

COVID-19 Impact on Transportation Media

North American Car, Truck and Utility Vehicle of the Year Juror Poll

Ketchum Analytics polled the 2020 North American Car, Truck and Utility Vehicle of the Year jury via an online survey, with more than half (52%, n=26) of total judges responding. The survey was fielded April 13-21, 2020.

As we settle into a 'new normal' post-COVID-19, the overwhelming consensus from respondents is that it will alter the way they receive news and information, but may have less impact on coverage long-term. Perhaps the biggest single change in our lives due to COVID-19 is the limitations on our mobility.

Nearly every form of transportation has been affected. Which will come back stronger, and how will media change their coverage?

These were questions we explored with a highly influential group of media, the North American Car, Truck and Utility Vehicle of the Year jurors.

How Can Transportation Companies Continue to Connect with Media and Their Audiences, and Prepare to Rebound from COVID-19?

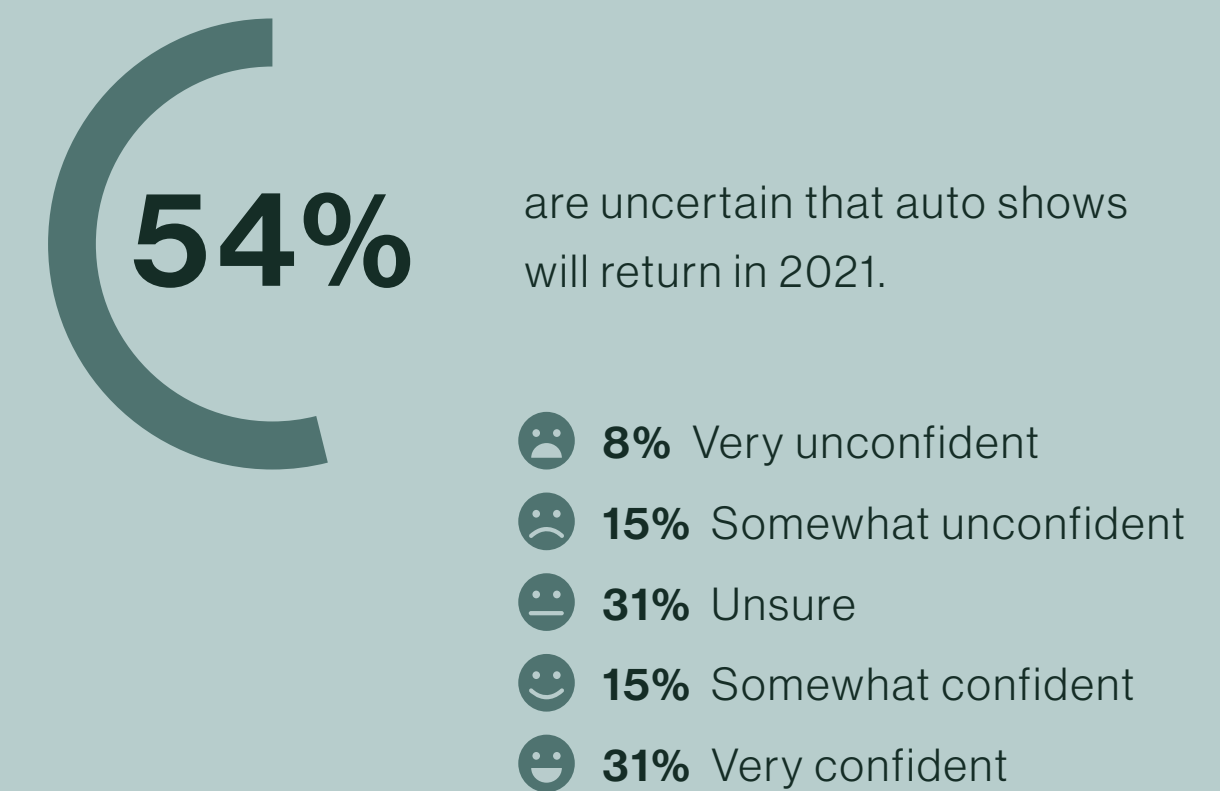
Leverage the Ketchum Rebound Discussion Guide and other tools available to help return to mobility.

To further discuss results and insights from this survey, please contact:

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Some key highlights include

Auto Show “Reservations”



Alternate Methods of Vehicle Reveal

Auto shows are still an effective way for journalists and other media members to communicate car news. **73% agree**

Off-site reveals are a better venue for manufacturers to present new models. **58% agree**

Fallout from COVID-19 will increase OEMs' use of entirely virtual car debuts. **62% agree**

Ride Share Hesitation

Riders may be hesitant to return to shared transportation post-COVID-19, resulting in expected coverage declines:

50% Ride sharing **42%** Mass transit

Yet respondents expect to increase coverage on some trends:

44% Biking **31%** Electric vehicles **24%** Motorcycles