



NEVADA TAXICAB AUTHORITY TAXICAB INDUSTRY STATISTICS OCTOBER

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Nevada Taxicab Authority

TOTAL MONTHLY TRIPS

October '11 v. October '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	49,449	43,675	13.22%
ANLV	138,611	133,851	3.56%
ACE	187,695	177,557	5.71%
CHECKER	254,012	235,803	7.72%
DELUXE	28,107	24,661	13.97%
DESERT	170,065	155,711	9.22%
HENDERSON	157,073	140,905	11.47%
LUCKY	118,049	107,157	10.16%
NELLIS	169,901	152,262	11.58%
STAR	162,624	147,523	10.24%
UNION	169,739	163,746	3.66%
VEGAS-WESTERN	153,790	147,697	4.13%
VIRGIN-VALLEY	52,566	42,267	24.37%
WESTERN	154,739	143,995	7.46%
WHITTLESEA	227,104	211,701	7.28%
YELLOW	257,912	237,720	8.49%
INDUSTRY TOTAL	2,451,436	2,266,231	8.17%

Nevada Taxicab Authority

REVENUE PER SHIFT

October '11 v. October '10

Taxicab Company	2011	2010	% Increase/ (Decrease)
A-CAB	\$251.38	\$238.58	5.37%
ANLV	\$269.55	\$254.37	5.97%
ACE	\$285.01	\$264.42	7.79%
CHECKER	\$290.16	\$268.21	8.18%
DELUXE	\$237.32	\$233.71	1.54%
DESERT	\$361.51	\$330.18	9.49%
HENDERSON	\$291.04	\$264.68	9.96%
LUCKY	\$333.07	\$306.38	8.71%
NELLIS	\$368.39	\$323.21	13.98%
STAR	\$294.06	\$271.98	8.12%
UNION	\$281.29	\$262.57	7.13%
VEGAS-WESTERN	\$289.59	\$275.38	5.16%
VIRGIN-VALLEY	\$296.21	\$278.18	6.48%
WESTERN	\$294.77	\$267.39	10.24%
WHITTLESEA	\$285.37	\$263.48	8.31%
YELLOW	\$291.82	\$268.34	8.75%
INDUSTRY AVERAGE	\$297.80	\$274.56	8.46%

Nevada Taxicab Authority

TRIPS PER SHIFT

October '11 v. October '10

Taxicab Company	2011	2010	% Increase/ (Decrease)
A-CAB	15.39	15.09	1.99%
ANLV	18.66	18.85	-1.01%
ACE	20.65	20.23	2.08%
CHECKER	20.78	20.17	3.02%
DELUXE	11.12	11.62	-4.30%
DESERT	21.13	20.74	1.88%
HENDERSON	20.05	19.17	4.59%
LUCKY	21.69	21.83	-0.64%
NELLIS	22.04	21.19	4.01%
STAR	20.96	20.42	2.64%
UNION	19.96	20.08	-0.60%
VEGAS-WESTERN	20.67	20.80	-0.62%
VIRGIN-VALLEY	20.65	20.74	-0.43%
WESTERN	20.41	19.82	2.98%
WHITTLESEA	19.60	19.01	3.10%
YELLOW	21.10	20.34	3.74%
INDUSTRY AVERAGE	20.23	19.85	1.91%

Nevada Taxicab Authority

REVENUE PER TRIP

October '11 v. October '10

Taxicab Company	2011	2010	% Increase/ (Decrease)
A-CAB	\$16.34	\$15.81	3.35%
ANLV	\$14.45	\$13.50	7.04%
ACE	\$13.80	\$13.07	5.59%
CHECKER	\$13.96	\$13.30	4.96%
DELUXE	\$21.34	\$20.12	6.06%
DESERT	\$17.11	\$15.92	7.47%
HENDERSON	\$14.52	\$13.80	5.22%
LUCKY	\$15.35	\$14.04	9.33%
NELLIS	\$16.71	\$15.26	9.50%
STAR	\$14.03	\$13.32	5.33%
UNION	\$14.09	\$13.08	7.72%
VEGAS-WESTERN	\$14.01	\$13.24	5.82%
VIRGIN-VALLEY	\$14.34	\$13.41	6.94%
WESTERN	\$14.44	\$13.49	7.04%
WHITTLESEA	\$14.56	\$13.85	5.13%
YELLOW	\$13.83	\$13.20	4.77%
INDUSTRY AVERAGE	\$14.72	\$13.83	6.44%

Nevada Taxicab Authority

TRIPS PER MEDALLION

October '11 v. October '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	952	1,012	-5.93%
ANLV	1,126	1,169	-3.68%
ACE	1,250	1,254	-0.32%
CHECKER	1,288	1,251	2.96%
DELUXE	528	552	-4.35%
DESERT	1,306	1,280	2.03%
HENDERSON	1,235	1,189	3.87%
LUCKY	1,301	1,304	-0.23%
NELLIS	1,347	1,295	4.02%
STAR	1,299	1,266	2.61%
UNION	1,211	1,245	-2.73%
VEGAS-WESTERN	1,249	1,289	-3.10%
VIRGIN-VALLEY	1,238	1,255	-1.35%
WESTERN	1,189	1,185	0.34%
WHITTLESEA	1,207	1,179	2.37%
YELLOW	1,308	1,261	3.73%
INDUSTRY AVERAGE	1,228	1,220	0.66%

Nevada Taxicab Authority

REVENUE PER MEDALLION

October '11 v. October '10

Taxicab Company	2011	2010	% Increase/ (Decrease)
A-CAB	\$15,551	\$15,991	-2.75%
ANLV	\$16,263	\$15,771	3.12%
ACE	\$17,251	\$16,394	5.23%
CHECKER	\$17,990	\$16,629	8.18%
DELUXE	\$11,270	\$11,113	1.41%
DESERT	\$22,341	\$20,376	9.65%
HENDERSON	\$17,937	\$16,408	9.32%
LUCKY	\$19,982	\$18,309	9.14%
NELLIS	\$22,510	\$19,761	13.91%
STAR	\$18,232	\$16,863	8.12%
UNION	\$17,066	\$16,279	4.83%
VEGAS-WESTERN	\$17,494	\$17,073	2.46%
VIRGIN-VALLEY	\$17,758	\$16,834	5.48%
WESTERN	\$17,168	\$15,984	7.41%
WHITTLESEA	\$17,571	\$16,336	7.56%
YELLOW	\$18,093	\$16,637	8.75%
INDUSTRY AVERAGE	\$18,074	\$16,866	7.16%

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	2,268,691	2010	2,157,624	5.15%	111,067
SEPTEMBER	2011	2,347,826	2010	2,105,705	11.50%	242,121
OCTOBER	2011	2,451,436	2010	2,266,231	8.17%	185,205
NOVEMBER	2011		2010			0
DECEMBER	2011		2010			0
YTD TOTAL	2010	23,267,027	2009	21,615,316	7.64%	1,651,711

Nevada Taxicab Authority

YEAR TO DATE COMPARISON

October '11 v. October '10

	Month			Year to Date		
	2011	2010	% Δ	2011	2010	% Δ
TRIPS	2,451,436	2,266,231	8.17%	23,267,027	21,615,316	7.64%
REVENUE	\$36,077,797	\$31,342,032	15.11%	\$327,342,598	\$291,590,716	12.26%
AVG REV/SHIFT	\$297.80	\$274.58	8.46%	\$287.41	\$260.21	10.45%
AVG TRIPS/SHIFT	20.23	19.85	1.91%	20.43	19.29	5.91%
AVG REV/PER TRIP	\$14.72	\$13.83	6.44%	\$14.07	\$13.49	4.30%
AVG TRIPS/MED	1,228	1,220	0.66%	1,227	1,162	5.59%
AVG REV/MED	\$18,074	\$16,866	7.16%	\$17,256	\$15,678	10.06%
SHIFTS	121,149	114,147	6.13%	1,138,928	1,120,596	1.64%
MEDALLIONS	1,996.1297	1,858.3228	7.42%	18,969.8034	18,598.4475	2.00%

OCTOBER 2011 NEVADA TAXICAB INDUSTRY MEDALLIONS BY COMPANY

	24/7	GEO	12p-2a 7 Days	2p-2p Thu-Mon	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 EQUIVALENCY	32.0000	0.0000	0.0000	10.1452	2.3065	0.0000	4.0000	0.0000	0.0000	3.5000	0.0000	0.0000	0.0000	51.9517
Medallion Plates	32.0000	0.0000	0.0000	17.0000	11.0000	0.0000	4.0000	0.0000	0.0000	7.0000	0.0000	0.0000		71.0000
ANLV														
24/7 EQUIVALENCY	70.0000	12.0000	10.0000	10.1452	0.0000	0.0000	4.0000	10.0000	7.0000	0.0000	0.0000	0.0000	0.0000	123.1452
Medallion Plates	70.0000	12.0000	20.0000	17.0000	0.0000	0.0000	4.0000	10.0000	14.0000	0.0000	0.0000	0.0000		147.0000
ACE														
24/7 EQUIVALENCY	107.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	150.1452
Medallion Plates	107.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		174.0000
CHECKER														
24/7 EQUIVALENCY	154.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	197.1452
Medallion Plates	154.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		221.0000
DELUXE														
24/7 EQUIVALENCY	0.0000	0.0000	0.0000	10.1452	0.0000	39.0000	3.0000	0.0000	0.0000	0.0000	0.0000	1.0645	0.0000	53.2097
Medallion Plates	0.0000	0.0000	0.0000	17.0000	0.0000	39.0000	3.0000	0.0000	0.0000	0.0000	0.0000	2.0000		61.0000
DESERT														
24/7 EQUIVALENCY	80.0000	12.0000	17.0000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	3.0000	1.0645	0.0000	130.2097
Medallion Plates	80.0000	12.0000	34.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	3.0000	2.0000		155.0000
HENDERSON														
24/7 EQUIVALENCY	81.0000	12.0000	17.0000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	127.1452
Medallion Plates	81.0000	12.0000	34.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		151.0000
LUCKY														
24/7 EQUIVALENCY	48.0000	8.0000	11.5000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	5.0000	1.0645	0.0000	90.7097
Medallion Plates*	48.0000	8.0000	23.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	5.0000	2.0000		110.0000
NELLIS														
24/7 EQUIVALENCY	80.0000	12.0000	17.0000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	126.1452
Medallion Plates	80.0000	12.0000	34.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		150.0000
STAR														
24/7 EQUIVALENCY	82.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	125.1452
Medallion Plates	82.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		149.0000
UNION														
24/7 EQUIVALENCY	97.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	140.1452
Medallion Plates	97.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		164.0000
VEGAS WESTERN														
24/7 EQUIVALENCY	80.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	123.1452
Medallion Plates	80.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		147.0000
VIRGIN VALLEY														
24/7 EQUIVALENCY	25.0000	2.0000	0.0000	10.1452	2.3065	0.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	42.4517
Medallion Plates	25.0000	2.0000	0.0000	17.0000	11.0000	0.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000		58.0000
WESTERN														
24/7 EQUIVALENCY	84.0000	12.0000	17.0000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	130.1452
Medallion Plates	84.0000	12.0000	34.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		154.0000
WHITTLESEA														
24/7 EQUIVALENCY	142.0000	12.0000	17.0000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	188.1452
Medallion Plates	142.0000	12.0000	34.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		212.0000
YELLOW														
24/7 EQUIVALENCY	154.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.0000	197.1452
Medallion Plates	154.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		221.0000
EQUIVALENCIES	1,316.0000	154.0000	208.5000	162.3232	4.6130	57.0000	62.0000	10.0000	7.0000	3.5000	8.0000	3.1935	0.0000	1,996.1297
TOTAL MEDALLIONS	1,316.0000	154.0000	417.0000	272.0000	22.0000	57.0000	62.0000	10.0000	14.0000	7.0000	8.0000	6.0000		2,345.0000

* = 1 Lucky Laughlin Medallion must be handicap

NEVADA TAXICAB INDUSTRY BLOWN SHIFTS BY MEDALLION TYPE

COMPANY	24/7	Geo Rest	Time 12p - 2a	Time Thu 2p-Mon 2p	TOTALS	24/7%	GEO%	TIME%	Shifts Reported	Shifts Available*	% BLOWN
A-CAB	0	224	0	0	224	0.00%	100.00%	0.00%	3,214	3,438	6.52%
ANLV	2	17	15	171	205	0.98%	8.29%	90.73%	7,430	7,635	2.69%
ACE	10	6	0	205	221	4.52%	2.71%	92.76%	9,088	9,309	2.37%
CHECKER	0	0	0	0	0	0.00%	0.00%	0.00%	12,223	12,223	0.00%
DELUXE	32	0	0	0	32	100.00%	0.00%	0.00%	2,527	2,559	1.25%
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%	7,821	8,073	0.00%
DESERT (LAUGHLIN)	26	0	0	0	26	100.00%	0.00%	0.00%	226	See Above	0.32%
HENDERSON	0	40	0	0	40	0.00%	100.00%	0.00%	7,836	7,876	0.51%
LUCKY	0	0	0	0	0	0.00%	0.00%	0.00%	5,248	5,606	0.00%
LUCKY (LAUGHLIN)	164	0	0	0	164	100.00%	0.00%	0.00%	194	See Above	2.93%
NELLIS	1	26	0	0	27	3.70%	96.30%	0.00%	7,708	7,735	0.35%
STAR	0	0	0	0	0	0.00%	0.00%	0.00%	7,759	7,759	0.00%
UNION	5	2	0	179	186	2.69%	1.08%	96.24%	8,503	8,689	2.14%
VEGAS WESTERN	4	1	3	188	196	2.04%	0.51%	97.45%	7,439	7,635	2.57%
VIRGIN VALLEY	9	0	30	8	47	19.15%	0.00%	80.85%	2,545	2,592	1.81%
WESTERN	0	71	0	20	91	0.00%	78.02%	21.98%	7,580	7,671	1.19%
WHITTLESEA	0	54	0	0	54	0.00%	100.00%	0.00%	11,585	11,639	0.46%
YELLOW	0	0	0	0	0	0.00%	0.00%	0.00%	12,223	12,223	0.00%
TOTALS	253	441	48	771	1,513	16.72%	29.15%	50.96%	121,149	122,662	1.23%

*= Shifts Reported + Shifts Blown

OCTOBER 2011