RAA Member Panel
Taxi and App-based Ridesharing Services

Introduction

Traditionally ridesharing has been defined as two or more people travelling in the same vehicle to a destination, sharing the cost of transport.

In more recent times, passengers are being connected to drivers using real-time app-based smartphone technology. The app-based ridesharing service coordinates payment and manages the drivers involved.

The South Australian Government is currently reviewing the taxi and chauffeur industry, and it's expected this review will also impact the future of app-based ridesharing services including Uber, goCatch, La Mule and Lyft. UberBLACK currently operates in South Australia and there is a call for the cheaper UberX services to also be allowed to operate.

RAA surveyed its Member Panel on various issues regarding the taxi industry and app-based ridesharing services to gain a better understanding of their views.

Results

About a quarter of RAA Member Panel respondents use taxi services on a monthly basis, whereas about one in five had never used a taxi. Of those that had used a taxi service, 75 per cent cited convenience as the key reason, with reliability only rating three per cent. About half of respondents said their last taxi ride was a positive experience.

Generally respondents were positive that a thorough review of the taxi industry could result in better service and conditions. RAA Members believe that industry regulation should not inhibit natural improvements, business growth or the ability for new competition. The current regulation of the taxi and chauffeur industry is perceived to protect rather than evolve.

To improve the taxi industry, RAA Members suggest a range of ideas including; improvements to driver training/screening, cheaper fares, vehicle cleanliness, reliability, and passenger safety/security.

When asked about ridesharing apps, 26 per cent of RAA Member Panel respondents said they would consider using a ridesharing service, and 36 per cent wanted to see the South Australian Government encourage the introduction of app-based ridesharing services.

When asked about app-based ridesharing services, RAA Member Panel respondents believe regulation is required (66%), with 68 per cent believing the taxi industry and app-based services should be subject to the same government regulations.

There was a significant level of uncertainty around the application of app-based services within the Member Panel community, with 42 per cent of respondents unsure if this service should be introduced and 52 per cent unsure if the model is illegal. This highlights the need for increased fact based information and informed debate.

RAA Members shared the following thoughts on the topic of app-based ridesharing services:
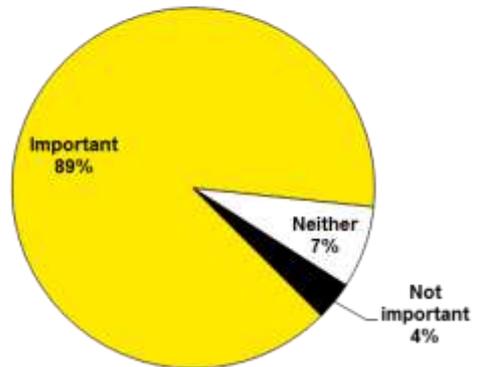
- *"Without some regulation and governance how does the consumer know the rideshare service being offered is roadworthy, licensed and safe? Whilst over governance exists in many areas, the public needs to be assured ridesharing is safe."*
- *"I know very little about app-based ridesharing, but safety, insurance, culpability, would be very concerning. I think people privately organise ridesharing but app-based I think would need regulating as busses, taxis, chauffeurs, and any public form of transport has."*

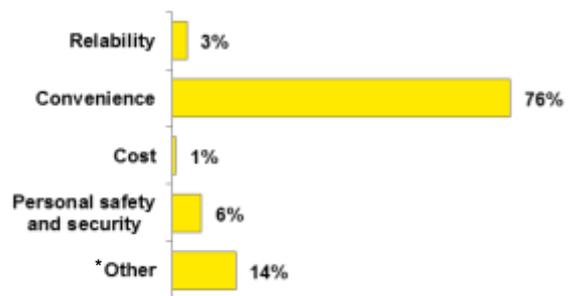# Appendix – Member Panel Questions and Results

Response by Location

- Country SA 20%
- QLD 0%
- Adelaide 80%
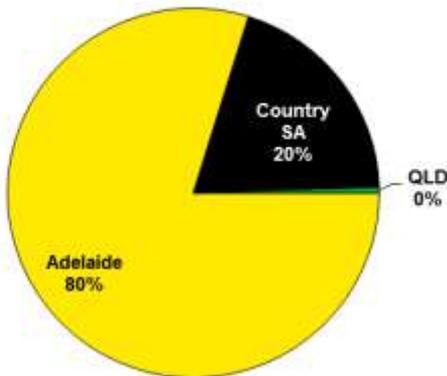
How important is your car to your everyday activities?

- Important 89%
- Neither 7%
- Not important 4%

How frequently do you use taxis in South Australia?

- Once a day 0%
- Once a week 2%
- Once a month 12%
- Once every 6 mths 26%
- Once every year or so 37%
- Never 19%
- Unsure 4%

When you last used a taxi in South Australia, what was you primary motivation?

- Reliability 3%
- Convenience 76%
- Cost 1%
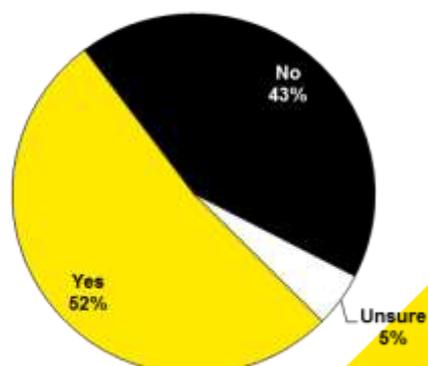- Personal safety and security 6%
- *Other 14%

*Other included:
- No other option (6%)
- To not drink and drive (3%)
- Work related (3%)
- Airport transfer (2%)

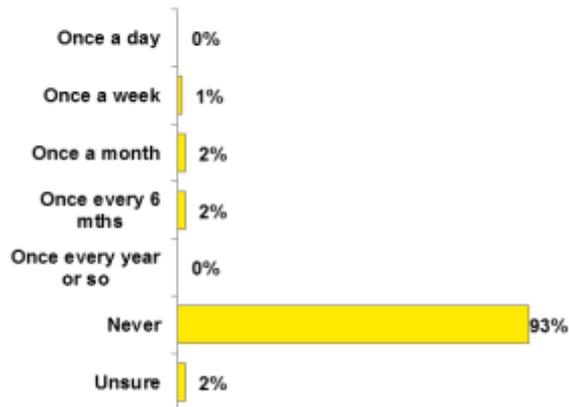## How would you rate your last experience using a taxi in South Australia?

- Neither 32%
- Bad 16%
- Good 52%
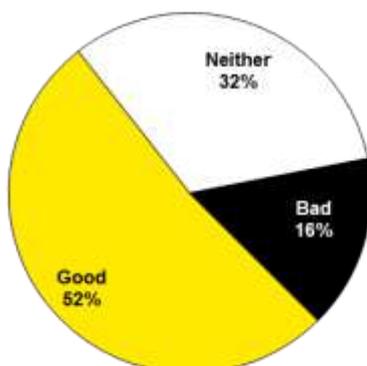
Were you previously aware of the existence of app-based ridesharing services in South Australia?

- No 43%
- Yes 52%
- Unsure 5%

How frequently do you use app-based ridesharing services?

|	
Once a day	0%
Once a week	1%
Once a month	2%
Once every 6 mths	2%
Once every year or so	0%
Never	93%
Unsure	2%

* Caution should be used when using some of these results due to the small sample size.

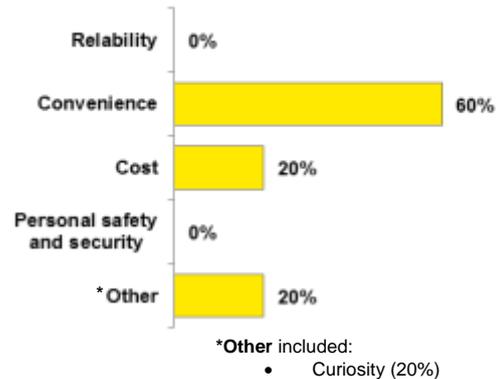## What company provided your most recent app-based ridesharing trip?

goCatch	0%
La Mule	0%
Lyft	0%
Uber	100%
Unsure	0%
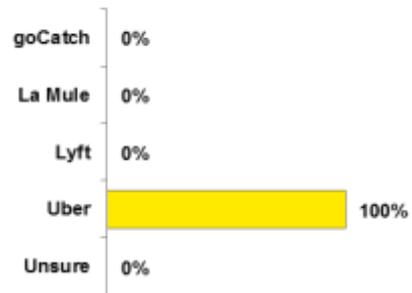
* Caution should be used when using these results due to the very small sample size.

Where did you use the app-based ridesharing

Adelaide	71%
Country South Australia	0%
*Other	29%

*Other included:
- Sydney (10%)
- Melbourne (10%)
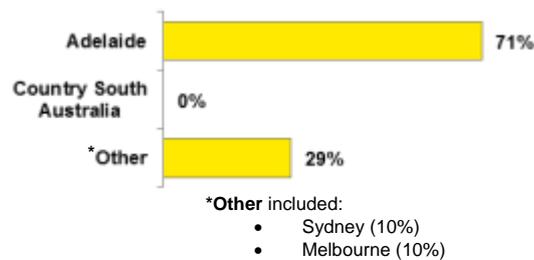
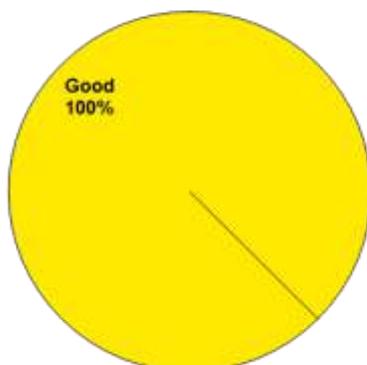** Caution should be used when using these results due to the very small sample size.*

When you last used an app-based ridesharing

Relability	0%
Convenience	60%
Cost	20%
Personal safety and security	0%
*Other	20%

***Other** included:
- Curiosity (20%)

* Caution should be used when using these results due to the very small sample size.

How would you rate your last experience using an app-based ridesharing service?
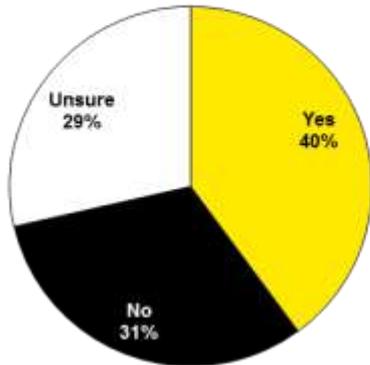
Good 100%

** Caution should be used when using these results due to the very small sample size.*

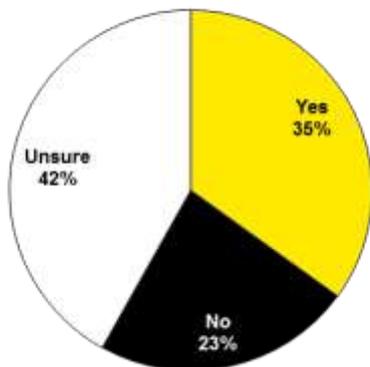## Would you consider using an app-based ridesharing service in the future?

Yes 26%
No 42%
Unsure 32%
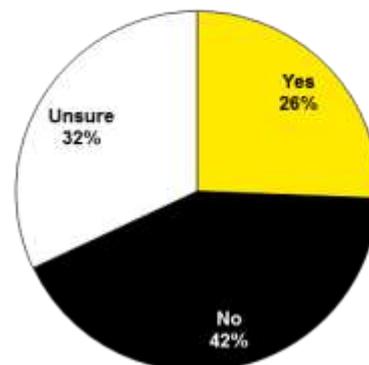
If your family or friends recommended using an app-based ridesharing service, would you consider using it?

Unsure 29%
Yes 40%
No 31%

Do you believe app-based ridesharing models are illegal?

Yes 17%
Unsure 52%
No 31%
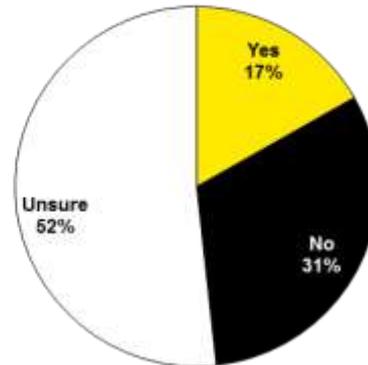
Should the South Australian Government be encouraging the introduction of app-based ridesharing services?

Yes 35%
Unsure 42%
No 23%

Would you consider becoming a driver for an app-based ridesharing service where you use your own car?

Unsure 12%
Yes 10%
No 78%
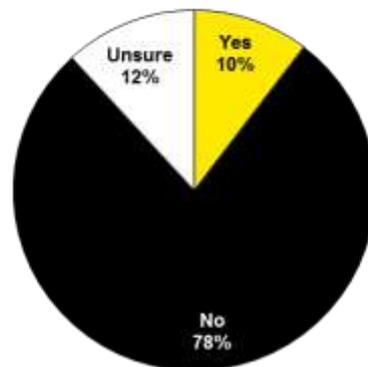
Should app-based ridesharing services be able to operate in South Australia without government regulation?

Yes 16%
Unsure 18%
No 66%
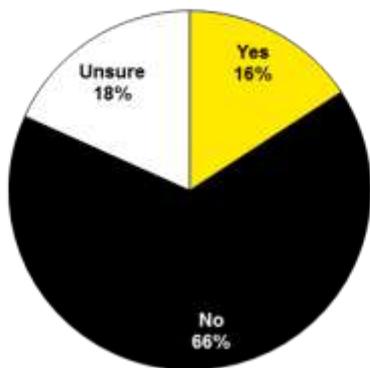
Do you believe taxis and app-based ridesharing services be subject to these same government regulations?

Unsure 22%
No 20%
Yes 58%
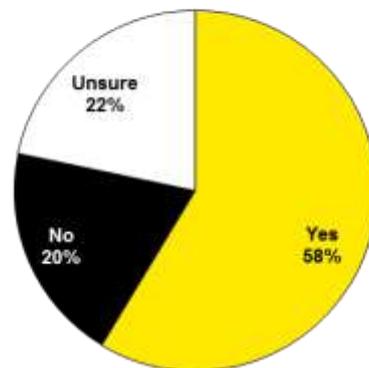
Do you believe government regulations should be designed to protect existing services or evolve to accommodate new services that provide consumers greater choice?

Bit of both 35%
Evolve 52%
Unsure 6%
Protect 7%
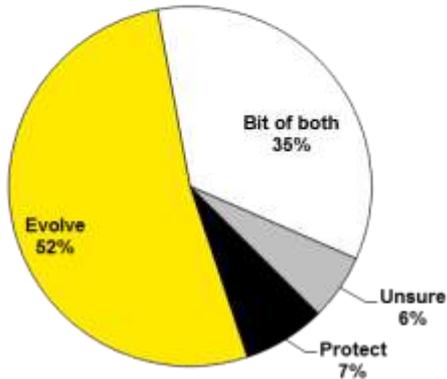
With the emergence of new app-based ridesharing services, should the Taxi Industry have less regulation imposed upon it to be better able to compete?
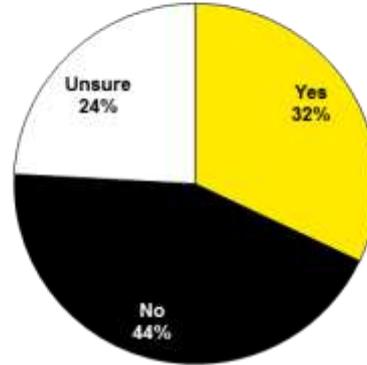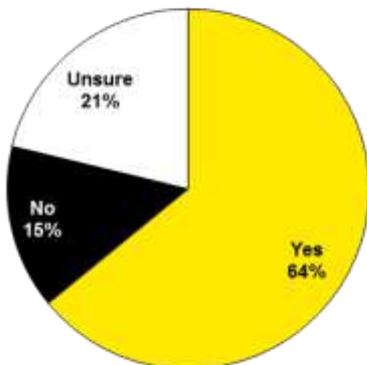
Unsure 24%
Yes 32%
No 44%

Do you believe that by removing the cash transaction at the end of journeys will improve taxi driver's safety?

Unsure 20%
No 18%
Yes 62%
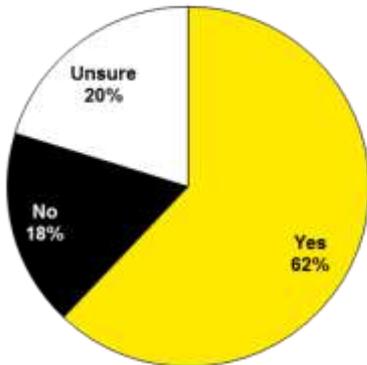
Do you believe app-based ridesharing services should be allowed to operate in country South Australia?

Unsure 28%
No 17%
Yes 55%
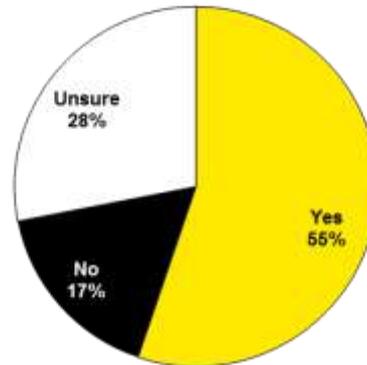
Do you believe app-based ridesharing services should be allowed to operate during times when the demand for taxis peak?

Unsure 21%
No 15%
Yes 64%

Do you believe that by removing the cash transaction at the end of journeys will improve taxi driver's safety?

Unsure 20%
No 18%
Yes 62%
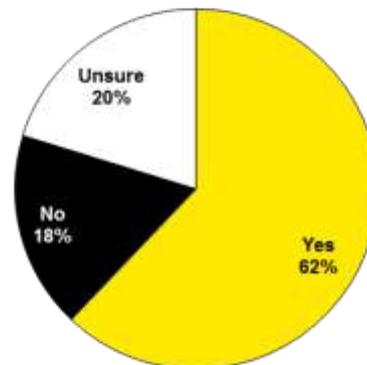
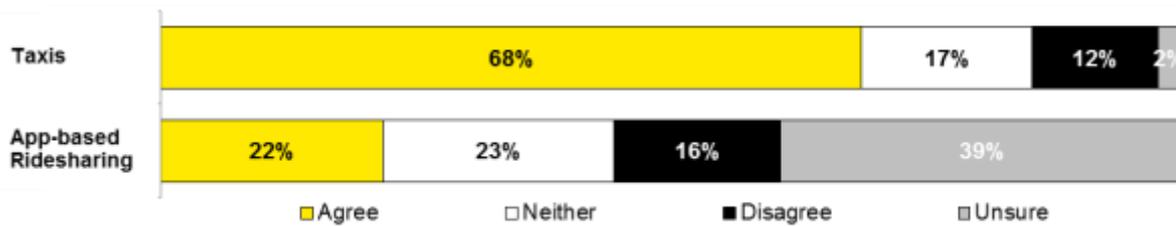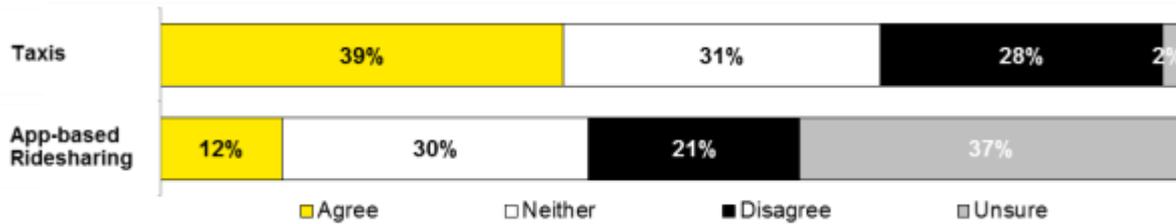## How strongly do you believe the following services offer roadworthy vehicles?

	Agree	Neither	Disagree	Unsure
Taxis	68%	17%	12%	2%
App-based Ridesharing	22%	23%	16%	39%

How strongly do you believe the following services use safe drivers?

	Agree	Neither	Disagree	Unsure
Taxis	39%	31%	28%	2%
App-based Ridesharing	12%	30%	21%	37%

How strongly do you believe the following services are safe for passengers?

	Agree	Neither	Disagree	Unsure
Taxis	57%	32%	9%	2%
App-based Ridesharing	17%	33%	19%	32%
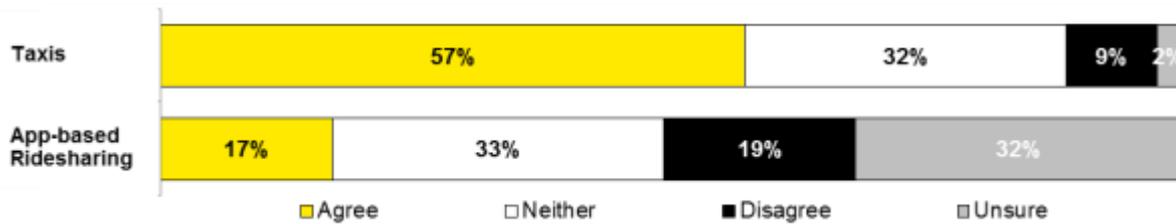
How strongly do you believe the following services offer reliable service (eg. arrive on time, know their destination)?

	Agree	Neither	Disagree	Unsure
Taxis	39%	27%	31%	2%
App-based Ridesharing	14%	31%	6%	49%

How strongly do you believe the following services are priced reasonably?

	Agree	Neither	Disagree	Unsure
Taxis	32%	27%	36%	5%
App-based Ridesharing	11%	24%	4%	61%

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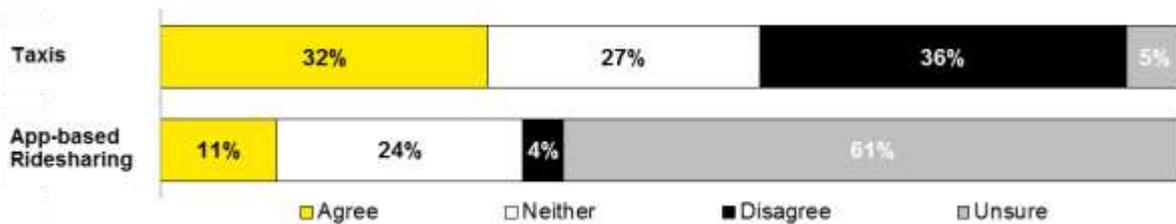
Do you have any other comments relating to app-based ridesharing?

Members provided verbatim comments, but where many related to taxis rather than app-based ridesharing services. Many comments reflect many members wanted more information often posing questions rather than comments. Common themes of comments provided on app-based ridesharing included:

- Be regulated / level playing field
- Concerns regarding passenger safety
- Concerns of lack/limited insurance coverage
- Concerns of no adequate driver screening
- Less regulation to increase consumer choice / lower prices
- Consider using app-based services

The State Government has announced a review of the Taxi Industry, which has been deemed an opportunity for lasting improvements. If you could change one thing about the Taxi Industry, what would it be?

Members provided verbatim comments suggesting their key issue for the taxi industry that included:

- Driver's poor geographic knowledge/ communication skills / professionalism
- More driver training / screening
- Lower prices
- Industry restructure / changes
- Vehicle cleanliness
- Driver behaviour
- Reliability
- Drivers' working conditions
- Passenger safety / security

Do you have any suggestions for topics you would you like RAA to look at in the future?

Members' verbatim comments provided by members, the most popular topics suggested for future RAA Member Panel polls included:

- Road condition / design / traffic light sequencing
- Speed limits / detection devices
- Test Taxi knowledge and Industry Standards
- Fuel prices / taxes
- Driver's attitudes
- Fines