

## SATISFACTION WITH TAXI AND TNC SERVICES POST HOLIDAY 2016

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### SUMMARY

Findings from an online survey of 884 Calgarians on usage and satisfaction with taxi and Transportation Network Company (TNC) services post holiday are reported. Overall satisfaction with taxi service is on an upward trend at 90 per cent, and overall satisfaction with TNC service is 96 per cent.

### BACKGROUND INFORMATION

As directed by Council, LTAC conducted an initial benchmark survey in 2014 to track citizen usage and satisfaction with taxi services in Calgary. This was followed by a first tracking wave in 2015 and a second tracking wave (conducted by Administration) in 2016. Results from these surveys were reported to Council through CPS2014-0664, CPS2015-0702 and CPS2016-0633.

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 order 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.

### INVESTIGATION

The attached report presents the findings from the January 2017 post- Christmas-holiday, compared to results from previous evaluations. In addition, the survey was expanded by including questions around the usage and satisfaction of TNC/rideshare services.

Key observations are as follows:

Market Share – Of the 884 respondents (*weighted by age, gender and City quadrant to be representative of the population in Calgary*):

- 300 took neither taxis nor TNCs
- 345 took taxis exclusively, on average 3 times
- 44 took TNCs exclusively, on average 4 times
- 195 took both taxis and TNCs (taxi users=345+195=540; TNC users=44+195=239)

Taxi Satisfaction

- 90 per cent moderate overall satisfaction
- Overall satisfaction with taxi services has been forming an upward trend since January 2016 (78 to 85 to 87 to 90 per cent).
- Users aged 55-64 are more likely to be satisfied overall and users 65+ years of age are more likely to be very satisfied, however users aged 18-34 tend to use taxis more frequently than those aged 55-64.

TNC Satisfaction

- 96 per cent strong overall satisfaction

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**STAKEHOLDER ENGAGEMENT OR RESEARCH CONDUCTED**

Between 2016 December 30 and 2017 January 5, data were collected for 884 Calgarians, including 500 (*actual, non-weighted*) who have used taxi services in the month prior to data collection and 196 (*actual, non-weighted*). The survey was conducted via Leger's Calgary online omnibus survey and the data were then weighted to represent the normal distribution of Calgarians as reported by Statistics Canada.

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

**RECOMMENDATIONS FOR LTAC TO CONSIDER**

To receive this report for information.

**ATTACHMENT**

Satisfaction with Taxi Services Post-Holiday

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