Taxi Services

Description: Quantitative market research report carried out on Taxi Services.

- How often respondents travel by taxi.
- How respondents normally book their taxis.
- Whether respondents always feel safe when use taxi services.
- Whether or not respondents use a taxi app.
- Whether respondents are happy with their experiences using the apps and what appeals to them about taxi apps.

Contents:

How often do you travel by taxi?
How do you normally book taxis?
What is your average taxi journey time?
Do you use taxis for personal or professional travel?
Do you feel safe when getting a taxi on your own, during the day?
Do you feel safe when getting a taxi on your own, at night time?
Would you feel safer with a male or female taxi driver?
Do you like your taxi driver to engage in conversation with you?
Does your phone allow you to download Apps (e.g. iPhone / Android devices)?
Do you have a taxi application on your phone?
On the following scale, how satisfied are you with your experiences using taxi apps?
Whether you have used a taxi app before or not, which of the following benefits appeal to you?

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