PurchaseLoop Research Consumer Snapshot
April 10 - 12, 2020

LoopMe surveyed 1,140 UK consumers on April 10 - 12, 2020 to understand consumer behaviour during COVID-19. The PurchaseLoop survey analysed purchase intent in auto, impact on lifestyle habits and consumer spend for significant purchases like a car and fitness equipment.

- **Have you made a significant purchase (TV, fitness equipment, car, etc.) as a result of COVID-19?**
  - Yes: 13%
  - Intend To: 12%
  - No: 75%

- **Which of your habits has changed the most due to COVID-19?**
  - Over a third of respondents have changed their grocery shopping behaviours the most over all other lifestyle habits
  - 20% of respondents haven’t changed their habits during COVID-19

**25% of respondents have (13%) or plan to make (12%) a significant purchase as a result of COVID-19**

**If you were in-market for a car prior to COVID-19, do you still intend to make this purchase in 2020?**

- **IN-MARKET**: 32%
  - of intending auto buyers still intend to (16%) or may still intend to (16%) make an auto purchase in 2020

- **PERSUADABLES**: 16%
  - of intending auto buyers are undecided about completing their auto purchase this year

- **NO PURCHASE INTENT**: 67%
  - of intending auto buyers no longer intend to make an auto purchase this year

Closing the Loop on Brand Advertising
For more information, contact your local sales rep or solutions@loopme.com