

# COULD THERE BE A Silver Lining to COVID-19?

COVID-19 PRECAUTION FROM THE CDC

DON'T



DO



COVID-19 has put the brakes in many ways on public transportation and ride-sharing. Many consumers are more interested in social distancing than ridesharing – and are now entering the market for a vehicle.

While industry experts do not expect U.S. auto sales to reach 17 million again this year, there is **opportunity for a rebound in the second half of the year**. As people return to work, they will need safe modes of transportation, and vehicle ownership is a tried-and-true safe option.

2010

Ridesharing didn't exist.  
(i.e., companies like Uber and Lyft)

U.S. ridesharing market was valued at **\$6.68 billion**.



2017



Industry analysts expected ridesharing to reach **\$11.94 billion by 2025**.

February 2020

COVID-19 pandemic began hitting the U.S. with full force.



March 2020



April 2020

Public transit ridership decreased 71% while driving personal vehicles decreased by only 6%.

**50%** of people under the age of 35 plan to use public transportation less often and take their personal vehicle more often in the future.

**20%** of people who regularly use ridesharing services no longer do so.

**28%** of people who regularly use ridesharing services plan to reduce their reliance on the services.

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Sources: NPR, Million Insights, IBM, CDC, American Public Transportation Association, CAP Gemini Research Institute, AlixPartners



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