Toluna surveyed 1500+ consumers on May 8th to understand consumers automotive purchasing habits. The survey analyzed plans to purchase or lease a vehicle and how they have changed due to COVID-19.

82% of those planning on a purchase or lease have changed their plans because of Covid-19.

- Delayed for a short time: 44%
- Canceled entirely: 14%
- Changed from new to buying pre-owned: 12%
- Switched from buy to lease or lease to buy: 12%

When do you expect to purchase/lease your next vehicle?

- In the next 3 months: 11%
- In the next 4-6 months: 18%
- In the next year: 21%
- In the next 2-3 years: 28%
- 4 or more years from now: 22%

Those acquiring in the next 6 months expect their vehicle to be:

- Gas/Diesel: 76%
- Hybrid: 14%
- Electric: 10%

Those acquiring in the next 6 months expect to:

- Buy new: 74%
- Pre-owned: 21%
- Leased: 5%

Those acquiring in the next 6 months are considering a:

- Suv: 49%
- Sedan: 49%
- Pickup: 24%
- Hatchback: 18%
- Coupe (2-door): 18%
- Convertible: 15%
- Minivan: 14%
- Wagon: 14%