



**Consumer Views on Taxi Services in Northern Ireland**

**June 2017**

## **1. Executive Summary**

- 1.1. Over recent years the taxi industry in Northern Ireland (NI) has undergone a period of significant change. These include changes to licensing requirements, accessibility standards, the installation of taximeters and the introduction of maximum fares for all taxis. In August 2016, the then Infrastructure Minister announced a review of the current taxi legislation.
- 1.2. Following the Minister's announcement The Consumer Council was asked to participate in the Taxi Advisory Group that is involved in the review of the legislation. The Consumer Council commissioned research in order to understand consumers' views about taxis in NI. The research was carried out through a representative survey, two focus groups in an urban and rural location and four in-depth interviews with passengers with a disability.
- 1.3. Overall, consumers are satisfied with the taxi services they receive and the price that they pay. However, the qualitative research identified that participants reported an increase in price since the changes to taxi legislation.
- 1.4. Consumers with a disability and those from a low income are likely to be more reliant on taxis for attending medical appointments and shopping for groceries. Both groups are more likely to use taxis as they are their only option.
- 1.5. This piece of research identifies that more work needs to be done to understand the impact of any further legislative changes, especially on particular consumer groups who rely on taxis to access vital services. The Consumer Council will share this work and our recommendations with the Department for Infrastructure (DfI) and the Taxi Advisory Group as it continues to review the current legislation.

## 2. Background

- 2.1. Over recent years the taxi industry in NI has undergone a period of reform. The Taxis Act (Northern Ireland) 2008 was introduced in 2008 and provided for a range of subordinate legislation to be introduced by the NI Assembly for full implementation of the Act.
- 2.2. On 5 February 2016, the then Minister for the Environment introduced the subordinate legislation and announced changes to the taxi industry that would take effect from 31 May 2016. These included changes to licensing requirements, accessibility standards and installation of taximeters, imposition of maximum fares and the rules around hailing a taxi within the Belfast Zone<sup>1</sup>.
- 2.3. Following restructuring of NI government departments, taxi reform is now the responsibility of Department for Infrastructure (DfI). In August 2016 the then Minister for Infrastructure announced a comprehensive review of the taxi legislation and the establishment of a Taxi Advisory Group<sup>2</sup>. The Consumer Council was asked to be part of this group given our role as consumer representative.
- 2.4. This research project was commissioned with the aim of capturing the views of NI consumers about taxis. The objective of the research was to understand consumers' experiences in relation to:
  - Usage of taxis in the last twelve months;
  - Reasons for using/not using taxis;
  - Preferred method of arranging a taxi;
  - Satisfaction with taxi services;
  - Issues experienced with taxi services;
  - Incidences of complaining about taxis services;
  - Reasons for not complaining; and
  - Understanding of legislative changes.
- 2.5. The research was carried out in two parts; quantitative research with a representative sample achieved through an Omnibus Survey in February 2017; and qualitative research involving two focus groups (one urban and one rural) and four in-depth interviews with taxi users' with a disability carried out in March 2017.

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<sup>1</sup> <https://www.infrastructure-ni.gov.uk/sites/default/files/publications/doe/motoring-taxi-belfast-zone-map-dec-2015.PDF>

<sup>2</sup> <https://www.infrastructure-ni.gov.uk/news/hazzard-announces-immediate-review-taxi-legislation>

- 2.6. Overall, The Consumer Council found that three fifths of the population had taken a taxi in the last twelve months. Convenience for particular journeys and wanting to be able to leave the car at home are the key reasons for taking taxis. Overall, satisfaction with taxi services is high. However, amongst those who use taxis and have cause to complain, more than half said they have not complained as they thought it would be a waste of time.
- 2.7. The intended outcome of this piece of research is to inform The Consumer Council's work in relation to taxis, and to ensure consumers' views are considered in the review of taxi legislation through our role in the Taxi Advisory Group.

### **3. Methodology**

#### Quantitative Research

- 3.1. The Consumer Council commissioned Millward Brown to conduct an assessment of issues relating to taxis. Fieldwork was conducted with a representative population sample achieved via an Omnibus Survey.
- 3.2. 1000 adults aged 16+ were interviewed and quota controls were set to be representative of the NI population in terms of gender, age and social class. Fieldwork was conducted face to face in the home. The make-up of the sample can be found in Appendix 1.

#### Significance Testing

- 3.3. Significance tests were carried out by Millward Brown to determine if there were differences in responses given by various respondent groups. The significance tests were carried out at 5% significance level (range = -1.96 to +1.96) and only differences that were statistically significant ( $p < 0.05$ ) have been commented on in this report. In addition, a number of statistically significant results have been highlighted in grey boxes throughout the report. Where statistical significant differences have been indicated, there is at least a 95% probability that there was a genuine difference between responses given by a subgroup, and that this difference was not as a result of random chance or sample error.
- 3.4. Throughout the report, attention has been drawn to subgroups that have low base sizes. Whilst caution is required when analysing results from such subgroups, the same statistical tests have been conducted on these base sizes and, where highlighted, the results are statistically significant.

### Qualitative research

- 3.5. Separately, two focus groups, one in Belfast and one in Fivemiletown, and four in-depth interviews with consumers with a disability or reduced mobility were conducted by Perceptive Insight. The profile of the focus groups and in-depth interviews can be found in Appendix 2.

## **4. Key Findings**

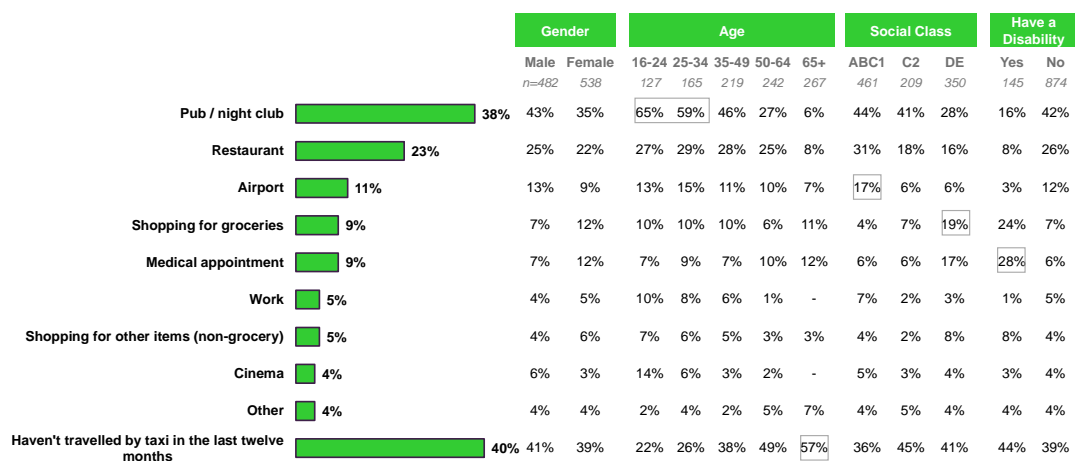
- 4.1. 60% (n=603) of all respondents (n=1020) had used a taxi in the last twelve months.
- 4.2. The main reasons for using a taxi are going to/from a pub/night club (38%, n=385), a restaurant (23%, n=233) or an airport (11%, n=110).
- 4.3. Respondents with a disability (n=145) were almost five times more likely (28%, n=35) to take a taxi to a medical appointment than those without (6%, n=56).
- 4.4. Those from a low income household (n=350) are more likely to use a taxi for shopping for groceries (19%, n=57) and a medical appointment (17%, n=50) than those from more affluent households.
- 4.5. Respondents aged 65+ were the most likely not to have used a taxi in the last 12 months (57%, n=113). In contrast, those aged 16-24 (22%, n=32) and those aged 25-34 (26%, n=43) are the least likely not to have used a taxi in the last 12 months.
- 4.6. Respondents with a disability are three times more likely to use taxis (38%, n=27) as it is their only option than those without a disability (13%, n=67).
- 4.7. 74% (n=444) of respondents were satisfied with the prices they pay for taxi services and 74% (n=448) think it is easy to understand the fares they pay.
- 4.8. Overall, 91% (n=454) of all respondents that use taxis (n=599) are satisfied with the taxi services they use.
- 4.9. Of the 206 respondents who felt they had a reason to complain but did not, 56% (n=118) said they thought it would be a waste of time.

## 5. Summary of Findings

### Taxi usage

- 5.1. Figure 1 shows that three fifths (60%, n=603) of NI residents took a taxi in the last twelve months, most typically to a pub/night club or a restaurant. However, those aged 65+ were least likely to fall into this category with 57% (n=113) of this group not having used a taxi in the last 12 months. These findings follow similar trends in research carried out by The Consumer Council in May/June 2016<sup>3</sup>.
- 5.2. Respondents with a disability (n=145) were almost five times more likely (28%, n=35) to take a taxi to a medical appointment than those without (6%, n=56). Furthermore, one quarter of respondents (24%, n=31) with a disability used a taxi for shopping for groceries, compared to 7% (n=62) of those respondents without a disability.
- 5.3. Those in less affluent households were more likely to take a taxi for shopping for groceries (19%, n=57) and medical appointments (17%, n=50) than those in more affluent households, while those in more affluent houses were more likely to take a taxi to the airport.

**Figure 1 – Taxi usage**



KANTAR MILWARD BROWN Q1. Which, if any, of the following destinations have you travelled to by taxi in the last twelve months? [Base: All respondents n=1020]

<sup>3</sup> Consumer Outlook Research May/June 2016 – 55% of adults had used a taxi in the last twelve months. 28% of adults had used a taxi in the last twelve months to travel to/from a pub/night club and 21% to travel to/from a restaurant. 66% of those aged 65+ had not used a taxi in the last 12 months.

#### Reasons for using taxis

- 5.4. Convenience (48%, n=288) and wanting to leave the car on certain occasions (44%, n=264) are the main responses why respondents have used taxis in the last 12 months.
- 5.5. Convenience is most likely to be a response by younger respondents. Passengers with a disability are three times more likely to use taxis (38%, n=27) as it is their only option, than those without (13%, n=67). This reliance on taxi services was also highlighted within the in-depth interviews:

*"I live on my own, so often in periods of illness my only contact will be the taxi driver so that would be my social activity for the day. If I need something I will ring them and book them." [Disability]*

*"They are a premium service but an essential service." [Disability]*

- 5.6. The qualitative research explored the motivators for using taxis further and the perceived impact that using the services had on users' lives. Figure two sets out case study examples that arose in focus groups discussions which demonstrate different ways that taxis impact on users' lives.

## Figure 2 – Sub group taxi users and the importance they place on the service

**THE DAILY USERS** Taxis are essential to daily life and these individuals have no other means of travelling, due to health, disability or no access to other transport. For these people, a taxi service is a central aspect of their lives, that provides transport but also social interaction. Some examples are set out below:



A guide dog user who relies on the knowledge of the driver and needs reassurance that they will be taken to their destination hassle free



An individual with mobility issues and potential seizures, and feels safer and more comfortable in a taxi



An elderly rural individual who has no access to a car and needs a taxi for practical visits to the shops and medical appointments

**THE WEEKEND USERS** Taxis enable these individuals to socialise with ease, without having to arrange a lift or abstain from alcohol (and also provide parents with reassurance). Taxis are an appreciated service and make life more enjoyable:



Longer fares: there is a group of rural users who travel a significant distance on weekend nights to a more urban destination (e.g. night club, bar, restaurant).



Shorter fares: generally urban taxi users access taxis in and around Belfast whilst some rural users socialise locally at the nearest village bars

**THE 'PLAN B' USERS** For some, a taxi service is a contingency plan, called on, if needed for emergencies. This is reassuring for consumers because they always need a back up plan if something in life does not go to plan:



If poor weather stops them walking



If running late and need to get somewhere quickly



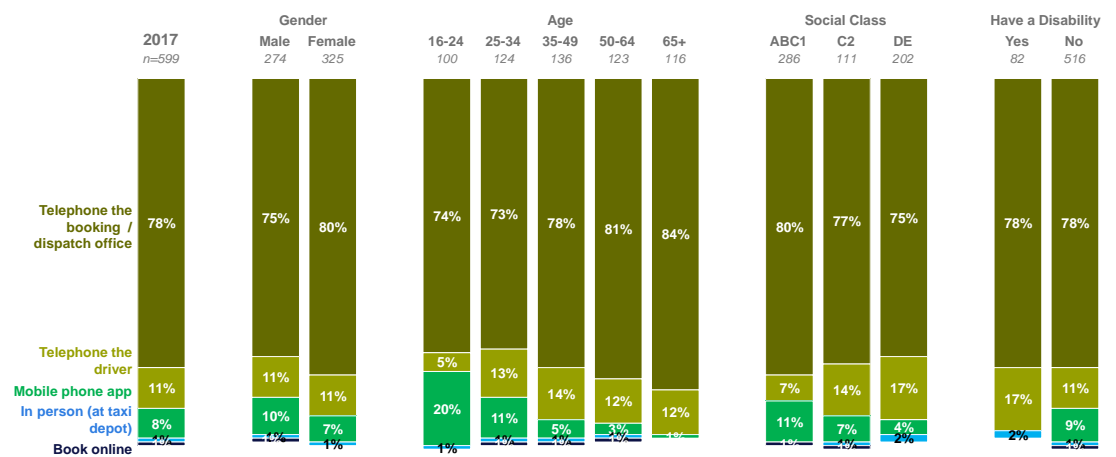
If public transport does not suit their schedule



### Arranging taxis

5.7. Figure 3 shows that booking by telephone is by far the most prevalent way for arranging a taxi journey (78%, n=468) across all groups. Using a mobile phone app is more common among the 16-24 age group (20%, n=23) compared with other age groups. Booking directly with the driver is more prevalent among low income users (17%, n=29) and those with a disability (17%, n=12).

**Figure 3 – Arranging taxis**



KANTAR MillWARD BROWN

Q3. What is your preferred method of arranging a taxi journey?  
[Base: All use taxis n=599]

5.8. Those outside Belfast, particularly west of the Bann are considerably more likely to book directly with a taxi driver (23%, n=30). Depot usage tends to be driven by Belfast residents.

5.9. Possible reasons for choosing different booking methods were explored within the qualitative research. In the rural focus group it was acknowledged that booking by telephone is often the only option available with one participant stating,

*“I like to ring and speak to ensure it would come.” [Rural]*

5.10. In the urban focus group the users tended to use an app or automated telephone service.

*“I just phone it and hit a button and they will text you and let you know when it will be dispatched.”*

*[Urban]*

*“If the taxi says it’s on its way and maybe it comes 10 minutes later, it doesn’t matter because [the update texts] have broken the time up.” [Urban]*

- 5.11. The disability users’ experience highlighted that in some cases booking by telephone was the only option, but not their ideal method. One individual explained that an app was available but it could be improved with regards to its accessibility for users with a visual impairment.

*“I just use the telephone; there is no app available. Telephone is the only method available.” [Disability]*

*“I ring them up. There is an app but it’s not very accessible.” [Disability]*

- 5.12. The qualitative research also identified a possible awareness gap among participants as to whether private taxi drivers are permitted to stop for a customer who hails them down.

*“Hail black or independent taxi firms ...Would usually find that it would cost more than booking it through the depot.” [Urban]*

*“It’s impossible to flag a taxi down. I don’t think it’s legal. They are on set fares. You might get lucky if they are coming from a fare but genuinely it’s not something that people will do and even if it was legal, taxis tend not to stop.” [Disability]*

### Fares

- 5.13. When asked about fares, almost three quarters of those surveyed (74%, n=446) who had used taxis in the last twelve months were either ‘fairly satisfied’ or ‘very satisfied’ with the prices they pay for taxi services. Net satisfaction<sup>4</sup> was highest amongst those aged 35-49. Younger respondents (aged 16-24) are most likely to express dissatisfaction.

- 5.14. In comparison, in 2015 the overall satisfaction score for London taxi services’ fares and tariffs was 84 out of 100 and the overall satisfaction score has remained fairly consistent since 2002<sup>5</sup>.

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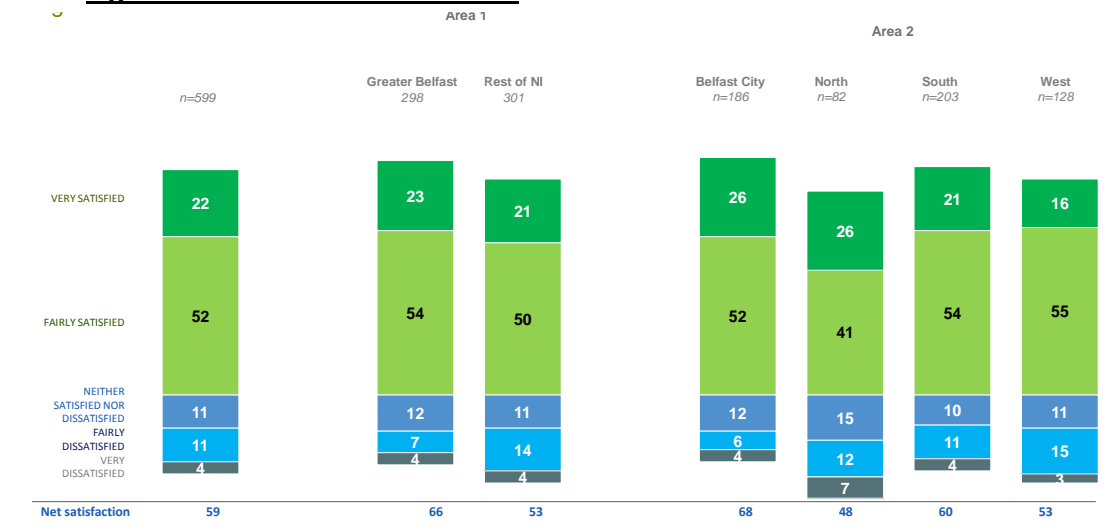
<sup>4</sup> Net satisfaction = total satisfied – total dissatisfied

<sup>5</sup> Transport for London, [https://fe49d9ec8511d2dc0553-f8f415f79bf5d37d632aa2f721fb6d7c.ssl.cf3.rackcdn.com/wp-content/uploads/2013/10/Taxi\\_Statistics\\_for\\_Ireland\\_Statistical\\_Bulletin\\_No.3\\_08.20151.pdf](https://fe49d9ec8511d2dc0553-f8f415f79bf5d37d632aa2f721fb6d7c.ssl.cf3.rackcdn.com/wp-content/uploads/2013/10/Taxi_Statistics_for_Ireland_Statistical_Bulletin_No.3_08.20151.pdf)

In addition, Translink’s Spring 2016 monitoring shows customers’ perceptions of value for money scores 72% for Metro, 71% for Ulsterbus and 71% for rail<sup>6</sup>.

5.15. Figure 4 shows ‘Net satisfaction’ with fares is higher in Greater Belfast than the in the rest of NI. This is driven particularly by attitudes of those respondents in Belfast City.

**Figure 4 – Satisfaction with fares**



KANTAR MillWARD BROWN

Q4. How satisfied or dissatisfied are you with the price you pay for taxi journeys?  
[ Base: All use taxis n=599 ]

\*\*NET SATISFACTION = TOTAL SATISFIED – TOTAL DISSATISFIED

5.16. In the focus groups cost and affordability were discussed further. It was found that whilst a taxi service is regarded as a necessity, it is thought of as a premium service and therefore expensive, particularly if used more than once a week. As a result cost is a key barrier to using taxis more often. Some participants reported how they access public transport where possible, ask family/friends for lifts or simply stay in.

5.17. When asked about understanding fares, almost three quarters (74%, n=448) of those using taxis think it is easy to understand the fares they pay. Males are slightly more comfortable understanding fares than females. Those in greater Belfast, particularly in Belfast City, are more at ease with the price they pay for a taxi journey.

5.18. In the qualitative research clarity and satisfaction with price were explored in more depth. It was noted that the introduction of meters means that users can

<sup>6</sup> Translink Monitoring Results Spring 2016 - <http://www.translink.co.uk/Documents/Corporate/publications/7044%20Monitoring%20Results%203rd%20Issue%202016.pdf>

see how much the fare is costing. However, it was also mentioned that the meter is not always in a position within the vehicle that can be seen easily.

5.19. Within the focus groups participants identified that there seems to be some confusion on the price they pay for their journey, with the discussion indicating that the only occasion where those in the groups feel informed about price is on public holidays (e.g. Christmas), where the driver notifies them the fare is higher.

*“Meters aren’t always visible – I want to be able to see.” [Urban]*

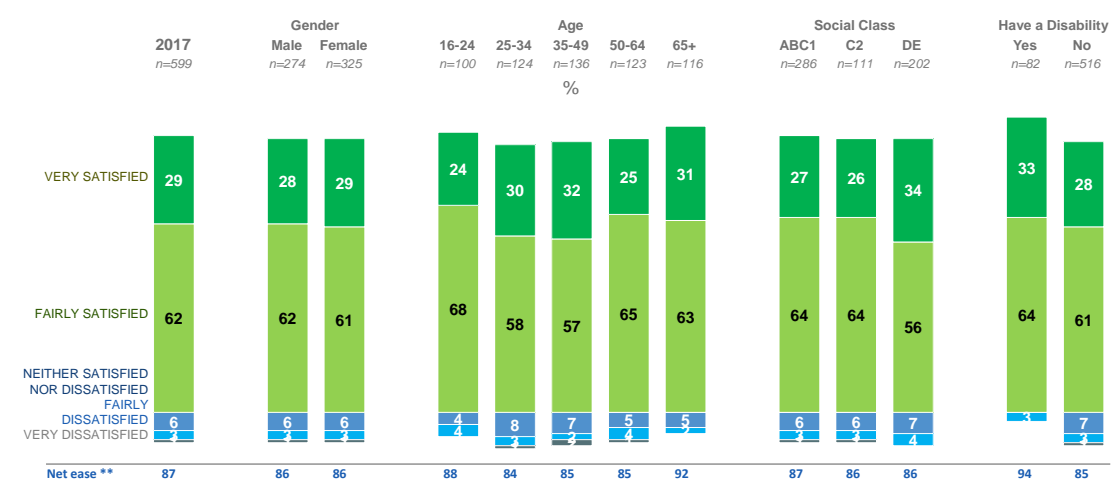
*“I feel like there is an unspoken rule where you are not allowed to ask. I would only really query something if I was really unsure or if I feel confident that I have a point but I feel that taxi drivers nearly have this thing that you can’t ask them ‘How much is it going to be’ or ‘why is it like this’. I don’t really think it’s clear.” [Urban]*

*“On holidays they would explain it is fare and a half but that’s about it - they wouldn’t actually sit and explain or talk about prices.” [Urban]*

**Overall satisfaction**

5.20. Overall satisfaction with taxi services is high amongst those who have travelled by taxi in the last 12 months, with more than nine in 10 (91%, n=545) stating that they are ‘very satisfied’ or ‘fairly satisfied’. Net satisfaction is strongest amongst those with a disability as shown in figure 5.

**Figure 5 – Overall satisfaction with taxi services**



- 5.21. Overall satisfaction seems to be higher in Belfast compared to other areas of NI, although the highest proportion of those saying ‘very satisfied’ is in the north of the province (43%, n=35).
- 5.22. In the qualitative element consumers’ expectations of taxi services were explored. Figure 6 summarises the main expectations that were discussed:

**Figure 6 – Expectations for taxi service**



- 5.23. Generally there was a level of satisfaction expressed by taxi users, with some outlining that they have noticed an improvement in terms of the professionalism of the service compared with previous years. Customers expressed they have more positive experiences with taxis than negative.
- 5.24. In saying this, participants were asked to outline what they disliked, if anything, about their current taxi service or one they have previously used.
- 5.25. Across urban customers, their main dissatisfaction was around poor customer service from the driver, lack of taxis available at peak times and inconsistencies with price.

*“It doesn't feel like the same level of service you would get in a shop where you would expect a certain level of expertise or knowledge. Taxis just don't seem like that.” [Urban]*

5.26. Rural customers were generally more satisfied with customer service, but tended to experience more problems accessing a taxi than urban customers. They also noted inconsistencies with price more so than urban customers, because they generally are travelling longer journeys and therefore an increase in price is more noticeable.

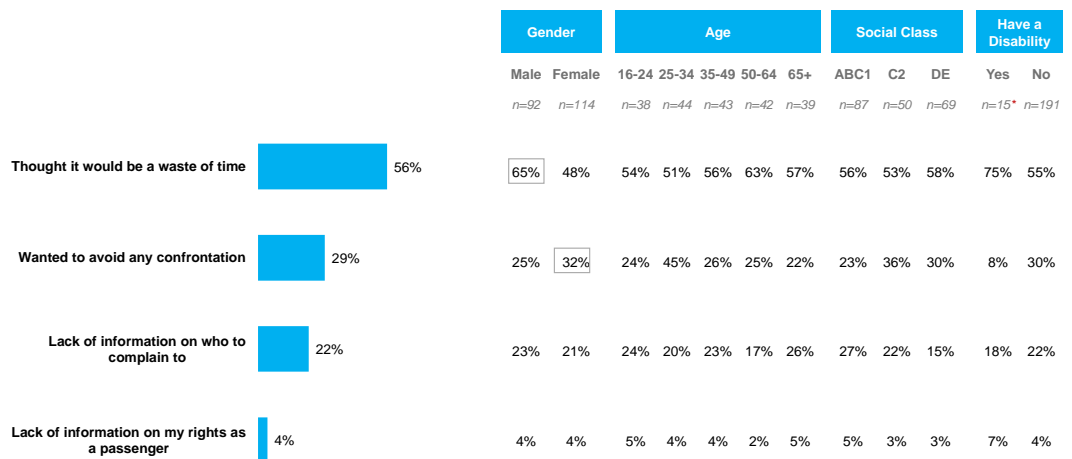
5.27. Among taxi users with disabilities dissatisfaction was largely centred on lack of perceived training on disability matters. Similar to the wider customer cohort, they also felt that there is a current problem with the attitude of some drivers. *“Need to go through yearly disability awareness training but even the courtesy of a driver getting out of the car and help the customer get out of the car. You think ‘just get out of the car, help us’” [Disability]*

Complaining about taxi services

5.28. Around one in 10 adults (n=86) in NI has complained about a taxi journey. Respondents under 35 are slightly more likely to make complaints about taxis. Geographically, those in Belfast are also slightly more likely to make complaints.

5.29. Figure 7 shows that amongst those who use taxis and had cause to complain (n=206), more than half (56%, n=118) said they have not complained as they thought it would be a waste of time. Males are more likely than females to think complaining would be futile, while females are more likely to want to avoid confrontation.

**Figure 7 – Reasons for not complaining about taxi services**



\*caution small base

- 5.30. Resistance to making complaints was also explored within the focus groups with some expressing a *'what's the point?'* attitude, where others reported that it would feel uncomfortable to complain. There was also a lack of awareness about who to complain to. Around a third of group participants had made a complaint following dissatisfaction with taxi services; these were all urban taxi users and some individuals with a disability.
- 5.31. Of those who had complained there was a mix of negative and positive outcomes of how the complaint was handled.

*"Anytime I have had to phone, never really to complain just to give feedback on a service, not looking anything out of it just to help them with their service but I've never received any...they just seem like they don't really want to know. Even sometimes when it has been referred onto a manager, I've never really been happy in the way they have taken that feedback on board. And when you're in the car they are not really willing to take that feedback on board."*  
[Urban]

*"I reported [the driver] to the owner of the firm and detailed to him my experiences. The outcome was satisfactory in the sense I felt I was listened to. He no longer works for the firm."* [Disability]

*"They do take seriously people's complaints [In Belfast]."* [Disability]

#### Understanding changes to legislation

- 5.32. The focus groups allowed for exploration of participants' awareness in relation to changes to the taxi legislation in NI. Consumers reported that they did not feel well informed about the changes and have become aware of certain aspects through word of mouth or observations whilst using taxi services.
- 5.33. Generally, the introduction of the meter was what consumers understood to be the major change evident, however, not everyone understood how the meter impacts on their fare and experience.

*"They all have to do a test now. As far as I know before you can start taxi'ing they make you do another driving test"* [Urban]

*"The taxi drivers can set [the meter], some firms are cheaper than others, all they need to do is hit a button."* [Urban]

5.34. In terms of fares participants noted a difference in price since the legislative changes, all reporting an increase. There is a lack of consistency noted in relation to price in both urban and rural locations. For example, the same trip across Belfast City could range from £6 to £7.50, which was felt to be a significant difference. Rural customers reported an increase of up to £3 in their fare. Only one or two participants questioned the driver about the increase, but none got a satisfactory or clear response.

5.35. There was also a difference noted across firms in terms of how quickly the meter increases. Generally there is a lack of consumer awareness around the price they are and should be paying for using a taxi service. Similarly, there is confusion in relation to the maximum fare. Other comments noted include:

*“The thing is that there’s two different tariffs so you don’t know which one you are paying – the lower one or higher one.” [Urban]*

*“Some do go up higher than others in taxis. I’ve noticed that myself in taxis.” [Urban]*

5.36. Specifically relating to rural customers, no one was given an explanation of the dead miles exemption<sup>7</sup> or offered a copy of a waiver form.

5.37. An individual described that on occasions the driver had offered to turn the meter off in agreement with them. To their knowledge it was because the meter would have cost too much.

*“Some taxi drivers will use their discretion and not use the meter at all and say in advance if I use the meter it will cost you more. The customer has to agree to it.” [Disability]*

5.38. On the whole, those that have required a receipt were given a receipt by a driver. However, on one occasion, the driver did not have a receipt available for a customer with a disability. Another participant who has a visual impairment reported that receipts are redundant to him, because he cannot see them.

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<sup>7</sup> The term 'Dead Miles' refers to the mileage done by the taxi driver to get to a job and/ or return to base from a job. For a taxi journey like this, the exemption allows the passenger to agree the fare rather than have it calculated by the taximeter.



#### 5.39. Other legislation changes discussed included:

- One participant made reference to the new taxi license test by mentioning he thought drivers are required to pass a test. The wider group were not aware of this.
- Confusion was evident with regard to hailing taxis, with no agreement in terms of what was permitted.
- Consumers were unaware of roof sign requirements.

### 6. **Conclusion**

- 6.1. The research shows a high level of satisfaction with taxi services, with the majority of consumers satisfied with the service they receive and the price they pay.
- 6.2. Whilst most respondents to the omnibus questions were largely satisfied with the price they pay and found fares easy to understand, all focus group participants reported an increase in prices since the changes to taxi legislation came into force. Therefore, it is possible that legislative changes have had the unintended consequence of increasing fares for passengers beyond the levels that were anticipated.
- 6.3. Consumers with a disability and those from low income households are more likely to be reliant on taxis for attending medical appointments and shopping for groceries. Both groups are more likely to use taxis as their only option for travel. Therefore, any changes to availability or increase in fares will potentially have a disproportionate impact on these groups.
- 6.4. Despite high levels of satisfaction, over 200 respondents (22% of those asked) stated they felt they had a reason to complain but chose not to. The main reasons for this was due to a perception it would be a waste of time, a desire to avoid confrontation, and a lack of information on who to complain to.
- 6.5. In the Republic of Ireland the National Transport Authority (NTA) handles complaints about taxis (SPSV - small public service vehicle). During 2014 the NTA introduced improved website contact forms, email and telephone arrangements to make it easier for consumers to submit comments or complaints about taxis, limousines and dispatch operator services.

- 6.6. The increase in comments or complaints has been considerable from 377<sup>8</sup> in 2012 to 998 in 2016<sup>9</sup>. Complaints are registered within five categories covering conduct/behaviour of the driver, overcharging/fares, hiring/booking issues, condition/cleanliness and identification/general appearance of taxi. In response, the NTA has the power to issue taxi operators with advice, a formal warning, a fixed payment penalty or a summons for prosecution.
- 6.7. Finally, the focus groups/in-depth interviews showed there is still confusion about what changes in legislation mean for passengers. The introduction of meters was welcomed but there was a lack of clarity on the issue of the maximum fare. Views were expressed that firms/drivers can set the fares themselves and there are different tariffs which can be confusing. There was a lack of awareness of when a taxi can be hailed/flagged down and overall consumers reported that they did not feel well informed about the changes.

## 7. Recommendations

- More detailed analysis is needed on potential cost implications of any future changes to taxi legislation. Any future changes must be assessed for their impact on price and availability.
- Further research is needed on the reliance on taxis of disabled and low income consumers.
- The Taxi Advisory Group should explore how to improve the comment/complaint regime in NI with a view to enacting Section 3(9) of the Taxis Act, which provides for regulations to be made for the involvement of the Consumer Council in relation to complaints<sup>10</sup>.

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<sup>8</sup> NTA Taxi Statistics [https://fe49d9ec8511d2dc0553-f8f415f79bf5d37d632aa2f721fb6d7c.ssl.cf3.rackcdn.com/wp-content/uploads/2013/10/Taxi\\_Statistics\\_for\\_Ireland\\_Statistical\\_Bulletin\\_No.3\\_08.20151.pdf](https://fe49d9ec8511d2dc0553-f8f415f79bf5d37d632aa2f721fb6d7c.ssl.cf3.rackcdn.com/wp-content/uploads/2013/10/Taxi_Statistics_for_Ireland_Statistical_Bulletin_No.3_08.20151.pdf)

<sup>9</sup> NTA Taxi Statistics [https://www.nationaltransport.ie/wp-content/uploads/2013/10/280417\\_FINAL\\_NTA\\_Taxi-Stats.pdf](https://www.nationaltransport.ie/wp-content/uploads/2013/10/280417_FINAL_NTA_Taxi-Stats.pdf)

<sup>10</sup> Taxis Act (Northern Ireland) 2008  
[http://www.legislation.gov.uk/nia/2008/4/pdfs/nia\\_20080004\\_en.pdf](http://www.legislation.gov.uk/nia/2008/4/pdfs/nia_20080004_en.pdf)

**Appendix 1 – Make-up of quantitative sample size**

	TOTAL	GENDER		AGE					SOCIAL CLASS		
		MALE	FEMALE	16-24	25-34	35-49	50-64	65+	ABC1	C2	DE
<b>GENDER</b>											
<b>MALE</b>	48%	100%	-	49%	45%	47%	49%	51%	47%	52%	47%
<b>FEMALE</b>	52%	-	100%	51%	55%	53%	51%	49%	53%	48%	53%
<b>AGE</b>											
<b>16-24</b>	15%	15%	15%	100%	-	-	-	-	17%	14%	12%
<b>25-34</b>	17%	16%	18%	-	100%	-	-	-	19%	16%	14%
<b>35-49</b>	25%	24%	25%	-	-	100%	-	-	24%	27%	23%
<b>50-64</b>	24%	24%	23%	-	-	-	100%	-	21%	27%	24%
<b>65+</b>	20%	21%	19%	-	-	-	-	100%	18%	16%	26%
<b>SOCIAL CLASS</b>											
<b>ABC1</b>	45%	44%	46%	51%	51%	44%	40%	41%	100%	-	-
<b>C2</b>	26%	28%	24%	24%	24%	28%	30%	21%	-	100%	-
<b>DE</b>	30%	29%	31%	24%	25%	28%	30%	38%	-	-	100%
<b>Sample Size (Unweighted)</b>	1020	482	538	127	165	219	242	267	461	209	350

## Appendix 2 – Profile of focus groups and in-depth interviews

Table 3.1: Profile of focus groups

Focus group make up				
	Location	Gender	Age	SEG
1	Belfast	Male: 4 Female: 4	Under 35: 4 Over 35: 4	C2DE
2	Fivemiletown	Male: 3 Female: 5	Under 35: 4 Over 35: 4	C2DE

Table 3.2: Profile of depth interviews

Depth interview make up				
	Location	Gender	Age	Disability
1	Newtownabbey	Female	45	Visually impaired
2	Derry/Londonderry	Male	48	Mobility
3	Belfast	Female	50	Wheelchair user
4	Belfast	Male	51	Visually impaired



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