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CONSUMERS & BRANDS

Ride sharing: CleverShuttle users in Germany

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 CleverShuttle users in Germany: 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 CleverShuttle users in Germany (“brand users”) against German ride sharing users in general (“category users”), and the overall German 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 Germany)
- 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

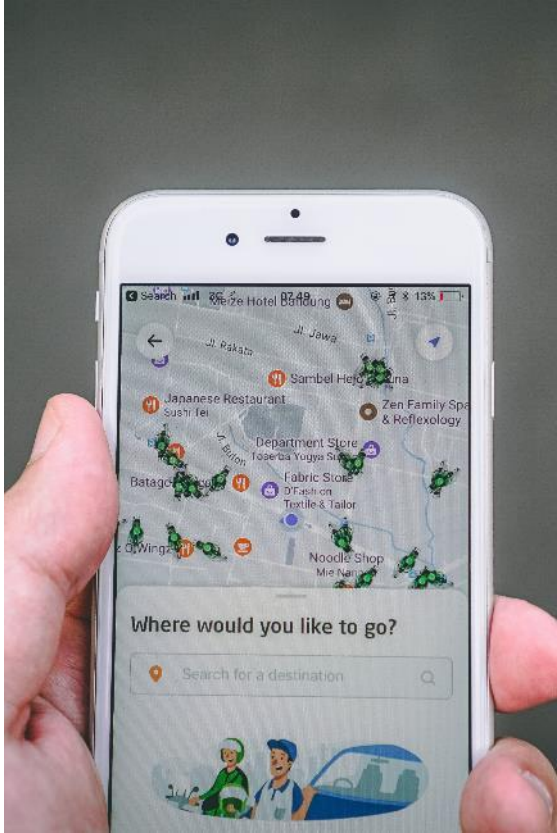
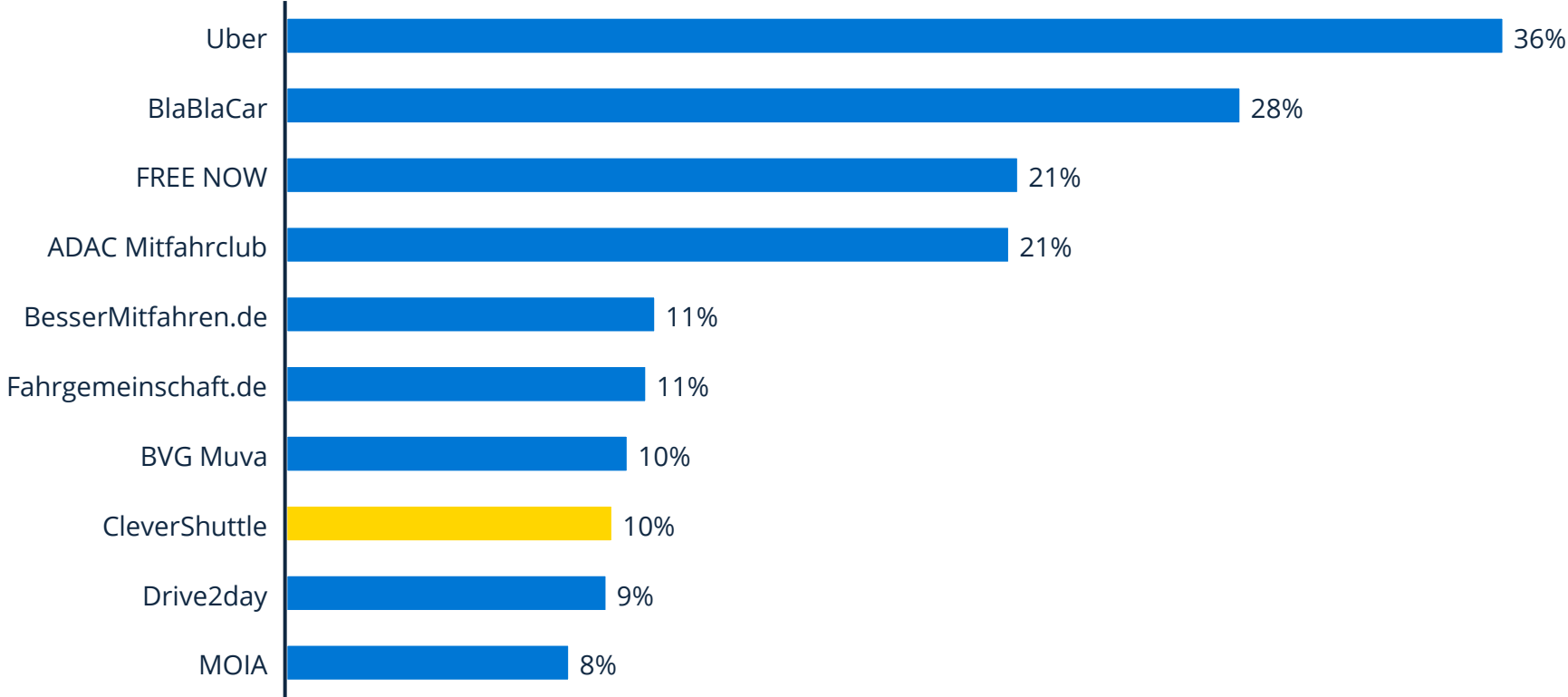
- Brand usage
- Key insights



CleverShuttle is the eighth most used ride sharing service in Germany with Uber in first place

Management summary: brand usage and competition

Top 10 most used ride sharing services in Germany



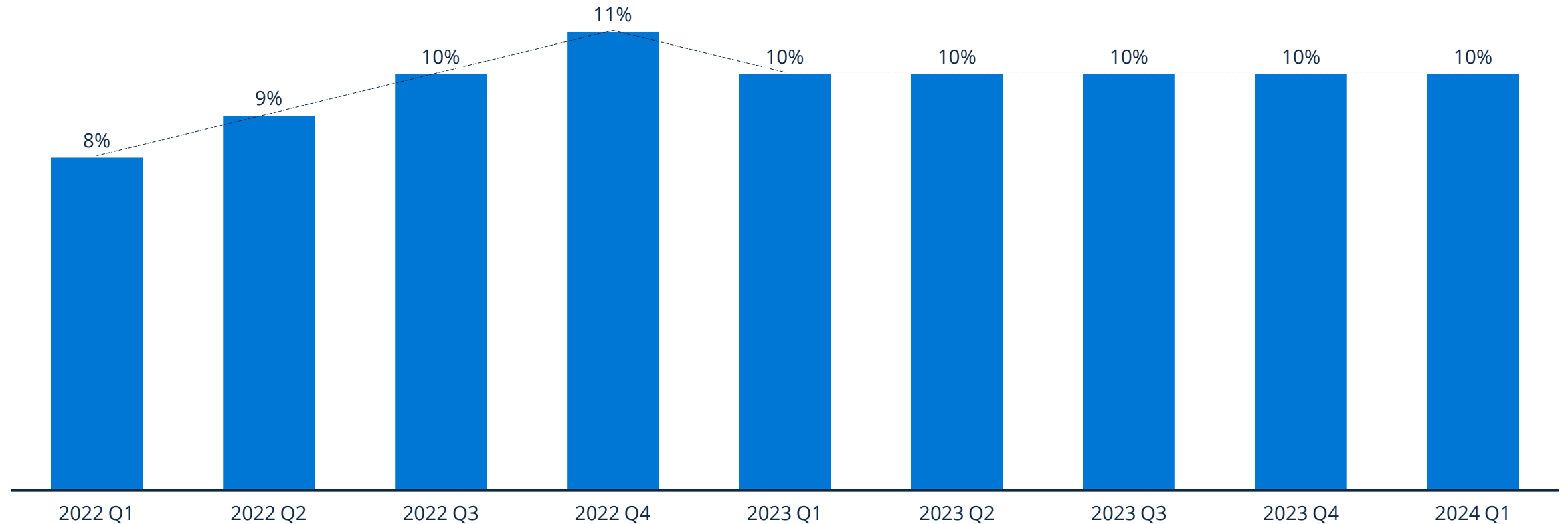
4 Notes: "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=1,090 ride sharing users

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

The share of ride sharing users using CleverShuttle grew by 2 percentage points since Q1 of 2022

Management summary: brand usage timeline

Timeline of ride sharing users using CleverShuttle



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=42 - 115 CleverShuttle users, n=541 - 1112 ride sharing users

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

CleverShuttle users in Germany

Management summary: key insights

Demographic profile

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

Compared to other ride sharing services, CleverShuttle has a relatively high share of female users.

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

CleverShuttle users are more likely to live in large cities than ride sharing users in general.

Consumer lifestyle

Success and career advancement are relatively important to CleverShuttle users.

Finance and economy are relatively prevalent interests of CleverShuttle users.

Making music is a relatively popular hobby among CleverShuttle users.

Consumer attitudes

It stands out that 36% of CleverShuttle users say they spend too much time commuting.

29% of CleverShuttle users are in the late majority of innovation adopter types.

A relatively high share of CleverShuttle users think that food & water security is an issue that needs to be addressed.

Marketing touchpoints

Flickr is more popular among CleverShuttle users than the average ride sharing user.

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

CHAPTER 02

Demographic profile

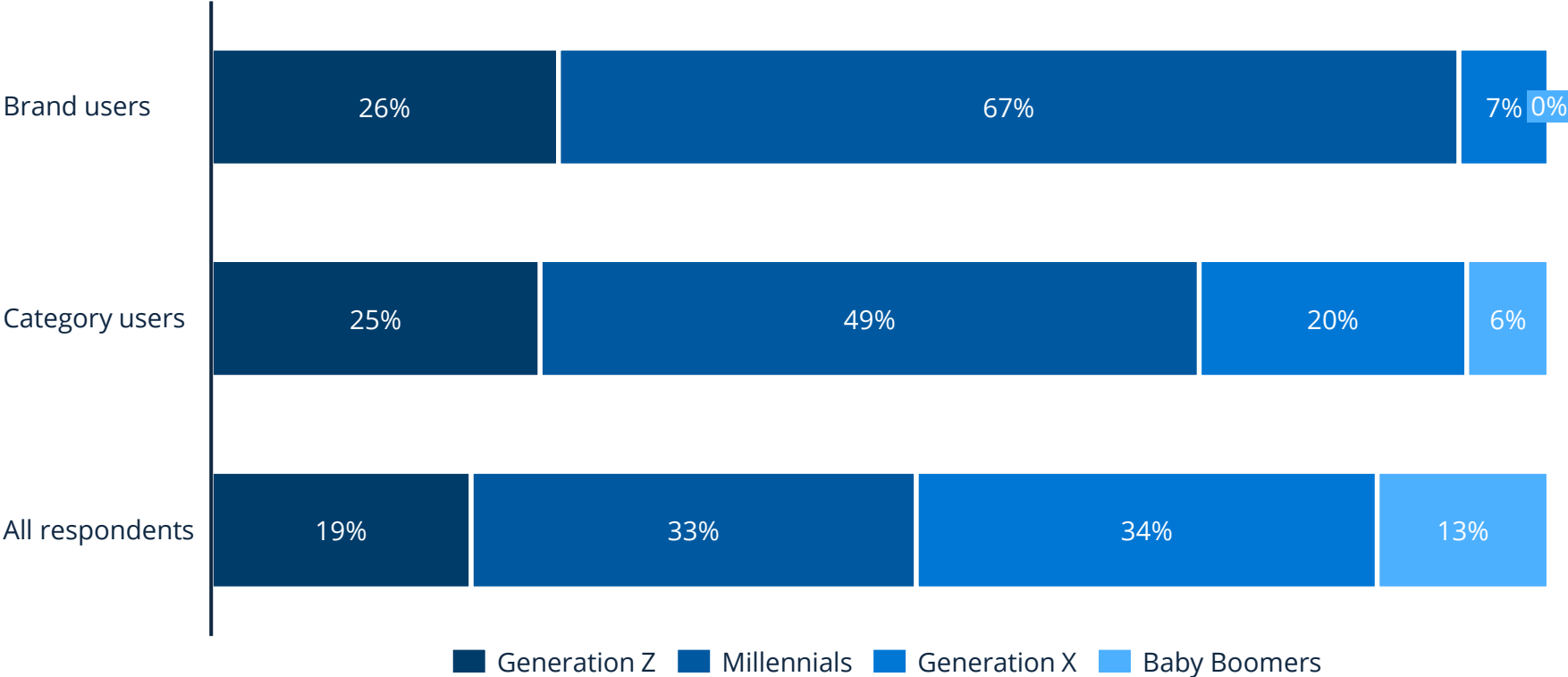
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



CleverShuttle is more popular among Millennials than other ride sharing services

Demographic profile: generations

Age of consumers in Germany



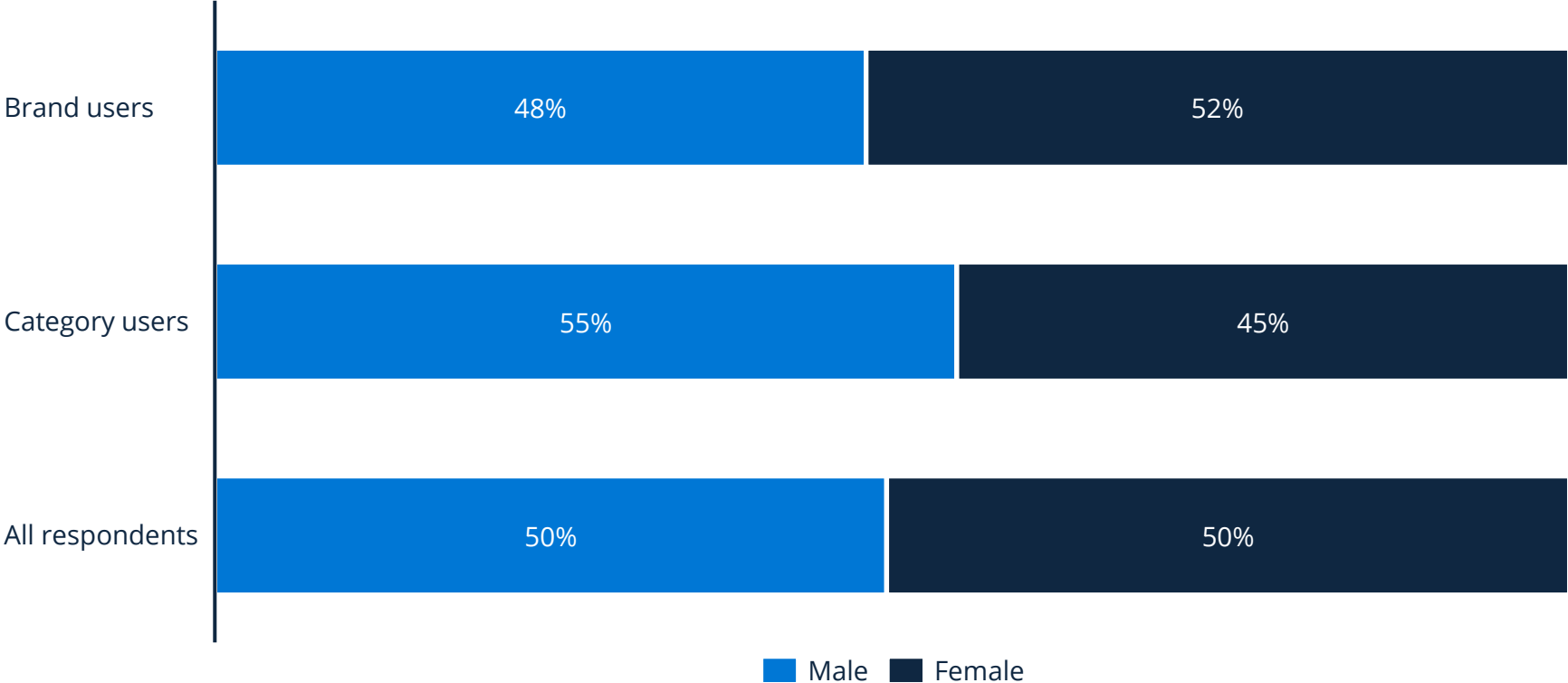
8 Notes: "How old are you?"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=104 CleverShuttle users, n=1,090 ride sharing users, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other ride sharing services, CleverShuttle has a relatively high share of female users

Demographic profile: gender



Gender of consumers in Germany

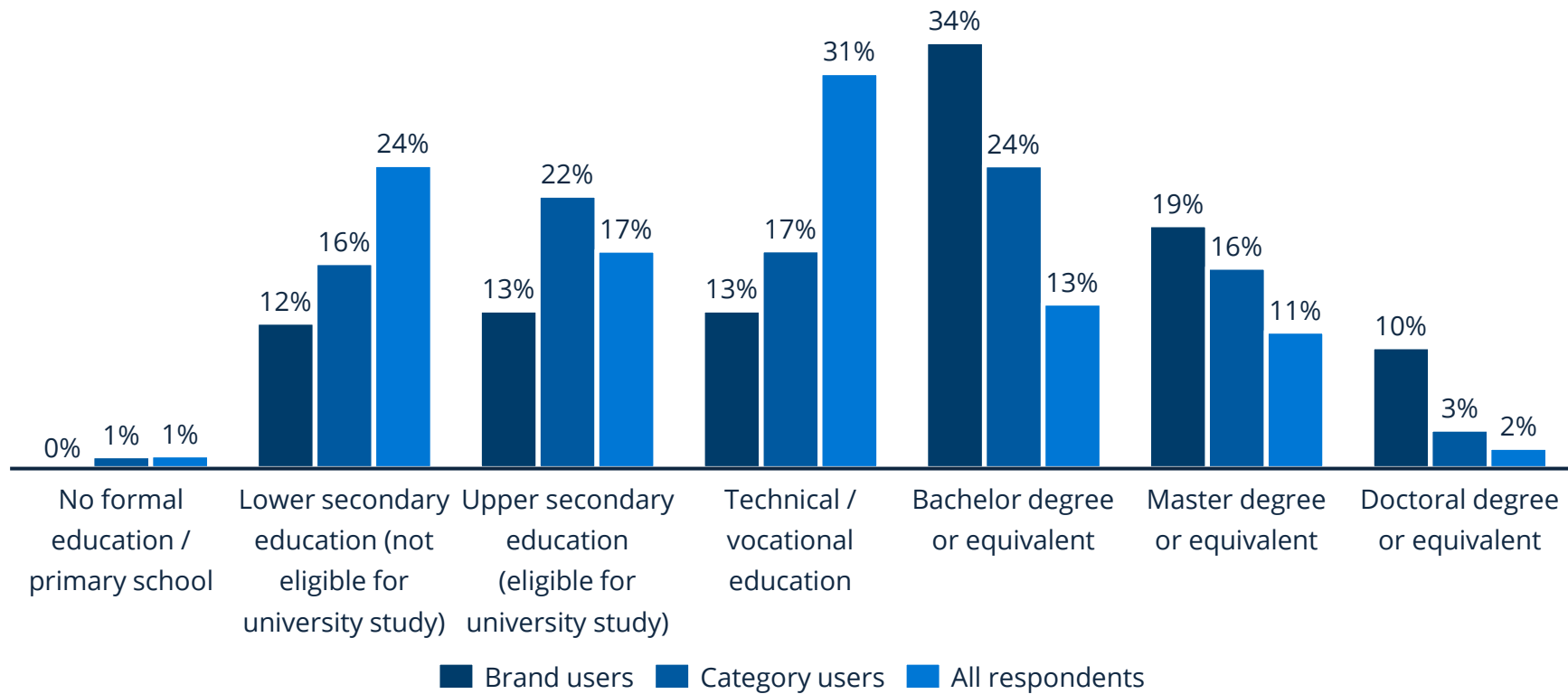


9 Notes: "What is your gender?"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=104 CleverShuttle users, n=1,090 ride sharing users, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

A relatively high share of CleverShuttle users have a college degree

Demographic profile: education

Consumer's level of education in Germany

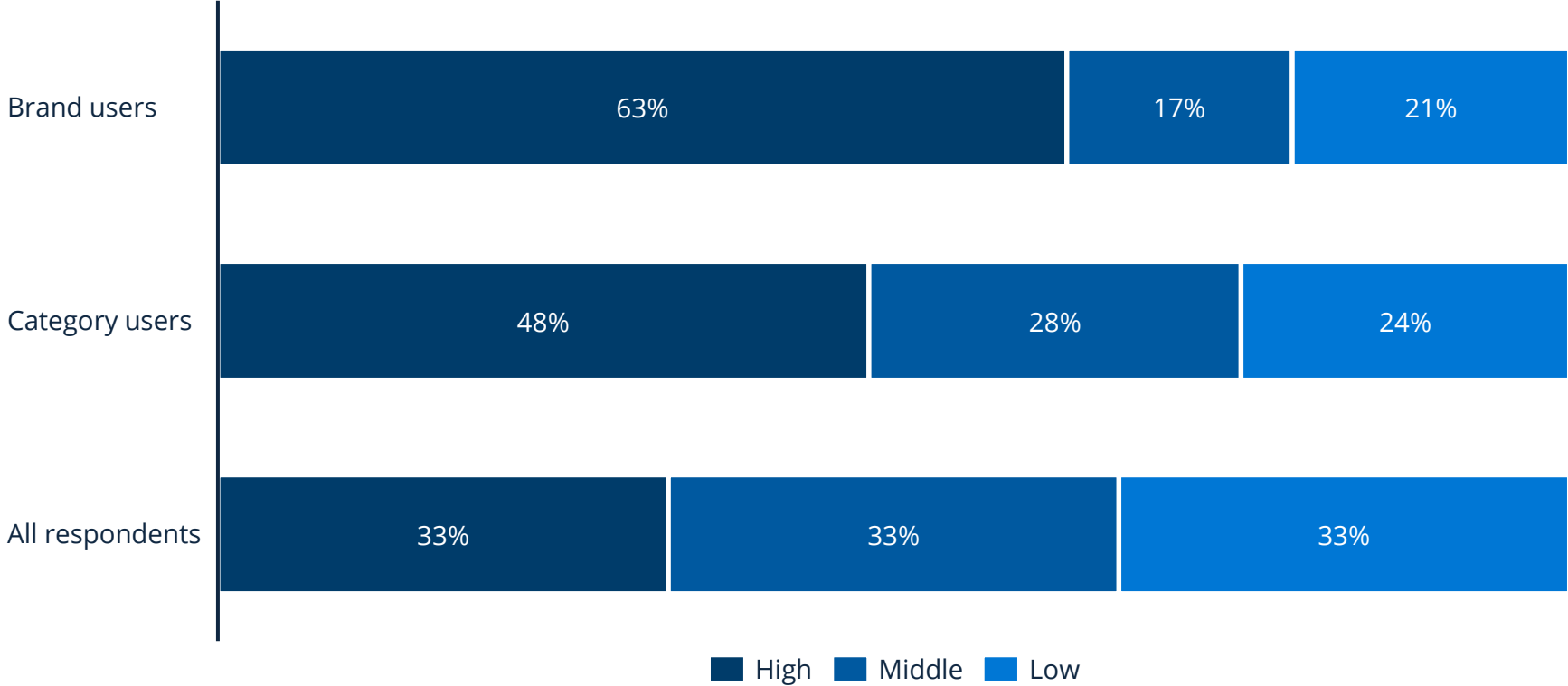


CleverShuttle has a larger share of users with a high income than other ride sharing services

Demographic profile: income



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

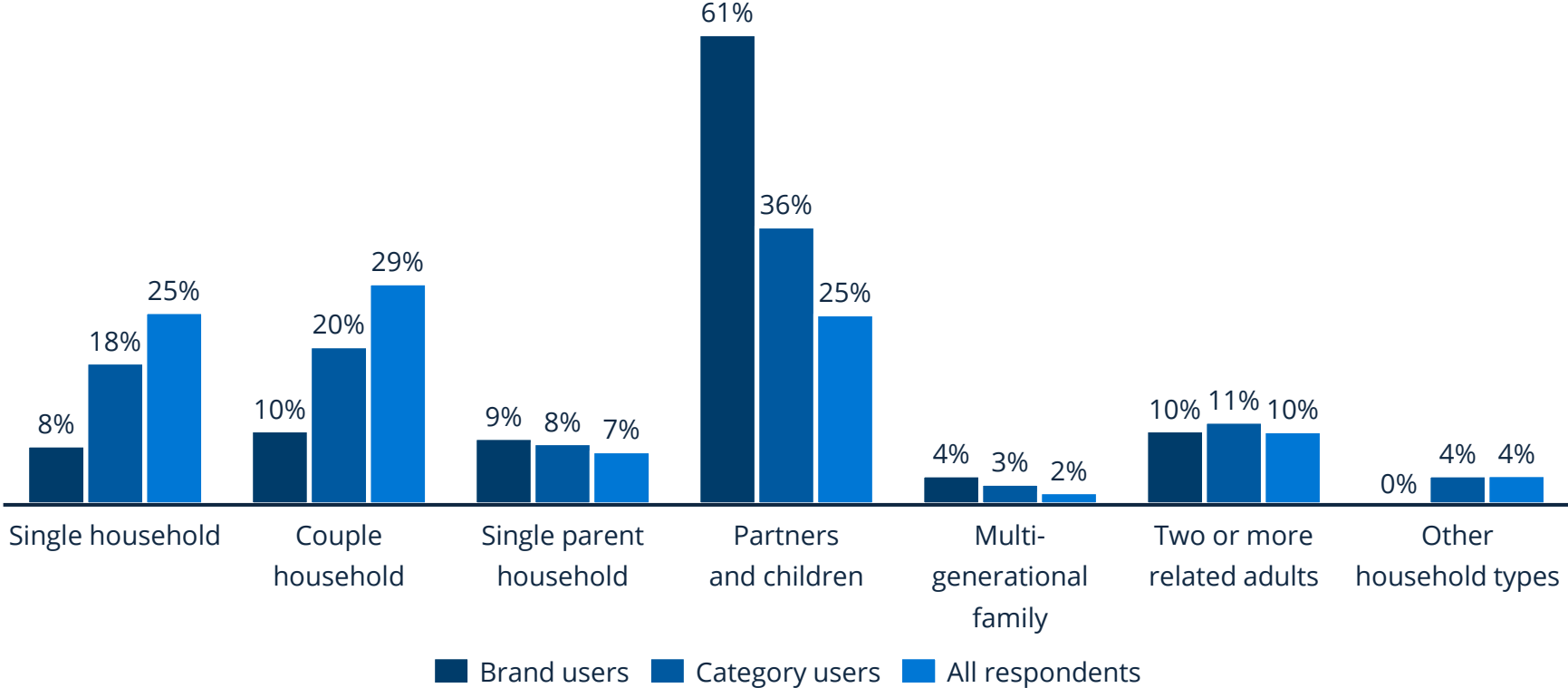


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=104 CleverShuttle users, n=1,090 ride sharing users, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other ride sharing users, CleverShuttle users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Germany live



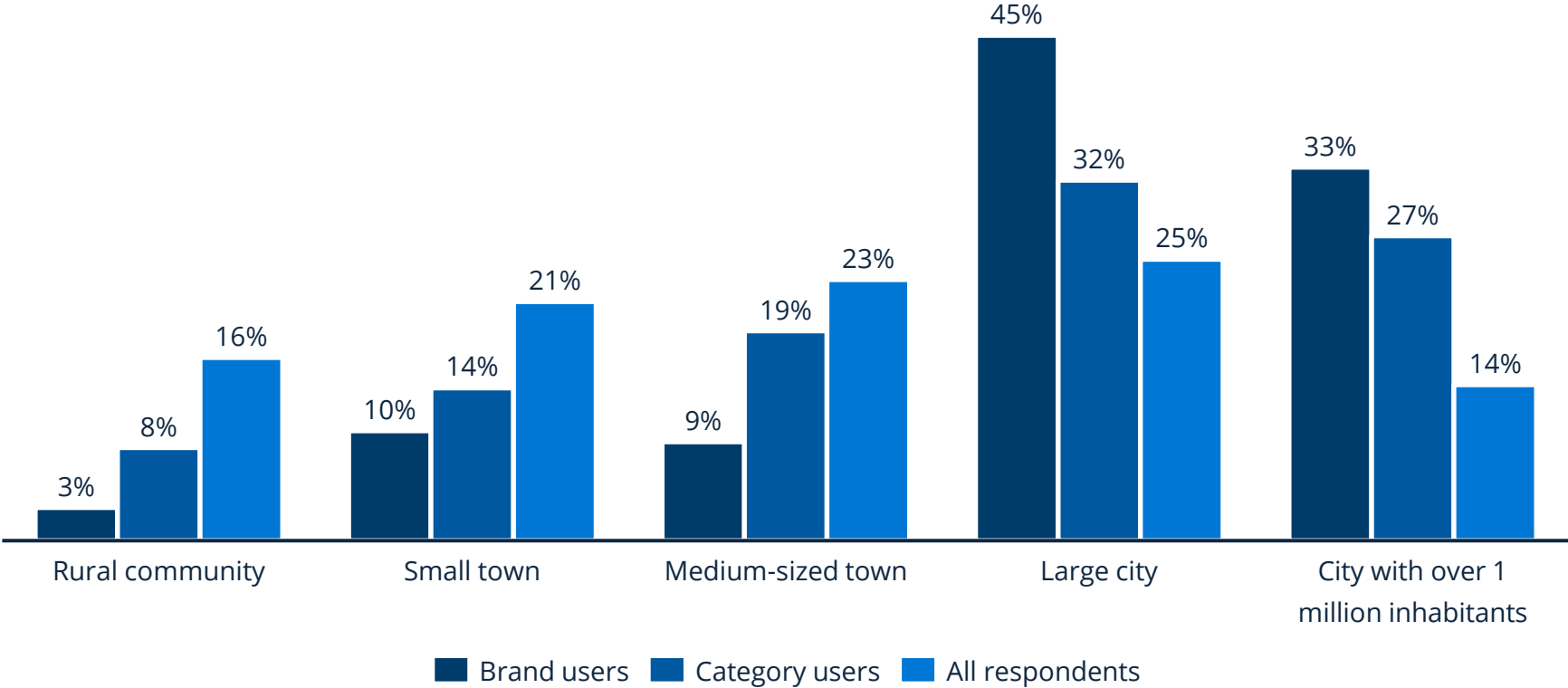
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=104 CleverShuttle users, n=1,090 ride sharing users, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

CleverShuttle users are more likely to live in large cities than ride sharing users in general

Demographic profile: type of community



Communities where consumers live in Germany

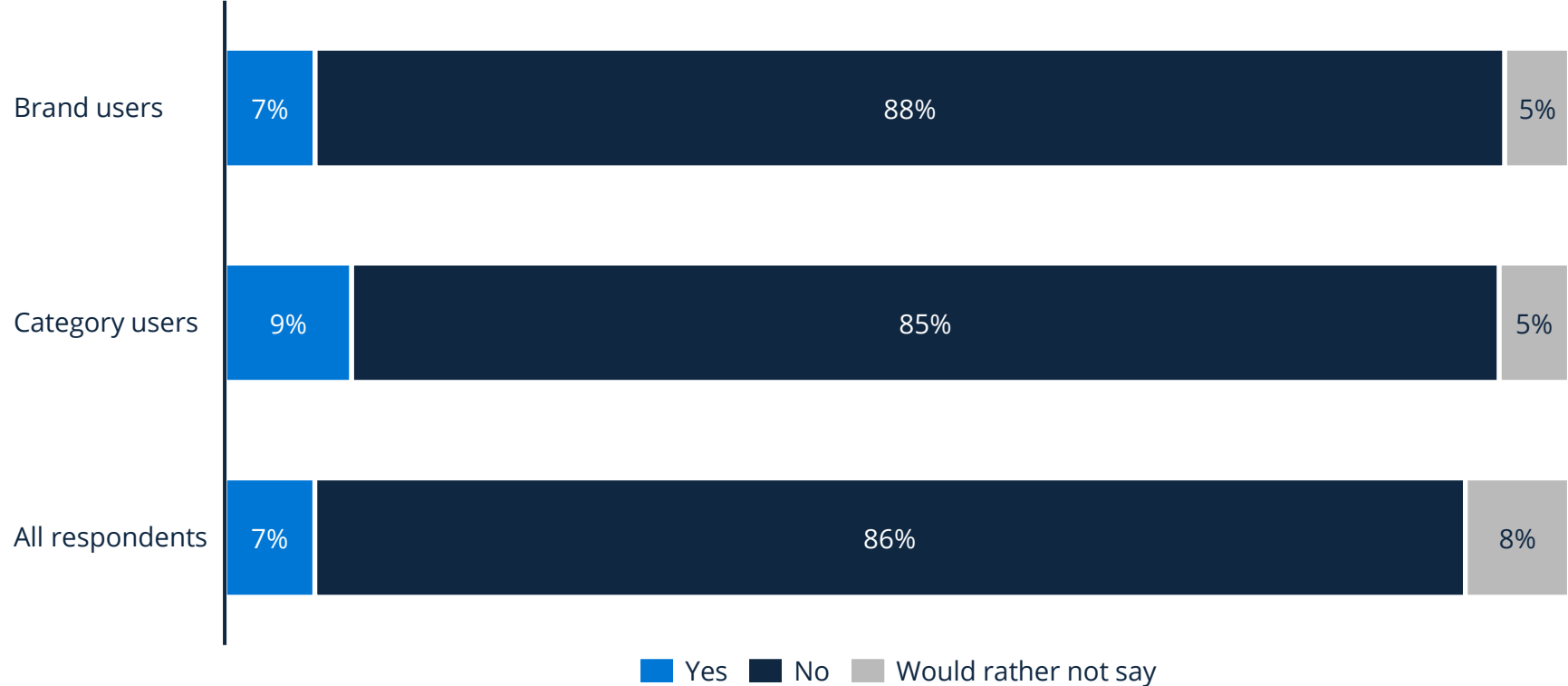


13 Notes: "In what type of community do you live?"; Single Pick; "Which of these ride sharing / ride hailing or online taxi providers have you used in the past 12 months?"; Multi Pick; Base: n=104 CleverShuttle users, n=1,090 ride sharing users, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Germany



14 **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=104 CleverShuttle users, n=1,090 ride sharing users, n=35,985 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



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