

Taxi user research 2023

National survey

May 2023

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

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



Contents



Introduction



Taxi usage in context of public transport usage in general



How has consumer demand changed?



Focus on hackneys and limousines



Wheelchair accessible taxi usage experience



Usage and preference of electric vehicle taxis



Taxi fares & user awareness



Payment methods



Key Findings



Introduction

Introduction

This report details the findings of a representative survey of taxi users in Ireland (**May 2023**).

This survey sets out to understand current and expected taxi usage, with a focus on electric and wheelchair accessible taxis (WAT). Results in relation to hackney and limousine usage are also provided. The information will be used to inform future plans for the industry.



Profile of respondents

Base: All adults - 1,070



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.
- Taxi experience for WAT users.
- Usage and experience with hackneys and limousines.
- Understanding of fares and electronic payments.
- SPSV user awareness.



Methodology:

A representative survey of taxi users in Ireland



Sample Size:

1,070 adults
920 current taxi users
1,070 taxi users past 12 months
830 used a taxi in the past 6 months
275 used a taxi in past fortnight

A booster of n=50 adults who require a WAT or who have travelled with someone who does was included.



Quota Controls:

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

Weights:

Population weights have been applied on the sample (booster included) to ensure representivity and to allow us estimate numbers of taxi users as well as percentages.



Fieldwork Dates:

2023: 10th to 23rd May 2023.

Context:

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

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



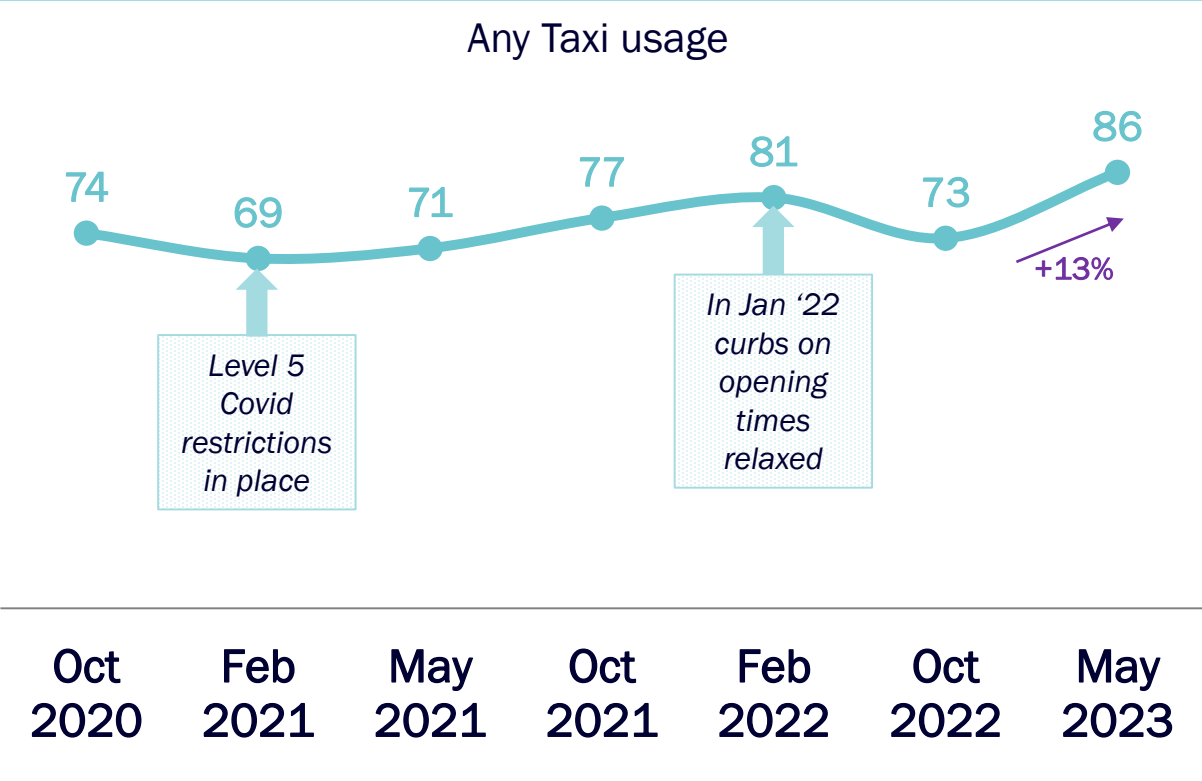
B&A Acumen Panel:

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



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

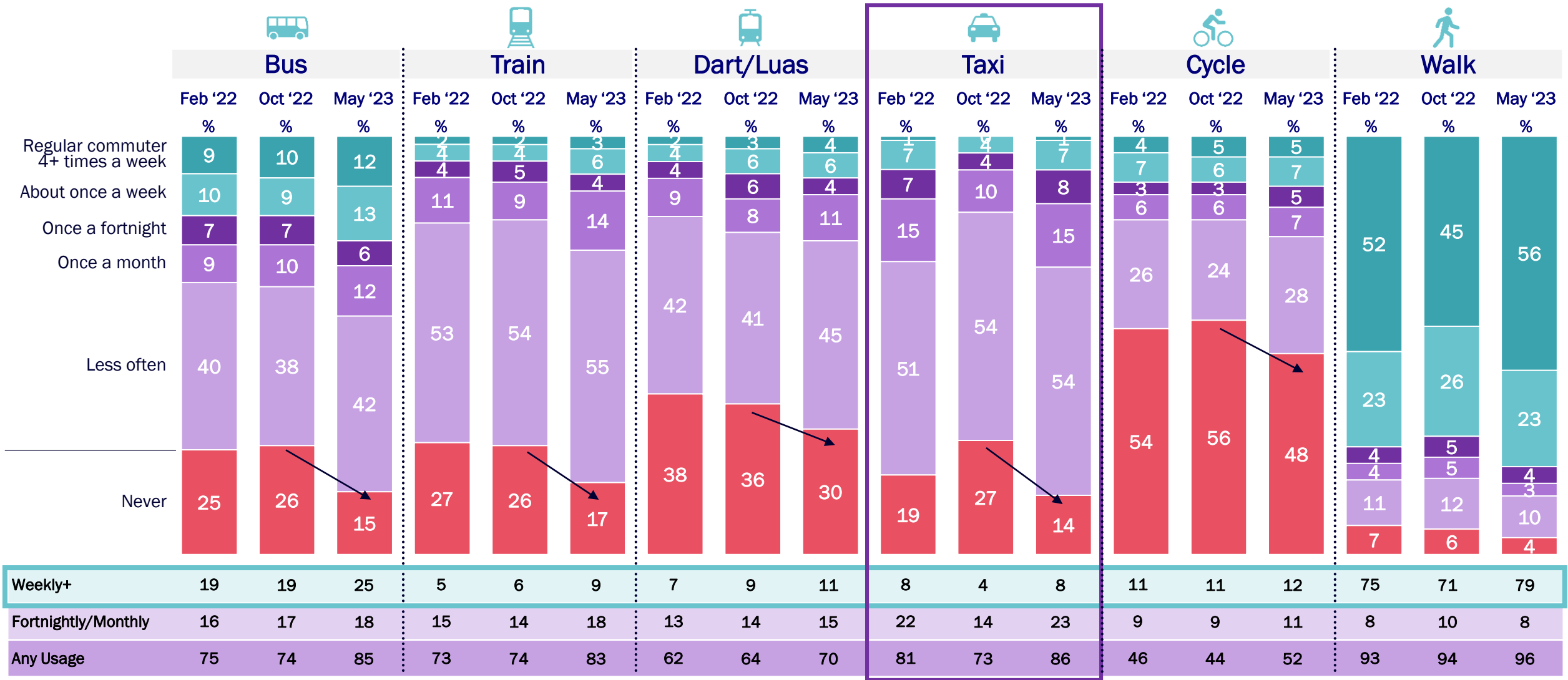
Any taxi usage at 86%, is now the highest rate recorded since October 2020



Increase of +13% in taxi usage between Oct '22 and May '23.

Any usage has increased across all public transport modes. Taxi usage in particular has increased after a dip in October '22, weekly usage is now 8% in line with Feb '22 results.

Base: All adults - 1,070

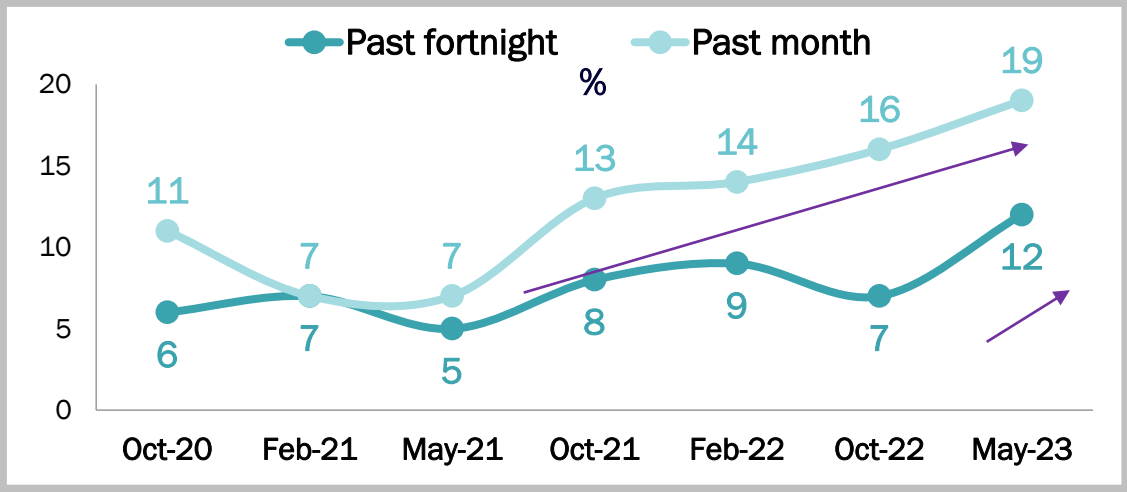
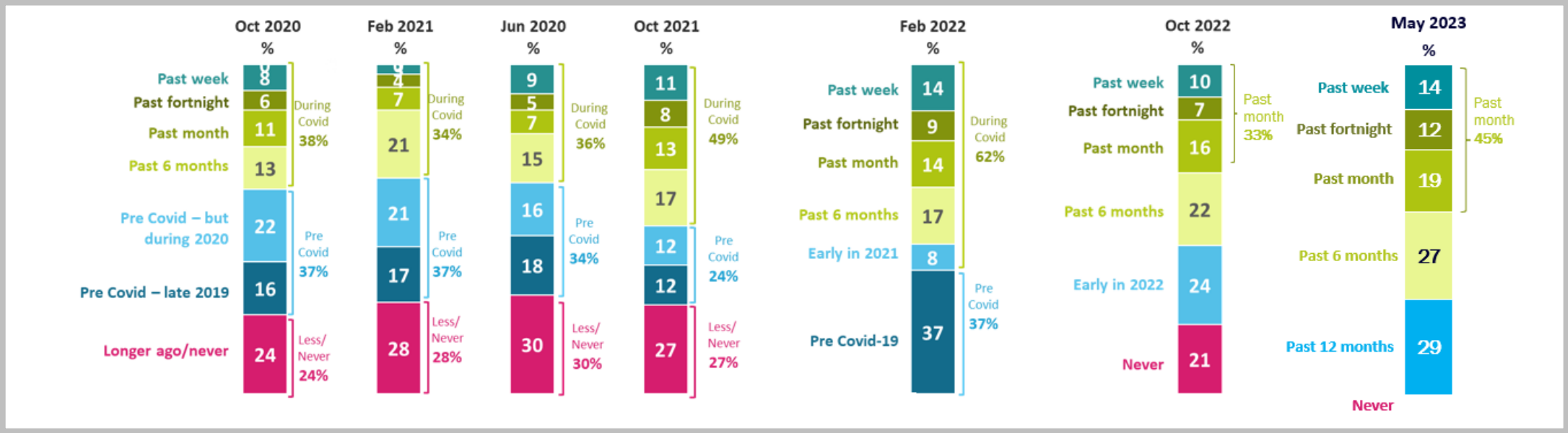




2. How has consumer demand changed?

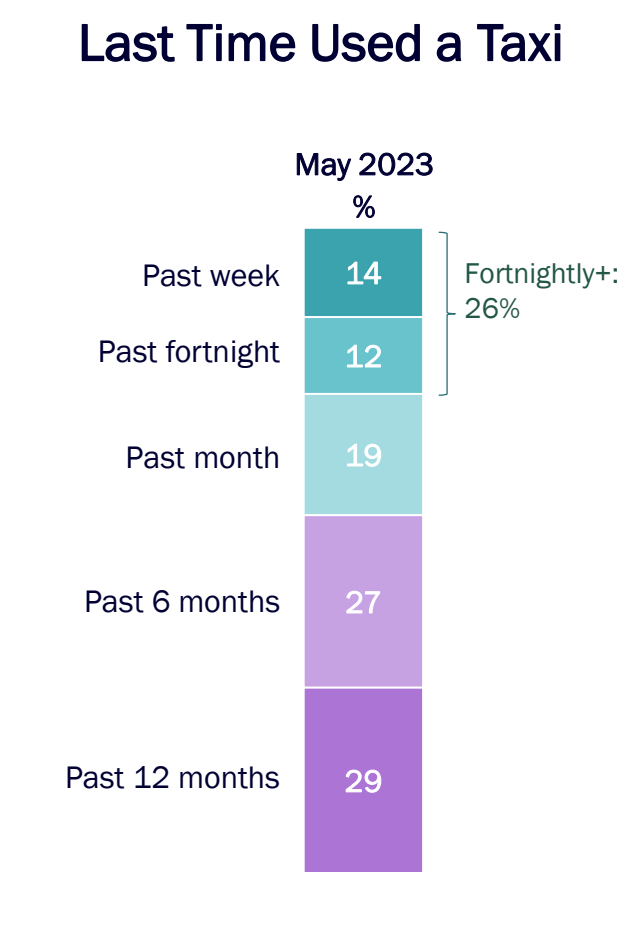
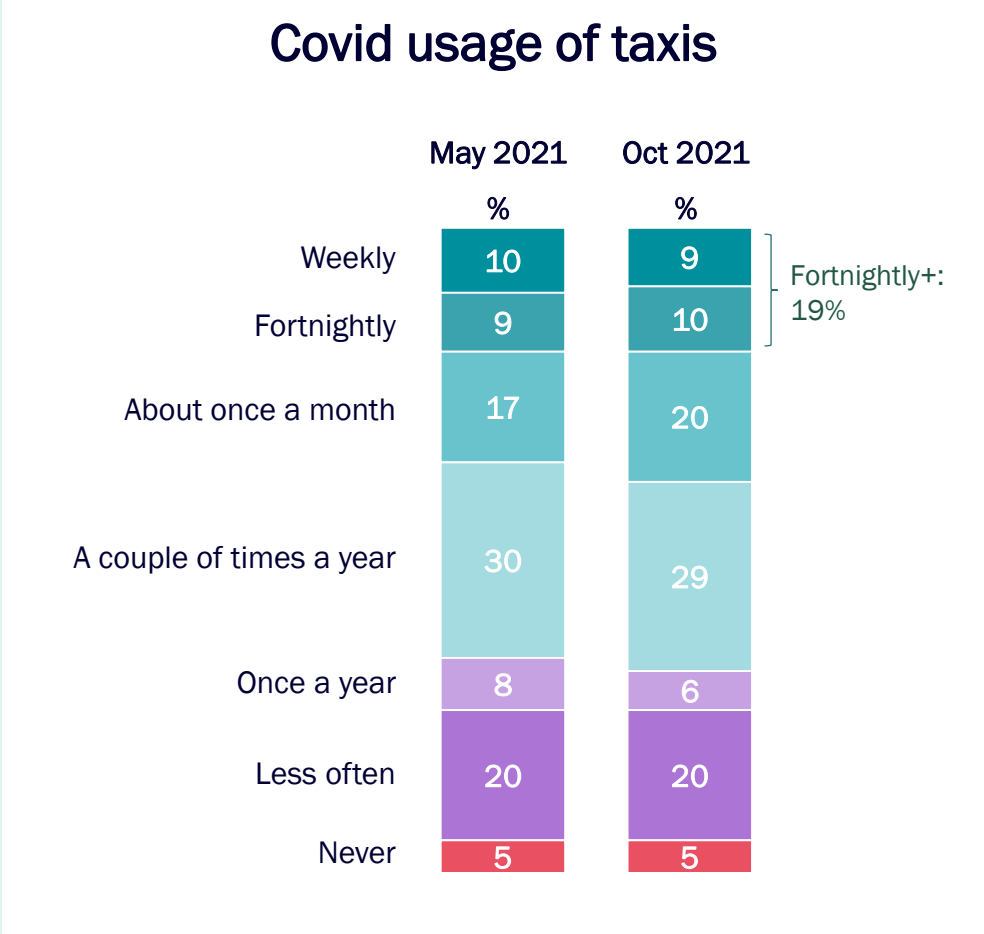
Reported usage has grown significantly since October '22. Past week, past fortnight and past month usage all increased.

Base: All used taxi past 12 months - 1,070



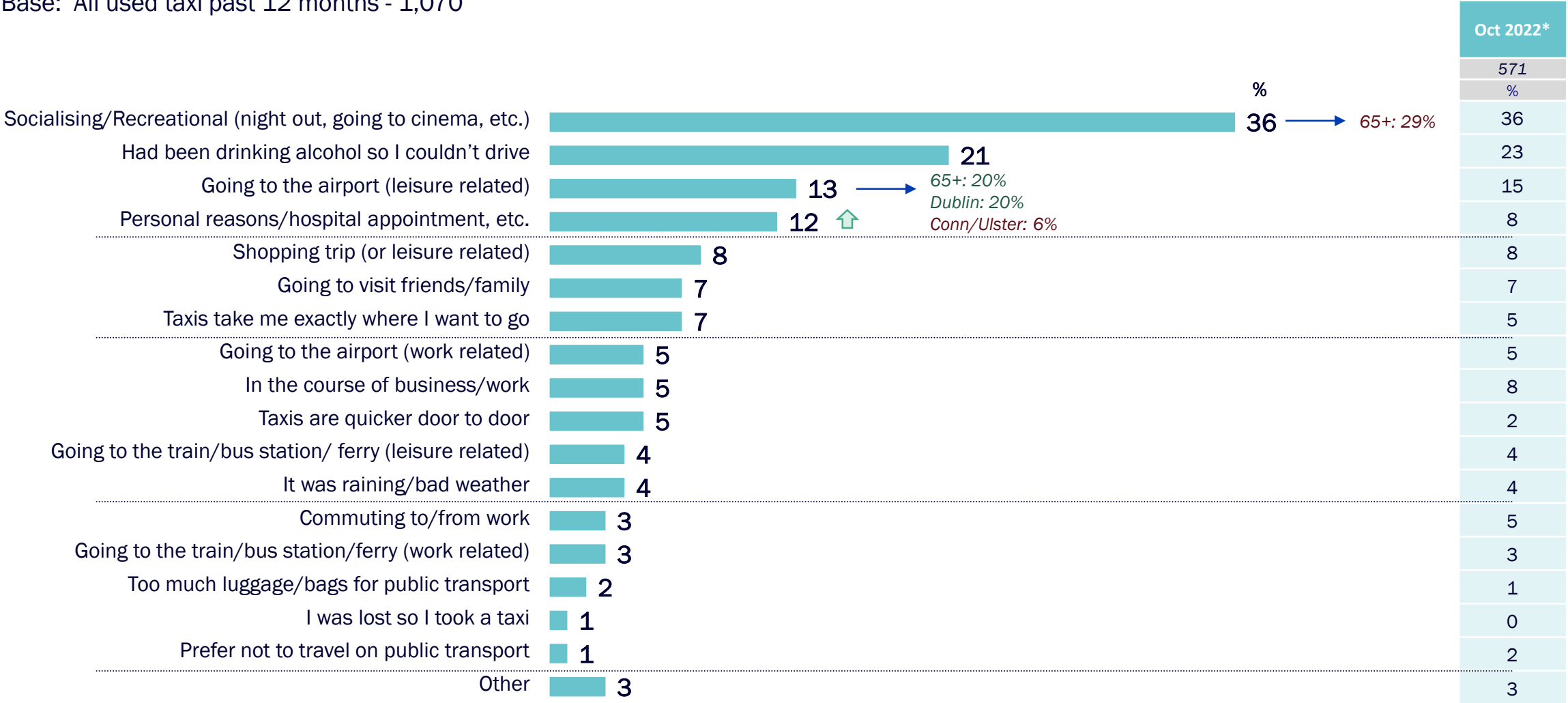
Reported any fortnightly usage is up 7% vs. Covid times at 26%.

Base: All used taxi past 12 months - 1,070



Key reasons for using a taxi on last occasion were social/recreation and drinking alcohol. Slight increase in taxis being used for personal reasons/hospitals appointments to 12% (+4%pts).

Base: All used taxi past 12 months - 1,070



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

Base: All used taxi past 12 months - 1,070

	Total	Age					Region			
		18-24	25-34	35-49	50-64	65+	Dublin	RoL	Munster	Conn/ UIs
Base:	1070	106	167	327	257	213	301	253	297	219
	%	%	%	%	%	%	%	%	%	%
Socialising/Recreational (night out, going to cinema, etc.)	36	31	37	40	42	29	34	36	35	43
Had been drinking alcohol so I couldn't drive	21	21	24	22	23	18	19	23	20	25
Going to the airport (leisure related)	13	11	10	13	10	20	20	11	12	6
Personal reasons/hospital appointment, etc.	12	6	10	12	15	15	13	13	12	9
Shopping trip (or leisure related)	8	12	6	7	9	9	6	11	8	11
Going to visit friends/family	7	13	8	7	5	6	9	5	7	9
Taxis take me exactly where I want to go	7	7	7	6	7	10	6	7	9	7
In the course of business/work	5	6	7	6	4	3	6	6	5	4
Going to the airport (work related)	5	7	10	6	3	3	6	4	7	3
Taxis are quicker door to door	5	6	4	6	4	6	6	5	3	7

Weekly+ users of taxis are more likely to use taxis for shopping trips and going to visit friends/family.

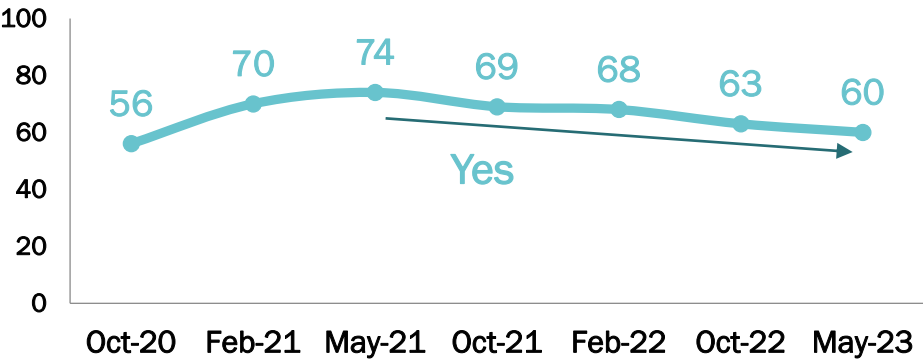
Base: All used taxi past 12 months - 1,070

	Total	Bus frequency			Train Frequency			Tram/Luas Frequency			Taxi Frequency		
		Weekly+	Less often	Never	Weekly+	Less often	Never	Weekly+	Less often	Never	Weekly+	Less often	Never
Base:	1070	261	456	161	93	600	189	108	481	326	82	584	150
	%	%	%	%	%	%	%	%	%	%	%	%	%
Socialising/Recreational (night out, going to cinema, etc.)	36	29	39	39	23	41	35	25	43	35	34	37	25
Had been drinking alcohol so I couldn't drive	21	17	24	24	22	22	20	18	21	24	21	21	18
Going to the airport (leisure related)	13	13	13	15	11	13	16	9	13	15	4	15	20
Personal reasons/hospital appointment, etc.	12	11	11	13	8	12	16	10	11	14	16	11	13
Shopping trip (or leisure related)	8	11	7	6	10	8	6	9	10	8	17	7	6
Going to visit friends/family	7	12	6	2	16	6	6	12	6	7	17	5	7
Taxis take me exactly where I want to go	7	11	5	8	7	6	7	6	6	7	13	6	7
In the course of business/work	5	9	5	3	14	4	1	12	5	2	15	4	1
Going to the airport (work related)	5	8	4	4	9	4	4	7	5	2	10	4	4
Taxis are quicker door to door	5	10	3	4	10	4	3	7	5	3	12	4	4

60% had other forms of transport available to them when making the decision to take a taxi on their last journey, a decrease of -14%pts vs May '21.

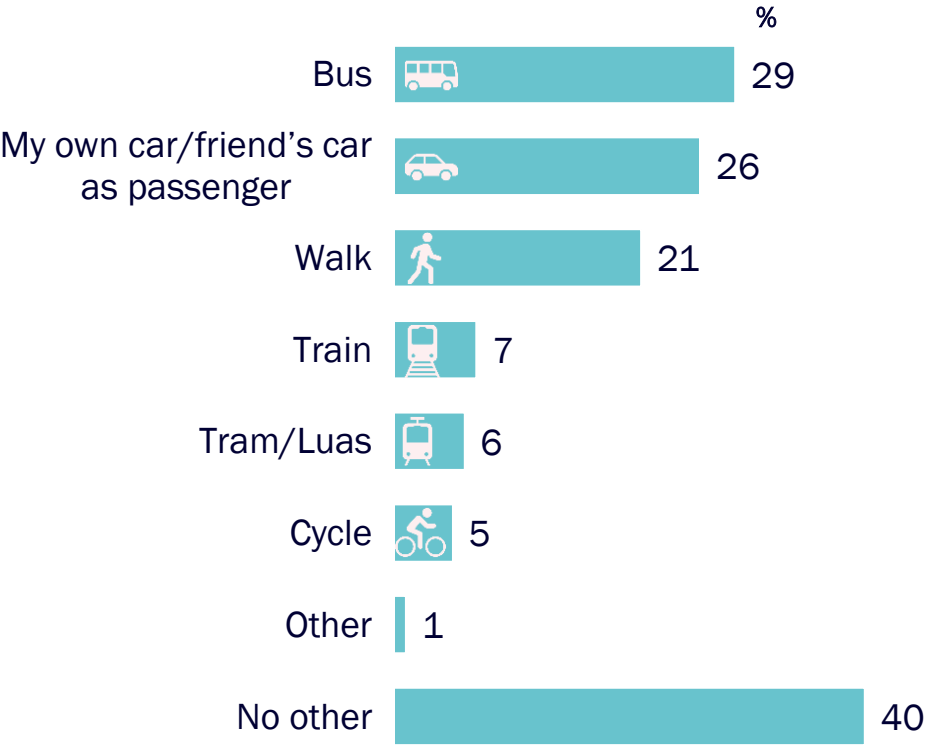
Base: All used taxi past 12 months - 1,070

Availability levels of other transport



	Region					
	Feb '21	May '21	Oct '21	Feb '22	Oct '22	May '23
	%	%	%	%	%	%
Dublin	71	76	74	72	64	66
Rest of Leinster	71	73	74	70	57	58
Munster	74	70	60	70	60	58
Conn/Ulster	61	77	69	53	72	57

Other forms of transport available



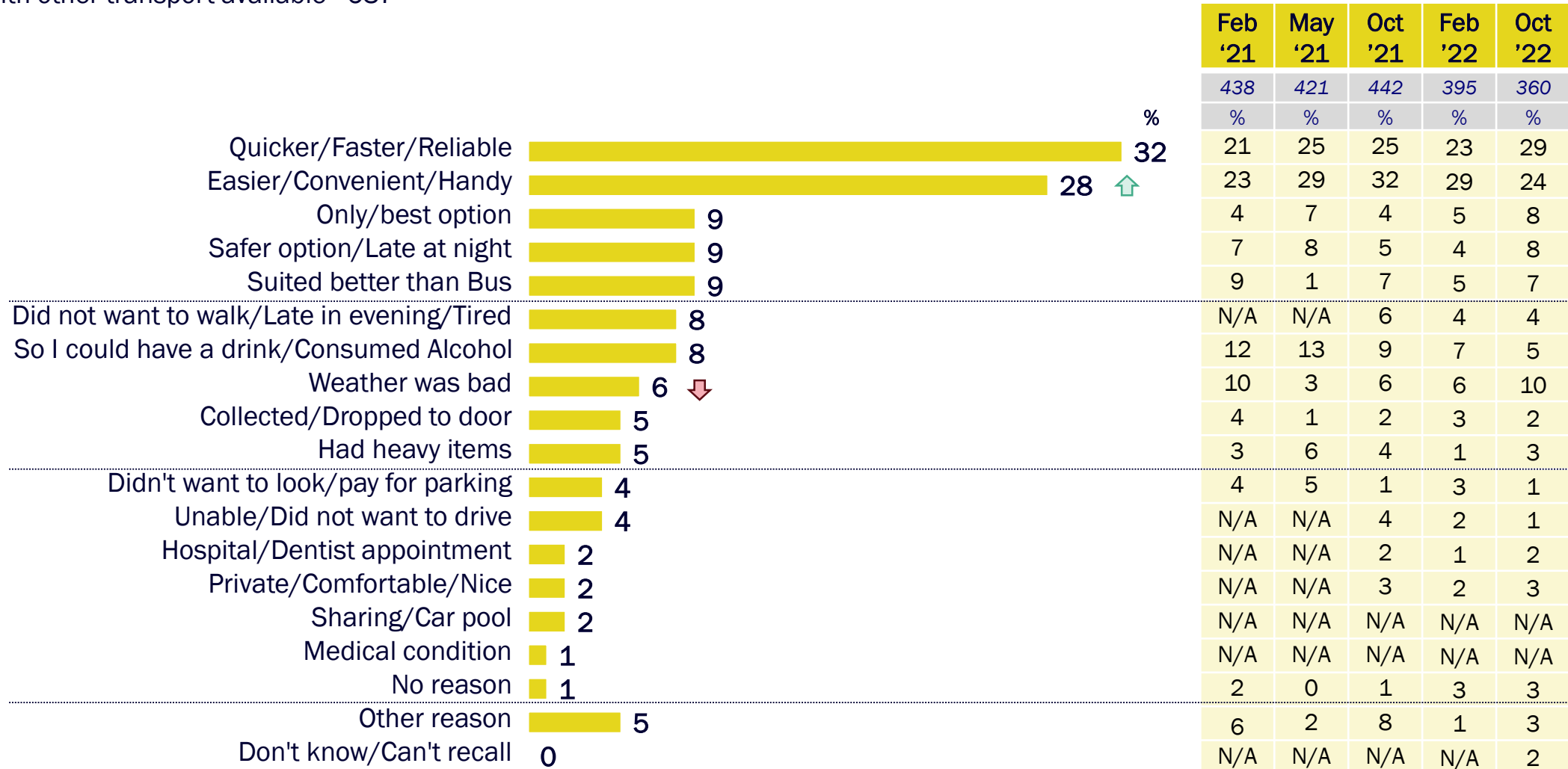
Used taxi past fortnight					
Feb '21	May '21	Oct '21	Feb '22	Oct '22	May '23
260	146	201	99	176	275
%	%	%	%	%	%
41	36	38	41	42	33
27	34	19	30	18	26
35	27	30	25	24	27
7	7	9	5	12	7
3	7	7	5	8	7
8	9	5	1	6	8
5	1	1	0	0	0
27	25	27	28	34	33

*Question previously asked only of those who had used a Taxi Past 6 months. In wave 7 the question was asked of all who used a taxi in the past 12 months

NTA | Taxi user research | May 2023

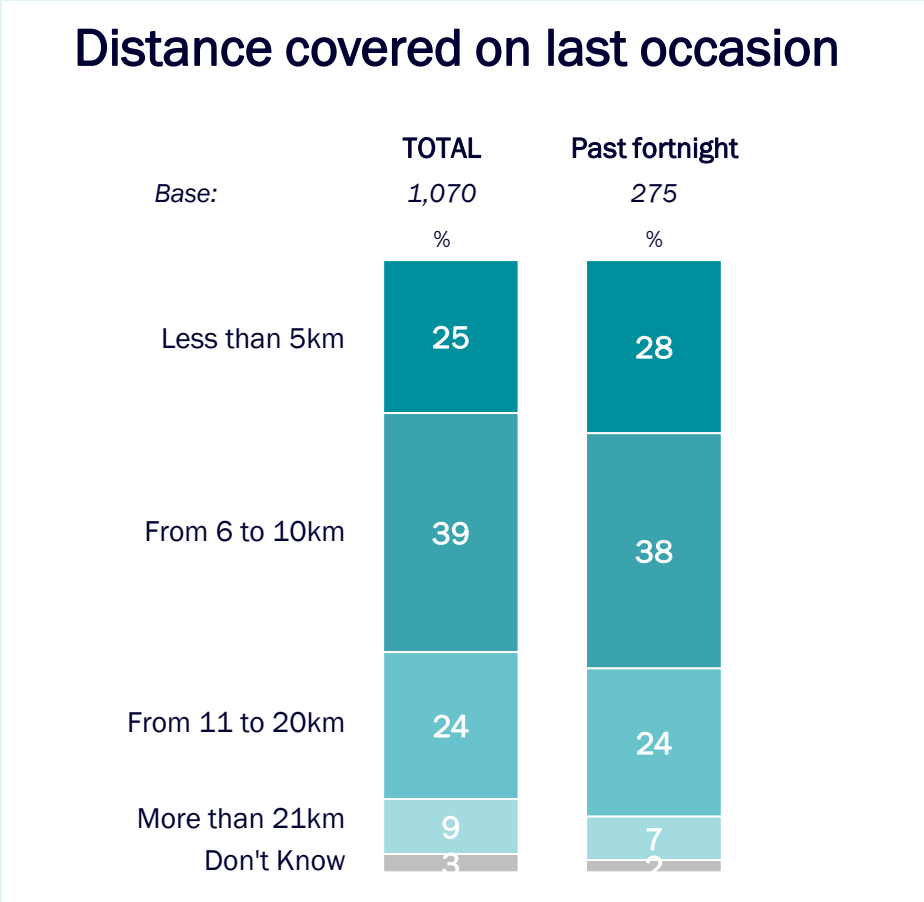
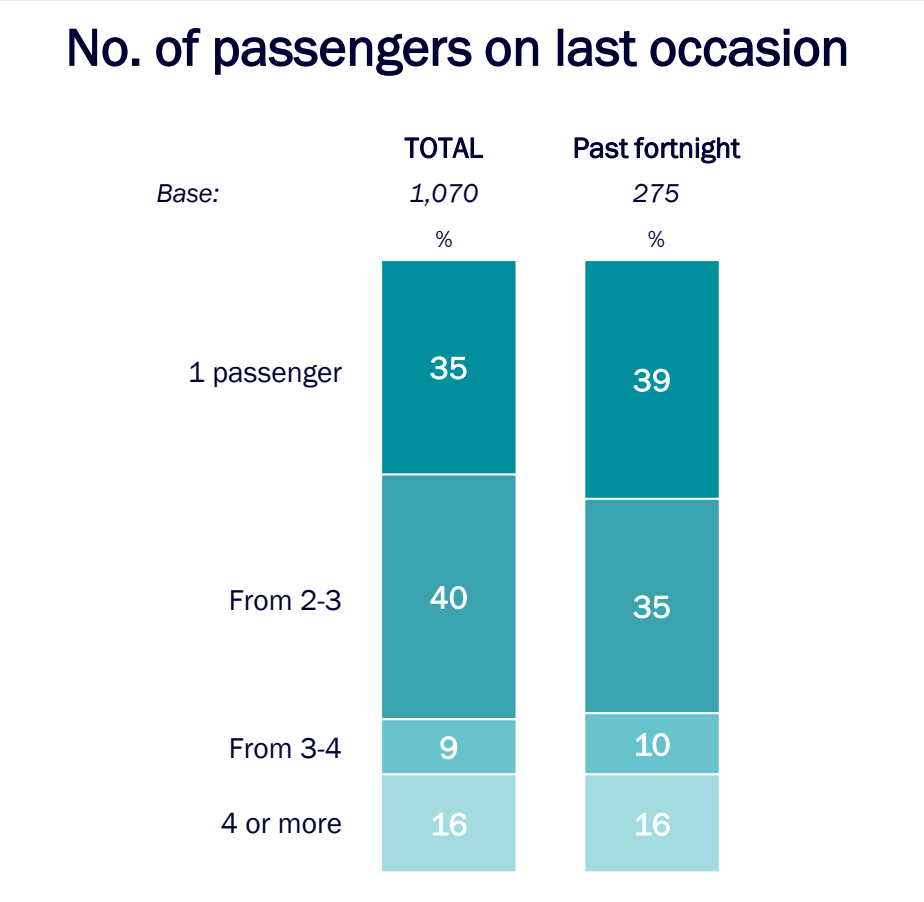
The two main reasons for selecting a taxi over alternative travel options continue to be speed (32%) and convenience (28%) that taxis offer consumers. Perceived convenience increases slightly from Oct '22 (+4%pts).

Base: All with other transport available - 637



Most journeys on the last occasion had 2-3 passengers and were 6-10kms in distance.

Base: All used taxi past 12 months - 1,070



Most taxis were ordered by phone (40%) followed by app (27%). Incidence of ordering by phone is higher in the rest of Leinster and Connaught/Ulster. While incidence of ordering via an app or hailing is highest in Dublin.

Base: All used taxi past 12 months - 1,070

	Total	Region			
		Dublin	RoL	Munster	Conn/Uls
Base	1,070	301	253	297	219
	%	%	%	%	%
Ordered it by phone (spoke to someone)	40	27	48	39	49
Ordered it using an app	27	38	21	24	22
Picked up at a rank	17	12	16	22	21
Hailed it	13	20	12	10	7
Was a company taxi/ordered by the company	2	2	2	3	1
Other	1	1	1	2	1

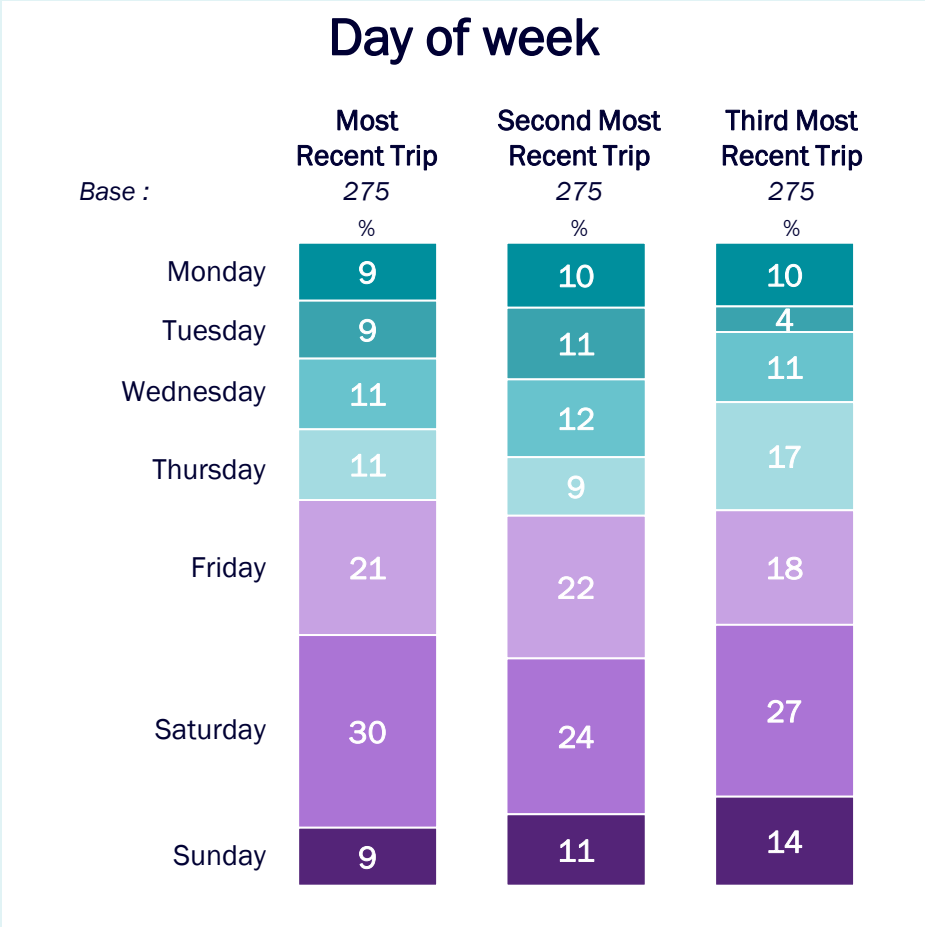
Among those who have used a taxi in the last fortnight, app and phone methods have increased slightly with hailing down from Oct '22 (-5%pts).

Base: All used taxi in past fortnight – 275

	Past Fortnight						
	Oct 2020	Feb 2021	May 2021	Oct 2021	Feb 2022	Oct 2022	May 2023
Base:	159	79	146	201	244	176	275
	%	%	%	%	%	%	%
Ordered it using an app	39	38	28	38	32	31	35
Ordered it by phone (spoke to someone)	42	37	44	24	29	28	32
Picked up at a rank	12	14	15	20	18	19	16
Hailed it	5	5	10	16	18	19	14
Booked by my employer/company	-	5	1	2	1	4	2
Other	1	-	1	0	1	0	0

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

Base: All used taxi in past two weeks - 275

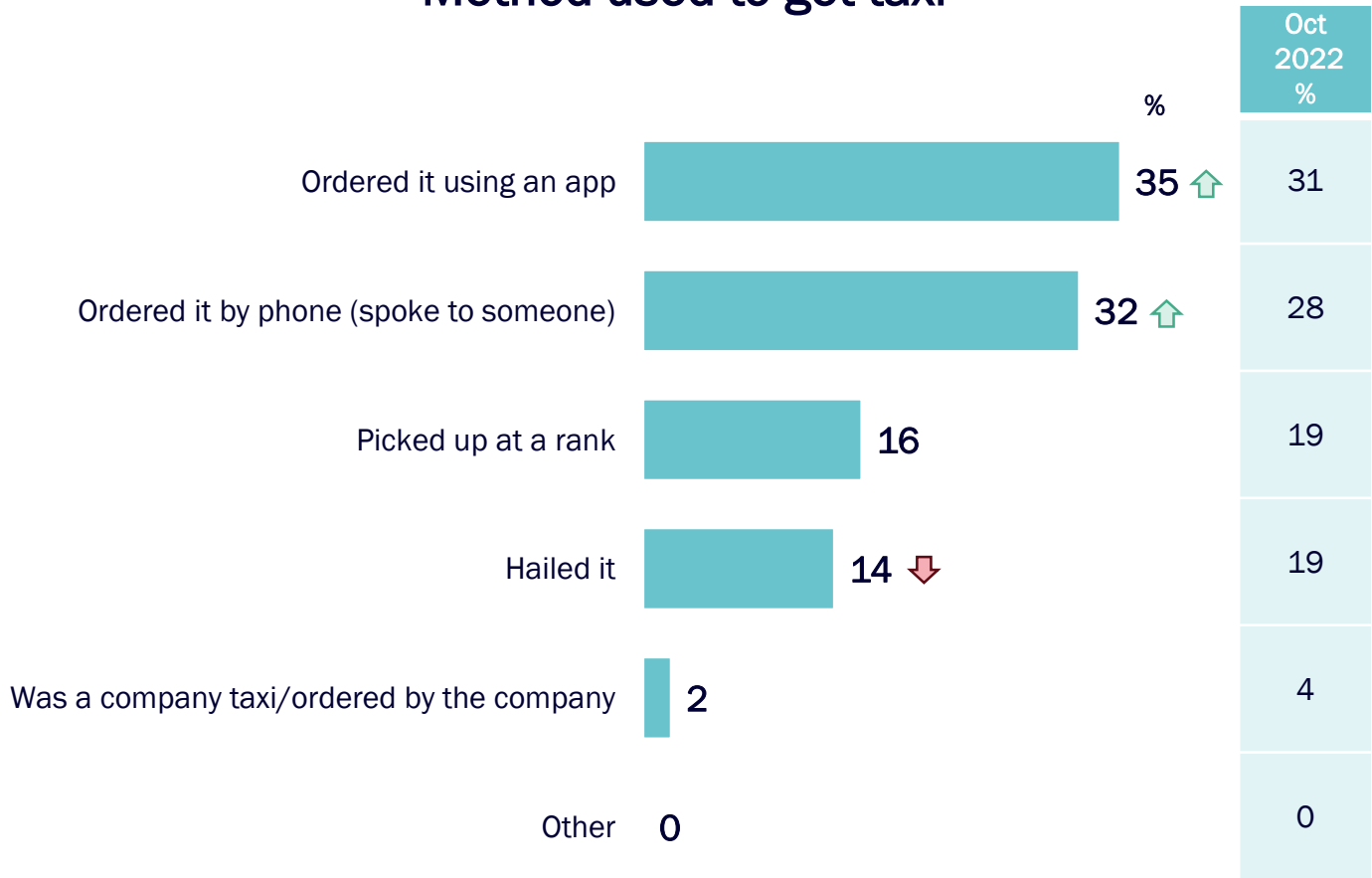


Time of day			
	Most Recent Trip	Second Most Recent Trip	Third Most Recent Trip
Base :	275	275	275
	%	%	%
06:00 – 06:59	3	2	4
07:00 – 07:59	3	1	4
08:00 – 08:59	7	5	6
09:00 – 09:59	5	6	4
10:00 – 10:59	4	6	4
11:00 – 11:59	4	7	8
12:00 – 12:59	3	5	5
13:00 – 13:59	4	7	5
14:00 – 14:59	6	6	3
15:00 – 15:59	5	3	2
16:00 – 16:59	3	3	3
17:00 – 17:59	3	4	3
18:00 – 18:59	4	2	4
19:00 – 19:59	5	4	5
20:00 – 20:59	3	5	1
21:00 – 21:59	4	3	4
22:00 – 22:59	3	4	5
23:00 – 23:59	8	9	10
00:00 – 00:59	8	6	4
01:00 – 01:59	7	7	5
02:00 – 02:59	5	2	7
03:00 – 03:59	2	1	2
04:00 – 04:59	2	0	1
05:00 – 05:59	1	1	1

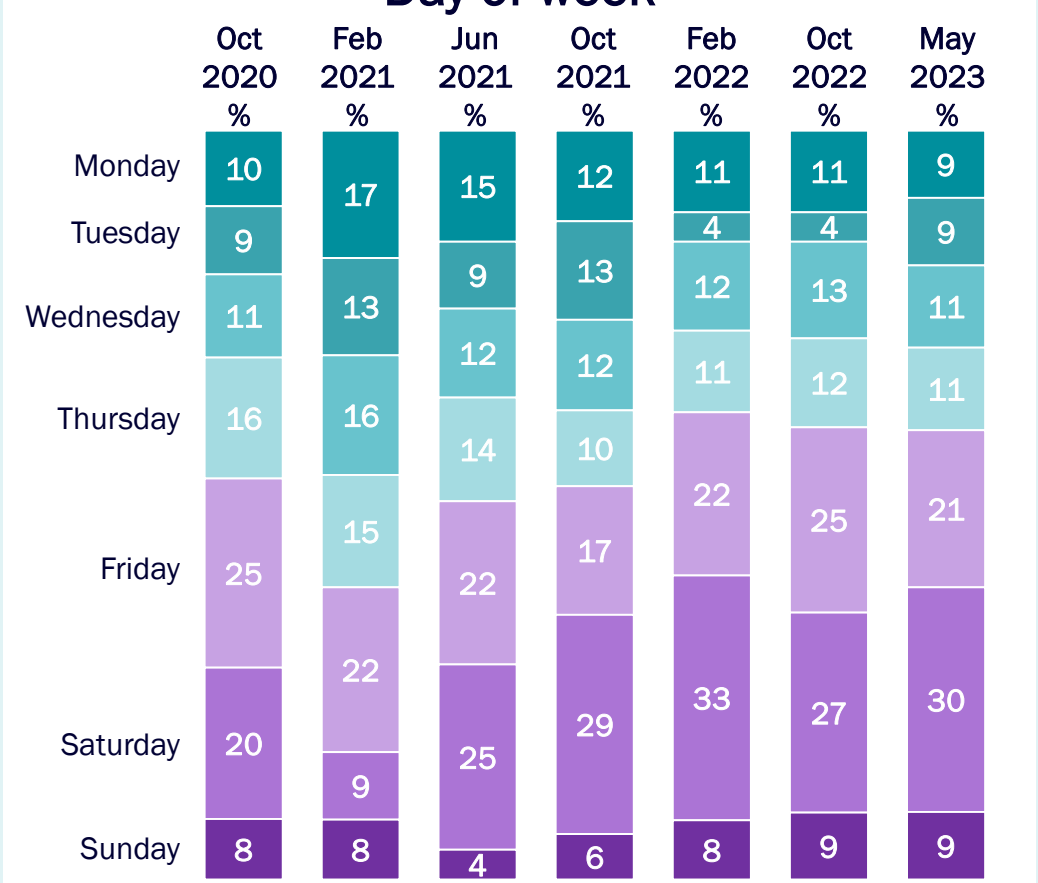
Recent taxi usage norms: using an app or phone remain the most common ways to access a taxi, slightly increasing from Oct '22. Decrease in those hailing taxis in May '23. Usage of taxis is highest on Saturday and Friday.

Base: All used taxi in past fortnight – 275

Method used to get taxi



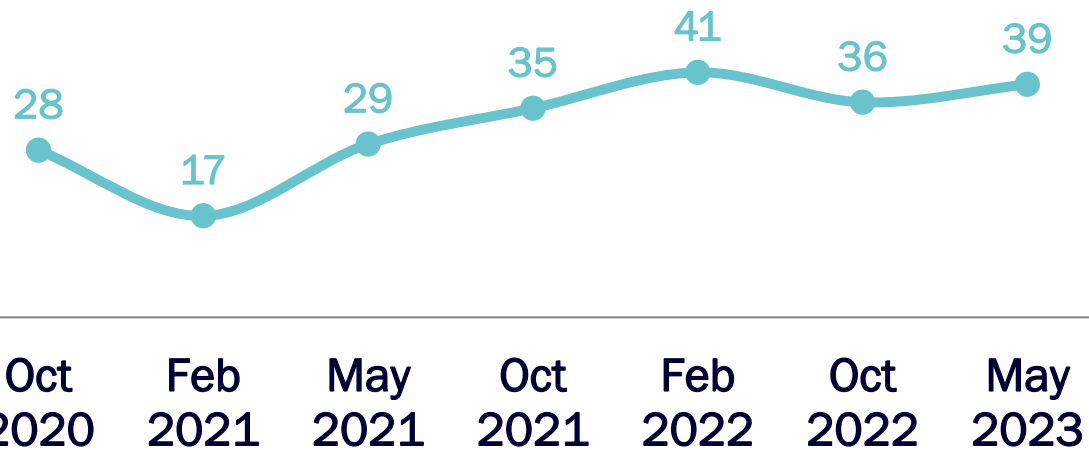
Day of week



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

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

Base: All used taxi in past fortnight – 275



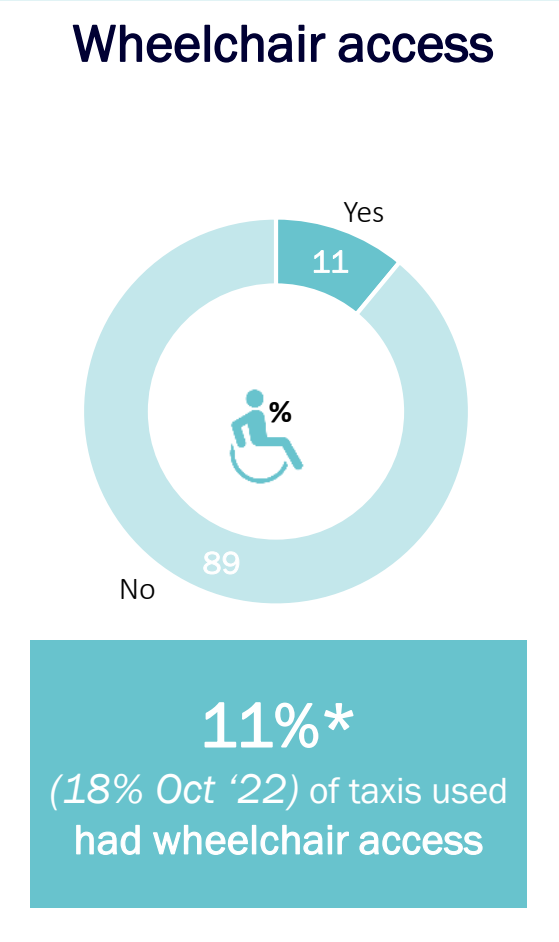
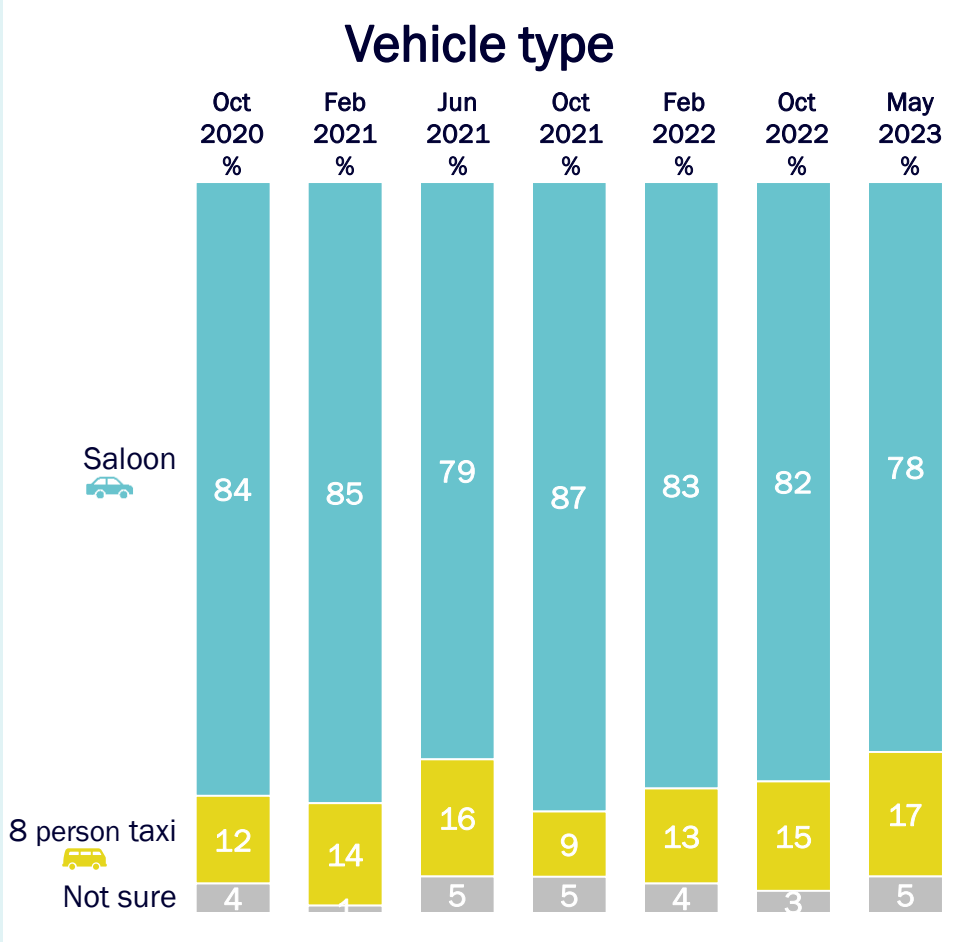
B&A



Of those who had used a taxi in the past two weeks 39% of adults have used a taxi on the weekend.

Most taxis were saloon (78%) with 11% recalling that the taxi they travelled in was wheelchair accessible. Demand patterns are similar to Oct '22.

Base: All used taxi in past fortnight – 275



Time of day

	Oct 2020 %	Feb 2021 %	Jun 2021 %	Oct 2021 %	Feb 2022 %	Oct 2022 %	May 2023 %
06:00 – 07:59	1	6	4	7	4	10	6
08:00 – 09:59	5	14	6	6	3	10	12
10:00 – 11:59	8	4	13	12	5	9	8
12:00 – 13:59	10	15	10	10	7	13	7
14:00 – 15:59	13	20	12	7	8	7	11
16:00 – 17:59	8	14	9	8	5	7	6
18:00 – 19:59	15	9	7	12	8	5	9
20:00 – 21:59	14	8	10	9	15	6	7
22:00 – 23:59	13	7	10	17	19	10	11
00:00 – 03:59	13	3	17	9	21	21	22
04:00 – 05:59	1	-	1	2	3	3	3

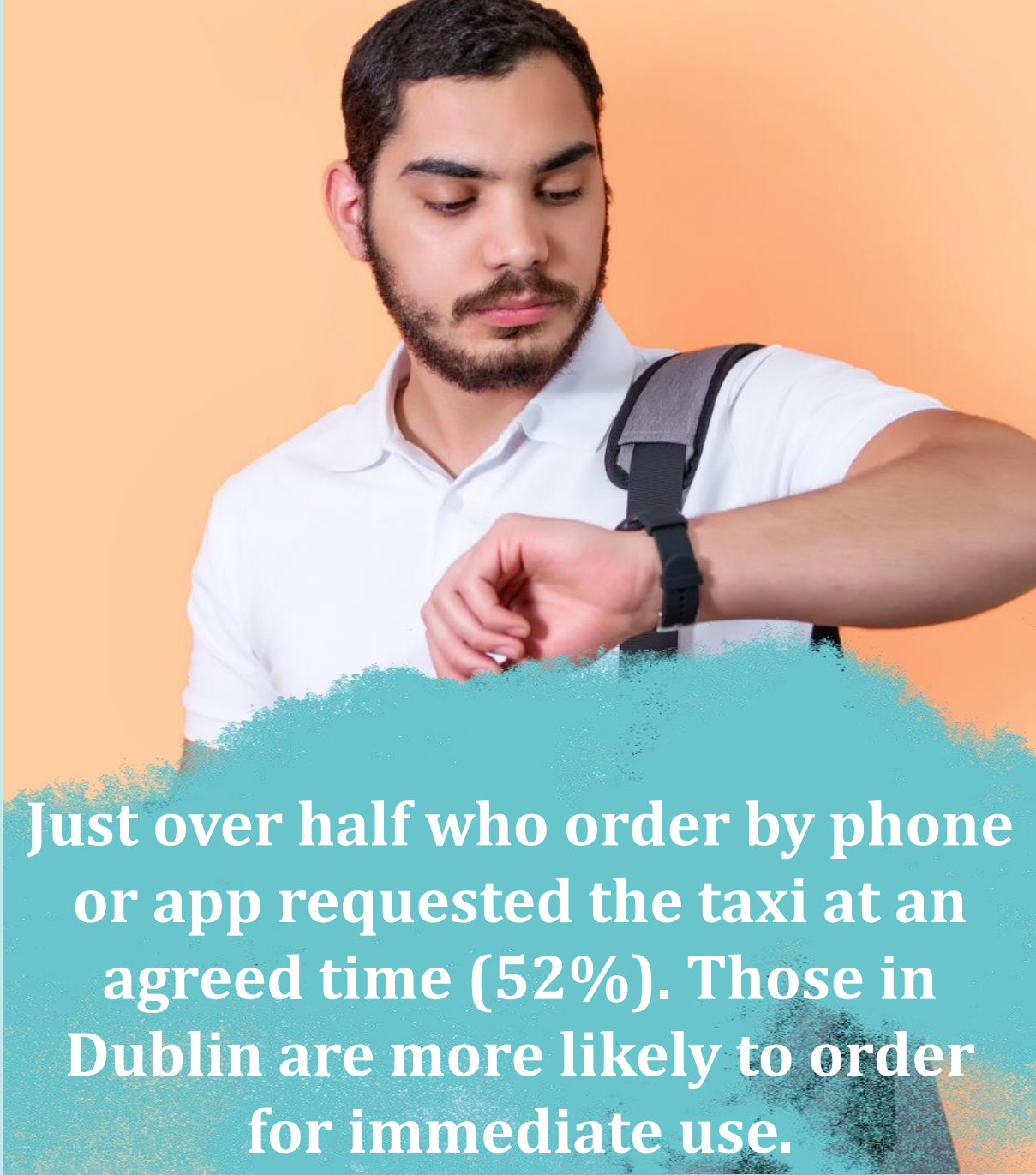
Base: All used taxi in past fortnight.
Reference to most recent journey

() last wave
*Question only asked of those who don't require or have travelled with someone who requires a WAT

Arrive time for those who ordered by phone or app

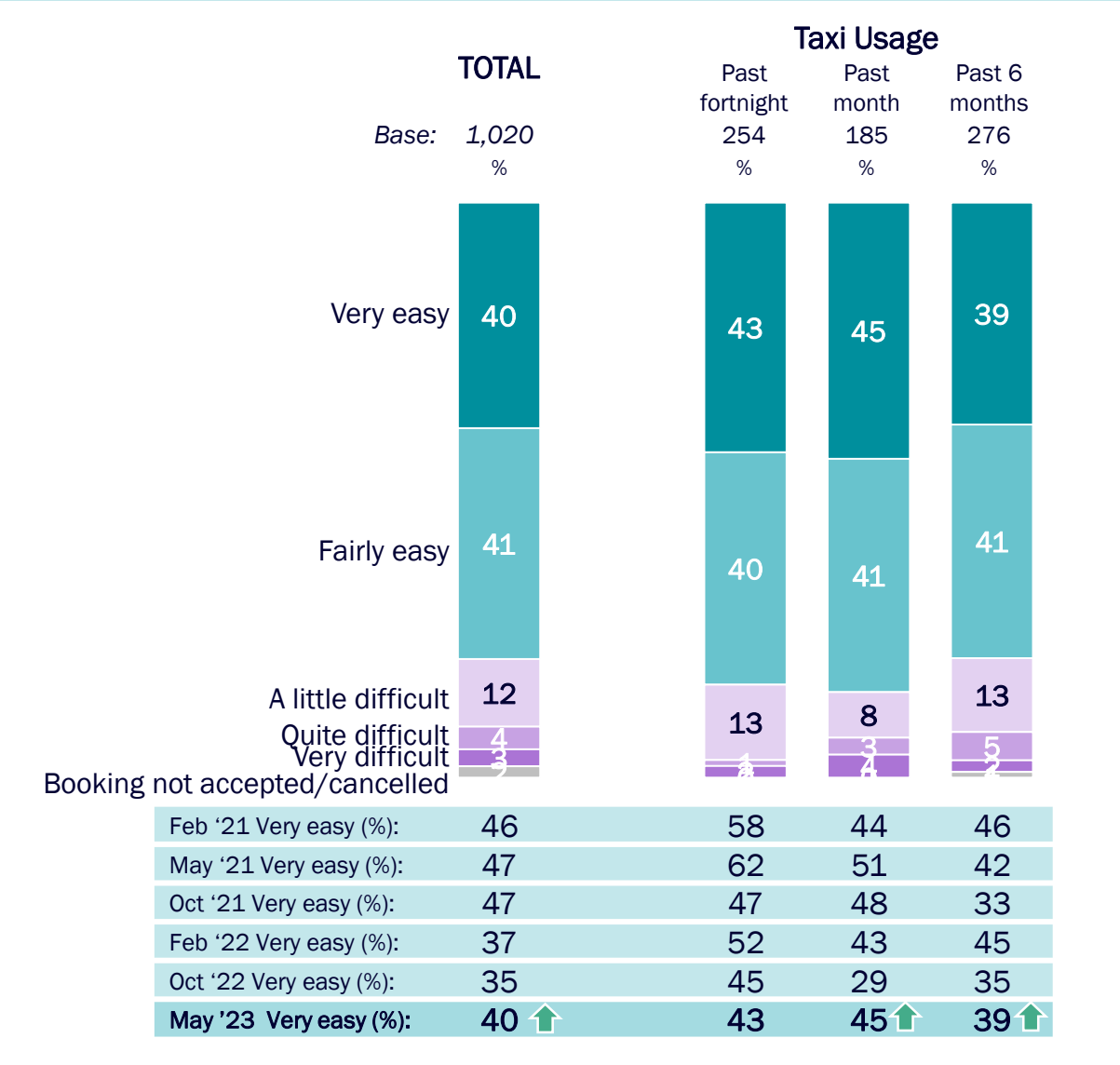
Base: All who ordered a taxi by phone or app - 719

	Total	Region			
		Dublin	RoL	Munster	Conn/Uls
Base	719	198	179	190	152
	%	%	%	%	%
Immediately	48	56	43	47	45
At an agreed time	52	44	57	53	55



Just over half who order by phone or app requested the taxi at an agreed time (52%). Those in Dublin are more likely to order for immediate use.

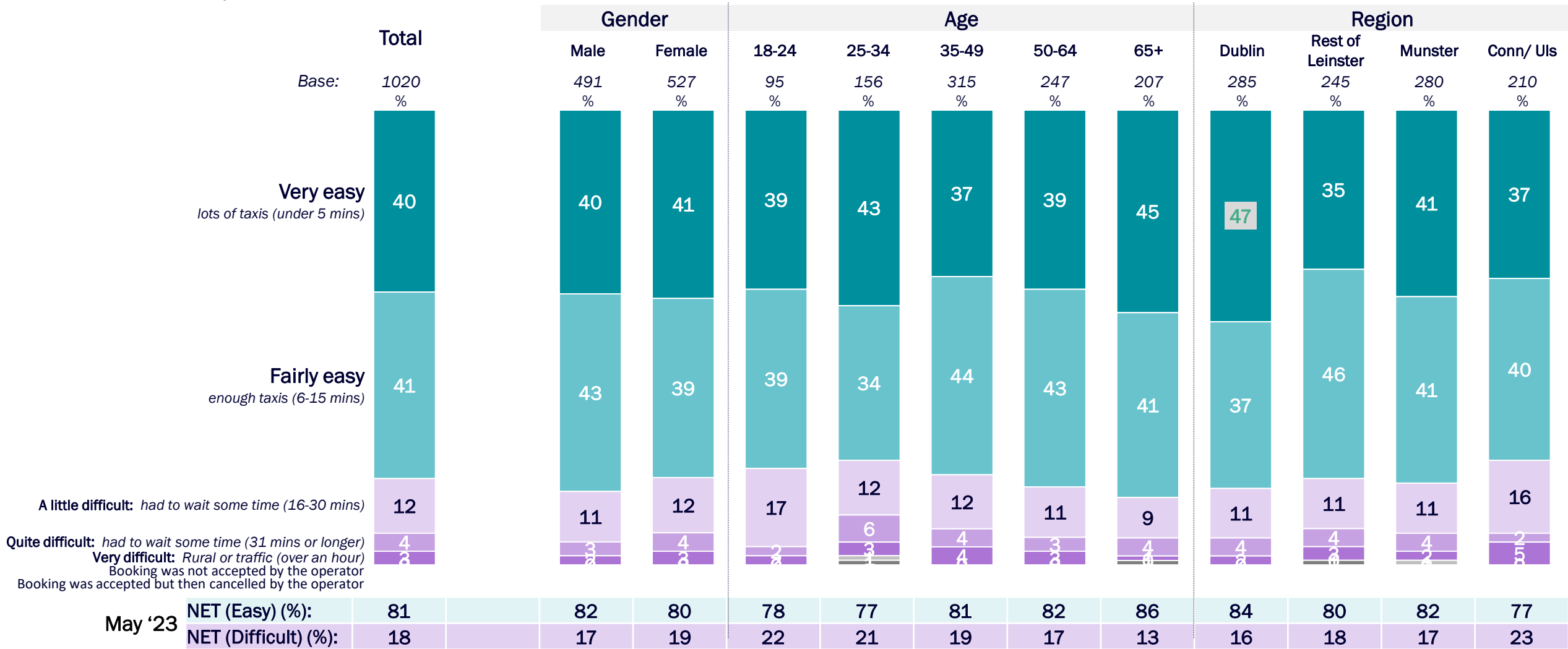
Ease of getting a taxi



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

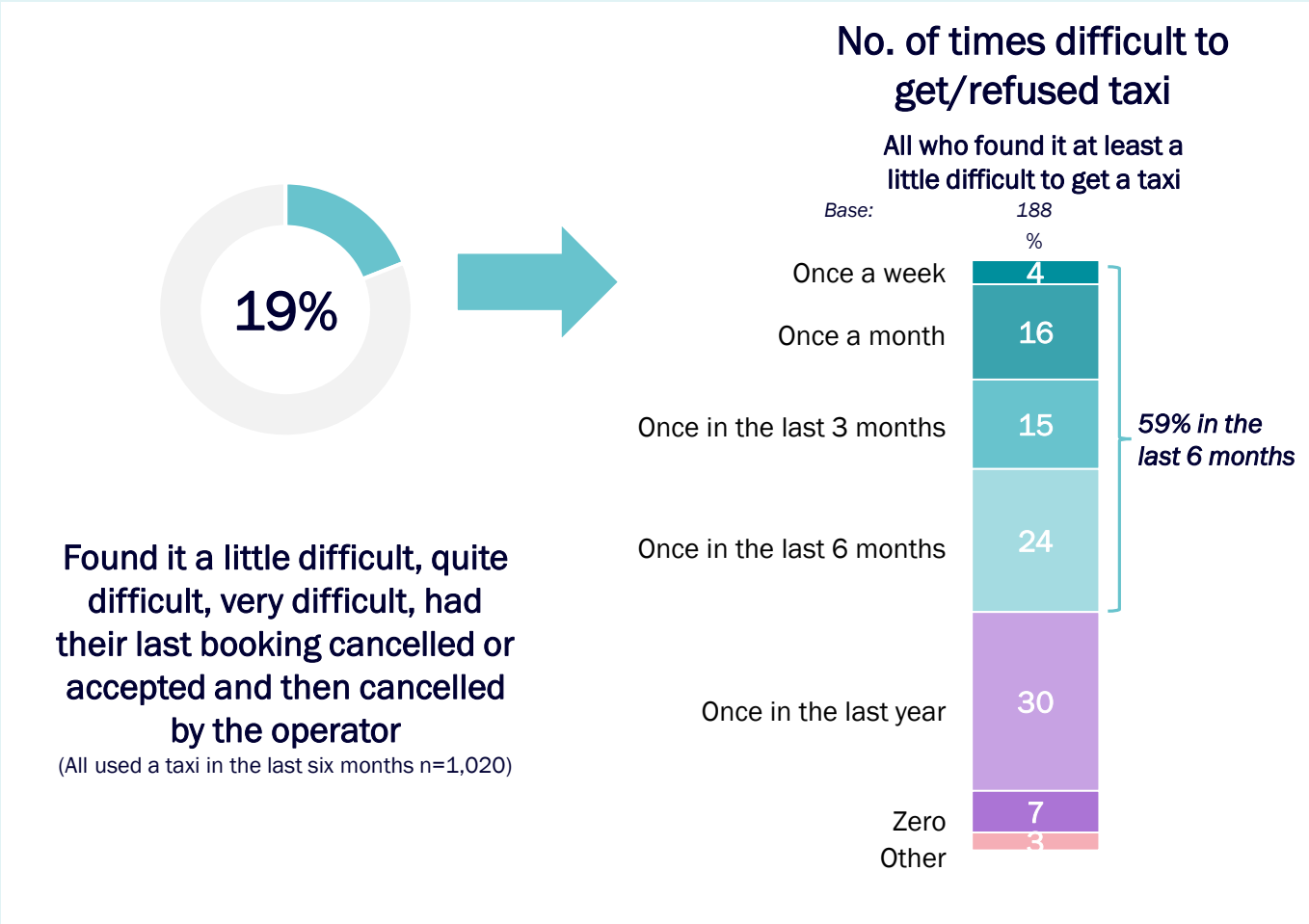
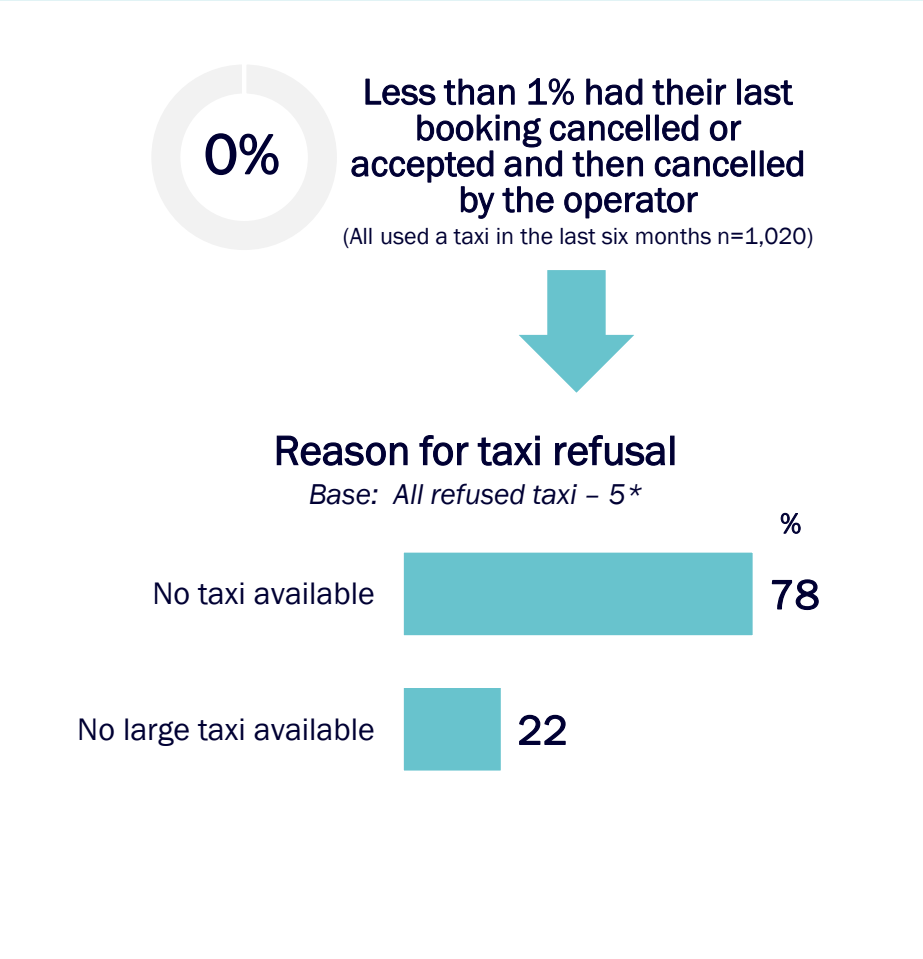
Four in five indicate it was very/fairly easy to get their last taxi. Those living in Dublin are more likely to find it *very easy* to get a taxi (47%). Finding a taxi difficult to get is higher among those living in Connaught/Ulster and for those 18-24 years old.

Base: All used taxi past 12 months - 1,070



Of the 19% who found it at least a little difficult to get a taxi, just under three in five have had this happen in the last 6 months.

Base: All used a taxi in the past 12 months n=1,020

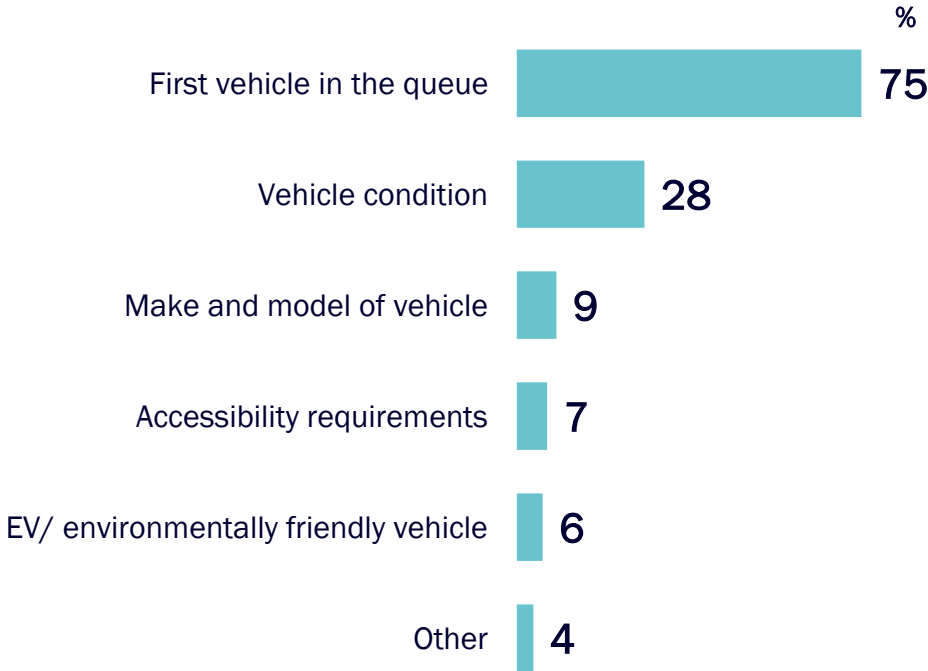


*Caution: Extremely low base size

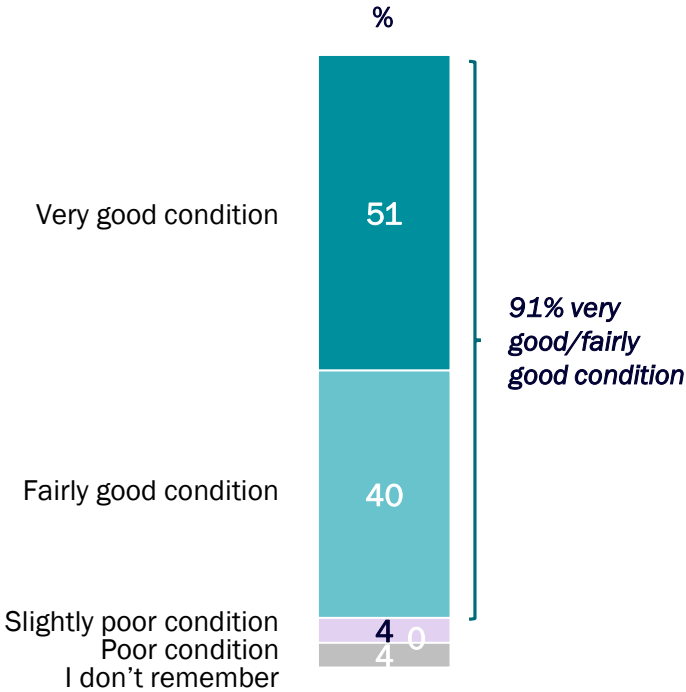
When choosing a taxi at a rank 75% choose the first vehicle in the queue. 91% state the last taxi they traveled in was in at least *fairly good condition*.

Base: All used taxi past 12 months - 1,070

Factors considered when choosing taxi at rank



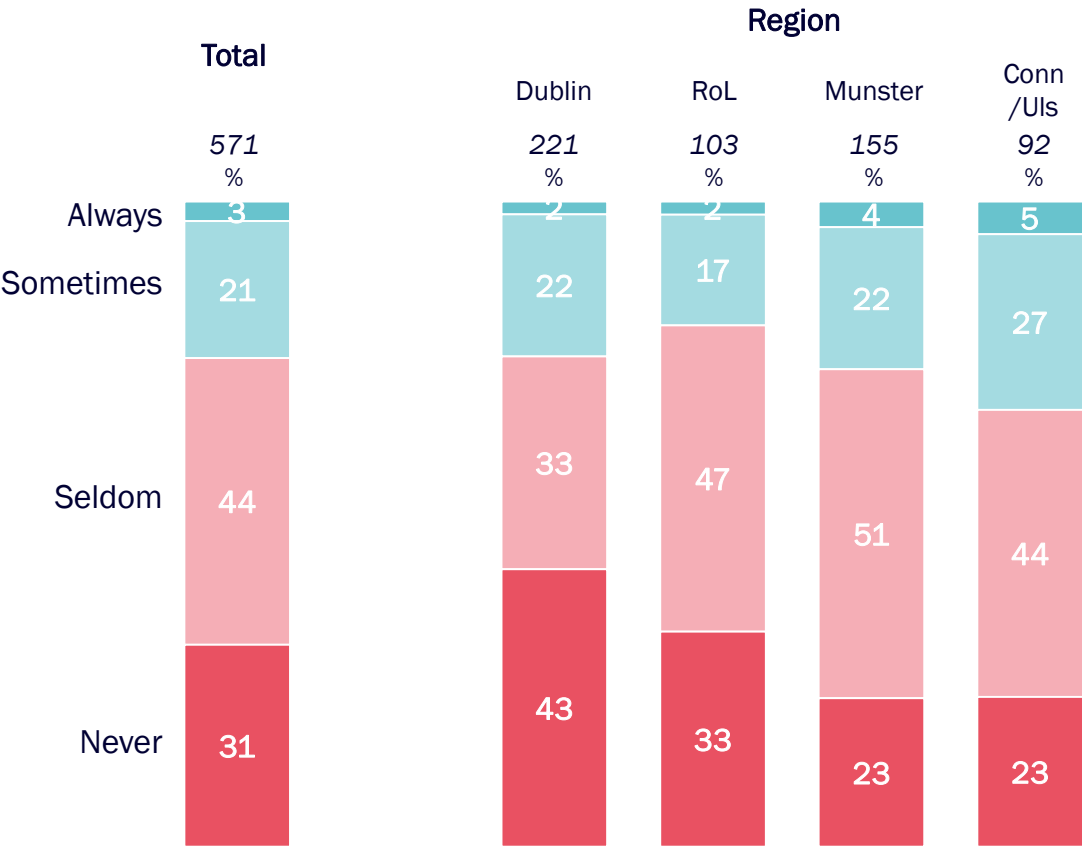
Condition of last taxi travelled in



Only 3% always use taxis to connect with other forms of transport.

Incidence of sometimes connecting is higher in Connaught/Ulster.

Base: All used taxi past 12 months - 1,070



	Total	Bus frequently			Train Frequency		
		Weekly+	Less often	Never	Weekly+	Less often	Never
Base	1070	261	456	161	93	600	189
	%	%	%	%	%	%	%
Always	3	7	2	1	8	2	2
Sometimes	21	32	19	4	32	19	8
Seldom	44	34	50	41	31	51	36
Never	31	27	30	54	29	28	54

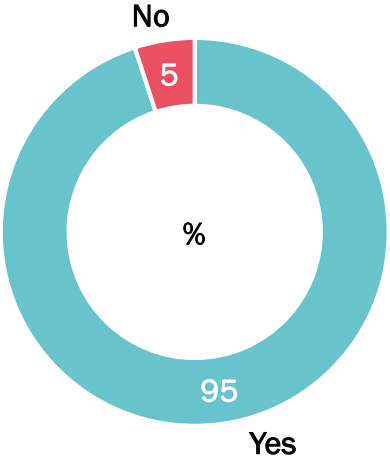
	Total	Tram/Luas Frequency			Taxi Frequency		
		Weekly+	Less often	Never	Weekly+	Less often	Never
Base	1070	108	481	326	82	584	150
	%	%	%	%	%	%	%
Always	3	7	3	2	13	2	-
Sometimes	21	36	21	12	47	15	8
Seldom	44	27	49	44	23	52	34
Never	31	30	27	42	17	31	58



3. Focus on hackneys and limousines

The majority of those surveyed are able to identify a taxis and limousines

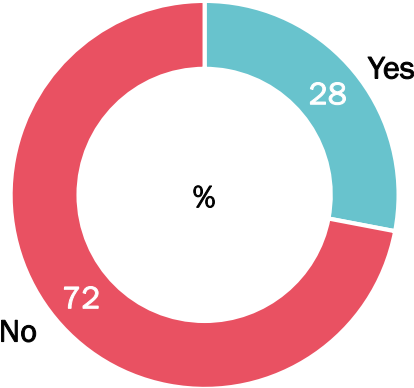
Base: All used taxi past 12 months - 1,070



95%

would be able to identify a taxi

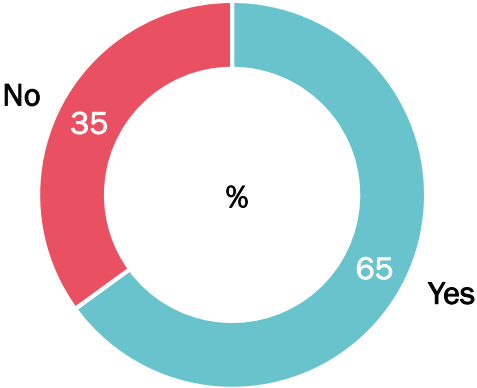
A taxi must be fitted with a taximeter, roof sign and have approved branding applied to the front doors of the vehicle.



28%

would be able to identify a hackney

A hackney does not have a taximeter, roof sign or branding.



65%

would be able to identify a limousine

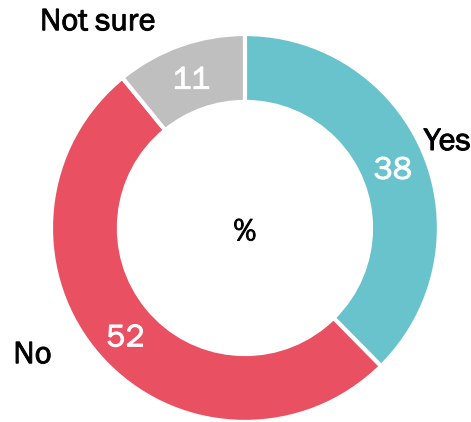
Limousine vehicles are used for corporate or prestige services and are usually executive saloon vehicles, MPVs or SUVs. Wedding and mourning cars are also classified as limousines.

All categories of SPSV have licence discs affixed to the front and rear windscreens

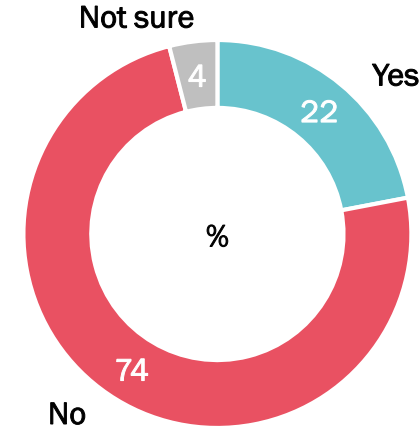
38% are certain they have ever used a hackney with 22% having ever used a limousine.

Base: All used taxi past 12 months - 1,070

Ever used a hackney or limousine:



38%
have ever used a hackney

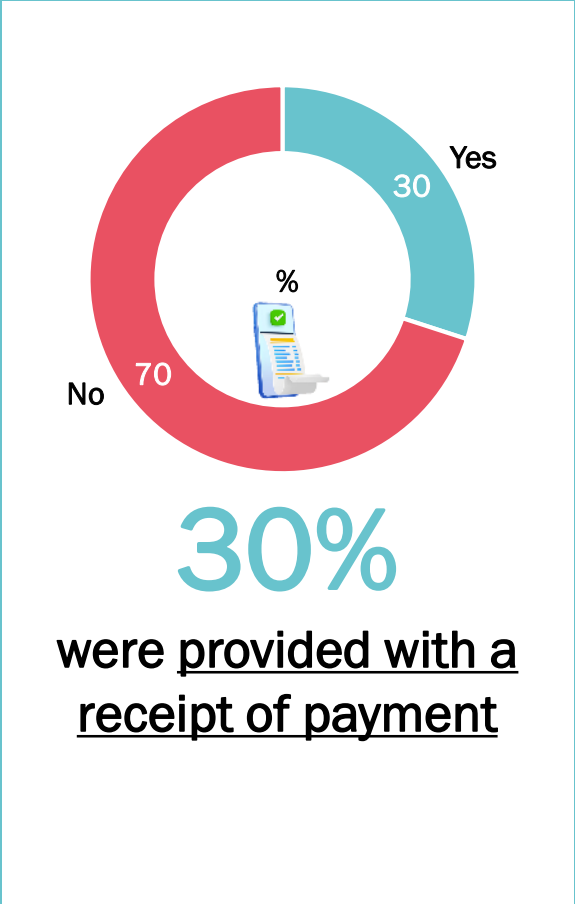
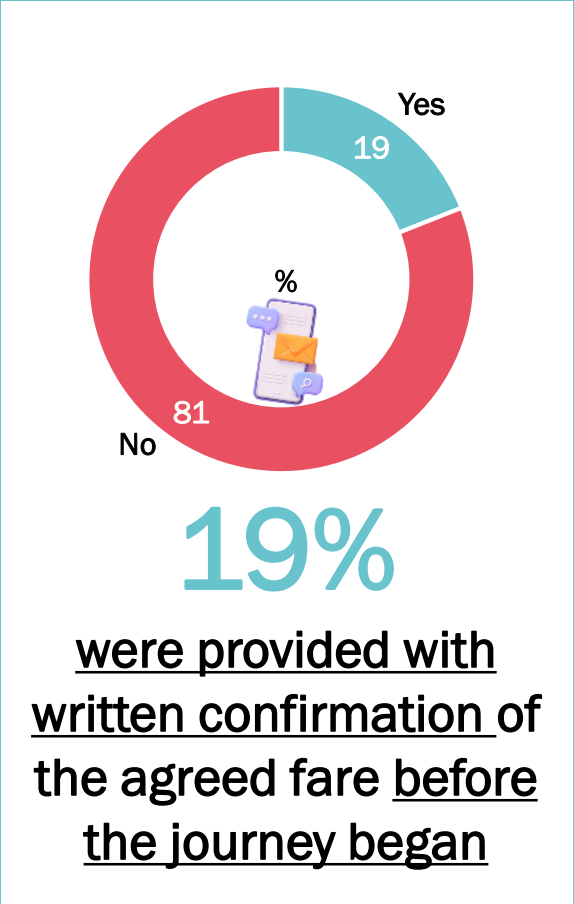
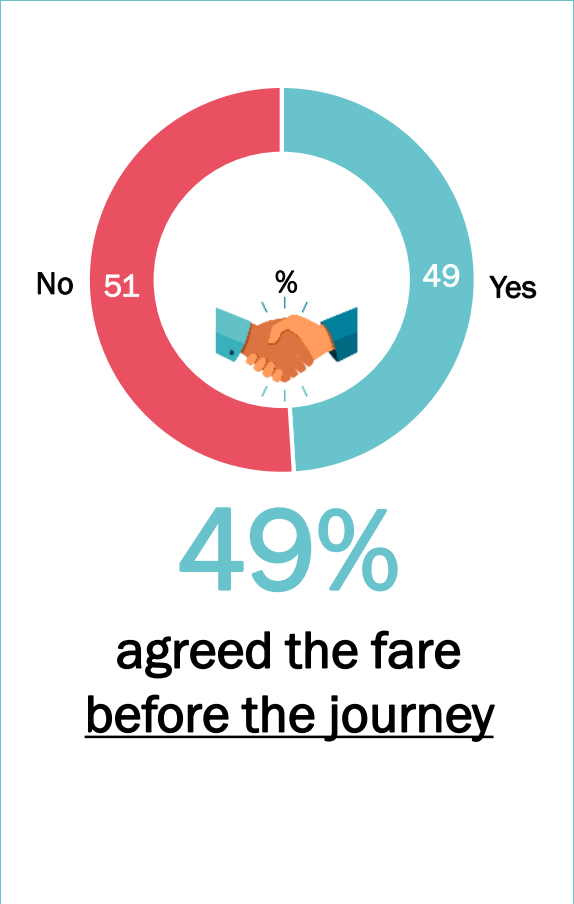
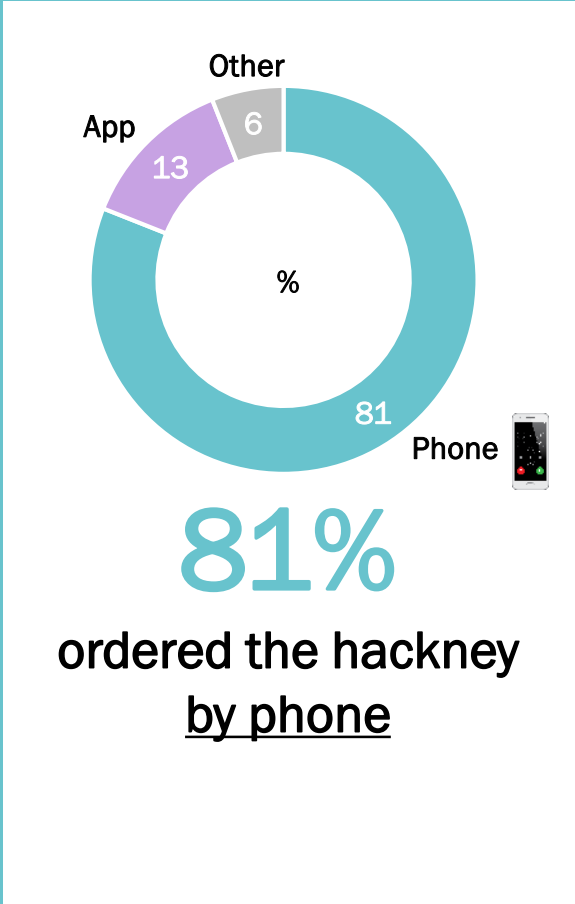


22%
have ever used a limousine

Hackney: 81% ordered the hackney via the phone with just under half agreeing the fare before hand. Only 19% were provided with written confirmation of the fare before the journey.

Base: All used a hackney – 414

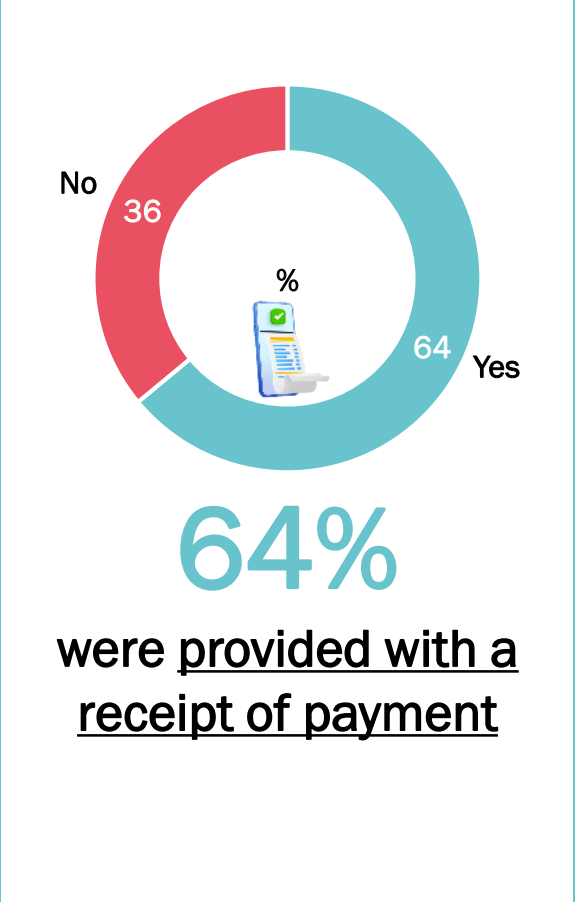
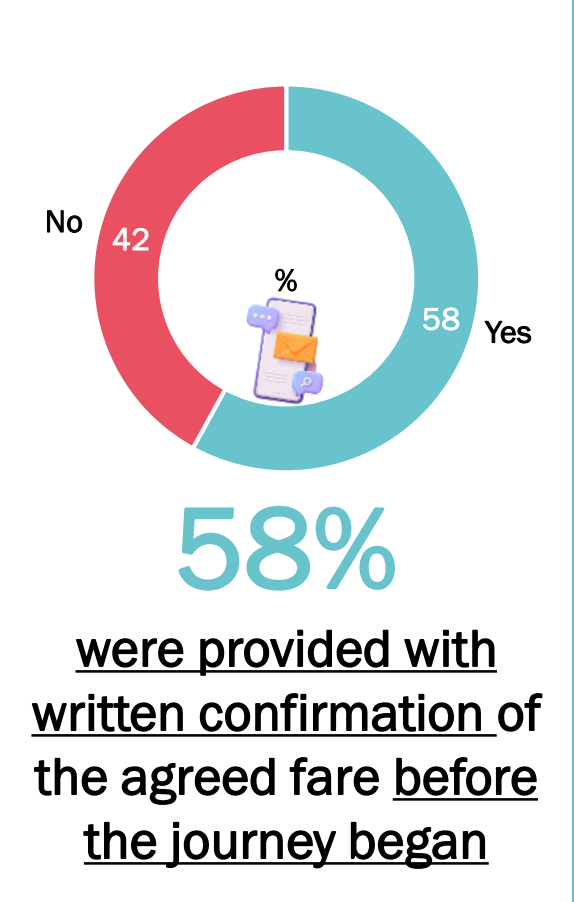
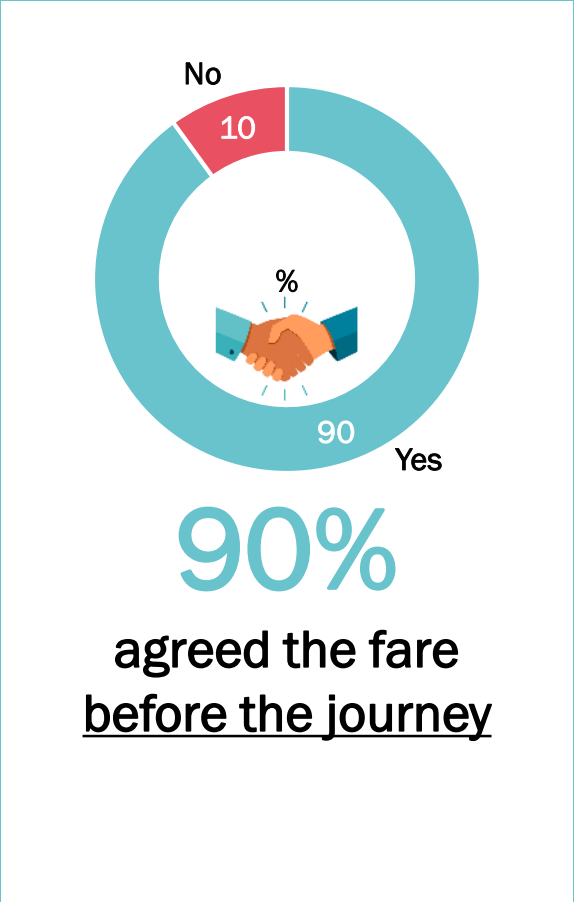
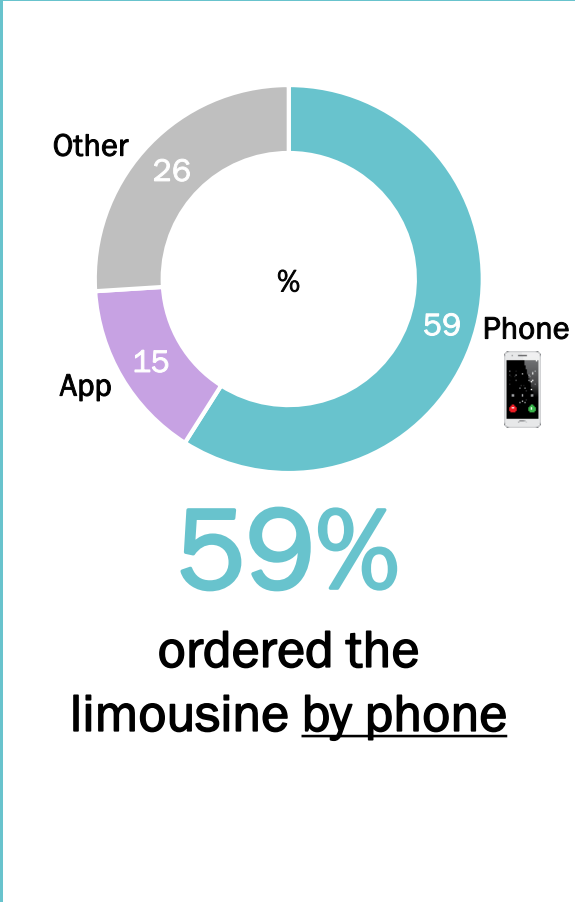
Of the 38% who have ever used a hackney:



Limousine: 81% ordered a limousine by phone with nine in ten having agreed the fare beforehand.

Base: All used a limousine – 232

Of the 22% who have ever used a limousine:



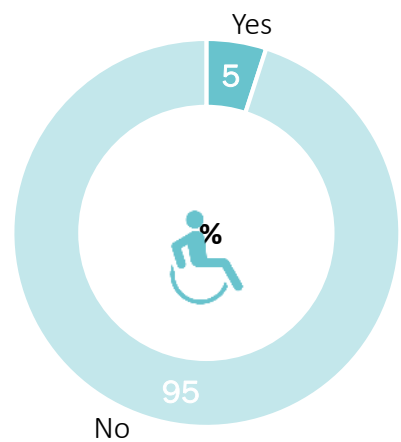


4. Wheelchair Accessible Taxi (WAT) usage experience

Usage and method of hiring a WAT

Base: All used taxi past 12 months - 1,070

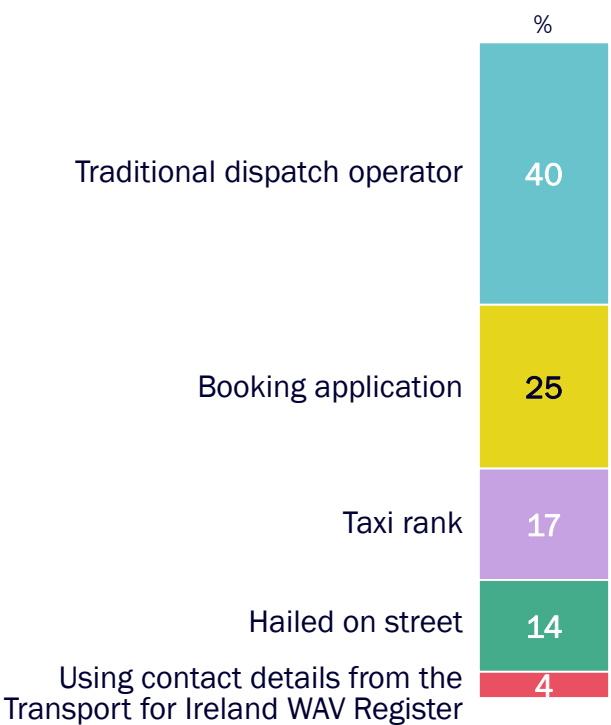
Require a WAT/have travelled with someone who does



5%
Have used a WAT

Most successful method of hiring wheelchair accessible taxi

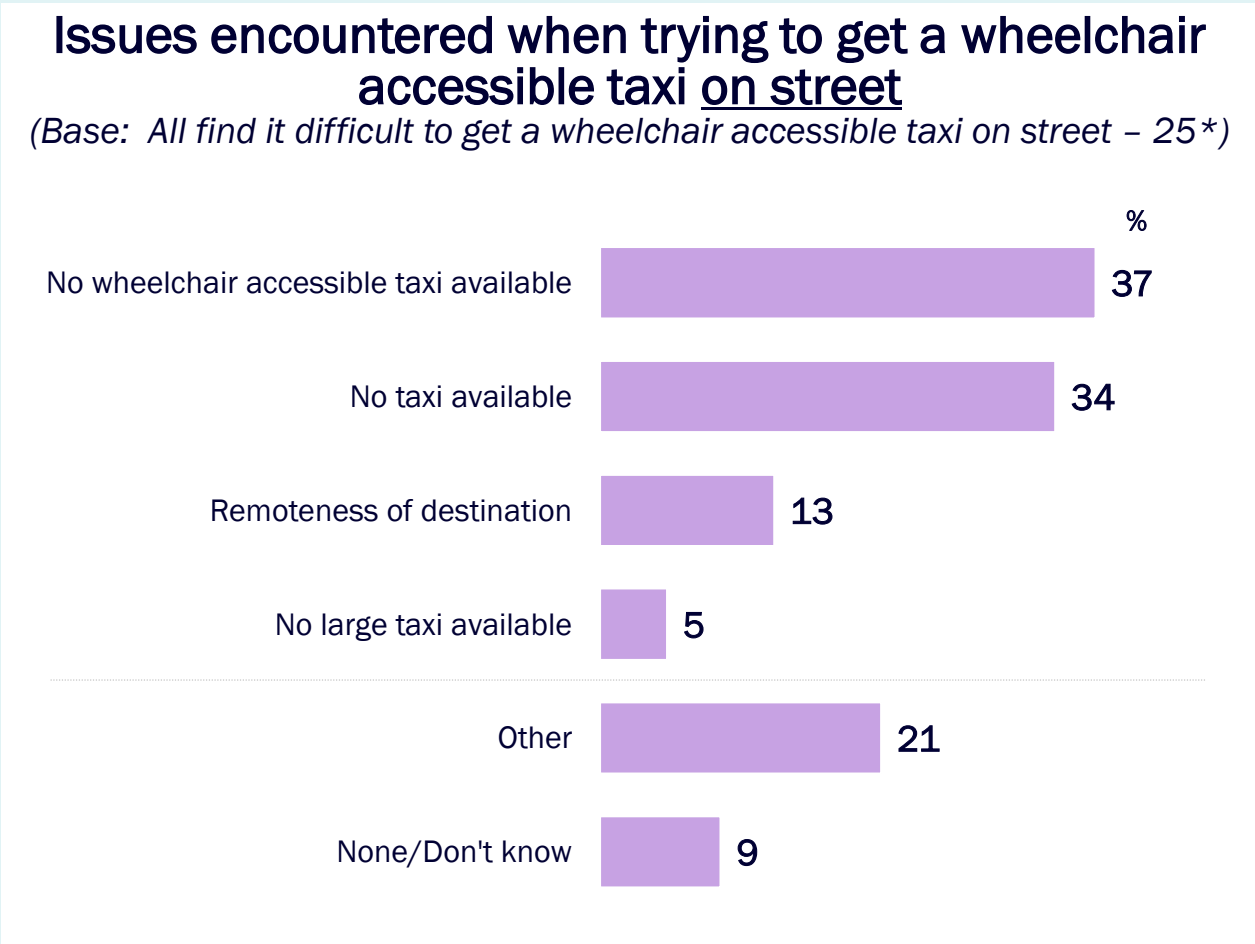
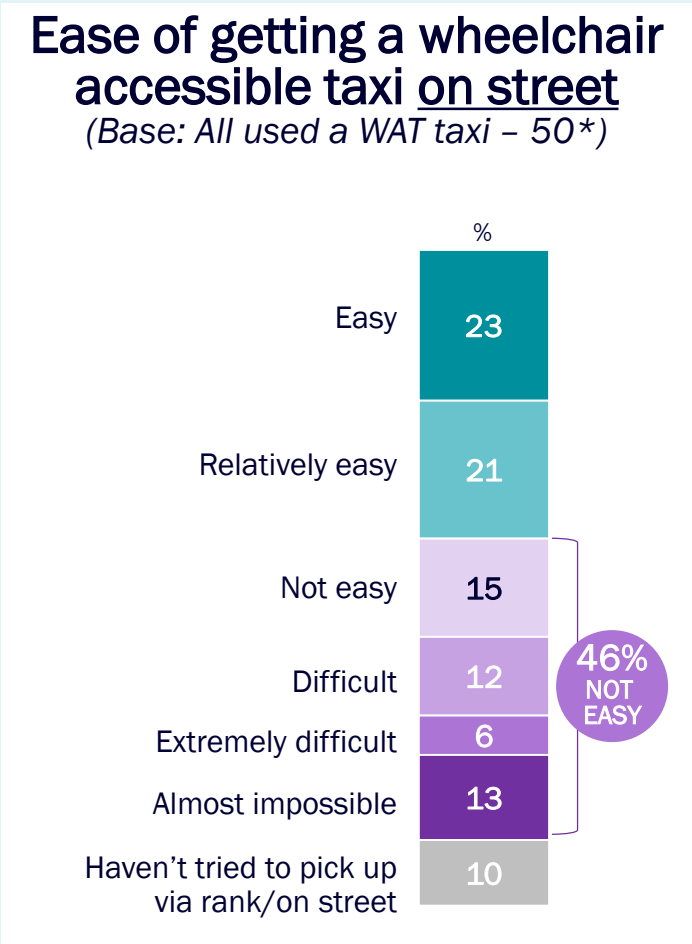
(Base: All have used a WAT - 50)



5% of those surveyed require a WAT or have travelled with someone who does. Traditional dispatch operator were the most common method used to hire a WAT.

46% of WAT users found it difficult to access a WAT on-street, with the key reason cited as being availability.

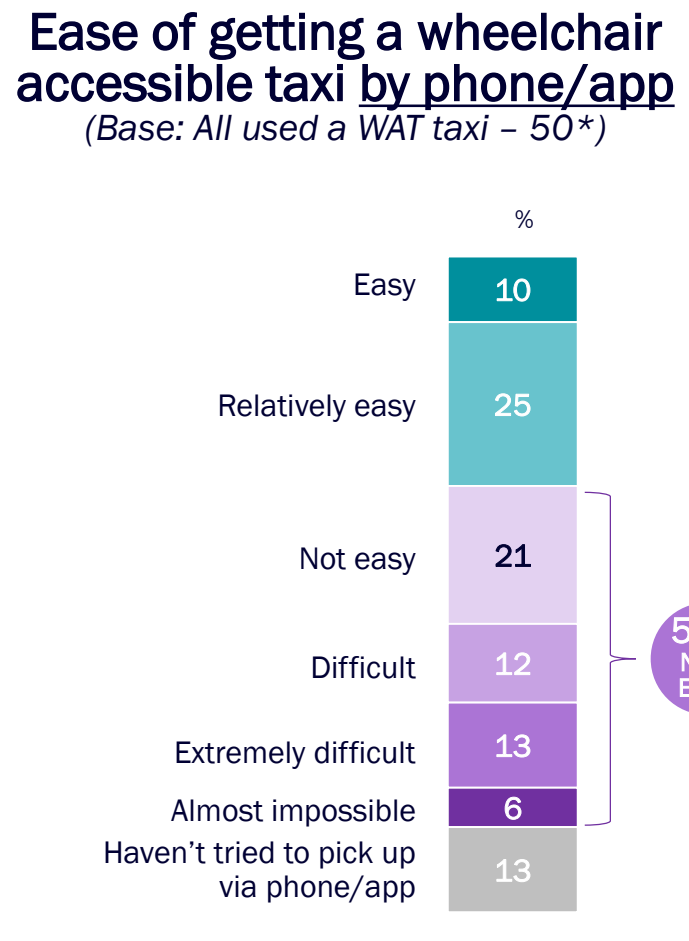
Base: All require a wheelchair accessible taxi - 50



*Caution: Extremely low base size

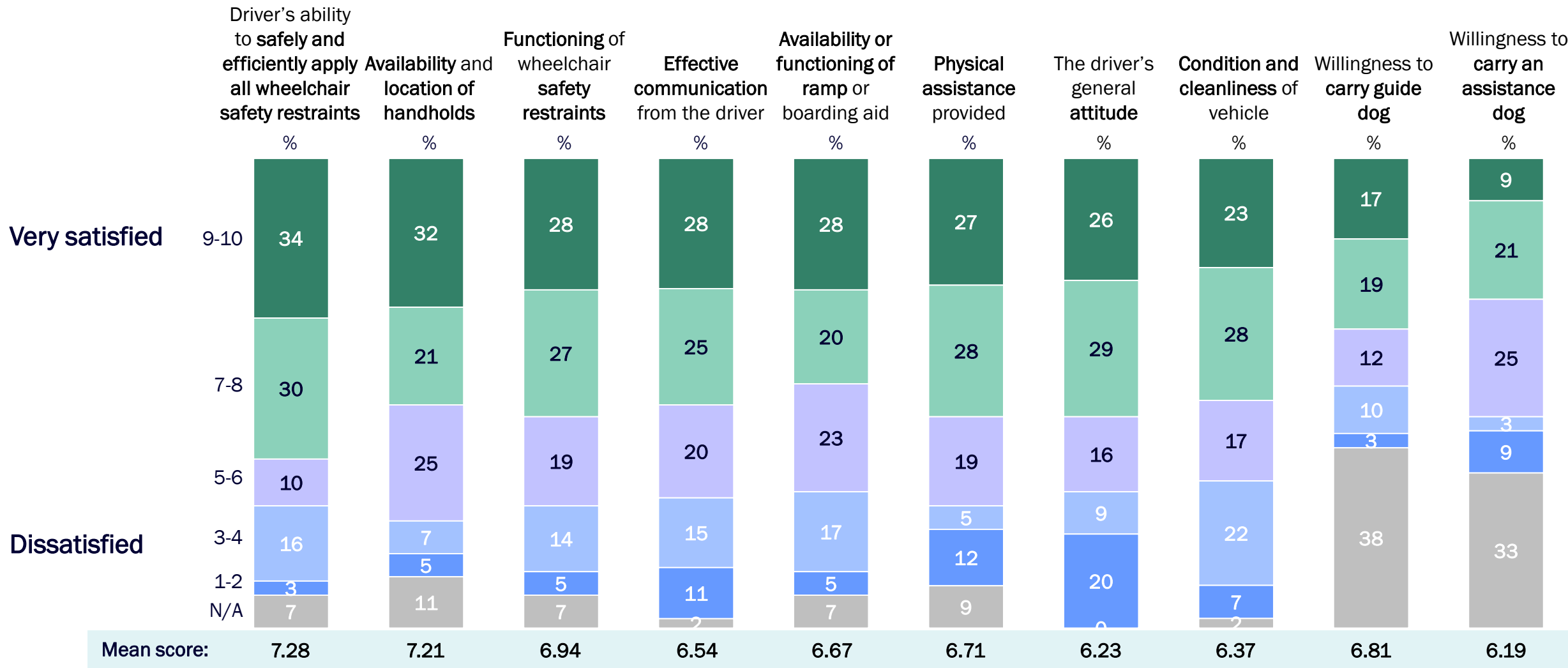
35% find it *easy* or *relatively easy* to get a WAT via phone/app. 52% of WAT users stated it isn't easy.

Base: All require a wheelchair accessible taxi - 50



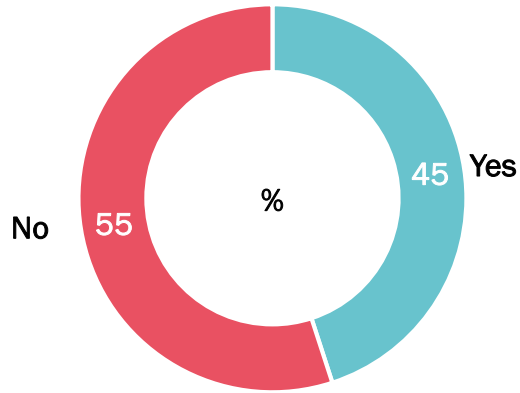
More than one in three are very satisfied with *drivers ability to safety & efficiently apply all wheelchair safety restraints*. 29% score low on the *drivers general attitude* and 26% on *effective communication from the driver*.

Base: All require a wheelchair accessible taxi - 50



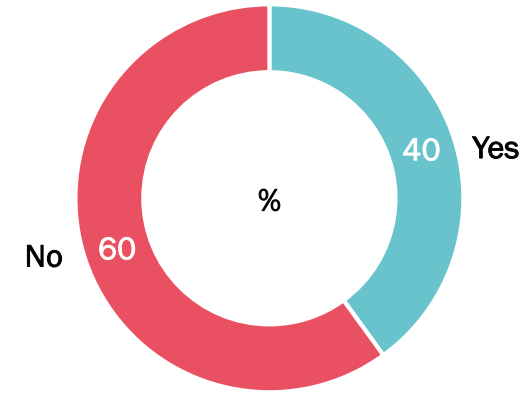
The majority of WAT users aren't aware of notices in place for refusal to carry a passenger in a wheelchair and/or increased fee for refusal to carry a guide or assistance dog.

Base: All require a wheelchair accessible taxi - 50



45%

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

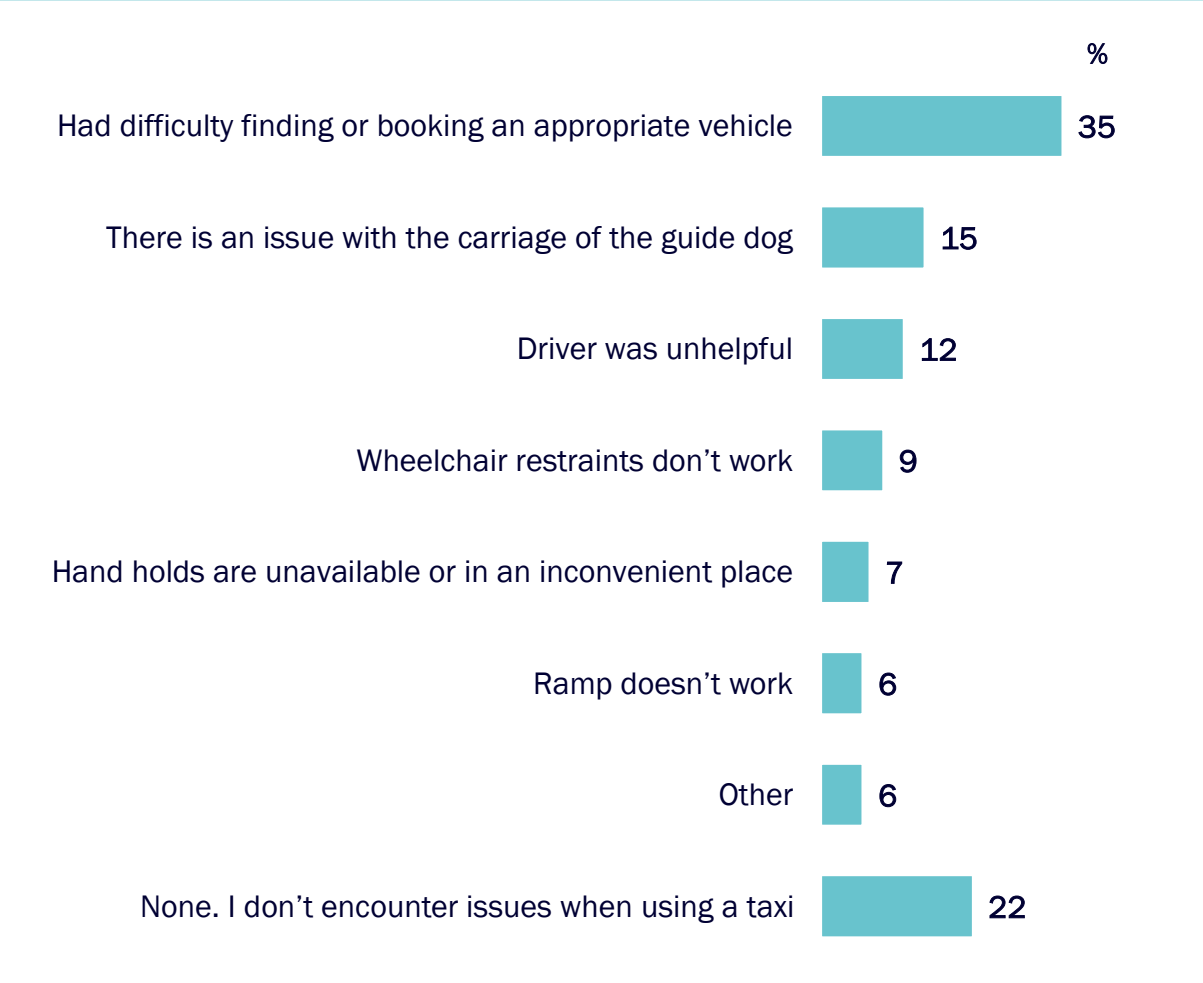


40%

are aware that from 1st January 2023, NTA increased the fixed payment notice (fine) from €40 to €250 for refusal to carry a guide or assistance dog

Issues faced by WAT users

Base: All require a wheelchair accessible taxi - 50



Availability is the key issue WAT users describe. 22% don't encounter issues when they use taxis.

Suggestions of improvements

Base: All require a wheelchair accessible taxi - 50



One in five cite the availability of suitable taxis is an improvement they would like to see in future.

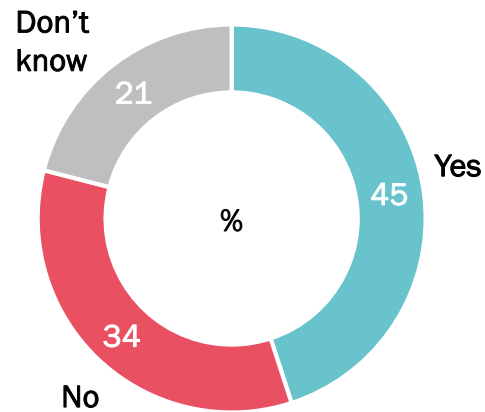


5. Usage and preference of electric vehicle taxis

45% would be able to recognise an electric taxi (+4%pts vs Oct '22) with 23% having taken a journey in one.

Base: All used taxi past 12 months - 1,070

Ability to recognise an electric taxi

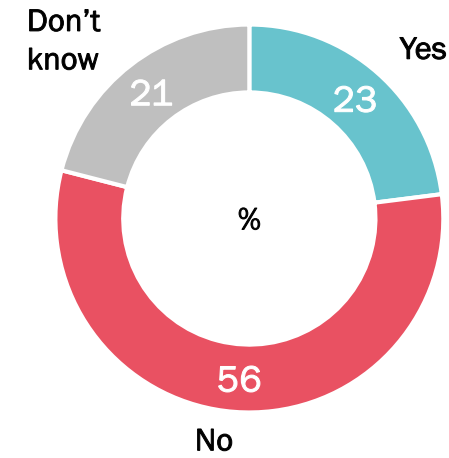


45% ↑

(41% - Oct '22*)

would be able to recognise an electric taxi as opposed to a petrol or diesel taxi

Taken journey in electric taxi



23%

(21% - Oct '22*)

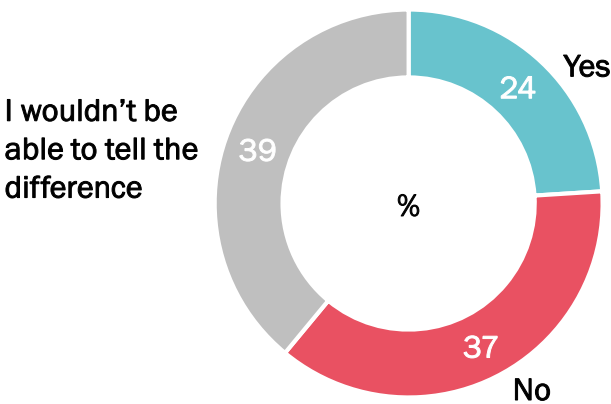
have ever taken a journey in a fully electric taxi

**Previous data based on all used Taxi Past 6 months*

24% of adults would choose electric and 43% would select an “eco-friendly” preference on their app.

Base: All used taxi past 12 months - 1,070

Would choose an electric taxi

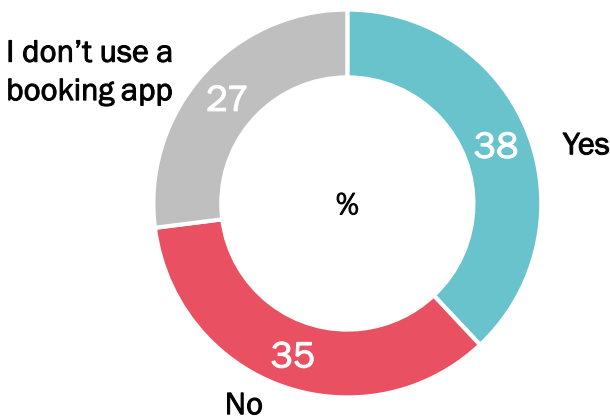


24%

(26% - Oct '22*)

would choose an electric vehicle before a petrol or diesel vehicle

Select “eco-friendly” as preference



38%

(43% - Oct '22*)

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

*Previous data based on all used Taxi Past 6 months



6. Taxi fares & user awareness

A taxi is most recognised by the roof sign and driver ID on display.

Base: All used taxi past 12 months - 1,070

	Total	Gender		Age					Region			
		Male	Female	18-24	25-34	35-49	50-64	65+	Dublin	Rest of Leinster	Munster	Conn/Uls
Base:	1,070	524	544	106	167	327	257	213	301	253	297	219
	%	%	%	%	%	%	%	%	%	%	%	%
Roof sign on top of vehicle	78	78	79	67	75	80	83	82	82	79	74	78
Driver ID on display inside the vehicle	72	67	76	57	74	70	77	77	74	73	70	70
Taxi decal sticker on driver/passenger door	63	66	60	56	61	63	68	63	66	60	67	57
There is a taximeter inside the vehicle	46	47	45	29	36	43	56	58	54	45	37	45
Other	1	1	1	-	1	-	2	1	1	0	0	0
Don't know/Not sure	3	3	3	4	3	2	3	3	4	2	2	3

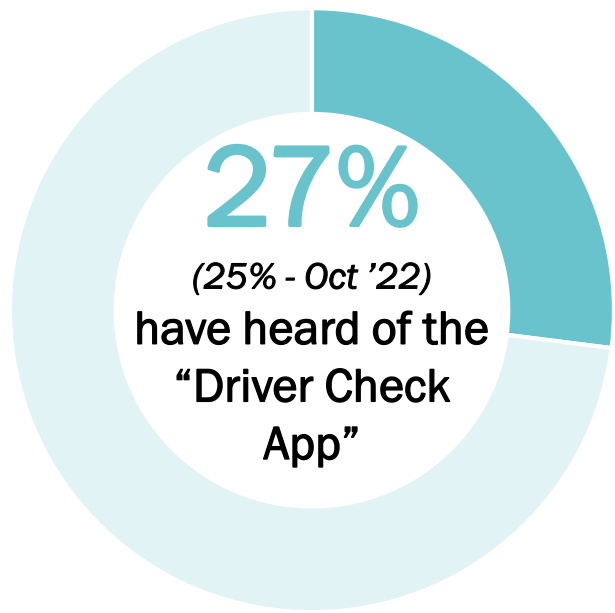


27% of taxi users have heard of the TFI Driver Check App

Transport for Ireland (TFI) Driver Check App

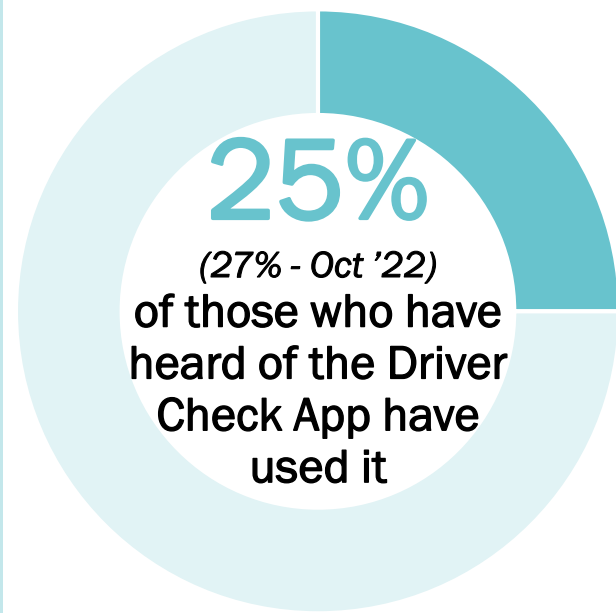
Heard of the “Driver Check app”

Base: All used taxi past 12 months - 1,070



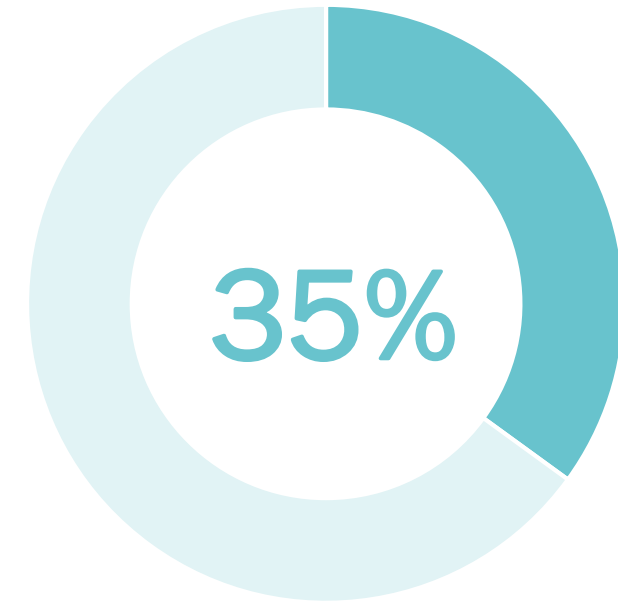
Used the “Driver Check app”

Base: All heard of driver check app - 197



SPSV user complaints process

Base: All used taxi past 12 months - 1,070

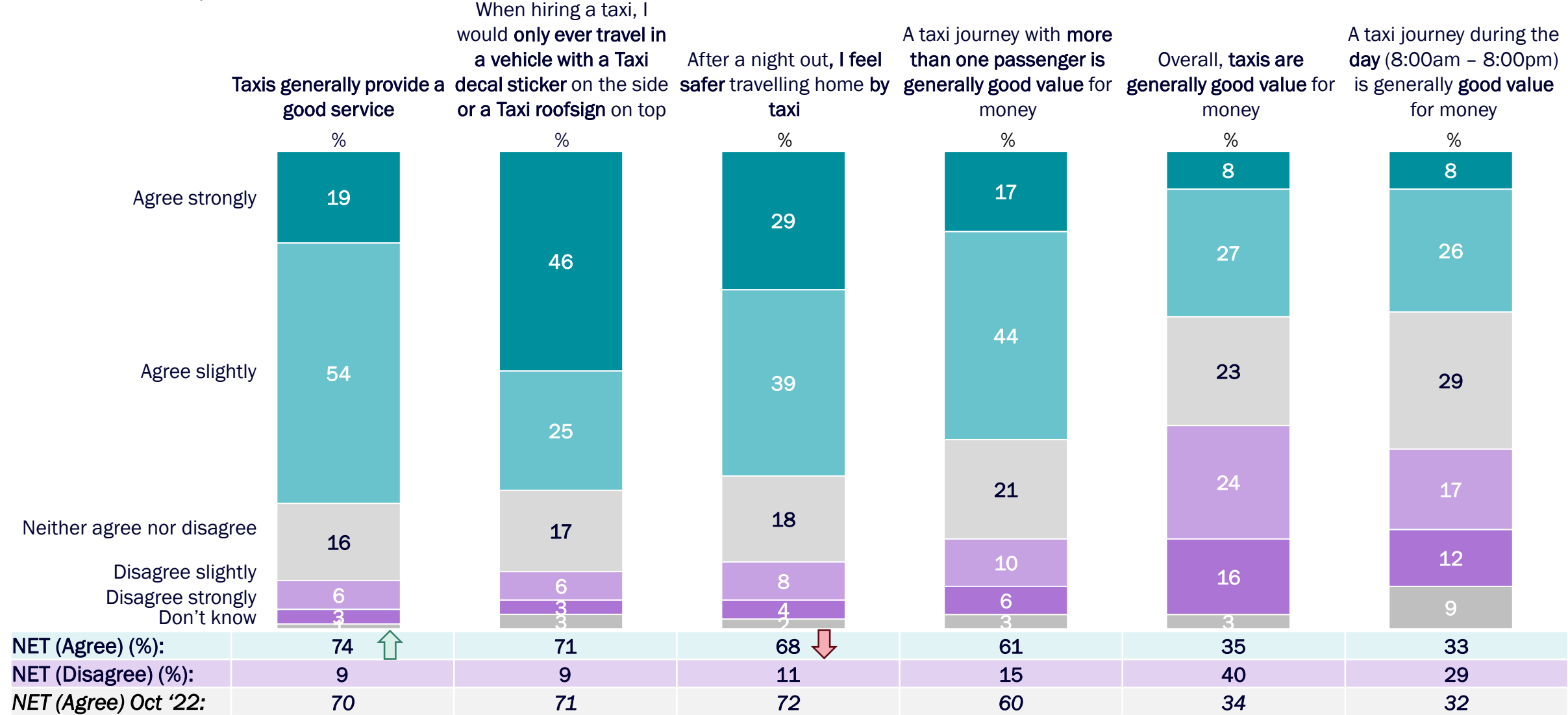


are aware that the NTA has a complaints process in place for investigating consumer complaints

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

Almost three in four believe taxis generally provide good service. 68% are in agreement with *feeling safer traveling by taxi after a night out*.

Base: All used taxi past 12 months - 1,070



Feeling of safety while hailing/ waiting at the rank

Base: All used taxi past 12 months - 1,070

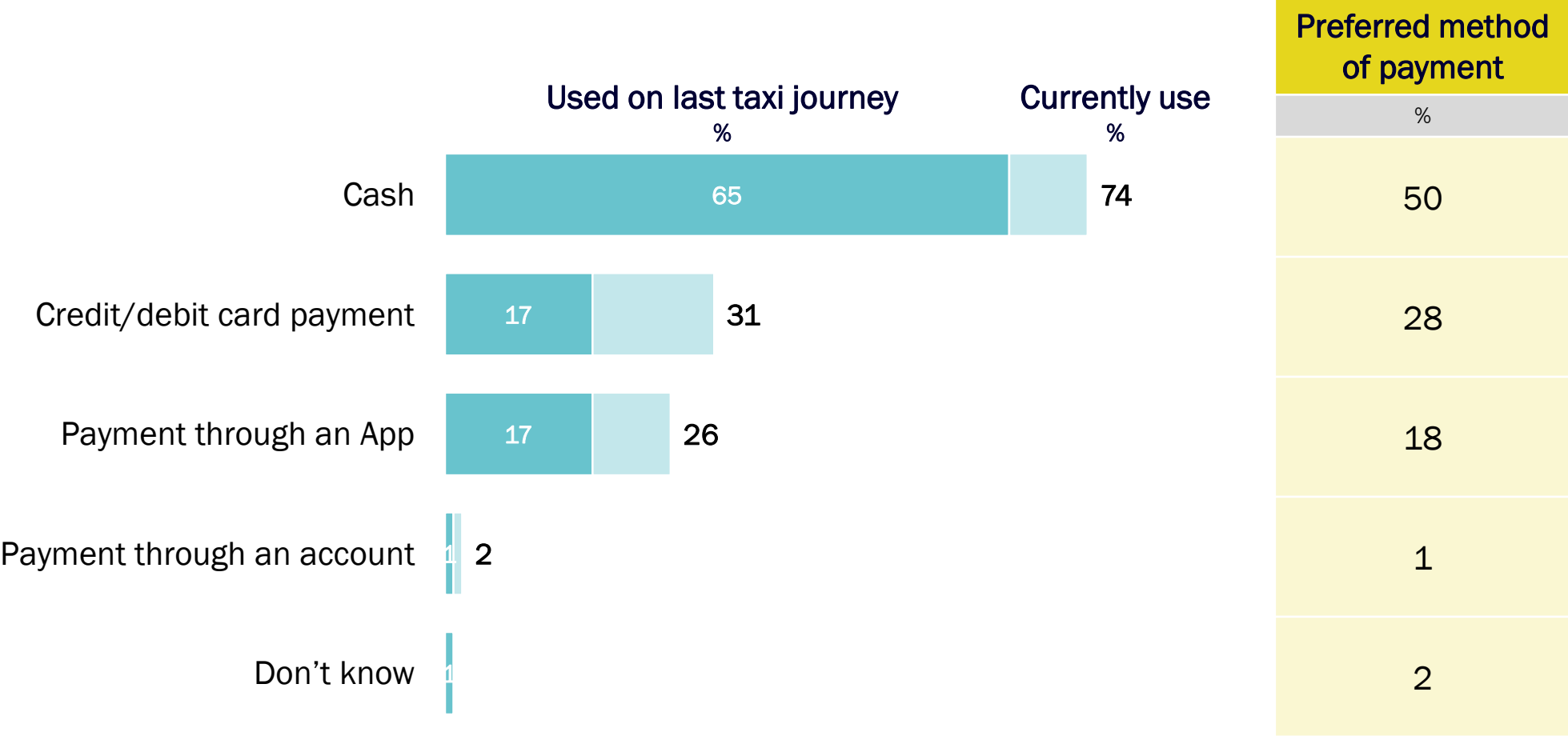




7. Payment methods

Half state cash is their preferred method of payment with 65% using it for their last journey. 31% currently use credit/debit card payments with 28% stating it is their preferred method.

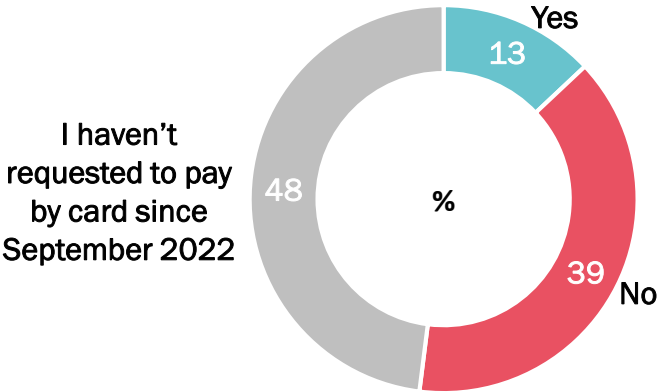
Base: All used taxi past 12 months - 1,070



Since cashless payment regulation has been put in place (1st Sep '22), 13% have been refused payment via card the key reason being the taxi service provider only accepts cash.

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

(Base: All used taxi past 12 months - 1,070)

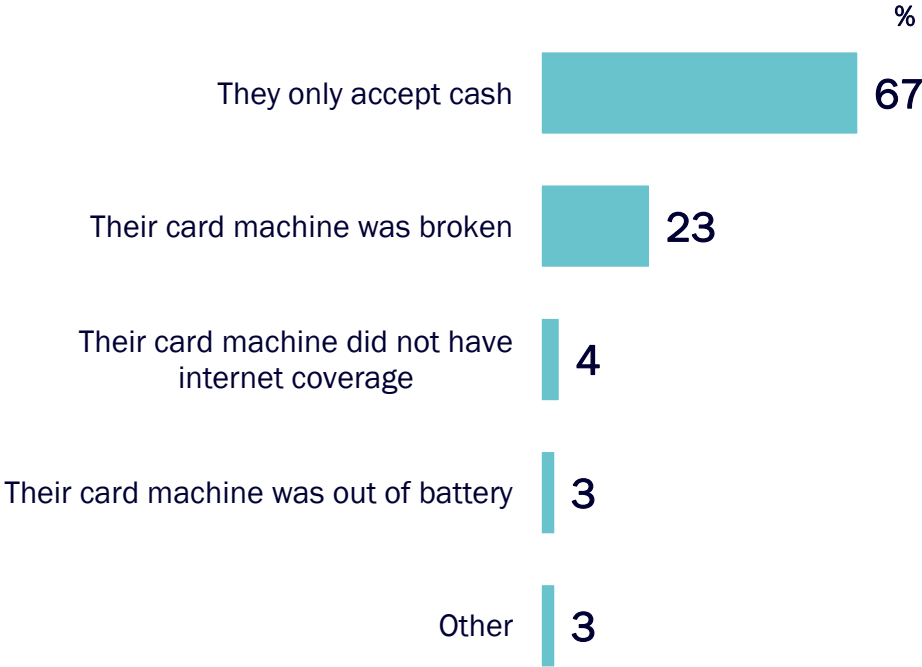


13%

were refused payment by credit/debit card

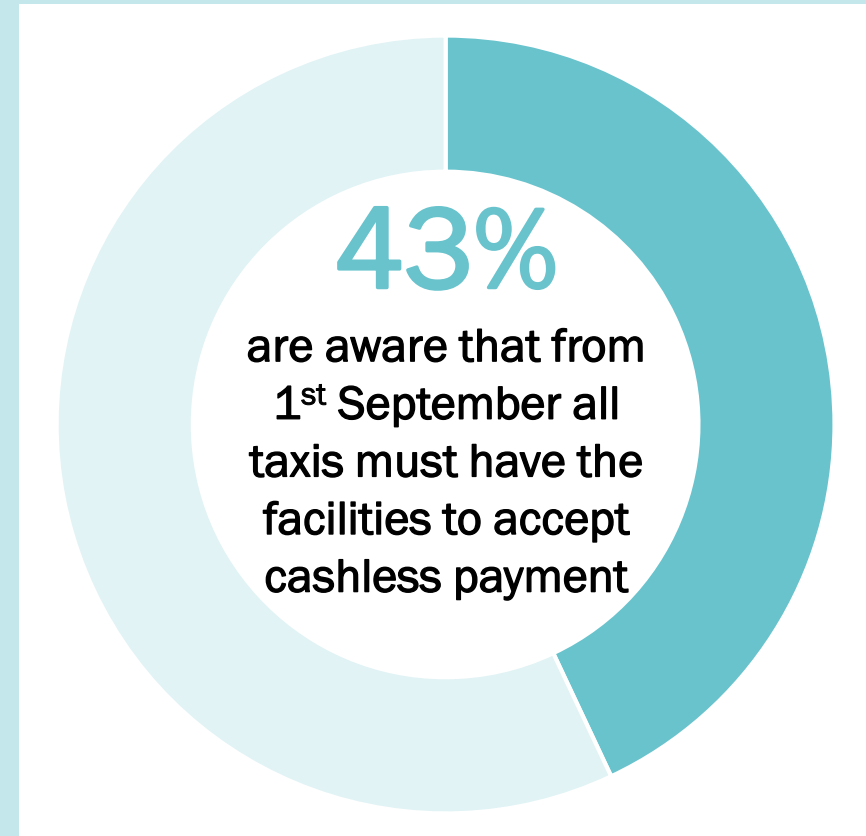
Reason for refusal of credit/debit card payment

(Base: All were refused card payment since 1st September 2022 - 127)



Cashless payment regulation

57% were unaware that taxis are required to have facilities to accept cashless payments, without exception.





5. Key Findings

Key findings

Taxi usage

- We see an increase in current usage of taxis to 86% (+13%pts vs Oct '22) in this survey. All report to have used a taxi in past 12. In Oct 22, 79% report to have used a taxi at least once earlier in the yr.
- The most cited reasons for last taxi trip remains for socialising/recreational use or drinking alcohol.
- Usage 'in the last month' has increased +12%pts to 45% from the last survey.
- Usage has now overtaken pre-Covid usage levels with a +7%pts increase in fortnightly usage vs when asked about pre-Covid usage in the Oct 21 survey.

Hackney & limousine

- 38% have ever used a hackney with 22% having ever used a limousine.
- **Hackneys:** of those who have used a hackney 81% ordered it by phone, 49% agreed the fare beforehand, 19% were provided with written confirmation of the agreed fare before the journey and 30% were provided with a receipt.
- **Limousines:** 81% ordered it by phone, 90% agreed the fare beforehand, 58% were provided with written confirmation of the agreed fare before the journey and 64% were provided with a receipt.

WAT experience

- Traditional dispatch followed by booking app are reported as the most successful methods of hiring a WAT.
- 46% of WAT users find it difficult to get a WAT on-street, with 52% finding it difficult to get one by phone/app.
- Under half of WAT users are aware there are fines in place for refusal to carry a passenger in a wheelchair and/or increased fee for refusal to carry a guide or assistance dog.
- Availability of the appropriate vehicle is the key issue faced by this cohort when using taxis.

Key Usage Trends

- Speed and convenience are the key reasons to use a taxi over other forms of transport. Convenience slightly increasing from Oct '22 (+4pts).
- Currently most consumers don't use a taxi to connect to other forms of transport.
- Ordering a taxi by phone is most common at 40% (32% among those who have used a taxi in the last two weeks) followed by app at 27% (35% among those who have used a taxi in the last two weeks).
- Most last occasion journeys are most likely to have had 2-3 passengers at a distance of between 6-10kms.
- Most recent trip is most likely to have been on Saturday, followed by Friday.
- 52% order a taxi at an agreed time with 48% ordering a taxi to arrive immediately – higher in Dublin (56%).
- 81% found it easy to get a taxi, 40% finding it very easy (+5%pts).
- Three in four pick the first vehicle in the queue. 91% state the last taxi they travelled in was in at least fairly good condition.

Electric vehicles

- 45% claim they would recognise an electric taxi and 23% have ever taken a journey in an electric taxi.
- Just under one in four state they would choose an electric vehicle before petrol/diesel and 38% would select “eco friendly” as their preferred option when booking.

Key findings

Taxi fares & user awareness

- 18% have received a discount in the last year with rounding down the most common discount received.
- A taxi is recognised by the roof sign (78%), driver ID on display (72%) and taxi branding on the passenger door (63%).
- 27% have heard of the TFI Driver Check App and of these, 25% have used the App, in line with the last wave.
- 65% aren't aware the NTA has a complaints process in place for investigating consumer complaints.
- Just under three in four agree taxis generally provide a good service (+4%pts). Slight decrease (-4%pts) in agreement that *after a night out, I feel safer travelling home by taxi*.
- 94% feel safe when hailing a taxi on street and 93% while waiting at the rank for a taxi.

Payment methods

- Half state their preferred method of payment is cash with 28% stating credit/debit card payments.
- Of those who use card to pay 13% have been surcharged when paying via card.
- Since this cashless payment requirement has been in place, 13% have been refused payment by card with the key reason being that the taxi service provider only accepts cash.



Thank You



@behaviourandattitudes



Behaviour & Attitudes



@banda_ie

**Behaviour
& Attitudes**

Milltown House, Mount Saint Annes,
Milltown, Dublin 6, D06 Y822
+353 1 205 7500 | info@banda.ie
www.banda.ie

Delve Deeper