Have you purchased a vehicle in the last 2 years?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**2001**	**265**	**222**	**151**	**780**	**435**	**148**	**524**	**361**	**516**	**380**	**468**	**1533**
Base: All Respondents (wtd)	**2001**	**268**	**226**	**124**	**770**	**478**	**134**	**601**	**352**	**496**	**339**	**455**	**1546**
Yes (Net)	682	96	77	39	244	171	56	159	112	183	167	220	462
	34%	36%	34%	31%	32%	36%	42%	26%	32%	37%	49%	48%	30%
							D			G	GHI	L	
Yes, from a used car dealership	201	28	13	12	71	61	15	58	38	49	38	64	137
	10%	10%	6%	10%	9%	13%	11%	10%	11%	10%	11%	14%	9%
						B						L	
Yes, from a new car dealership	321	46	39	13	112	84	28	37	50	95	109	97	224
	16%	17%	17%	10%	15%	17%	21%	6%	14%	19%	32%	21%	14%
							C		G	G	GHI	L	
Yes, from a private sale (family, friends, Kijiji, Facebook etc.)	121	15	22	10	42	22	12	44	20	29	16	45	77
	6%	5%	10%	8%	5%	5%	9%	7%	6%	6%	5%	10%	5%
			DE									L	
Yes, from an online marketplace like AutoTrader or CarGurus.ca	24	4	3	3	11	3	1	14	2	7	2	11	13
	1%	1%	1%	2%	1%	1%	*	2%	*	1%	1%	2%	1%
								H				L	
Yes, from an online car-buying retailer (Clutch.ca, CarDoor, Canada Drives etc.)	15	3	-	2	8	1	1	5	3	4	3	4	11
	1%	1%	-	2%	1%	*	*	1%	1%	1%	1%	1%	1%
No, but I plan to within the next 2 years	502	60	63	30	224	89	37	138	98	126	90	116	387
	25%	22%	28%	24%	29%	19%	28%	23%	28%	25%	27%	25%	25%
			E		E		E						
No, and I don't plan to in the next 2 years	816	113	86	55	303	219	40	304	142	186	81	119	698
	41%	42%	38%	45%	39%	46%	30%	51%	40%	38%	24%	26%	45%
		F		F		DF		HIJ	J	J			K
Sigma	2001	268	226	124	770	478	134	601	352	496	339	455	1546
	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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**523**	**60**	**63**	**40**	**227**	**90**	**43**	**123**	**102**	**137**	**111**	**124**	**399**
Base: All Answering (wtd)	**502**	**60**	**63**	**30**	**224**	**89**	**37**	**138**	**98**	**126**	**90**	**116**	**387**
1000	3	-	2	-	1	-	1	1	1	-	-	1	2
	1%	-	3%	-	*	-	2%	1%	1%	-	-	1%	1%
		*	*	*		*	*	*	*				
1300	1	-	-	-	1	*	-	*	-	1	-	-	1
	*	-	-	-	*	*	-	*	-	*	-	-	*
		*	*	*		*	*	*	*				
1500	6	1	1	-	4	-	-	3	1	1	1	3	3
	1%	1%	2%	-	2%	-	-	2%	1%	1%	1%	3%	1%
		*	*	*		*	*	*	*				
1800	1	-	-	-	1	-	-	*	-	-	-	-	1
	*	-	-	-	1%	-	-	-	-	-	-	-	*
		*	*	*		*	*	*	*				
2000	14	-	4	-	2	2	5	6	5	1	2	4	10
	3%	-	7%	-	1%	3%	12%	4%	5%	1%	3%	3%	3%
		*	D*	*		*	ADE*	*	i*				
2500	5	-	2	-	2	1	-	1	2	2	-	-	5
	1%	-	3%	-	1%	1%	-	1%	2%	1%	-	-	1%
		*	*	*		*	*	*	*				
2700	2	-	2	-	-	-	-	2	-	-	-	-	2
	*	-	3%	-	-	-	-	1%	-	-	-	-	1%
		*	D*	*		*	*	*	*				
3000	5	-	2	-	3	1	-	1	1	3	1	2	4
	1%	-	3%	-	1%	1%	-	1%	1%	2%	1%	1%	1%
		*	*	*		*	*	*	*				
4000	13	2	-	2	7	2	-	9	2	1	1	2	10
	3%	3%	-	5%	3%	2%	-	6%	2%	1%	1%	2%	3%
		*	*	*		*	*	j*	*				
4500	1	-	-	1	1	-	-	1	-	-	-	-	1
	*	-	-	2%	*	-	-	*	-	-	-	-	*
		*	*	*		*	*	*	*				
5000	28	4	2	1	14	7	2	8	6	12	1	6	23
	6%	6%	2%	4%	6%	7%	4%	6%	6%	9%	1%	5%	6%
		*	*	*		*	*	*	*	j			
5700	1	-	-	-	-	-	1	-	-	-	1	-	1
	*	-	-	-	-	-	2%	-	-	-	1%	-	*
		*	*	*		*	D*	*	*				
6000	10	1	1	-	3	4	-	7	2	-	2	4	6
	2%	1%	2%	-	2%	5%	-	5%	2%	-	2%	4%	1%
		*	*	*		*	*	j*	*				
6500	2	-	-	-	1	1	-	1	-	1	-	-	2
	*	-	-	-	*	1%	-	1%	-	1%	-	-	*
		*	*	*		*	*	*	*				
7000	7	1	-	-	4	-	2	4	1	1	1	-	7
	1%	1%	-	-	2%	-	5%	3%	1%	*	1%	-	2%
		*	*	*		*	*	*	*				
7500	4	-	-	-	3	1	-	3	1	-	-	2	2
	1%	-	-	-	1%	1%	-	2%	1%	-	-	2%	*
		*	*	*		*	*	*	*				
8000	15	3	3	2	7	1	-	2	4	6	1	1	14
	3%	5%	4%	7%	3%	1%	-	1%	4%	5%	1%	1%	4%
		*	*	*		*	*	*	*				
9000	7	4	-	-	3	-	-	2	-	2	2	3	4
	1%	7%	-	-	1%	-	-	1%	-	1%	2%	3%	1%
		BDE*	*	*		*	*	*	*				
10000	55	9	6	6	22	6	6	21	16	14	3	12	42
	11%	14%	10%	19%	10%	7%	15%	15%	16%	11%	4%	11%	11%
		*	*	E*		*	*	j*	j*				
10003	1	-	-	-	1	-	-	1	-	-	-	-	1
	*	-	-	-	1%	-	-	1%	-	-	-	-	*
		*	*	*		*	*	*	*				
11000	2	-	-	-	2	-	-	-	-	-	2	-	2
	*	-	-	-	1%	-	-	-	-	-	2%	-	*
		*	*	*		*	*	*	*				
12000	17	-	1	1	12	2	1	5	1	7	3	8	9
	3%	-	2%	2%	5%	2%	3%	4%	1%	6%	3%	7%	2%
		*	*	*		*	*	*	*			L	
14000	2	-	-	-	2	-	-	-	2	-	-	1	1
	*	-	-	-	1%	-	-	-	2%	-	-	1%	*
		*	*	*		*	*	*	*				
15000	29	2	1	1	10	14	1	11	2	6	10	8	21
	6%	4%	2%	2%	5%	16%	3%	8%	2%	5%	11%	7%	5%
		*	*	*		ABD*	*	*	*		H		
16000	3	-	1	-	1	1	1	3	1	-	-	-	3
	1%	-	2%	-	*	1%	1%	2%	1%	-	-	-	1%
		*	*	*		*	*	*	*				
17000	1	1	-	-	1	-	-	-	-	1	1	1	1
	*	1%	-	-	*	-	-	-	-	1%	1%	1%	*
		*	*	*		*	*	*	*				
17500	1	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	-	-	*	-	-	-	-	-	1%	-	*
		*	*	*		*	*	*	*				
18000	3	-	-	-	3	-	-	1	-	-	2	-	3
	1%	-	-	-	1%	-	-	1%	-	-	2%	-	1%
		*	*	*		*	*	*	*				
19000	1	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	*	-	-	-	-	1%	-	-	*
		*	*	*		*	*	*	*				
20000	47	12	5	4	20	2	4	10	9	20	6	8	39
	9%	20%	9%	12%	9%	2%	11%	7%	9%	16%	6%	7%	10%
		DE*	*	E*		*	*	*	*	j			
22000	3	2	-	-	1	-	1	-	1	1	1	-	3
	1%	3%	-	-	*	-	1%	-	1%	1%	1%	-	1%
		*	*	*		*	*	*	*				
22500	1	-	-	-	-	-	1	-	1	-	-	-	1
	*	-	-	-	-	-	4%	-	1%	-	-	-	*
		*	*	*		*	D*	*	*				
23000	1	1	-	-	-	-	-	-	-	1	-	-	1
	*	1%	-	-	-	-	-	-	-	1%	-	-	*
		*	*	*		*	*	*	*				
25000	23	1	5	3	9	6	-	6	6	5	5	4	20
	5%	1%	8%	9%	4%	7%	-	4%	6%	4%	5%	3%	5%
		*	*	*		*	*	*	*				
27000	1	-	-	-	-	-	1	-	-	-	1	-	1
	*	-	-	-	-	-	2%	-	-	-	1%	-	*
		*	*	*		*	D*	*	*				
30000	12	2	2	-	4	2	1	1	6	2	4	3	9
	2%	3%	4%	-	2%	3%	2%	1%	6%	1%	4%	3%	2%
		*	*	*		*	*	*	G*				
34000	1	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	*	-	-	-	-	1%	-	-	*
		*	*	*		*	*	*	*				
35000	17	-	1	5	8	3	1	6	3	3	3	5	12
	3%	-	1%	16%	3%	4%	2%	5%	3%	3%	3%	5%	3%
		*	*	ABDEF*		*	*	*	*				
38000	2	-	-	-	2	-	-	-	-	1	2	-	2
	*	-	-	-	1%	-	-	-	-	1%	2%	-	1%
		*	*	*		*	*	*	*				
40000	14	2	2	-	7	3	-	2	3	3	5	1	13
	3%	4%	3%	-	3%	3%	-	1%	3%	2%	5%	1%	3%
		*	*	*		*	*	*	*				
43000	2	-	-	-	2	-	-	-	2	-	-	-	2
	*	-	-	-	1%	-	-	-	2%	-	-	-	1%
		*	*	*		*	*	*	*				
45000	3	1	-	-	1	1	-	-	-	-	3	2	1
	1%	2%	-	-	1%	1%	-	-	-	-	3%	2%	*
		*	*	*		*	*	*	*		GI	L	
50000	5	1	2	*	1	1	-	-	-	2	2	2	3
	1%	1%	2%	2%	1%	1%	-	-	-	2%	2%	2%	1%
		*	*	*		*	*	*	*				
55000	1	-	-	-	1	-	-	-	-	-	1	1	-
	*	-	-	-	*	-	-	-	-	-	1%	1%	-
		*	*	*		*	*	*	*				
60000	2	-	1	-	1	-	-	-	-	-	2	2	-
	*	-	1%	-	*	-	-	-	-	-	2%	1%	-
		*	*	*		*	*	*	*			L	
63000	1	-	-	-	1	-	-	-	-	-	1	1	-
	*	-	-	-	*	-	-	-	-	-	1%	1%	-
		*	*	*		*	*	*	*				
65000	1	-	1	-	1	-	-	-	-	-	1	1	1
	*	-	1%	-	*	-	-	-	-	-	1%	1%	*
		*	*	*		*	*	*	*				
70000	1	-	-	-	1	-	-	-	1	-	-	-	1
	*	-	-	-	*	-	-	-	1%	-	-	-	*
		*	*	*		*	*	*	*				
80000	1	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	*	-	-	-	-	*	-	-	*
		*	*	*		*	*	*	*				
100000	1	-	1	-	-	-	-	-	-	-	1	1	-
	*	-	1%	-	-	-	-	-	-	-	1%	1%	-
		*	*	*		*	*	*	*				
I wouldn't consider buying a used car	122	12	15	6	50	28	11	22	20	31	22	28	94
	24%	20%	24%	20%	22%	31%	30%	16%	21%	24%	25%	24%	24%
		*	*	*		*	*	*	*				
Sigma	502	60	63	30	224	89	37	138	98	126	90	116	387
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	16475.6	16130.2	17443.9	18106.1	16755.9	16231.4	12534.8	11983.4	16244.4	16174.7	24321.4	18070.8	15995.7
	-	*	*	**	-	*	**	*	G*	GI*	GIJK*	*	*
STD. DEV.	13434.98	10739.71	18085.69	11916.6	13931.81	11863.26	8948.04	9078.83	12969.35	12008.25	17972.08	16663.88	12292.73
STD. ERR.	688.74	1553.2	2616.93	2432.4	1056.64	1518.54	1752.93	845.59	1474.76	1228.47	2179.17	1776.32	718.76

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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Top 2 Box (Net)	780	89	93	37	310	185	65	200	153	198	157	248	532
	66%	57%	67%	54%	66%	72%	69%	67%	73%	64%	61%	74%	63%
				*	C	AC	C*		IJ			L	
Trust very much	195	18	19	7	82	47	23	61	37	42	40	70	125
	16%	12%	13%	10%	17%	18%	24%	21%	18%	14%	16%	21%	15%
				*			ABC*	I				L	
Trust somewhat	585	71	75	30	228	138	42	139	115	156	117	178	407
	49%	46%	54%	44%	49%	53%	45%	47%	55%	50%	45%	53%	48%
				*			*		J				
Bottom 2 Box (Net)	405	66	46	32	158	74	29	96	57	112	101	88	317
	34%	43%	33%	46%	34%	28%	31%	33%	27%	36%	39%	26%	37%
		E		DEF*			*			H	H		K
Don't really trust	324	53	34	25	125	63	24	76	49	89	79	69	255
	27%	34%	24%	37%	27%	24%	26%	26%	23%	29%	31%	21%	30%
				E*			*						K
Don't trust at all	81	14	12	7	32	11	5	20	8	23	21	18	62
	7%	9%	9%	10%	7%	4%	5%	7%	4%	7%	8%	5%	7%
				*			*						
Sigma	1185	155	140	69	468	259	94	296	210	310	258	336	849
	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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Top 2 Box (Net)	672	82	75	28	250	187	51	176	124	177	148	220	452
	57%	52%	54%	41%	53%	72%	55%	59%	59%	57%	57%	65%	53%
				*	C	ABCDF	*					L	
Strongly agree	146	16	19	7	67	24	14	41	21	39	34	52	94
	12%	10%	13%	10%	14%	9%	15%	14%	10%	13%	13%	15%	11%
				*			*						
Somewhat agree	526	66	56	21	183	163	37	135	102	138	114	168	358
	44%	42%	40%	31%	39%	63%	40%	45%	49%	45%	44%	50%	42%
				*		ABCDF	*					L	
Bottom 2 Box (Net)	512	74	65	41	218	72	42	121	86	133	110	116	396
	43%	48%	46%	59%	47%	28%	45%	41%	41%	43%	43%	35%	47%
		E	E	DE*	E		E*						K
Somewhat disagree	384	54	49	27	162	58	34	89	69	98	77	89	295
	32%	35%	35%	39%	35%	22%	37%	30%	33%	32%	30%	27%	35%
		E	E	E*	E		E*						K
Strongly disagree	128	20	16	14	56	14	8	32	17	34	33	27	102
	11%	13%	12%	20%	12%	5%	9%	11%	8%	11%	13%	8%	12%
		E	E	DEF*	E		*						
Sigma	1185	155	140	69	468	259	94	296	210	310	258	336	849
	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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
	995	134	112	61	396	210	82	242	181	270	210	287	708
Top 2 Box (Net)	84%	86%	80%	89%	85%	81%	88%	81%	86%	87%	81%	85%	83%
				*			*						
	375	52	45	24	179	41	34	96	52	109	91	117	258
Strongly agree	32%	34%	33%	35%	38%	16%	36%	33%	25%	35%	35%	35%	30%
		E	E	E*	E		E*			H	H		
	620	82	66	37	217	169	48	145	129	161	119	169	450
Somewhat agree	52%	53%	47%	54%	46%	65%	52%	49%	61%	52%	46%	50%	53%
				*		ABDF	*		GJ				
	190	21	28	8	72	50	11	55	29	40	48	49	140
Bottom 2 Box (Net)	16%	14%	20%	11%	15%	19%	12%	19%	14%	13%	19%	15%	17%
				*			*						
	169	19	21	8	63	47	11	45	26	37	46	47	122
Somewhat disagree	14%	12%	15%	11%	14%	18%	12%	15%	12%	12%	18%	14%	14%
				*			*				I		
	21	2	7	-	9	3	-	10	3	3	2	2	19
Strongly disagree	2%	1%	5%	-	2%	1%	-	3%	2%	1%	1%	1%	2%
			EF	*			*	J					
	1185	155	140	69	468	259	94	296	210	310	258	336	849
Sigma	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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Top 2 Box (Net)	841	119	99	55	327	170	70	197	151	222	193	240	602
	71%	77%	71%	80%	70%	66%	75%	67%	72%	72%	75%	71%	71%
		E		E*			*						
Strongly agree	320	50	36	31	131	46	25	84	51	84	80	98	223
	27%	32%	26%	44%	28%	18%	27%	28%	24%	27%	31%	29%	26%
		E		BDEF*	E		*						
Somewhat agree	521	69	63	25	196	124	45	113	100	138	113	142	379
	44%	44%	45%	36%	42%	48%	48%	38%	48%	45%	44%	42%	45%
				*			*						
Bottom 2 Box (Net)	343	36	41	14	140	89	23	99	59	88	65	97	247
	29%	23%	29%	20%	30%	34%	25%	33%	28%	28%	25%	29%	29%
				*		AC	*						
Somewhat disagree	300	33	35	11	118	83	19	88	52	78	52	83	217
	25%	21%	25%	16%	25%	32%	21%	30%	25%	25%	20%	25%	26%
				*		AC	*	J					
Strongly disagree	44	3	6	3	23	6	4	11	7	9	12	13	30
	4%	2%	4%	4%	5%	2%	4%	4%	4%	3%	5%	4%	4%
				*			*						
Sigma	1185	155	140	69	468	259	94	296	210	310	258	336	849
	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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Top 2 Box (Net)	895	114	110	61	353	185	73	220	164	239	192	263	632
	76%	73%	79%	88%	75%	71%	78%	74%	78%	77%	75%	78%	74%
				ADE*			*						
Strongly agree	252	32	24	14	119	40	24	54	47	77	57	74	178
	21%	21%	17%	20%	25%	15%	26%	18%	22%	25%	22%	22%	21%
				*	E		E*						
Somewhat agree	643	81	86	47	234	146	48	166	117	162	135	189	454
	54%	52%	62%	68%	50%	56%	52%	56%	56%	52%	53%	56%	54%
			D	ADF*			*						
Bottom 2 Box (Net)	290	42	30	8	115	74	21	76	46	71	65	73	216
	24%	27%	21%	12%	25%	29%	22%	26%	22%	23%	25%	22%	26%
		C		*	C	C	*						
Somewhat disagree	261	38	24	8	104	71	18	64	42	62	62	66	195
	22%	24%	17%	11%	22%	27%	19%	22%	20%	20%	24%	20%	23%
		C		*	C	BC	*						
Strongly disagree	29	4	6	1	11	3	3	13	3	9	3	7	22
	2%	3%	4%	1%	2%	1%	4%	4%	2%	3%	1%	2%	3%
				*			*						
Sigma	1185	155	140	69	468	259	94	296	210	310	258	336	849
	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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Top 2 Box (Net)	900	131	107	63	365	165	69	217	167	240	199	243	657
	76%	84%	77%	91%	78%	64%	74%	73%	80%	78%	77%	72%	77%
		E	E	BDEF*	E		*						
Strongly agree	282	45	35	24	122	39	18	78	38	84	69	81	201
	24%	29%	25%	35%	26%	15%	19%	26%	18%	27%	27%	24%	24%
		E	E	EF*	E		*			H	H		
Somewhat agree	618	86	73	39	243	127	52	139	129	156	129	162	456
	52%	55%	52%	56%	52%	49%	55%	47%	62%	50%	50%	48%	54%
				*			*		GIJ				
Bottom 2 Box (Net)	284	25	32	6	103	94	24	80	43	69	59	93	192
	24%	16%	23%	9%	22%	36%	26%	27%	20%	22%	23%	28%	23%
			C	*	C	ABCD	C*						
Somewhat disagree	265	25	29	6	93	90	23	71	39	69	56	91	174
	22%	16%	21%	8%	20%	35%	24%	24%	18%	22%	22%	27%	21%
			C	*	C	ABCD	C*					L	
Strongly disagree	19	-	3	1	10	4	2	8	4	1	3	2	17
	2%	-	2%	1%	2%	1%	2%	3%	2%	*	1%	1%	2%
				*			*	I					
Sigma	1185	155	140	69	468	259	94	296	210	310	258	336	849
	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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Top 2 Box (Net)	931	119	114	54	377	190	76	233	174	237	190	275	655
	79%	76%	82%	78%	81%	73%	81%	78%	83%	77%	74%	82%	77%
				*	E		*		J				
Strongly agree	428	55	57	30	201	56	29	111	62	123	89	123	306
	36%	36%	41%	44%	43%	21%	31%	37%	30%	40%	34%	37%	36%
		E	E	E*	EF		*			H			
Somewhat agree	502	63	57	24	176	135	47	122	111	114	102	153	349
	42%	41%	41%	34%	38%	52%	51%	41%	53%	37%	39%	45%	41%
				*		ACD	CD*		GIJ				
Bottom 2 Box (Net)	254	37	25	15	91	69	17	64	36	73	68	61	193
	21%	24%	18%	22%	19%	27%	19%	22%	17%	23%	26%	18%	23%
				*		D	*				H		
Somewhat disagree	206	34	17	14	69	58	14	53	28	61	52	51	156
	17%	22%	12%	21%	15%	22%	15%	18%	13%	20%	20%	15%	18%
		B		*		BD	*						
Strongly disagree	48	3	9	1	22	11	3	11	8	12	16	10	37
	4%	2%	6%	1%	5%	4%	4%	4%	4%	4%	6%	3%	4%
				*			*						
Sigma	1185	155	140	69	468	259	94	296	210	310	258	336	849
	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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Top 2 Box (Net)	894	112	104	45	348	214	71	199	163	242	196	264	630
	75%	72%	75%	66%	74%	83%	76%	67%	78%	78%	76%	79%	74%
				*		ACD	*		G	G	G		
Strongly agree	185	26	26	9	76	35	13	43	35	47	46	68	117
	16%	17%	19%	13%	16%	13%	14%	15%	16%	15%	18%	20%	14%
				*			*					L	
Somewhat agree	709	86	78	36	272	179	58	156	129	195	150	196	513
	60%	55%	56%	53%	58%	69%	62%	53%	61%	63%	58%	58%	60%
				*		ABCD	*			G			
Bottom 2 Box (Net)	291	44	36	24	120	45	22	97	47	68	62	72	218
	25%	28%	25%	34%	26%	17%	24%	33%	22%	22%	24%	21%	26%
		E		E*	E		*	HIJ					
Somewhat disagree	245	36	31	22	94	42	19	76	41	59	54	62	183
	21%	23%	22%	32%	20%	16%	21%	26%	20%	19%	21%	19%	22%
				DE*			*						
Strongly disagree	46	7	5	1	26	3	3	21	6	9	7	10	36
	4%	5%	3%	2%	6%	1%	3%	7%	3%	3%	3%	3%	4%
				*	E		*	HIJ					
Sigma	1185	155	140	69	468	259	94	296	210	310	258	336	849
	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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
I enjoy the process of shopping for and purchasing a vehicle from a car dealership	672	82	75	28	250	187	51	176	124	177	148	220	452
	57%	52%	54%	41%	53%	72%	55%	59%	59%	57%	57%	65%	53%
				*	C	ABCDF	*					L	
I wish the process of shopping for and purchasing a car was easier	995	134	112	61	396	210	82	242	181	270	210	287	708
	84%	86%	80%	89%	85%	81%	88%	81%	86%	87%	81%	85%	83%
				*			*						
I would prefer not to negotiate with commissioned sales people	841	119	99	55	327	170	70	197	151	222	193	240	602
	71%	77%	71%	80%	70%	66%	75%	67%	72%	72%	75%	71%	71%
		E		E*			*						
I would prefer spending less time visiting dealerships to find the right car	895	114	110	61	353	185	73	220	164	239	192	263	632
	76%	73%	79%	88%	75%	71%	78%	74%	78%	77%	75%	78%	74%
				ADE*			*						
I believe there is a lack of transparency between sales reps and customers	900	131	107	63	365	165	69	217	167	240	199	243	657
	76%	84%	77%	91%	78%	64%	74%	73%	80%	78%	77%	72%	77%
		E	E	BDEF*	E		*						
When visiting car dealerships, I prefer to bring someone with me	931	119	114	54	377	190	76	233	174	237	190	275	655
	79%	76%	82%	78%	81%	73%	81%	78%	83%	77%	74%	82%	77%
				*	E		*		J				
When purchasing a vehicle from a dealership, I felt that the sales person provided me with adequate information on the vehicle's history	894	112	104	45	348	214	71	199	163	242	196	264	630
	75%	72%	75%	66%	74%	83%	76%	67%	78%	78%	76%	79%	74%
				*		ACD	*		G	G	G		

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
I enjoy the process of shopping for and purchasing a vehicle from a car dealership	512	74	65	41	218	72	42	121	86	133	110	116	396
	43%	48%	46%	59%	47%	28%	45%	41%	41%	43%	43%	35%	47%
		E	E	DE*	E		E*						K
I wish the process of shopping for and purchasing a car was easier	190	21	28	8	72	50	11	55	29	40	48	49	140
	16%	14%	20%	11%	15%	19%	12%	19%	14%	13%	19%	15%	17%
				*			*						
I would prefer not to negotiate with commissioned sales people	343	36	41	14	140	89	23	99	59	88	65	97	247
	29%	23%	29%	20%	30%	34%	25%	33%	28%	28%	25%	29%	29%
				*		AC	*						
I would prefer spending less time visiting dealerships to find the right car	290	42	30	8	115	74	21	76	46	71	65	73	216
	24%	27%	21%	12%	25%	29%	22%	26%	22%	23%	25%	22%	26%
		C		*	C	C	*						
I believe there is a lack of transparency between sales reps and customers	284	25	32	6	103	94	24	80	43	69	59	93	192
	24%	16%	23%	9%	22%	36%	26%	27%	20%	22%	23%	28%	23%
			C	*	C	ABCD	C*						
When visiting car dealerships, I prefer to bring someone with me	254	37	25	15	91	69	17	64	36	73	68	61	193
	21%	24%	18%	22%	19%	27%	19%	22%	17%	23%	26%	18%	23%
				*		D	*				H		
When purchasing a vehicle from a dealership, I felt that the sales person provided me with adequate information on the vehicle's history	291	44	36	24	120	45	22	97	47	68	62	72	218
	25%	28%	25%	34%	26%	17%	24%	33%	22%	22%	24%	21%	26%
		E		E*	E		*	HIJ					

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**971**	**121**	**115**	**72**	**393**	**183**	**87**	**212**	**182**	**254**	**224**	**292**	**679**
Base: All Answering (wtd)	**931**	**119**	**114**	**54**	**377**	**190**	**76**	**233**	**174**	**237**	**190**	**275**	**655**
I feel like I'm taken more seriously with another person present	331	39	39	19	151	55	28	90	64	86	58	88	243
	36%	33%	34%	36%	40%	29%	36%	39%	37%	36%	30%	32%	37%
			*	*	E		*						
I like to have support when negotiating with salespeople	462	64	55	30	207	68	38	94	78	134	117	142	320
	50%	54%	48%	56%	55%	36%	49%	40%	45%	57%	61%	52%	49%
		E	*	E*	E		*			GH	GH		
I lack automotive experience and prefer to bring someone who is well-versed to avoid purchasing unnecessary options	400	50	45	30	168	73	35	112	74	110	61	118	283
	43%	42%	39%	55%	44%	38%	46%	48%	42%	46%	32%	43%	43%
			*	E*			*	J	J	J			
I feel more comfortable with a member of the opposite sex with me	261	30	32	13	107	61	18	70	49	65	49	77	184
	28%	25%	28%	24%	28%	32%	24%	30%	28%	28%	26%	28%	28%
			*	*			*						
Other	64	12	14	3	19	10	6	14	10	16	17	13	50
	7%	10%	12%	6%	5%	5%	7%	6%	6%	7%	9%	5%	8%
			DE*	*			*						
Sigma	1518	195	185	95	652	266	124	381	275	412	302	438	1080
	163%	164%	162%	176%	173%	140%	163%	164%	158%	174%	159%	159%	165%

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**536**	**73**	**53**	**32**	**194**	**136**	**48**	**85**	**92**	**151**	**158**	**169**	**367**
Base: All Answering (wtd)	**522**	**74**	**52**	**24**	**183**	**145**	**43**	**95**	**88**	**144**	**147**	**161**	**361**
	138	13	13	3	55	45	10	27	23	37	36	37	101
Excellent	26%	17%	24%	11%	30%	31%	22%	28%	26%	26%	25%	23%	28%
		*	*	**			*	*	*				
	341	51	35	17	110	97	32	57	55	99	100	116	226
Good	65%	70%	67%	69%	60%	67%	73%	60%	63%	68%	68%	72%	62%
		*	*	**			*	*	*				
	32	9	1	5	14	2	1	9	6	7	10	7	25
Poor	6%	12%	2%	20%	8%	2%	3%	10%	6%	5%	7%	4%	7%
		E*	*	**	E		*	*	*				
	10	1	4	-	4	1	1	3	4	2	1	1	10
Terrible	2%	1%	7%	-	2%	1%	2%	3%	4%	1%	1%	*	3%
		*	E*	**			*	*	*				
	522	74	52	24	183	145	43	95	88	144	147	161	361
Sigma	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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**536**	**73**	**53**	**32**	**194**	**136**	**48**	**85**	**92**	**151**	**158**	**169**	**367**
Base: All Answering (wtd)	**522**	**74**	**52**	**24**	**183**	**145**	**43**	**95**	**88**	**144**	**147**	**161**	**361**
I wish I had more vehicle history information before visiting the dealership	112	21	9	6	42	24	10	20	18	34	27	34	78
	21%	28%	18%	26%	23%	16%	22%	21%	20%	23%	18%	21%	22%
		*	*	**			*	*	*				
I wish I had better pictures and videos of the vehicle before visiting the dealership	72	11	12	3	30	8	8	18	12	20	18	30	42
	14%	15%	23%	14%	16%	5%	18%	19%	14%	14%	12%	19%	12%
		E*	E*	**	E		E*	*	*			L	
I wish there was more transparency around the vehicle price and valuation	159	18	19	10	53	40	18	29	25	47	46	51	108
	30%	25%	36%	41%	29%	28%	43%	31%	29%	32%	31%	32%	30%
		*	*	**			*	*	*				
I wish I had access to the vehicle's CarFax report	76	9	1	4	33	20	9	18	14	24	17	26	51
	15%	12%	1%	17%	18%	14%	21%	19%	16%	17%	12%	16%	14%
		B*	*	**	B	B	B*	*	*				
Other	22	2	1	2	12	5	1	8	2	4	7	3	18
	4%	3%	1%	8%	6%	3%	3%	8%	3%	3%	5%	2%	5%
		*	*	**			*	*	*				
I received all the information I needed to make my decision confidently	234	35	24	7	85	71	12	38	37	62	71	68	166
	45%	48%	47%	28%	46%	49%	28%	40%	41%	43%	48%	42%	46%
		*	*	**		F	*	*	*				
Sigma	676	97	66	33	255	167	58	132	108	191	186	213	462
	129%	130%	126%	135%	139%	115%	135%	139%	122%	132%	127%	132%	128%

When visiting a car dealership, I feel that…

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Sales people have more information than they are providing to me	456	55	55	29	189	87	42	116	79	128	95	119	337
	39%	35%	39%	42%	40%	34%	45%	39%	38%	41%	37%	35%	40%
				*			*						
I'm often upsold on features or financing that I'm unfamiliar with	248	29	36	16	97	52	18	60	41	72	54	80	168
	21%	18%	26%	23%	21%	20%	20%	20%	20%	23%	21%	24%	20%
				*			*						
Commissioned sales people prevent me from feeling in control when purchasing a used vehicle	328	40	42	30	147	49	20	72	51	103	75	89	239
	28%	26%	30%	43%	31%	19%	21%	24%	24%	33%	29%	27%	28%
			E	ADEF*	E		*			GH			
I always go in knowing exactly what I want	345	42	41	15	126	88	33	80	66	88	81	86	260
	29%	27%	29%	22%	27%	34%	35%	27%	31%	28%	31%	26%	31%
				*			*						
I ask as many questions as I need and feel comfortable negotiating a fair price	537	62	69	27	218	108	53	113	101	158	120	144	393
	45%	40%	50%	39%	47%	42%	56%	38%	48%	51%	46%	43%	46%
				*			ACE*		G	G			
I enjoy the experience and feel like I'm totally in control	153	19	20	5	71	31	7	39	27	36	39	48	105
	13%	12%	14%	7%	15%	12%	7%	13%	13%	12%	15%	14%	12%
				*			*						
None of the above	83	12	6	8	32	19	5	33	14	7	12	21	61
	7%	8%	4%	12%	7%	7%	6%	11%	7%	2%	5%	6%	7%
				B*			*	IJ	I				
Sigma	2150	258	269	130	881	434	178	513	379	592	477	587	1563
	181%	166%	193%	189%	188%	168%	190%	173%	181%	191%	185%	175%	184%

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
More transparent pricing options	690	95	81	42	291	130	50	161	120	183	164	184	506
	58%	61%	58%	61%	62%	50%	54%	54%	57%	59%	63%	55%	60%
				*	E		*						
To not have to interact with commission-based sales people	440	66	53	34	191	69	27	88	87	124	104	112	328
	37%	42%	38%	49%	41%	27%	29%	30%	42%	40%	40%	33%	39%
		E	E	EF*	EF		*		G	G	G		
The option to test drive the car for multiple days	445	54	62	35	176	84	33	121	68	117	92	139	306
	38%	35%	45%	51%	38%	33%	35%	41%	32%	38%	36%	41%	36%
			E	ADE*			*						
More online options to skip the dealership all together	381	50	47	20	171	71	23	96	64	100	86	118	263
	32%	32%	34%	29%	36%	27%	25%	32%	31%	32%	33%	35%	31%
				*	EF		*						
Nothing, the current dealership experience makes sense	138	13	17	8	46	39	15	44	26	32	19	34	104
	12%	8%	12%	12%	10%	15%	16%	15%	13%	10%	7%	10%	12%
				*			*	J					
Sigma	2094	277	260	139	875	394	149	510	365	556	465	587	1508
	177%	178%	186%	202%	187%	152%	159%	172%	174%	179%	180%	175%	178%

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Yes (Net)	605	80	75	42	247	121	40	160	102	158	132	183	422
	51%	51%	54%	61%	53%	47%	43%	54%	49%	51%	51%	54%	50%
				EF*			*						
Yes, I felt taken advantage of	253	26	31	17	105	53	20	74	40	69	52	72	181
	21%	17%	23%	25%	22%	20%	21%	25%	19%	22%	20%	21%	21%
				*			*						
Yes, my inexperience with vehicles makes me a good target for commissioned based sales people to upsell to	221	23	35	16	98	36	14	60	43	53	42	67	154
	19%	15%	25%	23%	21%	14%	15%	20%	21%	17%	16%	20%	18%
			AE	*	E		*						
Yes, I don't trust salespeople	316	51	38	26	125	55	20	74	46	91	79	90	226
	27%	33%	27%	38%	27%	21%	21%	25%	22%	29%	31%	27%	27%
		E		EF*			*				H		
No (Net)	644	84	71	32	255	146	55	150	115	172	142	179	465
	54%	54%	51%	46%	54%	56%	59%	50%	55%	55%	55%	53%	55%
				*			*						
No, I didn't know where else to look	158	23	16	8	76	22	12	42	19	44	32	50	108
	13%	15%	12%	12%	16%	9%	12%	14%	9%	14%	12%	15%	13%
				*	E		*						
No, my experiences have been negative, but it's all part of the car-buying experience	149	26	15	8	58	26	15	32	30	39	38	46	102
	13%	17%	11%	12%	12%	10%	16%	11%	14%	13%	15%	14%	12%
				*			*						
No, past experiences have been positive and enjoyable	360	40	40	17	132	101	30	84	70	93	78	96	265
	30%	26%	29%	24%	28%	39%	32%	28%	33%	30%	30%	28%	31%
				*		ACD	*						
Sigma	1457	190	175	92	595	293	111	366	248	389	322	421	1036
	123%	122%	126%	134%	127%	113%	118%	123%	118%	126%	125%	125%	122%

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Online marketplaces like AutoTrader or CarGurus.ca	512	80	67	33	211	83	38	125	86	128	121	164	348
	43%	52%	48%	48%	45%	32%	41%	42%	41%	41%	47%	49%	41%
		E	E	E*	E		*					L	
Online car-buying retailers like Clutch.ca, CarDoor, Canada Drives etc.	295	41	39	16	136	46	18	65	57	79	76	104	192
	25%	26%	28%	24%	29%	18%	19%	22%	27%	26%	30%	31%	23%
			E	*	E		*					L	
I visit dealerships and speak to sales people directly	706	93	86	33	266	169	59	155	124	189	168	184	522
	60%	60%	62%	48%	57%	65%	63%	52%	59%	61%	65%	55%	62%
				*		C	*				G		K
Directly from private sellers I meet on Kijiji, Facebook Marketplace, friends or family	320	41	47	33	118	56	26	97	54	96	52	100	219
	27%	26%	33%	47%	25%	21%	27%	33%	26%	31%	20%	30%	26%
			E	ADEF*			*	J		J			
Car manufacturer's websites	12	3	1	-	5	2	1	2	-	5	4	2	11
	1%	2%	1%	-	1%	1%	1%	1%	-	2%	2%	1%	1%
				*			*						
Online (unspecified)/ Google	24	3	2	1	7	7	4	9	3	3	7	6	19
	2%	2%	2%	1%	2%	3%	4%	3%	2%	1%	3%	2%	2%
				*			*						
Other	9	4	3	1	1	1	-	4	1	-	3	1	9
	1%	2%	2%	2%	*	*	-	1%	*	-	1%	*	1%
		D	D	D*			*						
Nothing	1	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	*	-	-	-	-	*	-	-	*
				*			*						
Don't know/ Not Stated	1	-	-	-	1	1	-	1	-	-	-	-	1
	*	-	-	-	*	*	-	*	-	-	-	-	*
				*			*						
Sigma	1881	265	245	117	745	363	146	459	325	501	432	560	1321
	159%	171%	175%	170%	159%	140%	156%	155%	155%	162%	168%	167%	156%

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Access to high-quality images of the interior, exterior, and existing vehicle flaws	423	58	56	22	181	71	35	114	68	98	115	134	289
	36%	38%	40%	32%	39%	27%	37%	38%	32%	32%	45%	40%	34%
		E	E	*	E		*				HI		
Access to view owner history, vehicle service history, accident reports, any active recalls, kms driven etc.	458	63	61	25	186	84	39	117	85	115	108	145	312
	39%	40%	44%	36%	40%	32%	42%	40%	40%	37%	42%	43%	37%
			E	*			*						
Access to speak with a customer support person when choosing my vehicle so I can ask questions	357	48	48	19	144	65	32	94	60	89	79	116	241
	30%	31%	35%	27%	31%	25%	35%	32%	29%	29%	31%	35%	28%
				*			*						
Given reassurance that I'll be able to return the vehicle if I'm not entirely happy with it	445	58	63	25	178	82	38	124	81	106	102	139	306
	38%	37%	45%	37%	38%	31%	41%	42%	39%	34%	39%	41%	36%
			E	*			*						
I would not feel comfortable purchasing a vehicle online without seeing it in person first	462	61	52	34	169	117	30	93	81	128	99	98	364
	39%	39%	37%	49%	36%	45%	32%	31%	38%	41%	39%	29%	43%
				DF*		DF	*			G			K
Sigma	2145	288	280	125	859	418	175	542	375	536	502	633	1512
	181%	185%	201%	181%	184%	161%	187%	183%	179%	173%	195%	188%	178%

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
The Delorean	125	15	16	10	49	31	5	40	21	31	26	38	88
	11%	9%	12%	14%	11%	12%	5%	13%	10%	10%	10%	11%	10%
				F*			*						
Batmobile	178	27	15	7	89	31	9	45	40	40	30	60	118
	15%	17%	11%	11%	19%	12%	10%	15%	19%	13%	12%	18%	14%
				*	BEF		*		J				
James Bond's 1964 Aston Martin DB5	318	55	32	20	125	66	22	55	47	93	91	87	231
	27%	35%	23%	28%	27%	25%	23%	19%	23%	30%	35%	26%	27%
		B		*			*			G	GH		
The Gigahorse, Mad Max	33	4	9	1	11	5	2	6	7	15	6	16	17
	3%	2%	7%	2%	2%	2%	3%	2%	3%	5%	2%	5%	2%
			DE	*			*					L	
1969 Mustang, John Wick	342	36	38	22	121	86	39	91	57	84	81	87	255
	29%	23%	27%	31%	26%	33%	42%	31%	27%	27%	32%	26%	30%
				*		A	ABD*						
1966 Ford Thunderbird, Thelma & Louise	90	14	15	4	33	18	8	26	18	24	13	26	64
	8%	9%	11%	5%	7%	7%	8%	9%	9%	8%	5%	8%	8%
				*			*						
1948 Ford De Luxe Convertible, Greased Lightning, Grease	97	6	15	5	40	23	9	34	20	24	11	22	75
	8%	4%	10%	8%	8%	9%	10%	12%	9%	8%	4%	6%	9%
			A	*			*	J	J				
Sigma	1185	155	140	69	468	259	94	296	210	310	258	336	849
	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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	**1207**	**154**	**137**	**89**	**475**	**248**	**104**	**260**	**218**	**326**	**290**	**348**	**859**
Base: All Answering (wtd)	**1185**	**155**	**140**	**69**	**468**	**259**	**94**	**296**	**210**	**310**	**258**	**336**	**849**
Justin Bieber	45	8	3	3	22	8	1	15	6	8	13	14	31
	4%	5%	2%	4%	5%	3%	1%	5%	3%	2%	5%	4%	4%
				*			*						
William Shatner	67	8	8	6	22	16	6	18	15	11	15	9	58
	6%	5%	5%	9%	5%	6%	7%	6%	7%	4%	6%	3%	7%
				*			*						K
Ryan Gosling	61	4	7	-	28	14	8	17	11	14	10	22	39
	5%	3%	5%	-	6%	5%	8%	6%	5%	4%	4%	6%	5%
				*	C		C*						
Ryan Reynolds	328	58	55	21	128	43	23	60	55	93	83	116	212
	28%	37%	39%	31%	27%	16%	24%	20%	26%	30%	32%	35%	25%
		DE	DEF	E*	E		*			G	G	L	
Celine Dion	92	8	7	2	27	46	3	25	14	21	22	21	71
	8%	5%	5%	3%	6%	18%	3%	9%	7%	7%	9%	6%	8%
				*		ABCDF	*						
Drake	73	8	5	1	32	17	10	29	14	20	6	33	40
	6%	5%	3%	2%	7%	7%	10%	10%	7%	7%	2%	10%	5%
				*			BC*	J	J	J		L	
Seth Rogan	96	14	12	10	45	10	6	33	13	27	17	36	59
	8%	9%	8%	14%	10%	4%	6%	11%	6%	9%	7%	11%	7%
				E*	E		*					L	
Michael Buble	76	9	9	4	27	18	9	15	18	17	17	12	64
	6%	6%	6%	6%	6%	7%	9%	5%	9%	6%	6%	4%	7%
				*			*						K
Simu Liu	28	5	4	1	15	3	-	5	6	5	7	7	21
	2%	3%	3%	2%	3%	1%	-	2%	3%	2%	3%	2%	2%
				*			*						
Catherine O'Hara & Annie Murphy	27	2	1	3	16	3	2	6	8	6	6	4	23
	2%	1%	*	5%	3%	1%	3%	2%	4%	2%	2%	1%	3%
				BE*			*						
Eugene & Dan Levy	43	8	5	6	20	-	4	8	3	14	12	8	35
	4%	5%	4%	9%	4%	-	4%	3%	1%	5%	5%	2%	4%
		E	E	E*	E		E*				H		
Shania Twain	181	12	19	10	59	63	19	39	39	51	41	34	147
	15%	8%	13%	15%	13%	24%	20%	13%	19%	17%	16%	10%	17%
				*		ABD	A*						K
Avril Lavigne	69	10	6	-	29	19	4	25	9	22	9	19	50
	6%	7%	4%	-	6%	7%	4%	9%	4%	7%	3%	6%	6%
		C		*	C	C	*	J					
Sigma	1185	155	140	69	468	259	94	296	210	310	258	336	849
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%