

RESEARCH SUMMARY

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| Title | Taxi & Private Hire Eco/Smarter driving |
| Objective | Awareness and views of smarter driving and eco maintenance techniques among taxi and private hire vehicle (PHV) drivers and owners, and PHV operators |
| Date | September 2009 |
| Methodology | Telephone interviews with 294 taxi and 309 PHV drivers, 85 PHV operators and 2 taxi owners. Depth interviews with 4 PHV operators and 4 taxi operators, each with 10+ vehicles |

Key findings

- The majority of PHV drivers and operators and taxi drivers are aware of and appear to buy into environmental issues. However, PHV operators and drivers are more likely to buy into environment messages than taxi drivers.
- There is nearly universal prompted awareness but comparatively low spontaneous awareness of the main eco smarter driving measures. There is a consistent gap between those who are aware of eco smarter driving measures and those who routinely carry out such measures.
- Taxi drivers are as likely to be aware of smarter driving measures as PHV drivers and are generally as likely to be routinely employing them. This may be because eco smarter driving measures make good commercial sense, rather than any great importance that taxi drivers place on them.
- This is supported by the fact that large fleet PHV and taxi owners/operators say they often take steps to introduce eco smarter driving measures for cost-saving reasons and because they know their business account customers like them to have green credentials.
- A minority - mainly taxi drivers - reject environmental messages, largely because they do not think the advice is practicable, they do not think it will make a difference, or they just do not care about environmental issues.
- PHV drivers are much more likely than taxi drivers to think that clearly branded PCO promotions will be effective. PHV operators share similar views to PHV drivers and acknowledge they are an important source of information for drivers. Taxi drivers prefer information they can digest in their own time (e.g. leaflets, DVDs) or communication in the trade press.

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