



# **NEVADA TAXICAB AUTHORITY TAXICAB INDUSTRY STATISTICS January 2010**

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# Nevada Taxicab Authority

## TOTAL MONTHLY TRIPS

January '10 v. January '09

<b>Taxicab Company</b>	<b><u>2010</u></b>	<b><u>2009</u></b>	<b><u>% Increase/ (Decrease)</u></b>
A-CAB	43,102	39,004	<b>10.51%</b>
ANLV	121,581	108,231	<b>12.33%</b>
ACE	163,055	145,835	<b>11.81%</b>
CHECKER	212,358	187,088	<b>13.51%</b>
DELUXE	20,092	16,099	<b>24.80%</b>
DESERT	145,700	131,642	<b>10.68%</b>
HENDERSON	129,436	114,162	<b>13.38%</b>
LUCKY	97,800	86,566	<b>12.98%</b>
NELLIS	137,545	121,860	<b>12.87%</b>
STAR	134,067	117,557	<b>14.04%</b>
UNION	150,477	138,642	<b>8.54%</b>
VEGAS-WESTERN	136,661	121,676	<b>12.32%</b>
VIRGIN-VALLEY	39,649	37,572	<b>5.53%</b>
WESTERN	129,522	111,939	<b>15.71%</b>
WHITTLESEA	193,135	167,430	<b>15.35%</b>
YELLOW	214,375	188,754	<b>13.57%</b>
<b>INDUSTRY TOTAL</b>	<b>2,068,555</b>	<b>1,834,057</b>	<b>12.79%</b>

# Nevada Taxicab Authority

## REVENUE PER SHIFT

January '10 v. January '09

<b>Taxicab Company</b>	<b><u>2010</u></b>	<b><u>2009</u></b>	<b>% Increase/ (Decrease)</b>
A-CAB	\$205.76	\$169.01	21.74%
ANLV	\$220.67	\$196.22	12.46%
ACE	\$233.92	\$210.07	11.35%
CHECKER	\$231.84	\$206.35	12.35%
DELUXE	\$200.32	\$195.39	2.52%
DESERT	\$289.88	\$255.46	13.47%
HENDERSON	\$228.59	\$200.42	14.06%
LUCKY	\$257.83	\$226.93	13.62%
NELLIS	\$275.33	\$240.68	14.40%
STAR	\$234.17	\$210.08	11.47%
UNION	\$232.70	\$216.39	7.54%
VEGAS-WESTERN	\$237.79	\$214.21	11.01%
VIRGIN-VALLEY	\$245.21	\$241.11	1.70%
WESTERN	\$234.11	\$206.59	13.32%
WHITTLESEA	\$230.47	\$199.83	15.33%
YELLOW	\$233.93	\$207.32	12.84%
<b>INDUSTRY AVERAGE</b>	<b>\$238.59</b>	<b>\$212.33</b>	<b>12.37%</b>

# Nevada Taxicab Authority

## TRIPS PER SHIFT

January '10 v. January '09

<b>Taxicab Company</b>	<b><u>2010</u></b>	<b><u>2009</u></b>	<b>% Increase/ (Decrease)</b>
A-CAB	14.21	11.78	<b>20.63%</b>
ANLV	16.78	14.93	<b>12.39%</b>
ACE	18.27	16.24	<b>12.50%</b>
CHECKER	17.97	15.69	<b>14.53%</b>
DELUXE	9.96	9.54	<b>4.40%</b>
DESERT	19.05	16.96	<b>12.32%</b>
HENDERSON	17.28	15.06	<b>14.74%</b>
LUCKY	19.62	17.06	<b>15.01%</b>
NELLIS	18.84	16.55	<b>13.84%</b>
STAR	18.05	15.76	<b>14.53%</b>
UNION	18.12	16.61	<b>9.09%</b>
VEGAS-WESTERN	18.87	16.67	<b>13.20%</b>
VIRGIN-VALLEY	18.21	16.73	<b>8.85%</b>
WESTERN	17.48	15.00	<b>16.53%</b>
WHITTLESEA	17.14	14.95	<b>14.65%</b>
YELLOW	18.14	15.83	<b>14.59%</b>
<b>INDUSTRY AVERAGE</b>	<b>17.81</b>	<b>15.70</b>	<b>13.44%</b>

# Nevada Taxicab Authority

## REVENUE PER TRIP January '10 v. January '09

Taxicab Company	<u>2010</u>	<u>2009</u>	% Increase/ <u>(Decrease)</u>
A-CAB	\$14.48	\$14.34	0.98%
ANLV	\$13.15	\$13.14	0.08%
ACE	\$12.81	\$12.94	-1.00%
CHECKER	\$12.90	\$13.15	-1.90%
DELUXE	\$20.12	\$20.47	-1.71%
DESERT	\$15.22	\$15.07	1.00%
HENDERSON	\$13.23	\$13.31	-0.60%
LUCKY	\$13.14	\$13.30	-1.20%
NELLIS	\$14.61	\$14.54	0.48%
STAR	\$12.97	\$13.33	-2.70%
UNION	\$12.84	\$13.02	-1.38%
VEGAS-WESTERN	\$12.60	\$12.85	-1.95%
VIRGIN-VALLEY	\$13.46	\$14.41	-6.59%
WESTERN	\$13.40	\$13.77	-2.69%
WHITTLESEA	\$13.45	\$13.37	0.60%
YELLOW	\$12.90	\$13.09	-1.45%
<b>INDUSTRY AVERAGE</b>	<b>\$13.39</b>	<b>\$13.53</b>	<b>-1.03%</b>

# Nevada Taxicab Authority

## TRIPS PER MEDALLION

January '10 v. January '09

<b>Taxicab Company</b>	<b><u>2010</u></b>	<b><u>2009</u></b>	<b>% Increase/ <u>(Decrease)</u></b>
A-CAB	932	826	<b>12.83%</b>
ANLV	1,034	913	<b>13.25%</b>
ACE	1,128	1,002	<b>12.57%</b>
CHECKER	1,108	971	<b>14.11%</b>
DELUXE	452	363	<b>24.52%</b>
DESERT	1,169	1,048	<b>11.55%</b>
HENDERSON	1,064	931	<b>14.29%</b>
LUCKY	1,205	1,054	<b>14.33%</b>
NELLIS	1,141	1,002	<b>13.87%</b>
STAR	1,121	975	<b>14.97%</b>
UNION	1,118	1,022	<b>9.39%</b>
VEGAS-WESTERN	1,162	1,026	<b>13.26%</b>
VIRGIN-VALLEY	1,080	996	<b>8.43%</b>
WESTERN	1,040	891	<b>16.72%</b>
WHITTLESEA	1,058	912	<b>16.01%</b>
YELLOW	1,119	980	<b>14.18%</b>
<b>INDUSTRY AVERAGE</b>	<b>1,089</b>	<b>958</b>	<b>13.67%</b>

# Nevada Taxicab Authority

## REVENUE PER MEDALLION

January '10 v. January '09

Taxicab Company	<u>2010</u>	<u>2009</u>	% Increase/ <b>(Decrease)</b>
A-CAB	\$13,505	\$11,845	14.01%
ANLV	\$13,597	\$11,990	13.40%
ACE	\$14,442	\$12,957	11.46%
CHECKER	\$14,301	\$12,773	11.97%
DELUXE	\$9,104	\$7,423	22.64%
DESERT	\$17,791	\$15,787	12.69%
HENDERSON	\$14,081	\$12,390	13.64%
LUCKY	\$15,842	\$14,020	13.00%
NELLIS	\$16,666	\$14,572	14.37%
STAR	\$14,542	\$12,990	11.95%
UNION	\$14,357	\$13,317	7.80%
VEGAS-WESTERN	\$14,648	\$13,180	11.14%
VIRGIN-VALLEY	\$14,535	\$14,354	1.26%
WESTERN	\$13,925	\$12,276	13.43%
WHITTLESEA	\$14,226	\$12,192	16.68%
YELLOW	\$14,429	\$12,832	12.45%
<b>INDUSTRY AVERAGE</b>	<b>\$14,584</b>	<b>\$12,959</b>	<b>12.54%</b>

# Nevada Taxicab Authority

## MONTHLY TRIP COMPARISON

### 2010 v. 2009

MONTH	YEAR	TRIPS	YEAR	TRIPS	% Increase/ <span style="color: red;">(Decrease)</span>	# TRIPS +/-
JANUARY	2010	2,068,557	2009	1,834,057	12.79%	234,500
FEBRUARY	2010		2009			0
MARCH	2010		2009			0
APRIL	2010		2009			0
MAY	2010		2009			0
JUNE	2010		2009			0
JULY	2010		2009			0
AUGUST	2010		2009			0
SEPTEMBER	2010		2009			0
OCTOBER	2010		2009			0
NOVEMBER	2010		2009			0
DECEMBER	2010		2009			0
<b>YTD TOTAL</b>	<b>2010</b>	<b>2,068,557</b>	<b>2009</b>	<b>1,834,057</b>	<b>12.79%</b>	<b>234,500</b>



# Nevada Taxicab Authority

## YEAR TO DATE COMPARISON

January '10 v. January '09

	Month			Year to Date		
	2010	2009	% Δ	2010	2009	% Δ
TRIPS	2,068,557	1,834,057	12.79%	2,068,557	1,834,057	12.79%
REVENUE	\$27,705,500	\$24,811,845	11.66%	\$27,705,500	\$24,811,845	11.66%
AVG REV/SHIFT	\$238.59	\$212.33	12.37%	\$238.59	\$212.33	12.37%
AVG TRIPS/SHIFT	17.81	15.70	13.44%	17.81	15.70	13.44%
AVG REV/PER TRIP	\$13.39	\$13.53	-1.03%	\$13.39	\$13.53	-1.03%
AVG TRIPS/MED	1,089	958	13.67%	1,089	958	13.67%
AVG REV/MED	\$14,584	\$12,959	12.54%	\$14,584	\$12,959	12.54%
SHIFTS	116,120	116,855	-0.63%	116,120	116,855	-0.63%
MEDALLIONS	1,899.6779	1,914.6779	-0.78%	1,899.6779	1,914.6779	-0.78%

**JANUARY 2010 NEVADA TAXICAB INDUSTRY MEDALLIONS BY COMPANY**

	24/7	GEO	12p-2a 7 Days	2p-2p Fri-Sun	MTW 2p-2a	South of Sunset	Handicap*	North/North	N/N 12p-12a	5a-5p 7 Days	Laughlin	Laughlin TIM	Conv/Specials	TOTALS
<b>A-CAB</b>														
24/7 EQUIVALANCY	30.0000	0.0000	0.0000	3.3710	2.1290	0.0000	4.0000	0.0000	0.0000	3.5000	0.0000	0.0000	3.2258	<u>46.2258</u>
Medallion Plates	30.0000	0.0000	0.0000	11.0000	11.0000	0.0000	4.0000	0.0000	0.0000	7.0000	0.0000	0.0000		63.0000
<b>ANLV</b>														
24/7 EQUIVALANCY	68.0000	12.0000	10.0000	3.3710	0.0000	0.0000	4.0000	10.0000	7.0000	0.0000	0.0000	0.0000	3.2258	<u>117.5968</u>
Medallion Plates	68.0000	12.0000	20.0000	11.0000	0.0000	0.0000	4.0000	10.0000	14.0000	0.0000	0.0000	0.0000		139.0000
<b>ACE</b>														
24/7 EQUIVALANCY	105.0000	12.0000	17.0000	3.3710	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>144.5968</u>
Medallion Plates	105.0000	12.0000	34.0000	11.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		166.0000
<b>CHECKER</b>														
24/7 EQUIVALANCY	152.0000	12.0000	17.0000	3.3710	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>191.5968</u>
Medallion Plates	152.0000	12.0000	34.0000	11.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		213.0000
<b>DELUXE</b>														
24/7 EQUIVALANCY	0.0000	0.0000	0.0000	3.3710	0.0000	37.0000	3.0000	0.0000	0.0000	0.0000	0.0000	1.0323	0.0000	<u>44.4033</u>
Medallion Plates	0.0000	0.0000	0.0000	11.0000	0.0000	37.0000	3.0000	0.0000	0.0000	0.0000	0.0000	2.0000		53.0000
<b>DESERT</b>														
24/7 EQUIVALANCY	78.0000	12.0000	17.0000	3.3710	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	3.0000	1.0323	3.2258	<u>124.6291</u>
Medallion Plates	78.0000	12.0000	34.0000	11.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	3.0000	2.0000		147.0000
<b>HENDERSON</b>														
24/7 EQUIVALANCY	79.0000	12.0000	17.0000	3.3710	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>121.5968</u>
Medallion Plates	79.0000	12.0000	34.0000	11.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		143.0000
<b>LUCKY</b>														
24/7 EQUIVALANCY	45.0000	8.0000	11.5000	3.3710	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	2.0000	1.0323	3.2258	<u>81.1291</u>
Medallion Plates	45.0000	8.0000	23.0000	11.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	2.0000	2.0000		98.0000
<b>NELLIS</b>														
24/7 EQUIVALANCY	78.0000	12.0000	17.0000	3.3710	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>120.5968</u>
Medallion Plates	78.0000	12.0000	34.0000	11.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		142.0000
<b>STAR</b>														
24/7 EQUIVALANCY	80.0000	12.0000	17.0000	3.3710	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>119.5968</u>
Medallion Plates	80.0000	12.0000	34.0000	11.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		141.0000
<b>UNION</b>														
24/7 EQUIVALANCY	95.0000	12.0000	17.0000	3.3710	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>134.5968</u>
Medallion Plates	95.0000	12.0000	34.0000	11.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		156.0000
<b>VEGAS WESTERN</b>														
24/7 EQUIVALANCY	78.0000	12.0000	17.0000	3.3710	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>117.5968</u>
Medallion Plates	78.0000	12.0000	34.0000	11.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		139.0000
<b>VIRGIN VALLEY</b>														
24/7 EQUIVALANCY	23.0000	2.0000	0.0000	3.3710	2.1290	0.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>36.7258</u>
Medallion Plates	23.0000	2.0000	0.0000	11.0000	11.0000	0.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000		50.0000
<b>WESTERN</b>														
24/7 EQUIVALANCY	82.0000	12.0000	17.0000	3.3710	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>124.5968</u>
Medallion Plates	82.0000	12.0000	34.0000	11.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		146.0000
<b>WHITTLESEA</b>														
24/7 EQUIVALANCY	140.0000	12.0000	17.0000	3.3710	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>182.5968</u>
Medallion Plates	140.0000	12.0000	34.0000	11.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		204.0000
<b>YELLOW</b>														
24/7 EQUIVALANCY	152.0000	12.0000	17.0000	3.3710	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	3.2258	<u>191.5968</u>
Medallion Plates	152.0000	12.0000	34.0000	11.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		213.0000
<b>EQUIVALANCIES</b>	<u>1,285.0000</u>	<u>154.0000</u>	<u>208.5000</u>	<u>53.9360</u>	<u>4.2580</u>	<u>55.0000</u>	<u>62.0000</u>	<u>10.0000</u>	<u>7.0000</u>	<u>3.5000</u>	<u>5.0000</u>	<u>3.0969</u>	<u>48.3870</u>	<u>1,899.6779</u>
<b>TOTAL MEDALLIONS</b>	1,285.0000	154.0000	417.0000	176.0000	22.0000	55.0000	62.0000	10.0000	14.0000	7.0000	5.0000	6.0000		2,213.0000

# NEVADA TAXICAB INDUSTRY BLOWN SHIFTS BY MEDALLION TYPE

COMPANY	24/7	Geo Rest	Time 12p - 2a	Time Fri 2p-Sun 2p	TOTALS	24/7%	GEO%	TIME%	Shifts Reported	Shifts Available*	% BLOWN
A-CAB	0	0	0	0	0	0.00%	0.00%	0.00%	3,034	3,034	0.00%
ANLV	0	0	0	0	0	0.00%	0.00%	0.00%	7,246	7,246	0.00%
ACE	0	0	0	0	0	0.00%	0.00%	0.00%	8,927	8,927	0.00%
CHECKER	0	0	0	0	0	0.00%	0.00%	0.00%	11,819	11,819	0.00%
DELUXE	27	0	0	0	27	100.00%	0.00%	0.00%	2,018	2,045	1.32%
DELUXE (LAUGHLIN)	0	0	0	0	0	0.00%	0.00%	0.00%	See Above	See Above	0.00%
DESERT	0	0	0	0	0	0.00%	0.00%	0.00%	7,428	7,682	0.00%
DESERT (LAUGHLIN)	33	0	0	0	33	100.00%	0.00%	0.00%	221	See Above	0.43%
HENDERSON	0	0	0	0	0	0.00%	0.00%	0.00%	7,490	7,490	0.00%
LUCKY	0	49	0	0	49	0.00%	100.00%	0.00%	4,817	5,244	0.93%
LUCKY (LAUGHLIN)	210	0	0	0	210	100.00%	0.00%	0.00%	168	See Above	4.00%
NELLIS	1	5	0	0	6	16.67%	83.33%	0.00%	7,300	7,306	0.08%
STAR	0	0	0	0	0	0.00%	0.00%	0.00%	7,427	7,427	0.00%
UNION	0	0	0	0	0	0.00%	0.00%	0.00%	8,304	8,304	0.00%
VEGAS WESTERN	0	2	0	0	2	0.00%	100.00%	0.00%	7,244	7,246	0.03%
VIRGIN VALLEY	0	2	0	0	2	0.00%	100.00%	0.00%	2,177	2,179	0.09%
WESTERN	0	36	0	0	36	0.00%	100.00%	0.00%	7,411	7,447	0.48%
WHITTLESEA	0	1	0	0	1	0.00%	100.00%	0.00%	11,271	11,272	0.01%
YELLOW	0	0	0	0	0	0.00%	0.00%	0.00%	11,818	11,818	0.00%
<b>TOTALS</b>	<b>271</b>	<b>95</b>	<b>0</b>	<b>0</b>	<b>366</b>	<b>74.04%</b>	<b>25.96%</b>	<b>0.00%</b>	<b>116,120</b>	<b>116,486</b>	<b>0.31%</b>

\*= Shifts Reported + Shifts Blown

January 2010