



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

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# Nevada Taxicab Authority

## TOTAL MONTHLY TRIPS

July '10 v. July '09

<b>Taxicab Company</b>	<b><u>2010</u></b>	<b><u>2009</u></b>	<b><u>% Increase/ (Decrease)</u></b>
A-CAB	42,274	41,446	2.00%
ANLV	123,981	117,337	5.66%
ACE	165,849	157,852	5.07%
CHECKER	222,398	202,596	9.77%
DELUXE	22,622	19,997	13.13%
DESERT	149,316	136,527	9.37%
HENDERSON	133,358	121,225	10.01%
LUCKY	102,424	90,165	13.60%
NELLIS	144,342	130,578	10.54%
STAR	139,247	126,309	10.24%
UNION	153,261	147,575	3.85%
VEGAS-WESTERN	140,244	132,701	5.68%
VIRGIN-VALLEY	39,657	36,923	7.40%
WESTERN	132,560	120,572	9.94%
WHITTLESEA	201,249	181,844	10.67%
YELLOW	224,631	204,515	9.84%
<b>INDUSTRY TOTAL</b>	<b>2,137,413</b>	<b>1,968,162</b>	<b>8.60%</b>

# Nevada Taxicab Authority

## REVENUE PER SHIFT

July '10 v. July '09

Taxicab Company	<u>2010</u>	<u>2009</u>	% Increase/ <b>(Decrease)</b>
A-CAB	\$212.65	\$206.09	3.18%
ANLV	\$226.39	\$221.48	2.22%
ACE	\$238.55	\$235.23	1.41%
CHECKER	\$243.09	\$231.07	5.20%
DELUXE	\$199.47	\$205.44	-2.91%
DESERT	\$299.41	\$288.94	3.62%
HENDERSON	\$242.91	\$227.22	6.91%
LUCKY	\$277.27	\$255.25	8.63%
NELLIS	\$291.31	\$268.17	8.63%
STAR	\$247.16	\$235.73	4.85%
UNION	\$237.80	\$238.99	-0.50%
VEGAS-WESTERN	\$249.05	\$242.20	2.83%
VIRGIN-VALLEY	\$245.93	\$247.50	-0.63%
WESTERN	\$237.18	\$226.97	4.50%
WHITTLESEA	\$241.36	\$223.45	8.02%
YELLOW	\$244.11	\$232.00	5.22%
<b>INDUSTRY AVERAGE</b>	<b>\$248.13</b>	<b>\$237.49</b>	<b>4.48%</b>

# Nevada Taxicab Authority

## TRIPS PER SHIFT

July '10 v. July '09

<b>Taxicab Company</b>	<b><u>2010</u></b>	<b><u>2009</u></b>	<b>% Increase/ (Decrease)</b>
A-CAB	14.66	14.43	<b>1.59%</b>
ANLV	17.48	16.57	<b>5.49%</b>
ACE	18.92	18.01	<b>5.05%</b>
CHECKER	19.06	17.38	<b>9.67%</b>
DELUXE	10.27	10.21	<b>0.59%</b>
DESERT	19.92	18.72	<b>6.41%</b>
HENDERSON	18.17	16.57	<b>9.66%</b>
LUCKY	20.86	18.94	<b>10.14%</b>
NELLIS	20.20	18.24	<b>10.75%</b>
STAR	19.30	17.56	<b>9.91%</b>
UNION	18.82	18.16	<b>3.63%</b>
VEGAS-WESTERN	19.78	18.73	<b>5.61%</b>
VIRGIN-VALLEY	19.05	18.24	<b>4.44%</b>
WESTERN	18.17	16.49	<b>10.19%</b>
WHITTLESEA	18.10	16.39	<b>10.43%</b>
YELLOW	19.22	17.55	<b>9.52%</b>
<b>INDUSTRY AVERAGE</b>	<b>18.73</b>	<b>17.36</b>	<b>7.89%</b>

# Nevada Taxicab Authority

## REVENUE PER TRIP

July '10 v. July '09

Taxicab Company	<u>2010</u>	<u>2009</u>	% Increase/ <u>(Decrease)</u>
A-CAB	\$14.50	\$14.28	1.54%
ANLV	\$12.95	\$13.37	-3.14%
ACE	\$12.61	\$13.06	-3.45%
CHECKER	\$12.75	\$13.29	-4.06%
DELUXE	\$19.42	\$20.12	-3.48%
DESERT	\$15.03	\$15.43	-2.59%
HENDERSON	\$13.37	\$13.71	-2.48%
LUCKY	\$13.29	\$13.48	-1.41%
NELLIS	\$14.42	\$14.70	-1.90%
STAR	\$12.80	\$13.42	-4.62%
UNION	\$12.64	\$13.16	-3.95%
VEGAS-WESTERN	\$12.59	\$12.93	-2.63%
VIRGIN-VALLEY	\$12.91	\$13.57	-4.86%
WESTERN	\$13.05	\$13.76	-5.16%
WHITTLESEA	\$13.34	\$13.64	-2.20%
YELLOW	\$12.70	\$13.22	-3.93%
<b>INDUSTRY AVERAGE</b>	<b>\$13.25</b>	<b>\$13.68</b>	<b>-3.14%</b>

# Nevada Taxicab Authority

## TRIPS PER MEDALLION

July '10 v. July '09

Taxicab Company	<u>2010</u>	<u>2009</u>	% Increase/ <u>(Decrease)</u>
A-CAB	979	968	1.14%
ANLV	1,083	1,029	5.25%
ACE	1,172	1,117	4.92%
CHECKER	1,180	1,078	9.46%
DELUXE	508	455	11.65%
DESERT	1,228	1,128	8.87%
HENDERSON	1,126	1,027	9.64%
LUCKY	1,248	1,164	7.22%
NELLIS	1,229	1,116	10.13%
STAR	1,195	1,089	9.73%
UNION	1,166	1,126	3.55%
VEGAS-WESTERN	1,225	1,164	5.24%
VIRGIN-VALLEY	1,177	1,108	6.23%
WESTERN	1,091	996	9.54%
WHITTLESEA	1,121	1,016	10.33%
YELLOW	1,192	1,088	9.56%
<b>INDUSTRY AVERAGE</b>	<b>1,151</b>	<b>1,066</b>	<b>7.97%</b>

# Nevada Taxicab Authority

## REVENUE PER MEDALLION

July '10 v. July '09

Taxicab Company	<u>2010</u>	<u>2009</u>	% Increase/ <b>(Decrease)</b>
A-CAB	\$14,197	\$13,822	2.72%
ANLV	\$14,023	\$13,757	1.93%
ACE	\$14,778	\$14,600	1.23%
CHECKER	\$15,048	\$14,324	5.06%
DELUXE	\$9,859	\$9,146	7.80%
DESERT	\$18,467	\$17,418	6.03%
HENDERSON	\$15,044	\$14,087	6.79%
LUCKY	\$16,592	\$15,681	5.81%
NELLIS	\$17,722	\$16,405	8.03%
STAR	\$15,307	\$14,615	4.73%
UNION	\$14,731	\$14,883	-1.02%
VEGAS-WESTERN	\$15,426	\$15,053	2.48%
VIRGIN-VALLEY	\$15,201	\$15,033	1.12%
WESTERN	\$14,242	\$13,712	3.87%
WHITTLESEA	\$14,953	\$13,852	7.95%
YELLOW	\$15,136	\$14,381	5.25%
<b>INDUSTRY AVERAGE</b>	<b>\$15,248</b>	<b>\$14,583</b>	<b>4.56%</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	2,068,555	2009	1,834,057	12.79%	234,498
FEBRUARY	2010	1,961,564	2009	1,922,997	2.01%	38,567
MARCH	2010	2,301,227	2009	2,147,458	7.16%	153,769
APRIL	2010	2,126,067	2009	2,057,544	3.33%	68,523
MAY	2010	2,369,862	2009	2,203,601	7.54%	166,261
JUNE	2010	2,121,068	2009	1,890,527	12.19%	230,541
JULY	2010	2,137,413	2009	1,967,892	8.61%	169,521
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>15,085,756</b>	<b>2009</b>	<b>14,024,076</b>	<b>7.57%</b>	<b>1,061,680</b>



# Nevada Taxicab Authority

## YEAR TO DATE COMPARISON

July '10 v. July '09

	Month			Year to Date		
	2010	2009	% Δ	2010	2009	% Δ
TRIPS	2,137,413	1,967,892	8.61%	15,085,756	14,024,076	7.57%
REVENUE	\$28,320,254	\$26,916,677	5.21%	\$203,167,685	\$192,376,751	5.61%
AVG REV/SHIFT	\$248.13	\$237.49	4.48%	\$259.51	\$246.87	5.12%
AVG TRIPS/SHIFT	18.73	17.36	7.89%	19.27	18.00	7.06%
AVG REV/PER TRIP	\$13.25	\$13.68	-3.14%	\$13.47	\$13.72	-1.82%
AVG TRIPS/MED	1,151	1,066	7.97%	1,157	1,078	7.33%
AVG REV/MED	\$15,248	\$14,583	4.56%	\$15,579	\$14,793	5.31%
SHIFTS	114,134	113,339	0.70%	782,881	779,278	0.46%
MEDALLIONS	1,857.3329	1,845.7707	0.63%	13,041.4000	13,004.6415	0.28%

**JULY 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	3.4833	2.2000	0.0000	4.0000	0.0000	0.0000	3.5000	0.0000	0.0000	0.0000	<u>43.1833</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	3.4833	0.0000	0.0000	4.0000	10.0000	7.0000	0.0000	0.0000	0.0000	0.0000	<u>114.4833</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	3.4833	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>141.4833</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	3.4833	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>188.4833</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	3.4833	0.0000	37.0000	3.0000	0.0000	0.0000	0.0000	0.0000	1.0667	0.0000	<u>44.5500</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	3.4833	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	3.0000	1.0667	0.0000	<u>121.5500</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	3.4833	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>118.4833</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	46.0000	8.0000	11.5000	3.4833	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	5.0000	1.0667	0.0000	<u>82.0500</u>
Medallion Plates*	46.0000	8.0000	23.0000	11.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	5.0000	2.0000		102.0000
<b>NELLIS</b>														
24/7 EQUIVALANCY	78.0000	12.0000	17.0000	3.4833	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>117.4833</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	3.4833	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>116.4833</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	3.4833	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>131.4833</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	3.4833	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>114.4833</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	3.4833	2.2000	0.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>33.6833</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	3.4833	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>121.4833</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	3.4833	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>179.4833</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	3.4833	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	<u>188.4833</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>1,286.0000</u>	<u>154.0000</u>	<u>208.5000</u>	<u>55.7328</u>	<u>4.4000</u>	<u>55.0000</u>	<u>62.0000</u>	<u>10.0000</u>	<u>7.0000</u>	<u>3.5000</u>	<u>8.0000</u>	<u>3.2001</u>	<u>0.0000</u>	<u>1,857.3329</u>
<b>TOTAL MEDALLIONS</b>	1,286.0000	154.0000	417.0000	176.0000	22.0000	55.0000	62.0000	10.0000	14.0000	7.0000	8.0000	6.0000		2,217.0000

\* = 1 Lucky Laughlin Medallion must be handicap

# 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%	2,883	2,883	0.00%
ANLV	30	78	0	7	115	26.09%	67.83%	6.09%	7,091	7,206	1.60%
ACE	38	46	0	1	85	44.71%	54.12%	1.18%	8,765	8,850	0.96%
CHECKER	2	0	0	0	2	100.00%	0.00%	0.00%	11,668	11,670	0.02%
DELUXE	84	0	0	0	84	100.00%	0.00%	0.00%	2,202	2,286	3.67%
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%	7,287	7,527	0.00%
DESERT (LAUGHLIN)	30	0	0	0	30	100.00%	0.00%	0.00%	210	See Above	0.40%
HENDERSON	0	0	0	0	0	0.00%	0.00%	0.00%	7,338	7,338	0.00%
LUCKY	1	2	0	0	3	33.33%	66.67%	0.00%	4,713	5,071	0.06%
LUCKY (LAUGHLIN)	158	0	0	0	158	100.00%	0.00%	0.00%	197	See Above	3.12%
NELLIS	0	0	0	0	0	0.00%	0.00%	0.00%	7,147	7,147	0.00%
STAR	2	0	0	0	2	100.00%	0.00%	0.00%	7,214	7,216	0.03%
UNION	4	30	4	0	38	10.53%	78.95%	10.53%	8,145	8,183	0.46%
VEGAS WESTERN	6	5	0	0	11	54.55%	45.45%	0.00%	7,091	7,102	0.15%
VIRGIN VALLEY	0	2	0	0	2	0.00%	0.00%	0.00%	2,082	2,084	0.10%
WESTERN	32	11	0	0	43	74.42%	25.58%	0.00%	7,295	7,338	0.59%
WHITTLESEA	0	0	0	0	0	0.00%	0.00%	0.00%	11,119	11,119	0.00%
YELLOW	0	0	0	0	0	0.00%	0.00%	0.00%	11,667	11,667	0.00%
<b>TOTALS</b>	<b>387</b>	<b>174</b>	<b>4</b>	<b>8</b>	<b>573</b>	<b>67.54%</b>	<b>30.37%</b>	<b>1.40%</b>	<b>114,114</b>	<b>114,687</b>	<b>0.50%</b>

\*= Shifts Reported + Shifts Blown

July 2010