

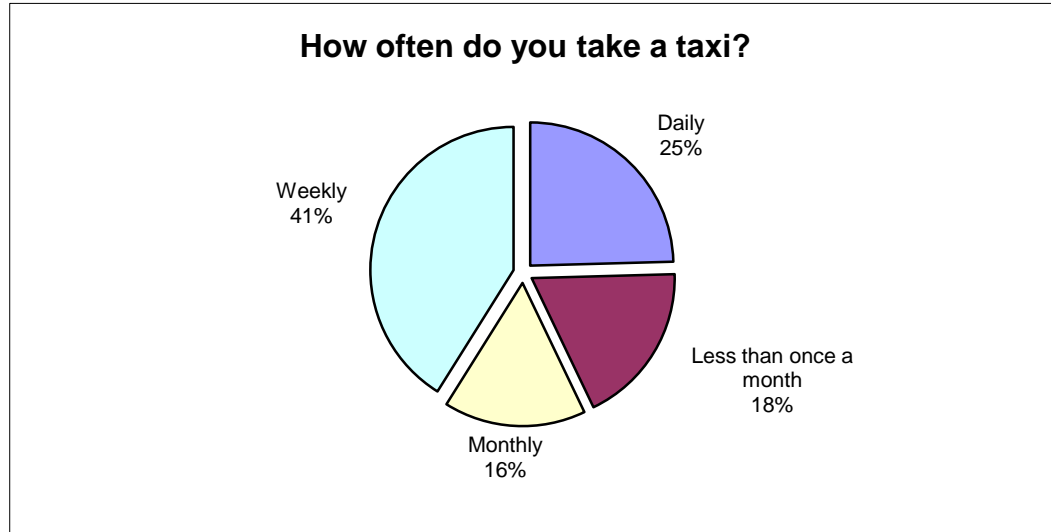
Taxi of Tomorrow Survey Results

New York City Taxi and Limousine Commission

February 2011

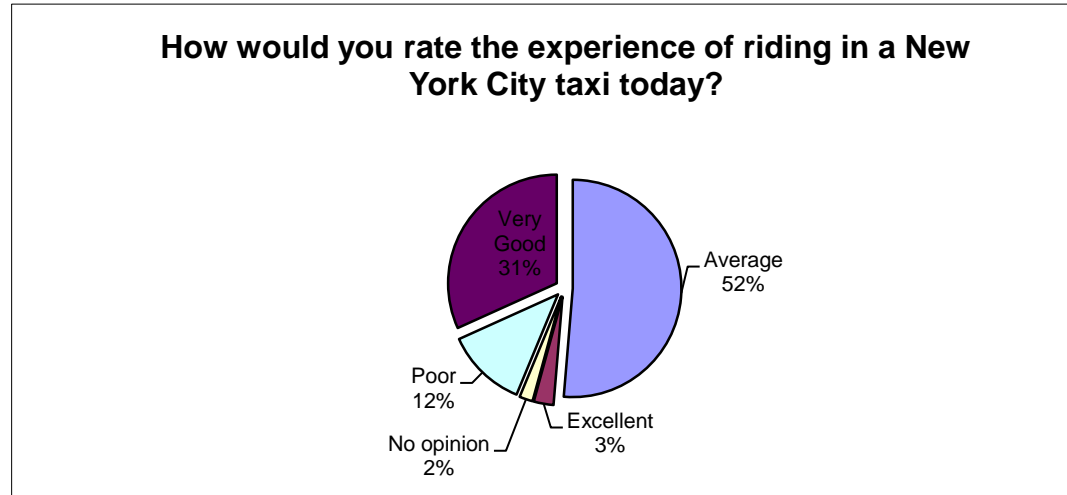
How often do you take a taxi?

Frequency	Total	Percentage
Daily	5,554	24.6%
Less than once a month	4,145	18.3%
Monthly	3,623	16.0%
Weekly	9,291	41.1%
Grand Total	22,613	100.0%

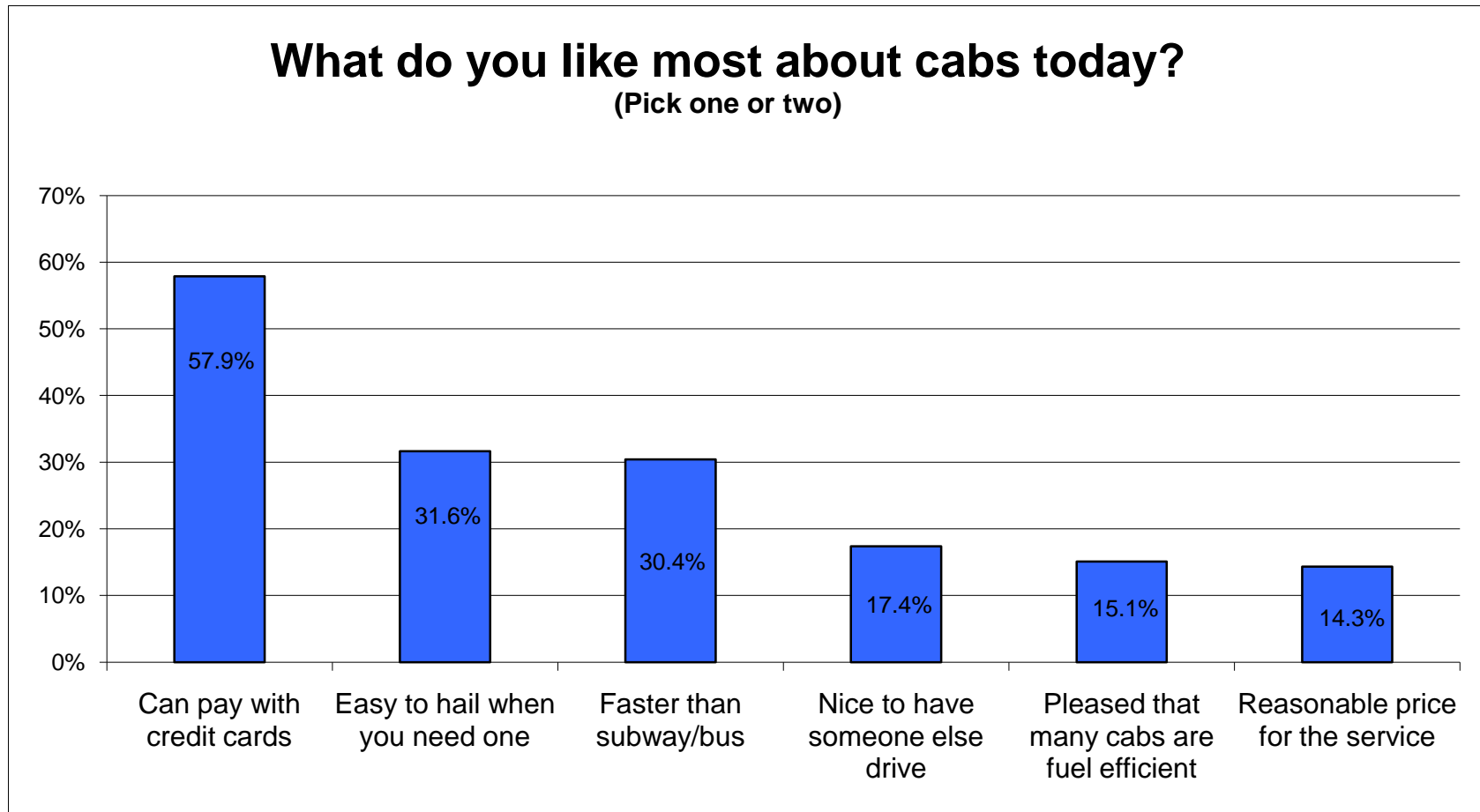


How would you rate the experience of riding in a New York City taxi today?

Rating	Total	Percentage
Average	11,603	51.3%
Excellent	665	2.9%
No opinion	449	2.0%
Poor	2,713	12.0%
Very Good	7,178	31.7%
Grand Total	22,608	100.0%



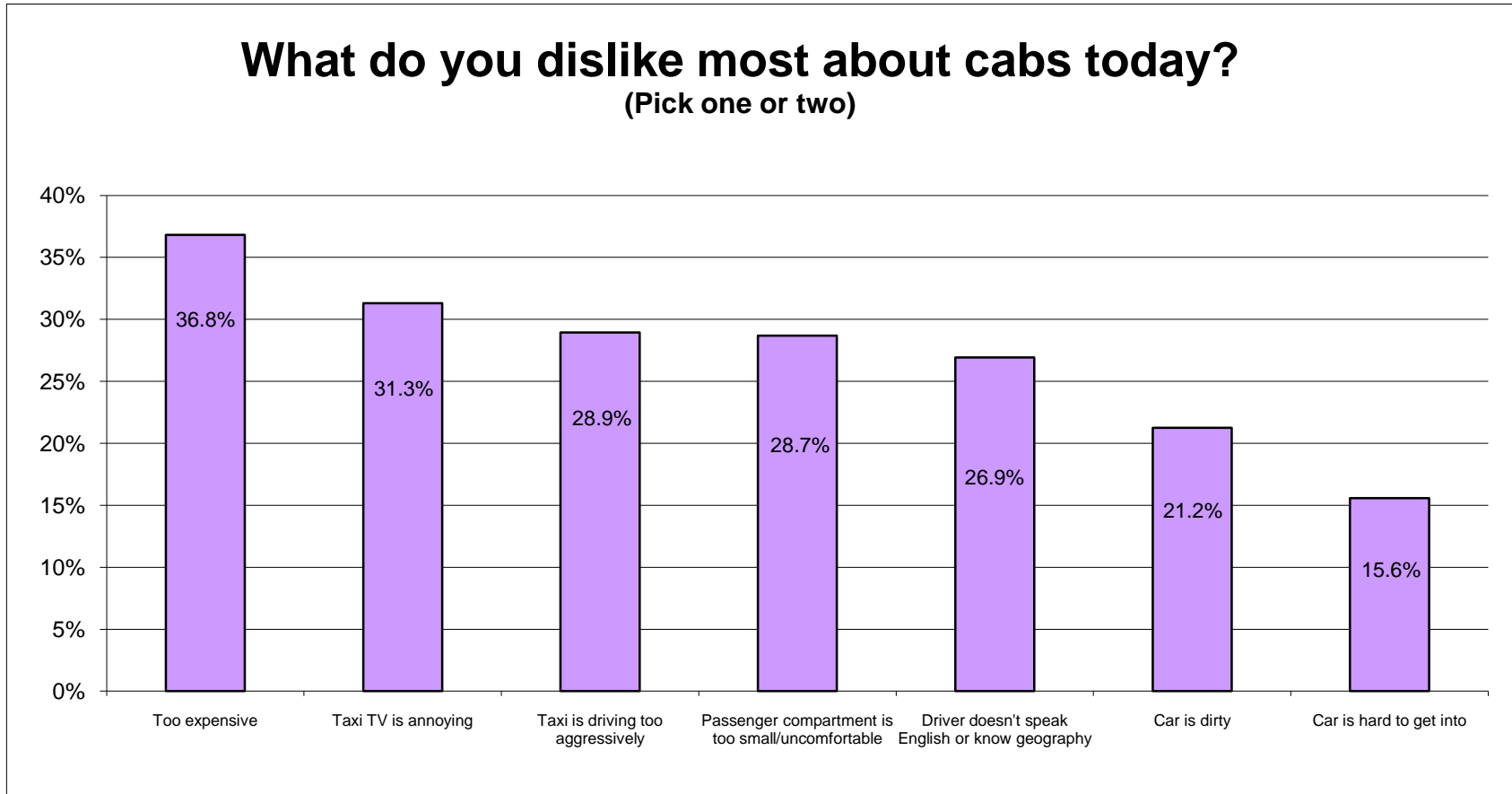
What do you like most about cabs today? (Pick one or two)



	Total	Percentage
Can pay with credit cards	13,131	57.9%
Easy to hail when you need one	7,174	31.6%
Faster than subway/bus	6,899	30.4%
Nice to have someone else drive	3,939	17.4%
Pleased that many cabs are fuel efficient	3,424	15.1%
Reasonable price for the service	3,254	14.3%
<i>Total Respondents</i>	22,683	

Because respondents could choose one or two responses, the above percentages do not add to 100%. Rather, the percentages represent relative preferences.

What do you dislike most about cabs today? (Pick one or two)

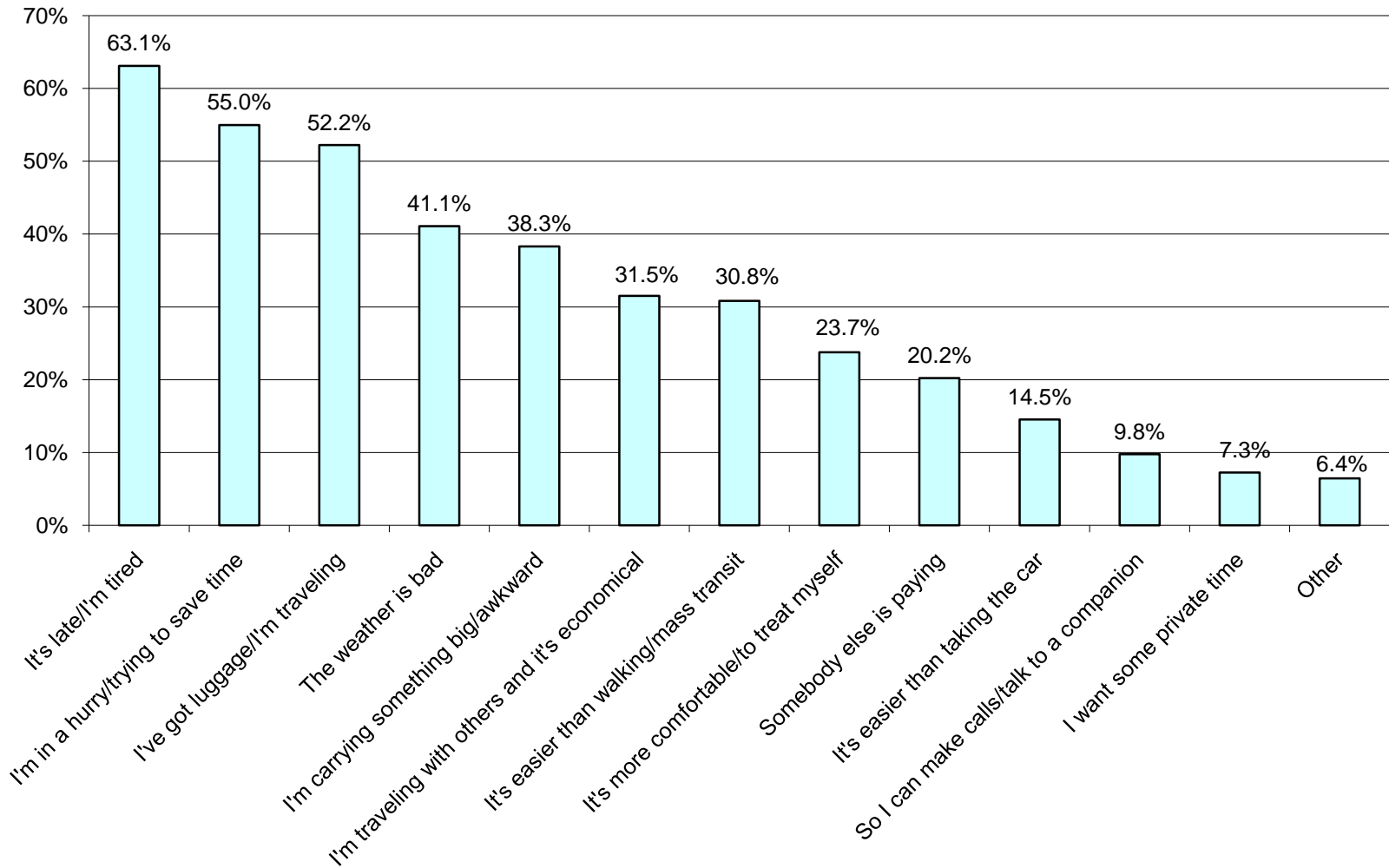


	Total	Percentage
Too expensive	8,352	36.8%
Taxi TV is annoying	7,099	31.3%
Taxi is driving too aggressively	6,562	28.9%
Passenger compartment is too small/uncomfortable	6,508	28.7%
Driver doesn't speak English or know geography	6,109	26.9%
Car is dirty	4,819	21.2%
Car is hard to get into	3,534	15.6%
Total Respondents	22,683	

Because respondents could choose one or two responses, the above percentages do not add to 100%. Rather, the percentages represent relative preferences.

What are the most common reasons you take cabs? (Select all that apply)

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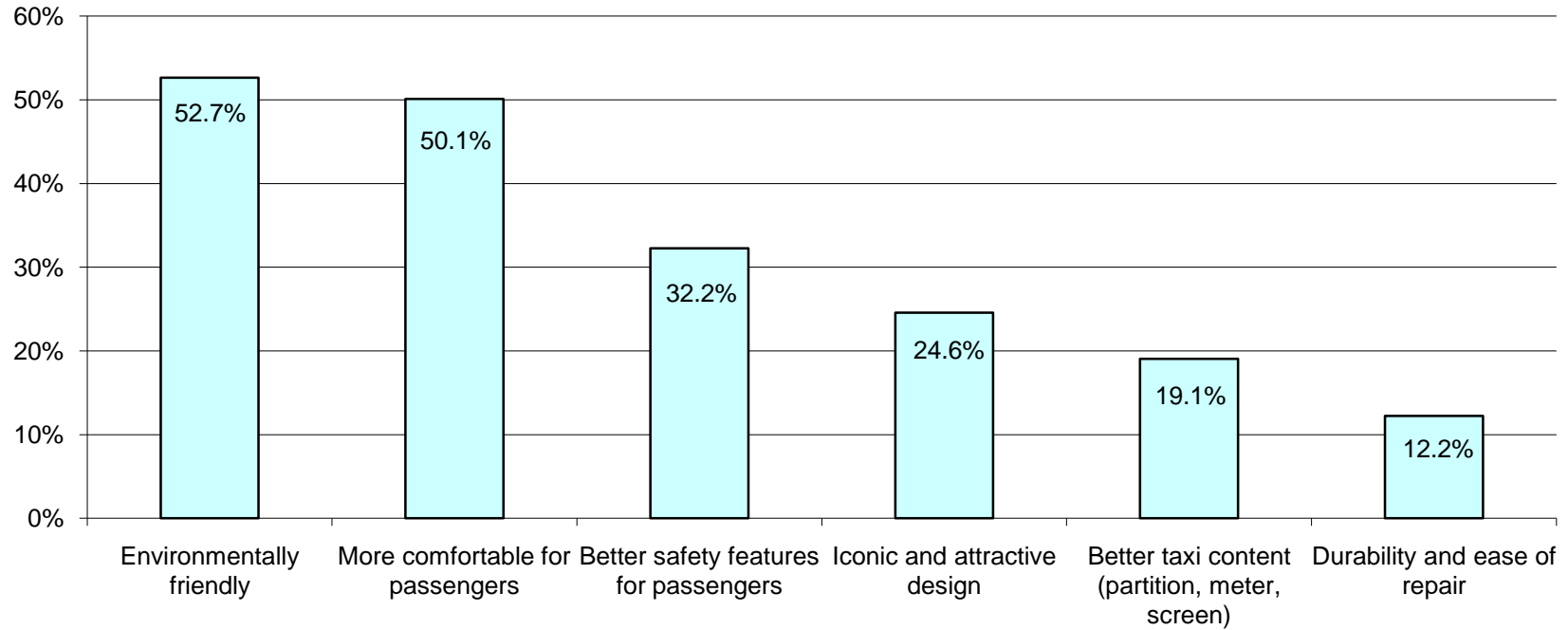


What are the most common reasons you take cabs? (Select all that apply)

	Total	Percentage
It's late/I'm tired	14,311	63.1%
I'm in a hurry/trying to save time	12,470	55.0%
I've got luggage/I'm traveling	11,844	52.2%
The weather is bad	9,321	41.1%
I'm carrying something big/awkward	8,688	38.3%
I'm traveling with others and it's economical	7,148	31.5%
It's easier than walking/mass transit	6,994	30.8%
It's more comfortable/to treat myself	5,387	23.7%
Somebody else is paying	4,584	20.2%
It's easier than taking the car	3,297	14.5%
So I can make calls/talk to a companion	2,220	9.8%
I want some private time	1,650	7.3%
Other	1,463	6.4%
<i>Total Respondents</i>	22,683	

Because respondents could choose more than one response, the above percentages do not add to 100%. Rather, the percentages represent relative preferences.

Beyond universal accessibility, what features are important to you in the Taxi of Tomorrow?



	Total	Percentage
Environmentally friendly	11,943	52.7%
More comfortable for passengers	11,363	50.1%
Better safety features for passengers	7,315	32.2%
Iconic and attractive design	5,572	24.6%
Better taxi content (partition, meter, screen)	4,325	19.1%
Durability and ease of repair	2,776	12.2%
<i>Total Respondents</i>	22,683	

Because respondents could choose more than one response, the above percentages do not add to 100%. Rather, the percentages represent relative preferences.

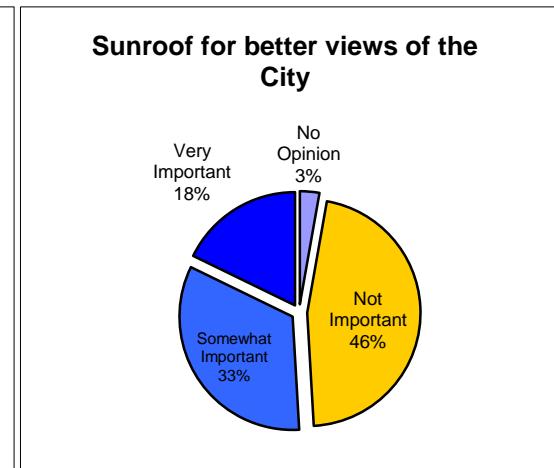
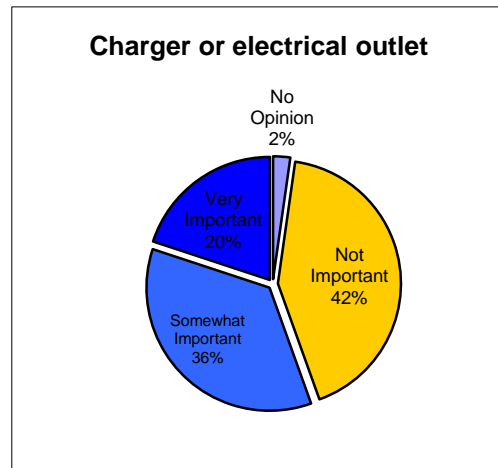
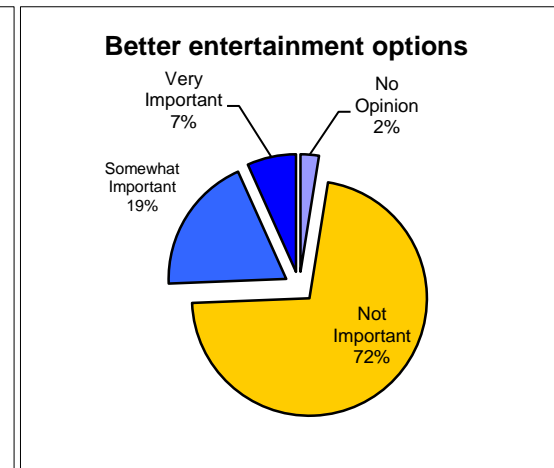
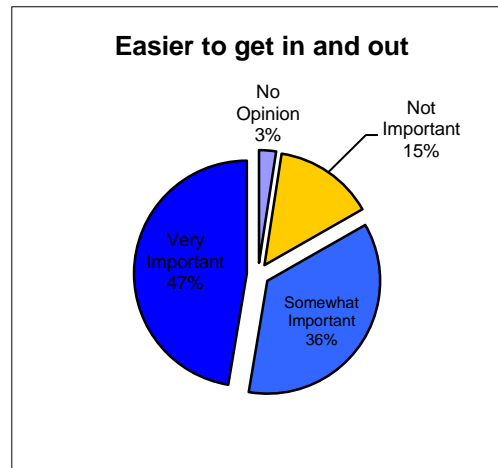
Please rate the importance of each of the following specific possible taxicab improvements by checking the appropriate box.

Easier to get in and out	Total	Percentage
No Opinion	549	2.4%
Not Important	3,226	14.3%
Somewhat Important	8,090	35.9%
Very Important	10,676	47.4%
Grand Total	22,541	100.0%

Better entertainment options	Total	Percentage
No Opinion	570	2.5%
Not Important	16,180	71.8%
Somewhat Important	4,260	18.9%
Very Important	1,513	6.7%
Grand Total	22,523	100.0%

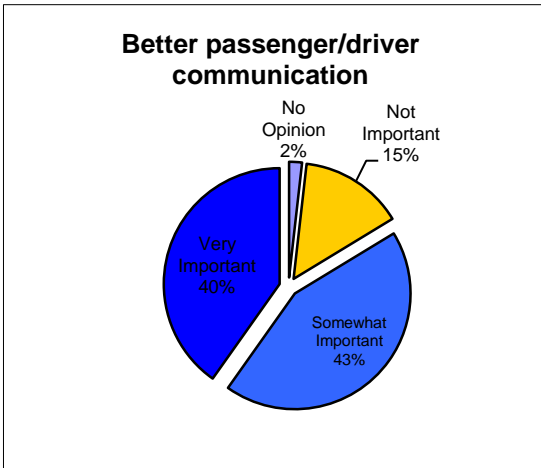
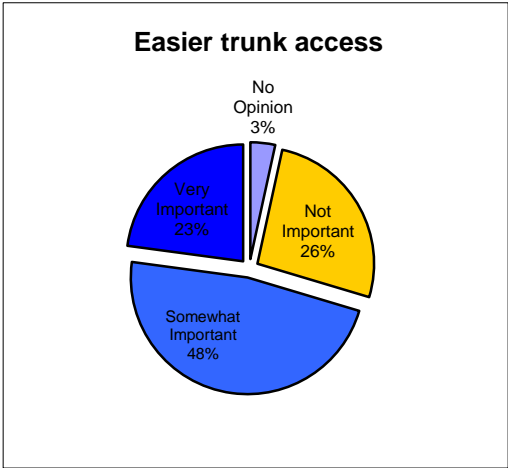
Charger or electrical outlet for phone/iPod or .mp3 player/laptop	Total	Percentage
No Opinion	507	2.2%
Not Important	9,525	42.3%
Somewhat Important	8,012	35.6%
Very Important	4,491	19.9%
Grand Total	22,535	100.0%

Sunroof for better views of the City	Total	Percentage
No Opinion	627	2.8%
Not Important	10,430	46.3%
Somewhat Important	7,465	33.1%
Very Important	4,009	17.8%
Grand Total	22,531	100.0%



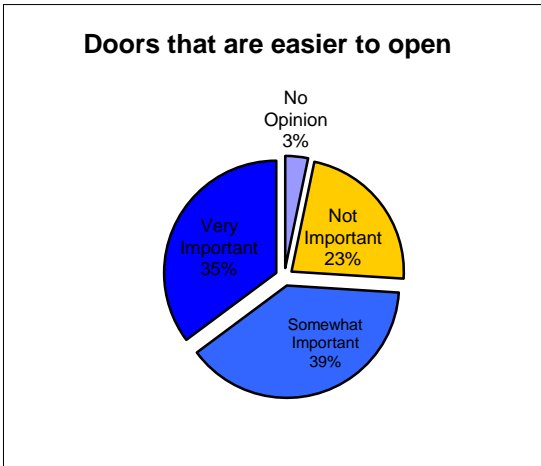
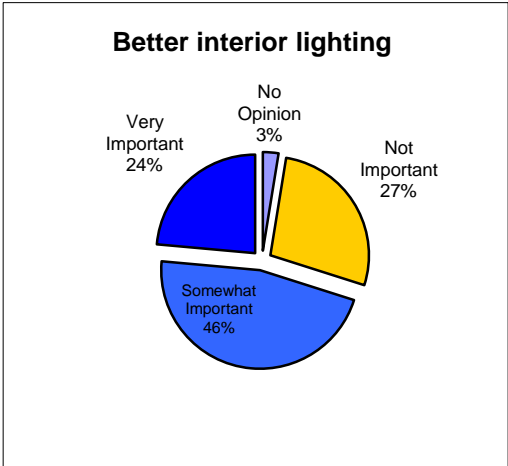
Please rate the importance of each of the following specific possible taxicab improvements by checking the appropriate box.

Easier trunk access	Total	Percentage
No Opinion	771	3.4%
Not Important	5,899	26.2%
Somewhat Important	10,695	47.5%
Very Important	5,150	22.9%
Grand Total	22,515	100.0%



Better passenger/driver communication	Total	Percentage
No Opinion	405	1.8%
Not Important	3,269	14.5%
Somewhat Important	9,797	43.5%
Very Important	9,052	40.2%
Grand Total	22,523	100.0%

Better interior lighting	Total	Percentage
No Opinion	577	2.6%
Not Important	6,159	27.3%
Somewhat Important	10,482	46.5%
Very Important	5,309	23.6%
Grand Total	22,527	100.0%



Doors that are easier to open	Total	Percentage
No Opinion	737	3.3%
Not Important	5,117	22.7%
Somewhat Important	8,740	38.8%
Very Important	7,923	35.2%
Grand Total	22,517	100.0%

Please rate the importance of each of the following specific possible taxicab improvements by checking the appropriate box.

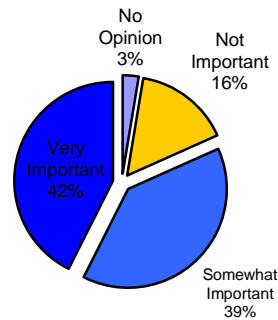
Lights that alert other road-users that taxi doors are opening	Total	Percentage
No Opinion	589	2.6%
Not Important	3,537	15.7%
Somewhat Important	8,806	39.1%
Very Important	9,588	42.6%
Grand Total	22,520	100.0%

More attractive exterior graphics/markings	Total	Percentage
No Opinion	1,025	4.6%
Not Important	11,473	51.0%
Somewhat Important	6,917	30.7%
Very Important	3,100	13.8%
Grand Total	22,515	100.0%

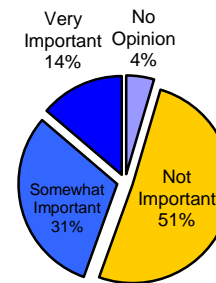
More storage room or bigger trunk	Total	Percentage
No Opinion	873	3.9%
Not Important	6,396	28.4%
Somewhat Important	10,233	45.5%
Very Important	4,995	22.2%
Grand Total	22,497	100.0%

Ability to carry four passengers seated together in the main cabin	Total	Percentage
No Opinion	361	1.6%
Not Important	2,717	12.1%
Somewhat Important	8,190	36.4%
Very Important	11,259	50.0%
Grand Total	22,527	100.0%

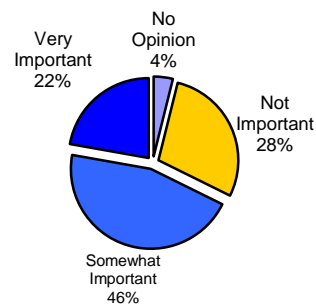
Lights that alert road-users of open taxi doors



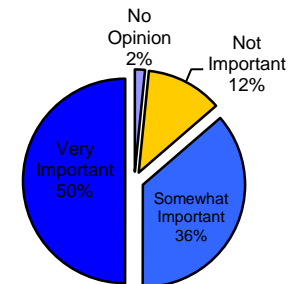
More attractive exterior graphics/markings



More storage room or bigger trunk



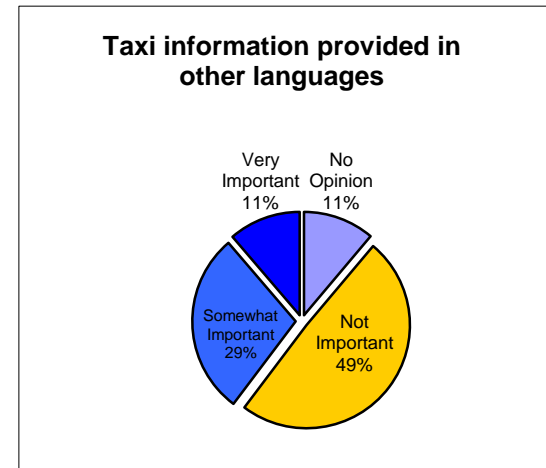
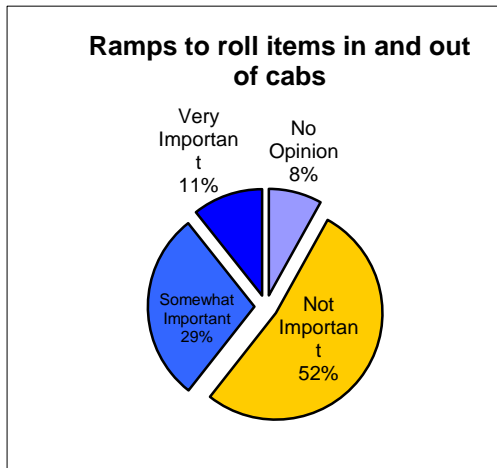
Ability to carry four passengers seated in the main cabin



Please rate the importance of each of the following specific possible taxicab improvements by checking the appropriate box.

Ramps to roll items in and out of cabs	Total	Percentage
No Opinion	1,815	8.1%
Not Important	11,819	52.5%
Somewhat Important	6,458	28.7%
Very Important	2,403	10.7%
Grand Total	22,495	100.0%

Taxi information provided in other languages	Total	Percentage
No Opinion	2,508	11.1%
Not Important	11,059	49.1%
Somewhat Important	6,401	28.4%
Very Important	2,537	11.3%
Grand Total	22,505	100.0%

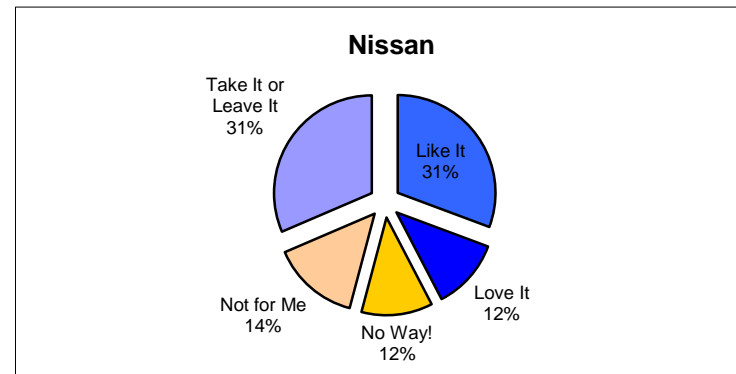
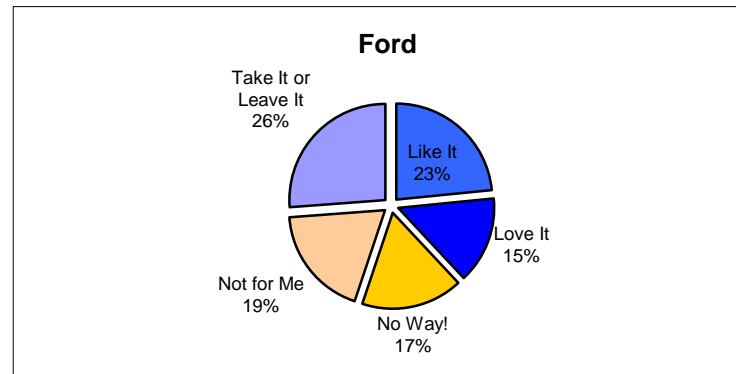
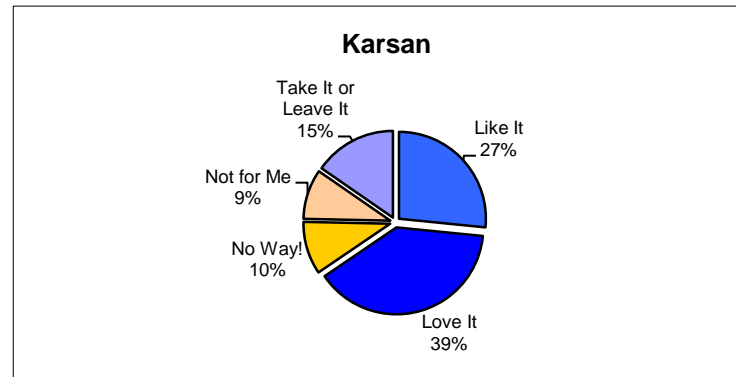


There are many criteria for selecting the new taxi, including comfort, performance, and durability, but aesthetics are important too. What do you think of the new designs?

Karsan	Total	Percentage
Like It	6,001	26.6%
Love It	8,788	38.9%
No Way!	2,221	9.8%
Not for Me	2,097	9.3%
Take It or Leave It	3,471	15.4%
Grand Total	22,578	100.0%

Ford	Total	Percentage
Like It	5,284	23.4%
Love It	3,297	14.6%
No Way!	3,857	17.1%
Not for Me	4,213	18.7%
Take It or Leave It	5,907	26.2%
Grand Total	22,558	100.0%

Nissan	Total	Percentage
Like It	6,913	30.7%
Love It	2,633	11.7%
No Way!	2,651	11.8%
Not for Me	3,250	14.4%
Take It or Leave It	7,087	31.5%
Grand Total	22,534	100.0%



Demographics

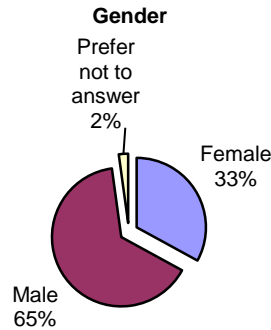
Gender	Total	Percentage
Female	7,441	33.0%
Male	14,642	64.9%
Prefer not to answer	490	2.2%
Grand Total	22,573	100.0%

Number of Cars in Household	Total	Percentage
1	6,696	29.7%
2	3,805	16.9%
3 or more	1,869	8.3%
None	9,592	42.5%
Prefer not to answer	617	2.7%
Grand Total	22,579	100.0%

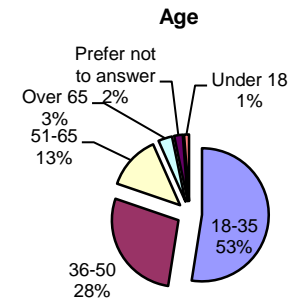
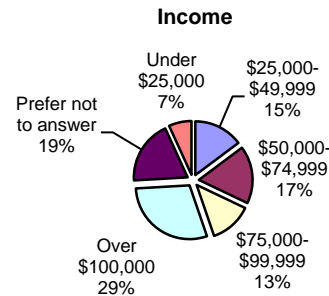
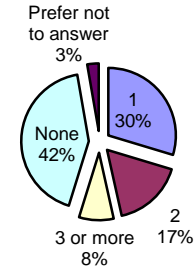
Income	Total	Percentage
\$25,000-\$49,999	3,338	14.8%
\$50,000-\$74,999	3,904	17.3%
\$75,000-\$99,999	2,861	12.7%
Over \$100,000	6,627	29.3%
Prefer not to answer	4,311	19.1%
Under \$25,000	1,540	6.8%
Grand Total	22,581	100.0%

Age	Total	Percentage
18-35	11,850	52.5%
36-50	6,268	27.8%
51-65	2,962	13.1%
Over 65	761	3.4%
Prefer not to answer	468	2.1%
Under 18	270	1.2%
Grand Total	22,579	100.0%

Location	Total	Percentage
The Bronx	359	1.7%
Brooklyn	3,515	16.3%
Manhattan	11,280	52.4%
Queens	1,464	6.8%
Staten Island	189	0.9%
Tri-State Area	2,236	10.4%
Other	2,485	11.5%
Total	21,528	100.0%



Number of Cars in Household



Location

