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

This survey was conducted online by The Harris Poll on behalf of Urban Science among U.S. OEM automotive dealers and U.S. adults 18+. The dealer survey was conducted February 4 through February 19, 2019 among 205 OEM dealers whose title was Sales Manager, General Manager, or Principal/VP/Owner. Results were not weighted and are only representative of those who completed the survey. The consumer survey was conducted February 6 through February 25, 2019 among 2,001 adults 18+, from which a natural fallout sample of 642 members of the auto-buying public were analyzed. For the purposes of this research, the auto-buying public is defined as anyone who purchased a new vehicle in the last 2 years or intends to purchase a new vehicle in the next 12 months. Among the consumer audience, figures for age by gender, education, income, race/ethnicity, region, size of household, marital status, and employment status were weighted where necessary to bring them into line with their actual proportions in the population.

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