



Motor  
**Vehicle Sales Authority**  
of British Columbia

# 2014 Customer Satisfaction Survey

## Salesperson Report



# Table of Contents

▪ Introduction	
• Background and Objectives	4
• Research Approach	5
▪ Key Highlights	6
▪ Detailed Findings	
• Satisfaction with VSA	9
• Interactions with VSA	16
• VSA Communications	26
• Salesperson Renewal Process	32
• Salesperson Application Process	35
• VSA Courses	38
• Compliance Action	43
▪ Appendix 1: Overall Satisfaction, 10 point scale	46
▪ Appendix 2: VSA Communication by Subgroup	48
▪ Appendix 3: Salesperson Licence Renewal by Subgroup	55
▪ Appendix 4: Salesperson Licence Application by Subgroup	63
▪ Appendix 5: VSA Courses by Subgroup	70
▪ Appendix 6: Compliance Action by Subgroup	80

# 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 salesperson survey.

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

## Online Survey

- An online survey was conducted with salespeople throughout British Columbia.
- Email addresses were provided by the VSA for all salespeople in their database. Any duplicate email addresses were removed from the population.
- An email invitation was sent to all salespeople in the database (6634 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.
- 1350 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 salespeople is +/-2.7%. The margin of error on smaller sample sizes will be larger.



# Key Highlights

## Overall Satisfaction with the VSA

- Currently, over half of salespeople (58%) feel satisfied with their interactions with VSA in the past two years. Nearly all (94%) feel that the VSA service has stayed the same or is getting better.
- Two-in-five (42%) salespeople have interacted with VSA in the past 6 months, with the majority of the recent interactions for licence renewal.
- The two key drivers for overall satisfaction, namely, *VSA bulletins and the VSA website* and *course relevance and quality*, are rated moderately. In particular:
  - *VSA bulletins and the VSA website*: This is currently the highest rated interaction, receiving a top3box score of 66%. Salespeople are most satisfied with the frequency of the bulletins and the amount of information found on the VSA website.
  - *Course relevance and quality*: Over half (57%) give positive top3box ratings to this area. However, the two key attributes that drive course satisfaction (helpfulness of the information in the course and overall course format and experience) are rated moderately (61% and 59% top3box respectively), compared to strong ratings for other aspects such as course facilitator and service attitude of employee doing the registration.

## Satisfaction with Specific Attributes

- The four attributes that receive the highest ratings include *VSA bulletins and the VSA website*, *course registration*, *salesperson licence renewal*, and *salesperson licence application*, where more than 60% (top3box rating) of salespeople feel positive about their experiences in these areas.
- For the renewal process specifically, salespeople feel most positively about the speed of completion, the ease of completion, and the service attitude. One area in the renewal process that is perceived as less satisfactory is the discount for renewing online.
- For the application process, all areas have similar ratings, with service attitude and ease of completion receiving the highest scores.
- Compliance action is currently the least positively rated interaction with VSA, with only half (50%) giving a top3box score. Service attitude is being rated the highest in this area while speed of completion and fairness have relatively lower ratings.

### Satisfaction with Specific Attributes (cont.)

- Regardless of the interactions with VSA, service attitude is often rated as one of the most satisfactory elements.
- Generally, female salespeople and those who have been licensed for 4 years or less give the most positive ratings compared to their counterparts.

### Future Strategies and Considerations

- Since VSA bulletins and the VSA website are a major driver to the overall satisfaction with the VSA, it is important to maintain the performance in this area. Particularly, overall scores might be improved by ensuring that the information on the website and bulletins is helpful to the end user.
- Priority should also be placed to make sure that VSA course content is helpful and that the overall course format and experience is positive for salespeople. Since a large majority of salespeople take courses in-person, attention should be paid to the overall in-class course format and consider alternative ways to engage the participants.
- Although compliance action is not one of the key drivers, there is certainly room for improvements in this area. In particular, increasing the speed of completing the compliance action and ensuring fairness would help salespeople feel more satisfied about the overall process.



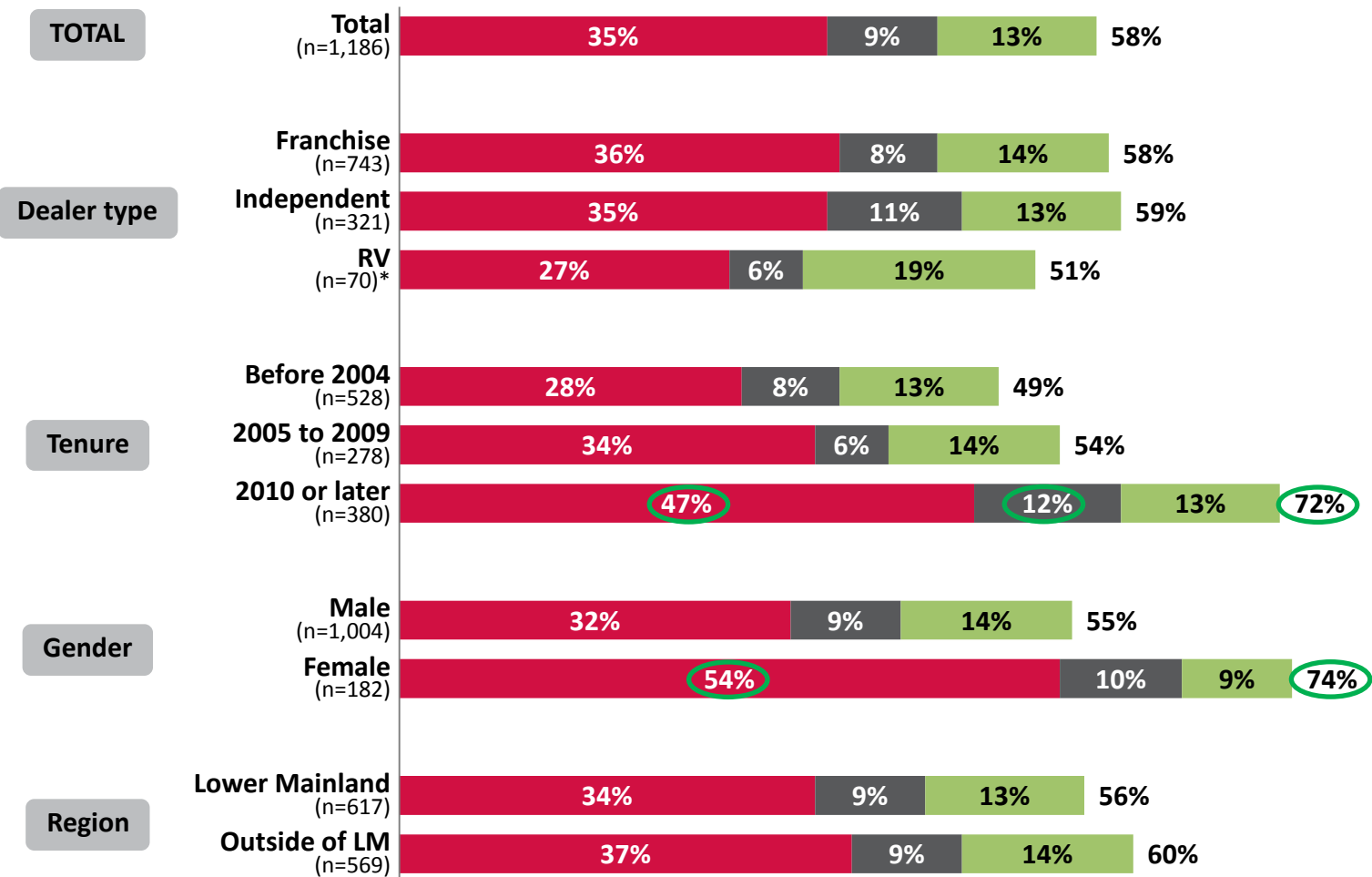
# Detailed Findings:

Satisfaction with VSA

# Overall Satisfaction with VSA: Top 3 Box Salespeople

- More than half (58%) of salespeople are satisfied with their interactions with VSA in the last two years. Specifically, women or those who have had their VSA salesperson licence in 2010 or later are more likely to give positive ratings.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding don't know

\* Small base size, interpret with caution.

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.

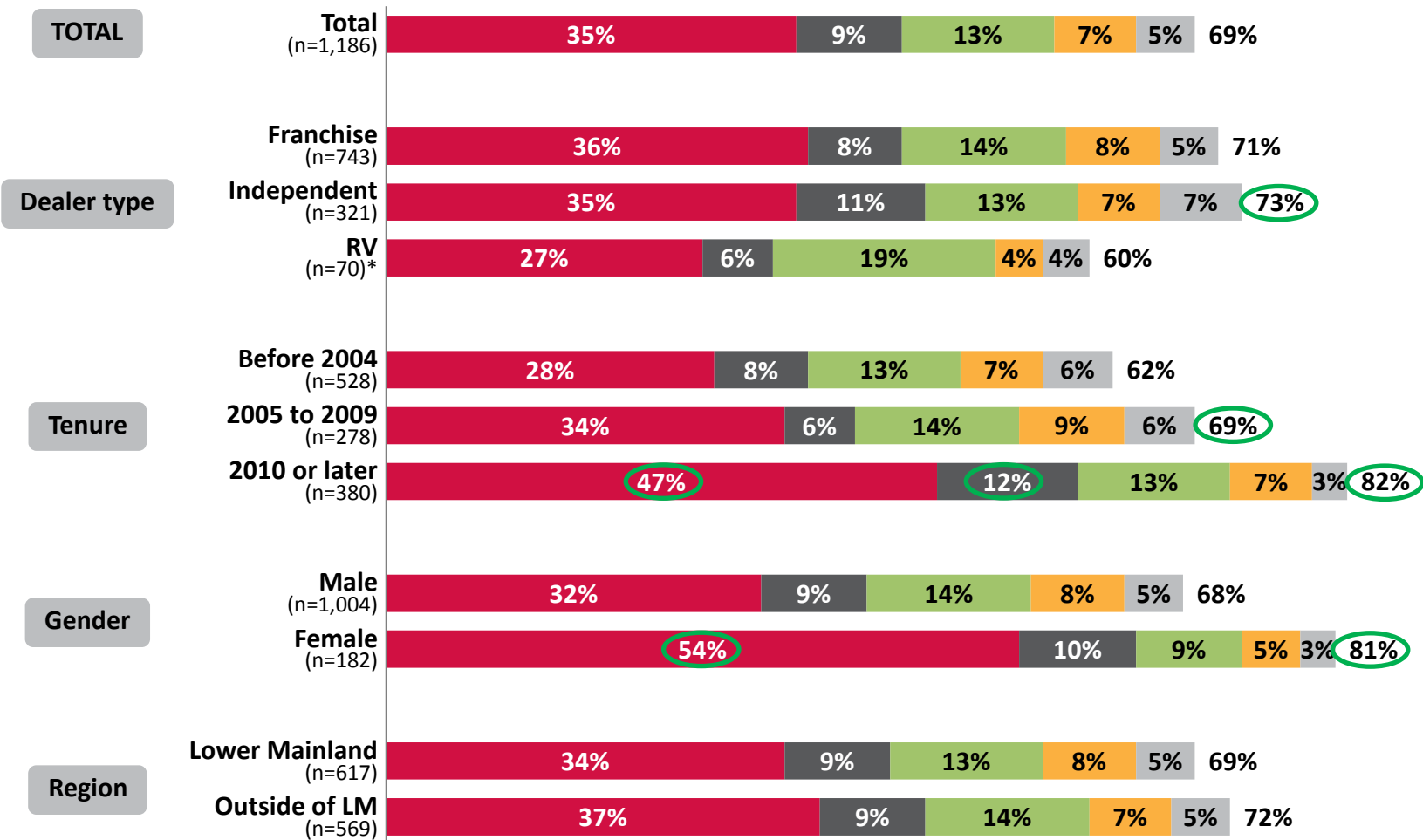
Significantly higher than one or more sub-groups.

# Overall Satisfaction with VSA: Top 5 Box

## Salespeople

- Seven-in-ten salespeople gave positive ratings of six or higher on the ten point scale. As tenure decreases so does satisfaction with interactions with the VSA. Salespeople at Independent dealerships and women are also more likely to give positive ratings.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding don't know      \* Small base size, interpret with caution.

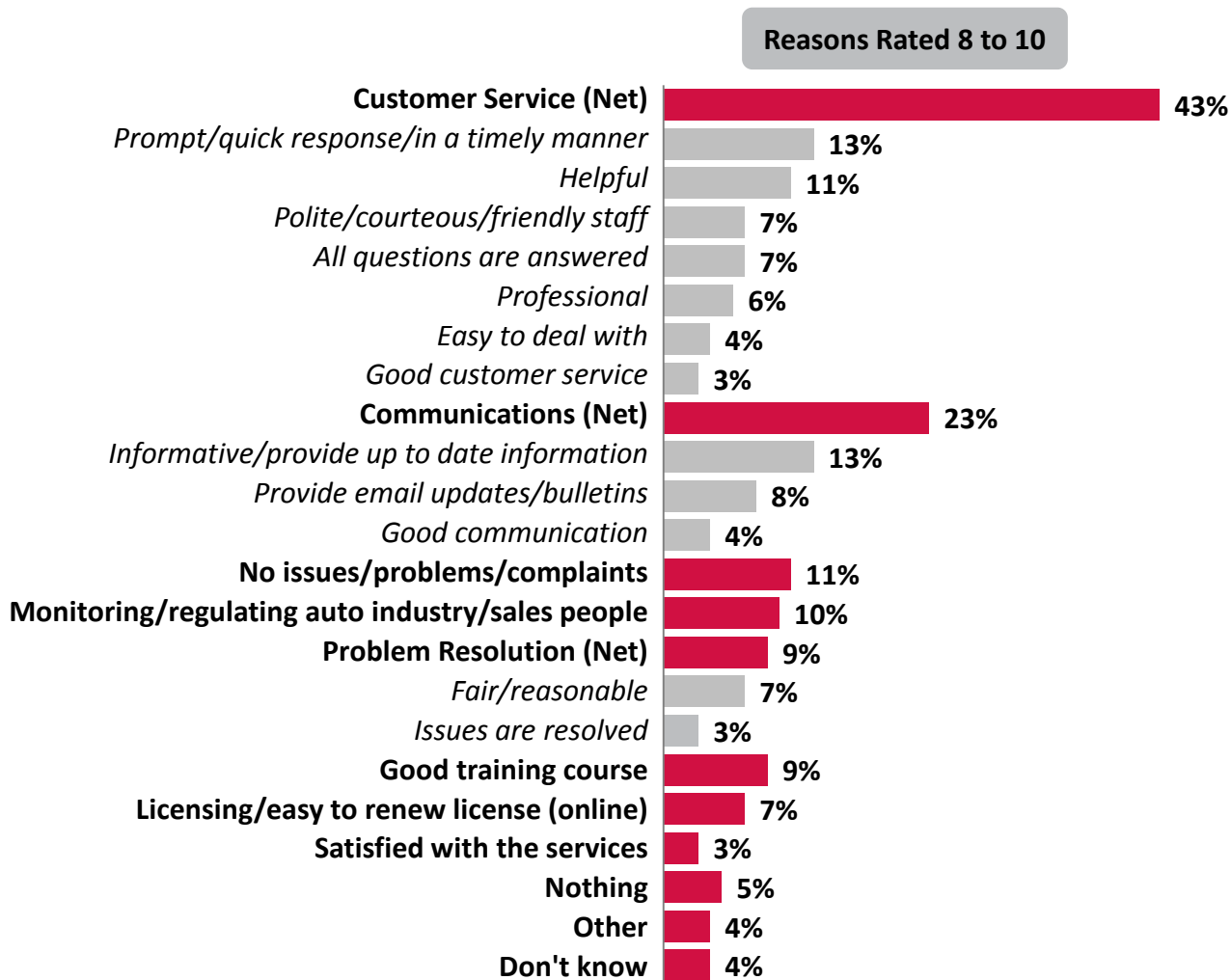
QA1. On a scaled of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the interactions you have had with the VSA in the past two years.

Significantly higher than one or more sub-groups.

# Reasons for Positive Satisfaction Ratings

## Salespeople

- Among those who provided positive ratings, customer service is the top reason for their high satisfaction scores (43%), followed by communications at 23%.



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

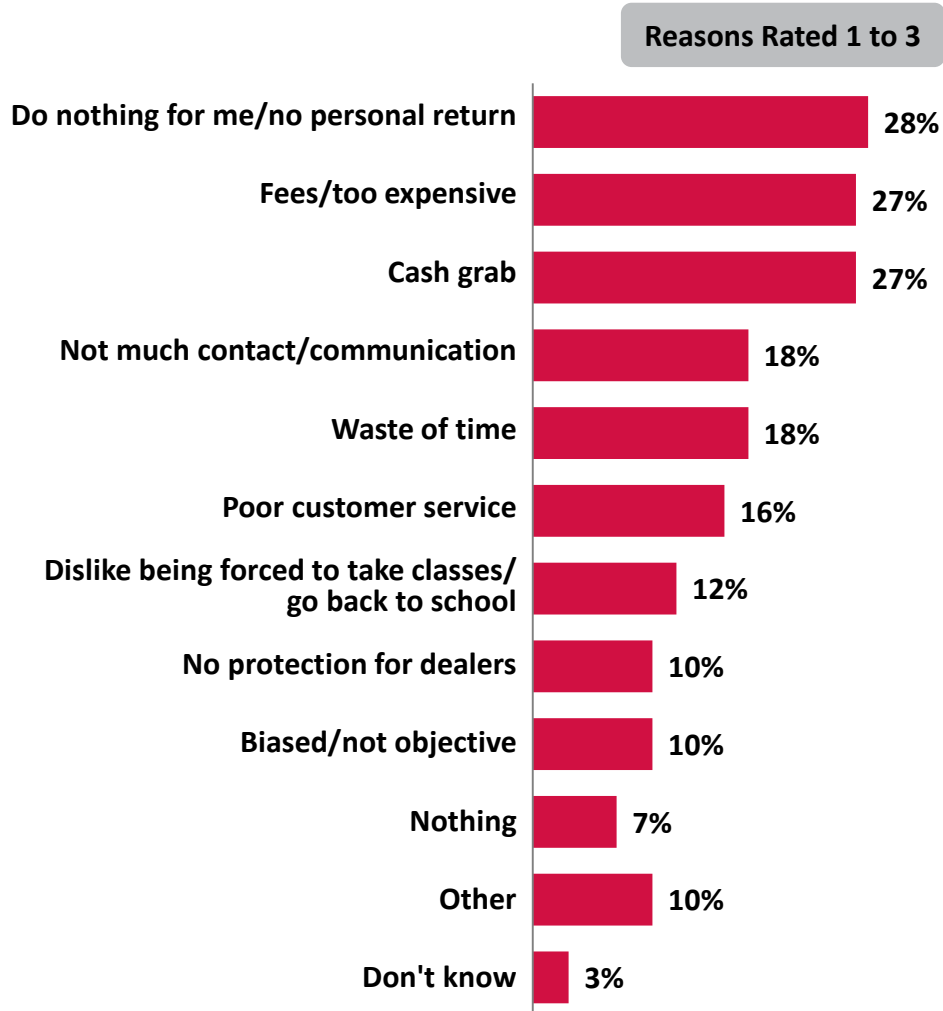
Base: Those satisfied with interactions they had with VSA in past 2 years (n=685)

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

# Reasons for Negative Satisfaction Ratings

## Salespeople

- The top three reasons for feeling dissatisfied with the VSA are lack of personal return, expensive fees and that it is a perceived cash grab.

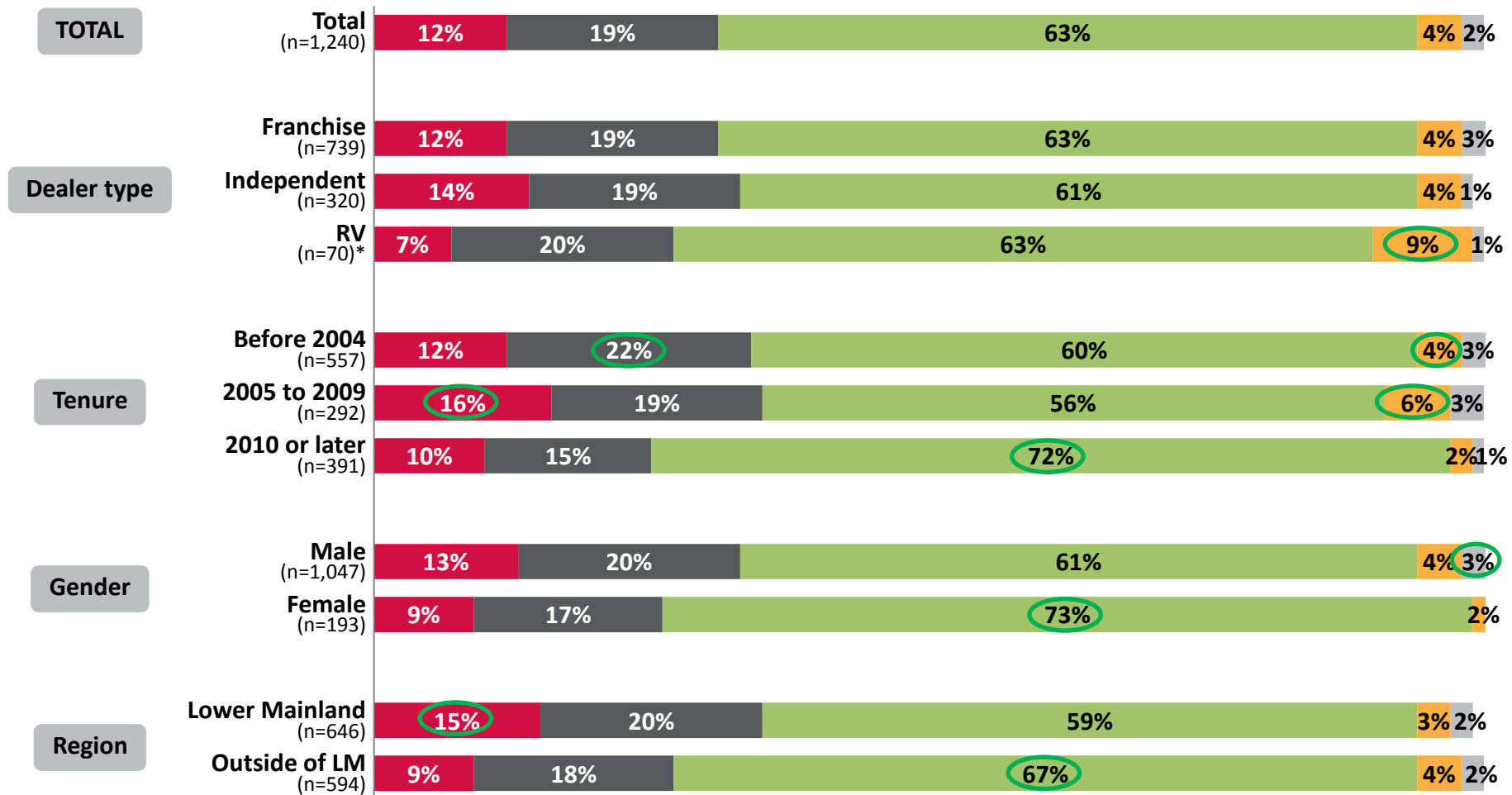


# Comparison of Service Level over Time

## Salespeople

- More than half of the salespeople feel that VSA service has been staying the same and approximately one-in-three believe that it has been getting better. In particular, those who have had their licence for 5 to 9 years or who reside in Lower Mainland are more likely to rate VSA service as getting a lot better.

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



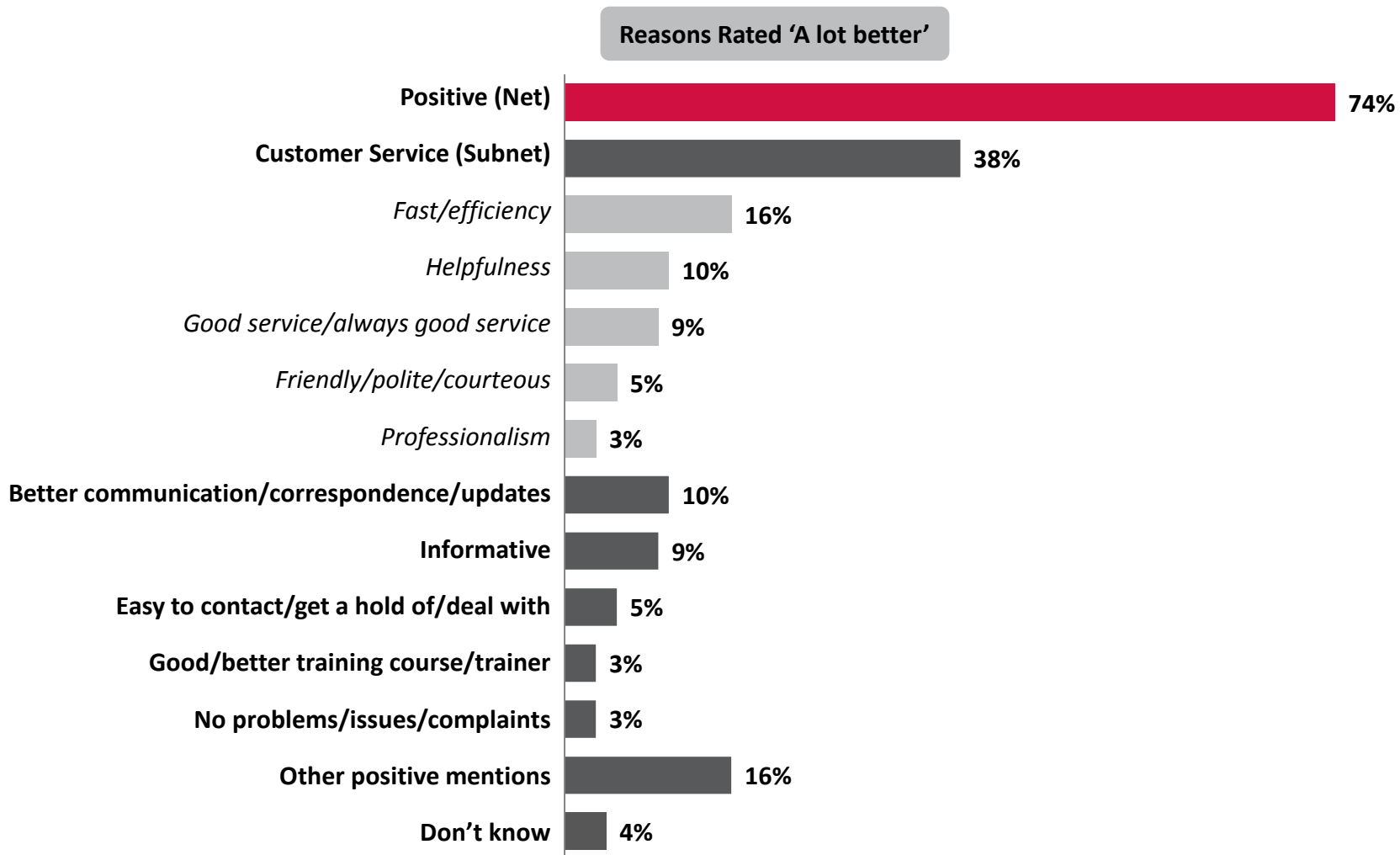
Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding don't know

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

Significantly higher than one or more sub-groups.

- Among those who think VSA service has been getting a lot better, customer service (particularly being fast/efficient) is the top mentioned reason.



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

Base: Among those who gave a rating of a lot better (n=151)

QA8. Why do you say it is A lot better?

# Detailed Findings:

Interactions with VSA

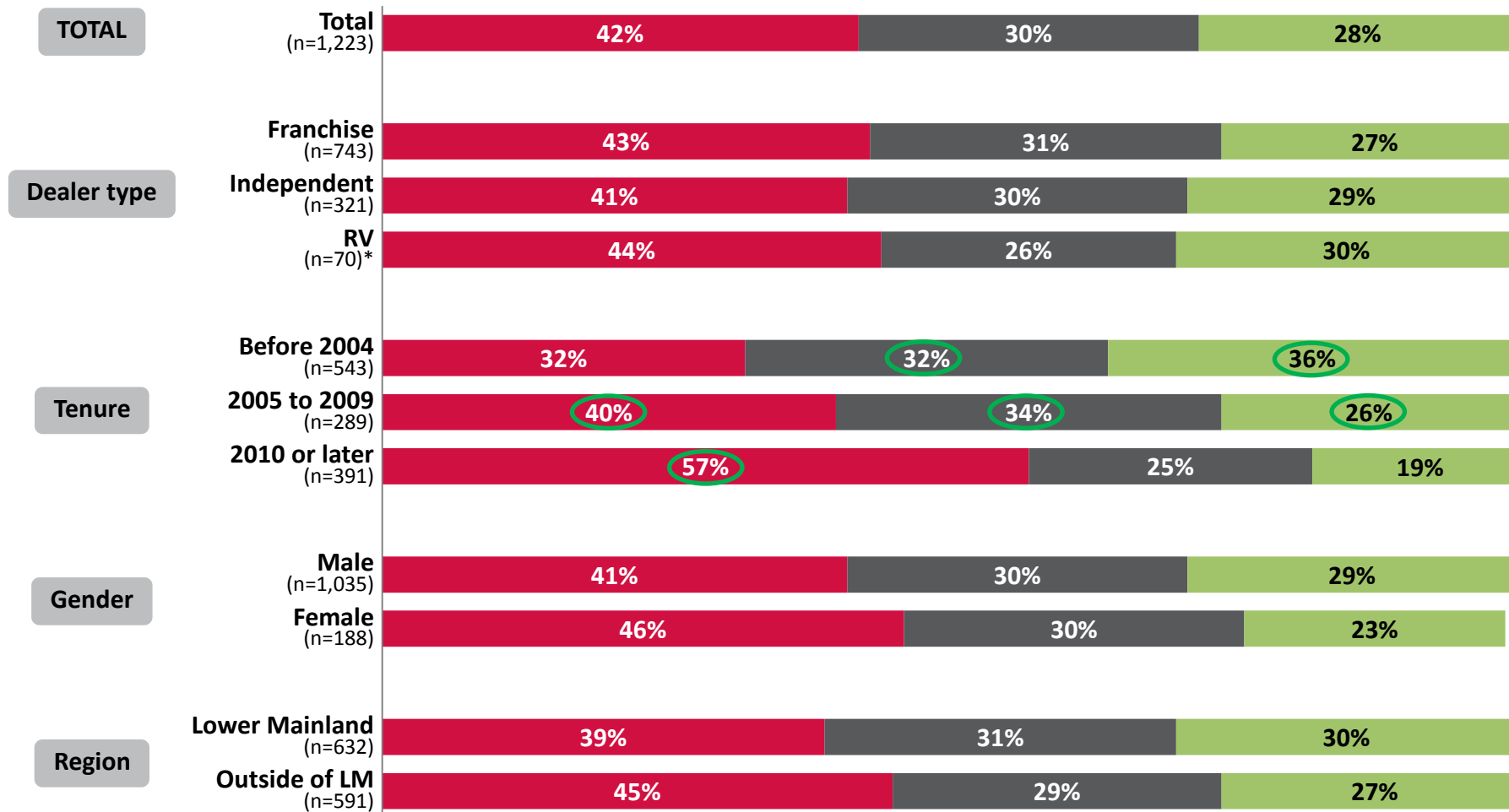


# Most Recent VSA Interaction

## Salespeople

- Approximately two-in-five salespeople have interacted with the VSA in the past 6 months. Those who have received their licence in 2010 or later tend to have had a more recent interaction with the VSA compared to their counterparts.

■ Within the past 6 months   
 ■ More than 6 months ago but within 2013   
 ■ In 2012



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding don't know

\* Small base size, interpret with caution.

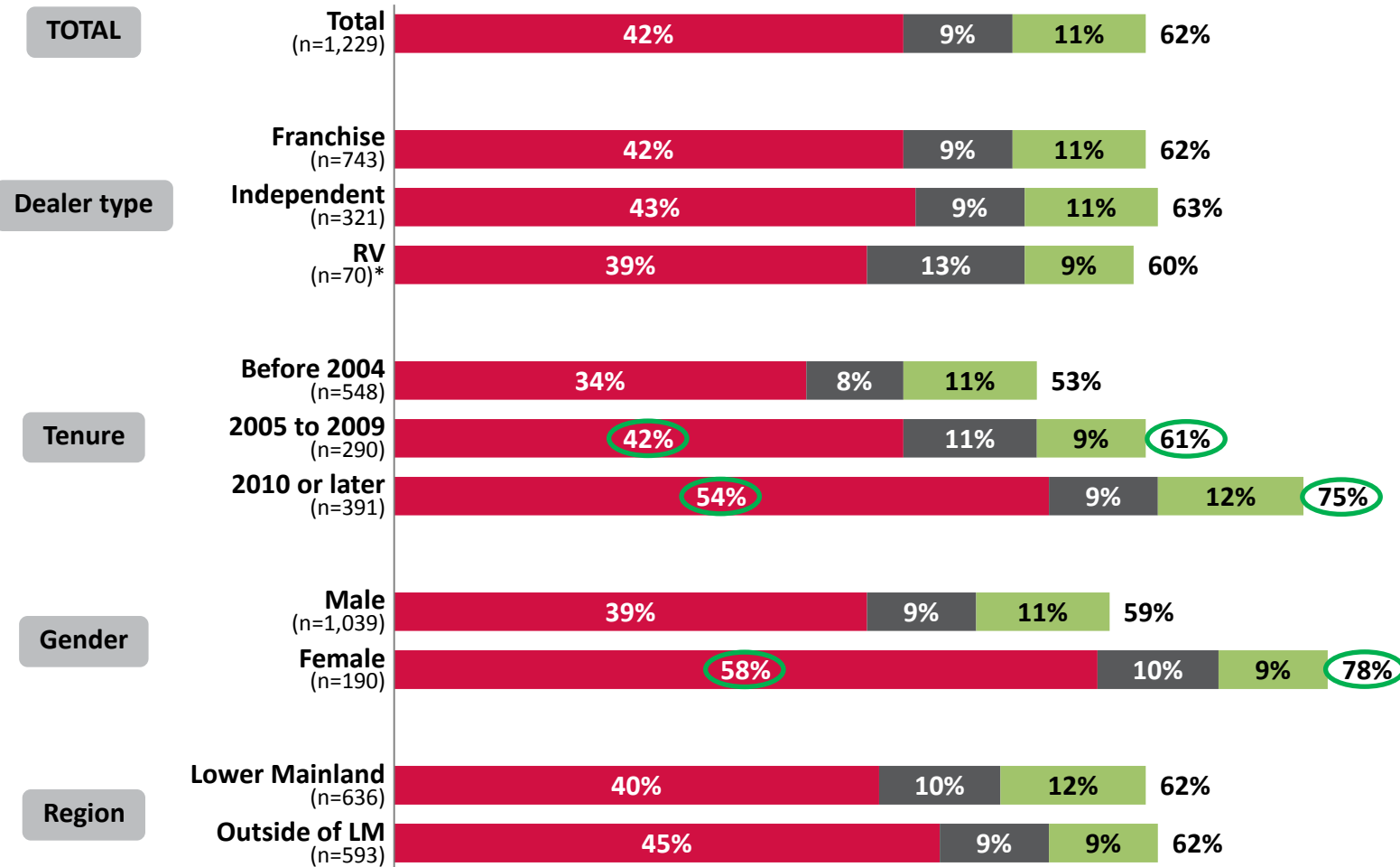
Significantly higher than one or more sub-groups.

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

# Satisfaction with the Most Recent VSA Interaction: Top 3 Box Salespeople

When asked about the most recent interaction with the VSA, the majority give moderate satisfaction scores (8, 9 or 10 out of 10). Those who have shorter tenure (2010 or later) and women are more likely to feel satisfied with their recent interaction with the VSA.

Rated 10, Completely satisfied    Rated 9    Rated 8



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding don't know

\* Small base size, interpret with caution.

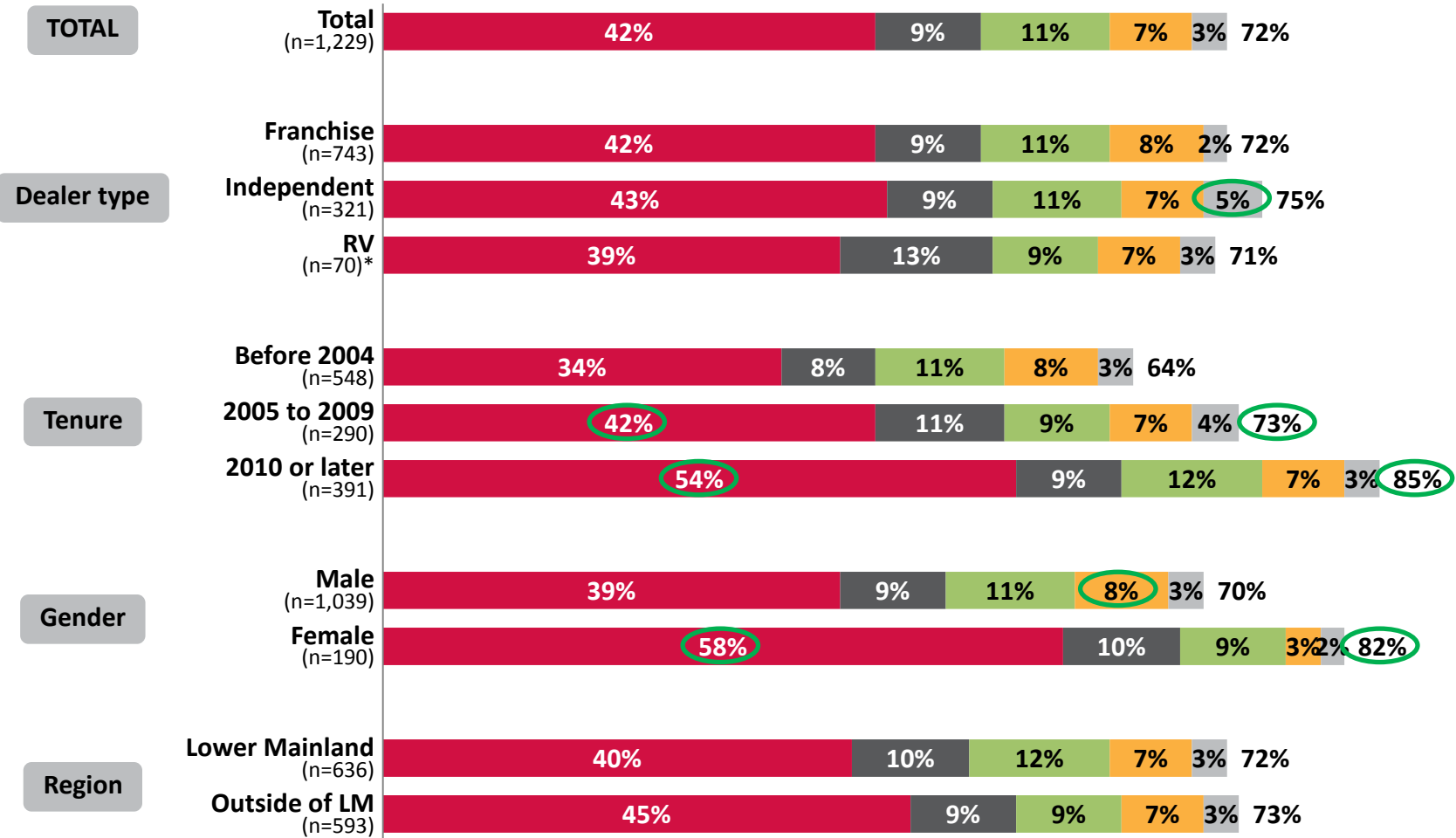
QA4. On a scale on 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the most recent interaction you have had with the VSA.

Significantly higher than one or more sub-groups.

# Satisfaction with the Most Recent VSA Interaction: Top 5 Box Salespeople

When looking at all positive ratings, seven in ten gave positive satisfaction ratings.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding don't know      \* Small base size, interpret with caution.

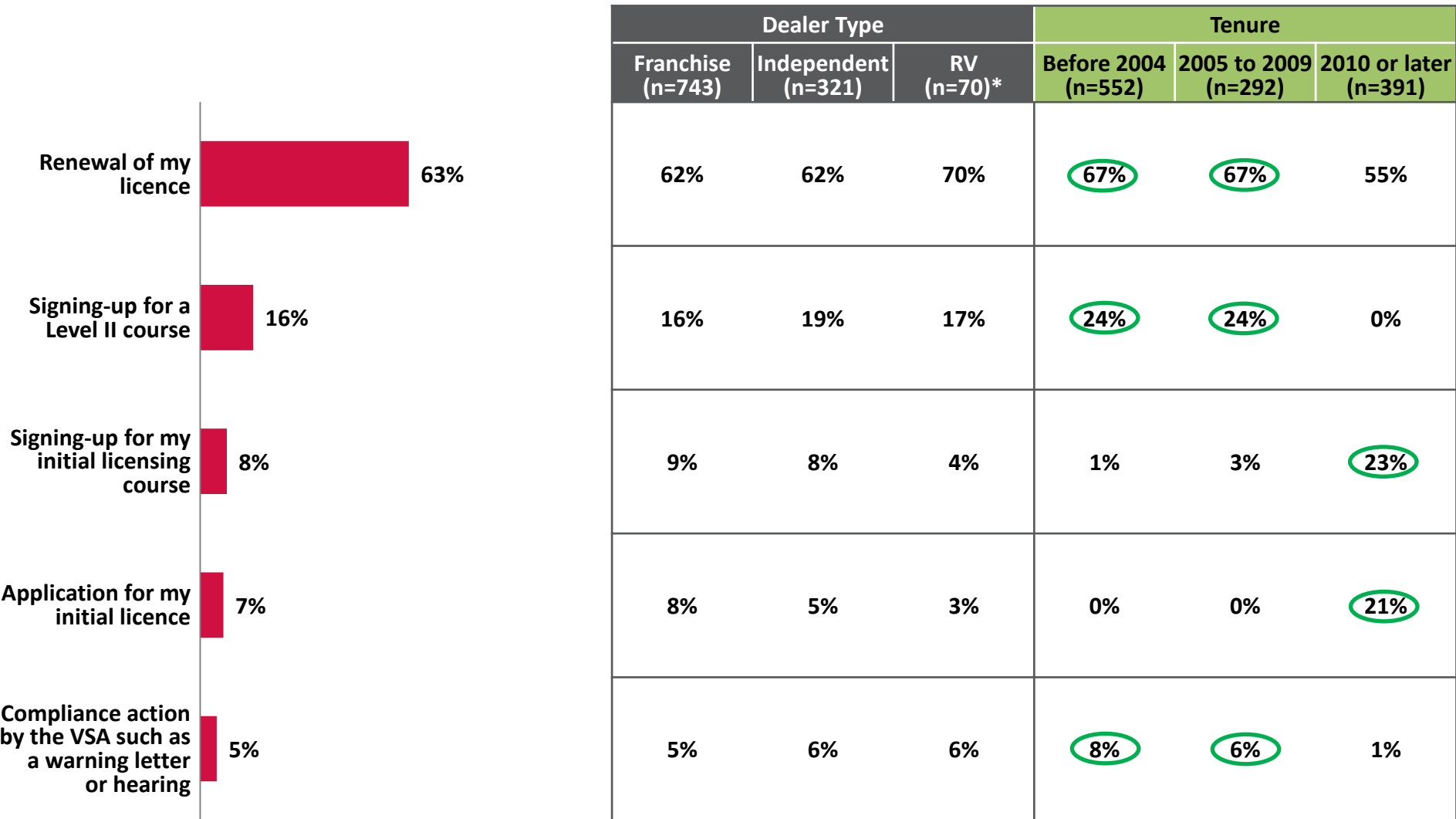
QA4. On a scale on 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the most recent interaction you have had with the VSA.

Significantly higher than one or more sub-groups.

# Most Recent VSA Interaction: Primary Purpose

## Salespeople: By Dealer Type and Tenure

- The majority of the recent interactions with the VSA was for licence renewal, particularly for those who have been licenced for more than 4 years.



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding don't know (n=1,235)

\* Small base size, interpret with caution.

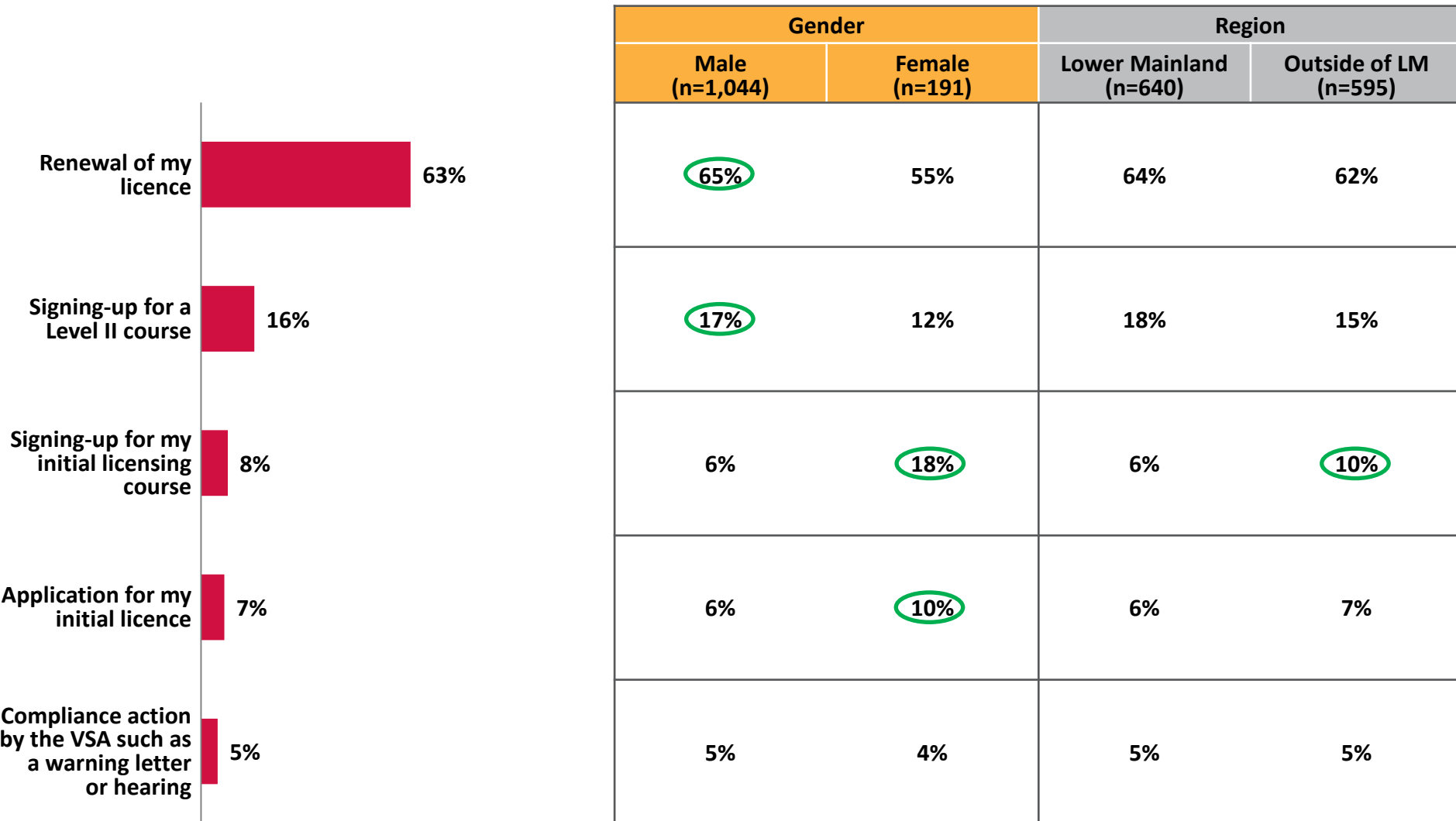
Significantly higher than one or more sub-groups.

QA5. The last time you interacted with the VSA what was the primary purpose of that interaction? Please select one.

# Most Recent VSA Interaction: Primary Purpose

## Salespeople: By Gender and Region

- Females are more likely than males to be interacting with the VSA for the purpose of initial set-up including signing-up for an initial course and applying for their licence. On the other hand, males tend to interact with the VSA comparatively more than females for continuing purposes (e.g. renewing their licence or signing-up for a Level II course).



Base: All respondents, excluding don't know (n=1,235)

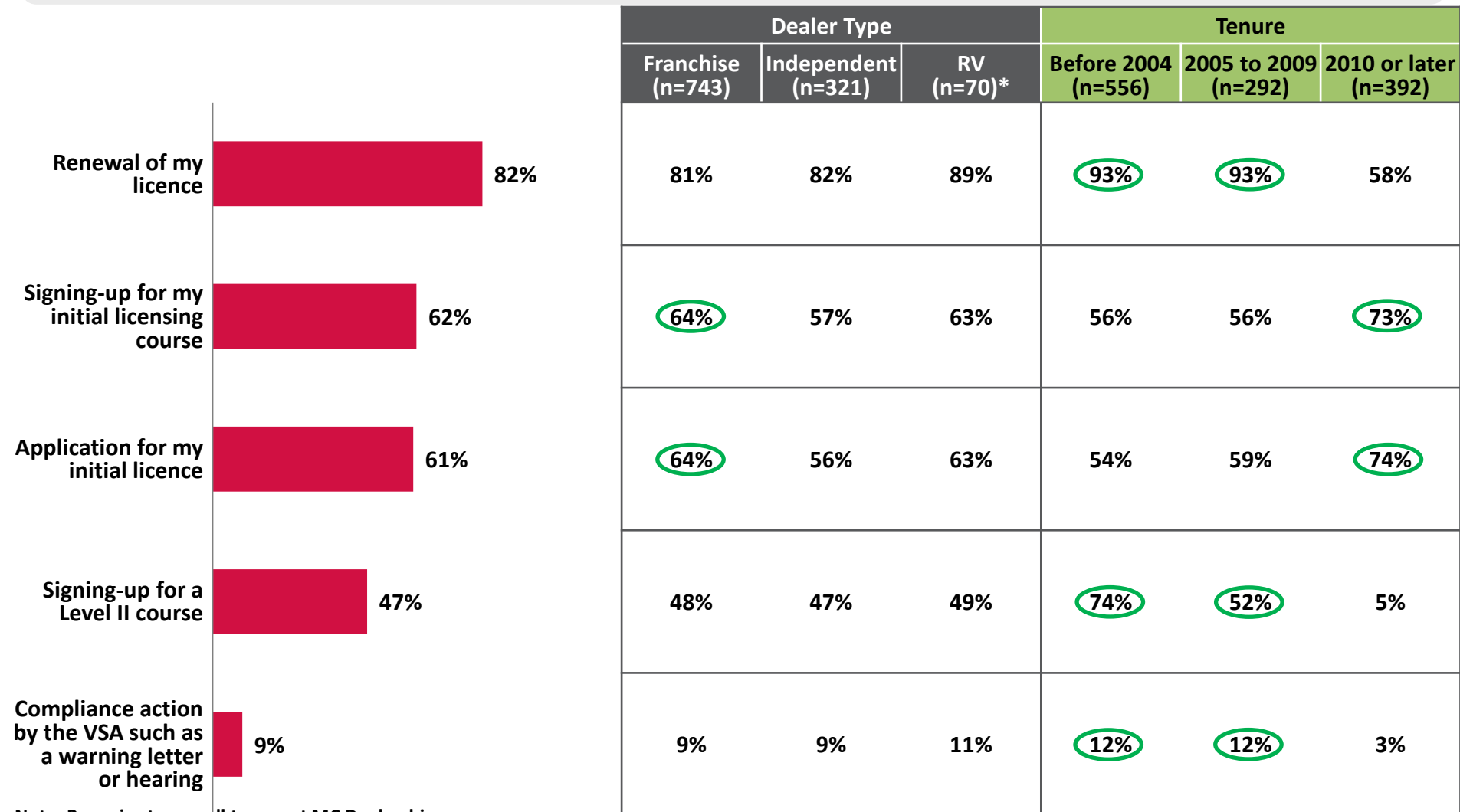
QA5. The last time you interacted with the VSA what was the primary purpose of that interaction? Please select one.

Significantly higher than one or more sub-groups.

# Interactions Ever Had With VSA

## Salespeople: By Dealer Type and Tenure

- Licence renewal is the most common reason for ever interacting with the VSA (82%). As well, more than half of salespeople deal with the VSA for initial set-up (e.g. licensing course sign-up and licence application). For those who work at a franchise dealership, they are more likely than their counterparts to sign-up for initial course or to apply for licence.



Note: Base size too small to report MC Dealerships.

\* Small base size, interpret with caution.

Base: All respondents, excluding don't know (n=1,240)

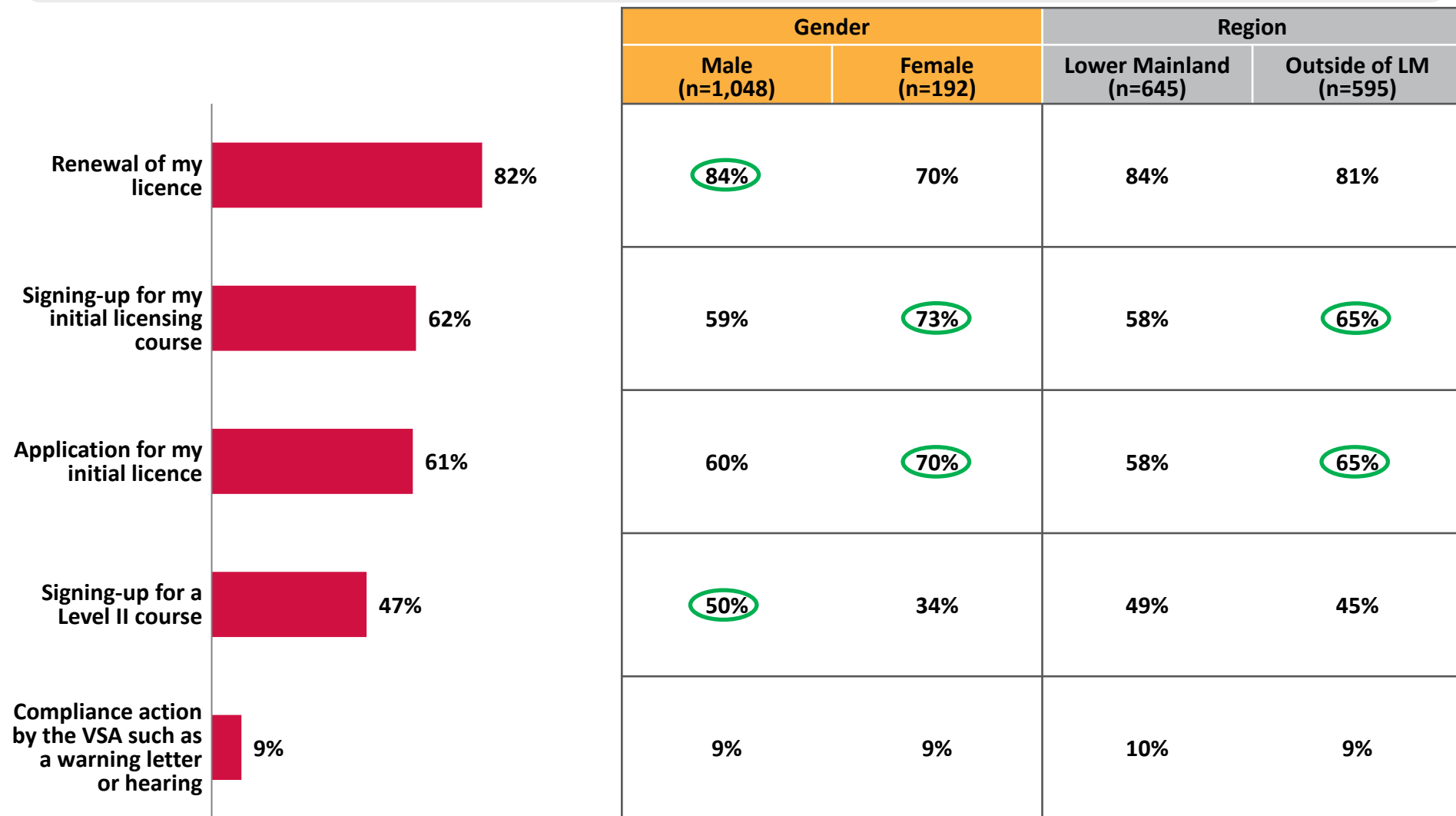
QA6. Which of the following interactions have you ever had with the VSA?

Significantly higher than one or more sub-groups.

# Interactions Ever Had With VSA

## Salespeople: By Gender and Region

- Again, males are more likely than females to have ever interacted with the VSA for the purpose of renewing their licence or signing up for a level II course while females are more likely for signing up an initial licensing course or applying for their licence. On a regional level, those who live outside of the Lower Mainland tend to interact with the VSA more for initial course sign-up and licence application compared to their counterparts.



Base: All respondents, excluding don't know (n=1,240)

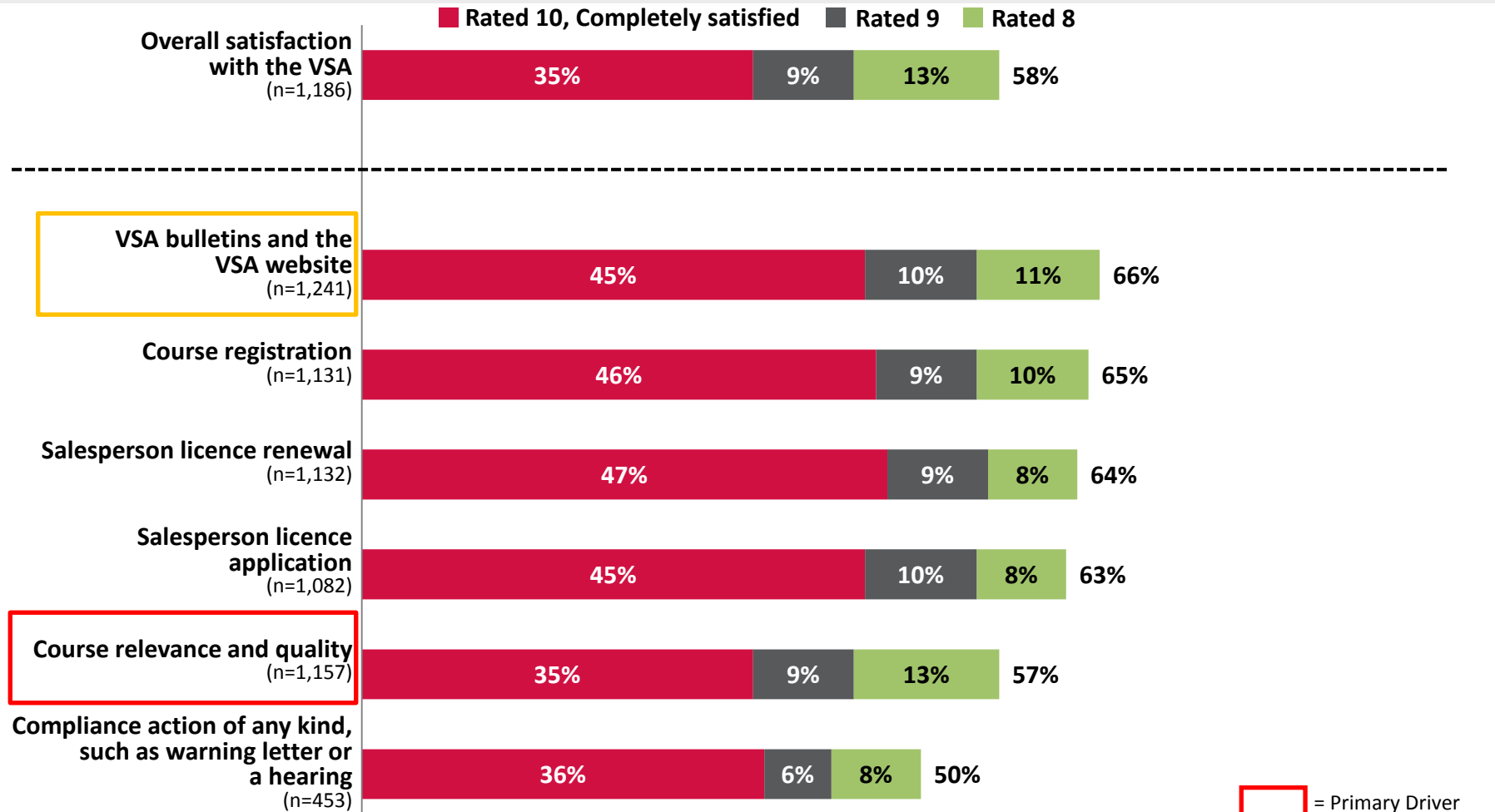
QA6. Which of the following interactions have you ever had with the VSA?

Significantly higher than one or more sub-groups.

# Satisfaction with Specific Interactions: Top 3 Box

## Salespeople

- Salespeople report being the most satisfied with the VSA bulletins and website, which is also a secondary driver for the overall satisfaction with the VSA. Following closely are course registration, licence renewal and licence application. Course relevance and quality is a primary driver for overall satisfaction, however, the current scores for this attribute are relatively lower, standing at 57%.



= Primary Driver  
 = Secondary Driver

Base: All respondents, excluding N/A

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.

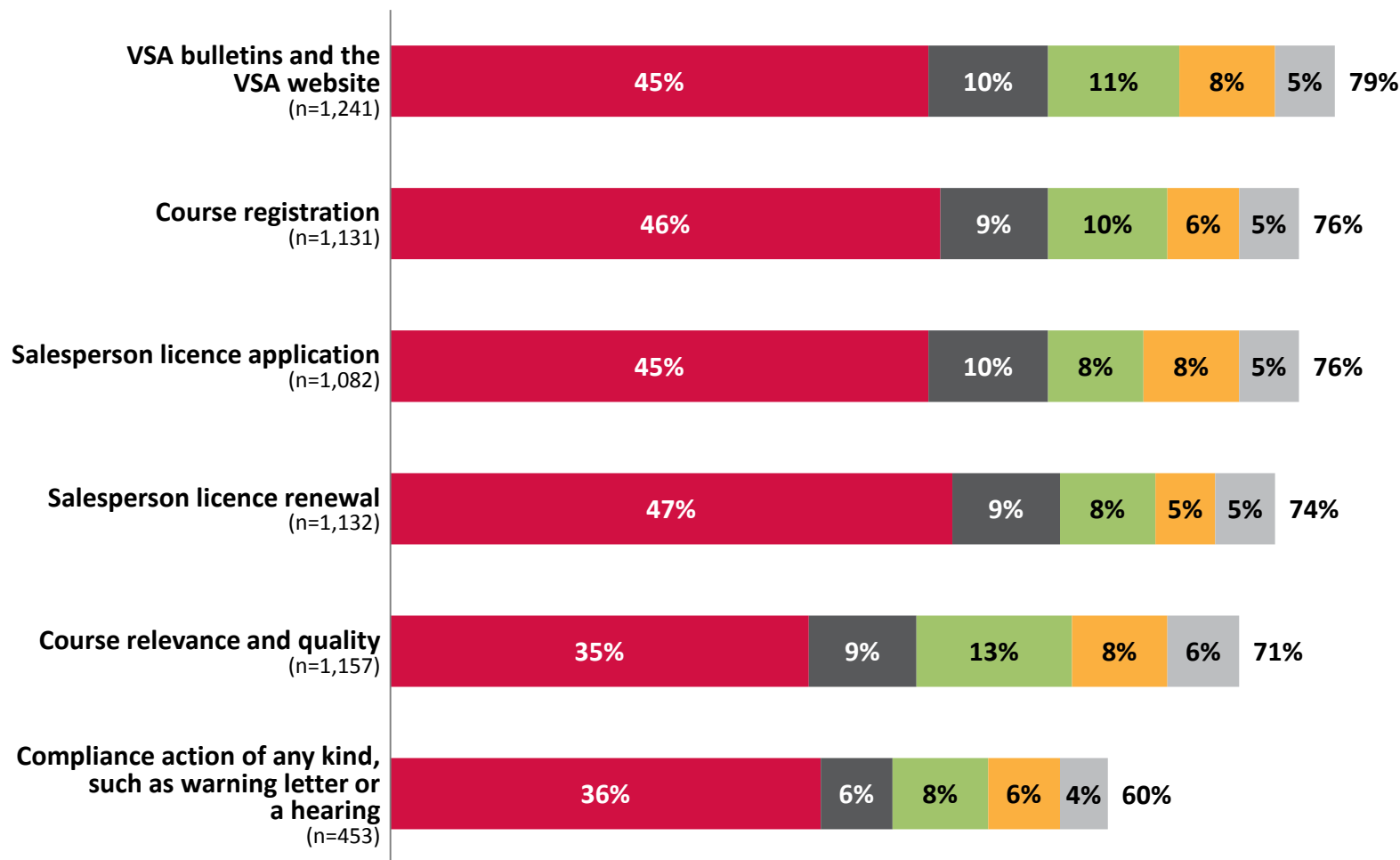
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.



# Satisfaction with Specific Interactions: Top 5 Box Salespeople

▪ The rank order of attributes is similar when looking at all positive ratings.

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



Base: All respondents, excluding N/A

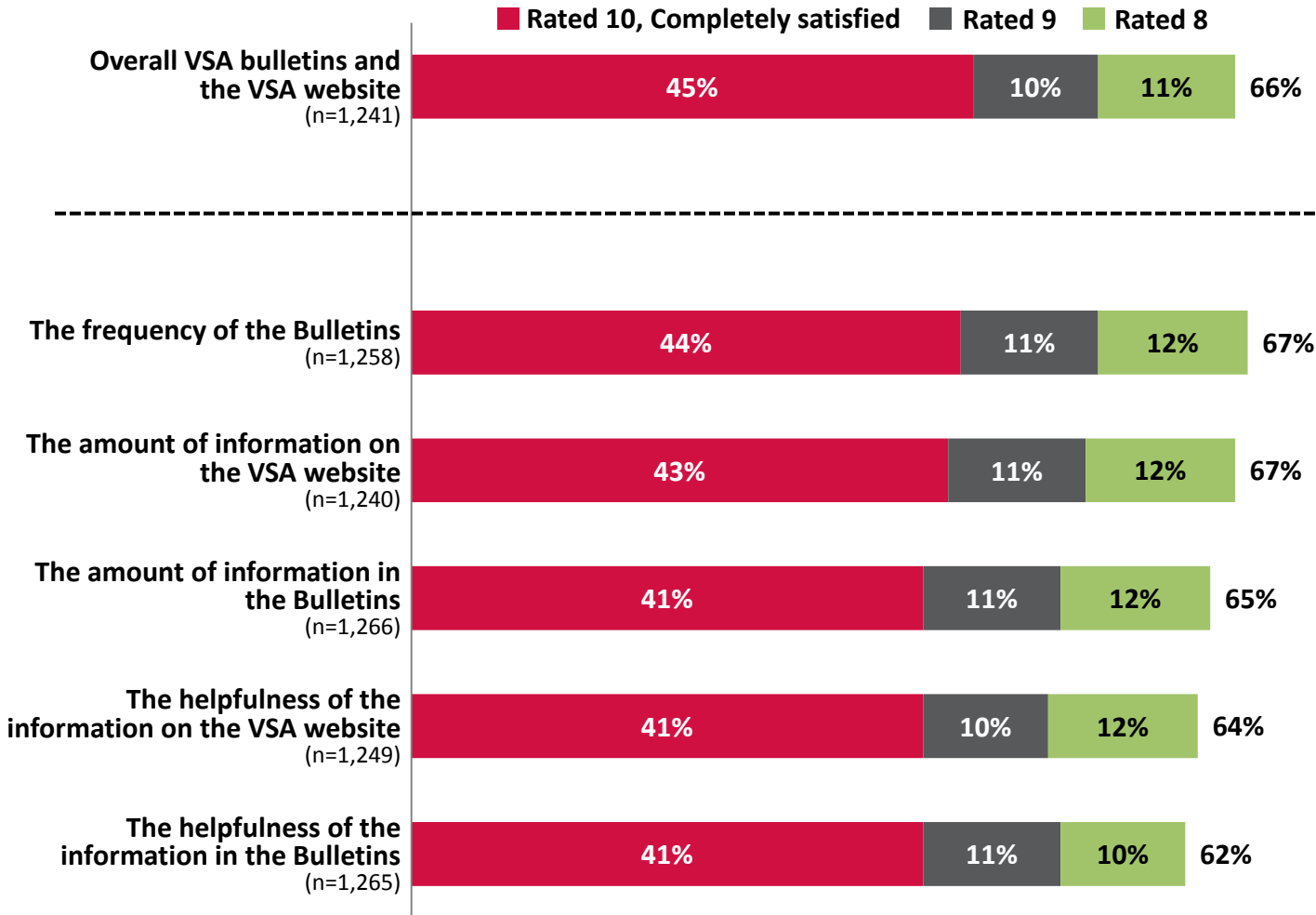
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

# Detailed Findings:

VSA Communications

# Satisfaction with VSA's Communications: Top 3 Box Salespeople

- Among the different interactions, salespeople are most satisfied with VSA's communications giving an overall top rating of 66%. Specifically, they feel the most positive about the frequency of the Bulletins and the amount of information that are provided on the VSA website.



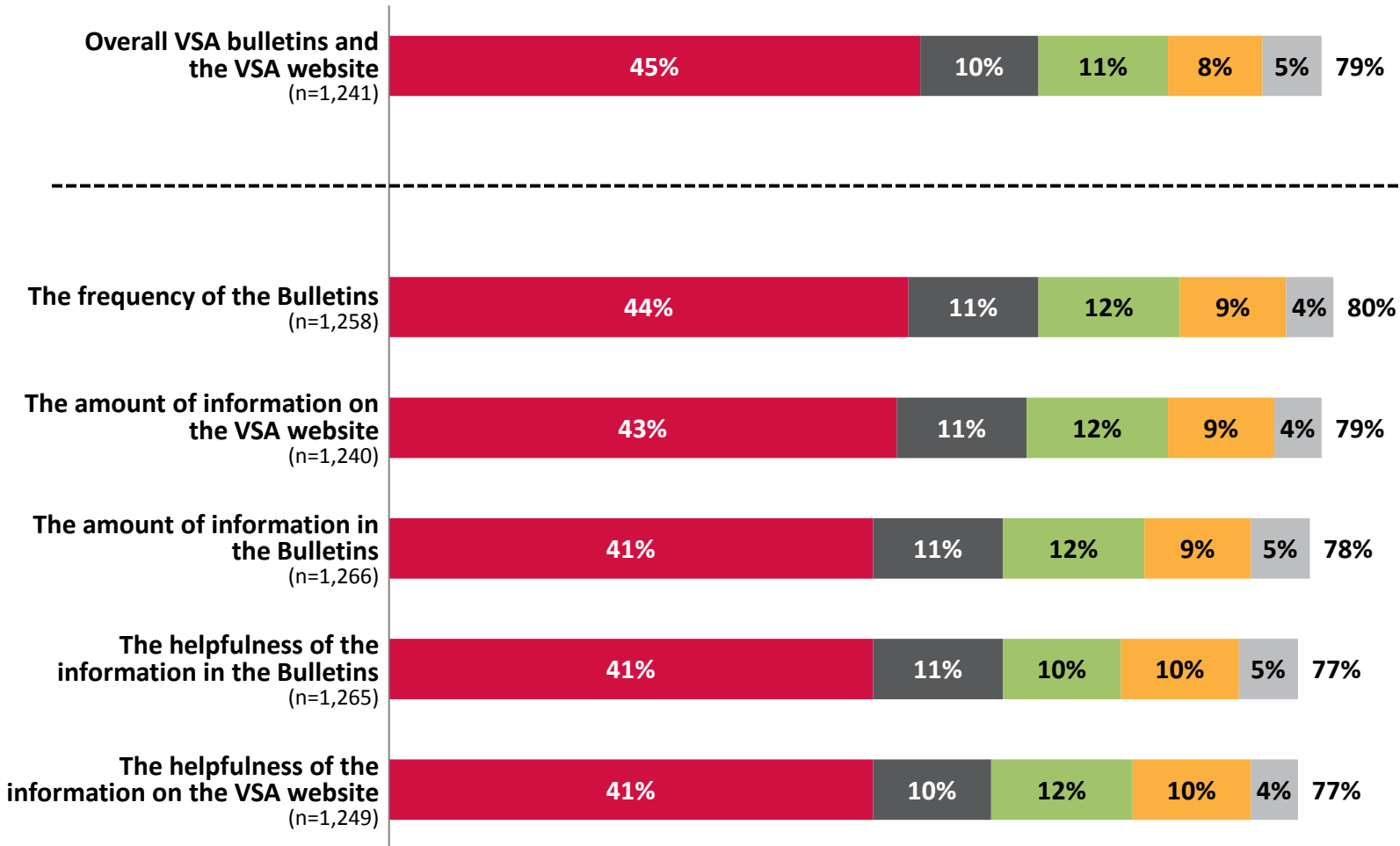
Base: All respondents, excluding N/A

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: Top 5 Box Salespeople

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



Base: All respondents, excluding N/A

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.

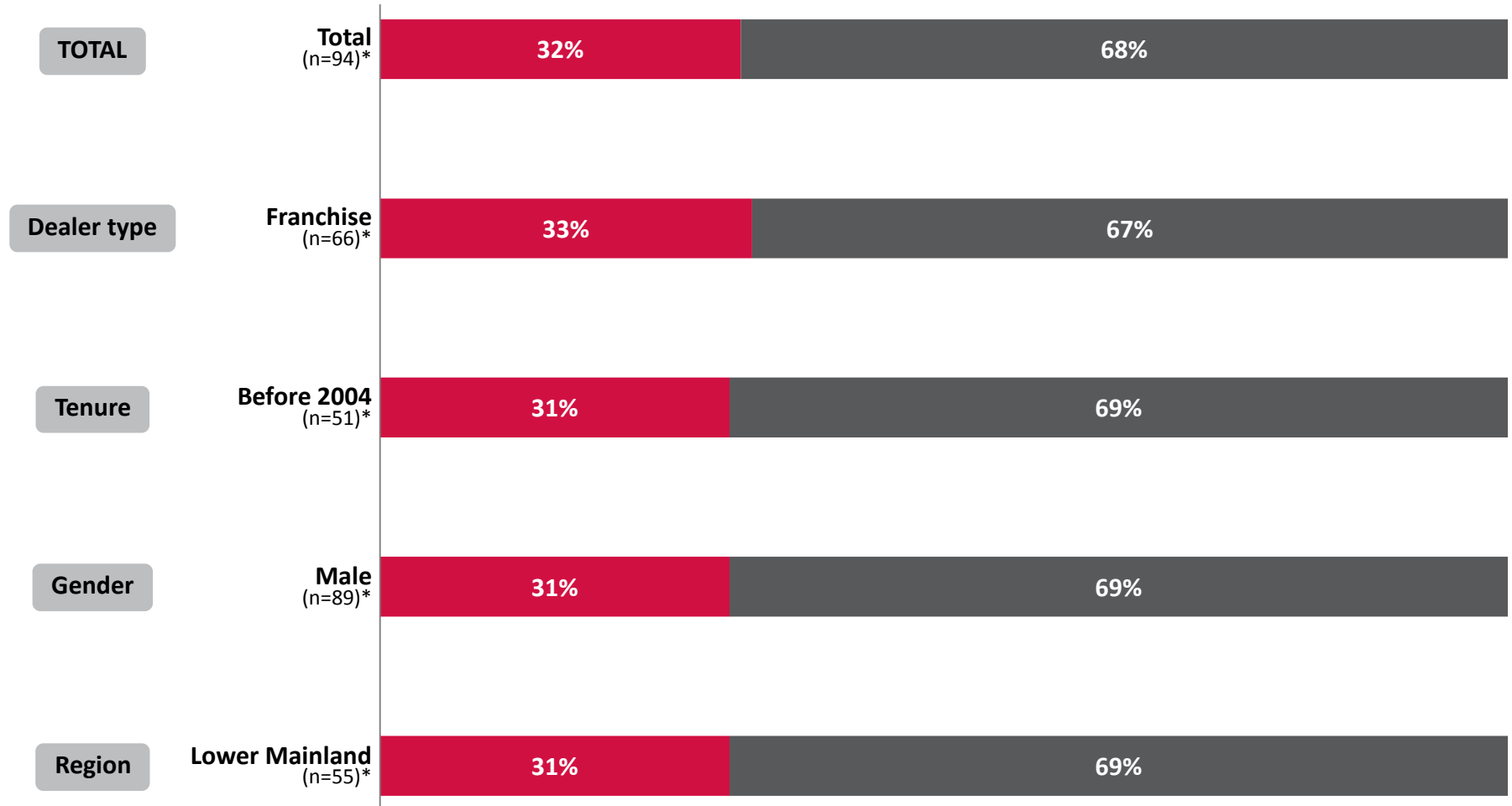
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with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

# Preference: Frequency of Bulletins

## Salespeople

- Those who reported being dissatisfied with the frequency of bulletins were asked if they would like to see the Bulletins more often or less often. Two-thirds would like to see Bulletins less often.

More often Less often



Note: Independent, RV and MC dealers, tenures from 2005 to 2009 and 2010 or later, female, and those outside of LM base sizes too small to report.

Base: Dissatisfied at frequency of Bulletins

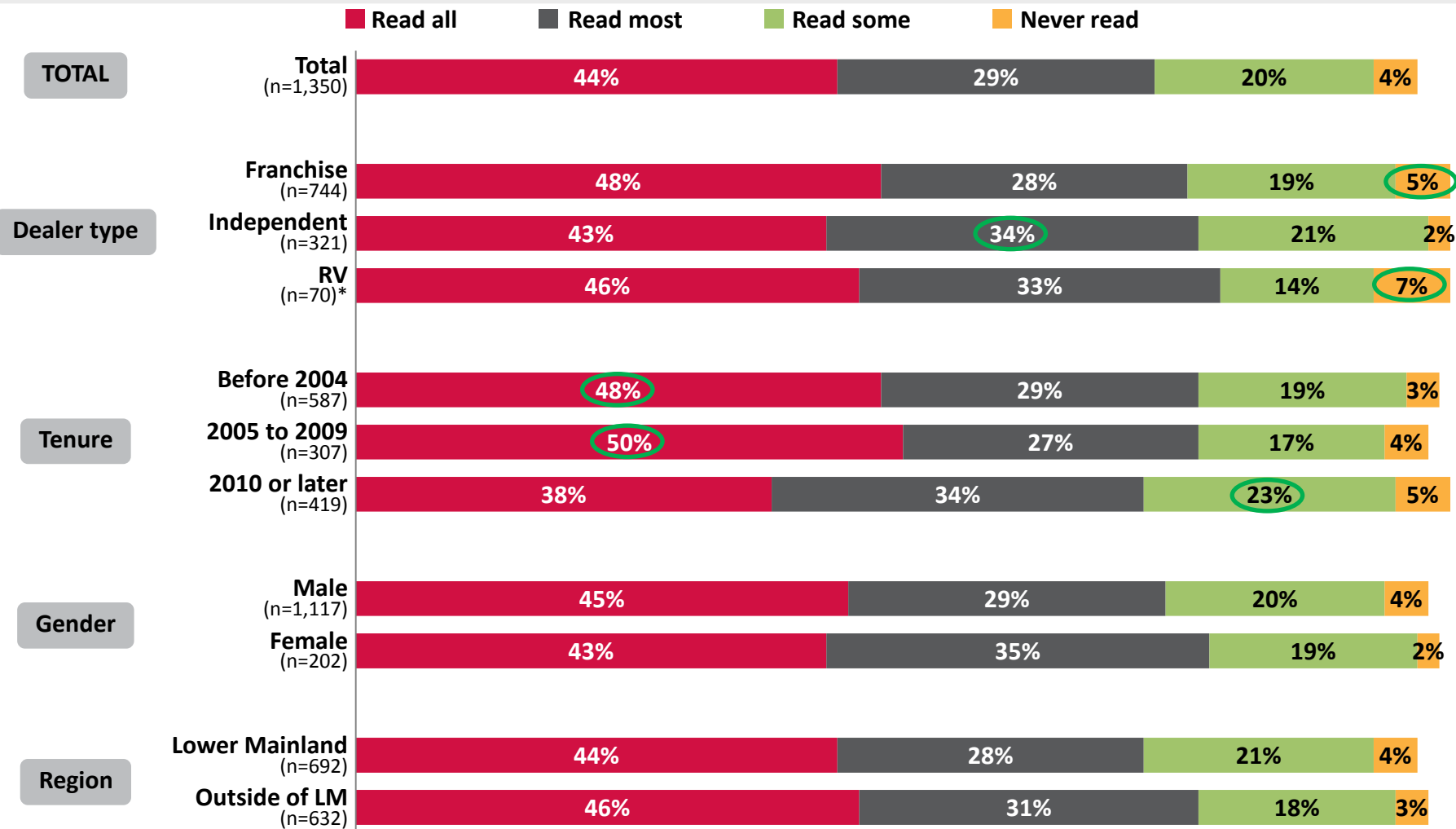
\* Small base size, interpret with caution.

QB8B. You mentioned that you are dissatisfied with the frequency of Bulletins, would you like to receive Bulletins ...

# Bulletins and Alerts: Frequency of Reading

## Salespeople

Currently, approximately two-in-five salespeople report reading all of the bulletins and alerts that they received from the VSA. In particular, those with longer tenure (5 years or more) are more likely to read everything compared to their counterparts.



Significantly higher than one or more sub-groups.

Note: Base size too small to report MC Dealerships.

Base: All respondents

\* Small base size, interpret with caution.

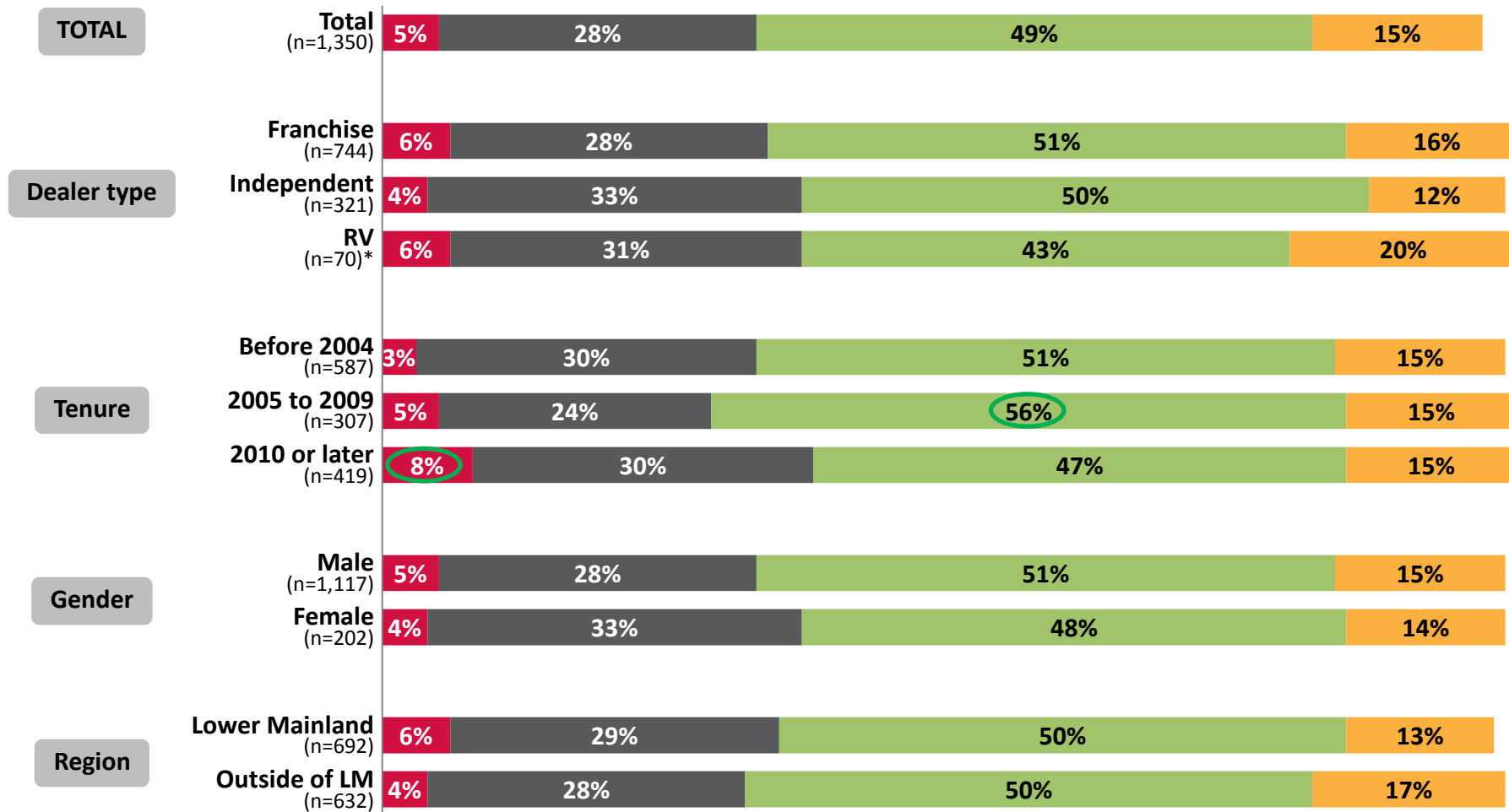
QB9. Which of the following best describes what you do with the Bulletins and Alerts you receive from the VSA?

# VSA Website: Frequency of Visits

## Salespeople

- Current visitation of the VSA website is low, with half (49%) report only visiting it once or twice per year. However, those who have only been licenced for 4 years or less are more likely to visit the website on a weekly basis compared to those who have had their licence for longer.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

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

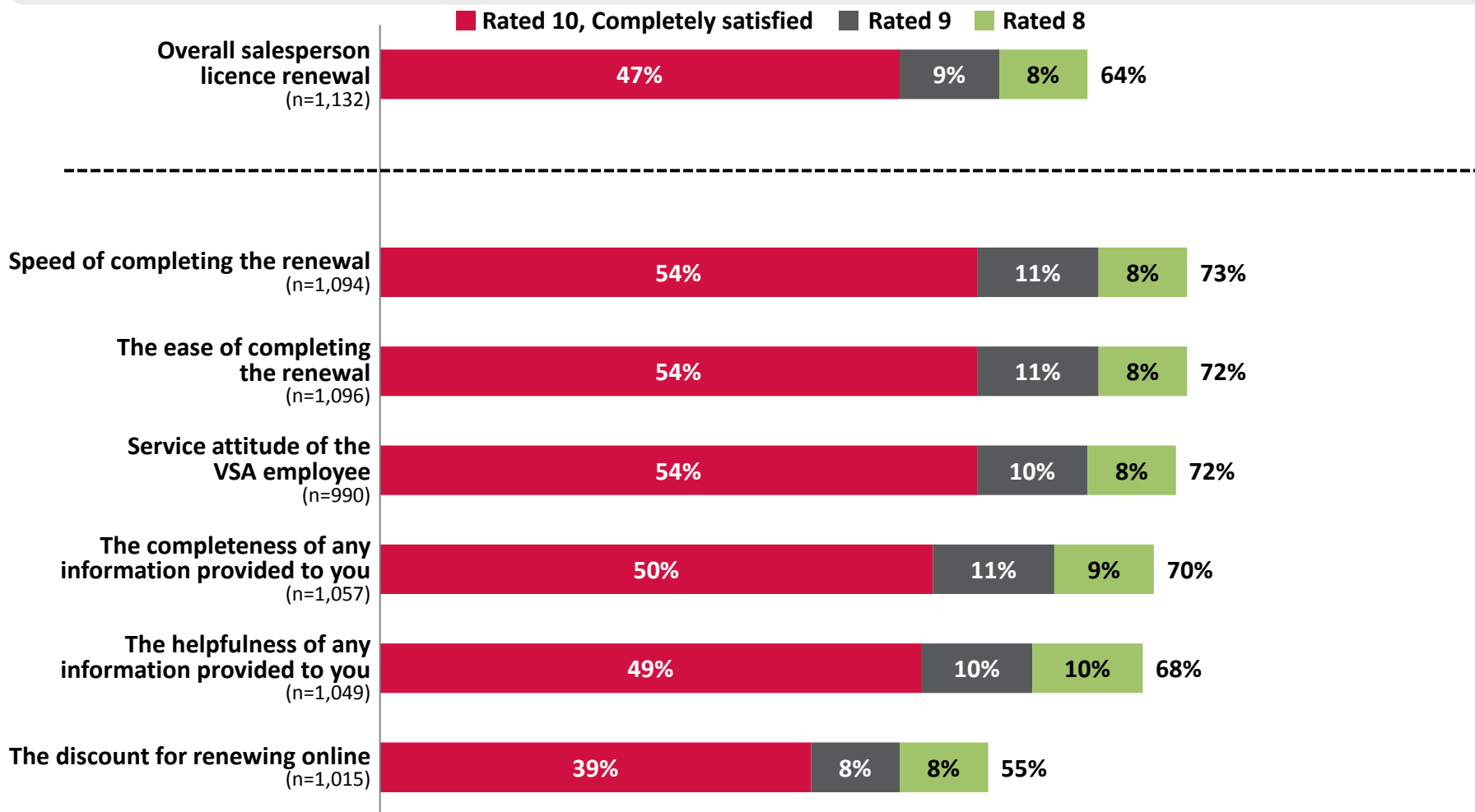
# Detailed Findings:

Salesperson Renewal Process



# Satisfaction with Salesperson Renewal Process: Top 3 Box Salespeople

- The overall rating for the salesperson licence renewal is at 64%. Salespeople are satisfied with most of the aspects in the renewal process, awarding top scores of 68% or above. The only element that has a relatively lower score is the discount for renewing online (55%).



Base: All respondents, excluding N/A

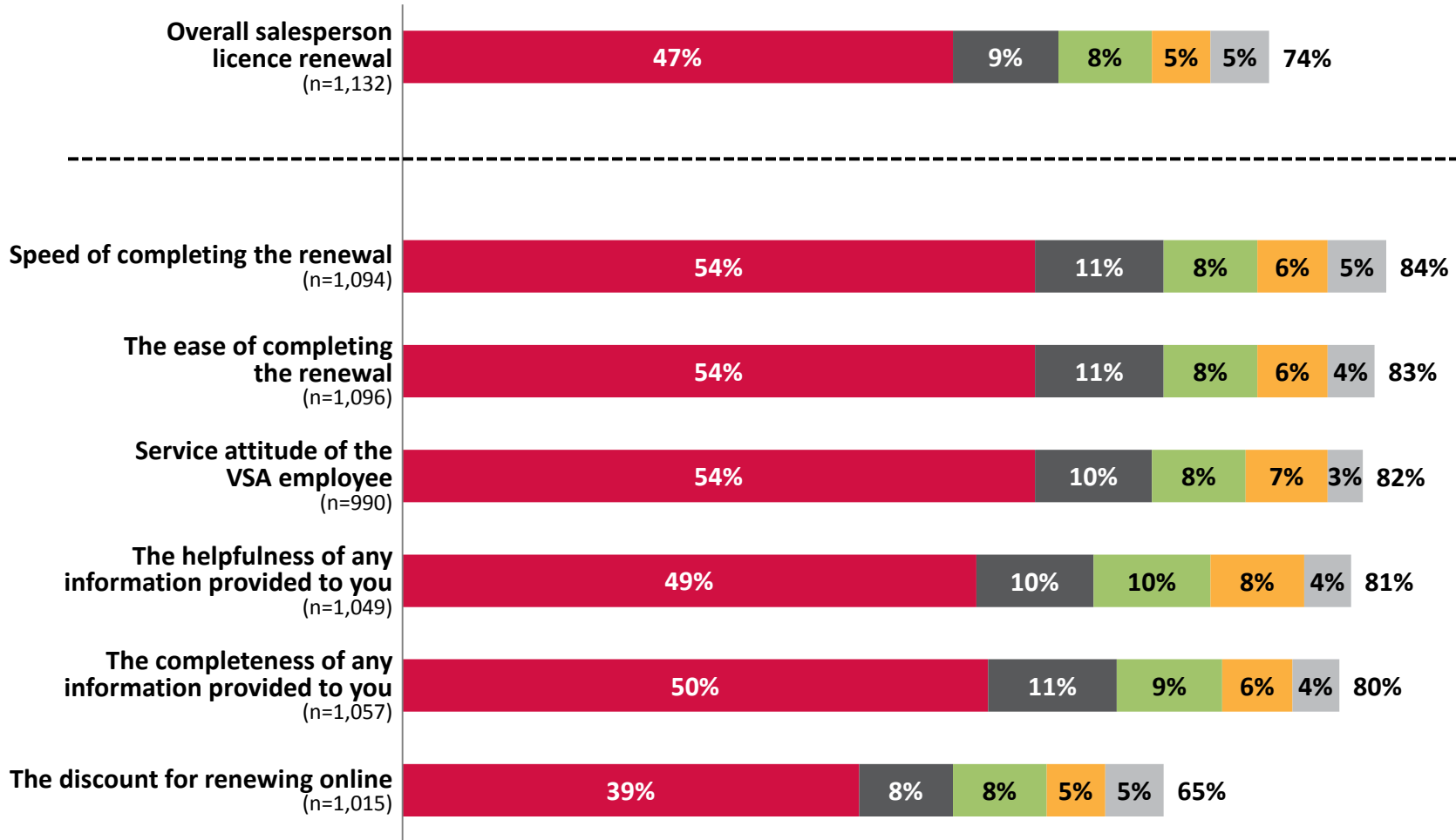
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, 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 Salesperson Renewal Process: Top 5 Box Salespeople

When all positive scores are taking into account, three quarters of salespeople are satisfied with the renewal process.

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



Base: All respondents, excluding N/A

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.

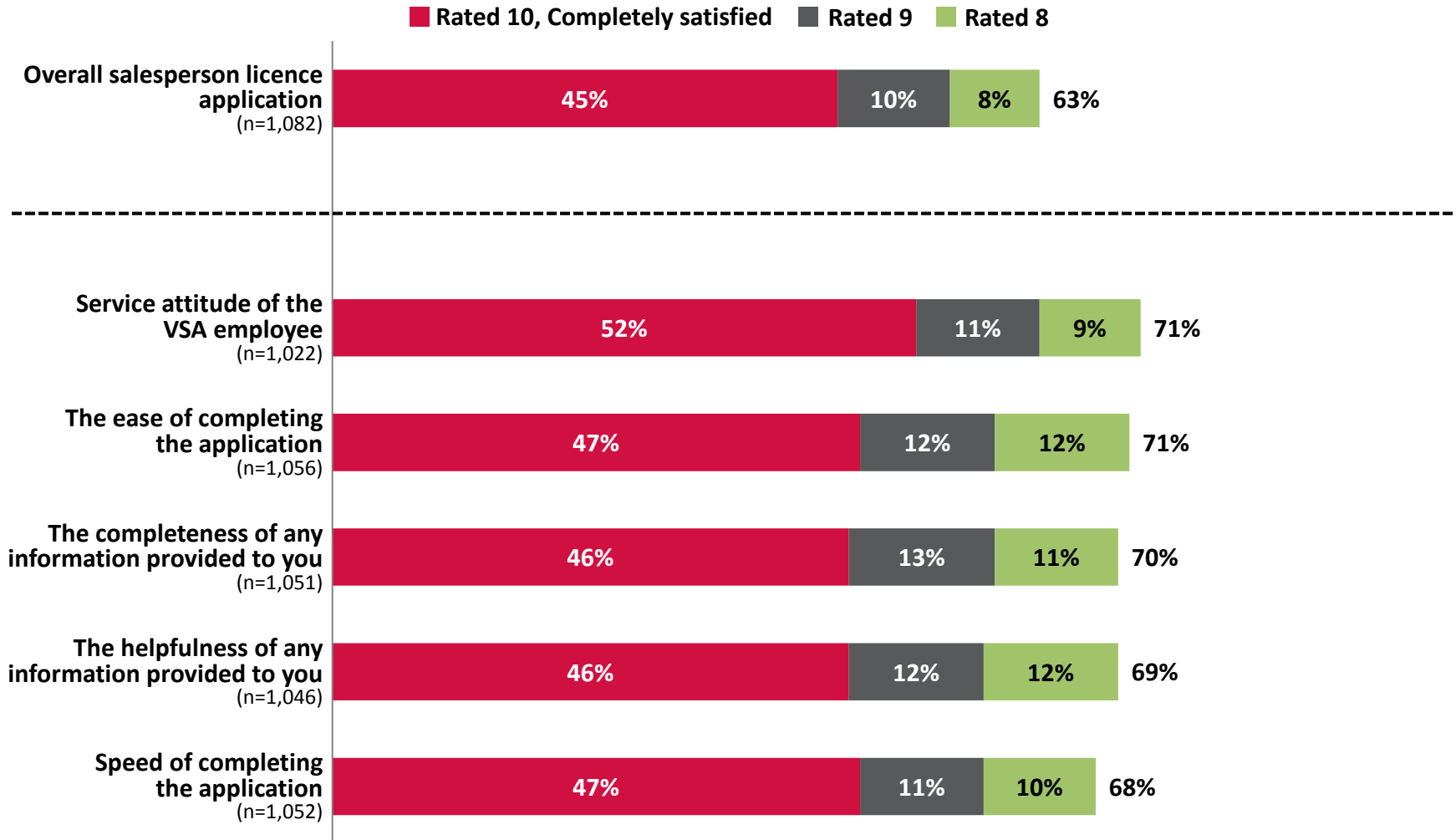
QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the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

# Detailed Findings:

Salesperson Application Process

# Satisfaction with Salesperson Application Process: Top 3 Box Salespeople

- Currently, the overall rating for licence application is at 63%. Salespeople are most satisfied with the service attitude of the VSA employees and the ease of completing the application.



Base: All respondents, excluding N/A

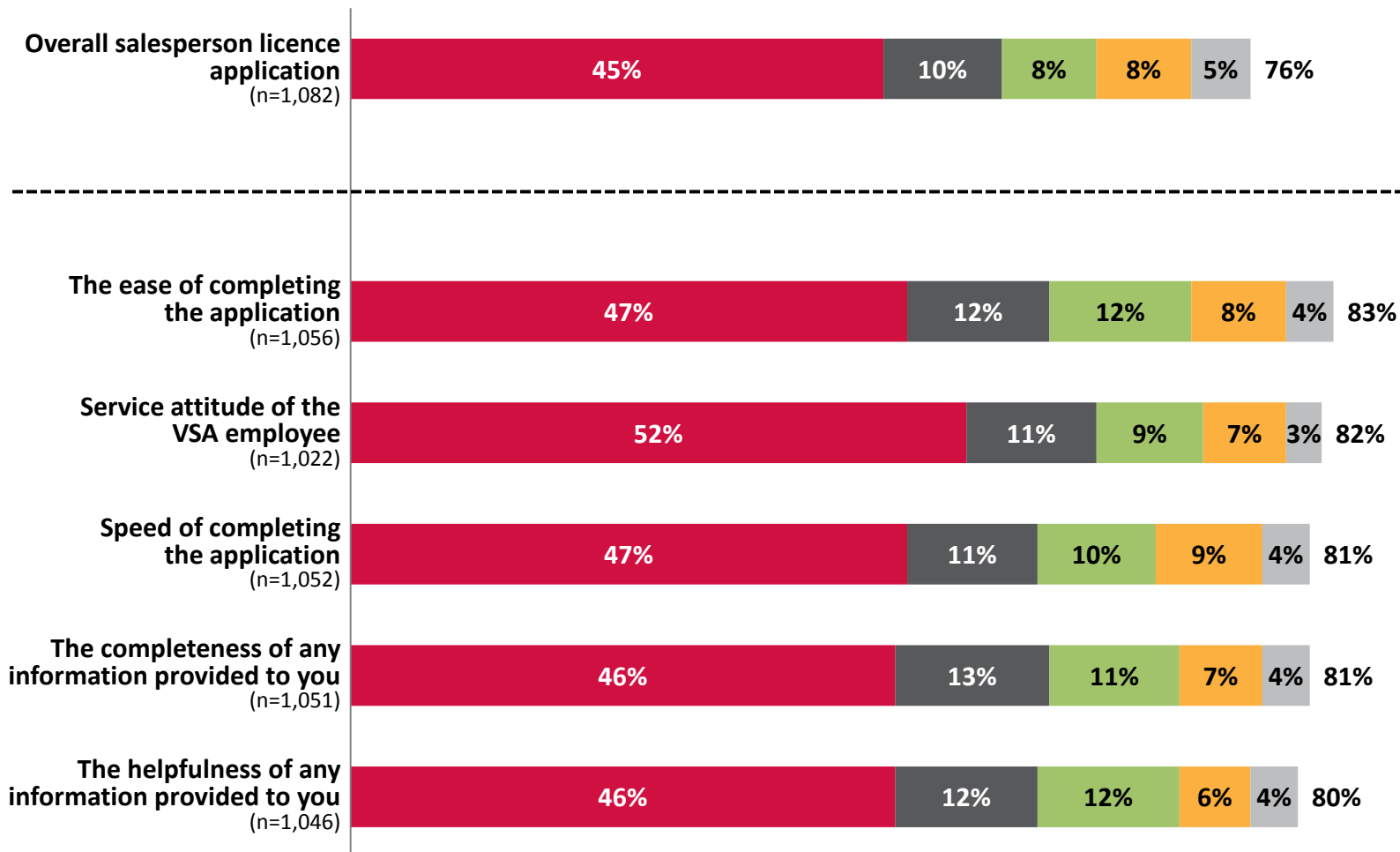
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

QB2. Now I would like to ask you some specific questions about the salesperson application process you, as a salesperson, 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 Salesperson Application Process: Top 5 Box Salespeople

Three-quarters of salespeople gave ratings of six or higher on the ten point scale.

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



Base: All respondents, excluding N/A

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.

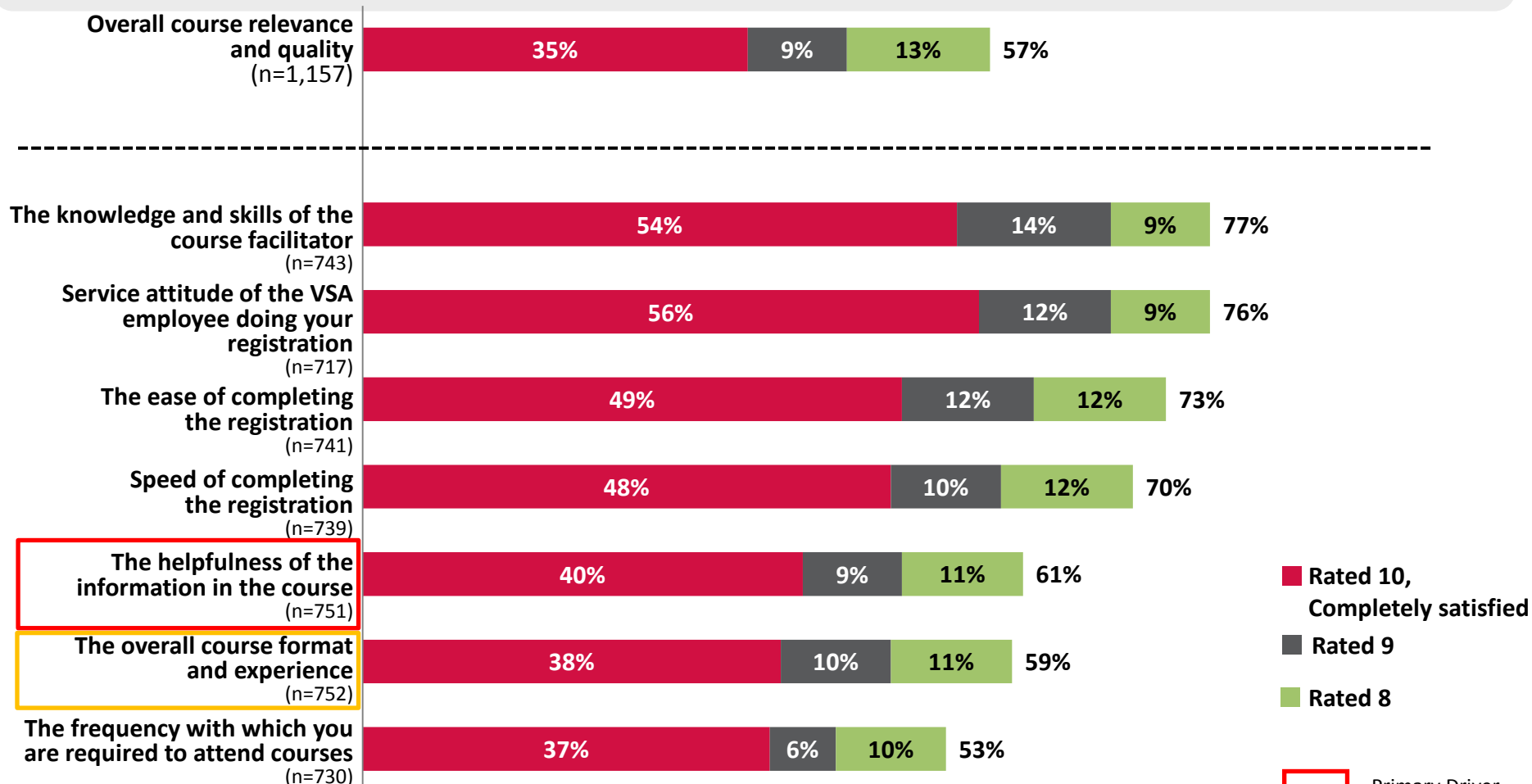
QB2. Now I would like to ask you some specific questions about the salesperson application process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with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

# Detailed Findings:

VSA courses

# Satisfaction with the Most Recent Course: Top 3 Box Salespeople

- Current overall satisfaction with VSA course relevance and quality is moderate, standing at 57%. Specifically, salespeople are most satisfied with the knowledge and skill of the course facilitator and the service attitude of the VSA employee for registration. However, the two key drivers for overall course satisfaction - helpfulness of the information in the course and the course format and experience – have both received relatively lower ratings.



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

  = Primary Driver  
  = Secondary Driver

Base: Those who took courses, excluding N/A

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.

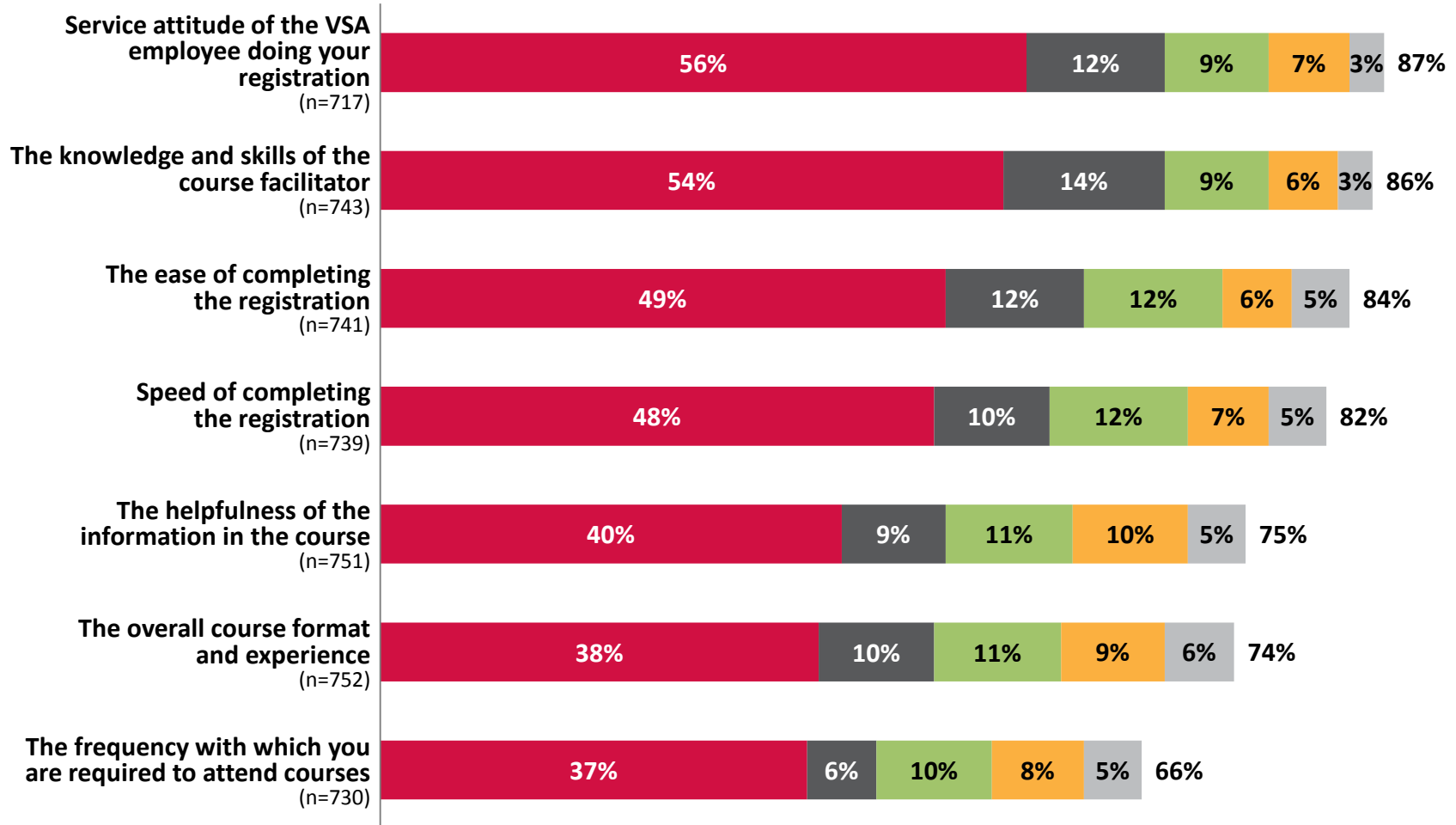
QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the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

# Satisfaction with the Most Recent Course: Top 5 Box

## Salespeople

Looking at all positive ratings, service attitude of the VSA employee, the course facilitator, and registration all receive positive ratings by eight in ten salespeople.

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

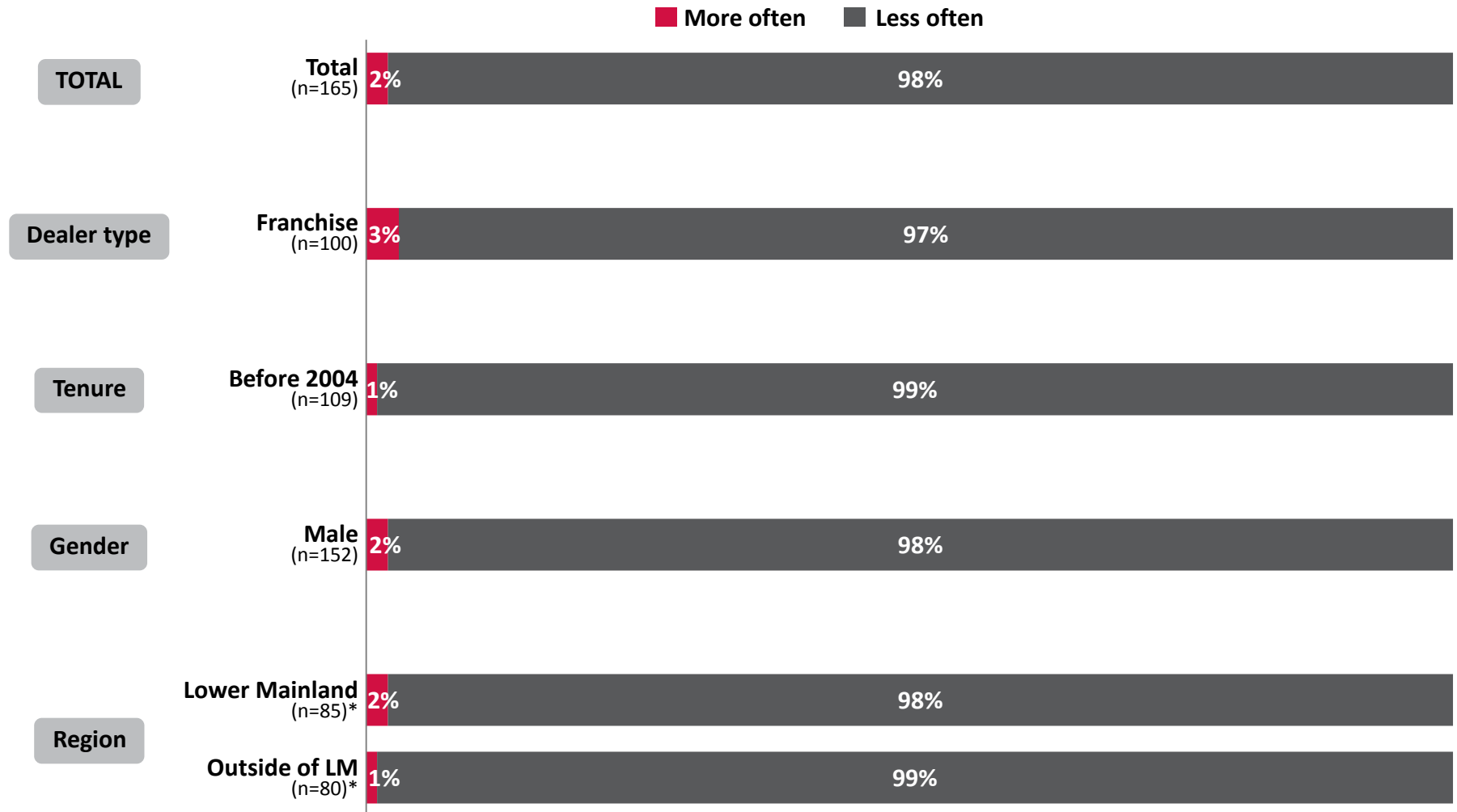


Base: Those who took courses, excluding N/A

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.



▪ Nearly all salespeople who feel dissatisfied about course frequency would prefer attending courses less often.



Note: Independent, RV and MC dealers, tenures from 2005 to 2009 and 2010 or later and female base sizes too small to report.

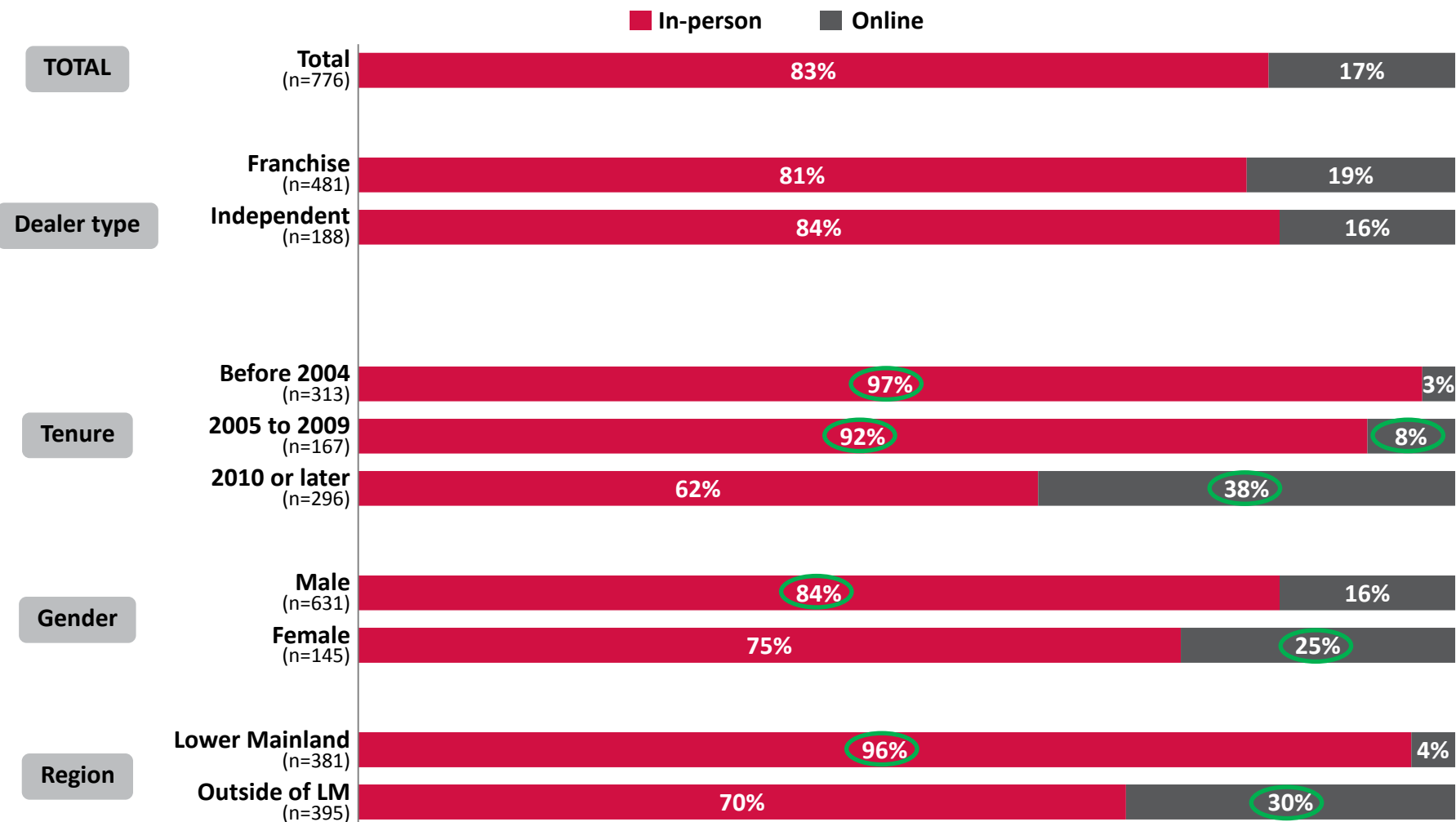
Base: Dissatisfied at frequency of required course attendance

\* Small base size, interpret with caution.

QB11B. You mentioned that you are dissatisfied with the frequency with which you are required to attend courses, would you like to attend courses ...

# Most Recent Course: In-Person or Online

- The large majority took their most recent VSA course in-person. However, those who have had their licence since 2010 or later, who are females, or who live outside of the Lower Mainland are more likely to have taken it online compared to their counterparts.



Note: Base sizes are too small to report on RV and MC Dealerships.

Base: Those who took courses \* Small base size, interpret with caution.

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

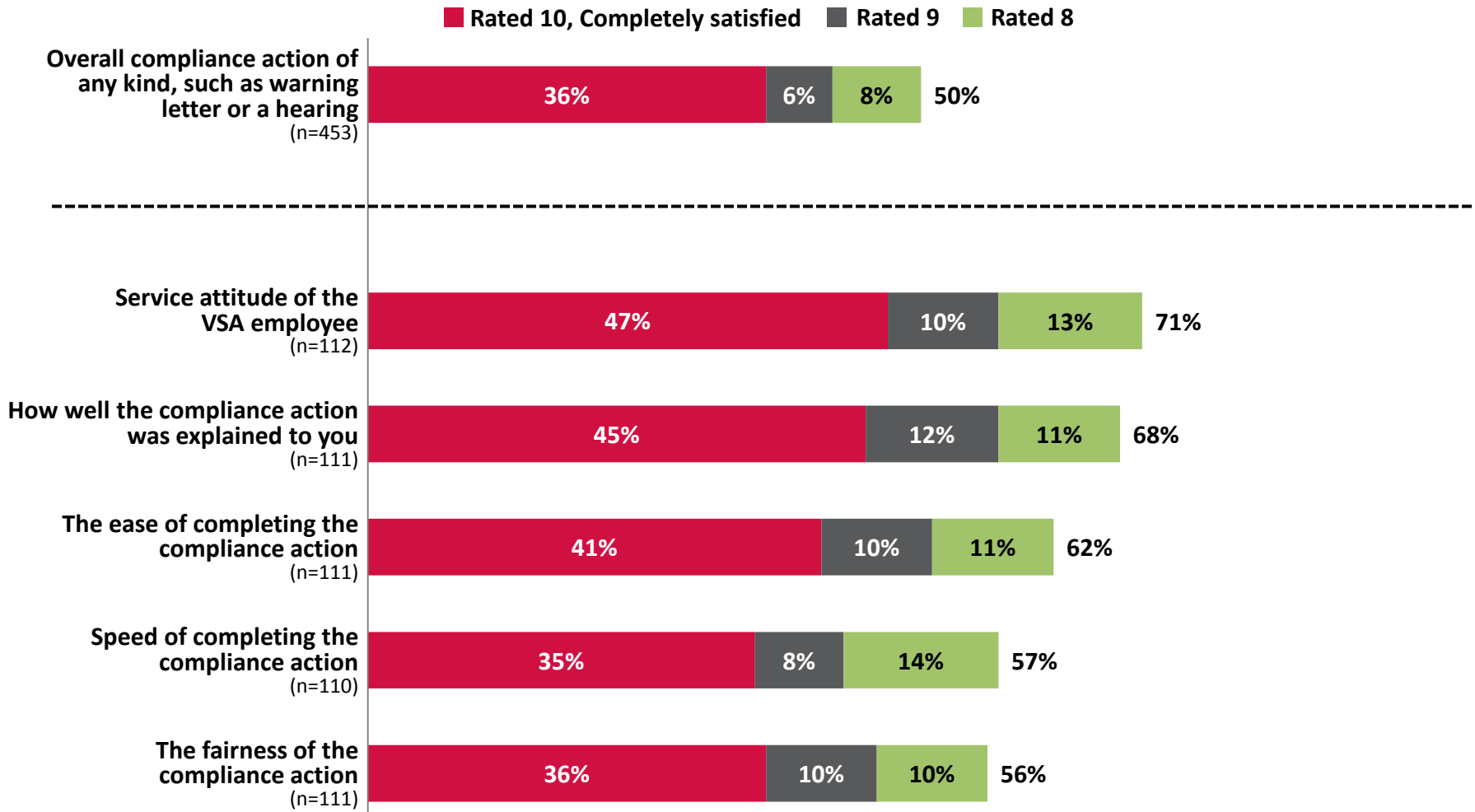
Significantly higher than one or more sub-groups.

# Detailed Findings:

Compliance Action

# Satisfaction with VSA's Compliance Action: Top 3 Box Salespeople

- Only half feel positive about the overall complication action of VSA. In terms of the specific elements, they are most satisfied with the service attitude of the VSA employees.



Base: Those who had compliance action, excluding N/A

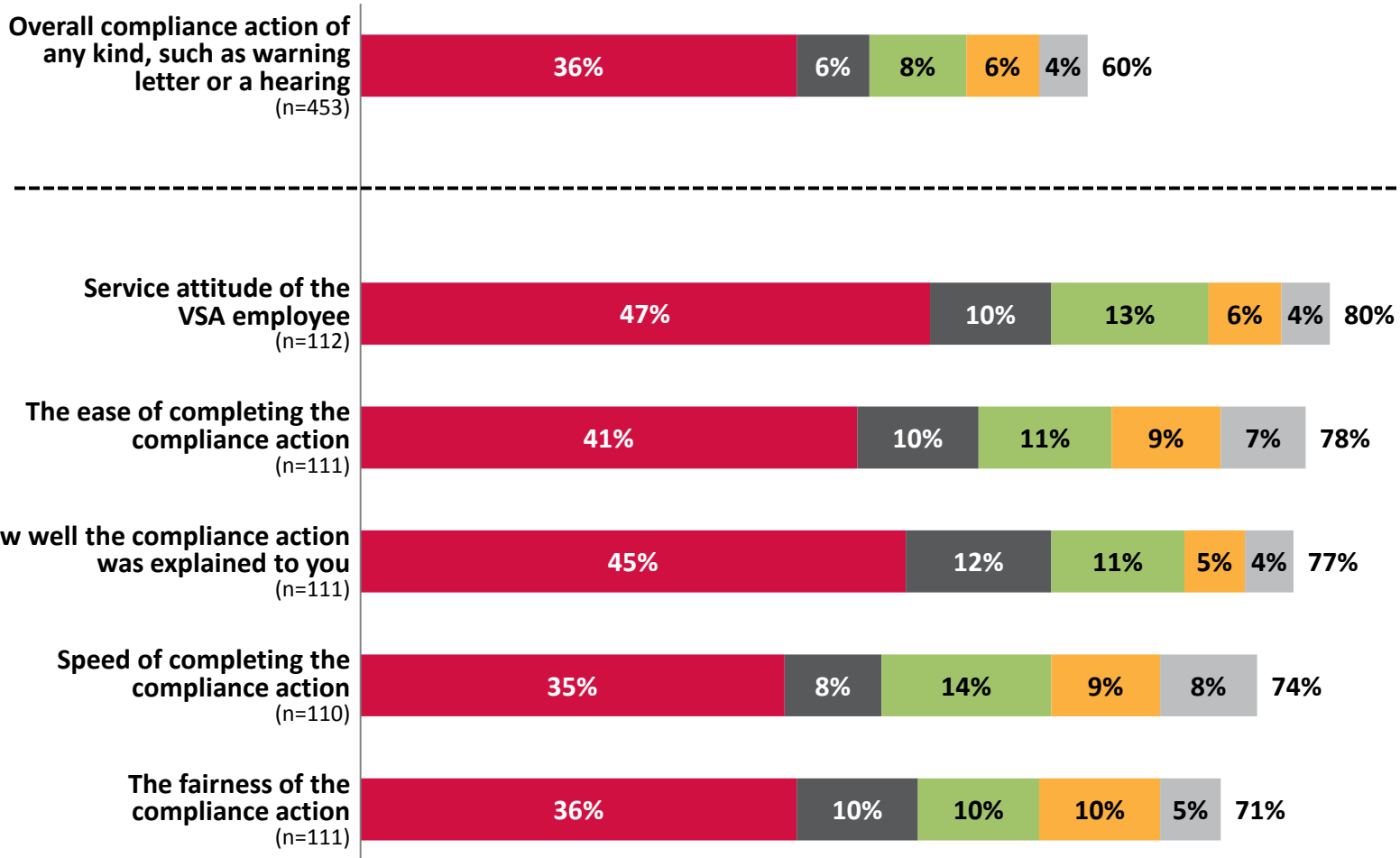
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

QB7. Now I would like to ask you some specific questions about the compliance action by the VSA, such as a warning letter or hearing, you had 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 compliance action by the VSA.

# Satisfaction with VSA's Compliance Action: Top 5 Box Salespeople

Six in ten salespeople gave positive scores of six or higher on the ten point scale.

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



Base: Those who had compliance action, excluding N/A

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.

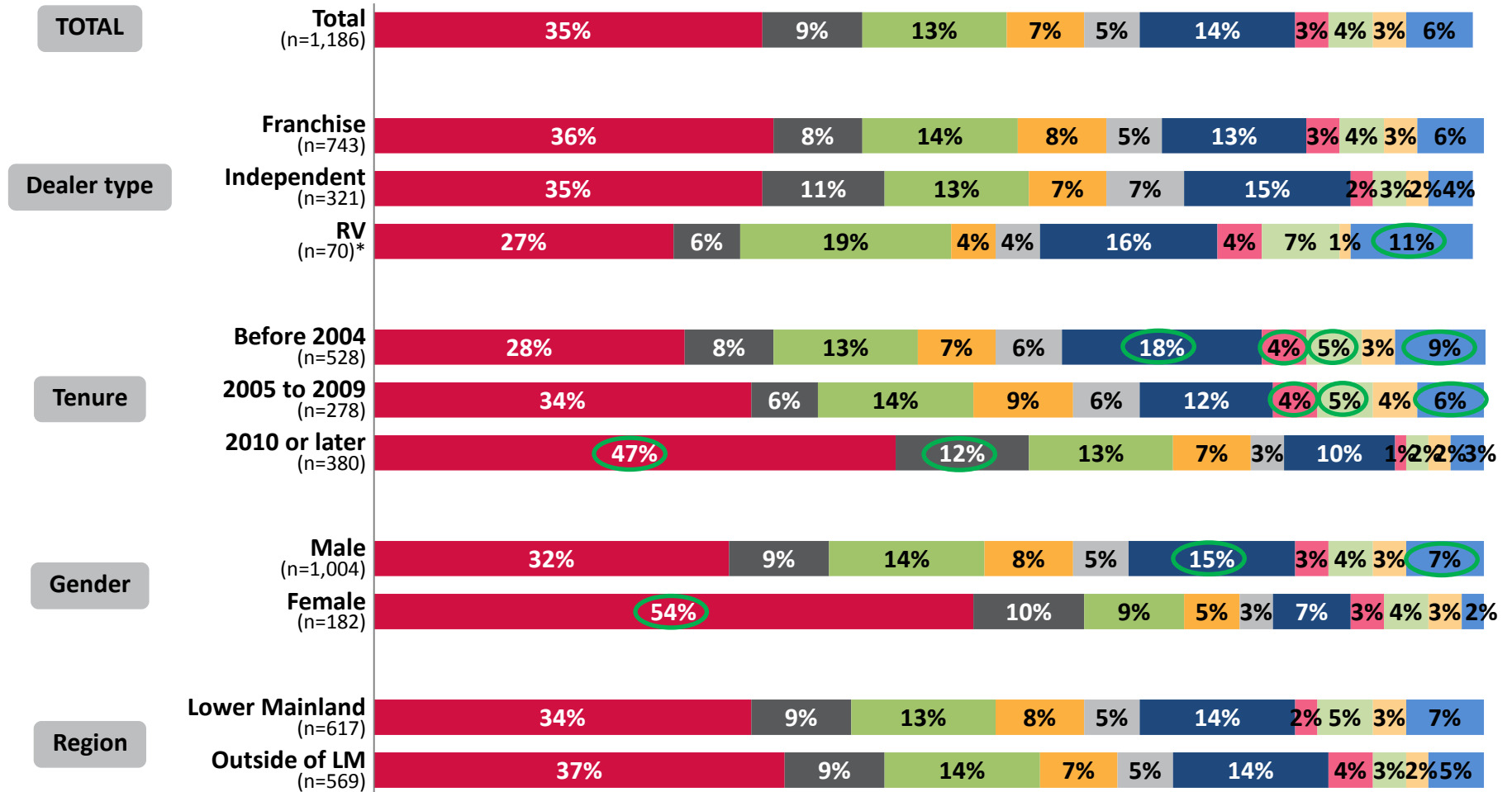
QB7. Now I would like to ask you some specific questions about the compliance action by the VSA, such as a warning letter or hearing, you had with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the compliance action by the VSA.

# Appendix 1:

Overall Satisfaction; 10 Point Scale

# Overall Satisfaction with VSA Salespeople

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding don't know      \* Small base size, interpret with caution.

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.

Significantly higher than one or more sub-groups.

## Appendix 2:

### VSA Communications by Subgroup

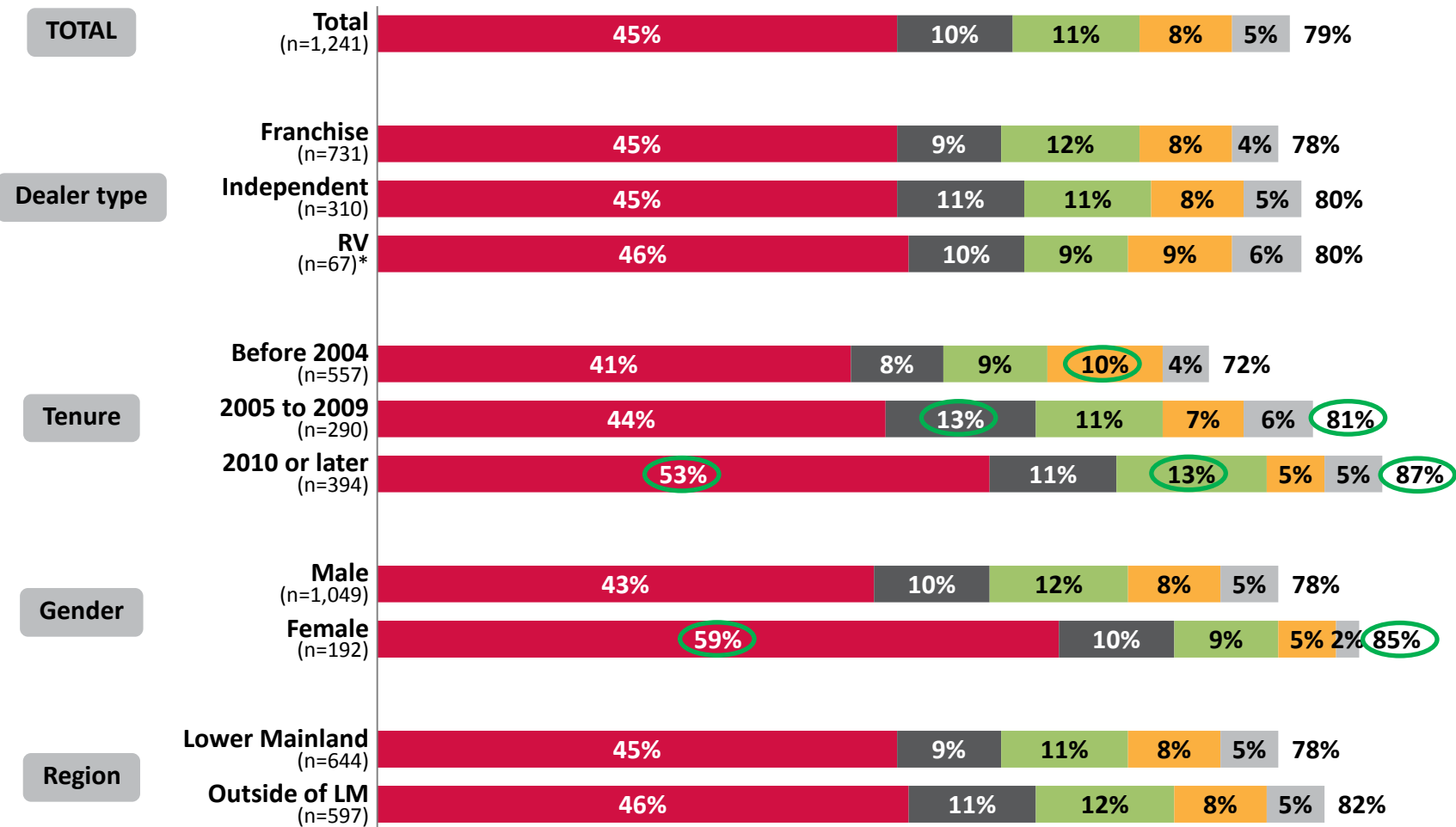


# Satisfaction with VSA Bulletins and the VSA Website

## Salespeople

- Satisfaction with the VSA bulletins and website is particularly high among females or those who have had their salesperson licence since 2005 or later.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* 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.

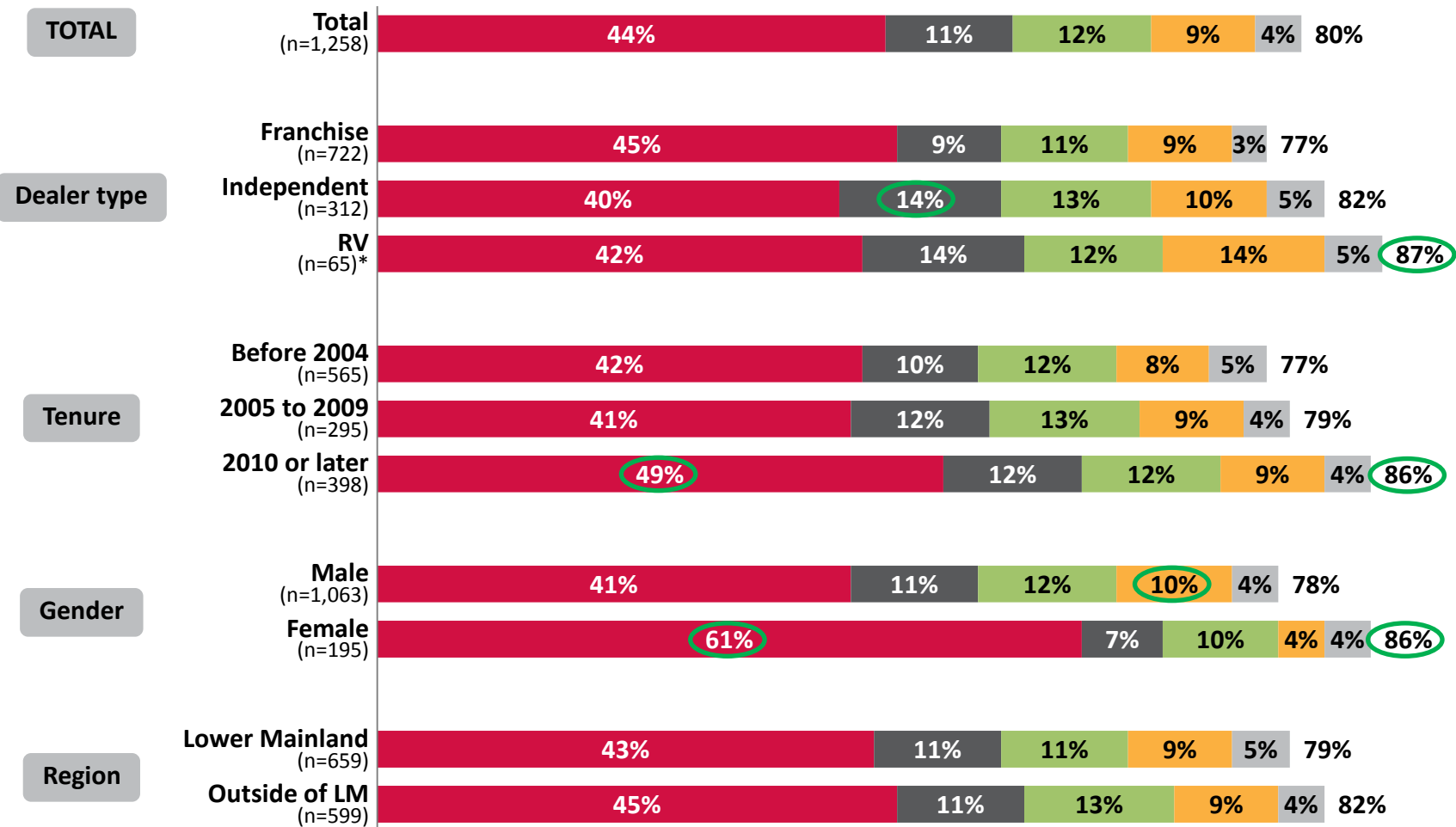
Significantly higher than one or more sub-groups.

# Satisfaction with the Frequency of the Bulletins

## Salespeople

- Those who are females or who have been in the industry since 2010 or later are more likely to give a positive rating to the frequency of the bulletins compared to their counterparts. In particular, they are also more likely to give a perfect rating to this element.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

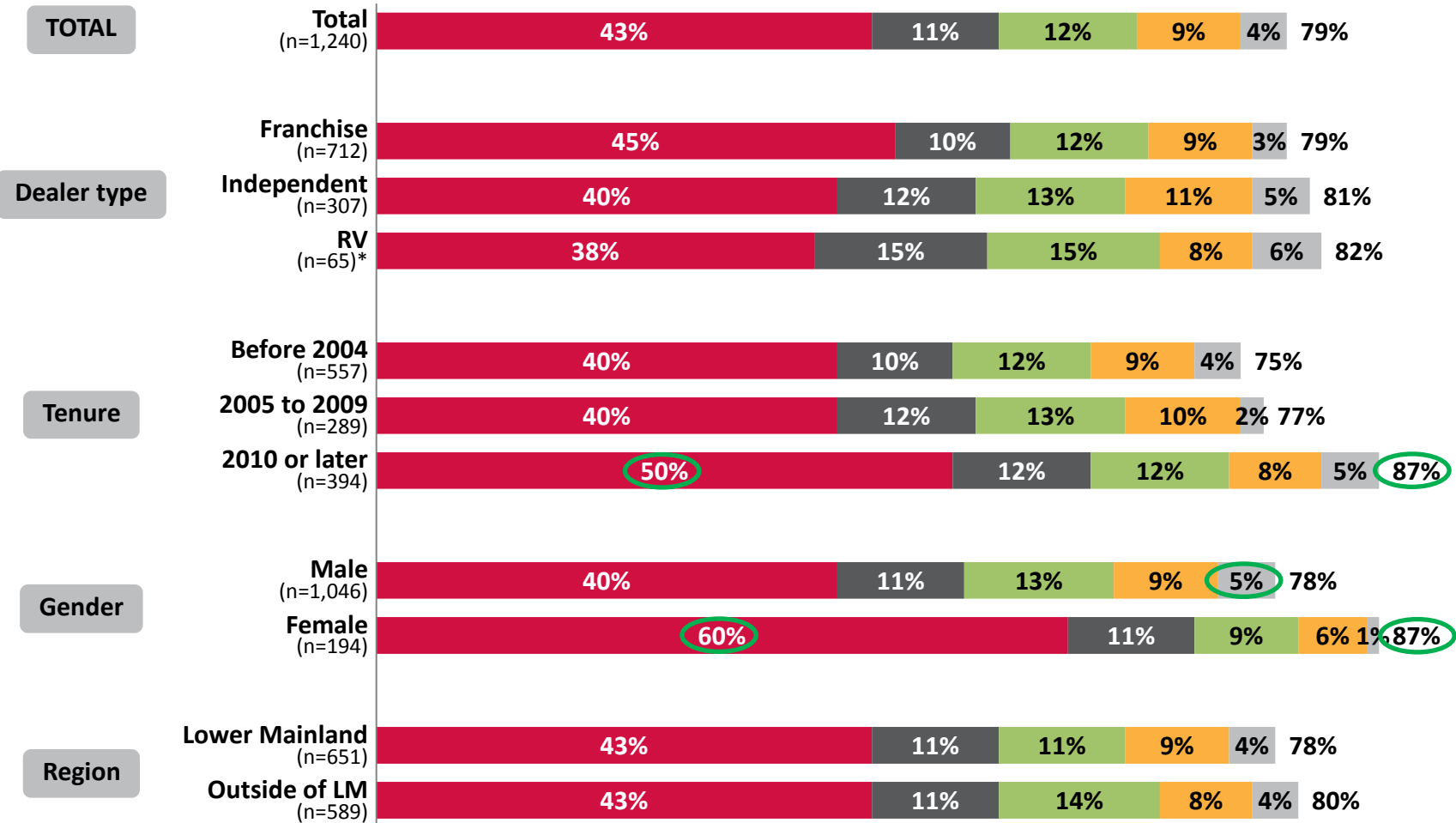
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with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

# Satisfaction with the Amount of Information on VSA Website

## Salespeople

- Again, salespeople who have had their licence for 4 years or less or who are females are more likely than other subgroups to give a rating of 6, 7, 8, 9 or 10 out of 10 to the amount of information on the VSA website.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

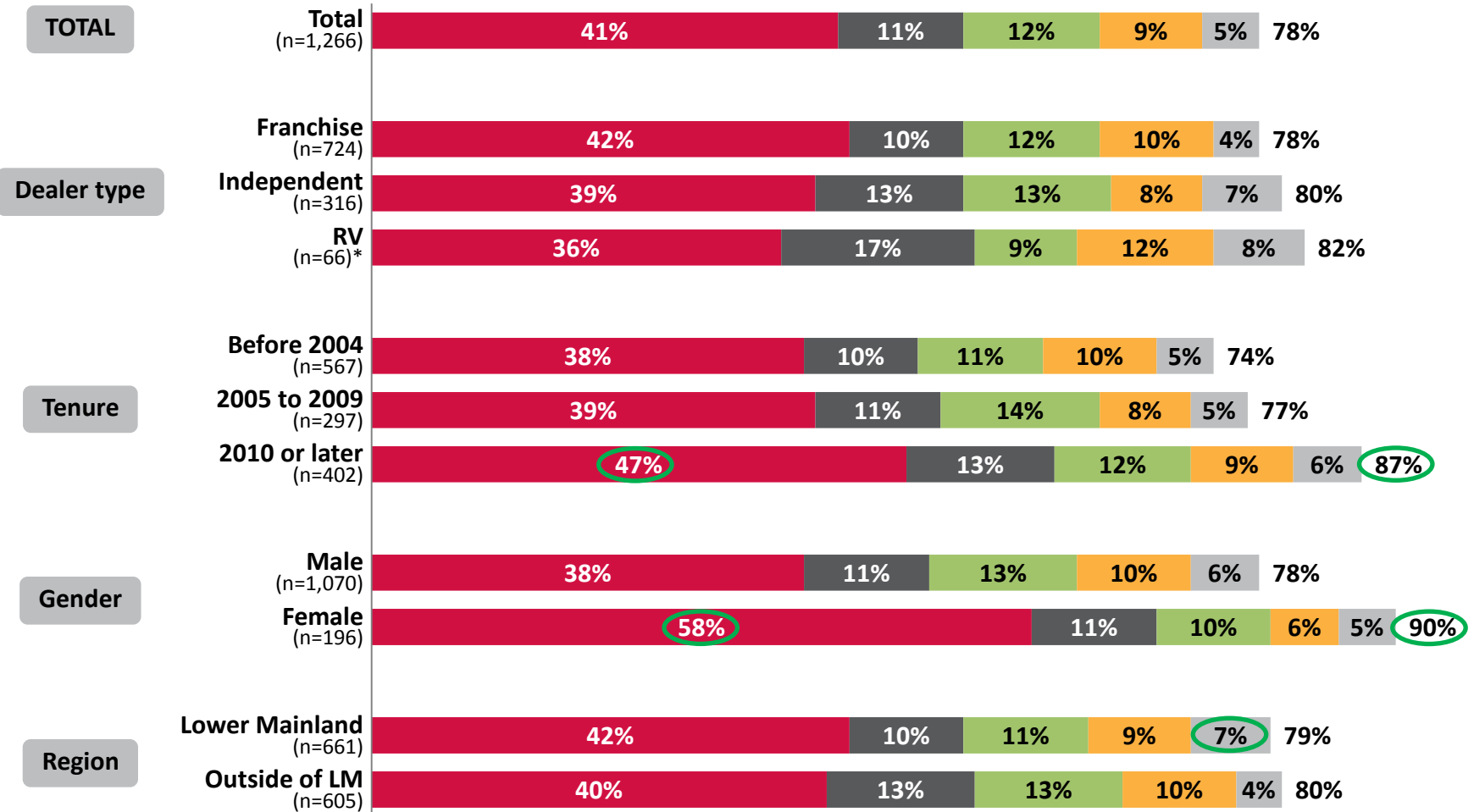
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with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

# Satisfaction with the Amount of Information in Bulletins

## Salespeople

Female salespeople or those who have had their licence since 2010 or later tend to be more satisfied with the amount of information found in bulletins.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

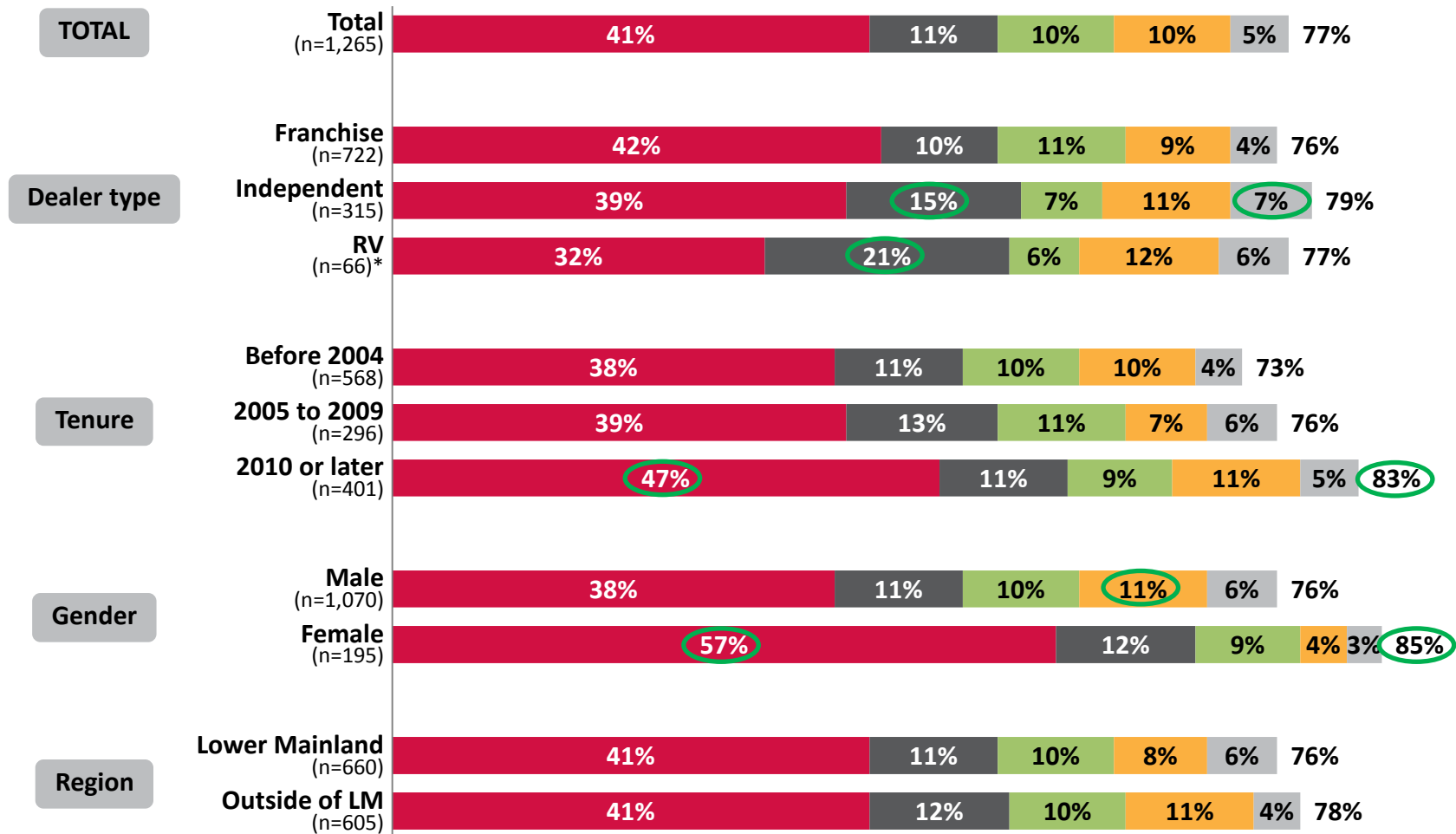
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with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

# Satisfaction with the Helpfulness of Information in Bulletins

## Salespeople

- Among the different subgroups, those with shorter tenure (2010 or later) or who are females tend to find the information in bulletins more helpful.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

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.

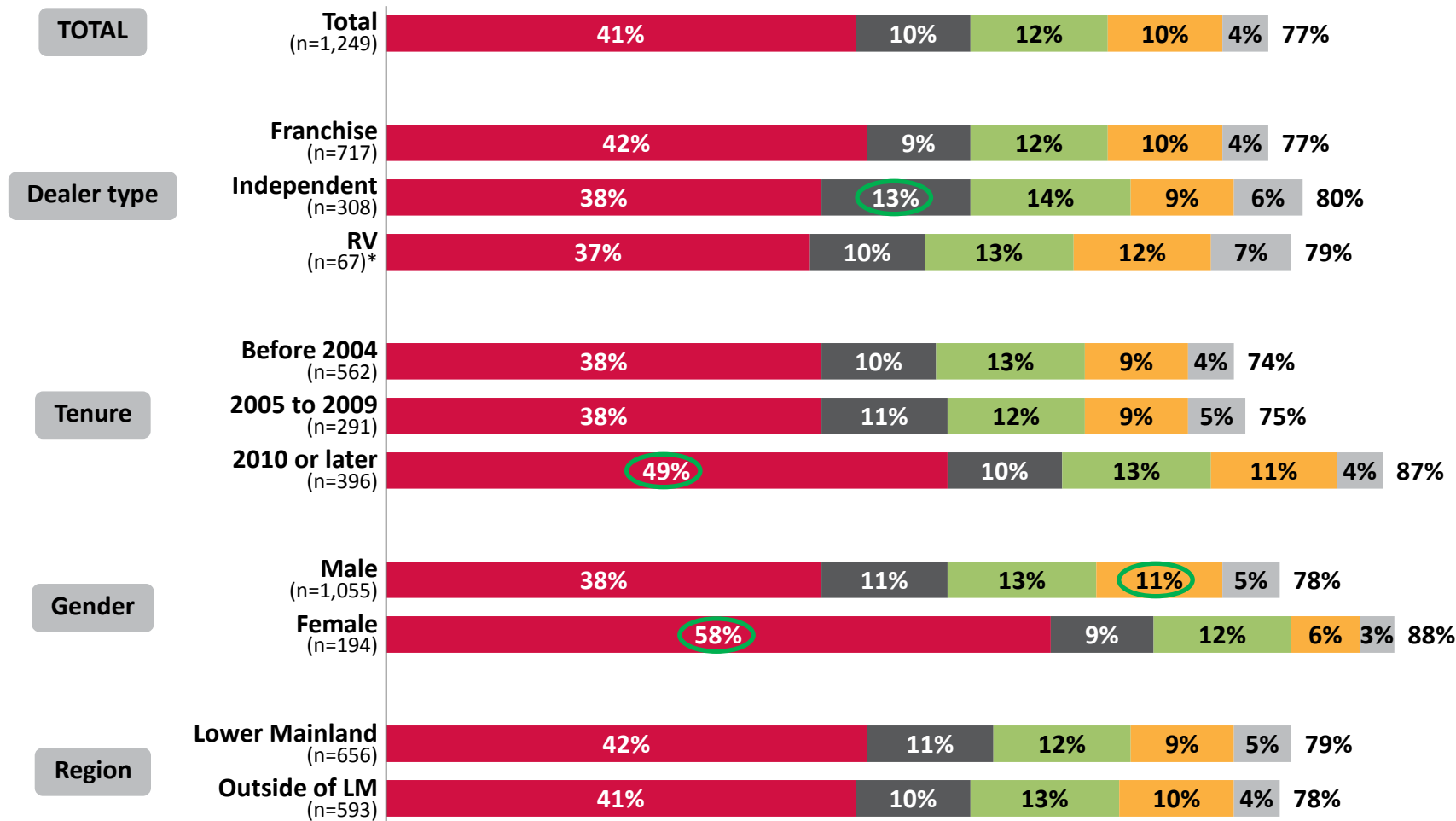
Significantly higher than one or more sub-groups.

# Satisfaction with Helpfulness of Information on VSA Website

## Salespeople

- Similarly, the same subgroups (females/licenced since 2010 or later) rate more positively regarding the helpfulness of information on the VSA website.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

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.

# Appendix 3:

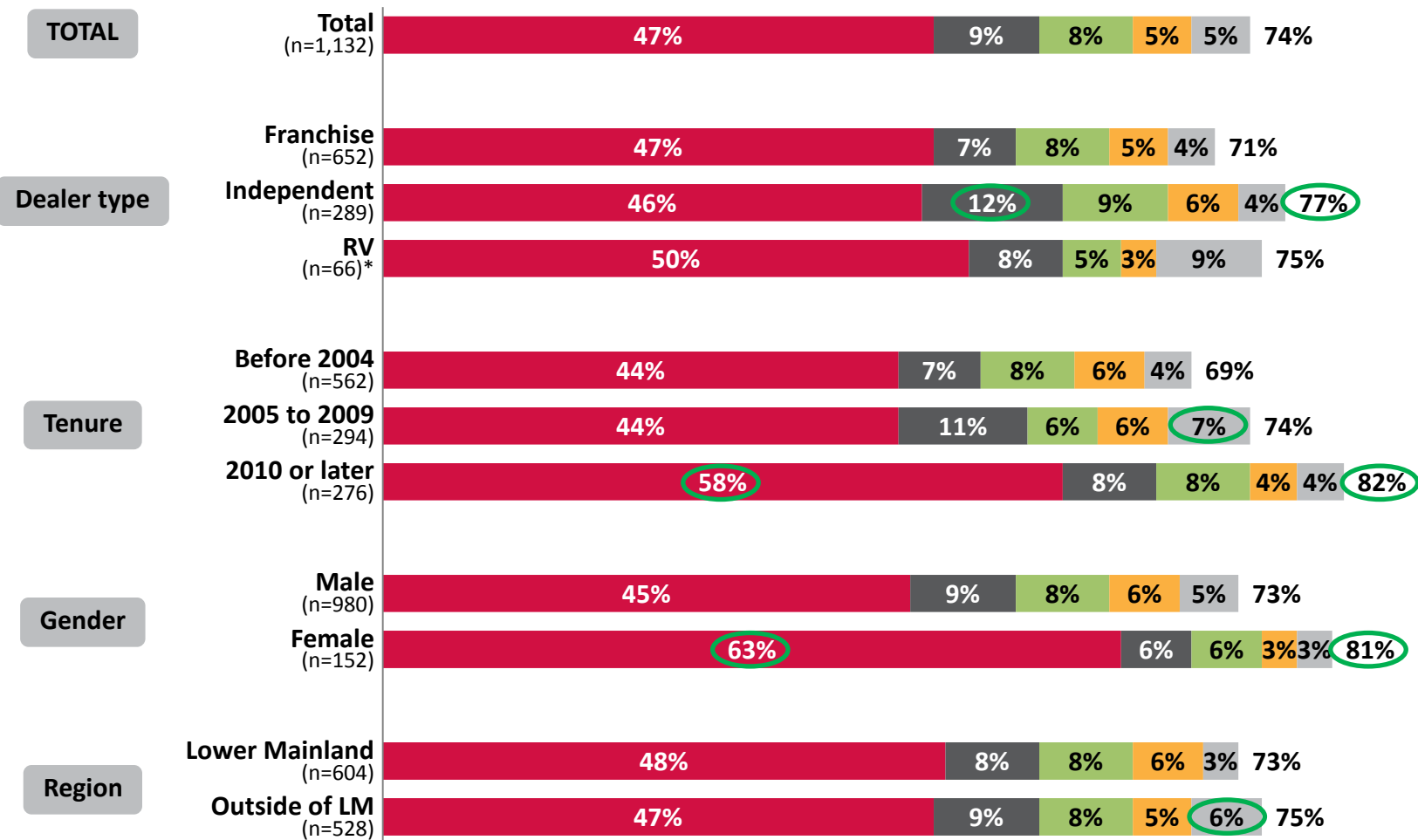
Salesperson Licence Renewal by Subgroup

# Satisfaction with Salesperson Licence Renewal

## Salespeople

- Ratings for the licence renewal process are highest among those who are females, who work with an independent dealership or those have had their licence since 2010 or later.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* 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.

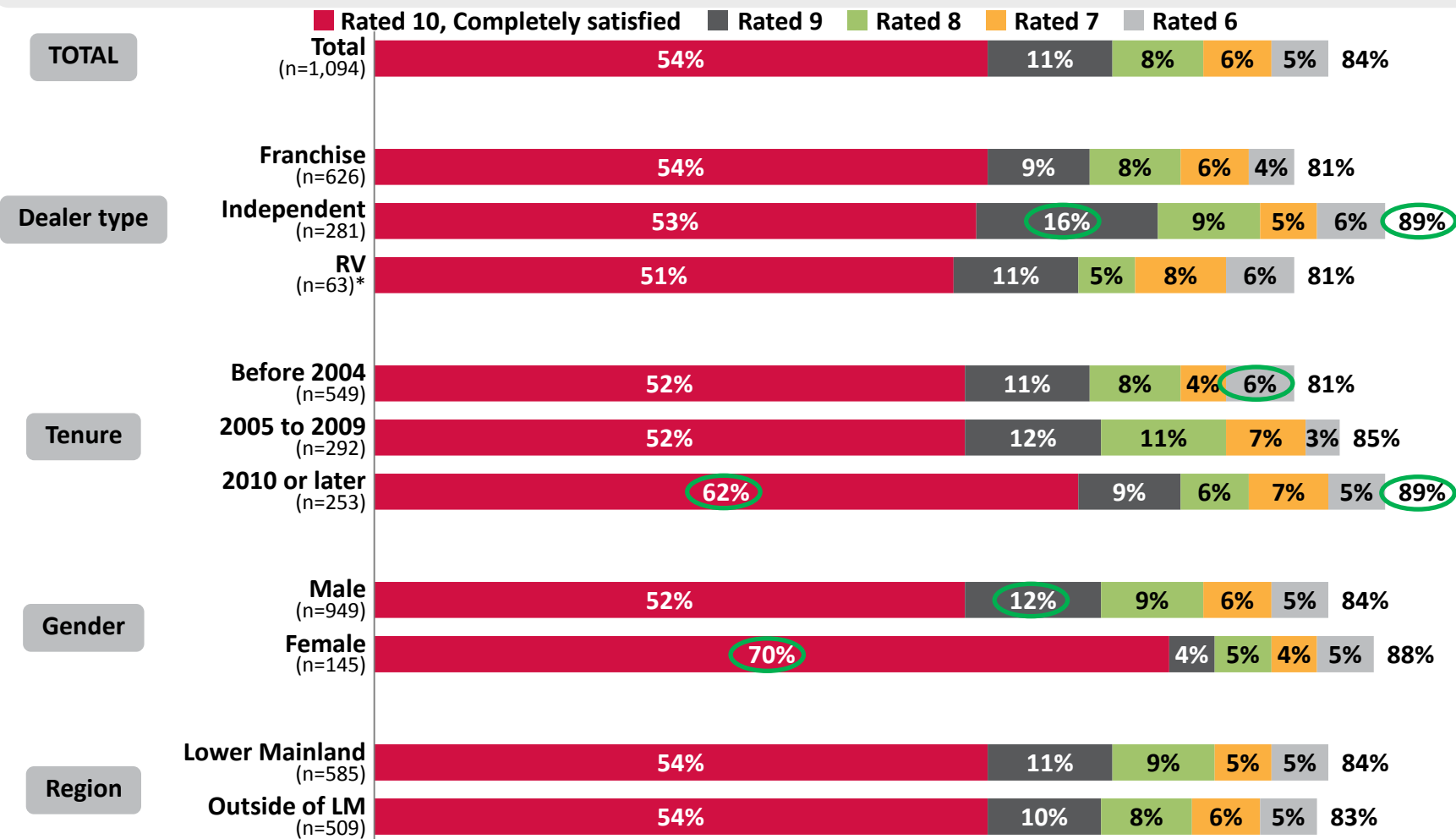
Significantly higher than one or more sub-groups.



# Satisfaction with Speed of Renewal Completion

## Salespeople

- Those who work at an independent auto dealership are more likely to feel satisfied about the speed of renewal completion compared to those who work for other dealership types. Salespeople who have been in the industry since 2010 or later or who are females are more likely to award perfect scores (10 out of 10) to this aspect.



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, 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.

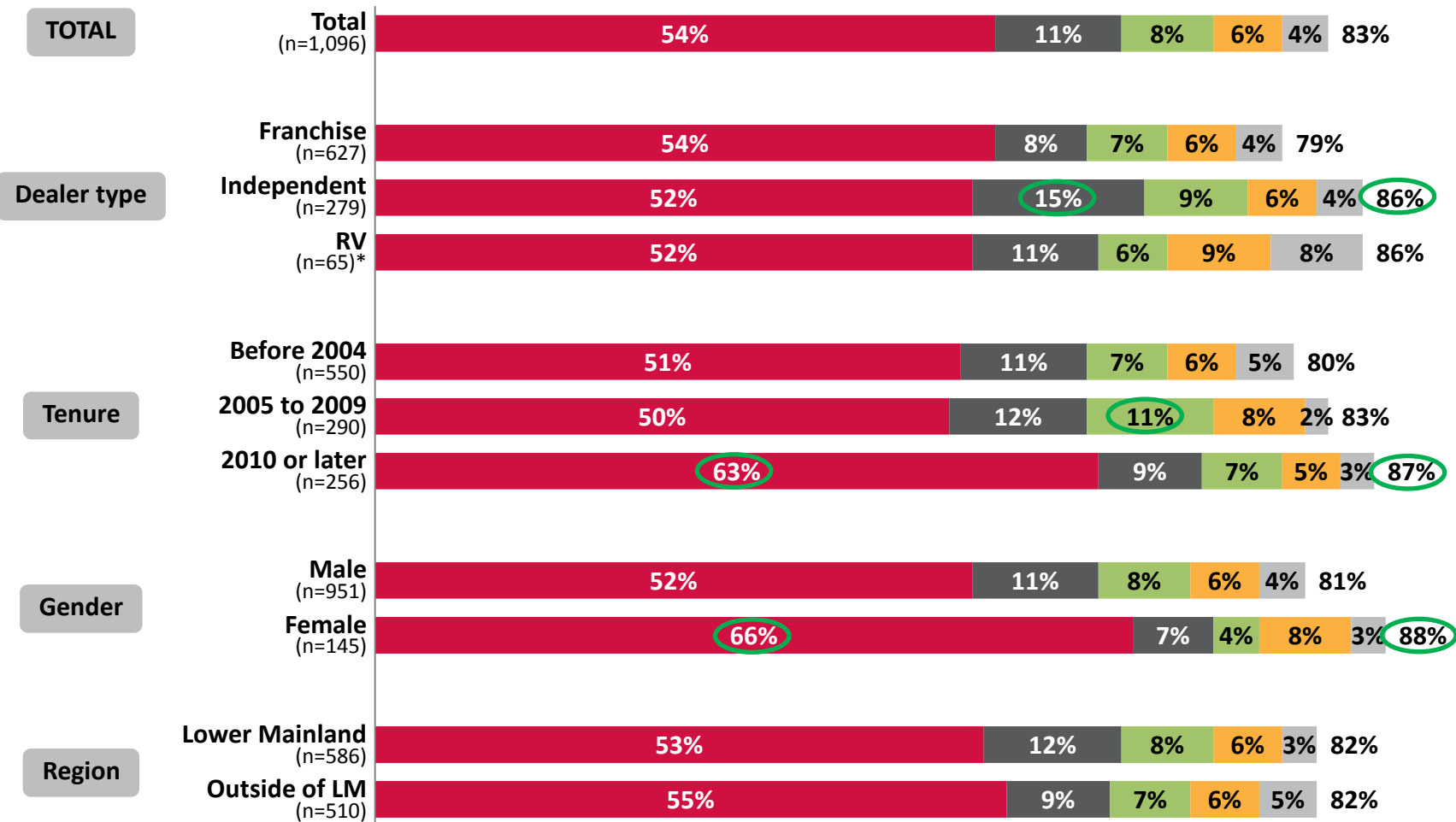
Significantly higher than one or more sub-groups.

# Satisfaction with Ease of Renewal

## Salespeople

- Similarly, those who have had their VSA licence for four years or less or who are females are more likely to feel completely satisfied about the ease of renewal.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, 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.

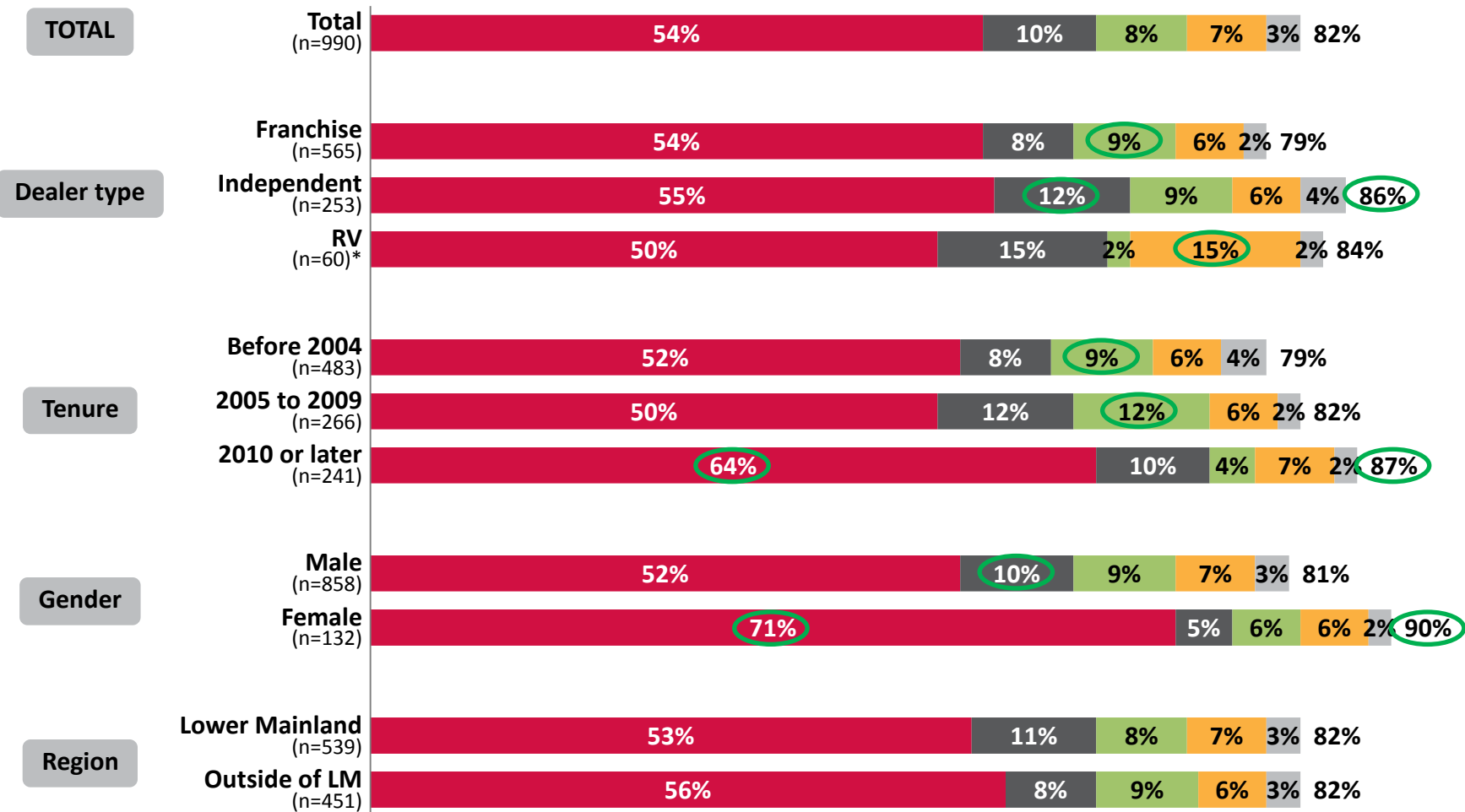
Significantly higher than one or more sub-groups.

# Satisfaction with Service Attitude

## Salespeople

- Nearly all females (90%) feel satisfied with the service attitude during the renewal process, with 71% giving perfect scores (10 out of 10). Satisfaction with service attitude tends to decrease as the tenure increases.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, 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.

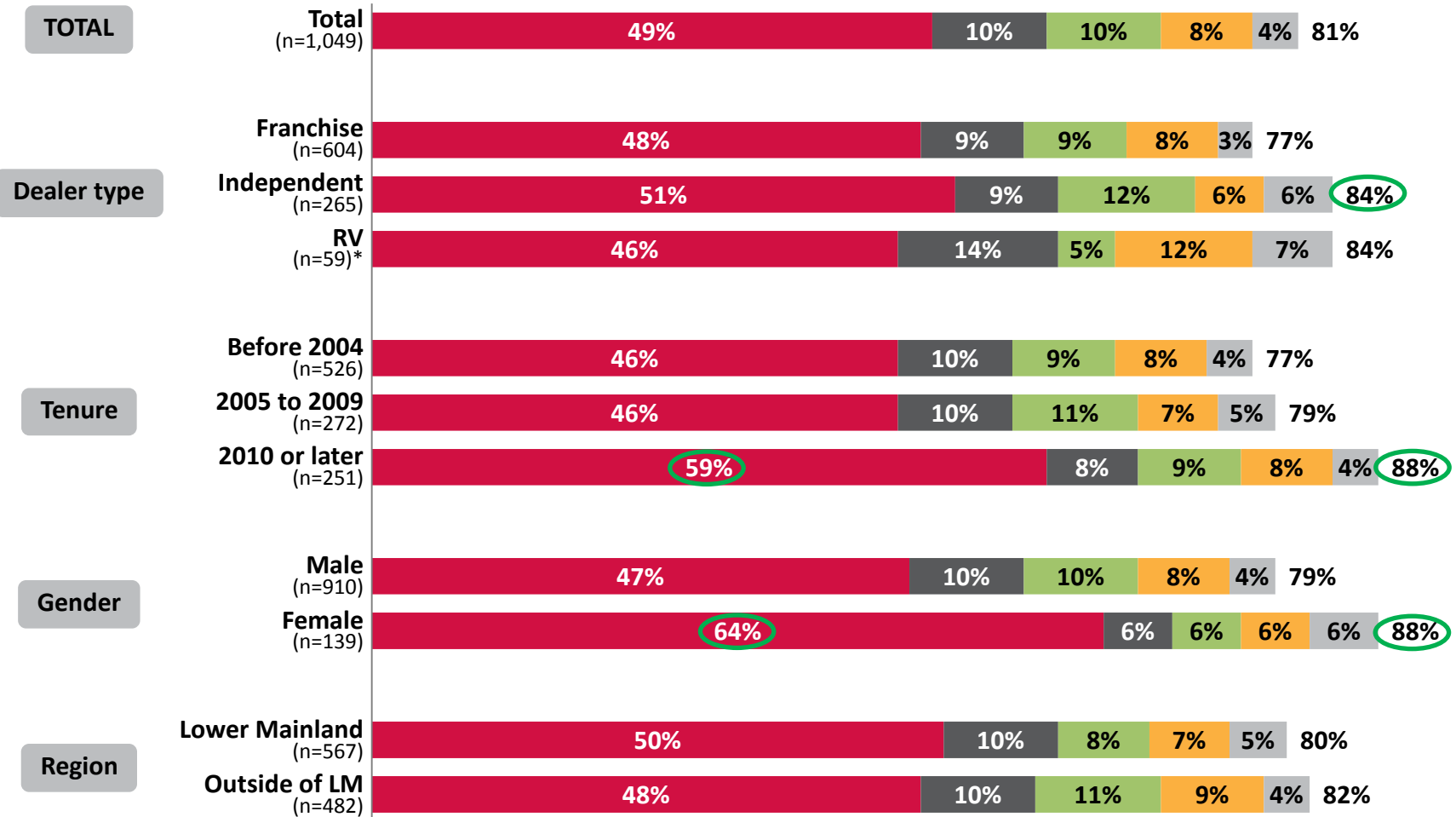


# Satisfaction with Helpfulness of Information Provided

## Salespeople

- Compared to their counterparts, those who have been in the industry for 4 years or less or who are females are more likely to find the information provided by the VSA during the renewal process to be helpful.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, 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.

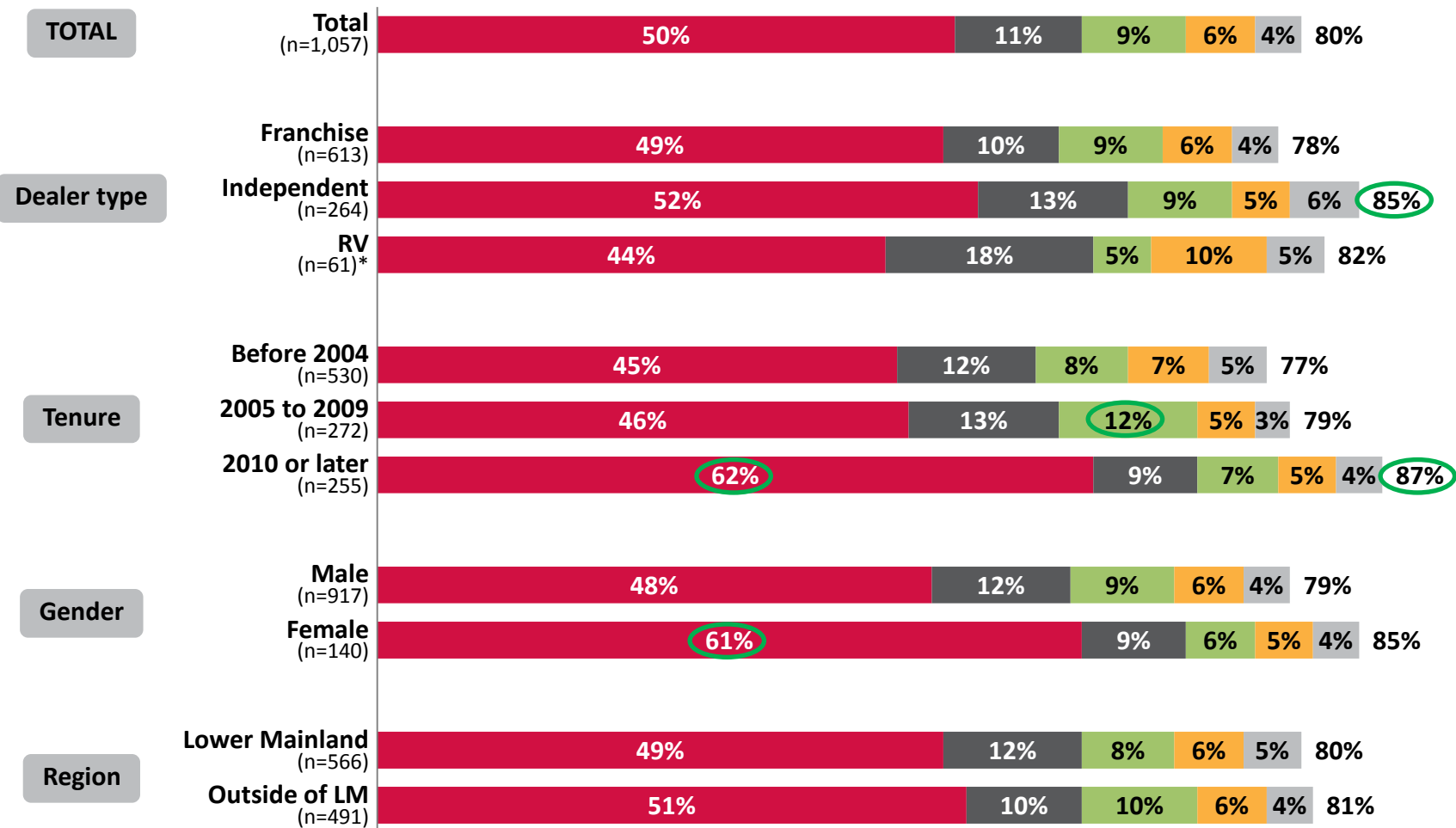
Significantly higher than one or more sub-groups.

# Satisfaction with Completeness of Information Provided

## Salespeople

- Over 60% of salespeople who have had a VSA licence since 2010 or later or who are females feel completely satisfied with the completeness of information provided.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, 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.

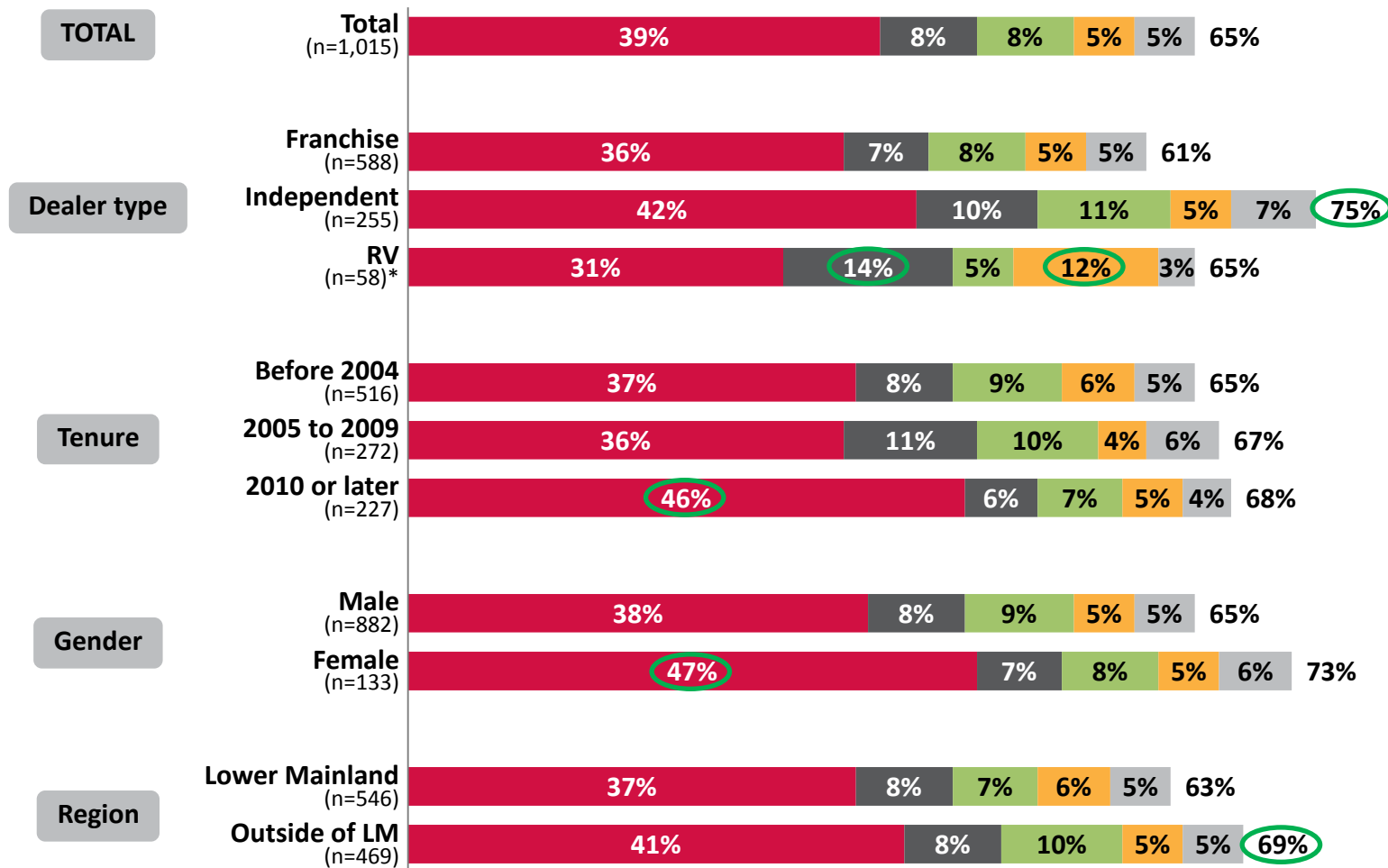
Significantly higher than one or more sub-groups.

# Satisfaction with Discount for Renewing Online

## Salespeople

- Although discount for renewing online is currently rated as the lowest element of the renewal process, those who work for an independent dealership or who are females are more likely to give a top 5 box rating of over 70%. Salespersons outside the lower mainland also give significantly higher positive ratings for this measure.

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



75%

14%

12%

46%

47%

69%

○ Significantly higher than one or more sub-groups.

Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, 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:

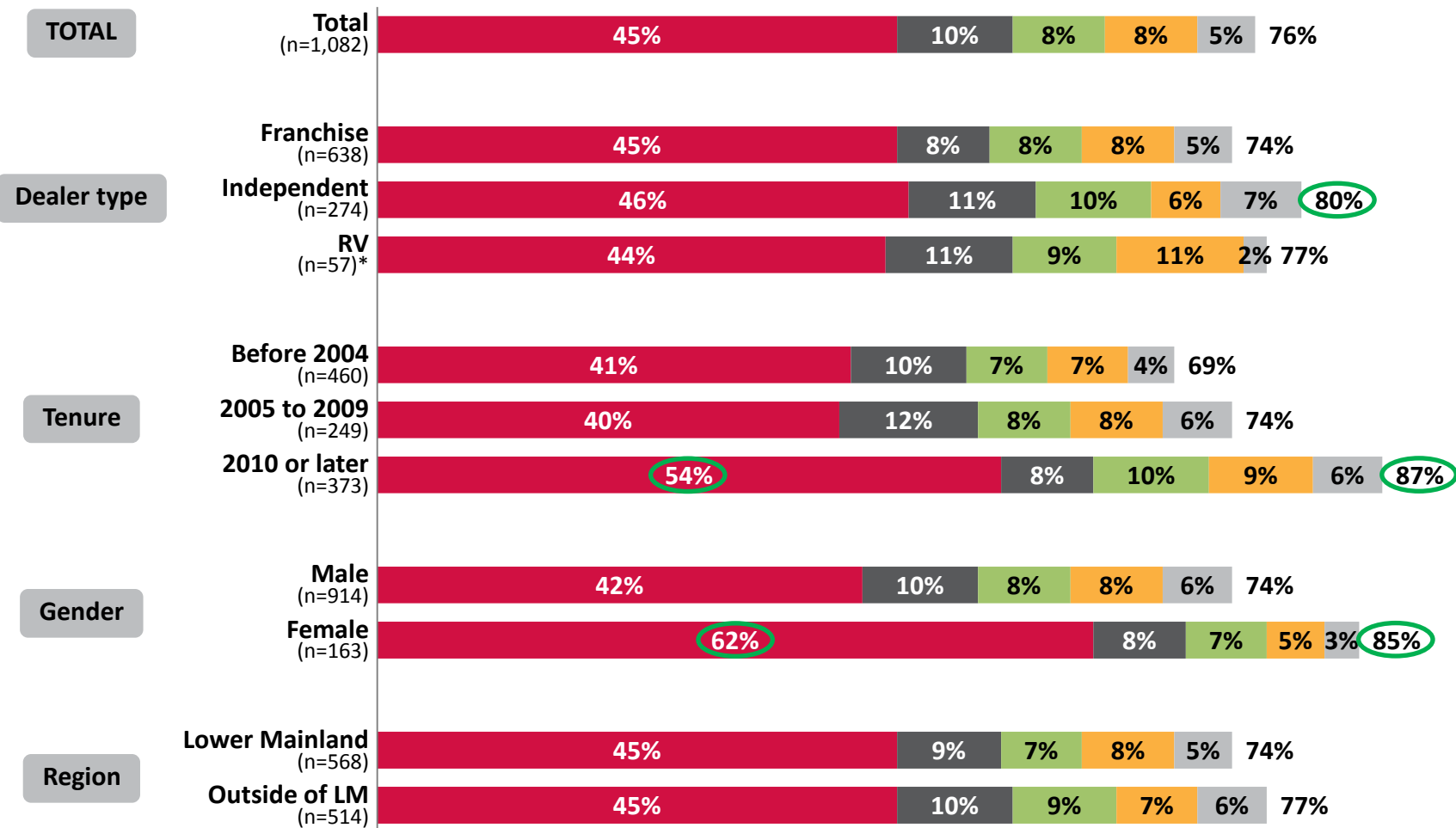
Salesperson Licence Application by Subgroup

# Satisfaction with Salesperson Licence Application

## Salespeople

- Again, those who have only been in the industry for 4 years or less or who are females tend to feel more positive about the salesperson licence application compared to other subgroups.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* 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.

Significantly higher than one or more sub-groups.

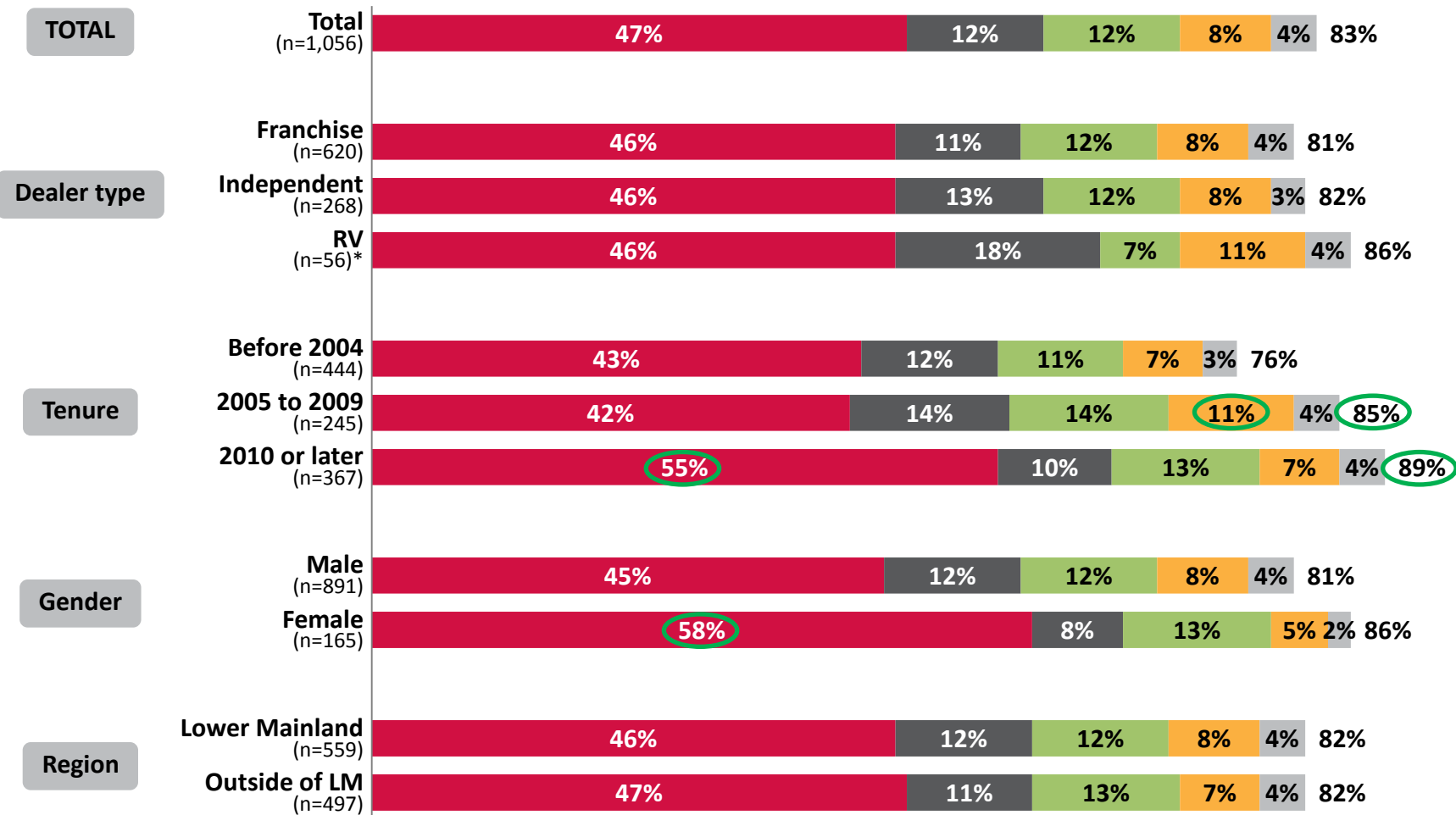


# Satisfaction with the Ease of Completing the Application

## Salespeople

- A large majority find it easy to complete the licence application, particularly for those who have had their VSA licence since 2005 or later.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

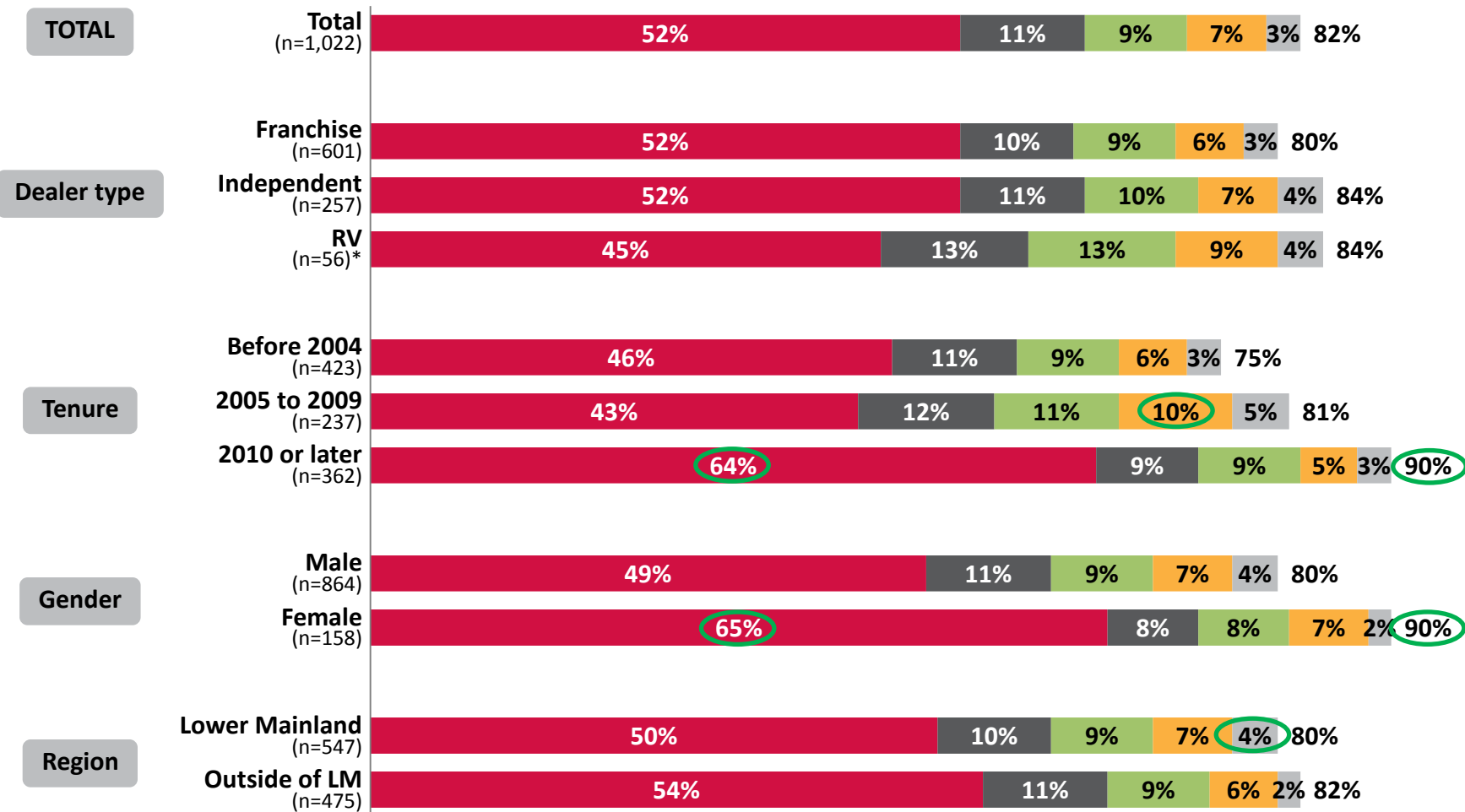
Significantly higher than one or more sub-groups.

QB2. Now I would like to ask you some specific questions about the salesperson application process you, as a salesperson, 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 Salespeople

Those who are newer in the industry (joined 2010 or later) or who are females are particularly satisfied with the service attitude of the VSA employees, where more than half would award perfect scores (10 out of 10) to them.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

QB2. Now I would like to ask you some specific questions about the salesperson application process you, as a salesperson, 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.

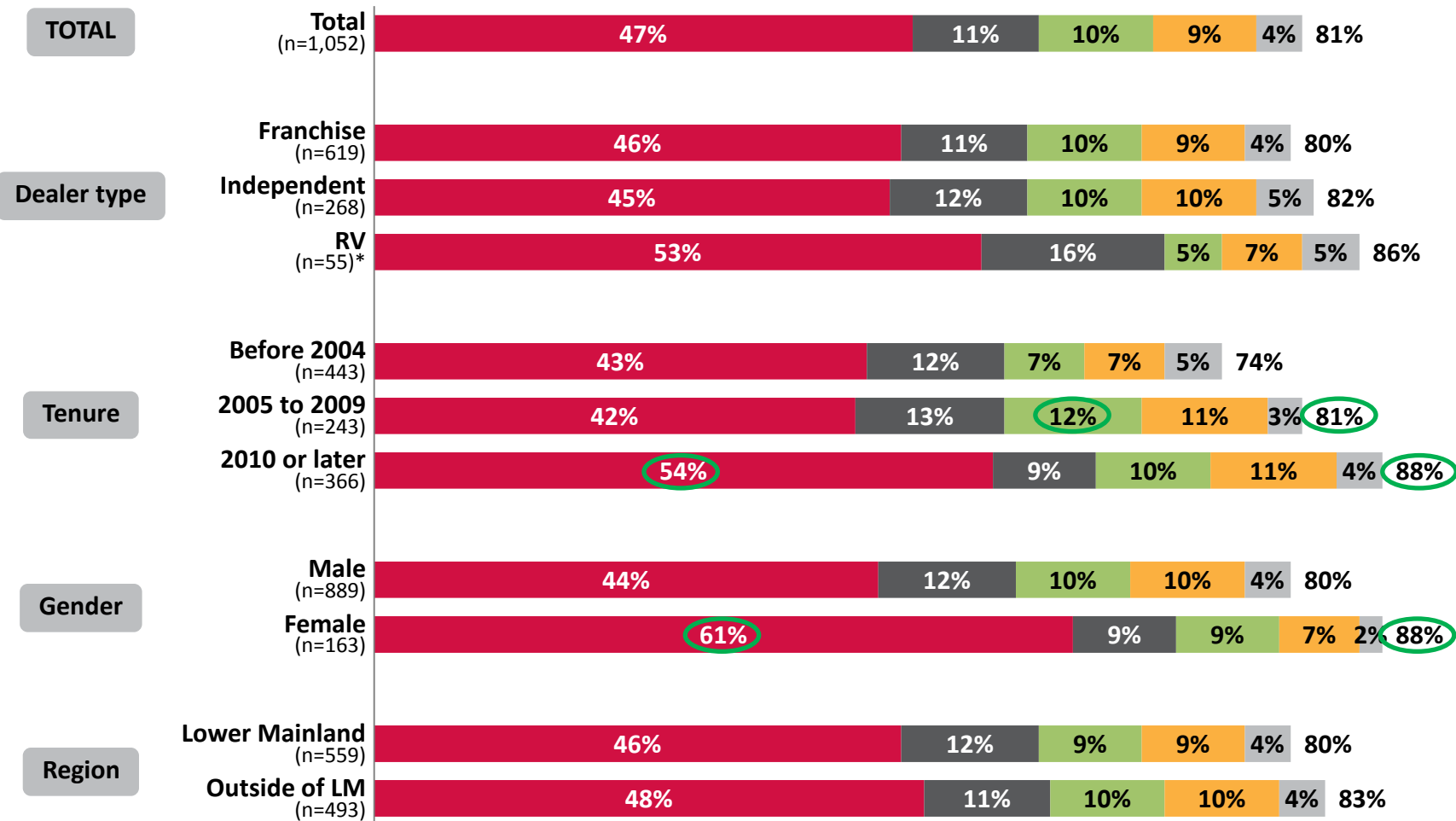


# Satisfaction with Speed of Completing the Application

## Salespeople

- Again, those who have had their VSA licence since 2010 or later or who are females are more likely to give a rating of 10 out of 10 to the speed of completing the application compared to their counterparts.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

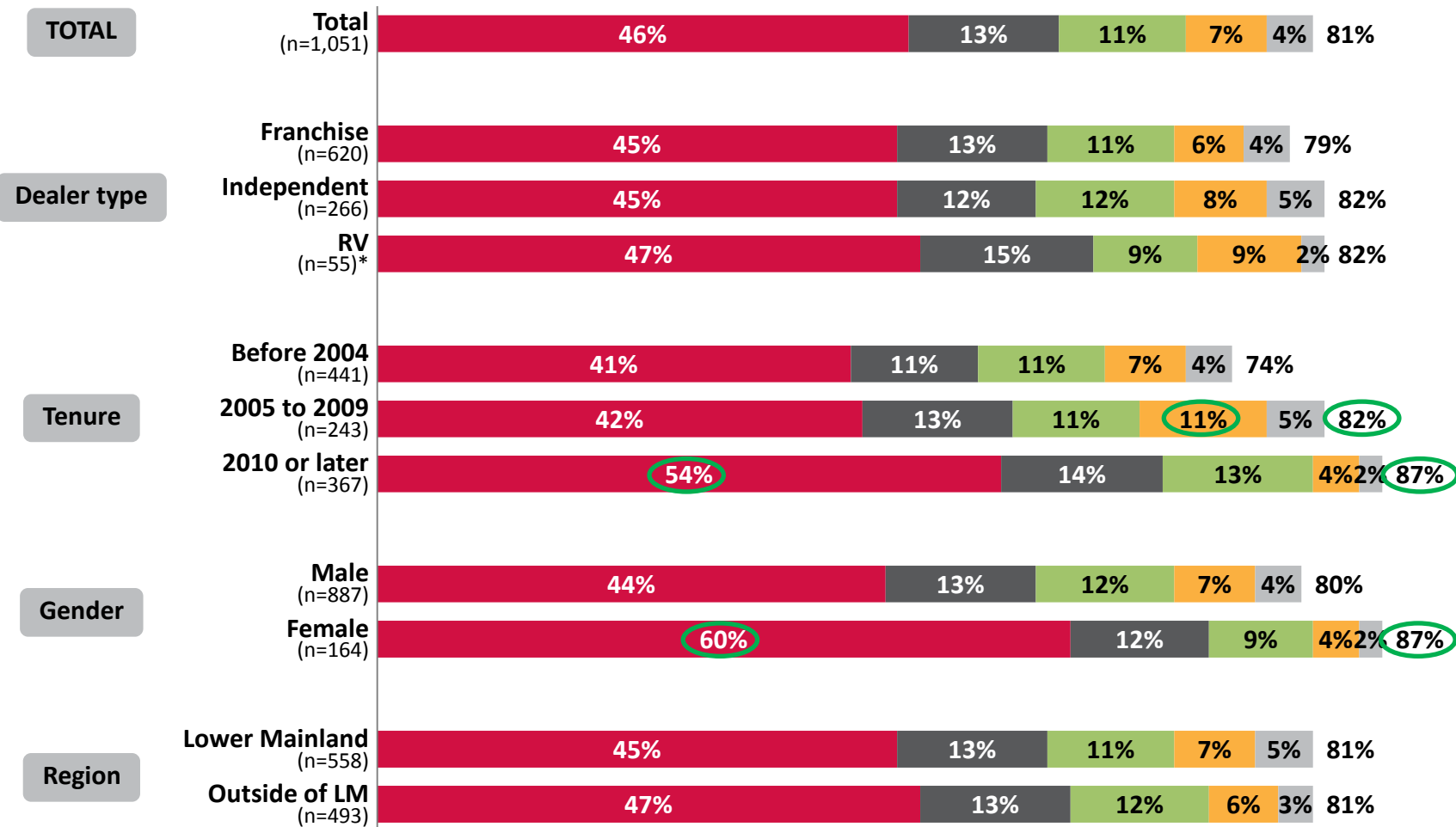
QB2. Now I would like to ask you some specific questions about the salesperson application process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with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

# Satisfaction with the Completeness of Information Provided

## Salespeople

- Similarly, those who have been in the industry since 2010 or later or who are females feel more positive about the completeness of the information provided.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

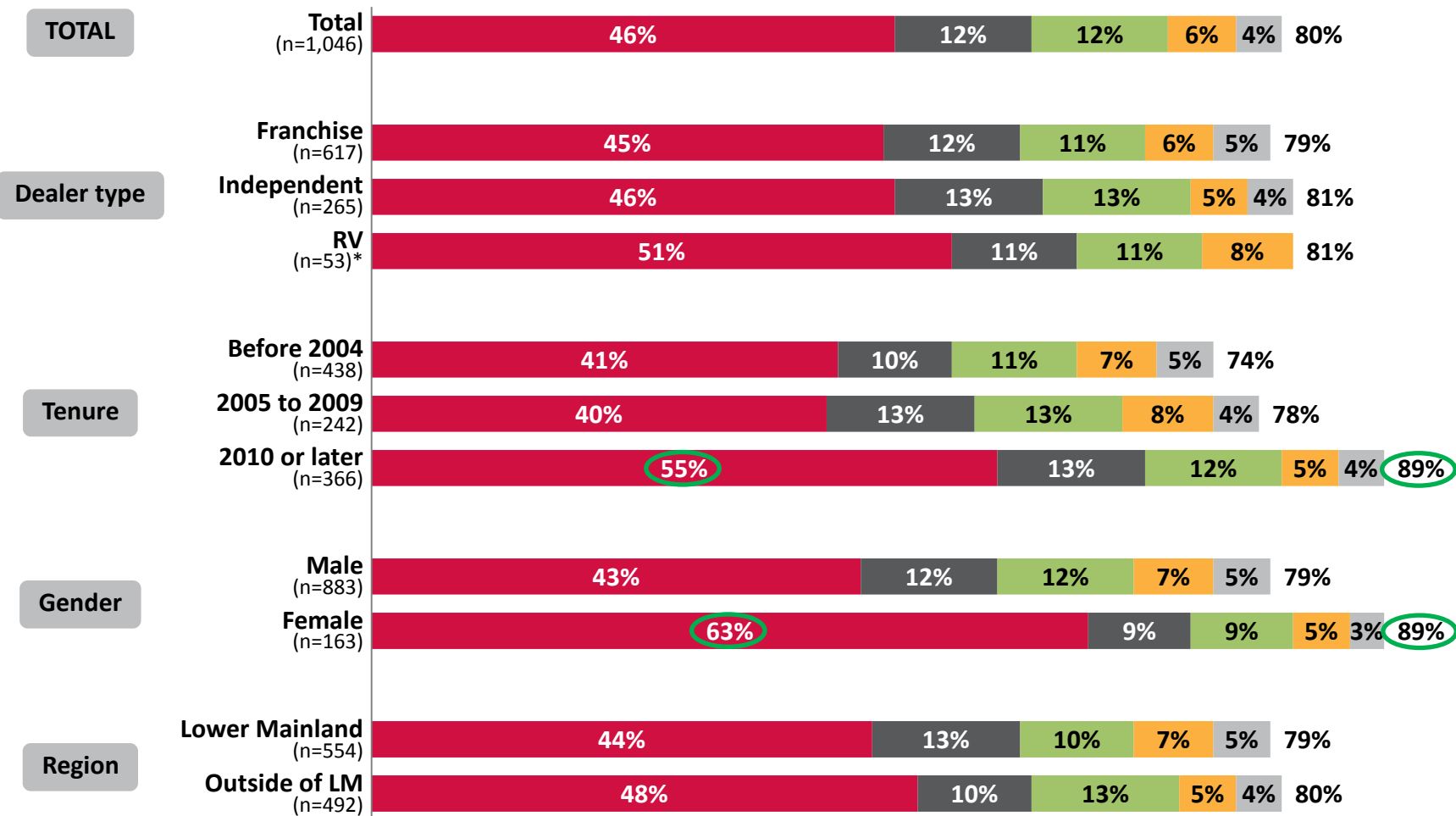
QB2. Now I would like to ask you some specific questions about the salesperson application process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with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

Significantly higher than one or more sub-groups.

# Ipsos Satisfaction with the Helpfulness of Information Provided Salespeople

Compared to their counterparts, those who have been in the industry for 4 years or less or who are females tend to find the information received from the VSA to be more helpful.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

QB2. Now I would like to ask you some specific questions about the salesperson application process you, as a salesperson, 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.

# Appendix 5:

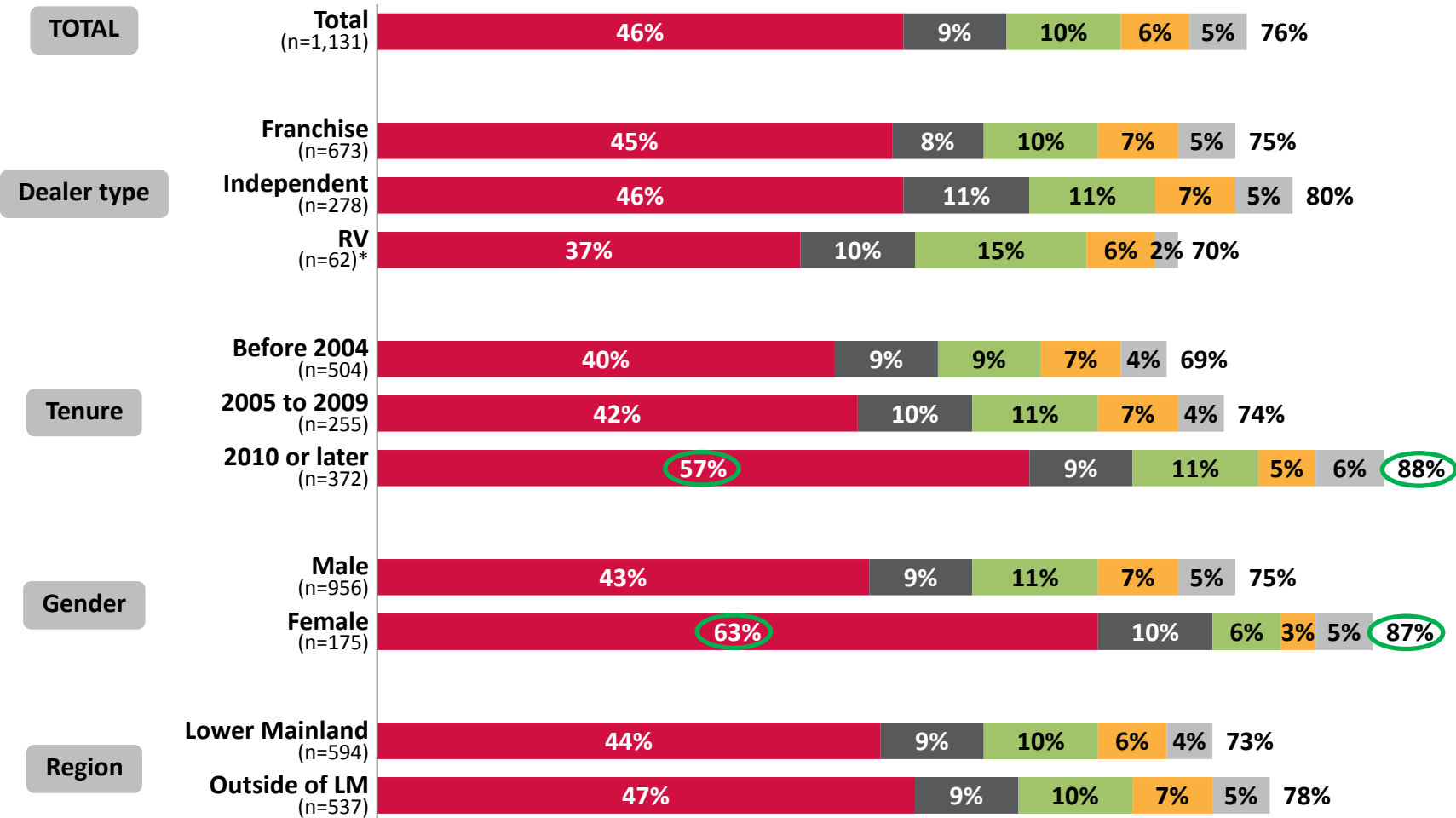
## VSA Courses by Subgroup

# Satisfaction with Course Registration

## Salespeople

■ In terms of course registration, those who are newer in the industry (joined 2010 or later) or who are females tend to be more satisfied with this aspect. Specifically, they are more likely than their counterparts to give a perfect score (10 out of 10).

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* 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.

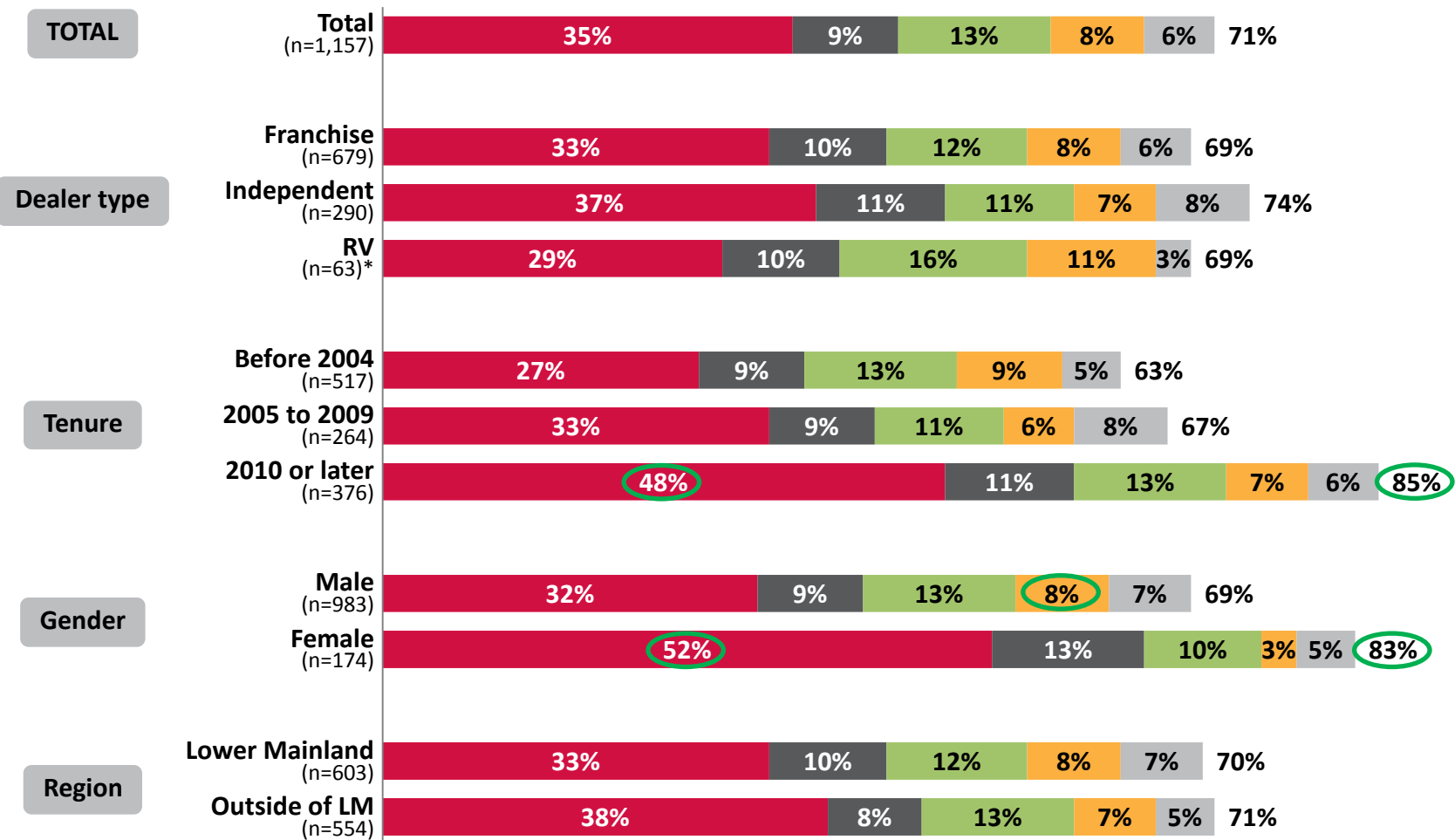
Significantly higher than one or more sub-groups.

# Satisfaction Course Relevance and Quality

## Salespeople

Course relevance and quality is rated more highly among females or those who have been in the industry for 4 years or less.

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



Note: Base size too small to report MC Dealerships.

Base: All respondents, excluding N/A

\* 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.

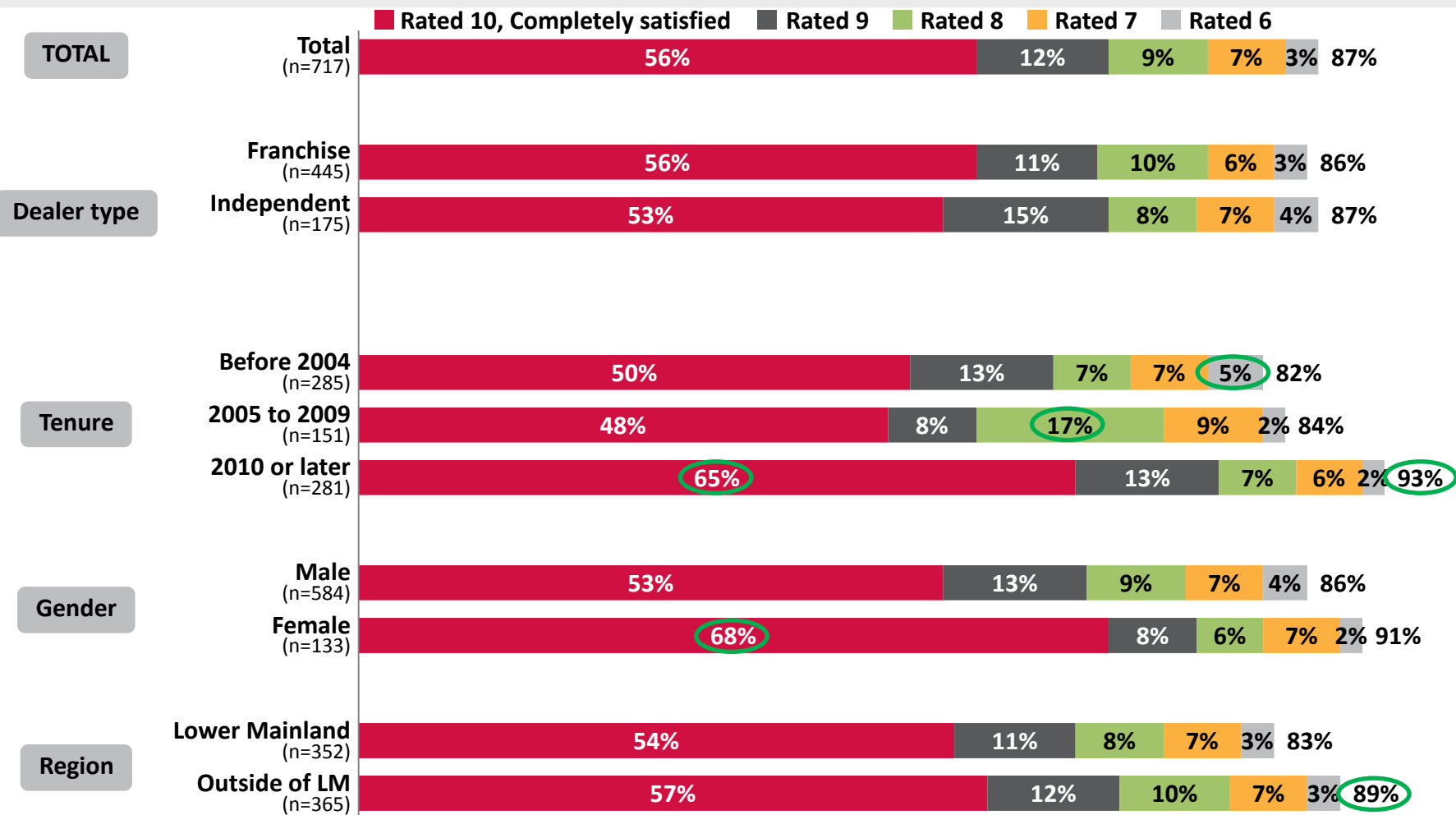
Significantly higher than one or more sub-groups.



# Satisfaction with Service Attitude

## Salespeople

- Those with shorter tenure (2010 or later) or those who live outside of the Lower Mainland are more likely to award high scores to the service attitude of VSA staff compared to their counterparts. Also, those who have only been licenced for 4 years or less or who are females are more likely to feel completely satisfied with the service attitude.



Note: Base sizes are too small to report on RV and MC Dealerships.

Base: Those who took courses, excluding N/A \* Small base size, interpret with caution.

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.

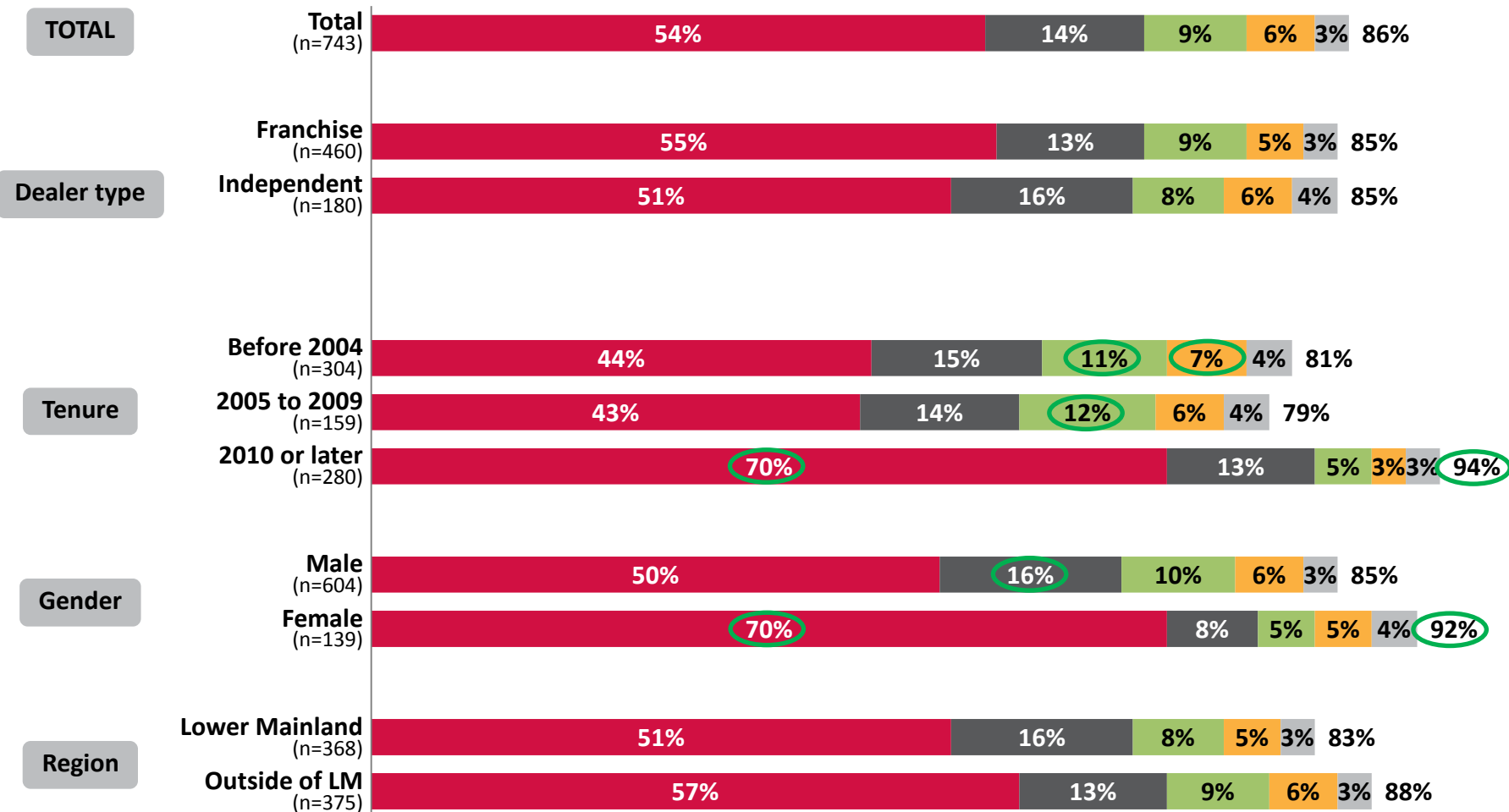
Significantly higher than one or more sub-groups.

# Satisfaction with the Knowledge and Skills of Course Facilitator

## Salespeople

- Satisfaction with the knowledge and skills of course facilitator is highest among female salespeople and those who have had their licence for no more than for four years.

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



Note: Base sizes are too small to report on RV and MC Dealerships.

Base: Those who took courses, excluding N/A      \* Small base size, interpret with caution.

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.

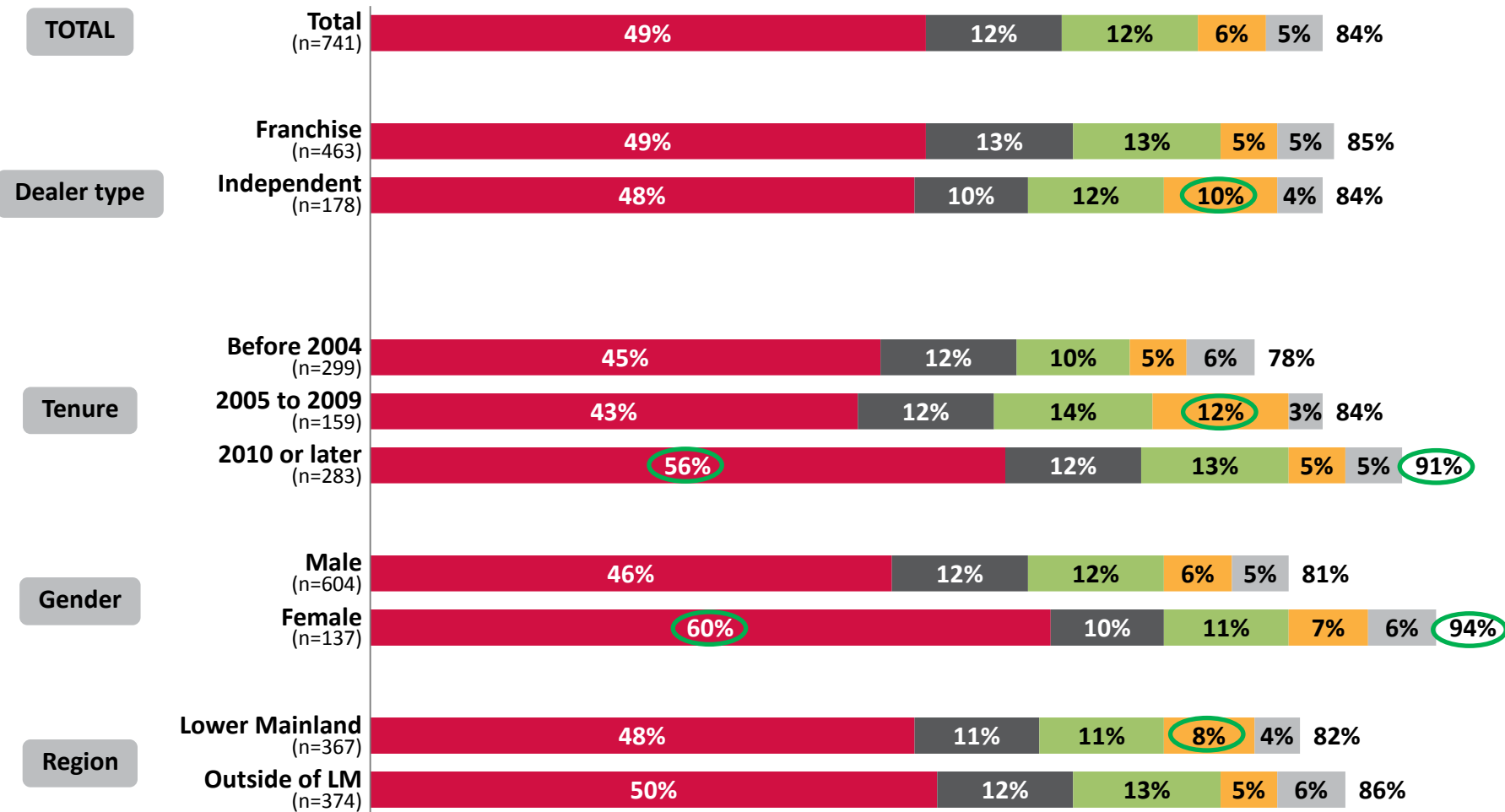
Significantly higher than one or more sub-groups.

# Satisfaction with Ease of Completing the Registration

## Salespeople

- Those who are females or who have had their licence for 4 years or less find it easier to complete the registration process than those in other subgroups.

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



Note: Base sizes are too small to report on RV and MC Dealerships.

Base: Those who took courses, excluding N/A      \* Small base size, interpret with caution.

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.

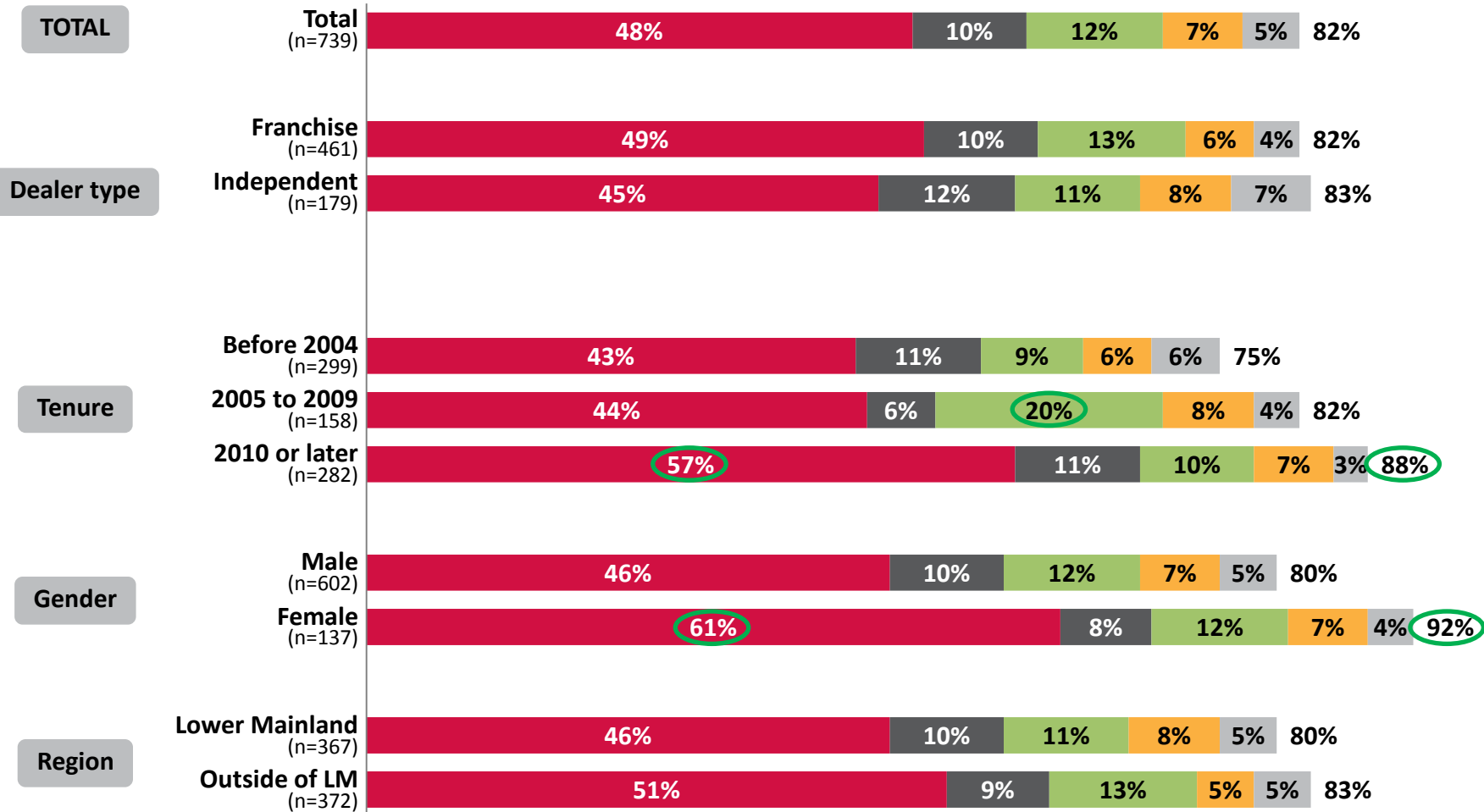
Significantly higher than one or more sub-groups.

# Satisfaction with Speed of Completing the Registration

## Salespeople

Consistent with other findings, those with shorter tenure (2010 or later) or female salespeople are more likely to be satisfied with the speed of completing the registration.

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



Note: Base sizes are too small to report on RV and MC Dealerships.

Base: Those who took courses, excluding N/A    \* Small base size, interpret with caution.

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.

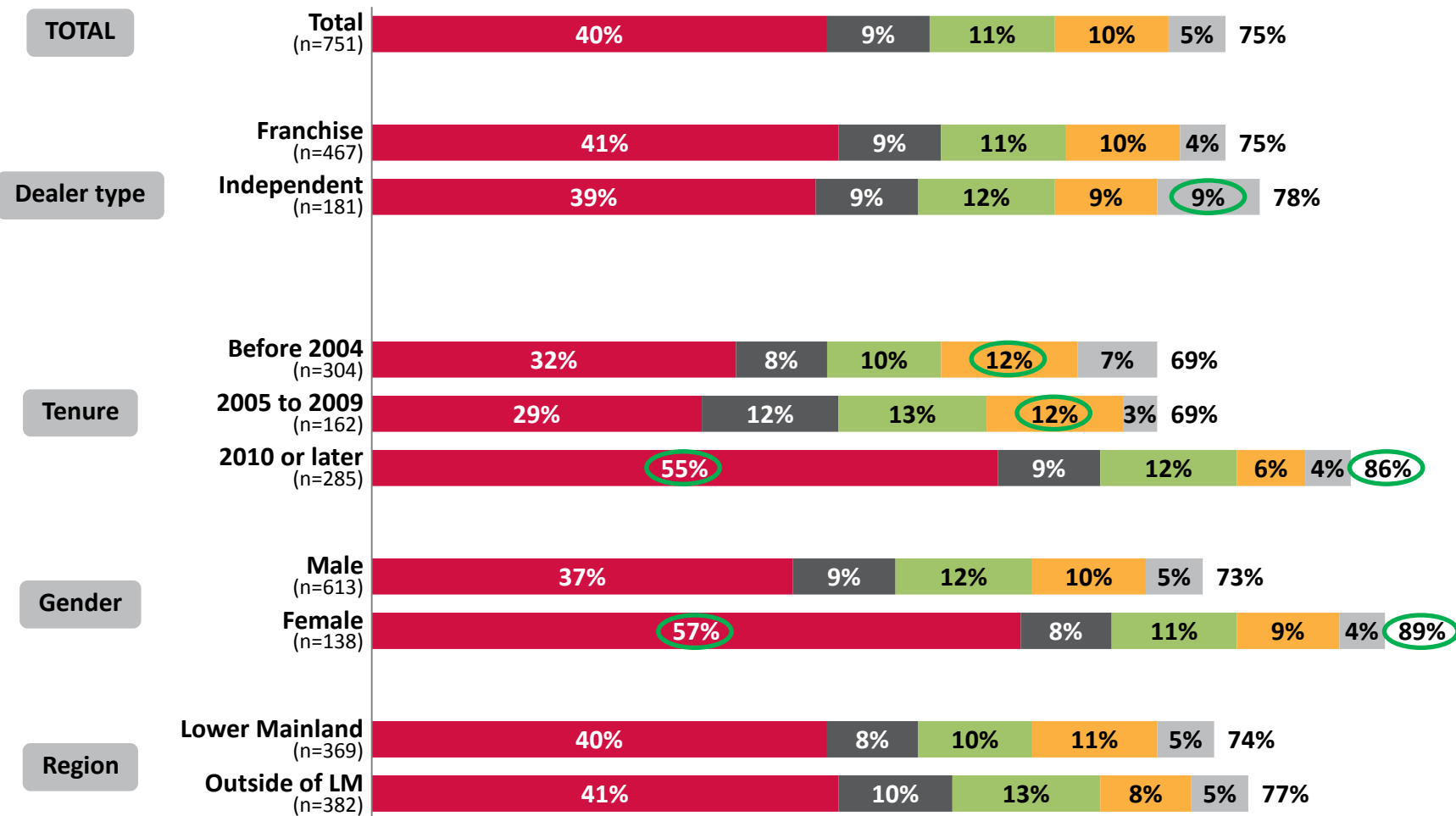
Significantly higher than one or more sub-groups.

# Satisfaction with Helpfulness of the Information in the Course

## Salespeople

Those who are females or newly licensed (4 years of less) are more likely to find the information in the course helpful.

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



Note: Base sizes are too small to report on RV and MC Dealerships.

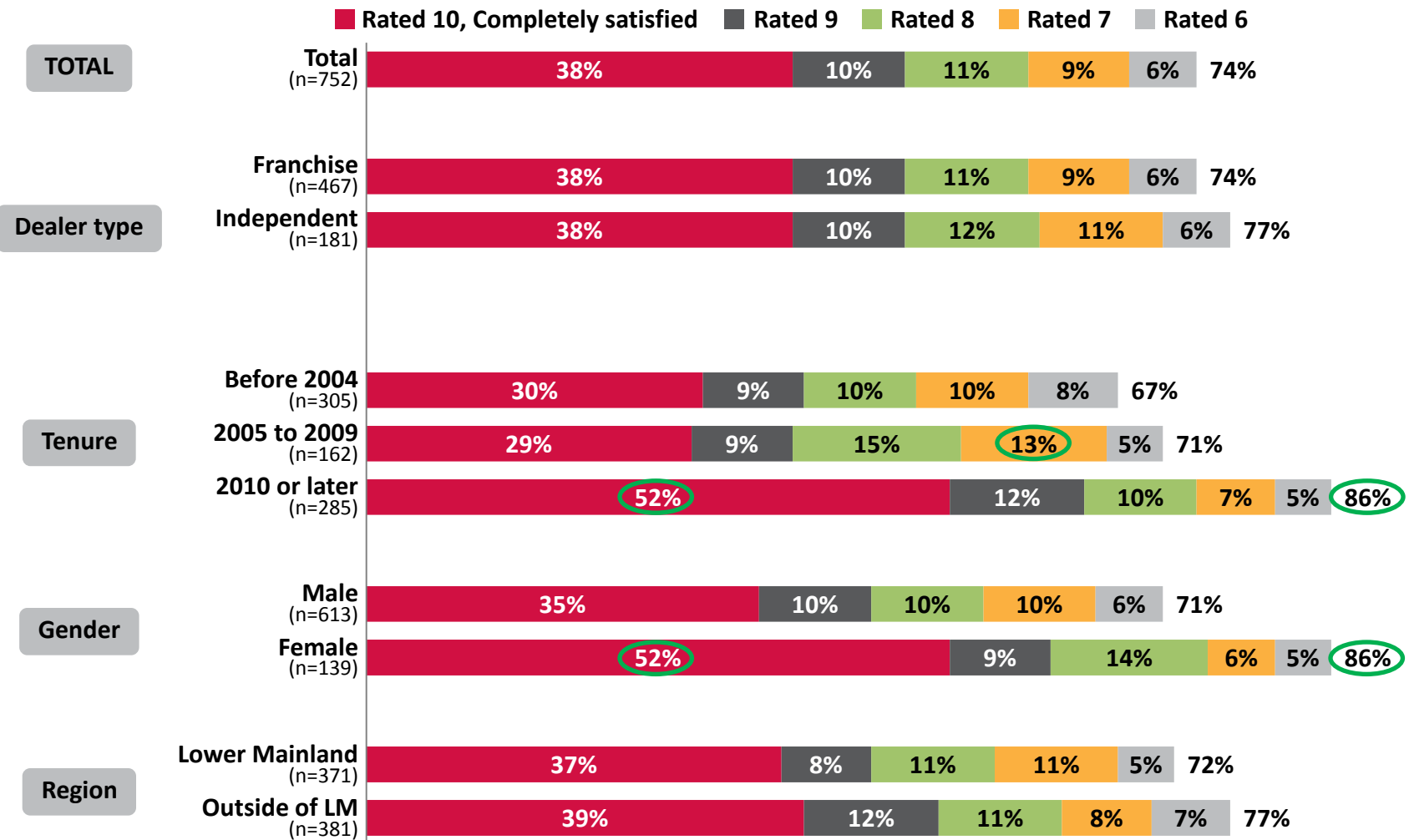
Base: Those who took courses, excluding N/A    \* Small base size, interpret with caution.  
 QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely 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 Overall Course Format and Experience

## Salespeople

- Those with shorter tenure tend to be more satisfied with the overall course format and experience than those with longer tenure. Also, females rate more positively on this attribute compared to males.



Note: Base sizes are too small to report on RV and MC Dealerships.

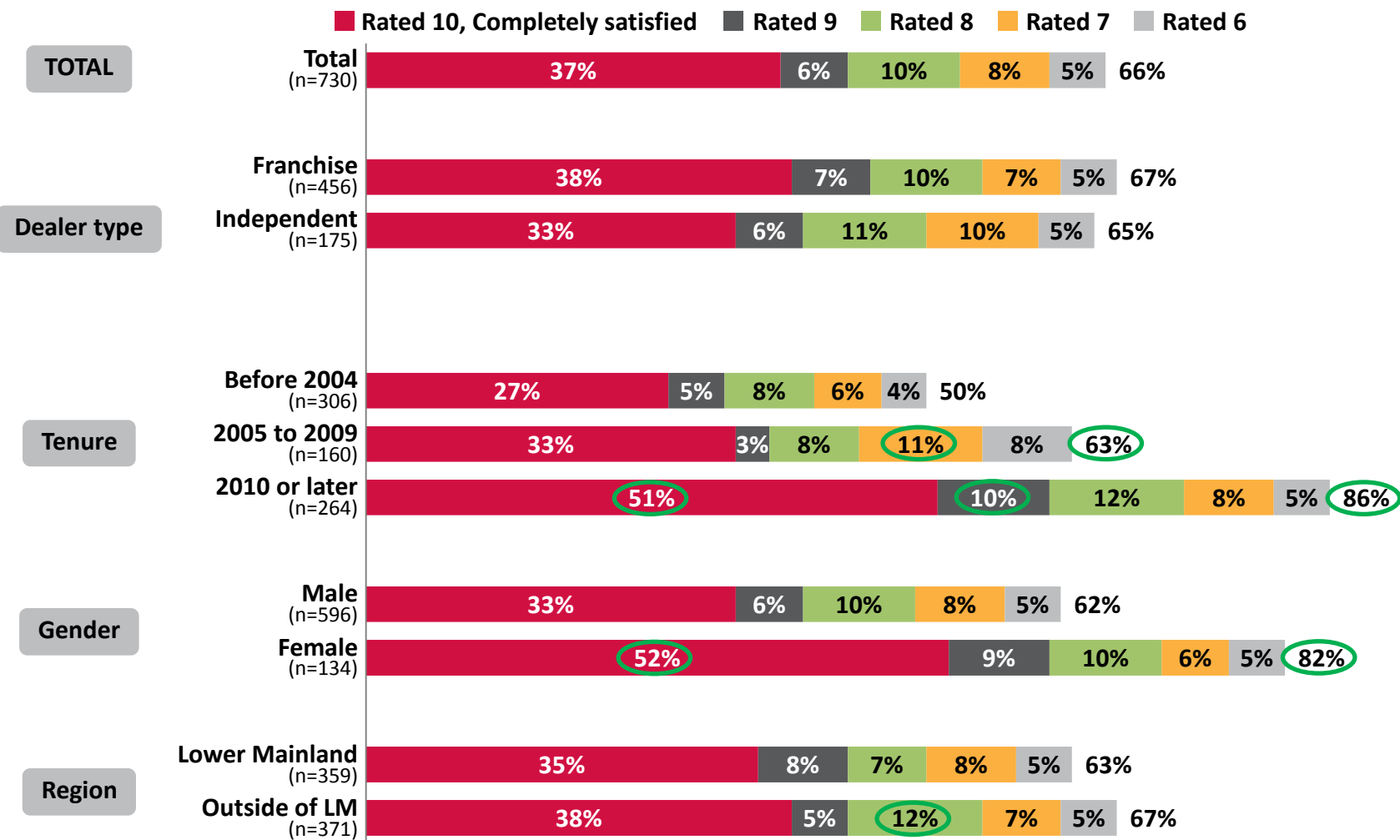
Base: Those who took courses, excluding N/A  
 \* Small base size, interpret with caution.  
 QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely 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 Frequency You Are Required to Attend Courses

## Salespeople

- Satisfaction with the required frequency to attend courses decreases as the tenure of a salesperson increases. As well, females are more likely than males to feel satisfied about the frequency.



Note: Base sizes are too small to report on RV and MC Dealerships.

Base: Those who took courses, excluding N/A \* Small base size, interpret with caution.  
 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.

# Appendix 6:

## Compliance Action by Subgroup

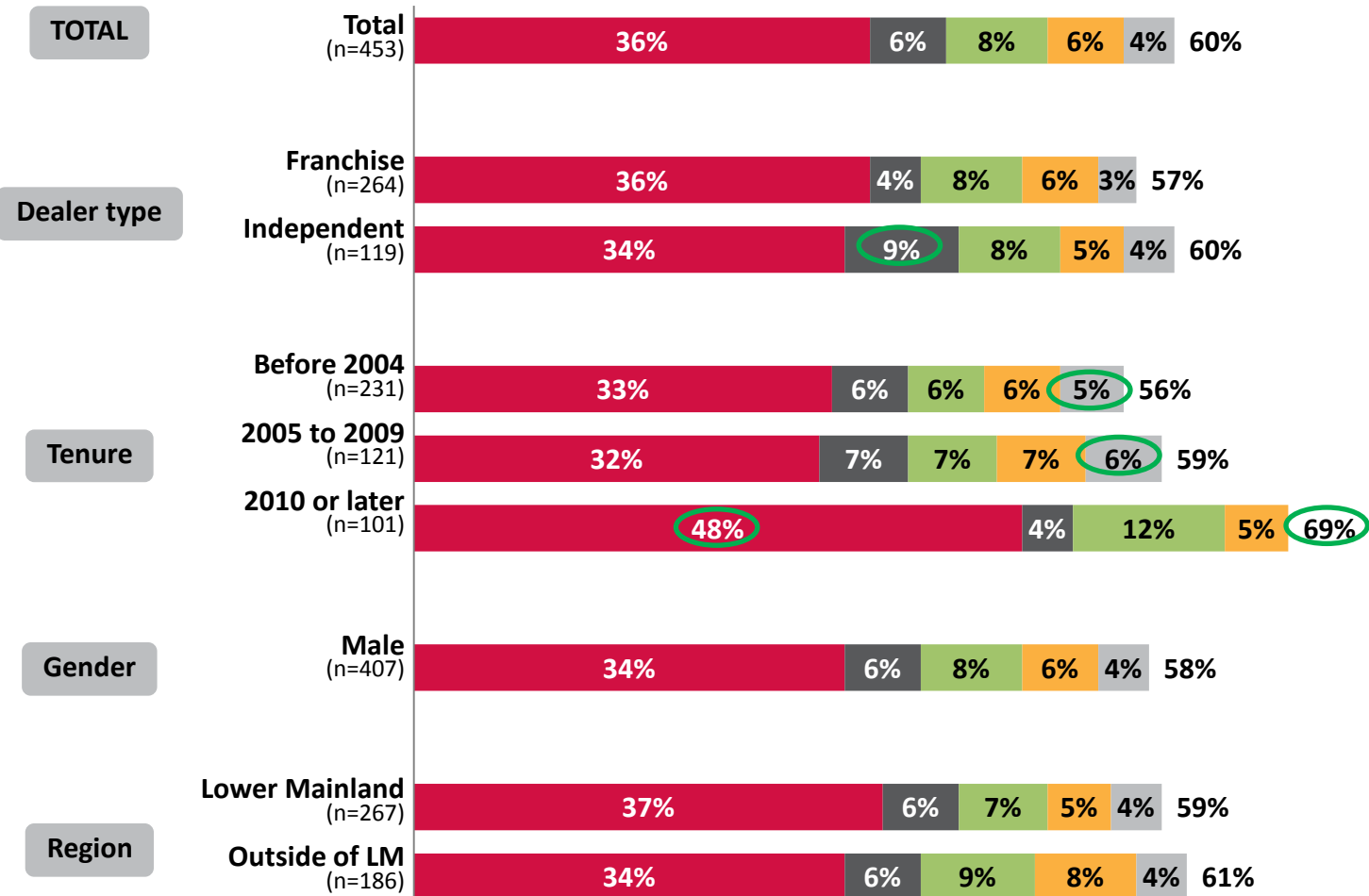


# Satisfaction with Compliance Action of Any Kind

## Salespeople

Salespeople are least satisfied with their interaction with the VSA in regards to compliance action. However, those who have a shorter tenure (joined 2010 or later) tend to be more satisfied with it compared to their counterparts.

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



Note: Base sizes are too small to report on female, RV and MC Dealerships.

Base: All respondents, excluding N/A

\* 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.

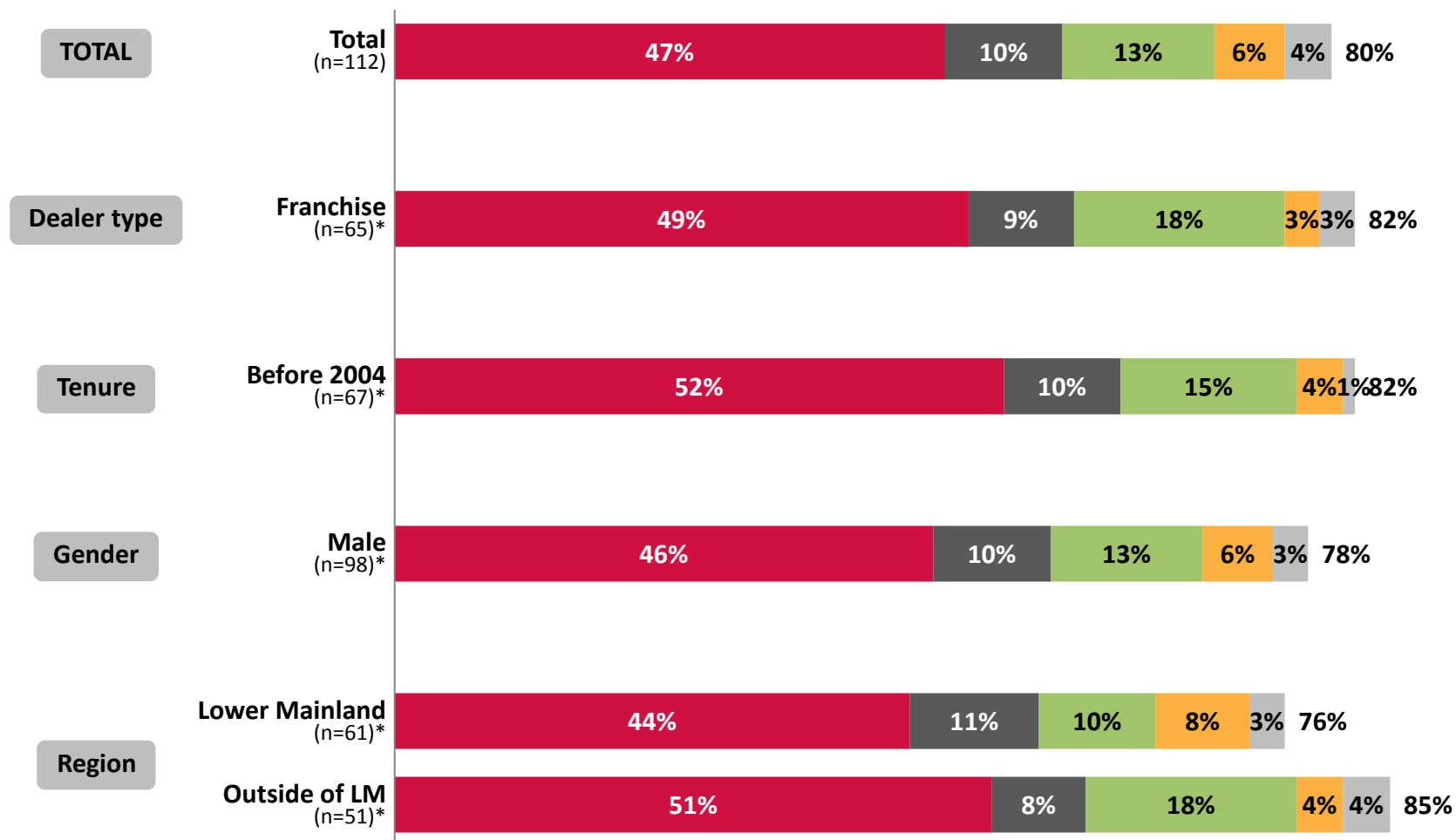
Significantly higher than one or more sub-groups.

# Satisfaction with Service Attitude

## Salespeople

Among the different subgroups, there are no significant differences in their ratings for service attitude.

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



Note: Independent, RV and MC dealers, tenures from 2005 to 2009 and 2010 or later and female base sizes too small to report.

Base: Those who had compliance action, excluding N/A

\* Small base size, interpret with caution.

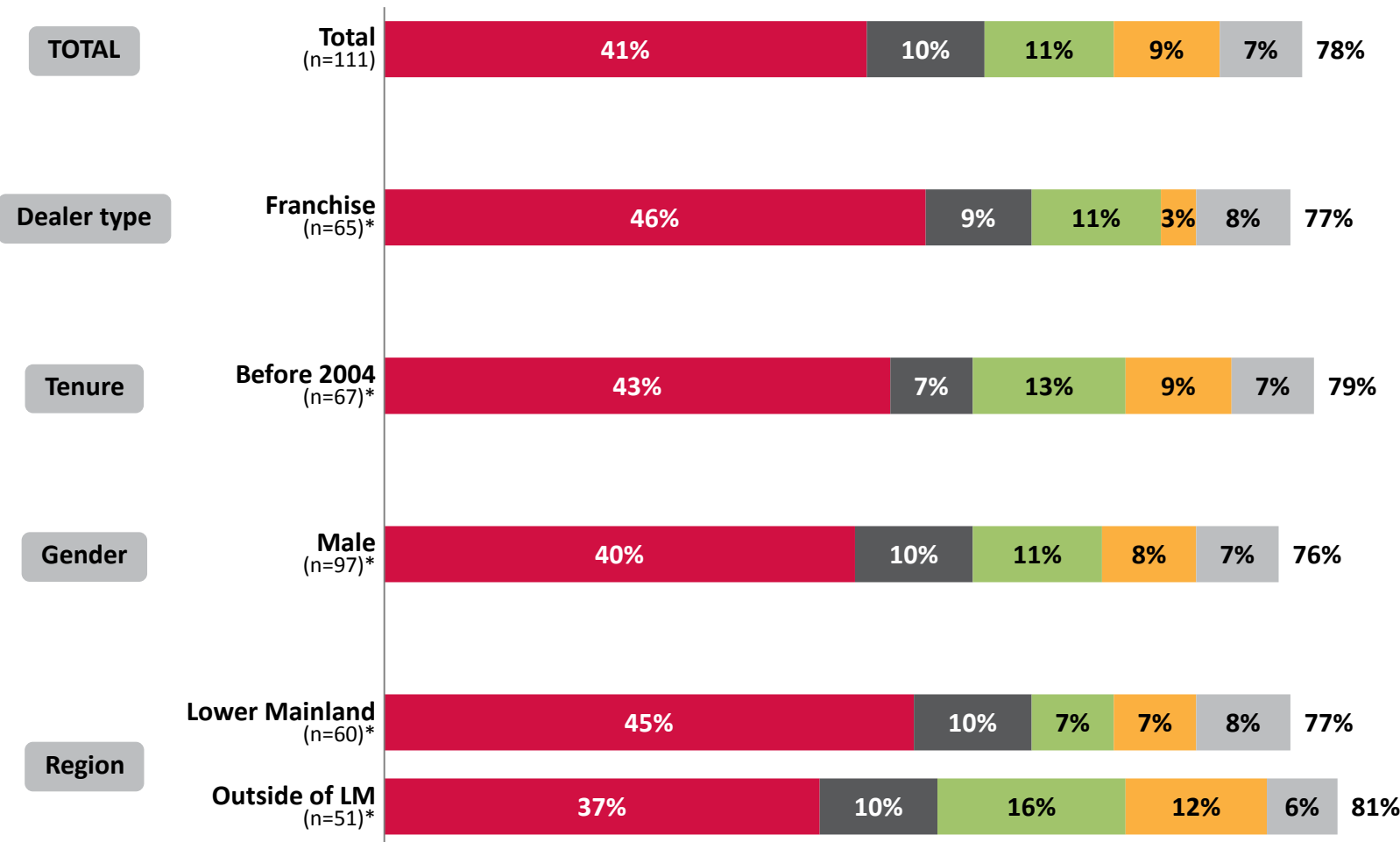
QB7. Now I would like to ask you some specific questions about the compliance action by the VSA, such as a warning letter or hearing, you had with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the compliance action by the VSA.

# Satisfaction with Ease of Completing the Compliance Action

## Salespeople

Approximately three-in-four salespeople are satisfied with the ease of completing the compliance action.

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



Note: Independent, RV and MC dealers, tenures from 2005 to 2009 and 2010 or later and female base sizes too small to report.

Base: Those who had compliance action, excluding N/A

\* Small base size, interpret with caution.

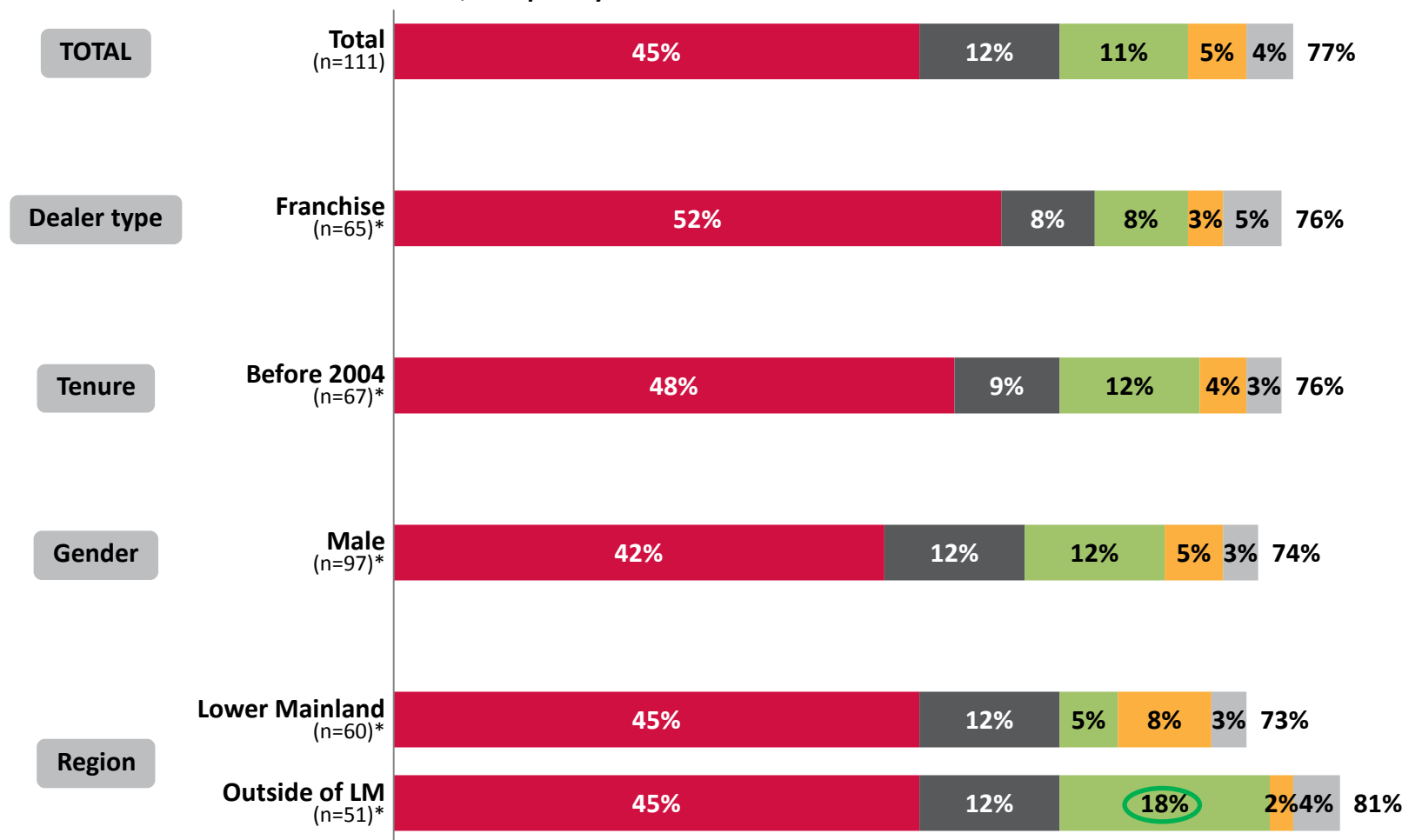
QB7. Now I would like to ask you some specific questions about the compliance action by the VSA, such as a warning letter or hearing, you had with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the compliance action by the VSA.

# Satisfaction with How Well Compliance Action was Explained

## Salespeople

- Again, three-in-four salespeople feel positive about how well the compliance action was explained. In particular, the top 3 box ratings among those who live outside of Lower Mainland are higher than the scores given by those who reside in Lower Mainland.

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



Significantly higher than one or more sub-groups.

Note: Independent, RV and MC dealers, tenures from 2005 to 2009 and 2010 or later and female base sizes too small to report.

Base: Those who had compliance action, excluding N/A

\* Small base size, interpret with caution.

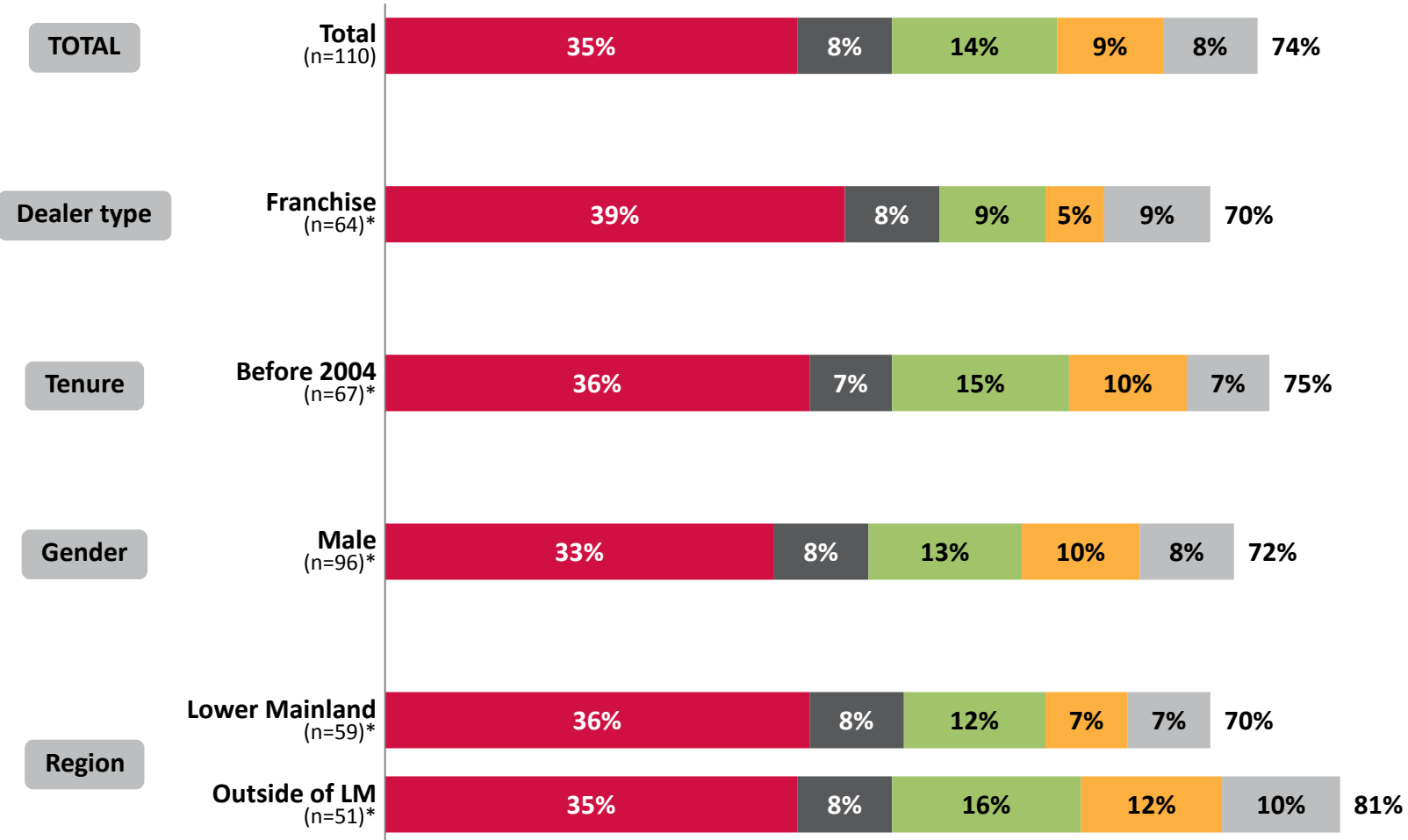
QB7. Now I would like to ask you some specific questions about the compliance action by the VSA, such as a warning letter or hearing, you had with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the compliance action by the VSA.

# Satisfaction with Speed of Completing Compliance Action

## Salespeople

- Only those who reside outside of Lower Mainland give a top 5 box rating of over 80% to the speed of completing compliance action; satisfaction scores for all the other subgroups are below 80%.

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



Note: Independent, RV and MC dealers, tenures from 2005 to 2009 and 2010 or later and female base sizes too small to report.

Base: Those who had compliance action, excluding N/A

\* Small base size, interpret with caution.

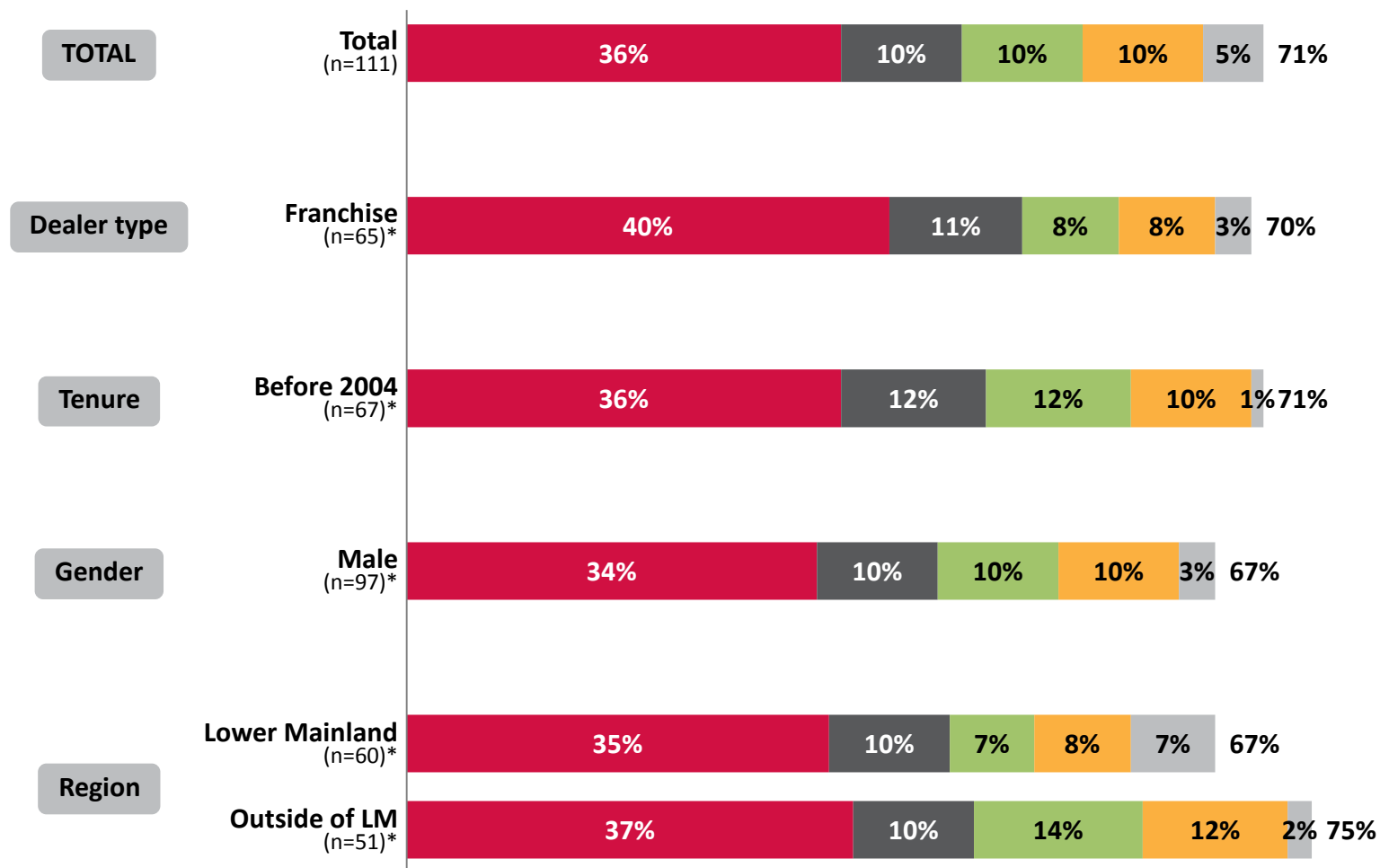
QB7. Now I would like to ask you some specific questions about the compliance action by the VSA, such as a warning letter or hearing, you had with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the compliance action by the VSA.

# Satisfaction with the Fairness of the Compliance Action

## Salespeople

- Fairness of the compliance action is currently the lowest rated aspect, and there are no significant differences across the different subgroups.

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



Note: Independent, RV and MC dealers, tenures from 2005 to 2009 and 2010 or later and female base sizes too small to report.

Base: Those who had compliance action, excluding N/A

\* Small base size, interpret with caution.

QB7. Now I would like to ask you some specific questions about the compliance action by the VSA, such as a warning letter or hearing, you had 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 compliance action by the VSA.



## Contact Information

**Karen Beck**  
Associate Vice President

Phone: 778.373.5026

Email: [Karen.Beck@ipsos.com](mailto:Karen.Beck@ipsos.com)