

OMVIC Consumer Awareness Survey (Summer 2023)

Q.B Region	Results		
	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (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		
	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
Male	995 49%	1141 51%	1044 50%
Female	1015 50%	1113 49%	1044 50%
Other	4 0%	2 0%	5 0%
Q.D Age	Results		
	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
18 to 24	134 7%	236 10%	181 9%
25 to 34	455 23%	460 20%	447 21%
35 to 54	809 40%	878 39%	837 40%

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

Cable or satellite TV advertising	0 0%	163 24%	156 23%
Streaming TV advertising	0 0%	100 15%	79 12%
Media news coverage	116 20%	123 18%	111 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)	0 0%	0 0%	87 13%
Radio advertising	84 15%	116 17%	92 14%
Billboards or outdoor advertising	77 13%	94 14%	92 14%
Email	0 0%	0 0%	62 9%
Streaming music or podcast advertising	0 0%	41 6%	39 6%
Other	79 14%	59 9%	43 6%
Don't know	68 12%	61 9%	75 11%

Q.4 Awareness of car buying facts

Results

	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
<u>Was 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	800 40%	878 39%	880 42%
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	351 17%	434 19%	401 19%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	472 23%	565 25%	514 25%
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	834 41%	927 41%	872 42%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	558 28%	615 27%	634 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	331 16%	430 19%	364 17%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	365 18%	394 17%	377 18%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	610 30%	645 29%	620 30%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	734 36%	809 36%	828 40%

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%	1301 62%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	1167 58%	c 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%
<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	250 12%	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%	c 361 16%	391 19%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	375 19%	B 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%	C 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%	b 371 16%	396 19%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	320 16%	B 333 15%	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'	1253 62%	C 1482 66%	1294 62%
Q.4 Awareness of car buying facts			Results

	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	577	699	683
Total Interviews (Weighted)	577	676	674
<u>Was 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	336 58%	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%	237 35%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	257 45%	347 51%	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%
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 52%	366 54%	391 58%
None selected for 'Was Aware'	54 9%	53 8%	48 7%
<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	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	296 51%	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%	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 13%	114 17%	126 19%
			A

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	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 dealer	89 15%	76 11%	111 17% B
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	74 13%	67 10%	87 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% b
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	92 16%	84 12%	125 19% B
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	64 11%	76 11%	91 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% C

Q.4 Awareness of car buying facts

Results

	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	396	499	440
Total Interviews (Weighted)	396	486	438
<u>Was 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	230 58%	283 58%	286 65% AB
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	156 39%	201 41%	178 41%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	192 48%	258 53%	208 47% c
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	249 63%	307 63%	259 59%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	243 61%	292 60%	293 67% 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	177 45%	232 48%	194 44%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	139 35%	178 37%	152 35%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	202 51%	232 48%	222 51%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	214 54%	276 57%	265 60% a
None selected for 'Was Aware'	25 6%	39 8%	23 5% c

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	141 36%	173 36%	121 28%
	C	C	
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%
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%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	128 32%	167 34%	126 29%
		c	
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	191 48%	226 46%	208 47%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	207 52%	253 52%	220 50%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	154 39%	205 42%	163 37%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	139 35%	187 39%	139 32%
		C	
None selected for 'Was Not Aware'	51 13%	82 17%	78 18%
			A

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	25 6%	30 6%	31 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 dealer	42 11%	43 9%	61 14%
			B
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	38 10%	43 9%	50 11%
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	26 7%	26 5%	32 7%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	25 6%	27 5%	19 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 the Motor Vehicle Compensation Fund administered by OMVIC	28 7%	28 6%	37 8%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	50 13%	54 11%	66 15%
			b
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	40 10%	49 10%	52 12%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	43 11%	23 5%	35 8%
			b
None selected for 'Don't Know'	260 66%	344 71%	289 66%

Q.5 Awareness of OMVIC responsibilities

	Results		
	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	577	699	683
Total Interviews (Weighted)	577	676	674

OMVIC Responsibility

Educating consumers about their car buying rights in Ontario	374 65%	443 66%	455 68%
Being a trusted source of the most current information regarding car-buying in Ontario	392 68%	445 66%	474 70% b
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario	341 59%	405 60%	391 58%
Promoting consumer awareness that buying from a registered dealer offers legal protections	413 72%	455 67%	485 72% b
Providing free complaint mediation to Ontario vehicle purchasers	344 60%	398 59%	386 57%
None selected for 'OMVIC Responsibility'	64 11%	81 12%	85 13%

Not an OMVIC Responsibility

Educating consumers about their car buying rights in Ontario	92 16%	103 15%	94 14%
Being a trusted source of the most current information regarding car-buying in Ontario	71 12%	104 15% C	66 10%
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario	89 15%	115 17%	102 15%
Promoting consumer awareness that buying from a registered dealer offers legal protections	61 11%	101 15% C	74 11%
Providing free complaint mediation to Ontario vehicle purchasers	74 13%	99 15%	91 13%
None selected for 'Not an OMVIC Responsibility'	355 62%	406 60%	429 64%

Don't Know

Educating consumers about their car buying rights in Ontario	111 19%	130 19%	125 19%
Being a trusted source of the most current information regarding car-buying in Ontario	114 20%	128 19%	134 20%
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario	147 25%	156 23%	181 27%
Promoting consumer awareness that buying from a registered dealer offers legal protections	103 18%	121 18%	114 17%
Providing free complaint mediation to Ontario vehicle purchasers	159 28%	179 27%	197 29%
None selected for 'Don't Know'	318 55%	382 57%	384 57%

Q.13 Legal protection knowledgeability

Results

	Feb 2022 Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	0	0	2093
Total Interviews (Weighted)	0	0	2093
(Net) Knowledgeable	0 0%	0 0%	217 10%
Extremely knowledgeable	0	0	82

	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
	0%	0%	30%
(Net) Not Knowledgeable	0	0	1326
	0%	0%	63%
Don't know	0	0	63
	0%	0%	3%

Q.6a/b Execution presented	Results		
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	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
Seen (Total)			
Free Ride	2014	0	2093
	100%	0%	100%
			B
Camouflage	0	2256	2093
	0%	100%	100%
			A
Seen First			
Free Ride	2014	0	1046
	100%	0%	50%
	C		B
Camouflage	0	2256	1047
	0%	100%	50%
		C	A

Q.6a/b Whether recall seeing ad before	Results		
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	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
Free Ride (Base: Free Ride seen first)			
Yes	2014	0	1046
	100%	0%	100%
	169	0	153
	8%	0%	15%
			A
No	1785	0	840
	89%	0%	80%
	C		
Don't know	60	0	53
	3%	0%	5%
			A
Camouflage (Base: Camouflage seen first)			
Yes	0	2256	1047
	0%	100%	100%
	0	309	146
	0%	14%	14%
No	0	1840	830
	0%	82%	79%
Don't know	0	107	70

	0%	5%	7%
			B
<u>Free Ride (Base: Total Exposures)</u>	2014	0	2093
Yes	100%	0%	100%
	169	0	289
	8%	0%	14%
			AB
No	1785	0	1673
	89%	0%	80%
			B
Don't know	60	0	130
	3%	0%	6%
			AB
<u>Camouflage (Base: Total Exposures)</u>	0	2256	2093
Yes	0%	100%	100%
	0	309	280
	0%	14%	13%
			A
No	0	1840	1681
	0%	82%	80%
			A
Don't know	0	107	131
	0%	5%	6%
			AB
Q.6a/b Whether recall seeing ad before	Results		
	Feb 2022		
	Unwtd	Nov 2022	July 2023
	(A)	(B)	(C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
<u>Free Ride (Base: 2022-Saw :30 sec video, 2023-Saw First)</u>	509	0	1046
Yes	100%	0%	100%
	39	0	153
	8%	0%	15%
			A
No	458	0	840
	90%	0%	80%
			C
Don't know	12	0	53
	2%	0%	5%
			A
<u>Camouflage (Base: 2022-Saw :30 sec video, 2023-Saw First)</u>	0	565	1046
Yes	0%	100%	100%
	0	77	146
	0%	14%	14%
No	0	476	830
	0%	84%	79%
			C
Don't know	0	12	70
	0%	2%	7%
			B
Q.8 Vehicle buying status	Results		
	Feb 2022		
	Unwtd	Nov 2022	July 2023
	(A)	(B)	(C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
<u>You are currently looking to purchase or lease a motor vehicle</u>			
Yes	585	708	610
	29%	31%	29%
No	1283	1404	1353
	64%	62%	65%

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

Paid cash	746 45%	847 45%	778 46%
Financed with a loan	752 45%	792 42%	727 43%
Leased	161 10%	218 12%	170 10%
Don't know	17 1%	16 1%	21 1%

Q.10 Education completed

Results

	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
High school or less	333 17%	401 18%	360 17%
Some college / technical school	156 8%	191 8%	152 7%
Completed college / technical school	506 25%	520 23%	466 22%
Some university	116 6%	143 6%	134 6%
University undergraduate degree	517 26%	605 27%	574 27%
Graduate degree	356 18%	369 16%	392 19%
Other	8 0%	6 0%	3 0%
Prefer not to answer	22 1%	21 1%	12 1%
(Net) Graduated university/ college	1379 68%	1495 66%	1432 68%
(Net) Some college/ university	272 14%	334 15%	286 14%

Q.11 Household income

Results

	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
Base: Gave answer	1824 100%	2054 100%	1912 100%
Less than \$30,000	269 15%	302 15%	303 16%
\$30,000 to \$39,999	174 10%	211 10%	174 9%
\$40,000 to \$64,999	403 22%	448 22%	397 21%
\$65,000 to \$99,999	469 26%	494 24%	480 25%

\$100,000 or more	509 28%	599 29%	558 29%
(Net) Under \$40K	443 24%	513 25%	477 25%
(Net) \$40K - <\$100K	872 48%	942 46%	877 46%
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 8%	167 7%	149 7%
(Base: Total) Don't know	29 1%	34 2%	32 2%

Q.12 Primary language spoken in home	Results		
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	Feb 2022		
	Unwtd (A)	Nov 2022 (B)	July 2023 (C)
Total Interviews (Unweighted)	2014	2256	2093
Total Interviews (Weighted)	2014	2256	2093
English	1719 85%	1969 87%	1806 86%
(Net) Non English	280 14%	273 12%	275 13%
Chinese	72 4%	72 3%	63 3%
French	25 1%	29 1%	26 1%
Spanish	23 1%	14 1%	9 0%
Urdu	21 1%	19 1%	15 1%
Punjabi	19 1%	13 1%	17 1%
Tagalog	13 1%	13 1%	17 1%
Arabic	11 1%	14 1%	15 1%
Italian	11 1%	14 1%	5 0%
Tamil	8 0%	13 1%	17 1%
Persian (Farsi)	7 0%	10 0%	7 0%
Portuguese	7 0%	9 0%	13 1%
German	6 0%	3 0%	3 0%
Other	57	52	69

Prefer not to answer

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