



# **NEVADA TAXICAB AUTHORITY TAXICAB INDUSTRY STATISTICS DECEMBER 2011**

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# Nevada Taxicab Authority

## TOTAL MONTHLY TRIPS

### DECEMBER '11 v. DECEMBER '10

<b>Taxicab Company</b>	<b>2011</b>	<b>2010</b>	<b>% Increase/ <u>(Decrease)</u></b>
A-CAB	40,526	35,283	<b>14.86%</b>
ANLV	101,750	95,030	<b>7.07%</b>
ACE	135,730	126,685	<b>7.14%</b>
CHECKER	189,137	174,864	<b>8.16%</b>
DELUXE	23,461	20,809	<b>12.74%</b>
DESERT	124,501	108,816	<b>14.41%</b>
HENDERSON	117,787	104,032	<b>13.22%</b>
LUCKY	86,148	73,795	<b>16.74%</b>
NELLIS	122,941	105,101	<b>16.97%</b>
STAR	122,716	108,841	<b>12.75%</b>
UNION	121,363	116,367	<b>4.29%</b>
VEGAS-WESTERN	109,837	104,691	<b>4.92%</b>
VIRGIN-VALLEY	39,959	32,152	<b>24.28%</b>
WESTERN	108,515	104,642	<b>3.70%</b>
WHITTLESEA	170,410	157,205	<b>8.40%</b>
YELLOW	193,173	176,039	<b>9.73%</b>
<b>INDUSTRY TOTAL</b>	<b>1,807,954</b>	<b>1,644,352</b>	<b>9.95%</b>

# Nevada Taxicab Authority

## REVENUE PER SHIFT

### DECEMBER '11 v. DECEMBER '10

Taxicab Company	2011	2010	% Increase/ <b>(Decrease)</b>
A-CAB	\$176.57	\$183.39	<b>-3.72%</b>
ANLV	\$199.98	\$185.54	<b>7.78%</b>
ACE	\$205.93	\$190.71	<b>7.98%</b>
CHECKER	\$218.51	\$199.80	<b>9.36%</b>
DELUXE	\$194.26	\$182.68	<b>6.34%</b>
DESERT	\$284.68	\$257.92	<b>10.38%</b>
HENDERSON	\$217.68	\$198.23	<b>9.81%</b>
LUCKY	\$251.72	\$230.29	<b>9.31%</b>
NELLIS	\$278.43	\$247.08	<b>12.69%</b>
STAR	\$222.92	\$202.21	<b>10.24%</b>
UNION	\$201.27	\$190.64	<b>5.58%</b>
VEGAS-WESTERN	\$207.66	\$198.91	<b>4.40%</b>
VIRGIN-VALLEY	\$213.54	\$211.69	<b>0.87%</b>
WESTERN	\$222.68	\$199.42	<b>11.66%</b>
WHITTLESEA	\$214.45	\$197.85	<b>8.39%</b>
YELLOW	\$220.48	\$199.93	<b>10.28%</b>
<b>INDUSTRY AVERAGE</b>	<b>\$222.20</b>	<b>\$204.41</b>	<b>8.70%</b>

# Nevada Taxicab Authority

## TRIPS PER SHIFT

### DECEMBER '11 v. DECEMBER '10

Taxicab Company	2011	2010	% Increase/ <b>(Decrease)</b>
A-CAB	11.49	12.20	<b>-5.82%</b>
ANLV	13.89	13.72	<b>1.24%</b>
ACE	14.88	14.68	<b>1.36%</b>
CHECKER	15.59	15.01	<b>3.86%</b>
DELUXE	9.54	9.36	<b>1.92%</b>
DESERT	16.72	16.02	<b>4.37%</b>
HENDERSON	14.95	14.29	<b>4.62%</b>
LUCKY	16.47	16.06	<b>2.55%</b>
NELLIS	16.87	15.76	<b>7.04%</b>
STAR	15.89	15.11	<b>5.16%</b>
UNION	14.36	14.58	<b>-1.51%</b>
VEGAS-WESTERN	14.83	14.99	<b>-1.07%</b>
VIRGIN-VALLEY	15.08	15.80	<b>-4.56%</b>
WESTERN	15.13	14.69	<b>3.00%</b>
WHITTLESEA	14.78	14.27	<b>3.57%</b>
YELLOW	15.89	15.12	<b>5.09%</b>
<b>INDUSTRY AVERAGE</b>	<b>15.13</b>	<b>14.73</b>	<b>2.72%</b>

# Nevada Taxicab Authority

## REVENUE PER TRIP

### DECEMBER '11 v. DECEMBER '10

<b>Taxicab Company</b>	<b>2011</b>	<b>2010</b>	<b>% Increase/ (Decrease)</b>
A-CAB	\$15.36	\$15.03	2.20%
ANLV	\$14.40	\$13.53	6.43%
ACE	\$13.84	\$12.99	6.54%
CHECKER	\$14.01	\$13.31	5.26%
DELUXE	\$20.35	\$19.51	4.31%
DESERT	\$17.03	\$16.10	5.78%
HENDERSON	\$14.56	\$13.87	4.97%
LUCKY	\$15.28	\$14.34	6.56%
NELLIS	\$16.51	\$15.68	5.29%
STAR	\$14.03	\$13.39	4.78%
UNION	\$14.02	\$13.08	7.19%
VEGAS-WESTERN	\$14.00	\$13.27	5.50%
VIRGIN-VALLEY	\$14.16	\$13.40	5.67%
WESTERN	\$14.71	\$13.57	8.40%
WHITTLESEA	\$14.51	\$13.86	4.69%
YELLOW	\$13.88	\$13.23	4.91%
<b>INDUSTRY AVERAGE</b>	<b>\$14.69</b>	<b>\$13.88</b>	<b>5.84%</b>

# Nevada Taxicab Authority

## TRIPS PER MEDALLION

### DECEMBER '11 v. DECEMBER '10

Taxicab Company	2011	2010	% Increase/ <u>(Decrease)</u>
A-CAB	747	808	-7.55%
ANLV	812	828	-1.93%
ACE	891	893	-0.22%
CHECKER	947	926	2.27%
DELUXE	425	473	-10.15%
DESERT	937	893	4.93%
HENDERSON	908	875	3.77%
LUCKY	923	897	2.90%
NELLIS	955	892	7.06%
STAR	960	932	3.00%
UNION	853	885	-3.62%
VEGAS-WESTERN	875	912	-4.06%
VIRGIN-VALLEY	899	942	-4.56%
WESTERN	817	859	-4.89%
WHITTLESEA	893	874	2.17%
YELLOW	967	932	3.76%
<b>INDUSTRY AVERAGE</b>	<b>888</b>	<b>883</b>	<b>0.57%</b>

# Nevada Taxicab Authority

## REVENUE PER MEDALLION

### DECEMBER '11 v. DECEMBER '10

Taxicab Company	2011	2010	% Increase/ (Decrease)
A-CAB	\$11,474	\$12,152	-5.58%
ANLV	\$11,695	\$11,193	4.48%
ACE	\$12,336	\$11,604	6.31%
CHECKER	\$13,268	\$12,327	7.63%
DELUXE	\$8,654	\$9,229	-6.24%
DESERT	\$15,961	\$14,380	11.00%
HENDERSON	\$13,211	\$12,142	8.80%
LUCKY	\$14,107	\$12,857	9.73%
NELLIS	\$15,758	\$13,981	12.71%
STAR	\$13,468	\$12,469	8.01%
UNION	\$11,955	\$11,571	3.32%
VEGAS-WESTERN	\$12,256	\$12,093	1.34%
VIRGIN-VALLEY	\$12,730	\$12,616	0.90%
WESTERN	\$12,023	\$11,657	3.14%
WHITTLESEA	\$12,957	\$12,116	6.94%
YELLOW	\$13,416	\$12,330	8.81%
<b>INDUSTRY AVERAGE</b>	<b>\$13,047</b>	<b>\$12,258</b>	<b>6.44%</b>

# Nevada Taxicab Authority

## MONTHLY TRIP COMPARISON

### 2011 v. 2010

MONTH	YEAR	TRIPS	YEAR	TRIPS	% Increase/ <span style="color: red;">(Decrease)</span>	# TRIPS +/-
JANUARY	<b>2011</b>	2,290,994	<b>2010</b>	2,068,555	<b>10.75%</b>	222,439
FEBRUARY	<b>2011</b>	1,999,298	<b>2010</b>	1,961,564	<b>1.92%</b>	37,734
MARCH	<b>2011</b>	2,493,929	<b>2010</b>	2,301,227	<b>8.37%</b>	192,702
APRIL	<b>2011</b>	2,338,804	<b>2010</b>	2,126,067	<b>10.01%</b>	212,737
MAY	<b>2011</b>	2,455,190	<b>2010</b>	2,369,862	<b>3.60%</b>	85,328
JUNE	<b>2011</b>	2,340,455	<b>2010</b>	2,121,068	<b>10.34%</b>	219,387
JULY	<b>2011</b>	2,280,404	<b>2010</b>	2,137,413	<b>6.69%</b>	142,991
AUGUST	<b>2011</b>	2,268,691	<b>2010</b>	2,157,624	<b>5.15%</b>	111,067
SEPTEMBER	<b>2011</b>	2,347,826	<b>2010</b>	2,105,705	<b>11.50%</b>	242,121
OCTOBER	<b>2011</b>	2,451,436	<b>2010</b>	2,266,231	<b>8.17%</b>	185,205
NOVEMBER	<b>2011</b>	1,950,851	<b>2010</b>	1,927,475	<b>1.21%</b>	23,376
DECEMBER	<b>2011</b>	1,807,954	<b>2010</b>	1,644,622	<b>9.93%</b>	163,332
<b>YTD TOTAL</b>	<b>2011</b>	<b>27,025,832</b>	<b>2010</b>	<b>25,187,413</b>	<b>7.30%</b>	<b>1,838,419</b>



# Nevada Taxicab Authority

## YEAR TO DATE COMPARISON DECEMBER '11 v. DECEMBER '10

	Month			Year to Date		
	2011	2010	% Δ	2011	2010	% Δ
TRIPS	1,807,954	1,644,352	<b>9.95%</b>	27,025,832	25,187,413	<b>7.30%</b>
REVENUE	\$26,550,537	\$22,825,130	<b>16.32%</b>	\$382,540,602	\$340,726,100	<b>12.27%</b>
AVG REV/SHIFT	\$222.20	\$204.41	<b>8.70%</b>	\$278.05	\$253.90	<b>9.51%</b>
AVG TRIPS/SHIFT	15.13	14.73	<b>2.72%</b>	19.64	18.77	<b>4.64%</b>
AVG REV/PER TRIP	\$14.69	\$13.88	<b>5.84%</b>	\$14.15	\$13.53	<b>4.58%</b>
AVG TRIPS/MED	888	883	<b>0.57%</b>	1,175	1,129	<b>4.07%</b>
AVG REV/MED	\$13,047	\$12,258	<b>6.44%</b>	\$16,632	\$15,271	<b>8.92%</b>
SHIFTS	119,492	111,661	<b>7.01%</b>	1,375,796	1,341,981	<b>2.52%</b>
MEDALLIONS	2,034.9366	1,862.1097	<b>9.28%</b>	22,999.7405	22,312.4579	<b>3.08%</b>

DECEMBER 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
<b>A-CAB</b>														
24/7 EQUIVALANCY	34.0000	0.0000	0.0000	10.1452	2.1290	0.0000	4.0000	0.0000	0.0000	3.5000	0.0000	0.0000	0.4839	54.2581
Medallion Plates	34.0000	0.0000	0.0000	17.0000	11.0000	0.0000	4.0000	0.0000	0.0000	7.0000	0.0000	0.0000		73.0000
<b>ANLV</b>														
24/7 EQUIVALANCY	72.0000	12.0000	10.0000	10.1452	0.0000	0.0000	4.0000	10.0000	7.0000	0.0000	0.0000	0.0000	0.1613	125.3065
Medallion Plates	72.0000	12.0000	20.0000	17.0000	0.0000	0.0000	4.0000	10.0000	14.0000	0.0000	0.0000	0.0000		149.0000
<b>ACE</b>														
24/7 EQUIVALANCY	109.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.1613	152.3065
Medallion Plates	109.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		176.0000
<b>CHECKER</b>														
24/7 EQUIVALANCY	156.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.6452	199.7904
Medallion Plates	156.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		223.0000
<b>DELUXE</b>														
24/7 EQUIVALANCY	0.0000	0.0000	0.0000	10.1452	0.0000	41.0000	3.0000	0.0000	0.0000	0.0000	0.0000	1.0323	0.0000	55.1775
Medallion Plates	0.0000	0.0000	0.0000	17.0000	0.0000	41.0000	3.0000	0.0000	0.0000	0.0000	0.0000	2.0000		63.0000
<b>DESERT</b>														
24/7 EQUIVALANCY	82.0000	12.0000	17.0000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	3.0000	1.0323	0.6452	132.8227
Medallion Plates	82.0000	12.0000	34.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	3.0000	2.0000		157.0000
<b>HENDERSON</b>														
24/7 EQUIVALANCY	83.0000	12.0000	17.0000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.6452	129.7904
Medallion Plates	83.0000	12.0000	34.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		153.0000
<b>LUCKY</b>														
24/7 EQUIVALANCY	50.0000	8.0000	11.5000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	5.0000	1.0323	0.6452	93.3227
Medallion Plates*	50.0000	8.0000	23.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	5.0000	2.0000		112.0000
<b>NELLIS</b>														
24/7 EQUIVALANCY	82.0000	12.0000	17.0000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.6452	128.7904
Medallion Plates	82.0000	12.0000	34.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		152.0000
<b>STAR</b>														
24/7 EQUIVALANCY	84.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.6452	127.7904
Medallion Plates	84.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		151.0000
<b>UNION</b>														
24/7 EQUIVALANCY	99.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.1613	142.3065
Medallion Plates	99.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		166.0000
<b>VEGAS WESTERN</b>														
24/7 EQUIVALANCY	82.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.3226	125.4678
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
<b>VIRGIN VALLEY</b>														
24/7 EQUIVALANCY	27.0000	2.0000	0.0000	10.1452	2.1290	0.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.1613	44.4355
Medallion Plates	27.0000	2.0000	0.0000	17.0000	11.0000	0.0000	3.0000	0.0000	0.0000	0.0000	0.0000	0.0000		60.0000
<b>WESTERN</b>														
24/7 EQUIVALANCY	86.0000	12.0000	17.0000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.6452	132.7904
Medallion Plates	86.0000	12.0000	34.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		156.0000
<b>WHITTLESEA</b>														
24/7 EQUIVALANCY	144.0000	12.0000	17.0000	10.1452	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.6452	190.7904
Medallion Plates	144.0000	12.0000	34.0000	17.0000	0.0000	3.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		214.0000
<b>YELLOW</b>														
24/7 EQUIVALANCY	156.0000	12.0000	17.0000	10.1452	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000	0.6452	199.7904
Medallion Plates	156.0000	12.0000	34.0000	17.0000	0.0000	0.0000	4.0000	0.0000	0.0000	0.0000	0.0000	0.0000		223.0000
EQUIVALANCIES	1,346.0000	154.0000	208.5000	162.3232	4.2580	59.0000	62.0000	10.0000	7.0000	3.5000	8.0000	3.0969	7.2585	2,034.9366
TOTAL MEDALLIONS	1,346.0000	154.0000	417.0000	272.0000	22.0000	59.0000	62.0000	10.0000	14.0000	7.0000	8.0000	6.0000		2,377.0000

\*= 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	65	0	0	65	0.00%	100.00%	0.00%	3,526	3,591	1.81%
ANLV	18	401	0	12	431	4.18%	93.04%	2.78%	7,328	7,759	5.55%
ACE	13	286	0	10	309	4.21%	92.56%	3.24%	9,124	9,433	3.28%
CHECKER	170	121	0	0	291	58.42%	41.58%	0.00%	12,131	12,422	2.34%
DELUXE	23	0	0	0	23	100.00%	0.00%	0.00%	2,458	2,481	0.93%
DELUXE (LAUGHLIN)	0	0	0	0	0	0.00%	0.00%	0.00%	See Above	See Above	0.00%
DESERT	299	150	170	119	738	40.51%	20.33%	39.16%	7,247	8,235	8.96%
DESERT (LAUGHLIN)	50	0	0	0	50	100.00%	0.00%	0.00%	200	See Above	0.61%
HENDERSON	0	149	0	0	149	0.00%	100.00%	0.00%	7,877	8,026	1.86%
LUCKY	123	88	29	119	359	34.26%	24.51%	41.23%	5,053	5,768	6.22%
LUCKY (LAUGHLIN)	179	0	0	0	179	100.00%	0.00%	0.00%	177	See Above	3.10%
NELLIS	251	270	69	0	590	42.54%	45.76%	11.69%	7,289	7,879	7.49%
STAR	104	116	0	0	220	47.27%	52.73%	0.00%	7,721	7,941	2.77%
UNION	71	265	0	24	360	19.72%	73.61%	6.67%	8,453	8,813	4.08%
VEGAS WESTERN	30	304	0	20	354	8.47%	85.88%	5.65%	7,405	7,759	4.56%
VIRGIN VALLEY	15	26	0	18	59	25.42%	44.07%	30.51%	2,649	2,708	2.18%
WESTERN	64	408	0	112	584	10.96%	69.86%	19.18%	7,170	7,754	7.53%
WHITTLESEA	5	241	0	0	246	2.03%	97.97%	0.00%	11,521	11,767	2.09%
YELLOW	158	113	0	0	271	58.30%	41.70%	0.00%	12,157	12,428	2.18%
<b>TOTALS</b>	<b>1,573</b>	<b>3,003</b>	<b>268</b>	<b>434</b>	<b>5,278</b>	<b>29.80%</b>	<b>56.90%</b>	<b>8.22%</b>	<b>119,486</b>	<b>124,764</b>	<b>4.23%</b>

\*= Shifts Reported + Shifts Blown

## DECEMBER 2011