

RESEARCH SUMMARY

Title	Taxi & Private Hire card payment
Objective	Interest in the concept of card payment among both taxi customers and drivers
Date	September 2009
Methodology	Face-to-face survey with UK personal (205), Overseas personal (197), UK business (208) and overseas business customers (136). Telephone survey with taxi drivers (400)

Key findings

- Cash is both the most common and the preferred method of taxi payment. Even though the majority of customers hold both debit and credit cards, the proportion using cards for taxi payment is low, ranging from one in twelve UK personal customers to one in five overseas business customers.
- Drivers' estimates are lower than reported customer card use. On average, drivers say that only one in fourteen customers pay by card.
- In addition to the proportion currently using cards to pay for taxi fares, there is further interest in making payments by card if card payment facilities are introduced into all taxis. Around four in ten UK personal customers, overseas personal customers, UK business customers and around a half of overseas business customers would be very or quite willing to use cards for taxi payment if all taxis provided this facility.
- Contactless payment appeals to around half of all customers. Overall, three in ten personal customers reject paying their fare by card, whilst a quarter of business customers reject this payment method.
- Around a third of drivers currently offer card payment facilities, with a further one in five considering doing so in the future.
- A third of drivers who offer card payment facilities say there has been an increase in use over the last year.
- Almost four in ten drivers are likely to recommend card payment facilities to other drivers. A similar proportion are neutral and one in eight would recommend against.
- Perceptions of becoming victims of crime as a result of having such a facility are greater than the reality. Only one in ten drivers who currently offer card payment facilities are concerned about this. Drivers who do not currently offer card payment facilities are more likely to feel that they are at risk of becoming victims of crime with a third thinking this.

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