



## Consumer Confidence Rising, Survey Says

The BC auto industry is showing progress and positive growth in all areas. In addition to record breaking sales, the 2013 Public Confidence Survey found that consumer confidence in the industry is also making great strides.

Commissioned by the VSA and conducted by Ipsos Reid, the survey was completed last spring to rate the general public’s confidence in the auto industry. Online and telephone polls were used to survey the public-at-large and consumers who recently purchased vehicles at franchised and independent dealers (including RV and motorcycle dealers). Survey participants represented the entire province and all demographic groups.

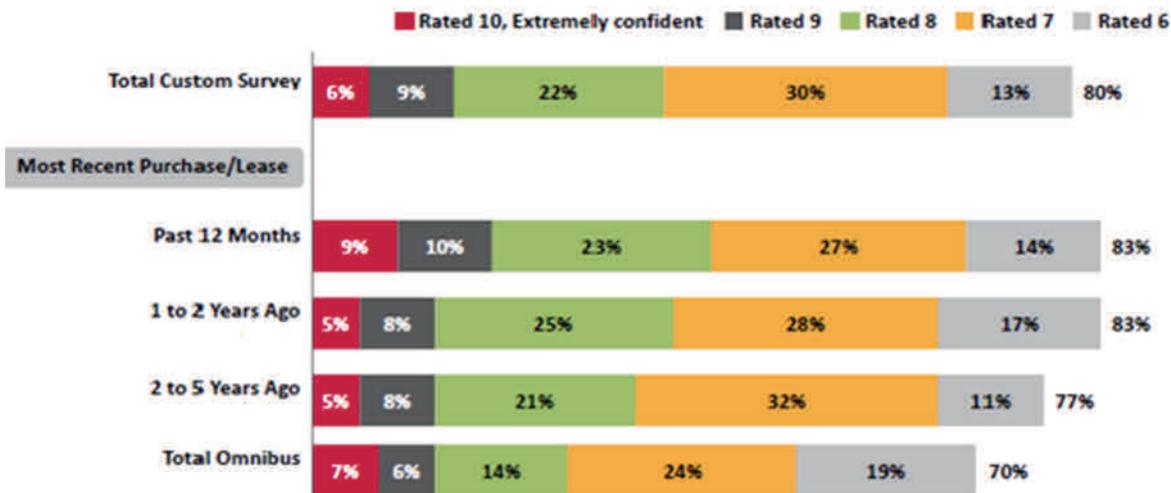
The survey found that the majority of British Columbians are confident in BC’s licensed vehicle sales industry. Key results show that:

- 67% of recent buyers gave the industry a rating of seven or above. 37% gave a top three rating of eight or above (see graph, below).
- Consumers are more confident today than those who purchased two to five years ago (42% gave a top three rating, compared to 34%).
- Those who bought in the past year gave a higher excellent rating (9%) than those who purchased over one year ago (5%).
- 35% of all buyers said their recent buying experience was better than before.
- Compared to two to five years ago, consumers today were more likely to receive mechanical inspection reports (44% over 27%) and vehicle history reports (51% over 36%) without asking.

These facts and numbers suggest that dealers and salespeople are successfully promoting clear and transparent selling. Ian Christman, Registrar of Motor Dealers, is enthusiastic about the outcome of the survey. He believes that “the results reflect progress in building and promoting a professional industry over the past five years... [and] these trends point to significant headway by the industry in the adoption of dealership *best practices*.”

## Confidence in the Motor Vehicle Sales Industry

This graph represents all survey participants from around the province who gave the industry a positive rating of six or above (on a scale of ten). The top bars represent consumers who made purchases from dealerships within the last five years. The bottom bar – total omnibus – represents the general public-at-large.



The entire [2013 Public Confidence Survey is available online](#).