



TaxiPoint

The London Electric Taxi Survey



Image Credit: Mark Twyman



The London Electric Taxi Survey

Overview

The taxi industry across the UK has always been at the forefront of new technology. Tackling pollution in cities across the UK has become a public health priority. To combat poor air quality, innovative and bold measures are being taken to ensure the health and wellbeing of all road users.

As of 1st January 2018, regulators Transport for London (TfL) introduced licensing requirements to reduce emissions from the taxi fleet by phasing out diesel taxis and increasing the number of ZEC vehicles in the capital.

Since then, Electric Vehicle (EV) Taxis have been introduced in cities outside of London throughout 2018.

TaxiPoint asked London cabbies to complete a survey to gain a clearer picture of trade opinions on EV taxis and the charging network provided to them, ten months on from launch.

Answers to questions surrounding vehicles, charging and general opinion have been collated to produce a report that has been created and distributed by TaxiPoint with the support of London industry representatives including;

- Licensed Taxi Drivers' Association
- United Cabbies Group
- London Cab Drivers Club

TaxiPoint is the UK's biggest independent online industry publication with over 62,000 regular returning readers each year.

The London Electric Taxi Survey

Content

Driven

Questions and analysis from 180 “All London Licensed Taxi Drivers (Green Badge)” and “Suburban London Licensed Taxi Drivers (Yellow Badge)” who have driven the new electric LEVC TX taxi.

Survey includes analysis on:

- How drivers rate the visual exterior design and the interior comfort of the LEVC TX taxi
- The quality of the drive and the fuel savings compared to diesel taxis
- The technology available to both driver and passengers
- The price of the LEVC TX taxi
- The overall experience of the LEVC TX taxi
- Charging experiences both at home and on street
- Experience of faulty charge points and number of London rapid charge points

Not Driven

Questions and analysis from 559 “All London Licensed Taxi Drivers (Green Badge)” and “Suburban London Licensed Taxi Drivers (Yellow Badge)” who have **not** driven the new electric LEVC TX taxi.

Survey includes analysis on:

- How drivers rate the visual exterior design LEVC TX taxi
- The technology available to both driver and passengers
- The price of the LEVC TX taxi
- When drivers are likely to make the change to EV taxis
- Reasons holding drivers back from changing to EV taxis

The London Electric Taxi Survey Driven

The London Electric Taxi Survey

Driven

How would you rate the visual exterior of the LEVC TX?

Three in four drivers who have driven the LEVC TX taxi rate the visual exterior of the vehicle as “Excellent”. 96.7% of drivers thought the visual exterior was “Good” or above.

60% of drivers who have test driven the vehicle, but do not own or rent the vehicle, rate the taxi as “Excellent” and 92.3% of those rate the cab as “Good” and above.

	The visual exterior design is...									
	Excellent		Good		Average		Poor		Awful	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	135	75.0	39	21.7	3	1.7	1	0.6	2	1.1
London drivers purchased LEVC TX taxi	77	83.7	14	15.2	1	1.1	0	0.0	0	0.0
London drivers renting LEVC TX taxi	19	82.6	4	17.4	0	0.0	0	0.0	0	0.0
London drivers test drove LEVC TX taxi (not renting or purchased)	39	60.0	21	32.3	2	3.1	1	1.5	2	3.1

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Driven

How would you rate the drivers interior comfort and design in the LEVC TX?

Almost two thirds of drivers who have driven the LEVC TX taxi rated their interior comfort and design of the vehicle as “Excellent”. 90.6% of drivers thought the drivers interior was “Good” or above.

46.2% of drivers who had test driven the vehicle, but do not own or rent the vehicle, rate the taxi as “Excellent” and four in five of those rate the cab as “Good” and above.

	The drivers interior comfort and design is ...									
	Excellent		Good		Average		Poor		Awful	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	115	63.9	48	26.7	13	7.2	2	1.1	2	1.1
London drivers purchased LEVC TX taxi	71	77.2	19	20.7	2	2.2	0	0.0	0	0.0
London drivers renting LEVC TX taxi	14	60.9	7	30.4	2	8.7	0	0.0	0	0.0
London drivers test drove LEVC TX taxi (not renting or purchased)	30	46.2	22	33.8	9	13.8	2	3.1	2	3.1

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Driven

How would you rate the passengers interior comfort and design in the LEVC TX?

Over two thirds of drivers who have driven the LEVC TX taxi rated the passengers interior comfort and design inside the vehicle as “Excellent”. 90.7% of drivers thought the customer interior was “Good” or above.

46.2% of drivers who had test driven the vehicle, but do not own or rent the vehicle, rate the taxi as “Excellent” and four in five of those rate the cab as “Good” and above.

	The passengers interior comfort and design is...									
	Excellent		Good		Average		Poor		Awful	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	124	68.9	41	22.8	13	7.2	1	0.6	1	0.6
London drivers purchased LEVC TX taxi	74	80.4	17	18.5	1	1.1	0	0.0	0	0.0
London drivers renting LEVC TX taxi	20	87.0	2	8.7	1	4.3	0	0.0	0	0.0
London drivers test drove LEVC TX taxi (not renting or purchased)	30	46.2	22	33.8	11	16.9	1	1.5	1	1.5

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Driven

How would you rate the savings in fuel compared in the LEVC TX compared to diesel taxis?

Slightly more than half of those drivers that have driven the LEVC TX taxi rated the fuel savings as “Excellent”. 82.2% of drivers thought the quality of drive was “Good” or above.

23.1% of drivers who had test driven the vehicle, but do not own or rent the vehicle, rated the taxi as “Excellent” and 64.6% of those rate the cab as “Good” or above.

Nearly three in four of the drivers that have bought the LEVC TX taxi thought the fuel savings were “Excellent”.

The disparity between experienced drivers and those that have short-term driving experience of the vehicle (test drive periods usually last 48 hours) would suggest drivers need more time to familiarise themselves with the variables that affect electric range and charging performance.

	The savings in fuel compared to diesel taxis is...									
	Excellent		Good		Average		Poor		Awful	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	92	51.1	56	31.1	24	13.3	5	2.8	3	1.7
London drivers purchased LEVC TX taxi	67	72.8	21	22.8	4	4.3	0	0.0	0	0.0
London drivers renting LEVC TX taxi	10	43.5	8	34.8	5	21.7	0	0.0	0	0.0
London drivers test drove LEVC TX taxi (not renting or purchased)	15	23.1	27	41.5	15	23.1	5	7.7	3	4.6

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Driven

How would you rate the quality of drive in the LEVC TX?

More than three in four of drivers who have driven the LEVC TX taxi rated the drive quality as “Excellent”. 97.8% of drivers thought the quality of drive was “Good” or above.

61.5% of drivers who had test driven the vehicle, but do not own or rent the vehicle, rate the taxi as “Excellent” and 93.8% of those rate the cab as “Good” and above.

	The quality of drive is...									
	Excellent		Good		Average		Poor		Awful	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	140	77.8	36	20.0	1	0.6	2	1.1	1	0.6
London drivers purchased LEVC TX taxi	82	89.1	10	10.9	0	0.0	0	0.0	0	0.0
London drivers renting LEVC TX taxi	18	78.3	5	21.7	0	0.0	0	0.0	0	0.0
London drivers test drove LEVC TX taxi (not renting or purchased)	40	61.5	21	32.3	1	1.5	2	3.1	1	1.5

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Driven

How would you rate the technology available to the driver in the LEVC TX?

Slightly more than half of those drivers that have driven the LEVC TX taxi rated the driver technology as “Excellent”. 91.1% of drivers thought the technology was “Good” or above.

27.7% of drivers who had test driven the vehicle, but do not own or rent the vehicle, rated the taxi as “Excellent” and 80% of those rate the cab as “Good” and above.

Two thirds of the drivers who have bought the LEVC TX taxi thought the driver technology was “Excellent” and 97.8% thought it was “Good” or above.

	The technology available to driver...									
	Excellent		Good		Average		Poor		Awful	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	93	51.7	71	39.4	11	6.1	4	2.2	1	0.6
London drivers purchased LEVC TX taxi	61	66.3	29	31.5	2	2.2	0	0.0	0	0.0
London drivers renting LEVC TX taxi	14	60.9	8	34.8	1	4.3	0	0.0	0	0.0
London drivers test drove LEVC TX taxi (not renting or purchased)	18	27.7	34	52.3	8	12.3	4	6.2	1	1.5

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Driven

How would you rate the technology available to the passengers in the LEVC TX?

Slightly more than half of those drivers that have driven the LEVC TX taxi rated the passenger technology as “Excellent”. 88.9% of drivers thought the technology was “Good” or above.

33.8% of drivers who had test driven the vehicle, but do not own or rent the vehicle, rated the taxi as “Excellent” and 76.9% of those rate the cab as “Good” and above.

Nearly two thirds of the drivers that have bought the LEVC TX taxi thought the customer technology was “Excellent” and 97.8% thought it was “Good” or above.

	The technology available to passenger...									
	Excellent		Good		Average		Poor		Awful	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	92	51.1	68	37.8	16	8.9	3	1.7	1	0.6
London drivers purchased LEVC TX taxi	58	63.0	32	34.8	2	2.2	0	0.0	0	0.0
London drivers renting LEVC TX taxi	12	52.2	8	34.8	2	8.7	1	4.3	0	0.0
London drivers test drove LEVC TX taxi (not renting or purchased)	22	33.8	28	43.1	12	18.5	2	3.1	1	1.5

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Driven

How would you rate the price of the LEVC TX?

One in four of those drivers that have driven the LEVC TX taxi rated the price of the vehicle as “Good” and above.

29.2% of drivers who had test driven the vehicle, but do not own or rent the vehicle, rated the price of the taxi as “Awful”.

	The price of the vehicle...									
	Excellent		Good		Average		Poor		Awful	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	7	3.9	40	22.2	78	43.3	31	17.2	24	13.3
London drivers purchased LEVC TX taxi	5	5.4	32	34.8	40	43.5	11	12.0	4	4.3
London drivers renting LEVC TX taxi	1	4.3	7	30.4	9	39.1	5	21.7	1	4.3
London drivers test drove LEVC TX taxi (not renting or purchased)	1	1.5	1	1.5	29	44.6	15	23.1	19	29.2

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Driven

How would you rate your overall experience of the LEVC TX?

Nearly half of the drivers that have driven the LEVC TX taxi rated the overall experience of the vehicle as “Excellent”. 81.6% of drivers rated the experience as “Good” or above.

21.5% of drivers who had test driven the vehicle, but do not own or rent the vehicle, rated the experience of the taxi as “Excellent”. 63% rated the experience as “Good” or above.

Those that own the taxi were overall happy with their experience of the vehicle. 68.5% of owners rate the overall experience as “Excellent”. Only 1.1% of cabbies surveyed rated the vehicle below average.

	Your overall experience of the vehicle...									
	Excellent		Good		Average		Poor		Awful	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	89	49.4	58	32.2	22	12.2	9	5.0	2	1.1
London drivers purchased LEVC TX taxi	63	68.5	24	26.1	4	4.3	1	1.1	0	0.0
London drivers renting LEVC TX taxi	12	52.2	7	30.4	3	13.0	1	4.3	0	0.0
London drivers test drove LEVC TX taxi (not renting or purchased)	14	21.5	27	41.5	15	23.1	7	10.8	2	3.1

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Driven

How do you rate your charging experience at home?

60.6% of the drivers that have driven the LEVC TX taxi rated the charging experience at home as “Easy”. 28.3% of drivers said the experience was “Usually difficult”.

Results vary significantly (29.7% swing) between those who own the vehicle and those who test drove the taxi. Drivers on a 48-hour test drive are unlikely to have charging capabilities set up at home which may have created more difficulties.

Those that own the taxi were overall happy (72.8% “Easy”) with their home charging. However, it should be noted that 28.3% did find the process “Usually difficult”.

	How do you rate your charging experience at home?					
	Easy		Sometimes difficult		Usually difficult	
	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	109	60.6	20	11.1	51	28.3
London drivers purchased LEVC TX taxi	67	72.8	5	5.4	20	21.7
London drivers renting LEVC TX taxi	14	60.9	1	4.3	8	34.8
London drivers test drove LEVC TX taxi (not renting or purchased)	28	43.1	14	21.5	23	35.4

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Driven

How do you rate your charging experience on street?

45% of the drivers that have driven the LEVC TX taxi rated the charging experience on street as “Usually difficult”. 90.6% of drivers said the experience was either “Sometimes difficult” or “Usually difficult”.

Results do vary (21% swing) between those who own the vehicle and those who test drove the taxi. This variation would suggest a time period is needed for each driver to familiarise themselves on the variables surrounding charging. This could include learning how each charger works, the location of chargers, joining charging networks and confidence using chargers.

Those that test drove the vehicle did however experience difficulties. Only 3.1% of those who haven't purchased or rented the vehicle found the process “Easy”.

	How do you rate your charging experience on street?					
	Easy		Sometimes difficult		Usually difficult	
	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	17	9.4	82	45.6	81	45.0
London drivers purchased LEVC TX taxi	11	12.0	48	52.2	33	35.9
London drivers renting LEVC TX taxi	4	17.4	8	34.8	11	47.8
London drivers test drove LEVC TX taxi (not renting or purchased)	2	3.1	26	40.0	37	56.9

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Driven

How often do you find faulty charging points?

31.7% of the drivers that have driven the LEVC TX taxi said that they found faulty charging points on a “Weekly” basis. 25.6% said “Every Shift” and 20.6% said “Rarely”.

63% of owner drivers found at least one faulty charger each week.

	How often do you find faulty charging points?...											
	Never		Rarely		Monthly		Fortnightly		Weekly		Every Shift	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	17	9.4	37	20.6	7	3.9	16	8.9	57	31.7	46	25.6
London drivers purchased LEVC TX taxi	1	1.1	22	23.9	2	2.2	9	9.8	38	41.3	20	21.7
London drivers renting LEVC TX taxi	1	4.3	2	8.7	1	4.3	5	21.7	4	17.4	10	43.5
London drivers test drove LEVC TX taxi (not renting or purchased)	15	23.1	13	20.0	4	6.2	2	3.1	15	23.1	16	24.6

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Driven

Does London need more rapid chargers?

All 180 drivers who have driven the LEVC TX taxi expressed the need for more rapid chargers in London.

	Does London need more rapid chargers?			
	Yes		No	
	Number	(%)	Number	(%)
London drivers driven LEVC TX taxi	180	100.0	0	0.0
London drivers purchased LEVC TX taxi	92	100.0	0	0.0
London drivers renting LEVC TX taxi	23	100.0	0	0.0
London drivers test drove LEVC TX taxi (not renting or purchased)	65	100.0	0	0.0

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Not Driven

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Not Driven

Do you currently own or rent a taxi?

Of the 559 taxi drivers who have not driven the LEVC TX, 58.5% of them own their taxi and 41.1% currently rent.

Do you currently rent or own a taxi?		
	Number	(%)
Own a taxi	327	58.5
Rent a taxi	230	41.1
Other	2	0.4

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Not Driven

When are you likely to make the change to electric?

Over half of the 559 taxi drivers surveyed who have not driven the LEVC TX are likely to move to electric vehicle technology in “5 years or more”.

The data showed a slightly quicker move to electric for drivers currently renting their vehicle. 51.3% of drivers renting saw themselves in an electric taxi in “5 years or more” compared to 58.7% of current diesel taxi owners.

	When are you likely to make the change to electric ?	
	Number	(%)
Within the next 12 months	42	7.5
1 year	17	3.0
2 years	75	13.4
3 years	57	10.2
4 years	33	5.9
5 years or more	312	55.8
Did not answer	23	4.1

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Not Driven

What is currently stopping you make the change to electric?

The biggest concerns for taxi drivers was the initial cost of the vehicle (78.5%) and also the current stability of the taxi industry in London (70.8%).

However, over half of all drivers surveyed were also concerned about the current lack of vehicle choice and the fact that the taxi was still unknown new technology. There was also 61.9% of drivers citing the current charging network as a reason to not make the change to electric.

In the free text field made open to responders, the battery range featured highly in reasons stopping drivers making the switch.

	Tick the boxes that are currently stopping you make the change...	
	Number	(%)
Currently prefer diesel taxis	67	12.0
Initial cost of vehicle	439	78.5
Current lack of vehicle choice	301	53.8
Unknown new technology	298	53.3
Charging network	346	61.9
The stability of the taxi industry	396	70.8
Other	61	10.9

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Not Driven

How would you rate the visual exterior, the technology onboard and the price of the LEVC TX?

78.9% of taxi drivers surveyed thought the visual exterior of the LEVC TX was either “Excellent” or “Good”. Only 4.3% rated the taxi as “Poor” or “Awful”.

The technology on offer to both driver and passengers was rated positively overall. Over half of all drivers thought the tech was either “Excellent” or “Good” for both driver and customer cabins.

Only 3.4% of drivers thought the price of the vehicle was either “Excellent” or “Good”. Overall 58.9% of those surveyed said the price was “Poor” or worse. One third of drivers thought the price was “Average”.

	How would you rate the following...											
	Excellent		Good		Average		Poor		Awful		I don't know	
	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)	Number	(%)
The visual exterior design	179	32.0	262	46.9	78	14.0	19	3.4	5	0.9	16	2.9
The technology available to driver	54	9.7	245	43.8	157	28.1	25	4.5	6	1.1	72	12.9
The technology available to passenger	74	13.2	251	44.9	137	24.5	14	2.5	2	0.4	81	14.5
The price of the vehicle	5	0.9	14	2.5	201	36.0	124	22.2	205	36.7	10	1.8

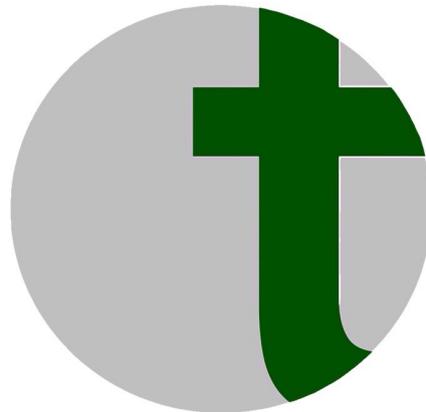
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Overview

The findings of this survey highlight several key areas of positivity and concern since EV technology was made mandatory for licensed London taxi drivers in January 2018.

Findings suggest:

- The visual look of the LEVC TX is rated highly amongst London cabbies.
- Fuel savings against previous diesel taxis are well received by drivers who own the vehicle. Drivers benefit from time to familiarise themselves with how to best utilise the new fuel source.
- The initial price of the vehicle was the major negative for drivers looking to move from diesel to electric.
- 100% of cabbies are asking for more rapid chargers in London.
- The current charging network is unreliable and could be maintained better.
- Uncertainty around the taxi industry is stopping drivers make the step away from diesel taxis.
- Drivers are not adverse to change with only 12% of diesel drivers preferring the diesel option.



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