

# SOCIAL SCIENCE MEETS URBAN SCIENCE

DEALER AND CONSUMER INSIGHTS FROM THE URBAN SCIENCE HARRIS POLL SURVEY

## THE DEALERSHIP IS STILL A BIG DEAL.

75%

of consumers would not want to buy a vehicle without a dealership involved.



84% of consumers trust information that comes from an OEM.

81% of consumers trust information that comes from an OEM dealership.

## AUTO-BUYING CONSUMERS ARE VISITING MORE SHOWROOMS AND LESS BRAND LOYAL THAN MANY THINK, WITH GEN Z AND YOUNG MILLENNIALS VISITING AND CONSIDERING THE MOST.

When shopping for a new vehicle, consumers consider an average of 2.6 brands, and less than one-third consider only one brand (31%)

- **Gen Z and Young Millennials consider 3.8 brands when shopping for a new vehicle**

When shopping for a vehicle, consumers visit 2.5 dealerships on average

- **Gen Z and Young Millennials visit an average of 3.5 dealerships when shopping for a new vehicle**

TOP 5

factors auto-buying consumers find very important/absolutely essential when selecting a dealership:

- Price (84%)
- Quality of service team (75%)
- Low-pressure sales approach (72%)
- Staff expertise (72%)
- Past experience with dealership (65%)

For even more industry insights contact [marketing@urbanscience.com](mailto:marketing@urbanscience.com)