



Údarás Náisiúnta Iompair  
National Transport Authority

## COVID Impact Research **Wave 5** - Taxi Drivers

Data gathered during period of further easing of Government restrictions.

Quantitative Survey  
February 2022





# Introduction

# Introduction

- This report details the findings of a representative survey of taxi drivers in Ireland.
- This is the fifth iteration of this study, and was, as previously, undertaken by telephone, with a list of drivers provided by the NTA for interview.
- A survey of taxi consumers has been undertaken online in tandem, covering a similar topic and aimed at understanding the impact COVID-19 has had on taxi usage and attitudes towards the safety of using taxis.
- Where possible, findings have been compared with previous waves of this study, and with previous iterations of the NTA Taxi Fare Review study.



# Objectives


- This research aimed to understand:
  - ❖ The impact COVID-19 is having on taxi drivers
  - ❖ The COVID safety measures drivers have introduced in their vehicles
  - ❖ Incidence of and openness to the use of cashless payments in taxis
- The core objective of this survey is to:

**Understand the current operating costs for taxi drivers in Ireland in terms of their vehicle, usage of third-party booking services and the working hours.**




# Methodology

A representative survey of taxi drivers in Ireland.




**Sample Size:**  
500 Taxi Drivers



**Quota Controls:**  
Quota controls in place on region and split of taxi renters and owners.

**Weights:**  
Corrective weighting on region and split of owners/renters was applied to ensure that we had a representative sample of drivers, comparable with previous waves.



**Fieldwork Dates:**  
16th February – 15th March 2022

**Context:**  
Mandatory requirement to wear masks on public transport was still in place however other pandemic restrictions had been lifted.



**CATI Interviewing**

Interviewing was undertaken by experienced B&A Telephone Interviewers. The team are mostly working from home at present, but the same quality control and supports are available.

# Research Timeline



**Mar 2020**

Government close schools on Friday 13th with a view to opening on 29th March....



**Apr/May 2020**

Office workers work from home while parents continue home schooling. Restaurants, pubs and non-essential retail outlets remained closed. **Strict lockdown measures.**



**Jun 2020**

Roadmap to reopening the country is underway: **shopping centres & restaurants reopen** under strict guidelines.



**Jul 2020**

**Personal services**, such as hairdressers and barbers, and creches **open** once again, and some employees return to the office.



**Aug 2020**

Preparations underway for the return to school. Some **slight sense of normality** with more people dining out, etc.



**Sep 2020**

Children go back to school. Government announce new 5 Level plan, later moving **Donegal & Dublin into Level 3.**



**Oct-Nov 2020**

Moved to **Level 3** (only outdoor dining allowed). On 21st Oct, country moves to **Level 5 for 6 weeks** (until 1st Dec) with all non-essential retail and restaurants closing.



**December 2020**

Non-essential retail outlets & services (e.g. hairdressers) **opened** on 1st Dec, but **on 24th** country moved back into **Level 5**: all restaurants, bars & non-essential retail outlets/ services closed once again.



**Jan-Mar 2021**

High case numbers leads to extended **Level 5 lockdown** for Q1 2021, with all restaurants restricted to delivery and non-essential retail/services closed. Schools partially reopened in March for the youngest and oldest children.



**Apr-May 2021**

All children back to school and some **restrictions eased**. Outdoor meet ups permitted in small groups, but hospitality remained closed & working from home encouraged. Non-essential retail & professional services back



**Jun 2021**

**Outdoor dining re-opened**. Test events being rolled out and vaccine programme opened up to under 50s.



**Jul-Aug 2021**

**Indoor dining** for those vaccinated opened on 26<sup>th</sup> July, while further **test events** (e.g. outdoor music festival) were held in July also. At the end of August it was announced that almost all restrictions would be lifted on October 22<sup>nd</sup>



**Sep-Oct 2021**

**Limited restrictions remain in place** as masks continue to be a requirement in crowded spaces. Important to note that fieldwork finished on 11<sup>th</sup> October before further changes to restrictions on 22<sup>nd</sup> October.



**Feb-March 2022**

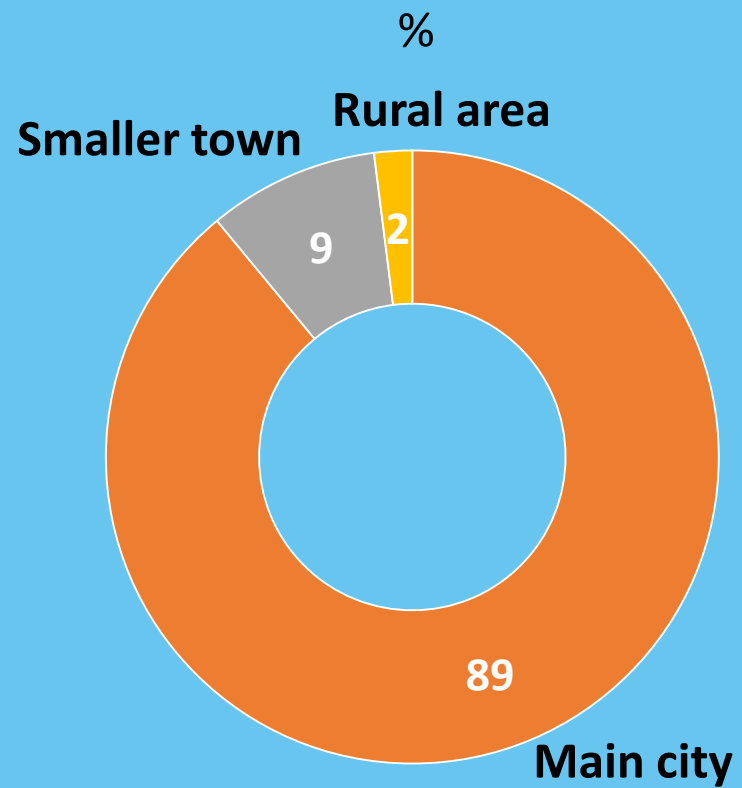
**Easing of nearly all pandemic restrictions**. From 28 February **face masks are no longer mandatory**, although still recommended on public transport. Public health measures in schools removed and advice for close contacts, testing and isolation changed.



**Profile of Sample & Vehicle**



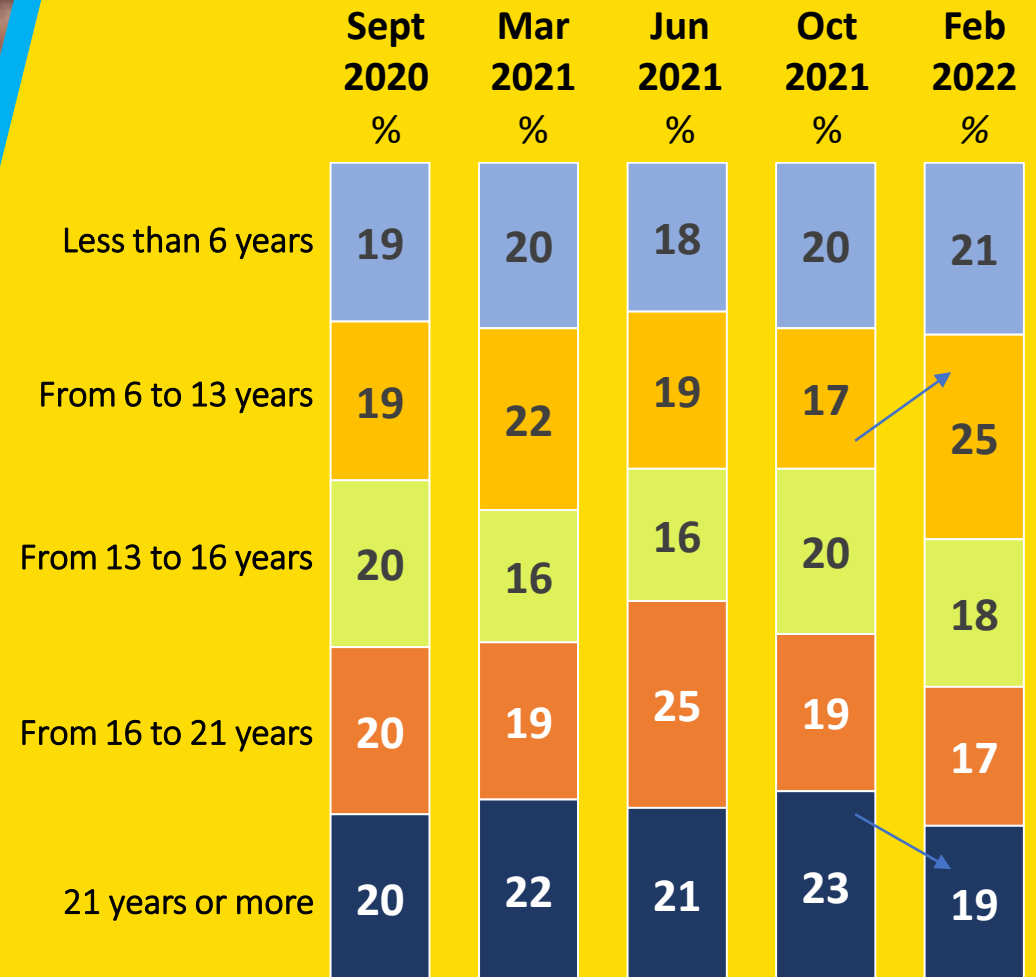
Nearly 9 in 10 drivers operate in a main city







14 years remains the average length of time taxi drivers have been working. Fewer reported working 21 years or more in this wave.



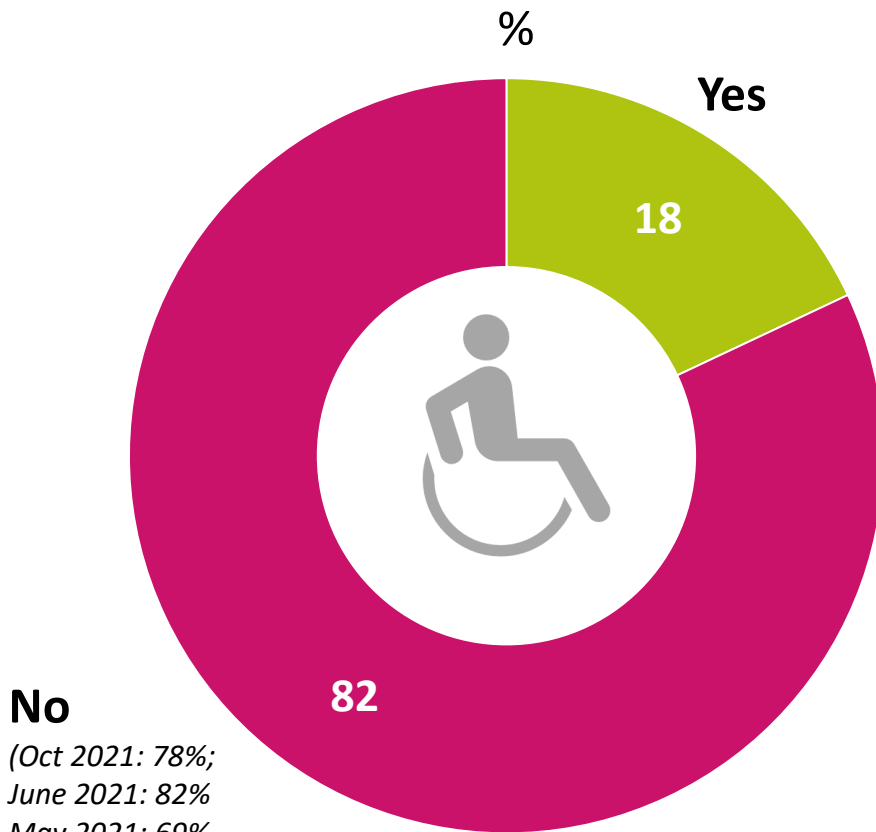


Three quarters of taxi drivers are driving a **5 seater vehicle**. There has been an increase in those driving a 6 seater vehicle this wave.

			<i>June 2021</i>	<i>Oct 2021</i>
5-seater		<b>75</b>	80%	77%
6-seater		<b>15</b>	7%	7%
7-seater		<b>4</b>	5%	7%
8-9 seats		<b>6</b>	9%	9%

# Wheelchair Accessible

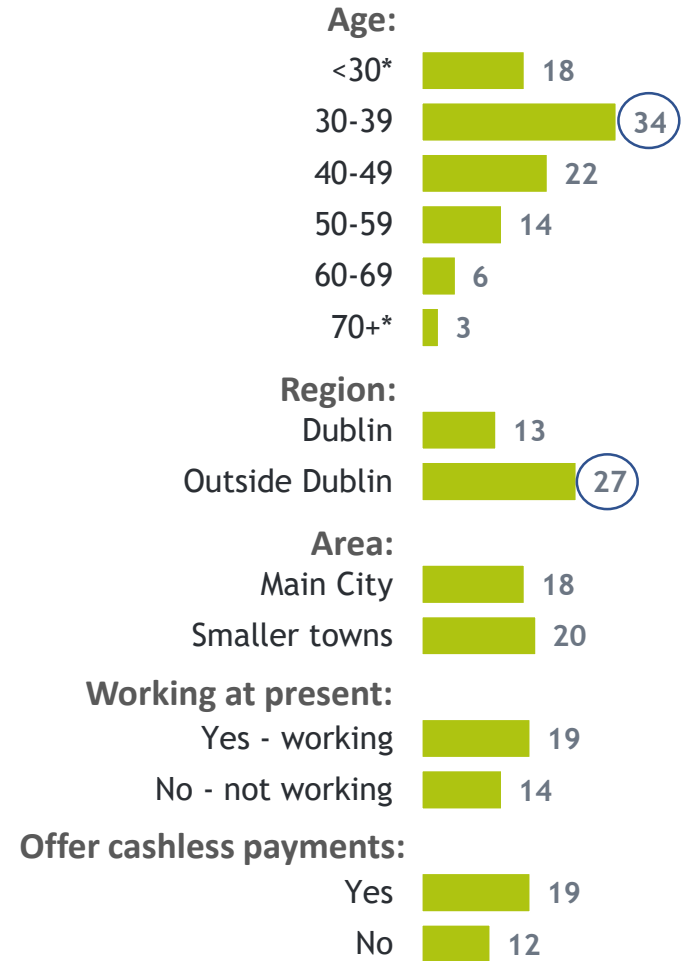
Base: 500 taxi drivers



(Oct 2021: 22%;  
June 2021: 18%  
May 2021: 15%  
Mar 2021: 23%;  
Oct 2020: 17%;  
July 2019: 50%)

(Oct 2021: 78%;  
June 2021: 82%  
May 2021: 69%  
Mar 2021: 77%;  
Oct 2020: 62%;  
July 2019: 50%)

## Any Yes %



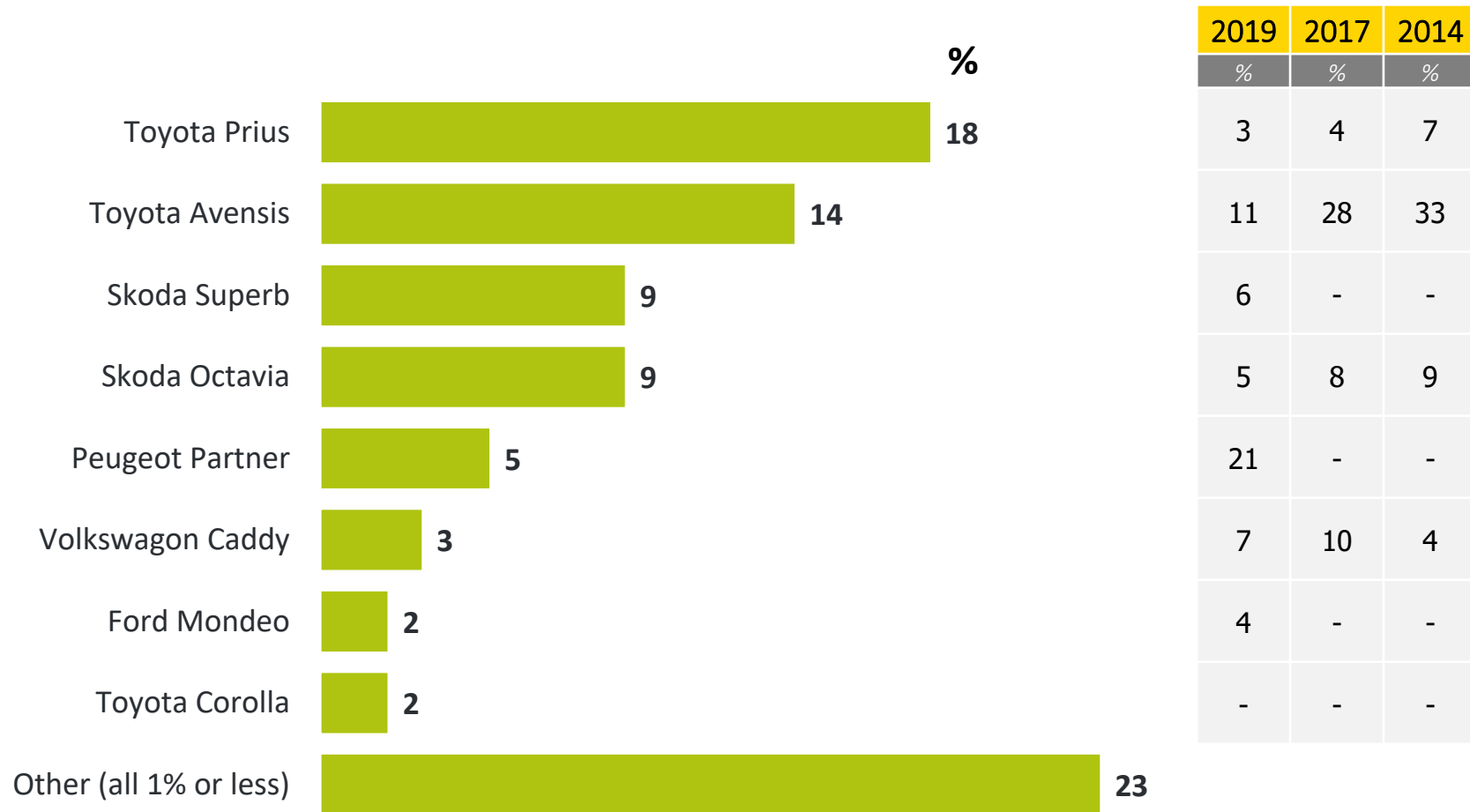
Just under a fifth of license holders drive a wheelchair accessible vehicle. This is higher among those ages 30-39 years old and those living outside Dublin.



Taxi drivers who have wheelchair accessible vehicles report an average 14% of their jobs relate to chair or mobility assistance.

# Vehicle make/model

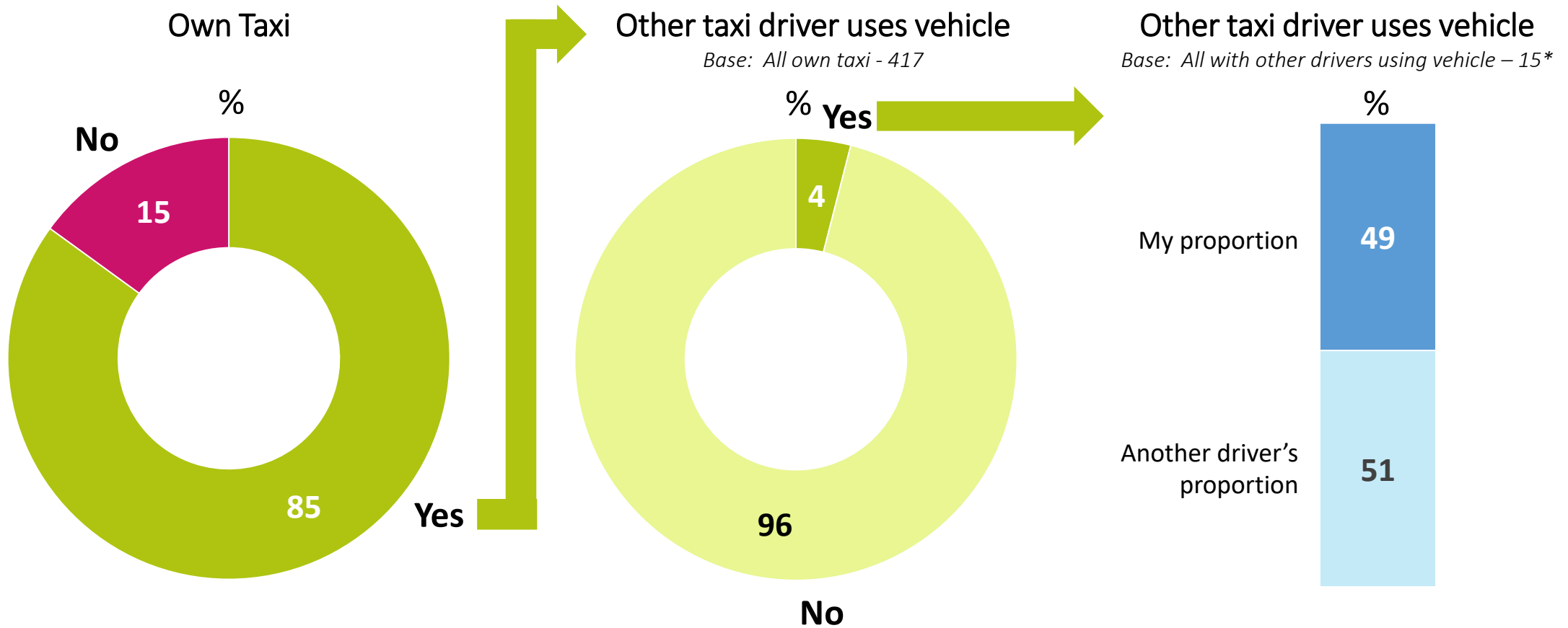
Base: 417 taxi drivers with own vehicle



**A Toyota Prius is most popular among drivers followed by Toyota Avensis, however taxi drivers use a wide range of different vehicle makes and models.**

# Taxi ownership and use

Base: 500 taxi drivers



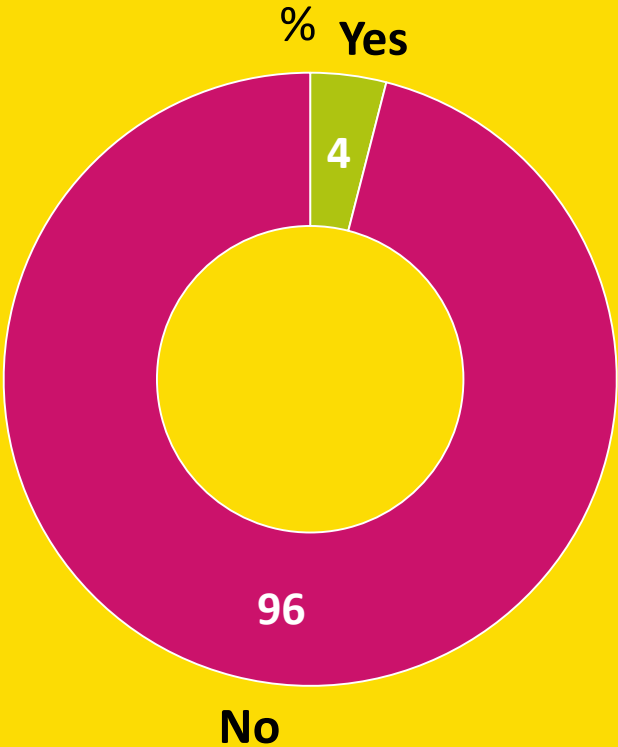
\*Caution: small base

85% of drivers own their taxi. Of those who own their taxi very few have another driver using their vehicle (4%).

Of those who own more than one taxi, 6 is the average no. of taxis owned

Do you own more than one taxi/a fleet of taxis?

*Base: All own taxi - 417*

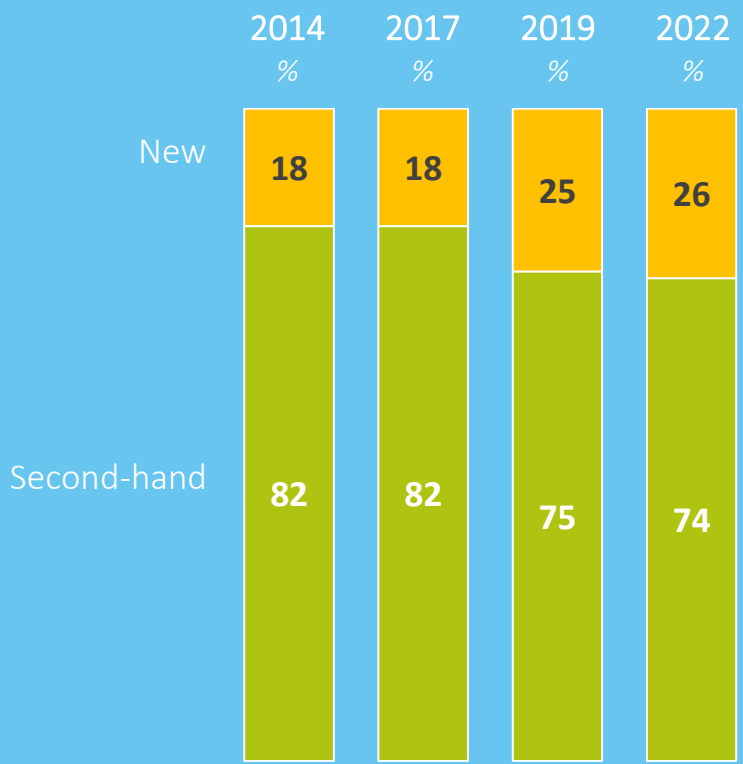




# 26% of drivers bought their vehicle new

## Vehicle Purchased

Base: taxi drivers with own vehicle - 417



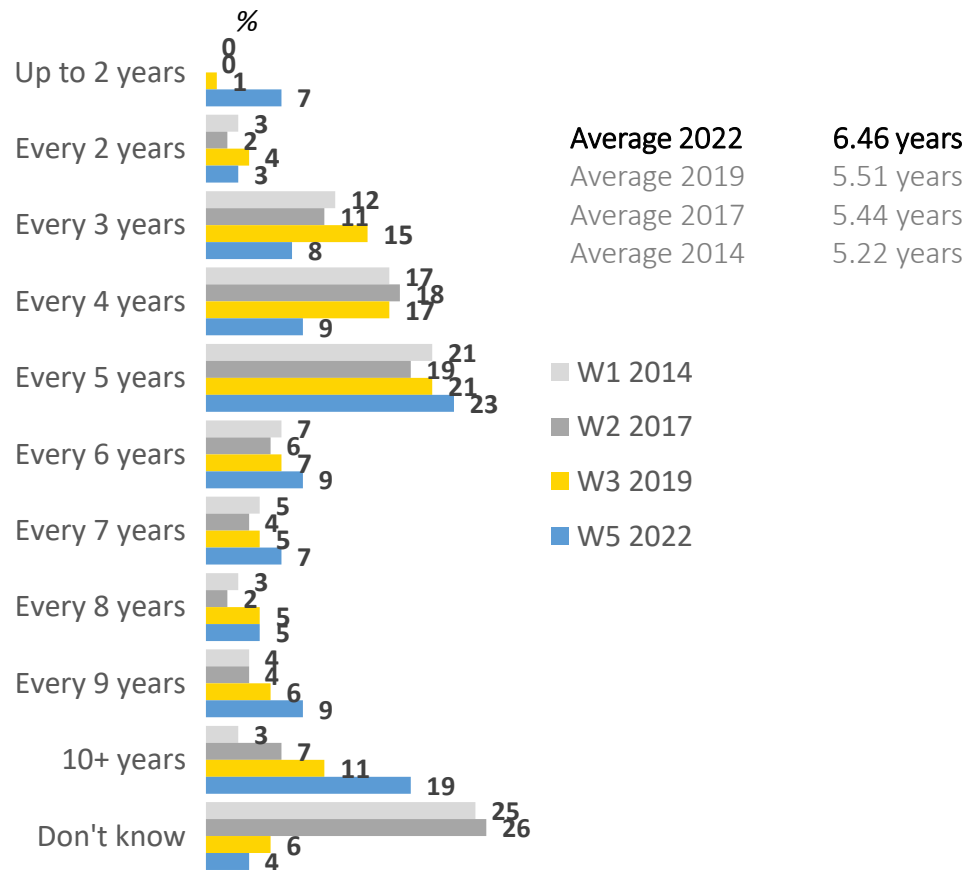


# Frequency of vehicle replacement

Base: 417 taxi drivers with own vehicle

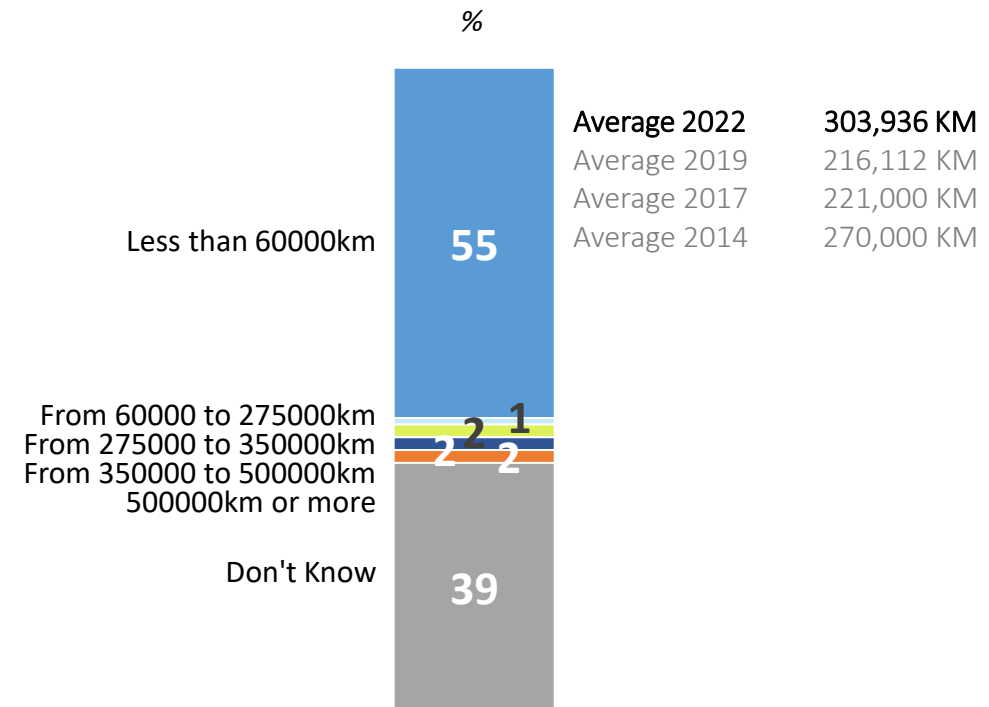
## Frequency of replacing vehicle (years)

Base: All own taxi - 417



## Frequency of replacing vehicle (km)

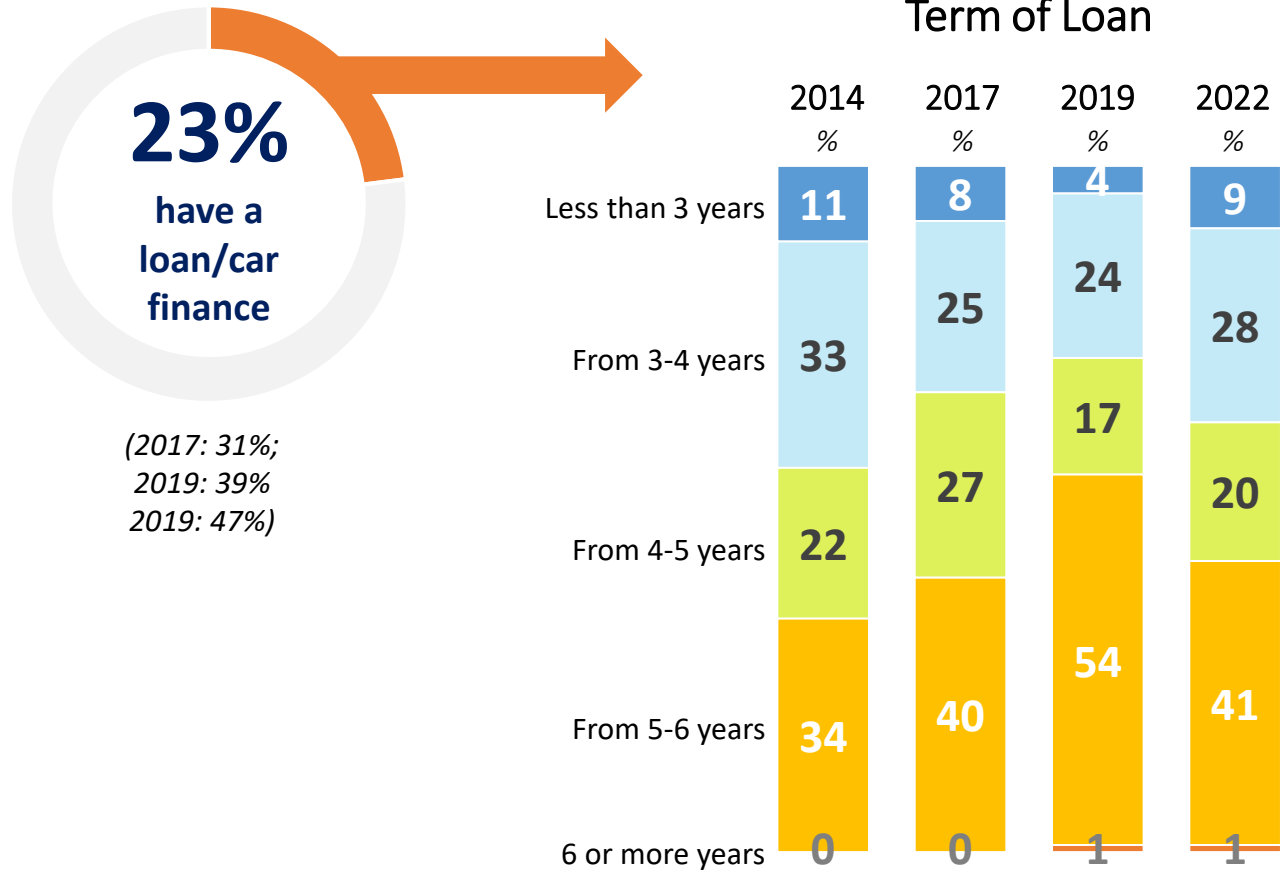
Base: All own taxi - 289



**On average drivers replace their vehicle after 6.46 years or after doing 303,936 KMs.**

# Loan/car finance

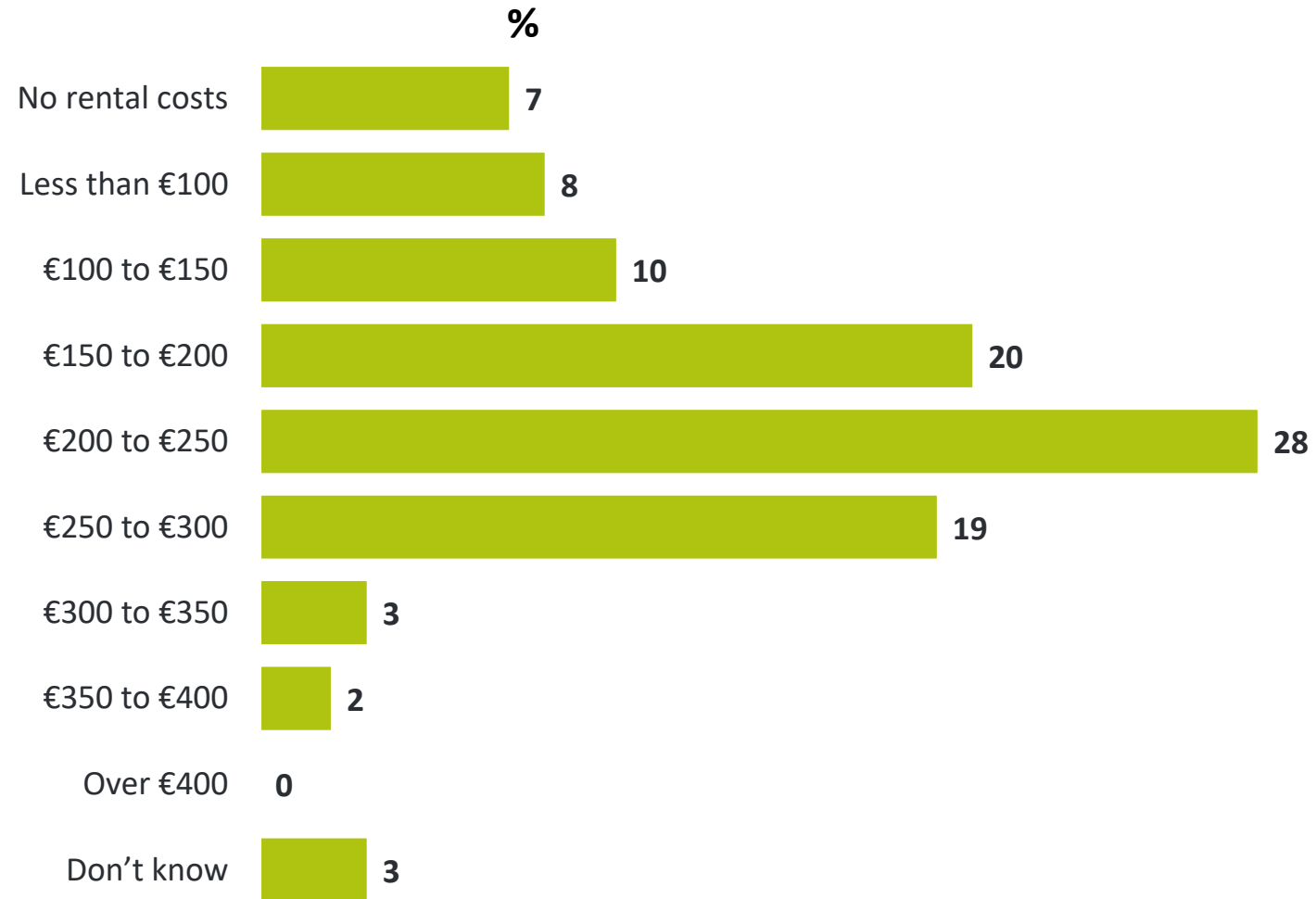
Base: 500 taxi drivers



Nearly 1 in 4 have a car loan with 41% having a term of 5-6 years.

# Rental costs of taxi

Base: 83 taxi drivers who rent a taxi

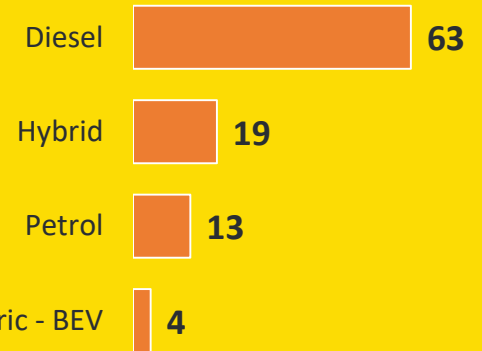


Of those who rent a taxi the cost per week for the majority (67%) is between €150 and €300.



**1.82 litres**  
is the average engine capacity  
of their vehicle

*Type of Engine in Vehicle*  
%



	2017	2014
%	%	%
Diesel	81	74
Hybrid	N/A	N/A
Petrol	17	26
Full Battery Electric - BEV	N/A	N/A

*Weekly spend on vehicle fuel/electricity*  
%



**Average Weekly Fuel Spend:**  
2022: €137.78  
2019: €115.63  
2017: €103.00  
2014: €119.00

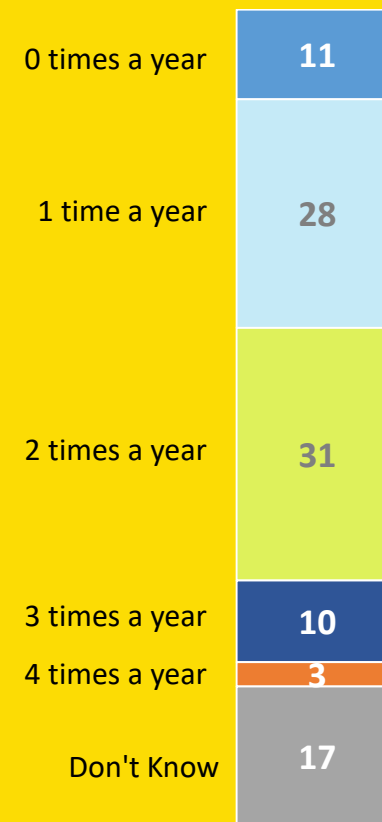


On average tyres are replaced every

**26,884 KMs**

(2019: 35,833KM;  
2017: 37,000KM;  
2014: 32,000KM)

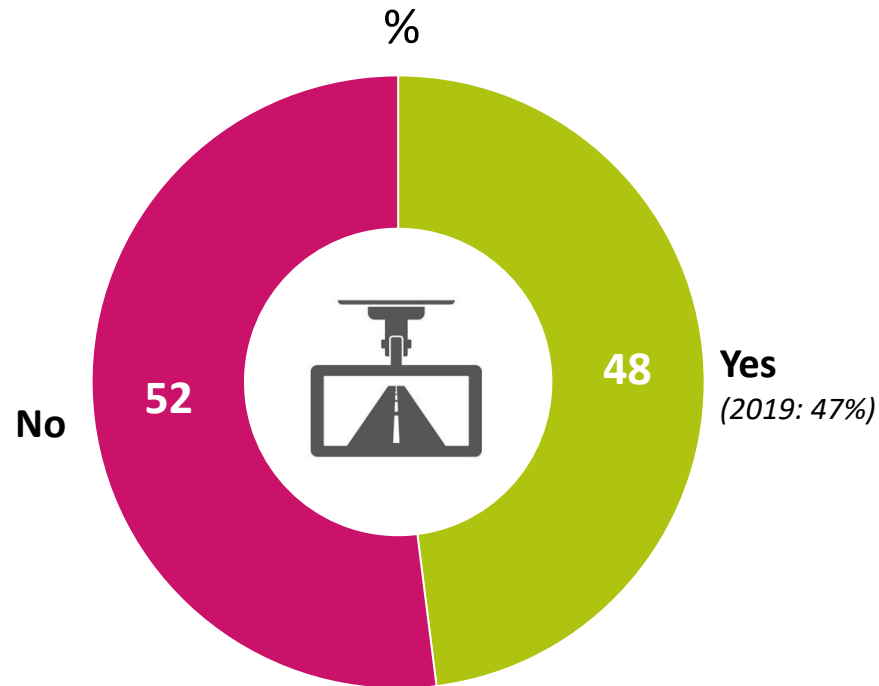
*Frequency of replacing tyres*  
%



# Incidence of dash-cam and internal security camera

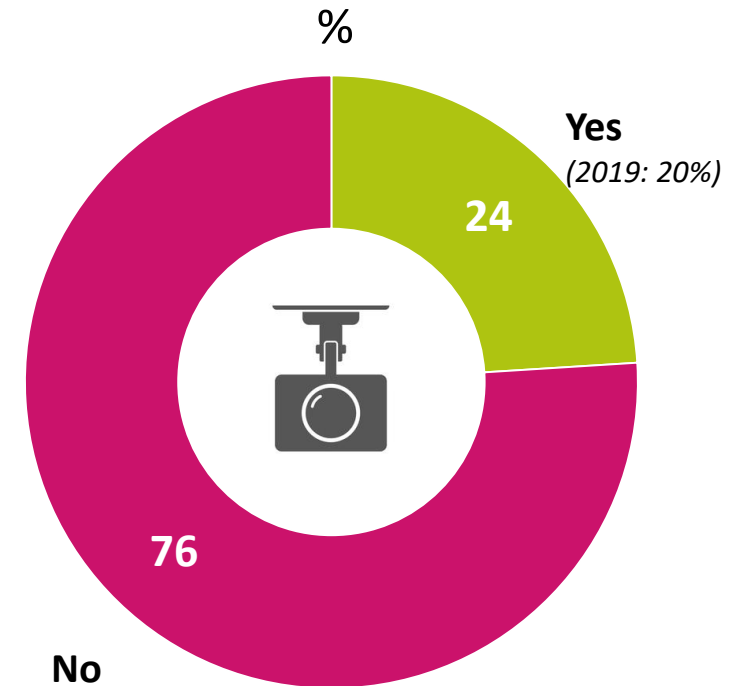
Base: 500 taxi drivers

## Dash-Cam in Vehicle



Average spend on a dash-cam 2022: €190.46  
Average spend on a dash-cam 2019: €271.33

## Internal Security Camera in Vehicle



Average spend on a security camera 2022: €200.37  
Average spend on a security camera 2019: €225.47

Just under half of driver have a dash cam, with an average cost of €190.5. 1 in 4 drivers have an internal security camera with an average cost of €200.



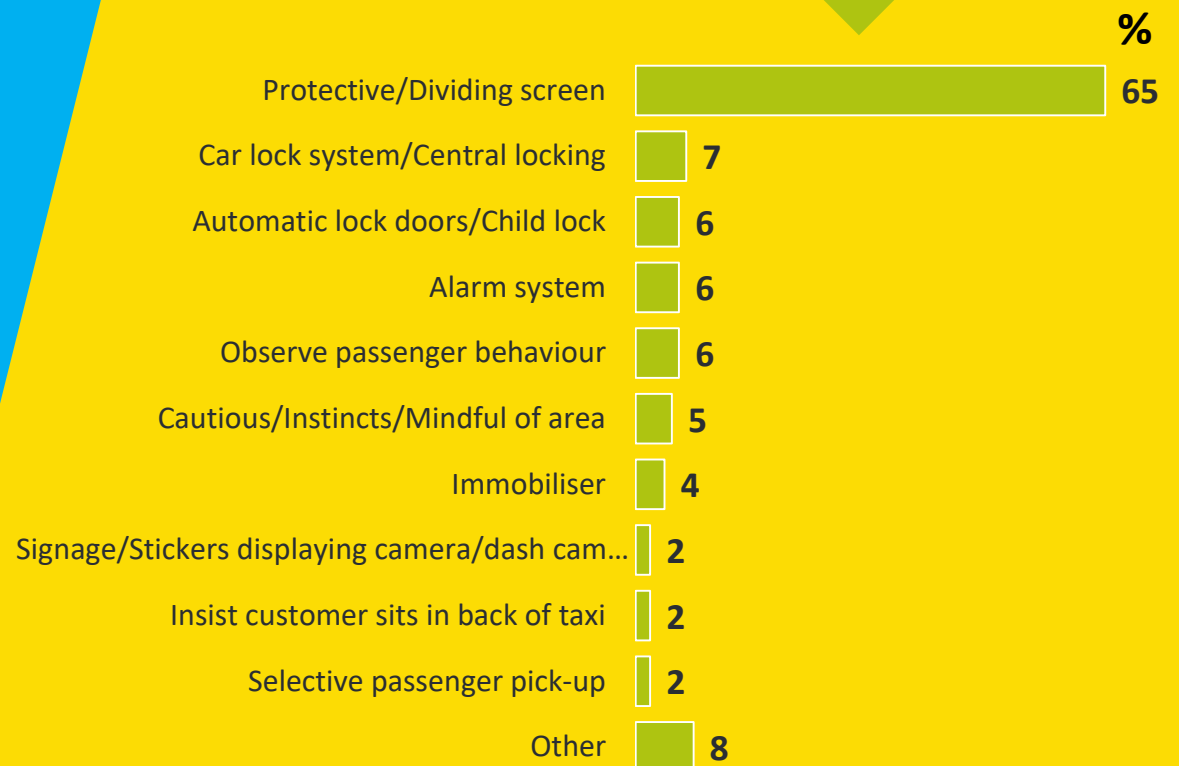
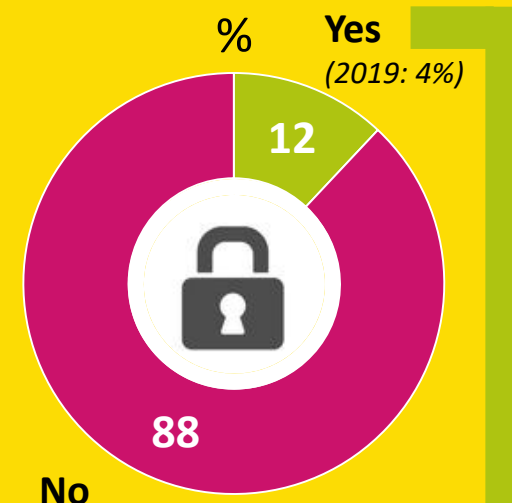
Drivers have invested in additional safety measures

**€156.36**

(2019: €36.15)

is the average amount spent by drivers on additional security measures for their vehicle


## Additional security measures





**Current working trends**

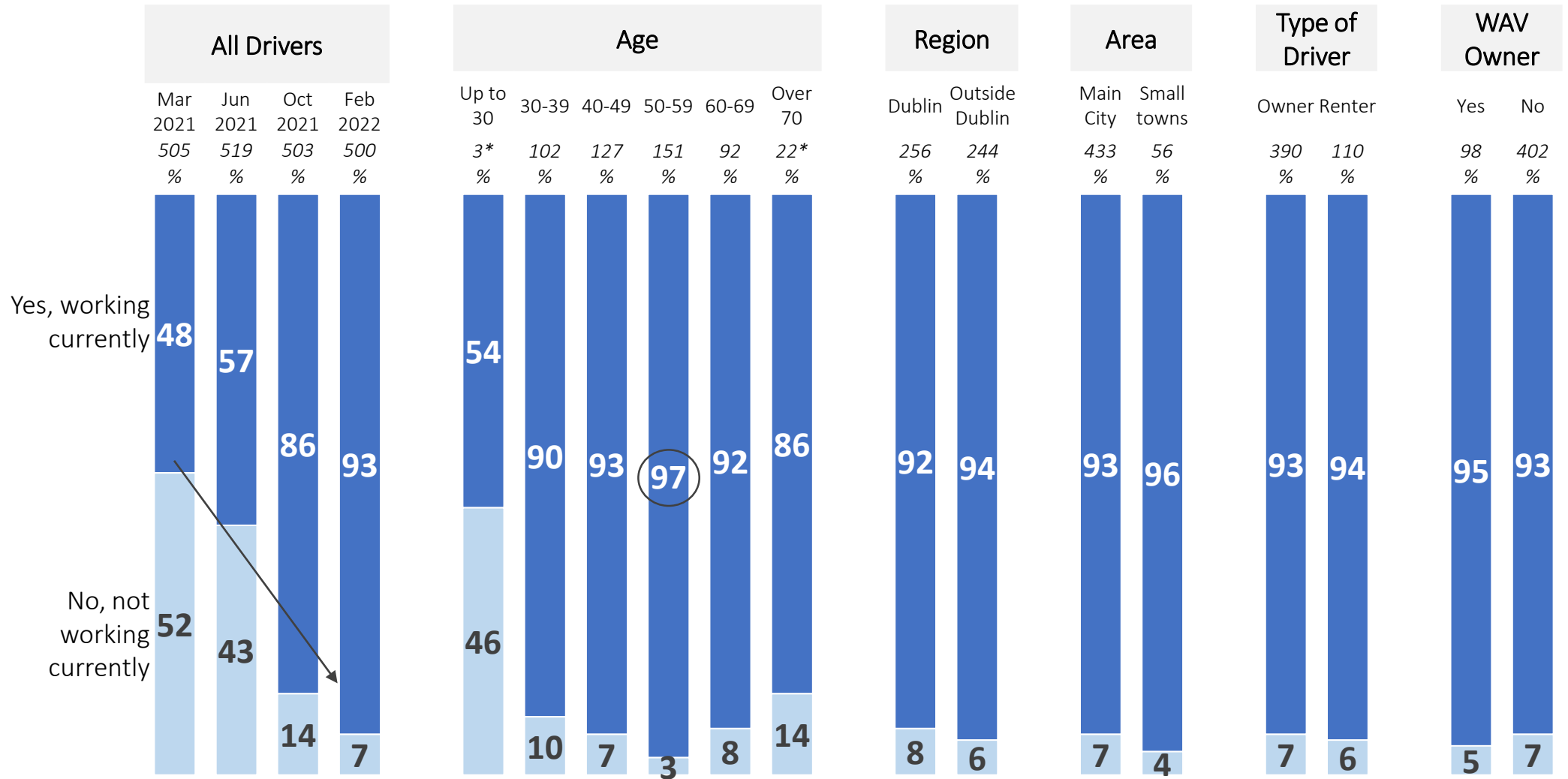




Overall, the vast majority (93%) are working at present with those aged between 50-59 years old more inclined to be working.

# Who is working currently?

Base: 500 taxi drivers

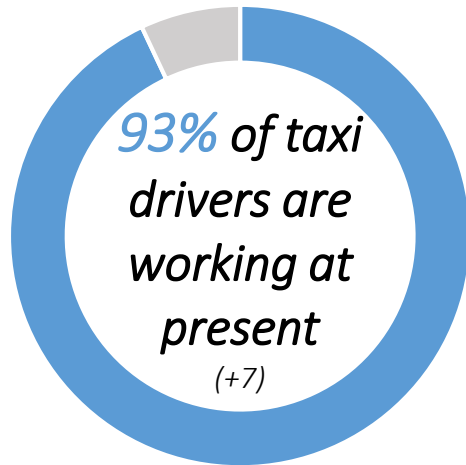


Positive to see the steady increase over time in the proportion of drivers working. The proportion of drivers working has increase +45%pts since March 2021. The proportion of drivers currently working is high across demographics.

\*Caution: small base

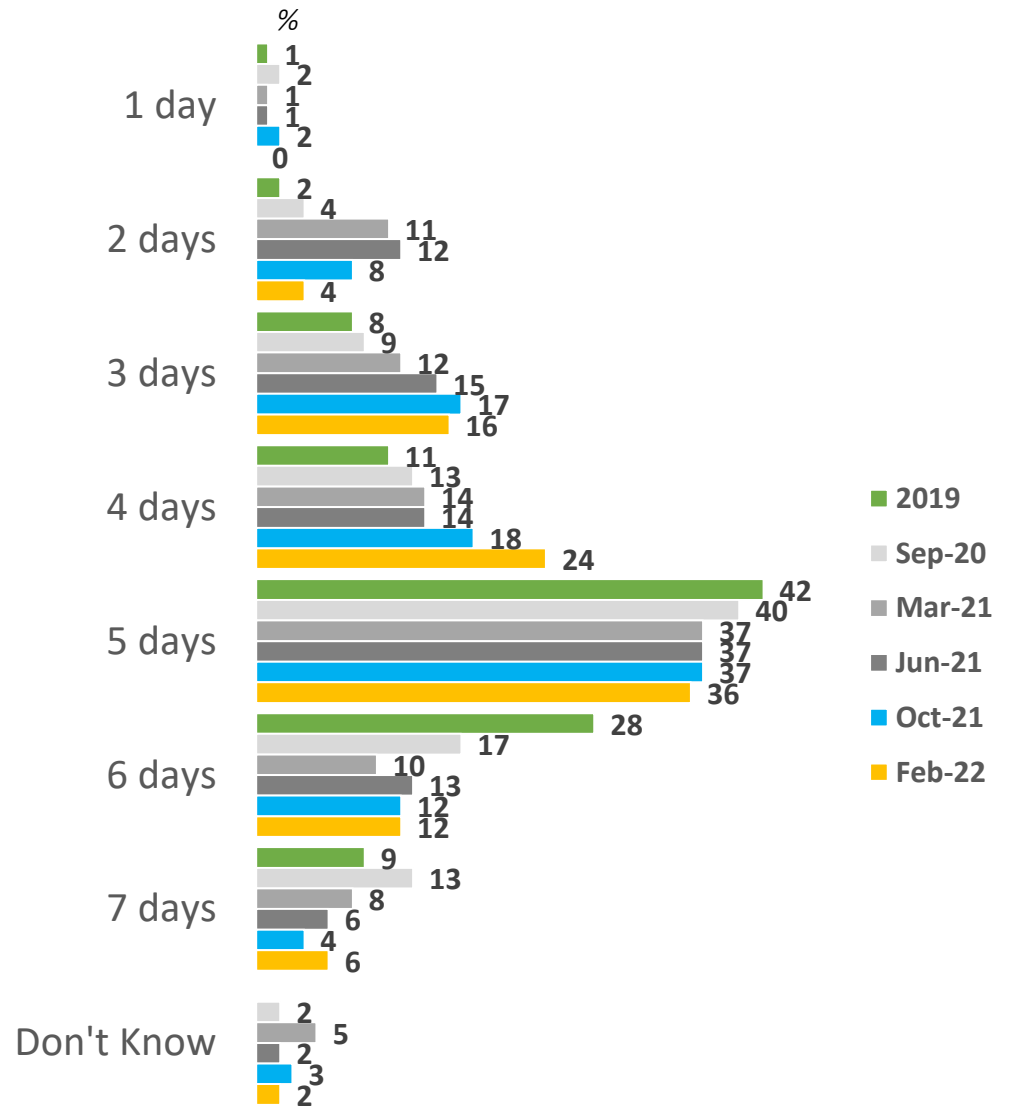
# Current working days

Base: 467 working taxi drivers



<b>Average no. of days Feb '22</b>	<b>4.5 days</b>
Average no. of days Oct '21	4.4 days
Average no. of days Jun '21	4.4 days
Average no. of days Mar '21	4.5 days
Average no. of days Sep '20	4.9 days
Average no. of days Sep '19	5.1 days

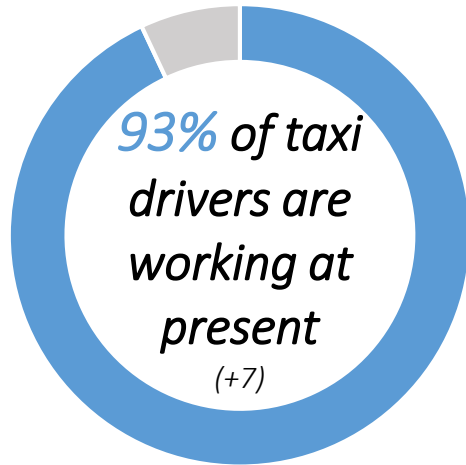
## Number of days working



The average number of days worked remains in line with previous waves at 4.5 days a week.

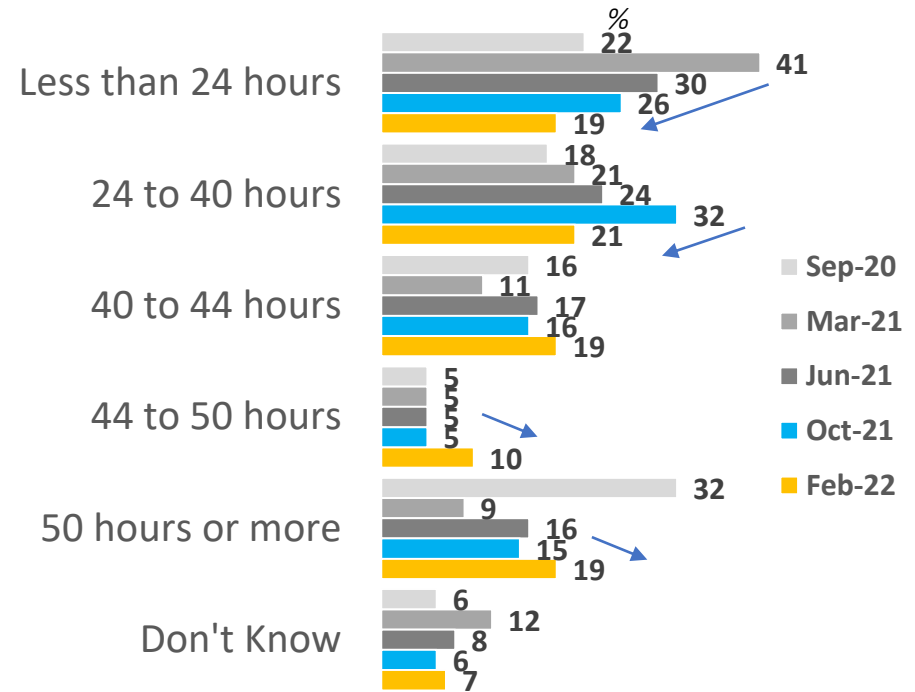
# Current working hours

Base: 467 working taxi drivers



Average no. of hours Feb '22	36 hours
Average no. of hours Oct '21	32 hours
Average no. of hours Jun '21	32 hours
Average no. of hours Mar '21	28 hours
Average no. of hours Sep '20	38 hours
Average no. of hours Sep '19	44 hours
Average no. of hours Sep '17	45 hours
Average no. of hours Sep '14	43 hours

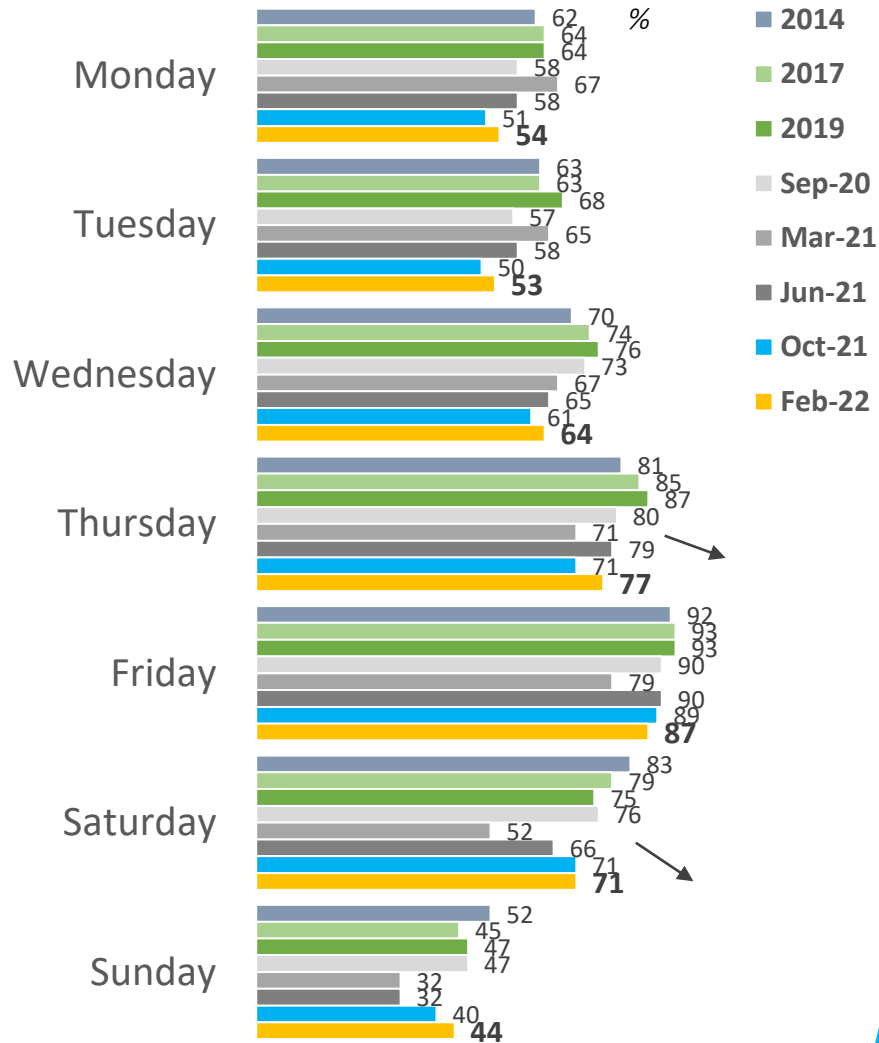
## Number of hours working



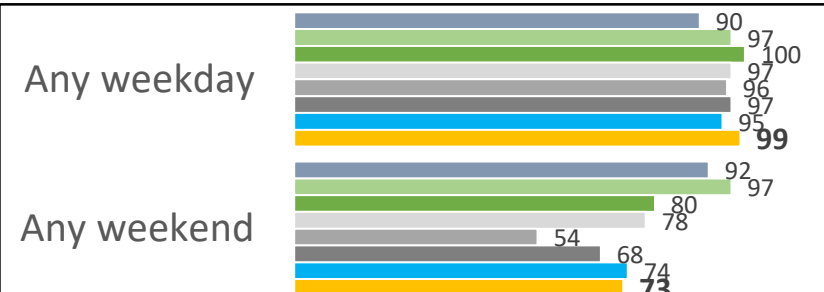
**The average number of working hours has increased compared to working hours reported in 2021, increasing +8 vs March '21.**

# Days typically work

Base: 467 working taxi drivers



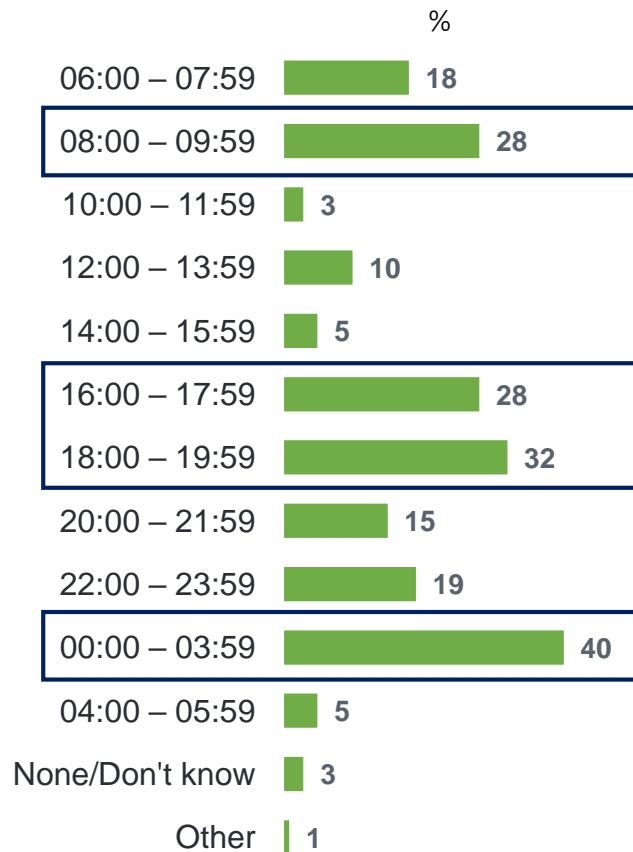
Slight increase in working Monday-Wednesday compared to the last wave. Working on Thursday increases +6%pts with Sunday increasing +4%pts vs Oct '21. Working is most common on Thursdays and Fridays.



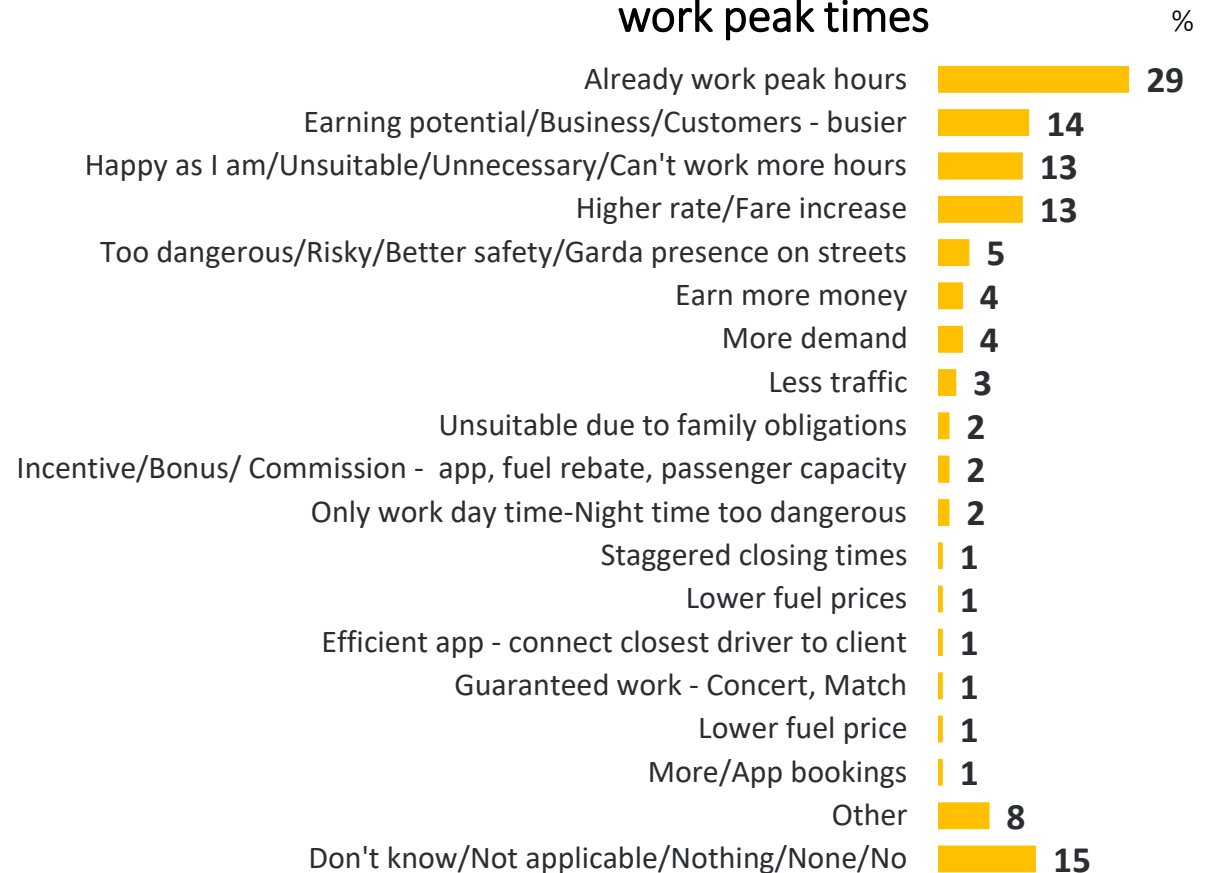
# Peak Times

Base: 467 currently working taxi drivers

## Perception of peak times



## Reasons would encourage drivers to work peak times

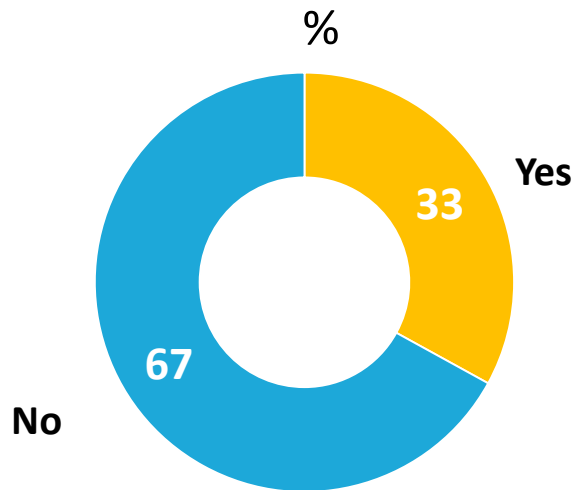


**40% state peak time is between midnight and 4am with nearly a third stating it is between 6 and 8pm. The reason that would encourage drivers to work during peak times is higher earning potential.**

# Peak time working if fares were higher

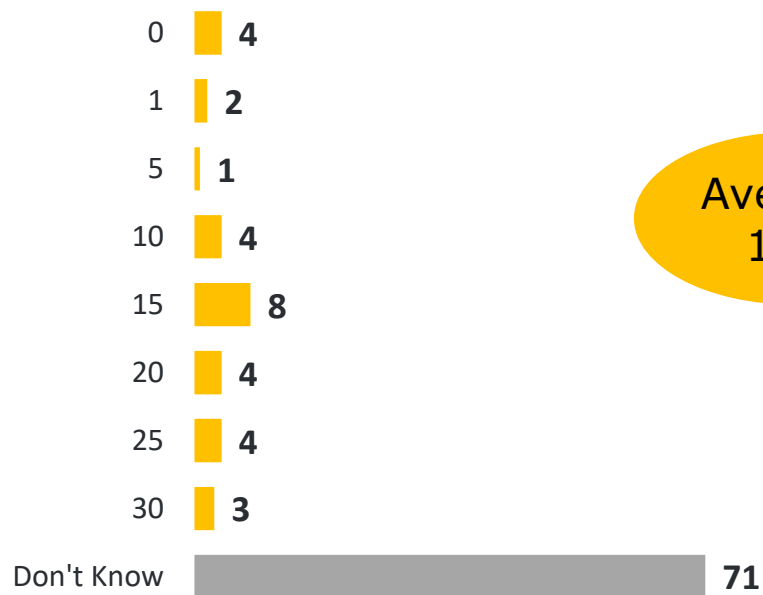
Base: All Taxi Drivers do not work 8pm to 8am - 82

## Would work Peak business Times if fares were higher



## Fare increases (%)

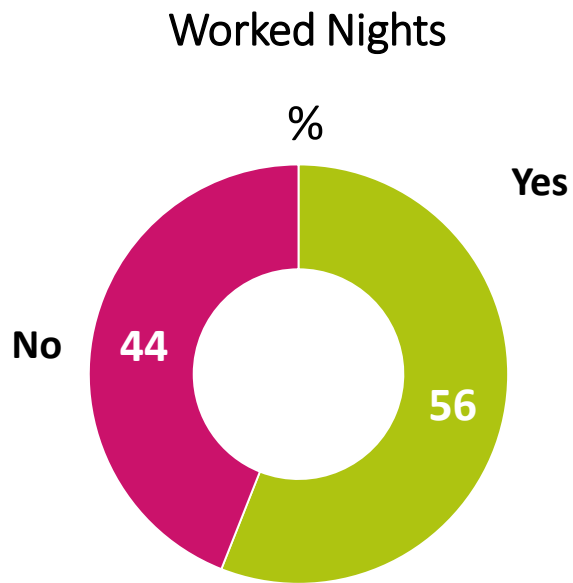
(Base: All Taxi Drivers do not work 8pm to 8am - 82)



Of those who don't work between 8pm and 8am a third would consider working peak times if fares were higher however most are unsure of how much higher fares would need to be to entice them.

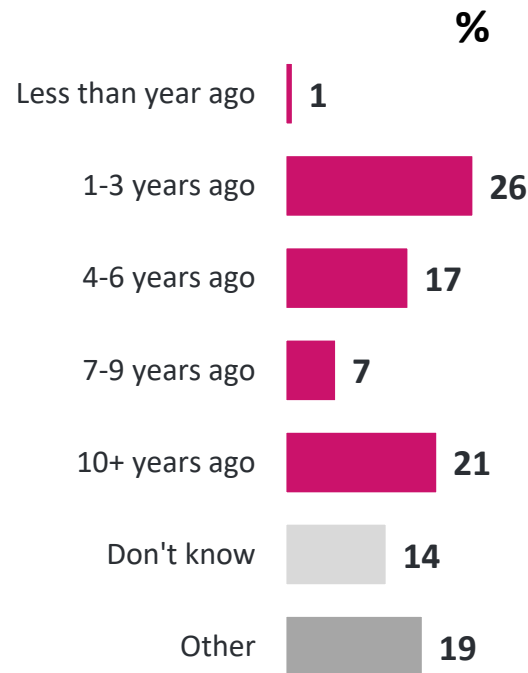
# Night time working

Base: All Taxi Drivers do not work 12pm to 5.59am - 229



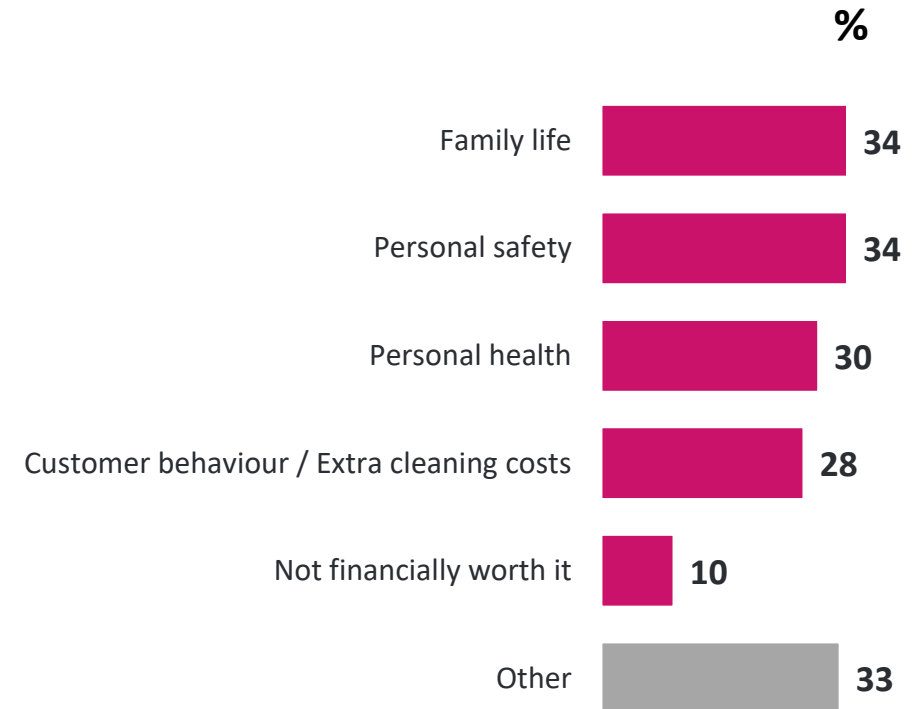
### When stopped working nights

(Base: All who ever worked nights– 127)



### Reasons for stopping working nights

(Base: All who ever worked nights– 127)



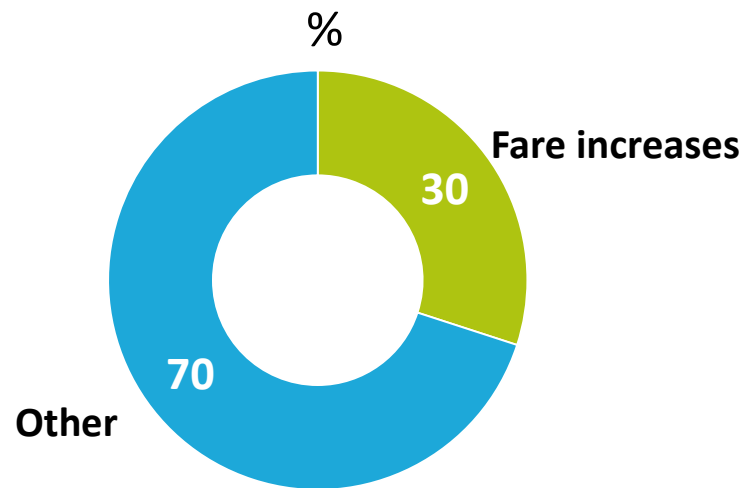
Of those who don't currently work nights, over half of drivers have worked nights in the past. 1 in 4 state they stopped working nights between 1-3 years ago. A third state they no longer work nights due to family life and personal safety reasons.



# Night time working

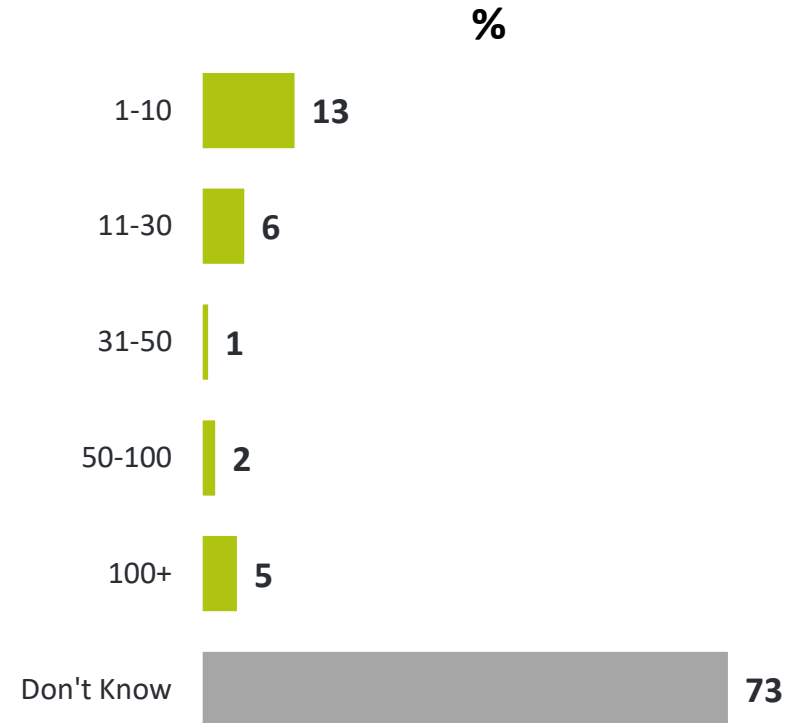
Base: All Taxi Drivers do not work 12pm to 5.59am - 229

*Strong demand for taxis on weekend nights encourage work nights*



*Fare increases (%)*

(Base: All who mentioned Fare Increase – 73)



Of those who don't currently work nights, 30% of driver state that a fare increase would encourage them to work nights. However, most are unsure what amount increase in fares would encourage them.



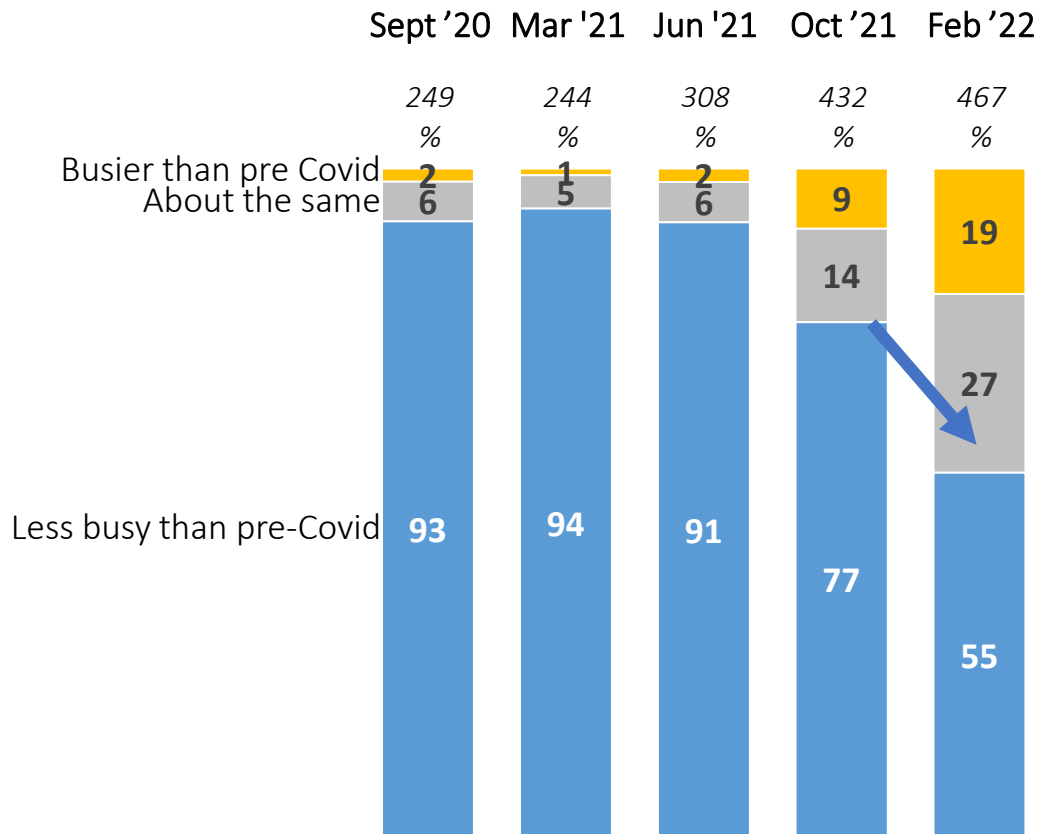
**Impact of COVID-19**



Shift towards drivers  
being busier.  
Over half (55%) of  
working taxi drivers are  
less busy than they  
were pre-COVID.  
(-22% pts vs October 2021)

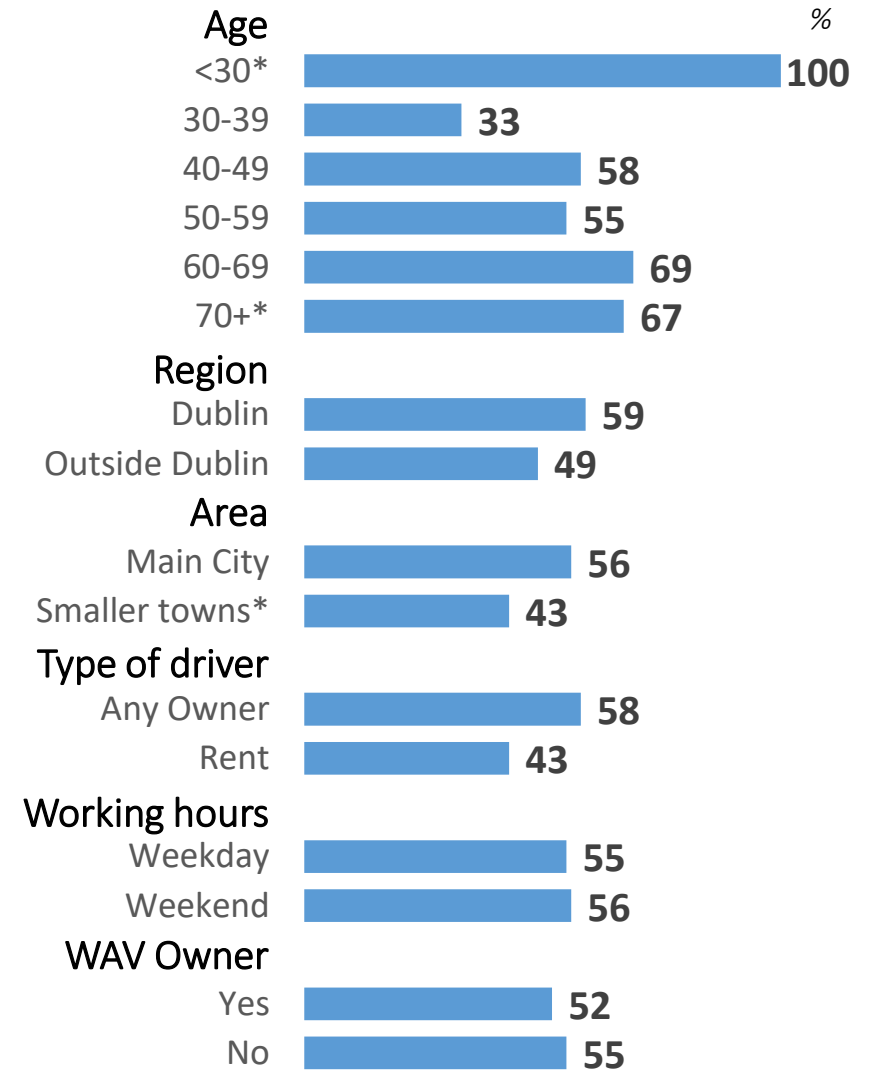
# Demand for taxi services compared with pre COVID

Base: 467 working taxi drivers



**Positive shift towards taxi drivers being busier. Nearly 1 in 5 taxi drivers now cite they are busier than pre COVID (+10%pts vs Oct '21).**

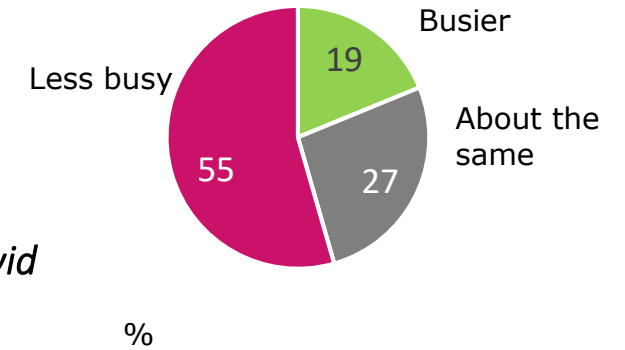
## Any less busy



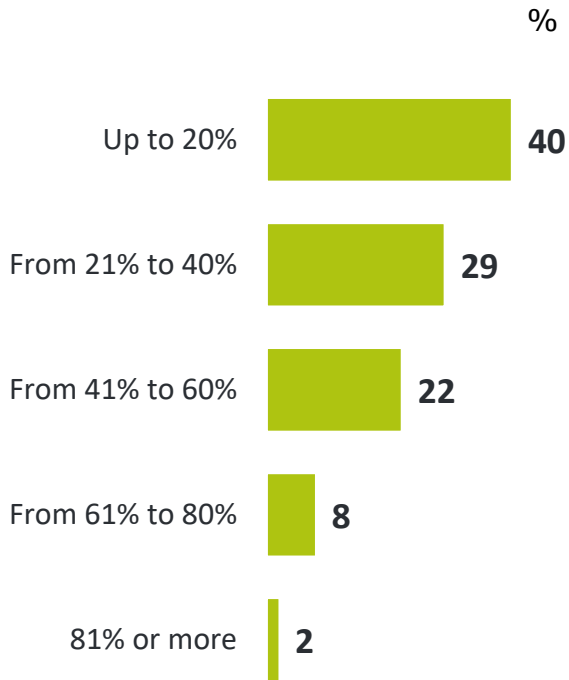
# Business compared with pre-Covid for those who were working

Base: Busier than Pre Covid N – 92/Less Busy than Pre Covid N - 250

*Demand compared to pre COVID*

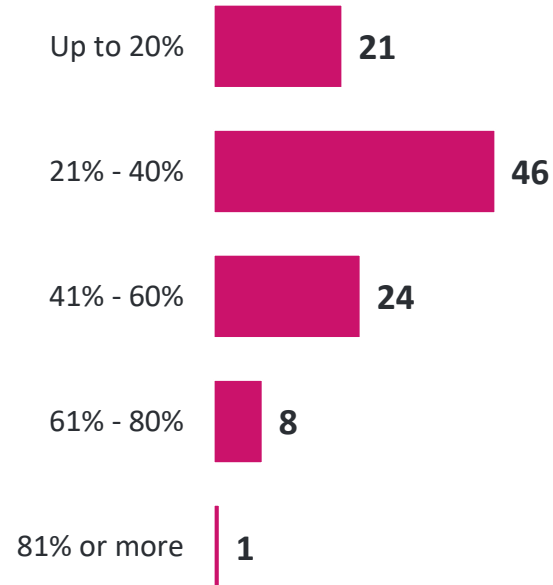


**% Busier Than Pre Covid**  
(Base: 92)



**Average  
33%**

**% Less Busy Than Pre Covid**  
(Base: 250)

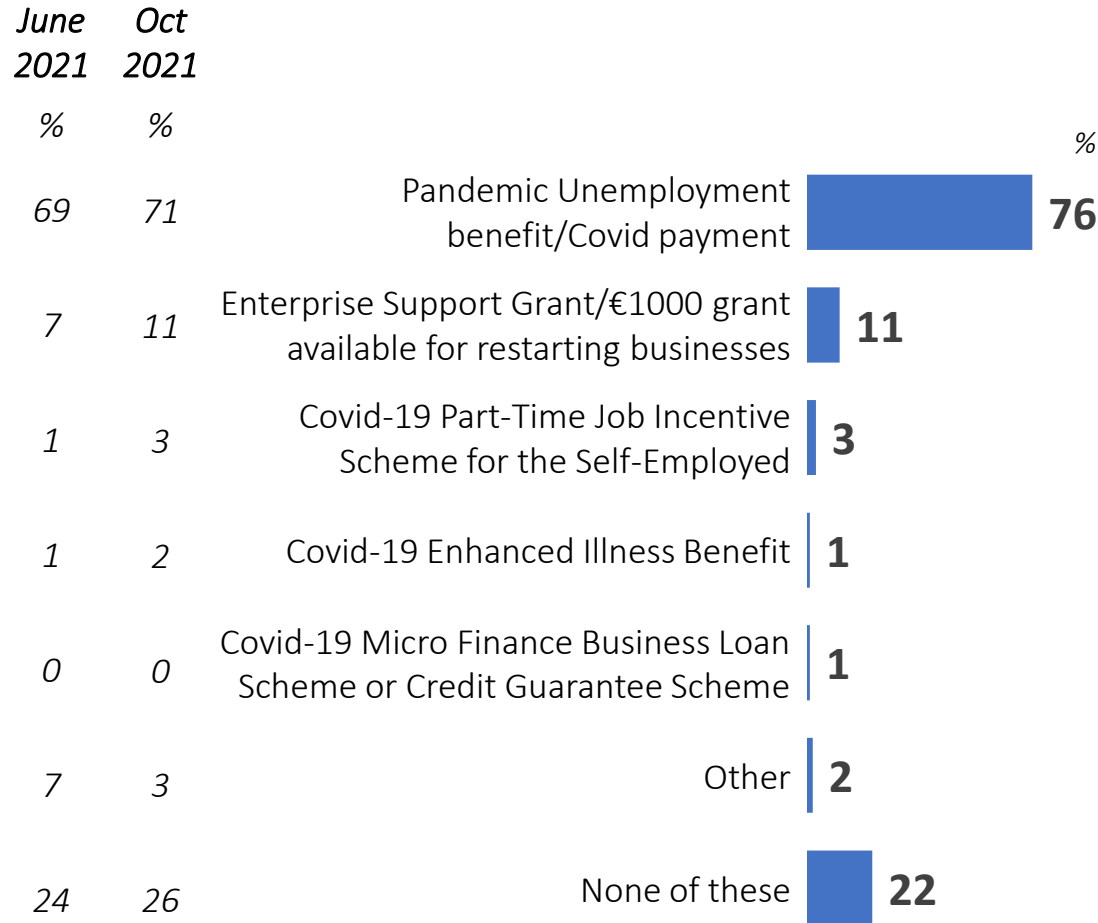


**Average  
38%**

**Of those who state they are busier than pre COVID times most are between 20% and 40% busier.**

# Government supports availed of

Base: 500 taxi drivers



	Age						Working at present		Region		Type of Driver		WAV Owner	
	<30	30-39	40-49	50-59	60-69	70+	Yes	No	Dublin	Outside Dublin	Any Owner	Rent	Yes	No
%	3*	102	127	151	92	22*	467	35*	256	244	390	110	98	402
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Pandemic Unemployment benefit/Covid payment	-	82	88	84	64	-	77	64	78	73	77	72	82	75
Enterprise Support Grant/€1000 grant available for restarting businesses	-	8	14	13	12	-	11	13	10	14	13	4	13	11
Covid-19 Part-Time Job Incentive Scheme for the Self-Employed	-	1	4	1	6	-	3	-	2	4	3	2	2	3
Covid-19 Enhanced Illness Benefit	-	-	1	1	2	-	1	-	1	1	1	3	1	1
Covid-19 Micro Finance Business Loan Scheme or Credit Guarantee Scheme	-	1	1	-	1	-	1	-	1	1	1	1	2	1
Other	-	1	3	-	1	11	2	3	2	1	2	1	1	2
None of these	100	16	8	16	35	89	21	32	20	25	21	26	17	23

**76% of drivers availed of the PUP (+5%pts vs Oct '21), while 11% availed of the Enterprise Support Grant (= vs Oct '21).**

\*Caution: Extremely low base size



**77%** of those who  
availed of the  
Enterprise grant  
had also installed a  
**temporary screen**  
in their vehicles.  
(80% in October 2021)

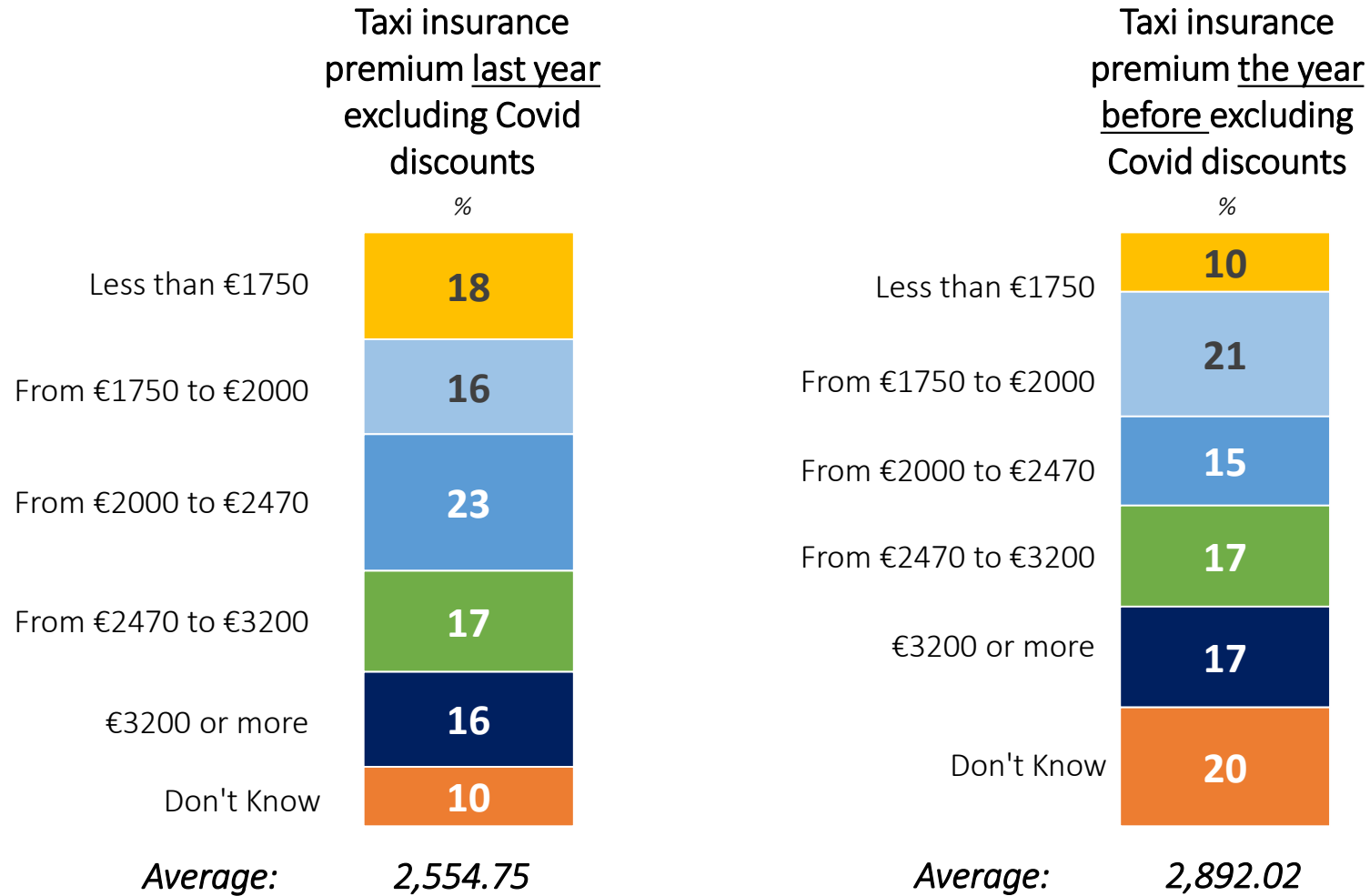


**Impact of COVID-19 on  
expenses/work practices**



# Taxi insurance

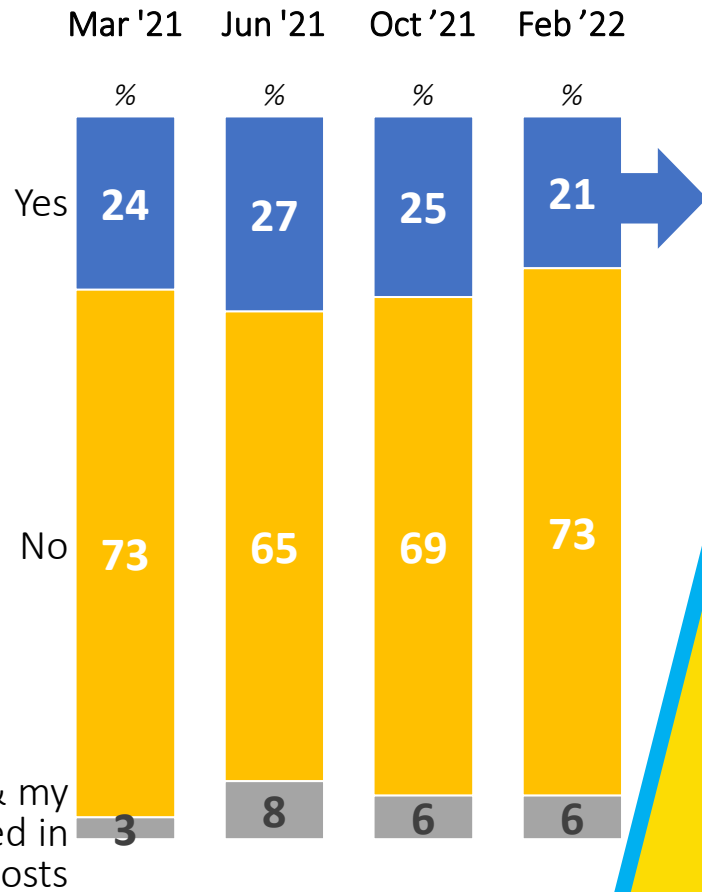
Base: 500 taxi drivers



The average cost of insurance reduced last year by €337.

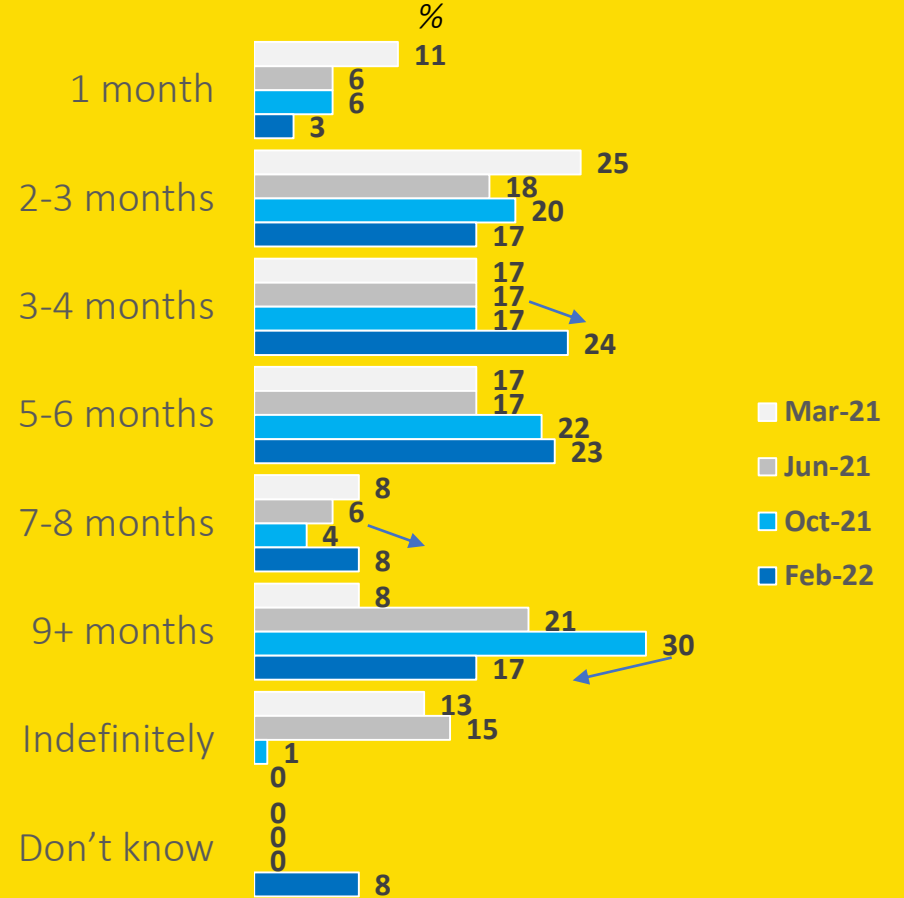
# Incidence of reducing insurance cover since pandemic began

Base: 500 taxi drivers



## How long reduced insurance for

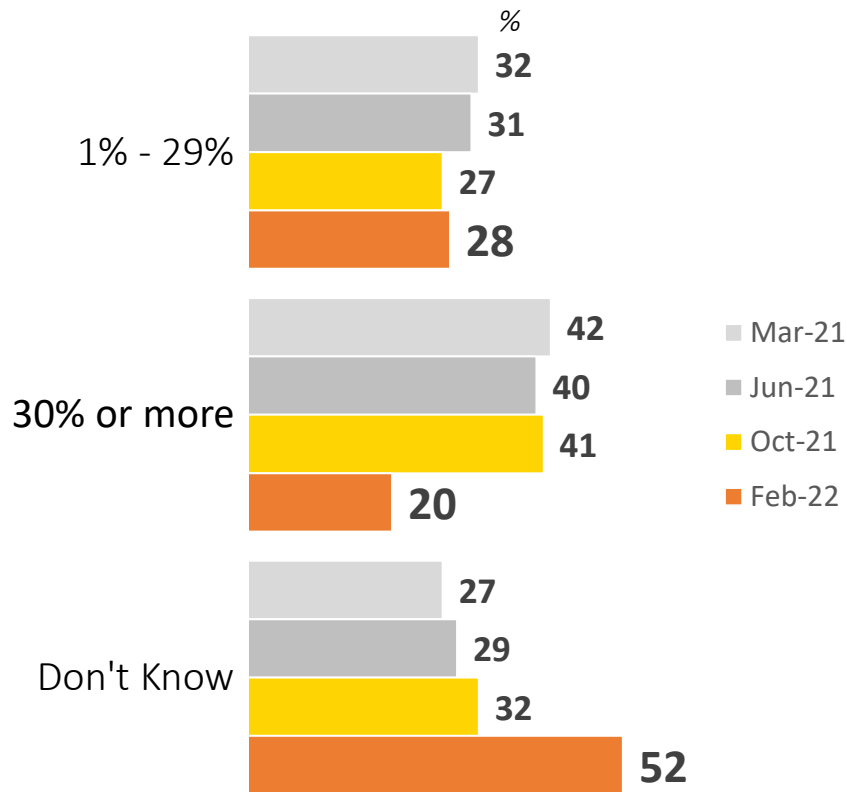
(Base: 101 taxi drivers reduced insurance cover)



Just over 1 in 5 reduced insurance to private cover at some point during the pandemic. Of those who reduced their cover the majority did so for between 3 and 6 months.

# Percentage discount received on annual insurance premium

Base: 123 taxi drivers reduced insurance cover



Average percentage discount given on annual insurance premium

27.4%

35.7% Oct 2021

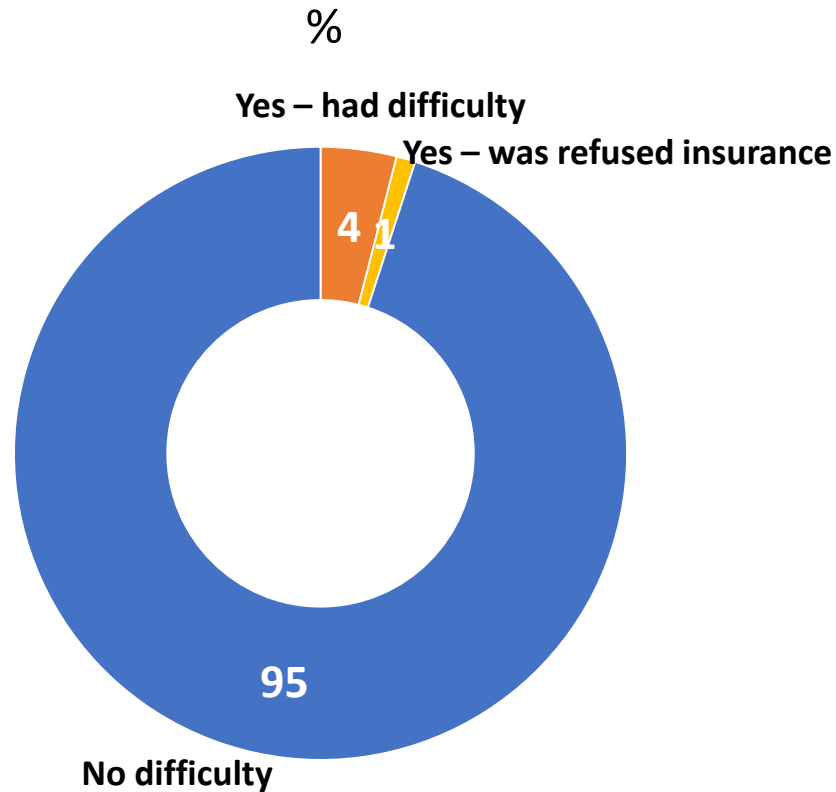
31.9% June 2021

34.1% March 2021

Of drivers who reduced their insurance cover during the pandemic 52% don't know the percentage reduction they received, with 28% receiving a reduction between 1-29%.

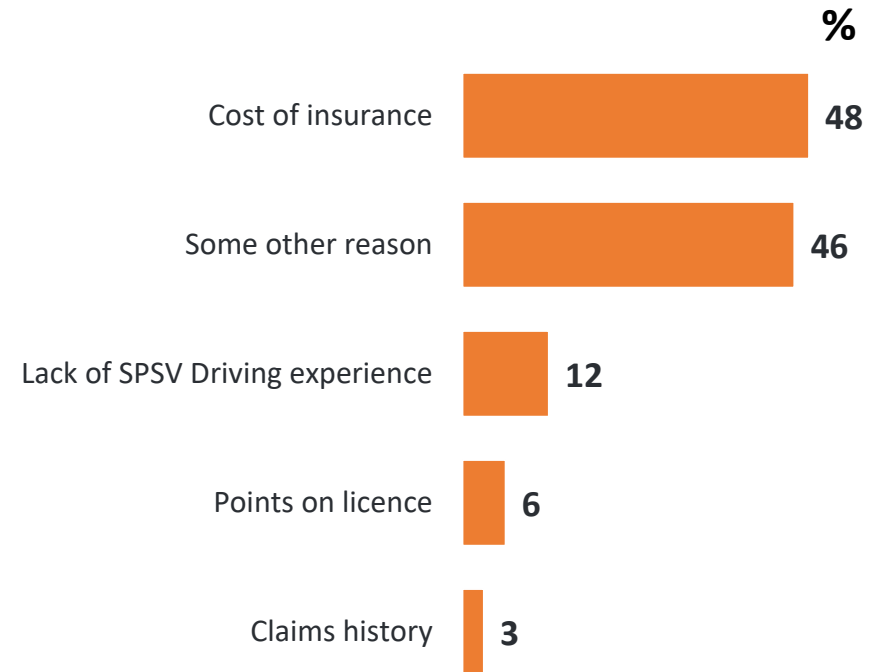
# Difficulty renewing taxi insurance

Base: 500 taxi drivers



## Reason for difficulty in getting insurance renewal

(Base: All had difficulty getting insurance – 20\*)



5% of drivers had difficulty renewing their taxi insurance with 48% stating the cost of insurance was the reason for their difficulty.

\*Caution: Low base size

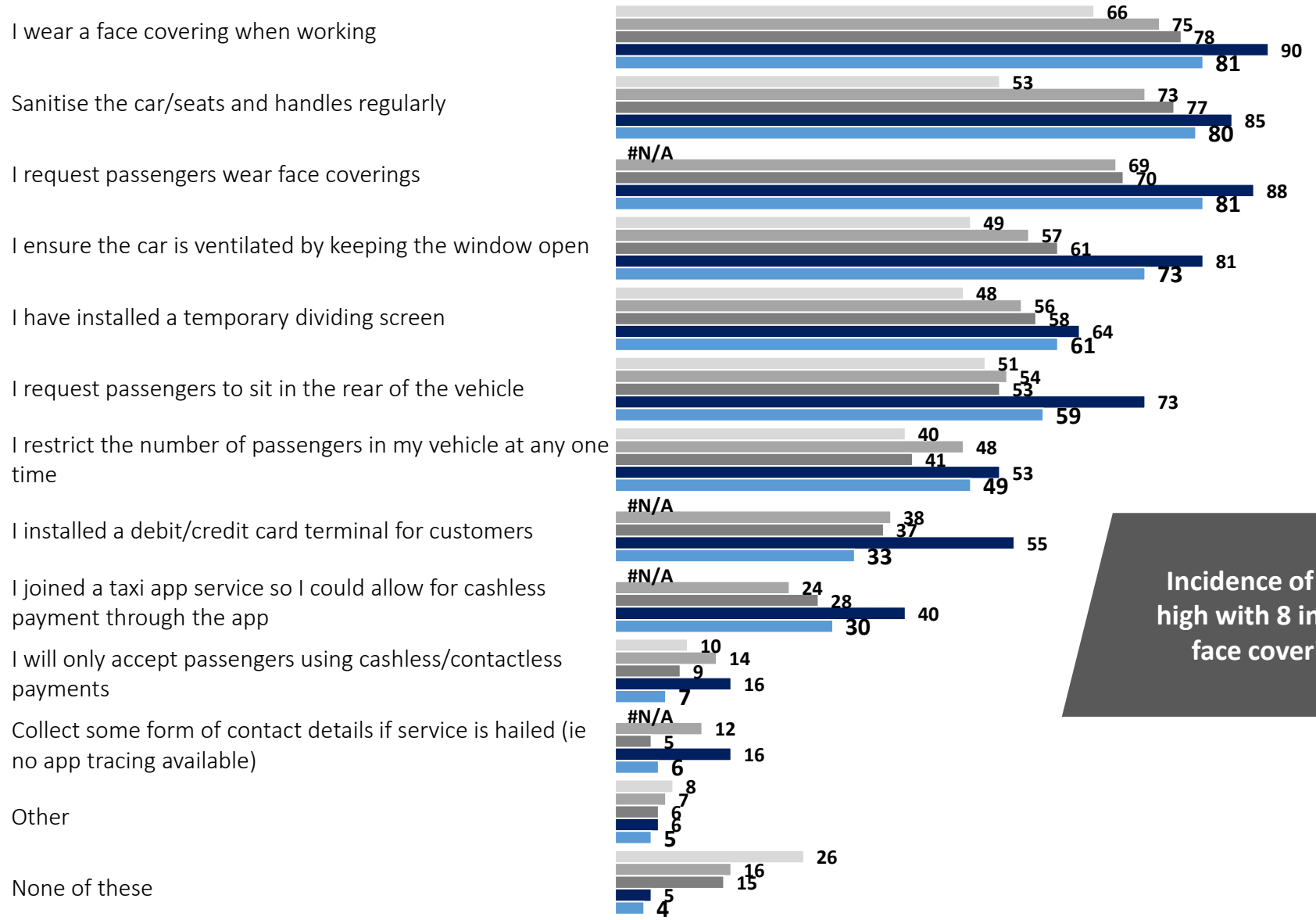
# Measures put in place to ensure safety

Base: 500 taxi drivers



**5.6 measures on average**

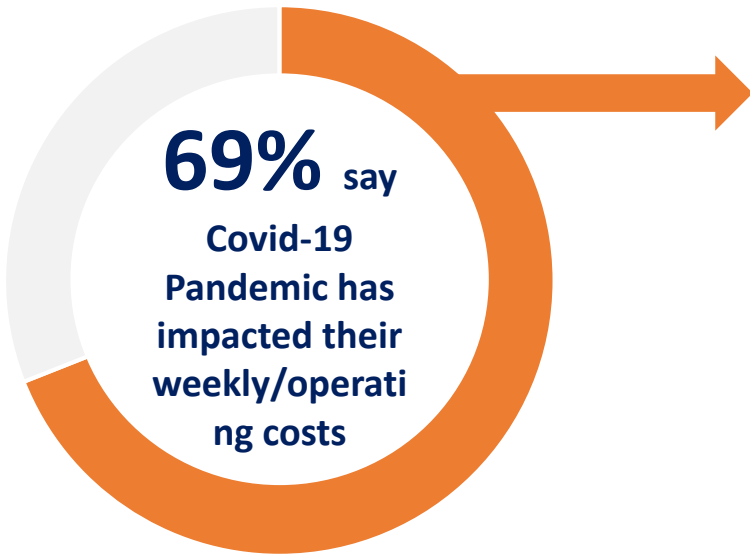
(6.8 Oct 2021; 6.1 June 2021)



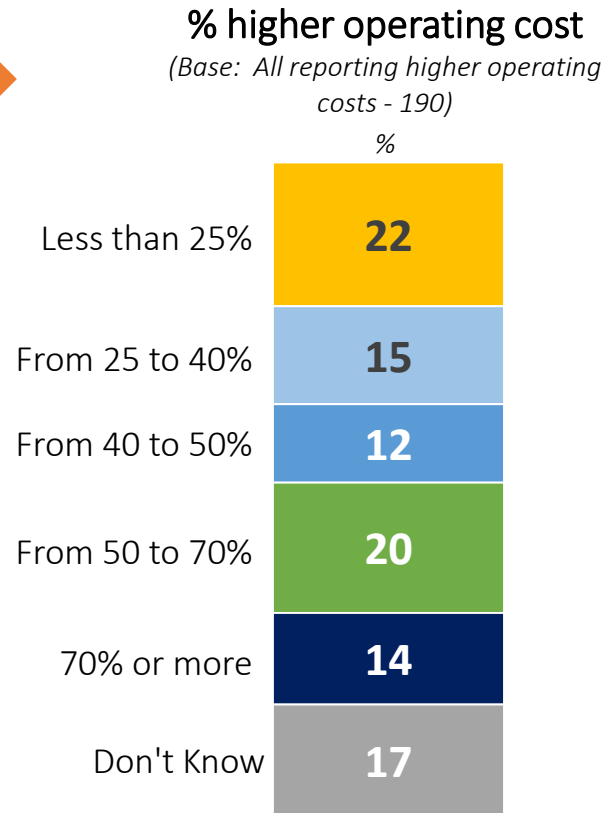
**Incidence of safety measures are high with 8 in 10 drivers wearing a face covering while working.**

# Impact of Covid19 Pandemic on weekly/monthly operating costs

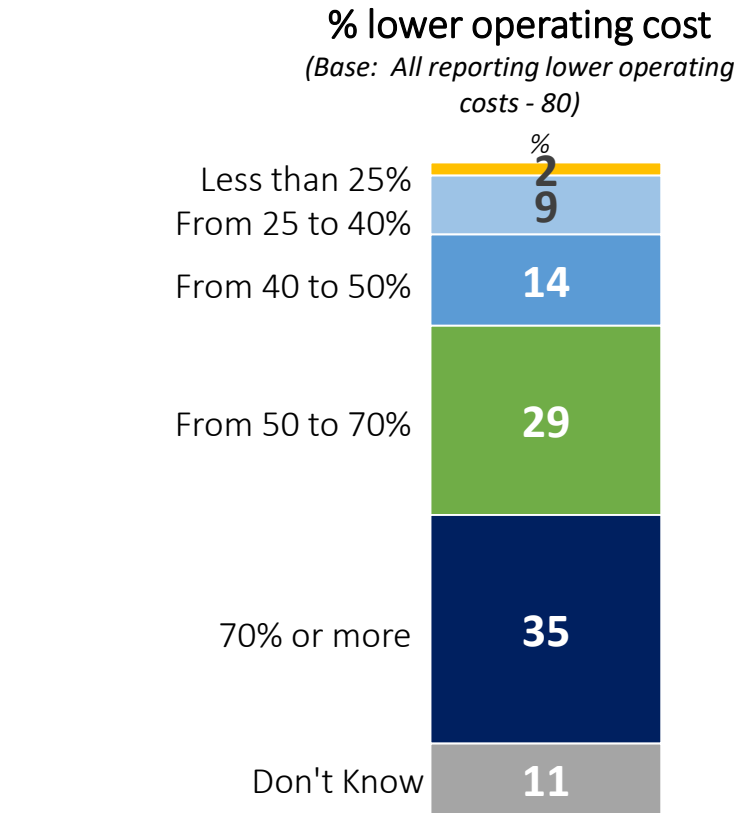
Base: 500 taxi drivers



## % Impact of Covid-19 Pandemic on operating costs



**Average % higher: 41%**



**Average % lower: 60%**

**69% state the pandemic impacted their operating costs. Most state the impact has been higher operating costs with drivers stating on average operating costs have increased by 41%.**

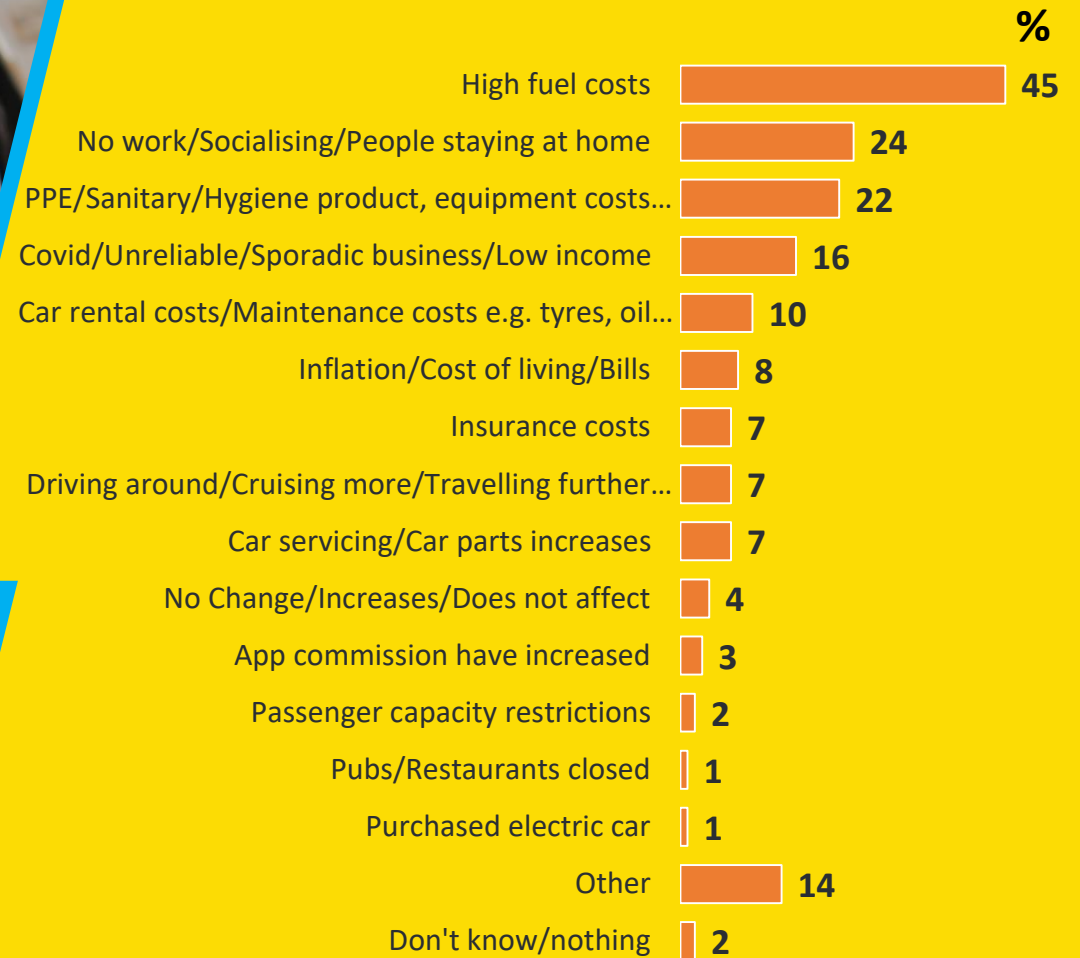
*\*Caution: Low base size*



Higher fuel costs, less demand and protection equipment have led to increased operating costs.

## Ways in which operating costs have increased

Base: All reporting higher operating costs - 190



# Measures put in place to ensure safety x driver profile

Base: 500 taxi drivers

	All Drivers	Age						Region		Area		WAT		Use....			Working at present	
		Up to 30	30-39	40-49	50-59	60-69	70+	Dublin	Outside Dublin	Main City	Small towns	Yes	No	App	Dispatch	Neither	Yes	No
Base:	500	3*	102	127	151	92	22*	256	244	433	56	98	402	46	324	91	467	33
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I wear a face covering when working	81	36	84	88	83	70	74	79	84	81	84	91	80	82	84	66	82	70
Sanitise the car/seats and handles regularly	81	100	64	85	88	80	84	79	82	80	81	86	79	90	81	72	82	58
I request passengers wear face coverings	80	54	92	82	80	69	79	77	84	80	80	88	78	86	83	66	81	69
I ensure the car is ventilated by keeping the window open	73	-	78	84	75	59	66	72	75	72	78	79	72	79	77	55	74	67
I have installed a temporary dividing screen	61	64	71	60	63	49	56	67	52	64	37	64	60	60	67	37	62	53
I request passengers to sit in the rear of the vehicle	59	36	46	61	69	53	67	58	60	58	65	63	58	57	60	50	60	41
I restrict the number of passengers in my vehicle at any one time	49	36	40	52	58	43	37	46	53	48	56	53	48	45	50	45	50	31
I installed a debit/credit card terminal for customers	33	36	21	43	41	25	16	36	29	34	26	36	33	31	39	19	33	31
I joined a taxi app service so I could allow for cashless payment through the app	30	36	27	44	33	15	16	31	28	31	16	39	28	11	38	7	30	33
I will only accept passengers using cashless/contactless payments	7	36	10	7	7	5	2	6	10	8	4	6	7	-	8	7	7	6
Collect some form of contact details if service is hailed (i.e. no app tracing available)	6	-	4	7	7	7	-	5	8	5	13	10	5	11	5	9	6	7
Other	5	-	2	4	8	7	-	5	5	4	14	2	6	9	5	7	5	6
None of these	4	-	-	3	4	10	5	6	2	4	5	1	5	-	3	14	3	18

\*Caution: Extremely low base size

**40-49 year old's are more likely to wear a face mask when working, 50-59 year old's are more likely to sanitize the car/seats and handles regularly and 30-39 year old's are more likely to request that passengers wear face masks compared to average.**



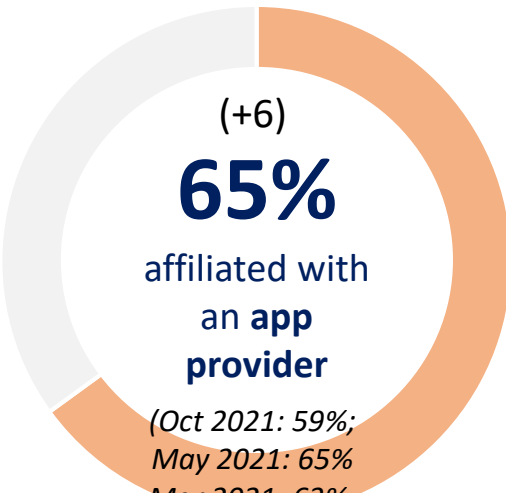
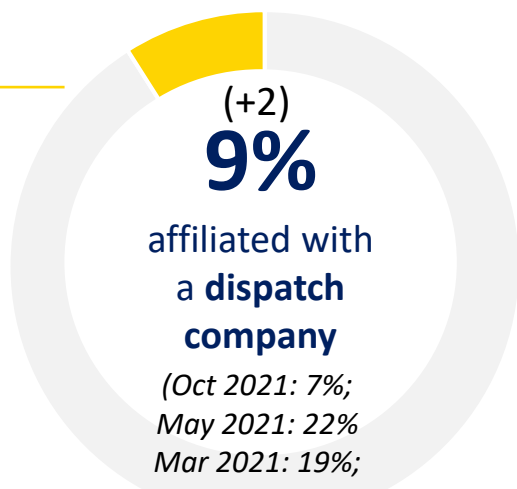


**Cashless payments**

# Taxi Driver Affiliates

Base: 500 taxi drivers

Dublin	8%
Outside Dublin	10%



(Oct 2021: 59%;  
May 2021: 65%;  
Mar 2021: 63%;  
Oct 2020: 59%;  
2019: 47%;  
2017: 35%;  
2014: 22%)

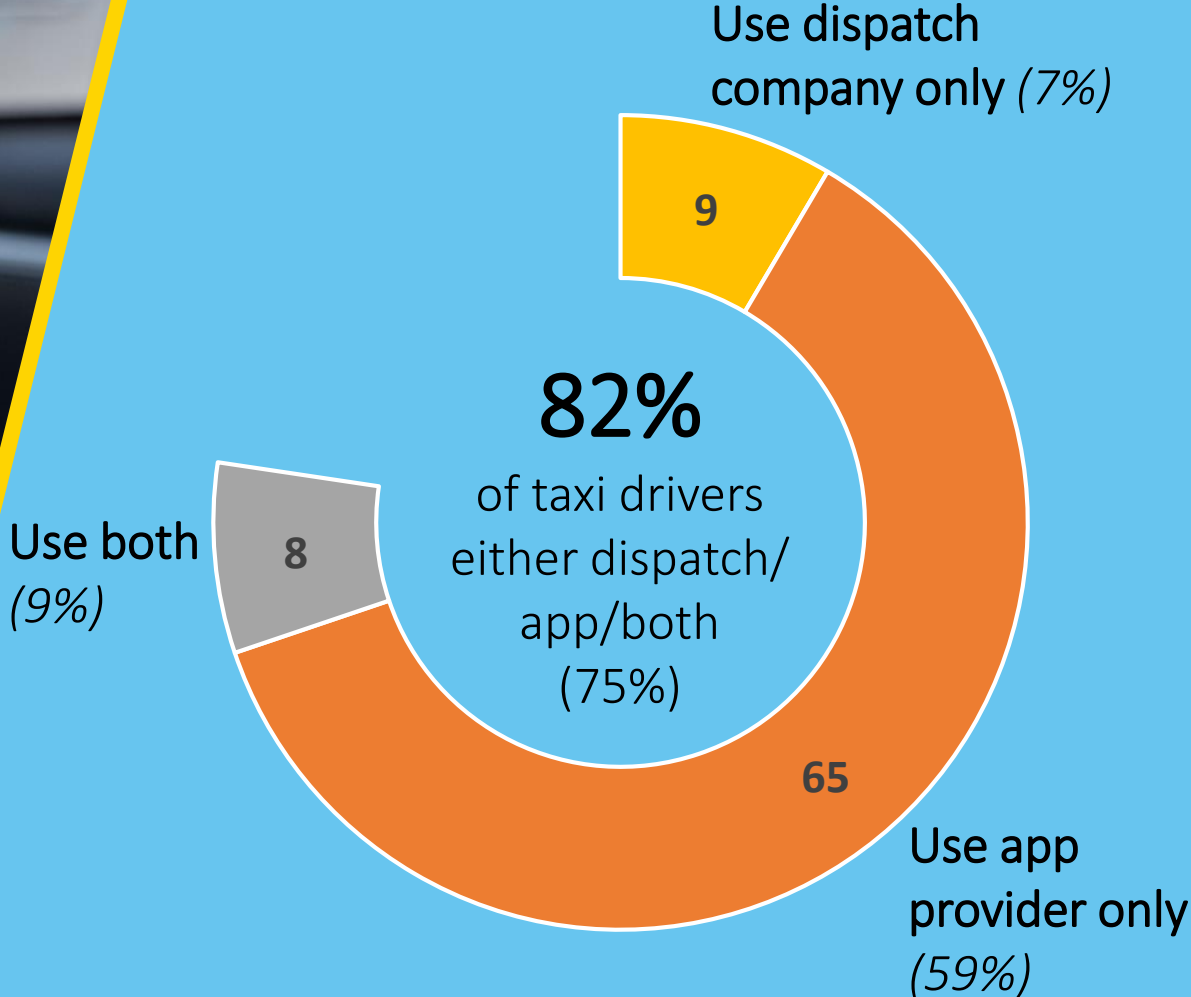
Dublin	71%
Outside Dublin	57%



(Wave 4 results)



# Use of apps/dispatch

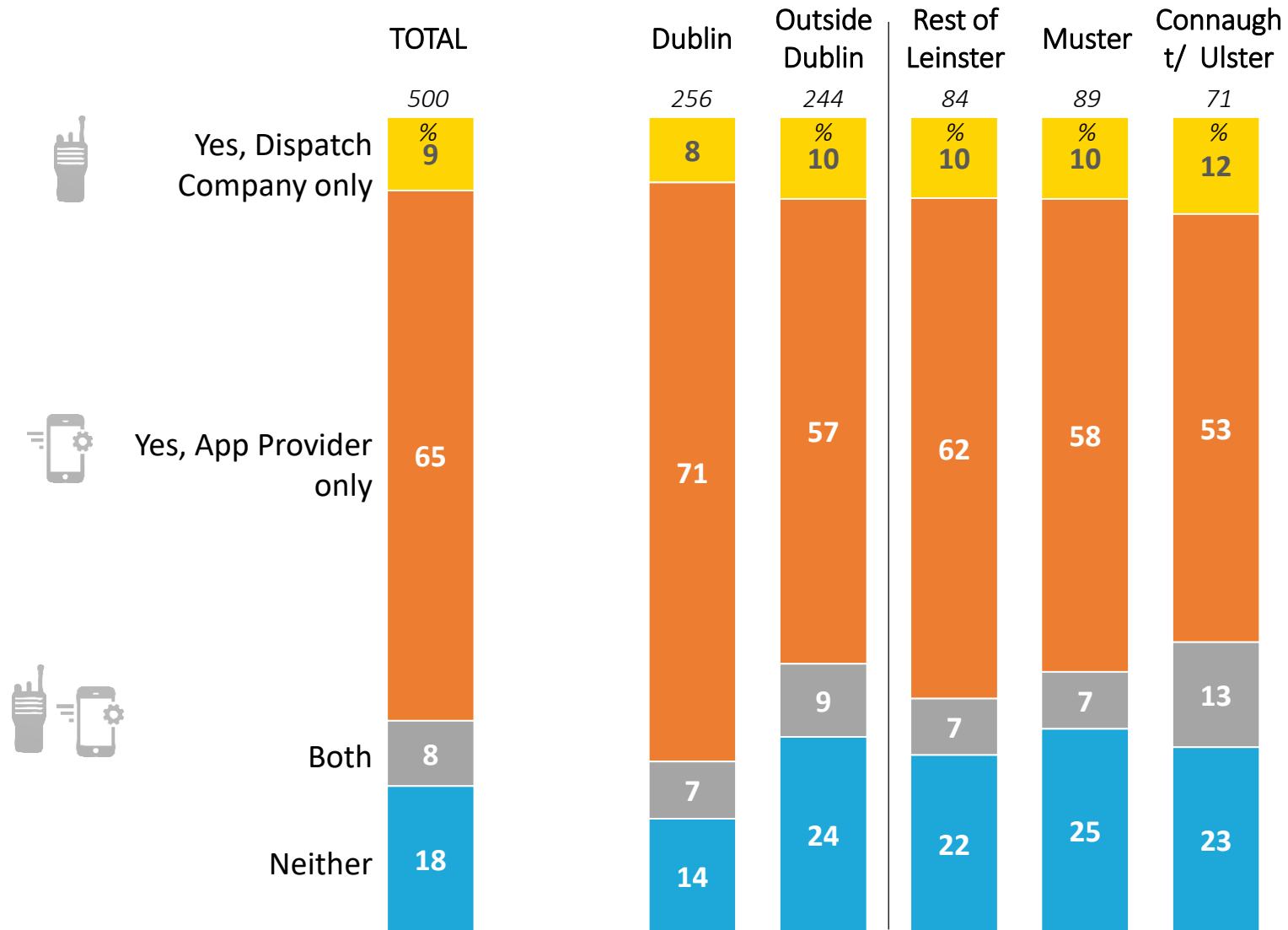


(% Oct 2021)



# Use of apps/dispatch

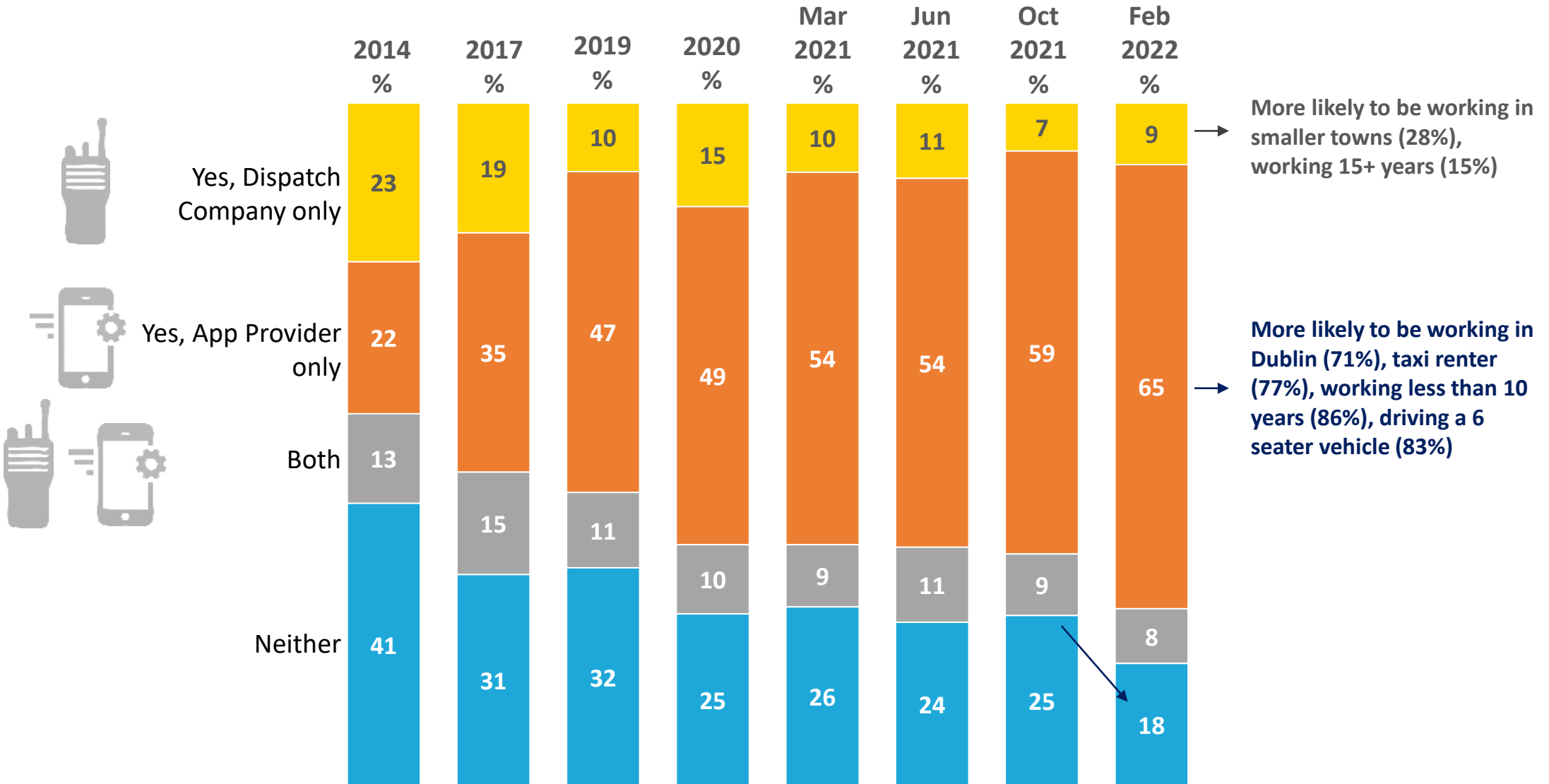
Base: All taxi drivers: 500



Most drivers use a dispatch or App provider, with more opting for an App provider. App use is higher in Dublin while outside Dublin driver are more likely to use neither an app provider or dispatch company.

# Taxi Driver Affiliates

Base: All taxi drivers: 500



More drivers are using an App provider only (+6%pts). 18% of drivers are using neither a dispatch company or App provider (-7%pts vs Oct '21).



# €64.88

is the average weekly fee  
charged by radio taxi  
companies

(2019: €99.84;  
2017: €100.00;  
2014: €94.00)



# App currently used

Base: 363 taxi drivers using apps



FreeNow (formerly MyTaxi/Hailo)



Bolt



14



Uber



6



Lynk



1

Other



1

%

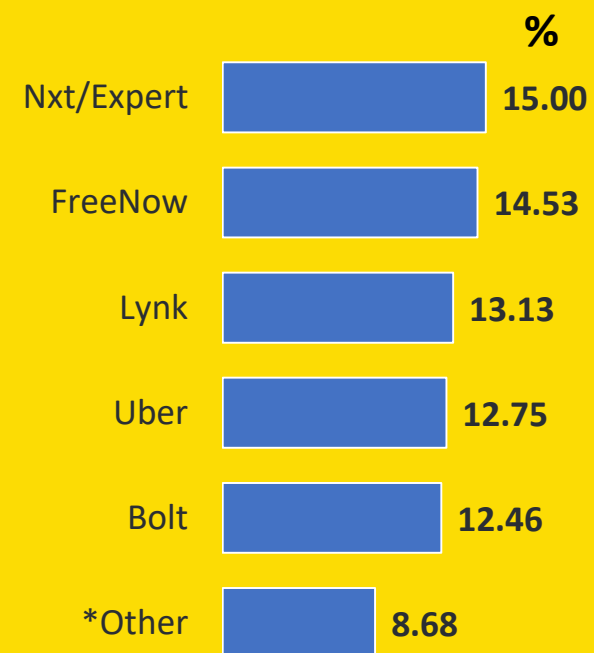
96

	2019	2017	2014
	%	%	%
FreeNow (formerly MyTaxi/Hailo)	92	90	90
Bolt	-	-	-
Uber	7	6	-
Lynk	5	6	-
Other	4	10	12

Among App users FreeNow is most prevalent.



## Nxt/Expert charges the highest fee at 15% per journey



*(Base: 363 Taxi Drivers using booking apps)*

Q.13a Thinking about the fees, approximately what percentage of each fare does your App charge?

\*Caution low base size

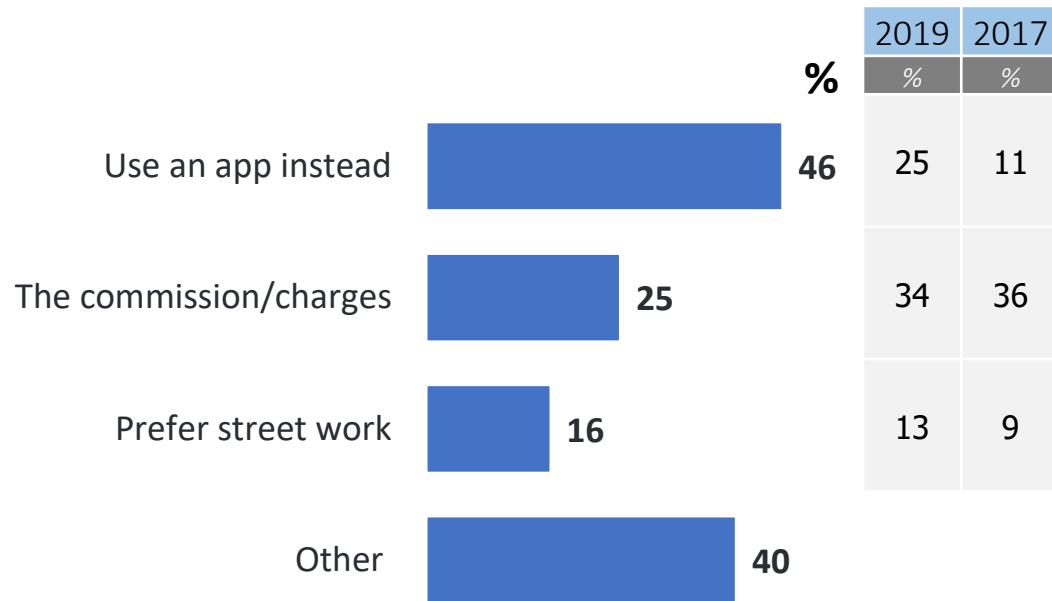


# Reasons for not using a radio company/app service

Base: 500 taxi drivers

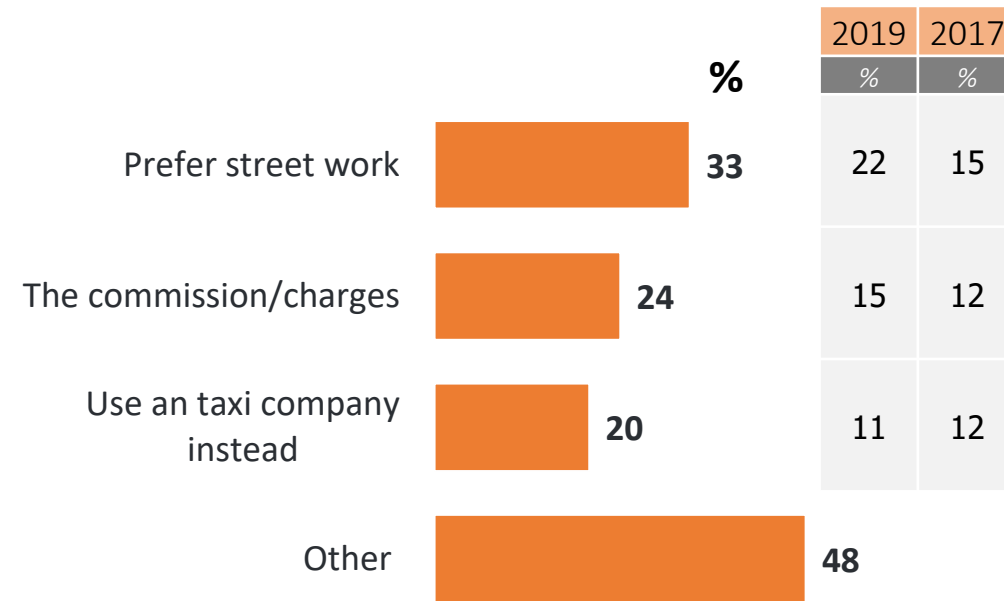
## Reasons for not using a radio company

Base: Taxi Drivers not using radio company - 415



## Reasons for not using an app service

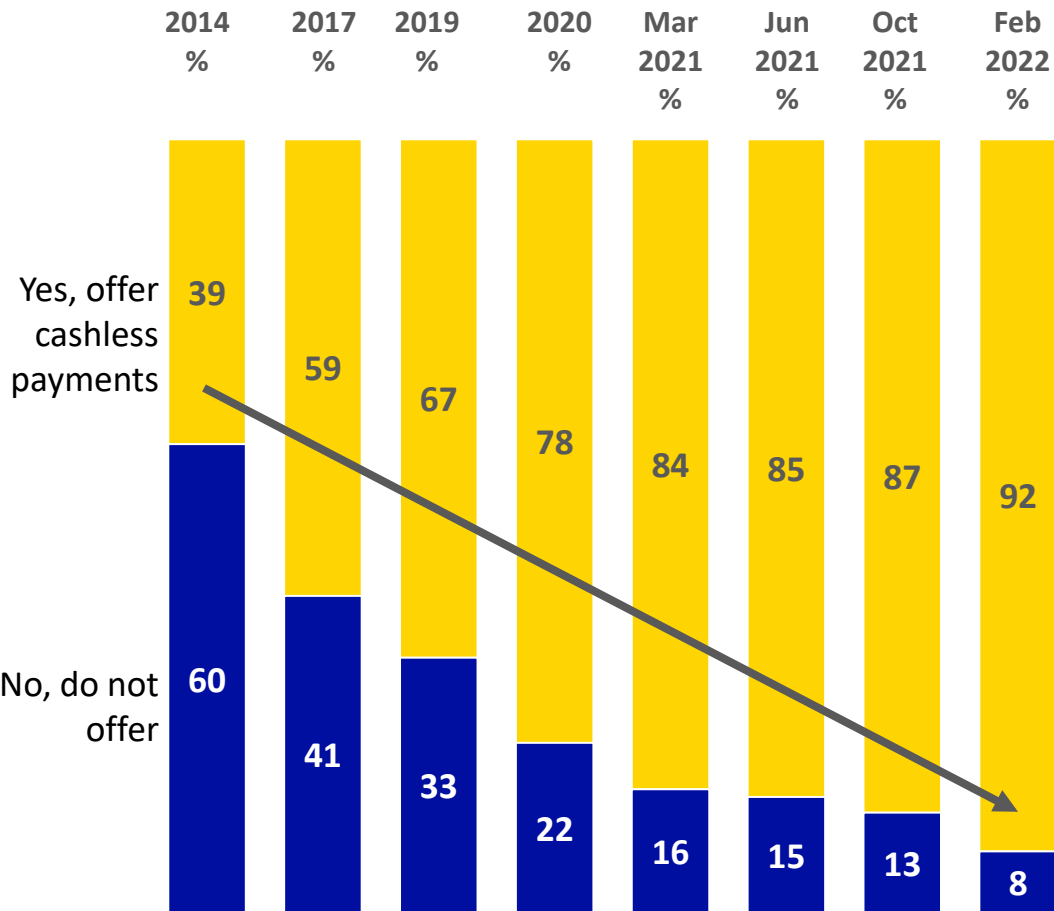
Base: Taxi Drivers not using app service - 137



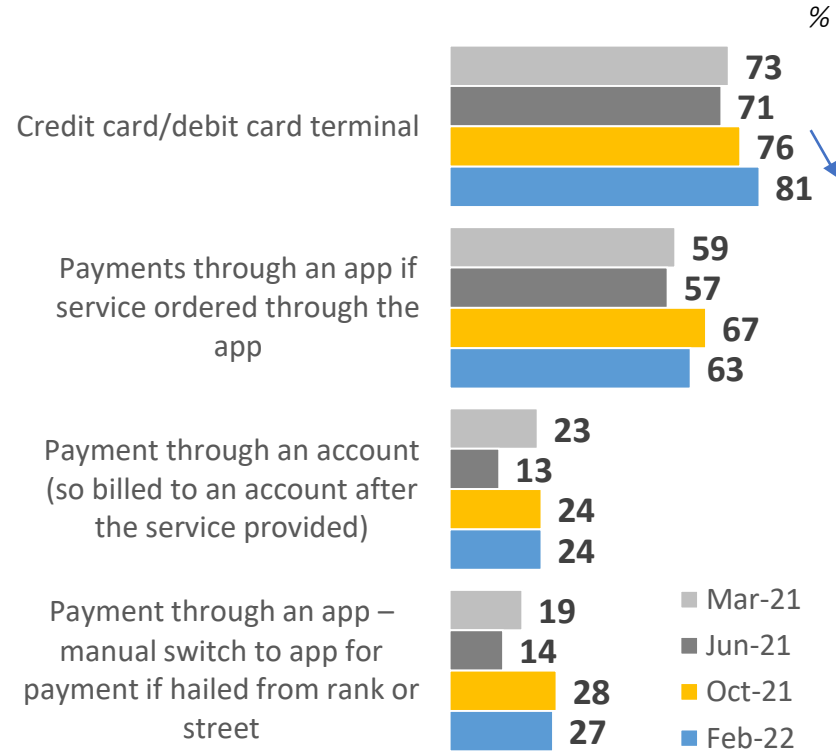
Of those who don't have a dispatch company almost half state the reason is because they use an App instead while 1 in 4 state the reason is due to the commission charge. Of those who don't use an App a third state the reason is that they prefer street work with 1 in 4 referencing the commission.

# Incidence of cashless payments

Base: 500 taxi drivers



## Type of cashless payments offered

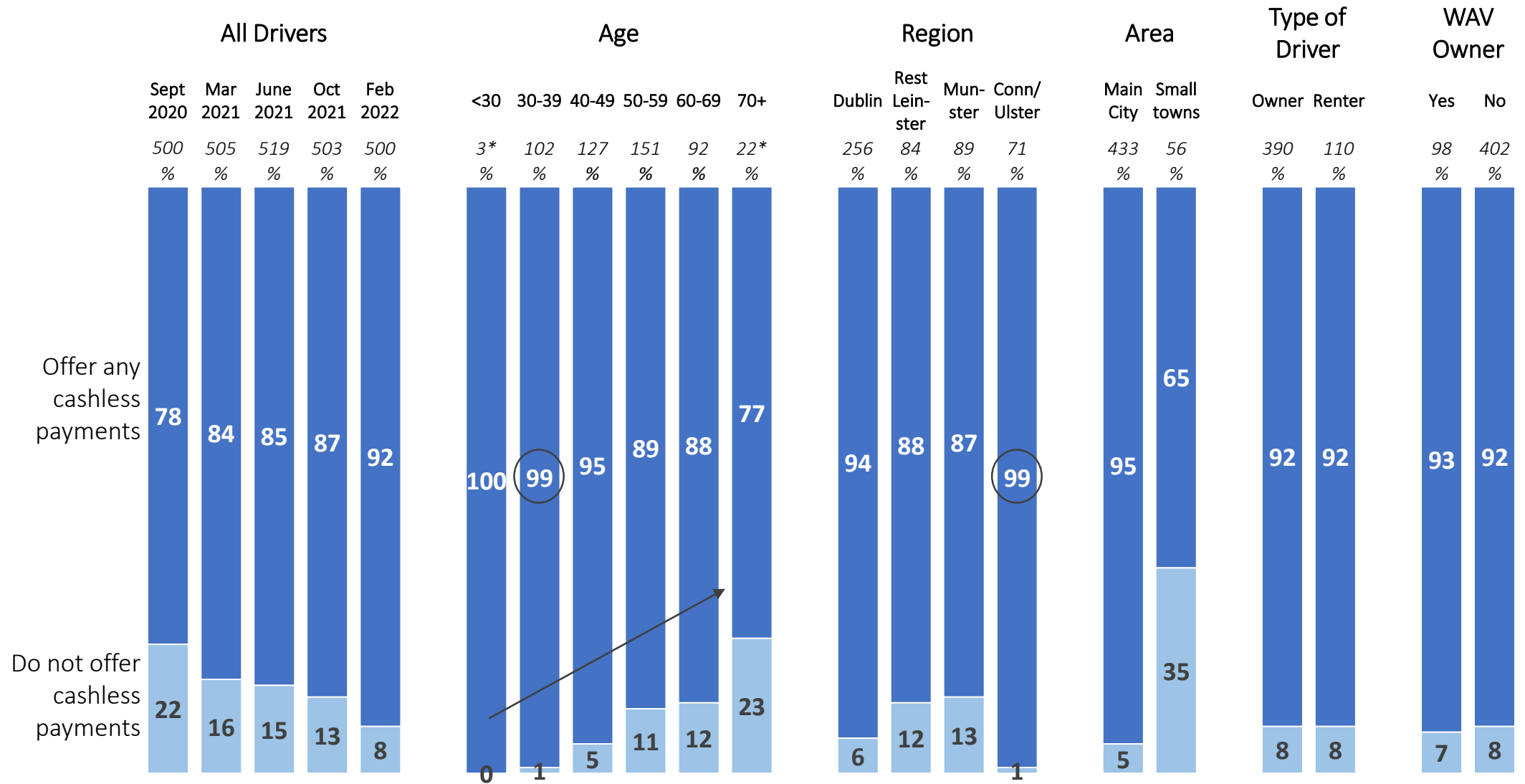


Age		
Up to 49	50-69	70+
232	243	*22
%	%	%
85	78	71
70	59	40
24	25	21
24	30	21

Incidence of cashless payment has increase +5%pts vs Oct '21. More payments are being done through credit card/debit card terminal.

# Cashless payments

Base: 500 taxi drivers

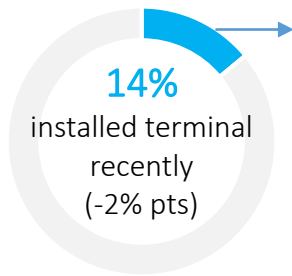


Those ages 30-39 years old and those working in Connaught/Ulster are more likely to offer cashless payments.

\*Caution: small base

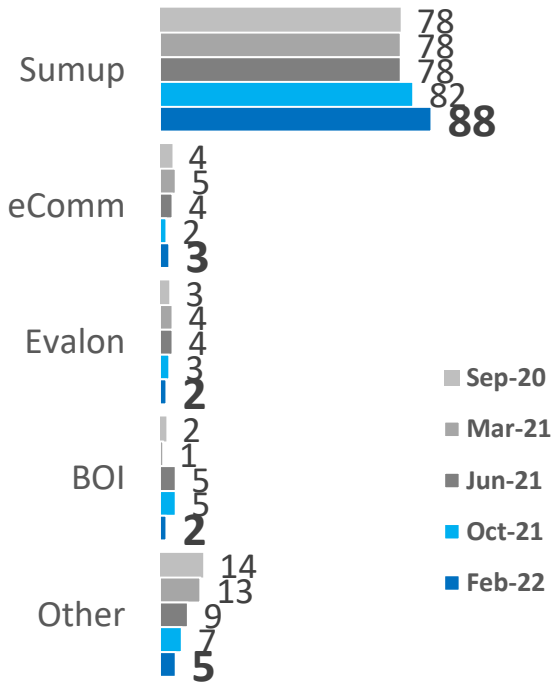
# Type of terminal used

Base: 380 taxi drivers use a credit/debit card terminal



Up to 49	18%
50-69	11%
*70+	-

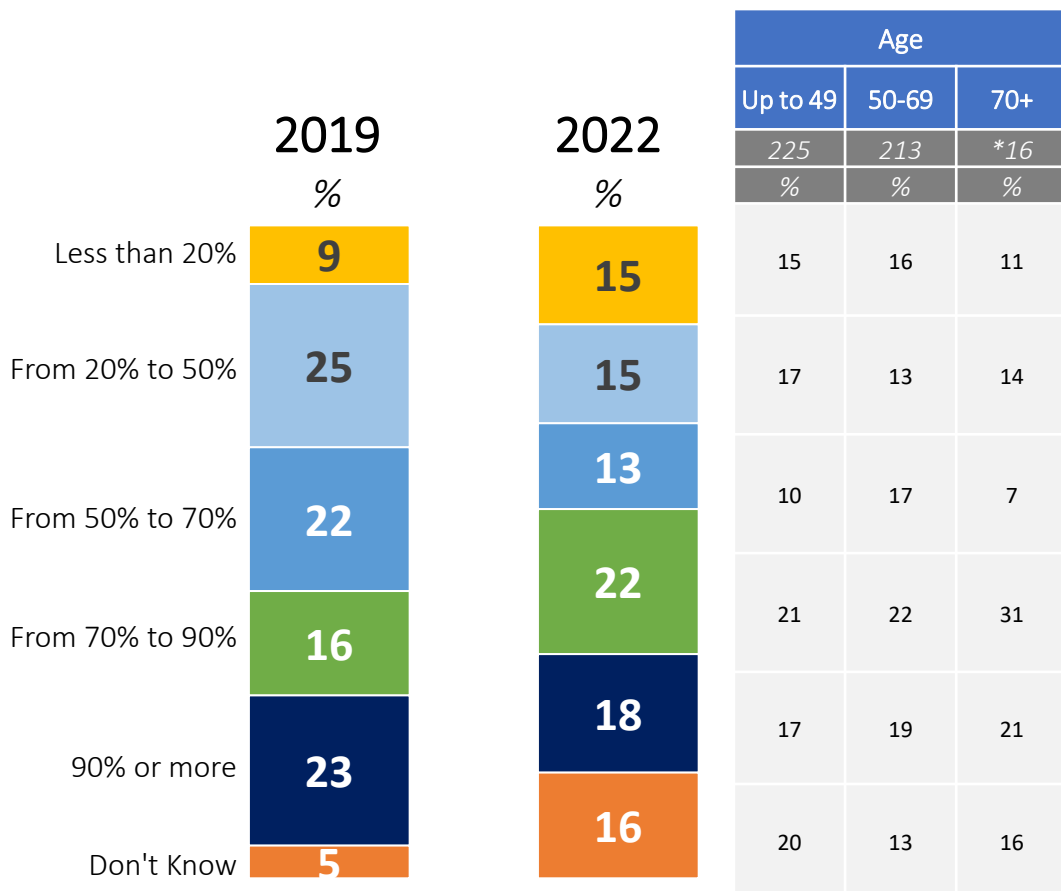
Age		
Up to 49	50-69	70+
197	186	*15
%	%	%
94	83	85
1	6	-
1	2	8
2	2	-
3	7	8



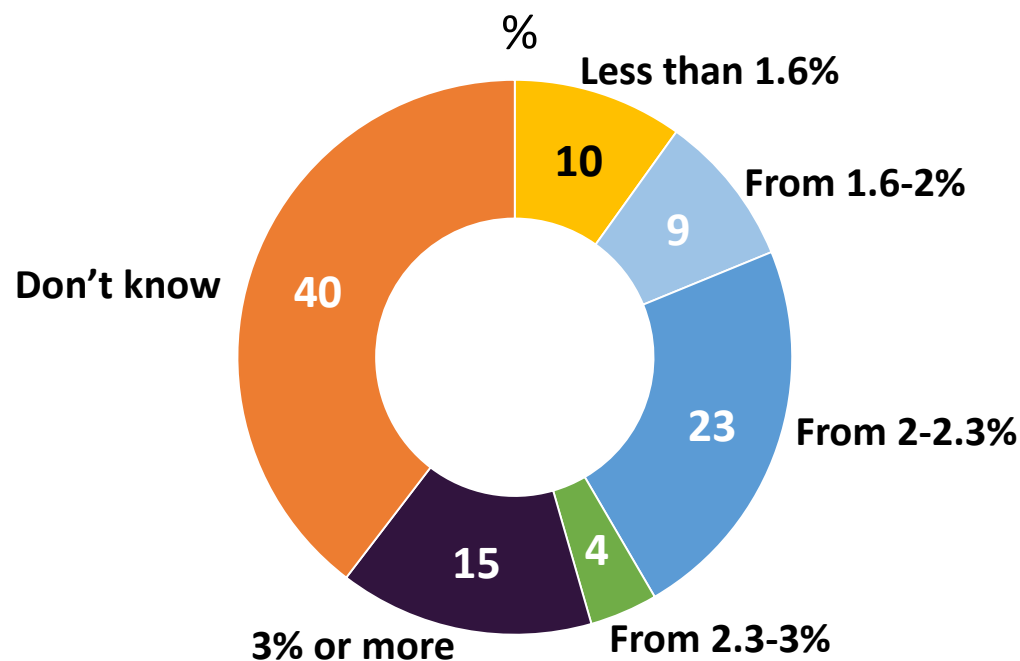
14% of those who use a card terminal installed it recently, while just almost 9 in 10 who use one have a Sumup device (+4% pts vs October 2021).

# Proportion of trips paid by cashless/contactless

Base: 456 taxi drivers with contactless payment



Percentage of each credit card payment charged by provider



**Average Credit Card Service Charge:**

**2021: 3.41%**

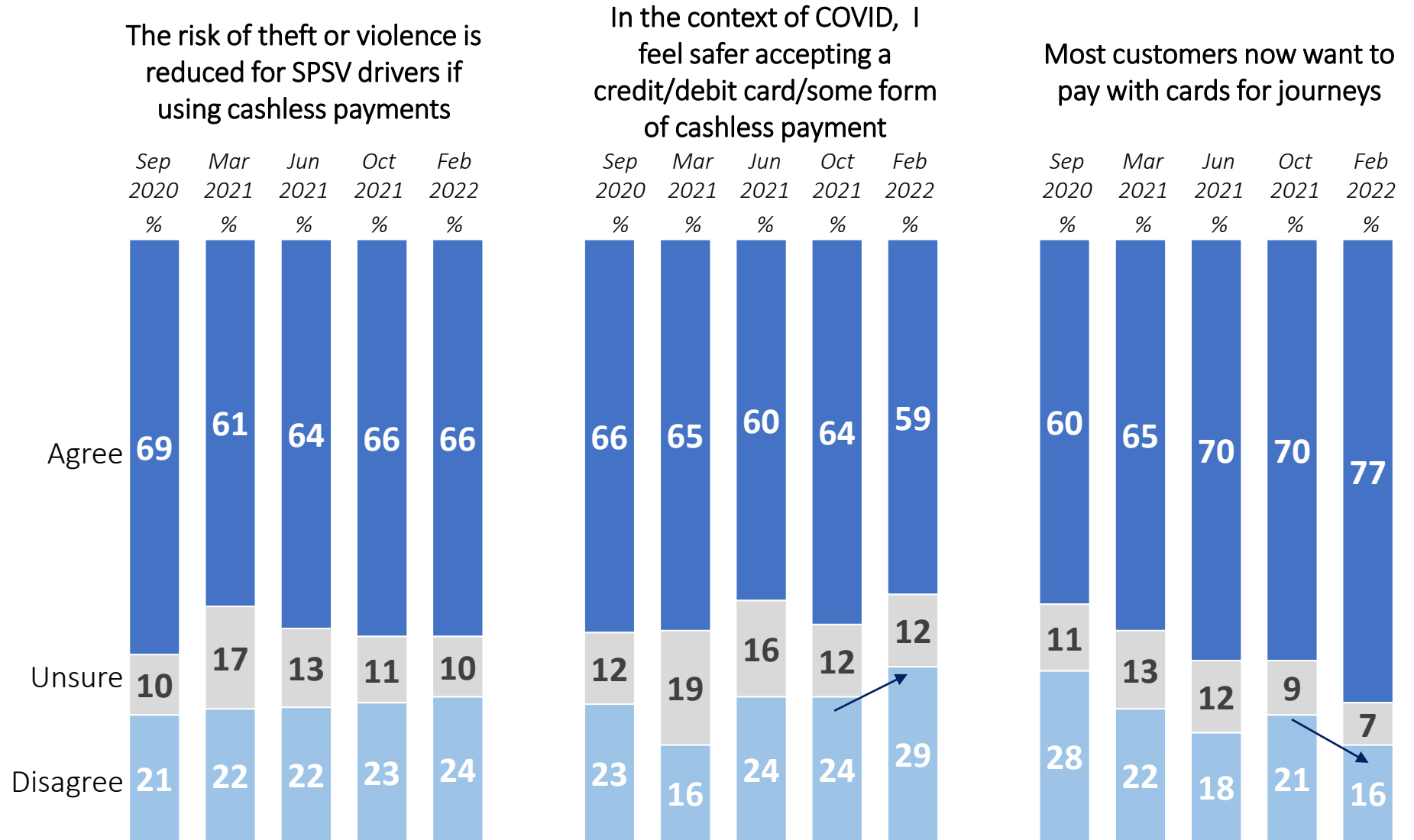
2019: 3.43%  
2017: 4%  
2014: 6%

**Average Credit Card Service Charge 2021:**

Up to 49: 3.87%  
50-69: 2.96%  
\*70+: 4.03%

# Attitudes towards cashless payments

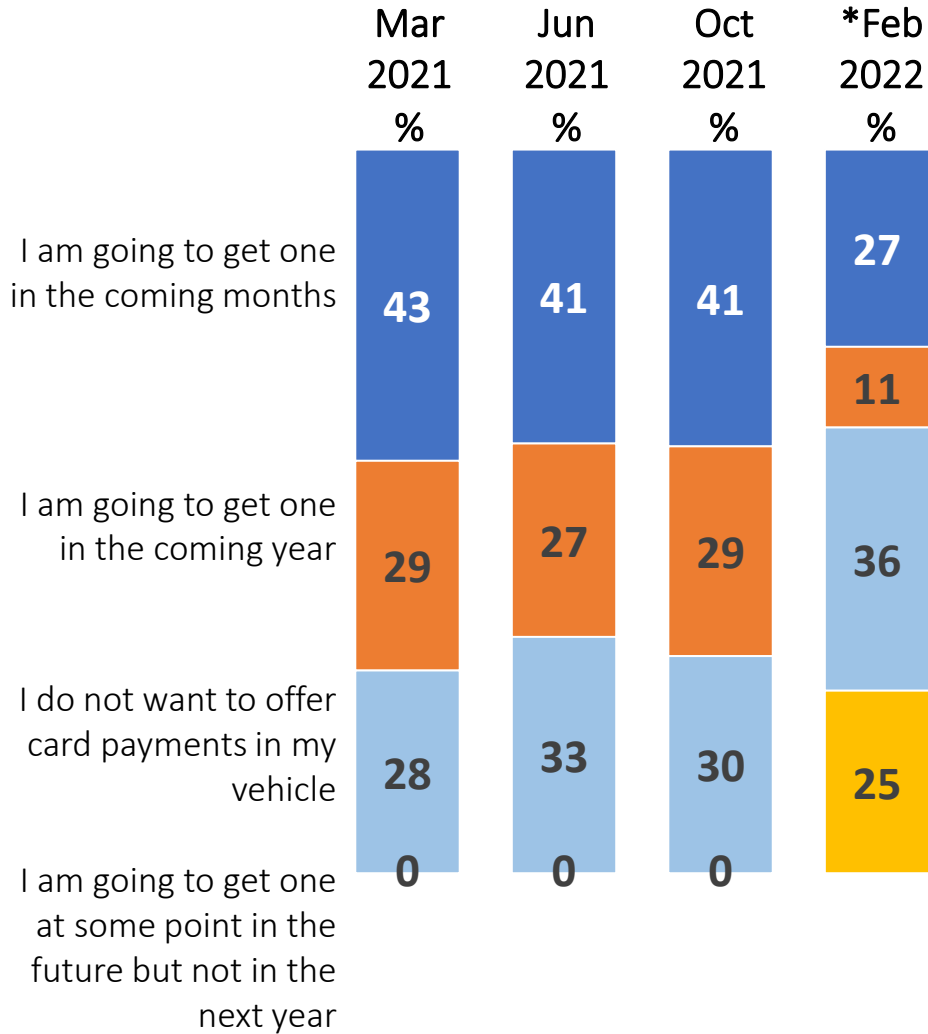
Base: 500 taxi drivers



Attitudes towards cashless payments show that although the majority of drivers feel safer accepting cashless payments this has decreased since Oct '21 (-5%pts). Increasing perception that customers want to pay with card (+7%pts vs Oct '21).

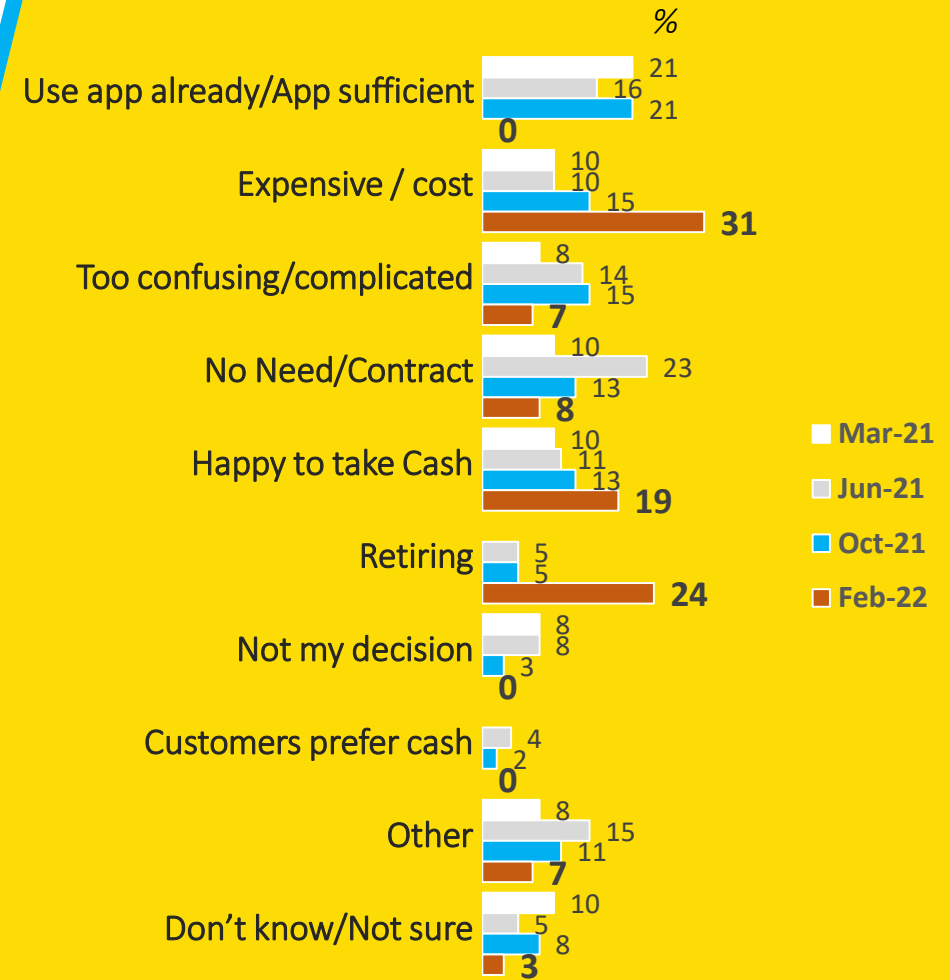
# Plan to get card terminal if don't have one

Base: 44 taxi drivers don't have a card terminal



## Reasons don't want to offer card payments in your vehicle

(Base: 14\* taxi drivers don't plan to get one)



Although the base is low among those who don't have a card terminal there is a trend towards not wanting to offer card payments (36%, +6%pts vs Oct '21).

\*Caution: small base



**Other costs**

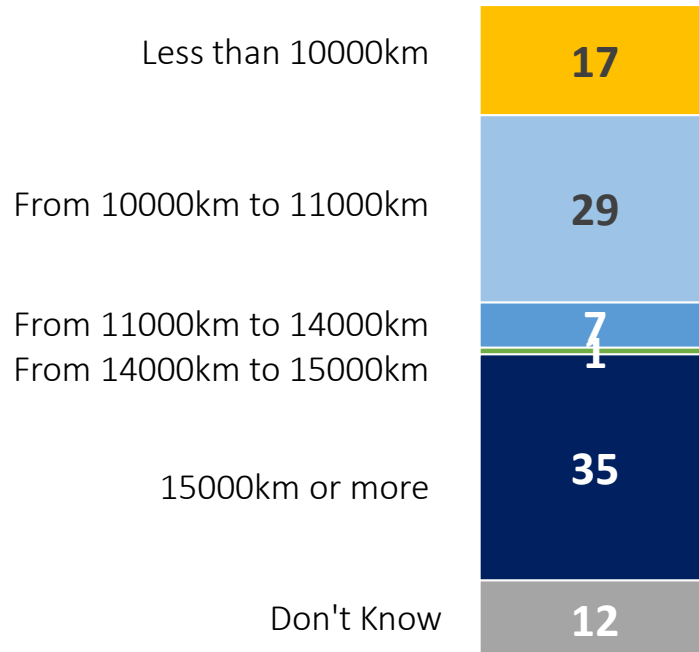


# Vehicle service

Base: 500 taxi drivers

## Frequency of getting vehicle fully serviced

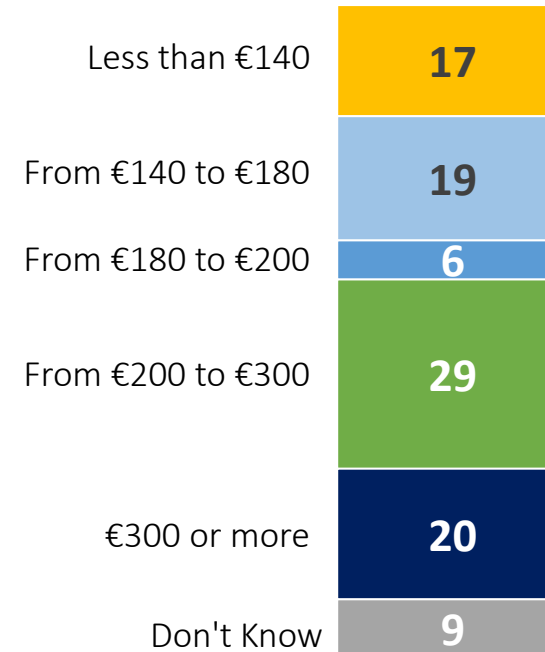
%



**Average frequency 2022:** 13,479km  
**Average frequency 2019:** 14,600km  
**Average frequency 2017:** 20,000km  
**Average frequency 2014:** 15,000km

## Cost of full service

%



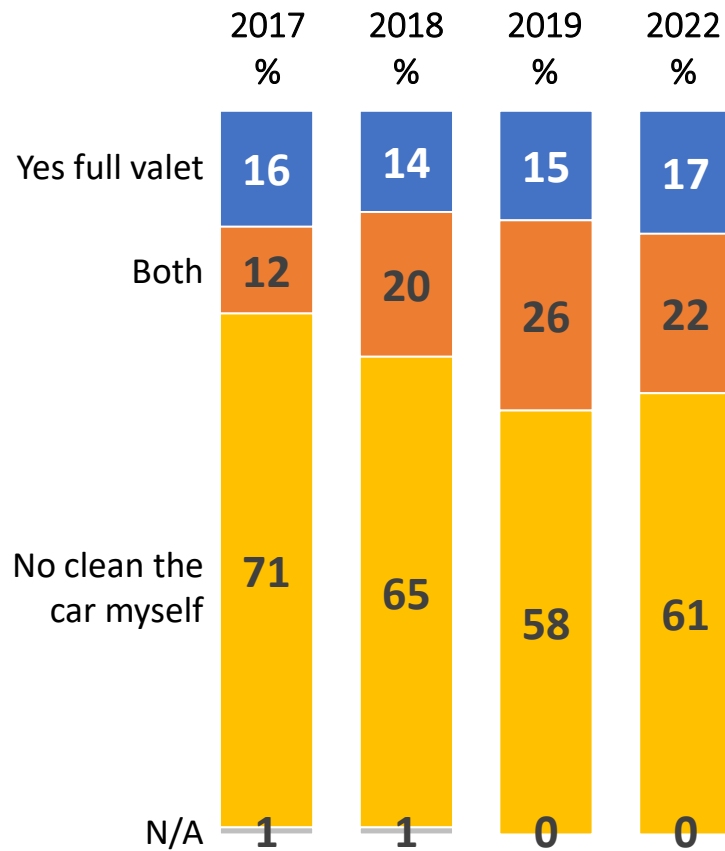
**Average cost 2022:** €210.60  
**Average cost 2019:** €227.00  
**Average cost 2017:** €200.00  
**Average cost 2014:** €174.00

**On average drivers service their vehicle after 13,479 KMs at an average cost of €210.60.**

# Full valet service

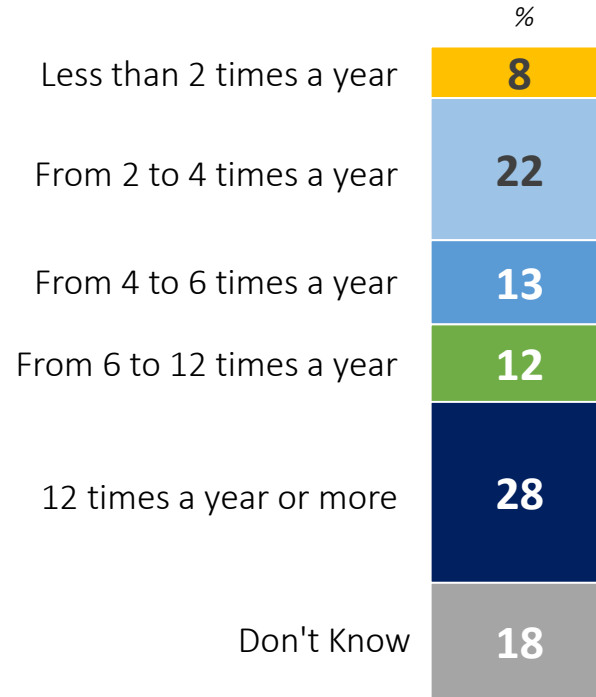
Base: 500 taxi drivers

## Valet services used



## Frequency of getting valet service

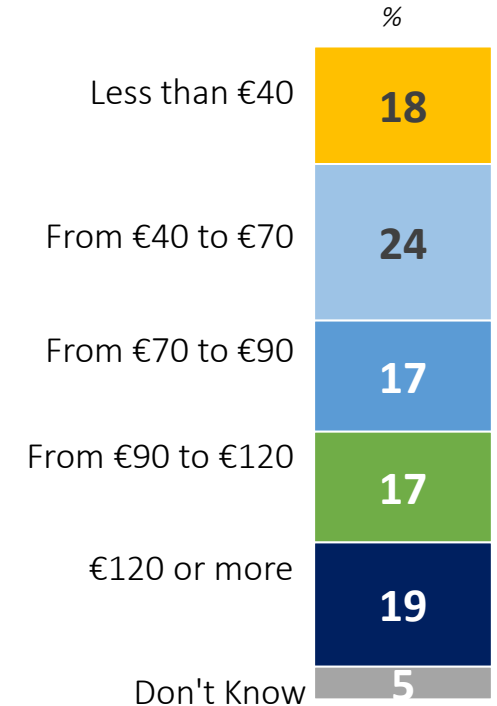
(Base: All getting valet service – 196)



*Average no. valets in 2022:* 32  
*Average no. valets in 2019:* 10  
*Average no. valets in 2017:* 5  
*Average no. valets in 2014:* 8

## Cost of full valet service

(Base: All getting valet service – 196)



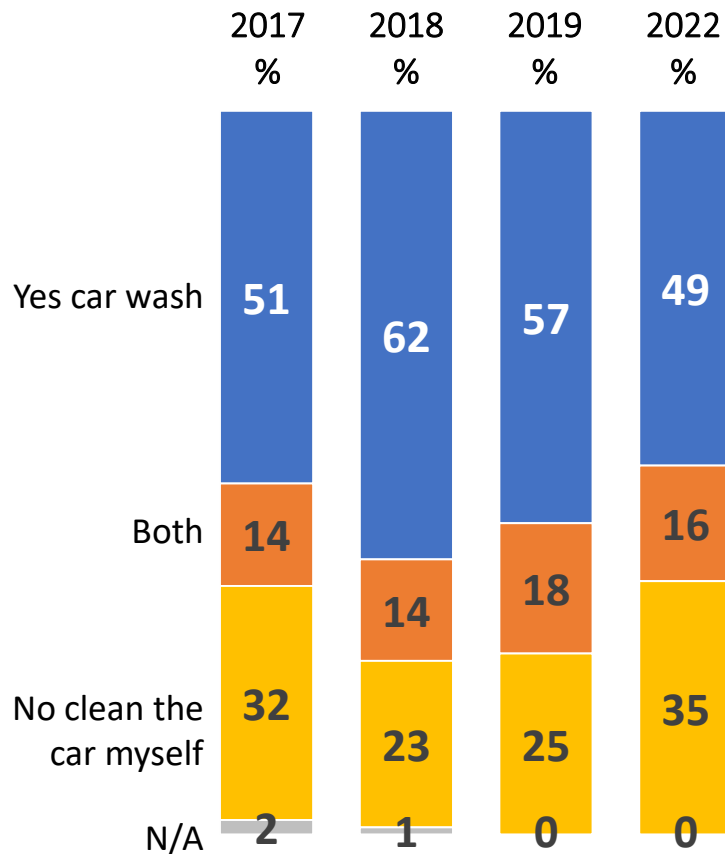
*Average cost of valet in 2022:* €82  
*Average cost of valet in 2019:* €75  
*Average cost of valet in 2017:* €83  
*Average cost of valet in 2014:* €71

**39% of drivers do a full valet service on there vehicle, of those 28% do the service 12 or more times a year with the average cost being €81.56.**

# Car wash

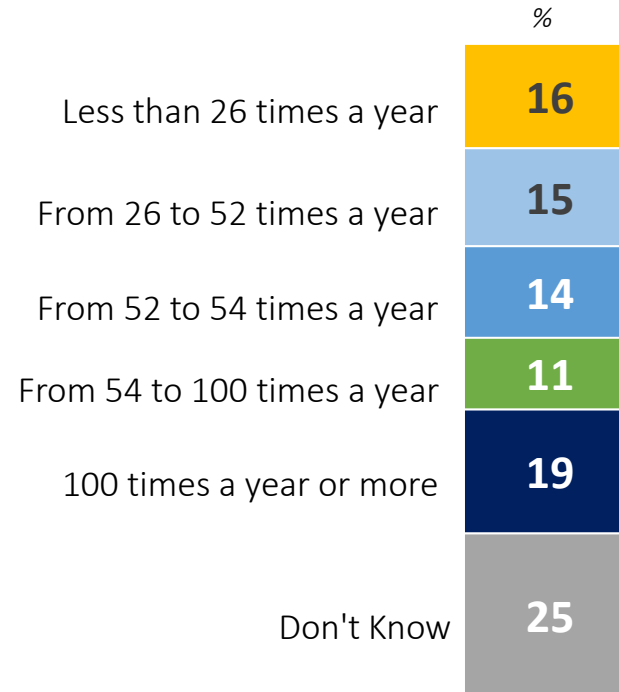
Base: 500 taxi drivers

## Car wash used



## Frequency of getting car wash

(Base: All getting car wash - 326)

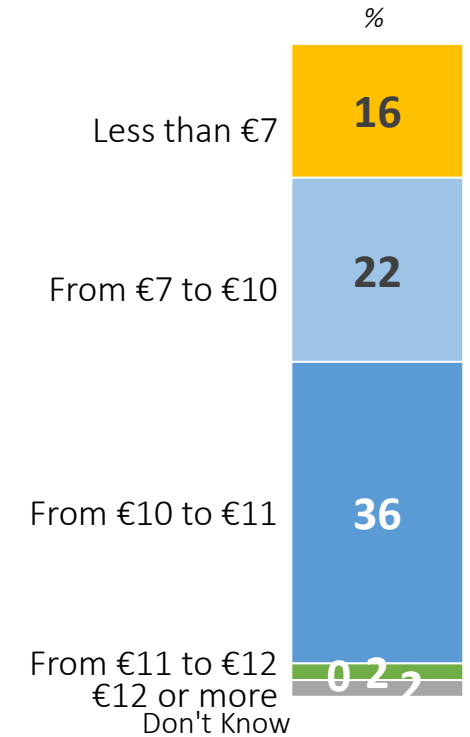


Average frequency 2022: 62 times a year

Average frequency 2019: 67 times a year

## Cost of car wash

(Base: All getting car wash - 326)



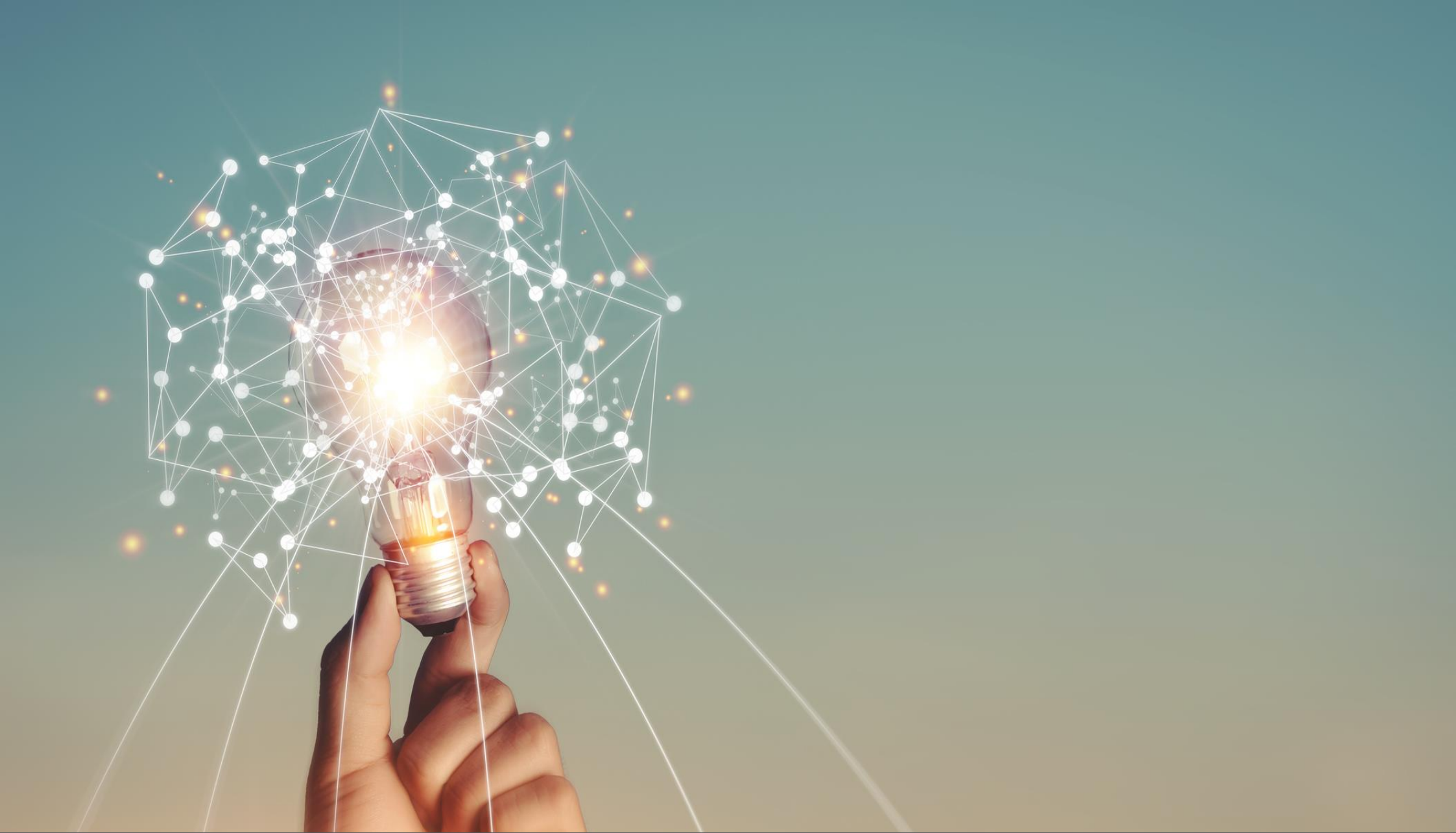
Average cost in 2022: €10

Average cost in 2019: €9

Average cost in 2017: €8

Average cost in 2014: €8

**65% get their vehicle washed at a car wash. On average drivers get their car washed 62 times a year at the average cost of €10.**



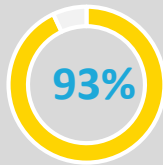
**Key findings**

# Key Findings

## Working Trend



93% of driver are working at present



Average:

- 4.5 days
- 36 hours a week

56% of those who don't work nights state they used to.

Reasons stopped working nights:

- 34% family life
- 34% personal safety

33% of those not currently working during peak business hours would consider working these hours if fares were higher.

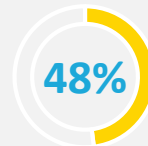
30% state that if there was strong demand for taxis on weekend nights meaning increased fares would encourage them to work.

In both these instances drivers are largely unsure of what increase in fares would encourage them to work

## Security Measures

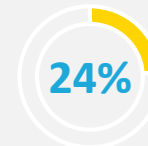


Have a dash cam:



Average spend  
€190.46

Have internal security camera:



Average spend  
€200.37

## Impact of Covid-19



Increase in drivers stating they are busier compared to pre-pandemic

Busier than pre COVID  
**19%**  
(+10)

Less busy than pre COVID  
**55%**  
(-22)

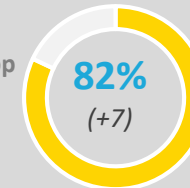
- 21% (-4) of drivers reduced insurance to private cover.
- 69% says COVID has impacted their operating costs.
- 76% (+5) of drivers availed of the PUP.

Drivers have invested in various safety measures over with 81% wearing a mask while they work

## Cashless Payments



Dispatch company /App or both:



9% dispatch company only  
65% App only

- 92% (+5) of taxi drivers have cashless/contactless payments available.
- 55% pay via cashless/contactless payments.

Attitudes NET Agree:

**66%**  
(=)  
Risk of theft or violence is reduced

**59%**  
(-5)  
In context of COVID feel safer

**77%**  
(-7)  
Most customer want to pay with card

## Other Costs



Vehicle services

Average frequency: 13,479 KM  
Average cost: €210.60

Car valet

39% of drivers do a full valet  
28% of who do a valet at least 12 times a year  
Average cost: €81.56

Car wash

65% of drivers get their vehicle washed  
Average frequency: 62 times a year  
Average cost: €10.21

## Explanatory Note

In some instances throughout this report, the figures in any one chart may not add to 100%. While in some cases this may be down to the fact that the respondent was given multiple answer options and allowed to select more than one.

In others, where the figures are one or two percentage points off 100%, the reason is likely to be a rounding error. This is a standard occurrence in market research statistics and does not negate the accuracy of our findings.