

# TAXI DRIVER RESEARCH National Survey

A photograph of a taxi driver from the passenger side, looking out the windshield at a heavy traffic jam at night. The driver's hands are on the steering wheel. The dashboard has a digital display and a smartphone mounted on it. The car's interior is dimly lit, and the exterior is illuminated by the red taillights of the cars ahead and some streetlights. The background shows a multi-lane highway with many cars stuck in traffic.

March 2024

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

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

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# 1. Introduction







## Introduction

This report details the findings of a representative survey of taxi drivers in Ireland.

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

This survey sets out to understand the current operating cost and working trends for taxi driver, with an additional focus on electric vehicle use.

# Objectives

The core objective of this survey was:

**To understand the current operating costs for taxi drivers in Ireland in terms of their vehicle, usage of third-party booking services and the working hours.**

This research aimed to understand:

- Other costs associated with operating a taxi
- Current working trends among taxi drivers
- Perceptions towards electric vehicles
- Experiences of those who drive an electric vehicle taxi



# Methodology:

## A representative survey of taxi drivers in Ireland



### Sample Size:

508 Taxi Drivers  
141 WAT Drivers  
51 Electric Vehicle Drivers



### Quota Controls:

Quota controls in place on region, split of taxi renters and owners, split of WAT owners and renters as well as electric vehicle taxi owners.

### Weights:

Corrective weighting on region, split of owners/renters, WAT owners and renters and those with electric vehicle taxi's was applied to ensure that we had a representative sample of drivers.



### Fieldwork Dates:

2024: 9<sup>th</sup> February – 11<sup>th</sup> March 2024



### CATI Interviewing:

Consistent with previous waves interviewing was undertaken by experienced Ipsos B&A Telephone Interviewers.



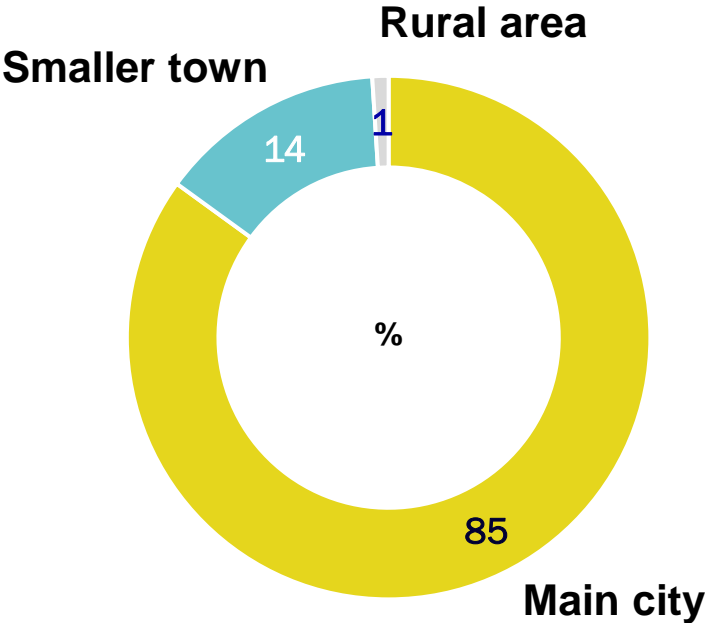
# 2. Profile of sample and vehicle





# 85% of drivers operate in a main city

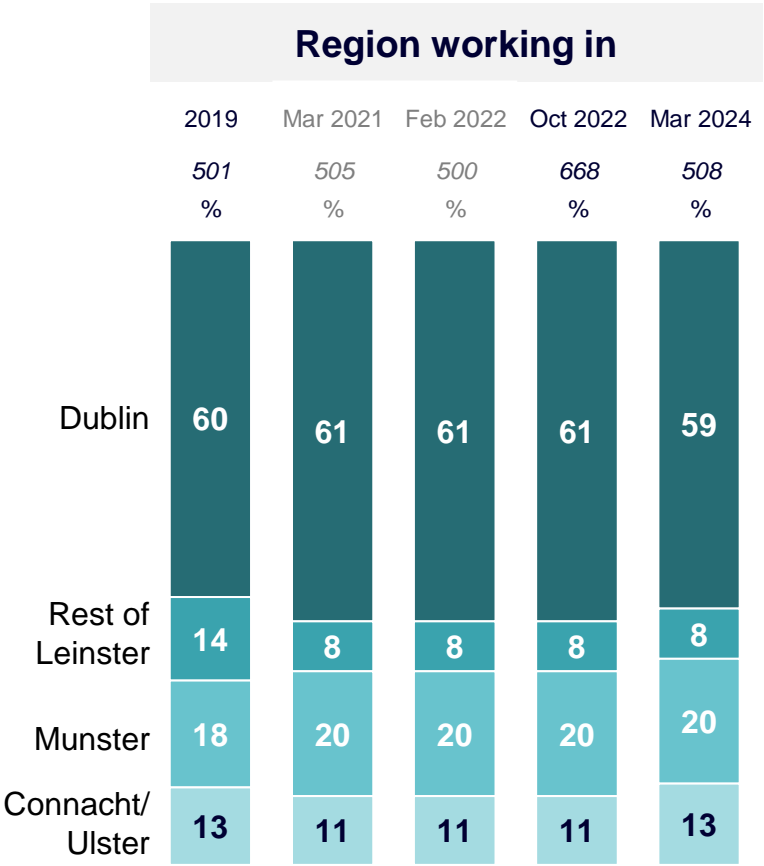
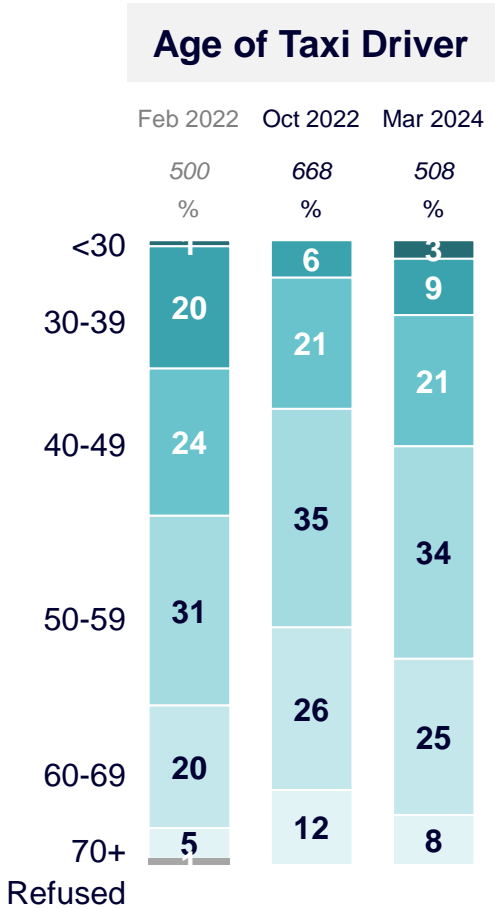
Base: 508 taxi drivers





# 67% of drivers are over 50 years old

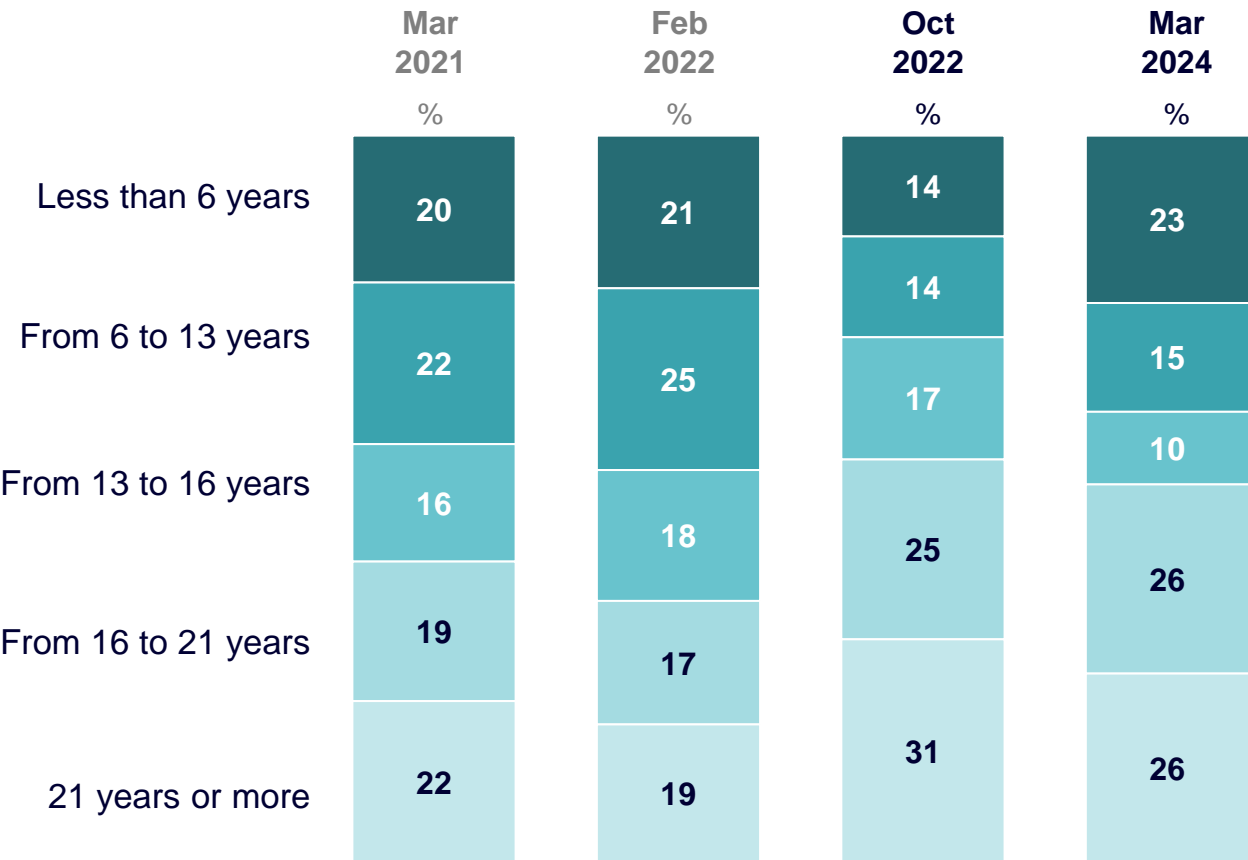
Base: 508 taxi drivers





# 15 years is the average length of tenure

Base: 508 taxi drivers

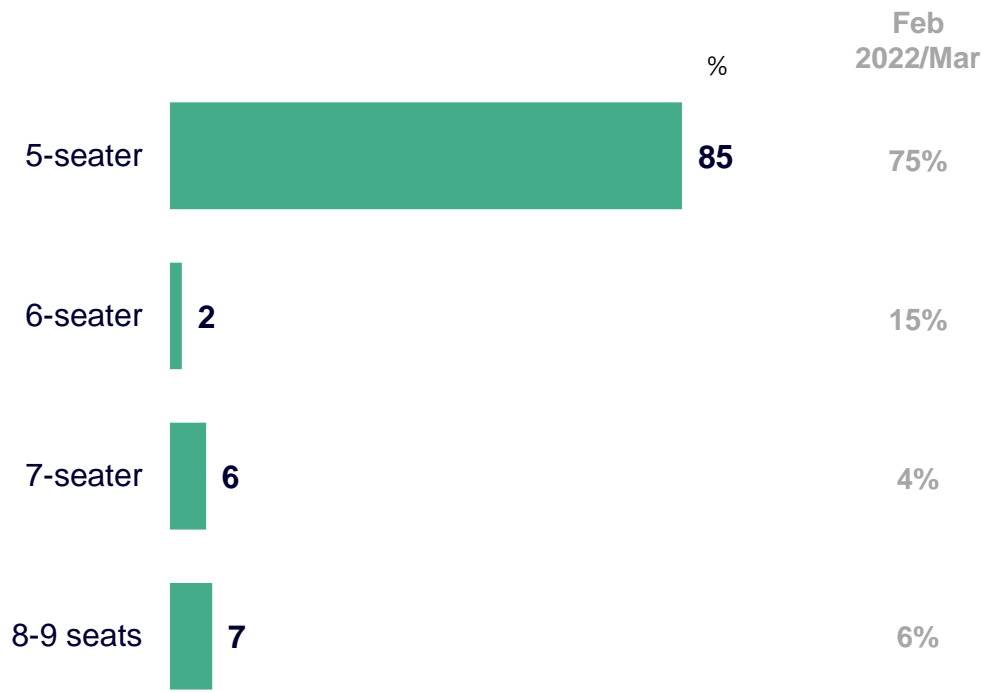






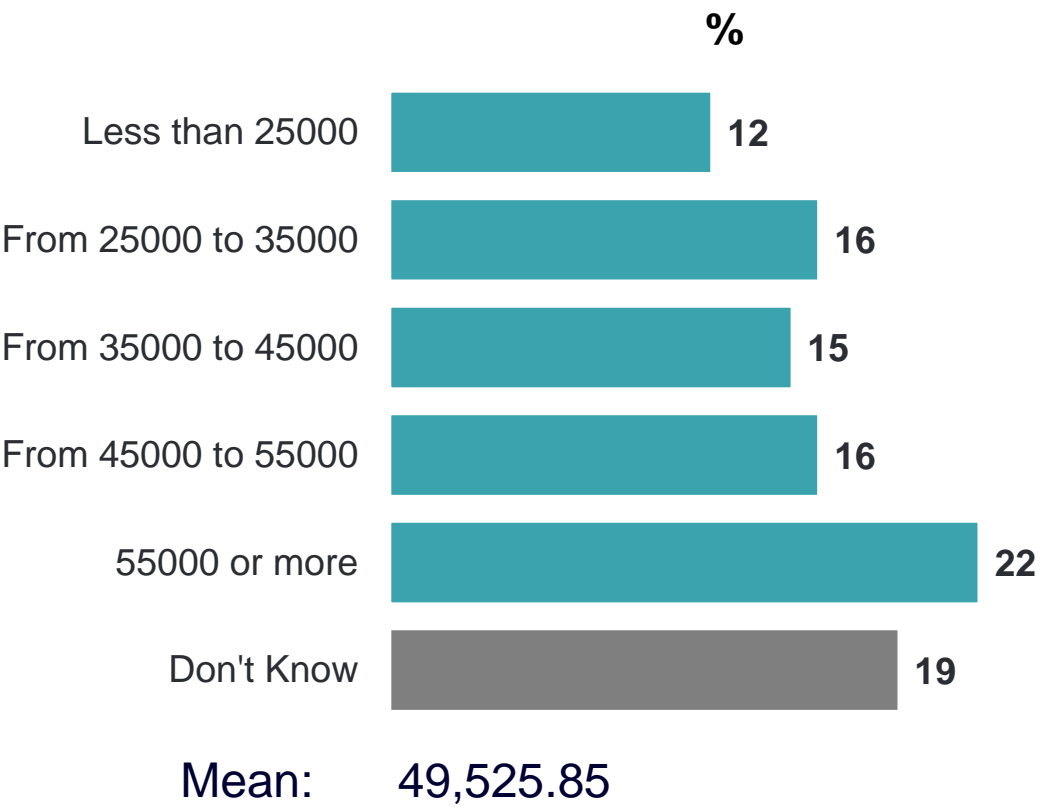
# Vehicle capacity: 85% drive a 5-seater vehicle

Base: 508 taxi drivers



# On average taxi drivers report they do 49,526 Kms a year

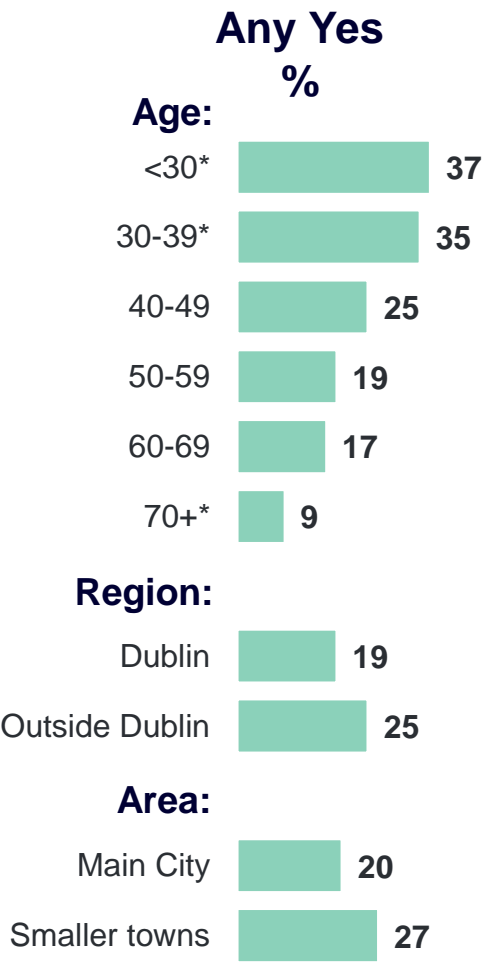
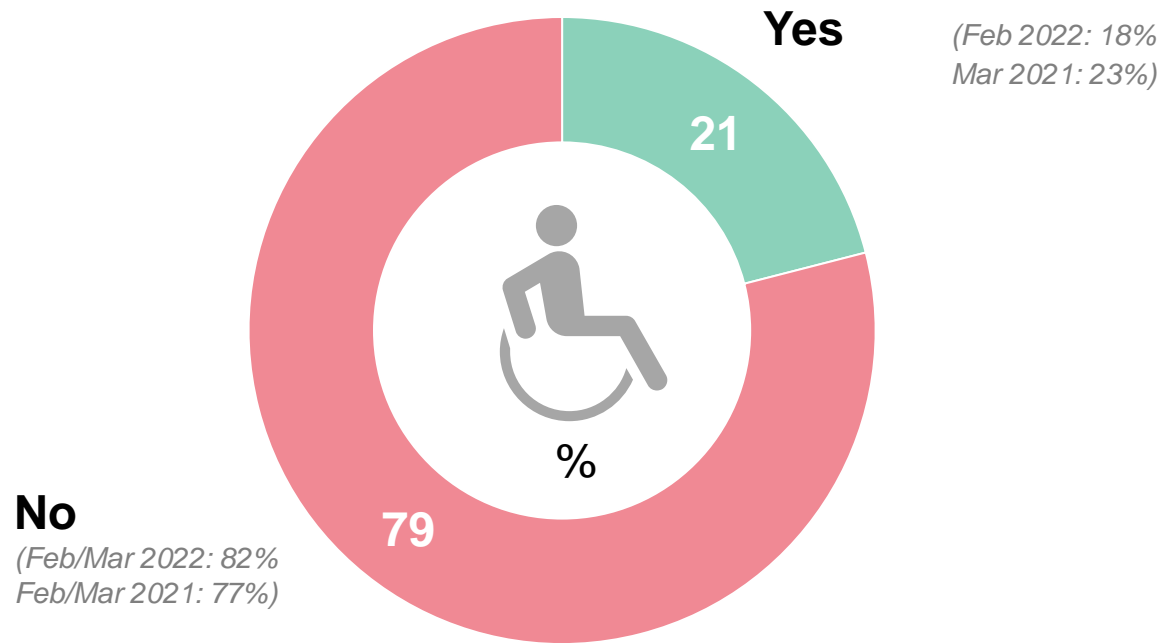
Base: 508 taxi drivers





# Just over two in ten drive Wheelchair Accessible vehicles

Base: 508 taxi drivers

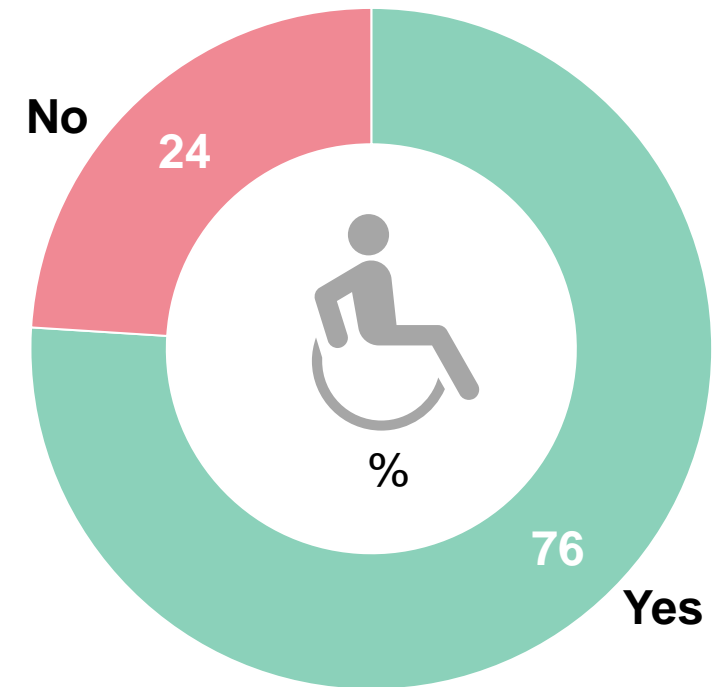


\*Caution low base



## Over three-quarters with Wheelchair Accessible vehicles have completed Disability Awareness training

Base: 141 drivers of a WAT





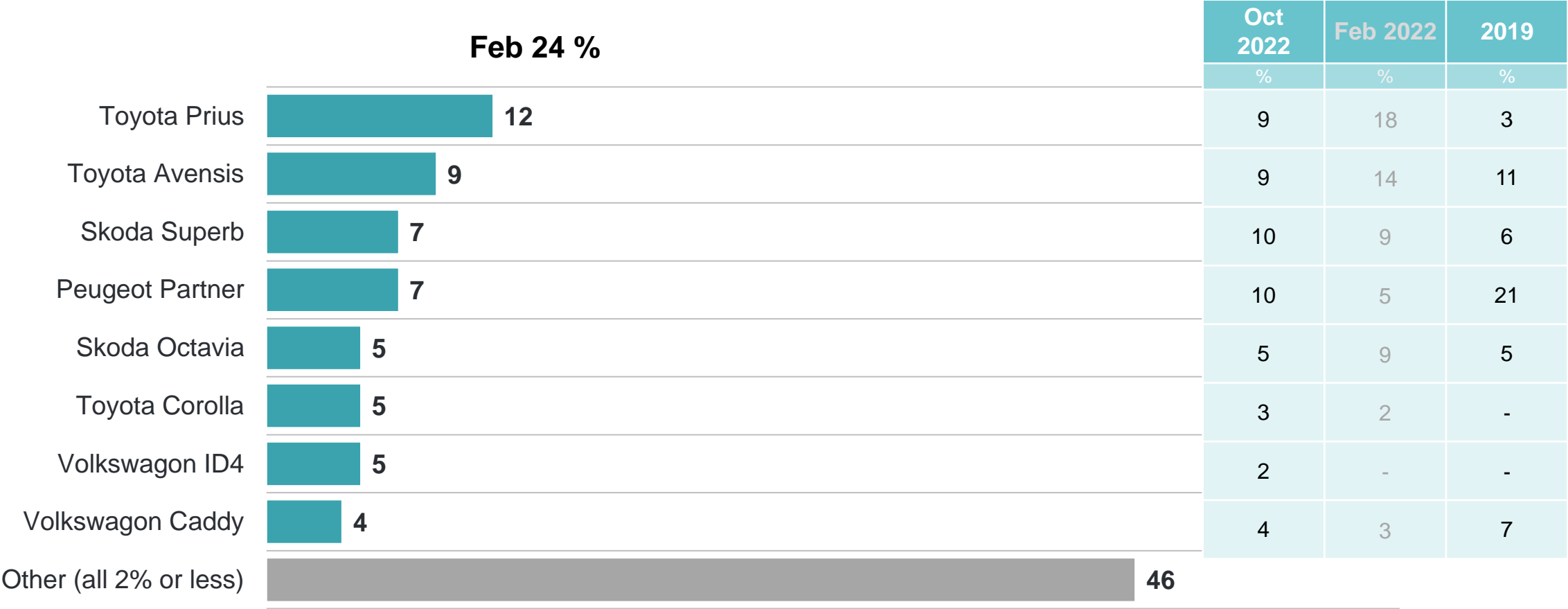


Taxi drivers who have  
Wheelchair Accessible  
vehicles report on average  
**19%** of their jobs relate to  
chair or mobility assistance

Base: 141 drivers of a WAT

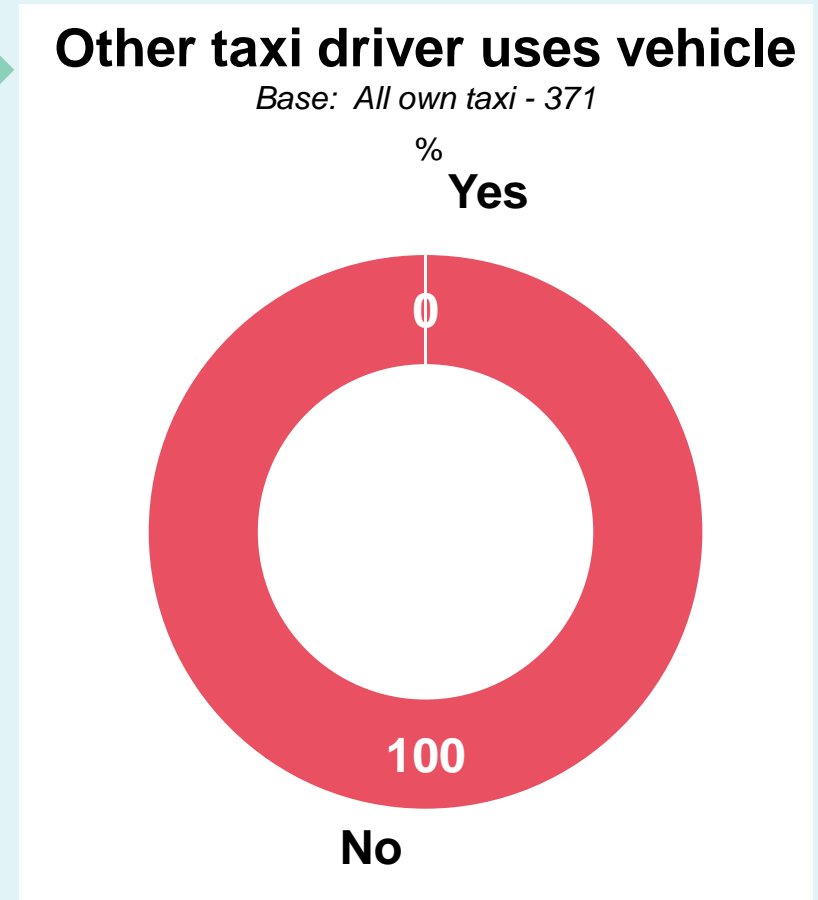
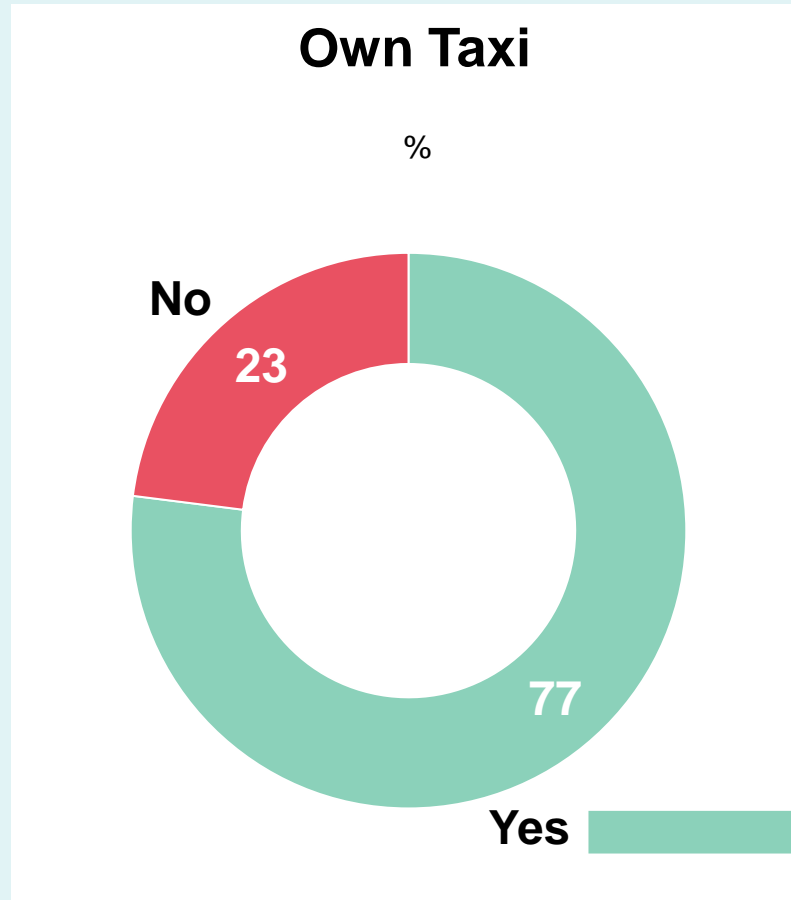
# Vehicle make/model results:

Base: 508 taxi drivers



# Taxi ownership and use:

Base: 508 taxi drivers



Over three in four drivers own their taxi. Of those who own their taxi, less than 1% have another driver using their vehicle.

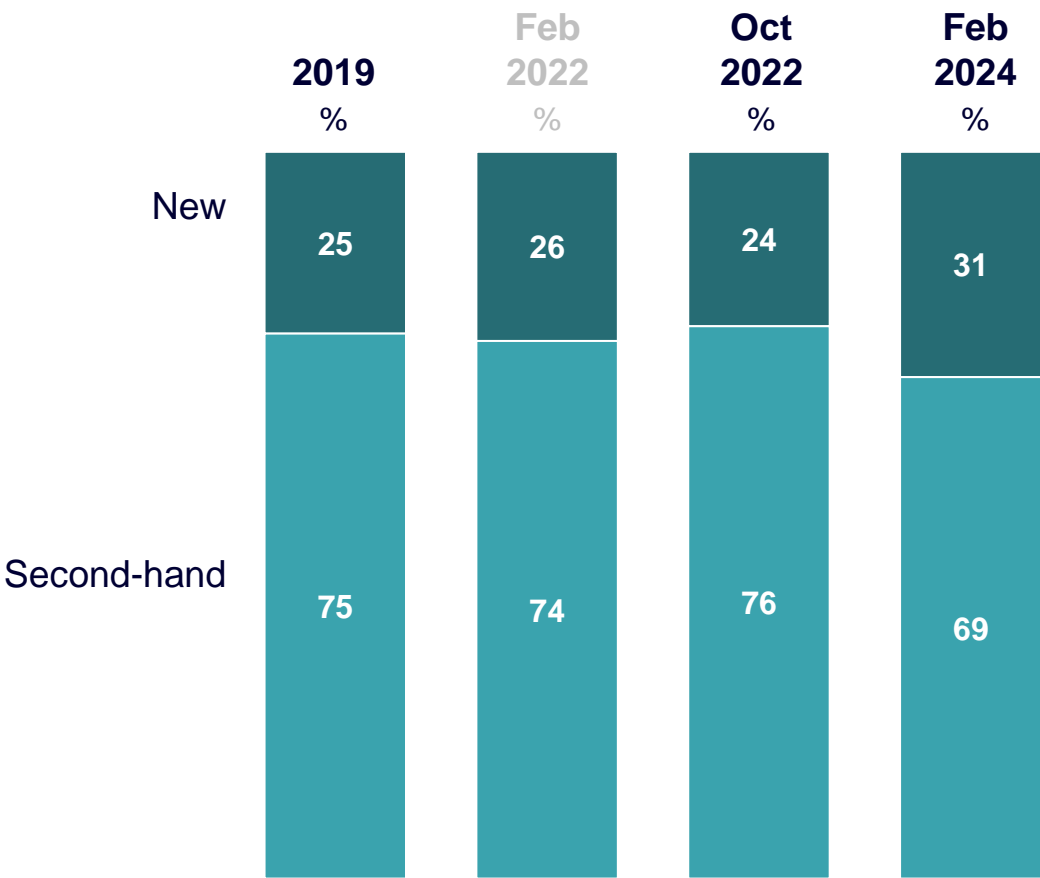
\*Caution low base





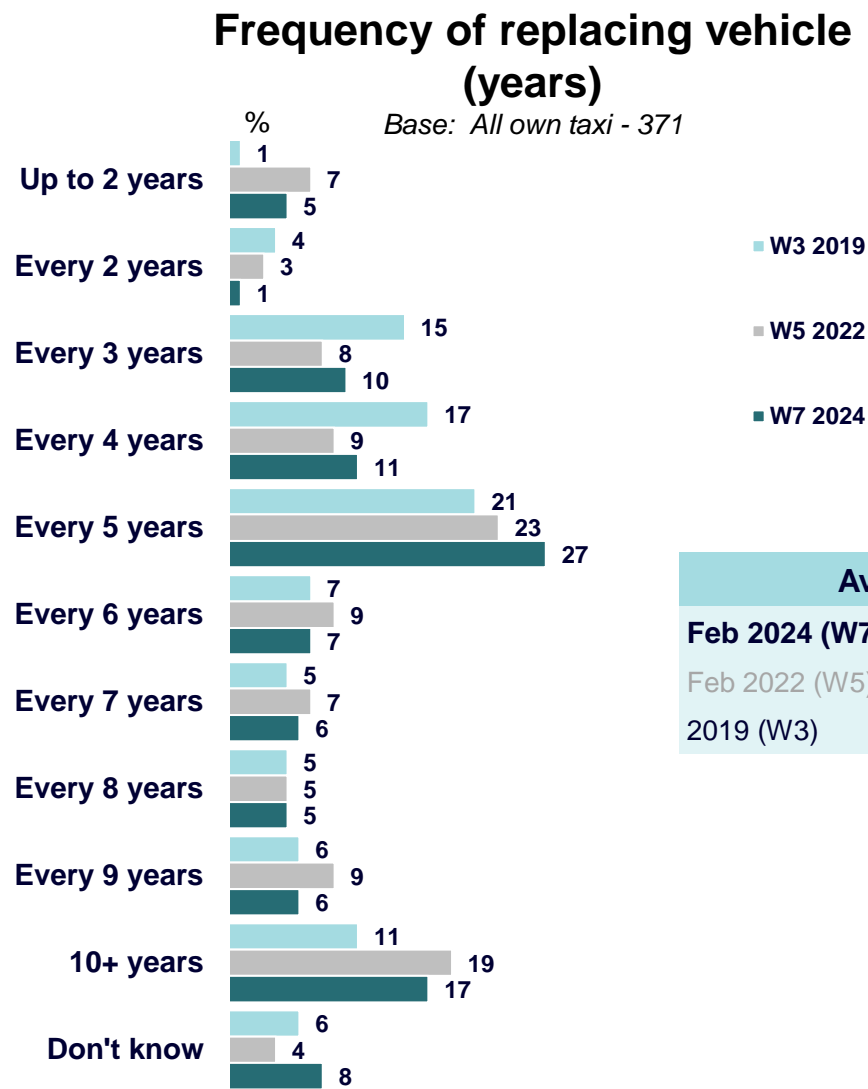
# 31% of drivers bought their vehicle new

Base: 371 taxi drivers with own vehicle

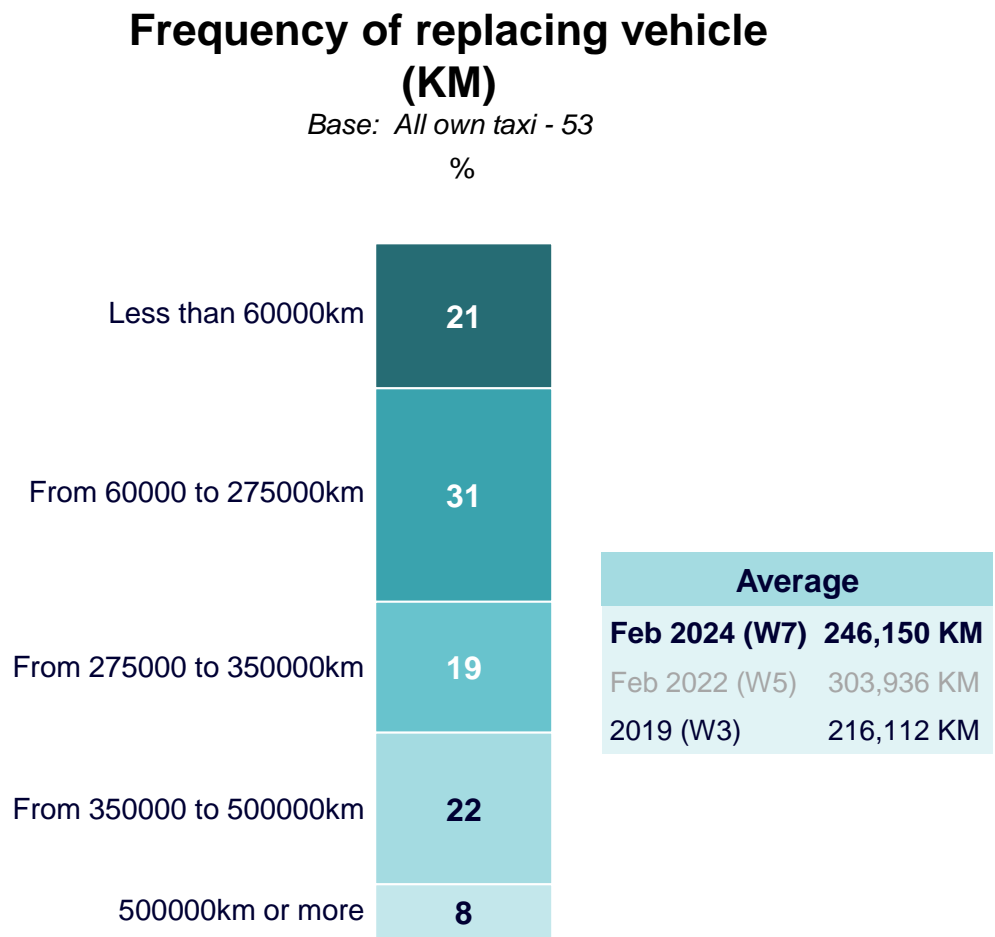


# On average drivers replace their vehicle after 6.25 years or after doing 246,150 KMs

Base: 371 taxi drivers with own vehicle



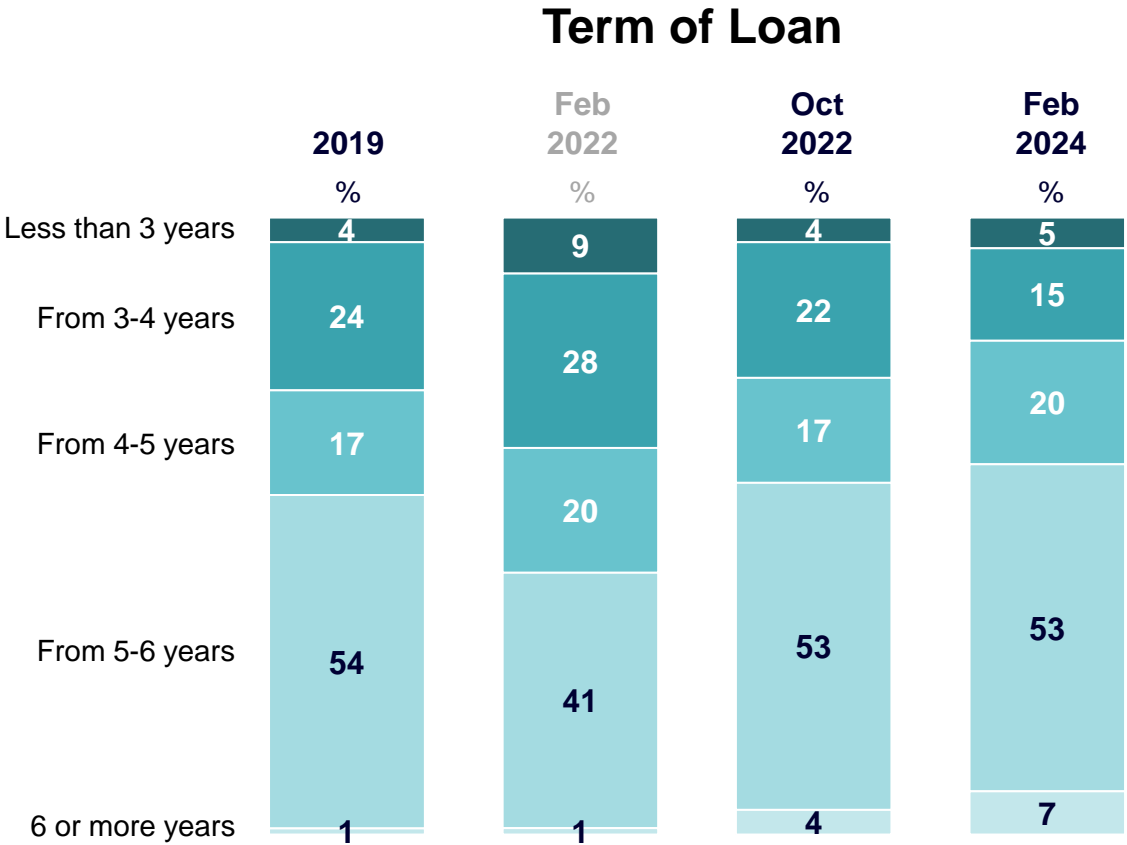
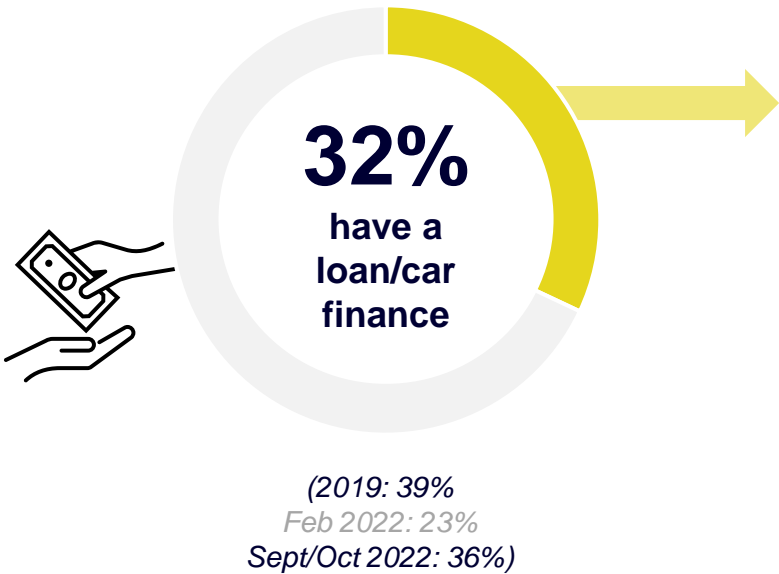
Average	
Feb 2024 (W7)	6.25 years
Feb 2022 (W5)	6.46 years
2019 (W3)	5.51 years



Average	
Feb 2024 (W7)	246,150 KM
Feb 2022 (W5)	303,936 KM
2019 (W3)	216,112 KM

# 53% of drivers with a car loan have a terms of 5-6 years

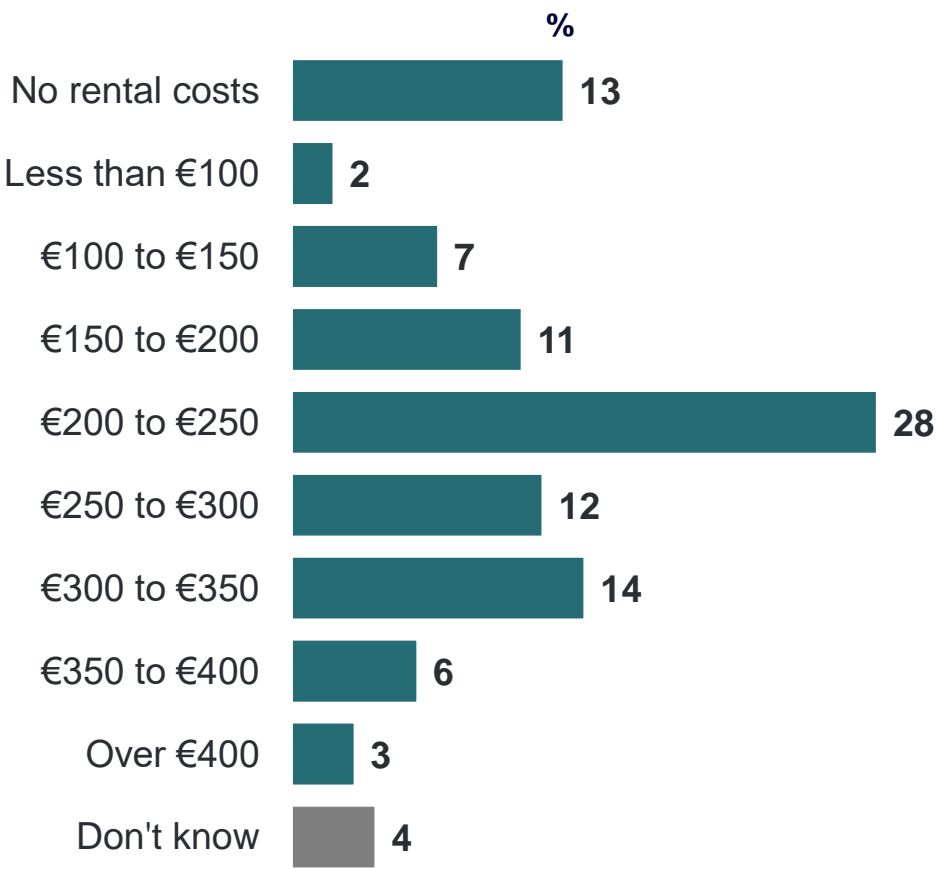
Base: 508 taxi drivers





# Of those who rent a taxi, 28% state the cost per week is between €200 and €250

Base: 137 taxi drivers who rent a taxi



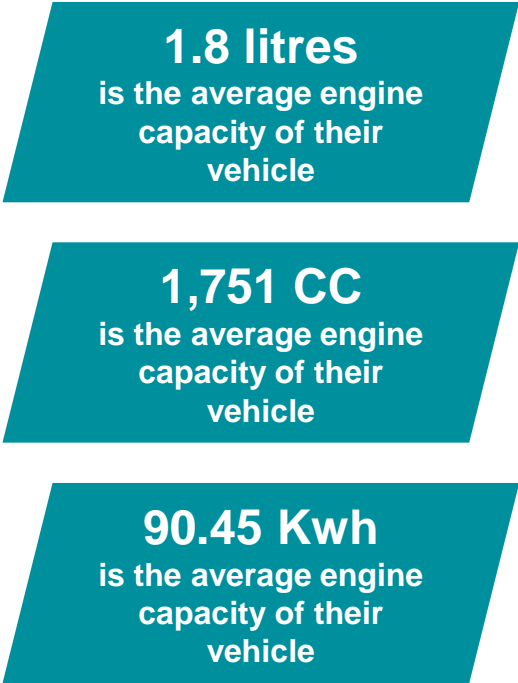
Oct 2022
%
7
0
10
56
14
0
14
0
0
-



# Shift from diesel and petrol to electric vehicles

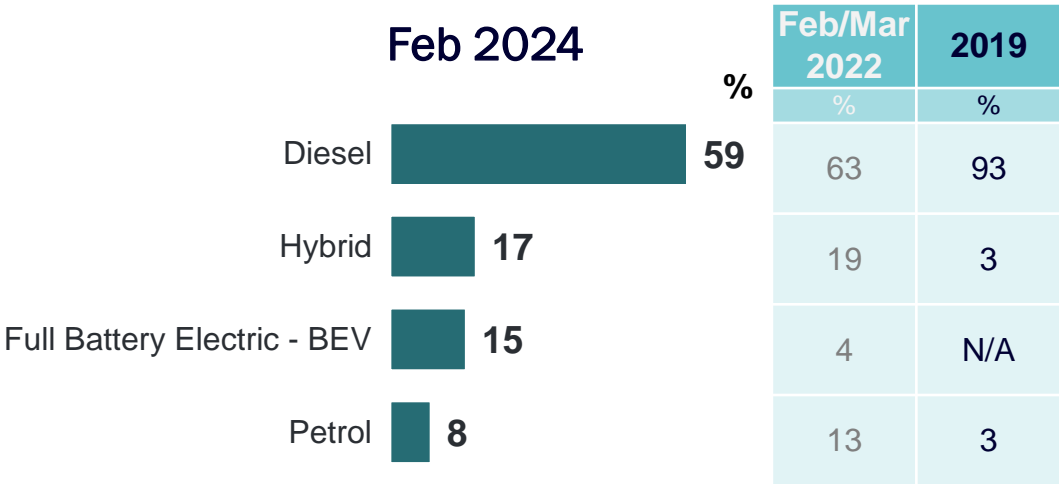
## Type of Engine capacity

Base: All own taxi - 508



## Type of Engine in Vehicle

Base: All own taxi - 508





# Weekly spend on vehicle fuel/electricity:

Base: all own taxi 508

	%
Less than €60	9
From €60 to €100	18
From €100 to €150	27
From €150 to €200	21
€200 or more	22
Don't Know	3

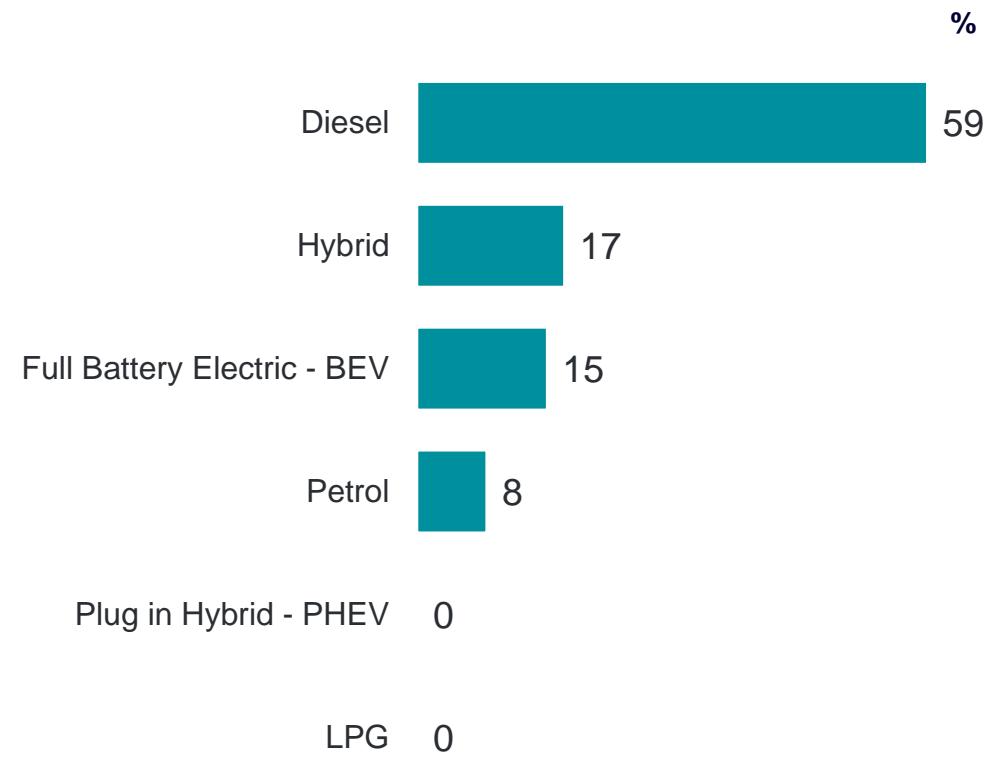
**Average Weekly Fuel Spend:**  
Feb 2024: €141.79  
Feb/Mar 2022: €137.78  
Jul 2019: €115.63

**Feb 2024 results by type of engine:**  
Diesel: €151.59  
\*Petrol: €137.69  
Hybrid: €135.84  
Full Battery Electric: €111.72



# Engine type:

Base: 508 taxi drivers



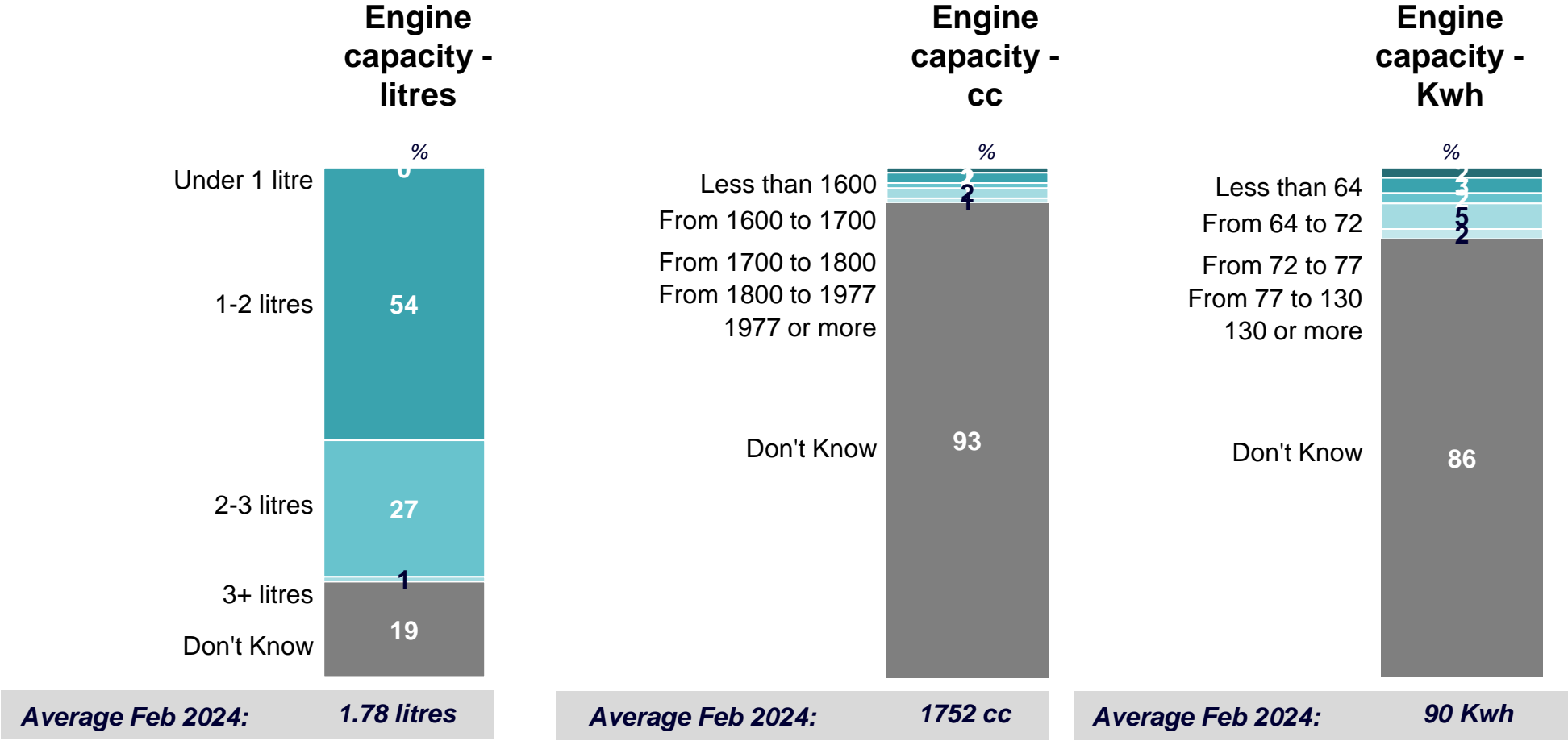
Age						Region		Area		WAT	
<30	30-39	40-49	50-59	60-69	70+	Dublin	Outside Dublin	Main City	Smaller towns	Taxi Owner	Renter
18*	47*	113	174	117	39*	321	187	428	73	140	346
%	%	%	%	%	%	%	%	%	%	%	%
37	49	58	63	61	64	52	71	58	67	99	56
34	35	19	12	12	21	20	13	18	10	-	25
6	3	16	18	21	-	16	13	15	15	1	7
23	13	5	7	6	15	11	3	8	7	-	12
-	-	2	-	-	-	1	-	0	-	-	1
-	-	-	0	-	-	-	0	-	1	-	0

Higher prevalence of diesel taxi’s outside of Dublin and among owners. 30–39-year-olds are more likely than average to be driving a hybrid vehicle.

\*caution low base

# Engine Capacity:

Base: 508 taxi drivers



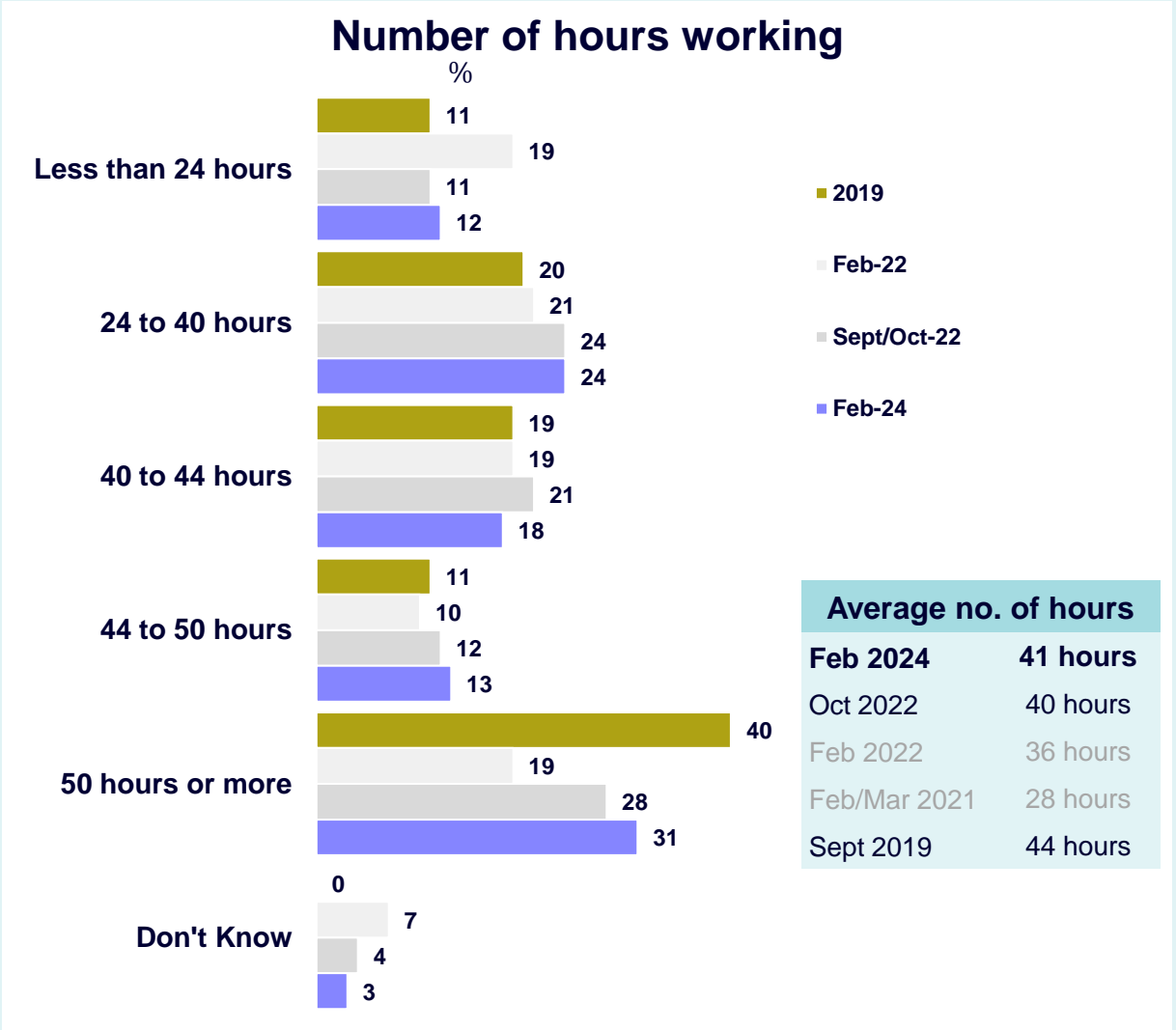
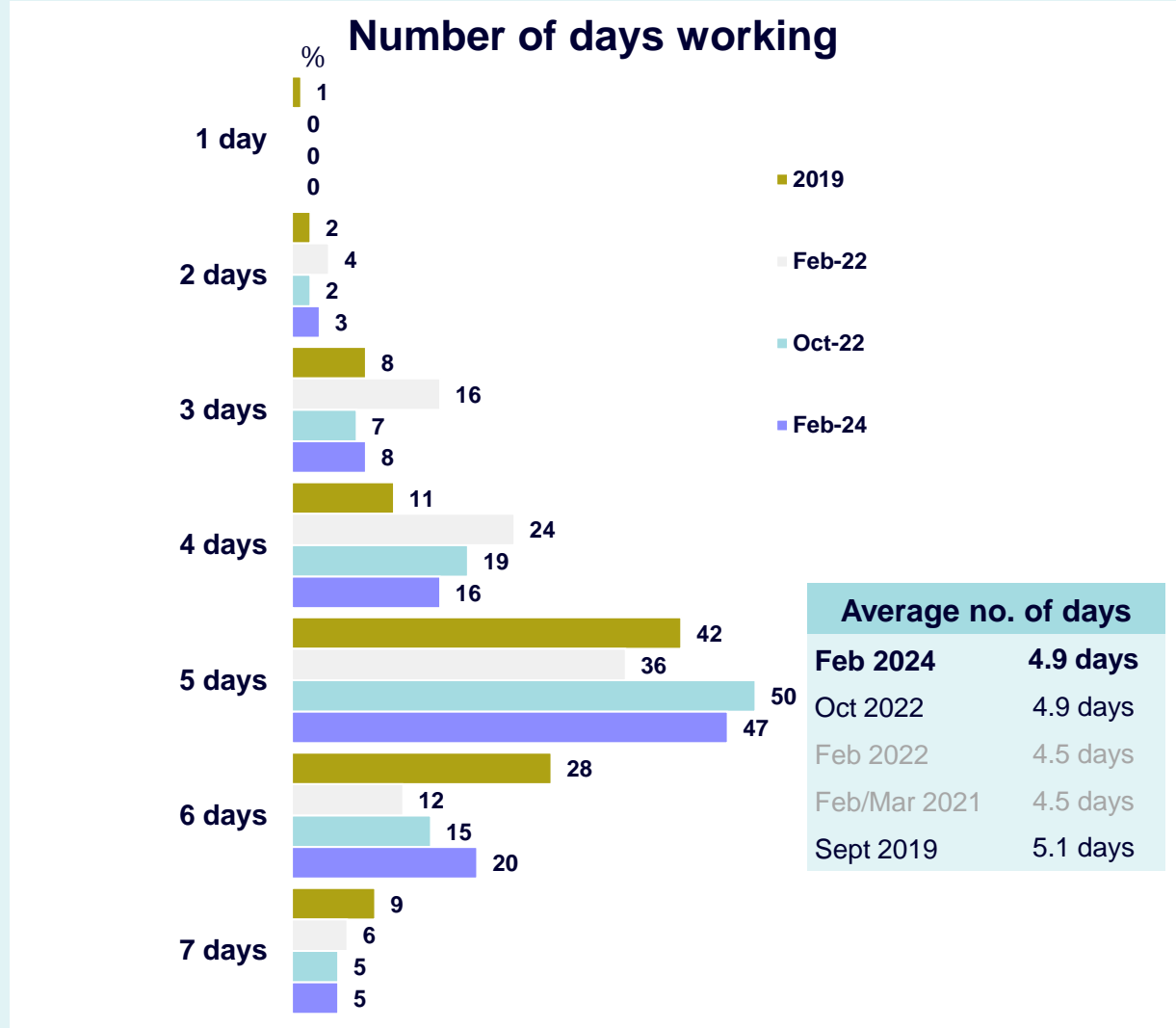
# **3. Current working trends**

A man with a beard, wearing a green checkered shirt, is driving a car. He is smiling and looking towards the right. He is wearing a black seatbelt. The background is blurred, showing the interior of the car and the road ahead.



# Number of days worked a week

Base: 508 working taxi drivers



# Number of days worked a week

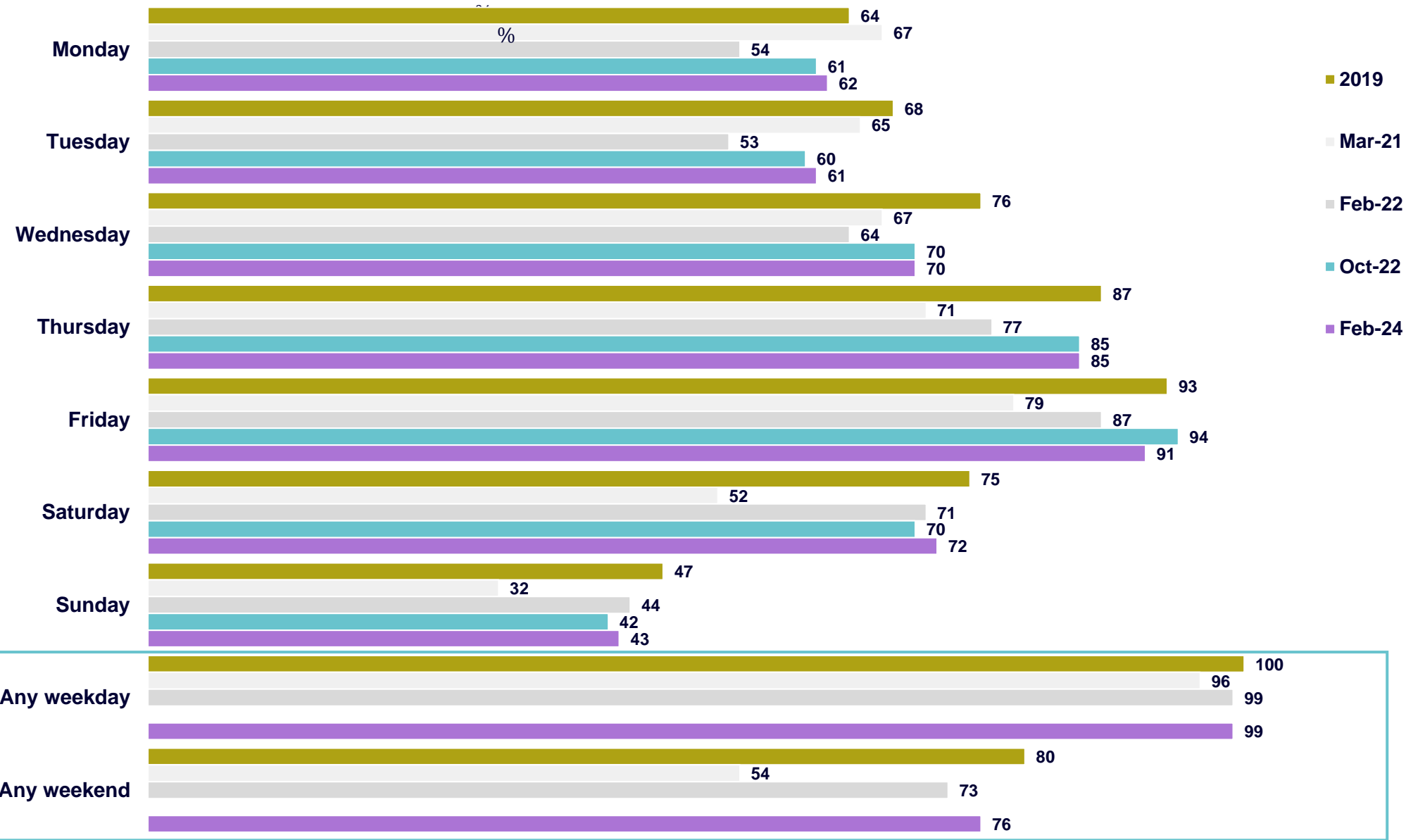
Base: 508 working taxi drivers

		Region					
		Dublin	Outside Dublin				
		321	187				
		%	%	Jul 2019	Feb '21	Feb '22	Oct '22
		%	%	%	%	%	%
1 Day	0	-	-	1	1	0	0
2 Days	0	-	-	2	11	4	2
3 Days	3	3	4	8	12	16	7
4 Days	8	8	9	11	14	24	19
5 Days	16	16	16	42	37	36	50
6 Days	47	47	47	28	10	12	15
7 Days	20	22	17	9	8	6	5
Average number of days		4.89	4.81	4.86			

47% of drivers state they work 6 days a week.

# Days typically work:

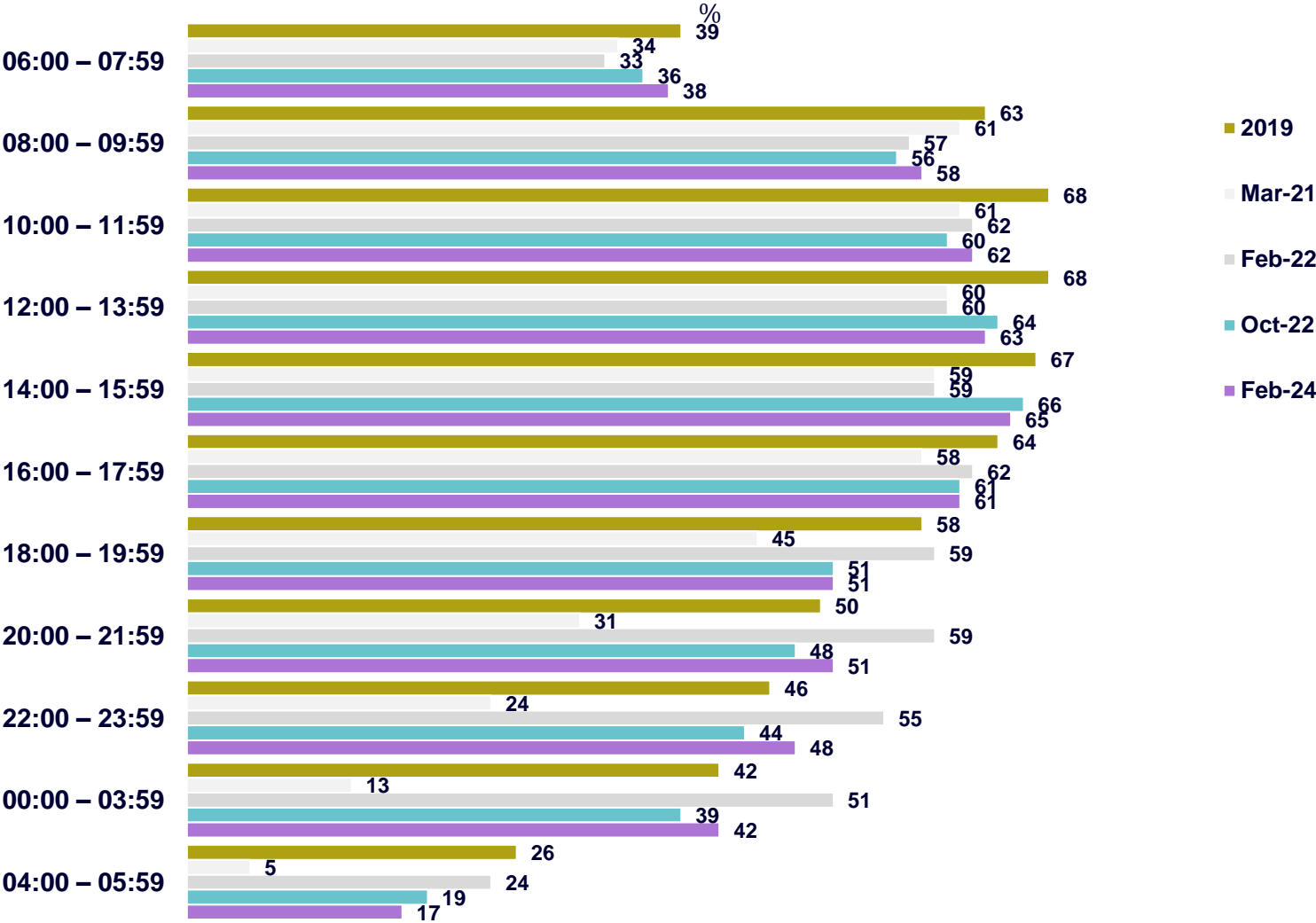
Base: 508 taxi drivers





# Hours typically worked

Base: 508 working taxi drivers

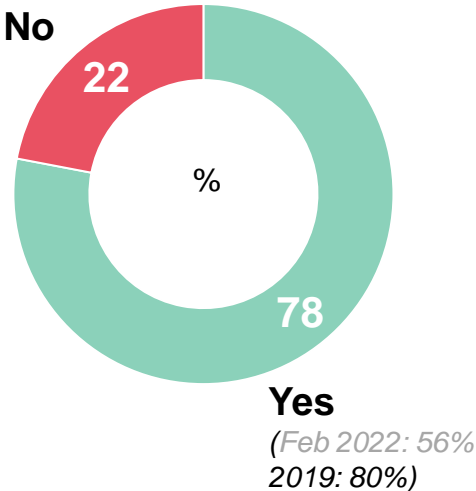


Total	Region	
	Dublin	Outside Dublin
508	321	187
%	%	%
38	38	38
58	56	60
62	61	63
63	64	63
65	65	65
61	61	62
51	51	51
51	51	51
48	46	50
42	39	46
17	19	15

# Nighttime working

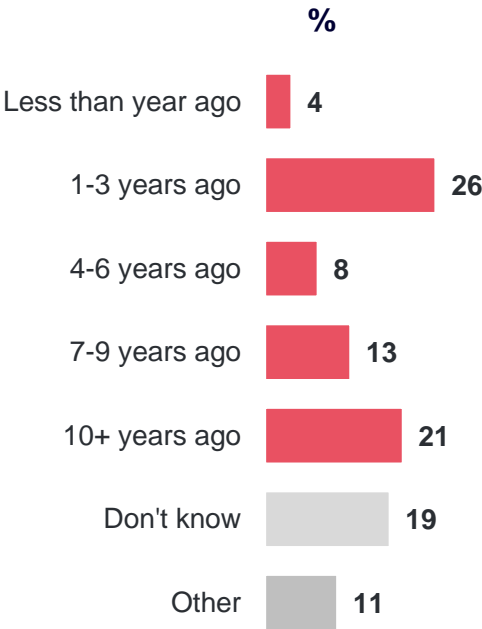
Base: All Taxi Drivers do not work 12pm to 5.59am - 264

## Ever Worked Nights



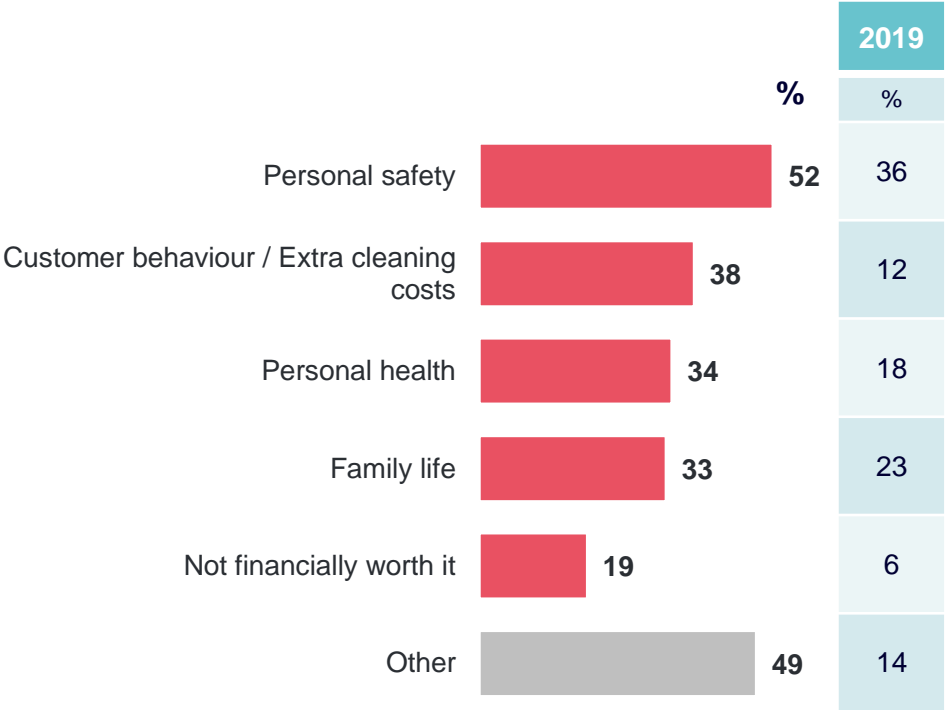
## When stopped working nights

(Base: All who ever worked nights – 198)



## Reasons for stopping working nights

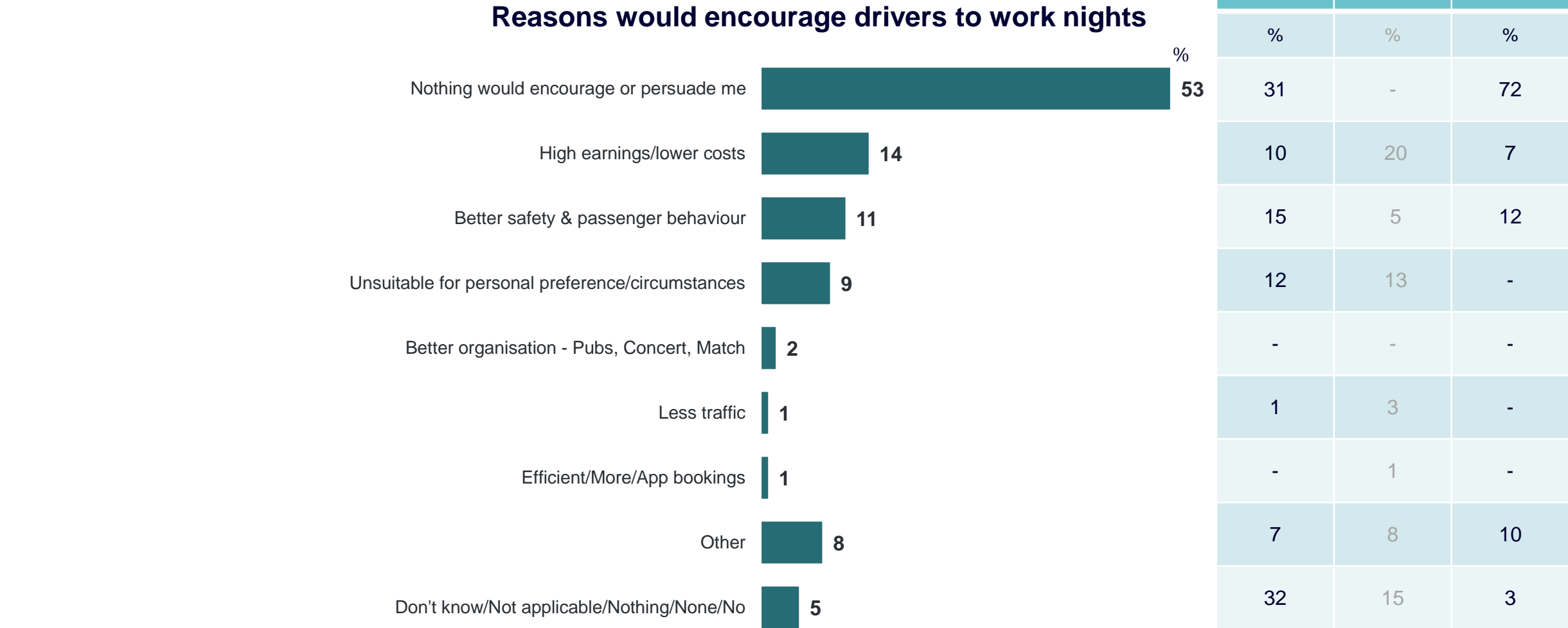
(Base: All who ever worked nights – 264)



Of the drivers who used to work nights and no longer do, just over one in four state they stopped 1-3 years ago. The key reason for stopping working nights is *personal safety* (52%).

# What would encourage drivers to work nights?

Base: All Taxi Drivers do not work 12pm to 5.59am - 264



Over half of drivers who no longer work nights state *nothing* would encourage them to work nights



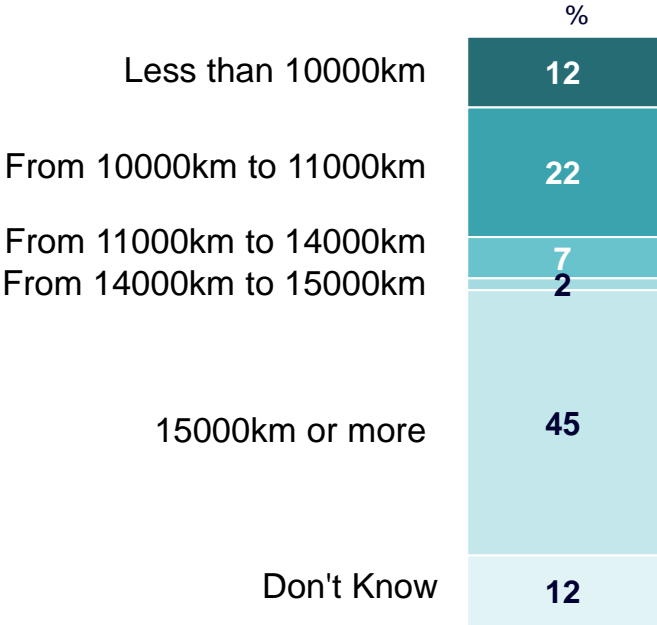
# 4. Other costs



# On average drivers service their vehicles after 15,133 Kms at an average cost of €269

Base: 371 taxi drivers with own vehicle

## Frequency of getting vehicle fully serviced



**Average frequency Feb 2024:** 15,133km

Average frequency Feb/Mar 2022: 13,479km

Average frequency Jul 2019: 14,600km

## Cost of full service



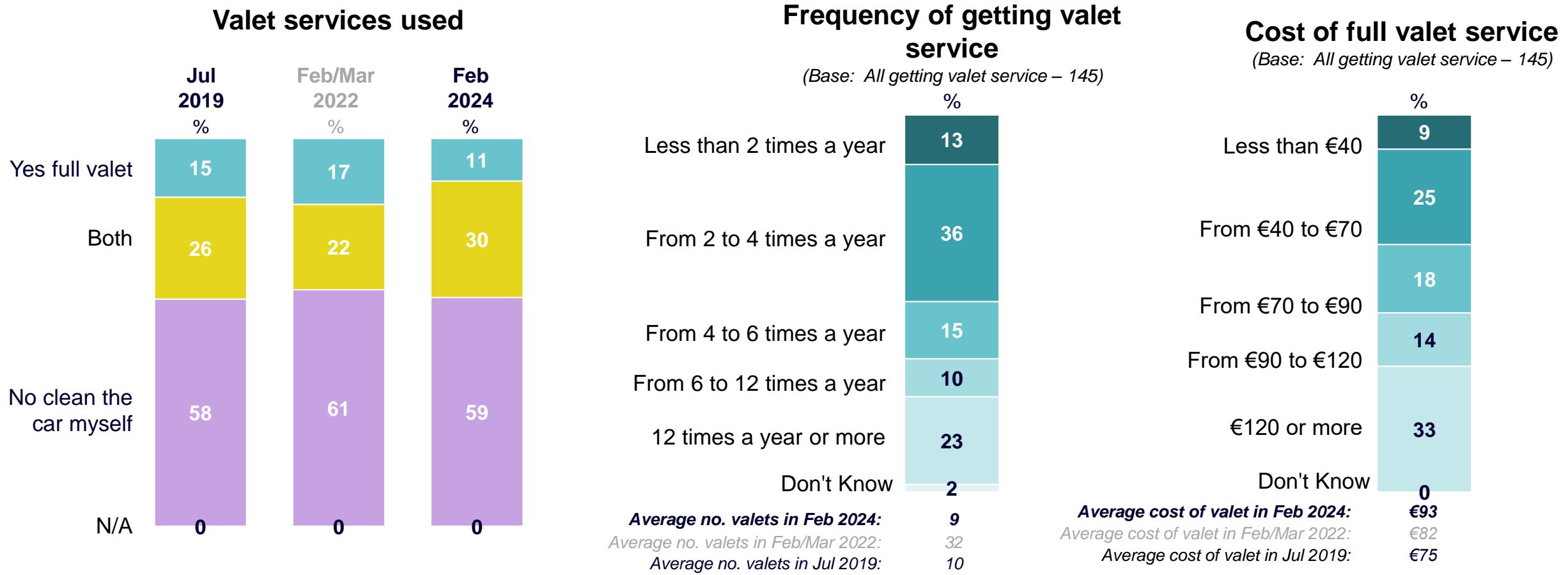
**Average cost Feb 2024:** €269.05

Average cost Feb/Mar 2022: €210.60

Average cost Jul 2019: €227.00

# 41% of drivers do a full valet service of their vehicle, on average 9 times a year at an average cost of €93

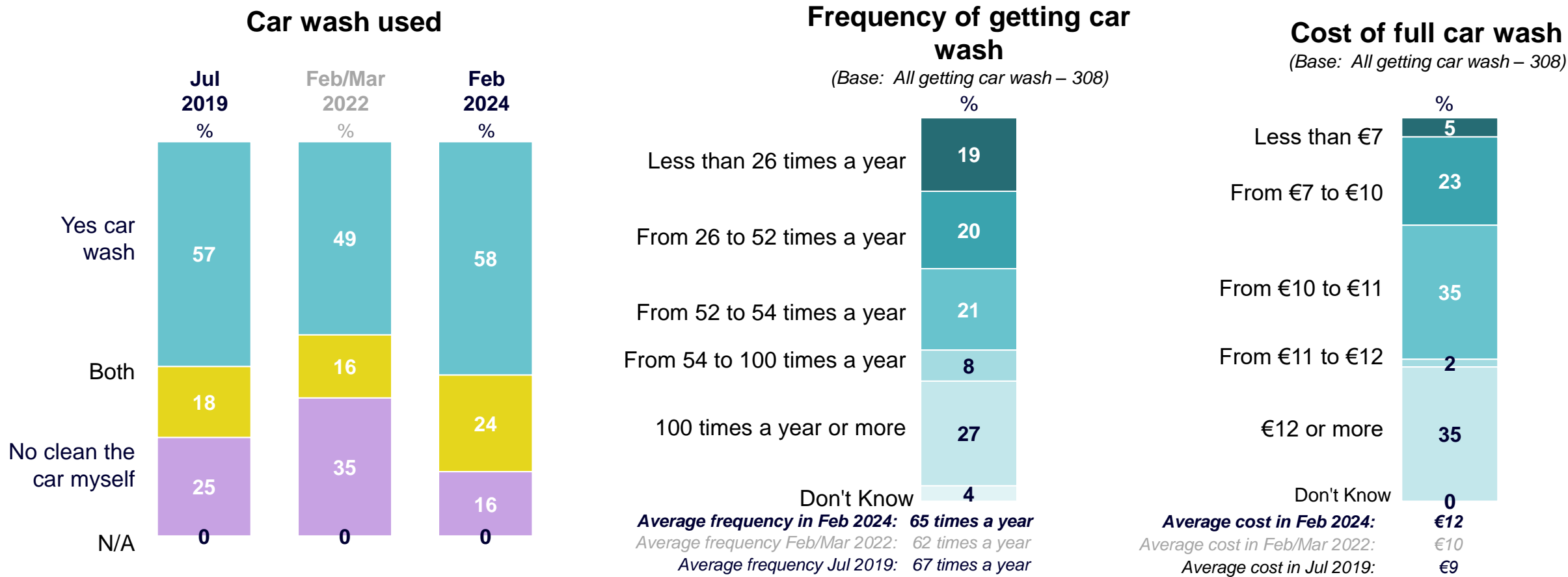
Base: 371 taxi drivers with own vehicle





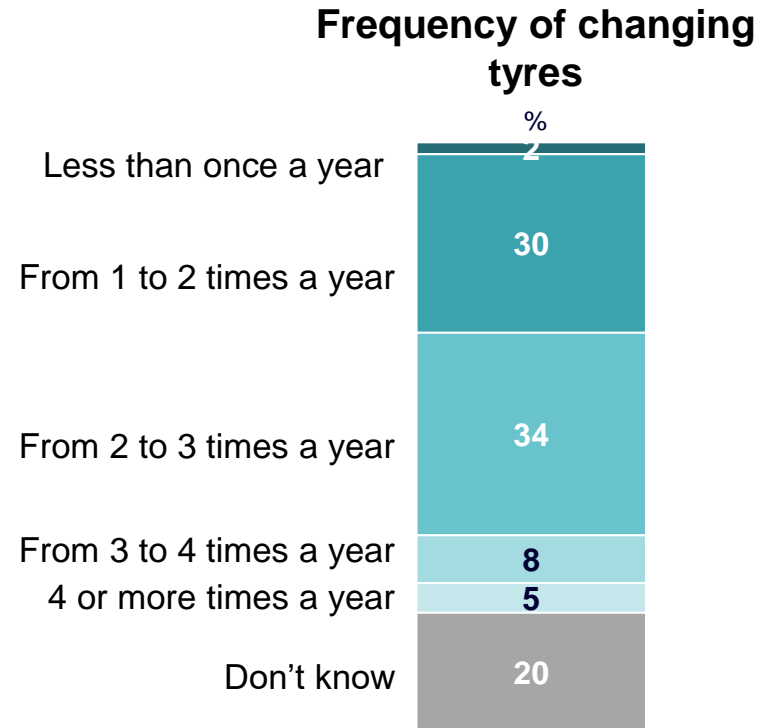
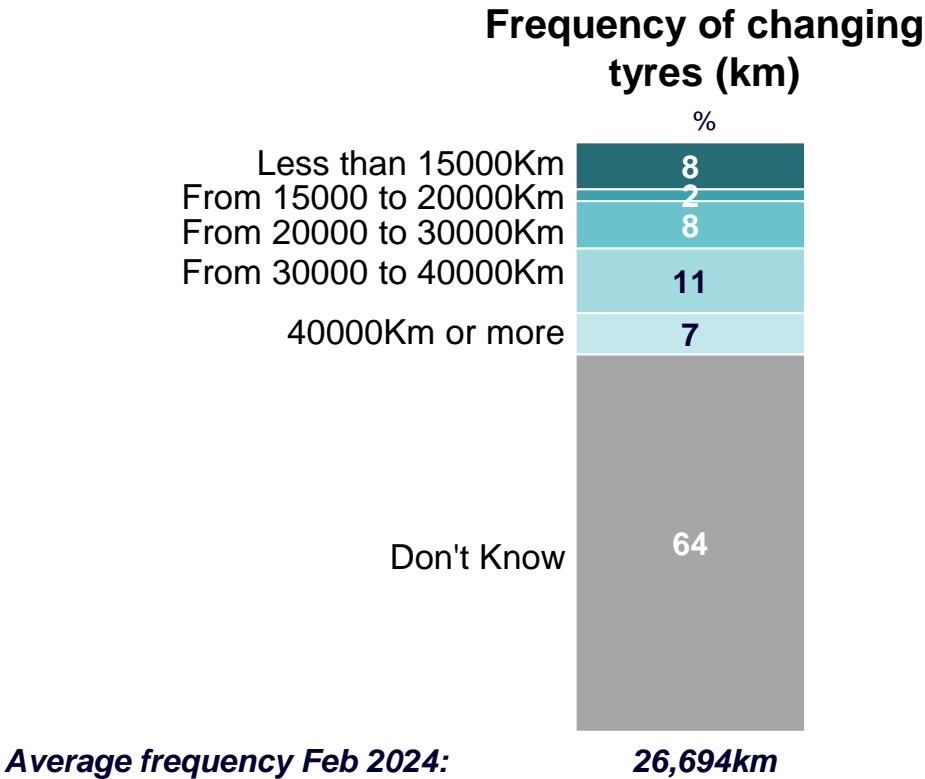
# Just over four in five drivers get their vehicle washed at a car wash. On average drivers get their car washed 65 times years at an average cost of €12

Base: 371 taxi drivers with own vehicle



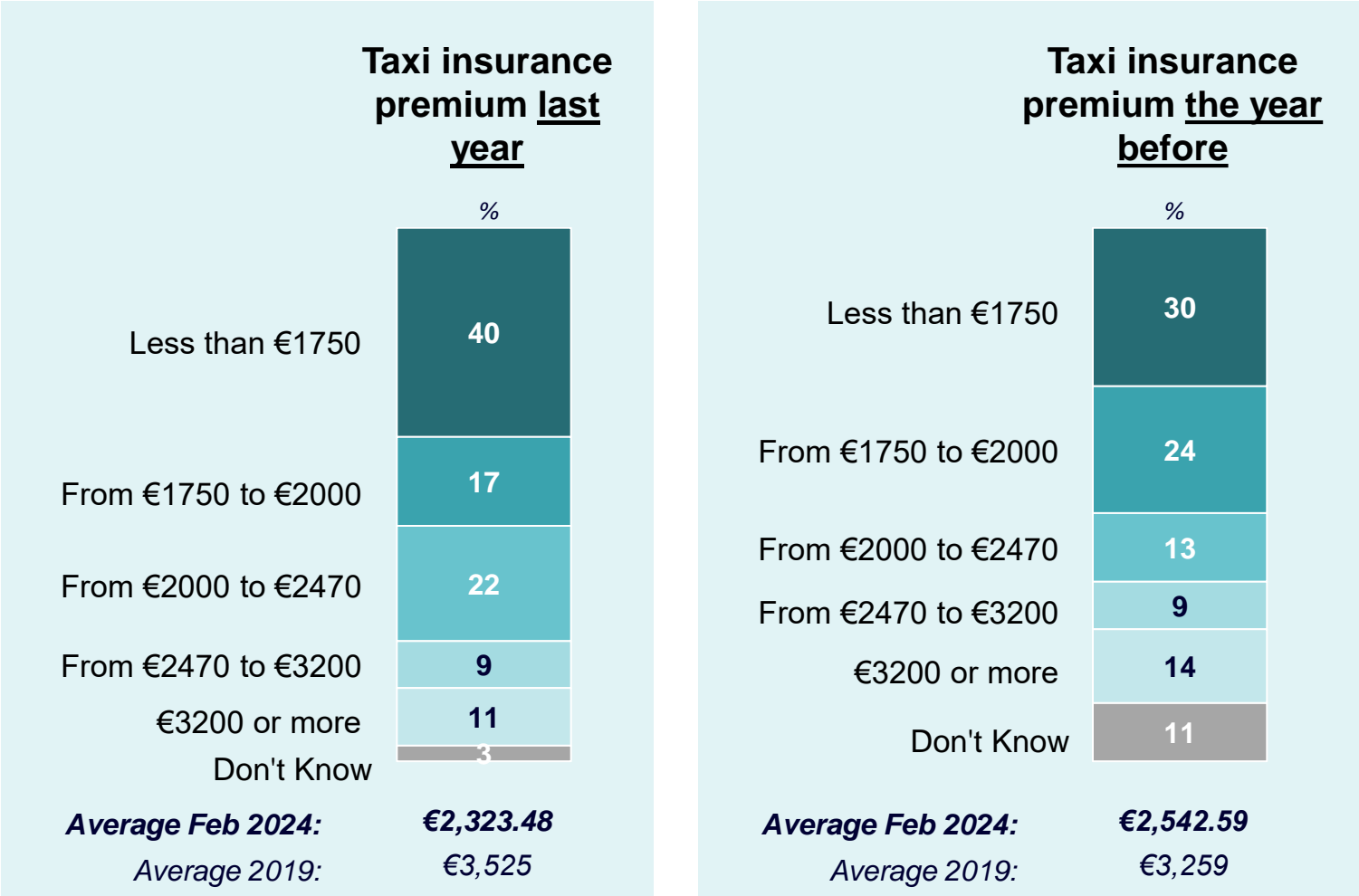
# 64% of drivers state they change their tyres between 1 and 3 times a year

Base: 371 taxi drivers with own vehicle



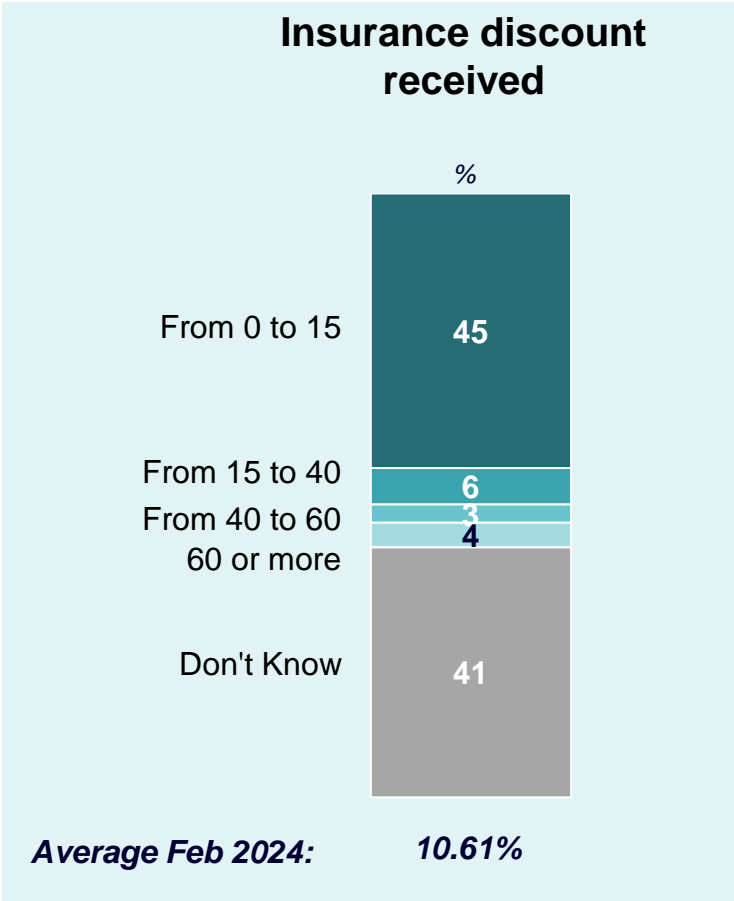
# The average cost of taxi insurance last year was €2,323.48, €219.11 less than the year before

Base: 508 taxi drivers



# The average discount on insurance received was 10.61%

Base: 508 taxi drivers





# Taxi insurance by length of tenure

Base: 508 taxi drivers

Taxi insurance premium last year

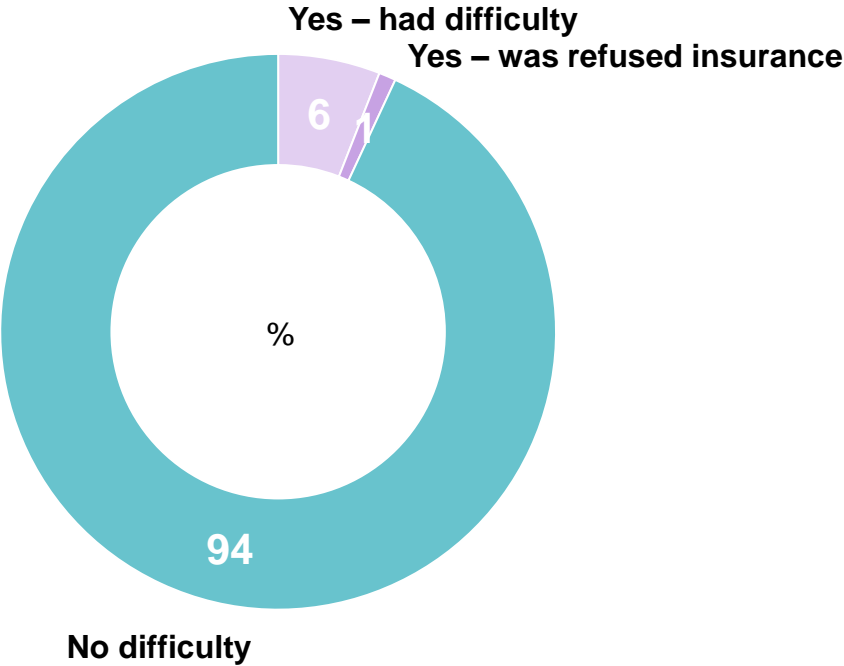
	Total	Years operating as a taxi driver		
		Less than 10	10-15	15+
Base	371	66	83	240
	%	%	%	%
Less than 1,750	40	13	32	49
From 1,750 to 2,000	17	7	18	18
From 2,001 to 2,470	22	16	34	21
From 2,471 to 3,200	9	31	5	4
3,201 or more	11	29	10	6
Don't know	3	4	1	3
Mean	2,323.48	2,950.10	2,030.46	2,218.13

Taxi insurance premium the year before

	Total	Years operating as a taxi driver		
		Less than 10	10-15	15+
Base	371	66	83	240
	%	%	%	%
Less than 1,750	30	4	20	39
From 1,750 to 2,000	24	6	29	28
From 2,001 to 2,470	13	3	17	13
From 2,471 to 3,200	9	11	14	7
3,201 or more	14	44	14	7
Don't know	11	32	5	6
Mean	2,542.59	4,344.02	2,542.96	2,303.21

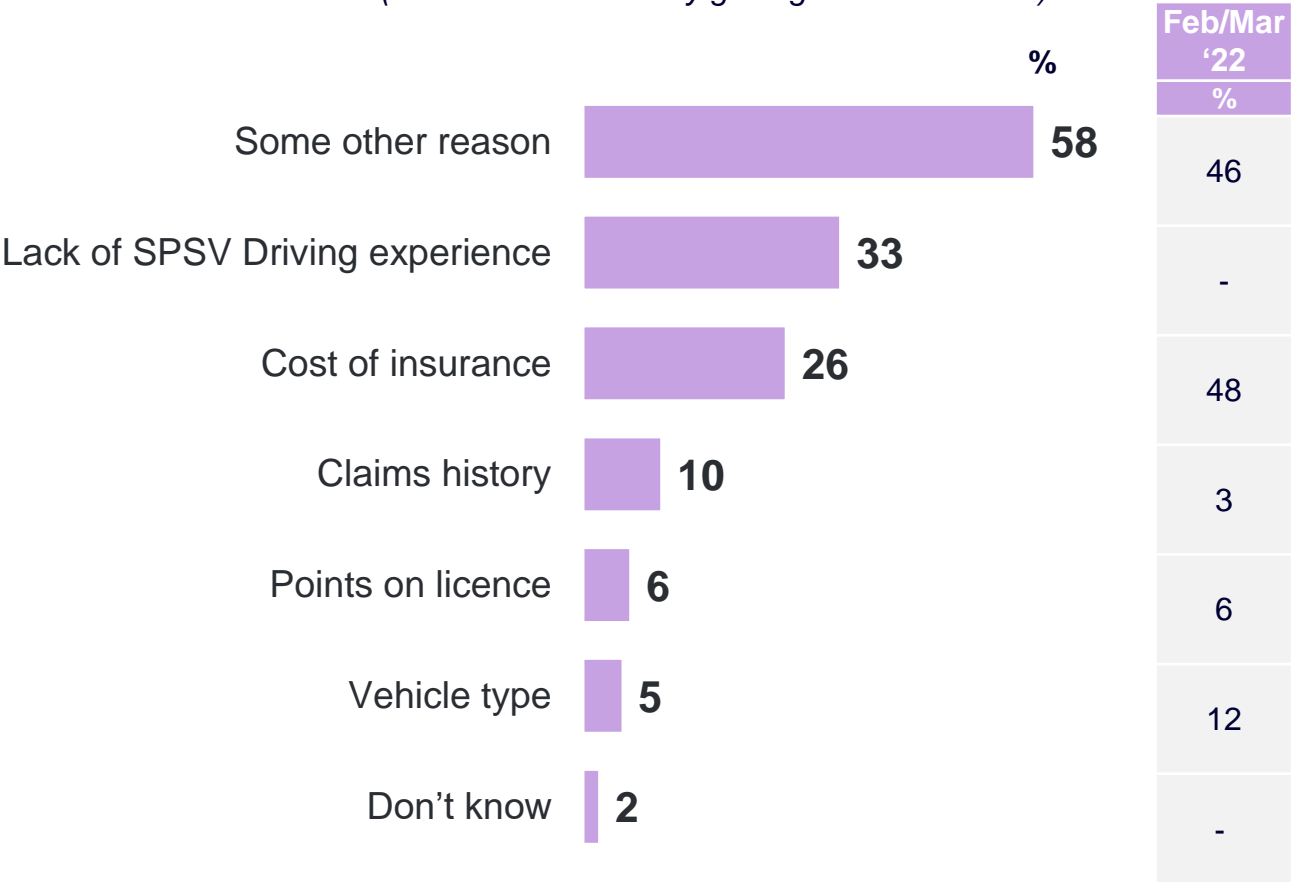
# 94% of drivers had no difficulty renewing taxi insurance

Base: 508 taxi drivers



## Reason for difficulty in getting insurance renewal

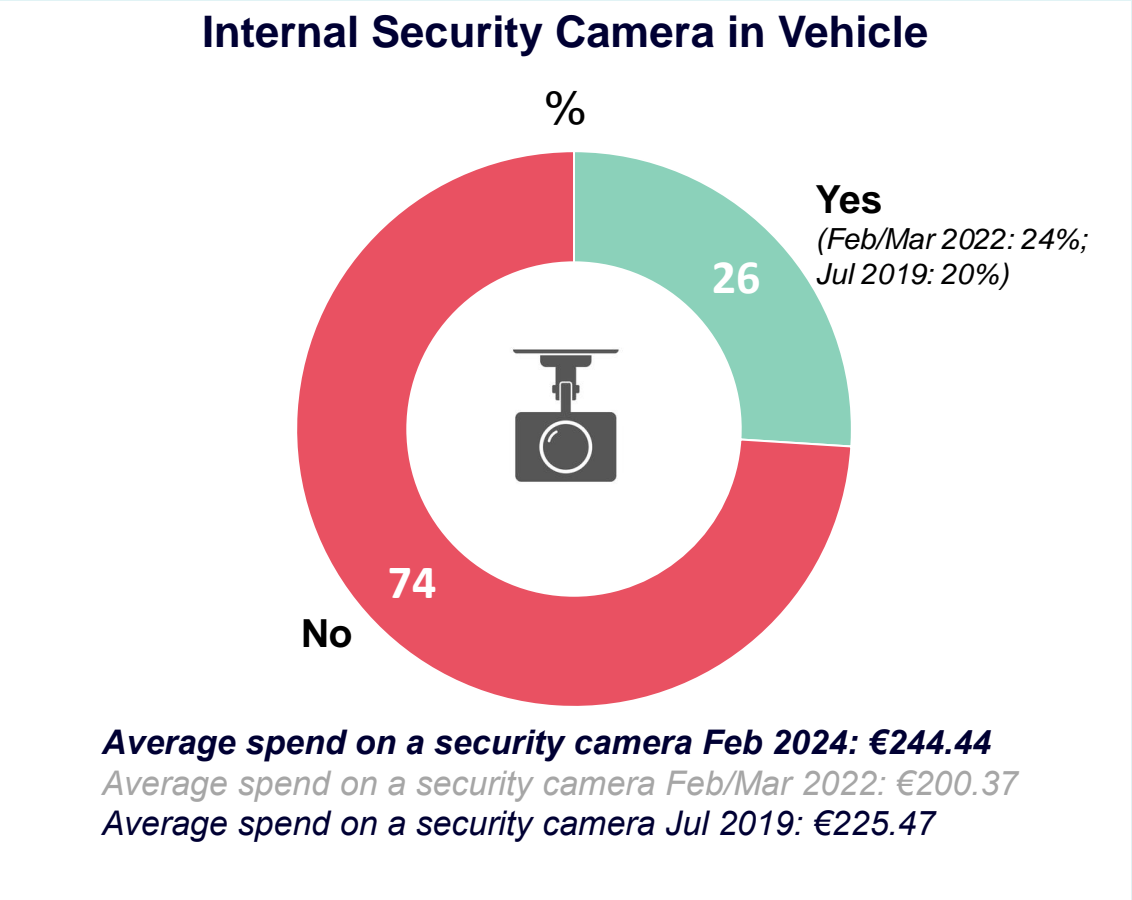
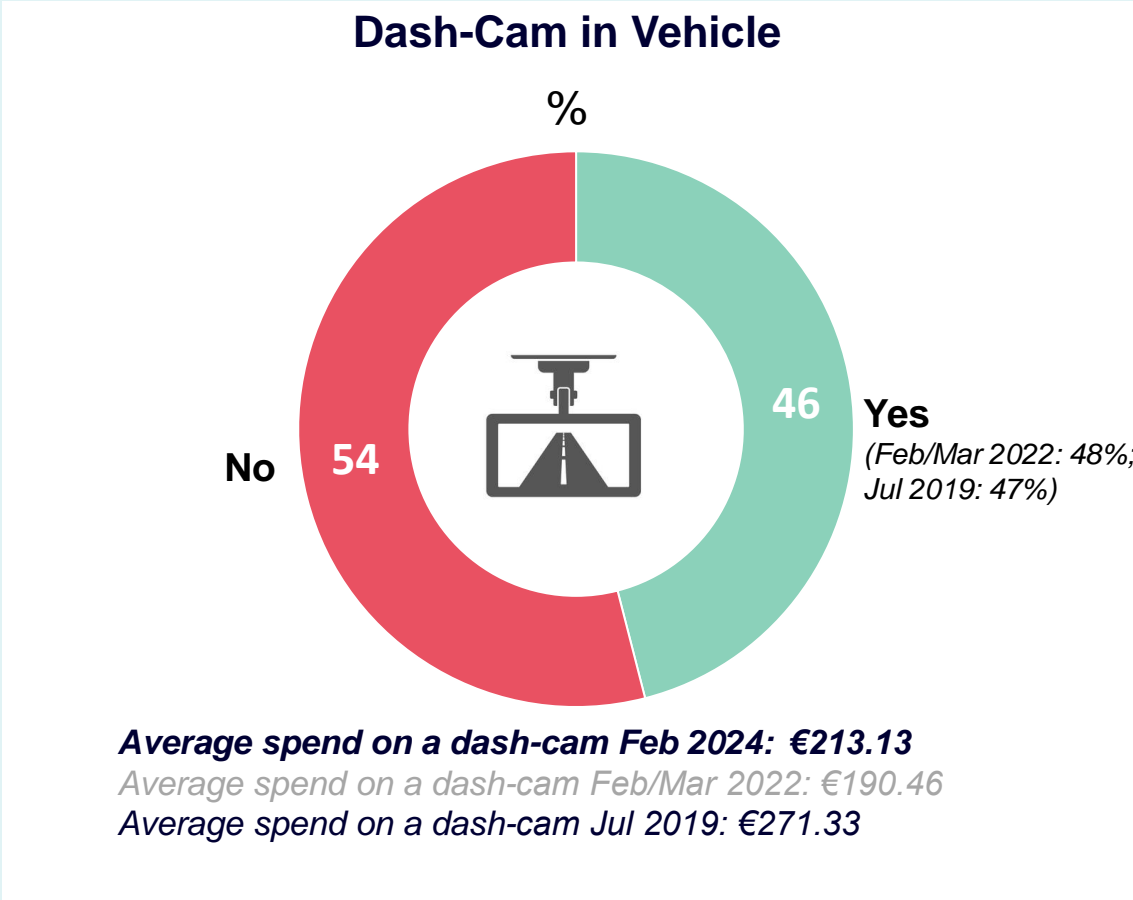
(Base: All had difficulty getting insurance – 39\*)



\*Caution low base

# Incidence of dash-cam and internal security camera:

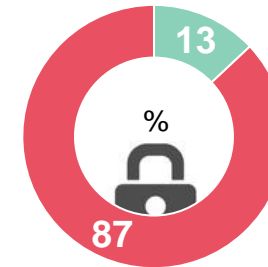
Base: 508 taxi drivers



Almost half of driver have a dash cam. Over one quarter of drivers have an internal security camera



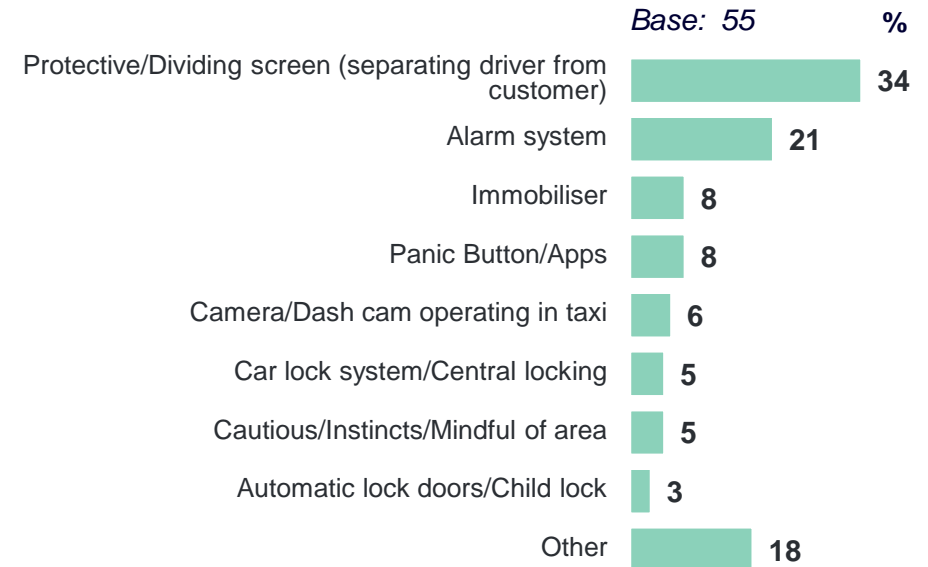
## Additional security measures:



No

Yes

(Feb/Mar 2022: 12%;  
Jul 2019: 4%)



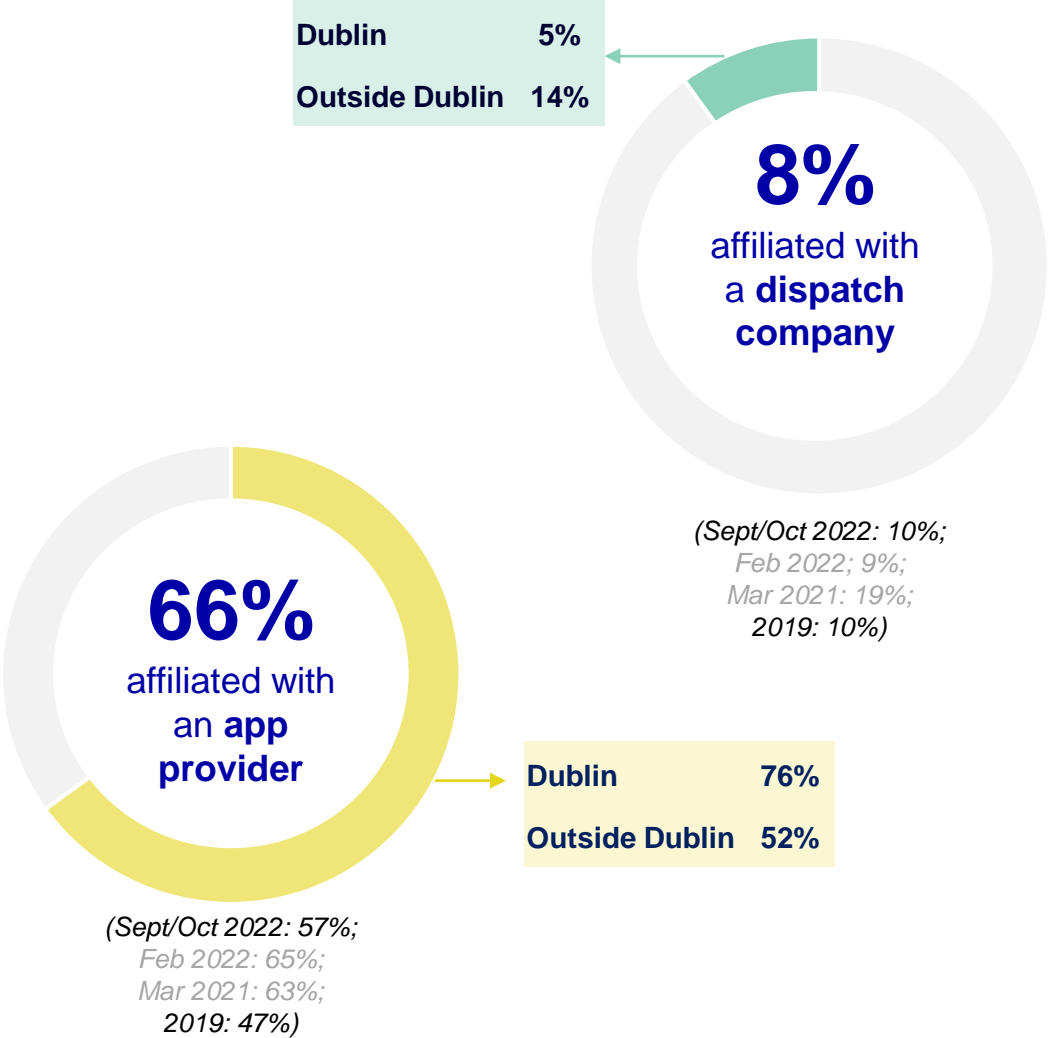
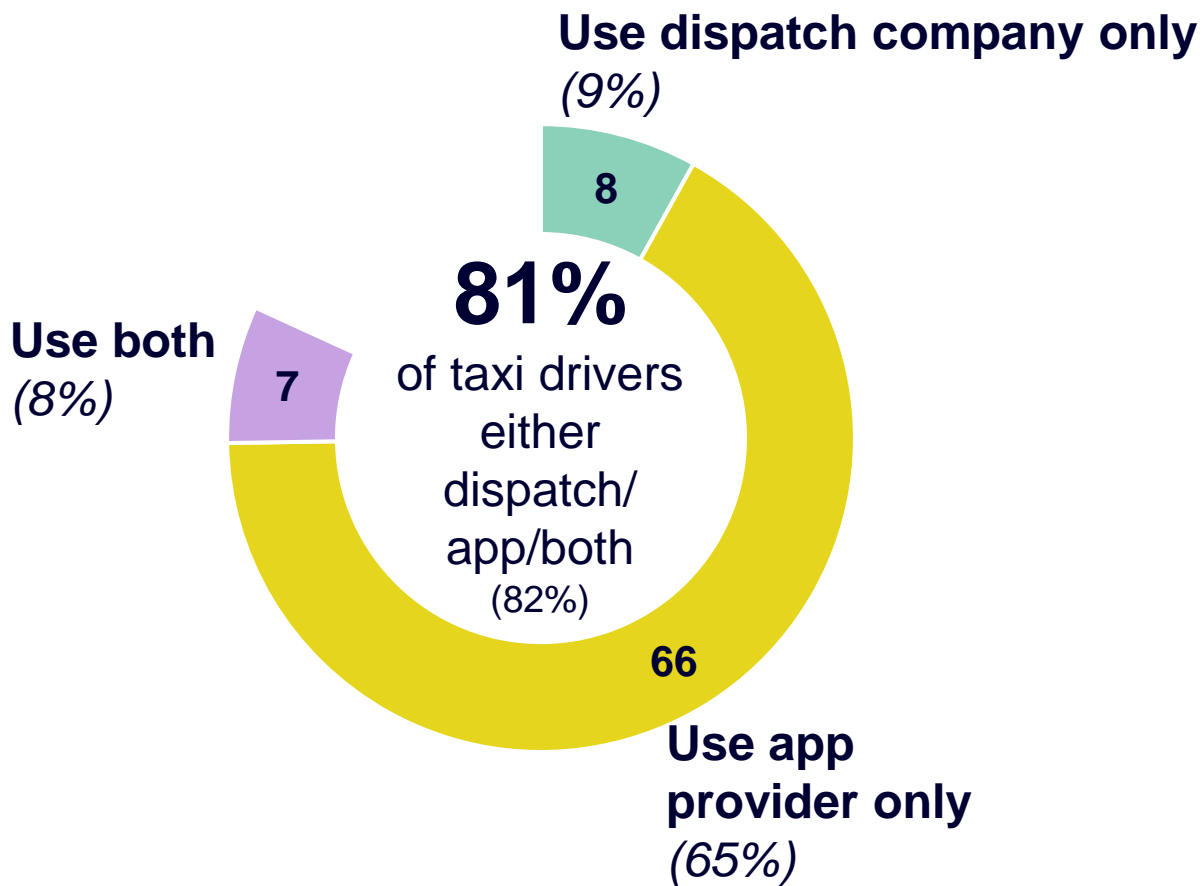
Drivers have invested in an average of **€129.40**  
on additional safety measures  
(2019: €36.15)



# **5. Use of apps and dispatch companies**

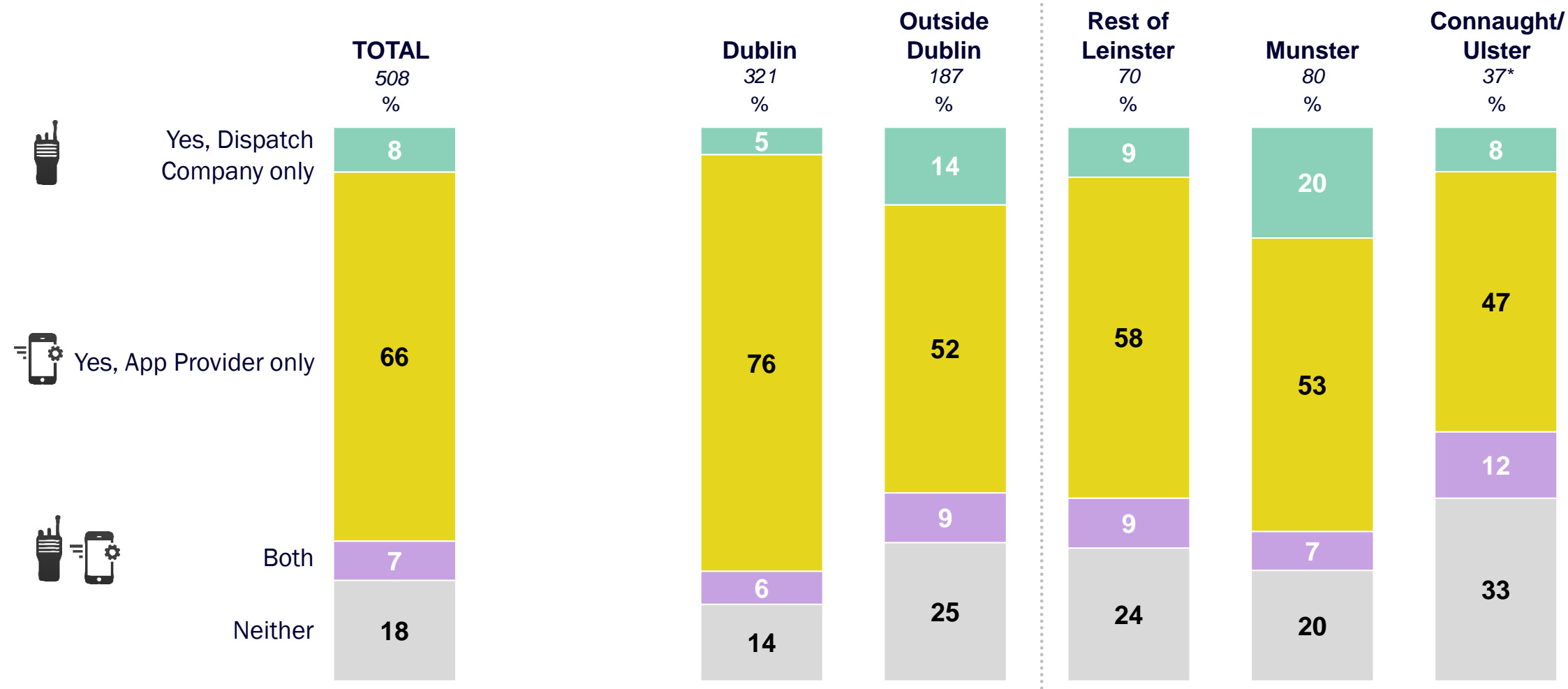
# Taxi Driver Affiliates results show 81% of drivers use a dispatch company, app or both

Base: 508 taxi drivers



# Use of apps/dispatch companies:

Base: 508 taxi drivers

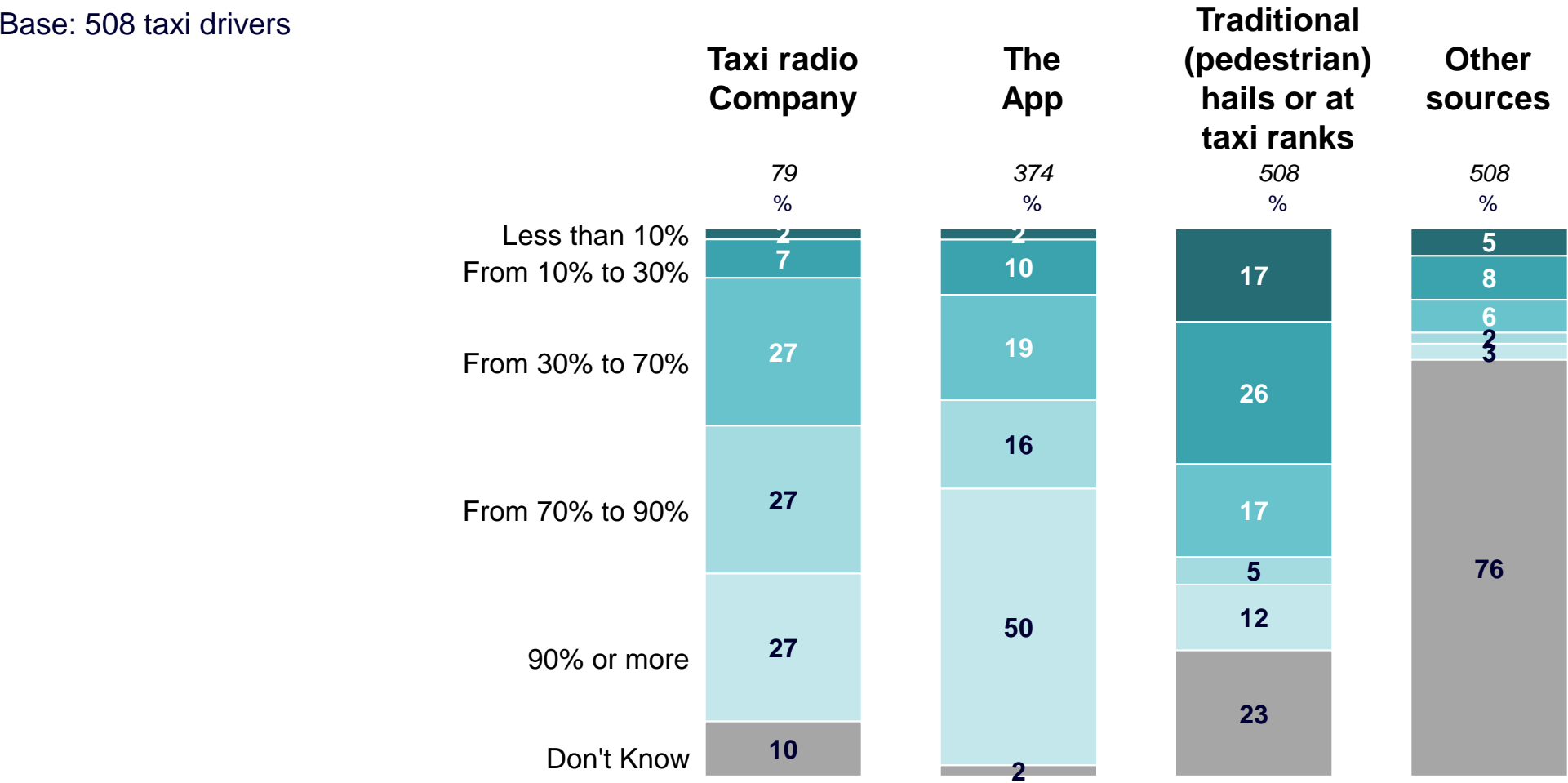


18% of drivers use either an app or dispatch company, this is higher outside of Dublin particularly in Connaught/Ulster.

\*caution low base

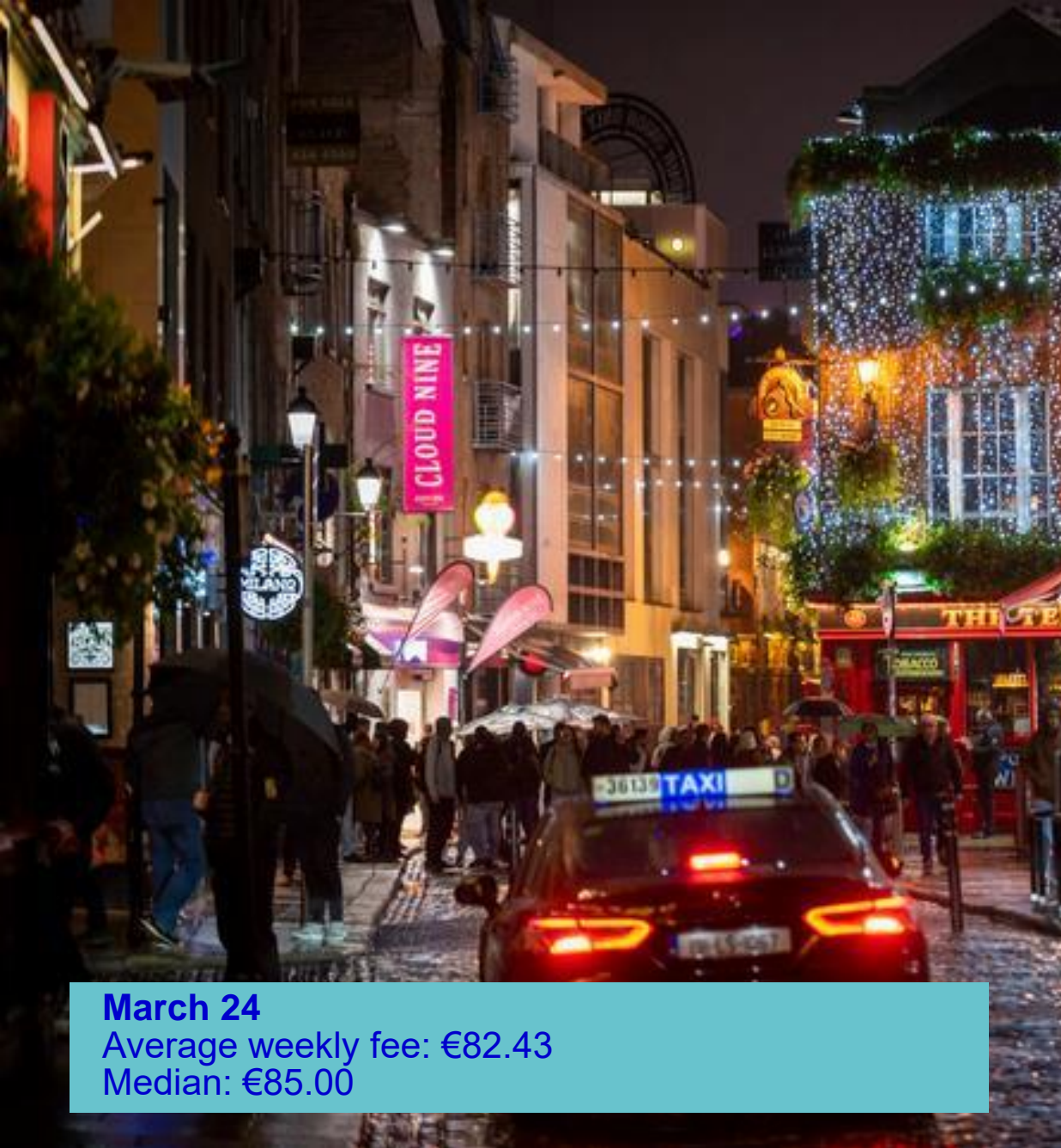
# Proportion of work acquired via...

Base: 508 taxi drivers



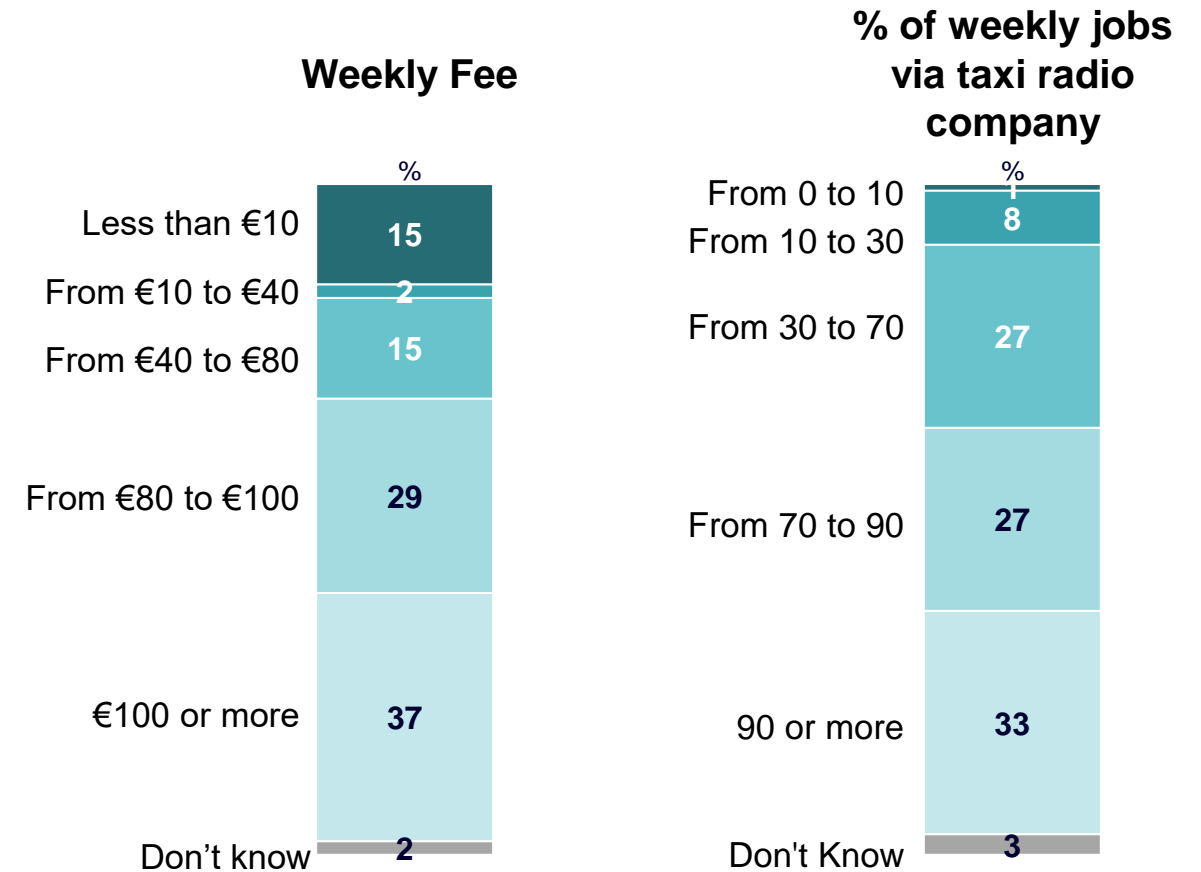
The app accounts for the largest percentage of work with 50% stating 90% or more of their work is acquired through an app. 27% state the taxi radio company accounts for a substantial amount of work (90% or more). Traditional hailing accounts for a lower percentage of work.





## Weekly fee and percentage of jobs via radio company:

Base: 79 taxi drivers who use a radio company



# Profile of taxi drivers x affiliates

Base: 508 taxi drivers



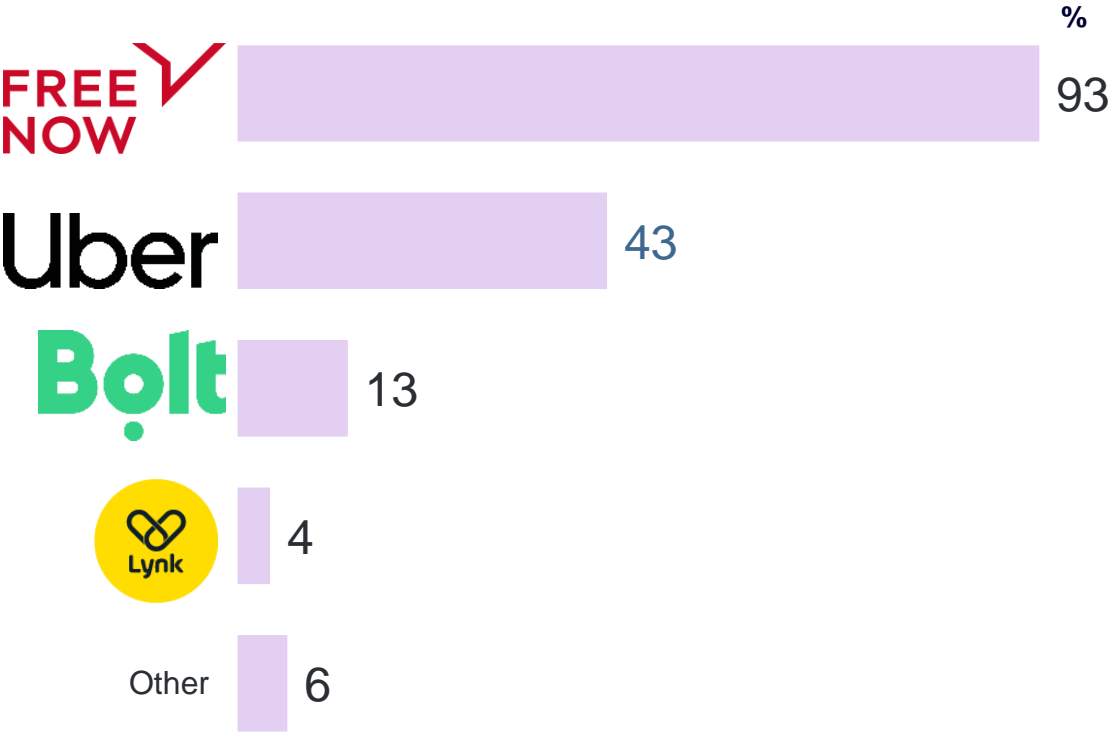
		All Taxi Drivers	Yes, Dispatch Company only	Yes, App Provider only	Both
<i>Base:</i>		508	43*	338	36*
		%	%	%	%
<b>Age</b>	Under 30*	3	-	5	3
	30-39*	9	-	10	9
	40-49	21	14	24	33
	50-59	34	42	33	24
	60-69	25	29	24	28
	70+*	8	15	5	3
<b>Region</b>	Dublin	59	33	68	47
	Rest of Leinster	8	9	7	11
	Munster	20	47	16	19
	Conn/Ulster	13	12	9	23
<b>Type of Driver</b>	Any Owner	70	67	67	61
	Rent	30	33	33	39
<b>WAV Owner</b>	Yes	21	18	22	27
	No	79	82	78	73

Drivers working in Dublin are more likely to use an app provider, while those working in Munster are more likely to only using a dispatch company.

\*Caution low base

# Driver usage of apps for bookings

Base: 374 taxi drivers using booking apps



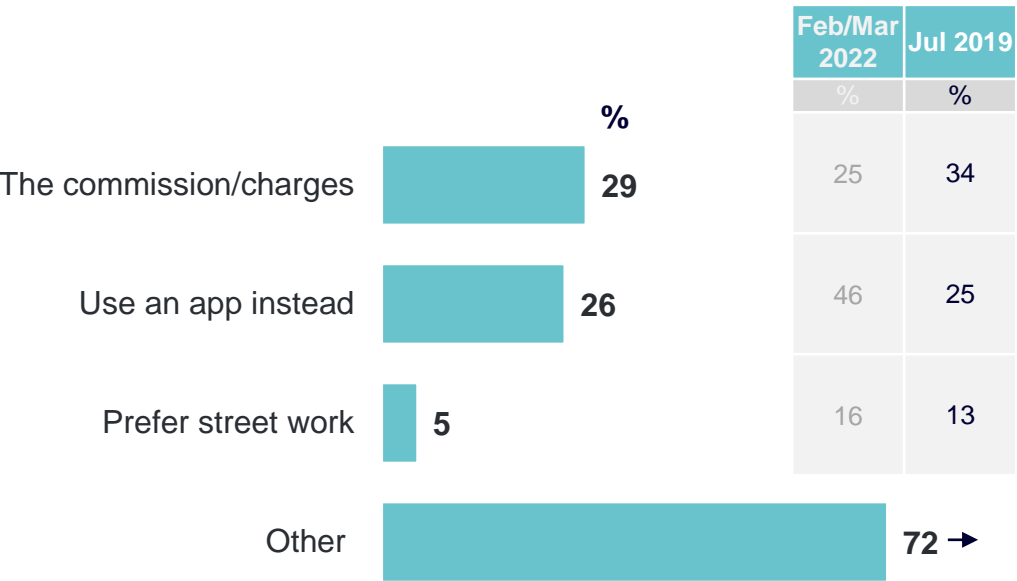
Feb/Mar 2022	Jul 2019
%	%
96	92
6	7
14	-
1	5
1	4

# Reasons for not using a radio company/app services:

Base: 508 taxi drivers

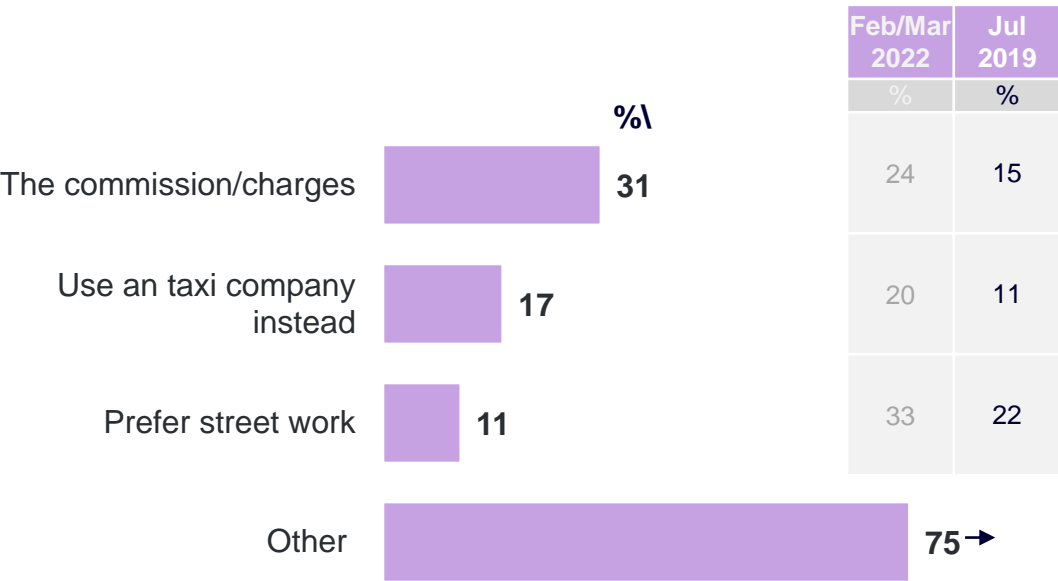
## Reasons for not using a radio company

Base: Taxi Drivers not using radio company - 429



## Reasons for not using an app service

Base: Taxi Drivers not using app service - 134



Of those who don't have a dispatch company 29% state the reason is because of *the commission/charges*, less state its because they *use an app instead* vs February '22. Of those who don't use an app, 31% state the reason is *the commission/charges* increasing from February '22 with less stating the reason is that they *prefer street work*.

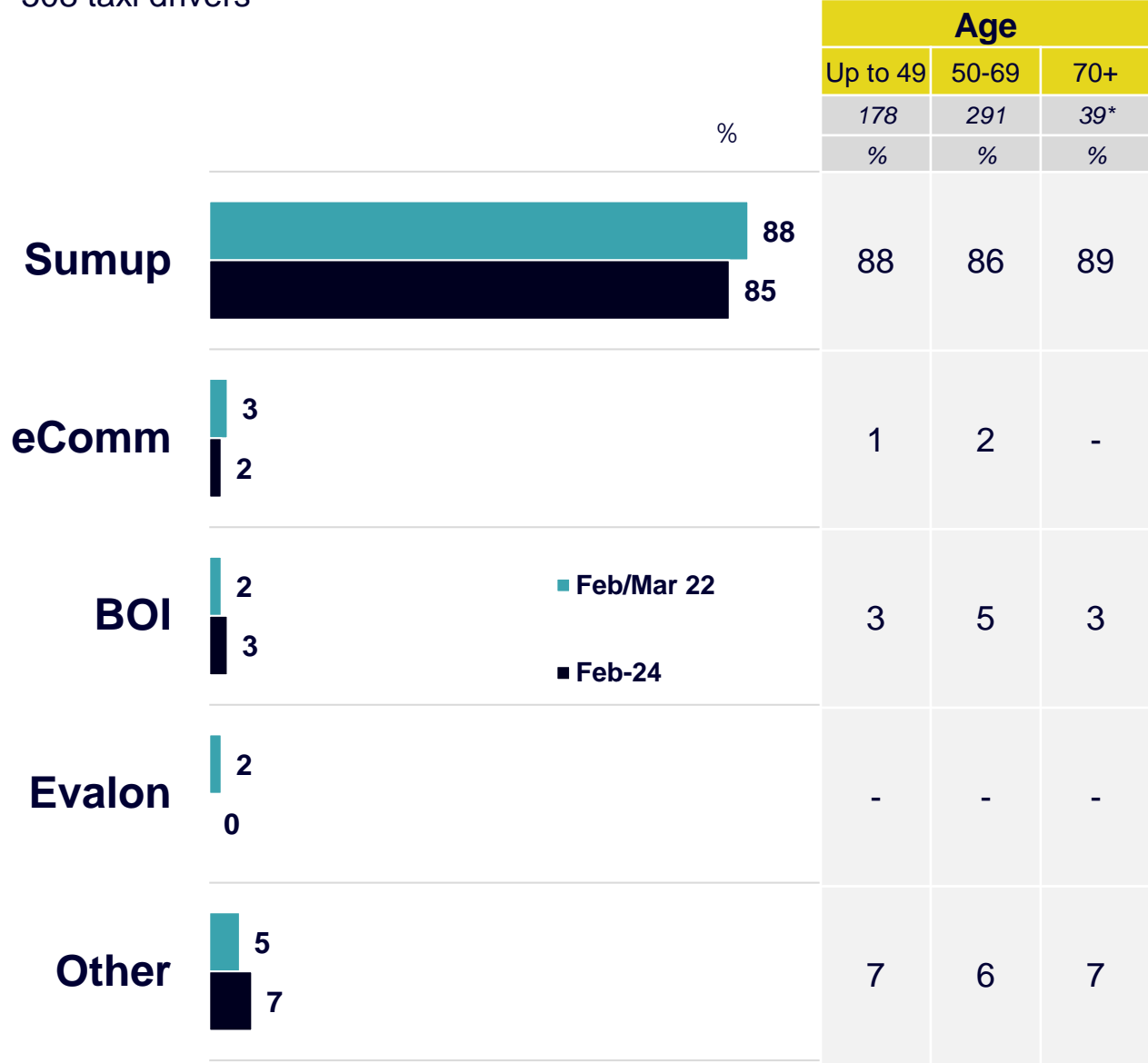


# 6. Cashless payments



# Type of terminal used:

Base: 508 taxi drivers

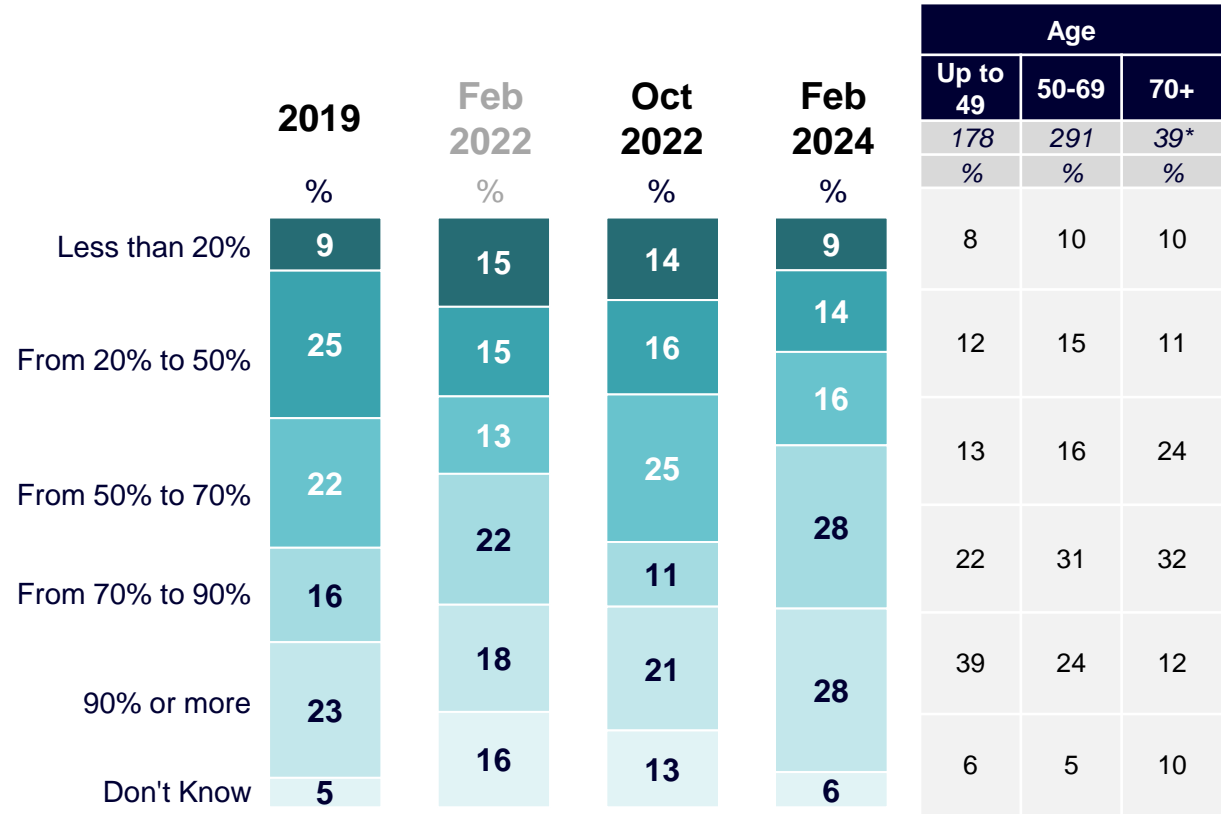


85% of drivers have a Sumup card device, in line with February 2022.

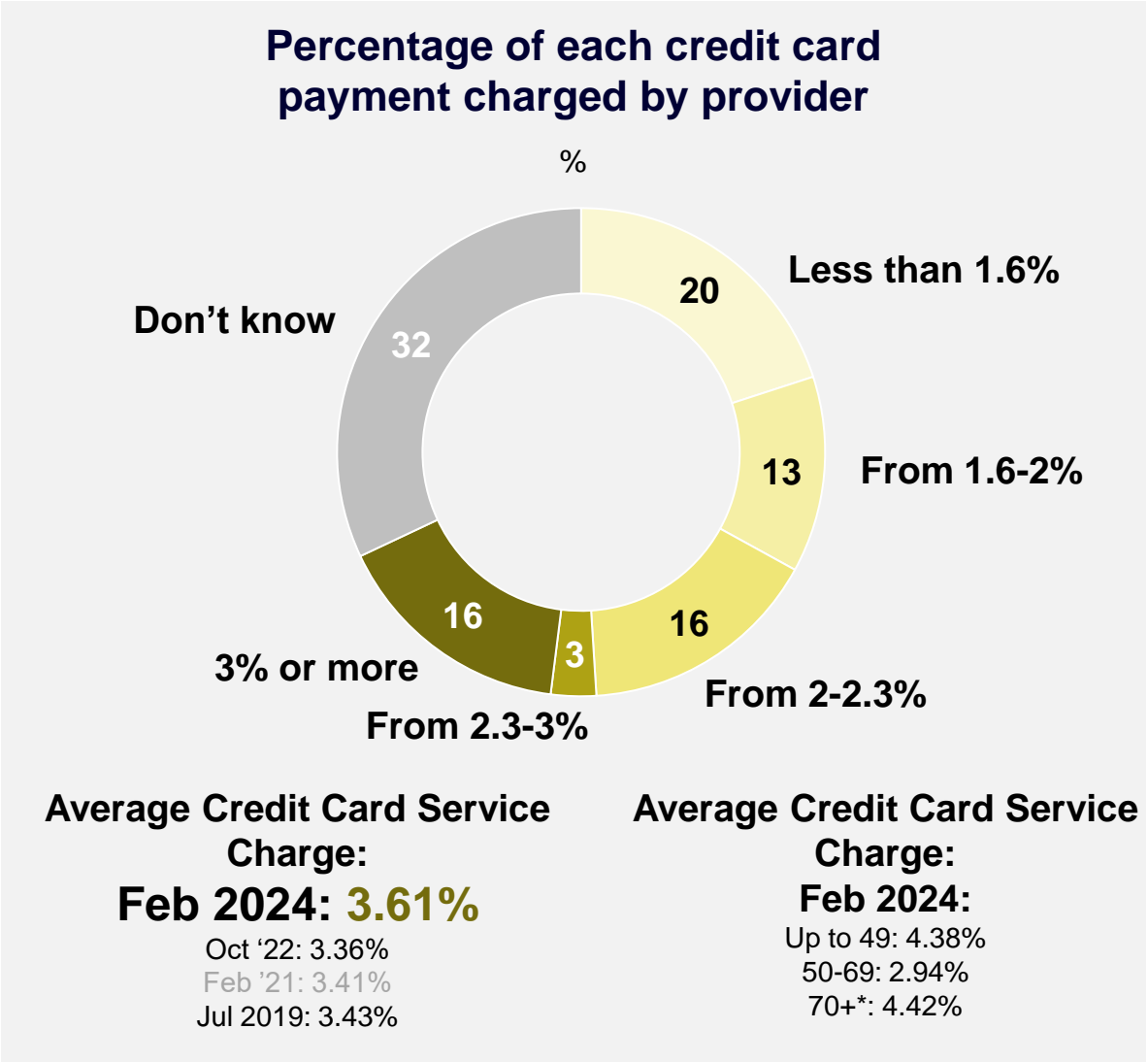
\*Caution low base

# Proportion of trips paid by cashless/contactless payment and payment charge:

Base: 508 taxi drivers

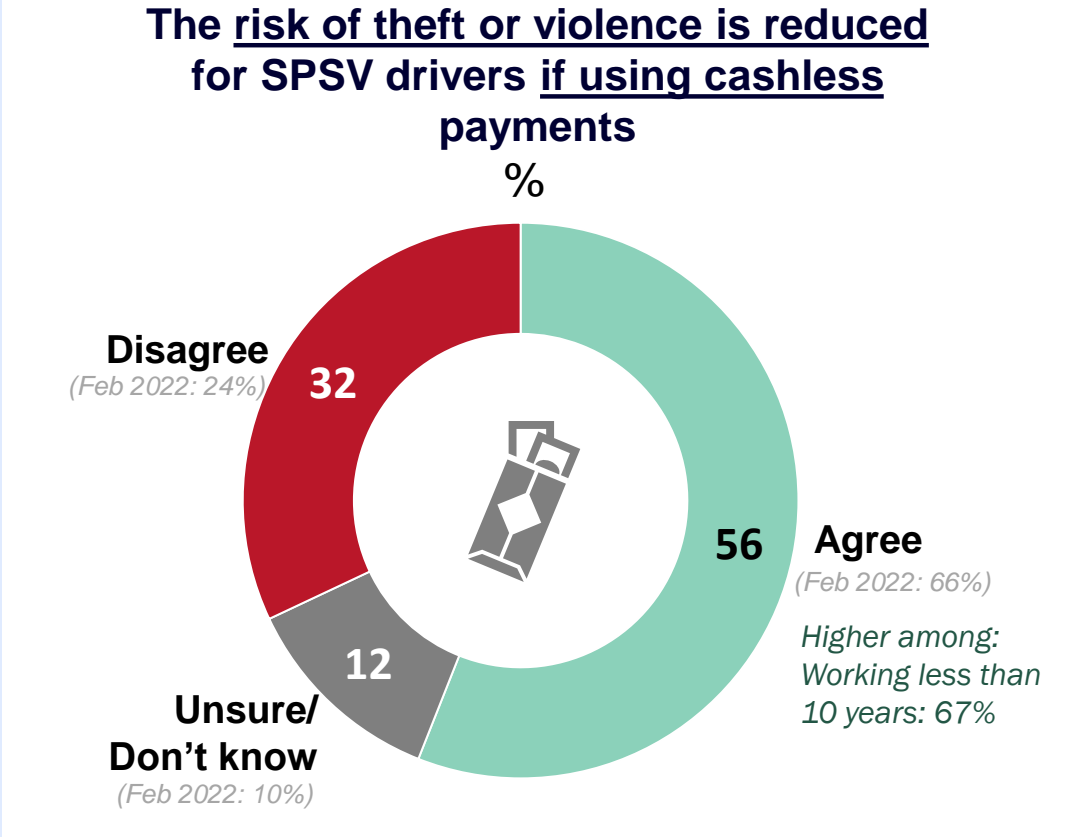
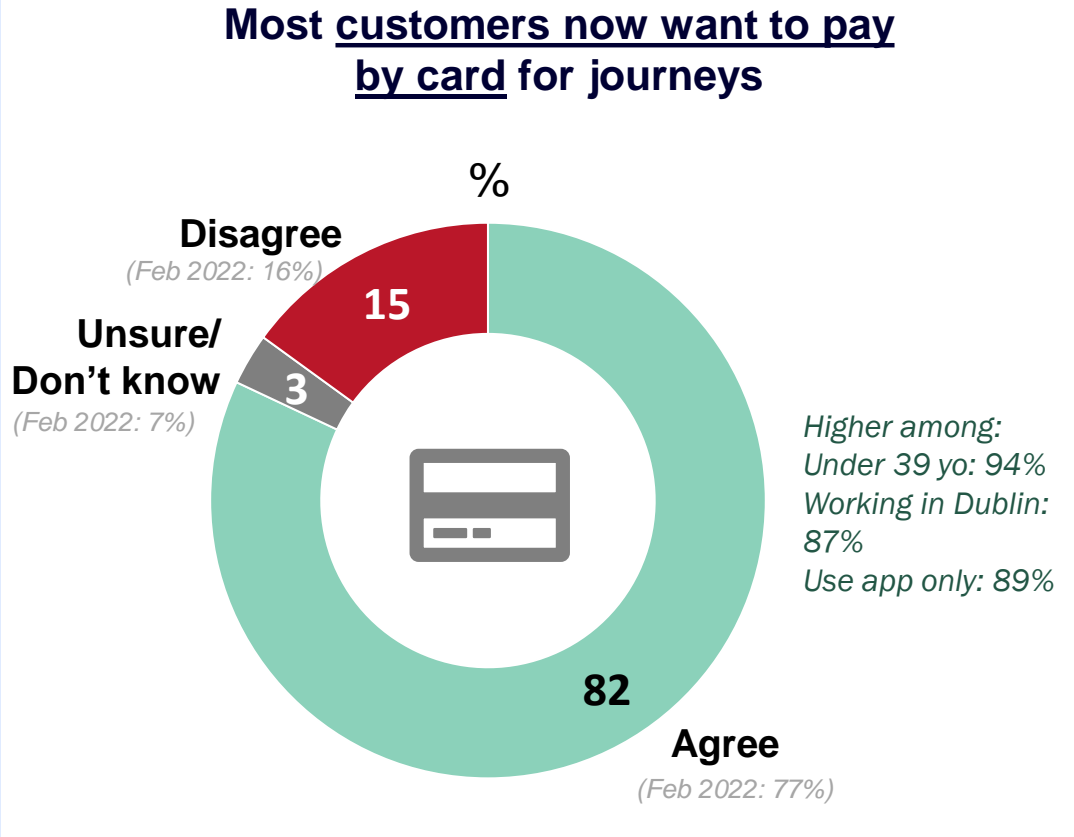


\*Caution low base



# Perceived passenger attitudes towards cashless payment highlights over four in five drivers agree *most customers now want to pay by card*

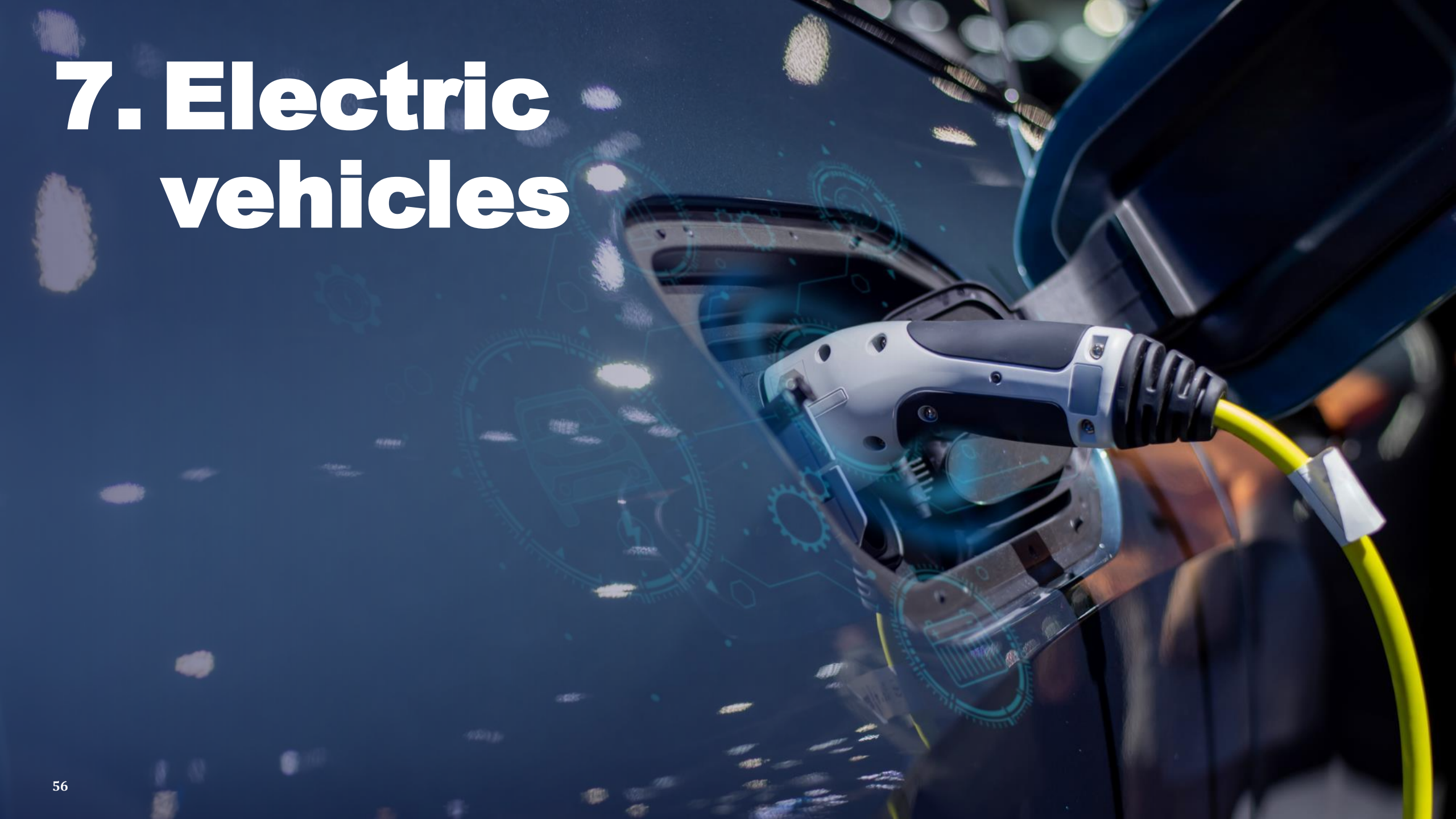
Base: 508 taxi drivers



56% of drivers agree the risk of theft or violence is reduced for SPSV drivers if using cashless payments with just under a third disagreeing.



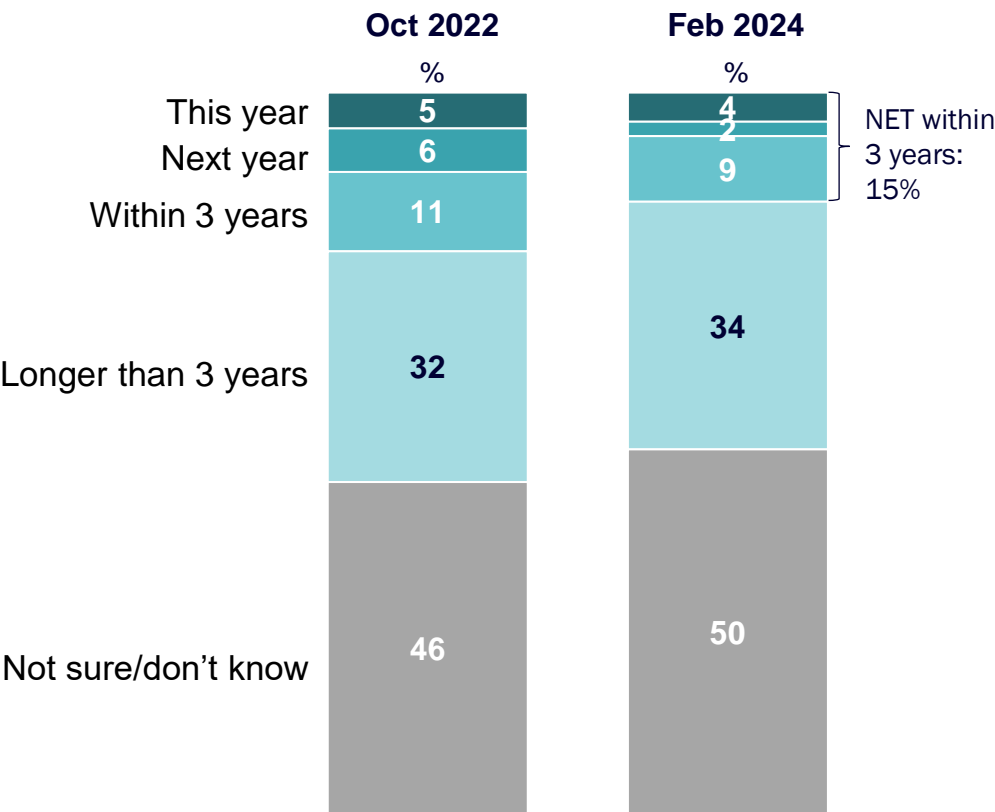
# 7. Electric vehicles



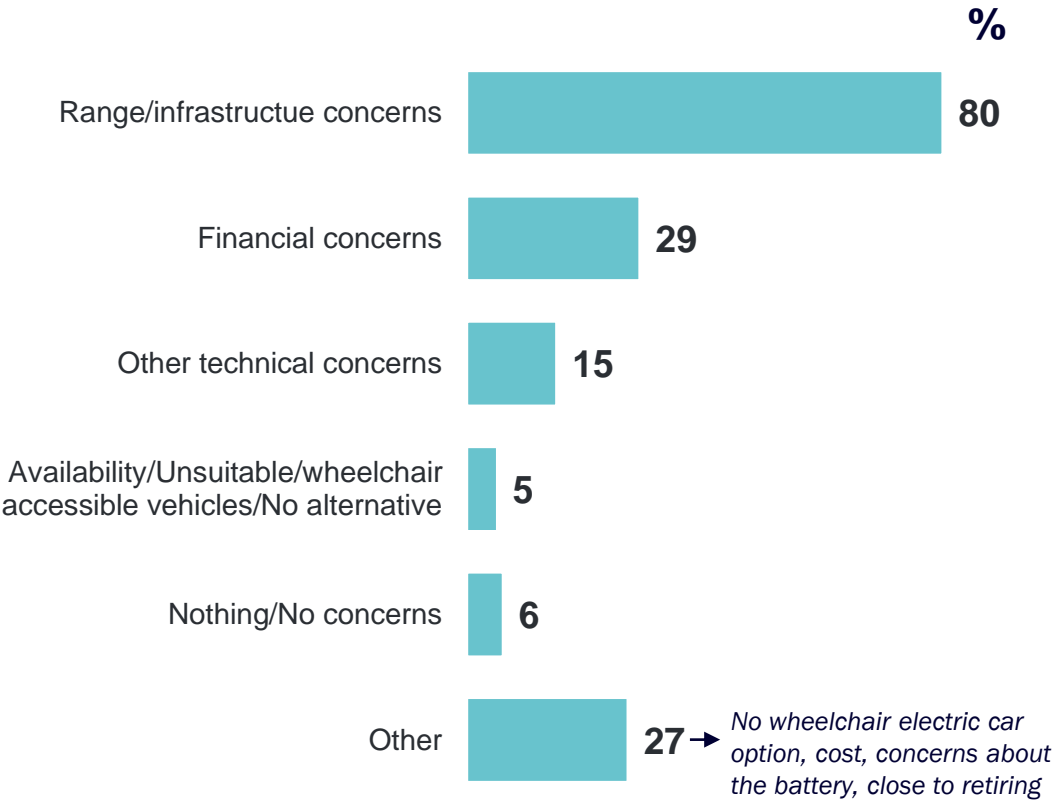
# Plans to transition to electric vehicle:

Base: All not driving electric vehicle - 457

## Plan to transition to full battery electric vehicle



## Concerns about transitioning to an electric vehicle

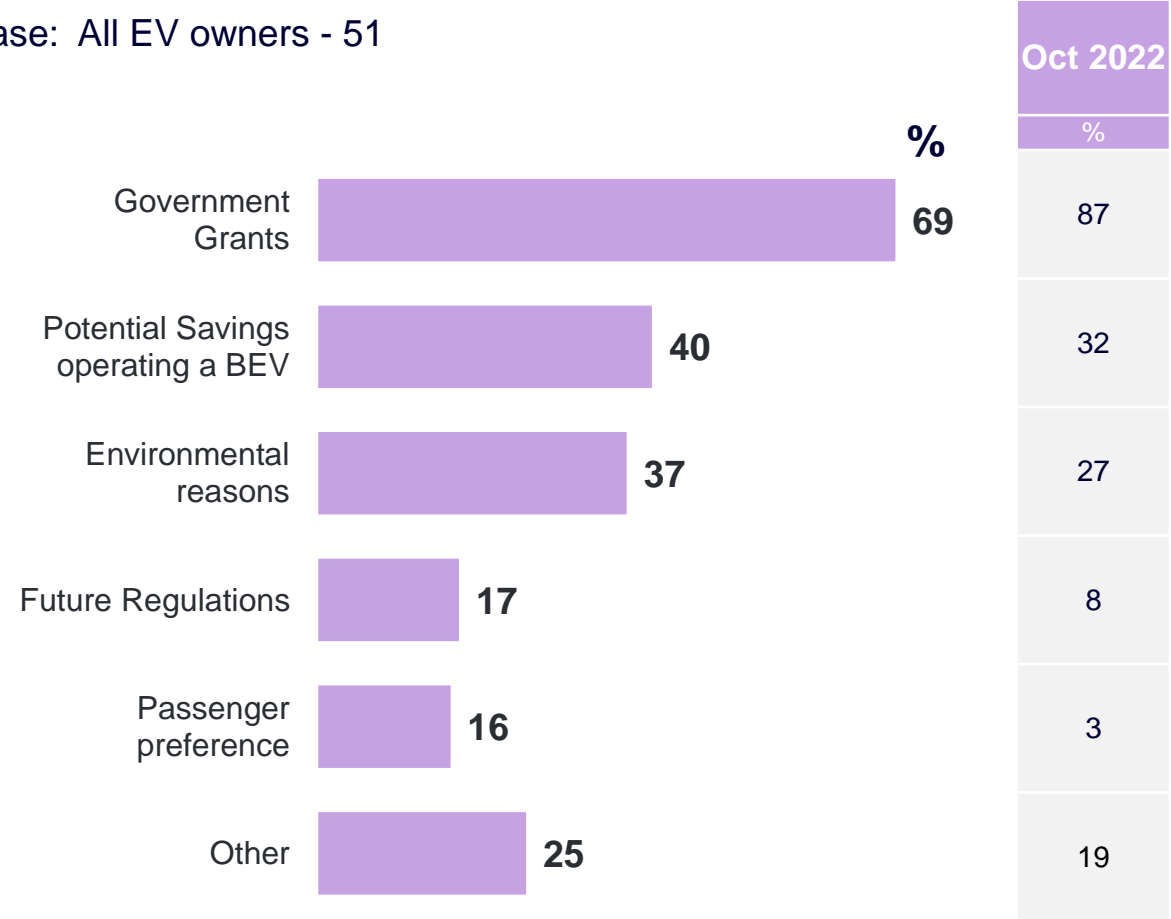


Of those not currently driving an electric vehicle, half are unsure of when they will transition to an electric vehicle. Vehicle range/infrastructure is a key concerns in making the transition to electric.



# Government grants are the key motivators to purchasing an electric vehicle

Base: All EV owners - 51



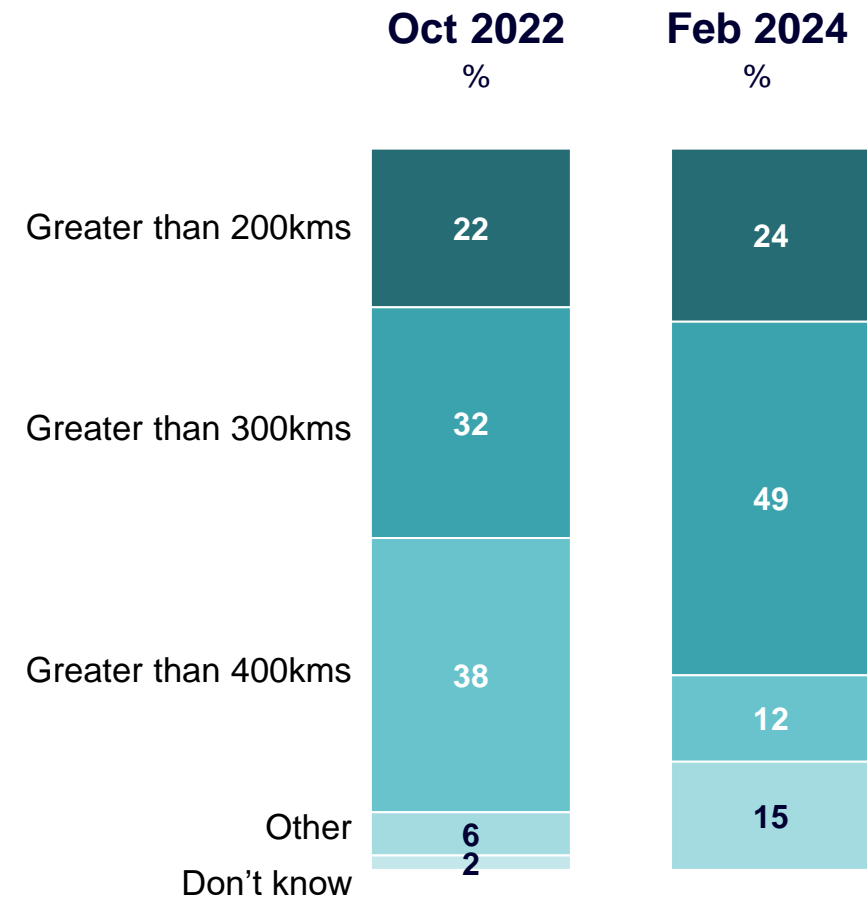
€70.03 is the average weekly saving on running costs





# Total distance EV can travel:

Base: All EV owners - 51



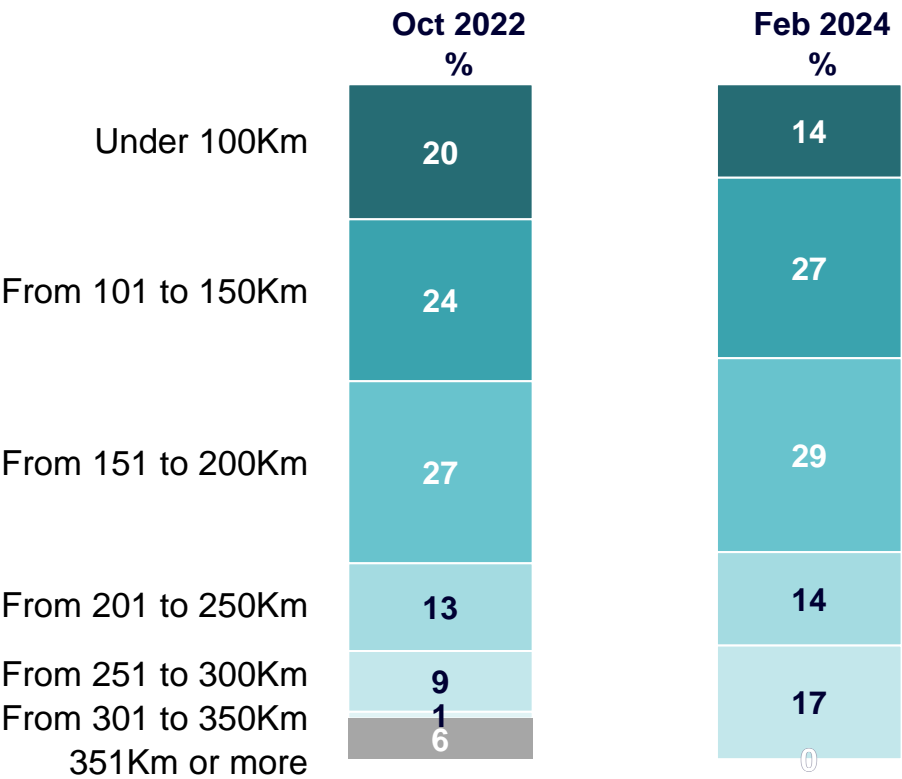
At least 61% of EV drivers state they can travel more than 300Kms on a full charge.



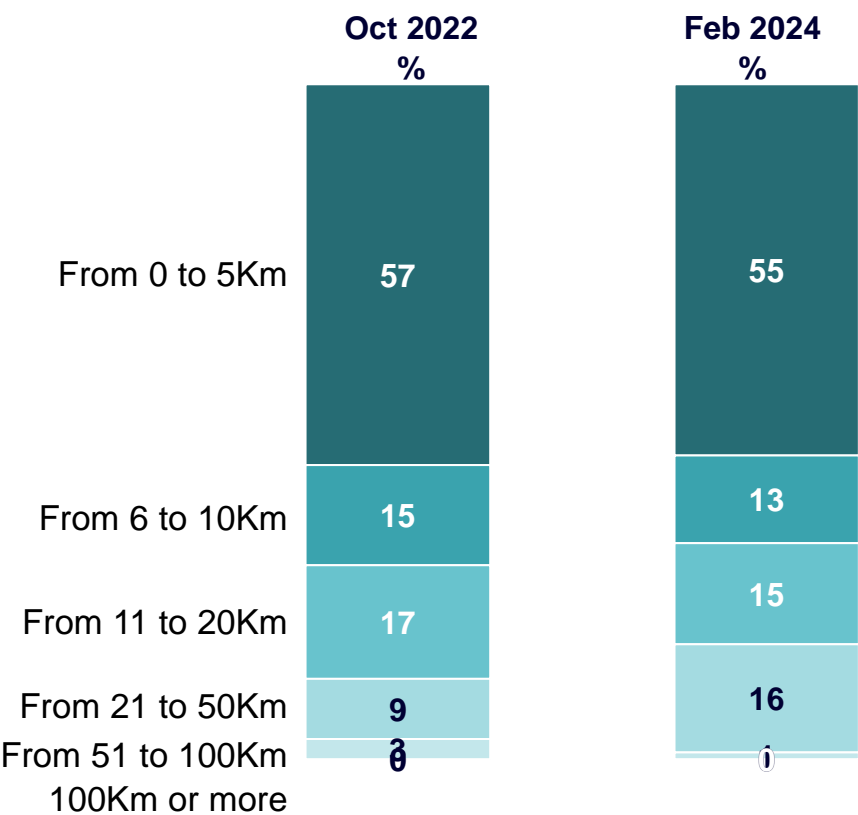
# Distance travelled working:

Base: All EV owners - 51

## Kilometres travelled on a normal working day



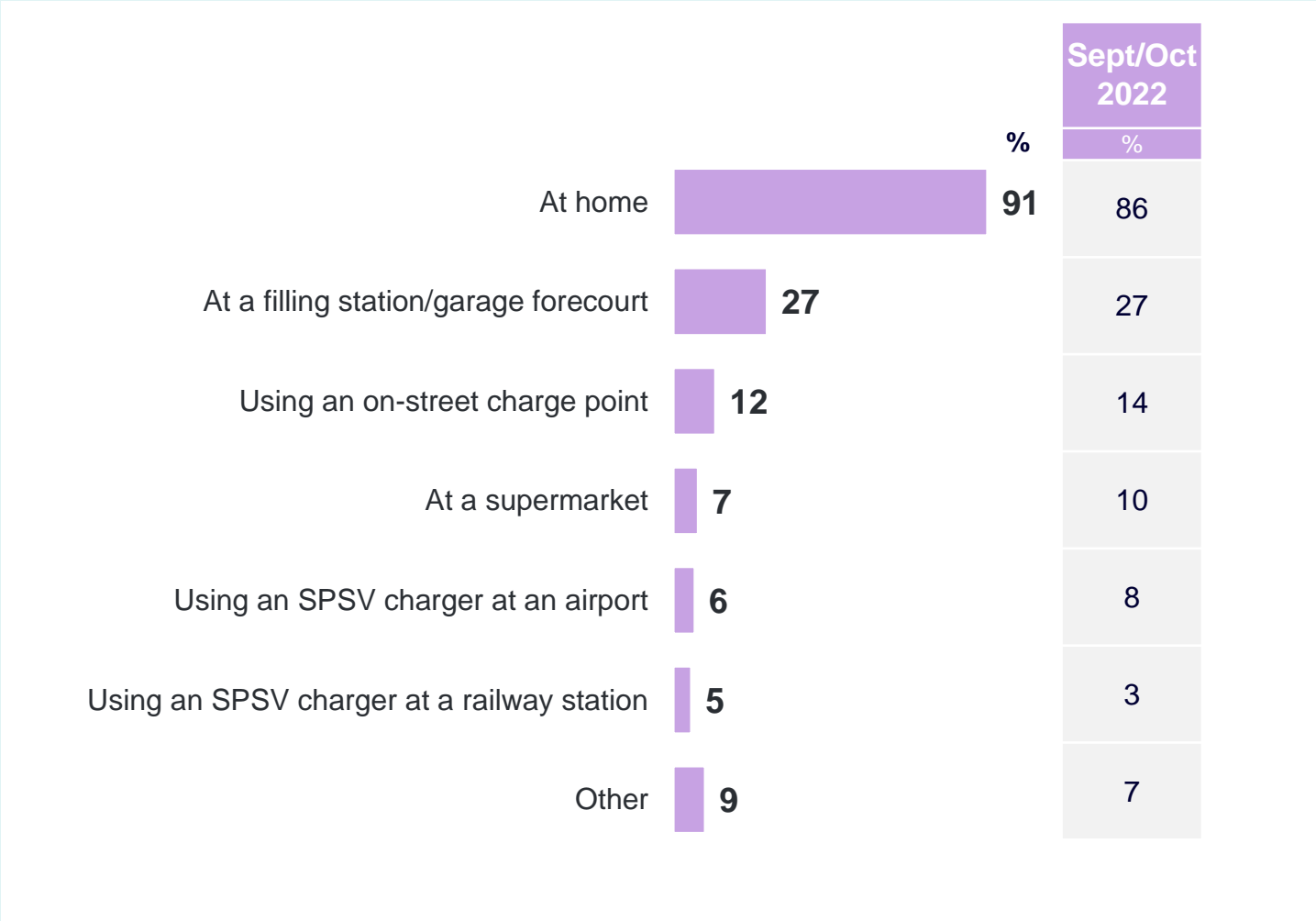
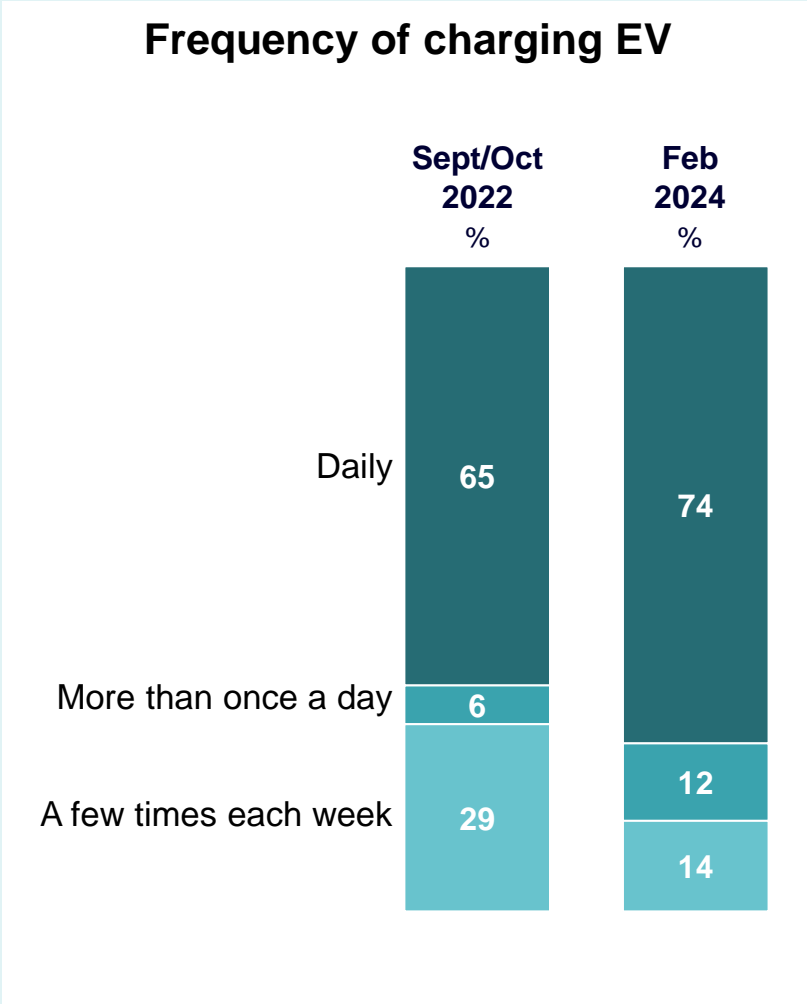
## Kilometres travelled from home to working area



Just under 70% of EV drivers travel less than 200Kms per day with 55% traveling less than 5Kms from home to their working area.

# Just under three in four EV drivers charge their vehicle daily. 91% of those driving an EV charge it at home

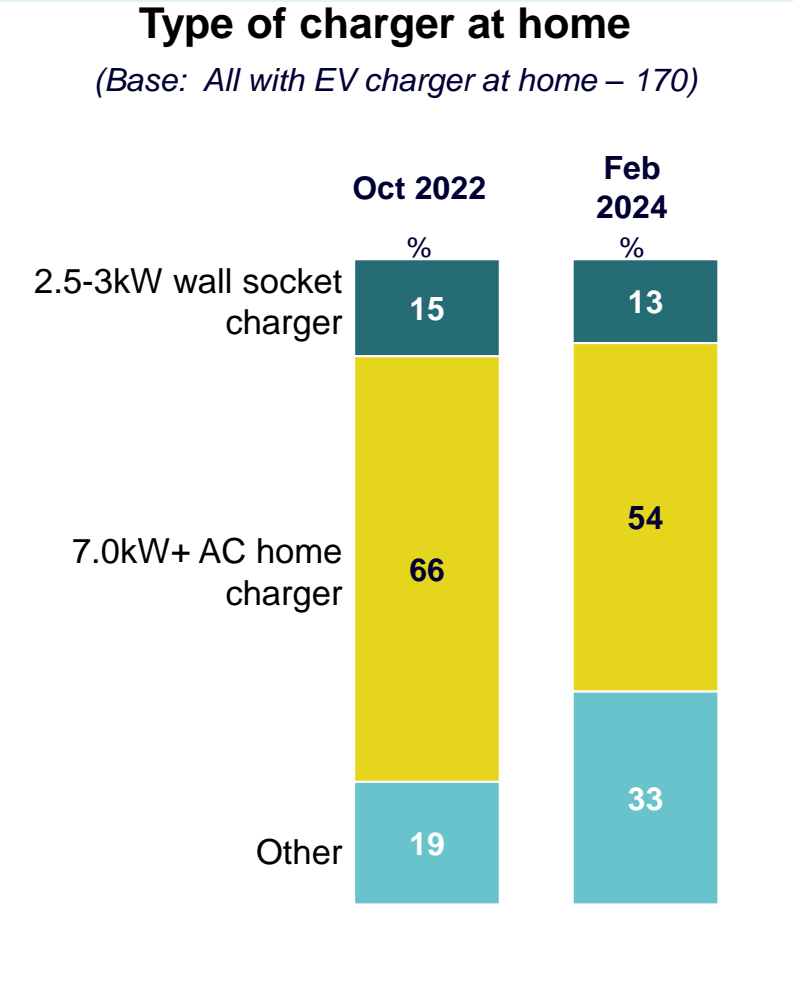
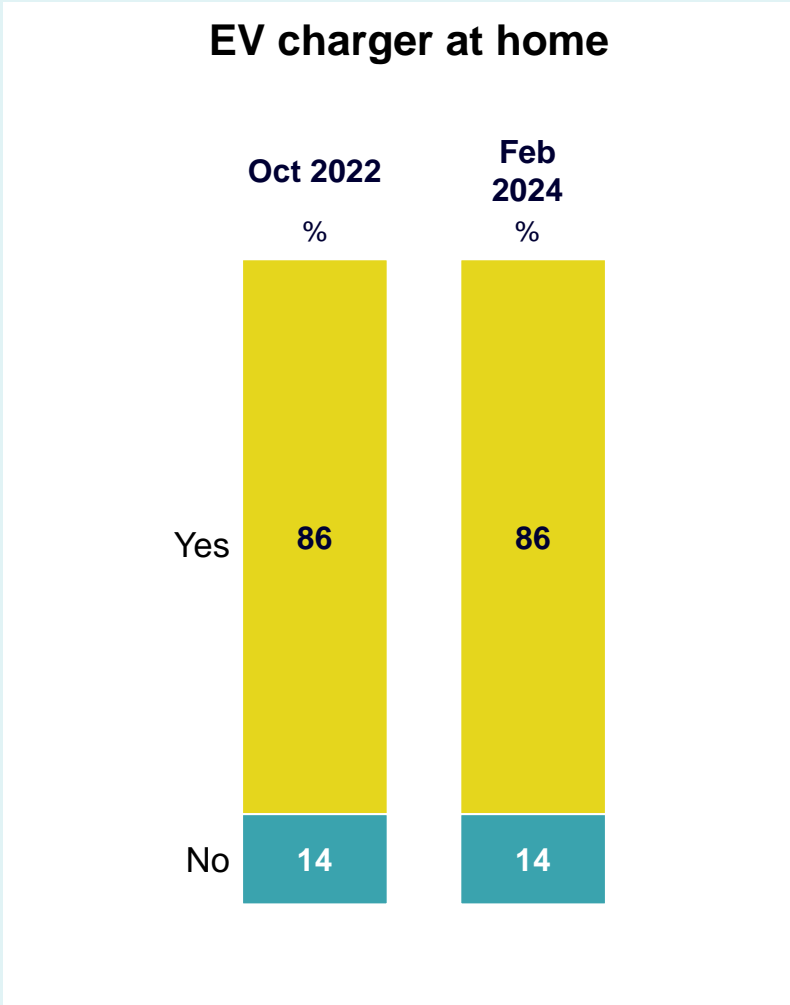
Base: All EV owners - 51



\*Caution low base

# EV charger at home:

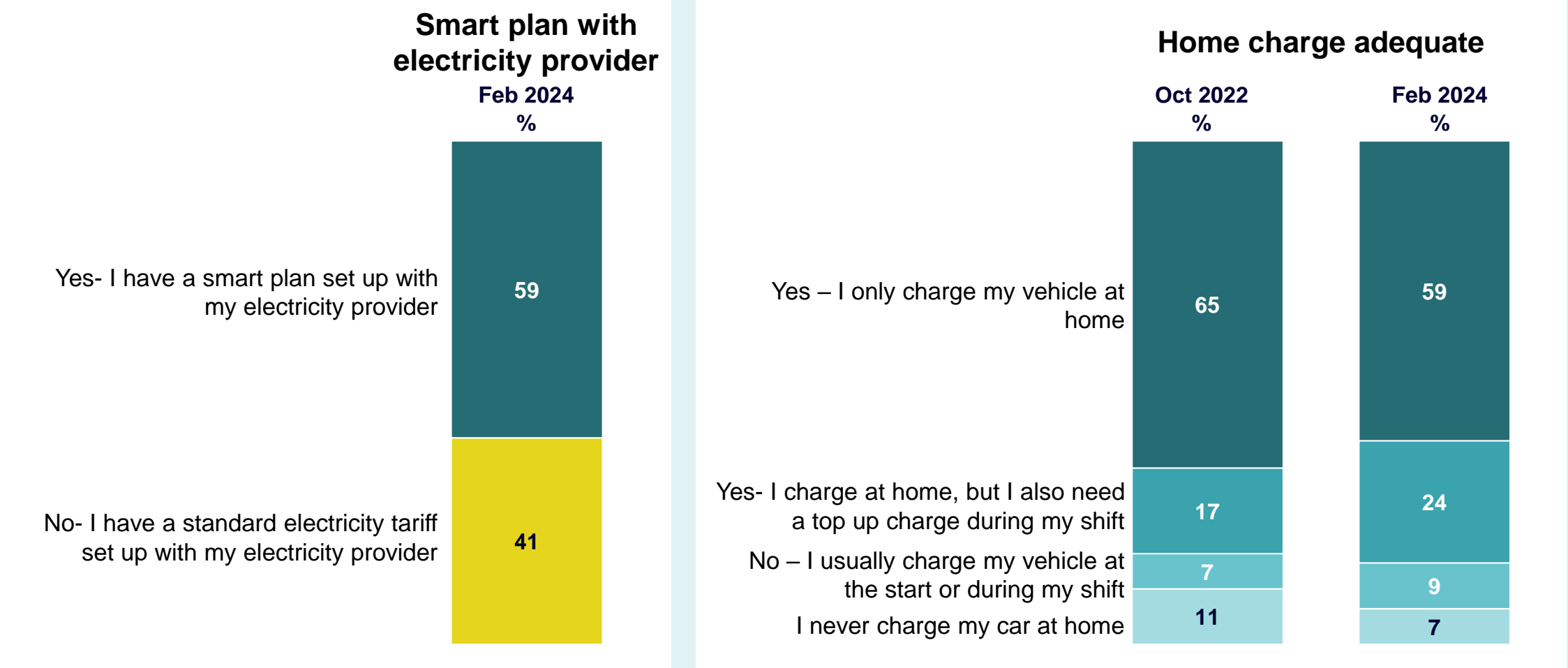
Base: All EV owners - 51



86% of EV drivers have a charger at home. On average vehicles take 8.54 hours to charge with 54% of drivers having a 7.0kW AC home charger.

# Smart plan and adequacy of home charger:

Base: All EV owners - 51

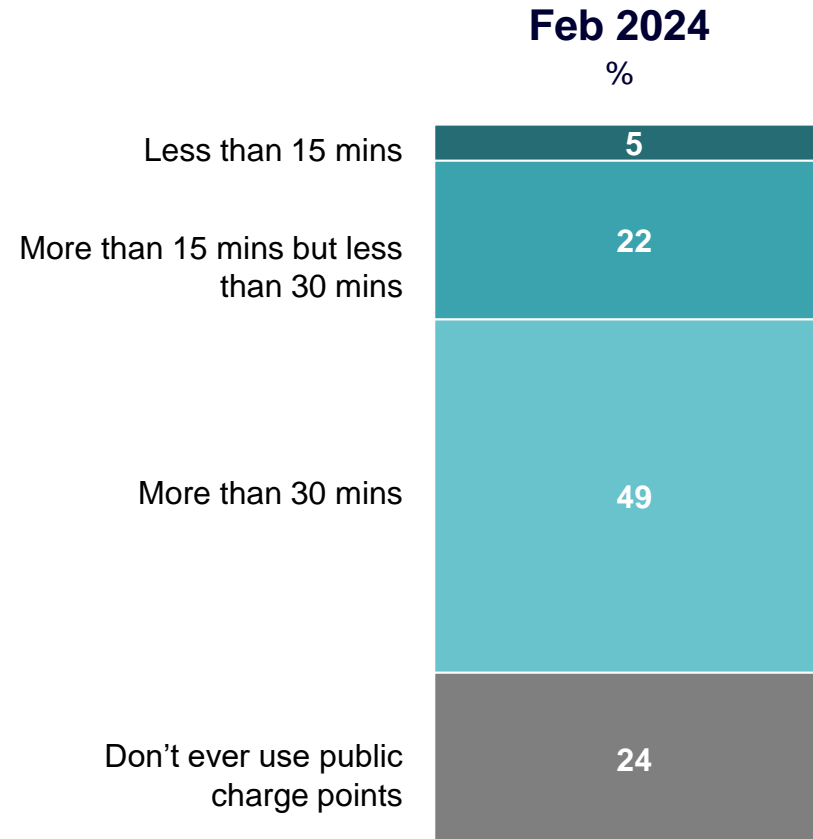


59% of EV drivers have a smart plan set up with their electricity provider. 59% operate a full shift without needing to charge.



## Using a public charging point:

Base: All EV owners - 51



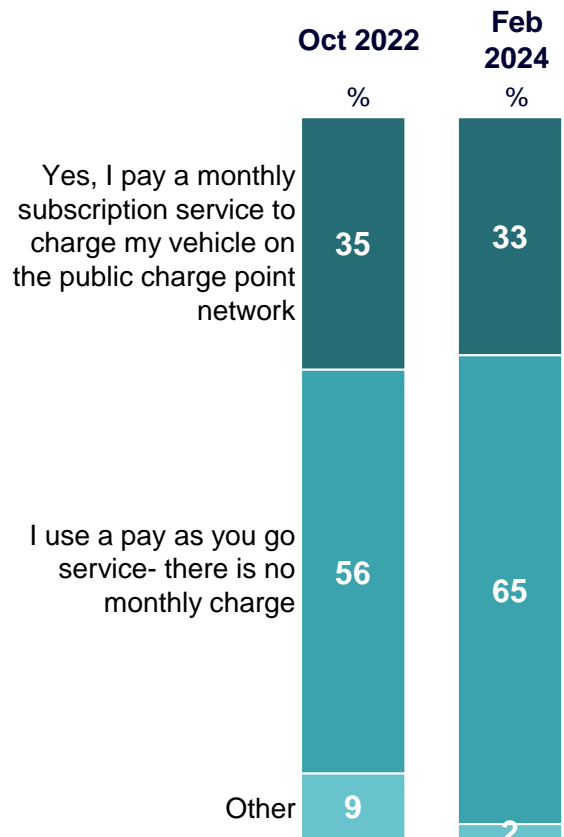
**59%** state a full charge takes 30+ mins



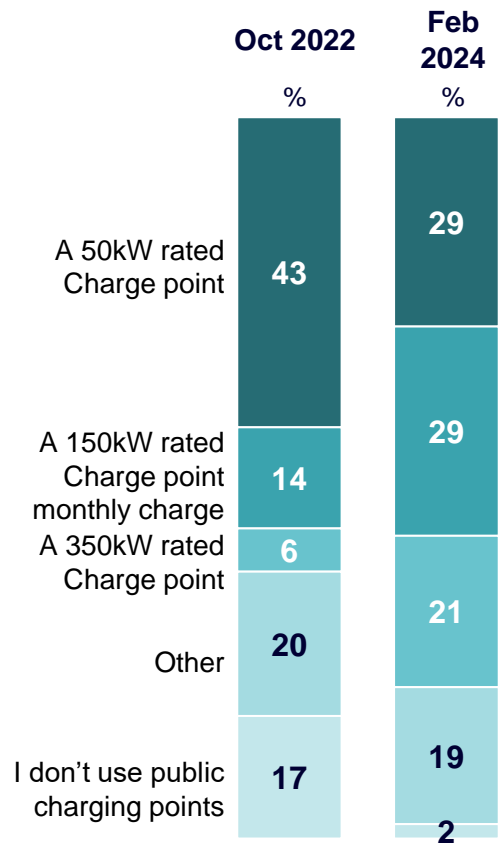
# EV charging:

Base: All EV owners using charge points – 39\*

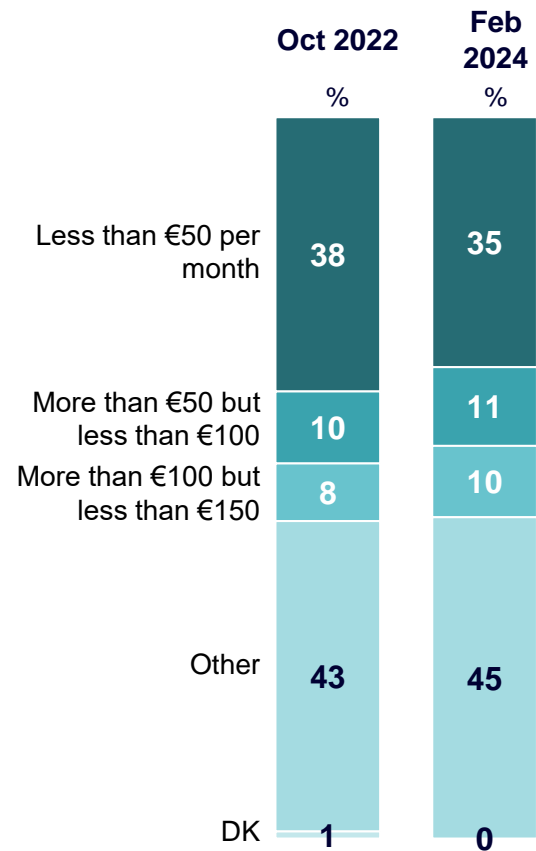
## Monthly subscription or a pay as you go EV charging service



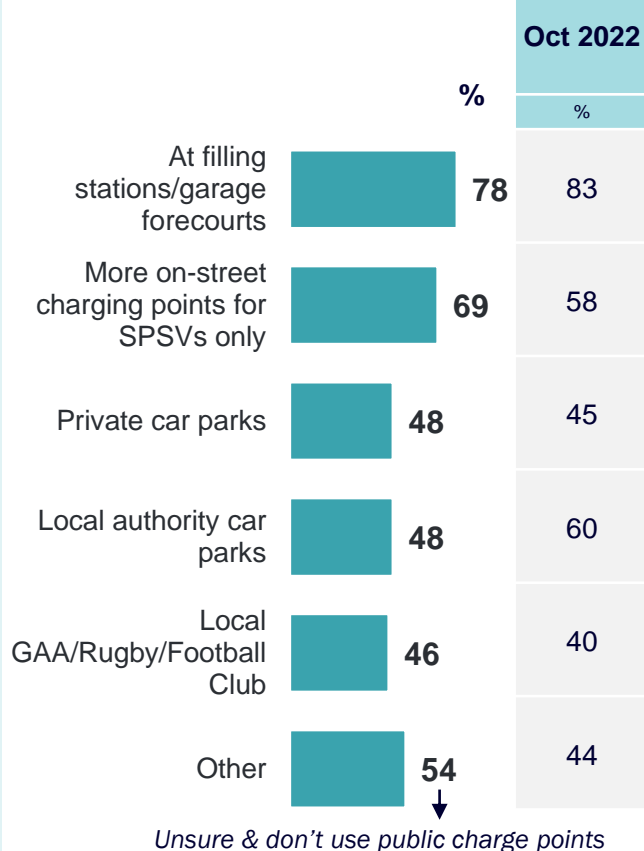
## Preferred charging points



## Monthly cost of charging on public charging points



## Like to see more SPSV chargers installed



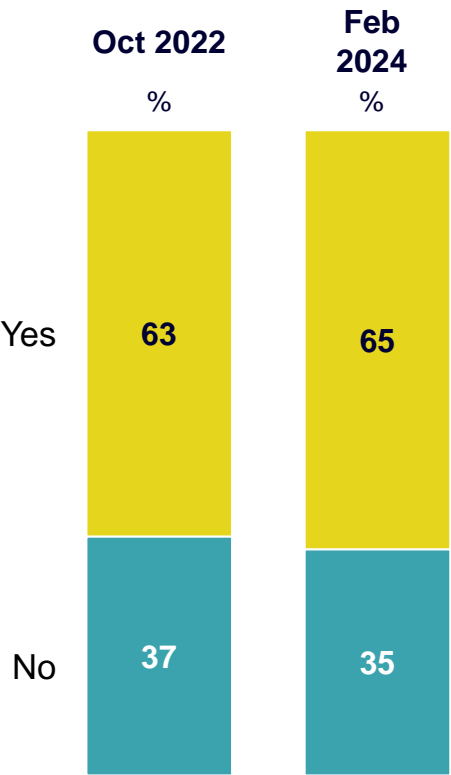
65% of electric vehicle drivers use a pay as you go service, with equal preference for a 50kW and 150kW rated charge points. 46% being charged less than €100 a month.

\*caution low base

# EV charger locator apps:

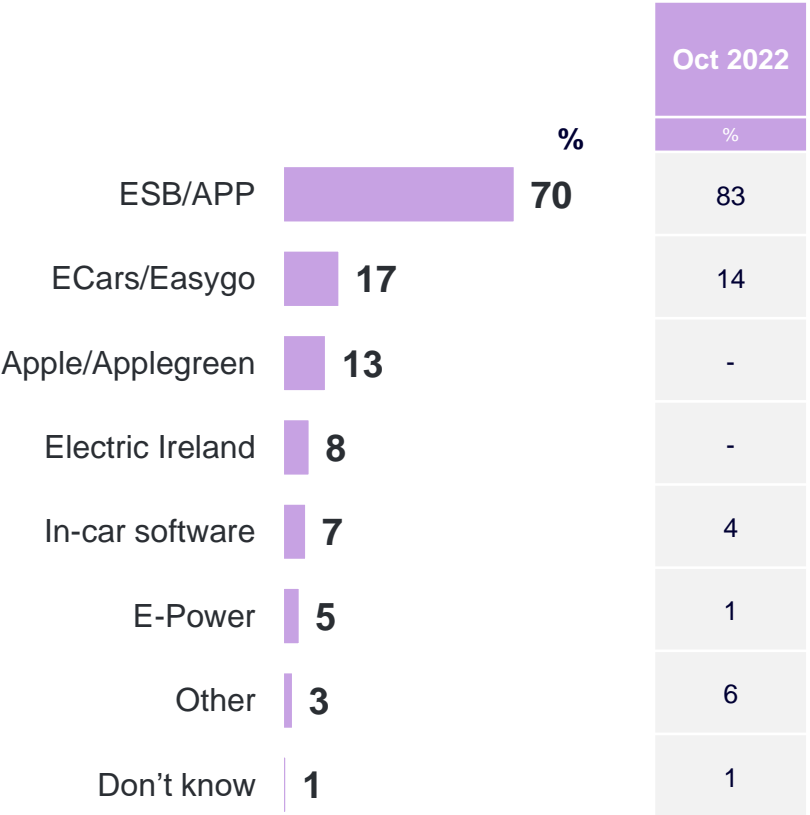
Base: All EV owners - 51

## Use EV charger locator app



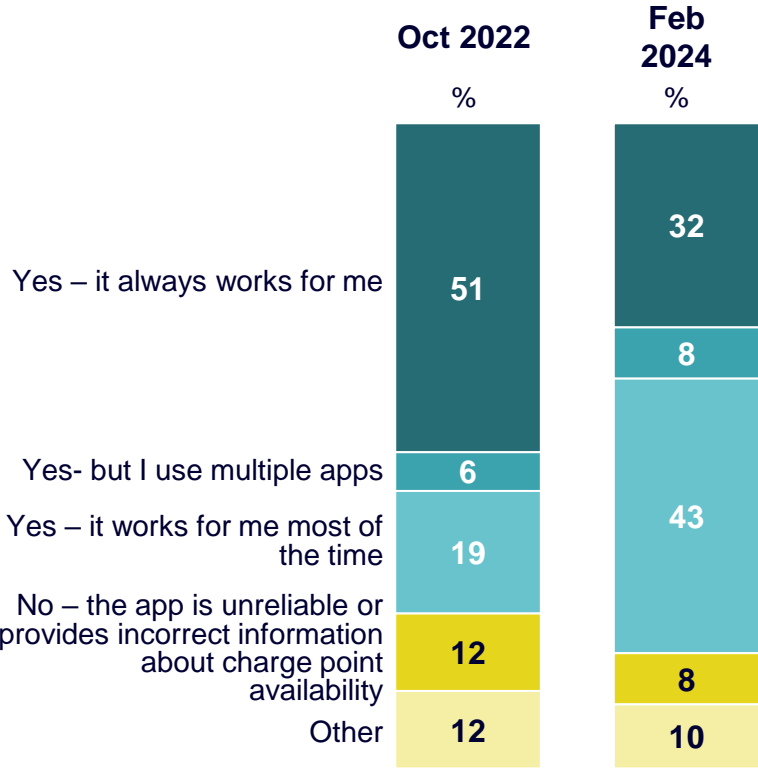
## App used

(Base: All use app – 34\*)



## Reliability of app

(Base: All use app – 34\*)



65% use an EV charger locator app with ESB being most popular (70%). Only 8% do not find their app reliable.

\*Caution: Small base

# 8. Key findings





# Key findings

## Profile of sample

- 85% of drivers are operating in cities (Dublin, Cork, Galway)
- 85% are driving a 5-seater, up +10%pts from Feb '22. 12% drive a Toyota Prius
- On average taxi drivers do 49,526 Kms a year. Average weekly fuel spend is at €141.79
- 21% drive a WAT
- 31% of drivers purchase their vehicle new, increasing over time. 32% of drivers have a car loan
- On average drivers replace their vehicle after 6.25 years or after 246,150 Kms.
- Most taxis are still diesel (59%), but fully electric are increasing from 4% in February '22 to 15% this survey.

## Current working trends

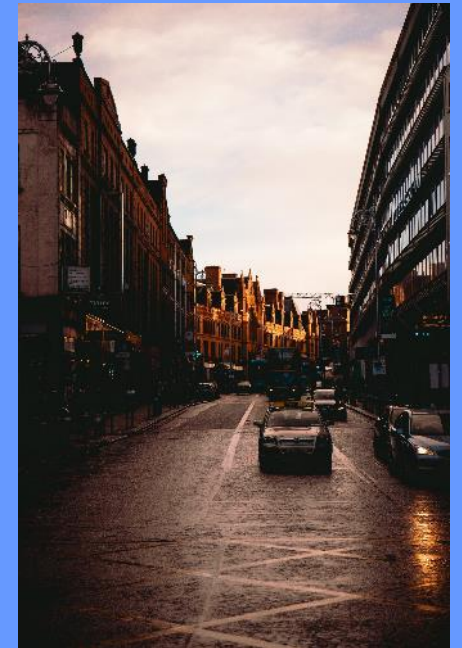
- On average drivers work 4.9 days a week for an average of 41 hours, increasing from 36 hours in February '22.
- Working on Fridays and Thursday most common.
- 78% of drivers who state they don't work nights used to. 26% stopped 1-3 years ago, the key reason for stopping being personal safety (52%).

## Apps and dispatch companies

- 81% of taxi drivers use either a dispatch company, an app provider or both, 8% of which only use a dispatch company with 66% only using an app provider. These results are in line with February 2022.
- The average weekly fee charged by a dispatch company is €82.43. Of those who use a dispatch company a third state they get 90% or more of their jobs via the dispatch company.
- 50% of driver using apps state they get 90% or more of their jobs via an app provider.

## Other costs

- **Vehicle service:** on average drivers service their vehicle after 15,133 Kms at an average cost of €269.
- **Valet:** 41% of drivers do a full valet, an average of 9 times a year at an average cost of €93
- **Car wash:** 82% of drivers get their car washed, an average of 65 times a year at an average cost of €12.
- **Tyres:** 64% of drivers change their tyres between 1-3 times a year.
- **Insurance:** on average insurance costs €2,323.48 last year, €219.11 less than the year before.
- **Dash-cam:** 46% have a dashcam at an average cost of €213.13
- **Internal security camera:** 26% have this at an average cost of €244.44
- **Additional safety measures:** 13% have any other safety measures at an average cost of €129.40.



# Key findings

## Cashless payments

- Increase of +10%pts to 28% of drivers stating 90% or more of their trips are paid by cashless/contactless payments.
- Over four in five agree most customers now want to pay by card for journeys. 56% agree the risk of theft or violence is reduced for SPSV drivers if using cashless payment, 32% disagreeing with this statement.

## Electric vehicles

- 15% of those not currently driving an electric vehicle plan to transition in the next 3 years. Half are unsure of when they will transition.
- Of those driving an electric vehicle taxi government grants were a key motivator in transiting. On average driver save €70 a week in running costs.
- 74% charge their vehicle daily. 91% of driver's charger their vehicle at home, 59% only charging their vehicle at home. 59% have a smart plan set up with their electricity provider.
- 65% use an EV charger locator app, ESB being most popular.
- 70% of drivers travel less than 200 Kms per day with 55% travelling less than 5kms from home to work.

