

July 2014

Satisfaction with Taxi Services Post-Stampede 2014

Taxi and Limousine Advisory Committee



Prepared for The City of Calgary by:



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Stampede Taxi Stands



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Context and Objectives

TLAC has been mandated to conduct citizen satisfaction research regarding taxi and limousine services in Calgary.

The research program entails a three-phase research project:

1. Discovery Workshops with members of the TLAC
2. 7 Focus Groups with taxi, sedan and limousine customers and 12 interviews with key industry stakeholders
3. Telephone Survey with 500 Calgarians.

In addition, TLAC sought to evaluate usage and satisfaction with taxi services during 2 peak periods during the year:

1. Late November 2013 to early January 2014
2. Post-Stampede in July 2014.

This report represents the findings from the post-Stampede time period.

Research Methods

HOW



The survey began with a sample of 500 panelists in a web-based survey via Leger's Calgary online omnibus survey, and was subsequently continued with only taxi users (n=187). The sample was weighted to represent the normal distribution of Calgarians as reported by Statistics Canada.

WHEN



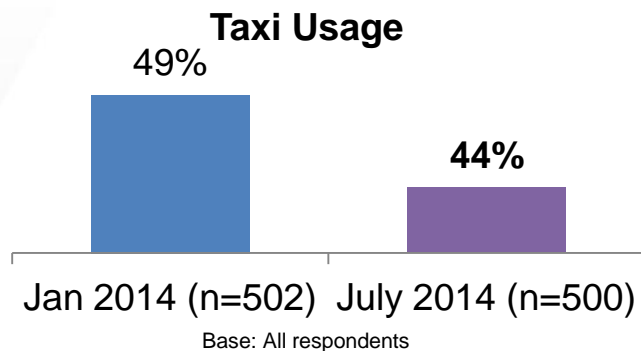
The survey was conducted between July 21st – July 24th, 2014.

VALIDITY

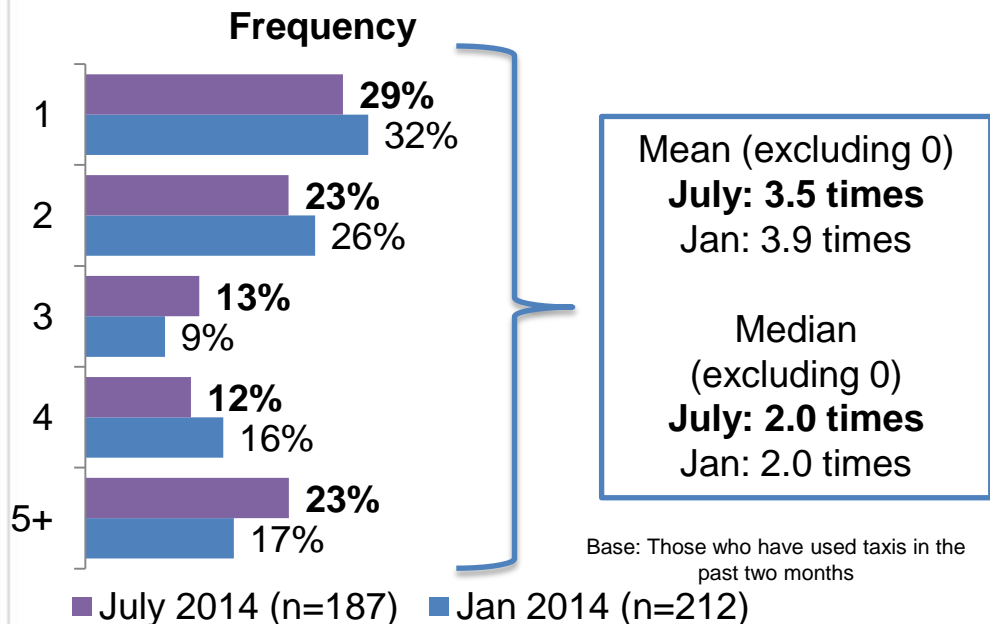


As a non-random internet survey, a margin of error is not reported. The results should be regarded as directional and may not necessarily be projected to the larger population without further quantitative research.

Usage and Frequency of Taxi Services



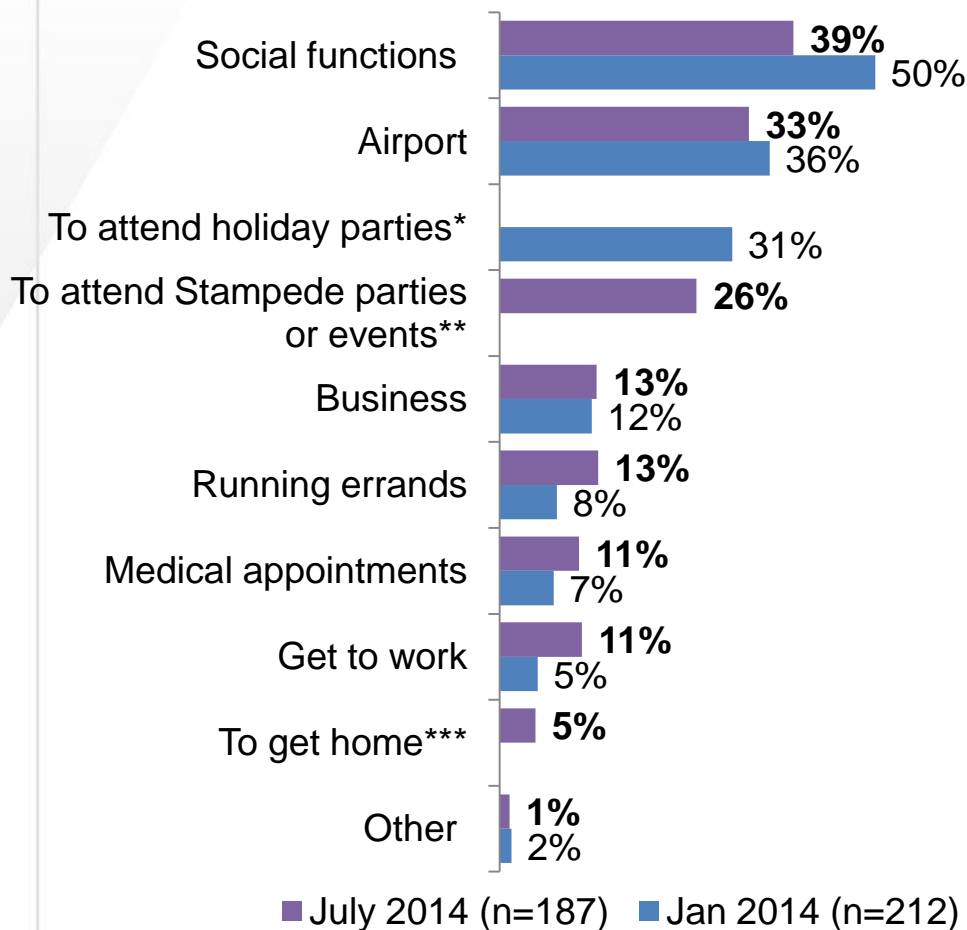
- A total of 44% of respondents used taxi services between mid-May and mid-July, 2014, slightly lower than reported taxi usage during the busy late November to early January season (49%).
- Usage of taxi services during this time is significantly higher among respondents who are 18-34 years of age (59%)
- The average number of taxi trips taken between mid-May and mid-July is 3.5 trips, somewhat lower than the average of 3.9 trips taken during the late November to early January season.



Q1. Within the past two months, approximately how many times have you used taxi services in Calgary?

Purpose for Taxi Usage

- Multiple Responses Allowed -



- Between mid-May to mid-June, respondents most often used taxi services to attend social functions (39%), lower than the 50% who used taxis for social functions between late November and early January (50%).
- Those aged 18-34 years are notably more likely to have used taxis to attend social functions between mid-May and mid-July, 2014.
- Using taxi services to get to the airport is similar whether between mid-May and mid-July (33%) or between late November and early January (36%).
- Roughly one-quarter (26%) of respondents report having used taxis to specifically attend Stampede parties, and 31% of respondents reported using taxi services to attend holiday parties this past year.

Base: Those who have used taxis in the past two months

Q3. Thinking of the taxi services you used within the past two months, for what purpose(s) did you use a taxi?

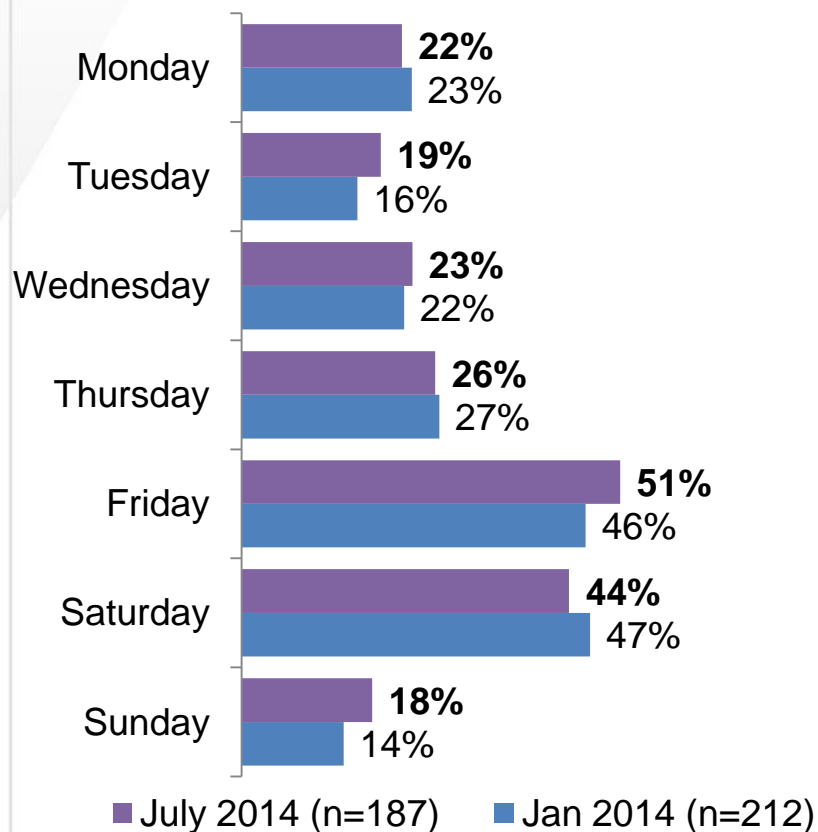
*Only asked for late November – Early January

**Only asked for Mid May – Mid July

***new coded response in Mid May – Mid July

Taxi Usage by Days of the Week

- Multiple Responses Allowed -



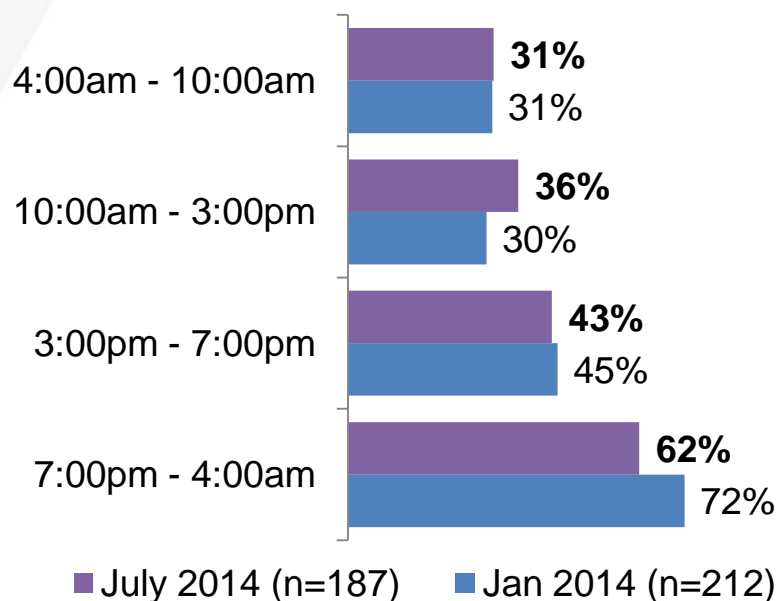
- Taxi usage patterns by days of the week are similar for both peak Stampede and holiday seasons, including peak usage on Fridays and Saturdays.
- Friday and Saturday taxi usage between mid-May to mid-July is significantly higher among those who use taxis to get to social functions (89%) or to Stampede parties or events (85%).

Base: Those who have used taxis in the past two months

Q2. Within the past two months, at which of the following times of day did you use taxi services in Calgary?

Taxi Usage by Times of the Day

- Multiple Responses Allowed -

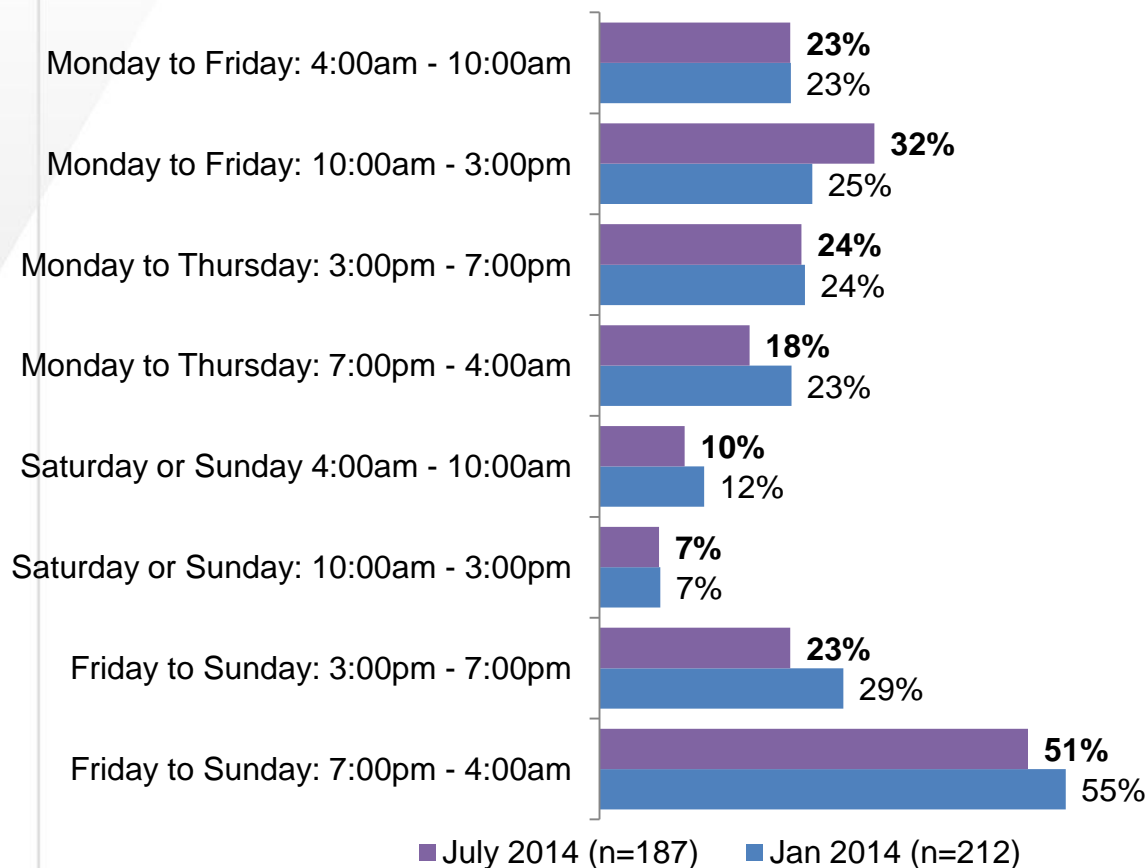


- Taxi usage during the Mid May to Mid July season is highest between 7pm and 4am, (62%) but has seen a decrease from the late November 2013 to early January 2014 season (72%)
- This season, those who use taxi services to attend social functions (82%) or stampede parties or events (86%) are significantly more likely to use taxi services between 7pm and 4am
- Consistent with last season, a total of 43% of taxi users used taxi services during this season between 3pm and 7pm
- Over three-in-ten respondents used taxi services during this period between 4am and 10am (31%) or between 10am and 3pm (36%)

Base: Those who have used taxis in the past two months,
Q2. Within the past two months, at which of the following times of day did you use taxi services in Calgary?

Taxi Usage by Times and Days of the Week

Multiple Responses Allowed



- Taxi usage patterns throughout the week and times of the day are fairly similar for both peak Stampede and holiday seasons.
- Usage of taxis during both peak seasons is highest on weekend evenings.
- During the mid-May to mid-July time period, late weekend evening taxi usage is particularly high among respondents going to social functions (76%) and Stampede parties or events (80%).

Base: Those who have used taxis in the past two months

Q2. Within the past two months, at which of the following times of day did you use taxi services in Calgary?

Taxi Usage by Times and Days of the Week

- Multiple Responses Allowed -

Late November 2013 - Early January 2014							
n=212	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
4:00am - 10:00am	12%	4%	4%	4%	6%	7%	6%
10:00am - 3:00pm	7%	5%	7%	6%	7%	6%	3%
3:00pm - 7:00pm	7%	7%	7%	13%	18%	16%	5%
7:00pm - 4:00am	8%	5%	8%	10%	31%	39%	4%

Mid-May – Mid-July 2014							
n=187	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
4:00am - 10:00am	11%	5%	6%	3%	4%	7%	5%
10:00am - 3:00pm	9%	9%	9%	11%	7%	5%	3%
3:00pm - 7:00pm	10%	5%	7%	9%	12%	9%	5%
7:00pm - 4:00am	1%	4%	5%	10%	32%	31%	8%

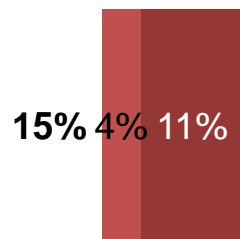
Overall, taxi usage peaks Friday and Saturday evenings both during the peak holiday and Stampede seasons.

Base: Those who have used taxis in the past two months

Q2. Within the past two months, at which of the following times of day did you use taxi services in Calgary?

Satisfaction with Taxi Services

Total Dissatisfied



■ Very Dissatisfied ■ Dissatisfied

**Satisfaction with
taxi services over
the past two
months**

July 2014
(n=187)

Total Satisfied



■ Somewhat Satisfied ■ Very Satisfied



The vast majority (85%) of taxi users are satisfied with taxi services during the mid- May to mid-July time period.

Q4. Overall, how satisfied are you with the taxi services you received over the past two months?
Base: Those who have used taxis in the past two months

Comparing Satisfaction with Taxi Services

Total Dissatisfied

15% 4% 11%

20% 7% 13%

■ Very Dissatisfied ■ Dissatisfied

Base: Those who have used taxis in the past two months

Don't
Know

14% 5% 9%

<1%

■ Very Dissatisfied ■ Dissatisfied

Base: Calgarians who have used taxi services or accessible taxi services within the past year

Satisfaction with
taxi services over
the past two
months

Satisfaction with
taxi services this
past year

Total Satisfied

July 2014
(n=187)

53%

32%

85%

Jan 2014
(n=212)

50%

30%

80%

Past Year
(n=303)

46%

40%

86%

■ Somewhat Satisfied ■ Very Satisfied

■ Somewhat Satisfied ■ Very Satisfied

Overall satisfaction with taxi services during the peak Stampede season is strong (85%) and is slightly higher than during the peak holiday season from late November to early January (80%). The intensity of satisfaction, however, is lower during these peak periods, than it is when looking at annual satisfaction scores.

January & July Q4. Overall, how satisfied are you with the taxi services you received over the past two months?
April – May Q22. Overall, how satisfied or dissatisfied are you with the taxi services you received in Calgary over the past year?

Summary

- There is slightly more demand for taxi services among Calgarians during the peak holiday season than during Stampede. However, the reader should note that out-of-town Stampede visitors were not surveyed.
- Taxi users show a social responsibility by primarily using taxi services to attend social functions and Stampede or holiday events.
- Overall satisfaction with taxi services remains strong during peak periods and is slightly higher among Calgarians during Stampede than during the late November to early January holiday season.
- The intensity of satisfaction, however, decreases during peak taxi demand seasons.



Demographics: Respondents who have used taxis in the past two months

	Taxi users (n=187)
Gender	
Male	56%
Female	44%
Age	
18 - 24 years	17%
25 - 34	32%
35 - 44	24%
45 - 54	17%
55 - 64	5%
65 - 74	4%
75 years of age or older	1%
Marital Status	
Single	32%
Married / common law union	57%
Divorced	2%
Separated	4%
Widowed	2%
I prefer not answering	3%
Age of Children in Household	
12 years of age and older ONLY	8%
12 years of age and older AND younger than 12 years old	8%
Younger than 12 years old ONLY	17%
No children under 18 years old at all in the household	64%
I prefer not to answer	3%

	Taxi users (n=187)
Education	
High school, general or professional (8 to 12 years)	20%
College pre-university, technical training, certificate (CEP), accreditation (ASP) or proficiency diploma (DEP)	22%
University certificates and diplomas	10%
University Bachelor (including classical studies)	34%
University Master's	11%
University Doctorate (PhD)	2%
I prefer not to answer	1%
Occupation	
Office worker	16%
Personnel specialized in sales	5%
Personnel specialized in services	5%
Manual workers	4%
Skilled, semi-skilled workers	4%
Science and technologies workers	6%
Professionals	25%
Managers/administrators/owners	13%
Homemaker	5%
Student (full-time or whose studies take up most of his/her time)	5%
Retired (pre-retired or private means)	5%
Unemployed (unemployment, welfare)	4%
Other	2%
I prefer not answering	1%

	Taxi users (n=187)
Household Income	
\$19,999 or less	5%
between \$20,000 and \$39,999	12%
between \$40,000 and \$59,999	9%
between \$60,000 and \$79,999	15%
between \$80,000 and \$99,999	16%
\$100,000 or more	28%
I prefer not answering / Don't know	15%
Language	
French	3%
English	76%
Other	11%
English and French	2%
French and other	1%
English and other	6%
I prefer not answering	1%

Base: Those who have used taxis in the past two months