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CONSUMERS & BRANDS

Ride sharing: Vancouver Yellow Cab users in Canada

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 Vancouver Yellow Cab 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 Vancouver Yellow Cab 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

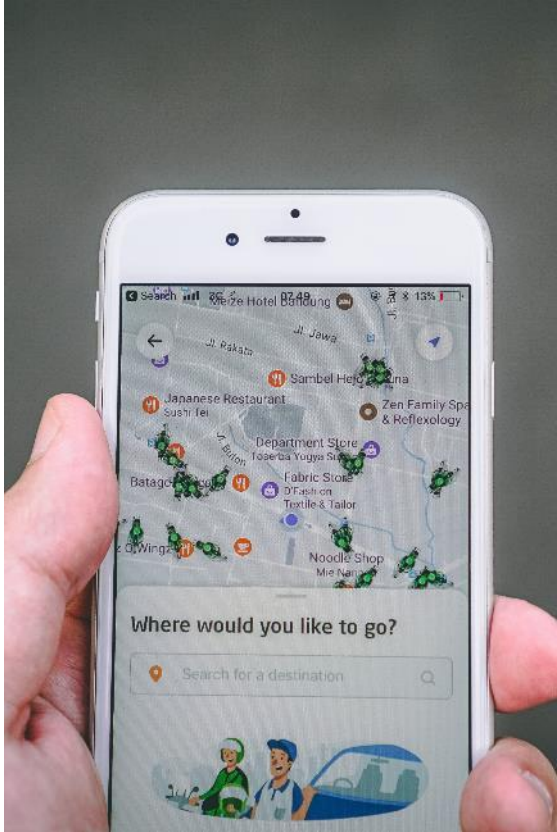
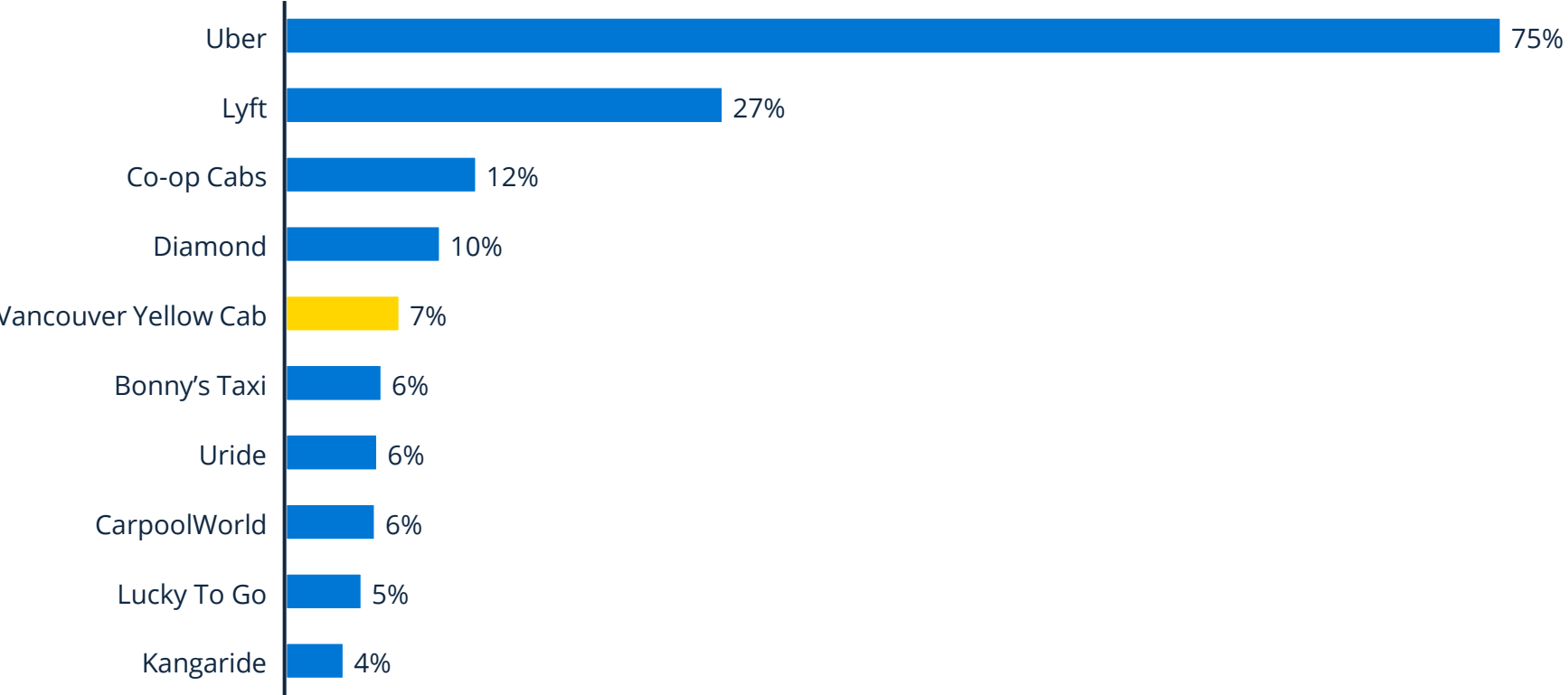
- Brand usage
- Key insights



With a user share of 7%, Vancouver Yellow Cab 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=714 ride sharing users

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

Vancouver Yellow Cab users in Canada

Management summary: key insights

Demographic profile

Vancouver Yellow Cab is more popular among Millennials than other ride sharing services.

There is a fairly even split of male and female Vancouver Yellow Cab users.

Vancouver Yellow Cab has a larger share of users with a high income than other ride sharing services.

Vancouver Yellow Cab users are more likely to live in rural areas and towns than ride sharing users in general.

Consumer lifestyle

Safety and security is less important to Vancouver Yellow Cab users than to other ride sharing users.

Science and technology are relatively prevalent interests of Vancouver Yellow Cab users.

Sports and fitness are relatively popular hobbies among Vancouver Yellow Cab users.

Consumer attitudes

It stands out that 49% of Vancouver Yellow Cab users think that the public transportation system in their area is good.

47% of Vancouver Yellow Cab users are in the early majority of innovation adopter types.

A relatively high share of Vancouver Yellow Cab users think that unemployment is an issue that needs to be addressed.

Marketing touchpoints

YouTube is more popular among Vancouver Yellow Cab users than the average ride sharing user.

Vancouver Yellow Cab users remember hearing ads in podcasts more often than other ride sharing users.

CHAPTER 02

Demographic profile

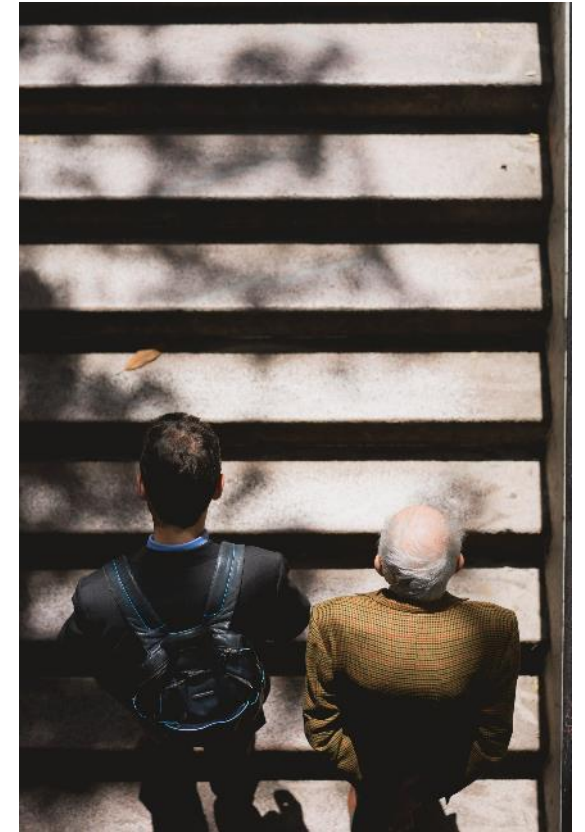
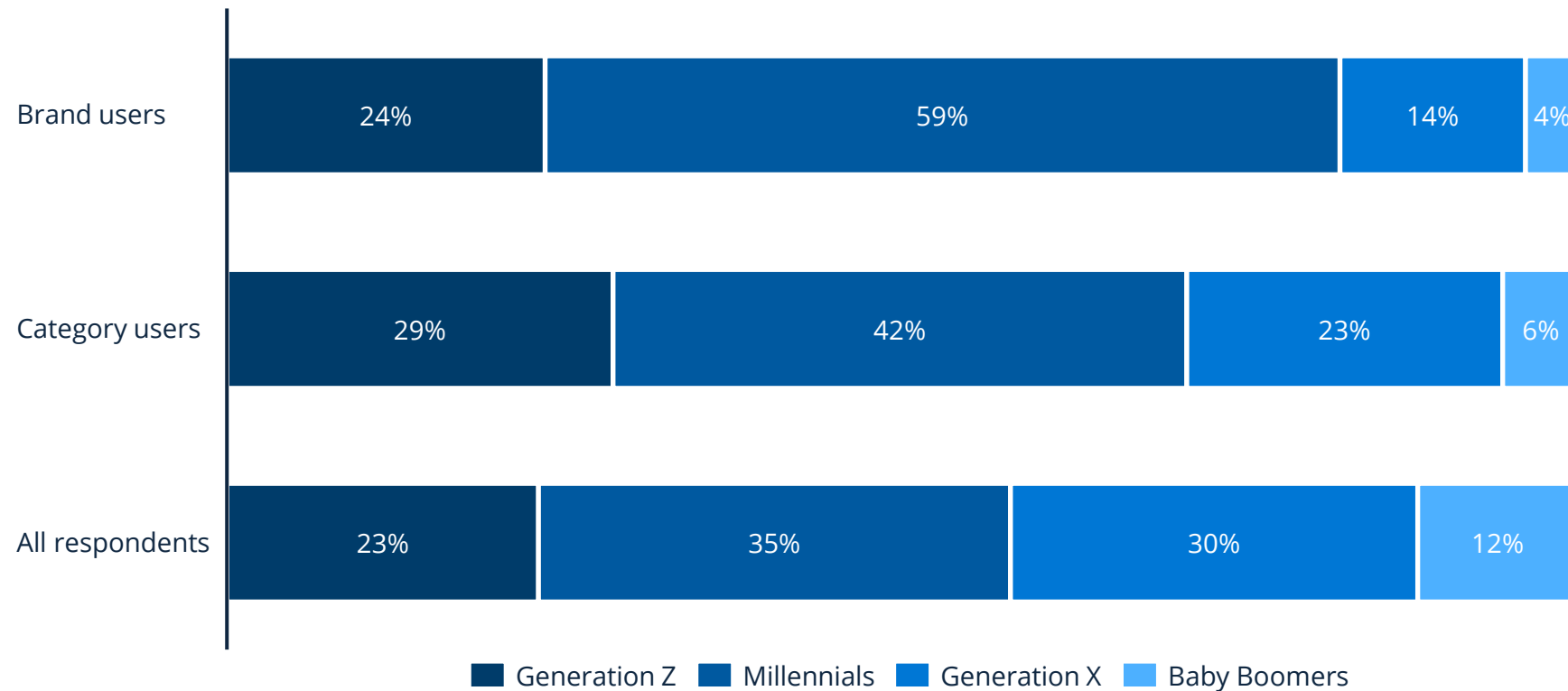
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Vancouver Yellow Cab is more popular among Millennials than other ride sharing services

Demographic profile: generations

Age of consumers in Canada



7 **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=51 Vancouver Yellow Cab users, n=714 ride sharing users, n=12,127 all respondents

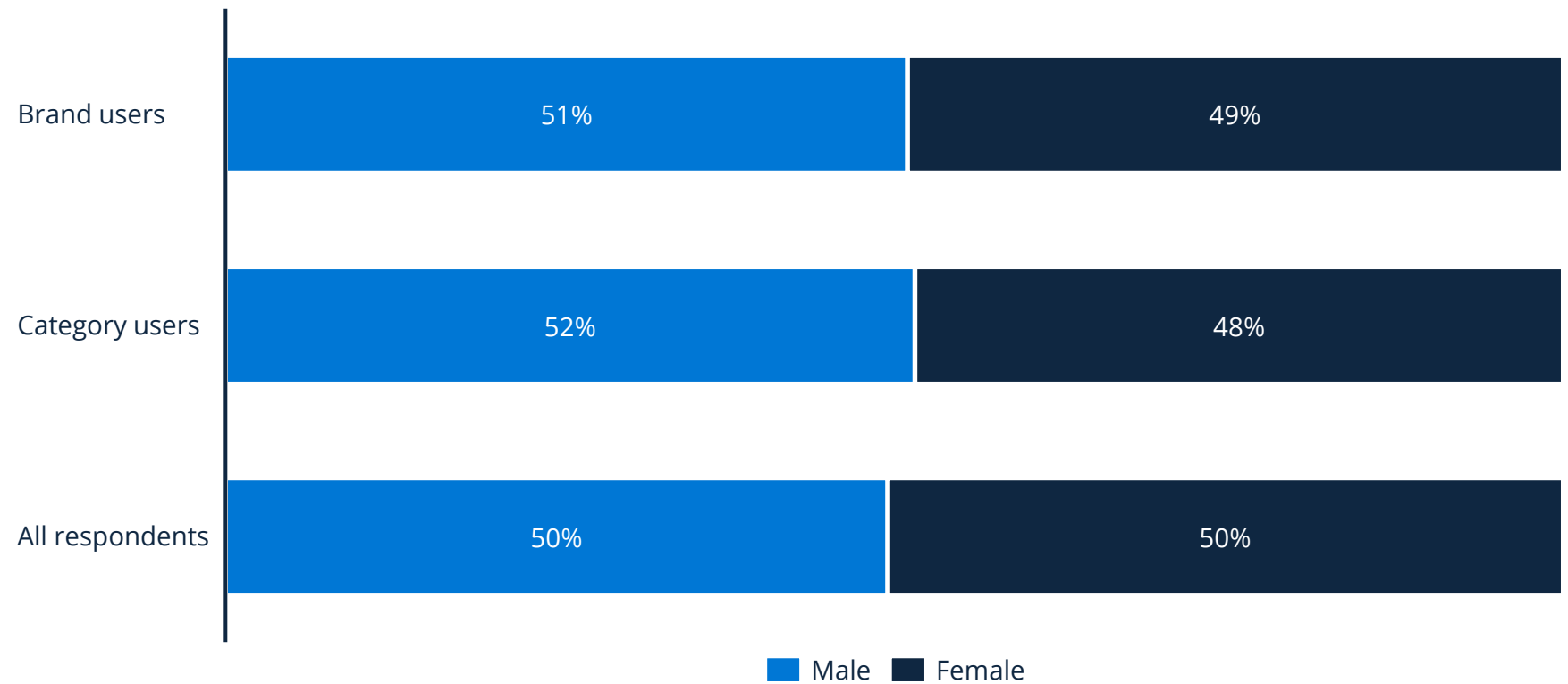
Sources: [Consumer Insights Global](#) as of June 2024

There is a fairly even split of male and female Vancouver Yellow Cab users

Demographic profile: gender



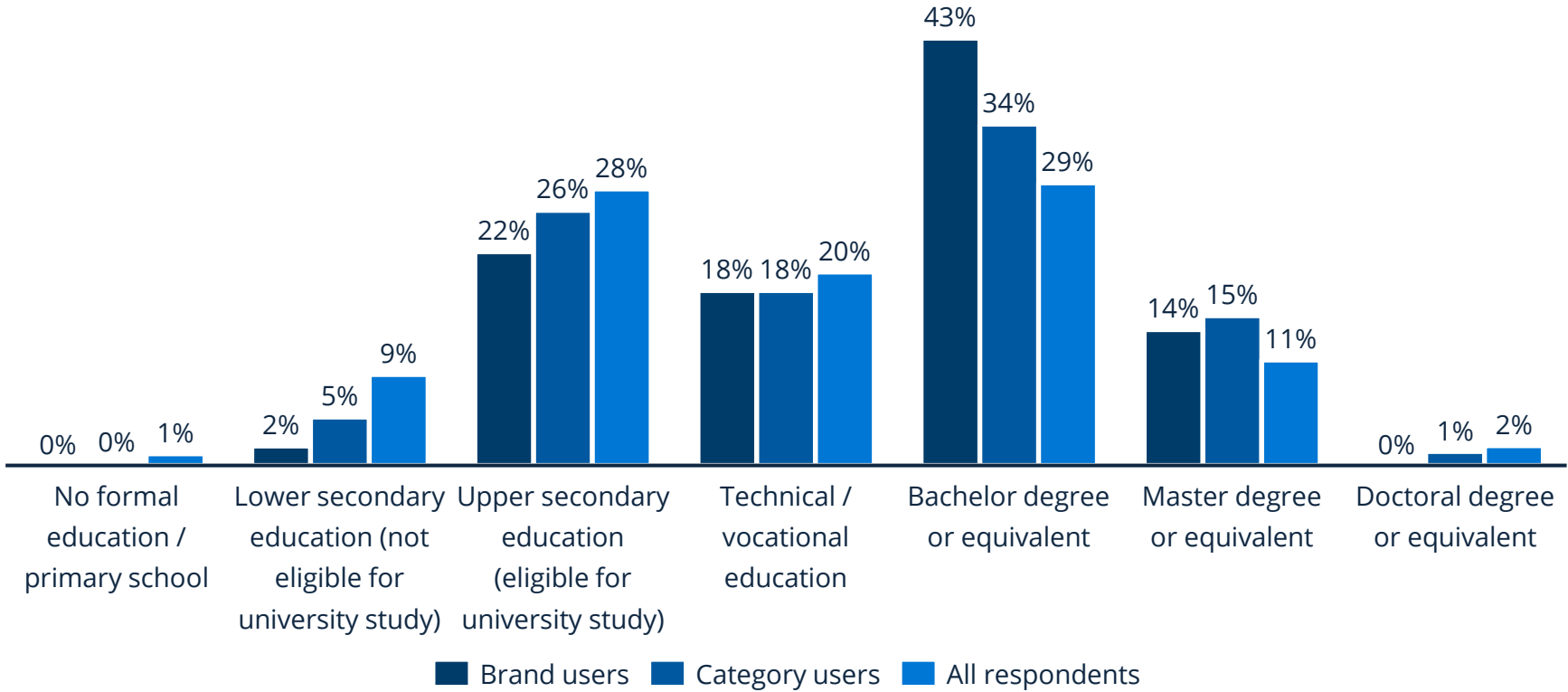
Gender of consumers in Canada



57% of Vancouver Yellow Cab users have a college degree

Demographic profile: education

Consumer's level of education in Canada



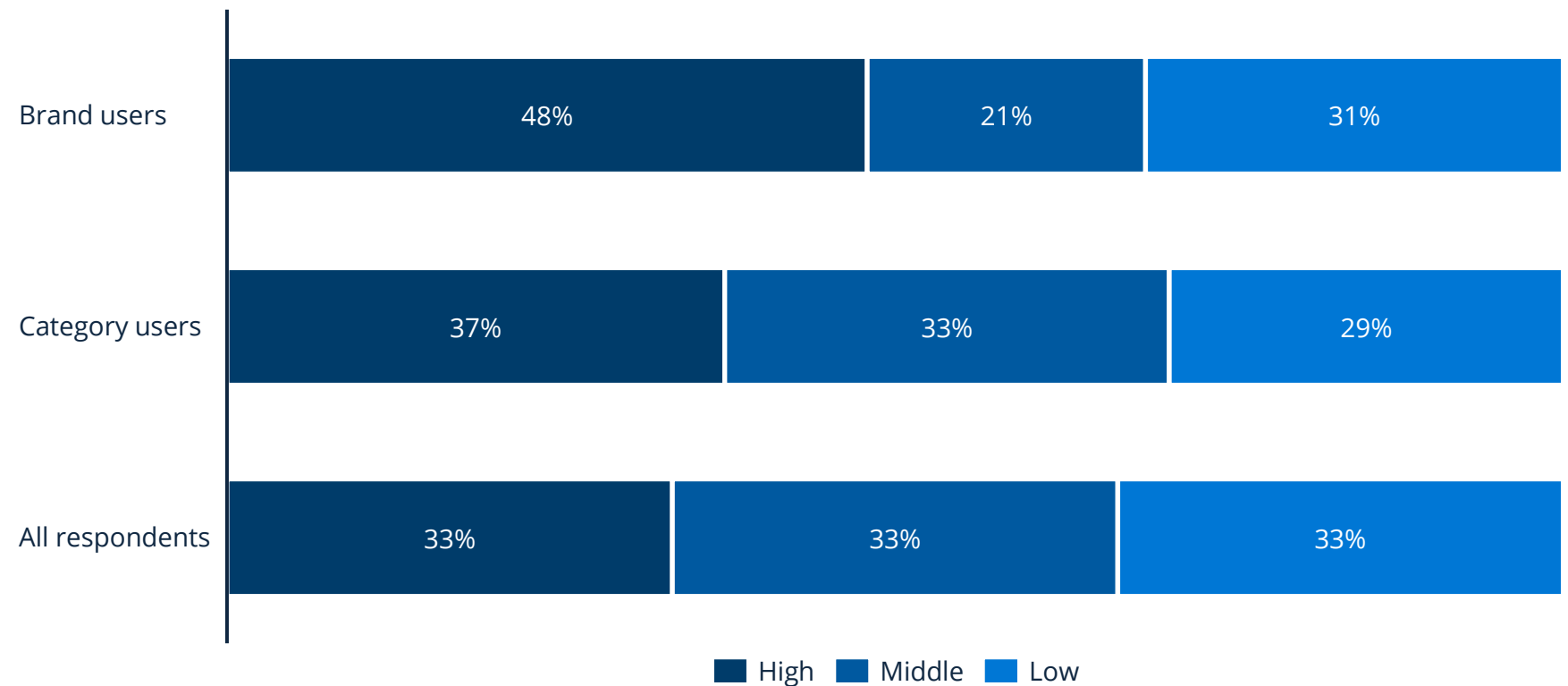
9 Notes: "What is the highest level of education you have completed?"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=51 Vancouver Yellow Cab users, n=714 ride sharing users, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Vancouver Yellow Cab has a larger share of users with a high income than other ride sharing services

Demographic profile: income



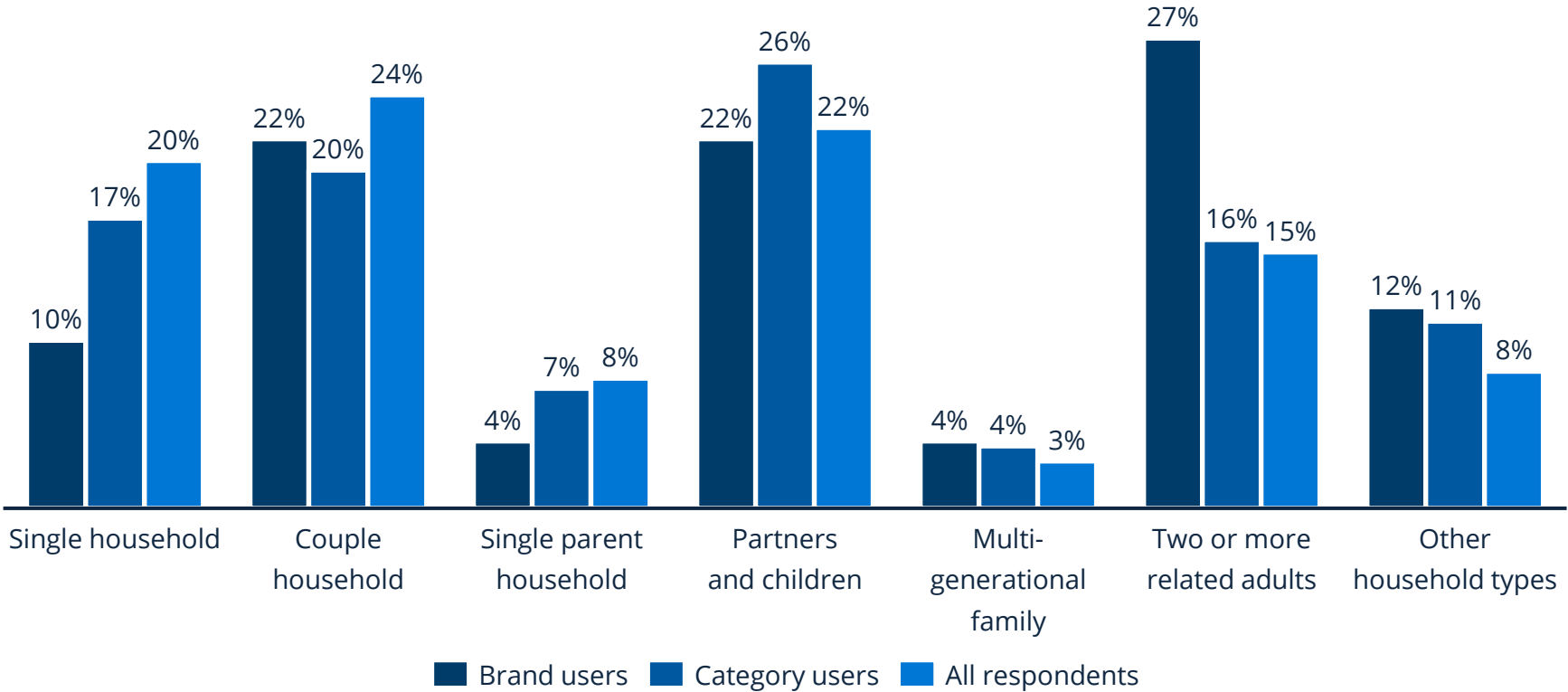
Share of consumers in Canada in the high, middle, and low thirds of monthly household gross income



Compared to other ride sharing users, Vancouver Yellow Cab 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



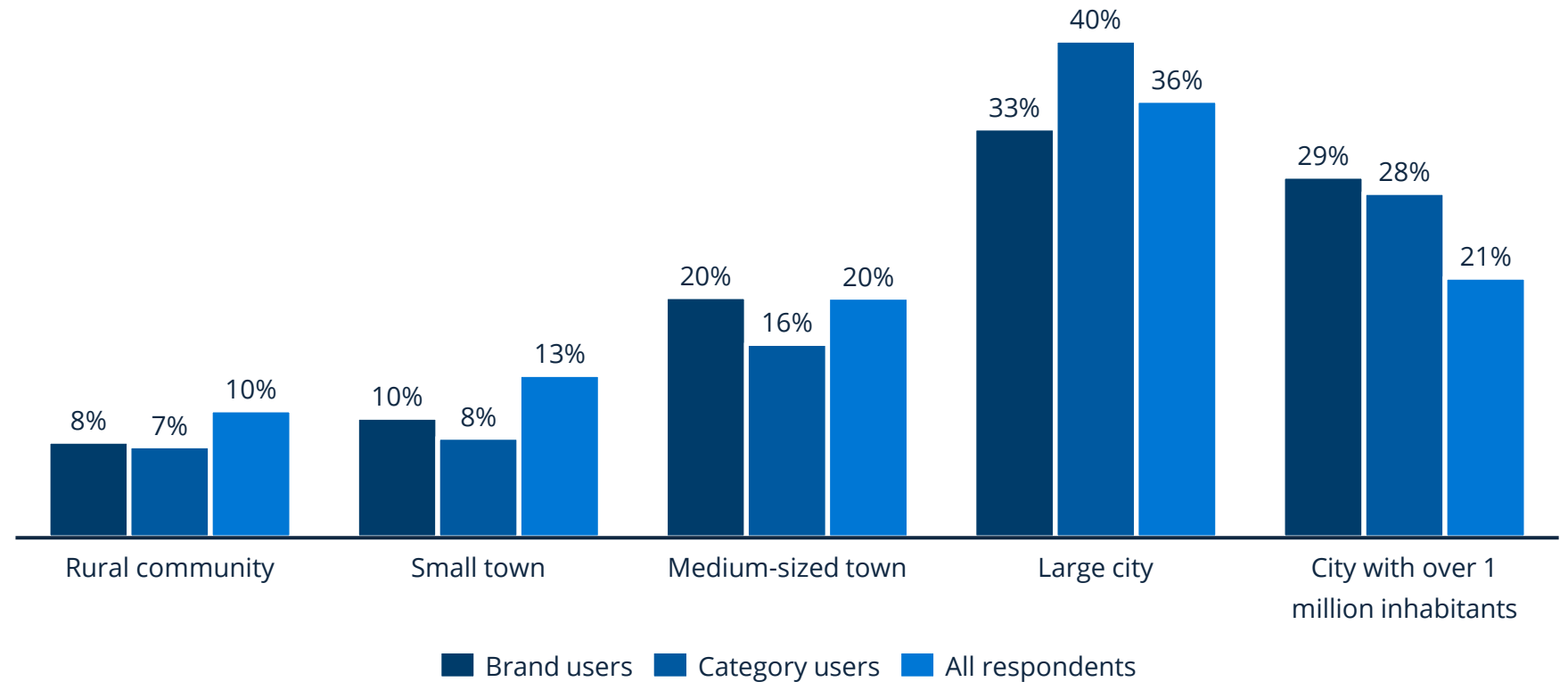
11 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=51 Vancouver Yellow Cab users, n=714 ride sharing users, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Vancouver Yellow Cab users are more likely to live in rural areas and towns than ride sharing users in general

Demographic profile: type of community



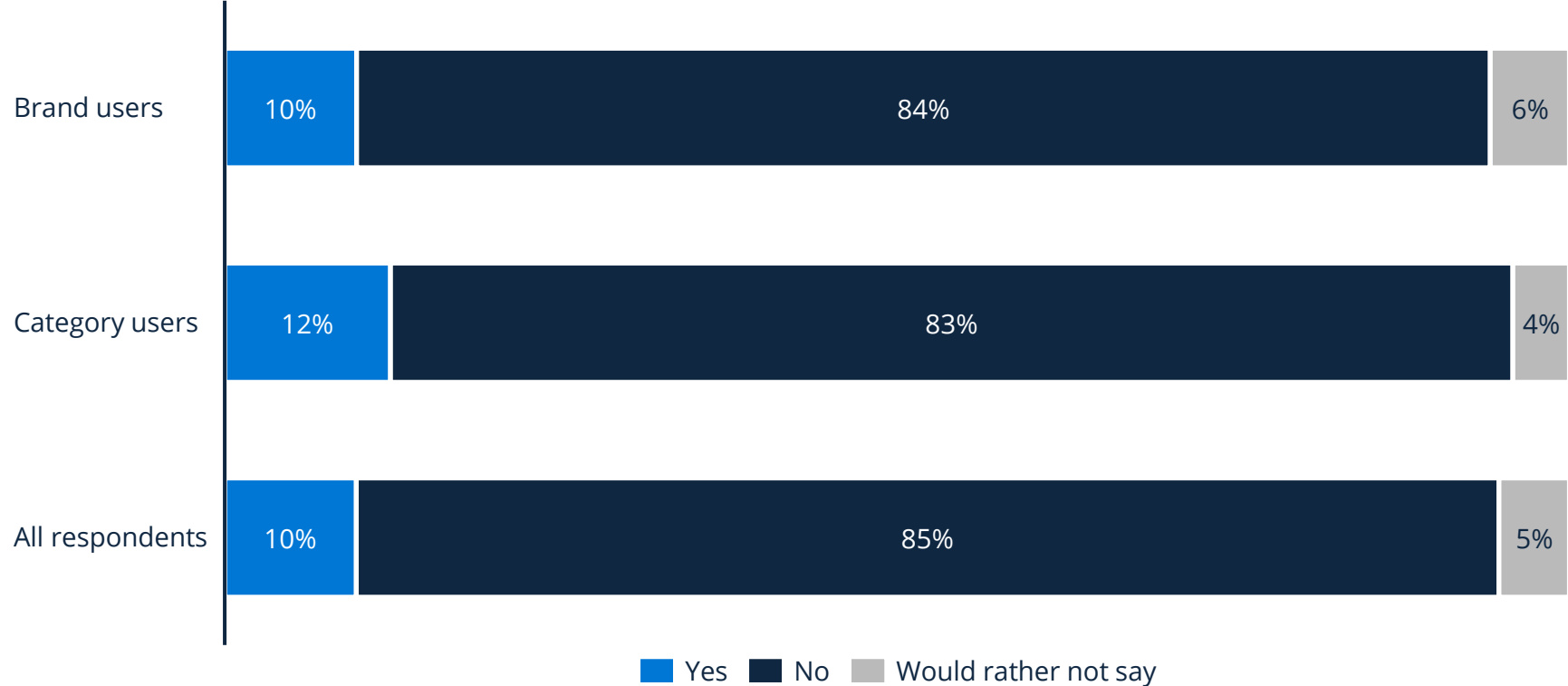
Communities where consumers live in Canada



10% of Vancouver Yellow Cab users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Canada



13 Notes: "Do you consider yourself part of the LGBTQ+ community?"; 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=51 Vancouver Yellow Cab users, n=714 ride sharing users, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

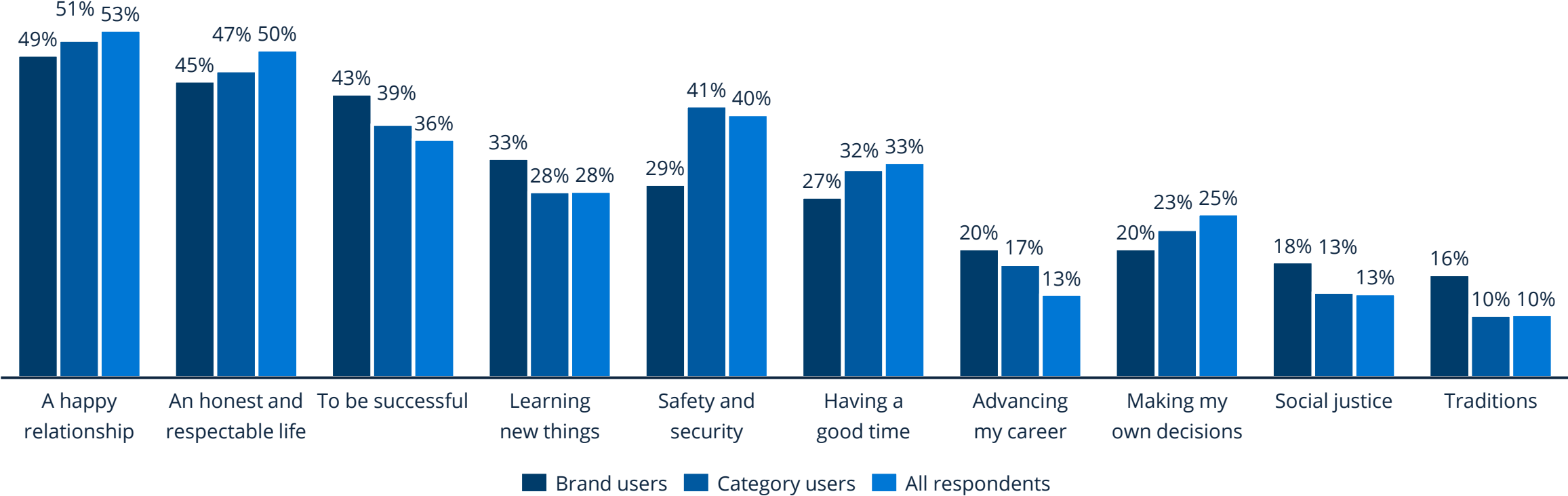
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Safety and security is less important to Vancouver Yellow Cab users than to other ride sharing users

Consumer lifestyle: life values

Most important aspects of life for consumers in Canada



15 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.," Multi Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=51 Vancouver Yellow Cab users, n=714 ride sharing users, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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