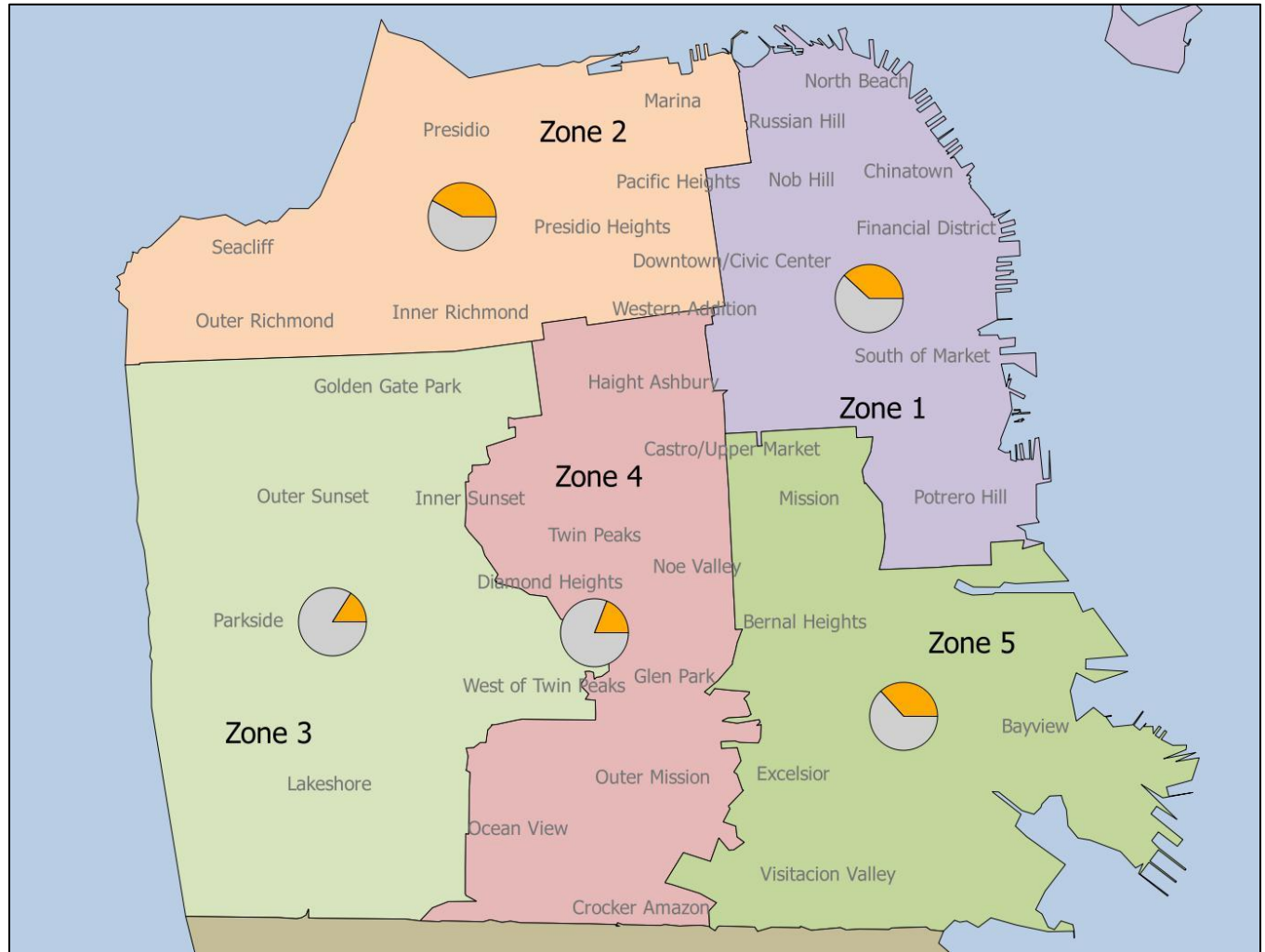


# San Francisco Municipal Transportation Agency

## Best Practices Studies of Taxi Regulation

# Taxi User Surveys

(\*\*\*DRAFT\*\*\*)



■ % Residents receiving 15 minute service on weekends

**Best Practices Studies of Taxi Regulation**

# **Taxi User Surveys**

**\*\*\*Draft\*\*\***

Prepared for:

## **San Francisco Municipal Transportation Agency**

By:

### **Hara Associates Inc.**

Bayswater Square, 1066 Somerset Street West, Suite 406, Ottawa, Ontario, K1Y 4T3  
613-722-5528, 613-482-4901 (fax), [www.haraassociates.com/taxi](http://www.haraassociates.com/taxi)

and

### **Corey, Canapary & Galanis**

447 Sutter Street, Penthouse North, San Francisco, CA 94108-4601  
415-397-1200, 415-433-3809 (fax), [www.ccgresearch.com](http://www.ccgresearch.com)

Hara Associates Reference: 1517  
March 31, 2013

# TABLE OF CONTENTS

<b>1</b>	<b>Survey of San Francisco Residents.....</b>	<b>1</b>
1.1	MARKET SIZE—TAXI USE BY RESIDENTS.....	1
1.2	USER SATISFACTION: GOODWILL EXISTS—BUT DISPATCH TO THE HOME A MAJOR ISSUE .....	6
1.3	POOR RELIABILITY AND LONG WAITS IN SOUTHERN NEIGHBORHOODS.....	9
1.4	VEHICLE OWNERSHIP AND TAXIS.....	10
1.5	POTENTIAL DEMAND FOR MORE TAXIS .....	13
1.6	HIGHER PUBLIC TRANSIT USE AND MORE RELIABLE TAXIS.....	15
1.7	PRICE RESISTANCE ON METER RATES .....	16
1.8	BACK-SEAT CREDIT CARD SWIPES & GPS DISPLAYS .....	16
1.9	SATISFACTION WITH VEHICLE QUALITY AND DRIVER QUALITY .....	16
1.10	USE OF LIMOUSINES.....	18
<b>2</b>	<b>Tourists, Bay Area Commuters, and Business Travelers .....</b>	<b>20</b>
2.1	VISITORS EXPERIENCE HIGHER TAXI AVAILABILITY .....	20
2.2	VISITORS SATISFIED WITH VEHICLES, DRIVER SERVICE, BUT SENSITIVE TO PRICE.....	23
APPENDIX A: Telephone Survey of Residents		
APPENDIX B: Airport Boarding area Survey		
APPENDIX C: Street Intercept Survey		

## Executive Summary

The San Francisco Municipal Transportation Agency (SFMTA) assumed responsibility for regulation of San Francisco taxicabs in 2009 as a result of a ballot initiative. The SFMTA is now undertaking a comprehensive review of its regulatory practice to improve the taxi industry's ability to serve the community and operate sustainably.

This supporting document reports survey results for San Francisco residents and visitors on taxi service in the city. Three surveys were conducted to obtain a representative cross-section of residents and visitors:

- **Telephone Survey.** San Francisco residents were surveyed by telephone to assess frequency of taxi use and quality of service. 649 participants were interviewed, divided into five geographic zones.
- **Airport Survey.** Passengers were surveyed in the boarding areas of San Francisco International Airport. 1,383 passengers were surveyed.
- **Intercept Survey.** Taxicab users were also interviewed at key locations popular with visitors to San Francisco, including Pier 39, the Ferry Building, the Academy of Sciences in Golden Gate Park, Golden Gate Bridge, and Union Square. 365 surveys were completed.

The main text of this document analyzes survey results. Detailed tabulations are provided in the Appendices.

### KEY FINDINGS

Taxis play a direct role in the life of most San Franciscans - 73% are at least occasional taxi users, and 36% use taxis at least monthly. Those who use taxis at least weekly are 15%.

### Happy with Vehicles and Drivers, Unhappy with Availability and Dispatch

Overall, San Franciscans are generally happy with vehicle quality and driver service, but unhappy with availability of taxis and with dispatch service that is slow and unreliable. Residents report poor service occurs at all times of day, but is especially bad on weekends. Among *daytime* weekday users of taxis, only 56% experience 15-minute service. On weekends only 33% experience 15-minute service, while 27% experience a wait of more than 30 minutes or failure to arrive at all. In comparison, Los Angeles monitors dispatch times and maintains a standard of 80% to 85% arrival within fifteen minutes, depending on the geographic area.

Service to southern neighbourhoods, identified as Zones 3, 4, and 5 in the survey, is particularly poor. On weekends, only 17% of Zone 3 and only 19% of Zone 4 experience 15-minute service, with correspondingly high numbers experiencing 30-minute waits and no-shows. Within Zone 5, the more northerly Mission area reports service similar to downtown, while the southern neighborhoods of that zone share the poorer service experience of Zones 3 and 4.

Frequent taxi users are more likely to be unhappy. Those who use taxis only occasionally to get to the airport have relatively high satisfaction, while those who take taxis more frequently – e.g. for work, shopping or night-life, give higher negative ratings for taxi service. Negative ratings (one or two out of five where one is “terrible”) were 29% for residents who used taxis at least weekly, compared to 20% overall for residents.

Visitors to San Francisco were generally happy, with only 9% of airport respondents giving a negative rating, and 73% giving a positive rating (four or five out five, where five is “excellent”). Visitors in the intercept survey gave similarly positive reviews.

### **Not Willing to Pay More**

Residents had a strong resistance to paying more to solve service quality problems. When asked whether they would pay reasonably higher taximeter rates for greater availability of taxis, 61% responded negatively, including 45% strongly disagreeing. Resistance was highest among the worst served neighborhoods. Frequent taxi users were less resistant. 44% gave positive responses (four or five out five), including 30% who strongly agreed with a reasonable fee increase to ensure better availability.

Price resistance may have more to do with fairness for value received than unwillingness to pay. There was strong support for back-seat equipment with a credit card swipe and GPS map display. Two-thirds (66%) of San Franciscans polled indicated they would pay ten cents more per trip to have this service reliably in all taxicabs. While only 11% of residents have seen such a fully equipped backseat display, 52% felt the feature of swiping your own card was important. Similarly, more than half of them (51%) said the ability to choose their own tip using such a display was “Very Important” (rating it five out five where five was “Very Important”).

Price resistance extended to visitors, who identified lower prices as the lead reason that would cause them to take more San Francisco taxis (24% of visitors surveyed at airport), followed by greater availability (11%).

### **Indications of Suppressed Taxi Demand**

Poor service and reliability will suppress taxi demand. Survey questions on individual kinds of trips suggest this suppression is substantive.

More than one quarter (27%) of those who work outside the home indicated they would take taxis to work more often if they were reliably available within 15 minutes. This included 19% who strongly agreed they would do so (rating 5 out of 5). Response was highest among frequent taxi users. For example, frequent taxi users living in Zone 5 were 61% positive, including 55% who strongly agreed.

Similarly, 44% of all residents would increase leisure use of taxis in general, while 41% would increase their use of taxis for going out at night, specifically, if they were able to get a cab within 15 minutes. Positive responses ranged from 27% by current non-users of taxis, to 66% among current frequent users. Together this means greater use by more residents.

The strength of feeling on poor service is supported by the noticeable number of vehicle-owning residents who would consider giving up one of their vehicles if taxis service was better. While most would not change their habits, 14% of vehicle-owners agreed that “If taxi service was better, I would consider giving up one or more of my cars”, including 8% who strongly agreed. Since vehicle ownership is a product of many factors, the strength of this response is another indication of unfulfilled taxi demand. It is also an indication that taxi supply is an important policy consideration in any broader civic policy objectives to reduce private vehicles use.

Interestingly, it was downtown residents, where taxi service is currently the best, who were most willing to give up a vehicle. Among Zone 1 (Northeast Core) households with multiple vehicles, 23% gave a positive response. The higher willingness by downtown residents to give up their cars is likely due to a combination of parking costs, lower cost of taxis for shorter trips, and the better taxi service downtown.

### **Rise of Limousine Services Another Indication of Suppressed Taxi Demand**

Use of limousines is regulated by the State of California, rather than municipally by the SFMTA. Traditionally a premium service for the few, there is less regulatory supervision for limousines than for taxis. Limousines have been undergoing a transition with the advent of smart-phone applications that simplify calling a limousine on an ad hoc basis. Companies like Über provide a smartphone app connecting passengers with limousine service providers that have contracted with Über. These services blur the line between limousines and on-demand taxi dispatch.

Limousine users are happy with their services in almost all dimensions, but the indications are that poor taxi availability is a key factor in the growth of the limousine market. Users of limousines are largely the same group as taxi users. Among those who used taxis once a week or more, 37% also identified as limousine users, including 12% who used limousines at least weekly. When presented with reasons why limousines were chosen over taxis, the highest positive response was for “I prefer to use a limousine because it is more likely come to my home”, with 70% of limousine users strongly agreeing with this statement (rating it a five on a five-point scale)

As of the time of the resident survey (August 2012), 83% of San Franciscans polled stated they never used limousines. Of those who had used a limousine in the past six months, more than three quarters (77%) had used Über, a relatively new smart-phone app service. About 2/3 of those who said they used Über in the past 6 months indicated they had not used any other service during that time. This suggests a relatively high growth rate for limousine use because of the new services. It also suggests significant room for growth among the 83% who had not yet used limousines.

### **Impact on Public Transit Use**

Taxis and public transit are complementary goods. Although in the very short-term one can substitute for the other, in the long-term consumers treat them as part of a package alternative to owning a private vehicle. Consumers who do not own private vehicles will take a mix of taxis and public transit depending on the day’s needs – they will not typically use only public transit, or only taxi.

The complementary relationship of public transit and taxis can be complex. For example, people may be more comfortable commuting to work by public transit if they know they can easily get a taxi back home if there is a family emergency. Availability of a taxi at home is also important if one is running late and already promised the family car to one’s partner.

Nearly one-third (32%) of San Franciscans who work outside the home said they would increase their use of public transit “if I knew I could rely on taxi service when needed to get home more quickly”. This includes 15% who strongly agreed (5/5). These numbers indicate that public transit commuting volume is being constrained by the lack of reliable access to taxi service when commuters need it.

# Best Practices Studies of Taxicab Regulation Taxi User Surveys

The San Francisco Municipal Transportation Agency (SFMTA) assumed responsibility for regulation of San Francisco taxicabs in 2009, as a result of a ballot initiative. The SFMTA is now undertaking a comprehensive review of its regulatory practice to improve the taxi industry's ability to serve the community and operate sustainably.

The review includes outreach to the San Francisco community and taxicab industry to better understand current issues among stakeholders and the community. In addition to interviews with stakeholders and community organizations, surveys of users have been conducted to ensure a broad cross section of voices are heard.

This document reports results of three user surveys:

- **Residential Telephone Survey.** San Francisco residents were surveyed by telephone to assess frequency of taxi use and service quality. San Francisco residents were surveyed by telephone to assess frequency of taxi use and quality of service. There were 649 participants selected to be representative of the population, and divided into five geographic zones.
- **Airport Survey.** To capture the experience of tourists and business travelers to the city, 1383 passengers were surveyed in the boarding areas of San Francisco International Airport. Visitors to San Francisco, Bay Area residents, and San Francisco residents were all included in this survey to provide relative comparisons of satisfaction among airport users.
- **Intercept Survey.** To further capture the experience of visitors and Bay Area residents, 365 taxicab users were also interviewed at key locations popular with visitors to San Francisco, including Pier 39, the Ferry Building, Academy of Sciences in Golden Gate Park, Golden Gate Bridge, and Union Square among others. Half of those interviewed were waiting for a taxi or had just exited a taxi.

Detailed results of these surveys are provided in the Appendices. Highlights of findings are reported below.

## 1 Survey of San Francisco Residents

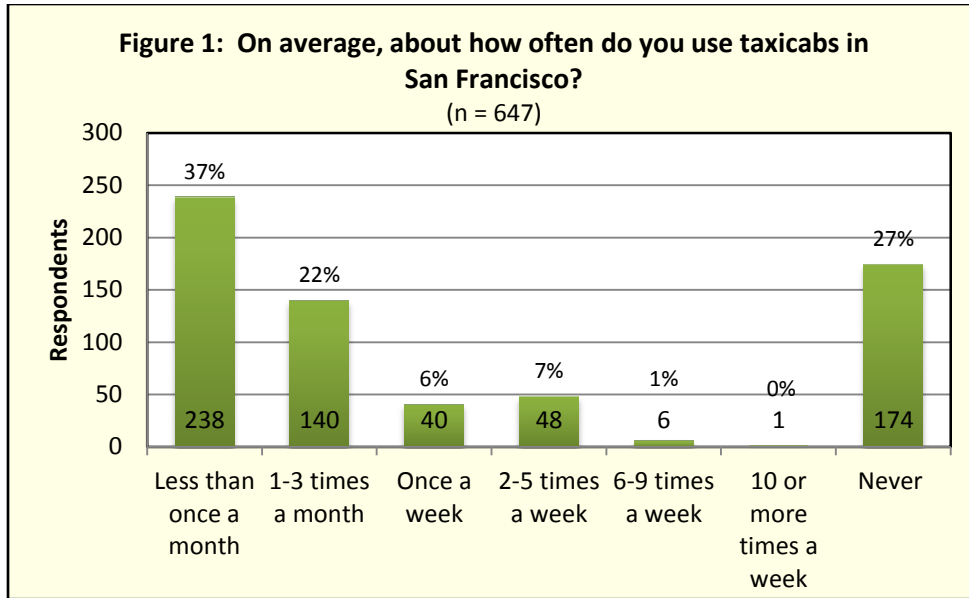
### 1.1 Market Size—Taxi Use by Residents

#### Taxis affect a large number of people

Taxis play a direct role in the life of most San Franciscans. In the residents' survey, 73% reported using taxis, including 36% at least monthly and 15% at least weekly (Figure 1). Usage varies strongly by geographic zone. Downtown residents have the highest usage, with 62% using taxis at least monthly, and 35% at least weekly (Zone 1, Figure 2).<sup>1</sup> In southern neighborhoods (Zones 3, 4, and 5) taxi users are still numerous but use taxis less frequently. For example, those who use taxis at least weekly are only 9% of Zone 5 residents, compared with 35% in Zone 1.

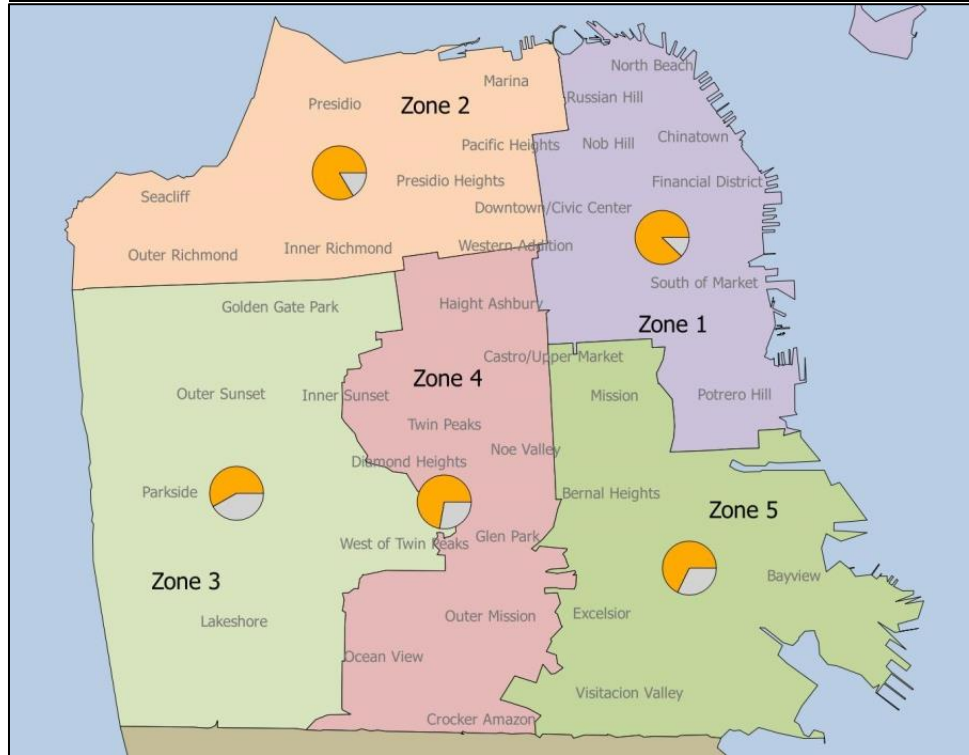
---

<sup>1</sup> Zone 1, as shown on the maps, encompasses an urban core that is somewhat larger than what many San Franciscans would identify as "downtown". For readability, this report uses the term downtown to distinguish the core from surrounding areas.



**Figure 2: Taxi Users by Geographic Zone**

Taxi Use	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
Use Taxis (shown on map)	88%	84%	58%	72%	68%	73%
At least monthly	62%	47%	14%	30%	29%	36%
At least weekly	35%	18%	3%	10%	9%	15%





**Neighborhoods in Each Survey Zone**

*Zone 1 (Northeast Core)* – Chinatown, Civic Center/Downtown, North Embarcadero, Potrero Hill, South of Market)

*Zone 2 (Northwest)* – Laurel Heights/Anza Vista, Marina/Pacific Heights, Richmond, Sea Cliff/Presidio Heights, Western Addition)

*Zone 3 (Southwest)* – Inner Sunset, Sunset, Lake Merced)

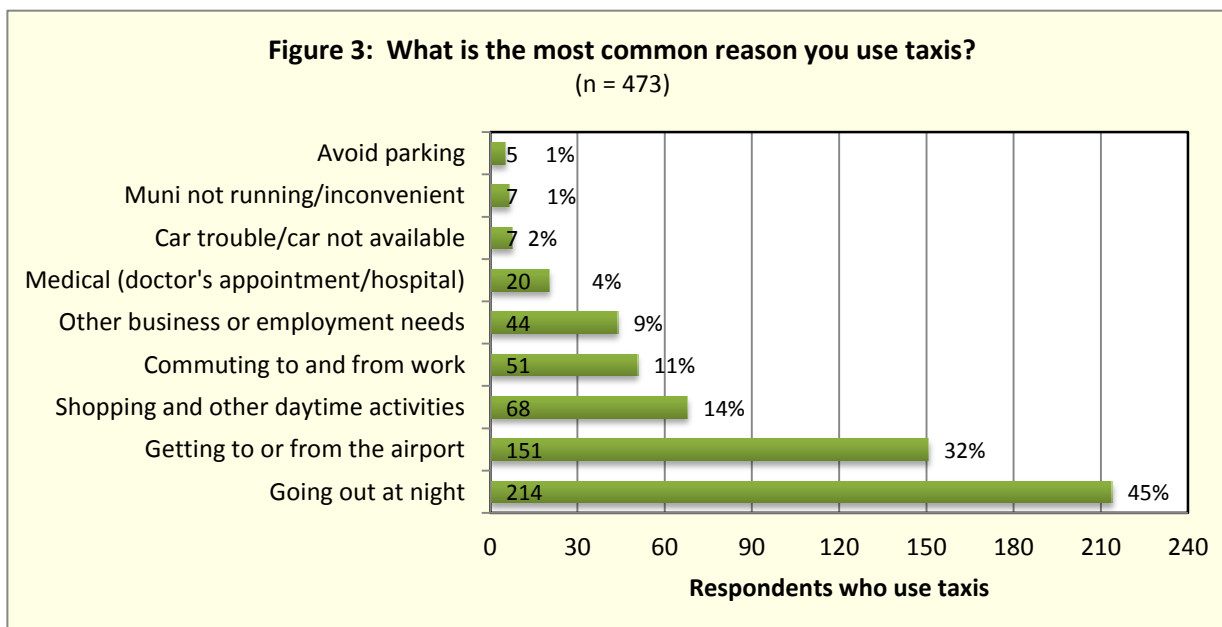
*Zone 4 (Central)* – Diamond Heights, Excelsior (Outer Mission), Haight-Ashbury, Ingleside, Noe Valley, Upper Market/Eureka Valley, West of Twin Peaks); and

*Zone 5 (Southeast)* – Bayview/Hunters Point, Mission, North Bernal Heights, Portola, South Bernal Heights, Visitacion Valley)

**Principal uses by residents are going out at night, and to the airport**

The most common reasons to use a taxi were going out at night (45%), and getting to or from the airport (32%). These were followed by shopping and other daytime activities (14%), and commuting to and from work (11%) (Figure 3). This ranking was consistent across zones, with the exception of Zone 3 where airport travel was the most common reason.

Frequent users, those who use taxis once a week or more, also gave going out at night as the most common use (45%), but listed commuting to and from work as the second most common reason at 26% of these users.



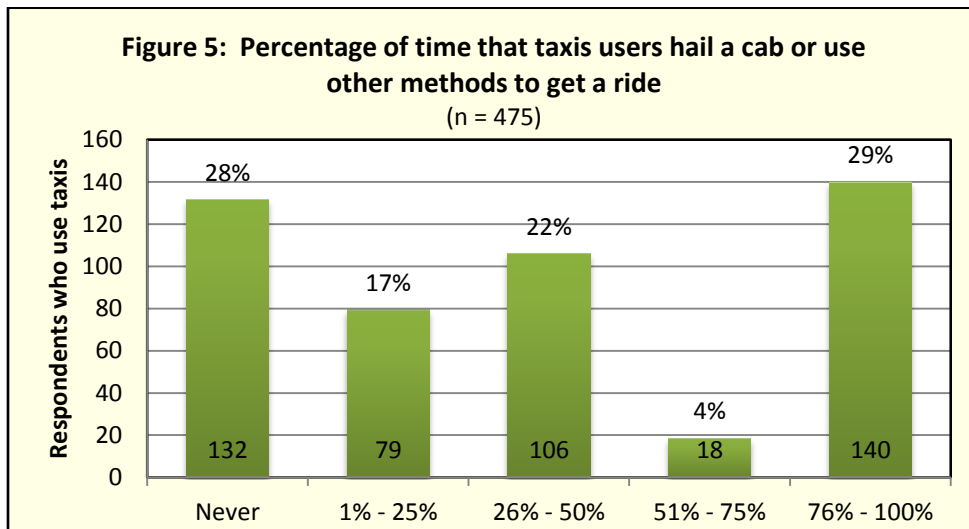
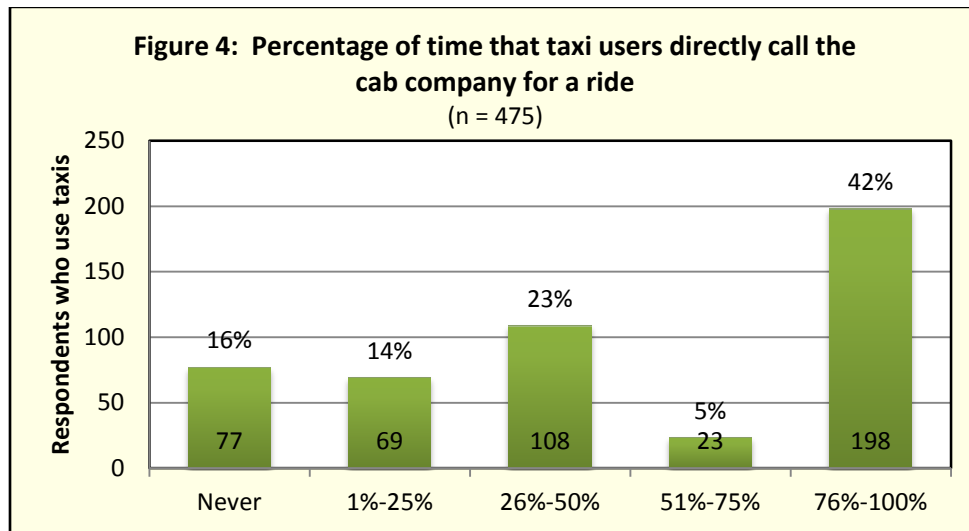
**Dispatch and hail taxi users are largely separate groups**

Direct calls to company dispatch remain one of the chief ways that San Franciscans obtain a taxi. 42% of residents reported that they called taxi companies directly for more than three quarters of their taxis (Figure 4). Over a quarter, 28%, use *only* this method to obtain a taxi. The pattern was consistent across

zones, except for downtown where only 28% called companies directly for more than three quarters of their taxis.

However, a large segment of residents look to other methods to get a taxi first, such as hailing one from the street or going to a taxi stand. 30% of residents use these methods more than three quarters of the time. This number rises to 40% for Zone 1 residents by themselves. 16% of residents polled also say they *never* call a taxi company directly for a taxi. This number rises to 20% in Zone 1.

Looking at frequent users alone, the population is similarly split. 36% of frequent users call the taxi company for more than three quarters of their taxis, and 17% use this method exclusively. A similar 37% rely on street hail and other methods more than three quarters of the time.



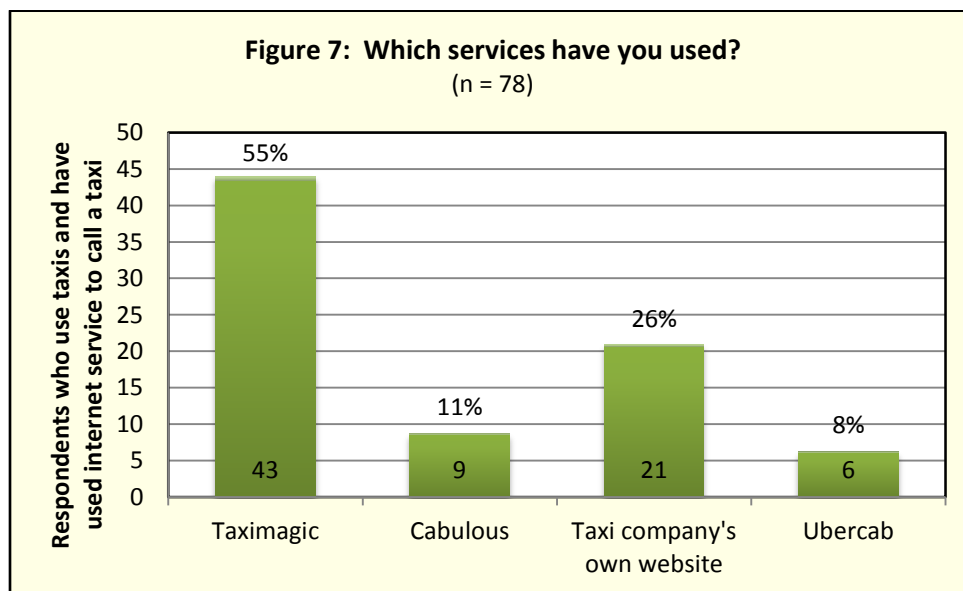
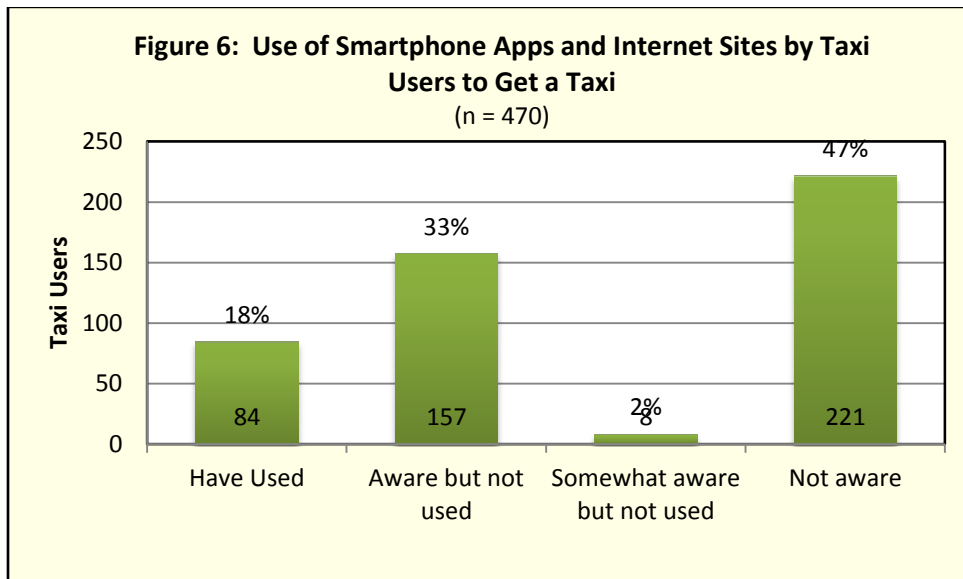
### Smartphone app market share still developing

Advancing technology allows taxi users to request a taxi using company web sites, or smartphone applications (apps). Smartphone apps for San Francisco include Taxi Magic and Cabulous (recently rebranded as Flywheel). Also available, although not significantly marketed at the time of the survey, are taxis dispatched through Über—a limousine focused service.

As of the fall of 2012, 18% of San Franciscan taxi users had used a smartphone or a computer to call a taxi. An additional 35% of taxi users were at least somewhat aware of these alternatives (Figure 6).<sup>2</sup> 47% were not aware of the option.

By geographic zone, taxi users in Zones 1 and 2 were the most likely to have used smartphone apps or web sites, at 24%. Use in other zones ranged from 11% in Zones 3 and 5 to 16% in Zone 4.

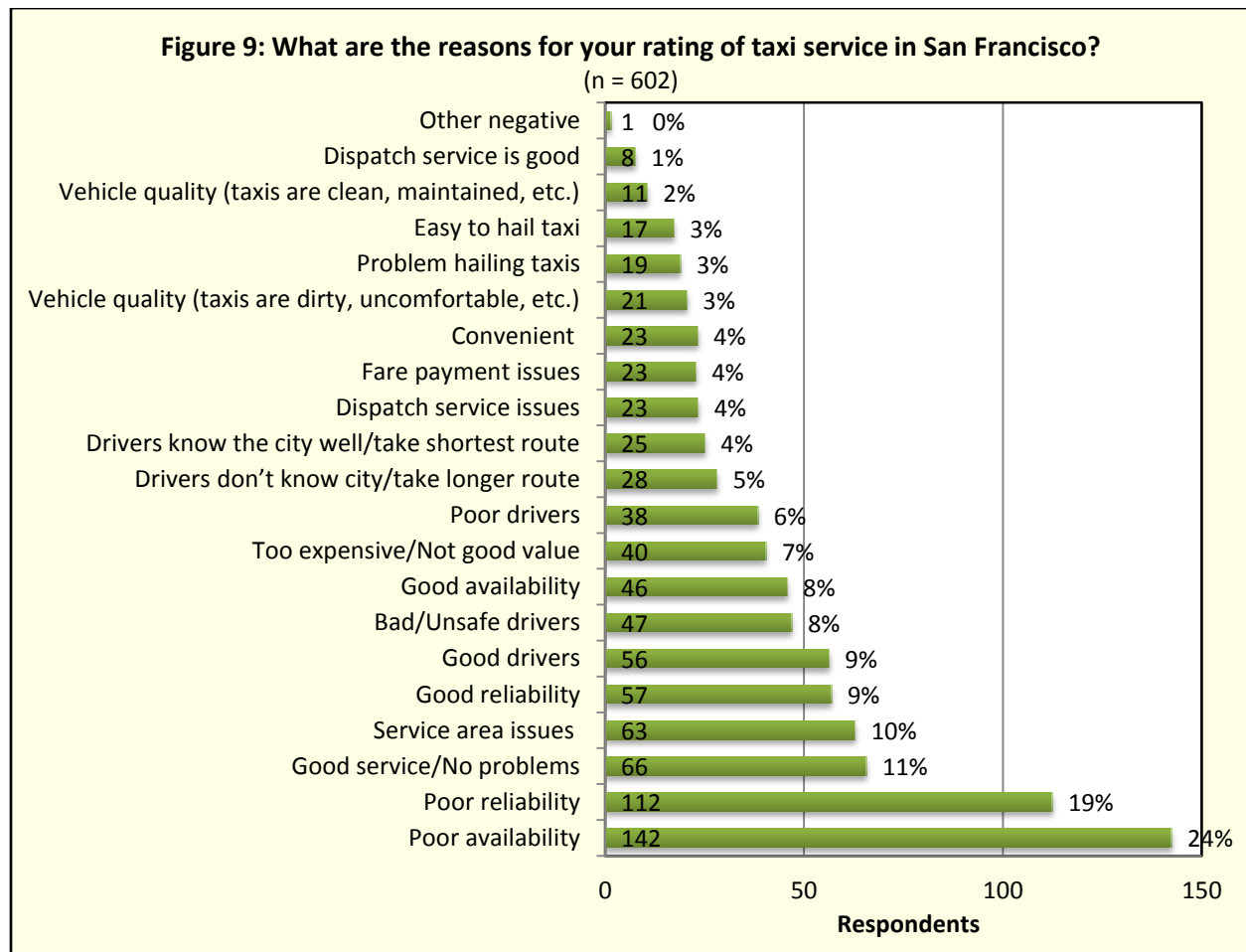
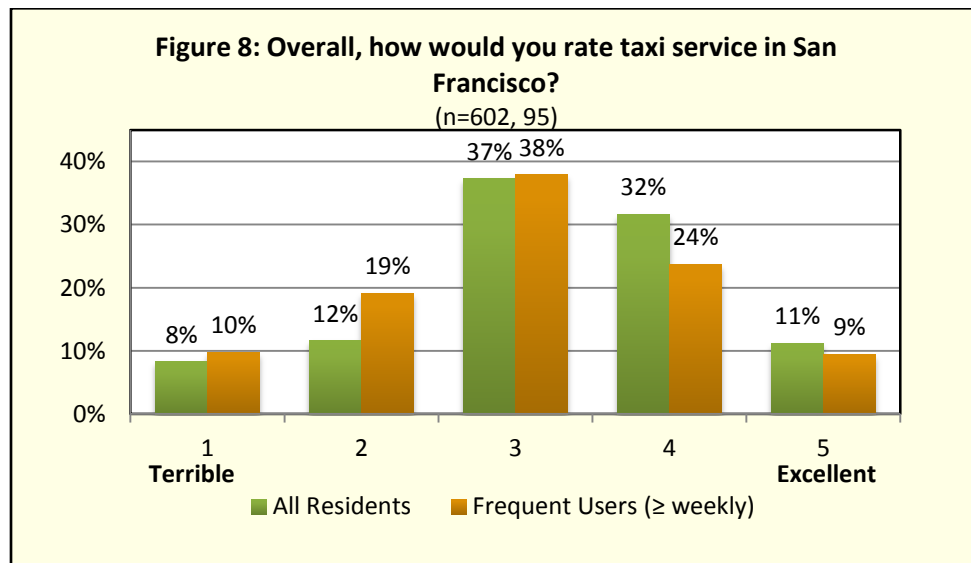
Among those who had used such a service, 55% cited Taxi Magic, 26% mentioned a taxi company web site, 11% cited Cabulous, and 8% cited Über (Figure 7). Note that some confusion may exist around Über, since the name Übercab has also been linked to limousine dispatch. Limousine questions were included in the residents' survey and are discussed further below.



<sup>2</sup> Based on the combined answers from question 16 and 18 of the residents survey.

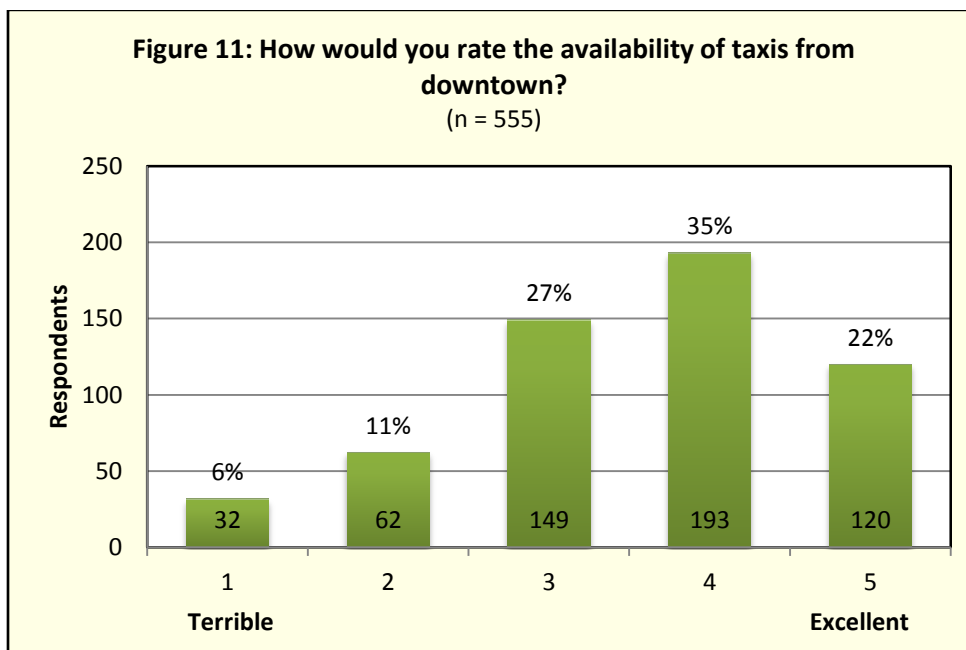
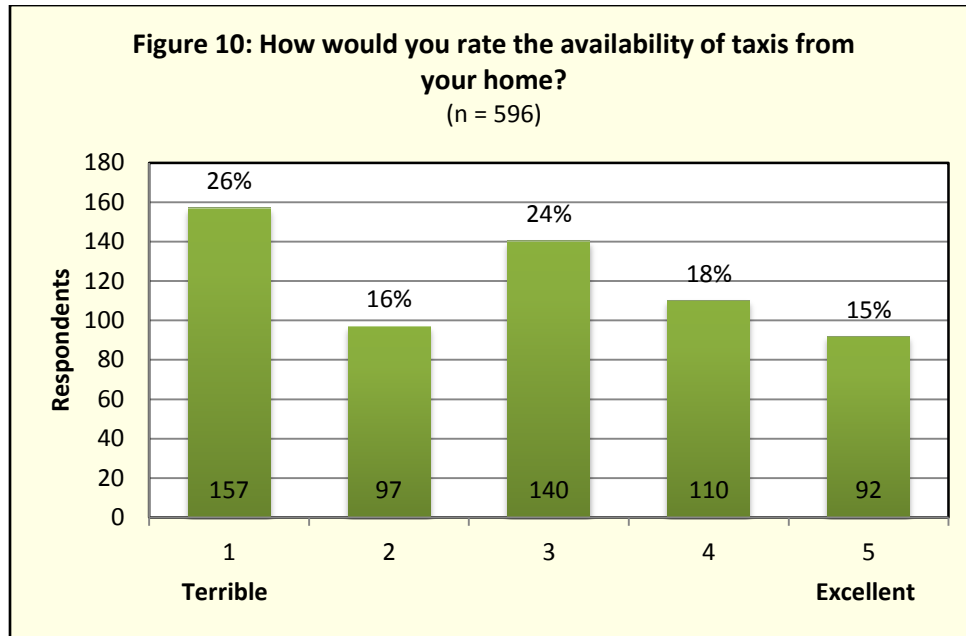
## 1.2 User Satisfaction: Goodwill Exists—But Dispatch to the Home a Major Issue

San Franciscans have goodwill towards their taxis, but list more complaints than positive elements. When asked to rate overall service on a scale of one to five, 43% gave a favorable rating, 37% were neutral, and 20% gave unfavorable ratings (Figure 8). Among frequent taxi users, the level of dissatisfaction was higher, with 29% giving unfavorable ratings.



When asked to give the reason for their score, the majority of comments were negative. Poor availability (24% of respondents) and poor reliability (19%) led the way. Also mentioned were service area issues (11%) and bad drivers (8%). Positive comments were good service (11%), good reliability (9%), and good drivers (9%).

Concern over taxi availability was focused on getting a taxi to your home. When asked to rate taxi availability at their homes, more than a quarter (26%) rated it as “terrible”, giving a score of one out of five. Overall, 43% of respondents gave an unfavorable rating to taxi availability from their home (rating it a 1 or 2 on a 5-point scale). When asked about availability downtown, the unfavorable ratings were significantly lower at 17%, with only 6% awarding the lowest score (Figures 10, 11).

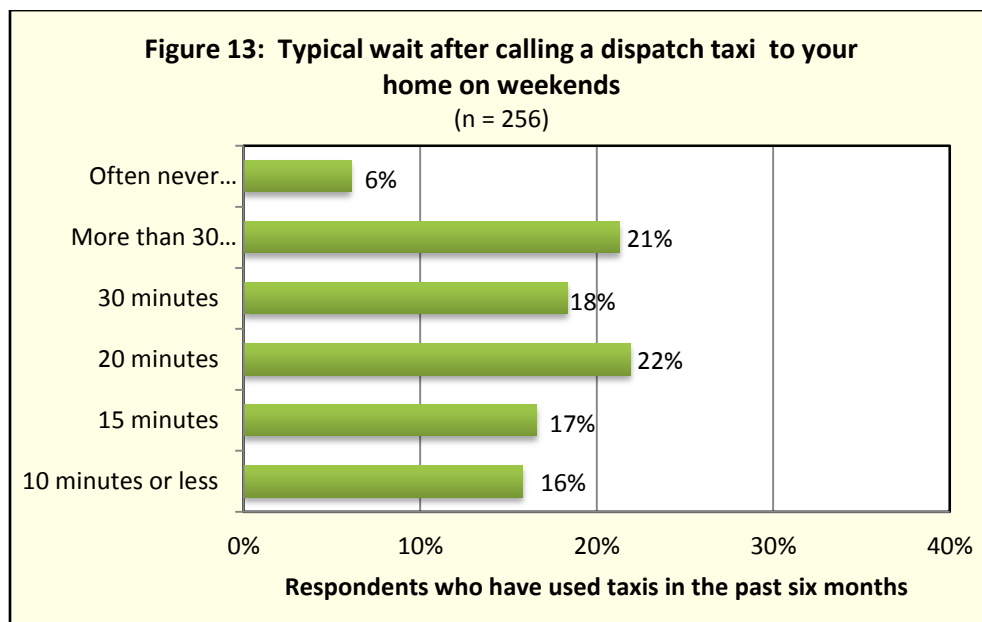
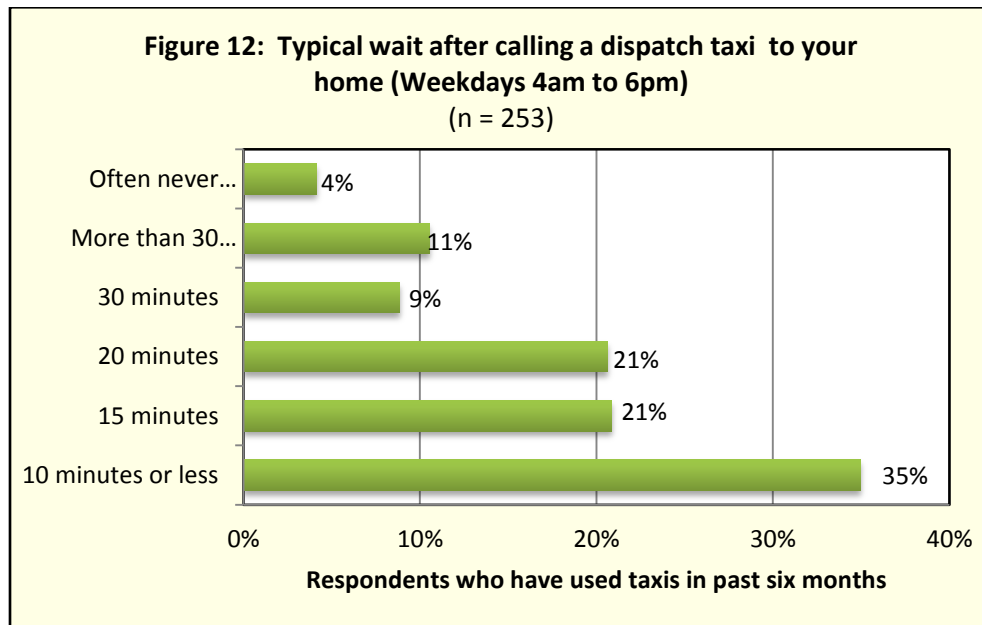


### Dispatched taxis slow to arrive

Scores out of five are relative measures—they also depend on what people feel they should expect. To obtain an absolute measure, residents who had taken a taxi in the last six months were asked how long it typically took a dispatched taxi to arrive at their home. This measure is sometimes used as a performance standard in the industry. For example, the City of Los Angeles monitors all dispatch taxi performance and achieves 80% to 85% arrival within 15 minutes, depending on the geographic area.

Among San Francisco’s *daytime* weekday users of taxis, only 56% of residents experience 15-minute service. For 15% of respondents, a taxi typically takes more than 30 minutes or fails to arrive at all.

Reported performance is much worse on weekends. Only 33% experience 15-minute service, while 27% experience a wait of more than 30 minutes or failure to arrive at all.

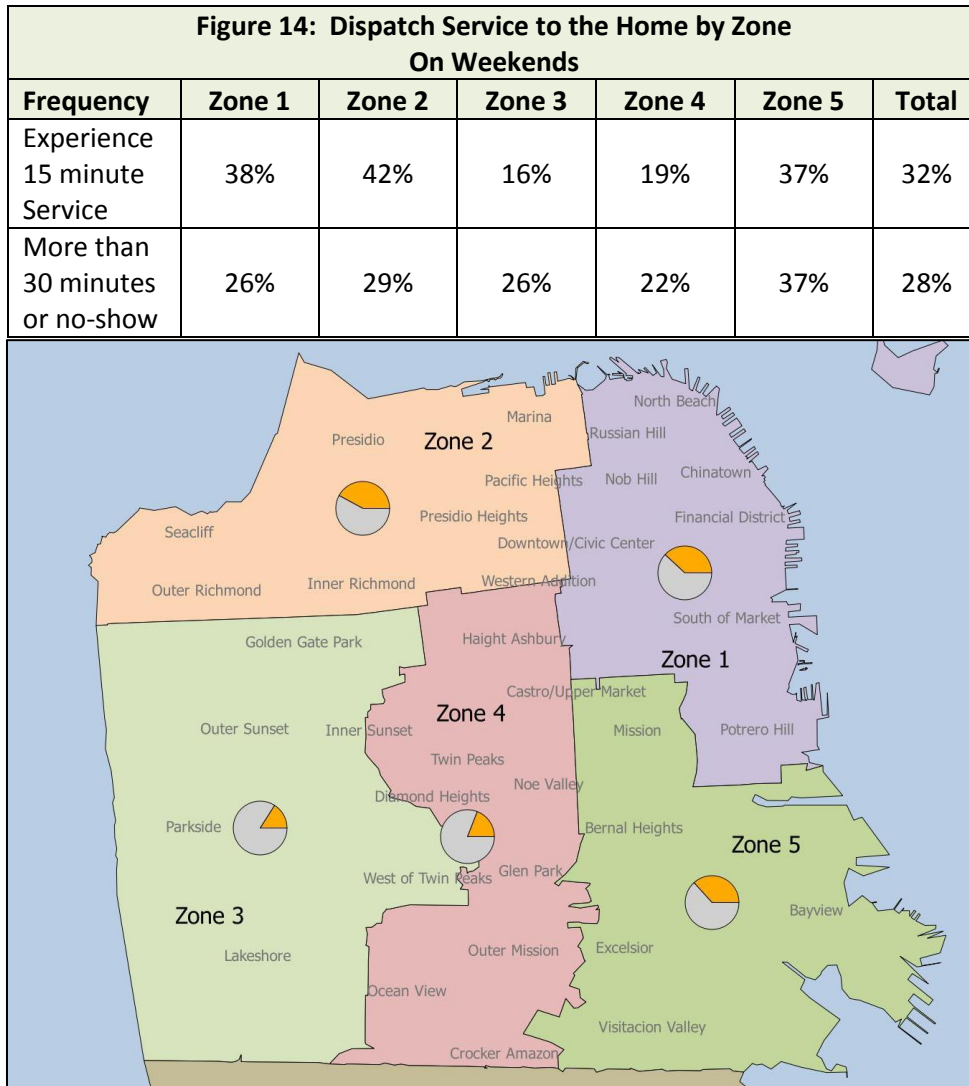


### 1.3 Poor Reliability and Long Waits in Southern Neighborhoods

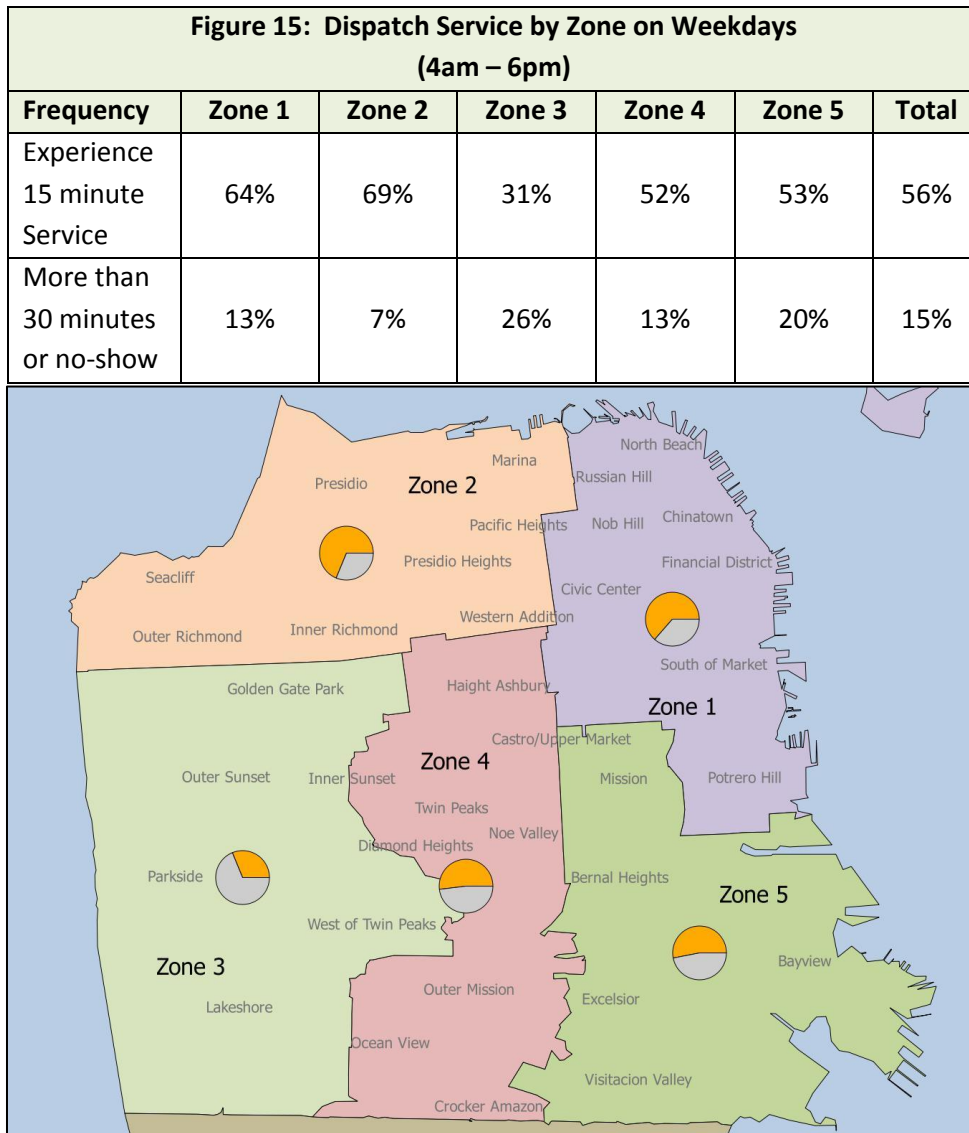
Wait times are worse in southern neighborhoods (Zones 3, 4, 5). Figure 14 shows resident experience for weekends. Figure 15 shows weekdays.

The worst service is reported on weekends. Only 17% of Zone 3 and only 19% of Zone 4 experience 15-minute service (Figure 14). Interestingly, Zone 5 has a split experience in that 37% report 15-minute service, while also having the highest level of respondents reporting more than 30 minutes for service and/or no-shows (also 37%). This indicates neighborhood differences within Zone 5. All of the timely service responses for Zone 5 came from the Mission zip code in the north of Zone 5, while the poor service was reported from the southern neighborhoods in the Zone.

Low reliability of dispatch has meant a higher reliance on other means of obtaining a taxi. The proportion of residents using dispatch for less than one quarter of their taxis was 22%, 27%, and 30% for zones 3, 4, and 5 respectively. While reliance on hailing taxis is common in the central zones where taxis are more available, in most cities one would expect to find it more convenient to call a taxi to one's home if one did not live downtown.



On weekdays, dispatch to the home repeats the pattern of poorer service to southern neighborhoods (Figure 15). The general level of service is higher than weekends, as noted earlier, but the percentage of residents who experience 15 minute service is lower in Zones 3, 4, and 5. Residents experiencing 30 minutes or no-show are the highest in Zone 3 at 26%.



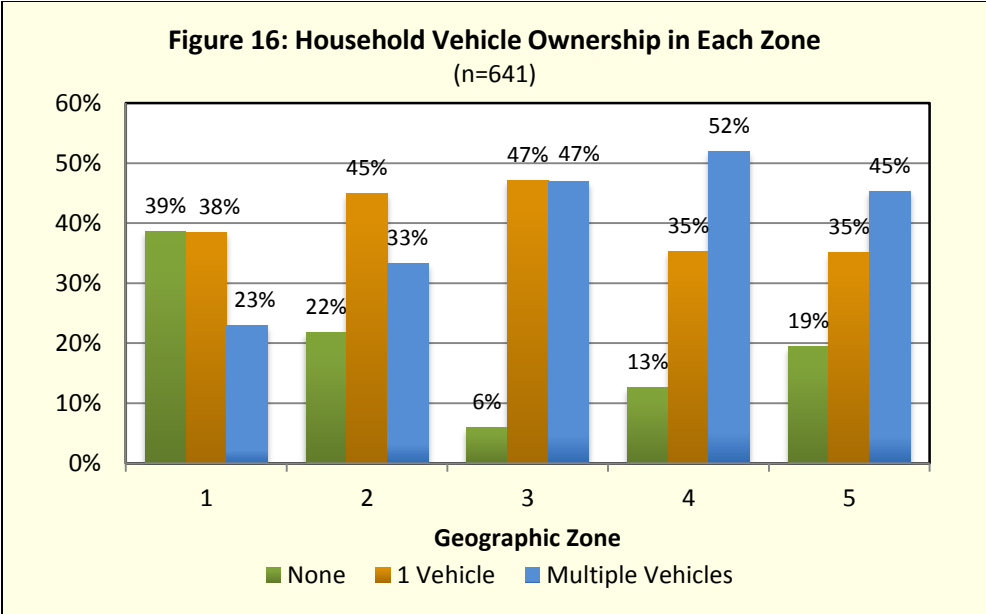
### 1.4 Vehicle Ownership and Taxis

Figures above report lower numbers of taxi-users in the southern neighborhoods, and poorer taxi service. How much of the lower taxi usage in is driven by the poorer service, and how much by higher private vehicle ownership that also exists in those neighborhoods (Figure 16)? This is an interesting question because the decision to own a vehicle is partly a function of the availability of substitutes, such as taxis and public transit. Do people use fewer taxis because they have cars? Or do they own a vehicle, or a second car, because there are not enough taxis and public transit? Both effects may be relevant.



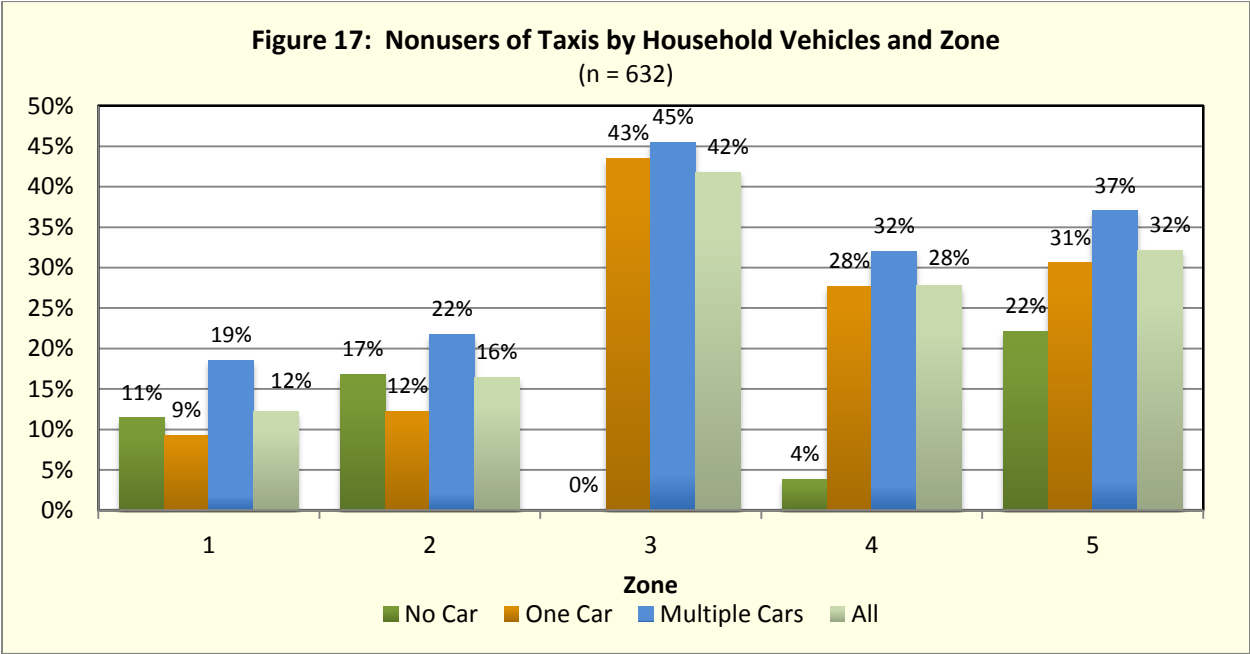
**Zone more important than vehicle ownership for taxi usage**

Levels of private vehicle ownership are higher among residents of the southern neighborhoods (Zones 3, 4, and 5 in Figure 16). Households with no private vehicle are 6% in Zone 3 compared to 39% in the downtown (Zone 1).



However, when we compare taxi usage between zones for households with the same number of vehicles, it is clear that Zone location still makes a big difference. In Figure 17, Zone 1 users take advantage of the greater taxi availability there, independent of how many personal vehicles they own. For single vehicle households, the number of non-taxi users in Zone 1 is only 9%, while in the southern 28% in Zone 4 to 44% in Zone 5. A similar geographic difference occurs for multi-car households.

The lower usage of taxis in southern neighborhoods, at any level of vehicle ownership, suggests that the low availability and reliability of taxis in these neighborhoods contributes to low taxi usage.



Among households with no vehicles, the pattern is not quite as clear. In Zone 3, 100% of respondents without vehicles reported being taxi users. This may be related to Zone 3 being the most remote from the downtown, so that public transit, walking, and biking cannot always meet their transportation needs.

**Some San Franciscans would give up their car if taxi service were better**

Residents were also asked directly if they would consider giving up ownership of a vehicle if taxi service were better. While 80% said no, 13% of households with at least one vehicle agreed they would. In particular, 8% of those with at least one vehicle in the household *strongly* agreed they would (Figure 18). Since vehicle ownership is a product of many factors, the strength of this response is another indication of unfulfilled taxi demand. It is also an indication that taxi supply is an important policy consideration in any broader civic policy objectives concerning vehicle ownership.

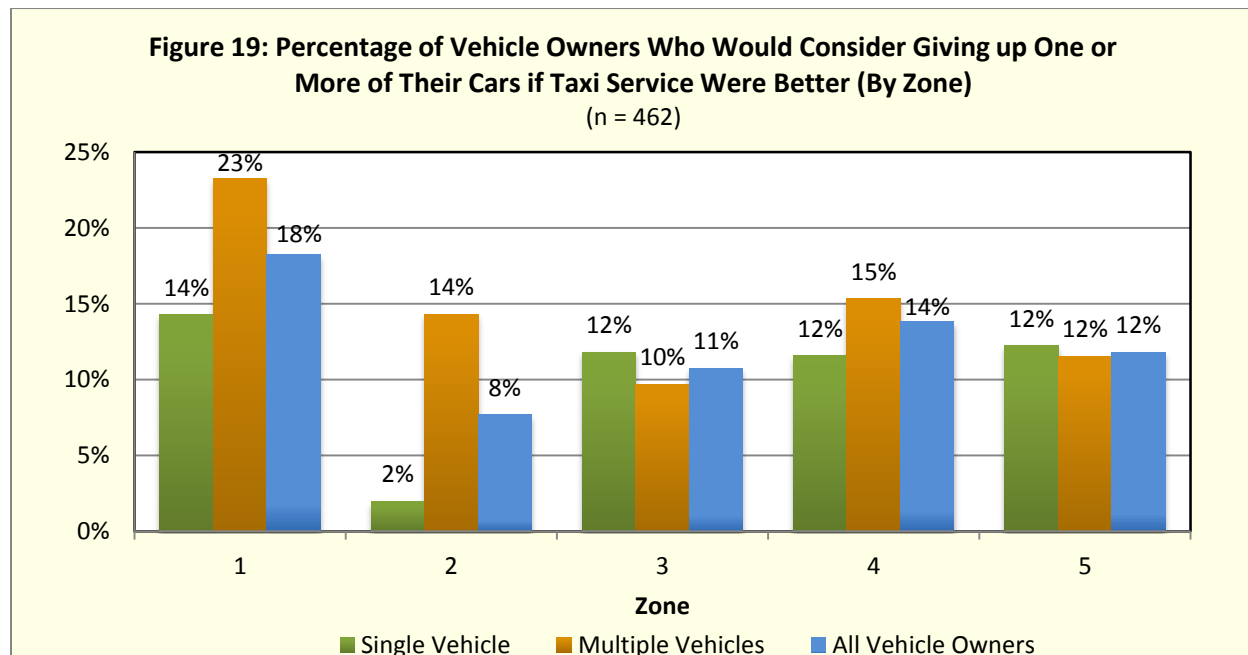
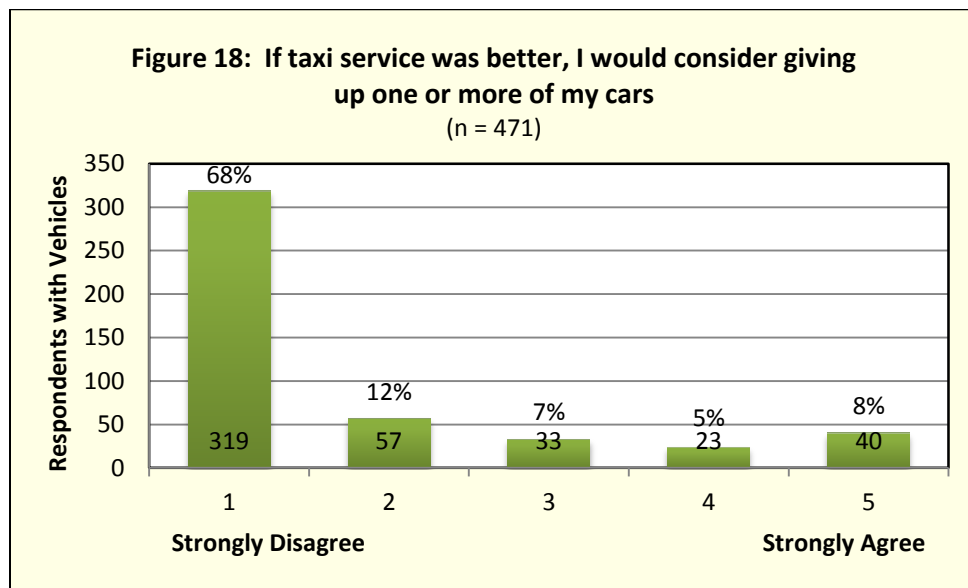


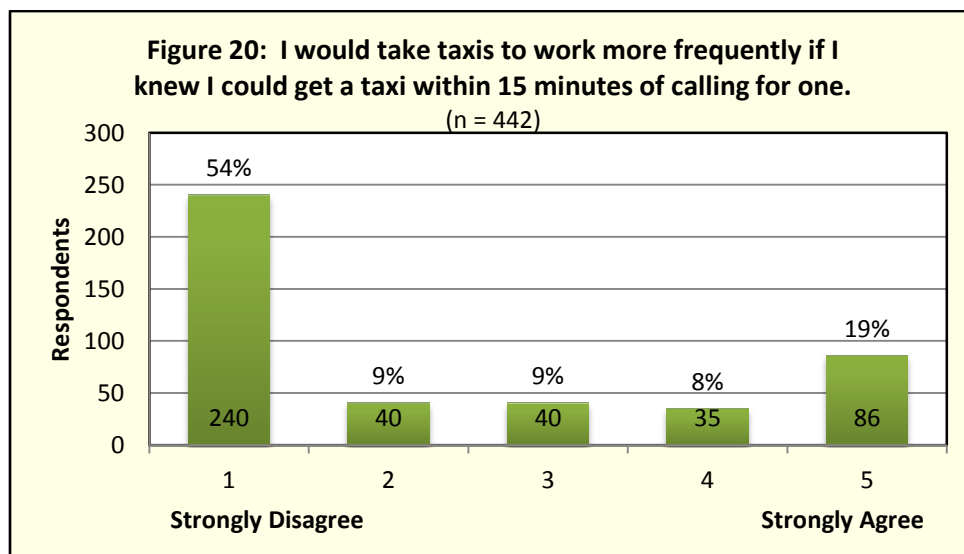
Figure 19 shows the willingness to consider giving up a vehicle by geographic zone and by vehicle ownership status. The proportion of those who would consider giving up a vehicle were taxi service better is similar for both single vehicle households and multi-vehicle households. Multi-vehicle households have a relatively higher proportion, but this is not consistent by neighborhood. Interestingly, it is the downtown zone (Zone 1) with the best taxi service where the most people would consider giving up a taxi were service improved. The higher willingness by downtown residents to give up their cars is likely due to a combination of parking costs, lower cost of taxis for shorter trips, and the better taxi service downtown.

## 1.5 Potential Demand for More Taxis

The relationship between car ownership and taxi use is one indication that there is an unsatisfied demand for reliable and timely taxi service. Residents were also specifically asked about their potential demand for taxis if service were better or more reliable. The questions were divided into commuting for work, leisure purposes, and night entertainment purposes. Results for all three questions showed a significant proportion of users who would increase their use of taxis if dispatch service were more reliable.

### Commuting: 27% of residents would increase commuter use of taxis

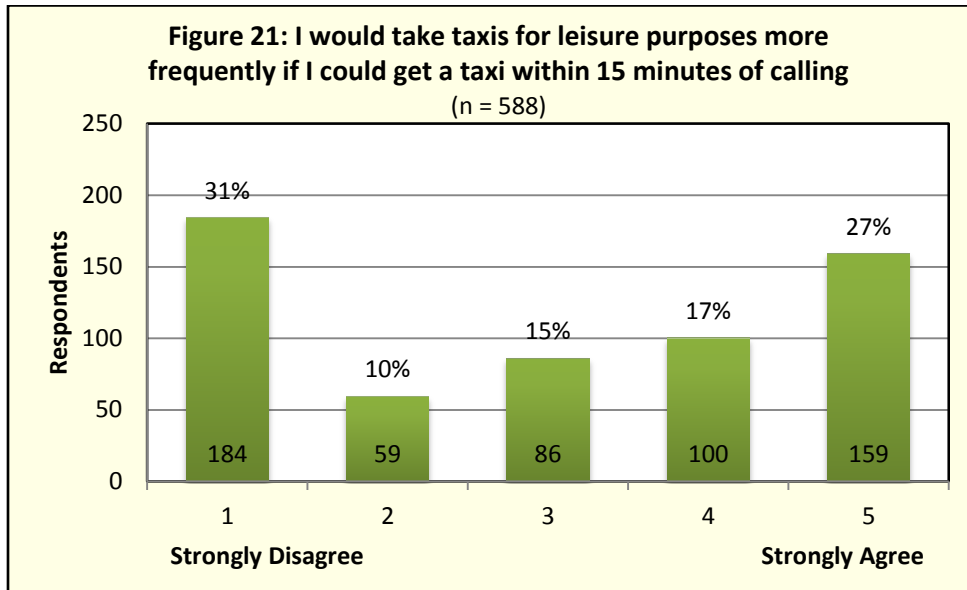
When asked if they would take taxis to work more frequently if they knew they could expect a taxi within 15 minutes of calling, the majority of households felt that their use of taxis for commuting would not change. However, 27 % of households gave a positive response, including 19% that *strongly* agreed (Figure 20).



Response varied strongly by current taxi user status and geographic area. Among nonusers of taxis, 18% responded positively that they would begin using taxis for traveling to work, including 13% who *strongly* agreed. Among those who already use taxis frequently (once a week or more) 47% gave a positive response for increased commuting use, including 38% who *strongly* agreed. Current frequent taxi users living in the southern neighborhoods were highly responsive. For this group, 61% gave a positive response to increased travelling to work by taxi, including 55% who *strongly* agreed.

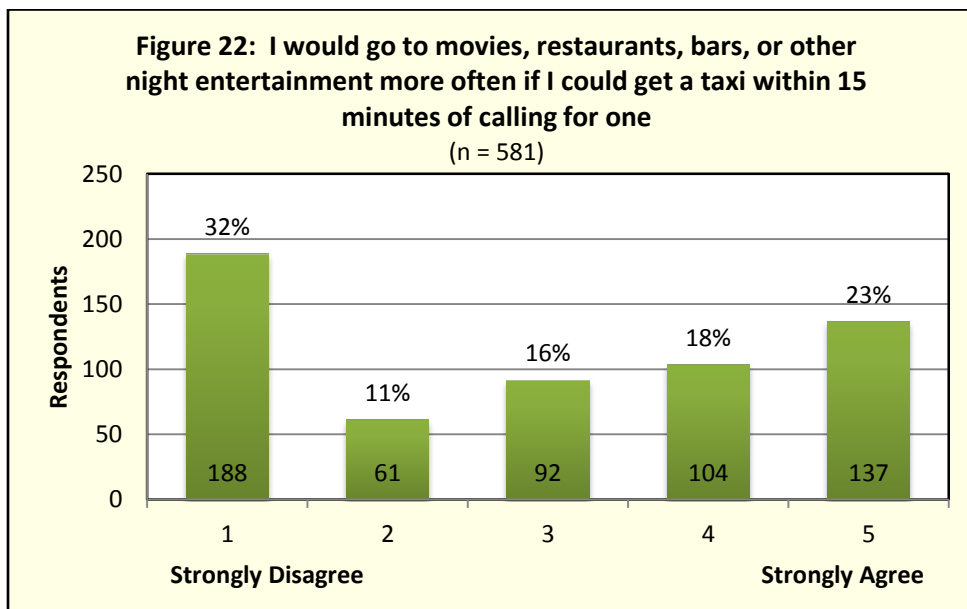
**Leisure use: 44% of residents would increase leisure use of taxis**

44% of residents gave positive responses (rating it a 4 or 5), including 27% who strongly agreed. Current taxi users and those in the downtown zone were among the most positive respondents. Positive responses by zone varied from 38% in Zone 3 to 57% in Zone 1. Results by current taxi use ranged from 27% positive among current nonusers to 66% among frequent users of taxis, of whom 50% *strongly* agreed (rating 5 out of 5).



**Nightlife: 41% of residents would increase night entertainment use of taxis**

When focusing specifically on such evening activities as movies, restaurants, or bars, the answers were similar to overall leisure results. In total, 41% of residents gave a positive response, including 23% who strongly agreed they would use taxis more frequently if the taxi came within 15 minutes. Response by zone varied from 35% positive in Zone 3 to 47% in Zone 1. Response by current taxi use ranged from 33% among current nonusers of taxis, to 51% of current frequent users.



**Public does not identify poor reliability with low taxi numbers**

Although residents identify taxi service and reliability as issues, they do not necessarily connect this experience with an undersupply of taxis. Only 30% disagreed with the statement that San Francisco has “a good availability of taxis”.

**1.6 Higher Public Transit Use and More Reliable Taxis**

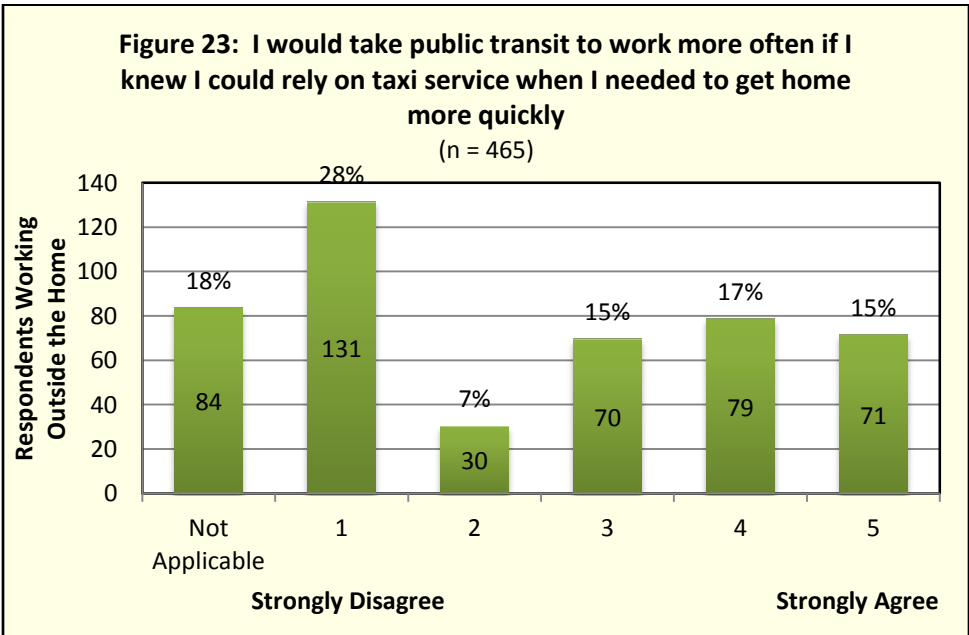
Taxis and public transit are complementary goods. Although in the very short-term one can be substituted for the other, in the long-term, consumers treat them as part of a package alternative to owning a private vehicle, along with walking, biking and other modes. For example, consumers who do not own private vehicles will take a mix of taxis and public transit depending on the day’s needs—they will typically not use only public transit, or only taxis.

As with any complementary goods, shortages of taxis or poor taxi service can have a negative impact on the use of public transit. To quantify this relationship for San Francisco, residents were asked if they would take public transit to work more often if they knew they could rely on taxi service to get home quickly when they needed to.

**32% would increase commuting by public transit if taxis more reliable**

As expected, most San Franciscans polled would not change their commuting choice -- 52% of those who work outside the home responded negatively or neutrally to the question, and another 18% indicated “not applicable”, including those likely already fully utilizing public transit. Significantly, however, 32% of residents said they *would* take public transit more often, including 15% who *strongly* agreed.

Public transit use for commuting is being constrained by the lack of reliable access to taxi service when commuters need it.



## 1.7 Price Resistance on Meter Rates

San Francisco residents do not feel they should have to pay more to get better service. When asked whether they would pay reasonably higher taximeter rates for greater availability of taxis, 61% responded negatively, including 45% *strongly* disagreeing. In contrast, only 23% gave a positive response.

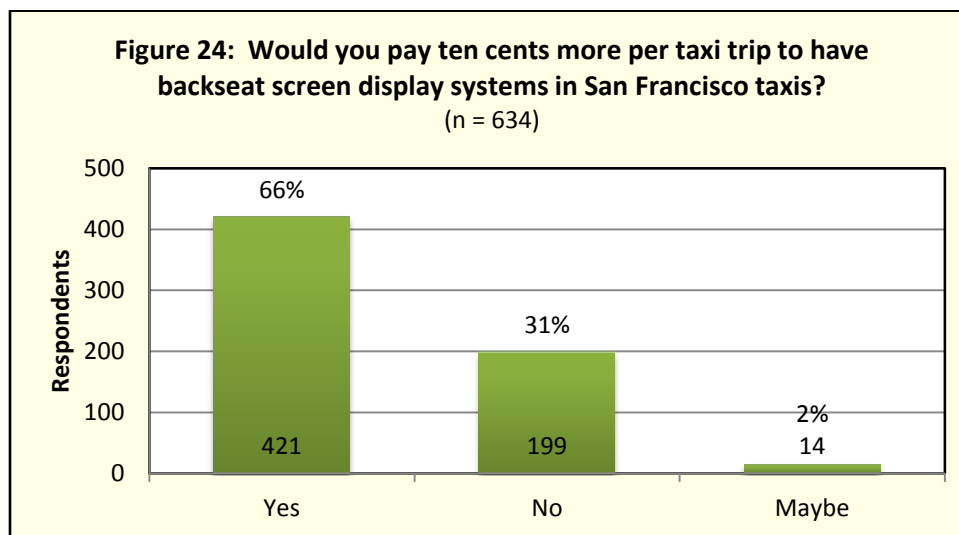
Opposition was generally strongest in the worst served neighborhoods, and among those who use taxis infrequently or not at all. 71% of Zone 3 residents responded negatively, including 55% who strongly disagreed.

Support was strongest among frequent users of taxis (use taxis at least weekly). 44% of frequent users supported higher rates for higher availability, including 30% who strongly agreed. However, those who strongly disagreed also weighed in at 34% of frequent users.

## 1.8 Back-Seat Credit Card Swipes & GPS Displays

Price resistance on meter rates appears to be more a matter of fairness than on a lack of willingness to pay. Residents expressed strong support for requiring upgraded GPS units that would allow passengers to see where they are going and to swipe their own credit cards. Such units have recently been implemented in New York and Boston. 66% of residents agreed to the proposition of paying ten cents more per fare for such a system.

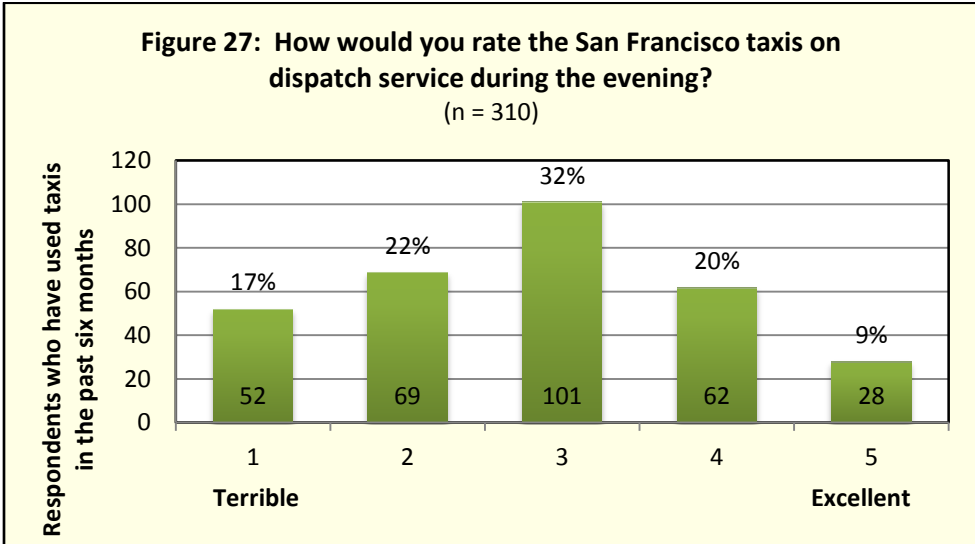
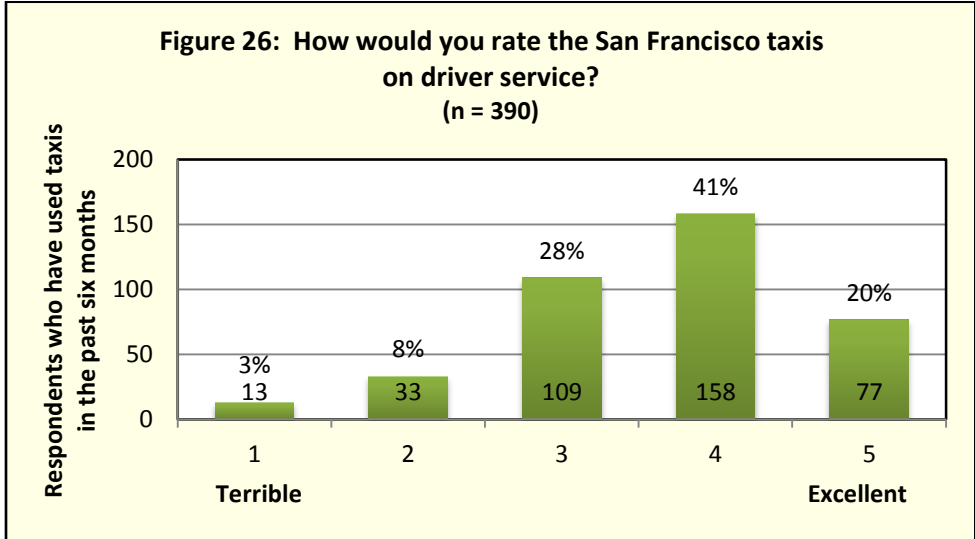
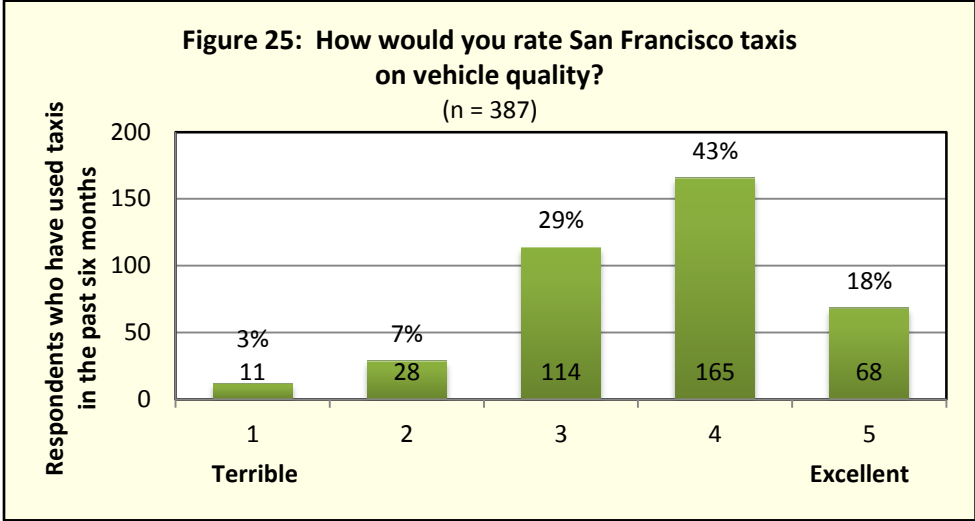
This support is associated with the positive premium San Franciscans place on being able to swipe their own credit card when paying for a taxi. Among the minority of San Franciscans who had experienced such systems, 52% felt the feature of swiping your own card was important, including 33% who felt it was very important. Similarly, 66% felt that it was important to be able to choose your own tip via the screen, including 51% who felt it was very important.



## 1.9 Satisfaction with Vehicle Quality and Driver Quality

Once they have a taxi, San Franciscans are largely satisfied with the quality of the vehicle, and with the service they receive from drivers. On vehicle quality, 61% of residents who had used taxis in the past six months gave positive ratings, including 18% who rated it excellent. Only 10% gave negative ratings for vehicle quality. On driver service, 61% similarly gave positive ratings, including 20% who rated it excellent. Only 11% had negative ratings.

In contrast, consistent with other dispatch findings, nighttime dispatch service received poorer ratings. 39% of residents rated nighttime dispatch negatively, with 17% rating it as terrible. 29% of residents gave positive ratings.



### 1.10 Use of Limousines

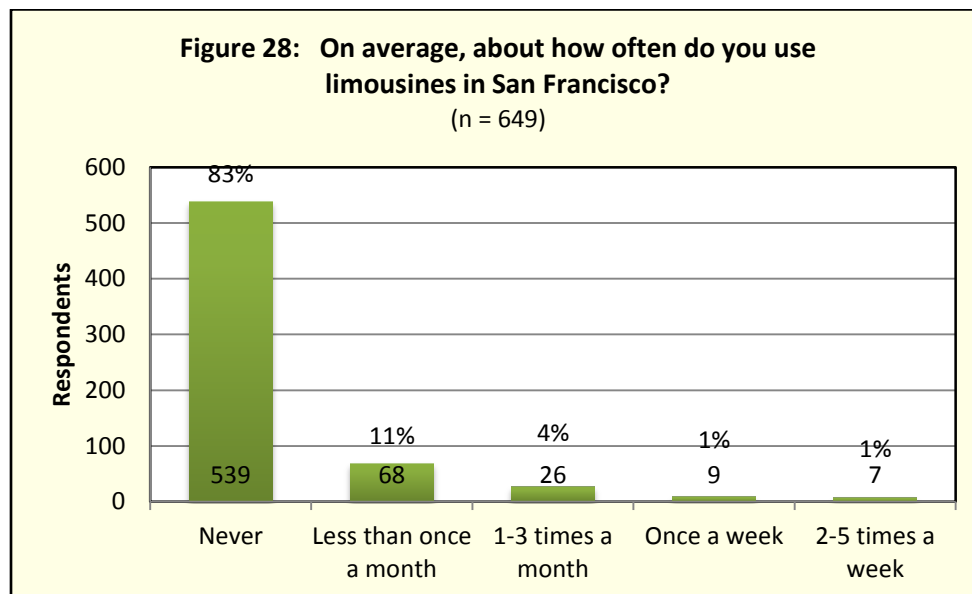
Limousines are licensed and regulated by the State of California. Traditionally a premium service for the few, limousines have been undergoing a transition with the advent of smartphone apps that simplify calling a limousine on an ad hoc basis. Companies like Über provide a smartphone app that connects passengers with limousine service providers contracted with Über.

These services blur the distinction between limousines and on-demand taxi dispatch. The survey of residents investigated the size of the limousine market as of August 2012, and comparative satisfaction relative to taxis.

#### Über is transforming and growing the limousine market

83% of San Francisco residents stated they never use limousines. However, six percent of residents use them at least monthly, including 2% who use limousines at least weekly.

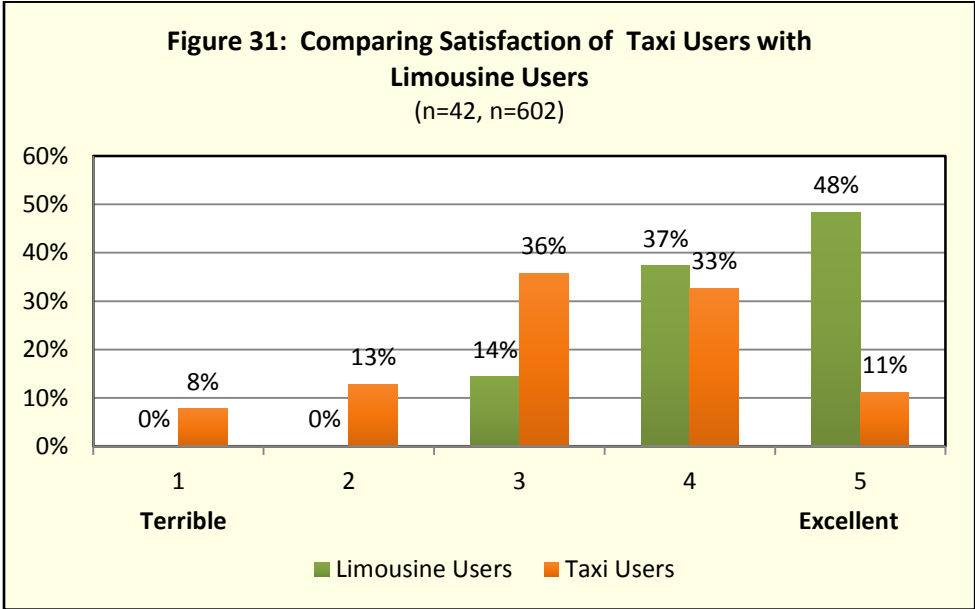
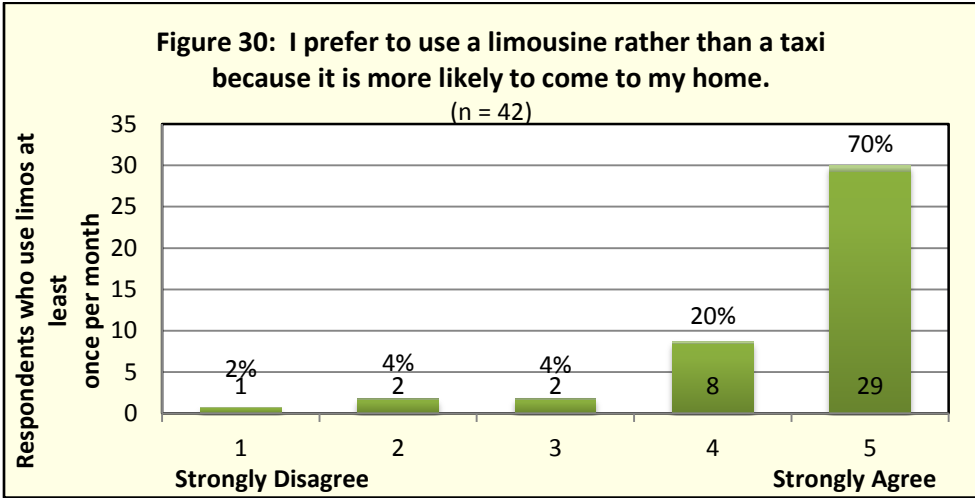
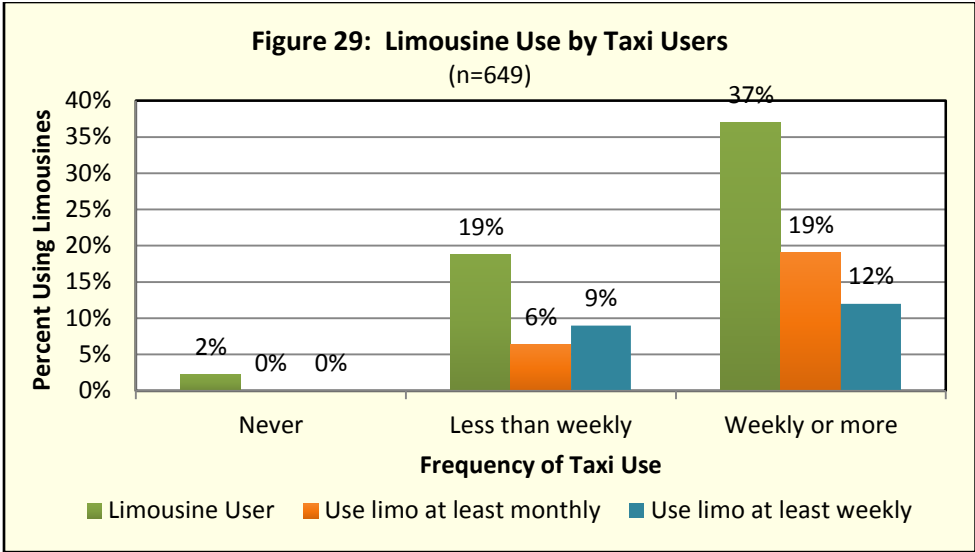
Of those who have used a limousine in the past six months, more than three quarters (77%) had used Über, a relatively new smart-phone app service. About 2/3 of those who said they used Über in the past 6 months indicated they had not used any other service during that time. This suggests a relatively high growth rate for limousine use because of the new services. It also suggests significant room for growth among the 83% who had not yet used limousines.



#### Limousine use highest among frequent taxi users

Limousine use is highly correlated with taxi use. Only 2% of non-taxi users use limousines, and none of those use limousines on a monthly or weekly basis. Among those who use taxis at least weekly, 37% also are limousine users, including 12% who use limousines at least weekly. This suggests that the growing limousine market in San Francisco is competing with taxis for the same frequent users.





### **Limousines users motivated by availability more than luxury**

Reasons given by residents for using limousines had more to do with ease of access and dispatch to the home rather than luxury. This further supports the hypothesis that limousines are competing with taxis. It also suggests that taxi service shortfalls are a significant factor in limousine market growth.

When asked to rate the reasons why they preferred to use limousines, limousine users gave positive responses to vehicle quality (42%), quality of the driver (47%), and less to luxury service (25%). Strongest agreement, however, was because the limousine was more likely to come to your home where 90% agreed, including 70% who strongly agreed. Related factors also received agreement including easier to call (75% agreed), and smartphone accessibility (75%).

### **Limousine users are happy**

When asked to rate limousine service in San Francisco on a five point scale, 85% gave a positive rating (4 or 5), and none gave a negative rating. The average score was 4.34 out of five, compared to 3.26 given to taxis. Figure 31 compares satisfaction ratings for the two services.

## **2 Tourists, Bay Area Commuters, and Business Travelers**

The telephone survey of residents did not include non-resident taxi users. Two other surveys were used to reach leisure travelers, business travelers, and commuters from the broader San Francisco Bay Area. Surveys were conducted in the boarding areas of San Francisco International Airport (the airport survey), and at taxi stands throughout the City of San Francisco (intercept survey).

### **Visitors rate San Francisco taxis highly**

Both the airport survey and the intercept survey indicate visitors from outside San Francisco and the Bay Area rate San Francisco taxis highly.

In the airport survey, 73% of visitors gave positive ratings on a five-point scale, including 24% who rated service excellent (Figure 32). The average score by visitors was 3.86. Bay Area residents were less happy but still positive, with an average score of 3.55. Resident taxi users surveyed at the airport were the least positive with an average rating of 3.18, very similar to ratings by residents in the telephone survey.

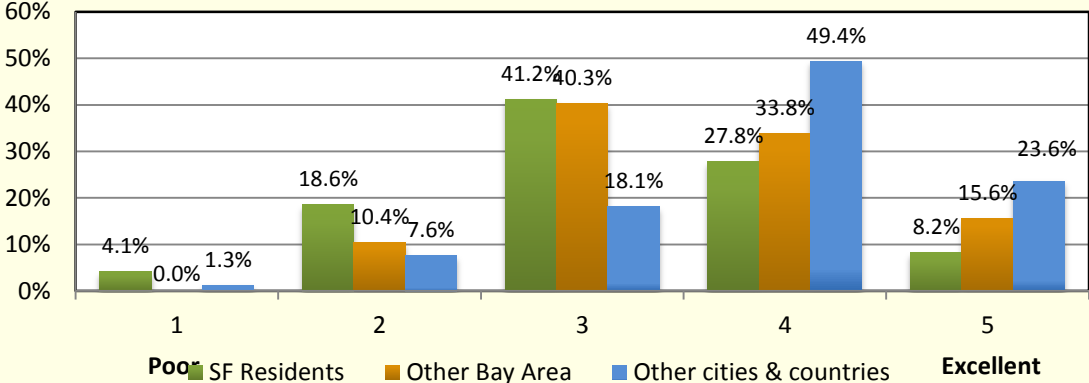
In the intercept survey, 75.3% of visitors gave positive ratings, including 25.3% who rated service as excellent (Figure 33). Again, scores were positive but lower for San Francisco residents and other Bay Area residents. The average rating by San Francisco residents was again 3.3, matching the broader telephone survey.

### **2.1 Visitors experience higher taxi availability**

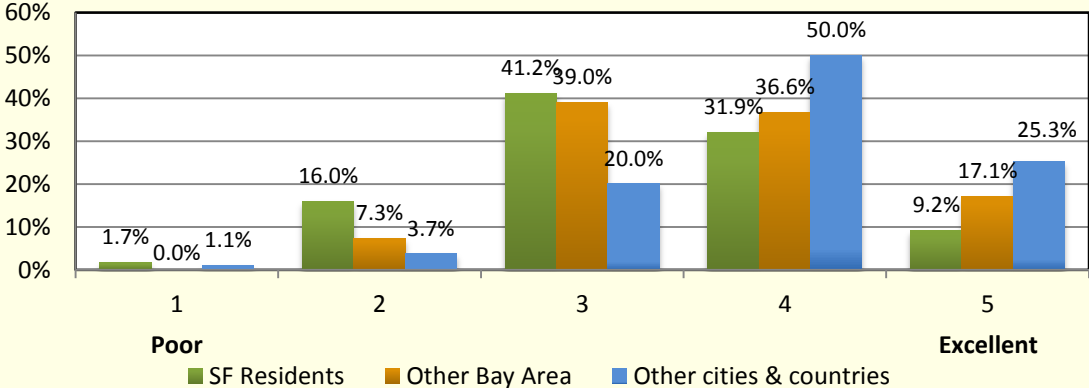
One possible reason for higher visitor satisfaction is that their taxi use is concentrated in the downtown core and at the airport where service is relatively better. When asked to rate availability of San Francisco taxis, only 9% of visitors gave a negative rating, compared to 37.1% of residents (Figure 34). 73% of visitors in the airport survey gave a positive rating versus 41% of residents. Similar results occurred for the intercept survey (Figure 35).

Visitors' better availability experience is also accounted for by lower use of dispatch taxis, and higher use of taxi stands and street-hail.

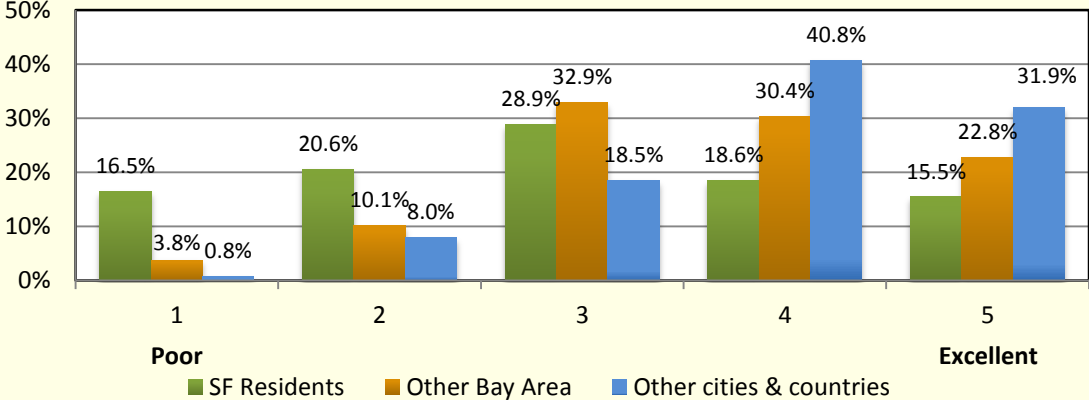
**Figure 32: Airport Survey - Satisfaction with San Francisco Taxi Service**  
**By those who have used an SF Taxi in Past Year**  
 (Airport Survey, n= 97, 77, 237)

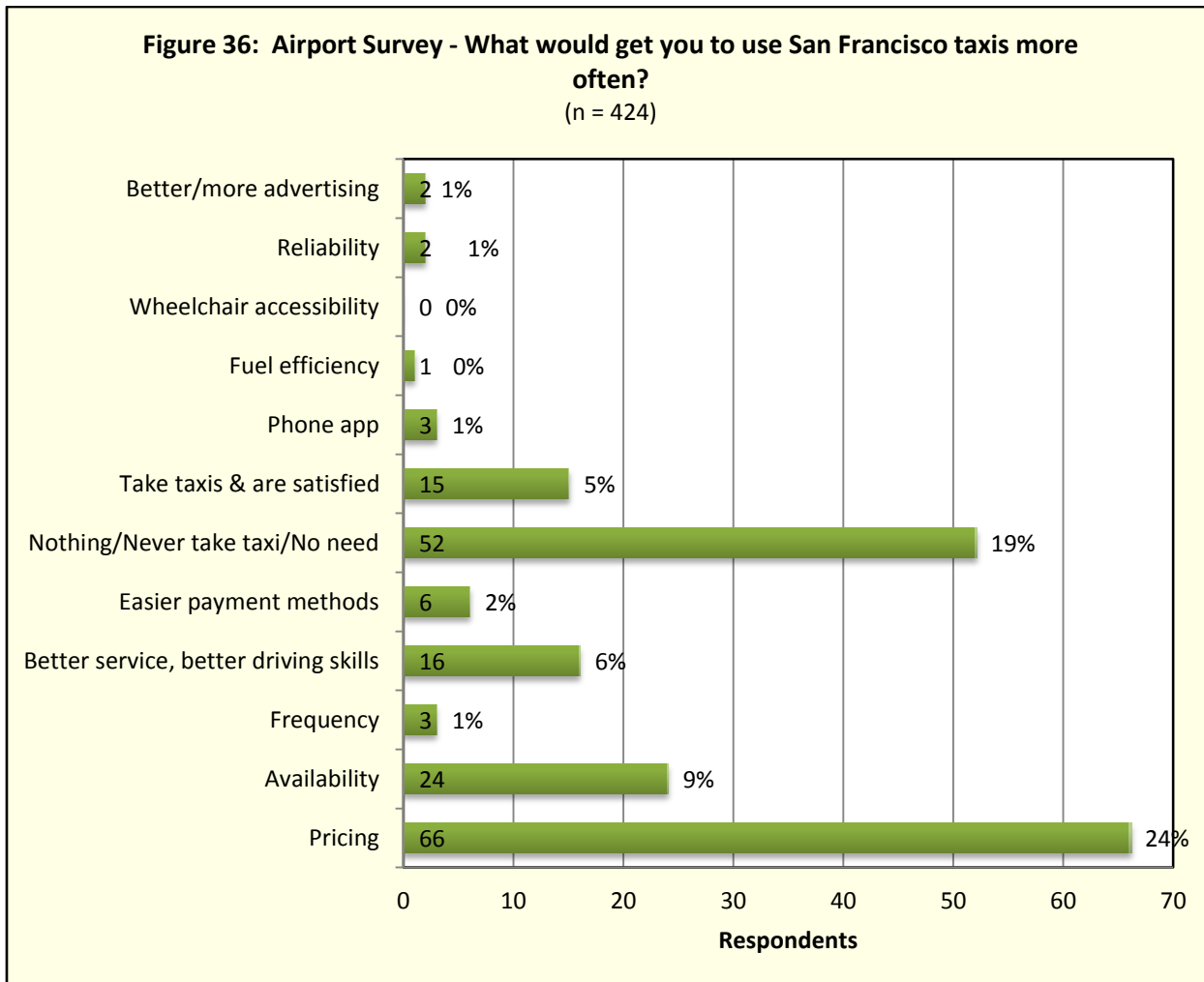
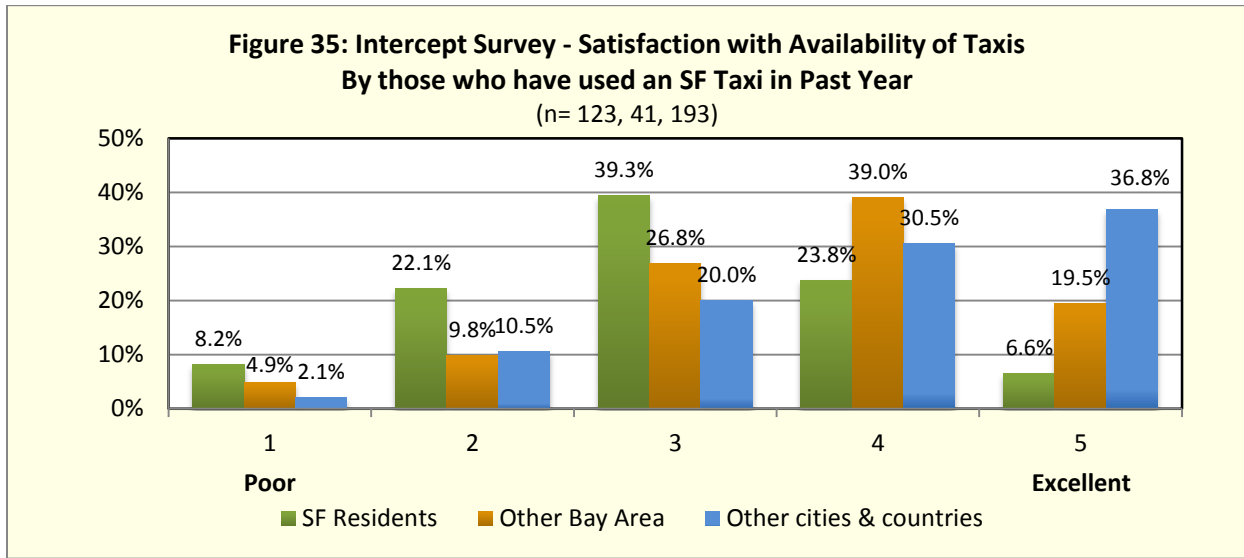


**Figure 33: Intercept Survey - Satisfaction with San Francisco Taxi Service**  
**By those who have used an SF Taxi in Past Year**  
 (n= 97, 77, 237)



**Figure 34: Airport Survey - Satisfaction with Availability of SF Taxi**  
**By those who have used an SF Taxi in Past Year**  
 (n= 102, 207, 282)





## **2.2 Visitors satisfied with vehicles, driver service, but sensitive to price**

Visitors share with San Franciscans their relatively good assessments of the quality of taxi vehicles and driver service.

- Airport survey: 73% of visitors gave positive ratings for driver service, while only 6% gave negative ratings. Similarly, 68% of visitors gave positive ratings to vehicle quality, while only 7% gave negative ratings.
- Intercept survey: 72% of visitors gave positive ratings for driver service, while only 9% gave negative ratings. 76% of visitors gave positive ratings for vehicle quality and zero gave negative ratings.

Airport respondents were also asked what would cause them to take San Francisco taxis more. After excluding circumstantial responses such as weather or private vehicle breakdown, the largest response was on price (mentioned by 24% of visitors). The second highest response was more taxi availability (11%).

**Appendix A**

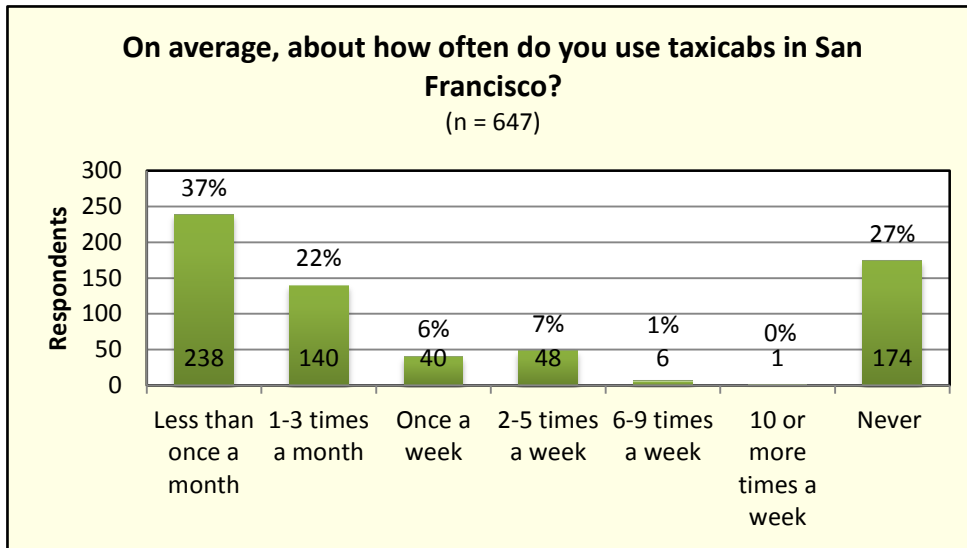
**Telephone Survey of Residents  
Questions and Results**



## Bar Charts

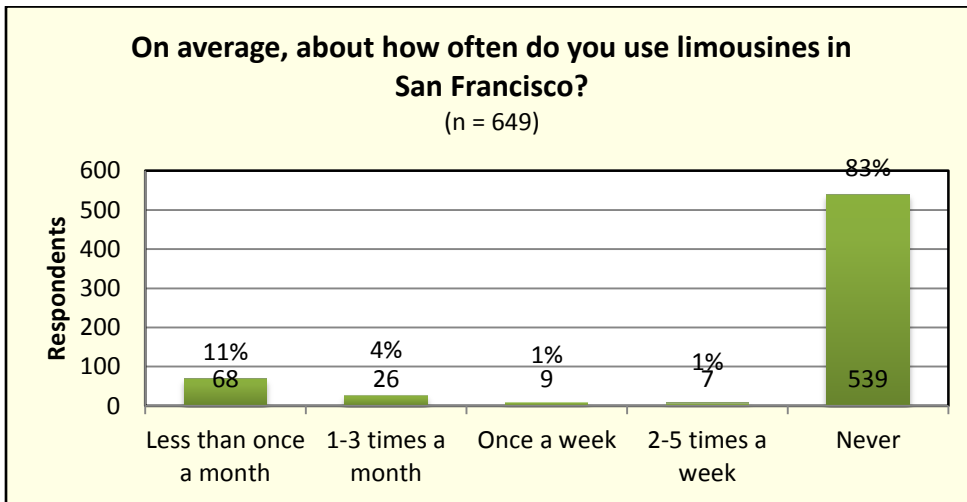
1A. On average, about how often do you use taxicabs in San Francisco?

- A. Less than once a month
- B. 1-3 times a month
- C. Once a week
- D. 2-5 times a week
- E. 6-9 times a week
- F. 10 or more times a week
- G. Never



1B. On average, about how often do you use limousines in San Francisco?

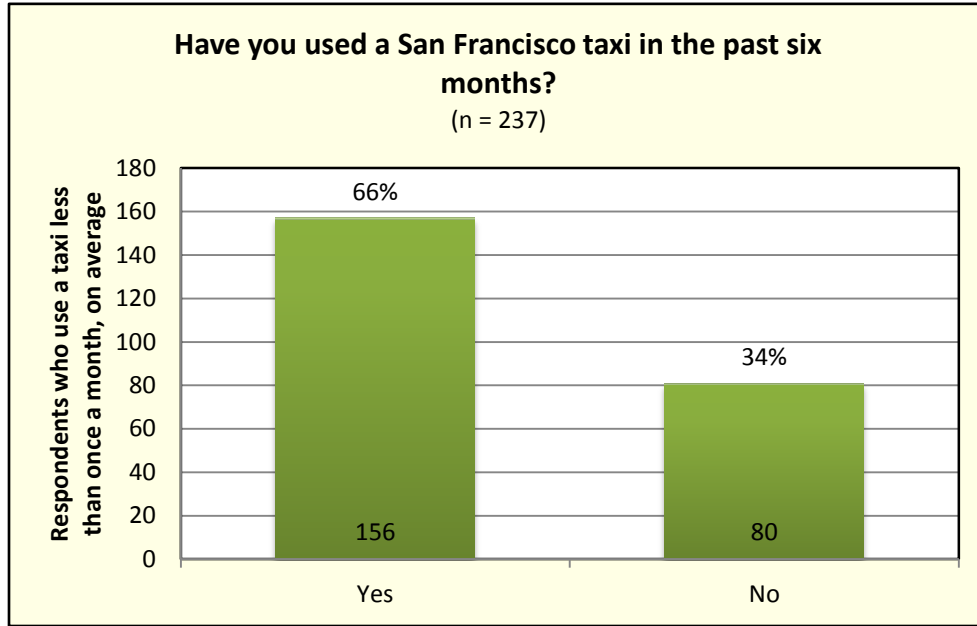
- A. Less than once a month
- B. 1-3 times a month
- C. Once a week
- D. 2-5 times a week
- E. 6-9 times a week
- F. 10 or more times a week
- G. Never





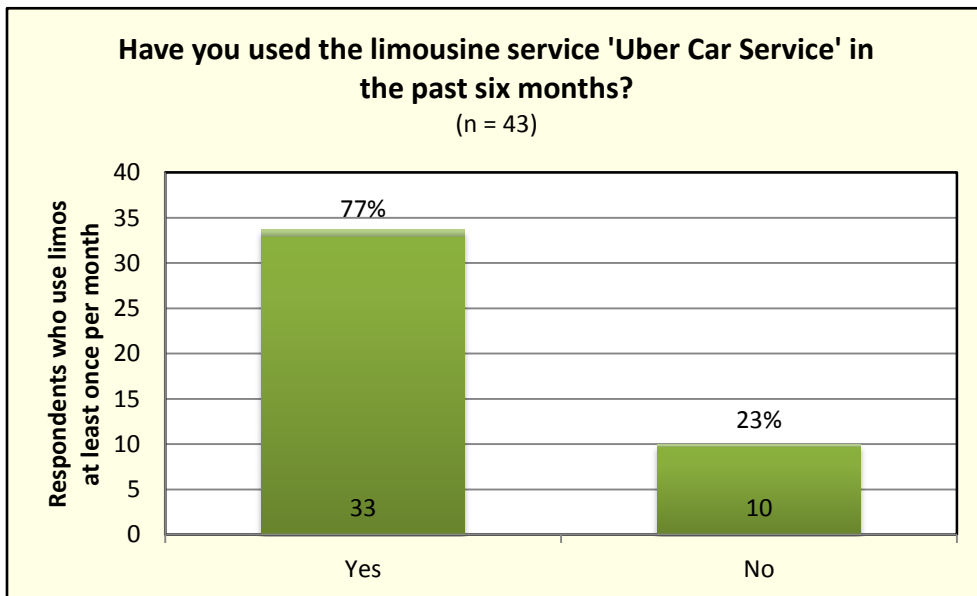
1A1. Have you used a San Francisco taxi in the past six months? (Answered by respondents who chose yes to using a taxi less than once a month, on average, from question 1).

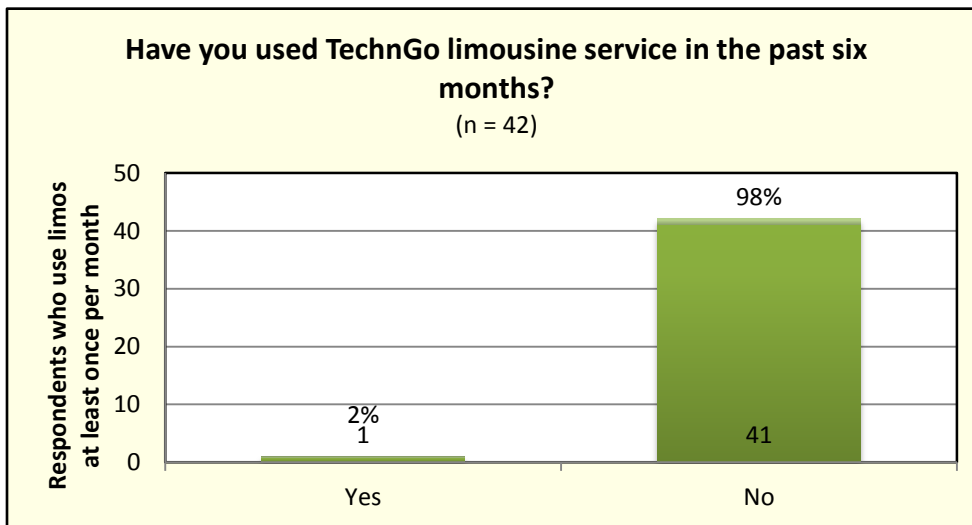
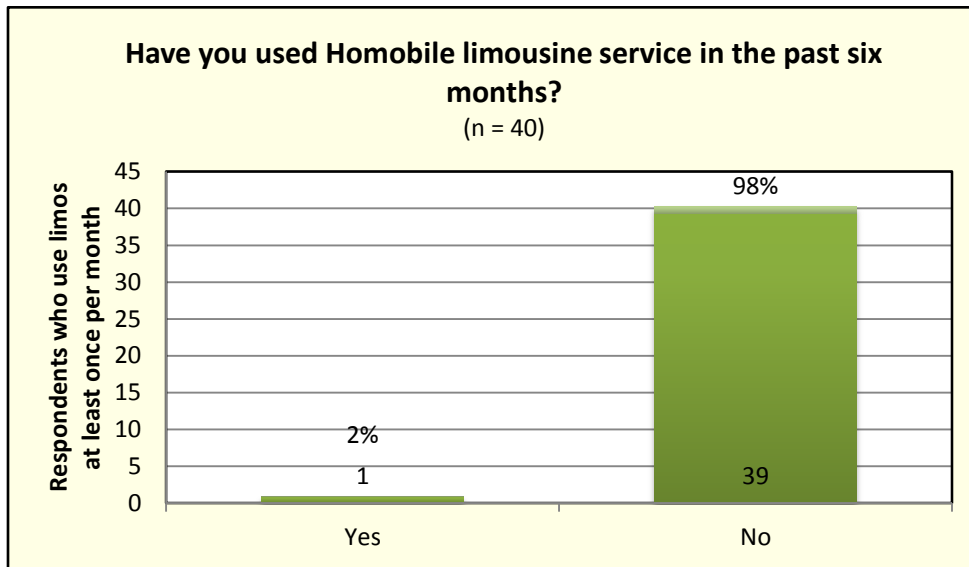
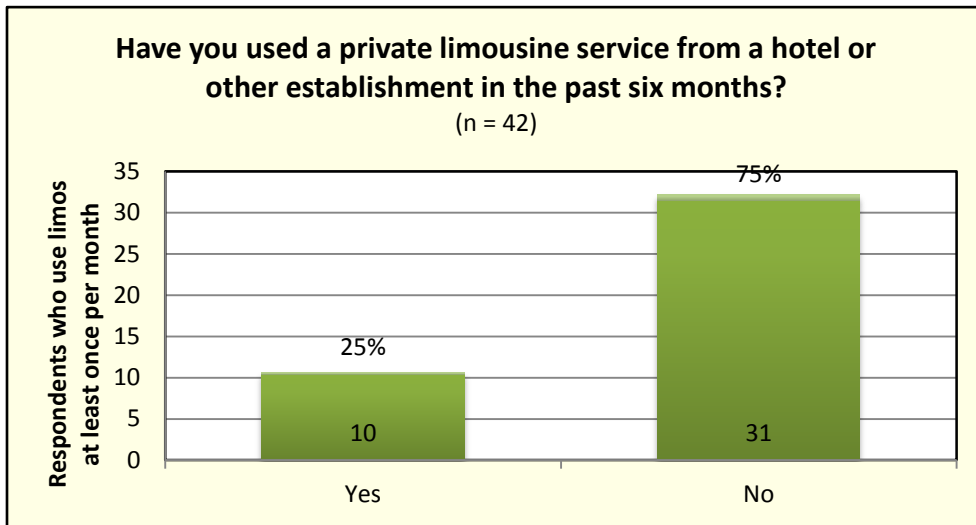
- A. Yes
- B. No

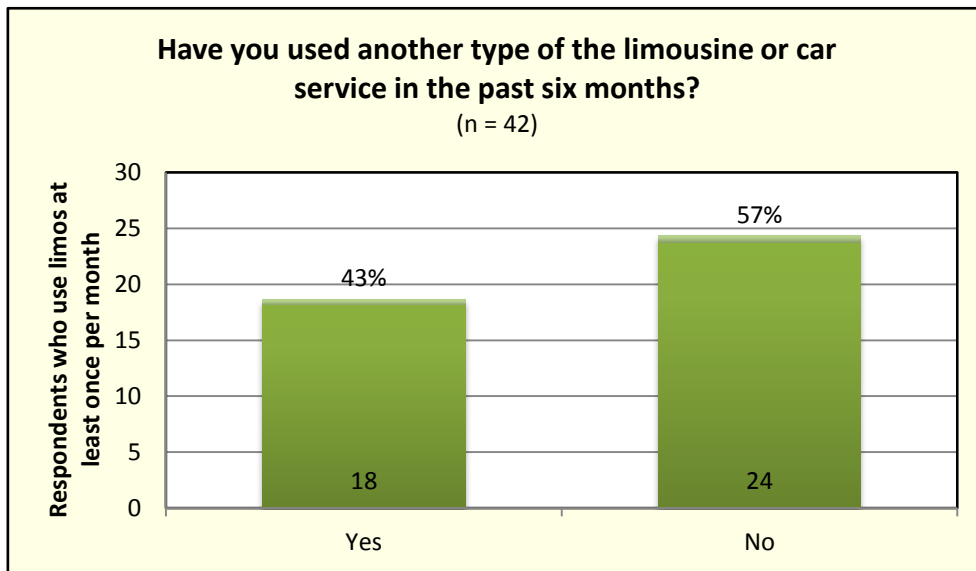
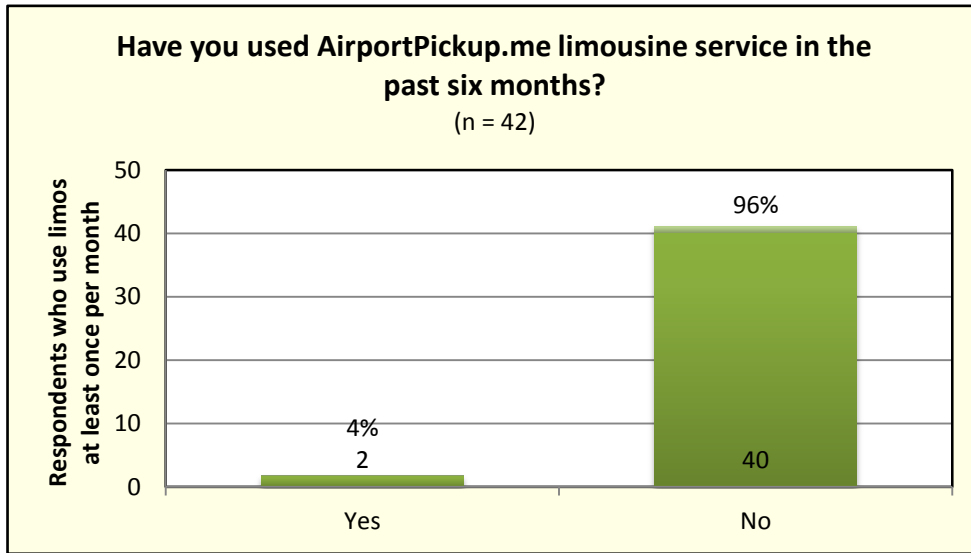


2. Have you used any of the following limousine services' in the past six months? (Answered by respondents who chose yes to using limos at least once per month).

- |   | Yes                      | No                       |
|---|--------------------------|--------------------------|
| Uber Car Service                            | <input type="checkbox"/> | <input type="checkbox"/> |
| Private limo from hotel/other establishment | <input type="checkbox"/> | <input type="checkbox"/> |
| Homobile                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| TechnGo                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| AirportPickup.me                            | <input type="checkbox"/> | <input type="checkbox"/> |
| Another type of limo or car service         | <input type="checkbox"/> | <input type="checkbox"/> |

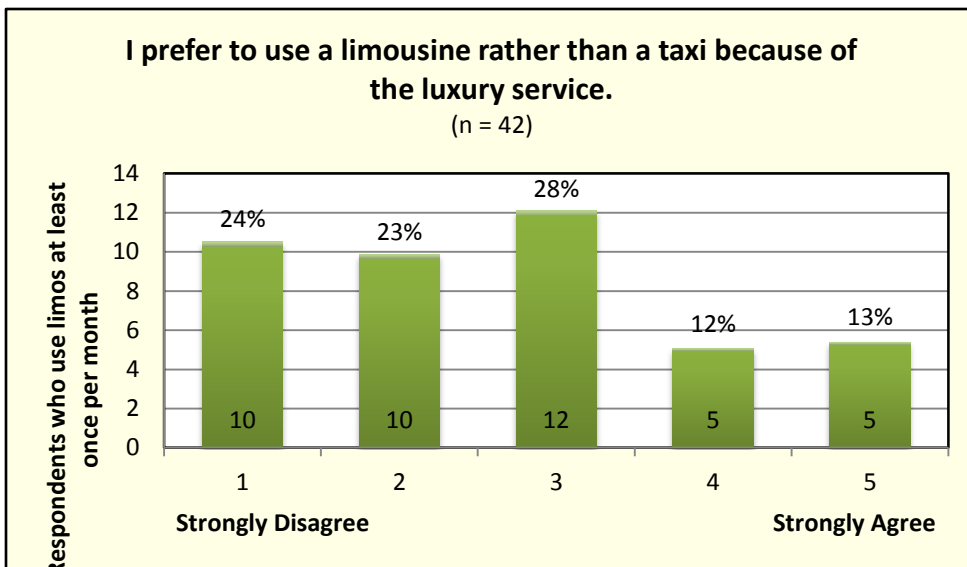
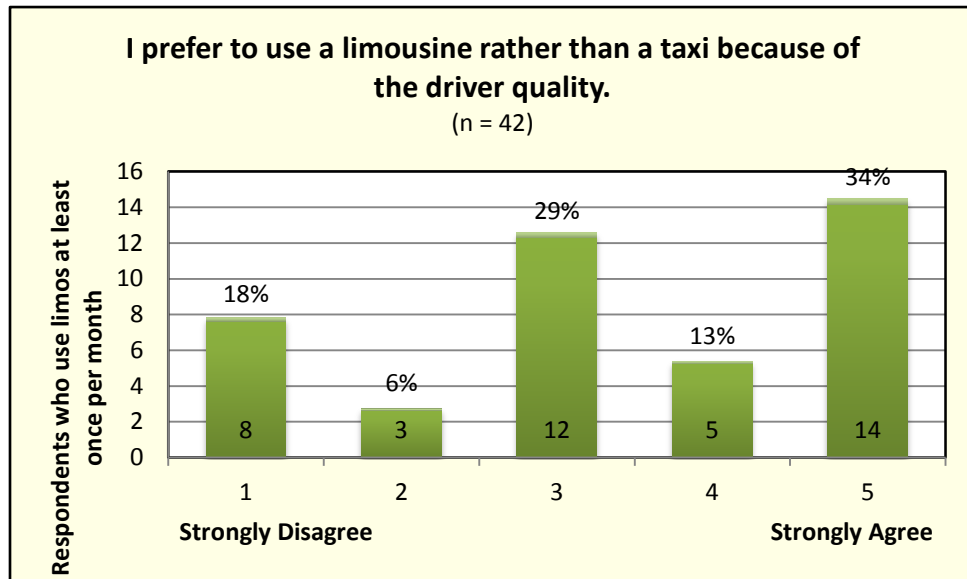
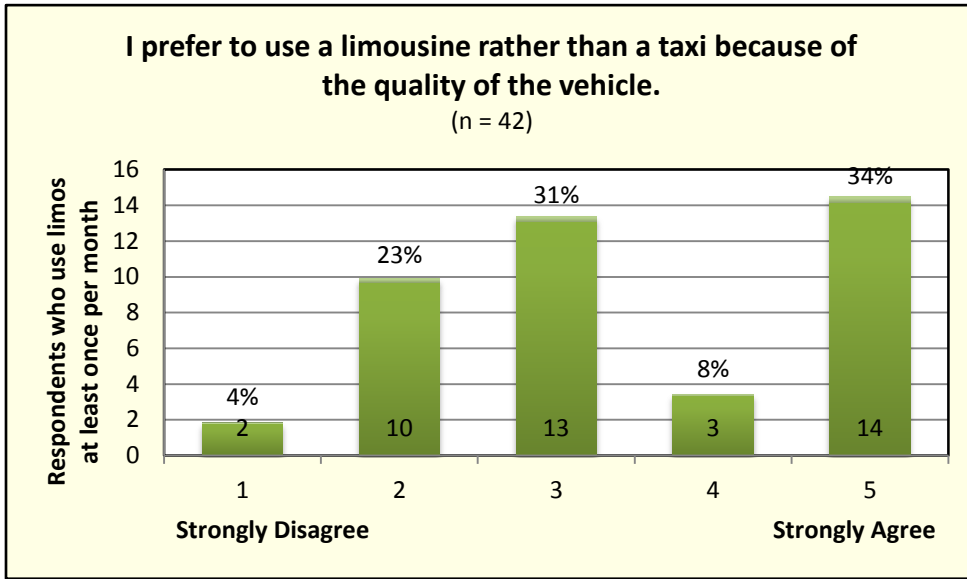


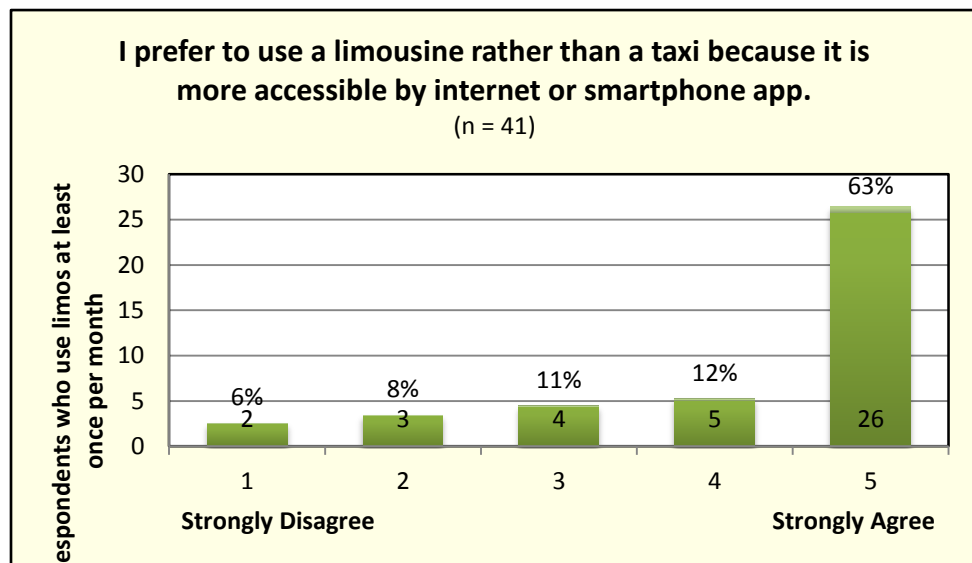
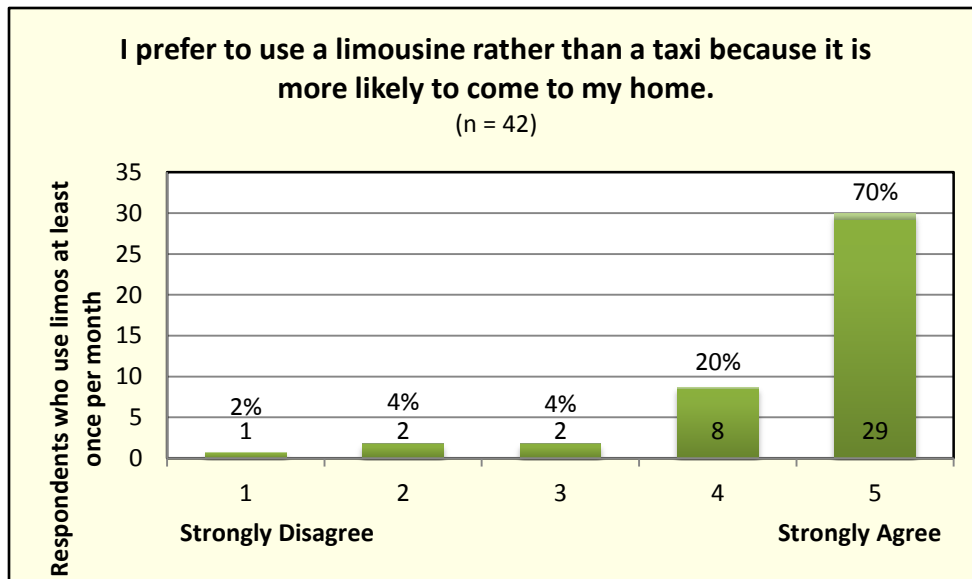
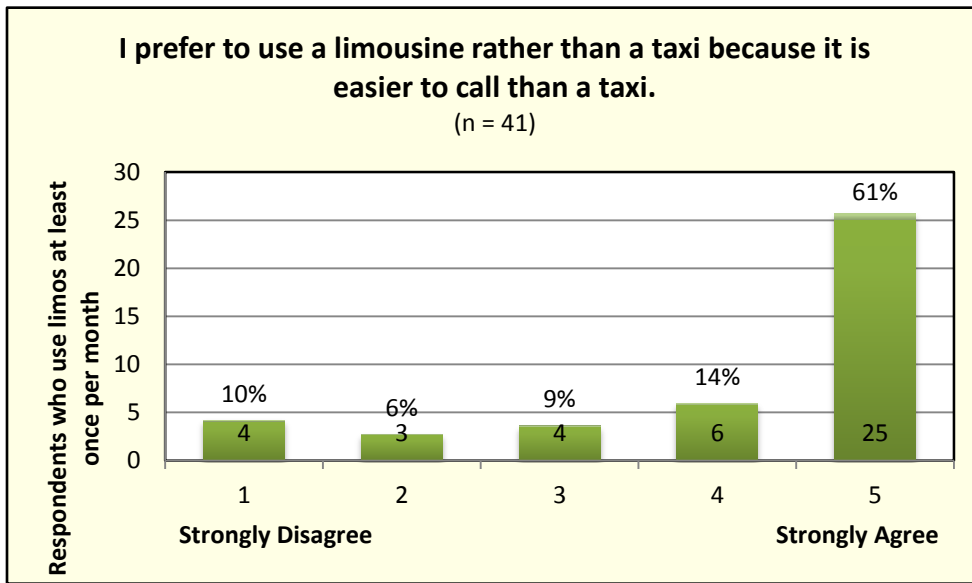




3. I prefer to use a limousine rather than a taxi because....

	<i>Strongly Disagree</i>				<i>Strongly Agree</i>
	1	2	3	4	5
Of the quality of vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Of the driver quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Of the luxury service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is easier to call than a taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is more likely to come to my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is more accessible by internet or smartphone app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

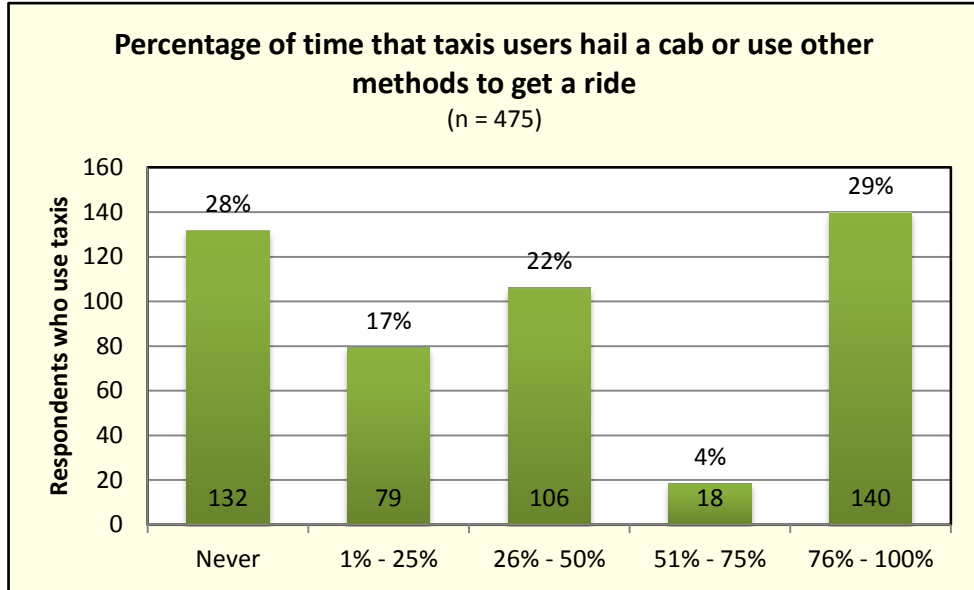






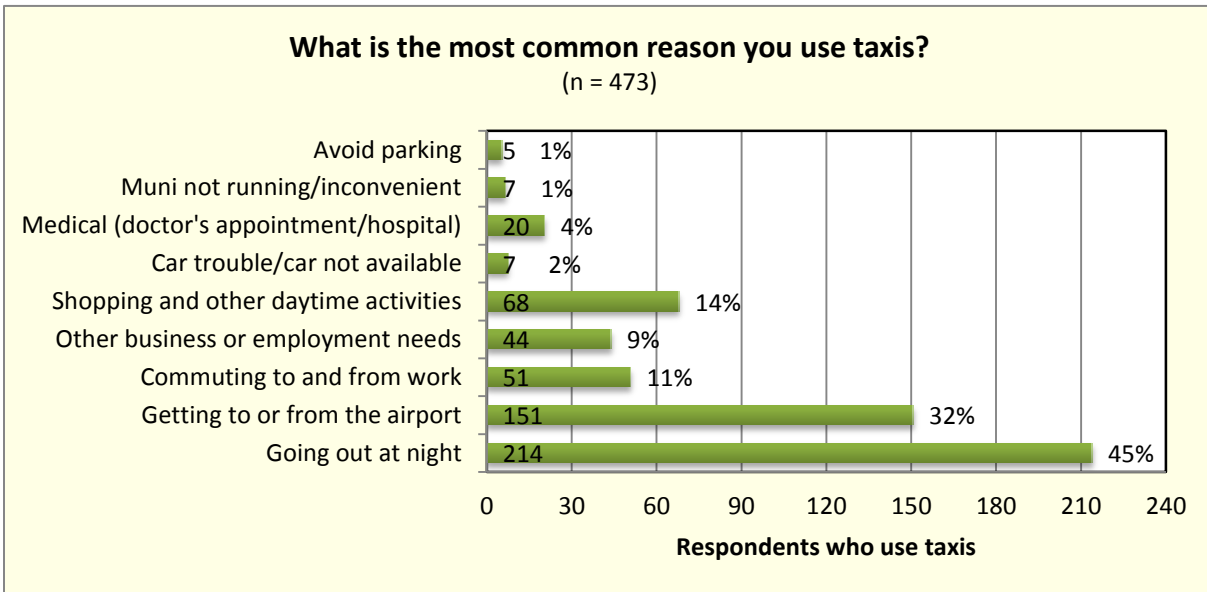
7B. About what percentage of the time do you hail a cab or use other methods to get a ride?

- A. Never
- B. 1% to 25%
- C. 26% to 50%
- D. 51% to 75%
- E. 76% to 100%



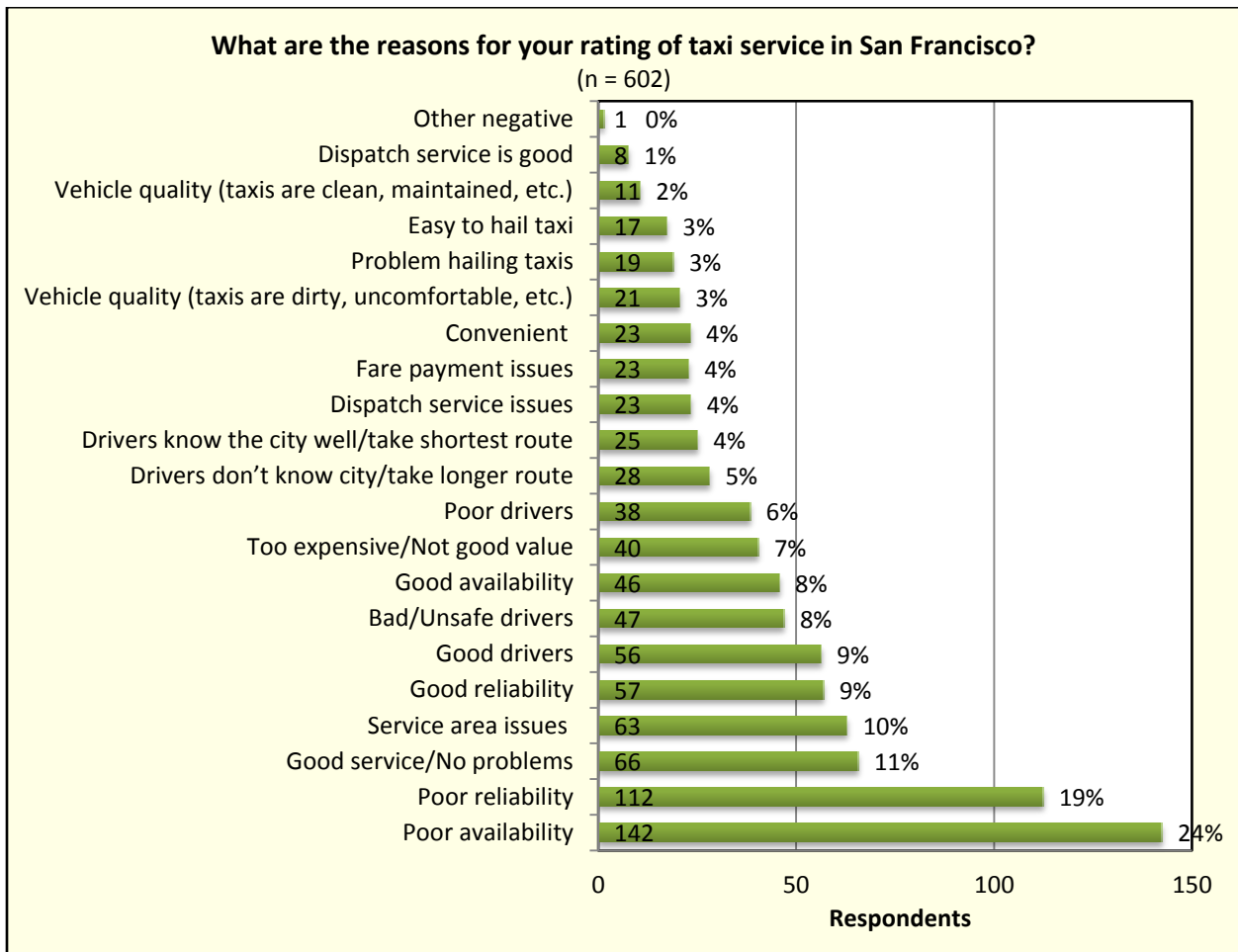
8. What is the most common reason you use taxis? (Multiple responses accepted)

- A. Going out at night
- B. Getting to or from the airport
- C. Commuting to and from work
- D. Other business or employment needs
- E. Shopping and other daytime activities
- F. Car trouble/car not available
- G. Medical (doctor's appointment/hospital)
- H. Muni not running/inconvenient
- I. Avoid parking



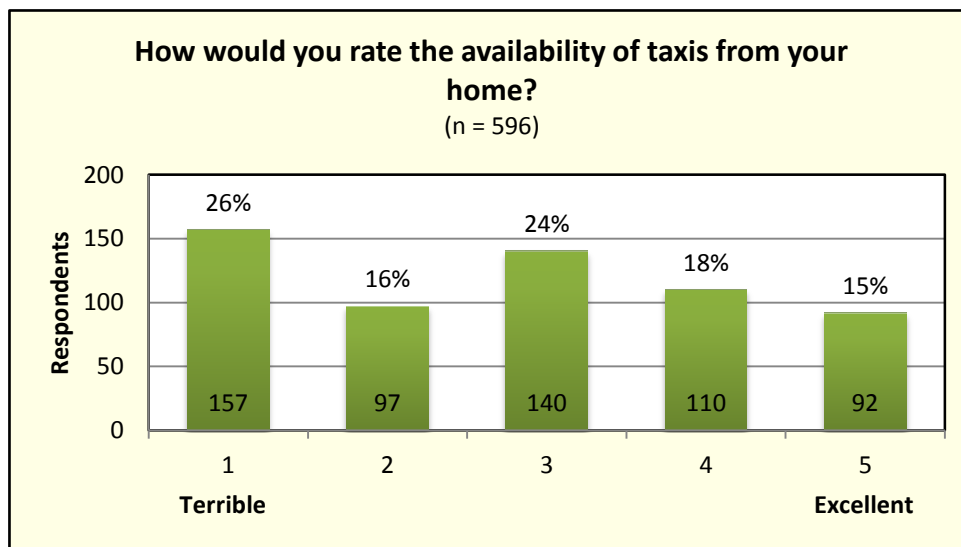


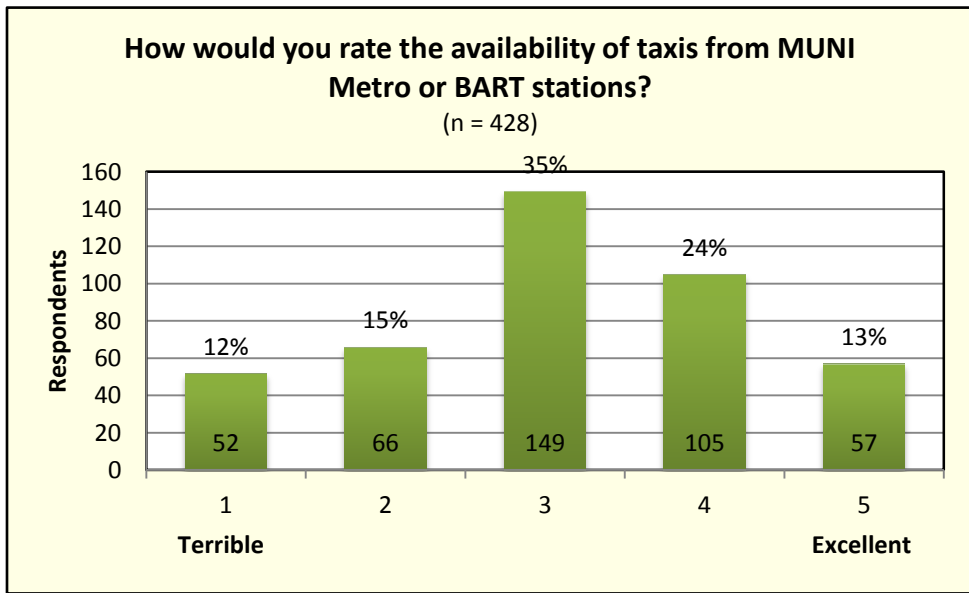
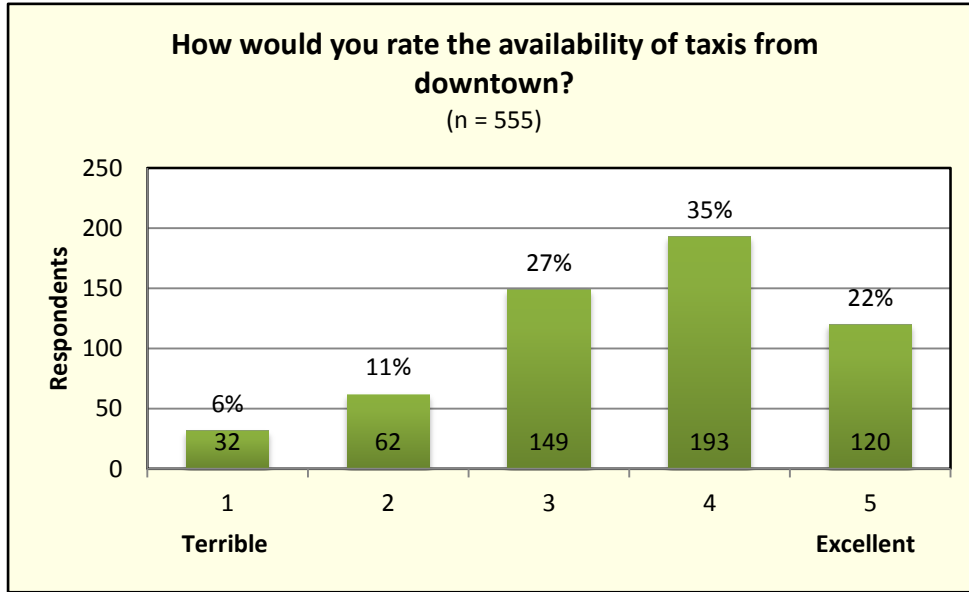




10. How would you rate the availability of taxis from...

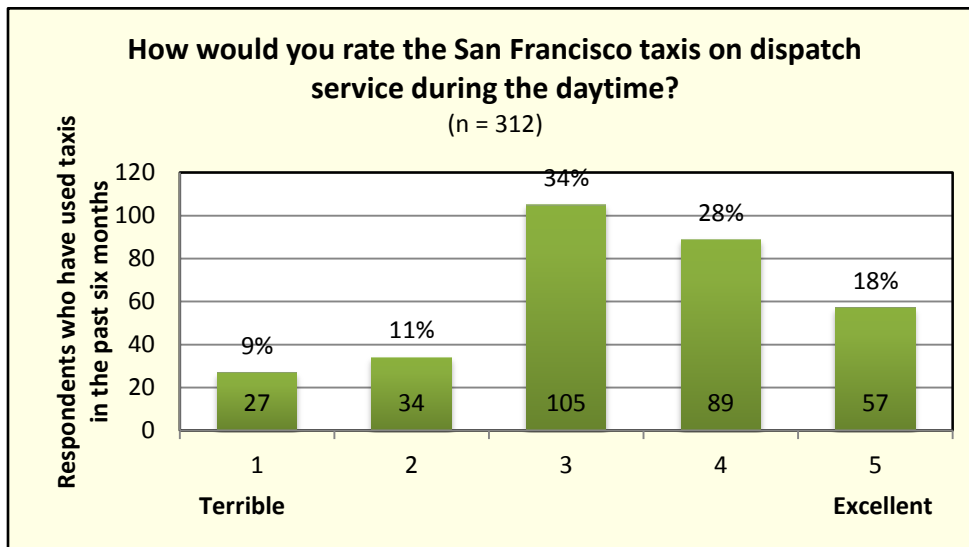
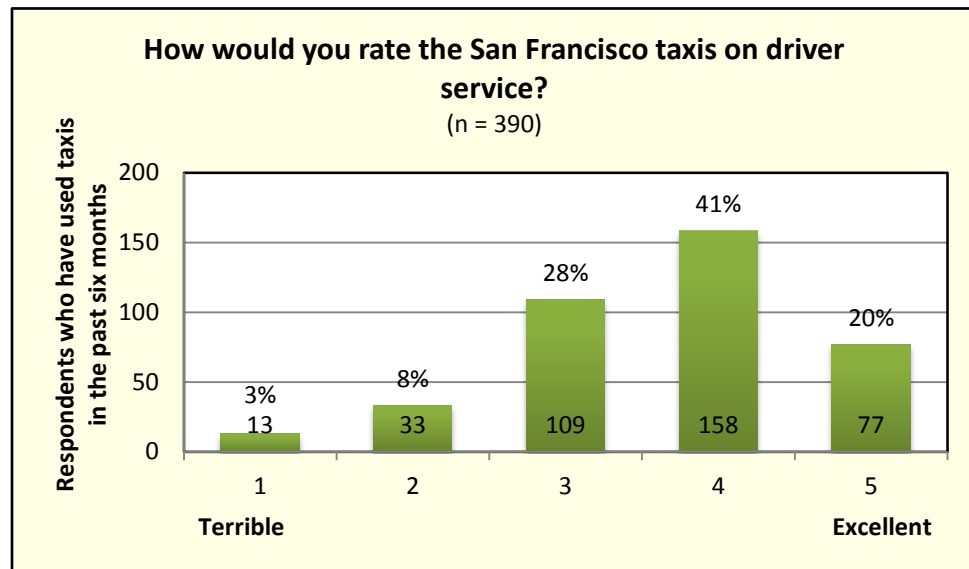
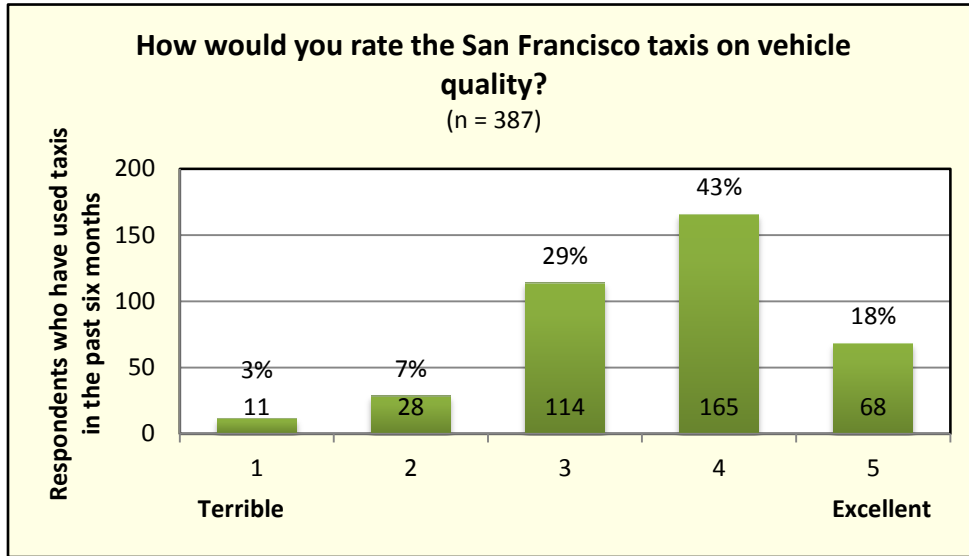
	<i>Terrible</i>			<i>Excellent</i>	
	1	2	3	4	5
Your home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MUNI Metro or BART stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

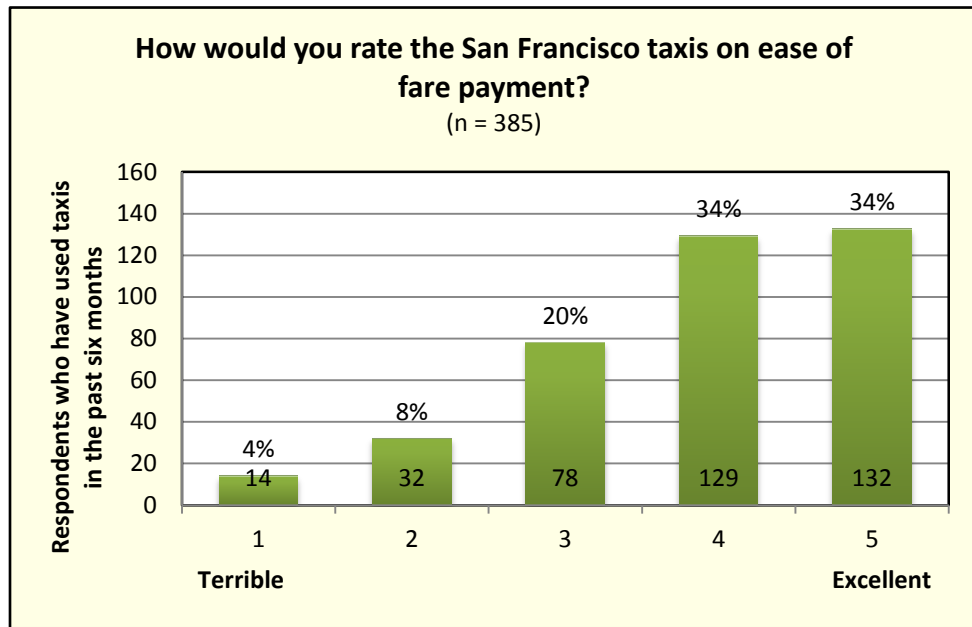
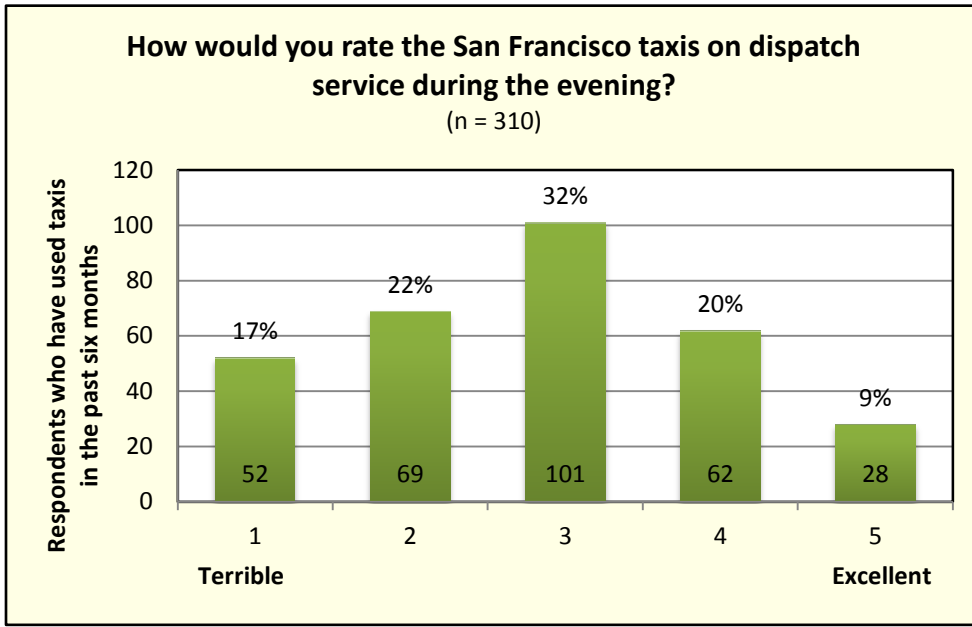




11. How would you rate the San Francisco taxis on...

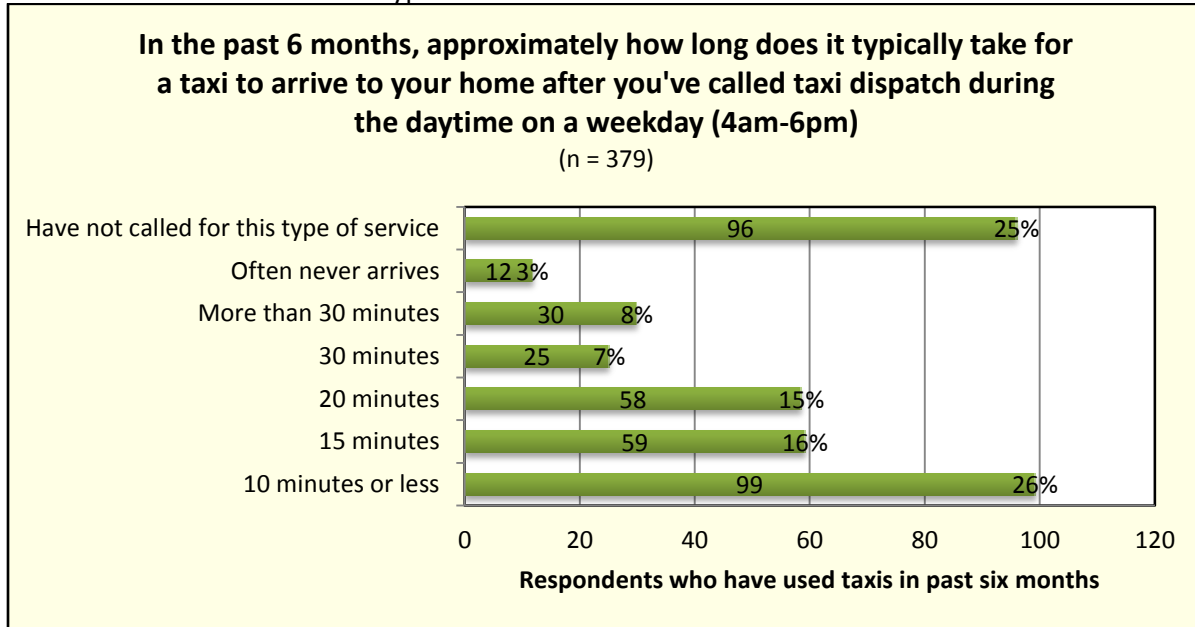
	<i>Terrible</i>			<i>Excellent</i>	
	1	2	3	4	5
Vehicle quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Driver service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dispatch service during the daytime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dispatch service during the evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of fare payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





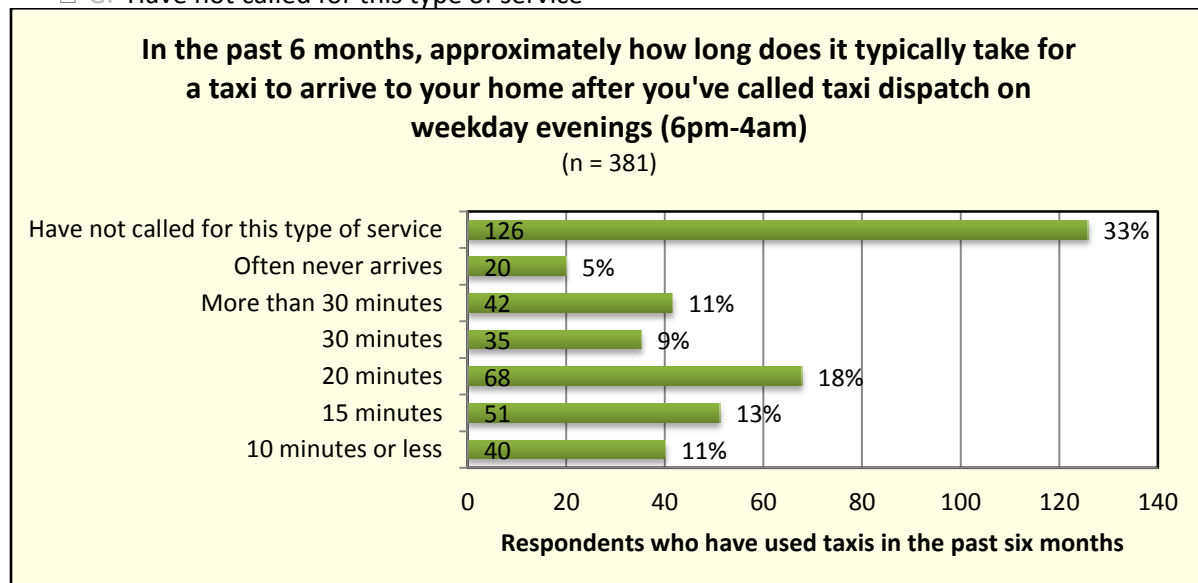
12A. In the past 6 months, approximately how long does it typically take for a taxi to arrive to your home after you've called taxi dispatch during the daytime on a weekday (4am-6pm)?

- A. 10 minutes or less
- B. 15 minutes
- C. 20 minutes
- D. 30 minutes
- E. More than 30 minutes
- F. Often never arrives
- G. Have not called for this type of service



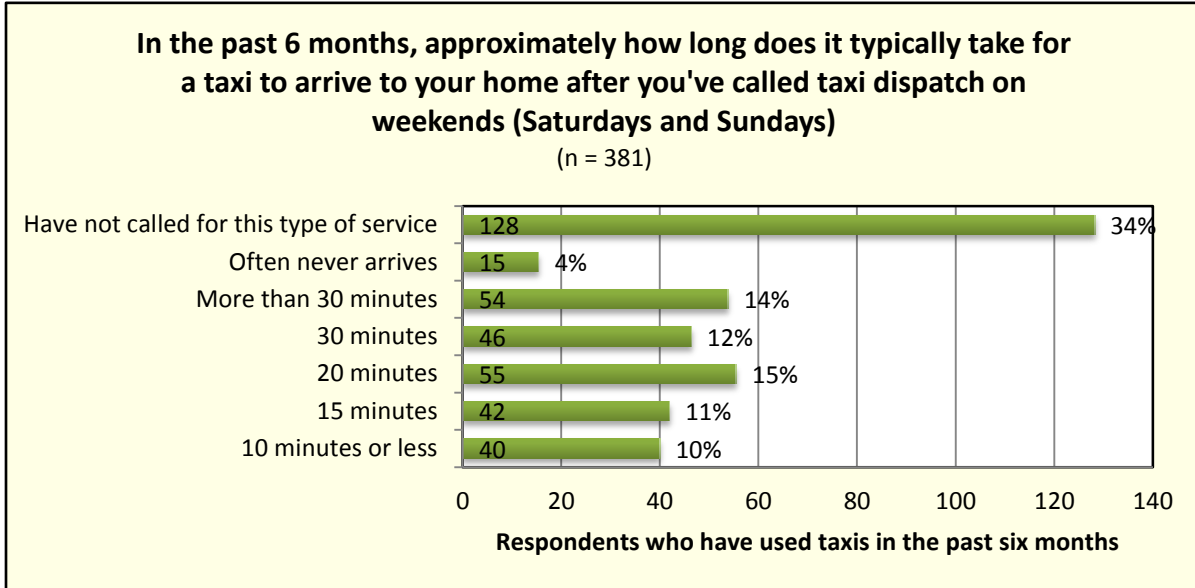
12B. In the past 6 months, approximately how long does it typically take for a taxi to arrive to your home after you've called taxi dispatch on a weekday evenings (6pm-4am)?

- A. 10 minutes or less
- B. 15 minutes
- C. 20 minutes
- D. 30 minutes
- E. More than 30 minutes
- F. Often never arrives
- G. Have not called for this type of service



12C. In the past 6 months, approximately how long does it typically take for a taxi to arrive to your home after you've called taxi dispatch on weekends (Saturdays and Sundays)?

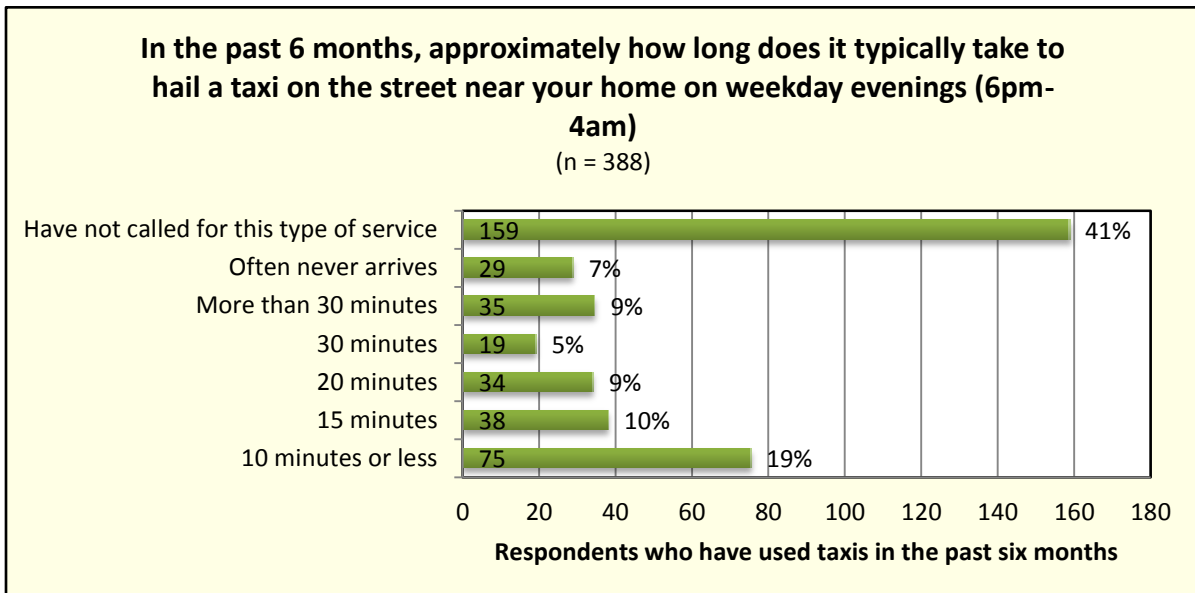
- A. 10 minutes or less
- B. 15 minutes
- C. 20 minutes
- D. 30 minutes
- E. More than 30 minutes
- F. Often never arrives



- G. Have not called for this type of service

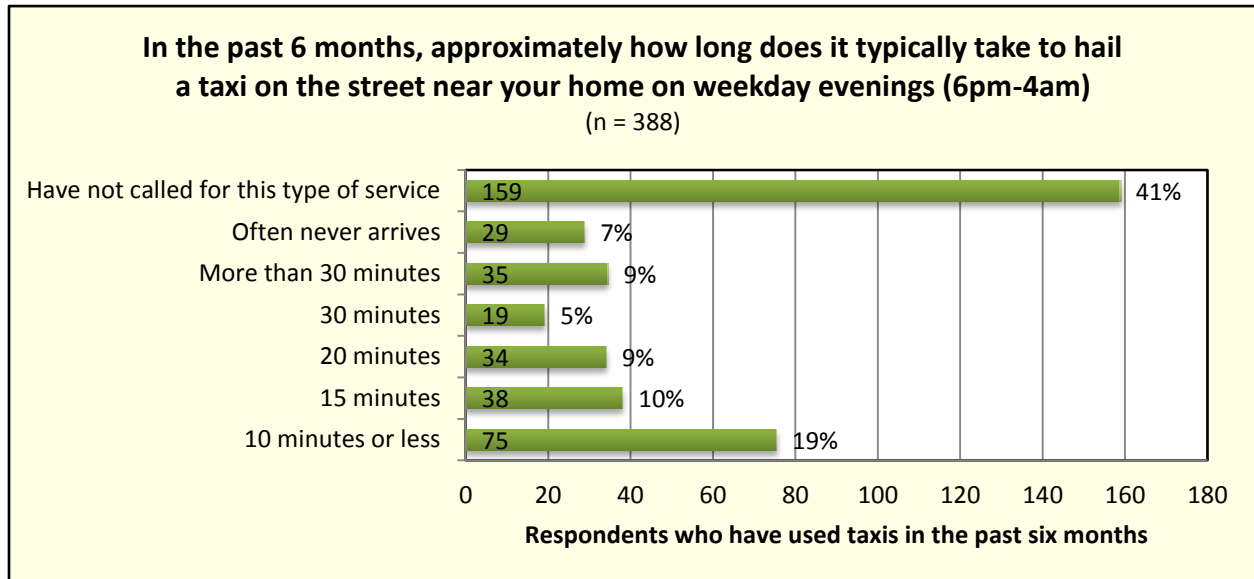
12D. In the past 6 months, approximately how long does it typically take to hail a taxi on the street near your home during the daytime on a weekday (4am-6pm)?

- A. 10 minutes or less
- B. 15 minutes
- C. 20 minutes
- D. 30 minutes
- E. More than 30 minutes
- F. Often never arrives
- G. Have not called for this type of service



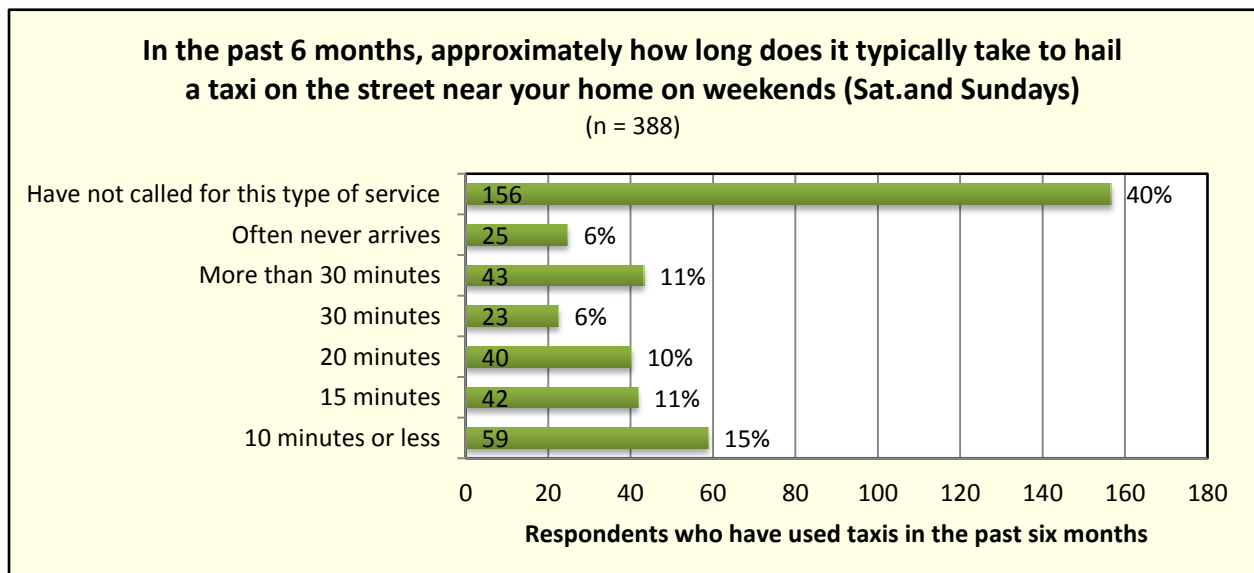
12E. In the past 6 months, approximately how long does it typically take to hail a taxi on the street near your home on weekday evenings (6pm-4am)?

- A. 10 minutes or less
- B. 15 minutes
- C. 20 minutes
- D. 30 minutes
- E. More than 30 minutes
- F. Often never arrives
- G. Have not called for this type of service



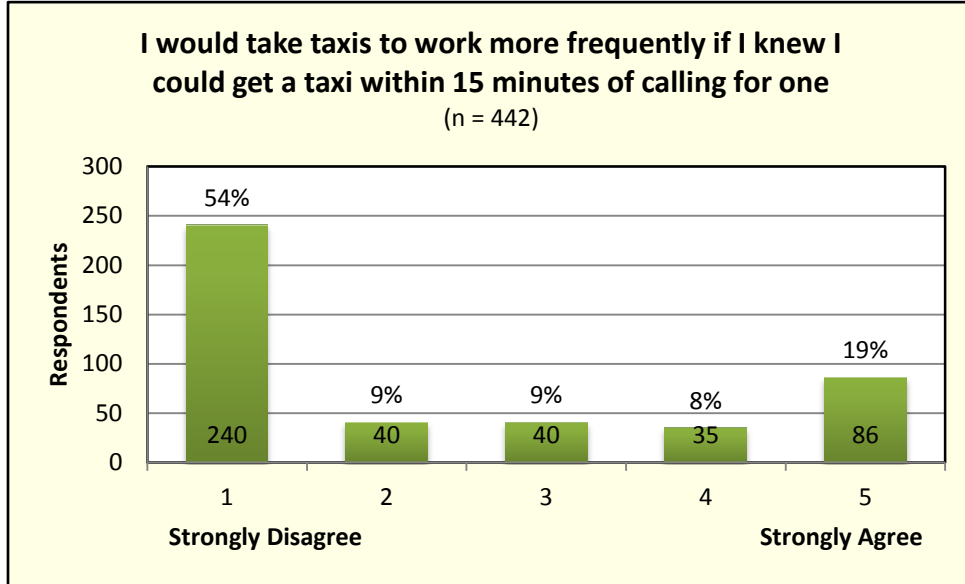
12F. In the past 6 months, approximately how long does it typically take to hail a taxi on the street near your home on weekends (Saturdays and Sundays)?

- A. 10 minutes or less
- B. 15 minutes
- C. 20 minutes
- D. 30 minutes
- E. More than 30 minutes
- F. Often never arrives
- G. Have not called for this type of service



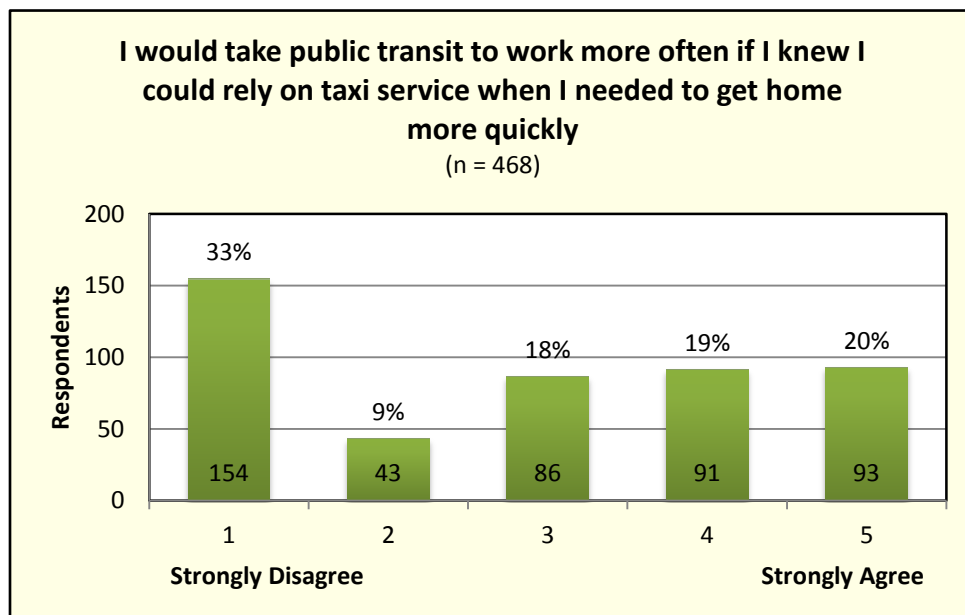
13A. I would take taxis to work more frequently if I knew I could get a taxi within 15 minutes of calling for one.

Strongly Disagree                      Strongly Agree  
 1            2            3            4            5  
                                               



13B. I would take public transit to work more frequently if I knew I could rely on taxi service when I needed to get home more quickly.

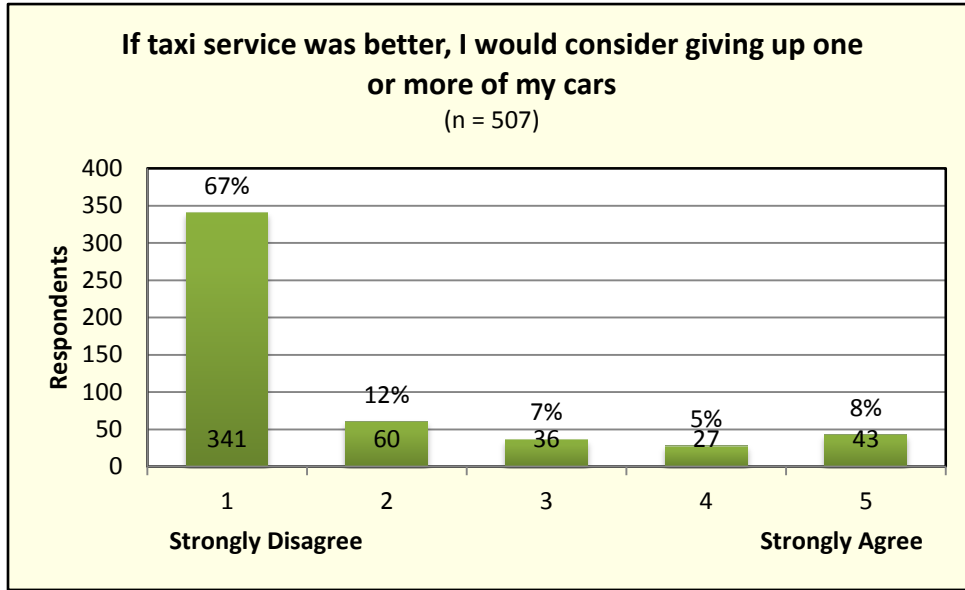
Strongly Disagree                      Strongly Agree  
 1            2            3            4            5  
                                               





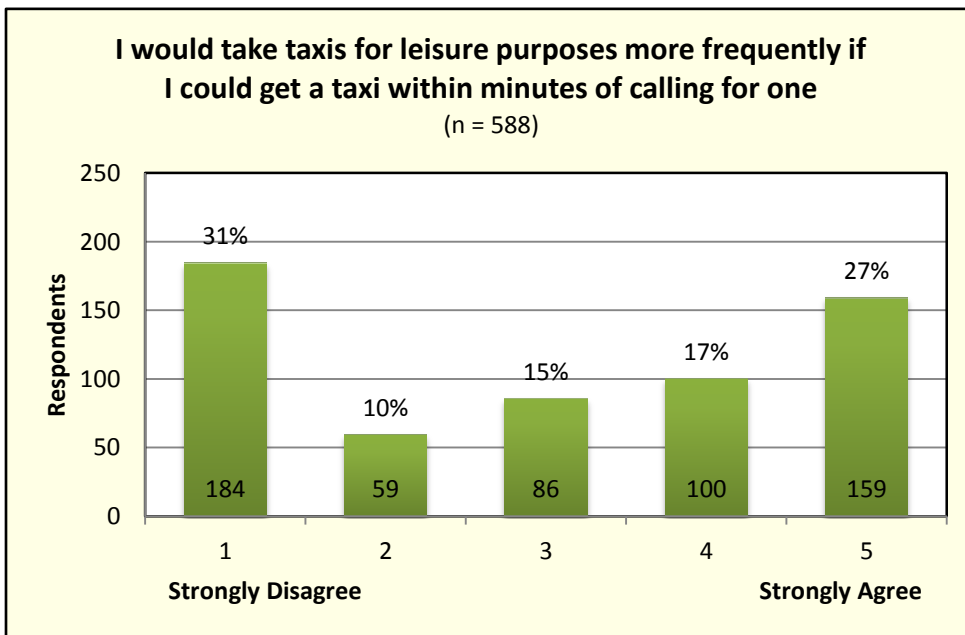
13C. If taxi service was better, I would consider giving up one or more of my cars.

Strongly Disagree                      Strongly Agree  
 1                      2                      3                      4                      5  
                                                                                       



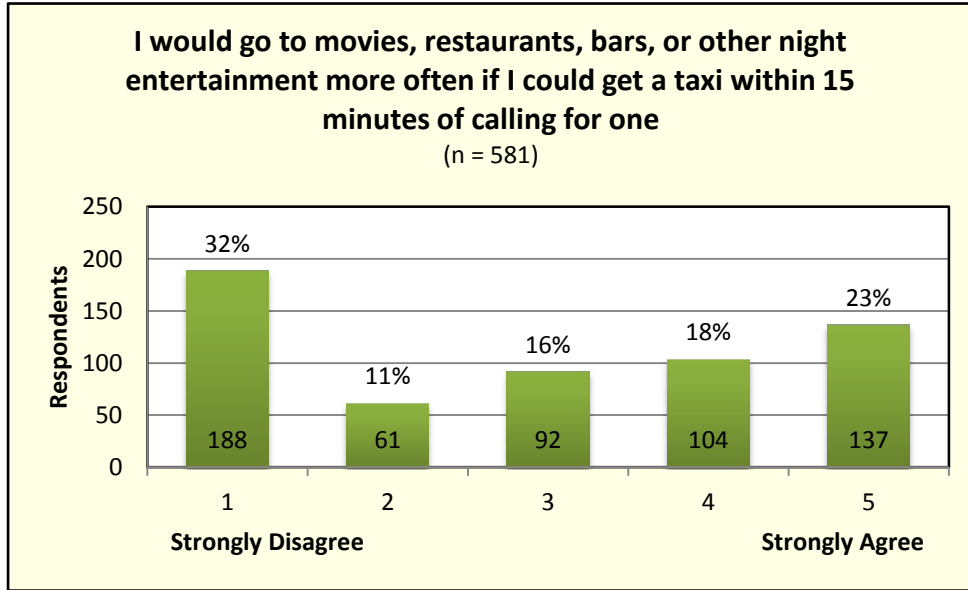
13D. I would take taxis for leisure purposes more frequently if I could get a taxi within minutes of calling one.

Strongly Disagree                      Strongly Agree  
 1                      2                      3                      4                      5  
                                                                                       



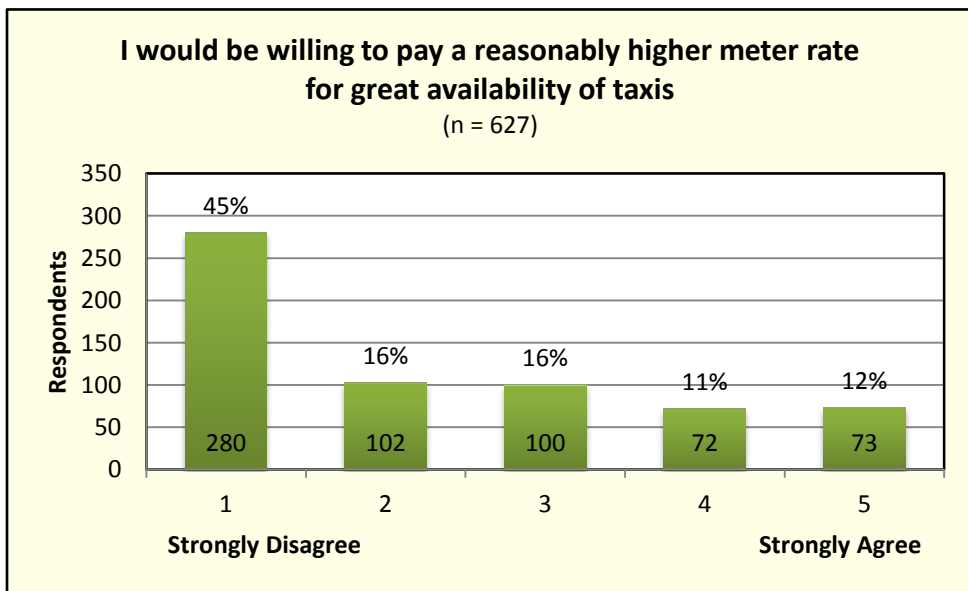
13E. I would go to movies, restaurants, bars, or other night entertainment more often if I could get a taxi within 15 minutes of calling for one.

Strongly Disagree                      Strongly Agree  
 1                      2                      3                      4                      5  
                                                                                       



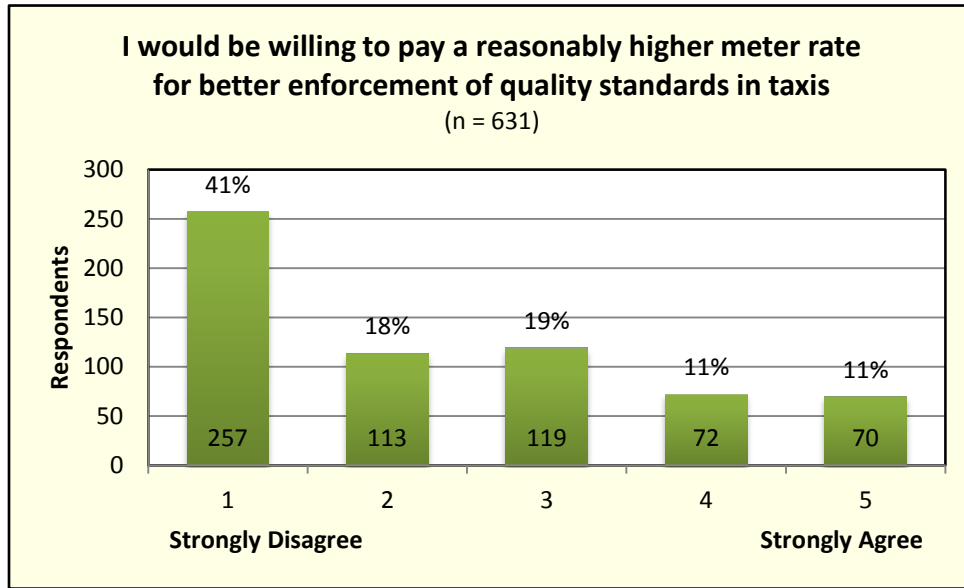
13F. I would be willing to pay a reasonably higher meter rate for great availability of taxis.

Strongly Disagree                      Strongly Agree  
 1                      2                      3                      4                      5  
                                                                                       



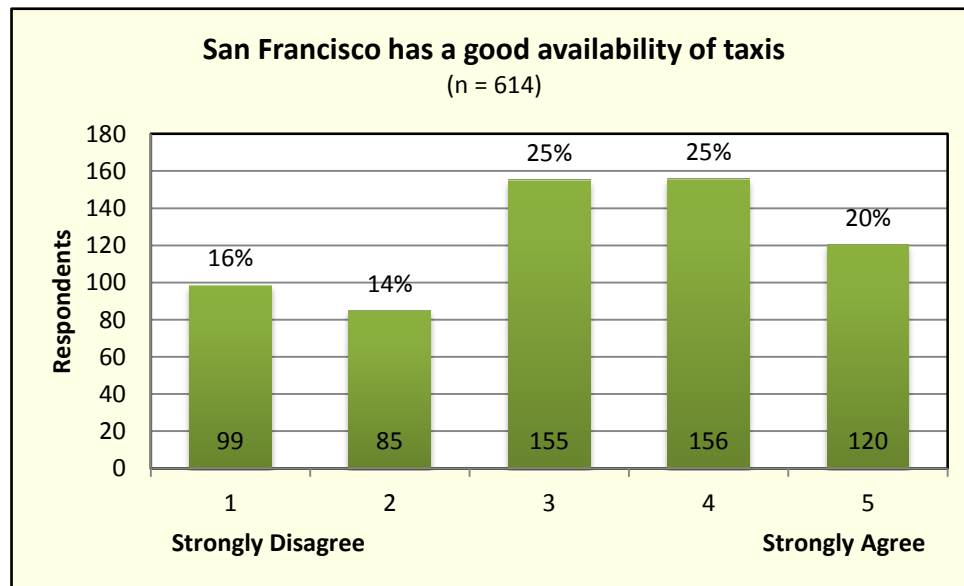
13G. I would be willing to pay a reasonably higher meter rate for better enforcement of quality standards in taxis.

Strongly Disagree                      Strongly Agree  
 1                      2                      3                      4                      5  
                                                                                       



13H. San Francisco has a good availability of taxis.

Strongly Disagree                      Strongly Agree  
 1                      2                      3                      4                      5  
                                                                                       



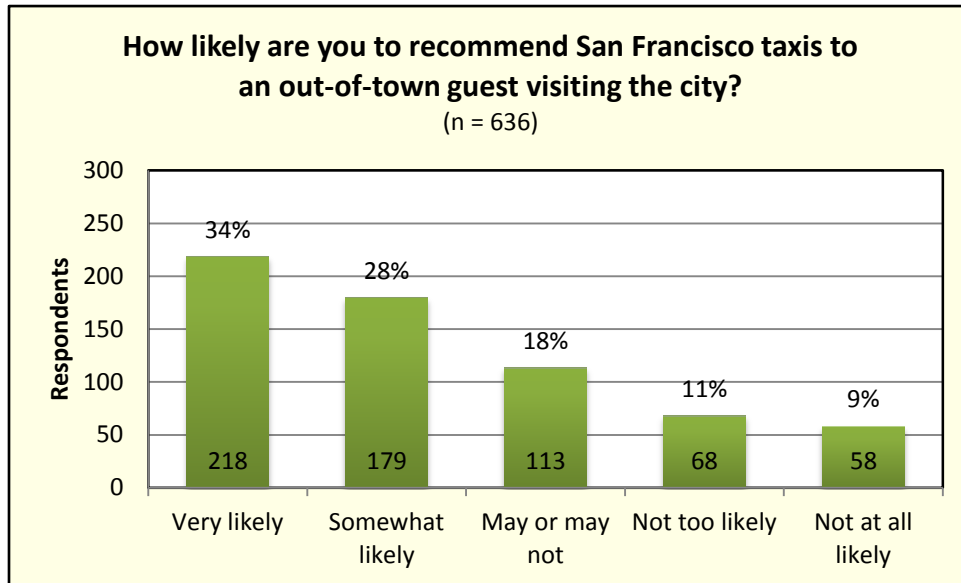






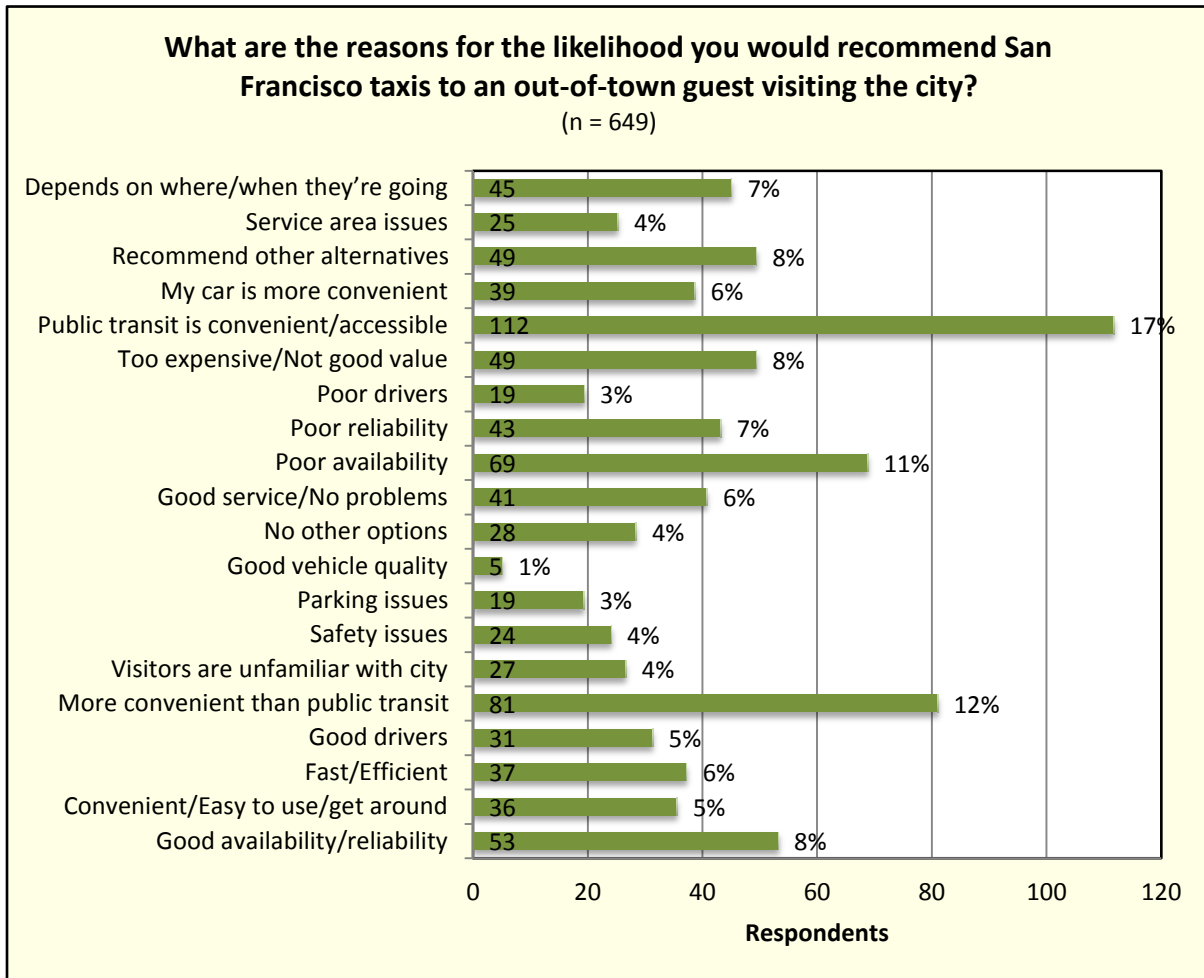
15. How likely are you to recommend San Francisco taxis to an out-of-town guest visiting the city?

Not at all  
Likely 1 2 3 4 5  
Very  
Likely



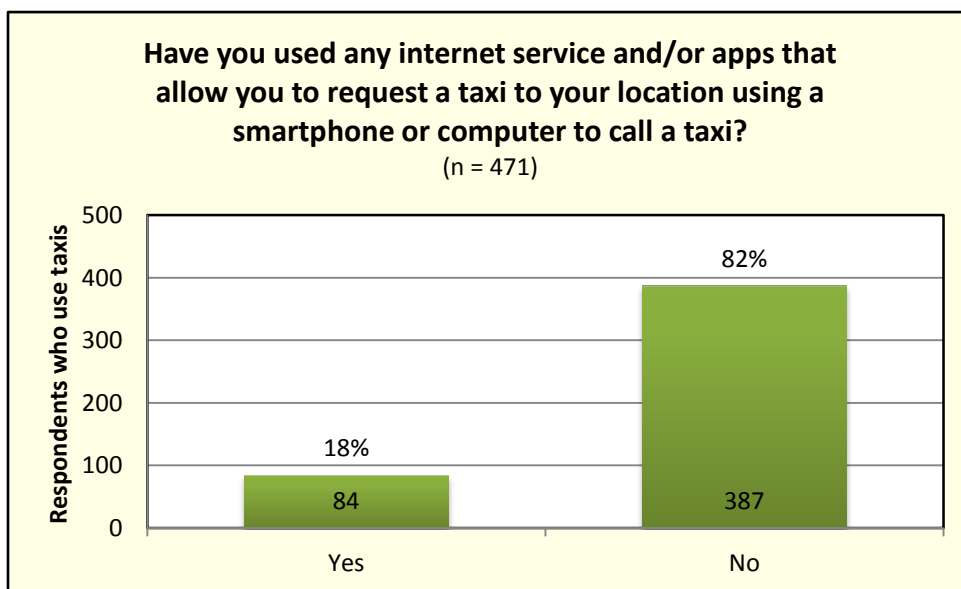
15A. Briefly, why is that? (Multiple responses accepted)

- Good availability/reliability
- Convenient/Easy to use/get around
- Fast/Efficient (get to destination quickly)
- Good drivers (professional, courteous, honest, know city, etc.)
- Better/Easier/More convenient than public transit
- Visitors are unfamiliar with city
- Safety issues (at night, on Muni, drinking/driving, etc.)
- Parking issues (cost, availability, etc.)
- Vehicle quality (taxis are clean, well maintained, etc.)
- No other options (no car, public transit unavailable, etc.)
- Good service/No problems
- Other positive
- Poor availability (not enough taxis, difficult to get taxi)
- Poor reliability (arrive late, don't up, etc.)
- Poor drivers (unprofessional, unsafe, don't know city, rude, etc.)
- Too expensive/Not good value
- Public transit is convenient/accessible
- My car is more convenient/Would drive them myself
- Recommend other alternatives (car service, shuttle, bike, walk, etc.)
- Service area issues (difficulty getting a cab to/from certain areas)
- Other Negative
- Depends on where they're going/doing/time of day/etc.
- Don't know/Other overly general comment (If they need a taxi, they need a taxi)



16. There are now internet services and apps that allow you to request a taxi to your location using a smartphone or computer. Have you used any of these applications to call a taxi?

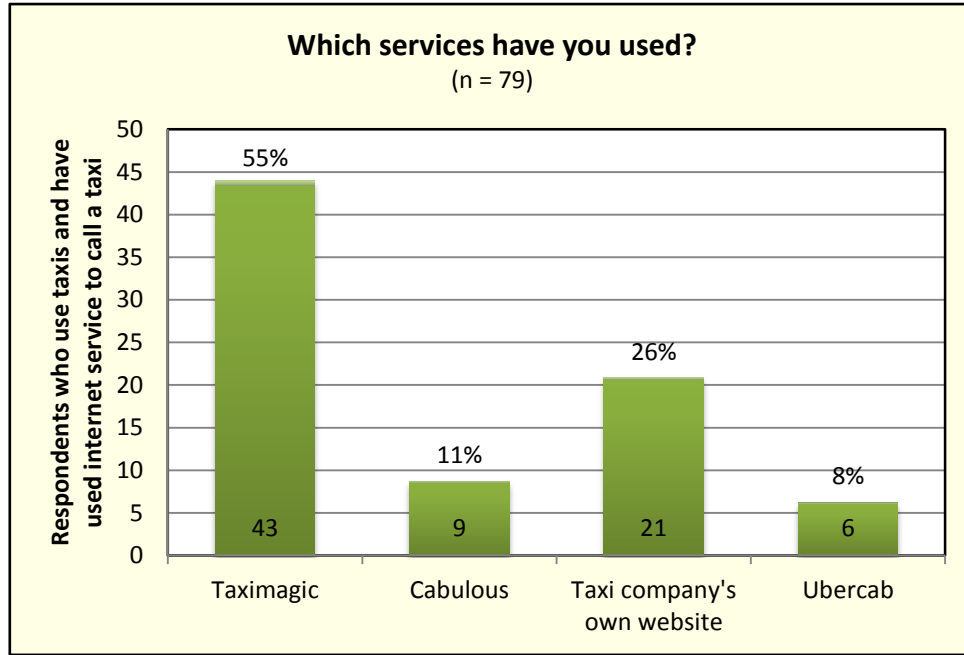
- A. Yes
- B. No





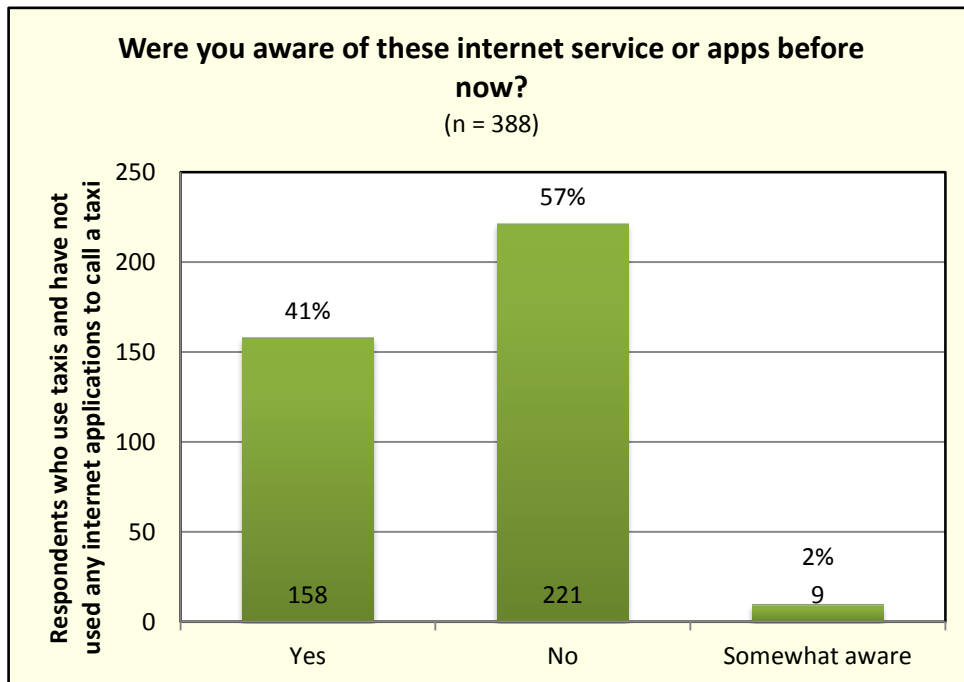
17. Which services have you used?

- A. Taximagic
- B. Taxi company's own website
- C. Cabulous
- D. Ubercab



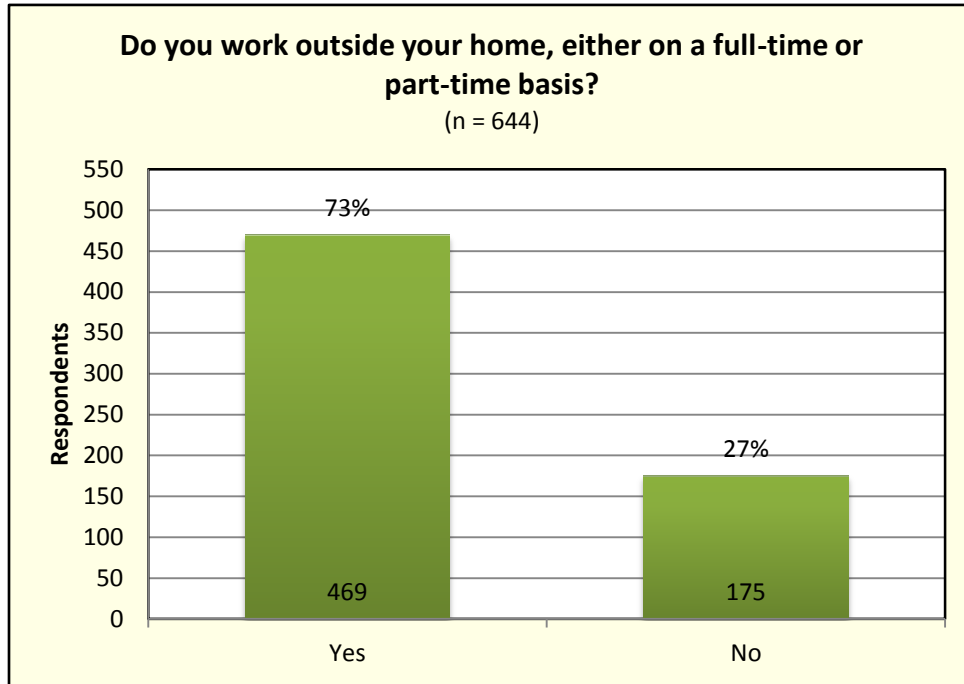
18. Were you aware of these internet service or apps before now?

- A. Yes
- B. No
- C. Somewhat aware



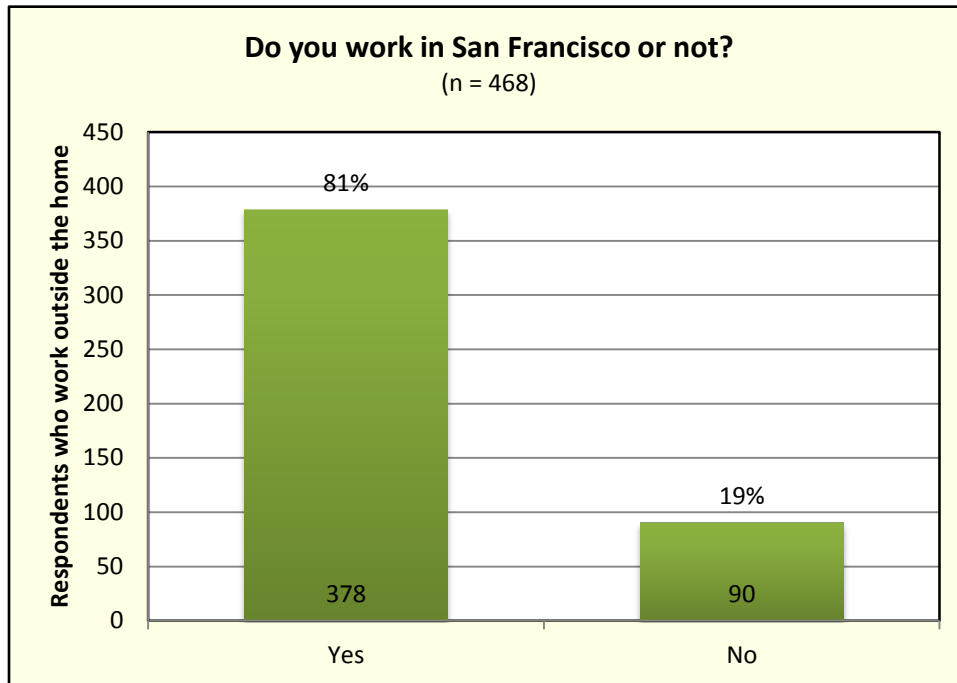
D1. Do you work outside your home, either on a full-time or part-time basis?

- A. Yes
- B. No



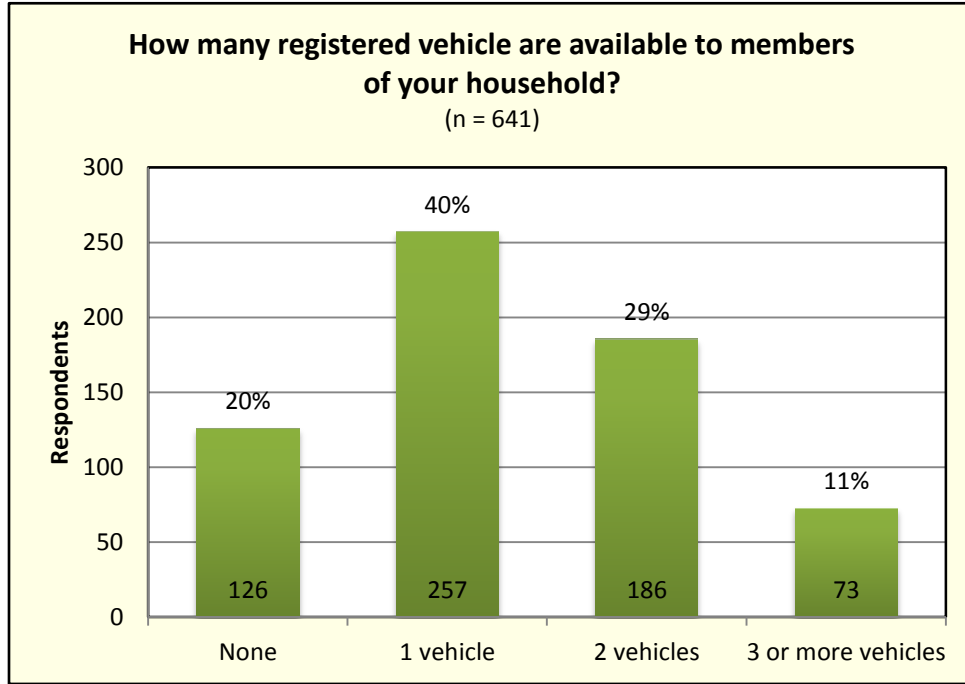
D1A. Do you work in San Francisco or not?

- A. Yes
- B. No



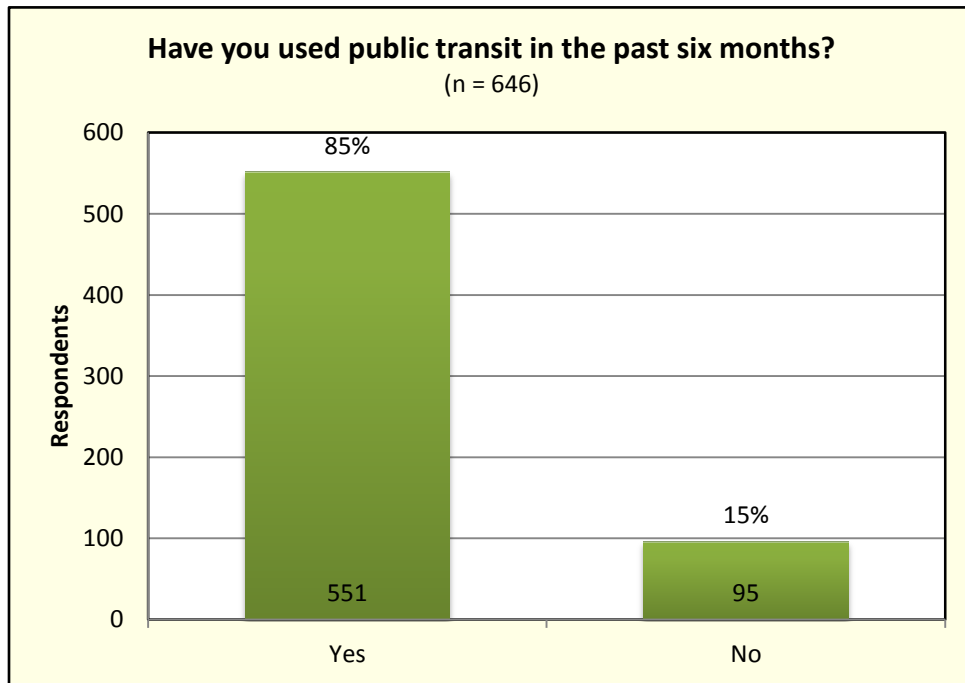
D2. How many registered vehicle are available to members of your household?

- A. No vehicles
- B. 1 vehicle
- C. 2 vehicles
- D. 3 or more vehicles



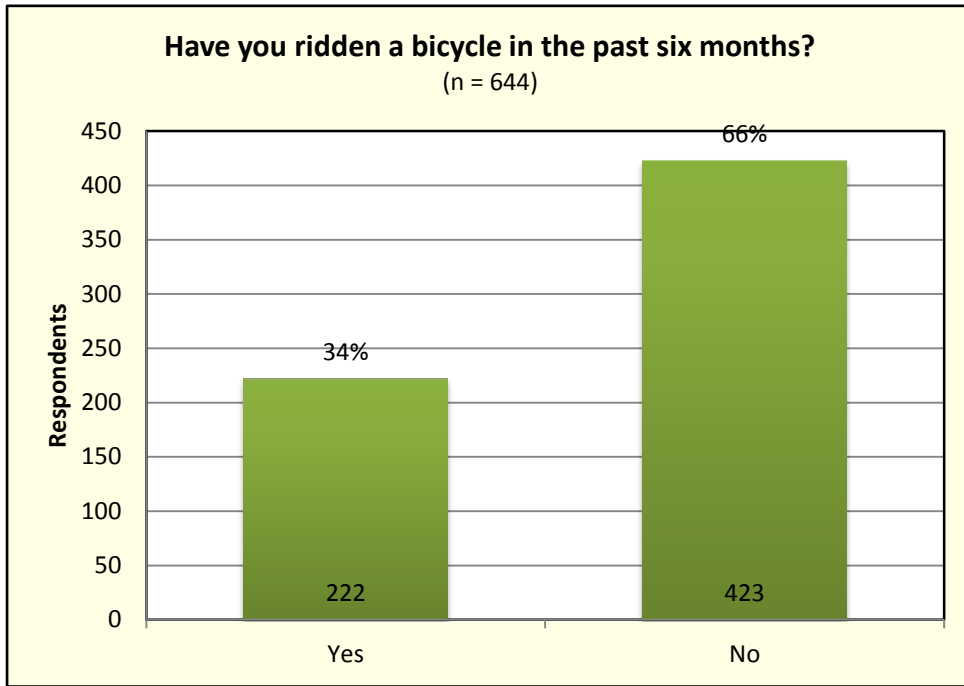
D3A. Have you used public transit in the past six months?

- A. Yes
- B. No

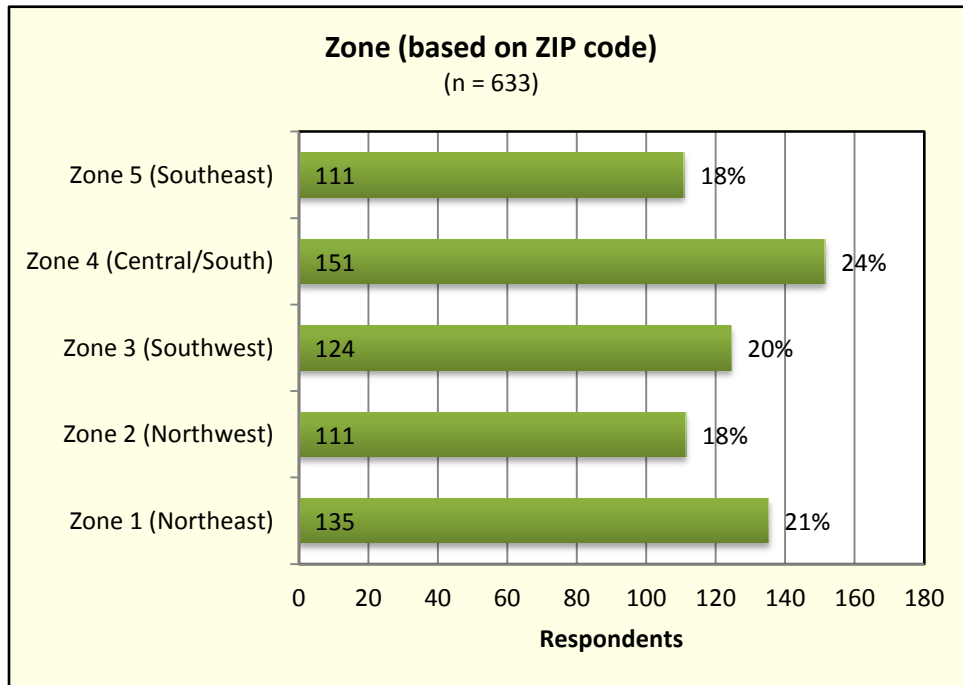


D3B. Have you ridden a bicycle in the past six months?

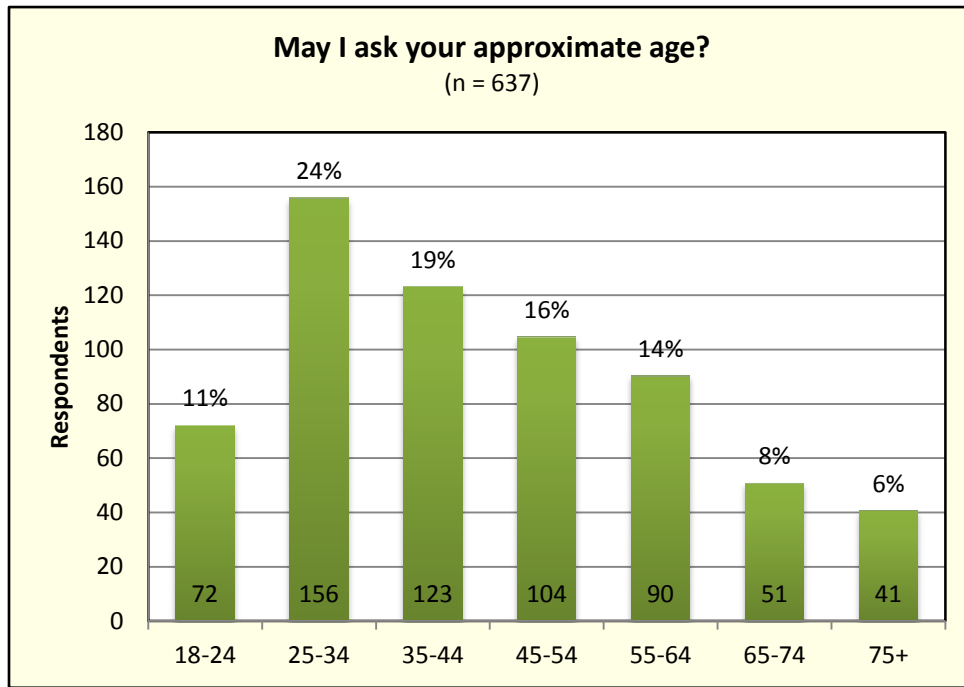
- A. Yes
- B. No



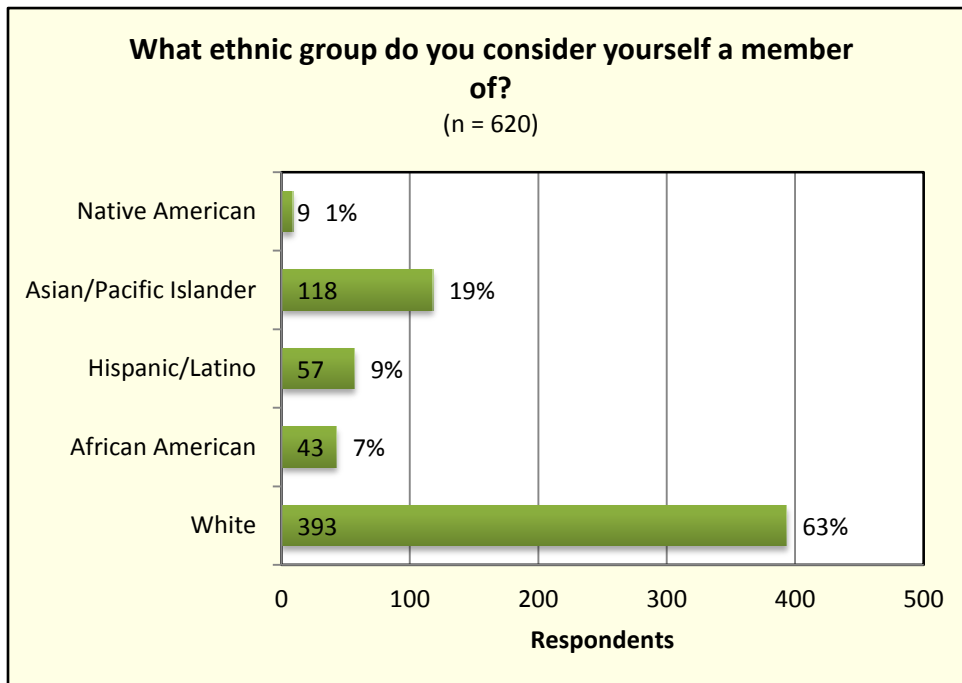
D4. Zone (based on ZIP code)



D5. May I ask your approximate age?

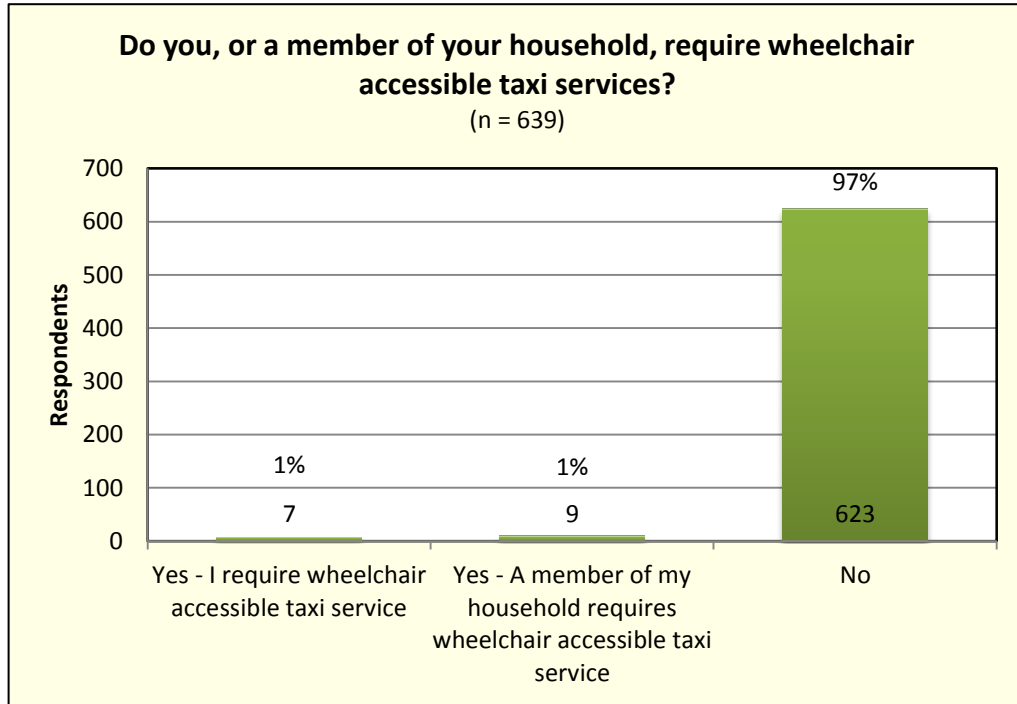


D6. What ethnic group do you consider yourself a member of?



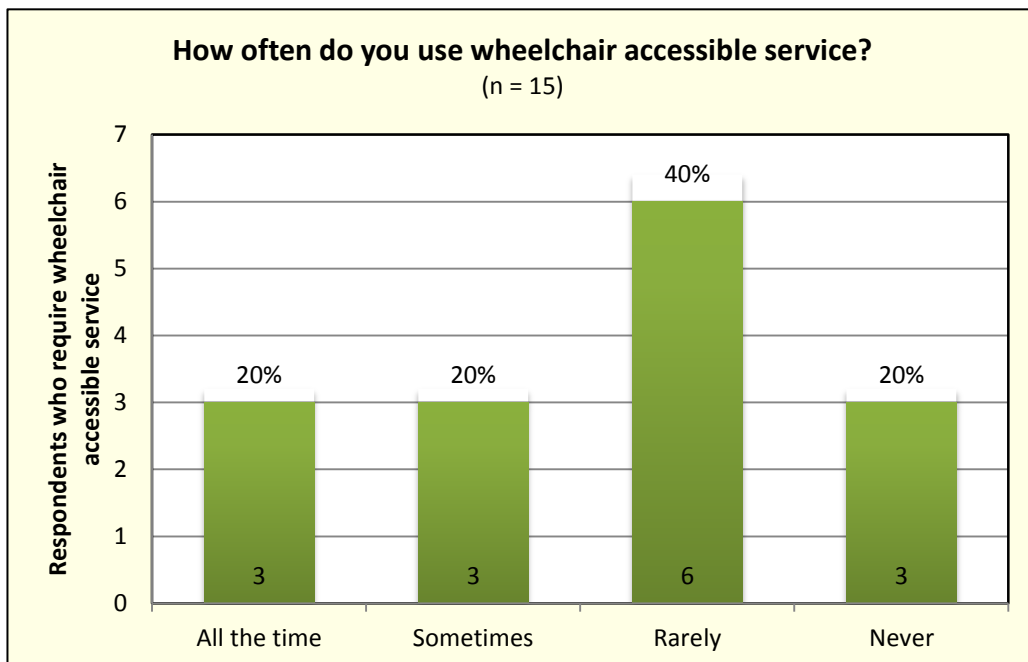
D7. Do you, or a member of your household, require wheelchair accessible taxi service?

- A. Yes - I require wheelchair accessible taxi service
- B. Yes - a member of my household requires wheelchair accessible taxi service
- C. No



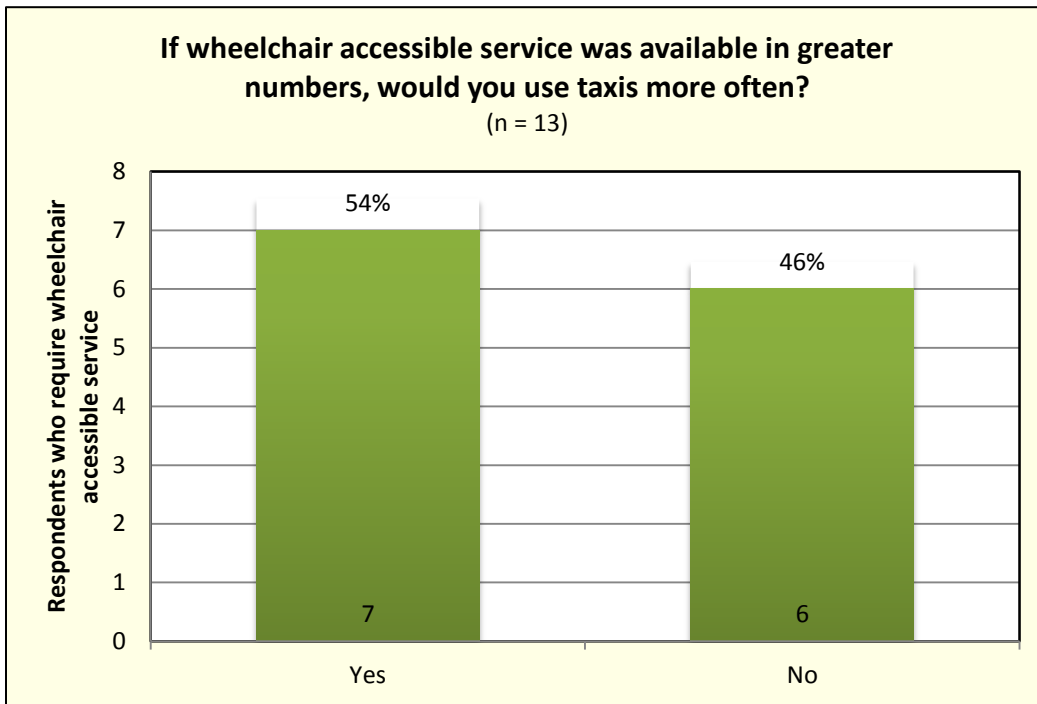
D8A. How often do you use wheelchair accessible service?

- A. All the time
- B. Sometimes
- C. Rarely
- D. Never

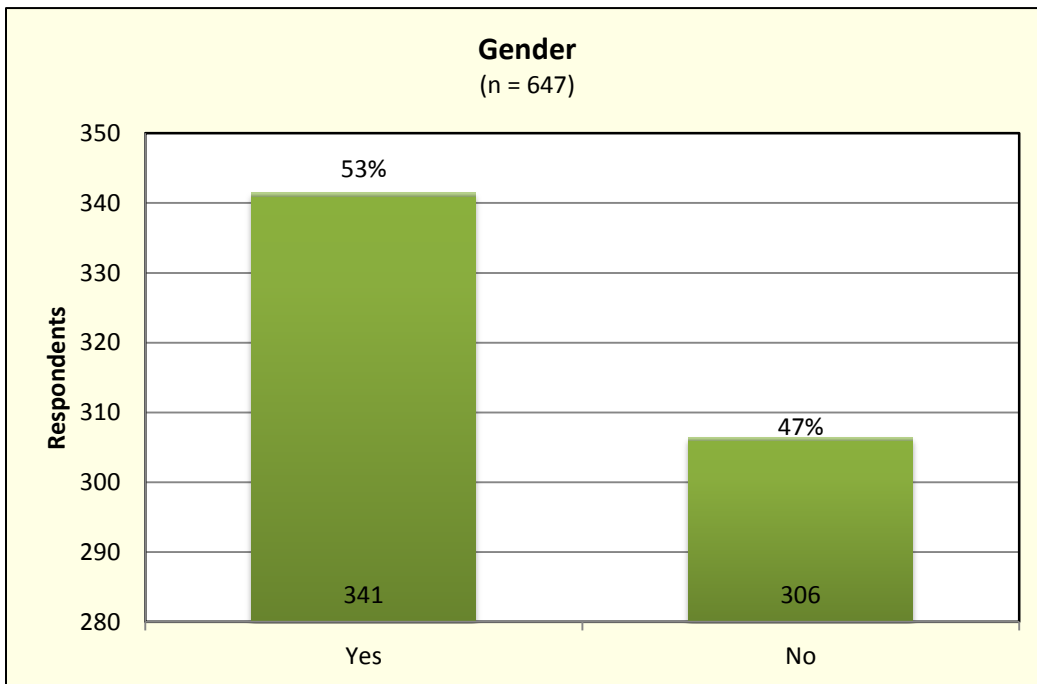


D8B. If wheelchair accessible taxi service was available in greater numbers, would you use taxis more often?

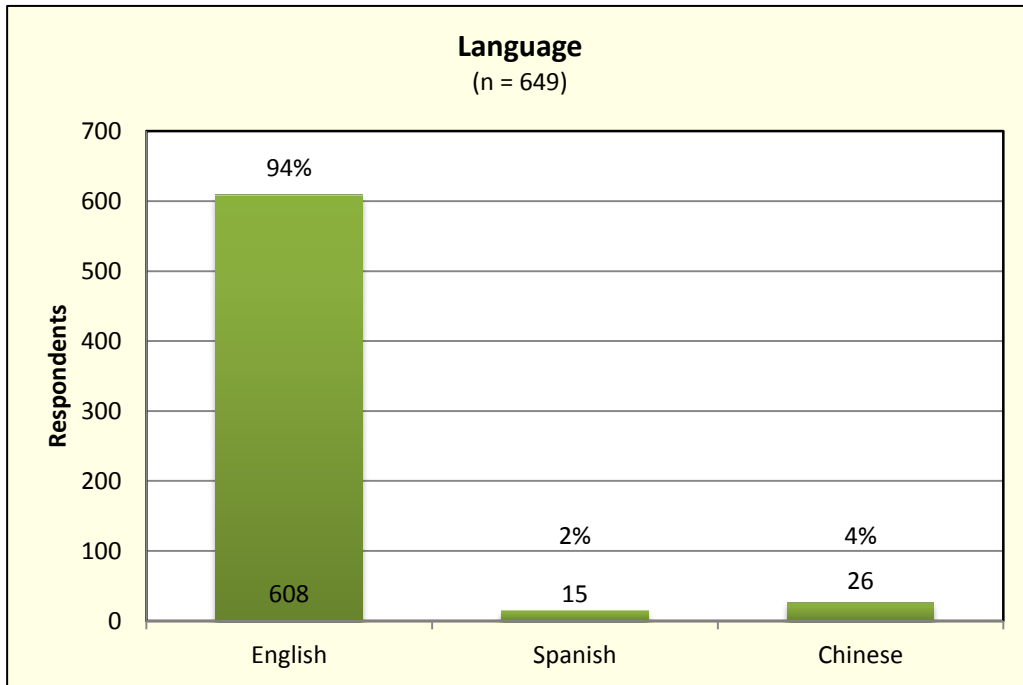
- A. Yes
- B. No



D15. Gender



D16. Language





SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

TABLE OF CONTENTS

BANNER 1 - BASIC

Table 1 Page 1.....Q1A. ON AVERAGE, ABOUT HOW OFTEN DO YOU USE TAXICABS IN SAN FRANCISCO?

Table 2 Page 2.....Q1B. ABOUT HOW OFTEN DO YOU USE LIMOUSINES IN SAN FRANCISCO?

Table 3 Page 3.....Q1A1. HAVE YOU USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS?

Table 4 Page 4.....Q2A. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . UBER CAR SERVICE?

Table 4 Page 5.....[filtered - uber only] Q2A. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . UBER CAR SERVICE?

Table 5 Page 6.....Q2B. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . PRIVATE LIMO FROM HOTEL/OTHER ESTABLISHMENT?

Table 6 Page 7.....Q2C. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . HOMOBILE?

Table 7 Page 8.....Q2D. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . TECHNGO?

Table 8 Page 9.....Q2E. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . AIRPORTPICKUP.ME?

Table 9 Page 10.....Q2F. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . ANOTHER TYPE OF LIMO OR CAR SERVICE?

Table 10 Page 11.....Q3A. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . OF THE QUALITY OF THE VEHICLE

Table 11 Page 12.....Q3B. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . OF THE DRIVER QUALITY

Table 12 Page 13.....Q3C. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . OF THE LUXURY SERVICE

Table 13 Page 14.....Q3D. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . IT IS EASIER TO CALL THAN A TAXI

Table 14 Page 15.....Q3E. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . IT IS MORE LIKELY TO COME TO MY HOME

Table 15 Page 16.....Q3F. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . IT IS MORE ACCESSIBLE BY INTERNET OR SMARTPHONE APP

Table 16 Page 17.....Q4. OVERALL, HOW WOULD YOU RATE LIMOUSINE SERVICE IN SAN FRANCISCO USING A 5-POINT SCALE, WHERE 5 MEANS 'EXCELLENT' AND 1 MEANS 'TERRIBLE'?

Table 17 Page 18.....Q7A. ABOUT WHAT PERCENTAGE OF THE TIME DO YOU DIRECTLY CALL THE CAB COMPANY FOR A RIDE?

Table 18 Page 19.....Q7B. ABOUT WHAT PERCENTAGE OF THE TIME DO YOU HAIL A CAB OR USE OTHER METHODS TO GET A RIDE? (OTHER METHODS COULD INCLUDE LINING UP AT A CAB STAND, CALLING DRIVER ON CELL PHONE, USING APP, ETC.)

Table 19 Page 20.....Q8. WHAT IS THE MOST COMMON REASON YOU USE TAXIS? (MULTIPLE RESPONSES ACCEPTED)

Table 20 Page 21.....Q9. OVERALL, HOW WOULD YOU RATE TAXI SERVICE IN SAN FRANCISCO USING A 5-POINT SCALE, WHERE 5 MEANS EXCELLENT AND 1 MEANS TERRIBLE?

Table 21 Page 22.....Q9A. WHY DO YOU SAY THAT? [WHY GAVE RATING IN Q9; MULTIPLE RESPONSES ACCEPTED]

Table 22 Page 24.....Q10A. AND HOW WOULD YOU RATE THE AVAILABILITY OF TAXIS . . . FROM YOUR HOME?

Table 23 Page 25.....Q10B. AND HOW WOULD YOU RATE THE AVAILABILITY OF TAXIS . . . FROM DOWNTOWN?

Table 24 Page 26.....Q10C. AND HOW WOULD YOU RATE THE AVAILABILITY OF TAXIS . . . FROM MUNI METRO OR BART STATIONS?

Table 25 Page 27.....Q11A. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . VEHICLE QUALITY?

Table 26 Page 28.....Q11B. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DRIVER SERVICE?

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

TABLE OF CONTENTS

Table 27 Page 29.....Q11C. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DISPATCH SERVICE DURING THE DAYTIME?

Table 28 Page 30.....Q11D. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DISPATCH SERVICE DURING THE EVENING?

Table 29 Page 31.....Q11E. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . EASE OF FARE PAYMENT?

Table 30 Page 32.....Q12A. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . FOR A CAB TO ARRIVE TO YOUR HOME AFTER YOU'VE CALLED TAXI DISPATCH DURING THE DAYTIME ON A WEEKDAY, THAT IS, FROM 4 AM TO 6 PM?

Table 31 Page 33.....Q12B. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . FOR A CAB TO ARRIVE TO YOUR HOME AFTER YOU'VE CALLED TAXI DISPATCH DURING WEEKDAY EVENINGS, THAT IS, AFTER 6 PM BUT BEFORE 4 AM?

Table 32 Page 34.....Q12C. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . FOR A CAB TO ARRIVE TO YOUR HOME AFTER YOU'VE CALLED TAXI DISPATCH ON WEEKENDS (ANY TIME SATURDAY OR SUNDAY)?

Table 32 Page 35.....[BASED ON ALL OF THOSE CALLING DISPATCH] Q12C. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . FOR A CAB TO ARRIVE TO YOUR HOME AFTER YOU'VE CALLED TAXI DISPATCH ON WEEKENDS (ANY TIME SATURDAY OR SUNDAY)?

Table 33 Page 36.....Q12D. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . TO HAIL A CAB IN A STREET NEAR YOUR HOME DURING THE DAYTIME ON A WEEKDAY (FROM 4 AM TO 6 PM)?

Table 34 Page 37.....Q12E. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . TO HAIL A CAB IN A STREET NEAR YOUR HOME DURING THE EVENING ON A WEEKDAY (AFTER 6 PM BUT BEFORE 4 AM)?

Table 35 Page 38.....Q12F. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . TO HAIL A CAB IN A STREET NEAR YOUR HOME ON WEEKENDS (ANY TIME SATURDAY OR SUNDAY)?

Table 36 Page 39.....Q13A. I WOULD TAKE TAXIS TO WORK MORE FREQUENTLY IF I KNEW I COULD GET A CAB WITHIN 15 MINUTES OF CALLING FOR ONE

Table 36 Page 40.....[filtered to include those who work ONLY] Q13A. I WOULD TAKE TAXIS TO WORK MORE FREQUENTLY IF I KNEW I COULD GET A CAB WITHIN 15 MINUTES OF CALLING FOR ONE

Table 37 Page 41.....Q13B. I WOULD TAKE PUBLIC TRANSIT (SUCH AS MUNI OR BART) TO WORK MORE OFTEN IF I KNEW I COULD RELY ON TAXI SERVICE WHEN I NEEDED TO GET HOME QUICKLY

Table 37 Page 42.....[filtering out non-workers] Q13B. I WOULD TAKE PUBLIC TRANSIT (SUCH AS MUNI OR BART) TO WORK MORE OFTEN IF I KNEW I COULD RELY ON TAXI SERVICE WHEN I NEEDED TO GET HOME QUICKLY

Table 38 Page 43.....Q13C. IF TAXI SERVICE WAS BETTER, I WOULD CONSIDER GIVING UP ONE OR MORE OF MY CARS

Table 38 Page 44.....[non-car owners filtered out] Q13C. IF TAXI SERVICE WAS BETTER, I WOULD CONSIDER GIVING UP ONE OR MORE OF MY CARS

Table 39 Page 45.....Q13D. I WOULD TAKE TAXIS FOR LEISURE PURPOSES MORE FREQUENTLY IF I COULD GET A CAB WITHIN 15 MINUTES OF CALLING ONE

Table 40 Page 46.....Q13E. I WOULD GO TO MOVIES, RESTAURANTS, BARS, OR OTHER ENTERTAINMENT AT NIGHT MORE OFTEN IF I COULD GET A CAB WITHIN 15 MINUTES OF CALLING ONE

Table 41 Page 47.....Q13F. I WOULD BE WILLING TO PAY A REASONABLY HIGHER METER RATE FOR GREATER AVAILABILITY OF TAXIS

Table 42 Page 48.....Q13G. I WOULD BE WILLING TO PAY A REASONABLY HIGHER METER RATE FOR BETTER ENFORCEMENT OF QUALITY STANDARDS IN TAXIS

Table 43 Page 49.....Q13H. SAN FRANCISCO HAS A GOOD AVAILABILITY OF TAXIS

Table 44 Page 50.....Q14A. CITIES LIKE NEW YORK OR BOSTON REQUIRE TAXIS TO HAVE BACK SEAT DISPLAYS FOR THE PASSENGERS. THESE DISPLAYS SHOW WHERE THE TAXI IS GOING ON A MAP IN REAL-TIME, AND LET CUSTOMERS SWIPE THEIR OWN CREDIT CARDS AND CHOOSE THE TIP PERCENTAGE. WOULD YOU PAY 10 CENTS MORE PER TAXI TRIP TO HAVE THIS SYSTEM IN SAN FRANCISCO TAXIS?

Table 45 Page 51.....Q14B1. HOW IMPORTANT WOULD IT BE TO HAVE RATES AND FEES CHARGED BY THE TAXI ON THE BACKSEAT SCREEN?

Table 46 Page 52.....Q14B2. HOW IMPORTANT WOULD IT BE TO HAVE HOW TO COMPLAIN/PROVIDE COMPLIMENTS/SUGGESTIONS ON THE BACKSEAT SCREEN?

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

TABLE OF CONTENTS

Table 47 Page 53.....Q14C. HAVE YOU SEEN SUCH A SYSTEM IN USE IN SAN FRANCISCO?

Table 48 Page 54.....Q14D. HOW IMPORTANT WAS THE ABILITY TO SWIPE YOUR CREDIT CARD YOURSELF (INSTEAD OF HANDING YOUR CARD TO THE CAB DRIVER TO SWIPE)?

Table 49 Page 55.....Q14E. HOW IMPORTANT WAS THE ABILITY TO CHOOSE YOUR OWN TIP (INSTEAD OF TELLING THE CAB DRIVER HOW MUCH TO ADD FOR A TIP)?

Table 50 Page 56.....Q15. HOW LIKELY ARE YOU TO RECOMMEND SAN FRANCISCO TAXIS TO AN OUT-OF-TOWN GUEST VISITING THE CITY. WOULD YOU SAY . . .  
NOTE: SCALE REVERSED FROM ORIGINAL QUESTIONNAIRE (E.G. VERY LIKELY NOW = 5)

Table 51 Page 57.....Q15A. BRIEFLY, WHY IS THAT?

Table 52 Page 59.....Q16. THERE ARE NOW INTERNET SERVICES AND APPLICATIONS THAT ALLOW YOU TO REQUEST A TAXI TO YOUR LOCATION USING A SMARTPHONE OR COMPUTER. HAVE YOU USED ANY OF THESE APPLICATIONS TO CALL A TAXI?

Table 53 Page 60.....Q17. WHICH SERVICES HAVE YOU USED? (SELECT ALL THAT APPLY)

Table 54 Page 61.....Q18. WERE YOU AWARE OF THESE INTERNET SERVICES OR APPLICATIONS BEFORE NOW?

Table 55 Page 62.....QD1. DO YOU WORK OUTSIDE YOUR HOME, EITHER ON A FULL-TIME OR PART-TIME BASIS?

Table 56 Page 63.....QD1A. DO YOU WORK IN SAN FRANCISCO OR NOT?

Table 57 Page 64.....QD2. HOW MANY REGISTERED VEHICLES ARE AVAILABLE TO MEMBERS OF YOUR HOUSEHOLD?

Table 58 Page 65.....QD3A. HAVE YOU USED PUBLIC TRANSIT IN THE PAST SIX MONTHS?

Table 59 Page 66.....QD3B. HAVE YOU RIDDEN A BICYCLE IN THE PAST SIX MONTHS?

Table 60 Page 67.....ZONE (BASED ON ZIP CODE)

Table 61 Page 68.....AGE

Table 62 Page 69.....QD6. RACE/ETHNICITY (MULTIPLE RESPONSES ACCEPTED)

Table 63 Page 70.....QD7. DO YOU, OR A MEMBER OF YOUR HOUSEHOLD, REQUIRE WHEELCHAIR ACCESSIBLE TAXI SERVICE?

Table 64 Page 71.....QD8A. HOW OFTEN DO YOU USE WHEELCHAIR ACCESSIBLE TAXI SERVICE?

Table 64 Page 72.....QD8B. IF WHEELCHAIR ACCESSIBLE TAXI SERVICE WAS AVAILABLE IN GREATER NUMBERS, WOULD YOU USE TAXIS MORE OFTEN?

Table 65 Page 73.....GENDER

Table 66 Page 74.....SURVEY LANGUAGE

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q1A. ON AVERAGE, ABOUT HOW OFTEN DO YOU USE TAXICABS IN SAN FRANCISCO?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	647 100.0	135 100.0	111 100.0	124 100.0	151 100.0	111 100.0	549 100.0	222 100.0	153 100.0	301 100.0	181 100.0	126 100.0	255 100.0	258 100.0	174 100.0	378 100.0	95 100.0
LESS THAN ONCE A MONTH	238 36.8	35 26.0	40 36.2	54 43.8	63 41.9	43 38.4	212 38.6	86 38.7	53 34.6	110 36.6	70 38.7	45 36.1	96 37.6	96 37.3	-	238 63.1	-
1 TO 3 TIMES A MONTH	140 21.6	37 27.1	33 29.3	14 11.6	31 20.7	23 20.4	122 22.3	54 24.2	25 16.2	74 24.7	36 19.8	30 23.8	51 19.9	57 21.9	-	140 36.9	-
ONCE A WEEK	40 6.2	19 14.1	8 7.5	1 0.7	8 5.0	4 4.0	38 6.9	15 6.7	12 8.1	23 7.6	5 2.8	15 11.6	17 6.6	9 3.3	-	-	40 42.3
2 TO 5 TIMES A WEEK	48 7.4	23 17.0	10 9.2	3 2.1	7 4.6	6 5.1	45 8.2	20 8.9	13 8.5	28 9.3	7 4.0	16 12.9	22 8.8	9 3.7	-	-	48 50.8
6 TO 9 TIMES A WEEK	6 0.9	4 3.0	2 1.4	-	-	-	4 0.7	1 0.3	2 1.2	2 0.6	2 1.2	2 1.8	3 1.3	-	-	-	6 6.0
10 OR MORE TIMES A WEEK	1 0.1	1 0.6	-	-	-	-	1 0.2	1 0.4	-	1 0.3	-	-	1 0.3	-	-	-	1 0.9
NEVER	174 26.9	16 12.2	18 16.4	52 41.8	42 27.7	36 32.2	127 23.1	46 20.9	48 31.5	63 20.9	61 33.6	17 13.7	65 25.4	87 33.7	174 100.0	-	-
DON'T KNOW	2	-	-	1	1	-	2	-	-	1	-	-	2	-	-	-	-

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q1B. ABOUT HOW OFTEN DO YOU USE LIMOUSINES IN SAN FRANCISCO?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	649	135	111	124	151	111	551	222	153	302	181	126	257	258	174	378	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONCE A MONTH	68	16	15	13	15	9	61	25	18	31	17	19	27	22	4	47	17
	10.6	11.9	13.5	10.7	9.8	8.4	11.1	11.2	11.6	10.1	9.5	15.1	10.6	8.6	2.3	12.6	17.8
1 TO 3 TIMES A MONTH	26	6	9	2	9	-	25	13	5	17	4	2	9	16	-	20	7
	4.0	4.4	8.3	1.3	6.3		4.5	5.6	3.5	5.5	2.4	1.3	3.4	6.1		5.2	7.1
ONCE A WEEK	9	3	2	-	3	2	9	6	4	5	-	-	5	4	-	2	7
	1.4	2.0	1.6		1.7	1.6	1.6	2.8	2.3	1.8			2.1	1.4		0.5	7.4
2 TO 5 TIMES A WEEK	7	3	3	1	1	-	4	1	2	4	1	3	4	-	-	2	4
	1.1	2.0	2.4	0.7	0.5		0.8	0.4	1.2	1.5	0.4	2.1	1.6			0.7	4.6
NEVER	539	108	83	109	124	100	452	177	125	245	159	103	211	216	170	307	60
	83.0	79.8	74.3	87.3	81.7	90.0	82.1	80.0	81.5	81.1	87.7	81.6	82.3	83.8	97.7	81.2	63.0

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q1A1. HAVE YOU USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
USE A TAXI LESS THAN ONCE A MONTH, ON AVERAGE	237 100.0	35 100.0	40 100.0	54 100.0	62 100.0	43 100.0	211 100.0	85 100.0	53 100.0	109 100.0	70 100.0	45 100.0	94 100.0	96 100.0	- 100.0	237 100.0	-
YES	156 66.0	26 75.1	31 77.7	30 55.3	38 62.1	28 66.4	142 67.4	60 70.5	27 51.7	83 76.0	42 60.9	33 73.4	61 64.5	62 64.6	- 66.0	156 66.0	-
NO	80 34.0	9 24.9	9 22.3	24 44.7	23 37.9	14 33.6	69 32.6	25 29.5	26 48.3	26 24.0	27 39.1	12 26.6	34 35.5	34 35.4	- 34.0	80 34.0	-
DON'T KNOW	2	-	-	-	2	-	2	1	-	1	1	-	2	-	-	2	-

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q2A. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . UBER CAR SERVICE?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST 1X/MONTH	42 100.0	11 100.0	14 100.0	2 100.0	13 100.0	2 100.0	38 100.0	20 100.0	11 100.0	26 100.0	5 100.0	4 100.0	18 100.0	19 100.0	-	24 100.0	18 100.0
YES	32 76.8	11 93.6	10 76.7	1 35.4	9 67.0	2 100.0	29 76.4	14 71.0	9 83.3	22 83.4	1 28.6	3 62.4	17 90.5	13 67.0	-	17 73.1	15 81.6
NO	10 23.2	1 6.4	3 23.3	2 64.6	4 33.0	-	9 23.6	6 29.0	2 16.7	4 16.6	4 71.4	2 37.6	2 9.5	6 33.0	-	6 26.9	3 18.4

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

[filtered - uber only] Q2A. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . UBER CAR SERVICE?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST 1X/MONTH	19 100.0	8 100.0	7 100.0	-	2 100.0	2 100.0	18 100.0	5 100.0	7 100.0	11 100.0	-	2 100.0	11 100.0	6 100.0	-	11 100.0	8 100.0
YES	19 100.0	8 100.0	7 100.0	-	2 100.0	2 100.0	18 100.0	5 100.0	7 100.0	11 100.0	-	2 100.0	11 100.0	6 100.0	-	11 100.0	8 100.0



SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q2B. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . PRIVATE LIMO FROM HOTEL/OTHER ESTABLISHMENT?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST 1X/MONTH	41 100.0	11 100.0	14 100.0	2 100.0	13 100.0	2 100.0	37 100.0	20 100.0	11 100.0	25 100.0	5 100.0	4 100.0	17 100.0	19 100.0	-	23 100.0	18 100.0
YES	10 25.3	-	3 19.4	-	8 60.4	-	8 21.1	7 35.9	4 33.3	6 24.1	1 14.3	-	5 29.4	5 27.1	-	6 26.1	4 24.3
NO	31 74.7	11 100.0	11 80.6	2 100.0	5 39.6	2 100.0	29 78.9	13 64.1	7 66.7	19 75.9	4 85.7	4 100.0	12 70.6	14 72.9	-	17 73.9	14 75.7
DON'T KNOW	1	-	-	1	-	-	1	-	-	1	-	-	1	-	-	1	-

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q2C. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . HOMOBILE?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST 1X/MONTH	40 100.0	10 100.0	14 100.0	2 100.0	13 100.0	2 100.0	36 100.0	19 100.0	11 100.0	25 100.0	5 100.0	4 100.0	17 100.0	19 100.0	- 100.0	23 100.0	17 100.0
YES	1 2.2	1 8.4	-	-	-	-	1 2.4	1 4.7	-	1 3.5	-	-	-	1 4.7	-	1 3.8	-
NO	39 97.8	10 91.6	14 100.0	2 100.0	13 100.0	2 100.0	35 97.6	18 95.3	11 100.0	24 96.5	5 100.0	4 100.0	17 100.0	18 95.3	-	22 96.2	17 100.0
DON'T KNOW	2	1	-	1	-	-	2	1	-	2	-	-	1	1	-	1	1

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q2D. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . TECHNGO?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST 1X/MONTH	42 100.0	11 100.0	14 100.0	2 100.0	13 100.0	2 100.0	38 100.0	20 100.0	11 100.0	26 100.0	5 100.0	4 100.0	18 100.0	19 100.0	- 100.0	24 100.0	18 100.0
YES	1 2.1	-	-	1 35.4	-	-	1 2.3	-	-	1 3.3	-	-	1 4.8	-	-	1 3.7	-
NO	41 97.9	11 100.0	14 100.0	2 64.6	13 100.0	2 100.0	37 97.7	20 100.0	11 100.0	25 96.7	5 100.0	4 100.0	17 95.2	19 100.0	- 96.3	23 96.3	18 100.0

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q2E. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . AIRPORTPICKUP.ME?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST 1X/MONTH	42 100.0	11 100.0	14 100.0	2 100.0	13 100.0	2 100.0	38 100.0	20 100.0	11 100.0	26 100.0	5 100.0	4 100.0	18 100.0	19 100.0	-	24 100.0	18 100.0
YES	2 4.2	-	-	1 35.4	1 6.8	-	2 4.6	-	-	2 6.6	-	-	1 4.8	1 4.5	-	1 3.7	1 4.8
NO	40 95.8	11 100.0	14 100.0	2 64.6	12 93.2	2 100.0	36 95.4	20 100.0	11 100.0	25 93.4	5 100.0	4 100.0	17 95.2	19 95.5	-	23 96.3	17 95.2

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q2F. HAVE YOU USED ANY OF THE FOLLOWING LIMOUSINE SERVICES IN THE PAST SIX MONTHS . . . ANOTHER TYPE OF LIMO OR CAR SERVICE?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST 1X/MONTH	42 100.0	11 100.0	14 100.0	2 100.0	13 100.0	2 100.0	38 100.0	20 100.0	11 100.0	26 100.0	5 100.0	4 100.0	18 100.0	19 100.0	-	24 100.0	18 100.0
YES	18 43.3	2 21.9	4 28.6	2 100.0	9 72.8	-	16 43.7	12 59.6	4 33.3	10 36.5	5 100.0	2 58.2	5 27.9	11 54.7	-	11 48.2	7 36.9
NO	24 56.7	9 78.1	10 71.4	-	3 27.2	2 100.0	21 56.3	8 40.4	7 66.7	17 63.5	-	2 41.8	13 72.1	9 45.3	-	12 51.8	11 63.1

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q3A. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . OF THE QUALITY OF THE VEHICLE

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST ONCE A MONTH	42 100.0	11 100.0	14 100.0	2 100.0	13 100.0	2 100.0	38 100.0	20 100.0	11 100.0	26 100.0	5 100.0	4 100.0	18 100.0	19 100.0	-	24 100.0	18 100.0
5 STRONGLY AGREE	14 33.7	4 37.6	3 24.7	2 64.6	5 38.4	-	11 30.6	7 37.8	2 16.7	9 33.3	4 71.6	2 58.2	5 28.0	7 33.7	-	7 30.5	7 37.9
4	3 7.9	1 7.7	1 5.2	1 35.4	1 6.8	-	3 8.9	-	-	3 10.0	1 14.1	-	2 9.5	2 8.2	-	2 10.3	1 4.8
3	13 31.1	5 46.9	7 50.7	-	1 6.8	-	13 34.8	6 30.7	4 33.3	9 33.5	1 14.3	2 41.8	5 28.8	6 31.0	-	8 33.3	5 28.3
2	10 23.1	1 7.7	3 19.4	-	4 34.2	2 100.0	8 21.1	4 22.4	4 33.3	6 23.3	-	-	6 33.7	3 18.0	-	4 18.4	5 29.1
1 STRONGLY DISAGREE	2 4.2	-	-	-	2 13.8	-	2 4.7	2 9.0	2 16.7	-	-	-	-	2 9.1	-	2 7.4	-
MEAN	3.44	3.75	3.35	4.65	3.22	2.00	3.39	3.35	2.67	3.53	4.57	4.16	3.32	3.39	-	3.38	3.51

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q3B. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . OF THE DRIVER QUALITY

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST ONCE A MONTH	42 100.0	11 100.0	14 100.0	2 100.0	13 100.0	2 100.0	38 100.0	20 100.0	11 100.0	26 100.0	5 100.0	4 100.0	18 100.0	19 100.0	-	24 100.0	18 100.0
5 STRONGLY AGREE	14 33.7	6 54.7	5 35.2	-	3 24.8	-	12 30.6	8 38.7	2 16.7	9 33.4	4 71.4	2 37.7	8 42.4	5 24.6	-	6 26.9	8 42.7
4	5 12.5	3 23.2	2 13.0	1 35.3	-	-	5 14.0	1 4.5	-	5 20.0	-	1 20.6	3 14.4	2 9.0	-	5 22.1	-
3	12 29.3	-	4 25.8	1 35.4	6 47.8	2 100.0	11 28.1	6 31.5	4 33.3	9 33.3	-	-	6 33.6	6 31.6	-	5 22.0	7 38.8
2	3 6.3	2 15.7	-	-	1 6.8	-	3 7.0	1 4.5	2 16.7	1 3.3	-	2 41.8	-	1 4.5	-	-	3 14.5
1 STRONGLY DISAGREE	8 18.2	1 6.4	4 26.0	1 29.3	3 20.6	-	8 20.3	4 20.9	4 33.3	3 10.0	1 28.6	-	2 9.6	6 30.2	-	7 29.0	1 4.0
MEAN	3.37	4.04	3.31	2.77	3.02	3.00	3.28	3.36	2.50	3.63	3.86	3.54	3.80	2.93	-	3.18	3.63

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q3C. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . OF THE LUXURY SERVICE

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST ONCE A MONTH	42 100.0	11 100.0	14 100.0	2 100.0	13 100.0	2 100.0	38 100.0	20 100.0	11 100.0	26 100.0	5 100.0	4 100.0	18 100.0	19 100.0	-	24 100.0	18 100.0
5 STRONGLY AGREE	5 12.5	1 7.7	3 19.4	1 35.3	1 6.8	-	3 9.3	3 13.4	-	5 20.0	-	1 20.6	3 14.4	2 9.0	-	2 7.3	4 19.3
4	5 11.8	3 23.5	1 5.2	1 35.4	1 5.6	-	5 13.2	2 9.0	-	4 13.4	1 28.4	1 17.0	4 19.2	1 3.7	-	5 20.8	-
3	12 28.2	3 23.5	5 36.6	-	4 32.8	-	11 29.2	6 29.8	4 33.3	6 23.3	2 42.9	1 20.6	2 13.6	8 43.7	-	6 24.5	6 33.1
2	10 23.0	3 23.2	4 25.8	-	2 13.6	2 100.0	9 23.4	3 17.8	2 16.7	8 30.0	-	-	6 33.6	3 18.0	-	5 22.1	4 24.1
1 STRONGLY DISAGREE	10 24.5	2 22.1	2 13.0	1 29.3	5 41.2	-	9 25.0	6 29.9	5 50.0	4 13.4	1 28.6	2 41.8	4 19.3	5 25.6	-	6 25.3	4 23.4
MEAN	2.65	2.71	2.92	3.48	2.23	2.00	2.58	2.58	1.83	2.97	2.71	2.75	2.76	2.53	-	2.63	2.68



## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q3D. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . IT IS EASIER TO CALL THAN A TAXI

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST ONCE A MONTH	41 100.0	10 100.0	14 100.0	2 100.0	13 100.0	2 100.0	37 100.0	19 100.0	11 100.0	25 100.0	5 100.0	4 100.0	17 100.0	19 100.0	- 100.0	24 100.0	17 100.0
5 STRONGLY AGREE	25 61.0	6 59.2	10 70.1	-	8 59.0	2 100.0	22 61.1	12 64.9	5 50.0	18 69.1	2 42.9	3 79.4	13 74.9	9 44.4	- 57.7	14 65.4	11 65.4
4	6 14.1	1 8.4	1 10.5	2 70.7	2 13.6	-	5 13.4	1 3.9	-	4 17.2	1 28.4	1 20.6	2 10.0	3 16.4	- 20.7	5 20.7	1 5.0
3	4 8.6	3 25.4	-	-	1 6.8	-	4 9.6	2 9.3	2 16.7	2 6.9	-	-	2 10.1	2 9.0	-	-	4 20.3
2	3 6.4	-	2 13.0	-	1 6.8	-	3 7.2	1 4.7	2 16.7	1 3.4	-	-	-	3 13.6	-	3 11.1	-
1 STRONGLY DISAGREE	4 9.9	1 6.9	1 6.4	1 29.3	2 13.8	-	3 8.8	3 17.2	2 16.7	1 3.4	1 28.6	-	1 5.0	3 16.6	-	2 10.5	2 9.2
DON'T KNOW/NOT APPLICABLE	1	1	-	-	-	-	1	1	-	1	-	-	1	-	-	-	1
MEAN	4.10	4.13	4.25	3.12	3.97	5.00	4.11	3.95	3.50	4.45	3.57	4.79	4.50	3.58	-	4.04	4.17

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q3E. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . IT IS MORE LIKELY TO COME TO MY HOME

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST ONCE A MONTH	42 100.0	11 100.0	14 100.0	2 100.0	13 100.0	2 100.0	38 100.0	20 100.0	11 100.0	26 100.0	5 100.0	4 100.0	18 100.0	19 100.0	- 100.0	24 100.0	18 100.0
5 STRONGLY AGREE	29 69.7	7 60.8	11 83.1	1 35.3	10 79.6	-	26 68.5	16 83.7	5 50.0	21 80.1	3 57.2	2 58.2	12 66.4	15 75.4	- 76.3	18 61.2	11 61.2
4	8 20.2	4 31.4	1 10.5	1 35.4	1 6.8	2 100.0	8 22.6	1 3.7	5 50.0	2 6.6	1 28.4	2 41.8	4 24.0	2 11.9	- 9.7	2 34.0	6 34.0
3	2 4.2	1 7.7	-	-	1 6.8	-	2 4.6	1 4.5	-	2 6.6	-	-	1 4.8	1 4.5	- 7.3	2 7.3	-
2	2 4.2	-	1 6.4	-	1 6.8	-	1 2.3	1 4.5	-	2 6.6	-	-	1 4.8	1 4.5	- 3.7	1 4.8	1 4.8
1 STRONGLY DISAGREE	1 1.7	-	-	1 29.3	-	-	1 1.9	1 3.7	-	-	1 14.3	-	-	1 3.7	- 3.0	1 3.0	-
MEAN	4.52	4.53	4.70	3.48	4.59	4.00	4.53	4.59	4.50	4.60	4.14	4.58	4.52	4.51	-	4.53	4.52

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q3F. I PREFER TO USE A LIMOUSINE RATHER THAN A TAXI BECAUSE . . . IT IS MORE ACCESSIBLE BY INTERNET OR SMARTPHONE APP

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST ONCE A MONTH	41 100.0	11 100.0	13 100.0	2 100.0	13 100.0	2 100.0	37 100.0	19 100.0	11 100.0	25 100.0	5 100.0	4 100.0	17 100.0	19 100.0	- 100.0	24 100.0	17 100.0
5 STRONGLY AGREE	26 62.7	10 92.3	7 54.1	-	7 52.2	2 100.0	23 63.0	10 54.7	7 66.7	16 62.2	3 57.2	3 79.4	16 90.0	7 34.5	- 60.8	14 65.4	11 65.4
4	5 12.4	1 7.7	2 19.5	1 35.3	1 6.8	-	5 13.9	4 22.7	-	4 17.3	1 14.3	1 20.6	-	4 21.9	-	2 7.3	3 19.4
3	4 10.6	-	-	1 35.4	3 27.2	-	3 9.5	2 9.3	-	4 17.2	-	-	1 5.0	3 18.0	-	3 11.0	2 10.1
2	3 8.2	-	3 26.3	-	-	-	2 6.8	-	2 16.7	1 3.4	1 14.1	-	1 5.0	2 12.8	-	2 10.4	1 5.0
1 STRONGLY DISAGREE	2 6.1	-	-	1 29.3	2 13.8	-	2 6.8	2 13.3	2 16.7	-	1 14.3	-	-	2 12.9	-	2 10.5	-
DON'T KNOW/NOT APPLICABLE	1	-	1	-	-	-	1	1	-	1	-	-	1	-	-	-	1
MEAN	4.18	4.92	4.02	2.77	3.84	5.00	4.20	4.05	3.83	4.38	3.86	4.79	4.75	3.52	-	3.97	4.45

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q4. OVERALL, HOW WOULD YOU RATE LIMOUSINE SERVICE IN SAN FRANCISCO USING A 5-POINT SCALE, WHERE 5 MEANS 'EXCELLENT' AND 1 MEANS 'TERRIBLE'?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE LIMO AT LEAST ONCE A MONTH	42 100.0	11 100.0	14 100.0	2 100.0	13 100.0	2 100.0	38 100.0	20 100.0	11 100.0	26 100.0	5 100.0	4 100.0	18 100.0	19 100.0	-	24 100.0	18 100.0
5 EXCELLENT	20 48.4	7 61.0	7 49.3	-	7 52.2	-	19 49.4	10 52.2	4 33.3	13 50.0	4 71.4	2 37.7	12 66.4	7 33.6	-	13 56.4	7 37.9
4	16 37.3	4 39.0	5 37.7	2 70.7	3 20.4	2 100.0	13 34.6	5 26.1	4 33.3	11 43.3	1 14.3	3 62.3	6 33.6	7 35.4	-	4 18.3	11 62.1
3	6 14.3	-	2 13.0	1 29.3	4 27.4	-	6 16.0	4 21.7	4 33.3	2 6.6	1 14.3	-	-	6 31.0	-	6 25.2	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1 TERRIBLE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/NOT APPLICABLE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.34	4.61	4.36	3.71	4.25	4.00	4.33	4.31	4.00	4.43	4.57	4.38	4.66	4.03	-	4.31	4.38

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q7A. ABOUT WHAT PERCENTAGE OF THE TIME DO YOU DIRECTLY CALL THE CAB COMPANY FOR A RIDE?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE TAXIS	473	119	93	72	109	75	422	175	105	238	120	109	191	171	-	378	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEVER (0%)	77	25	16	9	15	12	67	36	25	32	18	16	26	34	-	62	15
	16.2	20.8	17.0	12.9	14.1	15.5	15.8	20.3	23.8	13.6	14.9	15.1	13.9	19.8	-	16.4	15.4
UNDER 25%	69	26	13	7	14	10	67	33	22	37	10	26	28	14	-	48	21
	14.5	22.1	13.6	9.1	12.5	12.9	15.9	18.8	20.8	15.5	8.4	24.2	14.9	8.3	-	12.7	21.9
26% TO 50%	108	32	24	12	29	8	100	46	19	66	22	21	46	40	-	87	21
	22.9	26.7	26.2	16.8	26.6	10.8	23.7	26.4	18.0	27.6	17.9	19.3	24.3	23.1	-	23.1	22.3
51% TO 75%	23	3	2	7	4	6	22	9	4	13	5	4	12	7	-	19	4
	4.9	2.7	2.6	9.2	3.6	8.2	5.3	4.9	4.0	5.5	4.2	3.9	6.4	3.8	-	5.0	4.5
76% TO 100%	196	33	38	37	47	40	166	52	35	90	66	41	77	77	-	162	34
	41.5	27.7	40.6	52.0	43.2	52.6	39.3	29.6	33.4	37.8	54.7	37.4	40.5	45.0	-	42.9	35.9

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q7B. ABOUT WHAT PERCENTAGE OF THE TIME DO YOU HAIL A CAB OR USE OTHER METHODS TO GET A RIDE? (OTHER METHODS COULD INCLUDE LINING UP AT A CAB STAND, CALLING DRIVER ON CELL PHONE, USING APP, ETC.)

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE TAXIS	473	119	93	72	109	75	422	175	105	238	120	109	191	171	-	378	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEVER (0%)	131	20	23	28	35	24	108	35	23	54	50	23	52	56	-	113	17
	27.6	16.6	24.2	39.4	32.1	32.3	25.5	19.9	21.5	22.7	41.6	20.8	27.2	32.9	-	29.9	18.3
UNDER 25%	79	15	17	12	14	20	71	21	14	42	20	20	32	26	-	60	18
	16.6	12.3	18.0	17.1	12.5	26.2	16.9	12.1	13.6	17.6	16.7	18.2	16.7	14.9	-	15.9	19.5
26% TO 50%	106	27	24	15	28	10	97	43	18	67	20	19	50	35	-	85	21
	22.4	23.1	25.4	20.4	25.6	13.1	22.9	24.5	16.9	28.0	16.7	17.9	26.1	20.7	-	22.4	22.3
51% TO 75%	18	9	2	1	5	-	18	10	4	11	4	6	5	8	-	16	2
	3.9	7.9	2.6	1.0	4.7	-	4.4	5.8	3.4	4.4	3.0	5.4	2.6	4.4	-	4.2	2.6
76% TO 100%	140	48	28	16	27	21	128	66	47	65	27	41	52	46	-	104	35
	29.5	40.1	29.7	22.0	25.1	28.4	30.4	37.6	44.6	27.2	22.0	37.8	27.4	27.1	-	27.6	37.3

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q8. WHAT IS THE MOST COMMON REASON YOU USE TAXIS? (MULTIPLE RESPONSES ACCEPTED)

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - USE TAXIS	470	116	93	71	109	75	419	175	105	236	119	106	190	171	-	376	94
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOING OUT AT NIGHT	214	55	52	21	51	32	196	98	61	118	29	44	85	83	-	171	42
	45.5	47.6	55.9	30.0	47.1	42.1	46.9	55.7	58.1	50.0	24.1	41.2	44.8	48.4	-	45.6	45.0
GETTING TO OR FROM THE AIRPORT	150	30	25	27	47	18	135	53	18	85	44	22	62	66	-	128	22
	31.9	26.1	27.1	38.0	43.6	24.3	32.2	30.3	17.5	35.9	36.8	20.5	32.5	38.4	-	34.0	23.4
SHOPPING AND OTHER DAYTIME ACTIVITIES	68	17	13	11	14	12	58	17	8	28	32	26	26	16	-	55	13
	14.4	14.9	13.8	15.6	13.0	15.4	14.0	9.6	7.9	11.9	26.5	24.2	13.9	9.2	-	14.7	13.6
COMMUTING TO AND FROM WORK	51	18	8	7	7	8	44	21	9	34	6	14	23	12	-	25	26
	10.8	15.4	9.0	9.6	6.2	11.2	10.6	12.0	9.0	14.4	4.8	13.6	12.2	6.8	-	6.7	27.2
OTHER BUSINESS OR EMPLOYMENT NEEDS	43	13	12	9	6	3	39	16	13	18	12	12	15	16	-	33	10
	9.2	11.2	12.5	12.1	5.9	3.5	9.3	9.4	11.9	7.4	10.3	11.4	7.9	9.3	-	8.7	10.9
MEDICAL DOCTOR (APPOINTMENT/HOSPITAL)	20	5	1	3	3	8	17	2	2	7	11	7	8	5	-	15	6
	4.3	4.0	1.5	4.2	3.1	10.6	4.0	1.4	1.7	3.0	9.0	7.0	4.2	2.9	-	3.9	6.2
CAR TROUBLE/CAR NOT AVAILABLE	7	1	1	1	2	3	7	-	2	-	5	1	4	2	-	7	1
	1.6	0.6	0.8	1.0	2.0	4.2	1.6	-	1.7	-	4.2	0.7	2.3	1.5	-	1.8	0.8
MUNI NOT RUNNING/ INCONVENIENT	7	2	-	-	2	2	7	2	2	4	1	-	2	4	-	5	2
	1.4	2.1	-	-	2.2	2.4	1.6	1.0	2.3	1.5	0.6	-	1.3	2.4	-	1.3	1.9
AVOID PARKING	5	5	-	-	-	-	5	2	2	3	-	1	4	-	-	3	3
	1.1	4.5	-	-	-	-	1.3	1.0	1.7	1.5	-	0.8	2.3	-	-	0.7	2.8
DON'T KNOW	3	2	-	1	-	-	3	-	-	2	1	2	1	-	-	2	1

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q9. OVERALL, HOW WOULD YOU RATE TAXI SERVICE IN SAN FRANCISCO USING A 5-POINT SCALE, WHERE 5 MEANS EXCELLENT AND 1 MEANS TERRIBLE?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	602	130	106	115	137	103	519	213	145	289	157	121	238	236	133	372	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'EXCELLENT'	68	15	16	10	10	14	52	16	13	24	29	16	28	21	15	43	9
	11.2	11.9	14.7	9.1	7.3	13.5	10.0	7.3	8.7	8.5	18.7	13.1	11.7	8.8	11.6	11.6	9.5
4	190	48	32	38	37	33	170	72	49	90	48	42	72	74	36	130	23
	31.6	36.7	30.6	32.9	27.4	32.4	32.7	33.8	33.8	31.2	30.6	34.8	30.2	31.5	27.3	34.8	23.7
3	224	46	38	46	52	39	191	74	56	110	55	48	87	89	57	131	36
	37.3	35.3	35.7	40.0	38.1	37.9	36.8	34.9	38.6	38.2	34.7	39.4	36.6	37.5	42.9	35.2	37.9
2	70	10	15	13	20	11	60	28	14	38	15	7	31	31	10	41	18
	11.6	7.9	14.2	11.1	14.9	10.4	11.6	12.9	9.9	13.0	9.6	6.0	12.8	13.2	7.6	11.1	19.1
1 'TERRIBLE'	50	11	5	8	17	6	46	24	13	26	10	8	21	21	14	27	9
	8.3	8.3	4.8	7.0	12.3	5.8	8.8	11.1	9.0	9.1	6.4	6.7	8.6	9.0	10.5	7.2	9.8
DON'T KNOW	47	5	5	9	15	8	32	8	9	13	24	5	19	22	41	6	-
MEAN	3.26	3.36	3.36	3.26	3.02	3.37	3.23	3.13	3.23	3.17	3.46	3.42	3.23	3.18	3.22	3.33	3.04



## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q9A. WHY DO YOU SAY THAT? [WHY GAVE RATING IN Q9; MULTIPLE RESPONSES ACCEPTED]

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS PROVIDING COMMENT	568	128	99	101	131	97	491	205	138	276	143	116	227	219	117	357	93
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
POOR AVAILABILITY (NOT ENOUGH TAXIS, DIFFICULT TO GET)	142	41	33	16	42	10	133	54	34	74	33	29	58	56	13	88	41
	25.1	31.7	33.1	15.6	31.8	10.3	27.1	26.4	24.8	27.0	23.0	24.8	25.4	25.6	11.0	24.7	44.7
POOR RELIABILITY (ARRIVE LATE, DON'T SHOW, ETC.)	112	18	18	13	38	24	98	30	39	46	26	28	45	38	17	66	29
	19.8	14.3	17.7	12.9	28.7	24.9	20.0	14.4	28.0	16.8	18.0	24.5	19.8	17.5	14.7	18.6	31.2
GOOD SERVICE/NO PROBLEMS	66	9	8	13	12	19	56	22	16	28	19	10	28	24	23	37	5
	11.6	7.0	7.9	13.1	9.3	19.0	11.4	10.6	11.7	10.2	13.5	9.0	12.5	10.8	20.0	10.4	5.5
SERVICE AREA ISSUES (DIFFICULT TO GET A CAB TO/FROM CERTAIN AREAS)	63	14	10	17	10	11	54	25	14	39	9	16	30	17	13	38	12
	11.1	10.7	9.9	17.2	7.6	11.6	10.9	12.2	10.3	14.0	6.0	13.4	13.1	7.7	10.7	10.6	12.8
GOOD RELIABILITY (SHOW UP, ARRIVE ON TIME, GET ME TO DESTINATION)	57	14	9	9	13	11	44	14	11	30	16	7	20	29	11	40	6
	10.0	10.7	9.0	8.9	10.0	11.6	9.0	6.9	7.8	10.8	11.0	6.1	8.6	13.0	9.1	11.3	6.4
GOOD DRIVERS (PROFESSIONAL, COURTEOUS, HONEST, SAFE, ETC.)	56	15	13	8	12	7	43	17	12	24	19	15	24	16	5	42	9
	9.9	11.9	13.5	7.9	9.4	7.5	8.8	8.1	8.6	8.9	13.0	13.2	10.5	7.5	4.4	11.8	9.9
BAD/UNSAFE DRIVERS (TOO FAST, IGNORE SIGNS/PEDESTRIANS/TRAFFIC LAWS)	47	8	10	13	7	10	42	18	8	30	6	4	20	23	18	26	2
	8.3	5.9	9.6	12.9	5.1	10.5	8.6	8.9	5.6	10.8	4.5	3.5	8.8	10.5	15.6	7.2	2.7
GOOD AVAILABILITY - LOTS OF TAXIS, ARRIVE QUICKLY, EASY TO GET, ETC.	46	8	12	10	6	8	34	15	12	21	11	11	16	16	15	26	6
	8.1	6.3	11.9	10.2	4.9	7.9	6.9	7.5	8.6	7.6	8.0	9.8	7.2	7.2	12.5	7.1	6.1
TOO EXPENSIVE/NOT GOOD VALUE	40	2	14	4	14	5	38	20	11	25	4	10	13	18	3	31	5
	7.1	1.9	14.4	4.0	10.5	5.2	7.7	10.0	7.8	9.2	2.5	8.7	5.6	8.1	2.8	8.7	5.7
POOR DRIVERS (UNPROFESSIONAL, NOT HELPFUL, RUDE, ETC.)	38	11	4	5	11	8	35	20	8	23	8	6	10	22	8	20	10
	6.8	8.7	3.9	4.8	8.2	8.0	7.0	10.0	5.6	8.3	5.5	5.5	4.5	10.0	6.6	5.7	11.0
DRIVERS DON'T KNOW CITY/TAKE LONGEST ROUTE	28	7	3	8	3	6	25	12	4	13	10	8	6	14	4	20	4
	4.9	5.8	3.2	7.9	2.3	5.8	5.0	5.7	3.0	4.8	7.0	7.0	2.7	6.3	3.5	5.6	4.2

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q9A. WHY DO YOU SAY THAT? [WHY GAVE RATING IN Q9; MULTIPLE RESPONSES ACCEPTED]

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
DRIVERS KNOW WHERE THEY'RE GOING/TAKE SHORTEST ROUTE	25 4.4	7 5.1	8 8.3	3 3.2	5 4.2	2 1.6	21 4.3	5 2.4	2 1.3	14 5.1	8 5.5	3 2.8	14 6.1	8 3.6	4 3.4	19 5.3	2 2.5
DISPATCH SERVICE ISSUES	23 4.1	6 5.0	3 3.2	3 3.2	8 6.2	2 2.5	21 4.3	11 5.1	4 3.0	11 4.1	7 5.0	8 6.8	6 2.5	9 4.2	1 1.2	18 5.0	4 4.5
CONVENIENT (EASY TO USE, CAN BOOK AHEAD/PAY BY CARD, ETC.)	23 4.1	7 5.4	2 1.8	7 7.0	2 1.2	6 6.2	21 4.3	11 5.4	4 3.0	14 5.1	5 3.5	7 5.8	6 2.8	10 4.6	6 4.9	12 3.4	5 5.7
FARE PAYMENT ISSUES (DIFFICULTY WITH CREDIT CARD, TIPPING, ETC.)	23 4.0	9 7.4	-	2 1.7	5 3.9	6 5.7	22 4.5	9 4.3	7 4.8	14 5.1	2 1.5	8 7.1	6 2.6	9 3.9	3 2.7	14 3.8	6 6.6
VEHICLE QUALITY (TAXIS ARE DIRTY, UNCOMFORTABLE, ETC.)	21 3.6	6 4.5	3 3.4	6 5.5	4 3.1	2 1.8	18 3.7	13 6.5	4 3.0	11 4.1	5 3.5	2 1.4	7 3.0	12 5.6	1 0.7	18 5.0	2 1.9
PROBLEM HAILING TAXIS	19 3.3	3 2.6	3 3.4	2 1.6	11 8.1	-	18 3.7	7 3.4	7 5.1	6 2.2	6 4.0	6 4.9	7 3.3	6 2.7	1 1.2	12 3.2	6 6.5
EASY TO HAIL A TAXI	17 3.1	4 2.9	6 5.7	2 2.4	2 1.2	4 4.0	16 3.2	10 4.8	4 2.6	5 1.9	9 6.0	7 6.1	6 2.6	4 1.9	6 5.4	8 2.1	3 3.6
VEHICLE QUALITY (CLEAN, WELL MAINTAINED, ETC.)	11 1.9	1 0.6	2 2.5	2 1.6	6 4.5	-	9 1.9	5 2.4	4 2.6	3 1.3	4 2.5	1 0.6	2 1.1	7 3.4	1 0.6	9 2.6	1 0.8
DISPATCH SERVICE IS GOOD	8 1.3	1 0.7	2 2.2	1 1.4	2 1.8	1 0.9	8 1.6	3 1.6	-	3 0.9	5 3.5	-	5 2.4	2 1.0	2 2.0	4 1.2	1 0.9
OTHER NEGATIVE	1 0.3	1 0.6	-	1 0.7	-	-	1 0.1	-	-	-	1 1.0	-	1 0.6	-	1 0.6	1 0.2	-
DON'T KNOW/DON'T RIDE THEM ENOUGH/GENERIC COMMENT	81	7	12	24	20	13	60	17	15	26	38	10	30	39	57	21	2

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q10A. AND HOW WOULD YOU RATE THE AVAILABILITY OF TAXIS . . . FROM YOUR HOME?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	596	131	105	113	134	106	514	211	144	284	156	120	235	237	139	360	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'EXCELLENT'	92	30	11	10	20	19	70	41	20	37	34	22	32	38	24	45	22
	15.4	23.0	10.7	9.0	14.6	17.8	13.7	19.2	13.6	12.9	22.0	18.1	13.7	15.9	17.4	12.5	23.4
4	110	32	25	14	17	20	97	31	20	52	38	23	42	43	20	72	18
	18.4	24.3	24.1	12.6	12.5	18.8	19.0	14.8	13.6	18.1	24.3	19.3	18.1	18.3	14.6	19.9	18.7
3	140	37	23	21	30	28	124	57	34	69	34	35	57	47	27	99	14
	23.5	28.3	21.8	18.4	22.3	26.6	24.2	26.9	23.5	24.3	22.0	29.4	24.5	19.7	19.6	27.4	14.9
2	97	14	21	15	24	23	84	35	31	44	19	20	32	44	22	58	17
	16.3	10.4	19.5	13.6	18.1	21.3	16.4	16.6	21.5	15.4	12.4	16.6	13.4	18.6	15.4	16.1	18.2
1 'TERRIBLE'	157	18	25	52	44	16	138	48	40	83	30	20	71	65	46	87	24
	26.3	14.0	23.9	46.4	32.4	15.4	26.8	22.5	27.7	29.3	19.3	16.5	30.3	27.5	32.9	24.0	24.8
NOT APPLICABLE/DON'T KNOW	53	5	6	12	17	5	37	10	9	17	25	6	22	21	35	18	-
MEAN	2.80	3.32	2.78	2.24	2.59	3.02	2.76	2.92	2.64	2.70	3.17	3.06	2.71	2.77	2.68	2.81	2.98

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q10B. AND HOW WOULD YOU RATE THE AVAILABILITY OF TAXIS . . . FROM DOWNTOWN?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	555	127	96	105	122	94	483	203	142	270	133	108	212	226	136	328	90
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'EXCELLENT'	120	26	22	21	15	29	101	53	43	43	32	24	37	54	36	70	13
	21.6	20.4	22.9	20.5	12.3	30.7	20.9	25.9	30.4	15.9	23.6	22.5	17.5	23.9	26.5	21.5	14.6
4	193	37	38	41	39	37	173	56	38	109	42	39	73	80	50	114	28
	34.8	28.9	40.0	39.5	32.1	39.1	35.9	27.3	27.0	40.6	31.7	36.5	34.2	35.4	36.7	34.9	31.4
3	149	36	29	26	36	18	121	52	36	75	35	27	67	51	35	87	27
	26.8	28.7	30.1	24.7	29.8	19.7	25.1	25.8	25.1	27.9	26.3	25.3	31.5	22.6	25.6	26.4	30.4
2	62	19	4	12	18	8	58	25	14	29	18	10	28	24	8	41	13
	11.2	14.9	4.4	11.7	15.0	8.0	12.1	12.5	9.6	10.7	13.5	9.6	13.0	10.6	5.9	12.4	14.1
1 'TERRIBLE'	32	9	2	4	13	2	29	17	11	13	6	7	8	17	7	16	9
	5.7	7.2	2.6	3.7	10.7	2.5	6.1	8.5	7.9	4.9	4.8	6.1	3.8	7.5	5.3	4.8	9.6
NOT APPLICABLE/DON'T KNOW	94	8	16	20	29	17	68	18	12	32	48	18	45	32	38	51	5
MEAN	3.55	3.40	3.76	3.61	3.20	3.88	3.54	3.50	3.62	3.52	3.56	3.60	3.49	3.58	3.73	3.56	3.27

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q10C. AND HOW WOULD YOU RATE THE AVAILABILITY OF TAXIS . . . FROM MUNI METRO OR BART STATIONS?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	428	94	56	87	101	84	385	173	129	202	90	91	163	170	103	250	75
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'EXCELLENT'	57	9	5	13	6	20	45	21	18	21	14	7	19	30	24	26	6
	13.3	9.1	8.8	14.8	6.2	24.1	11.6	12.0	14.3	10.4	15.8	7.1	12.0	17.7	23.2	10.6	7.8
4	105	29	19	18	17	23	98	48	32	55	18	29	31	44	29	62	14
	24.5	30.3	33.9	20.5	16.7	26.9	25.5	28.0	24.5	27.3	19.8	31.7	18.8	26.0	28.6	24.6	18.4
3	149	39	25	26	33	25	136	53	53	66	28	37	65	45	28	90	31
	34.9	41.3	43.8	29.7	32.8	30.1	35.3	30.6	40.9	32.4	31.0	40.1	40.3	26.7	27.5	36.0	41.5
2	66	8	7	18	23	9	59	30	14	34	18	12	24	29	10	43	12
	15.4	8.5	12.2	21.0	23.2	10.2	15.3	17.1	10.6	16.9	19.9	13.5	14.9	17.1	10.1	17.3	16.1
1 'TERRIBLE'	52	10	1	12	21	7	47	21	13	26	12	7	23	21	11	29	12
	12.1	10.8	1.3	14.1	21.2	8.6	12.2	12.3	9.7	13.0	13.5	7.5	14.0	12.5	10.6	11.4	16.3
NOT APPLICABLE/DON'T KNOW	221	41	55	38	51	27	165	49	24	100	91	34	94	88	71	128	20
MEAN	3.12	3.18	3.37	3.01	2.64	3.48	3.09	3.10	3.23	3.05	3.05	3.18	3.00	3.19	3.44	3.06	2.85

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q11A. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . VEHICLE QUALITY?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - HAVE USED TAXIS IN PAST 6 MONTHS	387	109	84	45	84	60	348	149	77	210	92	95	153	137	-	292	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'EXCELLENT'	68	17	16	2	15	16	61	30	19	31	16	20	27	21	-	56	12
	17.6	15.5	19.2	5.4	18.4	26.6	17.6	20.4	24.6	14.6	18.0	21.0	17.8	15.4	-	19.3	12.6
4	165	54	32	20	35	23	149	59	30	91	42	43	64	58	-	118	48
	42.7	49.9	38.1	43.1	41.3	38.3	42.8	39.7	39.3	43.3	45.3	45.1	41.6	42.4	-	40.3	50.2
3	114	28	27	19	21	16	102	40	28	62	22	25	46	41	-	87	26
	29.4	25.8	32.6	42.9	25.3	26.7	29.3	26.8	36.1	29.6	24.2	26.4	30.0	30.1	-	29.9	27.7
2	28	7	7	3	9	2	25	16	-	18	9	5	12	11	-	22	6
	7.3	6.8	8.3	6.7	11.1	2.9	7.2	10.9	-	8.7	10.2	4.9	8.1	8.4	-	7.5	6.7
1 'TERRIBLE'	11	2	2	1	3	3	11	3	-	8	2	2	4	5	-	9	3
	3.0	2.1	1.9	1.9	4.0	5.6	3.1	2.2	-	3.7	2.3	2.6	2.5	3.7	-	3.0	2.8
NOT APPLICABLE/DON'T KNOW	4	1	-	2	-	1	4	-	2	1	1	2	2	-	-	4	-
MEAN	3.65	3.70	3.64	3.43	3.59	3.77	3.65	3.65	3.89	3.56	3.66	3.77	3.64	3.57	-	3.65	3.63

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q11B. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DRIVER SERVICE?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - HAVE USED TAXIS IN PAST 6 MONTHS	390	109	84	48	84	61	350	149	80	210	93	96	155	137	-	295	94
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'EXCELLENT'	77	19	20	6	16	15	67	27	20	34	21	21	32	23	-	58	19
	19.7	17.6	23.9	11.8	19.4	24.1	19.1	18.2	25.4	16.3	22.4	22.2	20.7	17.1	-	19.5	20.1
4	158	61	27	17	32	20	146	60	28	94	35	45	55	58	-	115	43
	40.6	55.7	32.5	36.1	37.9	33.4	41.5	40.0	35.0	44.6	38.0	47.0	35.9	42.3	-	39.0	45.8
3	109	20	27	17	25	17	95	44	22	60	26	23	42	42	-	87	22
	27.9	18.3	32.2	35.5	29.8	28.6	27.2	29.3	27.7	28.3	27.9	23.7	27.3	30.4	-	29.4	23.3
2	33	7	7	6	7	4	31	13	8	17	6	2	23	8	-	28	5
	8.5	6.8	8.7	13.5	8.9	7.2	8.9	8.6	9.7	7.9	7.0	2.4	14.6	5.9	-	9.4	5.5
1 'TERRIBLE'	13	2	2	1	3	4	11	6	2	6	4	4	2	6	-	8	5
	3.3	1.6	2.7	3.0	4.0	6.7	3.3	3.9	2.2	2.9	4.7	4.7	1.6	4.4	-	2.6	5.4
NOT APPLICABLE/DON'T KNOW	2	1	-	-	-	-	2	-	-	1	-	1	1	-	-	1	1
MEAN	3.65	3.81	3.66	3.40	3.60	3.61	3.64	3.60	3.72	3.63	3.67	3.80	3.59	3.62	-	3.63	3.70

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q11C. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DISPATCH SERVICE DURING THE DAYTIME?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - HAVE USED TAXIS IN PAST 6 MONTHS	312	83	70	41	67	46	281	117	68	163	75	78	126	106	-	229	82
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'EXCELLENT'	57	18	14	6	11	7	47	17	11	26	19	15	22	20	-	45	12
	18.3	21.7	20.0	15.5	16.7	14.4	16.6	14.1	15.6	16.1	25.0	19.5	17.4	18.8	-	19.6	14.8
4	89	28	14	11	22	12	81	31	15	45	26	21	36	31	-	62	27
	28.5	33.1	19.3	27.0	32.7	26.5	28.7	26.2	22.6	27.4	34.6	26.3	28.5	29.0	-	27.0	32.7
3	105	21	32	14	17	21	95	41	27	59	19	27	40	37	-	82	22
	33.7	24.7	44.9	33.3	25.4	46.1	33.8	35.2	39.3	36.1	25.0	34.6	32.1	35.4	-	36.0	27.2
2	34	11	5	6	10	2	32	16	9	17	7	8	17	9	-	27	7
	10.9	12.8	7.0	14.4	15.1	5.4	11.6	13.2	13.9	10.2	9.6	10.4	13.1	8.8	-	11.8	8.4
1 'TERRIBLE'	27	6	6	4	7	4	26	13	6	17	4	7	11	8	-	13	14
	8.6	7.8	8.8	9.8	10.1	7.6	9.3	11.4	8.7	10.2	5.8	9.2	8.9	8.0	-	5.7	16.9
NOT APPLICABLE/DON'T KNOW	79	27	14	7	17	15	71	32	11	48	18	18	29	31	-	67	13
MEAN	3.37	3.48	3.35	3.24	3.31	3.35	3.32	3.18	3.22	3.29	3.63	3.36	3.32	3.42	-	3.43	3.20



SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q11D. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DISPATCH SERVICE DURING THE EVENING?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - HAVE USED TAXIS IN PAST 6 MONTHS	310	88	65	40	68	46	290	127	70	178	57	79	119	111	-	227	84
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'EXCELLENT'	28	6	3	5	4	9	24	8	2	17	8	5	9	14	-	22	5
	8.9	7.2	4.9	12.3	6.0	20.3	8.3	5.9	3.4	9.3	13.9	6.0	7.7	12.4	-	9.8	6.6
4	62	22	15	8	7	8	57	23	14	31	16	17	17	27	-	50	12
	19.8	24.6	23.7	18.7	10.7	17.9	19.5	17.9	19.5	17.3	27.8	21.3	14.7	23.9	-	21.9	14.1
3	101	23	26	16	19	15	95	39	19	62	18	30	41	29	-	72	29
	32.4	26.0	39.8	39.7	28.1	33.8	32.6	30.9	27.3	35.0	31.7	38.0	34.3	26.2	-	31.5	34.9
2	69	22	10	10	19	8	65	28	17	42	9	14	25	29	-	53	15
	22.1	24.9	15.9	25.0	27.6	16.9	22.3	21.9	23.6	23.6	16.5	17.5	21.4	26.5	-	23.5	18.3
1 'TERRIBLE'	52	15	10	2	19	5	50	30	18	26	6	14	26	12	-	30	22
	16.7	17.4	15.7	4.3	27.6	11.2	17.3	23.4	26.2	14.8	10.1	17.2	21.8	11.1	-	13.2	26.1
NOT APPLICABLE/DON'T KNOW	81	22	19	8	16	15	62	22	9	33	36	18	37	25	-	69	11
MEAN	2.82	2.79	2.86	3.09	2.40	3.19	2.79	2.61	2.50	2.83	3.19	2.81	2.65	3.00	-	2.92	2.57

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q11E. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . EASE OF FARE PAYMENT?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - HAVE USED TAXIS IN PAST 6 MONTHS	385	107	84	45	83	61	346	148	77	208	91	95	152	135	-	291	94
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'EXCELLENT'	132	40	33	11	25	22	117	50	24	72	32	35	51	45	-	104	28
	34.4	37.3	39.0	24.1	29.7	36.9	33.8	33.8	31.6	34.5	35.5	37.1	33.6	33.4	-	35.9	29.6
4	129	38	31	18	22	18	124	49	27	66	34	37	44	47	-	100	29
	33.5	36.0	36.8	39.5	26.2	30.0	35.9	33.0	35.4	31.9	37.0	39.5	28.9	34.5	-	34.5	30.4
3	78	18	15	12	20	13	61	26	16	46	16	11	37	29	-	56	22
	20.3	16.6	17.7	27.1	23.8	20.8	17.6	17.3	20.7	21.9	17.3	12.1	24.4	21.1	-	19.1	23.8
2	32	5	5	3	14	5	31	20	9	16	6	5	14	13	-	19	13
	8.2	4.5	5.7	5.8	17.5	8.2	8.9	13.6	12.3	7.6	6.3	5.2	8.9	9.8	-	6.6	13.4
1 'TERRIBLE'	14	6	1	2	2	2	13	4	-	9	4	6	6	2	-	11	3
	3.6	5.6	0.8	3.5	2.8	4.1	3.8	2.4	-	4.2	3.9	6.0	4.2	1.3	-	3.8	2.8
NOT APPLICABLE/DON'T KNOW	6	3	-	2	1	-	6	2	2	3	1	2	3	2	-	6	1
MEAN	3.87	3.95	4.07	3.75	3.63	3.87	3.87	3.82	3.86	3.85	3.94	3.97	3.79	3.89	-	3.92	3.71

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q12A. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . FOR A CAB TO ARRIVE TO YOUR HOME AFTER YOU'VE CALLED TAXI DISPATCH DURING THE DAYTIME ON A WEEKDAY, THAT IS, FROM 4 AM TO 6 PM?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
HAVE USED TAXIS IN PAST 6 MONTHS	282 100.0	78 100.0	57 100.0	39 100.0	57 100.0	47 100.0	257 100.0	100 100.0	66 100.0	142 100.0	68 100.0	72 100.0	112 100.0	96 100.0	- 100.0	209 100.0	73 100.0
10 MINUTES OR LESS	99 35.1	34 43.2	24 42.2	9 23.0	14 24.4	17 36.9	87 33.7	33 33.0	20 30.7	47 33.3	30 44.2	28 39.1	46 41.3	24 24.7	- 33.2	69 33.2	30 40.4
15 MINUTES	59 20.9	16 20.4	15 26.6	3 8.3	16 28.3	8 16.1	57 22.1	21 20.4	11 17.1	39 27.2	9 13.7	17 23.0	16 14.3	26 27.5	- 20.9	44 20.9	15 20.9
20 MINUTES	58 20.7	16 20.0	9 14.9	13 32.7	11 19.8	10 20.3	54 20.9	24 24.1	13 19.8	28 19.8	14 21.1	9 12.4	26 22.8	23 24.3	- 20.6	43 20.6	15 20.9
30 MINUTES	24 8.6	3 3.6	5 9.2	4 10.4	8 13.9	3 7.1	21 8.0	9 9.1	4 5.4	11 8.0	9 12.6	5 7.4	11 9.7	7 7.6	- 10.7	22 10.7	2 2.4
MORE THAN 30 MINUTES	30 10.6	8 10.5	2 4.3	9 23.4	4 7.7	5 10.6	27 10.7	10 9.9	12 18.0	12 8.6	5 7.4	8 11.0	12 10.3	10 10.8	- 10.6	22 10.6	8 10.6
OFTEN NEVER ARRIVES	12 4.2	2 2.3	2 2.8	1 2.2	3 5.9	4 8.9	12 4.6	3 3.3	6 9.0	4 3.1	1 1.1	5 7.1	2 1.6	5 5.1	- 3.9	8 3.9	4 4.8
HAVE NOT CALLED FOR THIS TYPE OF SERVICE IN PAST 6 MONTHS	96	28	24	7	24	13	84	42	14	61	20	23	38	35	-	78	18
DON'T KNOW/NA	13	3	3	2	3	1	11	7	-	8	4	2	5	6	-	10	3

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q12B. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . FOR A CAB TO ARRIVE TO YOUR HOME AFTER YOU'VE CALLED TAXI DISPATCH DURING WEEKDAY EVENINGS, THAT IS, AFTER 6 PM BUT BEFORE 4 AM?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
HAVE USED TAXIS IN PAST 6 MONTHS	254 100.0	77 100.0	57 100.0	29 100.0	52 100.0	37 100.0	236 100.0	92 100.0	62 100.0	141 100.0	47 100.0	58 100.0	105 100.0	90 100.0	- 100.0	185 100.0	69 100.0
10 MINUTES OR LESS	40 15.8	13 17.6	9 15.9	4 13.6	3 6.4	10 27.8	34 14.5	16 17.4	6 9.6	22 15.5	12 25.7	11 18.3	14 13.5	15 17.0	- 15.5	29 15.5	11 16.4
15 MINUTES	51 20.1	14 17.9	18 32.1	2 5.4	9 17.0	8 21.8	50 21.0	23 24.8	9 14.5	31 21.7	11 22.7	11 19.3	20 19.4	20 21.9	- 19.9	37 19.9	14 20.8
20 MINUTES	68 26.7	19 24.4	12 21.2	11 38.6	19 36.5	5 13.8	63 26.6	23 24.7	12 20.1	43 30.5	11 22.7	14 23.4	23 21.5	30 33.5	- 28.6	53 28.6	15 21.4
30 MINUTES	34 13.5	16 20.3	5 8.4	5 17.4	7 13.6	2 4.7	33 13.9	13 13.8	8 12.5	20 14.3	6 12.1	10 17.5	17 16.0	7 8.2	- 13.4	25 13.4	9 13.8
MORE THAN 30 MINUTES	41 16.1	8 10.1	9 16.5	7 25.0	9 16.9	8 20.5	38 16.2	14 14.7	15 25.0	21 14.9	4 9.1	3 5.5	24 23.0	14 15.1	- 15.0	28 15.0	13 18.9
OFTEN NEVER ARRIVES	20 7.9	7 9.7	3 5.9	- 9.5	5 9.5	4 11.3	19 7.8	4 4.6	11 18.2	4 3.1	4 7.5	9 15.9	7 6.6	4 4.3	- 7.5	14 7.5	6 8.7
HAVE NOT CALLED FOR THIS TYPE OF SERVICE IN PAST 6 MONTHS	126	30	24	16	31	23	105	50	18	62	42	39	47	40	-	104	22
DON'T KNOW/NA	11	3	3	2	1	1	11	7	-	8	3	-	4	8	-	7	4

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q12C. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . FOR A CAB TO ARRIVE TO YOUR HOME AFTER YOU'VE CALLED TAXI DISPATCH ON WEEKENDS (ANY TIME SATURDAY OR SUNDAY)?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
HAVE USED TAXIS IN PAST 6 MONTHS	251 100.0	75 100.0	55 100.0	26 100.0	55 100.0	39 100.0	233 100.0	97 100.0	56 100.0	143 100.0	48 100.0	62 100.0	100 100.0	88 100.0	- 100.0	183 100.0	68 100.0
10 MINUTES OR LESS	40 15.9	17 22.5	9 16.7	3 13.1	4 7.0	7 17.2	35 15.2	12 12.3	2 4.3	21 14.7	16 32.8	15 23.5	15 15.2	10 11.6	- 14.4	26 14.4	14 20.1
15 MINUTES	42 16.7	12 15.6	14 25.4	1 3.4	7 12.4	8 19.6	40 17.3	19 19.5	8 15.0	27 19.0	6 13.4	9 15.2	12 11.8	20 22.5	- 16.7	31 16.7	11 16.6
20 MINUTES	55 22.1	9 12.5	6 10.5	13 50.4	21 37.8	7 16.9	49 21.1	22 22.7	11 20.2	29 20.3	14 28.4	12 19.9	16 16.5	27 30.4	- 26.6	49 26.6	7 9.8
30 MINUTES	45 17.8	17 23.0	10 18.1	2 6.8	12 20.8	4 9.1	44 18.9	19 20.1	13 23.4	25 17.2	6 12.0	12 19.0	21 21.5	11 12.3	- 16.7	31 16.7	14 20.7
MORE THAN 30 MINUTES	54 21.4	14 18.6	13 23.2	7 26.2	8 14.0	13 32.6	50 21.7	19 20.1	15 27.7	33 23.3	5 10.5	8 12.6	30 29.7	16 18.6	- 20.9	38 20.9	15 22.7
OFTEN NEVER ARRIVES	15 6.1	6 7.8	3 6.0	- 7.9	4 7.9	2 4.6	14 5.9	5 5.3	5 9.5	8 5.5	1 3.0	6 9.8	5 5.3	4 4.6	- 4.6	8 4.6	7 10.1
HAVE NOT CALLED FOR THIS TYPE OF SERVICE IN PAST 6 MONTHS	128	33	25	19	26	22	109	45	24	62	39	35	52	41	-	104	25
DON'T KNOW/NA	12	2	3	3	2	1	10	7	-	6	5	-	4	8	-	9	2

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

[BASED ON ALL OF THOSE CALLING DISPATCH] Q12C. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . FOR A CAB TO ARRIVE TO YOUR HOME AFTER YOU'VE CALLED TAXI DISPATCH ON WEEKENDS (ANY TIME SATURDAY OR SUNDAY)?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
HAVE USED TAXIS IN PAST 6 MONTHS AND CALLED DISPATCH	251 100.0	75 100.0	55 100.0	26 100.0	55 100.0	39 100.0	233 100.0	97 100.0	56 100.0	143 100.0	48 100.0	62 100.0	100 100.0	88 100.0	- 100.0	183 100.0	68 100.0
10 MINUTES OR LESS	40 15.9	17 22.5	9 16.7	3 13.1	4 7.0	7 17.2	35 15.2	12 12.3	2 4.3	21 14.7	16 32.8	15 23.5	15 15.2	10 11.6	- 14.4	26 20.1	14 20.1
15 MINUTES	42 16.7	12 15.6	14 25.4	1 3.4	7 12.4	8 19.6	40 17.3	19 19.5	8 15.0	27 19.0	6 13.4	9 15.2	12 11.8	20 22.5	- 16.7	31 16.7	11 16.6
20 MINUTES	55 22.1	9 12.5	6 10.5	13 50.4	21 37.8	7 16.9	49 21.1	22 22.7	11 20.2	29 20.3	14 28.4	12 19.9	16 16.5	27 30.4	- 26.6	49 26.6	7 9.8
30 MINUTES	45 17.8	17 23.0	10 18.1	2 6.8	12 20.8	4 9.1	44 18.9	19 20.1	13 23.4	25 17.2	6 12.0	12 19.0	21 21.5	11 12.3	- 16.7	31 16.7	14 20.7
MORE THAN 30 MINUTES	54 21.4	14 18.6	13 23.2	7 26.2	8 14.0	13 32.6	50 21.7	19 20.1	15 27.7	33 23.3	5 10.5	8 12.6	30 29.7	16 18.6	- 20.9	38 20.9	15 22.7
OFTEN NEVER ARRIVES	15 6.1	6 7.8	3 6.0	-	4 7.9	2 4.6	14 5.9	5 5.3	5 9.5	8 5.5	1 3.0	6 9.8	5 5.3	4 4.6	- 4.6	8 4.6	7 10.1
DON'T KNOW/NA	12	2	3	3	2	1	10	7	-	6	5	-	4	8	-	9	2

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q12D. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . TO HAIL A CAB IN A STREET NEAR YOUR HOME DURING THE DAYTIME ON A WEEKDAY (FROM 4 AM TO 6 PM)?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
HAVE USED TAXIS IN PAST 6 MONTHS	226 100.0	81 100.0	48 100.0	16 100.0	43 100.0	34 100.0	209 100.0	95 100.0	52 100.0	127 100.0	44 100.0	59 100.0	92 100.0	73 100.0	- 100.0	159 100.0	67 100.0
10 MINUTES OR LESS	88 38.8	43 52.8	22 46.0	1 4.5	10 23.9	10 30.1	80 38.0	35 37.3	26 50.5	43 33.8	18 41.0	26 43.1	41 44.8	20 27.3	- 37.3	59 37.3	28 42.4
15 MINUTES	37 16.3	14 16.7	9 18.1	1 4.5	6 14.1	8 23.2	36 17.2	10 10.9	12 23.0	19 15.2	6 13.1	12 19.7	14 14.7	12 16.0	- 16.3	26 16.3	11 16.4
20 MINUTES	28 12.6	12 15.3	4 8.5	2 9.8	6 14.0	4 12.7	28 13.2	11 11.4	4 8.1	19 15.1	4 9.9	10 16.5	9 10.1	9 12.7	- 12.0	19 12.0	9 14.0
30 MINUTES	17 7.4	5 6.1	5 10.4	2 10.8	4 10.0	1 2.5	15 7.3	10 10.2	4 6.9	10 7.6	4 8.2	4 6.3	8 8.4	5 7.2	- 7.7	12 7.7	4 6.6
MORE THAN 30 MINUTES	35 15.4	5 6.1	7 15.5	6 34.7	11 26.1	4 12.8	31 14.8	20 21.0	6 11.5	21 16.6	6 14.8	8 13.1	12 12.9	15 19.9	- 17.6	28 17.6	7 10.3
OFTEN NEVER ARRIVES	21 9.4	2 3.0	1 1.5	6 35.8	5 11.9	6 18.7	20 9.4	9 9.3	- 11.7	15 11.7	6 13.1	1 1.2	8 9.0	12 16.9	- 9.1	14 9.1	7 10.3
HAVE NOT CALLED FOR THIS TYPE OF SERVICE IN PAST 6 MONTHS	158	27	34	31	40	27	137	51	28	79	47	35	63	60	-	133	26
DON'T KNOW/NA	7	2	2	1	2	-	6	3	-	5	1	2	1	4	-	4	2

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q12E. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . TO HAIL A CAB IN A STREET NEAR YOUR HOME DURING THE EVENING ON A WEEKDAY (AFTER 6 PM BUT BEFORE 4 AM)?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
HAVE USED TAXIS IN PAST 6 MONTHS	230 100.0	83 100.0	43 100.0	17 100.0	45 100.0	39 100.0	214 100.0	101 100.0	50 100.0	138 100.0	39 100.0	59 100.0	92 100.0	78 100.0	- 100.0	161 100.0	69 100.0
10 MINUTES OR LESS	75 32.8	31 37.8	17 39.0	-	11 25.6	14 36.3	69 32.0	35 34.7	24 48.7	40 28.7	11 27.7	19 32.5	33 36.4	22 28.2	-	50 31.4	25 36.0
15 MINUTES	38 16.6	17 20.8	6 14.1	-	7 14.7	8 20.9	37 17.4	9 8.5	8 16.7	25 18.4	4 9.3	12 20.1	15 16.7	11 14.1	-	23 14.1	15 22.3
20 MINUTES	34 14.8	15 17.6	3 7.3	3 15.3	7 15.7	7 17.1	33 15.5	12 11.9	5 10.7	24 17.8	4 9.2	9 15.3	9 9.5	16 21.0	-	22 13.8	12 17.3
30 MINUTES	19 8.3	6 7.7	8 19.5	-	4 9.6	-	18 8.2	10 10.3	4 7.1	11 7.7	5 13.0	4 7.2	9 10.0	6 7.3	-	16 10.3	3 3.8
MORE THAN 30 MINUTES	35 15.0	9 10.8	6 14.7	8 46.8	8 17.4	3 6.8	30 14.2	20 19.9	7 13.2	19 14.0	8 20.4	10 16.5	14 14.8	10 13.5	-	27 16.8	8 10.9
OFTEN NEVER ARRIVES	29 12.5	4 5.1	2 5.3	7 37.8	8 17.0	7 18.8	27 12.7	15 14.7	2 3.6	18 13.4	8 20.4	5 8.4	12 12.5	12 15.9	-	22 13.8	7 9.7
HAVE NOT CALLED FOR THIS TYPE OF SERVICE IN PAST 6 MONTHS	157	26	39	30	38	22	135	46	30	70	53	38	64	55	-	133	24
DON'T KNOW/NA	4	1	2	1	1	-	3	3	-	4	1	-	-	4	-	2	2



## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q12F. THINKING ABOUT THE TIMES YOU'VE USED A SAN FRANCISCO TAXI IN THE PAST 6 MONTHS, APPROXIMATELY HOW LONG DOES IT TAKE . . . TO HAIL A CAB IN A STREET NEAR YOUR HOME ON WEEKENDS (ANY TIME SATURDAY OR SUNDAY)?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
HAVE USED TAXIS IN PAST 6 MONTHS	231 100.0	86 100.0	43 100.0	15 100.0	46 100.0	38 100.0	215 100.0	100 100.0	52 100.0	137 100.0	40 100.0	61 100.0	92 100.0	77 100.0	- 100.0	160 100.0	71 100.0
10 MINUTES OR LESS	59 25.4	28 32.5	8 19.0	-	9 19.0	12 32.5	54 25.1	27 27.3	14 27.2	32 23.7	11 29.1	12 20.6	26 28.3	19 25.2	- 23.0	37 31.0	22 31.0
15 MINUTES	42 18.1	18 21.0	11 24.7	-	7 16.0	6 15.1	38 17.8	10 10.2	15 29.6	23 16.7	4 9.1	14 23.2	20 21.8	8 10.0	- 15.8	25 23.2	17 23.2
20 MINUTES	40 17.4	19 21.7	5 11.9	3 17.8	8 17.1	6 15.3	39 18.3	19 19.1	9 17.0	26 19.2	4 10.9	13 22.1	13 14.1	14 17.8	- 18.1	29 15.6	11 15.6
30 MINUTES	23 9.7	8 9.4	8 17.7	-	6 13.0	1 2.3	23 10.5	11 11.0	8 14.8	11 7.7	4 10.9	8 13.6	8 9.2	6 7.6	- 11.3	18 6.2	4 6.2
MORE THAN 30 MINUTES	43 18.7	11 12.5	10 23.0	6 38.2	10 22.1	6 15.6	38 17.9	22 21.8	4 8.0	29 21.2	9 23.7	10 16.4	15 16.8	17 22.2	- 20.1	32 15.6	11 15.6
OFTEN NEVER ARRIVES	25 10.7	2 2.9	2 3.7	7 44.0	6 12.9	7 19.2	22 10.4	11 10.6	2 3.4	16 11.5	6 16.4	2 4.1	9 9.8	13 17.2	- 11.7	19 8.4	6 8.4
HAVE NOT CALLED FOR THIS TYPE OF SERVICE IN PAST 6 MONTHS	155	23	39	32	37	23	134	46	27	70	52	36	62	56	-	133	22
DON'T KNOW/NA	5	1	3	1	1	-	4	4	-	4	1	-	1	4	-	3	2

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q13A. I WOULD TAKE TAXIS TO WORK MORE FREQUENTLY IF I KNEW I COULD GET A CAB WITHIN 15 MINUTES OF CALLING FOR ONE

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	442	93	66	91	106	74	390	164	126	221	86	89	166	183	114	257	70
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'STRONGLY AGREE'	86	23	14	11	20	16	75	39	24	42	17	15	38	33	15	45	26
	19.5	25.2	21.3	12.1	18.8	21.6	19.2	23.6	19.4	19.1	20.0	16.4	23.1	18.1	13.1	17.5	37.6
4	35	7	5	11	7	5	32	12	11	18	5	11	8	15	6	23	6
	7.9	7.6	7.4	11.7	6.3	6.6	8.1	7.2	8.6	8.3	5.8	12.0	5.1	8.2	5.0	9.0	8.6
3	40	7	7	11	8	7	35	15	10	20	9	7	19	13	17	17	7
	9.1	7.4	10.9	11.6	7.4	9.5	8.9	8.9	8.1	9.1	10.8	8.4	11.1	7.0	14.5	6.4	10.4
2	40	11	4	6	7	11	36	16	11	22	6	10	7	23	10	26	5
	9.2	11.5	5.3	6.9	6.9	14.7	9.1	9.6	9.1	9.9	7.5	10.9	4.0	12.7	8.3	10.1	7.3
1 'STRONGLY DISAGREE'	240	45	36	53	64	35	213	83	69	118	48	46	94	99	67	147	25
	54.4	48.3	55.2	57.7	60.5	47.6	54.7	50.8	54.9	53.5	55.8	52.4	56.6	54.0	59.1	57.0	36.1
NA/DK	207	42	45	33	45	37	161	57	28	81	95	37	91	75	60	121	25
MEAN	2.29	2.50	2.34	2.14	2.16	2.40	2.28	2.43	2.29	2.29	2.27	2.29	2.34	2.24	2.05	2.20	3.04

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

[filtered to include those who work ONLY] Q13A. I WOULD TAKE TAXIS TO WORK MORE FREQUENTLY IF I KNEW I COULD GET A CAB WITHIN 15 MINUTES OF CALLING FOR ONE

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS WHO WORK OUTSIDE THE HOME	366	78	60	70	91	60	330	147	109	195	58	78	133	154	79	221	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'STRONGLY AGREE'	68	19	13	8	16	13	62	32	24	35	9	12	30	25	10	36	23
	18.6	24.2	22.2	11.0	17.1	21.4	18.9	22.1	22.3	18.0	15.0	15.9	22.9	16.4	12.3	16.1	35.2
4	33	7	5	10	7	4	31	12	11	17	4	10	8	14	5	22	6
	8.9	9.0	8.1	13.9	7.4	7.0	9.3	8.1	9.8	9.0	7.5	12.5	6.4	9.3	6.3	9.8	9.2
3	30	7	6	8	4	5	26	13	8	17	6	6	16	7	12	13	6
	8.2	8.9	9.6	11.8	4.3	8.8	7.9	8.7	7.1	8.5	10.0	7.7	12.1	4.7	14.8	5.7	9.0
2	32	7	4	6	5	10	29	12	9	18	5	9	4	19	6	21	5
	8.8	8.4	5.8	9.0	5.4	17.0	8.8	8.0	8.2	9.0	8.8	11.4	3.0	12.5	8.1	9.4	7.8
1 'STRONGLY DISAGREE'	203	39	33	38	60	27	182	78	58	108	34	41	74	88	46	130	25
	55.4	49.5	54.2	54.4	65.8	45.8	55.1	53.2	52.6	55.6	58.7	52.5	55.6	57.0	58.5	59.0	38.7
NA/DK	103	24	27	12	21	19	84	40	17	59	24	13	45	46	23	63	17
MEAN	2.27	2.50	2.38	2.18	2.05	2.41	2.28	2.38	2.41	2.25	2.11	2.28	2.38	2.16	2.06	2.15	2.94

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q13B. I WOULD TAKE PUBLIC TRANSIT (SUCH AS MUNI OR BART) TO WORK MORE OFTEN IF I KNEW I COULD RELY ON TAXI SERVICE WHEN I NEEDED TO GET HOME QUICKLY

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	649	135	111	124	151	111	551	222	153	302	181	126	257	258	174	378	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'STRONGLY AGREE'	93	24	9	21	18	18	85	38	25	49	17	15	41	36	17	54	21
	14.3	17.5	8.5	17.2	12.2	16.4	15.4	17.0	16.3	16.2	9.1	12.0	16.1	13.8	9.8	14.4	22.4
4	91	16	19	12	23	21	81	34	29	45	16	17	29	45	18	67	6
	14.0	11.7	17.0	10.0	15.0	19.2	14.7	15.3	19.0	15.1	8.7	13.6	11.4	17.4	10.4	17.8	6.1
3	86	18	18	17	17	15	80	34	29	41	14	13	35	38	22	47	17
	13.3	13.0	16.3	13.7	11.0	13.7	14.5	15.1	18.6	13.7	7.9	10.3	13.6	14.6	12.4	12.5	18.1
2	43	10	3	12	11	4	34	15	9	25	9	6	12	22	16	18	9
	6.6	7.0	2.4	9.9	7.5	3.5	6.2	7.0	5.8	8.1	4.8	4.8	4.5	8.6	9.2	4.8	9.3
1 'STRONGLY DISAGREE'	154	23	26	33	42	22	132	51	39	78	34	29	61	63	52	86	16
	23.8	17.0	23.6	26.8	27.6	20.0	23.9	23.2	25.1	25.8	19.0	22.9	23.9	24.3	29.7	22.7	16.8
NA/DK	181	46	36	28	40	30	139	50	23	64	92	46	79	55	50	105	26
	27.9	33.7	32.1	22.4	26.7	27.2	25.3	22.5	15.1	21.1	50.5	36.4	30.6	21.4	28.5	27.8	27.3
MEAN	2.84	3.09	2.77	2.76	2.68	3.12	2.89	2.95	2.95	2.85	2.68	2.80	2.87	2.85	2.46	2.95	3.11

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

[filtering out non-workers] Q13B. I WOULD TAKE PUBLIC TRANSIT (SUCH AS MUNI OR BART) TO WORK MORE OFTEN IF I KNEW I COULD RELY ON TAXI SERVICE WHEN I NEEDED TO GET HOME QUICKLY

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS WHO WORK OUTSIDE THE HOME	381 100.0	75 100.0	70 100.0	70 100.0	93 100.0	66 100.0	340 100.0	156 100.0	109 100.0	209 100.0	58 100.0	68 100.0	143 100.0	169 100.0	87 100.0	229 100.0	64 100.0
5 'STRONGLY AGREE'	71 18.7	21 28.4	9 13.5	16 22.5	12 13.0	13 19.4	67 19.7	30 19.5	20 18.5	41 19.7	10 17.3	13 19.0	30 21.1	28 16.7	11 12.6	43 18.6	18 27.9
4	79 20.6	13 16.8	17 24.7	11 15.5	18 19.5	20 30.0	70 20.6	33 21.1	27 24.5	41 19.6	10 17.3	16 22.9	25 17.6	38 22.4	15 17.4	58 25.5	5 7.9
3	70 18.2	14 18.1	17 23.6	10 14.3	16 16.9	13 19.4	65 19.2	29 18.8	26 23.9	33 15.9	9 14.8	12 17.6	26 18.3	31 18.5	11 13.1	41 17.9	17 26.8
2	30 7.9	8 10.3	3 3.8	9 13.2	9 9.8	2 2.4	25 7.2	12 7.8	4 3.8	21 10.1	5 8.6	6 8.8	8 5.9	16 9.3	10 11.1	12 5.2	9 13.7
1 'STRONGLY DISAGREE'	131 34.4	20 26.3	24 34.4	24 34.6	38 40.8	19 28.9	113 33.2	51 32.9	32 29.3	73 34.7	24 42.0	22 31.7	53 37.0	56 33.0	40 45.9	75 32.9	15 23.6
NA/DK	88 23.0	27 35.5	17 24.1	13 18.3	19 20.1	13 19.1	73 21.5	30 19.1	17 15.7	45 21.7	24 40.6	22 32.6	35 24.7	30 17.9	15 17.0	55 23.8	18 27.4
MEAN	2.81	3.11	2.79	2.78	2.54	3.09	2.86	2.87	2.99	2.79	2.59	2.89	2.80	2.80	2.40	2.92	3.03

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q13C. IF TAXI SERVICE WAS BETTER, I WOULD CONSIDER GIVING UP ONE OR MORE OF MY CARS

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	649	135	111	124	151	111	551	222	153	302	181	126	257	258	174	378	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'STRONGLY AGREE'	43	12	2	9	13	7	37	17	11	22	9	2	21	19	10	22	11
	6.5	8.5	2.2	7.4	8.4	6.0	6.7	7.6	7.3	7.3	5.2	2.0	8.1	7.4	5.5	5.7	11.7
4	27	8	2	4	7	5	23	11	2	15	9	3	12	11	7	16	4
	4.2	6.1	2.2	3.1	4.7	4.5	4.3	4.9	1.2	4.9	4.7	2.5	4.8	4.3	3.9	4.3	4.6
3	36	9	5	8	10	4	31	13	10	15	11	3	10	23	12	20	4
	5.6	6.5	4.2	6.4	6.5	4.0	5.6	5.8	6.6	4.9	5.9	2.5	3.7	8.9	7.0	5.3	4.3
2	60	10	13	14	12	11	50	20	15	26	19	3	19	37	17	40	3
	9.2	7.6	11.9	10.8	8.0	9.6	9.1	9.0	9.7	8.7	10.3	2.5	7.5	14.5	9.9	10.6	2.8
1 'STRONGLY DISAGREE'	341	51	61	80	82	54	286	120	69	169	95	17	168	150	104	198	37
	52.5	37.5	54.9	64.5	53.9	48.8	52.0	54.2	45.0	55.9	52.2	13.6	65.4	58.2	59.9	52.3	38.9
NA/DK	142	46	27	10	28	30	123	41	46	55	39	97	27	17	24	82	36
	21.9	33.7	24.5	7.8	18.5	27.2	22.3	18.4	30.2	18.3	21.7	76.9	10.4	6.6	13.9	21.8	37.7
MEAN	1.76	2.10	1.47	1.68	1.84	1.75	1.77	1.81	1.80	1.76	1.73	1.99	1.69	1.80	1.67	1.73	2.16

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

[non-car owners filtered out] Q13C. IF TAXI SERVICE WAS BETTER, I WOULD CONSIDER GIVING UP ONE OR MORE OF MY CARS

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	471 100.0	76 100.0	80 100.0	112 100.0	120 100.0	75 100.0	396 100.0	167 100.0	93 100.0	235 100.0	135 100.0	- 100.0	230 100.0	241 100.0	139 100.0	274 100.0	57 100.0
5 'STRONGLY AGREE'	40 8.5	11 14.2	2 3.1	9 8.2	11 9.2	7 8.8	35 8.8	15 9.1	9 10.2	22 9.3	9 6.4	- 9.1	21 7.9	19 6.4	9 6.4	20 7.3	11 19.7
4	23 5.0	7 8.8	2 2.0	4 3.5	7 5.9	4 5.6	20 5.1	9 5.6	2 1.9	13 5.6	7 5.3	- 5.4	12 4.6	11 4.6	5 3.8	15 5.3	4 6.2
3	33 6.9	6 8.4	5 5.9	8 7.1	9 7.7	4 5.8	28 7.0	11 6.3	8 8.3	15 6.3	10 7.4	- 4.1	10 9.6	23 9.6	12 8.7	16 6.0	4 7.2
2	57 12.0	7 9.4	13 16.7	14 12.1	12 10.1	11 14.1	47 11.9	17 10.1	13 13.4	26 11.2	18 13.3	- 8.4	19 15.5	37 15.5	17 12.3	37 13.4	3 4.7
1 'STRONGLY DISAGREE'	319 67.6	45 59.1	58 72.4	77 69.0	80 67.1	49 65.6	266 67.2	115 69.0	62 66.3	158 67.5	91 67.5	- 73.0	168 62.4	150 62.4	96 68.7	186 67.9	35 62.2
NO ANSWER	46	7	7	6	13	13	33	18	13	21	11	-	27	17	15	26	5
MEAN	1.75	2.10	1.47	1.70	1.80	1.78	1.76	1.76	1.76	1.78	1.70	-	1.69	1.80	1.67	1.71	2.17

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q13D. I WOULD TAKE TAXIS FOR LEISURE PURPOSES MORE FREQUENTLY IF I COULD GET A CAB WITHIN 15 MINUTES OF CALLING ONE

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	588	121	96	116	139	103	509	205	143	279	155	113	230	241	156	348	83
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'STRONGLY AGREE'	159	41	23	29	41	25	143	66	39	88	31	28	67	64	23	93	42
	27.0	34.0	24.3	24.7	29.3	23.9	28.0	32.0	27.5	31.4	19.9	25.1	29.0	26.3	15.0	26.8	50.3
4	100	27	20	15	22	15	86	30	20	48	31	18	43	39	19	68	13
	17.0	22.7	21.1	13.0	15.6	15.0	16.9	14.8	13.7	17.3	19.9	15.6	18.6	16.1	12.3	19.5	15.8
3	86	17	11	21	19	15	77	33	20	41	20	23	28	33	17	55	13
	14.6	13.8	11.4	18.1	13.5	14.5	15.1	16.2	14.2	14.7	13.0	20.2	12.2	13.8	10.7	15.9	15.7
2	59	7	7	11	18	16	53	15	20	24	13	13	14	32	17	36	7
	10.1	6.0	6.9	9.6	13.2	15.4	10.4	7.3	14.3	8.8	8.3	11.6	6.3	13.1	10.6	10.3	8.2
1 'STRONGLY DISAGREE'	184	29	35	40	40	32	150	61	43	78	60	31	78	74	80	96	8
	31.3	23.6	36.3	34.5	28.3	31.3	29.5	29.7	30.4	27.9	38.8	27.5	33.9	30.7	51.4	27.5	10.0
NA/DK	61	14	15	8	12	8	41	16	11	23	26	12	27	17	19	30	12
MEAN	2.98	3.38	2.90	2.84	3.04	2.85	3.03	3.12	2.94	3.15	2.74	2.99	3.03	2.94	2.29	3.08	3.88



SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q13E. I WOULD GO TO MOVIES, RESTAURANTS, BARS, OR OTHER ENTERTAINMENT AT NIGHT MORE OFTEN IF I COULD GET A CAB WITHIN 15 MINUTES OF CALLING ONE

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	581	119	93	115	139	101	505	199	141	277	152	112	231	232	156	342	83
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'STRONGLY AGREE'	137	33	19	24	33	25	117	44	22	81	31	21	55	60	25	77	35
	23.5	27.5	20.9	20.6	23.8	25.1	23.1	22.0	15.6	29.3	20.3	18.9	23.8	25.7	16.1	22.4	42.2
4	104	22	19	16	23	20	93	37	38	41	23	18	44	38	26	62	15
	17.8	18.6	20.8	14.4	16.7	19.9	18.3	18.7	27.0	14.8	15.1	16.5	19.1	16.6	16.8	18.1	18.6
3	92	20	19	15	17	17	82	35	22	39	27	21	36	32	19	61	11
	15.7	16.8	20.7	13.3	12.1	16.9	16.3	17.3	15.6	14.2	17.5	19.1	15.6	13.7	11.9	17.8	13.4
2	61	14	6	15	18	9	54	21	16	31	14	17	16	28	20	37	5
	10.5	11.8	6.1	12.7	13.0	9.0	10.6	10.6	11.0	11.0	9.4	15.5	6.7	12.2	12.6	10.7	6.2
1 'STRONGLY DISAGREE'	188	30	29	45	48	29	160	62	43	85	57	34	80	74	66	106	16
	32.4	25.4	31.6	39.1	34.5	29.1	31.6	31.3	30.8	30.6	37.7	30.0	34.7	31.8	42.6	31.0	19.6
NA/DK	68	16	18	10	13	10	46	22	13	24	29	14	26	26	19	36	12
MEAN	2.89	3.11	2.93	2.65	2.82	3.03	2.91	2.89	2.86	3.01	2.71	2.79	2.90	2.92	2.51	2.90	3.58

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q13F. I WOULD BE WILLING TO PAY A REASONABLY HIGHER METER RATE FOR GREATER AVAILABILITY OF TAXIS

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	627	131	109	123	145	105	535	216	149	294	172	121	250	249	163	370	93
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'STRONGLY AGREE'	73	18	9	12	18	13	63	26	15	35	23	15	32	22	15	31	27
	11.7	13.6	8.5	9.9	12.1	12.7	11.8	12.0	10.3	11.9	13.3	12.1	12.9	9.0	9.0	8.5	29.6
4	72	11	21	11	21	7	62	24	15	37	20	14	25	32	11	48	13
	11.4	8.7	19.7	8.9	14.2	7.1	11.7	11.2	9.9	12.5	11.7	11.9	10.2	12.8	6.5	13.0	13.9
3	100	26	15	13	18	25	88	46	23	50	25	20	42	38	21	64	15
	15.9	20.2	14.1	10.6	12.7	23.9	16.5	21.2	15.6	17.0	14.6	16.3	16.6	15.4	12.6	17.3	16.5
2	102	19	13	20	34	16	87	38	29	47	25	20	36	46	18	79	5
	16.3	14.6	12.1	16.0	23.5	14.9	16.2	17.4	19.1	16.1	14.6	16.4	14.2	18.5	11.0	21.4	5.5
1 'STRONGLY DISAGREE'	280	56	50	67	54	43	234	82	67	125	79	53	116	110	99	147	32
	44.6	43.0	45.6	54.6	37.6	41.3	43.8	38.1	45.0	42.5	45.8	43.3	46.2	44.3	60.9	39.8	34.5
NA/DK	22	5	2	1	6	6	16	6	4	8	9	5	7	9	11	8	2
MEAN	2.29	2.35	2.33	2.04	2.40	2.35	2.31	2.42	2.21	2.35	2.32	2.33	2.29	2.24	1.92	2.29	2.99

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q13G. I WOULD BE WILLING TO PAY A REASONABLY HIGHER METER RATE FOR BETTER ENFORCEMENT OF QUALITY STANDARDS IN TAXIS

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	631	134	110	123	144	105	538	218	149	298	173	123	250	252	163	371	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'STRONGLY AGREE'	70	14	12	6	18	17	58	19	13	34	23	10	27	29	22	30	17
	11.0	10.6	10.5	4.7	12.6	16.6	10.8	8.8	8.4	11.5	13.3	8.3	10.8	11.6	13.3	8.2	18.4
4	72	15	13	14	22	7	65	22	22	30	19	18	30	22	15	49	8
	11.4	11.5	11.5	11.5	15.4	6.3	12.1	10.0	14.7	10.0	11.2	15.0	12.1	8.8	9.0	13.3	8.3
3	119	26	26	26	18	22	102	48	21	63	34	22	42	54	29	74	16
	18.9	19.1	23.4	21.4	12.6	21.2	19.0	22.2	14.0	21.2	19.5	17.8	16.8	21.6	18.1	19.9	16.4
2	113	22	17	24	33	17	95	39	35	47	29	22	39	51	25	72	16
	17.9	16.1	15.2	19.5	23.0	16.3	17.7	18.0	23.5	15.9	16.6	18.2	15.7	20.3	15.4	19.4	16.9
1 'STRONGLY DISAGREE'	257	57	43	53	53	42	217	90	59	123	68	50	112	95	72	146	38
	40.8	42.6	39.4	42.8	36.4	39.7	40.4	41.1	39.4	41.4	39.4	40.8	44.6	37.7	44.3	39.2	39.9
NA/DK	18	1	2	1	7	5	13	3	4	4	9	3	7	6	11	7	-
MEAN	2.34	2.31	2.38	2.16	2.45	2.44	2.35	2.27	2.29	2.34	2.42	2.32	2.29	2.36	2.32	2.32	2.48

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q13H. SAN FRANCISCO HAS A GOOD AVAILABILITY OF TAXIS

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	614	130	109	115	141	105	527	218	148	294	161	121	242	245	147	371	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'STRONGLY AGREE'	120	28	18	14	25	31	102	42	35	49	35	33	34	51	32	77	11
	19.6	21.3	16.9	12.1	17.8	29.9	19.4	19.4	23.4	16.7	21.8	27.0	14.2	20.8	21.7	20.8	12.1
4	156	37	30	28	28	31	132	52	51	69	34	40	56	58	44	89	22
	25.3	28.5	27.8	24.7	19.5	29.3	25.0	23.8	34.2	23.5	21.0	33.2	23.3	23.7	29.8	24.1	23.0
3	155	26	27	40	29	27	127	47	24	76	49	18	74	61	39	96	19
	25.2	20.3	25.2	34.5	20.6	25.4	24.1	21.7	16.5	25.9	30.3	14.9	30.7	24.7	26.7	26.0	19.5
2	85	14	16	15	29	8	76	32	20	41	23	15	33	37	18	52	16
	13.8	10.9	14.7	13.4	20.8	8.1	14.4	14.6	13.6	14.0	14.3	12.2	13.8	15.0	12.0	13.9	16.5
1 'STRONGLY DISAGREE'	99	25	17	18	30	8	91	45	18	59	20	15	43	39	14	57	27
	16.0	19.0	15.5	15.4	21.3	7.2	17.2	20.5	12.4	19.9	12.5	12.7	17.9	15.9	9.8	15.3	28.9
NA/DK	35	6	3	9	10	6	23	4	5	8	21	5	15	13	27	8	-
MEAN	3.19	3.22	3.16	3.05	2.92	3.67	3.15	3.07	3.43	3.03	3.25	3.50	3.02	3.18	3.41	3.21	2.73

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q14A. CITIES LIKE NEW YORK OR BOSTON REQUIRE TAXIS TO HAVE BACK SEAT DISPLAYS FOR THE PASSENGERS. THESE DISPLAYS SHOW WHERE THE TAXI IS GOING ON A MAP IN REAL-TIME, AND LET CUSTOMERS SWIPE THEIR OWN CREDIT CARDS AND CHOOSE THE TIP PERCENTAGE. WOULD YOU PAY 10 CENTS MORE PER TAXI TRIP TO HAVE THIS SYSTEM IN SAN FRANCISCO TAXIS?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	634 100.0	134 100.0	111 100.0	123 100.0	144 100.0	106 100.0	542 100.0	219 100.0	151 100.0	298 100.0	174 100.0	123 100.0	251 100.0	251 100.0	164 100.0	373 100.0	95 100.0
YES	421 66.4	97 72.6	68 61.7	81 65.6	93 64.7	74 69.7	362 66.9	155 70.7	116 76.7	201 67.4	95 55.0	74 60.2	175 69.5	164 65.1	103 62.7	253 67.9	64 66.9
NO	199 31.3	35 26.4	41 37.0	40 32.3	46 32.0	29 27.1	166 30.6	62 28.1	35 23.3	88 29.7	72 41.7	47 37.9	68 27.0	84 33.5	55 33.3	112 29.9	31 33.1
MAYBE	14 2.3	1 1.1	1 1.3	3 2.1	5 3.3	3 3.2	14 2.5	3 1.2	-	9 2.9	6 3.3	2 1.9	9 3.5	3 1.3	7 4.0	8 2.1	-
DON'T KNOW	15	1	1	2	7	4	9	2	2	4	8	3	6	7	10	5	-

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q14B1. HOW IMPORTANT WOULD IT BE TO HAVE RATES AND FEES CHARGED BY THE TAXI ON THE BACKSEAT SCREEN?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	630	131	110	123	146	107	538	218	146	298	175	121	252	252	162	372	94
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'VERY IMPORTANT'	307	61	49	57	73	59	261	101	79	132	90	56	123	124	85	178	43
	48.7	46.3	44.2	46.5	50.2	55.1	48.4	46.0	54.0	44.4	51.6	46.5	49.0	49.4	52.5	47.9	46.1
4	115	26	16	25	32	17	98	35	20	62	29	22	45	47	26	75	14
	18.3	19.6	14.2	20.0	21.8	15.9	18.3	15.9	13.8	20.9	16.8	17.9	17.9	18.8	15.9	20.1	14.9
3	79	20	13	17	14	15	69	28	23	36	20	13	37	29	23	45	11
	12.6	15.0	11.8	14.0	9.7	13.6	12.8	12.7	15.9	12.1	11.5	10.8	14.8	11.4	14.2	12.2	11.6
2	29	13	6	4	3	4	26	12	7	18	4	12	8	9	4	14	12
	4.6	9.8	5.2	2.9	2.3	3.3	4.9	5.5	4.8	5.9	2.5	9.8	3.1	3.7	2.2	3.7	12.4
1 'NOT AT ALL IMPORTANT'	99	12	27	21	24	13	84	43	17	50	31	18	38	42	25	60	14
	15.8	9.3	24.7	16.7	16.1	12.1	15.6	19.8	11.4	16.7	17.6	15.1	15.2	16.7	15.3	16.1	15.0
NA/DK	19	4	2	2	5	4	13	3	7	4	6	5	5	6	12	6	1
MEAN	3.80	3.84	3.48	3.77	3.87	3.99	3.79	3.63	3.94	3.70	3.82	3.71	3.82	3.81	3.88	3.80	3.65

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q14B2. HOW IMPORTANT WOULD IT BE TO HAVE HOW TO COMPLAIN/PROVIDE COMPLIMENTS/SUGGESTIONS ON THE BACKSEAT SCREEN?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	632	133	111	123	145	109	542	220	149	299	174	124	251	252	160	375	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'VERY IMPORTANT'	232	42	34	51	49	50	192	74	56	95	78	51	93	87	68	139	26
	36.7	31.4	30.5	41.4	33.7	46.2	35.4	33.7	37.7	31.6	45.0	41.3	37.1	34.5	42.4	36.9	26.9
4	116	25	22	18	39	11	107	40	27	62	25	20	44	52	23	77	15
	18.3	19.1	20.0	14.4	26.8	10.6	19.8	18.1	18.0	20.8	14.5	15.7	17.7	20.5	14.6	20.6	15.4
3	114	26	21	23	25	18	100	43	33	49	29	12	50	51	32	63	18
	18.0	19.3	19.4	18.9	17.5	16.8	18.4	19.7	22.4	16.3	16.5	9.3	20.1	20.3	20.2	16.8	19.4
2	59	19	11	9	9	11	49	22	15	37	7	17	20	21	8	32	19
	9.4	13.9	10.2	7.5	5.9	10.2	9.0	9.8	9.9	12.3	4.1	13.7	8.1	8.4	5.2	8.5	20.2
1 'NOT AT ALL IMPORTANT'	111	22	22	22	23	18	94	41	18	57	34	25	43	41	28	64	17
	17.6	16.3	20.0	17.7	16.1	16.2	17.3	18.7	12.0	19.0	19.8	20.0	17.0	16.3	17.5	17.2	18.1
NA/DK	17	2	1	2	7	2	8	1	5	3	8	1	6	6	14	3	-
MEAN	3.47	3.35	3.31	3.54	3.56	3.60	3.47	3.38	3.59	3.34	3.61	3.45	3.50	3.48	3.59	3.52	3.13

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q14C. HAVE YOU SEEN SUCH A SYSTEM IN USE IN SAN FRANCISCO?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	635	133	111	122	146	108	544	219	149	298	177	125	250	253	165	374	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	72	27	12	10	12	9	64	22	17	39	14	29	29	12	-	42	30
	11.3	20.0	11.0	8.4	8.5	8.4	11.9	10.1	11.5	12.9	8.1	23.4	11.7	4.8	11.1	31.6	
NO	540	99	96	111	129	94	458	189	121	250	160	91	209	236	162	318	59
	85.0	74.1	86.7	90.9	88.1	86.8	84.3	86.3	80.9	83.9	90.3	72.7	83.5	93.5	98.1	85.1	61.9
MAYBE	24	8	2	1	5	5	21	8	11	10	3	5	12	4	3	14	6
	3.7	5.8	2.2	0.7	3.5	4.8	3.9	3.6	7.5	3.2	1.6	4.0	4.8	1.7	1.9	3.9	6.5
DON'T KNOW	14	2	1	2	5	3	7	2	4	4	4	1	7	6	10	4	-



## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q14D. HOW IMPORTANT WAS THE ABILITY TO SWIPE YOUR CREDIT CARD YOURSELF (INSTEAD OF HANDING YOUR CARD TO THE CAB DRIVER TO SWIPE)?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - HAVE SEEN BACKSEAT DISPLAY IN SF	64	26	11	10	10	6	57	20	17	35	10	23	29	11	-	37	27
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'VERY IMPORTANT'	21	9	2	4	3	3	19	4	4	11	4	5	12	3	-	13	8
	33.4	36.1	14.8	40.4	30.0	54.8	33.4	20.6	24.3	32.5	43.0	23.3	43.5	31.1	-	35.0	31.4
4	12	4	3	3	-	2	11	3	4	6	2	4	6	2	-	8	3
	18.6	15.8	31.1	25.7	-	30.3	19.4	16.5	20.6	17.6	21.3	17.8	20.9	15.7	-	23.1	12.4
3	12	4	2	2	4	-	11	4	2	9	1	4	7	1	-	2	10
	18.8	16.4	22.9	17.0	34.9	-	19.3	17.2	10.3	25.0	14.4	18.5	23.9	7.7	-	4.8	37.8
2	6	5	1	-	-	-	6	2	4	2	-	5	-	1	-	4	2
	9.3	19.5	8.1	-	-	-	10.3	11.8	24.3	5.0	-	22.0	-	7.8	-	11.3	6.6
1 'NOT AT ALL IMPORTANT'	13	3	2	2	4	1	10	7	4	7	2	4	3	4	-	9	3
	19.9	12.3	23.1	17.0	35.1	14.9	17.5	33.9	20.6	20.0	21.4	18.5	11.6	37.7	-	25.9	11.8
NA/DK	8	1	1	-	2	3	7	2	-	4	4	6	1	1	-	5	3
MEAN	3.36	3.44	3.06	3.72	2.90	4.10	3.41	2.78	3.04	3.38	3.65	3.05	3.85	2.95	-	3.30	3.45

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q14E. HOW IMPORTANT WAS THE ABILITY TO CHOOSE YOUR OWN TIP (INSTEAD OF TELLING THE CAB DRIVER HOW MUCH TO ADD FOR A TIP)?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - HAVE SEEN BACKSEAT DISPLAY IN SF	65	24	11	10	10	8	58	20	17	36	10	25	28	11	-	38	27
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 'VERY IMPORTANT'	33	13	3	8	4	5	31	9	10	17	5	14	16	3	-	21	13
	51.4	55.5	28.2	74.6	40.4	59.6	54.0	46.6	58.8	46.3	50.1	56.9	56.9	29.7	-	54.6	47.1
4	10	5	2	-	1	2	10	2	2	7	1	2	7	2	-	5	5
	15.9	21.1	23.0	-	8.7	21.2	16.6	9.1	10.3	19.6	14.2	6.4	24.8	15.7	-	13.6	19.0
3	6	3	2	1	-	-	6	2	2	3	1	2	2	2	-	3	3
	9.3	13.9	16.2	8.5	-	-	10.4	12.6	10.3	9.7	7.2	10.1	6.3	15.5	-	8.9	9.8
2	2	-	1	-	2	-	2	-	-	2	1	1	1	1	-	1	2
	3.8	-	8.1	-	15.8	-	2.8	-	-	4.9	7.2	2.9	3.1	7.7	-	1.9	6.5
1 'NOT AT ALL IMPORTANT'	13	2	3	2	4	2	9	6	4	7	2	6	2	4	-	8	5
	19.6	9.5	24.5	16.9	35.1	19.1	16.2	31.7	20.6	19.5	21.4	23.7	8.8	31.3	-	21.0	17.7
NA/DK	7	2	1	-	2	1	7	3	-	3	4	4	2	1	-	4	3
MEAN	3.76	4.13	3.22	4.15	3.03	4.02	3.89	3.39	3.87	3.68	3.65	3.70	4.18	3.05	-	3.79	3.71

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q15. HOW LIKELY ARE YOU TO RECOMMEND SAN FRANCISCO TAXIS TO AN OUT-OF-TOWN GUEST VISITING THE CITY. WOULD YOU SAY . . .  
NOTE: SCALE REVERSED FROM ORIGINAL QUESTIONNAIRE (E.G. VERY LIKELY NOW = 5)

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	636	134	110	122	146	109	545	221	149	299	176	125	255	251	162	377	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY LIKELY	218	66	40	33	41	30	182	82	40	107	67	47	83	86	46	134	38
	34.3	49.4	36.2	26.7	28.0	27.8	33.4	37.0	26.7	35.6	38.2	38.0	32.7	34.2	28.2	35.5	40.5
SOMEWHAT LIKELY	179	29	33	43	39	34	157	44	33	89	53	36	81	60	45	110	24
	28.2	21.5	29.8	34.8	26.8	30.9	28.8	20.0	21.9	29.9	30.1	28.9	31.8	23.9	27.7	29.1	25.0
MAY OR MAY NOT	113	22	17	23	26	23	100	42	43	44	25	20	42	50	31	71	10
	17.8	16.3	15.0	18.9	17.9	21.1	18.4	18.8	28.7	14.6	14.2	16.4	16.6	19.7	19.3	18.9	10.9
NOT TOO LIKELY	68	11	9	16	21	9	55	27	24	25	17	13	24	30	20	37	10
	10.6	8.6	8.6	13.0	14.0	8.7	10.2	12.1	16.3	8.5	9.8	10.3	9.5	11.9	12.0	9.8	11.0
NOT AT ALL LIKELY	58	6	11	8	20	13	50	27	9	34	14	8	24	26	21	25	12
	9.1	4.3	10.3	6.6	13.4	11.5	9.2	12.0	6.4	11.4	7.7	6.5	9.5	10.2	12.9	6.6	12.6
DON'T KNOW	13	1	2	2	5	2	6	1	4	3	5	1	2	7	12	1	-
MEAN	3.68	4.03	3.73	3.62	3.42	3.55	3.67	3.58	3.46	3.70	3.81	3.82	3.69	3.60	3.46	3.77	3.70

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q15A. BRIEFLY, WHY IS THAT?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	593	126	103	114	137	102	514	209	134	286	163	117	240	233	134	366	91
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PUBLIC TRANSIT IS CONVENIENT/ACCESSIBLE	112	16	17	28	25	24	104	38	35	53	23	23	46	41	32	65	13
	18.8	12.7	16.4	24.5	18.4	23.0	20.2	18.1	25.8	18.7	14.1	20.0	19.3	17.6	24.1	17.8	14.7
BETTER/EASIER/MORE CONVENIENT THAN PUBLIC TRANSIT	81	22	17	9	16	17	73	45	19	40	20	14	32	35	13	57	11
	13.7	17.6	16.2	7.9	11.5	16.9	14.2	21.4	14.2	14.1	12.4	11.9	13.3	15.0	9.6	15.5	12.5
POOR AVAILABILITY (NOT ENOUGH, DIFFICULT TO GET)	69	15	11	9	25	6	61	28	14	37	17	11	26	31	6	45	17
	11.6	12.3	10.9	7.7	18.3	5.5	11.9	13.4	10.5	12.8	10.6	9.5	11.0	13.5	4.8	12.3	18.1
GOOD AVAILABILITY/ RELIABILITY	53	17	15	5	11	5	43	17	14	25	14	9	18	26	9	31	13
	9.0	13.8	14.8	4.3	7.8	4.7	8.4	8.2	10.6	8.9	8.3	7.6	7.4	11.4	6.7	8.5	14.2
TOO EXPENSIVE/NOT GOOD VALUE	49	5	10	14	12	8	44	21	17	18	11	5	25	20	18	28	3
	8.3	3.6	9.5	12.6	8.9	7.3	8.5	9.9	12.9	6.4	7.0	4.0	10.2	8.6	13.8	7.7	2.9
RECOMMEND OTHER ALTERNATIVES (CAR SERVICE, SHUTTLE, BIKE, WALK, ETC.)	49	11	9	6	14	8	39	21	5	29	14	9	25	14	15	27	8
	8.3	9.0	9.1	4.8	10.1	7.4	7.5	10.0	4.0	10.1	8.8	7.6	10.6	6.1	11.4	7.3	8.3
DEPENDS ON WHERE THEY'RE GOING/DOING/TIME OF DAY, ETC.	45	7	7	6	14	10	42	12	8	24	12	12	14	18	8	30	7
	7.6	5.2	6.6	5.3	10.3	9.7	8.1	5.6	5.7	8.5	7.5	10.6	6.0	7.5	5.9	8.3	7.3
POOR RELIABILITY (ARRIVE LATE, DON'T SHOW UP, ETC.)	43	8	12	3	16	4	42	20	11	18	14	9	17	16	4	29	10
	7.3	6.6	11.2	2.8	11.4	3.8	8.1	9.5	7.9	6.1	8.4	7.7	7.3	6.9	3.3	7.8	11.2
GOOD SERVICE/NO PROBLEMS	41	7	4	9	12	9	35	12	9	11	19	12	20	9	7	28	6
	6.9	5.2	4.1	8.2	8.4	8.8	6.8	5.8	7.1	3.7	11.9	9.9	8.3	4.0	5.1	7.5	7.0
MY CAR IS MORE CONVENIENT/WOULD DRIVE THEM MYSELF	39	2	6	9	9	12	31	13	8	13	17	1	14	24	19	19	1
	6.5	1.7	5.7	8.2	6.6	11.9	6.1	6.3	6.2	4.6	10.6	0.6	5.7	10.4	14.4	5.1	0.8
FAST/EFFICIENT (GET TO DESTINATION QUICKLY)	37	13	3	9	3	8	26	13	11	17	9	9	15	13	8	24	5
	6.3	10.2	3.2	8.0	2.4	7.5	5.2	6.2	8.4	6.1	5.3	7.7	6.2	5.7	6.1	6.5	5.8
CONVENIENT/EASE TO USE/ GET AROUND	36	8	12	6	5	4	35	14	2	21	11	7	15	13	8	20	7
	6.0	6.7	11.6	5.4	3.6	3.9	6.7	6.8	1.8	7.3	7.0	6.3	6.1	5.8	6.3	5.6	7.5

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q15A. BRIEFLY, WHY IS THAT?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
GOOD DRIVERS (PROFESSIONAL, COURTEOUS, HONEST, KNOW CITY, ETC.)	31 5.3	15 12.3	7 6.7	4 3.5	3 2.4	1 0.7	27 5.2	13 6.4	8 5.7	16 5.5	8 4.8	5 4.2	14 5.9	12 5.2	7 4.9	17 4.7	8 8.3
NO OTHER OPTIONS (NO CAR, PUBLIC TRANSIT UNAVAILABLE)	28 4.8	2 1.8	4 4.1	10 9.0	7 5.4	4 4.1	22 4.2	7 3.5	4 2.6	15 5.2	9 5.7	5 4.3	9 3.9	14 6.0	8 6.1	16 4.4	4 4.6
VISITORS ARE UNFAMILIAR WITH CITY	27 4.5	5 4.1	7 7.0	7 6.1	5 3.5	2 1.5	23 4.6	8 3.6	-	17 5.8	9 5.7	5 4.2	15 6.1	7 3.0	6 4.3	17 4.6	4 4.6
SERVICE AREA ISSUES (DIFFICULTY GETTING A CAB TO/FROM CERTAIN AREAS)	25 4.3	2 1.3	4 3.8	6 5.4	7 5.0	7 6.6	21 4.2	7 3.2	2 1.3	15 5.2	9 5.3	8 7.1	10 4.3	7 2.8	4 2.9	15 4.2	6 6.7
SAFETY ISSUES (AT NIGHT, ON MUNI, DRINKING/ DRIVING, ETC.)	24 4.1	5 3.9	1 0.7	8 7.4	8 6.0	2 1.7	19 3.7	4 2.1	4 3.1	15 5.2	5 3.1	4 3.3	8 3.5	12 5.1	6 4.4	15 4.0	3 3.7
POOR DRIVERS (UNPROFESSIONAL, UNSAFE, DON'T KNOW CITY, RUDE, ETC.)	19 3.3	5 3.9	2 2.4	-	8 5.7	4 4.1	18 3.4	8 4.0	2 1.3	14 4.9	4 2.2	4 3.5	3 1.4	12 5.1	5 3.9	7 2.0	7 7.3
PARKING ISSUES (COST, AVAILABILITY)	19 3.3	10 8.0	4 3.8	4 3.3	2 1.2	-	17 3.3	6 2.7	4 2.6	8 2.8	8 4.8	2 1.4	10 4.1	8 3.4	-	15 4.1	4 4.6
VEHICLE QUALITY (TAXIS ARE CLEAN, WELL MAINTAINED, ETC.)	5 0.9	2 2.0	1 0.8	-	1 0.6	1 0.9	4 0.8	1 0.4	2 1.3	2 0.6	1 0.4	2 2.1	2 0.7	1 0.4	-	2 0.7	3 2.9
DON'T KNOW	56	9	8	10	14	8	37	12	19	16	19	9	17	25	40	12	4

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q16. THERE ARE NOW INTERNET SERVICES AND APPLICATIONS THAT ALLOW YOU TO REQUEST A TAXI TO YOUR LOCATION USING A SMARTPHONE OR COMPUTER. HAVE YOU USED ANY OF THESE APPLICATIONS TO CALL A TAXI?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - TAXI USERS	470 100.0	119 100.0	93 100.0	71 100.0	108 100.0	74 100.0	421 100.0	175 100.0	105 100.0	238 100.0	119 100.0	109 100.0	190 100.0	170 100.0	- 100.0	375 100.0	95 100.0
YES	84 17.8	29 24.4	22 23.6	8 10.6	17 15.9	8 10.7	77 18.3	35 20.0	19 18.5	53 22.4	9 7.8	17 15.8	38 19.9	29 16.9	- 14.3	54 31.5	30 31.5
NO	386 82.2	90 75.6	71 76.4	64 89.4	91 84.1	67 89.3	344 81.7	140 80.0	86 81.5	185 77.6	110 92.2	91 84.2	152 80.1	142 83.1	- 85.7	321 68.5	65 68.5
DON'T KNOW	4	-	-	1	1	1	1	-	-	-	1	-	1	1	-	4	-

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q17. WHICH SERVICES HAVE YOU USED? (SELECT ALL THAT APPLY)

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - HAVE USED	79	29	21	7	16	6	73	32	19	51	7	16	34	28	-	48	30
INTERNET SERVICE TO REQUEST TAXI	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0
TAXIMAGIC	43	13	11	4	11	5	42	18	11	31	2	9	18	16	-	23	21
	55.1	45.0	52.0	51.4	67.4	85.9	57.5	57.2	54.5	60.4	30.0	52.8	53.7	58.1	-	47.1	69.4
TAXI COMPANY'S OWN WEBSITE	21	8	8	2	2	-	17	7	7	8	4	5	10	6	-	16	4
	26.2	28.2	39.8	23.1	15.8	-	23.5	23.5	36.4	15.5	60.0	32.2	28.4	20.1	-	33.0	13.6
CABULOUS	9	5	1	2	1	-	8	2	-	8	1	2	3	3	-	5	3
	10.9	17.7	4.1	25.5	5.6	-	10.6	5.5	-	15.5	9.9	15.0	10.2	9.4	-	10.9	11.1
UBERCAB	6	3	1	-	2	1	6	4	2	4	-	-	3	3	-	4	2
	7.8	9.1	4.1	-	11.2	14.1	8.4	13.8	9.1	8.6	-	-	7.7	12.4	-	9.0	5.9
DON'T KNOW	6	-	1	1	2	2	5	3	-	3	2	1	4	1	-	6	-

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

Q18. WERE YOU AWARE OF THESE INTERNET SERVICES OR APPLICATIONS BEFORE NOW?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - HAVE NOT USED ANY INTERNET APPLICATIONS TO CALL A TAXI	386 100.0	90 100.0	71 100.0	64 100.0	92 100.0	67 100.0	345 100.0	140 100.0	86 100.0	185 100.0	110 100.0	91 100.0	153 100.0	142 100.0	- 100.0	320 100.0	65 100.0
YES	157 40.7	42 46.4	30 41.8	25 39.0	31 33.5	28 42.7	139 40.4	66 47.3	36 41.6	82 44.7	37 33.4	44 48.0	60 39.0	54 37.8	- 39.2	126 39.2	31 48.3
NO	221 57.3	47 52.0	40 56.9	39 61.0	57 62.0	37 55.1	198 57.6	72 51.1	50 58.4	99 53.5	70 63.3	44 48.5	90 58.6	87 61.6	- 58.5	187 58.5	33 50.6
SOMEWHAT AWARE	8 2.0	1 1.6	1 1.2	- -	4 4.4	1 2.2	7 2.1	2 1.6	- -	3 1.9	4 3.3	3 3.5	4 2.4	1 0.6	- -	7 2.2	1 1.1
DON'T KNOW	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-



## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

QD1. DO YOU WORK OUTSIDE YOUR HOME, EITHER ON A FULL-TIME OR PART-TIME BASIS?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	644	135	111	124	150	110	550	222	152	301	181	126	256	258	172	374	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	469	102	87	83	112	78	414	186	127	255	82	91	178	199	102	284	82
	72.9	75.5	78.4	66.4	74.7	71.1	75.2	84.0	83.4	84.6	45.2	72.1	69.5	77.2	59.0	75.7	86.2
NO	175	33	24	42	38	32	136	36	25	46	99	35	78	59	71	91	13
	27.1	24.5	21.6	33.6	25.3	28.9	24.8	16.0	16.6	15.4	54.8	27.9	30.5	22.8	41.0	24.3	13.8
REFUSED	5	-	-	-	2	1	1	-	2	1	-	-	1	-	2	4	-

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

QD1A. DO YOU WORK IN SAN FRANCISCO OR NOT?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - WORK OUTSIDE THE HOME	468	102	87	83	111	78	413	185	127	254	82	91	178	198	102	283	82
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	378	81	75	67	86	62	338	147	101	200	73	80	145	152	74	230	72
	80.8	79.6	86.1	81.1	77.8	79.7	81.9	79.5	79.8	78.6	88.6	88.4	81.3	76.8	72.6	81.4	88.4
NO	90	21	12	16	25	16	75	38	26	54	9	11	33	46	28	53	9
	19.2	20.4	13.9	18.9	22.2	20.3	18.1	20.5	20.2	21.4	11.4	11.6	18.7	23.2	27.4	18.6	11.6
REFUSED	1	-	-	-	1	-	1	1	-	1	-	-	-	1	-	1	-

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

QD2. HOW MANY REGISTERED VEHICLES ARE AVAILABLE TO MEMBERS OF YOUR HOUSEHOLD?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	641	135	111	124	150	109	547	222	149	300	181	126	257	258	169	375	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NONE	126	52	24	7	19	21	119	37	45	45	36	126	-	-	17	75	33
	19.6	38.7	21.8	5.9	12.6	19.5	21.7	16.6	29.9	14.9	19.8	100.0	-	-	10.2	20.1	34.9
1 VEHICLE	257	52	50	59	53	38	212	69	45	125	82	-	257	-	65	147	44
	40.1	38.4	45.0	47.2	35.3	35.2	38.7	31.3	30.2	41.7	45.0	-	100.0	-	38.4	39.1	46.0
2 VEHICLES	186	25	27	40	61	31	156	78	35	102	44	-	-	186	52	118	15
	28.9	18.3	23.8	32.1	40.6	28.3	28.4	35.1	23.5	34.1	24.5	-	-	71.9	30.9	31.4	16.3
3 OR MORE VEHICLES	73	6	10	18	17	19	61	38	24	28	19	-	-	73	35	35	3
	11.3	4.6	9.4	14.8	11.5	17.1	11.2	17.0	16.3	9.3	10.7	-	-	28.1	20.5	9.4	2.8
NO ANSWER	8	-	-	-	2	2	3	-	4	2	-	-	-	-	5	3	-

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

QD3A. HAVE YOU USED PUBLIC TRANSIT IN THE PAST SIX MONTHS?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	646	135	111	124	151	110	551	222	153	301	181	126	257	258	174	375	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	551	125	97	101	126	94	551	203	136	269	138	119	212	217	127	335	88
	85.3	92.5	86.8	80.8	83.3	85.3	100.0	91.5	88.8	89.3	76.3	94.5	82.4	84.0	72.8	89.2	92.3
NO	95	10	15	24	25	16	-	19	17	32	43	7	45	41	47	41	7
	14.7	7.5	13.2	19.2	16.7	14.7	-	8.5	11.2	10.7	23.7	5.5	17.6	16.0	27.2	10.8	7.7
DON'T KNOW	3	-	-	-	-	1	-	-	-	1	-	-	-	-	-	3	-

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

QD3B. HAVE YOU RIDDEN A BICYCLE IN THE PAST SIX MONTHS?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	644	135	111	124	151	108	549	222	153	299	181	126	257	256	174	373	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	222	43	46	36	52	41	203	222	62	126	32	37	69	115	46	139	36
	34.4	31.5	41.2	29.3	34.6	37.8	36.9	100.0	40.3	42.1	17.4	29.2	27.0	45.0	26.6	37.3	37.9
NO	423	92	65	88	99	67	346	-	92	173	150	89	188	141	128	234	59
	65.6	68.5	58.8	70.7	65.4	62.2	63.1	-	59.7	57.9	82.6	70.8	73.0	55.0	73.4	62.7	62.1
DON'T KNOW	5	-	-	-	-	2	2	-	-	3	-	-	-	2	-	5	-

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

ZONE (BASED ON ZIP CODE)

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	649	135	111	124	151	111	551	222	153	302	181	126	257	258	174	378	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ZONE 1	135	135	-	-	-	-	125	43	33	68	34	52	52	31	16	72	47
	20.8	100.0					22.7	19.2	21.7	22.4	18.6	41.5	20.2	12.0	9.5	19.0	49.4
ZONE 2	111	-	111	-	-	-	97	46	22	54	34	24	50	37	18	73	20
	17.2		100.0				17.6	20.7	14.3	18.0	18.6	19.3	19.5	14.3	10.5	19.3	21.2
ZONE 3	124	-	-	124	-	-	101	36	26	52	45	7	59	58	52	69	3
	19.2			100.0			18.3	16.4	17.1	17.1	24.9	5.8	22.9	22.6	29.7	18.1	3.7
ZONE 4	151	-	-	-	151	-	126	52	32	70	47	19	53	78	42	94	14
	23.3				100.0		22.9	23.6	20.8	23.1	26.1	15.0	20.6	30.2	24.0	24.9	15.2
ZONE 5	111	-	-	-	-	111	94	41	34	52	21	21	38	50	36	65	10
	17.1					100.0	17.1	18.5	22.2	17.1	11.9	16.9	15.0	19.2	20.5	17.2	10.5
NO ANSWER	16	-	-	-	-	-	8	3	6	7	-	2	5	4	10	5	-
	2.4						1.5	1.5	3.9	2.3		1.4	1.9	1.7	5.9	1.4	

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

AGE

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	637	134	110	123	149	107	543	219	153	302	181	125	252	254	172	369	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-24	72	12	10	19	7	22	67	26	72	-	-	22	17	31	29	41	2
	11.3	8.9	8.7	15.6	4.8	20.2	12.4	12.0	46.9			17.3	6.7	12.3	16.7	11.1	2.5
25-34	156	46	28	16	34	28	138	67	81	74	-	34	65	55	32	83	41
	24.5	34.2	25.8	12.9	22.5	26.4	25.4	30.6	53.1	24.6		26.9	26.0	21.6	18.5	22.6	42.9
35-44	123	24	24	24	32	14	108	58	-	123	-	17	51	54	20	78	25
	19.3	18.2	22.2	19.2	21.6	13.0	19.9	26.2		40.8		14.0	20.1	21.3	11.7	21.1	26.7
45-54	104	18	14	19	29	22	91	37	-	104	-	17	37	50	30	61	12
	16.4	13.6	12.7	15.6	19.3	20.3	16.8	16.7		34.6		13.2	14.9	19.6	17.7	16.5	12.8
55-64	90	14	14	24	28	9	76	22	-	-	90	18	35	37	26	56	9
	14.2	10.7	13.1	19.4	18.9	8.8	14.1	9.9			49.7	14.4	14.0	14.5	15.1	15.1	9.1
65-74	51	10	11	10	11	9	38	9	-	-	51	9	29	14	19	28	4
	8.0	7.4	9.7	8.1	7.2	8.6	7.0	4.2			27.9	6.8	11.3	5.3	11.2	7.5	3.8
75+	41	9	9	11	9	3	24	1	-	-	41	9	18	14	16	23	2
	6.4	6.9	7.8	9.2	5.7	2.7	4.4	0.3			22.4	7.4	7.1	5.3	9.1	6.2	2.2
AVERAGE AGE (# YEARS)	44.4	43.0	45.6	46.7	46.3	40.8	43.1	39.2	24.8	41.0	66.5	42.9	46.2	43.7	45.9	44.8	40.0
NO ANSWER	12	1	1	1	2	4	7	2	-	-	-	1	5	4	2	9	-

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

QD6. RACE/ETHNICITY (MULTIPLE RESPONSES ACCEPTED)

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	624	130	109	119	145	108	531	217	149	293	175	122	249	249	165	367	90
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHITE	378	86	86	67	83	50	330	136	68	189	118	76	161	137	63	245	68
	60.5	65.8	78.7	56.6	57.5	46.8	62.2	62.6	45.3	64.5	67.6	62.0	64.8	55.3	38.1	66.7	75.8
ASIAN/PACIFIC ISLANDER	134	25	14	40	41	12	108	45	54	50	29	23	48	63	68	59	7
	21.5	19.5	12.5	33.7	28.2	10.7	20.4	21.0	36.3	17.0	16.8	18.5	19.1	25.5	41.2	16.1	7.8
HISPANIC/LATINO	61	9	5	2	15	25	50	20	17	29	12	18	18	24	17	35	8
	9.7	6.9	4.4	1.5	10.5	22.8	9.5	9.3	11.6	9.8	7.0	14.6	7.4	9.8	10.4	9.6	9.0
AFRICAN AMERICAN	44	7	5	6	5	21	35	11	12	19	12	6	18	20	16	22	6
	7.1	5.7	4.4	5.4	3.4	19.1	6.7	5.2	8.0	6.6	7.0	5.1	7.1	8.2	9.8	6.0	6.5
NATIVE AMERICAN	9	3	-	3	2	1	8	4	-	6	3	2	4	3	1	7	1
	1.4	2.0		2.8	1.6	0.7	1.6	2.0		2.1	1.6	1.3	1.7	1.3	0.4	2.0	1.0
REFUSED	25	5	2	5	7	3	20	5	4	9	6	4	8	9	9	11	5



## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

QD7. DO YOU, OR A MEMBER OF YOUR HOUSEHOLD, REQUIRE WHEELCHAIR ACCESSIBLE TAXI SERVICE?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	640	134	111	123	151	109	546	222	151	301	179	126	256	256	170	373	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES - I REQUIRE WHEELCHAIR ACCESSIBLE TAXI SERVICE	5	1	-	2	1	2	3	2	-	1	4	2	-	3	2	4	-
	0.8	0.5		1.9	0.5	1.5	0.6	0.7		0.3	2.0	1.7		1.2	0.9	1.0	
YES - A MEMBER OF MY HOUSEHOLD REQUIRES WHEELCHAIR ACCESSIBLE TAXI SERVICE	7	-	1	2	2	2	6	-	-	4	3	1	3	3	2	5	-
	1.1		0.6	1.3	1.6	2.2	1.0			1.4	1.6	0.6	1.3	1.2	1.0	1.5	
NO	627	134	111	119	148	105	537	220	151	296	173	123	252	250	167	364	95
	98.0	99.5	99.4	96.8	97.9	96.3	98.4	99.3	100.0	98.3	96.4	97.7	98.7	97.5	98.0	97.5	100.0
DON'T KNOW	4	1	-	1	-	-	4	-	2	-	1	-	1	1	2	1	-
REFUSED	5	-	-	1	-	1	1	-	-	1	1	-	1	1	1	4	-

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

QD8A. HOW OFTEN DO YOU USE WHEELCHAIR ACCESSIBLE TAXI SERVICE?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - REQUIRE WHEELCHAIR ACCESSIBLE TAXI SERVICE	12	1	1	3	3	4	9	2	-	5	6	3	3	6	3	8	-
ALL THE TIME	19.5	100.0	-	22.6	-	21.6	18.4	-	-	-	25.0	50.0	-	15.5	-	27.1	-
SOMETIMES	20.8	-	100.0	27.4	-	21.5	28.3	-	-	2	12.4	-	47.6	15.5	26.2	18.6	-
RARELY	38.9	-	-	22.6	49.9	56.9	34.9	45.0	-	2	50.0	50.0	52.4	25.4	21.6	45.7	-
NEVER	20.8	-	-	27.3	50.1	-	18.4	55.0	-	2	12.6	-	-	43.6	52.2	8.5	-
DON'T KNOW/REFUSED	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-

SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

QD8B. IF WHEELCHAIR ACCESSIBLE TAXI SERVICE WAS AVAILABLE IN GREATER NUMBERS, WOULD YOU USE TAXIS MORE OFTEN?

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - REQUIRE WHEELCHAIR ACCESSIBLE TAXI SERVICE	10	1	1	3	3	2	7	2	-	3	6	2	2	5	2	8	-
YES	54.4	-	100.0	47.7	54.8	64.7	66.7	-	-	2	3	1	2	2	64.6	51.1	-
NO	45.6	100.0	-	52.3	45.2	35.3	33.3	100.0	-	2	3	1	1	3	35.4	48.9	-
DON'T KNOW	2	-	-	1	-	2	2	-	-	2	1	1	1	1	1	2	-

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

GENDER

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	649	135	111	124	151	111	551	222	153	302	181	126	257	258	174	378	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	354	85	56	64	80	55	300	151	92	174	82	67	133	149	101	198	53
	54.6	63.2	50.2	51.1	52.9	49.5	54.4	68.1	60.1	57.7	45.1	53.3	51.6	57.9	58.2	52.5	56.1
FEMALE	292	49	54	61	71	56	248	69	61	126	99	58	124	107	72	180	40
	45.1	36.2	48.2	48.9	47.1	50.5	45.1	31.1	39.9	41.7	54.5	46.2	48.4	41.4	41.4	47.5	42.0
NO ANSWER	2	1	2	-	-	-	2	2	-	2	1	1	-	2	1	-	2
	0.4	0.5	1.6				0.5	0.8		0.6	0.4	0.6		0.7	0.4		1.9

## SFMTA TAXI \* SURVEY OF SAN FRANCISCO RESIDENTS

## SURVEY LANGUAGE

	AREA OF CITY RESIDE IN (QD4)					USED (D3A/B)		AGE			# VEHICLES IN HOUSEHOLD			TAXI USE (Q1A)			
	TOTAL	ZONE1	ZONE2	ZONE3	ZONE4	ZONE5	TRANSIT	BIKE	</=30	31-54	55+	0	1	2+	NEVER	<1/WK	1/WK+
BASE - ALL RESPONDENTS	649	135	111	124	151	111	551	222	153	302	181	126	257	258	174	378	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ENGLISH	613	131	107	118	145	103	526	217	146	292	166	115	241	249	155	361	95
	94.5	97.0	95.9	95.1	95.5	92.6	95.5	97.8	95.0	96.8	91.3	91.4	93.7	96.6	89.2	95.5	100.0
SPANISH	13	-	2	-	2	5	7	2	2	5	4	4	5	4	6	7	-
	2.0		1.4		1.0	4.6	1.3	1.1	1.2	1.7	2.0	3.0	2.1	1.4	3.4	1.8	
CHINESE	23	4	3	6	5	3	18	2	6	4	12	7	11	5	13	10	-
	3.6	3.0	2.7	4.9	3.4	2.7	3.2	1.1	3.9	1.4	6.7	5.6	4.2	2.1	7.4	2.7	

**Appendix B**

**Airport Boarding Area Survey  
Questions and Results**

## Appendix B

### Airport Boarding Area Survey Questions and Results

This survey was conducted at San Francisco International Airport among departing passengers. All boarding areas, both domestic and international, were covered during the survey, and this was done in a manner roughly proportional to the number of passengers handled by each airline/in each area. A total of 1,383 completed surveys were conducted. However, among those who had not used taxis, a number of questions would have been skipped, so the sample size among taxi users was generally around 600 (depending on the question and skip patterns)

This appendix provides:

- **The Survey Form.** Respondents were provided questions on a single sheet of paper, printed both sides.
- **Illustrative Bar Charts.** A bar chart is provided for each question showing responses by the sample as a whole.
- **Detailed Tables.** Tables are provided with detail by airport terminal, time of day, how got to the airport, location of home, age, gender, number of times a San Francisco taxi was used in the past month, and how the respondent normally get a San Francisco taxi.

**Treatment of non-responses.** Please note that percentages in the Bar Charts report results *excluding* non-responses, while the detailed tables report percentages of non-responses separately. Thus, percentages will be slightly different in the detailed tables than in the Bar Chart. Statistics in the main report are reported in the same way as the bar charts.

**Rounding.** Numbers may not add to totals due to rounding. Where the sample has been weighted by age group to ensure representativeness, rounding may also produce slight differences between tables.

# San Francisco Airport - Access Survey

The SFMTA is conducting this survey to help improve travel options in San Francisco. Thank you for participating!

*Note: Please do NOT complete this survey if you are transferring from another flight at SFO today.*

1. How did you get to SFO today?

- |  |  |
|--|--|
| <input type="checkbox"/> Drove and parked<br><input type="checkbox"/> Taxi<br><input type="checkbox"/> BART<br><input type="checkbox"/> Door-to-door van service<br><input type="checkbox"/> Dropped off | <input type="checkbox"/> Free hotel shuttle<br><input type="checkbox"/> Charter service / Private scheduled bus<br><input type="checkbox"/> Rental Car Center – to SFO via AirTrain<br><input type="checkbox"/> Other (specify): _____ |
|--|--|

2. Have you used a San Francisco taxi to get to or from SFO in the past year?       Yes       No

3. Have you used a San Francisco taxi for any reason in the past month (30 days)?       Yes       No

**▶ Skip to QUESTION #12 if have not used a San Francisco taxi (No on both Q2 and Q3).**

## TAXI RATINGS

4. How would you rate San Francisco taxis on...

	Excellent	-----	Terrible		Don't know	
Availability of Taxis.....	5	4	3	2	1	<input type="checkbox"/>
Vehicle Quality .....	5	4	3	2	1	<input type="checkbox"/>
Driver Service .....	5	4	3	2	1	<input type="checkbox"/>
Dispatch Service .....	5	4	3	2	1	<input type="checkbox"/>
Wait Time .....	5	4	3	2	1	<input type="checkbox"/>
Ease of Fare Payment.....	5	4	3	2	1	<input type="checkbox"/>
Overall .....	5	4	3	2	1	<input type="checkbox"/>

## TAXI USAGE

5. About how often have you used San Francisco taxis in the past month?

- Once this month
- 1 - 3 times this month
- 2 - 5 times a week
- 6 - 9 times a week
- 10+ times a week
- Have not used in past month

6. What is your most common reason for using taxis in San Francisco?

- Going out at night
- Getting to or from the airport
- Commuting to and from work
- Other business or employment need
- Shopping or other daytime activities
- Other (specify) \_\_\_\_\_

7. How do you normally get a taxi in San Francisco?

- Hailing on the street
- Directly calling the cab company
- Other (specify) \_\_\_\_\_

8. Do you consider the cab company when using SF taxis?

- Yes
- No

(If yes) 9. Which company do you prefer?

\_\_\_\_\_

10. Have you ever used a smartphone app or internet service to request a taxi in San Francisco?

- Yes
- No

(If yes) 11. What services have you used?

- Taximagic
- Cabulous
- Taxi company's own website
- Other (specify) \_\_\_\_\_

12. Other Comments about San Francisco taxis:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



**USING SAN FRANCISCO TAXIS**

13. What would get you to use San Francisco taxis (or use them more often)? (please be specific)

---

---

---

---

---

**TRIP INFORMATION**

14. What county did you depart from to get to the Airport today?

- |  |   |
|--|---|
| <input type="checkbox"/> Alameda       | <input type="checkbox"/> San Mateo              |
| <input type="checkbox"/> Contra Costa  | <input type="checkbox"/> Santa Clara            |
| <input type="checkbox"/> Marin         | <input type="checkbox"/> Solano                 |
| <input type="checkbox"/> Napa          | <input type="checkbox"/> Sonoma                 |
| <input type="checkbox"/> San Francisco | <input type="checkbox"/> Other (specify): _____ |

15. What is the main purpose of your trip today? (select primary reason)

- |   |  |
|---|--|
| <input type="checkbox"/> Business                         | <input type="checkbox"/> Conference / Convention |
| <input type="checkbox"/> Pleasure / Vacation / Recreation | <input type="checkbox"/> School                  |
| <input type="checkbox"/> Visit friends or relatives       | <input type="checkbox"/> Other (specify): _____  |

*Note: If going home, please select purpose for your visit.*

**ABOUT YOURSELF**

16. What is your home zip code: \_\_\_\_ \_

17. Age:

- |                                  |   |
|----------------------------------|---|
| <input type="checkbox"/> 13 - 17 | <input type="checkbox"/> 45 -54         |
| <input type="checkbox"/> 18 - 24 | <input type="checkbox"/> 55 - 64        |
| <input type="checkbox"/> 25 - 34 | <input type="checkbox"/> 65 and over    |
| <input type="checkbox"/> 35 - 44 | <input type="checkbox"/> Rather not say |

18. Ethnic Group:

- White
- African American
- Hispanic / Latino
- Asian / Pacific Islander
- Other (specify) \_\_\_\_\_
- Rather not say

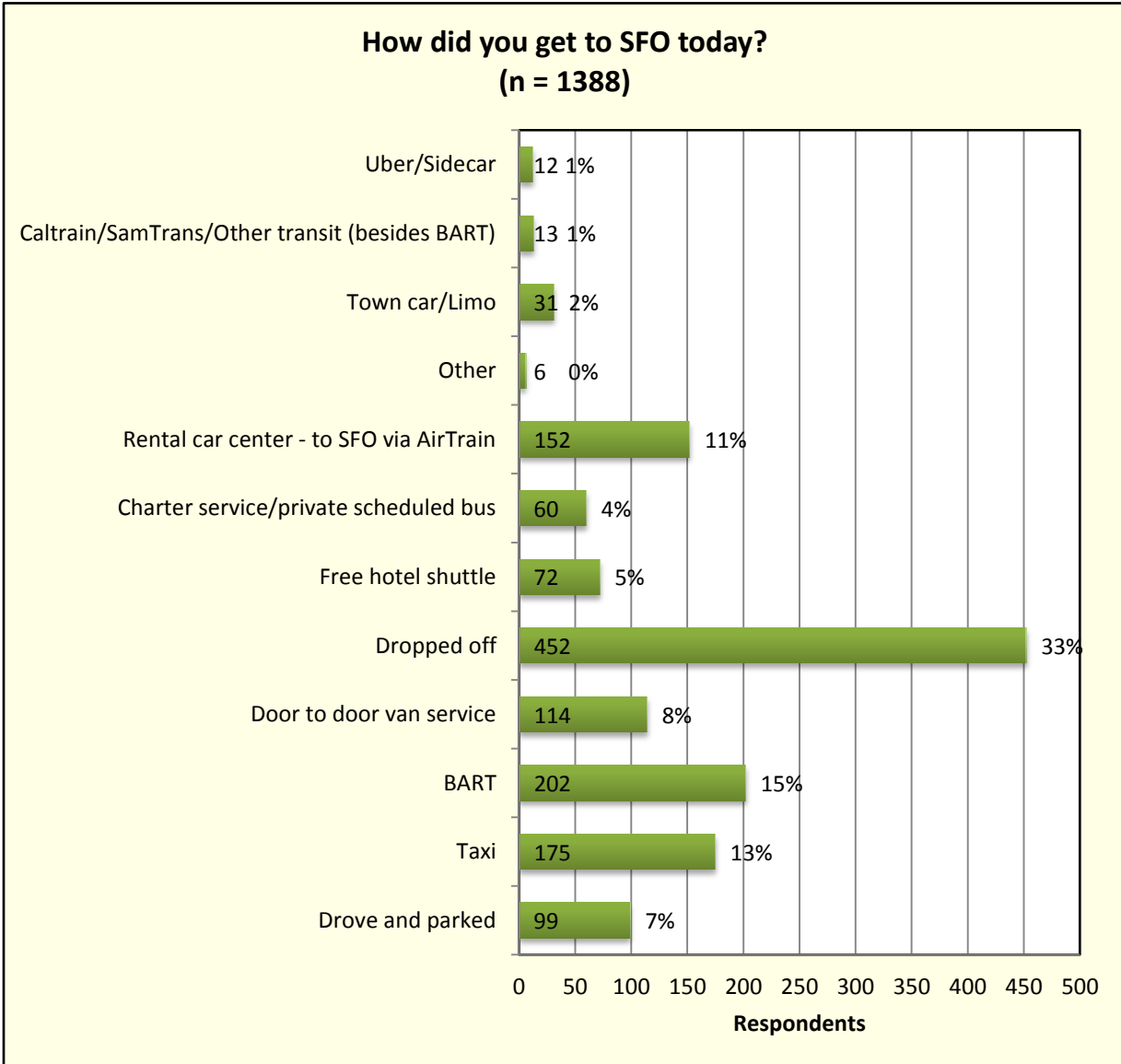
19. Gender:

- Male
- Female

## Bar Charts

### 1. How did you get to SFO today?

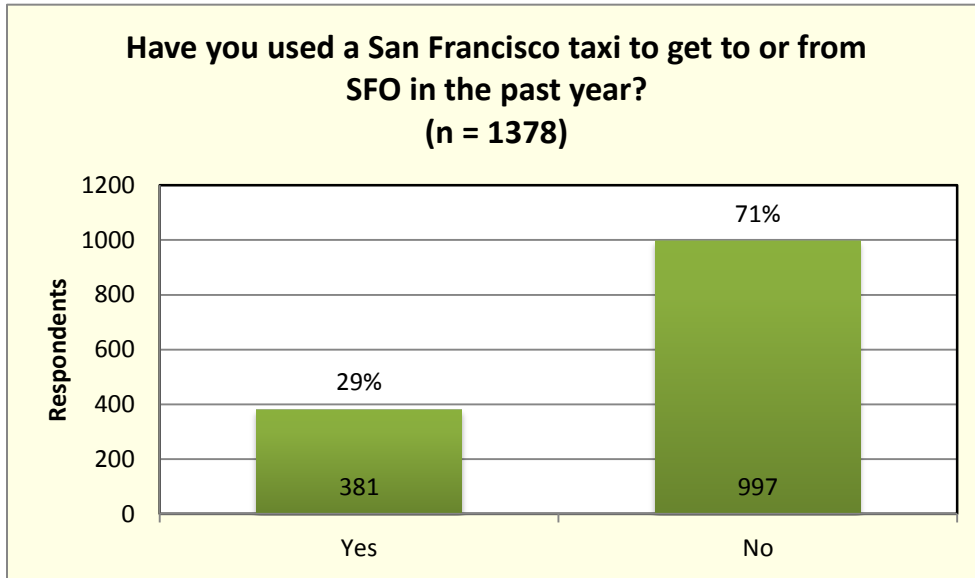
- Drove and parked
- Taxi
- Door-to-door van service
- Dropped off
- Free hotel shuttle



- Charter service / Private scheduled bus
- BART
- Rental Car Center – to SFO via AirTrain
- Other (specify): \_\_\_\_\_

2. Have you used a San Francisco taxi to get to or from SFO in the past year?

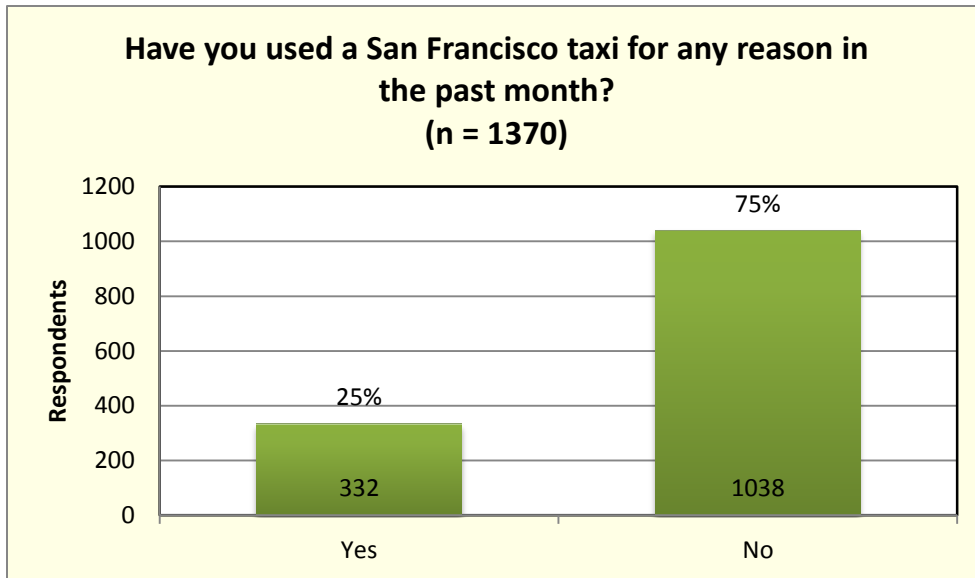
- Yes
- No



3. Have you used a San Francisco taxi for any reason in the past month (30 days)?

- Yes
- No

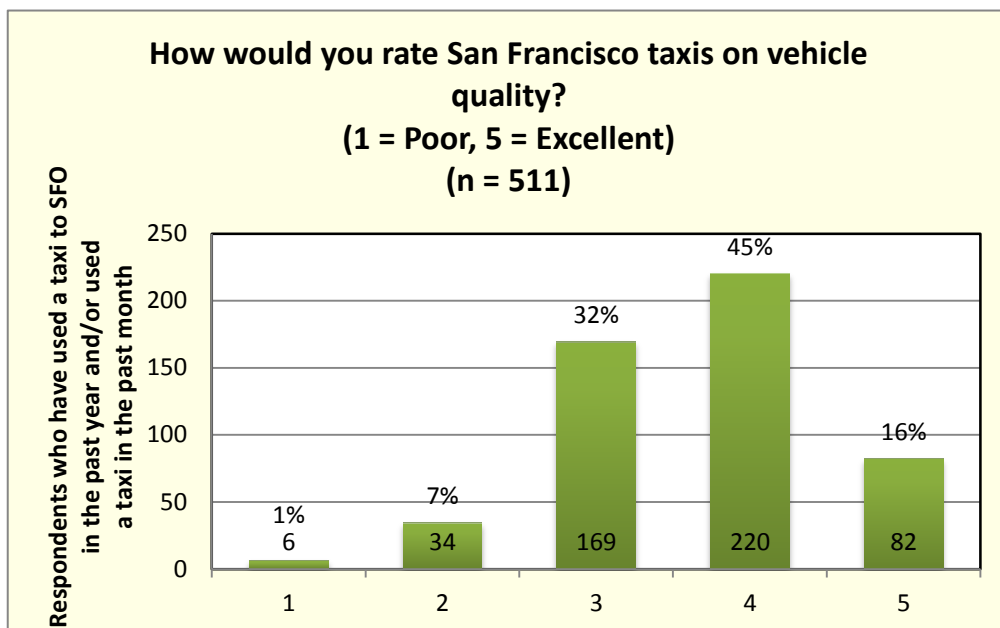
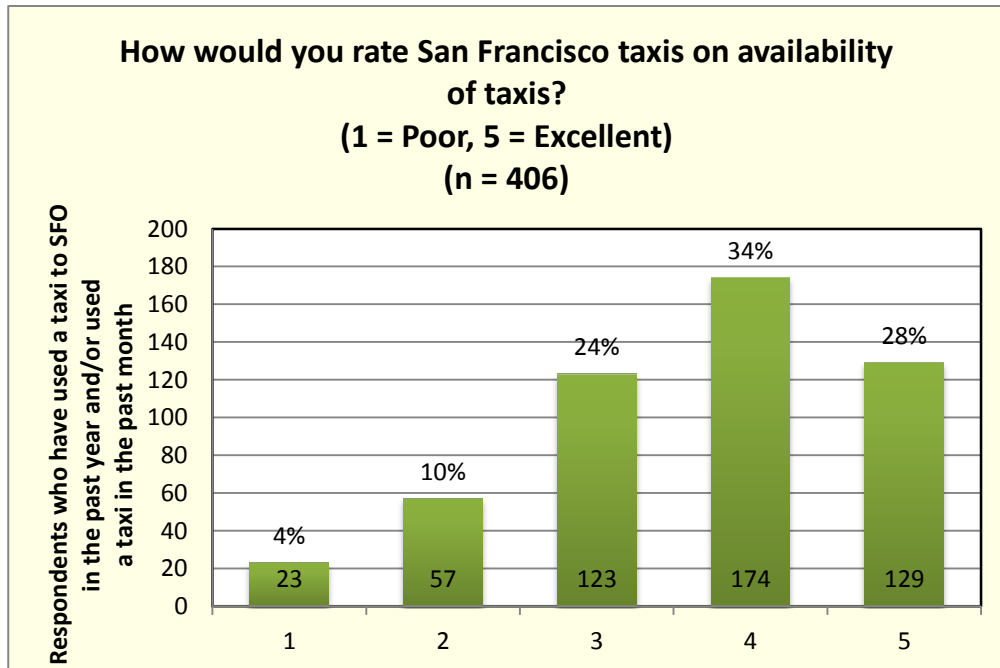
Skip to QUESTION #12 if have not used a San Francisco taxi (No on both Q2 and Q3).

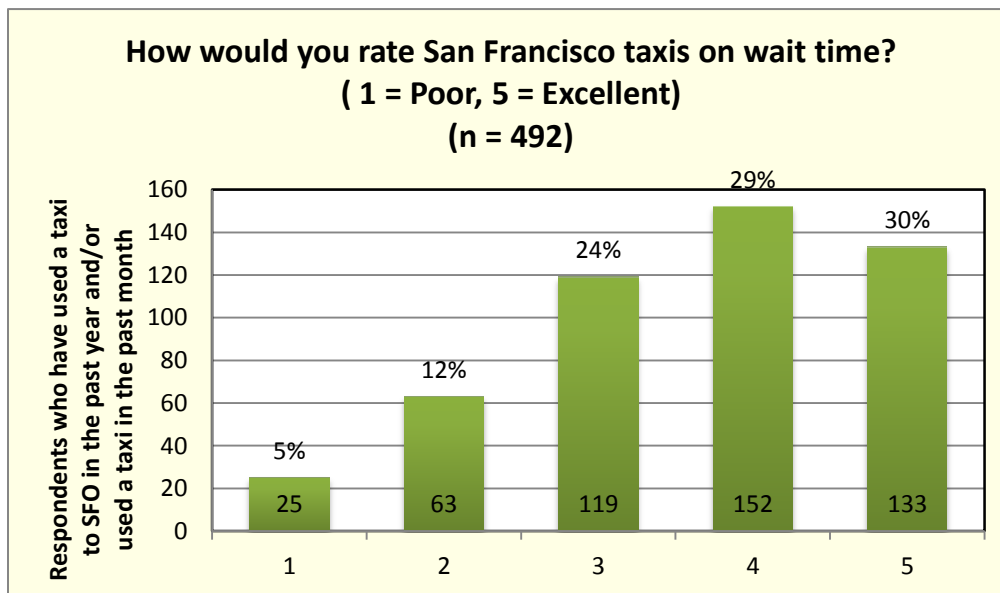
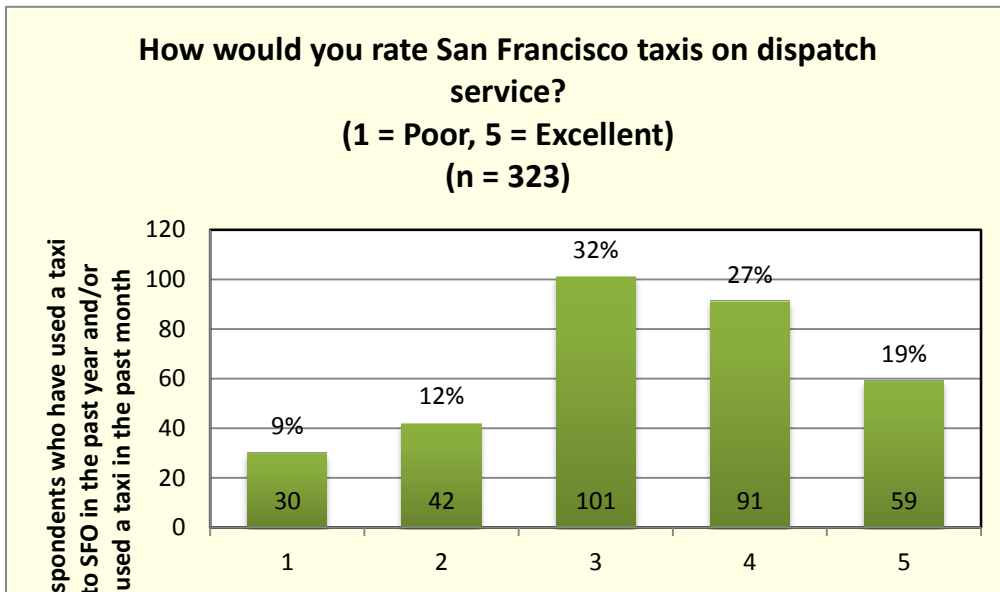
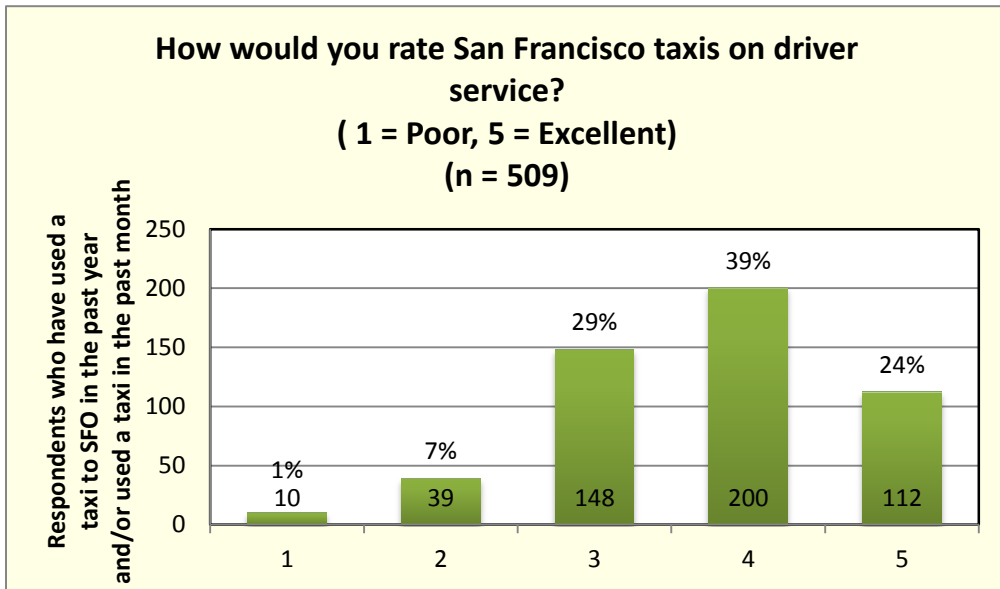


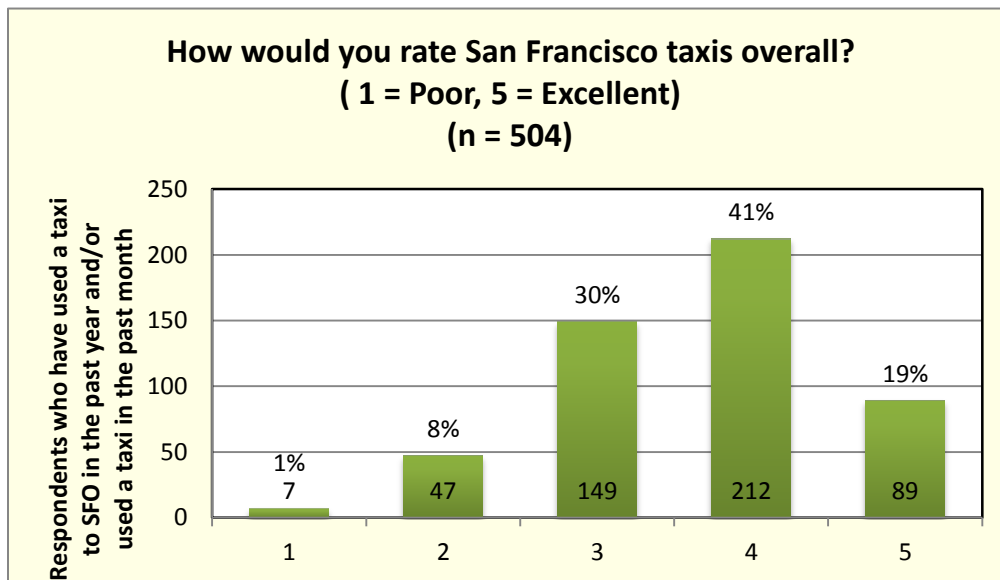
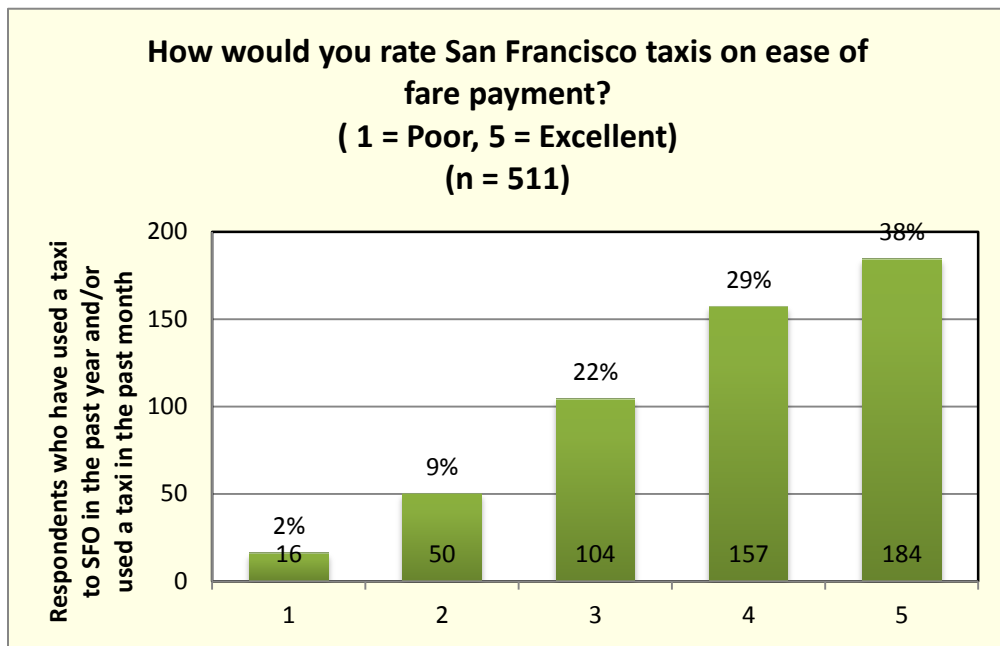
TAXI RATINGS

4. How would you rate San Francisco taxis on...

	Terrible					Excellent	Don't Know
	1	2	3	4	5		
Availability of Taxis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Vehicle Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Driver Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Dispatch Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Wait Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Ease of Fare Payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



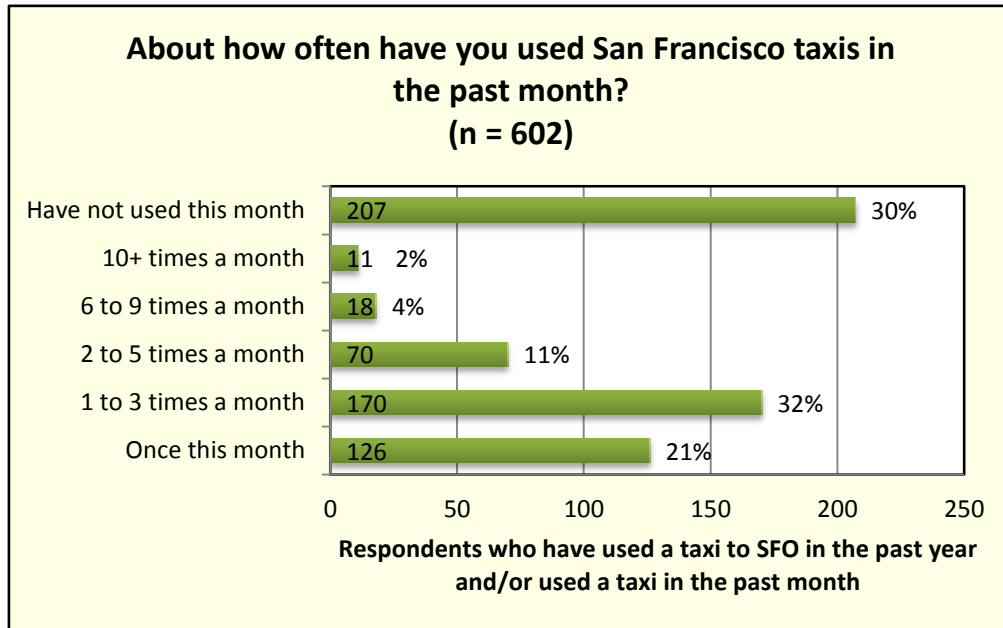




TAXI USAGE

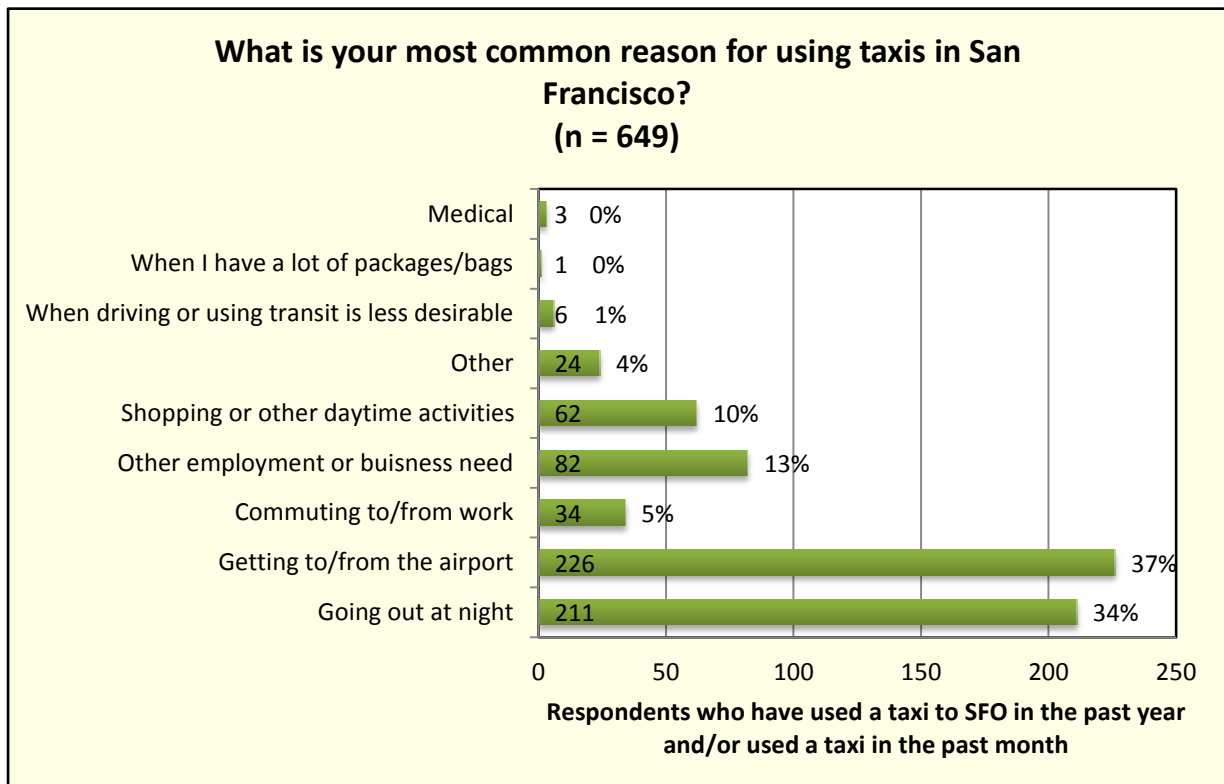
5. About how often have you used San Francisco taxis in the past month?

- Once this month
- 1 – 3 times this month
- 2 – 5 times a week
- 6 – 9 times a week
- 10+ times a week
- Have not used in past month



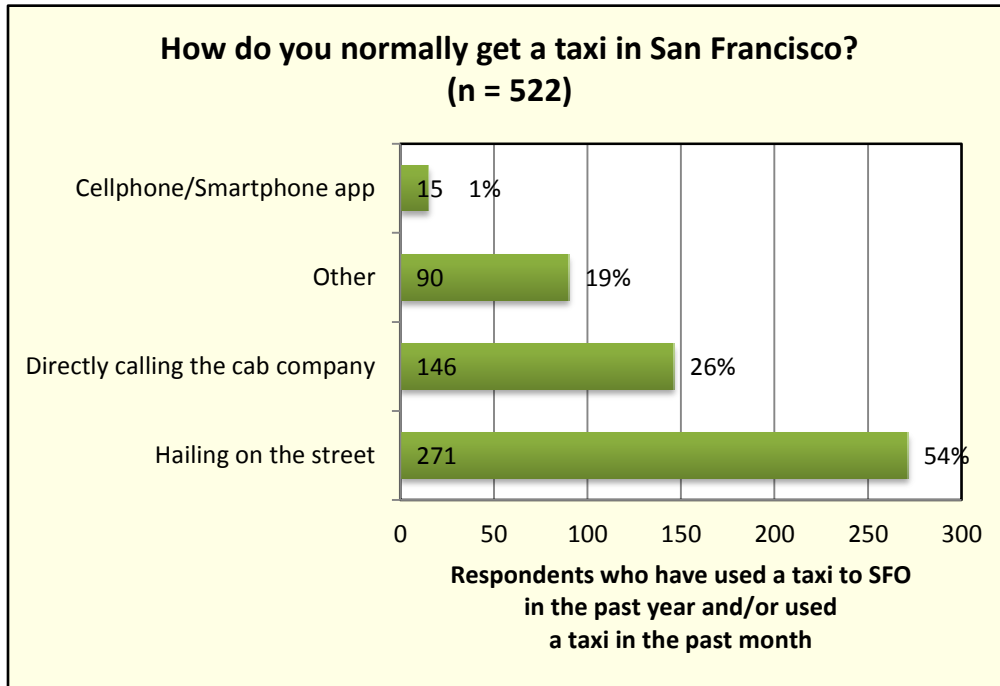
6. What is your most common reason for using taxis in San Francisco?

- Going out at night
- Getting to or from the airport
- Commuting to and from work
- Other business or employment need
- Shopping or other daytime activities
- Other (specify) \_\_\_\_\_



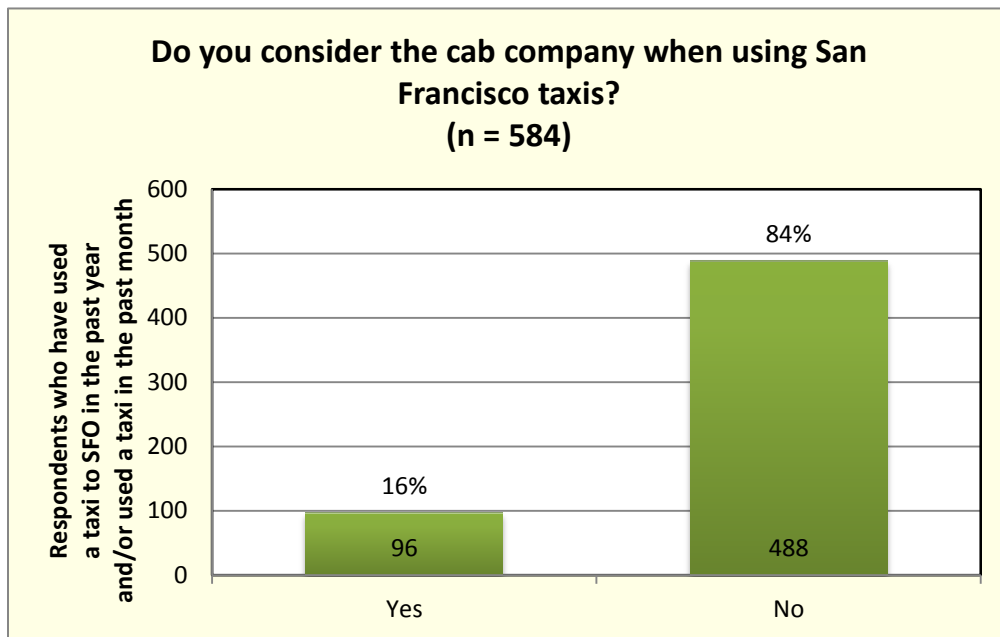
7. How do you normally get a taxi in San Francisco?

- Hailing on the street
- Directly calling the cab company
- Other (specify) \_\_\_\_\_



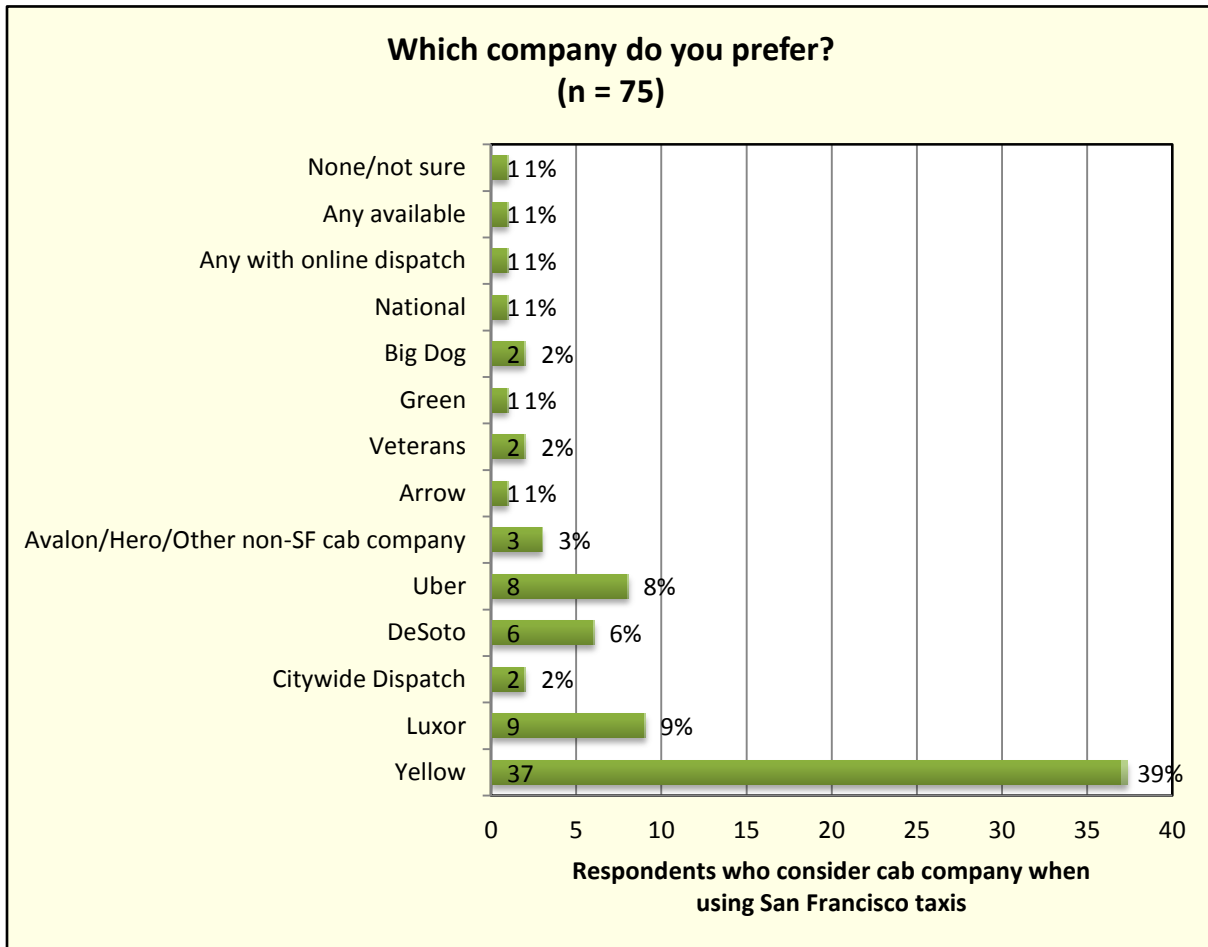
8. Do you consider the cab company when using SF taxis?

- Yes
- No



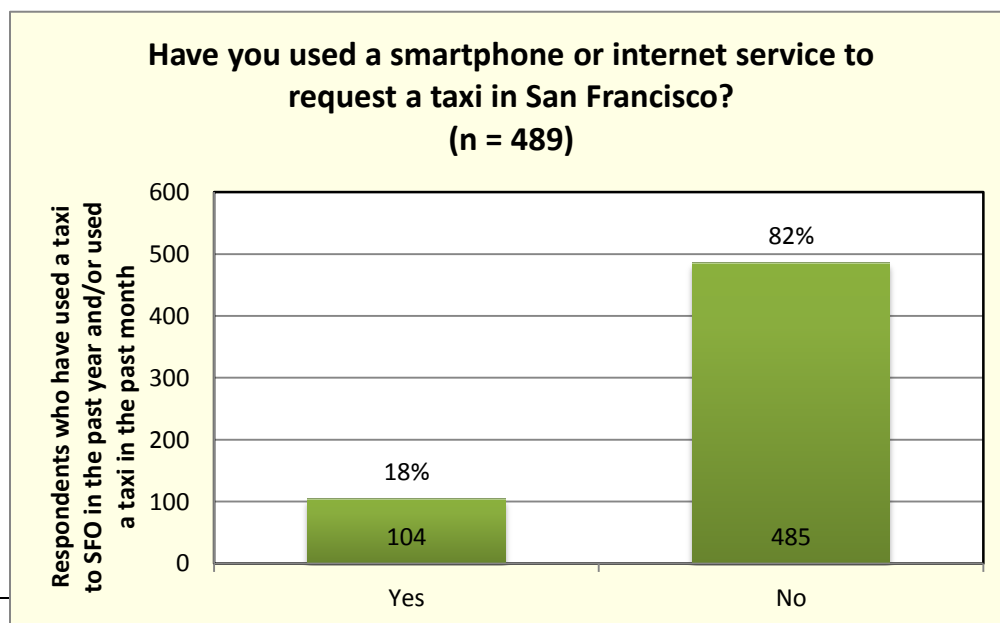


(If yes) 9. Which company do you prefer? \_\_\_\_\_



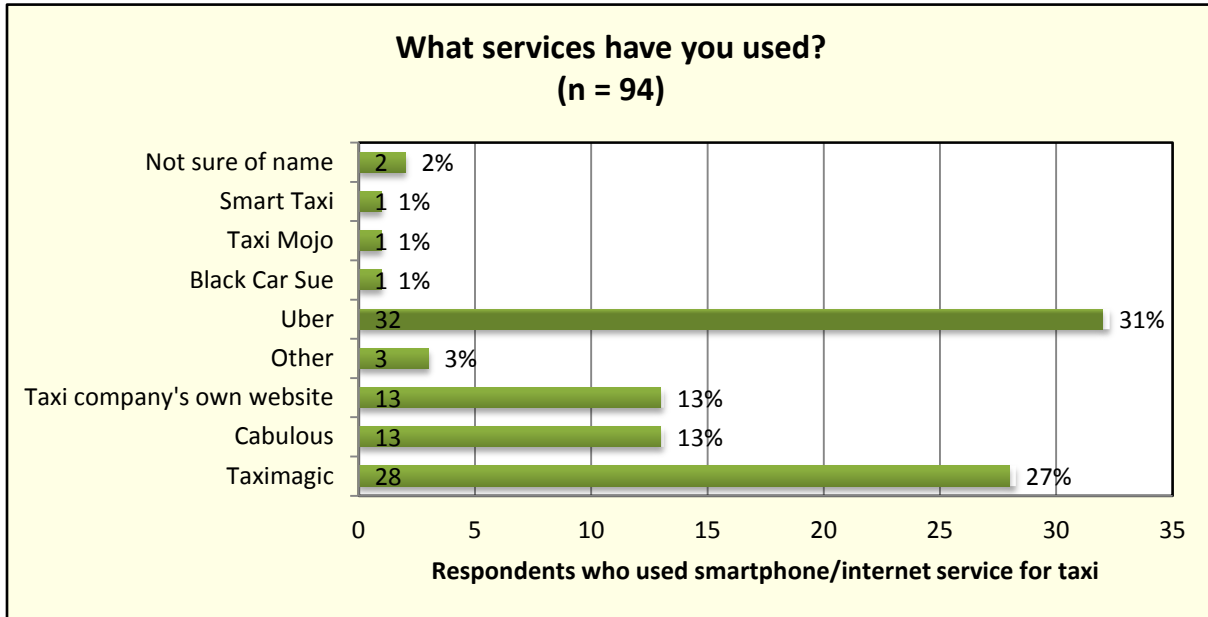
10. Have you ever used a smartphone app or internet service to request a taxi in San Francisco?

- Yes
- No



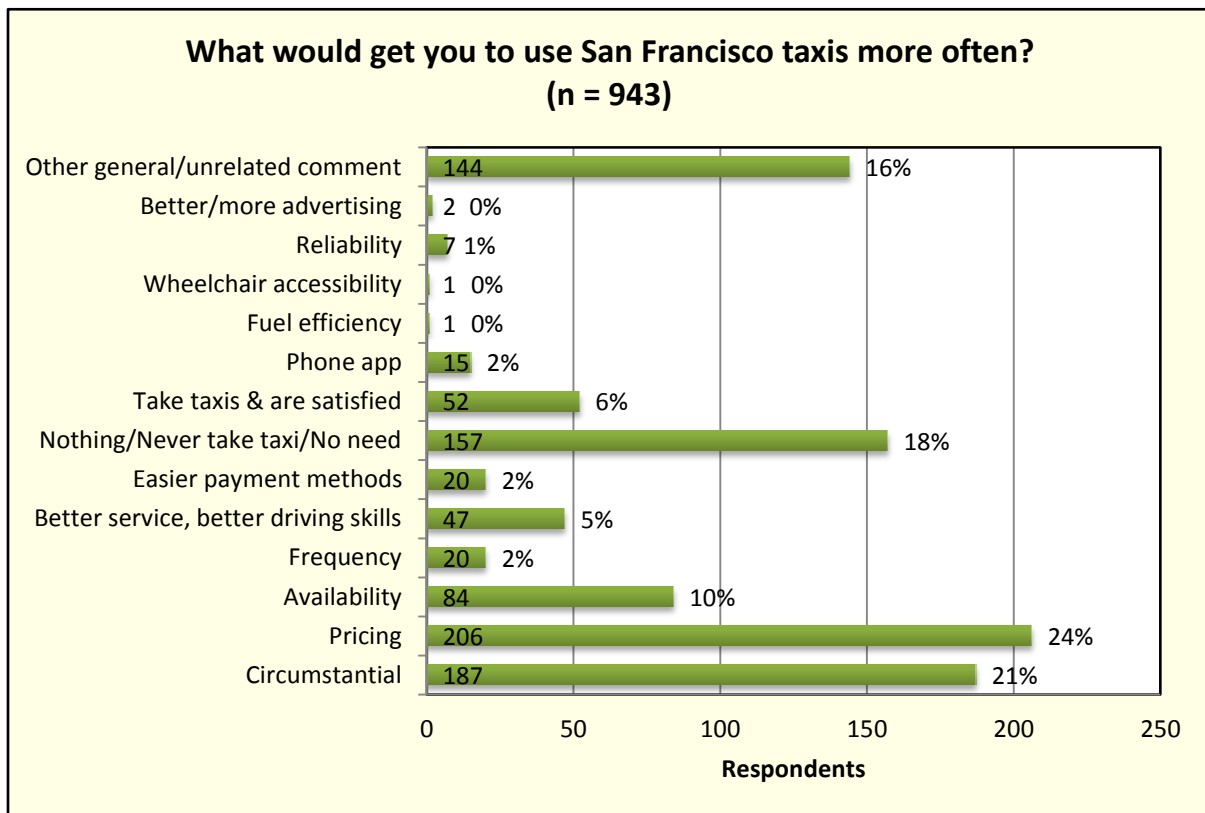
(If yes) 11. What services have you used?

- Taximagic
- Cabulous
- Taxi company's own website
- Other (specify) \_\_\_\_\_



USING SAN FRANCISCO TAXIS

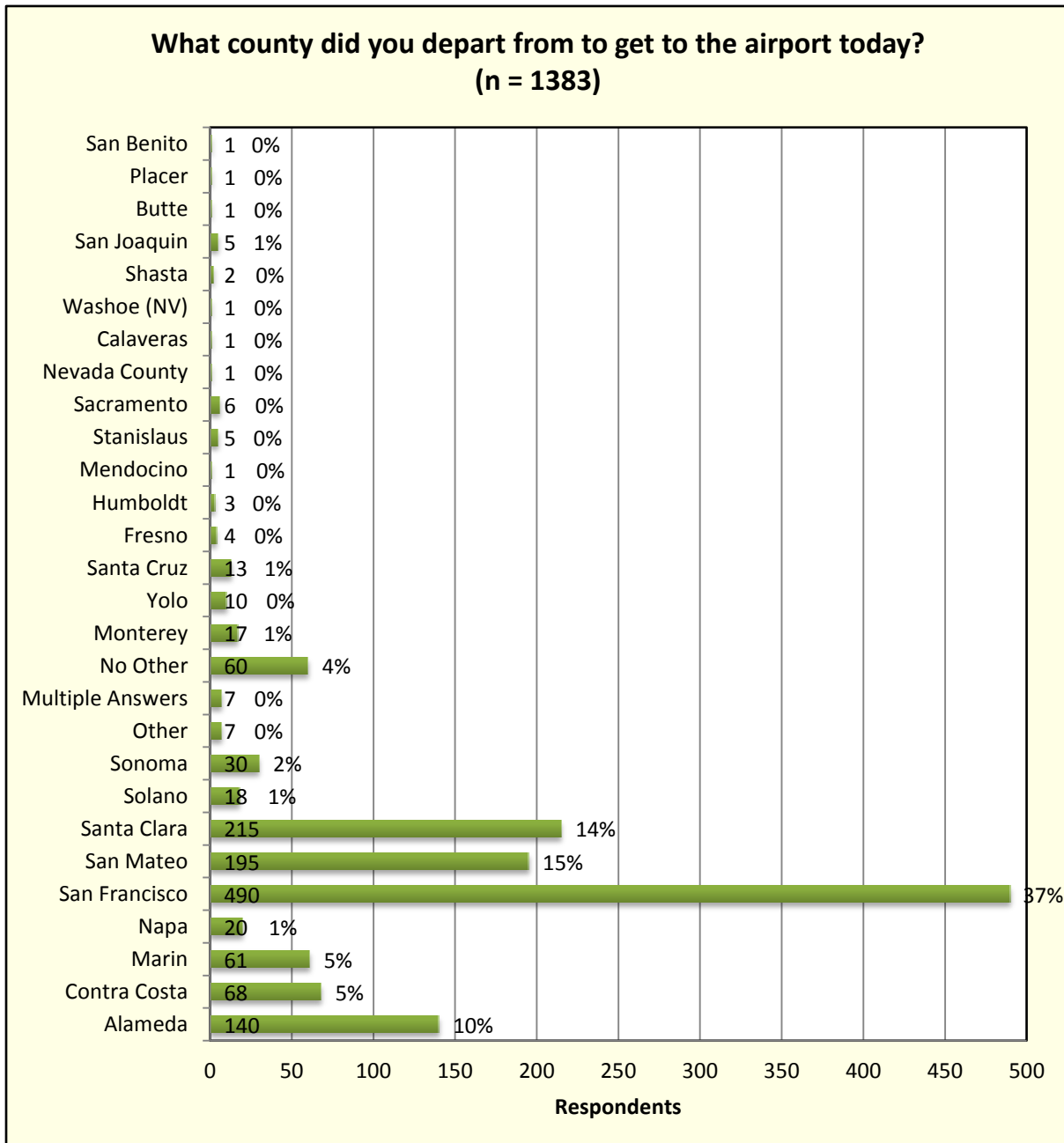
13. What would get you to use San Francisco taxis (or use them more often)? (please be specific)



TRIP INFORMATION

14. What county did you depart from to get to the Airport today?

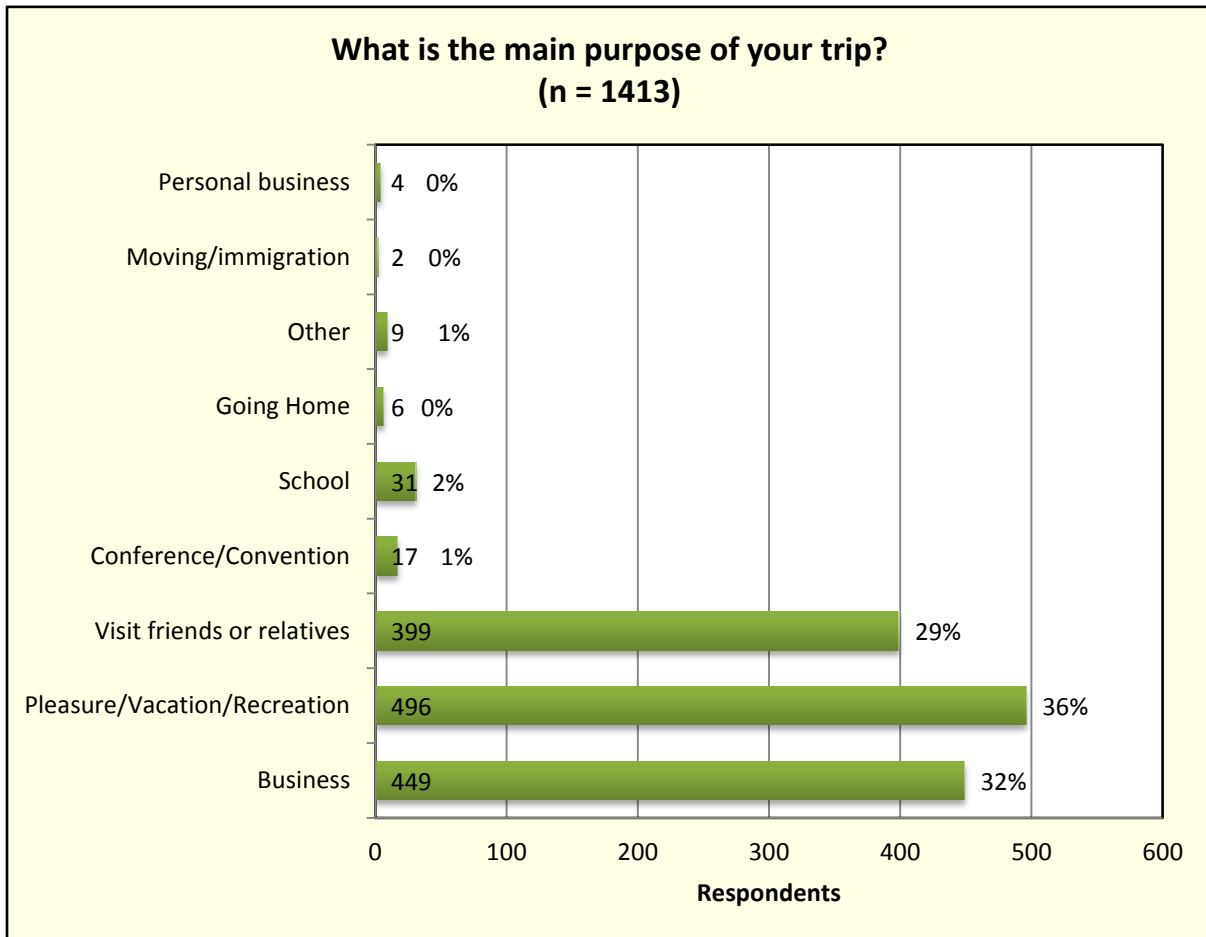
- Alameda
- San Mateo
- Contra Costa
- Santa Clara
- Marin
- Solano
- Napa
- Sonoma
- San Francisco
- Other (specify): \_\_\_\_\_



15. What is the main purpose of your trip today? (select primary reason)

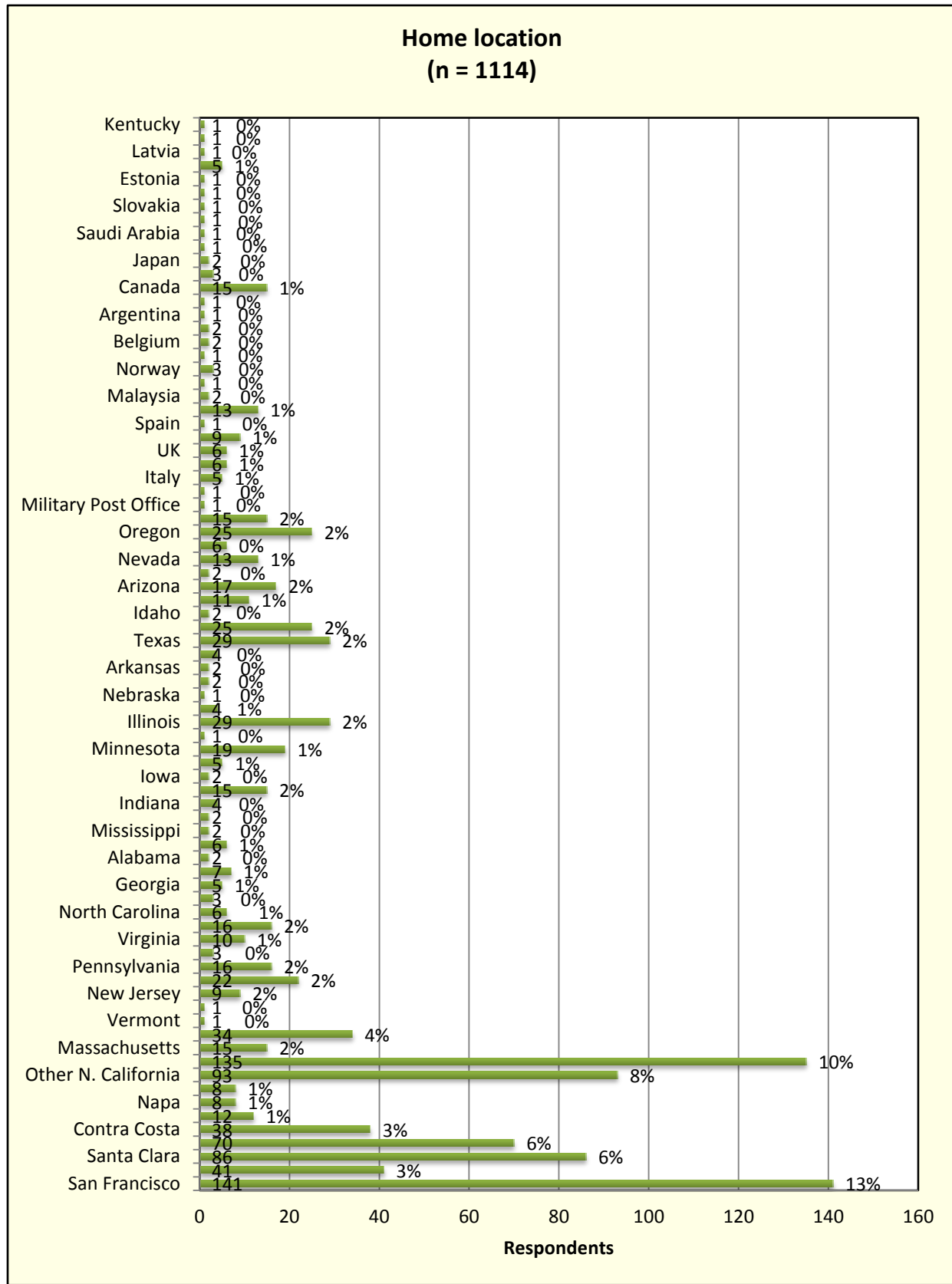
- Business
- Conference / Convention
- Pleasure / Vacation / Recreation
- School
- Visit friends or relatives
- Other (specify): \_\_\_\_\_

Note: If going home, please select purpose for your visit.



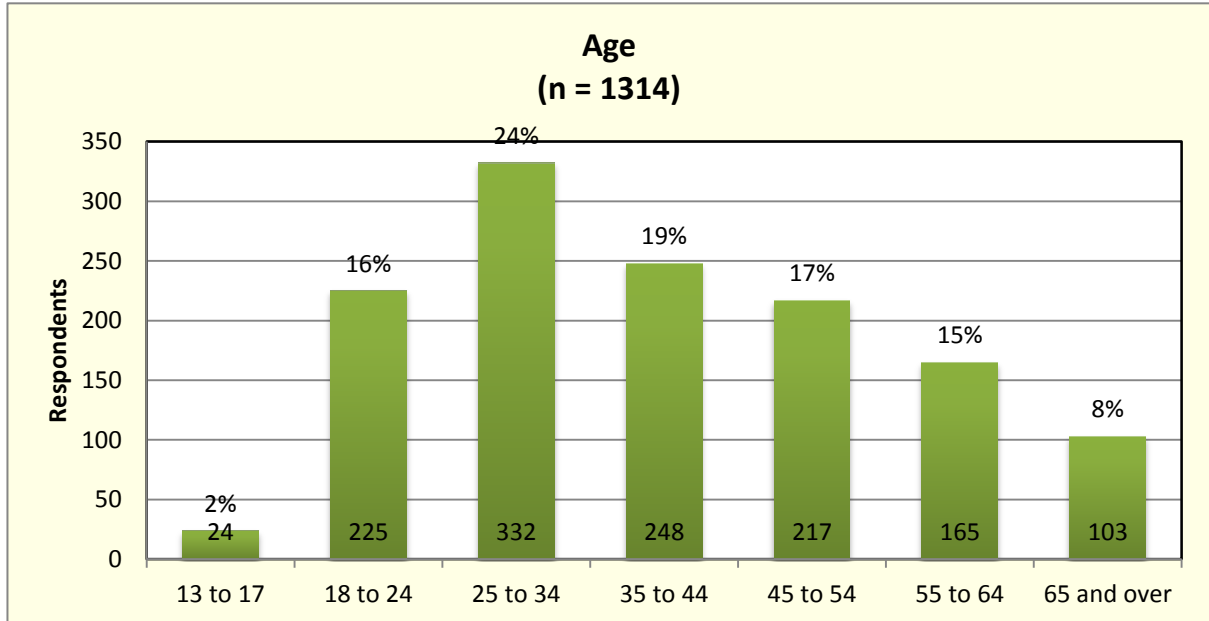
ABOUT YOURSELF

16. What is your home zip code?



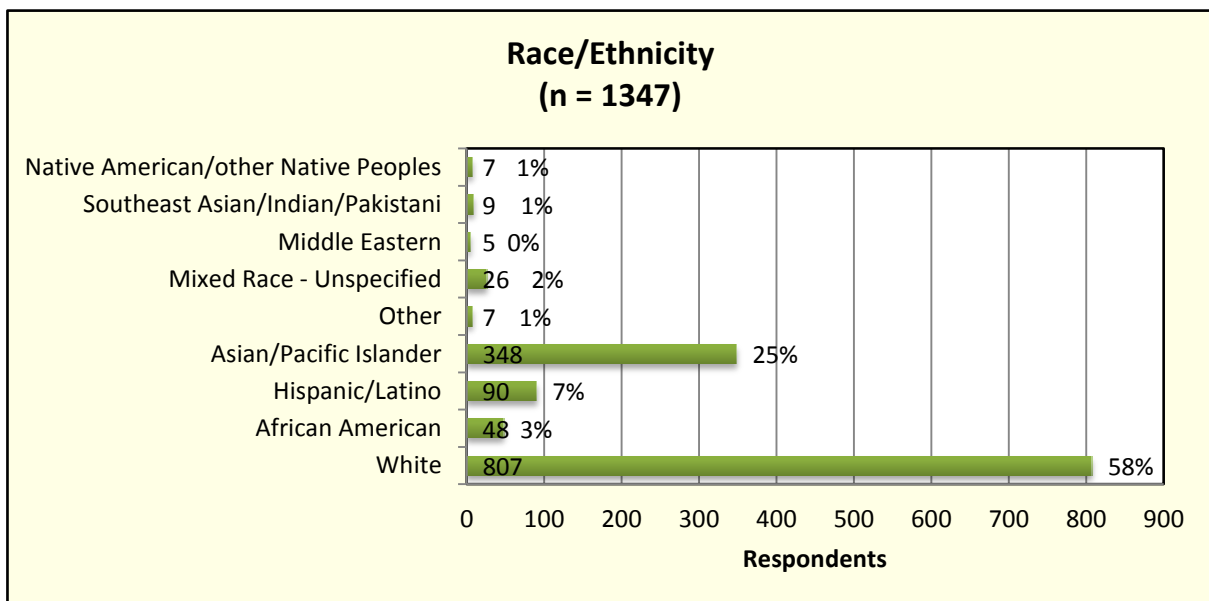
17. Age:

- 13 – 17
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 and over
- Rather not say



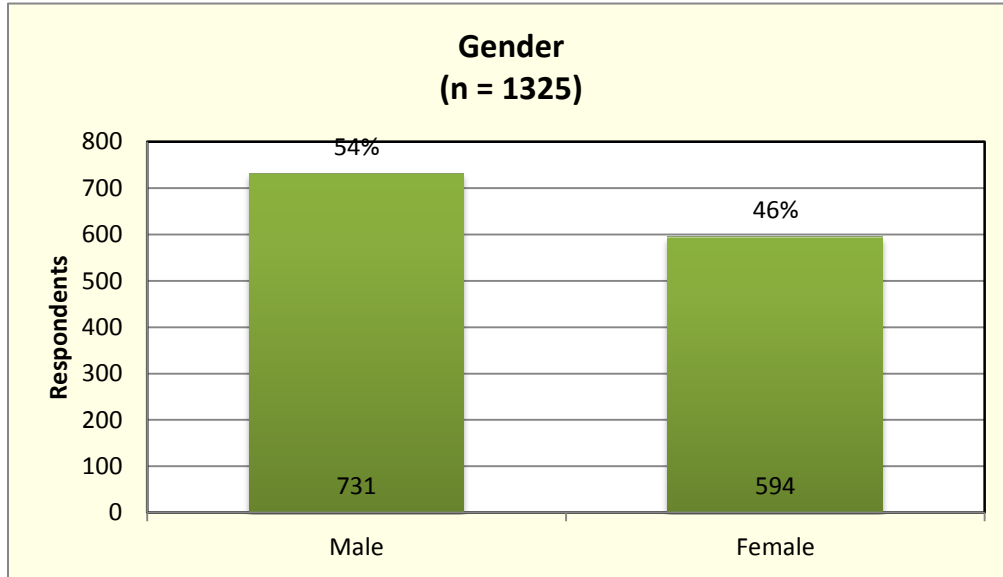
18. Ethnic Group:

- White
- African American
- Hispanic / Latino
- Asian / Pacific Islander
- Other (specify) \_\_\_\_\_
- Rather not say



19. Gender:

- Male
- Female



**Appendix C**

**Street Intercept Survey  
Questions and Results**





## Appendix C

### Street Intercept Survey Questions and Results

Since the residential telephone survey focused on a proportional sampling of San Francisco residents, the intercept survey was intended to reach a larger share of visitors - both from other cities in the Bay Area as well as areas outside the Bay Area. Surveyors were stationed at key locations popular with visitors in San Francisco, including Pier 39, the Ferry Building, Academy of Sciences in Golden Gate Park, Golden Gate Bridge, Union Square, and others. Local residents, however, were not screened out of the survey. Potential respondents were screened based on whether they had used a cab in San Francisco. Over half of respondents were either waiting for a cab or just exiting a cab.

In total, 365 surveys were completed, with 123 respondents from San Francisco, 41 from other cities within the Bay Area, 108 from other areas within the United States, and 85 from outside the United States.

This appendix provides:

- **Illustrative Bar Charts.** A bar chart is provided for each question showing responses by the sample as a whole.
- **Detailed Tables.** Tables are provided with detail by airport terminal, time of day, how got to the airport, location of home, age, gender, number of times a San Francisco taxi was used in the past month, and how the respondent normally get a San Francisco taxi.

**Treatment of non-responses.** Please note that percentages in the Bar Charts report results *excluding* non-responses, while the detailed tables report percentages of non-responses separately. Thus, percentages will be slightly different in the detailed tables than in the Bar Chart. Statistics in the main report are reported in the same way as the bar charts.

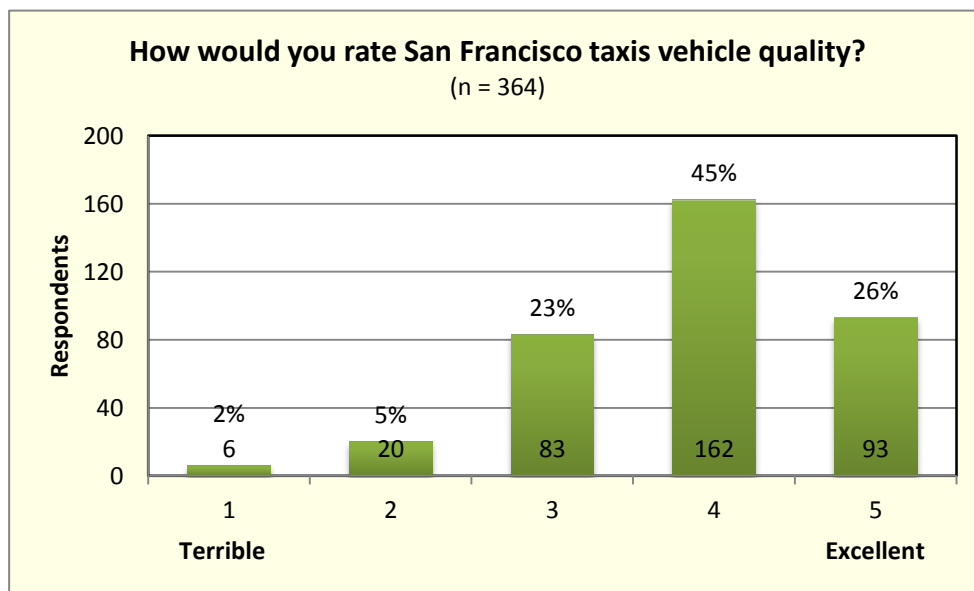
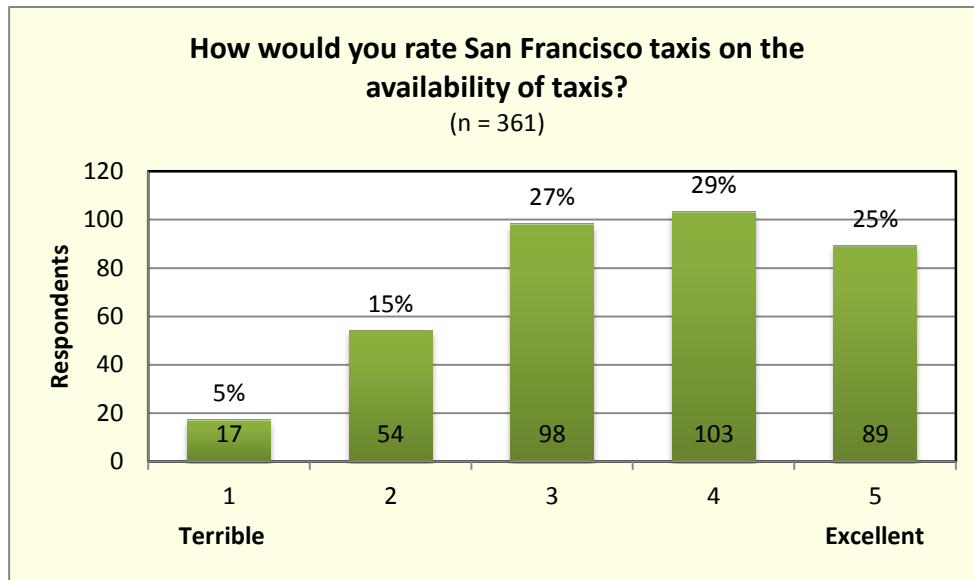
**Rounding.** Numbers may not add to totals due to rounding.

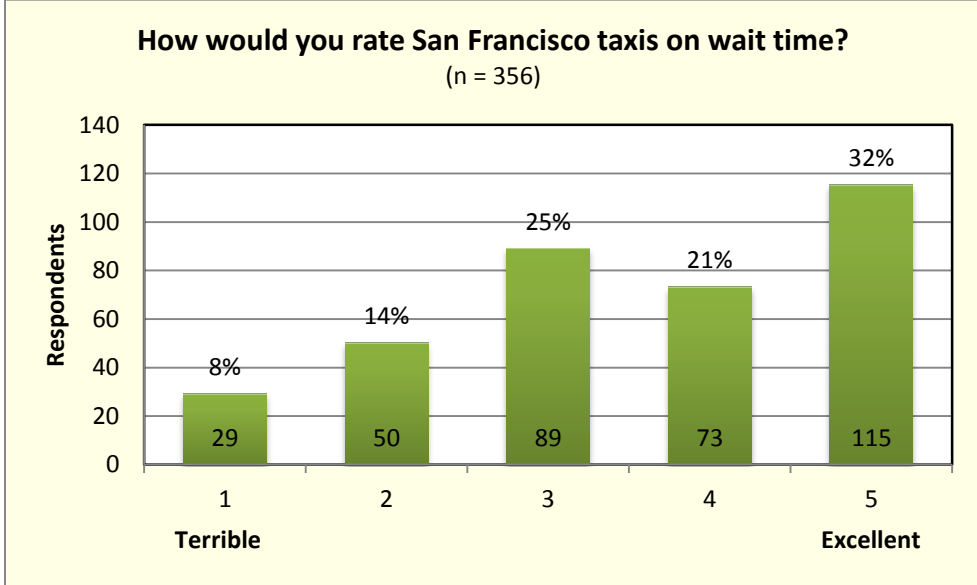
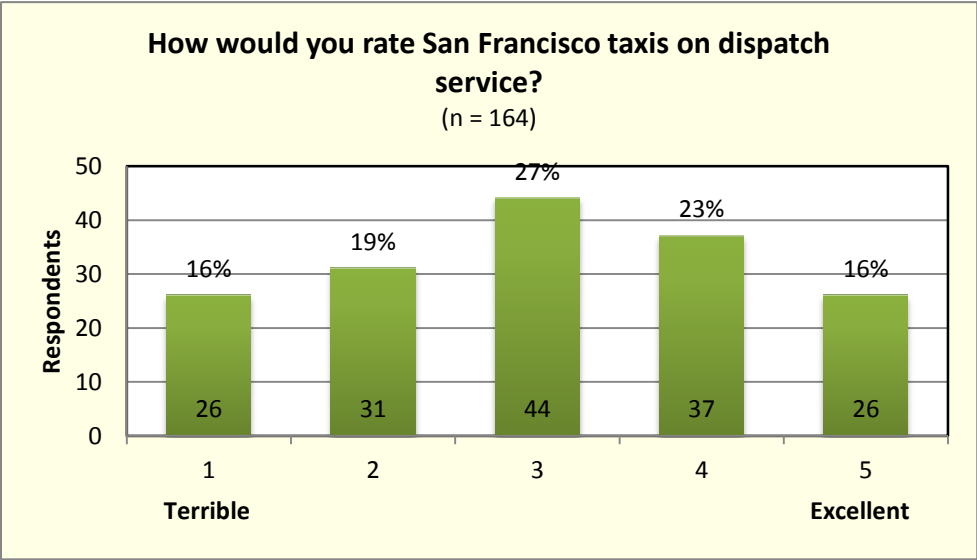
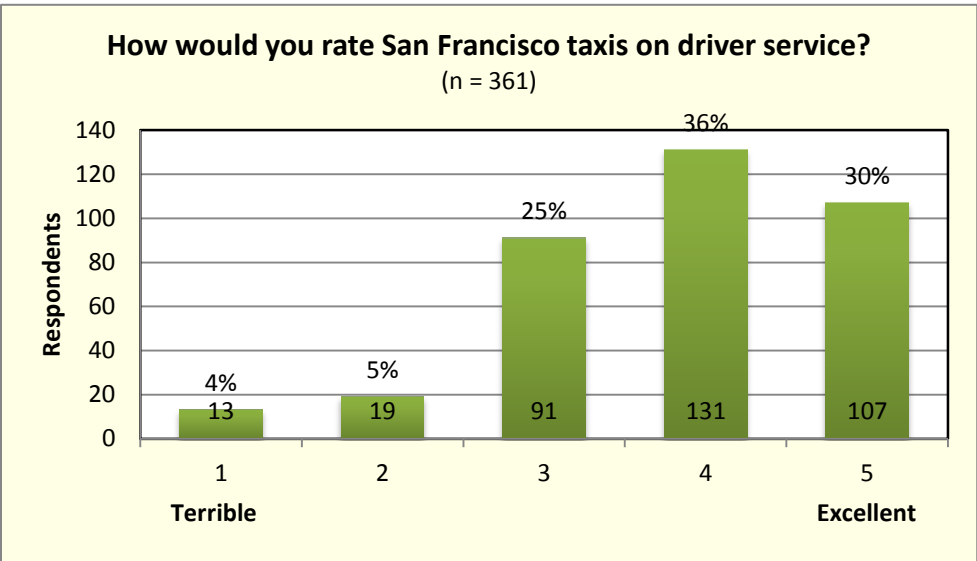
## Bar Charts

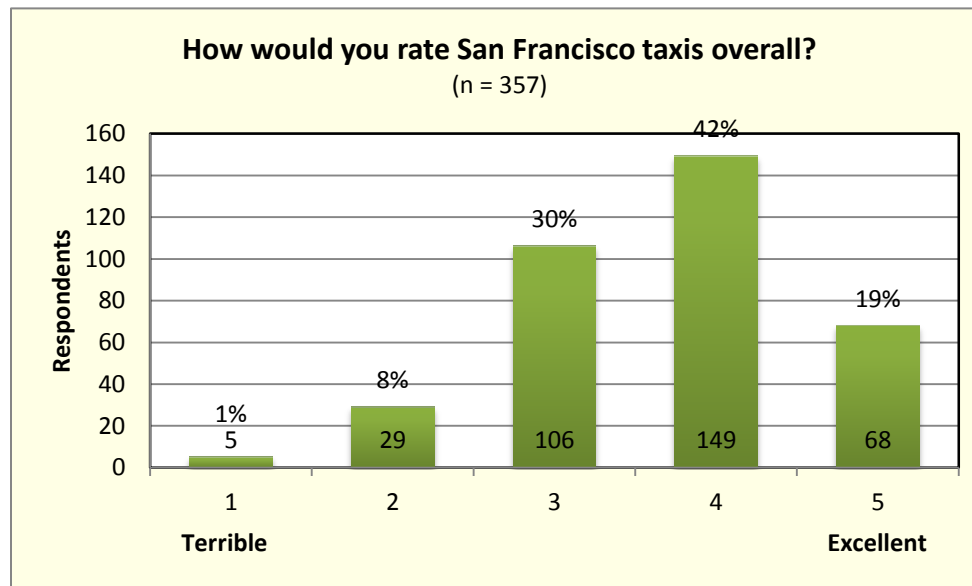
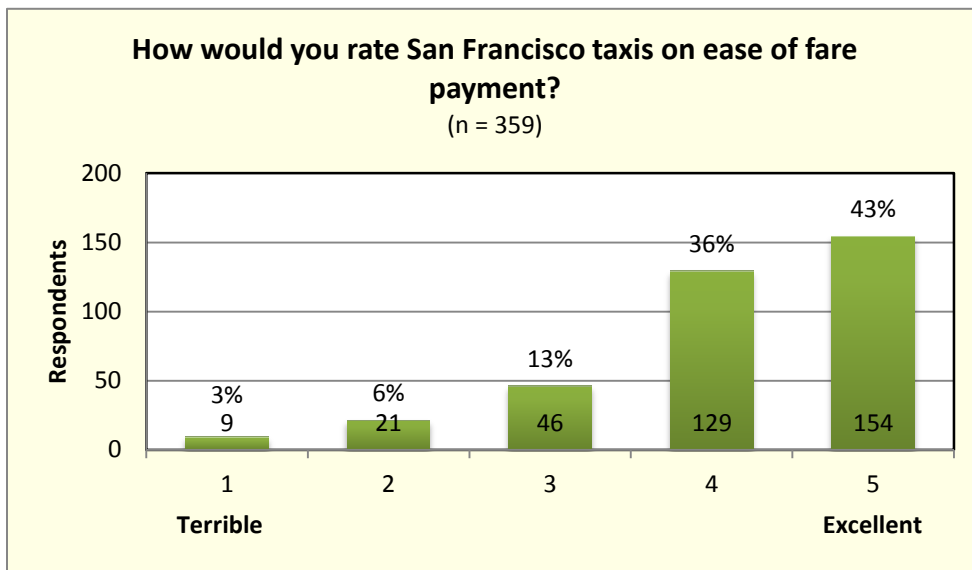
Raw results for each question are provided below. The bar chart show the percentage of respondents for each option. The original questionnaire is in Appendix A.

1. How would you rate San Francisco taxis on...

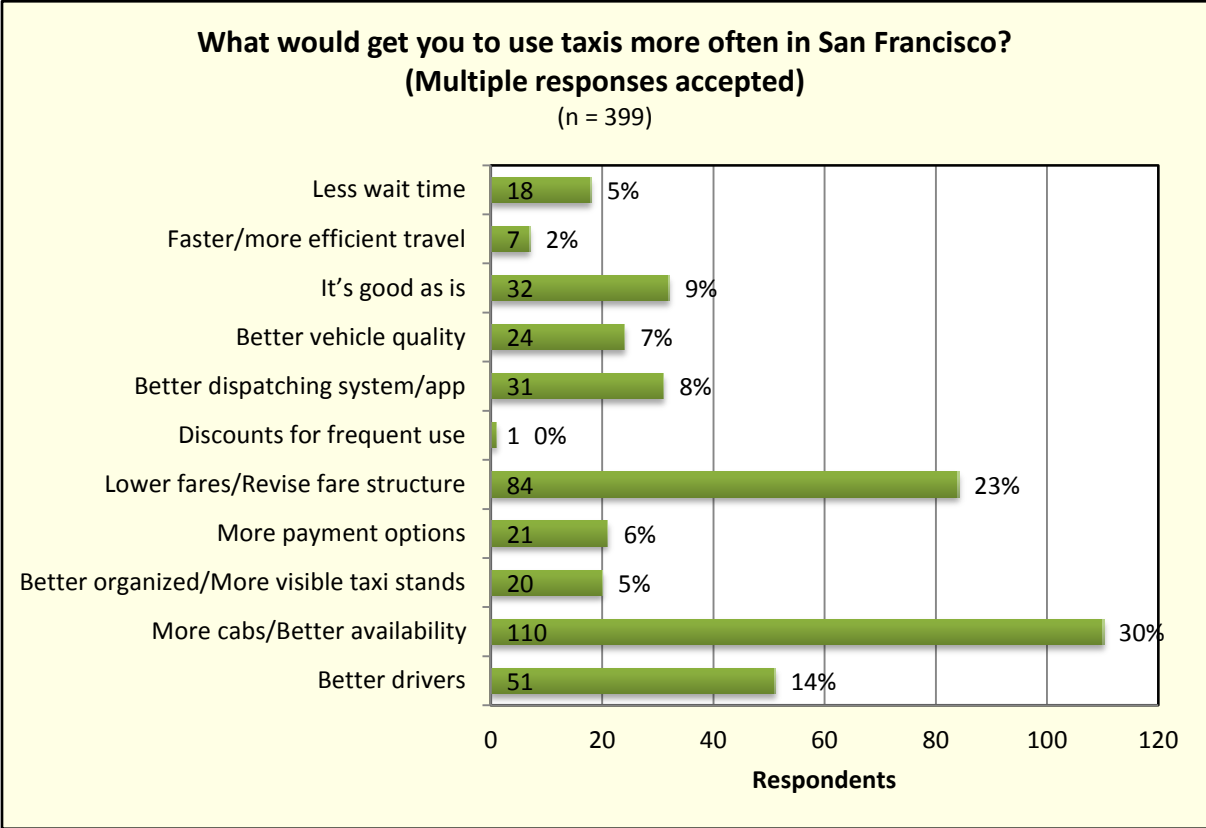
	<i>Terrible</i>					<i>Excellent</i>	
	1	2	3	4	5		
Availability of Taxis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Vehicle Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Driver Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Dispatch Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Wait Time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Ease of Fare Payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		





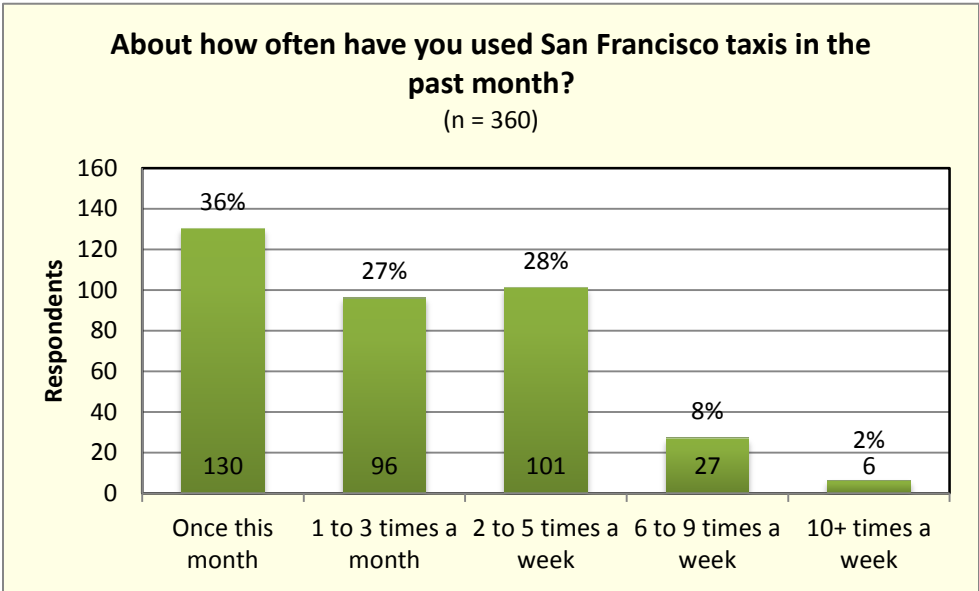


2. What would get you to use taxis more often in San Francisco? Please be specific.

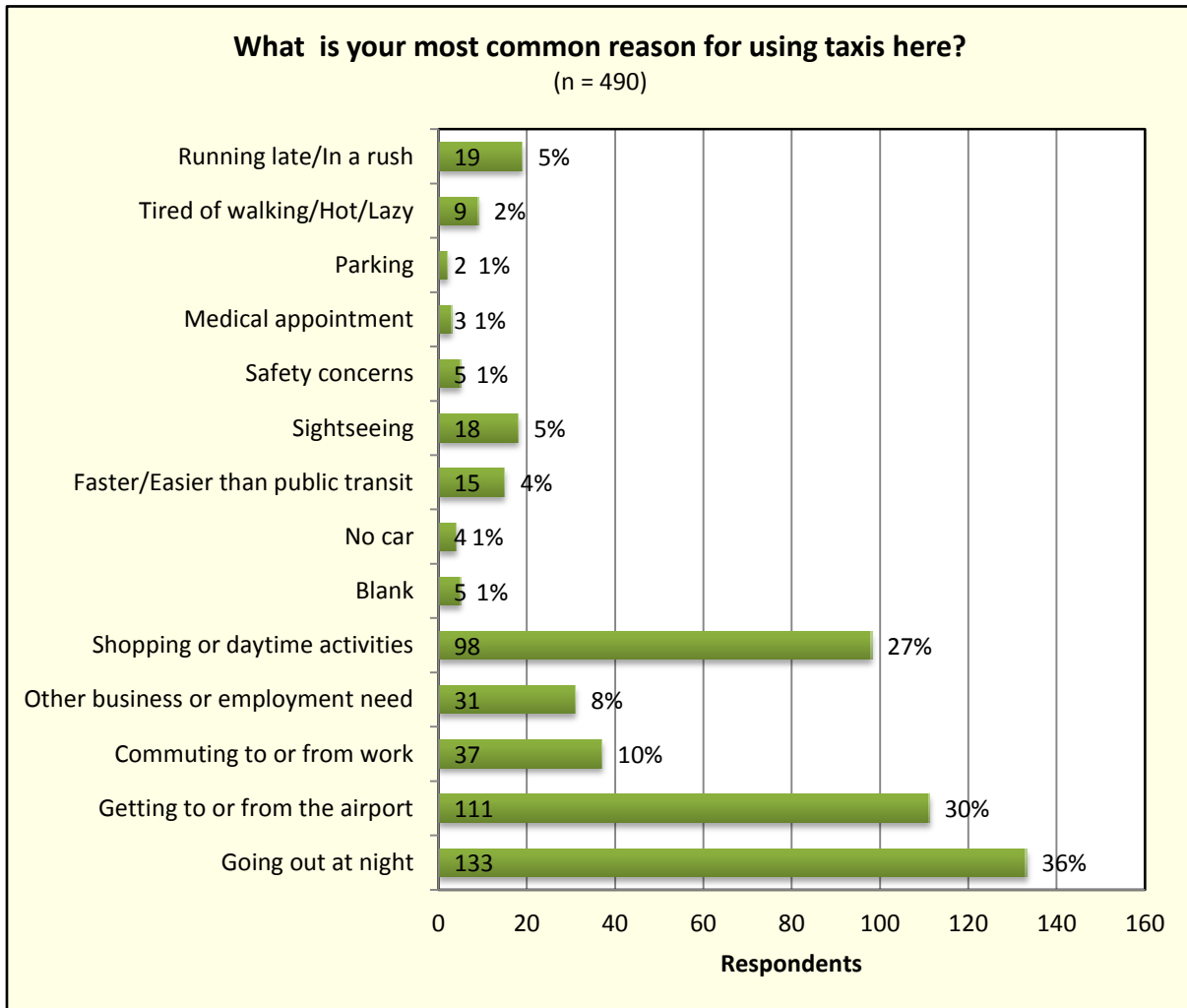


3. About how often have you used San Francisco taxis in the past month?

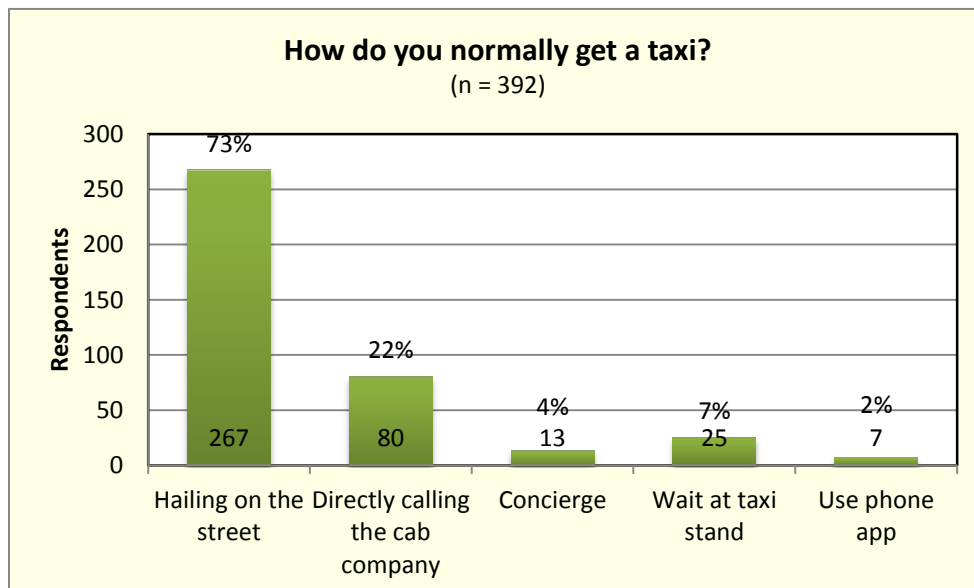
- Once this month
- 1 – 3 times this month
- 2 – 5 times a week
- 6 – 9 times a week
- 10+ times a week
- Have not used in past month



4. What is your most common reason for using taxis here

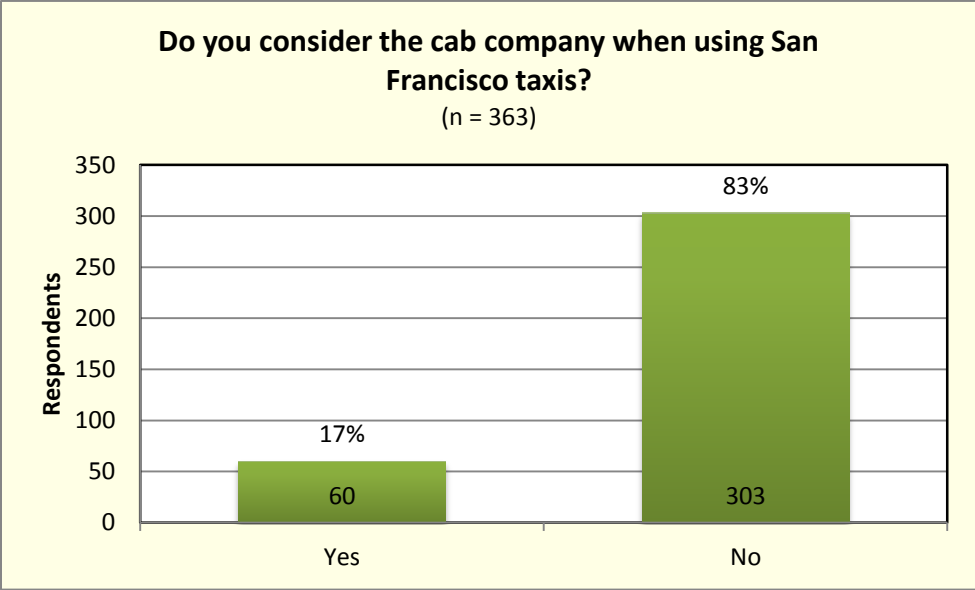


5. How do you normally get a taxi?

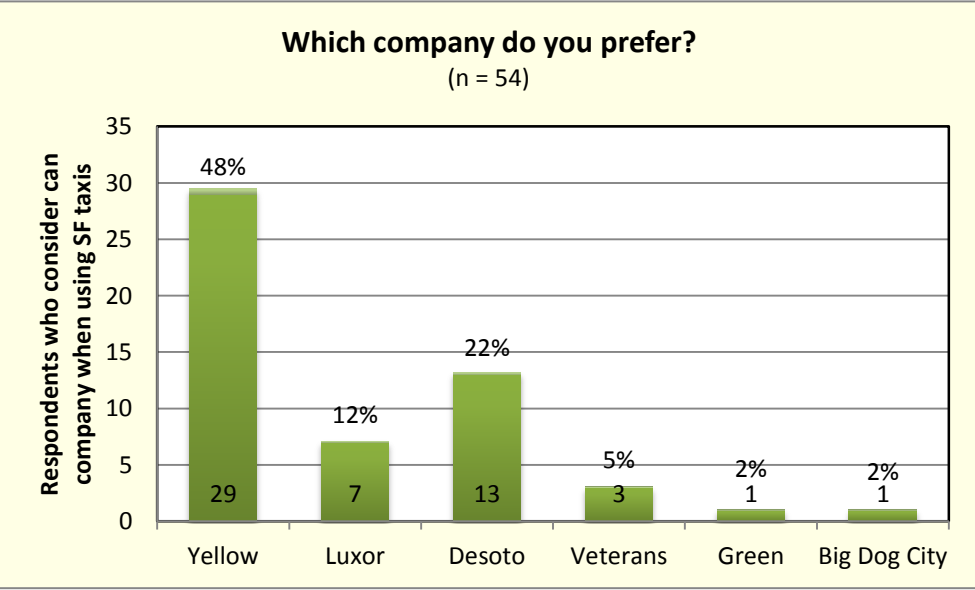


6. Do you consider the cab company when using SF Taxis?

- Yes
- No



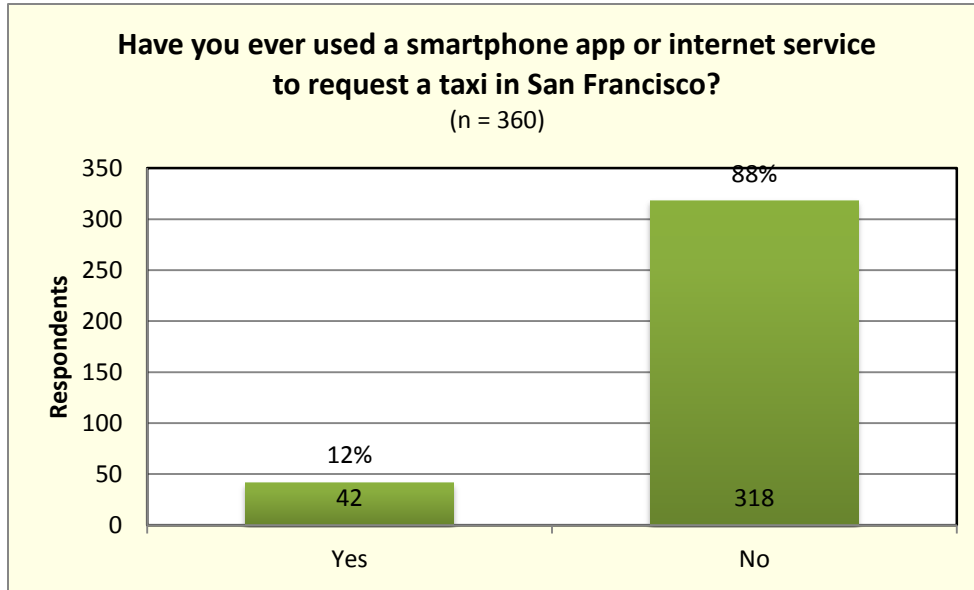
7. Which company do you prefer?





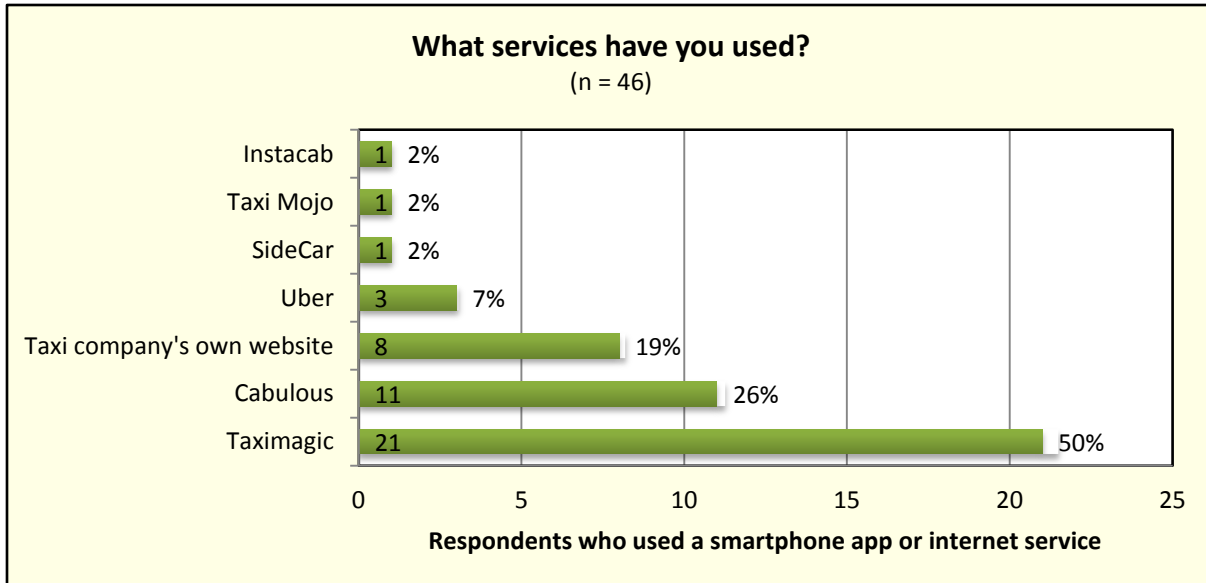
8. Have you ever used a smartphone app or internet service to request a taxi in San Francisco?

- Yes
- No



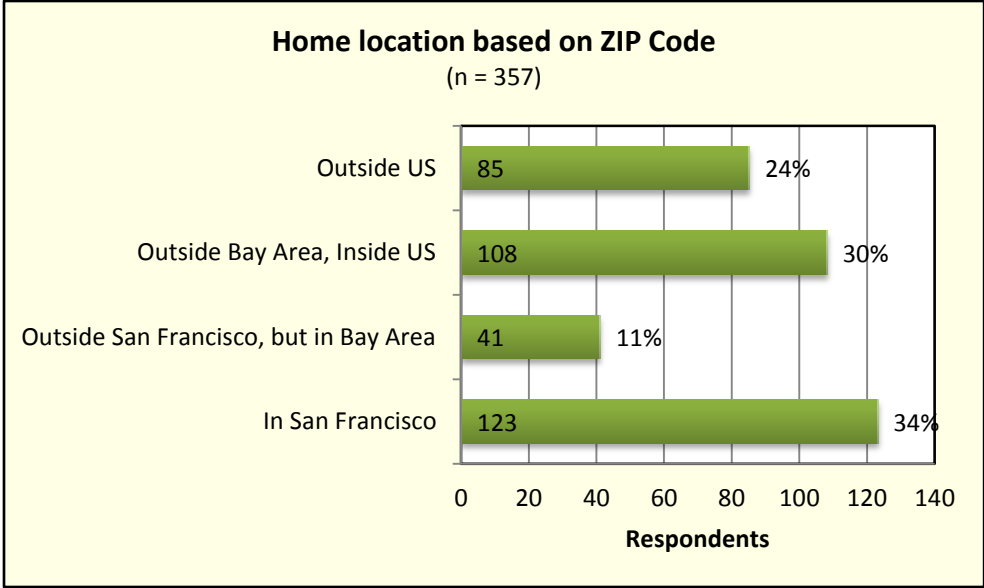
9. What services have you used?

- Taximagic
- Cabulous
- Taxi company's own website
- Other (Specify)
- Uber
- SideCar
- Taxi Mojo
- Instacab



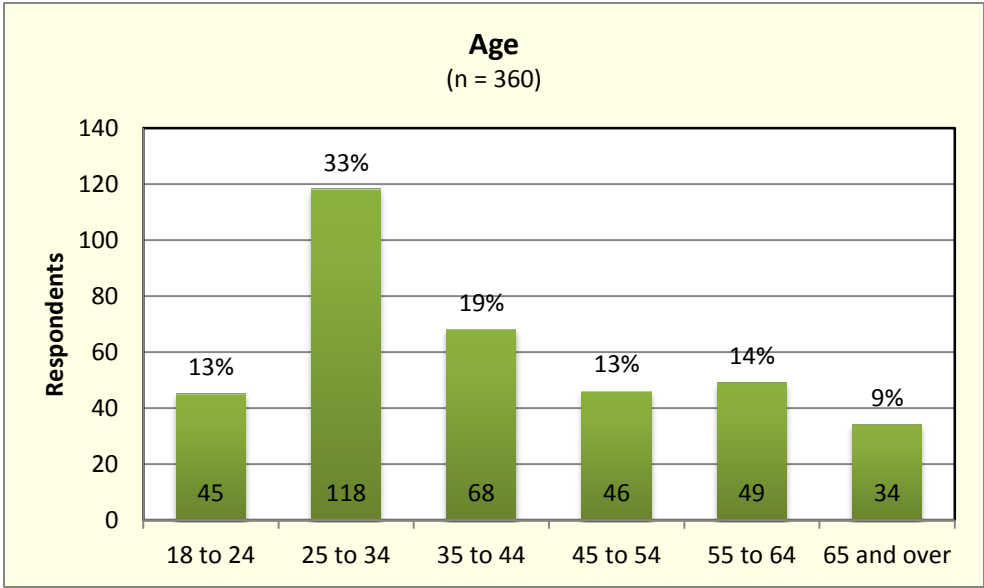
10. Home Location based on ZIP Code.

- In San Francisco
- Outside San Francisco, but in Bay Area
- Outside Bay Area, Inside US
- Outside US



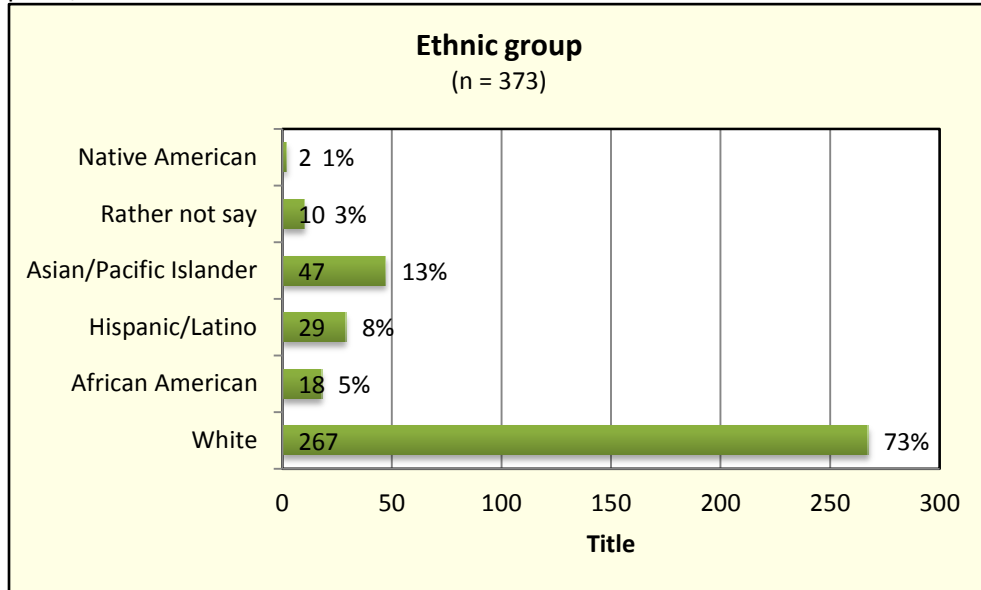
11. Age

- 13 - 17
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 and over



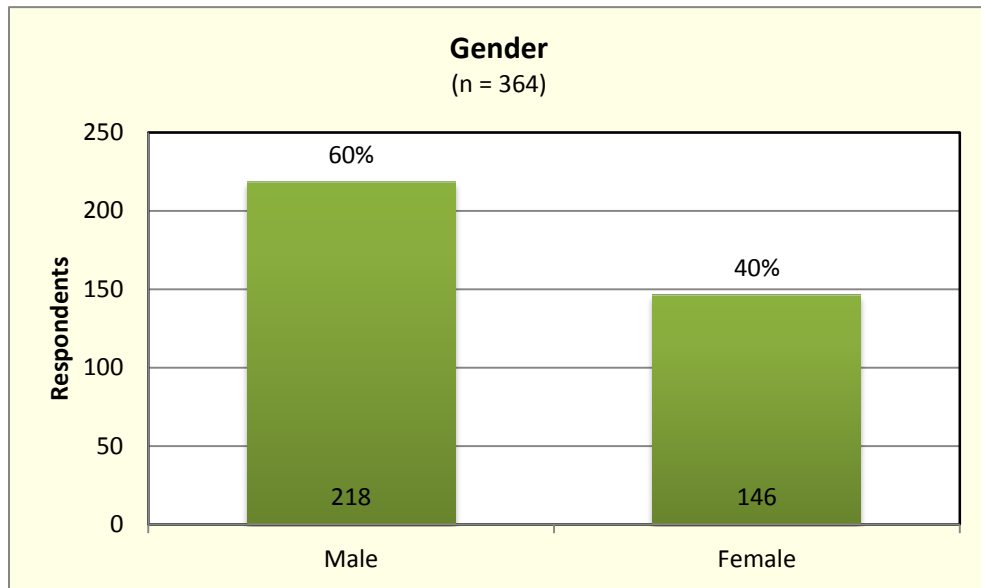
12. Ethnic Group

- White
- African American
- Hispanic/Latino
- Asian/Pacific Islander
- Rather not say
- Native American



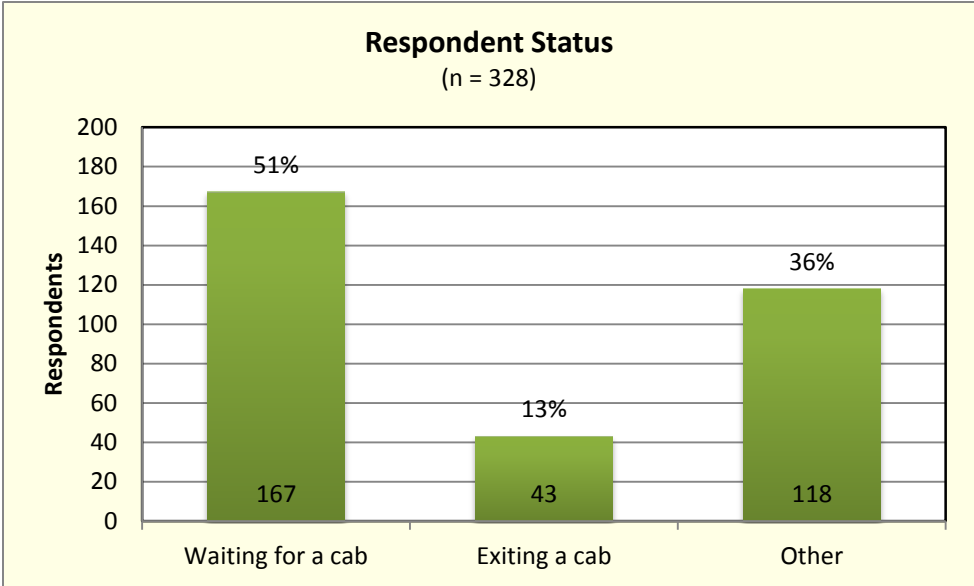
13. Gender

- Male
- Female

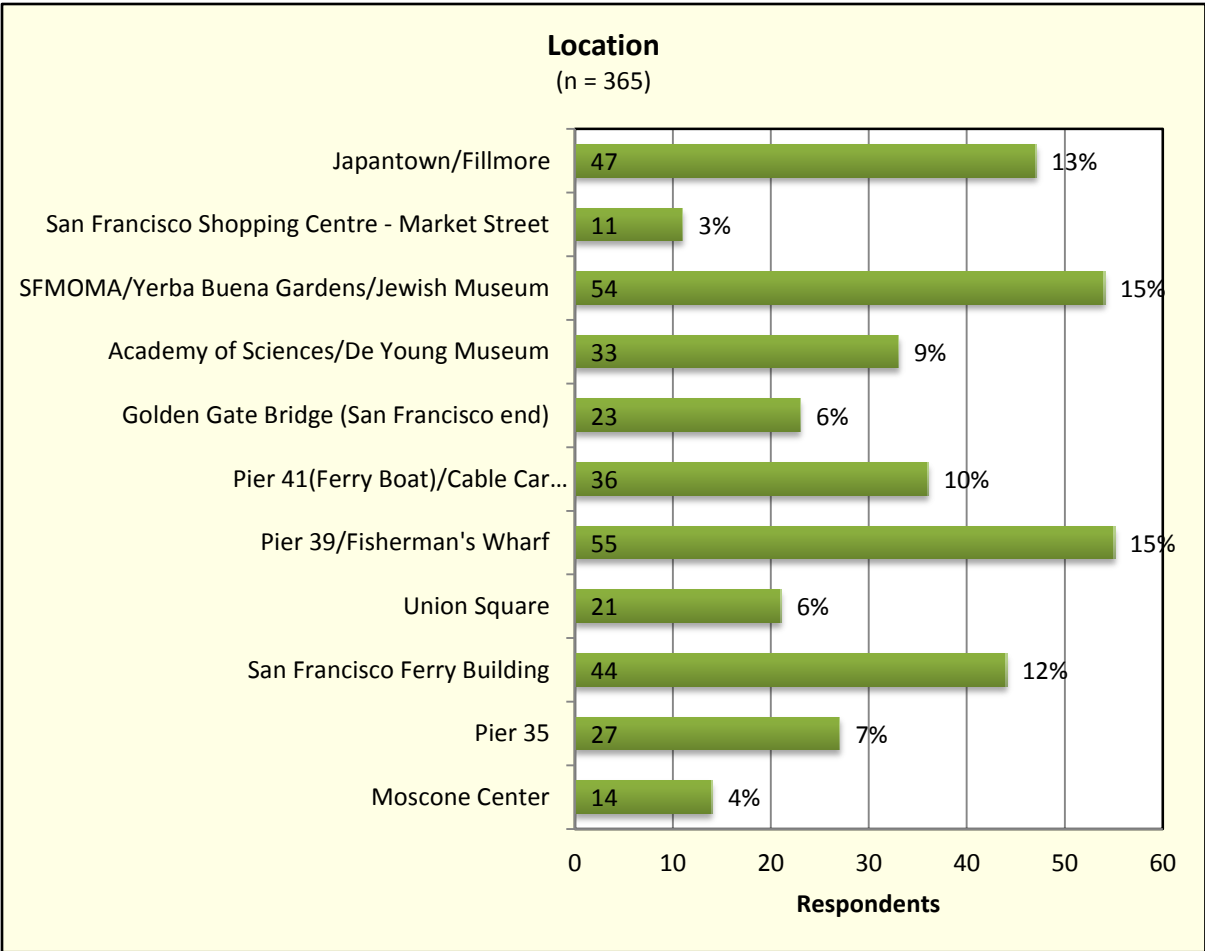


Were respondents waiting for a cab or exiting a cab?

- Waiting
- Exiting
- Other



Location



SFMTA TAXI \* SFO AIRPORT SURVEY

TABLE OF CONTENTS

BANNER 1 - BASIC

Table 1 Page 1.....Q1. HOW DID YOU GET TO SFO TODAY? (MULTIPLE RESPONSES ACCEPTED)

Table 2 Page 2.....Q2. HAVE YOU USED A SAN FRANCISCO TAXI TO GET TO OR FROM SFO IN THE PAST YEAR?

Table 3 Page 3.....Q3. HAVE YOU USED A SAN FRANCISCO TAXI FOR ANY REASON IN THE PAST MONTH?

Table 4 Page 4.....Q4A. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . AVAILABILITY OF TAXIS?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 5 Page 5.....Q4B. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . VEHICLE QUALITY?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 6 Page 6.....Q4C. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DRIVER SERVICE?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 7 Page 7.....Q4D. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DISPATCH SERVICE?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 8 Page 8.....Q4E. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . WAIT TIME?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 9 Page 9.....Q4F. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . EASE OF FARE PAYMENT?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 10 Page 10.....Q4G. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . OVERALL?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 11 Page 11.....Q5. ABOUT HOW OFTEN HAVE YOU USED SAN FRANCISCO TAXIS IN THE PAST MONTH?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 12 Page 12.....Q6. WHAT IS YOUR MOST COMMON REASON FOR USING TAXIS IN SAN FRANCISCO? (MULTIPLE RESPONSES ACCEPTED)  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 13 Page 13.....Q7. HOW DO YOU NORMALLY GET A TAXI IN SAN FRANCISCO?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 14 Page 14.....Q8. DO YOU CONSIDER THE CAB COMPANY WHEN USING SAN FRANCISCO TAXIS?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 15 Page 15.....Q9. WHICH COMPANY DO YOU PREFER? (UP TO 2 RESPONSES ACCEPTED)  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 16 Page 17.....Q10. HAVE YOU USED A SMARTPHONE OR INTERNET SERVICE TO REQUEST A TAXI IN SAN FRANCISCO?  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

SFMTA TAXI \* SFO AIRPORT SURVEY

TABLE OF CONTENTS

Table 17 Page 18.....Q11. WHAT SERVICES HAVE YOU USED? (MULTIPLE RESPONSES ACCEPTED)  
NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

Table 18 Page 19.....Q13. WHAT WOULD GET YOU TO USE SAN FRANCISCO TAXIS MORE OFTEN?

Table 19 Page 21.....Q14. WHAT COUNTY DID YOU DEPART FROM TO GET TO THE AIRPORT TODAY?

Table 20 Page 23.....Q15. WHAT IS THE MAIN PURPOSE OF YOUR TRIP?

Table 21 Page 24.....Q16. HOME LOCATION (BASED ON ZIP CODE)

Table 22 Page 30.....Q17. AGE

Table 23 Page 31.....Q18. RACE/ETHNICITY

Table 24 Page 32.....Q19. GENDER

Table 25 Page 33.....LANGUAGE OF QUESTIONNAIRE

Table 26 Page 34.....TERMINAL AND BOARDING AREA

Table 27 Page 35.....STRATA

Table 28 Page 36.....PEAK PERIOD (DOMESTIC)

Table 29 Page 37.....AIRLINE

Table 30 Page 39.....HOW SURVEY WAS ADMINISTERED

## SFMTA TAXI \* SFO AIRPORT SURVEY

Q1. HOW DID YOU GET TO SFO TODAY? (MULTIPLE RESPONSES ACCEPTED)

	HOME LOCATION																
	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)	
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)		OUTSIDE US(b)
BASE - ALL RESPONDENTS	1373 100.0	302 100.0	284 100.0	229 100.0	474 100.0	287 100.0	488 100.0	526 100.0	175 100.0	202 100.0	701 100.0	252 100.0	141 100.0	295 100.0	586 100.0	93 100.0	679 100.0
DROPPED OFF	452 32.9	94 31.1	88 31.0	60 26.2	182 38.4	95 33.1	151 30.9	183 34.8	1 0.6	-	452 64.5	1 0.4	55 39.0	119 40.3	166 28.3	23 24.7	189 27.8
BART	202 14.7	43 14.2	45 15.8	39 17.0	61 12.9	22 7.7	76 15.6	92 17.5	1 0.6	202 100.0	-	1 0.4	25 17.7	46 15.6	82 14.0	12 12.9	94 13.8
TAXI	175 12.7	31 10.3	43 15.1	36 15.7	55 11.6	39 13.6	55 11.3	71 13.5	175 100.0	1 0.5	1 0.1	1 0.4	23 16.3	23 7.8	87 14.8	12 12.9	99 14.6
RENTAL CAR CENTER - TO SFO VIA AIRTRAIN	152 11.1	44 14.6	34 12.0	35 15.3	34 7.2	32 11.1	68 13.9	48 9.1	-	-	152 21.7	-	1 0.7	3 1.0	102 17.4	19 20.4	121 17.8
DOOR TO DOOR VAN SERVICE	114 8.3	21 7.0	27 9.5	18 7.9	41 8.6	22 7.7	50 10.2	36 6.8	-	1 0.5	-	114 45.2	13 9.2	31 10.5	48 8.2	6 6.5	54 8.0
DROVE AND PARKED	99 7.2	20 6.6	19 6.7	18 7.9	33 7.0	28 9.8	31 6.4	32 6.1	-	-	99 14.1	-	14 9.9	46 15.6	23 3.9	4 4.3	27 4.0
FREE HOTEL SHUTTLE	72 5.2	23 7.6	11 3.9	9 3.9	23 4.9	21 7.3	27 5.5	20 3.8	-	-	1 0.1	72 28.6	2 1.4	1 0.3	34 5.8	12 12.9	46 6.8
CHARTER SERVICE/PRIVATE SCHEDULED BUS	60 4.4	14 4.6	6 2.1	7 3.1	32 6.8	14 4.9	20 4.1	25 4.8	1 0.6	-	-	60 23.8	4 2.8	16 5.4	23 3.9	6 6.5	29 4.3
TOWN CAR/LIMO	31 2.3	9 3.0	5 1.8	6 2.6	8 1.7	12 4.2	7 1.4	9 1.7	-	-	-	-	1 0.7	9 3.1	14 2.4	-	14 2.1
CALTRAIN/SAMTRANS/OTHER TRANSIT (NOT BART)	13 0.9	-	1 0.4	3 1.3	8 1.7	2 0.7	2 0.4	8 1.5	3 1.7	5 2.5	-	-	-	4 1.4	7 1.2	-	7 1.0
UBER/SIDECAR	12 0.9	2 0.7	5 1.8	3 1.3	2 0.4	1 0.3	4 0.8	7 1.3	-	-	-	-	5 3.5	-	6 1.0	-	6 0.9
OTHER	6 0.4	3 1.0	1 0.4	-	2 0.4	-	2 0.4	4 0.8	-	-	-	6 2.4	-	1 0.3	1 0.2	-	1 0.1
BLANK	10	1	4	1	2	-	5	3	-	-	-	-	-	2	3	-	3

## SFMTA TAXI \* SFO AIRPORT SURVEY

Q2. HAVE YOU USED A SAN FRANCISCO TAXI TO GET TO OR FROM SFO IN THE PAST YEAR?

	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)
BASE - ALL RESPONDENTS	1378	301	288	229	474	287	492	525	173	201	701	250	139	297	587	93	680
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	381	97	91	72	106	75	131	161	130	44	133	54	70	57	163	20	183
	27.6	32.2	31.6	31.4	22.4	26.1	26.6	30.7	75.1	21.9	19.0	21.6	50.4	19.2	27.8	21.5	26.9
NO	997	204	197	157	368	212	361	364	43	157	568	196	69	240	424	73	497
	72.4	67.8	68.4	68.6	77.6	73.9	73.4	69.3	24.9	78.1	81.0	78.4	49.6	80.8	72.2	78.5	73.1
BLANK/MULTIPLE ANSWERS CHECKED	5	2	-	1	2	-	1	4	2	1	-	2	2	-	2	-	2



## SFMTA TAXI \* SFO AIRPORT SURVEY

Q3. HAVE YOU USED A SAN FRANCISCO TAXI FOR ANY REASON IN THE PAST MONTH?

	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)	
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)		OUTSIDE US(b)
BASE - ALL RESPONDENTS	1370	303	287	222	472	285	491	520	170	201	694	251	140	294	583	93	676
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	332	85	84	54	93	65	118	135	92	50	126	48	76	39	139	15	154
	24.2	28.1	29.3	24.3	19.7	22.8	24.0	26.0	54.1	24.9	18.2	19.1	54.3	13.3	23.8	16.1	22.8
NO	1038	218	203	168	379	220	373	385	78	151	568	203	64	255	444	78	522
	75.8	71.9	70.7	75.7	80.3	77.2	76.0	74.0	45.9	75.1	81.8	80.9	45.7	86.7	76.2	83.9	77.2
BLANK/MULTIPLE ANSWERS	13	-	1	8	4	2	2	9	5	1	7	1	1	3	6	-	6

## SFMTA TAXI \* SFO AIRPORT SURVEY

Q4A. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . AVAILABILITY OF TAXIS?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	HOME LOCATION																
	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)
BASE - ALL RESPONDENTS	506 100.0	121 100.0	128 100.0	89 100.0	147 100.0	106 100.0	164 100.0	218 100.0	143 100.0	75 100.0	193 100.0	73 100.0	97 100.0	79 100.0	212 100.0	26 100.0	238 100.0
5 - EXCELLENT	129 25.5	33 27.3	36 28.1	30 33.7	27 18.4	31 29.2	48 29.3	47 21.6	49 34.3	14 18.7	39 20.2	20 27.4	15 15.5	18 22.8	68 32.1	8 30.8	76 31.9
4	174 34.4	43 35.5	37 28.9	29 32.6	56 38.1	35 33.0	52 31.7	79 36.2	53 37.1	27 36.0	62 32.1	24 32.9	18 18.6	24 30.4	84 39.6	13 50.0	97 40.8
3	123 24.3	32 26.4	32 25.0	15 16.9	39 26.5	27 25.5	38 23.2	55 25.2	24 16.8	19 25.3	58 30.1	20 27.4	28 28.9	26 32.9	40 18.9	4 15.4	44 18.5
2	57 11.3	9 7.4	18 14.1	11 12.4	16 10.9	8 7.5	18 11.0	28 12.8	12 8.4	10 13.3	24 12.4	8 11.0	20 20.6	8 10.1	18 8.5	1 3.8	19 8.0
1 - POOR	23 4.5	4 3.3	5 3.9	4 4.5	9 6.1	5 4.7	8 4.9	9 4.1	5 3.5	5 6.7	10 5.2	1 1.4	16 16.5	3 3.8	2 0.9	-	2 0.8
DON'T KNOW/BLANK	113	21	28	15	49	7	43	63	7	18	69	16	5	28	40	4	44
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400
MEAN	3.65	3.76	3.63	3.79	3.52	3.75	3.70	3.58	3.90	3.47	3.50	3.74	2.96	3.58	3.93	4.08	3.95
STANDARD DEVIATION	1.11	1.04	1.15	1.17	1.10	1.10	1.15	1.09	1.08	1.14	1.10	1.03	1.30	1.07	0.97	0.80	0.95
STANDARD ERROR	0.05	0.09	0.10	0.12	0.09	0.11	0.09	0.07	0.09	0.13	0.08	0.12	0.13	0.12	0.07	0.16	0.06

## SFMTA TAXI \* SFO AIRPORT SURVEY

Q4B. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . VEHICLE QUALITY?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	HOME LOCATION																				
	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				SAN				OTH BAY		OTHER		OUTSIDE	VISITOR
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	FRAN	AREA	US(a)	US(b)	(a)+(b)				
BASE - ALL RESPONDENTS	511 100.0	122 100.0	129 100.0	93 100.0	146 100.0	106 100.0	168 100.0	219 100.0	144 100.0	76 100.0	194 100.0	75 100.0	97 100.0	78 100.0	218 100.0	27 100.0	245 100.0				
5 - EXCELLENT	82 16.0	15 12.3	18 14.0	19 20.4	24 16.4	27 25.5	23 13.7	26 11.9	28 19.4	9 11.8	29 14.9	13 17.3	9 9.3	18 23.1	35 16.1	7 25.9	42 17.1				
4	220 43.1	69 56.6	55 42.6	36 38.7	53 36.3	47 44.3	83 49.4	85 38.8	68 47.2	33 43.4	79 40.7	32 42.7	37 38.1	25 32.1	111 50.9	13 48.1	124 50.6				
3	169 33.1	30 24.6	47 36.4	28 30.1	58 39.7	30 28.3	49 29.2	85 38.8	37 25.7	26 34.2	70 36.1	26 34.7	39 40.2	30 38.5	56 25.7	5 18.5	61 24.9				
2	34 6.7	8 6.6	8 6.2	8 8.6	8 5.5	1 0.9	11 6.5	20 9.1	11 7.6	6 7.9	13 6.7	3 4.0	10 10.3	4 5.1	16 7.3	-	16 6.5				
1 - POOR	6 1.2	-	1 0.8	2 2.2	3 2.1	1 0.9	2 1.2	3 1.4	-	2 2.6	3 1.5	1 1.3	2 2.1	1 1.3	-	2 7.4	2 0.8				
DON'T KNOW/BLANK	108	20	27	11	50	7	39	62	6	17	68	14	5	29	34	3	37				
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400				
MEAN	3.66	3.75	3.63	3.67	3.60	3.92	3.68	3.51	3.78	3.54	3.61	3.71	3.42	3.71	3.76	3.85	3.77				
STANDARD DEVIATION	0.87	0.76	0.83	0.97	0.90	0.81	0.84	0.87	0.85	0.90	0.88	0.85	0.88	0.93	0.81	1.06	0.84				
STANDARD ERROR	0.04	0.07	0.07	0.10	0.07	0.08	0.06	0.06	0.07	0.10	0.06	0.10	0.09	0.11	0.05	0.20	0.05				

## SFMTA TAXI \* SFO AIRPORT SURVEY

Q4C. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DRIVER SERVICE?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	
BASE - ALL RESPONDENTS	509 100.0	121 100.0	130 100.0	91 100.0	146 100.0	106 100.0	168 100.0	217 100.0	145 100.0	75 100.0	190 100.0	77 100.0	96 100.0	76 100.0	218 100.0	28 100.0	246 100.0
5 - EXCELLENT	112 22.0	26 21.5	31 23.8	27 29.7	23 15.8	39 36.8	33 19.6	35 16.1	42 29.0	10 13.3	41 21.6	14 18.2	12 12.5	17 22.4	58 26.6	10 35.7	68 27.6
4	200 39.3	51 42.1	46 35.4	30 33.0	69 47.3	36 34.0	79 47.0	82 37.8	57 39.3	30 40.0	78 41.1	30 39.0	31 32.3	30 39.5	89 40.8	13 46.4	102 41.5
3	148 29.1	34 28.1	42 32.3	25 27.5	36 24.7	21 19.8	39 23.2	79 36.4	35 24.1	25 33.3	54 28.4	24 31.2	38 39.6	21 27.6	55 25.2	2 7.1	57 23.2
2	39 7.7	9 7.4	9 6.9	5 5.5	15 10.3	8 7.5	14 8.3	16 7.4	11 7.6	7 9.3	13 6.8	7 9.1	12 12.5	8 10.5	12 5.5	1 3.6	13 5.3
1 - POOR	10 2.0	1 0.8	2 1.5	4 4.4	3 2.1	2 1.9	3 1.8	5 2.3	-	3 4.0	4 2.1	2 2.6	3 3.1	-	4 1.8	2 7.1	6 2.4
DON'T KNOW/BLANK	110	21	26	13	50	7	39	64	5	18	72	12	6	31	34	2	36
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400
MEAN	3.72	3.76	3.73	3.78	3.64	3.96	3.74	3.58	3.90	3.49	3.73	3.61	3.39	3.74	3.85	4.00	3.87
STANDARD DEVIATION	0.96	0.90	0.95	1.07	0.94	1.02	0.93	0.93	0.91	0.98	0.95	0.98	0.97	0.93	0.94	1.12	0.96
STANDARD ERROR	0.04	0.08	0.08	0.11	0.08	0.10	0.07	0.06	0.08	0.11	0.07	0.11	0.10	0.11	0.06	0.21	0.06

## SFMTA TAXI \* SFO AIRPORT SURVEY

Q4D. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DISPATCH SERVICE?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	HOME LOCATION																
	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				SAN	OTH BAY	OTHER	OUTSIDE	VISITOR
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	FRAN	AREA	US(a)	US(b)	(a)+(b)
BASE - ALL RESPONDENTS	323 100.0	73 100.0	79 100.0	49 100.0	106 100.0	42 100.0	116 100.0	152 100.0	94 100.0	49 100.0	121 100.0	48 100.0	83 100.0	55 100.0	103 100.0	8 100.0	111 100.0
5 - EXCELLENT	59 18.3	15 20.5	17 21.5	10 20.4	13 12.3	11 26.2	26 22.4	18 11.8	26 27.7	5 10.2	17 14.0	9 18.8	6 7.2	11 20.0	23 22.3	5 62.5	28 25.2
4	91 28.2	25 34.2	21 26.6	10 20.4	31 29.2	5 11.9	33 28.4	50 32.9	27 28.7	14 28.6	30 24.8	17 35.4	16 19.3	17 30.9	35 34.0	1 12.5	36 32.4
3	101 31.3	21 28.8	22 27.8	16 32.7	37 34.9	14 33.3	37 31.9	47 30.9	23 24.5	17 34.7	43 35.5	15 31.3	25 30.1	19 34.5	29 28.2	2 25.0	31 27.9
2	42 13.0	7 9.6	11 13.9	7 14.3	15 14.2	5 11.9	10 8.6	25 16.4	12 12.8	8 16.3	17 14.0	5 10.4	19 22.9	4 7.3	9 8.7	-	9 8.1
1 - POOR	30 9.3	5 6.8	8 10.1	6 12.2	10 9.4	7 16.7	10 8.6	12 7.9	6 6.4	5 10.2	14 11.6	2 4.2	17 20.5	4 7.3	7 6.8	-	7 6.3
DON'T KNOW/BLANK	296	69	77	55	90	71	91	129	56	44	141	41	19	52	149	22	171
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400
MEAN	3.33	3.52	3.35	3.22	3.21	3.19	3.47	3.24	3.59	3.12	3.16	3.54	2.70	3.49	3.56	4.38	3.62
STANDARD DEVIATION	1.19	1.13	1.25	1.28	1.13	1.40	1.18	1.11	1.20	1.13	1.18	1.05	1.21	1.12	1.13	0.92	1.14
STANDARD ERROR	0.07	0.13	0.14	0.18	0.11	0.22	0.11	0.09	0.12	0.16	0.11	0.15	0.13	0.15	0.11	0.32	0.11

SFMTA TAXI \* SFO AIRPORT SURVEY

Q4E. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . WAIT TIME?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	
BASE - ALL RESPONDENTS	492 100.0	114 100.0	125 100.0	90 100.0	142 100.0	104 100.0	162 100.0	208 100.0	139 100.0	73 100.0	184 100.0	74 100.0	95 100.0	74 100.0	205 100.0	27 100.0	232 100.0
5 - EXCELLENT	133 27.0	36 31.6	35 28.0	30 33.3	26 18.3	43 41.3	42 25.9	42 20.2	52 37.4	13 17.8	37 20.1	23 31.1	6 6.3	15 20.3	77 37.6	13 48.1	90 38.8
4	152 30.9	31 27.2	41 32.8	28 31.1	47 33.1	22 21.2	51 31.5	75 36.1	47 33.8	25 34.2	54 29.3	20 27.0	25 26.3	21 28.4	70 34.1	8 29.6	78 33.6
3	119 24.2	30 26.3	31 24.8	17 18.9	37 26.1	29 27.9	41 25.3	47 22.6	23 16.5	16 21.9	52 28.3	23 31.1	24 25.3	22 29.7	36 17.6	6 22.2	42 18.1
2	63 12.8	12 10.5	12 9.6	12 13.3	23 16.2	8 7.7	18 11.1	33 15.9	12 8.6	15 20.5	26 14.1	7 9.5	27 28.4	12 16.2	16 7.8	-	16 6.9
1 - POOR	25 5.1	5 4.4	6 4.8	3 3.3	9 6.3	2 1.9	10 6.2	11 5.3	5 3.6	4 5.5	15 8.2	1 1.4	13 13.7	4 5.4	6 2.9	-	6 2.6
DON'T KNOW/BLANK	127	28	31	14	54	9	45	73	11	20	78	15	7	33	47	3	50
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400
MEAN	3.62	3.71	3.70	3.78	3.41	3.92	3.60	3.50	3.93	3.38	3.39	3.77	2.83	3.42	3.96	4.26	3.99
STANDARD DEVIATION	1.16	1.15	1.12	1.15	1.15	1.09	1.17	1.14	1.10	1.16	1.19	1.04	1.15	1.15	1.06	0.81	1.04
STANDARD ERROR	0.05	0.11	0.10	0.12	0.10	0.11	0.09	0.08	0.09	0.14	0.09	0.12	0.12	0.13	0.07	0.16	0.07

SFMTA TAXI \* SFO AIRPORT SURVEY

Q4F. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . EASE OF FARE PAYMENT?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	
BASE - ALL RESPONDENTS	511 100.0	122 100.0	131 100.0	90 100.0	147 100.0	107 100.0	168 100.0	218 100.0	143 100.0	74 100.0	196 100.0	77 100.0	97 100.0	79 100.0	215 100.0	28 100.0	243 100.0
5 - EXCELLENT	184 36.0	45 36.9	44 33.6	46 51.1	42 28.6	58 54.2	59 35.1	60 27.5	67 46.9	17 23.0	68 34.7	25 32.5	23 23.7	21 26.6	97 45.1	15 53.6	112 46.1
4	157 30.7	39 32.0	42 32.1	16 17.8	54 36.7	25 23.4	49 29.2	78 35.8	43 30.1	22 29.7	62 31.6	26 33.8	28 28.9	28 35.4	64 29.8	6 21.4	70 28.8
3	104 20.4	30 24.6	24 18.3	14 15.6	29 19.7	15 14.0	38 22.6	46 21.1	22 15.4	22 29.7	40 20.4	19 24.7	18 18.6	20 25.3	37 17.2	6 21.4	43 17.7
2	50 9.8	7 5.7	17 13.0	8 8.9	17 11.6	8 7.5	16 9.5	25 11.5	10 7.0	9 12.2	20 10.2	5 6.5	21 21.6	9 11.4	12 5.6	1 3.6	13 5.3
1 - POOR	16 3.1	1 0.8	4 3.1	6 6.7	5 3.4	1 0.9	6 3.6	9 4.1	1 0.7	4 5.4	6 3.1	2 2.6	7 7.2	1 1.3	5 2.3	-	5 2.1
DON'T KNOW/BLANK	108	20	25	14	49	6	39	63	7	19	66	12	5	28	37	2	39
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400
MEAN	3.87	3.98	3.80	3.98	3.76	4.22	3.83	3.71	4.15	3.53	3.85	3.87	3.40	3.75	4.10	4.25	4.12
STANDARD DEVIATION	1.11	0.96	1.13	1.28	1.10	1.01	1.12	1.11	0.97	1.14	1.10	1.03	1.26	1.02	1.03	0.93	1.01
STANDARD ERROR	0.05	0.09	0.10	0.13	0.09	0.10	0.09	0.08	0.08	0.13	0.08	0.12	0.13	0.11	0.07	0.18	0.07

SFMTA TAXI \* SFO AIRPORT SURVEY

Q4G. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . OVERALL?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	HOME LOCATION																
	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				SAN	OTH BAY	OTHER	OUTSIDE	VISITOR
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	FRAN	AREA	US(a)	US(b)	(a)+(b)
BASE - ALL RESPONDENTS	504 100.0	116 100.0	131 100.0	90 100.0	146 100.0	102 100.0	167 100.0	217 100.0	140 100.0	72 100.0	196 100.0	74 100.0	97 100.0	77 100.0	211 100.0	26 100.0	237 100.0
5 - EXCELLENT	89 17.7	24 20.7	20 15.3	21 23.3	19 13.0	31 30.4	26 15.6	27 12.4	32 22.9	10 13.9	30 15.3	13 17.6	8 8.2	12 15.6	48 22.7	8 30.8	56 23.6
4	212 42.1	53 45.7	56 42.7	36 40.0	62 42.5	37 36.3	79 47.3	92 42.4	67 47.9	20 27.8	83 42.3	34 45.9	27 27.8	26 33.8	103 48.8	14 53.8	117 49.4
3	149 29.6	31 26.7	40 30.5	20 22.2	49 33.6	29 28.4	44 26.3	69 31.8	31 22.1	30 41.7	61 31.1	21 28.4	40 41.2	31 40.3	41 19.4	2 7.7	43 18.1
2	47 9.3	7 6.0	14 10.7	8 8.9	16 11.0	5 4.9	15 9.0	25 11.5	10 7.1	9 12.5	20 10.2	5 6.8	18 18.6	8 10.4	17 8.1	1 3.8	18 7.6
1 - POOR	7 1.4	1 0.9	1 0.8	5 5.6	-	-	3 1.8	4 1.8	-	3 4.2	2 1.0	1 1.4	4 4.1	-	2 0.9	1 3.8	3 1.3
DON'T KNOW/BLANK	115	26	25	14	50	11	40	64	10	21	66	15	5	30	41	4	45
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400
MEAN	3.65	3.79	3.61	3.67	3.58	3.92	3.66	3.52	3.86	3.35	3.61	3.72	3.18	3.55	3.84	4.04	3.86
STANDARD DEVIATION	0.92	0.87	0.90	1.10	0.85	0.89	0.91	0.92	0.85	1.01	0.90	0.88	0.97	0.88	0.90	0.96	0.91
STANDARD ERROR	0.04	0.08	0.08	0.12	0.07	0.09	0.07	0.06	0.07	0.12	0.06	0.10	0.10	0.10	0.06	0.19	0.06



SFMTA TAXI \* SFO AIRPORT SURVEY

Q5. ABOUT HOW OFTEN HAVE YOU USED SAN FRANCISCO TAXIS IN THE PAST MONTH?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	
BASE - ALL RESPONDENTS	395 100.0	95 100.0	101 100.0	71 100.0	111 100.0	75 100.0	134 100.0	171 100.0	133 100.0	52 100.0	139 100.0	54 100.0	80 100.0	51 100.0	167 100.0	23 100.0	190 100.0
ONCE THIS MONTH	126 31.9	29 30.5	33 32.7	26 36.6	33 29.7	25 33.3	36 26.9	61 35.7	39 29.3	17 32.7	46 33.1	18 33.3	12 15.0	17 33.3	61 36.5	9 39.1	70 36.8
1 TO 3 TIMES THIS MONTH	170 43.0	44 46.3	39 38.6	27 38.0	51 45.9	32 42.7	57 42.5	73 42.7	56 42.1	27 51.9	60 43.2	22 40.7	34 42.5	25 49.0	74 44.3	11 47.8	85 44.7
2 TO 5 TIMES A WEEK	70 17.7	13 13.7	21 20.8	13 18.3	22 19.8	13 17.3	28 20.9	28 16.4	25 18.8	8 15.4	24 17.3	9 16.7	22 27.5	8 15.7	25 15.0	1 4.3	26 13.7
6 TO 9 TIMES A WEEK	18 4.6	6 6.3	5 5.0	3 4.2	3 2.7	3 4.0	10 7.5	4 2.3	8 6.0	-	6 4.3	2 3.7	7 8.8	1 2.0	4 2.4	2 8.7	6 3.2
10+ TIMES A WEEK	11 2.8	3 3.2	3 3.0	2 2.8	2 1.8	2 2.7	3 2.2	5 2.9	5 3.8	-	3 2.2	3 5.6	5 6.3	-	3 1.8	-	3 1.6
HAVE NOT USED THIS MONTH	207	44	54	29	76	34	70	100	16	40	111	32	22	53	81	5	86
BLANK/MULTIPLE RESPONSES	17	3	1	4	9	4	3	10	1	1	12	3	-	3	4	2	6
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400

SFMTA TAXI \* SFO AIRPORT SURVEY

Q6. WHAT IS YOUR MOST COMMON REASON FOR USING TAXIS IN SAN FRANCISCO? (MULTIPLE RESPONSES ACCEPTED)

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	HOME LOCATION																	VISITOR (a)+(b)
	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				SAN	OTH BAY	OTHER	OUTSIDE	US(b)	
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	FRAN	AREA	US(a)			
BASE - ALL RESPONDENTS	555 100.0	126 100.0	141 100.0	99 100.0	168 100.0	106 100.0	184 100.0	247 100.0	145 100.0	84 100.0	224 100.0	80 100.0	99 100.0	95 100.0	226 100.0	29 100.0	255 100.0	
GETTING TO/FROM THE AIRPORT	226 40.7	53 42.1	52 36.9	40 40.4	70 41.7	50 47.2	71 38.6	94 38.1	96 66.2	23 27.4	69 30.8	27 33.8	28 28.3	38 40.0	98 43.4	15 51.7	113 44.3	
GOING OUT AT NIGHT	211 38.0	56 44.4	48 34.0	39 39.4	56 33.3	42 39.6	80 43.5	79 32.0	32 22.1	43 51.2	103 46.0	25 31.3	58 58.6	28 29.5	79 35.0	6 20.7	85 33.3	
OTHER EMPLOYMENT OR BUSINESS NEED	82 14.8	19 15.1	23 16.3	16 16.2	22 13.1	15 14.2	22 12.0	43 17.4	18 12.4	10 11.9	31 13.8	18 22.5	9 9.1	15 15.8	37 16.4	4 13.8	41 16.1	
SHOPPING OR OTHER DAYTIME ACTIVITIES	62 11.2	24 19.0	8 5.7	4 4.0	22 13.1	10 9.4	23 12.5	27 10.9	10 6.9	8 9.5	25 11.2	17 21.3	9 9.1	5 5.3	22 9.7	6 20.7	28 11.0	
COMMUTING TO/FROM WORK	34 6.1	5 4.0	7 5.0	5 5.1	14 8.3	7 6.6	6 3.3	18 7.3	13 9.0	3 3.6	13 5.8	4 5.0	10 10.1	3 3.2	7 3.1	2 6.9	9 3.5	
OTHER	24 4.3	4 3.2	8 5.7	3 3.0	8 4.8	1 0.9	8 4.3	15 6.1	1 0.7	4 4.8	16 7.1	3 3.8	3 3.0	7 7.4	6 2.7	1 3.4	7 2.7	
WHEN DRIVING & PARKING/ TRANSIT IS NOT PRACTICAL	6 1.1	1 0.8	1 0.7	2 2.0	2 1.2	2 1.9	2 1.1	2 0.8	1 0.7	2 2.4	2 0.9	1 1.3	-	-	4 1.8	1 3.4	5 2.0	
MEDICAL	3 0.5	1 0.8	1 0.7	-	1 0.6	1 0.9	2 1.1	-	-	-	1 0.4	2 2.5	2 2.0	-	1 0.4	-	1 0.4	
WHEN I HAVE A LOT OF PACKAGES/BAGS/LUGGAGE	1 0.2	-	-	-	1 0.6	1 0.9	-	-	-	1 1.2	-	-	-	1 1.1	-	-	-	
BLANK	26	11	9	1	5	2	14	10	3	3	15	3	1	2	11	1	12	
NO ANSWER	802	166	138	130	303	179	295	272	27	115	462	169	41	200	352	63	415	

SFMTA TAXI \* SFO AIRPORT SURVEY

Q7. HOW DO YOU NORMALLY GET A TAXI IN SAN FRANCISCO?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	HOME LOCATION																
	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)	
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)		OUTSIDE US(b)
BASE - ALL RESPONDENTS	522 100.0	115 100.0	132 100.0	93 100.0	163 100.0	98 100.0	170 100.0	237 100.0	136 100.0	77 100.0	216 100.0	72 100.0	86 100.0	95 100.0	212 100.0	29 100.0	241 100.0
HAILING ON THE STREET	271 51.9	67 58.3	71 53.8	49 52.7	75 46.0	45 45.9	97 57.1	122 51.5	57 41.9	49 63.6	116 53.7	41 56.9	44 51.2	46 48.4	120 56.6	13 44.8	133 55.2
DIRECTLY CALLING THE CAB COMPANY	146 28.0	25 21.7	36 27.3	22 23.7	54 33.1	17 17.3	48 28.2	72 30.4	53 39.0	14 18.2	57 26.4	20 27.8	34 39.5	33 34.7	43 20.3	4 13.8	47 19.5
OTHER	90 17.2	20 17.4	21 15.9	20 21.5	28 17.2	34 34.7	20 11.8	35 14.8	24 17.6	9 11.7	36 16.7	11 15.3	6 7.0	14 14.7	42 19.8	11 37.9	53 22.0
CELLPHONE/SMARTPHONE APP	15 2.9	3 2.6	4 3.0	2 2.2	6 3.7	2 2.0	5 2.9	8 3.4	2 1.5	5 6.5	7 3.2	-	2 2.3	2 2.1	7 3.3	1 3.4	8 3.3
BLANK/MULTIPLE ANSWERS	97	27	24	11	33	15	37	44	14	16	46	17	16	12	40	1	41
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400

SFMTA TAXI \* SFO AIRPORT SURVEY

Q8. DO YOU CONSIDER THE CAB COMPANY WHEN USING SAN FRANCISCO TAXIS?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	
BASE - ALL RESPONDENTS	584 100.0	136 100.0	148 100.0	100 100.0	179 100.0	109 100.0	196 100.0	261 100.0	145 100.0	88 100.0	246 100.0	82 100.0	102 100.0	99 100.0	239 100.0	29 100.0	268 100.0
YES	96 16.4	18 13.2	27 18.2	17 17.0	30 16.8	16 14.7	30 15.3	46 17.6	28 19.3	7 8.0	48 19.5	8 9.8	31 30.4	23 23.2	22 9.2	2 6.9	24 9.0
NO	488 83.6	118 86.8	121 81.8	83 83.0	149 83.2	93 85.3	166 84.7	215 82.4	117 80.7	81 92.0	198 80.5	74 90.2	71 69.6	76 76.8	217 90.8	27 93.1	244 91.0
BLANK/MULTIPLE ANSWERS	35	6	8	4	17	4	11	20	5	5	16	7	-	8	13	1	14
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400

SFMTA TAXI \* SFO AIRPORT SURVEY

Q9. WHICH COMPANY DO YOU PREFER? (UP TO 2 RESPONSES ACCEPTED)

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					VISITOR (a)+(b)
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)		
BASE - CONSIDER CAB COMPANY	70 100.0	12 100.0	23 100.0	13 100.0	18 100.0	14 100.0	24 100.0	28 100.0	22 100.0	4 100.0	34 100.0	6 100.0	30 100.0	15 100.0	15 100.0	2 100.0	17 100.0	
YELLOW	37 52.9	5 41.7	13 56.5	6 46.2	11 61.1	8 57.1	9 37.5	18 64.3	11 50.0	1 25.0	22 64.7	3 50.0	11 36.7	11 73.3	8 53.3	1 50.0	9 52.9	
LUXOR	9 12.9	2 16.7	3 13.0	2 15.4	2 11.1	2 14.3	3 12.5	4 14.3	1 4.5	-	5 14.7	2 33.3	6 20.0	2 13.3	1 6.7	-	1 5.9	
UBER	8 11.4	2 16.7	3 13.0	2 15.4	1 5.6	-	5 20.8	3 10.7	3 13.6	1 25.0	-	1 16.7	2 6.7	-	4 26.7	-	4 23.5	
DE SOTO	6 8.6	-	3 13.0	2 15.4	1 5.6	2 14.3	3 12.5	1 3.6	2 9.1	2 50.0	2 5.9	-	4 13.3	1 6.7	1 6.7	-	1 5.9	
AVALON/HERO/OTHER NON-SF COMPANY	3 4.3	-	-	-	2 11.1	-	1 4.2	1 3.6	2 9.1	-	1 2.9	-	1 3.3	1 6.7	-	1 50.0	1 5.9	
CITYWIDE DISPATCH	2 2.9	1 8.3	-	1 7.7	-	1 7.1	1 4.2	-	1 4.5	-	1 2.9	-	2 6.7	-	-	-	-	
VETERANS	2 2.9	1 8.3	-	-	1 5.6	-	1 4.2	1 3.6	1 4.5	-	-	-	1 3.3	-	-	-	-	
BIG DOG	2 2.9	2 16.7	-	-	-	-	2 8.3	-	-	-	1 2.9	1 16.7	1 3.3	-	1 6.7	-	1 5.9	
ARROW	1 1.4	-	1 4.3	-	-	1 7.1	-	-	1 4.5	-	-	-	1 3.3	-	-	-	-	
GREEN	1 1.4	1 8.3	-	-	-	-	-	1 3.6	-	-	1 2.9	-	1 3.3	-	-	-	-	
NATIONAL	1 1.4	-	-	-	-	-	-	-	-	-	1 2.9	-	1 3.3	-	-	-	-	
ANY WITH ONLINE DISPATCH	1 1.4	-	-	-	1 5.6	-	-	1 3.6	1 4.5	-	-	-	1 3.3	-	-	-	-	
ANY AVAILABLE	1 1.4	-	-	-	1 5.6	1 7.1	-	-	-	-	1 2.9	-	1 3.3	-	-	-	-	

SFMTA TAXI \* SFO AIRPORT SURVEY

Q9. WHICH COMPANY DO YOU PREFER? (UP TO 2 RESPONSES ACCEPTED)

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)	
	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)		
NONE/NOT SURE	1	-	-	-	1	-	-	1	1	-	-	-	-	1	-	-	-
NO ANSWER	25	6	4	4	11	2	6	17	5	3	14	2	1	7	7	-	7

## SFMTA TAXI \* SFO AIRPORT SURVEY

Q10. HAVE YOU USED A SMARTPHONE OR INTERNET SERVICE TO REQUEST A TAXI IN SAN FRANCISCO?

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	
BASE - ALL RESPONDENTS	589 100.0	135 100.0	151 100.0	101 100.0	181 100.0	111 100.0	198 100.0	262 100.0	149 100.0	89 100.0	247 100.0	83 100.0	100 100.0	101 100.0	241 100.0	29 100.0	270 100.0
YES	104 17.7	19 14.1	29 19.2	16 15.8	36 19.9	6 5.4	41 20.7	53 20.2	29 19.5	20 22.5	39 15.8	7 8.4	34 34.0	15 14.9	32 13.3	2 6.9	34 12.6
NO	485 82.3	116 85.9	122 80.8	85 84.2	145 80.1	105 94.6	157 79.3	209 79.8	120 80.5	69 77.5	208 84.2	76 91.6	66 66.0	86 85.1	209 86.7	27 93.1	236 87.4
BLANK/MULTIPLE RESPONSES	30	7	5	3	15	2	9	19	1	4	15	6	2	6	11	1	12
NO ANSWER	764	161	132	126	280	174	286	248	25	109	439	163	39	190	337	63	400

SFMTA TAXI \* SFO AIRPORT SURVEY

Q11. WHAT SERVICES HAVE YOU USED? (MULTIPLE RESPONSES ACCEPTED)

NOTE: THE QUESTIONNAIRE WAS ORIGINALLY DESIGNED SO THAT Q4-Q12 WERE NOT ANSWERED BY THOSE WHO HAVE NOT USED A TAXI TO SFO IN THE PAST YEAR \*AND\* HAVE NOT USED AN SF TAXI WITHIN THE PAST MONTH. SOME SELF-ADMINISTERED RESPONDENTS FITTING THIS PROFILE ANSWERED Q4-Q12, HOWEVER, AND THESE RESPONSES ARE INCLUDED.

	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					VISITOR (a)+(b)
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)		
		=====				=====			=====				=====					
BASE - USED SMARTPHONE/ INTERNET SERVICE FOR TAXI	87 100.0	17 100.0	25 100.0	15 100.0	27 100.0	5 100.0	35 100.0	44 100.0	24 100.0	18 100.0	31 100.0	6 100.0	32 100.0	12 100.0	29 100.0	2 100.0	31 100.0	
UBER	32 36.8	5 29.4	10 40.0	5 33.3	10 37.0	1 20.0	17 48.6	12 27.3	9 37.5	6 33.3	8 25.8	4 66.7	12 37.5	2 16.7	12 41.4	-	12 38.7	
TAXIMAGIC	28 32.2	4 23.5	8 32.0	6 40.0	9 33.3	1 20.0	9 25.7	17 38.6	9 37.5	6 33.3	10 32.3	2 33.3	14 43.8	4 33.3	8 27.6	-	8 25.8	
CABULOUS	13 14.9	4 23.5	3 12.0	2 13.3	4 14.8	1 20.0	3 8.6	9 20.5	3 12.5	2 11.1	8 25.8	-	5 15.6	4 33.3	-	2 100.0	2 6.5	
TAXI COMPANY'S OWN WEBSITE	13 14.9	4 23.5	3 12.0	1 6.7	5 18.5	2 40.0	5 14.3	6 13.6	3 12.5	1 5.6	6 19.4	2 33.3	4 12.5	3 25.0	3 10.3	-	3 9.7	
OTHER	3 3.4	1 5.9	1 4.0	-	1 3.7	-	2 5.7	1 2.3	2 8.3	-	1 3.2	-	1 3.1	-	2 6.9	-	2 6.5	
NOT SURE OF NAME/ SOMETHING BRAND NEW/ FORGOT	2 2.3	-	1 4.0	-	1 3.7	1 20.0	1 2.9	-	-	1 5.6	1 3.2	-	-	-	2 6.9	-	2 6.5	
BLACK CAR SUE	1 1.1	-	-	1 6.7	-	-	-	1 2.3	-	1 5.6	-	-	-	-	1 3.4	-	1 3.2	
TAXI MOJO	1 1.1	-	-	-	1 3.7	-	-	1 2.3	-	1 5.6	-	-	1 3.1	-	-	-	-	
SMART TAXI	1 1.1	-	-	1 6.7	-	-	-	1 2.3	-	-	-	-	-	-	1 3.4	-	1 3.2	
BLANK	17	2	4	1	9	1	6	9	5	2	8	1	2	3	3	-	3	



SFMTA TAXI \* SFO AIRPORT SURVEY

Q13. WHAT WOULD GET YOU TO USE SAN FRANCISCO TAXIS MORE OFTEN?

	HOME LOCATION																
	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				=====					
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)
BASE - ALL RESPONDENTS	730	131	183	106	260	148	247	291	94	105	384	122	80	159	307	42	349
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PRICING	206	35	45	23	87	42	55	94	27	27	109	37	24	41	90	11	101
	28.2	26.7	24.6	21.7	33.5	28.4	22.3	32.3	28.7	25.7	28.4	30.3	30.0	25.8	29.3	26.2	28.9
CIRCUMSTANTIAL (E.G. 'IF IT WERE RAINING', 'IF MY CAR/BART BROKE DOWN')	187	25	47	28	64	34	65	67	26	31	95	29	21	48	73	12	85
	25.6	19.1	25.7	26.4	24.6	23.0	26.3	23.0	27.7	29.5	24.7	23.8	26.3	30.2	23.8	28.6	24.4
NOTHING/NEVER TAKE A TAXI/NO NEED	157	23	44	19	63	36	60	54	20	26	84	23	13	32	66	8	74
	21.5	17.6	24.0	17.9	24.2	24.3	24.3	18.6	21.3	24.8	21.9	18.9	16.3	20.1	21.5	19.0	21.2
AVAILABILITY	84	16	26	18	22	17	32	33	9	13	46	15	11	16	43	5	48
	11.5	12.2	14.2	17.0	8.5	11.5	13.0	11.3	9.6	12.4	12.0	12.3	13.8	10.1	14.0	11.9	13.8
ALREADY TAKE TAXIS AS MUCH AS I CAN - SATISFIED/POSITIVE COMMENT	52	13	15	9	14	11	15	25	3	8	29	7	8	10	17	3	20
	7.1	9.9	8.2	8.5	5.4	7.4	6.1	8.6	3.2	7.6	7.6	5.7	10.0	6.3	5.5	7.1	5.7
BETTER SERVICE/BETTER DRIVING SKILLS/KNOWLEDGE OF DRIVER	47	11	14	5	14	6	18	21	6	1	27	10	4	9	24	3	27
	6.4	8.4	7.7	4.7	5.4	4.1	7.3	7.2	6.4	1.0	7.0	8.2	5.0	5.7	7.8	7.1	7.7
FREQUENCY	20	4	4	3	8	5	6	8	1	4	9	6	5	4	4	2	6
	2.7	3.1	2.2	2.8	3.1	3.4	2.4	2.7	1.1	3.8	2.3	4.9	6.3	2.5	1.3	4.8	1.7
EASIER PAYMENT METHODS (MORE RELIABLE EQUIPMENT, MORE TAKE CREDIT)	20	4	4	6	6	3	7	10	3	1	9	7	-	4	9	1	10
	2.7	3.1	2.2	5.7	2.3	2.0	2.8	3.4	3.2	1.0	2.3	5.7	-	2.5	2.9	2.4	2.9
PHONE APP	15	5	3	1	5	4	6	5	2	-	10	3	1	4	6	-	6
	2.1	3.8	1.6	0.9	1.9	2.7	2.4	1.7	2.1	-	2.6	2.5	1.3	2.5	2.0	-	1.7
RELIABILITY	7	2	1	-	2	-	4	1	-	3	2	2	-	1	5	-	5
	1.0	1.5	0.5	-	0.8	-	1.6	0.3	-	2.9	0.5	1.6	-	0.6	1.6	-	1.4
BETTER/MORE ADVERTISING	2	1	1	-	-	-	2	-	-	-	2	-	-	-	2	-	2
	0.3	0.8	0.5	-	-	-	0.8	-	-	-	0.5	-	-	-	0.7	-	0.6
FUEL EFFICIENCY/ ENVIRONMENTAL	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1
	0.1	0.8	-	-	-	-	0.4	-	-	-	0.3	-	-	-	0.3	-	0.3

SFMTA TAXI \* SFO AIRPORT SURVEY

Q13. WHAT WOULD GET YOU TO USE SAN FRANCISCO TAXIS MORE OFTEN?

	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)
WHEELCHAIR ACCESSIBILITY	1 0.1	1 0.8	-	-	-	1 0.7	-	-	-	-	1 0.3	-	-	1 0.6	-	-	-
KNOWING HOW/KNOWING SYSTEM BETTER	1 0.1	-	-	1 0.9	-	-	1 0.4	-	1 1.1	-	-	-	1 1.3	-	-	-	-
NO SF TRAVEL/OTHER GENERAL/UNRELATED COMMENT	144	36	33	29	38	26	47	63	13	26	71	28	15	28	65	10	75
NO ANSWER	509	136	72	95	178	113	199	175	68	71	246	102	46	110	217	41	258

SFMTA TAXI \* SFO AIRPORT SURVEY

Q14. WHAT COUNTY DID YOU DEPART FROM TO GET TO THE AIRPORT TODAY?

	HOME LOCATION																
	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)
BASE - ALL RESPONDENTS	1316 100.0	294 100.0	275 100.0	221 100.0	445 100.0	284 100.0	471 100.0	492 100.0	165 100.0	194 100.0	671 100.0	240 100.0	141 100.0	292 100.0	569 100.0	92 100.0	661 100.0
SAN FRANCISCO	490 37.2	119 40.5	122 44.4	82 37.1	139 31.2	96 33.8	179 38.0	189 38.4	111 67.3	100 51.5	172 25.6	87 36.3	135 95.7	15 5.1	214 37.6	35 38.0	249 37.7
SANTA CLARA	215 16.3	22 7.5	36 13.1	38 17.2	109 24.5	43 15.1	74 15.7	91 18.5	18 10.9	9 4.6	134 20.0	46 19.2	1 0.7	77 26.4	70 12.3	23 25.0	93 14.1
SAN MATEO	195 14.8	64 21.8	32 11.6	40 18.1	50 11.2	49 17.3	72 15.3	67 13.6	25 15.2	7 3.6	109 16.2	52 21.7	4 2.8	44 15.1	109 19.2	9 9.8	118 17.9
ALAMEDA	140 10.6	24 8.2	28 10.2	20 9.0	59 13.3	33 11.6	48 10.2	51 10.4	5 3.0	49 25.3	70 10.4	11 4.6	-	65 22.3	43 7.6	8 8.7	51 7.7
CONTRA COSTA	68 5.2	15 5.1	11 4.0	12 5.4	24 5.4	18 6.3	20 4.2	25 5.1	2 1.2	21 10.8	38 5.7	6 2.5	1 0.7	32 11.0	21 3.7	7 7.6	28 4.2
MARIN	61 4.6	18 6.1	13 4.7	11 5.0	12 2.7	13 4.6	22 4.7	21 4.3	3 1.8	1 0.5	37 5.5	16 6.7	-	29 9.9	24 4.2	2 2.2	26 3.9
SONOMA	30 2.3	6 2.0	8 2.9	5 2.3	9 2.0	7 2.5	11 2.3	10 2.0	-	2 1.0	19 2.8	8 3.3	-	12 4.1	13 2.3	2 2.2	15 2.3
NAPA	20 1.5	10 3.4	4 1.5	1 0.5	3 0.7	4 1.4	9 1.9	5 1.0	-	1 0.5	15 2.2	2 0.8	-	8 2.7	8 1.4	-	8 1.2
SOLANO	18 1.4	8 2.7	3 1.1	3 1.4	2 0.4	3 1.1	7 1.5	6 1.2	1 0.6	1 0.5	15 2.2	1 0.4	-	9 3.1	8 1.4	-	8 1.2
MONTEREY	17 1.3	3 1.0	3 1.1	3 1.4	6 1.3	4 1.4	5 1.1	6 1.2	-	-	13 1.9	3 1.3	-	-	13 2.3	-	13 2.0
SANTA CRUZ	13 1.0	2 0.7	4 1.5	2 0.9	5 1.1	2 0.7	9 1.9	2 0.4	-	1 0.5	11 1.6	1 0.4	-	-	11 1.9	-	11 1.7
YOLO	10 0.8	1 0.3	-	-	9 2.0	3 1.1	1 0.2	6 1.2	-	-	5 0.7	5 2.1	-	-	6 1.1	2 2.2	8 1.2
SACRAMENTO	6 0.5	-	1 0.4	1 0.5	4 0.9	2 0.7	2 0.4	2 0.4	-	1 0.5	5 0.7	-	-	-	5 0.9	-	5 0.8
STANISLAUS	5 0.4	-	2 0.7	-	2 0.4	1 0.4	3 0.6	-	-	-	5 0.7	-	-	-	5 0.9	-	5 0.8

SFMTA TAXI \* SFO AIRPORT SURVEY

Q14. WHAT COUNTY DID YOU DEPART FROM TO GET TO THE AIRPORT TODAY?

TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					
	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)	
SAN JOAQUIN	5 0.4	1 0.3	2 0.7	1 0.5	1 0.2	3 1.1	2 0.4	-	-	-	5 0.7	-	-	-	4 0.7	1 1.1	5 0.8
FRESNO	4 0.3	-	2 0.7	-	2 0.4	-	1 0.2	3 0.6	-	-	4 0.6	-	-	-	4 0.7	-	4 0.6
HUMBOLDT	3 0.2	-	2 0.7	-	-	-	1 0.2	1 0.2	-	-	3 0.4	-	-	-	2 0.4	-	2 0.3
SHASTA	2 0.2	-	-	-	2 0.4	-	1 0.2	1 0.2	-	-	2 0.3	-	-	-	1 0.2	1 1.1	2 0.3
MENDOCINO	1 0.1	-	-	1 0.5	-	-	1 0.2	-	-	-	1 0.1	-	-	-	1 0.2	-	1 0.2
NEVADA (COUNTY)	1 0.1	1 0.3	-	-	-	-	-	1 0.2	-	-	-	-	-	-	1 0.2	-	1 0.2
CALAVERAS	1 0.1	-	-	1 0.5	-	-	-	1 0.2	-	-	1 0.1	-	-	-	1 0.2	-	1 0.2
WASHOE COUNTY (NV)	1 0.1	-	-	-	1 0.2	-	-	1 0.2	-	-	1 0.1	-	-	-	1 0.2	-	1 0.2
BUTTE	1 0.1	-	-	-	1 0.2	-	1 0.2	-	-	-	1 0.1	-	-	-	-	1 1.1	1 0.2
PLACER	1 0.1	-	1 0.4	-	-	1 0.4	-	-	-	-	1 0.1	-	-	-	-	-	-
SAN BENITO	1 0.1	-	-	-	1 0.2	-	1 0.2	-	-	-	1 0.1	-	-	1 0.3	-	-	-
OTHER	7 0.5	-	1 0.4	-	4 0.9	2 0.7	1 0.2	3 0.6	-	1 0.5	3 0.4	2 0.8	-	-	4 0.7	1 1.1	5 0.8
MULTIPLE ANSWERS	7	-	1	-	5	1	2	3	2	-	3	2	-	2	3	1	4
BLANK	60	9	12	9	26	2	20	34	8	8	27	10	-	3	17	-	17

## SFMTA TAXI \* SFO AIRPORT SURVEY

Q15. WHAT IS THE MAIN PURPOSE OF YOUR TRIP?

TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					
	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)	
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	
BASE - ALL RESPONDENTS	1383	303	288	230	476	287	493	529	175	202	701	252	141	297	589	93	682
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PLEASURE/VACATION/ RECREATION	496	97	94	69	200	103	166	194	51	100	230	96	64	146	171	29	200
	35.9	32.0	32.6	30.0	42.0	35.9	33.7	36.7	29.1	49.5	32.8	38.1	45.4	49.2	29.0	31.2	29.3
BUSINESS	449	118	96	101	102	87	164	171	97	41	211	77	36	55	228	37	265
	32.5	38.9	33.3	43.9	21.4	30.3	33.3	32.3	55.4	20.3	30.1	30.6	25.5	18.5	38.7	39.8	38.9
VISIT FRIENDS OR RELATIVES (INCLUDING WEDDING, FUNERAL, ETC.)	399	94	93	47	146	95	147	143	23	53	245	70	36	94	188	21	209
	28.9	31.0	32.3	20.4	30.7	33.1	29.8	27.0	13.1	26.2	35.0	27.8	25.5	31.6	31.9	22.6	30.6
SCHOOL/EDUCATIONAL	31	2	4	6	18	5	14	11	3	4	14	8	3	5	13	6	19
	2.2	0.7	1.4	2.6	3.8	1.7	2.8	2.1	1.7	2.0	2.0	3.2	2.1	1.7	2.2	6.5	2.8
CONVERENCE/CONVENTION	17	3	4	4	6	3	10	4	1	5	7	4	-	4	3	4	7
	1.2	1.0	1.4	1.7	1.3	1.0	2.0	0.8	0.6	2.5	1.0	1.6	-	1.3	0.5	4.3	1.0
GOING HOME	6	-	-	1	5	-	4	2	-	-	3	2	1	1	2	1	3
	0.4	-	-	0.4	1.1	-	0.8	0.4	-	-	0.4	0.8	0.7	0.3	0.3	1.1	0.4
PERSONAL BUSINESS (COURT DATE, MEDICAL, HOUSE SITTING, ETC.)	4	2	2	-	-	1	2	1	3	-	1	-	1	-	3	-	3
	0.3	0.7	0.7	-	-	0.3	0.4	0.2	1.7	-	0.1	-	0.7	-	0.5	-	0.4
MOVING/IMMIGRATION	2	1	-	1	-	1	1	-	-	-	2	-	-	1	1	-	1
	0.1	0.3	-	0.4	-	0.3	0.2	-	-	-	0.3	-	-	0.3	0.2	-	0.1
OTHER	9	4	1	-	3	2	4	3	-	1	6	2	2	-	2	1	3
	0.7	1.3	0.3	-	0.6	0.7	0.8	0.6	-	0.5	0.9	0.8	1.4	-	0.3	1.1	0.4
BLANK	47	13	6	5	20	5	18	22	5	7	28	5	3	4	8	1	9

## SFMTA TAXI \* SFO AIRPORT SURVEY

Q16. HOME LOCATION (BASED ON ZIP CODE)

	HOME LOCATION																	
	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					VISITOR (a)+(b)
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)		
BASE - ALL RESPONDENTS	1120 100.0	252 100.0	255 100.0	204 100.0	338 100.0	251 100.0	405 100.0	401 100.0	145 100.0	165 100.0	573 100.0	198 100.0	141 100.0	297 100.0	589 100.0	93 100.0	682 100.0	
UNITED STATES (NET)	1027 91.7	243 96.4	245 96.1	193 94.6	277 82.0	222 88.4	365 90.1	379 94.5	133 91.7	153 92.7	528 92.1	174 87.9	141 100.0	297 100.0	589 100.0	-	589 86.4	
BAY AREA	438 39.1	70 27.8	91 35.7	72 35.3	180 53.3	107 42.6	133 32.8	173 43.1	46 31.7	71 43.0	238 41.5	68 34.3	141 100.0	297 100.0	-	-	-	
SAN FRANCISCO COUNTY	141 12.6	37 14.7	35 13.7	20 9.8	40 11.8	36 14.3	45 11.1	51 12.7	23 15.9	25 15.2	70 12.2	19 9.6	141 100.0	-	-	-	-	
SANTA CLARA	86 7.7	9 3.6	16 6.3	14 6.9	45 13.3	18 7.2	30 7.4	36 9.0	7 4.8	6 3.6	50 8.7	22 11.1	-	86 29.0	-	-	-	
ALAMEDA	70 6.3	3 1.2	16 6.3	11 5.4	35 10.4	18 7.2	19 4.7	28 7.0	4 2.8	18 10.9	37 6.5	6 3.0	-	70 23.6	-	-	-	
SAN MATEO	41 3.7	6 2.4	7 2.7	8 3.9	18 5.3	7 2.8	11 2.7	21 5.2	7 4.8	3 1.8	28 4.9	3 1.5	-	41 13.8	-	-	-	
CONTRA COSTA	38 3.4	3 1.2	6 2.4	8 3.9	21 6.2	9 3.6	14 3.5	15 3.7	2 1.4	14 8.5	18 3.1	3 1.5	-	38 12.8	-	-	-	
MARIN	34 3.0	8 3.2	6 2.4	8 3.9	9 2.7	10 4.0	9 2.2	12 3.0	3 2.1	3 1.8	17 3.0	9 4.5	-	34 11.4	-	-	-	
SONOMA	12 1.1	2 0.8	1 0.4	2 1.0	6 1.8	3 1.2	1 0.2	7 1.7	-	-	6 1.0	5 2.5	-	12 4.0	-	-	-	
NAPA	8 0.7	1 0.4	2 0.8	-	4 1.2	4 1.6	2 0.5	1 0.2	-	1 0.6	5 0.9	1 0.5	-	8 2.7	-	-	-	
SOLANO	8 0.7	1 0.4	2 0.8	1 0.5	2 0.6	2 0.8	2 0.5	2 0.5	-	1 0.6	7 1.2	-	-	8 2.7	-	-	-	
OTHER SOUTHERN CALIFORNIA	135 12.1	43 17.1	51 20.0	19 9.3	14 4.1	8 3.2	36 8.9	83 20.7	22 15.2	30 18.2	52 9.1	22 11.1	-	-	135 22.9	-	135 19.8	
OTHER NORTHERN CALIFORNIA	93 8.3	14 5.6	20 7.8	16 7.8	35 10.4	23 9.2	36 8.9	26 6.5	11 7.6	7 4.2	57 9.9	16 8.1	-	-	93 15.8	-	93 13.6	
ILLINOIS	29 2.6	9 3.6	13 5.1	6 2.9	1 0.3	5 2.0	10 2.5	14 3.5	6 4.1	4 2.4	14 2.4	5 2.5	-	-	29 4.9	-	29 4.3	

SFMTA TAXI \* SFO AIRPORT SURVEY

Q16. HOME LOCATION (BASED ON ZIP CODE)

	HOME LOCATION													VISITOR (a)+(b)			
	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				SAN		OTH BAY	OTHER	OUTSIDE
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	FRAN		AREA	US(a)	US(b)
TEXAS	29 2.6	3 1.2	25 9.8	-	-	2 0.8	24 5.9	2 0.5	6 4.1	2 1.2	11 1.9	8 4.0	-	-	29 4.9	-	29 4.3
COLORADO	25 2.2	9 3.6	-	14 6.9	1 0.3	-	21 5.2	3 0.7	4 2.8	6 3.6	9 1.6	5 2.5	-	-	25 4.2	-	25 3.7
OREGON	25 2.2	11 4.4	2 0.8	10 4.9	2 0.6	2 0.8	12 3.0	11 2.7	4 2.8	6 3.6	13 2.3	2 1.0	-	-	25 4.2	-	25 3.7
NEW YORK	22 2.0	7 2.8	8 3.1	2 1.0	4 1.2	5 2.0	11 2.7	5 1.2	4 2.8	5 3.0	11 1.9	2 1.0	-	-	22 3.7	-	22 3.2
MINNESOTA	19 1.7	6 2.4	-	-	13 3.8	6 2.4	-	13 3.2	2 1.4	2 1.2	7 1.2	5 2.5	-	-	19 3.2	-	19 2.8
ARIZONA	17 1.5	8 3.2	-	5 2.5	1 0.3	1 0.4	6 1.5	7 1.7	3 2.1	1 0.6	8 1.4	4 2.0	-	-	17 2.9	-	17 2.5
PENNSYLVANIA	16 1.4	2 0.8	2 0.8	8 3.9	3 0.9	2 0.8	9 2.2	4 1.0	1 0.7	-	9 1.6	6 3.0	-	-	16 2.7	-	16 2.3
MARYLAND	16 1.4	1 0.4	1 0.4	14 6.9	-	3 1.2	13 3.2	-	2 1.4	-	9 1.6	5 2.5	-	-	16 2.7	-	16 2.3
MASSACHUSETTS	15 1.3	-	4 1.6	3 1.5	8 2.4	13 5.2	1 0.2	1 0.2	4 2.8	-	9 1.6	2 1.0	-	-	15 2.5	-	15 2.2
MICHIGAN	15 1.3	15 6.0	-	-	-	4 1.6	11 2.7	-	1 0.7	1 0.6	9 1.6	3 1.5	-	-	15 2.5	-	15 2.2
WASHINGTON	15 1.3	1 0.4	1 0.4	11 5.4	2 0.6	1 0.4	3 0.7	11 2.7	2 1.4	6 3.6	4 0.7	3 1.5	-	-	15 2.5	-	15 2.2
NEVADA	13 1.2	5 2.0	3 1.2	2 1.0	3 0.9	-	1 0.2	12 3.0	2 1.4	1 0.6	8 1.4	1 0.5	-	-	13 2.2	-	13 1.9
UTAH	11 1.0	3 1.2	-	-	-	3 1.2	8 2.0	-	1 0.7	1 0.6	7 1.2	2 1.0	-	-	11 1.9	-	11 1.6
VIRGINIA	10 0.9	1 0.4	2 0.8	5 2.5	1 0.3	6 2.4	1 0.2	2 0.5	-	-	8 1.4	2 1.0	-	-	10 1.7	-	10 1.5
NEW JERSEY	9 0.8	1 0.4	2 0.8	1 0.5	-	1 0.4	3 0.7	-	3 2.1	2 1.2	3 0.5	-	-	-	9 1.5	-	9 1.3

SFMTA TAXI \* SFO AIRPORT SURVEY

Q16. HOME LOCATION (BASED ON ZIP CODE)

	HOME LOCATION																
	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	
FLORIDA	7 0.6	3 1.2	3 1.2	-	1 0.3	3 1.2	1 0.2	3 0.7	2 1.4	1 0.6	4 0.7	-	-	-	7 1.2	-	7 1.0
NORTH CAROLINA	6 0.5	3 1.2	1 0.4	1 0.5	1 0.3	2 0.8	3 0.7	1 0.2	2 1.4	-	2 0.3	2 1.0	-	-	6 1.0	-	6 0.9
TENNESSEE	6 0.5	2 0.8	1 0.4	-	-	1 0.4	-	2 0.5	-	1 0.6	4 0.7	1 0.5	-	-	6 1.0	-	6 0.9
HAWAII	6 0.5	-	-	2 1.0	4 1.2	6 2.4	-	-	-	-	3 0.5	1 0.5	-	-	6 1.0	-	6 0.9
GEORGIA	5 0.4	4 1.6	1 0.4	-	-	2 0.8	2 0.5	1 0.2	-	-	3 0.5	1 0.5	-	-	5 0.8	-	5 0.7
WISCONSIN	5 0.4	4 1.6	1 0.4	-	-	4 1.6	1 0.2	-	-	1 0.6	4 0.7	-	-	-	5 0.8	-	5 0.7
INDIANA	4 0.4	3 1.2	1 0.4	-	-	1 0.4	3 0.7	-	1 0.7	1 0.6	2 0.3	-	-	-	4 0.7	-	4 0.6
KANSAS	4 0.4	4 1.6	-	-	-	1 0.4	3 0.7	-	1 0.7	1 0.6	2 0.3	-	-	-	4 0.7	-	4 0.6
OKLAHOMA	4 0.4	-	4 1.6	-	-	-	4 1.0	-	-	-	1 0.2	3 1.5	-	-	4 0.7	-	4 0.6
WASHINGTON, DC	3 0.3	-	1 0.4	1 0.5	-	-	1 0.2	1 0.2	-	1 0.6	2 0.3	-	-	-	3 0.5	-	3 0.4
SOUTH CAROLINA	3 0.3	2 0.8	-	-	-	-	2 0.5	-	-	-	2 0.3	1 0.5	-	-	3 0.5	-	3 0.4
ALABAMA	2 0.2	1 0.4	-	-	-	-	1 0.2	-	-	-	2 0.3	-	-	-	2 0.3	-	2 0.3
MISSISSIPPI	2 0.2	-	2 0.8	-	-	2 0.8	-	-	-	-	2 0.3	-	-	-	2 0.3	-	2 0.3
OHIO	2 0.2	2 0.8	-	-	-	2 0.8	-	-	-	-	2 0.3	-	-	-	2 0.3	-	2 0.3
IOWA	2 0.2	1 0.4	-	-	1 0.3	2 0.8	-	-	1 0.7	-	1 0.2	-	-	-	2 0.3	-	2 0.3



SFMTA TAXI \* SFO AIRPORT SURVEY

Q16. HOME LOCATION (BASED ON ZIP CODE)

	HOME LOCATION																
	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				SAN	OTH BAY	OTHER	OUTSIDE	VISITOR
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	FRAN	AREA	US(a)	US(b)	(a)+(b)
LOUISIANA	2 0.2	-	1 0.4	1 0.5	-	1 0.4	-	1 0.2	-	1 0.6	1 0.2	-	-	-	2 0.3	-	2 0.3
ARKANSAS	2 0.2	1 0.4	1 0.4	-	-	-	2 0.5	-	1 0.7	-	1 0.2	-	-	-	2 0.3	-	2 0.3
IDAHO	2 0.2	1 0.4	-	-	1 0.3	1 0.4	-	1 0.2	-	-	1 0.2	1 0.5	-	-	2 0.3	-	2 0.3
NEW MEXICO	2 0.2	2 0.8	-	-	-	1 0.4	1 0.2	-	-	1 0.6	1 0.2	-	-	-	2 0.3	-	2 0.3
VERMONT	1 0.1	-	-	-	-	-	-	-	1 0.7	-	-	-	-	-	1 0.2	-	1 0.1
CONNECTICUT	1 0.1	-	1 0.4	-	-	-	1 0.2	-	-	-	1 0.2	-	-	-	1 0.2	-	1 0.1
MONTANA	1 0.1	1 0.4	-	-	-	1 0.4	-	-	-	-	-	1 0.5	-	-	1 0.2	-	1 0.1
NEBRASKA	1 0.1	-	1 0.4	-	-	-	-	1 0.2	-	-	-	1 0.5	-	-	1 0.2	-	1 0.1
MILITARY BASE (FPO AP)	1 0.1	-	-	-	1 0.3	-	-	1 0.2	-	-	-	1 0.5	-	-	1 0.2	-	1 0.1
KENTUCKY	1 0.1	-	1 0.4	-	-	-	1 0.2	-	-	-	1 0.2	-	-	-	1 0.2	-	1 0.1
CANADA	15 1.3	1 0.4	-	1 0.5	13 3.8	13 5.2	1 0.2	1 0.2	3 2.1	2 1.2	6 1.0	4 2.0	-	-	-	15 16.1	15 2.2
CHINA	13 1.2	-	-	-	13 3.8	-	10 2.5	3 0.7	1 0.7	-	9 1.6	3 1.5	-	-	-	13 14.0	13 1.9
AUSTRALIA	9 0.8	2 0.8	4 1.6	2 1.0	1 0.3	2 0.8	2 0.5	5 1.2	-	3 1.8	2 0.3	4 2.0	-	-	-	9 9.7	9 1.3
GERMANY	6 0.5	-	-	1 0.5	5 1.5	-	-	6 1.5	-	2 1.2	3 0.5	1 0.5	-	-	-	6 6.5	6 0.9
UK	6 0.5	1 0.4	1 0.4	1 0.5	3 0.9	1 0.4	2 0.5	3 0.7	1 0.7	2 1.2	3 0.5	-	-	-	-	6 6.5	6 0.9

SFMTA TAXI \* SFO AIRPORT SURVEY

Q16. HOME LOCATION (BASED ON ZIP CODE)

	HOME LOCATION																
	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				SAN	OTH BAY	OTHER	OUTSIDE	VISITOR
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	FRAN	AREA	US(a)	US(b)	(a)+(b)
GERMANY	6 0.5	-	-	-	6 1.8	-	6 1.5	-	1 0.7	-	2 0.3	3 1.5	-	-	-	6 6.5	6 0.9
ITALY	5 0.4	1 0.4	-	1 0.5	3 0.9	1 0.4	4 1.0	-	1 0.7	-	4 0.7	-	-	-	-	5 5.4	5 0.7
MEXICO	5 0.4	-	-	-	4 1.2	4 1.6	-	-	-	-	3 0.5	2 1.0	-	-	-	5 5.4	5 0.7
NORWAY	3 0.3	-	-	1 0.5	2 0.6	1 0.4	2 0.5	-	-	-	3 0.5	-	-	-	-	3 3.2	3 0.4
INDIA	3 0.3	1 0.4	1 0.4	-	1 0.3	1 0.4	1 0.2	1 0.2	2 1.4	-	-	1 0.5	-	-	-	3 3.2	3 0.4
MALAYSIA	2 0.2	-	-	-	2 0.6	-	-	2 0.5	-	-	-	2 1.0	-	-	-	2 2.2	2 0.3
BELGIUM	2 0.2	-	-	1 0.5	1 0.3	1 0.4	1 0.2	-	-	-	-	2 1.0	-	-	-	2 2.2	2 0.3
THE NETHERLANDS	2 0.2	1 0.4	-	-	1 0.3	1 0.4	1 0.2	-	1 0.7	-	1 0.2	-	-	-	-	2 2.2	2 0.3
JAPAN	2 0.2	1 0.4	-	1 0.5	-	-	1 0.2	1 0.2	1 0.7	1 0.6	-	-	-	-	-	2 2.2	2 0.3
GUAM	1 0.1	-	-	1 0.5	-	1 0.4	-	-	-	1 0.6	-	-	-	-	-	1 1.1	1 0.1
SPAIN	1 0.1	1 0.4	-	-	-	-	1 0.2	-	-	-	1 0.2	-	-	-	-	1 1.1	1 0.1
IRELAND	1 0.1	-	-	-	1 0.3	-	1 0.2	-	1 0.7	-	-	-	-	-	-	1 1.1	1 0.1
UKRAINE	1 0.1	-	-	-	1 0.3	-	1 0.2	-	-	-	1 0.2	-	-	-	-	1 1.1	1 0.1
ARGENTINA	1 0.1	-	1 0.4	-	-	-	1 0.2	-	-	-	-	1 0.5	-	-	-	1 1.1	1 0.1
POLAND	1 0.1	-	1 0.4	-	-	-	1 0.2	-	-	-	-	1 0.5	-	-	-	1 1.1	1 0.1

SFMTA TAXI \* SFO AIRPORT SURVEY

Q16. HOME LOCATION (BASED ON ZIP CODE)

TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)
	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	
SWEDEN	1	-	-	-	1	-	1	-	-	1	-	-	-	-	1	1
0.1					0.3		0.2			0.6					1.1	0.1
SAUDI ARABIA	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	1
0.1					0.3		0.2				0.2				1.1	0.1
KAZAKHSTAN	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	1
0.1					0.3		0.2				0.2				1.1	0.1
SLOVAKIA	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	1
0.1					0.3		0.2				0.2				1.1	0.1
EL SALVADOR	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1
0.1			0.4			0.4					0.2				1.1	0.1
ESTONIA	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	1
0.1			0.4			0.4					0.2				1.1	0.1
LATVIA	1	-	-	1	-	1	-	-	-	-	1	-	-	-	1	1
0.1				0.5		0.4					0.2				1.1	0.1
ISRAEL	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	1
0.1											0.2				1.1	0.1
NO ANSWER	263	51	33	26	138	36	88	128	30	37	128	54	-	-	-	-

SFMTA TAXI \* SFO AIRPORT SURVEY

Q17. AGE

	HOME LOCATION																
	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)	
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)		OUTSIDE US(b)
BASE - ALL RESPONDENTS	1314 100.0	280 100.0	277 100.0	224 100.0	451 100.0	276 100.0	470 100.0	496 100.0	163 100.0	195 100.0	668 100.0	237 100.0	140 100.0	291 100.0	579 100.0	91 100.0	670 100.0
13 TO 17 YEARS OLD	24 1.8	4 1.4	2 0.7	2 0.9	16 3.5	2 0.7	6 1.3	16 3.2	2 1.2	1 0.5	17 2.5	3 1.3	2 1.4	6 2.1	5 0.9	2 2.2	7 1.0
18 TO 24 YEARS OLD	225 17.1	43 15.4	47 17.0	32 14.3	90 20.0	43 15.6	83 17.7	88 17.7	16 9.8	58 29.7	97 14.5	47 19.8	33 23.6	54 18.6	90 15.5	17 18.7	107 16.0
25 TO 34 YEARS OLD	332 25.3	63 22.5	89 32.1	49 21.9	116 25.7	57 20.7	128 27.2	134 27.0	49 30.1	66 33.8	152 22.8	52 21.9	47 33.6	67 23.0	138 23.8	32 35.2	170 25.4
35 TO 44 YEARS OLD	248 18.9	53 18.9	44 15.9	48 21.4	85 18.8	60 21.7	78 16.6	94 19.0	47 28.8	23 11.8	130 19.5	38 16.0	23 16.4	54 18.6	111 19.2	14 15.4	125 18.7
45 TO 54 YEARS OLD	217 16.5	47 16.8	51 18.4	40 17.9	71 15.7	51 18.5	65 13.8	95 19.2	31 19.0	16 8.2	126 18.9	40 16.9	22 15.7	43 14.8	100 17.3	14 15.4	114 17.0
55 TO 64 YEARS OLD	165 12.6	46 16.4	26 9.4	33 14.7	42 9.3	40 14.5	63 13.4	46 9.3	15 9.2	22 11.3	80 12.0	41 17.3	11 7.9	35 12.0	88 15.2	8 8.8	96 14.3
65 AND OVER	103 7.8	24 8.6	18 6.5	20 8.9	31 6.9	23 8.3	47 10.0	23 4.6	3 1.8	9 4.6	66 9.9	16 6.8	2 1.4	32 11.0	47 8.1	4 4.4	51 7.6
REFUSED/BLANK/MULTIPLE RESPONSES	69	23	11	6	25	11	23	33	12	7	33	15	1	6	10	2	12

SFMTA TAXI \* SFO AIRPORT SURVEY

Q18. RACE/ETHNICITY

TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					VISITOR (a)+(b)
	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)		
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====		
BASE - ALL RESPONDENTS	1306 100.0	275 100.0	275 100.0	221 100.0	454 100.0	273 100.0	465 100.0	497 100.0	166 100.0	196 100.0	662 100.0	231 100.0	138 100.0	290 100.0	572 100.0	88 100.0	660 100.0
WHITE	807 61.8	197 71.6	180 65.5	152 68.8	226 49.8	177 64.8	326 70.1	257 51.7	114 68.7	118 60.2	392 59.2	146 63.2	93 67.4	150 51.7	404 70.6	53 60.2	457 69.2
ASIAN/PACIFIC ISLANDER	348 26.6	48 17.5	53 19.3	42 19.0	190 41.9	57 20.9	96 20.6	184 37.0	33 19.9	51 26.0	193 29.2	61 26.4	39 28.3	100 34.5	105 18.4	24 27.3	129 19.5
HISPANIC/LATINO	90 6.9	26 9.5	22 8.0	15 6.8	17 3.7	26 9.5	31 6.7	24 4.8	7 4.2	19 9.7	47 7.1	14 6.1	10 7.2	21 7.2	38 6.6	7 8.0	45 6.8
AFRICAN AMERICA/BLACK	48 3.7	20 7.3	16 5.8	4 1.8	4 0.9	8 2.9	20 4.3	18 3.6	8 4.8	9 4.6	18 2.7	11 4.8	5 3.6	6 2.1	28 4.9	1 1.1	29 4.4
MIXED RACE - UNSPECIFIED	26 2.0	2 0.7	3 1.1	4 1.8	17 3.7	6 2.2	5 1.1	15 3.0	2 1.2	4 2.0	16 2.4	4 1.7	3 2.2	8 2.8	5 0.9	-	5 0.8
SOUTHEAST ASIAN/ASIAN INDIAN/PAKISTANI	9 0.7	2 0.7	1 0.4	2 0.9	4 0.9	3 1.1	5 1.1	1 0.2	2 1.2	1 0.5	5 0.8	1 0.4	-	4 1.4	2 0.3	2 2.3	4 0.6
OTHER	7 0.5	1 0.4	2 0.7	-	3 0.7	1 0.4	3 0.6	3 0.6	2 1.2	2 1.0	2 0.3	1 0.4	-	1 0.3	4 0.7	-	4 0.6
NATIVE AMERICAN/OTHER NATIVE PEOPLES	7 0.5	1 0.4	2 0.7	4 1.8	-	2 0.7	1 0.2	4 0.8	-	-	4 0.6	2 0.9	1 0.7	3 1.0	3 0.5	-	3 0.5
MIDDLE EASTERN	5 0.4	-	-	-	3 0.7	-	1 0.2	2 0.4	1 0.6	-	2 0.3	2 0.9	-	-	1 0.2	2 2.3	3 0.5
REFUSED/BLANK	77	28	13	9	22	14	28	32	9	6	39	21	3	7	17	5	22

SFMTA TAXI \* SFO AIRPORT SURVEY

Q19. GENDER

	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)
BASE - ALL RESPONDENTS	1325 100.0	280 100.0	280 100.0	226 100.0	456 100.0	281 100.0	470 100.0	502 100.0	168 100.0	193 100.0	677 100.0	234 100.0	135 100.0	293 100.0	584 100.0	92 100.0	676 100.0
MALE	731 55.2	149 53.2	160 57.1	133 58.8	249 54.6	134 47.7	265 56.4	298 59.4	99 58.9	113 58.5	366 54.1	119 50.9	67 49.6	155 52.9	319 54.6	57 62.0	376 55.6
FEMALE	594 44.8	131 46.8	120 42.9	93 41.2	207 45.4	147 52.3	205 43.6	204 40.6	69 41.1	80 41.5	311 45.9	115 49.1	68 50.4	138 47.1	265 45.4	35 38.0	300 44.4
OTHER/BLANK	58	23	8	4	20	6	23	27	7	9	24	18	6	4	5	1	6

## SFMTA TAXI \* SFO AIRPORT SURVEY

## LANGUAGE OF QUESTIONNAIRE

	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					
	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)	
	TOTAL																
BASE - ALL RESPONDENTS	1383 100.0	303 100.0	288 100.0	230 100.0	476 100.0	287 100.0	493 100.0	529 100.0	175 100.0	202 100.0	701 100.0	252 100.0	141 100.0	297 100.0	589 100.0	93 100.0	682 100.0
ENGLISH	1356 98.0	300 99.0	283 98.3	230 100.0	462 97.1	278 96.9	483 98.0	526 99.4	173 98.9	202 100.0	682 97.3	249 98.8	136 96.5	290 97.6	586 99.5	90 96.8	676 99.1
SPANISH	14 1.0	2 0.7	3 1.0	-	4 0.8	8 2.8	1 0.2	-	1 0.6	-	10 1.4	1 0.4	-	4 1.3	2 0.3	3 3.2	5 0.7
CHINESE	13 0.9	1 0.3	2 0.7	-	10 2.1	1 0.3	9 1.8	3 0.6	1 0.6	-	9 1.3	2 0.8	5 3.5	3 1.0	1 0.2	-	1 0.1

## SFMTA TAXI \* SFO AIRPORT SURVEY

## TERMINAL AND BOARDING AREA

	HOME LOCATION																
	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)	
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)		OUTSIDE US(b)
BASE - ALL RESPONDENTS	1383 100.0	303 100.0	288 100.0	230 100.0	476 100.0	287 100.0	493 100.0	529 100.0	175 100.0	202 100.0	701 100.0	252 100.0	141 100.0	297 100.0	589 100.0	93 100.0	682 100.0
TERMINAL 1 (B/C)	267 19.3	267 88.1	-	-	-	73 25.4	148 30.0	46 8.7	28 16.0	36 17.8	141 20.1	53 21.0	34 24.1	33 11.1	150 25.5	8 8.6	158 23.2
BOARDING AREA B	133 9.6	133 43.9	-	-	-	-	87 17.6	46 8.7	18 10.3	22 10.9	65 9.3	23 9.1	21 14.9	15 5.1	74 12.6	2 2.2	76 11.1
BOARDING AREA C	134 9.7	134 44.2	-	-	-	73 25.4	61 12.4	-	10 5.7	14 6.9	76 10.8	30 11.9	13 9.2	18 6.1	76 12.9	6 6.5	82 12.0
TERMINAL 2 (BOARDING AREA D)	288 20.8	-	288 100.0	-	-	47 16.4	133 27.0	108 20.4	43 24.6	45 22.3	141 20.1	45 17.9	35 24.8	56 18.9	154 26.1	10 10.8	164 24.0
TERMINAL 3 (BOARDING AREA F - E CLOSED)	230 16.6	-	-	230 100.0	-	53 18.5	70 14.2	107 20.2	36 20.6	39 19.3	112 16.0	34 13.5	20 14.2	52 17.5	121 20.5	11 11.8	132 19.4
INTERNATIONAL TERMINAL (A/G)	476 34.4	-	-	-	476 100.0	114 39.7	109 22.1	253 47.8	55 31.4	61 30.2	248 35.4	98 38.9	40 28.4	140 47.1	97 16.5	61 65.6	158 23.2
BOARDING AREA A	277 20.0	-	-	-	277 58.2	68 23.7	59 12.0	150 28.4	26 14.9	37 18.3	151 21.5	53 21.0	17 12.1	80 26.9	75 12.7	16 17.2	91 13.3
BOARDING AREA G	199 14.4	-	-	-	199 41.8	46 16.0	50 10.1	103 19.5	29 16.6	24 11.9	97 13.8	45 17.9	23 16.3	60 20.2	22 3.7	45 48.4	67 9.8
NO ANSWER	122 8.8	36 11.9	-	-	-	-	33 6.7	15 2.8	13 7.4	21 10.4	59 8.4	22 8.7	12 8.5	16 5.4	67 11.4	3 3.2	70 10.3



SFMTA TAXI \* SFO AIRPORT SURVEY

STRATA

	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION					
	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)	
	TOTAL																
BASE - ALL RESPONDENTS	1309	303	288	230	476	287	493	529	165	190	666	241	132	281	553	91	644
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AM (FLIGHTS DEPARTING BEFORE 11 AM)	287	73	47	53	114	287	-	-	39	22	155	57	36	71	115	29	144
	21.9	24.1	16.3	23.0	23.9	100.0			23.6	11.6	23.3	23.7	27.3	25.3	20.8	31.9	22.4
MIDDAY (FLIGHTS DEPARTING FROM 11 AM TO 5 PM)	493	169	133	70	109	-	493	-	55	76	250	99	45	88	232	40	272
	37.7	55.8	46.2	30.4	22.9		100.0		33.3	40.0	37.5	41.1	34.1	31.3	42.0	44.0	42.2
PM (FLIGHTS DEPARTING AFTER 5 PM)	529	61	108	107	253	-	-	529	71	92	261	85	51	122	206	22	228
	40.4	20.1	37.5	46.5	53.2			100.0	43.0	48.4	39.2	35.3	38.6	43.4	37.3	24.2	35.4
UNKNOWN	74	-	-	-	-	-	-	-	10	12	35	11	9	16	36	2	38

## SFMTA TAXI \* SFO AIRPORT SURVEY

PEAK PERIOD (DOMESTIC)

TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)	
	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)		
BASE - ALL RESPONDENTS	1383	303	288	230	476	287	493	529	175	202	701	252	141	297	589	93	682
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DOMESTIC PEAK (FLIGHTS DEPARTING 8 AM TO 1 PM)	280	113	89	31	47	169	110	1	38	27	143	58	37	54	146	16	162
	20.2	37.3	30.9	13.5	9.9	58.9	22.3	0.2	21.7	13.4	20.4	23.0	26.2	18.2	24.8	17.2	23.8
DOMESTIC OFF-PEAK (FLIGHTS DEPARTING BEFORE 8 AM AND AFTER 1 PM)	673	190	190	188	93	42	273	358	80	118	340	111	65	125	350	20	370
	48.7	62.7	66.0	81.7	19.5	14.6	55.4	67.7	45.7	58.4	48.5	44.0	46.1	42.1	59.4	21.5	54.3
INTERNATIONAL	356	-	9	11	336	76	110	170	47	45	183	72	30	102	57	55	112
	25.7	-	3.1	4.8	70.6	26.5	22.3	32.1	26.9	22.3	26.1	28.6	21.3	34.3	9.7	59.1	16.4
NO ANSWER	74	-	-	-	-	-	-	-	10	12	35	11	9	16	36	2	38
	5.4	-	-	-	-	-	-	-	5.7	5.9	5.0	4.4	6.4	5.4	6.1	2.2	5.6

## SFMTA TAXI \* SFO AIRPORT SURVEY

## AIRLINE

AIRLINE	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)
BASE - ALL RESPONDENTS	1383 100.0	303 100.0	288 100.0	230 100.0	476 100.0	287 100.0	493 100.0	529 100.0	175 100.0	202 100.0	701 100.0	252 100.0	141 100.0	297 100.0	589 100.0	93 100.0	682 100.0
MAJOR CARRIERS	1028 74.3	303 100.0	286 99.3	230 100.0	123 25.8	246 85.7	434 88.0	274 51.8	133 76.0	154 76.2	520 74.2	180 71.4	115 81.6	187 63.0	518 87.9	69 74.2	587 86.1
UNITED AIRLINES (DOMESTIC)	349 25.2	46 15.2	-	229 99.6	-	53 18.5	100 20.3	122 23.1	53 30.3	59 29.2	165 23.5	56 22.2	32 22.7	68 22.9	188 31.9	14 15.1	202 29.6
AMERICAN	185 13.4	-	185 64.2	-	-	20 7.0	95 19.3	70 13.2	26 14.9	30 14.9	92 13.1	33 13.1	19 13.5	34 11.4	108 18.3	8 8.6	116 17.0
DELTA AIRLINES	146 10.6	134 44.2	-	-	-	73 25.4	73 14.8	-	10 5.7	16 7.9	83 11.8	33 13.1	13 9.2	18 6.1	84 14.3	6 6.5	90 13.2
SOUTHWEST AIRLINES	106 7.7	106 35.0	-	-	-	-	60 12.2	46 8.7	12 6.9	19 9.4	54 7.7	16 6.3	19 13.5	12 4.0	57 9.7	1 1.1	58 8.5
VIRGIN AMERICA	101 7.3	-	101 35.1	-	-	27 9.4	38 7.7	36 6.8	17 9.7	14 6.9	48 6.8	12 4.8	16 11.3	21 7.1	46 7.8	2 2.2	48 7.0
UNITED AIRLINES (INTERNATIONAL)	97 7.0	-	-	1 0.4	96 20.2	46 16.0	51 10.3	-	10 5.7	9 4.5	54 7.7	22 8.7	11 7.8	28 9.4	8 1.4	37 39.8	45 6.6
JETBLUE	27 2.0	-	-	-	27 5.7	27 9.4	-	-	3 1.7	5 2.5	15 2.1	4 1.6	3 2.1	3 1.0	18 3.1	-	18 2.6
ALASKA	17 1.2	17 5.6	-	-	-	-	17 3.4	-	2 1.1	2 1.0	9 1.3	4 1.6	2 1.4	3 1.0	9 1.5	1 1.1	10 1.5
INTERNATIONAL AND SECONDARY DOMESTIC CARRIERS	355 25.7	-	2 0.7	-	353 74.2	41 14.3	59 12.0	255 48.2	42 24.0	48 23.8	181 25.8	72 28.6	26 18.4	110 37.0	71 12.1	24 25.8	95 13.9
SINGAPORE AIRLINES	40 2.9	-	-	-	40 8.4	-	-	40 7.6	5 2.9	4 2.0	19 2.7	10 4.0	4 2.8	19 6.4	4 0.7	-	4 0.6
SUN COUNTRY	35 2.5	-	-	-	35 7.4	-	-	35 6.6	3 1.7	9 4.5	14 2.0	7 2.8	3 2.1	6 2.0	17 2.9	-	17 2.5
LUFTHANSA	33 2.4	-	-	-	33 6.9	-	-	33 6.2	7 4.0	8 4.0	12 1.7	6 2.4	5 3.5	7 2.4	4 0.7	5 5.4	9 1.3

SFMTA TAXI \* SFO AIRPORT SURVEY

AIRLINE

AIRLINE	TOTAL	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				
		T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)	OUTSIDE US(b)	VISITOR (a)+(b)
VIRGIN ATLANTIC	31 2.2	-	1 0.3	-	30 6.3	-	29 5.9	2 0.4	2 1.1	4 2.0	17 2.4	7 2.8	1 0.7	9 3.0	7 1.2	-	7 1.0
AIR NEW ZEALAND	30 2.2	-	-	-	30 6.3	-	-	30 5.7	7 4.0	3 1.5	13 1.9	7 2.8	3 2.1	6 2.0	6 1.0	3 3.2	9 1.3
JAPAN AIRLINES	30 2.2	-	-	-	30 6.3	-	-	30 5.7	-	3 1.5	19 2.7	6 2.4	-	6 2.0	5 0.8	-	5 0.7
BRITISH AIRWAYS	29 2.1	-	-	-	29 6.1	-	-	29 5.5	8 4.6	2 1.0	15 2.1	4 1.6	3 2.1	10 3.4	4 0.7	-	4 0.6
KLM	29 2.1	-	-	-	29 6.1	-	29 5.9	-	4 2.3	5 2.5	17 2.4	3 1.2	-	8 2.7	4 0.7	10 10.8	14 2.1
CATHAY PACIFIC	28 2.0	-	-	-	28 5.9	-	-	28 5.3	2 1.1	3 1.5	12 1.7	10 4.0	2 1.4	10 3.4	4 0.7	6 6.5	10 1.5
PHILLIPINE AIRLINES	27 2.0	-	-	-	27 5.7	-	-	27 5.1	2 1.1	2 1.0	20 2.9	1 0.4	1 0.7	14 4.7	6 1.0	-	6 0.9
KOREAN AIRLINES	21 1.5	-	-	-	21 4.4	21 7.3	-	-	1 0.6	2 1.0	14 2.0	4 1.6	1 0.7	8 2.7	3 0.5	-	3 0.4
HAWAIIAN	20 1.4	-	-	-	20 4.2	20 7.0	-	-	1 0.6	2 1.0	9 1.3	6 2.4	3 2.1	5 1.7	7 1.2	-	7 1.0
AIR CANADA	1 0.1	-	1 0.3	-	-	-	-	1 0.2	-	1 0.5	-	-	-	1 0.3	-	-	-
AIR CHINA	1 0.1	-	-	-	1 0.2	-	1 0.2	-	-	-	-	1 0.4	-	1 0.3	-	-	-

## SFMTA TAXI \* SFO AIRPORT SURVEY

## HOW SURVEY WAS ADMINISTERED

	TERMINAL				TIME OF DAY			HOW GOT TO AIRPORT (Q1)				HOME LOCATION				VISITOR (a)+(b)	
	TOTAL	T1	T2	T3	IT	AM	MID	PM	TAXI	BART	CAR	OTH	SAN FRAN	OTH BAY AREA	OTHER US(a)		OUTSIDE US(b)
BASE - ALL RESPONDENTS	1318 100.0	302 100.0	287 100.0	204 100.0	449 100.0	277 100.0	477 100.0	500 100.0	163 100.0	191 100.0	668 100.0	247 100.0	136 100.0	283 100.0	561 100.0	86 100.0	647 100.0
INTERVIEWER-ADMINISTERED	746 56.6	187 61.9	159 55.4	130 63.7	216 48.1	230 83.0	282 59.1	187 37.4	84 51.5	103 53.9	380 56.9	147 59.5	73 53.7	153 54.1	370 66.0	70 81.4	440 68.0
SELF-ADMINISTERED	572 43.4	115 38.1	128 44.6	74 36.3	233 51.9	47 17.0	195 40.9	313 62.6	79 48.5	88 46.1	288 43.1	100 40.5	63 46.3	130 45.9	191 34.0	16 18.6	207 32.0
UNKNOWN	65	1	1	26	27	10	16	29	12	11	33	5	5	14	28	7	35

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

TABLE OF CONTENTS

BANNER 1 - BASIC

Table 1 Page 1.....Q1A. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . AVAILABILITY OF TAXIS

Table 2 Page 2.....Q1B. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . VEHICLE QUALITY

Table 3 Page 3.....Q1C. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DRIVER SERVICE

Table 4 Page 4.....Q1D. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DISPATCH SERVICE

Table 5 Page 5.....Q1E. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . WAIT TIME

Table 6 Page 6.....Q1F. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . EASE OF FARE PAYMENT

Table 7 Page 7.....Q1G. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . OVERALL

Table 8 Page 8.....Q2. WHAT WOULD GET YOU TO USE TAXIS MORE OFTEN IN SAN FRANCISCO? PLEASE BE SPECIFIC (MULTIPLE RESPONSES ACCEPTED)

Table 9 Page 9.....Q3. ABOUT HOW OFTEN HAVE YOU USED SAN FRANCISCO TAXIS IN THE PAST MONTH?

Table 10 Page 10.....Q4. WHAT IS YOUR MOST COMMON REASON FOR USING TAXIS HERE? (MULTIPLE RESPONSES ACCEPTED)

Table 11 Page 12.....Q5. HOW DO YOU NORMALLY GET A TAXI? (MULTIPLE RESPONSES ACCEPTED)

Table 12 Page 13.....Q6. DO YOU CONSIDER THE CAB COMPANY WHEN USING SF TAXIS?

Table 13 Page 14.....Q7. (IF YES Q6) WHICH COMPANY DO YOU PREFER? (MULTIPLE RESPONSES ACCEPTED)

Table 14 Page 15.....Q8. HAVE YOU EVER USED A SMARTPHONE APP OR INTERNET SERVICE TO REQUEST A TAXI IN SAN FRANCISCO?

Table 15 Page 16.....(IF YES Q8) Q9. WHAT SERVICES HAVE YOU USED?

Table 16 Page 17.....HOME LOCATION (BASED ON ZIP CODE)

Table 17 Page 18.....Q11. AGE

Table 18 Page 19.....Q12. ETHNIC GROUP (MULTIPLE RESPONSES ACCEPTED)

Table 19 Page 20.....Q13. GENDER

Table 20 Page 21.....RESPONDENT STATUS

Table 21 Page 22.....LOCATION

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q1A. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . AVAILABILITY OF TAXIS

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	361 100.0	217 100.0	143 100.0	122 100.0	41 100.0	106 100.0	84 100.0	190 100.0	45 100.0	186 100.0	93 100.0	32 100.0
5 - EXCELLENT	89 24.7	58 26.7	31 21.7	8 6.6	8 19.5	39 36.8	31 36.9	70 36.8	11 24.4	33 17.7	30 32.3	14 43.8
4	103 28.5	67 30.9	36 25.2	29 23.8	16 39.0	37 34.9	21 25.0	58 30.5	10 22.2	57 30.6	26 28.0	8 25.0
3	98 27.1	57 26.3	41 28.7	48 39.3	11 26.8	17 16.0	21 25.0	38 20.0	18 40.0	55 29.6	18 19.4	5 15.6
2	54 15.0	25 11.5	28 19.6	27 22.1	4 9.8	10 9.4	10 11.9	20 10.5	5 11.1	33 17.7	11 11.8	5 15.6
1 - TERRIBLE	17 4.7	10 4.6	7 4.9	10 8.2	2 4.9	3 2.8	1 1.2	4 2.1	1 2.2	8 4.3	8 8.6	-
DON'T KNOW/BLANK	4	1	3	1	-	2	1	3	-	-	2	2
MEAN	3.53	3.64	3.39	2.98	3.59	3.93	3.85	3.89	3.56	3.40	3.63	3.97
STANDARD DEVIATION	1.15	1.13	1.17	1.03	1.07	1.08	1.09	1.08	1.06	1.10	1.28	1.12
STANDARD ERROR	0.06	0.08	0.10	0.09	0.17	0.10	0.12	0.08	0.16	0.08	0.13	0.20

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q1B. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . VEHICLE QUALITY

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	364 100.0	217 100.0	146 100.0	123 100.0	40 100.0	108 100.0	85 100.0	193 100.0	45 100.0	185 100.0	95 100.0	34 100.0
5 - EXCELLENT	93 25.5	60 27.6	33 22.6	21 17.1	12 30.0	36 33.3	21 24.7	57 29.5	15 33.3	47 25.4	21 22.1	9 26.5
4	162 44.5	103 47.5	59 40.4	57 46.3	20 50.0	48 44.4	33 38.8	81 42.0	18 40.0	93 50.3	34 35.8	14 41.2
3	83 22.8	43 19.8	39 26.7	34 27.6	7 17.5	20 18.5	21 24.7	41 21.2	8 17.8	38 20.5	28 29.5	8 23.5
2	20 5.5	9 4.1	11 7.5	8 6.5	1 2.5	4 3.7	7 8.2	11 5.7	3 6.7	5 2.7	12 12.6	-
1 - TERRIBLE	6 1.6	2 0.9	4 2.7	3 2.4	-	-	3 3.5	3 1.6	1 2.2	2 1.1	-	3 8.8
DON'T KNOW/BLANK	1	1	-	-	1	-	-	-	-	1	-	-
MEAN	3.87	3.97	3.73	3.69	4.08	4.07	3.73	3.92	3.96	3.96	3.67	3.76
STANDARD DEVIATION	0.91	0.85	0.99	0.92	0.76	0.82	1.04	0.93	1.00	0.82	0.96	1.13
STANDARD ERROR	0.05	0.06	0.08	0.08	0.12	0.08	0.11	0.07	0.15	0.06	0.10	0.19



SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q1C. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DRIVER SERVICE

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	361 100.0	216 100.0	144 100.0	122 100.0	41 100.0	106 100.0	85 100.0	191 100.0	45 100.0	183 100.0	94 100.0	34 100.0
5 - EXCELLENT	107 29.6	67 31.0	40 27.8	19 15.6	10 24.4	45 42.5	29 34.1	74 38.7	13 28.9	53 29.0	27 28.7	12 35.3
4	131 36.3	79 36.6	52 36.1	49 40.2	17 41.5	33 31.1	30 35.3	63 33.0	16 35.6	69 37.7	32 34.0	12 35.3
3	91 25.2	51 23.6	39 27.1	41 33.6	11 26.8	23 21.7	15 17.6	38 19.9	13 28.9	43 23.5	27 28.7	7 20.6
2	19 5.3	13 6.0	6 4.2	8 6.6	2 4.9	3 2.8	6 7.1	9 4.7	1 2.2	10 5.5	6 6.4	2 5.9
1 - TERRIBLE	13 3.6	6 2.8	7 4.9	5 4.1	1 2.4	2 1.9	5 5.9	7 3.7	2 4.4	8 4.4	2 2.1	1 2.9
DON'T KNOW/BLANK	4	2	2	1	-	2	-	2	-	3	1	-
MEAN	3.83	3.87	3.78	3.57	3.80	4.09	3.85	3.98	3.82	3.81	3.81	3.94
STANDARD DEVIATION	1.03	1.01	1.05	0.97	0.95	0.96	1.15	1.05	1.03	1.05	1.00	1.04
STANDARD ERROR	0.05	0.07	0.09	0.09	0.15	0.09	0.12	0.08	0.15	0.08	0.10	0.18

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q1D. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . DISPATCH SERVICE

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	164 100.0	89 100.0	74 100.0	92 100.0	15 100.0	33 100.0	21 100.0	54 100.0	23 100.0	87 100.0	41 100.0	11 100.0
5 - EXCELLENT	26 15.9	17 19.1	9 12.2	8 8.7	1 6.7	13 39.4	4 19.0	17 31.5	1 4.3	14 16.1	9 22.0	2 18.2
4	37 22.6	22 24.7	15 20.3	14 15.2	7 46.7	5 15.2	9 42.9	14 25.9	8 34.8	19 21.8	8 19.5	2 18.2
3	44 26.8	22 24.7	22 29.7	26 28.3	1 6.7	11 33.3	6 28.6	17 31.5	5 21.7	22 25.3	13 31.7	3 27.3
2	31 18.9	20 22.5	11 14.9	24 26.1	4 26.7	2 6.1	1 4.8	3 5.6	4 17.4	18 20.7	6 14.6	2 18.2
1 - TERRIBLE	26 15.9	8 9.0	17 23.0	20 21.7	2 13.3	2 6.1	1 4.8	3 5.6	5 21.7	14 16.1	5 12.2	2 18.2
DON'T KNOW/BLANK	201	129	72	31	26	75	64	139	22	99	54	23
MEAN	3.04	3.22	2.84	2.63	3.07	3.76	3.67	3.72	2.83	3.01	3.24	3.00
STANDARD DEVIATION	1.30	1.25	1.32	1.23	1.28	1.23	1.02	1.14	1.27	1.32	1.30	1.41
STANDARD ERROR	0.10	0.13	0.15	0.13	0.33	0.21	0.22	0.16	0.26	0.14	0.20	0.43

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q1E. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . WAIT TIME

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	356 100.0	215 100.0	140 100.0	119 100.0	39 100.0	106 100.0	84 100.0	190 100.0	45 100.0	184 100.0	92 100.0	30 100.0
5 - EXCELLENT	115 32.3	76 35.3	39 27.9	9 7.6	7 17.9	53 50.0	43 51.2	96 50.5	5 11.1	49 26.6	44 47.8	15 50.0
4	73 20.5	44 20.5	29 20.7	23 19.3	11 28.2	22 20.8	16 19.0	38 20.0	11 24.4	43 23.4	15 16.3	3 10.0
3	89 25.0	55 25.6	34 24.3	46 38.7	12 30.8	19 17.9	12 14.3	31 16.3	17 37.8	55 29.9	10 10.9	5 16.7
2	50 14.0	25 11.6	25 17.9	25 21.0	8 20.5	7 6.6	8 9.5	15 7.9	9 20.0	21 11.4	15 16.3	5 16.7
1 - TERRIBLE	29 8.1	15 7.0	13 9.3	16 13.4	1 2.6	5 4.7	5 6.0	10 5.3	3 6.7	16 8.7	8 8.7	2 6.7
DON'T KNOW/BLANK	9	3	6	4	2	2	1	3	-	2	3	4
MEAN	3.55	3.66	3.40	2.87	3.38	4.05	4.00	4.03	3.13	3.48	3.78	3.80
STANDARD DEVIATION	1.29	1.26	1.31	1.11	1.09	1.17	1.26	1.21	1.08	1.24	1.41	1.40
STANDARD ERROR	0.07	0.09	0.11	0.10	0.17	0.11	0.14	0.09	0.16	0.09	0.15	0.26

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q1F. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . EASE OF FARE PAYMENT

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	359 100.0	214 100.0	145 100.0	121 100.0	41 100.0	107 100.0	82 100.0	189 100.0	44 100.0	182 100.0	94 100.0	34 100.0
5 - EXCELLENT	154 42.9	92 43.0	62 42.8	30 24.8	20 48.8	58 54.2	43 52.4	101 53.4	21 47.7	61 33.5	52 55.3	18 52.9
4	129 35.9	83 38.8	46 31.7	55 45.5	10 24.4	33 30.8	28 34.1	61 32.3	15 34.1	73 40.1	27 28.7	12 35.3
3	46 12.8	22 10.3	24 16.6	19 15.7	6 14.6	12 11.2	8 9.8	20 10.6	6 13.6	26 14.3	11 11.7	2 5.9
2	21 5.8	10 4.7	11 7.6	13 10.7	3 7.3	2 1.9	2 2.4	4 2.1	2 4.5	15 8.2	3 3.2	1 2.9
1 - TERRIBLE	9 2.5	7 3.3	2 1.4	4 3.3	2 4.9	2 1.9	1 1.2	3 1.6	-	7 3.8	1 1.1	1 2.9
DON'T KNOW/BLANK	6	4	1	2	-	1	3	4	1	4	1	-
MEAN	4.11	4.14	4.07	3.78	4.05	4.34	4.34	4.34	4.25	3.91	4.34	4.32
STANDARD DEVIATION	1.00	1.00	1.01	1.04	1.18	0.89	0.85	0.87	0.87	1.07	0.89	0.94
STANDARD ERROR	0.05	0.07	0.08	0.09	0.18	0.09	0.09	0.06	0.13	0.08	0.09	0.16

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q1G. HOW WOULD YOU RATE SAN FRANCISCO TAXIS ON . . . OVERALL

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	357 100.0	215 100.0	141 100.0	119 100.0	41 100.0	106 100.0	84 100.0	190 100.0	43 100.0	185 100.0	92 100.0	33 100.0
5 - EXCELLENT	68 19.0	45 20.9	23 16.3	11 9.2	7 17.1	27 25.5	21 25.0	48 25.3	6 14.0	29 15.7	21 22.8	10 30.3
4	149 41.7	96 44.7	53 37.6	38 31.9	15 36.6	55 51.9	40 47.6	95 50.0	19 44.2	85 45.9	34 37.0	11 33.3
3	106 29.7	59 27.4	46 32.6	49 41.2	16 39.0	20 18.9	18 21.4	38 20.0	17 39.5	52 28.1	25 27.2	10 30.3
2	29 8.1	13 6.0	16 11.3	19 16.0	3 7.3	4 3.8	3 3.6	7 3.7	-	18 9.7	10 10.9	1 3.0
1 - TERRIBLE	5 1.4	2 0.9	3 2.1	2 1.7	-	-	2 2.4	2 1.1	1 2.3	1 0.5	2 2.2	1 3.0
DON'T KNOW/BLANK	8	3	5	4	-	2	1	3	2	1	3	1
MEAN	3.69	3.79	3.55	3.31	3.63	3.99	3.89	3.95	3.67	3.66	3.67	3.85
STANDARD DEVIATION	0.92	0.88	0.97	0.91	0.86	0.77	0.91	0.83	0.81	0.88	1.02	1.00
STANDARD ERROR	0.05	0.06	0.08	0.08	0.13	0.08	0.10	0.06	0.12	0.06	0.11	0.17

## SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q2. WHAT WOULD GET YOU TO USE TAXIS MORE OFTEN IN SAN FRANCISCO? PLEASE BE SPECIFIC (MULTIPLE RESPONSES ACCEPTED)

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	313 100.0	185 100.0	127 100.0	112 100.0	37 100.0	91 100.0	66 100.0	157 100.0	38 100.0	160 100.0	80 100.0	30 100.0
MORE CABS/BETTER AVAILABILITY	110 35.1	63 34.1	46 36.2	50 44.6	16 43.2	24 26.4	17 25.8	41 26.1	19 50.0	56 35.0	24 30.0	10 33.3
LOWER FARES/REVISED FARE STRUCTURE	84 26.8	52 28.1	32 25.2	37 33.0	7 18.9	24 26.4	16 24.2	40 25.5	12 31.6	38 23.8	23 28.8	10 33.3
FRIENDLIER/MORE PROFESSIONAL/SAFER/MORE KNOWLEDGEABLE DRIVERS	51 16.3	27 14.6	24 18.9	20 17.9	4 10.8	16 17.6	11 16.7	27 17.2	3 7.9	24 15.0	19 23.8	4 13.3
IT'S GOOD AS IS/NO WAY TO IMPROVE/HAVEN'T HAD ANY PROBLEMS	32 10.2	18 9.7	14 11.0	4 3.6	4 10.8	10 11.0	12 18.2	22 14.0	1 2.6	15 9.4	9 11.3	6 20.0
FRIENDLIER/MORE EFFICIENT/PROFESSIONAL DISPATCHING SYSTEM/APP	31 9.9	17 9.2	13 10.2	18 16.1	3 8.1	8 8.8	-	8 5.1	3 7.9	21 13.1	6 7.5	1 3.3
BETTER VEHICLE QUALITY (BIGGER, CLEAN, WELL- MAINTAINED, NEWER, ETC.)	24 7.7	14 7.6	10 7.9	10 8.9	4 10.8	5 5.5	5 7.6	10 6.4	2 5.3	13 8.1	7 8.8	2 6.7
CREDIT CARDS ALWAYS ACCEPTED/FEWER BROKEN CREDIT CARD MACHINES/ MORE PAYMENT OPTIONS	21 6.7	12 6.5	9 7.1	8 7.1	5 13.5	7 7.7	1 1.5	8 5.1	3 7.9	14 8.8	4 5.0	-
MORE/BETTER ORGANIZED/ MORE VISIBLE/BETTER ADVERTISED TAXI STANDS	20 6.4	12 6.5	8 6.3	3 2.7	1 2.7	10 11.0	6 9.1	16 10.2	3 7.9	10 6.3	3 3.8	3 10.0
LESS WAIT TIME	18 5.8	11 5.9	7 5.5	12 10.7	2 5.4	3 3.3	1 1.5	4 2.5	-	13 8.1	1 1.3	4 13.3
FASTER/MORE EFFICIENT TRAVEL	7 2.2	4 2.2	3 2.4	1 0.9	2 5.4	1 1.1	3 4.5	4 2.5	-	4 2.5	3 3.8	-
DISCOUNTS FOR FREQUENT USE	1 0.3	1 0.5	-	-	1 2.7	-	-	-	1 2.6	-	-	-
NO ANSWER	52	33	19	11	4	17	19	36	7	26	15	4

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q3. ABOUT HOW OFTEN HAVE YOU USED SAN FRANCISCO TAXIS IN THE PAST MONTH?

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	365 100.0	218 100.0	146 100.0	123 100.0	41 100.0	108 100.0	85 100.0	193 100.0	45 100.0	186 100.0	95 100.0	34 100.0
ONCE THIS MONTH	130 35.6	74 33.9	56 38.4	28 22.8	13 31.7	44 40.7	42 49.4	86 44.6	17 37.8	56 30.1	39 41.1	16 47.1
1 TO 3 TIMES A MONTH	96 26.3	58 26.6	38 26.0	29 23.6	11 26.8	29 26.9	24 28.2	53 27.5	11 24.4	46 24.7	28 29.5	9 26.5
2 TO 5 TIMES A WEEK	101 27.7	62 28.4	38 26.0	48 39.0	12 29.3	25 23.1	14 16.5	39 20.2	12 26.7	62 33.3	21 22.1	6 17.6
6 TO 9 TIMES A WEEK	27 7.4	15 6.9	12 8.2	12 9.8	3 7.3	8 7.4	4 4.7	12 6.2	4 8.9	14 7.5	6 6.3	2 5.9
10+ TIMES A WEEK	6 1.6	4 1.8	2 1.4	4 3.3	-	2 1.9	-	2 1.0	1 2.2	4 2.2	-	1 2.9
NEVER/DON'T KNOW	5 1.4	5 2.3	-	2 1.6	2 4.9	-	1 1.2	1 0.5	-	4 2.2	1 1.1	-

## SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q4. WHAT IS YOUR MOST COMMON REASON FOR USING TAXIS HERE? (MULTIPLE RESPONSES ACCEPTED)

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	360 100.0	215 100.0	144 100.0	120 100.0	39 100.0	108 100.0	85 100.0	193 100.0	45 100.0	183 100.0	94 100.0	33 100.0
GOING OUT AT NIGHT	133 36.9	80 37.2	53 36.8	56 46.7	21 53.8	32 29.6	22 25.9	54 28.0	18 40.0	82 44.8	25 26.6	7 21.2
GETTING TO OR FROM THE AIRPORT	111 30.8	67 31.2	44 30.6	19 15.8	7 17.9	32 29.6	49 57.6	81 42.0	16 35.6	49 26.8	31 33.0	13 39.4
SHOPPING OR OTHER DAYTIME ACTIVITIES	98 27.2	49 22.8	49 34.0	17 14.2	10 25.6	42 38.9	29 34.1	71 36.8	9 20.0	49 26.8	27 28.7	12 36.4
COMMUTING TO AND FROM WORK	37 10.3	19 8.8	17 11.8	26 21.7	4 10.3	5 4.6	1 1.2	6 3.1	7 15.6	19 10.4	7 7.4	3 9.1
OTHER BUSINESS OR EMPLOYMENT NEED	31 8.6	23 10.7	8 5.6	13 10.8	6 15.4	8 7.4	2 2.4	10 5.2	1 2.2	22 12.0	6 6.4	1 3.0
LATE/IN A RUSH/NEED TO BE THERE NOW/RUNNING LATE	19 5.3	9 4.2	10 6.9	14 11.7	2 5.1	1 0.9	2 2.4	3 1.6	3 6.7	9 4.9	6 6.4	1 3.0
SIGHTSEEING	18 5.0	8 3.7	10 6.9	1 0.8	3 7.7	8 7.4	5 5.9	13 6.7	5 11.1	6 3.3	6 6.4	1 3.0
FASTER/EASIER THAN PUBLIC TRANSIT	15 4.2	8 3.7	7 4.9	6 5.0	-	8 7.4	1 1.2	9 4.7	2 4.4	5 2.7	4 4.3	4 12.1
TIRED OF WALKING/HOT/LAZY	9 2.5	6 2.8	3 2.1	-	2 5.1	4 3.7	3 3.5	7 3.6	-	5 2.7	2 2.1	2 6.1
SAFETY CONCERNS (DRINKING/DRIVING, UNFAMILIAR WITH AREA, CRIME, ETC.)	5 1.4	2 0.9	3 2.1	2 1.7	-	1 0.9	2 2.4	3 1.6	2 4.4	2 1.1	-	1 3.0
NO CAR	4 1.1	2 0.9	2 1.4	2 1.7	-	2 1.9	-	2 1.0	1 2.2	1 0.5	2 2.1	-
MEDICAL APPOINTMENT	3 0.8	2 0.9	1 0.7	2 1.7	-	1 0.9	-	1 0.5	1 2.2	-	2 2.1	-
PARKING	2 0.6	2 0.9	-	1 0.8	1 2.6	-	-	-	-	1 0.5	1 1.1	-



SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q4. WHAT IS YOUR MOST COMMON REASON FOR USING TAXIS HERE? (MULTIPLE RESPONSES ACCEPTED)

TOTAL	GENDER		HOME LOCATION				VISITOR	AGE				
	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+	
BLANK/DON'T KNOW	5	3	2	3	2	-	-	-	-	3	1	1

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q5. HOW DO YOU NORMALLY GET A TAXI? (MULTIPLE RESPONSES ACCEPTED)

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	365 100.0	218 100.0	146 100.0	123 100.0	41 100.0	108 100.0	85 100.0	193 100.0	45 100.0	186 100.0	95 100.0	34 100.0
HAILING ON THE STREET	267 73.2	161 73.9	106 72.6	86 69.9	36 87.8	77 71.3	63 74.1	140 72.5	35 77.8	145 78.0	65 68.4	19 55.9
DIRECTLY CALLING THE CAB COMPANY	80 21.9	41 18.8	38 26.0	46 37.4	3 7.3	17 15.7	12 14.1	29 15.0	11 24.4	37 19.9	22 23.2	10 29.4
WAIT AT TAXI STAND	25 6.8	21 9.6	4 2.7	1 0.8	4 9.8	11 10.2	8 9.4	19 9.8	2 4.4	6 3.2	9 9.5	6 17.6
CONCIERGE	13 3.6	5 2.3	8 5.5	2 1.6	1 2.4	4 3.7	6 7.1	10 5.2	-	7 3.8	4 4.2	2 5.9
USE PHONE APP	7 1.9	5 2.3	2 1.4	2 1.6	2 4.9	2 1.9	-	2 1.0	1 2.2	5 2.7	1 1.1	-
BLANK/DON'T KNOW	2	1	1	-	-	1	1	2	-	1	1	-

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q6. DO YOU CONSIDER THE CAB COMPANY WHEN USING SF TAXIS?

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	363 100.0	218 100.0	144 100.0	123 100.0	41 100.0	108 100.0	83 100.0	191 100.0	45 100.0	186 100.0	95 100.0	32 100.0
YES	60 16.5	35 16.1	25 17.4	42 34.1	7 17.1	5 4.6	5 6.0	10 5.2	5 11.1	29 15.6	14 14.7	11 34.4
NO	303 83.5	183 83.9	119 82.6	81 65.9	34 82.9	103 95.4	78 94.0	181 94.8	40 88.9	157 84.4	81 85.3	21 65.6
BLANK	2	-	2	-	-	-	2	2	-	-	-	2

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q7. (IF YES Q6) WHICH COMPANY DO YOU PREFER? (MULTIPLE RESPONSES ACCEPTED)

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - CONSIDERS CAB COMPANY WHEN USING SF TAXIS	49 100.0	26 100.0	23 100.0	40 100.0	5 100.0	2 100.0	2 100.0	4 100.0	4 100.0	24 100.0	12 100.0	9 100.0
YELLOW	29 59.2	18 69.2	11 47.8	22 55.0	3 60.0	2 100.0	2 100.0	4 100.0	2 50.0	12 50.0	10 83.3	5 55.6
DESOTO	13 26.5	5 19.2	8 34.8	12 30.0	1 20.0	-	-	-	2 50.0	8 33.3	1 8.3	2 22.2
LUXOR	7 14.3	3 11.5	4 17.4	7 17.5	-	-	-	-	-	4 16.7	2 16.7	1 11.1
VETERANS	3 6.1	2 7.7	1 4.3	2 5.0	1 20.0	-	-	-	-	1 4.2	-	2 22.2
GREEN	1 2.0	-	1 4.3	1 2.5	-	-	-	-	-	1 4.2	-	-
BIG DOG CITY	1 2.0	1 3.8	-	1 2.5	-	-	-	-	-	1 4.2	-	-
DON'T REMEMBER/BLANK	11	9	2	2	2	3	3	6	1	5	2	2

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q8. HAVE YOU EVER USED A SMARTPHONE APP OR INTERNET SERVICE TO REQUEST A TAXI IN SAN FRANCISCO?

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	360 100.0	214 100.0	145 100.0	122 100.0	40 100.0	106 100.0	85 100.0	191 100.0	44 100.0	184 100.0	93 100.0	34 100.0
YES	42 11.7	27 12.6	15 10.3	29 23.8	2 5.0	8 7.5	2 2.4	10 5.2	5 11.4	25 13.6	11 11.8	-
NO	318 88.3	187 87.4	130 89.7	93 76.2	38 95.0	98 92.5	83 97.6	181 94.8	39 88.6	159 86.4	82 88.2	34 100.0
BLANK	5	4	1	1	1	2	-	2	1	2	2	-

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

(IF YES Q8) Q9. WHAT SERVICES HAVE YOU USED?

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - USED A SMARTPHONE APP OR INTERNET SERVICE	40 100.0	26 100.0	14 100.0	28 100.0	2 100.0	8 100.0	1 100.0	9 100.0	4 100.0	25 100.0	11 100.0	-
TAXIMAGIC	21 52.5	13 50.0	8 57.1	15 53.6	2 100.0	4 50.0	-	4 44.4	3 75.0	13 52.0	5 45.5	-
CABULOUS	11 27.5	8 30.8	3 21.4	10 35.7	-	1 12.5	-	1 11.1	2 50.0	8 32.0	1 9.1	-
TAXI COMPANY'S OWN WEBSITE	8 20.0	7 26.9	1 7.1	5 17.9	-	3 37.5	-	3 33.3	-	4 16.0	4 36.4	-
UBER	3 7.5	2 7.7	1 7.1	2 7.1	-	-	-	-	1 25.0	1 4.0	1 9.1	-
SIDECAR	1 2.5	1 3.8	-	-	-	-	1 100.0	1 11.1	-	1 4.0	-	-
TAXI MOJO	1 2.5	1 3.8	-	1 3.6	-	-	-	-	-	1 4.0	-	-
INSTACAB	1 2.5	-	1 7.1	1 3.6	-	-	-	-	-	1 4.0	-	-
NO ANSWER	2	1	1	1	-	-	1	1	1	-	-	-

## SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

HOME LOCATION (BASED ON ZIP CODE)

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	357 100.0	213 100.0	143 100.0	123 100.0	41 100.0	108 100.0	85 100.0	193 100.0	43 100.0	185 100.0	90 100.0	34 100.0
SAN FRANCISCO	123 34.5	70 32.9	52 36.4	123 100.0	-	-	-	-	18 41.9	67 36.2	24 26.7	13 38.2
BAY AREA OUTSIDE OF SAN FRANCISCO	41 11.5	28 13.1	13 9.1	-	41 100.0	-	-	-	5 11.6	23 12.4	9 10.0	2 5.9
OUTSIDE BAY AREA, BUT WITHIN U.S.	108 30.3	62 29.1	46 32.2	-	-	108 100.0	-	108 56.0	9 20.9	55 29.7	33 36.7	10 29.4
OUTSIDE U.S.	85 23.8	53 24.9	32 22.4	-	-	-	85 100.0	85 44.0	11 25.6	40 21.6	24 26.7	9 26.5
BLANK/REFUSED	8	5	3	-	-	-	-	-	2	1	5	-

## SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q11. AGE

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	360 100.0	213 100.0	146 100.0	122 100.0	39 100.0	107 100.0	84 100.0	191 100.0	45 100.0	186 100.0	95 100.0	34 100.0
18 TO 24	45 12.5	15 7.0	29 19.9	18 14.8	5 12.8	9 8.4	11 13.1	20 10.5	45 100.0	-	-	-
25 TO 34	118 32.8	77 36.2	41 28.1	43 35.2	13 33.3	32 29.9	29 34.5	61 31.9	-	118 63.4	-	-
35 TO 44	68 18.9	45 21.1	23 15.8	24 19.7	10 25.6	23 21.5	11 13.1	34 17.8	-	68 36.6	-	-
45 TO 54	46 12.8	28 13.1	18 12.3	10 8.2	7 17.9	15 14.0	11 13.1	26 13.6	-	-	46 48.4	-
55 TO 64	49 13.6	31 14.6	18 12.3	14 11.5	2 5.1	18 16.8	13 15.5	31 16.2	-	-	49 51.6	-
65 AND OVER	34 9.4	17 8.0	17 11.6	13 10.7	2 5.1	10 9.3	9 10.7	19 9.9	-	-	-	34 100.0
RATHER NOT SAY	5	5	-	1	2	1	1	2	-	-	-	-



## SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

## Q12. ETHNIC GROUP (MULTIPLE RESPONSES ACCEPTED)

	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	365 100.0	218 100.0	146 100.0	123 100.0	41 100.0	108 100.0	85 100.0	193 100.0	45 100.0	186 100.0	95 100.0	34 100.0
WHITE	267 73.2	162 74.3	105 71.9	77 62.6	28 68.3	84 77.8	73 85.9	157 81.3	31 68.9	123 66.1	79 83.2	30 88.2
ASIAN/PACIFIC ISLANDER	46 12.6	23 10.6	23 15.8	23 18.7	5 12.2	9 8.3	7 8.2	16 8.3	8 17.8	28 15.1	7 7.4	2 5.9
HISPANIC/LATINO	29 7.9	21 9.6	7 4.8	12 9.8	2 4.9	11 10.2	3 3.5	14 7.3	4 8.9	21 11.3	3 3.2	1 2.9
AFRICAN AMERICAN	18 4.9	12 5.5	6 4.1	10 8.1	2 4.9	4 3.7	2 2.4	6 3.1	-	11 5.9	6 6.3	1 2.9
NATIVE AMERICAN	2 0.5	-	2 1.4	1 0.8	1 2.4	-	-	-	1 2.2	1 0.5	-	-
RATHER NOT SAY	9	4	5	3	3	3	-	3	2	5	1	1

## SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

Q13. GENDER

TOTAL	GENDER		HOME LOCATION				VISITOR	AGE				
	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+	
BASE - ALL RESPONDENTS	364	218	146	122	41	108	85	193	44	186	95	34
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	218	218	-	70	28	62	53	115	15	122	59	17
	59.9	100.0		57.4	68.3	57.4	62.4	59.6	34.1	65.6	62.1	50.0
FEMALE	146	-	146	52	13	46	32	78	29	64	36	17
	40.1		100.0	42.6	31.7	42.6	37.6	40.4	65.9	34.4	37.9	50.0
BLANK	1	-	-	1	-	-	-	-	1	-	-	-

## SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

## RESPONDENT STATUS

RESPONDENT STATUS	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	328 100.0	196 100.0	131 100.0	101 100.0	34 100.0	104 100.0	83 100.0	187 100.0	40 100.0	166 100.0	85 100.0	32 100.0
WAITING FOR A CAB	167 50.9	104 53.1	63 48.1	40 39.6	13 38.2	61 58.7	49 59.0	110 58.8	23 57.5	80 48.2	49 57.6	14 43.8
EXITING A CAB	43 13.1	24 12.2	19 14.5	4 4.0	5 14.7	21 20.2	13 15.7	34 18.2	3 7.5	24 14.5	12 14.1	3 9.4
OTHER	118 36.0	68 34.7	49 37.4	57 56.4	16 47.1	22 21.2	21 25.3	43 23.0	14 35.0	62 37.3	24 28.2	15 46.9
BLANK	37	22	15	22	7	4	2	6	5	20	10	2

SFMTA \* SAN FRANCISCO INTERCEPT TAXI SURVEY

LOCATION

LOCATION	GENDER		HOME LOCATION				VISITOR	AGE				
	TOTAL	M	F	SF	BAY AREA	OTH US (a)	OUT US (b)	(a)+(b)	UNDER 25	25-44	45-64	65+
BASE - ALL RESPONDENTS	365 100.0	218 100.0	146 100.0	123 100.0	41 100.0	108 100.0	85 100.0	193 100.0	45 100.0	186 100.0	95 100.0	34 100.0
PIER 39/FISHERMAN'S WHARF	55 15.1	34 15.6	21 14.4	6 4.9	6 14.6	24 22.2	18 21.2	42 21.8	4 8.9	20 10.8	26 27.4	4 11.8
SFMOMA/YERBA BUENA/JEWISH MUSEUM	54 14.8	32 14.7	22 15.1	32 26.0	9 22.0	6 5.6	7 8.2	13 6.7	7 15.6	33 17.7	10 10.5	3 8.8
JAPANTOWN/FILLMORE	47 12.9	24 11.0	22 15.1	30 24.4	7 17.1	6 5.6	3 3.5	9 4.7	6 13.3	26 14.0	8 8.4	7 20.6
SAN FRANCISCO FERRY BUILDING	44 12.1	27 12.4	17 11.6	25 20.3	4 9.8	10 9.3	3 3.5	13 6.7	1 2.2	18 9.7	15 15.8	8 23.5
PIER 41 (FERRY)/CABLE CAR TURNAROUND/GHIRARDELLI SQUARE	36 9.9	19 8.7	17 11.6	2 1.6	4 9.8	20 18.5	10 11.8	30 15.5	4 8.9	25 13.4	5 5.3	2 5.9
ACADEMY OF SCIENCES/DE YOUNG/GOLDEN GATE PARK	33 9.0	18 8.3	15 10.3	6 4.9	5 12.2	14 13.0	8 9.4	22 11.4	7 15.6	18 9.7	6 6.3	2 5.9
PIER 35	27 7.4	16 7.3	11 7.5	6 4.9	1 2.4	9 8.3	11 12.9	20 10.4	3 6.7	11 5.9	8 8.4	5 14.7
GOLDEN GATE BRIDGE (SF END)	23 6.3	16 7.3	7 4.8	3 2.4	1 2.4	7 6.5	11 12.9	18 9.3	3 6.7	12 6.5	5 5.3	2 5.9
UNION SQUARE	21 5.8	16 7.3	5 3.4	6 4.9	3 7.3	5 4.6	7 8.2	12 6.2	6 13.3	8 4.3	6 6.3	1 2.9
MOSCONE CENTER	14 3.8	11 5.0	3 2.1	1 0.8	1 2.4	7 6.5	2 2.4	9 4.7	2 4.4	9 4.8	3 3.2	-
SF SHOPPING CENTRE - MARKET STREET	11 3.0	5 2.3	6 4.1	6 4.9	-	-	5 5.9	5 2.6	2 4.4	6 3.2	3 3.2	-