

# Role of Transportation - US - January 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the role of transportation in their lives
- Comparing the impact of the 2008 and COVID-induced recessions on consumer transportation behaviors
- The increased role that personal vehicles play in consumers' lives
- Opportunities for alternate transportation providers to reclaim and reestablish their large role in consumers' lives



"The role of transportation in consumers' lives is always evolving. Consumers currently favor their personal vehicles out of fear of contracting COVID-19, underscoring their emotional need to feel safe and clean when deciding how to get around."

- Hannah Keshishian,  
Automotive Analyst

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### IMPACT OF COVID-19 ON THE ROLE OF TRANSPORTATION

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- **Low gas prices are a boon to personal vehicles**

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## THE CONSUMER – KEY TAKEAWAYS

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