

RESEARCH SUMMARY

Title	Perceptions of PHVs		
Objective	To gauge Londoners' support of proposals for Private Hire Vehicles (PHV), specifically, regulations for PHV operators, drivers and technical changes to regulations (17 proposals in total)		
Date	February 2016	Agency:	Future Thinking
Methodology	A total of 2,628 surveys were conducted with a representative sample of Londoners (2,528 were conducted online and 100 boost telephone surveys conducted with those aged over 65+ to ensure that all Londoners were well represented). The online and telephone data was combined for analysis purposes.		

Abstract

Londoners tend to support many of the proposed changes for PHVs. Proposals focusing on user experience like PHV operators providing specific fares prior to accepting the booking or compulsory provision of booking confirmation with the driver and vehicle information had strong support. Similarly, technical proposals like drivers carrying or displaying a copy of their insurance details also received strong support. Age and impairment were both key differentiators with older Londoners and disabled Londoners more likely to be in support of most changes.

Key findings

Most user experience focused proposals were perceived positively by Londoners. The ones rated most positively all had over eight in ten people strongly agreeing or tending to agree:

- 85 per cent believe that PHV operators should provide a specified fare prior to accepting a fare
- 83 per cent think it should be compulsory for operators to provide a booking confirmation to passengers containing the drivers name and vehicle registration
- 82 per cent think that operators should record the main destination and pick-up locations at the time of booking

Technical proposals also have very strong support; this may be due to the fact that Londoners believe that such safeguards should already be in place:

- 83 per cent believe that drivers should carry or display a copy of their insurance details
- 82 per cent think that Hire and Reward insurance should be checked at the point of licensing
- 82 per cent feel that the duration of the vehicle licence and the provision of driver and vehicle information should be provided to TfL on a regular basis

Those aged 45+ tended to be more supportive of proposals than other age groups. Similarly, disabled Londoners were also more positive. The method typically used to book PHVs also influenced the likelihood to support proposals; Londoners who book using a landline were more supportive than those using apps, however, this is also linked to age.

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