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WALES NATIONAL TRAVEL SURVEY

Wales National Travel Survey: Taxi results, 2025/26

This report outlines a selection of results from the first twelve months of data collection for the Wales National Travel Survey 2025/26 (WNTS). These results are based on over 6,100 responses and 18,000 journeys recorded from across Wales. These data are official statistics in development.

This report focuses on travel by taxi. It brings together information on how people travel by taxi, and their attitudes and opinions on taxi services. The WNTS does not differentiate by service provider, and as such figures for use or satisfaction may differ from operator-specific figures.

The WNTS is a new survey and the first national travel survey for Wales since 2012. Care should be taken when considering the results alongside other data sources. Differences could be due to different definitions used, differing survey methodologies or genuine differences in travel behaviour.

This publication is based on the first survey year, with data collected from sample batches from March 2025 to February 2026. Quality information can be found in our Quality Report.

Several transport-specific terms have been used in this report. We have produced a definitions document to aid understanding.

Main findings

- We estimate that 0.9% of journeys per person per year were made by taxi.
- 68.1% of taxi journeys were made by the 6.7% of respondents who travel by taxi at least once per week.
- A higher proportion of disabled respondents used a taxi at least once per week at 9.1% compared to 5.7% for non-disabled respondents.
- 52.6% of respondents reported that there were lots of taxi services in their area, with a further 30.4% reporting limited taxi services available in their area.
- 89.3% of taxi users were either very or fairly satisfied with their overall taxi journey.
- "Cheaper fares" was the most popular factor that would encourage taxi users to travel by taxi more often (65.8%).

A note on the data

The results presented in this report and in the supporting tables are estimates based on the behaviour and opinions of respondents. The data have been weighted to be representative of the Welsh adult population.

These estimates are subject to a degree of uncertainty. This level of uncertainty is greater for smaller groups and less common travel modes. For instance, estimates for South East Wales are based on 2,825 respondents, compared to 665 from Mid Wales, meaning estimates for Mid Wales are subject to greater uncertainty. However, the survey still provides reasonable estimates for these smaller population groups.

More information on the accuracy and precision of these estimates can be found in the Accuracy section of the Quality Report.

For some questions, respondents could select up to three response options so totals may not add up to 100%.

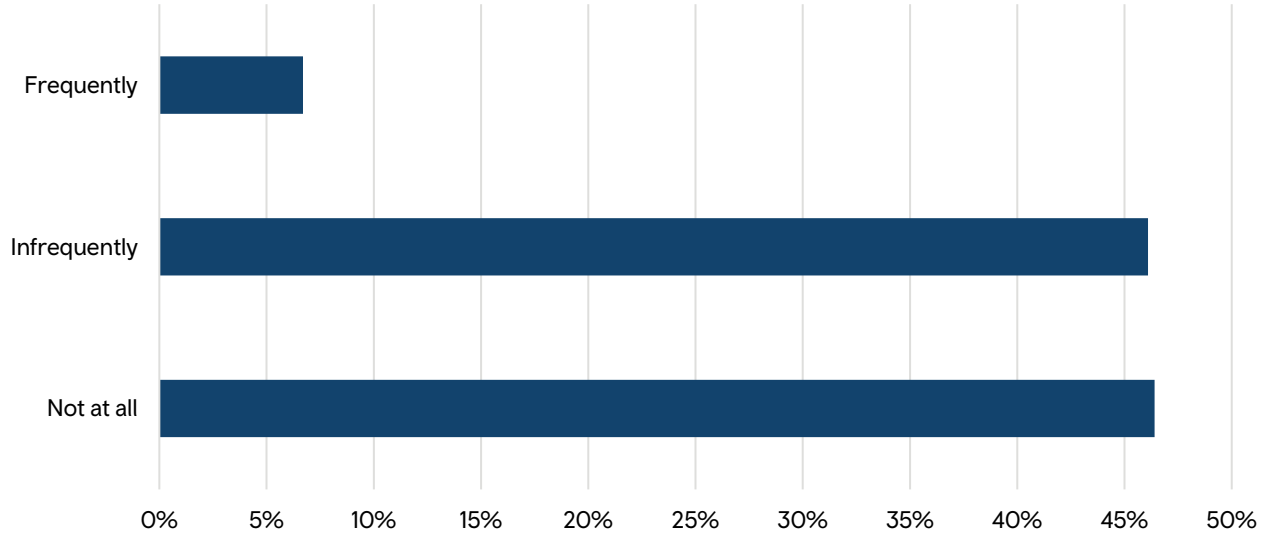
Frequency of travel by taxi

The travel frequency questions measured how often a person travelled by taxi within the last 12 months. This differs from mode share, which is the share of journeys per person per year made by taxi.

- 6.7% of respondents reported using a taxi at least once a week (0.8% most days, 2.0% several times a week and 3.8% once a week).
- 46.1% of respondents travelled by taxi infrequently. 9.6% reported using a taxi once or twice a month, 14.0% once every couple of months, and 22.6% once or twice during the year.
- 46.4% of respondents reported not using a taxi at all.

Taxis: travel frequency

Figure 1: How frequently respondents used a taxi in the last 12 months, Wales, 2025/26



Description of Figure 1: A horizontal bar chart showing the percentage of respondents who reported using a taxi frequently, infrequently and not at all. 6.7% of respondents reported using a taxi frequently and 46.1% reported infrequently.

Source: Wales National Travel Survey, travel frequency

Travel frequency by disabled status

- A higher proportion of disabled respondents used a taxi at least once per week at 9.1% compared to 5.7% for non-disabled respondents.

Travel frequency by region

- Far fewer respondents in Mid Wales used a taxi at least once per week (1.8%) than in other regions. 5.4% of respondents in North Wales, 6.6% in South West Wales and 7.9% in South East Wales used a taxi at least once per week.

Age group

- Taxi use at least once per week is highest for respondents aged 16-24 at 13.2% followed by those aged 85 or above at 12.5%. It is least frequent for respondents aged 65-74 at 4.5%.

Taxi availability

We asked all respondents if taxi services were available in their local area.

- About half (52.6%) of respondents reported “yes, there were a lot of services” in their area. 30.4% said “yes, there were limited services” in their area and 7.3% said “no, there was a lack of services” in their area.
- South West Wales had the highest proportion of respondents reporting there were a lot of services at 59.6% followed by South East Wales (54.8%), North Wales (47.8%) and Mid Wales (28.4%).

Main mode share

The main mode of travel refers to the mode that was used for the longest distance in a journey. Mode share is the percentage of journeys per person per year completed by a given main mode.

In 2025/26, we estimate that respondents made 5.8 journeys per person per year by taxi.

- Overall, we estimate that 0.9% of journeys were made by taxi.
- South East Wales residents made the greatest share of journeys by taxi (1.1%), followed by residents of South West Wales (1.0%). 0.6% of journeys in North Wales were made by taxi. In Mid Wales, less than 0.5% of journeys were made by this mode.
- People who live in urban areas made a greater share of their journeys by taxi than those living in rural areas. In urban areas, 1.2% of journeys were made by taxi compared to less than 0.5% in rural areas.

Mode share by travel frequency

- 6.7% of respondents have been identified as frequent users, travelling by taxi at least once per week. These frequent users accounted for 68.1% of all taxi journeys. They made 11.6% of their journeys by taxi (59.0 journeys per person per year).
- 46.1% of respondents were identified as infrequent users. These respondents made 0.5% of their journeys by taxi. They accounted for 28.5% of taxi journeys.
- A further 46.4% of respondents reported that they did not travel by taxi at all and made fewer than one taxi journey per person per year.

Mode share by the sex of the respondent

- There were small differences in taxi usage by the sex of the respondent. Female respondents made 1.1% of their journeys by taxi (6.8 journeys per person per year), compared to 0.8% of journeys being made by male respondents (4.9 journeys per person per year).

Main mode share by disabled status

- Disabled respondents made 1.5% of journeys by taxi (8.2 journeys per person per year), compared to 0.7% by non-disabled respondents (4.8 journeys per person per year).

Multimodal journeys

A multimodal journey is where two or more modes of travel are used for a single journey. The main mode is the mode of travel used for the longest distance of the journey. Other modes used as part of the journey are defined as additional modes. More details on multimodal journeys can be found in our definitions.

In 2025/26, we estimate that 10.5% of all journeys were multimodal (65.4 journeys per person per year).

- Taxi journeys are not commonly used in multimodal journeys. They featured as the main mode in 1.5% of multimodal journeys and in a further 4.1% of multimodal journeys as an additional mode.
- 3.2% of journeys to and 5.4% from railway stations were made by taxi.
- Combining journeys both as the main (0.9%) and additional modes (less than 0.5%), 1.4% of journeys per person per year involve a taxi at some stage.

Journey distance

The journey distance by taxi is the length of the most direct, possible route between the origin and destination. It is not measured as a straight line from the origin to destination.

More information on how we have calculated distances can be found in our definitions.

In 2025/26, we estimate that across all modes the mean journey length was 15.5km, with a median journey length of 5.8km.

- Taxi journeys were shorter than the typical journey. The mean length of a taxi journey was 10.9km and the median journey was 4.0km long.
- Overall, respondents travelled 63.0km per person per year by taxi. This accounted for 0.7% of the total distance travelled.
- 60.4% of taxi journeys were between 1km and 5km long, with another 17.5% between 5km and 10km, and 12.5% between 10km and 20km.

Journey purposes

The 'purpose of the journey' is the main reason why a respondent was travelling. Often, this is based on the activity undertaken at the origin or destination of the journey. Journeys purely for

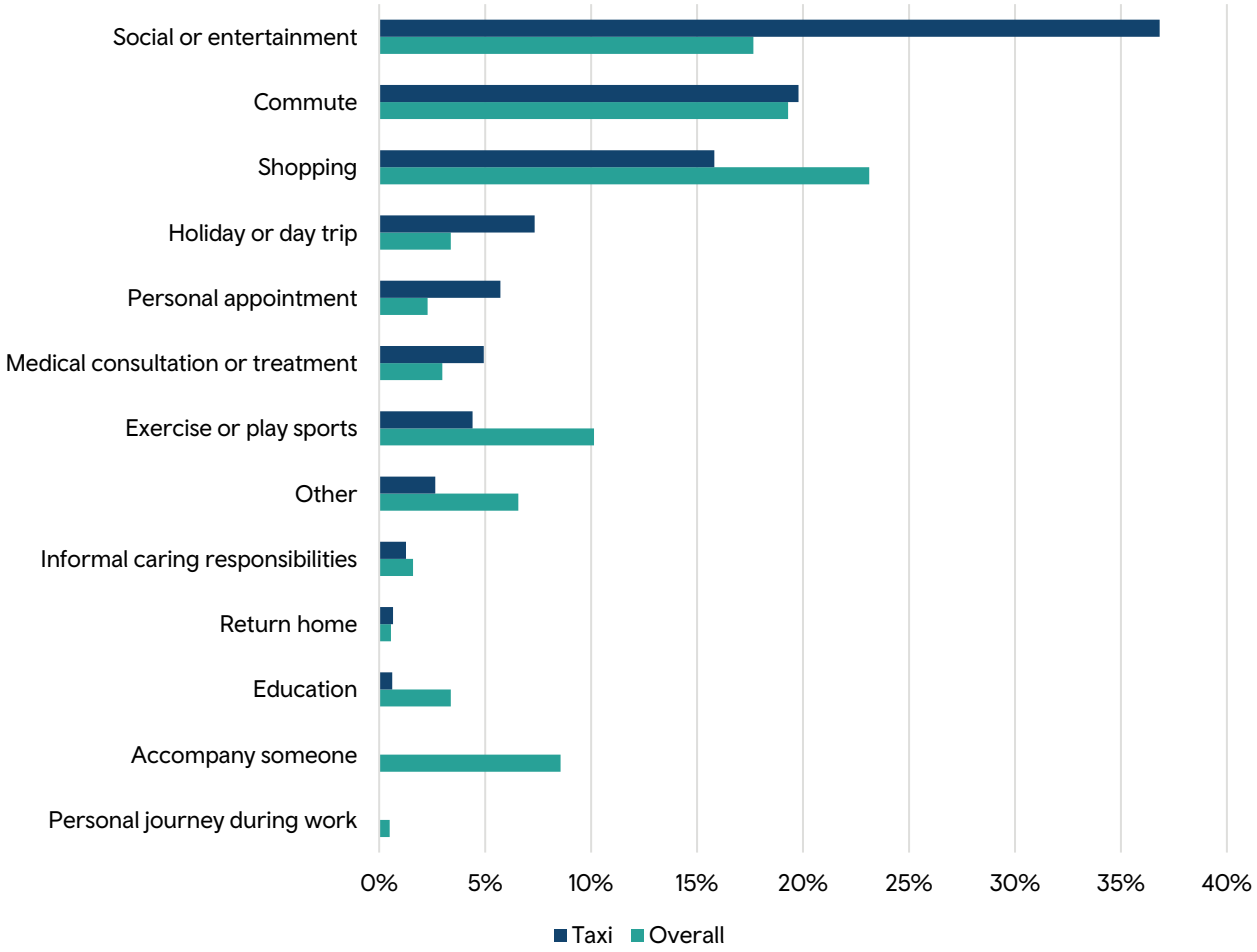
leisure, where the act of travelling is the leisure activity (for instance, going for a run or playing sport) are excluded. This is aligned with the Active Travel Act Guidance definition of utility journeys.

Information about what journeys were included can be found in our definitions.

- "Social or entertainment" (36.8%) was the most common journey purpose for taxi journeys.
- 19.8% of journeys by taxi were commutes and 15.8% were for shopping.

Taxi: Share of journeys by journey purpose

Figure 2: Share of journeys per person per year by journey purpose by taxi and overall journeys, Wales, 2025/26



Description of Figure 2: A horizontal bar chart showing the share of journeys by journey purpose, comparing journeys by taxi to overall journeys. Taxi journeys are more likely than journeys overall to be for social or entertainment activities, commuting, holidays or day trips, and personal

appointments. Shopping, the most common journey purpose overall, makes up a smaller share of taxi journeys.

Source: Wales National Travel Survey, journey purpose

Experience when travelling by taxi

We asked taxi users additional questions about their experience on their most recent taxi journey. We have defined a taxi user as any respondent who reported having travelled by taxi at least once every couple of months. This corresponded to 30.2% of respondents.

Satisfaction with overall journey

- 89.3% of respondents reported feeling satisfied with their overall journey (46.1% very satisfied and 43.3% fairly satisfied). 4.5% reported feeling fairly dissatisfied and 2.0% reported very dissatisfied.
- Respondents in Mid Wales reported feeling the least satisfied with their overall journey at 84.0%. All other regions were broadly similar with North Wales at 88.8%, South West Wales at 89.2% and South East Wales at 89.8%.

Satisfaction with safety

- 90.7% of respondents reported feeling satisfied with their safety (51.2% very satisfied and 39.5% fairly satisfied). 3.6% reported feeling fairly dissatisfied and 1.2% reported very dissatisfied.
- 92.7% of female respondents reported feeling satisfied compared to 88.8% of male respondents.
- In general, satisfaction with safety increases as the age group increases from 88.4% for those aged 16-24 to 94.6% for those aged 85 and above.

Satisfaction with features of taxi journeys

Taxi users were randomly assigned to either answer satisfaction with driver communication and the ease of pre-booking or instant hire or with punctuality and reliability.

Satisfaction with driver communication

- 88.0% of respondents were satisfied with driver communication and 6.5% of respondents were dissatisfied.
- More female respondents were satisfied with driver communication compared to male respondents (90.1% compared to 86.0%).

Satisfaction with the ease of pre-booking or instant hire

- Ease of pre-booking or instant hire was the lowest reported satisfaction across all factors for taxi. 82.5% of respondents reported feeling satisfied with ease of pre-booking or instant hire and 10.6% reported feeling dissatisfied.
- A higher proportion of non-disabled respondents felt satisfied with ease of pre-booking or instant hire compared to disabled respondents (84.6% of non-disabled respondents compared to 78.0% of disabled respondents).

Satisfaction with punctuality

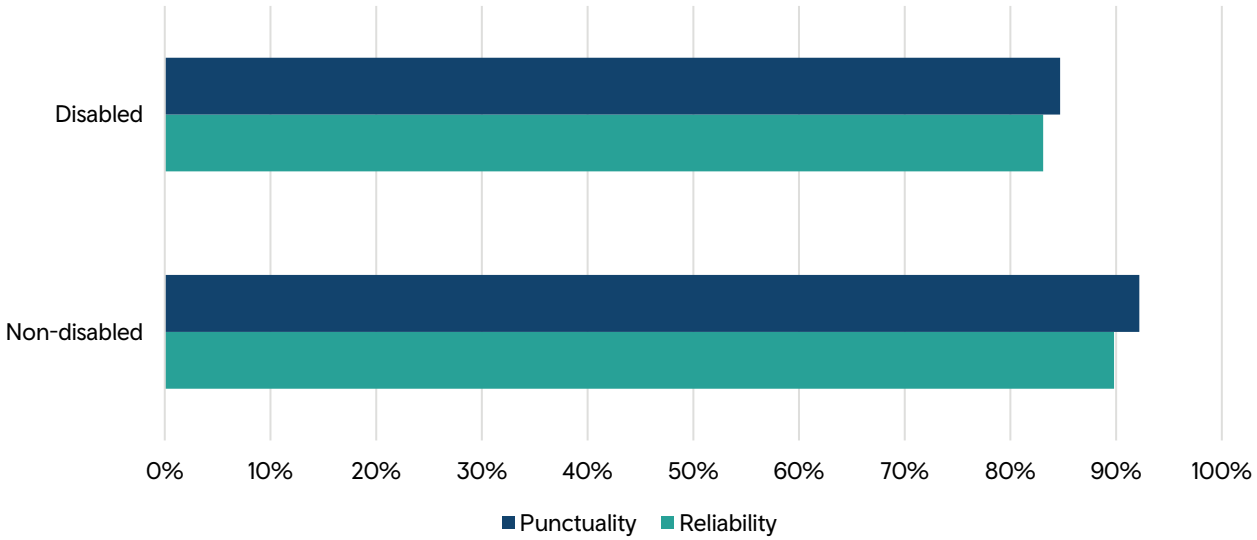
- 90.0% of respondents reported feeling satisfied with punctuality and 6.5% reported feeling dissatisfied.
- 92.2% of non-disabled respondents were satisfied with punctuality on their most recent taxi journey, compared to 84.7% of disabled respondents.

Satisfaction with reliability

- 88.5% of respondents were satisfied with reliability and 7.8% of respondents were dissatisfied.
- More female respondents were satisfied with reliability (90.0%) compared to male respondents (86.7%).
- 89.8% of non-disabled respondents were satisfied with reliability, compared to 83.1% of disabled respondents.

Taxi reliability: Satisfaction by disabled status

Figure 3: Percentage of respondents satisfied with punctuality and reliability by disability status, Wales, 2025/26



Description of Figure 3: A horizontal bar chart showing about 90% of non-disabled respondents were satisfied with punctuality and reliability compared to less than 85% of disabled respondents.

Source: Wales National Travel Survey, mode specific satisfaction: taxi

Feeling of welcomeness

- 93.7% of respondents reported feeling very or fairly welcome on their most recent journey (50.7% very and 43.0% fairly welcome). 2.8% of respondents reported feeling very or fairly unwelcome (0.5% very and 2.3% fairly unwelcome).
- There was variation in welcomeness between age groups with those aged 35-44 who felt the least welcome at 89.7% compared to those aged 75-84 the most welcome at 97.9%.

Why respondents felt unwelcome

2.8% of users reported feeling unwelcome on their most recent taxi journey. We asked these users about why they felt unwelcome.

- 65.6% of respondents reported they felt unwelcome because of the "taxi driver" and 31.2% because of "[their] surroundings".

Welsh language use

We asked taxi users who could communicate in Welsh what language they used when travelling by taxi. More information on how we have defined Welsh language users can be found in our definitions document. Respondents could select more than one option when answering this question.

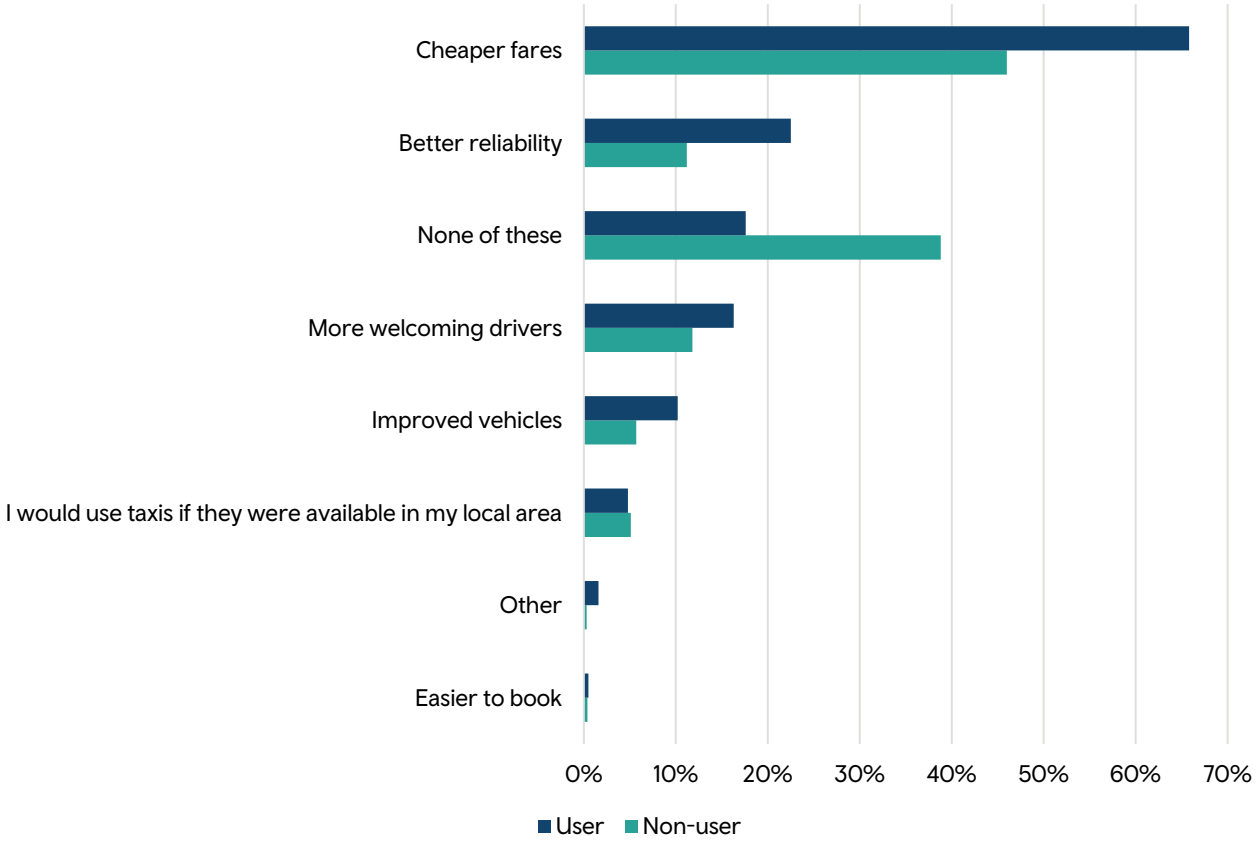
- Most respondents used English (91.6%) during their taxi journey. 13.2% of taxi users used Welsh on their taxi journey.
- The 84.4% who had then said they had not used Welsh were asked a follow-up question about whether they wanted to communicate in Welsh. 85.8% did not want to communicate in Welsh while 8.1% did but were unable to.

Factors that would encourage users to travel by taxi more often

- 52.0% of respondents were considered taxi users.
- The most popular factors that would encourage taxi use was "cheaper fares" (65.8%), "better reliability" (22.5%) and "none of these" (17.6%).

What would encourage people to travel by taxi

Figure 4: Factors that would encourage people to travel by taxi in Wales, 2025/26



Description of Figure 4: A horizontal bar chart showing the factors that would encourage people to travel by taxi. The most common response for users and non-users was "cheaper fares" (65.8% and 46.0% respectively).

Source: Wales National Travel Survey, factors to encourage modal shift to sustainable modes of travel

Note 1: Based on the travel frequency described by respondents, 3,065 (52.0%) individuals were identified as taxi users and 2,975 (46.4%) were identified as non-users.

Regionally

- Across the regions, "cheaper fares" and "better reliability" were the most selected factors. "Cheaper fares" ranged from 53.1% in Mid Wales to 69.4% in South East Wales. "Better reliability" ranged from 20.2% in South West Wales to 24.4% in North Wales.

By age group

- "Cheaper fares" was the most selected factor across the age groups. The proportion of respondents selecting "cheaper fares" decreased from 73.1% of those aged 16-24 to 45.7% of those aged 85 or above.
- "Better reliability" showed a similar pattern (as the second or third most common factor), decreasing from 26.6% for those aged 25-34 to 14.2% for those aged 75-84.

Factors that would encourage non-users to travel by taxi more often

- 46.4% of respondents were considered non-users.
- "Cheaper fares" was also the most common factor selected for non-users at 46.0%. This was followed by "none of these" (38.8%) and "more welcoming drivers" (11.8%).

Sex of the respondent

- "Cheaper fares" and "None of these" were the two most commonly factors by female and male respondents, in similar proportions.
- For female respondents the third most common factor was "more welcoming drivers" (12.1%). For male respondents it was "better reliability" (11.6%).

Regionally

- In South East Wales and South West Wales, "cheaper fares" was the most common factor at 48.6% and 49.2% respectively. This was followed by "none of these" (36.3% and 37.3%) and "more welcoming drivers" (13.9% and 12.5%).
- However, in Mid Wales and North Wales, the most common factor was "none of these" at 42.0% and 43.6%, followed by "cheaper fares" (38.5% and 41.2%). The third most common factor in Mid Wales was "I would use taxis if they were available in my local area" (12.1%). In North Wales "better reliability" was selected by 9.8% of respondents as the third most common factor.

By age group

- The proportion of respondents who selected "cheaper fares" decreased as age group increased from 54.0% of those aged 16-24 to 26.7% of those aged 85 or above. However, "none of these" increased in proportion as age group increased from 26.4% of those aged 16-24 to 63.6% of those aged 85 or above.