

1. Have you ever bought a used car?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1035	A	B	C	D	E	F	G	H	I	J	K
Weighted	1035	143	93	76	330	316	77	231	309	495	185	850
		137	106*	67*	396	253	77*	237	313	485	230	805
Yes (NET)	811	116	89	62	300	182	62	178	247	387	182	629
	78%	85%	85%	93%	76%	72%	81%	75%	79%	80%	79%	78%
		DE	E	DE								
Yes from a private individual	199	27	29	12	48	71	12	64	49	87	47	152
	19%	20%	28%	17%	12%	28%	16%	27%	16%	18%	21%	19%
		D	D	D				HI				
Yes from a used car dealer	349	39	29	25	160	68	28	71	110	168	83	266
	34%	29%	28%	37%	40%	27%	37%	30%	35%	35%	36%	33%
				ABE								
Yes, both from a private individual and a used car dealer	263	50	31	26	92	43	22	44	88	132	52	211
	25%	37%	29%	38%	23%	17%	28%	18%	28%	27%	23%	26%
		DE	E	DE				G	G			
No (NET)	224	20	16	5	96	71	15	59	66	98	49	175
	22%	15%	15%	7%	24%	28%	19%	25%	21%	20%	21%	22%
				AC	ABC							
No and I would not consider purchasing a used car in the future	122	11	9	0	45	51	6	30	39	53	29	93
	12%	8%	9%	-	11%	20%	8%	13%	12%	11%	13%	12%
		C	C	C	C	ABCDF	C					
No but I would consider purchasing one in the future	101	10	7	5	52	20	9	29	27	46	19	82
	10%	7%	6%	7%	13%	8%	11%	12%	9%	9%	8%	10%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

2. In your experience, how reliable is a used car?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Have bought/would consider used car	898	129	84	76	293	247	69	199	267	432	159	739
Weighted	913	126*	96*	67*	351	202	70*	207	274	432	201	711
Very reliable	339	48	42	31	150	40	28	66	103	170	73	265
	37%	38%	44%	46%	43%	20%	39%	32%	38%	39%	37%	37%
Somewhat reliable		E	E	E	E	E	E					
	508	73	49	34	179	135	39	120	153	235	112	396
	56%	58%	51%	50%	51%	67%	55%	58%	56%	54%	56%	56%
Not very reliable						BCD						
	55	5	4	2	19	21	4	18	15	22	12	43
	6%	4%	5%	3%	5%	10%	5%	9%	5%	5%	6%	6%
Not reliable						D						
	11	0	1	1	4	6	0	3	3	6	4	8
	1%	-	1%	1%	1%	3%	-	1%	1%	1%	2%	1%
Summary												
Top2Box (Very/Somewhat reliable)	846	121	91	65	329	175	66	186	256	404	185	661
	93%	96%	94%	96%	93%	87%	95%	90%	94%	94%	92%	93%
Low2Box (Not very /Not reliable)		E		E	E							
	67	5	5	2	23	27	4	21	17	28	16	51
	7%	4%	6%	4%	7%	13%	5%	10%	6%	6%	8%	7%
ACD												

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

3. Which of the following steps have you taken to assess the condition of a used car that you have purchased?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Have bought used car	828	A	B	C	D	E	F	G	H	I	J	K
Weighted	811	124	79	73	262	226	64	180	249	399	146	682
		116*	89*	62*	300	182	62*	178	247	387	182	629
Checked to make sure the car was clean inside and out	596	90	61	41	231	124	49	124	177	295	141	455
	73%	78%	68%	66%	77%	68%	80%	70%	72%	76%	78%	72%
Evaluated the condition of the exterior paint	535	90	62	45	214	81	43	106	161	269	113	422
	66%	77%	69%	73%	71%	45%	70%	60%	65%	69%	62%	67%
Evaluated the condition of the tires	E	E	E	E	E	E	E	G				
	524	88	67	45	208	72	44	108	156	260	112	412
	65%	76%	75%	72%	69%	40%	71%	60%	63%	67%	62%	65%
	E	E	E	E	E	E	E					
Acquired a copy of the car history report (for example, from CarProof or CarFax).	375	67	28	30	157	68	24	80	125	170	87	288
	46%	58%	32%	49%	52%	37%	39%	45%	51%	44%	48%	46%
Identified if the car has a timing belt and determined the last time it was changed	DE											
	240	50	26	22	79	43	19	59	74	107	56	183
None of the above	30%	43%	29%	35%	26%	24%	31%	33%	30%	28%	31%	29%
	94	13	12	6	31	25	8	20	31	44	21	73
	12%	11%	14%	9%	10%	14%	12%	11%	12%	11%	12%	12%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

4. When it comes to purchasing your next car, which of the following are you considering?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1035	A	B	C	D	E	F	G	H	I	J	K
Weighted	1035	143	93	76	330	316	77	231	309	495	185	850
		137	106*	67*	396	253	77*	237	313	485	230	805
A new car	508	72	53	33	191	121	38	92	146	270	100	408
	49%	53%	50%	49%	48%	48%	50%	39%	47%	56%	43%	51%
A used car	465	59	44	31	183	112	35	133	138	194	107	358
	45%	44%	42%	46%	46%	44%	46%	56%	44%	40%	46%	45%
A car about the same price as the one I currently own/lease	297	43	36	22	120	61	15	51	93	153	62	235
	29%	31%	34%	33%	30%	24%	19%	22%	30%	32%	27%	29%
A more expensive car than the one I currently own/lease	101	20	15	5	34	17	10	26	23	52	22	79
	10%	15%	14%	7%	9%	7%	14%	11%	7%	11%	10%	10%
A less expensive car than the one I currently own/lease	74	11	2	3	38	13	7	15	20	39	13	61
	7%	8%	2%	5%	10%	5%	9%	6%	6%	8%	6%	8%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

5. If you were looking to purchase a used car, where would you look to purchase the car?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1035	A	B	C	D	E	F	G	H	I	J	K
Weighted	1035	143	93	76	330	316	77	231	309	495	185	850
		137	106*	67*	396	253	77*	237	313	485	230	805
A used car dealership	633	87	64	42	264	118	58	155	199	279	143	490
	61%	64%	61%	63%	66%	47%	75%	65%	64%	57%	62%	61%
		E	E	E	E		E					
Net online	528	73	61	24	183	142	44	118	138	272	121	406
	51%	54%	57%	36%	46%	56%	58%	50%	44%	56%	53%	51%
		C	C			CD	C			H		
A used car or dealer website	399	60	44	16	132	110	38	78	120	201	94	305
	39%	44%	42%	23%	33%	44%	50%	33%	39%	41%	41%	38%
		C	C			CD	CD					
An online classifieds website	338	46	43	17	111	93	28	94	77	167	79	259
	33%	34%	41%	26%	28%	37%	36%	40%	25%	34%	34%	32%
		D				D		H		H		
From another individual	336	51	36	27	116	81	25	95	97	144	70	266
	32%	37%	34%	40%	29%	32%	33%	40%	31%	30%	30%	33%
								I				
A print publication like a magazine or newspaper with used car listings	281	54	31	16	92	65	24	76	82	123	64	218
	27%	39%	30%	23%	23%	26%	32%	32%	26%	25%	28%	27%
		CDE										
None of the above	99	17	13	4	36	27	3	15	34	49	19	80
	10%	12%	12%	6%	9%	11%	3%	6%	11%	10%	8%	10%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

6. Under what conditions would you buy a used vehicle if it meant owning your dream car (sports car, luxury vehicle, classic car)?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1035	A	B	C	D	E	F	G	H	I	J	K
Weighted	1035	143	93	76	330	316	77	231	309	495	185	850
		137	106*	67*	396	253	77*	237	313	485	230	805
If I thought it was in good condition	638	90	68	42	242	145	51	152	185	301	147	491
	62%	66%	64%	63%	61%	58%	66%	64%	59%	62%	64%	61%
If I thought the previous owner took good care of it	634	99	65	42	250	124	55	155	182	297	133	501
	61%	72%	61%	63%	63%	49%	72%	65%	58%	61%	58%	62%
If it made it easier to afford	E	E	E	E	E	E	E	E	E	E	E	E
	522	56	56	35	210	116	49	133	136	253	123	400
	50%	41%	53%	53%	53%	46%	64%	56%	44%	52%	53%	50%
If I thought it would jump start a romantic relationship	A	A	A	A	A	A	AE	H		H		
	15	0	0	1	10	4	0	4	6	5	3	12
	1%	-	-	2%	2%	2%	-	2%	2%	1%	1%	2%
None of the above	135	18	14	11	54	33	6	27	47	62	24	111
	13%	13%	14%	16%	14%	13%	8%	11%	15%	13%	11%	14%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

7. Have you ever sold a car to another individual?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1035	A	B	C	D	E	F	G	H	I	J	K
Weighted	1035	143	93	76	330	316	77	231	309	495	185	850
		137	106*	67*	396	253	77*	237	313	485	230	805
Yes (NET)	541	79	59	54	183	112	54	105	162	274	107	435
	52%	58%	56%	81%	46%	44%	70%	44%	52%	57%	46%	54%
		DE		ABDE			DE			G		
Yes, to someone I knew or through a friend	375	52	37	44	126	79	37	78	116	181	63	312
	36%	38%	35%	66%	32%	31%	48%	33%	37%	37%	27%	39%
				ABDEF			DE					J
Yes, using an online website	86	15	11	5	26	24	4	17	19	49	24	62
	8%	11%	11%	7%	6%	10%	5%	7%	6%	10%	10%	8%
Yes, using an auto classifieds section in a print publication like a newspaper or magazine	184	37	25	20	56	27	17	23	59	102	36	148
	18%	27%	24%	30%	14%	11%	23%	10%	19%	21%	15%	18%
		DE	E	DE			E		G	G		
No (NET)	494	58	46	13	214	141	23	133	150	211	124	370
	48%	42%	44%	19%	54%	56%	30%	56%	48%	43%	54%	46%
		C	C		ACF	ACF		I				
No	448	51	38	12	195	132	20	120	136	191	118	330
	43%	37%	36%	18%	49%	52%	26%	51%	44%	39%	51%	41%
		C	C		ABCF	ABCF		I			K	
No but I have thought about it	46	7	8	1	19	9	3	13	14	20	6	40
	4%	5%	8%	1%	5%	3%	4%	5%	4%	4%	3%	5%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

8. Which of the following was the primary reason that motivated you to sell your car to another individual?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Have sold to another individual	580	A	B	C	D	E	F	G	H	I	J	K
Weighted	541	88	58	64	171	144	55	109	169	302	93	487
		79*	59*	54*	183	112	54*	105*	162	274	107*	435
I knew I could make more money by selling it myself	293 54%	53 68% BCD	22 37%	27 50%	86 47%	71 64% BD	33 61% B	48 46%	86 53%	158 58%	76 71% K	217 50%
I had a personal bond with my car and wanted to pass it along to someone who I knew would appreciate it as much as I did	114 21%	16 21%	19 31%	11 20%	37 20%	24 21%	8 14%	28 27%	31 19%	55 20%	5 5% J	109 25%
I needed money quickly	63 12%	9 12%	2 4%	6 11%	25 14%	17 15% B	4 8%	25 24% I	23 14% I	16 6%	10 10%	53 12%
Bought a new/ another car	43 8%	4 5%	5 8%	7 13%	13 7%	9 8%	5 10%	7 6%	16 10%	21 8%	5 5%	38 9%
Sold/ gave it to a friend or family member	18 3%	2 2%	5 8% E	1 2%	8 5% E	0 0	2 3%	3 2%	6 3%	10 4%	1 1%	17 4%
Did not need it anymore	18 3%	1 1%	3 5%	2 4%	9 5%	2 1%	1 2%	4 4%	3 2%	11 4%	3 3%	15 3%
Moving/ going away	11 2%	0 -	1 1%	1 2%	7 4%	0 0	1 3%	6 5% H	0 0	5 2%	2 2%	9 2%
It was old/ in poor condition	7 1%	1 1%	1 3%	2 3%	2 1%	2 1%	0 -	0 -	2 1%	5 2%	3 2%	4 1%
Sold for parts	7 1%	1 1%	0 -	0 -	3 2%	2 1%	1 2%	1 1%	3 2%	3 1%	2 2%	5 1%
Other	38 7%	7 9%	3 5%	5 10%	17 9%	5 4%	2 3%	8 7%	14 9%	17 6%	8 7%	31 7%
	2	0	2	0	1	0	0	0	2	0	0	2

8. Which of the following was the primary reason that motivated you to sell your car to another individual?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Don't know	0	-	3%	-	0	-	-	-	2%	-	-	1%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

9. Have you ever found yourself in any of the following situations?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1035	A	B	C	D	E	F	G	H	I	J	K
Weighted	1035	143	93	76	330	316	77	231	309	495	185	850
		137	106*	67*	396	253	77*	237	313	485	230	805
I bought a used vehicle and had no trouble with it for years	509 49%	75 55% E	53 50%	37 55%	200 50%	106 42%	38 50%	106 45%	154 49%	249 51%	116 50%	394 49%
I purchased a new car and something went wrong in a few months	105 10%	11 8%	22 20% ADE	8 11%	37 9%	20 8%	8 10%	19 8%	24 8%	62 13%	24 10%	82 10%
I drove a friend/family member's newly purchased used car and would buy a used one based on that experience	100 10%	13 9%	6 6%	9 13%	47 12%	19 8%	6 8%	29 12%	33 10%	38 8%	13 6%	87 11%
I was forced to sell my car because it didn't accommodate a child's car seat	42 4%	7 5%	3 3%	6 8%	15 4%	7 3%	4 5%	5 2%	11 3%	26 5%	22 10% K	20 2%
I was forced to sell my car because my partner didn't approve of it	12 1%	2 1%	2 2%	2 3%	2 1%	4 2%	0 1%	4 2%	4 1%	4 1%	6 3% K	6 1%
I purchased a car because I was looking to impress someone	7 1%	0 -	2 2%	0 -	4 1%	1 0	0 -	2 1%	3 1%	2 0	2 1%	5 1%
None of the above	434 42%	54 40%	40 38%	21 31%	161 41%	126 50% CD	31 41%	111 47%	133 43%	190 39%	91 39%	343 43%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

10. When it comes to car maintenance, who is more knowledgeable about taking care of the car (oil changes, etc.)?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1035	A	B	C	D	E	F	G	H	I	J	K
Weighted	1035	143	93	76	330	316	77	231	309	495	185	850
		137	106*	67*	396	253	77*	237	313	485	230	805
I am	513	71	54	30	192	125	42	129	163	221	84	430
	50%	52%	51%	44%	49%	50%	54%	54%	52%	46%	36%	53%
My partner is	292	33	31	23	121	59	24	39	72	181	104	189
	28%	24%	30%	34%	31%	23%	32%	16%	23%	37%	45%	23%
										GH	K	
I am but my partner thinks he/she is more knowledgeable about car maintenance.	23	5	1	1	11	5	0	4	9	10	3	20
	2%	4%	0	1%	3%	2%	1%	2%	3%	2%	1%	3%
Neither of us claims to be knowledgeable about car maintenance	207	27	20	14	71	64	10	65	69	73	41	166
	20%	20%	19%	21%	18%	25%	14%	27%	22%	15%	18%	21%
						D		I	I			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base