

Sept. 29, 2020

OMVIC Survey Results: Measuring Impact of COVID-19 and Moving Forward—Report 2

From August 20th to August 30th, 2020, over 2,300 OMVIC registrants completed OMVIC's survey, **"Measuring the Impact of COVID-19 and Moving Forward—Report 2."** In addition, over **300 Ontario consumers completed a survey regarding their car-buying experience.**

The survey results offer insights about COVID-19's impact on vehicle sales. The full report was submitted to Ontario's Ministry of Government and Consumer Services, which will inform the Province as it continues to plan for economic recovery.

Thank you to our registrants who completed this survey, the Used Car Dealer Association and Trillium Automotive Dealer Association for providing assistance with its development and encouraging member participation.

The consumer-focused survey asked respondents to share their comfort level while shopping, Personal Protective Equipment (PPE) use at dealerships, and how COVID-19 impacts their car-buying experience.

Key results from the survey include:

- 19 per cent wanted more safety precautions at dealerships (including use of masks, more social distancing, solo test drives).
- 13 per cent wanted a better buying process. Many noted they hurried their shopping for personal safety concerns.
- About half the respondents visited only one dealership to complete the transaction.
- 21 per cent did not visit any website or visited only one website during the shopping process.

To read full survey results, visit our website's [Survey Results page](#).

For more information, please contact:

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