



# Satisfaction with Taxi Services Post-Holiday Results January 2017

Prepared for The City of Calgary by:



Contact:

Ian Large  
Vice President  
Leger

780.423.0708  
ilarge@leger360.com

808 – 4<sup>th</sup> Ave SW, Suite 1000  
Calgary, AB  
T2P 3E8



## Context & Objectives



# Context & Objectives

Livery Transport Advisory Committee (LTAC) has been mandated to conduct citizen satisfaction research regarding taxi and limousine services in Calgary. As part of the research program, LTAC sought to evaluate taxi users' satisfaction during peak taxi usage periods, such as post-Stampede and the post - Christmas holiday season. In addition, LTAC 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 Stampede evaluation in July 2015 and July 2016. 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 January 2017 post- Christmas-holiday, compared to results from previous evaluations\*.*

LTAC decided to expand the post-holiday survey this year by including questions around the usage and satisfaction of Transport Network Companies/rideshare services.

*\* There were three fuller 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.*





# Methodology



# Methodology

## How

- Data were collected for 884 Calgarians, including 500 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.

## When

- The survey was conducted between Dec 30<sup>th</sup> 2016 and Jan 5<sup>th</sup>, 2017 (post-holiday).
- Results in this report are compared to findings from surveys conducted in the previous years, wherever applicable.

## 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-holiday season we were interested in evaluating.*



## Summary of Results





# Post-Holiday Results



**Taxi Users in Calgary used Taxi services for 3 trips, on average**



**Majority (90%) taxi users satisfied with service, an upward trend since January 2016**



**Rideshare service users in Calgary used Ridesharing services for 4 trips, on average**



**High majority (96%) rideshare users satisfied with service**

Why?

GET HOME 

 AIRPORT

GO TO... 

HOLIDAY PARTIES

 SOCIAL FUNCTIONS

Why?

GET HOME 

GO TO... 

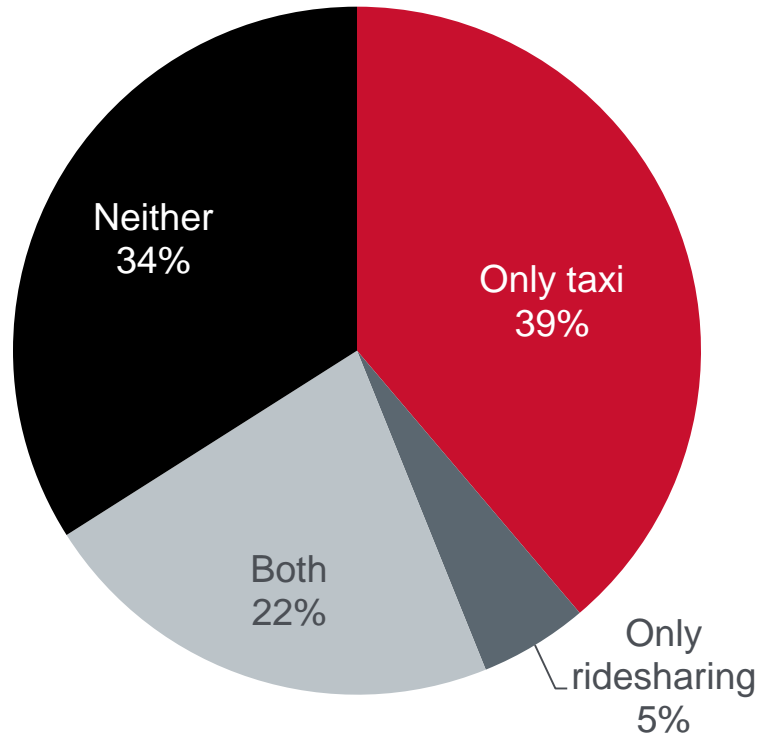
SOCIAL FUNCTIONS

 HOLIDAY PARTIES



## Detailed Results





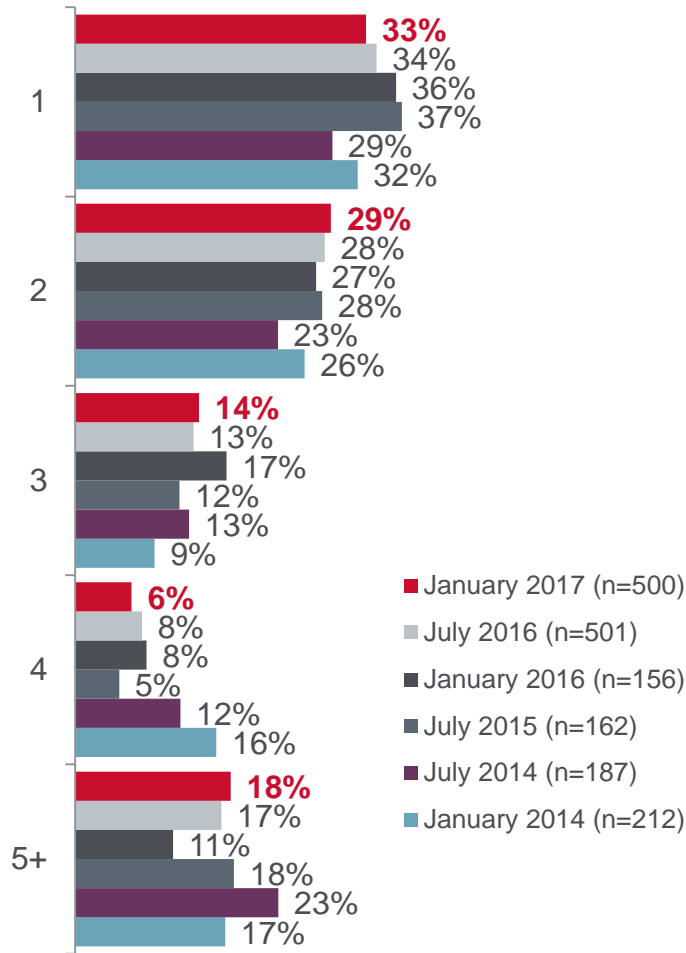
Base: Calgarians (n=884)

Q1. Within the past month or so, that is, over the holiday period, approximately how many times have you used taxi services in Calgary? Q4. Within the past month or so, that is, over the holiday period, approximately how many times have you used Transport Network Companies/ ridesharing services in Calgary?

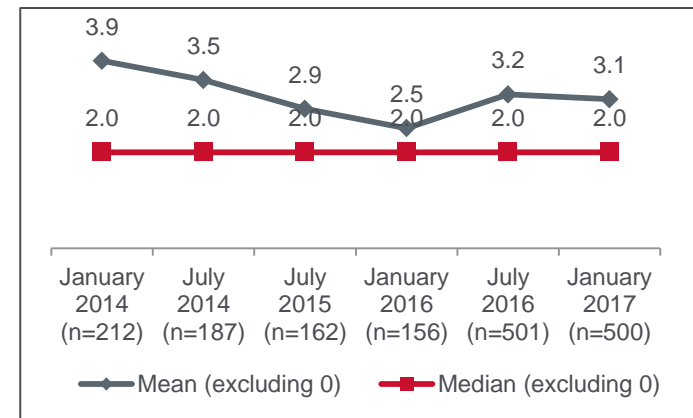




# Frequency of Using Taxi – Past Month



- ✓ Users made use of Calgary’s taxi service 3 times (on average) within the past month or so.
- ✓ Taxi users aged 18-34 tend to use taxi(s) more frequently than those aged 55-64, on average.



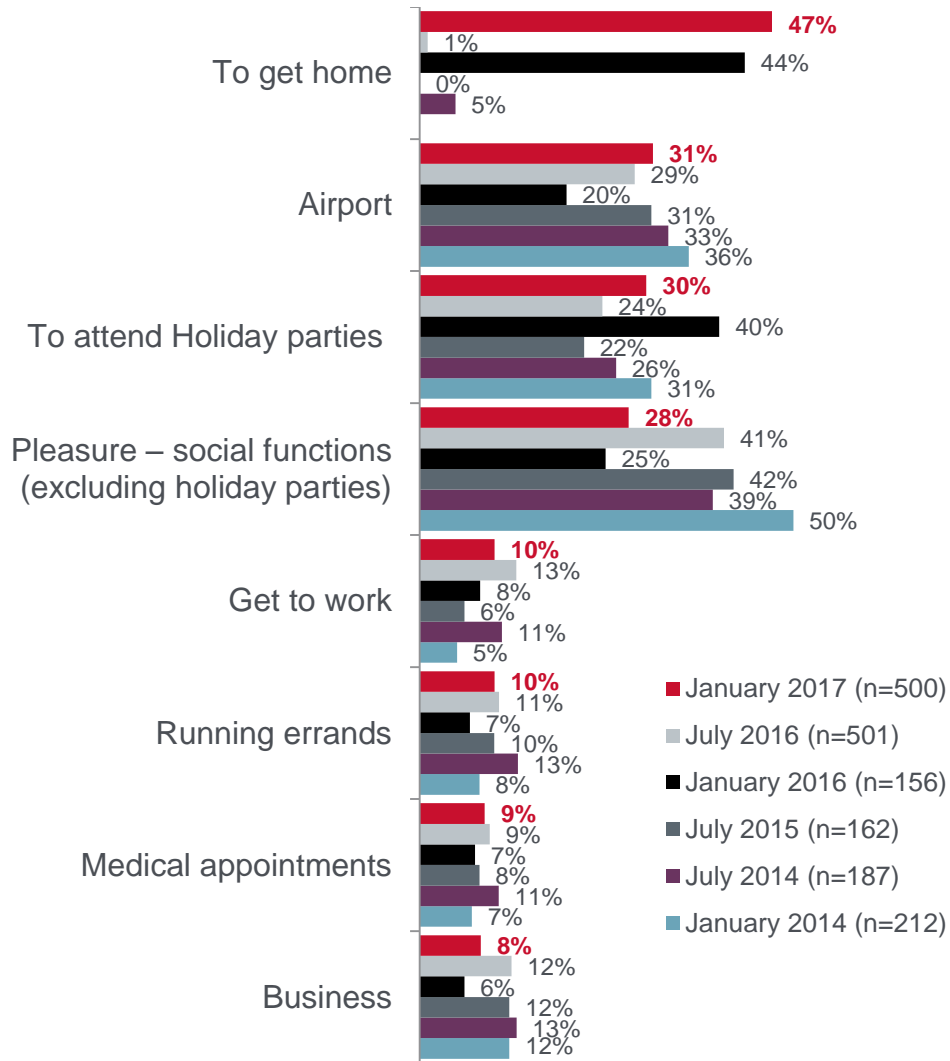
Base: Calgaryans who used taxi services in the past month or so (Prior to January 2016 ‘within the past 2 months’)

Q1. Within the past month or so, that is, over the holiday period, approximately how many times have you used taxi services in Calgary? (Prior to January 2016 ‘Within the past two months’)





# Purpose of Using Taxi – Past Month



Taxi users primarily used a taxi:

- ✓ to get home (increase since July 2016)
- ✓ to go to or from the airport (trending upwards since January 2016)
- ✓ to attend holiday parties
- ✓ for pleasure (a decrease since July 2016)

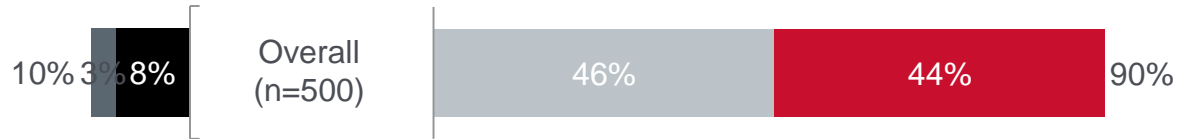
Base: Calgarians who used taxi services within the past month or so (Prior to January 2016 'within the past 2 months')/ Multiple mentions allowed Q2. Thinking of the taxi services you used within the past month or so, for what purpose(s) did you use a taxi? (Prior to January 2016 'Within the past two months')



# Satisfaction with Taxi Services – Past Month

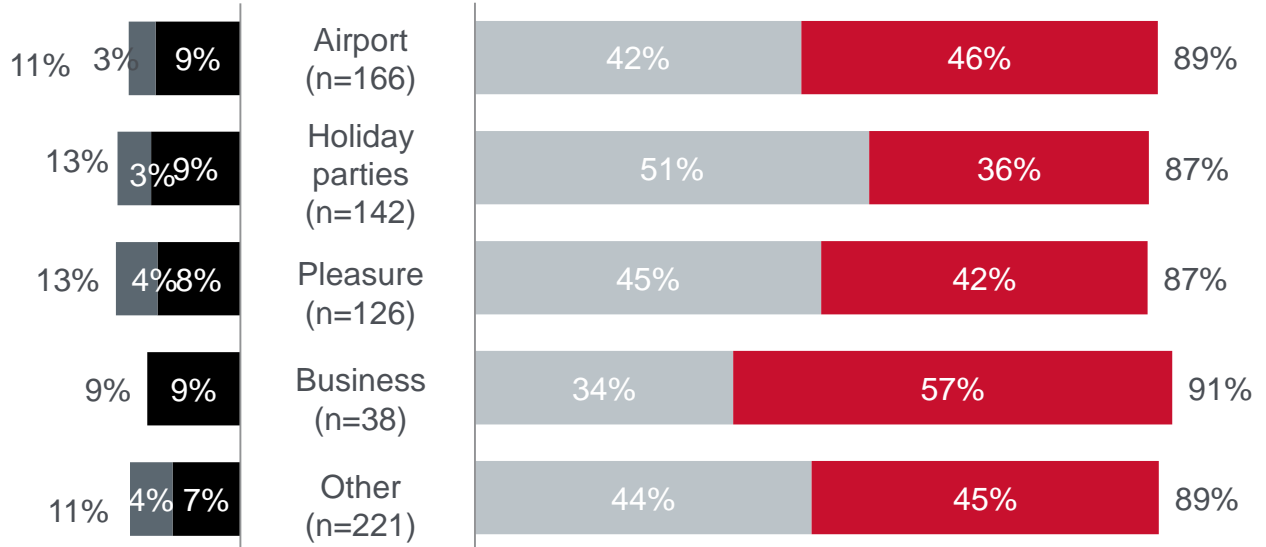
Total Dissatisfied

Total Satisfied



Overall  
(n=500)

## By Trip Purpose



Very Dissatisfied   Somewhat Dissatisfied

Somewhat Satisfied   Very Satisfied

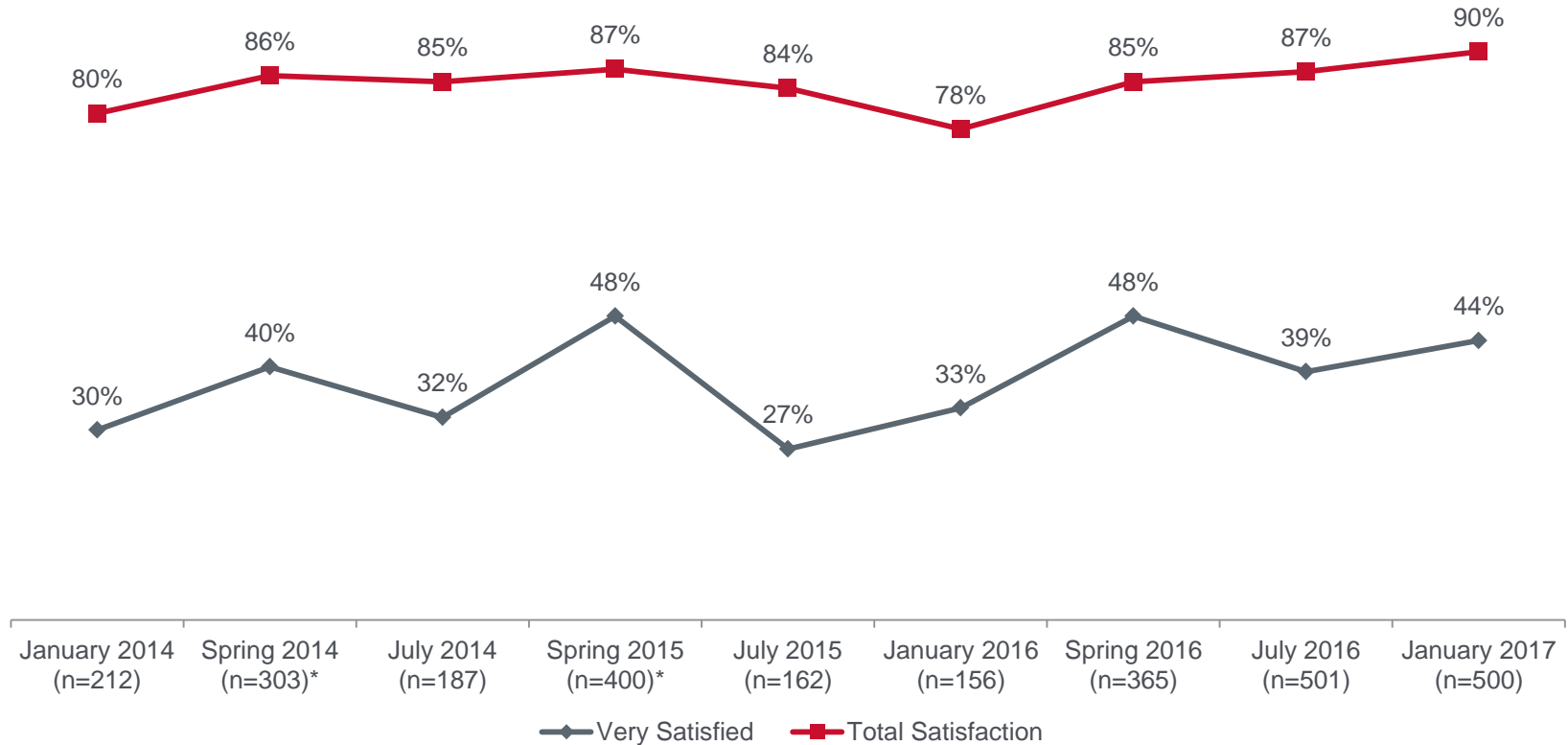
- ✓ The majority of taxi users in Calgary are satisfied with the taxi services over the past month or so, including more than two-in-five who are very satisfied. Users aged 55-64 are more likely to be satisfied overall and users 65+ years of age are more likely to be very satisfied with the taxi services in the past year.
- ✓ Satisfaction with taxi services used for business purposes in the past month tends to be strong rather than moderate (57% very satisfied vs. 34% somewhat satisfied).

Base: Calgarians who used taxi services within the past month or so

Q3. Overall, how satisfied are you with the taxi services you received over the past month or so?



# Overall Satisfaction with Taxi Services Trends Over Time



- ✓ Overall satisfaction with taxi services has been forming an upward trend since January 2016.
- ✓ Very satisfied ratings have nearly returned to Spring 2016 levels after a dip in July 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

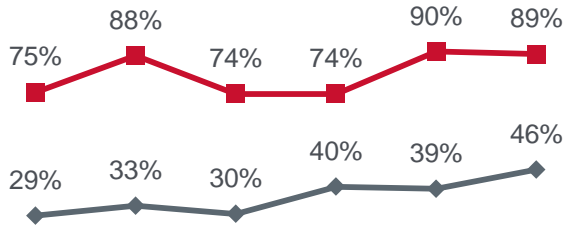
Q3. Overall, how satisfied are you with the taxi services you received over the past month or so? (Prior to January 2016 'Within the past two months') (Previously: April – May Q23. Overall, how satisfied or dissatisfied are you with the taxi services you received in Calgary over the past year?)



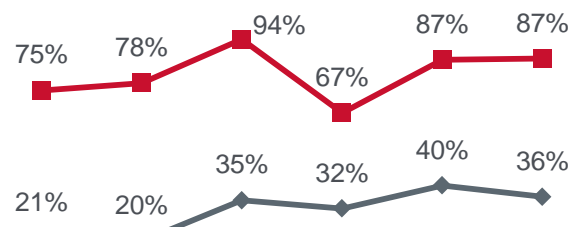


# Satisfaction by Trip Purpose – Trends Over Time

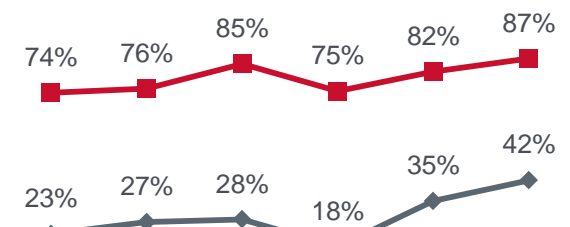
### Airport



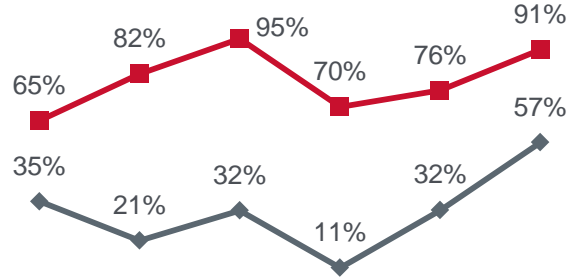
### Holiday Parties



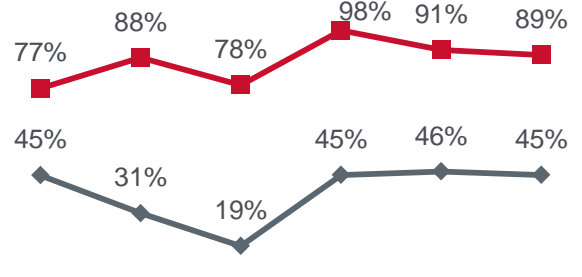
### Pleasure



### Business



### Other



✓ Total satisfied and very satisfied ratings among taxi users who used the taxi for business or pleasure have been forming an upward trend since January 2016.

◆ Very Satisfied    ■ Total Satisfied

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

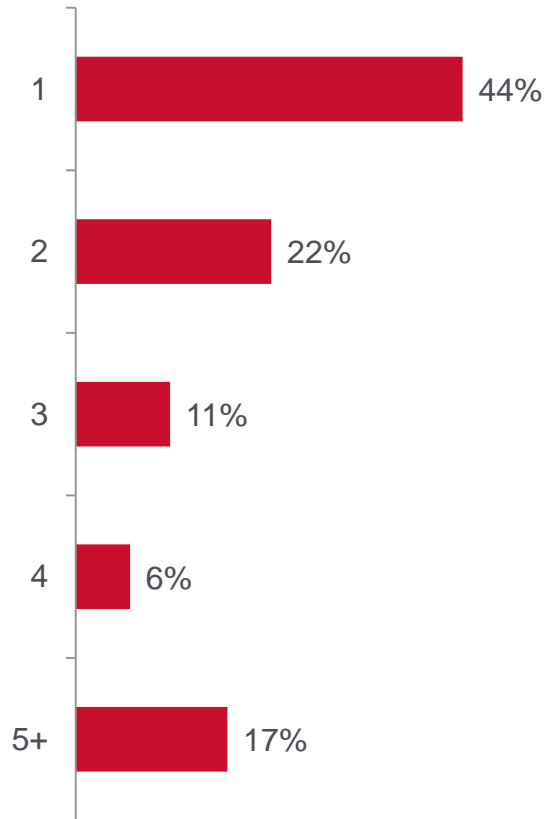
\* Caution to be taken in interpretation of data due to small sample size

Q3. 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')





# Frequency of Using Rideshare Services – Past Month



- ✓ Rideshare services users made use of Calgary’s ridesharing service 4 times (on average) within the past month or so.
- ✓ Usage of ride share services among Calgarians with the last month or so decreases with age. Among rideshare users, frequency of usage is higher among those aged 18-44 on average.

Mean (excluding 0)  
**Rideshare users: 4.1 times**

Median (excluding 0)  
**Rideshare users: 2.0 times**

Among Calgarians who use only ridesharing services (n=39)

Mean (excluding 0)  
**January 2017: 3.7 times**

Median (excluding 0)  
**January 2017: 2.0 times**

Among Calgarians who use both ridesharing and taxi services (n=157)

Mean (excluding 0)  
**January 2017: 4.2 times**

Median (excluding 0)  
**January 2017: 2.0 times**

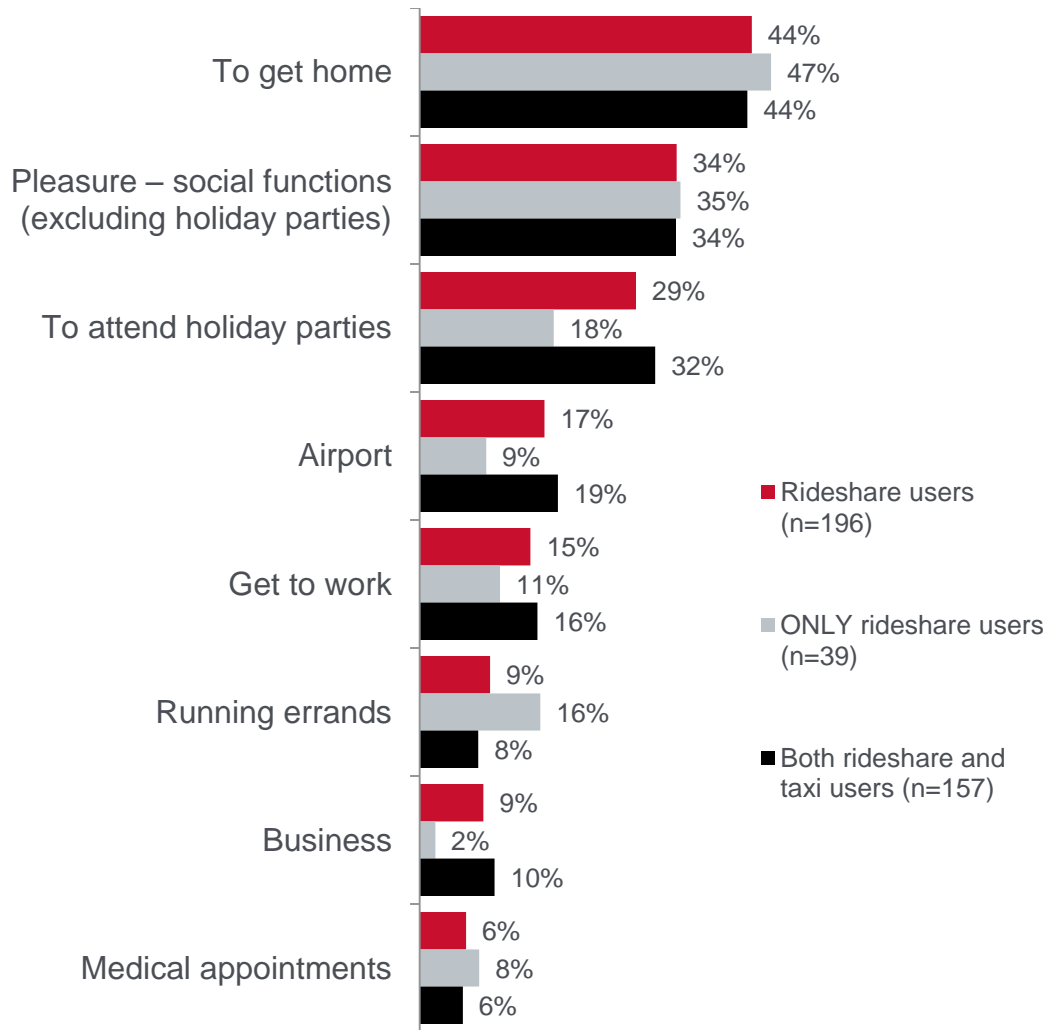
Base: Calgarians who used ridesharing services in the past month or so (n=196)

Q4. Within the past month or so, that is, over the holiday period, approximately how many times have you used Transport Network Companies/ridesharing services in Calgary?





# Purpose of Using Rideshare Services – Past Month



Rideshare users primarily used ridesharing services:

- ✓ to get home
- ✓ for pleasure
- ✓ to attend holiday parties

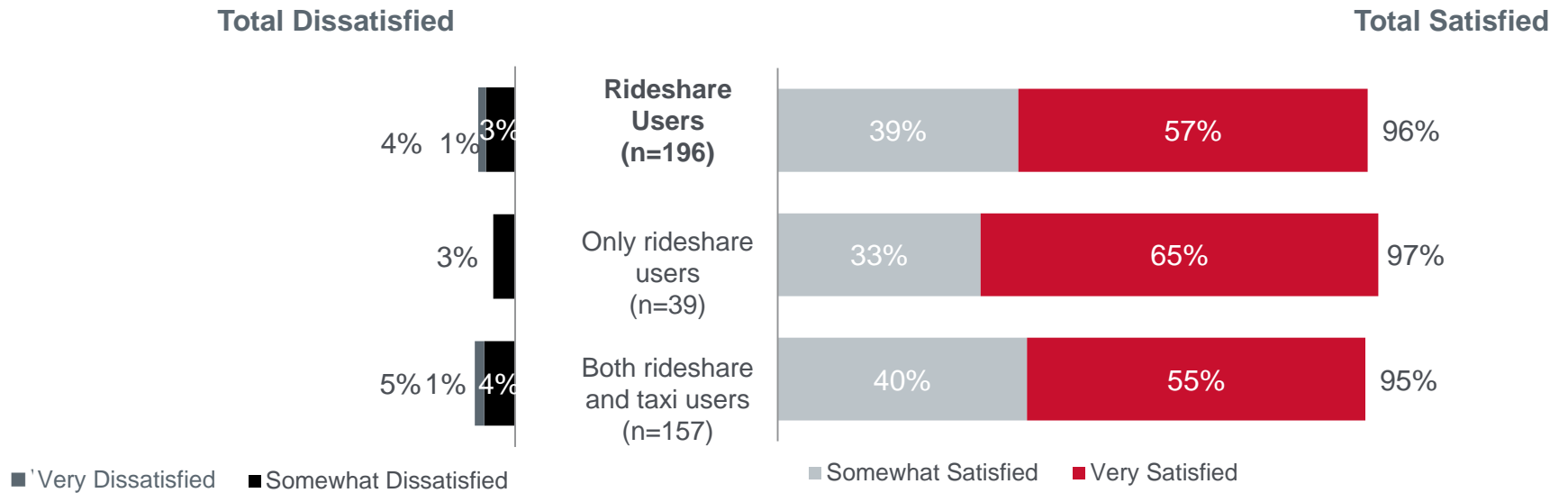
Calgarians who used both ridesharing and taxi services within the past month or so are more likely to have used ridesharing services for business, compared to those who used only ridesharing services in the past month or so..

Base: Calgarians who used ridesharing services within the past month or so

Q5. Thinking of the Transport Network Companies/ ridesharing services you used within the past month or so, for what purpose(s) did you use the service?



# Satisfaction with Rideshare Services – Past Month



✓ A high majority of rideshare users in Calgary are satisfied with the ridesharing services over the past month or so, including more than half who are very satisfied. Users who are unemployed/homemaker/student/retired and who used ridesharing for pleasure trips are more likely to be satisfied overall with the ridesharing services in the past year.

Base: Calgaryans who used ridesharing services within the past month or so

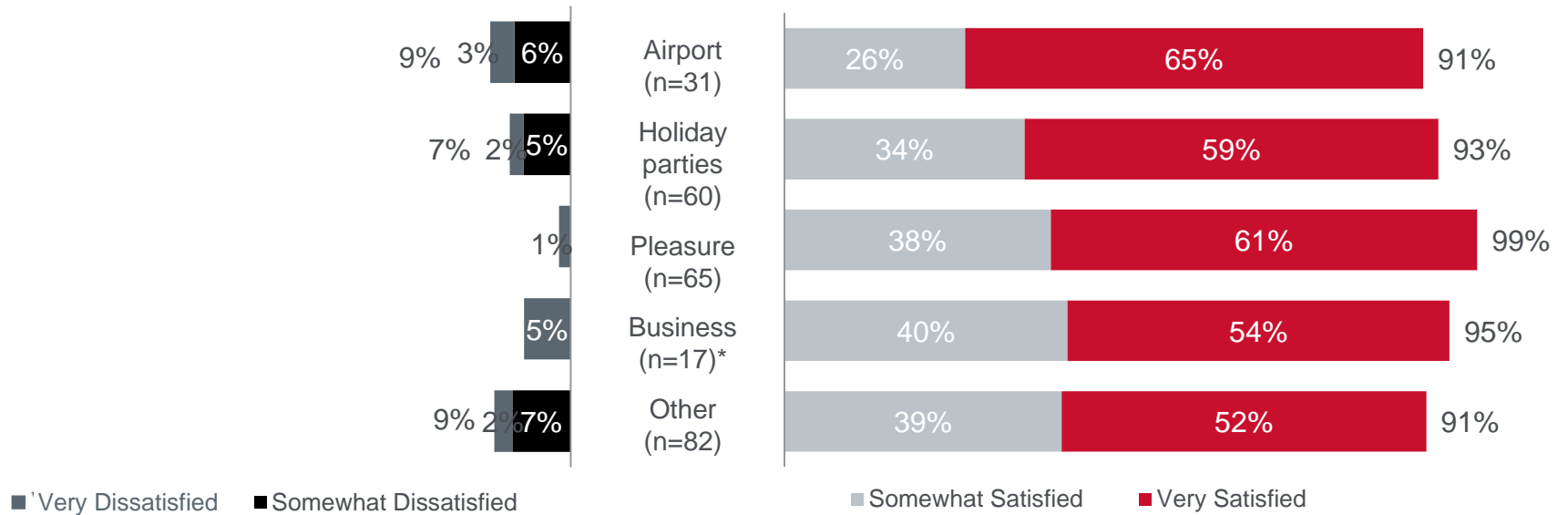
Q6. Overall, how satisfied are you with the Transport Network companies/ ridesharing services you received over the past month or so?



# Satisfaction with Rideshare Services – By Trip Purpose

Total Dissatisfied

Total Satisfied



✓ Satisfaction with ridesharing services tends to be strong rather than moderate.

Base: Calgarians who used ridesharing services within the past month or so /\*Caution to be taken in interpretation due to small sample size Q6. Overall, how satisfied are you with the Transport Network companies/ ridesharing services you received over the past month or so?





## Profile of Respondents



# Profile of Respondents

Calgarians	(n=884)
<b>Gender</b>	
Male	50%
Female	50%
<b>Age</b>	
Between 18 and 24	9%
Between 25 and 34	24%
Between 35 and 44	20%
Between 45 and 54	20%
Between 55 and 64	14%
Between 65 and 74	10%
75 or older	3%
<b>Marital Status</b>	
Single	30%
Married	48%
Common law	11%
Divorced	6%
Widowed	3%
Separated	2%
I prefer not to answer	1%
<b>Age of Children in Household</b>	
Yes: 12 years of age and OLDER ONLY	9%
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	68%
I prefer not to answer	2%

Calgarians	(n=884)
<b>Education</b>	
High school, general or vocational (8 to 12 years)	19%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))	26%
University certificates and diplomas	7%
University Bachelor (including classical studies)	35%
University Master's	10%
University Doctorate (PhD)	2%
I prefer not to answer	2%
<b>Occupation</b>	
Office worker	13%
Personnel specialized in sales	4%
Personnel specialized in services	4%
Manual workers	2%
Skilled, semi-skilled workers	6%
Science and technologies workers	5%
Professionals	19%
Managers/administrators/owners	10%
Homemaker	5%
Student (full-time or whose studies take up most of his/her time)	5%
Retired (Pre-retired or annuitant)	15%
Unemployed (unemployment, welfare)	4%
Other	6%
I prefer not answering	1%

Calgarians	(n=884)
<b>Household Income</b>	
\$19,999 or less	5%
Between \$20,000 and \$39,999	9%
Between \$40,000 and \$59,999	14%
Between \$60,000 and \$79,999	13%
Between \$80,000 and \$99,999	14%
\$100,000 or more	31%
I prefer not to answer	15%
<b>Language</b>	
French	1%
English	81%
Other	5%
English and French	1%
French and other	1%
English and other	8%
Other and other	3%
I prefer not to answer	<1%