

HOLIDAY OMNIBUS REPORT

SUMMARY

The results of the 2013 holiday season omnibus survey *Satisfaction with Taxi Services in Late November 2013/Early January 2014* are released (Attachment). Of the 212 online panellists who had used taxi services during the period in question, 80 per cent indicated that they were satisfied with the taxi services received.

BACKGROUND INFORMATION

Please refer to the subcommittee's phase 1 report for background. This report was presented at the February meeting of TLAC (TLAC2014-06 Customer Satisfaction Subcommittee Phase I Report).

INVESTIGATION

The TLAC customer satisfaction subcommittee research plan calls for conducting two omnibus surveys to measure post-holiday and post-Stampede satisfaction in addition to the comprehensive telephone survey planned for spring 2014 in order to compare seasonal satisfaction with a base period.

STAKEHOLDER ENGAGEMENT OR RESEARCH CONDUCTED

A total of 502 panellists participated in a web-based survey via Leger's Calgary online omnibus survey. The sample was weighted to represent the normal distribution of Albertans as reported by Statistics Canada. The survey was conducted between January 20 and 23, 2014. 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.

CURRENT AND FUTURE FINANCIAL IMPACTS

None. The omnibus survey is included in the approved budget for the customer satisfaction work.

RECOMMENDATIONS FOR TLAC TO CONSIDER

To receive this report for information.

ATTACHMENTS

Satisfaction with Taxi Services in Late November 2013/Early January 2014

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