



As we continue to manage the impact of the global spread of COVID-19, the need for us, as a community, to support and take care of each other becomes even more important. With this in mind, we have captured some key insights from the wider auto classifieds market to help you manage your business now and in readiness for the better times to come.

### At a glance

- Week commencing 27<sup>th</sup> April brought with it signs of renewed consumer confidence:
  - Google Trends data showed that searches for “used cars” and “cars for sale” increased week-on-week, visibly so from 30<sup>th</sup> April onwards when the Prime Minister announced that the UK was past the peak of the outbreak
  - eBay Motors Group platforms also enjoyed significant month-on-month increases in consumer activity, with visits to eBay Motors, Gumtree Motors and Motors.co.uk up +22% and replies up +48% when comparing week commencing 27<sup>th</sup> April 2020 with week commencing 30<sup>th</sup> March 2020
  - Recovery in replies across eBay Motors Group platforms seen across all regions, with dealers in Scotland and East Anglia seeing strongest uplifts

### Consumer Sentiment Survey

Over the course of 17-24 April we asked 693 car buyers visiting or registered with [Motors.co.uk](https://www.motors.co.uk) to tell us what impact the COVID-19 virus was having on their potential purchase and what would increase their confidence in the current climate.

Here’s a summary of our key findings:

- 76% of buyers want to purchase a car between **now** and **2-3 months after lockdown ends**
- Buyers are mainly postponing because they want to **test-drive** and ask questions **in person** before buying
- Those intending to buy asap are mainly **key workers** or have seen a car that fits their needs and don’t want to miss out
- Dealers can create a point of competitive advantage through clearly demonstrating what hygiene measures and contactless transaction options they have in place

Click [here](#) to read the full survey.

Source: eMG COVID-19 Consumer Sentiment Survey; n=693

“Used Cars” & “Cars for Sale”, Search interest over time  
7 Day Rolling Average, 1<sup>st</sup> Feb to 3<sup>rd</sup> May, Google Trends

