

Role of Transportation - US - 2023

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This report looks at the following areas:

- Impact of economic factors on consumers' transportation habits
- Usage of alternate transportation services and personal vehicles
- Important factors when choosing how to get somewhere
- Perceptions of various transportation methods
- Attitudes toward transportation methods

While nearly a quarter of consumers believe alternate transportation (eg ridesharing, public transportation) will be the most popular way to get around in the future, personal cars will still remain the preferred choice among most consumers. However, as negative economic conditions and barriers in the automotive industry persist, it is expected that consumers will continue to look to alternate transportation services to accommodate their travel needs. As these negative influences ease, alternate transportation methods will serve as a compliment to personal vehicle ownership rather than a total replacement. Auto brands and retailers have an opportunity to leverage the perceptions of personal vehicles by highlighting aspects of reliability, convenience and safety – aligning with the factors consumers consider most when trying to get somewhere. Growth in the transportation industry lies in targeting emerging consumer segments, such as younger and multicultural consumers, as they seek new transportation methods and consider personal vehicle ownership.



“Current economic and automotive market conditions have presented some challenges for car ownership, driving some consumers to turn to alternate means of transportation.”

– Gabe Sanchez, Automotive Analyst

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- Executive Summary
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