

TAXI CONSUMER RESEARCH

March 2024

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. This is a standard occurrence in market research statistics and does not negate the accuracy of findings.



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Key findings

1. Introduction



Introduction

This report details the findings of a representative survey of taxi users in Ireland (February/March 2024).

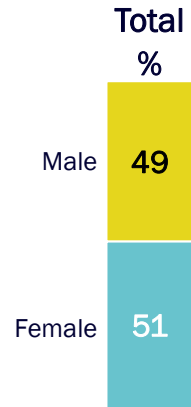
This survey sets out to understand current and expected usage of taxis with a focus on electric vehicles and wheelchair accessible taxis (WAT). The information will be used to contribute to future plans for the industry.

Where possible, this report compares findings with previous survey results from 2019, 2021, 2022 and 2023, with the Covid survey results (2021 and 2022) highlighted.

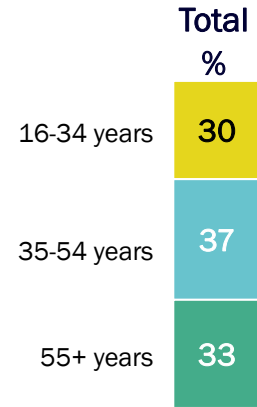
Profile of respondents

Base: All adults - 1,005

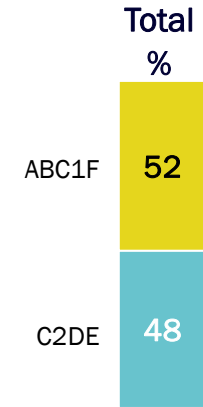
Gender



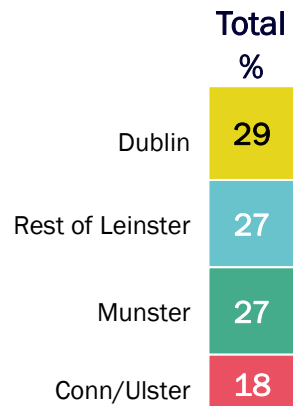
Age



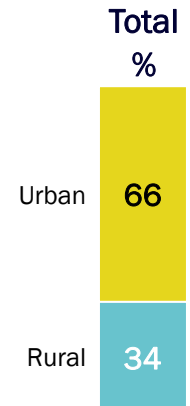
Social Class



Region



Area



Require Wheelchair Accessible Vehicle



Objectives

The core objective of this survey was:

To gain a nationally representative view of incidence and frequency of taxi usage in Ireland

This research covered:

- Incidence of taxi usage both in itself and in the context of other public transport modes.
- Usage behaviour with regard to ordering.
- Usage and preference for electric taxis.
- Taxi experience for WAT users.
- Understanding of how safe consumers perceive taxis to be.
- Understanding of fares and electronic payments.
- Attitudes towards taxis.



Methodology:

A representative survey of taxi users in Ireland



Sample Size:

1,005 adults

767 taxi users past 12 months

652 used a taxi in the past 6 months

228 used a taxi in past fortnight



Quota Controls:

Quota controls in place for gender, age, social class, region and area to match demographics.

Weights:

Population weights have been applied on the sample to ensure representivity.



Fieldwork Dates:

2024: 20th February to 4th March 2024.

Context:

Since 1st September 2022 cashless payment facility regulations have been in place.

Since 1st January 2023 the NTA has introduced a new €250 fixed payment notice for the refusal by a driver to carry a passenger in a wheelchair and increased from €40 to €250 the fixed payment notice for refusal to carry a guide or assistance dog.



B&A Acumen Panel:

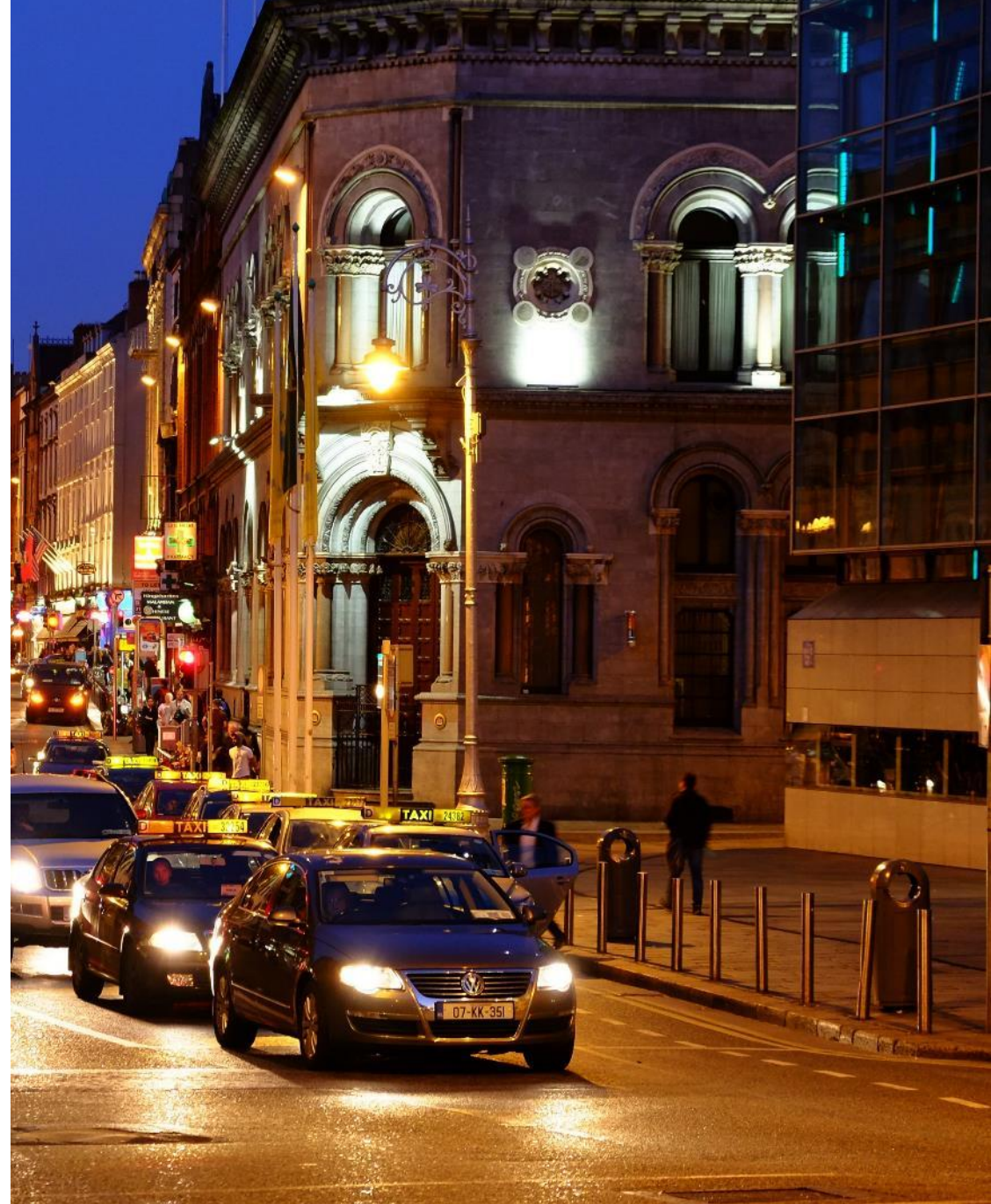
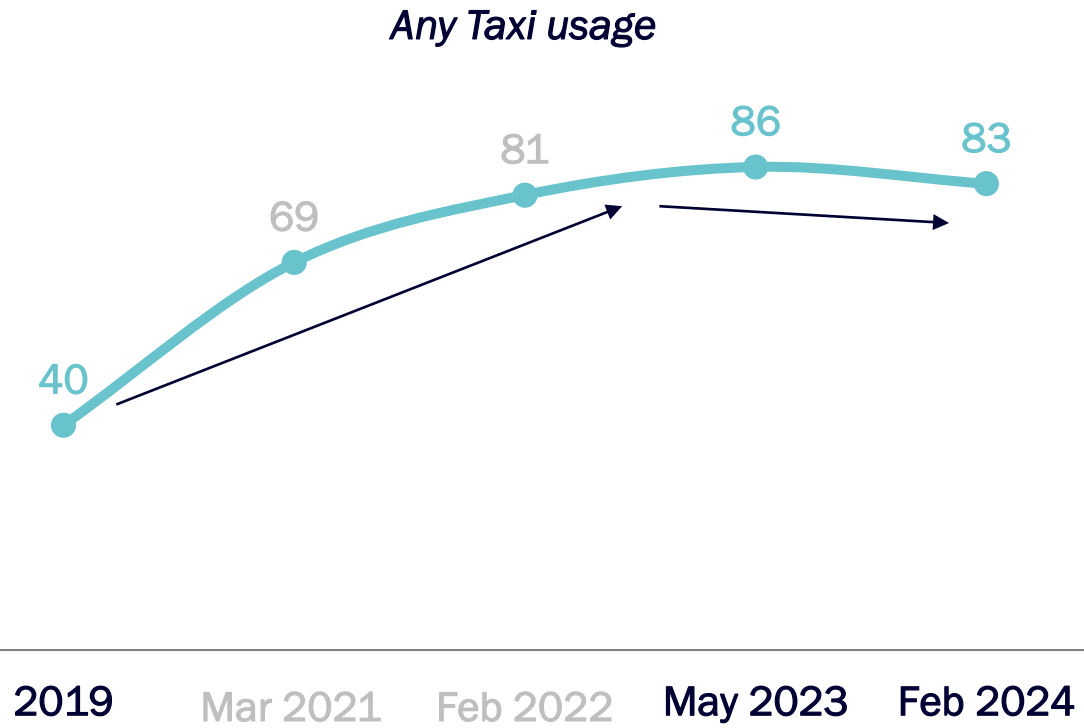
Survey was conducted online by inviting relevant demographic cohorts from the acumen panel membership through quotas to participate.

2. Taxi usage in context of public transport usage in general



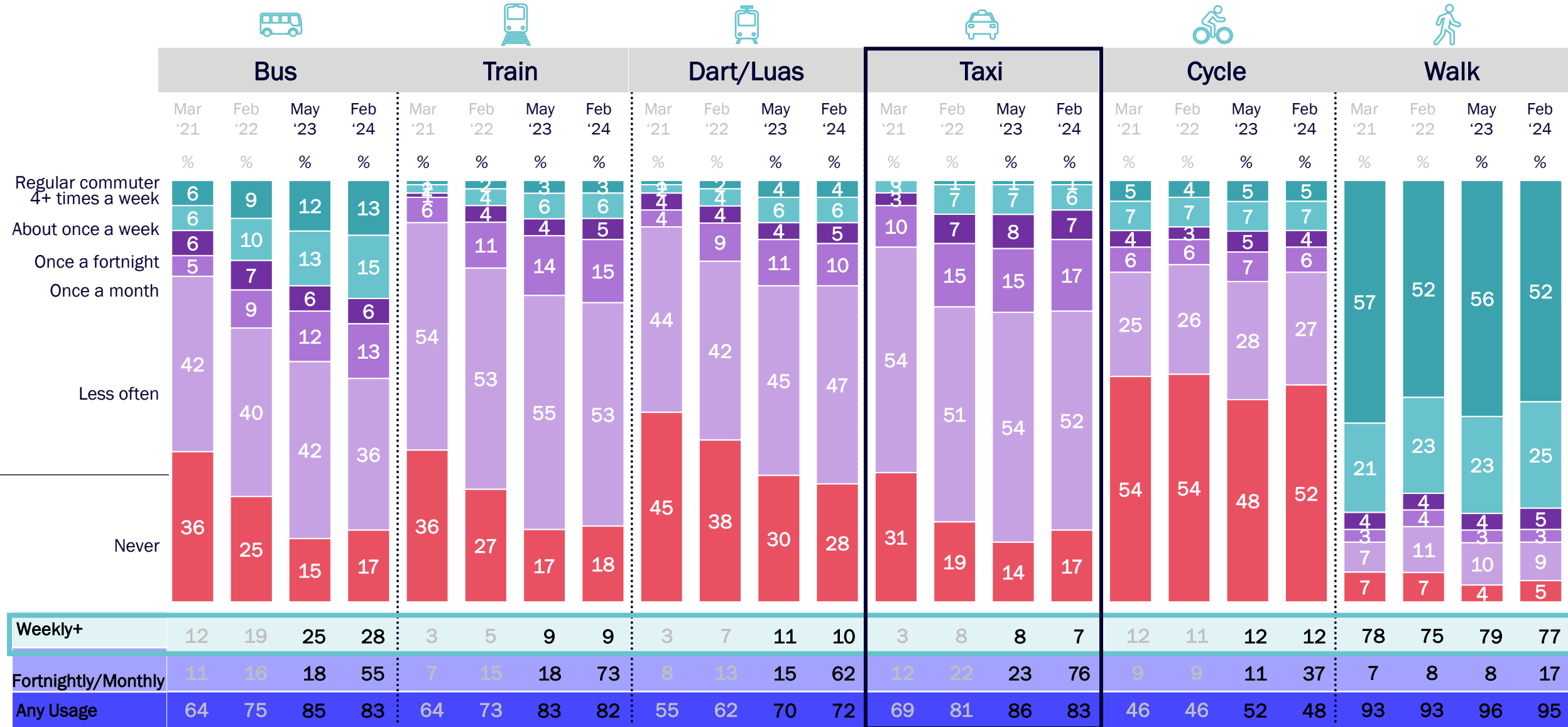
Taxi usage

Base: All adults - 1,005



Transport usage

Base: All adults - 1,005

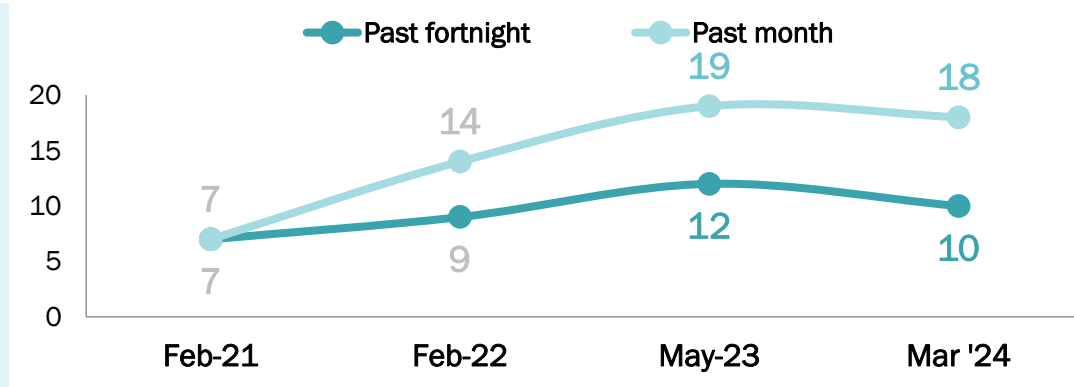
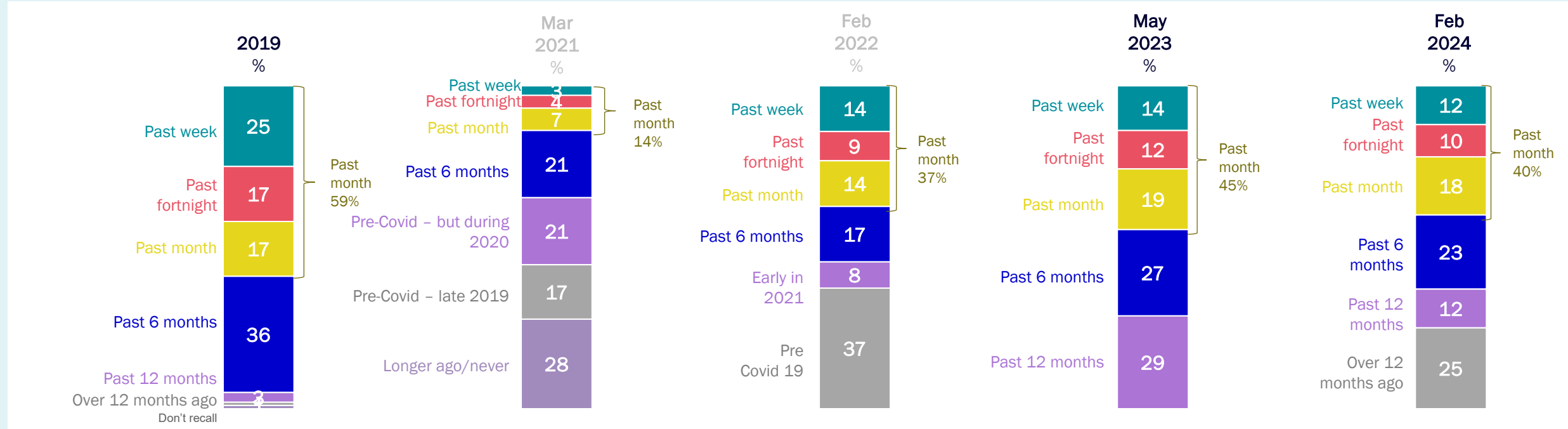


A photograph of three people sitting in the front seats of a car. The driver is a Black man in a light blue shirt, looking forward. The passenger is a woman with blonde hair in a dark jacket, looking towards the driver. In the foreground, the back of a man's head and shoulder in a blue jacket is visible. The text '3. How has consumer demand changed?' is overlaid in large white font on the left side of the image.

3. How has consumer demand changed?

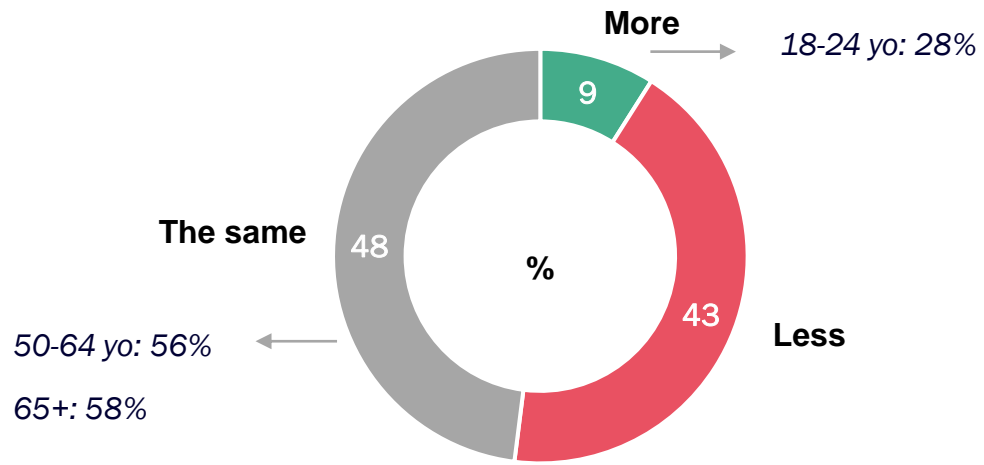
Taxi usage

Base: All adults - 1,005



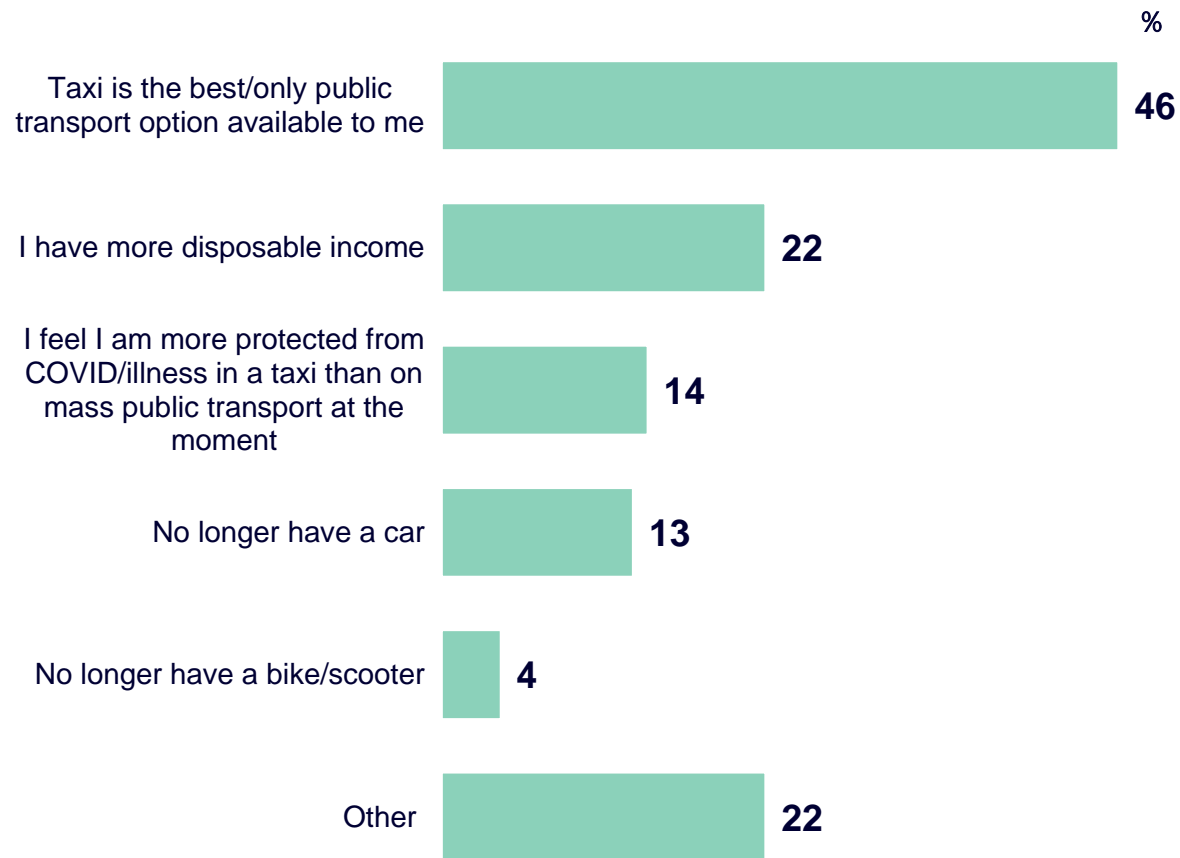
Just under half state they are using taxi services the same amount as they were 12 months ago

Base: All adults - 1,005

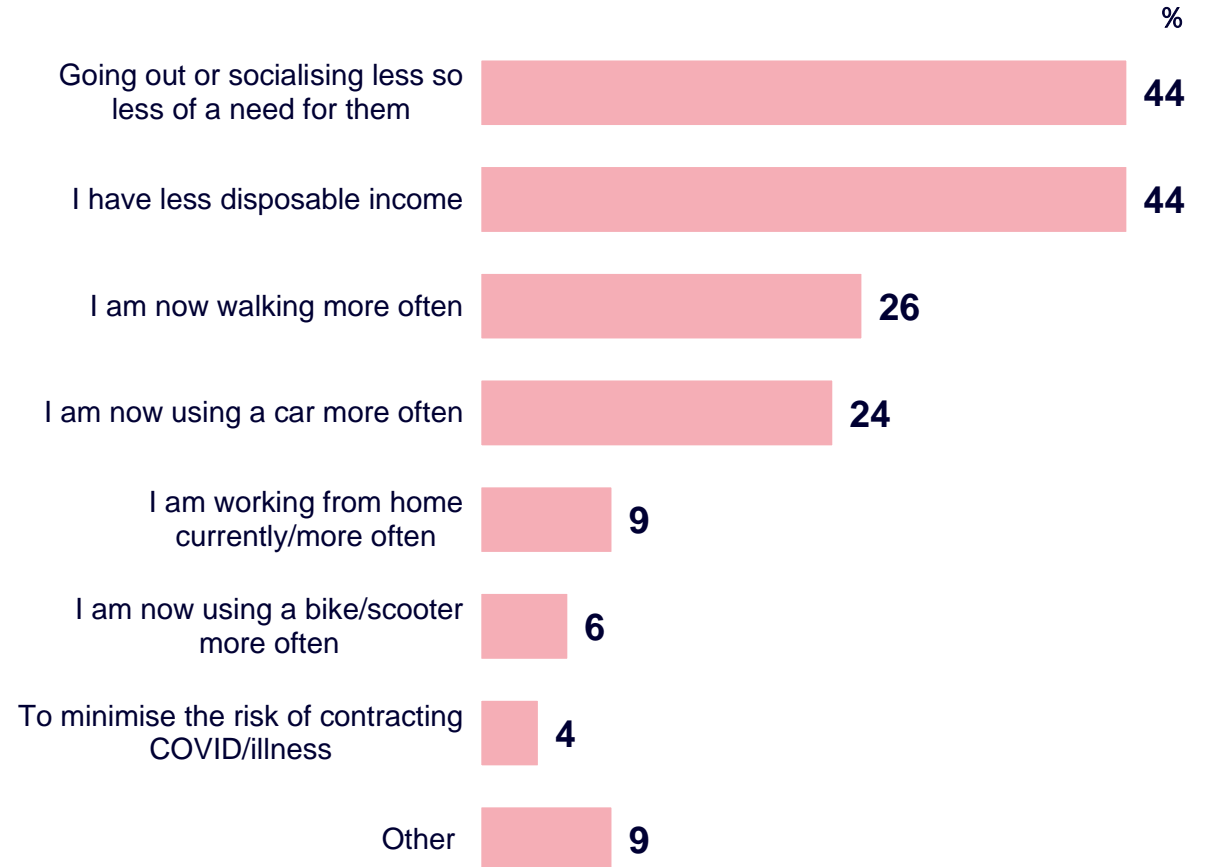


Reasons for decreasing taxi use are *going out or socialising less* and *having less disposable income*. Of those who are using taxis more the key reason is that a *taxi is the best/only public transport option available to them*

Base: All using taxi services more in the last 12 months: 91



Base: All using taxi services less in the last 12 months: 429



Reasons for taxi journey on last occasion highlights *socialising* and *drinking alcohol* are key reason driving taxi use

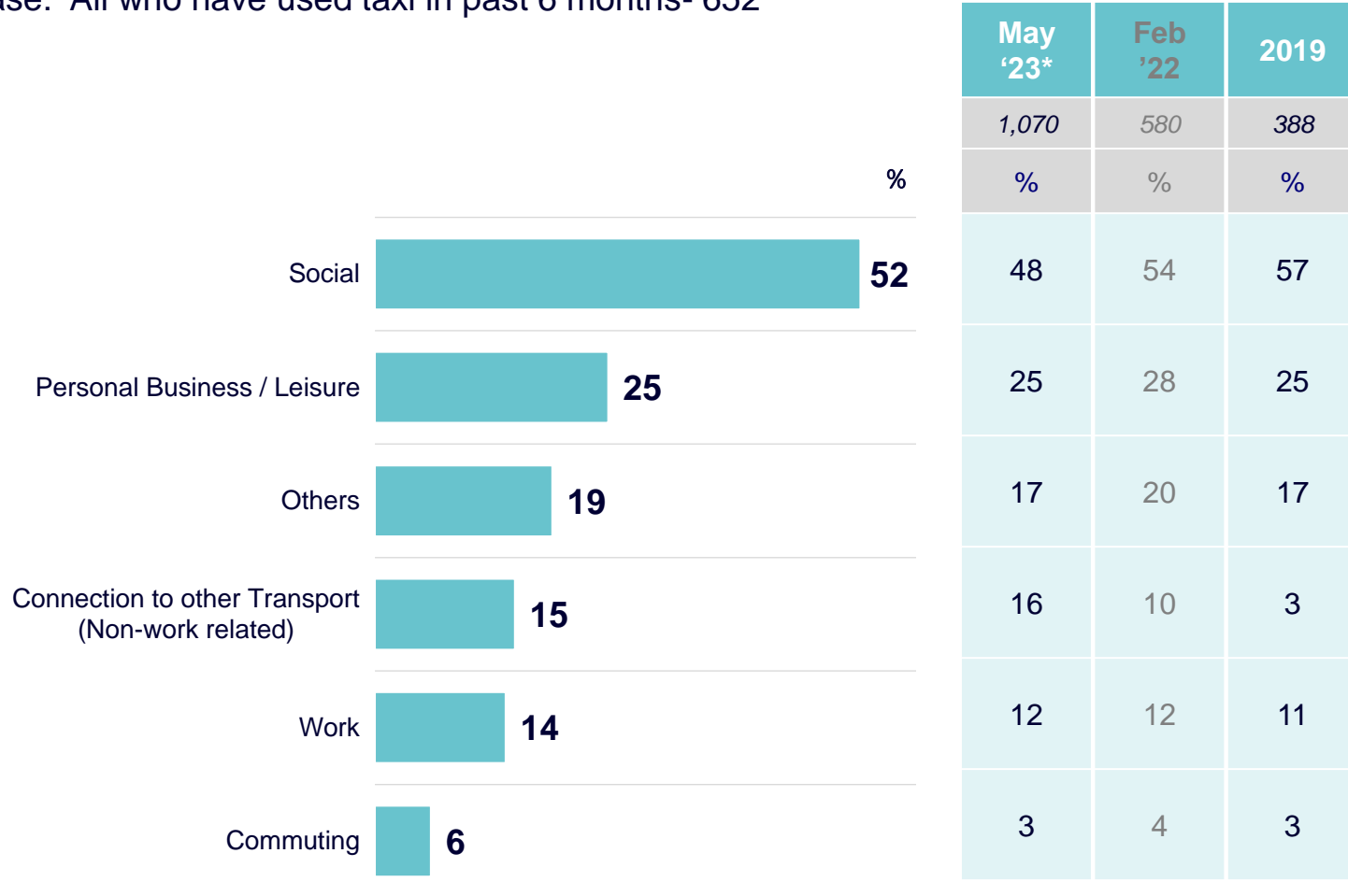
Base: All who have used taxi in past 6 months- 652

		May '23*	Feb '22	2019
		1,070	580	388
	%	%	%	%
Socialising/Recreational (night out, going to cinema, etc.)	37	36	43	43
Had been drinking alcohol so I couldn't drive	28 → 50-64 yo: 37%	21	23	25
Going to the airport (leisure related)	12	13	23	2
Shopping trip (or leisure related)	10	8	8	9
Personal reasons/hospital appointment, etc.	10	12	13	8
Going to the airport (work related)	7 → 18-24 yo: 15%	5	5	5
Going to visit friends/family	7	7	9	9
In the course of business/work	6	5	7	4
Commuting to/from work	6	3	4	3
Taxis are quicker door to door	6	5	6	2
Taxis take me exactly where I want to go	6	7	8	3
It was raining/bad weather	5	4	7	4
Going to the train/bus station/ferry (work related)	4	3	1	2
Going to the train/bus station/ ferry (leisure related)	3	4	3	1
Too much luggage/bags for public transport	3	2	2	1
Prefer not to travel on public transport	2	1	2	0
I was lost so I took a taxi	1	1	0	1
Wheelchair accessible taxis are the only form of transport available to me	-	-	0	1
Other	3	3	4	7

*previous data based on users in the past 12 months

Reasons relating to socialising are key when asked the reason for using a taxi on the last occasion

Base: All who have used taxi in past 6 months- 652

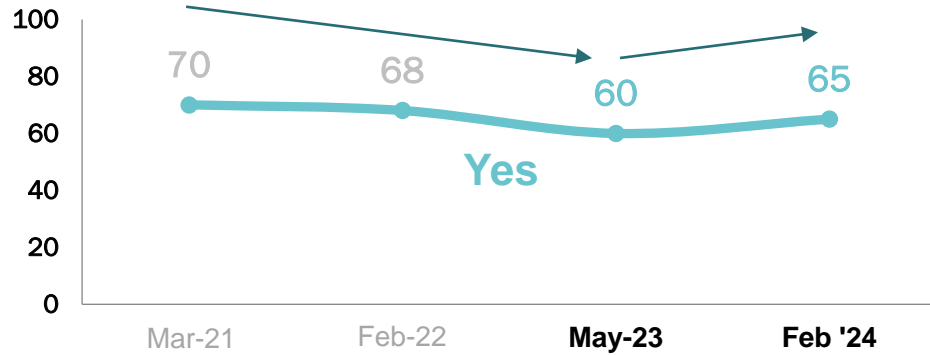


*previous data based on users in the past 12 months

Other forms of transport available when choosing a taxi

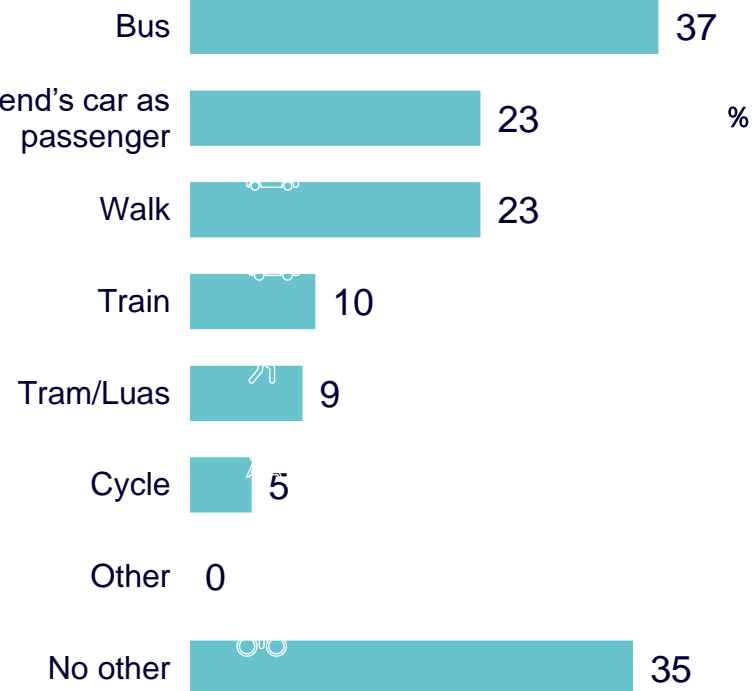
Base: All who have used taxi in past 6 months - 652

Availability levels of other transport



	Region		
	Feb '24	May '23	Feb '22
	%	%	%
Dublin	72	66	72
Rest of Leinster	65	58	70
Munster	57	58	70
Conn/Ulster	64	57	53

Other forms of transport available

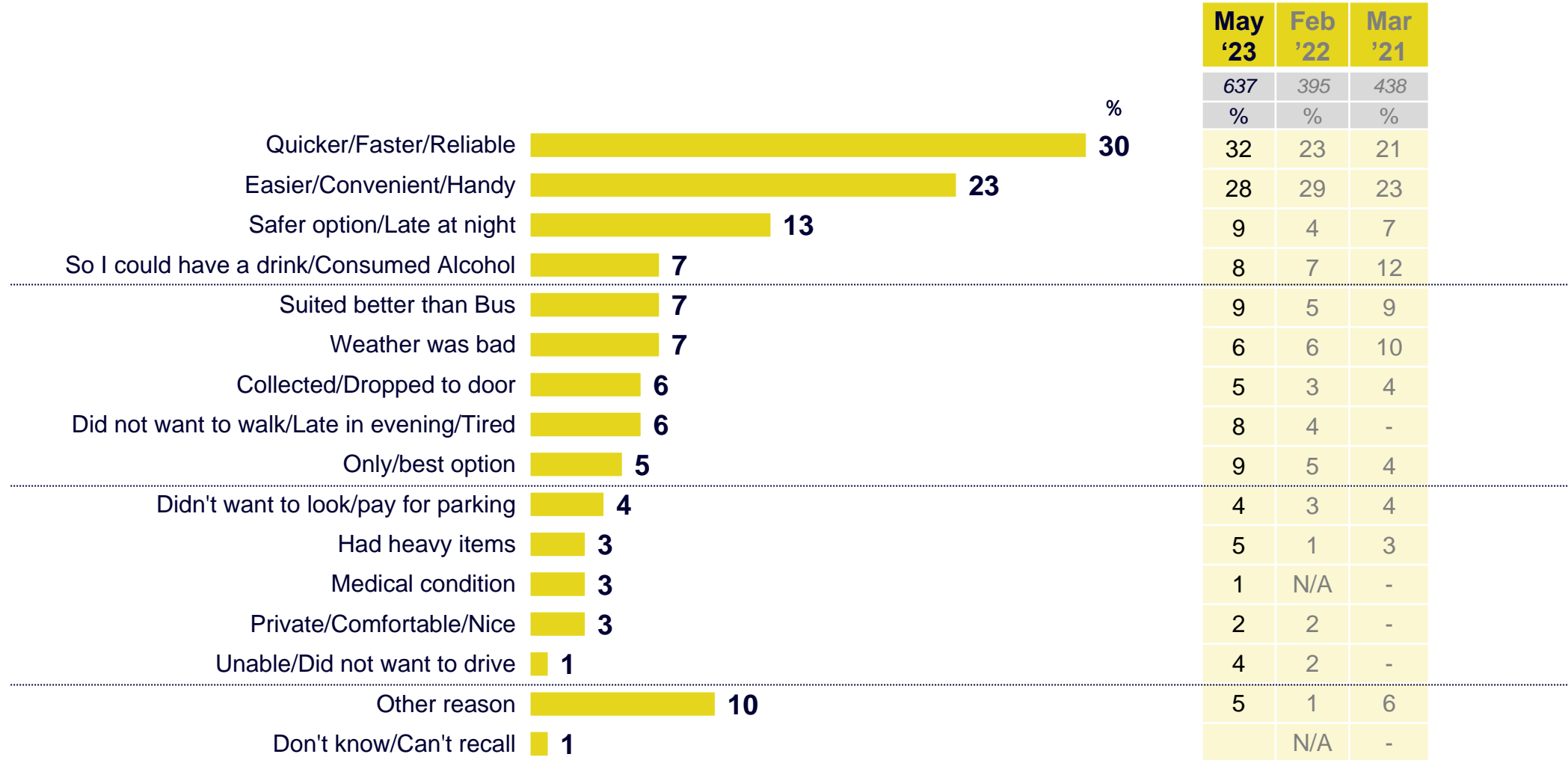


Used taxi past fortnight			
Feb '24	May '23	Oct '22	Feb '22
227	275	176	99
%	%	%	%
42	33	42	41
27	26	18	25
25	27	24	30
14	7	12	5
11	7	8	5
6	8	6	1
1	0	0	0
27	33	34	28

*Question previously asked only of those who had used a Taxi Past 6 months. In May 23, the question was asked of all who used a taxi in the past 12 months

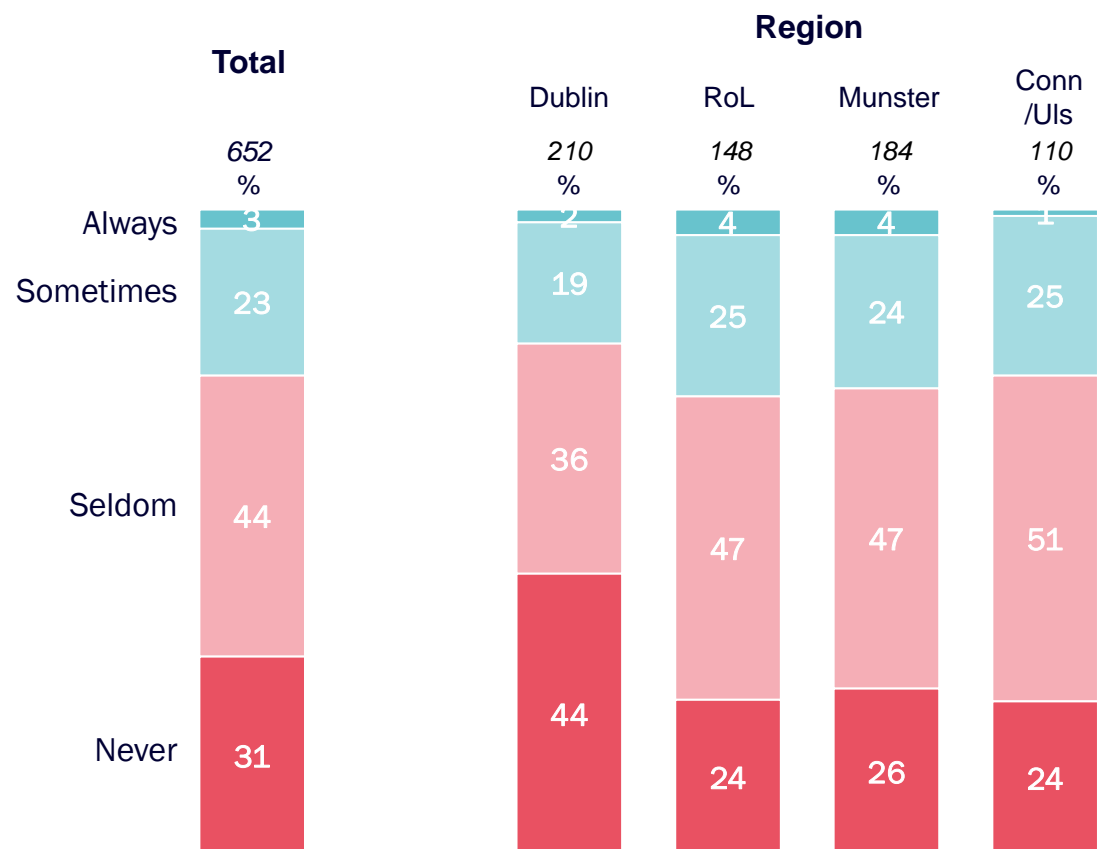
The two main reasons for selecting a taxi over alternative travel options continue to be speed (30%) and convenience (23%) that taxis offer consumers

Base: All with other transport available - 431



Only 3% always use taxis to connect with other forms of transport. Higher incidence of never using taxis to connect to other forms of public transport in Dublin

Base: All used taxi past 6 months - 652

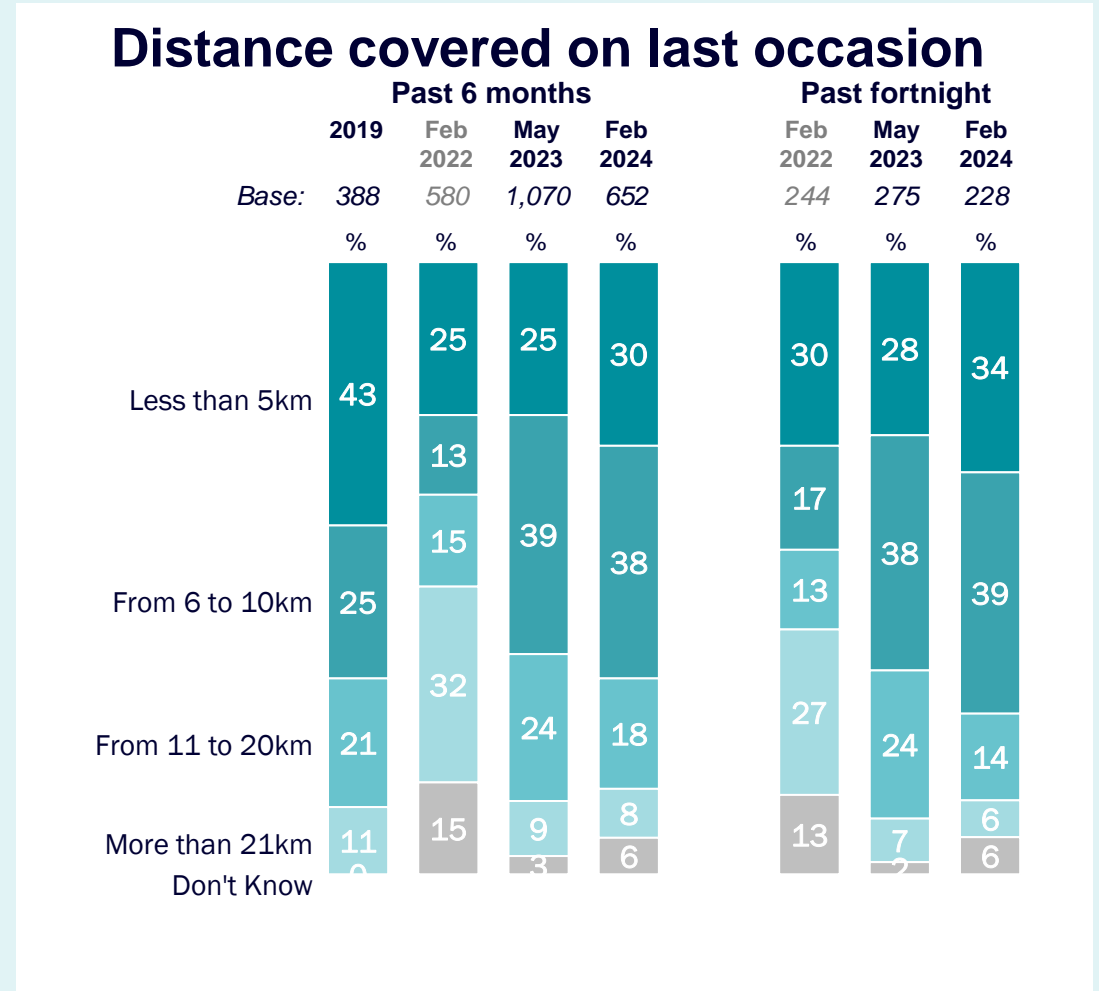
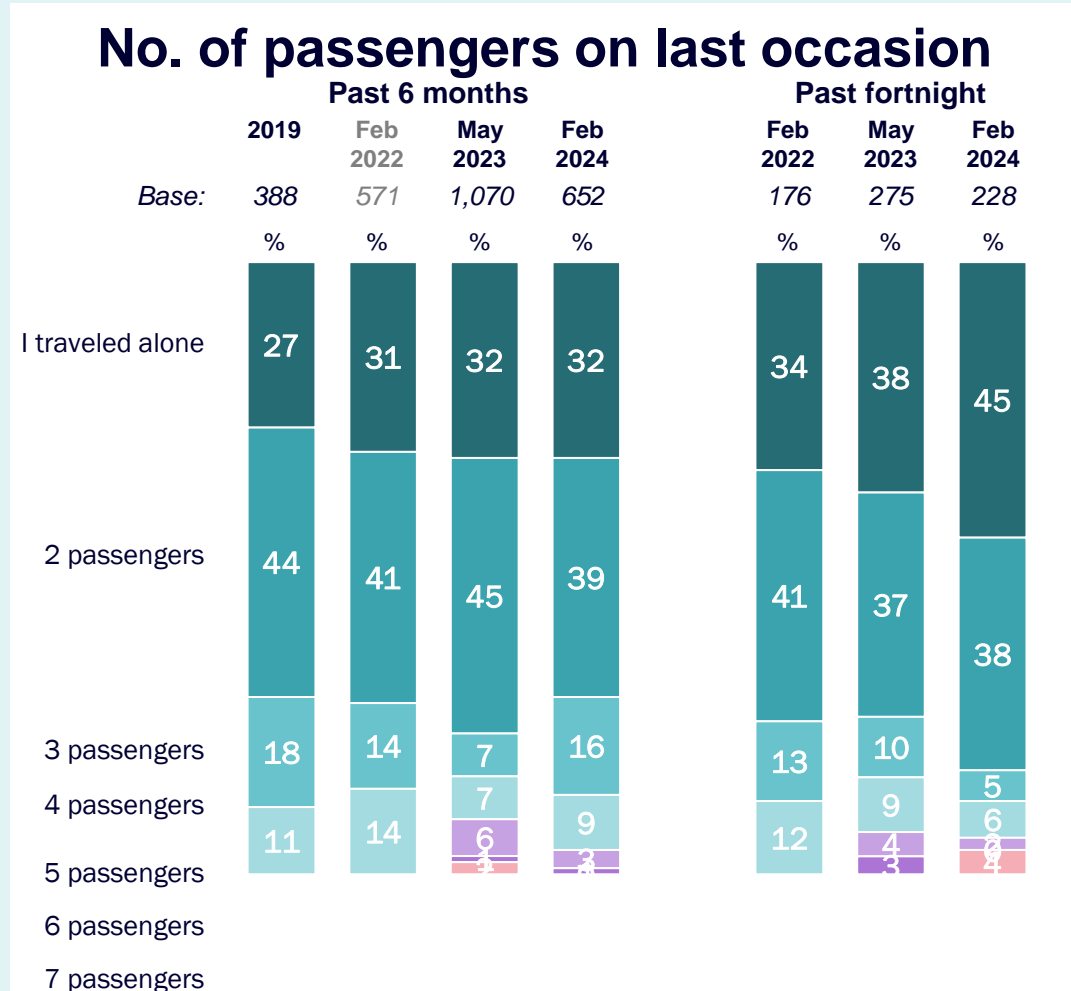


	Total	Bus frequently			Train Frequency		
		Weekly+	Less often	Never	Weekly+	Less often	Never
Base	652	233	206	58	75	327	86
	%	%	%	%	%	%	%
Always	3	5	1	-	5	2	-
Sometimes	23	31	17	3	25	19	6
Seldom	44	41	47	36	44	45	41
Never	31	22	34	62	27	34	53

	Total	Tram/Luas Frequency			Taxi Frequency		
		Weekly+	Less often	Never	Weekly+	Less often	Never
Base	652	86	295	160	69	316	31
	%	%	%	%	%	%	%
Always	3	5	2	1	8	1	3
Sometimes	23	29	23	12	45	16	7
Seldom	44	43	44	45	23	44	33
Never	31	23	32	43	24	39	56

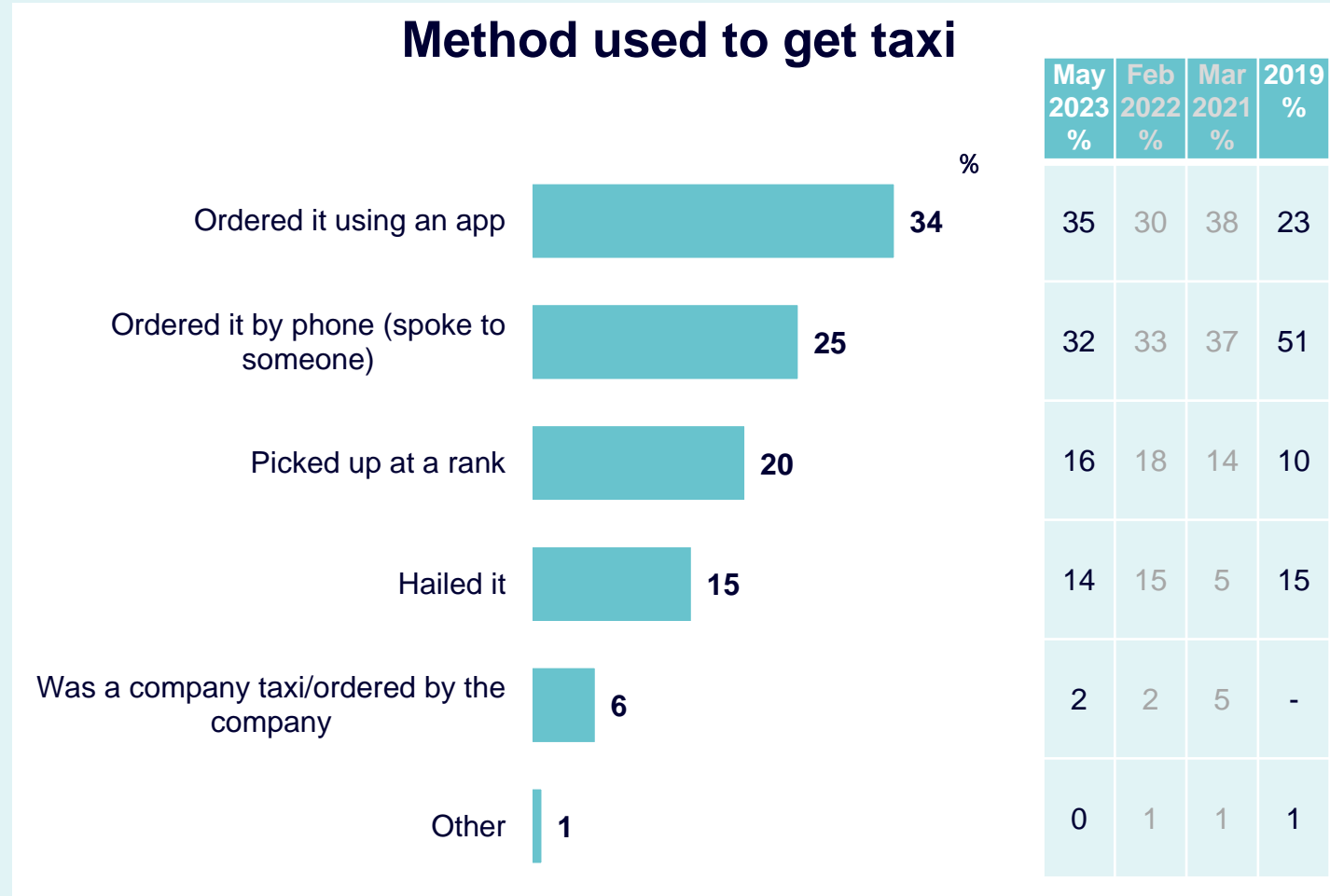
Most journeys on the last occasion had 1-2 passengers and were up to 10km in distance. Journeys with 1 passenger increasing over time

Base: All used taxi past 6 months - 652



Using an app remains the most common ways to access a taxi. Ordering by phone has decreased.

Base: All used taxi in **past fortnight** – 228



Incidence of ordering by phone is higher in Munster. Incidence of ordering via an app is highest in Dublin

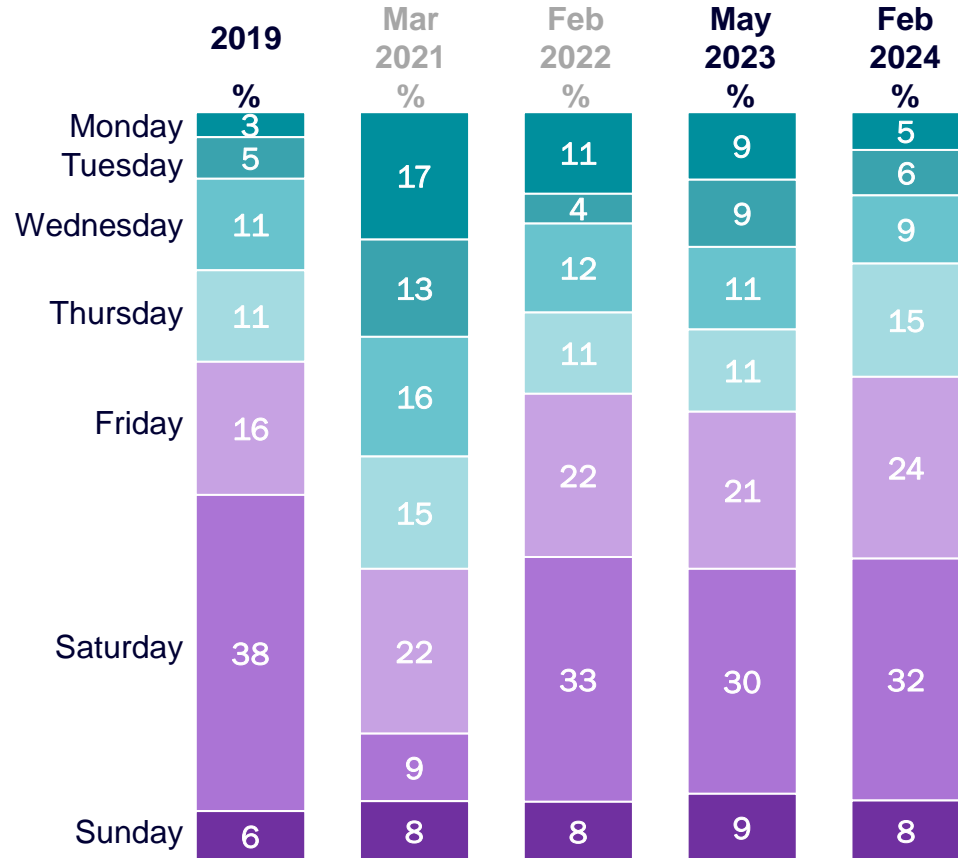
Base: All used taxi past 6 months - 652

	Total	Age					Region			
		18-24	25-34	35-49	50-64	65+	Dublin	RoL	Munster	Conn/UIs
<i>Base</i>	652	110	115	174	159	94	210	148	184	110
	%	%	%	%	%	%	%	%	%	%
Ordered it using an app	32	39	52	29	23	19	47	30	21	25
Ordered it by phone (spoke to someone)	27	28	15	25	34	37	15	35	35	28
Picked up at a rank	19	15	16	20	19	28	13	20	22	28
Hailed it	15	8	13	20	20	11	21	11	14	14
Was a company taxi/ordered by the company	5	9	3	6	4	5	5	3	7	6
Other	0	-	-	1	1	-	-	1	1	-

Most recent trips are most likely to have been on a Saturday or Friday

Base: All used taxi in past two weeks - 228

Day of week – Most recent trip

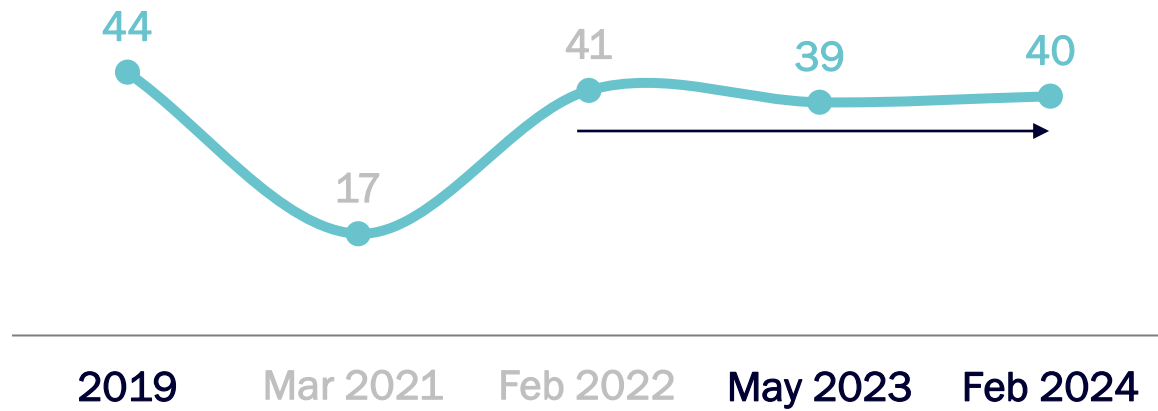


Time of day – Most recent trip

	2019	May 2023	Feb 2024
Base :	388	275	228
	%	%	%
06:00 – 06:59	2	3	3
07:00 – 07:59	2	3	3
08:00 – 08:59	1	7	2
09:00 – 09:59	3	5	4
10:00 – 10:59	3	4	6
11:00 – 11:59	4	4	7
12:00 – 12:59	4	3	5
13:00 – 13:59	5	4	5
14:00 – 14:59	5	6	5
15:00 – 15:59	2	5	2
16:00 – 16:59	1	3	4
17:00 – 17:59	3	3	3
18:00 – 18:59	5	4	5
19:00 – 19:59	7	5	5
20:00 – 20:59	10	3	7
21:00 – 21:59	6	4	4
22:00 – 22:59	6	3	6
23:00 – 23:59	6	8	6
00:00 – 00:59	7	8	6
01:00 – 01:59	6	7	3
02:00 – 02:59	4	5	5
03:00 – 03:59	3	2	2
04:00 – 04:59	0	2	1
05:00 – 05:59	1	1	0
Can't recall	4		-

% of most recent taxis taken on weekend (Sat/Sun):

Base: All used taxi in past fortnight – 228

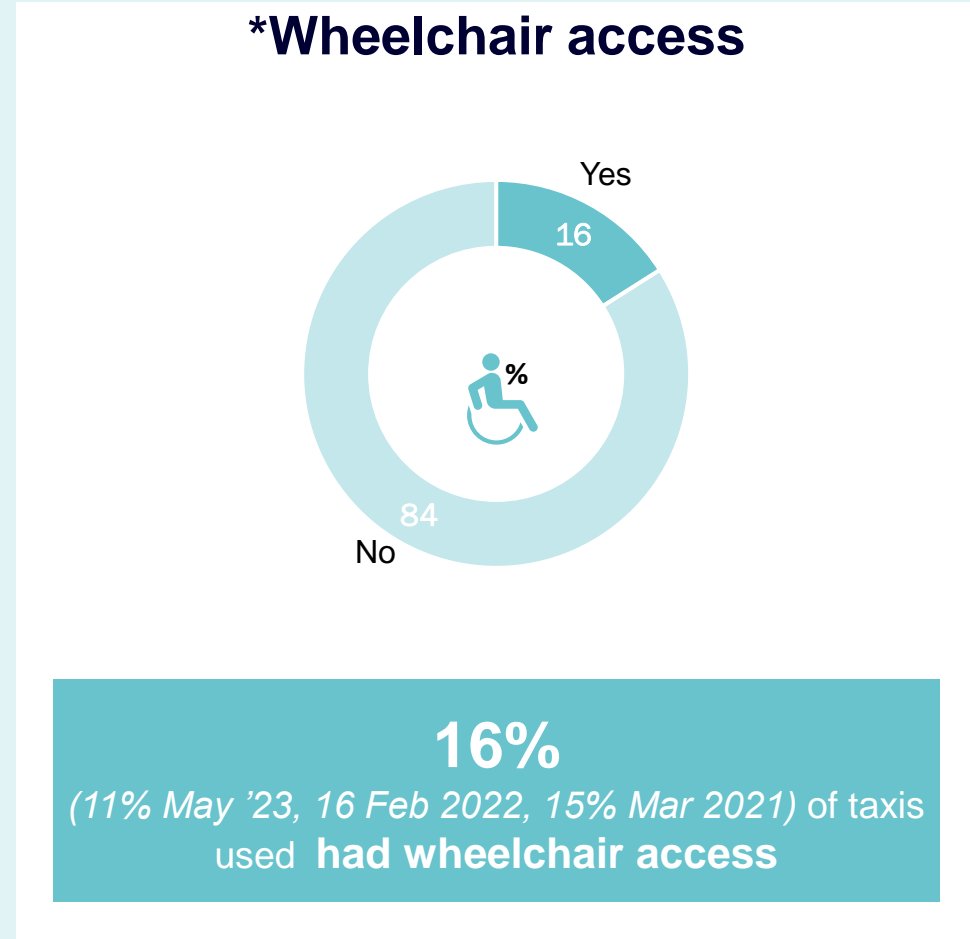
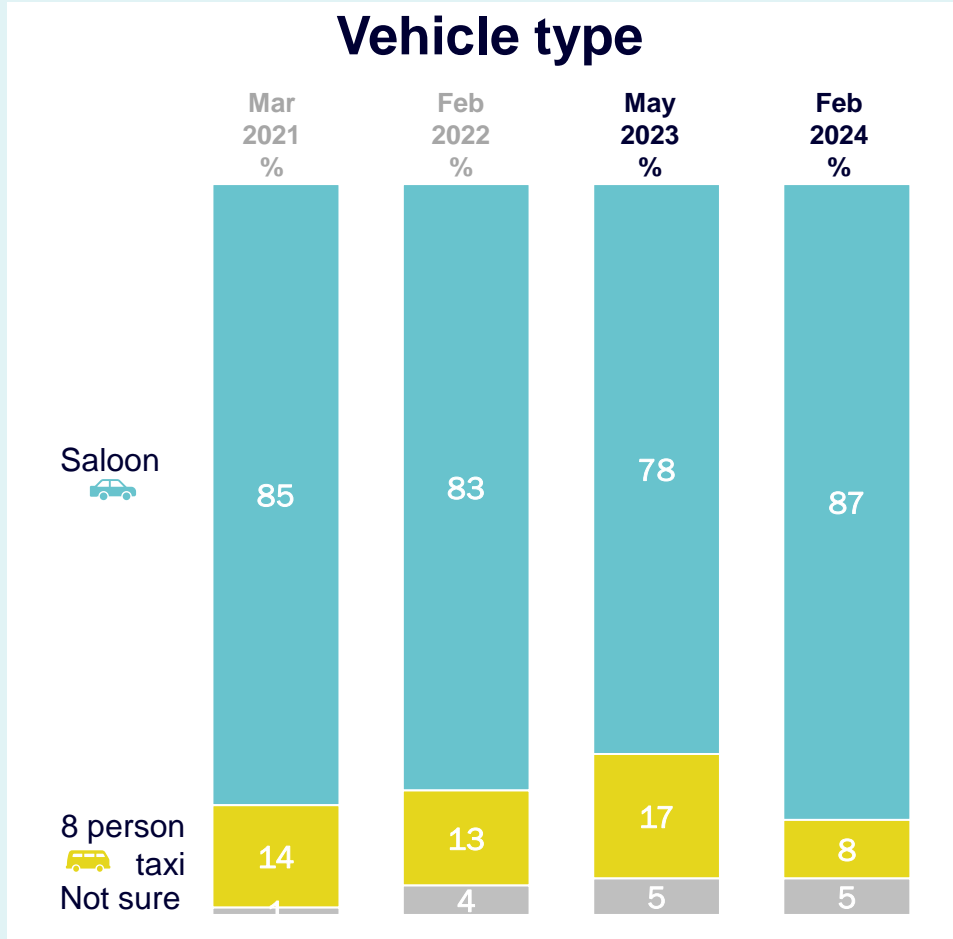


Two in five of those who had used a taxi in the past two weeks have done so on the weekend.



Most taxis are saloon (87%) with 16% recalling that the taxi they travelled was accessible

Base: All used taxi in **past fortnight** – 228



Base: All used taxi in **past fortnight**.
Reference to most recent journey

Arrive time for those who ordered by phone or app:

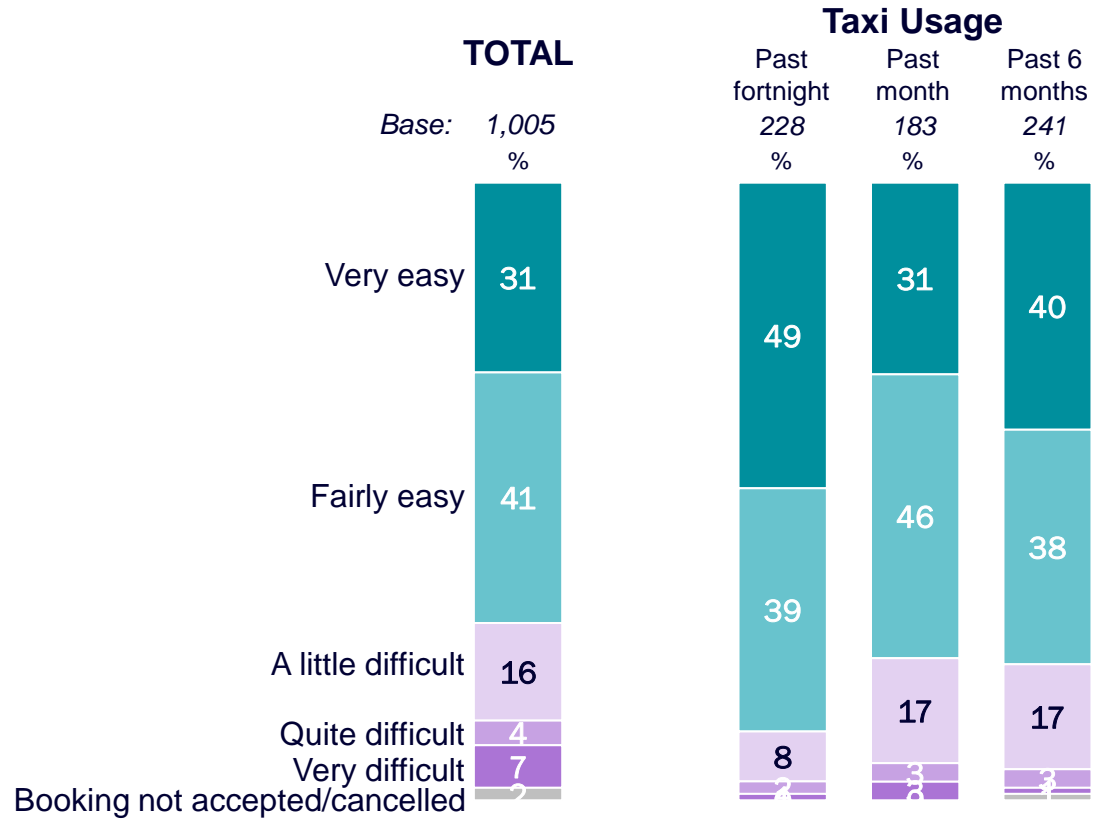
Base: All who ordered a taxi by phone or app - 319

	Total	Region			
		Dublin	RoL	Munster	Conn/Uls
Base	319	129	97	106	59
	%	%	%	%	%
Immediately	54	67	42	46	60
At an agreed time	46	33	58	54	40

54% who order by phone or app requested a taxi immediately. Those in Dublin are more likely to order for immediate use with those in the Rest of Leinster more likely to order for an agreed time.



Ease of getting a taxi:



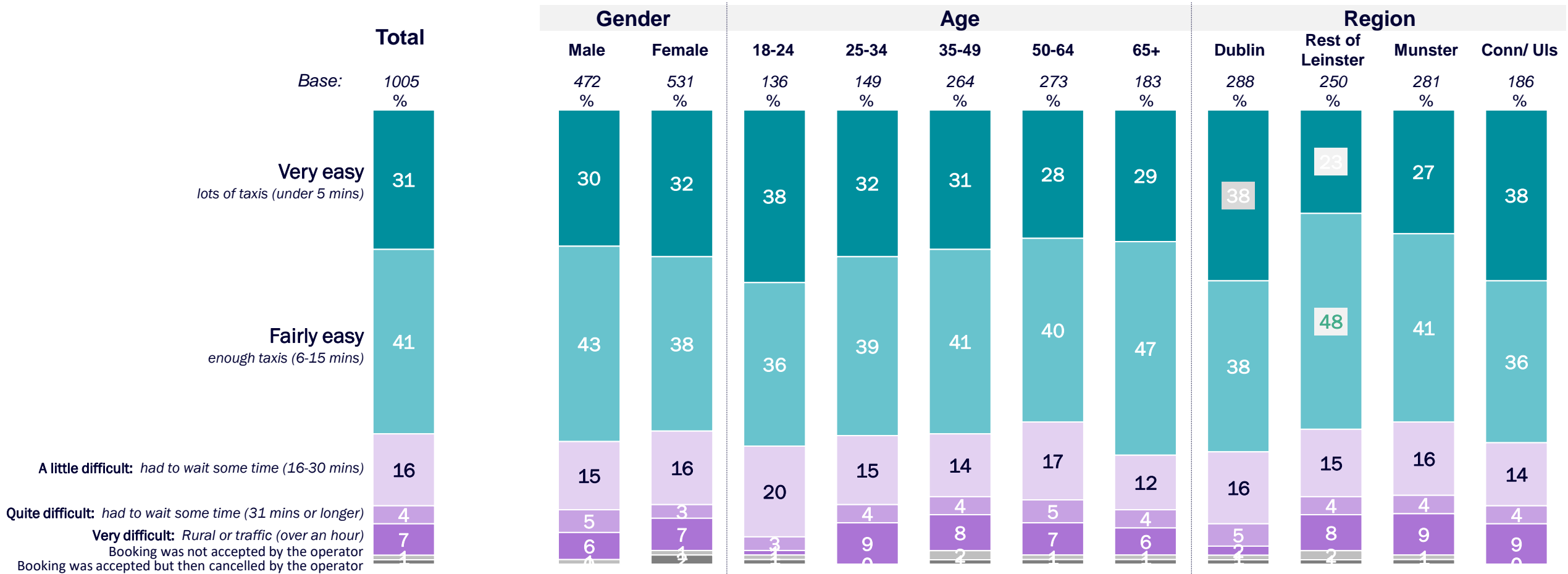
Mar '21 Very easy (%):	37	-	-	-
Feb '22 Very easy (%):	37	52	43	45
May '23 Very easy (%):	40	43	45	39
Feb '24 Very easy (%):	31	49	31	40

72% of adult find it easy to get a taxi. Finding it “very easy” has decreased -9pts to 31% in Feb '24.



72% who have used a taxi in the past year indicate it was *very/fairly easy* to get their last taxi. Those living in Dublin and Conn/Ulster are more likely to find it *very easy* (38%) to get a taxi

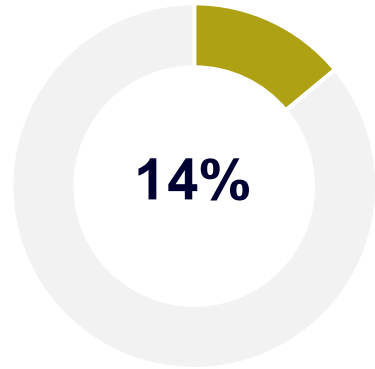
Base: All adults - 1,005



Feb '24	NET (Easy) (%):	72	73	71	74	71	72	68	76	76	71	68	73
	NET (Difficult) (%):	26	26	27	25	28	25	30	23	23	26	30	26
May '23	NET (Easy) (%):	81	82	80	78	77	81	82	86	84	80	82	77
Oct '22	NET (Easy) (%):	73	73	73	69	69	72	78	76	78	70	73	67

14% of users of taxis in the last 6 month have been refused service at some point

Base: All adults - 1,005



Have had a taxi company refuse to provide service in the recent past

Base: All used a taxi in the past 6 months n=652

Reason for taxi refusal

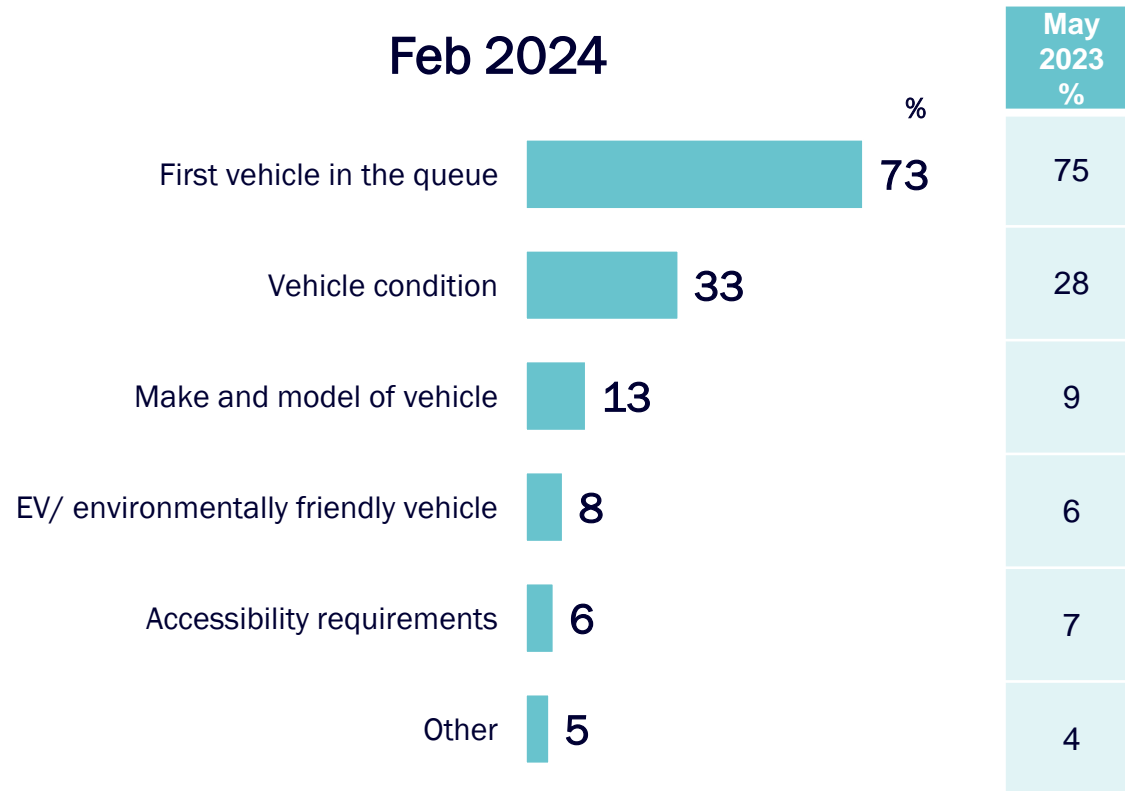
*Base: All used a taxi in the past 6 months n=652



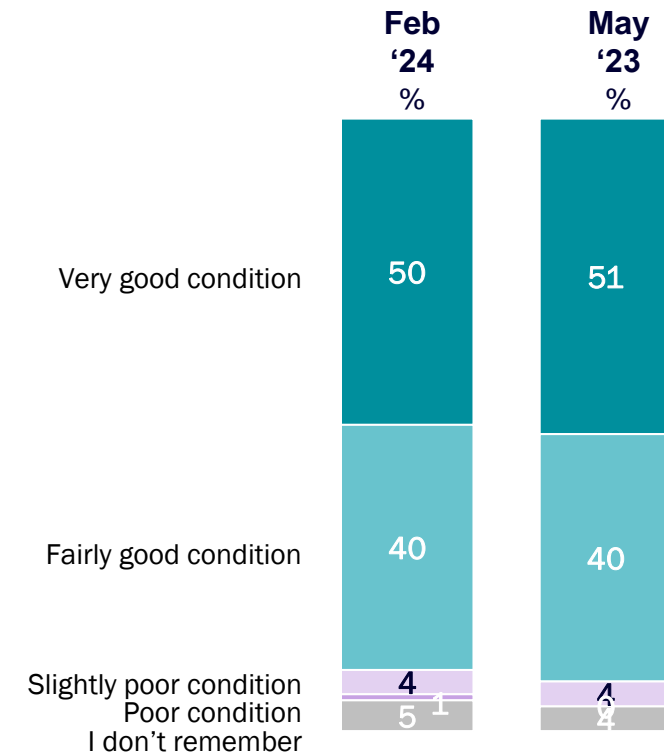
When choosing a taxi at a rank 73% choose the first vehicle in the queue. 90% state the last taxi they traveled in was in at least *fairly good condition*

Base: All used taxi past 12 months - 767

Factors considered when choosing taxi at rank



Condition of last taxi travelled in

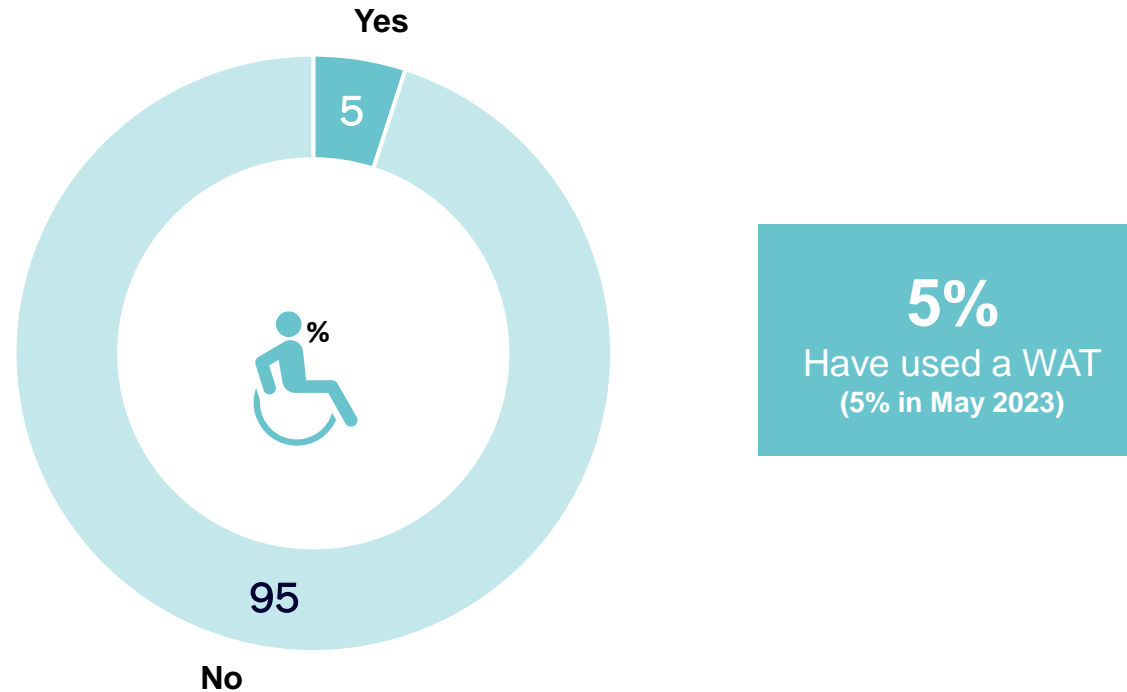


4. WAT usage experience



5% of adults require a WAT/have travelled with someone who does

Base: All adults - 1,005



Of those who require a WAT or have travelled with someone who does 38% ordered their last taxi by phone.

WAT users are significantly less likely to find getting a taxi “easy” on their last journey

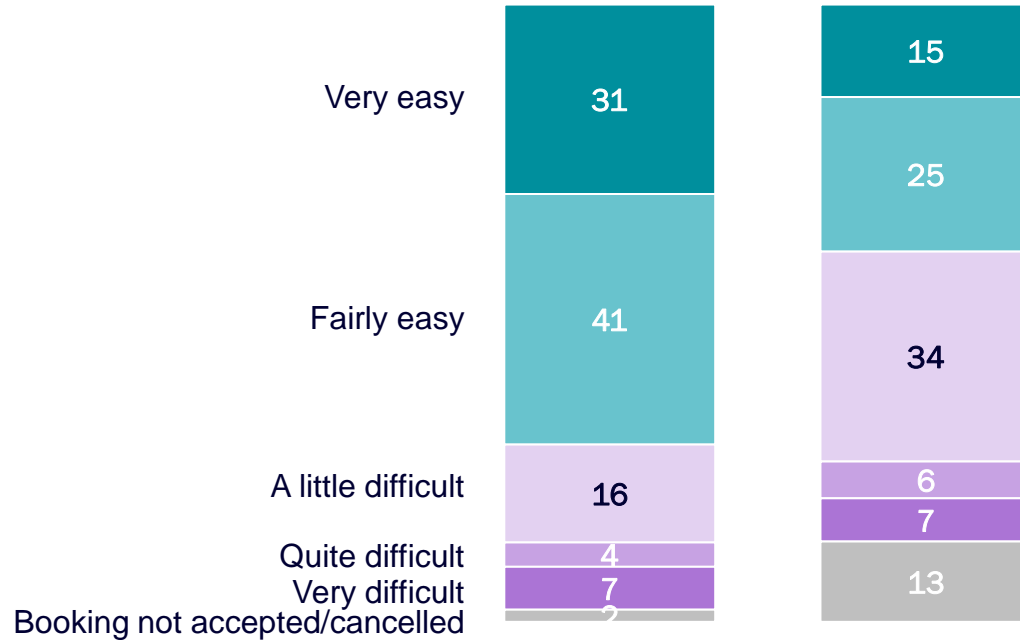


WAT users

TOTAL

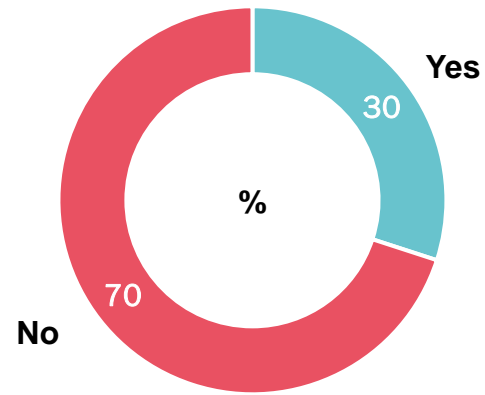
Base: 1,005 %

57 %



The majority of WAT users aren't aware of fines in place for refusal to carry a passenger in a wheelchair

Base: All require a wheelchair accessible taxi - 57



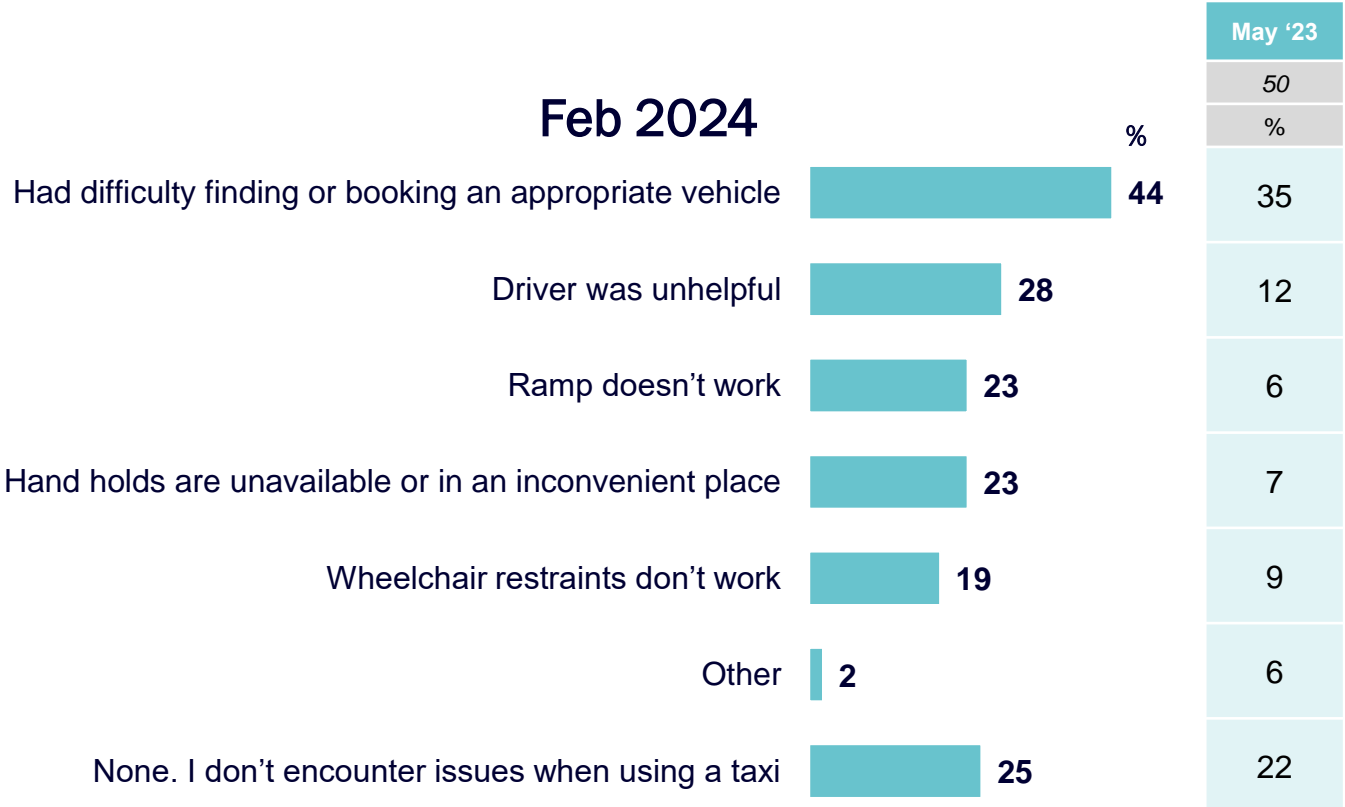
30%

(down from 45% in May 2023)

are aware that from 1st January 2023, NTA introduced a new €250 fixed payment notice (fine) for the refusal by a driver to carry a passenger in a wheelchair

Issues faced by WAT users:

Base: All require a wheelchair accessible taxi - 57

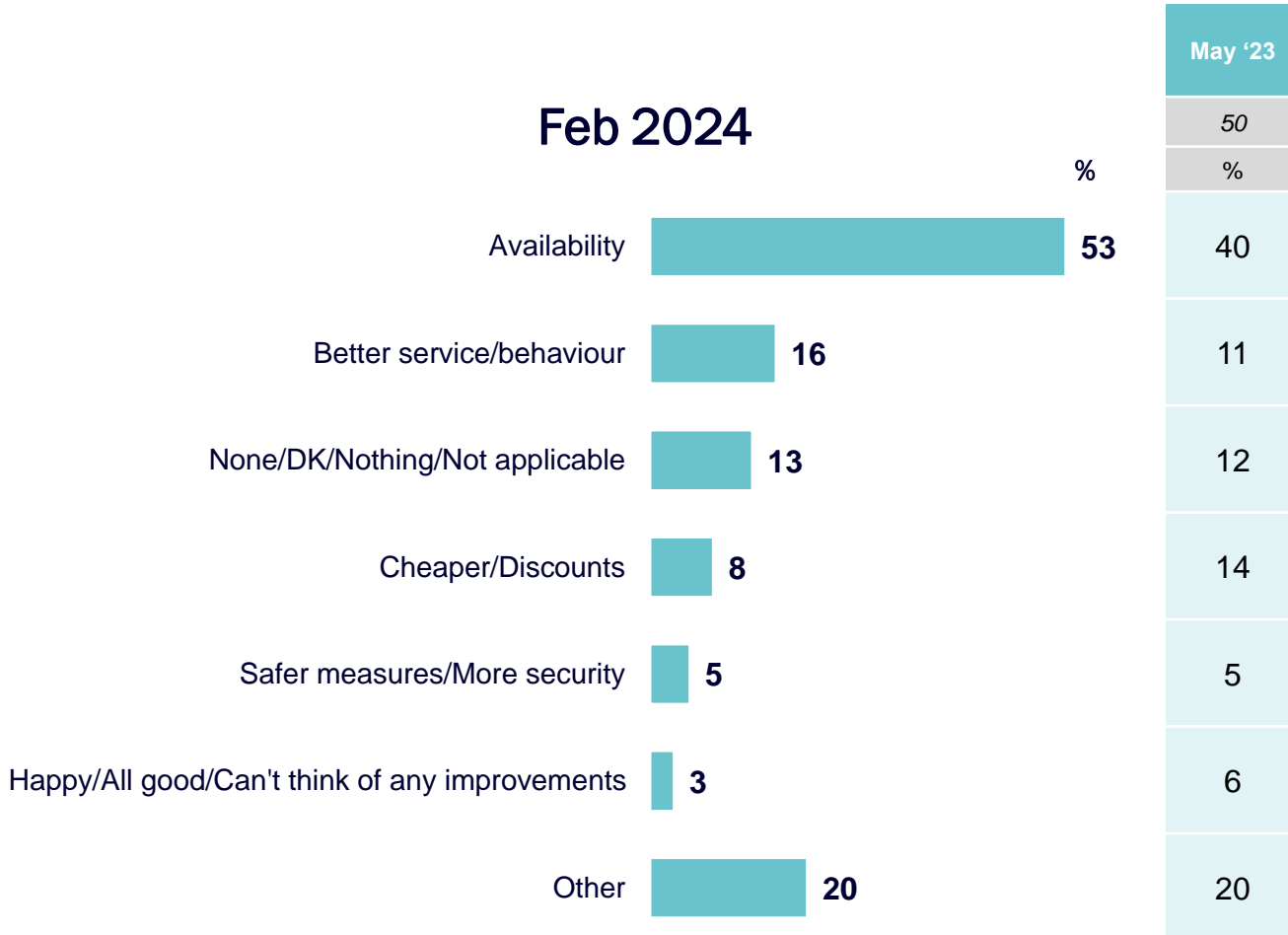


Accessibility is the key issue WAT users describe. Three in four report encountering at least one issue when using taxis.



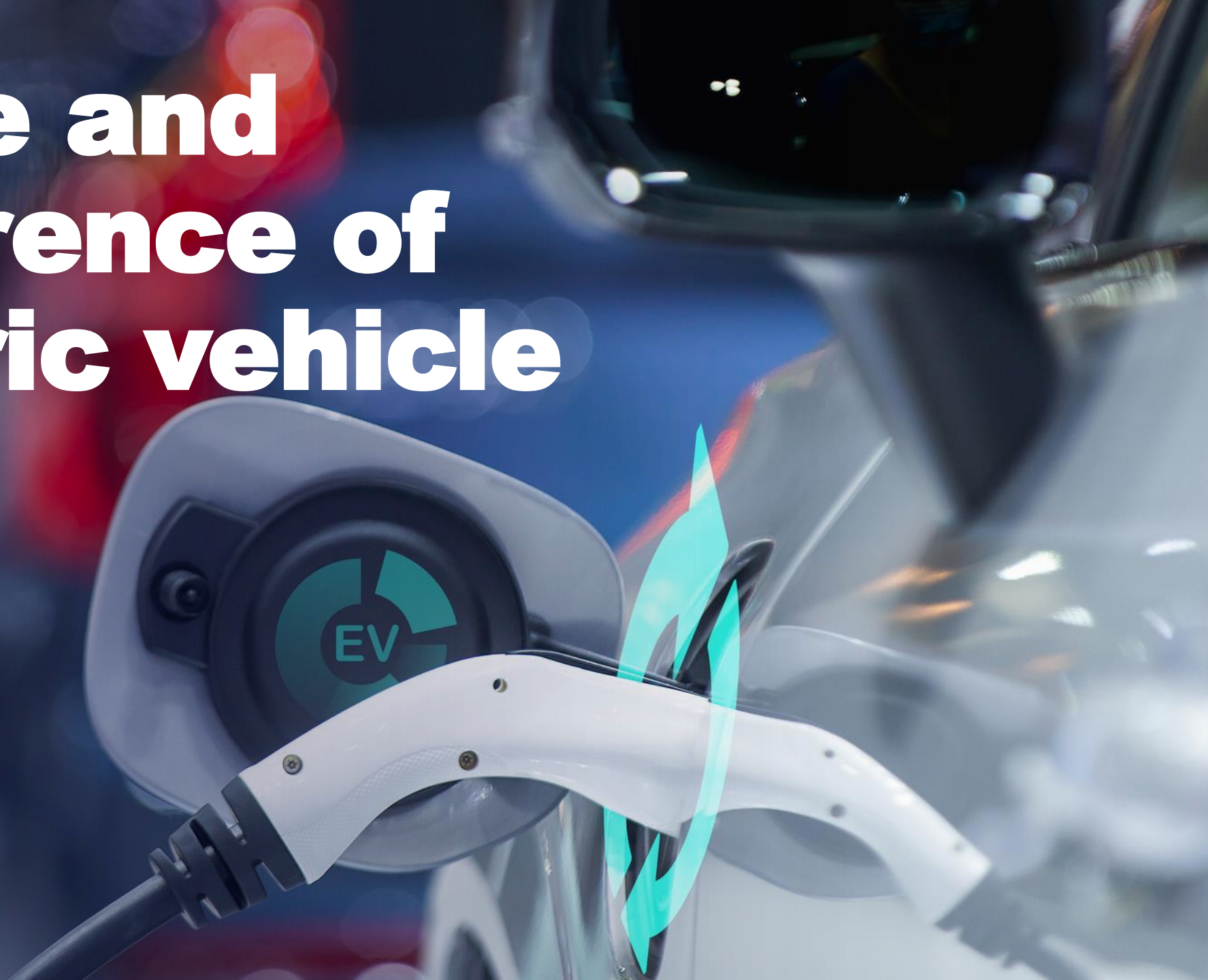
Suggestions for improvements:

Base: All require a wheelchair accessible taxi - 57



Over half reference the availability of suitable taxis as something that can be improved.

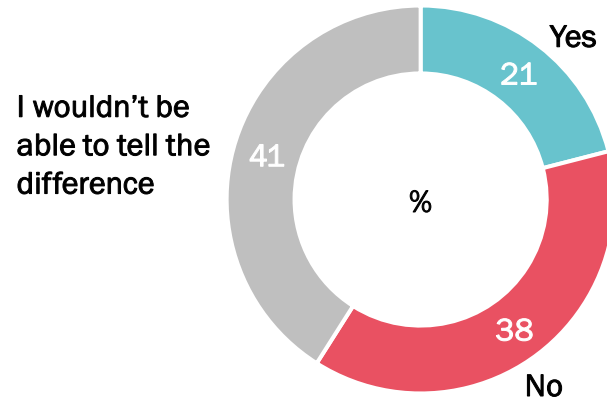
5. Usage and preference of electric vehicle taxis



Just over one in five adults would choose electric and 34% would select an “eco-friendly” preference on their app

Base: All adults - 1,005

Would choose an electric taxi

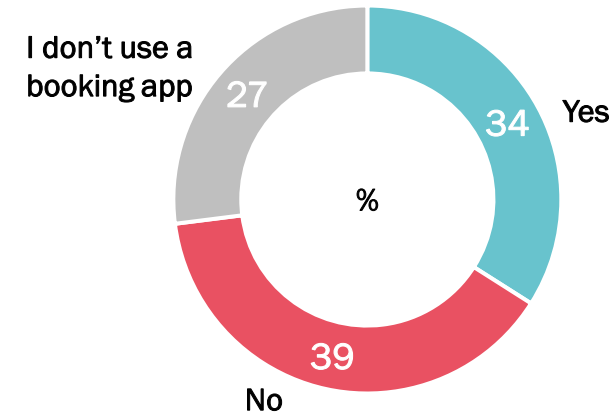


21%

(24% - May 2023)

would choose an electric vehicle before a petrol or diesel vehicle

Select “eco-friendly” as preference



34%

(38% - May 2023)

would select an 'eco friendly' taxi as their preferred option when booking (if available)

Under 34-year-olds are more likely to state they would choose an electric vehicle and would select “eco-friendly” as their preference

Base: All adults - 1,005

Would you choose an electric vehicle before a petrol or diesel?

	Total	Gender		Age					Region			
		Male	Female	18-24	25-34	35-49	50-64	65+	Dublin	Rest of Leinster	Munster	Conn/ Uls
Base:	1,005	472	531	136	149	264	273	183	288	250	281	186
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	21	24	18	42	32	16	15	12	24	20	20	20
No	38	42	35	25	37	41	45	36	36	43	39	34
I wouldn't be able to tell the difference	41	34	48	33	32	43	41	52	40	37	42	46

When using a booking app would you select “eco-friendly” as your preference?

	Total	Gender		Age					Region			
		Male	Female	18-24	25-34	35-49	50-64	65+	Dublin	Rest of Leinster	Munster	Conn/ Uls
Base:	1,005	472	531	136	149	264	273	183	288	250	281	186
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	34	37	31	57	43	32	23	24	42	30	29	33
No	39	40	38	30	44	45	37	34	39	44	36	34
I don't use a booking app	27	23	32	13	13	23	40	42	20	25	35	33

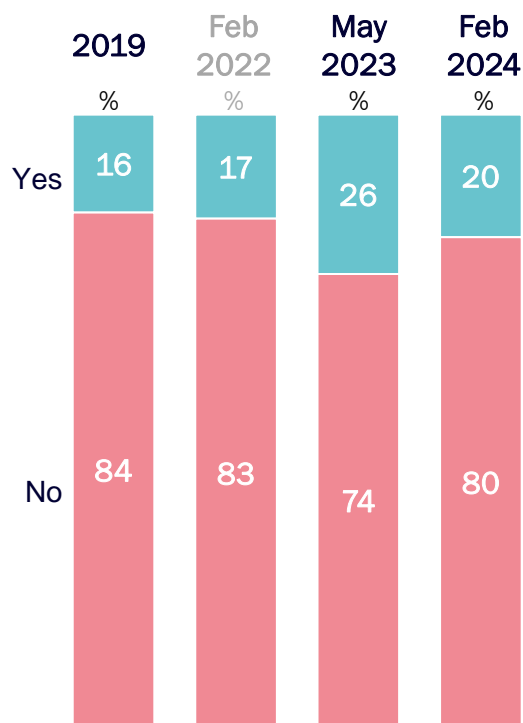
6. Taxi fares & attitudes



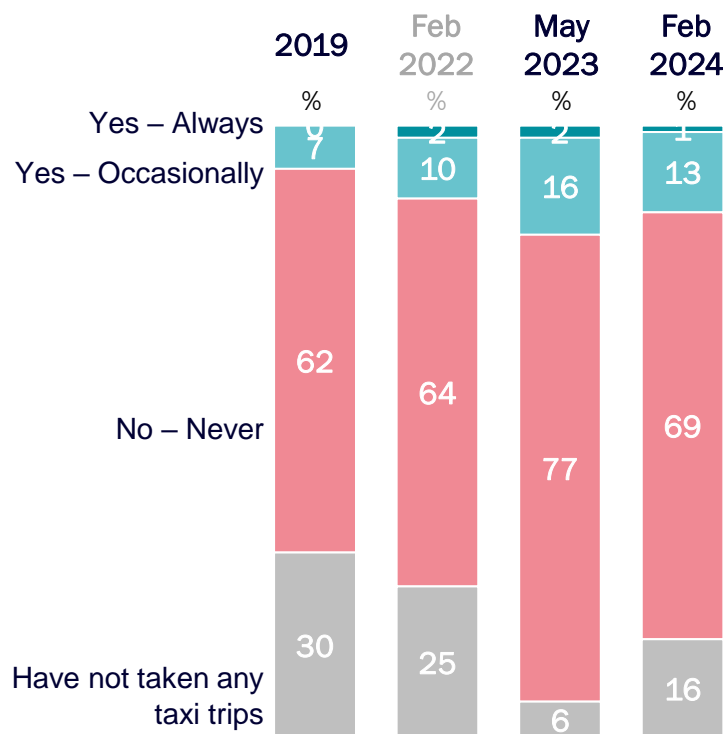
Most (80%) are not aware that the meter fare is the maximum charge. 14% received a discount in the last 12 months with rounding down the most common discount received

Base: All adults - 1,005

Awareness that taxi fares on the meter are a maximum

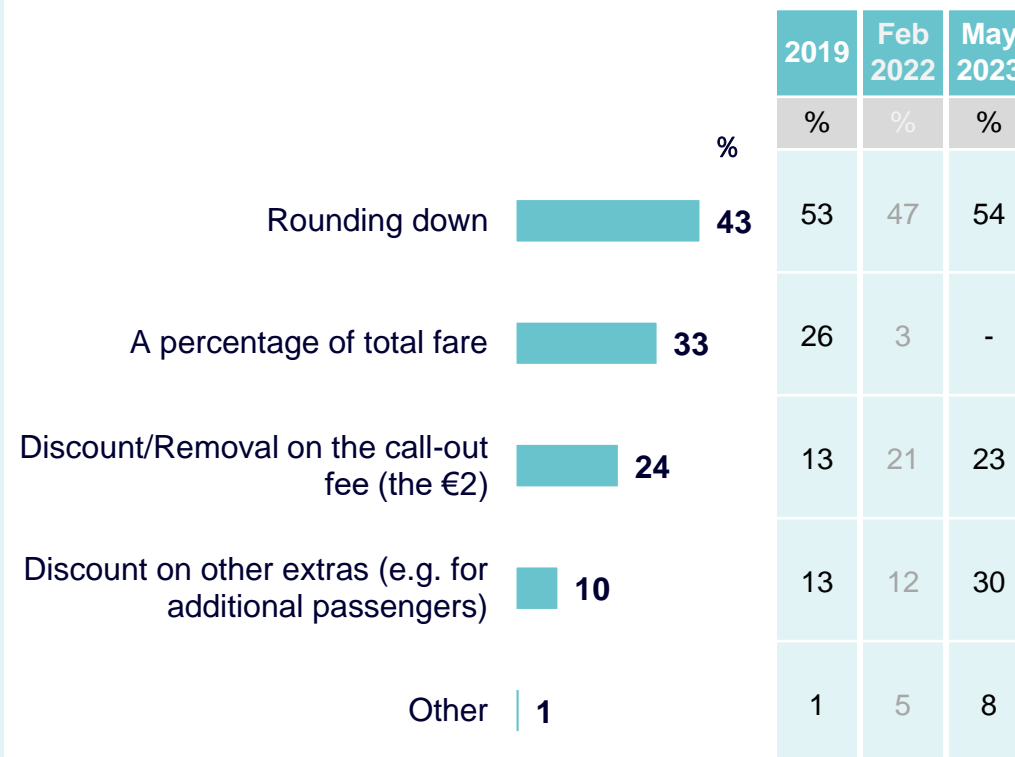


Discounts Offered



Type of discount offered

Base: All received discount on fare – 147

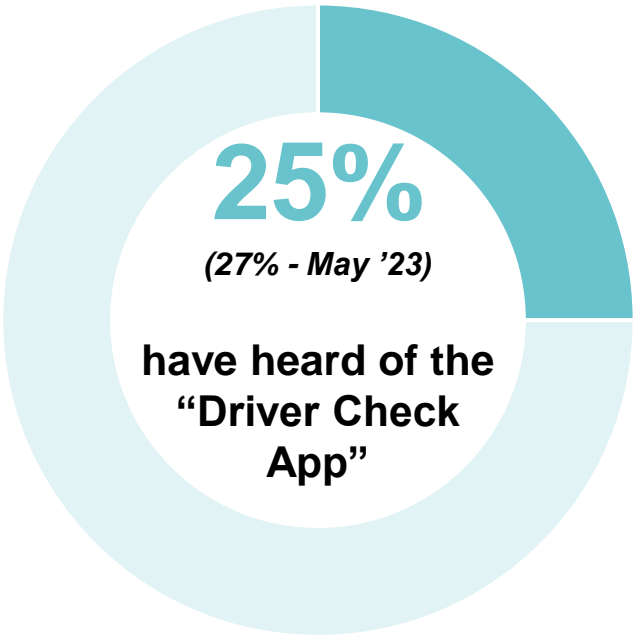




TFI Driver Check App:

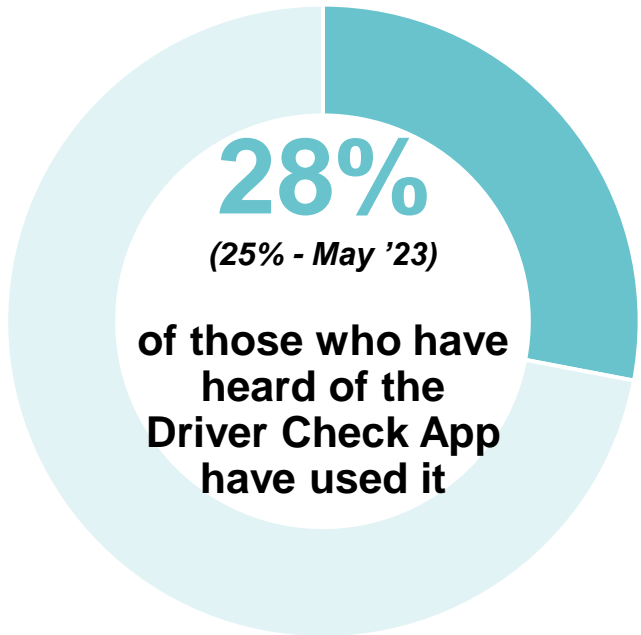
Heard of the “Driver Check app”

Base: All adults- 1,005



Used the “Driver Check app”

Base: All heard of driver check app - 255

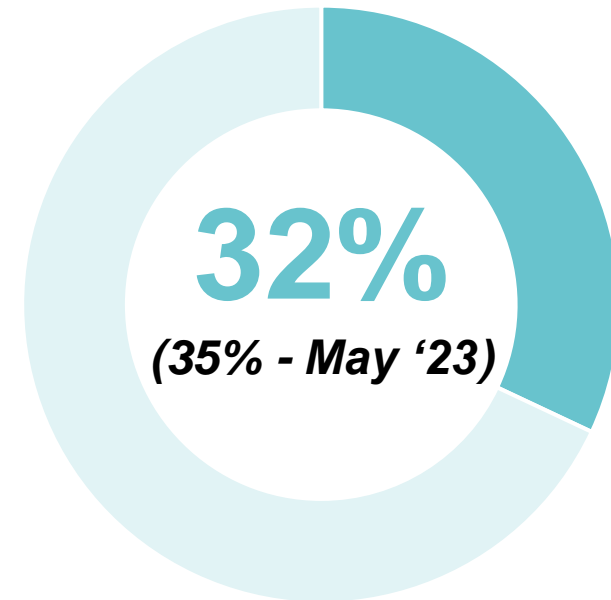


One in four adults have heard of the TFI Driver Check App, of which 28% have used it. Awareness and usage is in line with May '23.



Most taxi users aren't aware that the NTA has a complaints process in place

Base: All adults - 1,005



are aware that the NTA has a complaints process in place for investigating consumer complaints



Fare queries:

Have needed to query a fare with a driver

Base: All adults - 1,005



Resolved to their satisfaction

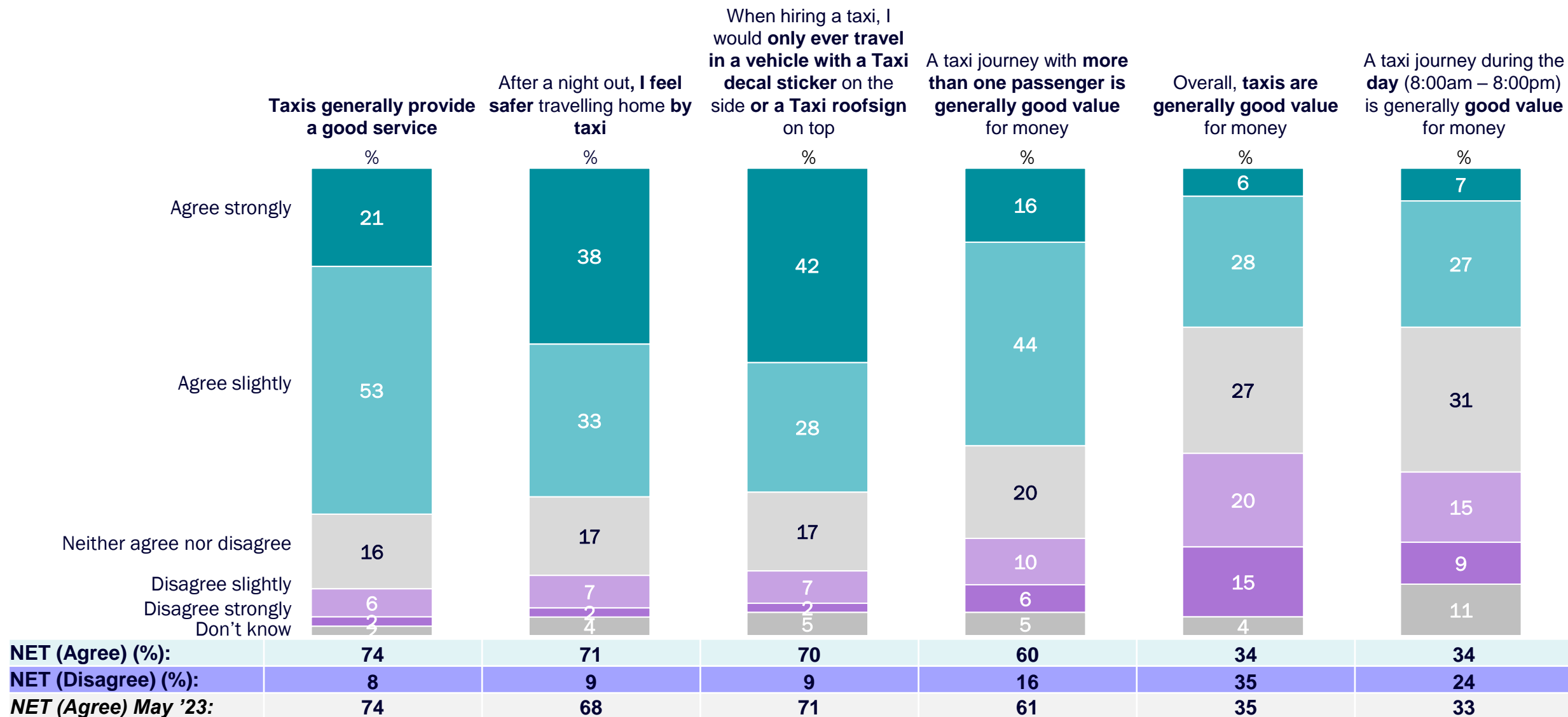
Base: All who needed to query fare - 124



12% of adults have needed to query a fare with a taxi driver in the last year, of which just under half feel their query was resolved to their satisfaction.

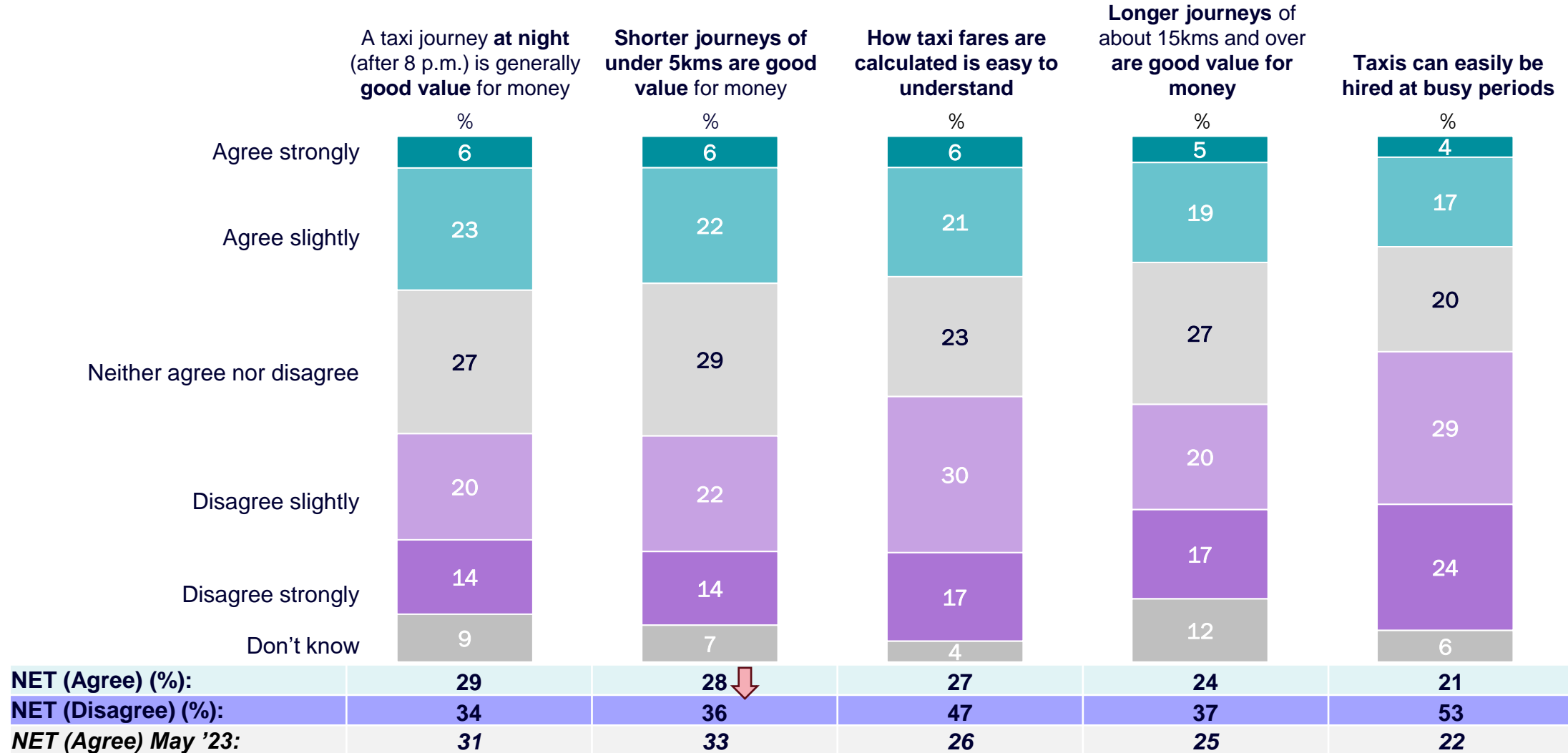
Just under three in four believe taxis *generally provide good service*. Slight increase in agreement with *feeling safer traveling by taxi after a night out*

Base: All adults - 1,005



Decrease in agreement that *shorter journeys are good value for money*. 53% of taxi users disagree that taxis can *easily be hired at busy periods*

Base: All adults - 1,005



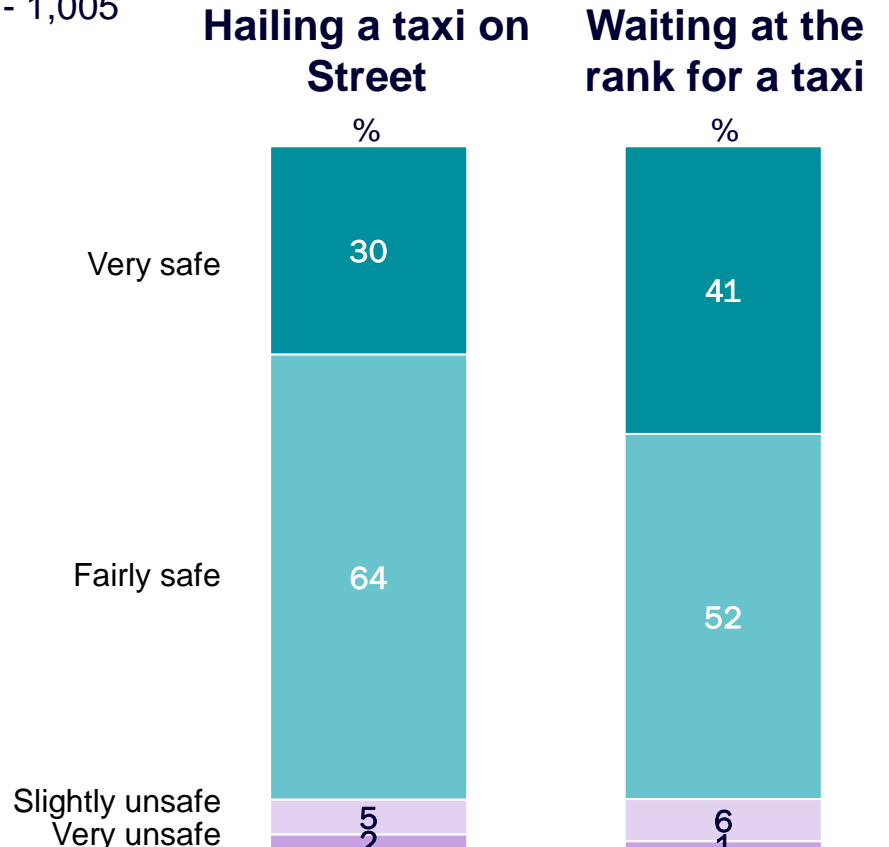
Taxi users over 65-years-old are more likely to agree *taxis generally provide a good value for money*, while 25-34 years olds are less likely to agree

Base: All adults - 1,005

<i>NET Agree</i>	Total	Gender		Age					Region			
		Male	Female	18-24	25-34	35-49	50-64	65+	Dublin	Rest of Leinster	Munster	Conn/ UIs
<i>Base:</i>	1,005	472	531	136	149	264	273	183	288	250	281	186
	%	%	%	%	%	%	%	%	%	%	%	%
Taxis generally provide a good service	73	71	75	75	71	72	75	73	72	73	75	72
When hiring a taxi, I would only ever travel in a vehicle with a Taxi decal sticker on the side or a Taxi roofsign on top	71	67	74	68	70	70	74	70	62	72	76	76
After a night out, I feel safer travelling home by taxi compared with walking or taking other forms of public transport	69	69	70	72	72	68	69	68	78	67	68	61
A taxi journey with more than one passenger is generally good value for money	59	59	60	71	55	57	58	58	54	61	61	64
Overall, taxis are generally good value for money	34	32	35	34	23	32	35	42	31	32	38	33
A taxi journey during the day (8:00am – 8:00pm) is generally good value for money	34	33	34	43	29	34	29	35	29	33	36	39
A taxi journey at night (after 8 p.m.) is generally good value for money	30	30	30	35	24	32	26	31	29	28	31	31
Shorter journeys of under 5kms are good value for money	29	28	29	42	21	28	26	27	26	25	33	30
How taxi fares are calculated is easy to understand	26	25	27	35	26	26	22	23	21	30	29	23
Longer journeys of about 15kms and over are good value for money	24	25	23	32	26	24	20	23	24	24	25	24
Taxis can easily be hired at busy periods	22	22	21	38	19	18	20	18	26	22	18	18

Feeling of safety while hailing/waiting at the rank:

Base: All adults - 1,005



NET (Safe) (%):	94	93
NET (Unsafe) (%):	7	7
NET (Safe) May '23 (%):	94	93
Women very safe	32	39
Men very safe	28	42



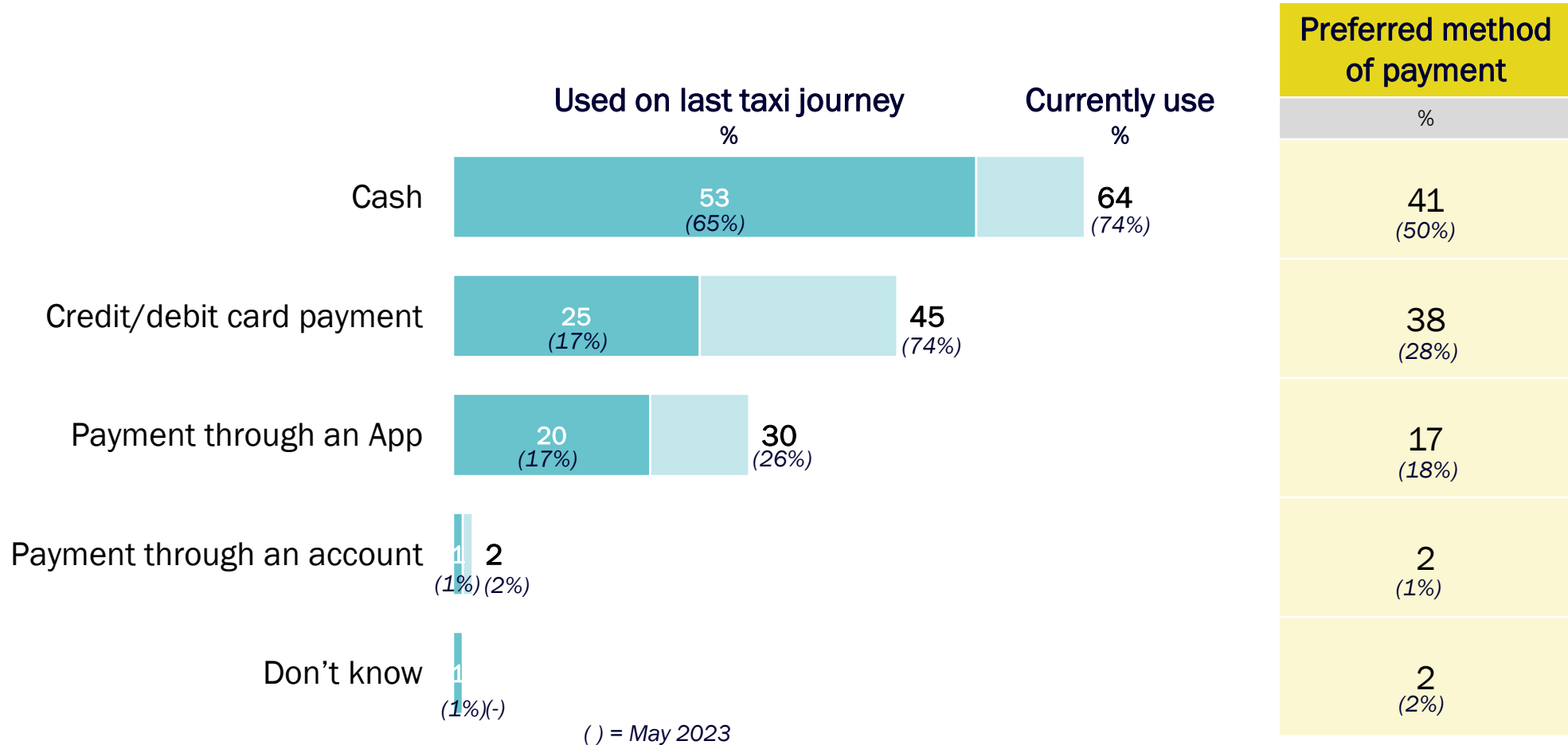
Over nine in ten feel safe while hailing a taxi on street or waiting at the rank for a taxi.

7. Cashless payments

A close-up photograph showing a person's hands holding a smartphone, positioned over a white payment terminal. The person is wearing a dark suit jacket. The background is blurred, showing other people in a public setting. The text '7. Cashless payments' is overlaid in large, bold, white font on the left side of the image.

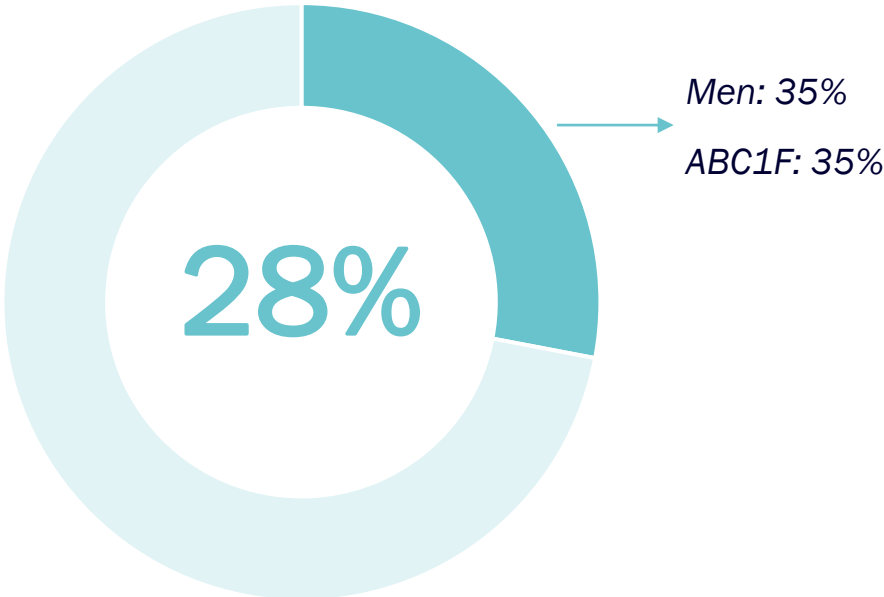
Card payment is now almost as preferred as cash

Base: All used taxi past 12 months - 767

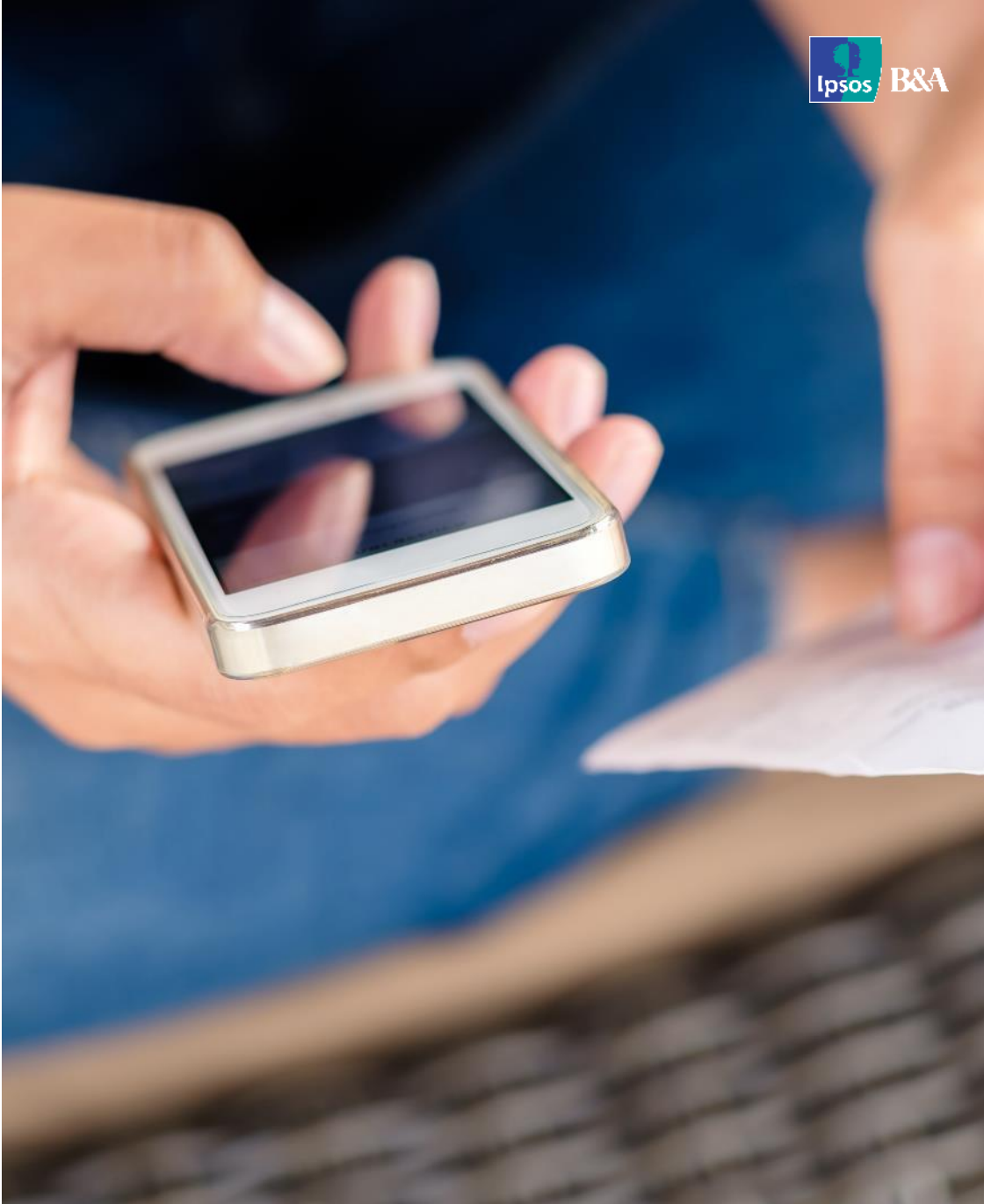


The majority of adults don't ask for a receipt for taxi journeys

Base: All adults - 1,005



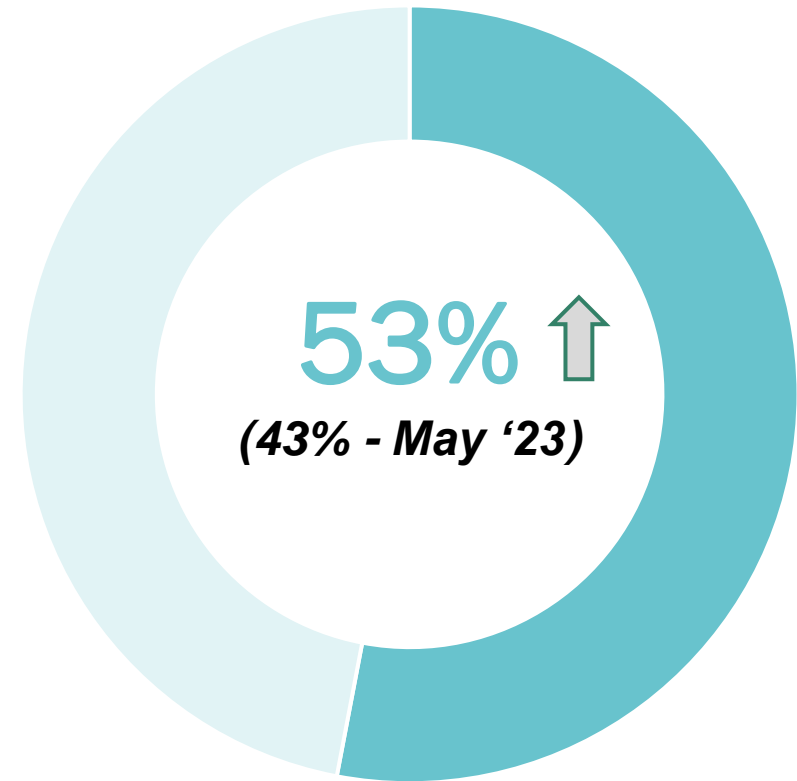
Ever ask for a receipt for taxi journeys





Just over half of adults are aware of cashless payment regulation

Base: All adults - 1,005

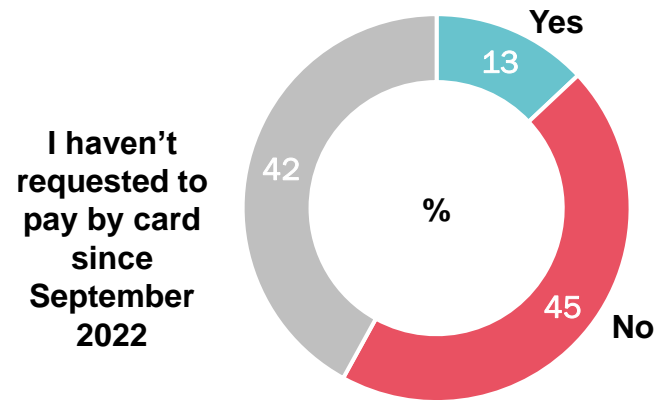


are aware that from 1st September 2022 all taxis must have the facilities to accept cashless payment, with no exceptions

Since the 1st September 2022, 13% of adults have been refused card payment

Refusal of credit/debit card payment since 1st September 2022

(Base: All adults - 1,005)

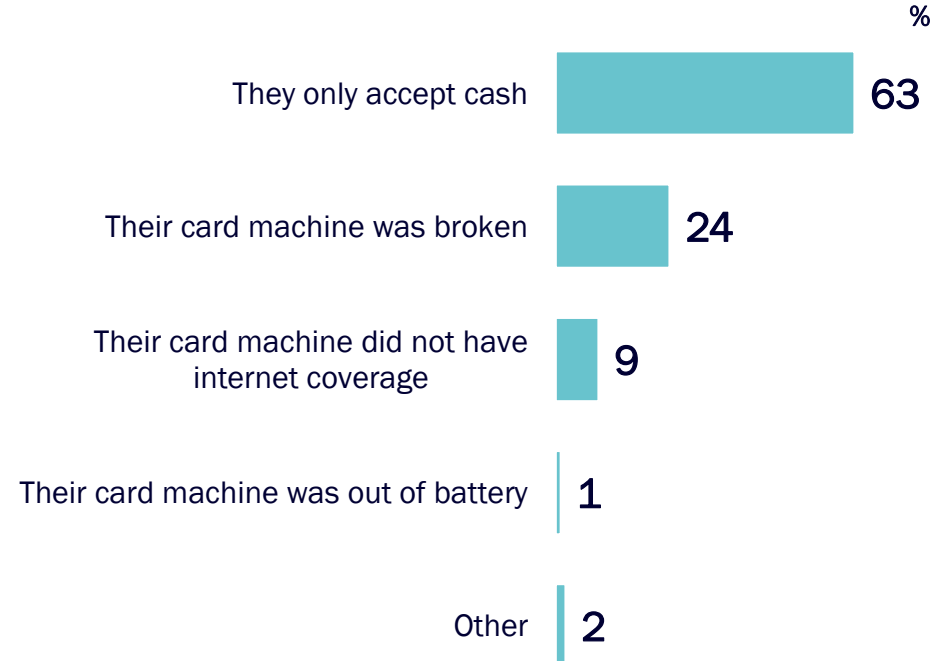


13%

were refused payment by credit/debit card

Reason for refusal of credit/debit card payment

(Base: All were refused card payment since 1st September 2022 - 128)



8. Key findings

A close-up, low-angle shot of a yellow taxi sign. The sign is illuminated from below, creating a strong yellow glow. The word 'TAXI' is written in large, bold, black letters on a yellow background. The sign is reflected on a dark, wet surface, creating a clear mirror image. The background is dark and out of focus, with some blue and yellow light reflecting off the surface.

Key findings

Taxi Usage

- 83% of adults claim to use taxis, a slight decrease from May '23 (-3%pts) but one in four report they have not taken a taxi in the last 12 months. Usage in the past month has also decreased -5%pts to 40%.
- When asked about change in usage compared to 12 months ago, 48% said they were using taxi services the same amount, but 43% say they are using them less. 9% were using them more. Key reasons for using taxi services less were due to *less going out or socialising* and *having less disposable income*.
- The most cited reasons for last taxi trip remains for *socialising/recreational or drinking alcohol*.

Key Usage Trends

- *Speed and convenience* are the key reasons to use a taxi over other forms of transport.
- Ordering a taxi by app is most common at 32% (34% among those who have used a taxi in the last two weeks) followed by phone at 27% (25% among those who have used a taxi in the last two weeks).
- Of those who have taken a taxi in the last 6 months on their last journey there was 1-2 passengers, and the distance was within 10Kms.
- Most recent trip is most likely to have been on Saturday or Friday.
- 54% order a taxi to arrive immediately and 46% at an agreed time – higher incidence of ordering immediately in Dublin (67%).
- 72% found it easy to get a taxi, 31% finding it very easy a decrease of -9%pts vs May '23.
- 90% state the last taxi they travelled in was in at least *fairly good condition*.

WAT experience

- 5% of adults require a WAT or have travelled with someone who does. 38% of which ordered their last taxi by phone.
- The majority of WAT users aren't aware of fixed payment fines in place for refusal to carry a passenger in a wheelchair.
- Accessibility of the appropriate vehicle is the key issue faced by this cohort when using taxis. Three in four report encountering at least one issue when using taxis.

Electric vehicles

- 21% state they would choose an electric vehicle before petrol/diesel and 34% would select “eco friendly” as their preferred option when booking.



Key findings

Taxi Fares & attitudes

- One in five were aware that the taxi fare on the meter is the maximum fare.
- 14% have received a discount in the last year with rounding down the most common discount received.
- 25% have heard of the TFI Driver Check App and of these, 28% have used the App, in line with the last wave.
- 12% of adults have needed to query a fare with a driver in the last year, of whom 49% were satisfied with how their query was resolved.
- Just over two in three adults aren't aware the NTA has a complaints process in place for investigating consumer complaints.
- Just under three in four agree *taxis generally provide a good service*. Slight increase (+3%pts) in agreement that *after a night out, I feel safer travelling home by taxi*. -5%pts decrease in agreement that *shorter journeys are good value for money* to 28%.
- 94% feel safe when hailing a taxi on street and 93% while waiting at the rank for a taxi, in line with May '23 results.

Cashless payments

- 41% state their preferred method of payment is cash with 38% stating credit/debit card payments.
- +10%pts increase in awareness that as of 1st September last year taxis are required to have facilities to accept cashless payments to 53%.
- Since this cashless payment requirement has been in place, 13% have been refused payment by card with the key reason being that the taxi service provider only accepts cash.

