



NEVADA TAXICAB AUTHORITY TAXICAB INDUSTRY STATISTICS JULY 2011

The data contained herein has been produced and processed from sources believed to be reliable (Taxicab Certificate Holders). No warranty expressed or implied is made regarding accuracy, adequacy, completeness, legality, reliability or usefulness of any information. This disclaimer applies to both isolated and aggregate uses of the information. The Taxicab Authority provides this information on an "as is" basis. All warranties of any kind express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, freedom from contamination by computer viruses and non-infringement of proprietary rights ARE DISCLAIMED. Changes could be periodically added to the information herein; these changes could or could not be incorporated in any new version of the publication.

Nevada Taxicab Authority

TOTAL MONTHLY TRIPS

July '11 v. July '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	47,958	42,274	13.45%
ANLV	132,836	123,981	7.14%
ACE	178,450	165,849	7.60%
CHECKER	236,819	222,398	6.48%
DELUXE	25,383	22,622	12.20%
DESERT	156,715	149,316	4.96%
HENDERSON	144,576	133,358	8.41%
LUCKY	107,602	102,424	5.06%
NELLIS	156,341	144,342	8.31%
STAR	148,539	139,247	6.67%
UNION	160,816	153,261	4.93%
VEGAS-WESTERN	145,025	140,244	3.41%
VIRGIN-VALLEY	41,571	39,657	4.83%
WESTERN	142,695	132,560	7.65%
WHITTLESEA	214,775	201,249	6.72%
YELLOW	240,303	224,631	6.98%
INDUSTRY TOTAL	2,280,404	2,137,413	6.69%

Nevada Taxicab Authority

REVENUE PER SHIFT

July '11 v. July '10

Taxicab Company	2011	2010	% Increase/ (Decrease)
A-CAB	\$245.37	\$212.65	15.39%
ANLV	\$257.61	\$226.39	13.79%
ACE	\$269.37	\$238.55	12.92%
CHECKER	\$272.64	\$243.09	12.16%
DELUXE	\$212.35	\$199.47	6.46%
DESERT	\$335.65	\$299.41	12.10%
HENDERSON	\$273.18	\$242.91	12.46%
LUCKY	\$324.17	\$277.27	16.91%
NELLIS	\$342.64	\$291.31	17.62%
STAR	\$278.15	\$247.16	12.54%
UNION	\$258.41	\$237.80	8.67%
VEGAS-WESTERN	\$274.12	\$249.05	10.07%
VIRGIN-VALLEY	\$276.31	\$245.93	12.35%
WESTERN	\$274.74	\$237.18	15.84%
WHITTLESEA	\$270.90	\$241.36	12.24%
YELLOW	\$273.96	\$244.11	12.23%
INDUSTRY AVERAGE	\$279.87	\$248.13	12.79%

Nevada Taxicab Authority

TRIPS PER SHIFT

July '11 v. July '10

Taxicab Company	2011	2010	% Increase/ (Decrease)
A-CAB	16.57	14.66	13.03%
ANLV	18.70	17.48	6.98%
ACE	20.33	18.92	7.45%
CHECKER	20.26	19.06	6.30%
DELUXE	10.44	10.27	1.66%
DESERT	20.86	19.92	4.72%
HENDERSON	19.67	18.17	8.26%
LUCKY	21.87	20.86	4.84%
NELLIS	21.69	20.20	7.38%
STAR	20.56	19.30	6.53%
UNION	19.72	18.82	4.78%
VEGAS-WESTERN	20.42	19.78	3.24%
VIRGIN-VALLEY	20.32	19.05	6.67%
WESTERN	19.98	18.17	9.96%
WHITTLESEA	19.29	18.10	6.57%
YELLOW	20.56	19.22	6.97%
INDUSTRY AVERAGE	19.94	18.73	6.46%

Nevada Taxicab Authority

REVENUE PER TRIP

July '11 v. July '10

Taxicab Company	2011	2010	% Increase/ (Decrease)
A-CAB	\$14.81	\$14.50	2.14%
ANLV	\$13.77	\$12.95	6.33%
ACE	\$13.25	\$12.61	5.08%
CHECKER	\$13.46	\$12.75	5.57%
DELUXE	\$20.35	\$19.42	4.79%
DESERT	\$16.09	\$15.03	7.05%
HENDERSON	\$13.89	\$13.37	3.89%
LUCKY	\$14.82	\$13.29	11.51%
NELLIS	\$15.80	\$14.42	9.57%
STAR	\$13.53	\$12.80	5.70%
UNION	\$13.11	\$12.64	3.72%
VEGAS-WESTERN	\$13.42	\$12.59	6.59%
VIRGIN-VALLEY	\$13.60	\$12.91	5.34%
WESTERN	\$13.75	\$13.05	5.36%
WHITTLESEA	\$14.04	\$13.34	5.25%
YELLOW	\$13.33	\$12.70	4.96%
INDUSTRY AVERAGE	\$14.04	\$13.25	5.96%

Nevada Taxicab Authority

TRIPS PER MEDALLION

July '11 v. July '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	1,111	979	13.48%
ANLV	1,160	1,083	7.11%
ACE	1,261	1,172	7.59%
CHECKER	1,256	1,180	6.44%
DELUXE	569	508	12.01%
DESERT	1,288	1,228	4.89%
HENDERSON	1,220	1,126	8.35%
LUCKY	1,310	1,248	4.97%
NELLIS	1,330	1,229	8.22%
STAR	1,274	1,195	6.61%
UNION	1,222	1,166	4.80%
VEGAS-WESTERN	1,266	1,225	3.35%
VIRGIN-VALLEY	1,234	1,177	4.84%
WESTERN	1,174	1,091	7.61%
WHITTLESEA	1,196	1,121	6.69%
YELLOW	1,274	1,192	6.88%
INDUSTRY AVERAGE	1,227	1,151	6.60%

Nevada Taxicab Authority

REVENUE PER MEDALLION

July '11 v. July '10

Taxicab Company	2011	2010	% Increase/ (Decrease)
A-CAB	\$16,446	\$14,197	15.84%
ANLV	\$15,972	\$14,023	13.90%
ACE	\$16,701	\$14,778	13.01%
CHECKER	\$16,904	\$15,048	12.33%
DELUXE	\$11,568	\$9,859	17.33%
DESERT	\$20,730	\$18,467	12.25%
HENDERSON	\$16,937	\$15,044	12.58%
LUCKY	\$19,416	\$16,592	17.02%
NELLIS	\$21,008	\$17,722	18.54%
STAR	\$17,245	\$15,307	12.66%
UNION	\$16,021	\$14,731	8.76%
VEGAS-WESTERN	\$16,995	\$15,426	10.17%
VIRGIN-VALLEY	\$16,786	\$15,201	10.43%
WESTERN	\$16,143	\$14,242	13.35%
WHITTLESEA	\$16,796	\$14,953	12.33%
YELLOW	\$16,985	\$15,136	12.22%
INDUSTRY AVERAGE	\$17,226	\$15,248	12.97%

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	1,999,298	2010	1,961,564	1.92%	37,734
MARCH	2011	2,493,929	2010	2,301,227	8.37%	192,702
APRIL	2011	2,338,804	2010	2,126,067	10.01%	212,737
MAY	2011	2,455,190	2010	2,369,862	3.60%	85,328
JUNE	2011	2,340,455	2010	2,121,068	10.34%	219,387
JULY	2011	2,280,404	2010	2,137,413	6.69%	142,991
AUGUST	2011		2010			0
SEPTEMBER	2011		2010			0
OCTOBER	2011		2010			0
NOVEMBER	2011		2010			0
DECEMBER	2011		2010			0
YTD TOTAL	2010	16,199,074	2009	15,085,756	7.38%	1,113,318

Nevada Taxicab Authority

YEAR TO DATE COMPARISON

July '11 v. July '10

	Month			Year to Date		
	2011	2010	% Δ	2011	2010	% Δ
TRIPS	2,280,404	2,137,413	6.69%	16,199,074	15,085,756	7.38%
REVENUE	\$32,011,262	\$28,320,254	13.03%	\$225,167,201	\$203,167,685	10.83%
AVG REV/SHIFT	\$279.87	\$248.13	12.79%	\$285.57	\$259.51	10.04%
AVG TRIPS/SHIFT	19.94	18.73	6.46%	20.54	19.27	6.59%
AVG REV/PER TRIP	\$14.04	\$13.25	5.96%	\$13.90	\$13.47	3.19%
AVG TRIPS/MED	1,227	1,151	6.60%	1,233	1,157	6.57%
AVG REV/MED	\$17,226	\$15,248	12.97%	\$17,134	\$15,579	9.98%
SHIFTS	114,378	114,134	0.21%	788,480	782,881	0.72%
MEDALLIONS	1,858.3228	1,857.3329	0.05%	13,141.8167	13,041.4000	0.77%

JULY 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	3.5484	2.1290	0.0000	4.0000	0.0000	0.0000	3.5000	0.0000	0.0000		43.1774
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	3.5484	0.0000	0.0000	4.0000	10.0000	7.0000	0.0000	0.0000	0.0000		114.5484
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	3.5484	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		141.5484
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	3.5484	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		188.5484
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	3.5484	0.0000	37.0000	3.0000	0.0000	0.0000	0.0000	0.0000	1.0968		44.6452
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	3.5484	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	3.0000	1.0968		121.6452
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	3.5484	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		118.5484
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	3.5484	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	5.0000	1.0968		82.1452
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	3.5484	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		117.5484
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	3.5484	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		116.5484
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	3.5484	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		131.5484
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	3.5484	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		114.5484
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	3.5484	2.1290	0.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000		33.6774
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	3.5484	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		121.5484
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	3.5484	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		179.5484
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	3.5484	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		188.5484
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	56.7744	4.2580	55.0000	62.0000	10.0000	7.0000	3.5000	8.0000	3.2904	0.0000	1,858.3228
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%	2,894	2,894	0.00%
ANLV	0	0	0	0	0	0.00%	0.00%	0.00%	7,102	7,102	0.00%
ACE	0	0	0	0	0	0.00%	0.00%	0.00%	8,776	8,776	0.00%
CHECKER	0	0	0	0	0	0.00%	0.00%	0.00%	11,960	11,960	0.00%
DELUXE	31	0	0	0	31	100.00%	0.00%	0.00%	2,432	2,463	1.26%
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%	7,288	7,542	0.00%
DESERT (LAUGHLIN)	29	0	0	0	29	100.00%	0.00%	0.00%	225	See Above	0.38%
HENDERSON	0	0	0	0	0	0.00%	0.00%	0.00%	7,350	7,350	0.00%
LUCKY	0	0	0	0	0	0.00%	0.00%	0.00%	4,715	5,076	0.00%
LUCKY (LAUGHLIN)	156	0	0	0	156	100.00%	0.00%	0.00%	205	See Above	3.07%
NELLIS	0	0	0	0	0	0.00%	0.00%	0.00%	7,207	7,207	0.00%
STAR	0	0	0	0	0	0.00%	0.00%	0.00%	7,226	7,226	0.00%
UNION	0	0	0	0	0	0.00%	0.00%	0.00%	8,156	8,156	0.00%
VEGAS WESTERN	0	0	0	0	0	0.00%	0.00%	0.00%	7,102	7,102	0.00%
VIRGIN VALLEY	0	0	0	0	0	0.00%	0.00%	0.00%	2,046	2,046	0.00%
WESTERN	0	0	0	0	0	0.00%	0.00%	0.00%	7,142	7,142	0.00%
WHITTLESEA	0	0	0	0	0	0.00%	0.00%	0.00%	11,132	11,132	0.00%
YELLOW	0	0	0	0	0	0.00%	0.00%	0.00%	11,690	11,690	0.00%
TOTALS	216	0	0	0	216	100.00%	0.00%	0.00%	114,648	114,864	0.19%

*= Shifts Reported + Shifts Blown

JULY 2011