



**Calgary**

# **Satisfaction with Taxi Services Post-Stampede 2016**

Taxi and Limousine Advisory Committee

Prepared for The City of Calgary by:

**Leger**

THE RESEARCH INTELLIGENCE COMPANY

July 2016



## 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 and the post Christmas-holiday season. In addition, TLAC sought to compare differences in satisfaction levels during the Christmas holiday season and Stampede versus during non-peak periods in the spring.

*The first Stampede evaluation was conducted in July 2014 followed by another Stampede evaluation in July 2015 . The first post Christmas-holiday evaluation was conducted in January 2014 followed by another post-holiday evaluation in January 2016. This report presents the findings from the July 2016 post-stampede, compared to results from previous evaluations\*.*

*\* There were three evaluations done in Spring 2014, Spring 2015 and Spring 2016, that evaluated usage over the past year. These results are used for comparison of satisfaction with taxi services over time.*

## Research Methods

### HOW



Data were collected for 501 Calgarians who have used taxi services within the past month or so via Leger's Calgary online omnibus survey. The data were weighted to represent the normal distribution of Calgarians as reported by Statistics Canada.

*Note: Prior to July 2016, survey was conducted among Calgarians and continued with taxi users only.*

### WHEN



The survey was conducted between July 18<sup>th</sup> and July 26<sup>th</sup>, 2016 (post-stampede).

Results in this report are compared to findings from surveys conducted post-stampede in July 2015 and July 2014. Appendix attached to this report compares the findings from all previous evaluations conducted since January 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.

*Note: Since January 2016, the time frame wording was changed from '... within the past two months' to '...within the past month or so' in order to define the post-stampede season we were interested in evaluating.*

# Post-Stampede Results



Calgarians used Taxi services for 1 or 2 trips



GO TO...

**SOCIAL FUNCTIONS** 

 **AIRPORT**

 **STAMPEDE PARTIES/EVENTS**

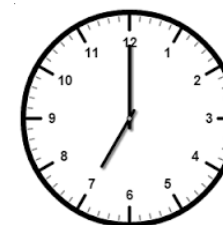


More than 4 in 5 panelists satisfied with service

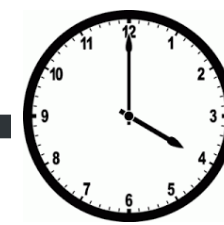
Satisfaction among Calgarians who used taxi services to attend Stampede events has **increased** when compared to satisfaction for service for Christmas holiday parties.



**BUSY!!!**  
especially between



**P.M**

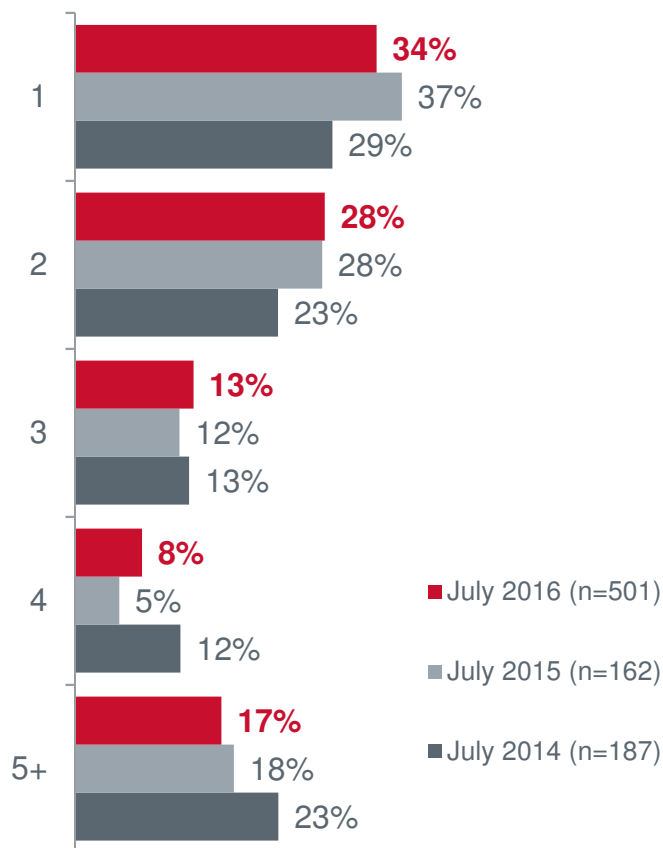


**A.M**

Less busy as compared to the Holiday season

## Usage and Frequency – Past Month

### Frequency



✓ Most users made use of Calgary's taxi service once or twice within the past month or so

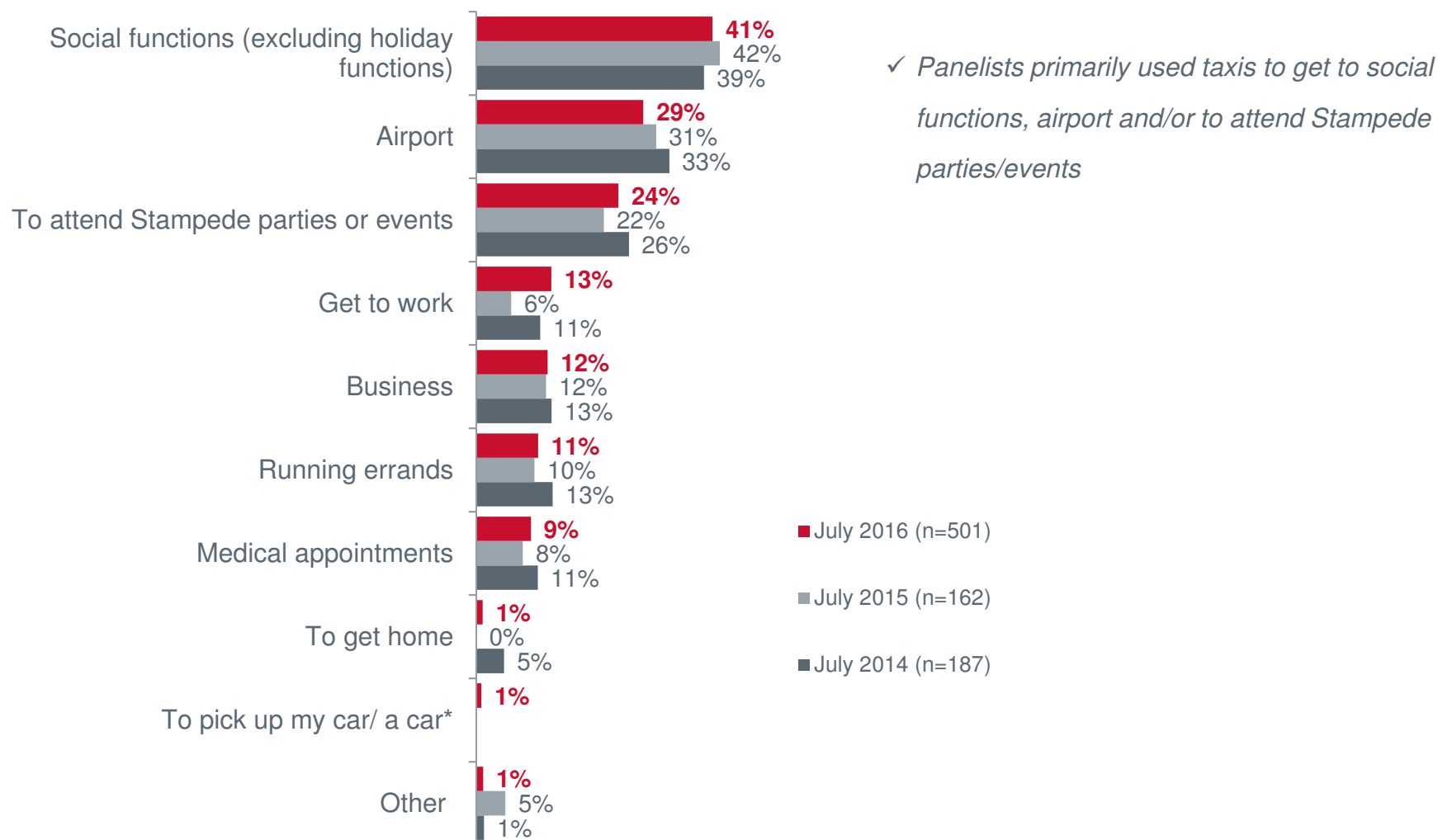
Mean (excluding 0)  
**July 2016: 3.2 times**  
 (July 2015: 2.9 times)  
 (July 2014: 3.5 times)

Median  
 (excluding 0)  
**July 2016: 2.0 times**  
 (July 2015: 2.0 times)  
 (July 2014: 2.0 times)

Base: Calgarians who used taxi services in the past month or so (Prior to July 2016 'within the past 2 months')

Q1. Within the past month or so, approximately how many times have you used taxi services in Calgary? (Prior to July 2016 'Within the past two months')

## Purpose for Usage – Past Month

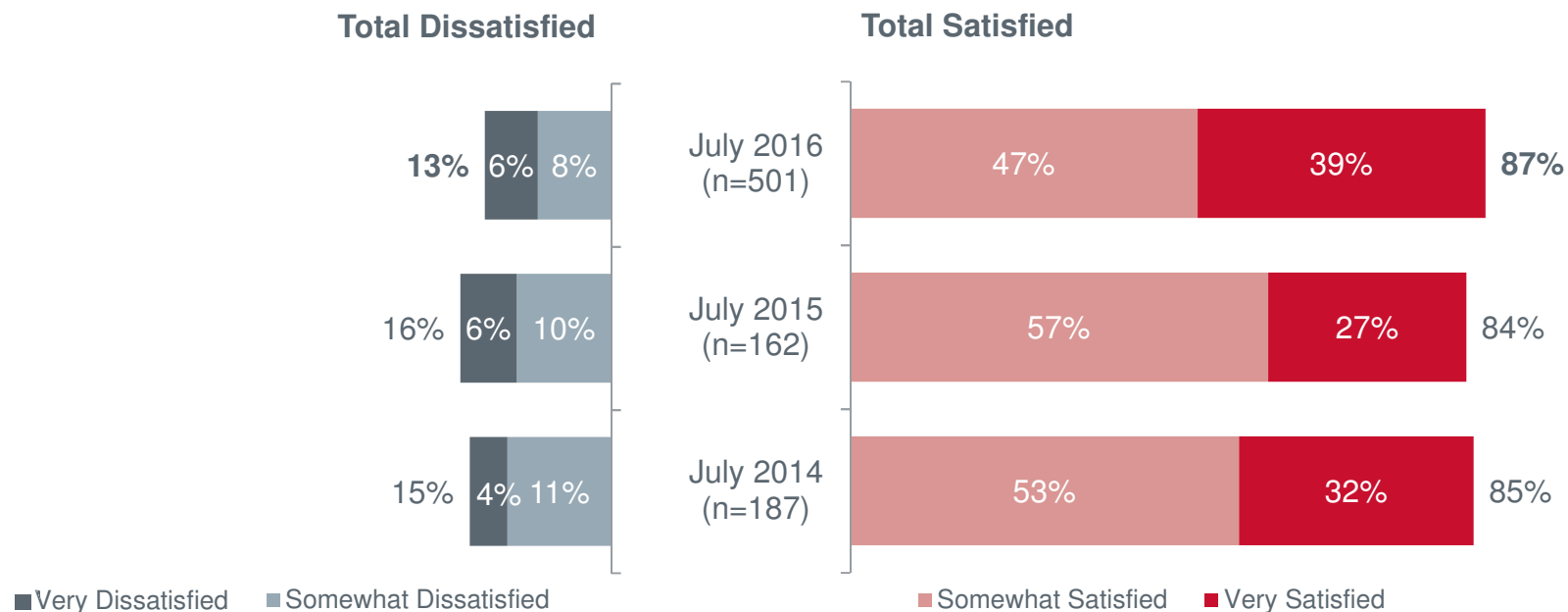


Base: Calgarians who used taxi services within the past month or so (Prior to July 2016 'within the past 2 months')

\*New mention in July 2016

Q3. Thinking of the taxi services you used within the past month or so, for what purpose(s) did you use a taxi? (Prior to July 2016 'Within the past two months')

## Satisfaction Over Time

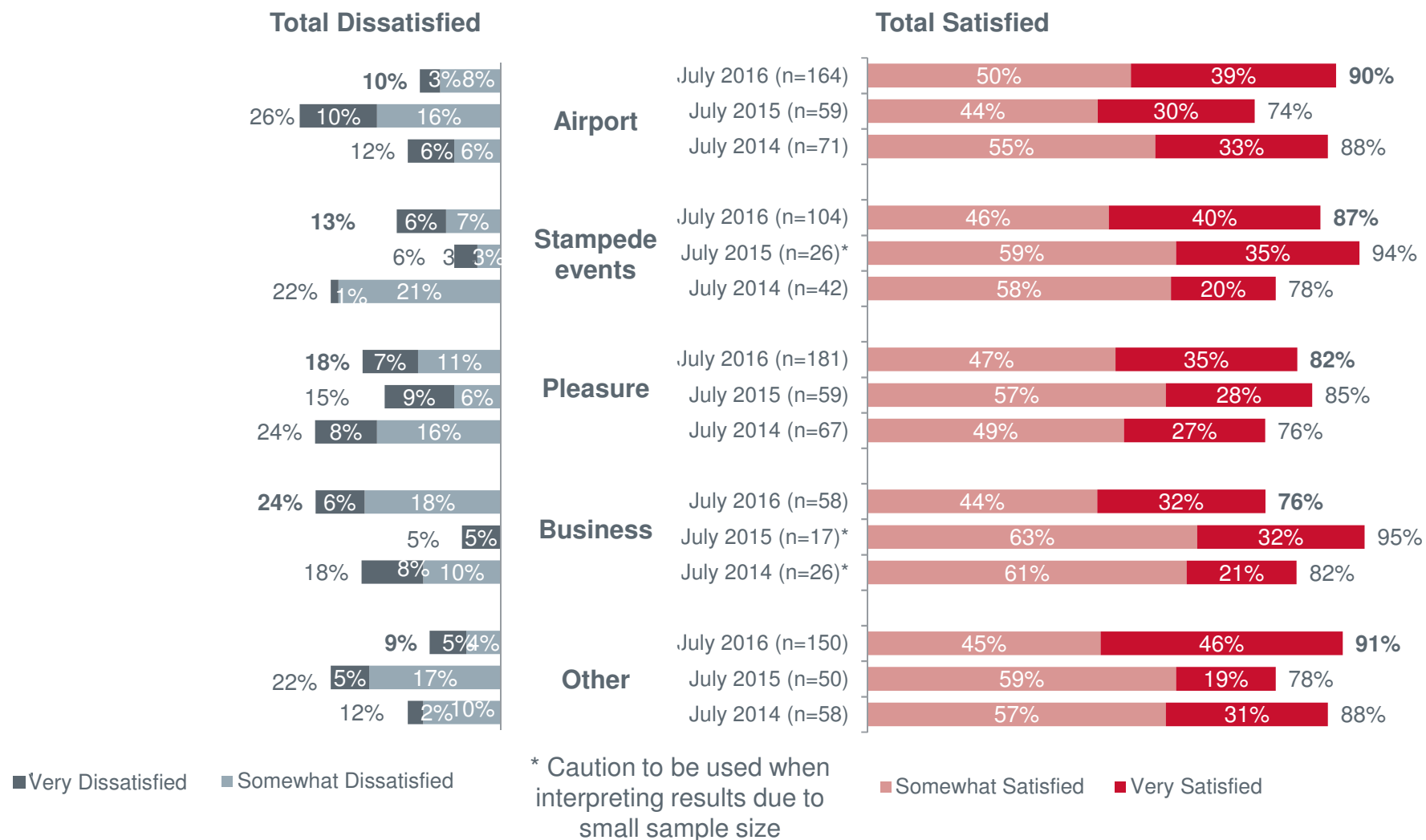


- ✓ Overall satisfaction with taxi services is consistent with results from July 2014
- ✓ The proportion of taxi users who are very satisfied with taxi services in July 2016 is significantly higher than July 2015

Base: Calgarians who used taxi services within the past month or so (Prior to July 2016 'within the past 2 months')

Q4. Overall, how satisfied are you with the taxi services you received over the past month or so? (Prior to July 2016 'Within the past two months')

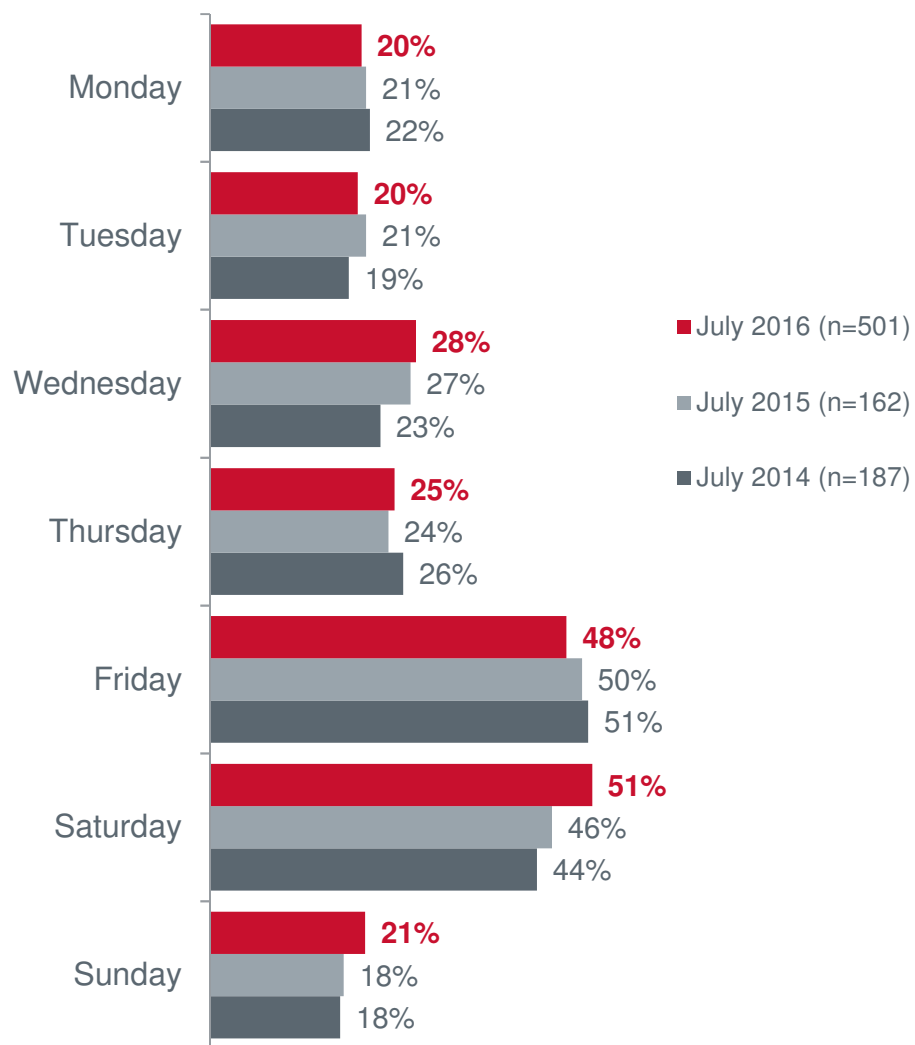
## Satisfaction – by Purpose – Past Month



Base: Calgarians who used taxi services within the past month or so (Prior to July 2016 'within the past 2 months')

Q4. Overall, how satisfied are you with the taxi services you received over the past month or so? (Prior to July 2016 'Within the past two months')

## Usage – Days of the Week – Past Month

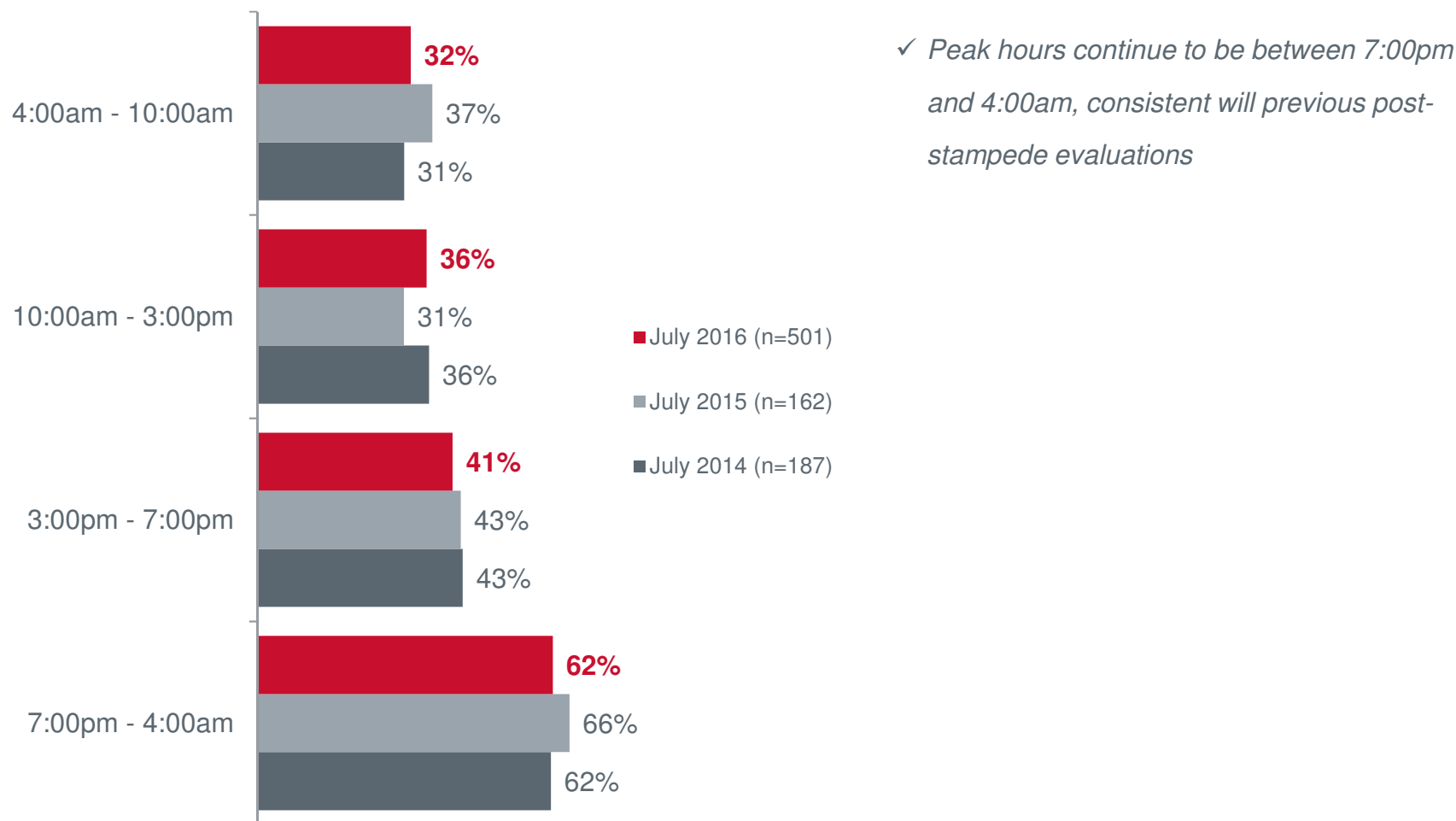


- ✓ During the stampede season Friday and Saturday's were the busiest times
- ✓ Taxi usage on Saturday's has been trending upward since July 2014

Base: Calgarians who used taxi services within the past month or so (Prior to July 2016 'within the past 2 months')

Q2. Within the past month or so, at which of the following times of day did you use taxi services in Calgary? (Prior to July 2016 'Within the past two months')

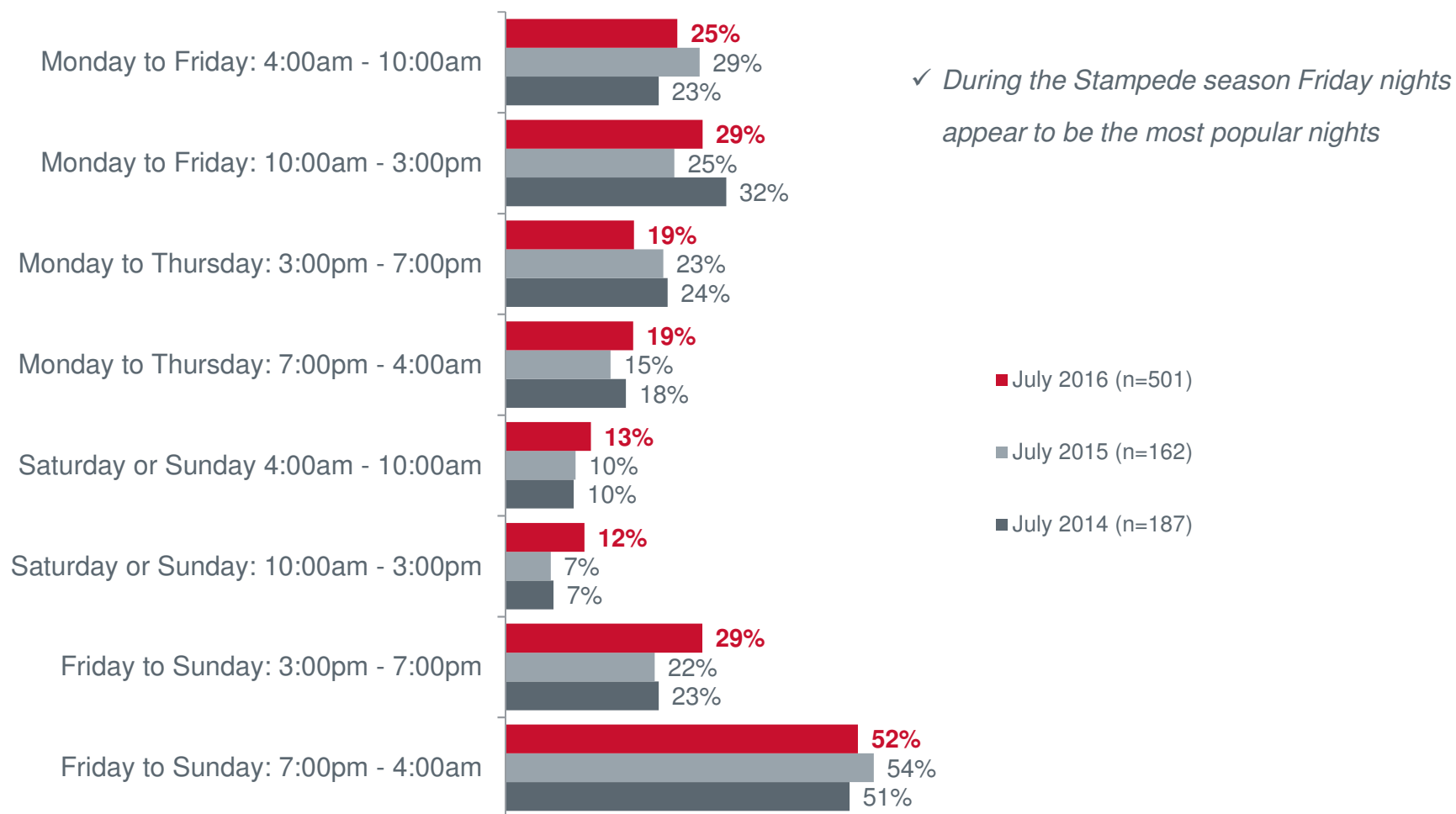
## Usage – Times of the Day – Past Month



Base: Calgarians who used taxi services within the past month or so (Prior to July 2016 'within the past 2 months')

Q2. Within the past month or so, at which of the following times of day did you use taxi services in Calgary? (Prior to July 2016 'Within the past two months')

## Usage – Overall – Past Month



Base: Calgarians who used taxi services within the past month or so (Prior to July 2016 'within the past 2 months')

Q2. Within the past month or so, at which of the following times of day did you use taxi services in Calgary? (Prior to July 2016 'Within the past two months')

## Trends Over Time (Stampede Period)

| Mid-June – Mid-July 2016 |        |         |           |          |        |          |        |
|--------------------------|--------|---------|-----------|----------|--------|----------|--------|
| n=501                    | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
| 4:00am - 10:00am         | 10%    | 7%      | 9%        | 5%       | 8%     | 8%       | 6%     |
| 10:00am - 3:00pm         | 5%     | 8%      | 11%       | 10%      | 8%     | 8%       | 5%     |
| 3:00pm - 7:00pm          | 5%     | 5%      | 7%        | 9%       | 16%    | 13%      | 6%     |
| 7:00pm - 4:00am          | 4%     | 5%      | 9%        | 8%       | 29%    | 35%      | 10%    |

| 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%     |

Base: Calgarians who used taxi services within the past month or so (Prior to July 2016 'within the past 2 months')

Q2. Within the past month or so, at which of the following times of day did you use taxi services in Calgary? (Prior to July 2016 'Within the past two months')

## Demographics

| Calgarians who used taxi services within the past month or so | (n=501) |
|---|---------|
| <b>Gender</b>   |         |
| Male  | 53%     |
| Female  | 47%     |
| <b>Age</b>  |         |
| Between 18 and 24   | 16%     |
| Between 25 and 34   | 29%     |
| Between 35 and 44   | 23%     |
| Between 45 and 54   | 18%     |
| Between 55 and 64   | 10%     |
| Between 65 and 74   | 3%      |
| 75 or older   | 1%      |
| <b>Marital Status</b>   |         |
| Single  | 41%     |
| Married   | 41%     |
| Common law  | 10%     |
| Divorced  | 4%      |
| Widowed   | 1%      |
| Separated   | 2%      |
| I prefer not to answer  | 1%      |
| <b>Age of Children in Household</b>                           |         |
| Yes: 12 years of age and OLDER ONLY                           | 12%     |
| Yes: 12 years of age and older AND younger than 12 years old  | 6%      |
| Yes: YOUNGER than 12 years old ONLY                           | 15%     |
| No children under 18 years old at all in the household        | 65%     |
| I prefer not to answer  | 2%      |

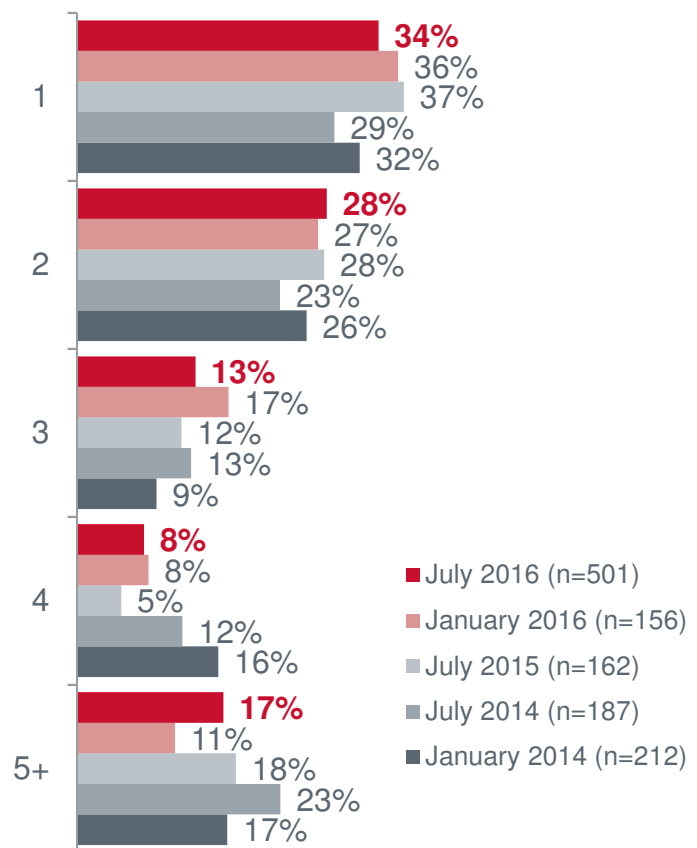
| Calgarians who used taxi services within the past month or so  | (n=501) |
|--|---------|
| <b>Education</b>   |         |
| High school, general or vocational (8 to 12 years)   | 17%     |
| College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years)) | 21%     |
| University certificates and diplomas   | 6%      |
| University Bachelor (including classical studies)  | 39%     |
| University Master's  | 12%     |
| University Doctorate (PhD)   | 3%      |
| I prefer not to answer   | 3%      |
| <b>Occupation</b>  |         |
| Office worker  | 15%     |
| Personnel specialized in sales   | 6%      |
| Personnel specialized in services  | 4%      |
| Manual workers   | 4%      |
| Skilled, semi-skilled workers  | 5%      |
| Science and technologies workers   | 6%      |
| Professionals  | 22%     |
| Managers/administrators/owners   | 10%     |
| Homemaker  | 4%      |
| Student (full-time or whose studies take up most of his/her time)  | 6%      |
| Retired (Pre-retired or annuitant)   | 6%      |
| Unemployed (unemployment, welfare)   | 4%      |
| Other  | 5%      |
| I prefer not answering   | 1%      |

| Calgarians who used taxi services within the past month or so | (n=501) |
|---|---------|
| <b>Household Income</b>                                       |         |
| \$19,999 or less  | 6%      |
| Between \$20,000 and \$39,999                                 | 12%     |
| Between \$40,000 and \$59,999                                 | 19%     |
| Between \$60,000 and \$79,999                                 | 11%     |
| Between \$80,000 and \$99,999                                 | 12%     |
| \$100,000 or more   | 30%     |
| I prefer not to answer  | 10%     |
| <b>Language</b>   |         |
| French  | 2%      |
| English   | 79%     |
| Other   | 4%      |
| English and French  | 1%      |
| French and other  | 1%      |
| English and other   | 10%     |
| Other and other   | 2%      |
| I prefer not to answer  | 1%      |

# APPENDIX

## Usage and Frequency – Past Month

### Frequency



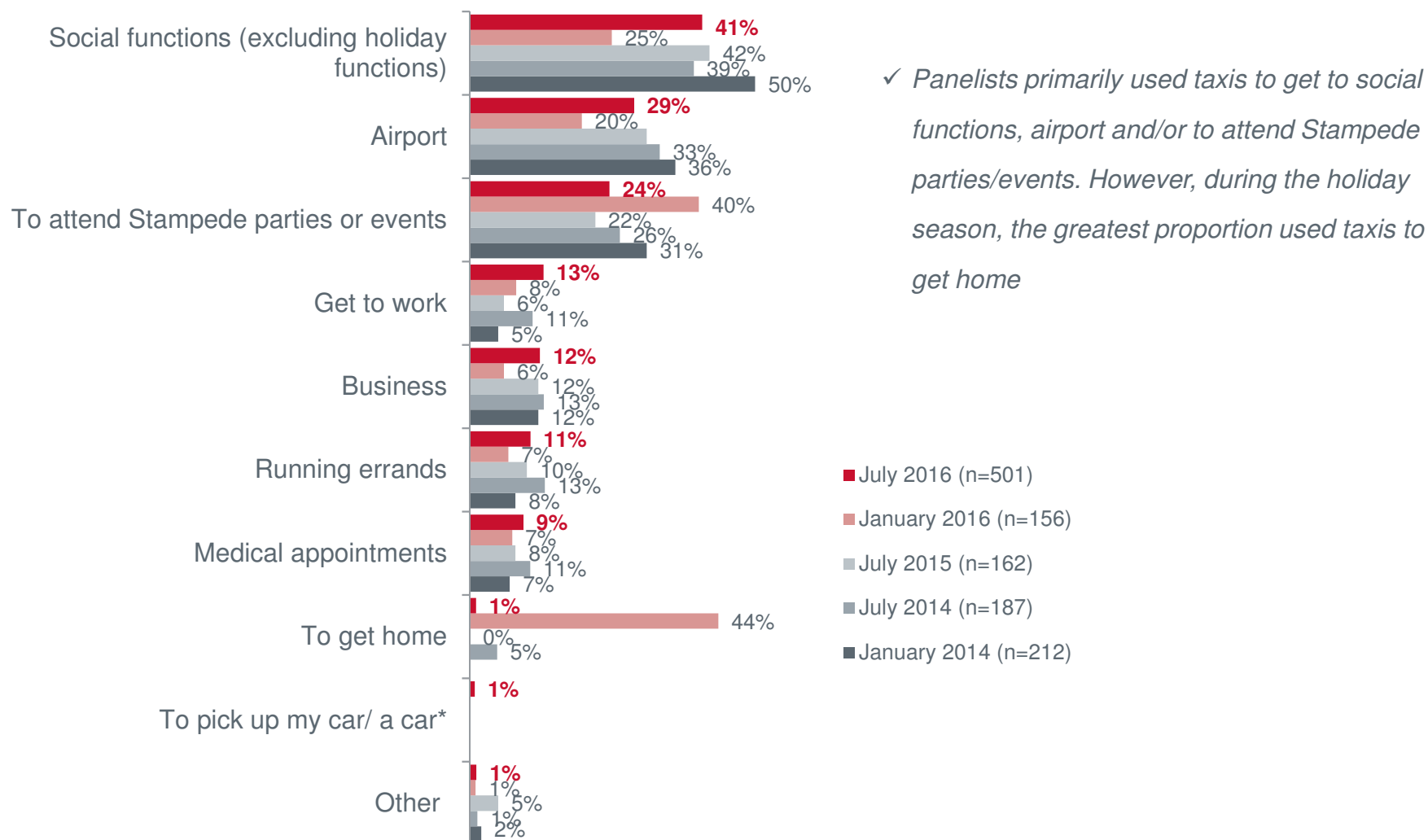
Mean (excluding 0)  
**July 2016: 3.2 times**  
 (January 2016: 2.5 times)  
 (July 2015: 2.9 times)  
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 (January 2014: 3.9 times)

Median (excluding 0)  
**July 2016: 2.0 times**  
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 (July 2014: 2.0 times)  
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Base: Calgarians who used taxi services in the past month or so (Prior to January 2016 'within the past 2 months')

Q1. Within the past month or so, approximately how many times have you used taxi services in Calgary? (Prior to January 2016 'Within the past two months')

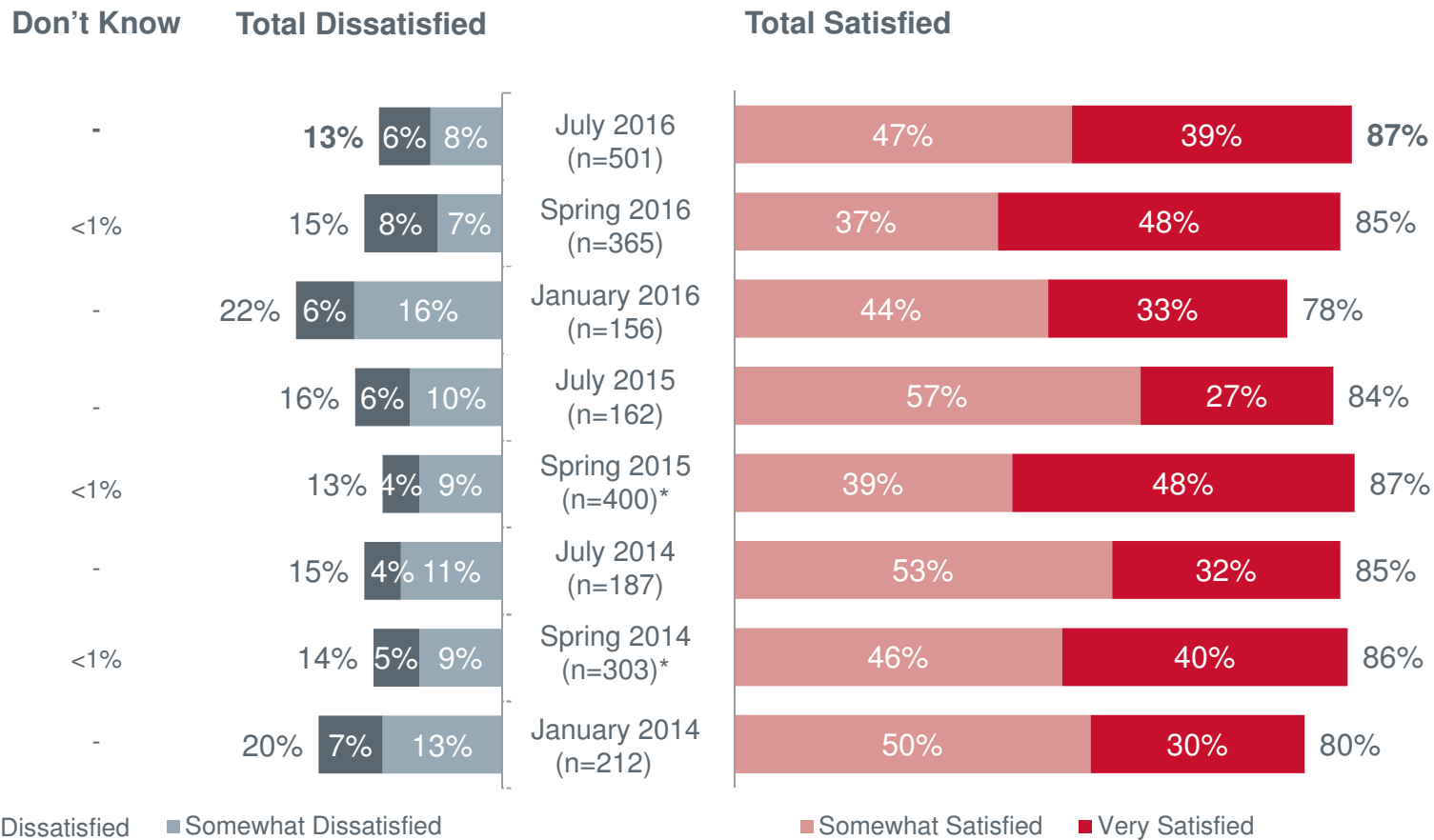
## Purpose for Usage – Past Month



Base: Calgarians who used taxi services within the past month or so (Prior to January 2016 'within the past 2 months')

Q3. Thinking of the taxi services you used within the past month or so, for what purpose(s) did you use a taxi? (Prior to January 2016 'Within the past two months')

## Satisfaction Over Time



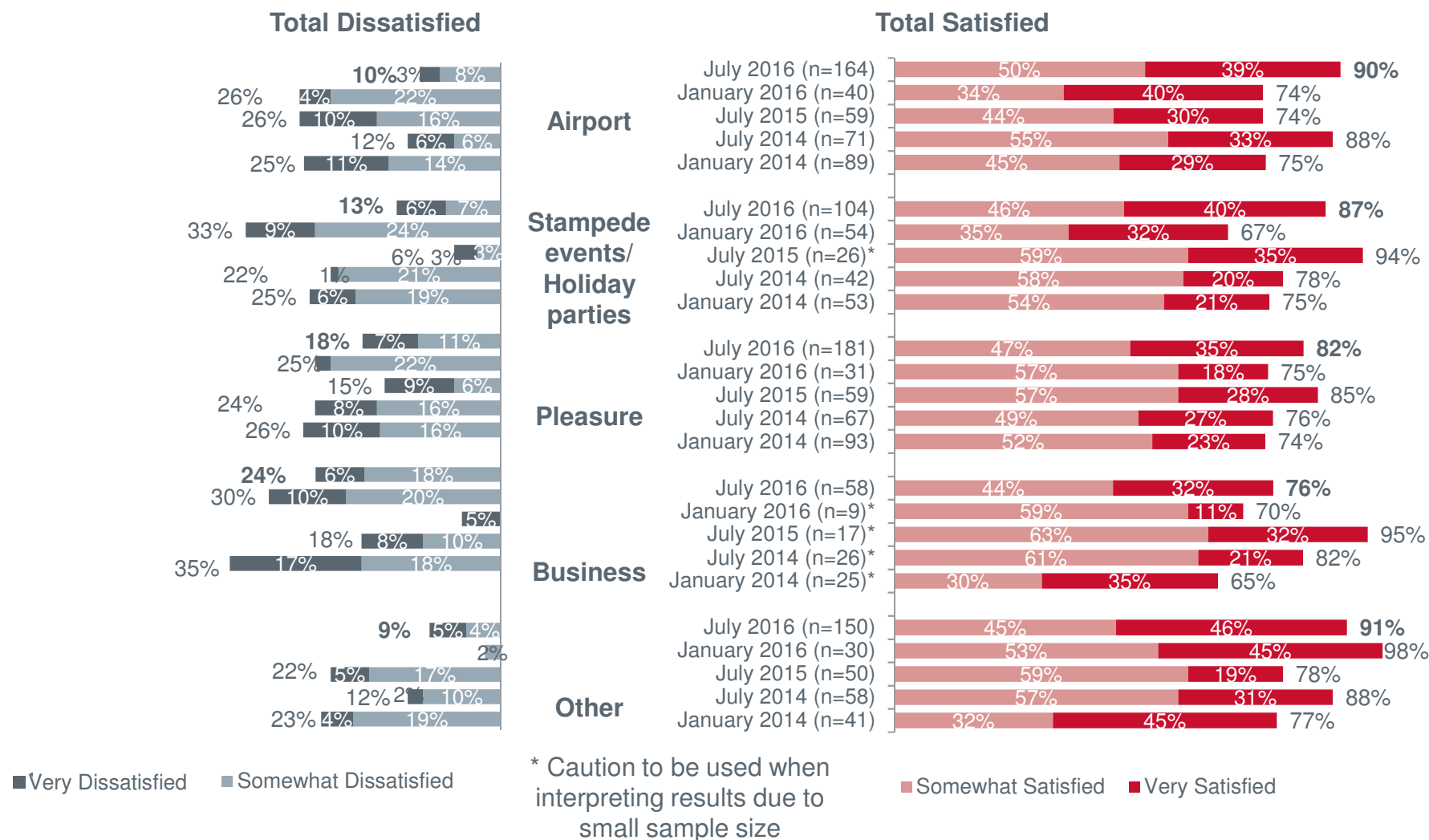
✓ Satisfaction with taxi services appear to be forming an upward trend since January 2016

Base: Calgarians who used taxi services within the past month or so (Prior to January 2016 'within the past 2 months')

\* Base: Calgarians who have used taxis within the past year

Q4. Overall, how satisfied are you with the taxi services you received over the past month or so? (Prior to January 2016 'Within the past two months')  
(Previously: April – May Q23. Overall, how satisfied or dissatisfied are you with the taxi services you received in Calgary over the past year?)

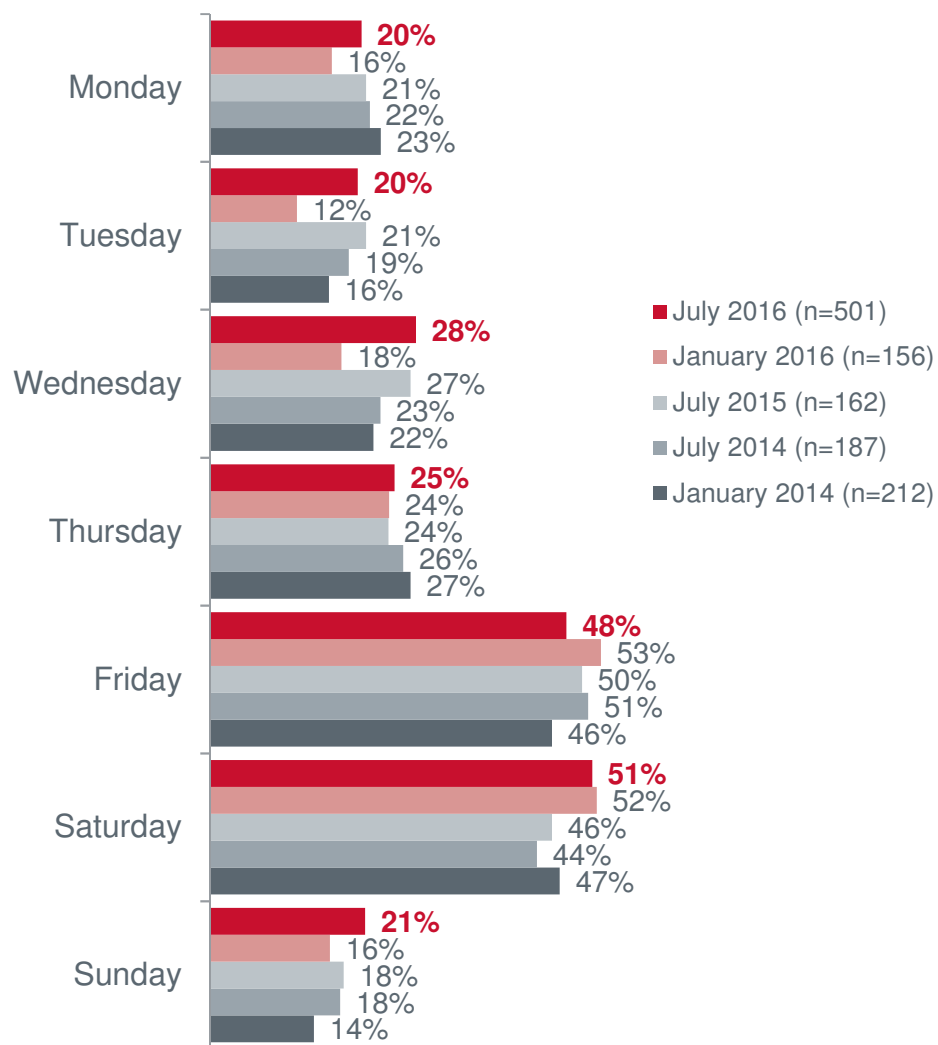
## Satisfaction – by Purpose – Past Month



Base: Calgarians who used taxi services within the past month or so (Prior to January 2016 'within the past 2 months')

Q4. Overall, how satisfied are you with the taxi services you received over the past month or so? (Prior to January 2016 'Within the past two months')

## Usage – Days of the Week – Past Month

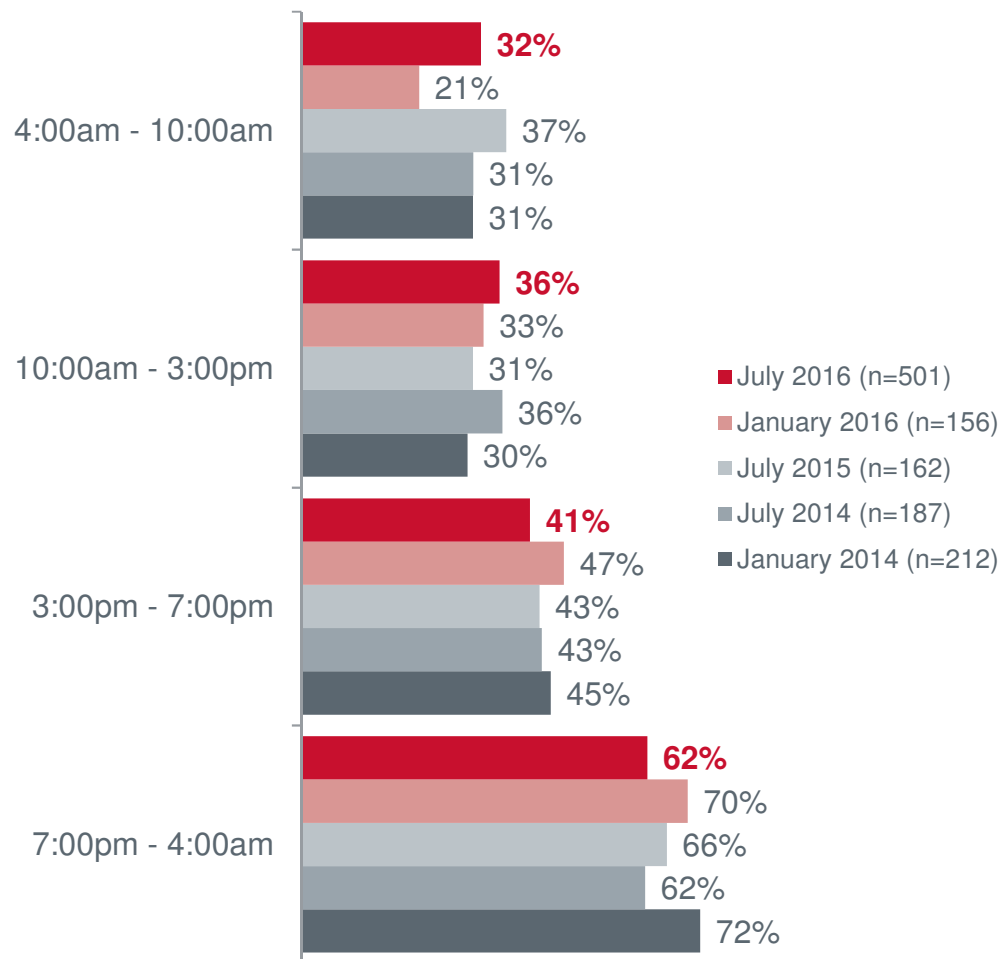


✓ Taxi usage on Saturday's has been trending upward since July 2014

Base: Calgarians who used taxi services within the past month or so (Prior to January 2016 'within the past 2 months')

Q2. Within the past month or so, at which of the following times of day did you use taxi services in Calgary? (Prior to January 2016 'Within the past two months')

## Usage – Times of the Day – Past Month

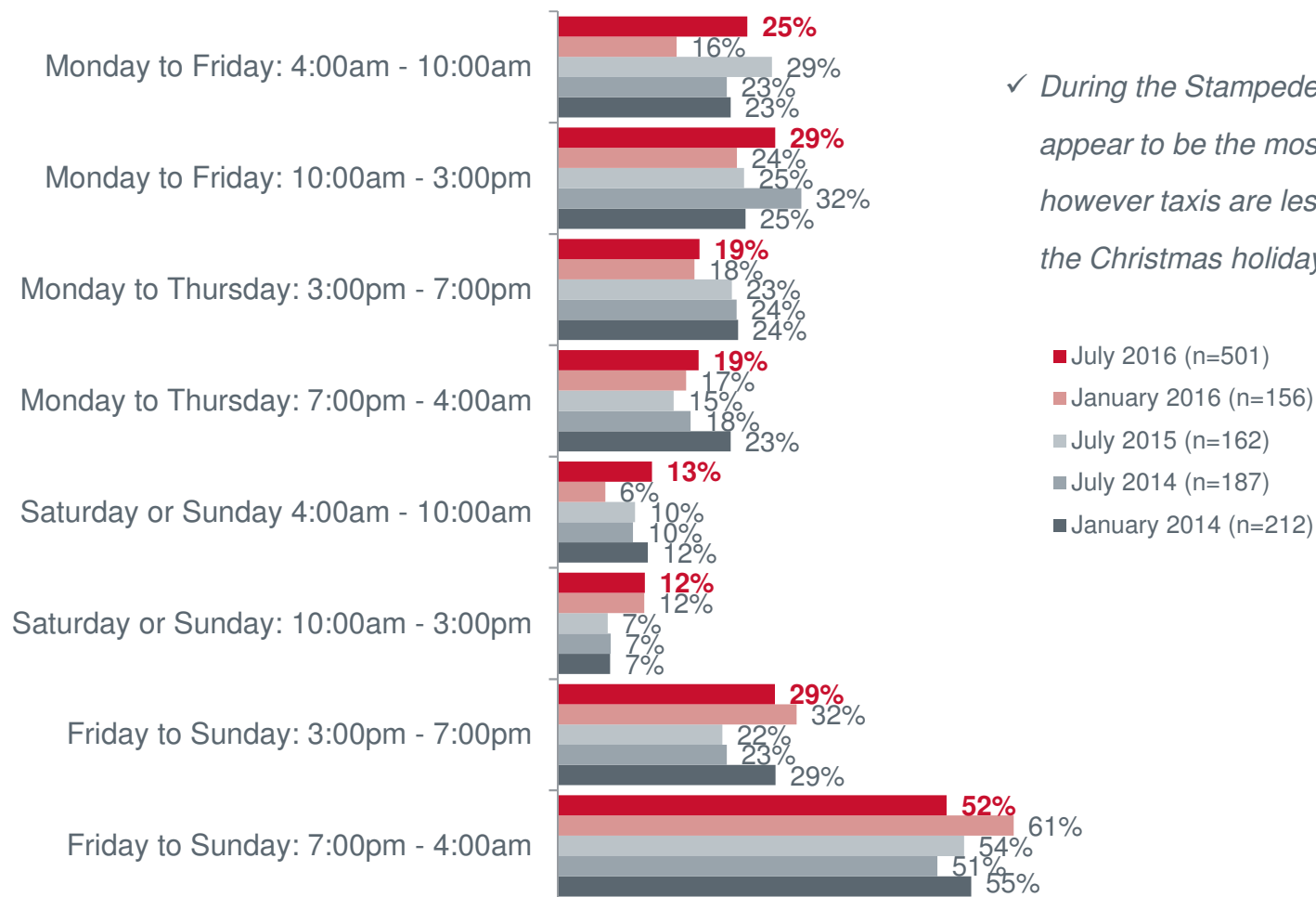


✓ Taxi usage during peak hours 7 pm - 4 am has returned to July 2014 levels after following an upward trend till January 2016

Base: Calgarians who used taxi services within the past month or so (Prior to January 2016 'within the past 2 months')

Q2. Within the past month or so, at which of the following times of day did you use taxi services in Calgary? (Prior to January 2016 'Within the past two months')

## Usage – Overall – Past Month



✓ During the Stampede season Friday nights appear to be the most popular night, however taxis are less busy as compared to the Christmas holiday season

Base: Calgarians who used taxi services within the past month or so (Prior to January 2016 'within the past 2 months')

Q2. Within the past month or so, at which of the following times of day did you use taxi services in Calgary? (Prior to January 2016 'Within the past two months')

## Trends Over Time

| Mid-June – Mid-July 2016                |        |         |           |          |        |          |        |
|---|--------|---------|-----------|----------|--------|----------|--------|
| n=501                                   | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
| 4:00am - 10:00am                        | 10%    | 7%      | 9%        | 5%       | 8%     | 8%       | 6%     |
| 10:00am - 3:00pm                        | 5%     | 8%      | 11%       | 10%      | 8%     | 8%       | 5%     |
| 3:00pm - 7:00pm                         | 5%     | 5%      | 7%        | 9%       | 16%    | 13%      | 6%     |
| 7:00pm - 4:00am                         | 4%     | 5%      | 9%        | 8%       | 29%    | 35%      | 10%    |
| Late November 2015 – Early January 2016 |        |         |           |          |        |          |        |
| n=156                                   | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
| 4:00am - 10:00am                        | 6%     | 3%      | 3%        | 2%       | 6%     | 6%       | 3%     |
| 10:00am - 3:00pm                        | 7%     | 7%      | 6%        | 4%       | 2%     | 7%       | 4%     |
| 3:00pm - 7:00pm                         | 4%     | 2%      | 8%        | 7%       | 23%    | 12%      | 3%     |
| 7:00pm - 4:00am                         | 2%     | 1%      | 3%        | 13%      | 40%    | 40%      | 9%     |
| 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%     |
| 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%     |

Base: Calgarians who used taxi services within the past month or so (Prior to January 2016 'within the past 2 months')

Q2. Within the past month or so, at which of the following times of day did you use taxi services in Calgary? (Prior to January 2016 'Within the past two months')