



Automotive Products Monitored by CAAM

Motor oil
Coolant and Antifreeze
Oil filter
Cabin air filter
Engine air filter
Spark Plug
Tires
Automotive Battery

CAAM

CANADIAN
AUTOMOTIVE
AFTERMARKET
MONITOR
SYNDICATED

CAAM can help you answer questions like these.

How do Canadians service their vehicles?

What is important when looking for a service provider?

How satisfied are Canadians with their service providers?

How is my market share performing?

What is CAAM?

CAAM is a syndicated consumer research program designed to monitor how Canadian vehicle owners service their vehicles and examine their buying behaviour on a selected group of automotive products.

- Information is collected online from a representative and responsive panel of Canadian vehicle owners.
- Surveys are conducted each calendar quarter, ongoing from January 2010
- Study respondents are asked to provide detailed information on all their DIY and DIFM activity over a three month period.
- CAAM is a large consumer research study. Each quarter a minimum of 3,500 respondents are recruited (about 14,000 respondents per year).

For more information about CAAM,
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