

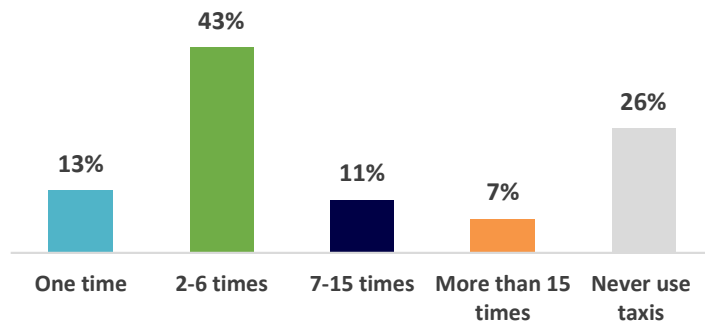
City of Regina
Ride Share Public Survey
Report

Regina Taxi Service

Use of Regina Taxi Services

7 out of 10 Used a Regina Taxi in Last Year

Q. In the last year, how frequently have you used taxi services in Regina?



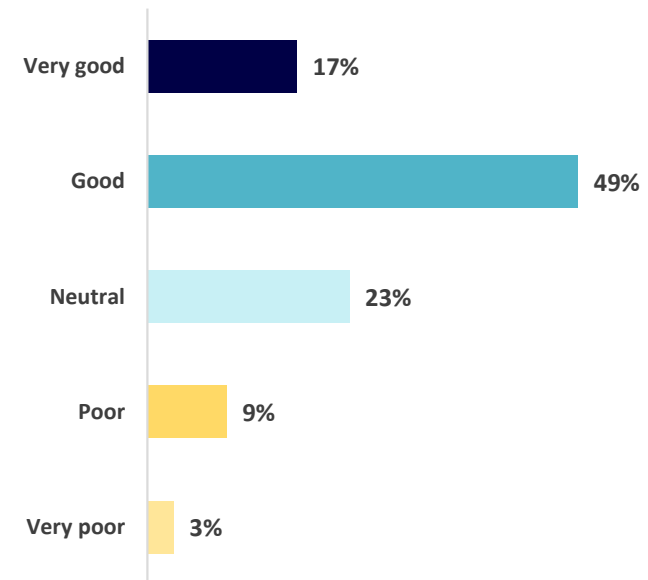
- Seven out of ten (74%) respondents have used Regina taxi services at least once in the last year—the largest number (43%) have used a taxi 2–6 times, another 11% between 7 and 15 times and 7% more than 15 times.
- Approximately a quarter (26%) say they never use taxis.

- **Ages 18-34 are most frequent taxi users—15% used a taxi more than 15 times this past year.**
- **Ages 55+ are most likely to “never use a taxi” (33%).**

Perception of Customer Service

66% Give Regina Taxis Good to Very Good Rating on Customer Service

Q. How would you rate the overall customer service provided by the taxi industry in Regina?



* Chart may not total 100% due to rounding

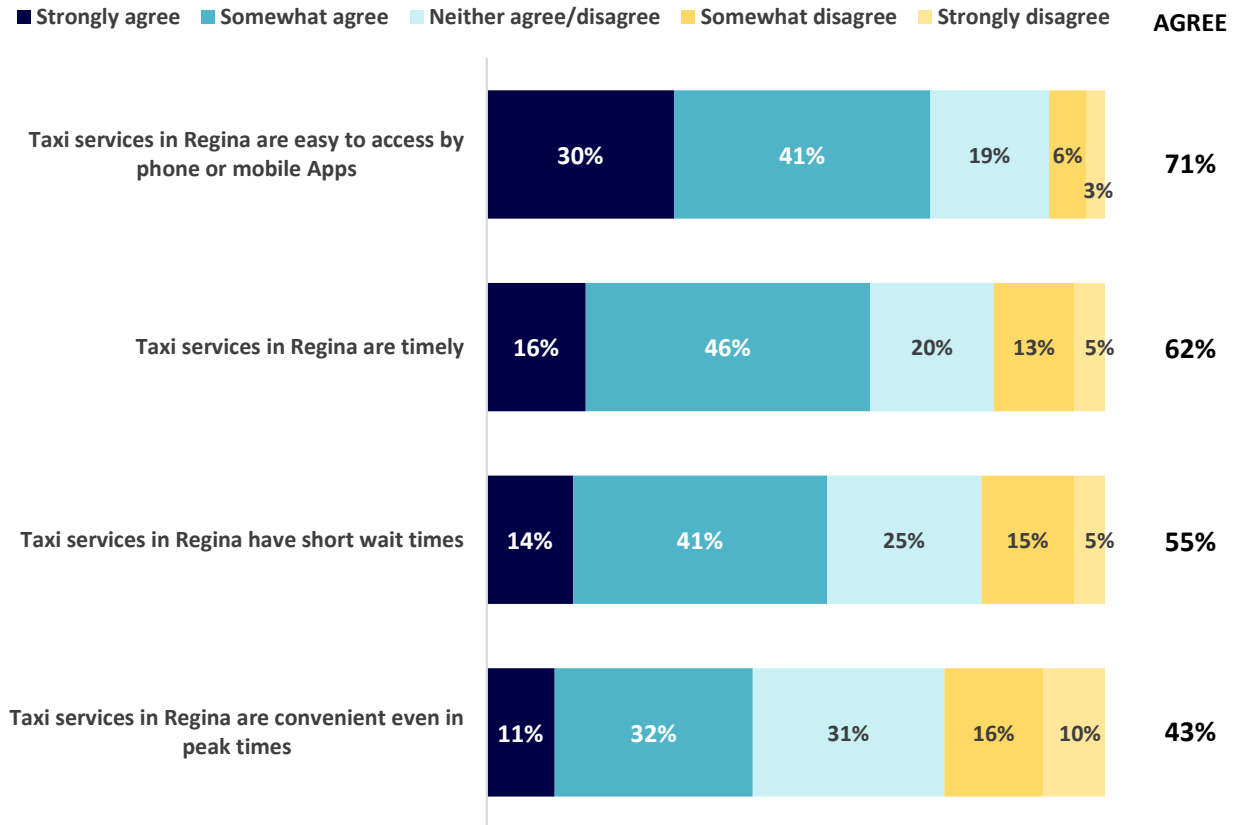
- Two-thirds (66%) of respondents rate the customer service provided by Regina’s taxi industry as good to very good.
- Close to a quarter (23%) are neutral, while 12% rate the industry’s customer service as poor to very poor.

Perception of Convenience

7 out of 10 Agree Taxis Easy to Access by Phone, App

Q. How much do you agree with the following statements as they relate to taxi service in Regina?

- Ease of access does not appear to be a concern when it comes to taxi service—71% of respondents agree Regina taxis are easy to access by phone or mobile app; only 9% disagree.
- Perceptions of timeliness and wait times are also positive. The majority (62%) agree Regina taxi services are timely, and over half (55%) agree taxi services have short wait times.
- Opinion is somewhat divided on whether taxis are convenient during peak times—43% agree, while 26% disagree and 31% are neutral (neither agree nor disagree).



* Chart may not total 100% due to rounding

Perception of Reliability

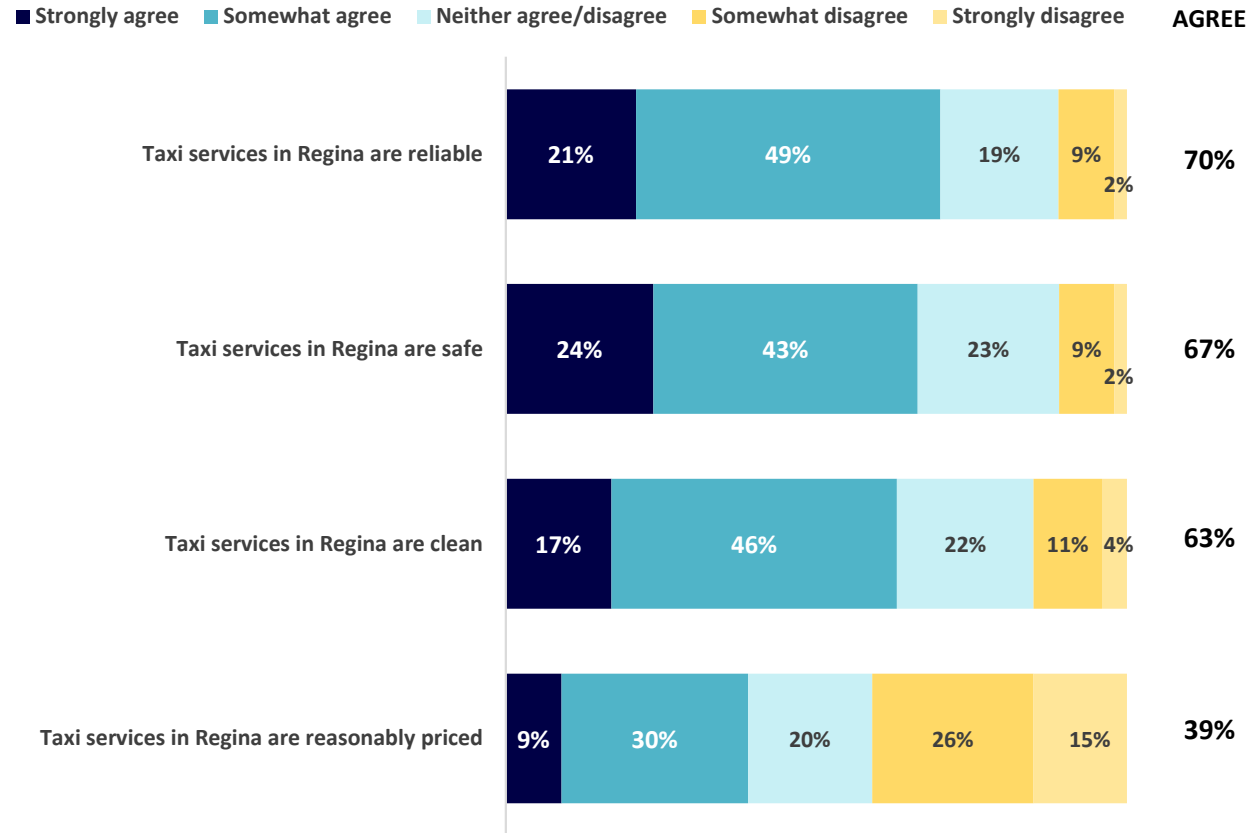
7 out of 10 Agree Taxis Reliable, Safe

4 out of 10 Agree Taxis Reasonably Priced

Q. How much do you agree or disagree with the following statements as they relate to taxi service in Regina?

- Seven out of 10 (70%) agree taxi services in Regina are reliable; only 11% disagree.
- Seven out of 10 (67%) also agree Regina taxis are safe; again, only 11% disagree.
- Six out of ten (63%) agree Regina taxis are clean (15% disagree).
- Respondents are split on price—four out of 10 (39%) agree Regina taxis are reasonably priced, four out of 10 (41%) disagree.

• Ages 18-34 are most likely to agree Regina taxis are reasonably priced (43%).



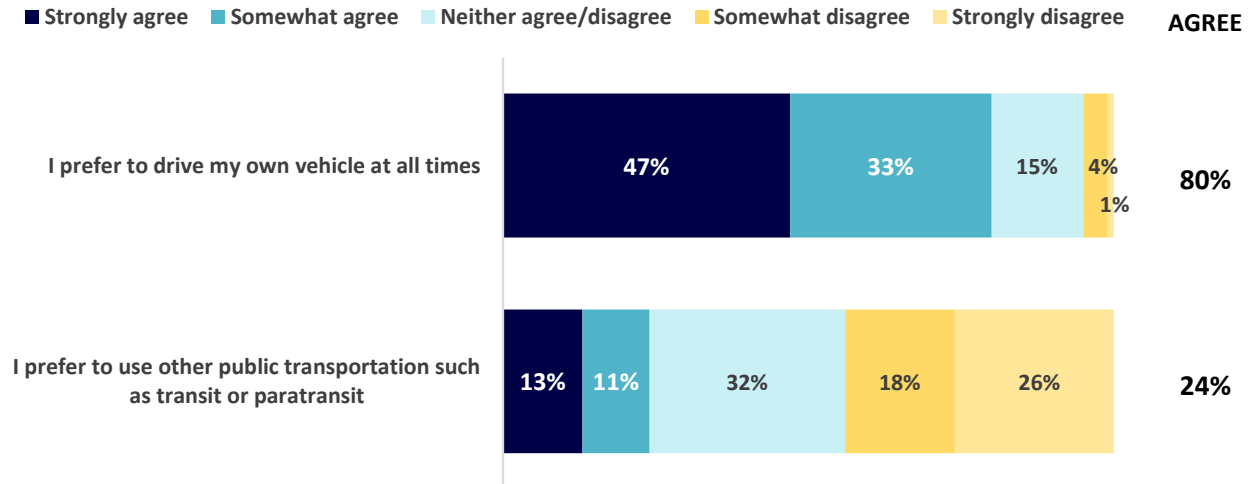
* Chart may not total 100% due to rounding

Transportation Preference

8 out of 10 Prefer to Drive their Own Car

Q. How much do you agree or disagree with the following statements as they relate to taxi service in Regina?

- When asked about their transportation preferences, the large majority (80%) of respondents say they prefer to drive their own vehicle at all times.
- Approximately 24% agree they prefer to use other forms of transportation, such as paratransit or transit, compared to 44% who disagree and 32% who neither agree nor disagree.



- Ages 18-34 are most likely to prefer driving their own vehicle (87%).
- Ages 18-34 are also most likely to prefer to use other forms of public transportation (44%).

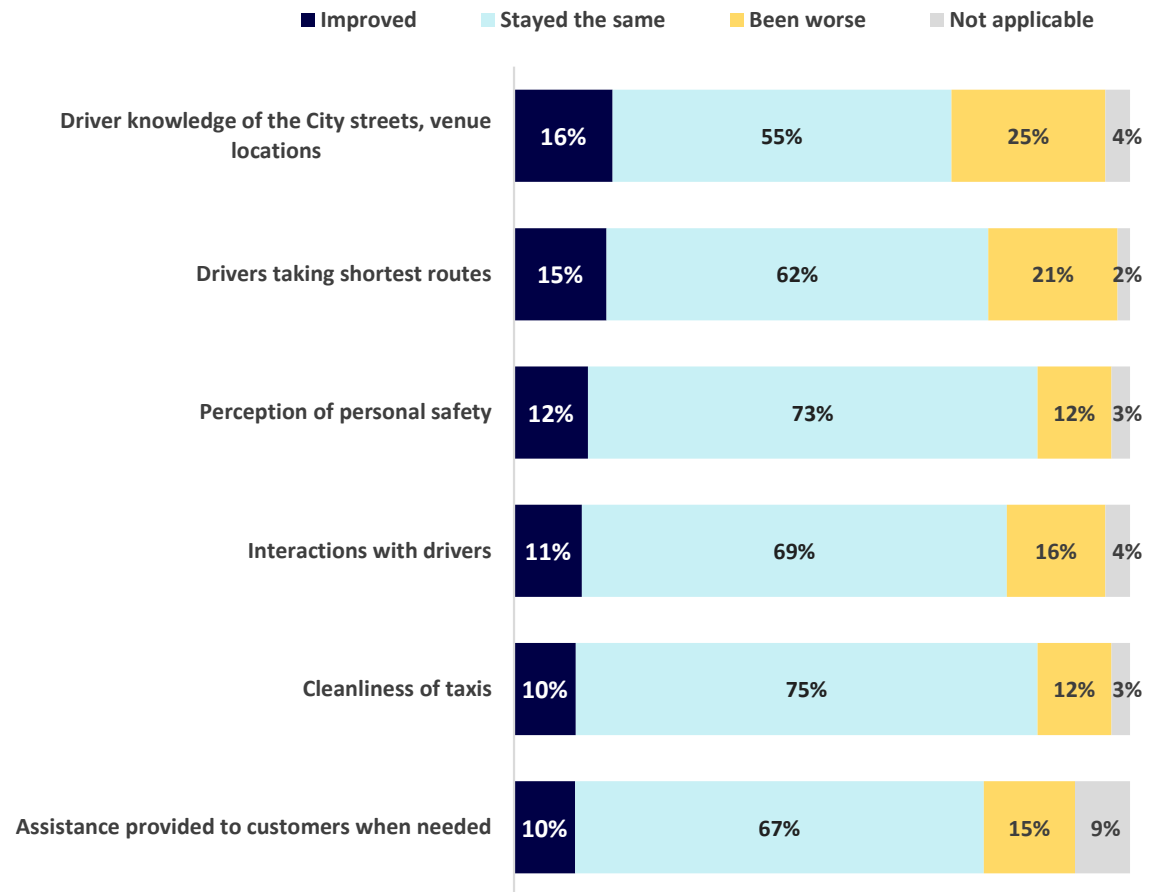
Has Taxi Service Improved?

Most Think Taxi Service Has Stayed About the Same

Q. Do you think your experience in the last 12 to 18 months with the taxi service in Regina has improved, stayed about the same or been worse than before in terms of the following services?

- The majority of respondents feel taxi service in Regina has stayed about the same over the last year-and-a-half. Roughly one out of 10 thinks there has been improvement in terms of:
 - Driver knowledge of city streets & venue locations (16%)
 - Drivers taking shortest routes (15%)
 - Perception of personal safety (12%)
 - Interactions with drivers (11%)
 - Cleanliness of taxis (10%)
 - Assistance provided to customers when needed (10%).

• Ages 18-34 are most likely to think Regina’s taxi service has improved—particularly drivers’ taking shortest routes (30%), driver knowledge (29%) and sense of personal safety (21%).



* Chart may not total 100% due to rounding