

Role of Transportation - US - January 2021

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“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**

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

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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