

# Alternate Transportation - US - 2022

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## This report looks at the following areas:

- The impact of economic factors 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 toward alternate transportation services

Consumers' use of alternate transportation services increased nearly 10% when compared to Mintel's 2021 Report. Increases in usage were realized across all analyzed methods of alternate transportation – a positive sign for the overall industry. These gains are largely a result of consumers' return to pre-pandemic activities, paired with current economic and automotive market conditions, which have driven consumers to consider affordable methods of transportation as they seek out transportation options fitting to their lifestyles and budgets.

As fears of a recession loom due to inflation and rising interest rates, consumers are likely to become increasingly cautious with their spending. Therefore, it is important for alternate transportation services to not only communicate the affordability of service, but also the overall value consumers receive. This can take the form of appealing to consumers' prioritization of safety, reliability and convenience – primary factors consumers consider when looking to get somewhere. Beyond that, alternate transportation services must continue to reach emerging consumer segments, such as multicultural and younger consumers, as they rely heavily on alternate transportation services for their everyday needs.



"As pandemic imposed restrictions and concerns ease across the United States, consumers are increasingly returning to pre-pandemic activities. As a result, consumers are looking to alternate transportation services to accommodate their need for travel – a positive sign for the industry overall."

**- Gabe Sanchez, Automotive Analyst**

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## Table of Contents

### OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

### EXECUTIVE SUMMARY

- Top takeaways
- Market overview

Figure 1: Alternate transportation outlook, 2022-27
- Opportunities and challenges
- Supressed consumer confidence drives consumers to be critical of their spending
- Electric options provide opportunity to attract consumers
- Capitalize on consumers' comfortability and return to pre-pandemic activities
- Personalization has the power to draw consumers
- Autonomous options provide both an opportunity and challenge
- Key consumer insights
- Consumers continue to return to alternate transportation services
- Younger consumers are the heaviest alternate transportation users
- Multicultural consumers look to alternate transportation for everyday needs
- Consumers consider multiple factors when choosing how to get somewhere
- Various occasions spark the use of alternate transportation
- Alternate transportation services are viewed as a compliment to personal vehicle ownership, not a replacement

### MARKET LANDSCAPE

- Ridesharing
- Public transportation
- Car rental
- Car sharing
- Docked or dockless scooter or bikes

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## MARKET FACTORS

- **Fears of a recession suppress consumer confidence, driving consumers to be more critical of their spending**

Figure 2: Consumer Sentiment Index, 2007-22

Figure 3: Consumer Price Index change from previous period, 2007-22

- **Gas prices push consumers to look to other modes of transportation**

Figure 4: US gasoline and diesel retail prices, 2007-22

- **Price of new and used cars drives consumers to alternate transportation**

Figure 5: Consumer Price Index, new vehicles and used vehicles, 2017-22

- **Growing multicultural populations present opportunity**

Figure 6: Population by race and Hispanic origin, 2017-27

- **Consumers increasingly comfortable with alternate transportation**

## COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Uber launches explore feature**

Figure 7: Uber launches explore tab

- **Uber launches dynamic advertisements**

Figure 8: Uber launches Journey ads to provide dynamic advertising

- **Lyft promotes access to transportation for the rides that matter most**

Figure 9: Lyft supports access to the polls

- **Turo partners with The MICHELIN Guide to provide an exclusive culinary experience**

Figure 10: Turo highlights its partnership with The MICHELIN Guide

- **Hertz offers consumers an opportunity to personalize its offerings**

Figure 11: Hertz highlight customers use of custom wrapped rental

- **Leverage cross-category partnerships to drive usage**
- **Highlight sustainability and technology to attract younger consumers**

## THE ALTERNATE TRANSPORTATION CONSUMER – FAST FACTS ALTERNATE TRANSPORTATION USAGE

- **Consumers begin their return to alternate transportation**

Figure 12: Usage of transportation services, 2022

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Powerpoint Presentation

Interactive Databook

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- **Younger consumers are more open to different forms of transportation**  
Figure 13: Use of transportation services, by generation, 2022
- **Financial health drives consumers' usage**  
Figure 14: Use of transportation services, by financial situation, 2022
- **Multicultural consumers look to alternate transportation services**  
Figure 15: Use of transportation services, by race and Hispanic origin, 2022

### FREQUENCY OF USE

- **Over a third of consumers are heavy users of alternate transportation**  
Figure 16: Frequency of use – Alternate transportation, 2022
- **Among users, docked and dockless bikes and scooters are most frequently used**  
Figure 17: Frequency of use – Alternate transportation, 2022
- **Younger consumers are most active in alternate transportation usage**  
Figure 18: Frequency of use – Alternate transportation, by generation, 2022
- **Consumers' work situation drives usage**  
Figure 19: Frequency of use – Alternate transportation, by work from home status, 2022
- **Multicultural consumers are active alternate transportation users**  
Figure 20: Uber celebrates national Hispanic heritage month  
Figure 21: Frequency of use – Alternate transportation, by race and Hispanic origin, 2022

### CHOOSING TRANSPORTATION METHODS

- **Safety and reliability are at the core of consumers' priorities**  
Figure 22: Factors driving transportation choices, by gender, 2022
- **Older consumers prioritize reliability and convenience**  
Figure 23: Factors driving transportation choices, by generation, 2022
- **Working situations push consumers to prioritize varying factors**  
Figure 24: Uber highlights in-app safety feature  
Figure 25: Factors driving transportation choices, by work from home status, 2022

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- **Consumers seek value, especially multicultural consumers**

Figure 26: Factors driving transportation choices, by race and Hispanic origin, 2022

### OCCASIONS FOR USE OF ALTERNATE TRANSPORTATION

- **Alternate transportation has become a viable option for various occasions, especially among younger consumers**

Figure 27: Uber highlights special occasions

Figure 28: Reasons for use of alternate transportation, by generation, 2022

- **Financially strapped consumers rely on alternate transportation**

Figure 29: Chicago transit authority leverages sporting events

Figure 30: Reasons for use of alternate transportation, by financial situation, 2022

- **Black and Hispanic consumers are prime target audiences for alternate transportation services**

Figure 31: Lyft highlights LyftUp jobs access program

Figure 32: Reasons for use of alternate transportation, by race and Hispanic origin, 2022

### ATTITUDES TOWARD RIDESHARING

- **Consumers, especially younger ones, see ridesharing as a viable option**

Figure 33: Uber highlights the safety benefit of ridesharing

Figure 34: Attitudes toward ridesharing, by generation, 2022

- **Price considerations drive multicultural consumers away**

Figure 35: Attitudes toward ridesharing, by race and Hispanic origin, 2022

- **As financial situation worsens, consumers are pushed away from ridesharing**

Figure 36: Attitudes toward ridesharing, by financial situation, 2022

Figure 37: Attitudes toward ridesharing, by household income, 2022

- **Alternate transportation services are viewed as supplemental to personal vehicle ownership**

Figure 38: Lyft expands services to offer roadside assistance

Figure 39: Attitudes toward vehicle ownership, by generation, 2022

### APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

### APPENDIX – COMPANIES AND BRANDS

Figure 40: Lyft active riders, by quarter, Q1 2019 – Q3 2022

### What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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