

CONSUMERS & BRANDS

Car sharing: Urbano users in Brazil

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Statista Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Urbano users in Brazil: 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 Urbano users in Brazil ("brand users") against Brazilian car sharing users in general ("category users"), and the overall Brazilian consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Statista 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 Brazil)
- 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: [Statista Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

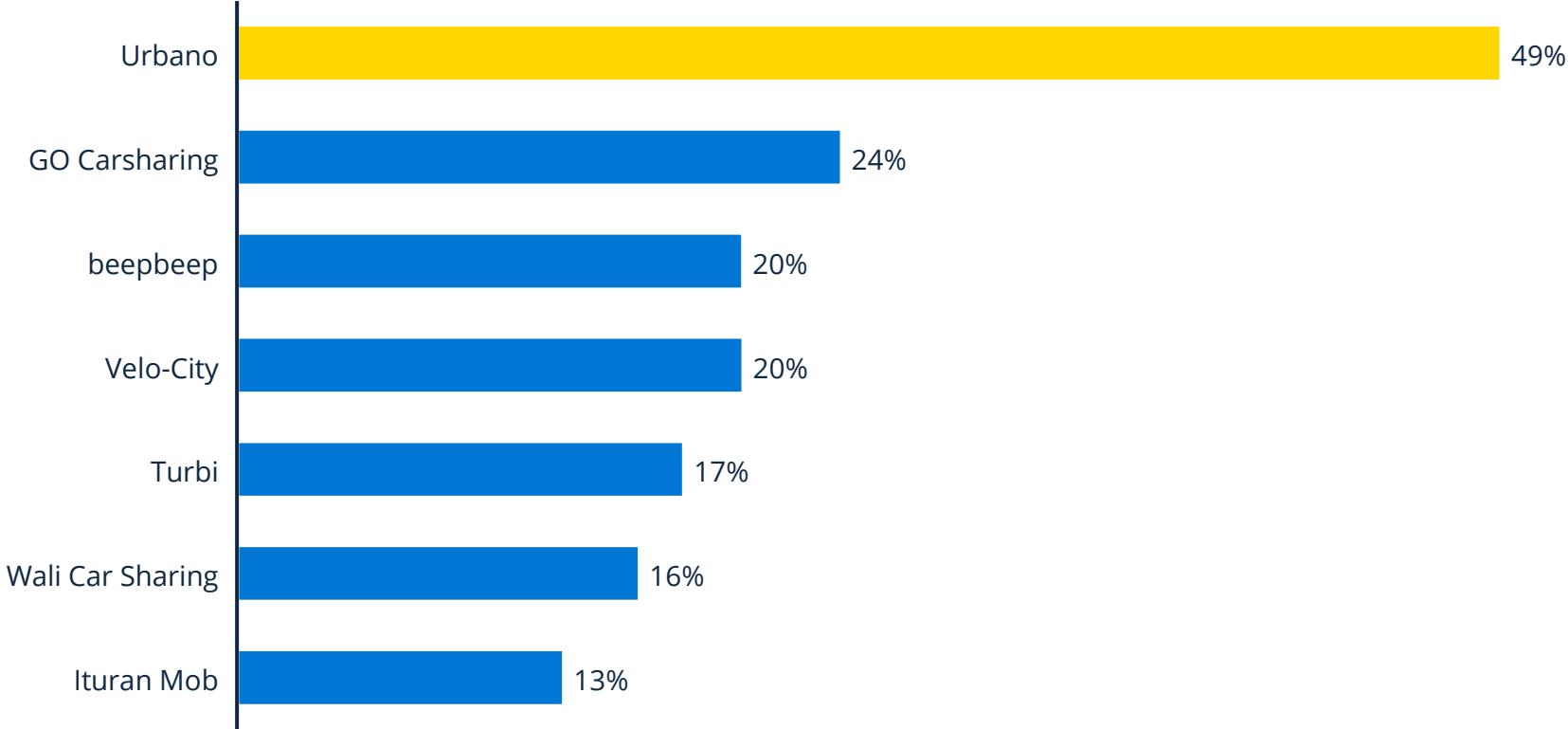
- Brand usage
- Key insights



With a user share of 49%, Urbano is by far the most used car sharing service in Brazil

Management summary: brand usage and competition

Top 7 most used car sharing services in Brazil



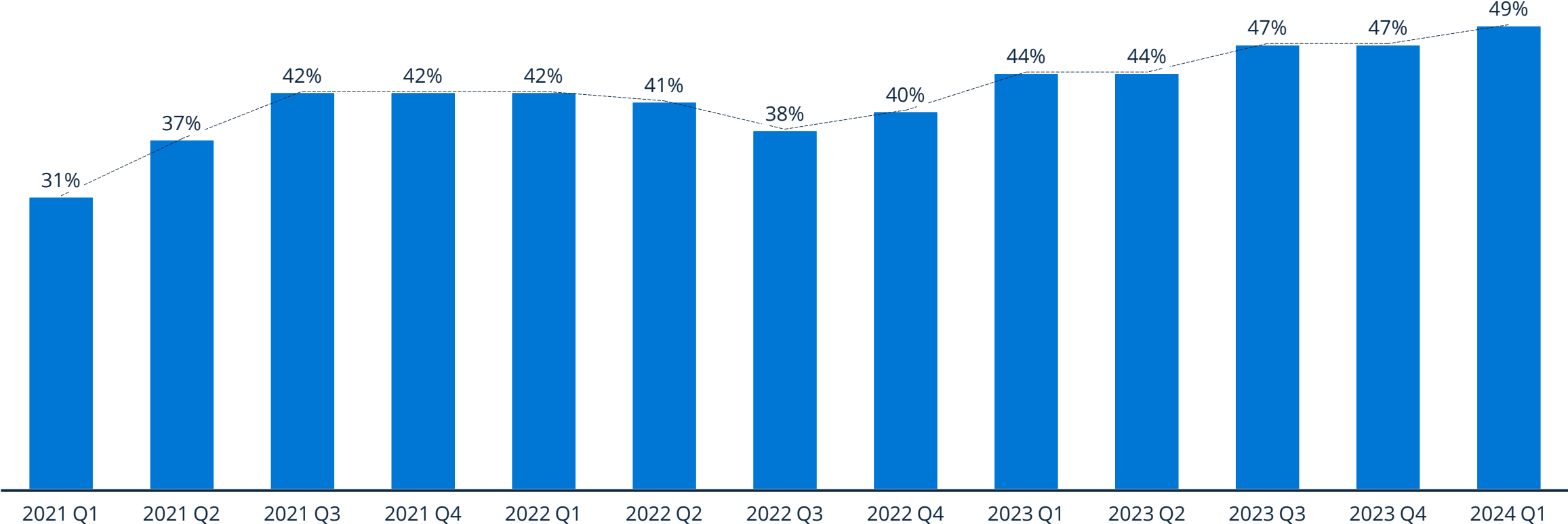
4 Notes: "Which of these car sharing providers have you used in the past 12 months?"; Multi Pick; Base: n=172 car sharing users

Sources: Statista Consumer Insights Global as of June 2024

The share of car sharing users using Urbano grew by 18 percentage points since 2021

Management summary: brand usage timeline

Timeline of car sharing users using Urbano



5 Notes: "Which of these car sharing providers have you used in the past 12 months?"; Multi Pick; Base: n=82 - 156 Urbano users, n=172 - 374 car sharing users

Sources: Statista Consumer Insights Global as of June 2024

Urbano users in Brazil

Management summary: key insights

Demographic profile

Urbano has a high share of users that are part of Generation Z compared to the total online population.

Compared to other car sharing services, Urbano has a relatively high share of male users.

Urbano has a larger share of users with a high income than other car sharing services.

Urbano users and car sharing users in general are relatively likely to live in megacities.

Consumer lifestyle

Being successful is less important to Urbano users than to other car sharing users.

Vehicles and mobility are relatively prevalent interests of Urbano users.

Video gaming is a relatively popular hobby among Urbano users.

Consumer attitudes

39% of Urbano users state that they'd like to switch to more eco-friendly transportation.

40% of Urbano users are innovators or early adopters of new products.

59% of Urbano users think that crime is an issue that needs to be addressed.

Marketing touchpoints

Facebook is more popular among Urbano users than the average car sharing user.

Urbano users remember seeing ads in video games more often than other car sharing users.

CHAPTER 02

Demographic profile

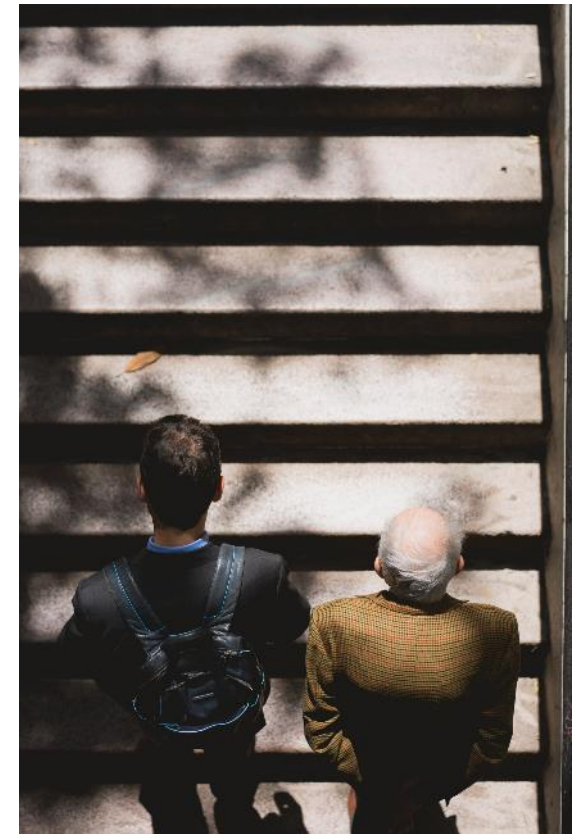
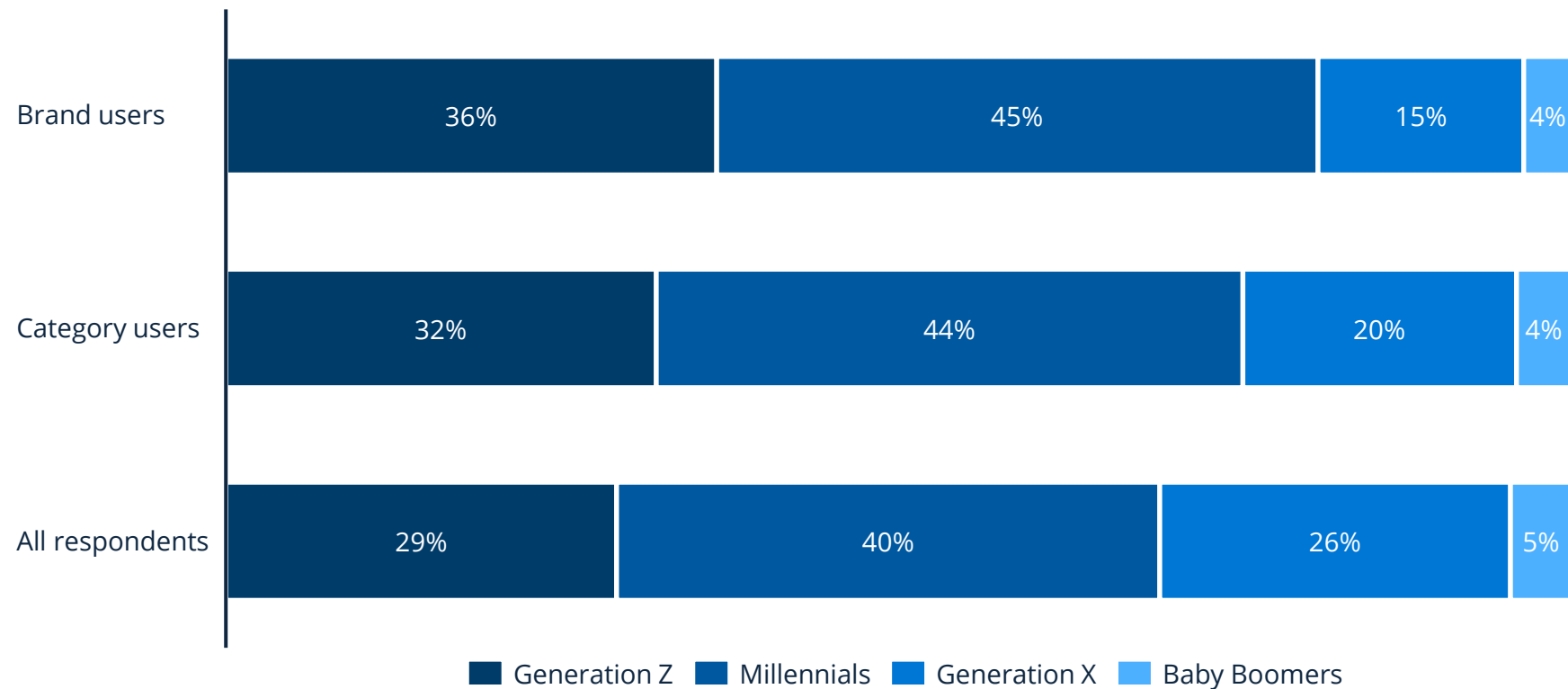
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Urbano has a high share of users that are part of Generation Z compared to the total online population

Demographic profile: generations

Age of consumers in Brazil

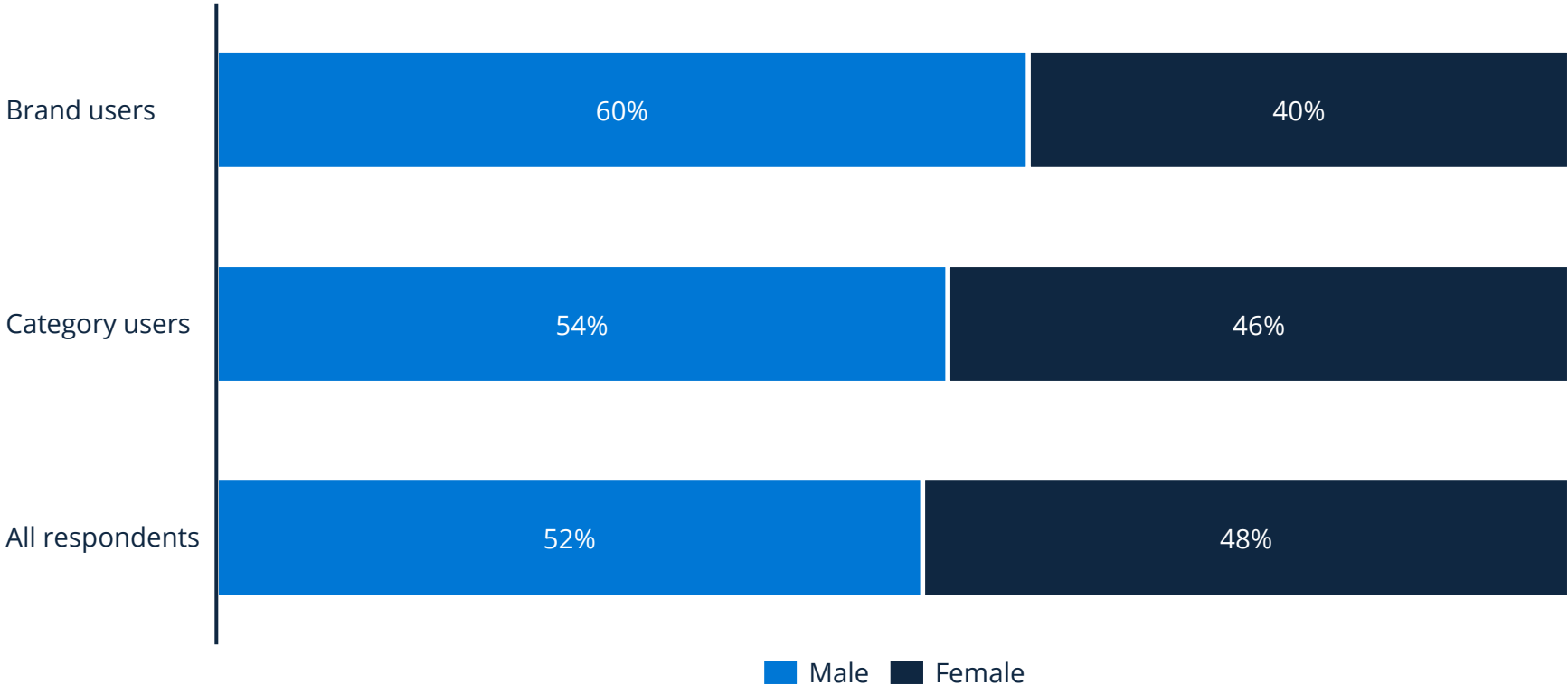


Compared to other car sharing services, Urbano has a relatively high share of male users

Demographic profile: gender



Gender of consumers in Brazil



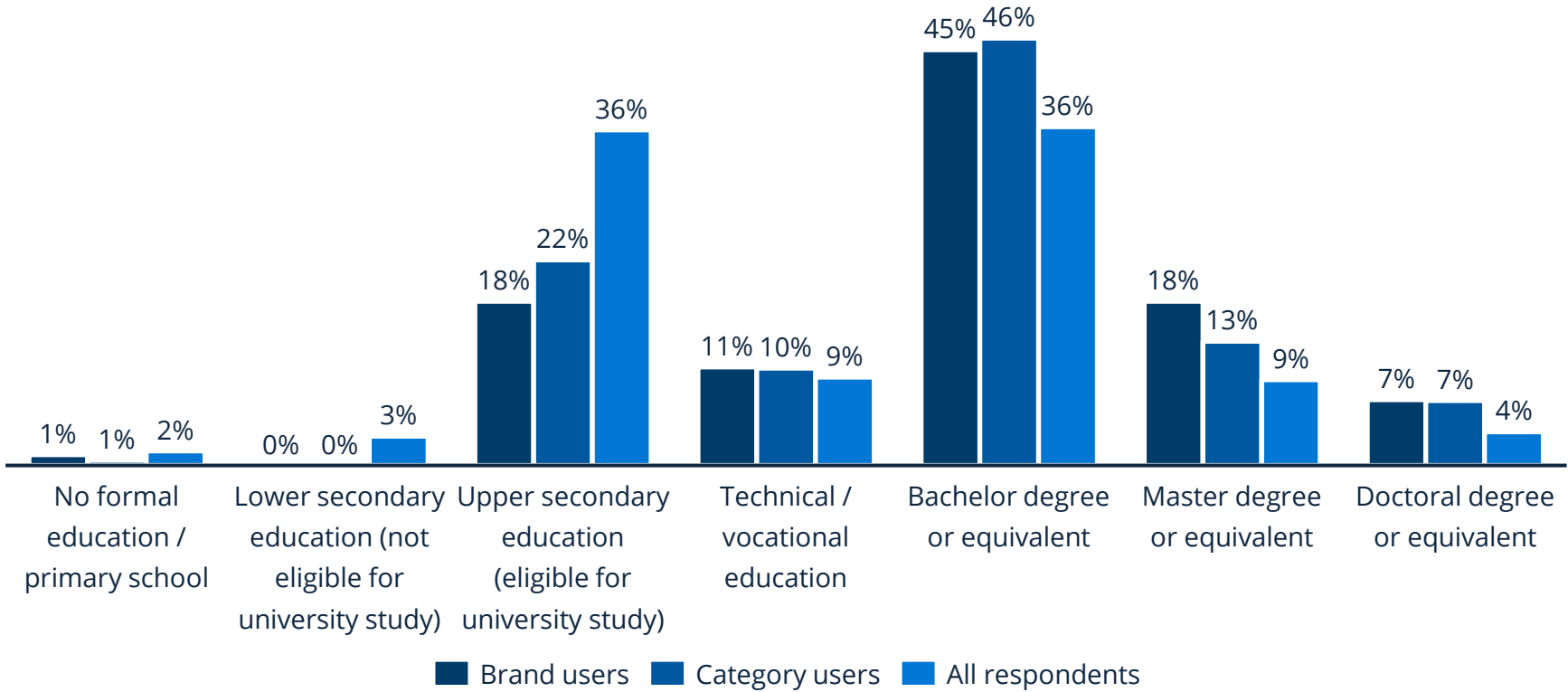
9 Notes: "What is your gender?"; Single Pick; "Which of these car sharing providers have you used in the past 12 months?"; Multi Pick; Base: n=85 Urbano users, n=172 car sharing users, n=12,147 all respondents

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

69% of Urbano users have a college degree

Demographic profile: education

Consumer's level of education in Brazil



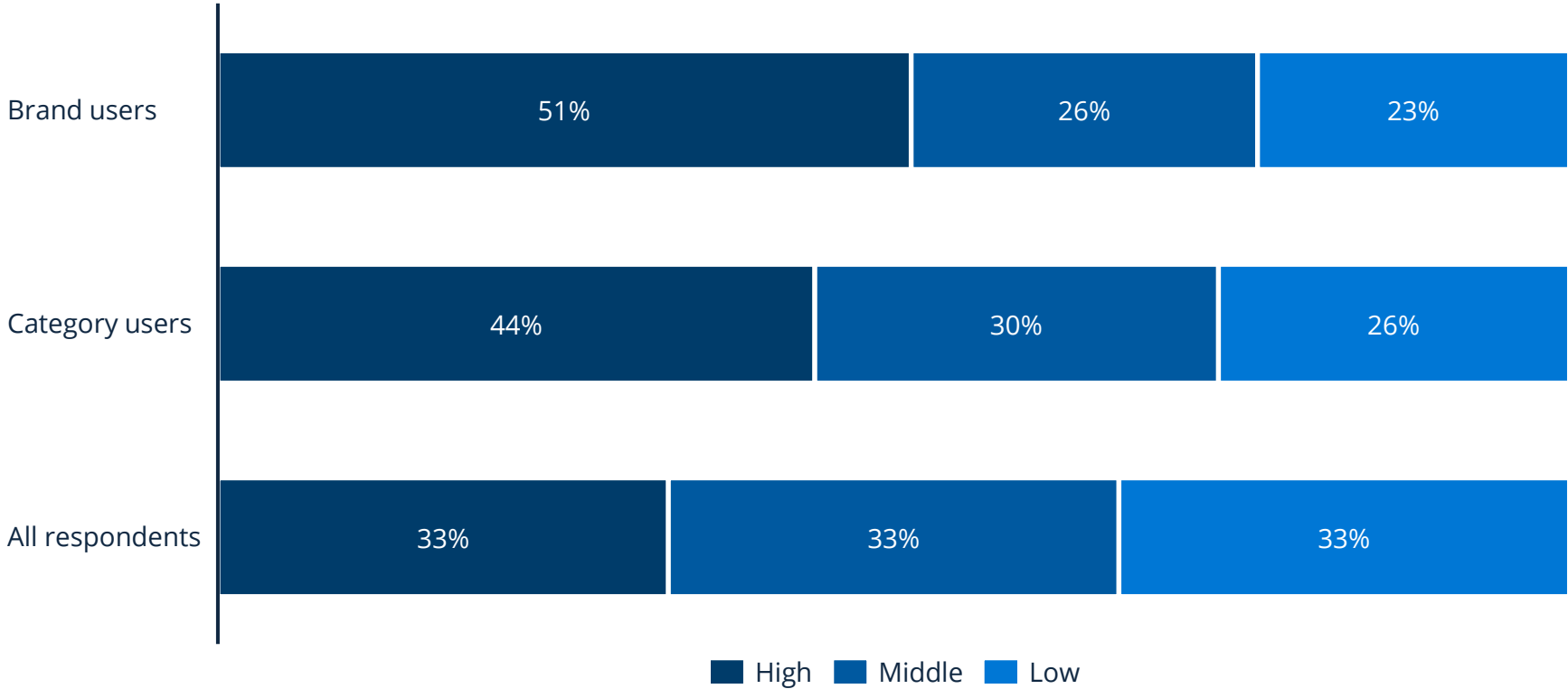
10 Notes: "What is the highest level of education you have completed?"; Single Pick; "Which of these car sharing providers have you used in the past 12 months?"; Multi Pick; Base: n=85 Urbano users, n=172 car sharing users, n=12,147 all respondents
Sources: Statista Consumer Insights Global as of June 2024

Urbano has a larger share of users with a high income than other car sharing services

Demographic profile: income



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

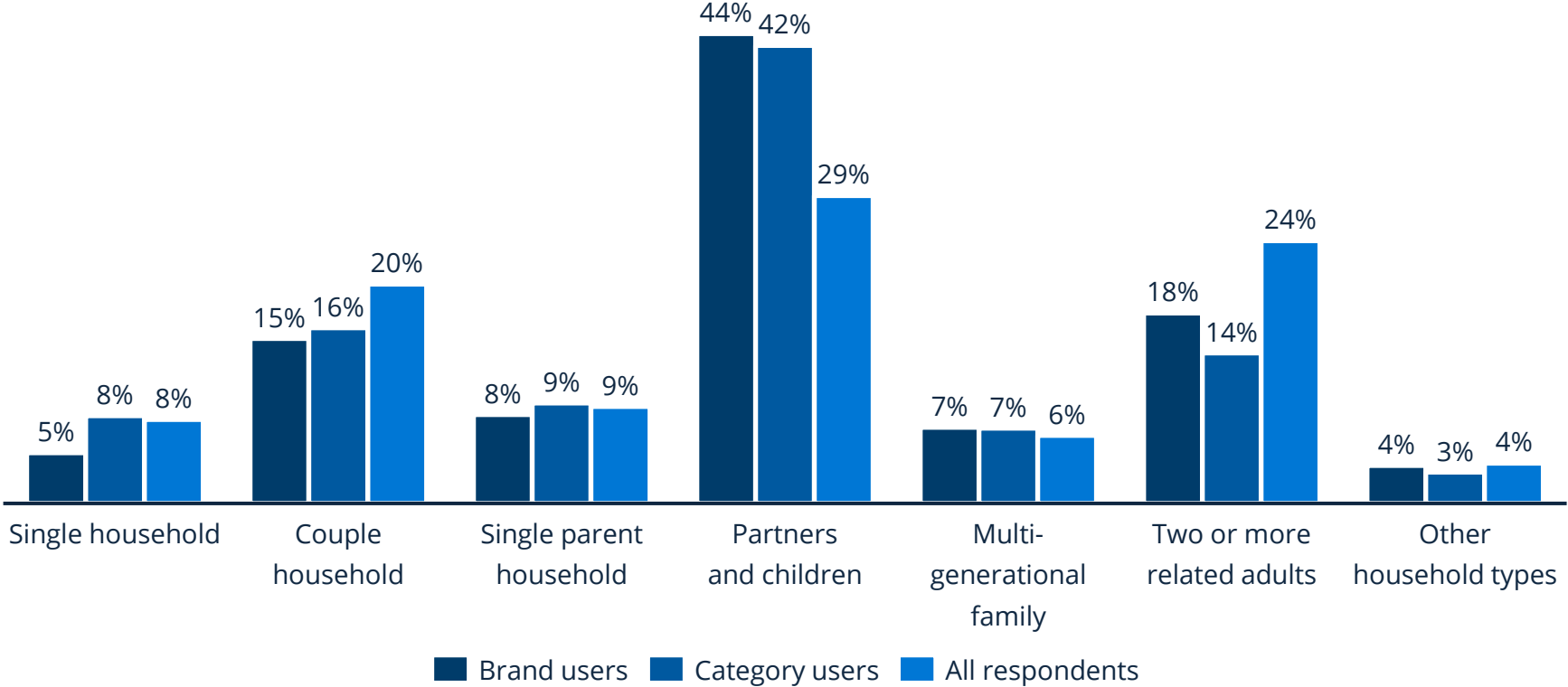


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these car sharing providers have you used in the past 12 months?"; Multi Pick; Base: n=85 Urbano users, n=172 car sharing users, n=12,147 all respondents
Sources: [Statista Consumer Insights Global](#) as of June 2024

Compared to other car sharing users, Urbano 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 Brazil live



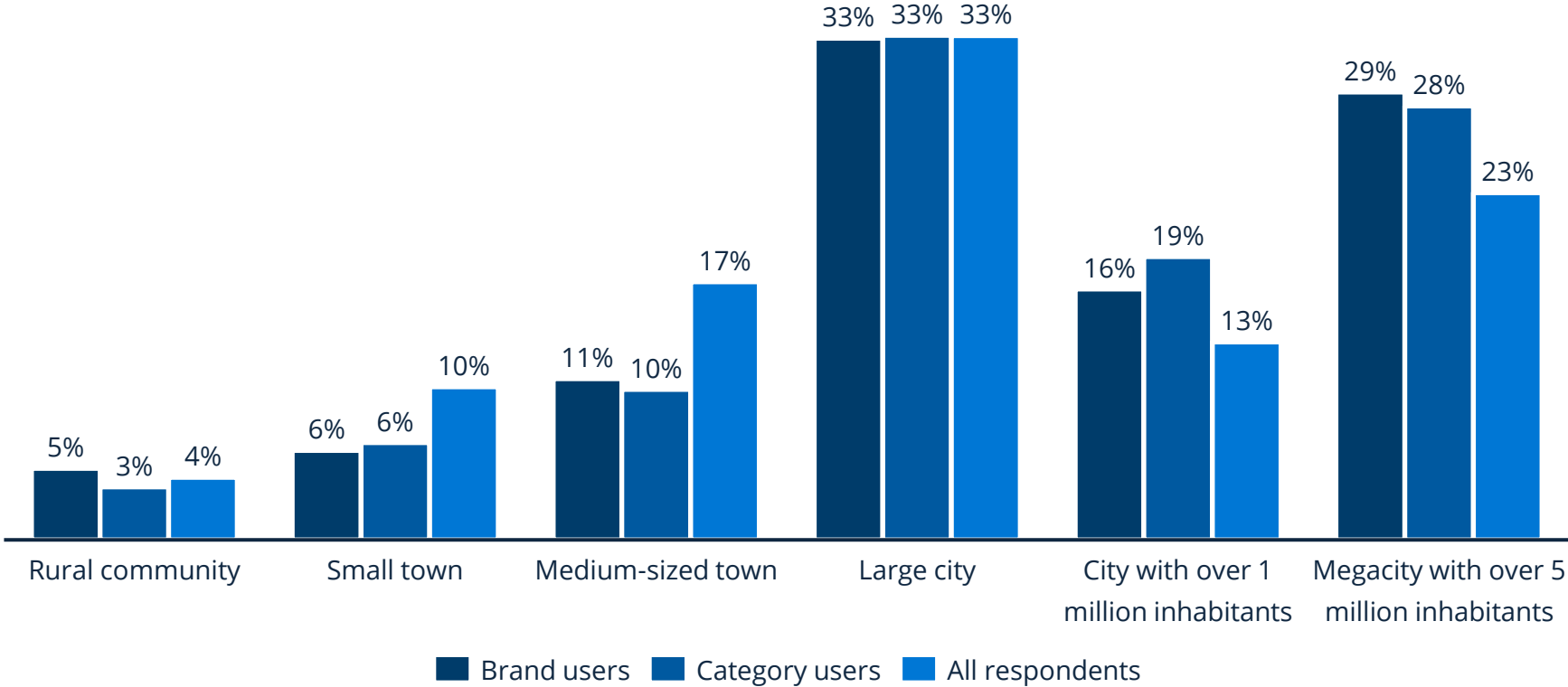
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these car sharing providers have you used in the past 12 months?"; Multi Pick; Base: n=85 Urbano users, n=172 car sharing users, n=12,147 all respondents
Sources: Statista Consumer Insights Global as of June 2024

Urbano users and car sharing users in general are relatively likely to live in megacities

Demographic profile: type of community



Communities where consumers live in Brazil



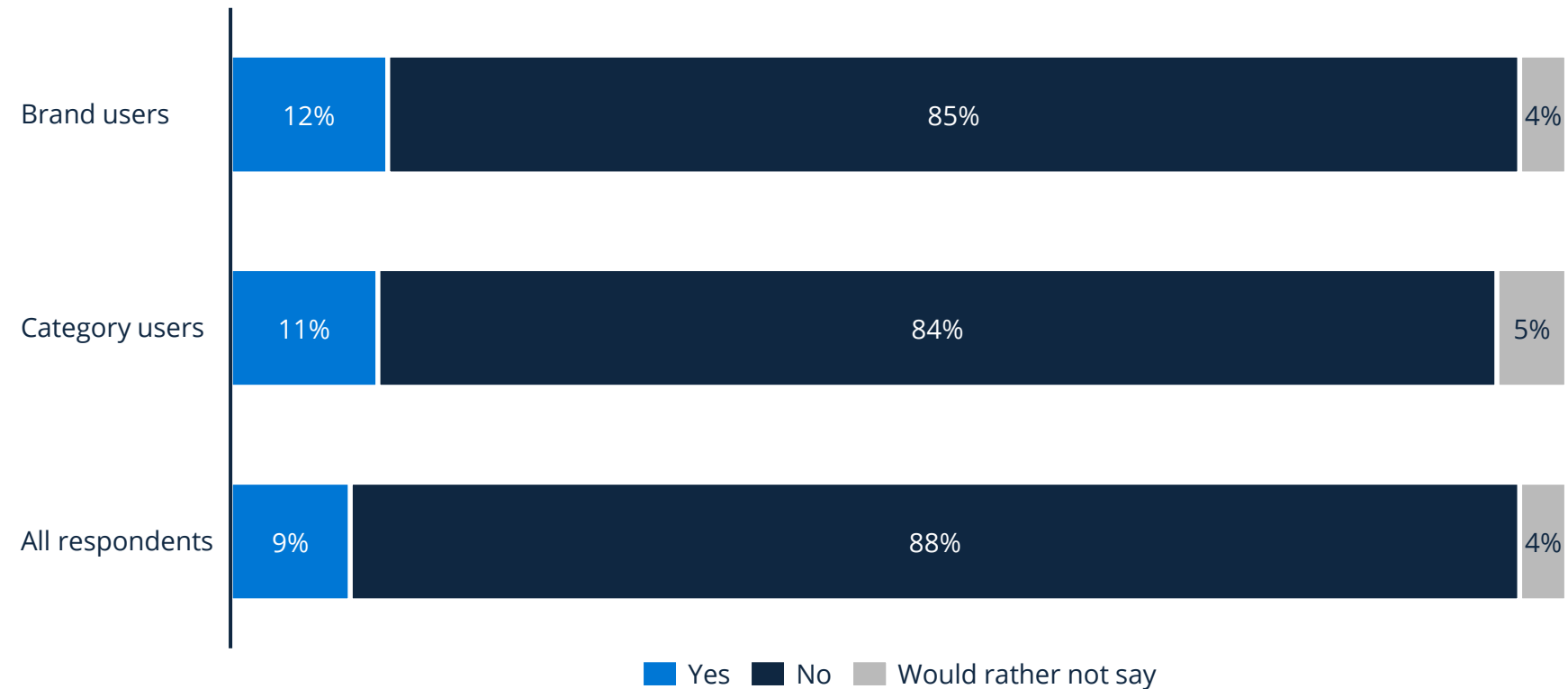
13 Notes: "In what type of community do you live?"; Single Pick; "Which of these car sharing providers have you used in the past 12 months?"; Multi Pick; Base: n=85 Urbano users, n=172 car sharing users, n=12,147 all respondents

Sources: Statista Consumer Insights Global as of June 2024

12% of Urbano users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Brazil



CHAPTER 03

Consumer lifestyle

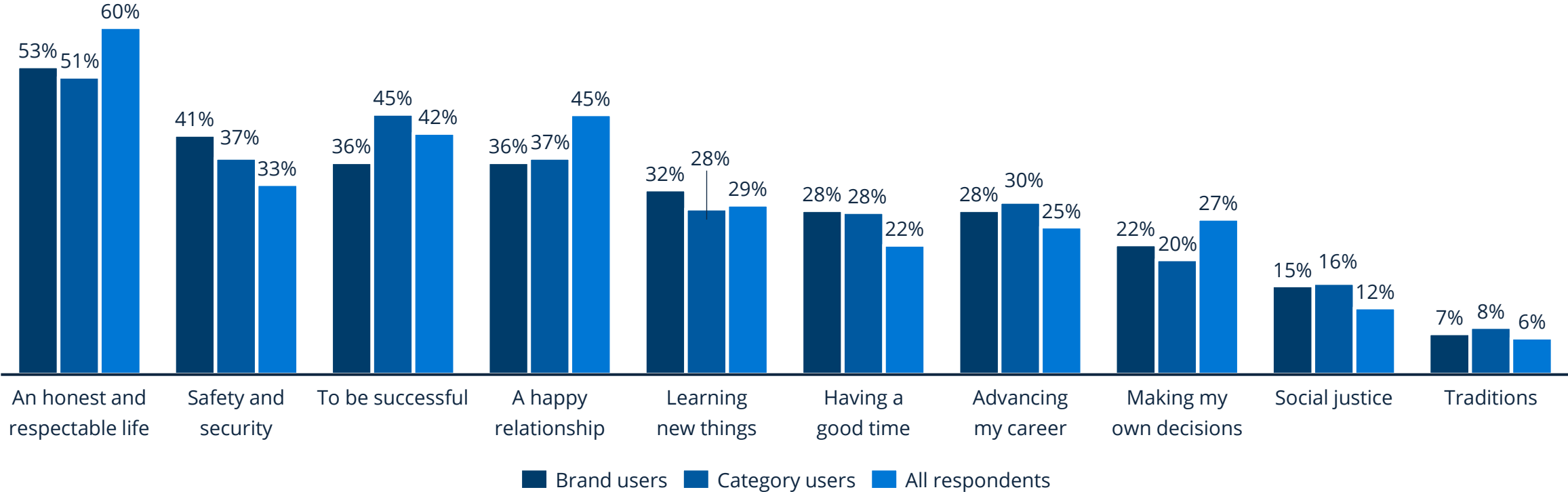
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Being successful is less important to Urbano users than to other car sharing users

Consumer lifestyle: life values

Most important aspects of life for consumers in Brazil



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