Have you purchased a vehicle in the last 2 years?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	**2001**	**838**	**1163**	**486**	**727**	**788**	**121**	**375**	**865**	**640**	**194**	**492**	**610**	**705**
Base: All Respondents (wtd)	**2001**	**978**	**1023**	**562**	**692**	**746**	**292**	**552**	**670**	**486**	**254**	**487**	**585**	**675**
Yes (Net)	682	384	298	232	254	196	72	191	232	188	97	208	205	172
	34%	39%	29%	41%	37%	26%	25%	35%	35%	39%	38%	43%	35%	25%
		B		E	E			F	F	F	M	LM	M	
Yes, from a used car dealership	201	111	90	78	84	39	25	53	71	53	39	66	63	34
	10%	11%	9%	14%	12%	5%	9%	10%	11%	11%	15%	13%	11%	5%
				E	E						M	M	M	
Yes, from a new car dealership	321	186	135	68	118	134	27	81	103	110	21	79	99	121
	16%	19%	13%	12%	17%	18%	9%	15%	15%	23%	8%	16%	17%	18%
		B			C	C				FGH		J	J	J
Yes, from a private sale (family, friends, Kijiji, Facebook etc.)	121	66	55	62	40	20	16	47	43	16	27	47	34	14
	6%	7%	5%	11%	6%	3%	5%	9%	6%	3%	10%	10%	6%	2%
				DE	E			I	I		LM	LM	M	
Yes, from an online marketplace like AutoTrader or CarGurus.ca	24	9	15	13	7	4	4	6	9	6	7	7	8	2
	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	3%	1%	1%	*
				E							M			
Yes, from an online car-buying retailer (Clutch.ca, CarDoor, Canada Drives etc.)	15	11	4	11	4	-	-	4	7	4	4	9	2	-
	1%	1%	*	2%	1%	-	-	1%	1%	1%	2%	2%	*	-
				E							M	LM		
No, but I plan to within the next 2 years	502	254	248	160	162	181	58	127	165	152	84	117	137	164
	25%	26%	24%	28%	23%	24%	20%	23%	25%	31%	33%	24%	23%	24%
										FGH	KLM			
No, and I don't plan to in the next 2 years	816	340	476	170	277	369	162	235	273	146	73	162	242	339
	41%	35%	47%	30%	40%	49%	56%	43%	41%	30%	29%	33%	41%	50%
			A		C	CD	GHI	I	I				JK	JKL
Sigma	2001	978	1023	562	692	746	292	552	670	486	254	487	585	675
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

What is the ideal price that you'd be willing to pay for a used vehicle in 2022?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**523**	**225**	**298**	**140**	**187**	**196**	**23**	**85**	**212**	**203**	**62**	**127**	**156**	**178**
Base: All Answering (wtd)	**502**	**254**	**248**	**160**	**162**	**181**	**58**	**127**	**165**	**152**	**84**	**117**	**137**	**164**
1000	3	-	3	2	1	-	-	-	3	-	1	2	-	-
	1%	-	1%	2%	*	-	-	-	2%	-	1%	2%	-	-
							**	*			*			
1300	1	-	1	-	-	1	-	-	-	1	-	-	-	1
	*	-	*	-	-	*	-	-	-	*	-	-	-	*
							**	*			*			
1500	6	2	4	4	2	-	-	1	4	-	3	1	2	-
	1%	1%	2%	3%	1%	-	-	1%	3%	-	4%	1%	1%	-
							**	*	J	-	M*			
1800	1	-	1	1	-	-	-	1	-	-	1	-	-	-
	*	-	1%	1%	-	-	-	1%	-	-	2%	-	-	-
							**	*			*			
2000	14	6	8	9	2	2	2	7	3	2	4	5	2	2
	3%	2%	3%	6%	1%	1%	4%	5%	2%	1%	5%	4%	2%	1%
							**	*			*			
2500	5	3	2	2	2	1	-	2	3	1	-	4	-	1
	1%	1%	1%	2%	1%	*	-	1%	2%	*	-	4%	-	1%
							**	*			*	L		
2700	2	-	2	-	-	2	2	-	-	-	-	-	2	-
	*	-	1%	-	-	1%	3%	-	-	-	-	-	1%	-
							**	*			*			
3000	5	4	2	1	4	-	3	-	2	-	1	1	4	-
	1%	1%	1%	1%	3%	-	5%	-	2%	-	1%	1%	3%	-
					E		**	*			*		M	
4000	13	9	4	9	2	2	3	6	2	1	9	1	1	2
	3%	3%	2%	5%	1%	1%	5%	5%	1%	1%	10%	1%	1%	1%
				E			**	P*			KLM*			
4500	1	-	1	1	-	-	-	-	1	1	-	1	-	-
	*	-	1%	1%	-	-	-	-	*	*	-	1%	-	-
							**	*			*			
5000	28	13	16	12	12	5	2	9	7	10	9	5	9	5
	6%	5%	6%	7%	7%	3%	4%	7%	4%	7%	11%	4%	6%	3%
							**	*			M*			
5700	1	1	-	-	1	-	-	-	-	1	-	1	-	-
	*	*	-	-	*	-	-	-	-	*	-	1%	-	-
							**	*			*			
6000	10	4	5	3	5	2	3	-	6	2	3	2	3	2
	2%	2%	2%	2%	3%	1%	4%	-	3%	1%	4%	2%	2%	1%
							**	*			*			
6500	2	1	1	1	-	1	-	-	1	1	1	-	-	1
	*	*	*	*	-	1%	-	-	1%	*	1%	-	-	1%
							**	*			*			
7000	7	5	3	4	2	1	-	3	-	4	2	4	-	1
	1%	2%	1%	2%	1%	*	-	3%	-	3%	2%	4%	-	*
							**	*		H	*	L		
7500	4	3	1	2	1	1	-	2	2	-	-	3	1	-
	1%	1%	*	1%	*	1%	-	2%	1%	-	-	2%	1%	-
							**	*			*			
8000	15	5	11	7	5	3	-	7	3	5	4	4	4	3
	3%	2%	4%	4%	3%	2%	-	6%	2%	4%	5%	4%	3%	2%
							**	*			*			
9000	7	5	2	6	1	-	-	3	1	3	6	1	1	-
	1%	2%	1%	4%	1%	-	-	3%	1%	2%	7%	1%	1%	-
				E			**	*			KLM*			
10000	55	26	29	20	14	20	9	16	14	16	6	19	11	19
	11%	10%	12%	13%	8%	11%	16%	13%	8%	10%	7%	16%	8%	12%
							**	*			*	L		
10003	1	-	1	1	-	-	-	1	-	-	1	-	-	-
	*	-	1%	1%	-	-	-	1%	-	-	2%	-	-	-
							**	*			*			
11000	2	1	1	1	1	-	-	-	2	-	-	2	-	-
	*	*	*	1%	*	-	-	-	1%	-	-	1%	-	-
							**	*			*			
12000	17	8	9	4	10	3	3	6	6	3	2	5	8	3
	3%	3%	4%	2%	6%	2%	5%	5%	4%	2%	2%	4%	6%	2%
					E		**	*			*			
14000	2	1	1	-	2	-	-	-	2	-	-	1	1	-
	*	*	*	-	1%	-	-	1%	1%	-	-	1%	1%	-
							**	*			*			
15000	29	18	11	4	14	12	3	5	9	13	-	7	10	12
	6%	7%	4%	3%	8%	6%	5%	4%	5%	9%	-	6%	8%	7%
					C		**	*			*		J	J
16000	3	1	2	-	2	2	-	1	2	-	-	-	2	2
	1%	*	1%	-	1%	1%	-	1%	1%	-	-	-	1%	1%
							**	*			*			
17000	1	-	1	-	1	-	-	-	1	1	-	-	1	-
	*	-	1%	-	1%	-	-	-	*	*	-	-	1%	-
							**	*			*			
17500	1	1	-	-	-	1	-	-	-	1	-	-	1	-
	*	*	-	-	-	*	-	-	-	1%	-	-	1%	-
							**	*			*			
18000	3	1	2	1	2	1	-	-	2	1	1	-	2	1
	1%	*	1%	*	1%	*	-	-	1%	1%	1%	-	1%	*
							**	*			*			
19000	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	*	*	-	-	1%	-	-	-	-	1%	-	-	1%	-
							**	*			*			
20000	47	22	25	9	13	24	3	11	21	12	4	8	14	22
	9%	9%	10%	6%	8%	14%	5%	9%	13%	8%	5%	7%	10%	13%
						C	**	*			*			
22000	3	2	1	1	-	2	-	-	1	2	1	-	-	2
	1%	1%	1%	*	-	1%	-	-	*	2%	1%	-	-	1%
							**	*			*			
22500	1	1	-	-	1	-	-	1	-	-	-	-	1	-
	*	1%	-	-	1%	-	-	1%	-	-	-	-	1%	-
							**	*			*			
23000	1	1	-	-	-	1	-	-	1	-	-	-	-	1
	*	*	-	-	-	*	-	-	1%	-	-	-	-	1%
							**	*			*			
25000	23	10	14	4	8	11	2	4	8	9	-	5	7	11
	5%	4%	6%	3%	5%	6%	3%	3%	5%	6%	-	5%	5%	7%
							**	*			*			J
27000	1	1	-	-	1	-	-	-	-	1	-	-	1	-
	*	*	-	-	*	-	-	-	-	*	-	-	1%	-
							**	*			*			
30000	12	6	6	3	5	4	-	1	5	6	-	6	3	4
	2%	3%	2%	2%	3%	2%	-	1%	3%	4%	-	5%	2%	2%
							**	*			*			
34000	1	1	-	-	-	1	-	-	-	1	-	-	-	1
	*	*	-	-	-	*	-	-	-	1%	-	-	-	*
							**	*			*			
35000	17	12	5	4	2	12	5	6	4	2	1	2	4	10
	3%	5%	2%	2%	1%	7%	8%	5%	3%	2%	2%	2%	3%	6%
						D	**	*			*			
38000	2	2	1	-	-	2	-	2	1	-	-	-	-	2
	*	1%	*	-	-	1%	-	1%	*	-	-	-	-	1%
							**	*			*			
40000	14	9	6	2	5	8	3	3	3	5	2	-	5	8
	3%	3%	2%	1%	3%	4%	4%	3%	2%	3%	2%	-	4%	5%
							**	*			*		K	K
43000	2	2	-	2	-	-	-	2	-	-	2	-	-	-
	*	1%	-	1%	-	-	-	2%	-	-	2%	-	-	-
							**	*			*			
45000	3	2	1	-	2	1	-	-	1	2	-	2	1	-
	1%	1%	1%	-	2%	*	-	-	1%	1%	-	2%	*	-
							**	*			*			
50000	5	1	4	2	2	1	-	2	2	2	-	2	3	-
	1%	*	2%	1%	1%	1%	-	1%	1%	1%	-	1%	2%	-
							**	*			*			
55000	1	1	-	-	1	-	-	-	1	-	-	-	1	-
	*	*	-	-	1%	-	-	-	1%	-	-	-	1%	-
							**	*			*			
60000	2	1	1	-	1	1	-	-	-	2	-	-	2	-
	*	*	*	-	1%	*	-	-	-	1%	-	-	1%	-
							**	*			*			
63000	1	-	1	-	1	-	-	-	-	1	-	-	1	-
	*	-	*	-	*	-	-	-	-	*	-	-	*	-
							**	*			*			
65000	1	-	1	-	1	1	-	-	-	1	-	-	1	1
	*	-	1%	-	*	*	-	-	-	1%	-	-	*	*
							**	*			*			
70000	1	1	-	1	-	-	-	-	1	-	1	-	-	-
	*	*	-	1%	-	-	-	-	1%	-	1%	-	-	-
							**	*			*			
80000	1	-	1	-	-	1	-	-	-	1	-	-	-	1
	*	-	*	-	-	*	-	-	-	*	-	-	-	*
							**	*			*			
100000	1	-	1	-	1	-	-	-	1	-	-	1	-	-
	*	-	*	-	*	-	-	-	*	-	-	1%	-	-
							**	*			*			
I wouldn't consider buying a used car	122	65	57	35	34	53	17	23	42	40	20	22	31	49
	24%	25%	23%	22%	21%	29%	29%	18%	26%	26%	24%	18%	23%	30%
							**	*			*			K
Sigma	502	254	248	160	162	181	58	127	165	152	84	117	137	164
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
Mean	16475.6	17132.4	15823.3	12104.5	17027.8	20188.6	14350	14519.4	16695.3	18826.8	10813.9	14262.4	18371.1	19732.2
				*	C	C	**	*		G	*	*	JK*	JK*
STD. DEV.	13434.98	12858.76	13987.1	11797.86	14388.61	12807.18	12035.55	11868.72	13973.96	14416.19	12647.6	13234.34	14141.59	12122.15
STD. ERR.	688.74	933.83	1012.34	1056.74	1270.84	1133.44	1866.5	1165.86	1260.18	1360.19	1578.76	1353.78	1574.58	1130.77

Which of the following sentiments describes your level of trust in used car dealers to give you all of the relevant details about a car and offer a fair price?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
Top 2 Box (Net)	780	410	370	298	269	212	98	225	246	211	147	223	224	186
	66%	64%	68%	76%	65%	56%	75%	71%	62%	62%	81%	69%	65%	55%
				DE	E		*	HI			KLM	M	M	
Trust very much	195	115	81	80	66	49	29	61	54	50	36	68	49	43
	16%	18%	15%	20%	16%	13%	23%	19%	14%	15%	20%	21%	14%	13%
				E			*					LM		
Trust somewhat	585	295	289	219	203	163	68	164	192	161	111	155	175	143
	49%	46%	53%	56%	49%	43%	53%	52%	48%	47%	61%	48%	51%	43%
			A	E			*				KM		M	
Bottom 2 Box (Net)	405	228	176	94	146	165	32	92	152	129	34	102	119	149
	34%	36%	32%	24%	35%	44%	25%	29%	38%	38%	19%	31%	35%	45%
					C	CD	*		G	G		J	J	JKL
Don't really trust	324	182	142	78	114	133	24	67	123	110	30	84	87	122
	27%	29%	26%	20%	27%	35%	18%	21%	31%	32%	17%	26%	25%	36%
					C	CD	*		G	FG				JKL
Don't trust at all	81	46	34	16	32	32	8	25	28	19	4	18	31	27
	7%	7%	6%	4%	8%	9%	7%	8%	7%	6%	2%	6%	9%	8%
					C	C	*						J	J
Sigma	1185	638	546	392	415	377	130	317	397	340	181	325	343	336
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

To what extent do you agree or disagree with the following statements: - I enjoy the process of shopping for and purchasing a vehicle from a car dealership

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
	672	371	301	226	250	196	74	201	212	185	93	207	195	177
Top 2 Box (Net)	57%	58%	55%	58%	60%	52%	57%	63%	53%	54%	51%	64%	57%	53%
					E		*	HI				JM		
	146	86	60	51	57	39	17	40	45	44	21	46	43	36
Strongly agree	12%	13%	11%	13%	14%	10%	13%	13%	11%	13%	12%	14%	12%	11%
							*							
	526	285	241	176	193	158	57	161	167	141	72	160	152	141
Somewhat agree	44%	45%	44%	45%	46%	42%	44%	51%	42%	41%	40%	49%	44%	42%
							*	HI						
	512	267	245	166	166	181	56	116	185	155	88	118	148	159
Bottom 2 Box (Net)	43%	42%	45%	42%	40%	48%	43%	37%	47%	46%	49%	36%	43%	47%
						D	*		G	G	K			K
	384	200	184	128	116	140	45	92	135	112	69	91	99	125
Somewhat disagree	32%	31%	34%	33%	28%	37%	34%	29%	34%	33%	38%	28%	29%	37%
						D	*							KL
	128	67	61	37	50	41	11	24	50	43	19	27	48	34
Strongly disagree	11%	11%	11%	10%	12%	11%	8%	8%	13%	13%	11%	8%	14%	10%
							*		G	G			K	
	1185	638	546	392	415	377	130	317	397	340	181	325	343	336
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

To what extent do you agree or disagree with the following statements: - I wish the process of shopping for and purchasing a car was easier

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
	995	530	465	325	358	312	103	256	333	303	144	277	294	280
Top 2 Box (Net)	84%	83%	85%	83%	86%	83%	79%	81%	84%	89%	79%	85%	86%	83%
							*			GH				
	375	186	189	129	141	105	35	74	127	140	55	117	109	94
Strongly agree	32%	29%	35%	33%	34%	28%	27%	23%	32%	41%	30%	36%	32%	28%
							*		G	FGH		M		
	620	343	276	196	217	207	68	182	207	163	89	159	185	186
Somewhat agree	52%	54%	51%	50%	52%	55%	52%	57%	52%	48%	49%	49%	54%	55%
							*	I						
	190	109	81	67	57	65	27	62	64	37	37	48	49	56
Bottom 2 Box (Net)	16%	17%	15%	17%	14%	17%	21%	19%	16%	11%	21%	15%	14%	17%
							*	I	I					
	169	96	73	60	55	53	20	58	57	33	35	43	45	45
Somewhat disagree	14%	15%	13%	15%	13%	14%	16%	18%	14%	10%	20%	13%	13%	14%
							*	I	I					
	21	13	8	7	2	12	7	3	6	4	2	5	4	10
Strongly disagree	2%	2%	1%	2%	1%	3%	5%	1%	2%	1%	1%	1%	1%	3%
						D	*							
	1185	638	546	392	415	377	130	317	397	340	181	325	343	336
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

To what extent do you agree or disagree with the following statements: - I would prefer not to negotiate with commissioned sales people

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
	841	454	387	242	309	290	83	205	303	250	105	221	255	260
Top 2 Box (Net)	71%	71%	71%	62%	74%	77%	64%	65%	76%	73%	58%	68%	74%	77%
					C	C	*		G	G			J	JK
	320	174	146	90	133	97	26	68	127	100	42	85	107	87
Strongly agree	27%	27%	27%	23%	32%	26%	20%	21%	32%	29%	23%	26%	31%	26%
					C		*		G	G				
	521	280	241	152	176	193	57	138	176	150	63	136	148	173
Somewhat agree	44%	44%	44%	39%	42%	51%	44%	43%	44%	44%	35%	42%	43%	52%
						CD	*							JKL
	343	184	159	150	106	87	47	112	94	90	76	103	88	76
Bottom 2 Box (Net)	29%	29%	29%	38%	26%	23%	36%	35%	24%	27%	42%	32%	26%	23%
				DE			*	HI			LM	M		
	300	160	140	130	93	76	42	102	85	70	71	84	79	66
Somewhat disagree	25%	25%	26%	33%	22%	20%	32%	32%	21%	21%	39%	26%	23%	20%
				DE			*	HI			KLM			
	44	24	19	20	13	11	5	10	10	20	6	20	8	10
Strongly disagree	4%	4%	4%	5%	3%	3%	4%	3%	2%	6%	3%	6%	2%	3%
							*			H		L		
	1185	638	546	392	415	377	130	317	397	340	181	325	343	336
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

To what extent do you agree or disagree with the following statements: - I would prefer spending less time visiting dealerships to find the right car

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
	895	480	415	301	316	278	99	237	296	263	126	265	257	247
Top 2 Box (Net)	76%	75%	76%	77%	76%	74%	76%	75%	74%	77%	70%	82%	75%	74%
							*					JM		
	252	141	111	95	96	61	24	60	82	86	40	87	72	53
Strongly agree	21%	22%	20%	24%	23%	16%	18%	19%	21%	25%	22%	27%	21%	16%
				E	E		*					M		
	643	339	304	206	221	216	75	177	213	177	87	177	185	194
Somewhat agree	54%	53%	56%	52%	53%	57%	58%	56%	54%	52%	48%	55%	54%	58%
							*							
	290	159	131	92	99	99	31	80	102	77	55	60	86	89
Bottom 2 Box (Net)	24%	25%	24%	23%	24%	26%	24%	25%	26%	23%	30%	18%	25%	26%
							*				K			K
	261	138	123	80	93	89	24	75	92	70	47	53	80	81
Somewhat disagree	22%	22%	23%	20%	22%	24%	18%	24%	23%	21%	26%	16%	23%	24%
							*				K		K	K
	29	21	8	12	6	10	7	5	9	7	8	7	6	8
Strongly disagree	2%	3%	1%	3%	2%	3%	6%	2%	2%	2%	5%	2%	2%	2%
							*							
	1185	638	546	392	415	377	130	317	397	340	181	325	343	336
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

To what extent do you agree or disagree with the following statements: - I believe there is a lack of transparency between sales reps and customers

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
	900	495	405	285	319	296	95	232	303	271	132	240	265	263
Top 2 Box (Net)	76%	78%	74%	73%	77%	79%	73%	73%	76%	80%	73%	74%	77%	78%
							*							
	282	153	129	98	115	69	28	66	96	92	43	95	87	57
Strongly agree	24%	24%	24%	25%	28%	18%	22%	21%	24%	27%	24%	29%	25%	17%
				E	E		*					M	M	
	618	342	276	187	204	227	66	166	206	180	89	145	178	206
Somewhat agree	52%	54%	50%	48%	49%	60%	51%	52%	52%	53%	49%	45%	52%	61%
						CD	*							JKL
	284	143	141	107	97	81	35	85	94	69	49	84	78	73
Bottom 2 Box (Net)	24%	22%	26%	27%	23%	21%	27%	27%	24%	20%	27%	26%	23%	22%
							*							
	265	136	129	101	93	71	33	80	86	66	45	82	76	63
Somewhat disagree	22%	21%	24%	26%	22%	19%	25%	25%	22%	19%	25%	25%	22%	19%
				E			*							
	19	8	12	6	3	10	2	6	8	3	5	3	2	10
Strongly disagree	2%	1%	2%	2%	1%	3%	2%	2%	2%	1%	3%	1%	1%	3%
							*							L
	1185	638	546	392	415	377	130	317	397	340	181	325	343	336
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

To what extent do you agree or disagree with the following statements: - When visiting car dealerships, I prefer to bring someone with me

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
Top 2 Box (Net)	931	444	487	332	333	266	97	241	314	277	158	274	264	234
	79%	69%	89%	85%	80%	70%	75%	76%	79%	81%	87%	84%	77%	70%
			A	E	E		*				LM	LM	M	
Strongly agree	428	142	286	173	154	101	37	100	154	137	83	140	124	82
	36%	22%	52%	44%	37%	27%	29%	32%	39%	40%	45%	43%	36%	24%
			A	E	E		*			G	M	M	M	
Somewhat agree	502	301	201	159	179	164	60	141	161	140	76	134	140	151
	42%	47%	37%	41%	43%	44%	46%	44%	41%	41%	42%	41%	41%	45%
		B					*							
Bottom 2 Box (Net)	254	195	59	60	82	111	33	76	83	63	23	51	78	102
	21%	31%	11%	15%	20%	30%	25%	24%	21%	19%	13%	16%	23%	30%
		B				CD	*						JK	JKL
Somewhat disagree	206	160	46	52	66	89	28	64	67	48	20	41	63	82
	17%	25%	8%	13%	16%	24%	21%	20%	17%	14%	11%	13%	19%	25%
		B				CD	*							JK
Strongly disagree	48	35	13	9	17	22	5	12	15	16	3	10	15	20
	4%	5%	2%	2%	4%	6%	4%	4%	4%	5%	2%	3%	4%	6%
		B				C	*							
Sigma	1185	638	546	392	415	377	130	317	397	340	181	325	343	336
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

To what extent do you agree or disagree with the following statements: - When purchasing a vehicle from a dealership, I felt that the sales person provided me with adequate information on the vehicle's history

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
	894	473	421	291	308	295	100	248	295	250	131	242	260	262
Top 2 Box (Net)	75%	74%	77%	74%	74%	78%	77%	78%	74%	74%	72%	74%	76%	78%
							*							
	185	92	93	52	76	57	22	55	53	55	23	53	56	53
Strongly agree	16%	14%	17%	13%	18%	15%	17%	17%	13%	16%	13%	16%	16%	16%
							*							
	709	381	328	239	232	238	78	194	242	195	108	189	204	209
Somewhat agree	60%	60%	60%	61%	56%	63%	60%	61%	61%	57%	59%	58%	59%	62%
						D	*							
	291	165	125	101	108	82	30	69	102	90	51	83	83	74
Bottom 2 Box (Net)	25%	26%	23%	26%	26%	22%	23%	22%	26%	26%	28%	26%	24%	22%
							*							
	245	137	108	84	94	67	30	56	81	78	46	66	72	61
Somewhat disagree	21%	22%	20%	21%	23%	18%	23%	18%	21%	23%	26%	20%	21%	18%
							*							
	46	28	18	17	14	15	-	13	21	12	4	17	11	13
Strongly disagree	4%	4%	3%	4%	3%	4%	-	4%	5%	4%	2%	5%	3%	4%
							*							
	1185	638	546	392	415	377	130	317	397	340	181	325	343	336
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

To what extent do you agree or disagree with the following statements: - Top 2 Box Summary

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
I enjoy the process of shopping for and purchasing a vehicle from a car dealership	672	371	301	226	250	196	74	201	212	185	93	207	195	177
	57%	58%	55%	58%	60%	52%	57%	63%	53%	54%	51%	64%	57%	53%
					E		*	HI				JM		
I wish the process of shopping for and purchasing a car was easier	995	530	465	325	358	312	103	256	333	303	144	277	294	280
	84%	83%	85%	83%	86%	83%	79%	81%	84%	89%	79%	85%	86%	83%
							*			GH				
I would prefer not to negotiate with commissioned sales people	841	454	387	242	309	290	83	205	303	250	105	221	255	260
	71%	71%	71%	62%	74%	77%	64%	65%	76%	73%	58%	68%	74%	77%
					C	C	*		G	G			J	JK
I would prefer spending less time visiting dealerships to find the right car	895	480	415	301	316	278	99	237	296	263	126	265	257	247
	76%	75%	76%	77%	76%	74%	76%	75%	74%	77%	70%	82%	75%	74%
							*					JM		
I believe there is a lack of transparency between sales reps and customers	900	495	405	285	319	296	95	232	303	271	132	240	265	263
	76%	78%	74%	73%	77%	79%	73%	73%	76%	80%	73%	74%	77%	78%
							*							
When visiting car dealerships, I prefer to bring someone with me	931	444	487	332	333	266	97	241	314	277	158	274	264	234
	79%	69%	89%	85%	80%	70%	75%	76%	79%	81%	87%	84%	77%	70%
			A	E	E		*				LM	LM	M	
When purchasing a vehicle from a dealership, I felt that the sales person provided me with adequate information on the vehicle's history	894	473	421	291	308	295	100	248	295	250	131	242	260	262
	75%	74%	77%	74%	74%	78%	77%	78%	74%	74%	72%	74%	76%	78%
							*							

To what extent do you agree or disagree with the following statements: - Bottom 2 Box Summary

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
I enjoy the process of shopping for and purchasing a vehicle from a car dealership	512	267	245	166	166	181	56	116	185	155	88	118	148	159
	43%	42%	45%	42%	40%	48%	43%	37%	47%	46%	49%	36%	43%	47%
						D	*		G	G	K			K
I wish the process of shopping for and purchasing a car was easier	190	109	81	67	57	65	27	62	64	37	37	48	49	56
	16%	17%	15%	17%	14%	17%	21%	19%	16%	11%	21%	15%	14%	17%
							*	I	I					
I would prefer not to negotiate with commissioned sales people	343	184	159	150	106	87	47	112	94	90	76	103	88	76
	29%	29%	29%	38%	26%	23%	36%	35%	24%	27%	42%	32%	26%	23%
				DE			*	HI			LM	M		
I would prefer spending less time visiting dealerships to find the right car	290	159	131	92	99	99	31	80	102	77	55	60	86	89
	24%	25%	24%	23%	24%	26%	24%	25%	26%	23%	30%	18%	25%	26%
							*				K			K
I believe there is a lack of transparency between sales reps and customers	284	143	141	107	97	81	35	85	94	69	49	84	78	73
	24%	22%	26%	27%	23%	21%	27%	27%	24%	20%	27%	26%	23%	22%
							*							
When visiting car dealerships, I prefer to bring someone with me	254	195	59	60	82	111	33	76	83	63	23	51	78	102
	21%	31%	11%	15%	20%	30%	25%	24%	21%	19%	13%	16%	23%	30%
		B				CD	*						JK	JKL
When purchasing a vehicle from a dealership, I felt that the sales person provided me with adequate information on the vehicle's history	291	165	125	101	108	82	30	69	102	90	51	83	83	74
	25%	26%	23%	26%	26%	22%	23%	22%	26%	26%	28%	26%	24%	22%
							*							

Why do you prefer to bring someone with you when visiting car dealerships?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**971**	**388**	**583**	**295**	**381**	**295**	**38**	**163**	**406**	**364**	**125**	**288**	**300**	**258**
Base: All Answering (wtd)	**931**	**444**	**487**	**332**	**333**	**266**	**97**	**241**	**314**	**277**	**158**	**274**	**264**	**234**
I feel like I'm taken more seriously with another person present	331	143	189	148	102	82	32	86	123	90	73	108	77	74
	36%	32%	39%	45%	31%	31%	33%	35%	39%	32%	46%	39%	29%	32%
				DE			*				LM*	L		
I like to have support when negotiating with salespeople	462	222	240	160	179	123	36	90	164	172	73	142	141	106
	50%	50%	49%	48%	54%	46%	37%	37%	52%	62%	46%	52%	53%	45%
							*		G	FGH	*			
I lack automotive experience and prefer to bring someone who is well-versed to avoid purchasing unnecessary options	400	108	292	167	131	102	40	112	134	115	84	123	109	85
	43%	24%	60%	50%	39%	38%	41%	46%	42%	41%	53%	45%	41%	36%
			A	DE			*				LM*			
I feel more comfortable with a member of the opposite sex with me	261	90	172	88	99	74	30	65	95	71	40	81	73	67
	28%	20%	35%	26%	30%	28%	31%	27%	30%	25%	25%	30%	28%	29%
			A				*				*			
Other	64	46	18	14	25	25	3	20	25	16	4	15	20	24
	7%	10%	4%	4%	7%	9%	3%	8%	8%	6%	3%	5%	8%	10%
		B				C	*				*			JK
Sigma	1518	609	910	577	536	406	141	373	540	464	274	468	420	355
	163%	137%	187%	174%	161%	153%	145%	154%	172%	167%	173%	171%	159%	152%

How would you rate your overall experience visiting and/or purchasing a vehicle from a dealership?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**536**	**264**	**272**	**132**	**219**	**185**	**20**	**90**	**221**	**205**	**48**	**151**	**174**	**163**
Base: All Answering (wtd)	**522**	**297**	**225**	**146**	**203**	**173**	**52**	**134**	**174**	**162**	**59**	**145**	**163**	**155**
	138	84	54	29	49	61	16	37	43	42	10	29	44	55
Excellent	26%	28%	24%	20%	24%	35%	31%	28%	25%	26%	16%	20%	27%	35%
						CD	**	*			*			JK
	341	186	156	103	137	101	33	88	115	105	44	103	104	90
Good	65%	62%	69%	70%	68%	58%	63%	66%	66%	65%	74%	71%	64%	58%
				E			**	*			*	M		
	32	19	13	10	13	9	-	5	13	14	4	8	13	7
Poor	6%	6%	6%	7%	7%	5%	-	4%	8%	8%	6%	5%	8%	5%
							**	*			*			
	10	8	2	5	3	3	3	4	2	2	2	5	1	3
Terrible	2%	3%	1%	3%	2%	1%	5%	3%	1%	1%	3%	4%	*	2%
							**	*			*			
	522	297	225	146	203	173	52	134	174	162	59	145	163	155
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

What information do you wish you had received during a previous dealership visit that you did not receive?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**536**	**264**	**272**	**132**	**219**	**185**	**20**	**90**	**221**	**205**	**48**	**151**	**174**	**163**
Base: All Answering (wtd)	**522**	**297**	**225**	**146**	**203**	**173**	**52**	**134**	**174**	**162**	**59**	**145**	**163**	**155**
I wish I had more vehicle history information before visiting the dealership	112	70	43	47	41	24	9	30	38	35	21	36	34	21
	21%	23%	19%	32%	20%	14%	17%	23%	22%	22%	35%	25%	21%	13%
				DE			**	*			M*	M		
I wish I had better pictures and videos of the vehicle before visiting the dealership	72	46	27	38	23	12	8	10	28	26	17	33	13	10
	14%	15%	12%	26%	11%	7%	15%	8%	16%	16%	28%	23%	8%	6%
				DE			**	*	G	G	LM*	LM		
I wish there was more transparency around the vehicle price and valuation	159	94	65	50	65	43	19	26	44	70	19	51	49	40
	30%	32%	29%	34%	32%	25%	36%	20%	25%	43%	32%	35%	30%	26%
							**	*		GH	*			
I wish I had access to the vehicle's CarFax report	76	43	33	25	36	16	6	19	24	27	12	26	24	14
	15%	14%	15%	17%	18%	9%	12%	14%	14%	17%	20%	18%	15%	9%
					E		**	*			*	M		
Other	22	12	10	1	14	6	8	4	5	5	1	5	10	6
	4%	4%	4%	1%	7%	4%	15%	3%	3%	3%	2%	3%	6%	4%
					C		**	*			*			
I received all the information I needed to make my decision confidently	234	128	107	37	88	110	17	73	88	57	11	46	81	97
	45%	43%	47%	25%	43%	64%	33%	54%	50%	35%	18%	31%	50%	63%
					C	CD	**	I*	I		*		JK	JKL
Sigma	676	392	283	198	267	211	66	163	226	220	80	197	210	188
	129%	132%	126%	135%	132%	122%	127%	121%	130%	136%	136%	136%	129%	121%

When visiting a car dealership, I feel that…

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
Sales people have more information than they are providing to me	456	240	216	157	154	145	45	109	151	152	76	122	128	131
	39%	38%	40%	40%	37%	39%	35%	34%	38%	45%	42%	38%	37%	39%
							*			GH				
I'm often upsold on features or financing that I'm unfamiliar with	248	124	123	108	94	45	19	61	95	73	58	76	75	38
	21%	19%	23%	28%	23%	12%	14%	19%	24%	21%	32%	23%	22%	11%
				E	E		*				LM	M	M	
Commissioned sales people prevent me from feeling in control when purchasing a used vehicle	328	176	152	99	135	93	23	81	122	102	43	96	103	86
	28%	28%	28%	25%	33%	25%	18%	25%	31%	30%	24%	30%	30%	26%
					CE		*							
I always go in knowing exactly what I want	345	201	144	80	116	149	35	103	120	88	28	85	95	137
	29%	32%	26%	20%	28%	40%	27%	32%	30%	26%	16%	26%	28%	41%
					C	CD	*					J	J	JKL
I ask as many questions as I need and feel comfortable negotiating a fair price	537	310	227	153	172	212	67	142	179	148	72	125	149	191
	45%	49%	42%	39%	41%	56%	52%	45%	45%	43%	39%	39%	43%	57%
		B				CD	*							JKL
I enjoy the experience and feel like I'm totally in control	153	99	55	48	63	42	22	33	46	53	19	48	49	38
	13%	15%	10%	12%	15%	11%	17%	10%	12%	16%	11%	15%	14%	11%
		B					*							
None of the above	83	37	46	32	26	24	12	26	31	14	17	23	21	21
	7%	6%	8%	8%	6%	6%	9%	8%	8%	4%	9%	7%	6%	6%
							*	I	I					
Sigma	2150	1187	963	679	760	711	223	555	743	629	313	576	619	642
	181%	186%	176%	173%	183%	188%	172%	175%	187%	185%	173%	177%	181%	191%

If the traditional used car-dealership buying experience could be improved, what changes would you want to see?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
More transparent pricing options	690	358	332	218	245	226	63	160	245	222	102	180	206	202
	58%	56%	61%	56%	59%	60%	49%	50%	62%	65%	56%	55%	60%	60%
							*		G	FG				
To not have to interact with commission-based sales people	440	223	217	125	171	144	29	108	157	145	59	118	132	131
	37%	35%	40%	32%	41%	38%	22%	34%	40%	43%	32%	36%	39%	39%
					C		*		F	FG				
The option to test drive the car for multiple days	445	241	205	130	162	153	38	117	154	136	57	119	129	141
	38%	38%	37%	33%	39%	41%	29%	37%	39%	40%	31%	37%	38%	42%
							*							J
More online options to skip the dealership all together	381	213	168	156	145	80	40	93	135	113	73	128	111	69
	32%	33%	31%	40%	35%	21%	31%	29%	34%	33%	40%	39%	32%	21%
				E	E		*				M	M	M	
Nothing, the current dealership experience makes sense	138	75	63	37	37	64	14	54	49	21	18	29	34	57
	12%	12%	11%	9%	9%	17%	11%	17%	12%	6%	10%	9%	10%	17%
						CD	*	I	I					KL
Sigma	2094	1109	985	667	760	667	185	532	740	638	309	573	612	600
	177%	174%	180%	170%	183%	177%	142%	168%	186%	187%	170%	177%	179%	179%

Have any past experiences with dealerships made you more inclined to seek out alternative options?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
Yes (Net)	605	335	270	228	229	148	59	149	212	184	108	188	179	131
	51%	52%	49%	58%	55%	39%	45%	47%	53%	54%	59%	58%	52%	39%
				E	E		*				M	M	M	
Yes, I felt taken advantage of	253	153	99	96	98	58	30	53	89	81	43	84	75	51
	21%	24%	18%	25%	24%	15%	23%	17%	22%	24%	24%	26%	22%	15%
		B		E	E		*			G	M	M	M	
Yes, my inexperience with vehicles makes me a good target for commissioned based sales people to upsell to	221	87	135	106	76	39	10	64	70	77	52	75	62	33
	19%	14%	25%	27%	18%	10%	8%	20%	18%	23%	29%	23%	18%	10%
			A	DE	E		*	F		F	LM	M	M	
Yes, I don't trust salespeople	316	184	132	90	128	98	27	66	127	95	40	91	96	88
	27%	29%	24%	23%	31%	26%	21%	21%	32%	28%	22%	28%	28%	26%
					C		*		G					
No (Net)	644	338	306	189	209	245	73	182	210	179	82	161	181	220
	54%	53%	56%	48%	50%	65%	56%	57%	53%	52%	45%	50%	53%	66%
						CD	*							JKL
No, I didn't know where else to look	158	74	84	70	52	35	25	38	46	49	38	47	43	29
	13%	12%	15%	18%	13%	9%	19%	12%	12%	15%	21%	15%	13%	9%
				E			*				LM	M		
No, my experiences have been negative, but it's all part of the car-buying experience	149	90	58	47	49	52	7	46	53	42	21	40	40	48
	13%	14%	11%	12%	12%	14%	6%	15%	13%	12%	12%	12%	12%	14%
							*							
No, past experiences have been positive and enjoyable	360	186	175	83	116	162	41	105	122	92	28	82	103	147
	30%	29%	32%	21%	28%	43%	31%	33%	31%	27%	16%	25%	30%	44%
					C	CD	*					J	J	JKL
Sigma	1457	774	683	493	520	445	141	373	507	437	223	419	419	396
	123%	121%	125%	126%	125%	118%	108%	117%	128%	128%	123%	129%	122%	118%

Where do you source information when searching for a new vehicle?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
Online marketplaces like AutoTrader or CarGurus.ca	512	294	218	155	204	153	47	124	182	159	74	140	167	132
	43%	46%	40%	40%	49%	41%	36%	39%	46%	47%	41%	43%	49%	39%
		B			CE		*						M	
Online car-buying retailers like Clutch.ca, CarDoor, Canada Drives etc.	295	178	117	107	117	72	20	75	100	100	42	100	89	64
	25%	28%	21%	27%	28%	19%	16%	24%	25%	29%	23%	31%	26%	19%
		B		E	E		*			F		M	M	
I visit dealerships and speak to sales people directly	706	371	335	199	237	270	65	179	233	229	83	179	195	248
	60%	58%	61%	51%	57%	72%	50%	56%	59%	67%	46%	55%	57%	74%
						CD	*			FGH			J	JKL
Directly from private sellers I meet on Kijiji, Facebook Marketplace, friends or family	320	156	163	123	117	80	30	100	111	79	63	100	87	70
	27%	24%	30%	31%	28%	21%	23%	32%	28%	23%	35%	31%	26%	21%
				E	E		*	I			M	M		
Car manufacturer's websites	12	10	2	1	6	6	-	3	6	3	-	1	6	6
	1%	2%	*	*	1%	2%	-	1%	1%	1%	-	*	2%	2%
		B					*							
Online (unspecified)/ Google	24	12	13	5	6	13	-	10	10	5	-	7	6	12
	2%	2%	2%	1%	2%	4%	-	3%	2%	1%	-	2%	2%	3%
							*							J
Other	9	4	5	-	2	8	5	1	2	1	-	-	2	8
	1%	1%	1%	-	*	2%	4%	*	1%	*	-	-	*	2%
						CD	*							K
Nothing	1	-	1	1	-	-	-	-	-	1	-	1	-	-
	*	-	*	*	-	-	-	-	-	*	-	*	-	-
							*							
Don't know/ Not Stated	1	-	1	-	1	-	-	-	1	1	-	1	1	-
	*	-	*	-	*	-	-	-	*	*	-	*	*	-
							*							
Sigma	1881	1026	855	591	689	601	167	492	644	578	262	529	552	539
	159%	161%	157%	151%	166%	159%	128%	155%	162%	170%	145%	163%	161%	160%

What would make you comfortable purchasing a vehicle online without first seeing it in person?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
Access to high-quality images of the interior, exterior, and existing vehicle flaws	423	236	187	161	160	102	38	112	151	121	76	130	126	91
	36%	37%	34%	41%	39%	27%	29%	35%	38%	36%	42%	40%	37%	27%
				E	E		*				M	M	M	
Access to view owner history, vehicle service history, accident reports, any active recalls, kms driven etc.	458	244	214	173	170	114	57	107	152	142	84	140	132	102
	39%	38%	39%	44%	41%	30%	44%	34%	38%	42%	46%	43%	39%	30%
				E	E		*			G	M	M	M	
Access to speak with a customer support person when choosing my vehicle so I can ask questions	357	189	169	147	124	86	32	92	125	107	70	120	90	78
	30%	30%	31%	37%	30%	23%	25%	29%	32%	31%	38%	37%	26%	23%
				DE	E		*				LM	LM		
Given reassurance that I'll be able to return the vehicle if I'm not entirely happy with it	445	245	200	165	167	113	49	116	154	126	76	140	126	102
	38%	38%	37%	42%	40%	30%	38%	36%	39%	37%	42%	43%	37%	30%
				E	E		*				M	M		
I would not feel comfortable purchasing a vehicle online without seeing it in person first	462	223	239	95	147	220	39	133	160	130	43	83	141	196
	39%	35%	44%	24%	35%	58%	30%	42%	40%	38%	24%	26%	41%	58%
			A		C	CD	*						JK	JKL
Sigma	2145	1136	1009	741	768	635	216	560	743	626	348	613	616	568
	181%	178%	185%	189%	185%	168%	166%	177%	187%	184%	192%	189%	180%	169%

If you could drive around in one famous movie car for a day, what would it be?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
The Delorean	125	75	51	45	42	38	15	29	46	35	11	52	31	31
	11%	12%	9%	12%	10%	10%	**12%**	9%	11%	10%	6%	**16%**	9%	9%
							*					JLM		
Batmobile	178	91	87	91	56	31	18	56	55	48	42	72	37	27
	15%	14%	16%	**23%**	**14%**	8%	**14%**	18%	14%	14%	**23%**	**22%**	11%	8%
				DE	E		*				LM	LM		
James Bond's 1964 Aston Martin DB5	318	178	141	89	113	117	27	74	87	131	44	79	91	105
	27%	28%	26%	23%	27%	**31%**	**21%**	23%	22%	**38%**	24%	24%	26%	31%
						C	*			FGH				
The Gigahorse, Mad Max	33	20	13	19	9	5	3	10	12	9	6	16	8	4
	3%	3%	2%	**5%**	2%	1%	**2%**	3%	3%	3%	3%	**5%**	2%	1%
				E			*					M		
1969 Mustang, John Wick	342	206	136	84	139	119	54	97	124	68	50	60	126	107
	29%	**32%**	25%	21%	**33%**	**32%**	**41%**	**30%**	**31%**	20%	**28%**	18%	**37%**	**32%**
		B			C	C	I*	I	I		K		K	K
1966 Ford Thunderbird, Thelma & Louise	90	29	61	29	28	34	4	22	39	25	11	24	24	32
	8%	5%	**11%**	7%	7%	9%	**3%**	7%	10%	7%	6%	7%	7%	10%
			A				*							
1948 Ford De Luxe Convertible, Greased Lightning, Grease	97	39	58	36	29	33	9	30	34	24	18	22	28	30
	8%	6%	**11%**	9%	7%	9%	**7%**	9%	9%	7%	10%	7%	8%	9%
			A				*							
Sigma	1185	638	546	392	415	377	130	317	397	340	181	325	343	336
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

From the list of well-known Canadians below, who would you pick to join you on a cross-Canada road trip?

		Gender		AGE			EDUCATION				Age 1			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	**1207**	**560**	**647**	**341**	**459**	**407**	**51**	**210**	**505**	**441**	**140**	**334**	**373**	**360**
Base: All Answering (wtd)	**1185**	**638**	**546**	**392**	**415**	**377**	**130**	**317**	**397**	**340**	**181**	**325**	**343**	**336**
	45	25	20	26	15	4	-	12	11	22	19	14	9	3
Justin Bieber	4%	4%	4%	**7%**	**3%**	1%	**-**	4%	3%	**6%**	**10%**	**4%**	3%	1%
				E	E		*			FH	KLM	M		
	67	41	26	6	21	41	7	18	24	19	2	7	19	39
William Shatner	6%	6%	5%	1%	**5%**	**11%**	**5%**	6%	6%	5%	1%	2%	**5%**	**12%**
					C	CD	*						K	JKL
	61	28	33	23	26	12	11	16	14	19	7	23	20	10
Ryan Gosling	5%	4%	6%	6%	6%	3%	**9%**	5%	4%	6%	4%	**7%**	6%	3%
							*					M		
	328	170	158	112	136	81	39	87	114	87	57	99	104	68
Ryan Reynolds	28%	27%	29%	**28%**	**33%**	21%	**30%**	28%	29%	26%	**32%**	**30%**	**30%**	20%
				E	E		*				M	M	M	
	92	35	57	29	31	32	6	25	33	28	13	23	27	29
Celine Dion	8%	5%	**10%**	7%	8%	9%	**4%**	8%	8%	8%	7%	7%	8%	9%
			A				*							
	73	40	33	56	15	1	19	18	18	18	30	29	12	1
Drake	6%	6%	6%	**14%**	**4%**	*	**15%**	6%	5%	5%	**17%**	**9%**	**3%**	*
				DE	E		GHI*				KLM	LM	M	
	96	63	33	43	46	7	16	28	32	20	15	43	35	3
Seth Rogan	8%	**10%**	6%	**11%**	**11%**	2%	**12%**	9%	8%	6%	**8%**	**13%**	**10%**	1%
		B		E	E		*				M	M	M	
	76	25	51	9	23	44	4	25	21	26	5	10	20	41
Michael Buble	6%	4%	**9%**	2%	**6%**	**12%**	**3%**	8%	5%	8%	3%	3%	6%	**12%**
			A		C	CD	*							JKL
	28	14	14	16	7	5	2	3	10	12	8	9	5	5
Simu Liu	2%	2%	3%	**4%**	2%	1%	**2%**	1%	2%	**4%**	5%	3%	2%	1%
				E			*			G				
	27	9	18	5	6	16	-	5	10	12	-	7	6	15
Catherine O'Hara & Annie Murphy	2%	1%	3%	1%	1%	**4%**	**-**	2%	3%	3%	-	2%	2%	**4%**
						CD	*							JL
	43	18	26	13	10	20	-	5	20	18	4	14	9	17
Eugene & Dan Levy	4%	3%	5%	3%	2%	5%	-	2%	**5%**	**5%**	2%	4%	3%	5%
							*		G	G				
	181	133	48	21	62	98	16	49	72	45	3	24	63	91
Shania Twain	15%	**21%**	9%	5%	**15%**	**26%**	**12%**	15%	**18%**	13%	2%	**7%**	**19%**	**27%**
		B			C	CD	*		I			J	JK	JKL
	69	37	32	34	18	17	10	26	18	15	17	25	14	12
Avril Lavigne	6%	6%	6%	**9%**	4%	4%	**8%**	8%	4%	4%	**9%**	**8%**	4%	4%
				DE			*				M	M		
	1185	638	546	392	415	377	130	317	397	340	181	325	343	336
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%