



Motor
Vehicle Sales Authority
of British Columbia

2014 Customer Satisfaction Survey

Dealership Report



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Introduction

Background and Objectives

- The Motor Vehicle Sales Authority of British Columbia (VSA) is a not-for-profit delegated authority. Its primary role is to administer and enforce provincial acts including the *Motor Dealer Act* and the *Business Practices and Consumer Protection Act*. The VSA licenses approximately 1,450 motor dealers and the 6,750 dealership employees who are engaged in selling motor vehicles for personal use. The provincial government legislates the licensing of motor dealers and salespeople as well as providing consumer protection and business practices legislation.
- The primary purpose of this research is to measure customer satisfaction with salespeople and dealer spokespeople who deal with the VSA in British Columbia. This research will provide valuable information which will enable the VSA to make management and marketing decisions to more effectively serve its customers.
- The objectives of this research are to:
 - Measure and provide benchmark data for customer satisfaction with the VSA overall, and on specific aspects, among licenced motor vehicle salespeople and dealership spokespeople in British Columbia;
 - Determine if levels of perception are different based on role of the respondent; and,
 - Determine where efforts should be directed to improve perceptions and service of the VSA.
- This report presents the results of the dealership spokesperson survey.

To fulfill the objectives of this research, an online survey approach was taken.

Online Survey

- An online survey was conducted with dealership spokespersons throughout British Columbia.
- Email addresses were provided by the VSA for all dealership spokespersons in their database. Any duplicate email addresses were removed from the population.
- An email invitation was sent to all dealership spokespeople in the database (1392 in total) asking them to participate in a 12 minute online survey. A unique link to the survey was provided in the invitation so respondents could click on the link and be redirected to the survey site.
- Those who participated in the study were entered into a draw for one of five cash prizes. There were no other qualifying criteria.
- 176 online surveys were completed between the dates of January 16 and 29, 2014.
- The sample who completed the survey was reflective of the total population based on region, tenure with licencing, and type of dealership, and therefore no weighting of the data was needed.
- The margin of error on the total sample of dealer spokespeople is +/-7.39%. The margin of error on smaller sample sizes will be larger.



Key Highlights

Overall Satisfaction with the VSA

- On average dealer spokespersons interacted with VSA six times in the past two years, of which one-half had a recent interactions in the past six months (mostly for dealer license renewal purposes).
- While dealer spokespersons are **moderately satisfied (48% awarding top 3 box ratings)** with the overall VSA interaction experience, satisfaction is higher when asked about their most recent interaction with the VSA (59%). Further, just under one-half of dealer spokespersons believe that the service level provided by VSA is either getting better or staying the same. Only a small proportion (4%) say that the service level is somewhat worse than before. While there are no substantial differences between the subgroups, independent dealers appear to be slightly more satisfied with their VSA experience.
- Dealer spokespersons commended VSA for having exceptional customer service (such as offering timely response and having helpful, professional and knowledgeable staff), as well as the service received for problem resolution.

Satisfaction with Specific Attributes

- VSA is performing moderately on the two *most important drivers* of overall satisfaction, *namely course registration for staff and consumer complaint handling*. Specifically:
 - VSA Courses: Two-thirds of dealer spokespersons awarded positive ratings to VSA course registrations. Dealers praise VSA staff for their service attitude during their most recent course registration process and are satisfied with the ease and speed of completing the registration. However, dealers are less content with the course format and helpfulness of the course information, as well as the course attendance requirements.
 - Consumer Complaints: As with VSA courses, VSA receives positive ratings from two-thirds of dealer spokespersons when it comes to handling consumer complaints.
- Experience with the *most recent dealership inspections* is a *secondary driver* of overall satisfaction, and VSA is performing strong in this regard (**80% top 3 box ratings**). Dealers are satisfied with all aspects of the inspection experience, with broadly one-half awarding perfect scores to each area of the inspection experience.

Satisfaction with Specific Attributes (cont.)

- VSA performs well in terms of *informal visits (80% top 3 box ratings)*. Dealer spokesperson are satisfied with all aspects of the visits but generally less likely to find the visits to be helpful.
- VSA is performing well with both the *dealer licence renewal and licence application process*, receiving positive ratings from three-quarters of dealer spokespersons. Dealers are particularly pleased with the service attitude of VSA staff, as well as the helpfulness and completeness of the information provided during the process.
- VSA's communication (including bulletins and the VSA website) is also a strong asset of VSA, with three-quarters of dealer spokespersons awarding positive ratings.
- While still rated *positively by 59%* of dealer spokesperson, VSA's *formal investigation process* is the lowest rated area of VSA's interactions. However, caution should be taken when interpreting the results as it is only rated by a small number of dealer spokesperson (58) who had a formal investigation with VSA.

Future Strategies and Considerations

- Priority should be placed to ensure that VSA course content is helpful and relevant for dealer spokespersons. Dealer spokespersons would potentially appreciate the course attendance requirements more if the course content is helpful and engaging.
- While not a key driver of overall satisfaction, attention should be paid to the formal investigation process as it is currently the lowest rated area. Ensuring that dealers are provided with detailed information about the investigation process and results might help to drive up the scores.
- VSA should continue to strive for service excellence provided by staff members. VSA's staff are strongly praised for their attitudes and helpfulness. VSA could consider recognizing strong performing staff and restating the importance of good customer service. Ensuring that staff remain fair/reasonable and being capable to handle problems will potentially help drive satisfaction when it comes to customer complaints.

Detailed Findings:

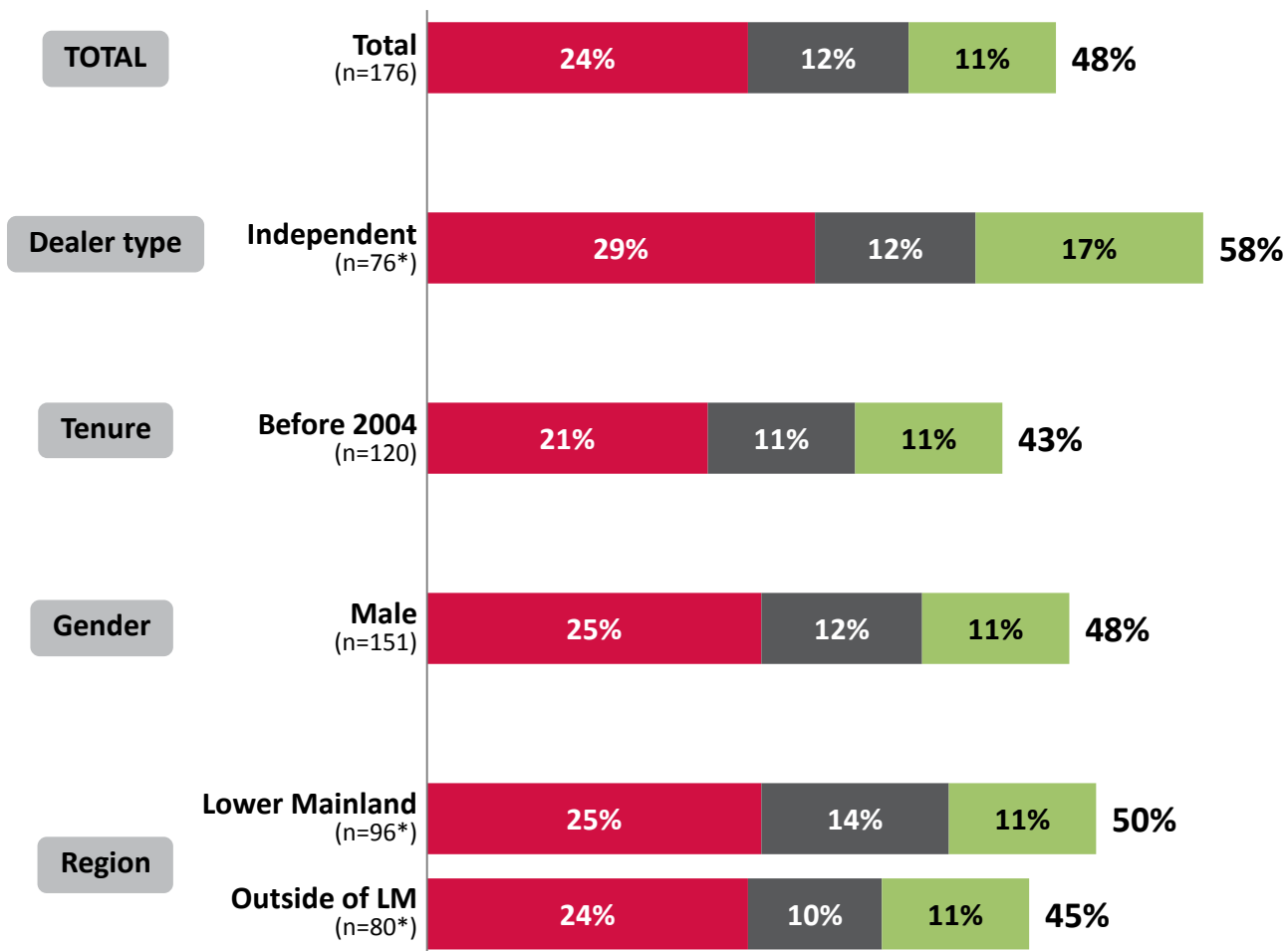
Satisfaction with VSA



Overall Satisfaction With VSA: Top 3 Box Dealers

- Overall satisfaction with the VSA is moderate with just under half providing top 3 box ratings on a 10-point scale. Almost one-quarter are completely satisfied. Due to small sample sizes there are little differences between subgroups.

Rated 10, Completely satisfied Rated 9 Rated 8



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents.

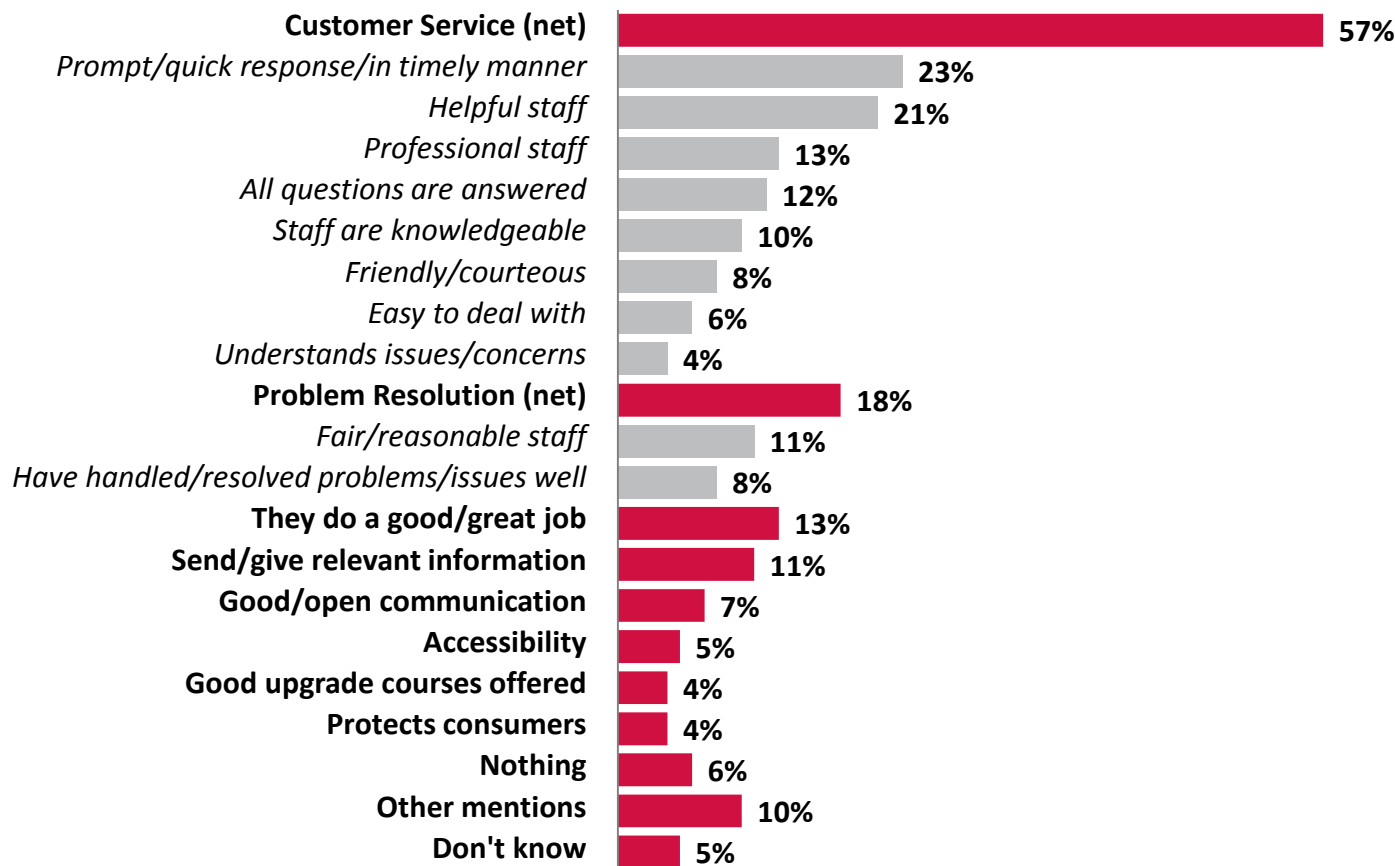
QA1. On a scaled of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the interactions you have had with the VSA in the past two years.

Reasons for Positive Satisfaction Ratings

Dealers

- Reasons for positive satisfaction ratings relate primarily to customer service, and problem resolution. Overall VSA staff was perceived to be prompt and quick to respond, helpful, professional and knowledgeable in addition to many other positive attributes. Staff was also mentioned as being fair when it came to problem resolution.
- The base size of those who gave negative ratings were too small to report.

Reasons Rated 8 to 10



* Small base size, interpret with caution.

Note: Only Total responses of 3% or higher are shown.

Base: Satisfied with interactions with VSA in the past two years. (n=84*)

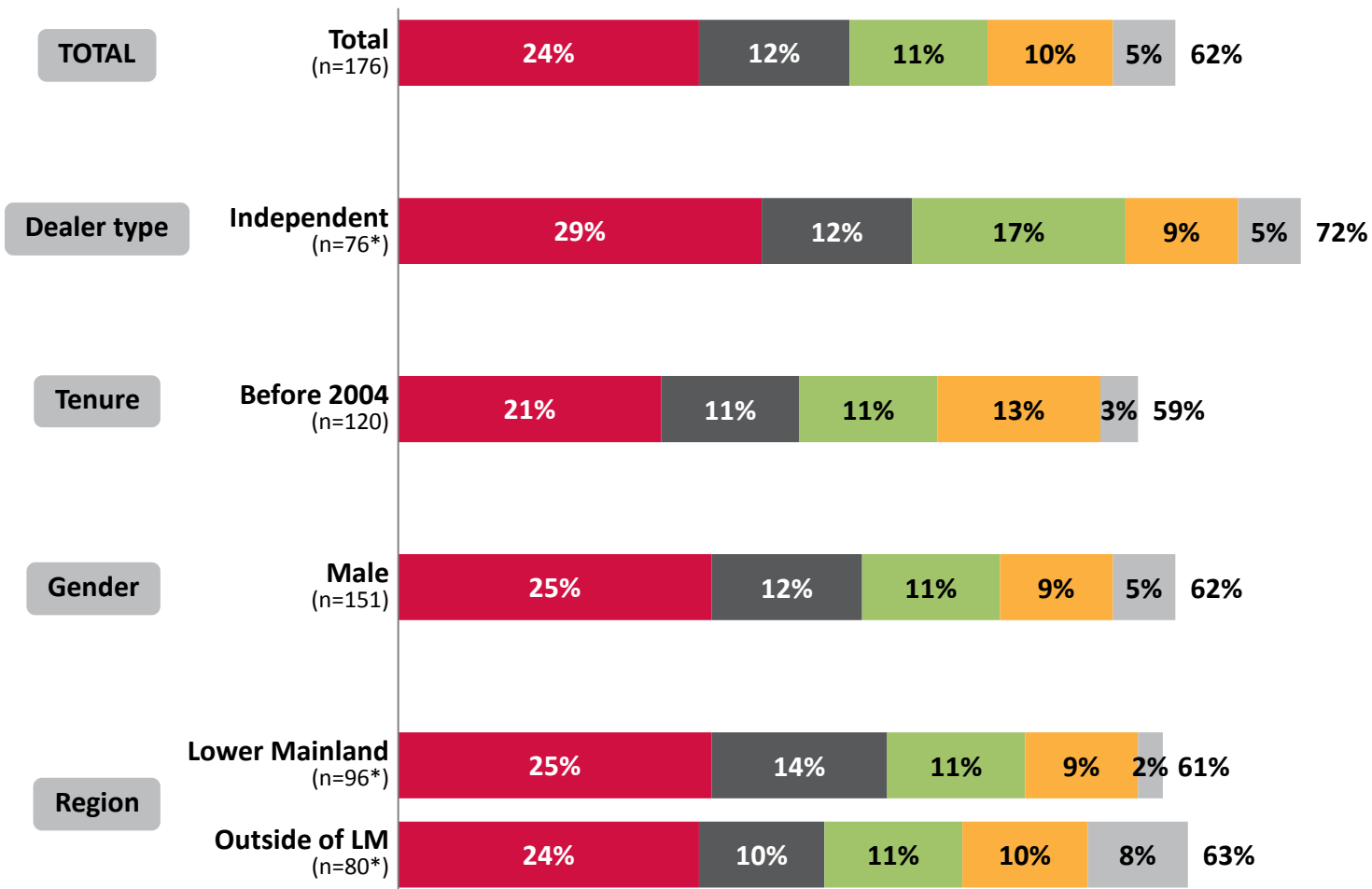
QA1B. Why would you say you are satisfied with your interactions with the VSA?



Overall Satisfaction With VSA: Top 5 Box Dealers

Six-in-ten dealership spokespersons provided positive ratings of 6 or higher. Independent dealerships appear to be slightly more satisfied with their interactions with the VSA than other types of dealerships overall.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents.

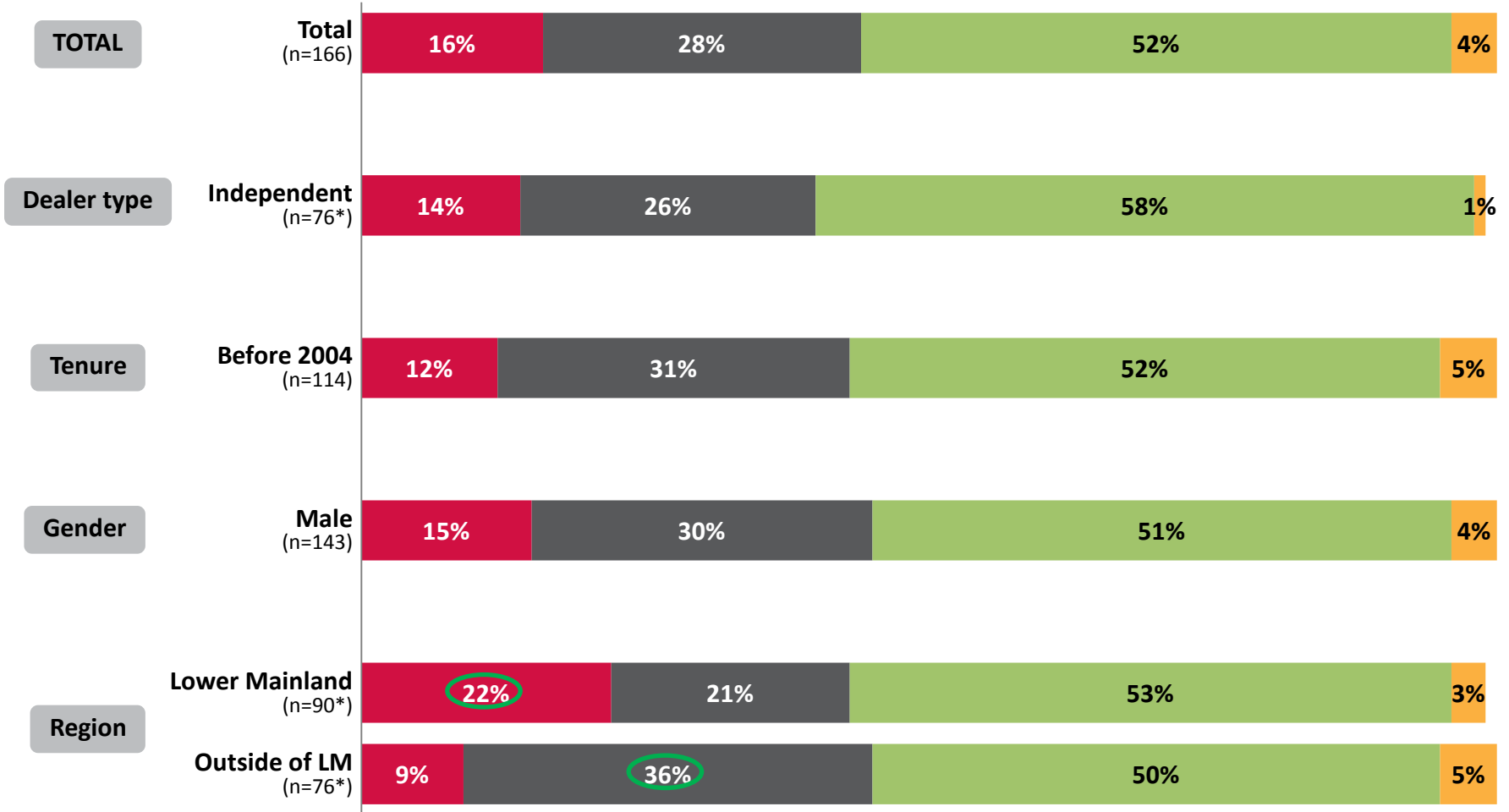
QA1. On a scaled of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the interactions you have had with the VSA in the past two years.

Comparison of Service Ratings over Time

Dealers

Just under half (44%) of dealership spokespersons say the level of service provided by the VSA is either getting better (somewhat or a lot). Those in the lower mainland are more likely to say the level of service is getting a lot better.

■ A lot better
 ■ Somewhat better
 ■ Stayed the same
 ■ Somewhat worse
 ■ A lot worse



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

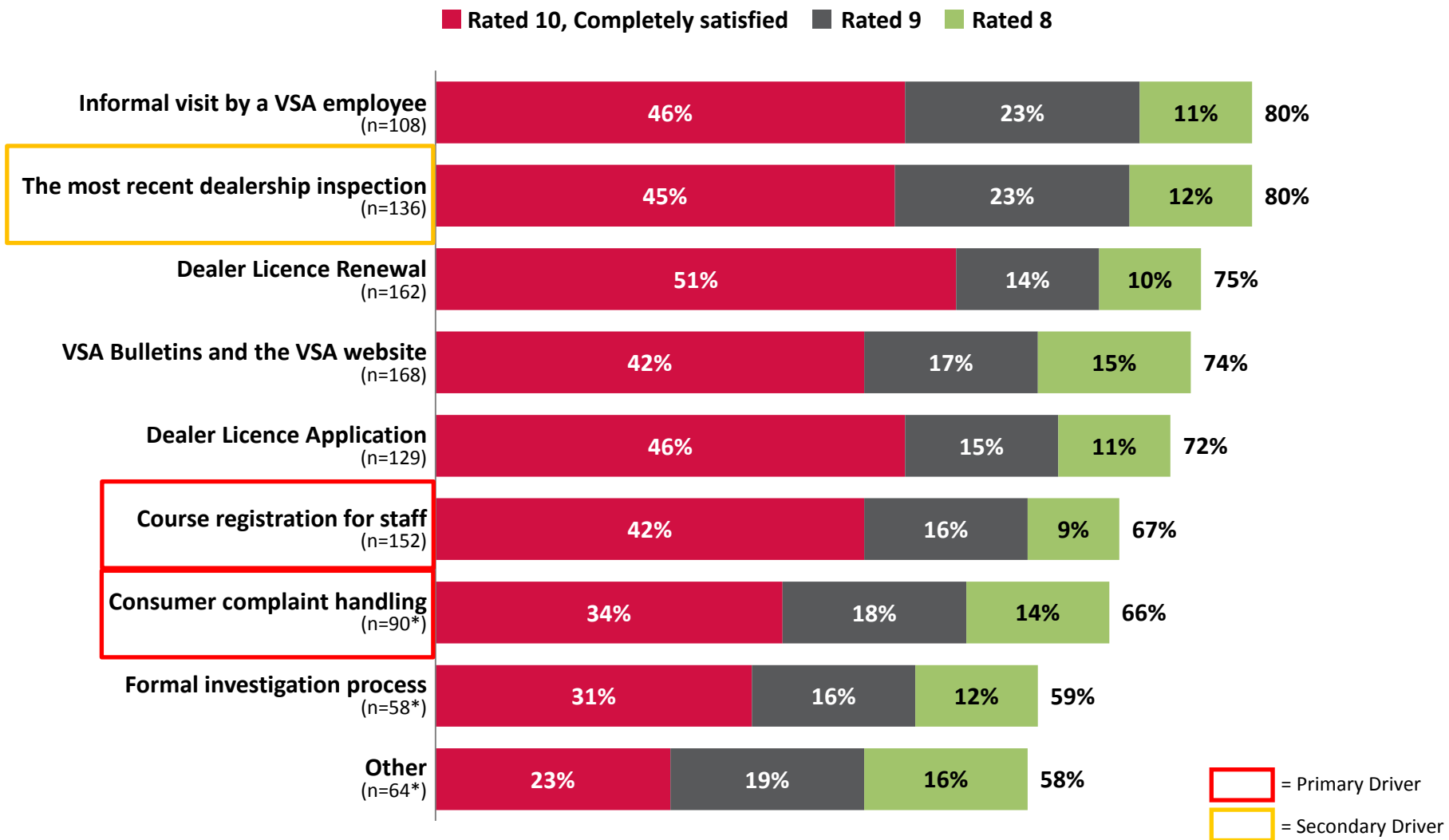
Significantly higher than one or more sub-groups.

Base: All respondents excluding don't know. (n=166)

QA7. Overall do you believe the level of service you receive from the VSA has been getting better, getting worse or staying the same?

Satisfaction With Specific Interactions with the VSA: Top3Box Dealers

Satisfaction with the VSA is high for informal visits to dealerships and on most recent dealership inspections. However, on the two most important drivers of overall satisfaction – course registration and consumer complaint handling – satisfaction scores are moderate.



* Small base size, interpret with caution.

Note: Base size too small to report: Compliance action of any kind.

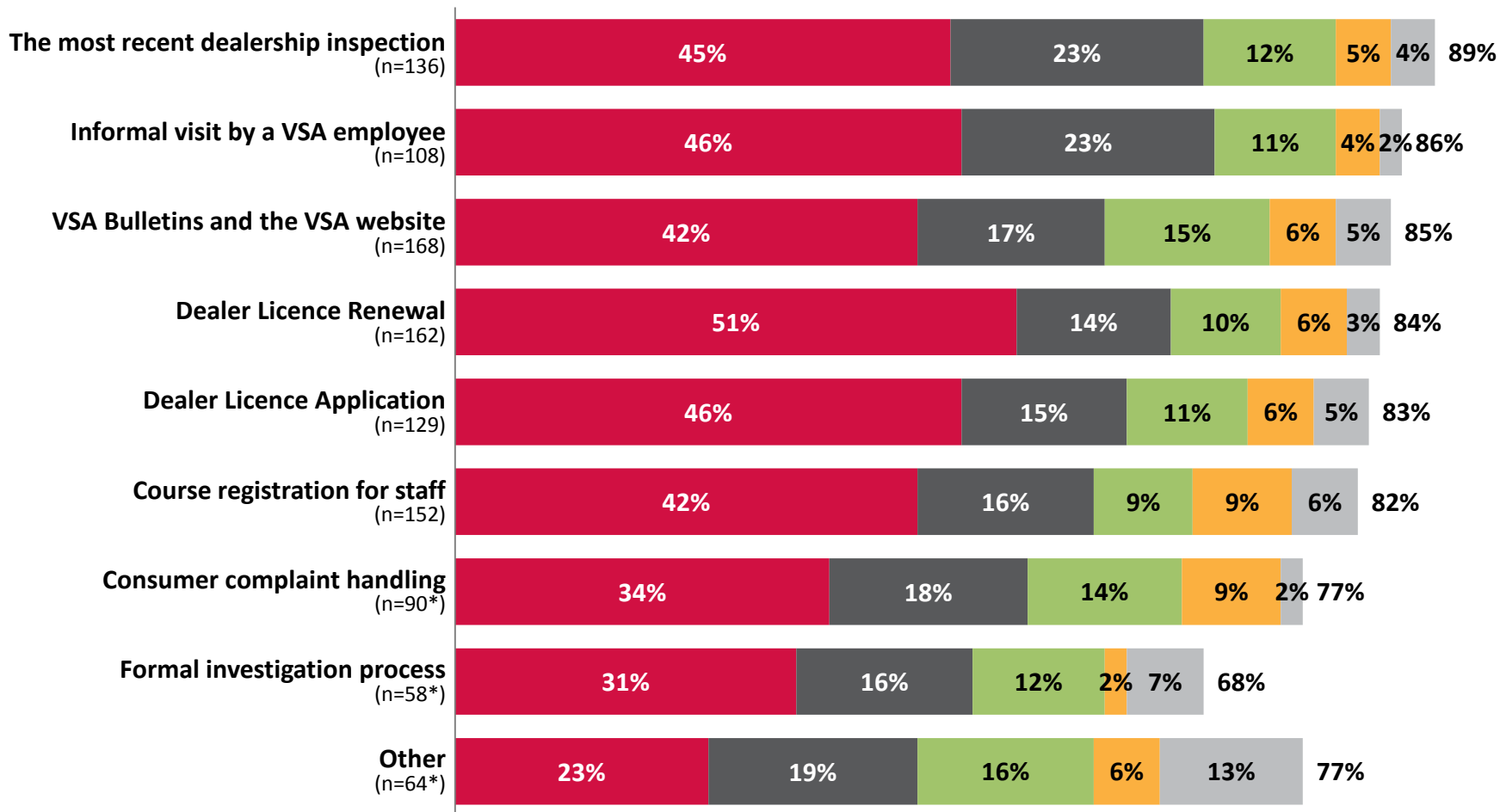
Base: All respondents excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.



Satisfaction With Specific Interactions: Top 5 Box Dealers

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Compliance action of any kind.

Base: All respondents excluding not applicable.

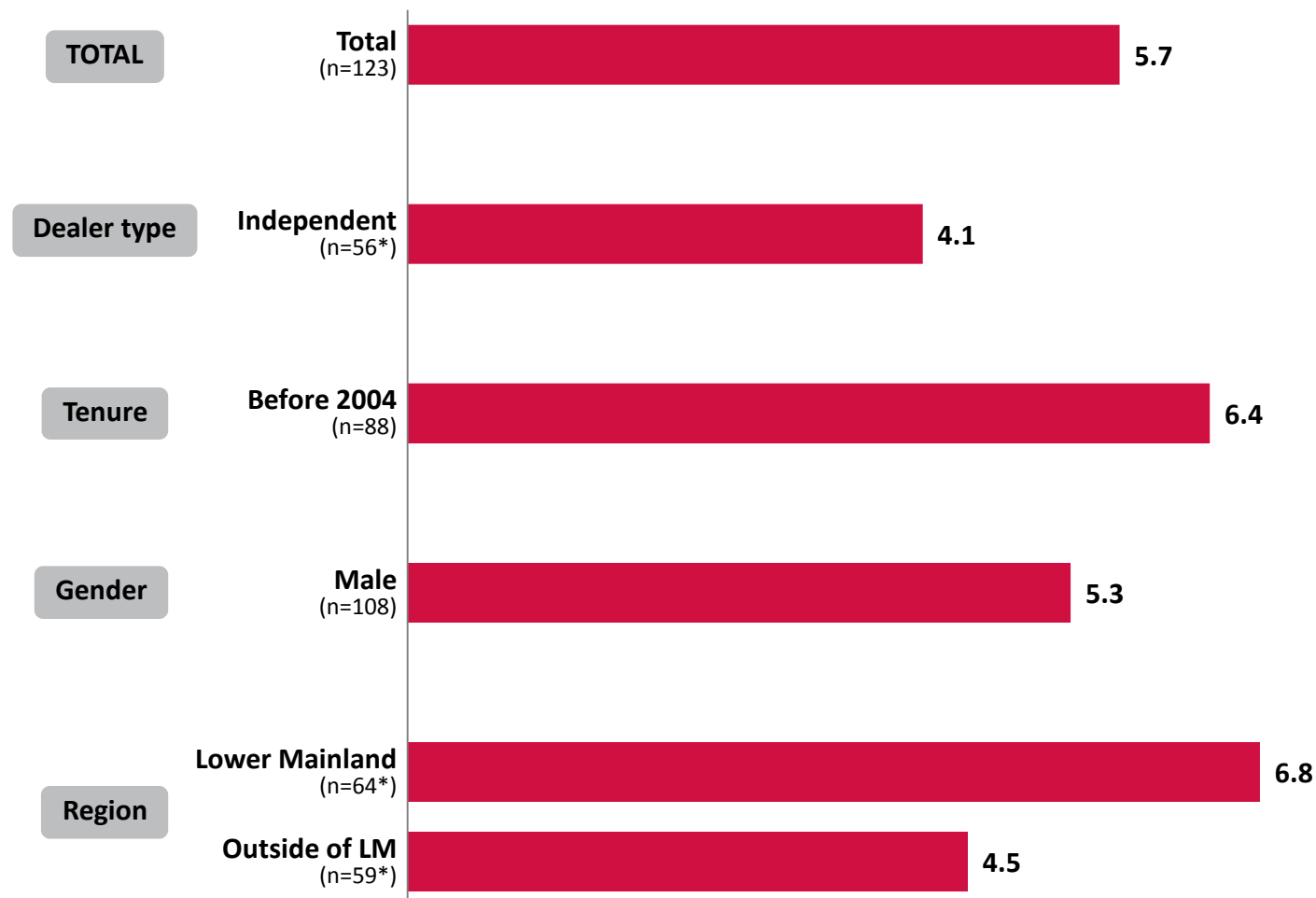
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Detailed Findings:

Interactions with VSA

Average Number of Interactions with VSA Dealers

- Among those who could recall how many times they had interacted with the VSA in the past two years, the average number of times was 6. Independent dealership and those outside the lower mainland appear to be interacting with the VSA less often than other subgroups.



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents excluding don't know.

QA2. How many times in total have you interacted with the VSA in the last 24 months? This interaction could have been in person or via the phone, by email, or online. Please do not count the VSA Bulletins unless you sent in a follow-up comment or question.

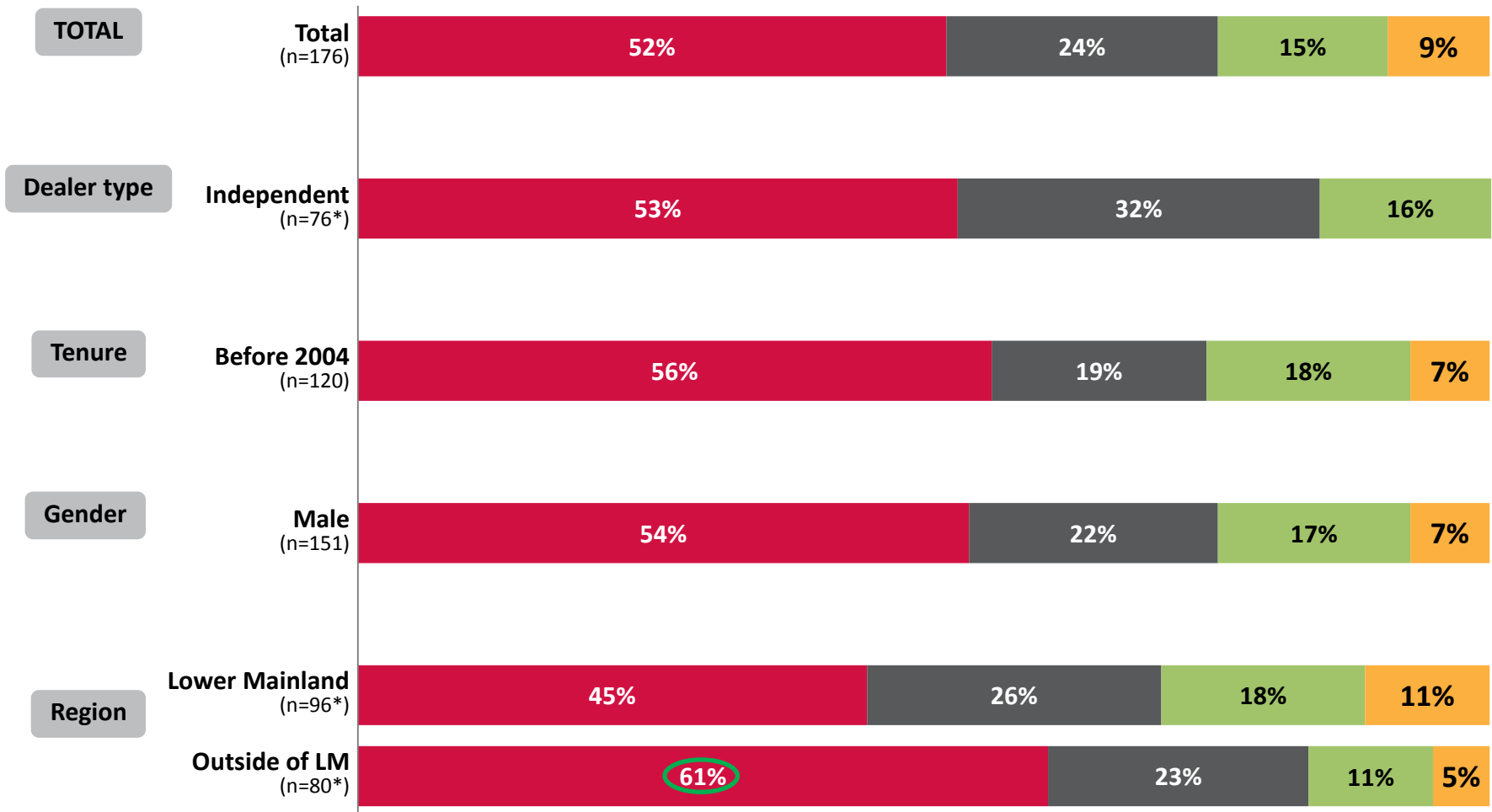


Most Recent VSA Interaction

Dealers

- Half of the dealership spokespeople had interacted with the VSA in the past six months, with those outside the lower mainland more likely to have had an interaction in this time frame. Another one-quarter had interacted with the VSA in the remainder of 2013.

■ Within the past 6 months ■ More than 6 months ago but within 2013 ■ In 2012 ■ Don't know



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Significantly higher than one or more sub-groups.

Base: All respondents.

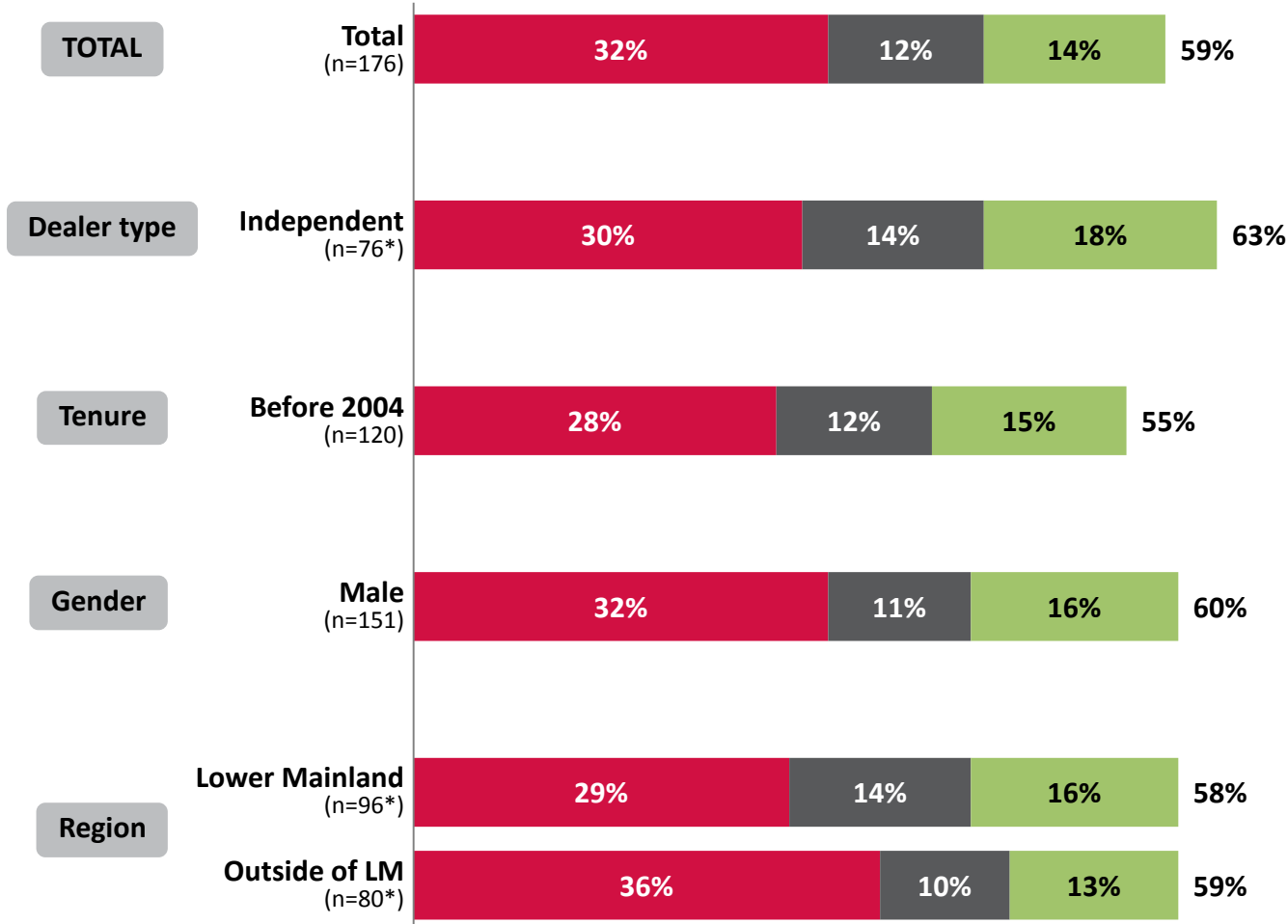
QA3. When was the last time you interacted with the VSA?



Satisfaction With the Most Recent VSA Interaction: Top 3 Box Dealers

- Satisfaction with recent interactions with the VSA is higher than overall satisfaction. Six-in-ten dealership spokespeople gave top 3 box ratings. There are no notable differences between the subgroups.

Rated 10, Completely satisfied Rated 9 Rated 8



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents.

QA4. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the most recent interaction you have had with the VSA.

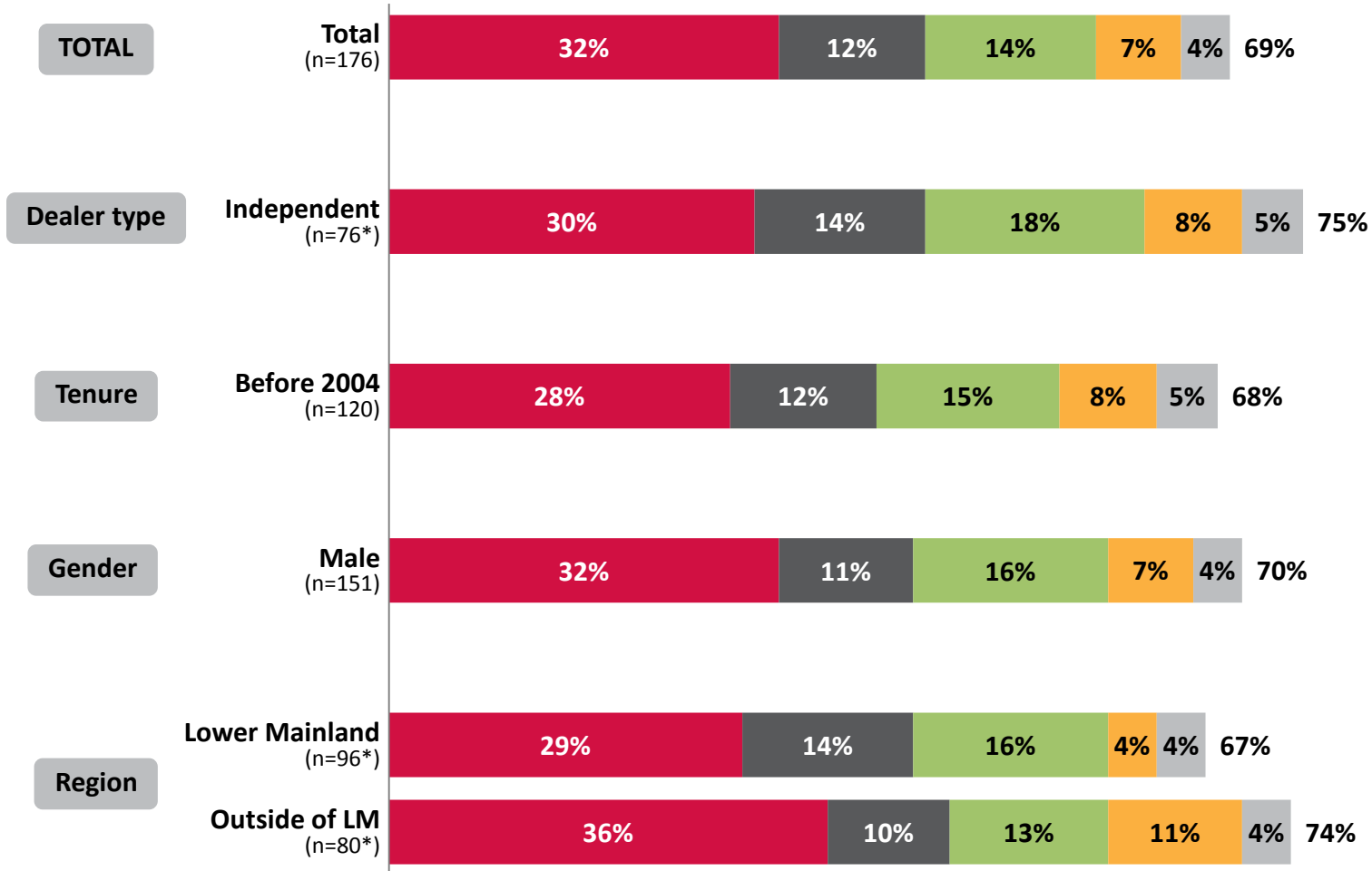
Significantly higher than one or more sub-groups.



Satisfaction With the Most Recent VSA Interaction: Top 5 Box Dealers

- Positive ratings for the most recent interaction with the VSA are good with seven-in-ten dealership spokespeople giving a rating of 6 or higher.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6




* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents.

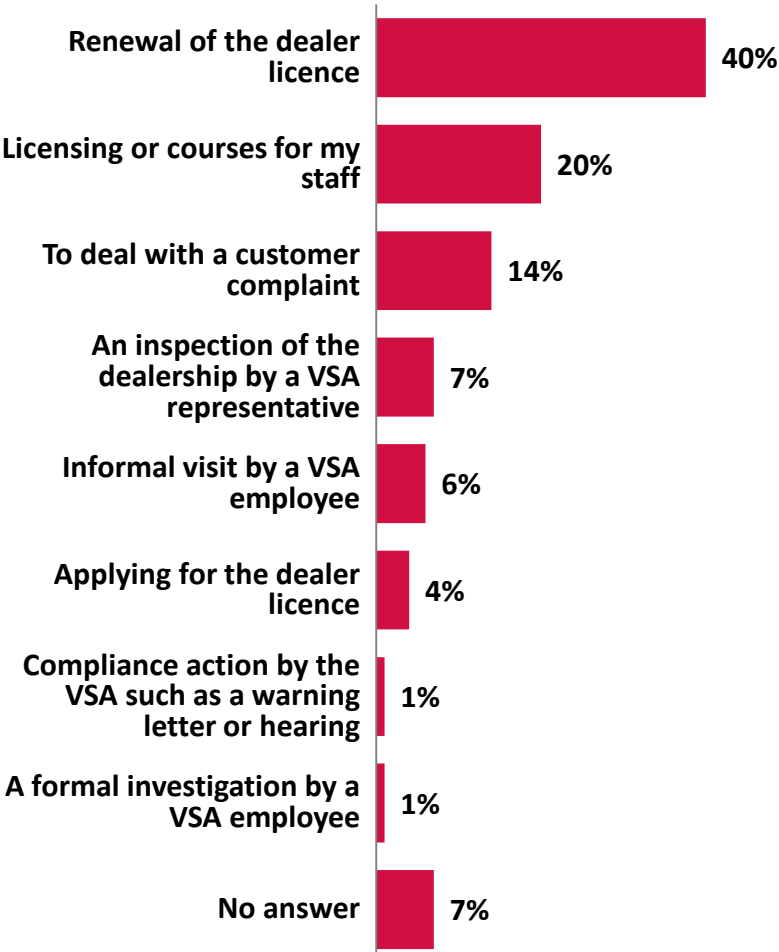
QA4. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the most recent interaction you have had with the VSA.

 Significantly higher than one or more sub-groups.

Most Recent VSA Interaction: Primary Purpose

Dealers: By Dealer Type and Tenure

- The most common reason for recent interaction was for renewal of the dealer licence, this was more often the case with Independent dealership compared to Franchises.



	Dealer Type Independent (n=76*)	Tenure Before 2004 (n=120)
Renewal of the dealer licence	63%	39%
Licensing or courses for my staff	13%	22%
To deal with a customer complaint	9%	15%
An inspection of the dealership by a VSA representative	7%	7%
Informal visit by a VSA employee	3%	6%
Applying for the dealer licence	4%	3%
Compliance action by the VSA such as a warning letter or hearing	–	1%
A formal investigation by a VSA employee	1%	2%
No answer	–	7%

- Small base size, interpret with caution.
- Base: All Respondents. (n=176)

Significantly higher than one or more sub-groups.

Interactions Ever Had With VSA

Dealers: By Gender and Region

- The most common reasons for interactions with the VSA are renewal of the dealer licence, licensing or courses for staff, and inspections. One-in-ten dealership spokespersons say they had a formal investigation and 6% say there has been compliance action taken by the VSA.



Gender	Region		
	Male (n=151)	Lower Mainland (n=96*)	Outside of LM (n=80*)
Renewal of the dealer licence	84%	79%	89%
Licensing or courses for my staff	74%	61%	84%
An inspection of the dealership by a VSA representative	64%	56%	69%
Applying for the dealer licence	47%	41%	55%
Informal visit by a VSA employee	46%	40%	50%
To deal with a customer complaint	38%	39%	35%
A formal investigation by a VSA employee	11%	9%	10%
Compliance action by the VSA such as a warning letter or hearing	6%	4%	8%
No answer	6%	8%	4%

* Small base size, interpret with caution.

Base: All Respondents. (n=176)

QA6. Which of the following interactions have you ever had with the VSA?

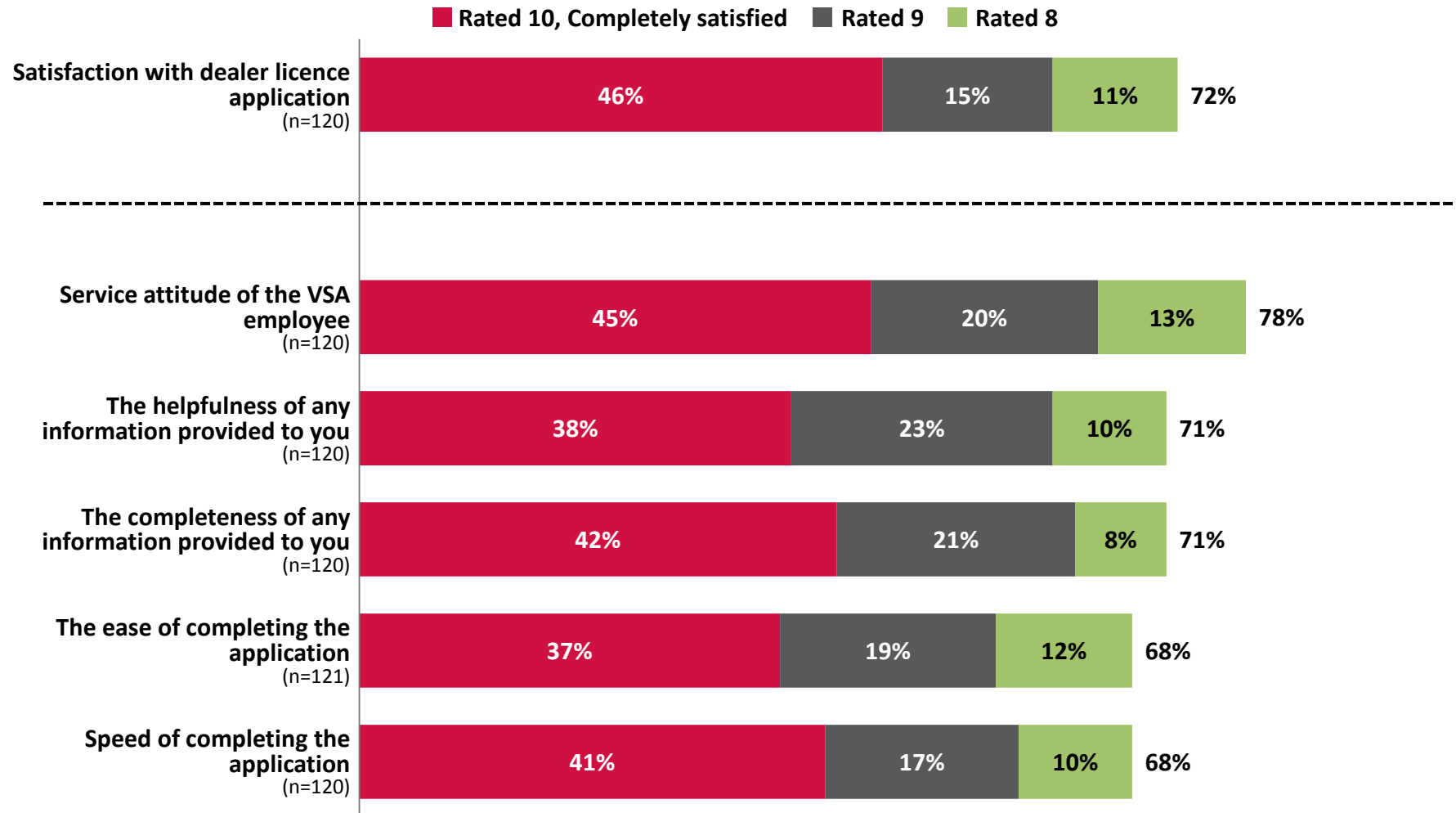
Significantly higher than one or more sub-groups.

Detailed Findings:

Dealer Application Process

Satisfaction With Dealer Application Process: Top 3 Box Dealers

- Close to three-quarters of dealers are satisfied with the dealer application process. Dealers are most satisfied with the service attitude of VSA employees, followed by the helpfulness and completeness of the information provided.



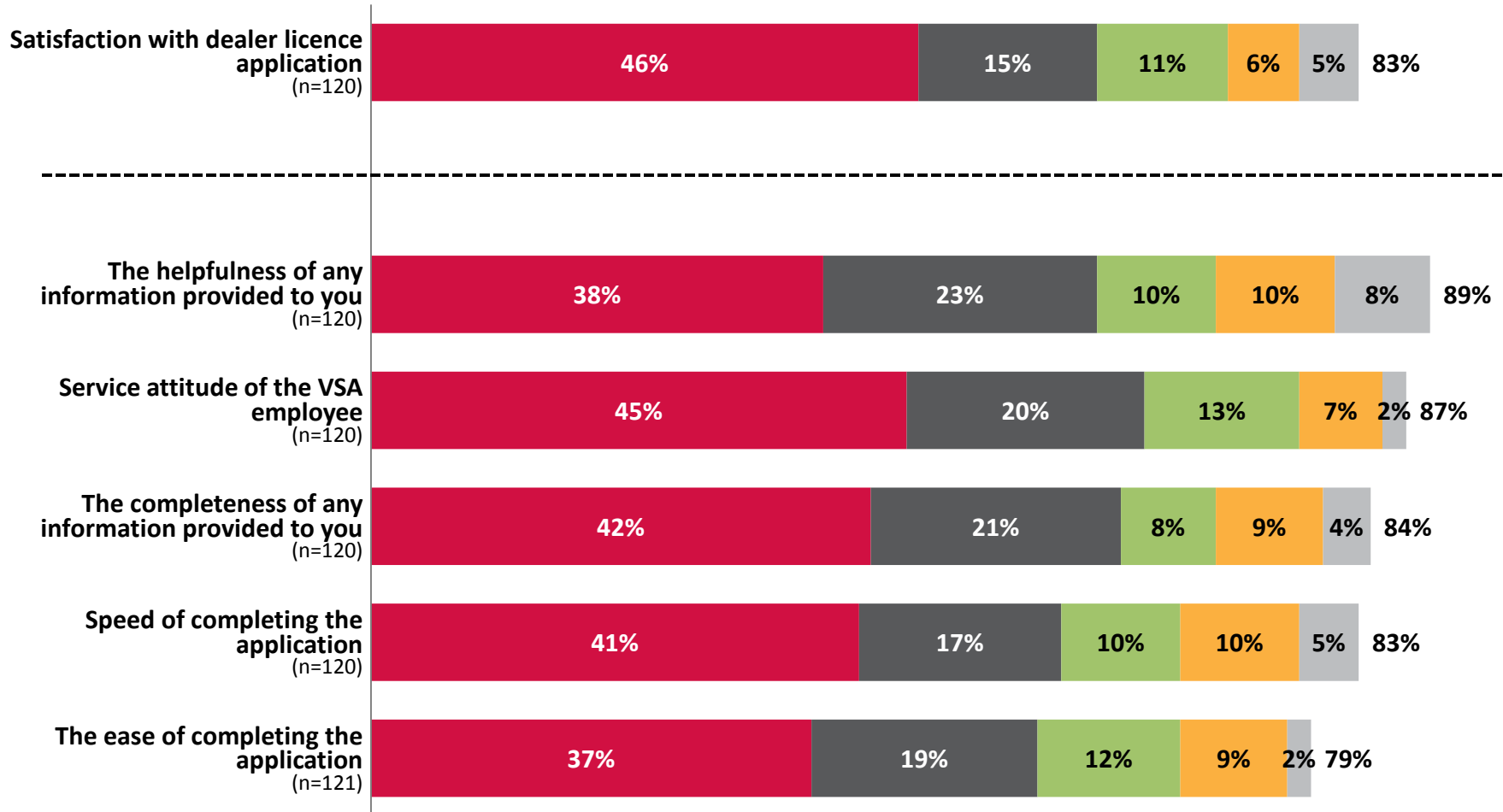
Base: Dealer licence application excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

QB2. Now I would like to ask you some specific questions about the dealer application process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the application process.

Satisfaction With Dealer Application Process: Top 5 Box Dealers

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



Base: Dealer licence application excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

QB2. Now I would like to ask you some specific questions about the dealer application process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the application process.



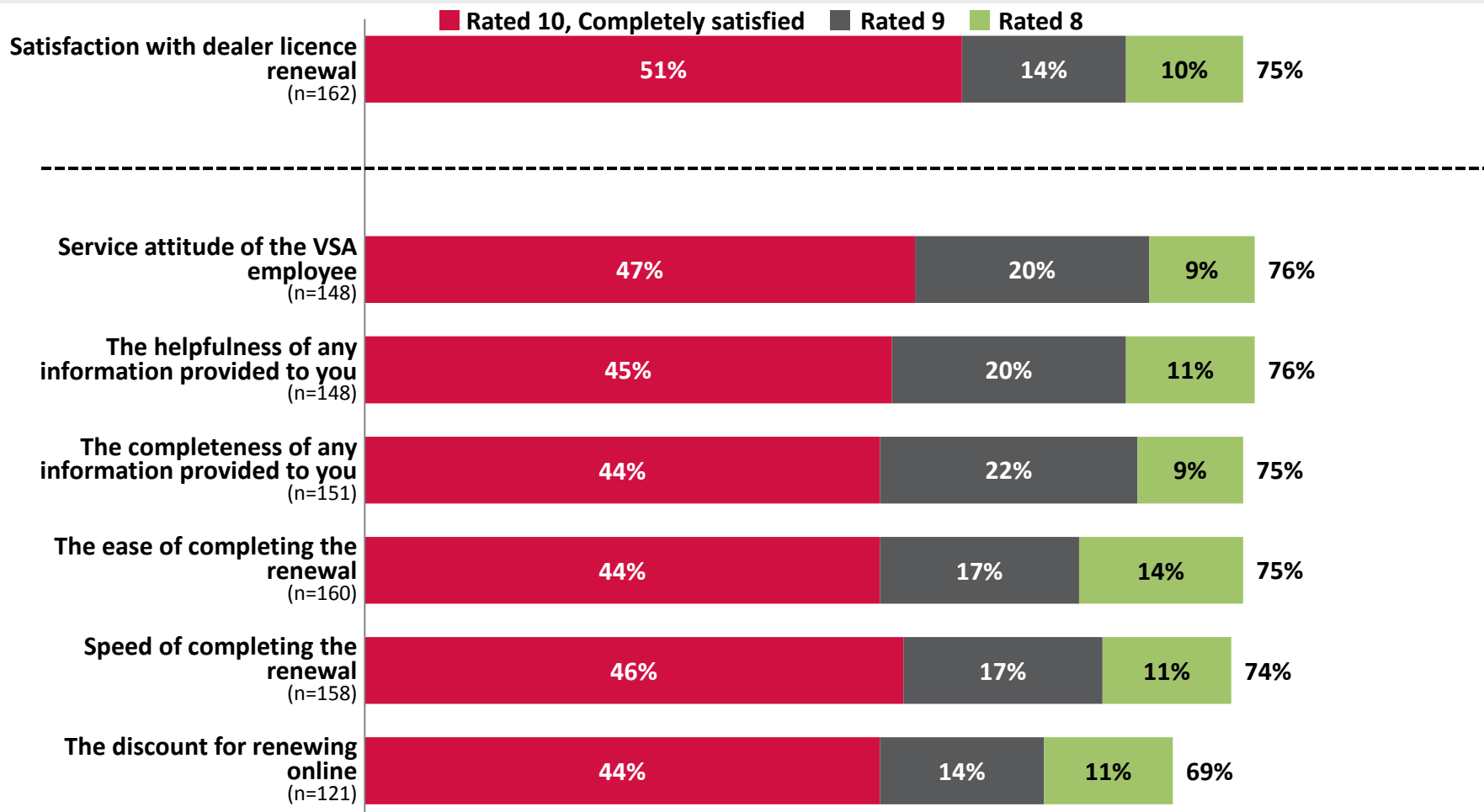
Detailed Findings:



Dealer Renewal Process

Satisfaction With Dealer Renewal Process: Top 3 Box Dealers

- Three-quarters of dealers are satisfied with the overall dealer renewal process, with one-half giving top box ratings. Dealers are satisfied with almost all aspects of the renewal process, with the discount for renewing online being the only exception (69% positive ratings vs. 74% to 76% among other attributes).



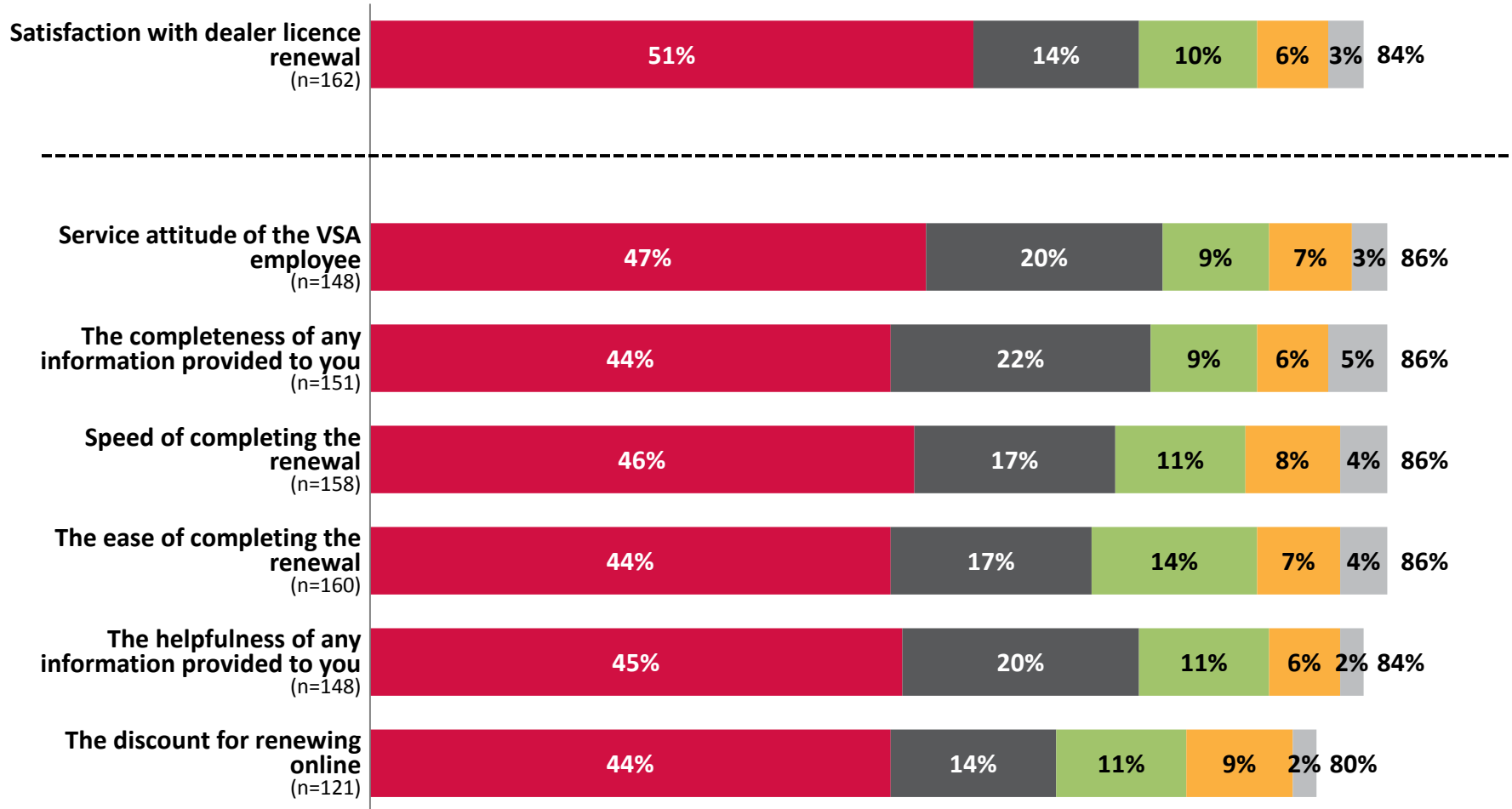
Base: Dealer licence renewal excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

QB3. Now I would like to ask you some specific questions about the dealer renewal process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the renewal process, whether it was online or by mail, fax or in-person.

Satisfaction With Dealer Renewal Process: Top 5 Box Dealers

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



Base: Dealer licence renewal excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

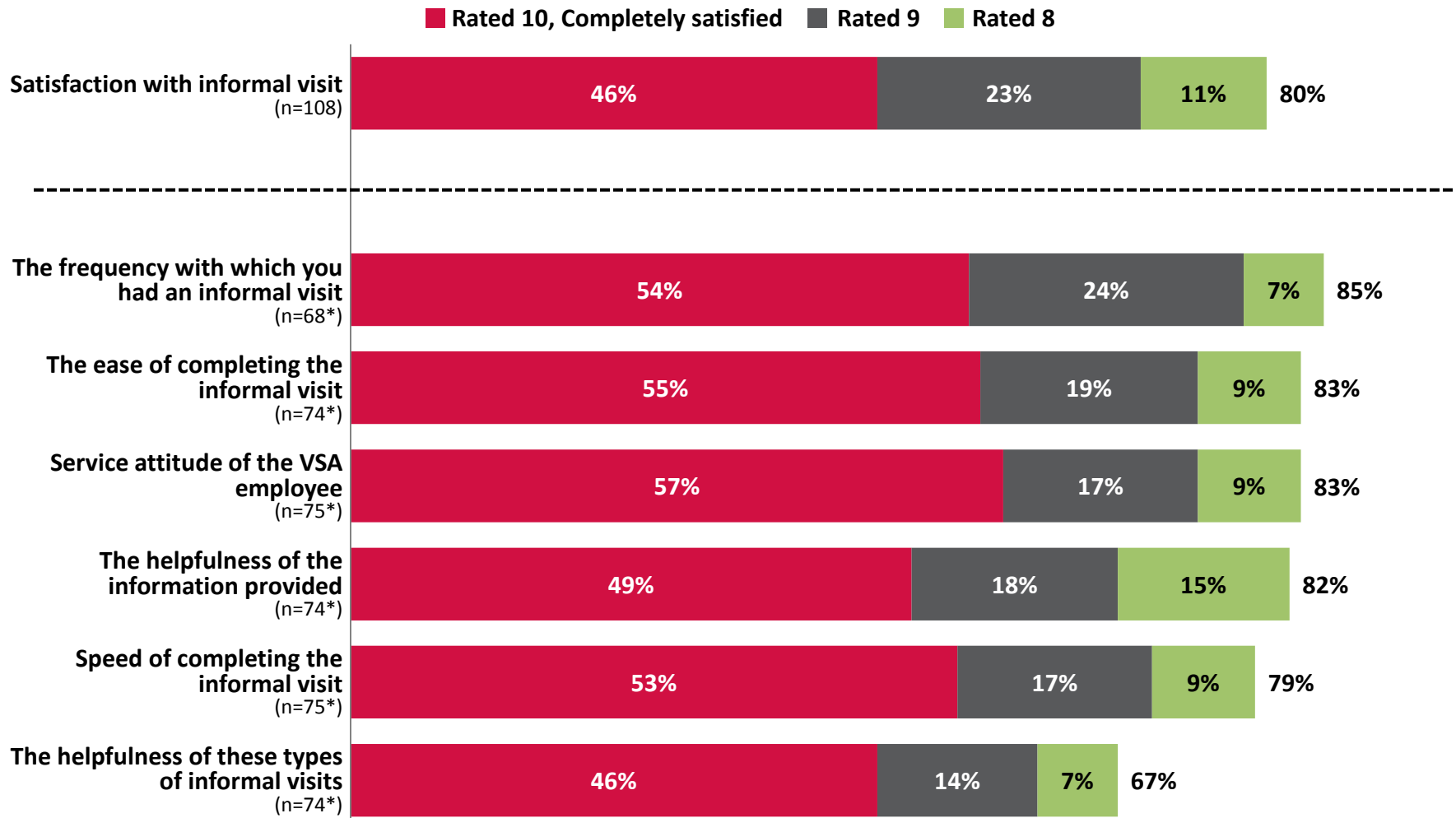
QB3. Now I would like to ask you some specific questions about the dealer renewal process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the renewal process, whether it was online or by mail, fax or in-person.

Detailed Findings:

VSA's Informal Visit

Satisfaction With Informal Visit: Top 3 Box Dealers

- When it comes to satisfaction with VSA's informal visit, scores are high with 80% awarding top 3 box ratings. Dealers are satisfied with most aspects of the visit but less likely to agree that the visit is helpful.



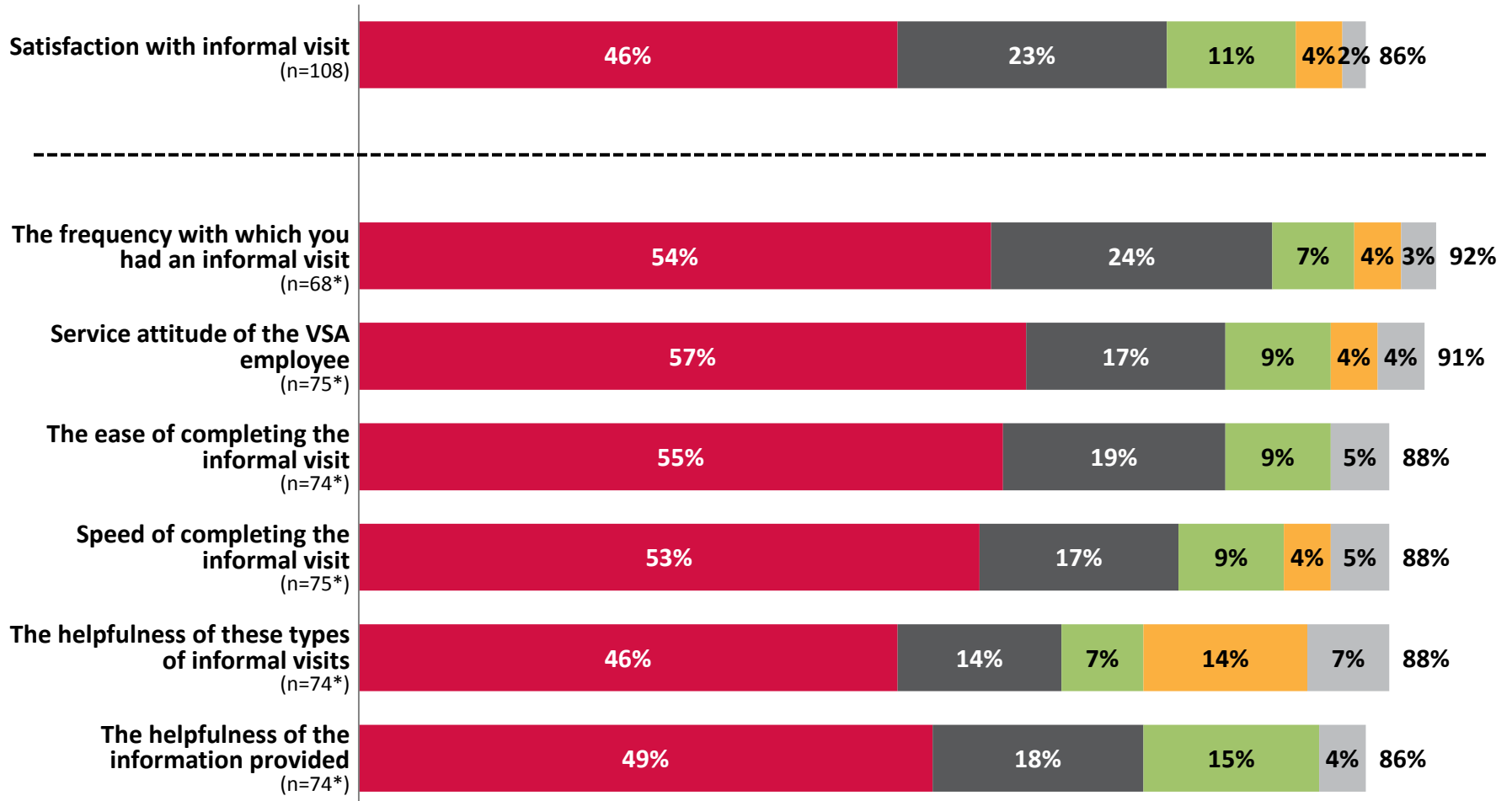
Base: Informal visit by a VSA employee excluding not applicable. * Small base size, interpret with caution.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

QB4. Now I would like to ask you some specific questions about the informal visit you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the informal visit.

Satisfaction With Informal Visit: Top 5 Box Dealers

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



Base: Informal visit by a VSA employee excluding not applicable. * Small base size, interpret with caution.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

QB4. Now I would like to ask you some specific questions about the informal visit you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the informal visit.

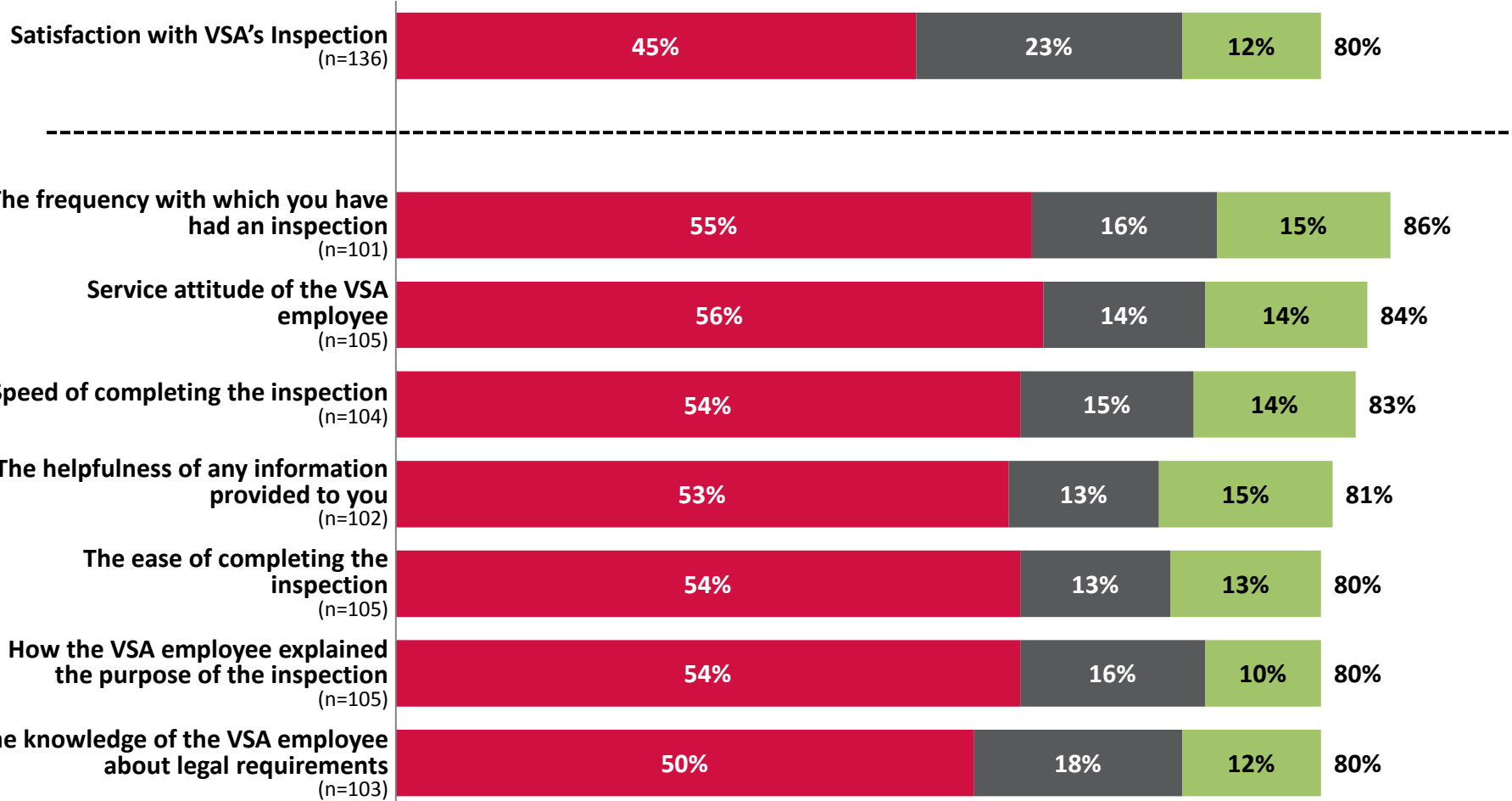
Detailed Findings:

VSA's Inspection

Satisfaction With VSA's Inspection: Top 3 Box Dealers

- Overall satisfaction with VSA's inspection is strong, receiving top 3 box ratings from 80% of dealers. Dealers are particularly satisfied when it comes to the specific aspects of the inspection, with 50% to 55% awarding perfect scores to each of the specific attribute.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8



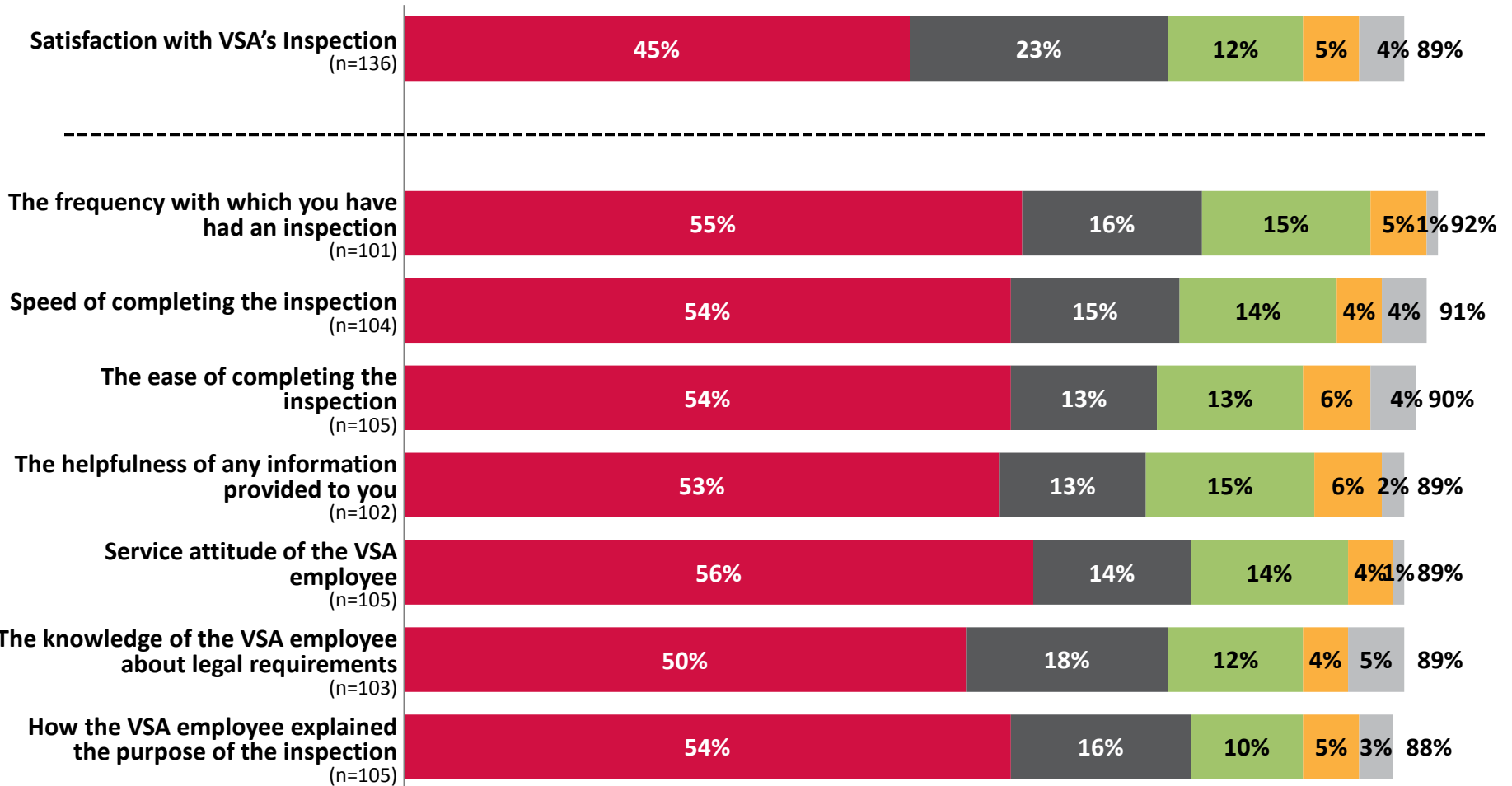
Base: Inspection of the dealership by a VSA representative excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

QB5. Now I would like to ask you some specific questions about the inspection you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the inspection.

Satisfaction With VSA's Inspection: Top 5 Box Dealers

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



Base: Inspection of the dealership by a VSA representative excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

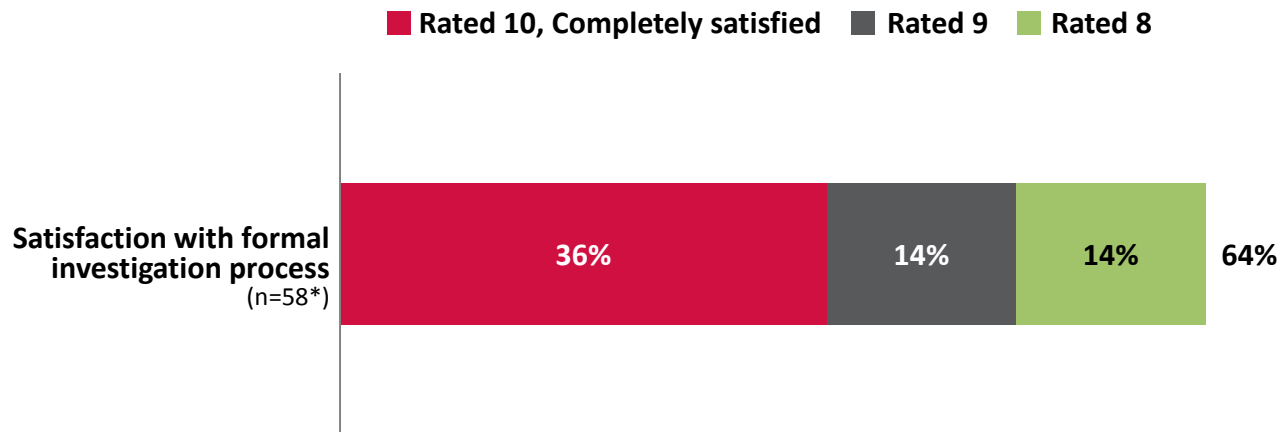
QB5. Now I would like to ask you some specific questions about the inspection you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the inspection.

Detailed Findings:

Formal Investigation

Satisfaction With VSA's Formal Investigation: Top 3 Box Dealers

- Among the small sample of dealers who had a formal investigation with the VSA, satisfaction is moderate (64% top 3 box ratings). The number of dealer spokespeople who had participated in a formal investigation with the VSA was too small to report results on the various attributes of the investigation.

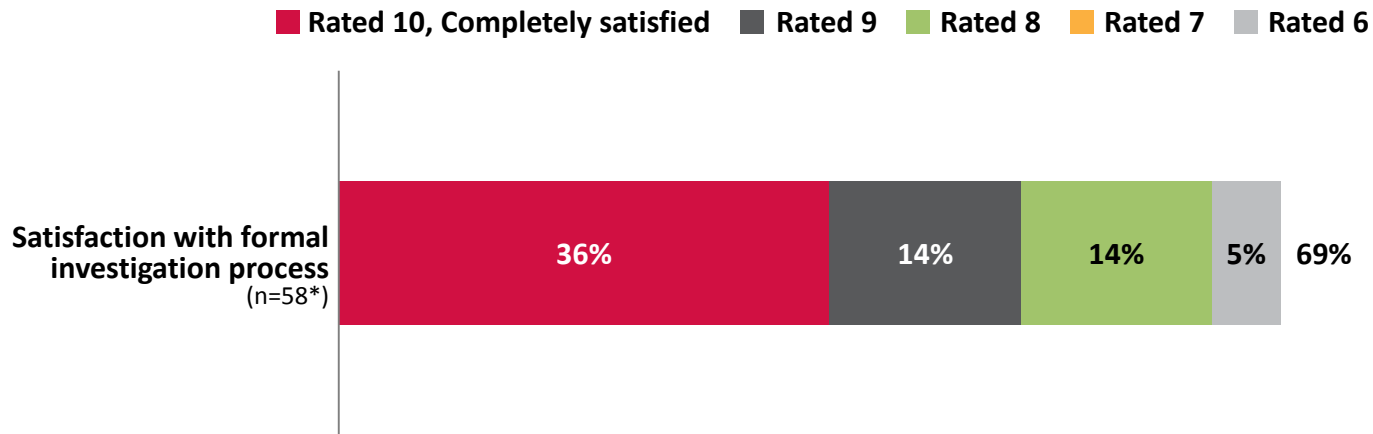


Base: Formal investigation excluding not applicable.

** Very small base size, interpret with extreme caution.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Satisfaction With VSA's Formal Investigation: Top 5 Box Dealers



Base: Formal investigation excluding not applicable.

** Very small base size, interpret with extreme caution.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

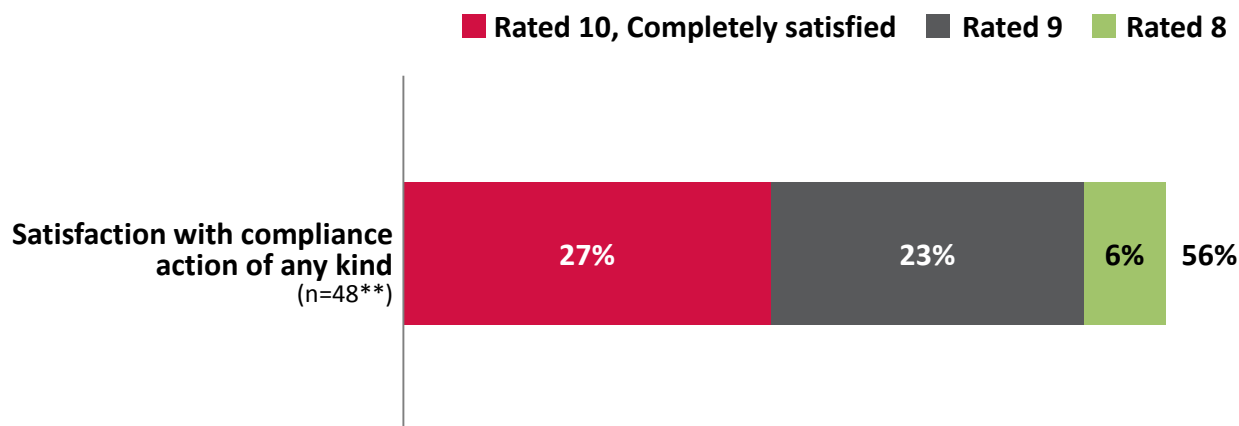
Detailed Findings:

VSA's Compliance Action



Satisfaction With VSA's Compliance Action: Top 3 Box Dealers

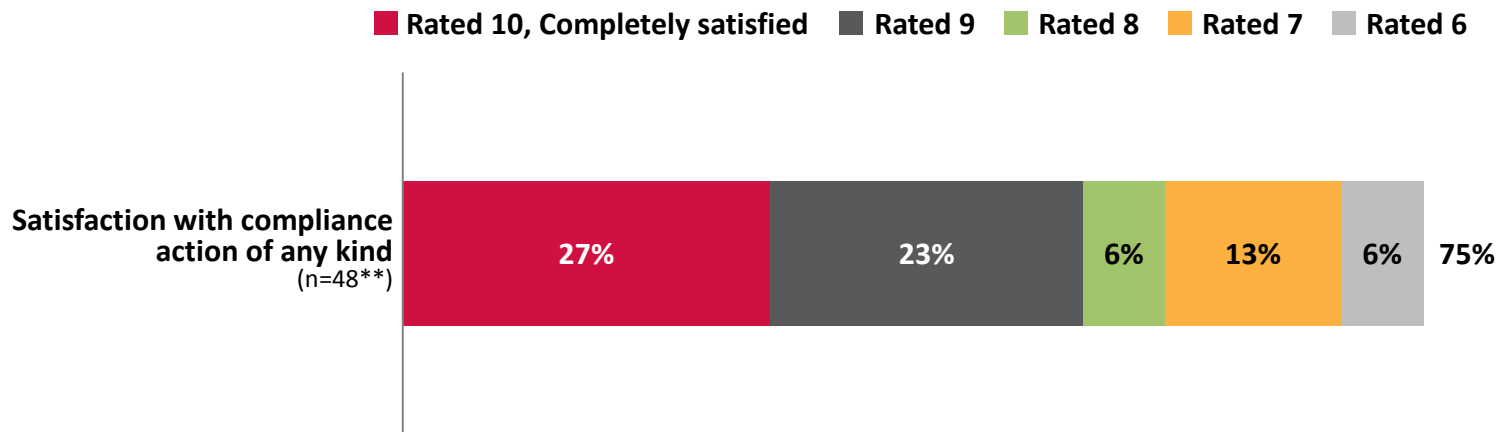
- VSA's compliance action is rated moderately (56%) by the small number of dealers who had taken compliance action with VSA. The number of dealer spokespeople who had interacted with the VSA on compliance action was too small to report ratings on the various attributes.



Base: Compliance action excluding not applicable. ** Very small base size, interpret with extreme caution.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Satisfaction With VSA's Compliance Action: Top 5 Box Dealers



Base: Compliance action excluding not applicable. ** Very small base size, interpret with extreme caution.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Detailed Findings:

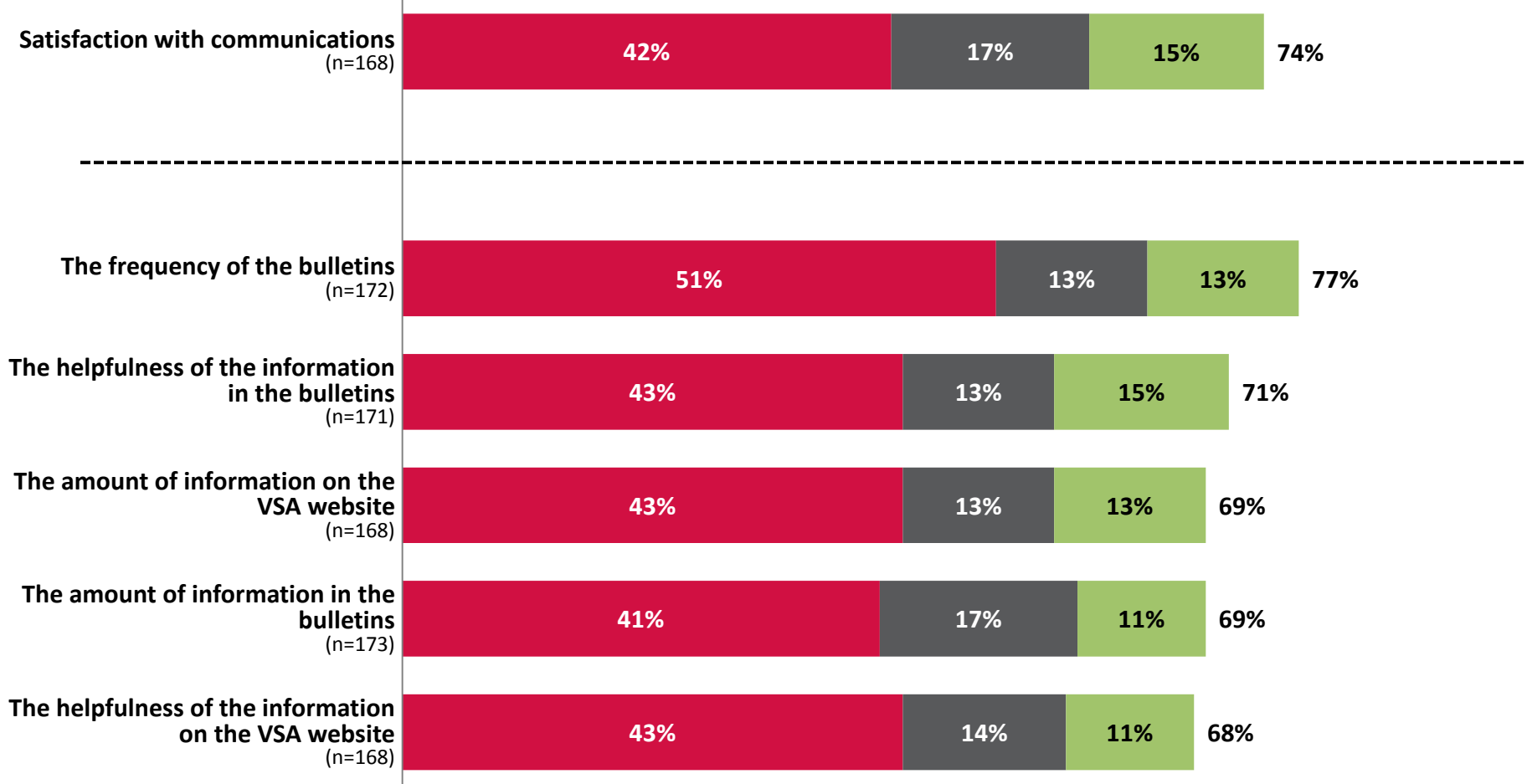
Communications Including Bulletins
and Website



Satisfaction With VSA's Communications Including Bulletins & Website: Top3Box Dealers

Dealers are satisfied with the communications received from the VSA overall (74% top 3 box ratings). Dealers are most satisfied with the frequency of the bulletins, receiving perfect scores from just over one-half of dealers.

Rated 10, Completely satisfied Rated 9 Rated 8



Base: All respondents excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

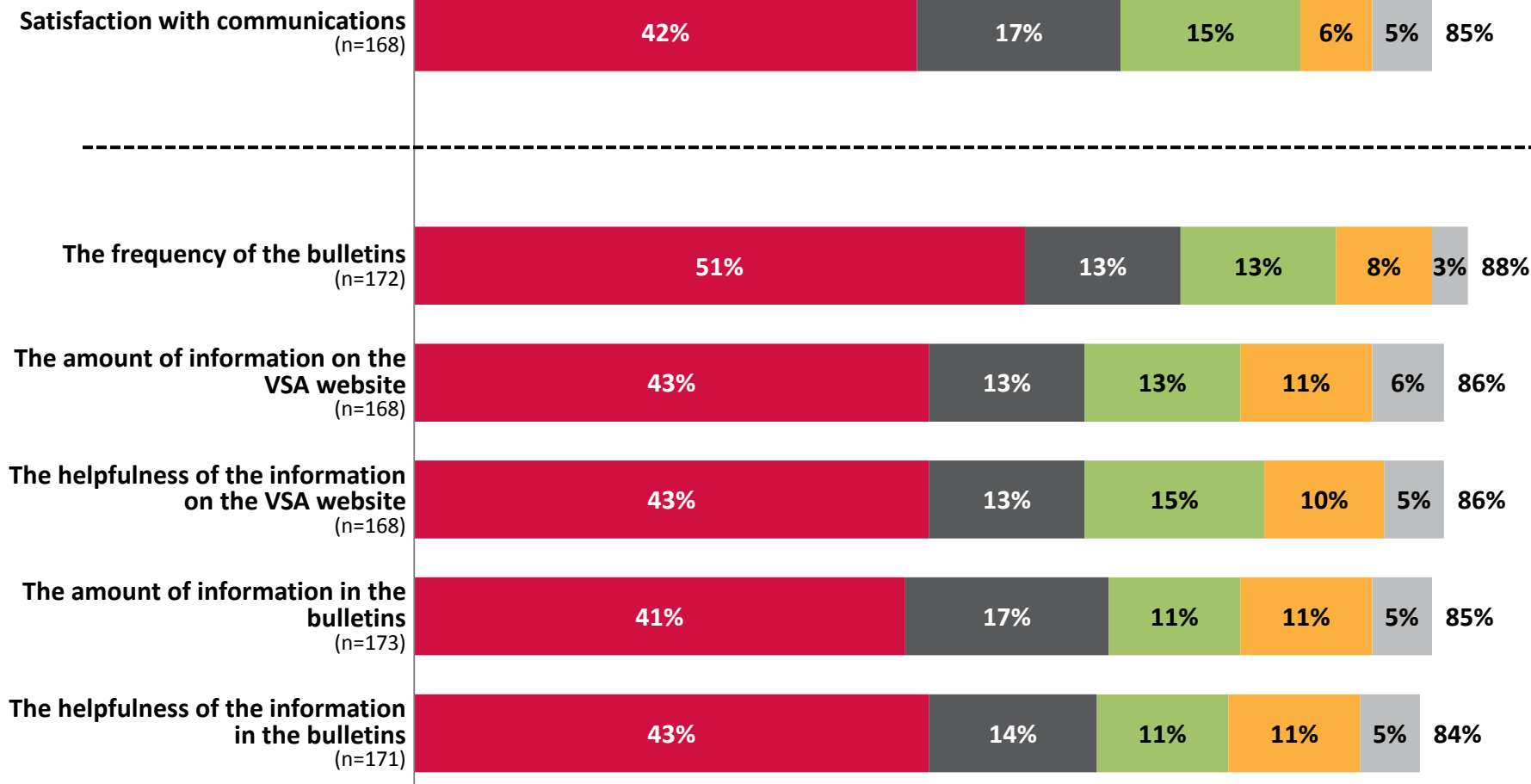
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the VSA communications.



Satisfaction With VSA’s Communications Including Bulletins & Website: Top 5 Box Dealers

VSA received satisfactory scores (ratings of 6 or higher) from 85% of dealers when it comes to communications. Dealers rated the different elements of communications positively, especially the frequency of the bulletins.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



Base: All respondents excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

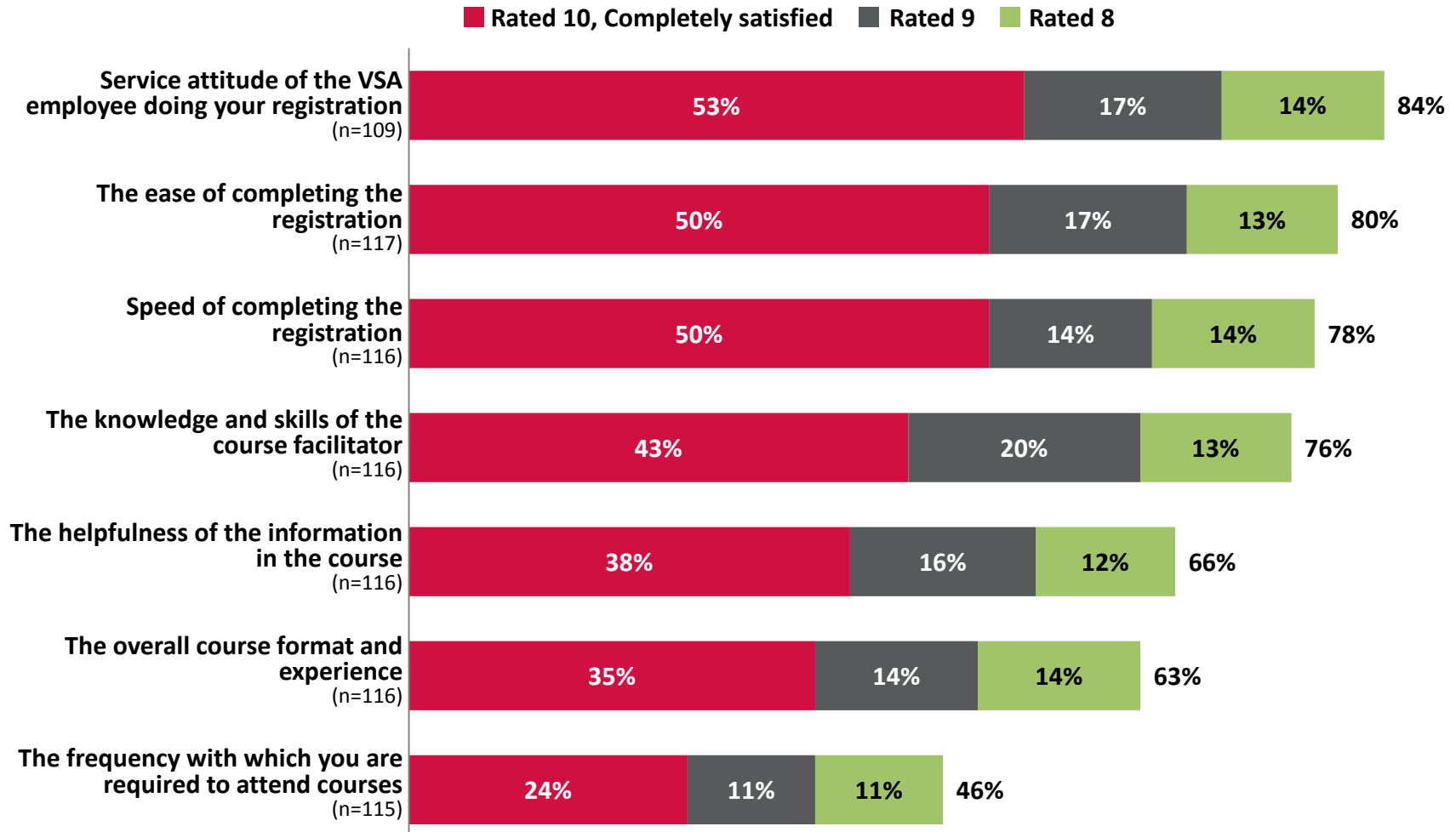
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the VSA communications.

Detailed Findings:

VSA courses

Satisfaction With The Most Recent Course: Top 3 Box Dealers

- When asked about the most recent course that dealers have taken, dealers award the highest ratings to the service attitude of VSA employees during the registration process (84% top 3 box ratings). Dealers are also pleased with the ease and speed of completing the registration, and the knowledge and skills of the course facilitator. On the other hand, dealers are less content with the frequency of the course attendance requirement.

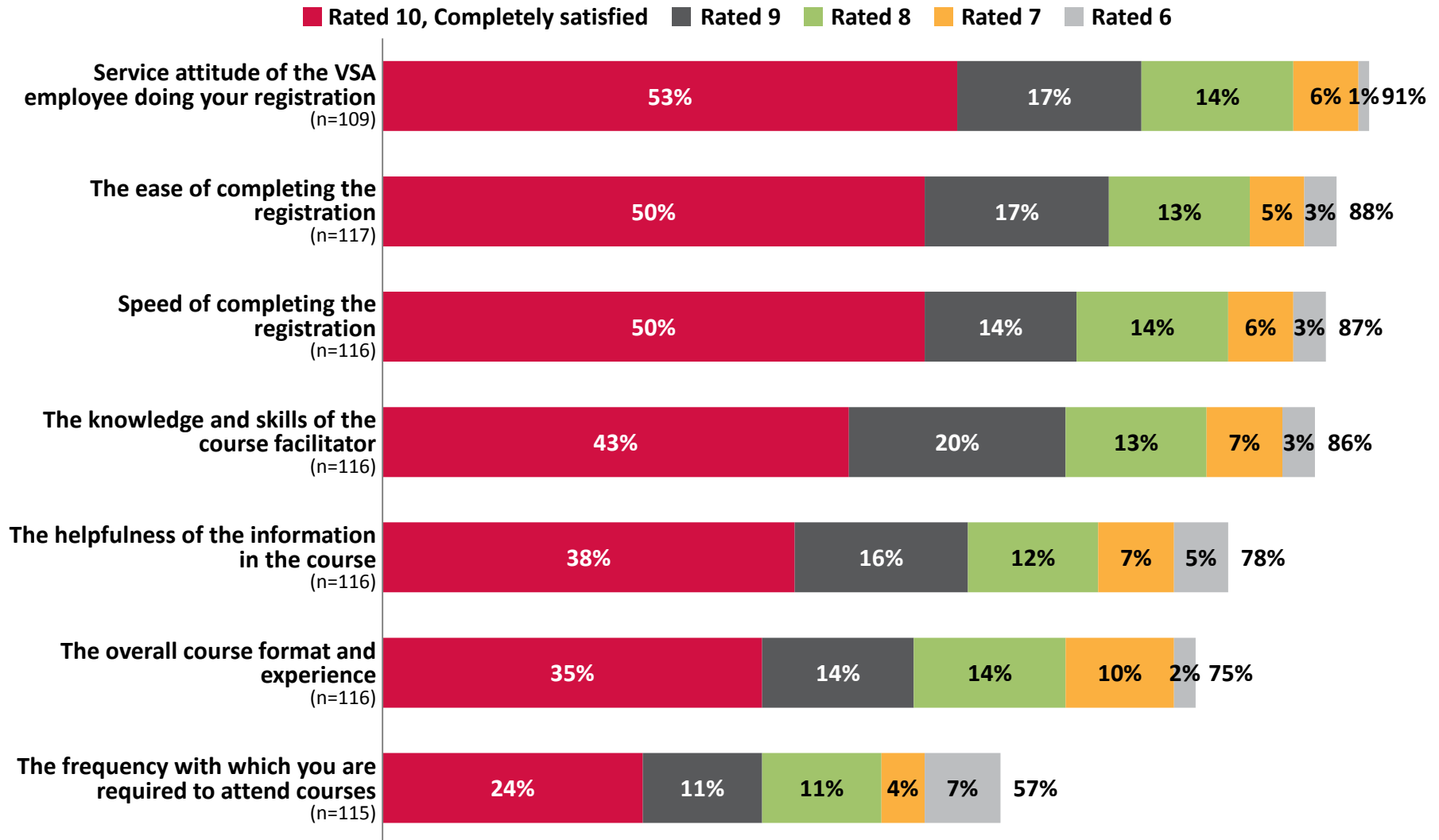


Base: Those who took courses excluding not applicable.

QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the course.

Satisfaction With The Most Recent Course: Top 5 Box Dealers

- Positive ratings for most of the different elements of VSA courses are good, receiving a minimum of top 5 box ratings from at least three-quarters of dealers, with frequency of course attendance requirement being the only exception.



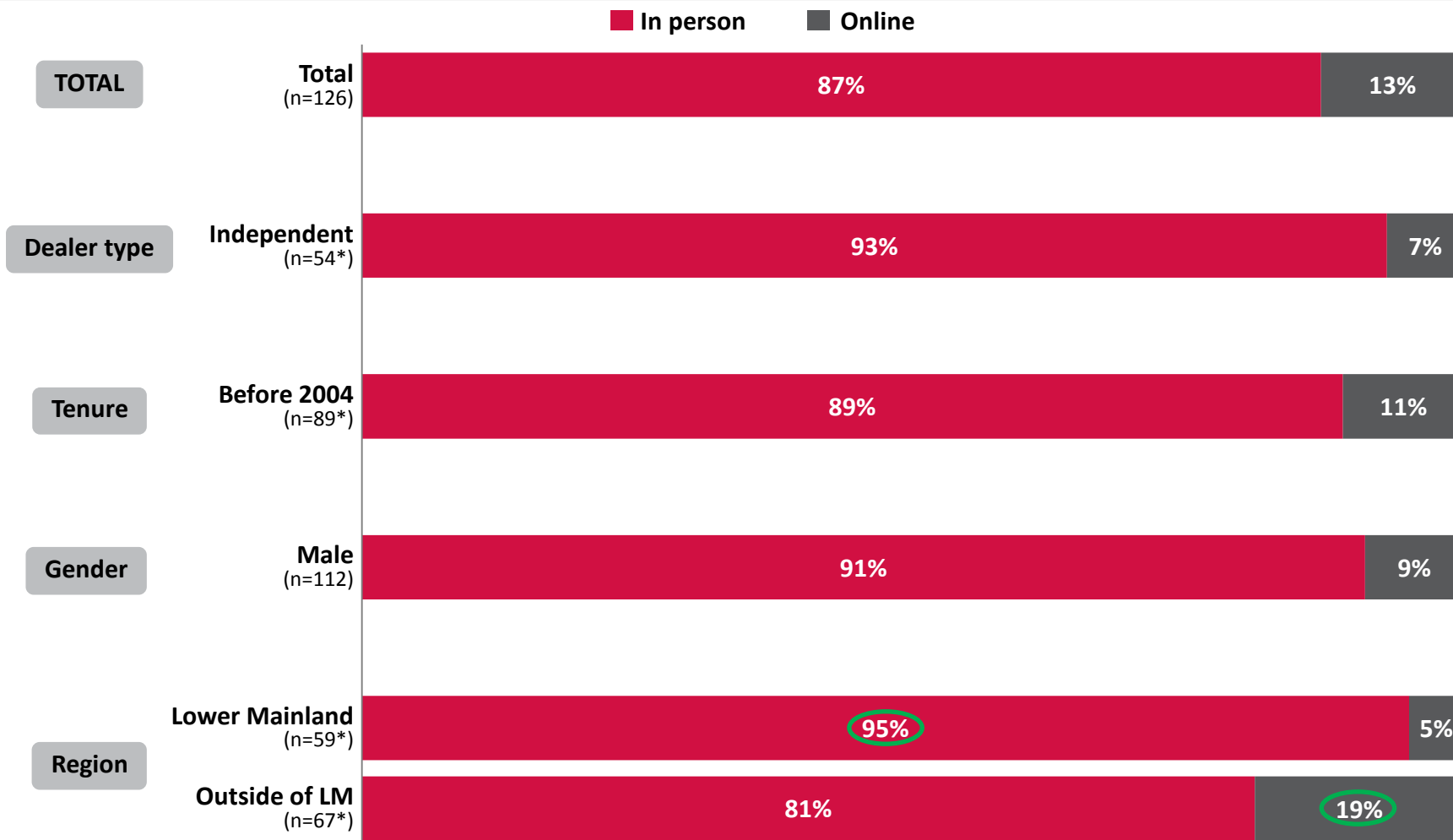
Base: Those who took courses excluding not applicable.

QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the course.

Most Recent Course Taken: In-Person Vs. Online

Dealers

- Among dealers who have taken a VSA course before, most took their most recent VSA course in person (87%). Only one-in-ten took the course online.



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Significantly higher than one or more sub-groups.

Base: Those who took courses excluding not applicable.

QB12. How did you take your most recent VSA course?

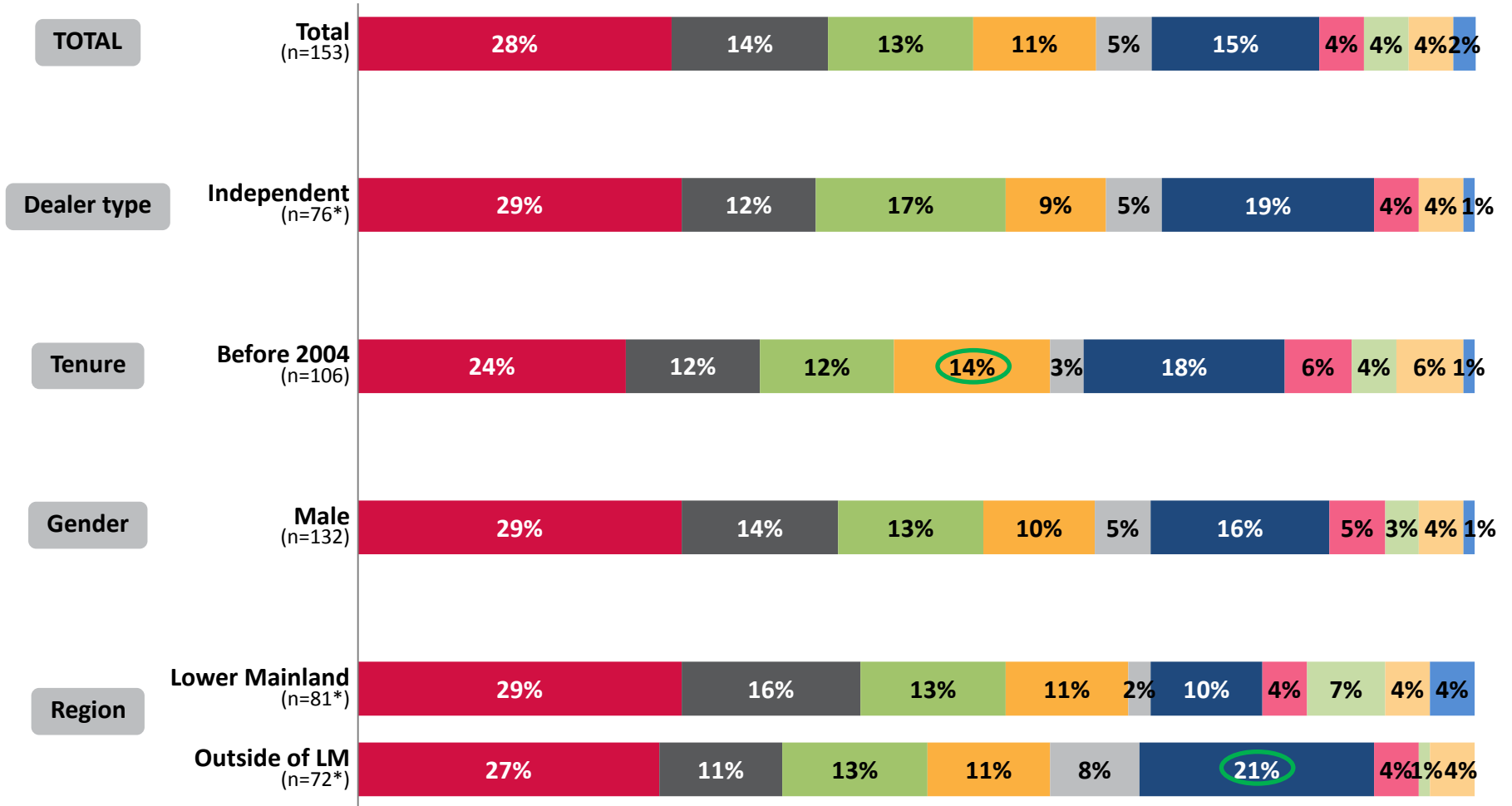
Appendix 1:

Overall Satisfaction: 10 point scale



Overall Satisfaction with VSA Dealers

Rated 10, Completely satisfied 9 8 7 6 5 4 3 2 Rated 1, Completely dissatisfied



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents excluding don't know.

QA1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the interactions you have had with the VSA in the past two years.

Appendix 2:

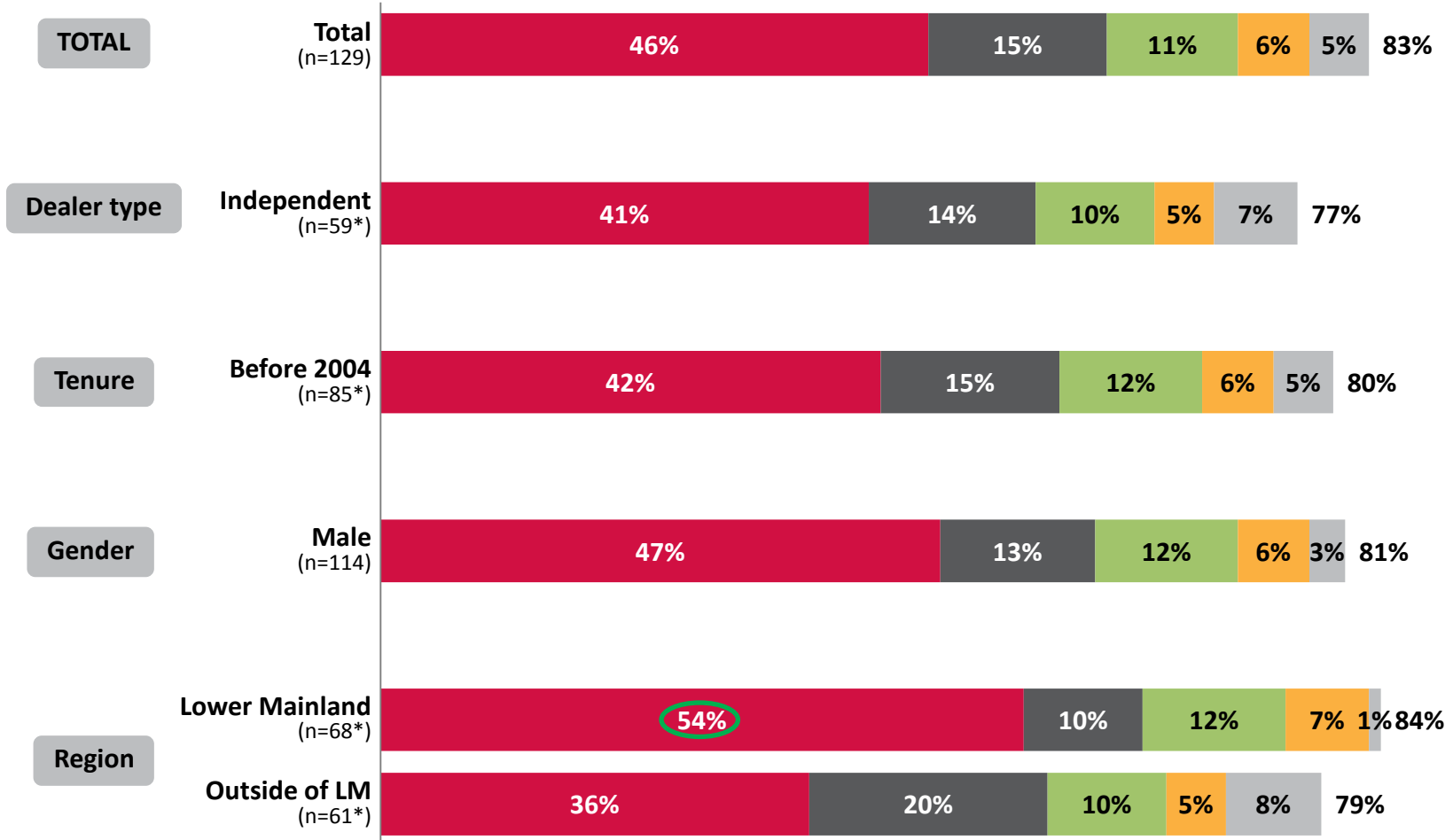
Dealer Application Process by
Subgroup

Satisfaction With Dealer Licence Application

Dealers

- VSA receives positive ratings from eight-in-ten dealers when it comes to dealer licence application. Those residing outside of Lower Mainland are more likely to award perfect scores (10 out of 10).

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents excluding not applicable.

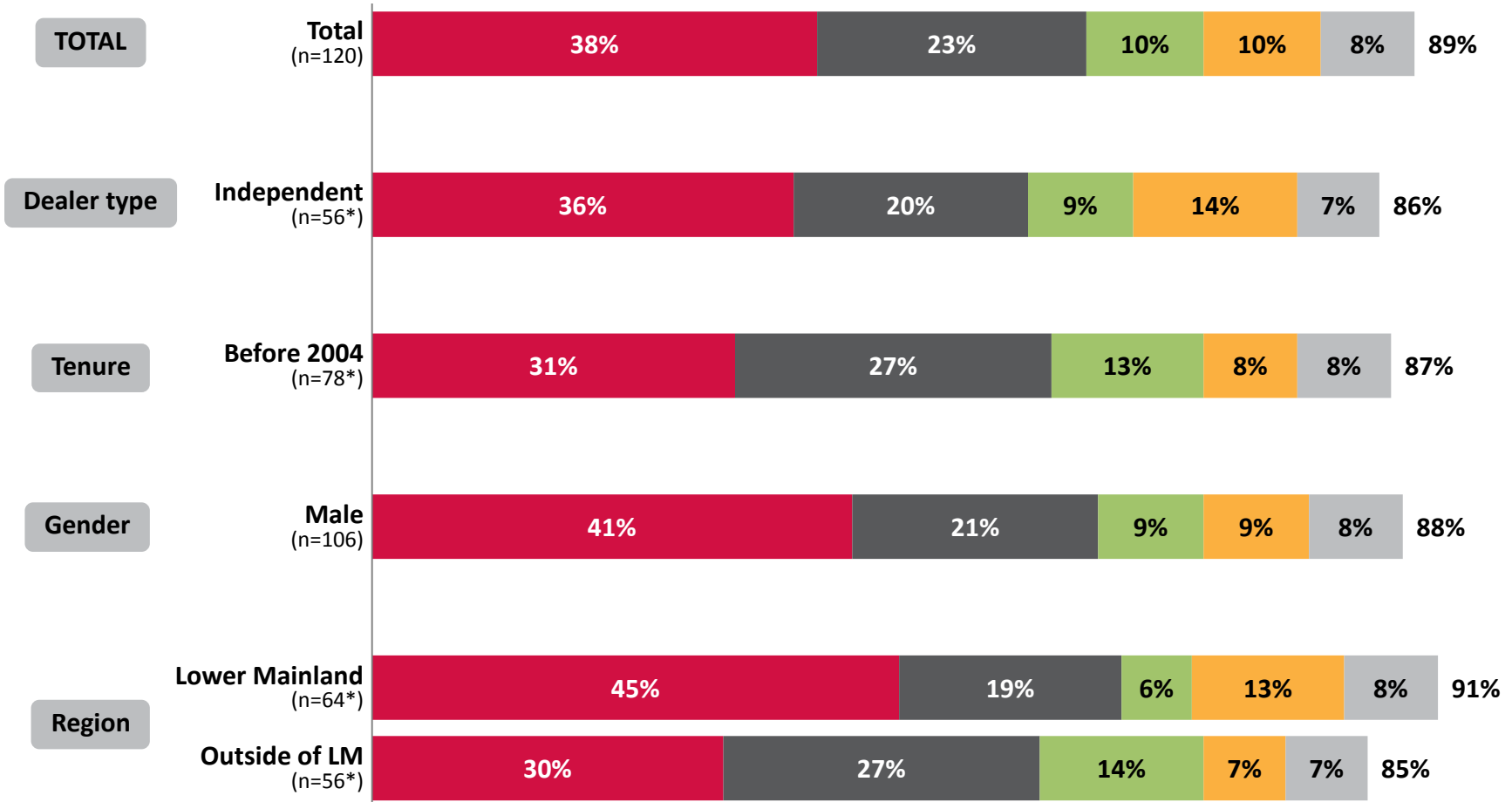
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Significantly higher than one or more sub-groups.

Satisfaction With The Helpfulness of Any Information Provided to You Dealers

■ Nine-in-ten dealers find the information provided during the application process to be helpful.

■ Rated 10, Completely satisfied ■ Rated 9 ■ Rated 8 ■ Rated 7 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

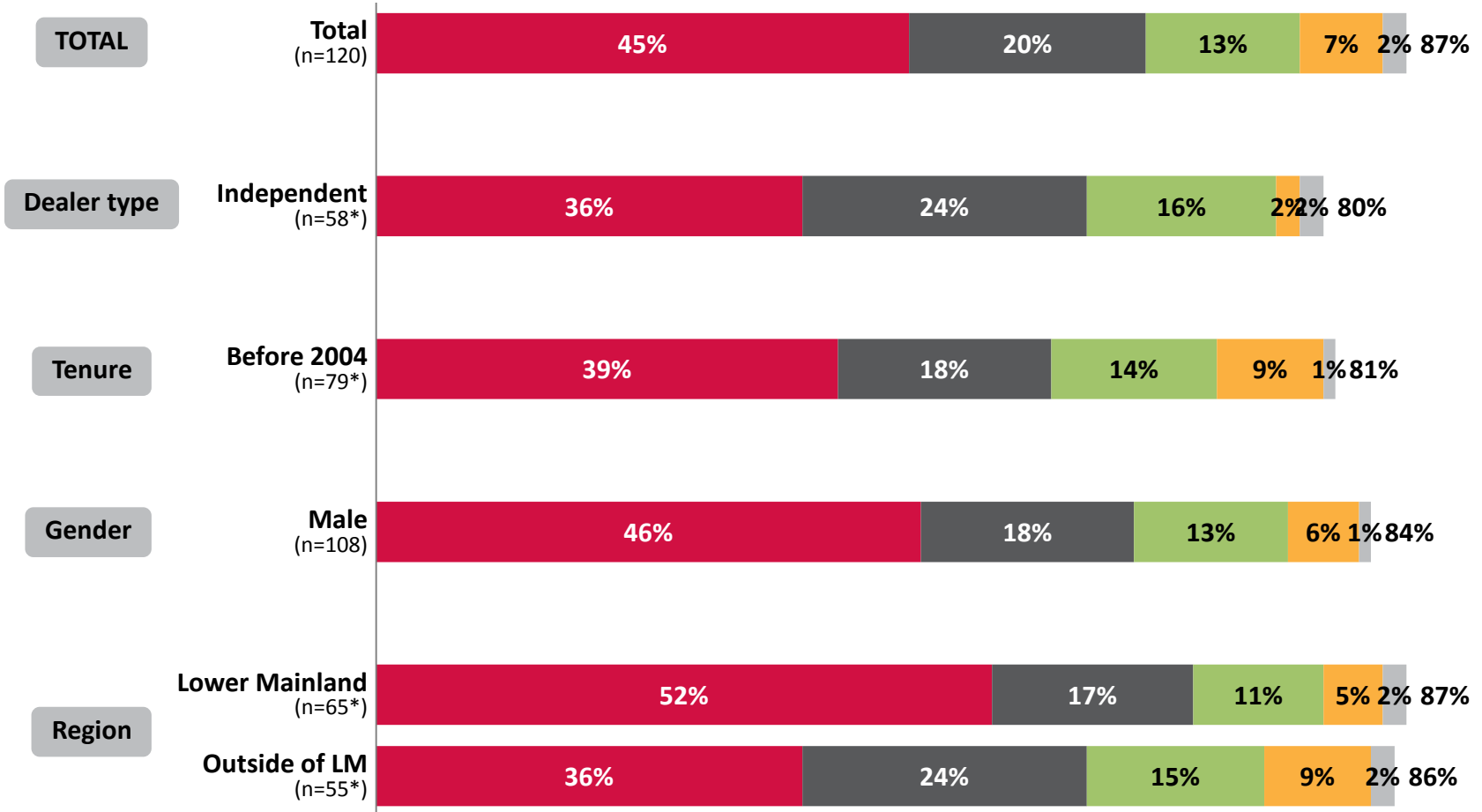
Base: Dealer licence application excluding not applicable.

QB2. Now I would like to ask you some specific questions about the dealer application process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the application process.

Satisfaction With Service Attitude of The VSA Employee Dealers

Large majority of dealers feel satisfied with the service attitude of VSA employees, awarding a score of 6 or higher in this regard.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Dealer licence application excluding not applicable.

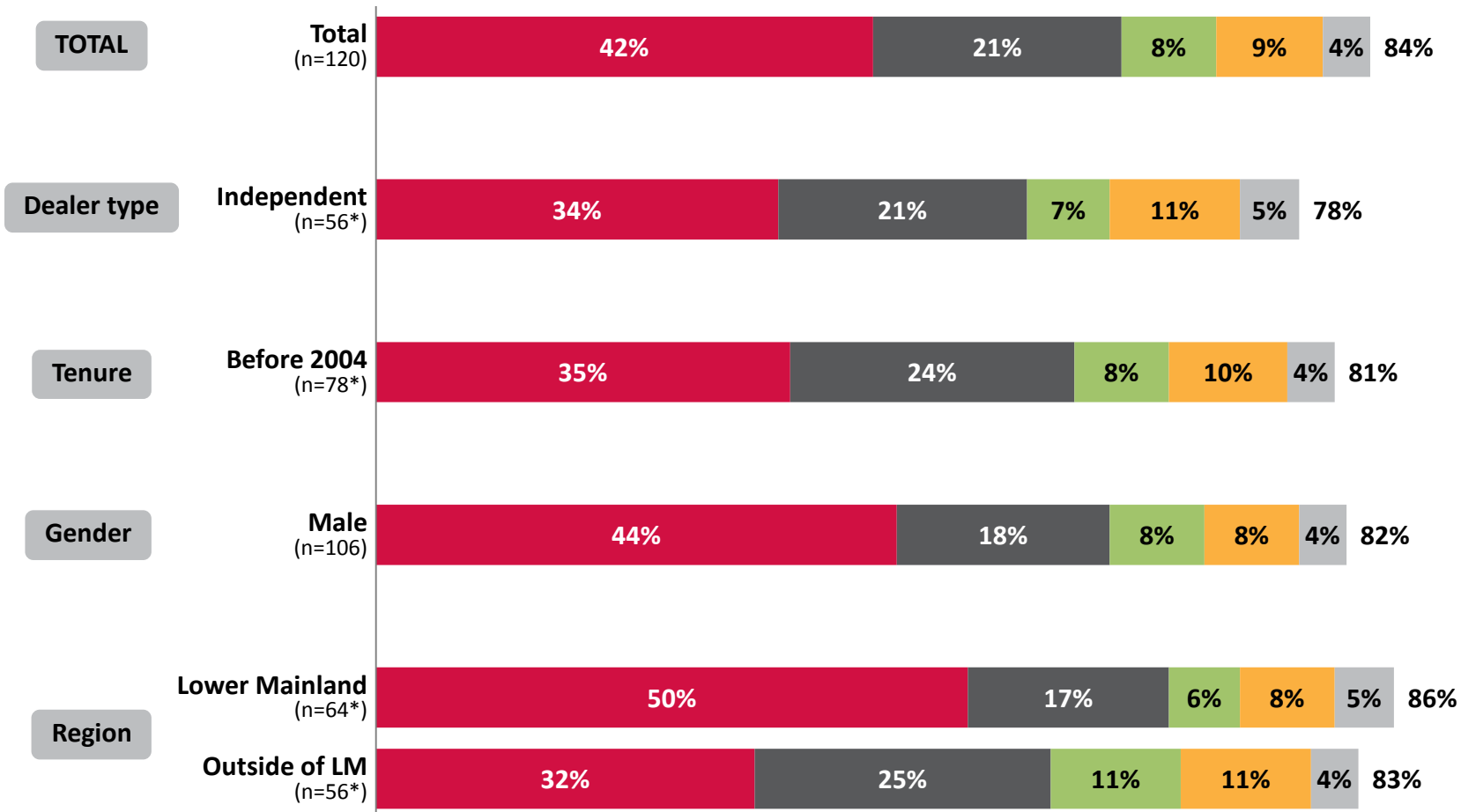
QB2. Now I would like to ask you some specific questions about the dealer application process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the application process.

Significantly higher than one or more sub-groups.

Satisfaction With The Completeness of Any Information Provided to You Dealers

At 84%, dealers are satisfied with the completeness of the information provided during the dealer application process.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Dealer licence application excluding not applicable.

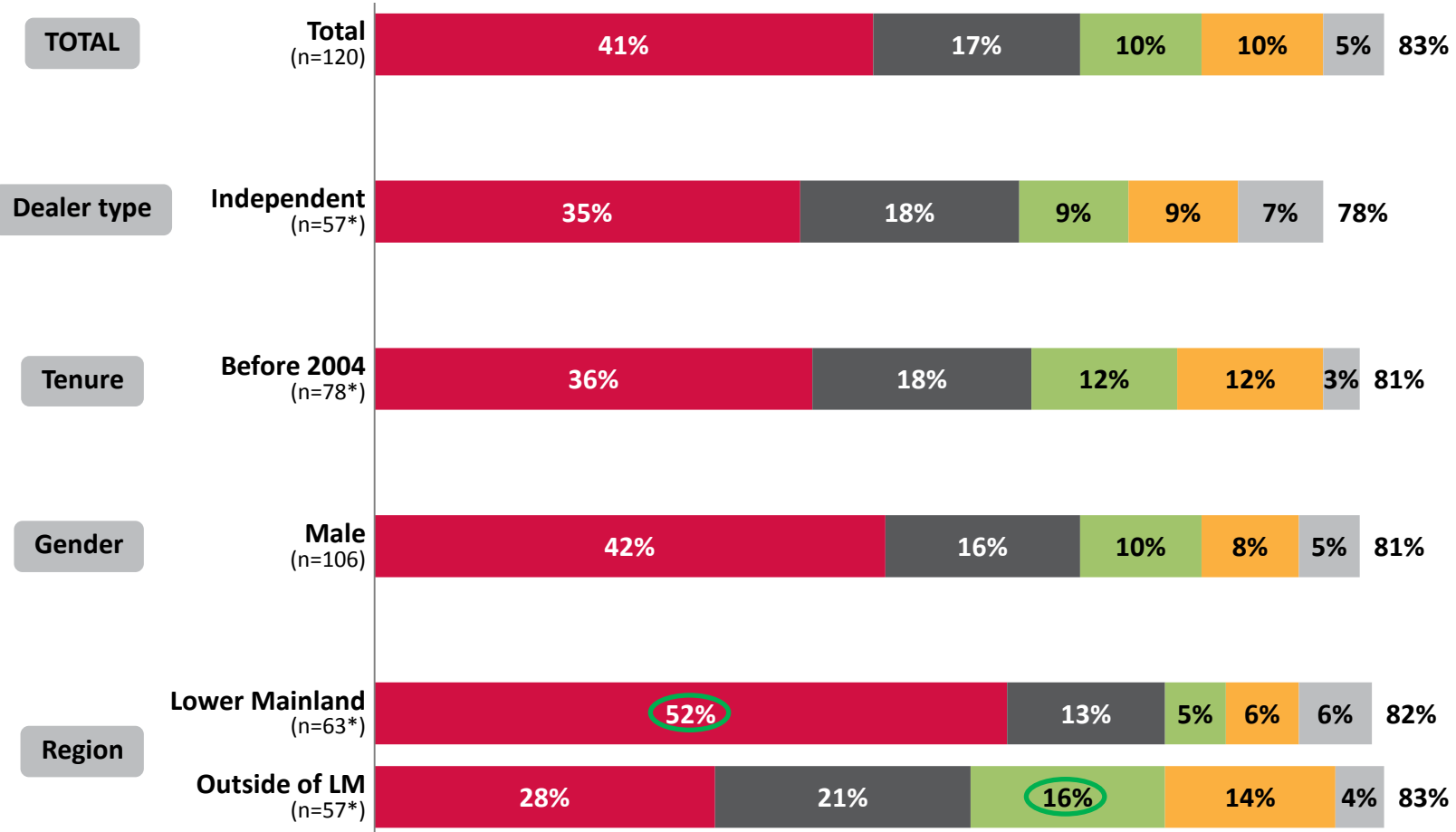
QB2. Now I would like to ask you some specific questions about the dealer application process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the application process.

Satisfaction With Speed of Completing The Application

Dealers

Speed of completing the application is also highly regarded by dealers. Dealers from the Lower Mainland are more likely to award perfect scores compared to those residing outside the lower mainland.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Dealer licence application excluding not applicable.

QB2. Now I would like to ask you some specific questions about the dealer application process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the application process.

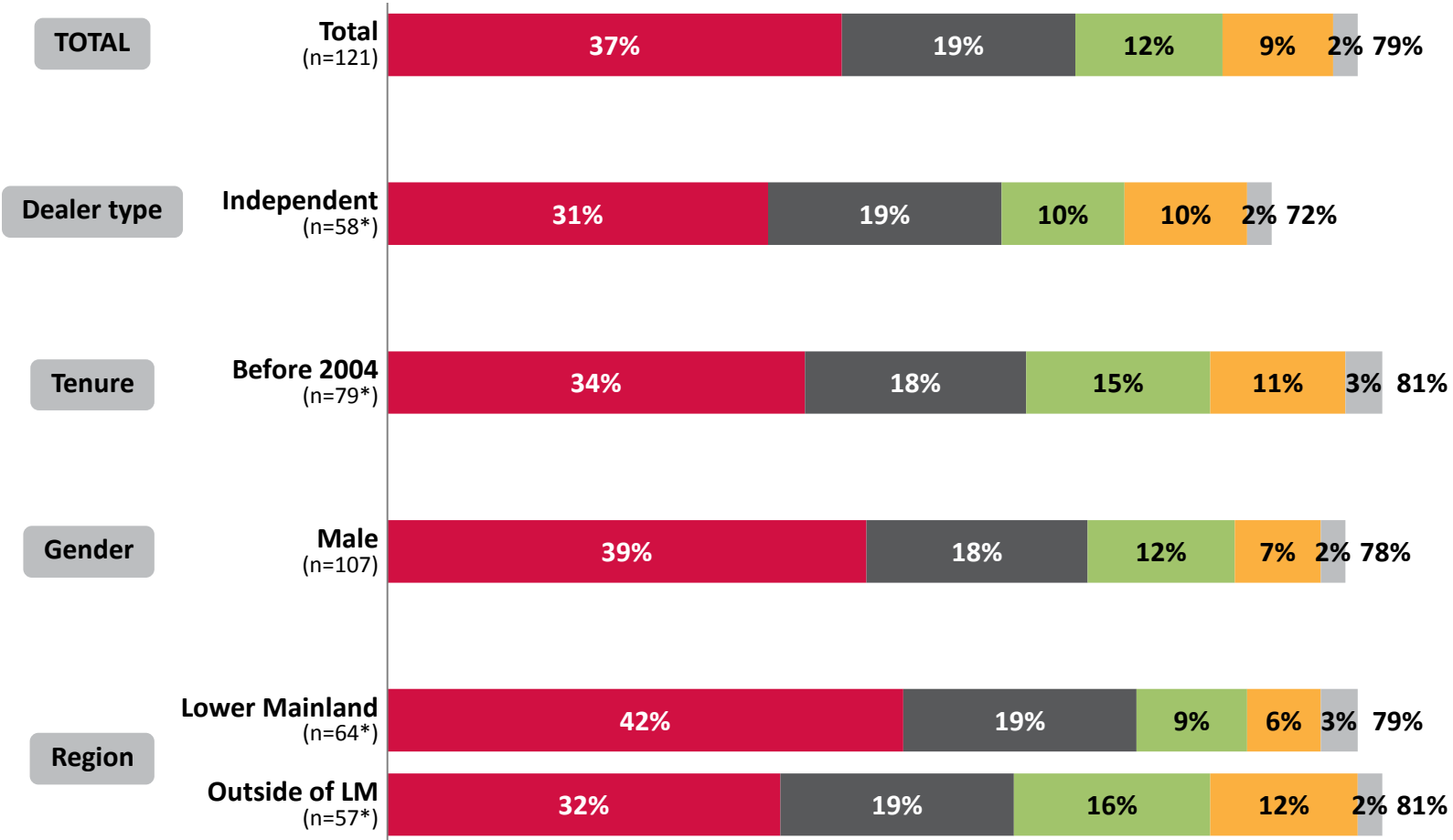
Significantly higher than one or more sub-groups.

Satisfaction With Ease of Completing The Application

Dealers

Most dealers find it easy to complete the application form.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Dealer licence application excluding not applicable.

QB2. Now I would like to ask you some specific questions about the dealer application process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the application process.

Significantly higher than one or more sub-groups.

Appendix 3:

Dealer Renewal Process by
Subgroup

Satisfaction With Dealer Licence Renewal

Dealers

Positive satisfaction ratings with dealer licence renewal is at 84%, with one-half of dealers feeling completely satisfied (10 out of 10) in this regard.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents excluding not applicable.

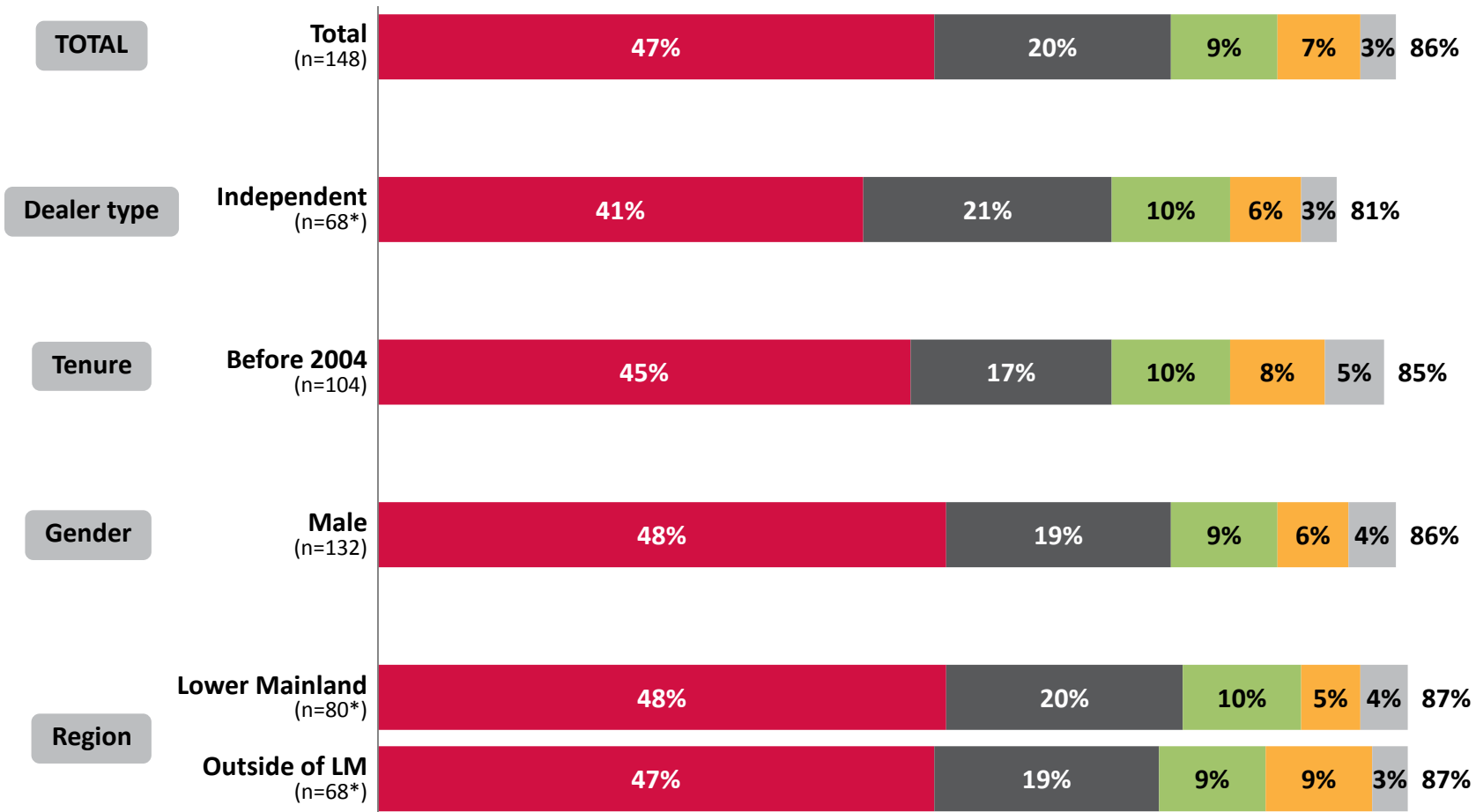
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.



Satisfaction With Service Attitude of The VSA Employee Dealers

- Service attitude of the VSA employee during the renewal process is highly praised by dealers, receiving a rating of 6 or more from 86% of dealers. There are no differences between the different subgroups.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

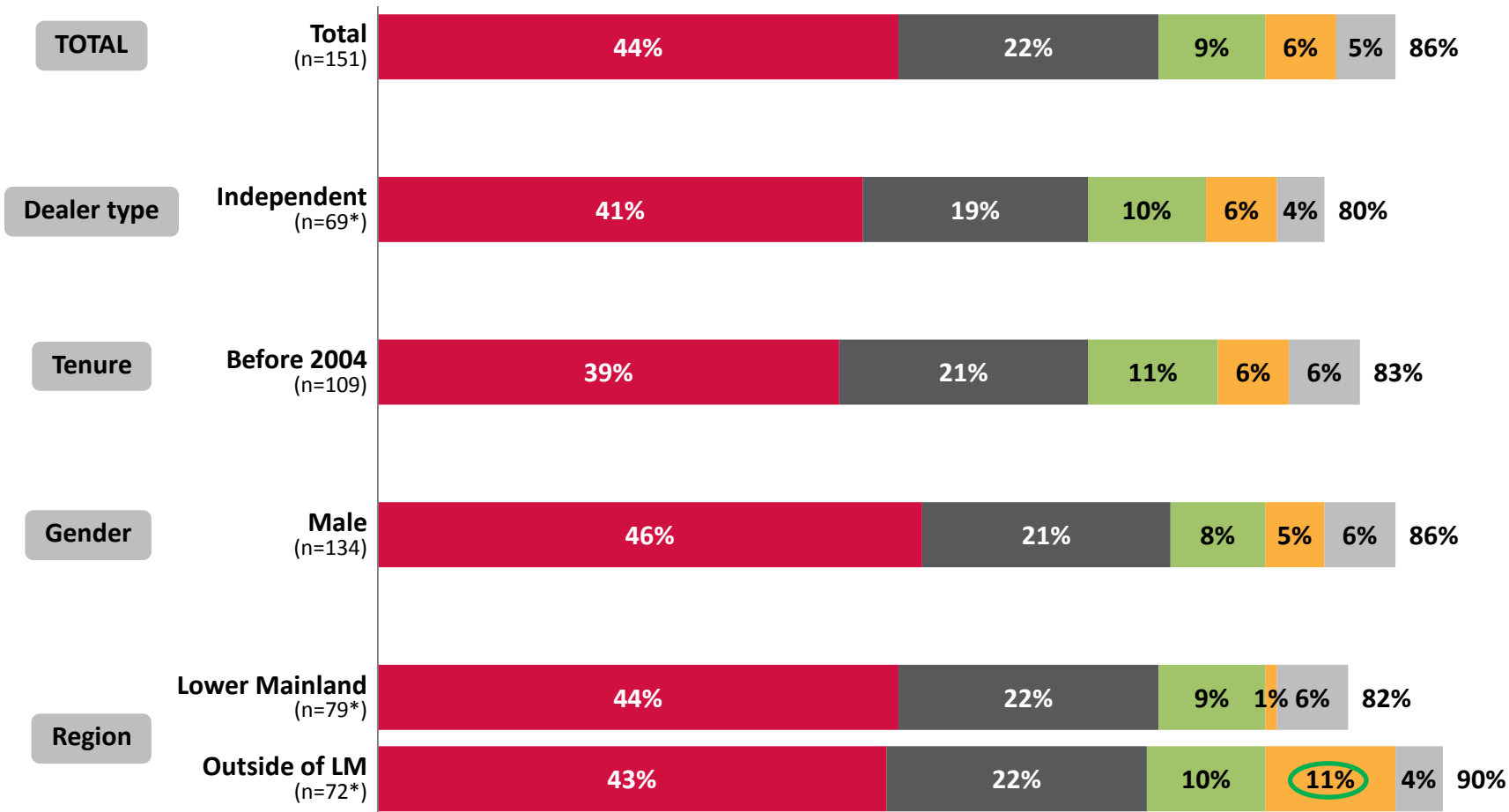
Base: Dealer licence renewal excluding not applicable.

QB3. Now I would like to ask you some specific questions about the dealer renewal process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the renewal process, whether it was online or by mail, fax or in-person.

Satisfaction With The Completeness of Any Information Provided to You Dealers

At 86%, dealers are satisfied with the completeness of the information provided during the renewal process.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

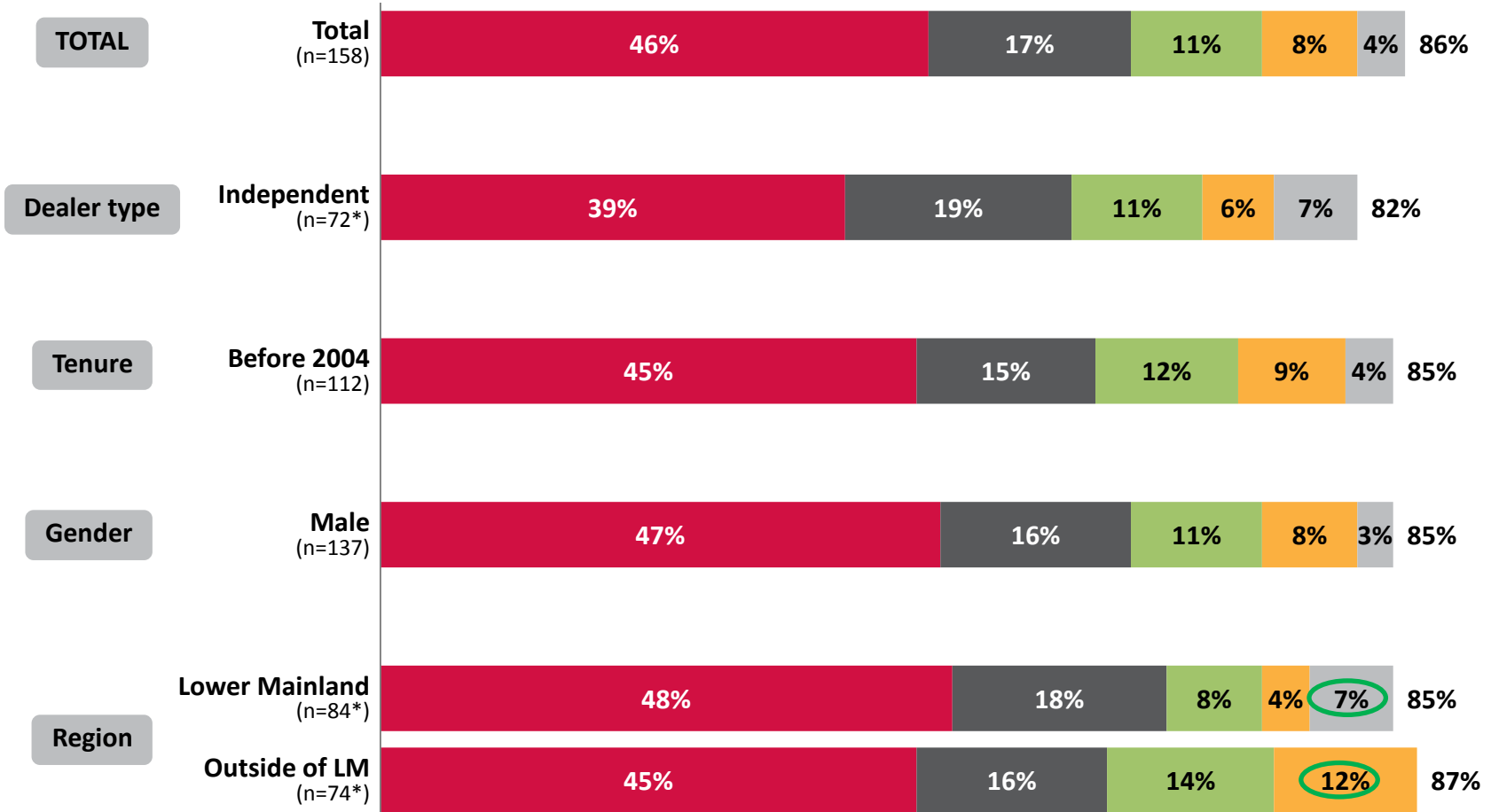
Base: Dealer licence renewal excluding not applicable.

QB3. Now I would like to ask you some specific questions about the dealer renewal process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the renewal process, whether it was online or by mail, fax or in-person.

Satisfaction With Speed of Completing The Renewal Dealers

Most dealers (86%) find the speed of completing the renewal to be satisfactory.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Dealer licence renewal excluding not applicable.

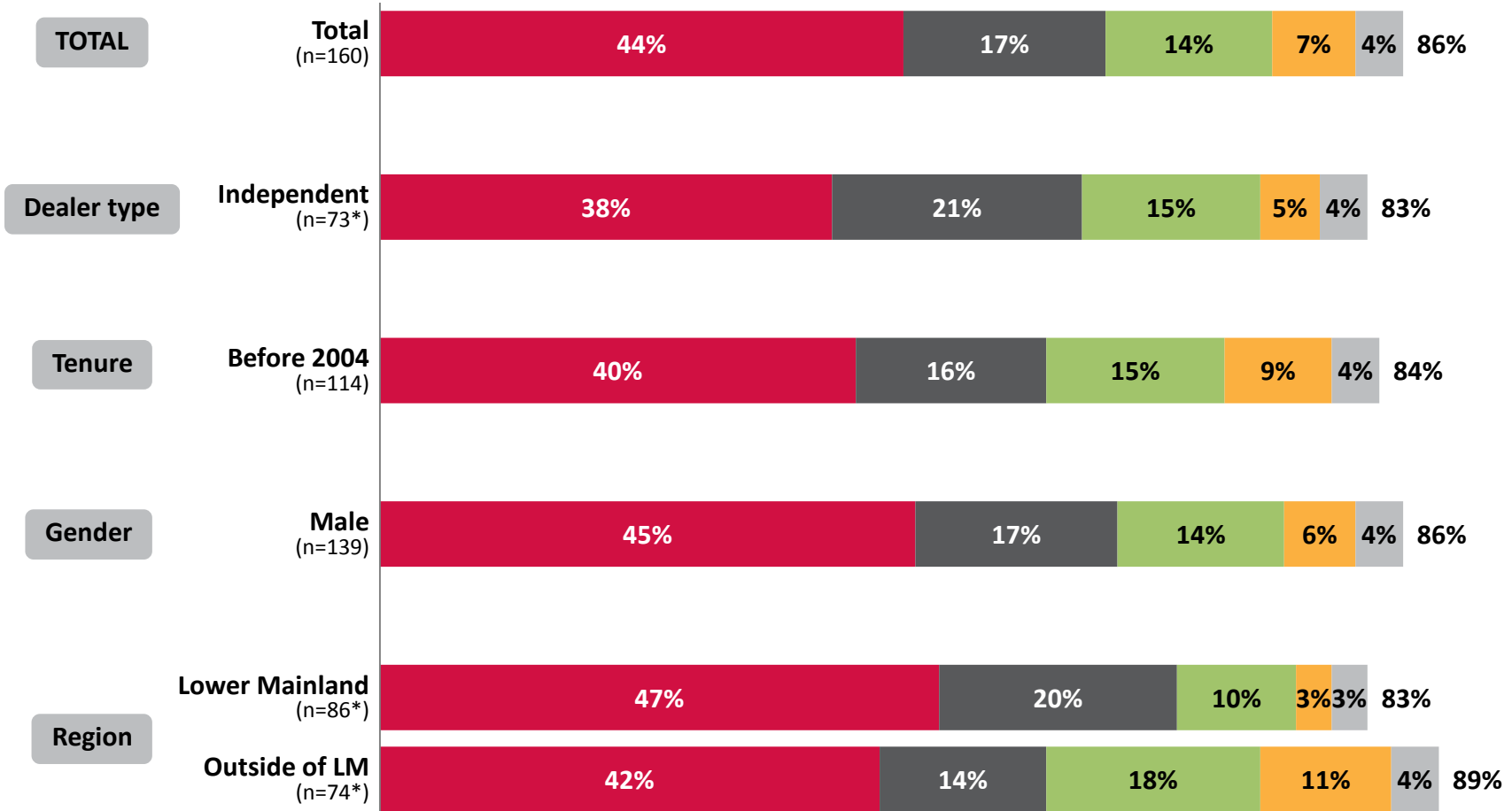
QB3. Now I would like to ask you some specific questions about the dealer renewal process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the renewal process, whether it was online or by mail, fax or in-person.

Significantly higher than one or more sub-groups.

Satisfaction With The Ease of Completing The Renewal Dealers

Large majority of dealers (86%) find the renewal form to be easy to complete.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Dealer licence renewal excluding not applicable.

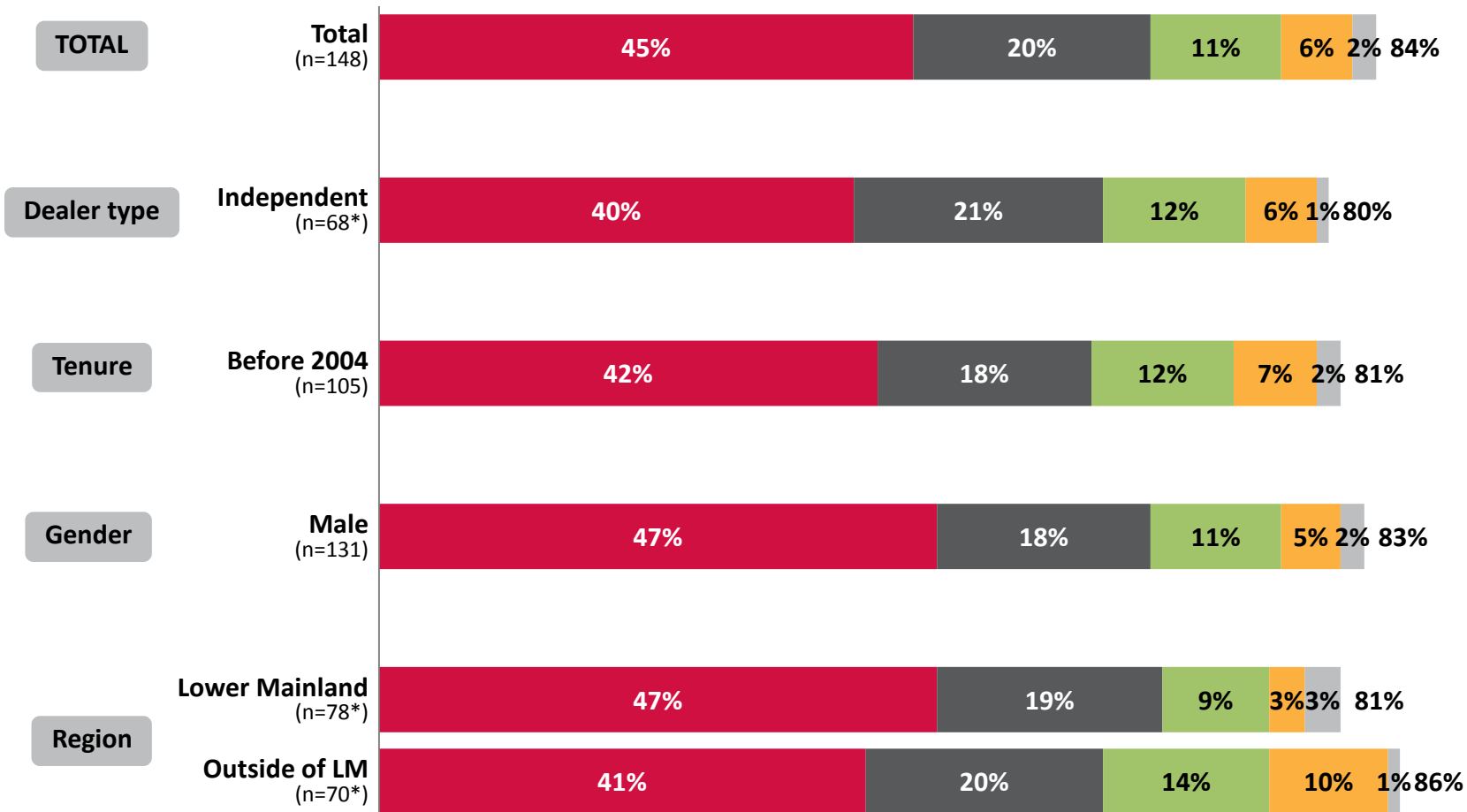
QB3. Now I would like to ask you some specific questions about the dealer renewal process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the renewal process, whether it was online or by mail, fax or in-person.

Satisfaction With The Helpfulness of Any Information Provided to You

Dealers

- As with the other aspects of the renewal process, dealers find the information provided to be helpful (84%). There are no notable differences among the different subgroups.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

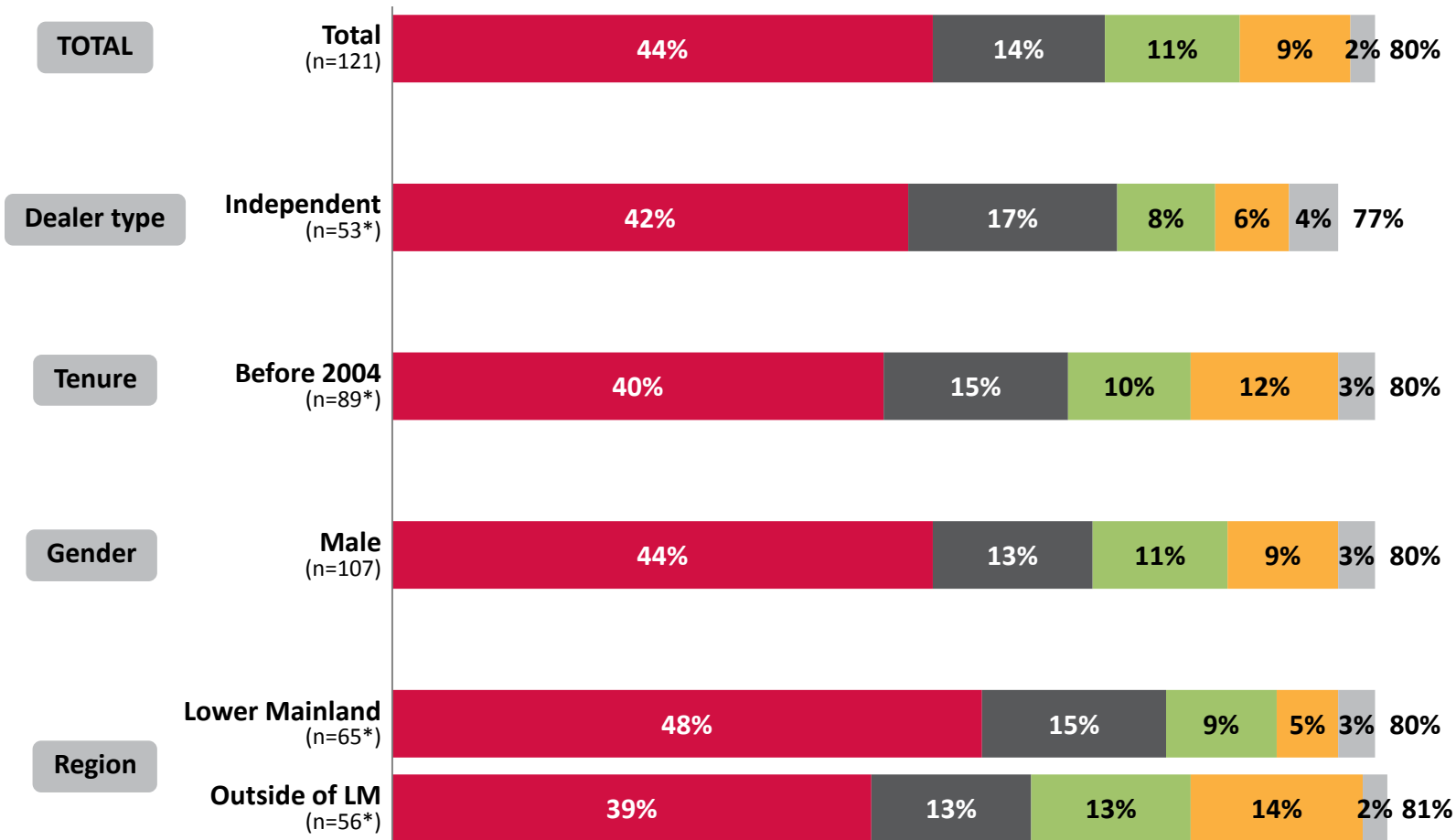
Base: Dealer licence renewal excluding not applicable.

QB3. Now I would like to ask you some specific questions about the dealer renewal process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the renewal process, whether it was online or by mail, fax or in-person.

Satisfaction With The Discount For Renewing Online Dealers

While satisfaction with the discount for renewing online is still good at 80%, scores are relatively lower compared to the other aspects of the renewal process.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Dealer licence renewal excluding not applicable.

QB3. Now I would like to ask you some specific questions about the dealer renewal process you, as a dealer spokesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the renewal process, whether it was online or by mail, fax or in-person.

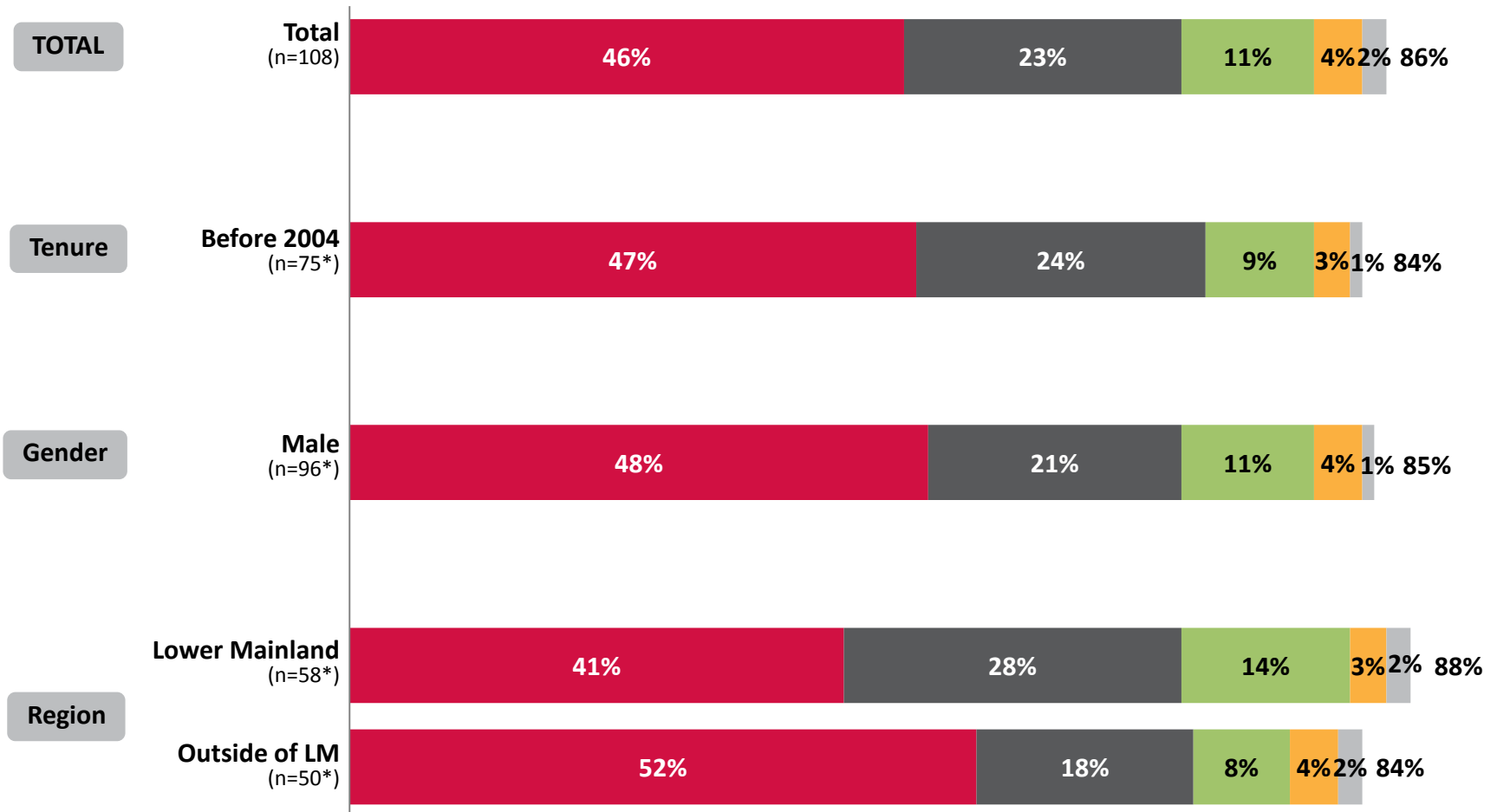
Appendix 4:

VSA's Informal Visit by Subgroup

Satisfaction With Informal Visit by a VSA Employee Dealers

▪ The informal visit by VSA Employee is also highly regarded, receiving ratings of 6 or higher from 86% of dealership spokespeople.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

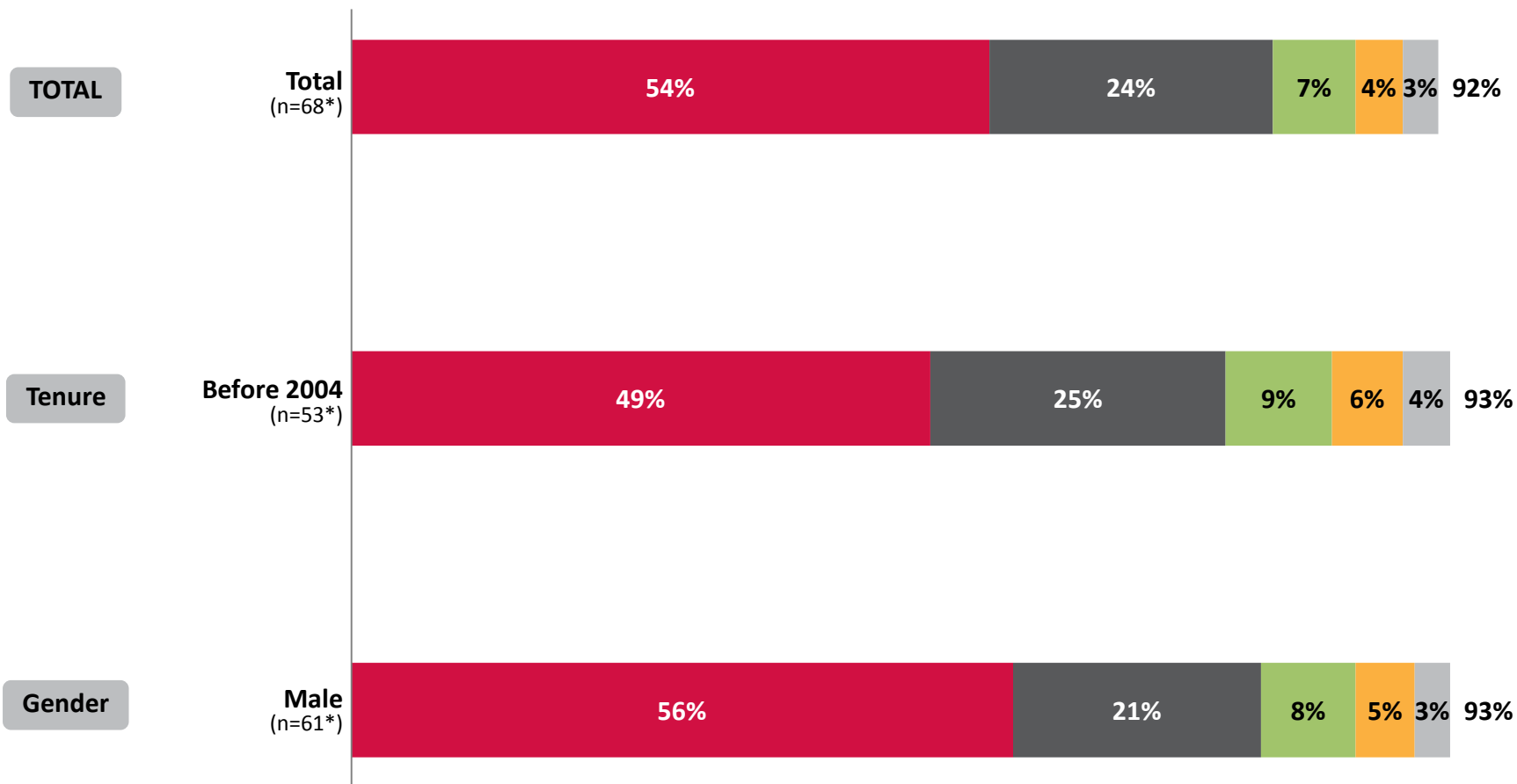
Base: All respondents excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Satisfaction With The Frequency With Which You Had an Informal Visit Dealers

- Among the small sample of dealers who had an informal visit, nine-in-ten are satisfied with the frequency of the visit with just over one-half awarding top box ratings.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic; Lower Mainland and Outside of Lower Mainland.

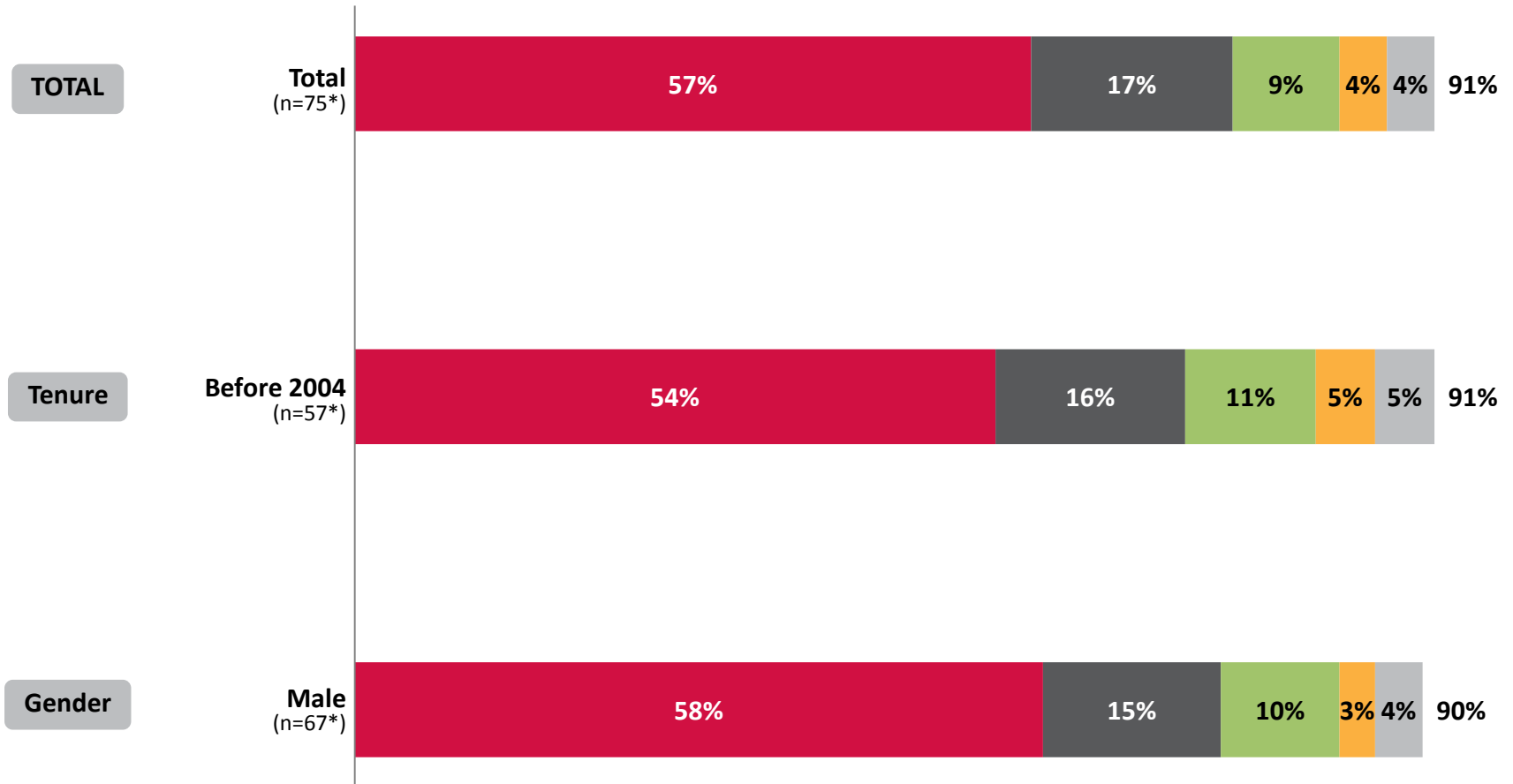
Base: Informal visit by a VSA employee excluding not applicable.

QB4. Now I would like to ask you some specific questions about the informal visit you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the informal visit.

Satisfaction With Service Attitude of The VSA Employee Dealers

VSA employees are highly praised for their service attitude during the informal visit, receiving top 5 box ratings from nine-in-ten dealers. Specifically, six-in-ten awarded perfect scores when it comes to VSA employees' service attitude during the visit.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic; Lower Mainland and Outside of Lower Mainland.

Base: Informal visit by a VSA employee excluding not applicable.

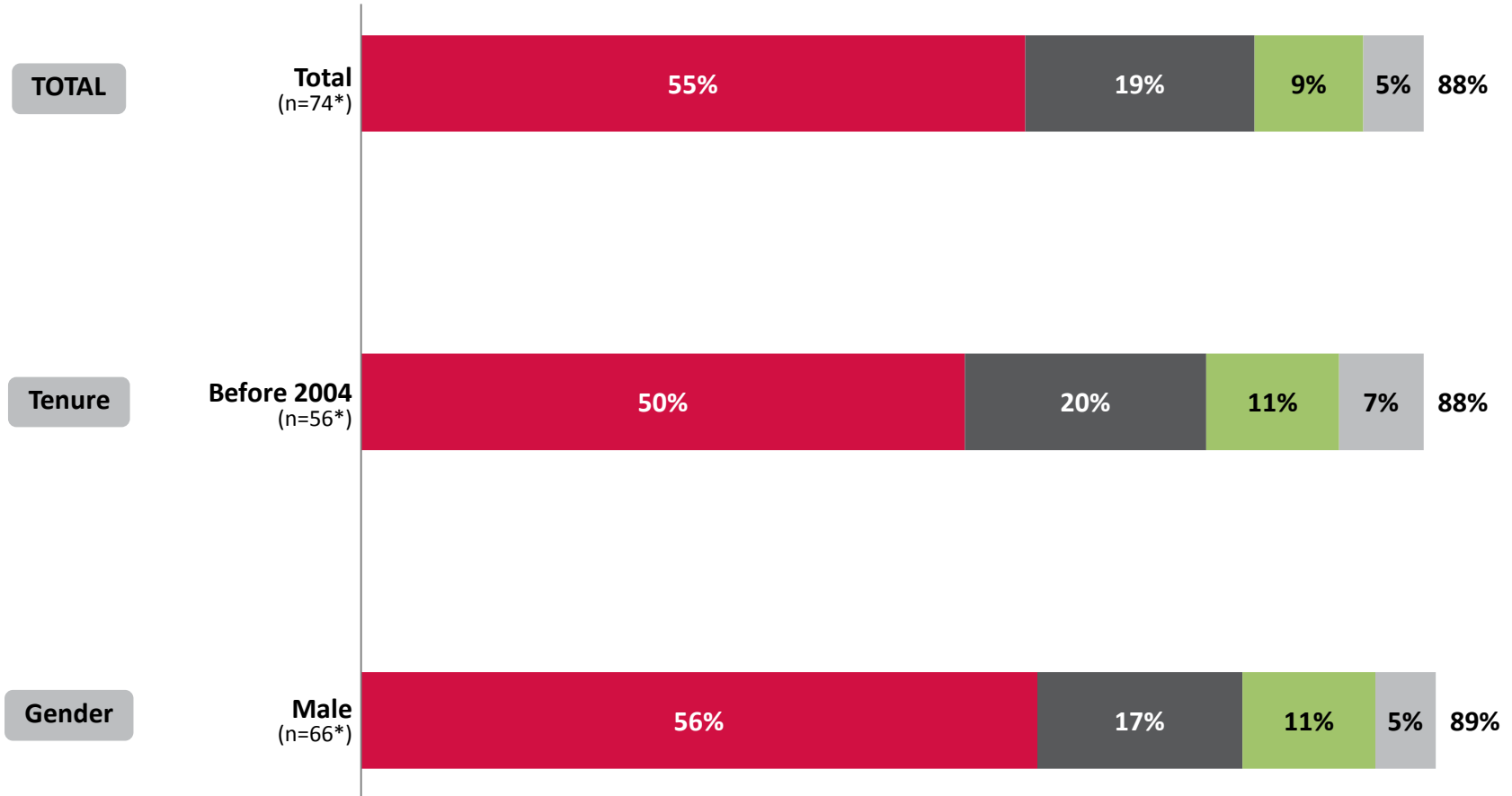
QB4. Now I would like to ask you some specific questions about the informal visit you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the informal visit.

Satisfaction With The Ease of Completing The Informal Visit

Dealers

Close to nine-in-ten dealers are satisfied with the ease of completing the informal visit. Again, over one-half of dealers are completely satisfied in this regard.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic; Lower Mainland and Outside of Lower Mainland.

Base: Informal visit by a VSA employee excluding not applicable.

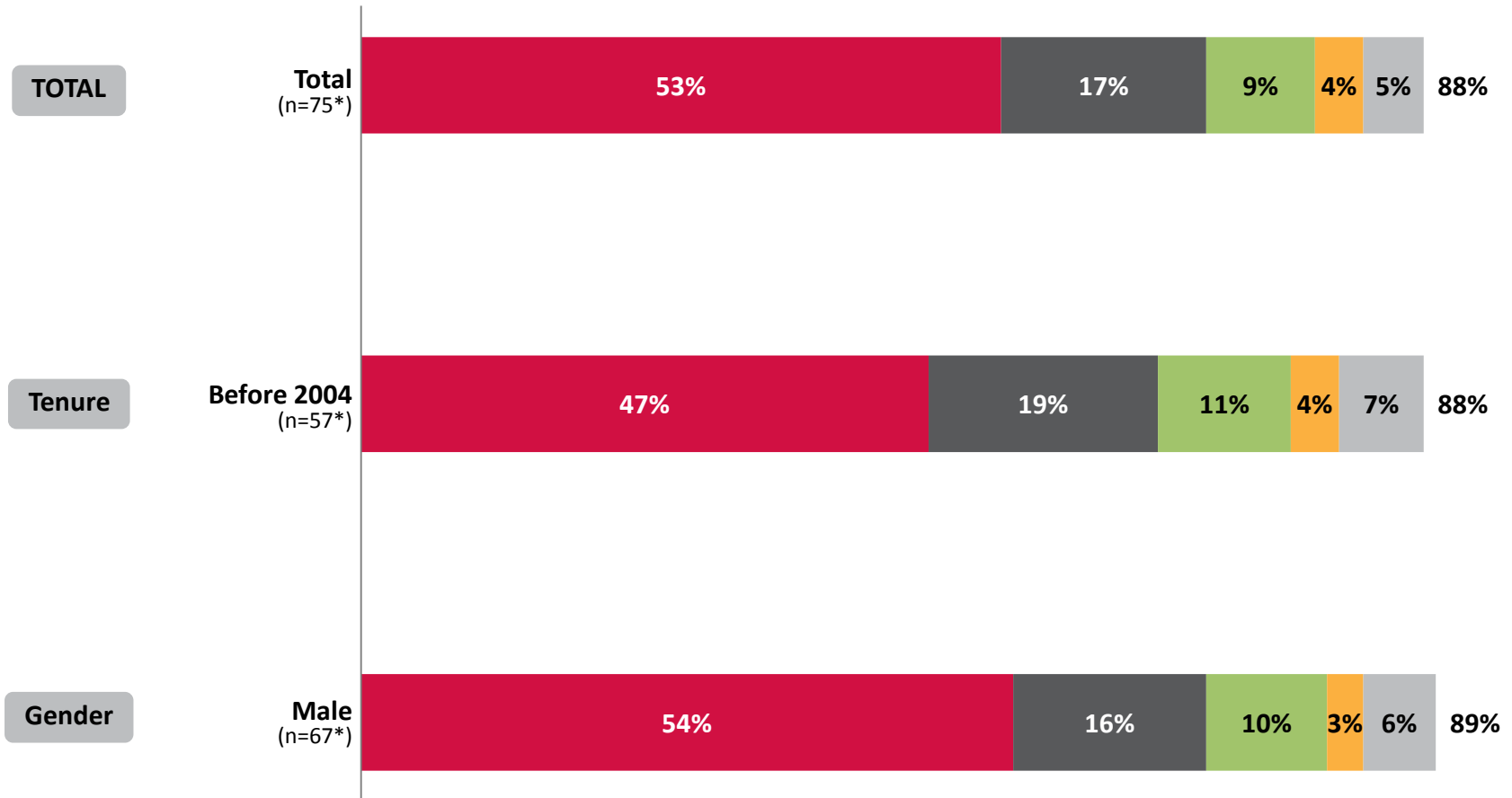
QB4. Now I would like to ask you some specific questions about the informal visit you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the informal visit.

Satisfaction With Speed of Completing The Informal Visit

Dealers

Speed of completing the informal visit is also highly regarded by dealers, with approximately nine-in-ten dealers awarding giving top 5 box ratings.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic; Lower Mainland and Outside of Lower Mainland.

Base: Informal visit by a VSA employee excluding not applicable.

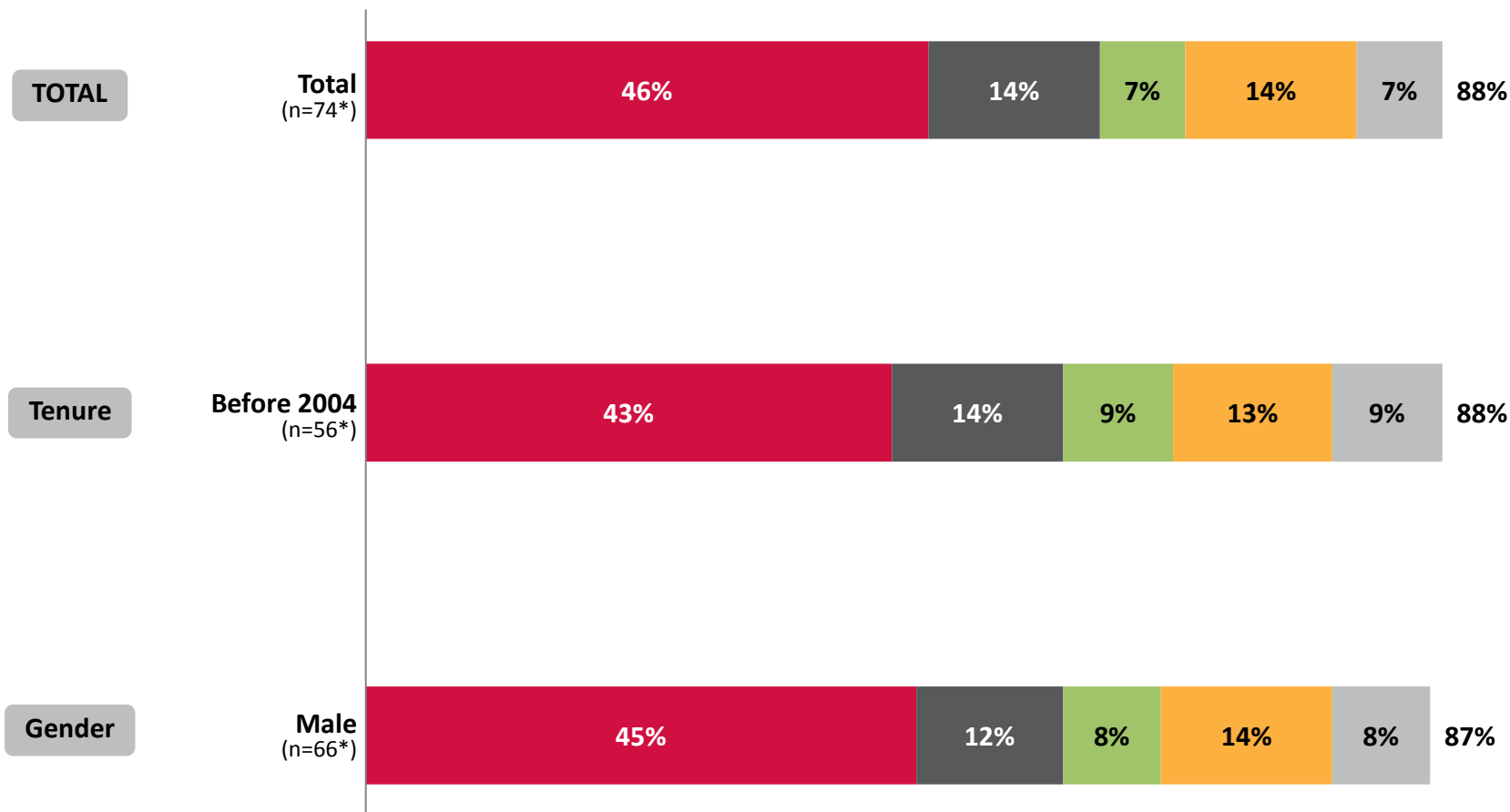
QB4. Now I would like to ask you some specific questions about the informal visit you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the informal visit.

Satisfaction With The Helpfulness of These Types of Informal Visits

Dealers

- While the overall satisfaction is high (88%) when it comes to the helpfulness of the informal visits, dealers are relatively less likely to award perfect scores to this aspect compared to other areas of the informal visits.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic; Lower Mainland and Outside of Lower Mainland.

Base: Informal visit by a VSA employee excluding not applicable.

QB4. Now I would like to ask you some specific questions about the informal visit you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the informal visit.

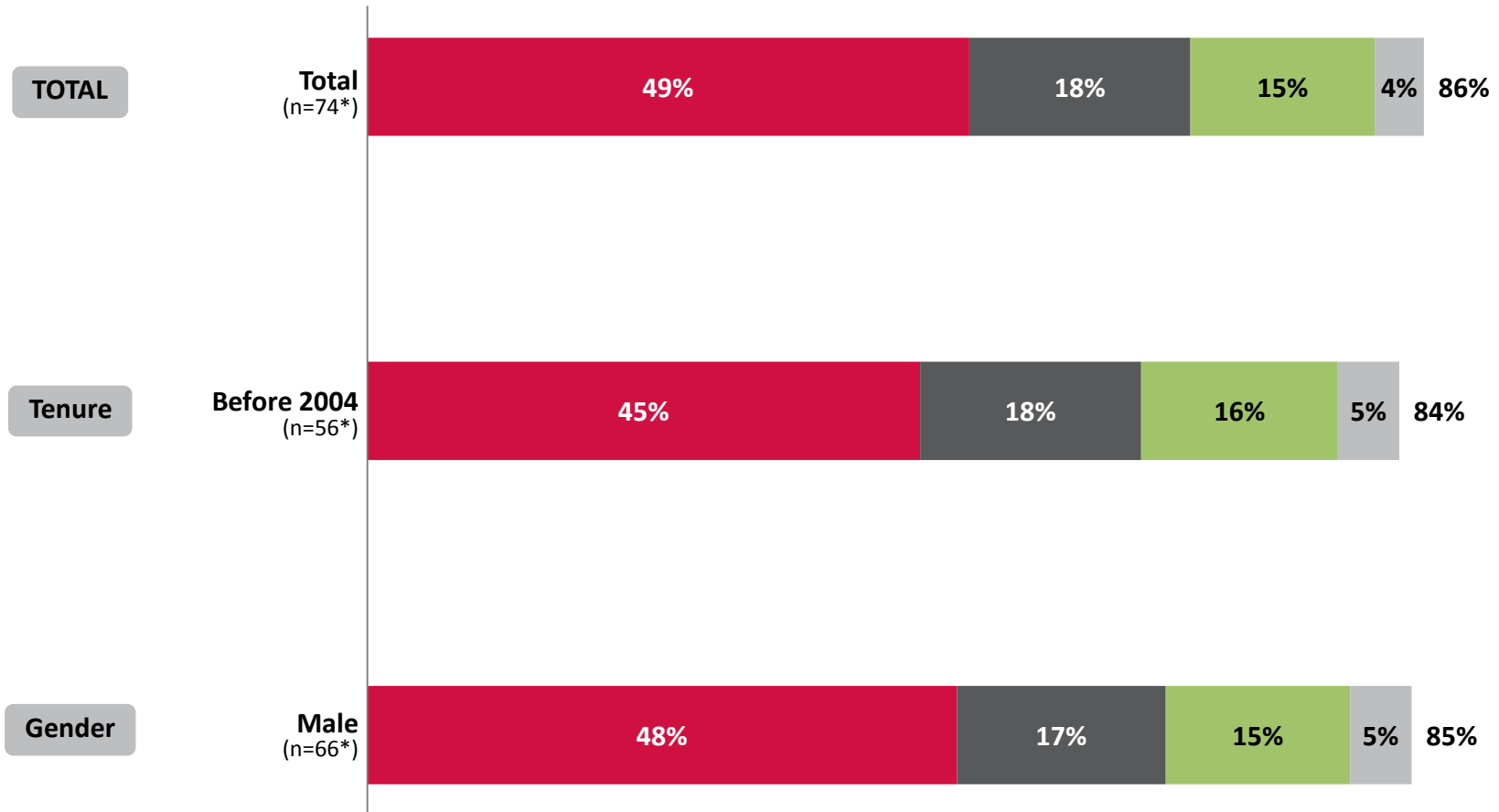


Satisfaction With The Helpfulness of The Information Provided

Dealers

Just over eight-in-ten dealers find the information provided about the informal visit to be helpful, with one-half feeling completely satisfied.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic; Lower Mainland and Outside of Lower Mainland.

Base: Informal visit by a VSA employee excluding not applicable.

QB4. Now I would like to ask you some specific questions about the informal visit you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the informal visit.

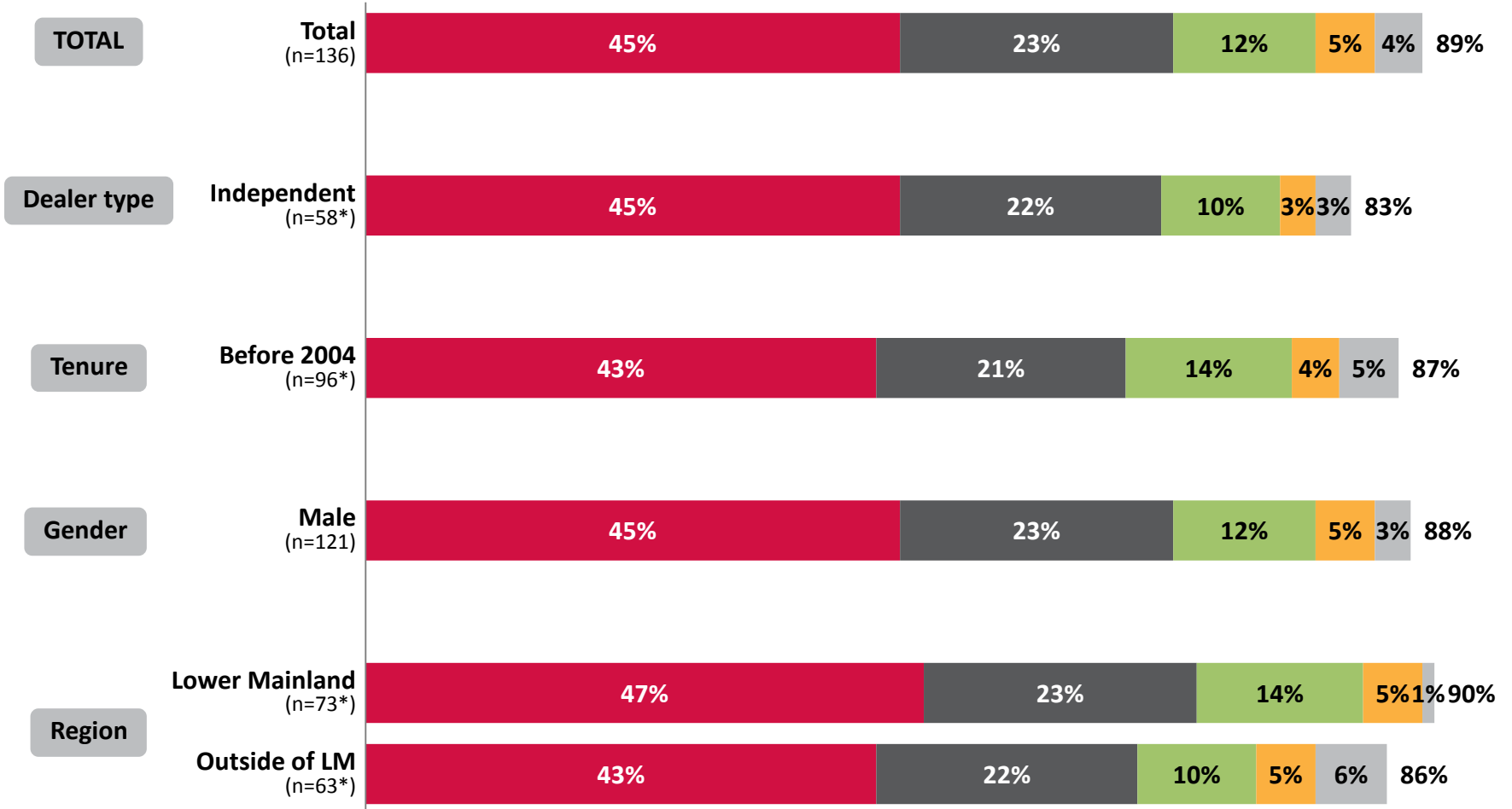
Appendix 5:

VSA's Inspection by Subgroup

Ipsos Satisfaction With The Most Recent Dealership Inspection Dealers

Satisfaction is high with VSA on the most recent dealership inspection (a secondary driver of overall satisfaction), with nine-in-ten dealership spokespeople awarding a score of 6 or higher. There are no notable differences between the subgroups.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6




* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents excluding not applicable.

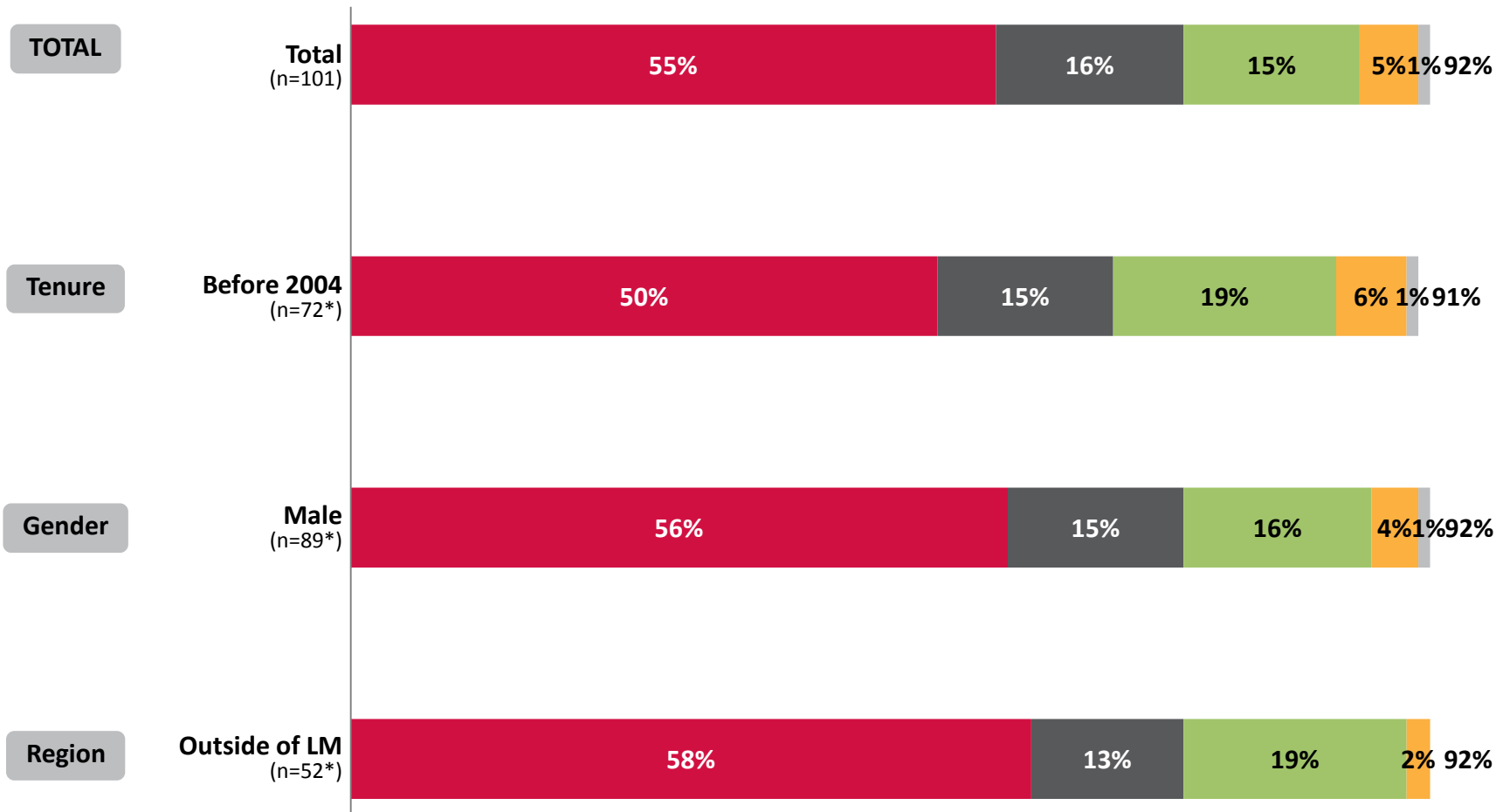
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

 Significantly higher than one or more sub-groups.

Satisfaction With The Frequency With Which You Have Had An Inspection Dealers

Almost all dealers (92%) of dealers are satisfied with the frequency of the VSA's inspection. This is true among all of the different subgroups.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic; Lower Mainland.

Base: Inspection of the dealership by a VSA representative excluding not applicable.

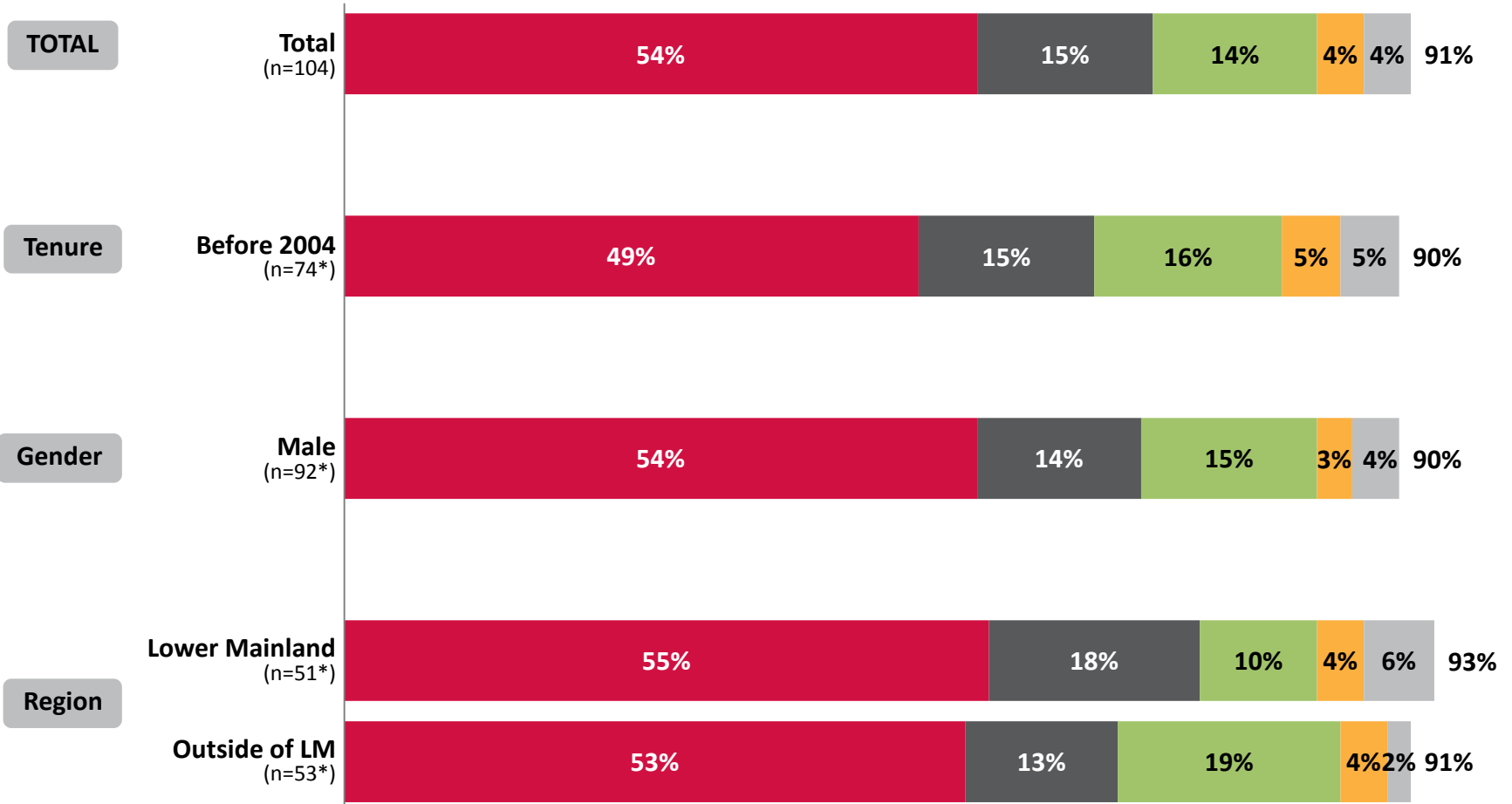
QB5. Now I would like to ask you some specific questions about the inspection you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the inspection.

Satisfaction With Speed of Completing The Inspection

Dealers

Speed of completing the inspection is also highly regarded by dealers, receiving a rating of 6 or higher from 91% of dealers.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable.

QB5. Now I would like to ask you some specific questions about the inspection you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the inspection.

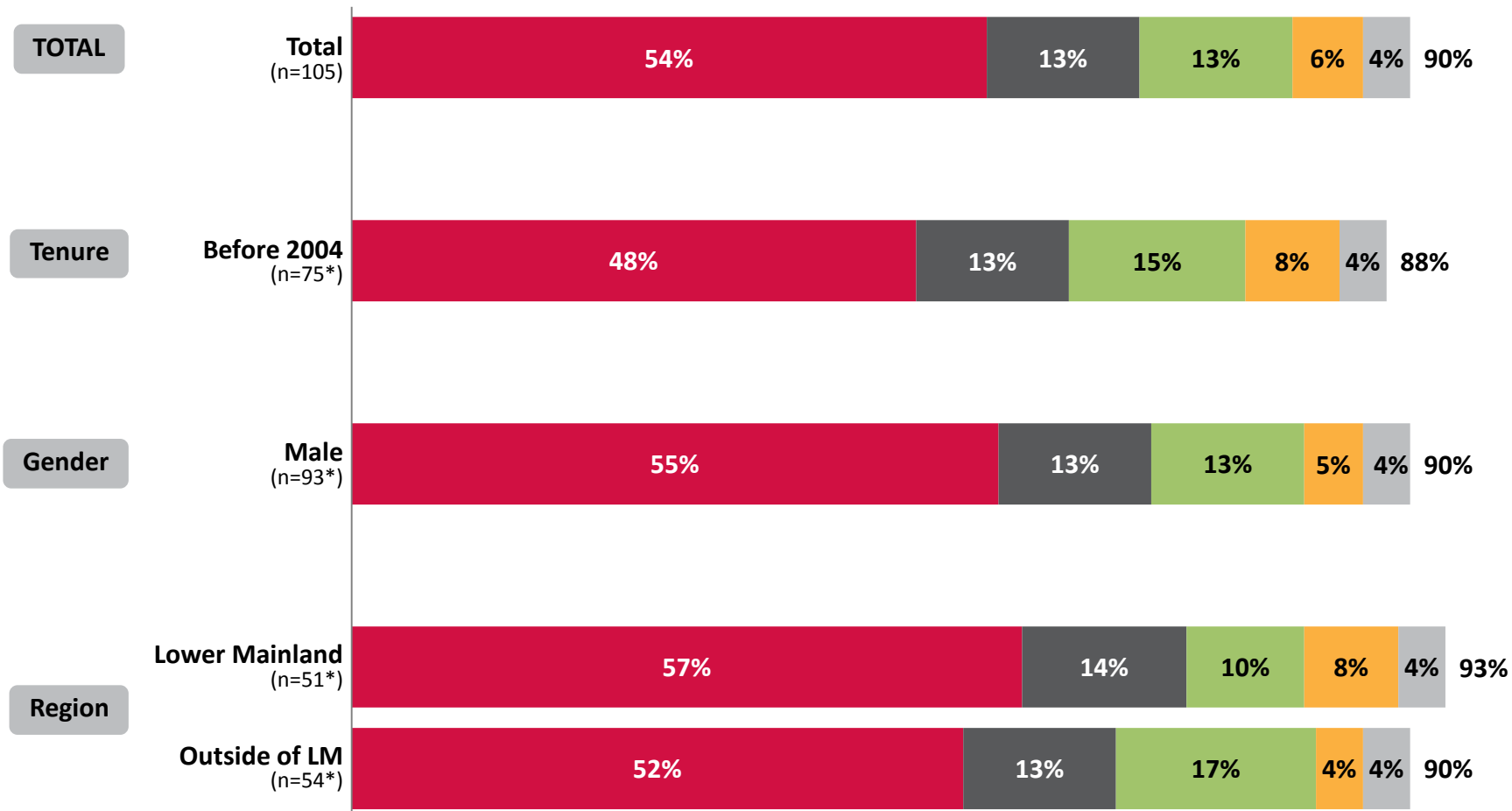
Significantly higher than one or more sub-groups.

Satisfaction With The Ease of Completing The Inspection

Dealers

Again, nine-in-ten dealers are content when it comes to the ease of completing the inspection.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

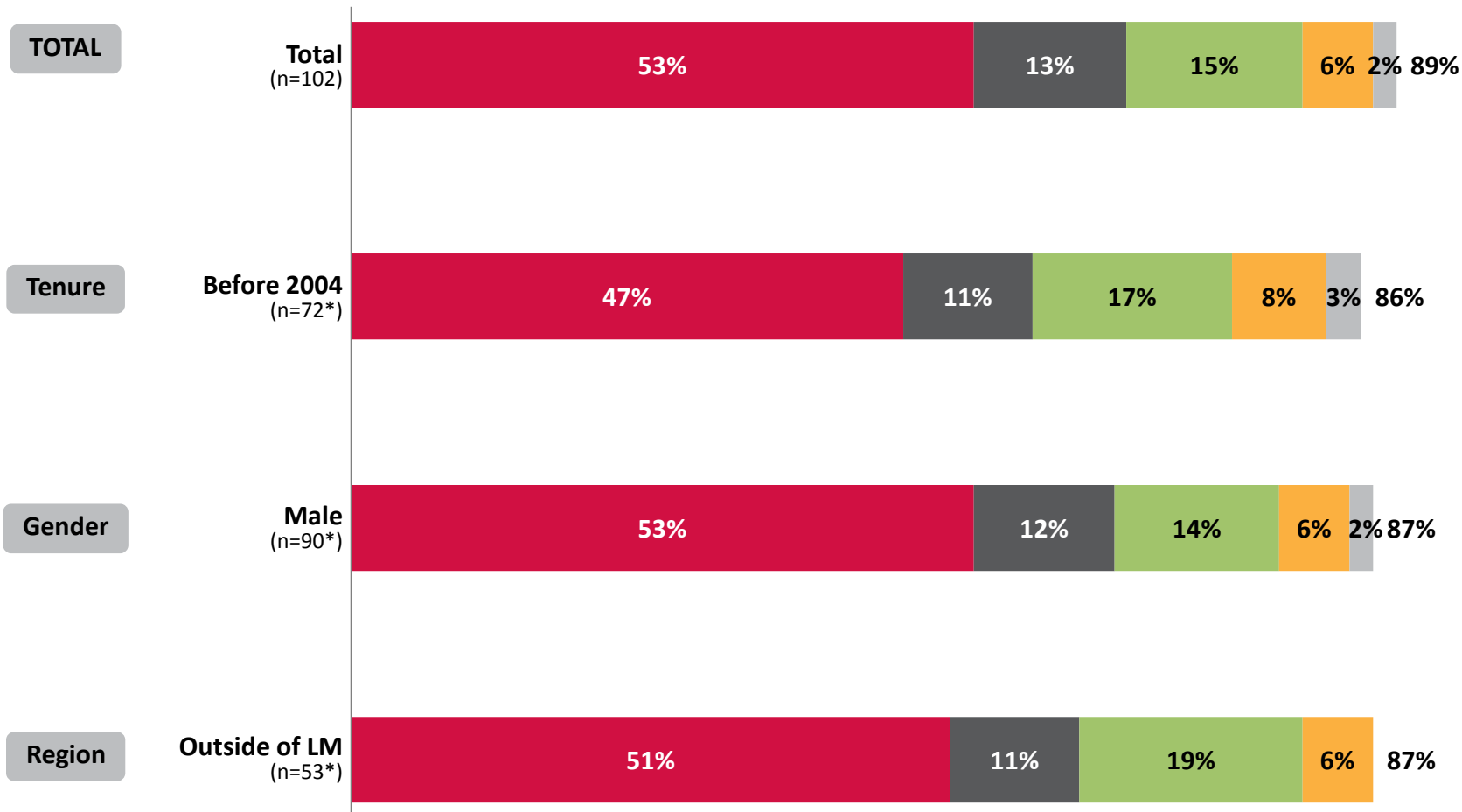
Base: Inspection of the dealership by a VSA representative excluding not applicable.

QB5. Now I would like to ask you some specific questions about the inspection you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the inspection.

Satisfaction With The Helpfulness of Any Information Provided to You Dealers

Dealers also find the information provided during the VSA's inspection to be helpful, with nine-in-ten awarding top 5 box ratings.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic; Lower Mainland.

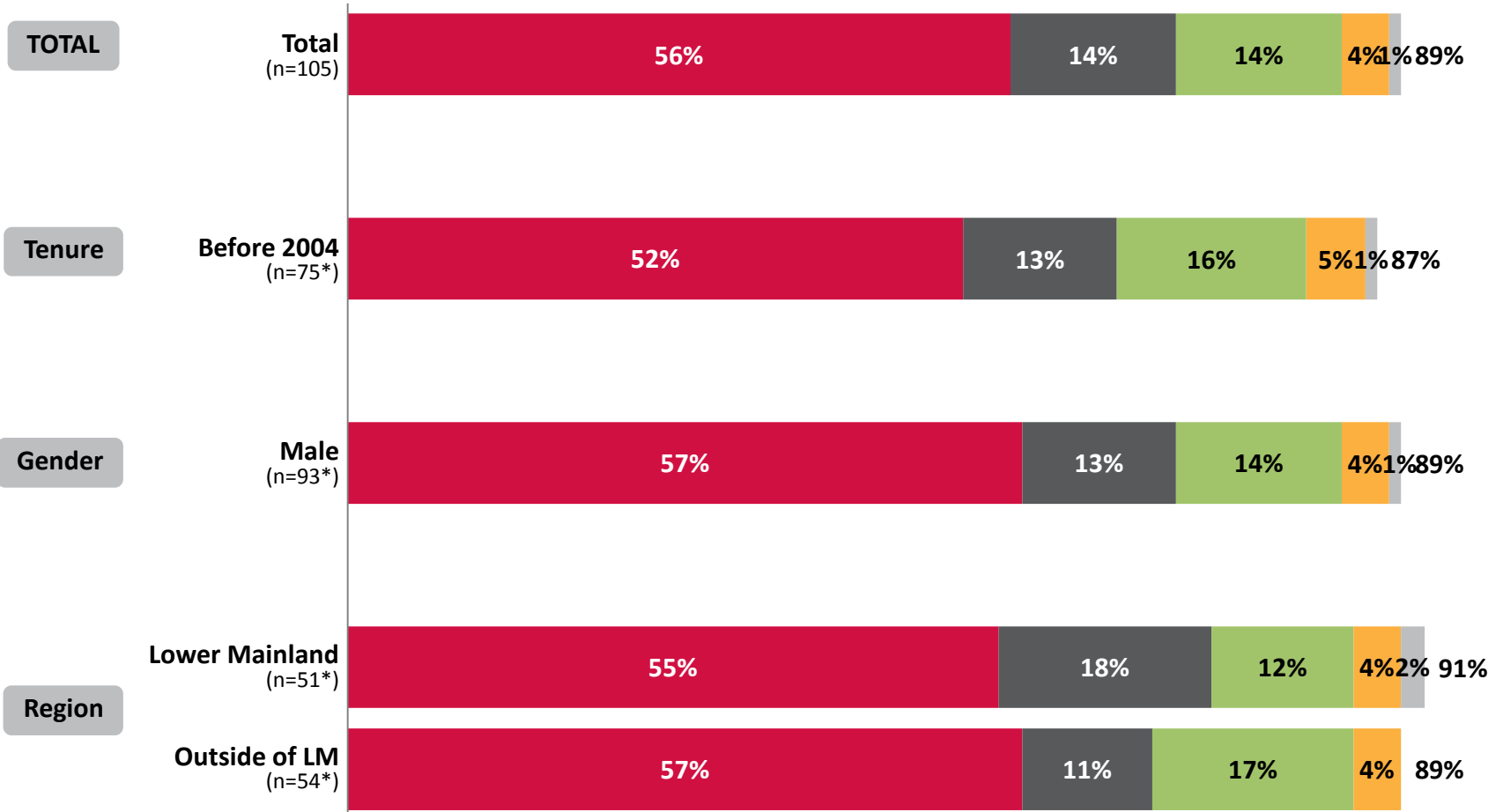
Base: Inspection of the dealership by a VSA representative excluding not applicable.

QB5. Now I would like to ask you some specific questions about the inspection you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the inspection.

Satisfaction With Service Attitude of The VSA Employee Dealers

Dealers are pleased with the VSA employees for their service attitude during the inspection, with 89% awarding top 5 box ratings. This attribute also receives the highest top box ratings among the seven inspection attributes asked.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable.

QB5. Now I would like to ask you some specific questions about the inspection you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the inspection.

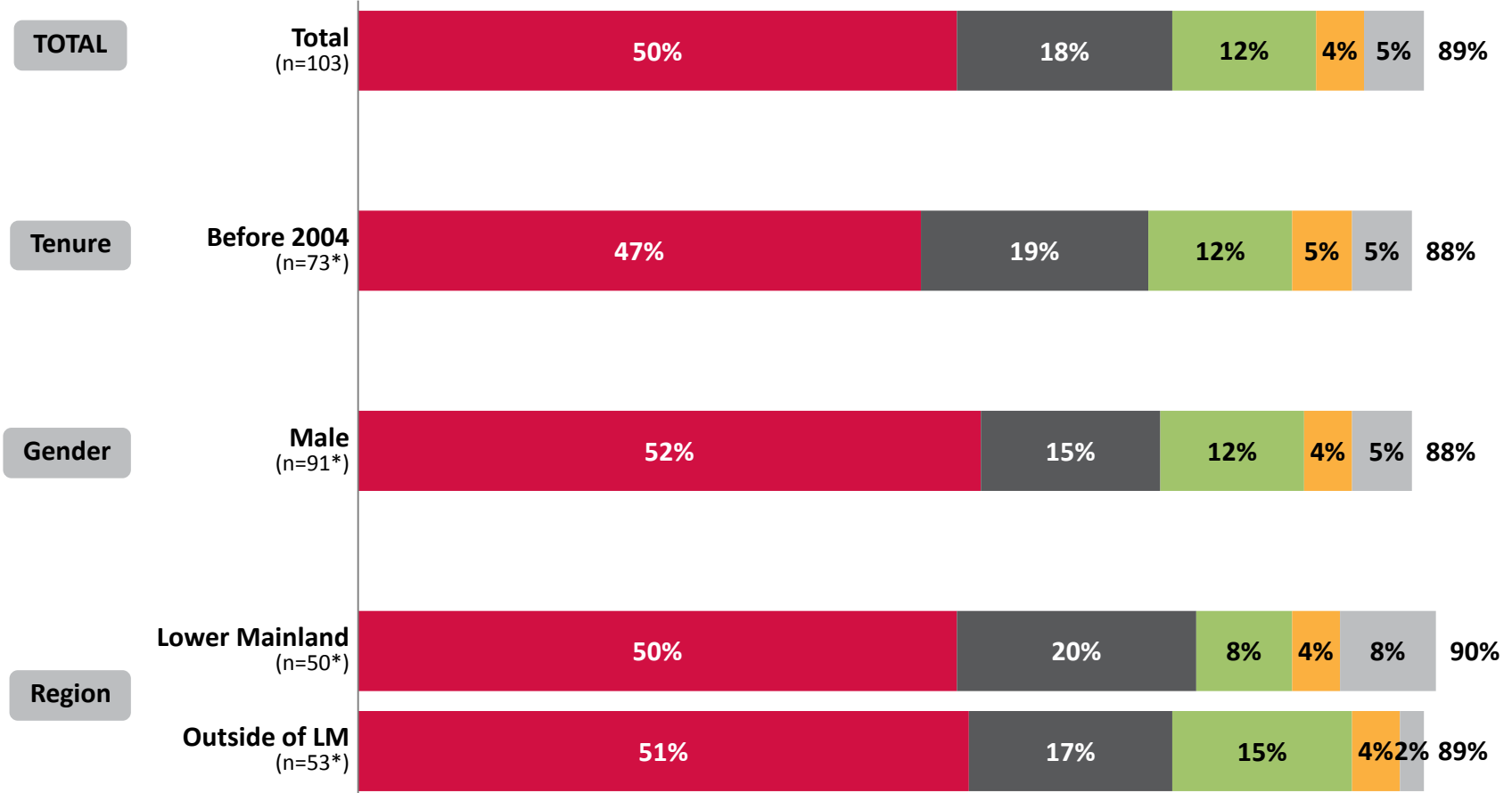
Significantly higher than one or more sub-groups.



Satisfaction With The Knowledge of The VSA Employee About Legal Requirements Dealers

■ Nine-in-ten dealers find VSA employees to be knowledgeable about the legal requirements of the inspection. There are no notable differences among the different subgroups.

■ Rated 10, Completely satisfied ■ Rated 9 ■ Rated 8 ■ Rated 7 ■ Rated 6




* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable.

QB5. Now I would like to ask you some specific questions about the inspection you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the inspection.

 Significantly higher than one or more sub-groups.

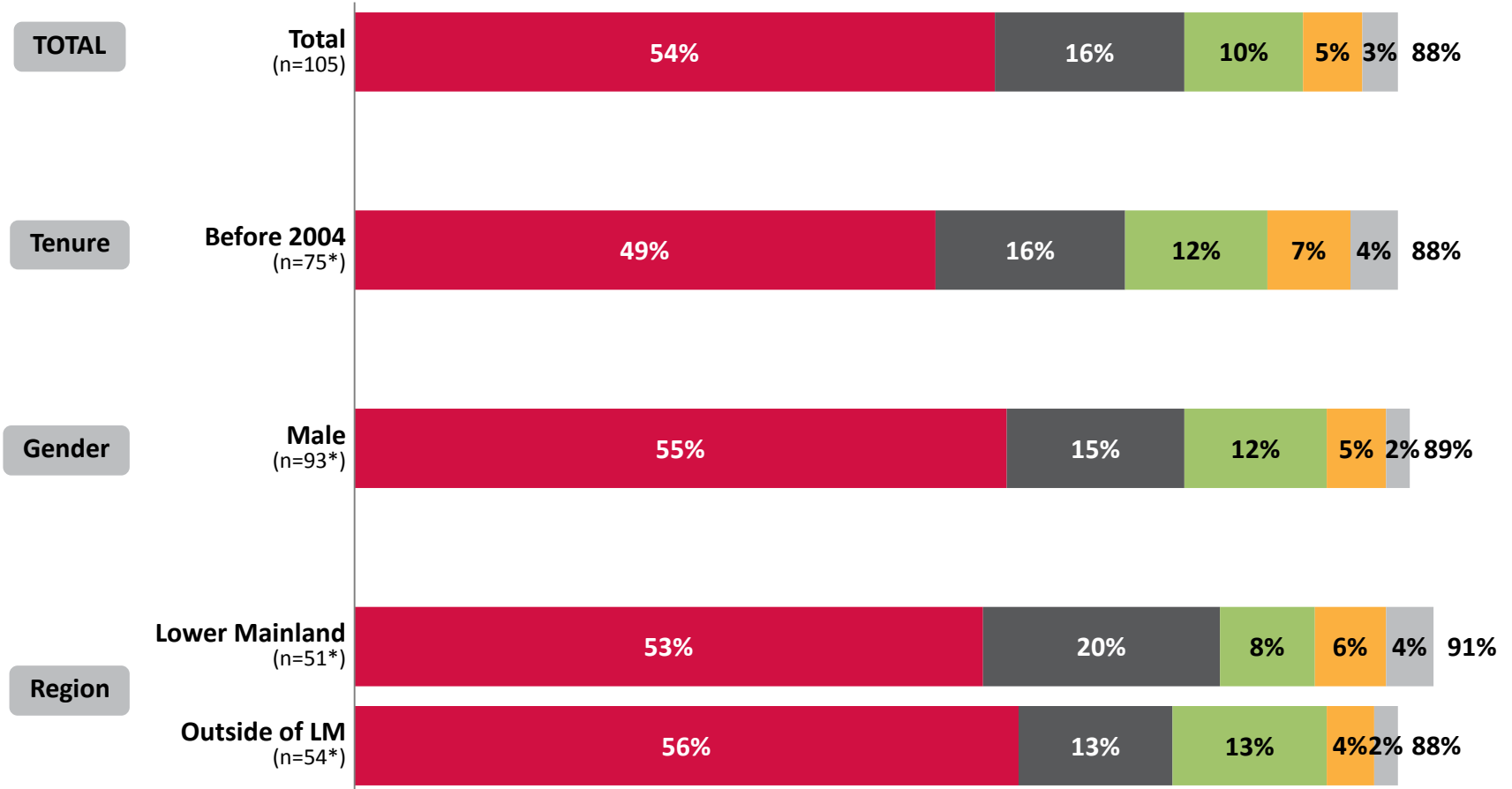


Satisfaction With How The VSA Employee Explained The Purpose of The Inspection

Dealers

At 88%, dealers are satisfied with how VSA employees explained the purpose of the inspection. Again, over one-half of dealers feel completely satisfied in terms of the explanation provided.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable.

QB5. Now I would like to ask you some specific questions about the inspection you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the inspection.

Significantly higher than one or more sub-groups.

Appendix 6:

Communications Including Bulletins
& Website by Subgroup

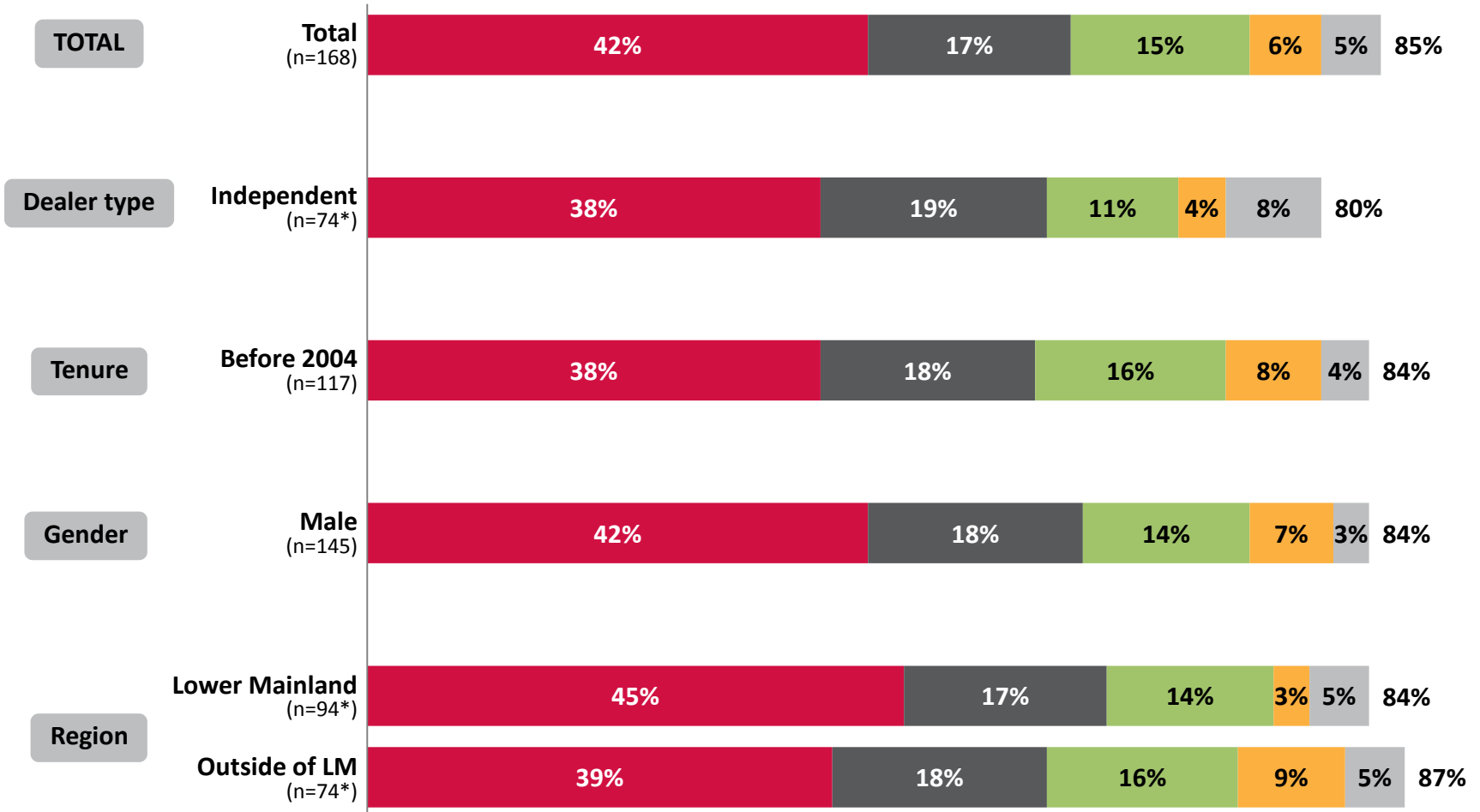


Satisfaction With VSA Bulletins and the VSA Website

Dealers

Positive satisfaction ratings with VSA bulletins and the VSA website is good, with over eight-in-ten dealers giving a rating of 6 or more.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

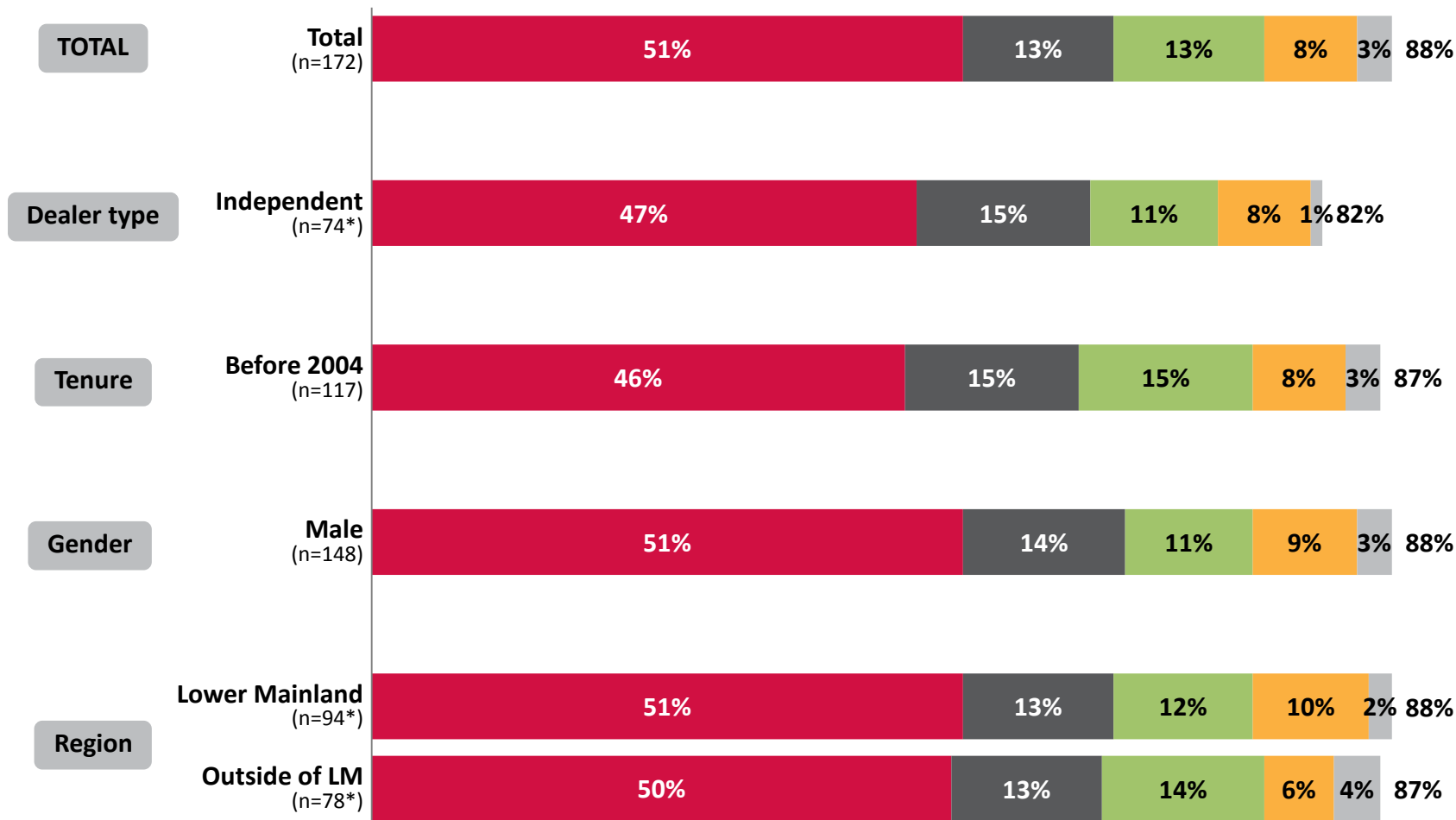
Significantly higher than one or more sub-groups.

Satisfaction With The Frequency of The Bulletins

Dealers

- The large majority of dealers (88%) are satisfied with the frequency of the VSA's bulletins. This holds true among the different subgroups.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents excluding not applicable.

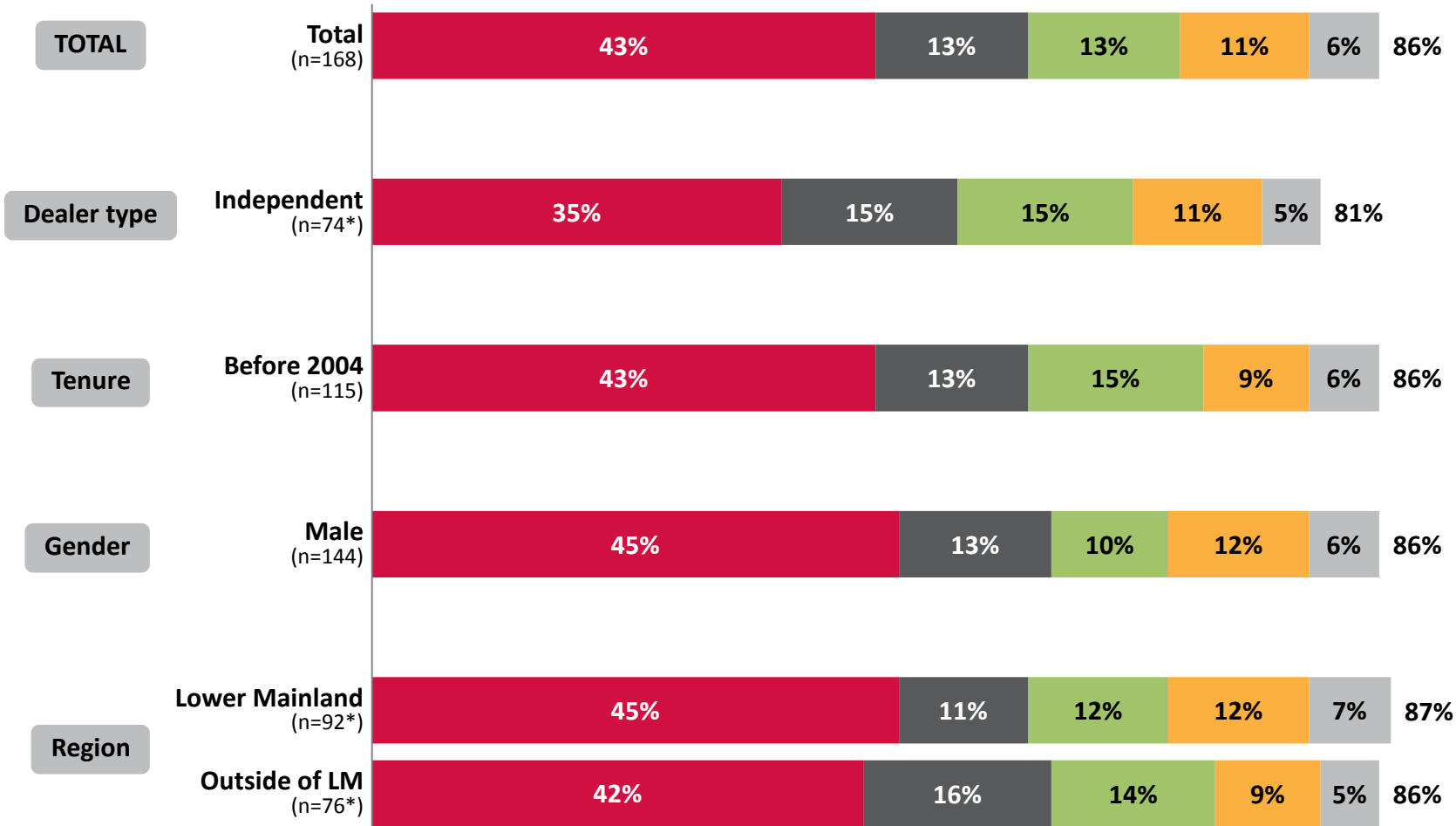
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the VSA communications.

Satisfaction With The Amount of Information on The VSA Website

Dealers

Dealers also find the amount of information on the VSA website to be adequate, receiving top 5 box ratings from 86% of dealers.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

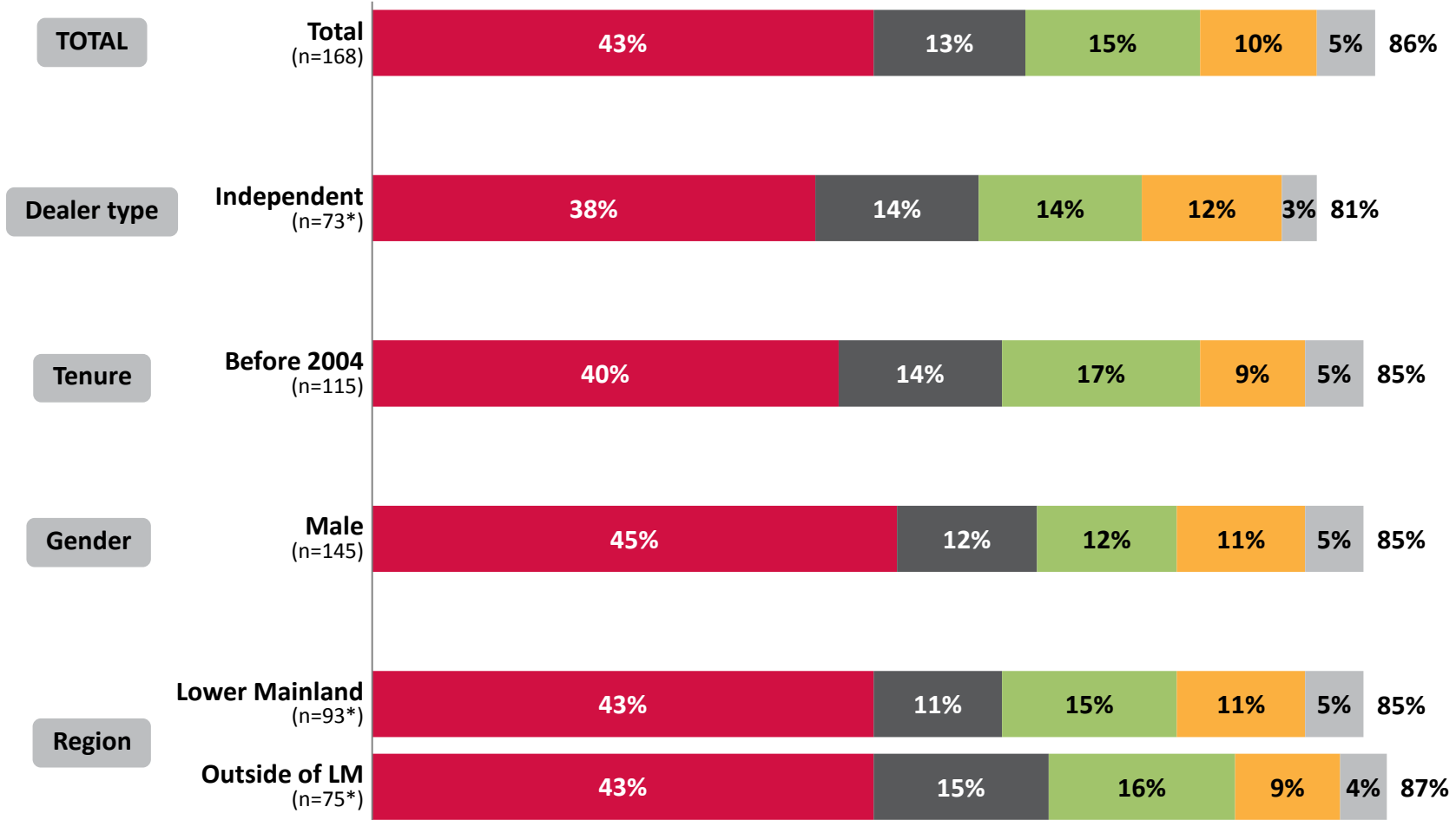
Base: All respondents excluding not applicable.

QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the VSA communications.

Satisfaction With The Helpfulness of The Information on The VSA Website Dealers

At 86%, dealers also find the information on the VSA website to be helpful.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents excluding not applicable.

QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the VSA communications.

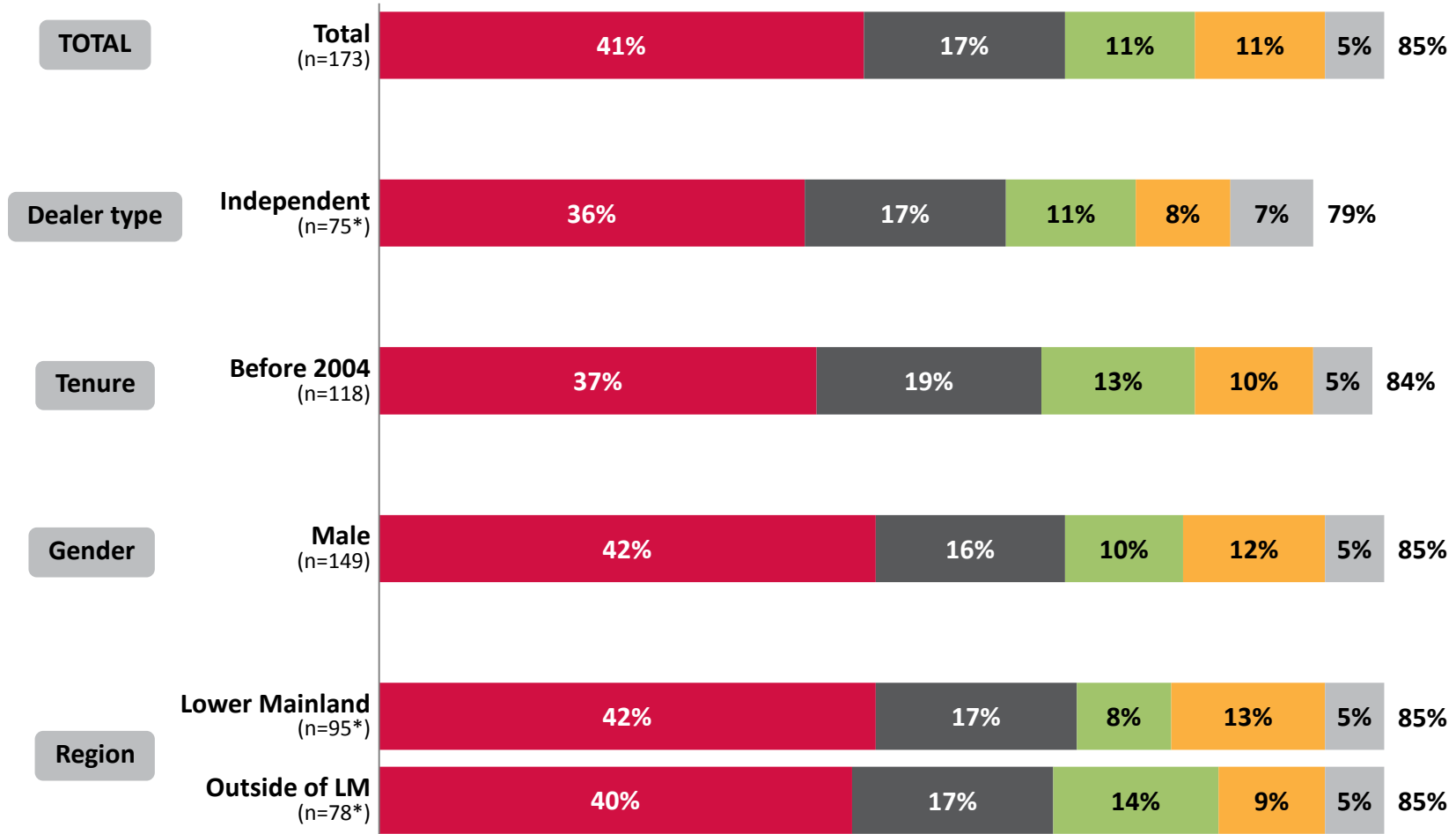
Significantly higher than one or more sub-groups.

Satisfaction With The Amount of Information in The Bulletins

Dealers

- Similar to the information provided on the website, dealers are satisfied with the amount of information in the bulletins. Specifically, 85% of dealers awarded top 5 box ratings in this regard.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

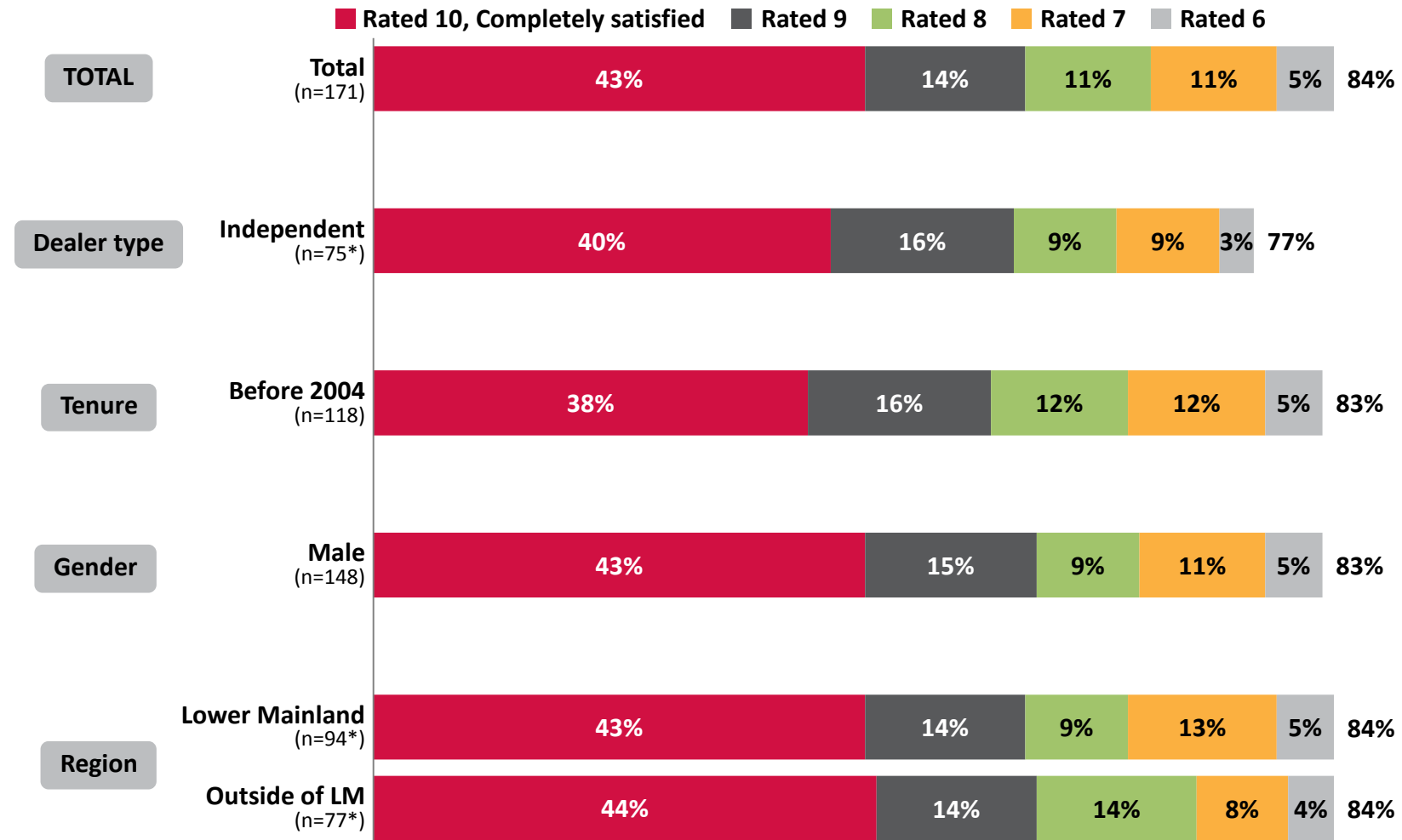
Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents excluding not applicable.

QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the VSA communications.

Satisfaction With The Helpfulness of The Information in The Bulletins Dealers

Dealers also find the information in the bulletins to be helpful, with eight-in-ten awarding a rating of 6 or higher.



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

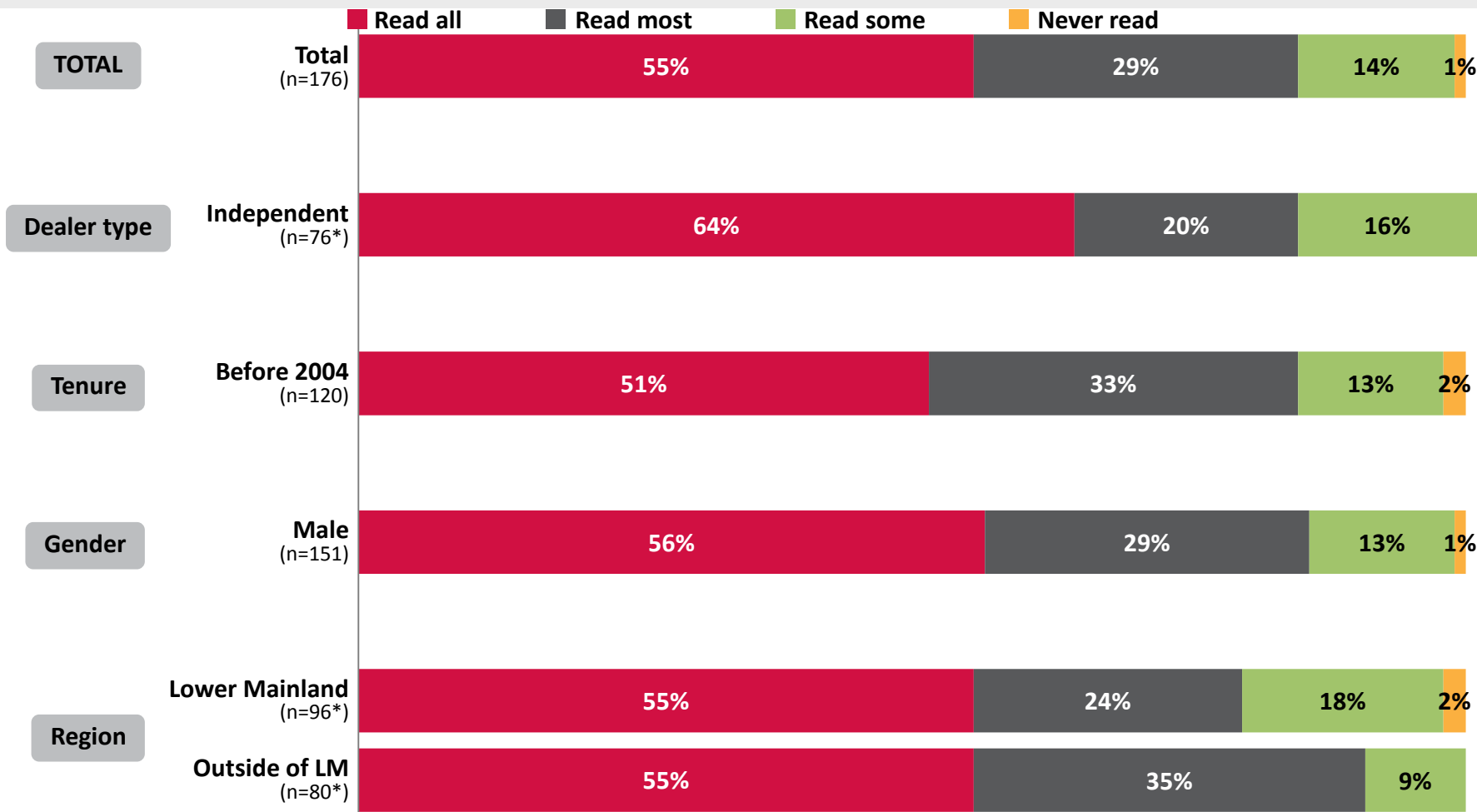
Base: All respondents excluding not applicable.

QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the VSA communications.

Bulletins and Alerts: Frequency of Reading

Dealers

- Nearly all dealers (99%) say they would read at least some of the Bulletins and Alerts receive from VSA. Specifically, 55% would read all of the Bulletins and Alerts, 29% would read most and 14% would read some. Only 1% say they would not read the Bulletins and Alerts at all.



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Significantly higher than one or more sub-groups.

Base: All respondents.

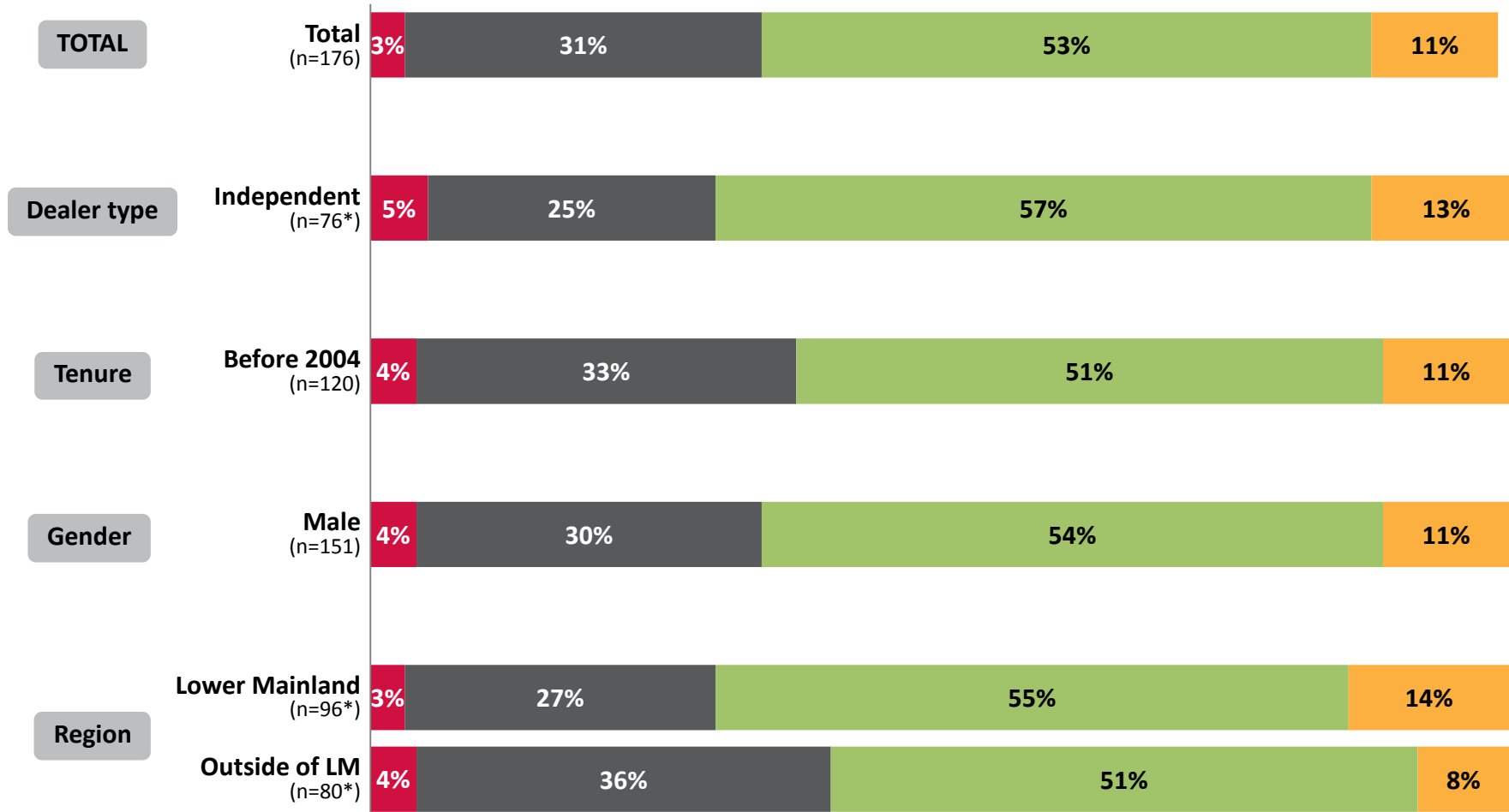
QB9. Which of the following best describes what you do with the Bulletins and Alerts you receive from the VSA?

VSA Website: Frequency of Visits

Dealers

- One-half of the dealers visit the VSA website once or twice a year. Another 31% say they visit the website on a monthly basis and a small proportion (3%) visit the website weekly. The remaining 11% do not visit the website at all.

■ Visit weekly
 ■ Visit monthly
 ■ Visit once or twice a year
 ■ Never visit it



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Significantly higher than one or more sub-groups.
Ipsos Reid 90

Base: All respondents.

QB10. Which of the following best describes how often you visit the VSA website?

Appendix 7:

VSA Courses by Subgroup

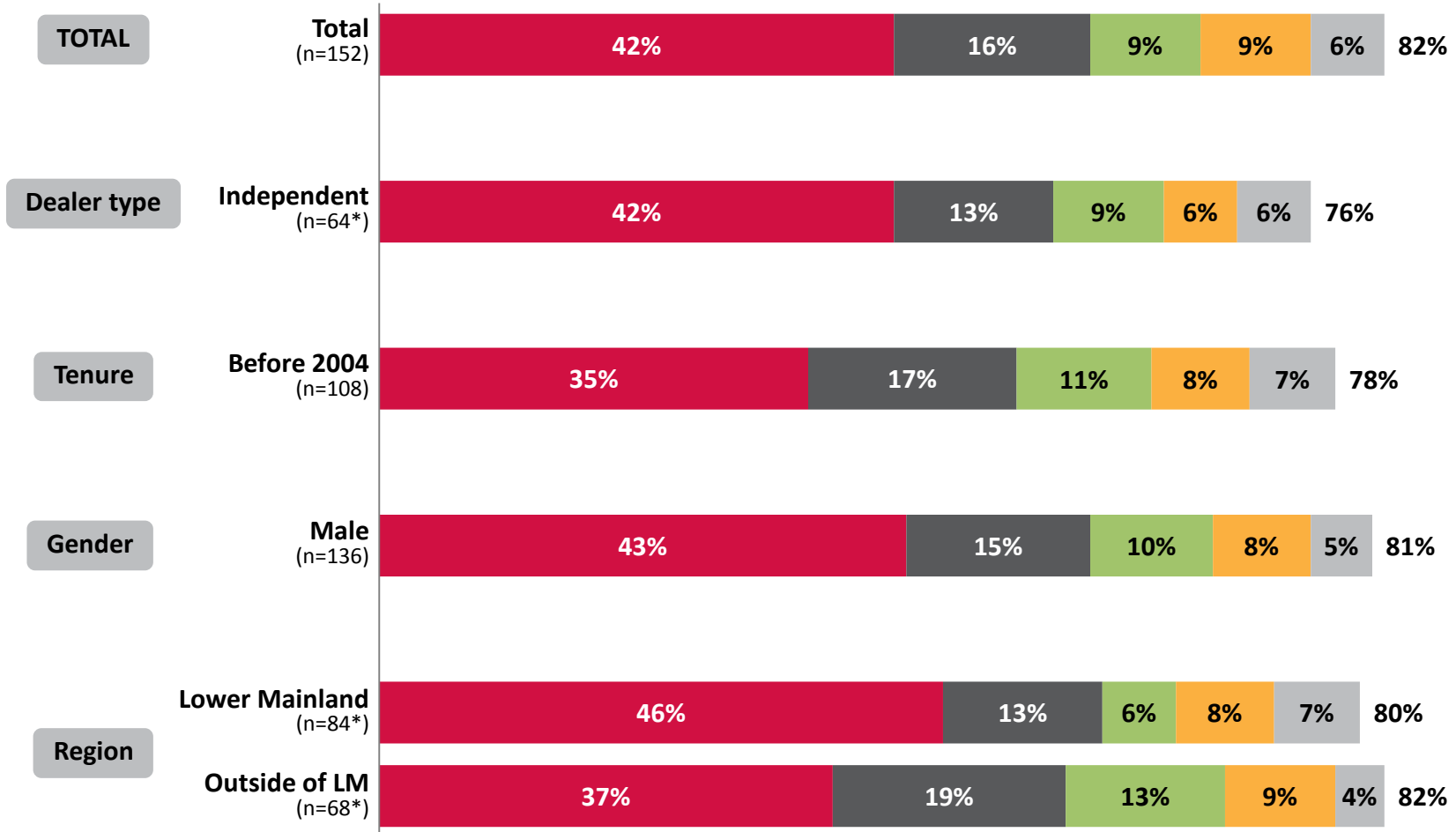


Satisfaction With Course Registration for Staff

Dealers

- As with other areas of interactions with VSA, dealers feel satisfied with the course registration interaction. While overall ratings between the different subgroups are largely the same, those who had a VSA license prior to 2004 and those residing outside of Lower Mainland appear to be less likely to give a perfect score than other subgroups.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: All respondents excluding not applicable.

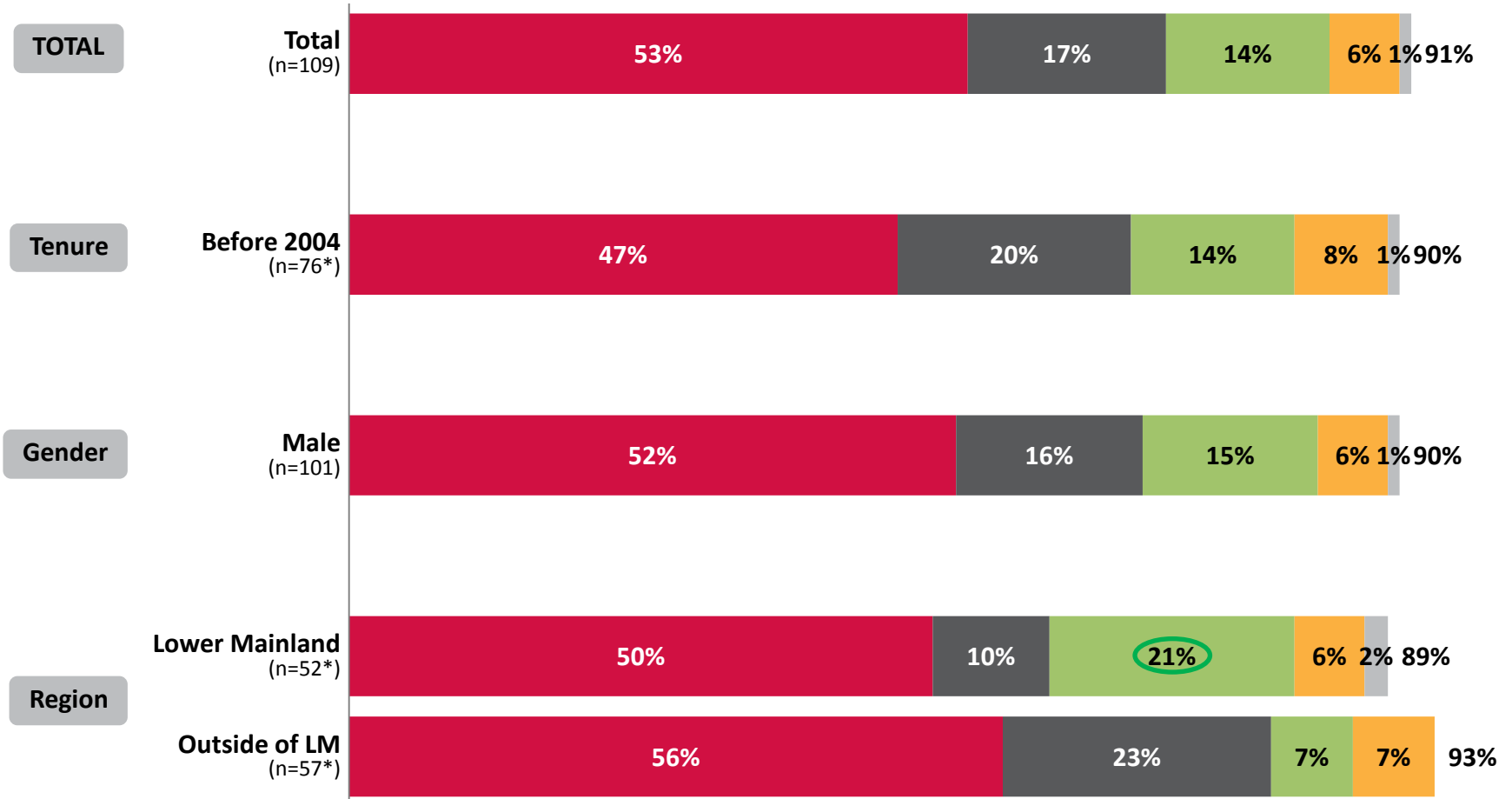
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Significantly higher than one or more sub-groups.

Satisfaction With Service Attitude of The VSA Employee Dealers

■ Nine-in-ten dealers are satisfied with the service attitude of VSA employees during the registration process of VSA courses. Satisfaction is largely the same among the different subgroups.

■ Rated 10, Completely satisfied ■ Rated 9 ■ Rated 8 ■ Rated 7 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Those who took courses excluding not applicable.

QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the course.

Significantly higher than one or more sub-groups.

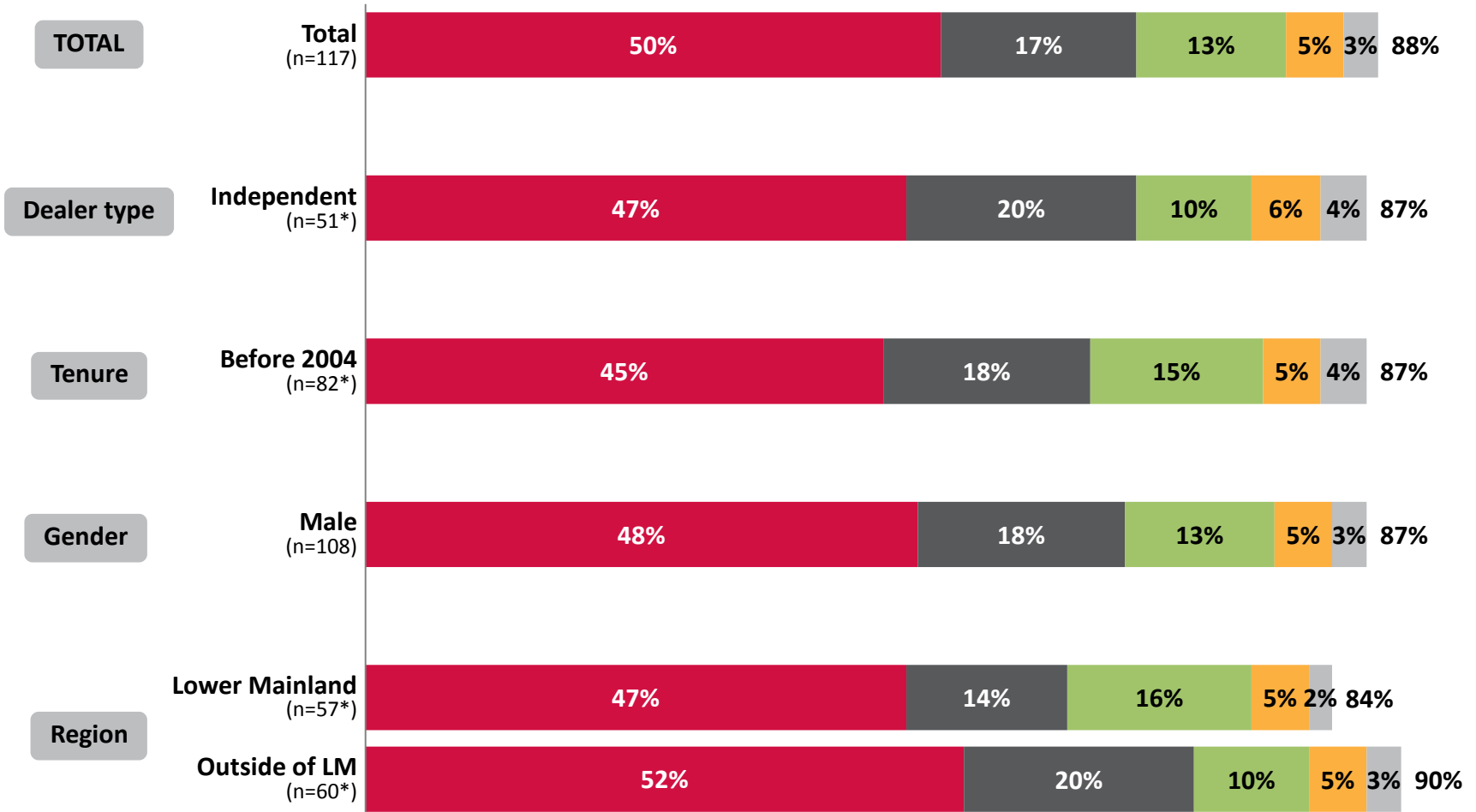


Satisfaction With The Ease of Completing The Registration

Dealers

At 88%, dealers find it easy to complete the course registration. One-half of dealers awarded perfect scores in this regard.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6




* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Those who took courses excluding not applicable.

QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the course.

 Significantly higher than one or more sub-groups.

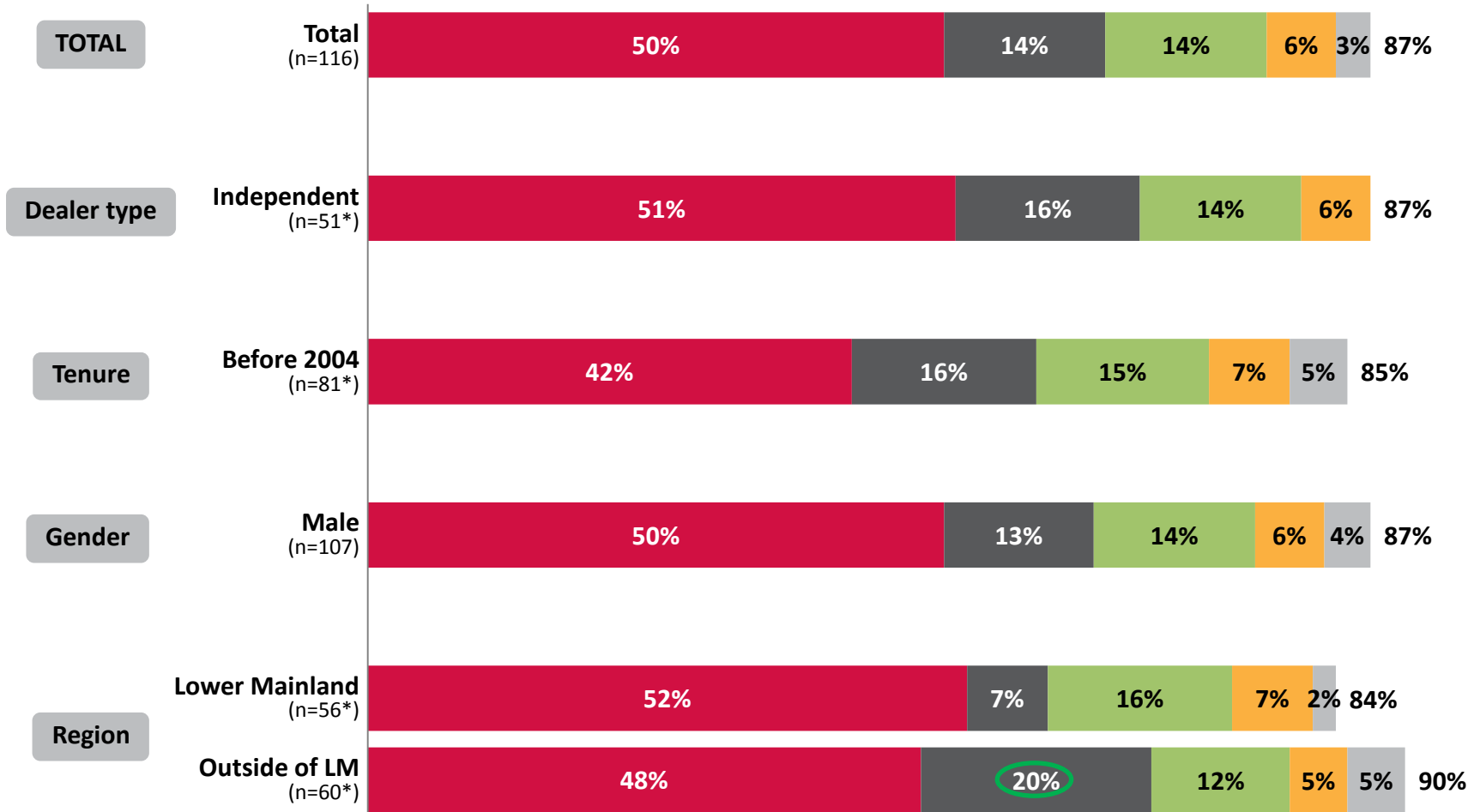


Satisfaction With Speed of Completing The Registration

Dealers

Dealers are also satisfied when it comes to the speed of completing the course registration. Those who had their VSA license prior to 2004 tend to be less likely to award perfect scores.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Those who took courses excluding not applicable.

QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the course.

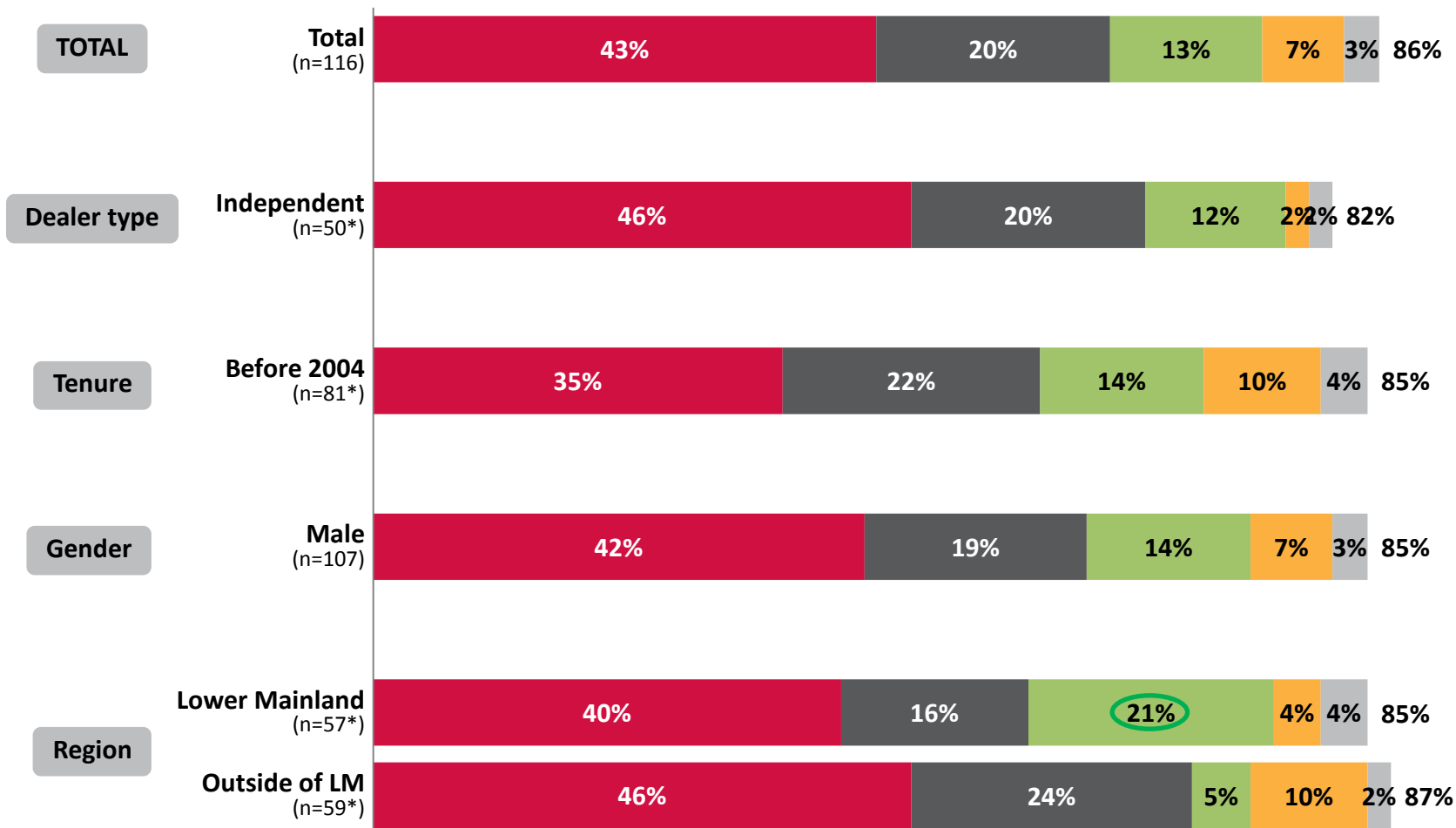
Significantly higher than one or more sub-groups.

Satisfaction With The Knowledge and Skills of The Course Facilitator

Dealers

- Satisfaction with the knowledge and skills of the course facilitator is high (86%). Again, dealers who had their VSA license prior to 2004 appear to be less likely to award perfect scores.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Those who took courses excluding not applicable.

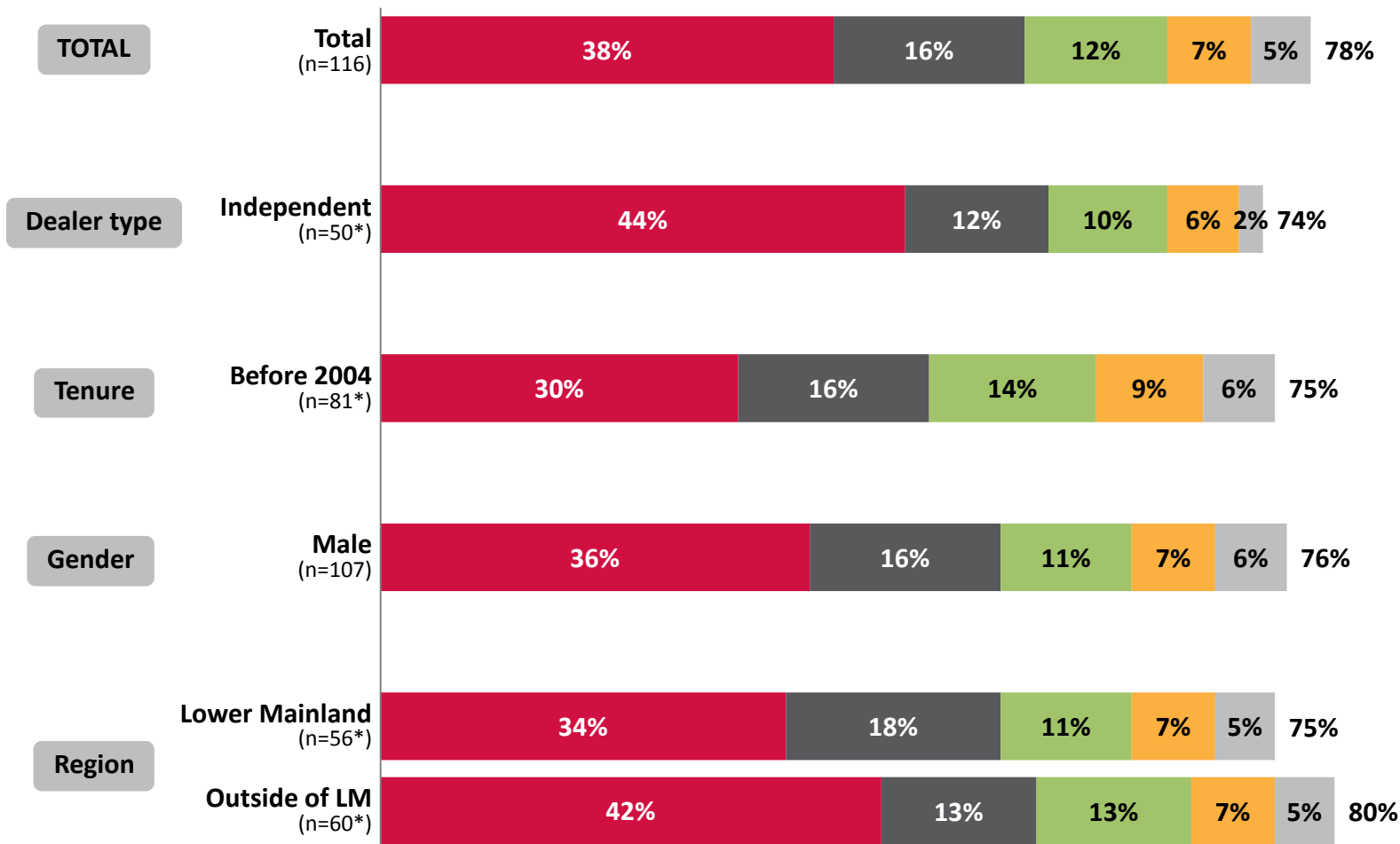
QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the course.

Satisfaction With The Helpfulness of The Information in The Course

Dealers

Over three-quarters of dealers find the information in the course to be helpful.

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

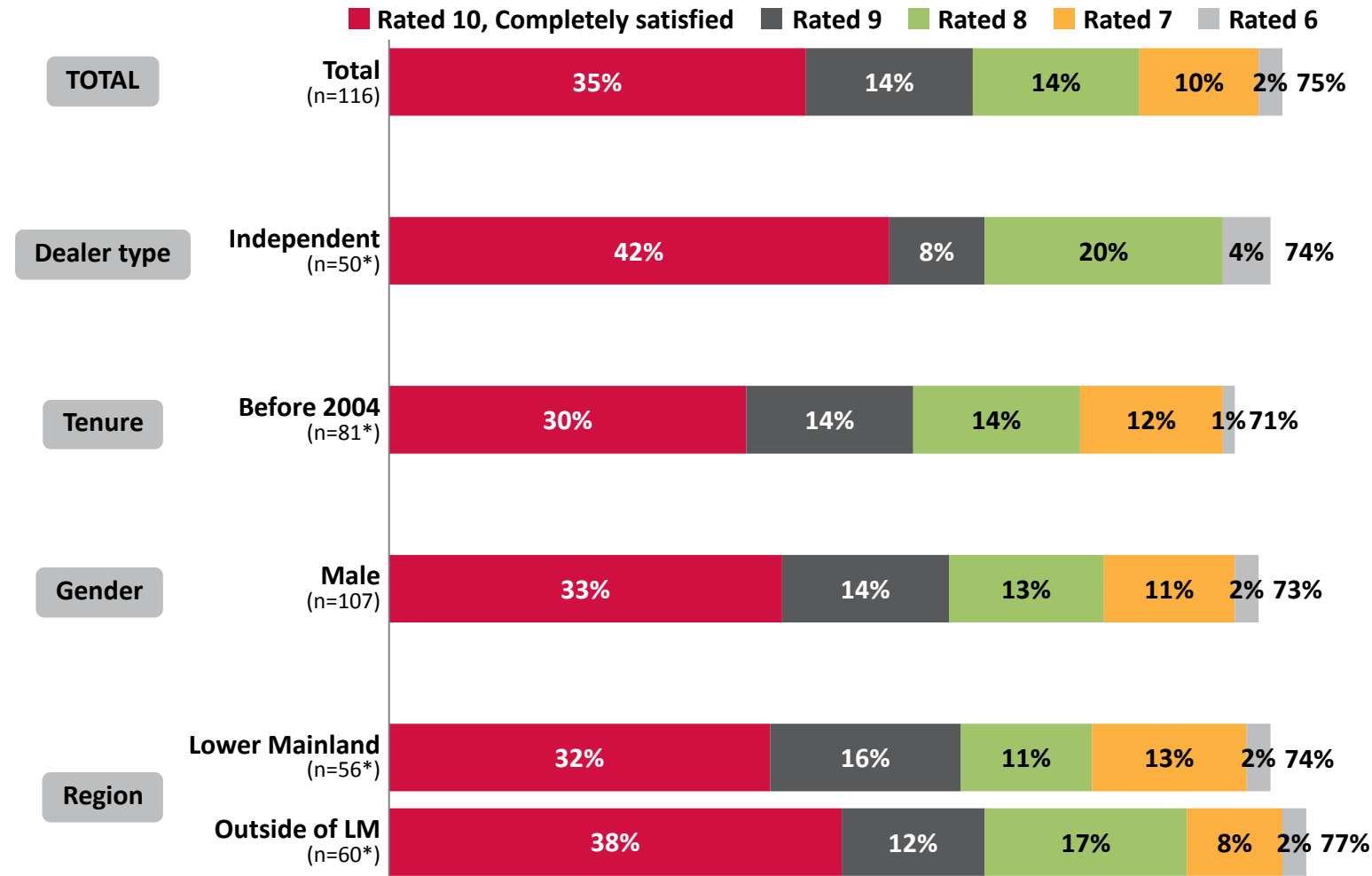
Base: Those who took courses excluding not applicable.

QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the course.

Satisfaction With The Overall Course Format and Experience

Dealers

Three-quarters of dealers are content with the overall course format and experience.



* Small base size, interpret with caution.

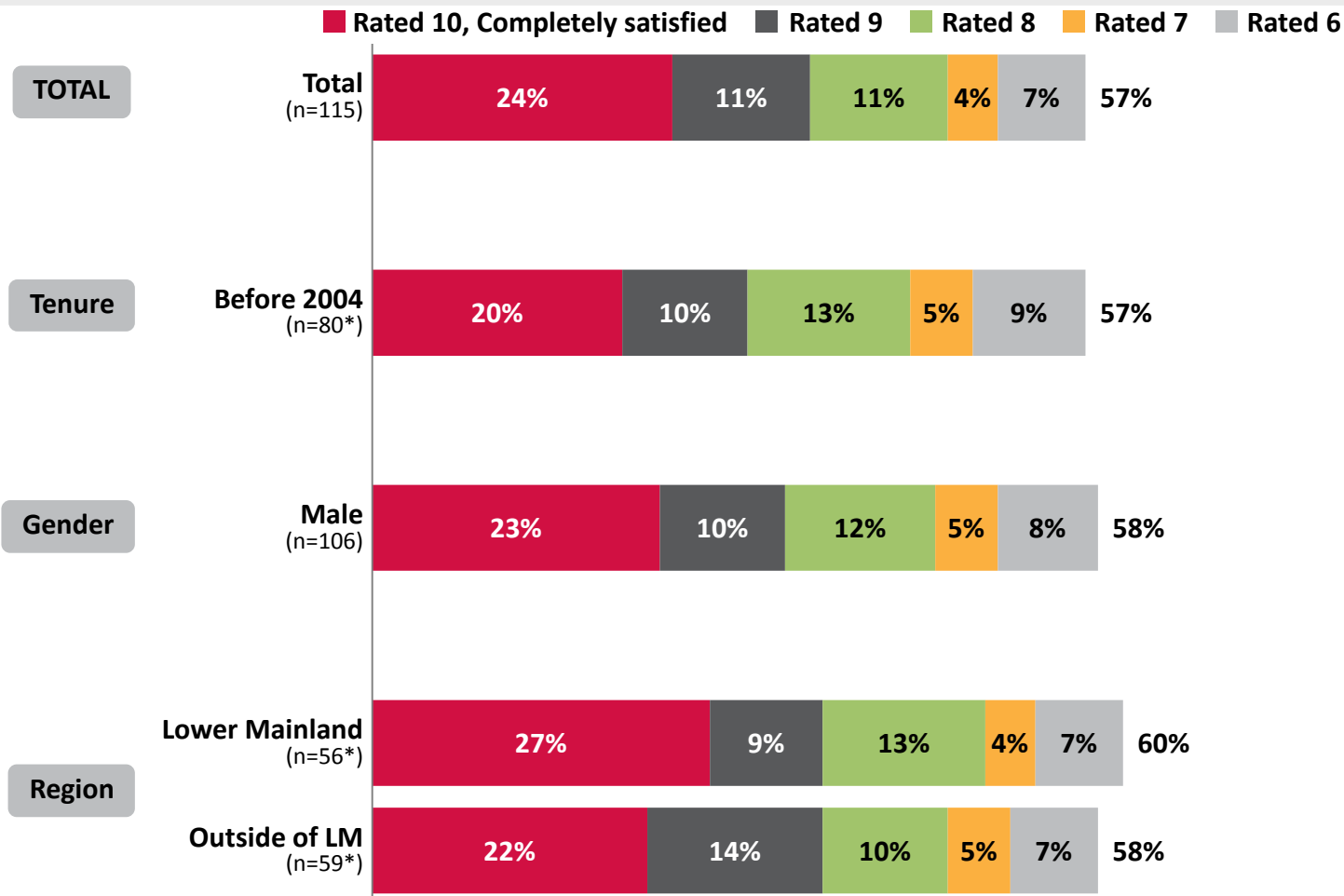
Note: Base size too small to report: Franchise, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Those who took courses excluding not applicable.

QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the course.

Satisfaction With Frequency Which You Are Required to Attend Courses Dealers

Dealers rated the frequency required to attend courses moderately (57% top 5 box ratings). This holds true among the different subgroups.



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic.

Base: Those who took courses excluding not applicable.

QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the course.

Appendix 8:

Consumer Complaint
Handling and Formal
Investigations by Subgroup

Satisfaction With Consumer Complaint Handling

Dealers

- While still rated positively (77%), positive satisfaction ratings with consumer complaint handling (a primary driver of overall satisfaction) is relatively lower compared to other aspects of interactions with VSA.

■ Rated 10, Completely satisfied
 ■ Rated 9
 ■ Rated 8
 ■ Rated 7
 ■ Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships between 2005 to 2009, and 2010 or later; Female demographic; Outside of Lower Mainland.

Base: All respondents excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Significantly higher than one or more sub-groups.

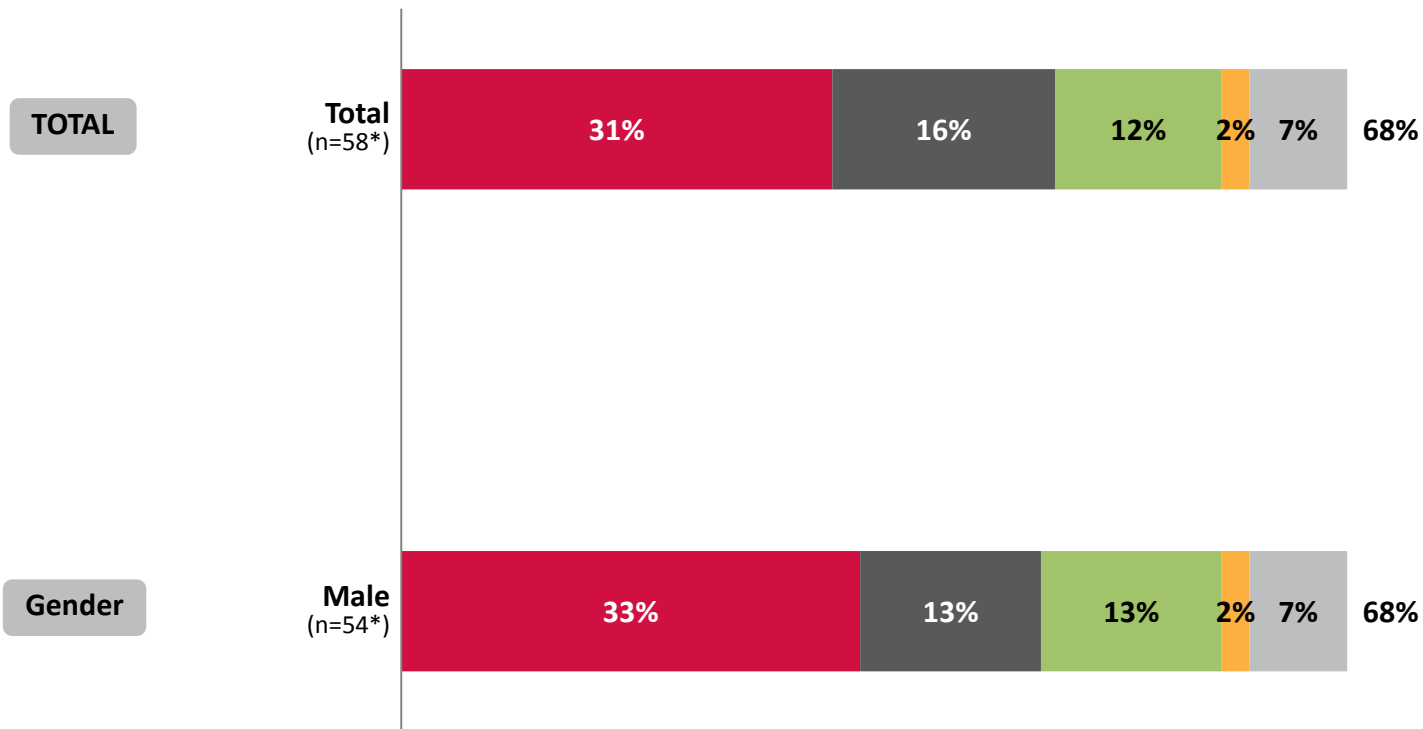


Satisfaction With Formal Investigation Process

Dealers

Formal investigation process is the lowest rated category of interactions with VSA, receiving moderate ratings from dealers (68%).

Rated 10, Completely satisfied Rated 9 Rated 8 Rated 7 Rated 6



* Small base size, interpret with caution.

Note: Base size too small to report: Franchise, Independent, RV, and MC Dealerships; Dealerships Before 2004, between 2005 to 2009, and 2010 or later; Female demographic; Lower Mainland, and Outside of Lower Mainland.

Base: All respondents excluding not applicable.

QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.



Contact Information

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