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CONSUMERS & BRANDS

Ride sharing: ShouQi users in China

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of ShouQi users in China: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark ShouQi users in China ("brand users") against Chinese ride sharing users in general ("category users"), and the overall Chinese consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including China)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

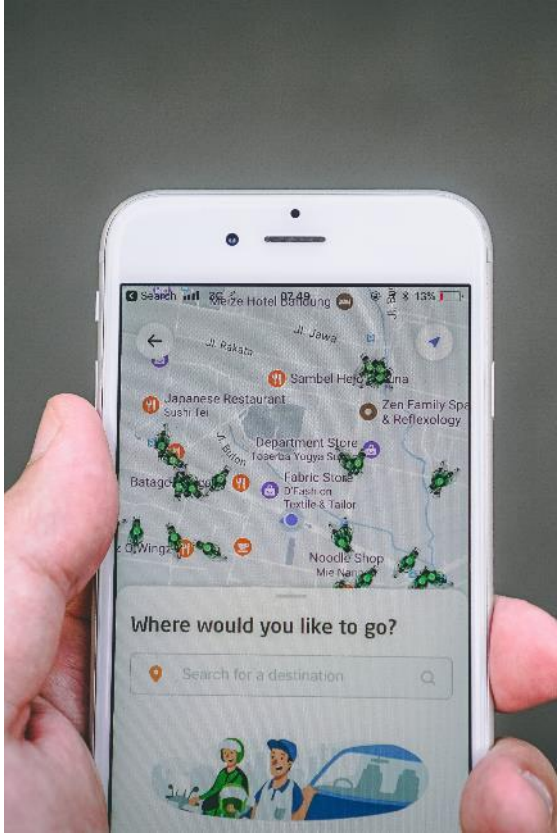
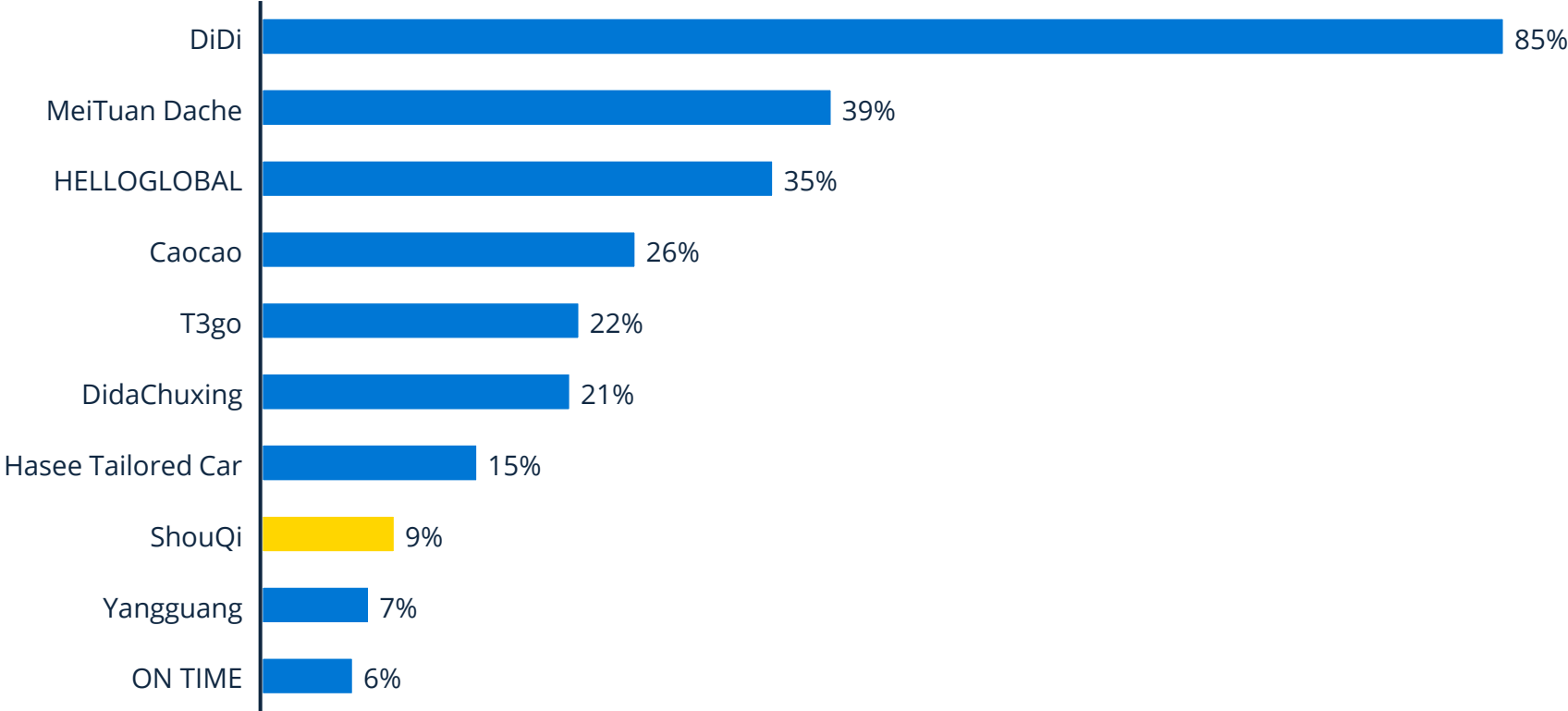
- Brand usage
- Key insights



ShouQi is the eighth most used ride sharing service in China with DiDi in first place

Management summary: brand usage and competition

Top 10 most used ride sharing services in China



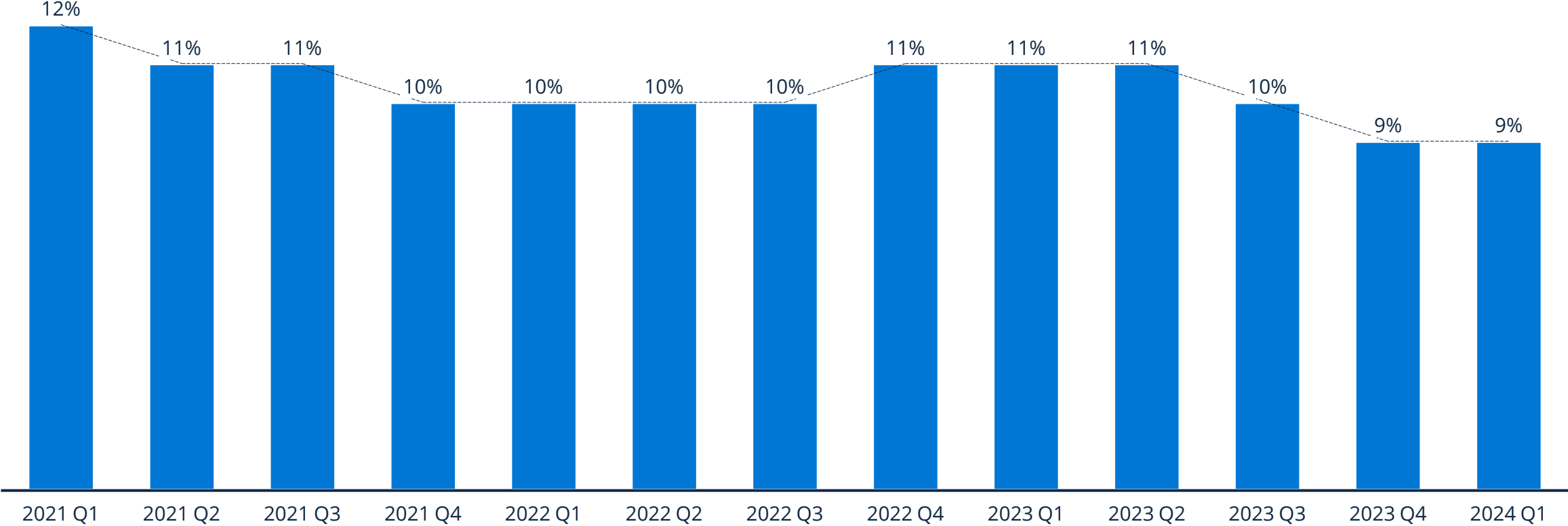
4 Notes: "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=2,563 ride sharing users

Sources: [Consumer Insights Global](#) as of June 2024

The share of ride sharing users using ShouQi declined by 3 percentage points since Q1 of 2021

Management summary: brand usage timeline

Timeline of ride sharing users using ShouQi



5 Notes: "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=196 - 273 ShouQi users, n=1601 - 2692 ride sharing users

Sources: [Consumer Insights Global](#) as of June 2024

ShouQi users in China

Management summary: key insights

Demographic profile

ShouQi is more popular among Millennials than other ride sharing services.

ShouQi is more popular among female ride sharing users than male ride sharing users.

ShouQi has a larger share of users with a high income than other ride sharing services.

ShouQi users are more likely to live in megacities than ride sharing users in general.

Consumer lifestyle

Social justice is more important to ShouQi users than to other ride sharing users.

Traveling is a relatively prevalent interest of ShouQi users.

Shopping is a relatively popular hobby among ShouQi users.

Consumer attitudes

It stands out that 36% of ShouQi users can imagine using a self-driving taxi.

48% of ShouQi users are innovators or early adopters of new products.

A relatively high share of ShouQi users think that climate change is an issue that needs to be addressed.

Marketing touchpoints

Sina Weibo is more popular among ShouQi users than the average ride sharing user.

ShouQi users remember seeing ads on websites and apps of brands and products more often than other ride sharing users.

CHAPTER 02

Demographic profile

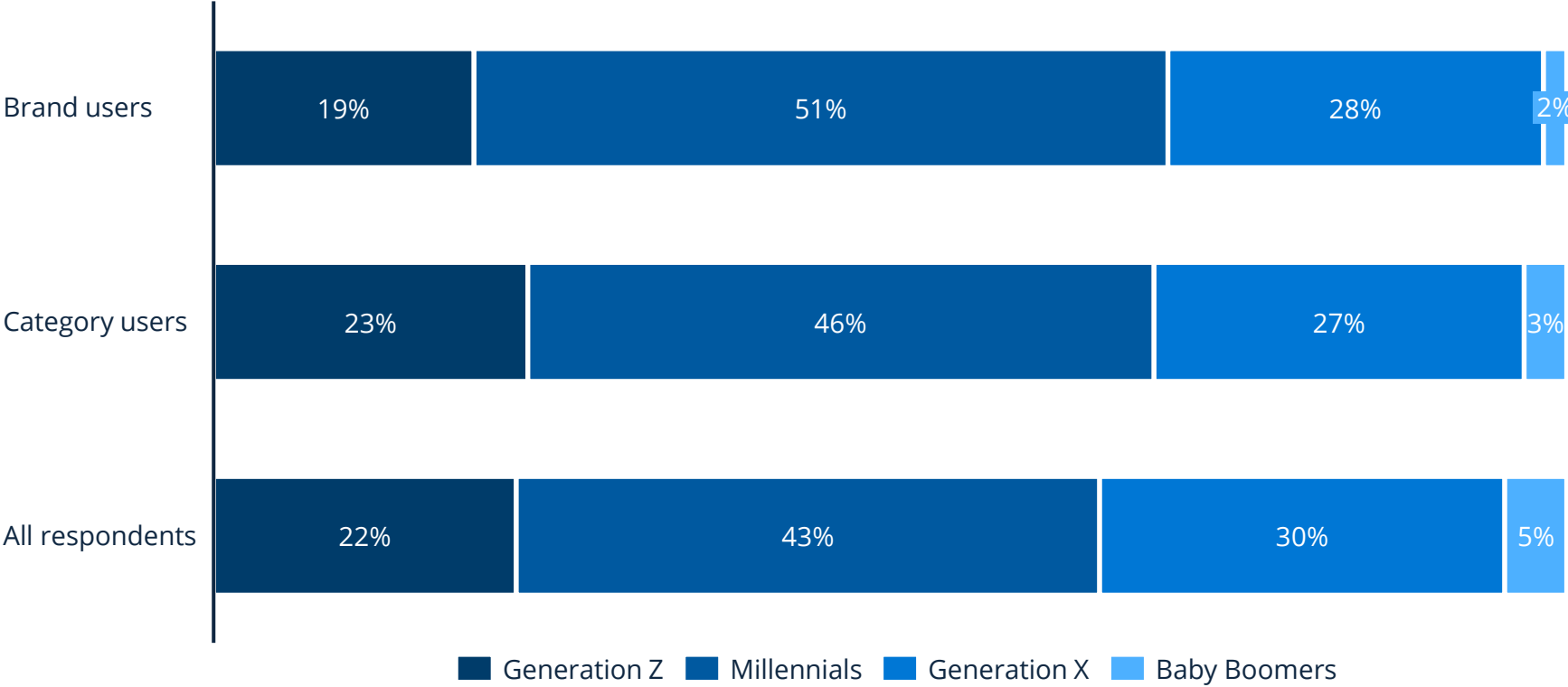
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



ShouQi is more popular among Millennials than other ride sharing services

Demographic profile: generations

Age of consumers in China

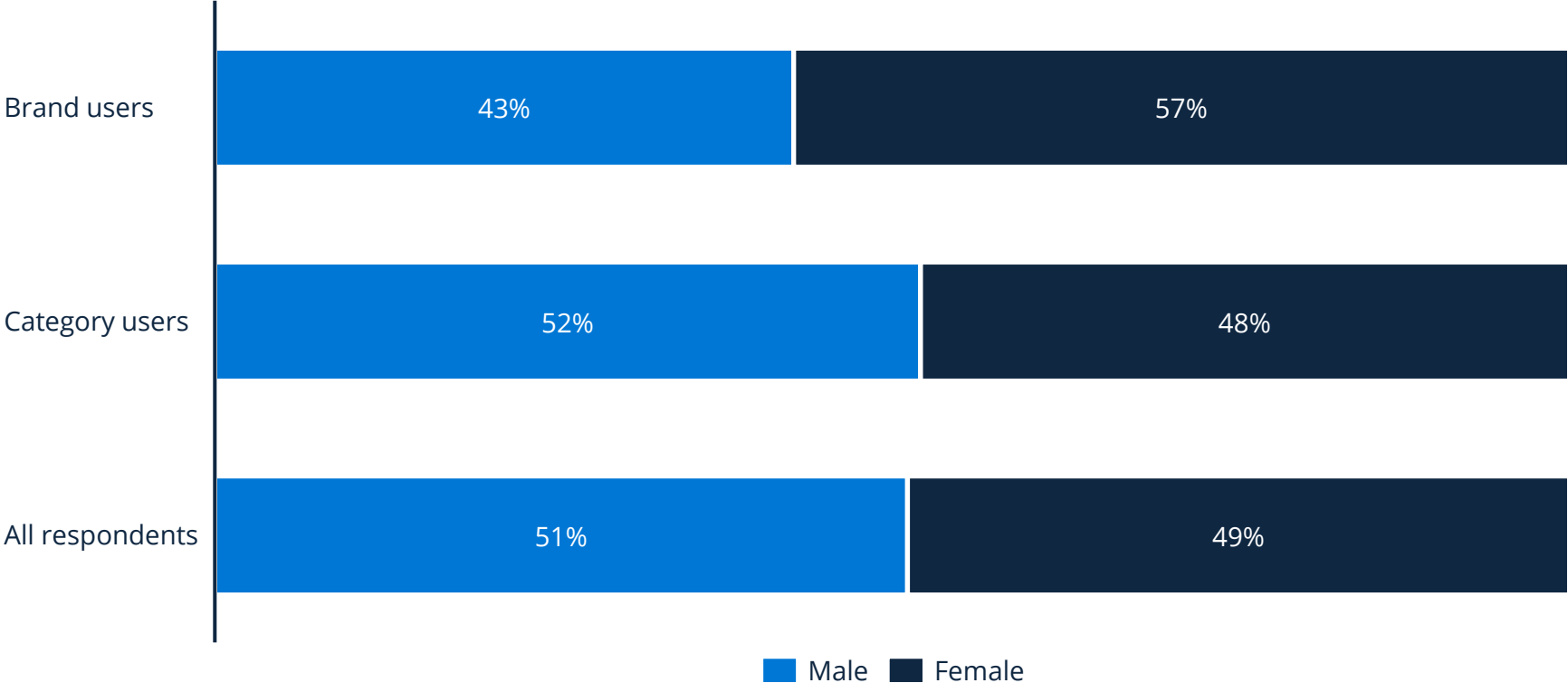


ShouQi is more popular among female ride sharing users than male ride sharing users

Demographic profile: gender



Gender of consumers in China

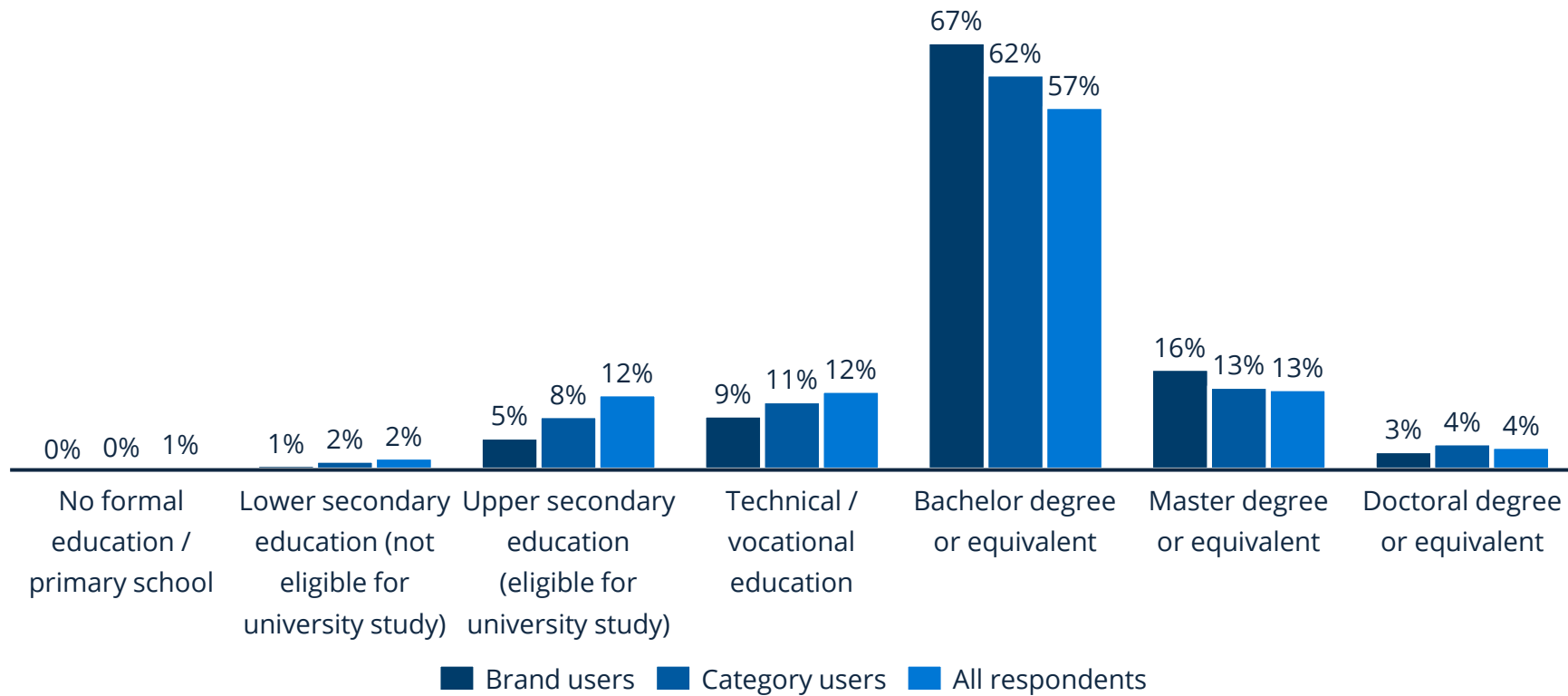


9 Notes: "What is your gender?"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=234 ShouQi users, n=2,563 ride sharing users, n=24,130 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

A relatively high share of ShouQi users have a college degree

Demographic profile: education

Consumer's level of education in China

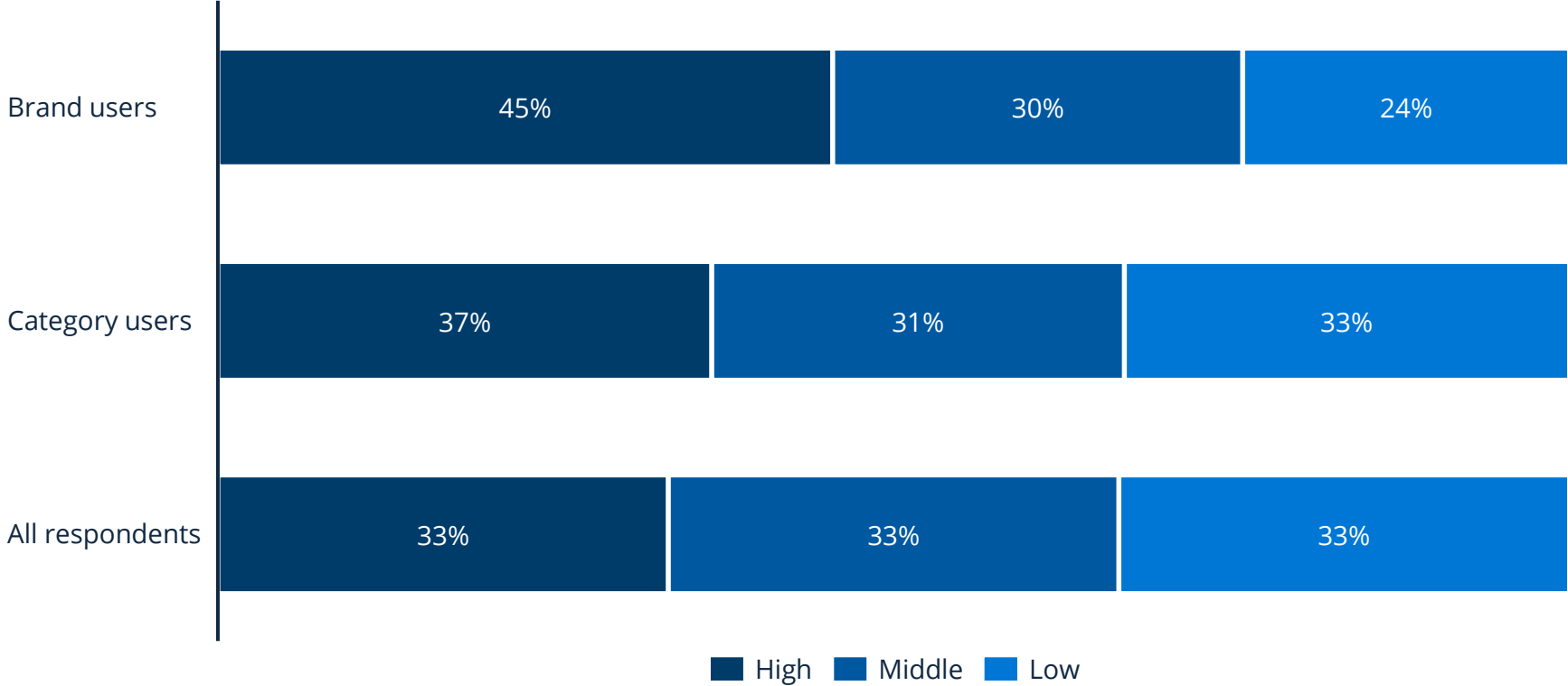


ShouQi has a larger share of users with a high income than other ride sharing services

Demographic profile: income



Share of consumers in China in the high, middle, and low thirds of monthly household gross income

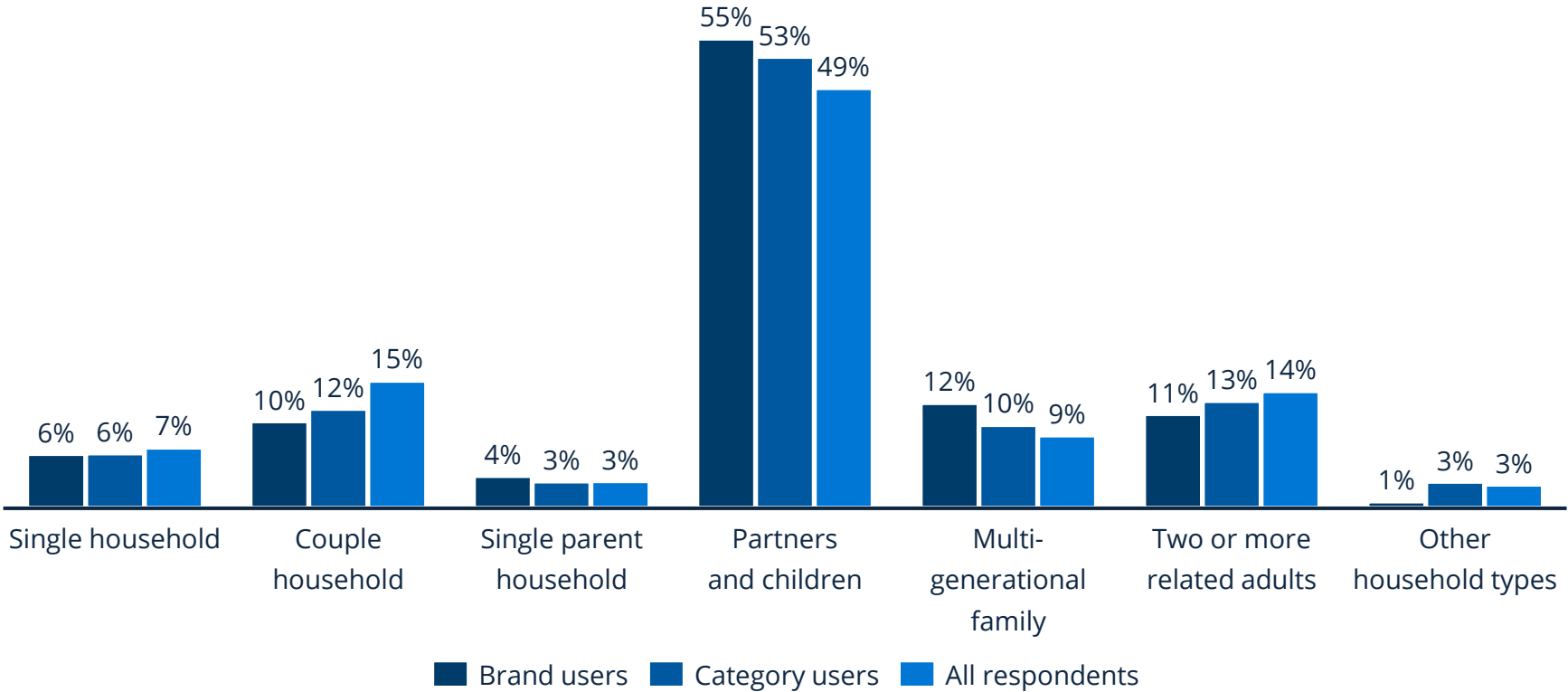


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=234 ShouQi users, n=2,563 ride sharing users, n=24,130 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

55% of ShouQi users live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in China live



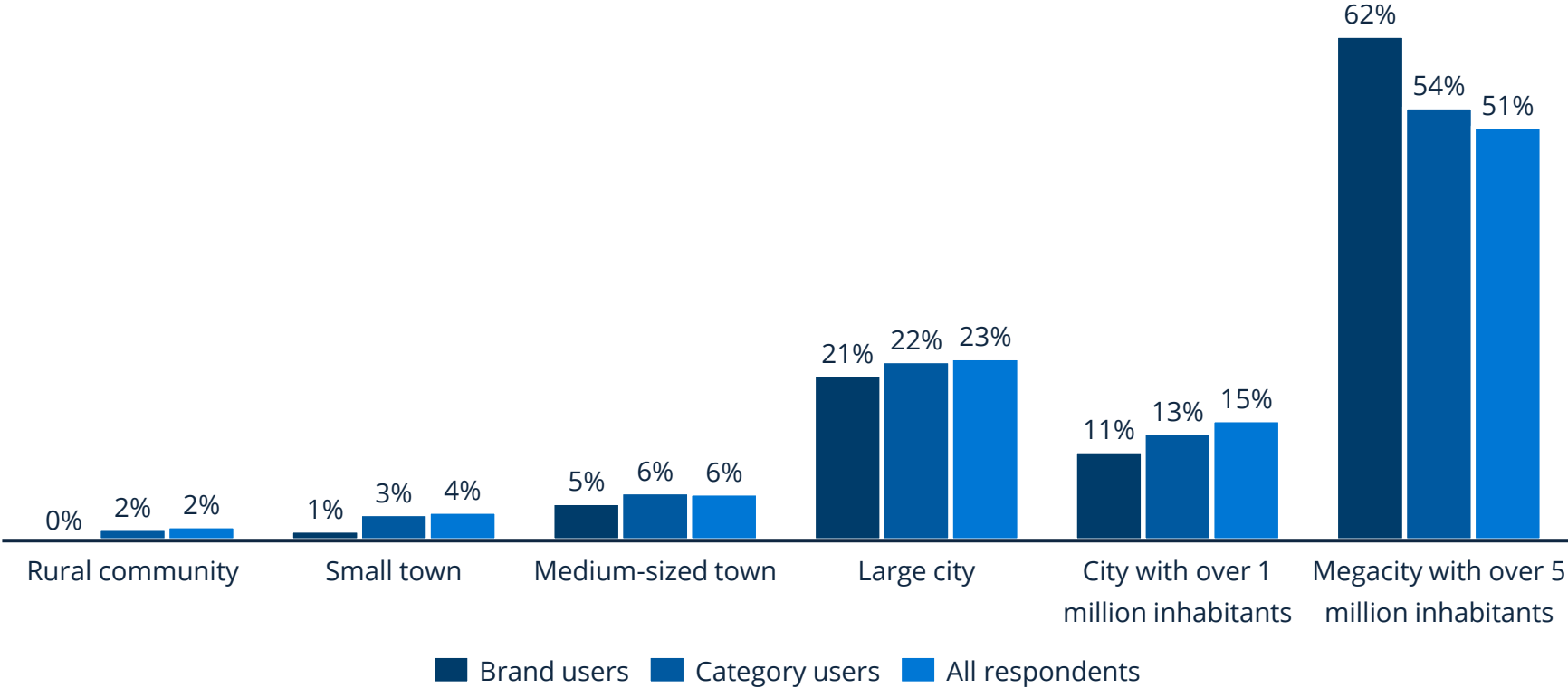
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=234 ShouQi users, n=2,563 ride sharing users, n=24,130 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

ShouQi users are more likely to live in megacities than ride sharing users in general

Demographic profile: type of community



Communities where consumers live in China

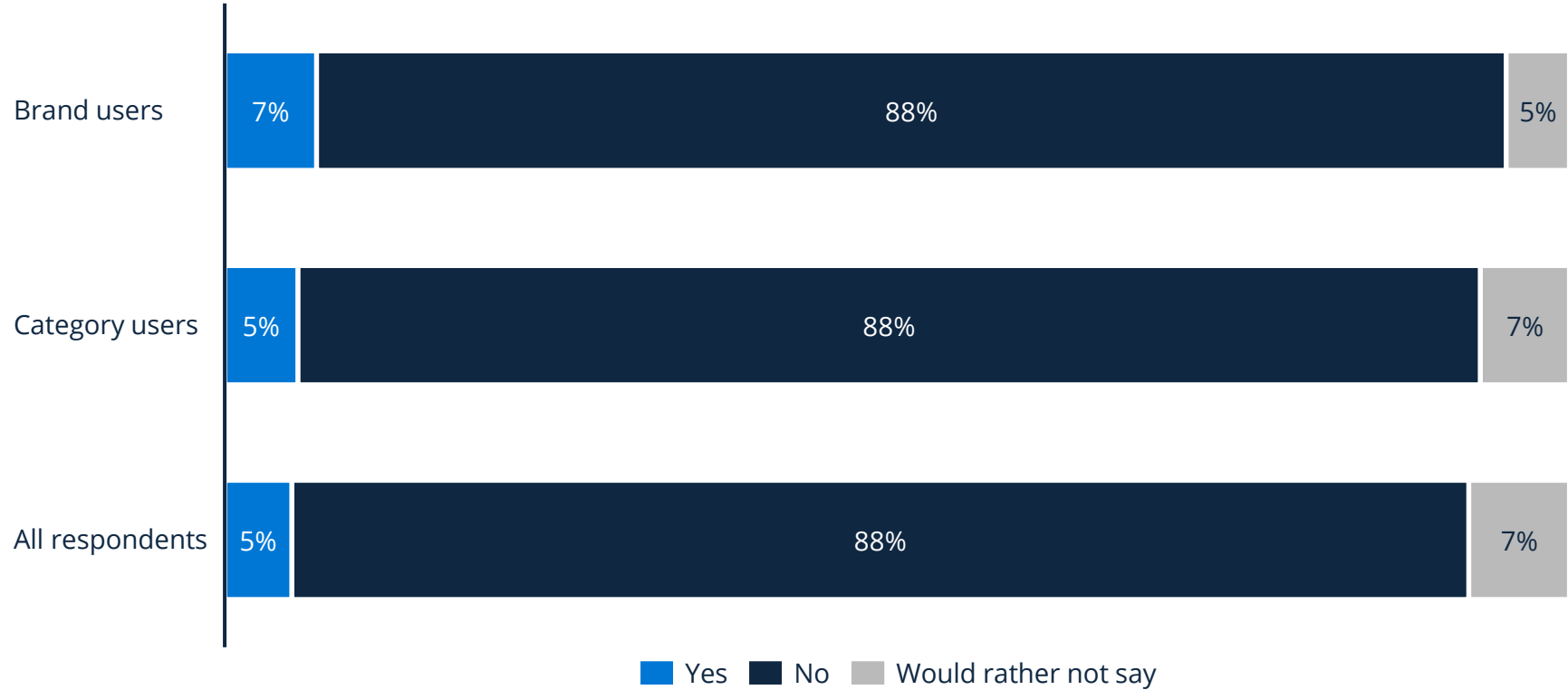


13 Notes: "In what type of community do you live?"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=234 ShouQi users, n=2,563 ride sharing users, n=24,130 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

7% of ShouQi users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in China



CHAPTER 03

Consumer lifestyle

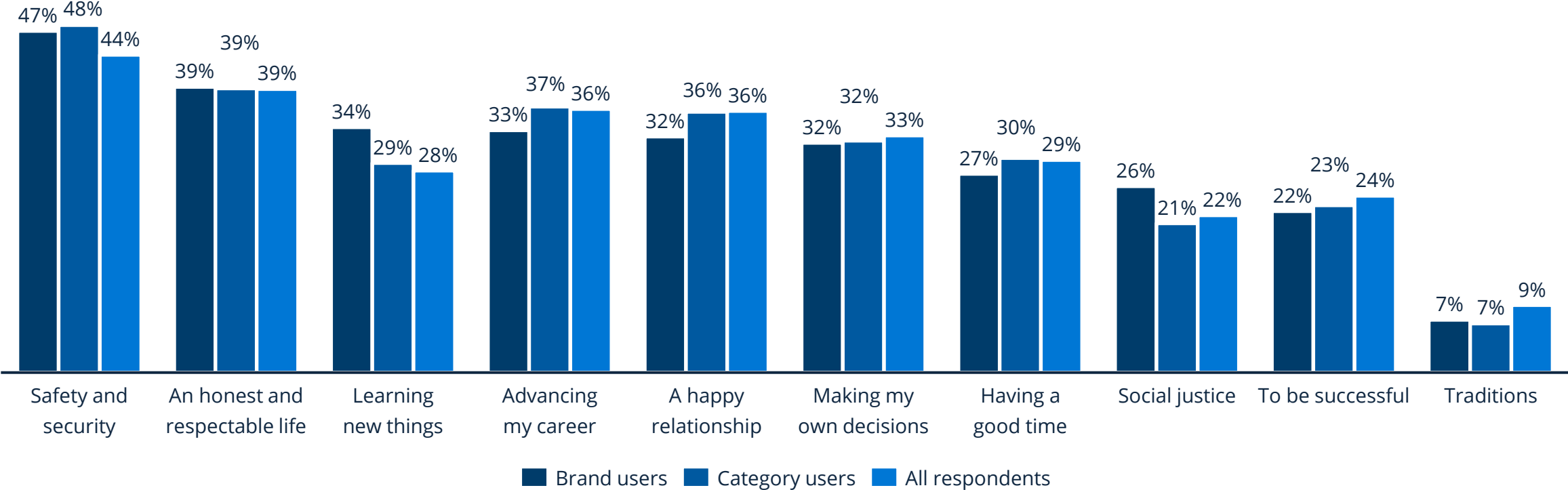
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Social justice is more important to ShouQi users than to other ride sharing users

Consumer lifestyle: life values

Most important aspects of life for consumers in China



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