Taxi user research

Wave 6

National survey
October 2022

TABLE OF CONTENTS

Introduction

Introduction

- This report details the findings of a representative survey of taxi users in Ireland **(October 2022).** The survey is the sixth survey in the series.

- It sets out to understand current and expected usage with a focus electric vehicles in this wave of research. The information will be used to contribute to future plans for the industry.

- 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 experiences of those with electric vehicles.

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.
  - ❖ Usage behaviour in regard to ordering
  - ❖ Usage and preference of electric taxis
  - ❖ Understanding of fares
  - ❖ Attitudes towards taxis

Methodology

A representative survey of taxi users in Ireland.

Sample Size:

1,054 adults
830 Taxi users
571 use taxi in the past 6 months
176 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:
16th to 26th October 2022.

Context:
All pandemic restrictions have been lifted and there is currently no mandatory requirement to wear masks on public transport.

B&A Acumen Panel

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

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

Any taxi usage has decreased (-8%pts) after increasing between Feb '21 and Feb '22. Nearly 3 in 4 use a taxi.

Any Taxi usage

Level 5 Covid restrictions in place

In Jan '22 curbs on opening times relaxed

74
69
71
77
81
73

| Oct 2020 | Feb 2021 | May 2021 | Oct 2021 | Feb 2022 | Oct 2022 |
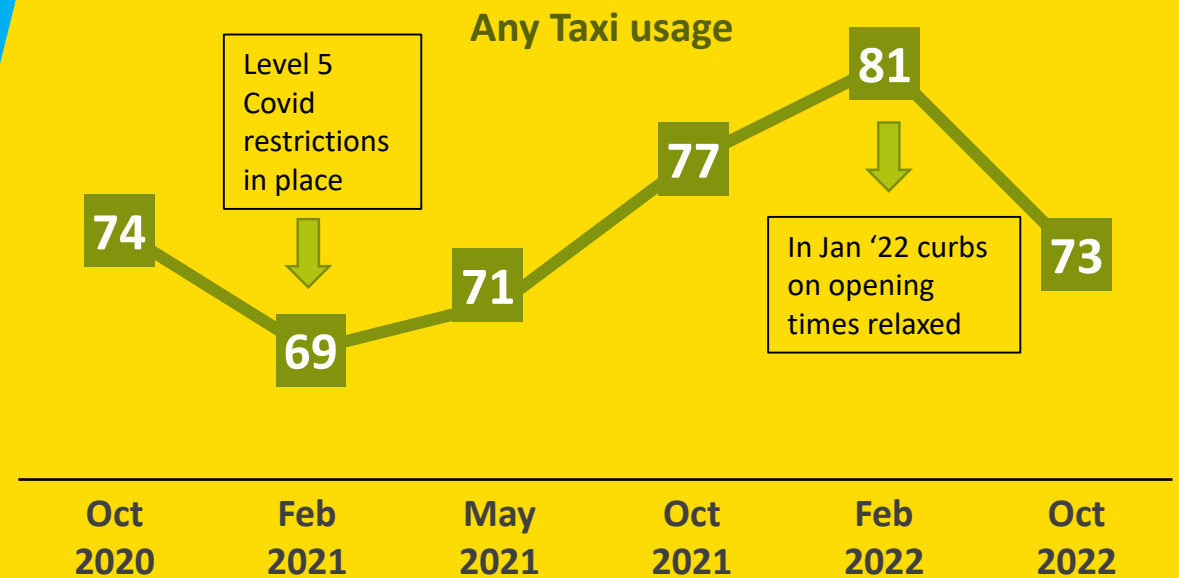
Frequency of use of taxis has decreased from February '22. Usage of bus, train and Dart/Luas remains inline with the previous wave. Weekly+ incidence of walking decreases slightly from earlier waves

Base: All adults - 1,054

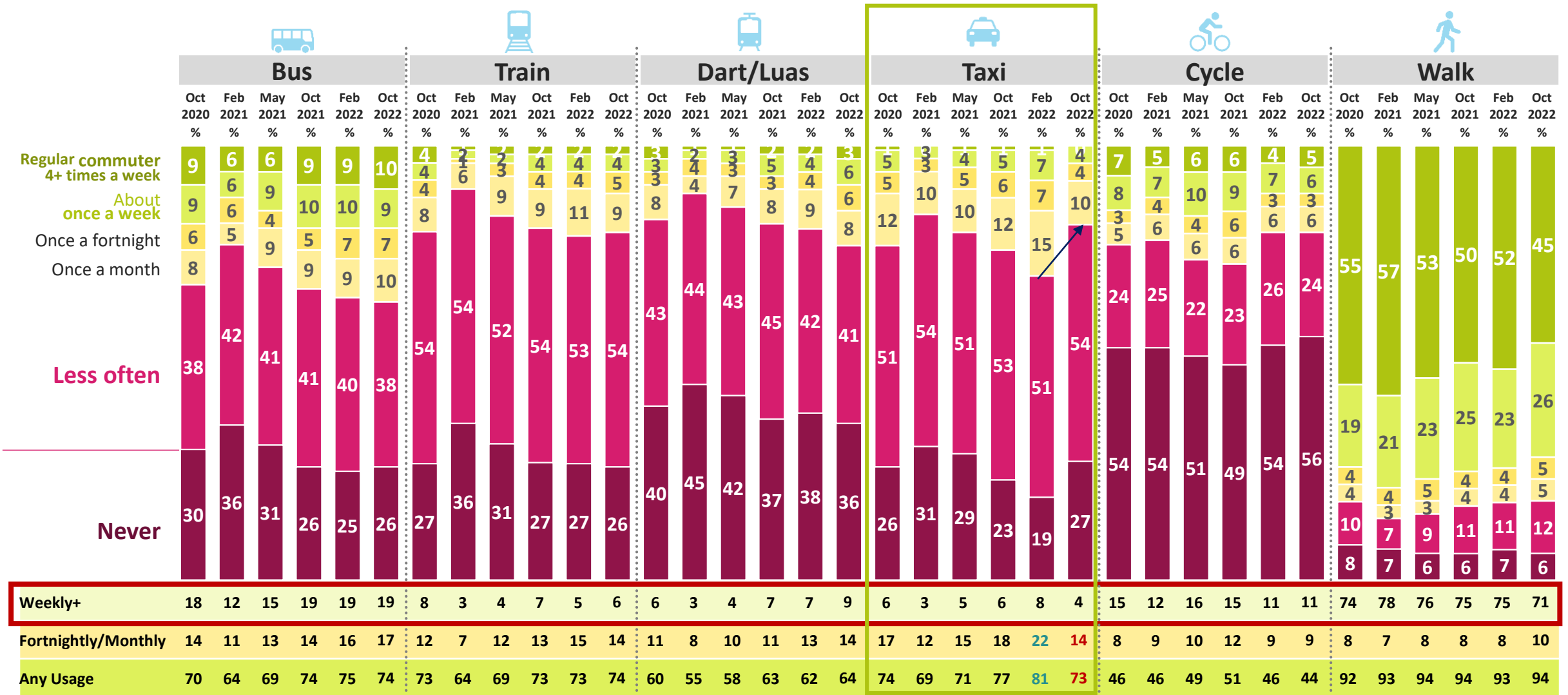|	Bus						Train						Dart/Luas						Taxi						Cycle						Walk					
	Oct 2020 %	Feb 2021 %	May 2021 %	Oct 2021 %	Feb 2022 %	Oct 2022 %	Oct 2020 %	Feb 2021 %	May 2021 %	Oct 2021 %	Feb 2022 %	Oct 2022 %	Oct 2020 %	Feb 2021 %	May 2021 %	Oct 2021 %	Feb 2022 %	Oct 2022 %	Oct 2020 %	Feb 2021 %	May 2021 %	Oct 2021 %	Feb 2022 %	Oct 2022 %	Oct 2020 %	Feb 2021 %	May 2021 %	Oct 2021 %	Feb 2022 %	Oct 2022 %	Oct 2020 %	Feb 2021 %	May 2021 %	Oct 2021 %	Feb 2022 %	Oct 2022 %
Weekly+	18	12	15	19	19	19	8	3	4	7	5	6	6	3	4	7	7	9	6	3	5	6	8	4	15	12	16	15	11	11	74	78	76	75	75	71
Fortnightly/Monthly	14	11	13	14	16	17	12	7	12	13	15	14	11	8	10	11	13	14	17	12	15	18	22	14	8	9	10	12	9	9	8	7	8	8	8	10
Any Usage	70	64	69	74	75	74	73	64	69	73	73	74	60	55	58	63	62	64	74	69	71	77	81	73	46	46	49	51	46	44	92	93	94	94	93	94

Reason for using a taxi on last occasion centre on social/recreation and drinking alcohol as the key reasons. Social/recreation decreases from Feb '22 (-7%pts) with leisure related trips to the airport increasing (+8%pts)

Base: All used Taxi Past 6 months - 571

		Feb 2022
		580
	%	%
Socialising/Recreational (night out, going to cinema, etc.)	36	43
Had been drinking alcohol so I couldn't drive	23 → *29% 18-34*	23
Going to the airport (leisure related)	15 → *31% 65 years+*	7
In the course of business/work	8	7
Personal reasons/hospital appointment, etc.	8	13
Shopping trip (or leisure related)	8	8
Going to visit friends/family	7	9
Commuting to/from work	5	4
Going to the airport (work related)	5	5
Taxis take me exactly where I want to go	5	8
Going to the train/bus station/ ferry (leisure related)	4	3
It was raining/bad weather	4	7
Going to the train/bus station/ferry (work related)	3	1
Prefer not to travel on public transport	2	2
Taxis are quicker door to door	2	6
Having something delivered/collected	1	0
Too much luggage/bags for public transport	1	2
Wheelchair accessible taxis are the only form of transport for me	1	0
I was lost so I took a taxi	0	0
Other	3	4

0 = less than 1%

Over 65 year olds are less likely to use taxis for socialising/recreational and drinking alcohol and are more likely to be going to the airport for a leisure trip. Those living in Dublin are more likely to be going to the airport (leisure related) and visiting friends/family

Base: All used Taxi Past 6 months - 571

	Total	Age					Region			
		18-24	25-34	35-49	50-64	65+	Dublin	RoL	Munster	Conn/ Uls
Base:	*571*	*56*	*134*	*196*	*111*	*74*	*221*	*103*	*155*	*92*
	%	%	%	%	%	%	%	%	%	%
Socialising/Recreational (night out, going to cinema, etc.)	36	38	38	39	36	24	34	41	33	36
Had been drinking alcohol so I couldn't drive	23	29	29	18	25	13	19	31	21	21
Going to the airport (leisure related)	15	8	16	11	14	31	21	9	12	11
In the course of business/work	8	14	7	10	7	1	11	5	8	7
Shopping trip (or leisure related)	8	4	7	8	10	10	5	8	11	8
Personal reasons/hospital appointment, etc.	8	4	7	7	11	13	6	8	7	16
Going to visit friends/family	7	9	7	8	3	8	12	3	5	3
Going to the airport (work related)	5	1	8	7	8	2	9	3	4	3
Commuting to/from work	5	11	3	5	2	2	3	4	6	9
Taxis take me exactly where I want to go	5	3	2	5	6	6	5	5	2	8

- *Q.3 Can you tell me the reason you used a taxi on the last occasion and why?*   *Reasons above 5%*

Weekly+ users of taxis are more likely to use taxis for shopping trips.

Base: All used Taxi Past 6 months - 571

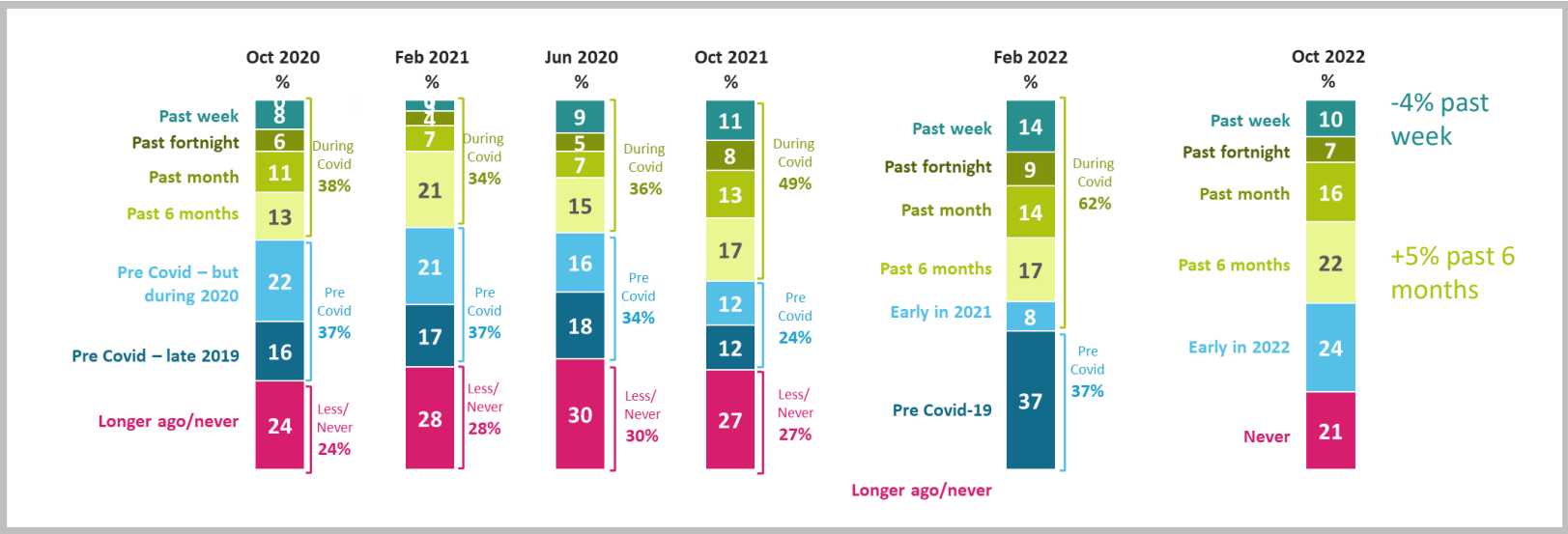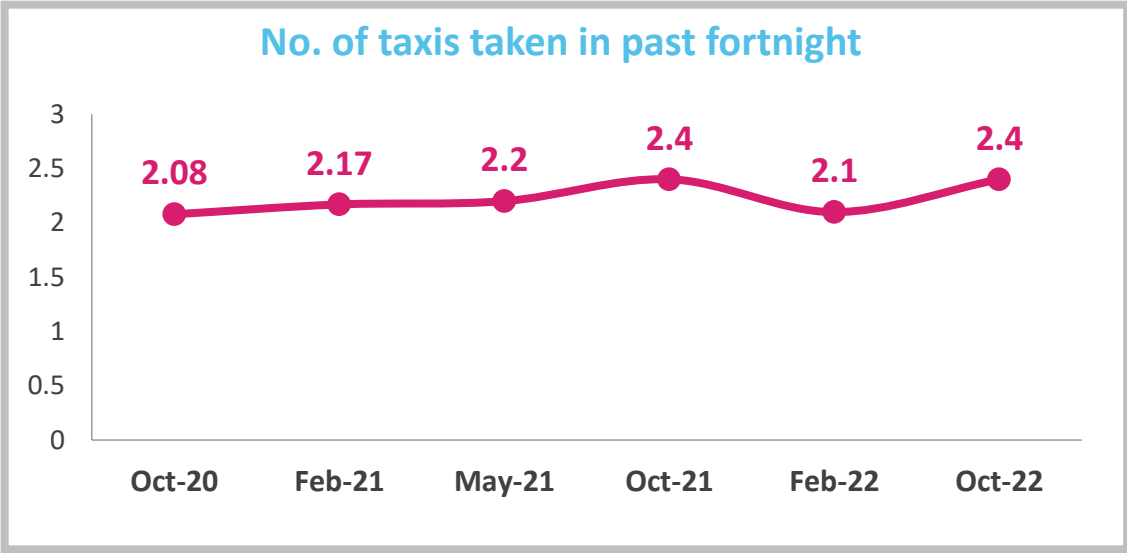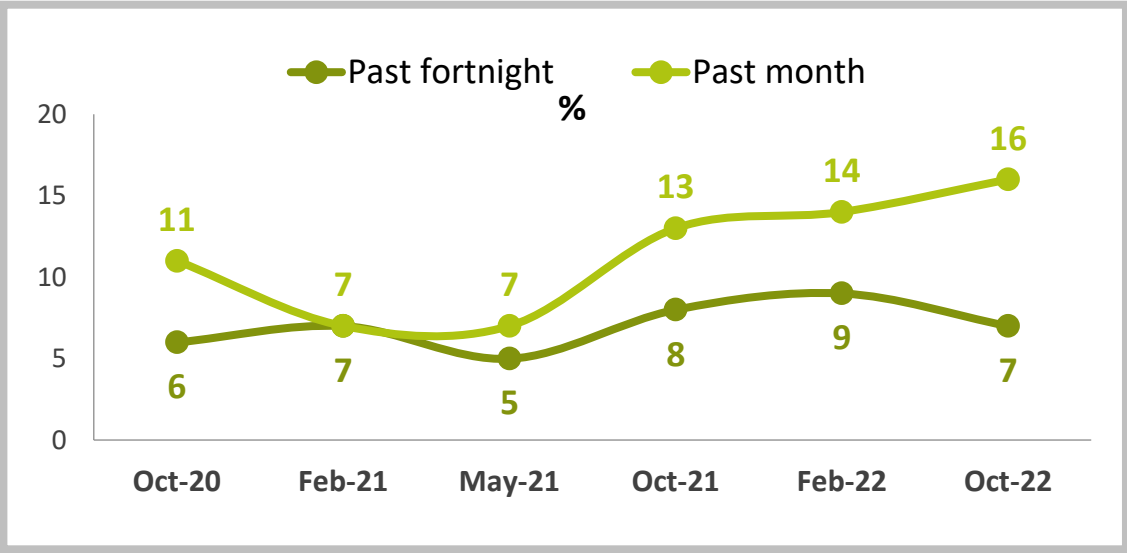|	Total	Bus frequency			Train Frequency			Tram/Luas Frequency			Taxi Frequency		
		Weekly+	Less often	Not now	Weekly+	Less often	Not now	Weekly+	Less often	Not now	Weekly+	Less often	Not now
Base:	*571*	*144*	*340*	*87*	*51*	*414*	*106*	*68*	*340*	*163*	*47*	*475*	*49*
	%	%	%	%	%	%	%	%	%	%	%	%	%
Socialising/Recreational (night out, going to cinema, etc.)	36	29	39	31	16	39	33	26	38	35	31	36	38
Had been drinking alcohol so I couldn't drive	23	15	23	34	12	24	23	9	24	27	28	22	20
Going to the airport (leisure related)	15	18	14	11	11	16	12	26	14	11	5	15	18
In the course of business/work	8	15	5	8	19	8	6	21	8	2	18	8	5
Shopping trip (or leisure related)	8	9	7	6	12	6	11	5	8	8	26	6	3
Personal reasons/hospital appointment, etc.	8	7	9	7	11	8	9	8	8	9	5	8	11
Going to visit friends/family	7	11	7	1	9	7	4	12	7	4	15	7	-
Going to the airport (work related)	5	8	5	3	8	5	6	6	6	3	1	6	4
Commuting to/from work	5	7	5	1	10	5	2	4	6	2	12	5	-
Taxis take me exactly where I want to go	5	7	4	2	5	5	3	6	5	4	10	5	-

*caution low base

2. How has consumer demand changed?

Lower usage of taxis compared to Feb '22 with usage in the past week decreasing (-4%pts), and monthly (+2%pts), while past 6 month increases (+5%pts). Although frequency among those who have used a taxi in the past fortnight has increased (+0.3)

Base: All adults - 1,054

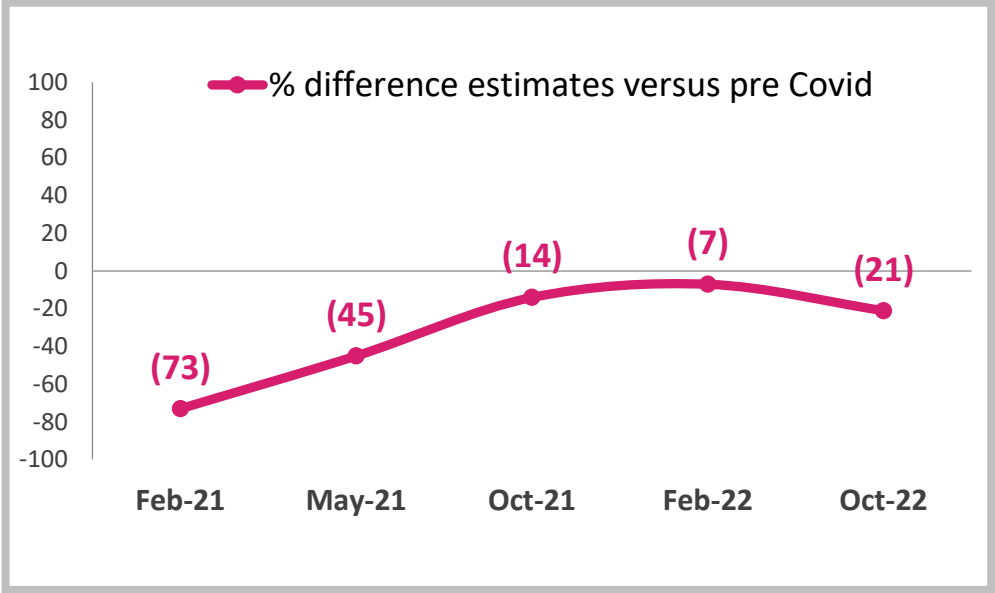Feb '22 saw pent up demand for socializing/ getting out and about after restrictions

No. of taxis taken in past fortnight

Taxi usage in the last month remains below pre-COVID levels (-6%pts). The number of taxis taken in the last fortnight remains lower than pre-COVID (-0.4) meaning we are still behind the number of taxi journeys before the pandemic

Base: All adults - 1,054

Last Time Used a Taxi

Oct-2022 %

Recency	Oct-2022 %
Past week	10
Past fortnight	7
Past month	16
Past 6 months	22
Early in 2022	24
Never	21

Usage of taxis past fortnight (17%)

%

	%
Less than 2	45
2-3	26
3+	28

Average: 2.4

Recency	User base estimate
Past week	382,000
Past fortnight	285,000
Journeys past fortnight (x 2.4)	**1,600,800**

Pre-Covid usage of taxis

	May-21 %	Oct-21 %
Weekly	10	9
Fortnightly	9	10
About once a month	17	20
A couple of times a year	30	29
Once a year	8	6
Less often	20	20
Never	5	5

Usage of taxis fortnightly Pre-Covid (19%)

%

	%
Less than 2	23
2-3	36
3+	42

Average: 2.8

Frequency	User base estimate
Weekly	340,000
Fortnightly	385,000
Journeys past fortnight (x 2.80)	**2,030,000**

The number of taxi journeys taken has decreased by -15% vs Feb '22

Base: All taxi users past fortnight - 176

Recency	User base estimates					
	Oct 20	**Feb 21**	**May-21**	**Oct-21**	**Feb-22**	**Oct-22**
Past week/weekly	300,000	120,000	320,000	430,000	550,000	382,000
Past fortnight	225,000	130,000	190,000	300,000	350,000	285,000
Fortnight average	**2.08**	**2.17**	**2.20**	**2.40**	**2.1**	**2.35**
Journeys past fortnight	**1,092,000**	**542,000**	**1,122,000**	**1,752,000**	**1,890,000**	**1,600,800**
		-50%	**+52%**	**+36%**	**+7%**	**-15%**

% difference estimates versus pre Covid

(73) (45) (14) (7) (21)

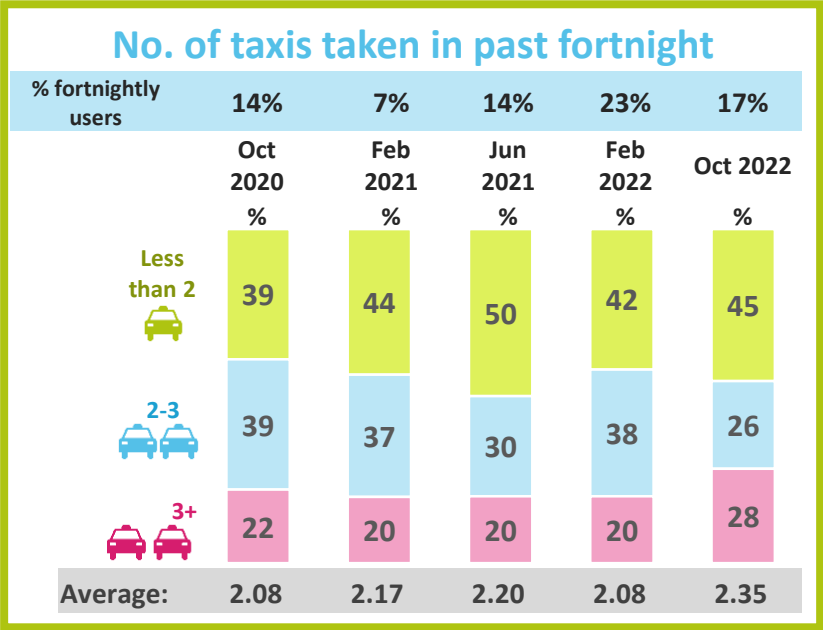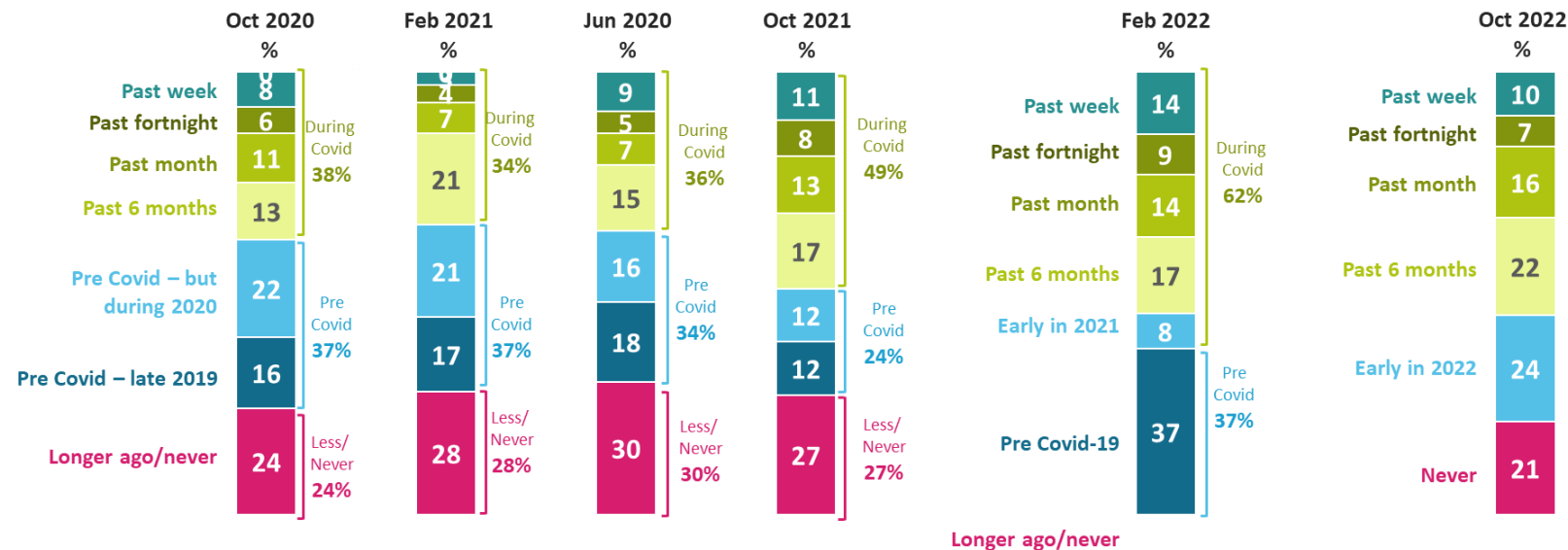Feb-21 May-21 Oct-21 Feb-22 Oct-22

*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 1,600,800

While the percentage of those having taken a taxi in the past fortnight has decreased (-6%pts) the amount of taxis being taken has increased
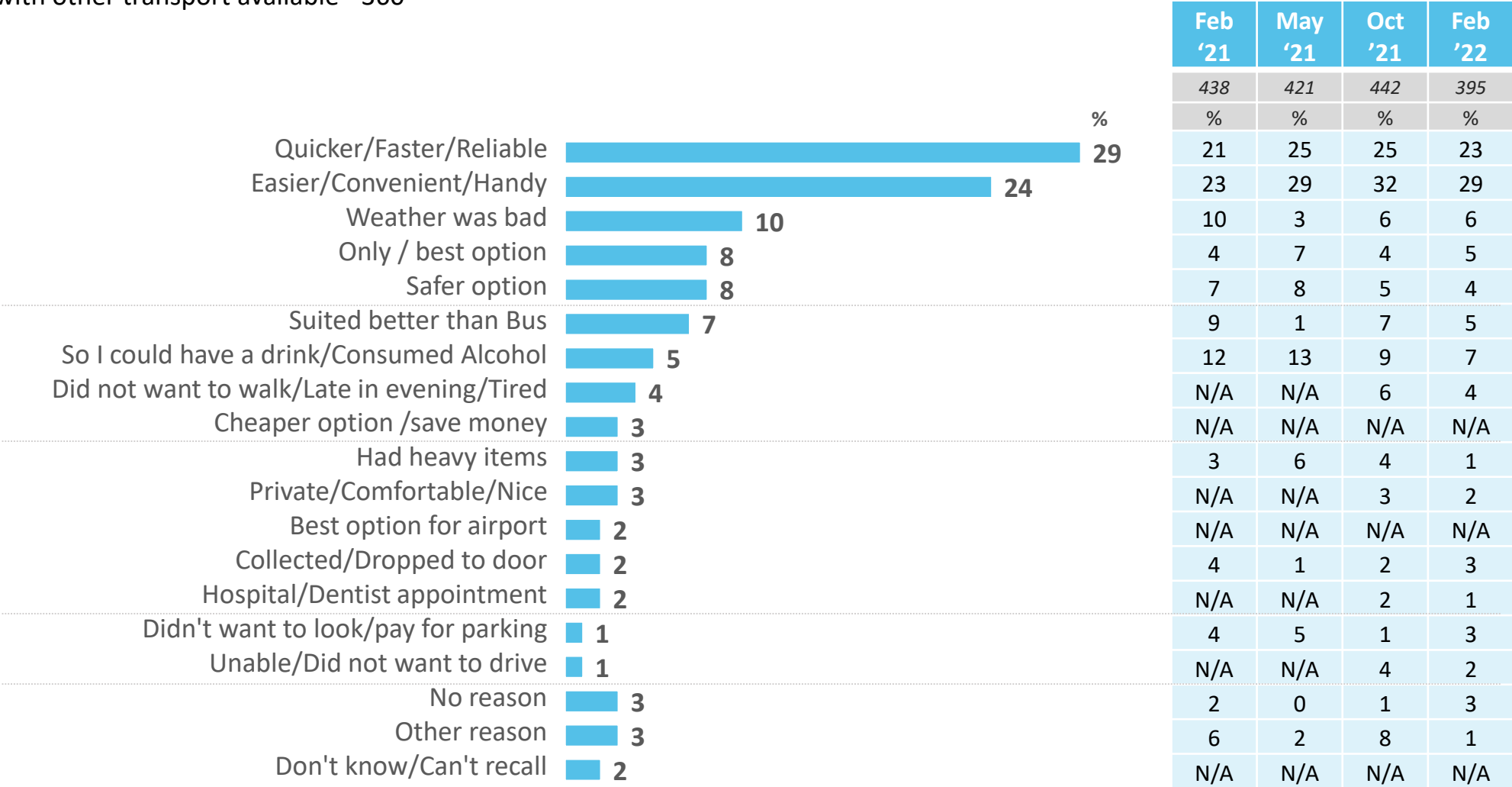
Base: All adults - 1,054

Oct 2020 %
- Past week: 8
- Past fortnight: 6
- Past month: 11
- Past 6 months: 13
- During Covid 38%
- Pre Covid – but during 2020: 22
- Pre Covid – late 2019: 16
- Pre Covid 37%
- Longer ago/never: 24
- Less/Never 24%

Feb 2021 %
- 4
- 7
- 21
- 15
- During Covid 34%
- 21
- 17
- Pre Covid 37%
- 28
- Less/Never 28%

Jun 2020 %
- Past week: 9
- 5
- 7
- 15
- During Covid 36%
- 16
- 18
- Pre Covid 34%
- 30
- Less/Never 30%

Oct 2021 %
- 11
- 8
- 13
- 17
- During Covid 49%
- 12
- 12
- Pre Covid 24%
- 27
- Less/Never 27%

Feb 2022 %
- Past week: 14
- Past fortnight: 9
- Past month: 14
- During Covid 62%
- Past 6 months: 17
- Early in 2021: 8
- Pre Covid-19: 37
- Pre Covid 37%
- Longer ago/never

Oct 2022 %
- Past week: 10
- Past fortnight: 7
- Past month: 16
- Past 6 months: 22
- Early in 2022: 24
- Never: 21

No. of taxis taken in past fortnight

% fortnightly users	14%	7%	14%	23%	17%
	Oct 2020 %	Feb 2021 %	Jun 2021 %	Feb 2022 %	Oct 2022 %
Less than 2	39	44	50	42	45
2-3	39	37	30	38	26
3+	22	20	20	20	28
Average:	2.08	2.17	2.20	2.08	2.35

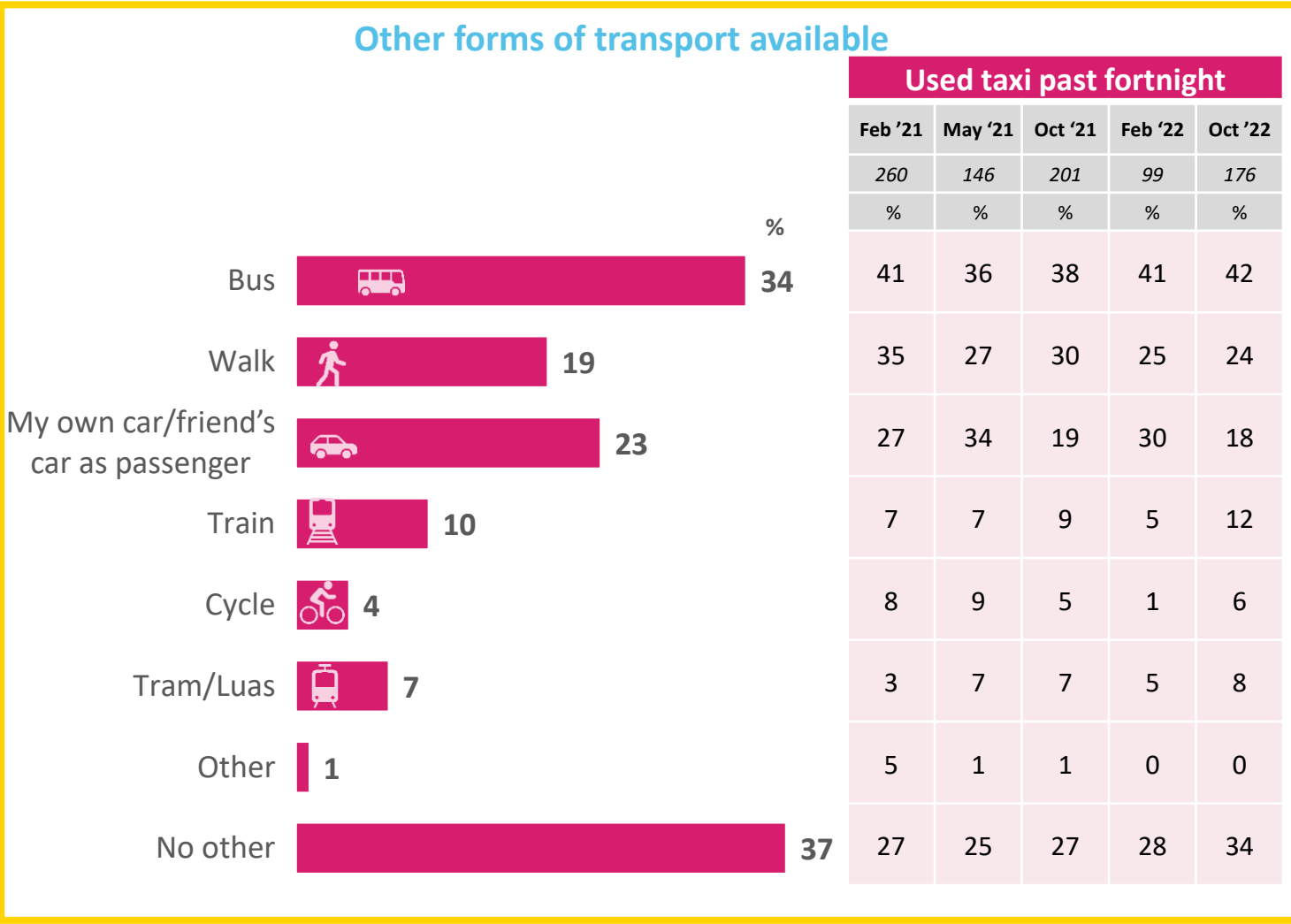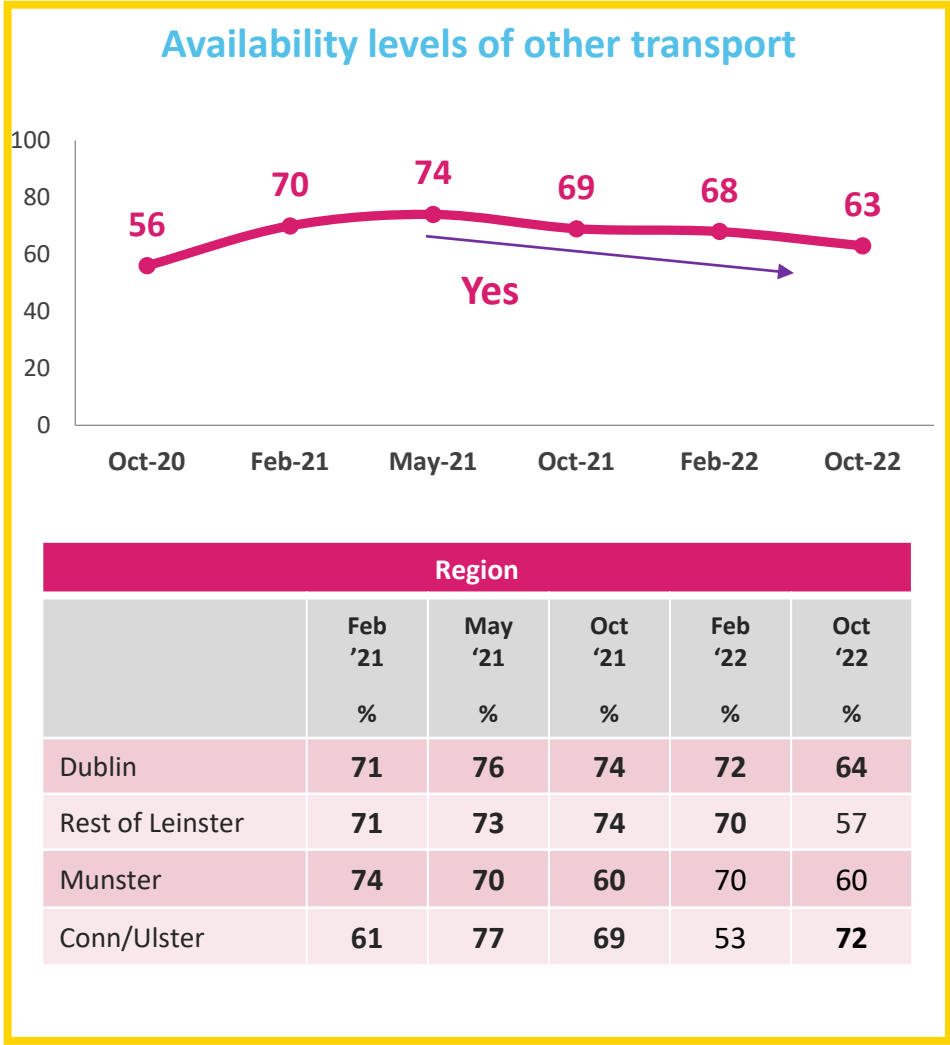| Recency	User base estimates				
	Oct 20	Feb 21	Jun 21	Feb 22	Oct 22
Past week	300,000	120,000	320,000	550,000	382,000
Past fortnight	225,000	130,000	190,000	350,000	285,000
Journeys past fortnight (x average number)	1,092,000	542,000	1,122,000	1,890,000	1,600,800
	-50% vs Oct		+52% vs Feb	+7% vs Oct '21	-15% vs Feb '22

The two main reasons for selecting a taxi over alternative travel options continue to be speed and convenience that taxis offer consumers. Speed (29%) overtaking convenience (24%) as the top ranked reason this wave

Base: All with other transport available - 360

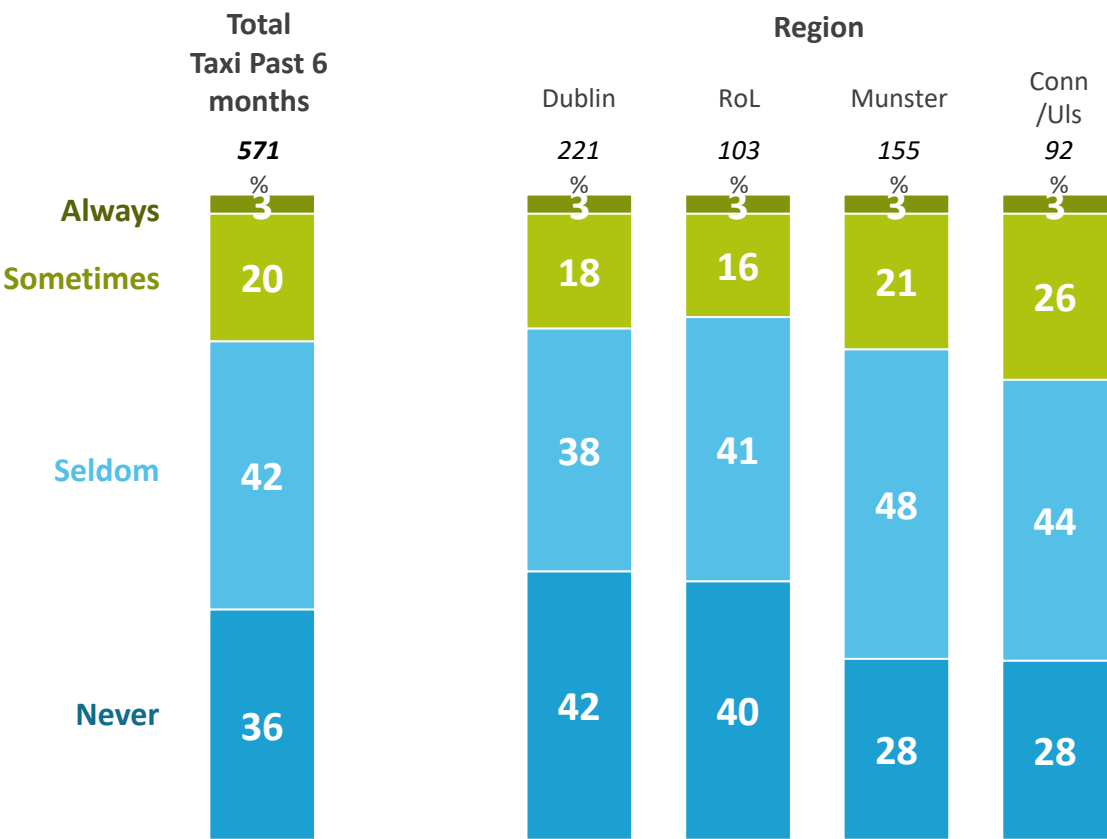|		Feb '21	May '21	Oct '21	Feb '22
		438	421	442	395
	%	%	%	%	%
Quicker/Faster/Reliable	29	21	25	25	23
Easier/Convenient/Handy	24	23	29	32	29
Weather was bad	10	10	3	6	6
Only / best option	8	4	7	4	5
Safer option	8	7	8	5	4
Suited better than Bus	7	9	1	7	5
So I could have a drink/Consumed Alcohol	5	12	13	9	7
Did not want to walk/Late in evening/Tired	4	N/A	N/A	6	4
Cheaper option /save money	3	N/A	N/A	N/A	N/A
Had heavy items	3	3	6	4	1
Private/Comfortable/Nice	3	N/A	N/A	3	2
Best option for airport	2	N/A	N/A	N/A	N/A
Collected/Dropped to door	2	4	1	2	3
Hospital/Dentist appointment	2	N/A	N/A	2	1
Didn't want to look/pay for parking	1	4	5	1	3
Unable/Did not want to drive	1	N/A	N/A	4	2
No reason	3	2	0	1	3
Other reason	3	6	2	8	1
Don't know/Can't recall	2	N/A	N/A	N/A	N/A

63% had other forms of transport available to them when making the decision to take a taxi on their last journey, slowly decreasing over time

Base: All used Taxi Past 6 months N - 571

Availability levels of other transport

56 — 70 — 74 — 69 — 68 — 63

Yes

| | Oct-20 | Feb-21 | May-21 | Oct-21 | Feb-22 | Oct-22 |

Region

	Feb '21 %	May '21 %	Oct '21 %	Feb '22 %	Oct '22 %
Dublin	71	76	74	72	64
Rest of Leinster	71	73	74	70	57
Munster	74	70	60	70	60
Conn/Ulster	61	77	69	53	72

Other forms of transport available

	%	Used taxi past fortnight				
		Feb '21	May '21	Oct '21	Feb '22	Oct '22
		260	146	201	99	176
		%	%	%	%	%
Bus	34	41	36	38	41	42
Walk	19	35	27	30	25	24
My own car/friend's car as passenger	23	27	34	19	30	18
Train	10	7	7	9	5	12
Cycle	4	8	9	5	1	6
Tram/Luas	7	3	7	7	5	8
Other	1	5	1	1	0	0
No other	37	27	25	27	28	34

Currently most rarely use taxis to connect with other forms of transport. Incidence of connecting is higher in Connaught/Ulster (29%)

Base: All used Taxi Past 6 months N - 571

Total Taxi Past 6 months

Always	3
Sometimes	20
Seldom	42
Never	36

(N = 571)

Region

	Dublin (221%)	RoL (103%)	Munster (155%)	Conn/Uls (92%)
Always	3	3	3	3
Sometimes	18	16	21	26
Seldom	38	41	48	44
Never	42	40	28	28

Bus frequently / Train Frequency

	Total	Bus frequently			Train Frequency		
		Weekly+	Less often	Never	Weekly+	Less often	Never
Base	571 %	144 %	340 %	87 %	51 %	414 %	106 %
Always	3	5	3	-	11	2	-
Sometimes	20	28	18	12	39	19	11
Seldom	42	35	46	40	25	46	32
Never	36	33	34	48	24	32	56

Tram/Luas Frequency / Taxi Frequency

	Total	Tram/Luas Frequency			Taxi Frequency		
		Weekly+	Less often	Never	Weekly+	Less often	Never
Base	571 %	68 %	340 %	163 %	*47 %	475 %	*49 %
Always	3	6	3	0	10	2	-
Sometimes	20	25	20	15	35	20	3
Seldom	42	32	46	38	35	43	40
Never	36	36	31	46	20	35	57

Most journeys on the last occasion had 2-3 passengers and were just over 10kms in distance

Base: All used taxi in past six months - 571

No. of passengers on last occasion

	Past 6 months	Past fortnight
Base:	571	176
	%	%
Less than 2	31	34
From 2-3	41	41
From 3-4	14	13
4 or more	14	12

Distance covered on last occasion

	Past 6 months	Past fortnight
Base:	571	176
	%	%
Less than 4km	18	22
From 4 to 5km	3	4
From 5 to 6km	10	14
From 6 to 10km	15	13
10km or more	39	35
Don't Know	15	13
Average kms:	11.24	10.70
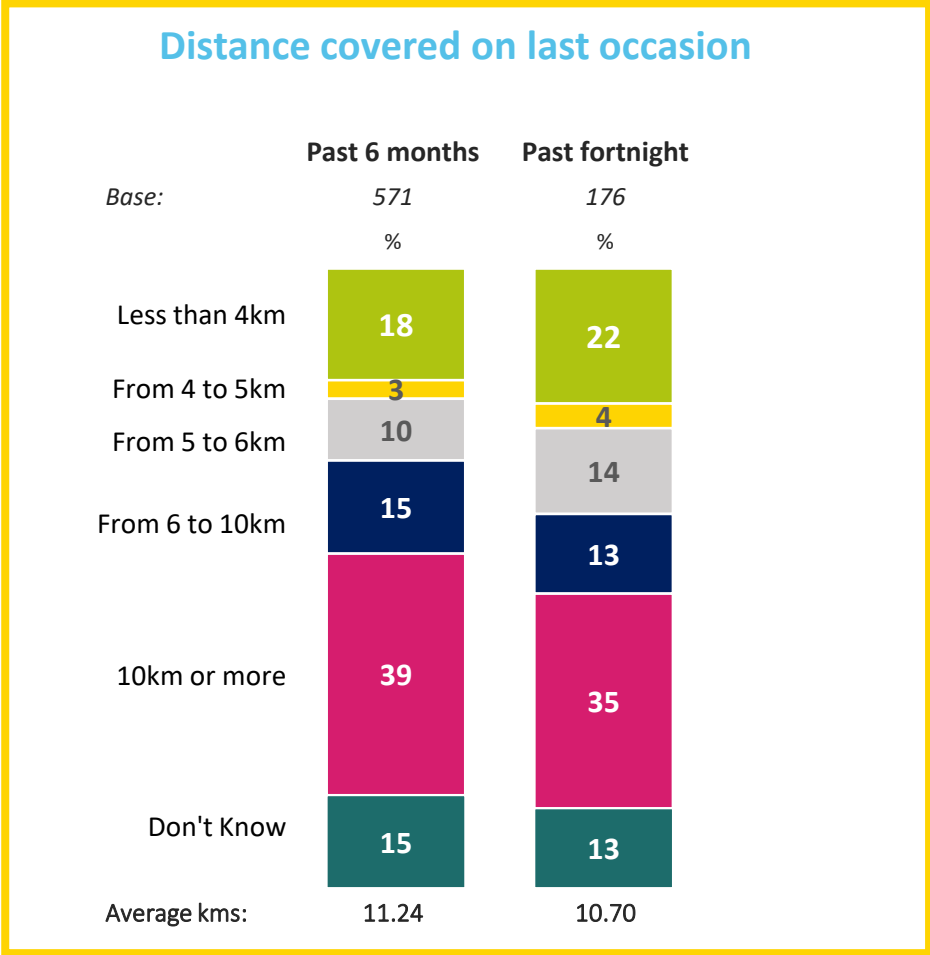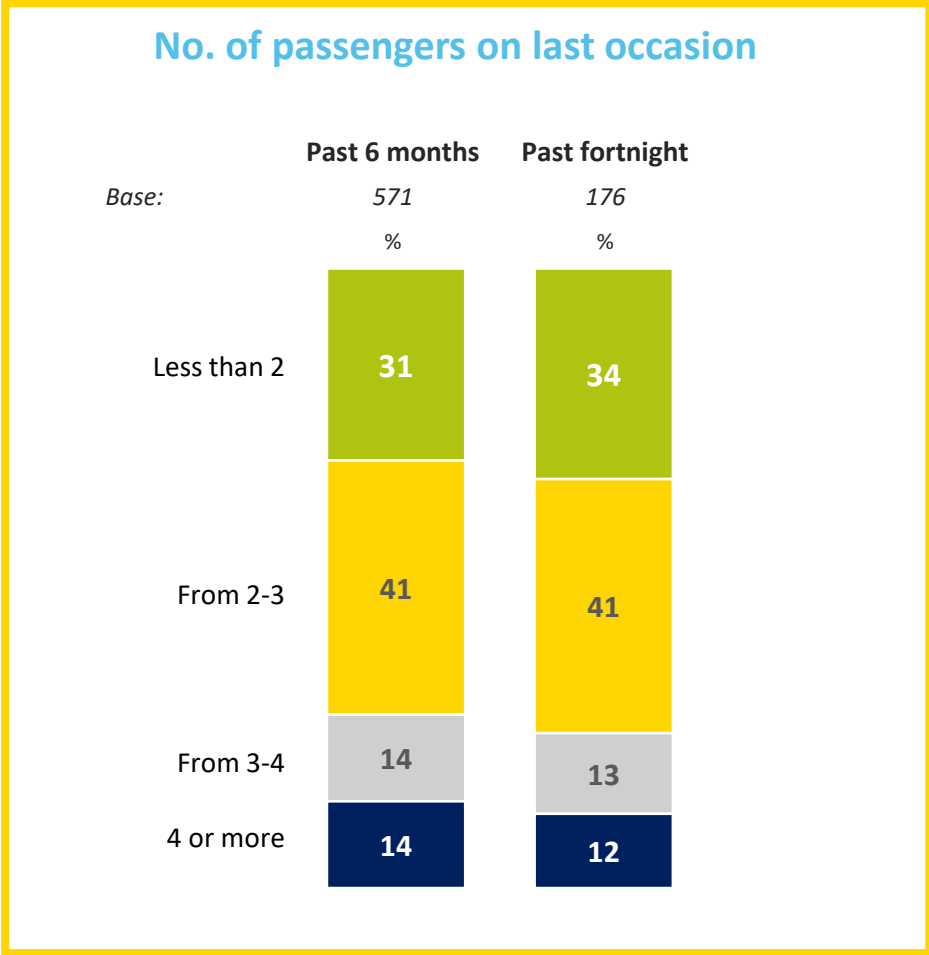
Most order a taxi by phone (31%) followed by app (27%). Incidence of ordering by phone is higher in Munster. While incidence of ordering via an app is highest in Dublin

Base: All used taxi past six months - 571

	Total	Region			
		Dublin	RoL	Munster	Conn/Uls
Base	*571*	*221*	*103*	*155*	*92*
	%	%	%	%	%
Ordered it by phone (spoke to someone)	31	**19**	34	**41**	40
Ordered it using an app	27	**41**	**17**	22	**19**
Picked up at a rank	18	**12**	20	20	25
Hailed it	16	20	17	14	**9**
Was a company taxi/ordered by the company	6	8	10	**2**	7
Other	1	1	3	1	1

Methods of ordering a taxi are consistent with February 2022.

Base: All used taxi in past fortnight – 176

Method used to get taxi

	Past Fortnight					
	Oct 2020	**Feb 2021**	**May 2021**	**Oct 2021**	**Feb 2022**	**Oct 2022**
Base:	*159*	*79*	*146*	*201*	*244*	*176*
	%	%	%	%	%	%
Ordered it using an app	39	38	28	38	32	31
Ordered it by phone (spoke to someone)	42	37	44	24	29	28
Picked up at a rank	12	14	15	20	18	19
Hailed it	5	5	10	16	18	19
Booked by my employer/company	-	5	1	2	1	4
Other	1	-	1	0	1	0

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

Base: All used taxi in past two weeks - 176

Day of week

	Most Recent Trip	Second Most Recent Trip	Third Most Recent Trip
Base :	176 %	96 %	*45 %
Monday	11	7	9
Tuesday	4	11	13
Wednesday	13	17	17
Thursday	12	13	11
Friday	25	25	10
Saturday	27	20	14
Sunday	9	7	26
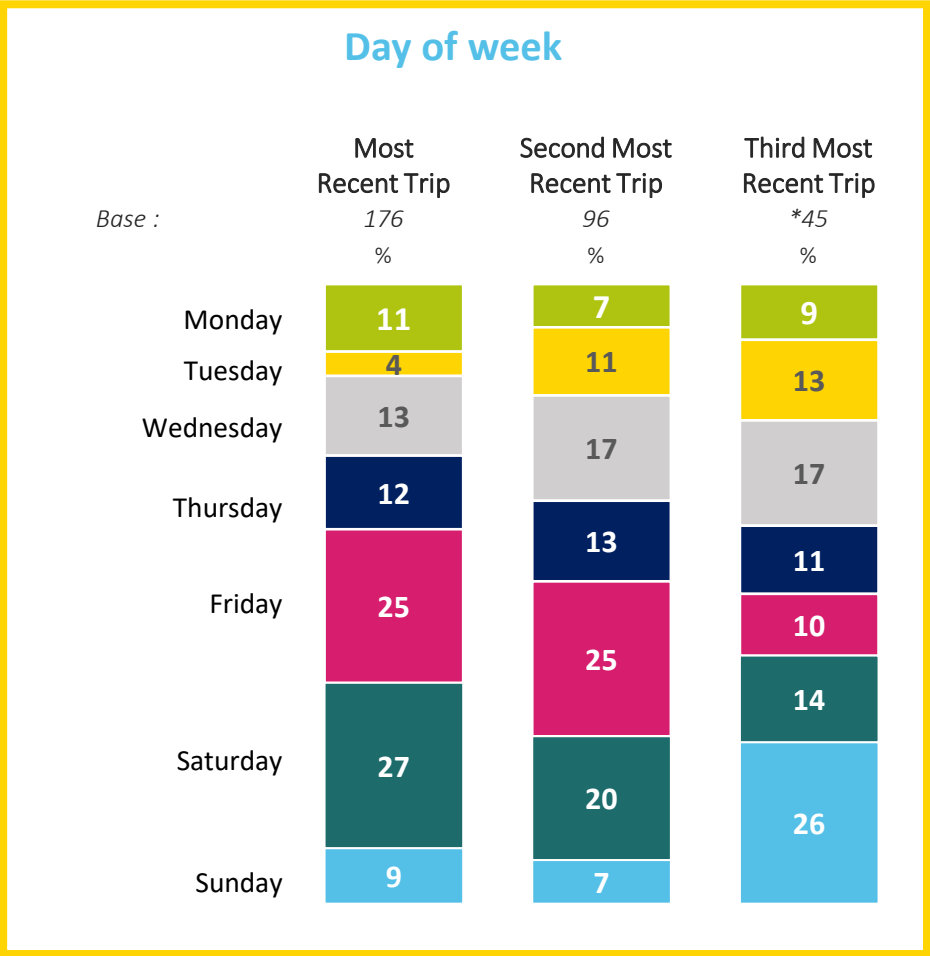
Time of day

	Most Recent Trip	Second Most Recent Trip	Third Most Recent Trip
Base :	176	96	*45
	%	%	%
06:00 – 06:59	5	6	7
07:00 – 07:59	5	5	14
08:00 – 08:59	3	2	3
09:00 – 09:59	7	7	3
10:00 – 10:59	2	9	8
11:00 – 11:59	7	1	7
12:00 – 12:59	6	5	6
13:00 – 13:59	7	5	6
14:00 – 14:59	4	9	7
15:00 – 15:59	3	8	3
16:00 – 16:59	2	5	1
17:00 – 17:59	5	2	4
18:00 – 18:59	3	6	6
19:00 – 19:59	2	6	3
20:00 – 20:59	3	2	-
21:00 – 21:59	3	2	2
22:00 – 22:59	5	2	-
23:00 – 23:59	5	6	11
00:00 – 00:59	7	5	5
01:00 – 01:59	6	3	-
02:00 – 02:59	7	2	2
03:00 – 03:59	1	1	3
04:00 – 04:59	1	1	-
05:00 – 05:59	2	1	-

24

*caution low base size

Recent taxi usage norms: phone and app usage remains most common way to book a taxi currently. Compared to Feb '22 slightly less ordered by phone with hailing increasing slightly. Saturday and Friday being most popular

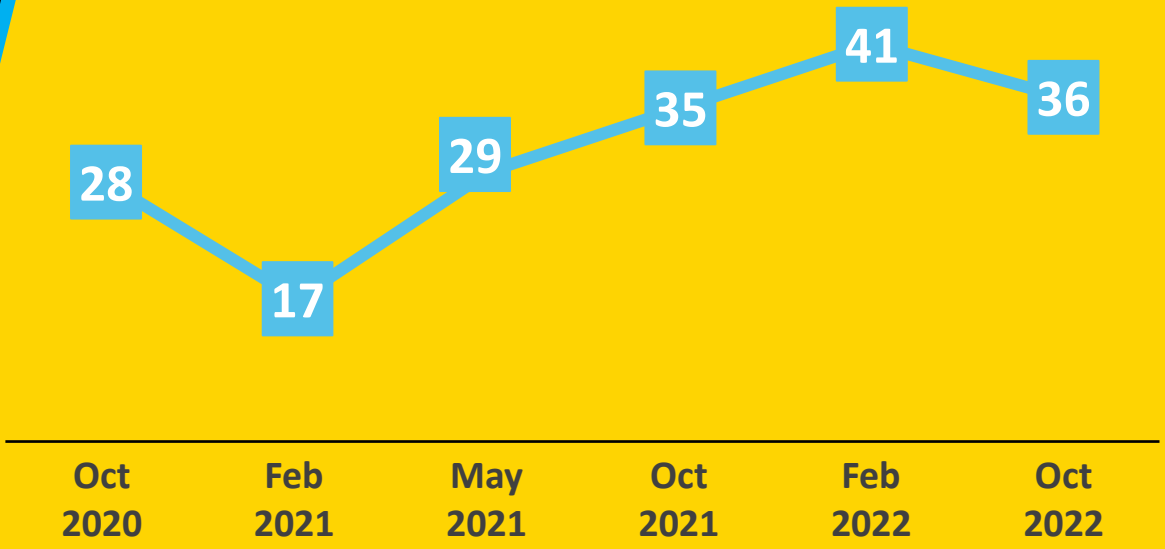Base: All used taxi in **past fortnight** – 176

Method used to get taxi

Method	%	Feb 2022 %
Ordered it using an app	31	30
Ordered it by phone (spoke to someone)	28	33
Picked up at a rank	19	18
Hailed it	19	15
Was a company taxi/ordered by the company	4	2
Other	0	1

Day of week

	Oct 2020 %	Feb 2021 %	Jun 2021 %	Oct 2021 %	Feb 2022 %	Oct 2022 %
Monday	10	17	15	12	11	11
Tuesday	9		9	13	4	4
Wednesday	11	13	12	12	12	13
Thursday	16	16	14	10	11	12
Friday	25	15	22	17	22	25
Saturday	20	22	25	29	33	27
Sunday	8	9	4	6	8	9
		8				

18%
(16% Feb '22) of taxis used **had wheelchair access**

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

() last wave

Use of taxis on the weekend decreases to levels seen in Oct '21 (-5%pts vs Feb '22)

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

Oct 2020	Feb 2021	May 2021	Oct 2021	Feb 2022	Oct 2022
28	17	29	35	41	36

Most taxis are saloon (82%). Demand during business hours has increased compared to Feb '22

Base: All used taxi in **past fortnight** – 176

Vehicle type

	Oct 2020 %	Feb 2021 %	Jun 2021 %	Oct 2021 %	Feb 2022 %	Oct 2022 %
Saloon 🚗	84	85	79	87	83	82
8 person taxi 🚐	12	14	16	9	13	15
Not sure	4	1	5	5	4	3

Wheelchair access

Yes **18**

No **82**

%

18%
(16% Feb '22) of taxis used **had wheelchair access**
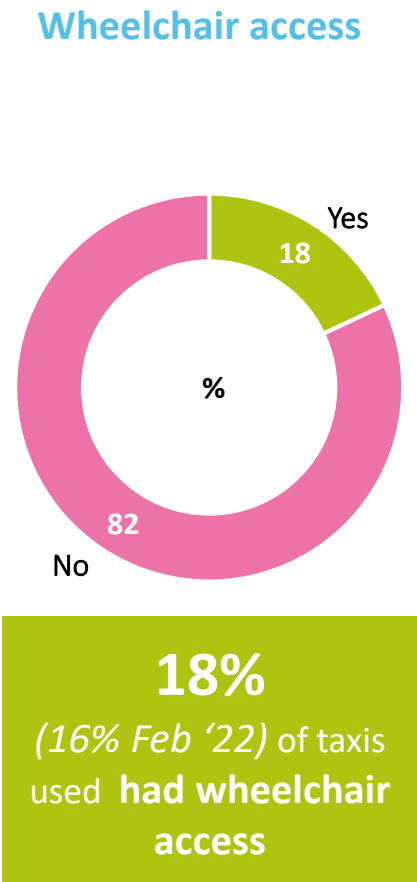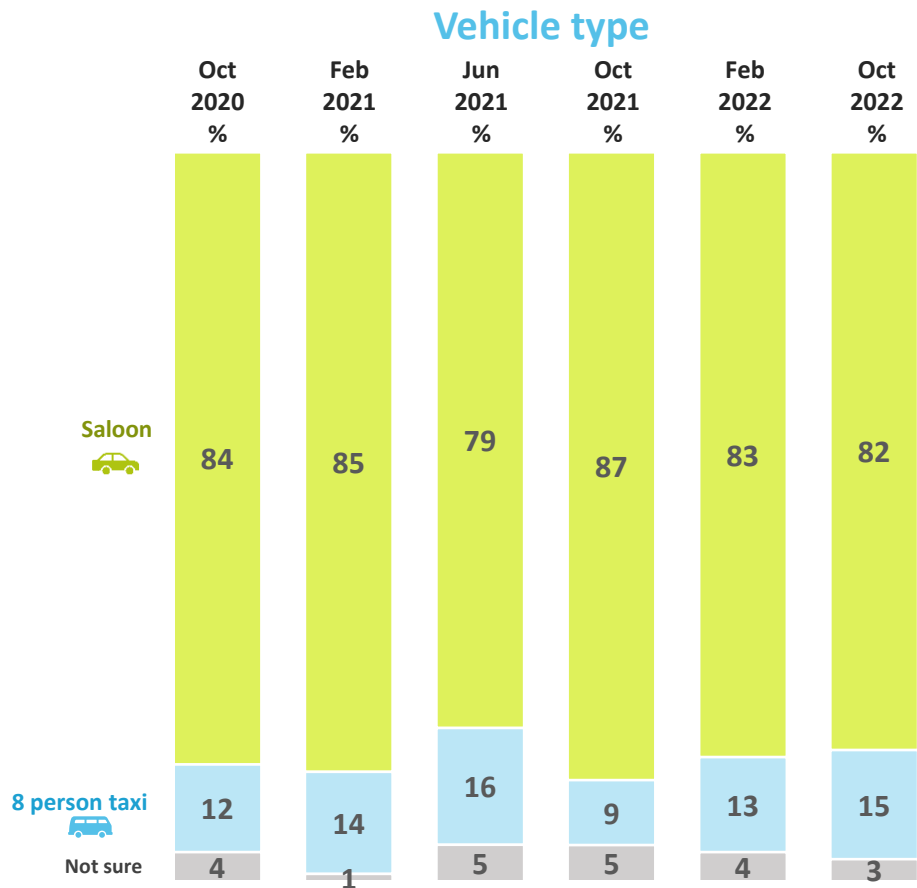
Time of day

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

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

() last wave

Share of estimated journeys in past 2 weeks and across day parts (all multi users counted)

Base: All used taxi in past two weeks – 176

Day of week used over past fortnight

	Feb 2022 Est no. of journeys	Oct 2022 Trip by day of week	Oct 2022 Est no. of journeys
	1.89m	**%**	**1.6m**
Monday	207k	11	180k
Tuesday	75k	4	60k
Wednesday	226k	13	201k
Thursday	207k	12	190k
Friday	415k	25	400k
Saturday	623k	27	430k
Sunday	151k	9	141k

Time of day taxi used over past fortnight

	Feb 2022 Est no. of journeys	Oct 2022 Trip by time of day	Oct 2022 Est no. of journeys
	1.89m	**%**	**1.6m**
06:00 – 07:59	75k	10	160k
08:00 – 09:59	56k	10	160k
10:00 – 11:59	94k	9	140k
12:00 – 13:59	132k	13	210k
14:00 – 15:59	151k	7	110k
16:00 – 17:59	94k	7	110k
18:00 – 19:59	151k	5	80k
20:00 – 21:59	283k	6	100k
22:00 – 23:59	359k	10	160k
00:00 – 03:59	396k	21	340k
04:00 – 05:59	56k	3	50k

Most who order by phone or app requested the taxi immediately (54%). Those in Connaught/Ulster are more likely to order for an agreed time

Base: All ordered taxi by phone/app - 335

	Total	Region			
		Dublin	RoL	Munster	Conn/Uls
Base	*335*	*129*	*52*	*97*	*57*
	%	%	%	%	%
Immediately	54	60	65	47	**37**
At an agreed time	46	40	35	53	**63**

73% find it easy to get a taxi. Finding it "very easy" is decreasing over time

Ease of getting a taxi?

Taxi Usage

	TOTAL	Past fortnight	Past month	Past 6 months
Base:	830 %	176 %	162 %	233 %
Very easy	35	45	29	35
Fairly easy	38	36	50	37
A little difficult	15	15	14	17
Quite difficult	6	3	5	8
Very difficult	5	1	1	2
Booking not accepted/cancelled	2			1
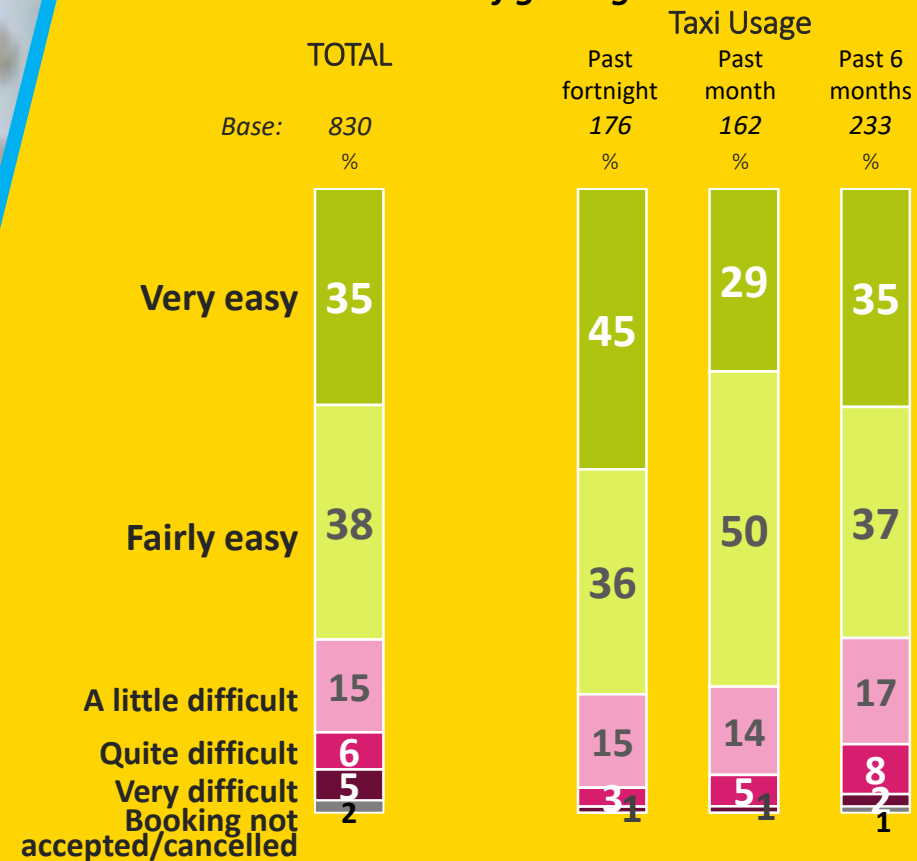
	TOTAL	Past fortnight	Past month	Past 6 months
Feb '21 Very easy	46	58	44	46
May '21 Very easy	47	62	51	42
Oct '21 Very easy	47	47	48	33
Feb '22 Very easy	37	52	43	45
Oct '22 Very easy	**35**	**45**	**29**	**35**

Booking not accepted and *booking accepted and cancelled by the operator* answer options added in Oct '22

NTA | Taxi Users Wave 6 | Nov 2022

The majority (73%) indicate it was very/fairly easy to get their last taxi. This was higher among 50-64 year olds and those living in Dublin and slightly lower among under 35 year olds and those living in Connaught/Ulster
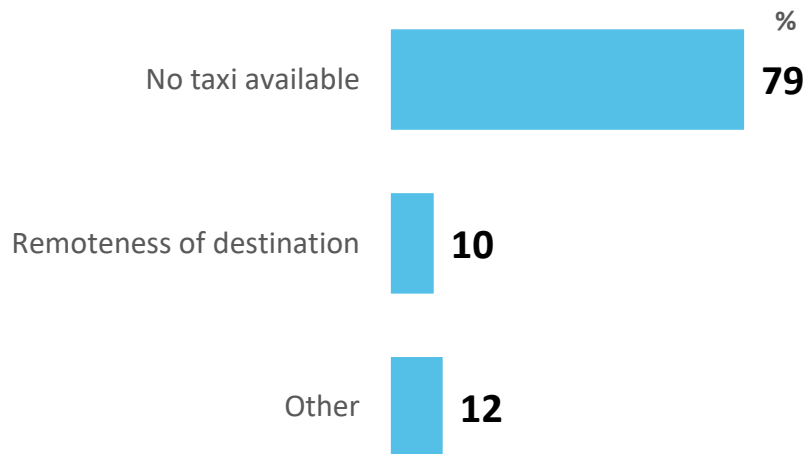
Base: All ever use taxis - 830

	Total	Gender		Age					Region			
		Male	Female	18-24	25-34	35-49	50-64	65+	Dublin	Rest of Leinster	Munster	Conn/ Uls
Base:	830 %	396 %	434 %	66 %	176 %	287 %	182 %	119 %	279 %	172 %	223 %	156 %
Very easy *lots of taxis (under 5 mins)*	35	34	35	23	31	37	39	41	35	34	39	30
Fairly easy *enough taxis (6-15 mins)*	38	39	38	46	38	35	39	35	43	37	35	37
A little difficult: *had to wait some time (16-30 mins)*	15	15	15	20	16	13	12	15	14	11	16	19
Quite difficult: *had to wait some time (31 mins or longer)*	6	6	6	9	6	6	4	4	5	9	5	5
Very difficult: *Rural or traffic (over an hour)*	5	4	5	1	6	6	5	3	2	7	5	7
Booking was not accepted by the operator					0	1				1		1
Booking was accepted but then cancelled by the operator	1											

Oct '22												
NET (Easy)	73	73	73	69	69	72	78	76	78	71	74	67
NET (Difficult)	11	10	11	10	12	12	9	7	7	16	10	12

Of the 28% who found it at least a little difficult to get a taxi, almost half had this happen in the past 6 months

Panel 1

2% had their last booking cancelled or accepted and then cancelled by the operator
(All used a taxi in the last six months n=830)
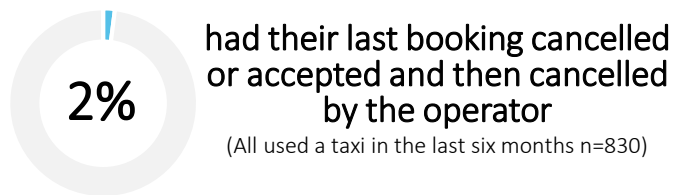
Reason for taxi refusal
Base: All refused taxi – 15*

	%
No taxi available	**79**
Remoteness of destination	**10**
Other	**12**

Panel 2

28%
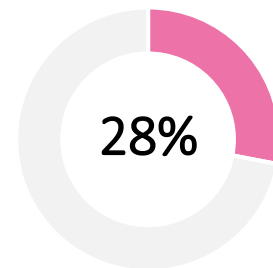
Found it a little difficult, quite difficult, very difficult, had their last booking cancelled or accepted and then cancelled by the operator
(All used a taxi in the last six months n=830)

No. of times difficult to get/refused taxi

All who found it at least a little difficult to get a taxi

Base: 218

%

Once a week	6
Once a month	11
Once in the last 3 months	13
Once in the last 6 months	19
Once in the last year	39
Zero	9
Other	3

49% in the last 6 month
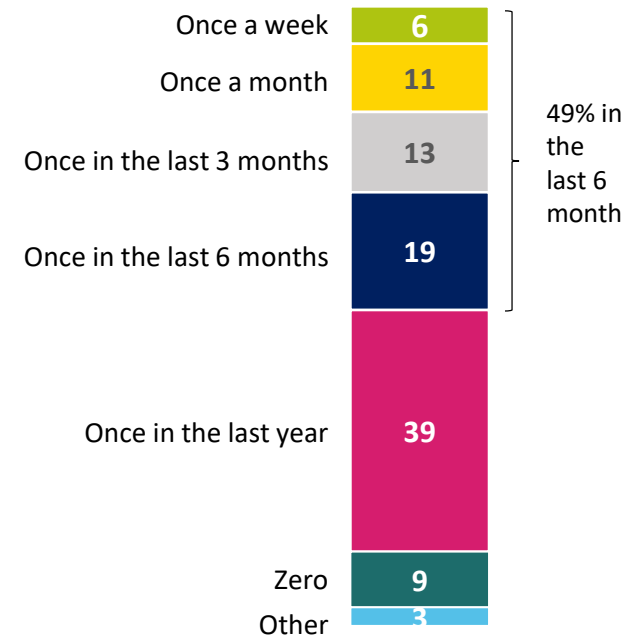
*Caution: Extremely low base size

3. Usage and preference of electric vehicle taxis

2 in 5 would recognise an electric taxi and 1 in 5 has ever knowingly taken one

Don't know
22

41 Yes

%

38

No
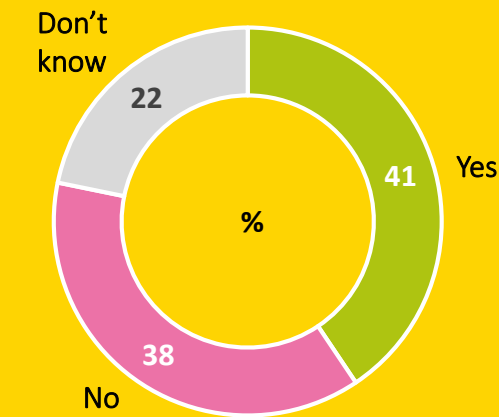
41%
would be able to recognise an electric taxi as opposed to a petrol or diesel taxi

Don't know
21

Yes

21

%

58

No
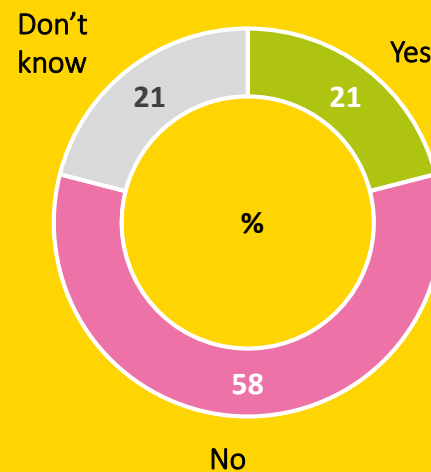
21%
have ever taken a journey in a fully electric taxi

Base: All used taxi past six months – 830

Women and over 65 year olds are less likely to recognise and have taken a journey in an electric taxi

Base: All taxi users - 830

Able to recognise an electric taxi

	Total	Gender		Age					Region			
		Male	Female	18-24	25-34	35-49	50-64	65+	Dublin	Rest of Leinster	Munster	Conn/ Uls
Base:	830	396	434	66	176	287	182	119	279	172	223	156
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	41	49	33	52	50	41	34	27	43	36	44	37
No	38	34	41	31	32	35	42	49	41	40	28	42
Don't know	22	17	26	17	17	24	24	24	16	23	27	21

Ever taken a journey in a fully electric taxi

	Total	Gender		Age					Region			
		Male	Female	18-24	25-34	35-49	50-64	65+	Dublin	Rest of Leinster	Munster	Conn/ Uls
Base:	830	396	434	66	176	287	182	119	279	172	223	156
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	21	25	16	32	27	19	15	12	26	12	25	16
No	58	58	58	48	48	59	64	69	49	60	57	73
Don't know	21	17	26	20	26	21	21	19	25	28	18	12

Just over 1 in 4 would choose electric and 43% would select an "eco-friendly" preference on their app
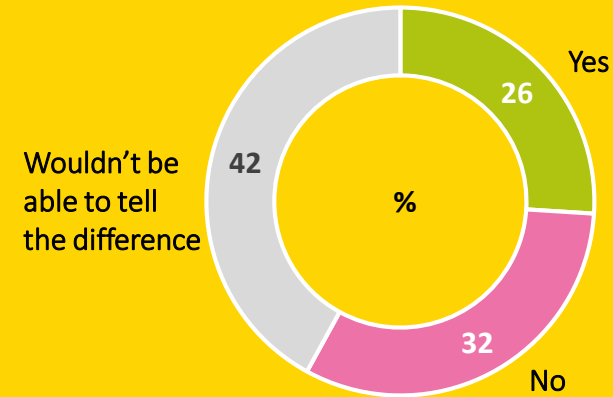
Wouldn't be able to tell the difference — 42

Yes — 26

No — 32

%

26% would choose an electric vehicle before a petrol or diesel vehicle

Don't use a booking app — 33

Yes — 43

No — 24

%
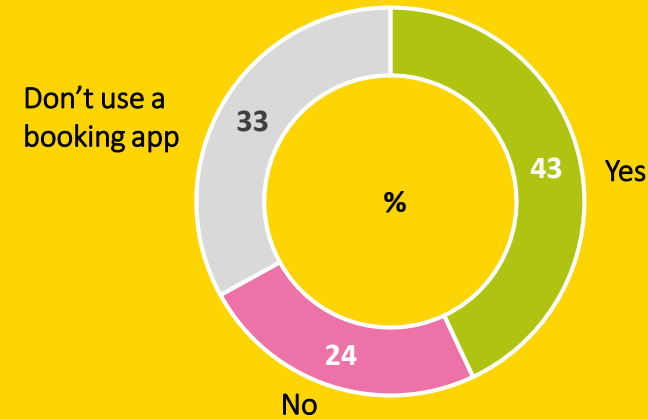
43% would select an 'eco friendly' taxi as their preferred option when booking (if available)

18-24 year olds are more likely to select an electric vehicle over other options and have an "eco-friendly" preference on booking apps

Base: All taxi users - 830

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:	*830*	*396*	*434*	*66*	*176*	*287*	*182*	*119*	*279*	*172*	*223*	*156*
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	26	**33**	**20**	**45**	31	23	**16**	22	27	23	30	23
No	32	37	26	28	36	31	35	27	33	36	29	26
I wouldn't be able to tell the difference	42	**30**	**54**	**28**	**33**	46	49	51	40	40	41	**52**

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:	*830*	*396*	*434*	*66*	*176*	*287*	*182*	*119*	*279*	*172*	*223*	*156*
	%	%	%	%	%	%	%	%	%	%	%	%
Yes	43	45	40	**64**	**55**	39	**30**	**31**	49	41	40	37
No	24	29	20	28	30	26	23	**14**	30	21	24	19
I don't use a booking app	33	**26**	**39**	**8**	**15**	35	**47**	**55**	**21**	38	36	**43**

4. Taxi fares
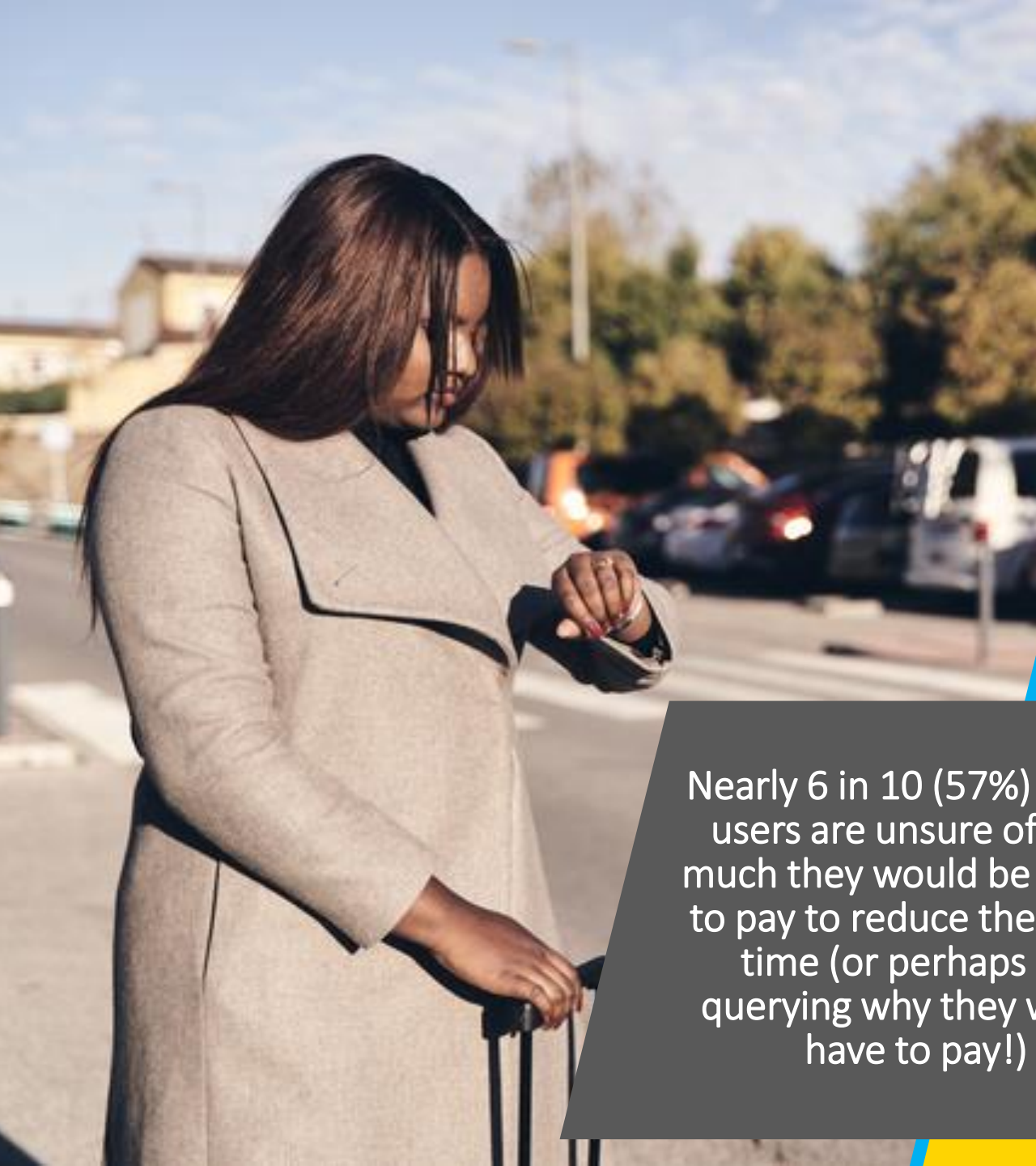
Percentage of extra fare users would be willing to pay to reduce wait time

%

0	8
From 1-2%	2
From 2-5%	2
From 5-10%	10
From 10-15%	15
15% or more	7
Don't know	57
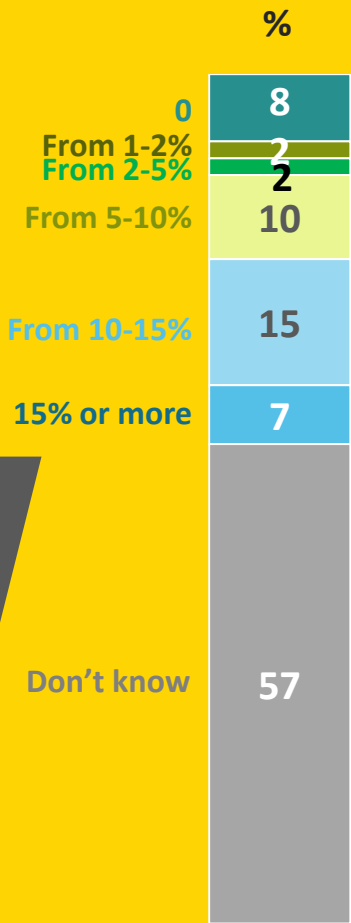
Taxi users (43% of them) would be willing to pay an average of **11.75% extra** in order to reduce wait time to less than 15 minutes

Nearly 6 in 10 (57%) of taxi users are unsure of how much they would be willing to pay to reduce their wait time (or perhaps are querying why they would have to pay!)

Base: All ever used a taxi - 830

Most (76%) are not aware that the meter fare is the maximum charge. Of the 13% who have been offered a discount, rounding down and removal of the call-out fee are most common

Base: All taxi users - 830

Awareness that taxi fares on the meter are a maximum

Oct 2022
%

Yes — 24

No — 76

Discounts Offered

Oct 2022
%

Yes – Always — 1
Yes – Occasionally — 12

No – Never — 73

Have not taken any taxi trips — 14

Type of discount offered
Base: All received discount on fare – 112

%

Rounding down — 43

Discount/Removal on the call-out fee (the €2) — 33

Discount on other extras (e.g. for additional passengers) — 21

Other — 11

■ Oct-22

A taxi is most recognised by the roof sign

Base: All taxi users - 830

	Total	Gender		Age					Region			
		Male	Female	18-24	25-34	35-49	50-64	65+	Dublin	Rest of Leinster	Munster	Conn/ Uls
Base:	*830*	*396*	*434*	*66*	*176*	*287*	*182*	*119*	*279*	*172*	*223*	*156*
	%	%	%	%	%	%	%	%	%	%	%	%
Roof sign on top of vehicle	76	77	76	67	74	81	77	79	**83**	71	77	69
Driver ID on display inside the vehicle	70	72	69	64	**78**	68	71	72	72	67	74	66
Taxi branding on driver/passenger door	68	69	66	73	69	63	72	64	73	60	71	63
There is a taximeter inside the vehicle	46	48	43	**31**	52	42	52	55	**54**	39	46	39
Other	1	1	1	-	1	0	-	3	-	1	0	2
Don't know/Not sure	4	3	6	3	3	5	5	5	2	8	4	3

1 in 4 taxi users have heard of the TFI Driver Check App, of those 27% have used it
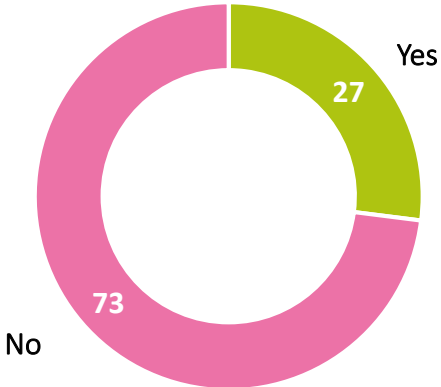
Heard of the "Driver Check app"

Base: All taxi users - 830

Yes
25

%

No
75
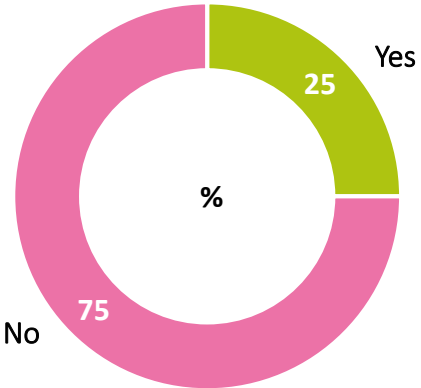
25%
Have heard of the "Driver Check App"

Used the "Driver Check app"

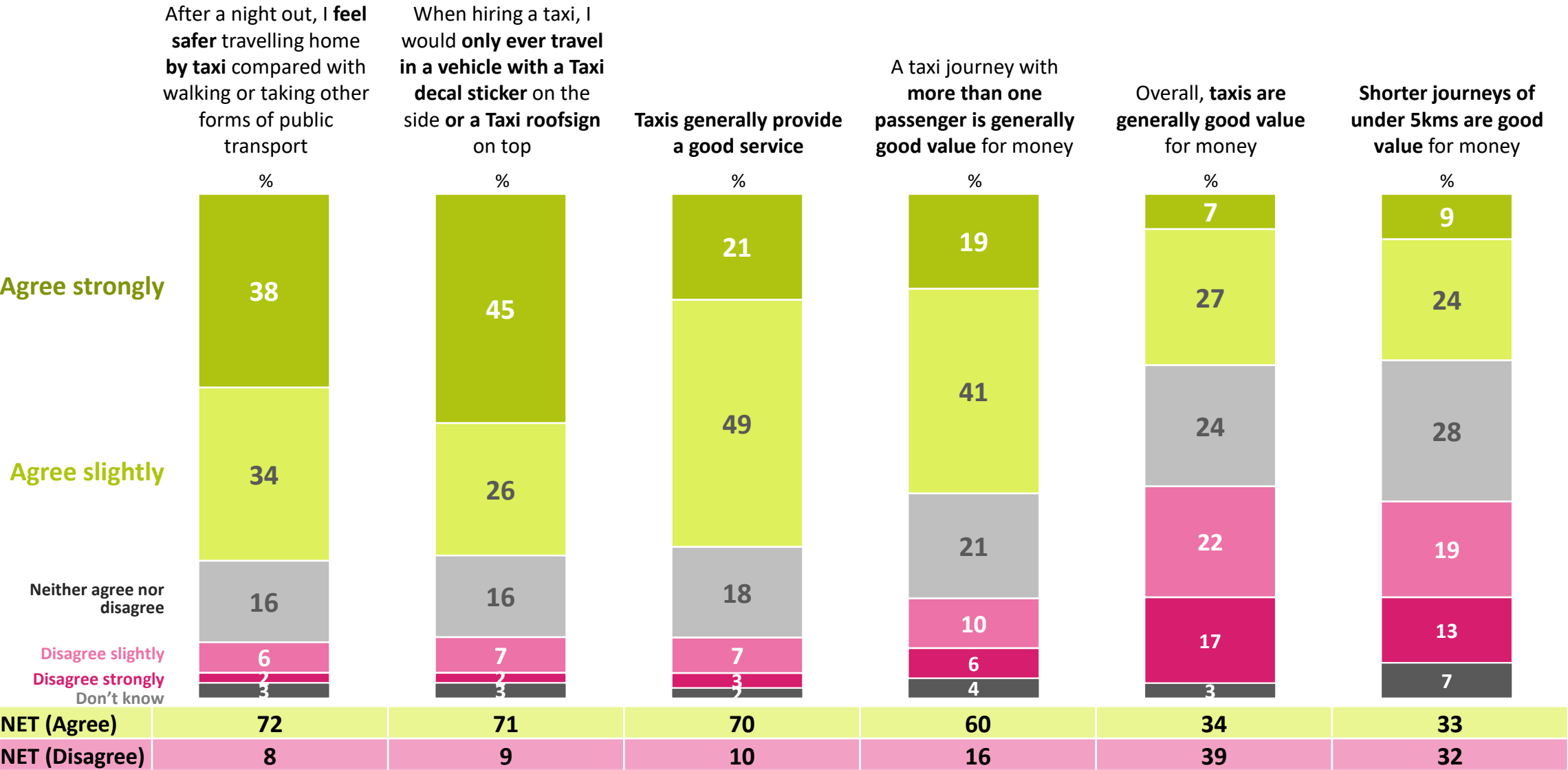*Base: All heard of driver check app - 197*

Yes
27

No
73

27%
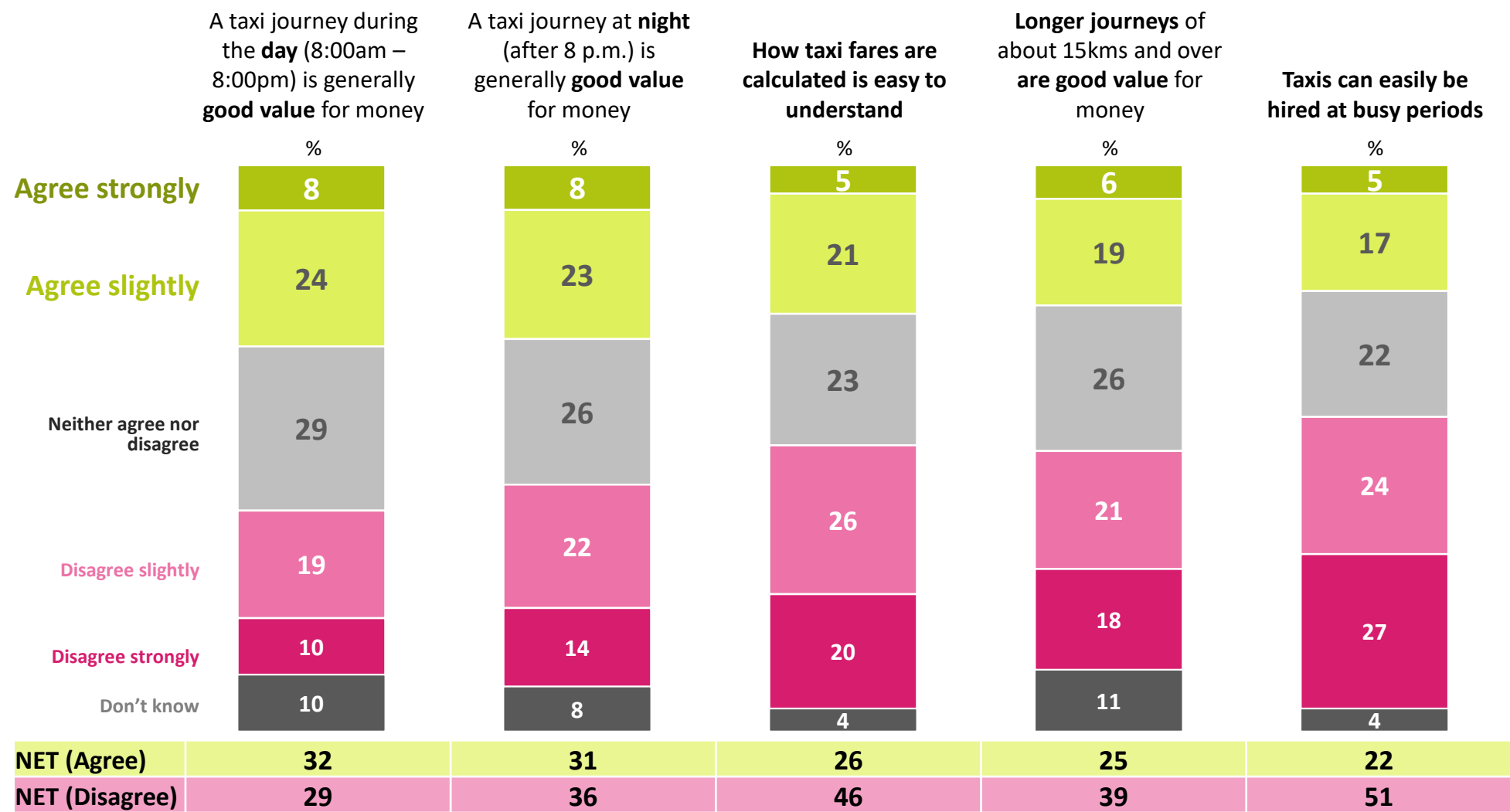Of those who have heard of the Driver Check App have used it

7 in 10 believe taxis generally provide good service. The majority indicate they would only travel in a taxi with the decal sticker and roof sign (71%).

Base: All taxi users - 830

	After a night out, I **feel safer** travelling home **by taxi** compared with walking or taking other forms of public transport %	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 %	**Taxis generally provide a good service** %	A taxi journey with **more than one passenger is generally good value** for money %	Overall, **taxis are generally good value** for money %	**Shorter journeys of under 5kms are good value** for money %
Agree strongly	38	45	21	19	7	9
Agree slightly	34	26	49	41	27	24
Neither agree nor disagree	16	16	18	21	24	28
Disagree slightly	6	7	7	10	22	19
Disagree strongly	2	2	3	6	17	13
Don't know	3	3	2	4	3	7
NET (Agree)	**72**	**71**	**70**	**60**	**34**	**33**
NET (Disagree)	**8**	**9**	**10**	**16**	**39**	**32**

Just over half disagree that taxis can easily be hired at busy periods (51%). 46% disagree that how taxi fares are calculated is easy to understand

Base: All taxi users - 830

	A taxi journey during the **day** (8:00am – 8:00pm) is generally **good value** for money %	A taxi journey at **night** (after 8 p.m.) is generally **good value** for money %	**How taxi fares are calculated is easy to understand** %	**Longer journeys** of about 15kms and over **are good value** for money %	**Taxis can easily be hired at busy periods** %
Agree strongly	8	8	5	6	5
Agree slightly	24	23	21	19	17
Neither agree nor disagree	29	26	23	26	22
Disagree slightly	19	22	26	21	24
Disagree strongly	10	14	20	18	27
Don't know	10	8	4	11	4
NET (Agree)	32	31	26	25	22
NET (Disagree)	29	36	46	39	51

Q.24 Please tell me how much you personally agree or disagree with each of the following statements? -

Women are more likely to agree they feel safer traveling home by taxi after a night out. Those living in Dublin are more likely to only travel in taxis with the decal sticker or roofsign

Base: All taxi users - 830

NET Agree	Total	Gender		Age					Region			
		Male	Female	18-24	25-34	35-49	50-64	65+	Dublin	Rest of Leinster	Munster	Conn/ Uls
Base:	*830*	*396*	*434*	*66*	*176*	*287*	*182*	*119*	*279*	*172*	*223*	*156*
	%	%	%	%	%	%	%	%	%	%	%	%
After a night out, I feel safer travelling home by taxi compared with walking or taking other forms of public transport	72	67	**77**	68	73	69	73	79	66	71	77	77
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	68	74	70	75	67	71	75	**78**	67	70	66
Taxis generally provide a good service	70	65	75	65	69	66	75	77	67	65	73	76
A taxi journey with more than one passenger is generally good value for money	60	58	62	60	55	55	63	69	55	54	66	65
Overall, taxis are generally good value for money	34	36	31	38	**26**	28	35	**46**	33	32	35	35
Shorter journeys of under 5kms are good value for money	33	31	35	35	31	27	37	38	32	29	33	40
A taxi journey during the day (8:00am – 8:00pm) is generally good value for money	32	36	28	**47**	28	**25**	29	37	30	26	35	37
A taxi journey at night (after 8 p.m.) is generally good value for money	31	**38**	**24**	34	27	28	30	34	28	28	33	35
How taxi fares are calculated is easy to understand	26	30	22	34	23	27	25	21	24	26	29	25
Longer journeys of about 15kms and over are good value for money	25	30	**20**	34	25	22	26	20	25	20	26	28
Taxis can easily be hired at busy periods	23	23	22	29	25	20	21	19	22	**15**	29	24

• *Q.24 Please tell me how much you personally agree or disagree with each of the following statements? -*

5. Key findings

Key Findings - Wave 6 (2022)

Taxi usage

- When asked specifically about actual usage, we see a decreased overall usage of taxis this wave to 73% (-8%pts vs Feb '22). Usage of other methods of public transport remain in line with last wave.
- The most cited reason for last taxi trip was for socialising/recreational or drinking alcohol.
- Despite decreased use overall, the number of taxis taken in the last fortnight has increase to 2.4 in line with Oct '21.
- Usage is still below pre-COVID usage levels.

Key usage trends

- 70% of taxi users agree that taxis generally provide good service.
- Speed and convenience are the key reasons to use a taxi. Speed overtaking convenience as the top ranked reason in this wave.
- Currently most consumers don't use a taxi to connect to other forms of transport.
- Ordering a taxi by phone is most common (31%) followed by App (28%) among those who have used a taxi in the past fortnight.
- Most recent trip is most likely to have been on the weekend. Increased usage of taxis in the morning and at lunch time compared to Feb '22.
- 54% order a taxi to arrive immediately – this is lower among those who live in Connaught/Ulster (37%).
- Most last occasion journeys are most likely to have had 2-3 passengers and are just over 10kms.
- 73% found it easy to get a taxi, 35% finding it very easy. Incidence of finding it very easy among those who used a taxi in the last 6 months has decreased.

Electric vehicles

- Among those who have used a taxi in the last 6 months, 41% would be able to recognise an electric taxi and 21% have knowingly taken a journey in an electric taxi.
- 26% would choose an electric vehicle before a petrol or diesel vehicle.
- 43% would select "eco-friendly" as their preferred option when booking through an app. This is higher among under 35 year olds.

Taxi fares

- 57% don't know how much they would be willing to pay to reduce their wait time for a taxi. Of those that give an answer (2 in 5) the average was 11.75% extra.
- Only 24% were aware that the taxi fare on the meter is the maximum fare.
- 13% have ever got a discount. Most discounts are in the form of rounding down or removal of the call out fee.
- A taxi is recognised by the roof sign (76%), driver ID on display (70%) and taxi branding on the passenger door (68%).
- 1 in 4 are aware of the TFI Driver Check App and of these, 27% have used the App.

Areas of focus

- Although overall ease of getting a taxi remains high overall at 73%, top box "very easy" has decrease -12%pts from the same time period last year.
- 22% NET agree a taxi is easy to get at busy periods with 51% NET disagreeing.
- Only 27% of those aware of the TFI Driver Check App have used it. And awareness is low.
- Only 41% of consumers would be able to recognise an electric vehicle and 26% would choose this option over a petrol/diesel option. Potentially more public education and more obvious labelling/app selection of electric options needed.

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.