



British Columbians Confident in Vehicle Sales Industry

According to the [2016 Public Confidence Survey](#), consumers are noticing that licensed dealers and salespeople are continuing to build a professional industry. Here are key findings that confirm dealers and salespeople have adopted best practices that are paying off:

- 68% of recent buyers gave the industry a rating of seven or above on a ten point scale. 43% gave a top three rating of eight or above. These ratings are up from 67% and 37% in 2013.
- Consumers who made purchases within the last year are more confident than those who purchased two to five years ago—49% gave a top three rating, compared to 40% in 2013.
- Over 70% of those buying from a dealer rate their purchasing experience positively. This is mostly due to the service received from staff and the overall experience of buying a vehicle.
- Overall, there has been a decrease in buyers experiencing problems when purchasing a vehicle from a dealership. 26% experienced a problem, compared to 32% in 2013.
- 59% of consumers were offered a vehicle history report without asking, a significant improvement from 44% in 2013.
- Buyers today are also more likely to receive a mechanical inspection report without asking, up from 34% in 2013 to 42% this year.

Since 2013, confidence in the licensed vehicle sales industry has either increased or remained stable across a variety of other measures as well.

The VSA commissioned Ipsos to rate the confidence of the public in the auto industry and assess industry perceptions. Through two online panels, Ipsos surveyed consumers who made purchases at franchise and independent dealers, including those selling RVs and motorcycles. Survey participants represented the entire province and all demographic groups. The first two Public Confidence Surveys were conducted in [2008](#) and [2013](#).

[The full 2016 survey results are available on the VSA website](#)

Confidence in the Vehicle Sales Industry

This graph shows the percentage of survey participants from around the province who gave the industry a positive rating—six or above on a scale of ten.

- The top bar shows all consumers who made purchases from licensed dealerships within the last five years.
- The middle three bars show the changes in ratings based on how recent their purchase was.
- The bottom bar—total omnibus—reports the attitude of the public-at-large, including those who have not purchased a vehicle in the last five years.

