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CONSUMERS & BRANDS

Ride sharing: Diamond users in Canada

Consumer Insights report

Consumer Insights
by **statista** 

August 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Diamond users in Canada: 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 Diamond users in Canada ("brand users") against Canadian ride sharing users in general ("category users"), and the overall Canadian 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 Canada)
- 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

CHAPTER 01

Management summary

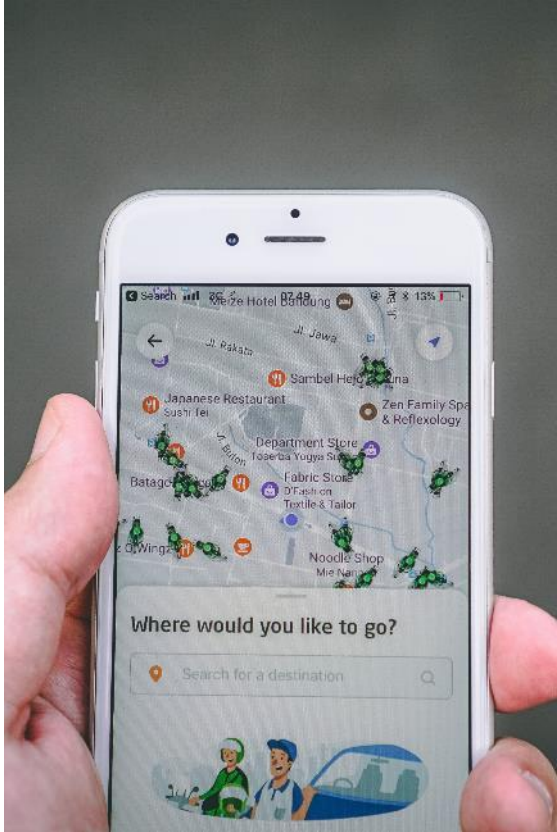
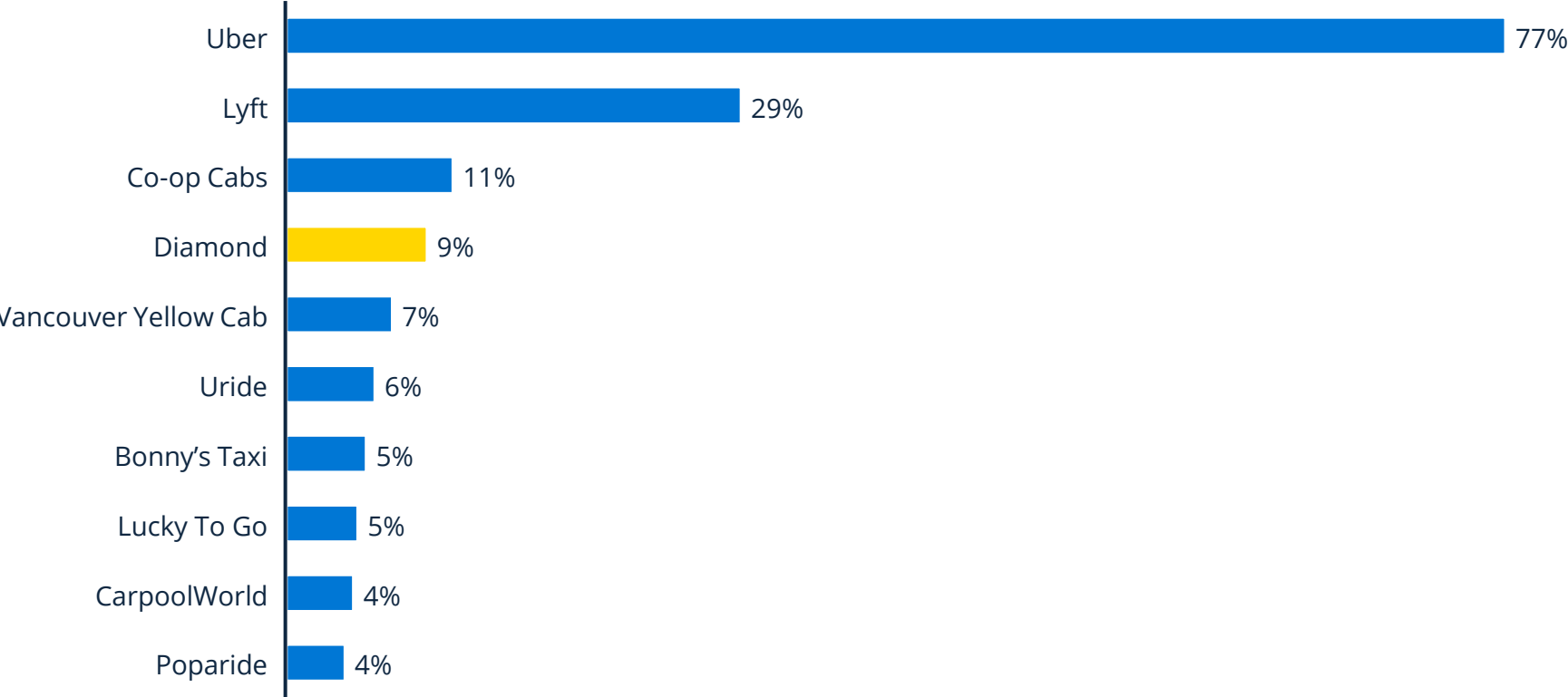
- Brand usage
- Key insights



With a user share of 9%, Diamond is one of the top 5 ride sharing services in Canada

Management summary: brand usage and competition

Top 10 most used ride sharing services in Canada



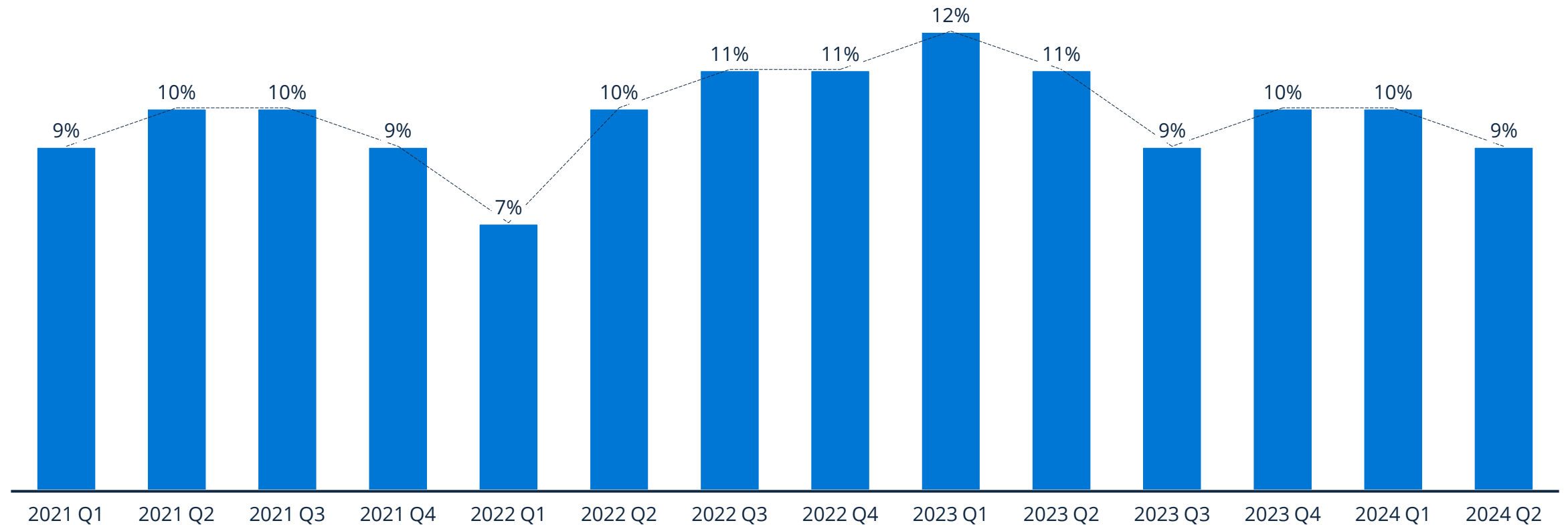
4 Notes: "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=730 ride sharing users

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

The market share of Diamond has stayed fairly similar compared to 2021 Q1

Management summary: brand usage timeline

Timeline of ride sharing users using Diamond



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=37 - 78 Diamond users, n=497 - 730 ride sharing users

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

Diamond users in Canada

Management summary: key insights

Demographic profile

Diamond is more popular among Generation Z than other ride sharing services.

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

Diamond has a smaller share of users with a low income than other ride sharing services.

13% of Diamond users live in small towns.

Consumer lifestyle

Success and career advancement are relatively important to Diamond users.

Sports is a relatively prevalent interest of Diamond users.

Writing is a relatively popular hobby among Diamond users.

Consumer attitudes

It stands out that 38% of Diamond users say they spend too much time commuting.

22% of Diamond users are innovators or early adopters of new products.

49% of Diamond users think that housing is an issue that needs to be addressed.

Marketing touchpoints

Instagram is more popular among Diamond users than the average ride sharing user.

Diamond users remember seeing ads on blogs and forums more often than other ride sharing users.

CHAPTER 02

Demographic profile

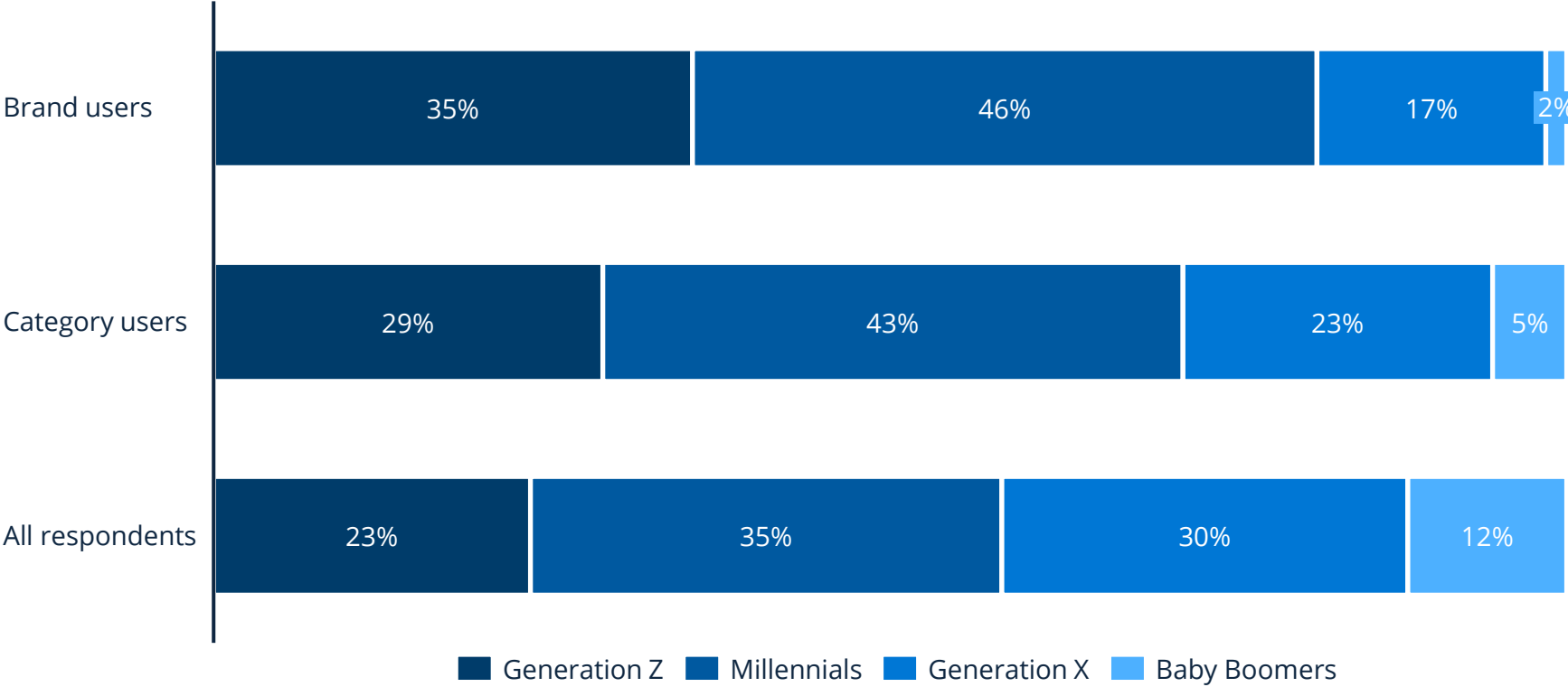
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Diamond is more popular among Generation Z than other ride sharing services

Demographic profile: generations

Age of consumers in Canada



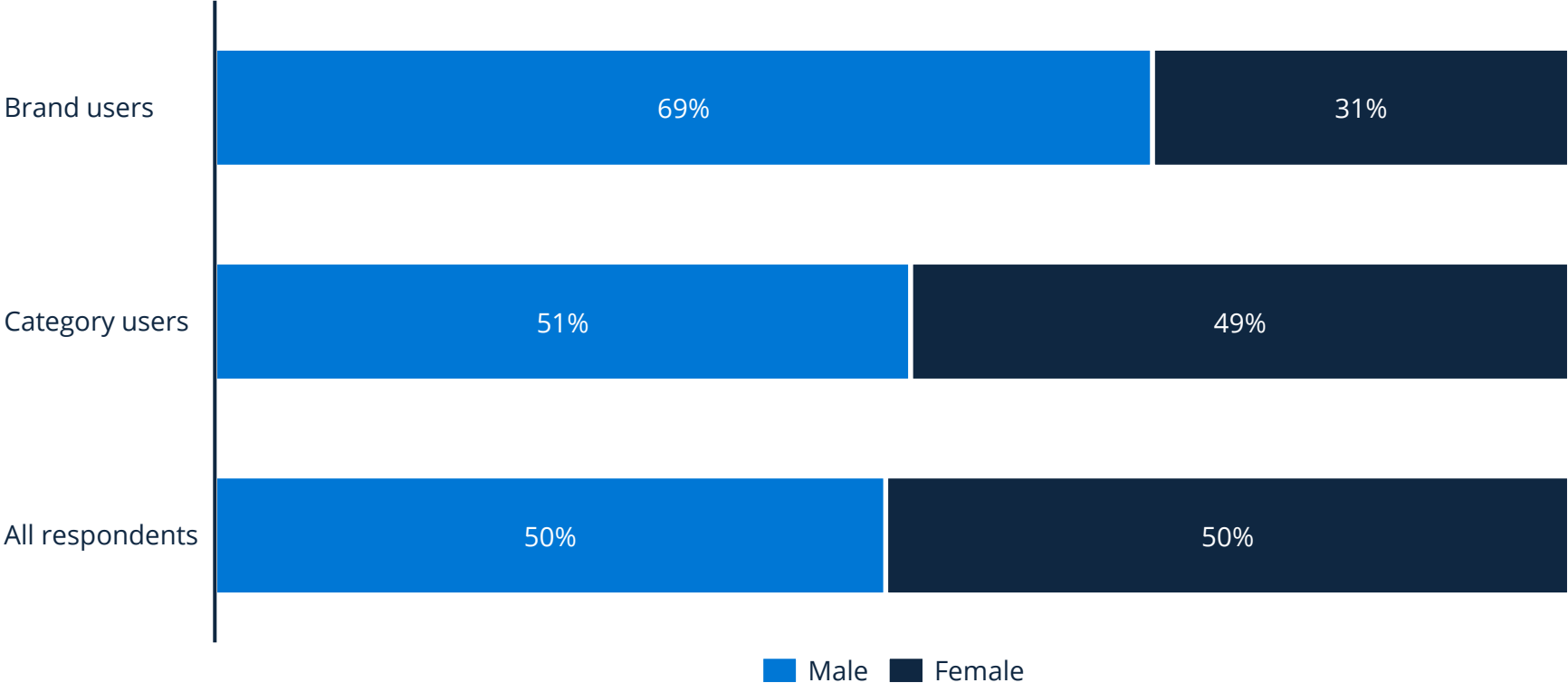
8 Notes: "How old are you?"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=65 Diamond users, n=730 ride sharing users, n=12,128 all respondents
Sources: [Consumer Insights Global](#) as of August 2024

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

Demographic profile: gender



Gender of consumers in Canada

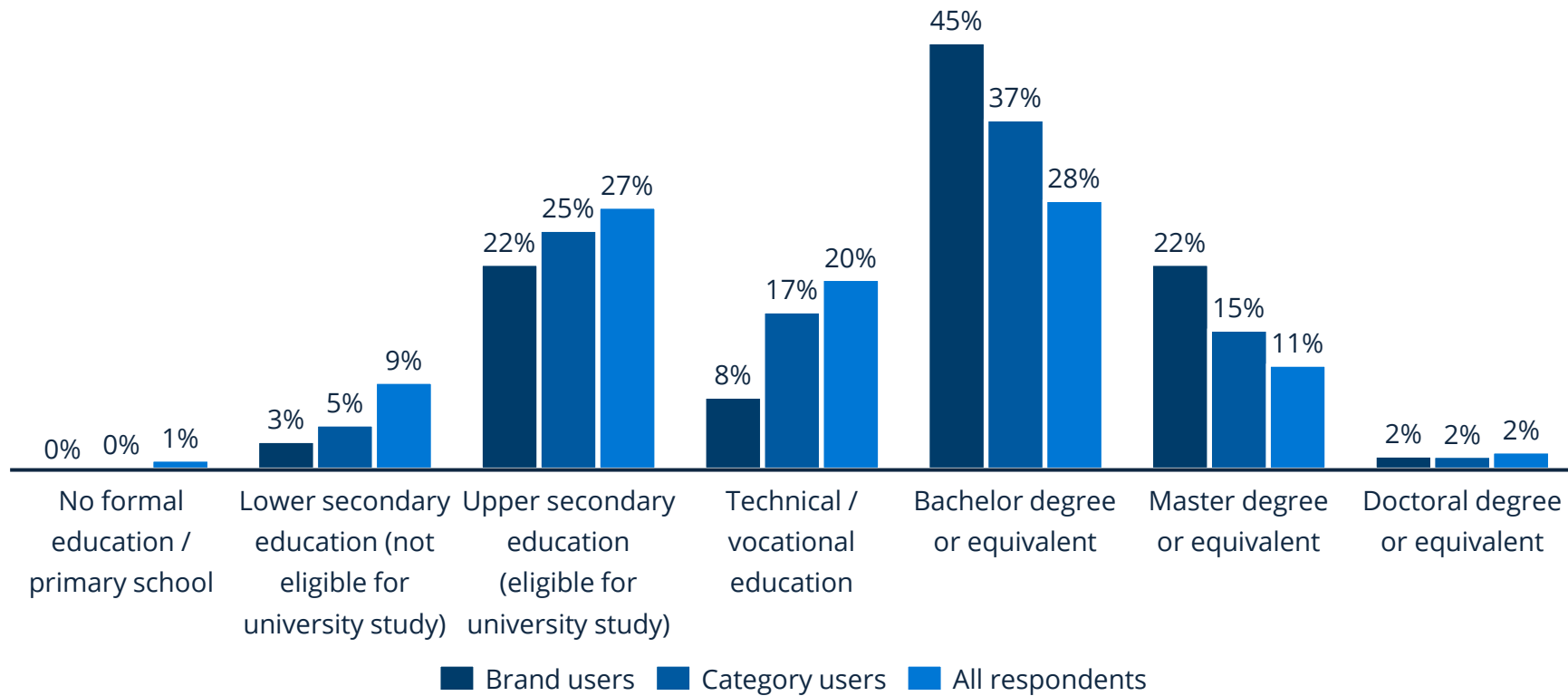


9 Notes: "What is your gender?"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=65 Diamond users, n=730 ride sharing users, n=12,128 all respondents
Sources: [Consumer Insights Global](#) as of August 2024

A relatively high share of Diamond users have a college degree

Demographic profile: education

Consumer's level of education in Canada

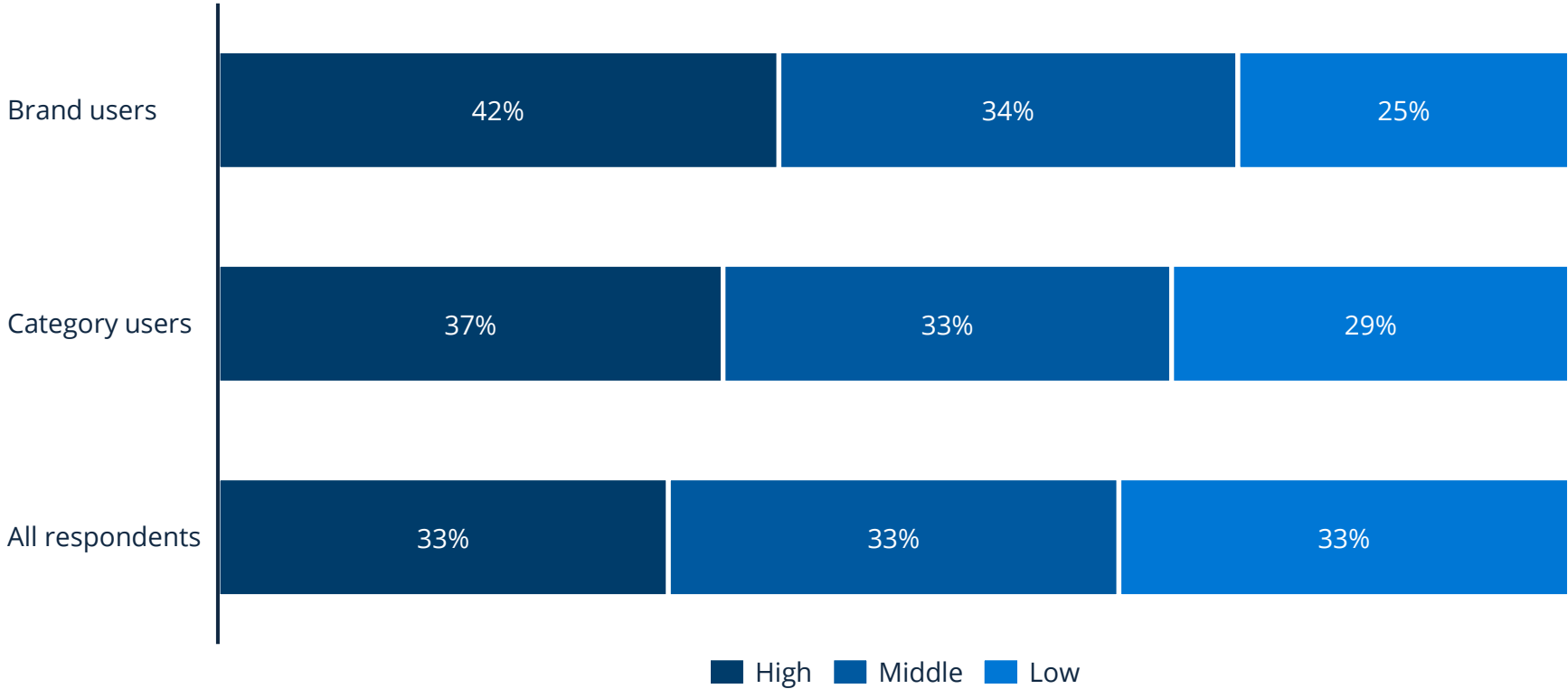


Diamond has a smaller share of users with a low income than other ride sharing services

Demographic profile: income



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



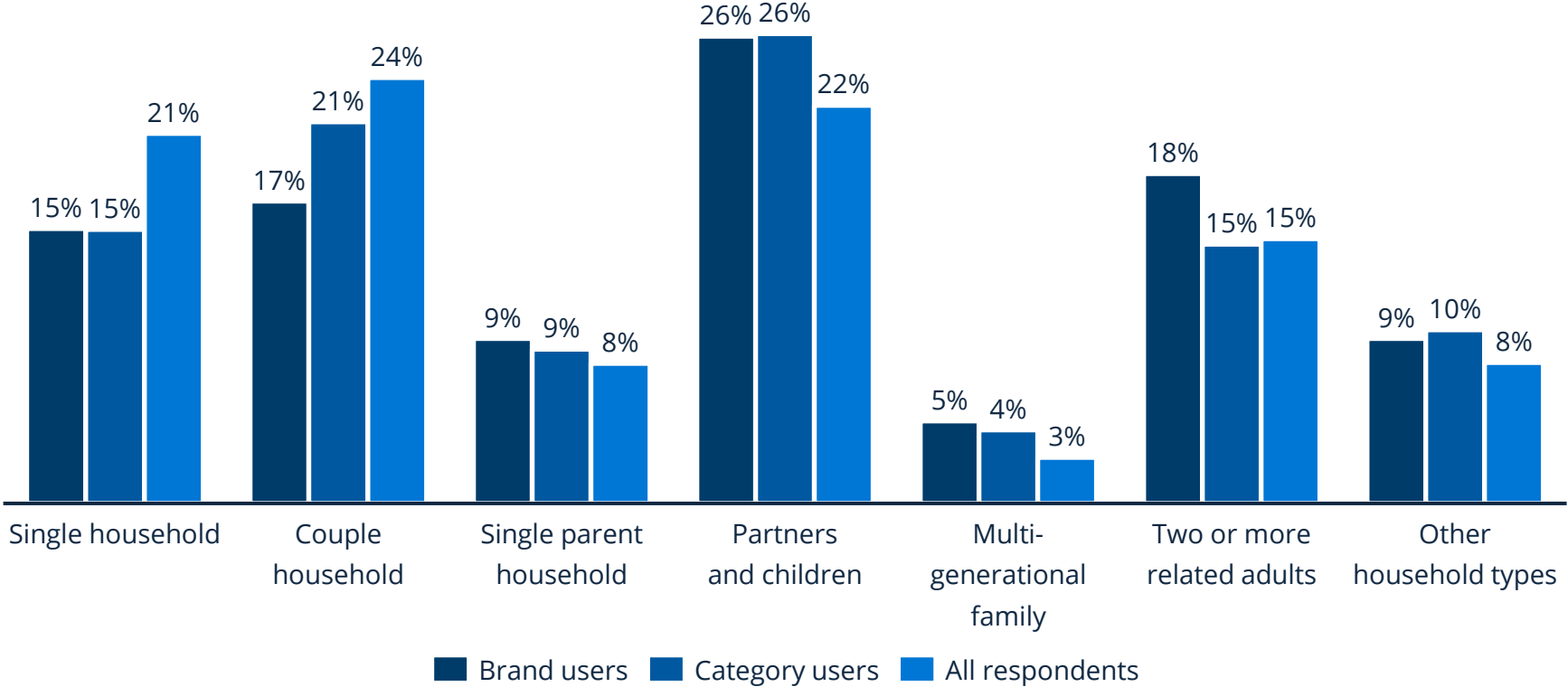
11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=65 Diamond users, n=730 ride sharing users, n=12,128 all respondents

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

Compared to other ride sharing users, Diamond users are relatively likely to live in a household of two or more related adults

Demographic profile: household classification

Type of households in which consumers in Canada live



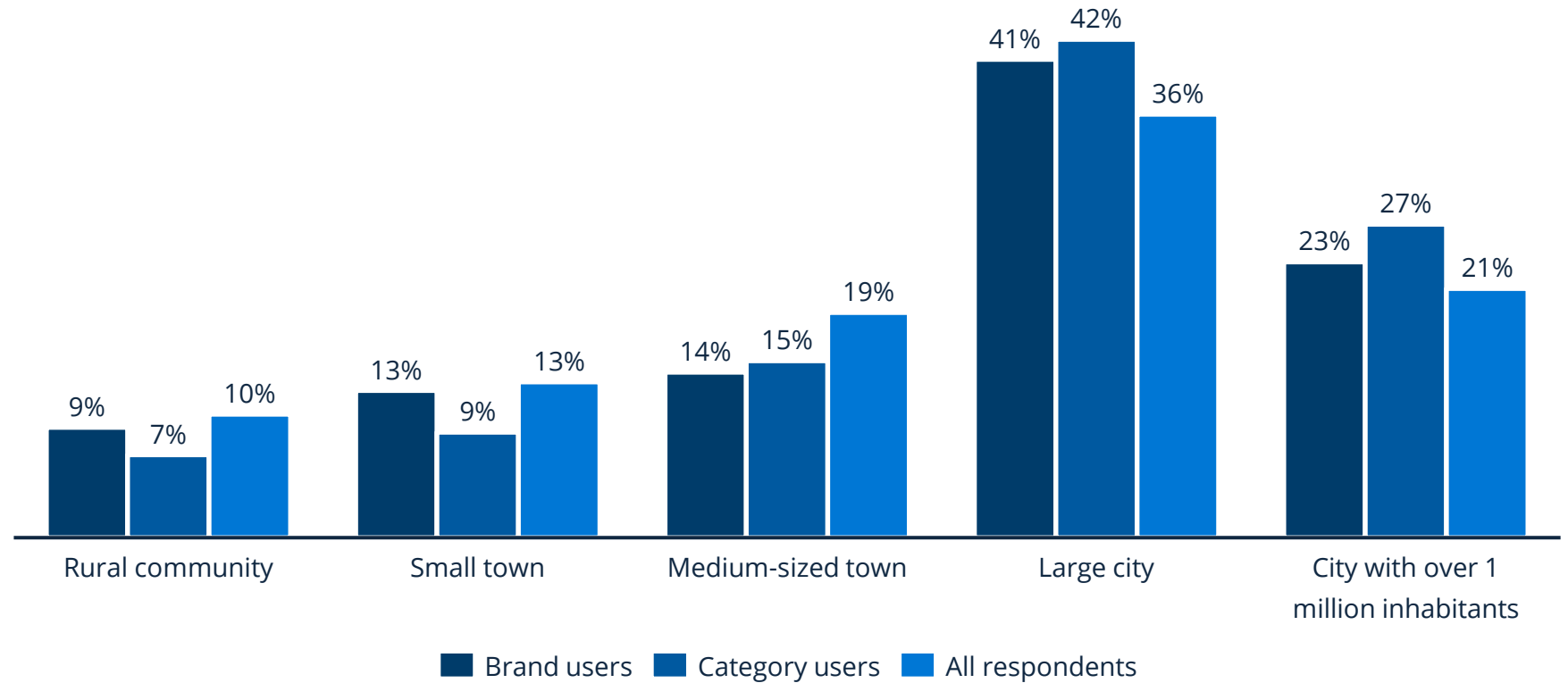
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=65 Diamond users, n=730 ride sharing users, n=12,128 all respondents
Sources: [Consumer Insights Global](#) as of August 2024

13% of Diamond users live in small towns

Demographic profile: type of community



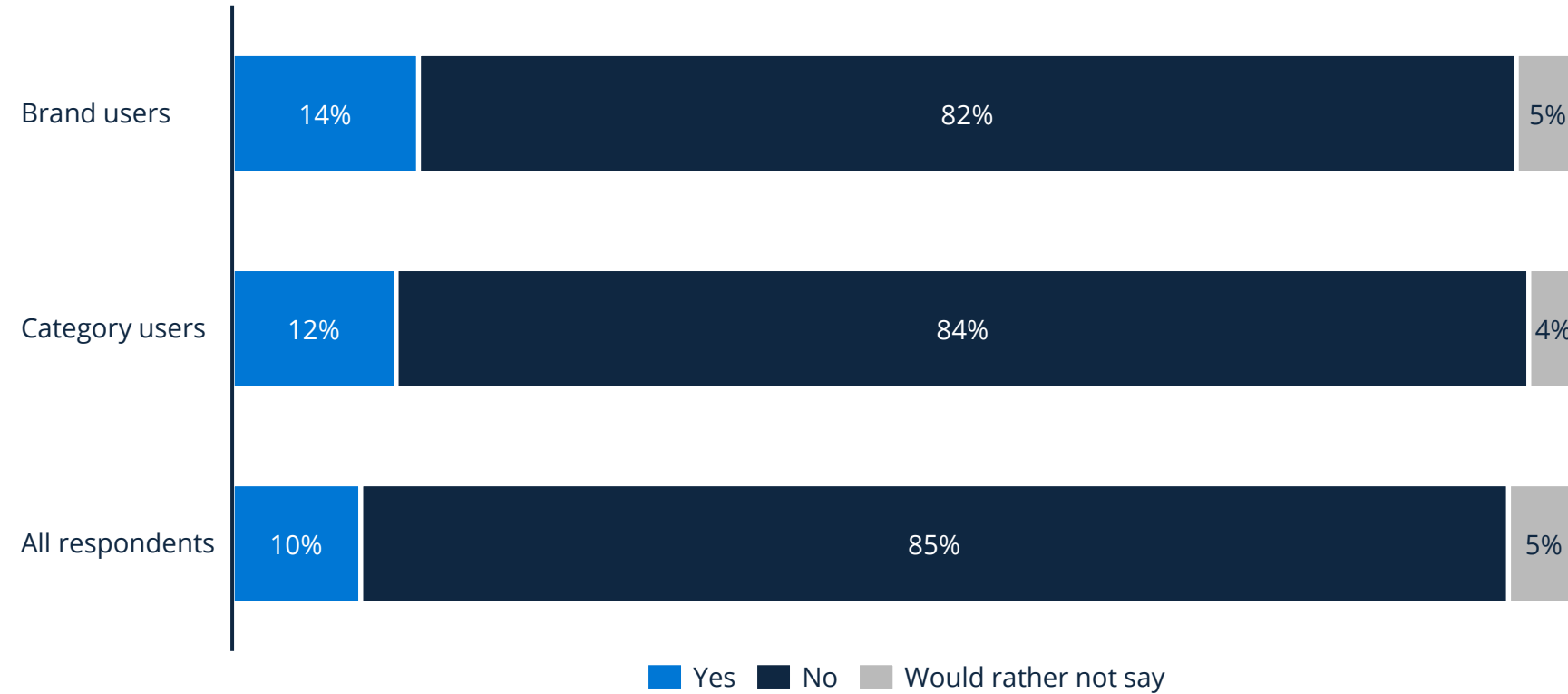
Communities where consumers live in Canada



14% of Diamond users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Canada



CHAPTER 03

Consumer lifestyle

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



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