

## Appendix 7 - On Street interview results

| Q1: Have you used a taxi in this area in the last 3 months? | CITY CENTRE |      | STATION |      | TOTAL |      |
|---|-------------|------|---------|------|-------|------|
| Yes   | 196         | 87%  | 7       | 14%  | 203   | 74%  |
| No  | 30          | 13%  | 43      | 86%  | 73    | 26%  |
| <b>Total</b>  | 226         | 100% | 50      | 100% | 276   | 100% |

| Q2: How often do you use a taxi within this area? | CITY CENTRE |      | STATION |    | TOTAL |      |
|---|-------------|------|---------|----|-------|------|
| Almost daily                                      | 14          | 7%   | 1       | 1% | 15    | 7%   |
| Once a week                                       | 49          | 25%  | 1       | 1% | 50    | 24%  |
| A few times a month                               | 54          | 27%  | 2       | 1% | 56    | 27%  |
| Once a month                                      | 27          | 14%  | 1       | 1% | 28    | 13%  |
| Less than once a month                            | 53          | 27%  | 6       | 3% | 59    | 28%  |
| <b>Total</b>                                      | 197         | 100% | 11      | 7% | 208   | 100% |

|                        |     |
|------------------------|-----|
| Almost daily           | 20  |
| Once a week            | 4   |
| A few times a month    | 2   |
| Once a month           | 1   |
| Less than once a month | 0.5 |

|   |            |            |            |
|---|------------|------------|------------|
| <b>Resulting estimate of trips per person per month</b> | <b>2.8</b> | <b>0.6</b> | <b>2.4</b> |
|---|------------|------------|------------|

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| <b>Q3a. How do you normally book a taxi within this area?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|---|--------------------|------|----------------|------|--------------|------|
| At a Taxi rank  | 93                 | 37%  | 4              | 40%  | 97           | 37%  |
| Hail in the street  | 11                 | 4%   | 0              | 0%   | 11           | 4%   |
| Telephone a company   | 121                | 49%  | 2              | 20%  | 123          | 47%  |
| Use a Freephone   | 14                 | 6%   | 1              | 10%  | 15           | 6%   |
| Make a booking online on computer                             | 5                  | 2%   | 1              | 10%  | 6            | 2%   |
| Use my mobile or smart phone                                  | 2                  | 1%   | 0              | 0%   | 2            | 1%   |
| Use an app  | 3                  | 1%   | 0              | 0%   | 3            | 1%   |
| Other   | 0                  | 0%   | 2              | 20%  | 2            | 1%   |
| <b>Total</b>  | 249                | 100% | 10             | 100% | 259          | 100% |

| <b>Q3b. If you stated that you normally book a taxi using an APP, please tell us which one?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|---|--------------------|------|----------------|------|--------------|------|
| GOOGLE  | 1                  | 33%  | 4              | 100% | 5            | 71%  |
| UBER  | 2                  | 67%  | 0              | 0%   | 2            | 29%  |
| <b>Total</b>  | 3                  | 100% | 4              | 100% | 7            | 100% |

| <b>Q4. If you book a taxi by phone, please tell us the three companies you phone most?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|--|--------------------|------|----------------|------|--------------|------|
| PANTHER  | 106                | 49%  | 6              | 86%  | 112          | 50%  |
| CAMCAB   | 45                 | 21%  | 1              | 14%  | 46           | 21%  |
| A1   | 36                 | 17%  | 0              | 0%   | 36           | 16%  |
| CAMTAX   | 7                  | 3%   | 0              | 0%   | 7            | 3%   |
| CAMBRIDGE CITY TAXI  | 6                  | 3%   | 0              | 0%   | 6            | 3%   |
| CABCO  | 5                  | 2%   | 0              | 0%   | 5            | 2%   |
| UBER   | 4                  | 2%   | 0              | 0%   | 4            | 2%   |
| SOUTH CAMBRIDGE TAXIS  | 3                  | 1%   | 0              | 0%   | 3            | 1%   |
| 755 755  | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| EASYCAR  | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| PRIDE CABS   | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| <b>Total</b>   | 215                | 100% | 7              | 100% | 222          | 100% |

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| <b>Q5a: Have you had any issues or problems with getting the type of taxi you need in Cambridge?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|--|--------------------|------|----------------|------|--------------|------|
| NO, I CAN ALWAYS GET THE VEHICLE I NEED  | 181                | 94%  | 7              | 100% | 188          | 94%  |
| YES, I CANT GET A WAV WHEN I PHONE UP  | 5                  | 3%   | 0              | 0%   | 5            | 3%   |
| YES, I CANT GET A WAV AT A RANK  | 2                  | 1%   | 0              | 0%   | 2            | 1%   |
| YES, I NEED A SPECIFIC VEHICLE   | 5                  | 3%   | 0              | 0%   | 5            | 3%   |
| <b>Total</b>   | 193                | 100% | 7              | 100% | 200          | 100% |

| <b>Q5b: If you stated that you need a specific vehicle, please tell us which type?</b> | <b>CITY CENTRE</b> |    | <b>STATION</b> |    | <b>TOTAL</b> |    |
|--|--------------------|----|----------------|----|--------------|----|
| None confirmed what type of vehicle they needed  | 0                  | 0% | 0              | 0% | 0            | 0% |
|  | 0                  | 0% | 0              | 0% | 0            | 0% |
| <b>Total</b>   | 0                  | 0% | 0              | 0% | 0            | 0% |

| <b>Q6. What type of vehicle would you prefer to use as either a private hire or hackney carriage in Cambridge?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|--|--------------------|------|----------------|------|--------------|------|
| ALWAYS THE FIRST VEHICLE AVAILABLE   | 120                | 68%  | 4              | 100% | 124          | 69%  |
| A WHEEL CHAIR ACCESSIBLE STYLE VEHICLE   | 2                  | 1%   | 0              | 0%   | 2            | 1%   |
| A SALOON VEHICLE   | 35                 | 20%  | 0              | 0%   | 35           | 19%  |
| AN ELECTRIC POWERED WAV  | 7                  | 4%   | 0              | 0%   | 7            | 4%   |
| AN ELECTRIC POWERED SALOON   | 12                 | 7%   | 0              | 0%   | 12           | 7%   |
| <b>Total</b>   | 176                | 100% | 4              | 100% | 180          | 100% |

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| <b>Q7a. What ranks you are aware of in the Cambridge area, and do you use them?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|---|--------------------|------|----------------|------|--------------|------|
| ST ANDREWS STREET   | 78                 | 38%  | 0              | 0%   | 78           | 36%  |
| CHRISTS COLLEGE   | 14                 | 7%   | 1              | 13%  | 15           | 7%   |
| UNIVERSITY  | 7                  | 3%   | 0              | 0%   | 7            | 3%   |
| CITY CENTRE   | 3                  | 1%   | 2              | 25%  | 5            | 2%   |
| TRAIN STATION   | 53                 | 26%  | 5              | 63%  | 58           | 27%  |
| DRUMMER STREET  | 26                 | 13%  | 0              | 0%   | 26           | 12%  |
| BUS STATION   | 8                  | 4%   | 0              | 0%   | 8            | 4%   |
| CORN EXCHANGE   | 2                  | 1%   | 0              | 0%   | 2            | 1%   |
| SIDNEY STREET   | 3                  | 1%   | 0              | 0%   | 3            | 1%   |
| BRIDGE STREET   | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| JESUS LANE  | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| MAGDALENE BRIDGE  | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| MAGDALENE STREET  | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| JOHN LEWIS  | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| NEW MARKET ROAD   | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| PARKERS PIECE   | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| PARKSIDE  | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| MARKET PLACE  | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| MARKET SQUARE   | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| ARBURY  | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| CHERRYHILL ROAD   | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| ADDENBROOKS HOSPITAL  | 1                  | 0%   | 0              | 0%   | 1            | 0%   |
| <b>Total</b>  | 207                | 100% | 8              | 100% | 215          | 100% |

| <b>Q7b. If you are aware of a rank in the Cambridge area, please tell us if you use it?</b> | <b>CITY CENTRE</b> |        | <b>STATION</b> |        | <b>TOTAL</b> |      |
|---|--------------------|--------|----------------|--------|--------------|------|
| Use   | 146                | 73.7%  | 6              | 66.7%  | 152          | 73%  |
| Don't Use   | 52                 | 26.3%  | 3              | 33.3%  | 55           | 27%  |
| <b>Total</b>  | 198                | 100.0% | 9              | 100.0% | 207          | 100% |

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| <b>Q8: How often do you use a hackney carriage within this area?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |     |
|--|--------------------|------|----------------|------|--------------|-----|
| Almost daily   | 7                  | 5%   | 1              | 9%   | 8            | 4%  |
| Once a week  | 18                 | 12%  | 1              | 9%   | 19           | 9%  |
| A few times a month  | 26                 | 17%  | 1              | 9%   | 27           | 13% |
| Once a month   | 17                 | 11%  | 0              | 0%   | 17           | 8%  |
| Less than once a month   | 45                 | 30%  | 2              | 18%  | 47           | 23% |
| I cant remember when I last used an hc                               | 38                 | 25%  | 5              | 45%  | 43           | 21% |
| I cant remember seeing a hc in cambridge                             | 0                  | 0%   | 1              | 9%   | 1            | 0%  |
| <b>Total</b>   | 151                | 100% | 11             | 100% | 162          | 78% |

|                        |     |
|------------------------|-----|
| Almost daily           | 20  |
| Once a week            | 4   |
| A few times a month    | 2   |
| Once a month           | 1   |
| Less than once a month | 0.5 |

|  |            |            |            |
|--|------------|------------|------------|
| <b>Resulting estimate of trips per person per month by hcv</b>                 | <b>1.3</b> | <b>0.5</b> | <b>1.2</b> |
| <b>Proportion hcv trips compared to total licensed vehicle trips per month</b> | <b>48%</b> | <b>84%</b> | <b>49%</b> |
| <b>Compared to rank proportion level quoted</b>                                | <b>37%</b> | <b>40%</b> | <b>37%</b> |

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| <b>Q9a. Is there any location in Cambridge where you would like to see a rank, and if it was there and vehicles were available, would you use it?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |    | <b>TOTAL</b> |      |
|---|--------------------|------|----------------|----|--------------|------|
| ADDENBROOKS HOSPITAL  | 15                 | 27%  | 0              | 0% | 15           | 27%  |
| GRAFTON CENTRE  | 3                  | 5%   | 0              | 0% | 3            | 5%   |
| GRAND PARADE  | 1                  | 2%   | 0              | 0% | 1            | 2%   |
| MAGDALENE BRIDGE  | 2                  | 4%   | 0              | 0% | 2            | 4%   |
| MARKET  | 5                  | 9%   | 0              | 0% | 5            | 9%   |
| MARKET SQUARE   | 11                 | 20%  | 0              | 0% | 11           | 20%  |
| PARKSIDE  | 1                  | 2%   | 0              | 0% | 1            | 2%   |
| QUAYSIDE  | 1                  | 2%   | 0              | 0% | 1            | 2%   |
| SIDNEY STREET   | 11                 | 20%  | 0              | 0% | 11           | 20%  |
| TRAIN STATION   | 2                  | 4%   | 0              | 0% | 2            | 4%   |
| UNIVERSITY AREA   | 1                  | 2%   | 0              | 0% | 1            | 2%   |
| FITZ WILLIAMS   | 1                  | 2%   | 0              | 0% | 1            | 2%   |
| ST ANDREWS STREET   | 1                  | 2%   | 0              | 0% | 1            | 2%   |
| CORN EXCHANGE   | 1                  | 2%   | 0              | 0% | 1            | 2%   |
| <b>Total</b>  | 56                 | 100% | 0              | 0% | 56           | 100% |

| <b>Q9b. Number of people giving answers above</b> | <b>CITY CENTRE</b> |        | <b>STATION</b> |      | <b>TOTAL</b> |      |
|---|--------------------|--------|----------------|------|--------------|------|
| THREE RANKS                                       | 2                  | 5.3%   | 0              | 0.0% | 2            | 5%   |
| TWO RANKS   | 14                 | 36.8%  | 0              | 0.0% | 14           | 37%  |
| ONE RANK  | 22                 | 57.9%  | 0              | 0.0% | 22           | 58%  |
| <b>Total</b>                                      | 38                 | 100.0% | 0              | 0.0% | 38           | 100% |

| <b>Q10a. Have you had any problems with the hackney carriage service? (Indicate as many as apply)</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|---|--------------------|------|----------------|------|--------------|------|
| Design of vehicles  | 0                  | 0%   | 0              | 0%   | 0            | 0%   |
| Driver Issues   | 6                  | 18%  | 0              | 0%   | 6            | 17%  |
| Position of ranks   | 1                  | 3%   | 0              | 0%   | 1            | 3%   |
| Delay in getting a taxi   | 16                 | 47%  | 1              | 100% | 17           | 49%  |
| cleanliness   | 5                  | 15%  | 0              | 0%   | 5            | 14%  |
| other problems  | 6                  | 18%  | 0              | 0%   | 6            | 17%  |
| <b>Total</b>  | 34                 | 100% | 1              | 100% | 35           | 100% |

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| <b>Q10b. If you have had problems with the taxi service please tell us the problem?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |    | <b>TOTAL</b> |      |
|---|--------------------|------|----------------|----|--------------|------|
| TOO FEW DOG FRIENDLY TAXIS  | 2                  | 40%  | 0              | 0% | 2            | 40%  |
| CIRCUITOUS ROUTE  | 2                  | 40%  | 0              | 0% | 2            | 40%  |
| TAXI NOT TURNING UP   | 1                  | 20%  | 0              | 0% | 1            | 20%  |
| <b>Total</b>  | 5                  | 100% | 0              | 0% | 5            | 100% |

| <b>Q11a. What would encourage you to use Taxis, or use them more often in the Cambridge area? (please indicate top two reasons only)</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|--|--------------------|------|----------------|------|--------------|------|
| Better vehicles  | 20                 | 22%  | 0              | 0%   | 20           | 22%  |
| More hackney carriages I could phone for   | 24                 | 26%  | 1              | 50%  | 25           | 27%  |
| Better Drivers   | 9                  | 10%  | 0              | 0%   | 9            | 10%  |
| More hackney carriages I could hail or get at a rank   | 7                  | 8%   | 0              | 0%   | 7            | 8%   |
| An APP I could use to get an HC  | 31                 | 34%  | 1              | 50%  | 32           | 34%  |
| Other  | 0                  | 0%   | 0              | 0%   | 0            | 0%   |
| <b>Total</b>   | 91                 | 100% | 2              | 100% | 93           | 100% |

| <b>Q11b. If you indicated 'Other' for Q11a. Please specify?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|---|--------------------|------|----------------|------|--------------|------|
| CHEAPER FARES   | 22                 | 84%  | 3              | 100% | 25           | 86%  |
| EASIER TO PHONE   | 2                  | 8%   | 0              | 0%   | 2            | 7%   |
| ELECTRIC VEHICLES   | 2                  | 8%   | 0              | 0%   | 2            | 7%   |
| <b>Total</b>  | 26                 | 100% | 3              | 100% | 29           | 100% |

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| <b>Q12a. Do you consider you, or anyone you know, to have a disability that means you need an adapted vehicle when you travel by taxi? (If 'YES', please state what sort of vehicle is needed)</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|--|--------------------|------|----------------|------|--------------|------|
| No   | 141                | 95%  | 6              | 100% | 147          | 95%  |
| YES: I need a wheelchair accessible vehicle (WAV)  | 7                  | 5%   | 0              | 0%   | 7            | 5%   |
| YES: I need an adapted vehicle, not WAV  | 0                  | 0%   | 0              | 0%   | 0            | 0%   |
| <b>Total</b>   | 148                | 100% | 6              | 100% | 154          | 100% |

| <b>Q12b. If you indicated 'YES' for Q12a. Please tell us what type of WAV you require?</b> | <b>CITY CENTRE</b> |     | <b>STATION</b> |    | <b>TOTAL</b> |      |
|--|--------------------|-----|----------------|----|--------------|------|
| SIDE LOADING WAV   | 0                  | 0%  | 0              | 0% | 0            | 0%   |
| REAR LOADING WAV   | 1                  | 4%  | 0              | 0% | 1            | 14%  |
| SIDE OR REAR LOADING WAV   | 6                  | 23% | 0              | 0% | 6            | 86%  |
| <b>Total</b>   | 7                  | 27% | 0              | 0% | 7            | 100% |

| <b>Q13. Do people with disabilities in Cambridge get a good service from HC and their drivers?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|--|--------------------|------|----------------|------|--------------|------|
| Yes  | 51                 | 30%  | 1              | 13%  | 52           | 30%  |
| No   | 20                 | 12%  | 1              | 13%  | 21           | 12%  |
| other  | 3                  | 2%   | 0              | 0%   | 3            | 2%   |
| Don't Know   | 94                 | 56%  | 6              | 75%  | 100          | 57%  |
| <b>Total</b>   | 168                | 100% | 8              | 100% | 176          | 100% |



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| <b>Q14a. Have you ever given up waiting for a Hackney Carriage in Cambridge?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|--|--------------------|------|----------------|------|--------------|------|
| No   | 137                | 88%  | 6              | 86%  | 143          | 88%  |
| Yes  | 19                 | 12%  | 1              | 14%  | 20           | 12%  |
| <b>Total</b>   | 156                | 100% | 7              | 100% | 163          | 100% |

| <b>Q14b. If you indicated 'Yes' to Q13a, please tell us where?</b> | <b>CITY CENTRE</b> |      | <b>STATION</b> |      | <b>TOTAL</b> |      |
|--|--------------------|------|----------------|------|--------------|------|
| ALL RANKS  | 2                  | 10%  | 0              | 0%   | 2            | 10%  |
| BUS STATION  | 1                  | 5%   | 0              | 0%   | 1            | 5%   |
| DRUMMER STREET   | 2                  | 10%  | 1              | 100% | 3            | 14%  |
| PARKERS PIECE  | 1                  | 5%   | 0              | 0%   | 1            | 5%   |
| ST ANDREWS CHURCH  | 1                  | 5%   | 0              | 0%   | 1            | 5%   |
| ST ANDREWS STREET  | 6                  | 30%  | 0              | 0%   | 6            | 29%  |
| TRAIN STATION  | 6                  | 30%  | 0              | 0%   | 6            | 29%  |
| ADDENBROOKS HOSPITAL   | 1                  | 5%   | 0              | 0%   | 1            | 5%   |
| <b>Total</b>   | 20                 | 100% | 1              | 100% | 21           | 100% |

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| Q15. Do you have regular access to a car? | CITY CENTRE |      | STATION |      | TOTAL |      |
|---|-------------|------|---------|------|-------|------|
| Yes                                       | 124         | 66%  | 22      | 45%  | 146   | 62%  |
| No  | 63          | 34%  | 27      | 55%  | 90    | 38%  |
| <b>Total</b>                              | 187         | 100% | 49      | 100% | 236   | 100% |

| Q16. Do you live in the area? | CITY CENTRE |      | STATION |      | TOTAL |      |
|-------------------------------|-------------|------|---------|------|-------|------|
| Yes                           | 154         | 81%  | 19      | 38%  | 173   | 72%  |
| No                            | 37          | 19%  | 31      | 62%  | 68    | 28%  |
| <b>Total</b>                  | 191         | 100% | 50      | 100% | 241   | 100% |

| Q17. What is your gender? | CITY CENTRE |      | STATION |      | TOTAL |      | Census |     |
|---------------------------|-------------|------|---------|------|-------|------|--------|-----|
| Male                      | 115         | 57%  | 31      | 62%  | 146   | 58%  | 52%    | 6%  |
| Female                    | 88          | 43%  | 19      | 38%  | 107   | 42%  | 48%    | -6% |
| <b>Total</b>              | 203         | 100% | 50      | 100% | 253   | 100% |        |     |

| Q18. Which age bracket do you fall into? | CITY CENTRE |      | STATION |      | TOTAL |      | Census |      |
|--|-------------|------|---------|------|-------|------|--------|------|
| Under 30                                 | 52          | 25%  | 11      | 22%  | 63    | 25%  | 36%    | -11% |
| 31 - 55                                  | 100         | 49%  | 32      | 64%  | 132   | 52%  | 38%    | 14%  |
| Over 55                                  | 52          | 25%  | 7       | 14%  | 59    | 23%  | 26%    | -3%  |
| <b>Total</b>                             | 204         | 100% | 50      | 100% | 254   | 100% |        |      |