

OMVIC Consumer Awareness Survey (Fall 2022)

Q1. Region	Results	
	Feb 2022 (Unwgted)	Nov 2022
(Net) GTA	53%	53%
City of Toronto	25%	25%
Greater Toronto Area (GTA)	28%	28%
Southwest Ontario	25%	25%
Eastern Ontario	16%	16%
Northern/ Central Ontario	5%	5%
None of These	0%	0%

Q.2 Gender	Results	
	Feb 2022 (Unwgted)	Nov 2022
Male	49%	51%
Female	50%	49%
Other	0%	0%

Q.3 Age	Results	
	Feb 2022	Nov 2022
18 to 24	7%	10%
25 to 34	23%	20%
35 to 54	40%	39%
55 and over	31%	30%

Q.4 Unaided awareness of organizations	Results	
	Feb 2022 (Unwgted)	Nov 2022

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CAA	94%	96%
Consumer Protection Ontario	28%	28%
OMVIC	19%	20%
UCDA	19%	16%
CVMA	19%	21%
TADA	9%	10%
I haven't heard of any of them	4%	3%

Q.5 Aided awareness of OMVIC **Results**

	Feb 2022 (Unwgted)	Nov 2022
Yes	29%	30%
No	61%	59%
Not sure	10%	11%

Q.6 Sources of OMVIC awareness **Results**

	Feb 2022 (Unwgted)	Nov 2022
Online advertising	25%	23%
Social media	23%	21%
Relative/friend/colleague	22%	22%
Television advertising	20%	0%
Media news coverage	20%	18%
Newspaper or magazine advertising	19%	20%
Radio advertising	15%	17%
Billboards and outdoor advertising	13%	0%
Cable or satellite TV advertising	0%	24%
Streaming TV advertising	0%	15%
Billboards or outdoor advertising	0%	14%
Streaming music or podcast advertising	0%	6%
Other	14%	9%
Don't know	12%	9%

Q.7 Awareness of car buying facts **Results**

<u>Was Aware</u>	Feb 2022 (Unwgted)	Nov 2022

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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%	39%
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	17%	19%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	23%	25%
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	41%	41%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	28%	27%
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	16%	19%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	18%	17%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	30%	29%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	36%	36%
None selected for 'Was Aware'	29%	31%

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	48%	50%
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	63%	65%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	58%	60%
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	45%	47%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	57%	59%
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	68%	68%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	63%	66%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	54%	57%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	49%	52%
None selected for 'Was Not Aware'	12%	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	12%	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	20%	16%
The term 'curbsider' means an illegal unlicensed car dealer who poses as a private seller	19%	15%
When purchasing a vehicle in Ontario from a registered dealer, you have access to protections that are absent in a private sale	13%	12%
Motor vehicle dealers and salespeople in Ontario must be registered with OMVIC in order to operate	15%	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	16%	13%
Ontario motor vehicle dealers are not required to reveal the lowest interest rate available to you when financing a car	19%	16%
An Ontario motor vehicle dealer may receive payment from a finance company for offering you a finance rate	16%	15%
Ontario motor vehicle dealers must disclose on the contract a vehicle's accident if the damage is over \$3,000	15%	12%
None selected for 'Don't Know'	62%	66%

Q.8 Awareness of OMVIC responsibilities	Results	
	Feb 2022 (Unwgted) Nov 2022	
<u>OMVIC Responsibility</u>		
Educating consumers about their car buying rights in Ontario	65%	66%
Being a trusted source of the most current information regarding car-buying in Ontario	68%	66%
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario	59%	60%
Promoting consumer awareness that buying from a registered dealer offers legal protections	72%	67%
Providing free complaint mediation to Ontario vehicle purchasers	60%	59%
None selected for 'OMVIC Responsibility'	11%	12%
<u>Not an OMVIC Responsibility</u>		
Educating consumers about their car buying rights in Ontario	16%	15%
Being a trusted source of the most current information regarding car-buying in Ontario	12%	15%
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario	15%	17%
Promoting consumer awareness that buying from a registered dealer offers legal protections	11%	15%
Providing free complaint mediation to Ontario vehicle purchasers	13%	15%
None selected for 'Not an OMVIC Responsibility'	62%	60%
<u>Don't Know</u>		
Educating consumers about their car buying rights in Ontario	19%	19%
Being a trusted source of the most current information regarding car-buying in Ontario	20%	19%
Investigating and prosecuting industry non-compliance and illegal sales (curbsiding) in Ontario	25%	23%
Promoting consumer awareness that buying from a registered dealer offers legal protections	18%	18%
Providing free complaint mediation to Ontario vehicle purchasers	28%	27%
None selected for 'Don't Know'	55%	57%
Q.9 Execution presented	Results	
	Feb 2022 (Unwgted) Nov 2022	
(Net) Video	51%	50%
15s Video 1	25%	25%
30s Video 2	25%	25%
(Net) GIF	49%	50%
GIF 1 - Chameleon	25%	25%
GIF 2 - Vehicle	25%	25%
Q.9 Whether recall seeing ad before	Results	

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Feb 2022 (Unwgt'd) Nov 2022

Yes	8%	14%
No	89%	82%
Don't know	3%	5%

Q.10 Messages applying to ad **Results**

	Feb 2022 (Unwgt'd)	Nov 2022
<u>Applies</u>		
Information about your car buying rights is available for free from OMVIC	68%	67%
It is important to know your rights before buying a car	74%	74%
Buying a car is easy and hassle-free	41%	40%
All-in price advertising means no hidden fees or added costs when buying a car	0%	71%
You should never be charged more than the dealer's advertised price when buying a car in Ontario	0%	67%
OMVIC.ca is a good place for car buying information	0%	68%
All-in price advertising is the law in Ontario when buying a car	0%	68%
OMVIC.ca has free car buying information	0%	59%
If an Ontario car dealer advertises a price for a car, it should include all fees or charges except HST and licensing fees (Net) Correct	80%	88%
(Net) Incorrect	41%	40%
None selected for 'Applies'	13%	12%
<u>Does Not Apply</u>		
Information about your car buying rights is available for free from OMVIC	11%	12%
It is important to know your rights before buying a car	11%	12%
Buying a car is easy and hassle-free	32%	34%
All-in price advertising means no hidden fees or added costs when buying a car	0%	12%
You should never be charged more than the dealer's advertised price when buying a car in Ontario	0%	14%
OMVIC.ca is a good place for car buying information	0%	12%
All-in price advertising is the law in Ontario when buying a car	0%	13%
OMVIC.ca has free car buying information	0%	15%
If an Ontario car dealer advertises a price for a car, it should include all fees or charges except HST and licensing fees	0%	16%
None selected for 'Does Not Apply'	50%	49%
<u>Don't Know</u>		
Information about your car buying rights is available for free from OMVIC	22%	21%
It is important to know your rights before buying a car	15%	15%
Buying a car is easy and hassle-free	27%	25%

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All-in price advertising means no hidden fees or added costs when buying a car
 You should never be charged more than the dealer's advertised price when buying a car in Ontario
 OMVIC.ca is a good place for car buying information
 All-in price advertising is the law in Ontario when buying a car
 OMVIC.ca has free car buying information
 If an Ontario car dealer advertises a price for a car, it should include all fees or charges except HST and licensing fees
 None selected for 'Don't Know'

	Table 1
0%	17%
0%	19%
0%	20%
0%	20%
0%	25%
0%	22%
54%	50%

Q.11 Vehicle buying status	Results	
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	Feb 2022 (Unwgted)	Nov 2022
_ You are currently looking to purchase or lease a motor vehicle		
Yes	29%	31%
No	64%	62%
Don't know	7%	6%
_ You have purchased or leased a motor vehicle in the past two years		
Yes	34%	33%
No	64%	65%
Don't know	2%	2%

Q.12a Whether ever bought or leased a motor vehicle	Results	
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	Feb 2022 (Unwgted)	Nov 2022
Yes	83%	83%
No	16%	16%
Don't know	0%	1%

Q.12b New or used vehicle buyer		
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New vehicle	53%	53%
Used vehicle	47%	46%
Don't know	0%	1%

Q.12c Financing type		
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Paid cash	45%	45%
Financed with a loan	45%	42%
Leased	10%	12%
Don't know	1%	1%

Q.13 Education completed	Results
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High school or less	17%	18%
Some college / technical school	8%	8%
Completed college / technical school	25%	23%
Some university	6%	6%
University undergraduate degree	26%	27%
Graduate degree	18%	16%
Other	0%	0%
Prefer not to answer	1%	1%
(Net) Graduated university/ college	68%	66%
(Net) Some college/ university	14%	15%

Q.14 Household income		Results	
		Feb 2022 (Unwgt'd)	Nov 2022
Base: Gave answer			
Less than \$30,000		1824	2054
\$30,000 to \$39,999		100%	100%
\$40,000 to \$64,999		15%	15%
\$65,000 to \$99,999		10%	10%
\$100,000 or more		22%	22%
(Net) Under \$40K		26%	24%
(Net) \$40K - <\$100K		28%	29%
Mean (000's)		24%	25%
Std dev		48%	46%
Std Err		78.0	78.2
Prefer not to answer		36.4	36.9
Don't know		0.9	0.8
		8%	7%
		1%	2%

Q.15 Primary language spoken in home		Results	
		Feb 2022 (Unwgt'd)	Nov 2022
English		85%	87%
(Net) Non English		14%	12%
Chinese		4%	3%
French		1%	1%

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Spanish
Urdu
Punjabi
Tagalog
Arabic
Italian
Tamil
Persian (Farsi)
Portuguese
German
Other
Prefer not to answer

1%	1%
1%	1%
1%	1%
1%	1%
1%	1%
1%	1%
0%	1%
0%	0%
0%	0%
0%	0%
3%	2%
1%	1%