



Údarás Náisiúnta Iompair
National Transport Authority

National Maximum Taxi Fare Review 2019

Taxi User Survey

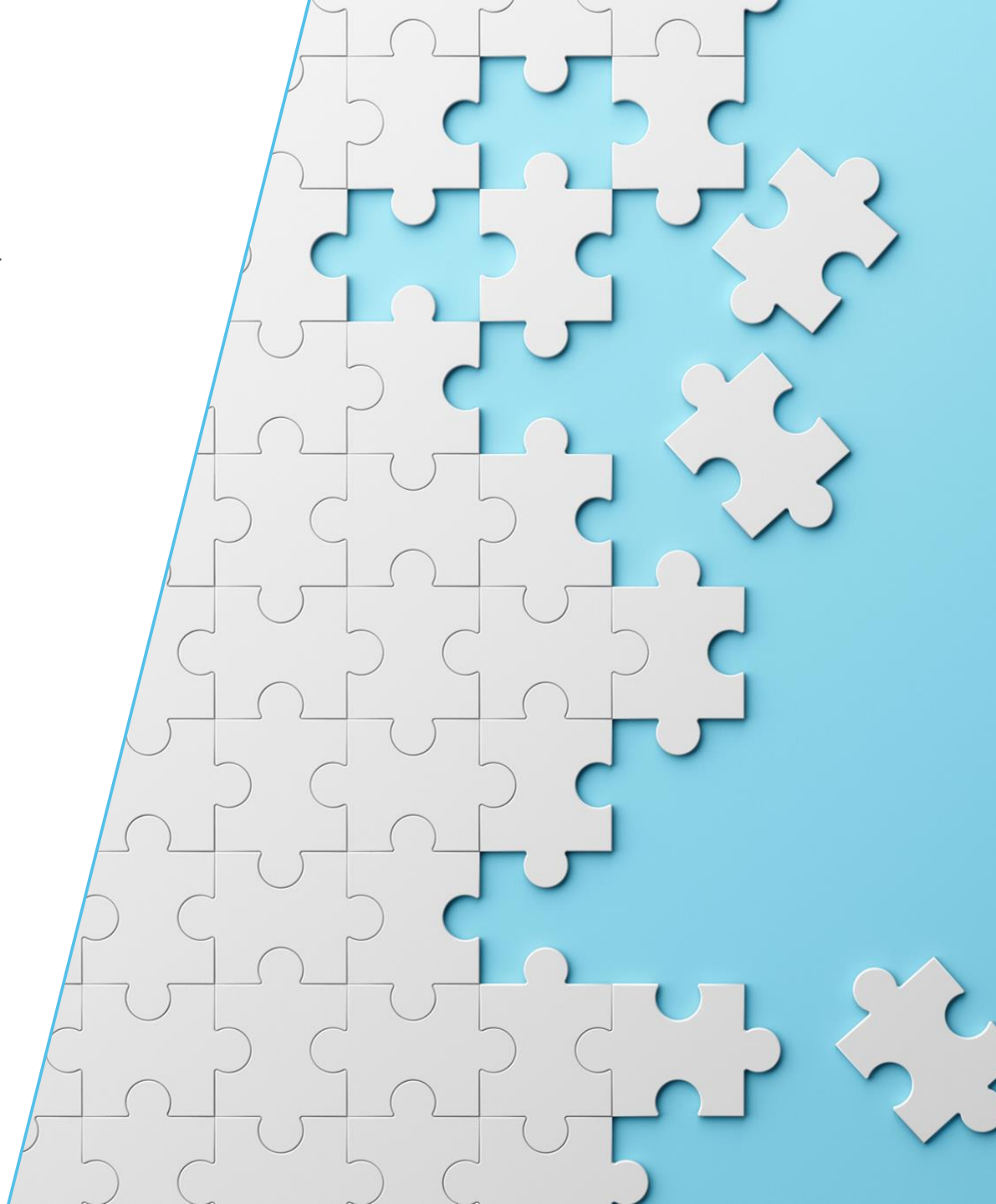
Nationally Representative
Face-to-Face Survey

July 2019



Introduction

- This report details the findings of a nationally representative, face-to-face, in-home survey of Irish adults aged 18+.
- The survey was asked of all adults, with a focus on taxi customers, and was undertaken by Behaviour & Attitudes on behalf of the National Transport Authority.
- The main objective of the research is to gauge usage and understanding of taxis among taxi users and non-users. The findings will inform a taxi fare review, along with the findings of a survey of Taxi Drivers conducted by telephone.
- Where possible, comparative results have been included from previous waves. The previous waves were conducted by Kantar Millward Brown Research.



Methodology

A nationally representative, face-to-face, in-home survey.

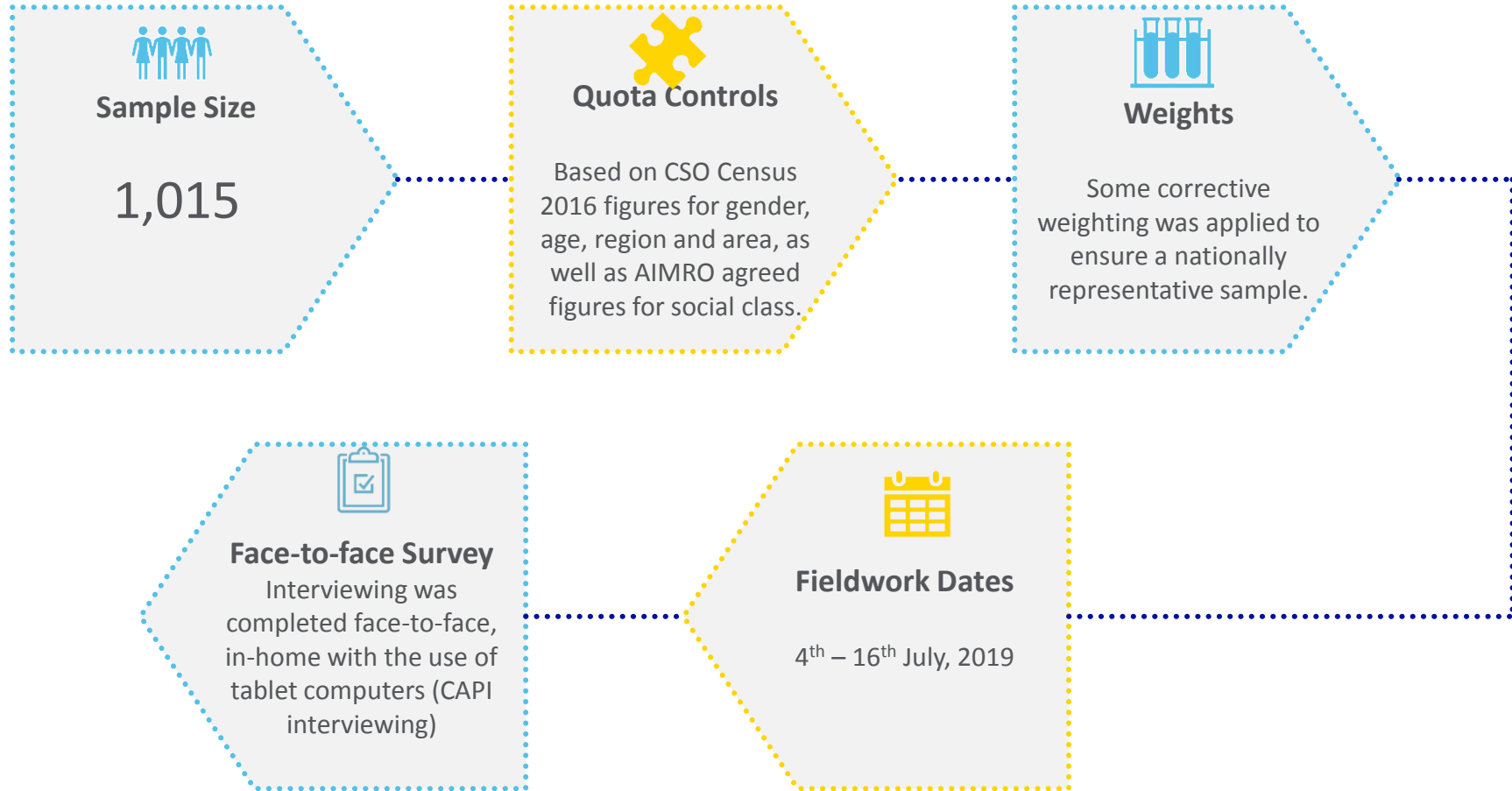


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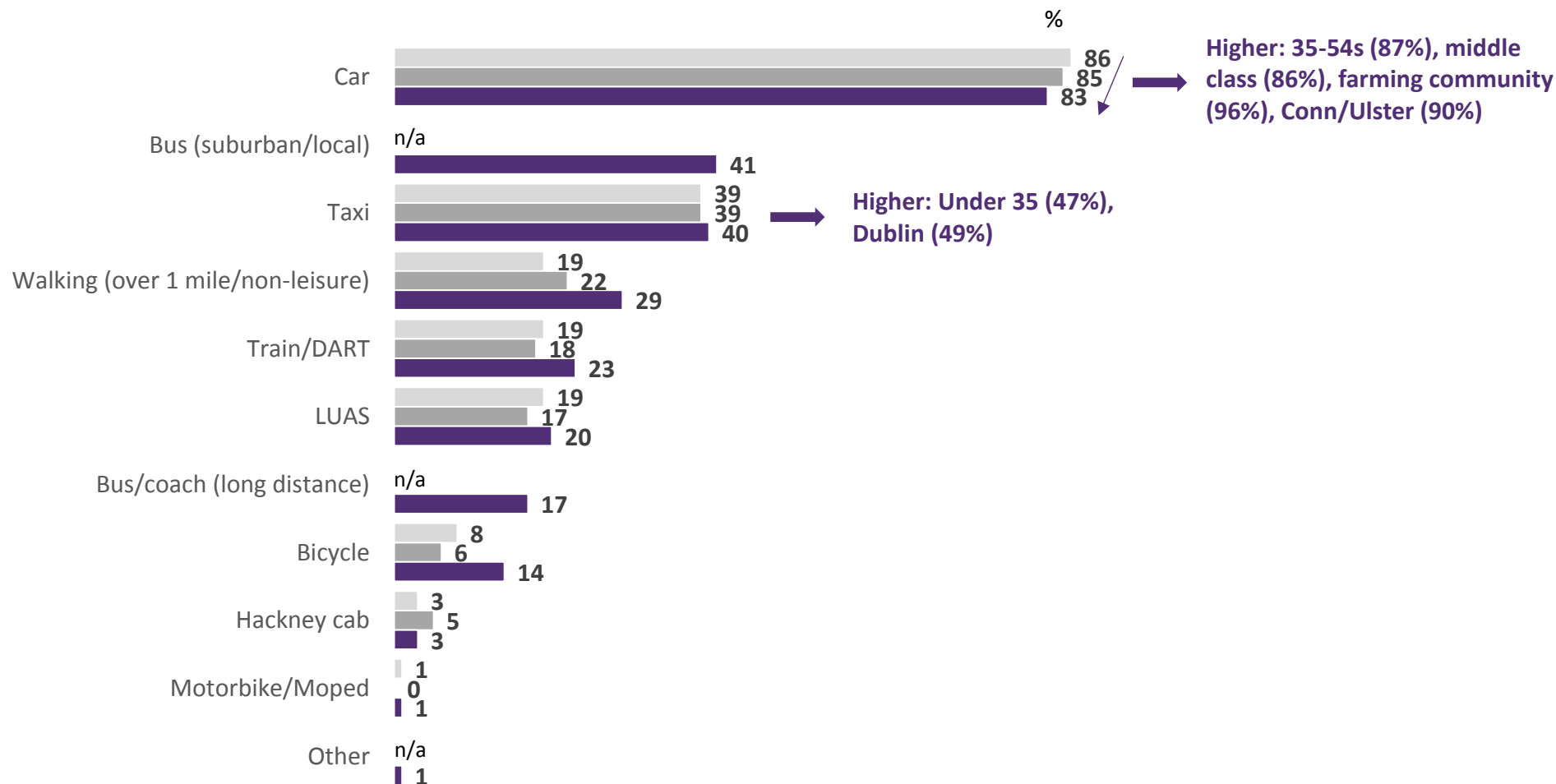
**Usage of taxis & modes
of transport**



***On average, Irish
adults have used
2.72 modes
of transport in
the past 6
months***

Transport modes used in past 6 months

Base: All adults aged 18+: 1,015/3,751,000



Proportion who have used a car in the past 6 months has steadily declined marginally over the past two waves, while the percentage who have used a taxi remains stable. More claim to have walked over 1 mile (non-leisure) this year than in 2017 (29% vs. 22% in 2017).

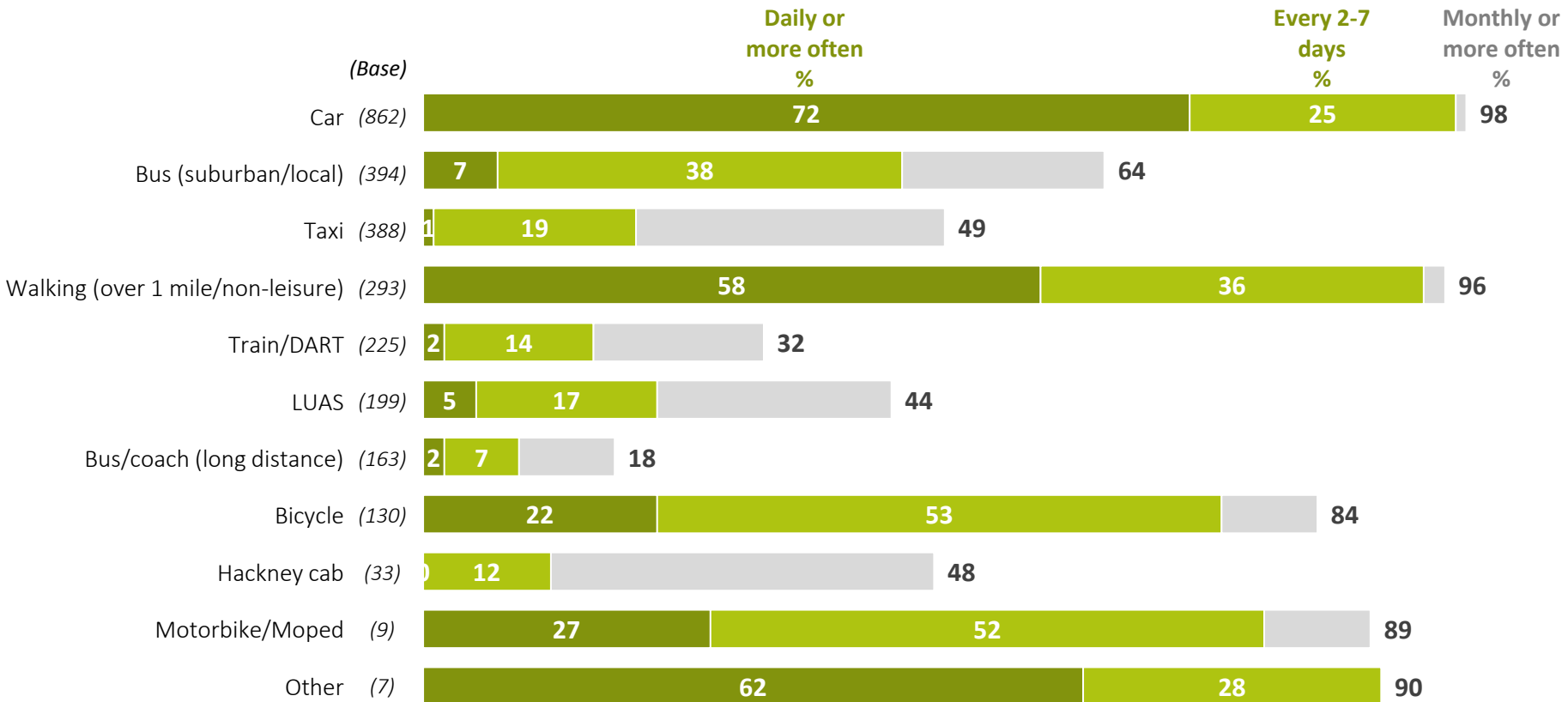


Approx. 19%
of Irish adults
aged 18+ use a
taxi monthly or
more often.
(680,000 pop. estimate)

(Approx. 22% in 2017)

Frequency of usage

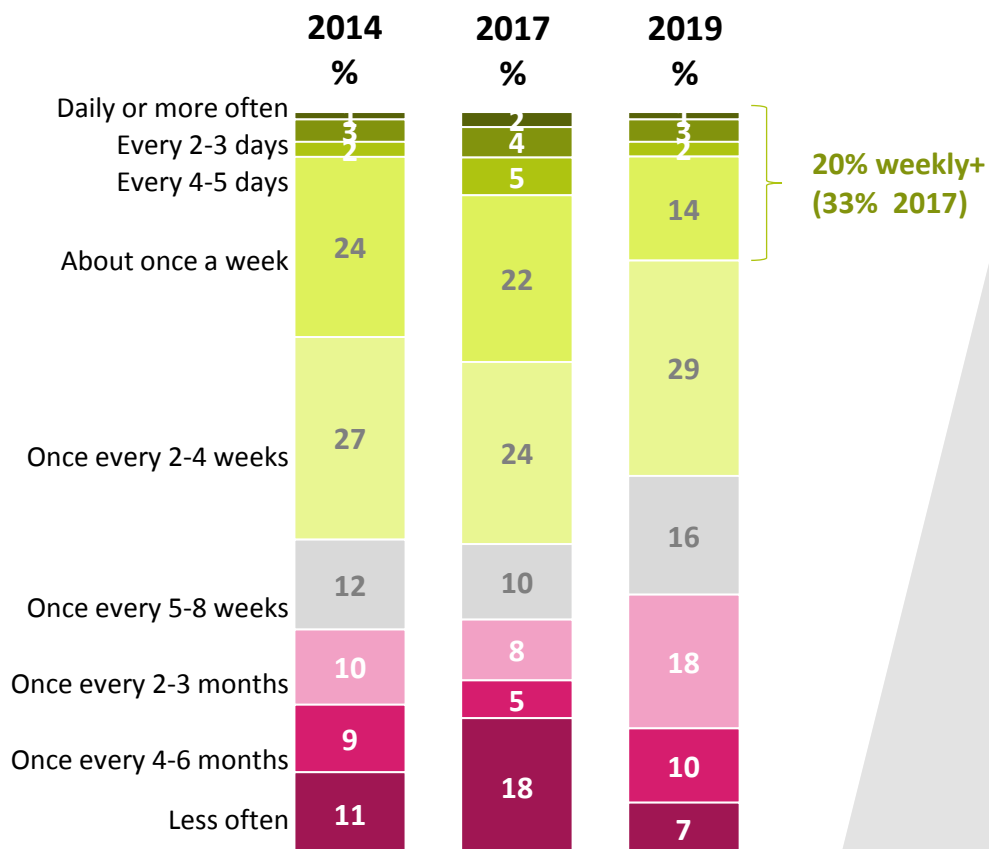
Base: All adults aged 18+ have used each mode of transport in past 6 months



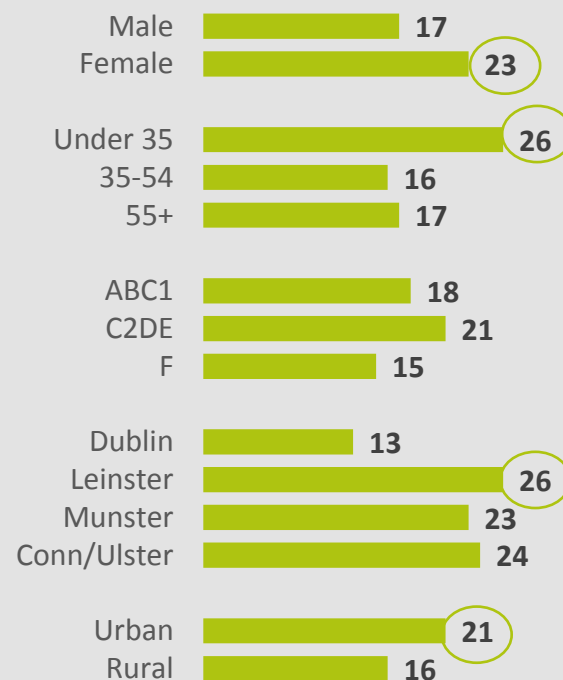
Those who have been in a car, walked or cycled are the more likely to claim they do it very regularly. 49% of those who have used a taxi in the past 6 months (19% of all adults aged 18+) use a taxi on a monthly basis.

Frequency of taxi usage

Base: All adults aged 18+ have used taxi in past 6 months:
388/1,411,000



Weekly+ x Demographics



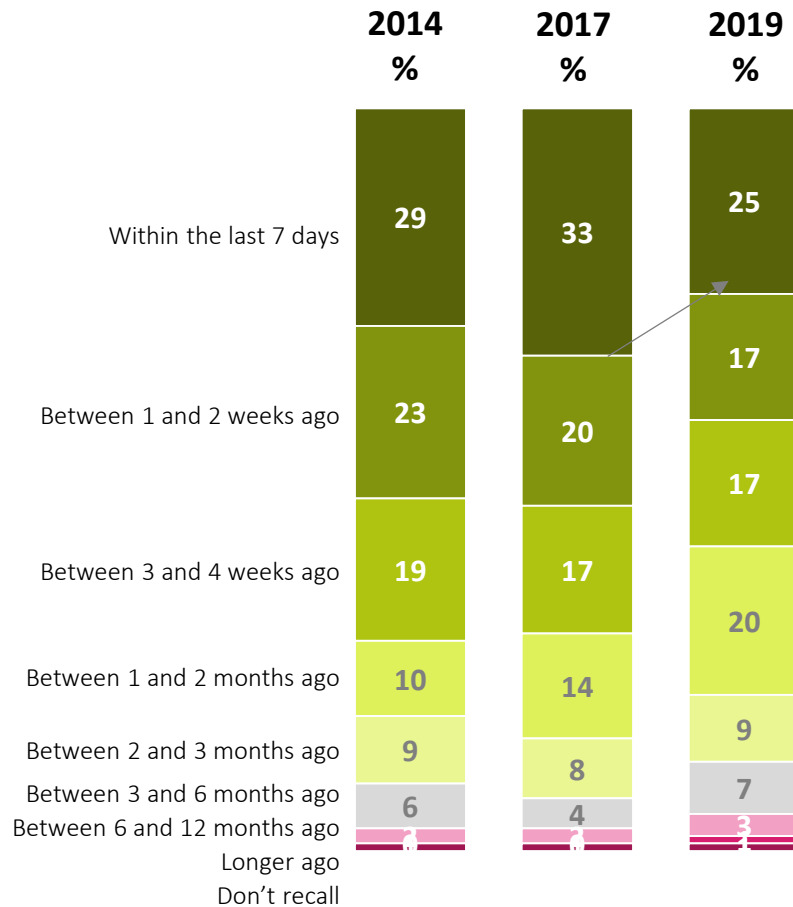
We see a decline in the proportion of weekly+ taxi users vs. 2017 this year (-13% pts). Women, those under 35, those in Leinster and those living in urban areas are the more likely weekly+ taxi users.



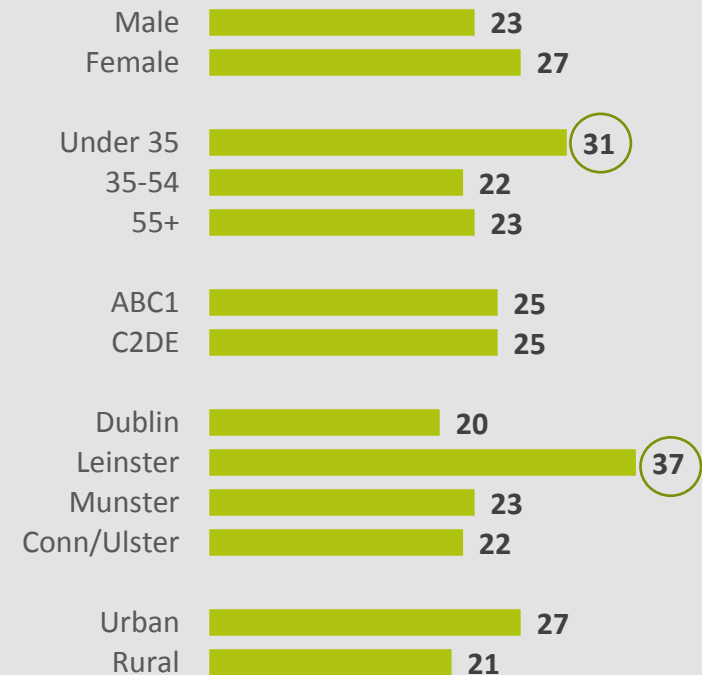
Taxi usage

Last occasion used a taxi

Base: All 6 monthly taxi users: 360/1,307,000



Last 7 days x Demographics

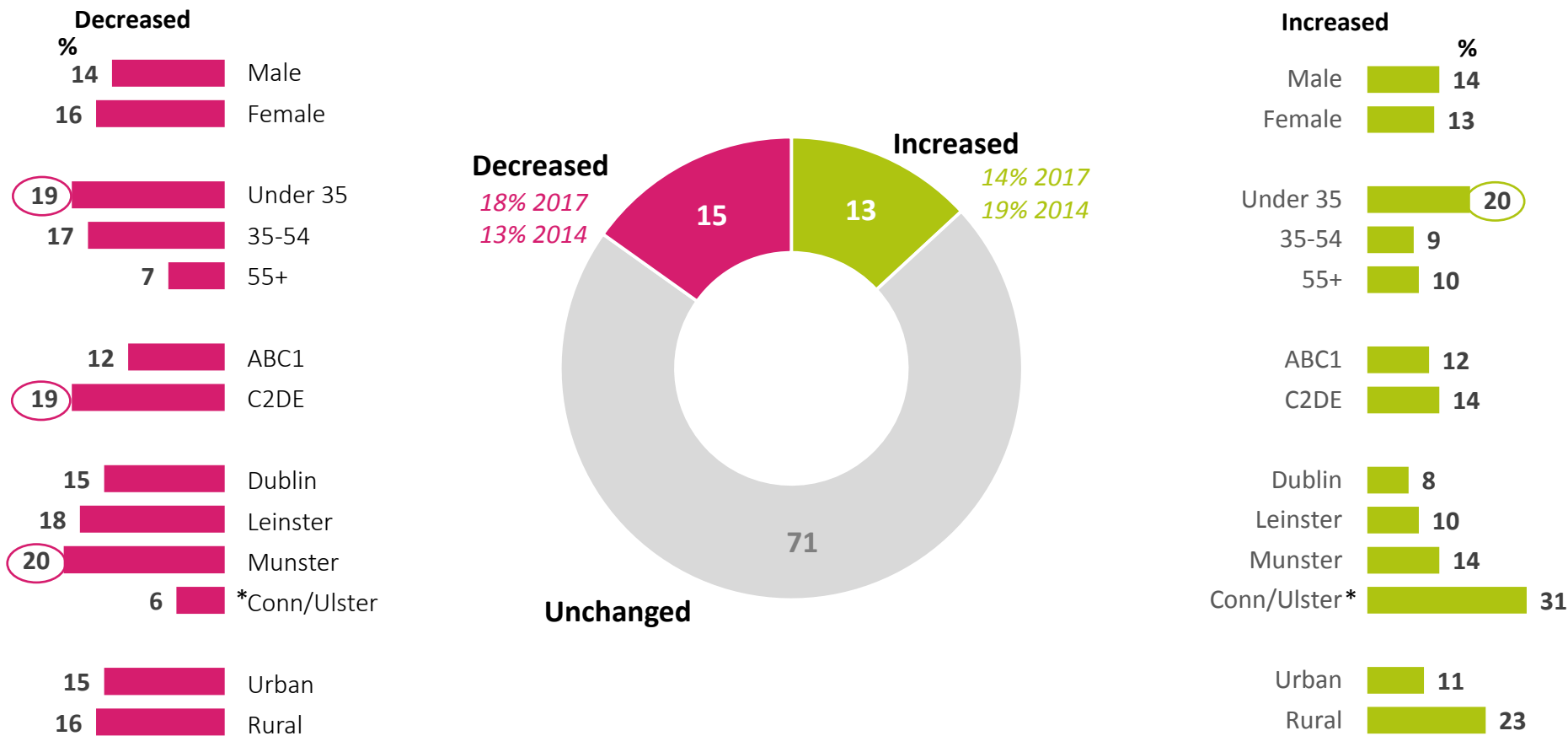


Fall back noted in more recent usage of taxis among those who claim to use them at least once every six months. Usage in the past 7 days higher among those under 35, Leinster dwellers and those who are living in urban areas.

Change in usage over the past 12 months



Base: All 6 monthly taxi users: 360/1,307,000



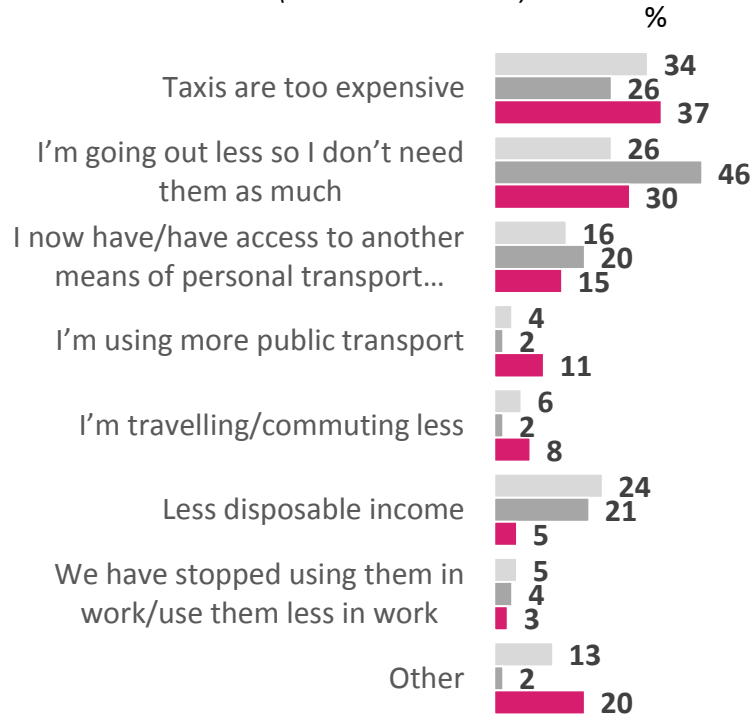
7 in 10 feel their usage has not changed in the past year, while 13% feel it has increased and 15% claim it has decreased. A fifth of under 35s claim their usage has decreased (19%), while a further 20% of them claim it has increased. The working class and those in Munster the more likely to claim their usage has decreased in the past year.

Reasons for change in usage

Base: All 6 monthly taxi users whose usage has increased/decreased in the past year

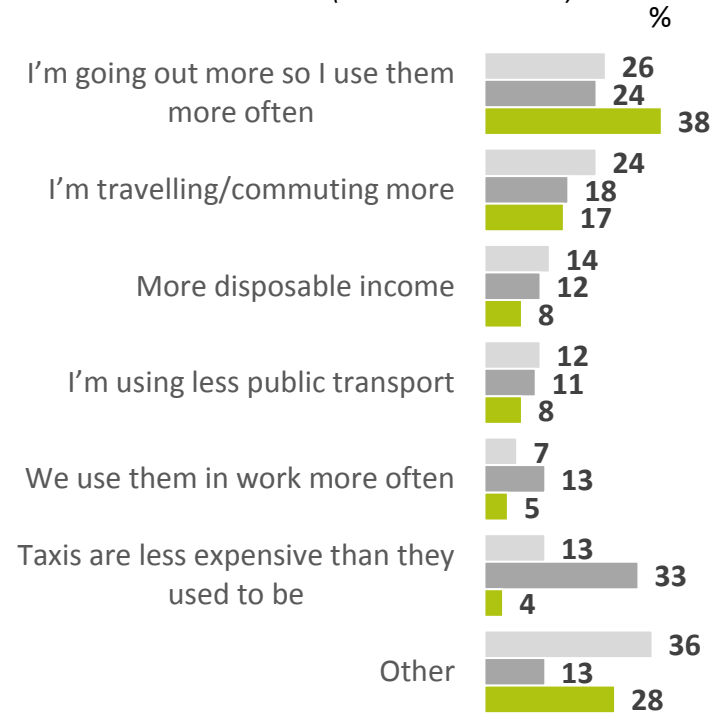
Reasons for decreasing

(Base: 50* decreased)



Reasons for increasing

(Base: 42* increased)



The most common reasons cited for using less taxis are expense and/or going out less. Meanwhile those who are using more are most likely to say they are going out more (38%) and/or travelling/commuting more (17%).

**Caution: small base*



***74%* of taxi
users in the past
6 months last
used a taxi for
leisure/social
purposes.***

**Shopping trip (or leisure related), Going to visit friends/family, Socialising/Recreational (night out, going to cinema, etc.), Had been drinking alcohol so I couldn't drive, Going to the airport (leisure related), Going to the train/bus station/ ferry (leisure related)*

Reasons for taking a taxi on last occasion

Base: All used taxi in the past 6 months – 388/1,411,000

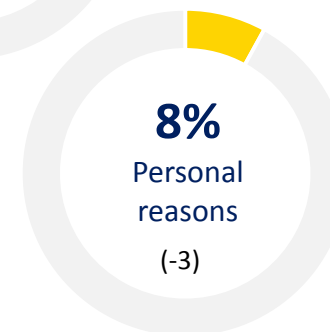
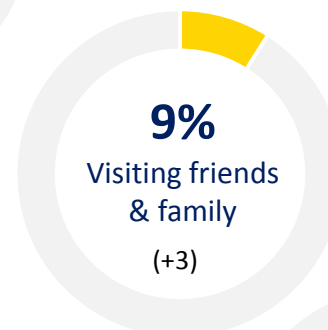
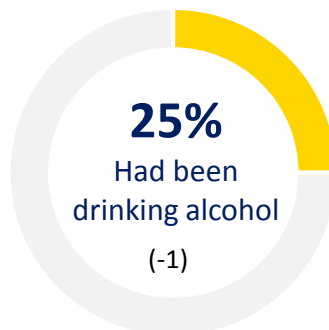
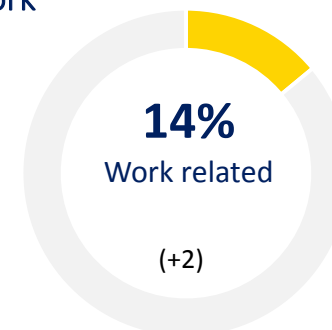
Social



Leisure



Work



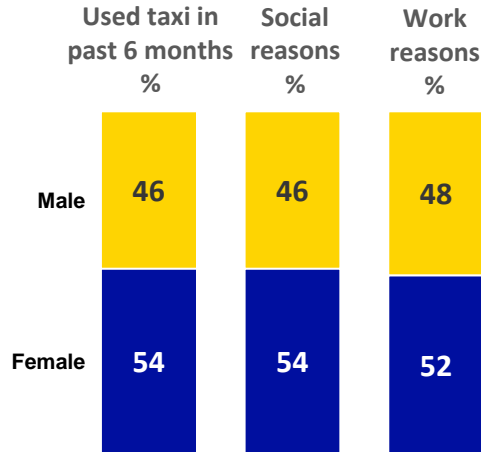
Socialising the most common reason mentioned for taking a taxi: 43% claimed they have been socialising, while a quarter had been drinking alcohol.

**Caution: small base*

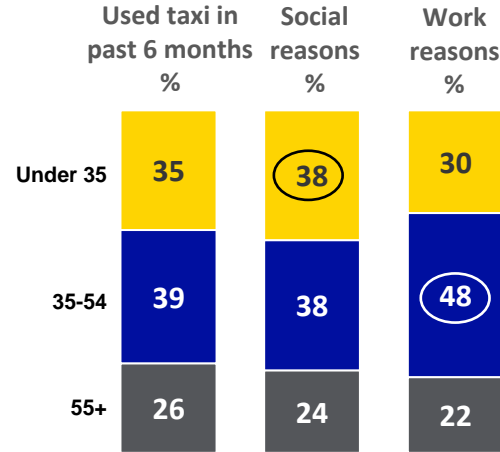
Profile of work vs. social taxi users

Base: All used taxi in the past 6 months – 388/1,411,000

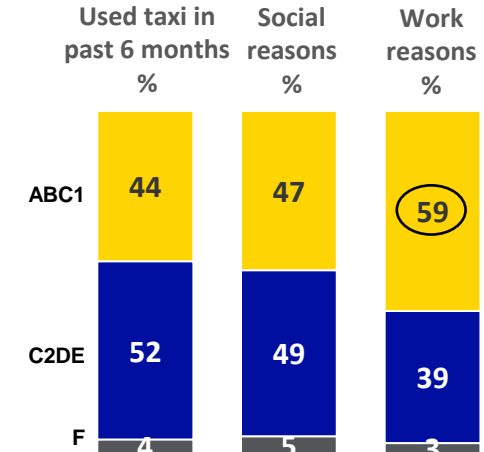
Gender



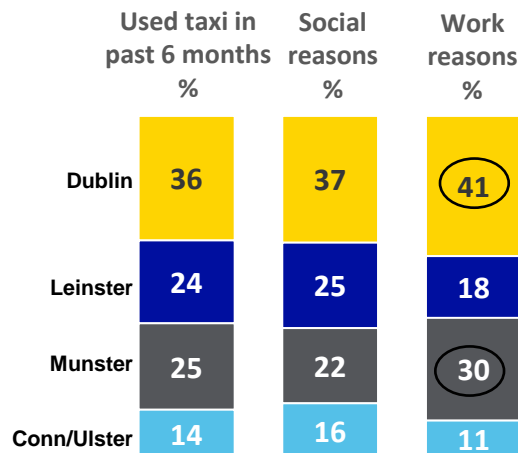
Age



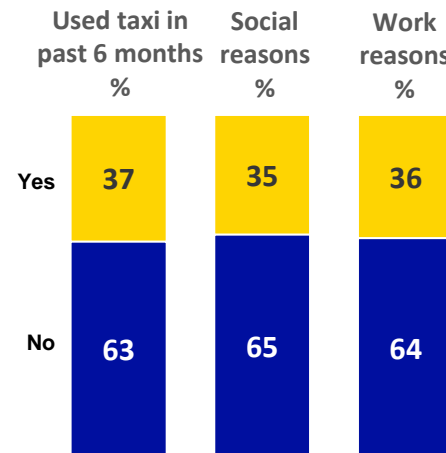
Social Class



Region



Kids in the Household



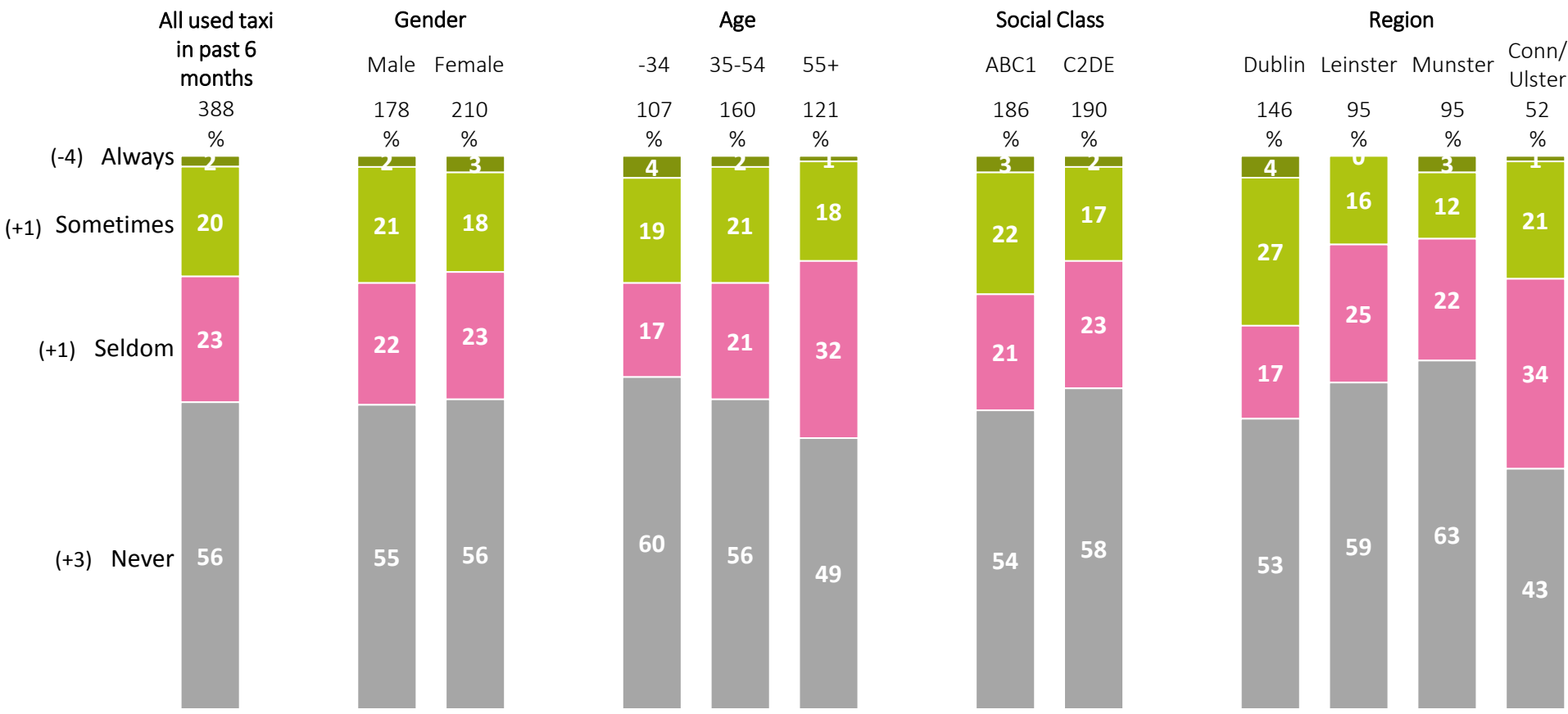
Those using taxis for work more middle class, 35-54 and/or Dublin and Munster based. Those using taxis for social reasons on the other hand are more likely to be younger and/or middle class, but are evenly split by gender and region.

*Caution: small base

Connecting with other public transport



Base: All used taxi in the past 6 months – 388/1,411,000



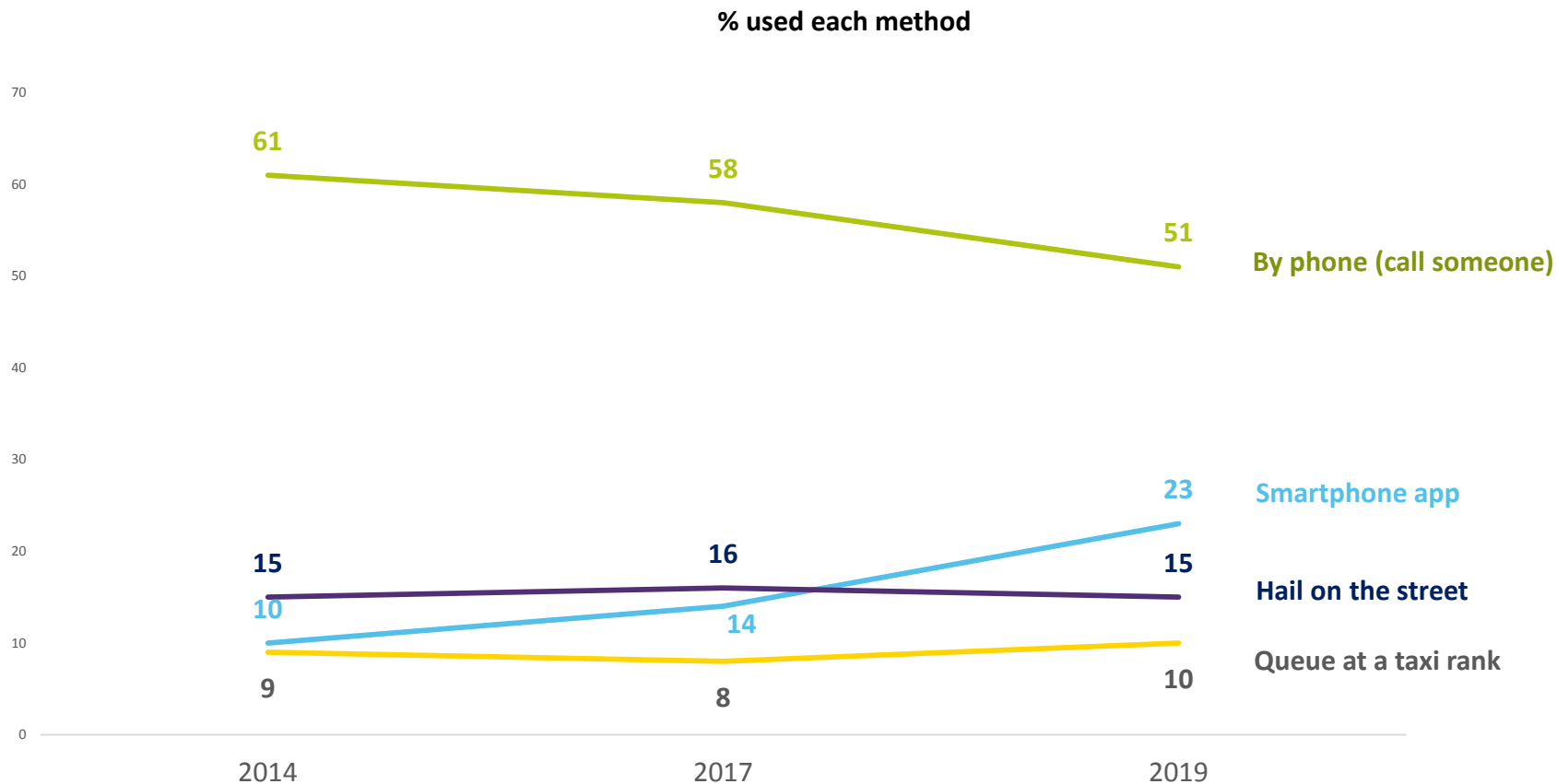
A fifth (22%) of those who have used taxis in the past 6 months claim they always/sometimes use taxis to connect with other public transport, rising to 25% among the middle class and 31% in Dublin.

(+/- 2017)

**Caution: small base*

How sourced last taxi: trended

Base: All used taxi in the past 6 months – 388/1,411,000



The proportion calling to arrange a taxi is declining (although still the most popular method), while usage of smartphone apps is continuing to grow; particularly in Dublin.

How sourced last taxi

Base: All used taxi in the past 6 months – 388/1,411,000

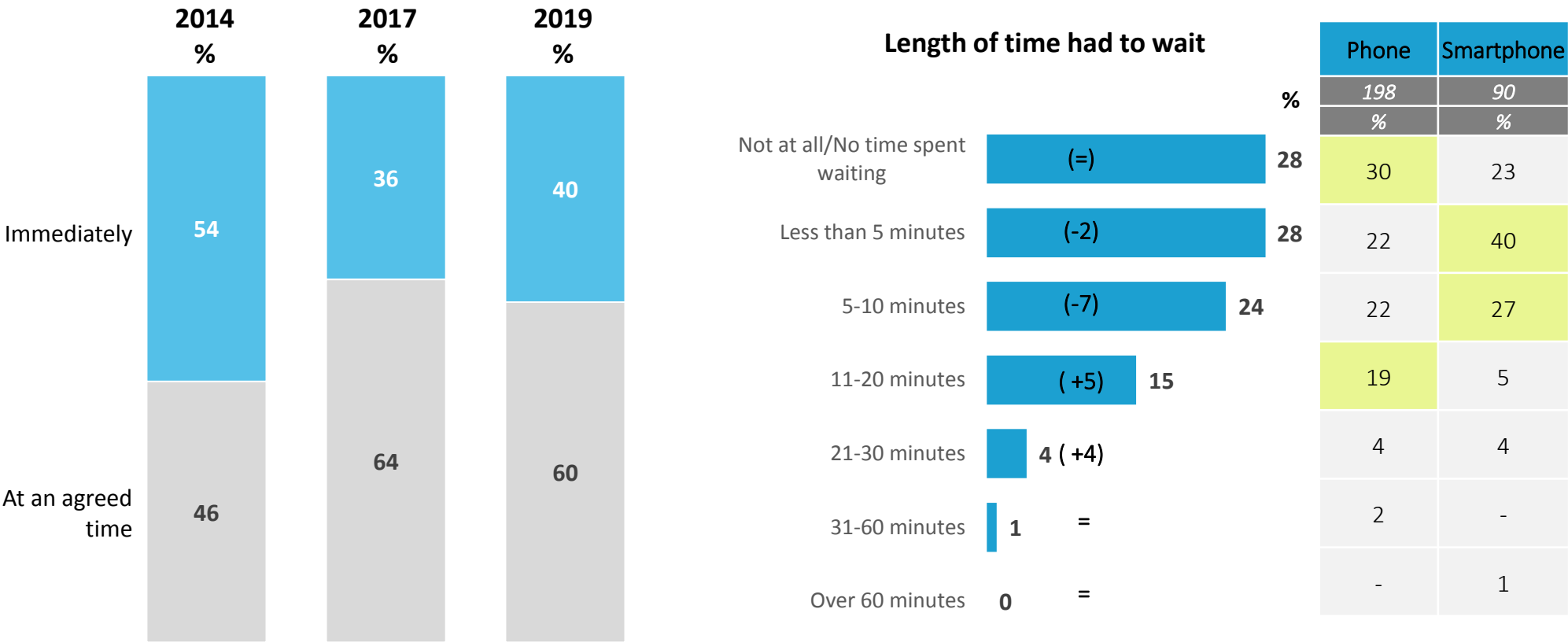
Method used		Gender		Age			Region			
		Male	Female	Under 35	35-54	55+	Dublin	Leinster	Munster	Conn/ Ulster
		178	210	107	160	121	146	95	95	52*
		%	%	%	%	%	%	%	%	%
By phone (voice call)	51	49	54	46	54	53	22	66	63	80
Smartphone app	23	21	24	27	24	17	48	7	16	-
Hailed on the street	15	19	11	17	10	20	17	14	16	8
Queued at a taxi rank	10	10	10	9	11	9	10	13	5	12
Don't know/Can't remember	1	1	2	1	1	2	2	1	-	-

Half (51%) of taxi users in the past 6 months called someone to arrange their last taxi trip: higher among women, those aged 35-54 and those living outside Dublin. Meanwhile a quarter (23%) used a smartphone app: higher among under 35s and those in Dublin (48%).

Phone/smartphone app: summary



Base: All taxi users used phone/smartphone app to arrange last taxi: 288/1,049,000



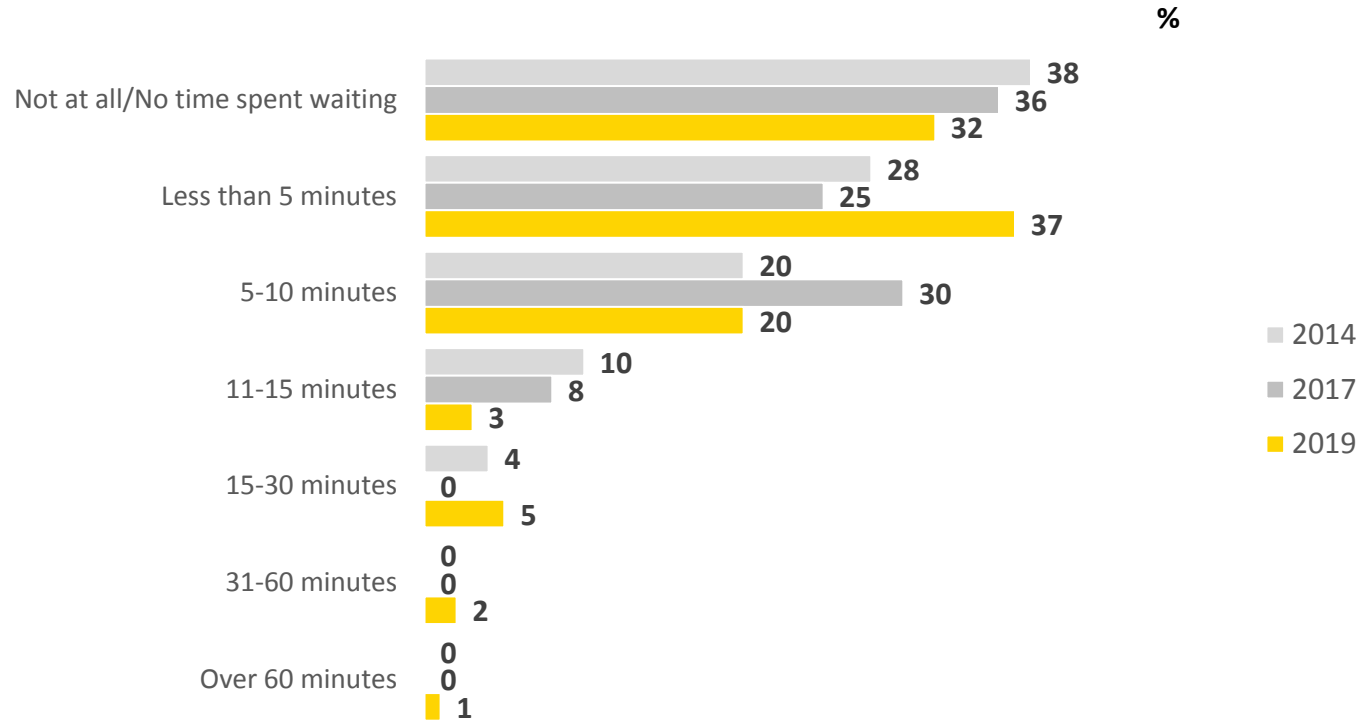
2 in 5 (40%) who used a phone/smartphone ordered the taxi immediately. The majority (56%) were waiting for 5 minutes or less. However, wait times appear to be getting longer: +5% pts waiting 11-20 mins vs. 2017, and +4% pts waiting 21-30 minutes.

(+/- 2017)

*Caution: small base

Wait times at the taxi rank/on-street

Base: All taxi users hailed on-street/used taxi rank to arrange last taxi: 95/346,000



Fewer with no wait times in comparison with last year, while the proportion waiting for less than 5 minutes has increased.

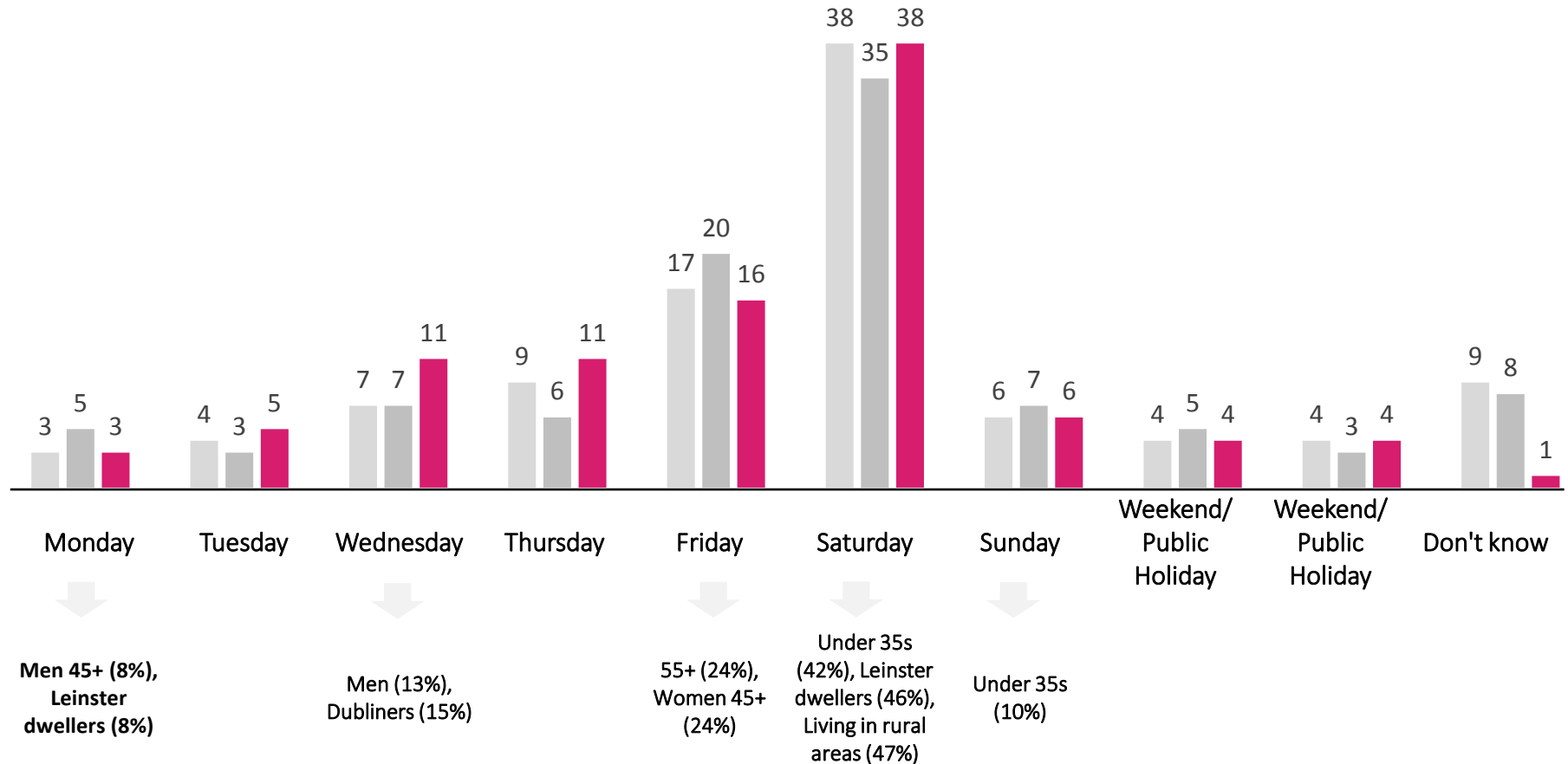
**Caution: small base*



- ***Only 8 taxi users were left waiting at a taxi rank/on-street for longer than 15 minutes.***
- ***2 would not have been willing to pay more for a taxi that arrived sooner.***
- ***4 would have paid €5 or less.***
- ***2 would have paid more than €5.***

Day of the week last used taxi

Base: All used taxi in the past 6 months – 388/1,411,000

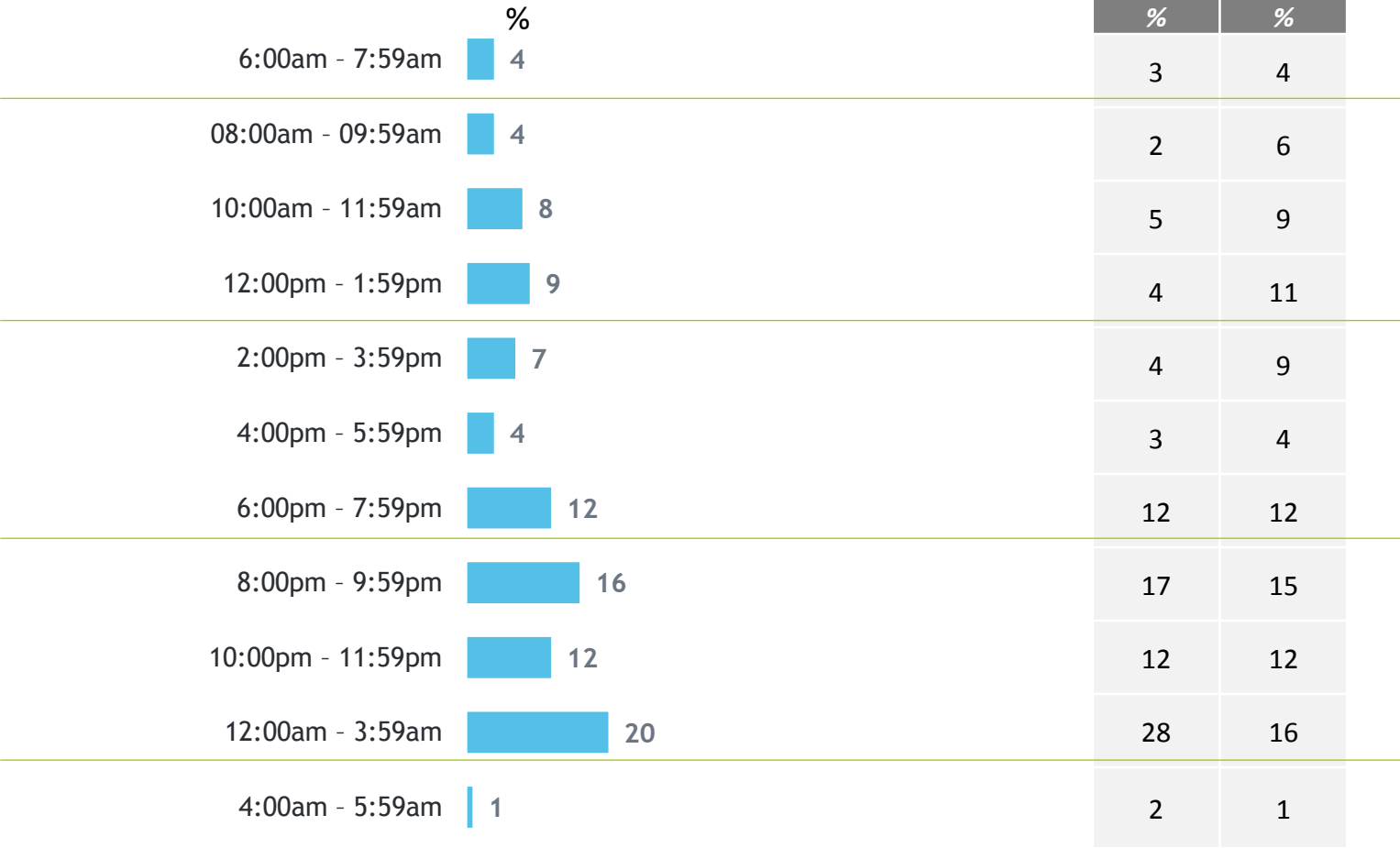


Saturday remains the most often mentioned day for last taxi used (38%). Higher among under 35s, those living in Leinster and those living in rural areas.

**Caution: small base*

Time last used taxi

Base: All used taxi in the past 6 months – 388/1,411,000

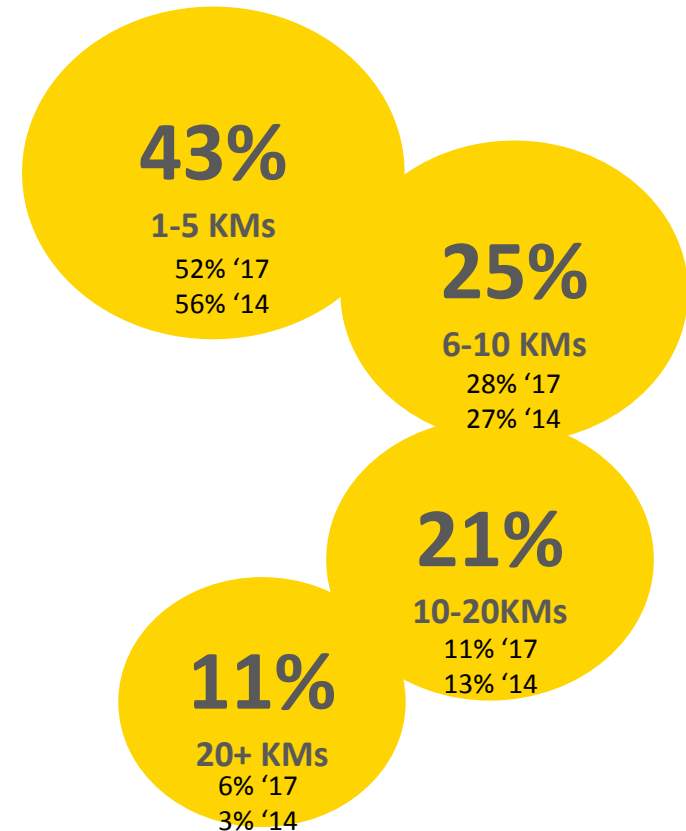
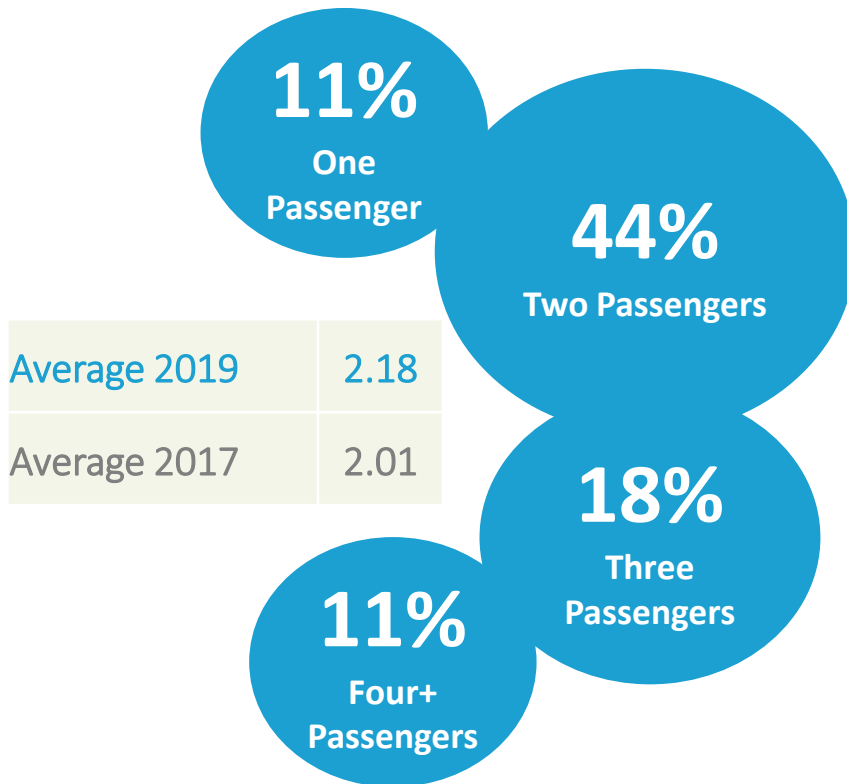


Last trip: number of passengers & distance travelled

Base: All used taxi in the past 6 months – 388/1,411,000

Number of passengers

Distance travelled



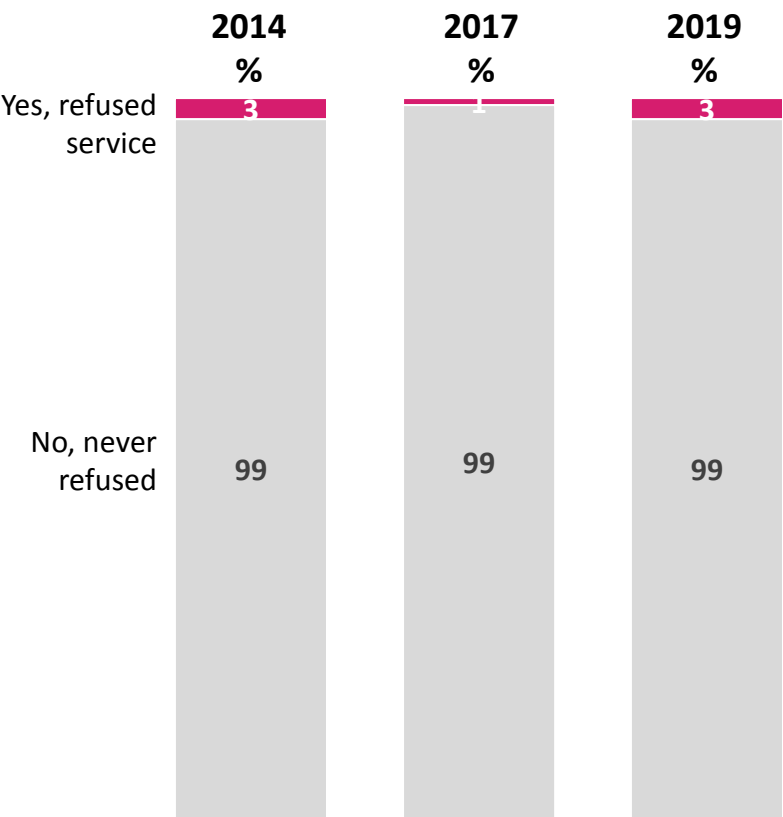
On average taxi users last travelled with 1 other passenger. Meanwhile, taxi journeys appear to be getting longer on average. Fewer taking shorter journeys, while +14% points on journeys 10KM or more vs. 2017.

**Caution: small base*

Ever refused service



Base: All used taxi in the past 6 months – 388/1,411,000



Reasons given for refusing service
(Base: 11/38,000)

	No.
No taxi available	6
No suitable taxi available – wheelchair accessible/size	1
Remoteness of pick-up point	1
Remoteness of destination	1
Other	2

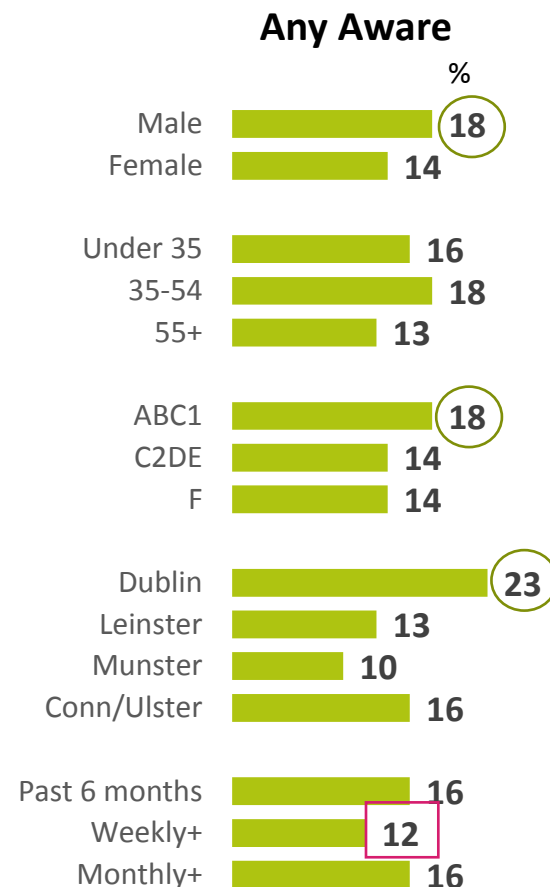
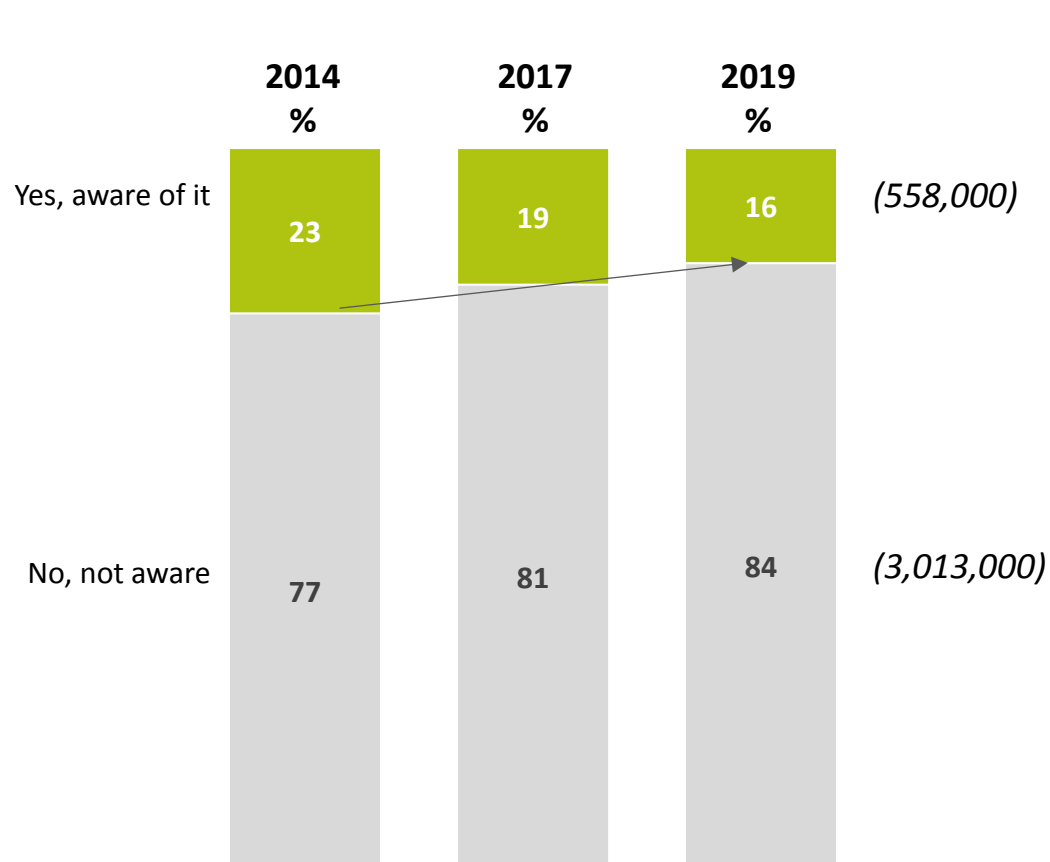
3% of those who have used a taxi in the past month have ever been refused service.



**Awareness &
perceptions of taxis**

Fare on meter as a maximum

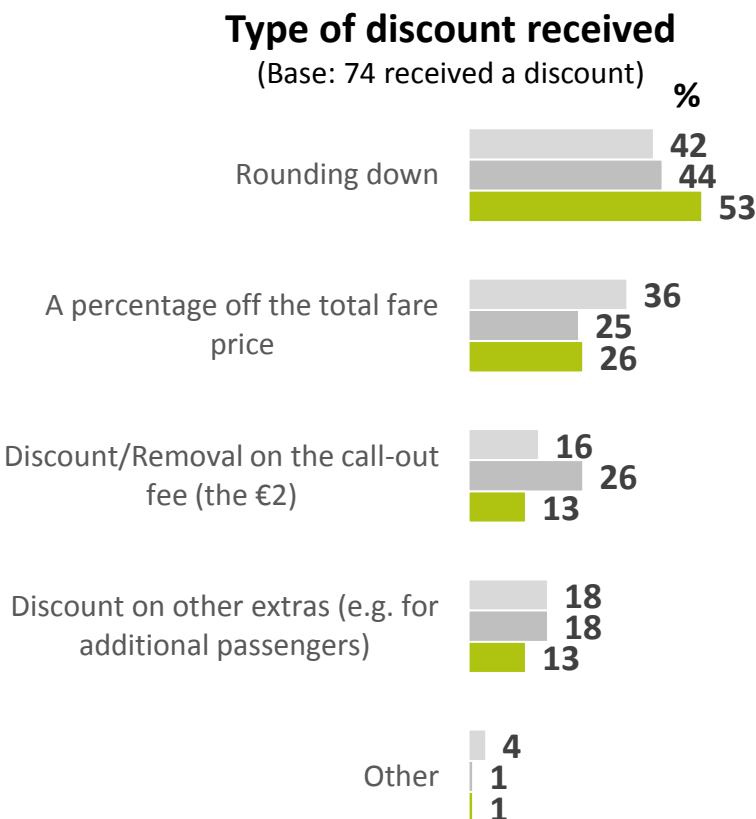
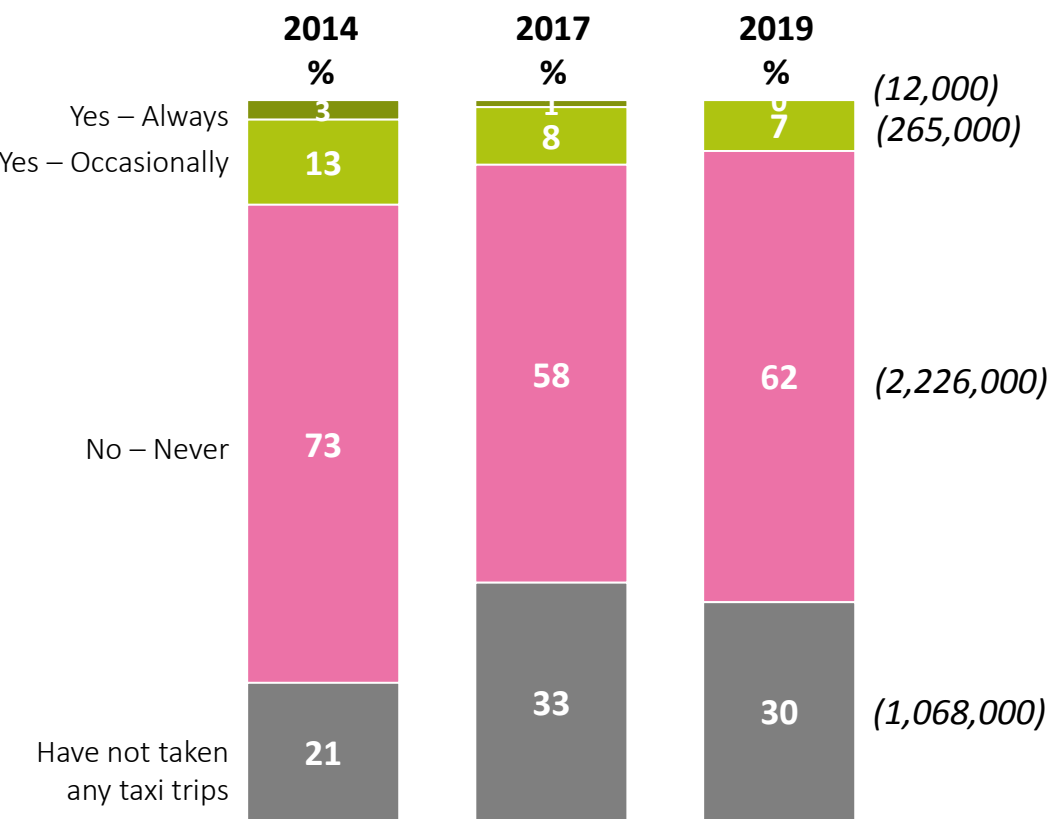
Base: All adults aged 18+: 1,015/3,751,000



16% aware that taxi fares shown are a maximum. Higher among men, the middle class and particularly those in Dublin. No difference in awareness among taxi users; in fact those who use taxis weekly or more often are less likely to be aware.

Incidence of discounts on taxi trips

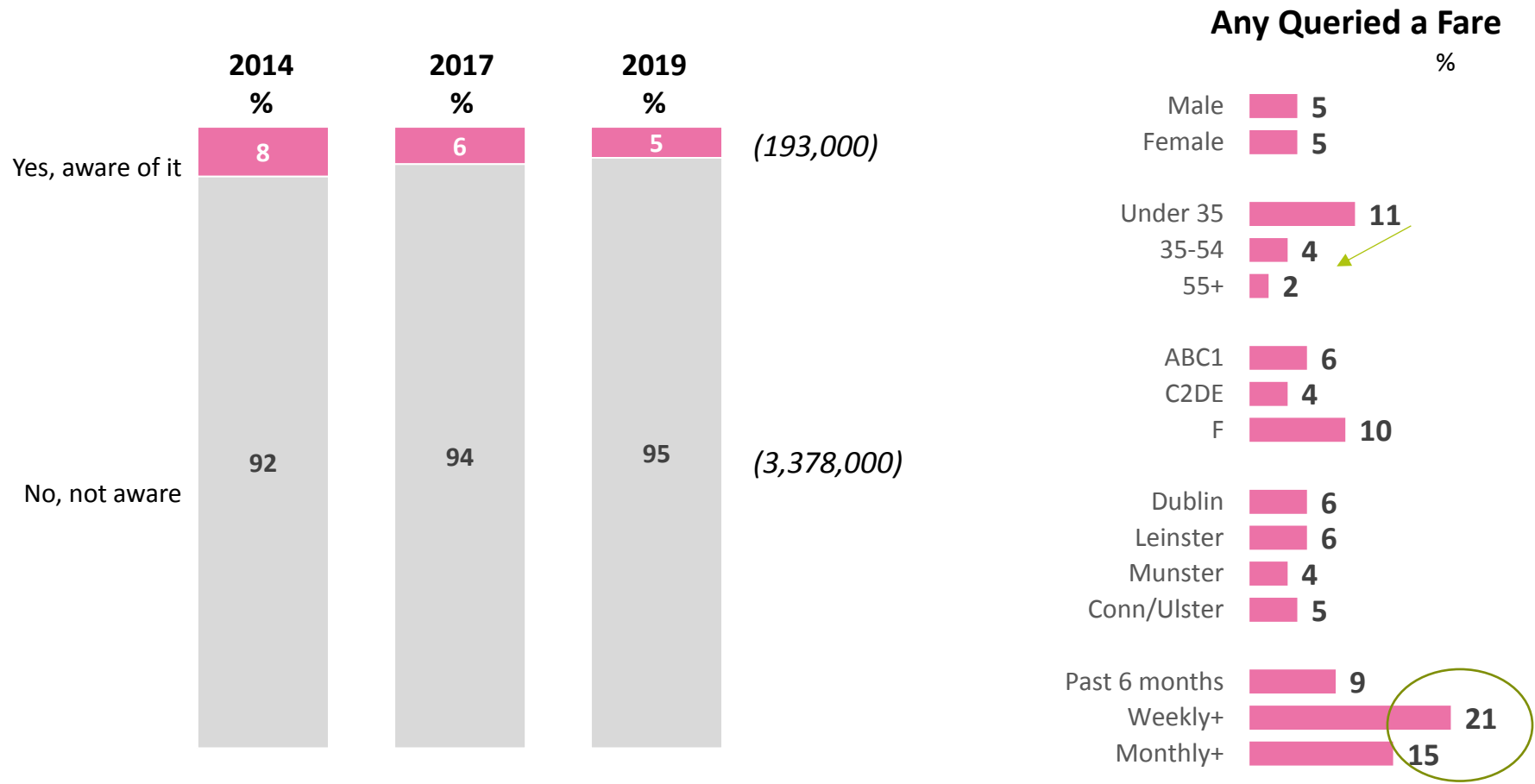
Base: All adults aged 18+: 1,015/3,751,000



7% claim to always/occasionally receive discounts on taxi trips, with over half of them claiming to receive a discount by the taxi driver rounding down the fare.

Incidence querying a fare

Base: All adults aged 18+: 1,015/3,751,000



5% (193,000 adults) have queried a fare with a taxi driver in the past year. Higher among more frequent taxi users, and we see a correlation between age and incidence. Younger adults more likely to have queried a fare, declining with age.

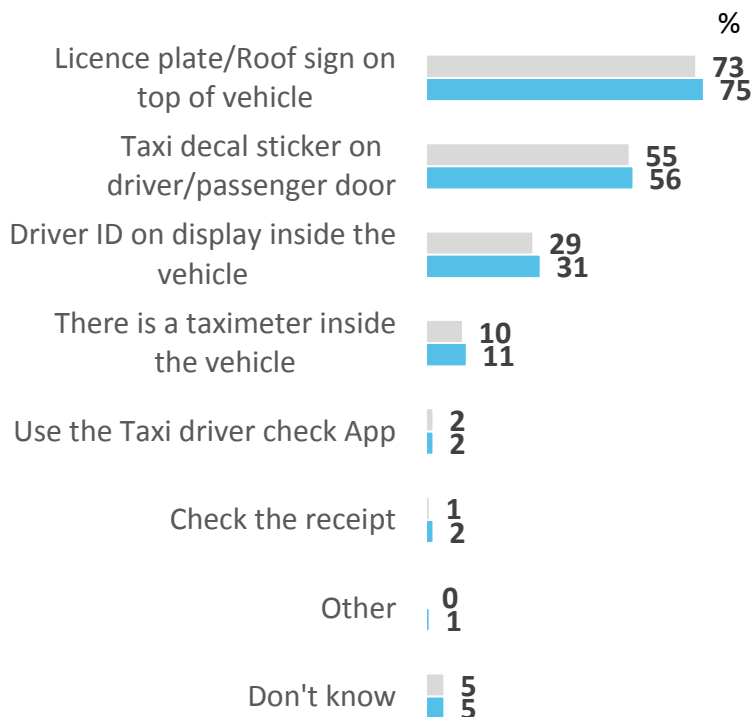


***56% of those
who queried a
fare were
satisfied with
the outcome.***

2017	53%
2014	33%

Recognition of official taxi vehicle

Base: All adults aged 18+: 1,015/3,751,000

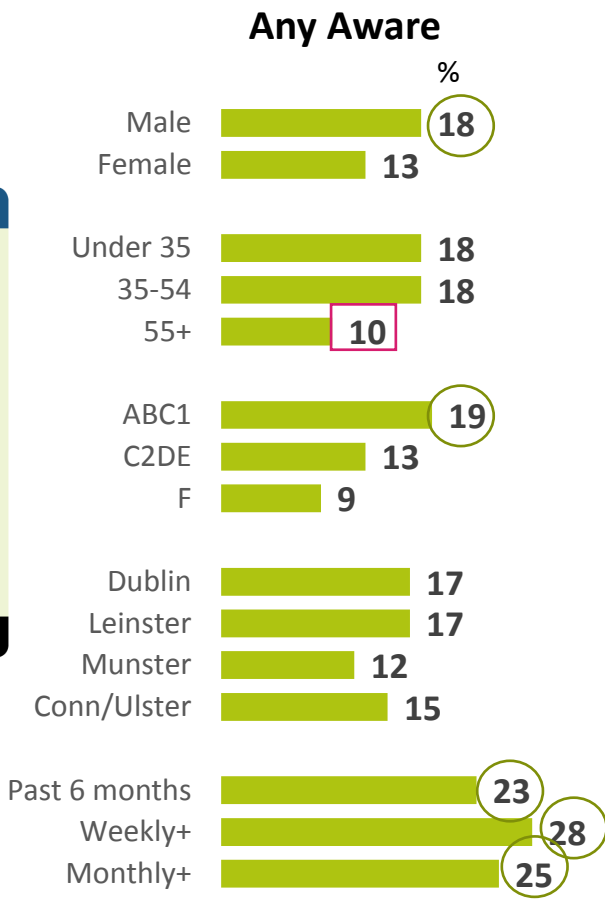
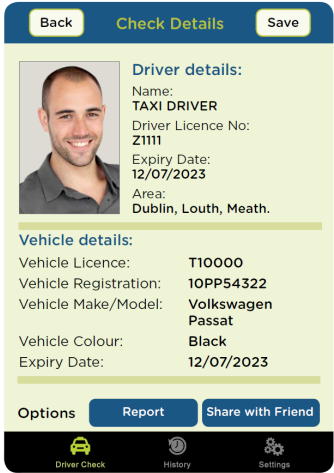
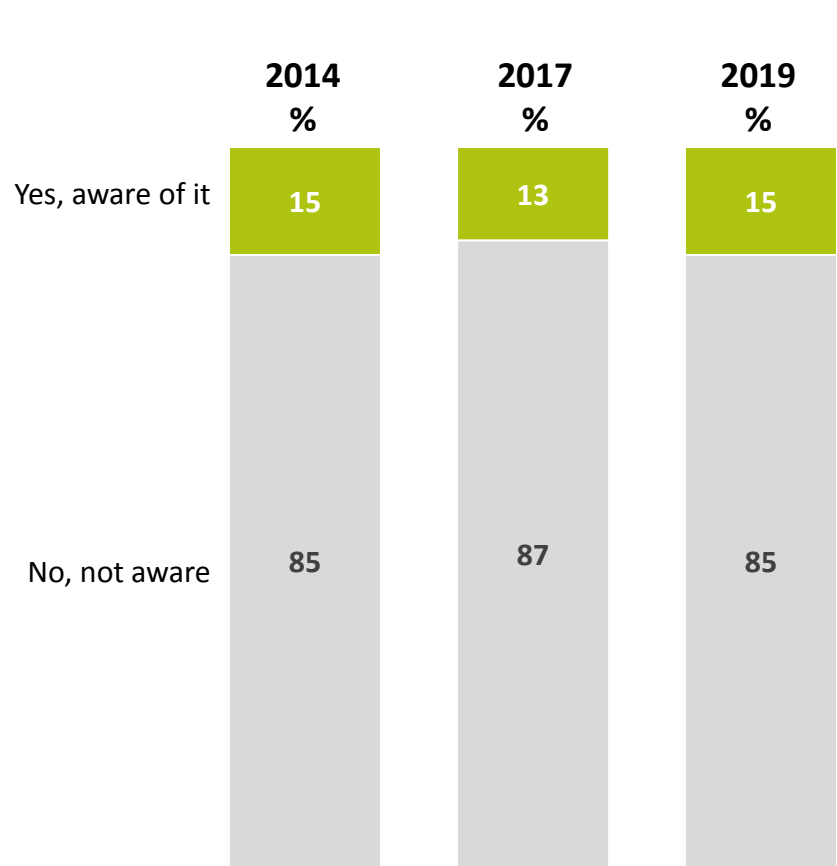


Age x Male			Age x Female			Social Class		Region			
18-24	25-44	45+	18-24	25-44	45+	ABC1	C2DE	Dublin	Leinster	Munster	Conn/Ulster
40	164	289	32	183	307	461	511	293	272	274	176
%	%	%	%	%	%	%	%	%	%	%	%
68	78	72	73	77	75	69	80	67	86	70	78
61	53	58	69	55	53	61	53	58	53	49	67
21	33	29	32	34	30	35	28	35	33	24	29
9	14	12	9	12	9	14	10	11	12	11	11
-	3	1	3	4	3	5	1	4	2	2	1
4	4	1	-	1	1	2	2	2	0	3	3
-	0	1	-	-	1	1	1	-	1	1	1
2	2	5	11	4	7	4	5	5	3	7	4

Three quarters of adults cite the licence plate/roof sign, while 56% claim a taxi decal sticker is the way to know a taxi. Little difference in figures vs. 2017.

Awareness of Driver Check App

Base: All adults aged 18+: 1,015/3,751,000



Ireland's 'Driver Check' app allows the public to verify that the driver and vehicle they are about to hire are both correctly licenced and vetted.

Usage of Driver Check App

Base: All adults aware of the driver check app: 157/546,000



[Back](#) [Check Details](#) [Save](#)





Driver details:
Name: **TAXI DRIVER**
Driver Licence No: **Z1111**
Expiry Date: **12/07/2023**
Area: **Dublin, Louth, Meath.**

Vehicle details:
Vehicle Licence: **T10000**
Vehicle Registration: **10PP54322**
Vehicle Make/Model: **Volkswagen
Passat**
Vehicle Colour: **Black**
Expiry Date: **12/07/2023**

[Options](#) [Report](#) [Share with Friend](#)

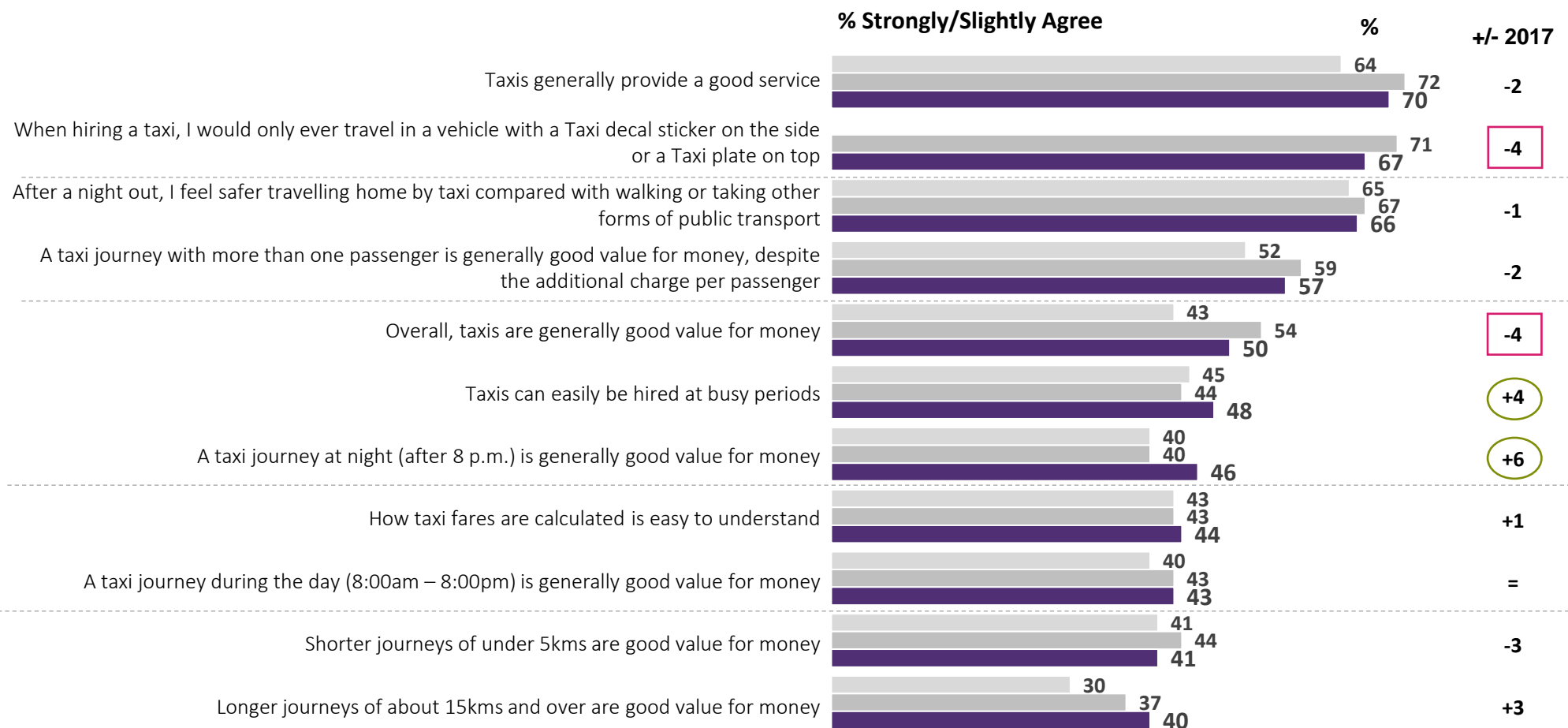

Driver Check


History


Settings

Attitudes towards taxis (Any Agree)

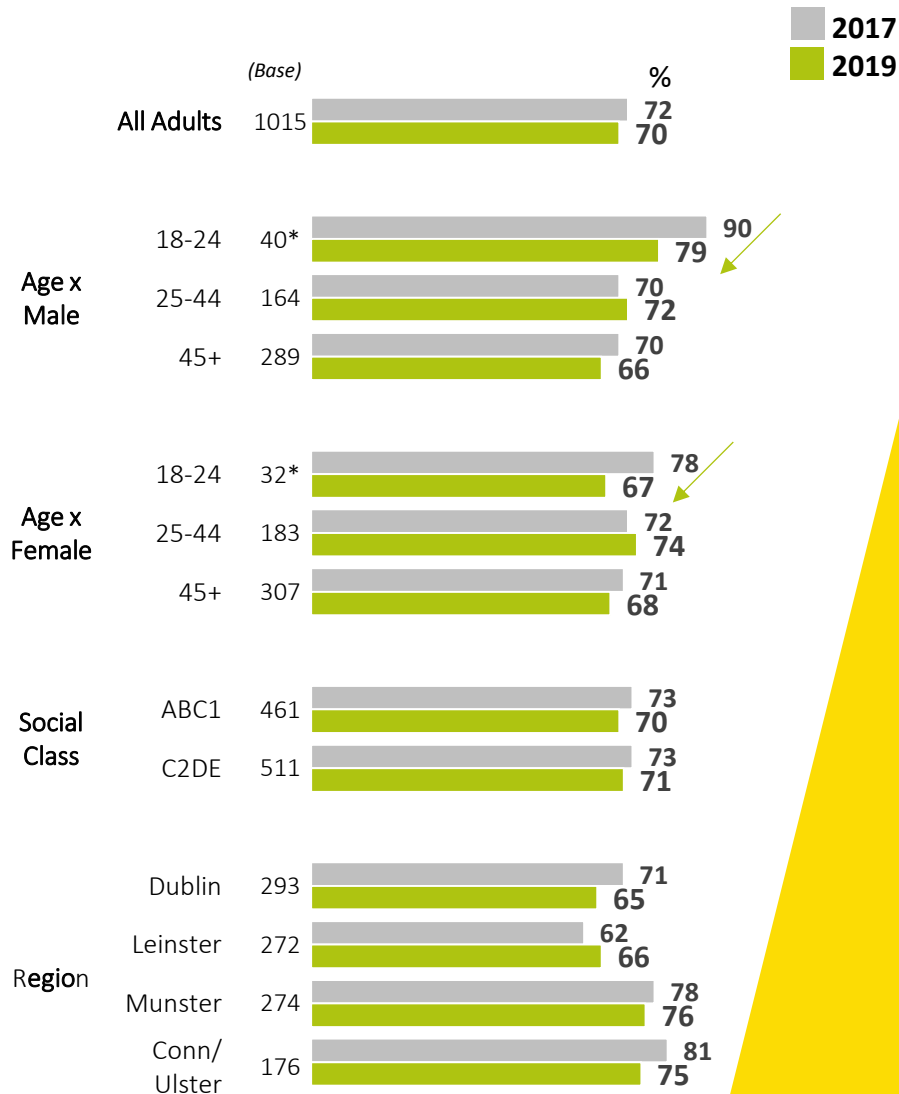
Base: All adults aged 18+: 1,015/3,751,000



Although we see a decline in the proportion who feel that overall taxis are generally good value for money (-4% pts), we see a +6% pts increase in the proportion who agree that a taxi journey at night is generally good value for money.

Taxis generally provide a good service

Base: All adults aged 18+: 1,015/3,751,000



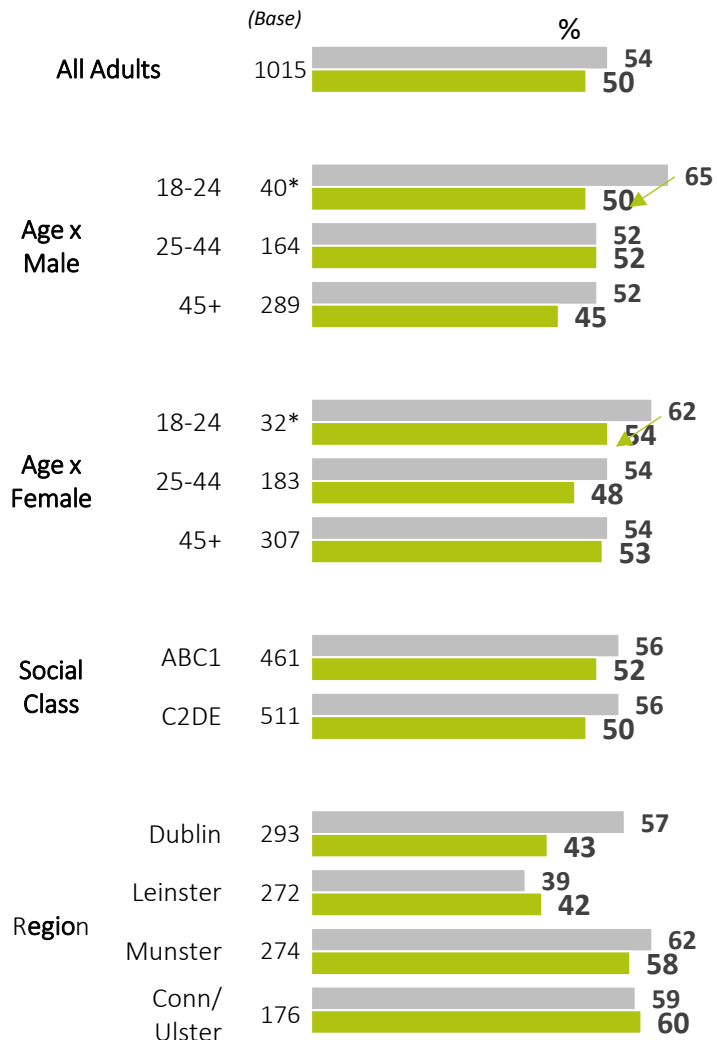
*Caution: small base

- Decline noted in agreement among younger users (although small base sizes here).
- Meanwhile, increase noted in Leinster, but decline in Dublin (-6% pts) & Connacht/Ulster (-6% pts).

Overall, taxis are generally good value for money

Base: All adults aged 18+: 1,015/3,751,000

2017
2019



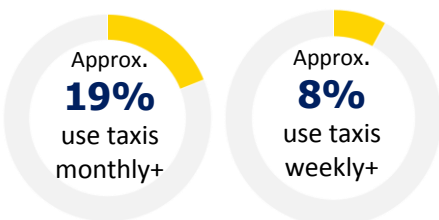
*Caution: small base

- Again, decline noted in agreement among younger users (although small base sizes here).
- Significant decline in agreement in Dublin (-14% pts), while other areas holding up well.

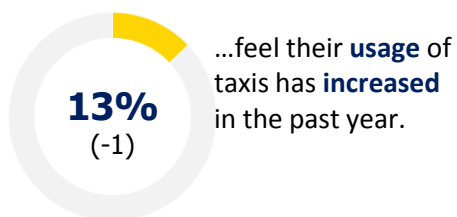
Key findings

TRANSPORT USAGE

- On average, Irish adults used **2.72 modes of transport** in the past 6 months.



- Women** and those **under 35** are more likely to be **higher frequency users**. **Less likely** in **Dublin** than elsewhere.



Most common reason given: they are **going out more often** (38%).

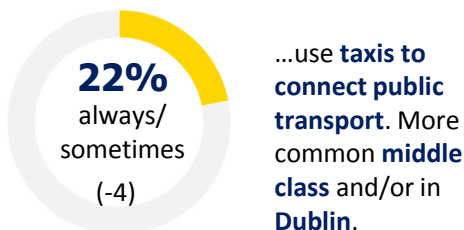
- 15%** (-3) ...claim usage has **decreased**. Most common reason given: **too expensive** (37%).

LAST TAXI TRIP



3 in 4 (74%) of last taxi trips were for **social/leisure** reasons.

Social/leisure trips **more common** among **under 35s**.



- Use of phone call** to arrange taxi **declining** (-7), while **use of app** **increasing** (+9).

PHONE CALL/SMARTPHONE



2 in 5 (40%) who used a call/app **requested** a taxi **immediately**.



DAYS/TIMES

Most **popular day** for taxis...

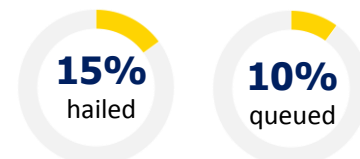


Most **popular times** for taxis are from **6pm – 9pm** (22%) and **9pm – 1am** (25%).

Fewer taking **shorter** taxi journeys:

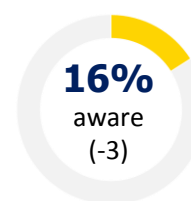


ON-STREET/RANK



69% waited for **5 minutes or less**.

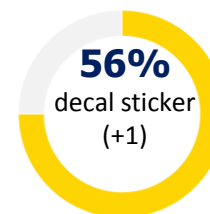
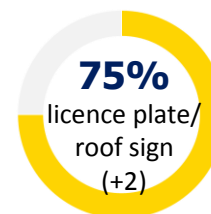
AWARENESS & ATTITUDES



that the **fare on the meter** is a **maximum**.

- 7%** **always/occasionally** receive a **discount** (-2).
- 5%** have **queried** a fare: higher younger and **declines with age**.

RECOGNISE A TAXI



TAXIS PROVIDE A GOOD SERVICE

