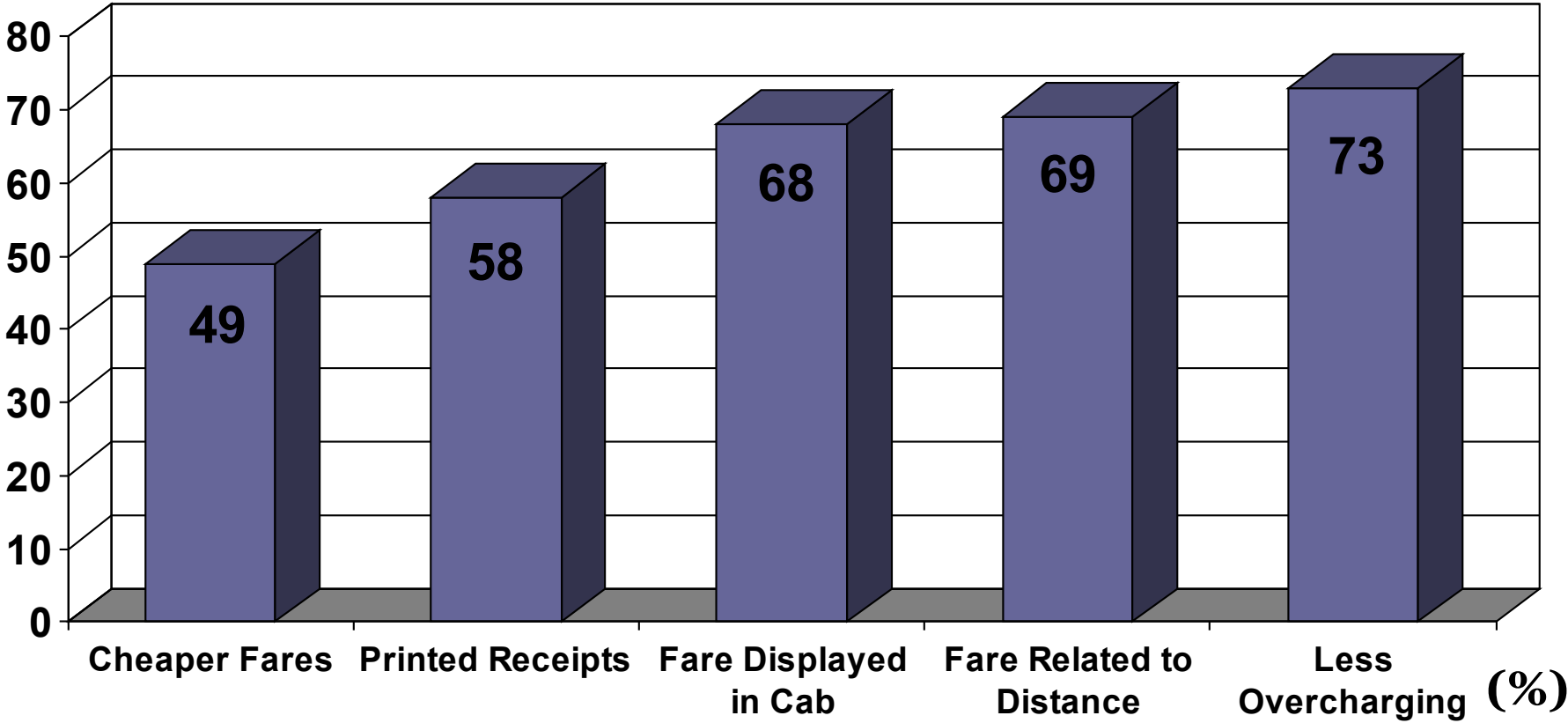
Agreement With Replacement By Ease Of Zone Fare Use



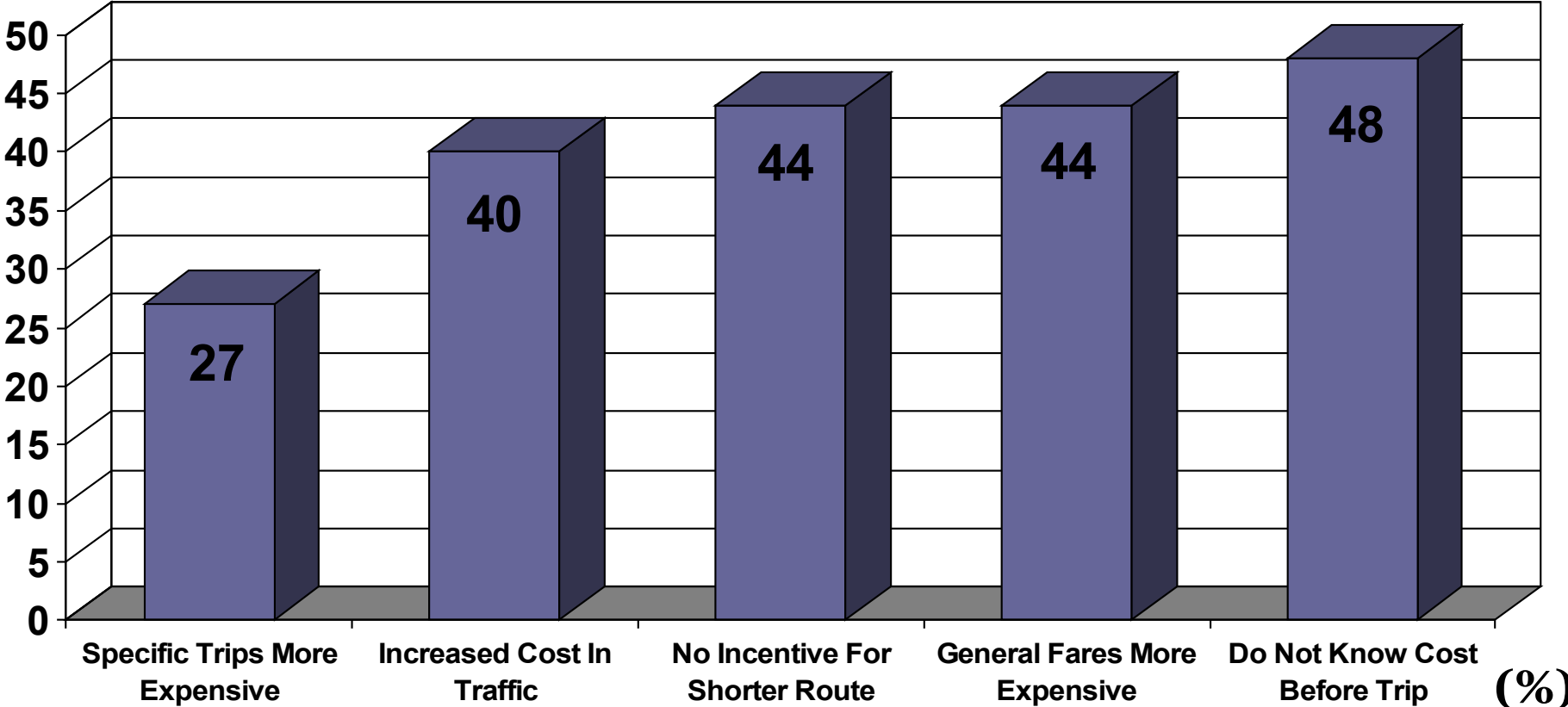
Agreement For Replacement Among Those Who Have Used Time-Distance



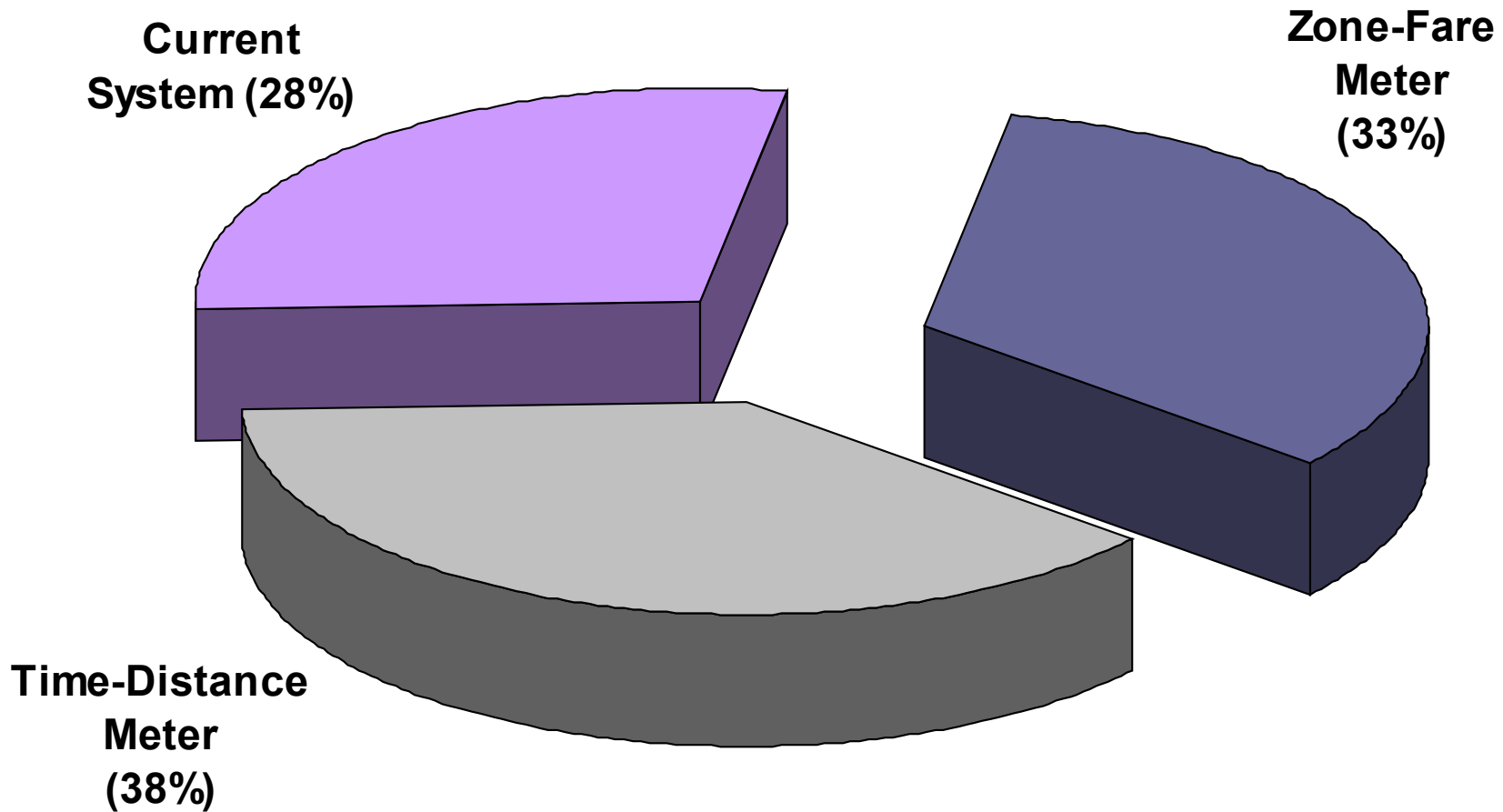
Reasons For Support Of Time-Distance Meter



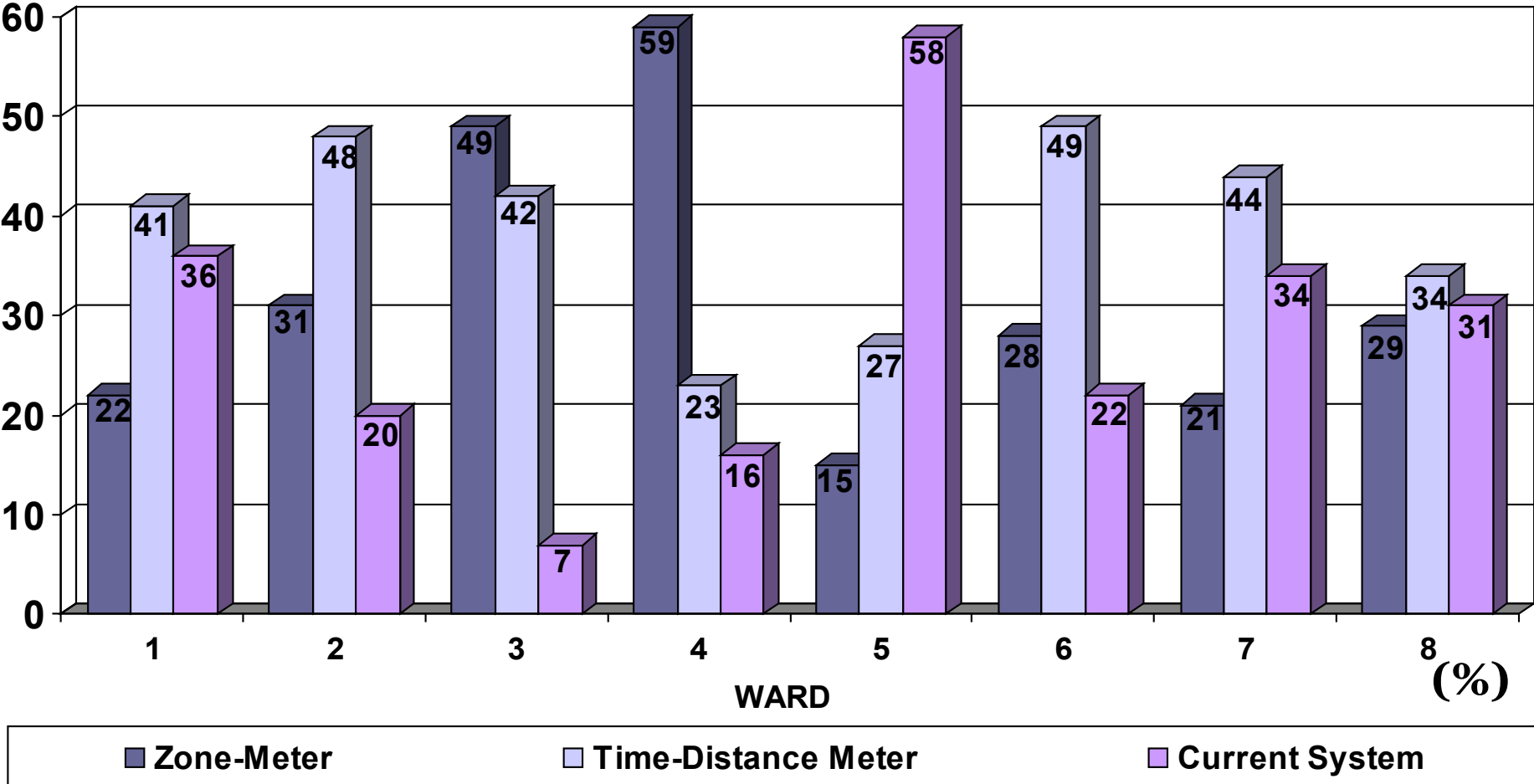
Reasons For Opposition To Time-Distance Meter



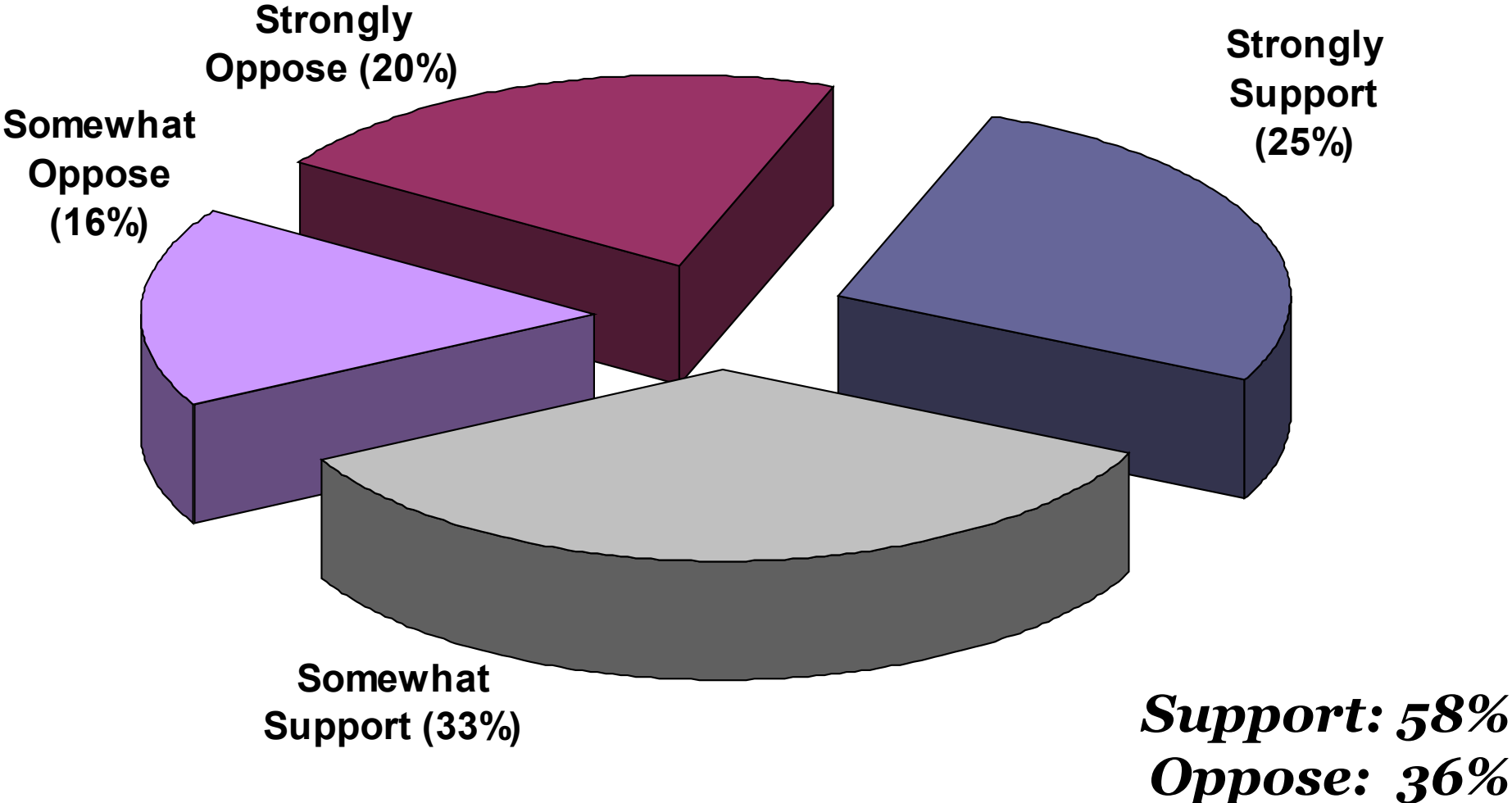
Preference Between Systems



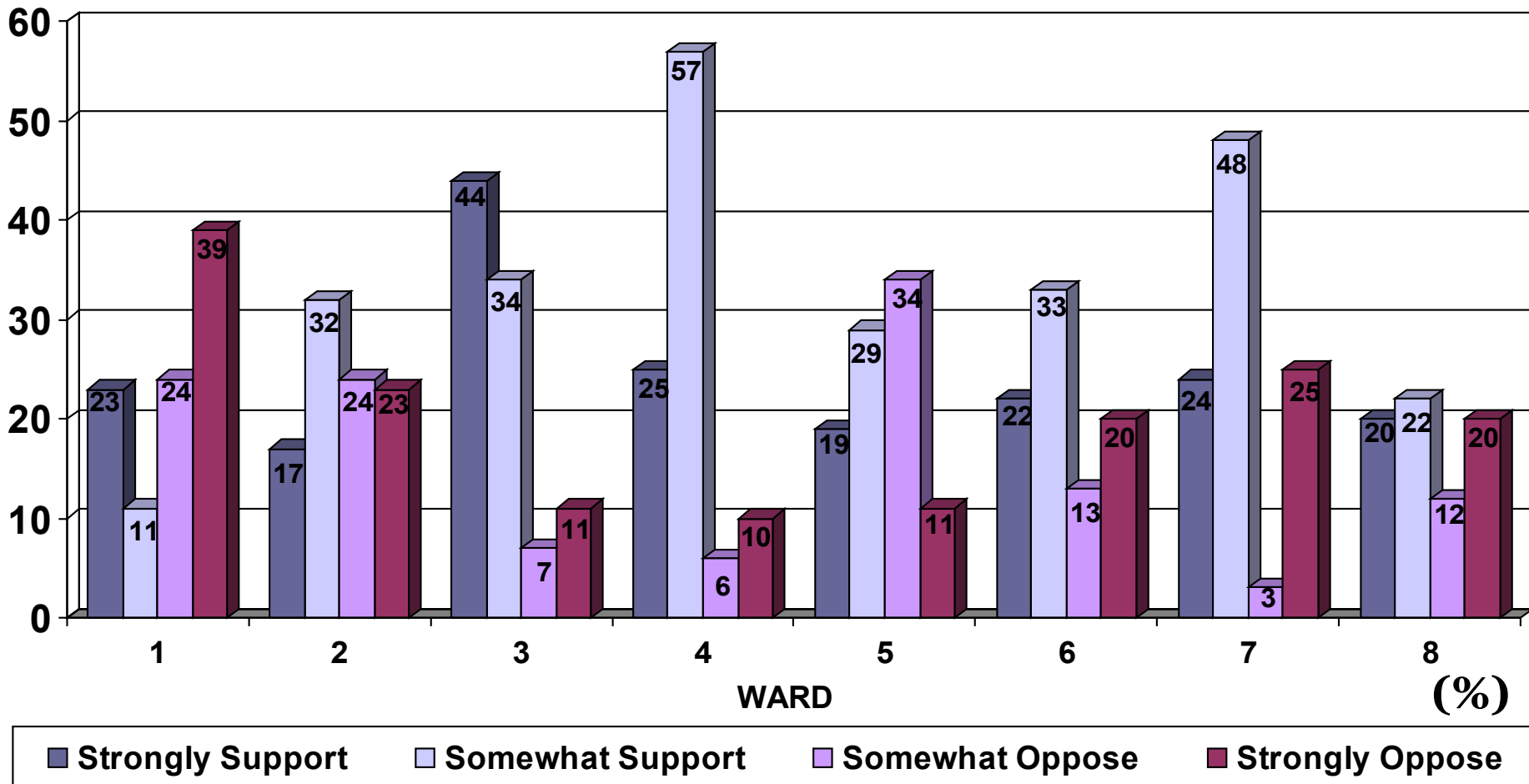
Preference Between Systems by Ward



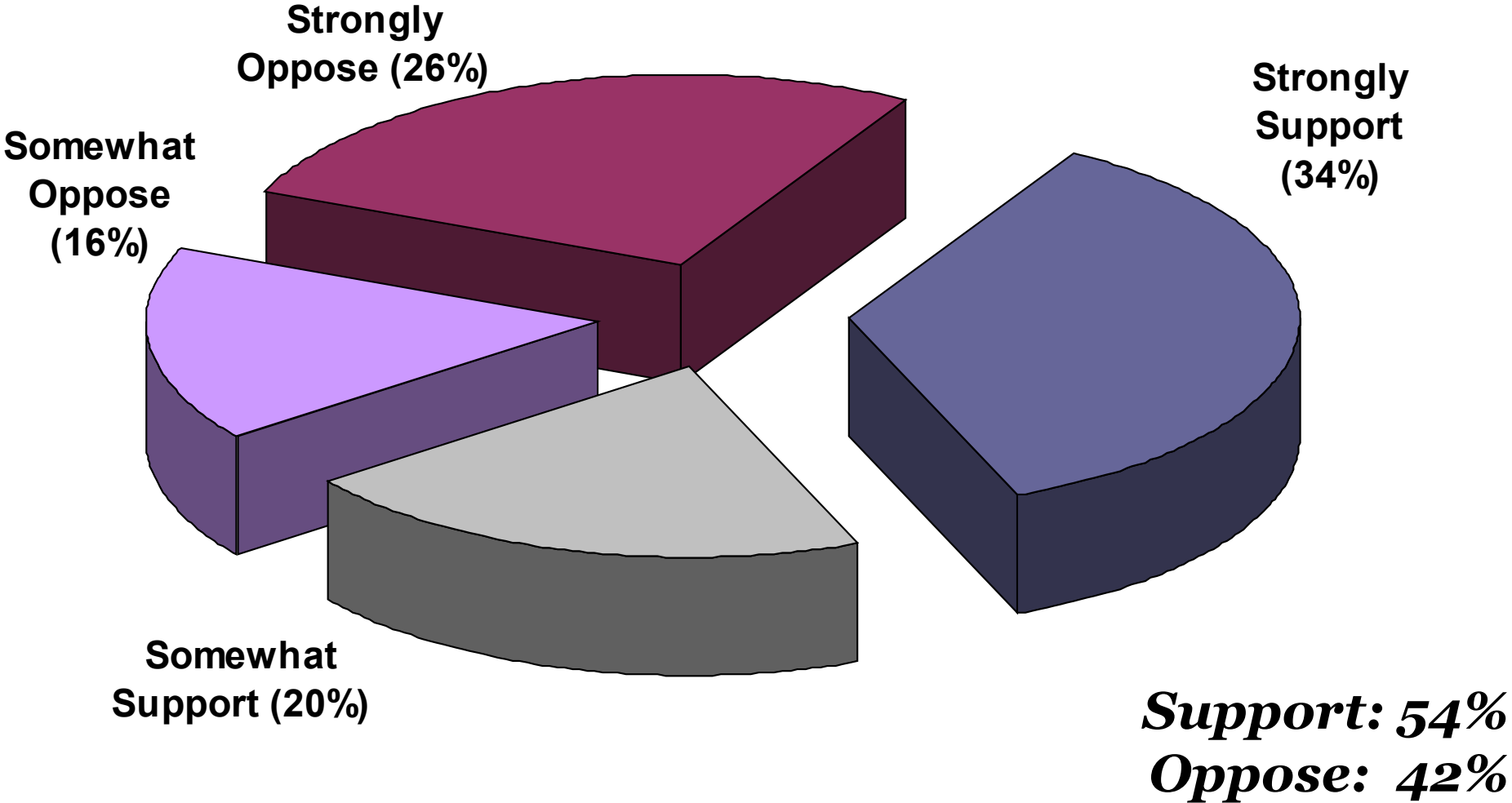
Level of Support – Zone Meters with GPS



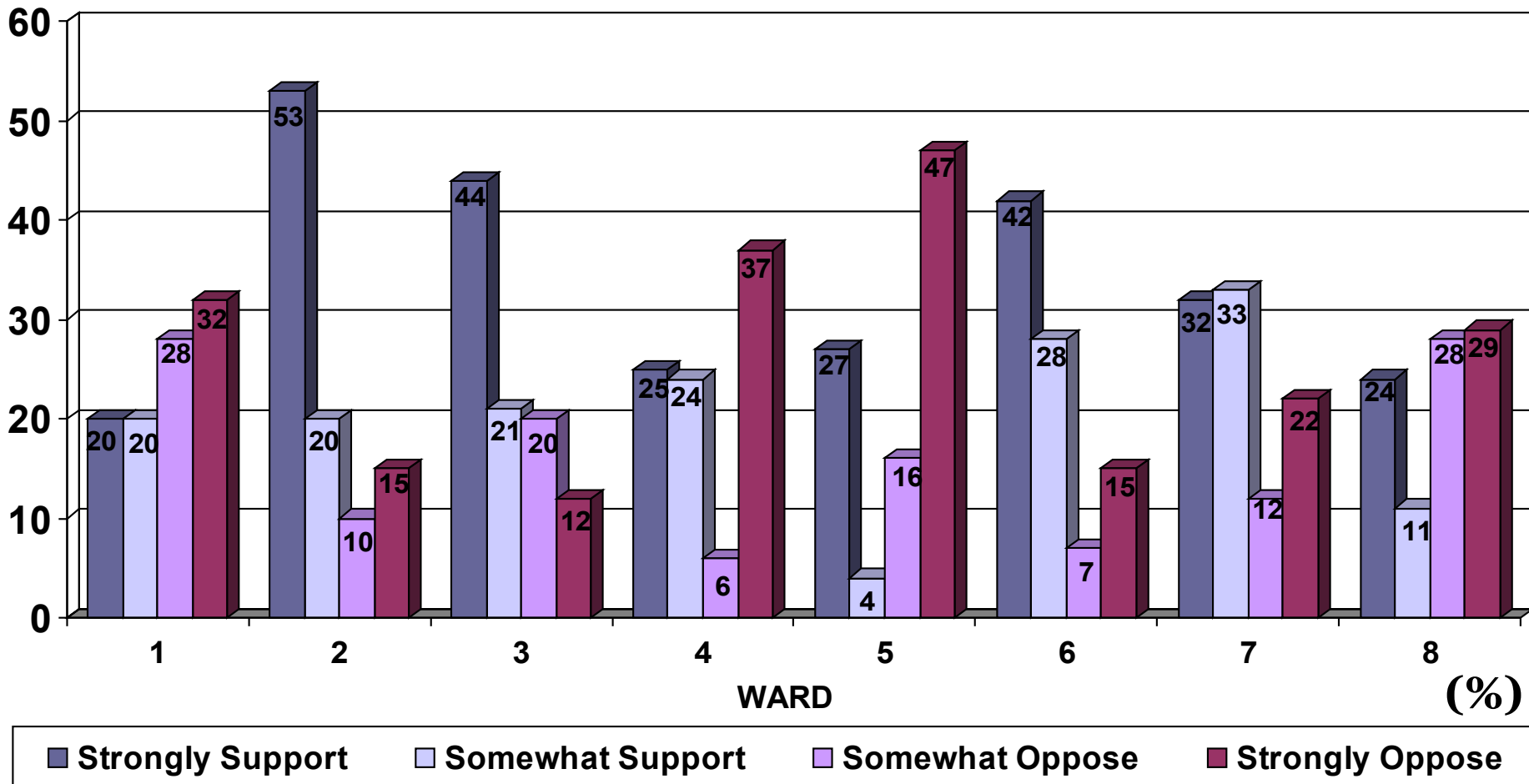
Support for Zone Meters with GPS by Ward



Level of Support – Time-Distance Meters

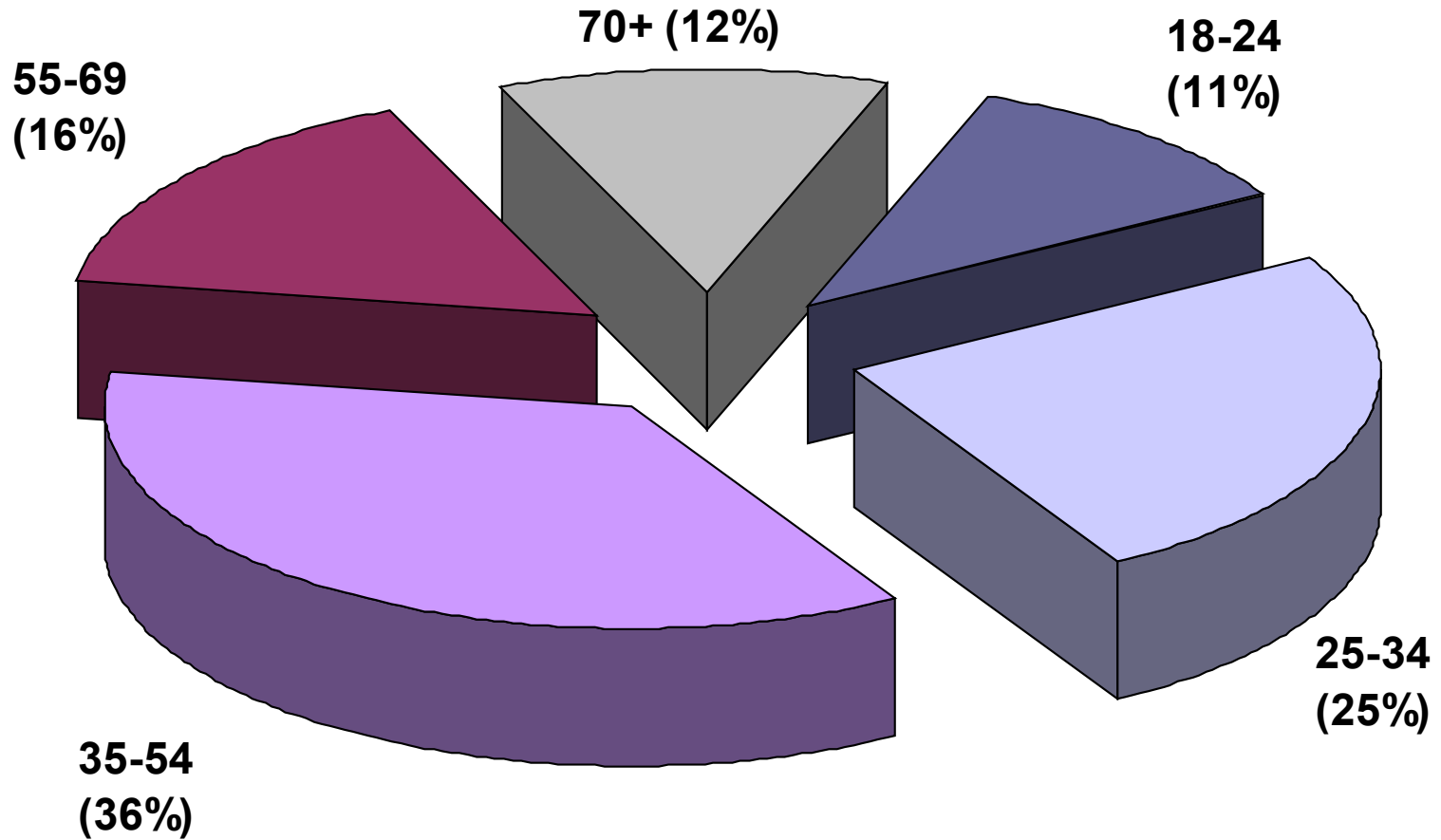


Support for Time-Distance Meters by Ward

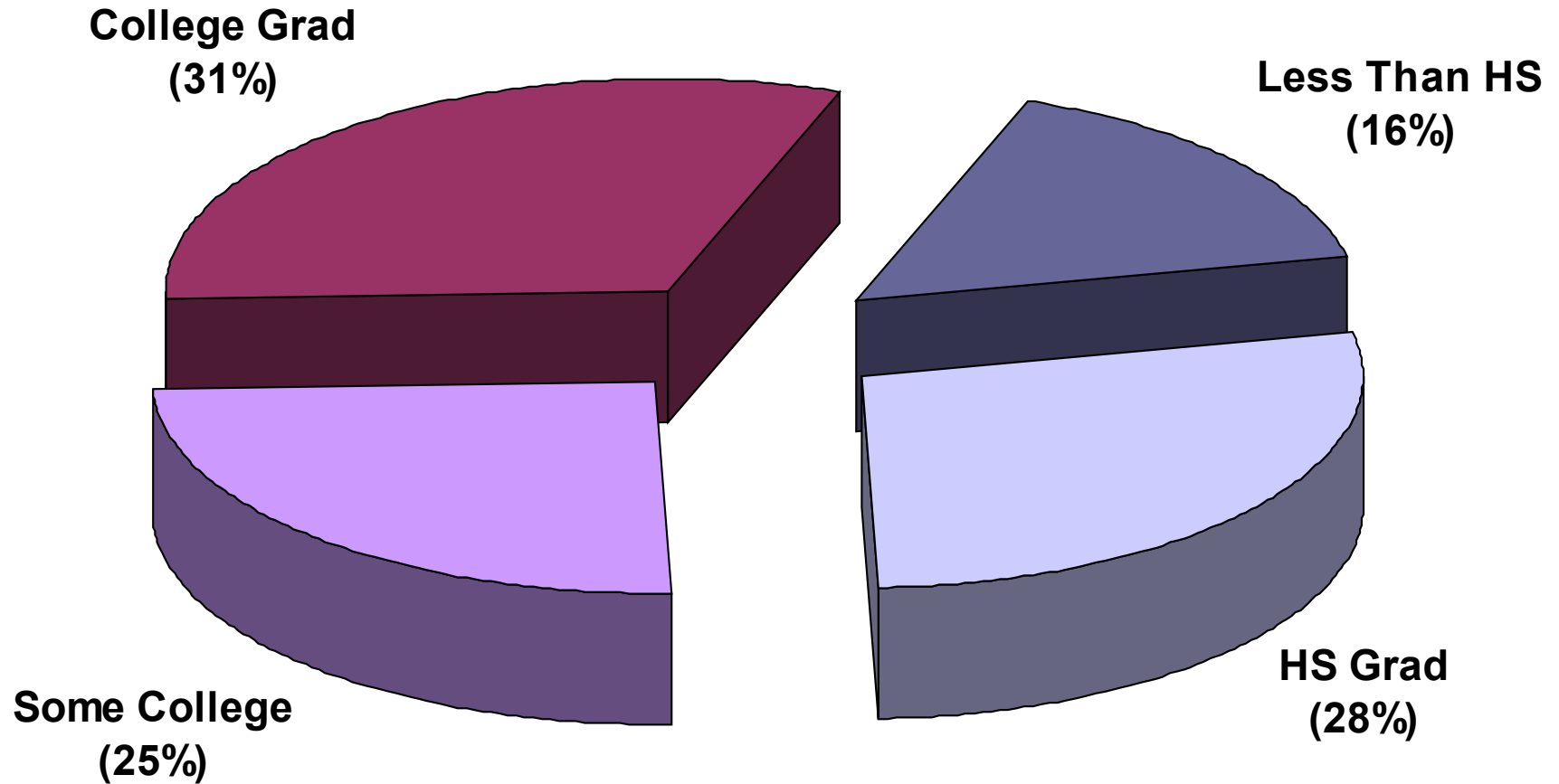


Demographics

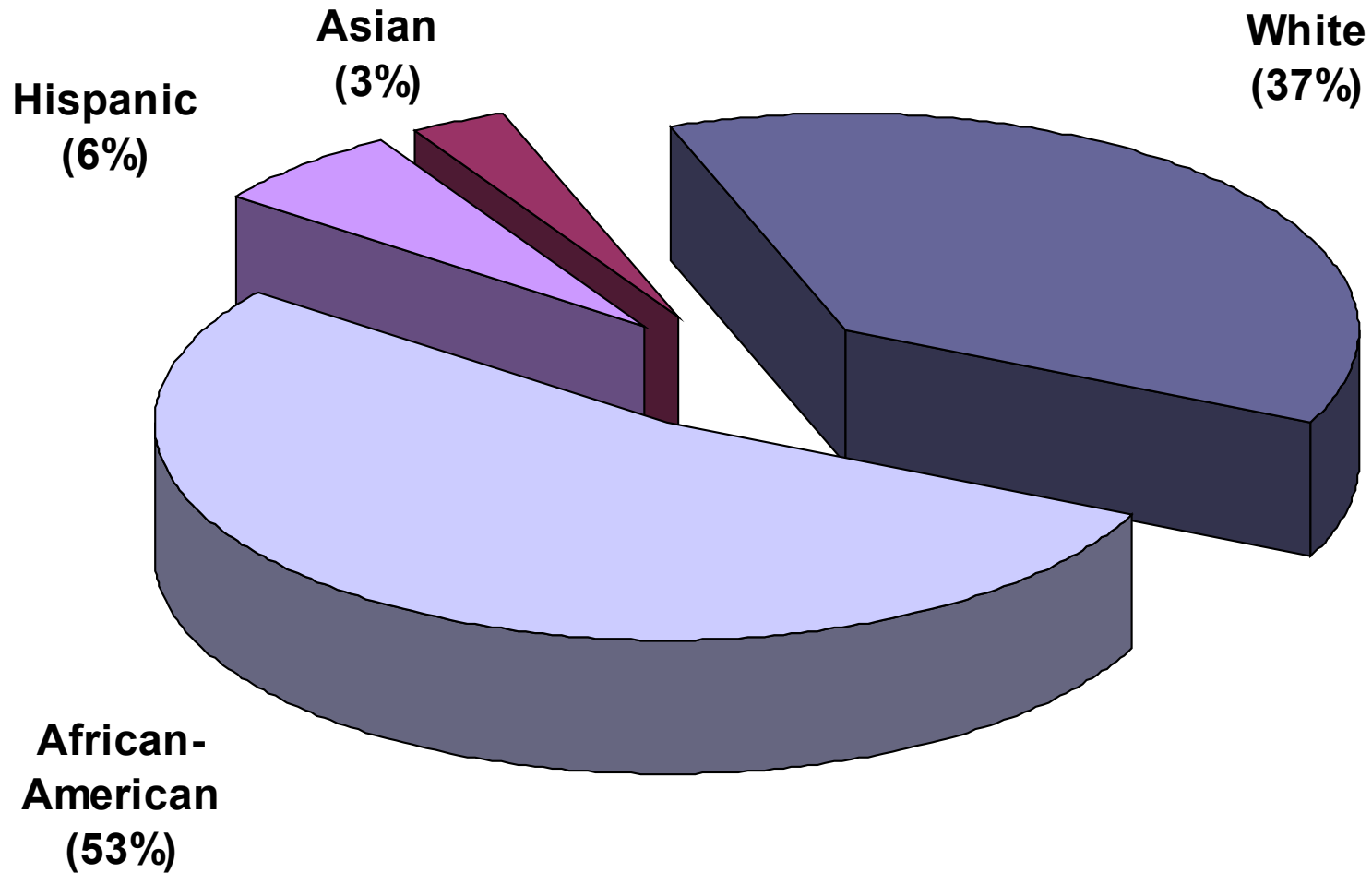
Cab Riders By Age



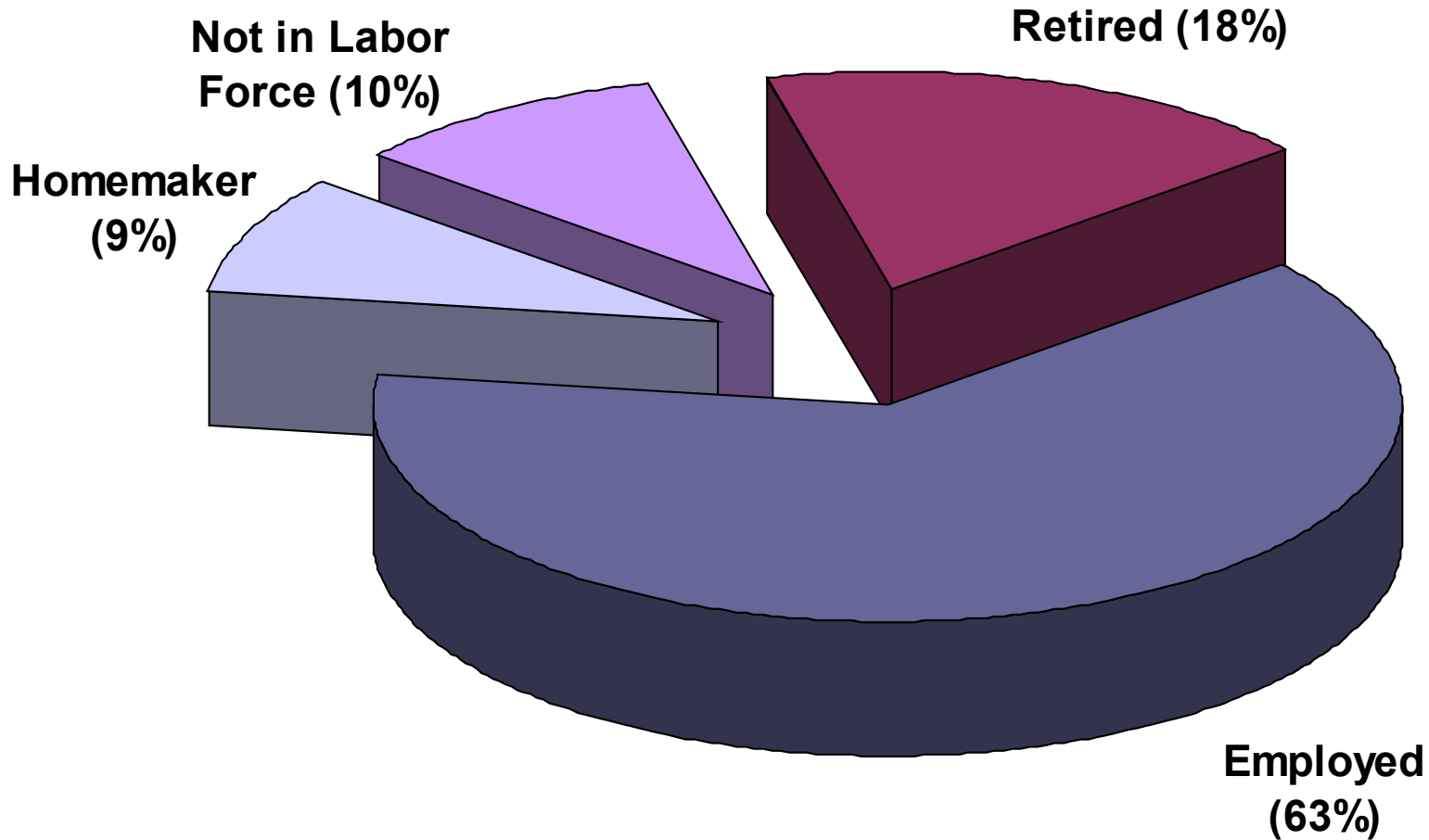
Cab Riders By Education



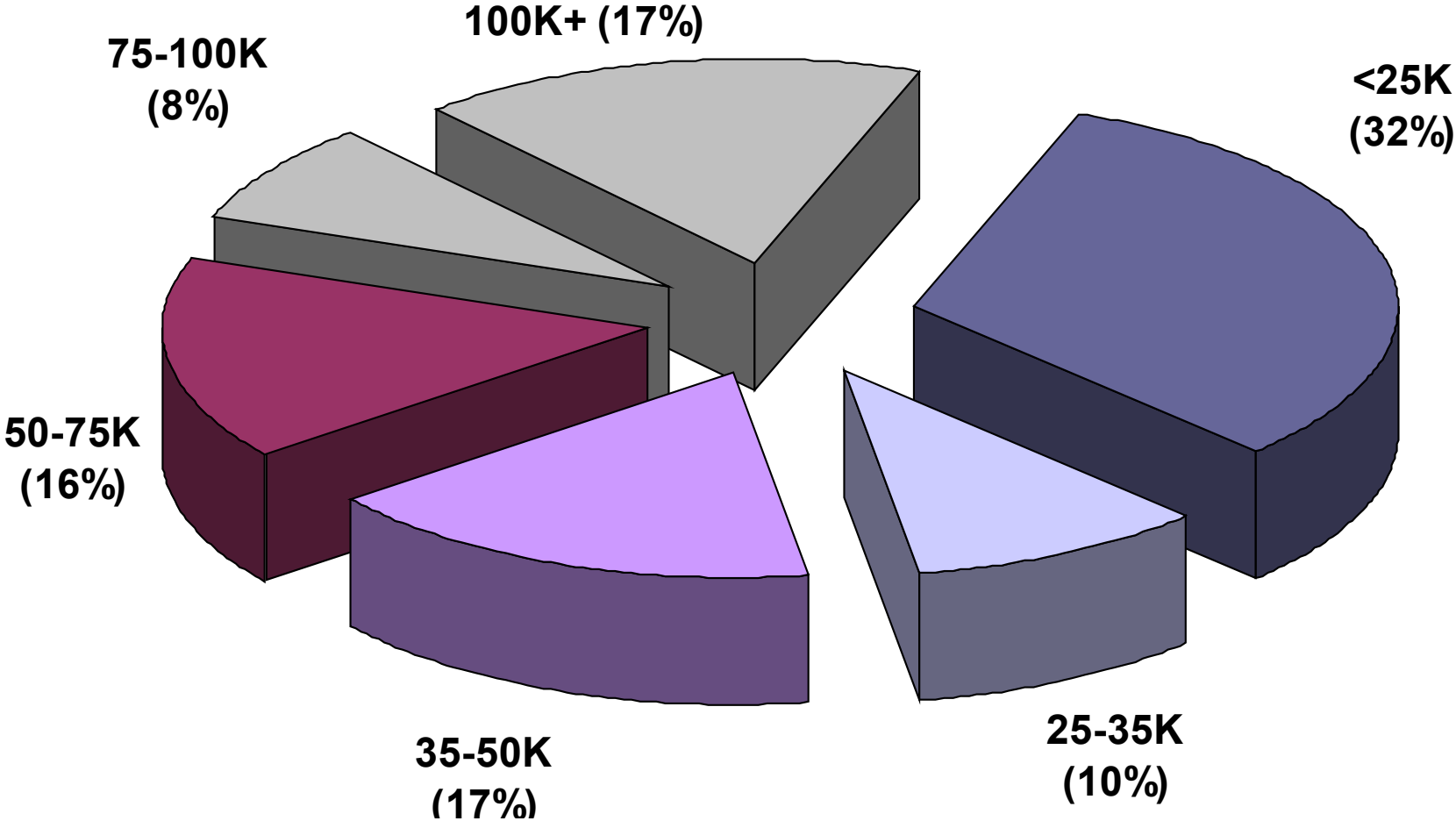
Cab Riders By Race



Cab Riders By Age



Cab Riders By Income



Cab Usage By Income

