## **OMVIC Consumer Awareness Survey (Summer 2023)**

Q.B Region		Results	
	Feb 2022		
	Unwtd	Nov 2022	July 2023
	(A)	(B)	(C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
(Net) GTA	1077 53%	1206 53%	1119 53%
City of Toronto	504 25%	565 25%	524 25%
Greater Toronto Area (GTA)	573 28%	642 28%	595 28%
Southwest Ontario	513 25%	575 25%	533 25%
Eastern Ontario	314 16%	352 16%	326 16%
Northern/ Central Ontario	110 5%	123 5%	114 5%
None of These	0 0%	0 0%	0 0%
Q.C Gender		Results	
Q.C Gender	Feb 2022	Results	
Q.C Gender	Unwtd	Nov 2022	
	Unwtd (A)	Nov 2022 (B)	(C)
Q.C Gender  Total Interviews (Unweighted) Total Interviews (Weighted)	Unwtd	Nov 2022	
Total Interviews (Unweighted)	Unwtd (A) 2014	Nov 2022 (B) 2256	(C) 2093
Total Interviews (Unweighted) Total Interviews (Weighted)	Unwtd (A) 2014 2014 995	Nov 2022 (B) 2256 2256 1141	(C) 2093 2093 1044
Total Interviews (Unweighted) Total Interviews (Weighted) Male	Unwtd (A)  2014 2014  995 49%  1015	Nov 2022 (B) 2256 2256 1141 51%	(C) 2093 2093 1044 50%
Total Interviews (Unweighted) Total Interviews (Weighted) Male Female Other	Unwtd (A)  2014 2014  995 49%  1015 50%	Nov 2022 (B) 2256 2256 1141 51% 1113 49%	(C) 2093 2093 1044 50% 1044 50%
Total Interviews (Unweighted) Total Interviews (Weighted) Male Female	Unwtd (A)  2014 2014  995 49%  1015 50%  4 0%	Nov 2022 (B) 2256 2256 1141 51% 1113 49% 2 0%	(C) 2093 2093 1044 50% 1044 50% 5 0%
Total Interviews (Unweighted) Total Interviews (Weighted) Male Female Other	Unwtd (A)  2014 2014  995 49%  1015 50%  4 0%  Feb 2022 Unwtd	Nov 2022 (B) 2256 2256 1141 51% 1113 49% 2 0% Results	(C) 2093 2093 1044 50% 1044 50% 5 0%
Total Interviews (Unweighted) Total Interviews (Weighted) Male Female Other	Unwtd (A)  2014 2014  995 49%  1015 50%  4 0%  Feb 2022 Unwtd (A)	Nov 2022 (B) 2256 2256 1141 51% 1113 49% 2 0% Results	(C) 2093 2093 1044 50% 1044 50% 5 0% July 2023 (C)
Total Interviews (Unweighted) Total Interviews (Weighted) Male Female Other	Unwtd (A)  2014 2014  995 49%  1015 50%  4 0%  Feb 2022 Unwtd	Nov 2022 (B) 2256 2256 1141 51% 1113 49% 2 0% Results	(C) 2093 2093 1044 50% 1044 50% 5 0%
Total Interviews (Unweighted) Total Interviews (Weighted) Male Female Other  Q.D Age  Total Interviews (Unweighted) Total Interviews (Weighted)	Unwtd (A)  2014 2014  995 49%  1015 50%  4 0%  Feb 2022 Unwtd (A)  2014 2014	Nov 2022 (B) 2256 2256 1141 51% 1113 49% 2 0% Results Nov 2022 (B) 2256 2256	(C) 2093 2093 1044 50% 1044 50% 5 0%  July 2023 (C) 2093 2093
Total Interviews (Unweighted) Total Interviews (Weighted) Male Female Other  Q.D Age  Total Interviews (Unweighted)	Unwtd (A)  2014 2014  995 49%  1015 50%  4 0%  Feb 2022 Unwtd (A)  2014 2014  134	Nov 2022 (B) 2256 2256 1141 51% 1113 49% 2 0%  Results  Nov 2022 (B) 2256 2256 236	(C) 2093 2093 1044 50% 1044 50% 5 0%  July 2023 (C) 2093 2093 181
Total Interviews (Unweighted) Total Interviews (Weighted) Male Female Other  Q.D Age  Total Interviews (Unweighted) Total Interviews (Weighted)	Unwtd (A)  2014 2014  995 49%  1015 50%  4 0%  Feb 2022 Unwtd (A)  2014 2014	Nov 2022 (B) 2256 2256 1141 51% 1113 49% 2 0%  Results  Nov 2022 (B) 2256 2256 236 10%	(C) 2093 2093 1044 50% 1044 50% 5 0%  July 2023 (C) 2093 2093
Total Interviews (Unweighted) Total Interviews (Weighted) Male Female Other  Q.D Age  Total Interviews (Unweighted) Total Interviews (Weighted)	Unwtd (A)  2014 2014  995 49%  1015 50%  4 0%  Feb 2022 Unwtd (A)  2014 2014  134	Nov 2022 (B) 2256 2256 1141 51% 1113 49% 2 0%  Results  Nov 2022 (B) 2256 2256 236	(C) 2093 2093 1044 50% 1044 50% 5 0%  July 2023 (C) 2093 2093 181 9%
Total Interviews (Unweighted) Total Interviews (Weighted) Male  Female Other  Q.D Age  Total Interviews (Unweighted) Total Interviews (Weighted) Total Interviews (Weighted)	Unwtd (A)  2014 2014  995 49%  1015 50%  4 0%  Feb 2022 Unwtd (A)  2014 2014  134 7%	Nov 2022 (B) 2256 2256 1141 51% 1113 49% 2 0%  Results  Nov 2022 (B) 2256 2256 236 10% c	(C) 2093 2093 1044 50% 1044 50% 5 0%  July 2023 (C) 2093 2093 181 9% A
Total Interviews (Unweighted) Total Interviews (Weighted) Male  Female Other  Q.D Age  Total Interviews (Unweighted) Total Interviews (Weighted) Total Interviews (Weighted)	Unwtd (A)  2014 2014  995 49%  1015 50%  4 0%  Feb 2022 Unwtd (A)  2014 2014  134 7%  455	Nov 2022 (B) 2256 2256 1141 51% 1113 49% 2 0%  Results  Nov 2022 (B) 2256 2256 236 10% c 460	(C) 2093 2093 1044 50% 1044 50% 5 0%  July 2023 (C) 2093 2093 181 9% A 4447

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55 and over	616	682	628
	31%	30%	30%
Q.1 Unaided awareness of organizations		Results	
4.1 Sharasa awarshood of Significations	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
CAA	1893 94%	2162 96%	1979 95%
Communication Outside	556	C	504
Consumer Protection Ontario	556 28%	634 28%	594 28%
OMVIC	389	460	458
	19%	20%	22% A
UCDA	385	364	366
	19%	16%	17%
CVMA	383	468	450
	19%	21%	21%
TADA/ MVRO	180	236	a 144
	9%	10%	7%
I haven't heard of any of them	C 75	C 65	72
Thaven theard of any of them	4%	3%	3%
Q.2 Aided awareness of OMVIC		Results	
Q.2 Alueu awareness of Omivio	Feb 2022	Results	
	Unwtd	Nov 2022	
<b>7</b> . 11	(A)	(B)	(C)
Total Interviews (Unweighted) Total Interviews (Weighted)	2014 2014	2256 2256	2093 2093
Yes	577	676	674
	29%	30%	32%
No	1232	1330	A 1170
	61%	59%	56%
	С	С	
Not sure	205 10%	250 11%	249 12%
			a
Q.3 Sources of OMVIC awareness	Feb 2022	Results	
	Unwtd	Nov 2022	
Total laborations (Harriston II)	(A)	(B)	(C)
Total Interviews (Unweighted) Total Interviews (Weighted)	577 577	699 676	683 674
Online advertising	143	153	169
	25%	23%	25%
Social media	133	142	147
	23%	21%	22%
Relative/friend/colleague	126	151	131
	22%	22%	19%
(Net) TV Advertising	118	226	202
	20%	33%	30%
Television advertising	118	0	A 0
relevation developing	20%	0%	0%
	С		

Cable or satellite TV advertising	0 0%	163 24%	156 23%
Streaming TV advertising	0 0%	100 15%	A 79 12%
Media news coverage	116	c 123	A 111
	20%	18%	17%
(Net) Newspaper Advertising	107 19%	133 20%	141 21%
Newspaper or magazine advertising (Print)	107 19%	133 20%	78 12%
Newspaper or magazine advertising (Digital)	C 0 0%	C 0 0%	87 13%
Radio advertising	84 15%	116 17%	AB 92 14%
Billboards or outdoor advertising	77	c 94 14%	92 14%
Email	0	0	62
Streaming music or podcast advertising	0%	0% 41	9% AB 39
	0%	6%	6% A
Other	79 14% C	59 9%	43 6%
Don't know	68 12%	61	75 110/
	1270	9%	11%
Q.4 Awareness of car buying facts	12%	9%  Results	11%
Q.4 Awareness of car buying facts	Feb 2022	Results	
Q.4 Awareness of car buying facts			
Q.4 Awareness of car buying facts  Total Interviews (Unweighted) Total Interviews (Weighted)	Feb 2022 Unwtd	Results Nov 2022	July 2023
Total Interviews (Unweighted)	Feb 2022 Unwtd (A) 2014	Results  Nov 2022 (B) 2256	July 2023 (C) 2093
Total Interviews (Unweighted) Total Interviews (Weighted)	Feb 2022 Unwtd (A) 2014	Results  Nov 2022 (B) 2256	July 2023 (C) 2093 2093 880 42%
Total Interviews (Unweighted) Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges	Feb 2022 Unwtd (A) 2014 2014	Results  Nov 2022 (B) 2256 2256	July 2023 (C) 2093 2093
Total Interviews (Unweighted) Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a	Feb 2022 Unwtd (A) 2014 2014 800 40% 351 17% 472	Results  Nov 2022 (B)  2256 2256  878 39%  434 19%  565	July 2023 (C) 2093 2093 880 42% B 401 19%
Total Interviews (Unweighted)  Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer	Feb 2022 Unwtd (A) 2014 2014 800 40% 351 17%	Results  Nov 2022 (B)  2256 2256  878 39%  434 19%	July 2023 (C) 2093 2093 880 42% B 401 19%
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Total Interviews (Unweighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer  The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller  When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	Feb 2022 Unwtd (A) 2014 2014 800 40% 351 17% 472 23% 834 41% 558	Results  Nov 2022 (B)  2256 2256  878 39%  434 19%  565 25%  927 41%  615	July 2023 (C) 2093 2093 880 42% B 401 19% 514 25% 872 42%
Total Interviews (Unweighted)  Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer  The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller  When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale  Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate  If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from	Feb 2022 Unwtd (A) 2014 2014 800 40% 351 17% 472 23% 834 41% 558 28%	Results  Nov 2022 (B)  2256 2256  878 39%  434 19%  565 25%  927 41%  615 27%  430	July 2023 (C) 2093 2093 880 42% B 401 19% 514 25% 872 42% 634 30% aB 364
Total Interviews (Unweighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer  The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller  When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale  Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate  If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from the Motor Vehicle Compensation Fund administered by OMVIC	Feb 2022 Unwtd (A) 2014 2014 800 40% 351 17% 472 23% 834 41% 558 28% 331 16% 365 18% 610	Results  Nov 2022 (B) 2256 2256  878 39%  434 19%  565 25%  927 41%  615 27%  430 19%  394 17%  645	July 2023 (C) 2093 2093 880 42% B 401 19% 514 25% 872 42% 634 30% aB 364 17% 377 18%
Total Interviews (Unweighted) Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer  The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller  When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale  Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate  If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from the Motor Vehicle Compensation Fund administered by OMVIC  Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	Feb 2022 Unwtd (A) 2014 2014 800 40% 351 17% 472 23% 834 41% 558 28% 331 16% 365 18%	Results  Nov 2022 (B)  2256 2256  878 39%  434 19%  565 25%  927 41%  615 27%  430 19%  394 17%	July 2023 (C) 2093 2093 880 42% B 401 19% 514 25% 872 42% 634 30% aB 364 17%

None selected for 'Was Aware'	593 29%	704 31%	AB 616 29%
<u>Was Not Aware</u> When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing	964 48%	1120 50%	991 47%
In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer	1263 63%	1461 65% c	1301 62%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	1167 58%	1355 60%	1258 60%
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	912 45%	1053 47%	940 45%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	1146 57%	1322 59%	1168 56%
If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from the Motor Vehicle Compensation Fund administered by OMVIC	1363 68%	c 1528 68%	1412 67%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	1266 63%	1491 66%	1320 63%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	1084 54%	C 1278 57%	1133 54%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	977 49%	1177 52%	1015 49%
None selected for 'Was Not Aware'	249 12%	C 283 13%	267 13%
_Don't Know			
When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing	250 12% c	257 11%	222 11%
In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer	400 20%	361 16%	391 19% B
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	375 19% C	335 15%	321 15%
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	268 13%	277 12%	281 13%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	310 15%	319 14%	291 14%
If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from the Motor Vehicle Compensation Fund administered by OMVIC	320 16%	298 13%	317 15%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	383 19%	371 16%	b 396 19%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	320 16%	333 15%	B 340 16%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	303 15%	270 12%	250 12%
None selected for 'Don't Know'	C 1253 62%	1482 66%	1294 62%
Q.4 Awareness of car buying facts		C Results	

Total Interviews (Unweighted) Total Interviews (Weighted)  Was Aware	(A) 577 577 336 58%	(B) 699 676	(C) 683 674
_Was Aware			
When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing	3070	410 61%	440 65%
In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer	192 33%	248 37%	Ab 237 35%
dealer	33/0	37/0	
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	257 45%	347 51% C	306 45%
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	358 62%	439 65%	413 61%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	346 60%	397 59%	427 63%
			b
If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from the Motor Vehicle Compensation Fund administered by OMVIC	230 40%	301 45%	270 40%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	175 30%	221 33%	207 31%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	263 46%	312 46%	312 46%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	302	366	391
New and stand for IVV at Asset I	52%	54%	58% A
None selected for 'Was Aware'	54 9%	53 8%	48 7%
Was Not Aware			
When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing	201 35%	221 33%	186 28%
In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer	C 296 51%	C 352 52%	325 48%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	246 43%	263 39%	281 42%
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	172 30%	197 29%	204 30%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	183 32%	234 35%	201 30%
If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from the Motor Vehicle Compensation Fund administered by OMVIC	293 51%	c 325 48%	334 50%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	310 54%	371 55%	342 51%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	250 43%	288 43%	271 40%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	208 36%	267 39%	218 32%
None selected for 'Was Not Aware'	76	C 114	126
	13%	17%	19% A

Don't Know	ĺ		
<u>Don't Know</u> When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing	40 7%	45 7%	47 7%
In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a	89 15%	76 11%	111 17%
dealer  The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	74	67	B 87
The term cansact means at megal attraction of terms. The poses as a private sens.	13%	10%	13% b
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	47 8%	41 6%	56 8%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	48 8%	45 7%	46 7%
If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from the Motor Vehicle Compensation Fund administered by OMVIC	54 9%	50 7%	69 10%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	92 16%	84 12%	b 125 19%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	64	76	B 91
	11%	11%	13%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	67 12%	44 6%	65 10% B
None selected for 'Don't Know'	357 62%	467 69%	425 63%
Q.4 Awareness of car buying facts		C Results	
Q.4 Awareness of ear buying facts	Feb 2022		
	Unwtd	Nov 2022	July 2023
			· · · · · · · · · · · · · · · · · · ·
Total Interviews (Linweighted)	(A)	(B)	(C)
Total Interviews (Unweighted) Total Interviews (Weighted)	(A) 396 396		· · · · · · · · · · · · · · · · · · ·
	396	(B) 499	(C) 440
Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges	396 396 230	(B) 499 486 283	(C) 440 438
Total Interviews (Weighted)  _Was Aware	396 396	(B) 499 486	(C) 440 438 286 65%
Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing	396 396 230 58%	(B) 499 486 283 58%	(C) 440 438 286 65% AB
Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges	396 396 230	(B) 499 486 283	(C) 440 438 286 65%
Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a	396 396 230 58%	(B) 499 486  283 58% 201	(C) 440 438 286 65% AB 178
Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer	396 396 230 58% 156 39%	(B) 499 486  283 58%  201 41%  258 53%	(C) 440 438  286 65% AB 178 41%
Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer  The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	396 396 230 58% 156 39% 192 48%	(B) 499 486  283 58%  201 41%  258 53% c	(C) 440 438  286 65% AB 178 41%  208 47%
Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer	396 396 230 58% 156 39%	(B) 499 486  283 58%  201 41%  258 53%	(C) 440 438  286 65% AB 178 41%
Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer  The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller  When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	396 396 230 58% 156 39% 192 48% 249	(B) 499 486  283 58%  201 41%  258 53% c 307	(C) 440 438  286 65% AB 178 41%  208 47%
Total Interviews (Weighted)  Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer  The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	396 396 230 58% 156 39% 192 48% 249 63%	(B) 499 486  283 58%  201 41%  258 53% c 307 63%	(C) 440 438  286 65% AB 178 41%  208 47%  259 59%
Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer  The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller  When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale  Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	396 396 230 58% 156 39% 192 48% 249 63% 243 61%	(B) 499 486  283 58%  201 41%  258 53% c 307 63%  292 60%	(C) 440 438  286 65% AB 178 41%  208 47% 259 59%  293 67% B
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Was Aware  When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges the dealer intends to collect, except for HST and licensing  In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer  The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller  When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale  Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate  If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from the Motor Vehicle Compensation Fund administered by OMVIC  Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car  An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	396 396 396 230 58% 156 39% 192 48% 249 63% 243 61% 177 45% 139 35% 202 51%	(B) 499 486  283 58%  201 41%  258 53% c 307 63%  292 60%  232 48%  178 37%  232 48%  276	(C) 440 438  286 65% AB 178 41%  208 47%  259 59%  293 67% B 194 44%  152 35%  222 51%  265 60%

Was Not Aware When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges	141	173	121
the dealer intends to collect, except for HST and licensing	36%	36%	28%
	С	С	
In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a dealer	198 50%	242 50%	200 46%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	166 42%	184 38%	180 41%
	42/0	3070	41/0
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	121 31%	152 31%	147 34%
Make well-the dealers and allowed to Outside weakly continued with ONNIC to add a to account	120	167	120
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	128 32%	167 34%	126 29%
If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from	191	c 226	208
the Motor Vehicle Compensation Fund administered by OMVIC	48%	46%	47%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	207	253	220
,	52%	52%	50%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	154	205	163
	39%	42%	37%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	139	187	139
	35%	39%	32%
None selected for 'Was Not Aware'	51	C 82	78
Notice Selected for Was Not Aware	13%	17%	18%
	-2,1		А
Don't Know			
When an Ontario-registered car dealer advertises the price of a car, they must show an all-in price including all the fees and charges	25	30	31
the dealer intends to collect, except for HST and licensing	6%	6%	7%
In Ontario there is no legally mandated cooling off period during which a purchaser may cancel their contract to buy a car from a	42	43	61
dealer	11%	9%	14%
			В
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	38	43	50
	10%	9%	11%
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	26	26	32
	7%	5%	7%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	25	27	19
	6%	5%	4%
If you suffer a financial loss as a result of buying a car from an OMVIC-registered dealer, you may be eligible for compensation from	28	28	37
the Motor Vehicle Compensation Fund administered by OMVIC	7%	6%	8%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	50	54	66
	13%	11%	15%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	40	49	b 52
An ontario motor verifice dealer may receive payment from a minutee company for oriening you a minutee rate	10%	10%	12%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	43	23	35
	11%	5%	8%
			b
None selected for 'Don't Know'	260	344	289
	66%	71%	66%
Q.5 Awareness of OMVIC responsibilities		Results	
	Feb 2022		
	Unwtd	Nov 2022	-
Total Interviews (Linweighted)	(A) 577	(B) 699	(C) 683
Total Interviews (Unweighted) Total Interviews (Weighted)	577 577	676	674
, - <b>v</b> ,			- •

OMVIC Responsibility	1		
Educating consumers about their car buying rights in Ontario	374	443	455
	65%	66%	68%
Being a trusted source of the most current information regarding car-buying in Ontario	392	445	474
	68%	66%	70%
			b
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario	341	405	391
	59%	60%	58%
Promoting consumer awareness that buying from a registered dealer offers legal protections	413	455	485
	72%	67%	72%
Describing free assemblish an aliabing to Outside which as well-assemble	244	200	b 386
Providing free complaint mediation to Ontario vehicle purchasers	344 60%	398 59%	57%
None selected for 'OMVIC Responsibility'	64	81	85
	11%	12%	13%
Not an OMVIC Responsibility			
Educating consumers about their car buying rights in Ontario	92	103	94
	16%	15%	14%
Being a trusted source of the most current information regarding car-buying in Ontario	71	104	66
- G	12%	15%	10%
		С	
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario	89 150/	115 17%	102 15%
	15%	1/%	15%
Promoting consumer awareness that buying from a registered dealer offers legal protections	61	101	74
	11%	15%	11%
		С	0.4
Providing free complaint mediation to Ontario vehicle purchasers	74 13%	99 15%	91 13%
	1370	13/0	1370
None selected for 'Not an OMVIC Responsibility'	355	406	429
	62%	60%	64%
Don't Know			
Educating consumers about their car buying rights in Ontario	111	130	125
	19%	19%	19%
Being a trusted source of the most current information regarding car-buying in Ontario	114	128	134
being a distress source of the most current morniador regarding car out ing in oritano			
	20%	19%	20%
		19%	
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario	20% 147	19% 156	181
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario	20%	19%	
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario  Promoting consumer awareness that buying from a registered dealer offers legal protections	20% 147	19% 156	181
	20% 147 25%	19% 156 23%	181 27%
Promoting consumer awareness that buying from a registered dealer offers legal protections	20% 147 25% 103 18%	19% 156 23% 121 18%	181 27% 114 17%
	20% 147 25% 103 18%	19% 156 23% 121 18%	181 27% 114 17%
Promoting consumer awareness that buying from a registered dealer offers legal protections	20% 147 25% 103 18%	19% 156 23% 121 18%	181 27% 114 17%
Promoting consumer awareness that buying from a registered dealer offers legal protections	20%  147 25%  103 18%  159 28%  318	19% 156 23% 121 18% 179 27% 382	181 27% 114 17% 197 29%
Promoting consumer awareness that buying from a registered dealer offers legal protections  Providing free complaint mediation to Ontario vehicle purchasers	20%  147 25%  103 18%  159 28%	19% 156 23% 121 18% 179 27%	181 27% 114 17% 197 29%
Promoting consumer awareness that buying from a registered dealer offers legal protections  Providing free complaint mediation to Ontario vehicle purchasers  None selected for 'Don't Know'	20%  147 25%  103 18%  159 28%  318	19% 156 23% 121 18% 179 27% 382	181 27% 114 17% 197 29%
Promoting consumer awareness that buying from a registered dealer offers legal protections  Providing free complaint mediation to Ontario vehicle purchasers	20%  147 25%  103 18%  159 28%  318	19% 156 23% 121 18% 179 27% 382 57%	181 27% 114 17% 197 29%
Promoting consumer awareness that buying from a registered dealer offers legal protections  Providing free complaint mediation to Ontario vehicle purchasers  None selected for 'Don't Know'	20%  147 25%  103 18%  159 28%  318 55%  Feb 2022 Unwtd	19% 156 23% 121 18% 179 27% 382 57% Results	181 27% 114 17% 197 29% 384 57%
Promoting consumer awareness that buying from a registered dealer offers legal protections  Providing free complaint mediation to Ontario vehicle purchasers  None selected for 'Don't Know'  Q.13 Legal protection knowledgeability	20%  147 25%  103 18%  159 28%  318 55%  Feb 2022 Unwtd (A)	19%  156 23%  121 18%  179 27%  382 57%  Results  Nov 2022 (B)	181 27% 114 17% 197 29% 384 57%
Promoting consumer awareness that buying from a registered dealer offers legal protections  Providing free complaint mediation to Ontario vehicle purchasers  None selected for 'Don't Know'	20%  147 25%  103 18%  159 28%  318 55%  Feb 2022 Unwtd	19% 156 23% 121 18% 179 27% 382 57% Results	181 27% 114 17% 197 29% 384 57%
Promoting consumer awareness that buying from a registered dealer offers legal protections  Providing free complaint mediation to Ontario vehicle purchasers  None selected for 'Don't Know'  Q.13 Legal protection knowledgeability  Total Interviews (Unweighted) Total Interviews (Weighted)	20%  147 25%  103 18%  159 28%  318 55%  Feb 2022 Unwtd (A) 0	19% 156 23% 121 18% 179 27% 382 57%  Results  Nov 2022 (B) 0	181 27% 114 17% 197 29% 384 57% July 2023 (C) 2093 2093
Promoting consumer awareness that buying from a registered dealer offers legal protections  Providing free complaint mediation to Ontario vehicle purchasers  None selected for 'Don't Know'  Q.13 Legal protection knowledgeability  Total Interviews (Unweighted)	20%  147 25%  103 18%  159 28%  318 55%  Feb 2022 Unwtd (A) 0 0	19% 156 23% 121 18% 179 27% 382 57%  Results Nov 2022 (B) 0 0	181 27% 114 17% 197 29% 384 57% July 2023 (C) 2093 2093
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Promoting consumer awareness that buying from a registered dealer offers legal protections  Providing free complaint mediation to Ontario vehicle purchasers  None selected for 'Don't Know'  Q.13 Legal protection knowledgeability  Total Interviews (Unweighted) Total Interviews (Weighted)	20%  147 25%  103 18%  159 28%  318 55%  Feb 2022 Unwtd (A) 0 0	19% 156 23% 121 18% 179 27% 382 57%  Results Nov 2022 (B) 0 0	181 27% 114 17% 197 29% 384 57% July 2023 (C) 2093 2093

	0%	0%	4%
Very knowledgeable	0	0	135
	0%	0%	6%
Somewhat knowledgeable	0	0	488
	0%	0%	23%
Not very knowledgeable	0	0	689
	0%	0%	33%
Not at all knowledgeable	0	0	637
Not at all knowledgeable	0%	0%	30%
	0	0	4226
(Net) Not Knowledgeable	0 0%	0 0%	1326 63%
Don't know	0 0%	0 0%	63 3%
	070	070	370
Q.6a/b Execution presented	Feb 2022	Results	
	Feb 2022 Unwtd	Nov 2022	July 2023
	(A)	(B)	(C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
Seen (Total)			
Free Ride	2014 100%	0 0%	2093 100%
	100%	070	В
Camouflage	0	2256	2093
	0%	100%	100% A
			,,
Seen First	2014	0	1046
Seen First Free Ride	2014 100%	0 0%	1046 50%
Free Ride	100% C	0%	50% B
	100% C 0	0% 2256	50% B 1047
Free Ride	100% C	0%	50% B
Free Ride	100% C 0 0%	0% 2256 100%	50% B 1047 50%
Free Ride Camouflage	100% C 0 0%	0% 2256 100% C Results	50% B 1047 50% A
Camouflage  Q.6a/b Whether recall seeing ad before	100% C 0 0% Feb 2022 Unwtd (A)	0% 2256 100% C Results Nov 2022 (B)	50% B 1047 50% A July 2023 (C)
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted)	100% C 0 0% Feb 2022 Unwtd (A) 2014	0% 2256 100% C Results Nov 2022 (B) 2256	50% B 1047 50% A July 2023 (C) 2093
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)	100% C 0 0% Feb 2022 Unwtd (A) 2014 2014	0% 2256 100% C Results Nov 2022 (B) 2256 2256	50% B 1047 50% A July 2023 (C) 2093 2093
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted)	100% C 0 0% Feb 2022 Unwtd (A) 2014 2014	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0	50% B 1047 50% A July 2023 (C) 2093 2093
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)	100% C 0 0% Feb 2022 Unwtd (A) 2014 2014	0% 2256 100% C Results Nov 2022 (B) 2256 2256	50% B 1047 50% A July 2023 (C) 2093 2093
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)	100% C 0 0% Feb 2022 Unwtd (A) 2014 2014 100%	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0%	50% B 1047 50% A  July 2023 (C) 2093 2093 1046 100% 153 15%
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)  Yes	Feb 2022 Unwtd (A) 2014 2014 100% 169 8%	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0%	50% B 1047 50% A  July 2023 (C) 2093 2093 1046 100% 153 15% A
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)	Feb 2022 Unwtd (A) 2014 2014 100% 169	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0	50% B 1047 50% A  July 2023 (C) 2093 2093 1046 100% 153 15%
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)  Yes	Feb 2022 Unwtd (A) 2014 2014 100% 169 8% 1785 89% C	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0% 0	50% B 1047 50% A  July 2023 (C) 2093 2093 1046 100% 153 15% A 840 80%
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)  Yes	Feb 2022 Unwtd (A) 2014 2014 100% 169 8% 1785 89% C 60	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0% 0 0%	50% B 1047 50% A  July 2023 (C) 2093 2093  1046 100% 153 15% A 840 80%
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)  Yes	Feb 2022 Unwtd (A) 2014 2014 100% 169 8% 1785 89% C	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0% 0	50% B 1047 50% A  July 2023 (C) 2093 2093 1046 100% 153 15% A 840 80%
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)  Yes  No  Don't know	Feb 2022 Unwtd (A) 2014 2014 100% 169 8% 1785 89% C 60 3%	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0% 0 0%	50% B 1047 50% A  July 2023 (C) 2093 2093  1046 100% 153 15% A 840 80%  53 5% A
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)  Yes	100% C 0 0% Feb 2022 Unwtd (A) 2014 2014 100% 169 8% C 60 3%	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0% 0 0% 2256	50% B 1047 50% A  July 2023 (C) 2093 2093  1046 100% 153 15% A 840 80%  53 5% A
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)  Yes  No  Don't know	100% C 0 0% Feb 2022 Unwtd (A) 2014 2014 100% 169 8% C 60 3% 0 0% 0	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0% 0 0% 2256 100% 309	50% B 1047 50% A  July 2023 (C) 2093 2093  1046 100% 153 15% A 840 80%  53 5% A
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)  Yes  No  Don't know  Camouflage (Base: Camouflage seen first)	100% C 0 0% Feb 2022 Unwtd (A) 2014 2014 100% 169 8% C 60 3%	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0% 0 0% 2256 100%	50% B 1047 50% A  July 2023 (C) 2093 2093 1046 100% 153 15% A 840 80% 53 5% A
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted)  Free Ride (Base: Free Ride seen first)  Yes  No  Don't know  Camouflage (Base: Camouflage seen first)	100% C 0 0% Feb 2022 Unwtd (A) 2014 2014 100% 169 8% C 60 3% 0 0% 0	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0% 0 0% 2256 100% 309	50% B 1047 50% A  July 2023 (C) 2093 2093  1046 100% 153 15% A 840 80%  53 5% A
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted) Free Ride (Base: Free Ride seen first)  Yes  No  Don't know  Camouflage (Base: Camouflage seen first)  Yes	Feb 2022 Unwtd (A) 2014 2014 100% 169 8% C 60 3% 0 0%	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0% 0 0% 2256 100% 309 14%	50% B 1047 50% A  July 2023 (C) 2093 2093 1046 100% 153 15% A 840 80% 53 5% A  1047 100% 146 14%
Camouflage  Q.6a/b Whether recall seeing ad before  Total Interviews (Unweighted) Total Interviews (Weighted) Free Ride (Base: Free Ride seen first)  Yes  No  Don't know  Camouflage (Base: Camouflage seen first)  Yes	Feb 2022 Unwtd (A) 2014 2014 100% 169 8% C 60 3% 0 0% 0	0% 2256 100% C Results  Nov 2022 (B) 2256 2256 0 0% 0 0% 0 0% 2256 100% 309 14% 1840	50% B 1047 50% A  July 2023 (C) 2093 2093 1046 100% 153 15% A 840 80%  53 5% A  1047 100% 146 14% 830

	0%	5%	7%
			В
Free Ride (Base: Total Exposures)	2014	0	2093
Tiee Mue (Dase. Total Exposures)	100%	0%	100%
Yes	169	0	289
	8%	0%	14%
No	1785	0	AB 1673
	89%	0%	80%
	С		В
Don't know	60	0 0%	130 6%
	3%	0%	AB
Camouflage (Base: Total Exposures)	0	2256	2093
Yes	0% 0	100% 309	100% 280
	0%	14%	13%
			Α
No	0	1840	1681
	0%	82%	80% A
Don't know	0	107	131
	0%	5%	6%
Q.6a/b Whether recall seeing ad before		Results	AB
Q.6a/b whether recall seeing ad before	Feb 2022	Results	
	Unwtd	Nov 2022	July 2023
	(A)	(B)	(C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
Free Ride (Base: 2022-Saw :30 sec video, 2023-Saw First)	509	0	1046
<del></del>		U	
	100%	0%	100%
Yes	100% 39	0% 0	153
	100%	0%	153 15%
	100% 39	0% 0	153
Yes	100% 39 8% 458 90%	0% 0 0%	153 15% A
Yes	100% 39 8% 458 90% C	0% 0 0% 0	153 15% A 840 80%
Yes	100% 39 8% 458 90%	0% 0 0%	153 15% A 840
Yes	100% 39 8% 458 90% C	0% 0 0% 0 0 0%	153 15% A 840 80%
No Don't know	100% 39 8% 458 90% C 12 2%	0% 0 0% 0 0% 0	153 15% A 840 80% 53 5% A
Yes	100% 39 8% 458 90% C 12 2%	0% 0 0% 0 0% 0 0%	153 15% A 840 80% 53 5% A
No Don't know	100% 39 8% 458 90% C 12 2%	0% 0 0% 0 0% 0	153 15% A 840 80% 53 5% A
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First)	100% 39 8% 458 90% C 12 2%	0% 0 0% 0 0% 0 0%	153 15% A 840 80% 53 5% A 1046 100%
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes	100% 39 8% 458 90% C 12 2% 0 0% 0	0% 0 0% 0 0% 0 0% 565 100% 77 14%	153 15% A 840 80% 53 5% A 1046 100% 146 14%
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First)	100% 39 8% 458 90% C 12 2%	0% 0 0% 0 0% 0 0% 565 100% 77	153 15% A 840 80% 53 5% A 1046 100% 146
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes	100% 39 8% 458 90% C 12 2% 0 0% 0	0% 0 0% 0 0% 0 0% 565 100% 77 14%	153 15% A 840 80% 53 5% A 1046 100% 146 14%
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes	100% 39 8% 458 90% C 12 2% 0 0% 0 0% 0	0% 0 0% 0 0% 0 0% 565 100% 77 14% 476 84% C	153 15% A 840 80% 53 5% A 1046 100% 146 144% 830 79%
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes No	100% 39 8% 458 90% C 12 2% 0 0% 0 0%	0% 0 0% 0 0% 0 0% 565 100% 77 14% 476 84% C	153 15% A 840 80% 53 5% A 1046 100% 146 144% 830 79%
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes No	100% 39 8% 458 90% C 12 2% 0 0% 0 0% 0	0% 0 0% 0 0% 0 0% 565 100% 77 14% 476 84% C	153 15% A 840 80% 53 5% A 1046 100% 146 144% 830 79%
Yes  No  Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First)  Yes  No  Don't know	100% 39 8% 458 90% C 12 2%  0 0% 0 0% 0 0% Feb 2022	0% 0 0% 0 0% 0 0 0% 565 100% 77 14% 476 84% C 12 2%	153 15% A 840 80% 53 5% A 1046 100% 146 14% 830 79% 70 7% B
Yes  No  Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First)  Yes  No  Don't know	100% 39 8% 458 90% C 12 2%  0 0% 0 0%  0 0%  Feb 2022 Unwtd	0% 0 0% 0 0% 0 0% 565 100% 77 14% 476 84% C 12 2% Results	153 15% A 840 80% 53 5% A 1046 100% 146 14% 830 79% 70 7% B
Yes  No  Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First)  Yes  No  Don't know	100% 39 8% 458 90% C 12 2%  0 0% 0 0% 0 0% Feb 2022	0% 0 0% 0 0% 0 0 0% 565 100% 77 14% 476 84% C 12 2%	153 15% A 840 80% 53 5% A 1046 100% 146 14% 830 79% 70 7% B
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes No Don't know  Q.8 Vehicle buying status	100% 39 8% 458 90% C 12 2%  0 0% 0 0% 0 0%  Feb 2022 Unwtd (A)	0% 0 0% 0 0% 0 0 0% 565 100% 77 14% 476 84% C 12 2% Results	153 15% A 840 80% 53 5% A 1046 100% 146 14% 830 79% 70 7% B
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes No Don't know  Q.8 Vehicle buying status  Total Interviews (Unweighted) Total Interviews (Weighted)	100% 39 8% 458 90% C 12 2%  0 0% 0 0% 0 0%  Feb 2022 Unwtd (A) 2014	0% 0 0% 0 0% 0 0 0% 565 100% 77 14% 476 84% C 12 2% Results	153 15% A 840 80% 53 5% A 1046 100% 146 14% 79% 70 79% B
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes No Don't know  Q.8 Vehicle buying status  Total Interviews (Unweighted) Total Interviews (Weighted) You are currently looking to purchase or lease a motor vehicle	100% 39 8% 458 90% C 12 2%  0 0% 0 0% 0 0%  Feb 2022 Unwtd (A) 2014	0% 0 0% 0 0% 0 0% 565 100% 77 14% 476 84% C 12 2% Results	153 15% A 840 80% 53 5% A 1046 100% 146 14% 830 79% 70 7% B
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes No Don't know  Q.8 Vehicle buying status  Total Interviews (Unweighted) Total Interviews (Weighted)	100% 39 8% 458 90% C 12 2%  0 0% 0 0% 0 0%  Feb 2022 Unwtd (A) 2014	0% 0 0% 0 0% 0 0 0% 565 100% 77 14% 476 84% C 12 2% Results	153 15% A 840 80% 53 5% A 1046 100% 146 14% 79% 70 79% B
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes No Don't know  Q.8 Vehicle buying status  Total Interviews (Unweighted) Total Interviews (Weighted) You are currently looking to purchase or lease a motor vehicle	100% 39 8% 458 90% C 12 2%  0 0% 0 0% 0 0%  Feb 2022 Unwtd (A) 2014 2014	0% 0 0% 0 0% 0 0% 565 100% 77 14% 476 84% C 12 2% Results Nov 2022 (B) 2256 2256	153 15% A 840 80% 53 5% A 1046 100% 146 144% 830 79% 70 7% B July 2023 (C) 2093 2093
No Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First) Yes No Don't know  Q.8 Vehicle buying status  Total Interviews (Unweighted) Total Interviews (Weighted) You are currently looking to purchase or lease a motor vehicle	100% 39 8% 458 90% C 12 2%  0 0% 0 0%  0 0%  Feb 2022 Unwtd (A) 2014 2014  585 29%  1283	0% 0 0 0% 0 0% 0 0% 0 0% 0 0 0 0 0 0 0	153 15% A 840 80% 53 5% A 1046 100% 146 14% 830 79% 70 7% B July 2023 (C) 2093 2093 610 29% 1353
No  Don't know  Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First)  Yes  No  Don't know  Q.8 Vehicle buying status  Total Interviews (Unweighted) Total Interviews (Weighted)  You are currently looking to purchase or lease a motor vehicle Yes	100% 39 8% 458 90% C 12 2%  0 0% 0 0% 0 0%  Each 2014 2014 585 29%	0% 0 0% 0 0% 0 0% 565 100% 77 14% 476 84% C 12 2% Results Nov 2022 (B) 2256 2256	153 15% A 840 80% 53 5% A 1046 100% 146 144% 830 79% 70 7% B July 2023 (C) 2093 2093

Don't know	146 7%	144 6%	131 6%
	770	070	0/0
You have purchased or leased a motor vehicle in the past two years			
Yes	690 34%	740 33%	676 32%
No	1281 64%	1468 65%	1392 67% a
Don't know	43	49	24
	2% C	2% C	1%
(Net) purchased or leased currently/ past two years	Ü	Ü	
	1071	4000	1075
Yes	1074 53%	1223 54%	1075 51%
		С	
No	906 45%	997 44%	1006 48%
			аВ
Don't know	34 2%	36 2%	12 1%
	С	С	
Q.9a Whether ever bought or leased a motor vehicle	Feb 2022	Results	
	Unwtd	Nov 2022	July 2023
Total Interviews (Unweighted)	(A) 2014	(B) 2256	(C) 2093
Total Interviews (Weighted)	2014	2256	2093
(Veignee)	2014	2230	2033
Yes	1676	1873	1696
	83%	83%	81%
No	c 329	c 367	390
	16%	16%	19%
Don't know	9	16	aB 7
Son Carlos	0%	1%	0%
Q.9b New or used vehicle buyer		Results	
	Feb 2022	Results	
		Nov 2022	
Total Interviews (Unweighted)	(A) 1676	(B) 1872	(C) 1687
Total Interviews (Weighted)	1676	1873	1696
New vehicle	884	1001	859
	53%	53%	51%
Used vehicle	789	859	826
	47%	46%	49% b
Don't know	3	14	11
	0%	1%	1% A
Q.9c Financing type		Results	
	Feb 2022 Unwtd	Nov 2022	Infv 2023
		1404 4044	-
	(A)	(B)	(C)
Total Interviews (Unweighted)			(C) 1687

	i		
Paid cash	746	847	778
	45%	45%	46%
Financed with a loan	752	792	727
rinanceu with a loan	45%	42%	43%
Leased	161 10%	218 12%	170 10%
Don't know	17 1%	16 1%	21 1%
	170		170
Q.10 Education completed	F-1-2022	Results	
	Feb 2022 Unwtd	Nov 2022	July 2023
	(A)	(B)	(C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
High school or less	333	401	360
	17%	18%	17%
Some college / technical school	156	191	152
	8%	8%	7%
Completed college / technical school	506	520	466
completed conege / technical school	25%	23%	22%
	C		
Some university	116 6%	143 6%	134 6%
University undergraduate degree	517	605	574
	26%	27%	27%
Graduate degree	356	369	392
	18%	16%	19% B
Other	8	6	3
	0%	0%	0%
Prefer not to answer	22	21	12
	1%	1%	1%
(Not) Graduated university/ college	c 1379		1432
(Net) Graduated university/ college	13/3		
	68%	1495 66%	68%
	68%	66%	68%
(Net) Some college/ university	272	66% 334	68% 286
		66% 334 15%	68%
(Net) Some college/ university  Q.11 Household income	272 14%	66% 334	68% 286
	272	334 15% Results	68% 286
Q.11 Household income	272 14% Feb 2022 Unwtd (A)	334 15% Results Nov 2022 (B)	68% 286 14% July 2023 (C)
Q.11 Household income  Total Interviews (Unweighted)	272 14% Feb 2022 Unwtd (A) 2014	334 15% Results Nov 2022 (B) 2256	286 14% July 2023 (C) 2093
Q.11 Household income	272 14% Feb 2022 Unwtd (A)	334 15% Results Nov 2022 (B)	68% 286 14% July 2023 (C)
Q.11 Household income  Total Interviews (Unweighted)	272 14% Feb 2022 Unwtd (A) 2014 2014	334 15% Results Nov 2022 (B) 2256 2256 2054	286 14% July 2023 (C) 2093 2093
Q.11 Household income  Total Interviews (Unweighted) Total Interviews (Weighted)  Base: Gave answer	272 14% Feb 2022 Unwtd (A) 2014 2014 1824 100%	334 15% Results Nov 2022 (B) 2256 2256 2054 100%	286 14% July 2023 (C) 2093 2093 1912 100%
Q.11 Household income  Total Interviews (Unweighted) Total Interviews (Weighted)	272 14% Feb 2022 Unwtd (A) 2014 2014	334 15% Results Nov 2022 (B) 2256 2256 2054	286 14% July 2023 (C) 2093 2093
Q.11 Household income  Total Interviews (Unweighted) Total Interviews (Weighted)  Base: Gave answer  Less than \$30,000	272 14% Feb 2022 Unwtd (A) 2014 2014 1824 100% 269 15%	334 15% Results Nov 2022 (B) 2256 2256 2054 100% 302 15%	286 14% July 2023 (C) 2093 2093 1912 100% 303 16%
Q.11 Household income  Total Interviews (Unweighted) Total Interviews (Weighted)  Base: Gave answer	272 14% Feb 2022 Unwtd (A) 2014 2014 1824 100% 269	334 15% Results Nov 2022 (B) 2256 2256 2054 100% 302	286 14% July 2023 (C) 2093 2093 1912 100% 303
Q.11 Household income  Total Interviews (Unweighted) Total Interviews (Weighted)  Base: Gave answer  Less than \$30,000  \$30,000 to \$39,999	272 14% Feb 2022 Unwtd (A) 2014 2014 1824 100% 269 15% 174 10%	334 15% Results Nov 2022 (B) 2256 2256 2054 100% 302 15% 211 10%	286 14% July 2023 (C) 2093 2093 1912 100% 303 16% 174 9%
Q.11 Household income  Total Interviews (Unweighted) Total Interviews (Weighted)  Base: Gave answer  Less than \$30,000	272 14% Feb 2022 Unwtd (A) 2014 2014 1824 100% 269 15% 174 10% 403	66%  334 15%  Results  Nov 2022 (B) 2256 2256 2054 100% 302 15% 211 10% 448	286 14% July 2023 (C) 2093 2093 1912 100% 303 16% 174 9%
Q.11 Household income  Total Interviews (Unweighted) Total Interviews (Weighted)  Base: Gave answer  Less than \$30,000  \$30,000 to \$39,999	272 14% Feb 2022 Unwtd (A) 2014 2014 1824 100% 269 15% 174 10%	334 15% Results Nov 2022 (B) 2256 2256 2054 100% 302 15% 211 10%	286 14% July 2023 (C) 2093 2093 1912 100% 303 16% 174 9%
Q.11 Household income  Total Interviews (Unweighted) Total Interviews (Weighted)  Base: Gave answer  Less than \$30,000  \$30,000 to \$39,999	272 14% Feb 2022 Unwtd (A) 2014 2014 1824 100% 269 15% 174 10% 403	66%  334 15%  Results  Nov 2022 (B) 2256 2256 2054 100% 302 15% 211 10% 448	286 14% July 2023 (C) 2093 2093 1912 100% 303 16% 174 9%

\$100,000 or more	509	599	558
	28%	29%	29%
(Net) Under \$40K	443	513	477
	24%	25%	25%
(AL-14) Č40(V Č400(V.	072	0.42	077
(Net) \$40K - <\$100K	872 48%	942 46%	877 46%
	4670	40%	40%
Mean (000's)	78.0	78.2	78.2
()			
Std dev	36.4	36.9	37.2
Std Err	0.9	0.8	0.8
(Base: Total) Prefer not to answer	161	167	149
	8%	7%	7%
(Base: Total) Don't know	29	34	32
(base. Total) Doll t know	1%	2%	2%
	170	270	270
Q.12 Primary language spoken in home		Results	
	Feb 2022		
	Unwtd		July 2023
	(A)	(B)	(C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
English	1719	1969	1806
Liigiisii	85%	87%	86%
	33%	0.70	00/0
(Net) Non English	280	273	275
	14%	12%	13%
Chinese	72	72	63
	4%	3%	3%
French	25	29	26
rielicii	1%	1%	1%
	170	1/0	170
Spanish	23	14	9
	1%	1%	0%
	C		
Urdu	21	19	15
	1%	1%	1%
Dunishi	19	12	17
Punjabi	19	13 1%	1%
	170	1/0	170
Tagalog	13	13	17
	1%	1%	1%
Arabic	11	14	15
	1%	1%	1%
Italian	44	1 /	r
Italian	11 1%	14 1%	5 0%
	176	170 C	070
Tamil	8	13	17
	0%	1%	1%
			a
Persian (Farsi)	7	10	7
	0%	0%	0%
Daylor		•	12
Portuguese	7 0%	9 0%	13 1%
	0%	U%	170
German	6	3	3
	0%	0%	0%
	9,0		
Other	57	52	69
	,		

Prefer not to answer

3%	2%	3%
		b
15	14	12
1%	1%	1%