

Area Survey Completed	Surveyor Name	Date
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**1 Have you made a trip by taxi in Chorley Borough in the last 3 months?**

Yes

No

**IF "NO" GO TO QUESTION 9**

**2 On your last trip how did you obtain your taxi?**

At a rank

Waved down in the street

By telephone

**3 If the taxi was obtained by telephone, which taxi company did you use?**

**4 What type of vehicle was it?**

Purpose built cab

Saloon

Minibus/people carrier

**5 However you obtained your vehicle, were you satisfied with the time taken and promptness of its arrival?**

Yes

No

**6 If you had to wait longer than expected was this due to the type of vehicle you required?**

No wait

Yes, I required a purpose built cab

Yes, I required a minibus

**7 When did you obtain your taxi?**

Day (before 6pm)

Evening (6pm-10pm)

Night (after 10pm)

**8 Thinking of the last journey when you travelled in a taxi in Chorley Borough, how would you rate the following?**  
(please tick one rating per line)

**Very Good   Good   Average   Poor   Very Poor**

**Vehicle Quality**

[ ] [ ] [ ] [ ] [ ]

**Driver Quality**

[ ] [ ] [ ] [ ] [ ]

**If you have rated any of the above aspects as Poor or Very Poor please explain your reasons why?**

**9 In the last 3 months, have you given up waiting for a taxi at a rank in Chorley Borough?**

Yes

No

**10 In the last 3 months, have you given up searching for a taxi by flagdown/on the street in Chorley Borough?**

Yes

No

**11 In the last 3 months, have you given up trying to obtain a taxi in Chorley Borough by telephone?**

Yes

No

**IF YOU ANSWERED YES TO Q9, Q10 OR Q11 ANSWER Q12. IF NO GO TO Q13.**

**12a Thinking about the last time you gave up waiting for a taxi, which area of Chorley Borough were you waiting in?**

\_\_\_\_\_ (Please specify e.g. Chorley Centre, Adlington, Euxton etc)

**12b What time was this?** \_\_\_\_\_ : \_\_\_\_\_ (please use 24hr clock e.g. 20:00)

**12c What type of vehicle did you need?**

Any

Wheelchair  
Accessible

Minibus/  
People Carrier

**Please explain to respondent:**

There are 2 types of taxis in the Borough of Chorley

1. Hackney Carriages are white, have a roof sign and can pick up at a rank or be flagged down on the street.

2. Private hire vehicles are *not* white in colour, have signs on the doors with details of their operator and must be prebooked.

**13 Do you think there are sufficient HACKNEY CARRIAGES in Chorley Borough?**

Chorley Town Centre	Yes	<input type="text"/>	1	No	<input type="text"/>	2	Don't know	<input type="text"/>	3
Chorley Borough (outer areas)	Yes	<input type="text"/>	1	No	<input type="text"/>	2	Don't know	<input type="text"/>	3

**14a Could hackney and/or private hire services in Chorley Borough be improved?**

Yes  1 No  2

**14b IF YES, how could they be improved? (Circle as many as apply)**

More of them	<input type="text"/>	1	Better Drivers	<input type="text"/>	2	More ranks	<input type="text"/>	3
Shared Taxis	<input type="text"/>	4	Cheaper	<input type="text"/>	5	Better Vehicles	<input type="text"/>	6
More wheelchair accessible/disabled access vehicles				<input type="text"/>	7	Other (please state)	<input type="text"/>	8

**15a Do you feel safe using hackneys and private hire vehicles in Chorley Borough?**

During the day	Yes	<input type="text"/>	1	No	<input type="text"/>	2	At times	<input type="text"/>	3	Don't know	<input type="text"/>	4
At night	Yes	<input type="text"/>	1	No	<input type="text"/>	2	At times	<input type="text"/>	3	Don't know	<input type="text"/>	4

**15b If you do not feel safe all, or some of the time, what would make you feel safer using taxis in Chorley Borough?**

**16a Currently taxi ranks are only provided in Chorley Town Centre. No outlying villages or railway stations in the Borough of Chorley provide a taxi rank. Do you think it is important that hackney carriage ranks are provided at:**

Chorley Station	Yes	<input type="text"/>	1	No	<input type="text"/>	2	Don't know	<input type="text"/>	3
Adlington Village / Station	Yes	<input type="text"/>	1	No	<input type="text"/>	2	Don't know	<input type="text"/>	3
Buckshaw Parkway	Yes	<input type="text"/>	1	No	<input type="text"/>	2	Don't know	<input type="text"/>	3
Euxton Village / Station	Yes	<input type="text"/>	1	No	<input type="text"/>	2	Don't know	<input type="text"/>	3
Croston Village / Station	Yes	<input type="text"/>	1	No	<input type="text"/>	2	Don't know	<input type="text"/>	3
Eccleston Village	Yes	<input type="text"/>	1	No	<input type="text"/>	2	Don't know	<input type="text"/>	3
Chorley Hospital	Yes	<input type="text"/>	1	No	<input type="text"/>	2	Don't know	<input type="text"/>	3

**16b Are there any specific locations (either in Chorley Centre or elsewhere in the Borough) where you would like to see a new taxi rank?**

Yes  1 No  2 Don't know  3

**16c IF "YES" please state location** Street/Landmark

**17 Age** 16-34  1 35-64  2 65+  3

**18 Gender** Male  1 Female  2

**19 Circumstances**

Full-time employed	<input type="text"/>	1	Part-time employed	<input type="text"/>	4
Unemployed	<input type="text"/>	2	Student/pupil	<input type="text"/>	5
Retired	<input type="text"/>	3	Housewife/husband	<input type="text"/>	6
			Other	<input type="text"/>	7

**20 Do you consider yourself mobility impaired?** Yes  1 No  2

**21 IF "YES" are you a wheelchair user?** Yes  1 No  2

**22 Residency** Permanent Resident  1 Visitor  2 Student  3

**A proportion of respondents will be contacted to ensure that the information collected above is accurate. Please provide your contact details to enable us to quality check the data collected. Your details will not be stored or passed onto a third party.**

Name:  Contact Number:

*If the respondent is reluctant to provide their contact details, please ask them to sign the form to confirm that they have taken part in the survey.*

Signature

## Technical note

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**Project** Chorley Unmet Demand Survey 2012  
**Subject** Public Attitude Survey  
**Author** Liz Richardson / Katie Dixon

**Date** 15 August 2012  
**Ref** GTXCHO 000

### 1 Introduction

The purpose of this technical note is to present the results of a public attitude survey undertaken by Halcrow on behalf of Chorley Borough Council.

The public attitude interview was designed with the aim of collecting information regarding opinions on the taxi market in Chorley. In particular, the survey allowed an assessment of flagdown, telephone and rank delays, the satisfaction with delays and general use information.

Some 358 on-street and telephone public attitude surveys were carried out in May, June and July 2012. The surveys were conducted across a range of locations within the Chorley licensing area. Some 29% of surveys were completed in the outlying areas of Chorley Borough and the analysis has been split to consider the views of respondents in outlying areas of the borough and Chorley town in addition to the overall results. It should be noted that in the tables and figures that follow the totals do not always add up to the same amount. This is due to one of two reasons. First, not all respondents were required to answer all questions; and second, some respondents failed to answer some questions that were asked.

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### 2 Survey Administration

Some 358 public attitude surveys were carried out across May, June and July 2012 both on the street and via telephone. The surveys were conducted during the day across a range of locations within the Chorley Licensing District. The age and gender samples are given in Table 1 below. The sample of 358 interviews provides a robust basis for assessment.

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

<b>Category</b>	<b>Chorley</b>	<b>Outlying Areas</b>	<b>Total</b>
16-34	21.1%	15.6%	19.9%
35-64	39.6%	37.7%	39.2%
65+	39.3%	46.7%	40.9%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100.0%</b>
Male	48.3%	39.5%	46.2%
Female	51.7%	60.5%	53.8%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100.0</b>

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

*Table 2: Economic Status*

	<b>Chorley</b>	<b>Outlying Areas</b>	<b>Total</b>
Full-time employed	20.0%	26.7%	21.5%
Part-time Employed	12.3%	6.7%	11.0%
Unemployed	5.4%	2.7%	4.7%
Student/Pupil	7.3%	0.0%	5.7%
Retired	46.9%	57.3%	49.3%
Housewife/Husband	5.0%	4.0%	4.8%
Other	3.1%	2.7%	30.0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

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

Table 3: Residency

	<b>Chorley</b>	<b>Outlying Areas</b>	<b>Total</b>
Permanent Resident	85.7%	90.9%	86.6%
Visitor	4.6%	9.1%	5.5%
University Student	9.7%	0.0%	7.9%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### 3 Characteristics of Last Trip

Respondents were each asked if they had made a journey by taxi in Chorley within the last three months. The survey found that 38.4% had used a taxi within this period. The results are displayed in Table 4.

Table 4: Have you made a trip by taxi in the past three months?

	<b>Chorley</b>	<b>Outlying Areas</b>	<b>Total</b>
Yes	38.1	38.0%	38.4%
No	61.5%	62.0%	61.6%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Respondents who had hired a taxi in the last three months were asked further questions about their experience. Some 24.3% of trip makers stated that they hired a taxi at a rank. Some 73.5% of hirings were achieved by telephone with 2.2% of trip makers obtaining a taxi by on-street flagdown. Table 5 reveals the pattern of taxi hire.

Table 5: Method of hire for last trip

<b>Trip Type</b>	<b>Chorley</b>	<b>Outlying Areas</b>	<b>Total</b>
Rank	27.6%	10.0%	24.3%
Flagdown	2.9%	0.0%	2.2%
Telephone	69.5%	90%	73.5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100.0</b>

Those respondents hiring their vehicle by telephone were asked which company they used. Coopers was the most used taxi company followed by A2B and 6666. Others used included Chorley Taxis, Starcars, Millers and Eccleston Private Hire. Many respondents were unable to remember the company used.

Respondents were asked what type of vehicle they hired. The most common type of vehicle used was a saloon car (57.4%) with 30.9% of respondents hiring a purpose built cab and 11.8% travelling by minibus or people carrier.

*Table 6: Vehicle type for last trip*

Vehicle Type	Chorley	Outlying Areas	Total
Purpose Built Cab	34.0%	20.7%	30.9
Saloon car	52.8%	72.4%	57.4
Minibus / people carrier	13.2%	6.9%	11.8
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100.0</b>

Respondents were asked if they were satisfied with the time taken and the promptness of the taxis arrival. The majority of people were satisfied with the time taken to obtain their vehicle (94.7%). This figure was slightly lower when only the outlying areas were analysed (89.7%). The results are shown in Table 7. Table 7 shows that for each method of obtaining a taxi, the majority were satisfied with the length of time they had to wait. Those obtaining their taxi by on street flagdown provided the highest levels of satisfaction.

*Table 7: Satisfaction with delay on last trip (multiple responses)*

	Chorley	Outlying Areas	Total
Rank	88.9%	100%	90%
Flagdown	100%	100%	100%
Telephone	100%	88.5%	96.9%
<b>All Trip Makers</b>	<b>96.1%</b>	<b>89.7%</b>	<b>94.7%</b>

Out of the seven people who weren't satisfied with the length of time that they had to wait three required a minibus.

Respondents were asked what time of day they hired their taxi, the results are shown in Table 8 below. The majority of respondents hired their vehicle before 6pm.

Table 8: Time of hire

	<b>Chorley</b>	<b>Outlying Areas</b>	<b>Total</b>
Day (before 6pm)	46.7%	60.0%	49.3%
Evening (6pm-10pm)	26.7%	26.7%	26.5%
Night (after 10pm)	26.7%	13.3%	24.3%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Respondents were asked to rate two of elements from their last taxi journey on a scale from very poor to very good. The results are shown in Tables 9, 10 and 11 and indicate that respondents generally consider vehicle quality and driver quality to be good or very good.

Table 9: Service rating (all areas)

<b>Characteristic</b>	<b>Very good</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Very poor</b>
Vehicle quality	40.7%	36.3%	19.3%	2.2%	1.5%
Driver quality	41.9%	30.9%	19.1%	4.4%	3.7%

Table 10: Service rating (Chorley Town Centre)

<b>Characteristic</b>	<b>Very good</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Very poor</b>
Vehicle quality	36.5	37.5	21.2	2.9	1.9
Driver quality	37.1	31.4	21.9	5.7	3.8

Table 11: Service rating (Chorley Borough (Outer areas))

<b>Characteristic</b>	<b>Very good</b>	<b>Good</b>	<b>Average</b>	<b>Poor</b>	<b>Very poor</b>
Vehicle quality	53.3	33.3	13.3	0	0
Driver quality	60.0	26.7	10.0	0	3.3

Those stating that quality was poor or very poor gave the following reasons:

- 'cars not very well maintained';
- 'drivers can't drive and can't speak English';
- 'not clean';
- 'rude'; and
- 'drivers don't help with luggage'.

## 4 Attempted Method of Hire

To provide evidence of suppressed demand in the event of finding significant patent unmet demand, all respondents were asked to identify whether or not they had given up waiting for a taxi at a rank, on the street, or by telephone in Chorley in the last three months. The results are summarised in Table 12.

Table 12: Given up attempting to hire a taxi by method of hire in the last three months

	Chorley		Outlying Areas		Total	
	Yes	No	Yes	No	Yes	No
Given up at a rank	5.1	94.9	3.8	96.2	4.8	95.2
Given up flagdown	7.7	92.3	5.1	94.9	7.1	92.9
Given up telephone	3.6	96.4	7.6	92.4	4.5	95.5

The majority of respondents replied that they had not given up waiting for a taxi in the last three months. Some 9.1% (32/352 respondents) had given up waiting for a taxi by rank and/or flagdown.

Respondents who had given up trying to obtain a taxi in the last three months at a rank, by flagdown and/or by telephone were asked the location where they had given up waiting for a taxi. The most common area was Chorley Town Centre.

Those who had given up trying to obtain a taxi were asked at what time this occurred. Some 48% occurred during the day (before 6pm), with 36% occurring after 10pm.

Respondents were also asked what type of vehicle they required, the results of which are shown in Table 13.

Table 13: Type of vehicle required?

Vehicle Type	Chorley	Outlying Areas	Total
Any	95.2	87.5	87.5
Wheelchair accessible	0	0	0
Minibus/people carrier	4.8	12.5	12.5
<b>Total</b>			<b>100.0</b>



## 5 Service Provision

Respondents were asked whether they feel there are enough hackney carriages in Chorley Town Centre and across the borough at the current time, the results of which are shown in Table's 14 and 15. Some 39.4% of the total number of respondents commented that there are sufficient in the town centre, 28.4% felt there were sufficient in the outer areas of the Borough, whilst the majority were unsure. When considering respondents from central Chorley only, 42.2% believed there were sufficient in the centre while 7.2% believed there were NOT sufficient. When considering respondents from outer areas of the borough only, 19% believed there were sufficient in outlying areas, while 16.4% believed there were NOT sufficient.

Table 14: Are there enough hackney carriages in Chorley Town Centre?

	Respondents in Chorley	Respondents in Outlying Areas	Total Respondents
Yes	42.2%	30.0%	39.4%
No	7.2%	15.0%	9.0%
Don't know	50.6%	55.0%	51.6%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Table 15: Are there enough hackney carriages in Chorley Borough (outer areas)?

	Respondents in Chorley	Respondents in Outlying Areas	Total Respondents
Yes	31.2%	19.0%	28.4%
No	10.6%	16.4%	12.0%
Don't know	58.2%	64.6%	59.6%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

The survey asked respondents whether taxi services in Chorley could be improved. Some 41.2% felt that they could be improved and the results are shown in Table 16. These respondents were then asked what could be done to improve the service. The results are shown in Table 17.

Table 16: Could services be improved?

	Respondents in Chorley	Respondents in Outlying Areas	Total Respondents
Yes	43.5%	33.8%	41.2%
No	56.5%	66.2%	58.8%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Table 17: Service improvements (multiple responses)

	Chorley	Outlying Areas	Total
More of them	30.9	30.8	30.9
Better drivers	24.5	26.9	25.0
More ranks	17.3	7.7	15.4
Shared taxis	2.7	0.0	0.1
Cheaper	66.4	23.1	57.4
Better vehicles	14.5	3.8	12.5
More Wheelchair accessible vehicles	14.5	0.0	11.8
Other	10.1	34.6	15.4

Of those that stated other, the most common improvements requested were;

- 'more courteous drivers';
- 'list of taxi numbers in phone box';
- 'fares vary a lot';
- 'always late'; and
- 'more friendly drivers'.

## 6 Safety

Respondents were asked whether they feel safe whilst using taxis both during the day and at night. The results are shown in Table 18.

Table 18: Safety using taxis

	Day			Night		
	Chorley	Outlying Areas	Total	Chorley	Outlying Areas	Total
Yes	73.5%	76.4%	74.2%	66.4%	55.6%	63.9%
No	2.7%	4.2%	3.0%	8.1%	12.5%	9.1%
At times	5.4%	2.8%	4.9%	6.9%	5.6%	6.6%
Don't know	18.6%	16.7%	17.9%	18.6%	26.4%	20.4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Those respondents who commented that they do not feel safe all or some of the time, were asked what would make them feel safer. The most common responses included;

- 'usual taxi driver';
- 'cctv and panic button';
- 'driver and vehicle licence clearly visible';
- 'screen between driver and passenger'; and
- 'female drivers'.

## 7 Ranks

Respondents were provided with a list of locations and asked whether a taxi rank should be provided there. Although a number of respondents did not know where ranks would be beneficial over two thirds of respondents (68.2%) felt that a rank should be provided at Chorley Hospital. The results are shown in Table 19.

Table 19: Do you think a rank should be provided at...?

	Yes	No	Don't know
Chorley Station	65.4%	5.5%	29.1%
Adlington Village/Station	40.7%	8.3%	51%
Buckshaw Parkway	49.3%	6%	44.7%
Euxton Village/Station	51.6%	8.1%	40.3%
Croston Village/Station	42.4%	7.5%	49.8%
Eccleston Village	38.4%	10.3%	51.4%
Chorley Hospital	68.2%	6.1%	25.8%

Respondents were subsequently also asked if there were any further locations in Chorley where new ranks were needed. Over half of respondents (51.2%) commented that no further new ranks were needed. The results are shown in Table 20.

*Table 20: Are new ranks required in Chorley?*

	<b>Chorley</b>	<b>Outlying Areas</b>	<b>Total</b>
Yes	12.7%	15.4%	13.3%
No	51.2%	51.3%	51.2%
Don't know	36.1%	33.3%	35.5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Those respondents who stated they would like to see a new rank were subsequently asked to provide a location. A variety of locations were provided including:

- Supermarkets (7 respondents)
- Other end of town / Chapel St/ St Georges / Pall Mall (5 respondents)
- Coppull (4 respondents)
- Bus station (3 respondents)
- Buckshaw Station (2 respondents) \*was a location in previous question
- Chorley Station (2 respondents) \*was a location in previous question
- MacDonalds Chorley (1 respondent)
- Leisure Centre, Water Lane (1 respondent)
- Astley Village (1 respondent)
- Any Village (1 respondent)
- Euxton Station (1 respondent) \*was a location in previous question
- All Stations (1 respondent) \*were locations in previous question
- Botany Bay (1 respondent)