

# DRIVING.CA CONSUMER INSIGHTS



66%

*Driving* audience is in the market to purchase/lease a vehicle this year

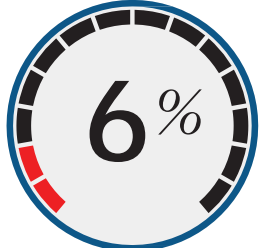
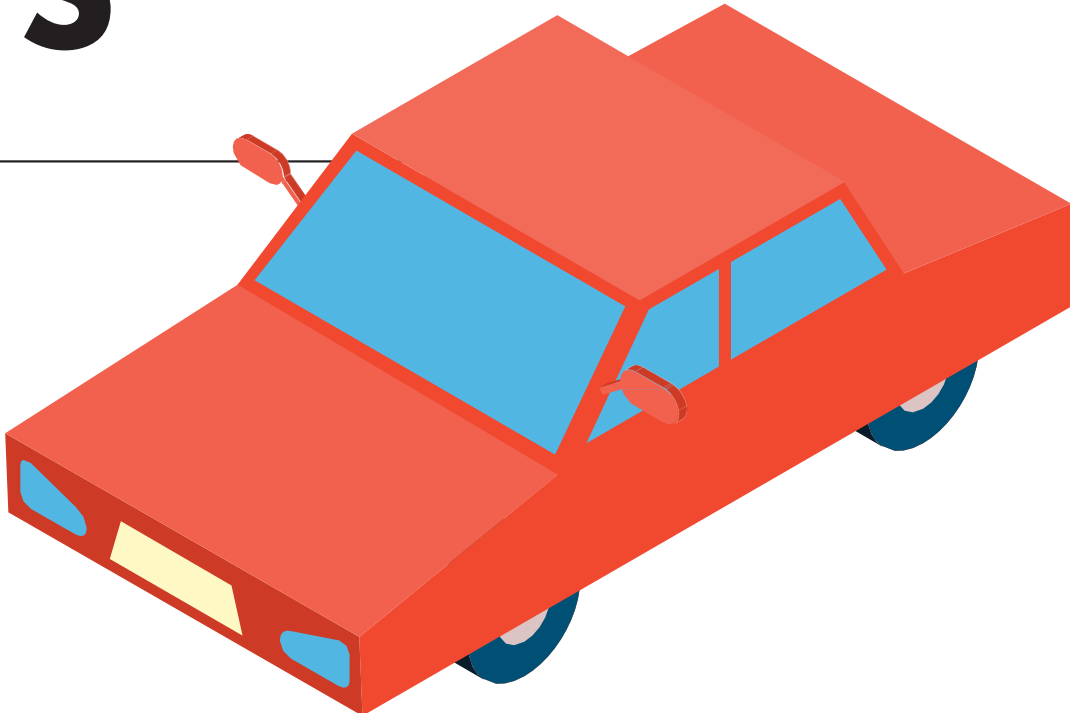
84%

of auto intenders are in the consideration and actively shopping phase of researching which vehicle to purchase

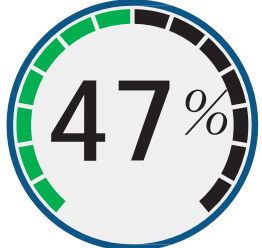


69%

of *Driving* audience intenders are expecting to delay their car purchase decision due to COVID with OEM incentives and economic uncertainty being the biggest drivers



Only 6% are no longer looking to purchase due to COVID-19



of auto intenders intend to purchase in the next 6 months



intend to purchase in the next year