

RESEARCH SUMMARY

Title	Private Hire Vehicle strategy
Objective	Frequency of use of Private Hire Vehicles (PHV) amongst London residents and reasons for choice
Date	May 2009
Methodology	1005 Telephone interviews with London residents

Key findings

- Approximately two in five Londoners have ever used a minicab. One in twelve use a minicab at least once a week and one in four use a minicab at least once a month.
- Minicab users are more likely to be younger Londoners and aged between 16-34 years. As well as this, slightly more users live within inner London and belong to the highest AB social grade.
- The biggest reason for using a minicab rather than another mode of transport is the ease and convenience that it offers with two fifths citing this as a reason. Reasons for using a minicab differ significantly by gender. Whereas women are more likely to use a PHV because of worries about their personal safety or because a health condition necessitates a non-public transport option, men, on the other hand, are significantly more likely to be motivated by the lower cost of a minicab compared to a black cab.
- Nearly half of all users take a minicab late at night or during the early hours of the morning. Men are far more likely to travel longer distances of 10 miles or more whereas women are significantly more likely to travel shorter distances of 1 mile or less.
- Approximately one in ten consider minicabs to be 'very good' value for money and two thirds of those who use minicabs consider them to be at least fairly good value for money.
- One in seven consider minicabs to be 'fairly or very bad' value for money. This is a significantly more commonly held view amongst two of the frequent user groups – those aged 25-34 (nearly a quarter) and those of AB social grade (one fifth).

Job number: 09001