

# Auto sales are lagging, but not lost: Consumer sentiment during COVID-19

In April 2020, CarGurus surveyed 500 Canadian shoppers on their sentiments toward car shopping during the COVID-19 pandemic and how it has changed their plans for purchasing a car. 59% of respondents intend to purchase a vehicle in 2020. 41% initially planned to, but have delayed their purchase beyond 2020.

## Purchases are delayed...



## ...but the pandemic is spurring new demand

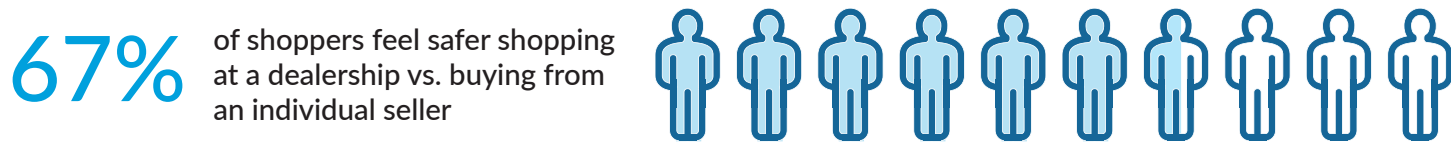
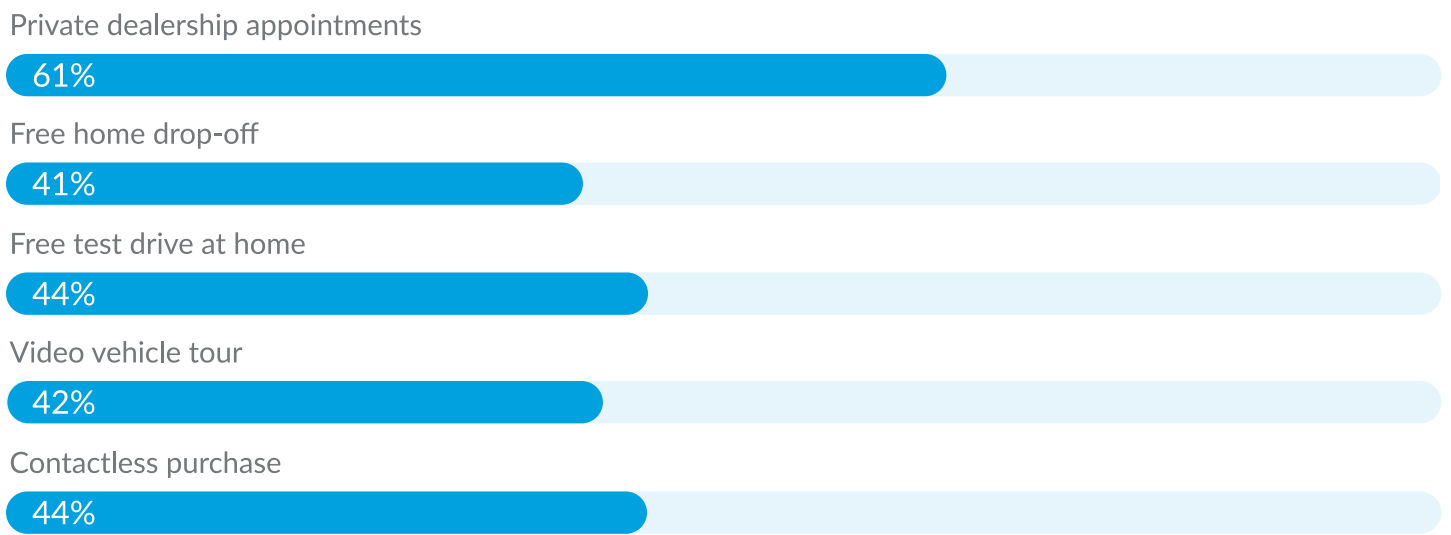


Among those who will decrease or eliminate their use of these services,



## Car shoppers prefer contactless services

67% of those planning to buy a car in 2020 prefer to use at least one of these contactless selling options:



## The economy is a worry, but many consider vehicle purchases essential

