

ATTITUDES TO TAXI SERVICES

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INTRODUCTION

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Background, Objectives & Methodology

This research was conducted on behalf of the Competition and Consumer Protection Commission (CCPC) to gather information on attitudes toward regulatory structures, service availability, and potential reforms in taxi service operations in Ireland.

It explores:

- The sufficiency of taxi services in various regions of Ireland.
- Public opinion on maintaining or modifying current taxi service regulations.
- Consumer experiences and payment preferences concerning different taxi fare systems.
- Consumer demand patterns and experiences during peak service times, specifically referring to December 2025.

The questionnaire was designed by Ipsos B&A and the Competition and Consumer Protection Commission.

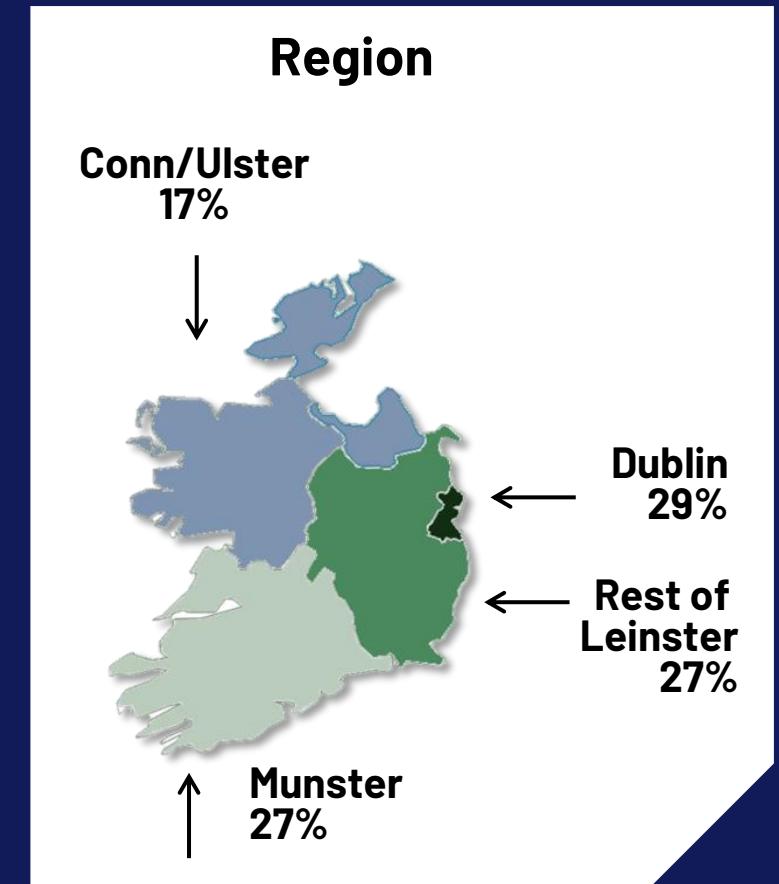
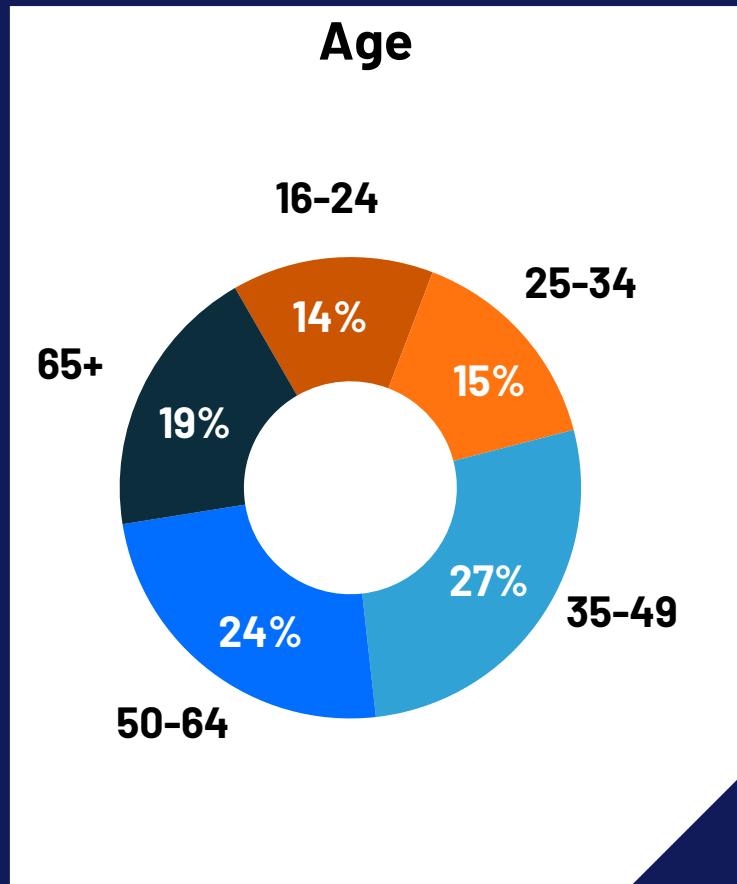
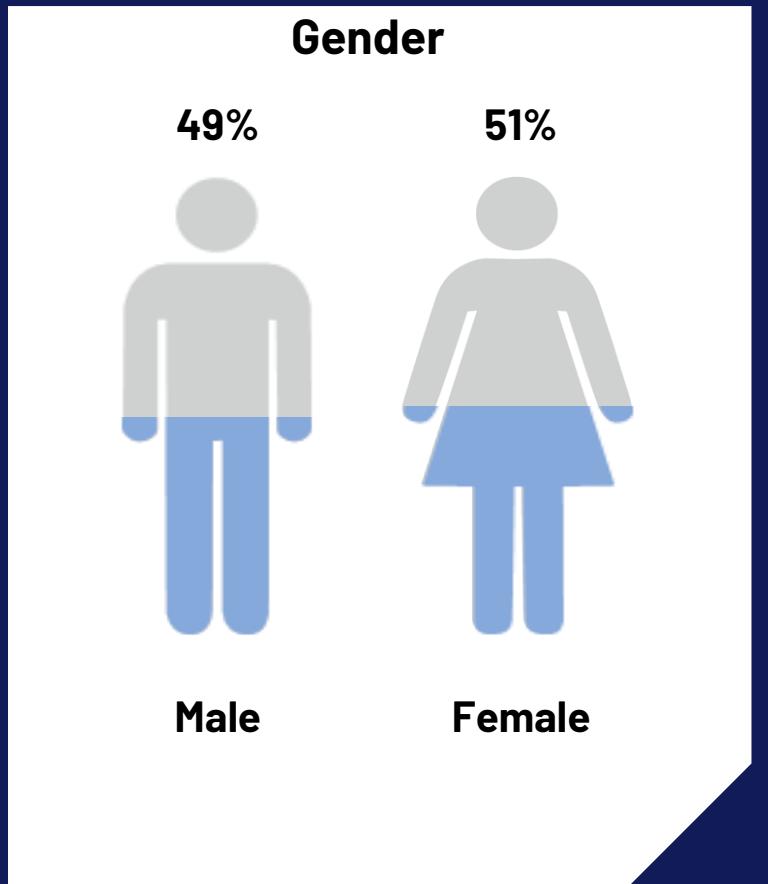


- 1,023 interviews with those aged 16+
- Fieldwork conducted online via syndicated Acumen panel survey, between 22 January and 5 February 2026.
- Quota controls on age, gender, social class, region & area ensures fresh, nationally representative audience.
- Data is then weighted in line with the most up-to-date CSO estimates of the population.

SAMPLE PROFILE

Sample Profile

- Demographics



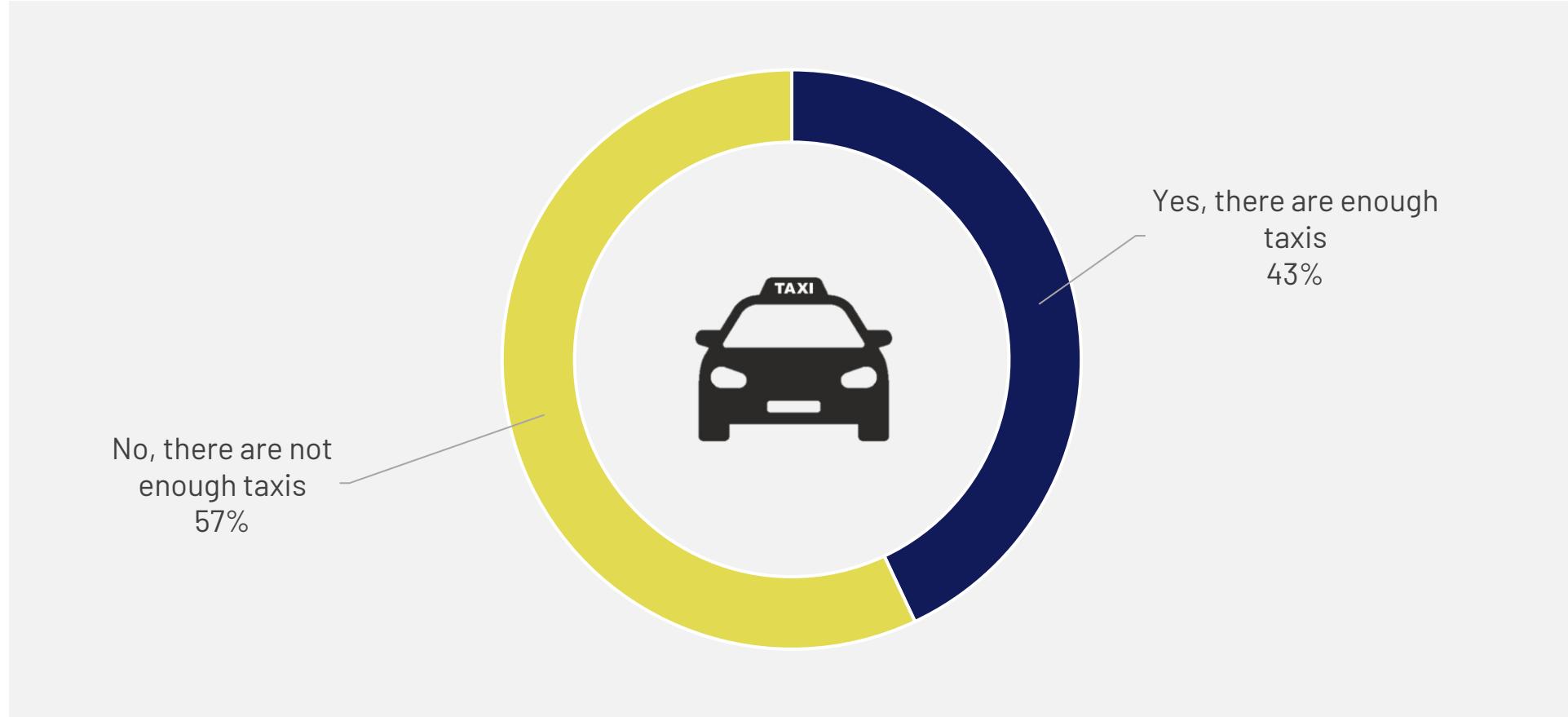
Base: All Respondents: 1,023

FINDINGS

02

Taxi Availability

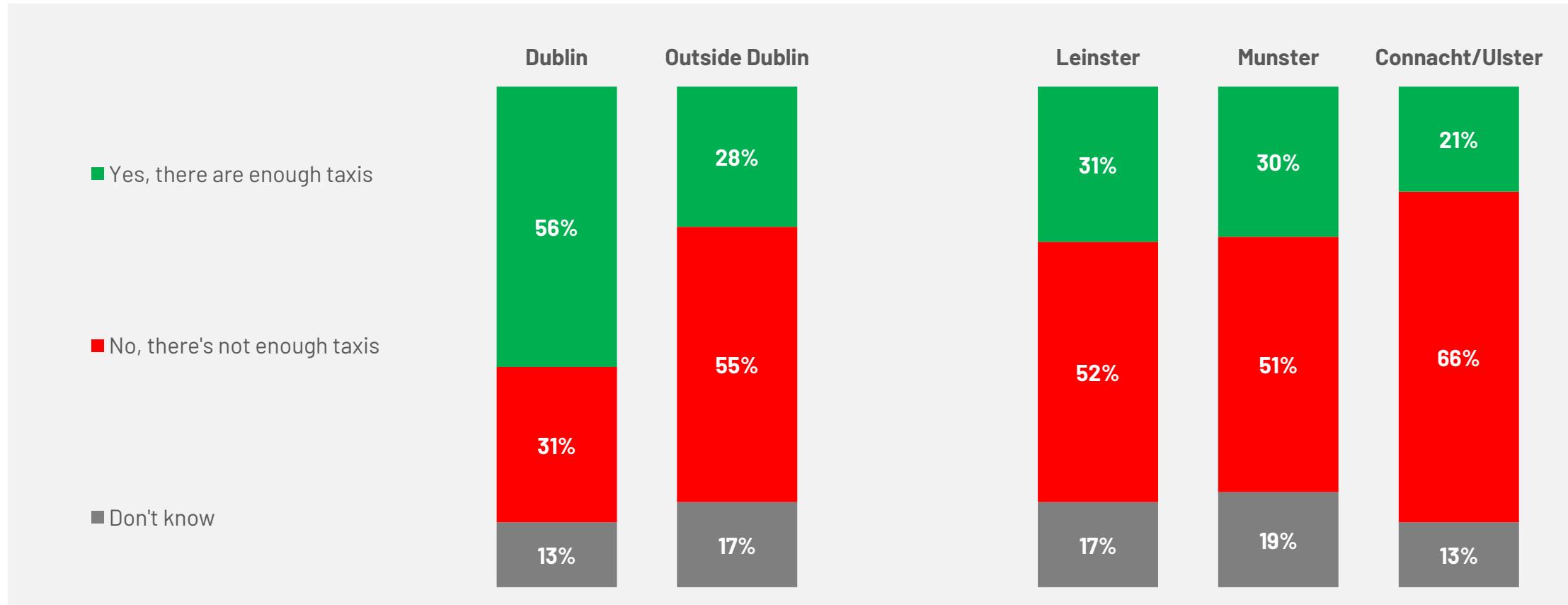
More than half believe there are not enough taxis available in their area.



0.1a In general, do you think there are enough taxis available in your area?
Base: All who expressed an opinion: 860

Taxi Availability x Province

Stark differences are observed across geographical locations – the majority of those outside of Dublin do not believe there are enough taxis available.



0.1a In general, do you think there are enough taxis available in your area?
Base: All Respondents: 1,023

Attitudes towards changing licensing system

Opinion is divided on whether or not non-licensed drivers should be permitted to offer taxi services.

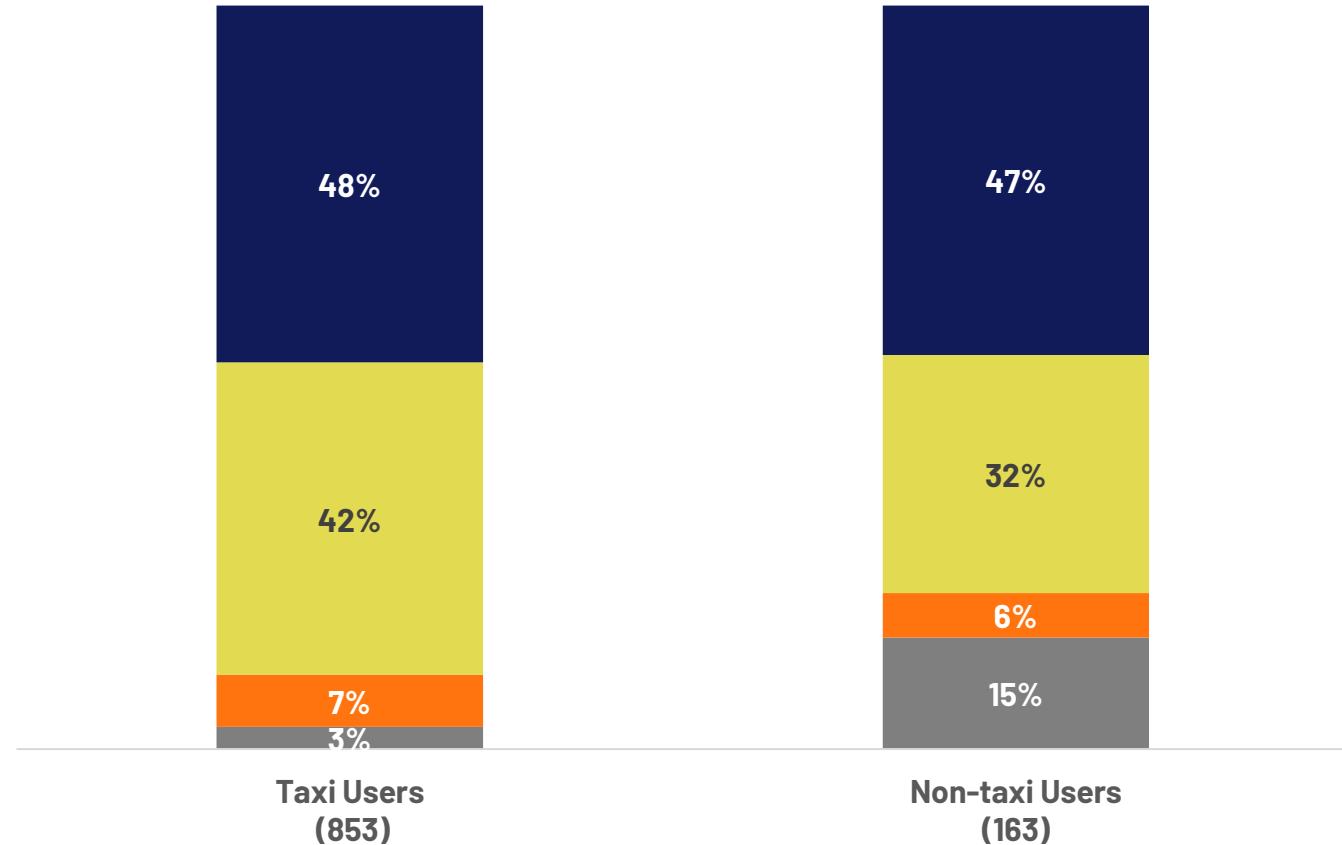
	Total
	%
I would prefer the current system in Ireland to remain unchanged with only licenced taxi drivers permitted to offer taxi services	48
I would prefer the system to change to permit non-licensed drivers, who may use their own car, to offer taxi services, as long as they are subject to appropriate regulatory requirements such as background checks and meeting vehicle standards	40
I would prefer the system to change to permit all drivers (licensed taxi drivers or non-licensed drivers) to offer taxi services without the need for regulatory requirements such as background checks or vehicle standards	7
Don't know	5

0.1b Which of these comes closest to your opinion about taxi services in Ireland?
Base: All Respondents: 1,023

Attitudes towards changing licensing system - I

1 in 2 taxi users would support changes to the licensing system.

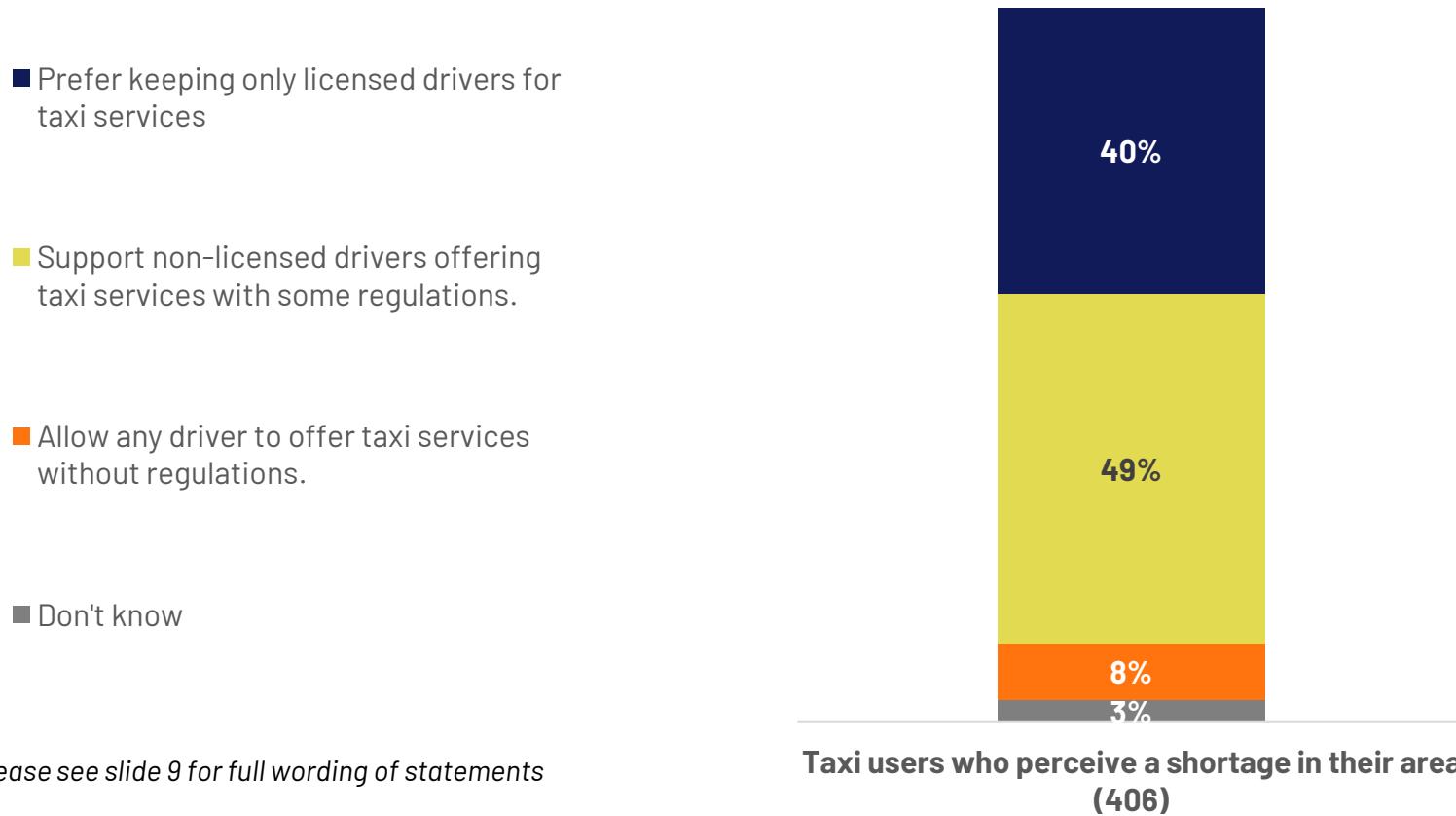
- Prefer keeping only licensed drivers for taxi services
- Support non-licensed drivers offering taxi services with some regulations.
- Allow any driver to offer taxi services without regulations.
- Don't know



*Please see slide 9 for full wording of statements

Attitudes towards changing licensing system - II

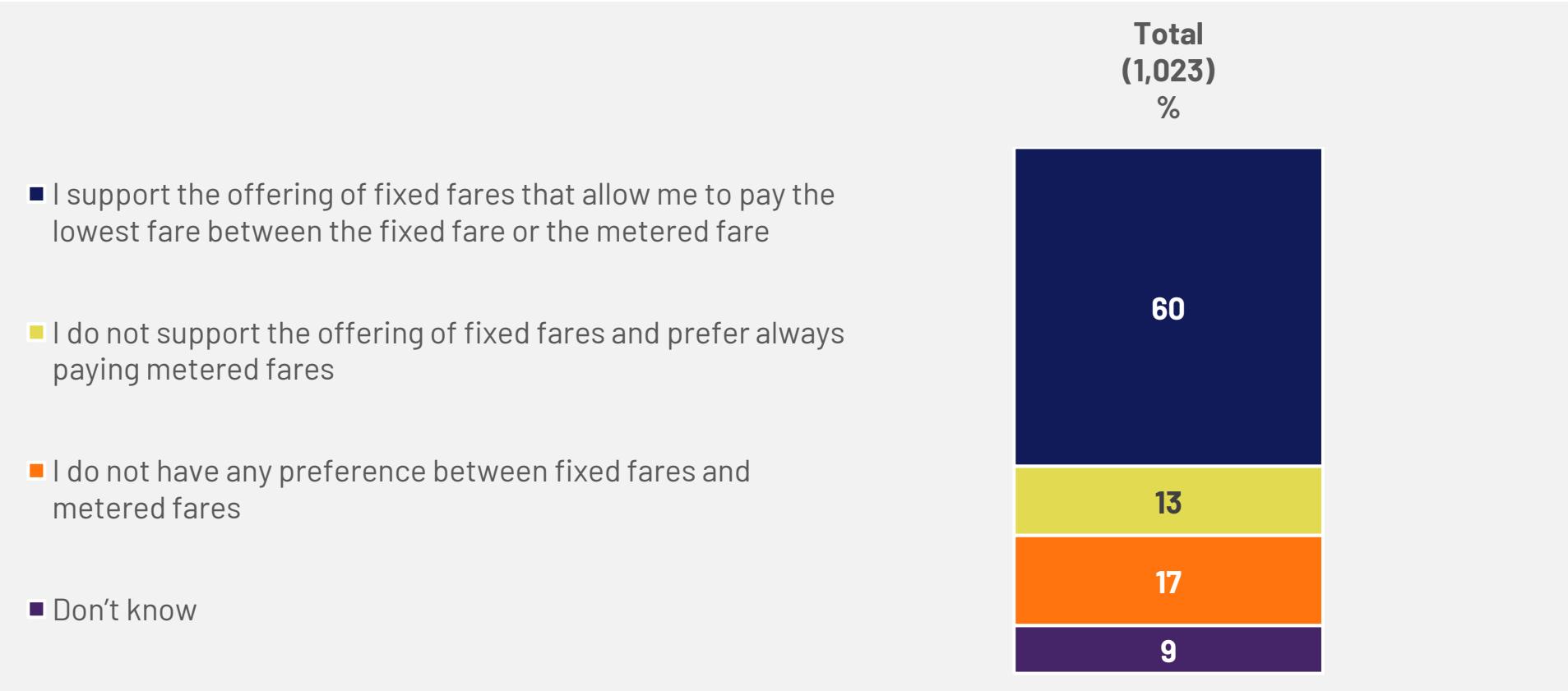
1 in 2 taxi users who perceive a shortage in their area are in favour of non-licensed drivers offering taxi services with some regulations.



0.1b Which of these comes closest to your opinion about taxi services in Ireland?
Base: Taxi users who perceive a shortage in their area: 406

Fixed Fares

The majority of respondents are in favour of fixed fares.

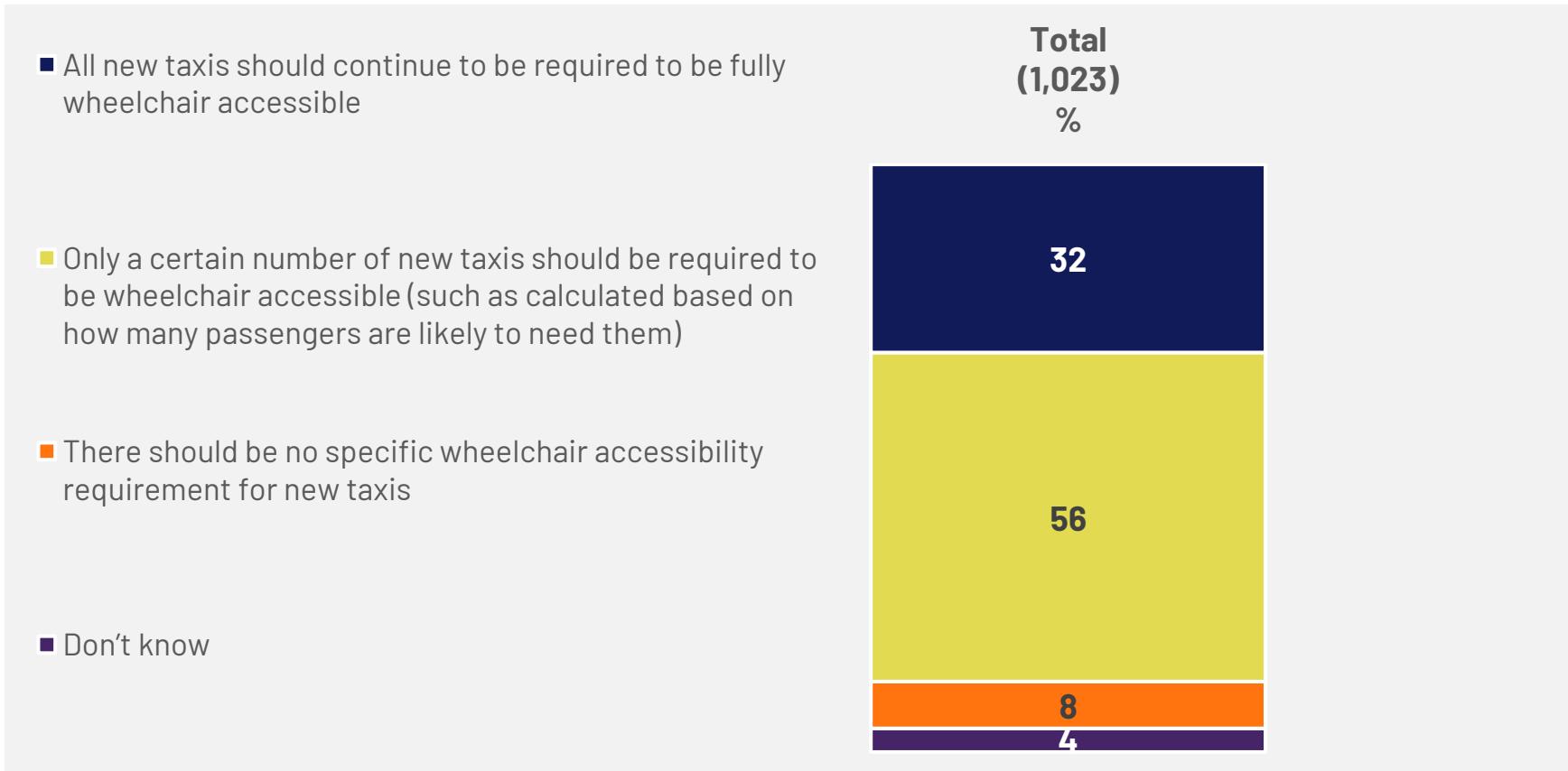


0.4

There have been discussions in recent months about taxi fares in Ireland. Some taxi booking services offer a 'guaranteed fare', where passengers pay the lower amount between a fixed fare (a fare which is estimated before the journey begins) and a metered fare (the fare shown on the taxi meter at the end of the journey). Which of the following statements best reflects your view?
Base: All Respondents: 1,023

Wheelchair Accessible Vehicles (WAVs)

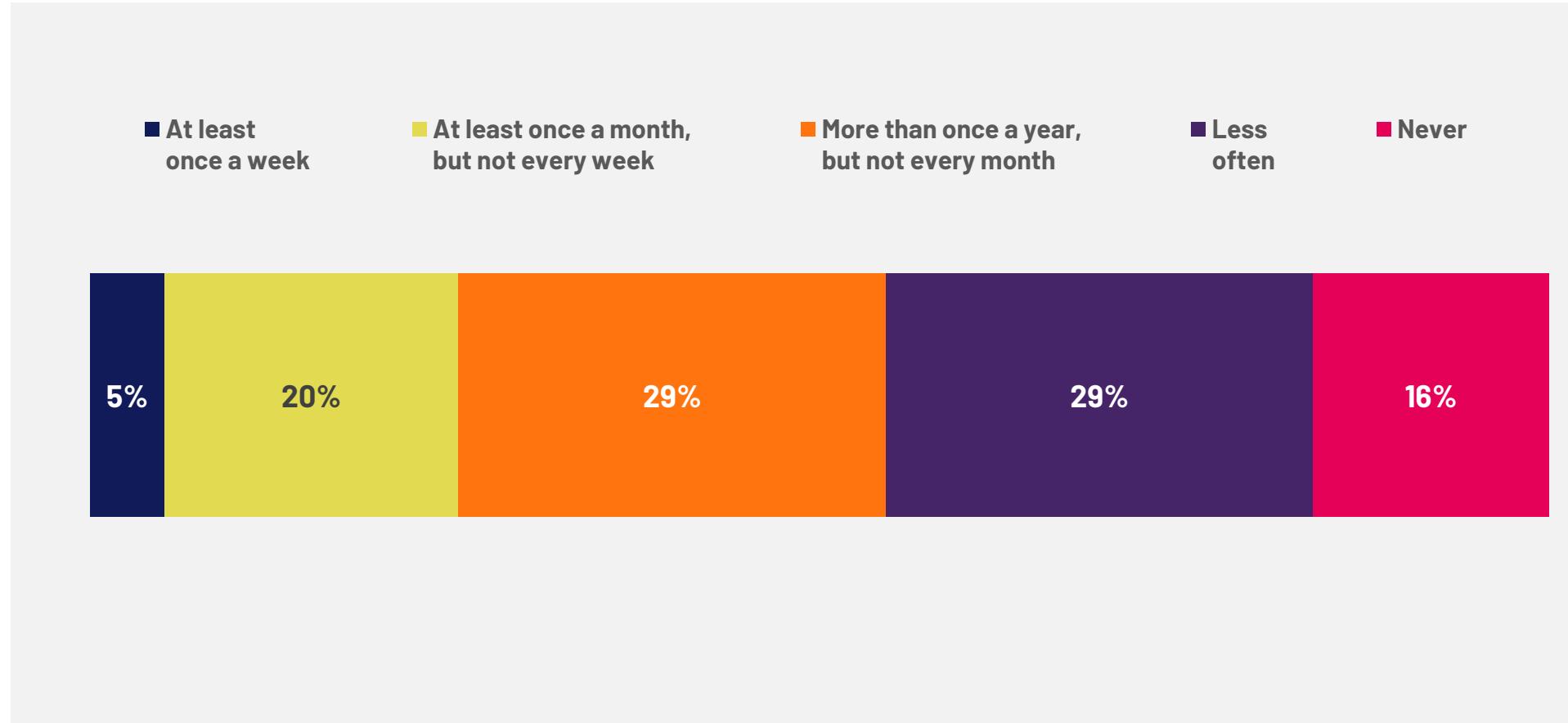
Over 1 in 2 say only a certain number of new taxis should be wheelchair accessible.



0.3 Since 2010, all new taxis licensed in Ireland have been required to be wheelchair accessible vehicles (WAVs). Some people believe this requirement reduces the number of new taxi drivers entering the industry while others believe this ensure the accessibility of taxis. Which of the following best represents your view?
Base: All Respondents: 1,023

Taxi Use Frequency

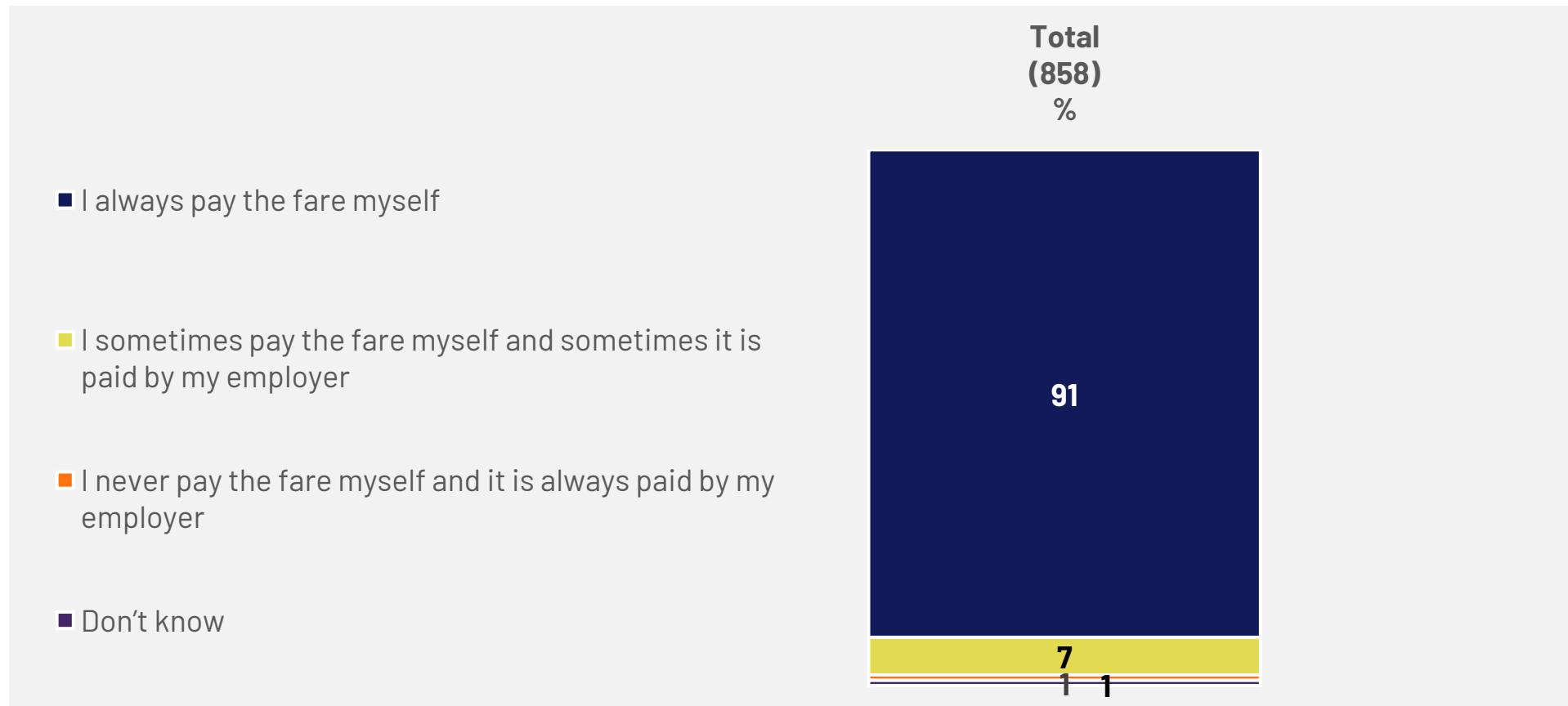
More than half use taxis at least more than once a year.



0.5
Base: In a typical month, how often do you yourself use taxis in Ireland?
All respondents, excluding those who did not express an opinion: 1,021

Taxi Fare Payment

The vast majority (91%) pay for their taxi fare themselves. Less than 1 in 10 have their fare paid by their employer at least some of the time.



0.5a Which of the following best applies to how you pay for taxi fares?
Base: All who use taxis in Ireland: 858

Taxi Usage in December 2025

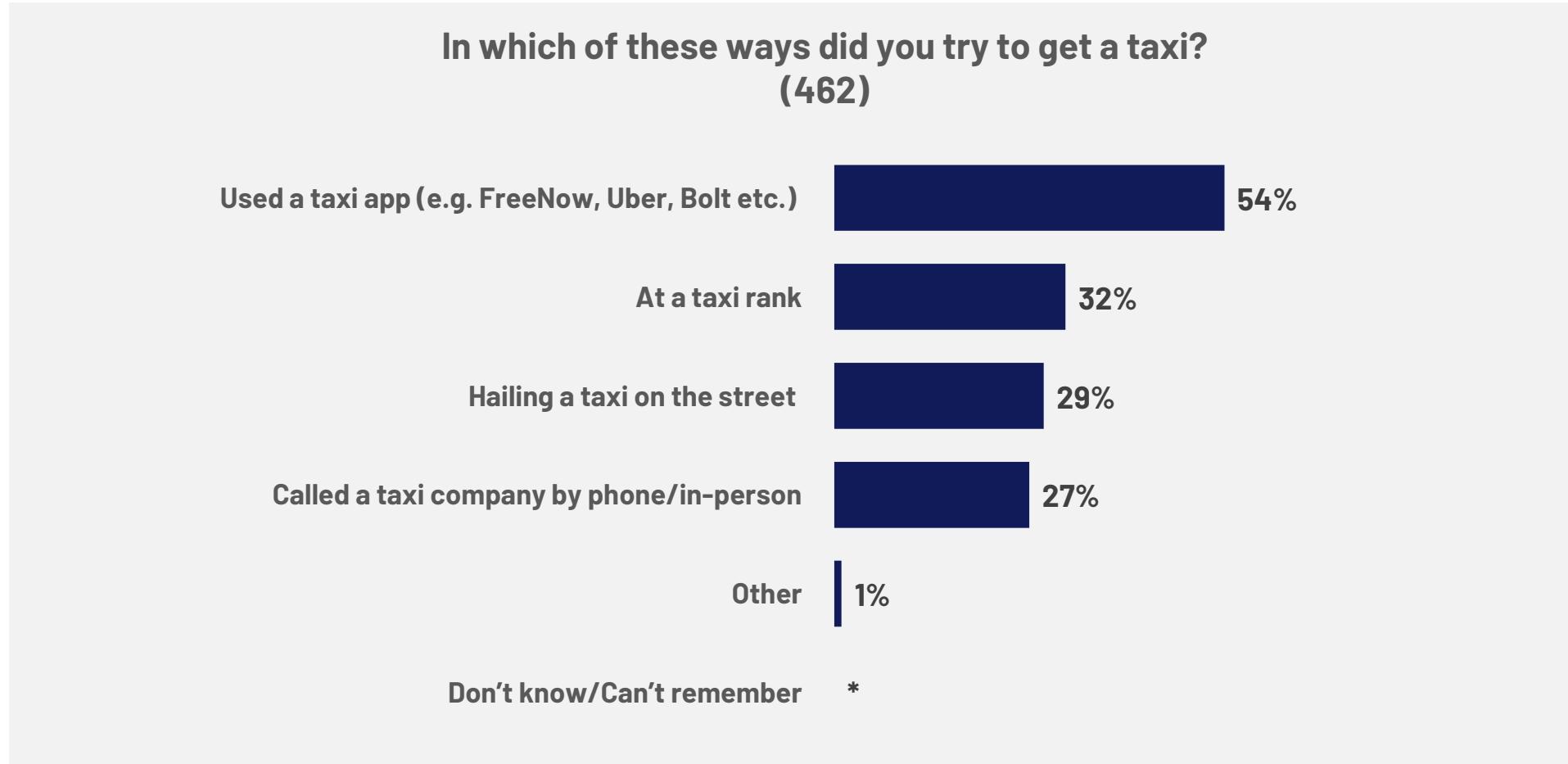
More than half tried to get a taxi in December 2025.



0.6
Base: Did you try to get a taxi in Ireland during December 2025?
All who use taxis in Ireland: 858

Methods of Getting a Taxi - December 2025

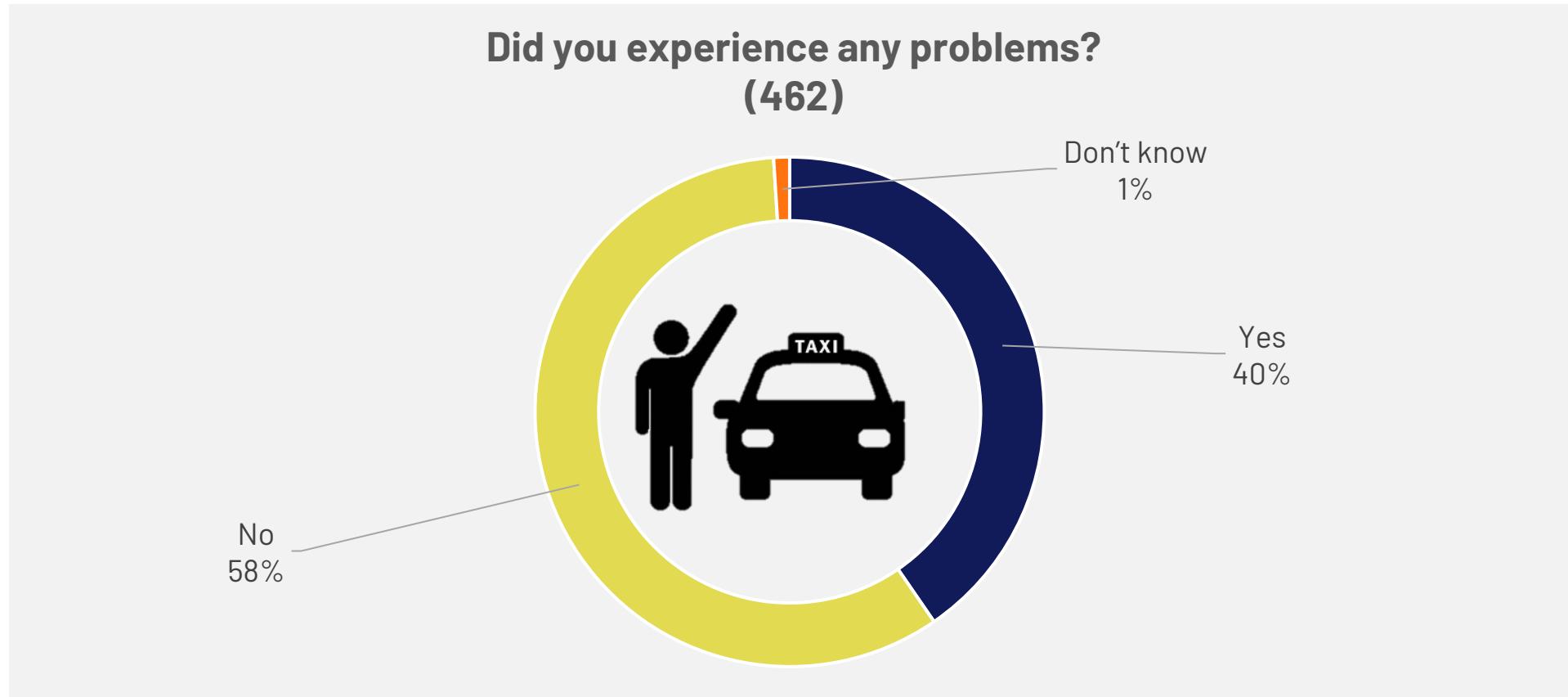
The majority of those trying to get a taxi in December 2025 used an app.



0.7
Base: In which of these ways did you try to get a taxi during December 2025? Please think of all of the different ways you might have tried.
All who tried to get a taxi in Ireland in December 2025: 462

Experience of Problems When Trying to Get a Taxi – December 2025

2 in 5 say they experienced a problem when trying to get a taxi.



0.8
Base: And did you experience any problems, such as a longer than expected wait time or no availability, when trying to get a taxi during December 2025? Please exclude the taxi strike on 3 December.
All who tried to get a taxi in Ireland in December 2025: 462

Issues Experienced When Getting A Taxi

Most taxi users who experienced issues faced long waiting times, with over half waiting more than 15 minutes.



0.8a
Base: What was the nature of the problem(s) you experienced when trying to get a taxi during December 2025? Please select all that apply.
All who experienced a problem when trying to get a taxi in December 2025: 181

THANK YOU

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