



**UNITED DRIVERS
OF BROWARD, INC**
E M P O W E R M E N T

***COVID-19 IMPACT
ON
BROWARD COUNTY'S
TAXI INDUSTRY***

Document created by:

Matteo Masiero, Business Development Coordinator at TMG

BACKGROUND

The **Taxi Industry** in **Broward** has already been put in a **difficult economical situation** by the advent of Uber and Lyft.

Now this situation got even worse by the spread of **COVID-19** and the consequent reduction of tourists as well as all the difficulties in maintaining a safe service while keeping operations going.

Taxi drivers all around the county had to stop operations and are now in a dramatic economical situation.





TECHNICAL SUPPORT

The **United Drivers Of Broward**, with the technical support, research and expertise of **THELAR Management Group (TMG)**, crafted this survey with the goal of understanding the impact of COVID-19 on the Taxi industry in Broward County.

TMG is a **communication company** with almost **20 years of experience**. Throughout the years TMG has conducted countless projects, events, and programs targeting the **Haitian Market**, which is its focus area.

INTRODUCTION

- *Report goals:*

Summarizing the findings of a survey of taxi drivers in South Florida (with a specific focus on Broward County).

- *Survey dates:*

March 19th to March 26th, 2021

- *Survey Distribution Methods:*

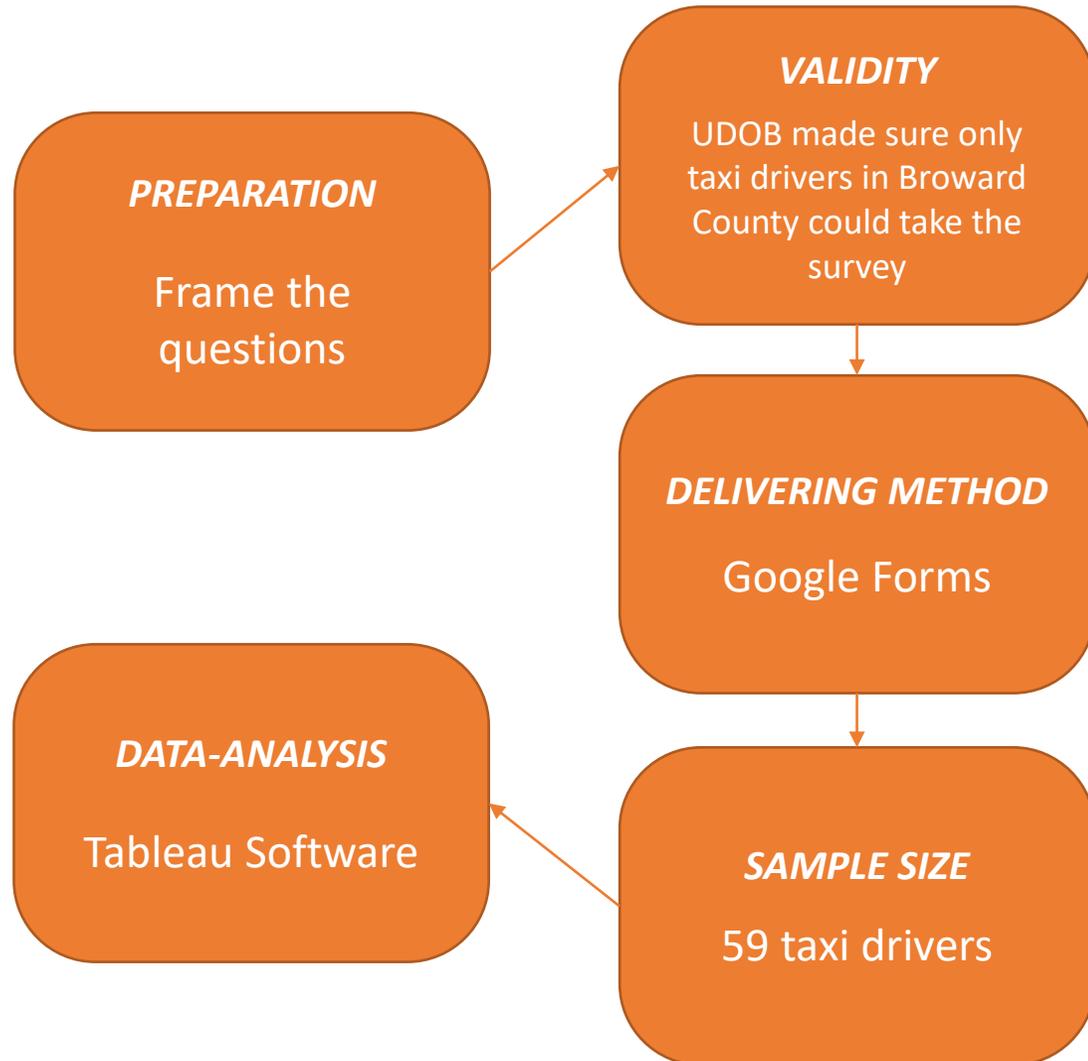
Google Forms to a random sample of taxi drivers contacted by the United Drivers Of Broward (UDOB) organization.

Key Question:

What impact is COVID-19 having on taxi drivers in South Florida?



METHODOLOGY

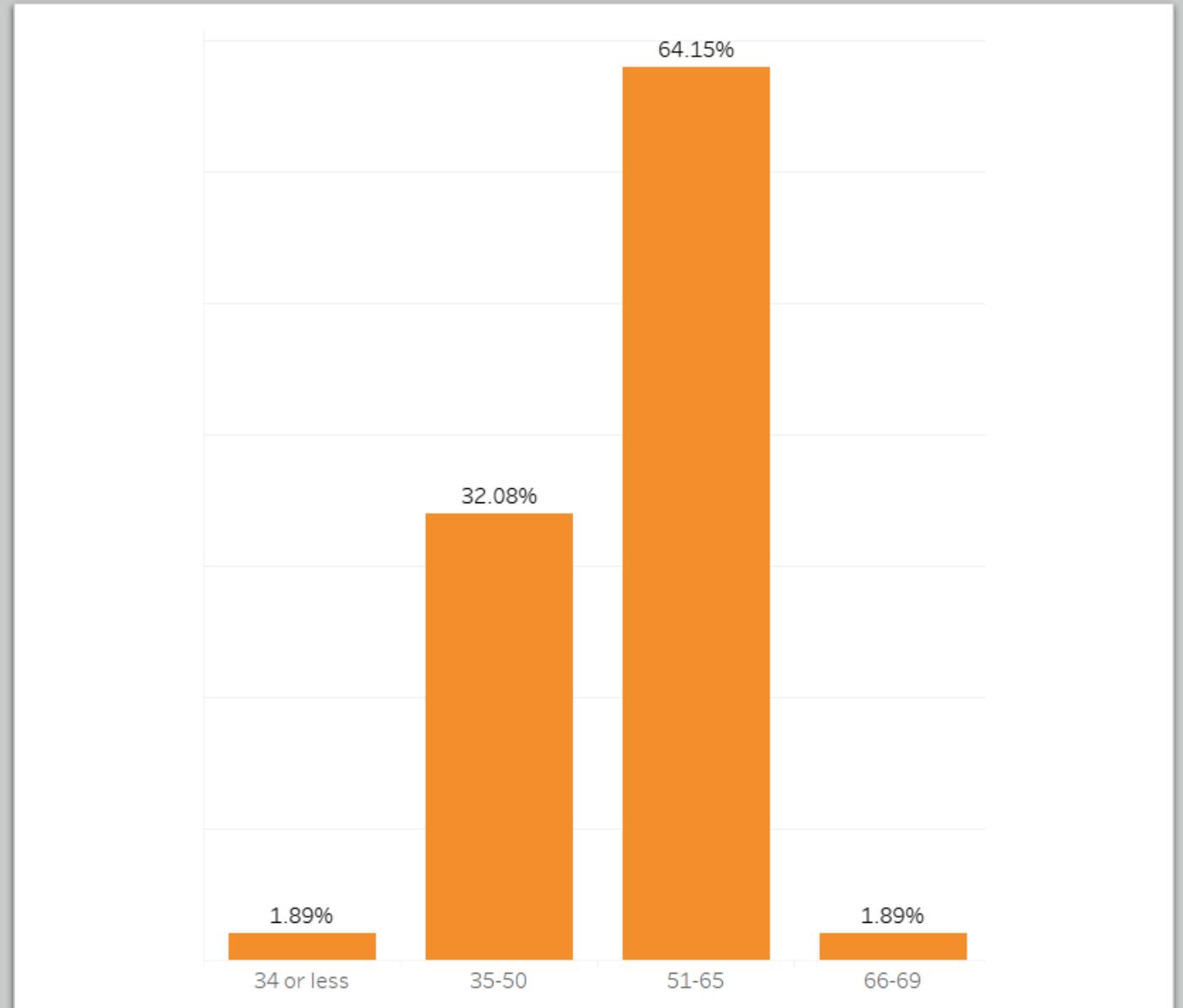


A close-up, side-profile view of a person driving a car. The person is wearing a brown, textured sweater. The background is a blurred view of a road and sky, suggesting motion. The lighting is soft and natural, likely from a window.

DEMOGRAPHIC

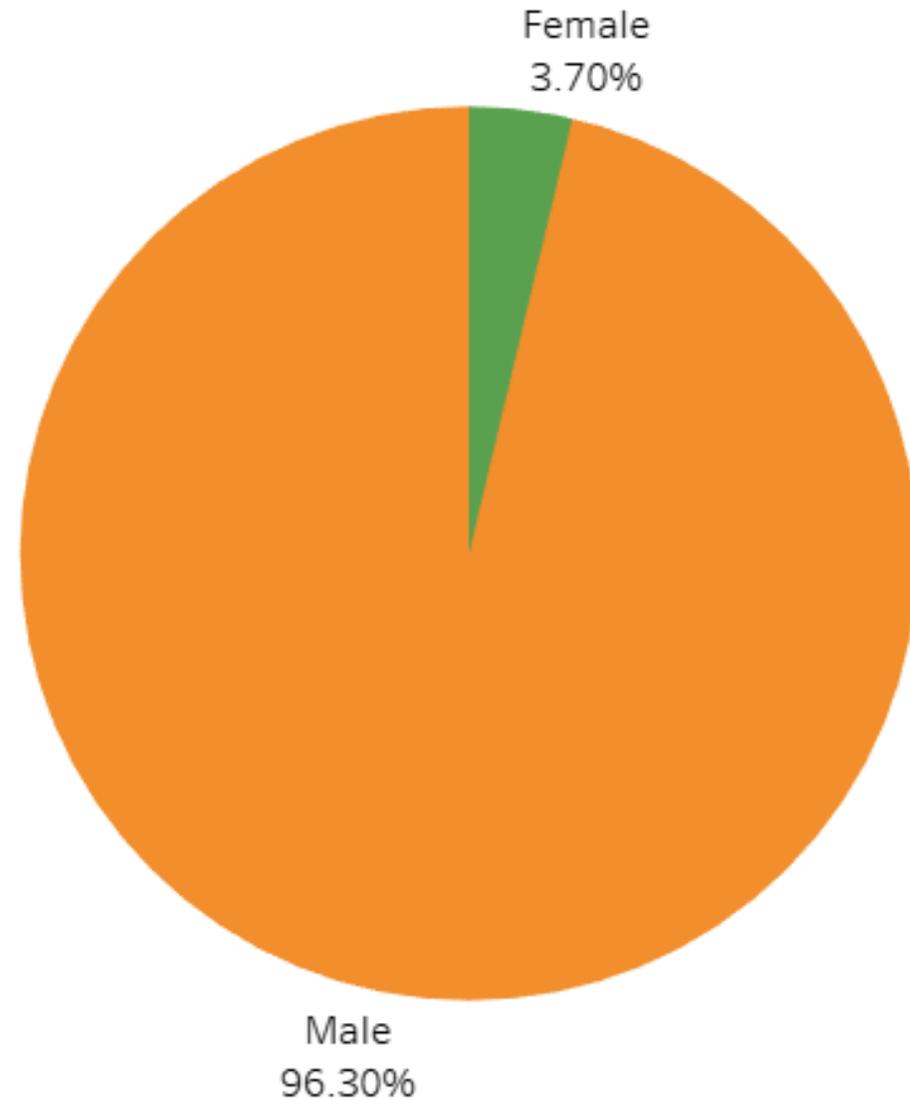
AGE

- The vast majority (96.23%) of taxi drivers interviewed are in between 35 and 65 years of age.
- Not a lot of new taxi drivers in the area, only 1.89% under 34 years of age.



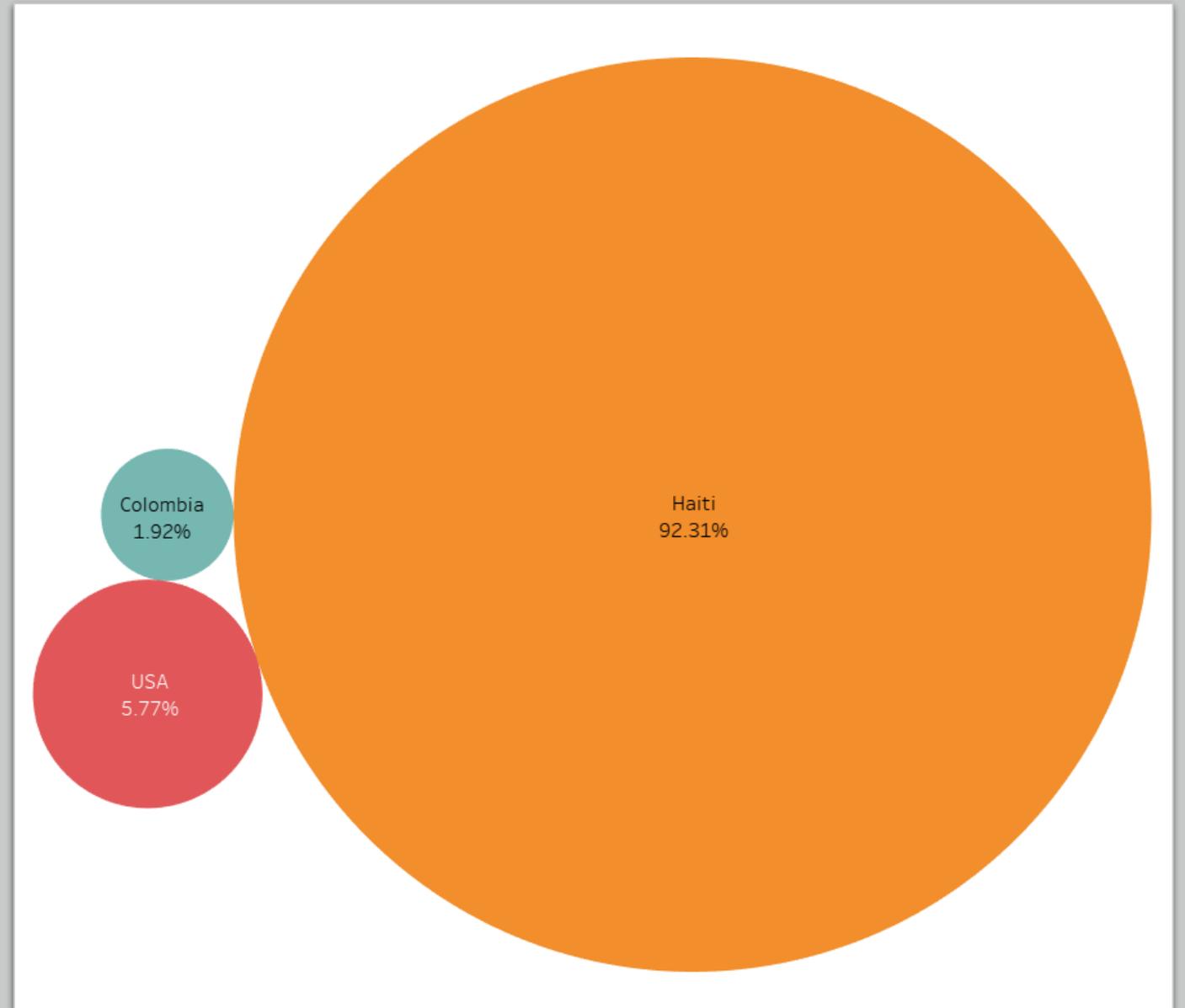
GENDER

The vast majority (96.30%) of taxi drivers interviewed are males.



COUNTRY OF ORIGIN

- The vast majority (92.31%) of taxi drivers interviewed are from Haiti.
- Taxi drivers in South Florida are mostly immigrants (94.23%).

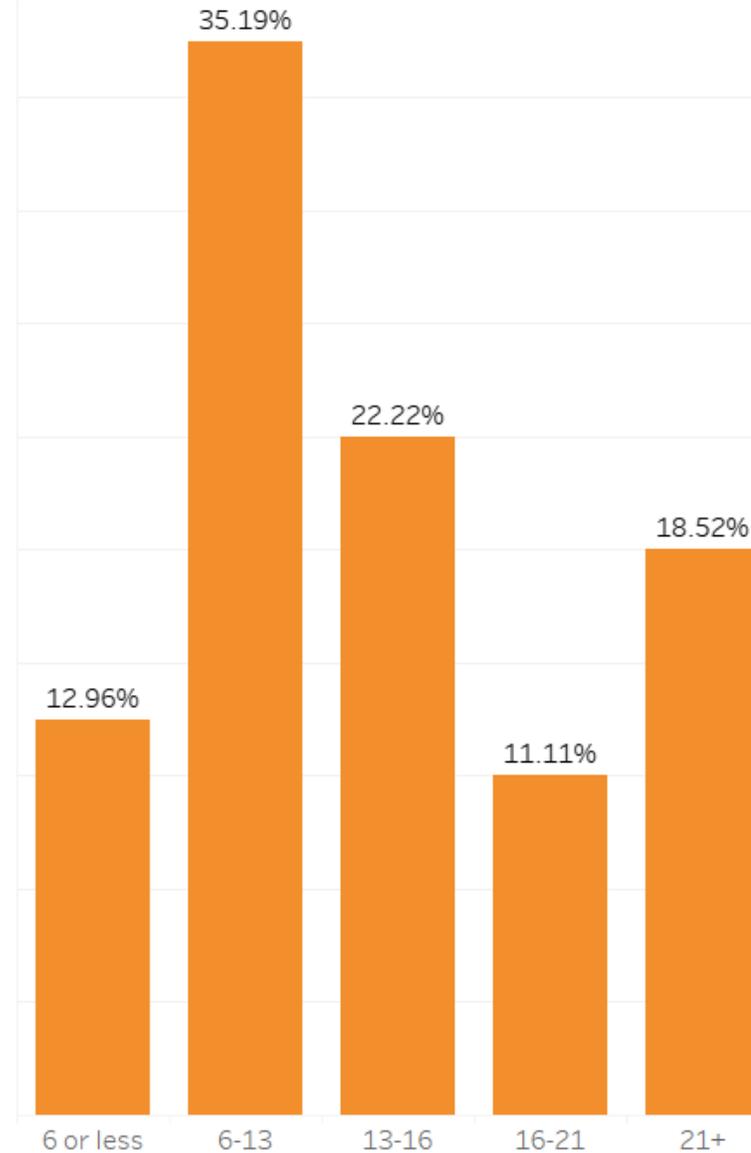




OPERATION

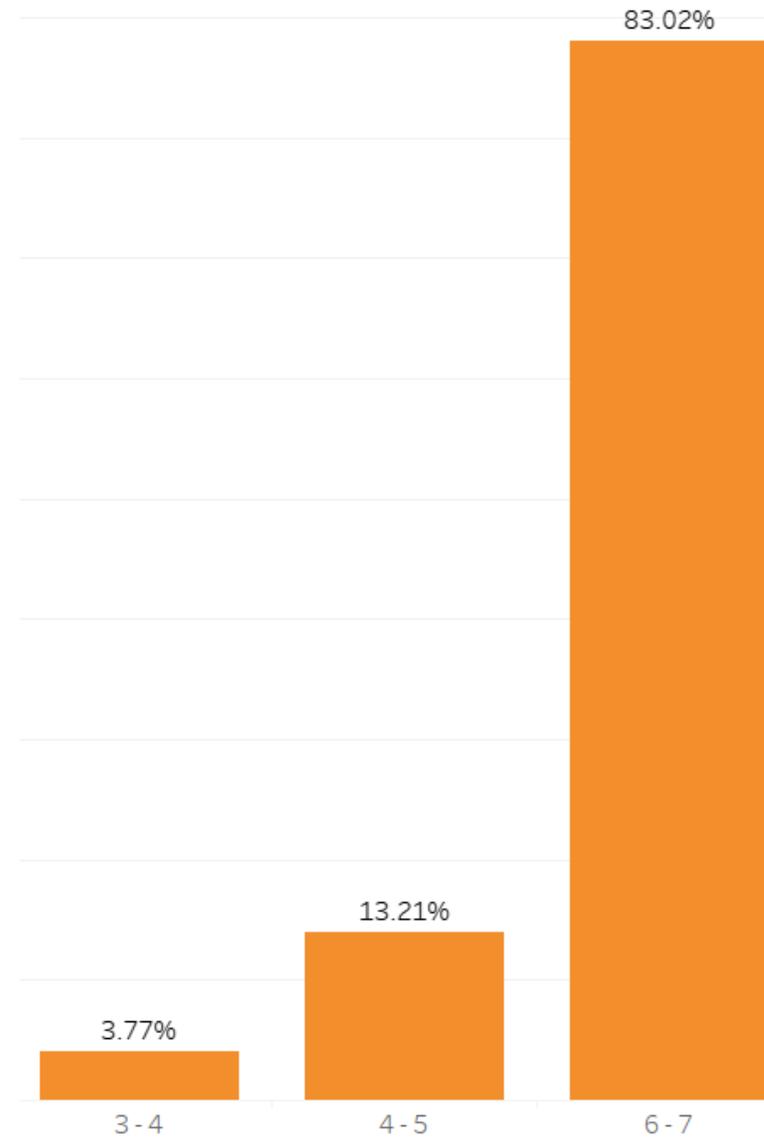
YEARS IN THE INDUSTRY

- One third of the taxi drivers interviewed have been in the industry between 6 and 13 years.
- Not a clear pattern, uniform distribution around the rest of the chart.



DAYS OF OPERATION BEFORE COVID

- The vast majority (83.02%) of taxi drivers interviewed were used to work 6 to 7 days per week.
- Almost all taxi drivers highly depended on the income of their profession.



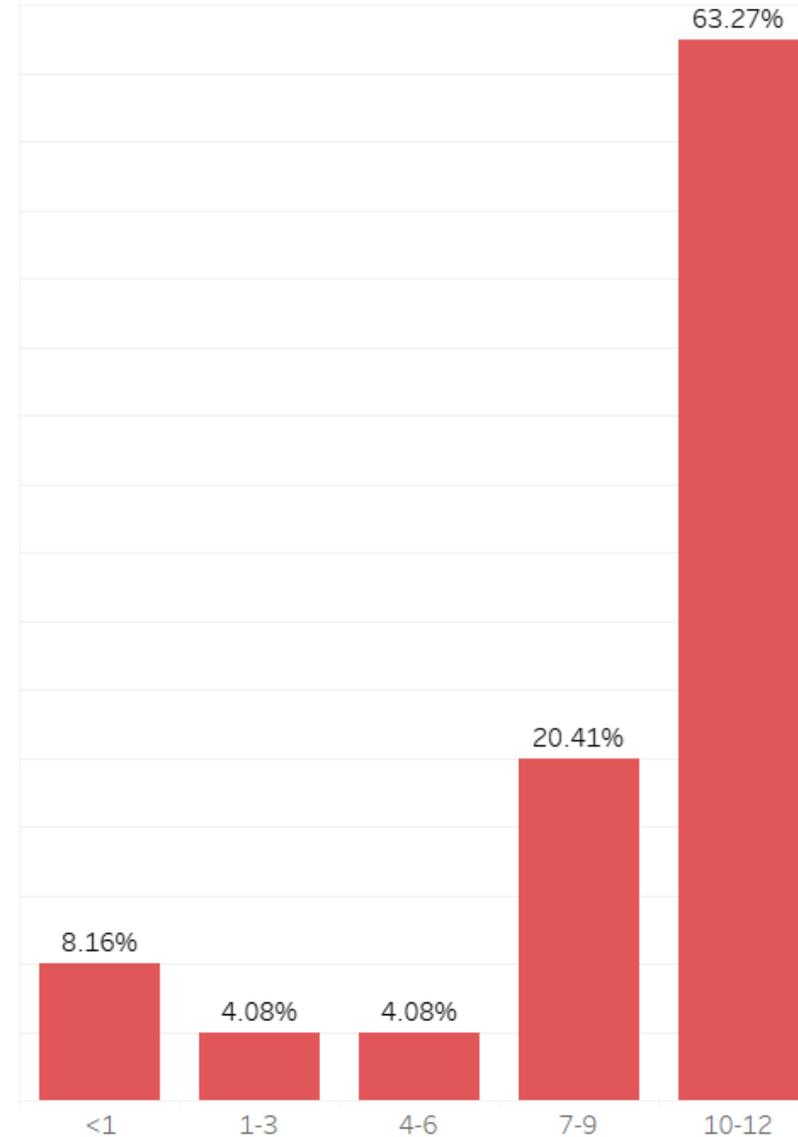


SITUATION SNAPSHOT



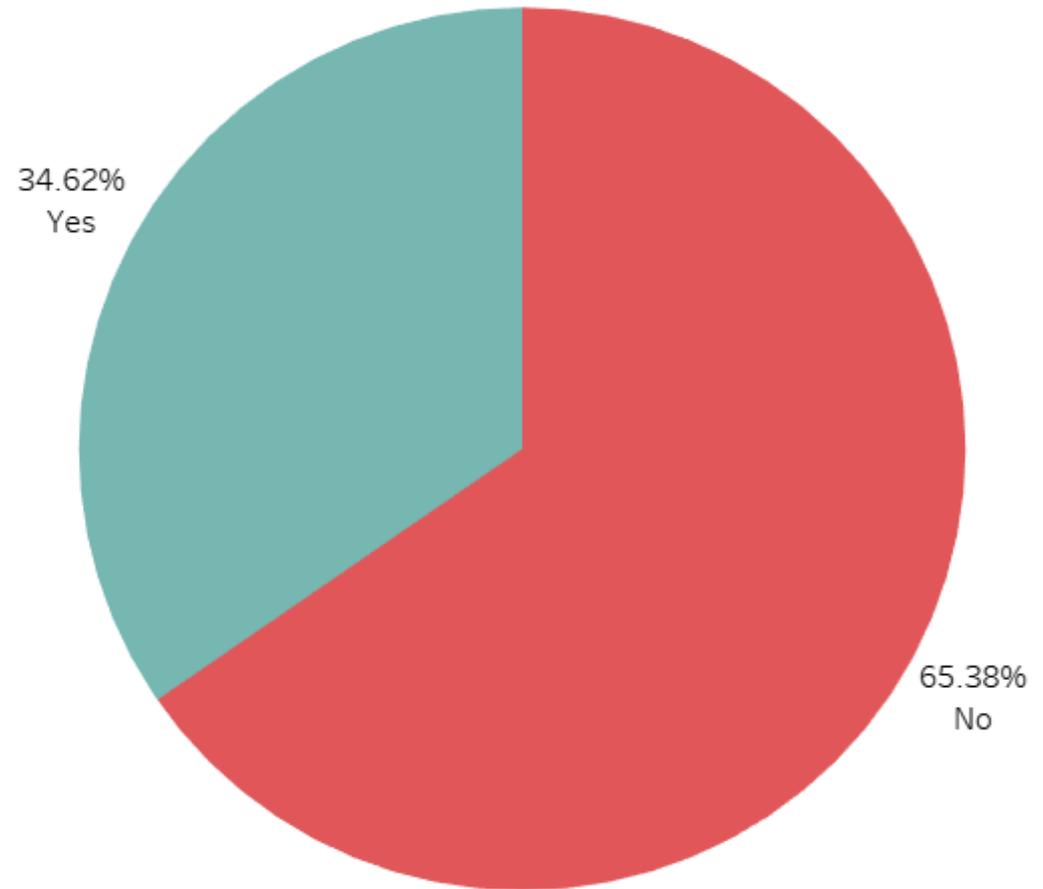
MONTHS OF NO OPERATION

83.68% of taxi drivers interviewed had to completely stop working for more than 7 months due to COVID-19, **loosing around 200 days of income.**



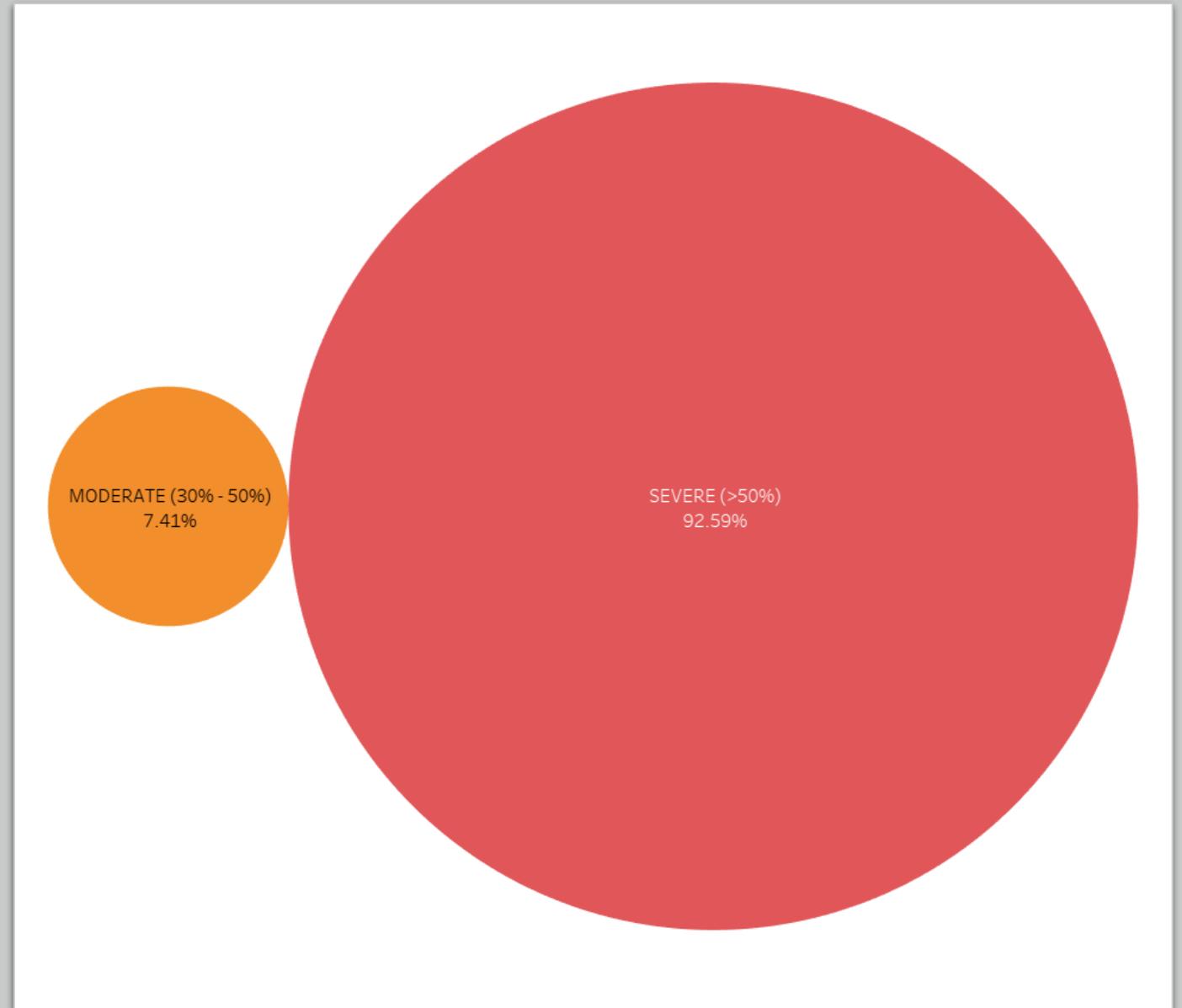
RESUMED OPERATIONS?

65.38% of taxi drivers interviewed had NOT re-started working due to COVID-19 at the time of the interview.



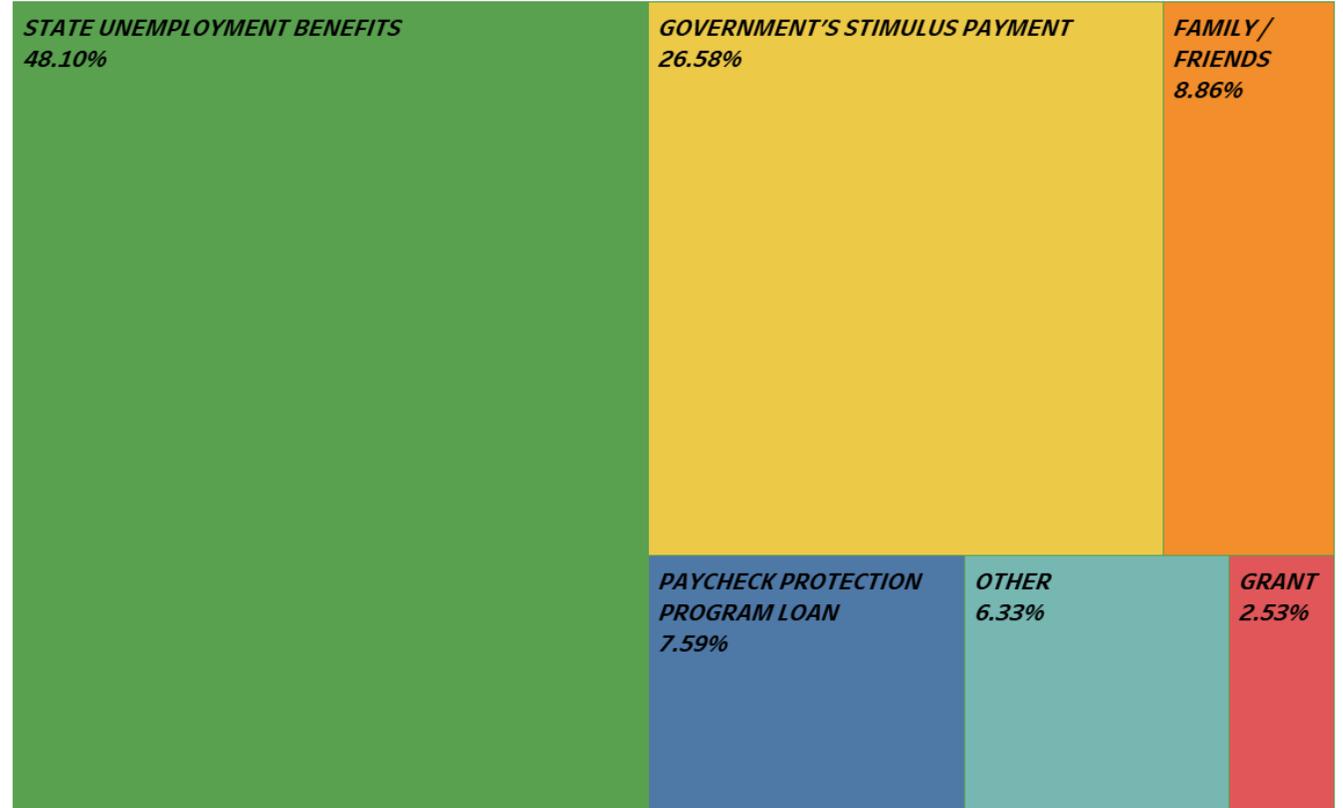
REVENUE LOSS

92.59% of taxi drivers interviewed reported a loss in revenue greater than 50%.



ECONOMIC HELP RECEIVED

- State and government are ranked 1st and 2nd as most common economic help received.
- 74.68% of the taxi drivers interviewed have received help in one of these ways.



CONCLUSION

Summarizing the findings:

- Most taxi drivers in Broward County are middle-aged male immigrants who work full time as taxi drivers.
- Since most of them had to completely stop working for more than 7 months, and more than half of them have not resumed operations yet.
- This sector can be considered as being hit particularly hard by COVID-19.

