



Doing research with Statista

Further links

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Start with the company's website

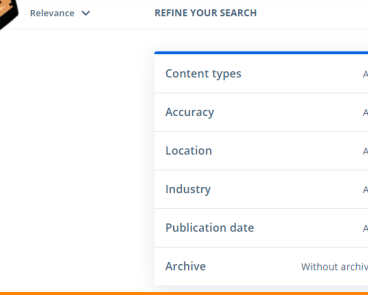
Get to know the company. What is their product? What sets them apart?

In particular, check out the pages entitled "About us," "Press" or similar.

Define your research questions

What do you want to find out with Statista?

Examples:
The company's main competitors
Current trends influencing the business
Company revenue



Use Statista

Enter your search criteria in [Statista](#) and use filters to find relevant data.

For instance, you can filter by location or industry to get more exact data.

<https://www.statista.com/search/?q=flixbus&Search=&p=1>

Cite sources

Cite the sources of your data. Keep in mind that Statista is not always the original source!

In Statista, click on the quotation mark symbol to the right of the statistics to see how to correctly cite the sources.

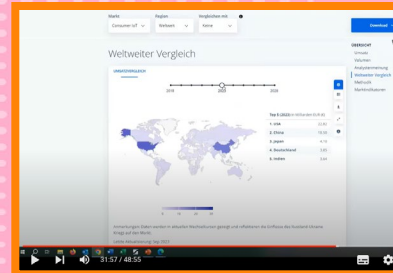
<https://www.statista.com/statistics/625966/market-share-long-distance-companies-germany-by-trips/>

Apply your results

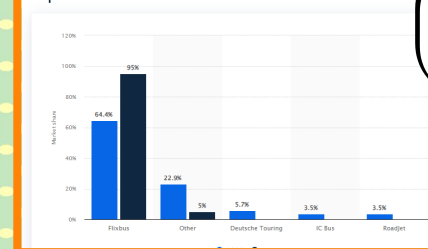
Ask yourself how the statistics can help to answer the four questions.

You can insert graphics with sources in your video.

<https://www.youtube.com/watch?v=tfpSBUsMRKE> (in German)



Market share of long-distance bus companies in Germany by trips offered



<https://www.statista.com/statistics/625966/market-share-long-distance-companies-germany-by-trips/>

Analyze the data

Examine the sources and diagrams. What do they show? Note the important information.



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Exercise

As soon as you have registered, start using Statista to answer the questions! Always state the year from which the data originates.

Tip

Words in boldface can be used as search terms. You can also find a lot of statistics collected in the report "Long-distance bus market in Germany"

Further links

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1

How many **long-distance bus lines** are there in **Germany**? Has this number increased or decreased relative to past years?

2

Who are the three **biggest long-distance bus companies in Germany** (by number of trips offered)?

3

How many **passengers** travel by **long-distance buses in Germany**? Has this number increased or decreased relative to past years?

4

What percentage of the German population reported never using long-distance buses? (**Frequency of travel with long-distance buses**)

5

How many passengers were transported by long-distance buses in Germany? And how many by long-distance trains? (**Number of passengers transported by mode in Germany**)

6

What do **you think**— why do vacationers and business travelers prefer other forms of transportation? What do you think could be done to make travel by long-distance buses more attractive?



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Exercise

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Please note

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Most of the data shown here is from the report "Long-distance bus market in Germany" (2023). Results can vary depending on the statistics used.

1 How many **long-distance bus lines** are there in **Germany**? Has this number increased or decreased relative to past years?

76 long-distance bus lines (as of 2023). This number has declined strongly compared to previous years.

2 Who are the three **biggest long-distance bus companies in Germany** (by number of trips offered)?

By market share and number of passengers (as of 2020) : 1. FlixBus (64.4%) 2. Other (22.9%) 3. Deutsche Touring (5.7 %)

3 How many **passengers** travel by **long-distance buses in Germany**? Has this number increased or decreased relative to past years?

10.4 million (as of 2023). The number of passengers has risen since 2020 and 2021, but has not yet reached the levels seen before the COVID-19 pandemic.

4 What percentage of the German population reported never using long-distance buses? (**Frequency of travel with long-distance buses**)

64.6% of the German population reported that they never use long-distance buses (2023).

5 How many passengers were transported by long-distance buses in Germany? And how many by long-distance trains? (**Number of passengers transported by mode in Germany**)

Approximately 7.52 million passengers were transported by long-distance buses in Germany, compared to 138,45 million by long-distance trains (2022)

6 What do **you think**— why do vacationers and business travelers prefer other forms of transportation? What do you think could be done to make travel by long-distance buses more attractive?

Reasons may include: Private vehicles offer more flexibility; lack of options for continuing travel after de-boarding long-distance bus; delays, etc. The following recommendations could make travel by bus more attractive: Better marketing of busses as a "greener" form of transportation, improved punctuality and on-board amenities, etc.