LoopMe surveyed 3,900 US consumers on April 10-12, 2020 to understand consumer behavior during COVID-19. The PurchaseLoop survey analyzed purchase intent in auto, consideration for insurance and consumer spend for significant purchases like a TV or fitness equipment.

Have you made a significant purchase (TV, fitness equipment, car, etc.) as a result of COVID-19?

- Yes: 76%
- Intend To: 13%
- No: 11%

24% of respondents have (11%) or plan to make (13%) a significant purchase as a result of COVID-19.

Which type of insurance are you currently considering?

- Home Insurance: 9%
- Car Insurance: 9%
- Both: 36%

Over a third of respondents are currently considering some type of insurance.

3X more respondents are considering insurance compared to those who have already made a significant purchase.

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

<table>
<thead>
<tr>
<th>IN-MARKET</th>
<th>PERSUADABLES</th>
<th>NO PURCHASE INTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>36%</td>
<td>22%</td>
<td>64%</td>
</tr>
</tbody>
</table>

36% of intending auto buyers still intend to (14%) or may still intend to (22%) make an auto purchase in 2020.

22% of intending auto buyers are undecided about completing their auto purchase this year.

64% of intending auto buyers no longer intend to make an auto purchase this year.

*A further 9% of respondents are currently considering some other form of insurance. 84% of respondents are not currently considering insurance.*