

July 2015

Satisfaction with Taxi Services Post-Stampede 2015

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.

As part of the research program, TLAC sought to evaluate taxi users' satisfaction during peak taxi usage periods, such as post-Stampede.

In addition, TLAC sought to compare differences in satisfaction levels during Stampede versus during non-peak periods in the spring.

The first Stampede evaluation was conducted in July 2014. This report presents the findings from the 2015 Stampede time period, comparing results to last year.



Research Methods

HOW



The survey began with a sample of 502 panellists via Leger's Calgary online omnibus survey, and was subsequently continued with only those who have used taxi services within the past 2 months (n=162). The sample was weighted to represent the normal distribution of panellists as reported by Statistics Canada.

WHEN



The survey was conducted between July 13th and July 15th, 2015. Results are compared to finding from an identical survey conducted between July 21st and 24th, 2014.

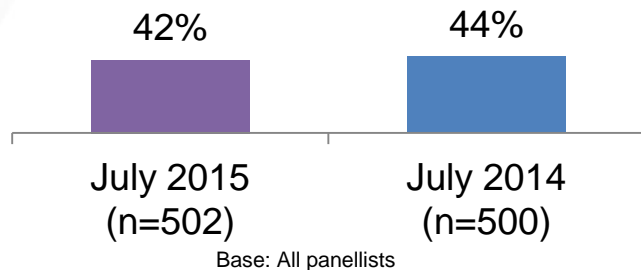
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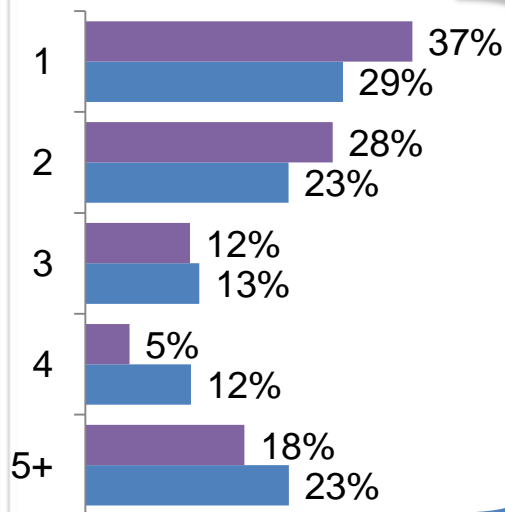
As a non-random internet survey, a margin of error is not reported. The results should be regarded as directional and may not necessarily be projected to the larger population without further quantitative research.

Usage and Frequency of Taxi Services < 2 Months

Taxi Usage (< 2 Months)



Frequency



Mean (excluding 0)
July 2015: 2.9 times
(July 2014: 3.5 times)

Median
(excluding 0)
July 2015: 2.0 times
(July 2014: 2.0 times)

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

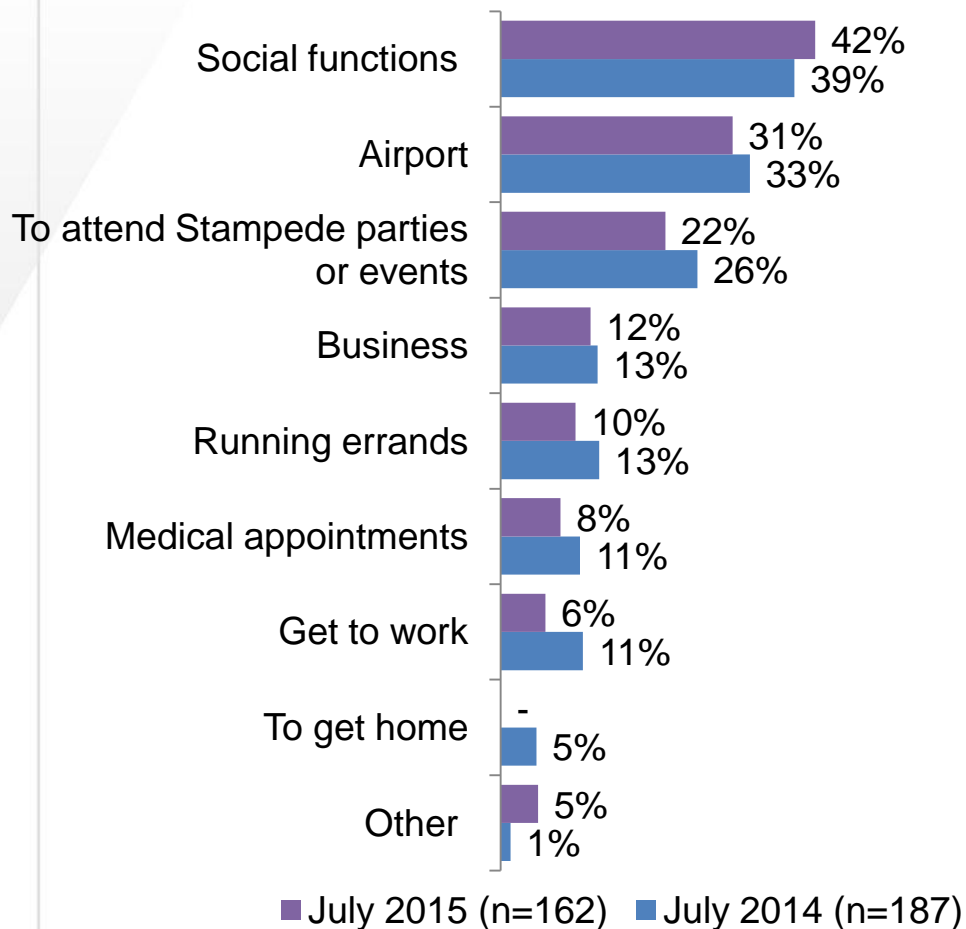
■ July 2015 (n=162) ■ July 2014 (n=187)

- A total of 42% of panellists used taxi services between mid-May and mid-July, 2015, which is similar to reported taxi usage during the same time frame last year (44%).
- Usage of taxi services during this time is significantly higher among panellists who are 18-34 years of age (59%).
- The average number of taxi trips taken between mid-May and mid-July is 2.9, slightly decreased from an average of 3.5 trips during this time in 2014.

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

Purpose for Taxi Usage < 2 Months

- Multiple Responses Allowed -



- Between mid-May and mid-July, panellists most often used taxi services to attend social functions (42%), consistent with last year (39%).
 - Those aged 18-34 years are notably more likely (56%) to have used taxis to attend social functions between mid-May and mid-July, 2015.
- Similar trends emerge for using taxi services to get to the airport in 2015 (31%) and 2014 (33%).
- More than one-in-five (22%) panellists report having used taxis to specifically attend Stampede parties in the past two months, somewhat lower than last year (26%).

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?

Comparing Satisfaction with Taxi Services

Don't Know

N/A

Total Dissatisfied

16% 6% 10%

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

<1% 13% 4% 9%

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

2015

Total Satisfied

Post Stampede 2015 (n=162) 57% 27% 84%

Spring 2015 (n=400) 39% 48% 87%

N/A 15% 4% 11%

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

<1% 14% 5% 9%

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

2014

Post Stampede 2014 (n=187) 53% 32% 85%

Spring 2014 (n=303) 46% 40% 86%

■ Very Dissatisfied ■ Dissatisfied

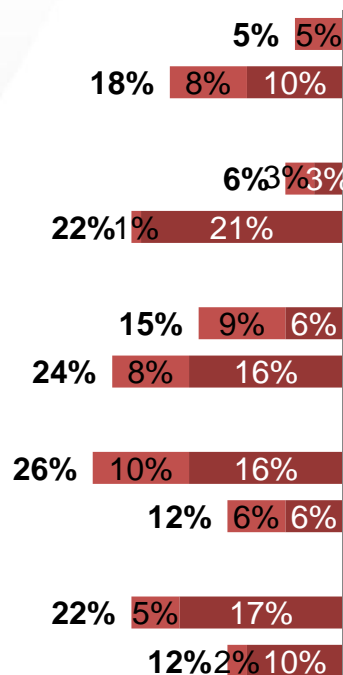
■ Somewhat Satisfied ■ Very Satisfied

Overall satisfaction with taxi services during the peak Stampede season is strong (84%) and is consistent with last year (85%). The intensity of satisfaction (very satisfied ratings), however, is lower during these peak periods, than it is when looking at annual satisfaction scores.

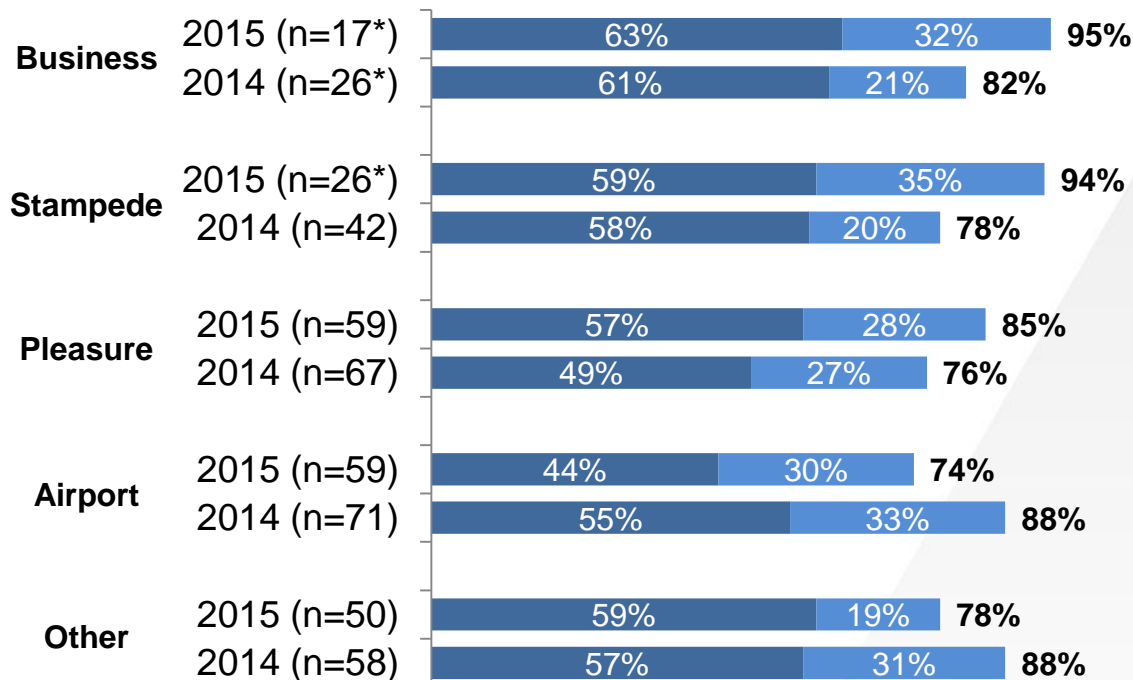
July 2014 and 2015. Q4. Overall, how satisfied are you with the taxi services you received over the past two months?
April – May Q23. Overall, how satisfied or dissatisfied are you with the taxi services you received in Calgary over the past year?

Satisfaction by Purpose of Taxi Use < 2 Months

Total Dissatisfied



Total Satisfied



■ Very Dissatisfied ■ Dissatisfied

■ Somewhat Satisfied ■ Very Satisfied

Overall satisfaction with panellists using taxi services for business (95%) or for Stampede events (94%) is very strong. There has been an increase in satisfaction among panellists who have used taxi services for business, Stampede events, and/or for pleasure in comparison with last year; however, sample sizes are small and are directional in nature. Conversely, overall satisfaction among panellists who have used taxis to get to the airport in the past two months has decreased from 88% in 2014 to 74% in 2015.

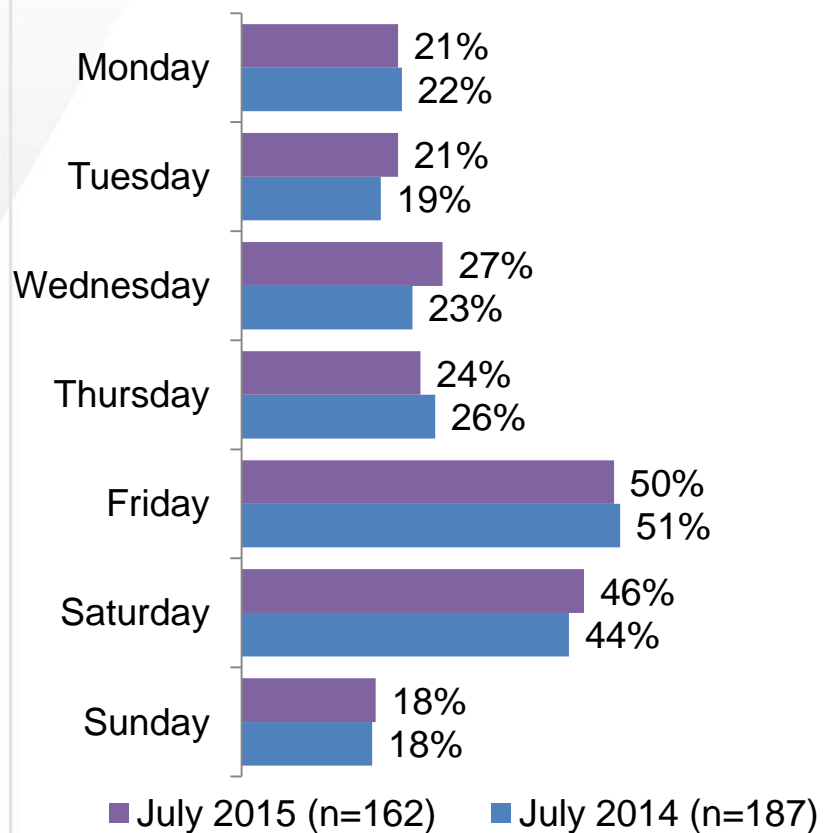
Q4. Overall, how satisfied are you with the taxi services you received over the past two months?

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

*Small sample size, interpret with caution

Taxi Usage by Days of the Week < 2 Months

- Multiple Responses Allowed -



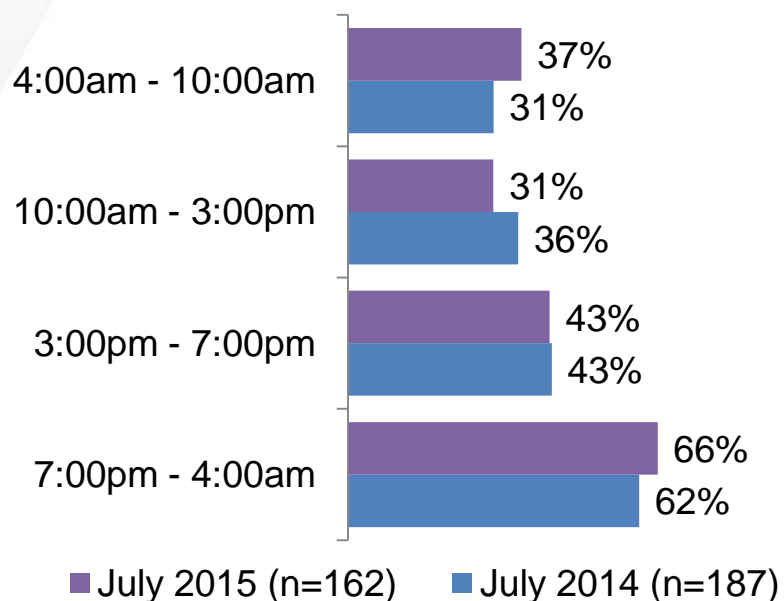
- Taxi usage patterns between mid-May and mid-July show similar patterns of usage by days of the week over the past 2 years, including peak usage on Fridays and Saturdays.

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 (< 2 Months)

- Multiple Responses Allowed -

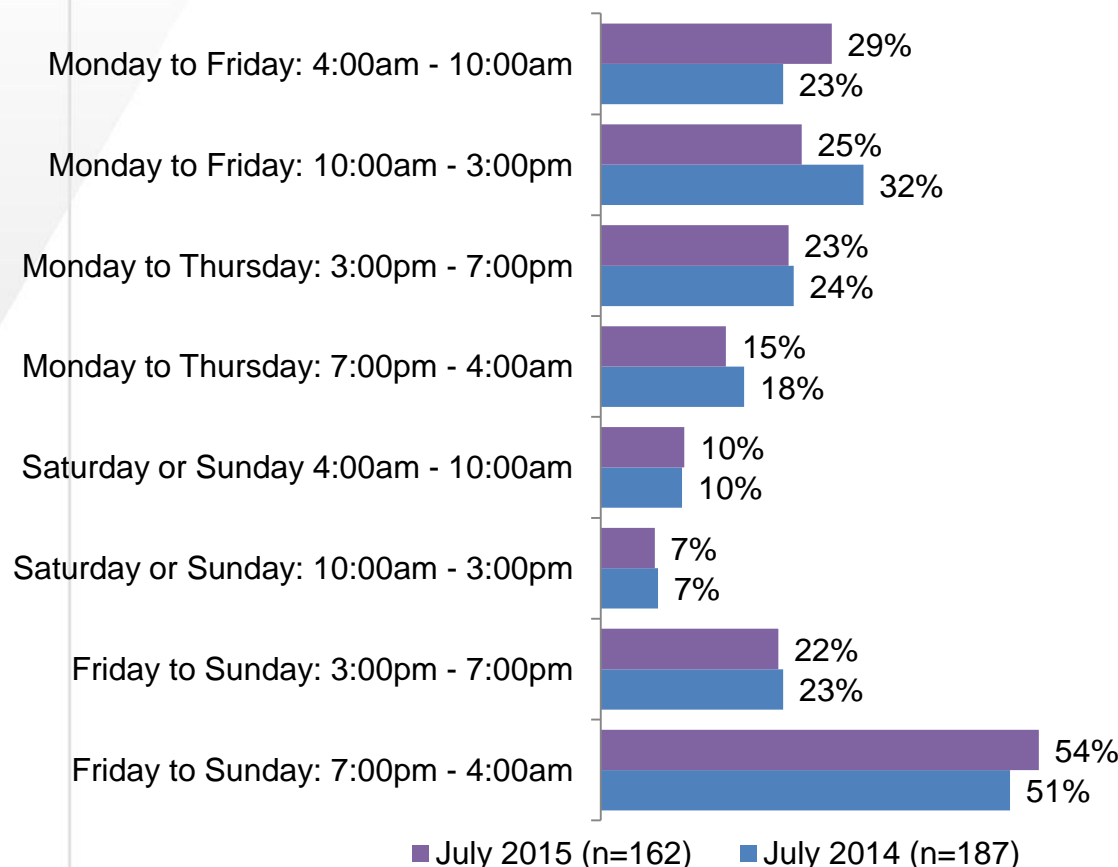


- Taxi usage between mid-May and mid-July 2015 is highest between 7:00 pm and 4:00 am (66%), similar to 2014.
- Consistent with last year, a total of 43% of panellists used taxi services during this season between 3:00 pm and 7:00 pm.
- A total of 37% of panellists used taxis between 4:00 am and 10:00 am (somewhat increased from 31% in 2014) and 31% used taxis during this time period from 10am to 3pm (somewhat decreased from 36% in 2014).

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 < 2 Months

-Multiple Responses Allowed-



- Taxi usage patterns throughout the week and times of the day are fairly similar for both 2014 and 2015 Stampede seasons.
- Usage of taxis during both years is highest on weekend evenings.
- Taxi usage has somewhat increased during early weekday mornings from 23% in 2014 to 29% in 2015.
- A slight decrease in taxi usage is seen during weekdays from 10:00 am – 3:00 pm (25% in 2015 vs. 32% in 2014).
- During the mid-May to mid-July time period, late weekend evening taxi usage is particularly high among panellists going to social functions (83%), or to Stampede parties or events (76%).

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 (< 2 Months)

- Multiple Responses Allowed -

Mid-May – Mid-July 2015							
n=162	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
4:00am - 10:00am	10%	7%	6%	8%	8%	9%	2%
10:00am - 3:00pm	8%	8%	10%	7%	6%	5%	2%
3:00pm - 7:00pm	3%	6%	11%	6%	12%	7%	7%
7:00pm - 4:00am	3%	4%	4%	6%	35%	34%	12%

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 during Stampede.

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?

Summary

- The proportion of panellists using taxi services during Stampede has remained similar; however, the frequency of usage of taxi services during Stampede has somewhat declined this past year, as has attendance at Stampede (down 8% in 2015 over 2014 attendance figures).
- Taxi users show a social responsibility by primarily using taxi services to attend social functions and Stampede events, in addition to using taxi services to get to and from the airport.
- Overall satisfaction with taxi services remains strong during Stampede (84% in 2015 and 85% in 2014); however, the intensity of satisfaction decreases during this peak taxi demand season.
- Directionally, those using taxi services in the past two months for Stampede events (94%), business (95%) and for pleasure (85%) are more satisfied than are those using taxi services to get to and from the airport (74%, decreased from 88% last year).

Demographics

	(n=162)
Gender	
Male	56%
Female	44%
Age	
18 - 24 years	12%
25 - 34	34%
35 - 44	21%
45 - 54	21%
55 - 64	6%
65 - 74	3%
75 years of age or older	2%
Marital Status	
Single	36%
Married	43%
Common law	12%
Divorced	5%
Separated	2%
Widowed	1%
I prefer not answering	2%
Age of Children in Household	
12 years of age and older ONLY	5%
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	68%
I prefer not to answer	1%

	(n=162)
Education	
High school, general or professional (8 to 12 years)	11%
College pre-university, technical training, certificate (CEP), accreditation (ASP) or proficiency diploma (DEP)	24%
University certificates and diplomas	5%
University Bachelor (including classical studies)	46%
University Master's	11%
University Doctorate (PhD)	2%
I prefer not to answer	<1%
Occupation	
Office worker	15%
Personnel specialized in sales	8%
Personnel specialized in services	7%
Manual workers	1%
Skilled, semi-skilled workers	5%
Science and technologies workers	10%
Professionals	21%
Managers/administrators/owners	10%
Homemaker	4%
Student (full-time or whose studies take up most of his/her time)	4%
Retired (pre-retired or private means)	7%
Unemployed (unemployment, welfare)	1%
Other	7%
I prefer not answering	2%

	(n=162)
Household Income	
\$19,999 or less	4%
between \$20,000 and \$39,999	12%
between \$40,000 and \$59,999	18%
between \$60,000 and \$79,999	7%
between \$80,000 and \$99,999	17%
\$100,000 or more	33%
I prefer not answering / Don't know	10%
Language	
French	4%
English	74%
Other	7%
English and French	2%
English and other	12%
Other and other	1%

Base: All panellists