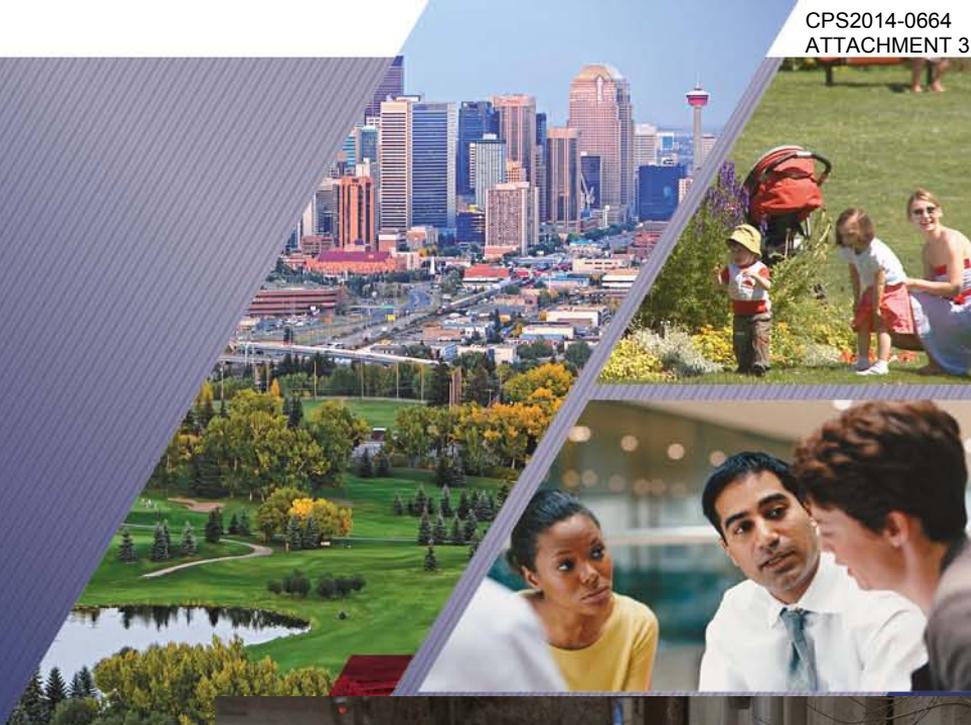


June 2014

# Satisfaction with Taxi Services

Report of Telephone Survey



Prepared for The City of  
Calgary by:



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# Context and Objectives

## Context:

- The Taxi and Limousine Advisory Committee (TLAC) has been mandated to conduct citizen satisfaction research regarding taxi and limousine services in Calgary.
- The research program entails three-phases:
  1. Discovery workshops with members of TLAC
  2. Seven focus groups with taxi, sedan and limousine customers and one-on-one 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. Stampede season (early July)

***This report represents the findings from the telephone survey with 500 Calgarians.***

## Objectives:

- The first two phases of research identified citizens' opinions about taxi services in Calgary. Armed with this feedback, Leger developed a telephone survey questionnaire to measure citizens' opinions regarding taxi services.
- The core objectives of the telephone survey are to:
  - Identify taxi service usage among Calgarians,
  - Identify and assess the methods to obtain taxi services,
  - Assess satisfaction with dispatch and drivers,
  - Evaluate the experiences during the ride
  - Measure overall satisfaction
  - Evaluate payment options
  - Assess complaints,
  - Measure attitudes towards taxi services in Calgary,
  - Allow for open comments.

# Methodology

<b>Sample Size</b>	n=500
<b>Target Audience</b>	Random representative sample of Calgarians aged 18+
<b>Survey Method</b>	Random digit dialing using a Computer Assisted Telephone Interviewing System
<b>Interview Duration/Dates</b>	13 minutes April 24 to May 11, 2014
<b>Margin of Error</b>	+/- 4.4%, 19 times out of 20
<b>Data Analysis</b>	Data was weighted to be representative of Calgarians 18+ by age and gender



# SUMMARY OF RESULTS

# Summary of Survey Results

## Taxi Usage

- Within the past year, Calgarians have used the following services:
  - Taxi – 60%; accessible taxi – 4%
  - Sedan – 9%, limousine – 4%
  - Car-sharing program – 5%.
- Within the past two months, 36% of Calgarians have used taxi services. In the two-month holiday season from mid-November 2013 to early January 2014, 49% of Calgarians used taxi services. The results of both surveys indicate that demand for taxi services can fluctuate seasonally, with an increased demand for taxi services during the holiday season.
- The main reasons that some Calgarians have not used taxi services lie with having their own vehicles (64%), not having a need for taxi services (30%), car pooling with others (9%), or opting to use public transportation (8%).
- Among taxi users, 70% have used taxi services during weekdays and 60% have used taxi services during weekends.
- Weekday taxi usage is fairly constant at all times of day, albeit slightly higher during the early morning and late day after-work rush hours.
- Weekend usage peaks during the late evening.
- One-half (50%) of Calgarians are likely to use taxi services within the next 12 months, showing a potential downward trend from the 60% who have used taxi services this past year. The projected usage of sedans, limousines and accessible taxis appears to be quite constant over the next year.
- Taxi users indicate that their main reason for using a taxi service is to attend social functions or to get to the airport (55%). Pick-up locations are scattered, with the highest concentration of pick-ups being in the downtown core (38%).

# Summary of Survey Results

## Obtaining Taxi Services

- Taxi users most commonly phone dispatchers (89%) to obtain taxi services either by pre-booking (62%) or calling for immediate service (57%). One-third (32%) have hailed a taxi, 20% have used a hotel taxi stand, and 15% have used a designated taxi stand. Some are participants of “Code 8s” calling drivers directly (13%), and 12% have booked taxis online.
- Nearly all (97%) taxi users are satisfied with using a hotel or designated taxi stand, followed by 92% being satisfied calling drivers directly. A large majority (88%) is also satisfied with pre-booking taxis with dispatch; however, a smaller majority (70%) is satisfied with calling dispatchers to arrange immediate service. Further, 82% are satisfied with using online booking options and 76% are satisfied with hailing a taxi.
- A total of 42% of Calgarians would be likely to use online booking options in future.

## Dispatchers

- Among the large majority (89%) of taxi users arranging rides through dispatchers, 86% are satisfied with the courteousness of dispatchers and 79% are satisfied with dispatchers explaining the expected wait time for the taxi to arrive. A smaller majority (68%); however, is satisfied with their ability to speak with a dispatcher in a timely manner.
- One-third (34%) of taxi users indicate that dispatchers often notified them that their taxi was close or had arrived. In contrast, 90% of Calgarians would like dispatchers to notify them upon the arrival of the taxi.

# Summary of Survey Results

## Drivers

- Taxi drivers in Calgary are held in high regard by taxi users. Fully 93% are satisfied with taxi drivers.
- More than 9-in-10 taxi users are satisfied with the professional appearance of drivers (93%), with the safe manner in which they drive (92%), and with the courteousness of drivers (92%).
- A sizeable majority is also satisfied with the ease of communications with drivers (87%), with drivers taking the most economical routes (87%), and with drivers' knowledge of the city (86%).
- Further, 81% are satisfied with the helpfulness of drivers with any assistance required; however 7% did not know how to rate this, likely due to a lack of need for assistance.

## Experiences During the Ride

- Overall, taxi users express strong satisfaction ratings for their various experiences during their taxi rides this past year.
- The vast majority are satisfied with the cleanliness of the vehicles (95%) and with the condition of the vehicles (94%).
- Further, 86% are satisfied with radio stations played during the ride, and 82% are satisfied with the amount of time it took for the taxi to arrive.
- A smaller majority of taxi users (74%) are satisfied with the amenities in the vehicles.
- Overall, 91% are satisfied with the taxi drivers' conduct related to their ride.
- Slightly more than 6-in-10 (61%) taxi users indicate that their driver used their cell phone or mobile device during their ride, and 3% report having been refused service this past year.

# Summary of Survey Results

## Overall Satisfaction

- Satisfaction is widespread for all types of “for hire” transportation services regulated by The City of Calgary.
- All (100%) limousine customers are satisfied with the services they received this past year.
- A strong majority (93%) of sedan customers are also satisfied with their experiences.
- Further, 86% of customers are satisfied with both taxi and accessible taxi services this past year.
- Satisfaction is somewhat lower (80%) during the peak holiday season in mid-November to mid-January.
- The key factors influencing overall satisfaction include: satisfaction with drivers; the ability to speak with dispatchers in a timely manner; the courteousness of dispatchers; satisfaction with experiences during the ride; and, value for money.

## Payment and Value

- Taxi users pay for their taxi services primarily by credit card (44%) or cash (38%). A smaller proportion of taxi users pay their taxi fares via debit (12%) or by using taxi vouchers/chits (5%).
- Nearly one-quarter (23%) of taxi users report that they have experienced issues with the debit/credit machine (19%) and/or with the driver not having correct change for their payment (11%).
- Two-thirds (66%) of taxi users are satisfied with the value for money they received from their taxi rides this past year, including only 19% who are very satisfied with the value for money paid.
- Some price-sensitivity is at play, as taxi users are highly satisfied (86%) with the overall taxi services they received, but less satisfied with the value for money they received (66%).

# Summary of Survey Results

## Complaints

- Only 4% indicate that they have made a complaint about the taxi services they received. However, not all taxi customers experiencing issues are making complaints, as some citizens who did not complain report that they didn't think it would make a difference (13%) or that they didn't know to whom to complain (4%).
- Among the few taxi users who did make a complaint about taxi services in Calgary within the past year, nearly all (94%) indicate that they made the complaint to the taxi company directly. Only 8% of respondents contacted The City (311) to file a complaint.
- Less than one-quarter (23%) of taxi users who made a complaint about taxi services within the past year are satisfied with the resolution to their complaint. In context, however, most complaints were made to the company directly, vs. to The City.

## Attitudes Towards Taxi Services

- All (100%) Calgarians agree that they are respectful towards taxi drivers during their ride. Nonetheless, almost one-quarter (23%) of respondents admit that they abuse the dispatch system by ordering more than one taxi during busy times and taking the first one that arrives.
- Further, the vast majority (91%) agree that taxi services help to keep drunk drivers off the roads (91%), and in context, many taxi users are taking taxis to attend social events.
- A sizeable majority (89%) feels that The City of Calgary should review how the taxi industry operates (89%), yet only 53% are aware of how taxi services are regulated in Calgary. Despite low awareness of how taxi services are regulated, not all (39%) Calgarians desire further information about how taxi services operate in Calgary, and the majority (69%) perceive that taxi services are being adequately monitored to ensure quality service.

# Summary of Survey Results

## Attitudes Towards Taxi Services

- With respect to potential elements of the Drivers' Bill of Rights, 87% of respondents agree that taxi drivers should be able to charge customers a fee for any damage done to the vehicle, and 67% agree that a surcharge should be applied for fares outside of city limits.
- Almost three-quarters (74%) of Calgarians express trust in taxi drivers to take the most economical route to their destination and 52% feel that taxi drivers rely too much on GPS. However, among taxi users specifically, trust is higher with 87% expressing satisfaction with the driver taking the most economical route during their rides.
- Roughly two-thirds (67%) of respondents believe that taxi services are consistent among Calgary's taxi companies, and 58% **disagree** that there are enough taxis in Calgary.

## Final Comments

- The majority (59%) of Calgarians did not offer any other comments regarding taxi services.
- Among those who did offer additional comments, common themes relate to requests for more cabs, especially during peak hours.
- Others provide comments related to drivers, including a desire for drivers to be more knowledgeable about the city, to drive more safely, and to improve communications.
- In addition, certain respondents feel that taxi fares are too expensive.

# Strategic Observations

## DISPATCHERS ARE ACTUALLY DRIVERS IN CONTROL OF CUSTOMER SATISFACTION

- Dispatchers alone account for 46% of the factors influencing customer satisfaction.
- While dispatchers are perceived to be courteous, customers experience challenges when attempting to speak with dispatchers in a timely manner.
- Access to dispatchers needs to be improved in order to increase overall satisfaction.



- Educating citizens about the online booking options that are now readily available could help alleviate the bottlenecks experienced when trying to reach dispatchers.
- Staffing levels could also be reviewed to better accommodate demand.
- Notifications of taxi arrivals are not currently mandated, but would be greatly appreciated.

# Strategic Observations

## TAXI DRIVERS POSITIVELY IMPACT OVERALL SATISFACTION BECAUSE THEY ARE DOING A GREAT JOB

- Taxi drivers impact overall customer satisfaction to the same extent as dispatchers, accounting for 46% of the influential factors related to customer satisfaction.
- In this case, they are helping to boost overall satisfaction by executing their jobs well, including maintaining clean vehicles, driving safely and acting professionally.



- Taxi drivers should be made aware of how important it is to customers to be able to choose their radio station during the ride.
- Safe driving behaviours are extremely important to exhibit, as is continuing to conduct themselves in a courteous manner.
- Ensuring clear communications with taxi customers could be improved, including establishing preferred routes to reach customers' destinations.

# Strategic Observations

## EDUCATIONAL OPPORTUNITIES EXIST

- Taxi users are not complaining to the correct authorities.
- Awareness of how taxi services are regulated is low.
- Four-in-ten Calgarians want more information about how taxi services operate.
- Few taxi users are using online booking systems or Apps.



- The draft customer and passenger Bill of Rights should highlight the complaint process to educate citizens.
- Take-up on the use of online booking systems could be improved through awareness campaigns, and in turn, could help improve access to dispatchers.
- Opportunities exist to explain who is in charge (The City) and how the system works.

# Strategic Observations

## BE RESPONSIVE TO PRICE-SENSITIVITY AND FLUCTUATIONS IN DEMAND

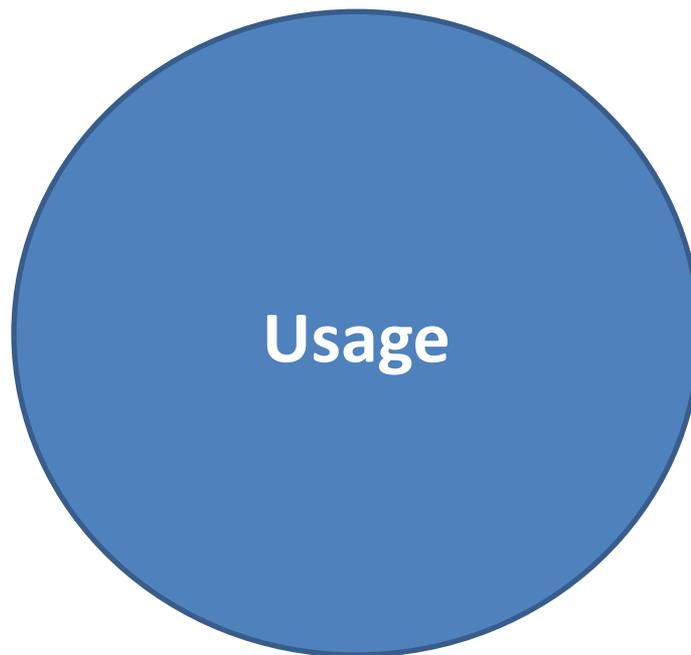
- Value for money is a key driver of overall satisfaction, representing 8% of the total influential factors upon customer satisfaction.
- Satisfaction with the value for money paid for taxi services, however, is not strong.
- Simultaneously, it appears that taxi usage may decrease over the next year.
- Proven peak taxi usage times exist throughout the week, weekends and even seasonally.



- Any increases to taxi fares should be carefully considered in an already price-sensitive taxi market in Calgary.
- Proactive actions to address peak times need to be undertaken, particularly with dispatch.
- Calgarians are also willing to have The City review how the taxi system operates.



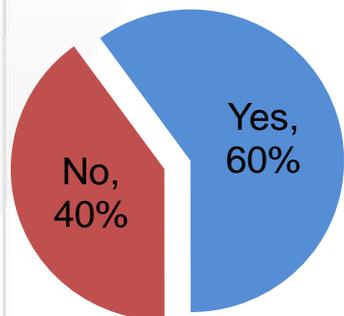
**DETAILED  
ANALYSIS**



# Usage

# Taxi Usage & Frequency

## Taxi Usage - Past Year -

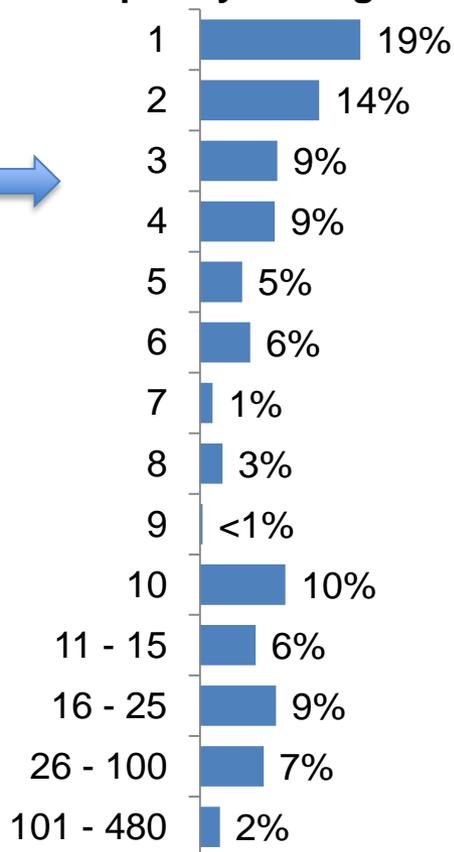


Base: All Calgarians (n=500)

Mean (excluding 0)  
**15 times**

Median  
(excluding 0)  
**4 times**

## Frequency Among Users



Base: Calgarians who have used taxis in the past year  
(n=300)

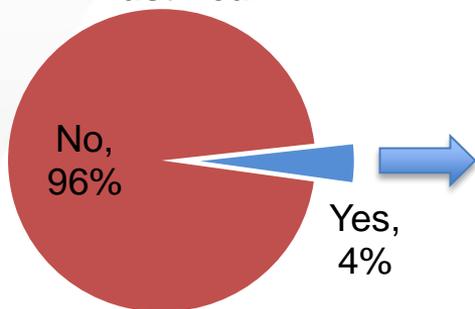
- Three-in-five (60%) Calgarians have used taxi services at least once in the past year.
- Calgarians who have used taxis indicate having used taxi services an average of 15 times in the past year.
- *Those who are more likely to have used taxi services include:*
  - *Those aged 35-54 (66%)*
  - *Those with annual household incomes of \$100K or more (70%)*
  - *Those without access to a vehicle (82%)*

Before we begin, when I use the term 'taxi' services, please refer only to taxis and not to sedans or limousine services.

Q3. Within the **past year**, approximately how many times have you used each of the following types of services in Calgary? Taxi services

# Accessible Taxi Usage & Frequency

## Accessible Taxi Usage - Past Year -

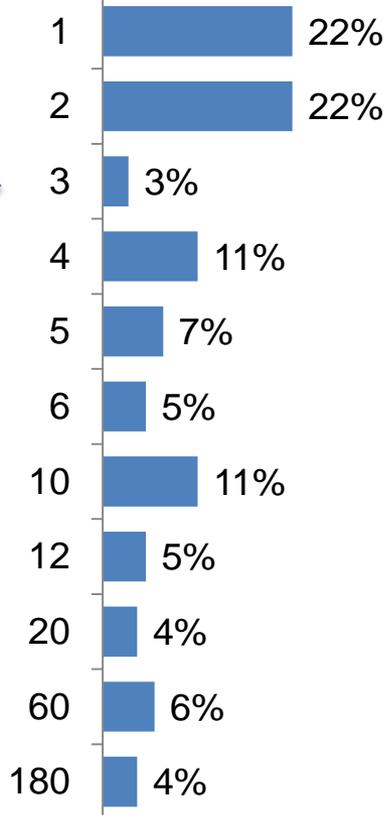


Base: All Calgarians (n=500)

Mean (excluding 0)  
**15 times**

Median  
(excluding 0)  
**4 times**

## Frequency Among Users



Base: Calgarians who have used accessible taxis in the past year (n=21\*)

- The vast majority (96%) of Calgarians have not used accessible taxi services in the past year, while 4% indicate they have used accessible taxi services.
- Those who have used accessible taxi services within the past year indicate having used these services an average of 15 times.
- *The small sample size does not allow for valid profiling of accessible taxi users.*



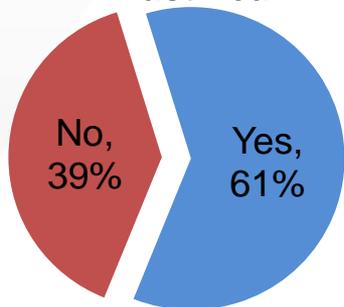
Before we begin, when I use the term 'taxi' services, please refer only to taxis and not to sedans or limousine services.

Q3. Within the **past year**, approximately how many times have you used each of the following types of services in Calgary? Accessible taxi services

\*Small sample, interpret with caution

# Total Taxi and Accessible Taxi Usage & Frequency

## Taxi Usage - Past Year -

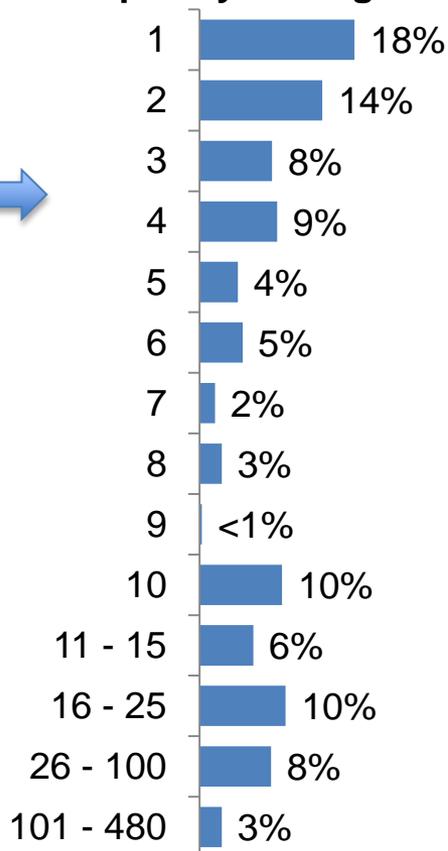


Base: All Calgarians (n=500)

Mean (excluding 0)  
**16 times**

Median (excluding 0)  
**5 times**

## Frequency Among Users



Base: Calgarians who have used taxi or accessible taxis in the past year (n=303)

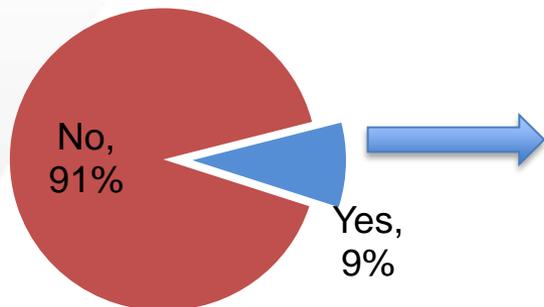
- The majority (61%) of Calgarians have used either taxi or accessible taxi services at least once in the past year.
- Calgarians who have used taxi or accessible taxi services indicate having used these services an average of 16 times in the past year.

Before we begin, when I use the term 'taxi' services, please refer only to taxis and not to sedans or limousine services.

Q3. Within the **past year**, approximately how many times have you used each of the following types of services in Calgary? Taxi services / Accessible taxi services

# Sedan Usage & Frequency

## Sedan Usage - Past Year -

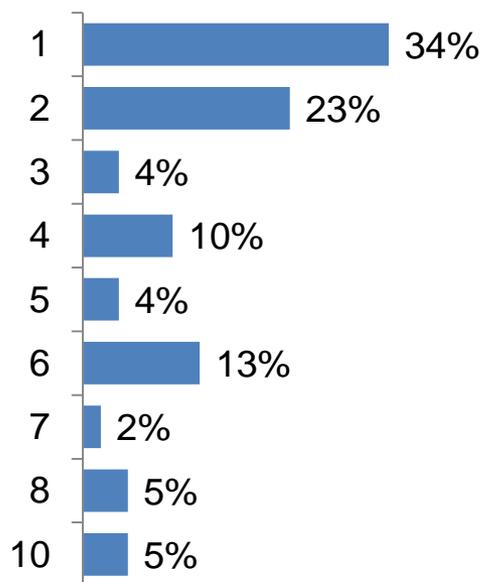


Base: All Calgarians (n=500)

Mean (excluding 0)  
**3 times**

Median  
(excluding 0)  
**2 times**

## Frequency Among Users



Base: Calgarians who have used sedans in the past year  
(n=43)

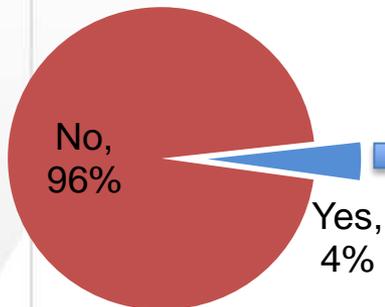
- Approximately one-in-ten (9%) Calgarians have used sedan services within the past year.
- Calgarians who have used sedan services indicate having used these services an average of 3 times in the past year.
- *Those who are more likely to have used sedans include:*
  - 35-54 year olds (13%)
  - Those who have used a taxi within the past year (14%)

Before we begin, when I use the term 'taxi' services, please refer only to taxis and not to sedans or limousine services.

Q3. Within the **past year**, approximately how many times have you used each of the following types of services in Calgary? Sedan services

# Limousine Services Usage & Frequency

## Limousine Usage - Past Year -

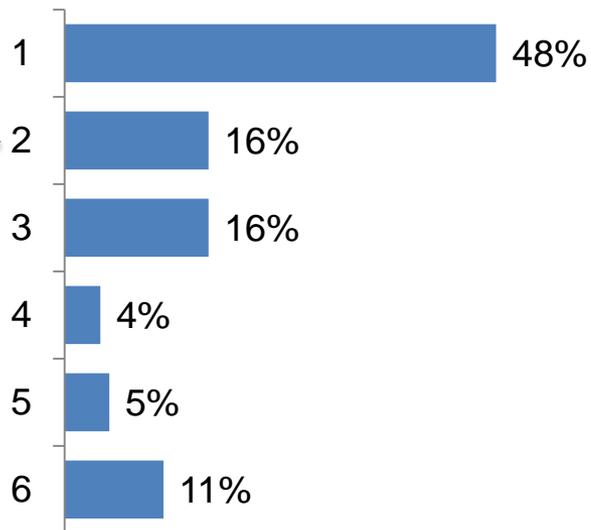


Base: All Calgarians (n=500)

Mean (excluding 0)  
**2 times**

Median (excluding 0)  
**2 times**

## Frequency Among Users



Base: Calgarians who have used limousines in the past year (n=20\*)

- The large majority (96%) of Calgarians have not used limousine services in the past year, while 4% indicate that they have used limousine services.
- Calgarians who have used limousine services indicate having used these services an average of 2 times in the past year.
- *The small sample size does not allow for valid profiling of limousine users*



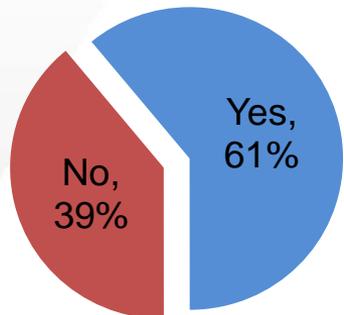
Before we begin, when I use the term 'taxi' services, please refer only to taxis and not to sedans or limousine services.

Q3. Within the **past year**, approximately how many times have you used each of the following types of services in Calgary? Limousine services

\*Small sample, interpret with caution

# Recent Taxi Usage & Frequency – Past 2 Months

## Taxi Usage - Past 2 Months

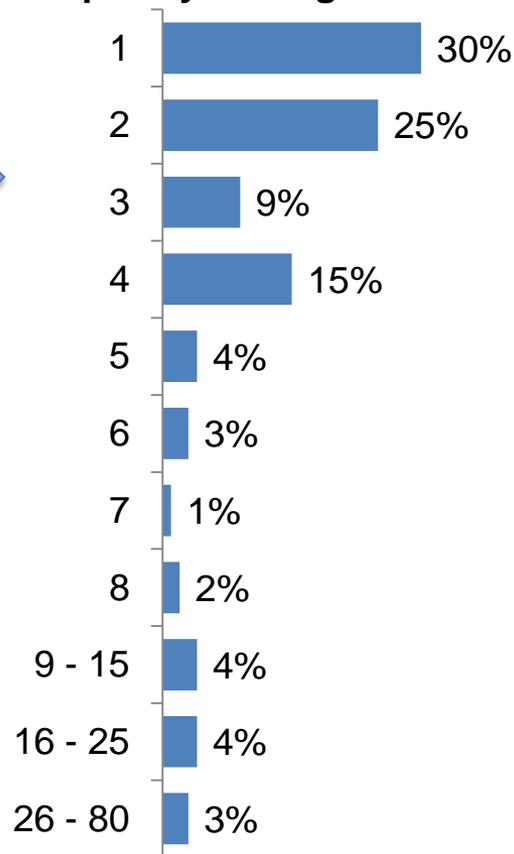


Base: Calgarians who have used taxis in the past year (n=300)

Mean (excluding 0)  
**5 times**

Median (excluding 0)  
**2 times**

## Frequency Among Users



Base: Calgarians who have used taxis in the past 2 months (n=179)

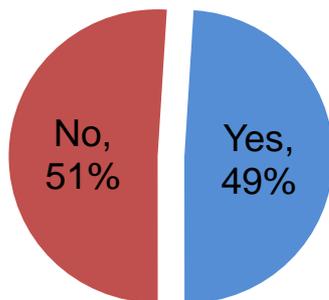
- Roughly 6-in-10 (61%) taxi users have used taxi services recently within the past 2 months.
- Recent taxi users indicate having used taxi services an average of 5 times in the past 2 months.

Q4. Within the **past 2 months**, approximately how many times have you used the following services in Calgary? Taxi services

# Recent Taxi Usage & Frequency – Past 2 Months by Season

**Online Field Date:  
Jan 20<sup>th</sup>-23<sup>rd</sup> 2014**

**Taxi Usage  
Past 2 Months  
(Late Nov – Early Jan)**



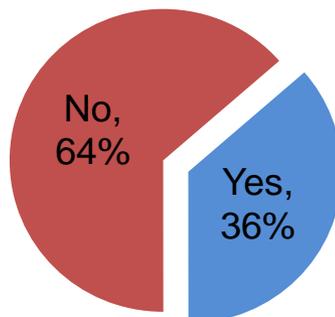
Mean (excluding 0)  
**4 times**

Median  
(excluding 0)  
**2 times**

Note: Data collected via online survey

**Telephone Field Date:  
April 24<sup>th</sup> - May 11<sup>th</sup> 2014**

**Taxi Usage  
Past 2 Months  
(Mid Feb – Mid May)**



Mean (excluding 0)  
**5 times**

Median  
(excluding 0)  
**2 times**

Note: Data collected via telephone survey

- Nearly half (49%) of Calgarians indicate having used taxi services during the holiday season from late-November to early-January.
- 36% of Calgarians report having used taxi services from mid-February to mid-May.
- The results of both surveys suggest that there is an increased demand during the holiday season (late November to early January) for taxi services.

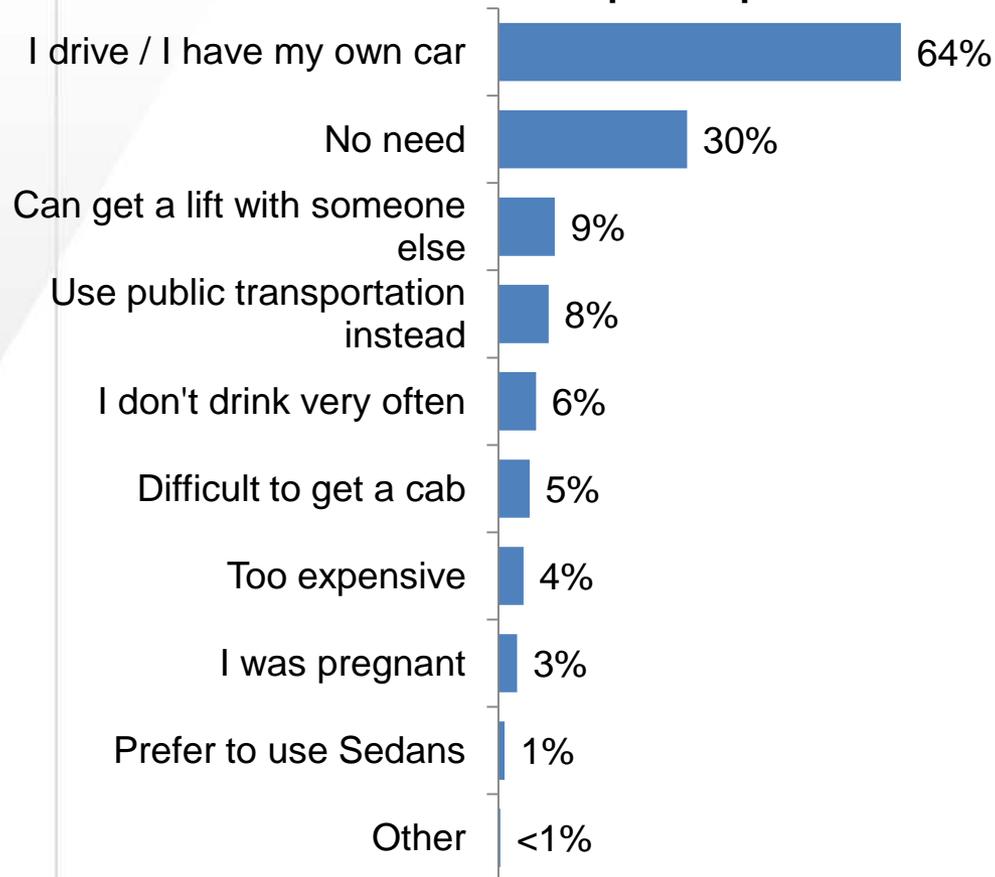
Base: All Calgarians: Jan (n=502) April / May (n=500)

Jan Q1: Within the **past 2 months**, approximately how many times have you used taxi services in Calgary?

April / May Q4. Within the **past 2 months**, approximately how many times have you used the following services in Calgary? Taxi services

# Reasons for Not Using Taxi Services

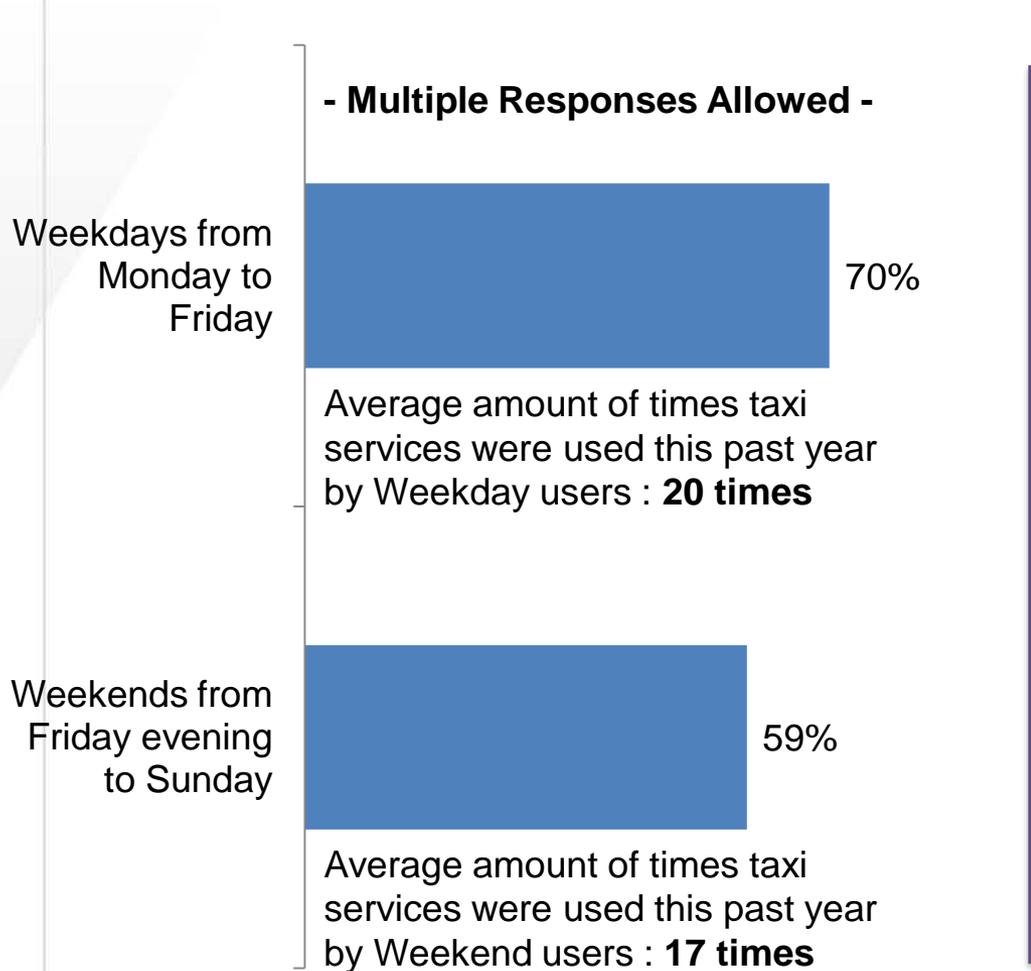
## - Multiple Responses Allowed -



- The main reason cited for not having used taxi services in Calgary over the past year lie with non-taxi users having their own vehicle (64%) and not having a need to use taxi services (30%).
- Further, less than one-in-ten non-taxi users explain that they can car pool (9%), that they opt to use public transit (8%), and that they don't drink very often (6%).
- Certain non-taxi users also explain that it is difficult to get a cab (5%), that taxi fares are too expensive (4%), that they were pregnant (3%), or that they prefer to use sedans (1%).

Base: Calgarians who have not used taxi services or accessible taxi services within the past year (n=197)  
Q5B. Why have you not taken a taxi within the past year?

# Taxi Usage by Days of the Week



- Within the past year, a higher proportion of taxi users used taxi services during weekdays (70%) than during weekends (59%).
- *Weekday taxi usage is more likely to occur among:*
  - *Downtown residents (93%)*
  - *Those without access to a vehicle (88%)*
  - *Those who use taxis for business, (91%) or to get to the airport (77%)*
- *Weekend taxi usage is more likely to occur among:*
  - *18-34 year-olds (72%) and 35-54 year-olds (61%)*
  - *Those who use taxis to attend social events (81%)*
  - *Those who are picked up (79%) and those who are dropped off downtown (80%)*

Base: Calgarians who have used taxi services or accessible taxi services within the past year (n=303)  
Q5A. *Within the past year, did you use taxi services*

# Taxi Usage by Time

## - Multiple Responses Allowed -

	Weekdays (n=214)	Weekend (n=178)
4:00am to 10:00am	43%	21%
10:00am to 3:00pm	28%	16%
3:00pm to 7:00pm	39%	31%
7:00pm to 4:00am	44%	74%
Don't know	1%	2%

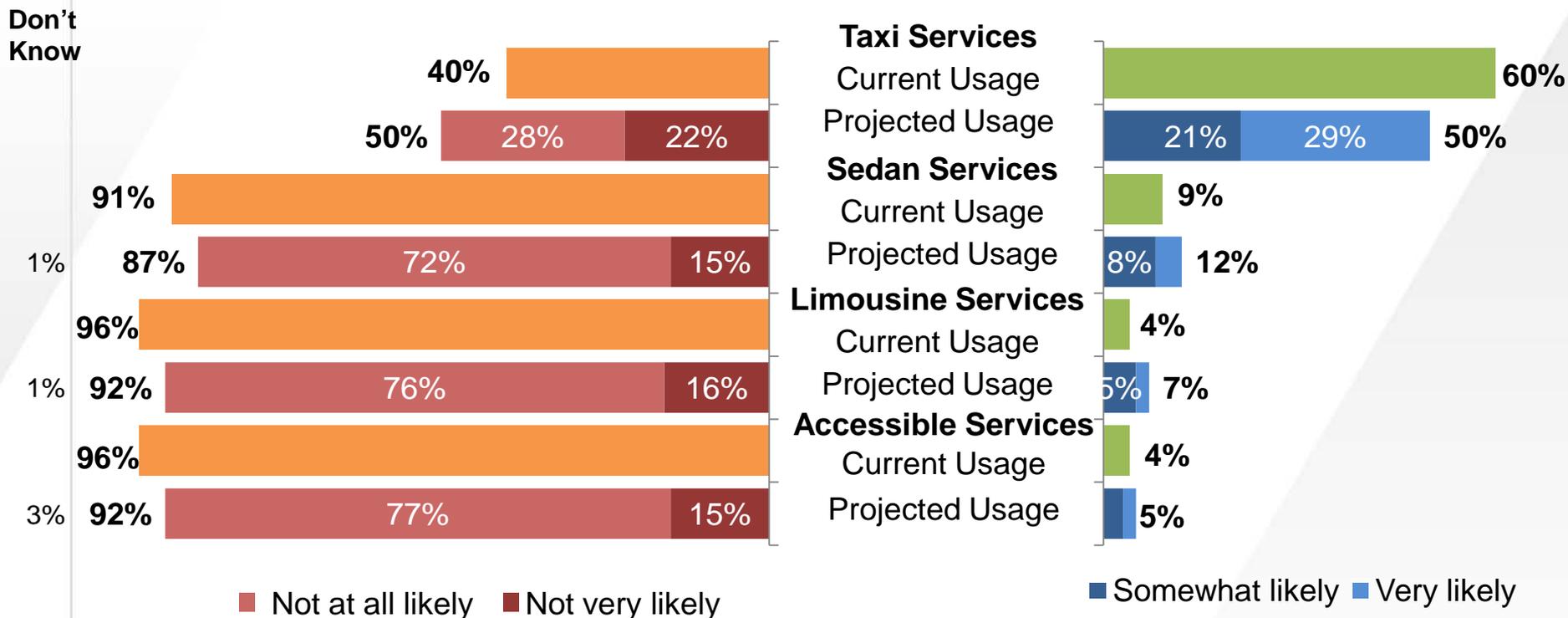
- **Weekday** taxi usage is fairly constant at all times of day, albeit usage is slightly higher during the early morning rush hour (43% between 4:00am-10:00am) and during the late evening (44% between 7:00pm-4:00am).
- *Early morning weekday taxi usage is higher among:*
  - *Those with an annual household income of \$100K or more (54%)*
- *Late evening weekday taxi usage is higher among:*
  - *18-34 year-olds (59%)*
  - *Those who use taxis to attend social events (59%)*
- **Weekend** usage peaks during the late evening (74% between 7:00pm-4:00am).
- *Late evening weekend usage is higher among:*
  - *18-34 year olds (88%)*
  - *Those who use taxis to attend social events (84%)*

Base: Calgarians who used taxi services, or accessible taxi services within the past year during the weekdays and/or weekend

Q6. *Within the past year, at which times of day did you use taxi services in Calgary during weekdays Monday to Friday?*

Q7. *Within the past year, at which times of day did you use taxi services in Calgary on weekends between Friday evening and Sunday?*

# Current vs. Projected Usage of Taxi Services



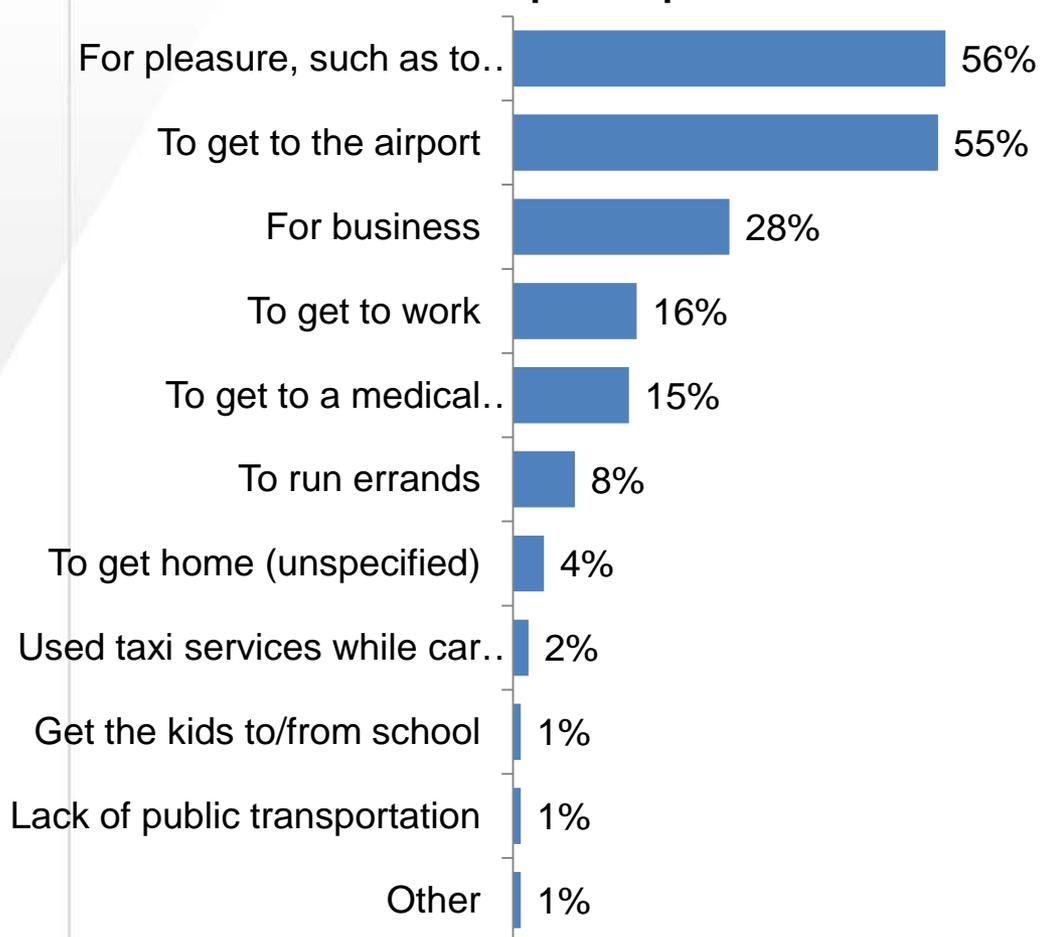
- One-half (50%) of Calgarians are likely to use taxi services within the next 12 months, showing a slight potential downward trend in taxi usage over the next 12 months.
- The current and projected usage of sedans, limousine and accessible taxi services appears to be fairly constant over the next year.

Base: All Calgarians (n=500)

Q8. Over **the next 12 months**, how likely will you be to use each of the following types of services in Calgary?

# Purpose for Taxi Usage

## - Multiple Responses Allowed -

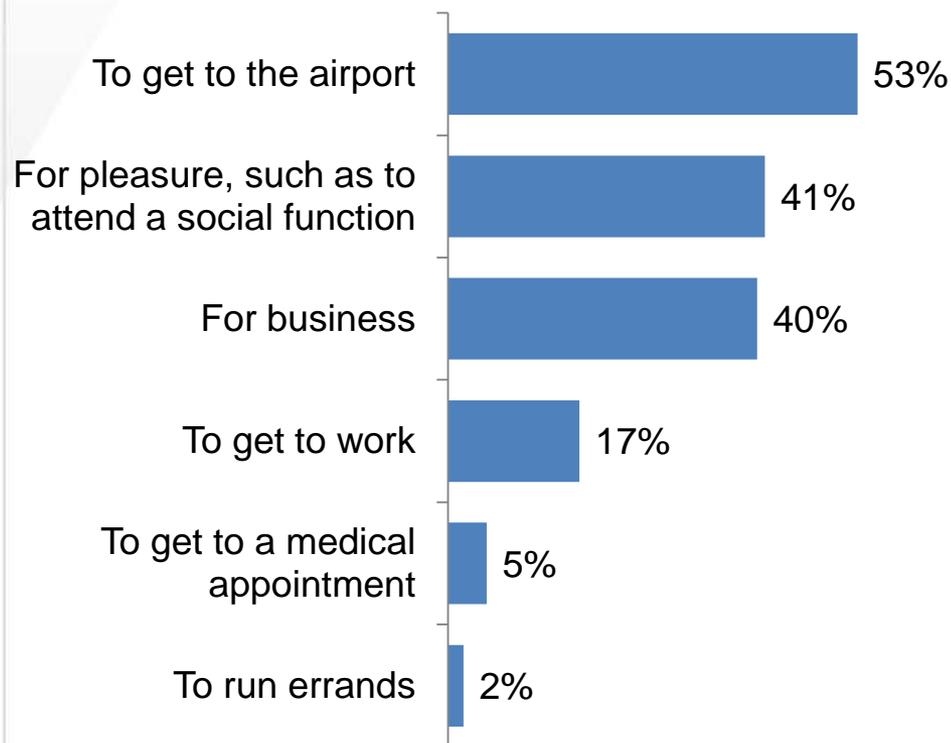


- Taxi users' main reasons for using taxi services are to attend a social function (56%) or to get to the airport (55%).
- In addition, taxi users are using taxi services for business purposes (28%), to get to work (16%), or to get to medical appointments (15%).
- Fewer taxi users are using taxi services to run errands (8%), to get home (4%), because their vehicle was being repaired (2%), to get their children to or from school (1%), or because of a lack of public transportation to accommodate their needs (1%).

Base: Calgarians who have used taxi services or accessible taxi services within the past year (n=303)  
Q9. Thinking of the taxi services that you used within the past year, for what purposes did you use a taxi? Was it:

# Purpose for Sedan Usage

## - Multiple Responses Allowed -



- Sedan users in Calgary explain that they use sedans to get to the airport (53%), to attend social functions (41%), and for business purposes (40%).
- Some are also using sedans to get to work (17%), and fewer use sedans to get to medical appointments (5%), or to run errands (2%).

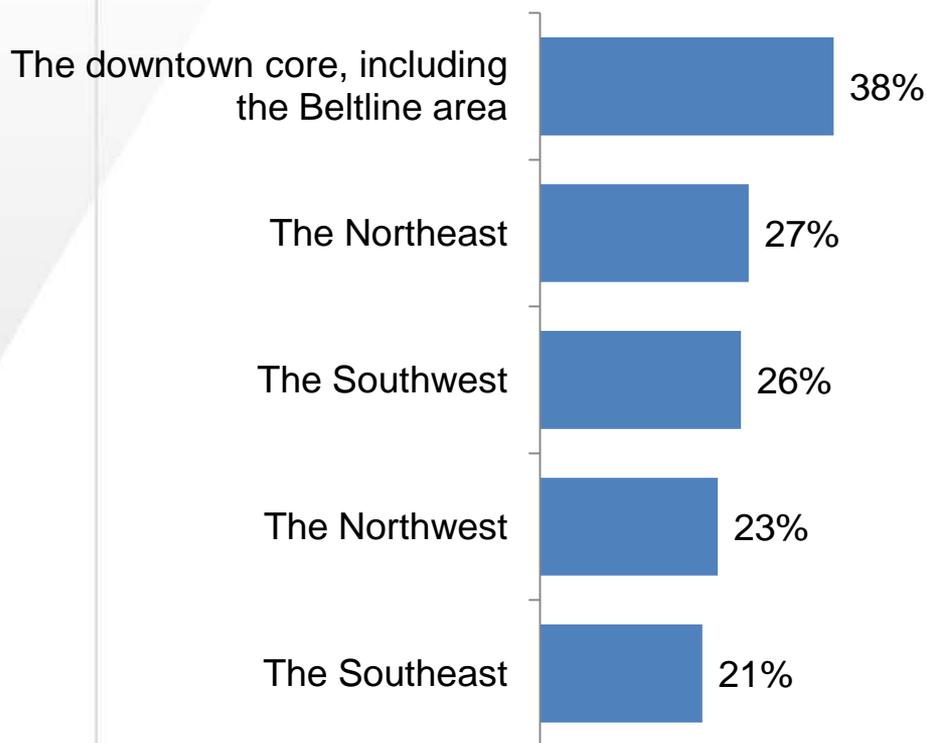


Base: Calgarians who have used sedan services within the past year (n=43)

Q10. Thinking of the taxi services that you used within the past year, for what purposes did you use a sedan? Was it:

# Taxi Pick-Up Location

## - Multiple Responses Allowed -



- The greatest proportion (38%) of taxi users indicate being picked up from the downtown core.
- *Weekend users in general, as well as those using taxi services during the weekdays from 3:00pm-7:00pm, are more likely to indicate being picked up from downtown. This profile suggests that the after-work rush hour and weekend nightlife downtown demand a sizable proportion of taxi services in Calgary.*

Base: Calgarians who have used taxi services or accessible taxi services within the past year (n=303)  
Q11. Thinking of the taxi rides you took over the past year, from which region of the city did you get picked up?

# Taxi Pick-Up Location - Profiling

## NW

Those picked up in the following areas are more likely to... vs. those picked up in...

- Have used taxi services on weekdays (84%) vs. those from downtown (61%)
- Have used taxi services on weekends between 3:00pm to 7:00pm (52%) vs. those in downtown (26%), the NE (29%) or those in the SW (25%)
- Use taxis to get to the airport (73%) vs. those from downtown (47%) or the SE (46%)
- Pre-book via dispatch (75%) vs. those from downtown (56%)
- Use a taxi stand not located at a hotel

## NE

- Have used taxi services on weekdays (83%) vs. those from downtown (61%)
- Use taxis to get to the airport (66%) vs. those from downtown (47%)
- Be satisfied with the amount of time it took for the taxi to arrive (89%) vs. those in downtown (76%)
- Agree that taxi services are being adequately monitored to ensure quality service (79%) vs. those in the NW (50%).

## Downtown

- Have used taxi services on weekends (79%), vs. those from the NE (58%), the NW (58%), or from the SW (58%)
- Have used taxi services on weekdays between 3:00pm to 7:00pm (56%) vs. those being picked up from the SW (33%).
- Use taxis for pleasure (75%) vs. those in the NE (54%), the NW (56%) or the SE (52%)
- Phone dispatch for immediate service (74%) vs. those from the NE (52%).
- Hail or flag a taxi (58%) vs. the rest of the city
- Report that the driver used a mobile device during the ride (73%) vs. those in the NW (52%)
- Report that a taxi driver has refused to provide them with a ride (11%) than in the NE, NW or the SE (2%), respectively)

## SW

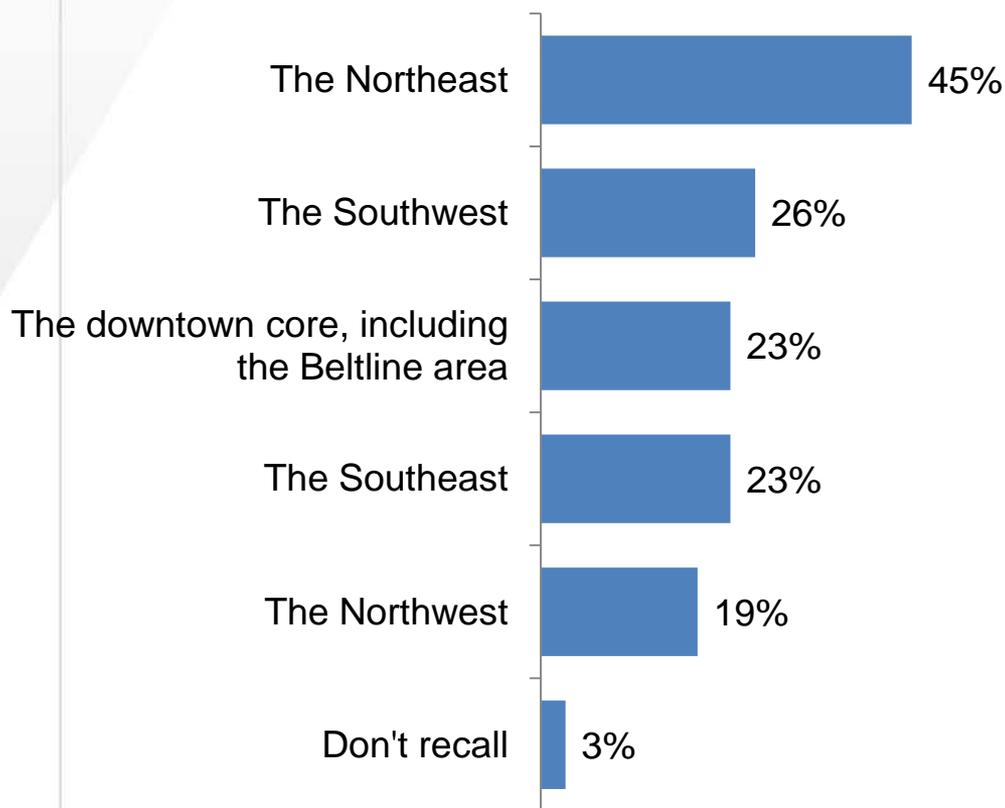
- Use taxis to get to a medical appointment (24%) vs. those from downtown (9%)
- Agree that during busy times they order more than one taxi and take the first one that arrives (32%) vs. those in the NE (14%)

## SE

- Have used taxi services on weekends between 4:00am to 10:00 am (32%) than those in the SW (10%)

# Taxi Drop-Off Location

## - Multiple Responses Allowed -



- The plurality (45%) of taxi users report being dropped off in the NE quadrant of the city.
- Similar proportions of taxi users are being dropped off by taxis in the SW (26%), downtown (23%), the SE (23%), or in the NW (19%).

Base: Calgarians who have used taxi services or accessible taxi services within the past year (n=303)  
Q12. And thinking of the taxi rides you took over the past year, in which region of the city did you get dropped off?

# Taxi Drop-Off Location - Profiling

**NW** Those dropped up in the following areas are more likely to... vs. those dropped off in .... **NE**

- Use taxis to get to the airport (56%) vs. those in the SE (31%)
- Use taxis for pleasure (63%) vs. those in the NE (43%)
- Be satisfied with the ease of communications with drivers (91%) vs. those in downtown (79%)
- Be satisfied with the value for money they received with taxi services (78%) vs. those in downtown (60%).
- Agree that taxis should be allowed to apply a surcharge for any fares outside city limits (76%) vs. those in downtown (46%) or the SE (51%)

- Use taxis to get to the airport (74%) vs. those in the SW (51%) or in the SE (31%)
- Be satisfied with dispatch for immediate service (83%) vs. those in downtown (56%), the NW (57%) or the SW (62%)
- Be satisfied with the ability to speak with a dispatch operator in a timely manner (76%) vs. those in downtown (56%)
- Be satisfied with the amount of time it took for the taxi to arrive (91%) vs. those in downtown (74%), the SE (71%)

or the  
SW (75%)

## Downtown

- Have used taxi services on weekends (80%) vs. those in the NE (58%)
- Be likely to use taxi services over the next 12 months (87%) vs. those in the SE (68%)
- Use taxis for business (46%) or to get to the airport (61%) vs. those in the SE (23% and 31% respectively)
- Use taxis for pleasure (83%) vs. those in the NE (43%)
- Phone dispatch for immediate service (77%) vs. those in the NE (49%)
- Disagree that there are enough taxis to adequately serve citizens (70%) vs. those in the NE (52%)

## SW

- Be likely to use taxi services over the next 12 months (92%) vs. those in the SE (68%) and those in the NE (74%).
- Use taxis to get to the airport: (51%) vs. those in the SE (31%).
- Use taxis for pleasure (75%) vs. those in the NE (43%)
- Phone dispatch for immediate service (79%) vs. those in the NE (49%)
- Report having had issues with payment (41%) vs. those in the NE (25%)
- Agree that taxis should be allowed to apply a surcharge for any fares outside city limits (66%) vs. those in downtown (46%)

## SE

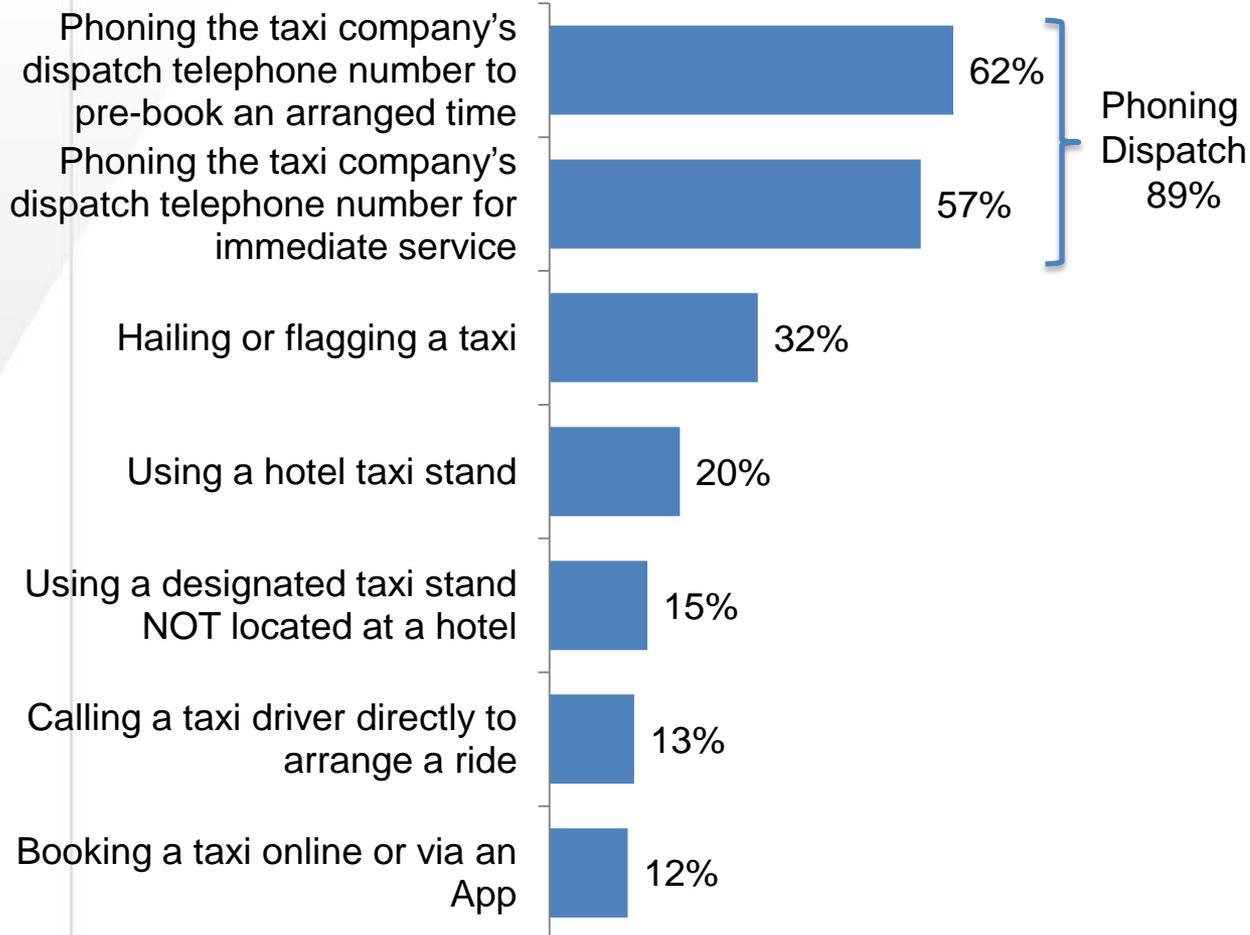
- Use taxis for pleasure (71%) vs. those in the NE (43%)



# Obtaining Taxi Services

# Method Used to Obtain Taxi Service

## - Multiple Responses Allowed -

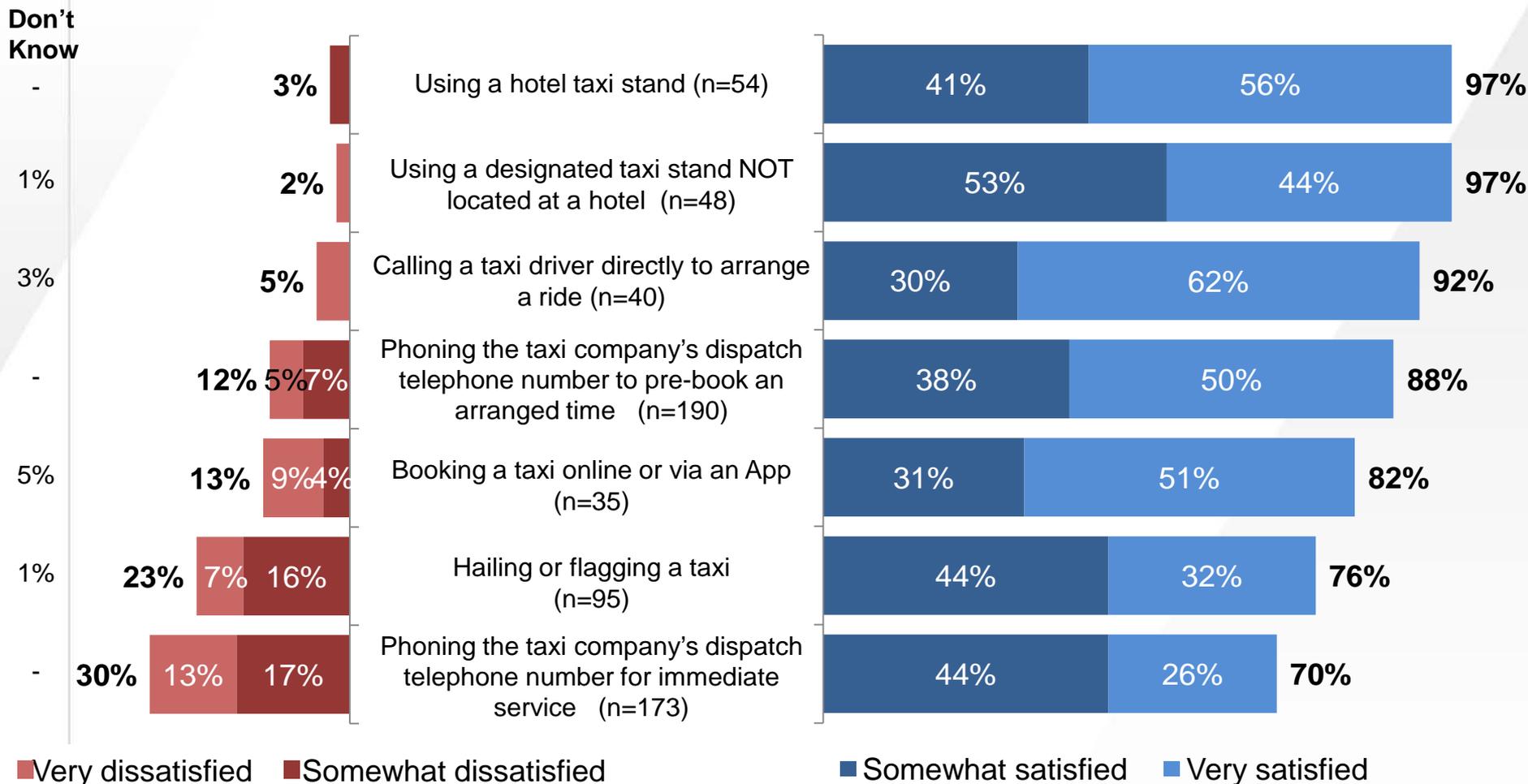


- Taxi users most commonly phone dispatchers (89%) to obtain a taxi, either via pre-booking a taxi (62%) or phoning dispatchers for immediate service (57%).
- In addition, one-third (32%) of taxi-users report having hailed a cab this past year, 20% say they have used a hotel taxi stand, and 15% have used a designated taxi stand NOT located at a hotel.
- As well, 13% of taxi users are participants of “code 8s” calling taxi drivers directly to arrange a ride.
- As a benchmark, 12% of taxi users have obtained taxi services via online bookings or a taxi App this part year.

Base: Calgarians who have used taxi services or accessible taxi services within the past year (n=303)

Q13. Thinking of the taxi services that you have used within the past year, which of the following methods did you use to obtain a taxi?

# Satisfaction with Method Used to Obtain Taxi Services



Base: Calgarians who have used each method within past year when obtaining a taxi  
Q14. How satisfied or dissatisfied are you with each of the methods you used to obtain a taxi within the past year?

# Satisfaction with Method Used to Obtain Taxi Services

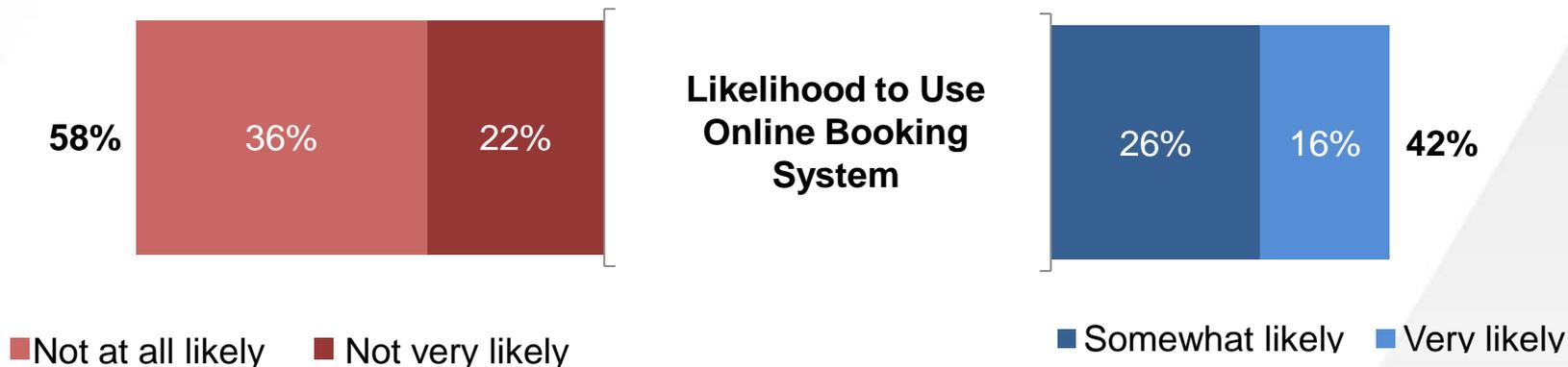
- The majority of taxi users are satisfied with all methods of obtaining a taxi.
- Satisfaction is widespread when obtaining taxi services at taxi stands, either at a hotel (97%), or at a designated taxi stand (97%).
- A large majority (92%) of taxi users is also satisfied with using the “Code 8” approach to arrange rides directly with taxi drivers.
- Further, 88% of taxi users are satisfied with pre-booking taxi services with dispatchers; however, a smaller majority (70%), are satisfied with calling dispatchers to obtain immediate service.
- More than 8-in-10 (82%) taxi users are satisfied with using online booking systems or an App, and roughly three-quarters (76%) are satisfied with hailing a cab when needing taxi services.



# Likelihood to Use Online Booking System

Don't Know

<1%



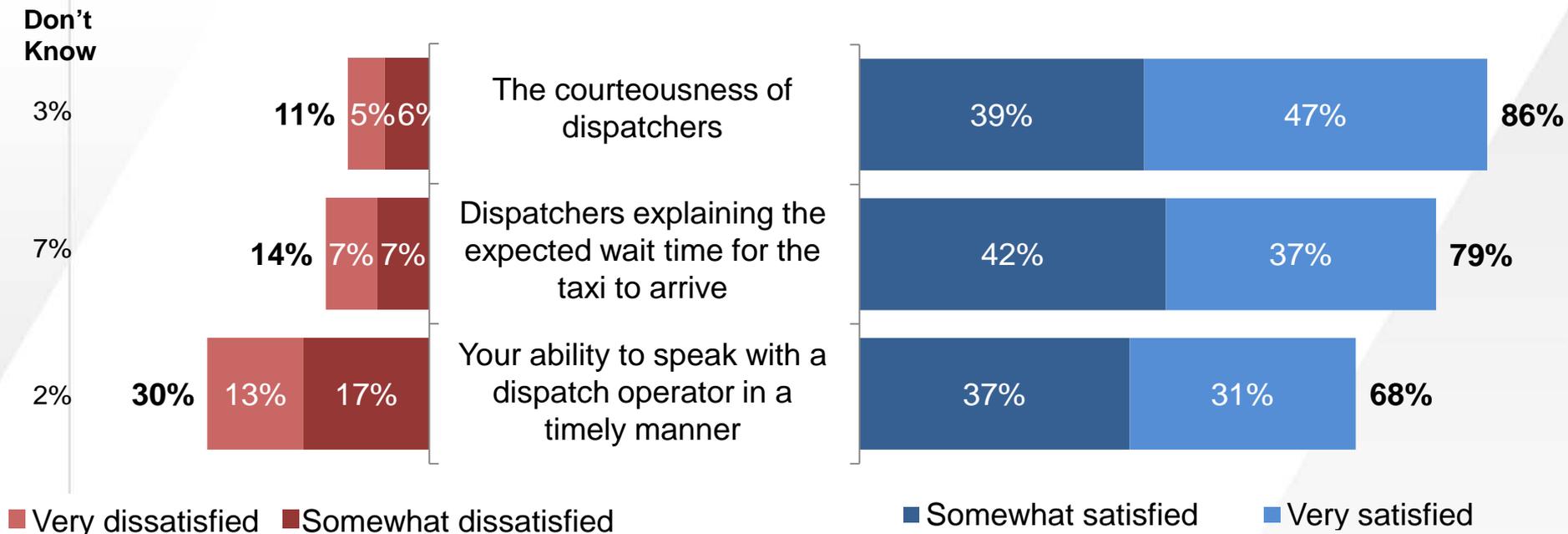
- A total of 12% of taxi users have obtained taxi services via online booking systems or an App this past year.
- In contrast, 42% of Calgarians who are likely to use taxi services next year would be likely to use an online booking system over the next year
- *Calgarians who are more likely to use an online taxi booking system include: those who use taxis for business; those 54 years of age or younger; and, those with an annual household income of \$100K or more*

Base: Calgarians who are very likely, somewhat likely, or not very likely to use taxi services or accessible taxi services over the next 12 months (n=369)  
Q15. How likely would you be to use online booking systems for taxi services in the next 12 months?



# Dispatchers

# Satisfaction with Dispatchers

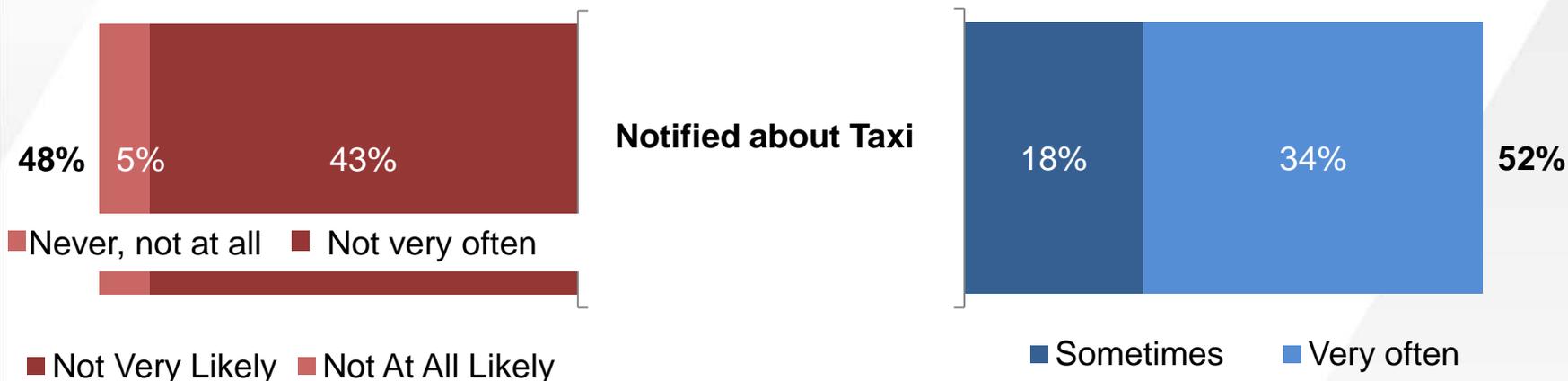


- Most (89%) taxi users work with dispatchers to obtain taxi services.
- The majority of these taxi users are satisfied with the courteousness of dispatchers (86%) and with dispatchers explaining the expected wait time for taxis to arrive (79%).
- Satisfaction is relatively lower (68%) for taxi users' ability to speak with a dispatcher in a timely manner
- *Weekday taxi users are generally more likely to be satisfied with dispatchers when compared to weekend taxi users.*

Base: Calgarians who phoned the company's dispatch telephone number within the past year (n=267)

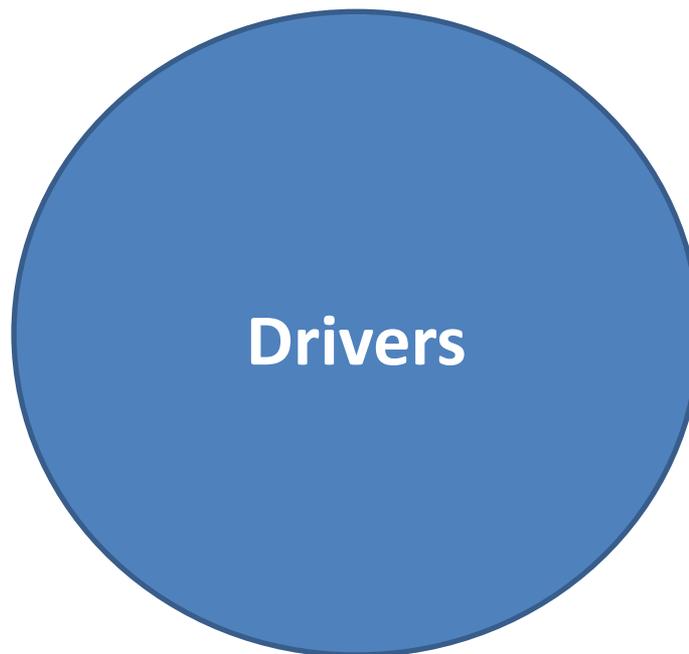
Q16A. Please now think of your overall experiences calling the company's dispatch telephone number this past year. How satisfied or dissatisfied are you with each of the following:

# Taxi Arrival Notification



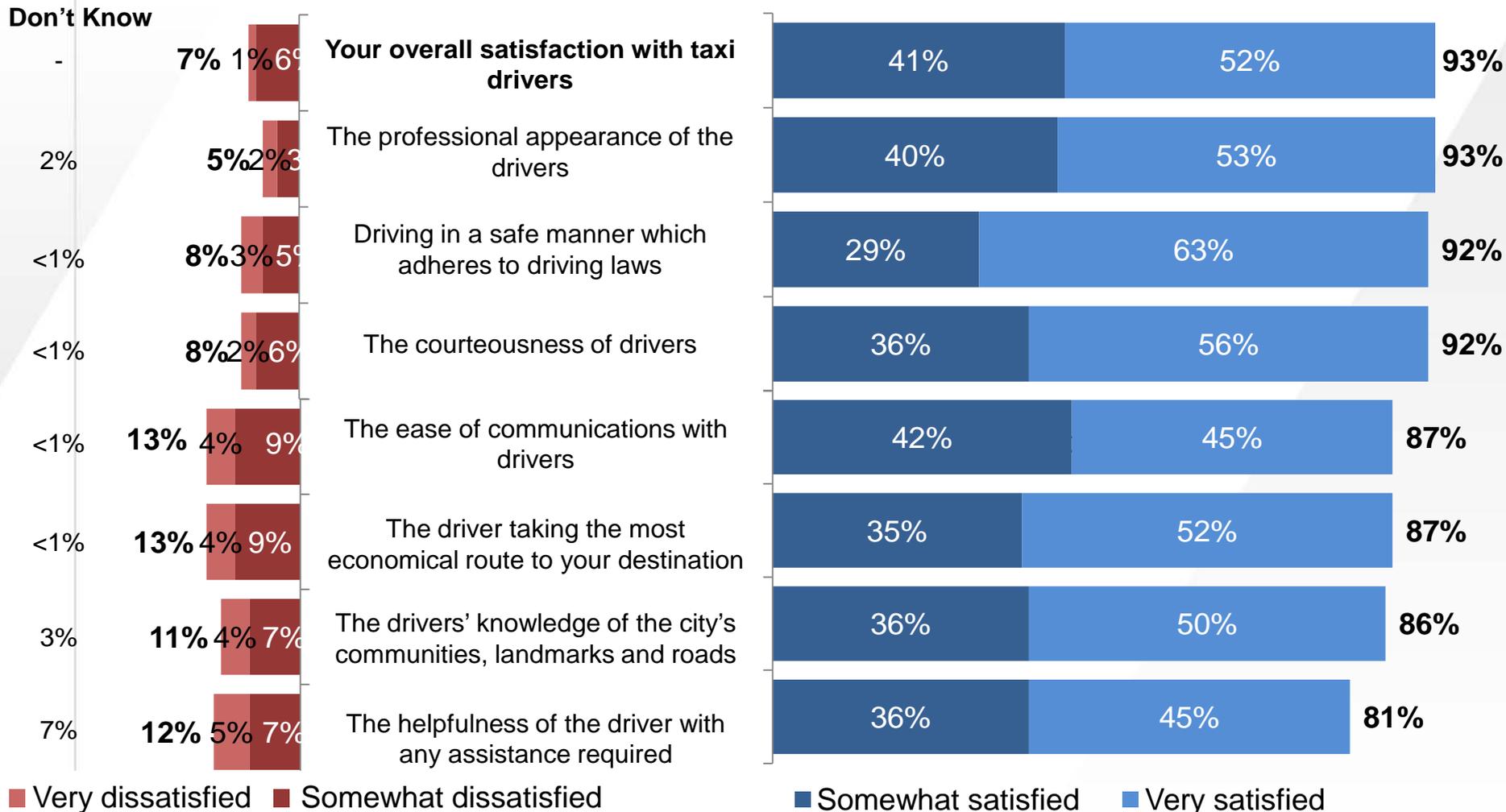
➤ Roughly one-third (34%) of those who arrange taxi services through dispatchers report that dispatchers often notified them upon their taxi's arrival and an additional 18% report that this "sometimes" occurred within the past year.

Base: Calgarians who phoned the company's dispatch telephone number within the past year (n=267)  
Q16B. Within the past year, how often did dispatch notify you close to or upon your taxi's arrival, if at all?



# Drivers

# Satisfaction with Drivers



Base: Calgarians who have used taxi services or accessible taxi services within the past year (n=303)

Q17. Please now think of your overall experiences with the taxi drivers you have had within the past year. How satisfied or dissatisfied are you with each of the following:

# Satisfaction with Drivers

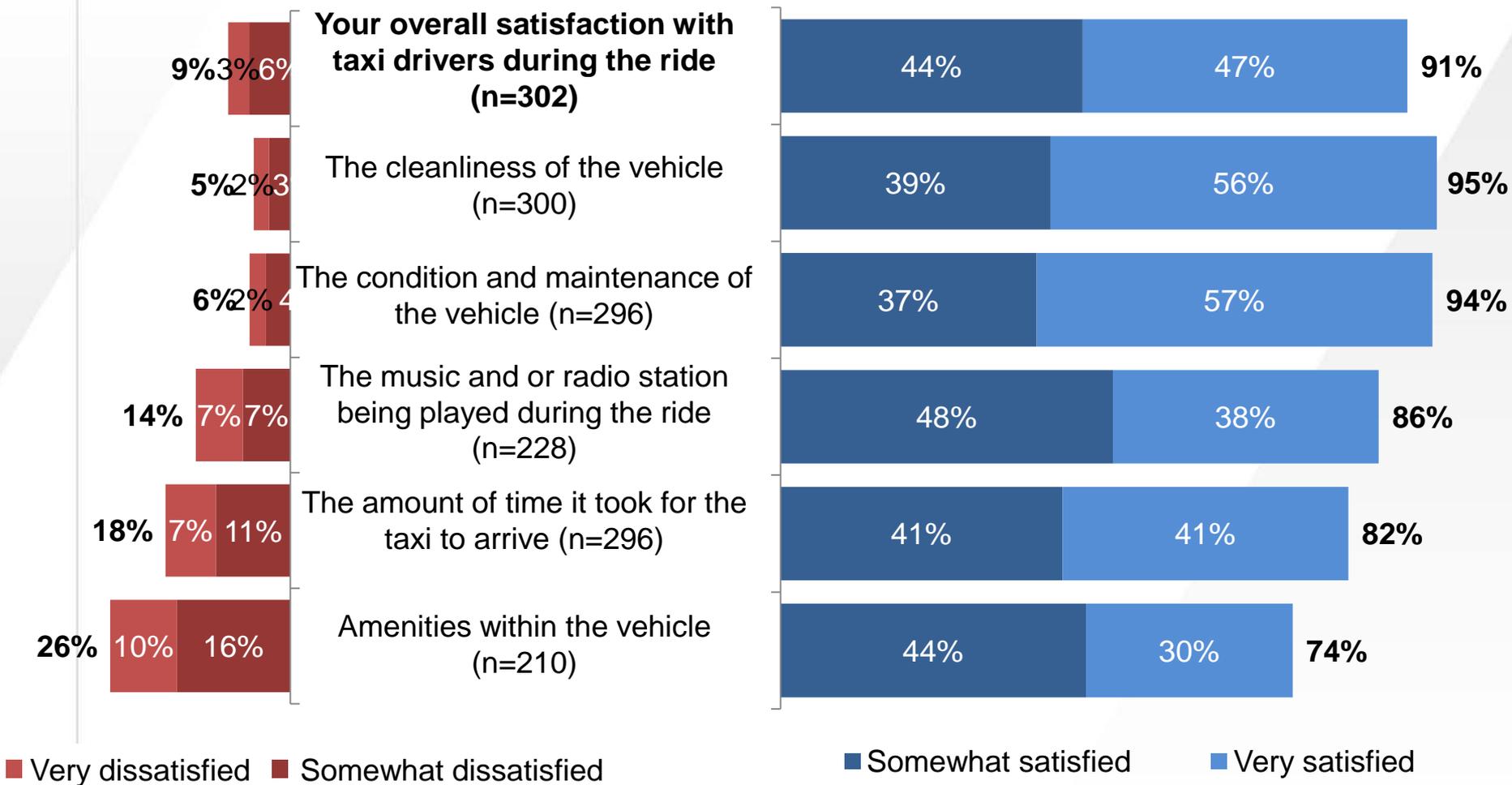
- Taxi drivers in Calgary are held in high regard by taxi users. Fully 93% are satisfied with taxi drivers.
- More than 9-in-10 taxi users are satisfied with the professional appearance of drivers (93%), with the safe manner in which they drive (92%), and with the courteousness of drivers (92%).
- A sizeable majority is also satisfied with the ease of communications with drivers (87%), with drivers taking the most economical routes (87%), and with drivers' knowledge of the city (86%).
- Further, 81% are satisfied with the helpfulness of drivers with any assistance required; however 7% did not know how to rate this, likely due to a lack of need for assistance.
- *Overall satisfaction with taxi drivers is higher among:*
  - *Those living downtown (100%) vs. those in the SW (88%)*
  - *Those who booked the cab online (100%) vs. those who called dispatch (92%) or hailed a cab (85%)*
  - *Weekday users are generally more satisfied with all aspects of their experience with drivers than are weekend users*





# Experiences During the Ride

# Satisfaction with Experiences with Drivers During the Ride



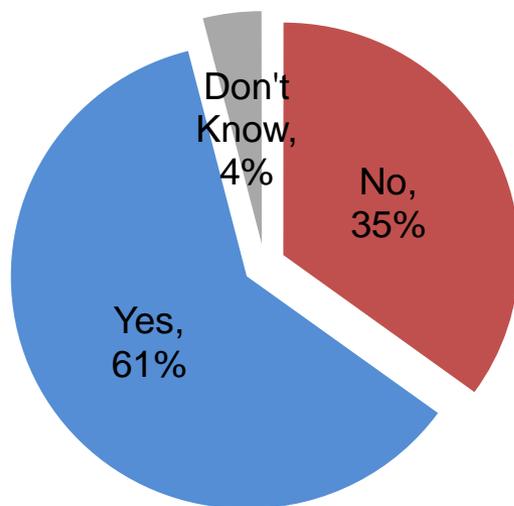
Base: Calgarians who have used taxi services or accessible taxi services within the past year – excluding N/A and Don't know respondents  
 Q18. Thinking of your overall experiences during the taxi rides that you have taken within the past year, how satisfied or dissatisfied are you with each of the following:

# Satisfaction with Experiences with Drivers During the Ride

- Overall, taxi users express strong satisfaction ratings for their various experiences during their taxi rides this past year.
- The vast majority are satisfied with the cleanliness of the vehicles (95%) and with the condition and maintenance of the vehicles (94%).
- Further, 86% are satisfied with radio stations played during the ride, and 82% are satisfied with the amount of time it took for the taxi to arrive.
- A smaller majority of taxi users (74%) are satisfied with the amenities in the vehicles.
- Overall, 91% are satisfied with the taxi drivers' conduct related to their ride.
- *Overall satisfaction with experiences with drivers during the ride is higher among:*
  - *Those who used taxis for business purposes (95%) vs. those who used taxi services to attend a social function (87%)*
  - *Weekday users are generally more satisfied with all experiences during their taxi rides than are weekend users*



# Driver's Cell Phone Usage



- Slightly more than 6-in-10 (61%) taxi users indicate that their driver used their cell phone or mobile device during their ride.

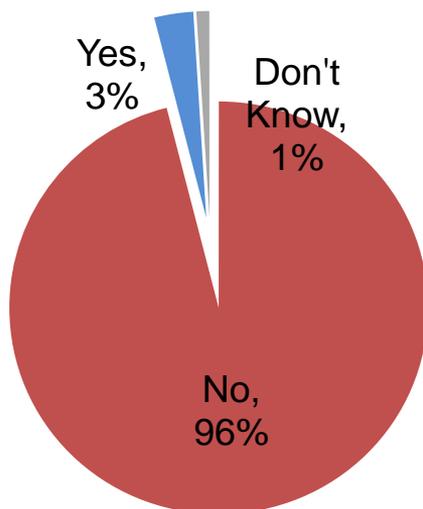


Base: Calgarians who have used taxi services or accessible taxi services within the past year (n=303)

Q19. During your taxi experiences over the past year, did any of your taxi drivers use their cell phones or mobile devices during your ride, even if using a hands-free option such as a Bluetooth?

# Refusal to Provide Service

## Have Been Refused Ride



- The vast majority (96%) of Calgarians have not been refused service by a driver within the past year.
- Only 3% of respondents indicate that they have been refused taxi services this past year.
- Reasons for refusal include having too many passengers for the taxi, the driver already being en route to another pick-up, improper forms of payment, and disagreements with routes taken.

Q20. During the past year, has a taxi driver ever refused to provide you with a ride?  
Base: All Calgarians (n=500)

## Verbatim Responses for Reason of Refusal

*"There were too many people."*

*"There were four people in the car and he said, 'no, you need a van'."*

*"Just because he must have been going somewhere else."*

*"There was another taxi first."*

*"They did not show up."*

*"Someone had already booked it."*

*"He was waiting for somebody else."*

*"He accused me of shouting on the phone and he refused to take me."*

*"I can't remember."*

*"I was out at a function and I had a taxi chit for Checker and we got into a taxi and it wasn't a Checker. As he was driving away he pulled over and told two women at 2:00 am to get out of the car because he could not accept that chit since it wasn't for his company."*

*"He was going to pick someone up already."*

*"I remember he dropped us off at a club and wanted us to call him back after he left. He requested an extra 20\$ from us for him to stay and wait for us to go wherever we wanted to go."*

*"Wrong route and told us to get out of the cab."*

*"It was during a busy time."*

*"The distance wasn't long enough."*

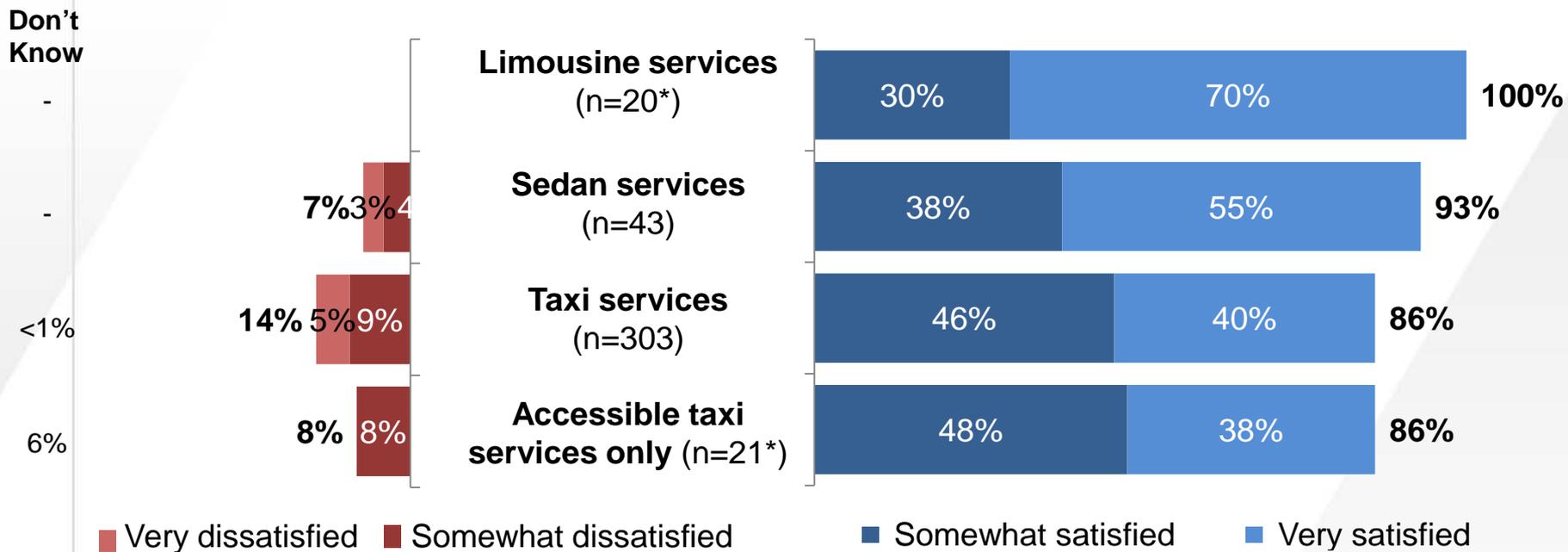
Q21. To the best of your recollection, for what reasons did the driver refuse to provide you with a ride?

Base: Calgaryans who have been refused a ride during the past year (n=16)



# Overall Satisfaction with Services

# Overall Satisfaction with Services



- Satisfaction is widespread for all types of “for hire” transportation services regulated by The City.
- All (100%) limousine customers are satisfied with the services they received this past year.
- A strong majority (93%) of sedan customers are also satisfied with their experiences.
- Further, 86% of customers are satisfied with both taxi and accessible taxi services this past year.

Base: Calgarians who have used the services over the past year

\*Small sample: interpret with caution

Q22. Overall, how satisfied or dissatisfied are you with the taxi services you received in Calgary over the past year?

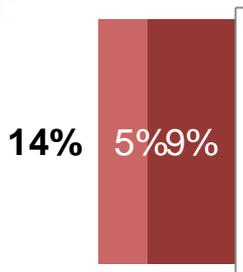
Q23. Overall, how satisfied or dissatisfied are you with the sedan services you received in Calgary over the past year?

Q24. Overall, how satisfied or dissatisfied are you with the limousine services you received in Calgary over the past year?

# Overall Satisfaction with Taxi Services

Don't Know

<1%



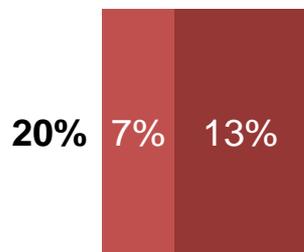
**Satisfaction with Taxi Services this Past Year**



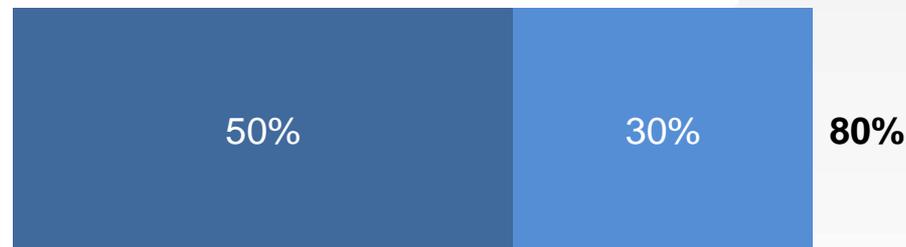
Base: Calgarians who have used taxi services or accessible taxi services within the past year (n=303)

Very dissatisfied Somewhat dissatisfied

Somewhat satisfied Very satisfied



**Satisfaction with Services Received in Late November – Early January**



Base: Calgarians who have used taxi services in Late November – Early January (n=212)

Very dissatisfied Somewhat dissatisfied

Somewhat Satisfied Very Satisfied

➤ Satisfaction is somewhat lower (80%) during the peak holiday season in late November to early January.

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

# Overall Satisfaction with Taxi Services - Profiling

## Overall satisfaction with taxi services is higher among:

- Those who use taxi services during the weekday during non-peak hours between 10am and 3pm (89%) vs. during the after work rush hours between 3pm and 7pm (76%)
- Those who often receive notification of the taxi's arrival (94%) vs. those who do not receive notification of the taxi's arrival (77%)
- Those who are satisfied with the driver (90%) vs. those who are dissatisfied (28%)
- Those who have not complained (88%) vs. those who have complained (33%)



\* Note: Small base



**Factors  
Influencing  
Overall  
Satisfaction  
with Taxi  
Services**

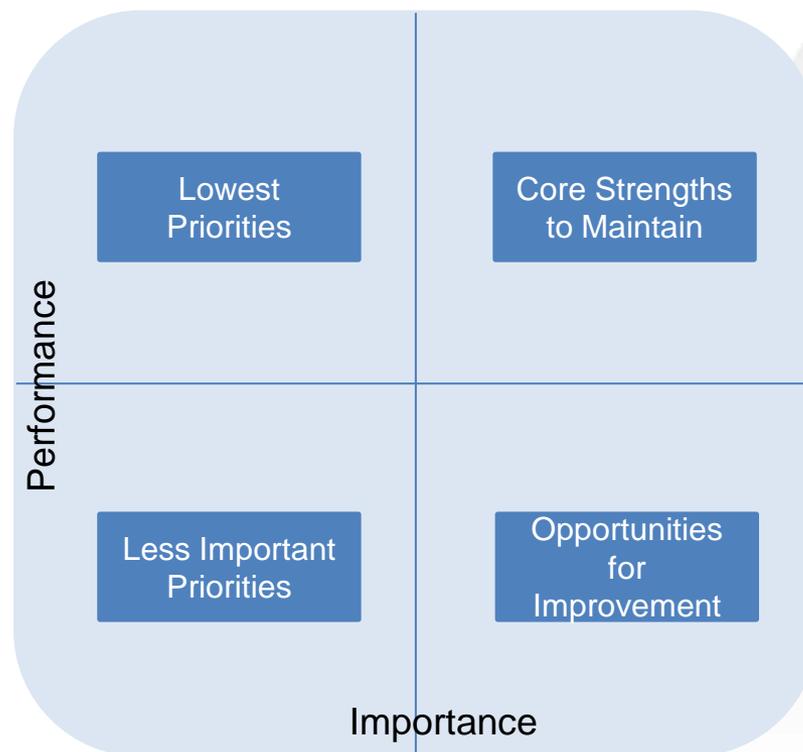
# Explanation of Key Driver Quadrant Analysis

## Purpose:

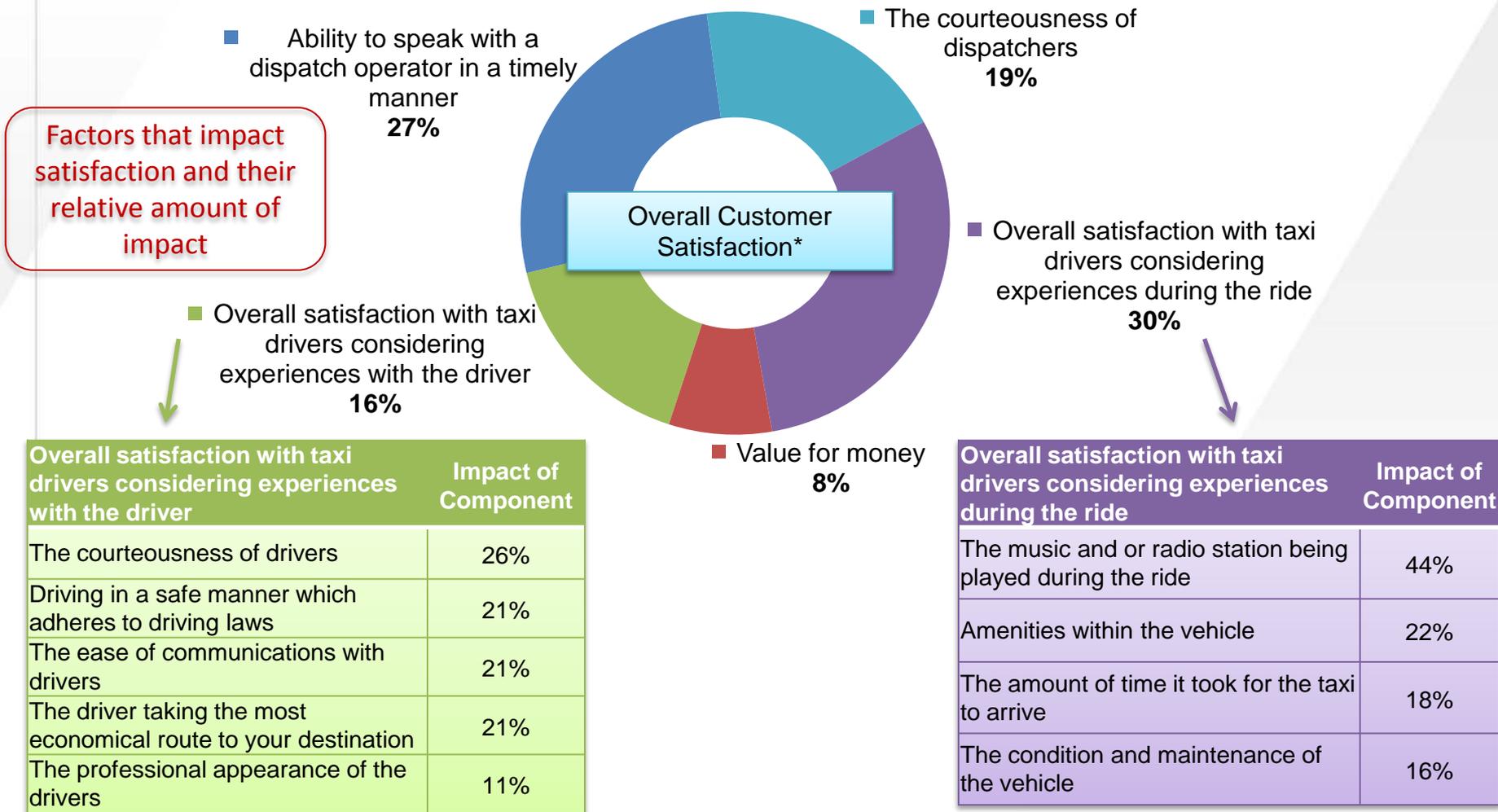
- Have the survey results explain more than 'satisfaction' scores
- Identify key strengths and opportunities for improvement

## Methodology:

- We analyze satisfaction scores (% satisfied) with individual aspects of service delivery against the 'overall' satisfaction score to create an index which determines the relative impact each service delivery area has upon overall satisfaction
- Results are plotted in a 'quadrant' chart to identify priorities. The most significant variables are plotted on the right side of the chart as they have the most influence on overall satisfaction.

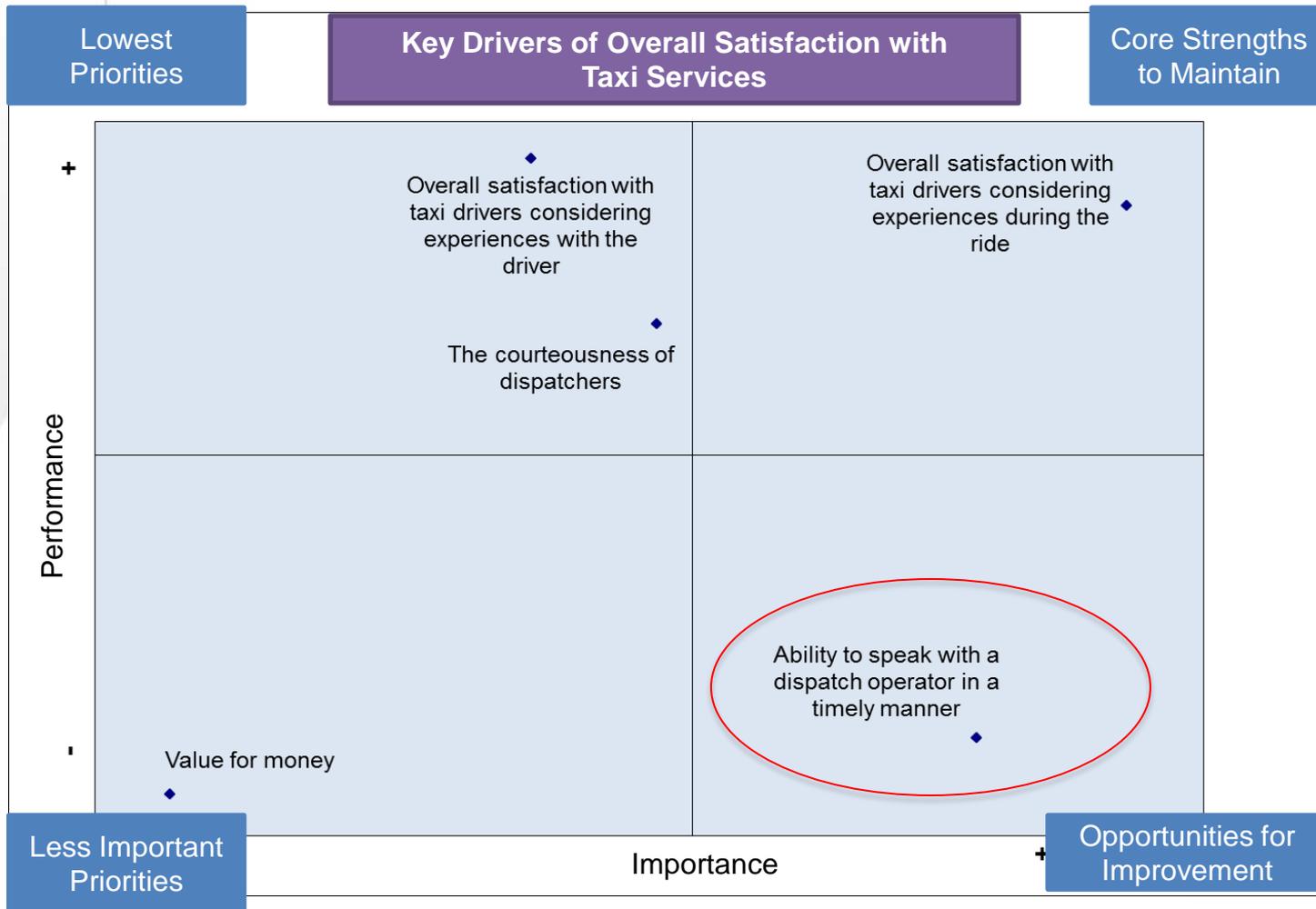


# Key Driver Analysis: Overall Satisfaction with Taxi Services



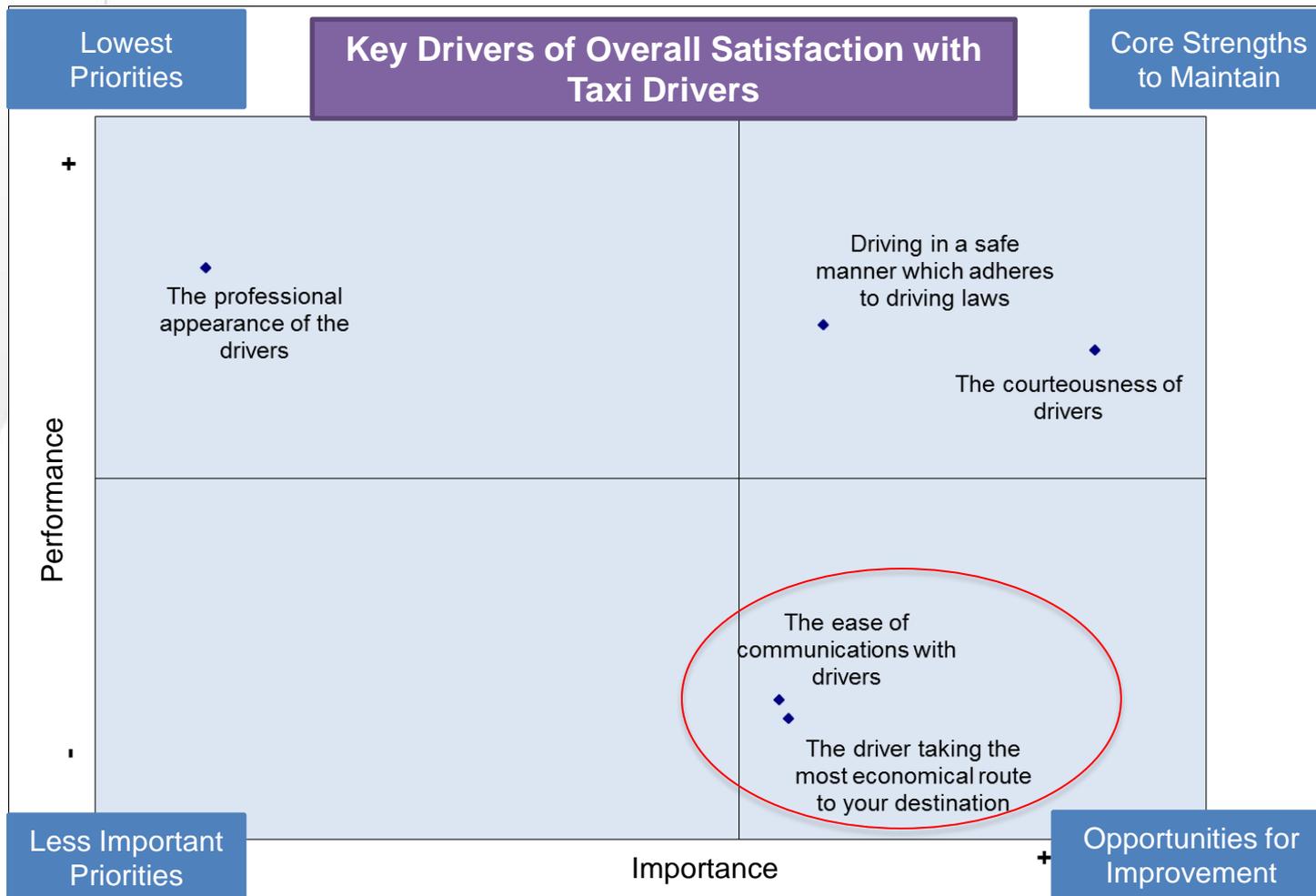
\*% represent the impact each component has on overall customer satisfaction. Only components with significant impact (at 90%) are included in the analysis.

# Key Driver Analysis: Overall Customer Satisfaction with Taxi Services



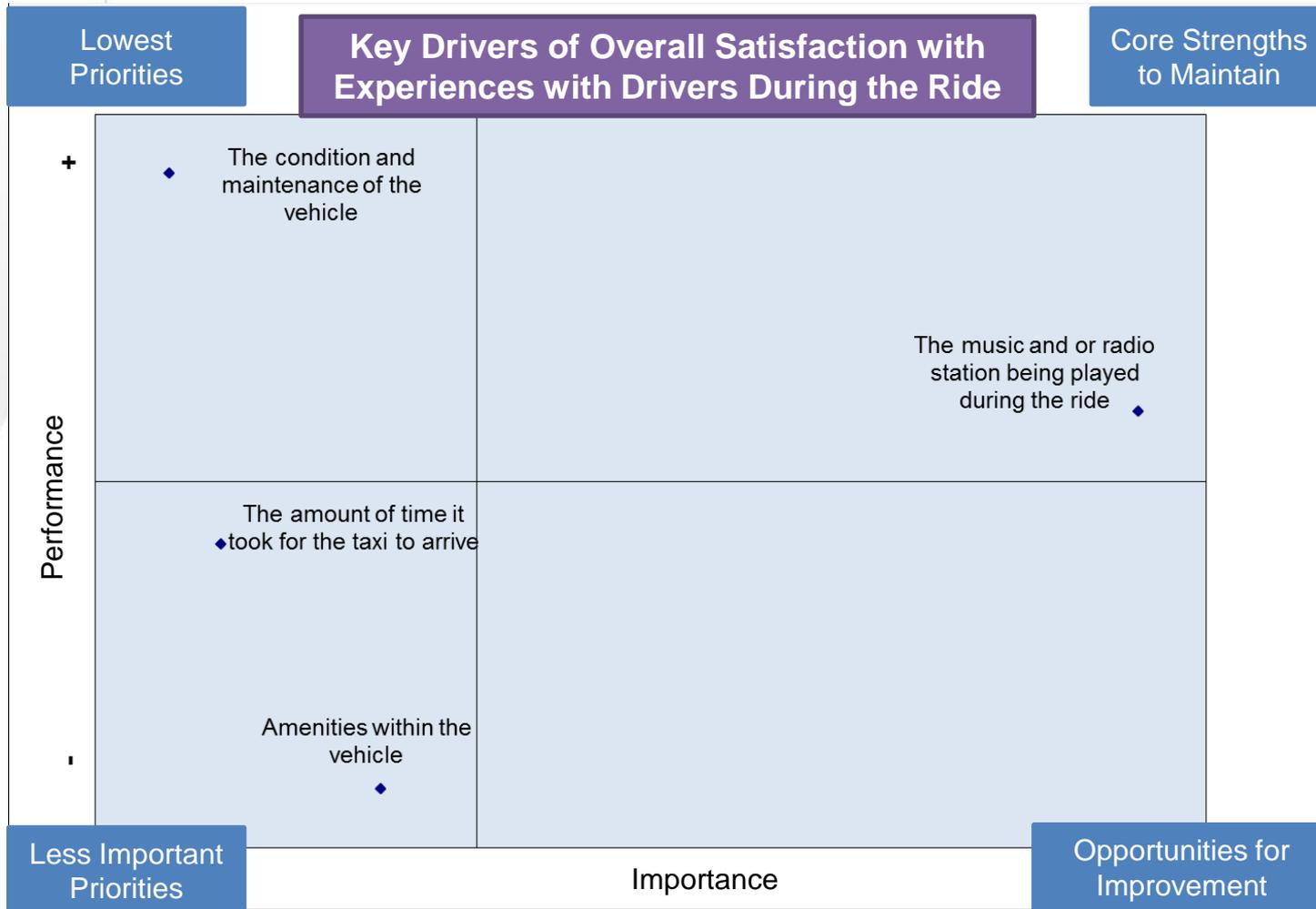
- Taxi drivers are currently executing their jobs well and need to keep their current high standards to maintain overall positive customer satisfaction ratings.
- In contrast, TLAC should focus on its recommendations to The City regarding methods to improve dispatchers' response times, as this is an area of importance to taxi users where there is room for improvement.

# Key Drivers: Overall Satisfaction with Taxi Drivers



- Taxi customers are highly satisfied with taxi drivers.
- Driving safely and being courteous are important traits of taxi drivers which need to be maintained.
- There is room for improvement with regards to the ease of communications with customers, as well as with ensuring that customers know that drivers are taking the most economical route to destinations.

# Key Drivers: Overall Satisfaction with Experiences with Drivers During the Ride

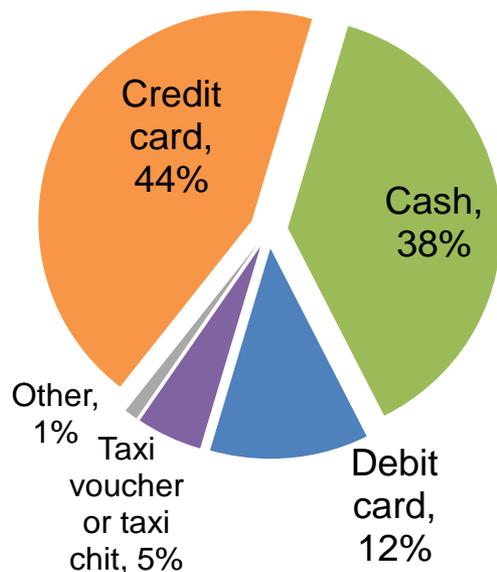


- Satisfaction with experiences with drivers during the ride is a key driver of overall satisfaction with taxi services and receives high ratings which need to be maintained.
- As such, attention to continue to ensure that radio stations meet customer preferences will assist in maintaining high levels of overall customer satisfaction.



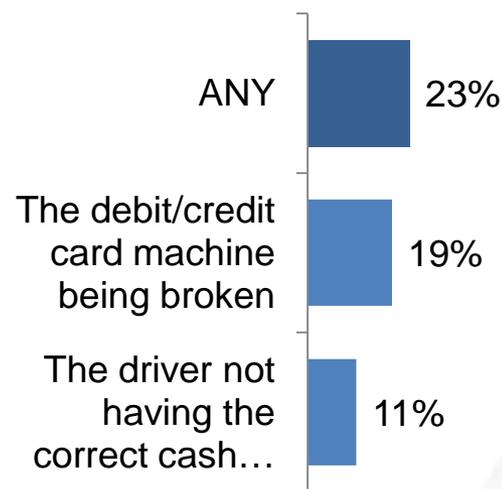
# Payment and Value

# Payment Options and Issues



- Taxi users pay for their taxi services primarily by credit card (44%) or cash (38%).
- A smaller proportion of taxi users pay their taxi fares via debit (12%) or by using taxi vouchers/chits (5%).

**During the past year, when paying for your taxi ride in Calgary, have you experienced:**



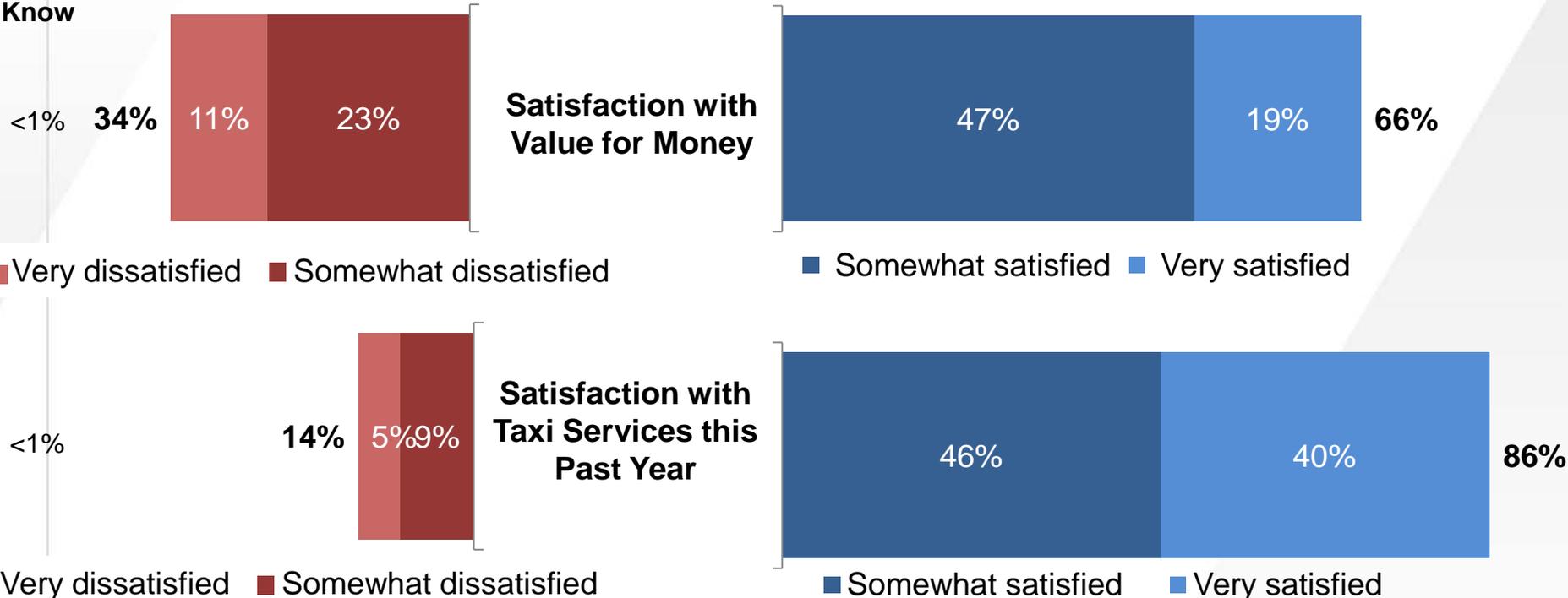
- Nearly one-quarter (23%) of taxi users report that they have experienced issues with the debit/credit machine (19%) and/or with the driver not having correct change for their payment (11%).

Base: Calgarians who have used taxi services or accessible taxi services within the past year (n=303)

Q25. Which one of the following payment options have you most often used when taking taxis in Calgary over the past year?

# Satisfaction with Value for Money with Taxi Services

Don't Know

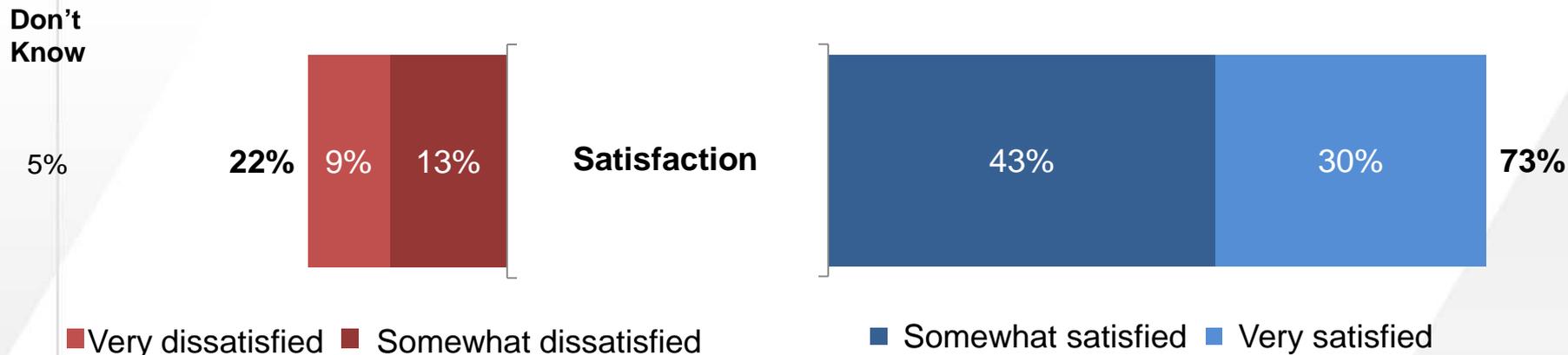


- Two-thirds (66%) of taxi users are satisfied with the value for money they received from their taxi rides this past year, including only 19% who are very satisfied with the value for money paid.
- Some price-sensitivity is at play, as taxi users are highly satisfied with the overall taxi services they received, but less satisfied with the value for money they received.

Base: Calgarians who have used taxi services or accessible taxi services within the past year (n=303)

Q27. Thinking of the price you paid for the taxi rides you have taken within the past year, how satisfied or dissatisfied would you say you are with the value for money that you received?

# Satisfaction with Value for Money with Sedans



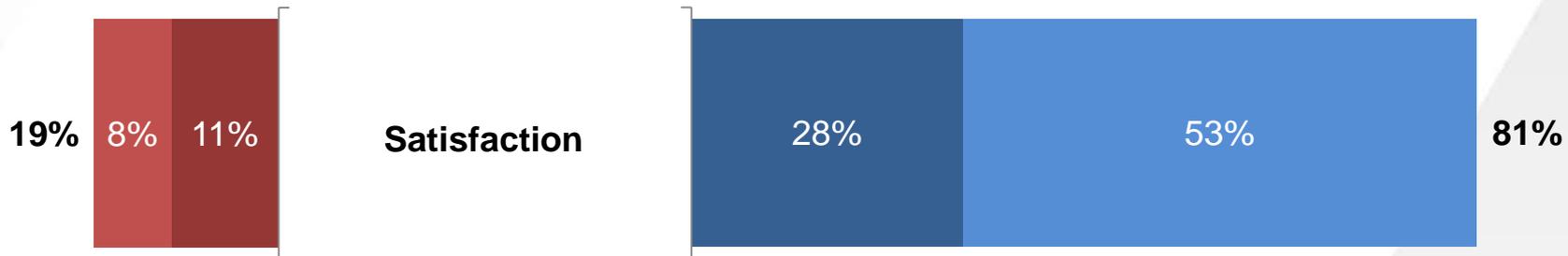
➤ Almost three-quarters (73%) of sedan users are satisfied with the value for money that they received, slightly higher than satisfaction for the value received for the price paid for taxi services (66%).

Base: Calgarians who have used sedan services within the past year (n=43)

Q28. Thinking of the price you paid for the sedan rides you have taken within the past year, how satisfied or dissatisfied would you say you are with the value for money that you received?

# Satisfaction with Value for Money with Limousine Services

Don't Know



■ Very dissatisfied  
 ■ Somewhat dissatisfied  
 ■ Somewhat satisfied  
 ■ Very satisfied



- The majority (81%) of limousine users are satisfied with the value for money that they paid for their limo services this past year.
- Notably, more than one-half (53%) are **very** satisfied, compared to 30% for the value paid for sedan services and to 19% for the value paid for taxi services.

Base: Calgarians who have used limousine services within the past year (n=20\*)

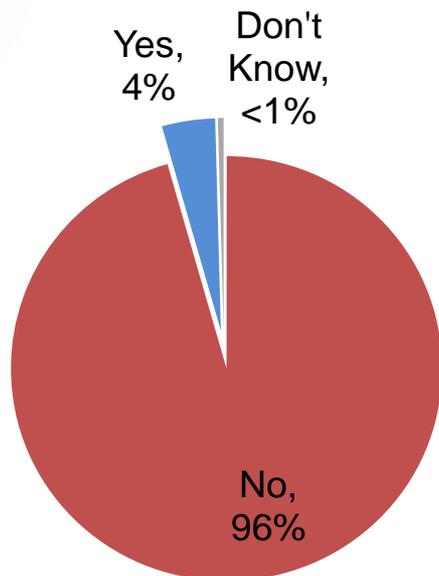
\*Small sample: interpret with caution

Q29. Thinking of the price you paid for the limousine rides you have taken within the past year, how satisfied or dissatisfied would you say you are with the value for money that you received?



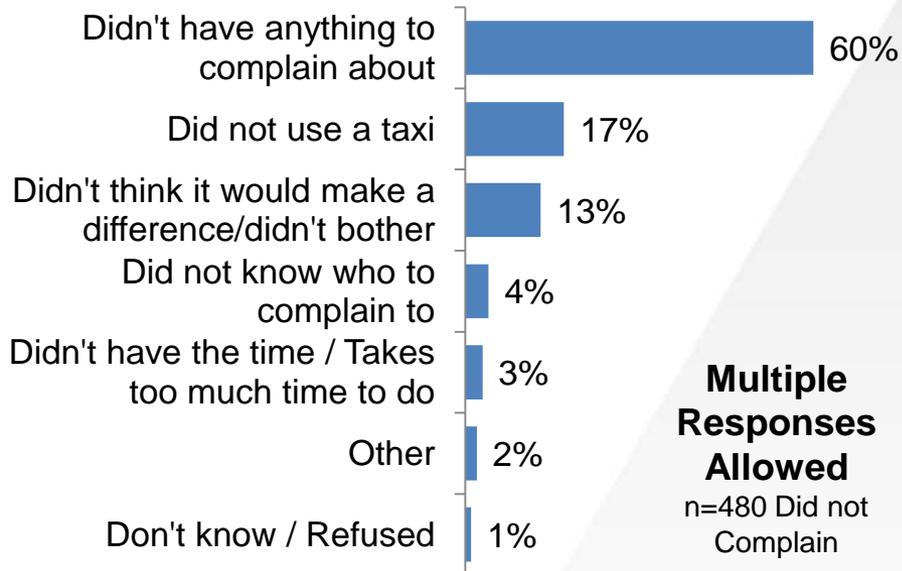
# Complaints

# Complaints



- Most (96%) Calgarians have not made a complaint about taxi services in Calgary this past year.
- Only 4% indicate that they have made a complaint about the taxi services they received.

## Why did you not make a complaint?

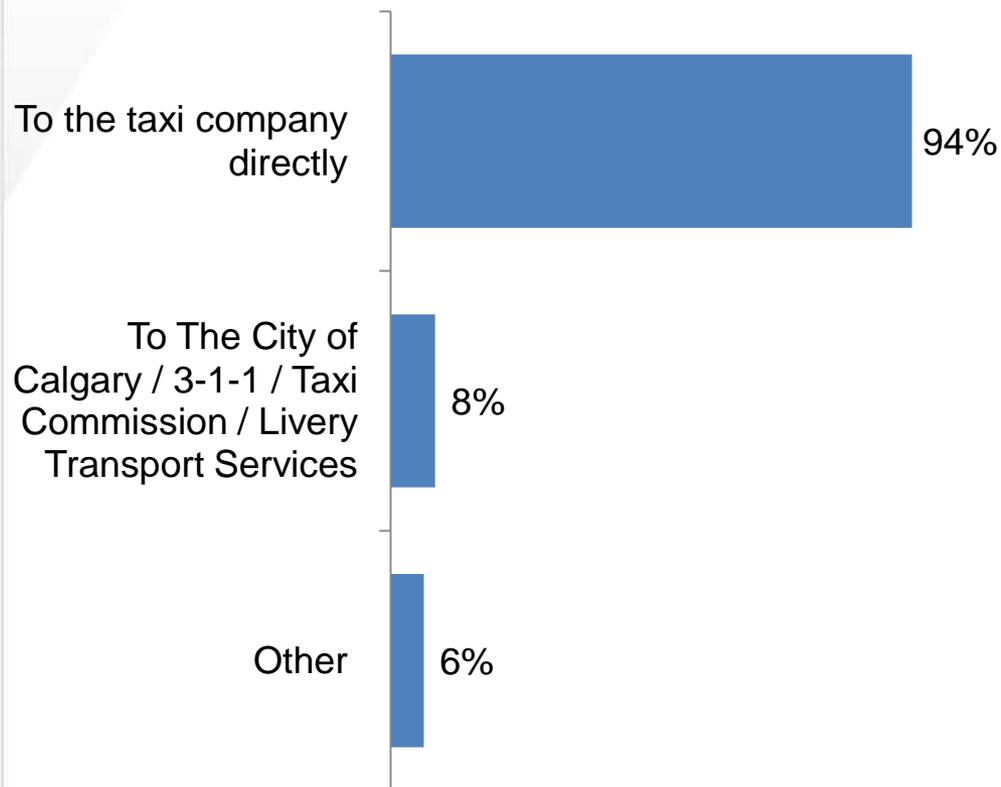


- Many respondents (60%) indicate they did not have any complaints.
- However, not all taxi customers experiencing issues are making complaints, reporting that they didn't think it would make a difference (13%) or that they didn't know to whom to complain (4%).

Base: All Calgarians (n=500)  
Q30A. Within the past year, have you made a complaint about taxi services in Calgary?

# To Whom the Complaint was Made

## - Multiple Responses Allowed -



- Among the few taxi users who did make a complaint about taxi services in Calgary within the past year, nearly all (94%) indicate that they made the complaint to the taxi company directly.
- Only 8% of respondents contacted The City (311) to file a complaint.
- These results suggest that there is an opportunity to educate taxi customers about how and to whom a complaint should be filed about taxi services in Calgary.

Base: Calgarians who made a complaint about taxi services in Calgary within the past year (n=17\*)  
\*Small sample, interpret with caution  
Q31. To whom did you make the complaint?

# Selected Verbatim Descriptions of Complaints

*"A driver refused to take me for a short ride."*

*"The taxi never turned on his meter, so at the end of the ride, the taxi driver charged me more than he was supposed to."*

*"Foreigner, did not speak English well."*

*"It was something about him going the long way around when he could have easily taken a shorter route."*

*"He was late. There was a rotten smell in the cab. He was speaking different languages on his phone. He wasn't listening to me. He said he was too late to change lanes. He cheated me out of money because he didn't have any change."*

*"The lack of courtesy and the driving ability."*

*"Taxi not showing up."*

*"Driver didn't know left from right, and the ride cost more than it should have."*

*"The seatbelts weren't working; the seats were bad; smelled of smoke and he didn't speak English and had loud music."*

Descriptions of complaints relate to the following:

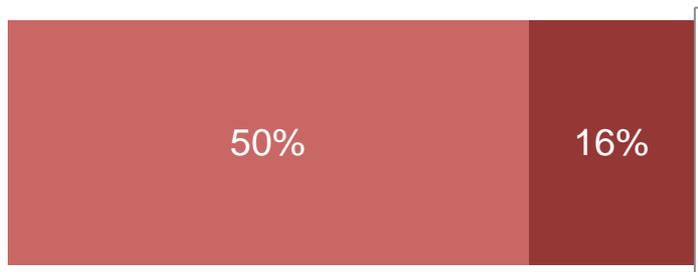
- Being refused a ride
- Payment option issues (i.e. machines out of order, lack of change)
- Drivers taking routes that may not be the most economical
- Communications issues
- Vehicle conditions
- Safety issues
- Taxis not showing up.

Base: Calgarians who made a complaint about taxi services within the past year (n=17)  
Q32. Could you please briefly describe what your complaint was about?

# Satisfaction with Complaint Resolution

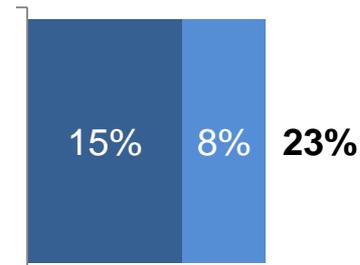
Don't Know

11% 66%



Very dissatisfied Somewhat dissatisfied

Satisfaction



Somewhat satisfied Very satisfied

- Less than one-quarter (23%) of taxi users who made a complaint about taxi services within the past year are satisfied with the resolution to their complaint.
- In context, however, most complaints were made to the company directly, rather than to The City.

Base: Calgarians who made a complaint within the past year (n=17\*)

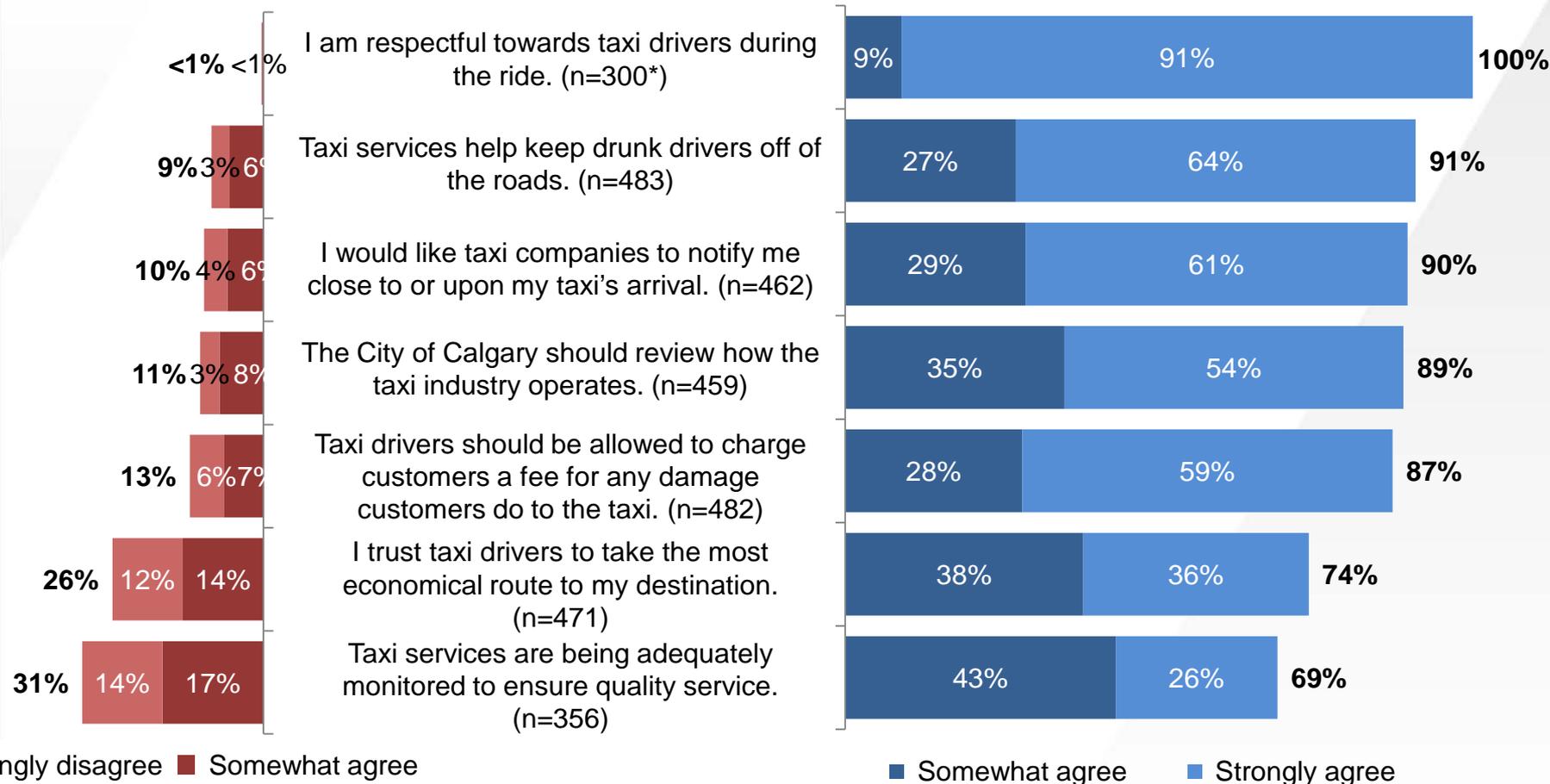
Small sample: interpret with caution

Q31. To what extent were you satisfied or dissatisfied with the outcome or resolution to your complaint? Would you say you were:



# Attitudes Towards Taxi Services in Calgary

# Attitudes Towards Taxi Services in Calgary – 1 of 2

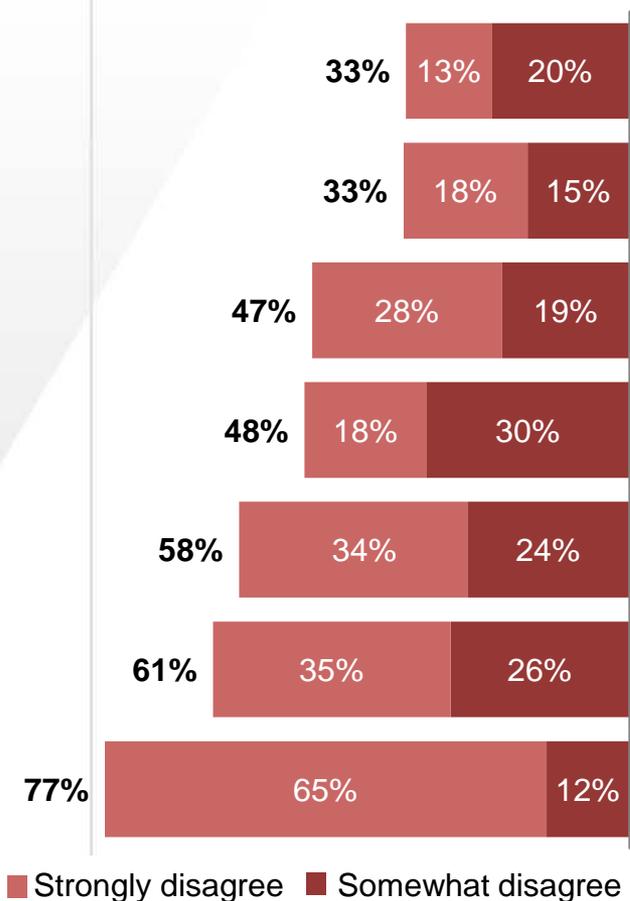


Base: All Calgarians excluding don't know and N/A respondents

\*Base: Calgarians who have used taxi services or accessible taxi services within the past year excluding don't know and N/A respondents

Q34. I'm now going to read you a series of statements about taxi services in Calgary. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

# Attitudes Towards Taxi Services in Calgary – 2 of 2



Taxi service in Calgary is consistent regardless of which company you use. (n=384)

Taxis should be allowed to apply a surcharge for any fares outside of City limits. (n=453)

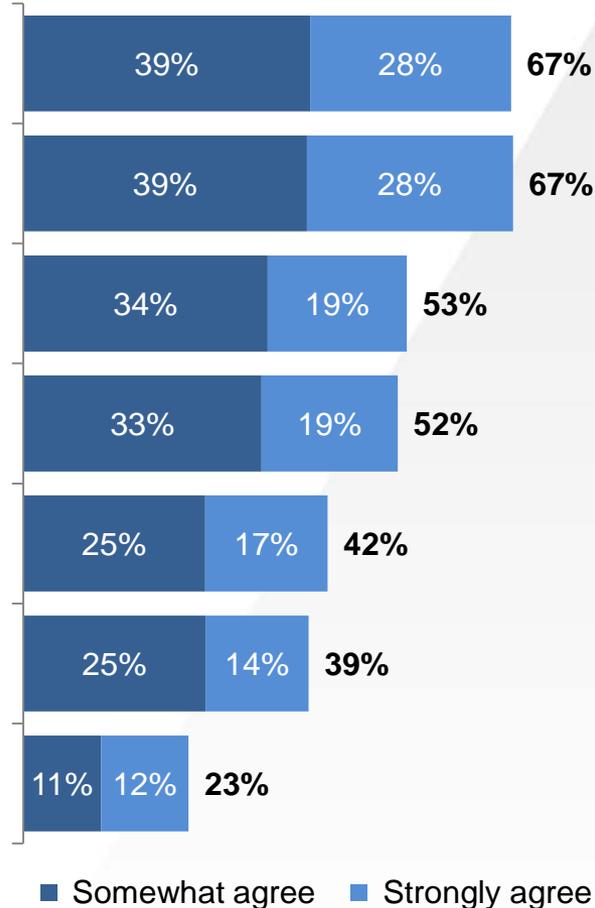
I am aware of how taxi services are regulated in Calgary. (n=451)

Taxi drivers rely too much on GPS to get me to my destination. (n=269\*)

There are enough taxis in Calgary to adequately serve citizens. (n=432)

I would like more information about how taxi services operate in Calgary. (n=465)

During busy times, I order more than one taxi and take the first one that arrives. (n=275\*)



Base: All Calgarians excluding don't know and N/A respondents

\*Base: Calgarians who have used taxi services or accessible taxi services within the past year excluding don't know and N/A respondents

Q34. I'm now going to read you a series of statements about taxi services in Calgary. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each one.

# Attitudes Towards Taxi Services in Calgary

- All (100%) Calgarians agree that they are respectful towards taxi drivers during their ride. Nonetheless, almost one-quarter (23%) of respondents admit that they abuse the dispatch system by ordering more than one taxi during busy times and taking the first one that arrives, particularly among males and those aged 18-34 years.
- Further, the vast majority (91%) agree that taxi services help to keep drunk drivers off the roads (91%), and in context, many taxi users are purposely taking taxis to attend social events.
- Most (90%) respondents would like taxi companies to notify them close to or upon their taxi's arrival, yet only 34% of taxi users report that this is currently consistently happening.
- A sizeable majority (89%) feels that The City of Calgary should review how the taxi industry operates (89%), yet only 53% are aware of how taxi services are regulated in Calgary. Despite low awareness of how taxi services are regulated, not all (39%) Calgarians desire further information about how taxi services operate in Calgary, and the majority (69%) perceive that taxi services are being adequately monitored to ensure quality service. Those who want more information about taxi operations include respondents aged 18-34 years.
- With respect to potential elements of the Drivers' Bill of Rights, 87% of respondents agree that taxi drivers should be able to charge customers a fee for any damage done to the vehicle, and 67% agree that a surcharge should be applied for fares outside of city limits.
- Almost three-quarters (74%) of Calgarians express trust in taxi drivers to take the most economical route to their destination and 52% feel that taxi drivers rely too much on GPS. However, among taxi users specifically, trust is higher with 87% expressing satisfaction with the driver taking the most economical route during their rides.
- Roughly two-thirds (67%) of respondents believe that taxi services are consistent among Calgary's taxi companies, and 58% **disagree** that there are enough taxis in Calgary.

# Taxi Usage Outside Calgary

## Have Taken Taxi in Other Canadian Urban Centre

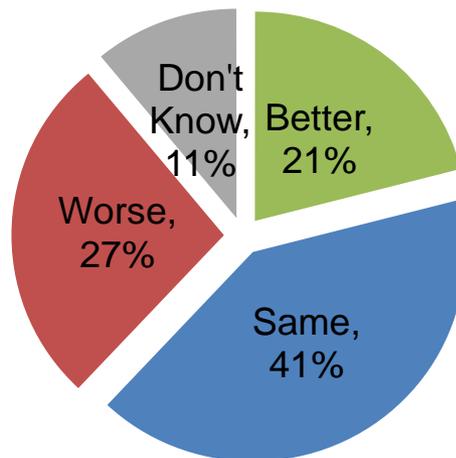
31%



Yes

Base: All Calgarians (n=500)

## Service was...

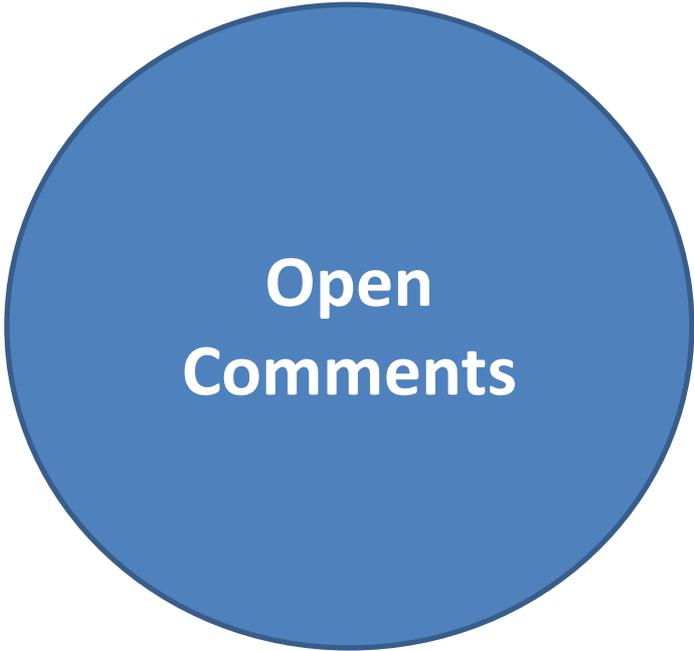


Base: Calgarians who have taken taxis in other Canadian urban centres outside of Calgary (n=157)

- Within the past year, nearly one-third (31%) of Calgarians have taken a taxi in another Canadian urban centre.
- Among these Calgarians, 41% feel that the service they received was the same as they have received in Calgary, while over one-quarter (27%) feel it was worse, and 21% feel it was better.
- As a net result, an overall 6% of those who have taken taxis in other Canadian urban centres feel that taxi services in Calgary are worse.

Q35. Within the past year, have you taken taxis in other Canadian urban centres outside of Calgary?

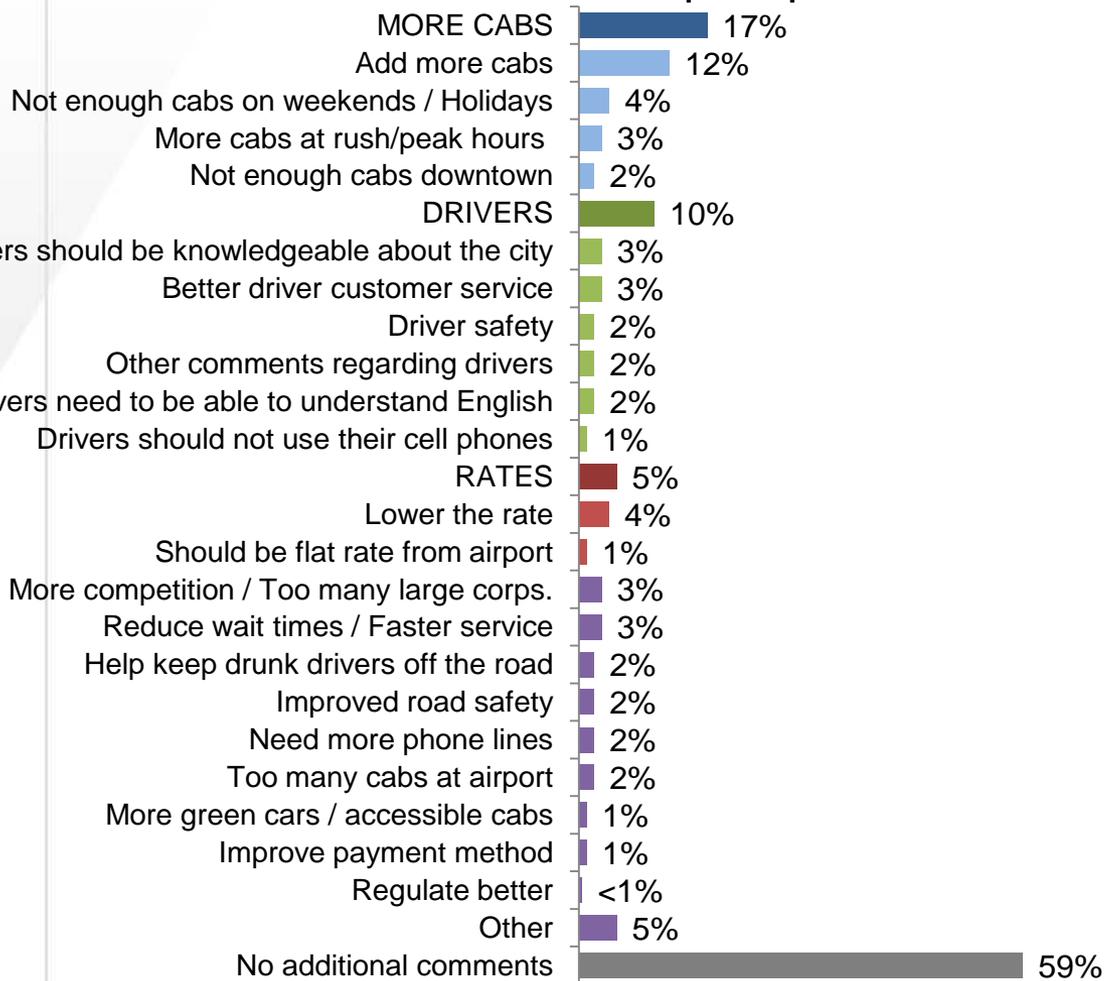
Q36. Would you describe taxi services in Calgary as being better, the same, or worse than taxi services you received in other Canadian urban centres?



# Open Comments

# Open Comments

- Multiple Responses Allowed -



- The majority (59%) of Calgarians did not offer any other comments regarding taxi services.
- Among those who did offer additional comments, common themes relate to requests for more cabs, especially during peak hours.
- Others provide comments related to drivers, including a desire for drivers to be more knowledgeable about the city, to drive more safely, and to improve communications.
- In addition, certain respondents feel that taxi fares are too expensive.

Base: All Calgarians (n=500)

Q37. What additional comments or advice, if any, do you wish to provide The City of Calgary regarding taxi services in Calgary?

## Open Comments – Selected Verbatim Responses

*“Really the only thing is that they need more taxis and they need to spread out better. Like at the airport, there are more taxis and in some other places, there are not enough.”*

*“They need more taxis during peak drinking hours like weekends and big party nights like New Years Eve.”*

*“I would want them to monitor taxis more because they charge more than they are supposed to.”*

*“Improve the communication between the customer and the taxi company . Send notifications if your drivers will be late, for example.”*

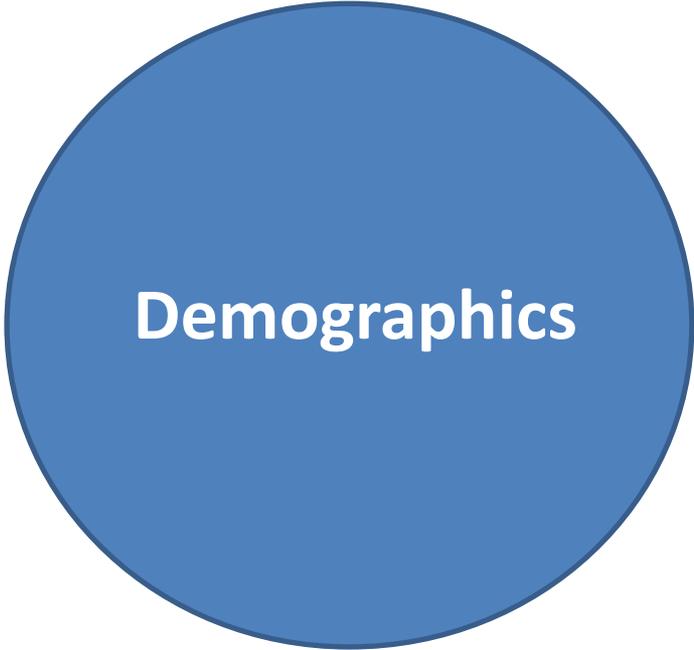
*“Better driver training and customer service training. Better conflict resolution between customers and drivers.”*

*“More taxis are needed. Also, faster service as we are always being put on hold too long with dispatch services.”*

*“There should be more room for independent drivers. There are too many big groups.”*

Base: All Calgarians (n=500)

Q37. What additional comments or advice, if any, do you wish to provide The City of Calgary regarding taxi services in Calgary?



# Demographics

# Demographics

	Calgarians (n=500)
<b>Gender</b>	
Male	49%
Female	51%
<b>Age</b>	
18 - 24 years	10%
25 - 34	23%
35 - 44	19%
45 - 54	20%
55 - 64	14%
65 years of age or older	13%
Prefer not to answer	1%
<b>Quadrant of Residence</b>	
Downtown Core, including the Beltline area	4%
Northwest	25%
Northeast	20%
Southeast	24%
Southwest	27%
Prefer not to answer	<1%

	Calgarians (n=500)
<b>Vehicle Access</b>	
Yes	90%
No	10%
Prefer not to answer	<1%
<b>Member of Car-sharing</b>	
Yes	5%
No	95%
<b>Income</b>	
Less than \$40,000	12%
\$40,000 to less than \$60,000	9%
\$60,000 to less than \$80,000	9%
\$80,000 to less than \$100,000	9%
\$100,000 to less than \$120,000	8%
More than \$120,000	28%
Prefer not to answer	25%