

Consumers' 2020 4th of July Plans

Compiled June 24, 2020 — Cars.com Research & Insights Team



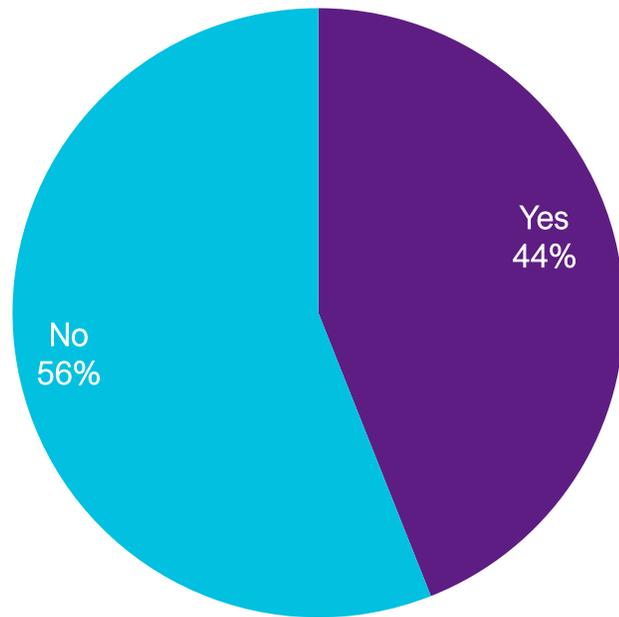
Background & Methodology

The purpose of this research was to gain insight on consumers' plans for the 2020 4th of July holiday. Specifically, we wanted to learn what impact COVID-19 may have on those traveling during this time as well as those in market to purchase/lease a vehicle.

The survey was fielded June 23-24, 2020 and 934 respondents qualified for and completed the survey. To qualify, they must be planning to buy a vehicle in 2020. **45% of all consumers surveyed plan to purchase a vehicle in 2020.** The following analysis is among the 45% planning to buy a car in 2020 (n=934).

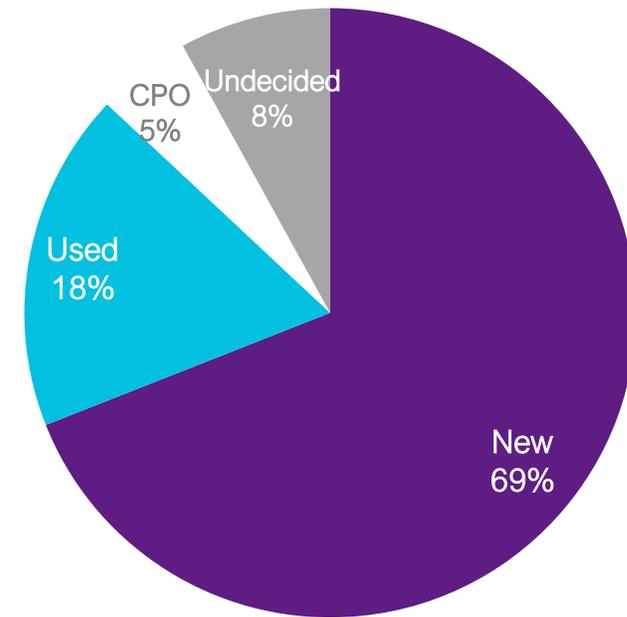
Of the in-market shoppers surveyed, 44% state they plan to buy during the 4th of July weekend (up 11 points over Memorial Day).

Do you plan on buying a car during the 4th of July weekend?



Of the 44% planning to buy over 4th of July (n=408), 69% plan to buy New (down 6 points from Memorial Day) and 23% plan to buy Used/CPO. 8% are undecided.

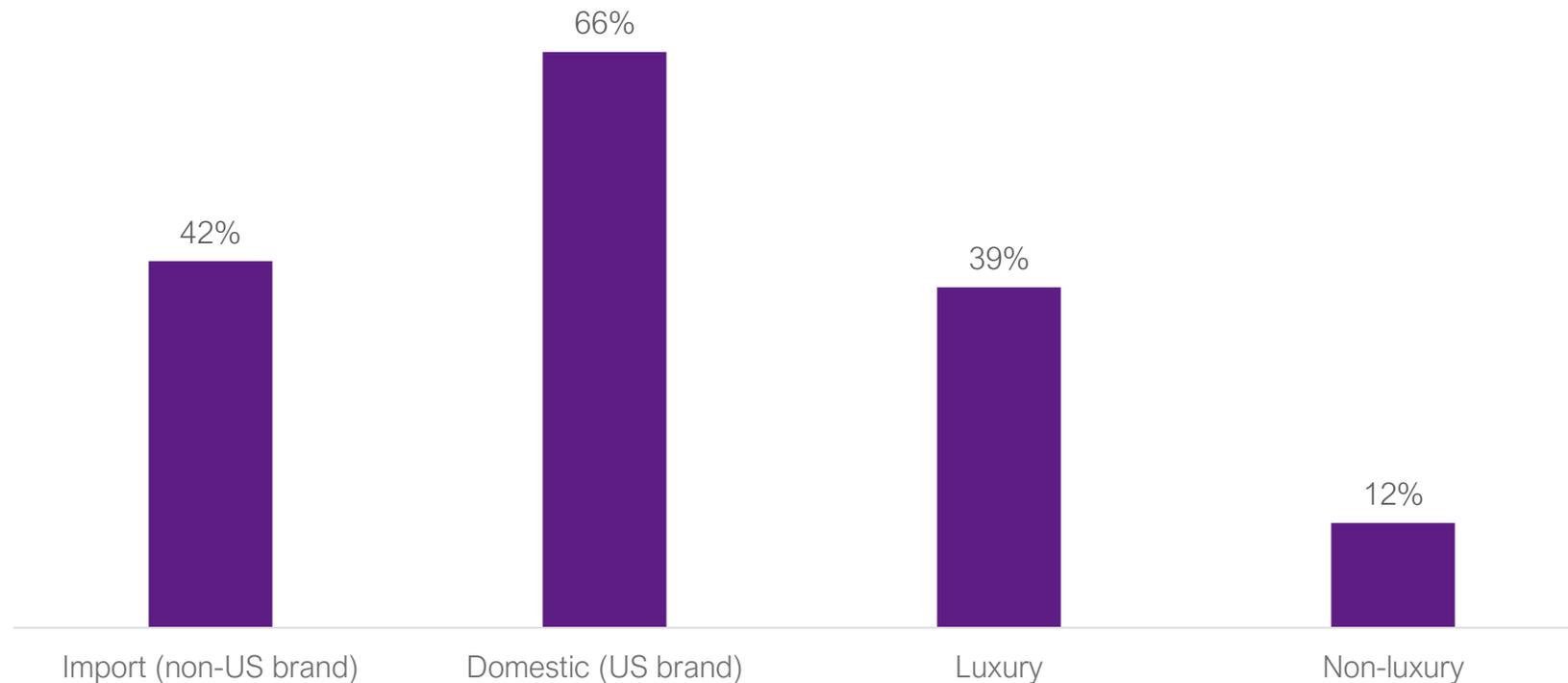
Do you plan on buying a new, used or certified pre-owned car?



4th of July Holiday Shopper Interests

Two-thirds of respondents plan to purchase a domestic brand (up 6 points from Memorial Day). 42% plan to purchase an import and 39% are planning to purchase luxury.

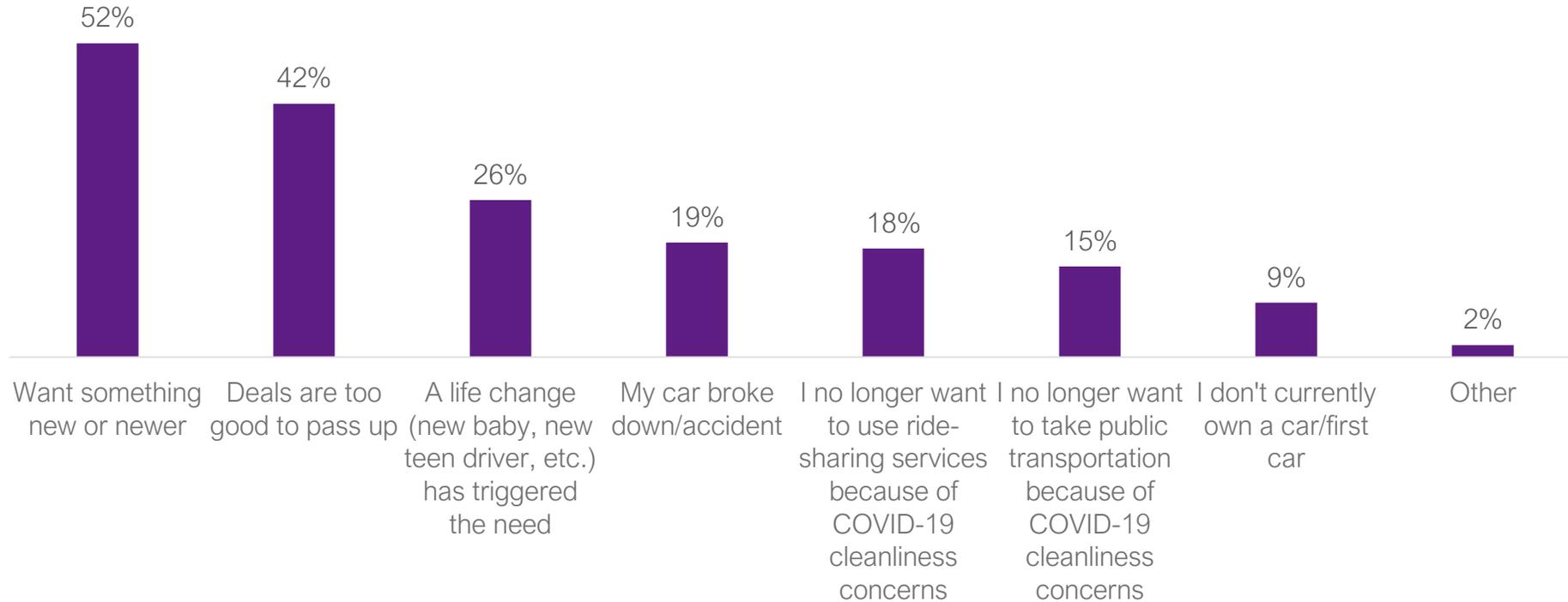
What type of car are you considering buying? (Select all that apply)



Reasons for purchasing a vehicle

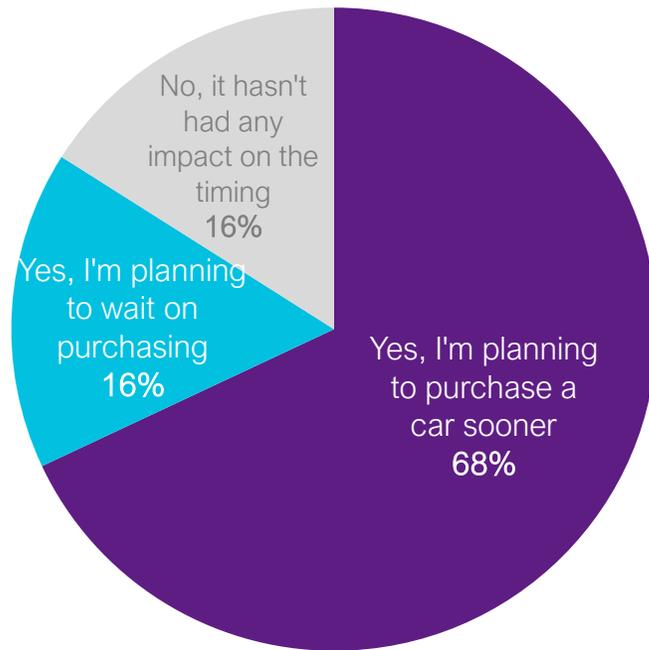
Most people are purchasing a new vehicle because they wanted something newer (52%) and/or deals are too good to pass up (42%).

What type of car are you considering buying? (Select all that apply)



COVID-19 IMPACT ON CONSUMER VEHICLE PURCHASE TIMELINE

Has COVID-19 changed your timing for purchasing/leasing a car?

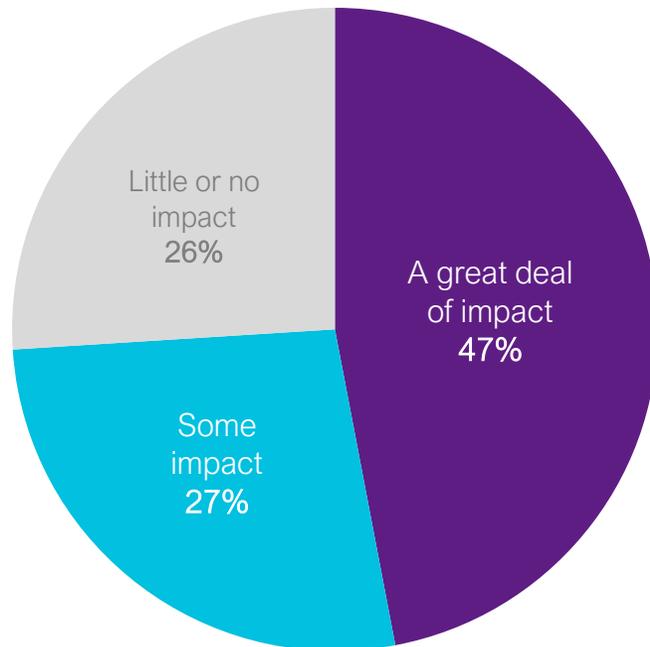


A majority (84%) of respondents claim that COVID-19 *has* impacted their vehicle-purchasing timeline.

Most (68%) plan to act sooner (up 5 points from Memorial Day), while some (16%) are choosing to pause.

COVID-19 IMPACT ON 4th OF JULY TRAVEL PLANS

How much impact does COVID-19 have on your decision NOT to travel this 4th of July?



56% of respondents plan to travel for the 4th of July (**up 20 points from Memorial Day**).

74% of respondents state that COVID-19 has **at least some impact on their decision NOT to travel over 4th of July**. 47% state it has a great deal of impact, down 7 points from Memorial Day.

Of those planning to get away, **over three-quarters (77%) plan to travel by car.**

Most (48%) say they are going so to see family and/or friends, up 4 points from Memorial Day.

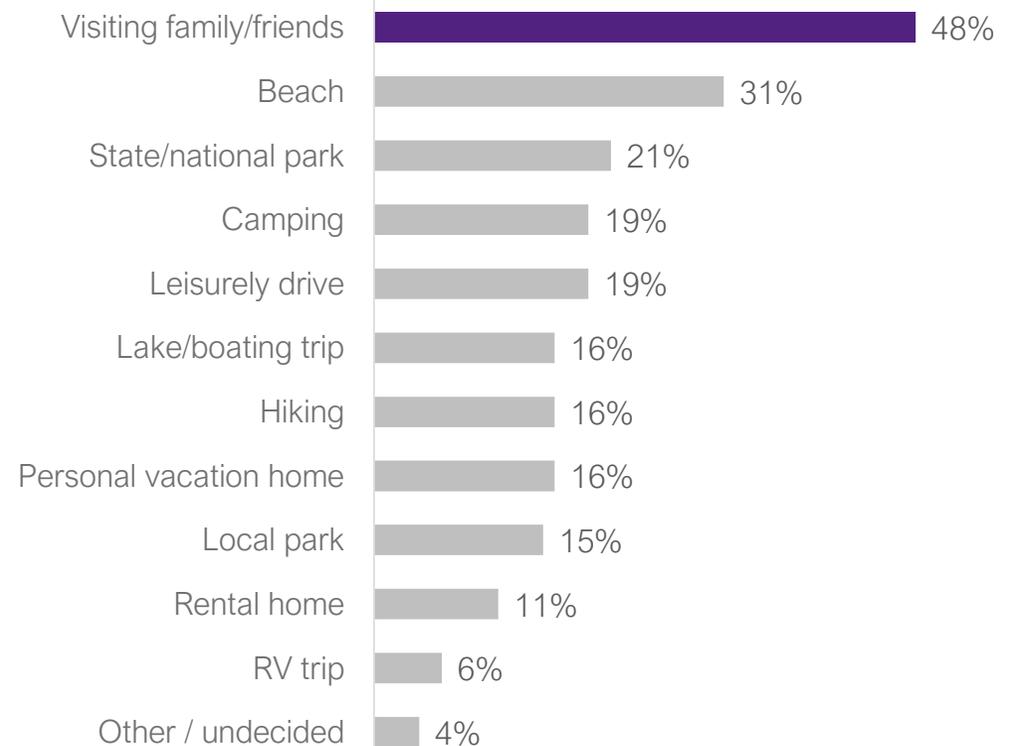
TRAVEL METHOD

“what mode of transportation will you use?”

77%	Vehicle
15%	Airplane
6%	Train
1%	Other

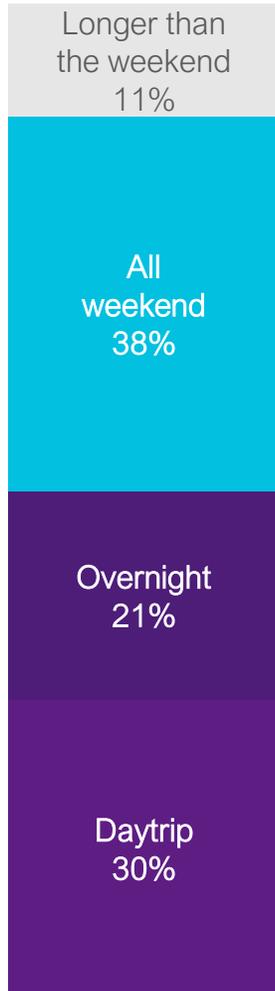
4th OF JULY TRAVEL LOCATIONS

Where are you planning to travel?



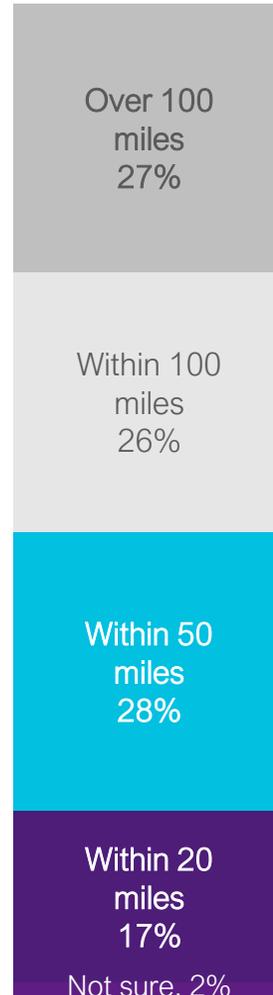
4th OF JULY TRAVEL LENGTH

"How long will you be gone?"



4th OF JULY TRAVEL DISTANCE

"How far are you travelling?"



Respondents are travelling farther and staying longer compared to Memorial Day.

Just over half of respondents (51%) will be taking an overnight trip or shorter, while 49% plan to stay all weekend or longer (up 7 points over Memorial Day).

Nearly three-quarters (73%) intend to travel 100 miles or fewer during that time.