

Alternate Transportation - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and alternate transportation
- Usage of alternate transportation services
- Important factors when choosing how to get somewhere
- Most popular occasions for using alternate transportation
- Attitudes towards alternate transportation services

Overall usage of alternate transportation services is down 11% when compared to 2020's Report (prepandemic). However, overall usage of these services has begun to pick back up – particularly amongst rideshare services. Although COVID-19 drove some consumers away from alternate transportation services altogether, a majority of those who have taken services over the last year remain dedicated to their use. This dedication, referring to the heavy use of alternate transportation services, is driven by more affordable services such as public transportation – which consumers typically use in their daily lives. That said, 76% of consumers do not see alternate transportation services replacing the ownership of a personal vehicle, indicating that many consumers view these services as a compliment to owning a personal vehicle rather than a total replacement.

Moving forward, consumers will continue to prioritize aspects of health and safety. Therefore, alternate transportation services must maintain their focus on developing new safety features and protocols to both address the needs of their consumers and to differentiate themselves from their competition. Additionally, transportation service providers have the opportunity to further differentiate themselves through an increased focus on sustainability, as it will remain an important influence in consumer purchasing decisions.



“Most consumers look to alternate transportation as a compliment to vehicle ownership, rather than a replacement. As alternate transportation becomes increasingly available, affordable and convenient, consumers will continue to look to these services to meet more of their mobility needs.”
– Gabe Sanchez, Automotive Analyst

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- Car sharing
- Docked or dockless scooter or bikes

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- Explore autonomous offerings
- Develop and deploy value-focused programs

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- COVID-19 impacts usage of alternate transportation services to varying degrees
- Hispanics represent opportunity for alternate transportation services
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- Abbreviations and terms
- Abbreviations
- Terms

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