

# TAXI CONSUMER RESEARCH 2026

February 2026



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# 1. INTRODUCTION

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.

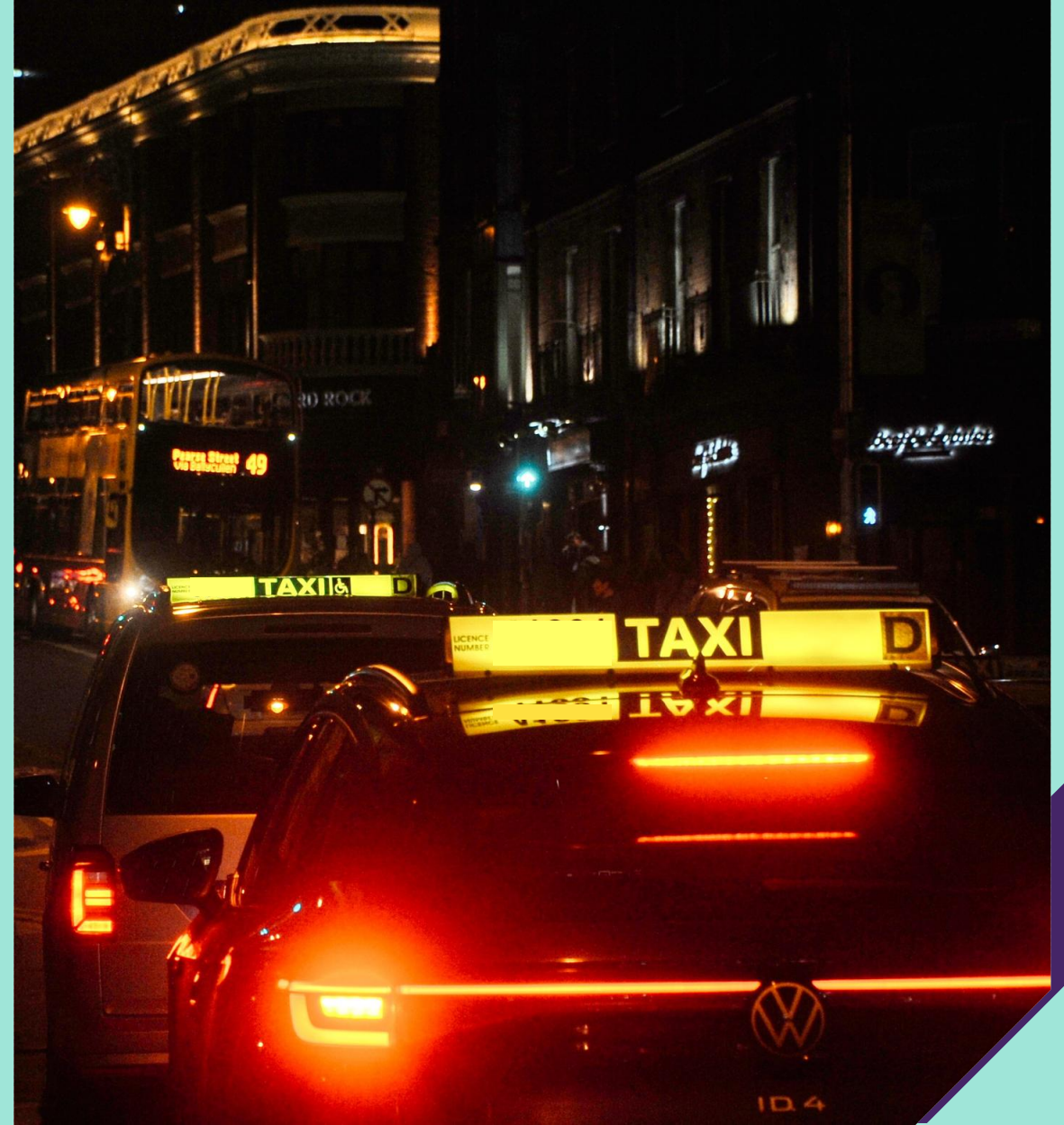
In others, where the figures are one or two percentage points off 100%, the reason is likely to be rounding. This is a standard occurrence in market research statistics and does not negate the accuracy of findings.

# Introduction

This report details the findings of a representative survey of taxi users in Ireland (Feb 2026).

This survey sets out to understand current and expected usage of taxis with a focus on electric vehicles and wheelchair accessible taxis (WAT). The information may be used to contribute to future plans for the industry.

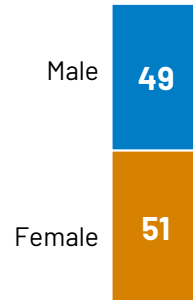
Where possible, this report will compare finding with the previous survey conducted in 2024.



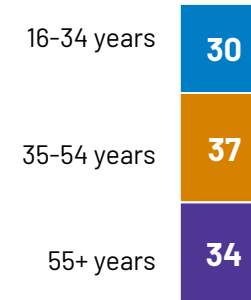
# Profile of respondents

A nationally representative sample

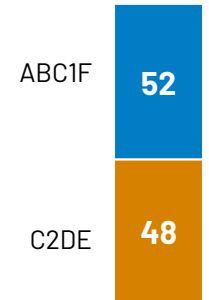
**Gender**  
%



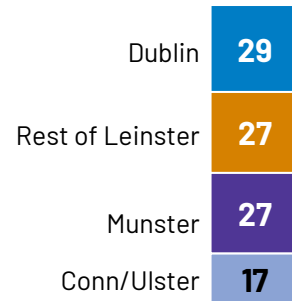
**Age**  
%



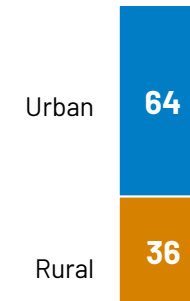
**Social Class**  
%



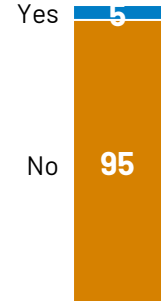
**Region**  
%



**Area**  
%



**Require Wheelchair Accessible Vehicle**  
%



Base: All adults - 1,023

# Objectives

The core objective of this survey was:

**To gain a nationally representative view of 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 with regard to ordering.
- Taxi experience for WAT users.
- Understanding of how safe consumers perceive taxis to be.
- Understanding of fares and electronic payments.
- Attitudes towards taxis



# Research Objectives & Methodology

A representative survey of taxi users in Ireland

## Sample Size

1,023 adults

805 taxi users past 12 months

699 used a taxi in the past 6 months

264 used a 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 applied on the sample to ensure representivity.

## Fieldwork Dates

**2024:** 20<sup>th</sup> February to 4<sup>th</sup> March 2024

**2026:** 19<sup>th</sup> February to 4<sup>th</sup> March 2026

## Acumen Panel

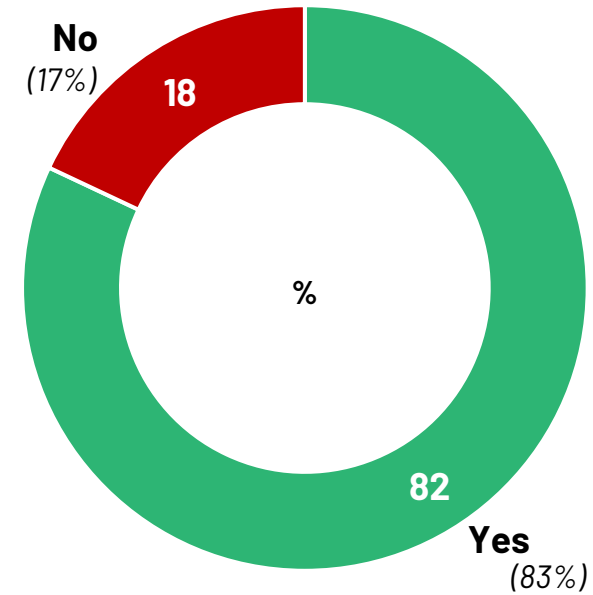
Survey was conducted online by inviting relevant demographic cohorts from the acumen panel membership through quotas to participate.

## 2. TAXI USAGE IN CONTEXT OF PUBLIC TRANSPORT USAGE IN GENERAL



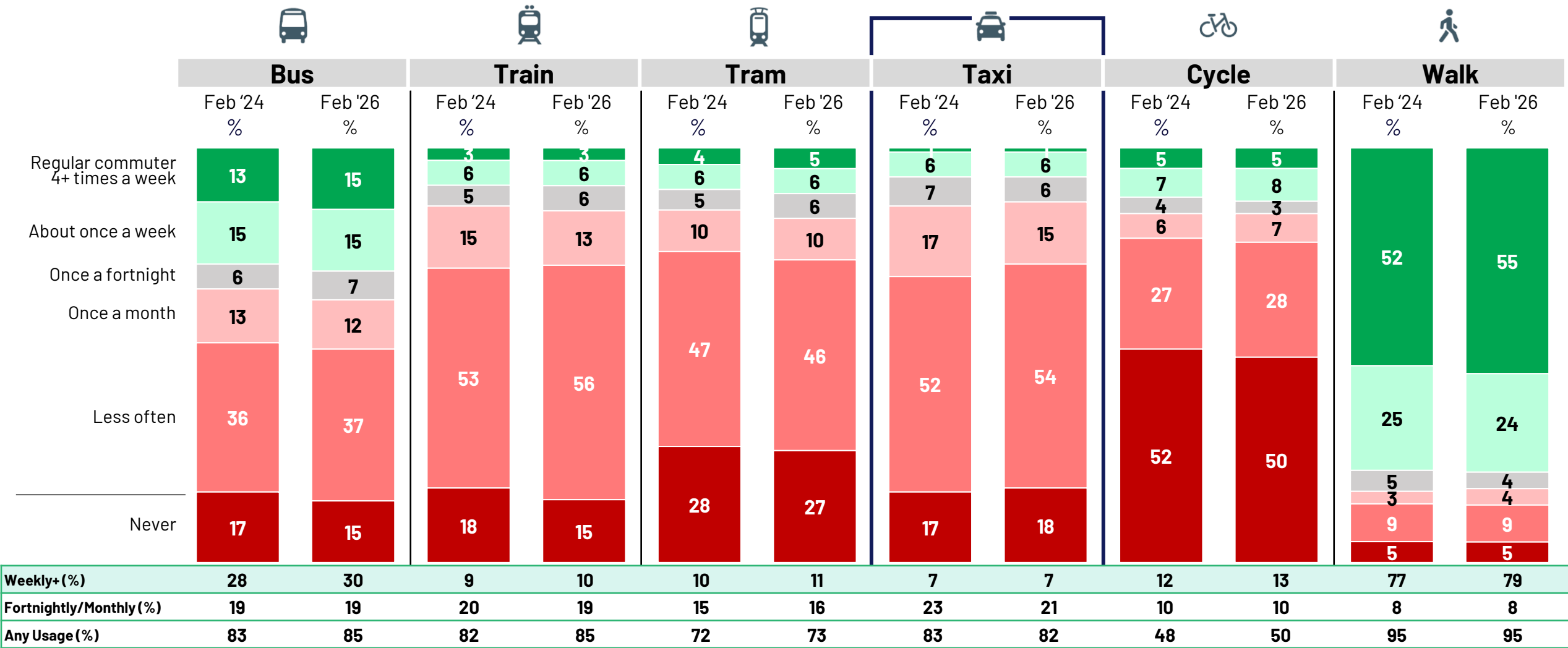
**Any taxi  
usage is at  
82%, and in  
line with Feb  
2024**

***Any Taxi usage***



Base: All adults - 1,023  
( ) 2024

# Usage across most modes of transport remains in line with 2024 levels. 7% of adults use taxis weekly

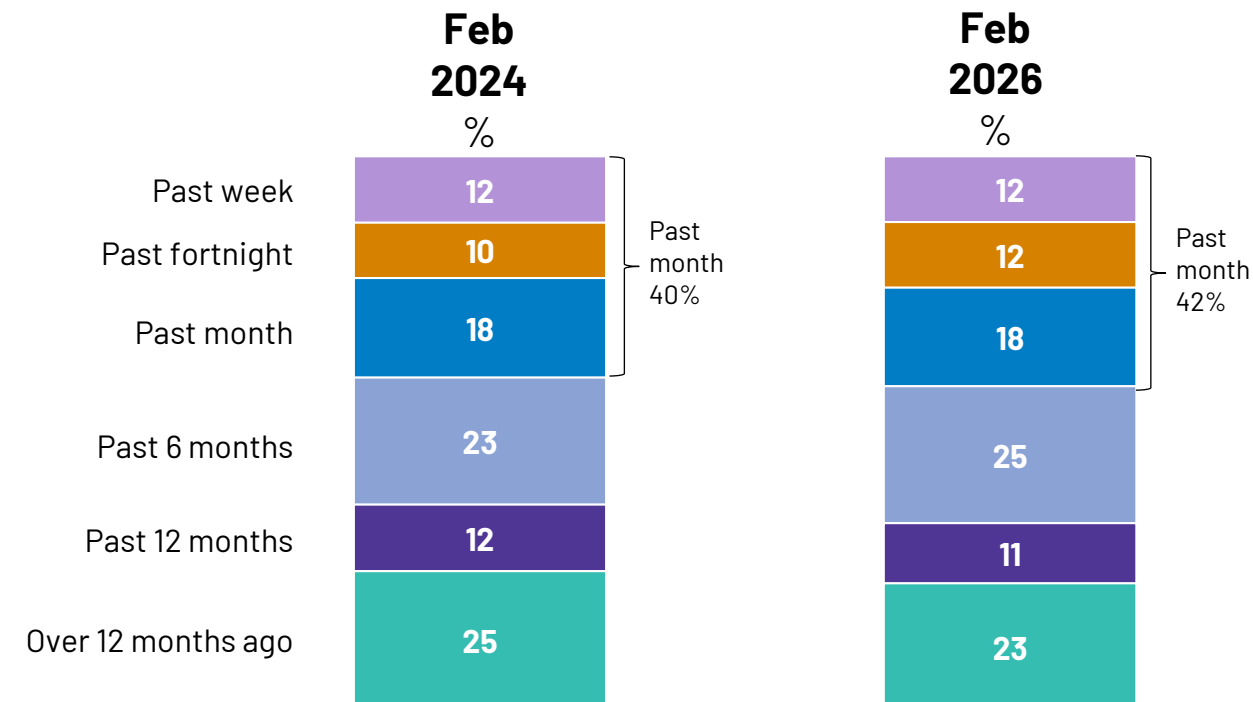


Base: All adults - 1,023

### **3. HOW HAS CONSUMER DEMAND CHANGED?**

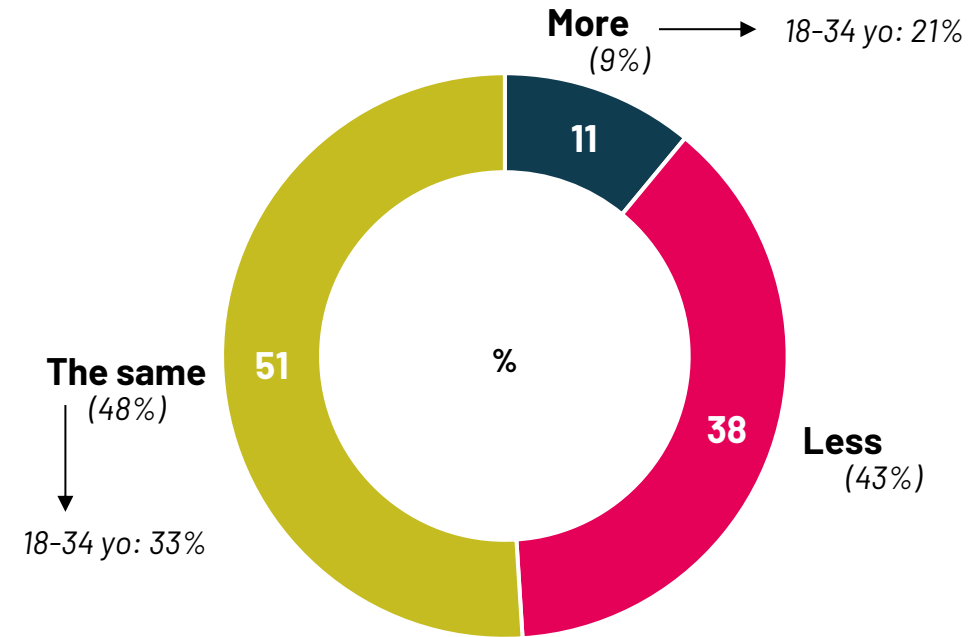


# 42% of respondents' last taxi journey was in the last month



Base: All adults - 1,023

Just over half of all adults surveyed state they are using taxi services the same amount as they were 12 months ago.



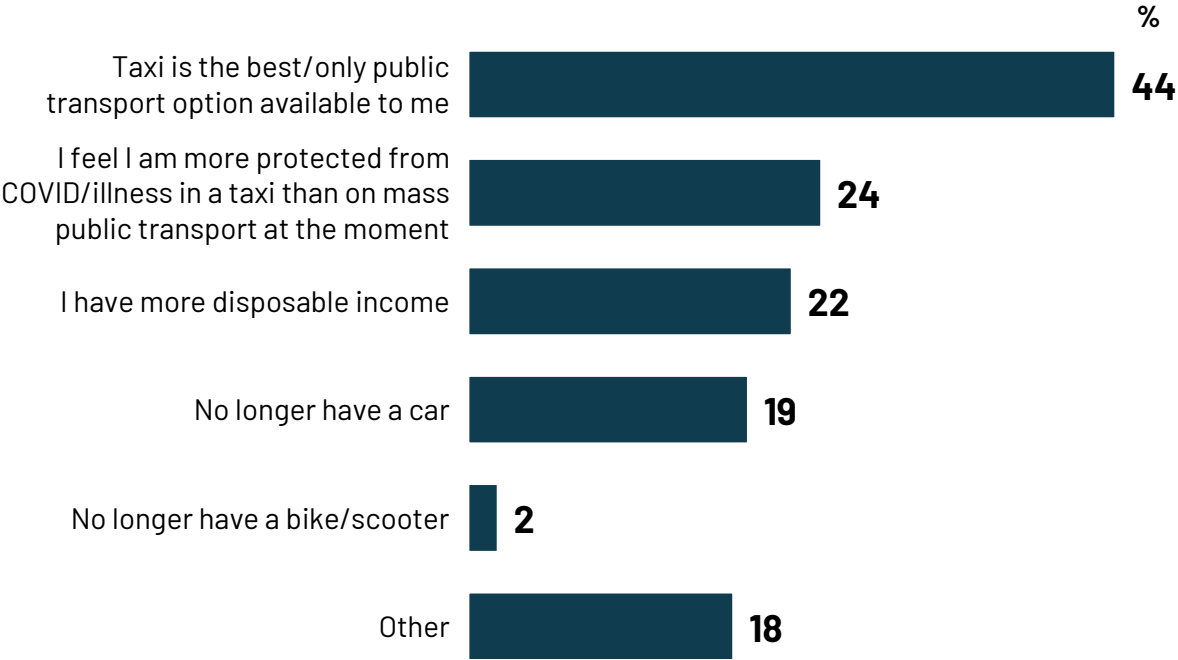
Base: All adults - 1,023

( ) = Feb 2024

# Higher taxi usage stems from taxis being the best or only public transport option available, while decreased usage is primarily driven by less socialising and reduced disposable income

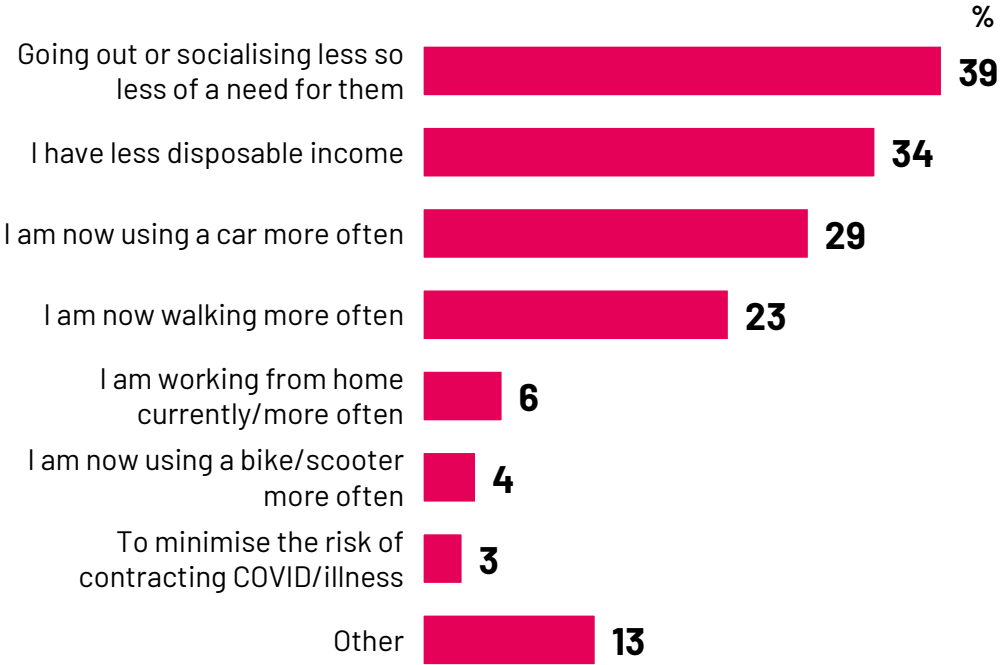
## Reasons for Increased Taxi Use

Base: All using taxi services more in the last 12 months: 100

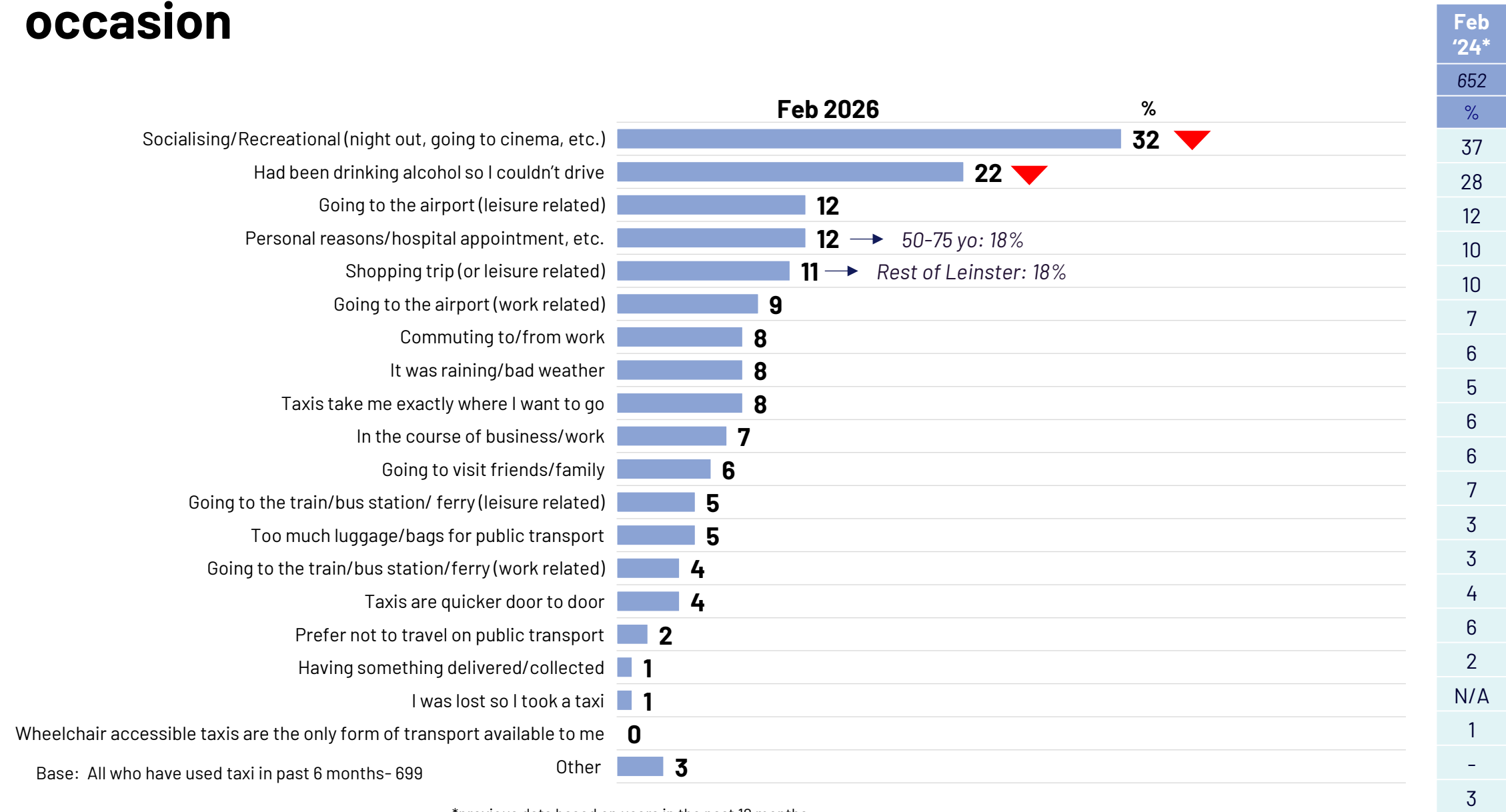


## Reasons for Decreased Taxi Use

Base: All using taxi services less in the last 12 months: 380



# Socialising comprises the top reasons for using a taxi on the last occasion



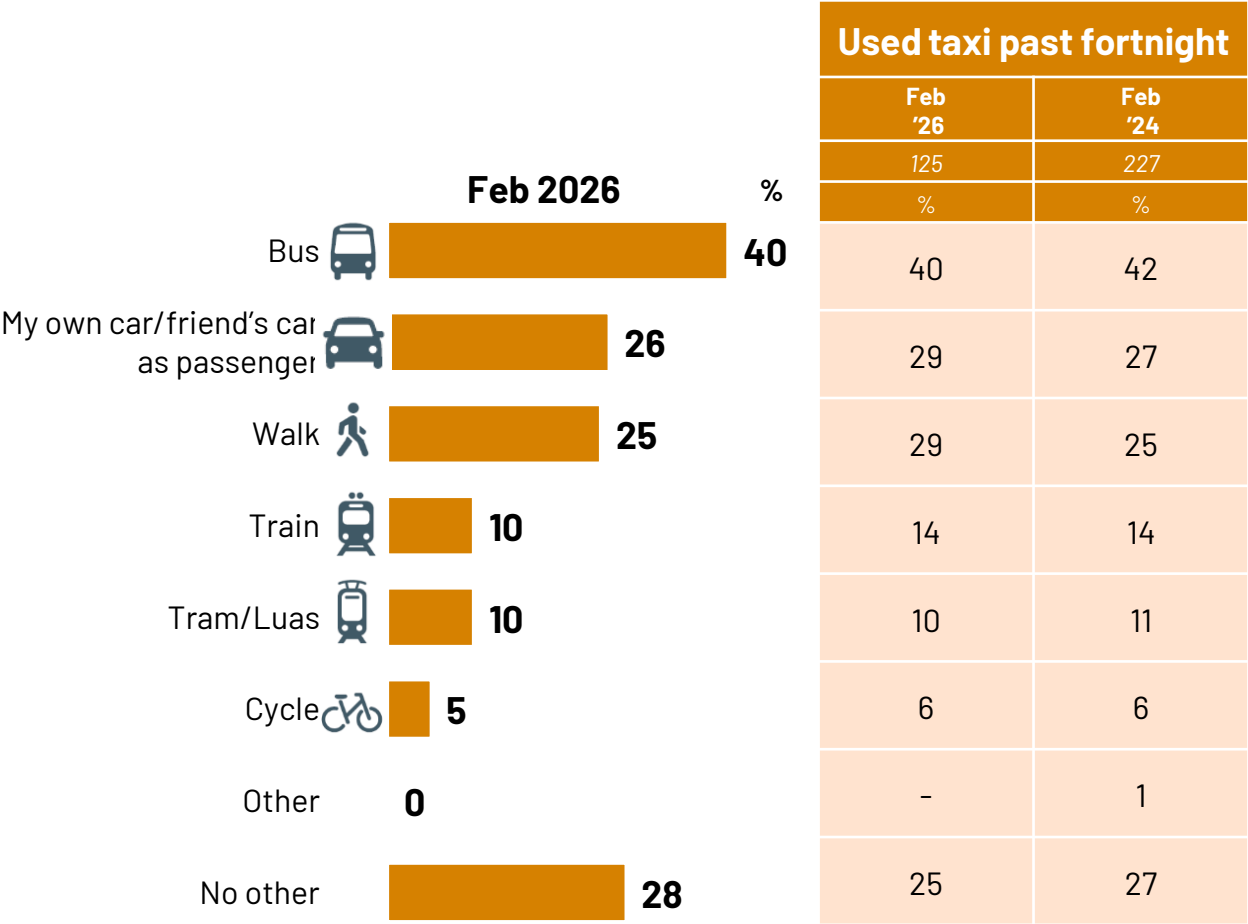
\*previous data based on users in the past 12 months

72% reported to have other forms of transport available to them when choosing a taxi, up 7%. This increase is seen across regions.

Availability levels of other transport

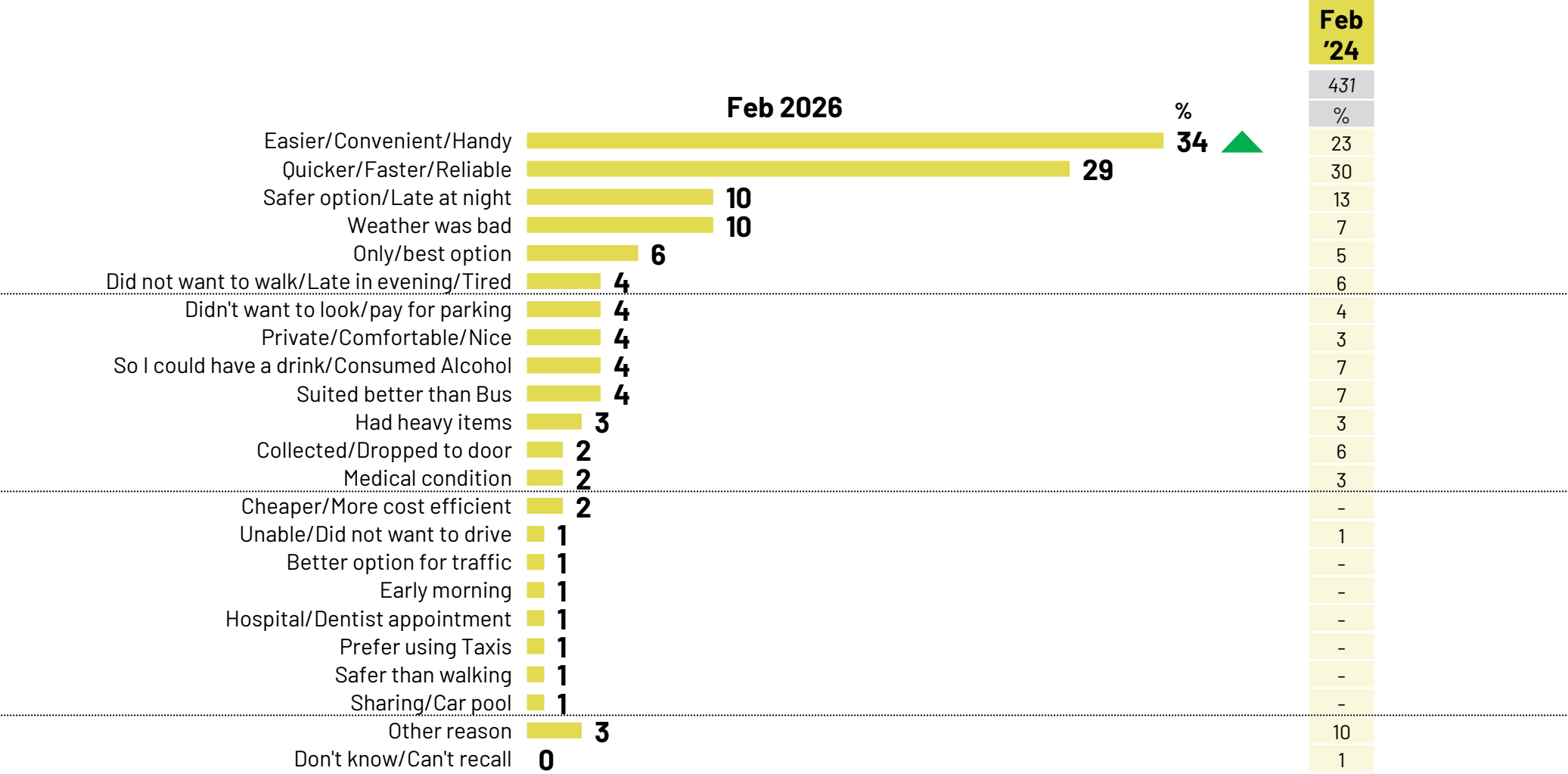
|                  | Region  |         |
|------------------|---------|---------|
|                  | Feb '24 | Mar '26 |
|                  | %       | %       |
| All              | 65      | 72      |
| Dublin           | 72      | 77      |
| Rest of Leinster | 65      | 70      |
| Munster          | 57      | 68      |
| Conn/Ulster      | 64      | 70      |

Other forms of transport available



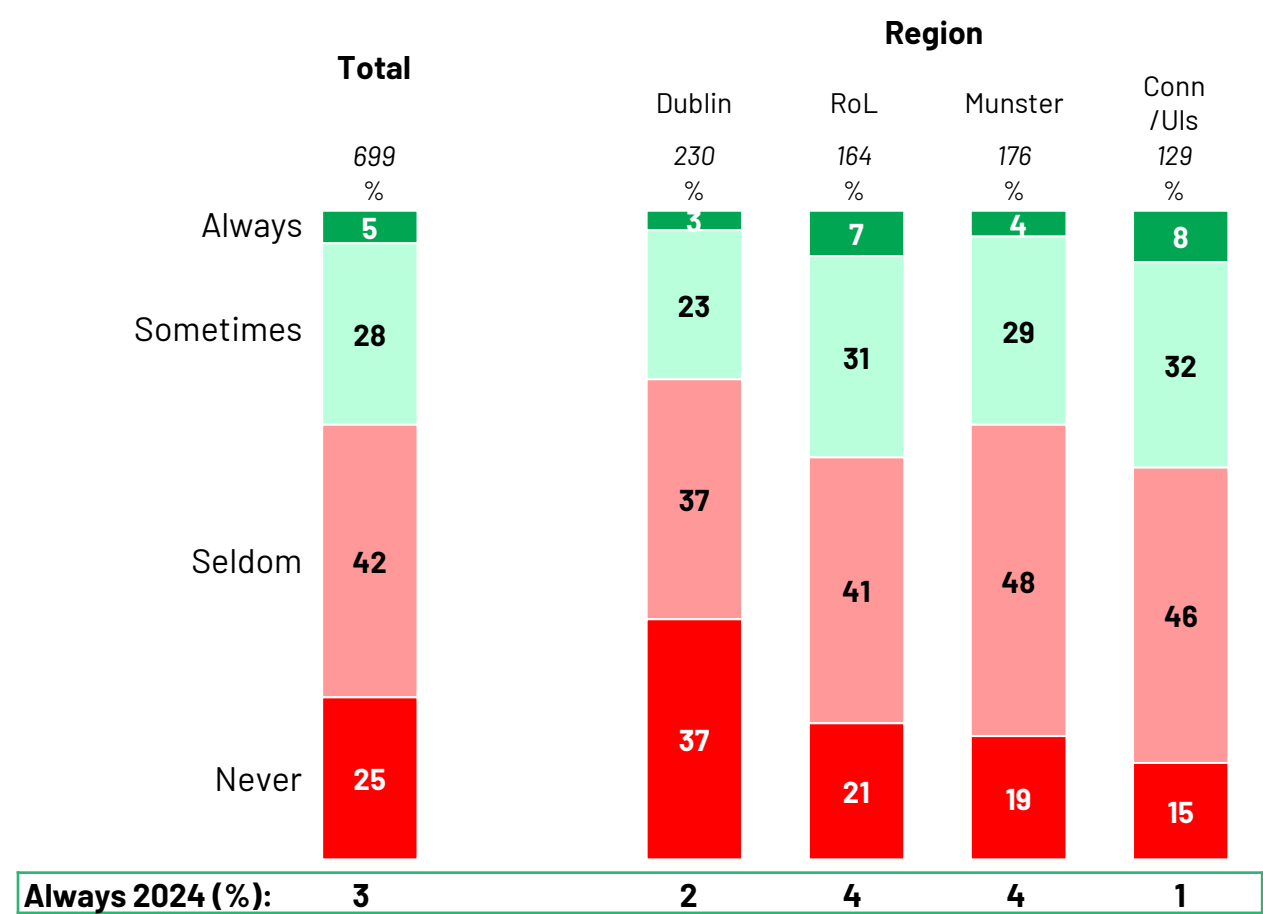
Base: All who have used taxi in past 6 months- 699

# Convenience (34%) and speed/reliability (29%) that taxis offer consumers continue to be the top reasons for selecting a taxi over alternative travel options



Base: All with other transport available - 495

# Of those who used a taxi in the past 6 months, only 5% always use it to connect with other forms of transport.



Base: All who have used taxi in past 6 months- 699

**Feb 2026**

|           | Total | Bus frequently |            |       | Train Frequency |            |       |
|-----------|-------|----------------|------------|-------|-----------------|------------|-------|
|           |       | Weekly+        | Less often | Never | Weekly+         | Less often | Never |
| Base      | 699   | 242            | 236        | 57    | 73              | 374        | 74    |
|           | %     | %              | %          | %     | %               | %          | %     |
| Always    | 5     | 7              | 4          | 3     | 7               | 4          | 3     |
| Sometimes | 28    | 32             | 27         | 9     | 39              | 25         | 5     |
| Seldom    | 42    | 40             | 40         | 40    | 36              | 45         | 41    |
| Never     | 25    | 22             | 28         | 48    | 17              | 26         | 52    |

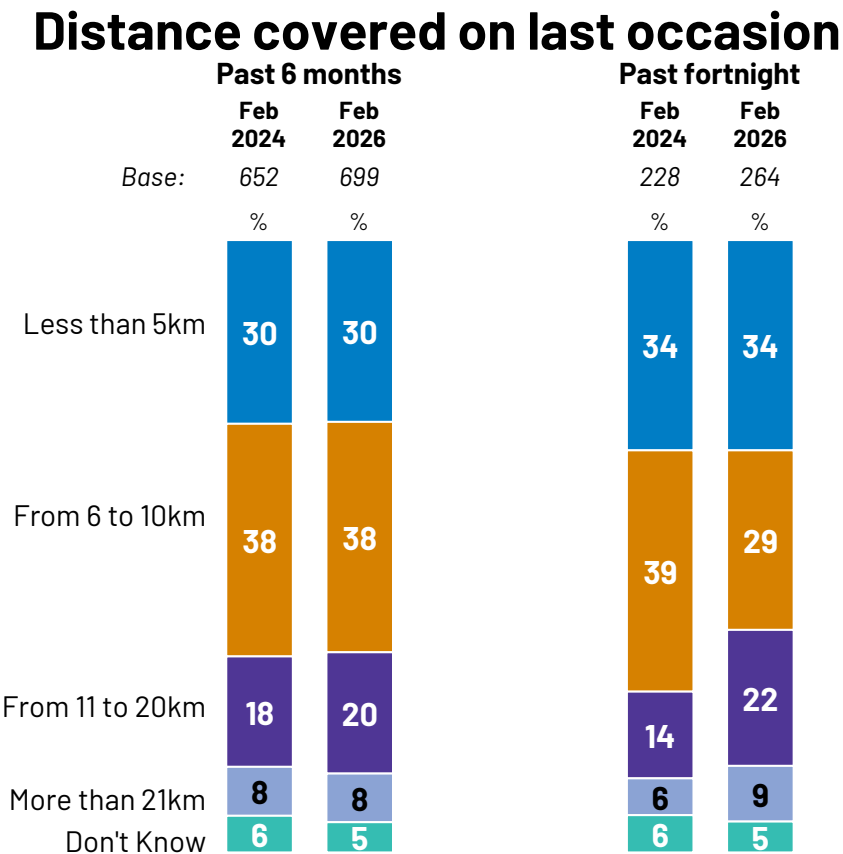
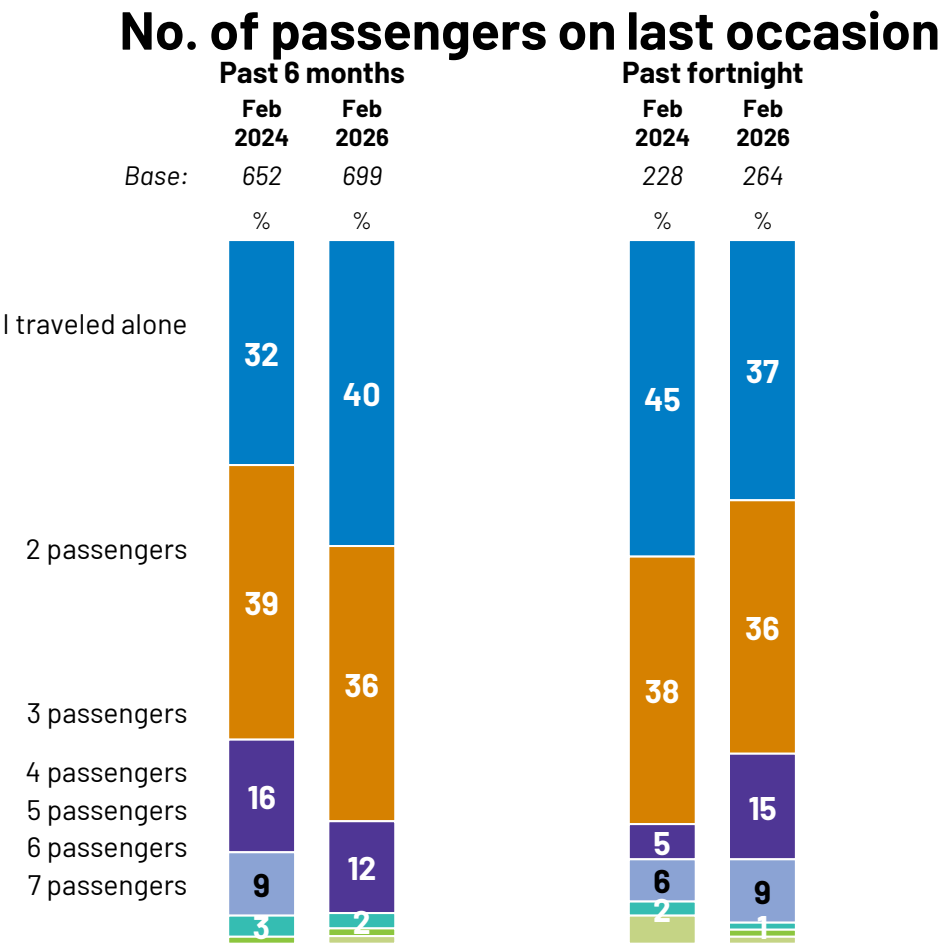
  

|           | Total | Tram/Luas Frequency |            |       | Taxi Frequency |            |       |
|-----------|-------|---------------------|------------|-------|----------------|------------|-------|
|           |       | Weekly+             | Less often | Never | Weekly+        | Less often | Never |
| Base      | 699   | 86                  | 323        | 151   | 85             | 366        | 37    |
|           | %     | %                   | %          | %     | %              | %          | %     |
| Always    | 5     | 6                   | 4          | 3     | 14             | 3          | -     |
| Sometimes | 28    | 38                  | 26         | 19    | 49             | 19         | 11    |
| Seldom    | 42    | 31                  | 47         | 40    | 23             | 49         | 41    |
| Never     | 25    | 26                  | 23         | 38    | 14             | 29         | 48    |

**= Significantly higher**

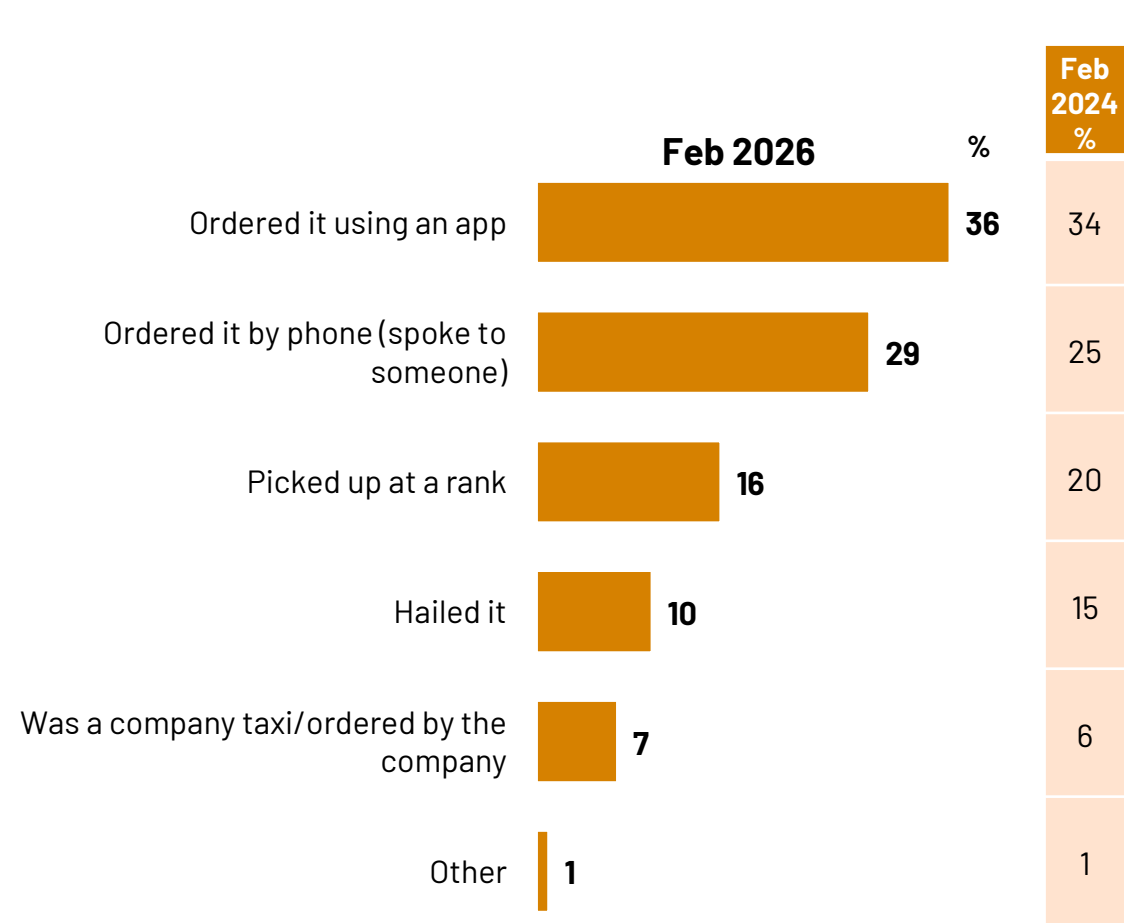
**= Significantly lower**

# Most journeys on the last occasion in the past 6 months were traveled alone and were up to 10km in distance.

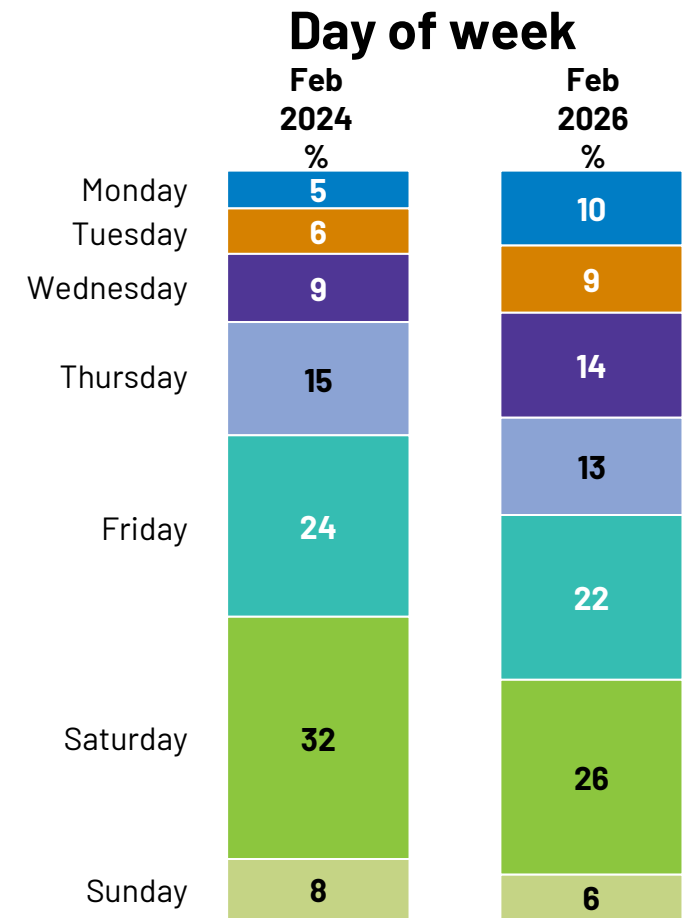


Base: All who have used taxi in past 6 months- 699

# Using an app continues to remain the most common way to access a taxi.



Base: All used taxi in **past fortnight** - 264



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

**Amongst age groups, 18-24s and 25-34s are more likely to order a taxi through an app and 65+ are likely to order it by phone.**

|                                           | Total | Age   |       |       |       |     | Region |     |         |          |
|-------------------------------------------|-------|-------|-------|-------|-------|-----|--------|-----|---------|----------|
|                                           |       | 18-24 | 25-34 | 35-49 | 50-64 | 65+ | Dublin | RoL | Munster | Conn/Uls |
| Base                                      | 699   | 56    | 156   | 222   | 163   | 102 | 230    | 164 | 176     | 129      |
|                                           | %     | %     | %     | %     | %     | %   | %      | %   | %       | %        |
| Ordered it using an app                   | 36    | 44    | 44    | 36    | 33    | 22  | 49     | 30  | 35      | 18       |
| Ordered it by phone (spoke to someone)    | 29    | 26    | 19    | 26    | 29    | 50  | 19     | 37  | 31      | 36       |
| Picked up at a rank                       | 16    | 12    | 16    | 16    | 20    | 14  | 8      | 18  | 19      | 25       |
| Hailed it                                 | 10    | 3     | 11    | 14    | 13    | 9   | 14     | 7   | 7       | 14       |
| Was a company taxi/ordered by the company | 7     | 16    | 9     | 6     | 3     | 2   | 10     | 7   | 6       | 5        |
| Other                                     | 1     | -     | -     | 2     | 1     | 2   | 1      | 0   | 2       | 2        |

Base: All who have used taxi in past 6 months- 699

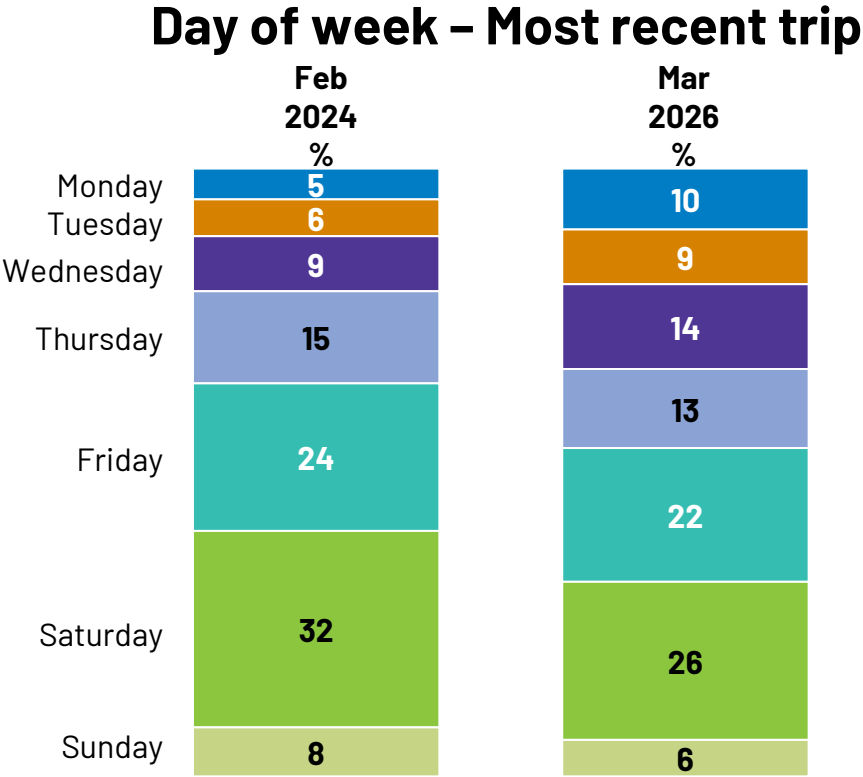
|  |                        |
|--|------------------------|
|  | = Significantly higher |
|  | = Significantly lower  |

**Amongst those who have used a taxi in the last fortnight, ordering through an app continues to remain the most used method. Ordering by phone has increased by 4%**

| Method used to get taxi                | Past fortnight |          |
|----------------------------------------|----------------|----------|
|                                        | Feb 2024       | Feb 2026 |
| Base:                                  | 228            | 264      |
|                                        | %              | %        |
| Ordered it using an app                | 34             | 35       |
| Ordered it by phone (spoke to someone) | 25             | 29       |
| Picked up at a rank                    | 20             | 16       |
| Hailed it                              | 15             | 11       |
| Booked by my employer/company          | 6              | 9        |
| Other                                  | 1              | 1        |

Base: All who have used taxi in past 6 months- 699

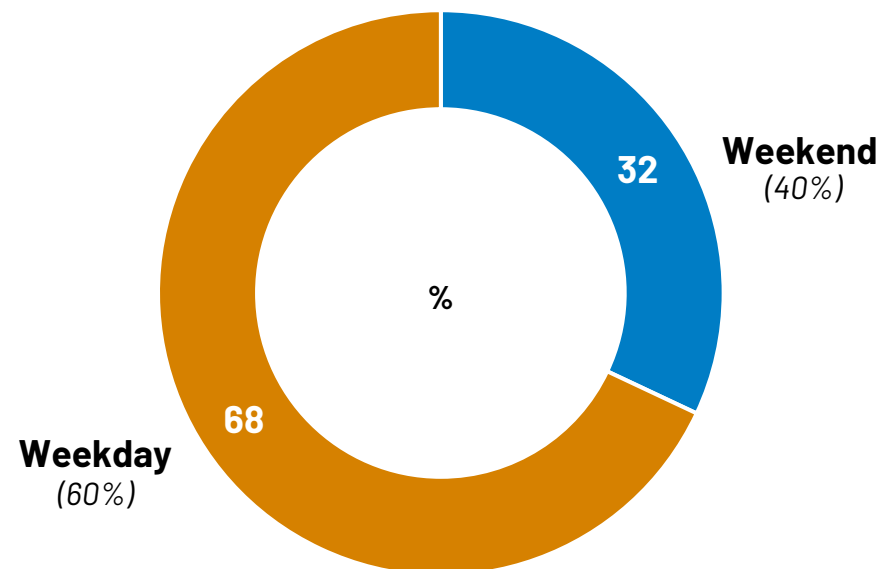
Most recent  
trips are more  
commonly  
Friday or  
Saturday



Base: All used taxi in **past fortnight** – 264

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

32% of those who had used a taxi in the past two weeks have done so on the weekend. This has dropped by 8%.



Base: All used taxi in **past fortnight** – 264  
( ) 2024

# Demand patterns are higher late night/early hours

| Time of day   |            |            |
|---------------|------------|------------|
|               | Feb 2024 % | Feb 2026 % |
| 06:00 – 07:59 | 6          | 8          |
| 08:00 – 09:59 | 6          | 11         |
| 10:00 – 11:59 | 13         | 13         |
| 12:00 – 13:59 | 10         | 8          |
| 14:00 – 15:59 | 7          | 10         |
| 16:00 – 17:59 | 7          | 8          |
| 18:00 – 19:59 | 10         | 5          |
| 20:00 – 21:59 | 11         | 10         |
| 22:00 – 23:59 | 12         | 7          |
| 00:00 – 03:59 | 16         | 19         |
| 04:00 – 05:59 | 1          | 1          |

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

Base: All used taxi in **past fortnight** – 264

# Arrive time for those who ordered by phone or app:

55% who order by phone or app requested a taxi immediately. Adults in Dublin are more likely to order for immediate use.

|                   | Total | Region |     |         |          |
|-------------------|-------|--------|-----|---------|----------|
|                   |       | Dublin | RoL | Munster | Conn/Uls |
| Base              | 456   | 157    | 111 | 119     | 69       |
|                   | %     | %      | %   | %       | %        |
| Immediately       | 55    | 64     | 44  | 52      | 55       |
| At an agreed time | 45    | 36     | 56  | 48      | 45       |

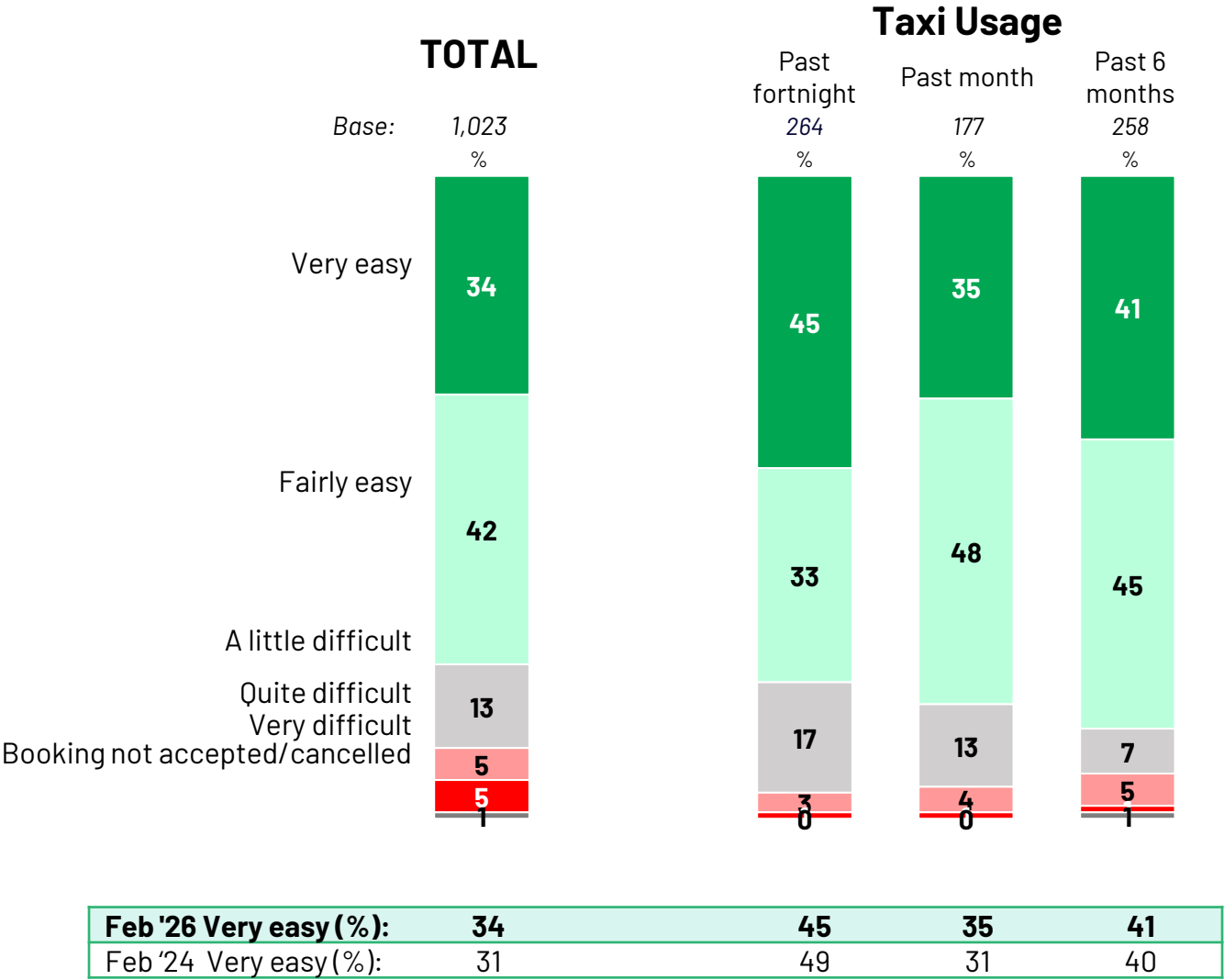
Base: All who ordered a taxi by phone or app - 319

# Ease of getting a taxi:

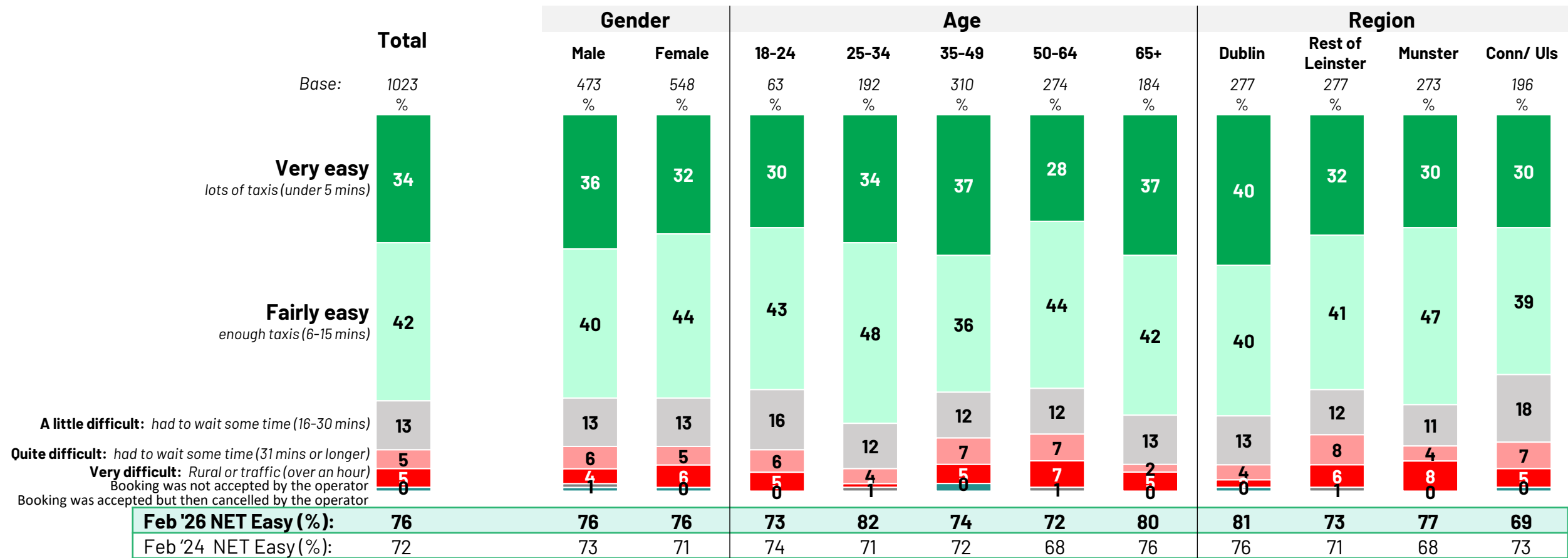
76% found it easy to get a taxi on their most recent journey

Finding it “very easy” slightly increased by 3% to 34%

Base: All adults - 1,023



# 76% of adults who have used a taxi reported it was *very/fairly easy* to get their last taxi.

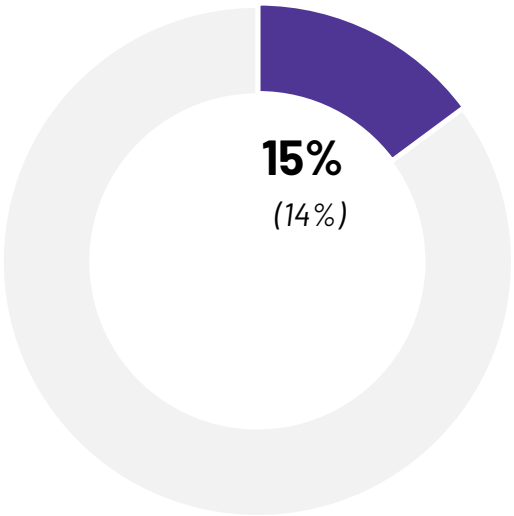


Base: All adults - 1,023

15% of those who used a taxi in the past 6 months have been refused service, with the top reason being lack of availability.

Have had a taxi provider refuse service in the recent past

Base: All used a taxi in the past 6 months n=699

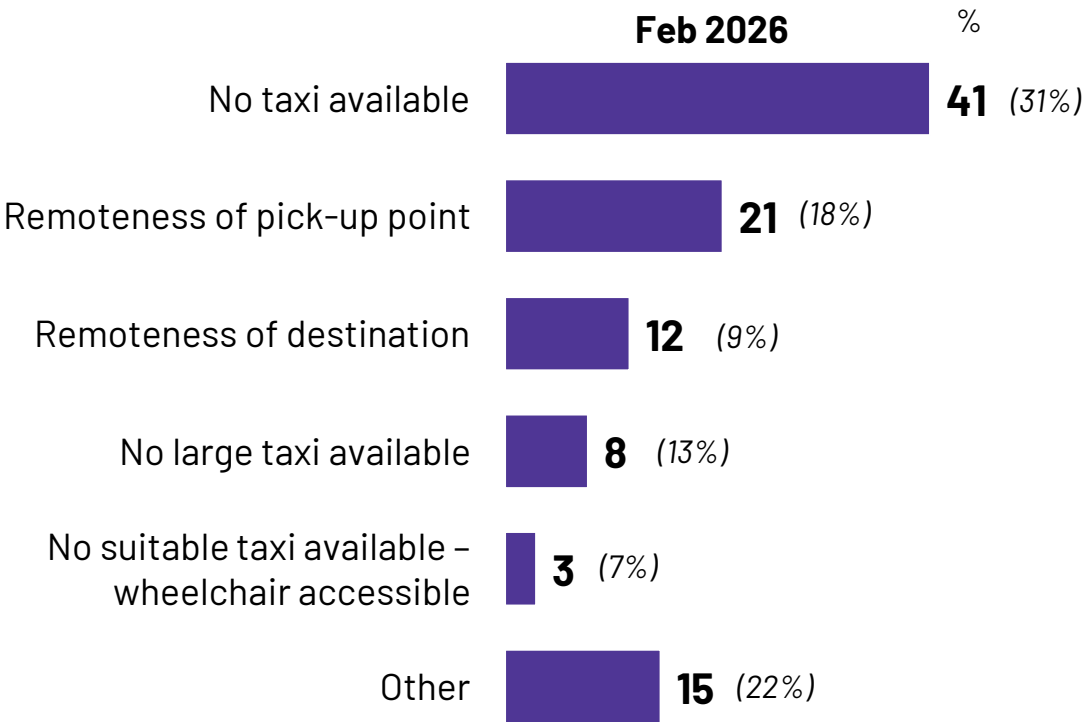


( ) = Feb 2024

Base: All adults - 1,023

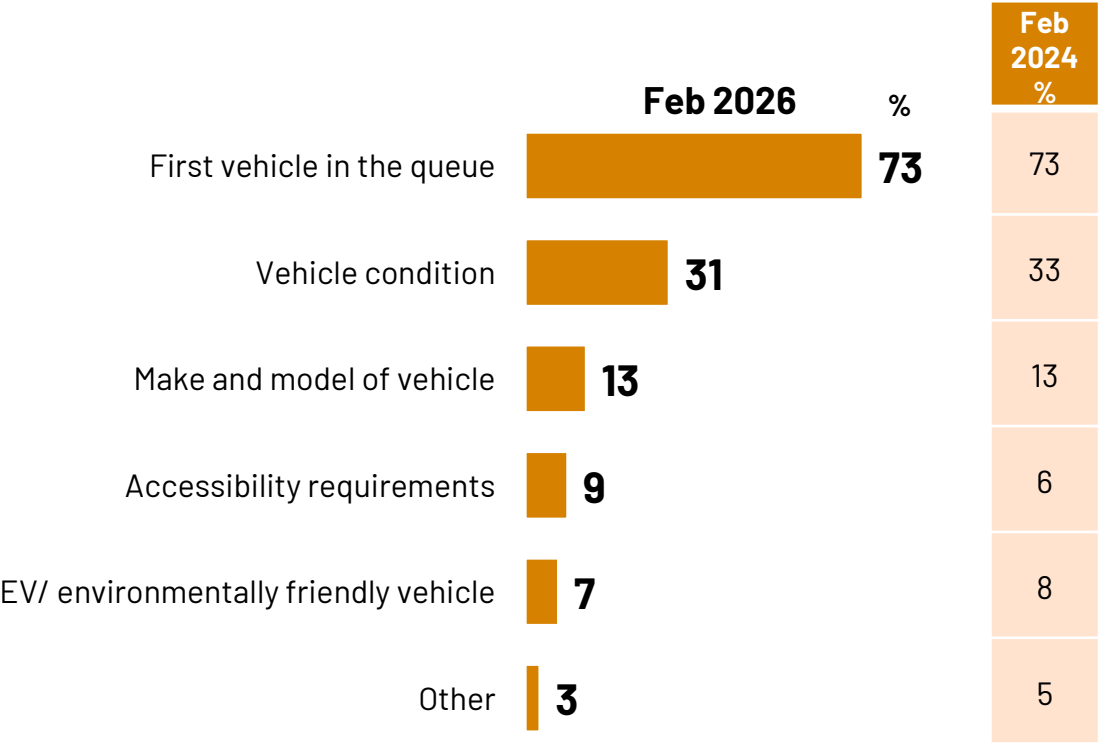
Reason for refusal

\*Base: All refused a taxi in past 6 months n=93

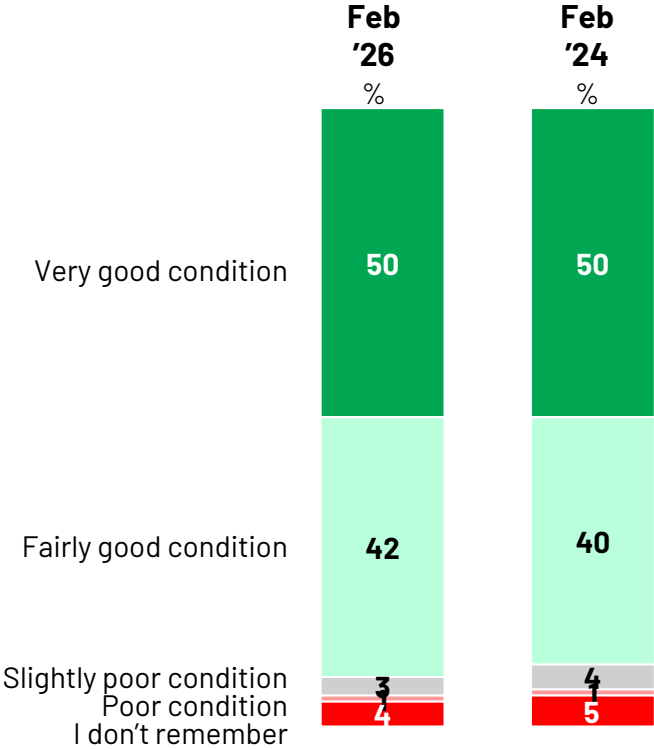


# 92% reported that the last taxi they traveled in was in a *good condition*

## Factors considered when choosing taxi at rank



## Condition of last taxi travelled in

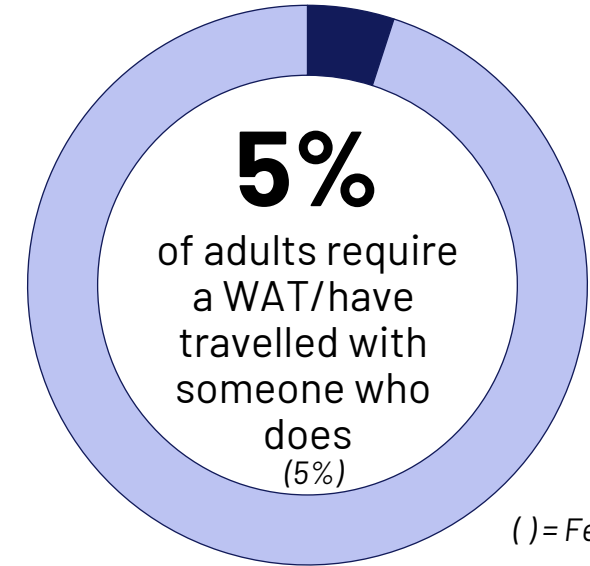


Base: All used taxi past 12 months - 805

# **4. WAT USAGE EXPERIENCE**



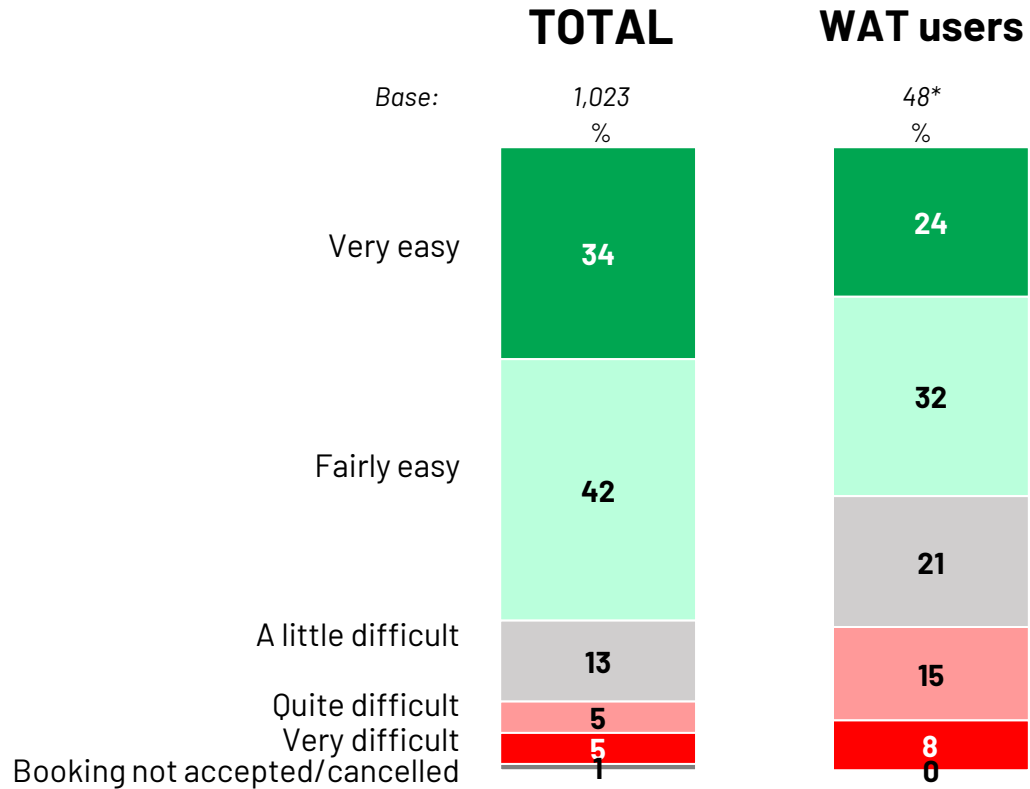
**5% of adults  
require a WAT or  
have travelled  
with someone  
who does**



( ) = Feb 2024

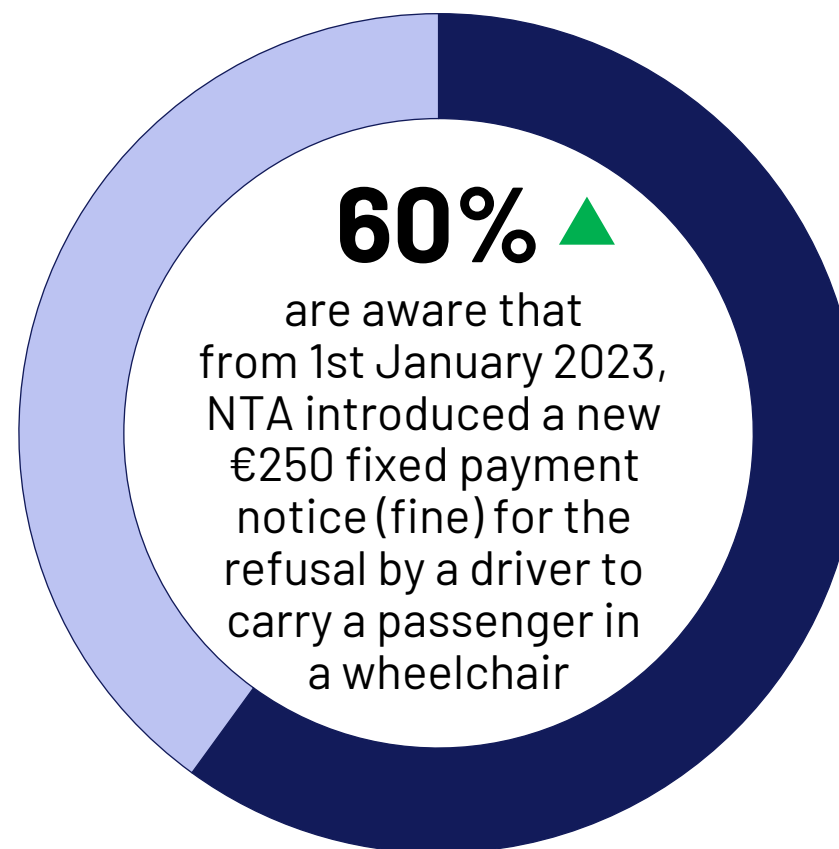
**Of those who require a WAT or  
have travelled with someone who  
does 38% ordered their last taxi by  
phone**

Compared with  
76% of all taxi  
users, only  
56% of WAT  
users found  
getting a taxi  
“easy” on their  
last journey



Base: All adults - 1,023

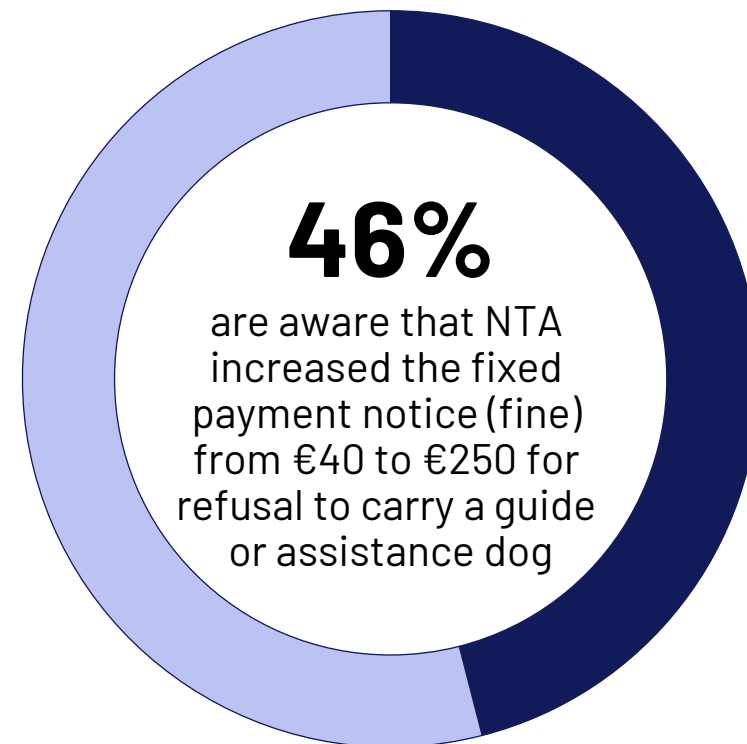
**Awareness  
amongst WAT  
users about fines  
for refusal to carry  
a passenger in a  
wheelchair has  
significantly  
increased.**



**(up from 30% in Feb 2024)**

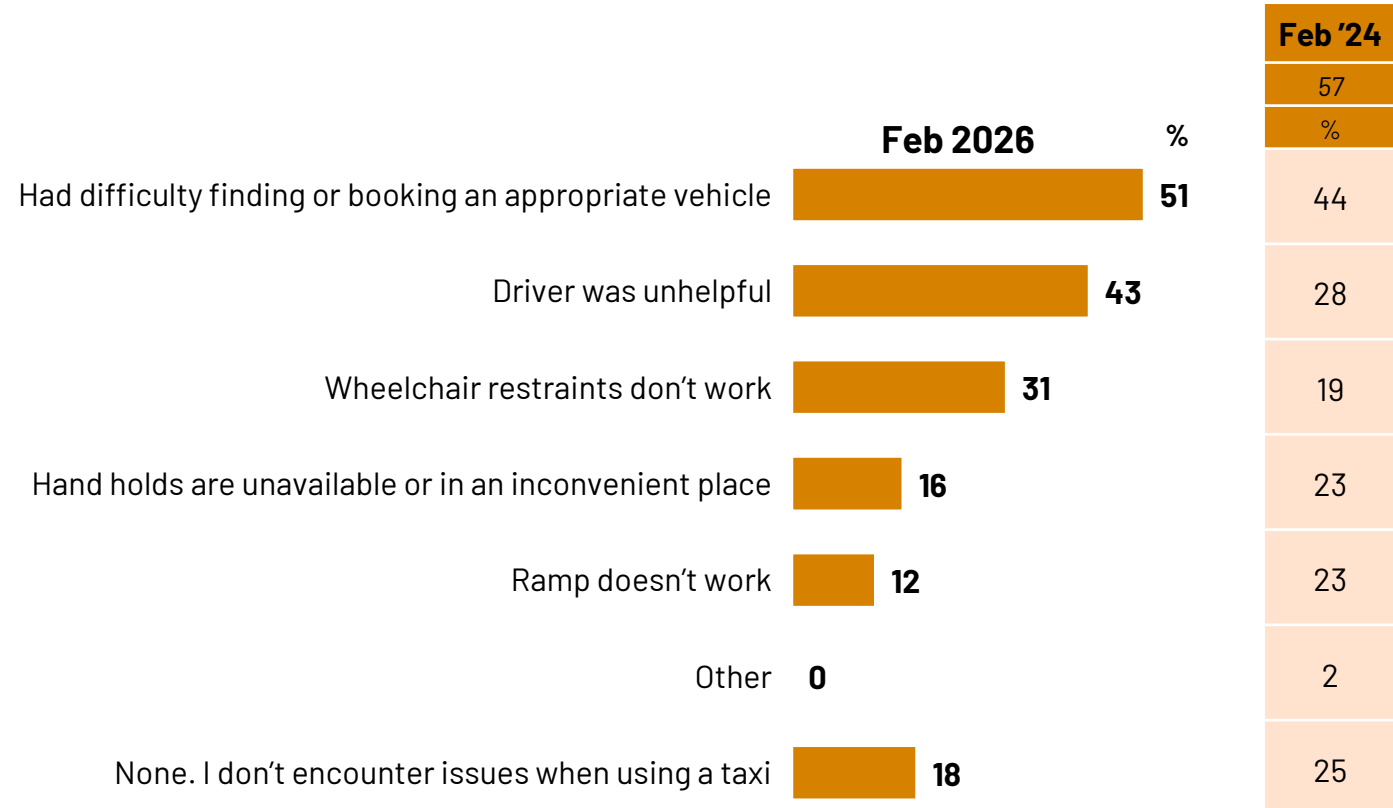
Base: All require a wheelchair accessible taxi - 48

**Awareness of  
WAT users that a  
taxi driver can be  
fined for refusing  
to carry a  
guide/assistance  
dog has grown by  
6%**



**(up from 40% in Feb 2024)**

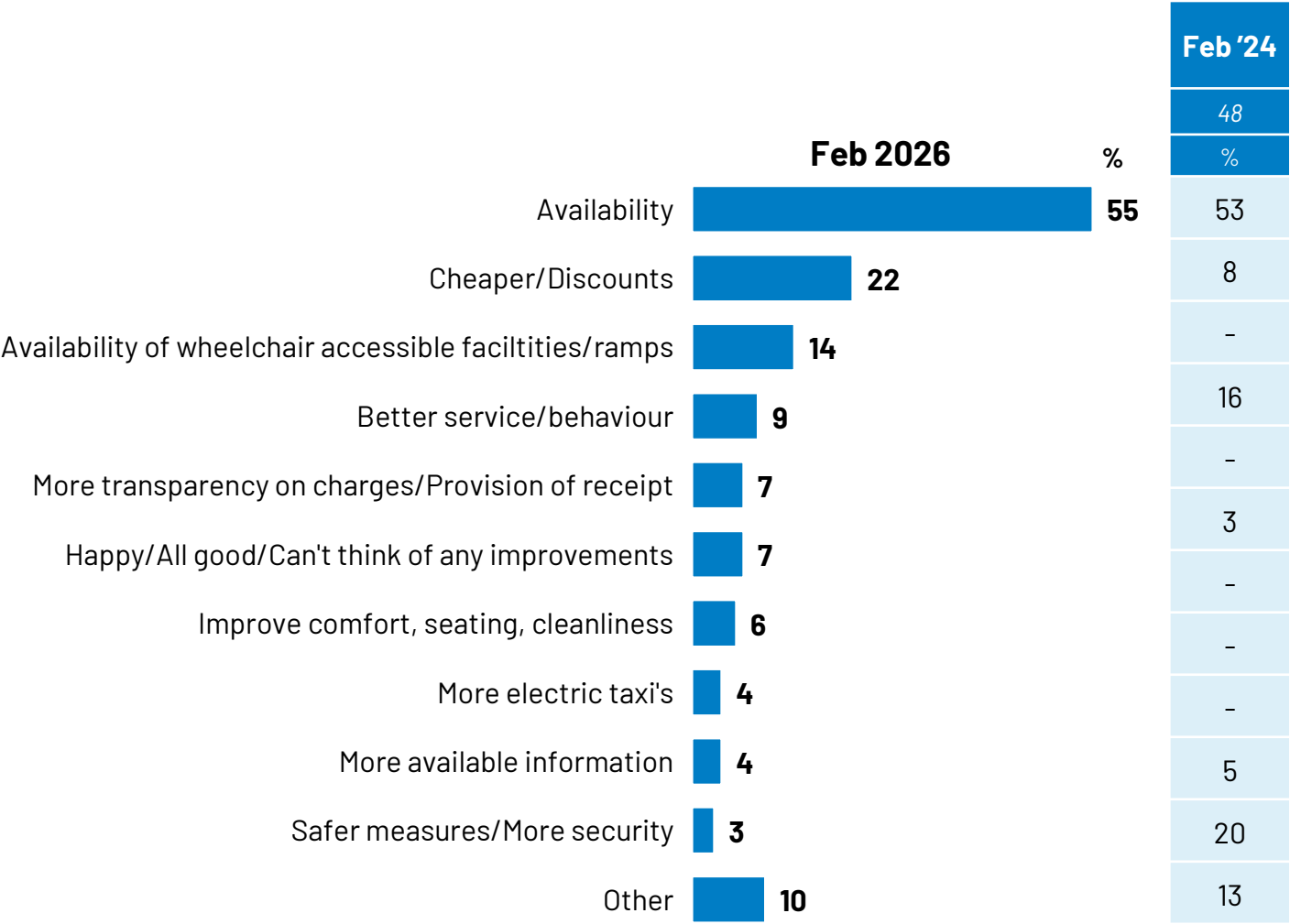
# Issues faced by WAT users



Base: All require a wheelchair accessible taxi - 48

# Suggestions for improvements:

More than half of WAT users reference the availability of suitable taxis as an improvement they would like to see.



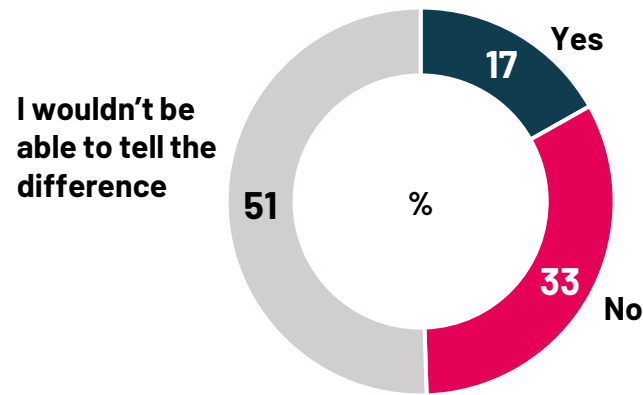
Base: All require a wheelchair accessible taxi - 48

## 5. PREFERENCE OF ELECTRIC VEHICLE TAXIS



# 17% adults said they would choose an electric taxi and 32% would select an “eco-friendly” preference on their app

## Would choose an electric taxi

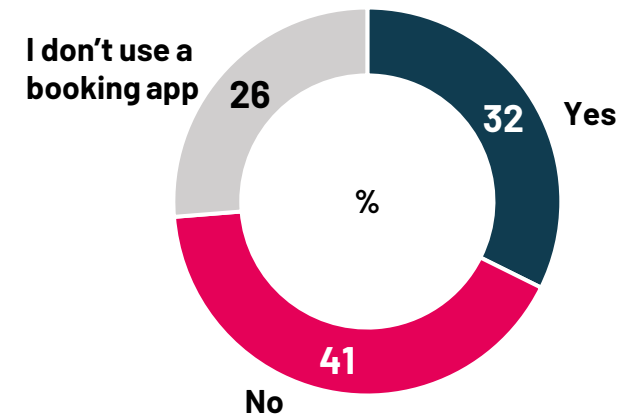


**17%**

*(21% in Feb 2024)*

would choose an electric vehicle before a petrol or diesel vehicle

## Select “eco-friendly” as preference



**32%**

*(34% in Feb 2024)*

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

# Under 34-year-olds and those living in Dublin are more likely to select the “eco-friendly” option.

## 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:                                     | 1,023 | 473    | 548    | 63    | 192   | 310   | 274   | 184 | 277    | 277              | 273     | 196       |
|                                           | %     | %      | %      | %     | %     | %     | %     | %   | %      | %                | %       | %         |
| Yes                                       | 17    | 22     | 11     | 27    | 28    | 14    | 12    | 9   | 22     | 14               | 15      | 14        |
| No                                        | 33    | 38     | 28     | 29    | 26    | 35    | 35    | 34  | 30     | 38               | 31      | 33        |
| I wouldn't be able to tell the difference | 51    | 40     | 61     | 44    | 46    | 51    | 52    | 57  | 48     | 48               | 54      | 53        |

## When using a booking app would you select “eco-friendly” as your preference?

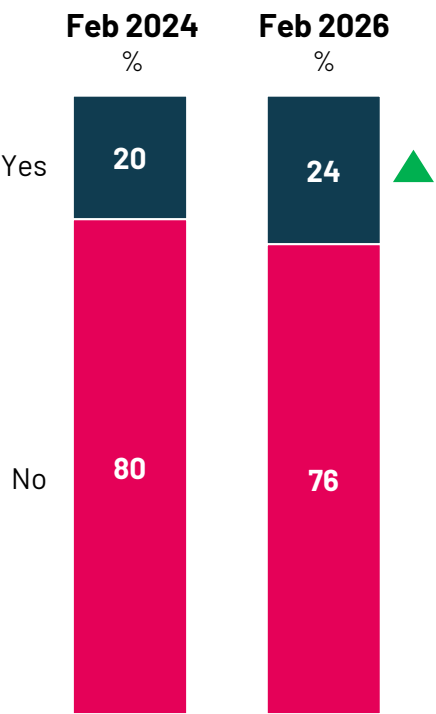
|                           | Total | Gender |        | Age   |       |       |       |     | Region |                  |         |           |
|---------------------------|-------|--------|--------|-------|-------|-------|-------|-----|--------|------------------|---------|-----------|
|                           |       | Male   | Female | 18-24 | 25-34 | 35-49 | 50-64 | 65+ | Dublin | Rest of Leinster | Munster | Conn/ Uls |
| Base:                     | 1,023 | 473    | 548    | 63    | 192   | 310   | 274   | 184 | 277    | 277              | 273     | 196       |
|                           | %     | %      | %      | %     | %     | %     | %     | %   | %      | %                | %       | %         |
| Yes                       | 32    | 37     | 28     | 49    | 42    | 31    | 25    | 24  | 41     | 33               | 25      | 27        |
| No                        | 41    | 43     | 40     | 42    | 45    | 47    | 41    | 29  | 47     | 40               | 38      | 39        |
| I don't use a booking app | 26    | 20     | 33     | 9     | 13    | 22    | 34    | 47  | 12     | 26               | 37      | 34        |

Base: All adults - 1,023

## 6. TAXI FARES & ATTITUDES

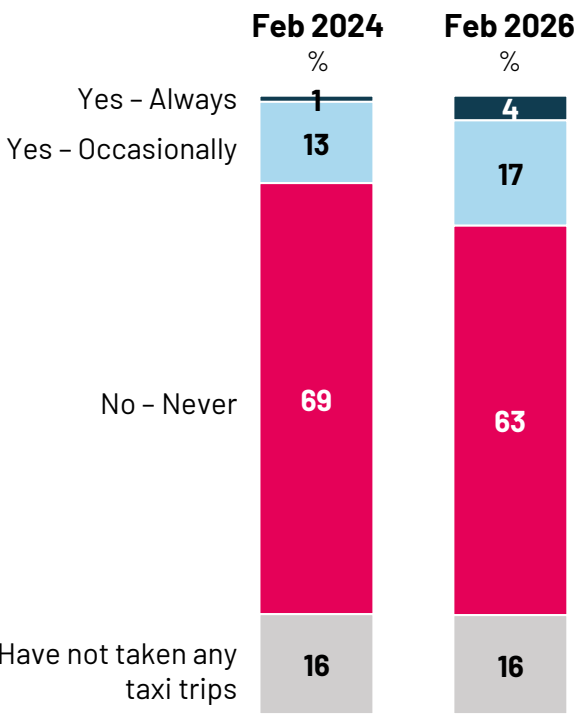
# 76% are unaware that the meter fare is the maximum charge.

## Awareness that taxi fares on the meter are a maximum



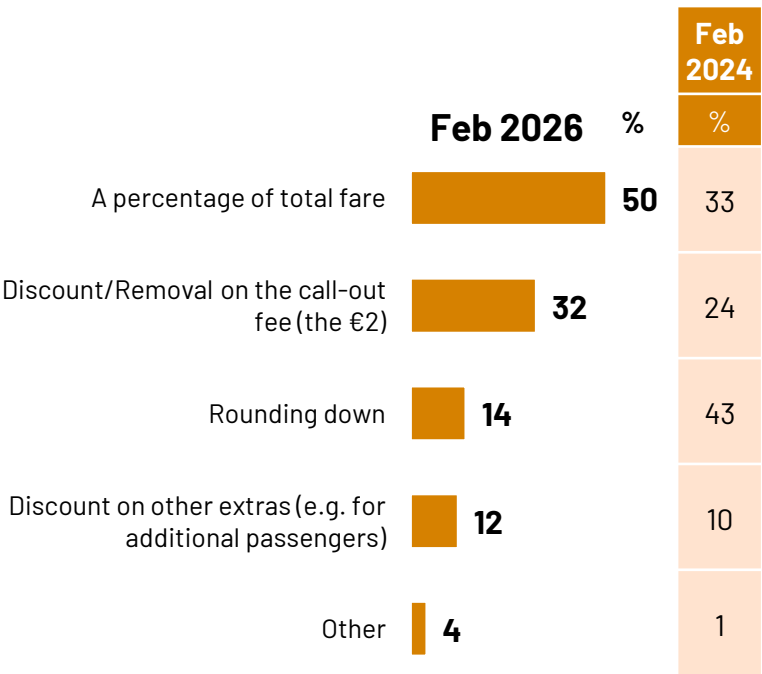
Base: All adults - 1,023

## Discounts Offered



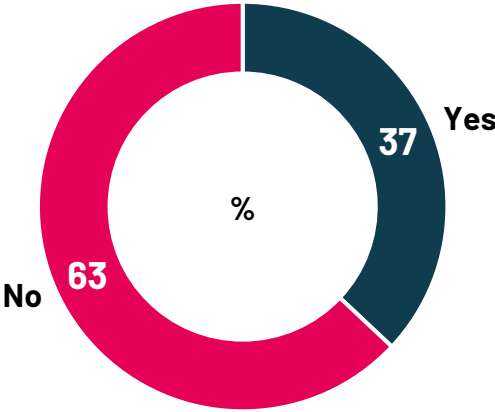
## Type of discount offered

Base: All received discount on fare - 209



Of those aware of the fare increase between midnight and 4am at the weekends, 15% claimed using more taxis during this time and 32% have availed of taxis less.

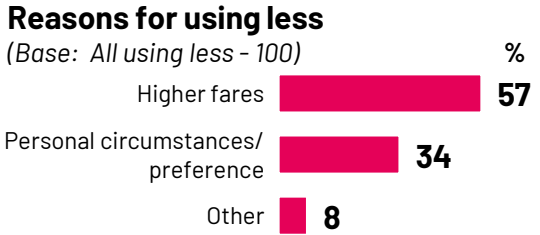
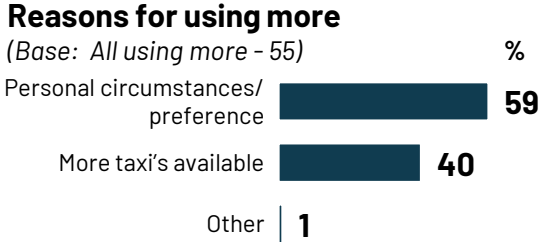
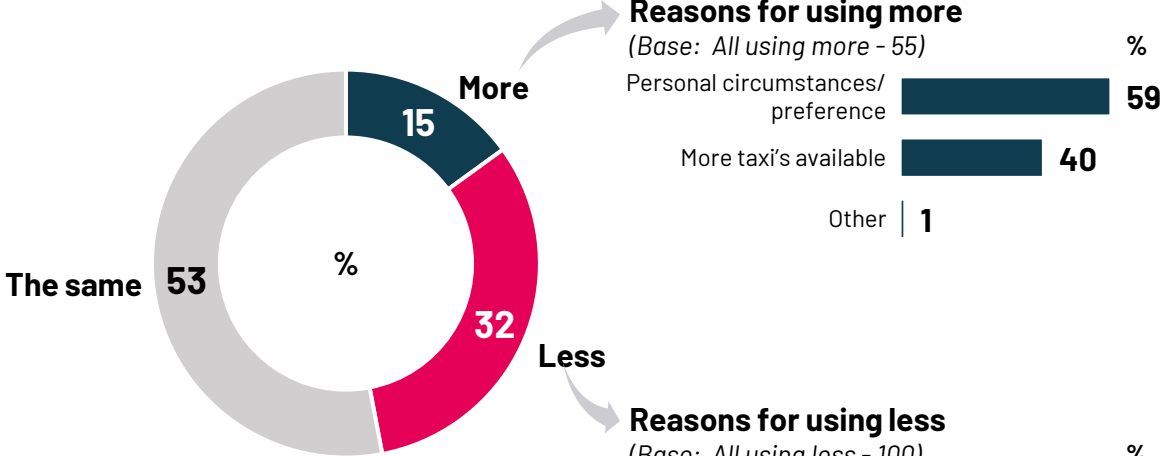
Awareness of fare increase  
midnight – 4am  
(Base: All adults – 1,023)



37%

Were aware of the fare increase

Usage of taxis midnight – 4am  
since fare increase  
(Base: All aware of fare increase – 366)



15%

are using more taxis between midnight and 4am

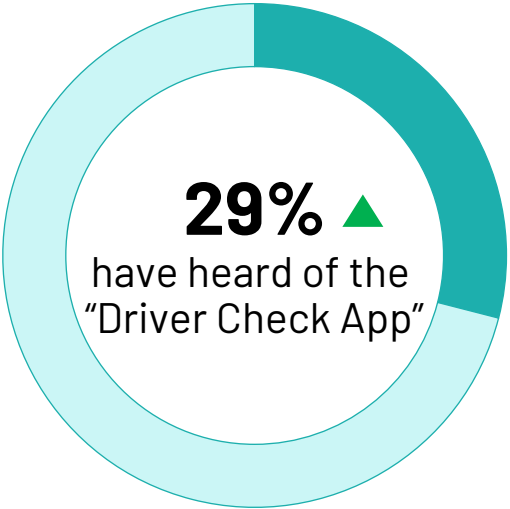
Base: All adults – 1,023

# TFI Driver Check App:

Over one in four adults have heard of the TFI Driver Check App, of which 36% have used it.

## Heard of the “Driver Check app”

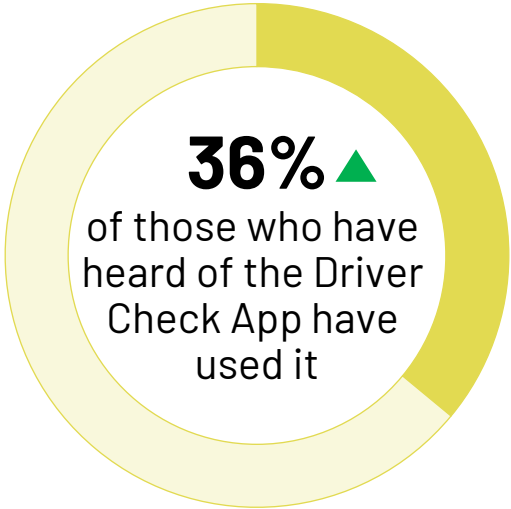
Base: All adults- 1,023



(25% - Feb '24)

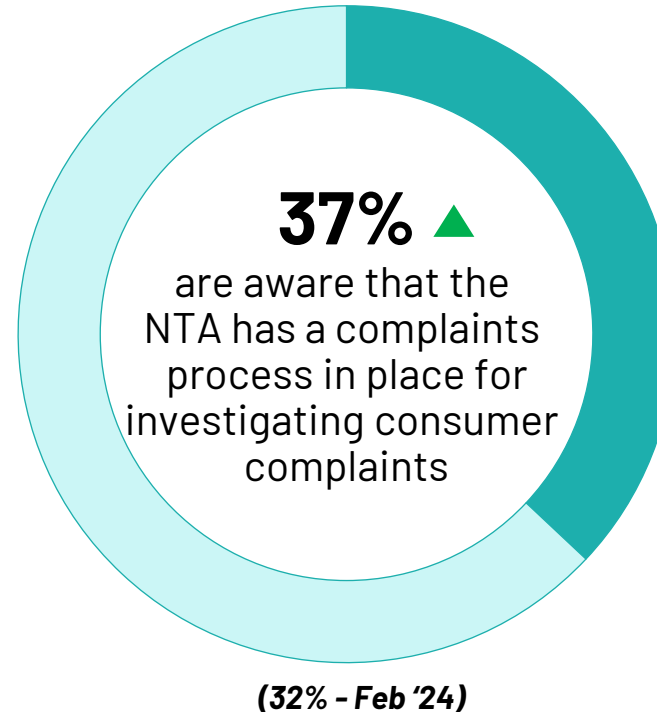
## Used the “Driver Check app”

Base: All heard of driver check app - 296



(28% Feb '24)

**Awareness that the NTA has a process in place for investigating consumer complaints has grown.**



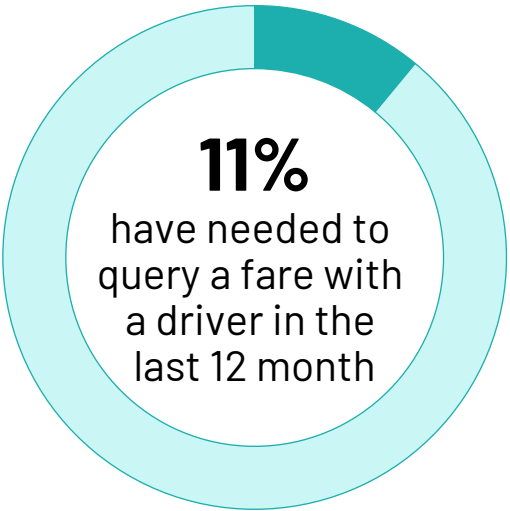
Base: All adults - 1,023

# Driver fare queries:

11% of adults have needed to query a fare with a taxi driver in the last year, of which 70% reported the query was resolved to their satisfaction.

## Have needed to query a fare with a driver

Base: All adults- 1,023



(12% - Feb '24)

## Resolved to their satisfaction

Base: All who needed to query fare - 106



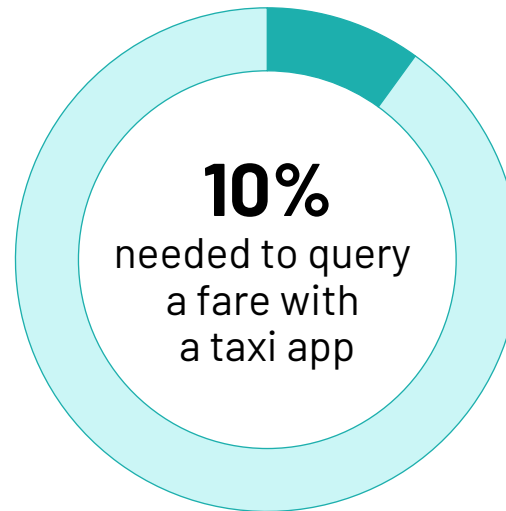
(49% Feb '24)

## App fare queries:

**One in ten adults needed to query a fare with a taxi app over the past 12 months. Out of these, 67% said their query was resolved to their satisfaction.**

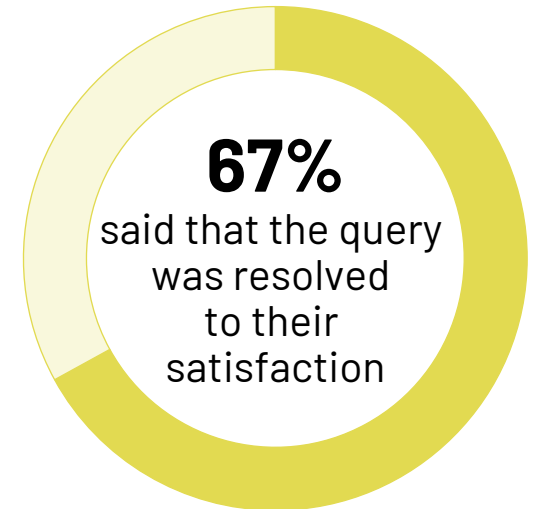
### Ever needed to query a fare with a taxi app

(Base: All adults – 1,023)

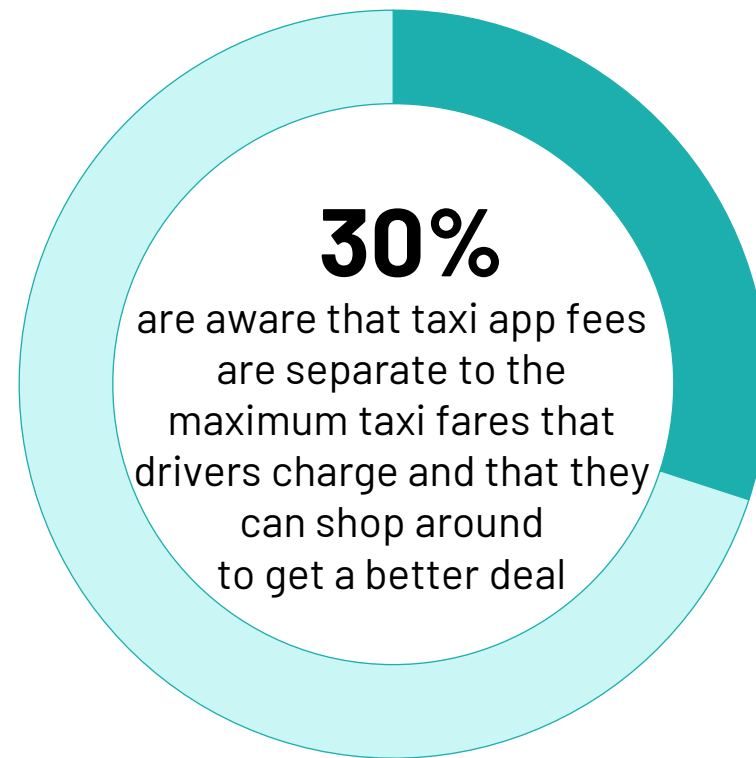


### Satisfaction with query being resolved

(Base: All who queried a fare with a taxi app – 99)

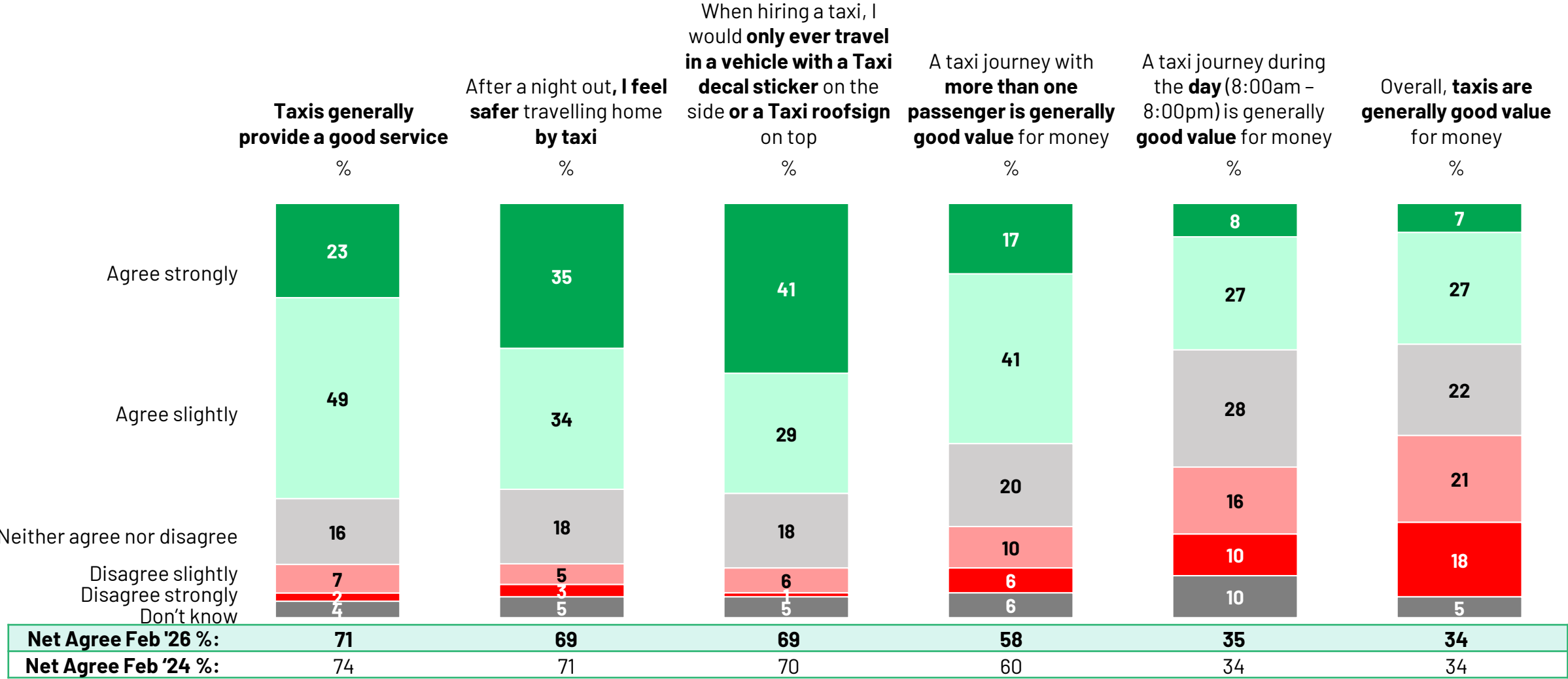


**30% of adults are aware that taxi app fares are separate to fares charged by drivers and they can shop around for better deals.**



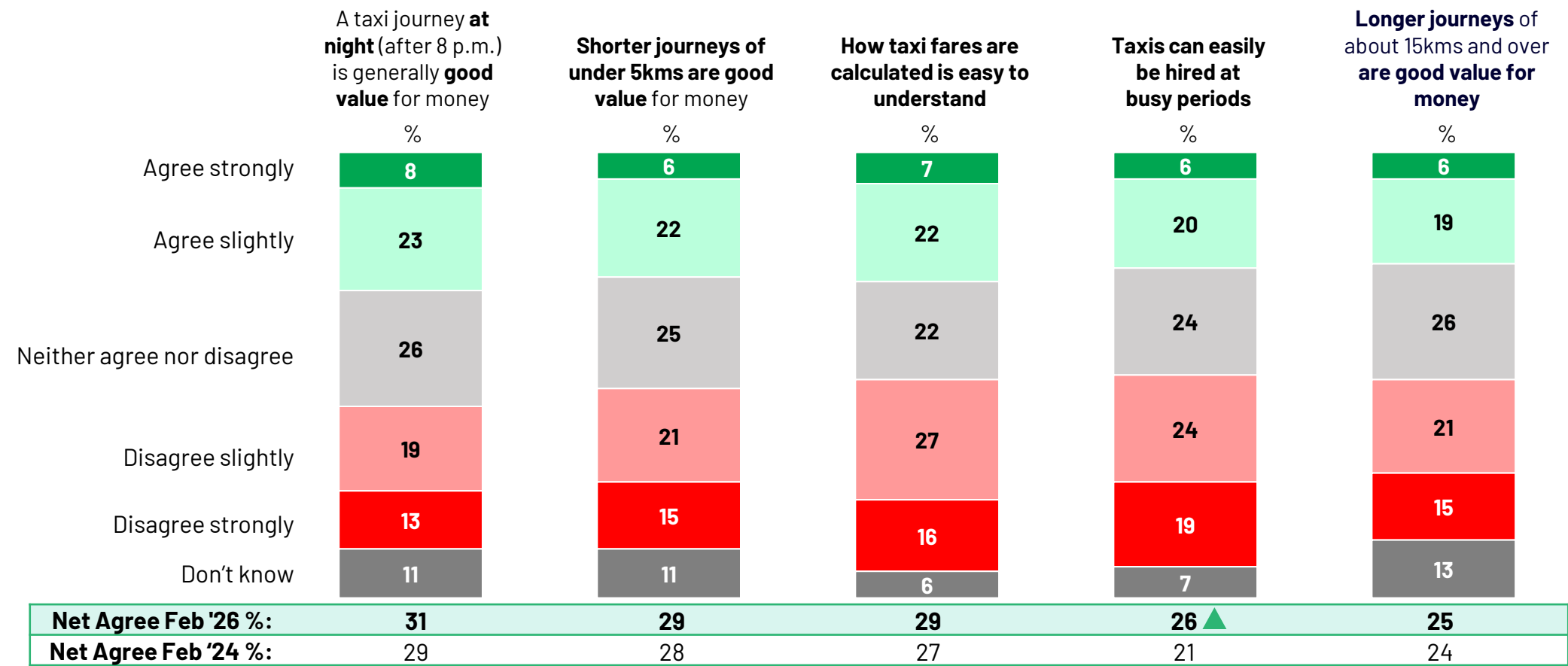
Base: All adults - 1,023

# Attitudes/opinions about taxi usage have remained fairly consistent



Base: All adults – 1,023

Agreement that *taxis can easily be hired at busy periods* has increased by 5% to 26%.



Base: All adults - 1,023

# Taxi users over 65 years continue to show higher agreement that *taxis generally provide a good value for money*, while 35-49-year-olds show the lowest level of agreement with this.

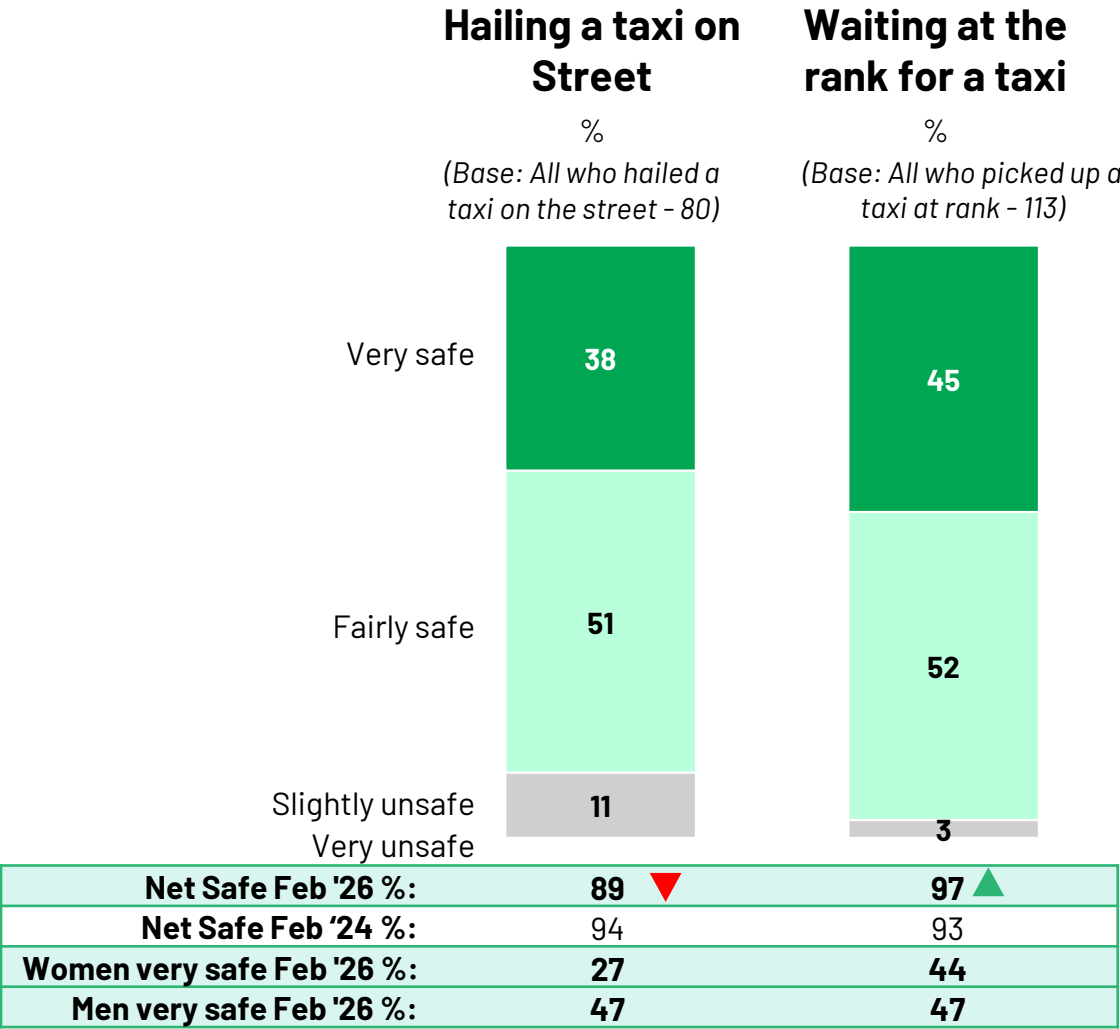
| NET Agree                                                                                                                 | Total | Gender |        | Age   |       |       |       |     | Region |                  |         |           |
|---------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-------|-------|-----|--------|------------------|---------|-----------|
|                                                                                                                           |       | Male   | Female | 18-24 | 25-34 | 35-49 | 50-64 | 65+ | Dublin | Rest of Leinster | Munster | Conn/ Uls |
| Base:                                                                                                                     | 1023  | 473    | 548    | 63    | 192   | 310   | 274   | 184 | 277    | 277              | 273     | 196       |
|                                                                                                                           | %     | %      | %      | %     | %     | %     | %     | %   | %      | %                | %       | %         |
| Taxis generally provide a good service                                                                                    | 71    | 72     | 71     | 72    | 71    | 67    | 72    | 78  | 72     | 69               | 72      | 73        |
| After a night out, I feel safer travelling home by taxi compared with walking or taking other forms of public transport   | 69    | 70     | 69     | 69    | 75    | 66    | 67    | 73  | 74     | 67               | 71      | 63        |
| 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 | 69    | 68     | 69     | 70    | 72    | 60    | 75    | 70  | 60     | 69               | 74      | 74        |
| A taxi journey with more than one passenger is generally good value for money                                             | 58    | 58     | 57     | 58    | 60    | 54    | 53    | 67  | 55     | 60               | 61      | 53        |
| A taxi journey during the day (8:00am – 8:00pm) is generally good value for money                                         | 35    | 39     | 31     | 48    | 33    | 29    | 28    | 44  | 33     | 36               | 35      | 35        |
| Overall, taxis are generally good value for money                                                                         | 34    | 36     | 32     | 40    | 36    | 26    | 32    | 44  | 29     | 37               | 38      | 34        |
| A taxi journey at night (after 8 p.m.) is generally good value for money                                                  | 31    | 35     | 27     | 40    | 32    | 27    | 27    | 33  | 29     | 34               | 29      | 30        |
| Shorter journeys of under 5kms are good value for money                                                                   | 29    | 32     | 25     | 36    | 33    | 22    | 28    | 29  | 23     | 35               | 28      | 29        |
| How taxi fares are calculated is easy to understand                                                                       | 29    | 33     | 25     | 33    | 35    | 26    | 27    | 30  | 27     | 33               | 29      | 27        |
| Taxis can easily be hired at busy periods                                                                                 | 26    | 27     | 24     | 35    | 32    | 25    | 21    | 22  | 30     | 24               | 23      | 28        |
| Longer journeys of about 15kms and over are good value for money                                                          | 25    | 28     | 21     | 38    | 26    | 23    | 21    | 22  | 24     | 22               | 26      | 27        |

Base: All adults – 1,023

■ = Significantly higher  
■ = Significantly lower

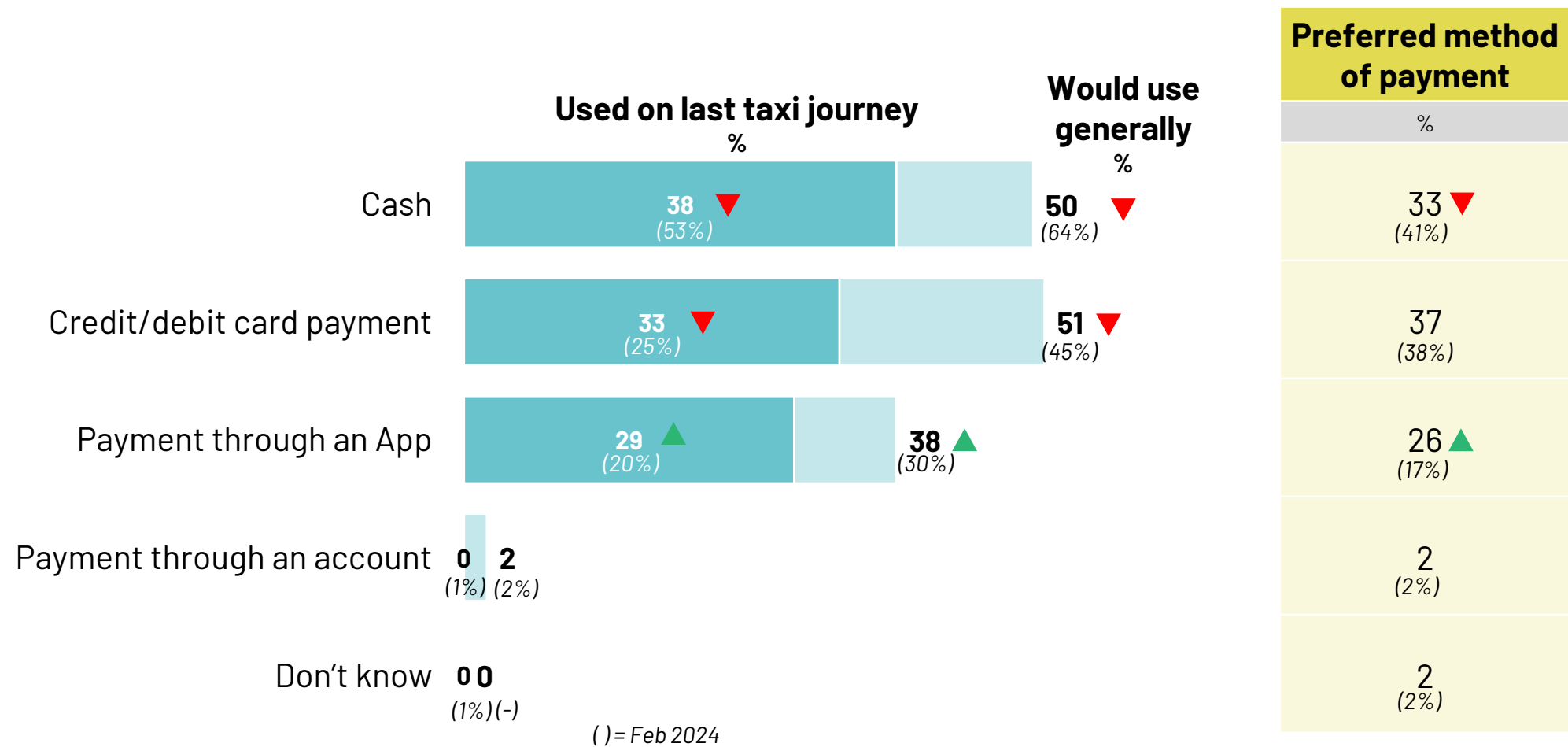
# Feeling of safety while hailing/waiting at the rank:

Feelings of safety while hailing a taxi on the street have decreased, while the feeling of safety while waiting at rank has increased.



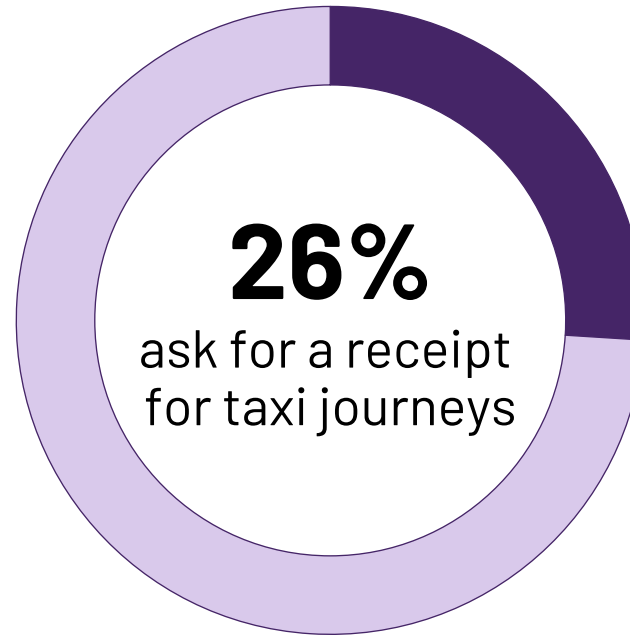
# 7. CASHLESS PAYMENTS

# Card payments are slightly more preferred than cash.



Base: All used taxi past 12 months - 805

Only 26% of adults ask for a receipt for taxi journeys.



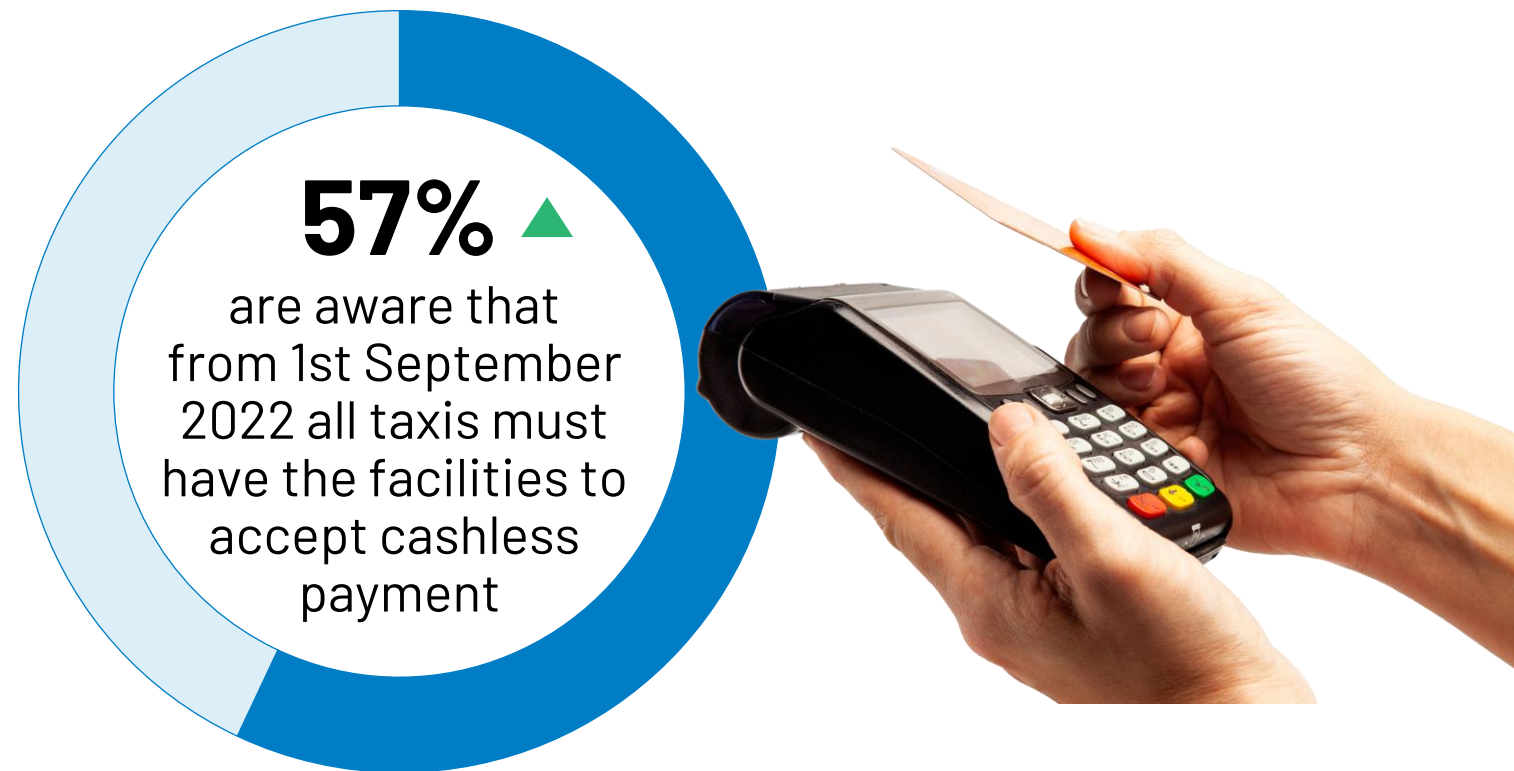
(28% - Feb '24)

50-64-year-olds: 32%



Base: All adults - 1,023

**57% of adults are aware of cashless payment regulation.**



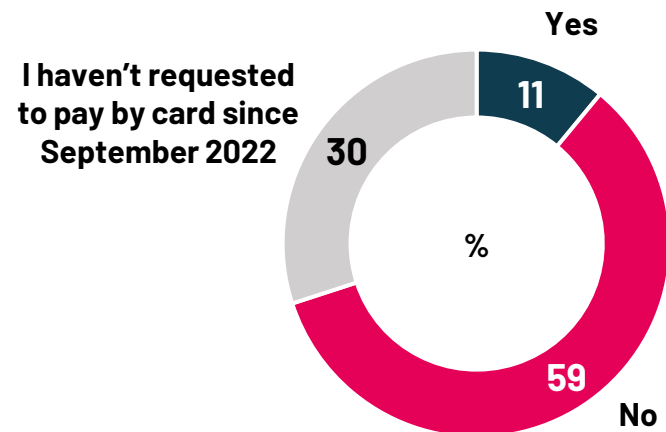
**(53% in Feb 2024)**

Base: All adults - 1,023

# Since 1<sup>st</sup> September 2022 11% of adults have been refused card payment with the prime reason given that the operator *only accepts cash* (58%)

## Refusal of credit/debit card payment since 1<sup>st</sup> September 2022

(Base: All adults - 1,023)



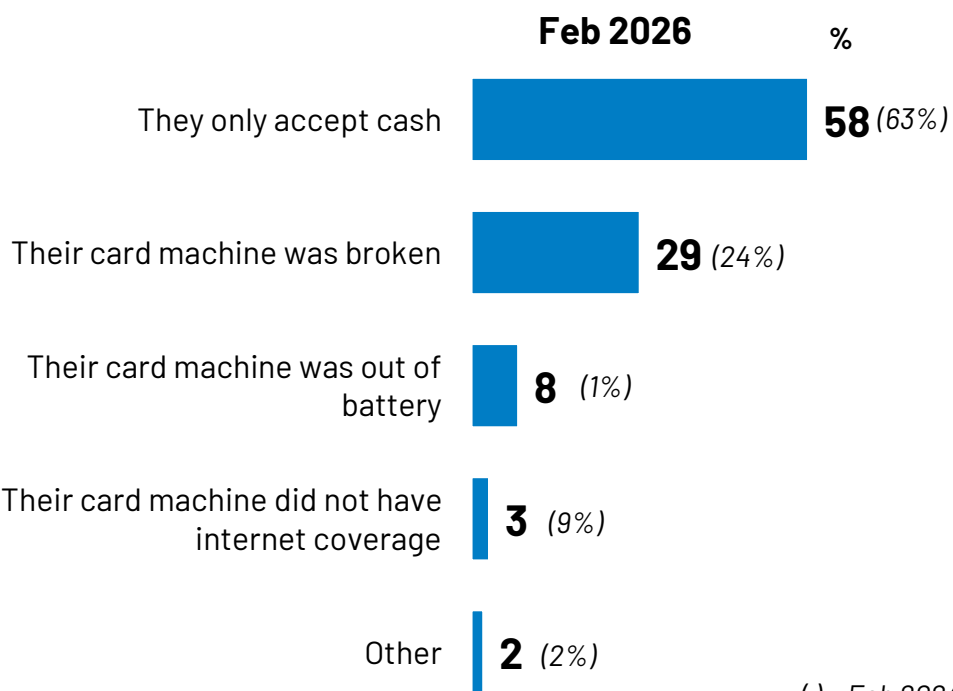
11%

(13% in Feb 2024)

were refused payment by credit/debit card

## Reason for refusal of credit/debit card payment

(Base: All were refused card payment since 1<sup>st</sup> September 2022 - 122)



( ) = Feb 2024

## 8. KEY FINDINGS

**82%** of adults claim to use taxis,

this is in line with Feb '24



Convenience and speed/reliability are the key reasons to use a taxi over other forms of transport.



Ordering a taxi by app is most common at 36% followed by phone at 29%.



Most recent trip continues to be most likely to be on Saturday or Friday.



76% found it easy to get a taxi, 34% finding it very easy an increase of 3% vs Feb '24.



Agreement that *taxis can easily be hired at busy periods* has increased by 5% to 26%.

## WAT experience



5% of adults require a WAT or have travelled with someone who does.

56% of WAT users found it easy to get a taxi

Accessibility of the appropriate vehicle remains the key issue faced by WAT users.



## Electric vehicles



17% state they would choose an electric vehicle before petrol/diesel and 32% would select "eco friendly" as their preferred option when booking.

## Taxi attitudes



89% feel safe when hailing a taxi on street. This has dropped compared to Feb '24.

97% feel safe while waiting at the rank for a taxi, increased compared to Feb '24 results.

## Cashless payments



33% state their preferred method of payment is cash with 37% stating credit/debit card payments. Preference for payment through an app increased +9%pts to 26%.