



Údarás Náisiúnta Iompair
National Transport Authority

COVID Impact Research Wave 5 - Taxi Users -

Data gathered during period of
further easing of Government
restrictions.

Quantitative Survey
February/March 2022





Introduction

Introduction

- This report details the findings of a representative survey of taxi users in Ireland **(February/March 2022)**. The survey is the fifth survey in the series.
- It sets out to understand current and expected usage with a focus on understanding the impact of the pandemic. The information will be used to contribute to future plans of the industry. The survey was undertaken online through the B&A Acumen panel.
- A survey of taxi operators has been undertaken by phone in tandem, covering a similar topic and aimed at reviewing the maximum fare review and the impact COVID-19 has had on taxi drivers.



Objectives

The core objective of this survey was:

To gain a nationally representative view of taxi 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.
 - ❖ Projected usage looking forward
 - ❖ Usage behaviour around ordering and payment
 - ❖ Attitudes to safety measures and an exploration of what aspects might allay any anxiety around Covid.



Methodology

A representative survey of taxi users in Ireland.

Sample Size:



1,048 adults
856 Taxi users
649 used taxi in past year
661 used a taxi during COVID
580 use taxi in the past 6 months
244 used 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 added to ensure representivity and to allow us estimate numbers of taxi users as well as percentages.



Fieldwork Dates:

26th February to 8th March 2022.

Context:

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



B&A Acumen Panel

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



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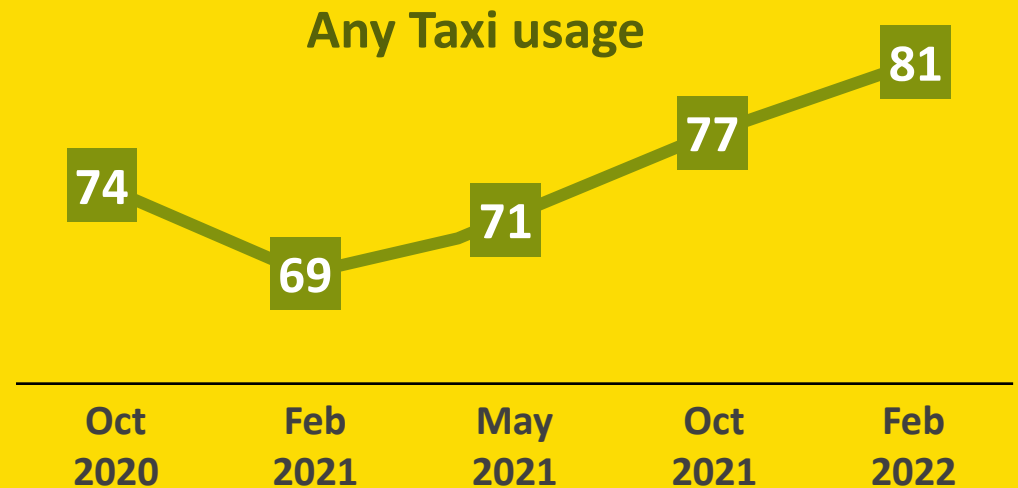
5. Key findings



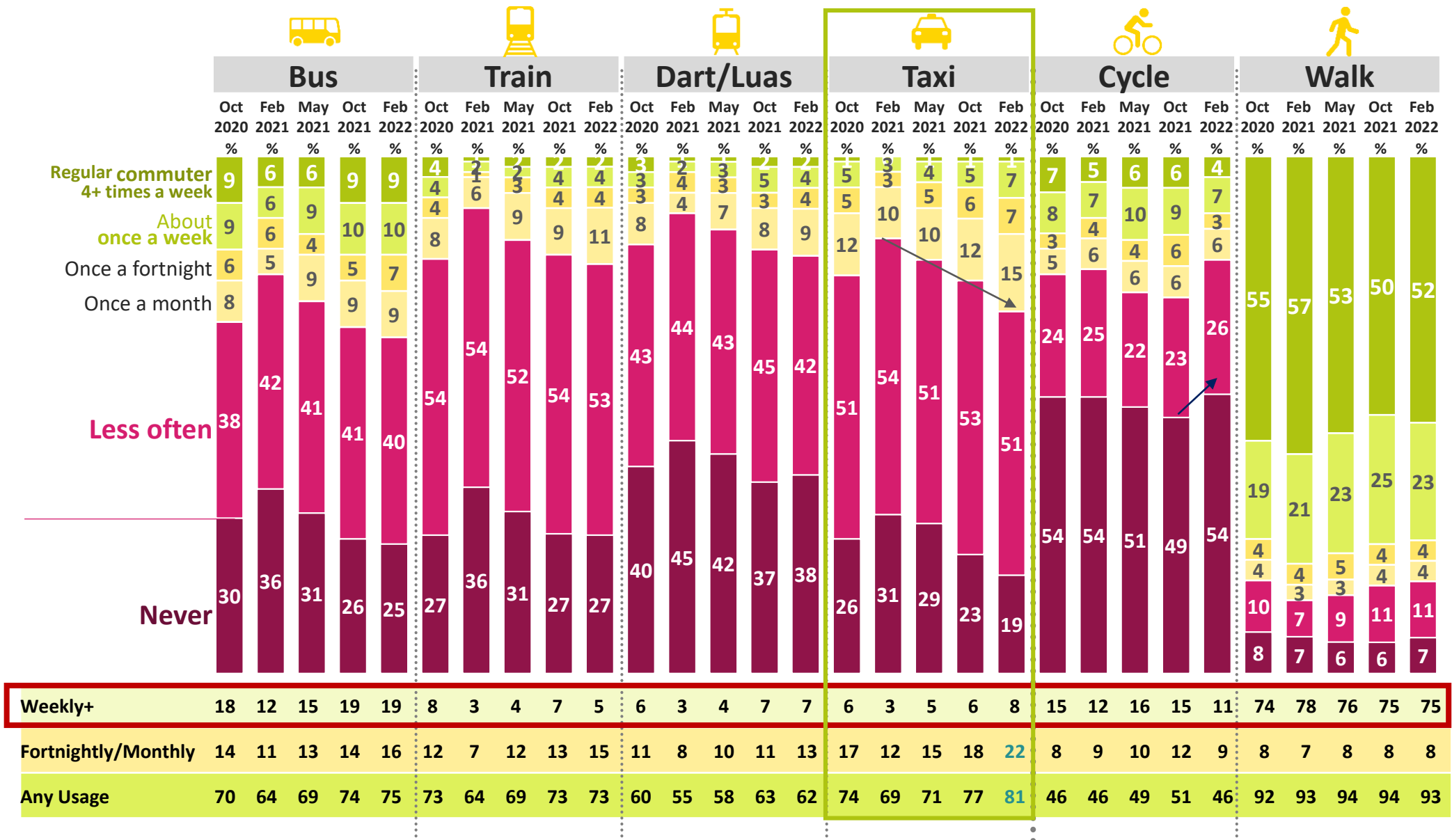
1. Taxi usage in context of public transport usage in general



Taxi usage is continuing to increase, with levels rising +12%pts vs February 2021.

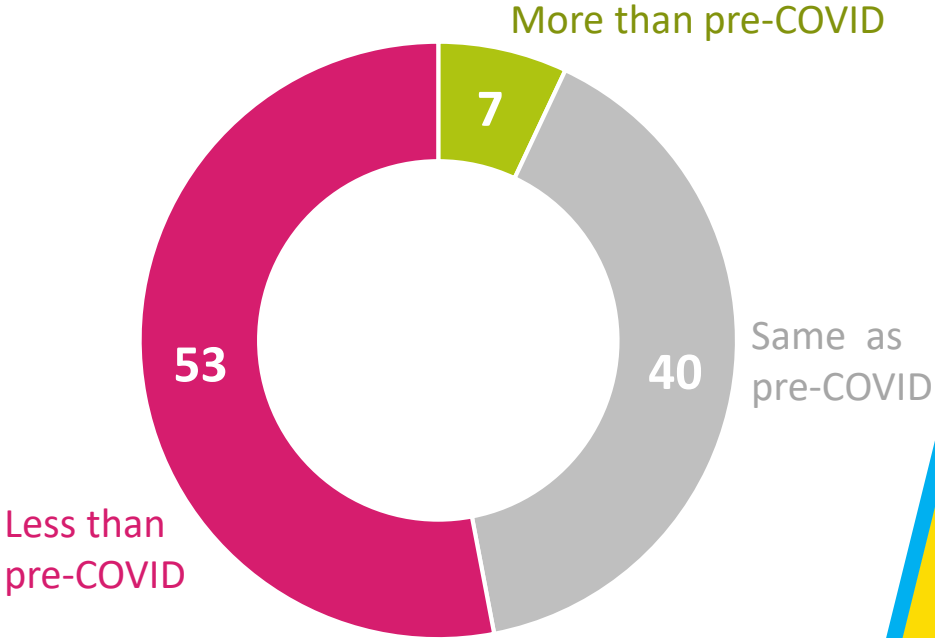


Overall base and frequency of taxi use increases in February 2022. Usage of bus, train and Dart/Luas remains inline with October 2021. While walking remains stable, cycling has reduced base and frequency.



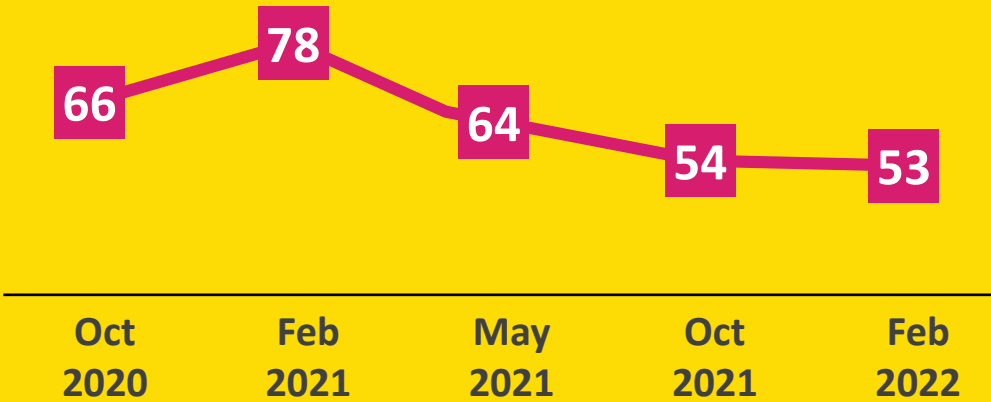
Base: All adults 1,048

47% are using taxis the same amount or more compared to pre-COVID



7% report increased usage from pre-covid levels. In line with October over half reported reduced usage of taxis compared with pre-Covid (down -20%pts from 78% in Feb 2021).

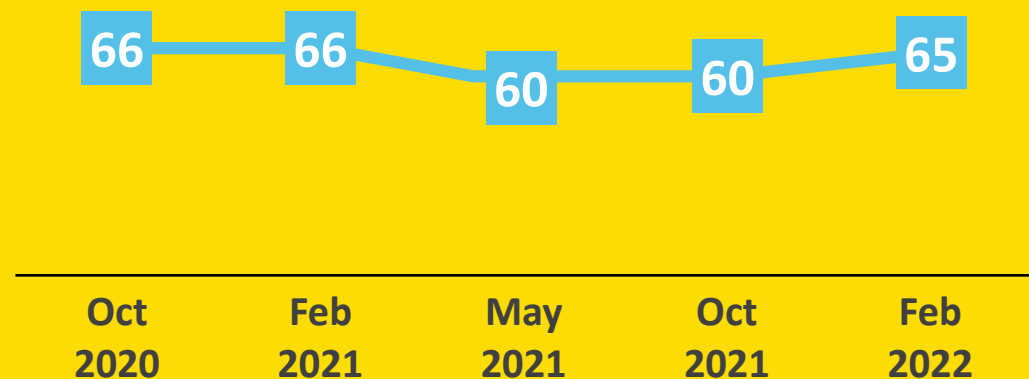
% using taxis less frequently than pre-COVID





‘going out less’ continues to be the most common reason for reduced taxi usage

**% using less taxis because going
out less**



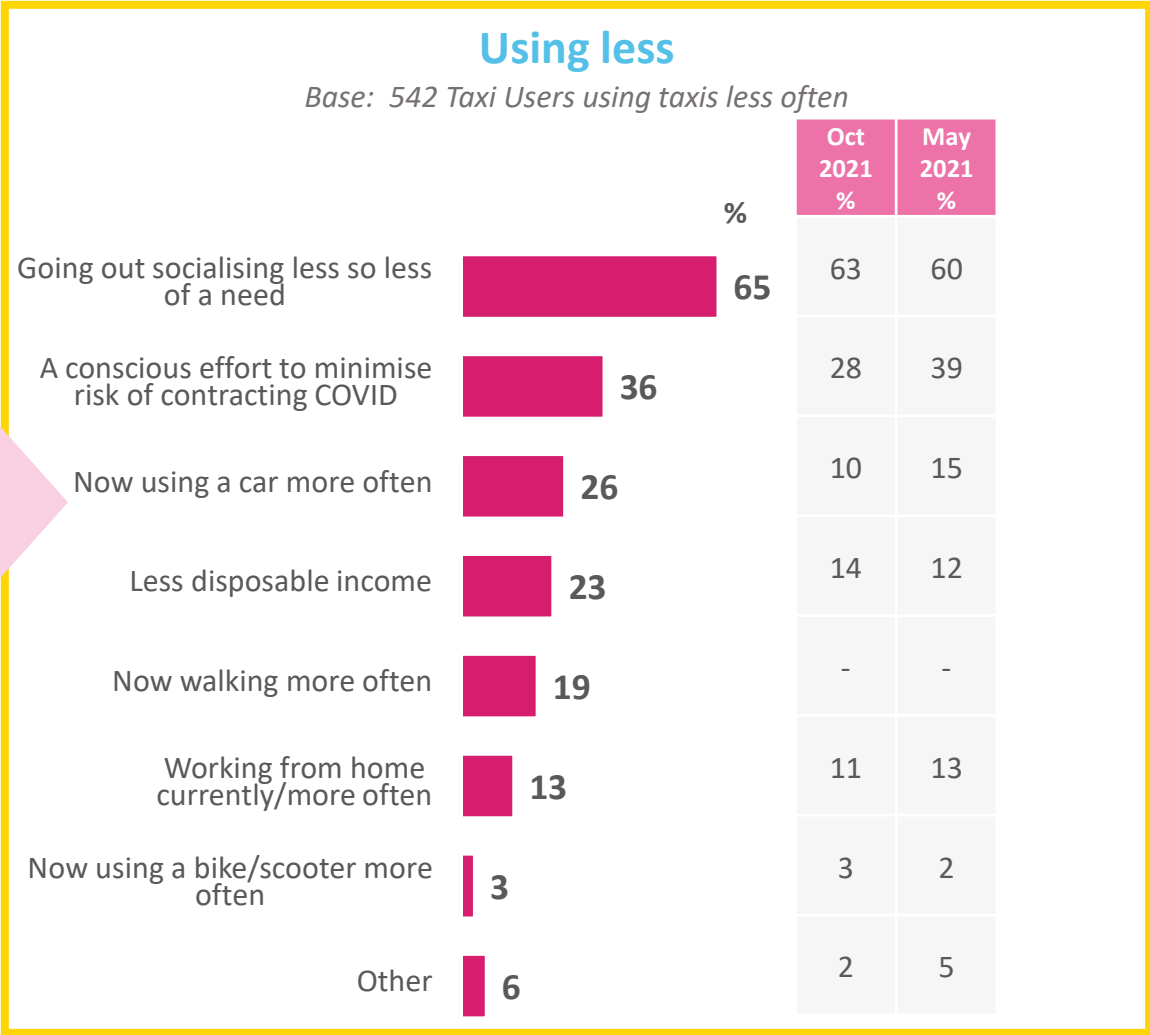
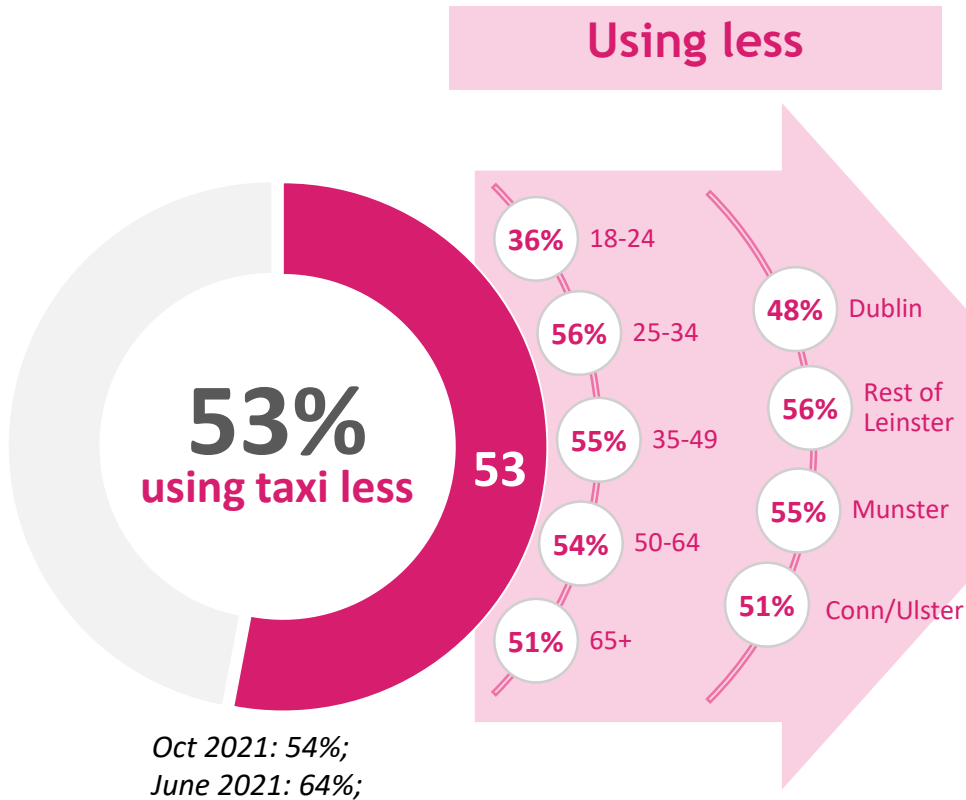


Over a third (36%) are using taxis less in a **conscious effort to minimise the risk** of contracting COVID. This remains consistent from October 2021.



Just over half (53%) report using taxis less compared to pre-COVID. 18-24 year olds are less likely to cite this. Of those using taxis less 65% cite going out to socialise less as the reason.

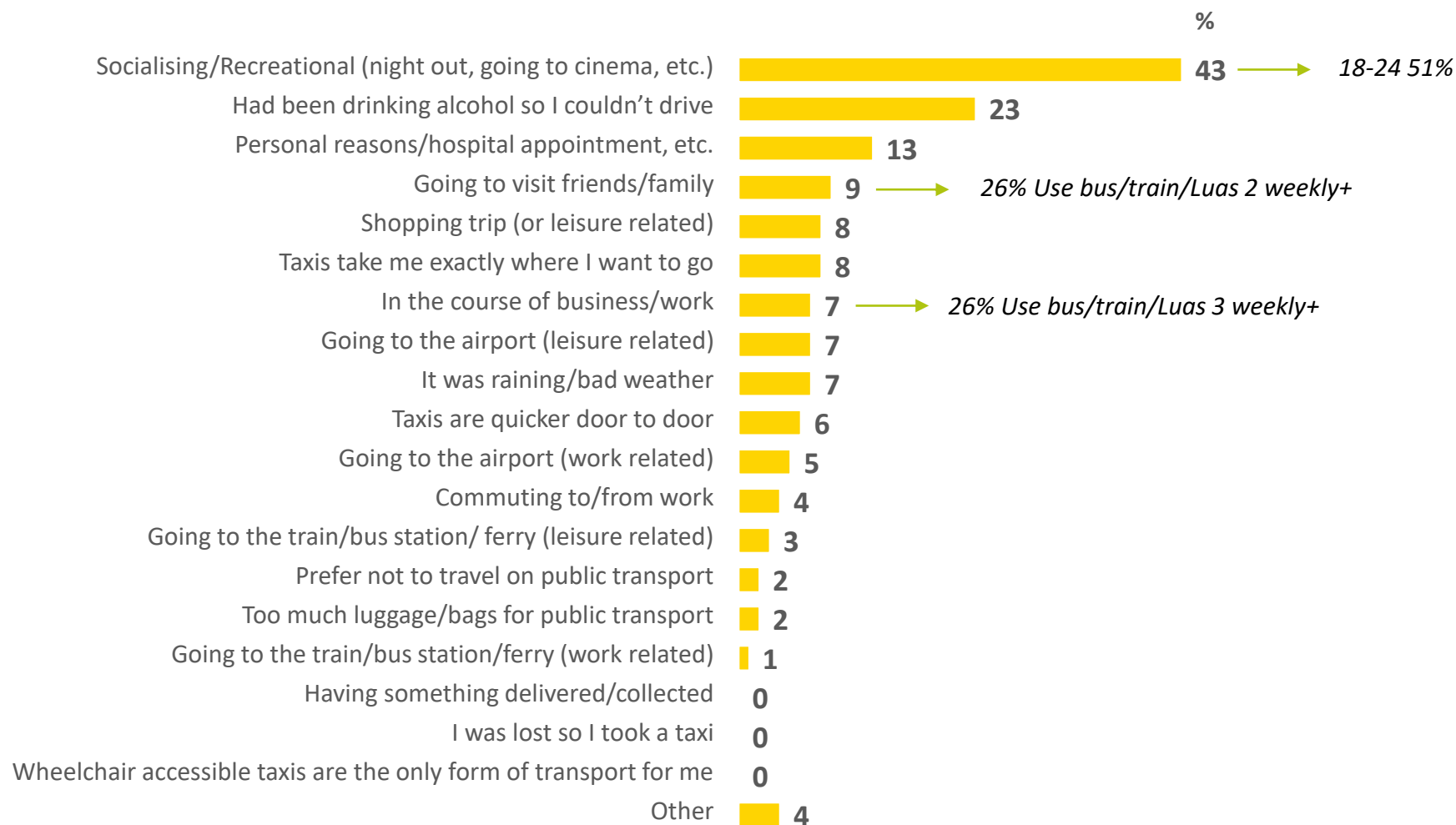
Base: All adults 1,048



Over half (53%) report lower taxi usage compared to pre-covid - this is in line with Oct '21

Reason for using a taxi on last occasion highlight social and recreation as the key reasons, this is higher in the 18-24 year old age group

Base: All used Taxi Past 6 months - 580



0 = less than 1%

No major differences in reason for taking a taxi on the last occasion by region. Over 65 year olds are less likely to cite socialising/recreational reasons. 25-35 year olds are more likely to taking a taxi to avoid drinking and driving.

Base: All used Taxi Past 6 months - 580

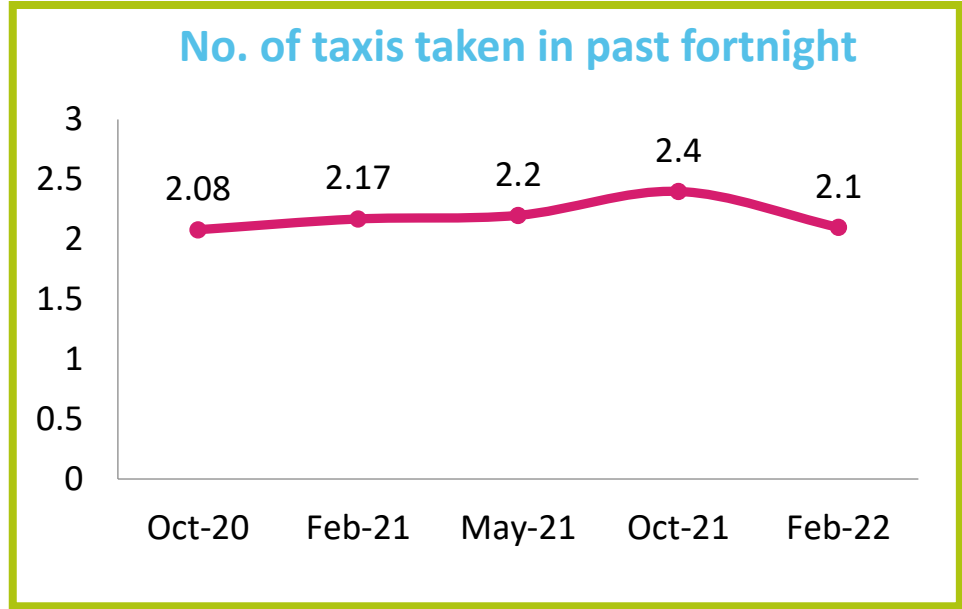
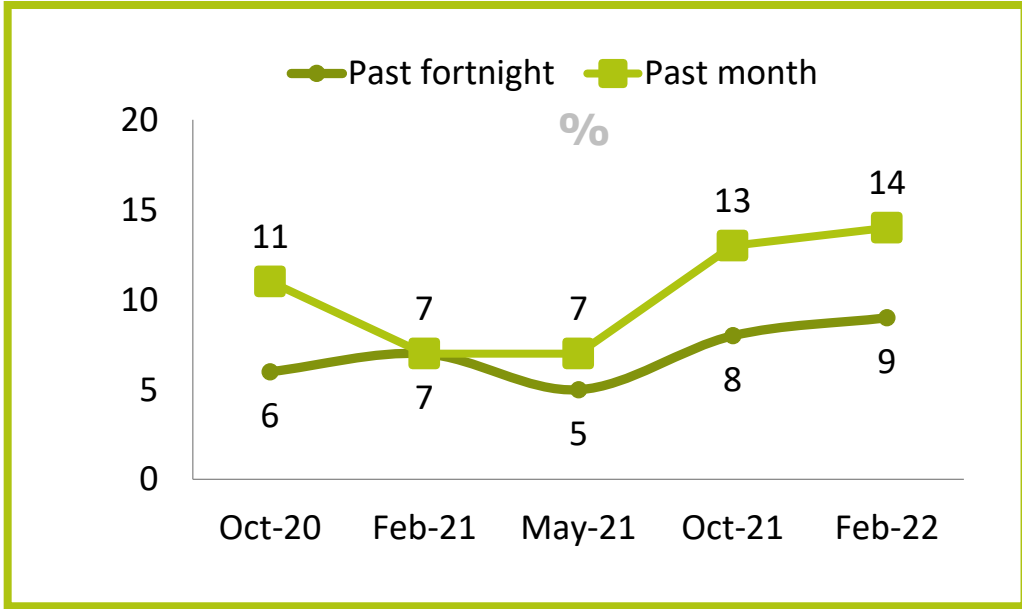
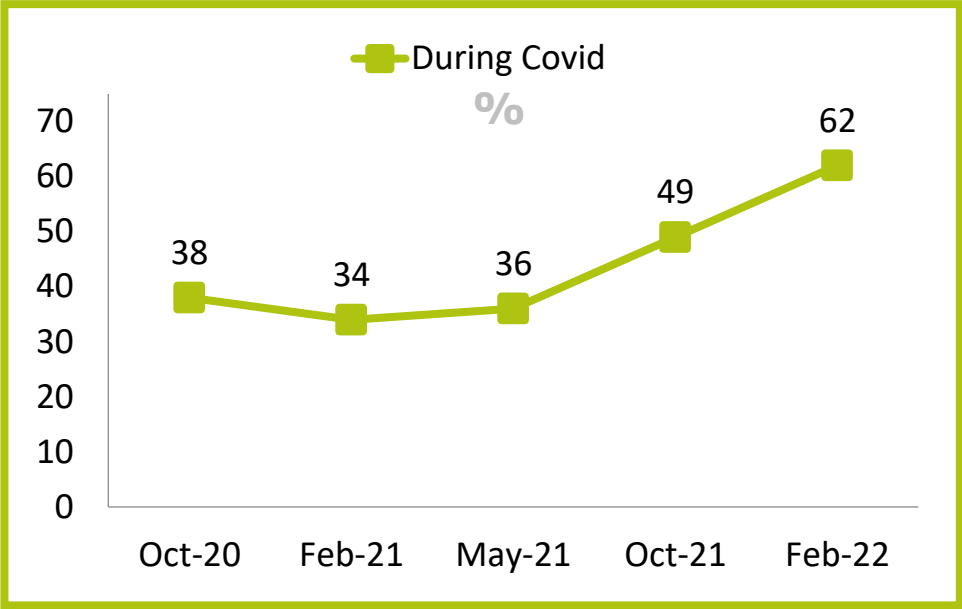
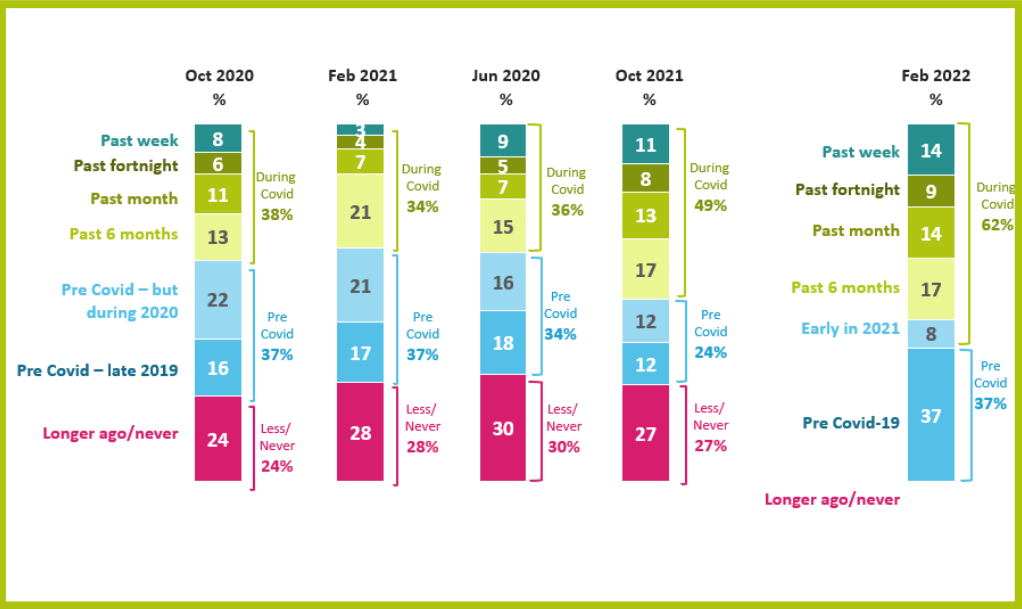
	Total	Age					Region			
		18-24	25-34	35-49	50-64	65+	Dublin	RoL	Munster	Conn/ ULs
<i>Base</i>	580	67	138	180	122	73	220	117	146	97
	%	%	%	%	%	%	%	%	%	%
Socialising/Recreational (night out, going to cinema, etc.)	43	54	50	42	39	28	44	41	39	47
Had been drinking alcohol so I couldn't drive	23	14	36	20	20	26	21	26	26	20
Personal reasons/hospital appointment, etc.	13	8	15	10	18	15	12	14	13	14
Going to visit friends/family	9	10	6	10	9	9	12	6	9	5
Shopping trip (or leisure related)	8	7	10	7	10	6	5	10	9	11
Taxis take me exactly where I want to go	8	14	6	6	10	10	9	9	8	7
In the course of business/work	7	11	8	9	4	2	7	6	8	6
Going to the airport (leisure related)	7	2	7	7	8	13	10	7	5	4
It was raining/bad weather	7	13	7	6	6	6	7	6	8	8
Taxis are quicker door to door	6	13	7	3	6	6	8	7	3	5
Going to the airport (work related)	5	7	9	4	3	4	7	2	5	6



2. How has consumer demand changed?

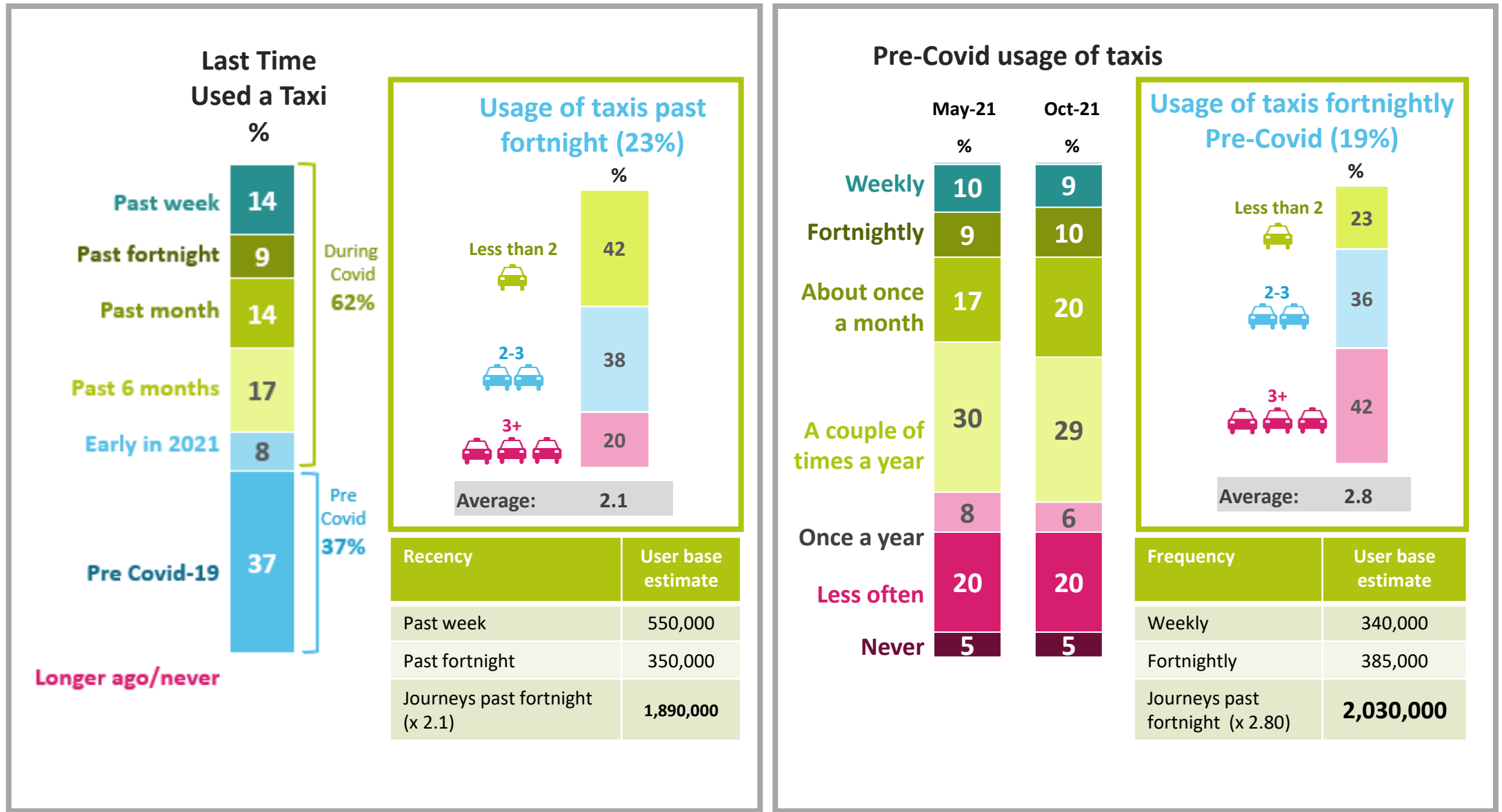
Proportion who have used a taxi during COVID continues to grow with the increase in past month and fortnight use being maintained from Oct '21

Base: All Adults 1,048



Taxi usage in the last week has improved but use in the last month remains below pre-covid levels. The number of taxis taken in the last fortnight remains lower than pre-COVID (-0.7)

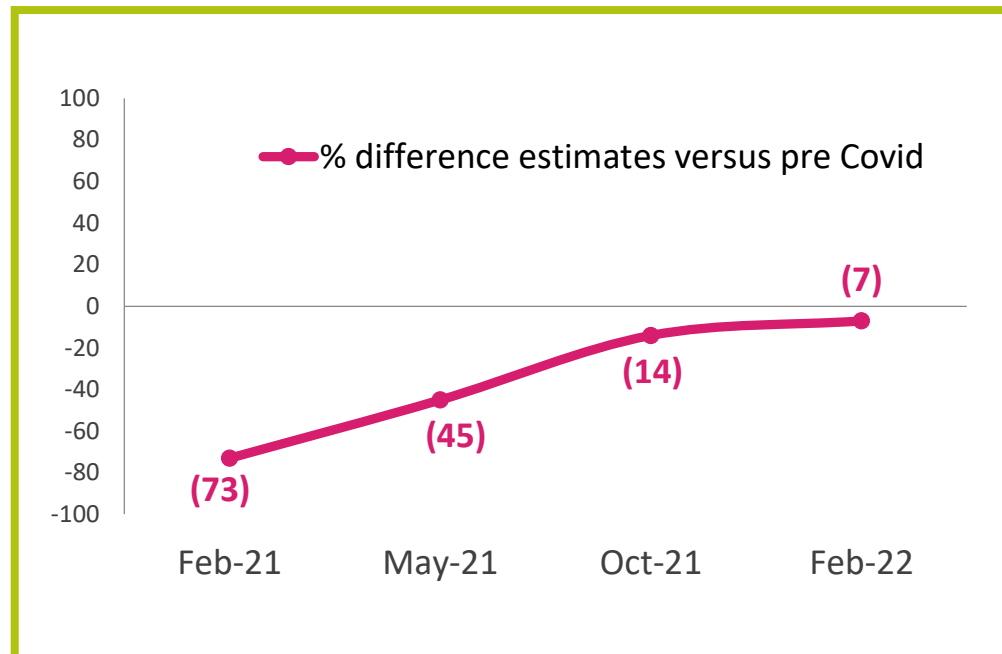
Base: All adults 1,048



The number of journeys taken has increases by 7%pts vs Oct '21

Base: All taxi users past fortnight n=244

Recency	User base estimates				
	Oct 20	Feb 21	May-21	Oct-21	Feb-22
Past week/weekly	300,000	120,000	320,000	430,000	550,000
Past fortnight	225,000	130,000	190,000	300,000	350,000
Fortnight average	2.08	2.17	2.20	2.40	2.1
Journeys past fortnight	1,092,000	542,000	1,122,000	1,752,000	1,890,000
		-50%	+52%	+36%	+7%



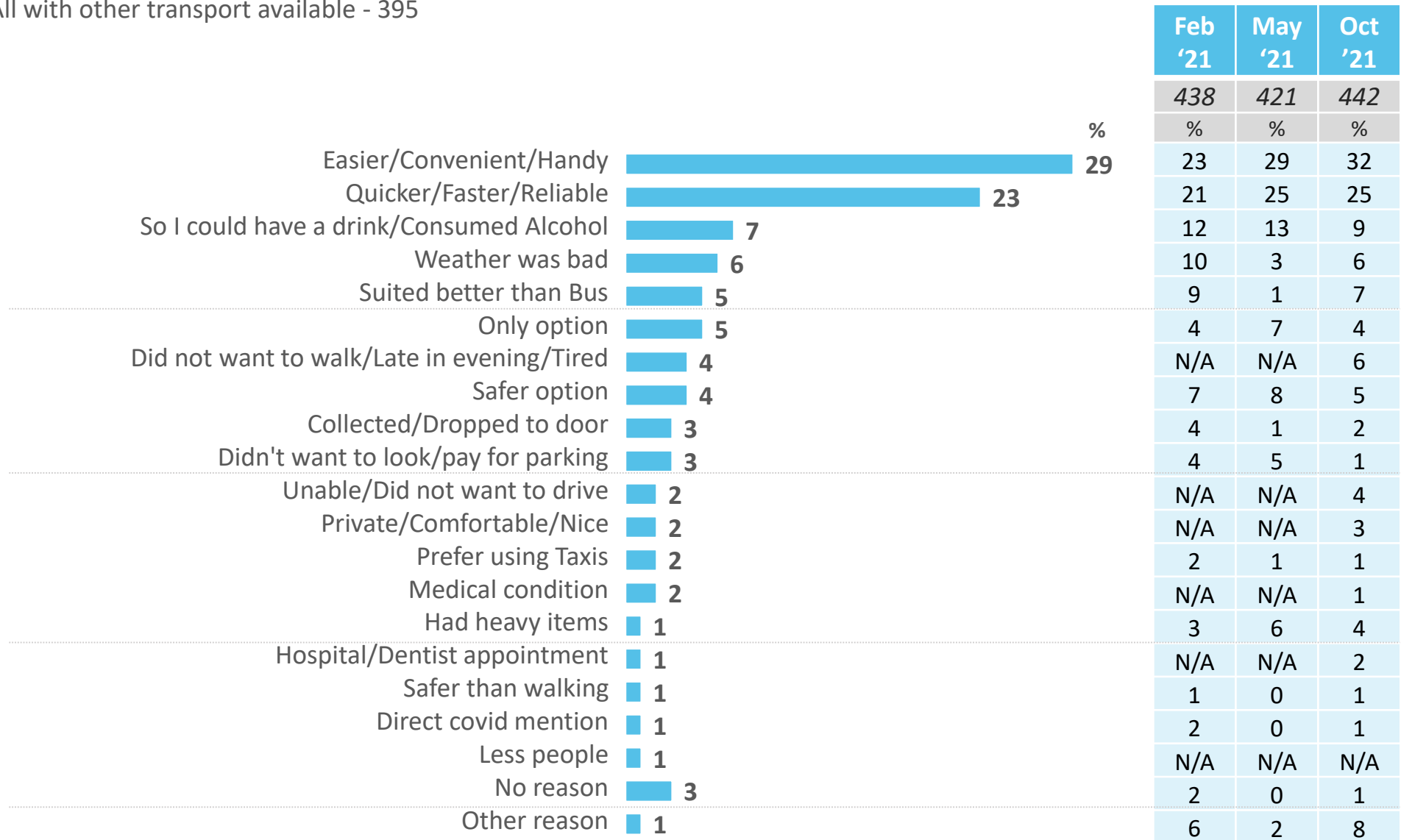
*User base estimates = Sum of population estimates for past week users **and** past fortnight x average number of taxis taken in past fortnight. We then calculate the percentage increase of journeys since the previous waves*

Difference vs. per Covid calculated by showing estimate pre Covid no. of journeys = 2,030,000 (from wave 4) and current number of journeys 1890,000

Note : Oct 21 data incorrectly reported as -37 in wave 4

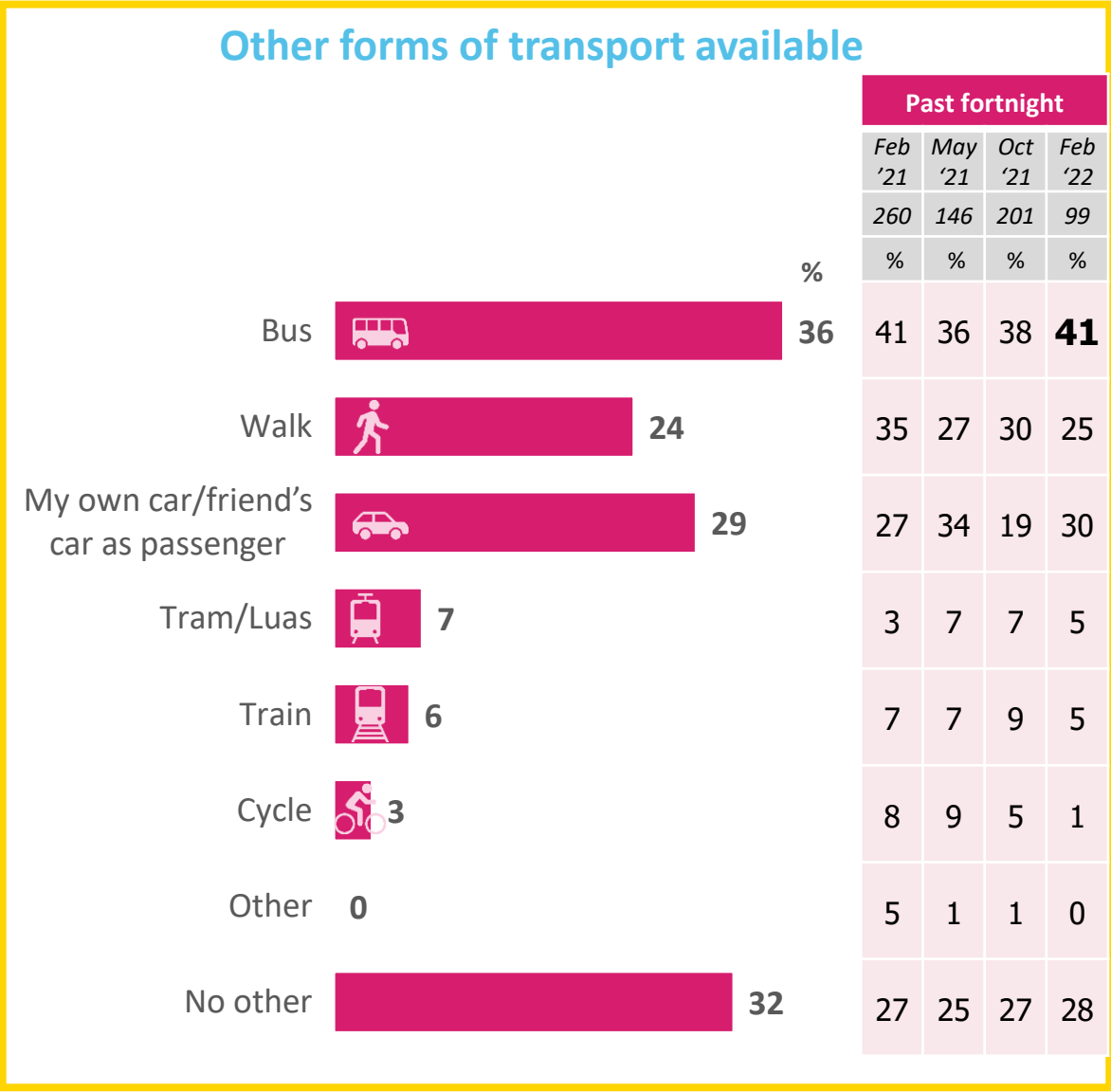
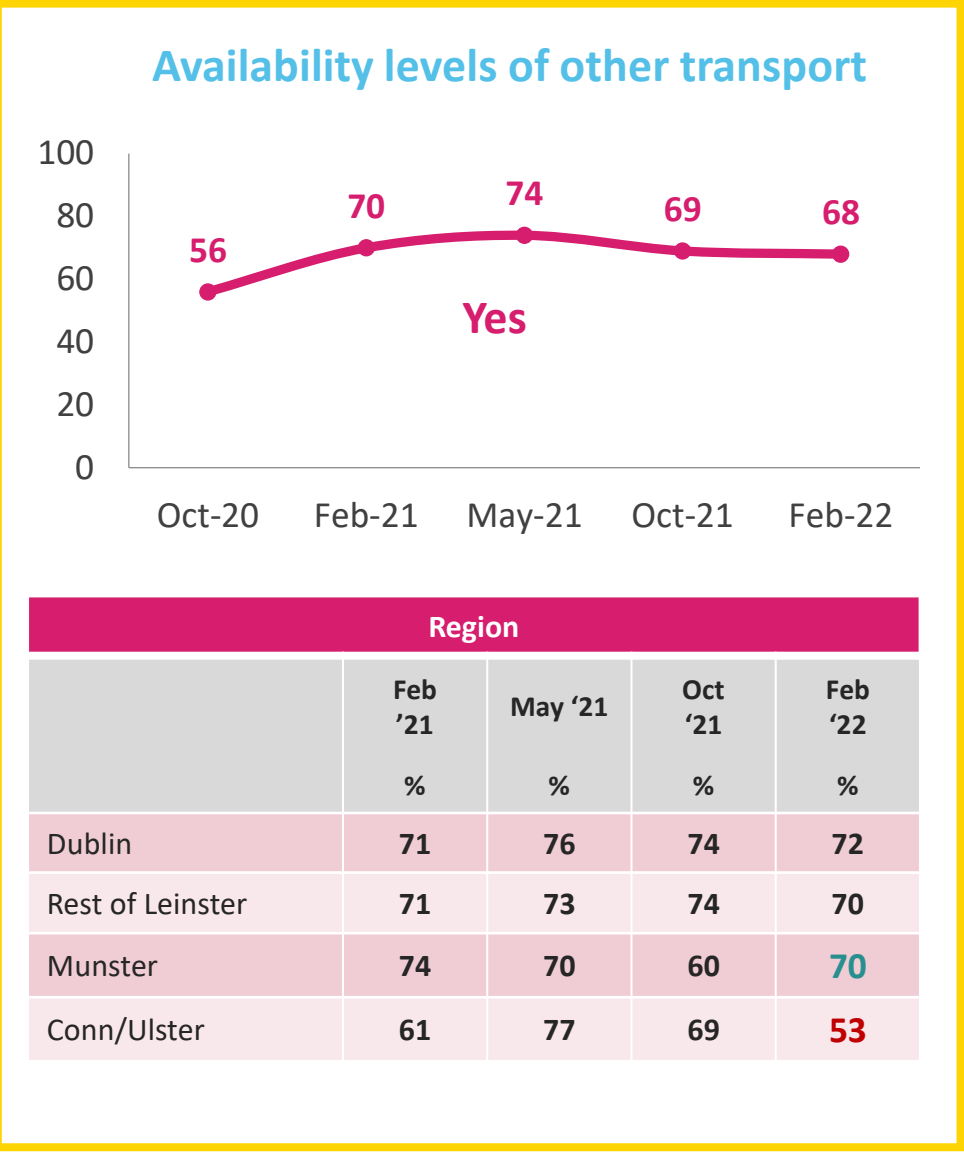
The two main reasons for selecting a taxi over alternative travel options continue to be convenience and speed that taxis offer consumers

Base: All with other transport available - 395



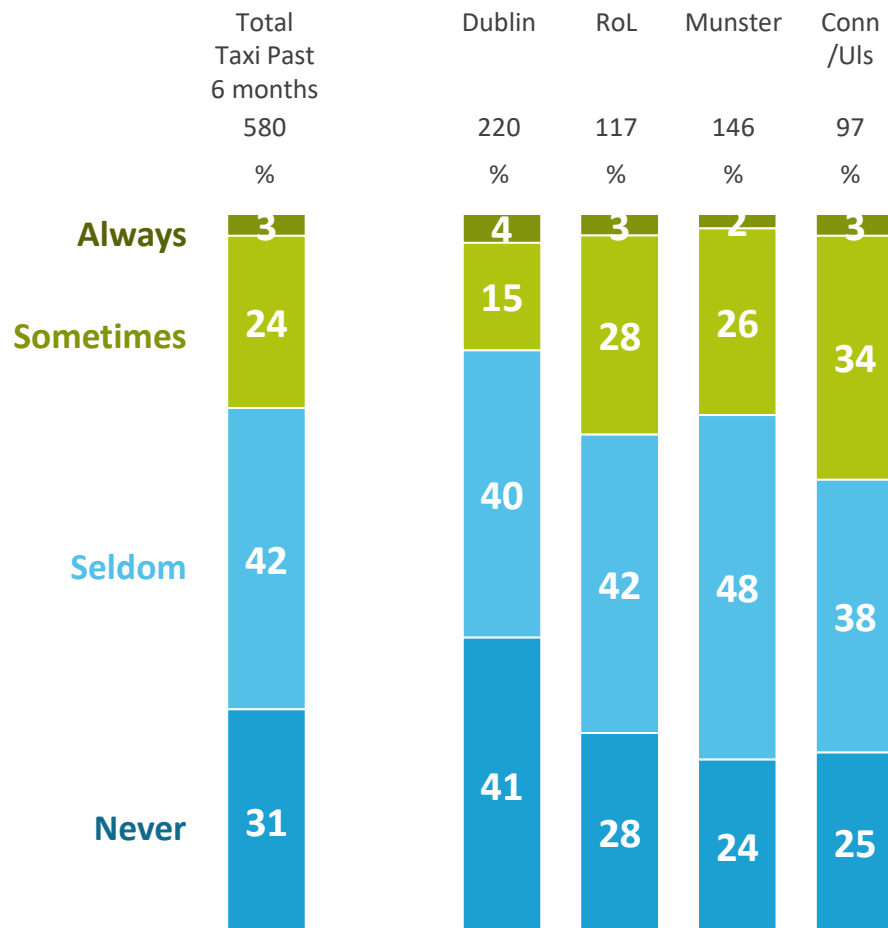
68% had other forms of transport available to them when making the decision to take a taxi on their last journey

Base: All used Taxi Past 6 months N - 580



Currently most don't often use taxis to connect with other forms of transport. Incidence of connecting is higher in Connaught/Ulster and lower in Dublin

Base: All used Taxi Past 6 months N - 580



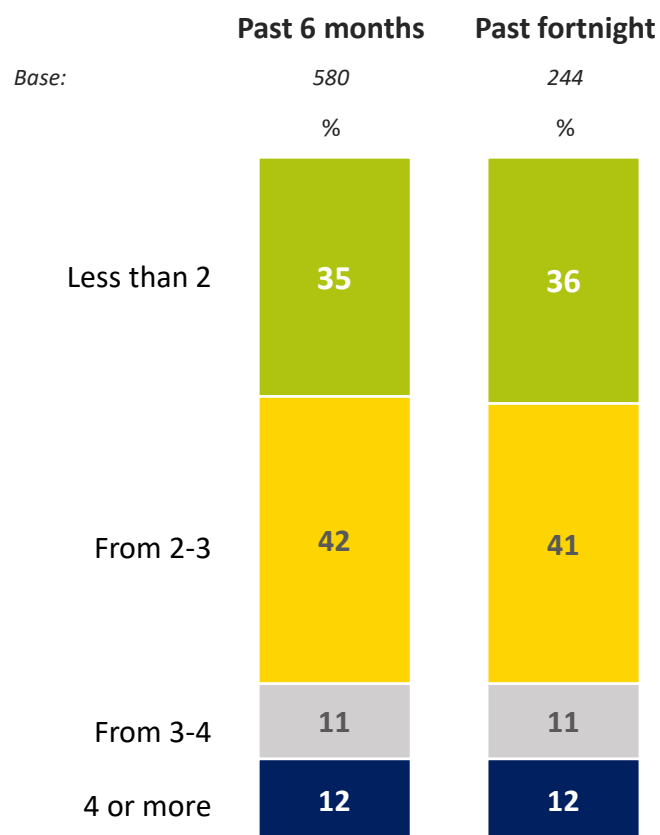
	Total	Bus frequently			Train Frequency		
		Weekly+	Less often	Never	Weekly+	Less often	Never
Base	580	165	341	74	53	419	108
	%	%	%	%	%	%	%
Always	3	9	1	-	12	3	1
Sometimes	24	29	25	6	39	26	7
Seldom	42	39	44	39	26	46	34
Never	31	24	29	55	23	25	57

	Total	Tram/Luas Frequency			Taxi Frequency		
		Weekly+	Less often	Never	Weekly+	Less often	Never
Base	580	165	341	74	53	419	108
	%	%	%	%	%	%	%
Always	3	9	3	1	13	2	-
Sometimes	24	26	27	17	35	23	6
Seldom	42	37	44	39	31	45	19
Never	31	28	26	43	22	31	75

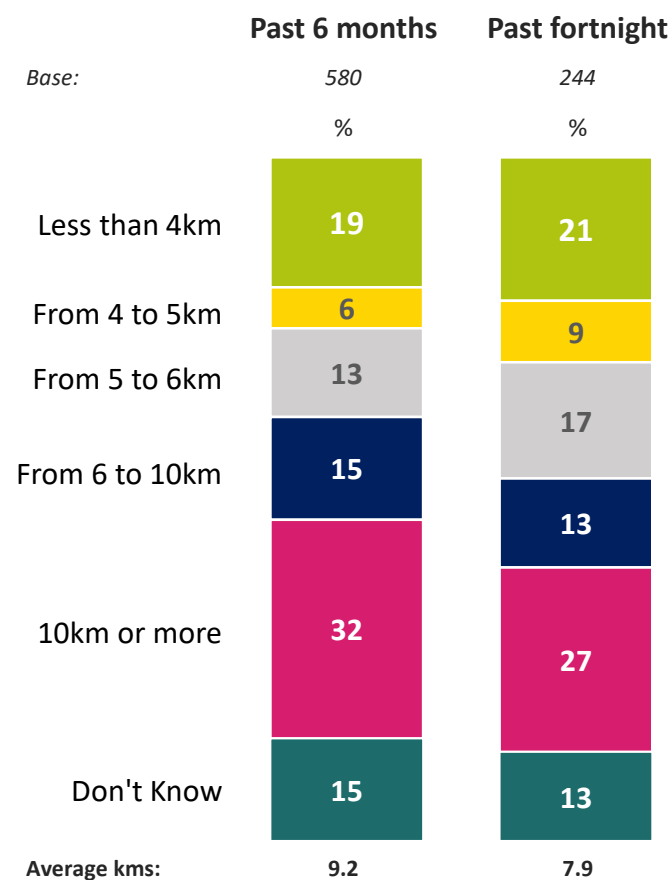
Most last occasion journeys had 2-3 passengers and half were within 10kms

Base: All used taxi in past six months - 580

No. of passengers on last occasion



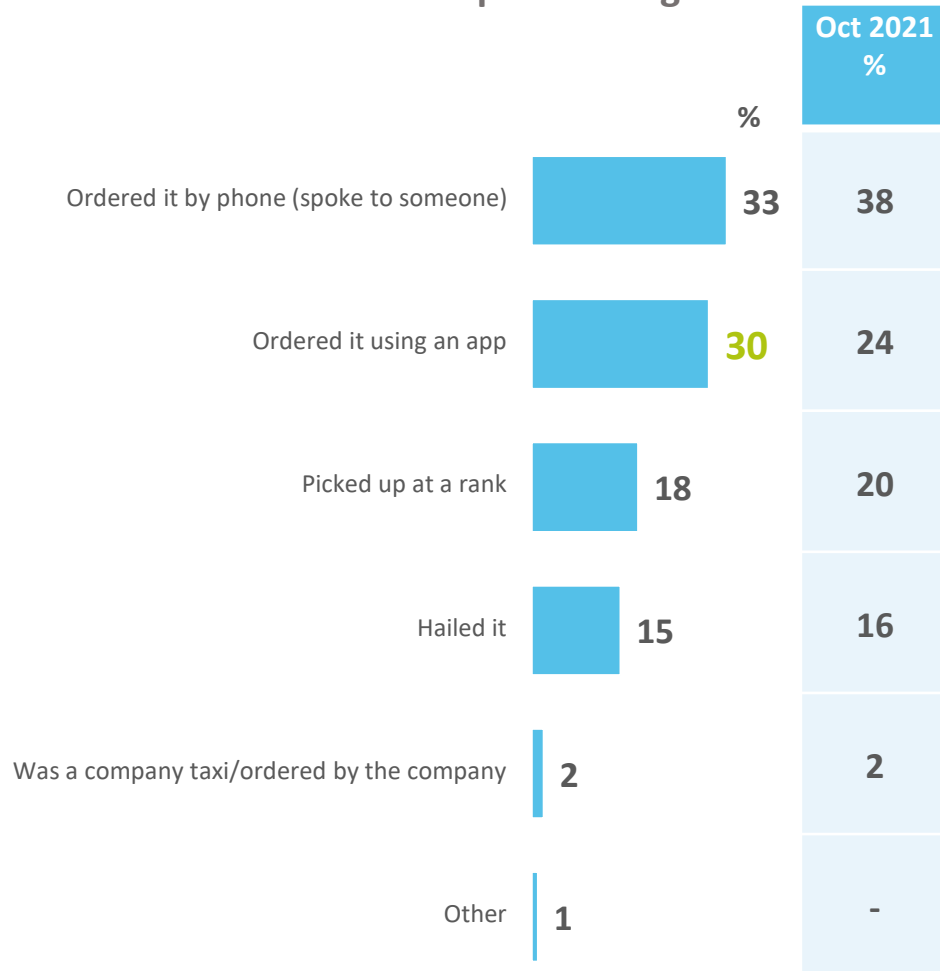
Distance covered on last occasion



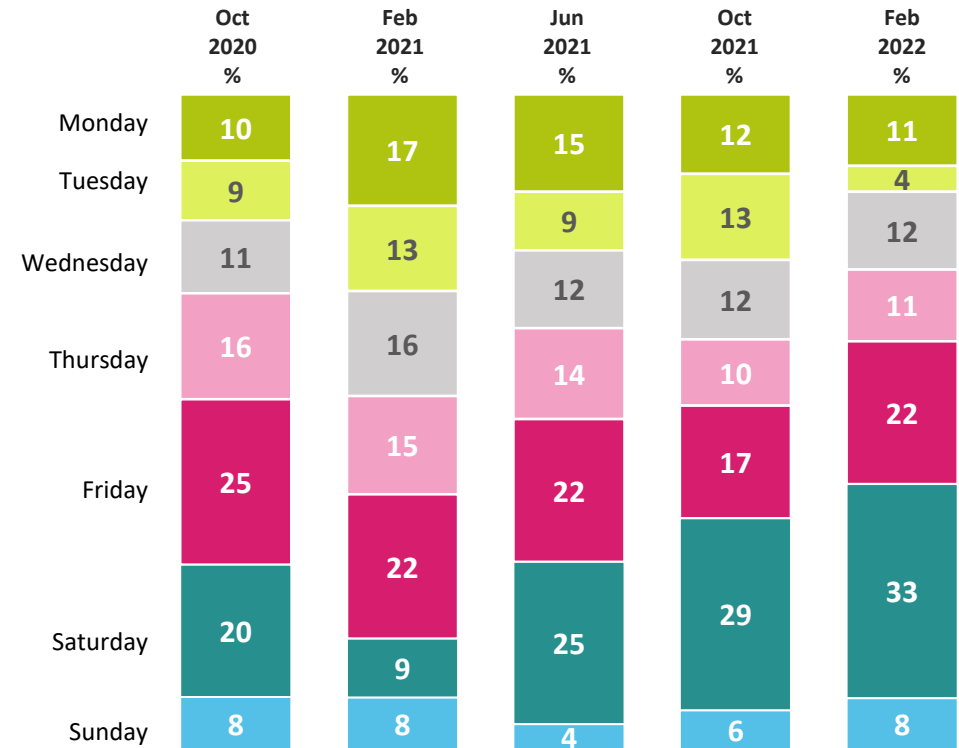
Recent taxi usage norms: phone and App usage remains most common way to access a taxi currently. Saturday is the most popular day with a shift towards night time usage.

Method used to get taxi

Base: All used taxi in **past fortnight** – 244



Day of week



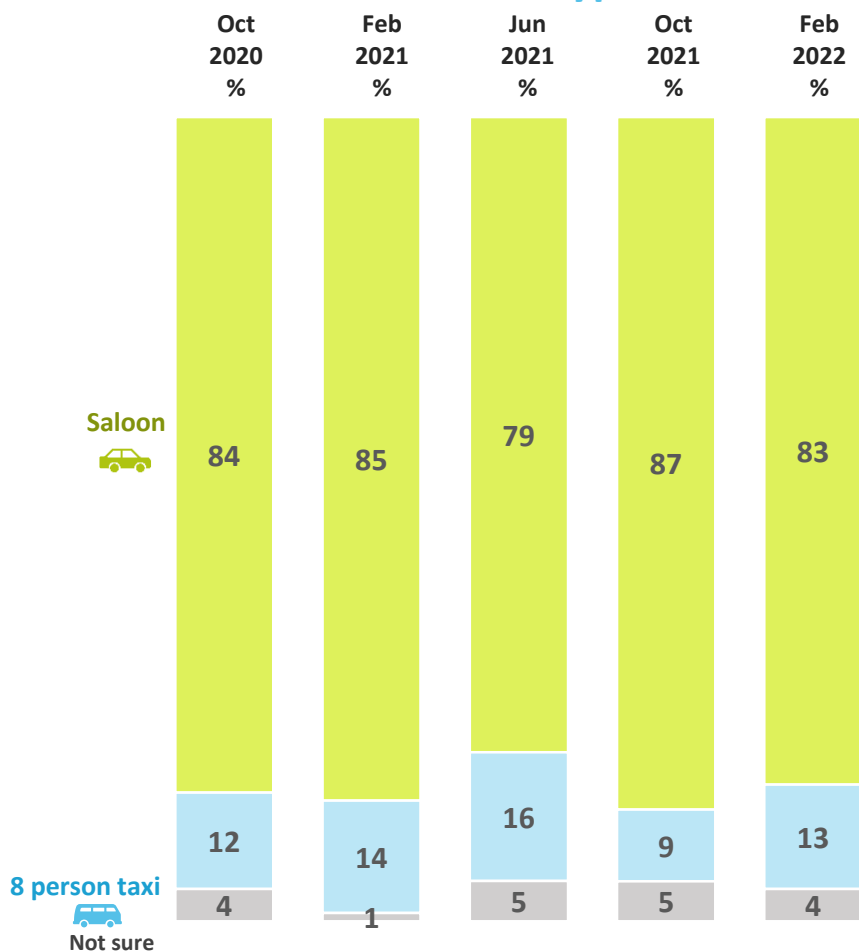
16%
(23% Oct '21) of taxis used **had wheelchair access**

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

() last wave

Most taxis are thought to be saloon. Journeys in the early hours of the morning have increased since Oct '21

Vehicle type



Time of day

	Oct 2020 %	Feb 2021 %	Jun 2021 %	Oct 2021 %	Feb 2022 %
06:00 – 07:59	1	6	4	7	4
08:00 – 09:59	5	14	6	6	3
10:00 – 11:59	8	4	13	12	5
12:00 – 13:59	10	15	10	10	7
14:00 – 15:59	13	20	12	7	8
16:00 – 17:59	8	14	9	8	5
18:00 – 19:59	15	9	7	12	8
20:00 – 21:59	14	8	10	9	15
22:00 – 23:59	13	7	10	17	19
00:00 – 03:59	13	3	17	9	21
04:00 – 05:59	1	-	1	2	3

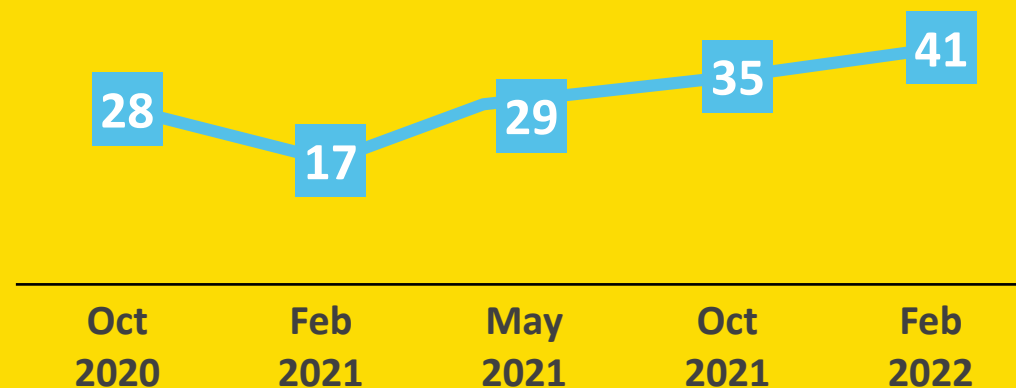
Base: All used taxi in past fortnight.
Reference to most recent journey

() last wave



**Use of taxis on the weekend
continues to rise (+6%pts vs Oct
'21)**

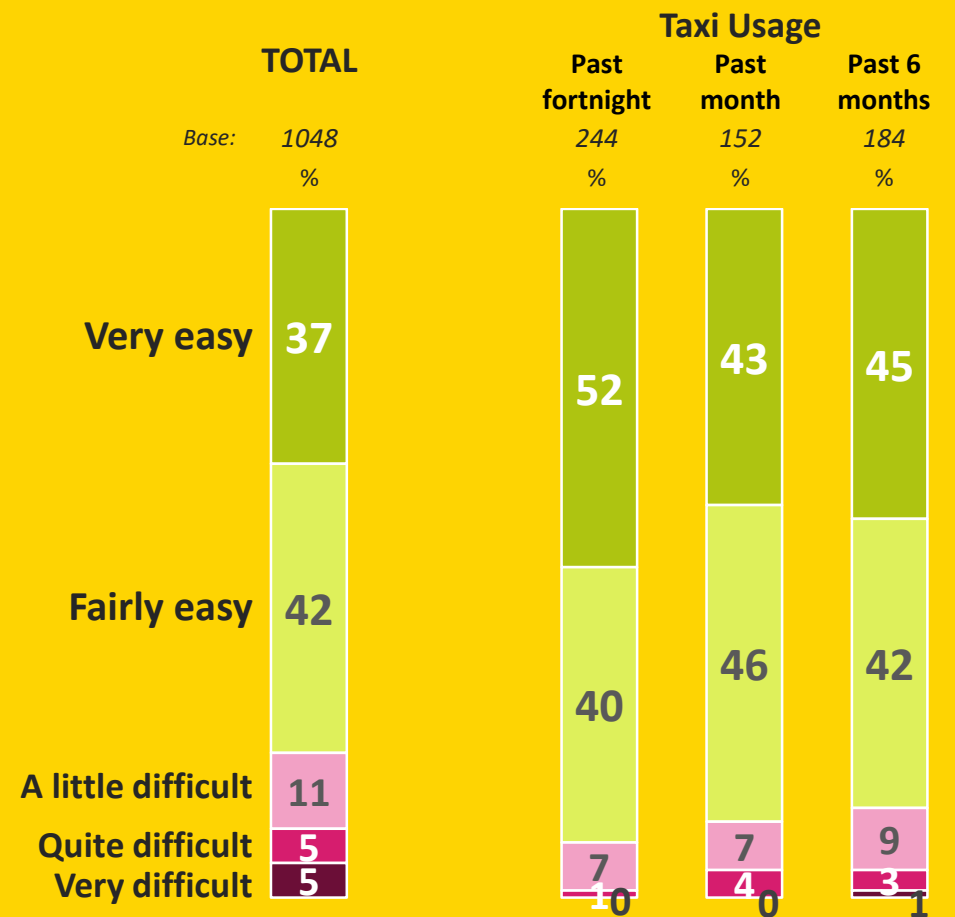
**% most recent taxis taken on
weekend (Sat/Sun)**





79% find it easy to get a taxi

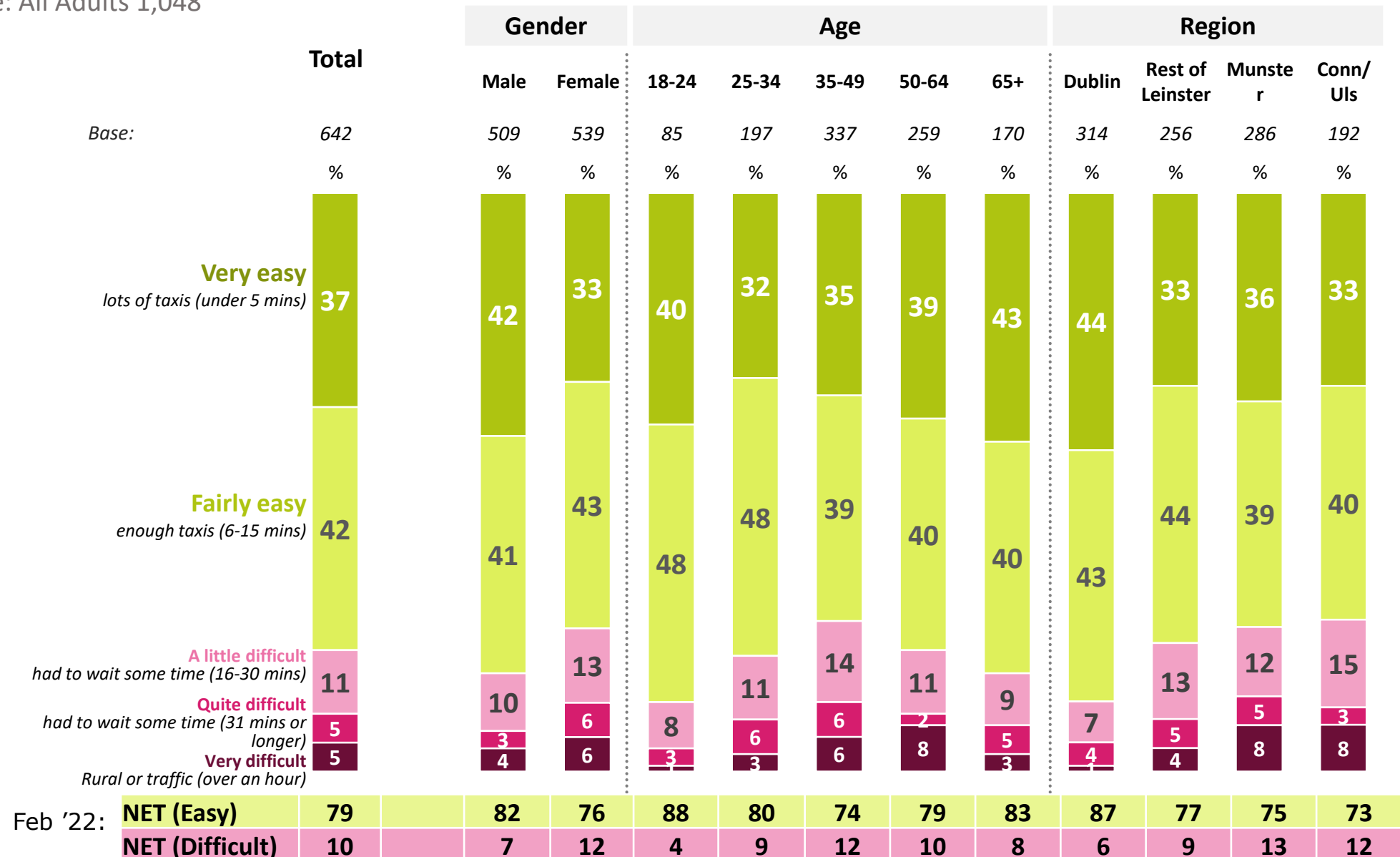
Ease of getting a taxi?



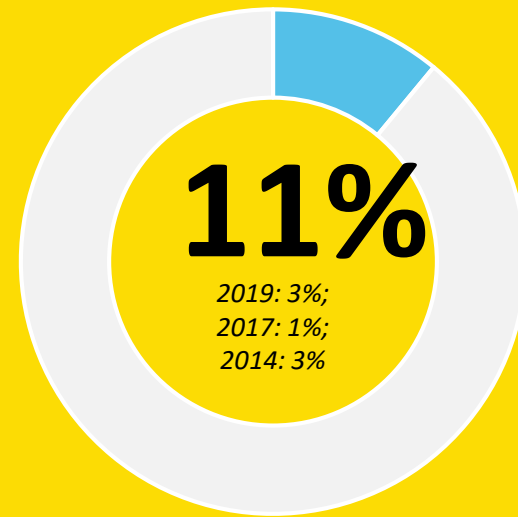
Feb '21 Very easy	46	58	44	46
May '21 Very easy	47	62	51	42
Oct '21 Very easy	47	47	48	33
Feb '22 Very easy	37	52	43	45

The majority (79%) indicate it was very/fairly easy to get their last taxi. This was higher among men, 18-34 year olds and those living in Dublin

Base: All Adults 1,048



*Caution small base



**have been refused a
taxi in the past**



1 in 3

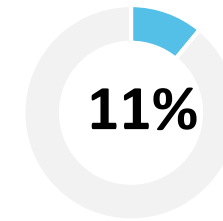
**of those didn't manage to get a
taxi service cite this was due to no
taxi being available**

2019: 6%

Base: All used taxi past six months - 580

Of those who have been unable to get a taxi service, no taxi available and remoteness of destination are key reasons

Base: All refused a taxi in the last 12 months - 65

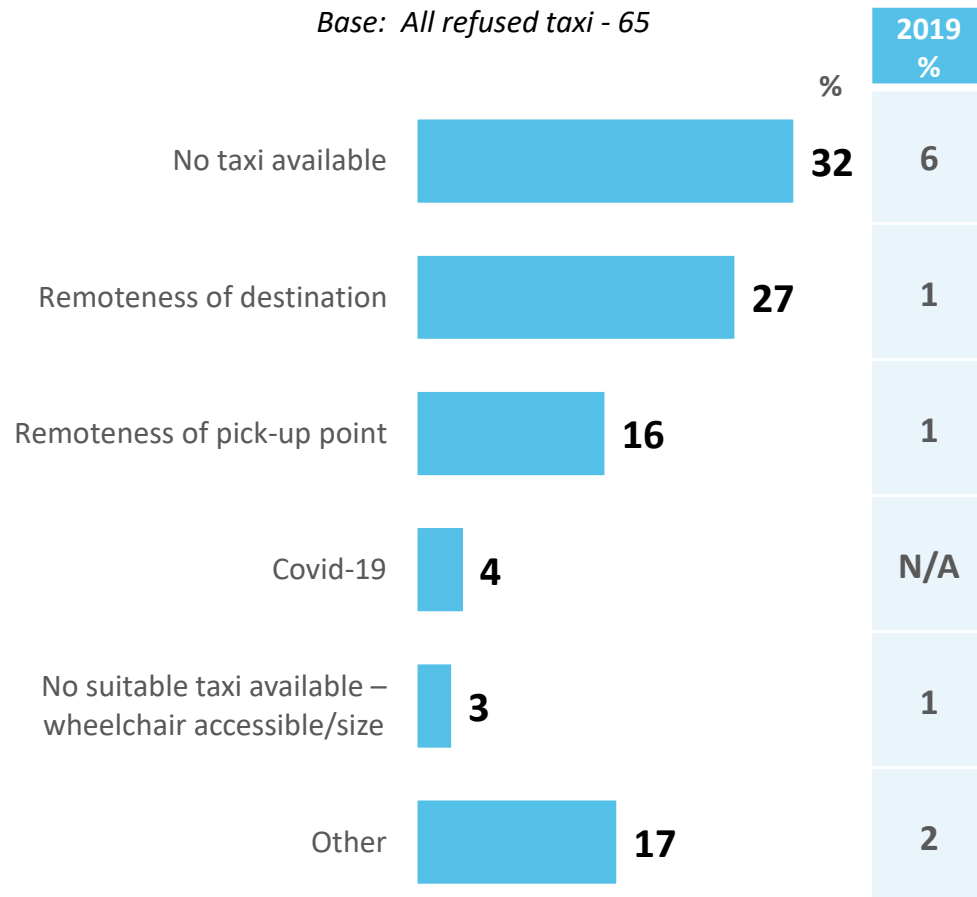


have been refused a taxi in the past

(All used a taxi in the last six months n=580)

Reason for taxi refusal

Base: All refused taxi - 65



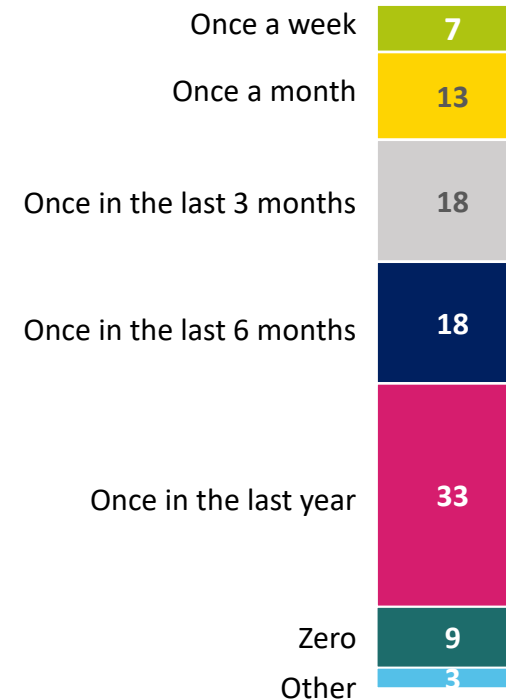
No. of times refused taxi

Past 12 months

Base:

65

%

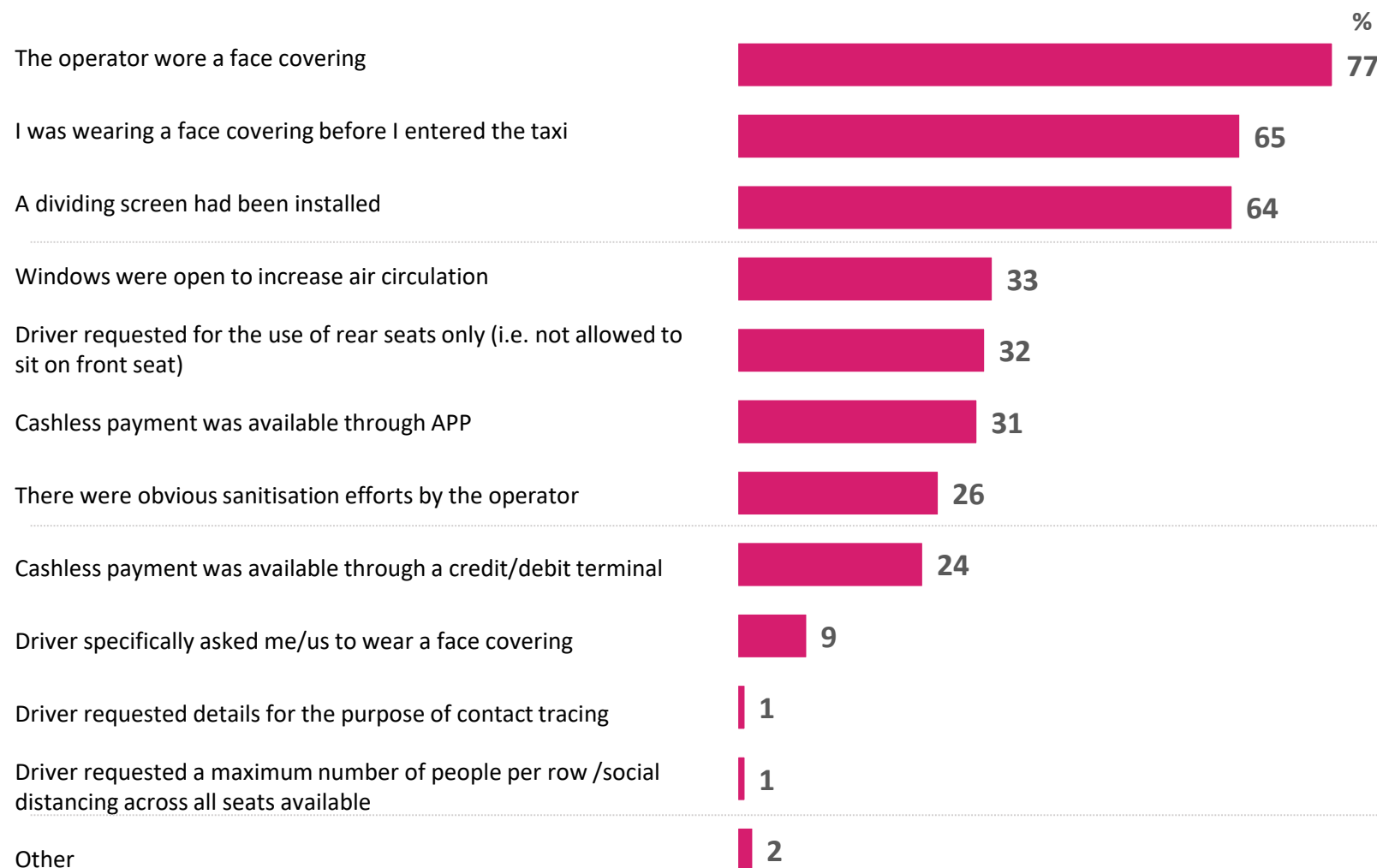




3. Covid safety measures

Over 3 in 4 state the taxi operator wore a face covering. 64% state a dividing screen had been installed in the taxi on their most recent journey

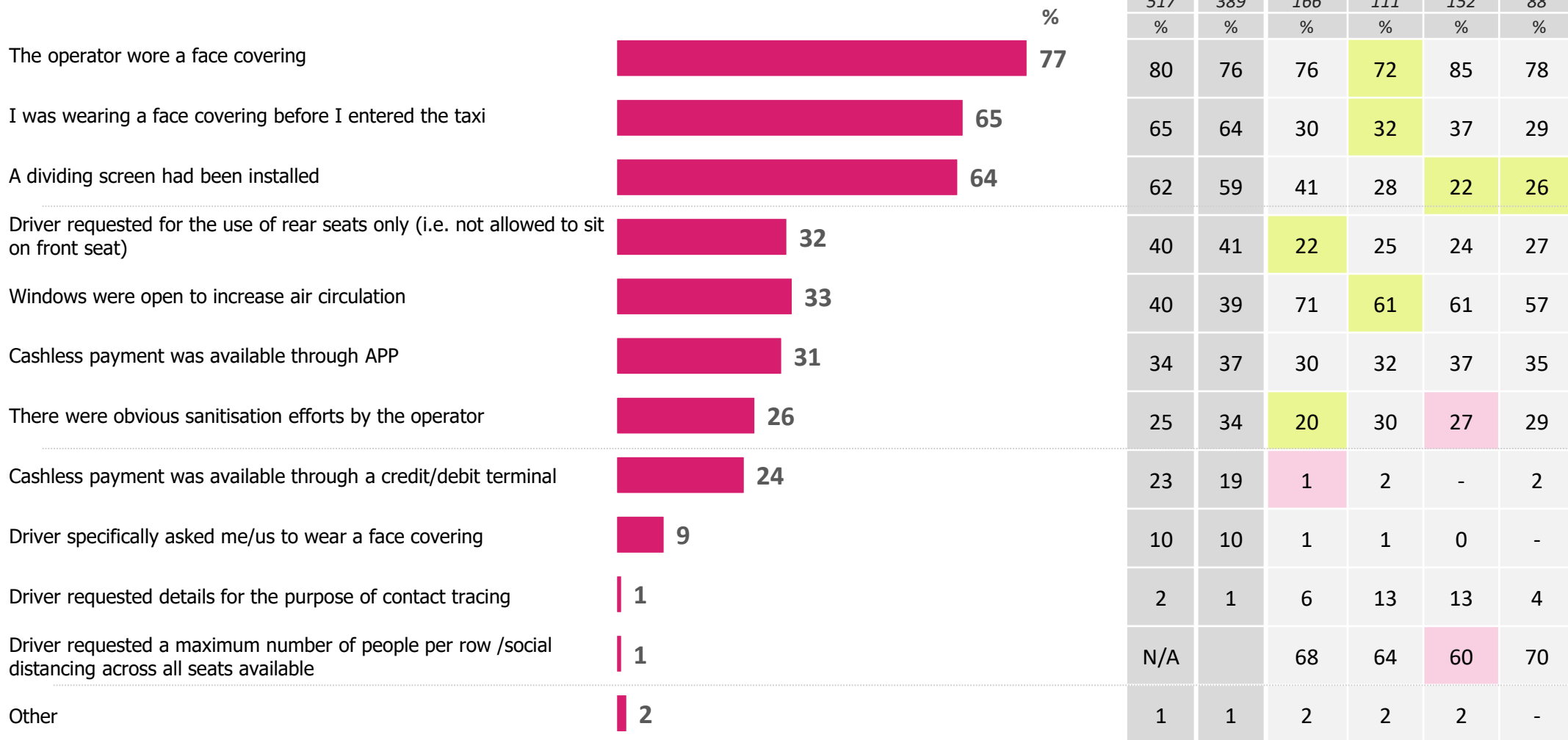
Base: All used taxi during Covid - 661



Last Taxi		
Past fortnight	Past month	Past 6 months
244	152	184
%	%	%
68	78	88
58	69	70
64	65	65
31	30	37
33	30	30
31	28	35
21	26	28
19	24	27
10	7	10
1	-	3
1	0	1
3	-	1

Operator wearing a face mask and a dividing screen been installed remain safety measures remain highly prevalent

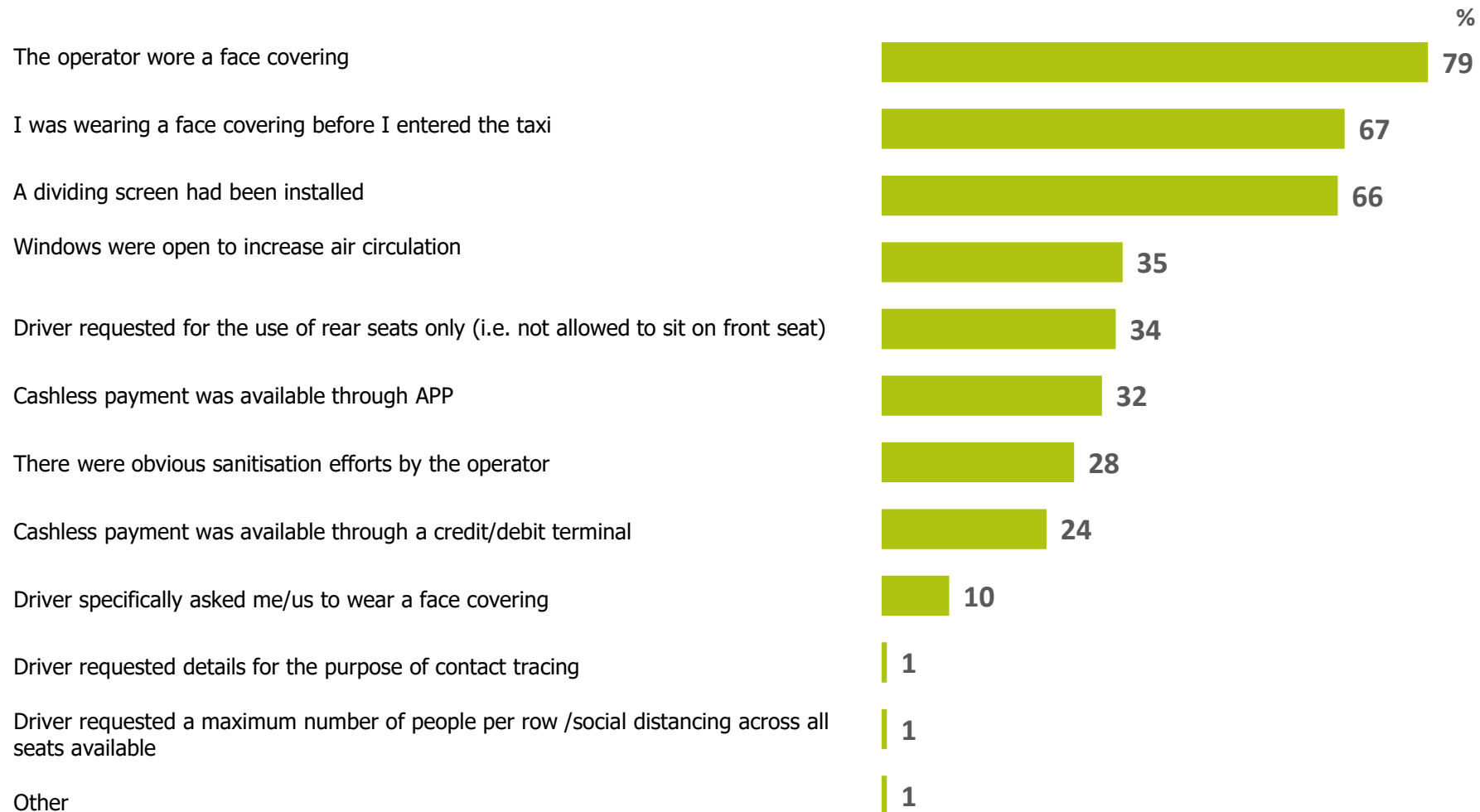
Base: All used taxi during Covid - 661

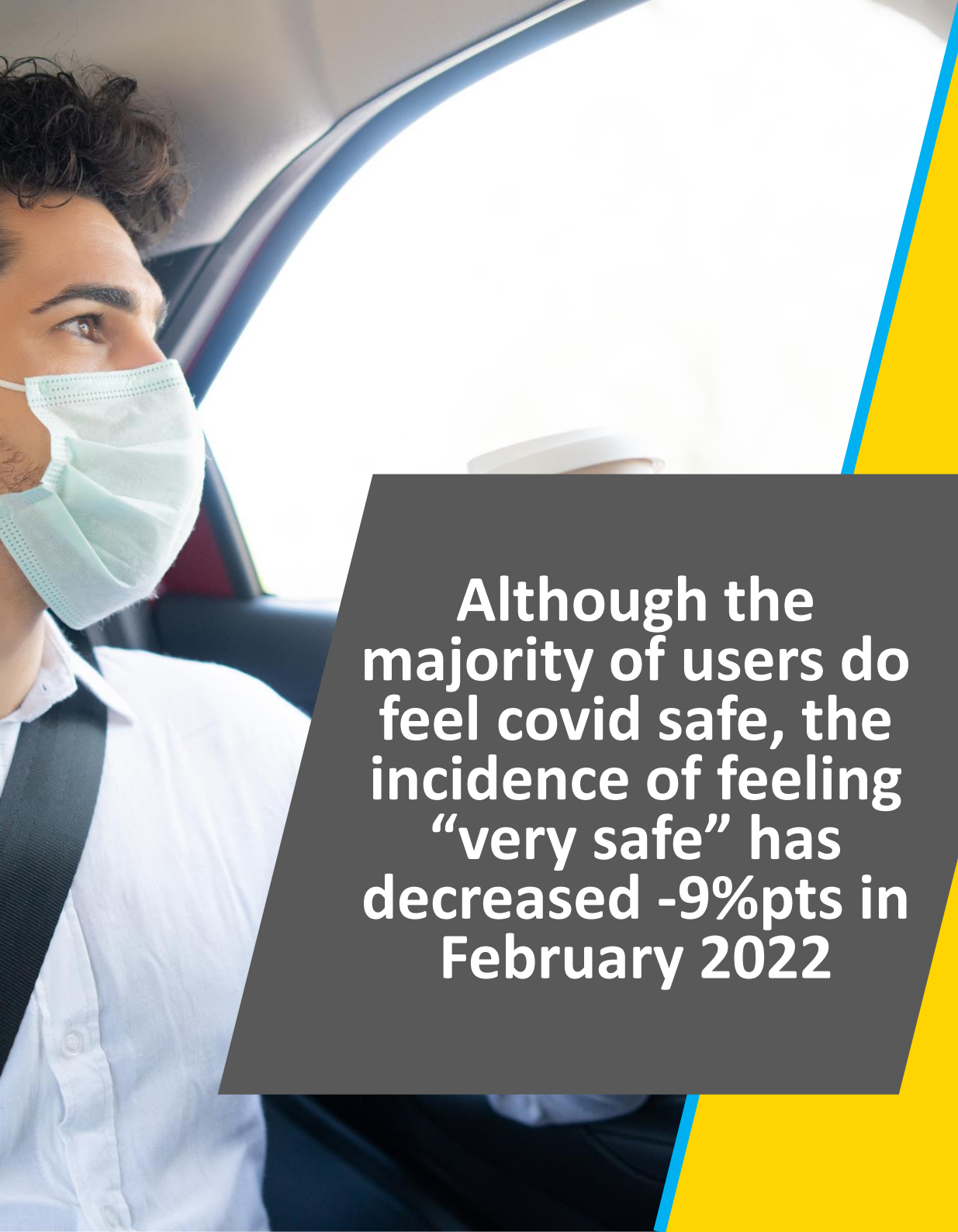


**One single answer option of cashless payment was available in Phase 1. this is extended to two now. Data has also been combined to provide a figure for Any cashless

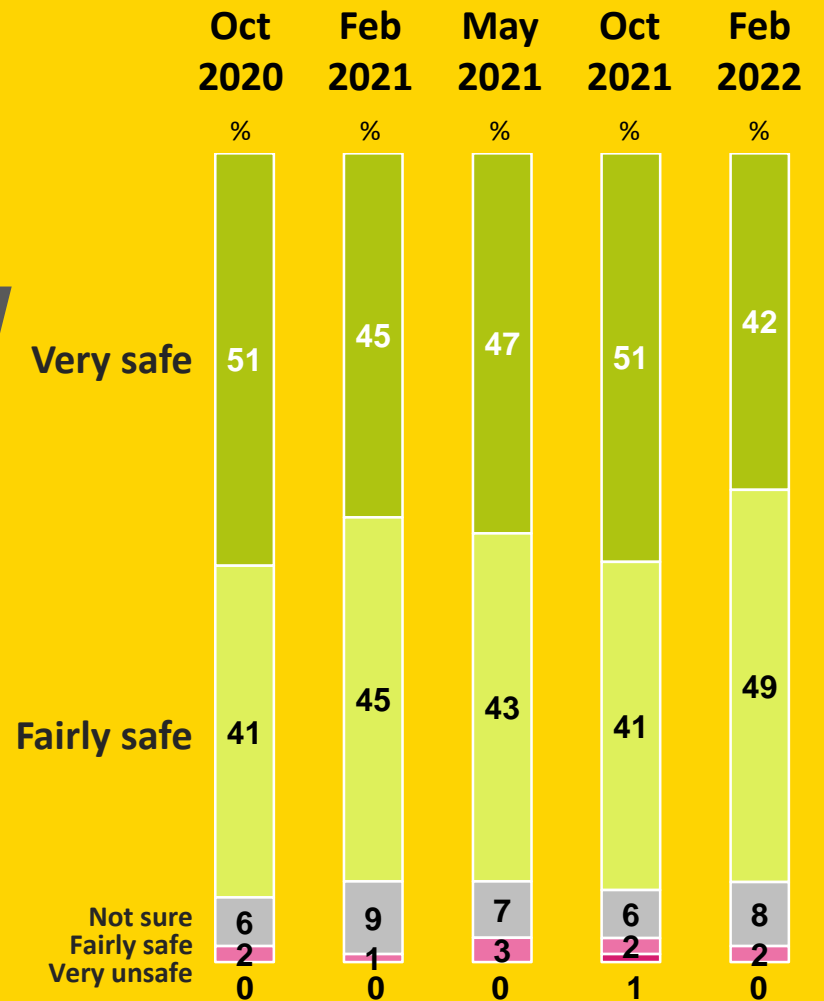
Of those who felt safe using a taxi nearly 4 in 5 drivers were wearing a face covering and over 3 in 5 had a dividing screen installed.

Base: All felt safe and used taxi during Covid



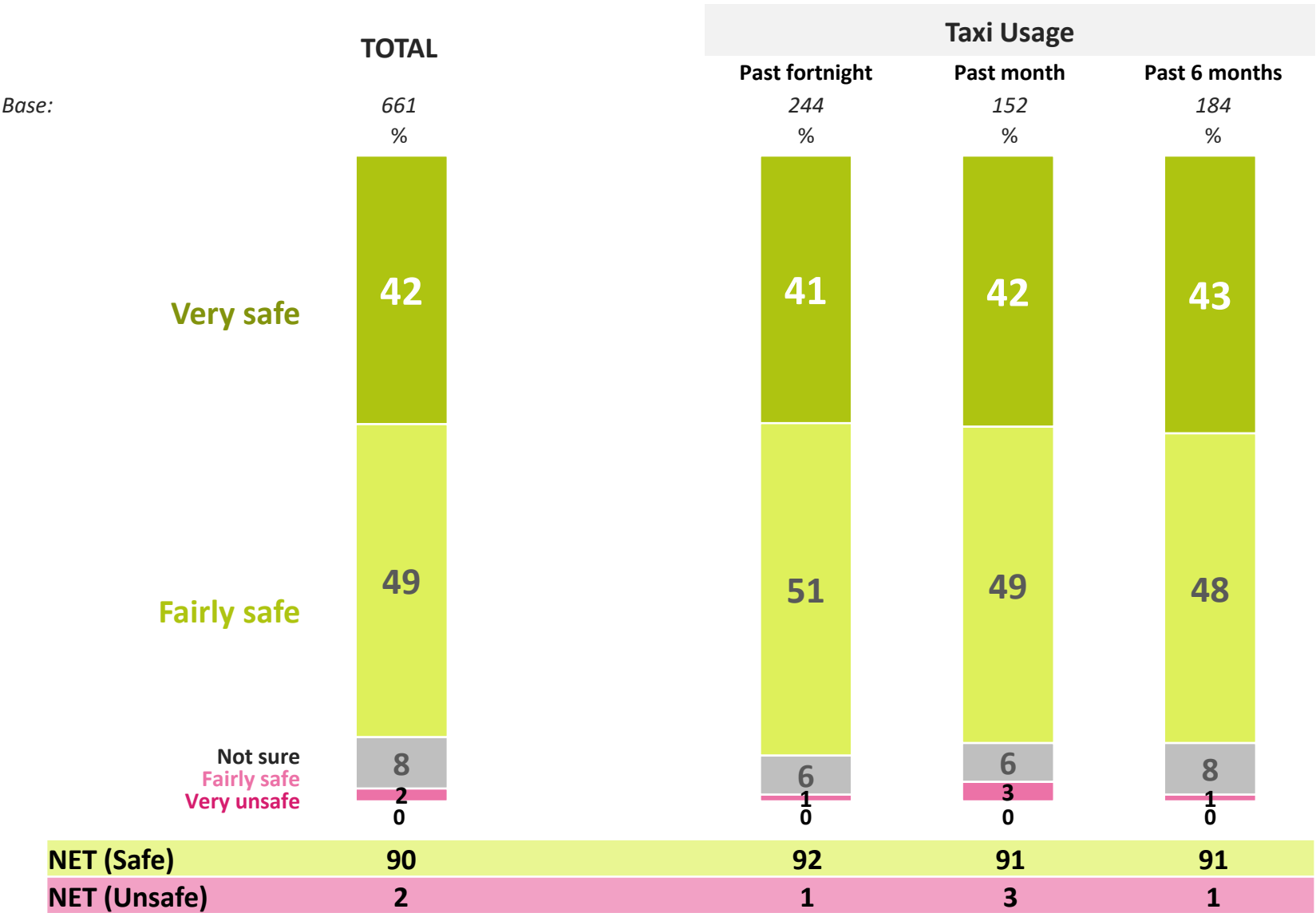


Although the majority of users do feel covid safe, the incidence of feeling “very safe” has decreased -9%pts in February 2022



Similar high levels of feeling safe across last time frame of taxi use.












Base: All used taxi during Covid - 661



A third mention obvious sanitisation efforts by the operator as something which would make them feel safer. Other reasons have decreased endorsement vs Oct '21

Base: All feeling fairly safe/unsure/unsafe - 387

IF..

			MOST RECENT TAXI USAGE			Feb 21	May 21	Oct 21
			Past fortnight	Past month	Past 6 months	Fairly safe - Unsafe	Fairly safe - Unsafe	Fairly safe - Unsafe
			145 %	88 %	104 %	320 %	315 %	320 %
There were obvious sanitisation efforts by the operator		32	30	36	35	40	32	32
Windows were open to increase air circulation		21	16	27	25	38	34	30
A dividing screen had been installed		16	16	15	11	44	32	39
Cashless payment through a debit/credit terminal		15	19	15	11	23	25	23
Driver requested for the use of rear seats only (ie not allowed to sit on front seat)		15	15	14	12	28	20	20
Cashless payment was available through an app		14	16	5	15	28	24	27
Driver specifically asked me/us to wear a face covering		14	12	14	23	25	15	15
The operator wore a face covering		13	21	11	6	45	30	34
Driver requested details for the purpose of contact tracing		4	5	6	3	4	4	6
Driver requested a maximum number of people per row /social distancing across all seats available		2	1	1	4	2	1	2
Other		8	10	4	5	8	8	7

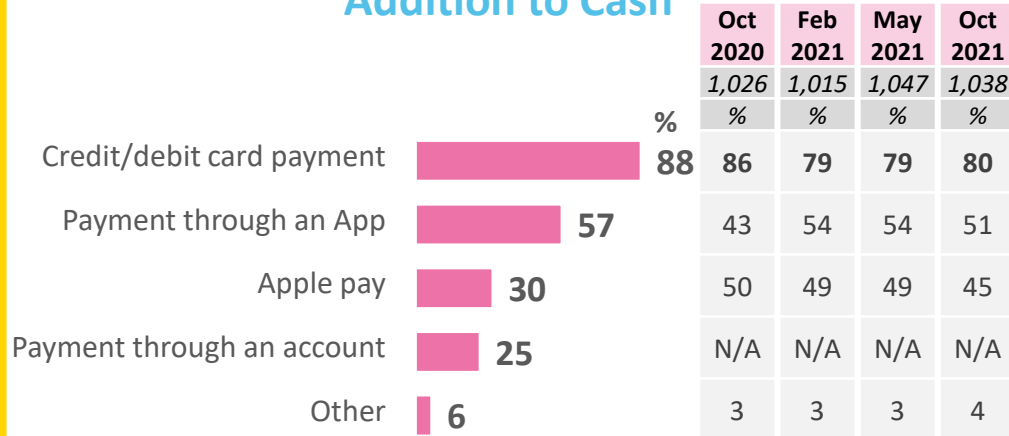


4. Payment methods used and preferences

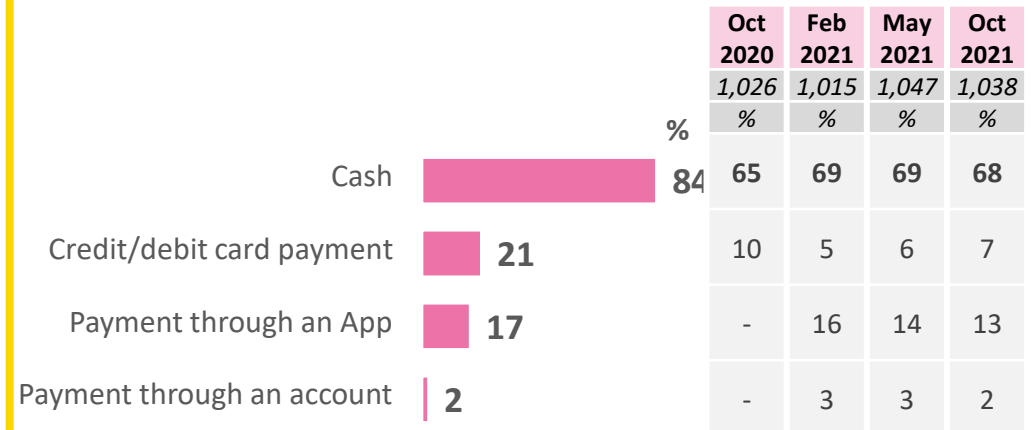
Nearly 9 in 10 believe credit/debit card payment should be available in addition to cash.

Base: All Adults 1,048

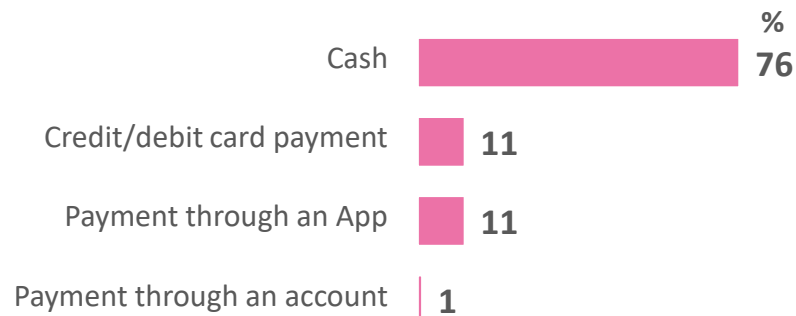
Payment Method which Should be Available in Addition to Cash



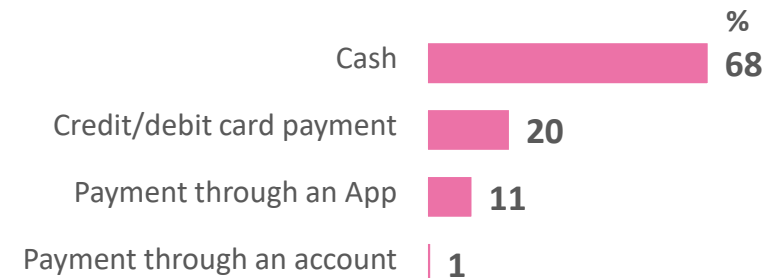
Methods used to pay for Taxi Pre-Covid

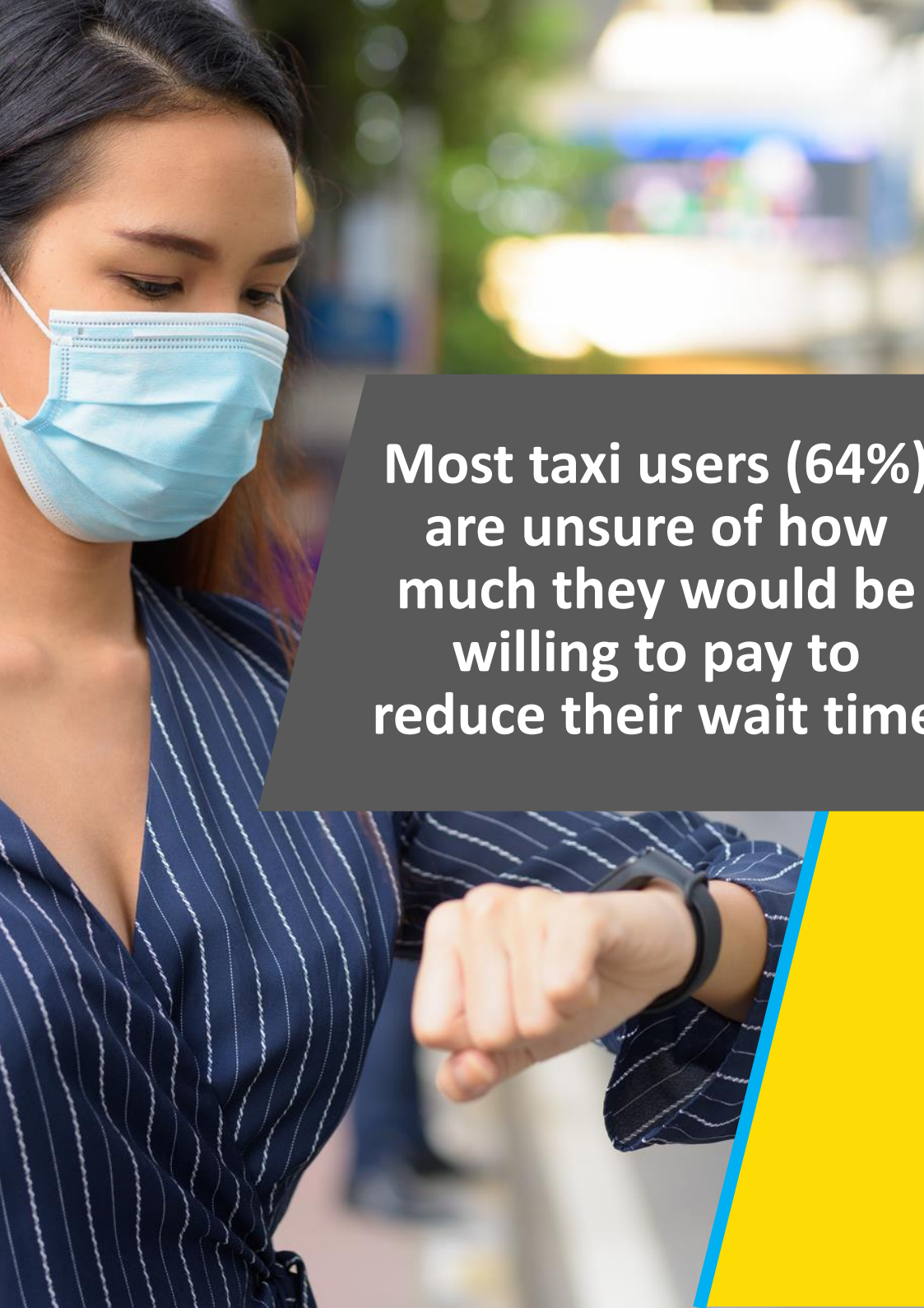


Payment Method Used Most Often Pre-Covid



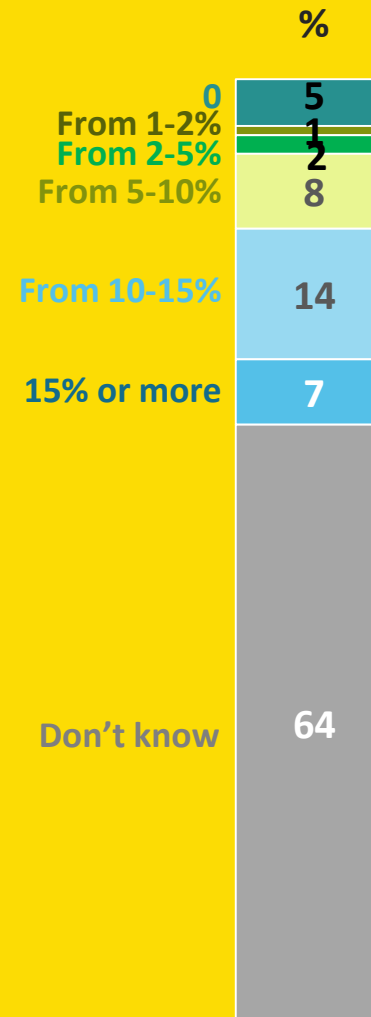
Preferred Method of Payment Pre-Covid





**Most taxi users (64%)
are unsure of how
much they would be
willing to pay to
reduce their wait time**

Percentage of fare extra users would be willing to pay to payment to reduce wait time

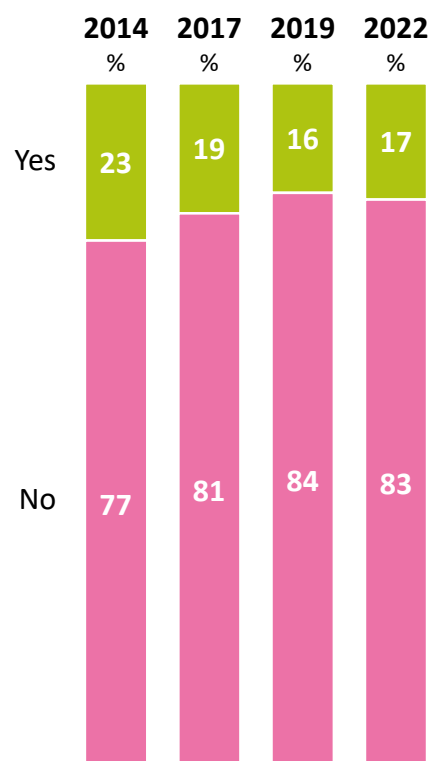


Taxi users would be willing
to pay an average of
10.45% extra
in order to reduce wait time
to less than 15 minutes

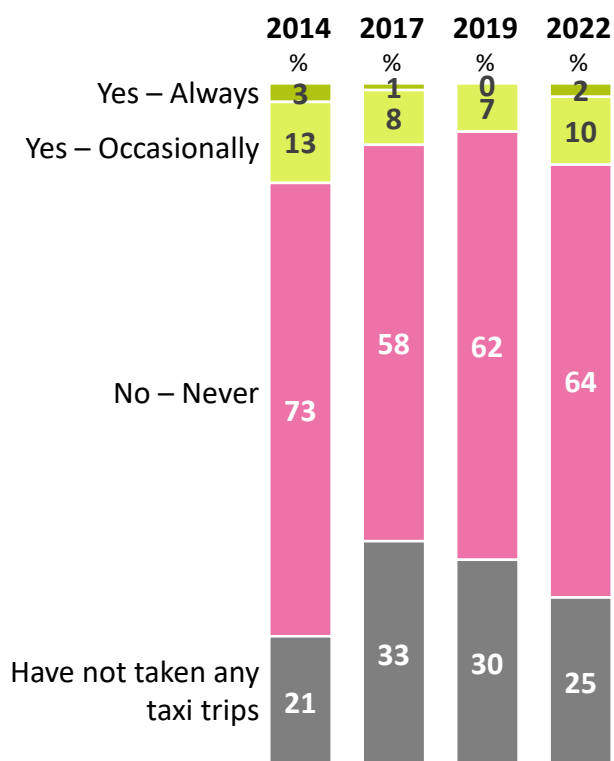
Most (83%) are not aware that the meter fare is the maximum charge. Of the 12% who have been offered a discount, rounding down is most common.

Base: All Adults 1,048

Awareness that taxi fares on the meter are a maximum

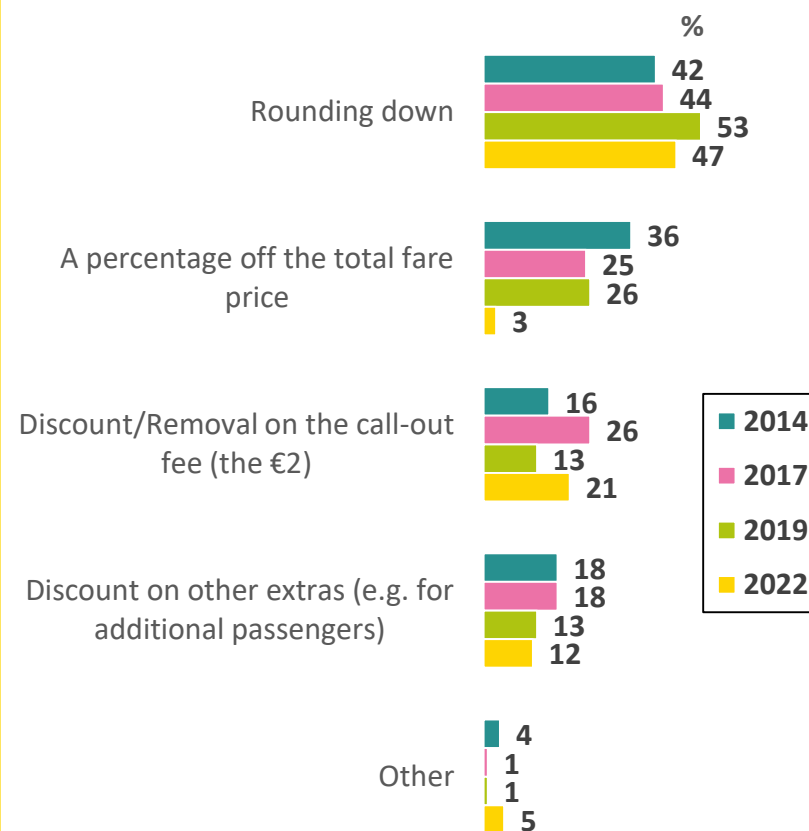


Discounts Offered



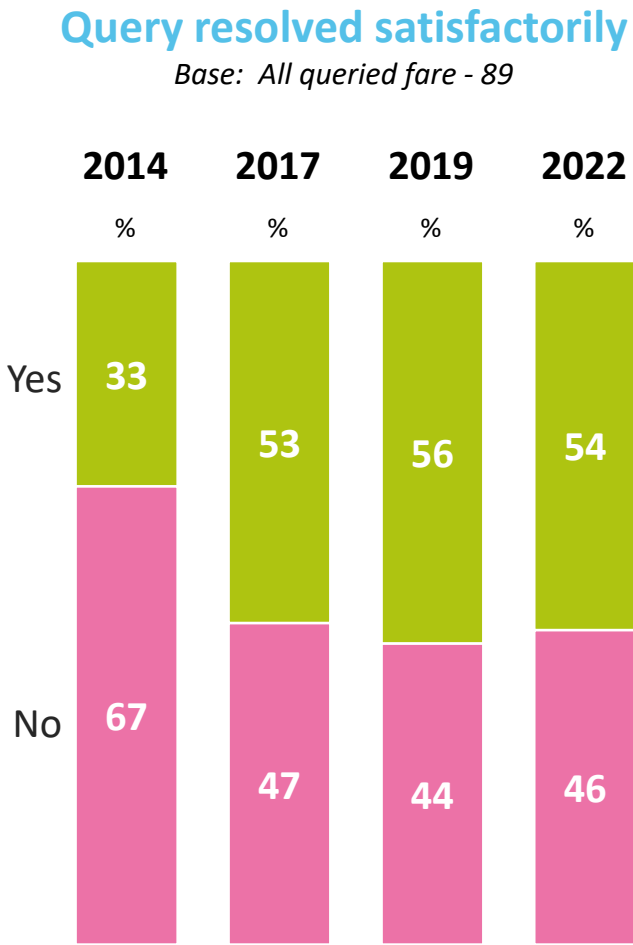
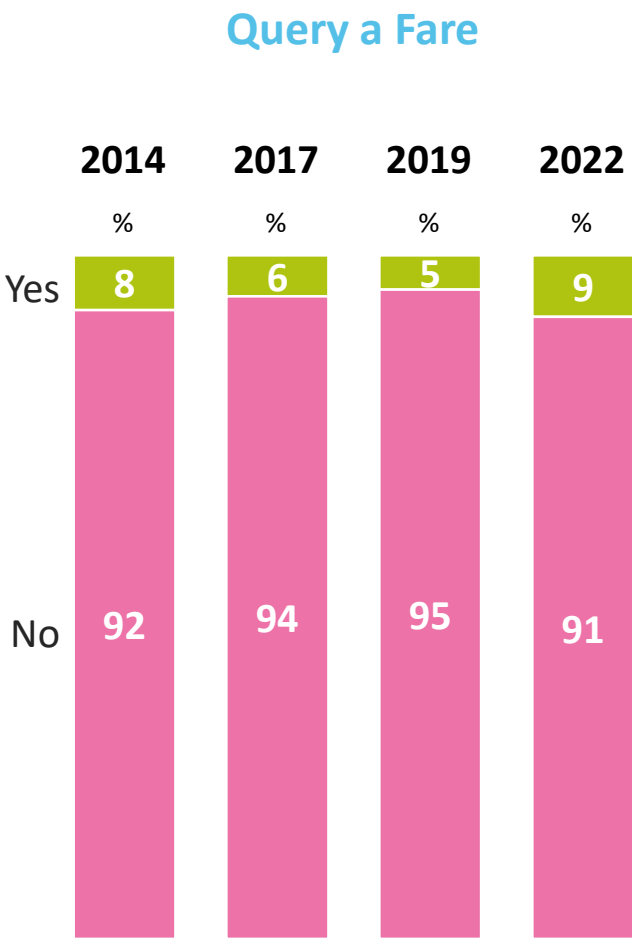
Type of discount offered

Base: All received discount on fare – 125



Nearly 1 in 10 have needed to query a fare with a taxi driver. 54% of those with query's were satisfied that the query was resolved

Base: All Adults 1,048



Taxi is most recognised by the roof sign and driver ID display

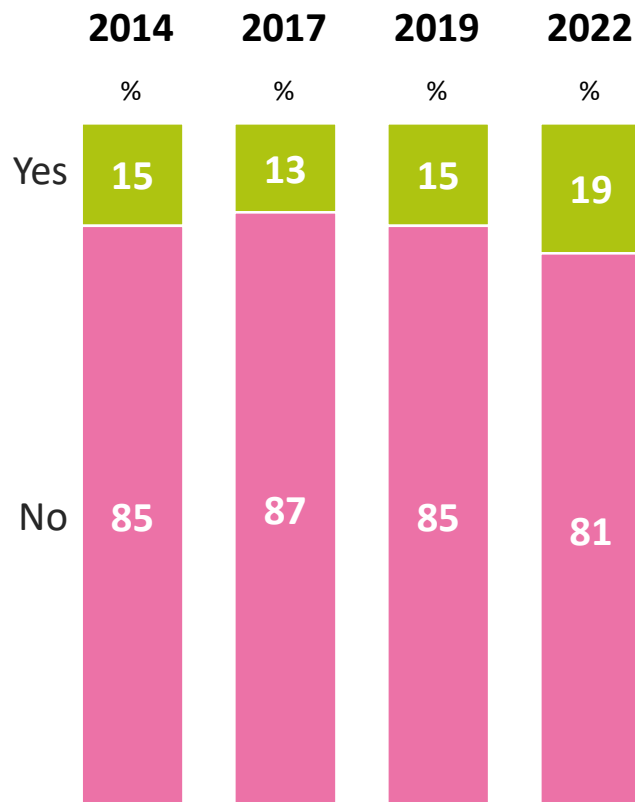
Base: All Adults 1,048

	Total	Gender		Age					Region			
		Male	Female	18-24	25-34	35-49	50-64	65+	Dublin	Rest of Leinster	Munster	Conn/ Uls
<i>Base:</i>	1048	509	539	85	197	337	259	170	314	256	286	192
	%	%	%	%	%	%	%	%	%	%	%	%
Roof sign on top of vehicle	78	79	78	52	62	61	65	52	82	75	79	75
Driver ID on display inside the vehicle	72	71	74	62	72	81	82	81	70	76	73	70
Taxi decal sticker on driver/passenger door	60	62	58	60	64	73	77	78	65	56	59	59
There is a taximeter inside the vehicle	47	50	44	33	33	48	53	59	52	43	49	42
Use the Taxi driver check App	18	18	17	25	15	17	20	14	25	17	15	10
Other	1	1	1	-	-	0	2	-	0	1	1	0
Don't know/Not sure	4	4	4	5	6	3	4	4	2	4	5	5

Nearly 1 in 5 has heard of the Driver Check App, of those over a third have used it

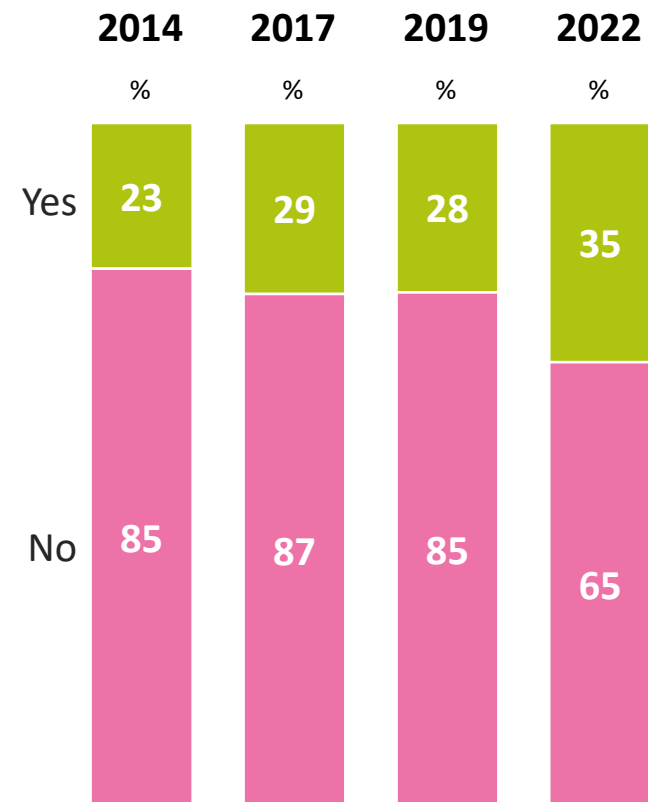
Base: All Adults 1,048

Heard of the “Driver Check app”



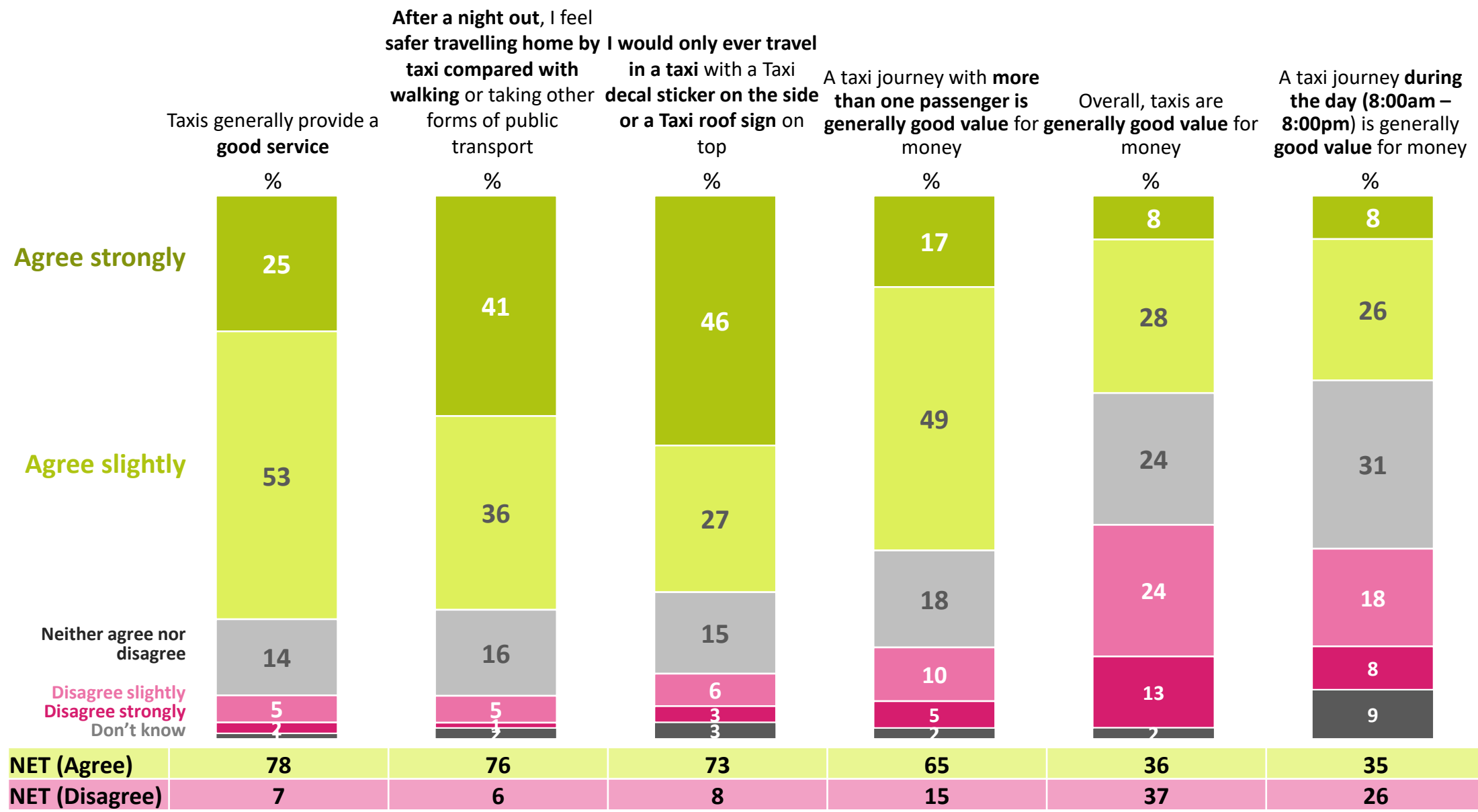
Used the “Driver Check app”

Base: All heard of driver check app - 205



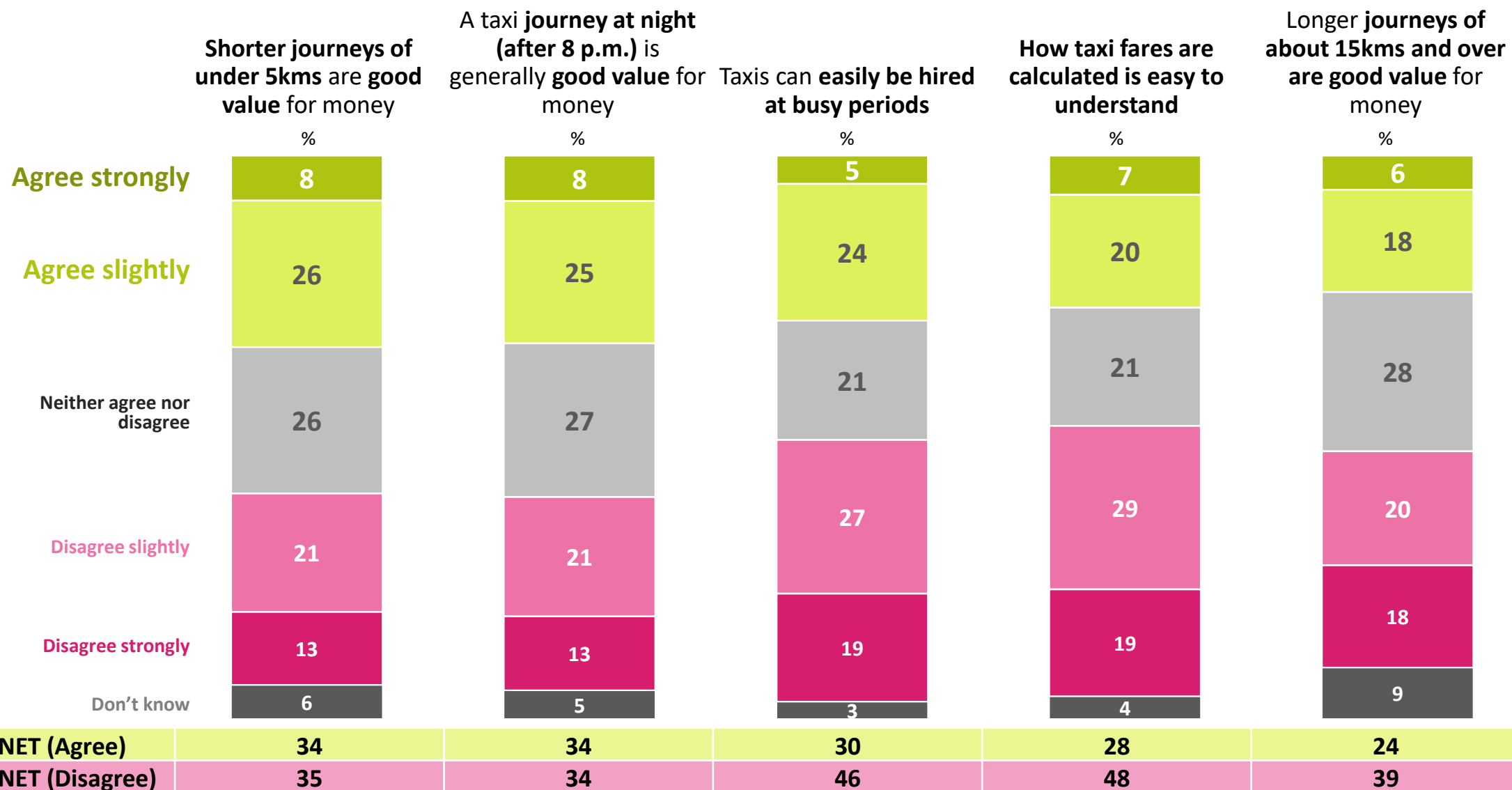
Among taxi users 78% state that taxis generally provide a good service with 77% feeling safer traveling home in a taxi after a night out.

Base: All taxi users - 856



34% of taxi users believe shorter journeys under 5 km are good value for money with 33% stating journeys at night are good value for money

Base: All taxi users - 856





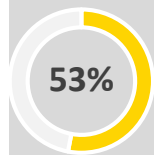
5. Key findings

Key Findings

Taxi usage



- Positively, when asked specifically about actual usage, we see increased fortnight/monthly and overall usage of taxis this wave while use of other methods of transport remains stable. Overall use increases +12%pts vs a year ago.
- The most cited reason for last taxi trip was for socialising or recreational activity, this was higher in the 18 to 24 year old age group.
- Despite increase use, number of taxis taken in the last fortnight has reduced.



53% of taxi users claim they are using taxi services less compared to pre-Covid, so we can expect journeys to increase further. 36% are using taxis less in a conscious effort to minimise risk of COVID. 7% of taxi users state they are using taxis more compared to pre-Covid.



Key usage trends

- 78% of taxi users agree that taxis generally provide good service.
- Convenience and speed remain the top reasons to use a taxi.
- Currently most consumers don't use a taxi to connect to other forms of transport.
- Ordering a taxi by phone is most common (33%) followed by App (30%).
- Most recent trip is most likely to have been on the weekend and at night time. Weekend trips have increased +6%pts from Oct '21.
- 54% order a taxi to arrive immediately – this is higher among those who live in Dublin (68%).
- Most last occasion journeys were had 2-3 passengers and half were within 10kms.

Covid Safety Measures



- Although, **90%** of taxi users during Covid **felt safe** from Covid, incidence of feeling “**very safe**” decreased -9%pts from Oct '21.
- Mask wearing and dividing screens are highly prevalent. 77% state the operator wore a mask, 65% of consumers were wearing a mask and 64% stated a dividing screen has been installed.
- Of those who felt unsure or unsafe a third mention obvious sanitisation efforts by the operator as something which would make them feel safer.

Payment options



- 88% believe credit/debit card payments should be available in addition to cash.
- Cash is the most used (76%) and preferred method of payment (68%) pre-COVID.
- Most taxi users (64%) are unsure of how much they would be willing to pay to reduce their wait time.
- 83% were not aware that the meter fare was the maximum charge.
- 12% have received discount with rounding down the most common.
- 9% have queried a taxi fare with just over half of those were satisfied that their query was resolved sufficiently.

Areas of focus



- Although overall ease of getting a taxi remains high overall at 79% top box “very easy” has decreased -10%pts vs Oct '21.
- 11% of taxi users have been unable to get a taxi service in the past, a third of these incidences were due to no taxis being available.
- Drive awareness and usage of the Driver Check app, currently 19% of taxi users are aware of it and just over a third of those aware of it have used it.
- Incidence of taxi user feeling “very safe” in regard to COVID precautions has decreased -9%pts.
- Satisfactory query resolution is another area which could be stronger albeit few have made a query over past 12 months.



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.