

WHAT ARE CONSUMERS DOING WITH CAR RELATED REVIEWS?



78%

Researched vehicle information
(e.g., make, model, specs, etc.)

71%

Researched vehicle
pricing information

65%

Researched online
reviews of vehicles

54%

Looked up dealership
contact information

53%

Searched dealership
inventory

44%

Searched car maintenance
or service provider
in their area

41%

Read online reviews to
research a dealer from
which to purchase

14%

Listed or sold a
vehicle using an
online ad

