



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

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# Nevada Taxicab Authority

## TOTAL MONTHLY TRIPS

December '10 v. December '09

<b>Taxicab Company</b>	<b><u>2010</u></b>	<b><u>2009</u></b>	<b><u>% Increase/ (Decrease)</u></b>
A-CAB	35,283	34,219	3.11%
ANLV	95,030	97,612	-2.65%
ACE	126,685	130,396	-2.85%
CHECKER	174,864	170,155	2.77%
DELUXE	20,809	19,448	7.00%
DESERT	108,816	107,336	1.38%
HENDERSON	104,032	103,371	0.64%
LUCKY	73,795	73,306	0.67%
NELLIS	105,101	104,631	0.45%
STAR	108,841	106,504	2.19%
UNION	116,367	121,014	-3.84%
VEGAS-WESTERN	104,691	108,772	-3.75%
VIRGIN-VALLEY	32,152	30,623	4.99%
WESTERN	104,642	104,101	0.52%
WHITTLESEA	157,205	155,345	1.20%
YELLOW	176,039	171,804	2.47%
<b>INDUSTRY TOTAL</b>	<b>1,644,352</b>	<b>1,638,637</b>	<b>0.35%</b>

# Nevada Taxicab Authority

## REVENUE PER SHIFT

December '10 v. December '09

Taxicab Company	<u>2010</u>	<u>2009</u>	% Increase/ <u>(Decrease)</u>
A-CAB	\$183.39	\$175.91	4.25%
ANLV	\$185.54	\$186.18	-0.34%
ACE	\$190.71	\$197.36	-3.37%
CHECKER	\$190.84	\$197.26	-3.25%
DELUXE	\$182.68	\$195.04	-6.34%
DESERT	\$257.92	\$258.16	-0.09%
HENDERSON	\$198.23	\$196.42	0.92%
LUCKY	\$230.29	\$224.36	2.64%
NELLIS	\$247.08	\$239.86	3.01%
STAR	\$202.21	\$201.74	0.23%
UNION	\$190.64	\$197.88	-3.66%
VEGAS-WESTERN	\$198.91	\$201.16	-1.12%
VIRGIN-VALLEY	\$211.69	\$208.06	1.74%
WESTERN	\$199.42	\$200.65	-0.61%
WHITTLESEA	\$197.85	\$198.33	-0.24%
YELLOW	\$199.93	\$198.72	0.61%
<b>INDUSTRY AVERAGE</b>	<b>\$203.48</b>	<b>\$204.38</b>	<b>-0.44%</b>

# Nevada Taxicab Authority

## TRIPS PER SHIFT

December '10 v. December '09

<b>Taxicab Company</b>	<b><u>2010</u></b>	<b><u>2009</u></b>	<b>% Increase/ <u>(Decrease)</u></b>
A-CAB	12.20	11.81	<b>3.30%</b>
ANLV	13.72	13.80	<b>-0.58%</b>
ACE	14.68	14.88	<b>-1.34%</b>
CHECKER	15.01	14.82	<b>1.28%</b>
DELUXE	9.36	9.67	<b>-3.21%</b>
DESERT	16.02	16.35	<b>-2.02%</b>
HENDERSON	14.29	14.27	<b>0.14%</b>
LUCKY	16.06	16.37	<b>-1.89%</b>
NELLIS	15.76	15.89	<b>-0.82%</b>
STAR	15.11	15.05	<b>0.40%</b>
UNION	14.58	14.86	<b>-1.88%</b>
VEGAS-WESTERN	14.99	15.35	<b>-2.35%</b>
VIRGIN-VALLEY	15.80	14.97	<b>5.54%</b>
WESTERN	14.69	14.50	<b>1.31%</b>
WHITTLESEA	14.27	14.24	<b>0.21%</b>
YELLOW	15.12	14.94	<b>1.20%</b>
<b>INDUSTRY AVERAGE</b>	<b>14.73</b>	<b>14.76</b>	<b>-0.20%</b>

# Nevada Taxicab Authority

## REVENUE PER TRIP

December '10 v. December '09

<b>Taxicab Company</b>	<b><u>2010</u></b>	<b><u>2009</u></b>	<b>% Increase/ <u>(Decrease)</u></b>
A-CAB	\$15.03	\$14.89	<b>0.94%</b>
ANLV	\$13.53	\$13.49	<b>0.30%</b>
ACE	\$12.99	\$13.26	<b>-2.04%</b>
CHECKER	\$12.72	\$13.31	<b>-4.43%</b>
DELUXE	\$19.51	\$20.17	<b>-3.27%</b>
DESERT	\$16.10	\$15.79	<b>1.96%</b>
HENDERSON	\$13.87	\$13.76	<b>0.80%</b>
LUCKY	\$14.34	\$13.71	<b>4.60%</b>
NELLIS	\$15.68	\$15.09	<b>3.91%</b>
STAR	\$13.39	\$13.41	<b>-0.15%</b>
UNION	\$13.08	\$13.31	<b>-1.73%</b>
VEGAS-WESTERN	\$13.27	\$13.10	<b>1.30%</b>
VIRGIN-VALLEY	\$13.40	\$13.89	<b>-3.53%</b>
WESTERN	\$13.57	\$13.84	<b>-1.95%</b>
WHITTLESEA	\$13.86	\$13.92	<b>-0.43%</b>
YELLOW	\$13.23	\$13.30	<b>-0.53%</b>
<b>INDUSTRY AVERAGE</b>	<b>\$13.82</b>	<b>\$13.85</b>	<b>-0.22%</b>

# Nevada Taxicab Authority

## TRIPS PER MEDALLION

December '10 v. December '09

Taxicab Company	<u>2010</u>	<u>2009</u>	% Increase/ <u>(Decrease)</u>
A-CAB	808	792	2.02%
ANLV	828	854	-3.04%
ACE	893	923	-3.25%
CHECKER	926	904	2.43%
DELUXE	473	445	6.29%
DESERT	893	886	0.79%
HENDERSON	875	874	0.11%
LUCKY	897	944	-4.98%
NELLIS	892	892	0.00%
STAR	932	916	1.75%
UNION	885	922	-4.01%
VEGAS-WESTERN	912	952	-4.20%
VIRGIN-VALLEY	942	908	3.74%
WESTERN	859	859	0.00%
WHITTLESEA	874	867	0.81%
YELLOW	932	913	2.08%
<b>INDUSTRY AVERAGE</b>	<b>883</b>	<b>886</b>	<b>-0.34%</b>

# Nevada Taxicab Authority

## REVENUE PER MEDALLION

December '10 v. December '09

Taxicab Company	<u>2010</u>	<u>2009</u>	% Increase/ <b>(Decrease)</b>
A-CAB	\$12,152	\$11,790	3.07%
ANLV	\$11,193	\$11,525	-2.88%
ACE	\$11,604	\$12,242	-5.21%
CHECKER	\$11,775	\$12,034	-2.16%
DELUXE	\$9,229	\$8,967	2.92%
DESERT	\$14,380	\$13,986	2.82%
HENDERSON	\$12,142	\$12,033	0.90%
LUCKY	\$12,857	\$12,940	-0.65%
NELLIS	\$13,981	\$13,470	3.79%
STAR	\$12,469	\$12,284	1.51%
UNION	\$11,571	\$12,277	-5.75%
VEGAS-WESTERN	\$12,093	\$12,477	-3.08%
VIRGIN-VALLEY	\$12,616	\$12,616	0.00%
WESTERN	\$11,657	\$11,884	-1.92%
WHITTLESEA	\$12,116	\$12,068	0.39%
YELLOW	\$12,330	\$12,136	1.60%
<b>INDUSTRY AVERAGE</b>	<b>\$12,202</b>	<b>\$12,272</b>	<b>-0.57%</b>

# Nevada Taxicab Authority

## MONTHLY TRIP COMPARISON

### 2010 v. 2009

MONTH	YEAR	TRIPS	YEAR	TRIPS	% Increase/ <span style="color: red;">(Decrease)</span>	# TRIPS +/-
JANUARY	<b>2010</b>	2,068,555	<b>2009</b>	1,834,057	<b>12.79%</b>	234,498
FEBRUARY	<b>2010</b>	1,961,564	<b>2009</b>	1,922,997	<b>2.01%</b>	38,567
MARCH	<b>2010</b>	2,301,227	<b>2009</b>	2,147,458	<b>7.16%</b>	153,769
APRIL	<b>2010</b>	2,126,067	<b>2009</b>	2,057,544	<b>3.33%</b>	68,523
MAY	<b>2010</b>	2,369,862	<b>2009</b>	2,203,601	<b>7.54%</b>	166,261
JUNE	<b>2010</b>	2,121,068	<b>2009</b>	1,890,527	<b>12.19%</b>	230,541
JULY	<b>2010</b>	2,137,413	<b>2009</b>	1,967,892	<b>8.61%</b>	169,521
AUGUST	<b>2010</b>	2,157,624	<b>2009</b>	1,937,377	<b>11.37%</b>	220,247
SEPTEMBER	<b>2010</b>	2,105,705	<b>2009</b>	2,049,590	<b>2.74%</b>	56,115
OCTOBER	<b>2010</b>	2,266,231	<b>2009</b>	2,036,498	<b>11.28%</b>	229,733
NOVEMBER	<b>2010</b>	1,927,475	<b>2009</b>	1,885,526	<b>2.22%</b>	41,949
DECEMBER	<b>2010</b>	1,644,352	<b>2009</b>	1,638,637	<b>0.35%</b>	5,715
<b>YTD TOTAL</b>	<b>2010</b>	<b>25,187,143</b>	<b>2009</b>	<b>23,571,704</b>	<b>6.85%</b>	<b>1,615,439</b>



# Nevada Taxicab Authority

## YEAR TO DATE COMPARISON

December '10 v. December '09

	Month			Year to Date		
	2010	2009	% Δ	2010	2009	% Δ
TRIPS	1,644,352	1,638,637	0.35%	25,187,413	23,571,704	6.85%
REVENUE	\$22,720,783	\$22,692,661	0.12%	\$340,621,763	\$323,924,879	5.15%
AVG REV/SHIFT	\$203.48	\$204.38	-0.44%	\$253.82	\$242.31	4.75%
AVG TRIPS/SHIFT	14.73	14.76	-0.20%	18.77	17.63	6.47%
AVG REV/PER TRIP	\$13.82	\$13.85	-0.22%	\$13.52	\$13.74	-1.60%
AVG TRIPS/MED	883	886	-0.34%	1,129	1,059	6.61%
AVG REV/MED	\$12,202	\$12,272	-0.57%	\$15,266	\$14,559	4.86%
SHIFTS	111,661	111,030	0.57%	1,341,981	1,336,826	0.39%
MEDALLIONS	1,862.1097	1,848.1771	0.75%	22,312.4579	22,248.4518	0.29%

DECEMBER 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	3.0161	2.3065	0.0000	4.0000	0.0000	0.0000	3.5000	0.0000	0.0000	0.8226	43.6452
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	3.0161	0.0000	0.0000	4.0000	10.0000	7.0000	0.0000	0.0000	0.0000	0.8226	114.8387
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	3.0161	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	141.8387
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	3.0161	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	188.8387
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	3.0161	0.0000	37.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.9667	0.0000	43.9828
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	3.0161	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	3.0000	0.9667	0.8226	121.8054
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	3.0161	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	118.8387
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	3.0161	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	5.0000	0.9667	0.8226	82.3054
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	3.0161	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	117.8387
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	3.0161	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	116.8387
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	3.0161	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	131.8387
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	3.0161	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	114.8387
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	3.0161	2.3065	0.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	34.1452
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	3.0161	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	121.8387
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	3.0161	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	179.8387
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	3.0161	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.8226	188.8387
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
EQUIVALANCIES	1,286.0000	154.0000	208.5000	48.2576	4.6130	55.0000	62.0000	10.0000	7.0000	3.5000	8.0000	2.9001	12.3390	1,862.1097
TOTAL MEDALLIONS	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%	2,892	2,892	0.00%
ANLV	0	176	0	0	176	0.00%	100.00%	0.00%	6,928	7,104	2.48%
ACE	0	148	0	0	148	0.00%	100.00%	0.00%	8,630	8,778	1.69%
CHECKER	9	42	0	0	51	17.65%	82.35%	0.00%	11,651	11,702	0.44%
DELUXE	40	0	0	0	40	100.00%	0.00%	0.00%	2,222	2,262	1.77%
DELUXE (LAUGHLIN)	0	0	0	0	0	0.00%	0.00%	0.00%	See Above	See Above	0.00%
DESERT	424	150	88	22	684	61.99%	21.93%	16.08%	6,611	7,541	9.07%
DESERT (LAUGHLIN)	66	0	0	0	66	100.00%	0.00%	0.00%	180	See Above	0.88%
HENDERSON	24	44	2	8	78	30.77%	56.41%	12.82%	7,279	7,357	1.06%
LUCKY	140	86	27	33	286	48.95%	30.07%	20.98%	4,437	5,074	5.64%
LUCKY (LAUGHLIN)	193	0	0	0	193	100.00%	0.00%	0.00%	158	See Above	3.80%
NELLIS	257	223	55	0	535	48.04%	41.68%	10.28%	6,668	7,203	7.43%
STAR	6	30	0	0	36	16.67%	83.33%	0.00%	7,205	7,241	0.50%
UNION	2	150	0	0	152	1.32%	98.68%	0.00%	8,002	8,154	1.86%
VEGAS WESTERN	0	122	0	0	122	0.00%	100.00%	0.00%	6,982	7,104	1.72%
VIRGIN VALLEY	0	0	0	0	0	0.00%	0.00%	0.00%	2,035	2,035	0.00%
WESTERN	0	206	0	0	206	0.00%	100.00%	0.00%	7,122	7,328	2.81%
WHITTLESEA	51	56	1	16	124	41.13%	45.16%	13.71%	11,013	11,137	1.11%
YELLOW	19	46	0	0	65	29.23%	70.77%	0.00%	11,646	11,711	0.56%
<b>TOTALS</b>	<b>1,231</b>	<b>1,479</b>	<b>173</b>	<b>79</b>	<b>2,962</b>	<b>41.56%</b>	<b>49.93%</b>	<b>2.67%</b>	<b>111,661</b>	<b>114,623</b>	<b>2.58%</b>

\*= Shifts Reported + Shifts Blown

December 2010