



NEVADA TAXICAB AUTHORITY TAXICAB INDUSTRY STATISTICS January 2011

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Nevada Taxicab Authority

TOTAL MONTHLY TRIPS

January '11 v. January '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	46,283	43,102	7.38%
ANLV	136,173	121,581	12.00%
ACE	180,728	163,055	10.84%
CHECKER	237,163	212,358	11.68%
DELUXE	23,800	20,092	18.46%
DESERT	158,161	145,700	8.55%
HENDERSON	142,874	129,436	10.38%
LUCKY	108,777	97,800	11.22%
NELLIS	152,594	137,545	10.94%
STAR	149,800	134,067	11.74%
UNION	165,945	150,477	10.28%
VEGAS-WESTERN	149,149	136,661	9.14%
VIRGIN-VALLEY	45,216	39,649	14.04%
WESTERN	142,970	129,522	10.38%
WHITTLESEA	212,505	193,135	10.03%
YELLOW	238,856	214,375	11.42%
INDUSTRY TOTAL	2,290,994	2,068,555	10.75%

Nevada Taxicab Authority

REVENUE PER SHIFT

January '11 v. January '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	\$230.59	\$205.76	12.07%
ANLV	\$246.13	\$220.67	11.54%
ACE	\$256.90	\$233.92	9.82%
CHECKER	\$259.86	\$231.84	12.09%
DELUXE	\$206.16	\$200.32	2.92%
DESERT	\$323.33	\$289.88	11.54%
HENDERSON	\$262.96	\$228.59	15.04%
LUCKY	\$301.53	\$257.83	16.95%
NELLIS	\$315.73	\$275.33	14.67%
STAR	\$262.85	\$234.17	12.25%
UNION	\$255.58	\$232.70	9.83%
VEGAS-WESTERN	\$265.49	\$237.79	11.65%
VIRGIN-VALLEY	\$269.71	\$245.21	9.99%
WESTERN	\$258.31	\$234.11	10.34%
WHITTLESEA	\$259.78	\$230.47	12.72%
YELLOW	\$260.63	\$233.93	11.41%
INDUSTRY AVERAGE	\$267.06	\$238.59	11.93%

Nevada Taxicab Authority

TRIPS PER SHIFT

January '11 v. January '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	15.11	14.21	6.33%
ANLV	18.69	16.78	11.38%
ACE	20.17	18.27	10.40%
CHECKER	19.97	17.97	11.13%
DELUXE	10.43	9.96	4.72%
DESERT	20.56	19.05	7.93%
HENDERSON	19.38	17.28	12.15%
LUCKY	21.42	19.62	9.17%
NELLIS	20.75	18.84	10.14%
STAR	20.22	18.05	12.02%
UNION	19.91	18.12	9.88%
VEGAS-WESTERN	20.47	18.87	8.48%
VIRGIN-VALLEY	20.50	18.21	12.58%
WESTERN	19.53	17.48	11.73%
WHITTLESEA	19.11	17.14	11.49%
YELLOW	20.12	18.14	10.92%
INDUSTRY AVERAGE	19.66	17.81	10.39%

Nevada Taxicab Authority

REVENUE PER TRIP January '11 v. January '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	\$15.27	\$14.48	5.46%
ANLV	\$13.17	\$13.15	0.15%
ACE	\$12.73	\$12.81	-0.62%
CHECKER	\$13.01	\$12.90	0.85%
DELUXE	\$19.66	\$20.12	-2.29%
DESERT	\$15.73	\$15.22	3.35%
HENDERSON	\$13.57	\$13.23	2.57%
LUCKY	\$14.08	\$13.14	7.15%
NELLIS	\$15.22	\$14.61	4.18%
STAR	\$13.00	\$12.97	0.23%
UNION	\$12.84	\$12.84	0.00%
VEGAS-WESTERN	\$12.97	\$12.60	2.94%
VIRGIN-VALLEY	\$13.16	\$13.46	-2.23%
WESTERN	\$13.23	\$13.40	-1.27%
WHITTLESEA	\$13.59	\$13.45	1.04%
YELLOW	\$12.96	\$12.90	0.47%
INDUSTRY AVERAGE	\$13.58	\$13.39	1.42%

Nevada Taxicab Authority

TRIPS PER MEDALLION January '11 v. January '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	1,011	932	8.48%
ANLV	1,164	1,034	12.57%
ACE	1,255	1,128	11.26%
CHECKER	1,242	1,108	12.09%
DELUXE	540	452	19.47%
DESERT	1,275	1,169	9.07%
HENDERSON	1,181	1,064	11.00%
LUCKY	1,287	1,205	6.80%
NELLIS	1,272	1,141	11.48%
STAR	1,259	1,121	12.31%
UNION	1,239	1,118	10.82%
VEGAS-WESTERN	1,275	1,162	9.72%
VIRGIN-VALLEY	1,246	1,080	15.37%
WESTERN	1,153	1,040	10.87%
WHITTLESEA	1,168	1,058	10.40%
YELLOW	1,251	1,119	11.80%
INDUSTRY AVERAGE	1,209	1,089	11.02%

Nevada Taxicab Authority

REVENUE PER MEDALLION

January '11 v. January '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	\$15,430	\$13,505	14.25%
ANLV	\$15,327	\$13,597	12.73%
ACE	\$15,985	\$14,442	10.68%
CHECKER	\$16,155	\$14,301	12.96%
DELUXE	\$10,616	\$9,104	16.61%
DESERT	\$20,051	\$17,791	12.71%
HENDERSON	\$16,021	\$14,081	13.78%
LUCKY	\$18,110	\$15,842	14.31%
NELLIS	\$19,352	\$16,666	16.11%
STAR	\$16,367	\$14,542	12.55%
UNION	\$15,899	\$14,357	10.74%
VEGAS-WESTERN	\$16,533	\$14,648	12.87%
VIRGIN-VALLEY	\$16,395	\$14,535	12.79%
WESTERN	\$15,251	\$13,925	9.52%
WHITTLESEA	\$15,874	\$14,226	11.59%
YELLOW	\$16,202	\$14,429	12.29%
INDUSTRY AVERAGE	\$16,423	\$14,584	12.60%

Nevada Taxicab Authority

MONTHLY TRIP COMPARISON

2011 v. 2010

MONTH	YEAR	TRIPS	YEAR	TRIPS	% Increase/ (Decrease)	# TRIPS +/-
JANUARY	2011	2,290,994	2010	2,068,555	10.75%	222,439
FEBRUARY	2011		2010			0
MARCH	2011		2010			0
APRIL	2011		2010			0
MAY	2011		2010			0
JUNE	2011		2010			0
JULY	2011		2010			0
AUGUST	2011		2010			0
SEPTEMBER	2011		2010			0
OCTOBER	2011		2010			0
NOVEMBER	2011		2010			0
DECEMBER	2011		2010			0
YTD TOTAL	2010	2,290,994	2009	2,068,555	10.75%	222,439

Nevada Taxicab Authority

YEAR TO DATE COMPARISON

January '11 v. January '10

	Month			Year to Date		
	2011	2010	% Δ	2011	2010	% Δ
TRIPS	2,290,994	2,068,557	10.75%	2,290,994	2,068,557	10.75%
REVENUE	\$31,113,924	\$27,705,500	12.30%	\$31,113,924	\$27,705,500	12.30%
AVG REV/SHIFT	\$267.06	\$238.59	11.93%	\$267.06	\$238.59	11.93%
AVG TRIPS/SHIFT	19.66	17.81	10.39%	19.66	17.81	10.39%
AVG REV/PER TRIP	\$13.58	\$13.39	1.42%	\$13.58	\$13.39	1.42%
AVG TRIPS/MED	1,209	1,089	11.02%	1,209	1,089	11.02%
AVG REV/MED	\$16,423	\$14,584	12.60%	\$16,423	\$14,584	12.60%
SHIFTS	116,506	116,120	0.33%	116,506	116,120	0.33%
MEDALLIONS	1,894.5796	1,899.6779	-0.27%	1,894.5796	1,899.6779	-0.27%

JANUARY 2011 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
A-CAB														
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	2.9677	45.7903
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
ANLV														
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	2.9677	116.9838
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
ACE														
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	2.9677	143.9838
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
CHECKER														
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	2.9677	190.9838
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
DELUXE														
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	1.0645	0.0000	44.0806
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
DESERT														
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	1.0645	2.9677	124.0483
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
HENDERSON														
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	2.9677	120.9838
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
LUCKY														
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	1.0645	2.9677	84.5483
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
NELLIS														
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	2.9677	119.9838
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
STAR														
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	2.9677	118.9838
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
UNION														
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	2.9677	133.9838
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
VEGAS WESTERN														
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	2.9677	116.9838
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
VIRGIN VALLEY														
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	2.9677	36.2903
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
WESTERN														
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	2.9677	123.9838
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
WHITTLESEA														
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	2.9677	181.9838
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
YELLOW														
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	2.9677	190.9838
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	3.1935	44.5155	1,894.5796
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%	3,064	3,064	0.00%
ANLV	0	0	0	0	0	0.00%	0.00%	0.00%	7,285	7,285	0.00%
ACE	0	0	0	0	0	0.00%	0.00%	0.00%	8,959	8,959	0.00%
CHECKER	0	0	0	0	0	0.00%	0.00%	0.00%	11,873	11,873	0.00%
DELUXE	43	0	0	0	43	100.00%	0.00%	0.00%	2,281	2,324	1.85%
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%	7,471	7,723	0.00%
DESERT (LAUGHLIN)	30	0	0	0	30	100.00%	0.00%	0.00%	222	See Above	0.39%
HENDERSON	0	1	0	0	1	0.00%	100.00%	0.00%	7,371	7,372	0.01%
LUCKY	0	0	0	0	0	0.00%	0.00%	0.00%	4,897	5,252	0.00%
LUCKY (LAUGHLIN)	174	0	0	0	174	100.00%	0.00%	0.00%	181	See Above	3.31%
NELLIS	0	16	0	0	16	0.00%	100.00%	0.00%	7,354	7,370	0.22%
STAR	0	0	0	0	0	0.00%	0.00%	0.00%	7,409	7,409	0.00%
UNION	1	1	0	0	2	50.00%	50.00%	0.00%	8,335	8,337	0.02%
VEGAS WESTERN	0	0	0	0	0	0.00%	0.00%	0.00%	7,285	7,285	0.00%
VIRGIN VALLEY	0	0	0	0	0	0.00%	0.00%	0.00%	2,206	2,206	0.00%
WESTERN	0	10	0	0	10	0.00%	100.00%	0.00%	7,320	7,330	0.14%
WHITTLESEA	0	0	0	0	0	0.00%	0.00%	0.00%	11,120	11,120	0.00%
YELLOW	0	0	0	0	0	0.00%	0.00%	0.00%	11,873	11,873	0.00%
TOTALS	248	28	0	0	276	89.86%	10.14%	0.00%	116,506	116,782	0.24%

*= Shifts Reported + Shifts Blown

January 2011