



Vehicle Sales Authority  
of British Columbia

# 2016 Customer Satisfaction Survey Dealership Report

April 25, 2016



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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 7,500 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 spokespersons 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 customer satisfaction with the VSA overall, and on specific aspects, among licenced motor vehicle salespeople and dealership spokespersons in British Columbia;
  - Measure changes in customer satisfaction compared to baseline data collected in 2014;
  - 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 spokespersons in the database (1299 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 six cash prizes. There were no other qualifying criteria.
- 182 online surveys were completed between the dates of February 15 and 29, 2016.
- 2014 tracked data was collected between the dates of January 15 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.
- Wave over wave significant differences are noted to the right of the number.
- The margin of error on the total sample of dealer spokespersons is +/-7.39%. The margin of error on smaller sample sizes will be larger.

<b>Word/Phrase:</b>	<b>Definition:</b>
<b>Wave</b>	When the same research questions are asked at different points in time, each time the research is conducted is defined as a “wave”. The last “wave” of research was conducted in 2014.
<b>Top 5 Box</b>	On questions including a scale of 1-10, the proportion of respondents providing a “positive” score (6, 7, 8, 9 or 10) is defined by the “Top 5 Box”.
<b>Top 3 Box</b>	On questions including a scale of 1-10, the proportion of respondents providing a “high” score of 8, 9 or 10 is defined by the “Top 3 Box”.
<b>Significant Difference</b>	When a change occurs from one wave to another and is attributed to something other than random chance. A significant difference depends on the number of respondents (base size) and the confidence interval applied (this report applies a 95% confidence interval).



# Key Highlights

Results from the first wave of tracking show improvements in customer satisfaction overall, particularly on attributes related to VSA communications and course registration.

## Overall Satisfaction with the VSA

- Dealer spokespersons continue to interact with the VSA on average six times every two years, with just over half having interacted with the VSA in the past six months.
- Six-in-ten dealers (60%) are satisfied with their interactions with the VSA, a significant improvement over 2014 (48%). Satisfaction is even higher when asked about their most recent interaction with the VSA (70%, up 11 percentage points from 2014). Further, just over one-half (53%) of dealer spokespersons believe that the service level provided by VSA is getting better (somewhat or a lot). A small proportion (2%) continue to say that the service level is somewhat worse than before. While there are no significant differences between the subgroups, dealers within the Lower Mainland appear to be slightly more satisfied with their VSA experience than those outside the Lower Mainland.
- When asked why they are satisfied with the VSA, dealer spokespersons are even more likely than in 2014 to recognize the VSA for having exceptional customer service, with significant gains recognized in several areas related to customer service. Specifically, large improvements have been made in the perceived ease of dealing with the VSA.

## Satisfaction with Specific Attributes

- Up significantly from 2014, eight-in-ten (79%) dealer spokespersons are satisfied with the VSA's course registration this wave (top 3 box). In particular, dealers have recorded significant improvements in their positive ratings (rating of 6 and higher) of the ease and speed of completing the registration, the knowledge and skills of the course facilitator and the frequency with which they are required to attend courses.
- Consistent with 2014, the VSA receives top 3 box ratings from seven-in-ten (72%) dealer spokespersons when it comes to handling consumer complaints.
- The VSA continues to perform strong in their most recent dealership inspection ratings (84% top 3 box ratings). Dealers remain satisfied with all aspects of the inspection experience, with over six-in-ten (60%) completely satisfied with each area of the inspection experience.



### Satisfaction with Specific Attributes (cont.)

- VSA performs well in terms of *licensing issues, informal visits, and the dealer licence application* (83%, 82% and 80% top 3 box ratings, respectively). Dealer spokespersons remain least satisfied with the *formal investigation process and consumer complaint handling* (71% and 72%, respectively).
- Dealers are significantly more satisfied with the dealer *licence renewal process*, providing scores at least 10 percentage points higher on all elements of the interaction.
- Compared to 2014, dealers are more satisfied with the *VSA's Bulletins, Dealer Alerts, and website*. In particular significant gains are seen in the amount of information and helpfulness of the information on the VSA website, and the amount of information and helpfulness of the information in the bulletins. Dealers are most satisfied with the helpfulness of the Dealer Alerts.

### Future Strategies and Considerations

- Priority should continue to be placed on ensuring that VSA course content is helpful and relevant for dealer spokespersons, one of only two elements of VSA courses that didn't show significant improvements wave over wave. As dealer spokespersons transition to alternative course formats (online and webinar), it is important that the content remain helpful and engaging in all configurations.
- As the lowest rated interactions with the VSA, attention should be paid to *compliance actions, the consumer complaint handling process and the formal investigation process*. While top box scores have improved, they continue to trail behind.
- VSA should continue to strive for service excellence provided by staff members. VSA's staff continue to be strongly praised for their attitudes and helpfulness, while there is room for improvement in their service during informal visits.

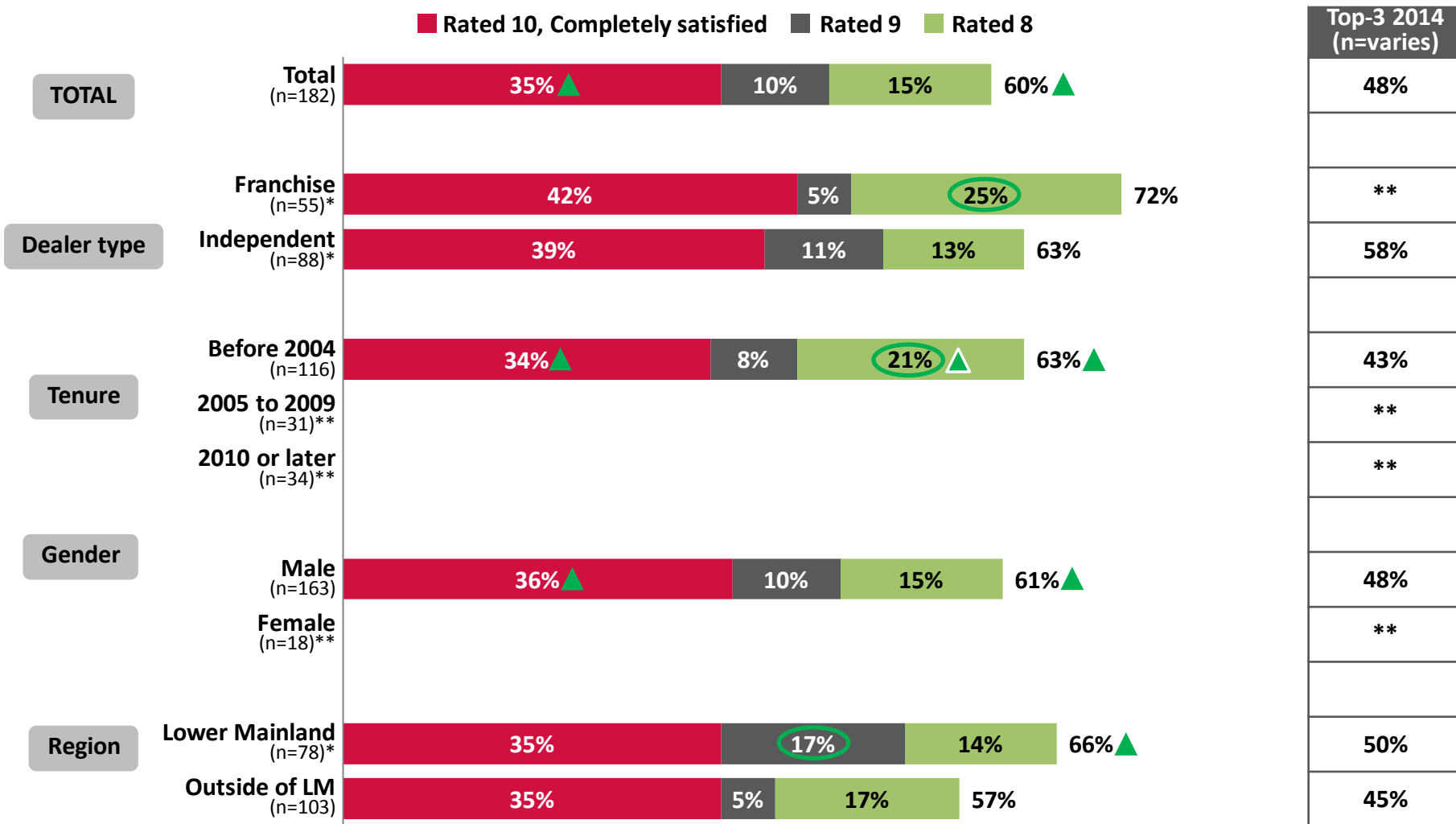
# Detailed Findings:

Satisfaction with VSA

# Overall Satisfaction With VSA: Top 3 Box Dealers

- Overall satisfaction with the VSA has increased significantly this wave, with six-in-ten (60%) dealer spokespersons saying they're satisfied (up 12 percentage points from 2014).

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



○ Significantly higher than one or more sub-groups.  
▲ Significantly higher/ ▼ lower than previous wave.

Note: Base size too small to report: 2005 to 2009, 2010 or later and female.

Base: All respondents

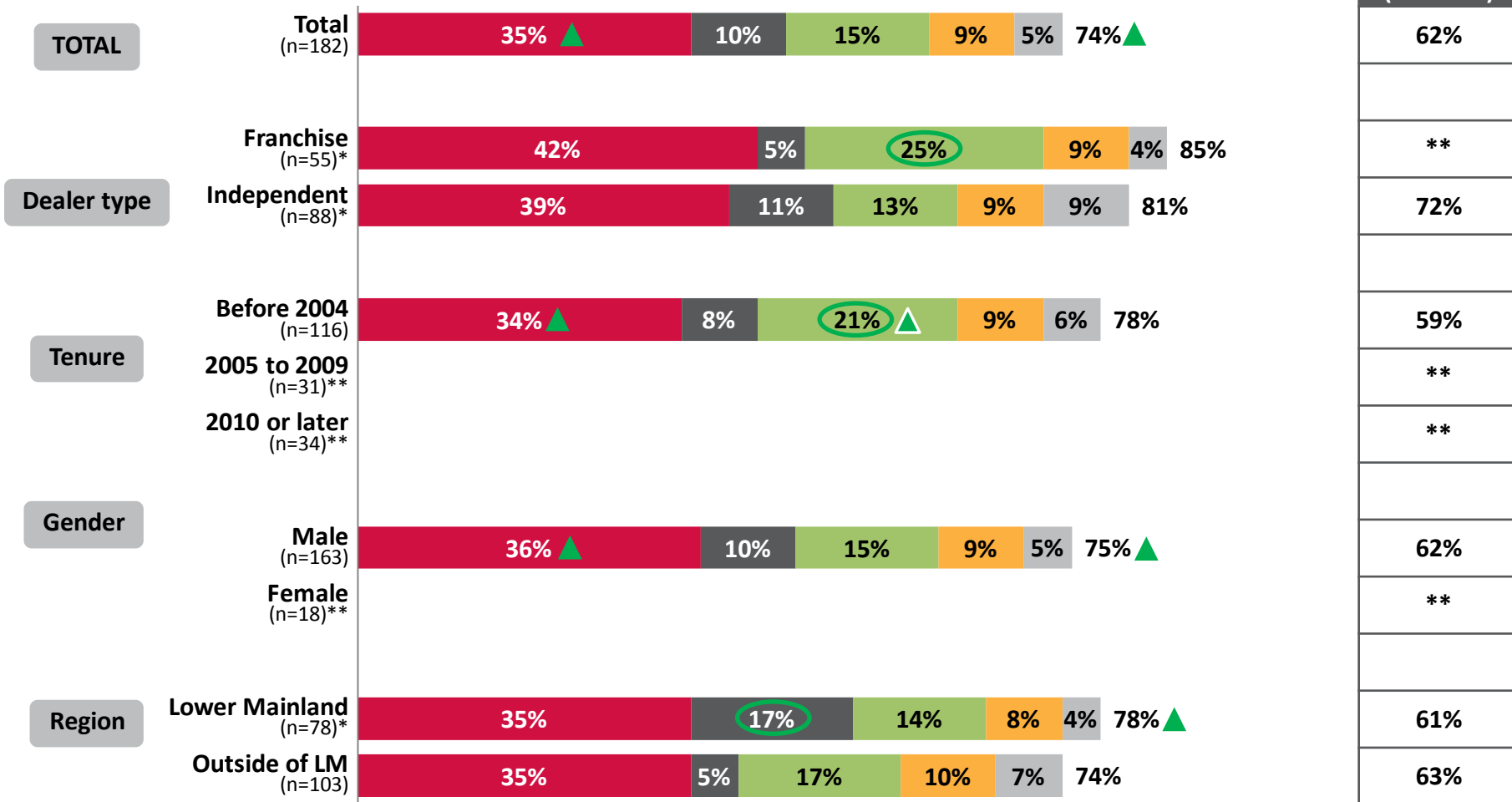
\* Small base size, interpret with caution.

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.

# Overall Satisfaction With VSA: Top 5 Box Dealers

- This wave, nearly three-quarters of dealer spokespersons provided positive ratings of 6 or higher, up significantly from 2014. Improvements are seen among male dealers and those residing within the Lower Mainland, specifically.

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



○ Significantly higher than one or more sub-groups.  
▲ ▼ Significantly higher/lower than previous wave.

Note: Base size too small to report: 2005 to 2009, 2010 or later and female.

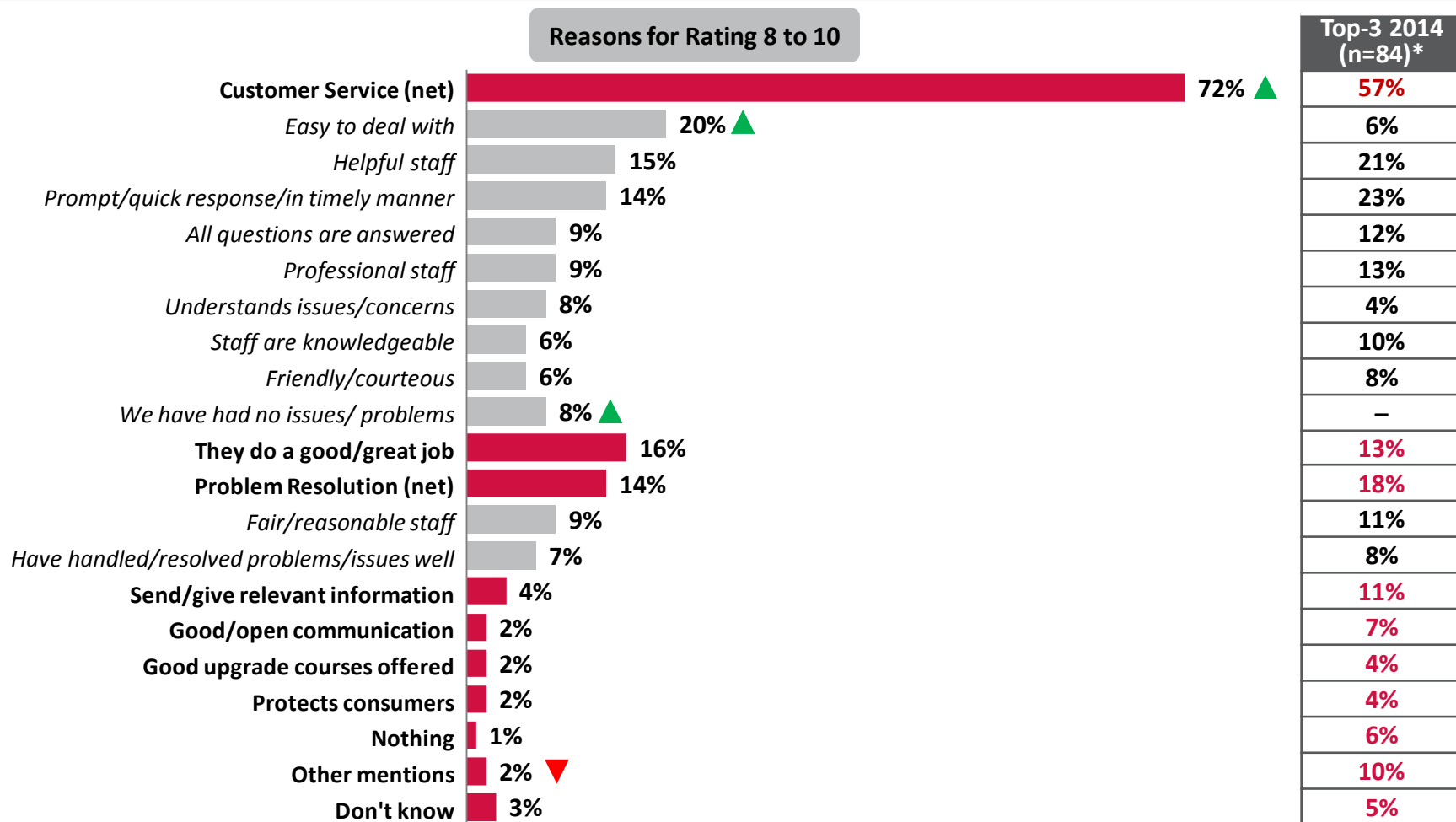
Base: All respondents

\* 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.

# Reasons for Positive Satisfaction Ratings Dealers

- Among those with positive satisfaction ratings, customer service (up significantly from 2014) remains the top reason for their satisfaction. The perception that the VSA is easy to deal with and dealers have had no issues or problems have contributed to this marked improvement since 2014. They do a good/great job and problem resolution are other key reasons for their satisfaction.
- The base size of those who gave negative ratings were too small to report.



\* Small base size, interpret with caution.

Note: Only Total responses of 2% or higher are shown.

▲ ▼ Significantly higher/ lower than previous wave.

Base: Satisfied with interactions with VSA in the past two years (n=109)

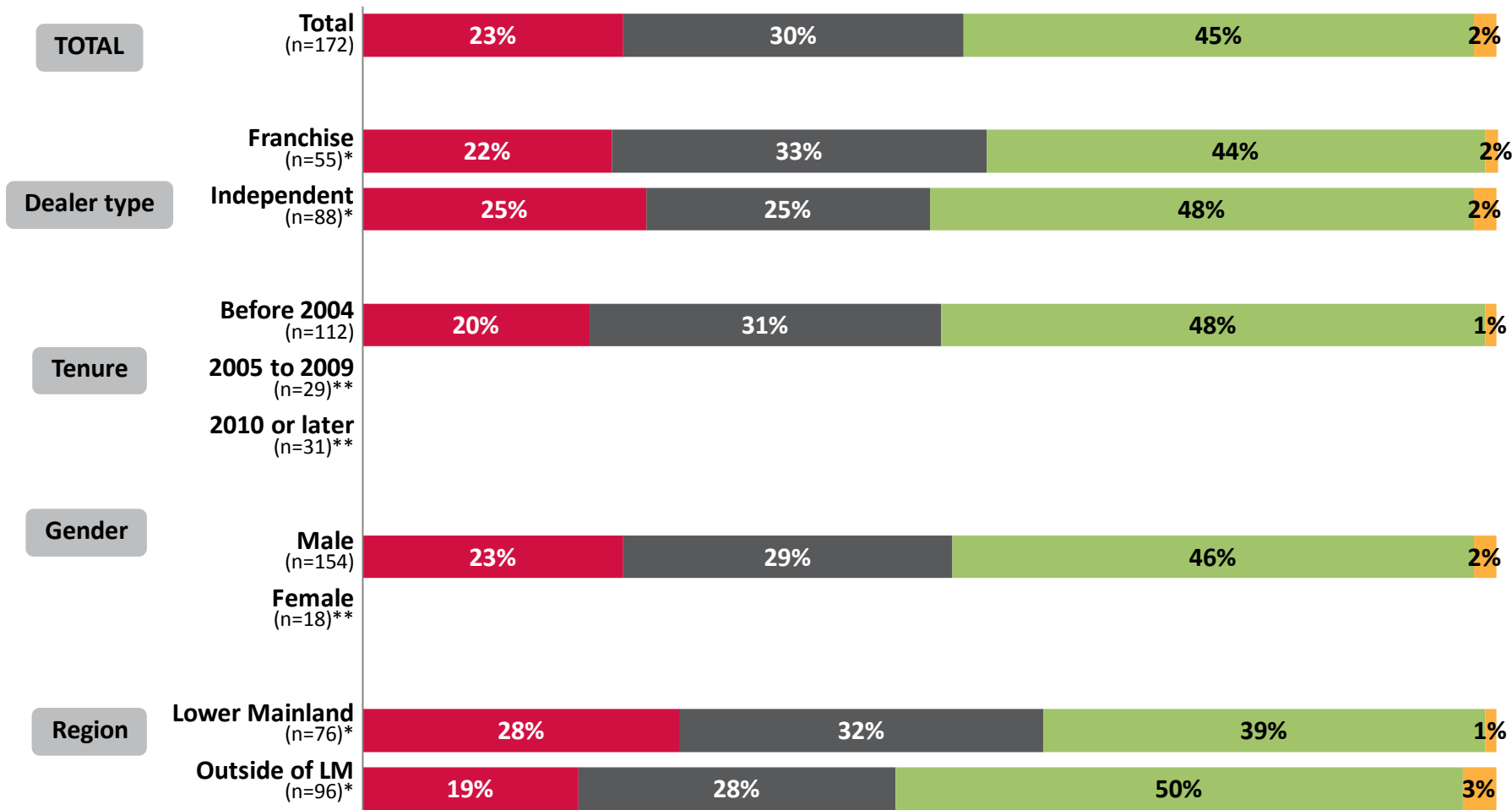
QA1B. Why would you say you are satisfied with your interactions with the VSA?

# Comparison of Service Ratings over Time

## Dealers

Over half (53%) of dealer spokespersons say the level of service provided by the VSA is getting either somewhat or a lot better, consistent with two years ago.

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



○ Significantly higher than one or more sub-groups.

▲ ▼ Significantly higher/lower than previous wave.

Note: Base size too small to report: 2005 to 2009, 2010 or later and female.

Base: All respondents excluding don't know

\* Small base size, interpret with caution.

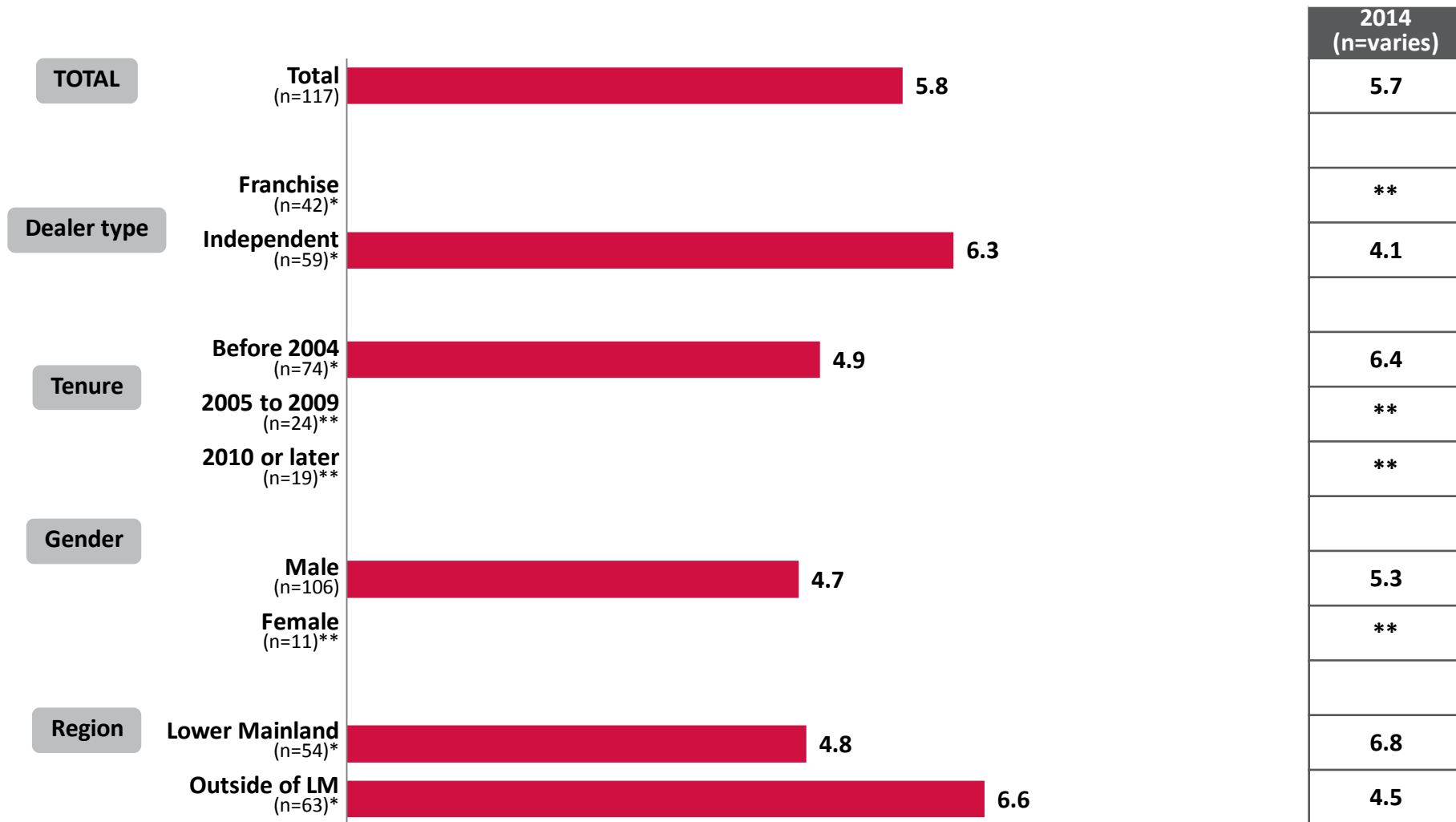
QA7. Overall do you believe the level of service you receive from the VSA has been getting better, getting worse or staying the same?

# Detailed Findings:

Interactions with VSA

# Average Number of Interactions with VSA Dealers

- The average number of times a dealer has interacted with the VSA in the past two years remains 6 times. Dealers from independent dealerships and those outside the Lower Mainland appear to interact with the VSA more often than in 2014.



Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.

Note: Base size too small to report: Franchise, 2005 to 2009, 2010 or later and female.

Base: All respondents excluding don't know

\* Small base size, interpret with caution.

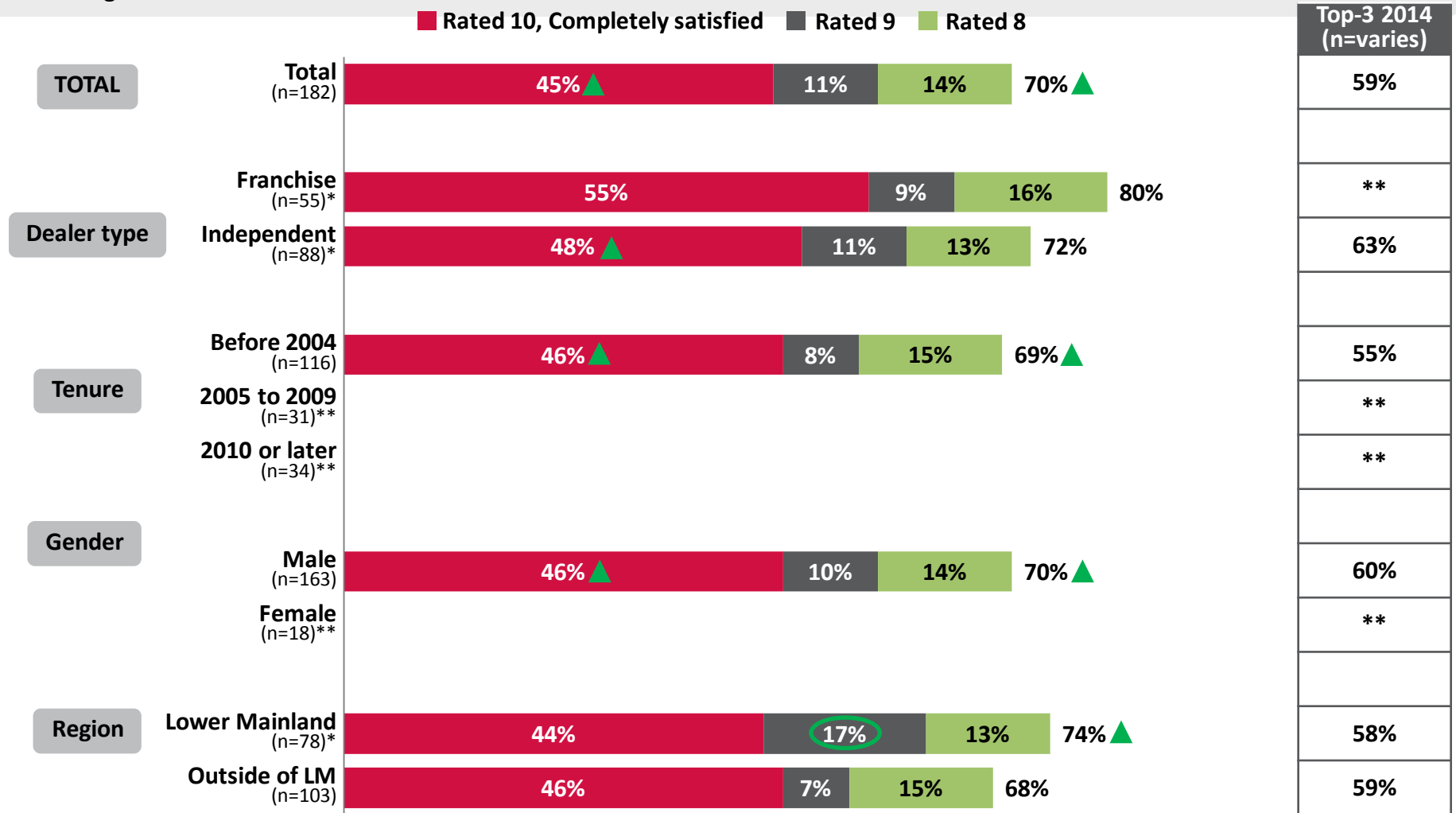
QA2. How many times in total have you interacted with the VSA in the last 24 months? This interaction could have been in person or via the phone, by email, or online. Please do not count the VSA Bulletins unless you sent in a follow-up comment or question.



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

- Satisfaction with the most recent interaction with the VSA is significantly higher this wave, with seven-in-ten (70%) providing Top 3 Box scores. Compared to 2014, significant gains are recorded among dealers with longer tenure (before 2004), males, and those residing in the Lower Mainland.

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



Significantly higher than one or more sub-groups.  
 Significantly higher/  
 lower than previous wave.

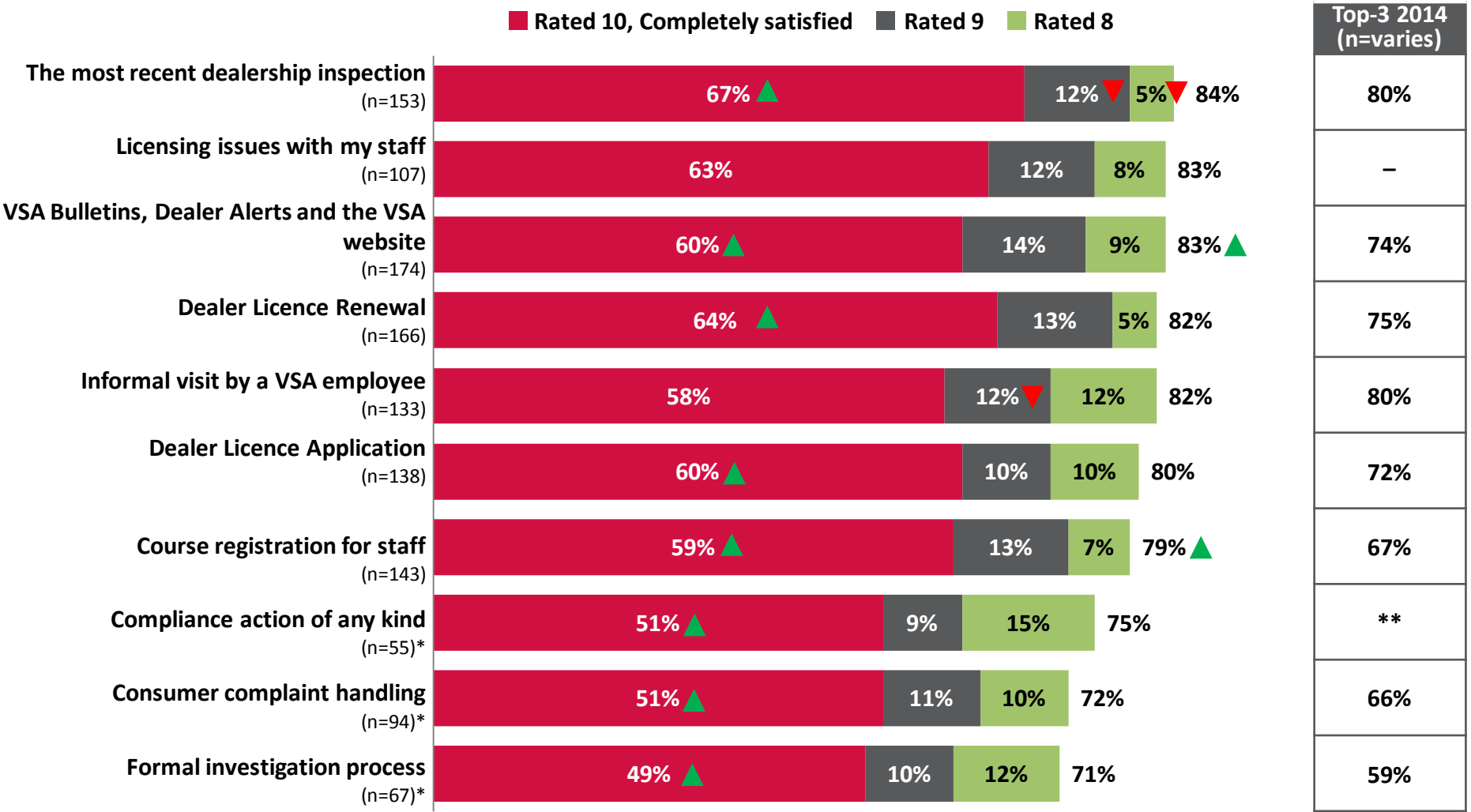
Note: Base size too small to report: 2005 to 2009, 2010 or later and female.

Base: All respondents      \* Small base size, interpret with caution.

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.

# Satisfaction With Specific Interactions with the VSA: Top3Box Dealers

The proportion of dealers providing perfect scores has significantly increased for nearly all interactions with the VSA. VSA communications and course registration for staff have seen improvements in overall satisfaction ratings.



Note: Licensing issues with my staff added in 2016. Base size too small to report "other".

Base: All respondents excluding not applicable

\* Small base size, interpret with caution.

▲ ▼ Significantly higher/lower than previous wave.

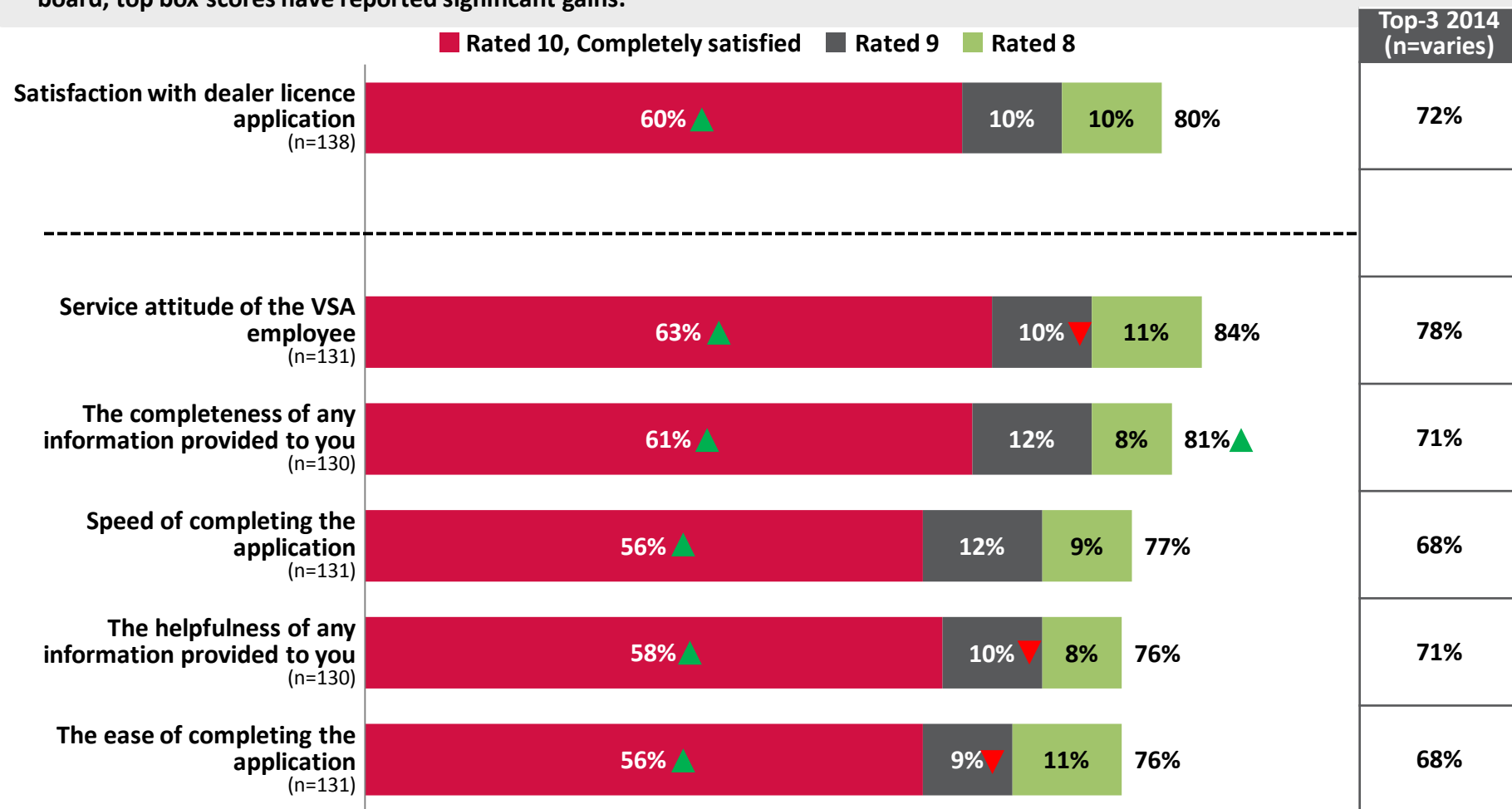
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

# Detailed Findings:

Dealer Application Process

# Satisfaction With Dealer Licence Application Process: Top 3 Box Dealers

Eight-in-ten (80%) dealers are satisfied with the dealer application process. Dealers remain most satisfied with the service attitude of VSA employees, followed by the completeness of the information provided (up 10 percentage points from last wave). Across the board, top box scores have reported significant gains.



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.

▲ ▼ Significantly higher/ lower than previous wave.



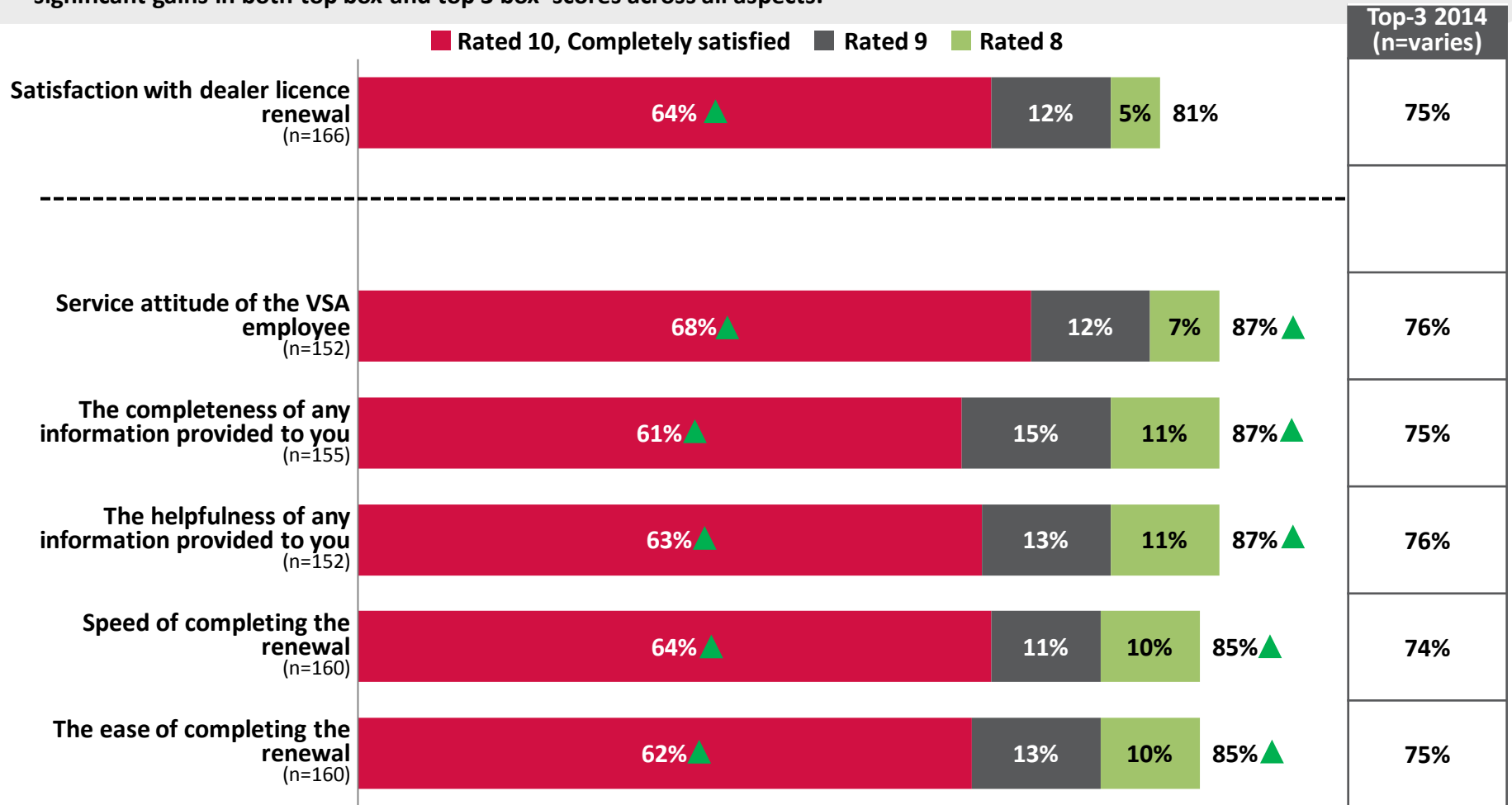
**Detailed Findings:**



Dealer Renewal Process

# Satisfaction With Dealer Licence Renewal Process: Top 3 Box Dealers

Eight-in-ten dealers (81%) are satisfied with the overall dealer licence renewal process, with nearly two-thirds (64%) giving top box ratings (up significantly from last wave). Dealers are more satisfied with all aspects of the renewal process in 2016, recording significant gains in both top box and top 3 box scores across all aspects.



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.

▲ ▼ Significantly higher/ lower than previous wave.

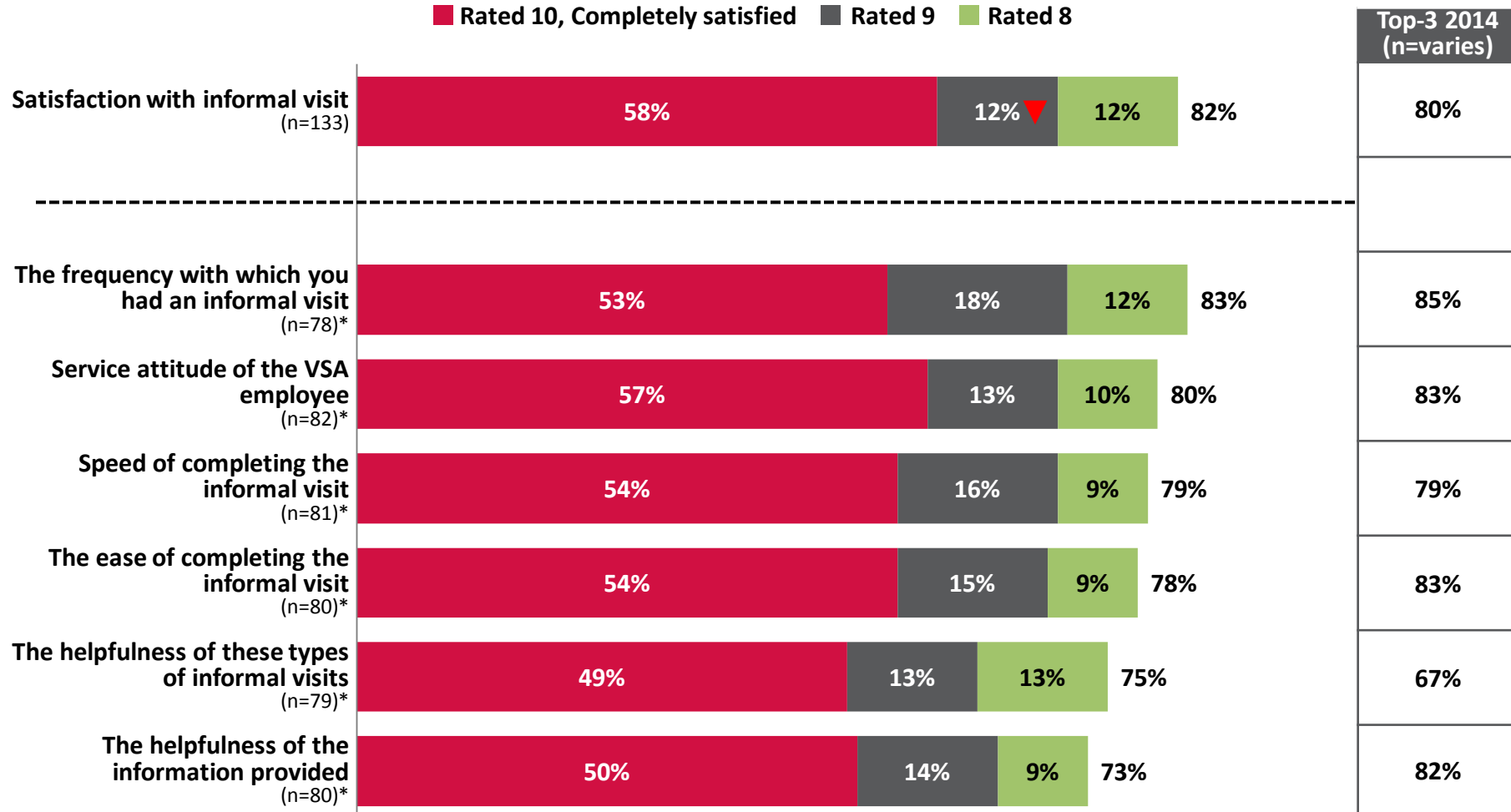
# Detailed Findings:

VSA's Informal Visit

# Satisfaction With Informal Visit: Top 3 Box Dealers

▪ Satisfaction with the VSA's informal visits remains consistent with 2014. Dealers remain most satisfied with the frequency of informal visits and the service attitude of the VSA employee. Dealers are least satisfied with the helpfulness of the information provided.

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



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.

▲ ▼ Significantly higher/ lower than previous wave.



# Detailed Findings:

VSA's Inspection

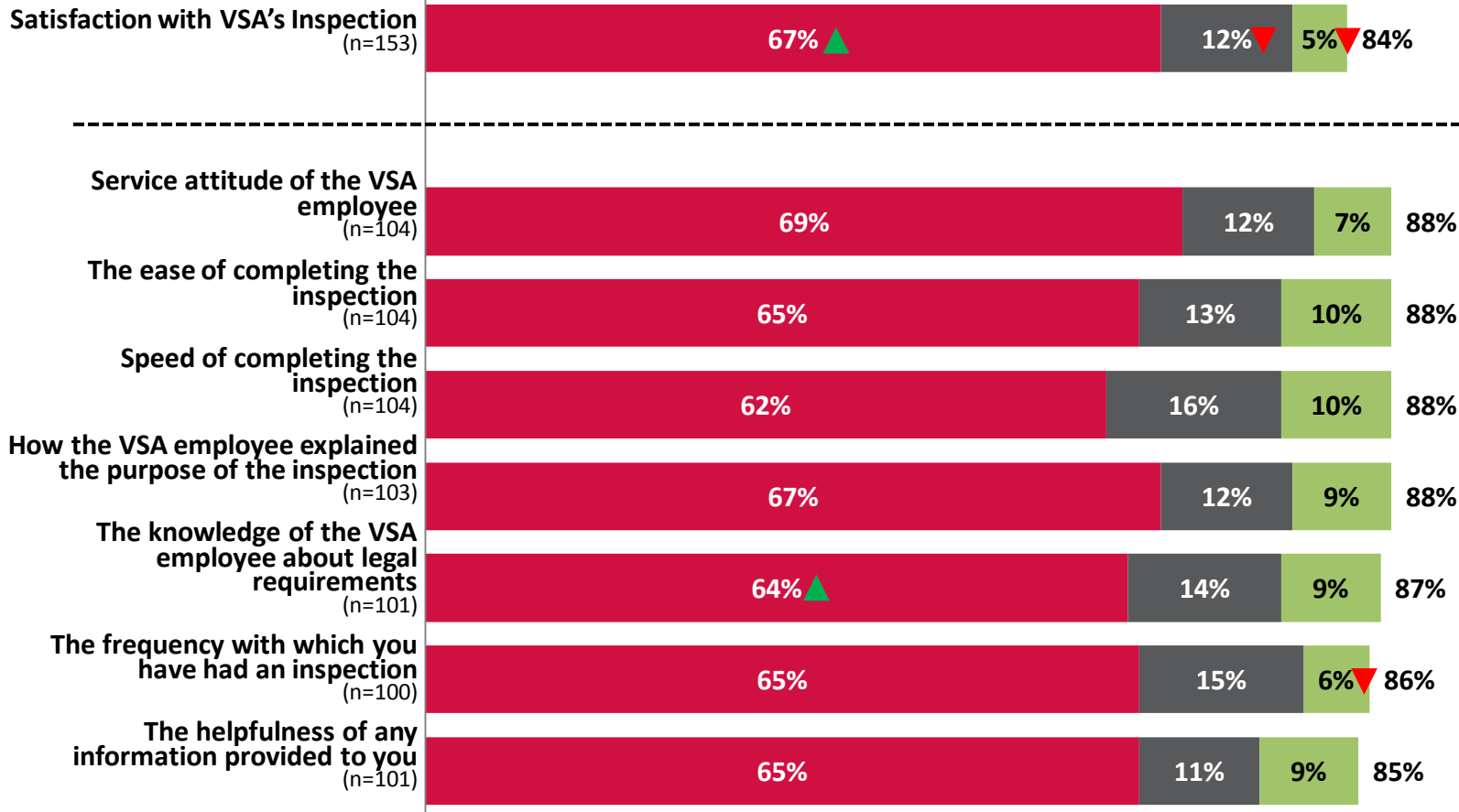


# Satisfaction With VSA's Inspection: Top 3 Box Dealers

- Similar to 2014, overall satisfaction with VSA's inspection remains strong, receiving top 3 box ratings from over eight-in-ten dealers on all elements of the interaction. This wave, significantly more dealers give 10 out of 10 ratings for overall satisfaction and the knowledge of the VSA employee.

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

Top-3 2014 (n=varies)	
Satisfaction with VSA's Inspection	80%
Service attitude of the VSA employee	84%
The ease of completing the inspection	80%
Speed of completing the inspection	83%
How the VSA employee explained the purpose of the inspection	80%
The knowledge of the VSA employee about legal requirements	80%
The frequency with which you have had an inspection	86%
The helpfulness of any information provided to you	81%



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.

▲ ▼ Significantly higher/lower than previous wave.

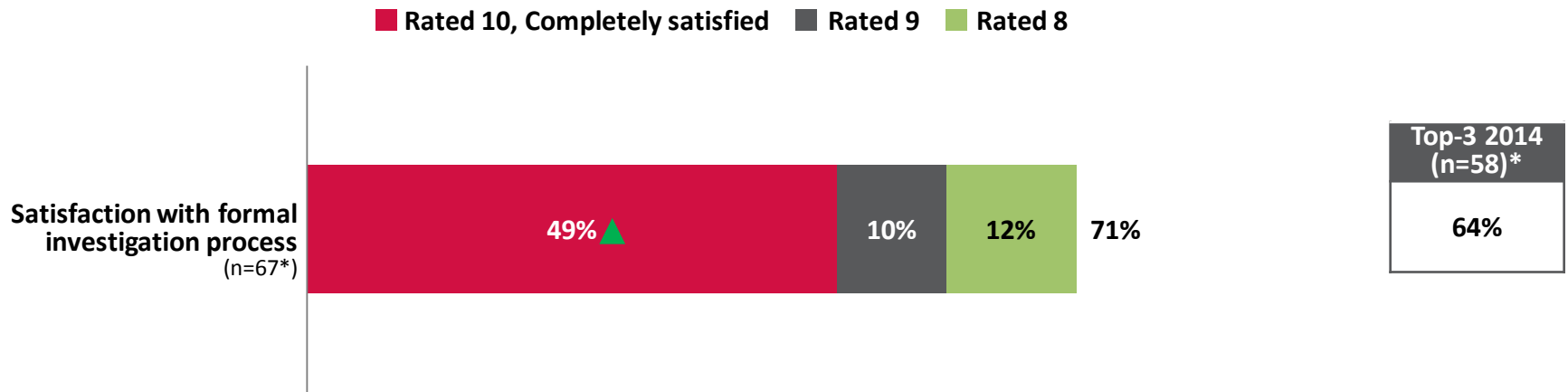


# Detailed Findings:

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, overall satisfaction remains moderate (71% top 3 box ratings). Significantly more dealers now provide scores of 10 out of 10 compared to last wave.
- The number of dealer spokespersons 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.

\* Small base size, interpret with caution.

▲ ▼ Significantly higher/lower than previous wave.

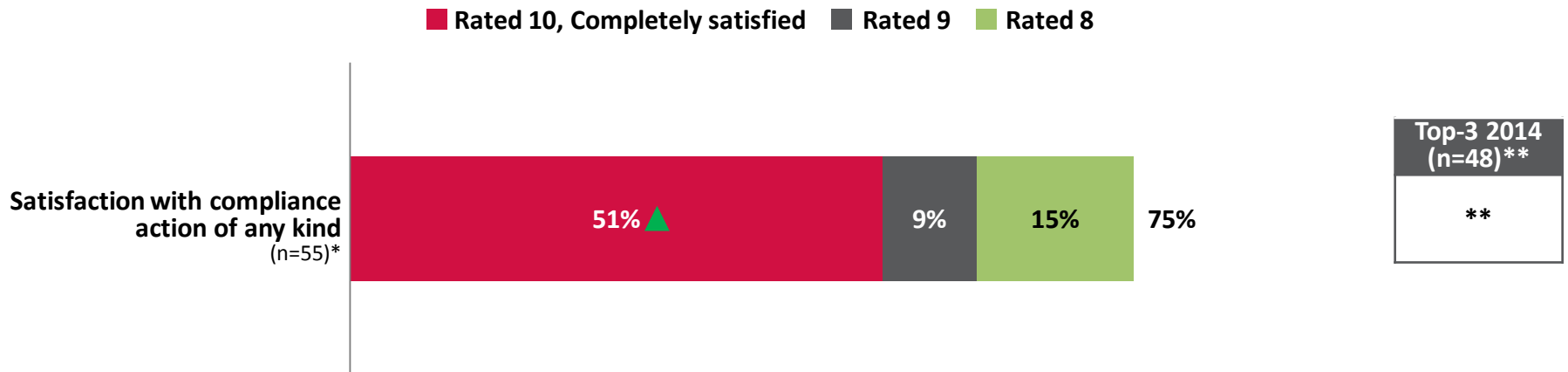
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

# Detailed Findings:

VSA's Compliance Action

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

- Three-quarters (75%) of dealers are satisfied with the VSA's compliance action, with significantly more dealers (51%) providing scores of 10 out of 10.
- The number of dealer spokespersons who had interacted with the VSA for a compliance action was too small to report ratings on the various attributes.



\* Small base size, interpret with caution.

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

Base: Compliance action excluding not applicable.

▲ ▼ Significantly higher/lower than previous wave.

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:

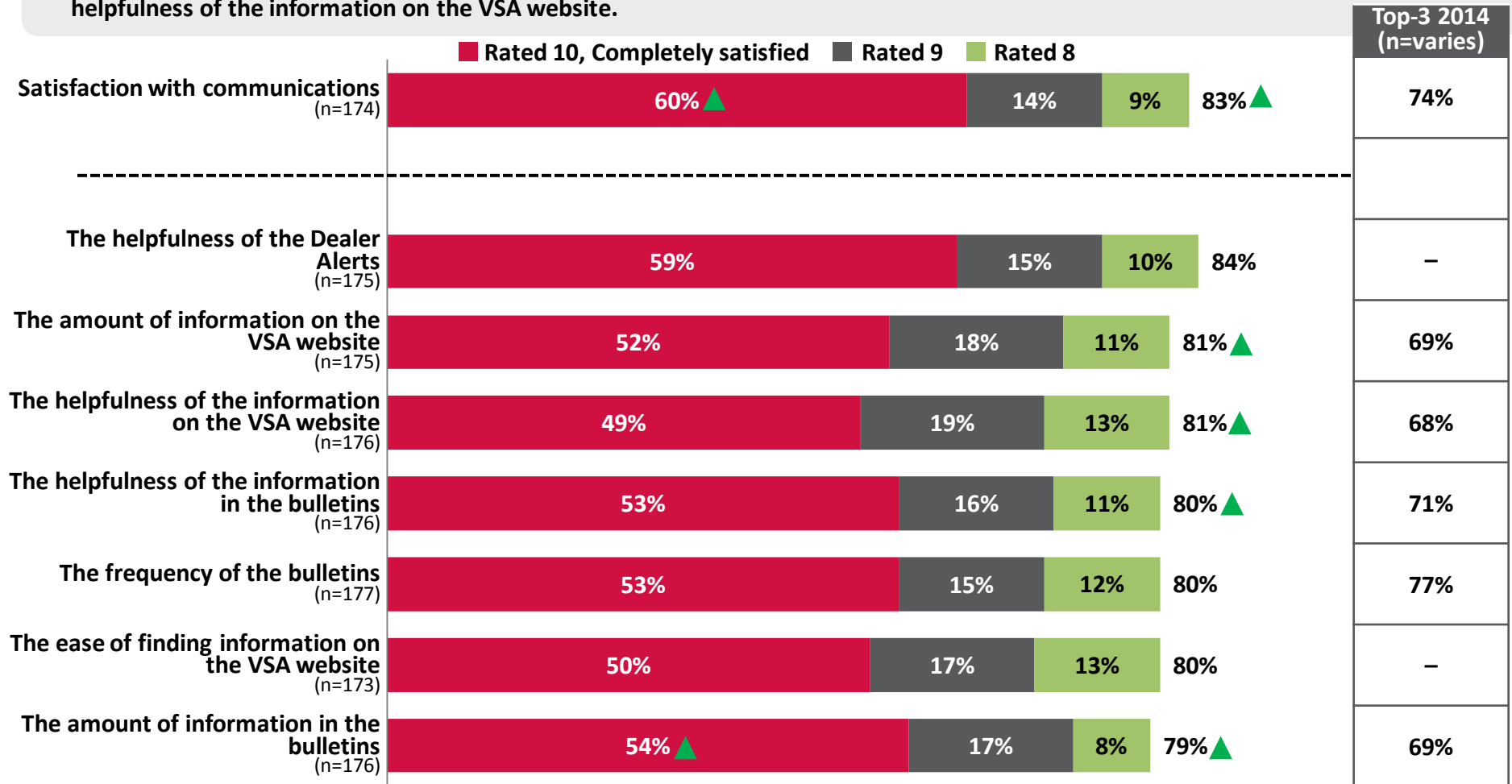
Communications Including Bulletins,  
Dealer Alerts and Website



# Satisfaction With VSA's Communications Including Bulletins, Dealer Alerts & Website: Top3Box

## Dealers

- Overall dealers are significantly more satisfied with the communications they receive from the VSA compared to 2014 (83% top 3 box, up 9 percentage points). Dealers are most satisfied with the helpfulness of the Dealer Alerts, followed by the amount and helpfulness of the information on the VSA website.



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, Dealer Alerts 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/ lower than previous wave.





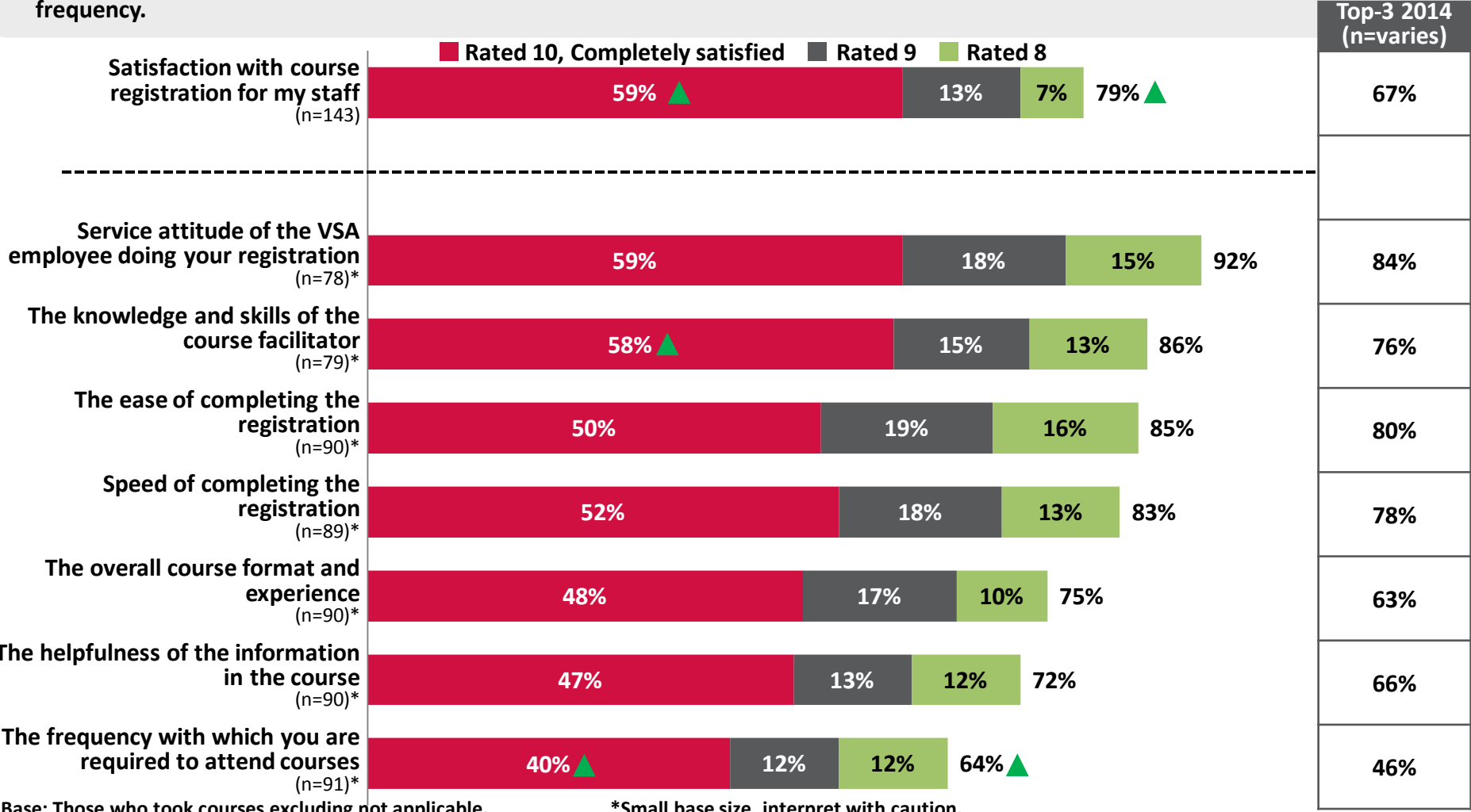
# Detailed Findings:



VSA Courses

# Satisfaction With The Most Recent Course: Top 3 Box Dealers

When asked about the most recent course that dealers have taken, dealers are significantly more satisfied overall (79% - up 12 percentage points from 2014). Dealers continue to award the highest ratings to the service attitude of VSA employees during the registration process (92% top 3 box ratings). While significant improvements are noted, dealers remain least content with the required course attendance frequency.



Base: Those who took courses 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.

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/lower than previous wave.

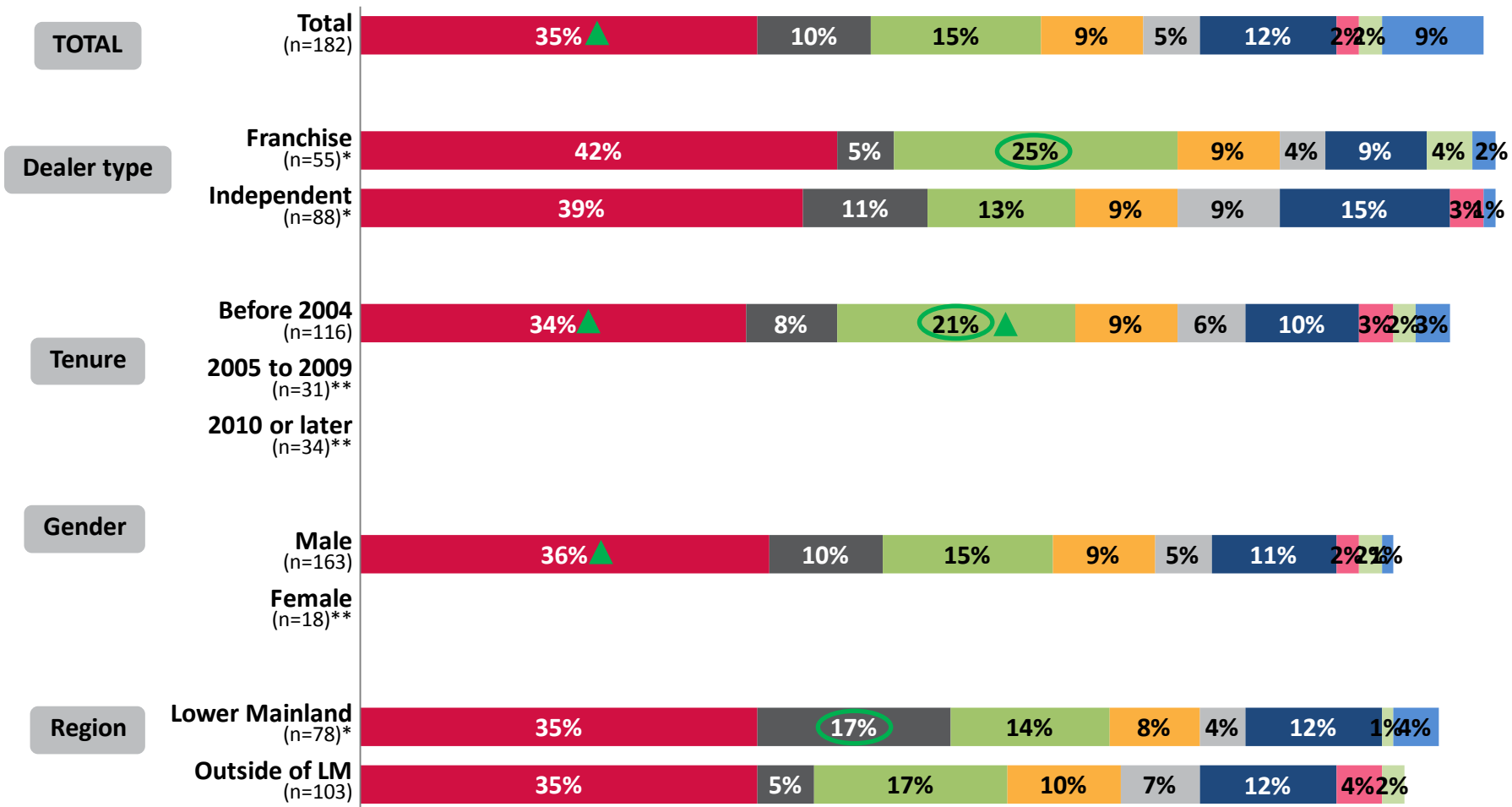
# Appendix 1:

Overall Satisfaction: 10 Point Scale

# Overall Satisfaction with VSA Dealers

The proportion of dealers who are completely satisfied with the VSA has increased in the past two years.

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



○ Significantly higher than one or more sub-groups.

▲ Significantly higher/lower than previous wave.

Note: Base size too small to report: 2005 to 2009, 2010 or later and female.

Base: All respondents   \* 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.

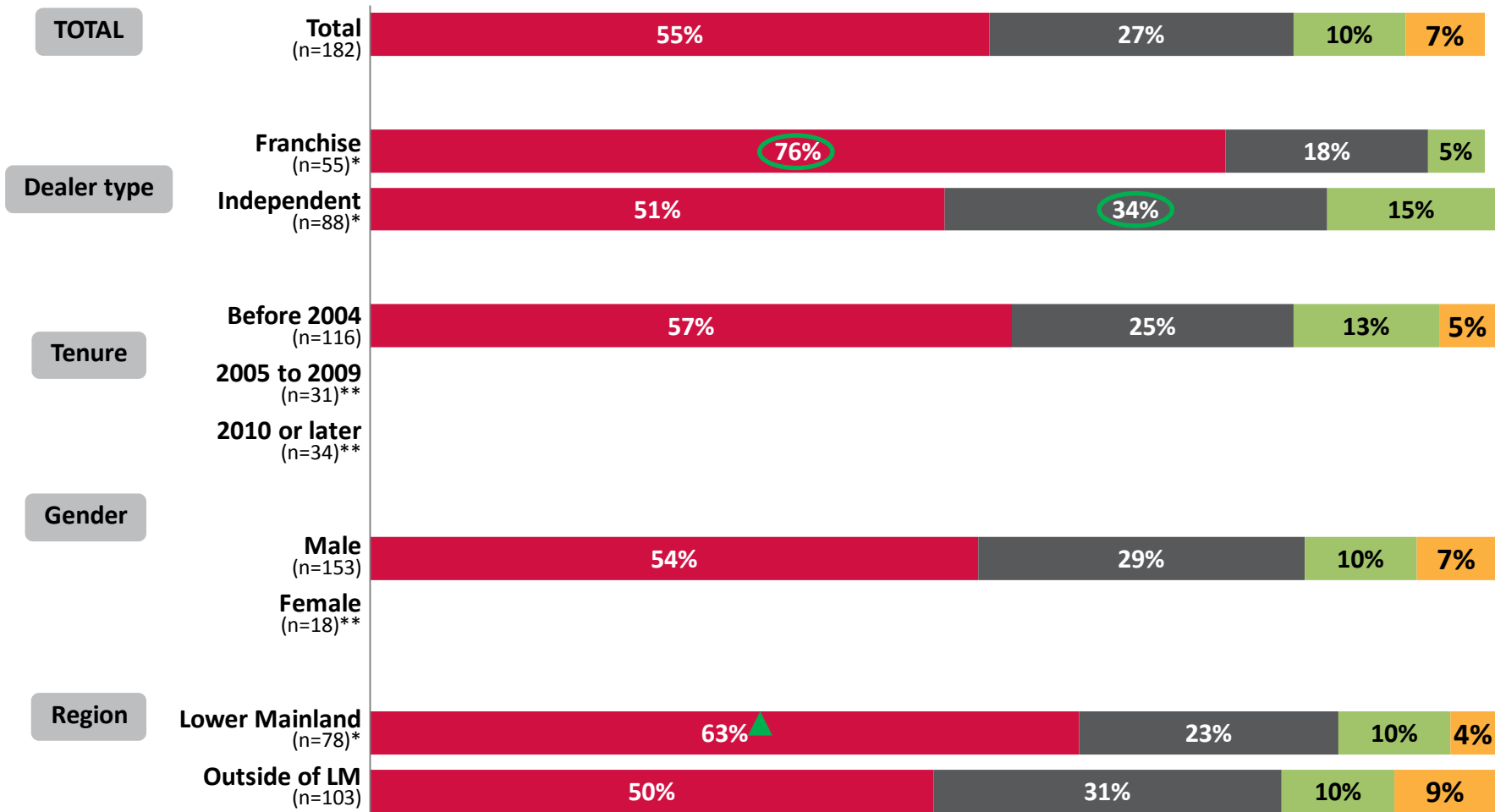
## **Appendix 2:**

Most Recent Interaction with the  
VSA and Top 5 Box Rating

# Most Recent VSA Interaction Dealers

Just over half of dealer spokespersons have interacted with the VSA in the past six months, with those at franchised dealerships more likely to have had an interaction in this time frame. Dealers from the Lower Mainland are significantly more likely to have had an interaction in the last 6 months than they were two years ago (63% up from 45% in 2014).

■ Within the past 6 months ■ More than 6 months ago but within 2015 ■ In 2014 ■ Don't know



○ Significantly higher than one or more sub-groups.

▲▼ Significantly higher/lower than previous wave.

Note: Base size too small to report: 2005 to 2009, 2010 or later and female.

Base: All respondents

\* Small base size, interpret with caution.

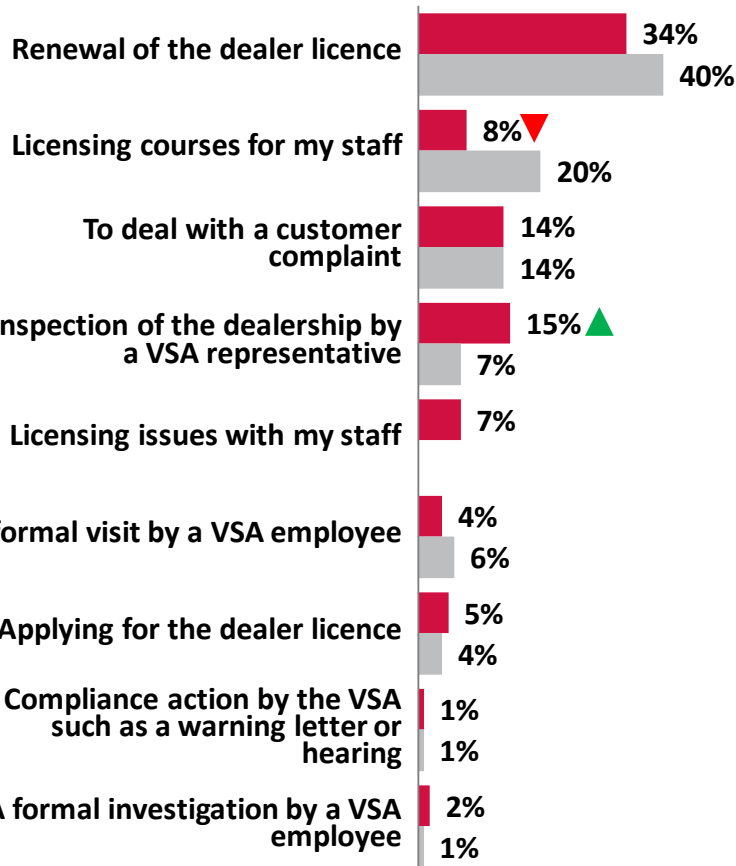
QA3. When was the last time you interacted with the VSA?

# Most Recent VSA Interaction: Primary Purpose

## Dealers: By Dealer Type and Tenure

- As in 2014, the most common reason for a dealer's most recent interaction with the VSA is for a renewal of their dealer licence. A significant increase in reported recent dealership inspections is seen in 2016 compared to 2014 and a decline in licensing courses for staff.

■ 2016 (n=182) ■ 2013 (n=176)2



	Dealer Type		Tenure
	Franchise (2016=55)* (2014=48)**	Independent (2016=88)* (2014=76)*	Before 2004 (2016=116) (2014=120)
Renewal of the dealer licence	31% **	42% 63%	38% 39%
Licensing courses for my staff	7% **	9% 13%	5% 22%
To deal with a customer complaint	24% **	13% 9%	16% 15%
An inspection of the dealership by a VSA representative	13% **	16% 7%	14% 15%
Licensing issues with my staff	13% -	5% -	9% -
Informal visit by a VSA employee	2% **	6% 3%	5% 6%
Applying for the dealer licence	7% **	5% 4%	1% 3%
Compliance action by the VSA such as a warning letter or hearing	- **	2% -	1% 1%
A formal investigation by a VSA employee	2% **	1% 1%	3% 2%

Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.

Note: An other specify option was added in 2016.

Base: All respondents

\* Small base size, interpret with caution.

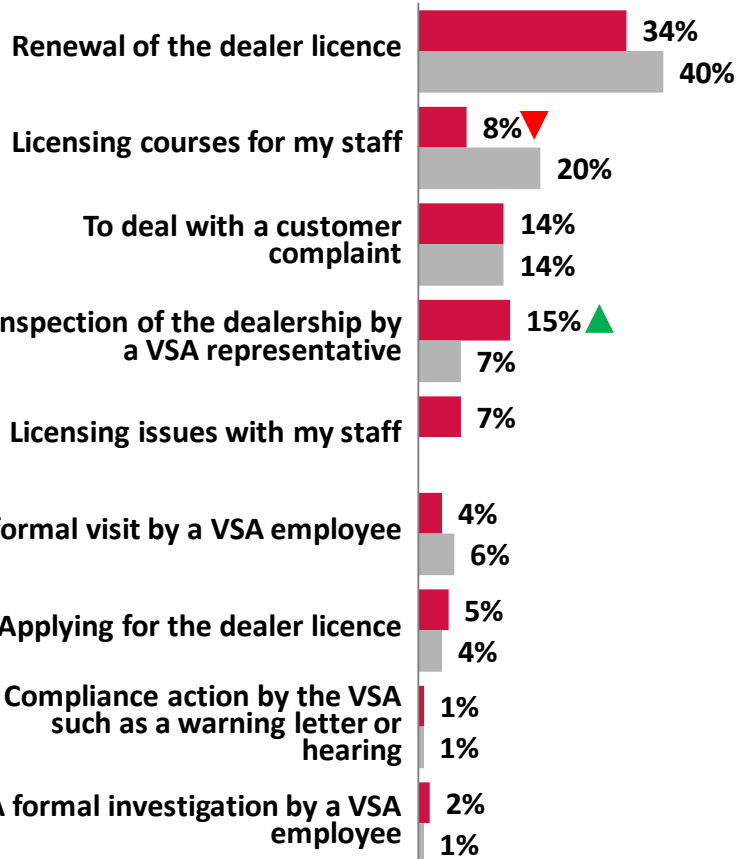
QA5. The last time you interacted with the VSA what was the primary purpose of that interaction?

# Most Recent VSA Interaction: Primary Purpose

## Dealers: By Dealer Type and Tenure

- The significant increase in reported recent dealership inspections can be partially attributed to the significant gains recorded among dealers in the Lower Mainland. The significant decline in licensing courses for staff is recorded across BC (both within and outside the Lower Mainland).

■ 2016 (n=182) ■ 2013 (n=176)



Gender	Region		
	Male (2016=163) (2014=151)	Lower Mainland (2016=78)* (2014=96)*	Outside of LM (2016=103) (2014=80)*
Renewal of the dealer licence	34%	40%	30%
Licensing courses for my staff	8%	5%	10%
To deal with a customer complaint	14%	19%	11%
An inspection of the dealership by a VSA representative	17%	18%	13%
Licensing issues with my staff	6%	6%	9%
Informal visit by a VSA employee	4%	1%	6%
Applying for the dealer licence	5%	3%	8%
Compliance action by the VSA such as a warning letter or hearing	1%	-	2%
A formal investigation by a VSA employee	2%	3%	1%

Note: An other specify option was added in 2016.

Base: All respondents

\* Small base size, interpret with caution.

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

Significantly higher than one or more sub-groups.

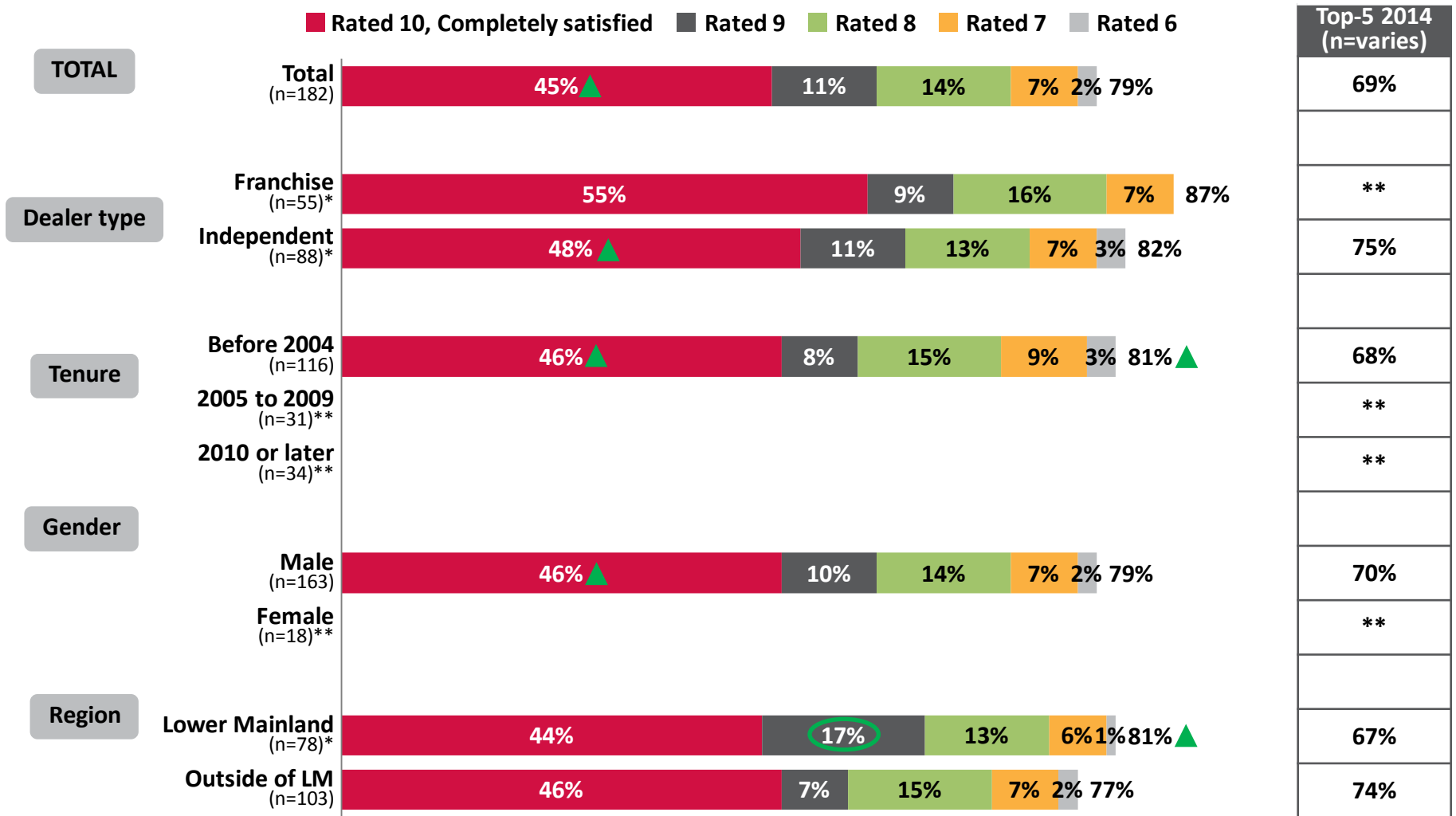
Significantly higher/lower than previous wave.



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

When asked about their most recent interaction with the VSA, eight-in-ten dealer spokespersons give a rating of 6 or higher. Again, significant gains are recorded among those with longer tenure and those residing in the Lower Mainland in comparison to 2014.

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



○ Significantly higher than one or more sub-groups.  
 ▲ Significantly higher/lower than previous wave.

Note: Base size too small to report: 2005 to 2009, 2010 or later and female.

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

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.

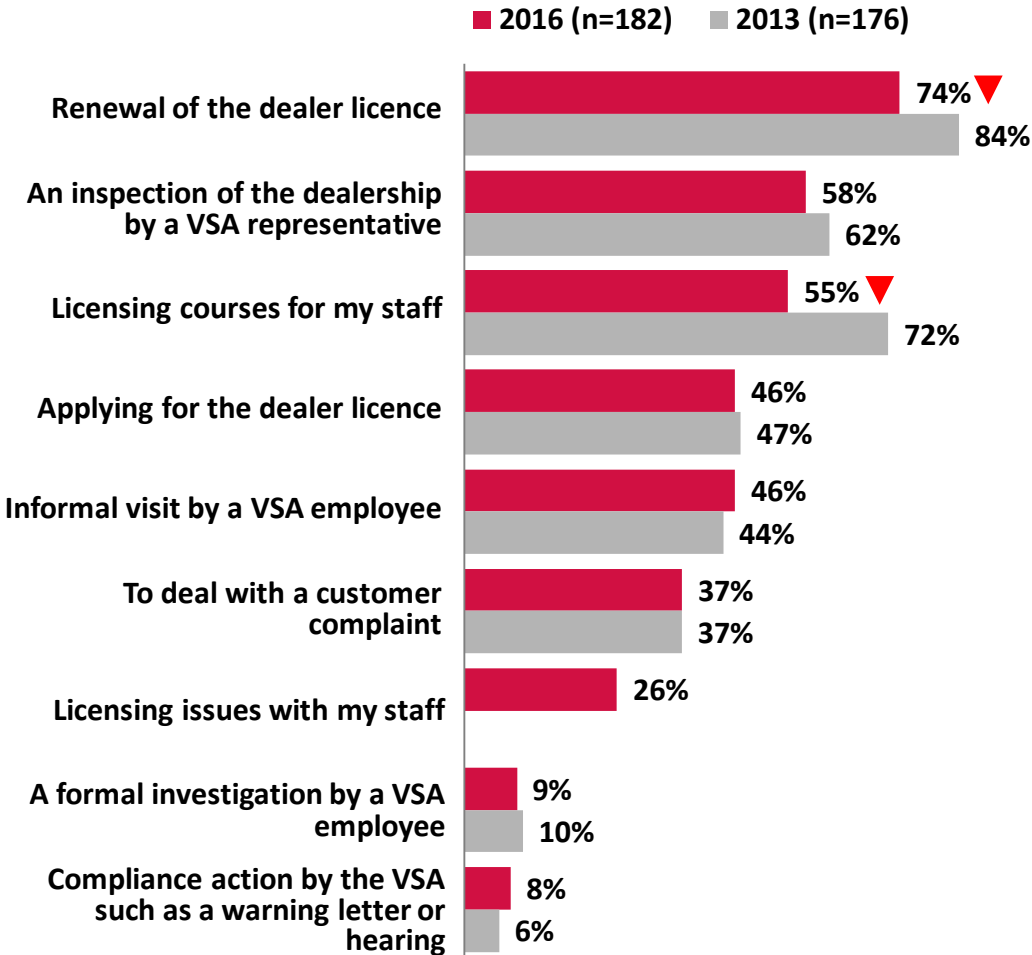
## **Appendix 3:**

Interactions ever had with the VSA  
and Top 5 Box Rating

# Interactions Ever Had With VSA

## Dealers: By Gender and Region

- The most common reason for any past interactions with the VSA remains renewal of the dealer licence, despite a significant downward shift compared to 2014. Dealers from franchised dealerships are significantly more likely than those from independent dealerships to have ever completed licensing courses for their staff, dealt with a customer complaint, dealt with licensing issues with a staff or receive a compliance action.



	Dealer Type		Tenure
	Franchise (2016=55)* (2014=48)**	Independent (2016=88)* (2014=76)*	Before 2004 (2016=116) (2014=120)
Renewal of the dealer licence	80% **	80% ▼ 97%	78% ▼ 88%
An inspection of the dealership by a VSA representative	64% **	57% 62%	66% 66%
Licensing courses for my staff	73% **	44% ▼ 71%	56% ▼ 74%
Applying for the dealer licence	47% **	45% 53%	40% 39%
Informal visit by a VSA employee	60% **	44% 37%	51% 49%
To deal with a customer complaint	60% **	31% 29%	44% 42%
Licensing issues with my staff	47% -	17% -	33% -
A formal investigation by a VSA employee	11% **	7% 9%	11% 13%
Compliance action by the VSA such as a warning letter or hearing	16% **	5% 1%	9% 8%

Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.

Note: An other specify option was added in 2016.

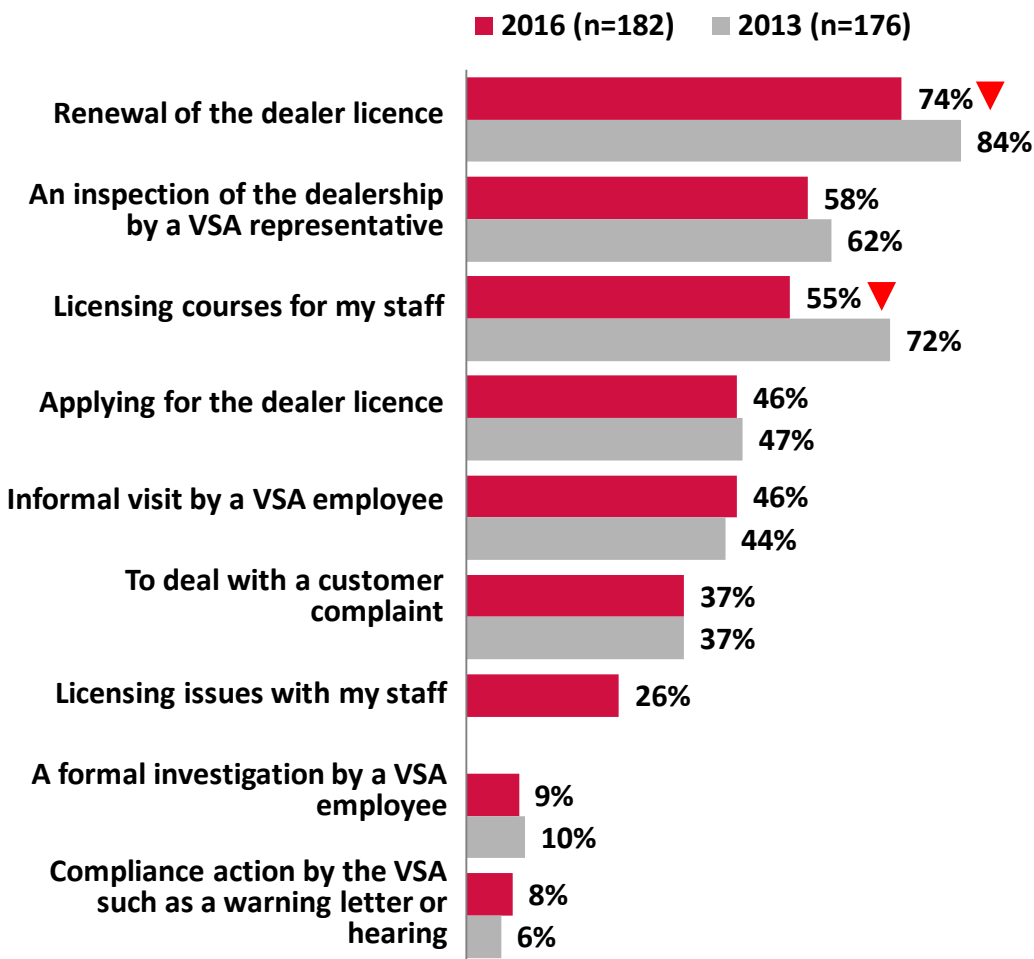
Base: All respondents \* Small base size, interpret with caution.

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

# Interactions Ever Had With VSA

## Dealers: By Gender and Region

- Significantly more dealers from outside the Lower Mainland have ever had an informal visit by a VSA employee compared to those within the Lower Mainland. Meanwhile in 2016 significantly fewer dealers from outside the Lower Mainland have ever renewed their dealer licence compared to 2014, driving down the overall score.



Gender	Region		
	Male (2016=163) (2014=151)	Lower Mainland (2016=78)* (2014=96)*	Outside of LM (2016=103) (2014=80)*
Renewal of the dealer licence	72% ▼ 84%	74% 79%	75% ▼ 89%
An inspection of the dealership by a VSA representative	60% 64%	59% 56%	58% 69%
Licensing courses for my staff	55% ▼ 74%	51% 61%	58% ▼ 84%
Applying for the dealer licence	46% 47%	44% 41%	48% 55%
Informal visit by a VSA employee	47% 46%	36% 40%	53% 50%
To deal with a customer complaint	37% 38%	45% 39%	31% 35%
Licensing issues with my staff	23% -	26% -	26% -
A formal investigation by a VSA employee	9% 11%	13% 9%	6% 10%
Compliance action by the VSA such as a warning letter or hearing	7% 6%	12% 4%	5% 8%

Note: An other specify option was added in 2016.

Base: All respondents

\* Small base size, interpret with caution.

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

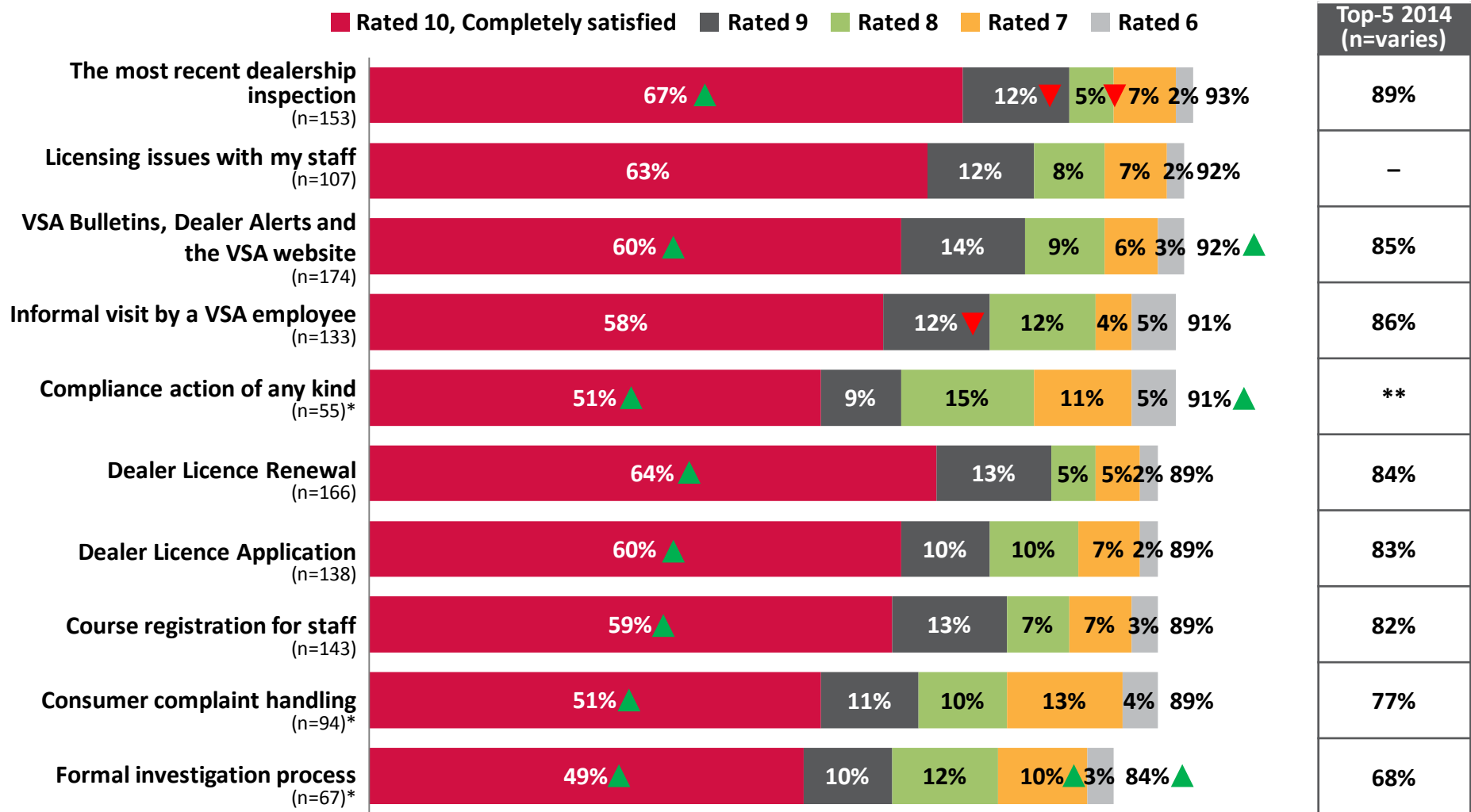
Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.



# Satisfaction With Specific Interactions: Top 5 Box Dealers

Satisfaction with interactions are strong across the board, with over eight-in-ten dealers providing scores of 6 or higher on all interactions. Significant gains have been made in satisfaction with VSA communications and compliance action (up from 75% in 2014).



Note: Licensing issues with my staff added in 2016. Base size too small to report "other".

Base: All respondents excluding not applicable \* Small base size, interpret with caution.

○ Significantly higher than one or more sub-groups.  
 ▲ Significantly higher/ lower than previous wave.

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.

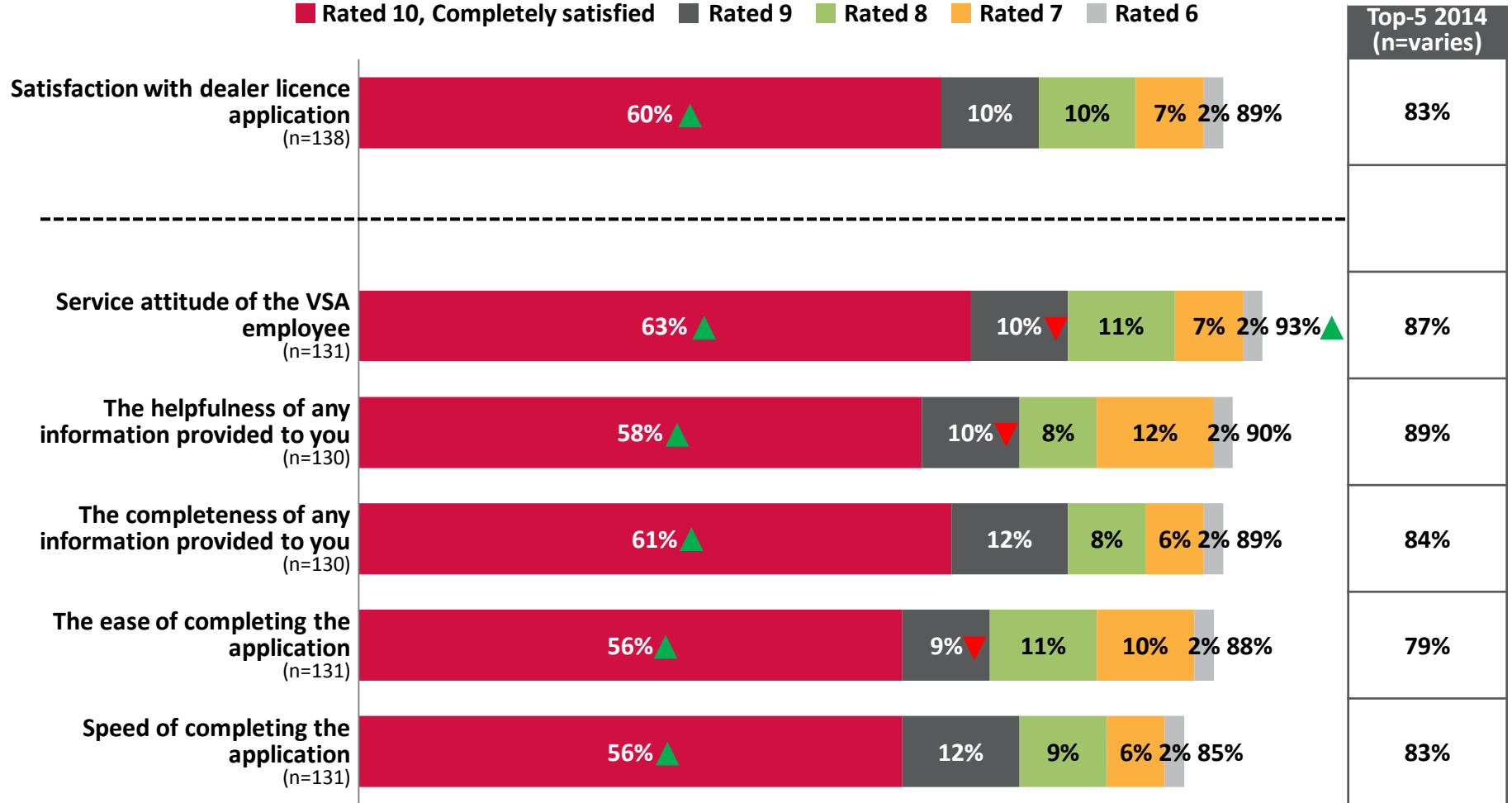
# Appendix 4:

Dealer Application Process Top 5  
Box Rating and by Subgroup

# Satisfaction With Dealer Licence Application Process: Top 5 Box Dealers

When all positive scores are taken in to account, nearly nine-in-ten dealers are satisfied with the Dealer Application Process. Up 6 percentage points from 2014, a significant improvement in satisfaction with the employee's service attitude is recorded this wave.

■ 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.

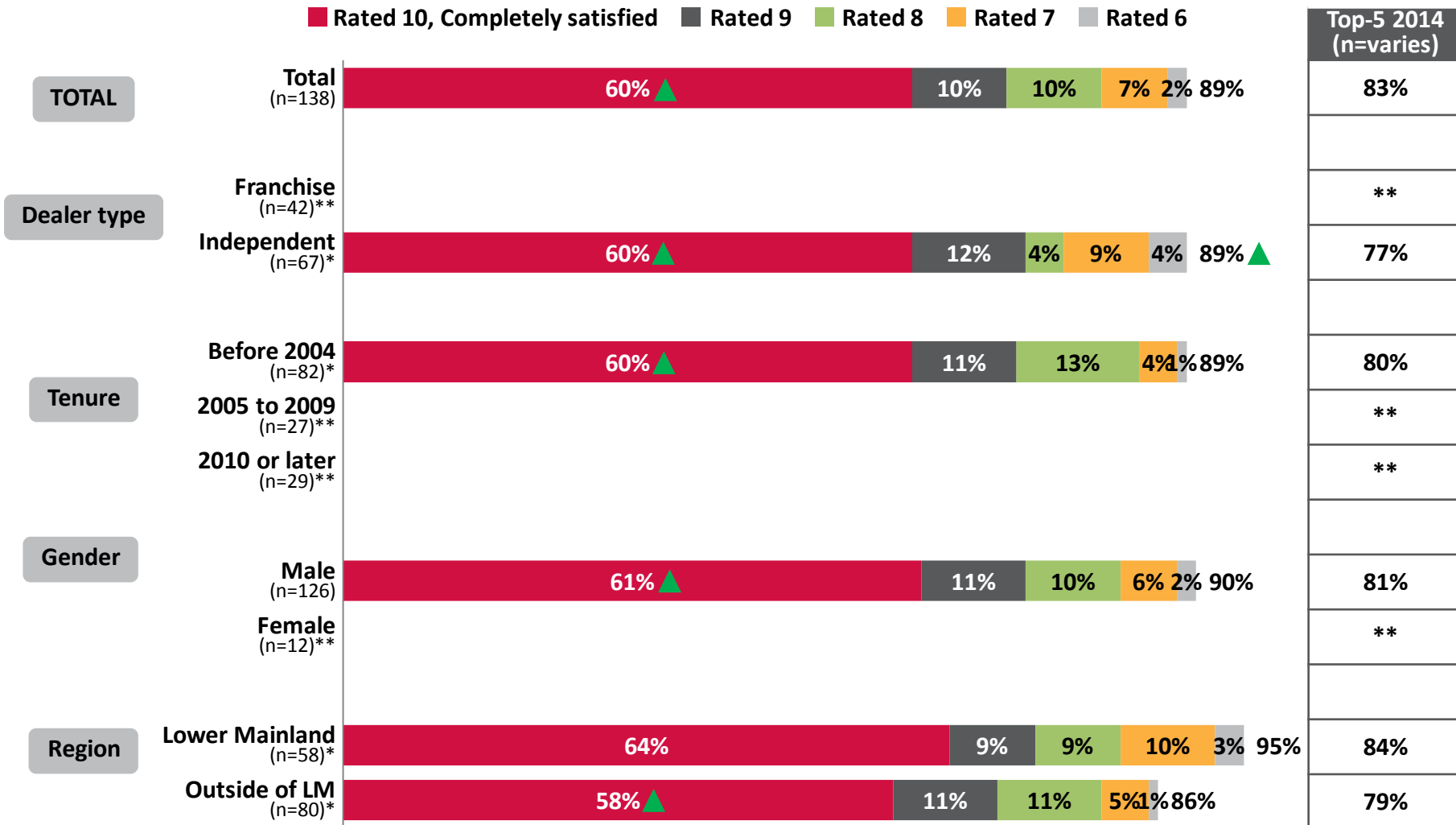
▲ ▼ Significantly higher/ lower than previous wave.

# Satisfaction With Dealer Licence Application

## Dealers

VSA receives positive ratings from nine-in-ten dealers when it comes to dealer licence application. Further, significantly more dealers are completely satisfied (10 out of 10) compared to 2014.

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



○ Significantly higher than one or more sub-groups.

▲ Significantly higher/lower than previous wave.

Note: Base size too small to report franchise, 2005 to 2009, 2010 or later and females demographics.

Base: All respondents excluding not applicable    \* Small base size, interpret with caution.

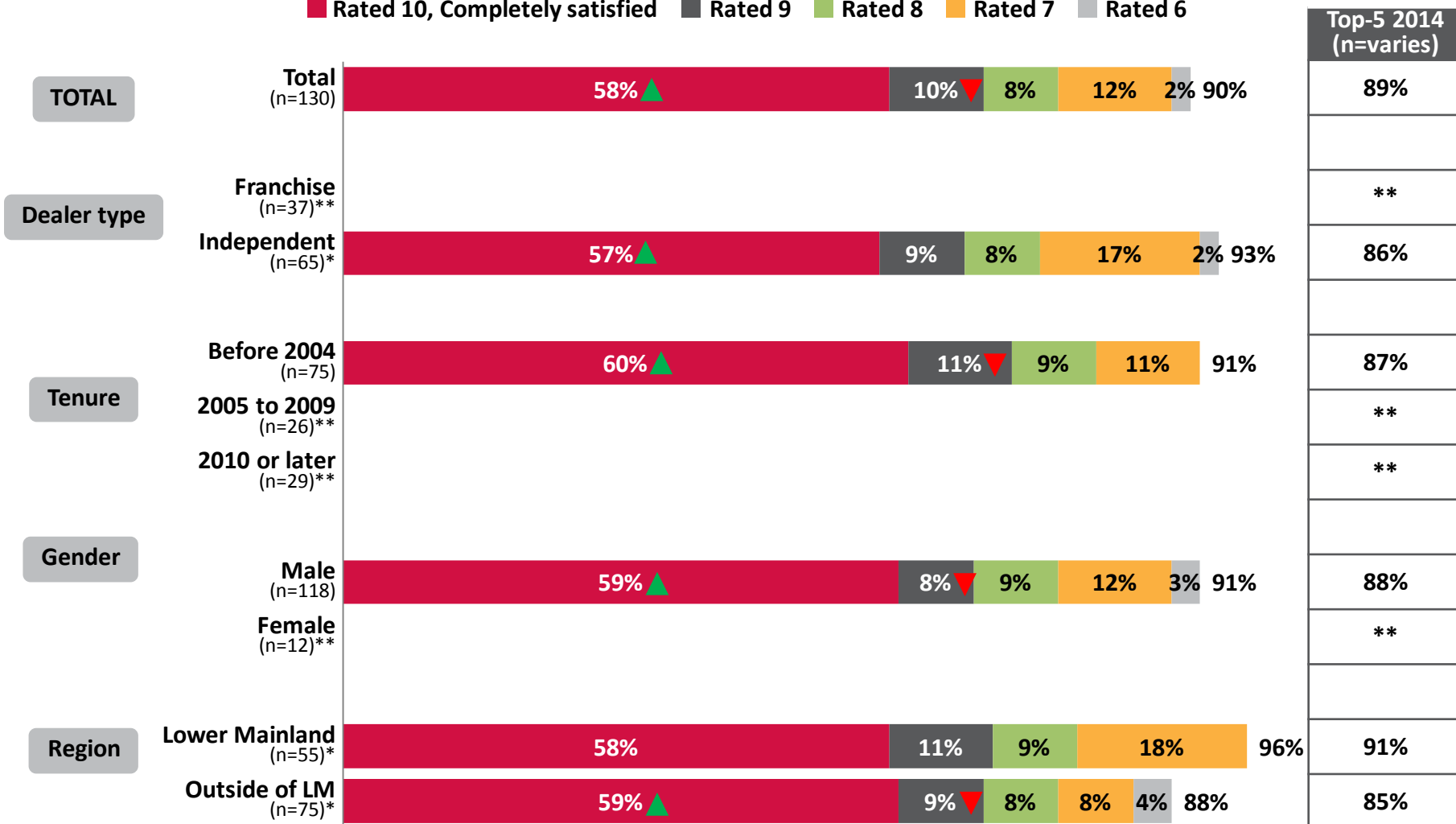
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.



# Satisfaction With The Helpfulness of Any Information Provided to You Dealers

Similar to 2014, 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



Note: Base size too small to report franchise, 2005 to 2009, 2010 or later and females demographics.

Base: Dealer license application excluding not applicable

\* Small base size, interpret with caution.

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.

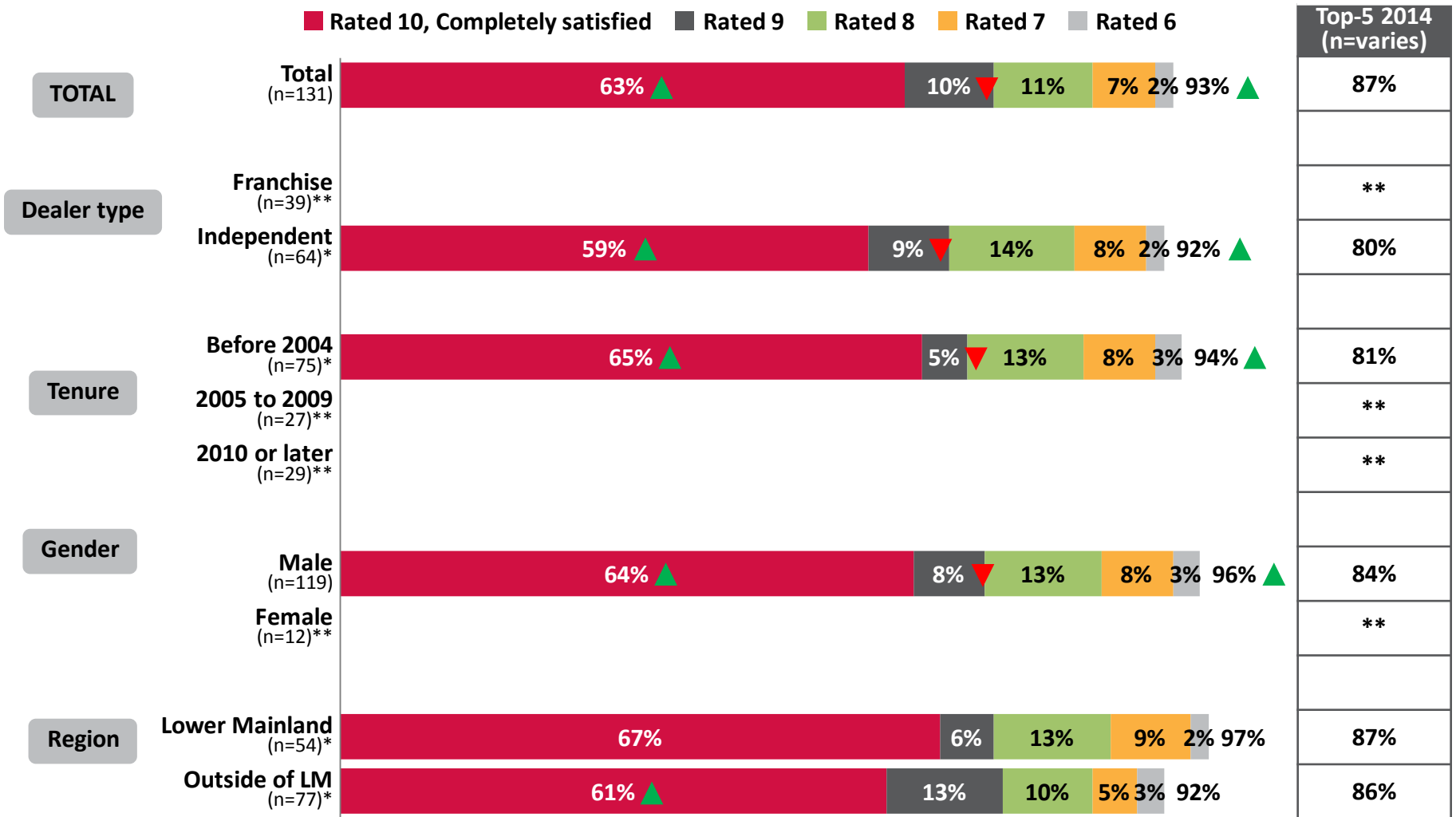
○ Significantly higher than one or more sub-groups.

▲ ▼ Significantly higher/ lower than previous wave.

# Satisfaction With Service Attitude of The VSA Employee Dealers

2016 shows significant improvements in dealers' satisfaction with the service attitude of VSA employees, with 93% awarding a score of 6 or higher.

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



Note: Base size too small to report franchise, 2005 to 2009, 2010 or later and females demographics.

Base: Dealer license application excluding not applicable

\* Small base size, interpret with caution.

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.

▲ ▼ Significantly higher/lower than previous wave.

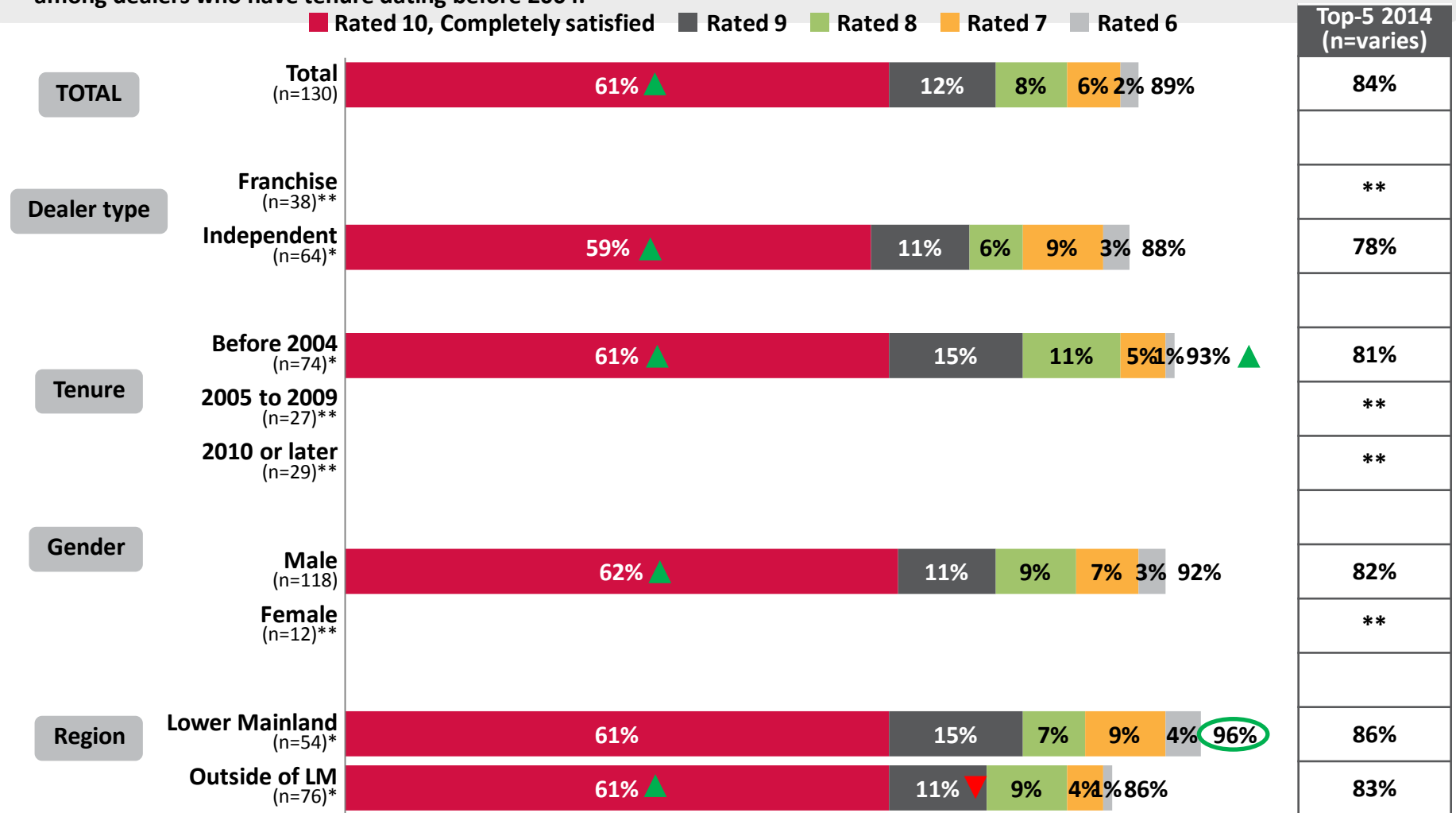


# Satisfaction With The Completeness of Any Information Provided to You

## Dealers

Approximately nine-in-ten dealers are satisfied with the completeness of the information provided during the dealer application process. Significant improvements relative to 2014 are seen in the number of dealers who are completely satisfied (10 out of 10) and among dealers who have tenure dating before 2004.

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



Note: Base size too small to report franchise, 2005 to 2009, 2010 or later and females demographics.

Base: Dealer license application excluding not applicable

\* Small base size, interpret with caution.

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.

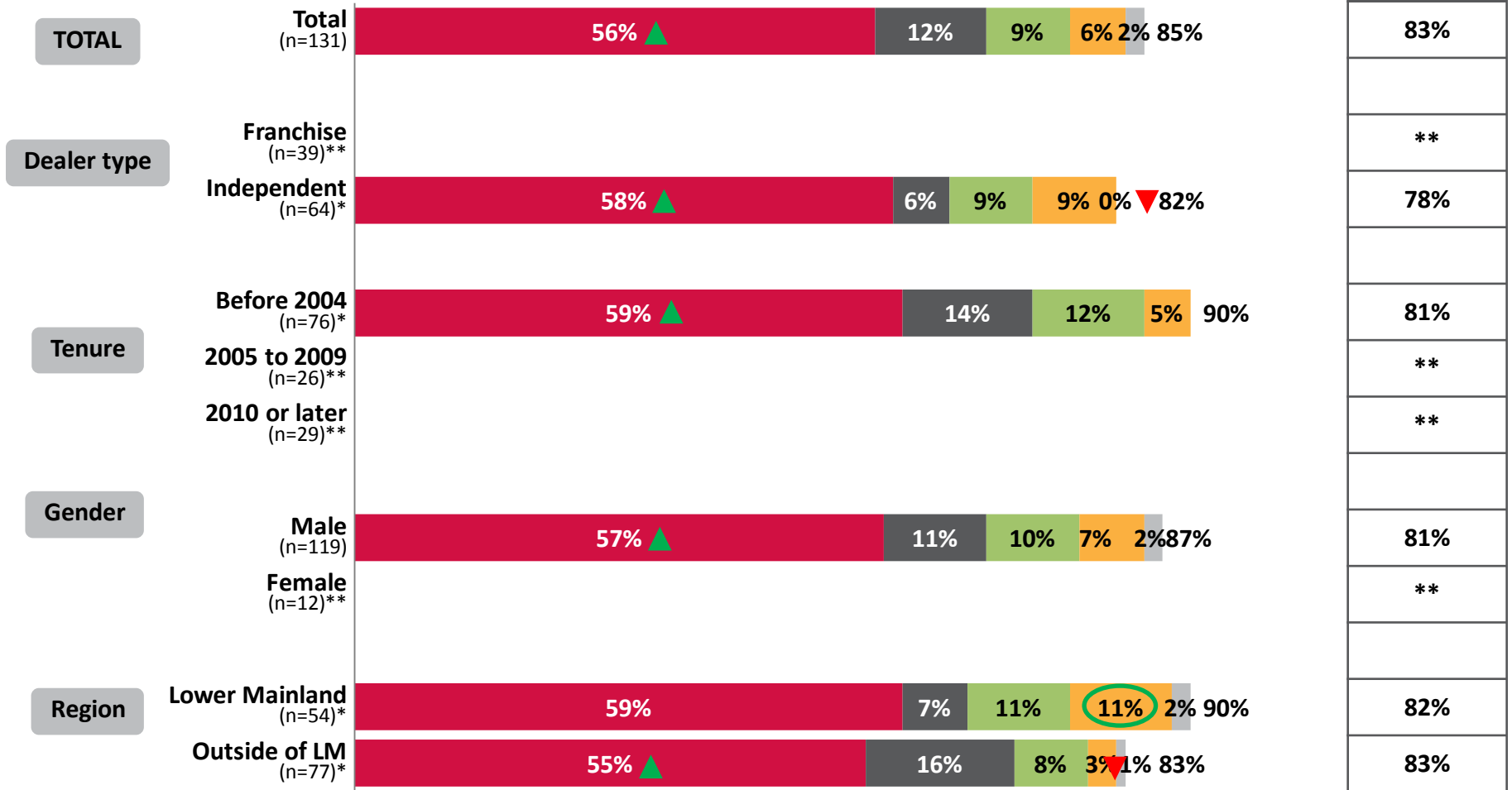
▲ Significantly higher/  
▼ lower than previous wave.

# Satisfaction With Speed of Completing The Application

## Dealers

Consistent with 2014, speed of completing the application is also highly regarded by dealers. This wave, there is significant improvement in the number of dealers who are completely satisfied.

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



Note: Base size too small to report franchise, 2005 to 2009, 2010 or later and females demographics.

Base: Dealer license application excluding not applicable

\* Small base size, interpret with caution.

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.

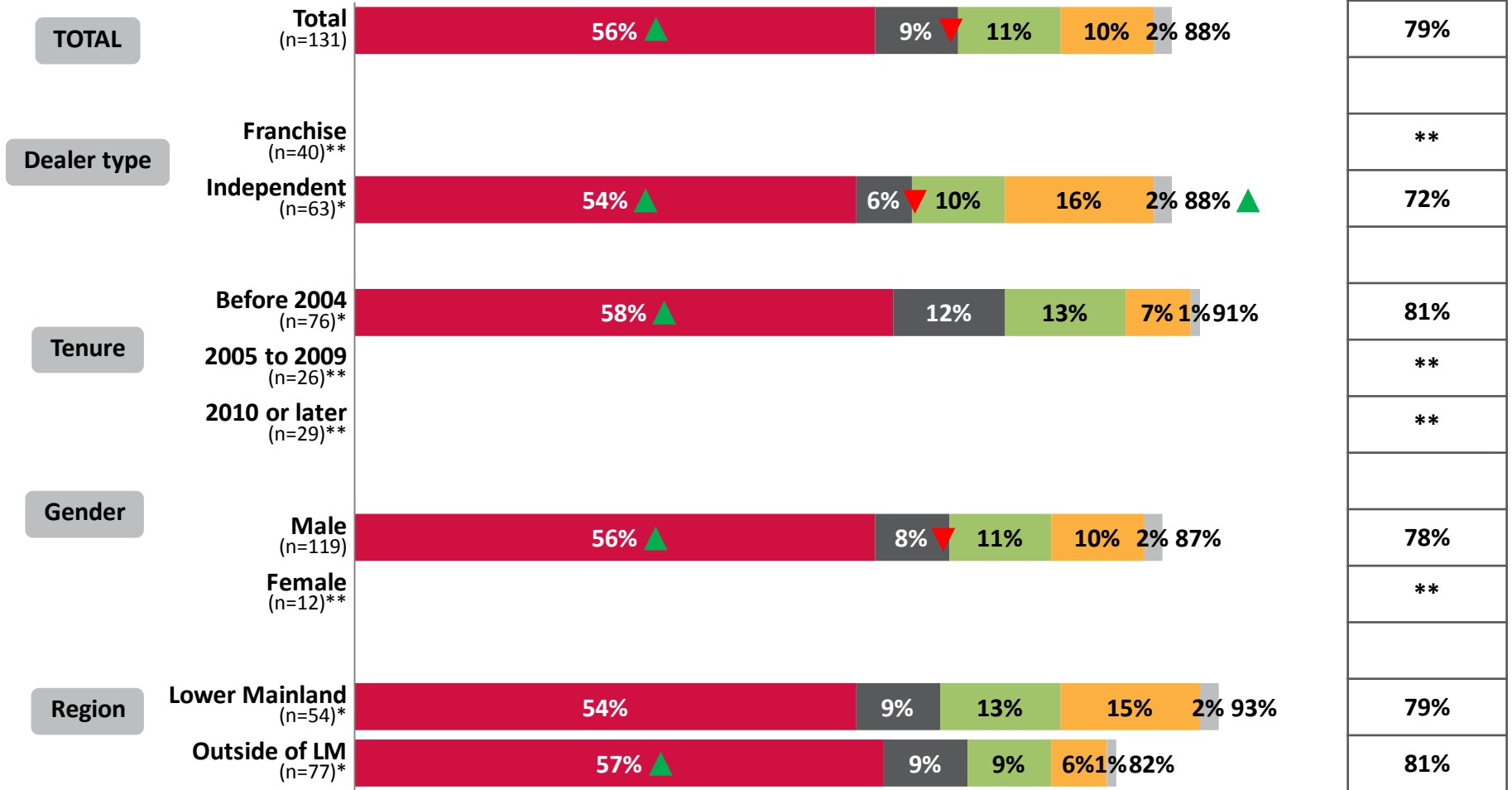
▲ ▼ Significantly higher/lower than previous wave.

# Satisfaction With Ease of Completing The Application

## Dealers

- At 88%, majority of dealers find it easy to complete the application. Independent dealers' overall satisfaction has significantly improved from 72% in 2014 to 88% in 2016.

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



Note: Base size too small to report franchise, 2005 to 2009, 2010 or later and females demographics.

Base: Dealer license application excluding not applicable

\* Small base size, interpret with caution.

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.

▲ ▼ Significantly higher/lower than previous wave.

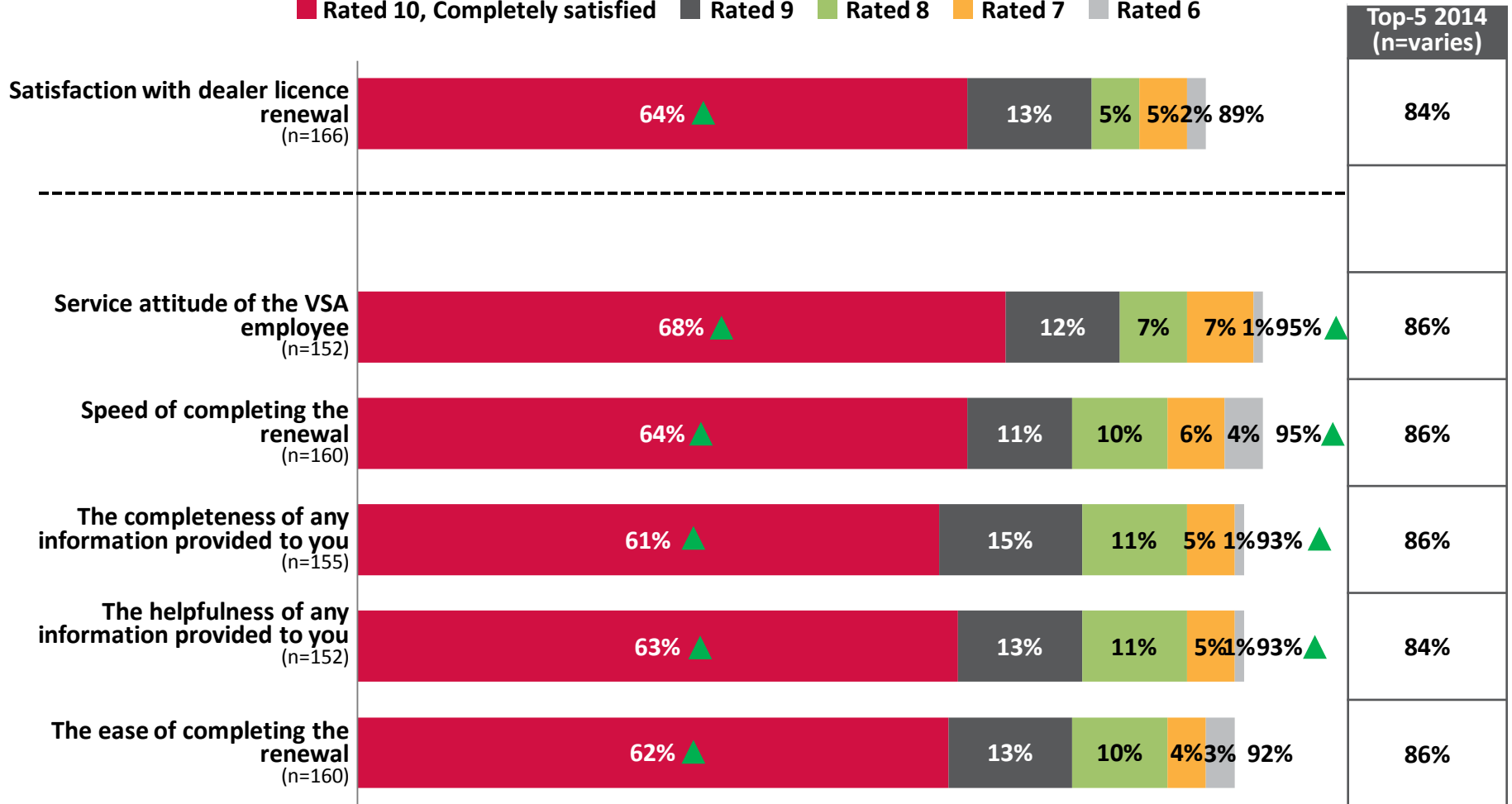
# Appendix 5:

Dealer Renewal Process Top 5 Box  
Rating and by Subgroup

# Satisfaction With Dealer Licence Renewal Process: Top 5 Box Dealers

Similar results are reported when taking in to account all positive scores, with significant improvements recorded among four of the five aspects of the dealer licence renewal process.

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.

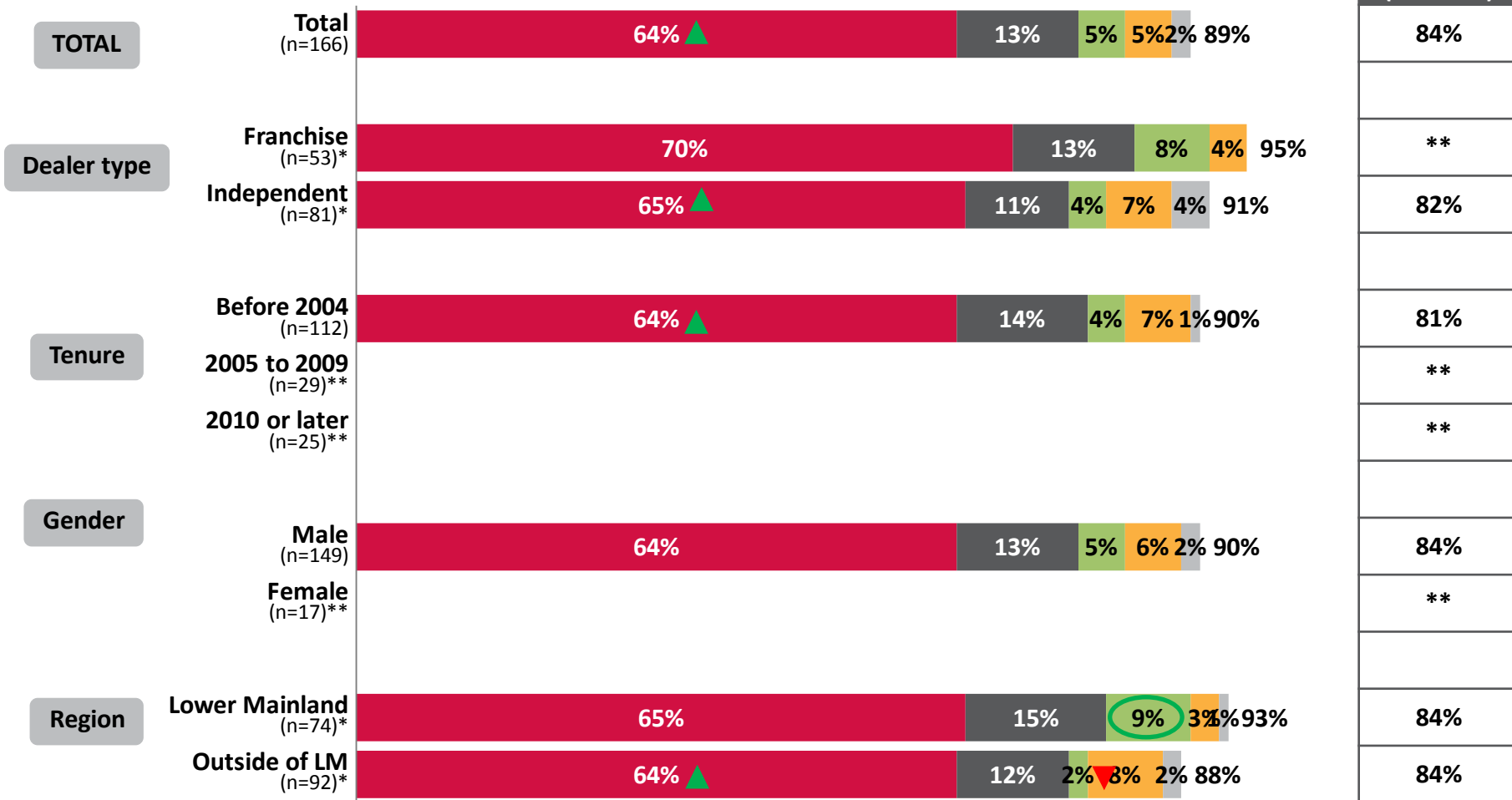
▲ ▼ Significantly higher/ lower than previous wave.

# Satisfaction With Dealer Licence Renewal

## Dealers

Most dealers (89%) remain satisfied with the dealer licence renewal. Further, 2016 shows a significant increase in those who are completely satisfied.

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



○ Significantly higher than one or more sub-groups.

▲ Significantly higher/ lower than previous wave.

Note: Base size too small to report 2005 to 2009, 2010 or later and females demographics.

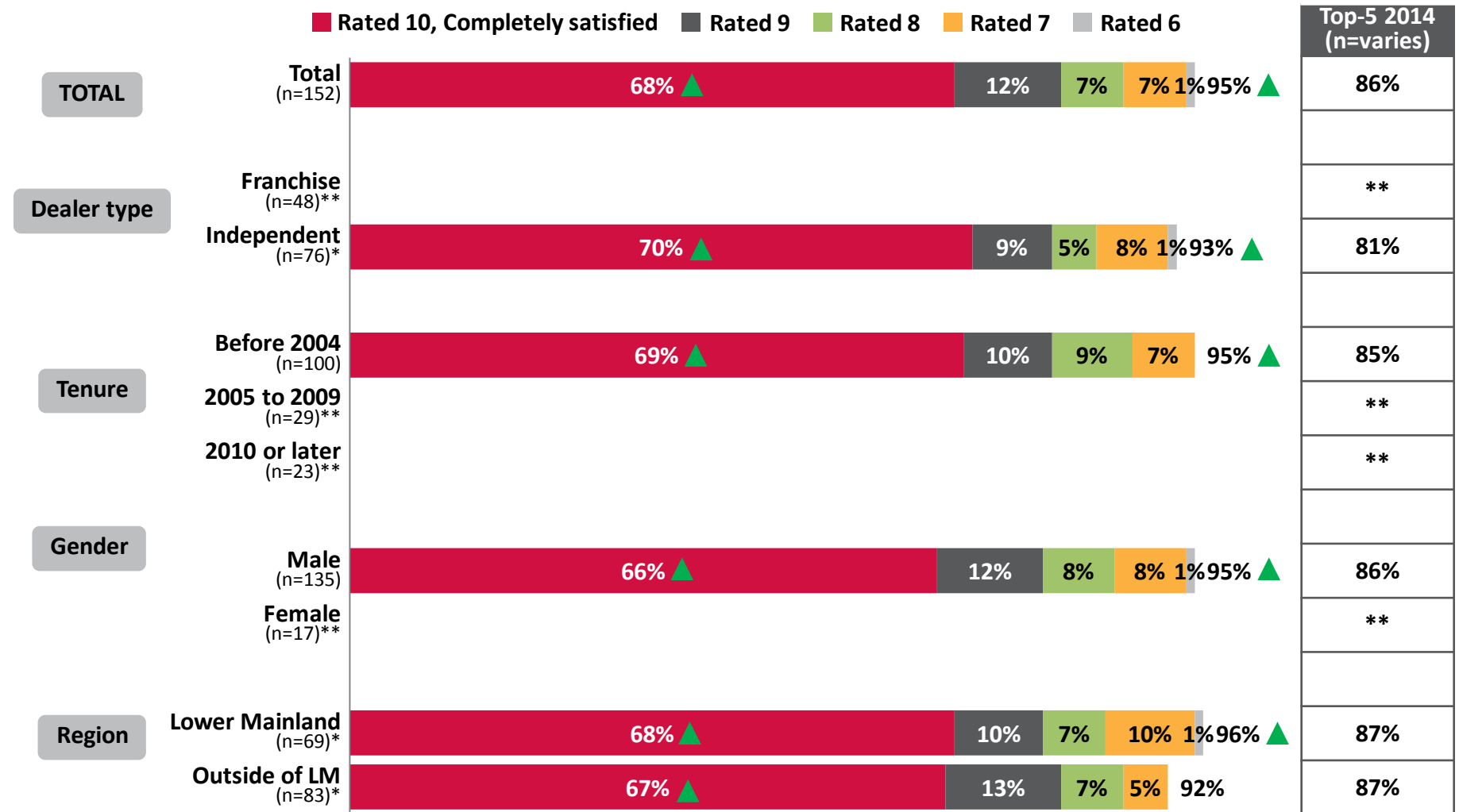
Base: All respondents excluding not applicable. \* Small base size, interpret with caution. \*\* Base too small to report.

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

■ Satisfaction with the service attitude of the VSA employee during the renewal process has increased significantly in 2016 to 95%, as well, there has been a significant increase in those who are completely satisfied.



Note: Base size too small to report franchise, 2005 to 2009, 2010 or later and females demographics.

Base: Dealer licence renewal excluding not applicable.

\* Small base size, interpret with caution.

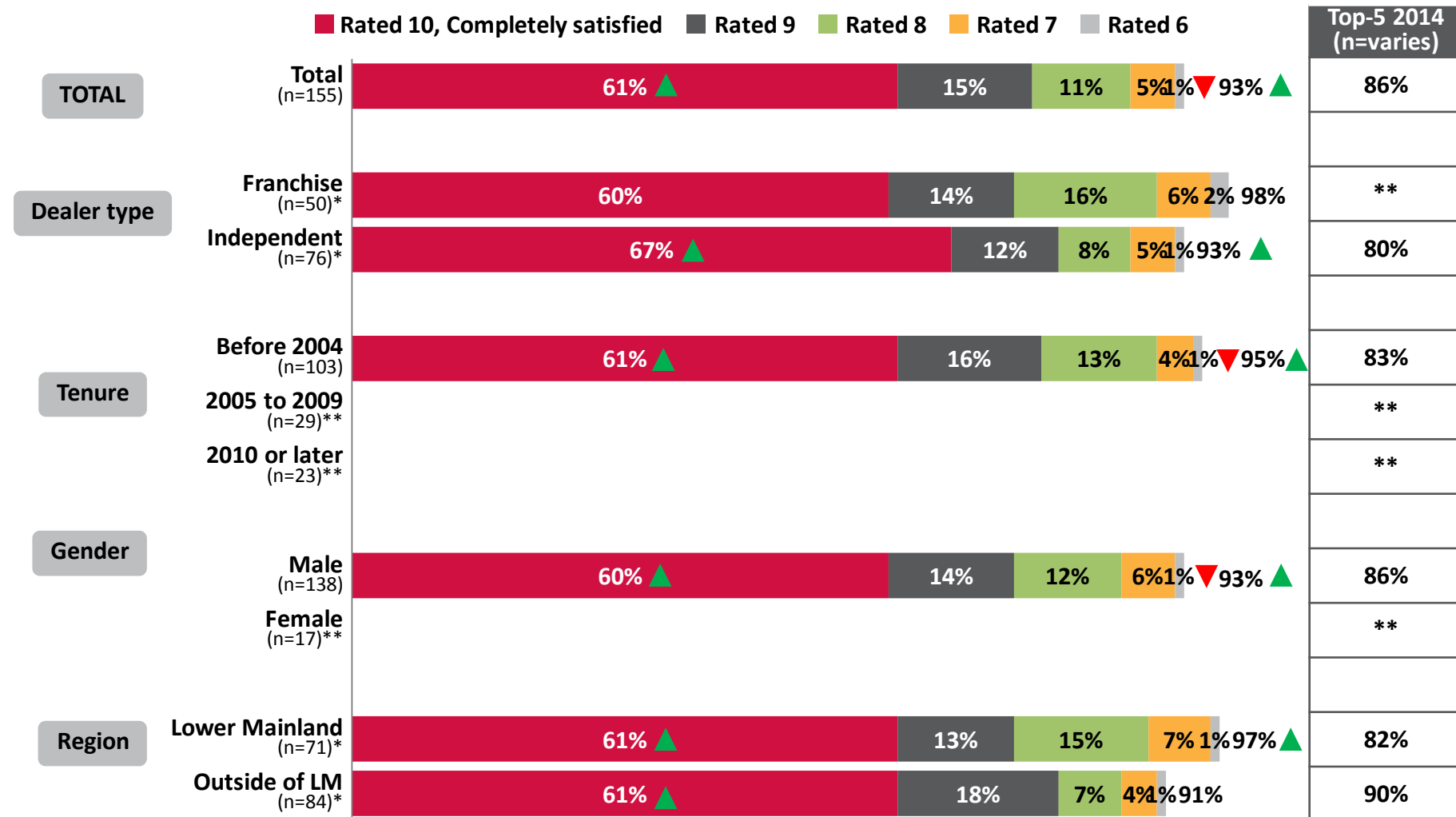
○ Significantly higher than one or more sub-groups.

▲ Significantly higher/lower than previous wave.

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 93%, dealers are increasingly satisfied with the completeness of the information provided during the renewal process.



Note: Base size too small to report 2005 to 2009, 2010 or later and females demographics.

Base: Dealer licence renewal excluding not applicable. \* Small base size, interpret with caution. \*\* Base too small to report.

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.

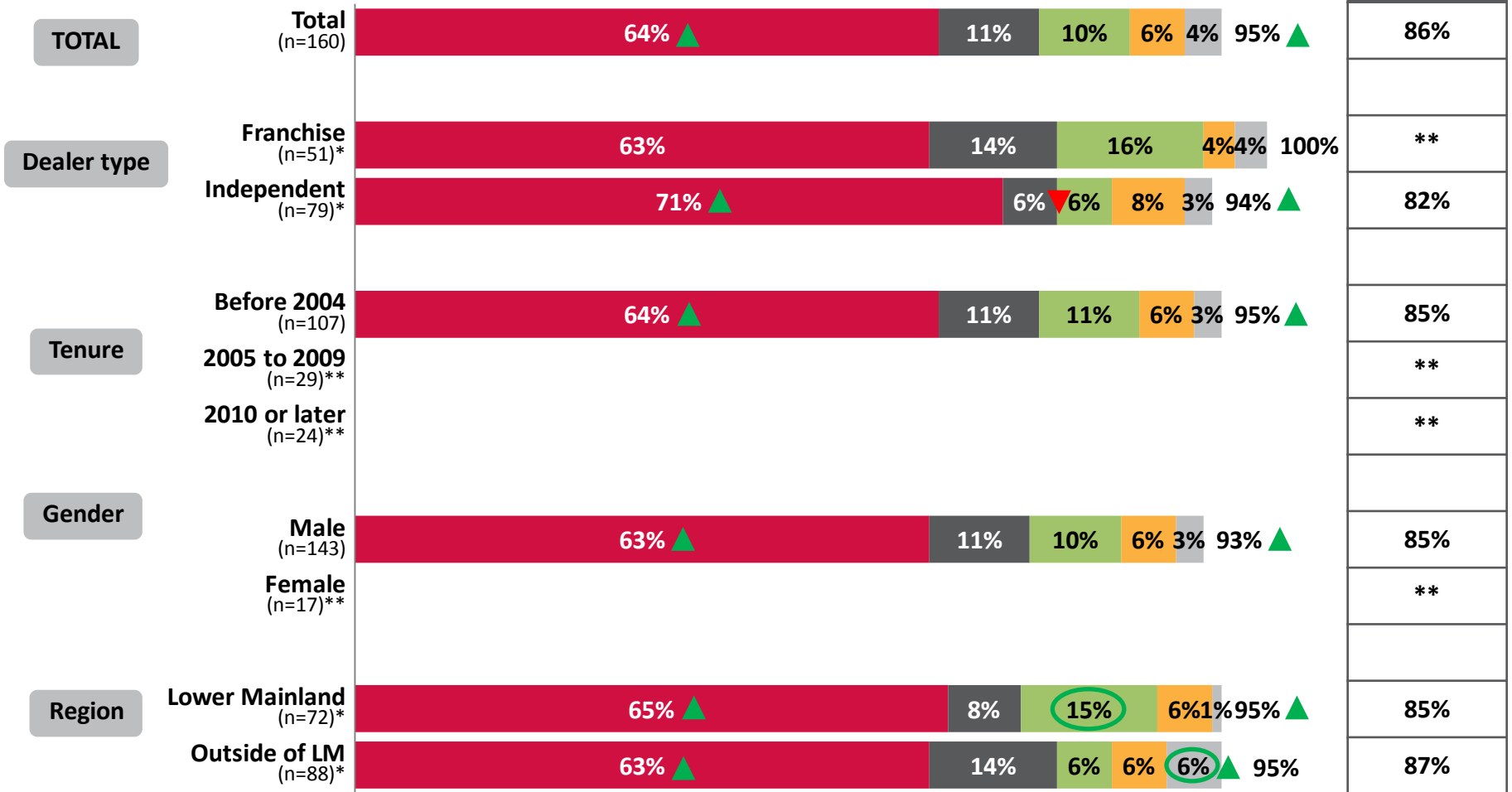
▲ Significantly higher / lower than previous wave.



# Satisfaction With Speed of Completing The Renewal Dealers

The majority of dealers (95%) are satisfied with the speed of completing the renewal, up significantly from 2014.

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



Note: Base size too small to report 2005 to 2009, 2010 or later and females demographics.

Base: Dealer licence renewal excluding not applicable. \* Small base size, interpret with caution. \*\* Base too small to report.

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.

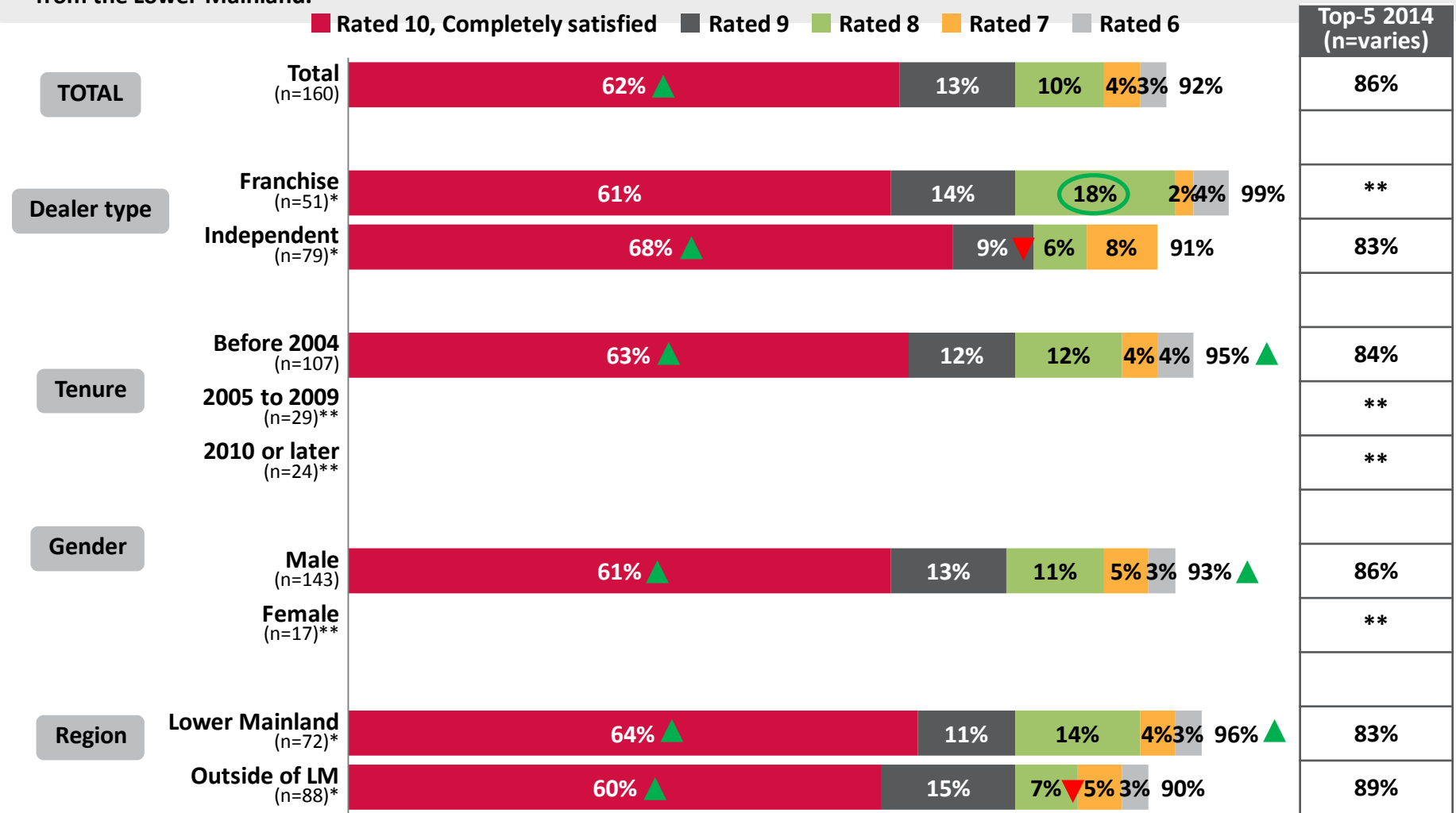
▲ Significantly higher/ lower than previous wave.



# Satisfaction With The Ease of Completing The Renewal Dealers

- Dealers find the renewal form easy to complete, with a significant increase in those who are completely satisfied. Also seen in 2016 are significant increases in satisfaction (rating 6 or higher) among dealers with longer tenure (before 2004), male dealers, and dealers from the Lower Mainland.

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



Note: Base size too small to report 2005 to 2009, 2010 or later and females demographics.

Base: Dealer licence renewal excluding not applicable. \* Small base size, interpret with caution. \*\* Base too small to report.

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.

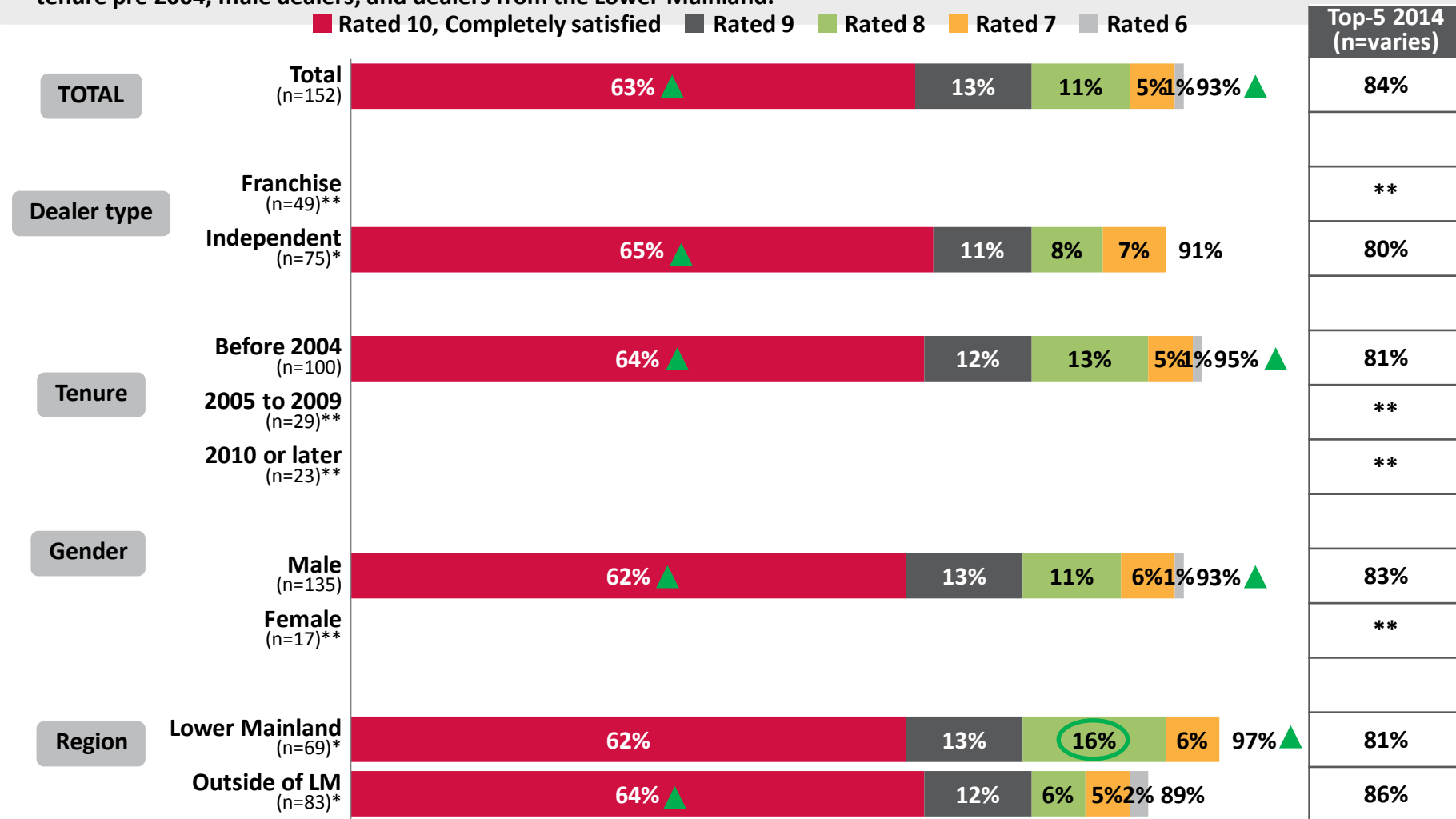
▲ Significantly higher / lower than previous wave.

# Satisfaction With The Helpfulness of Any Information Provided to You

## Dealers

- 2016 shows significant improvement (84% to 93%) in satisfaction with the helpfulness of the information provided during the renewal process. Specifically, significant increases in satisfaction (rating 6 or higher) by subgroups once again include dealers with tenure pre 2004, male dealers, and dealers from the Lower Mainland.

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



○ Significantly higher than one or more sub-groups.

▲ ▼ Significantly higher/lower than previous wave.

Note: Base size too small to report franchise, 2005 to 2009, 2010 or later and females demographics.

Base: Dealer licence renewal excluding not applicable. \* Small base size, interpret with caution. \*\* Base too small to report.

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.

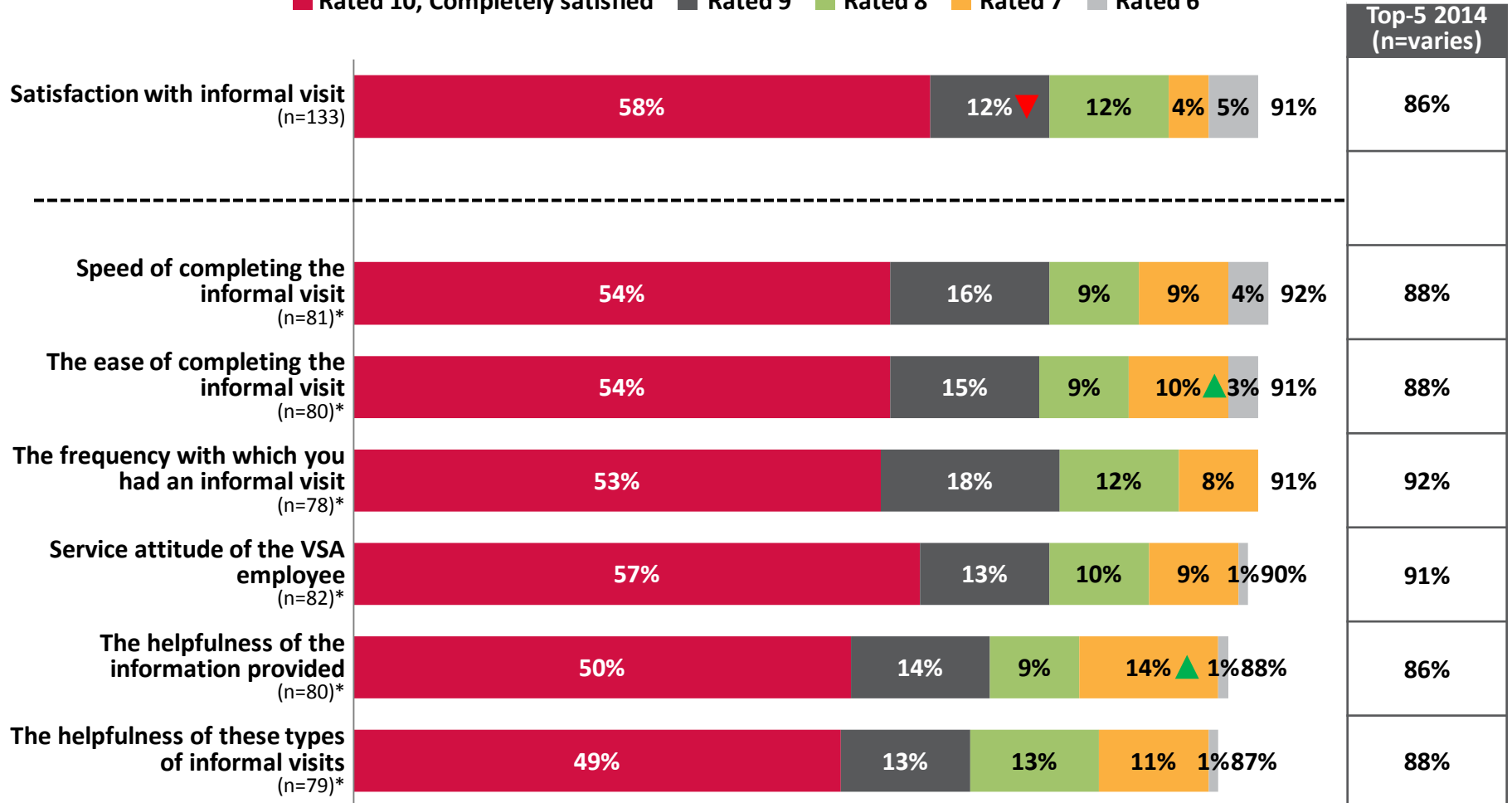
# Appendix 6:

VSA's Informal Visit Top 5 Box Rating and by Subgroup

# Satisfaction With Informal Visit: Top 5 Box Dealers

- Considering all positive scores, approximately nine-in-ten dealers are satisfied with the informal visit and all aspects of the interaction.

■ 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.

▲ ▼ Significantly higher/lower than previous wave.

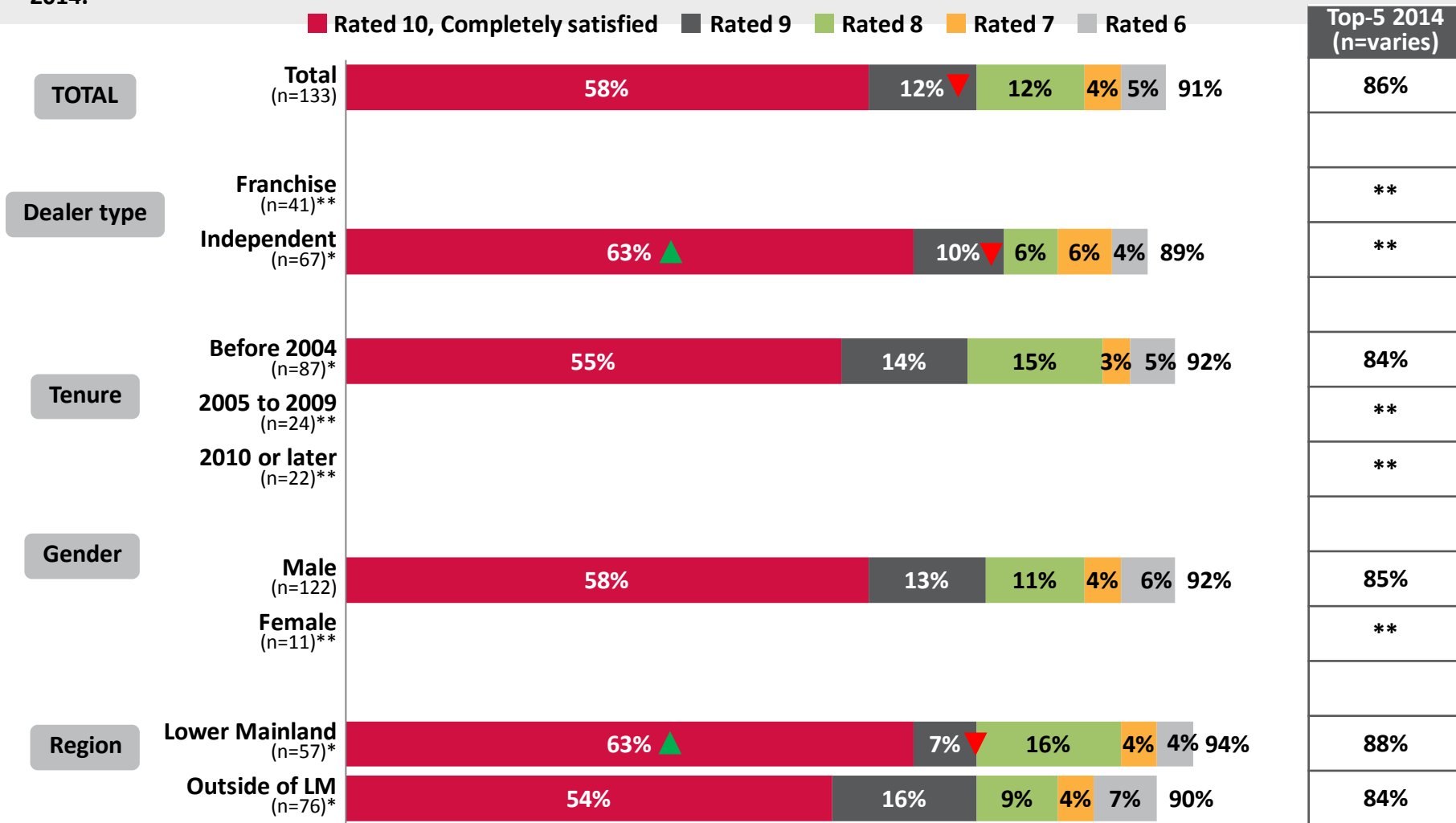


# Satisfaction With Informal Visit by a VSA Employee

## Dealers

- Consistent with 2014, the informal visit by a VSA Employee is highly regarded, receiving ratings of 6 or higher from 91% of dealers. Almost two-thirds of independent dealers and those in the Lower mainland are completely satisfied, a significant increase from 2014.

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



○ Significantly higher than one or more sub-groups.  
▲ ▼ Significantly higher/lower than previous wave.

Note: Base size too small to report franchise, 2005 to 2009, 2010 or later and females demographics.

Base: All respondents excluding not applicable. \* Small base size, interpret with caution. \*\* Base too small to report.

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.

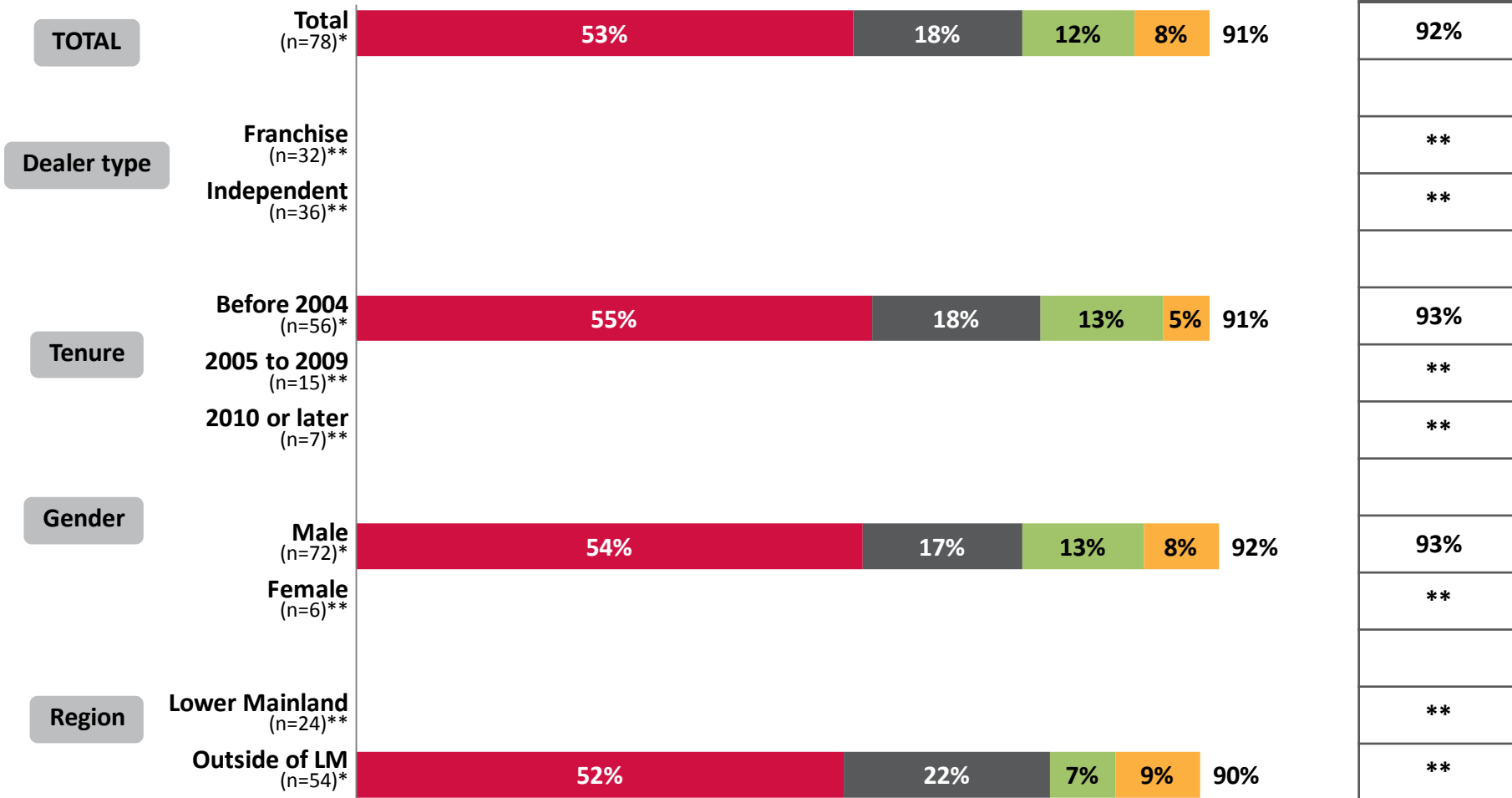


# Satisfaction With The Frequency With Which You Had an Informal Visit

## Dealers

Consistent with 2014, 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



Note: Base size too small to report franchise, independent, 2005 to 2009, 2010 or later, females and Lower Mainland demographics.

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

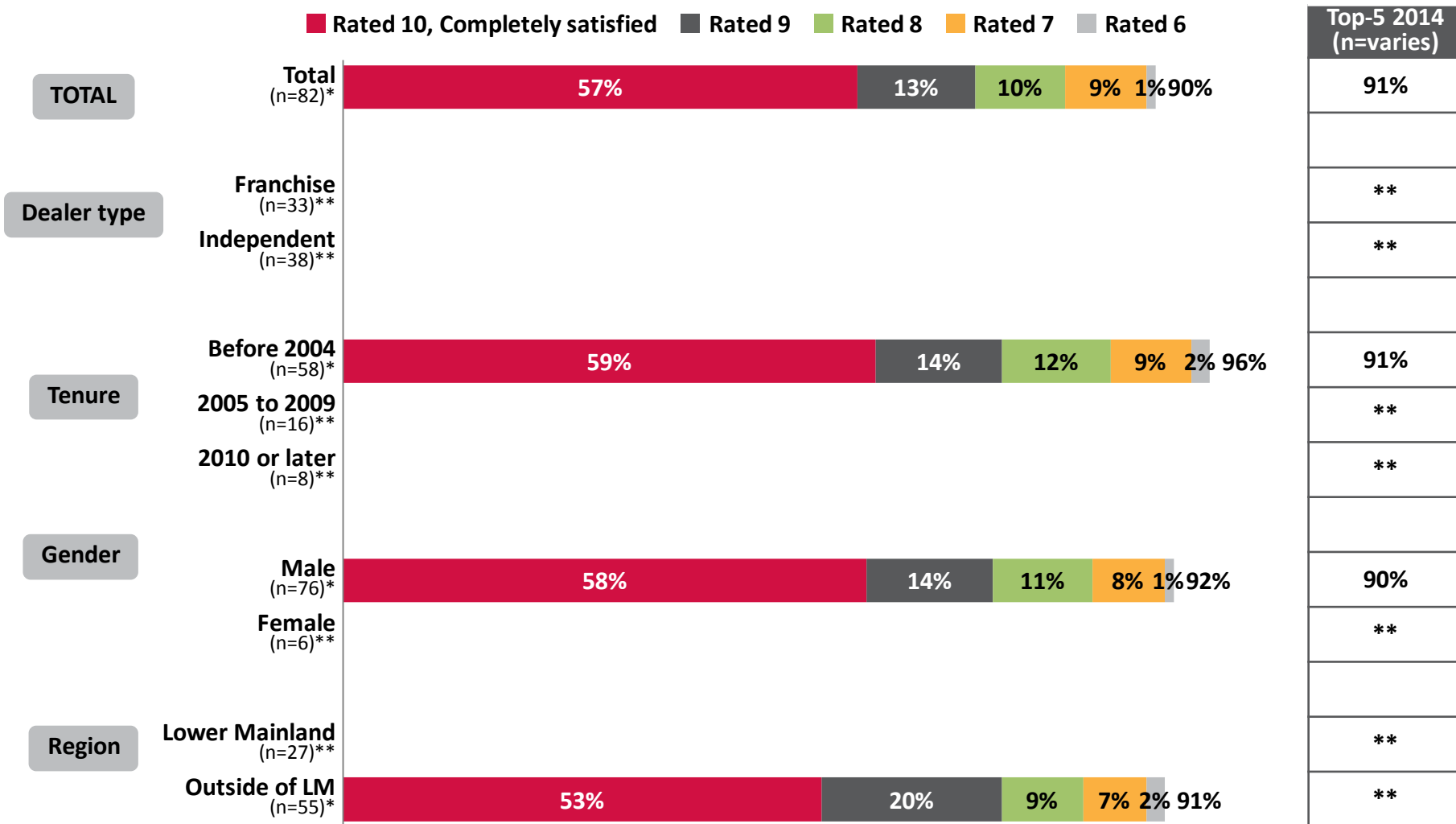
QB4. Now I would like to ask you some specific questions about the informal visit you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the informal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

○ Significantly higher than one or more sub-groups.  
▲ ▼ Significantly higher/lower than previous wave.

# Satisfaction With Service Attitude of The VSA Employee Dealers

■ Sentiment towards service attitude during the informal visit remains unchanged from 2014, receiving top 5 box ratings from nine-in-ten dealers.

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



Note: Base size too small to report franchise, independent, 2005 to 2009, 2010 or later, females and Lower Mainland demographics.

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

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.

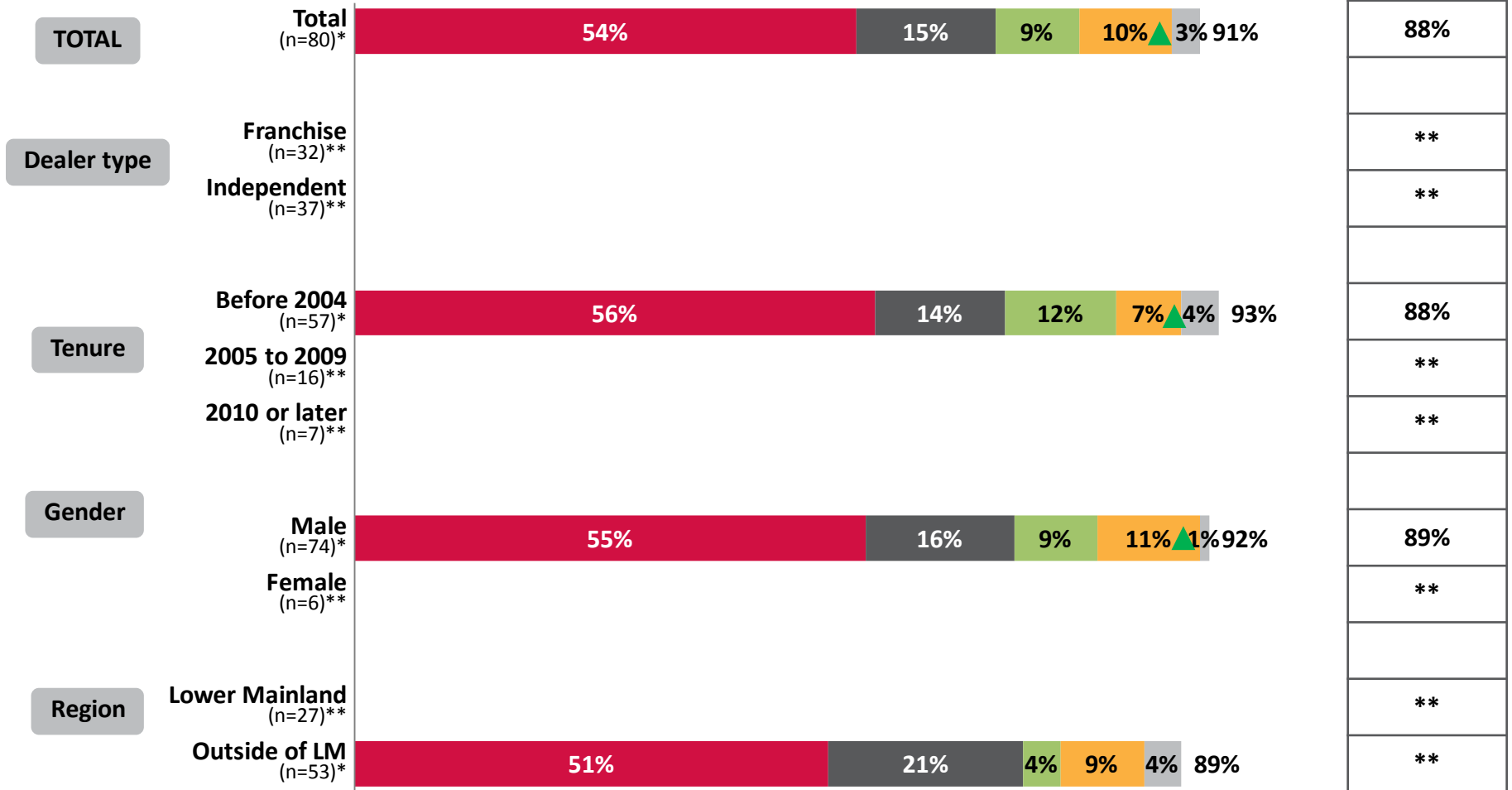
○ Significantly higher than one or more sub-groups.  
 ▲ Significantly higher/lower than previous wave.

# Satisfaction With The Ease of Completing The Informal Visit

## Dealers

90% of dealers are satisfied with the ease of completing the informal visit. Over one-half of dealers are completely satisfied in this regard.

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



Note: Base size too small to report franchise, independent, 2005 to 2009, 2010 or later, females and Lower Mainland demographics.

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

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.

Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.

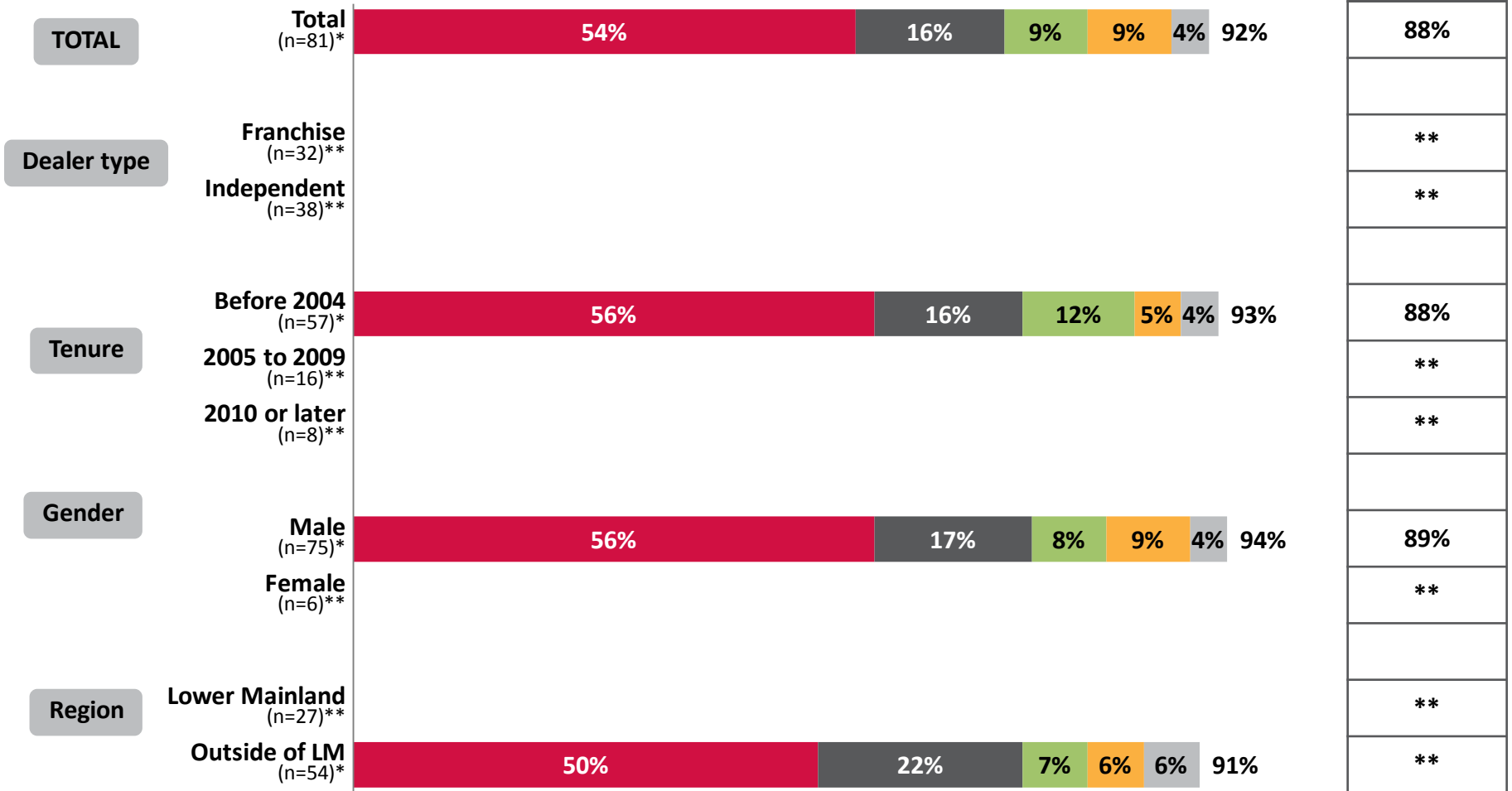


# Satisfaction With Speed of Completing The Informal Visit

## Dealers

Dealers are satisfied (92%) with the speed of completing the informal visit., with no significant changes in 2016 in this regard.


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





Note: Base size too small to report franchise, independent, 2005 to 2009, 2010 or later, females and Lower Mainland demographics.

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

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.

 Significantly higher than one or more sub-groups.

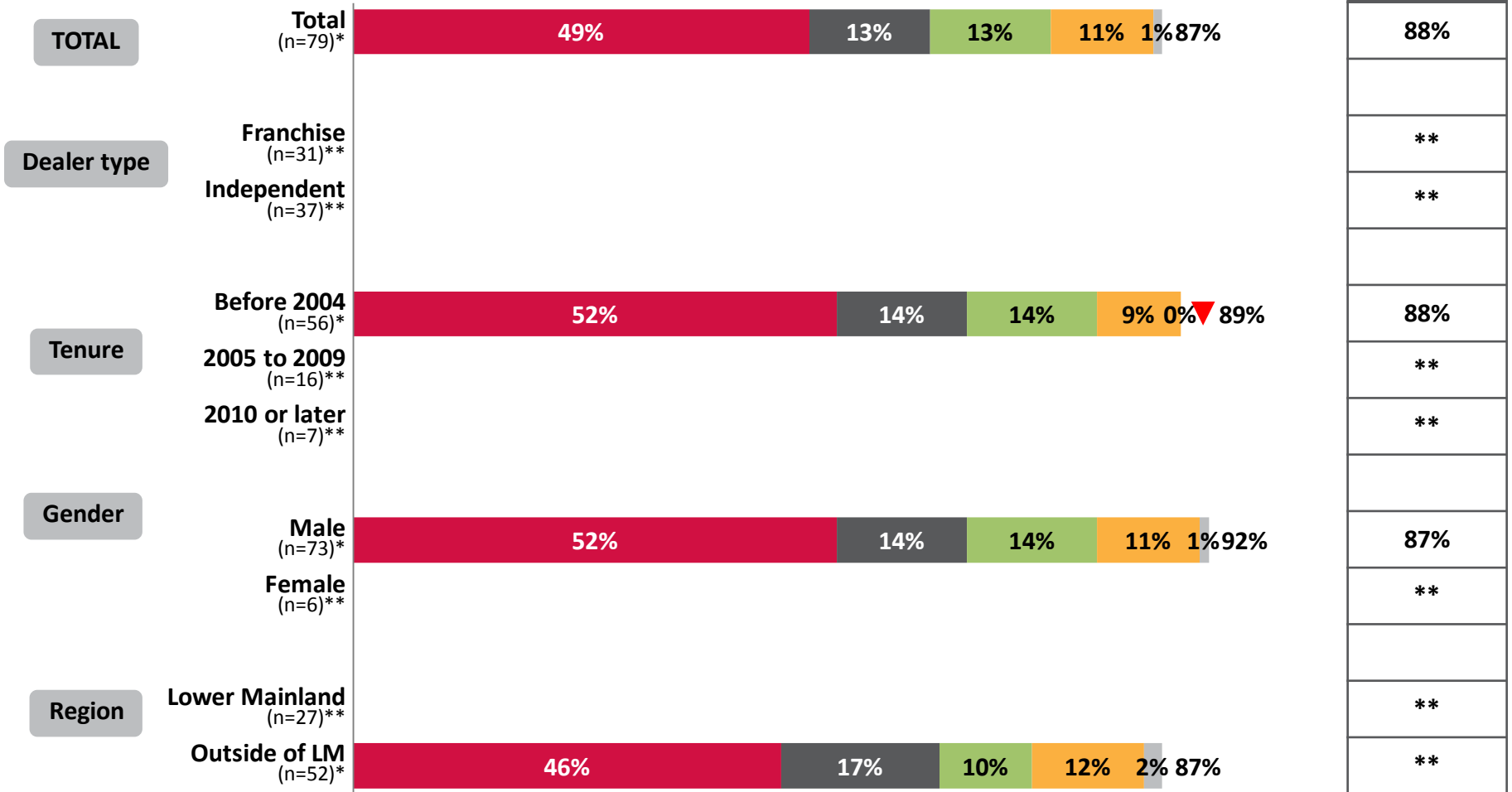
  Significantly higher/lower than previous wave.

# Satisfaction With The Helpfulness of These Types of Informal Visits

## Dealers

87% of dealers are satisfied with the helpfulness of the informal visits, which is consistent with 2014.

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



Note: Base size too small to report franchise, independent, 2005 to 2009, 2010 or later, females and Lower Mainland demographics.

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

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.

Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.

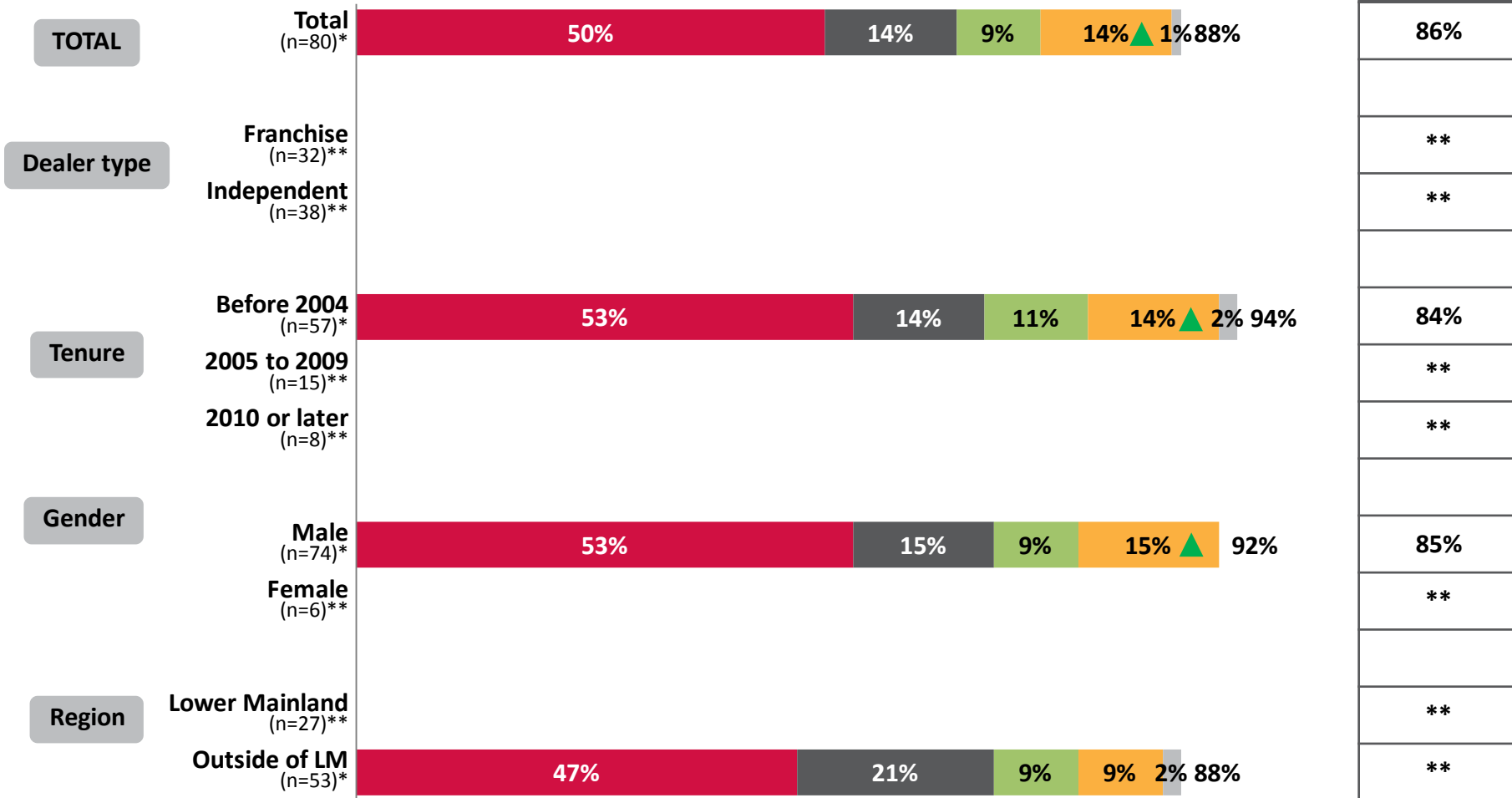


# Satisfaction With The Helpfulness of The Information Provided

## Dealers

88% of 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



Note: Base size too small to report franchise, independent, 2005 to 2009, 2010 or later, females and Lower Mainland demographics.

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

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.

○ Significantly higher than one or more sub-groups.  
 ▲ Significantly higher/ lower than previous wave.

# Appendix 7:

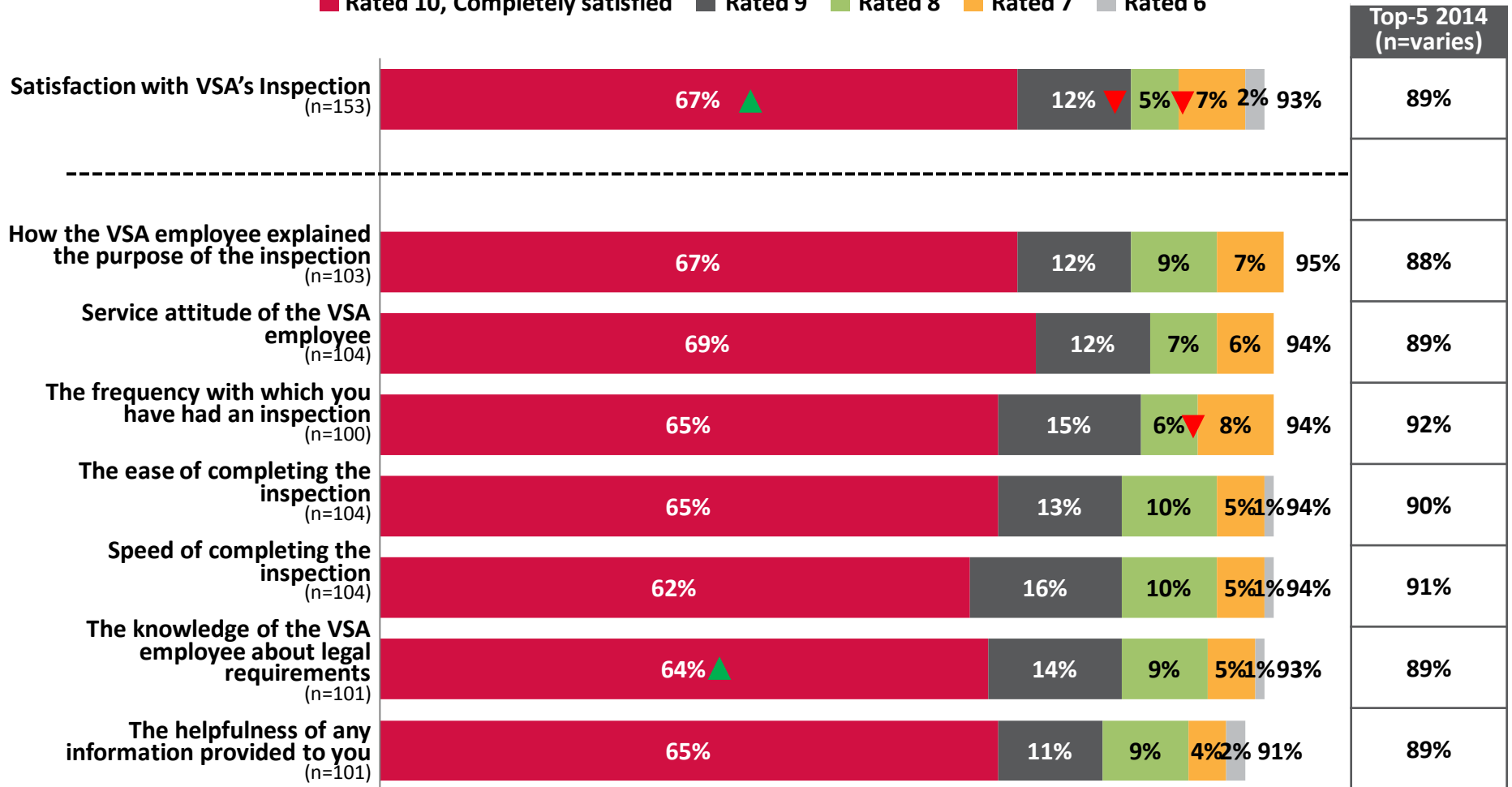
VSA's Inspection Top 5 Box Rating  
and by Subgroup



# Satisfaction With VSA's Inspection: Top 5 Box Dealers

Once again, taking into account all positive scores, overall satisfaction with VSA's inspection remains strong, with nine-in-ten dealers providing scores of 6 or higher on all elements of the interaction.

Rated 10, Completely satisfied (Red) | Rated 9 (Dark Grey) | Rated 8 (Light Green) | Rated 7 (Yellow) | Rated 6 (Light Grey)



▲ ▼ Significantly higher/lower than previous wave.

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.

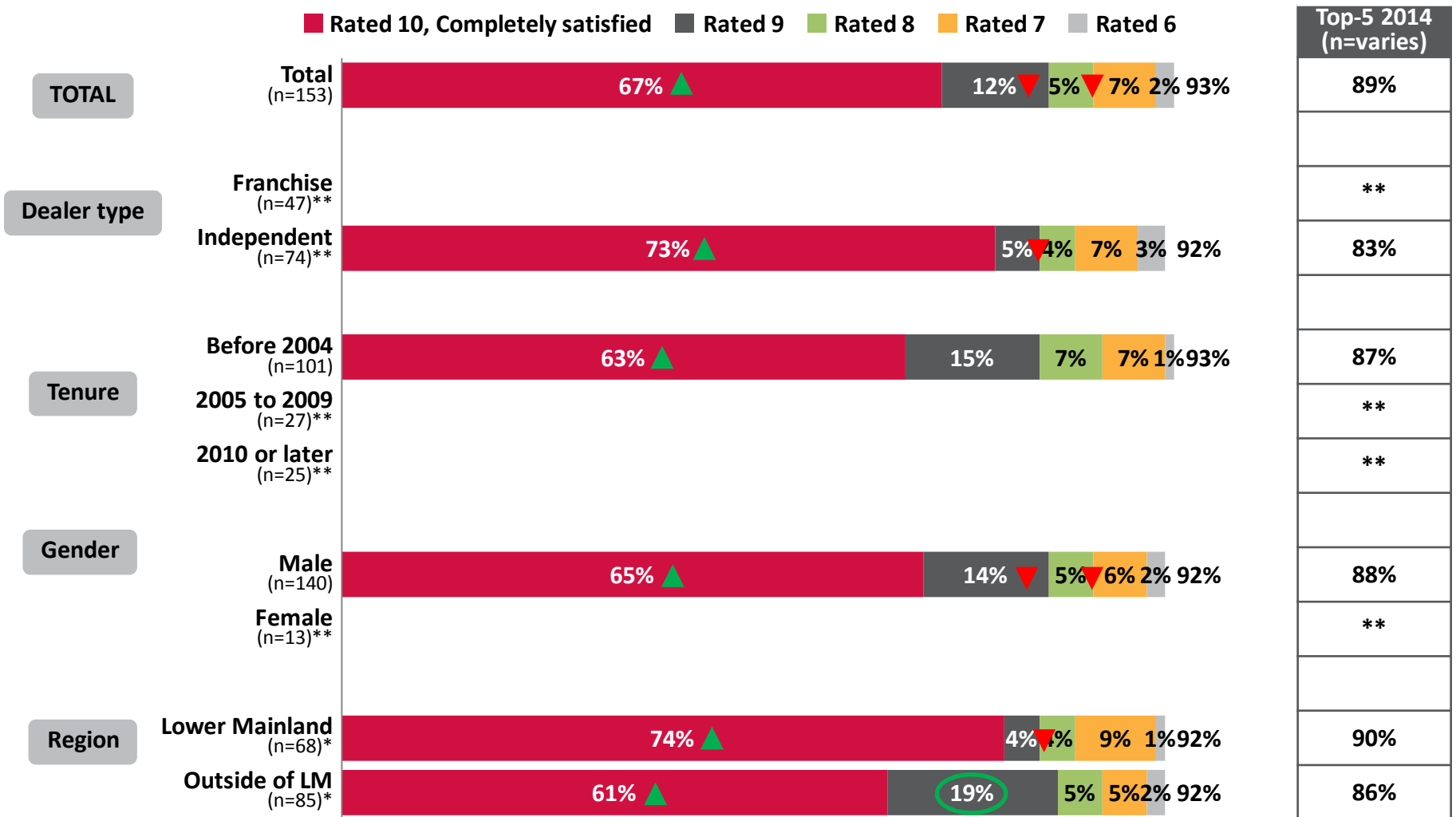


# Satisfaction With The Most Recent Dealership Inspection

## Dealers

■ Satisfaction with VSA on the most recent dealership inspection remains high (93%). Additionally, there is a significant increase in those completely satisfied.

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



○ Significantly higher than one or more sub-groups.  
 ▲ Significantly higher/lower than previous wave.

Note: Base size too small to report: franchise, 2005 to 2009, and 2010 or later and female demographic.

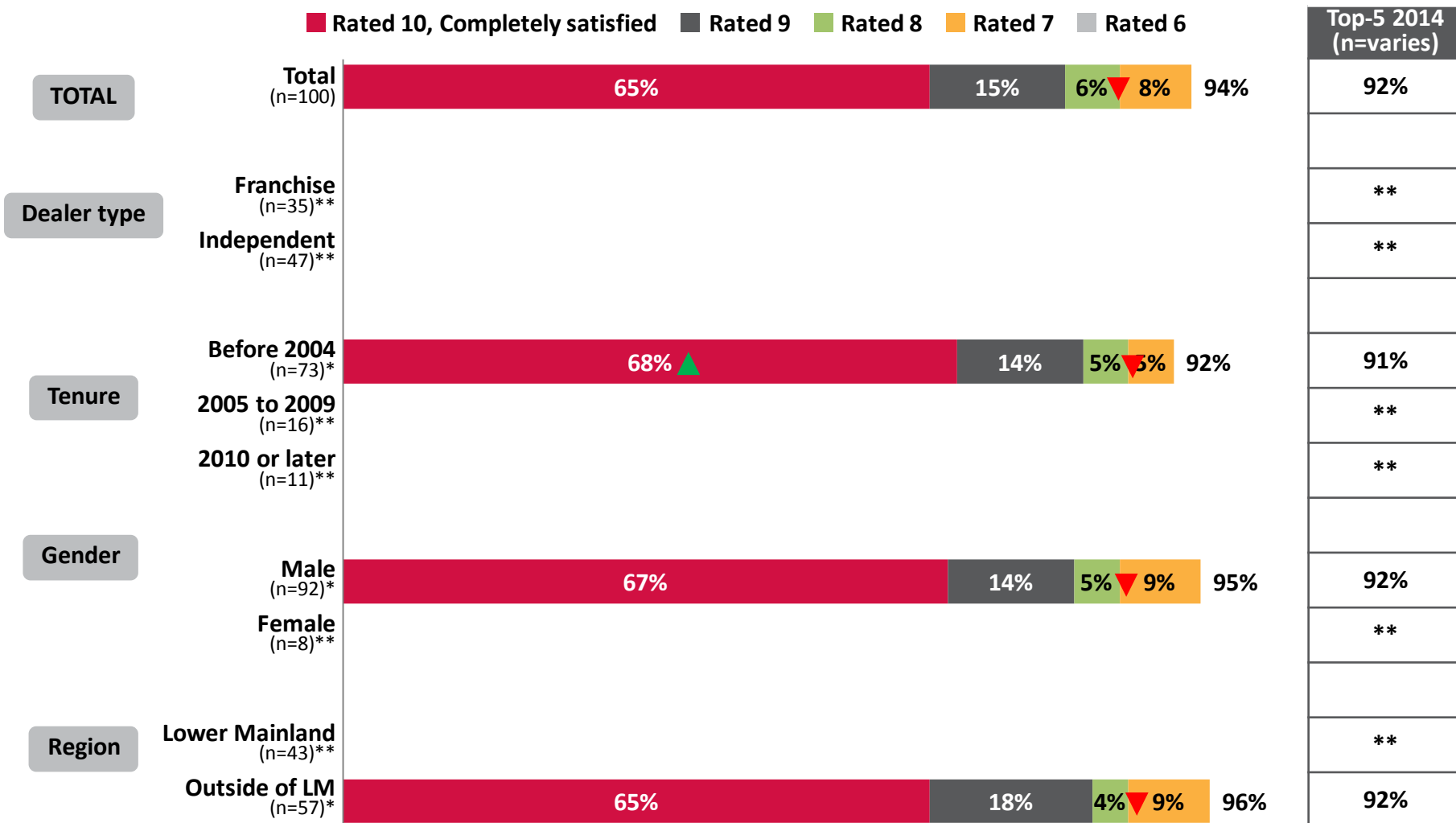
Base: All respondents excluding not applicable. \* Small base size, interpret with caution.

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.

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

The majority of dealers (94%) are satisfied with the frequency of the VSA's inspection. Dealers with tenure pre 2004 are more likely to be completely satisfied relative to 2014.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later and female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable. \* Small base size, interpret with caution.

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.

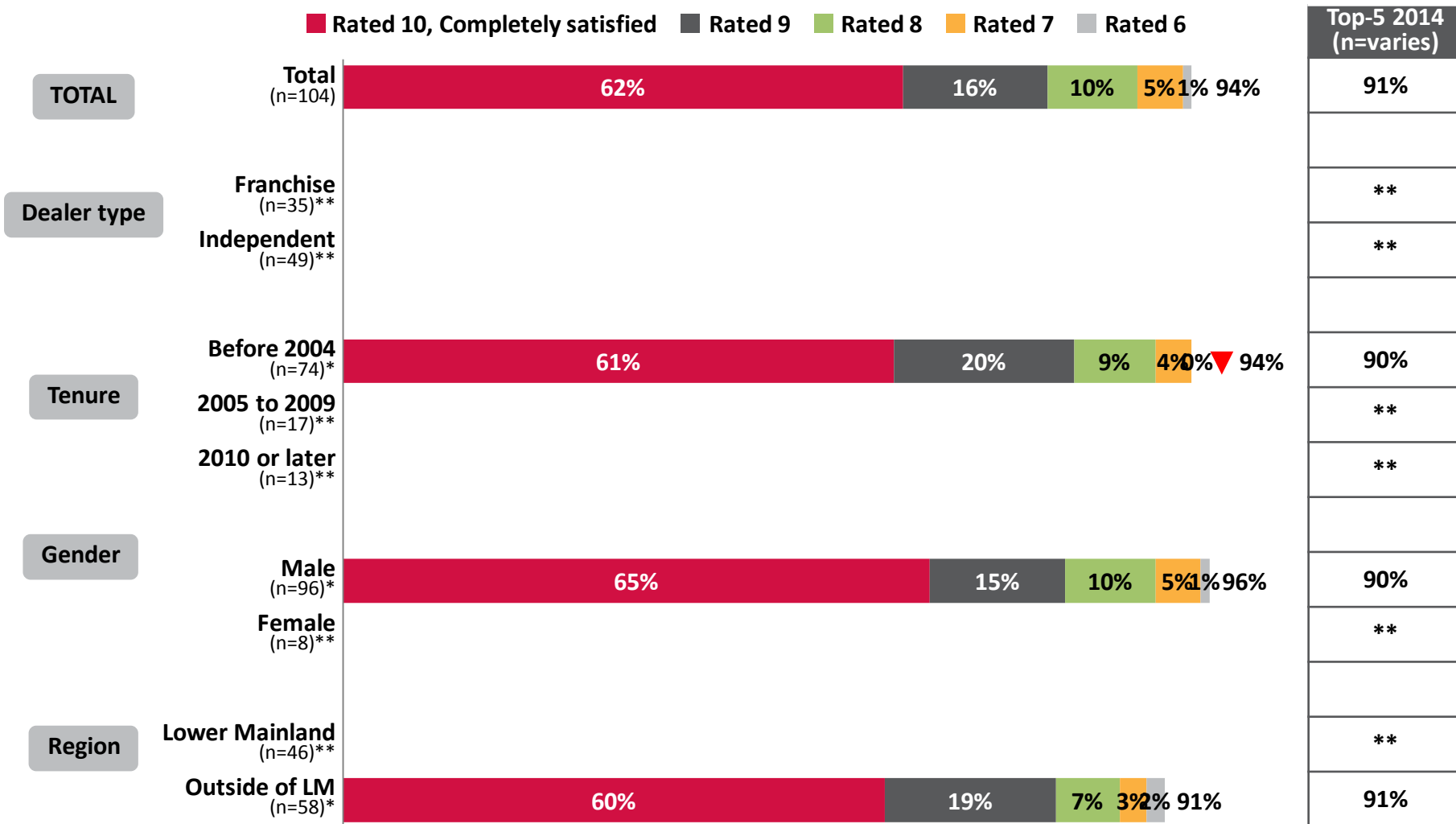
▲ ▼ Significantly higher/lower than previous wave.

# Satisfaction With Speed of Completing The Inspection

## Dealers

Consistent with 2014, Speed of completing the inspection is highly regarded by dealers, receiving a rating of 6 or higher from 94% of dealers.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later and female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable. \* Small base size, interpret with caution.

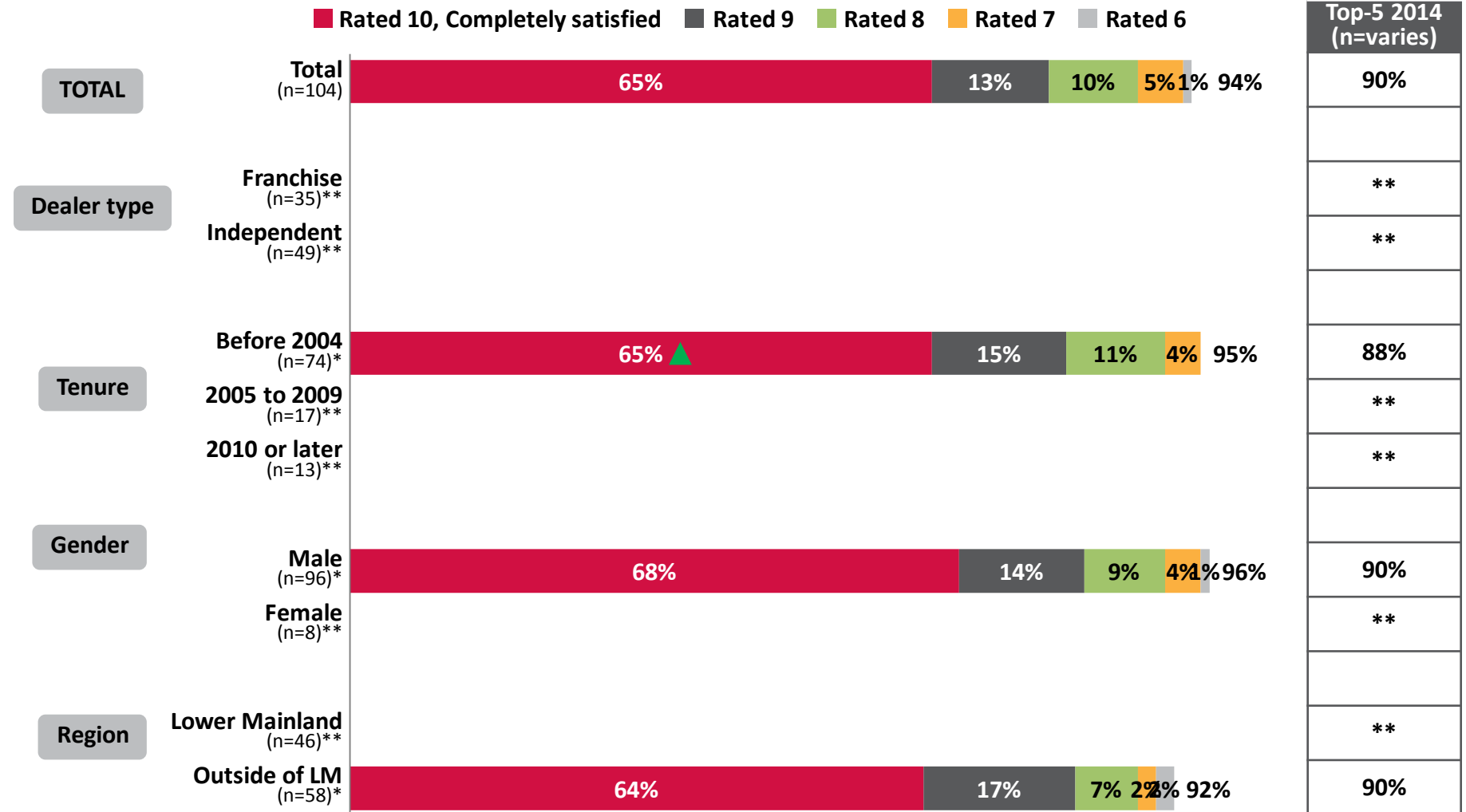
QB5. Now I would like to ask you some specific questions about the inspection you had from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the inspection.

Significantly higher than one or more sub-groups.  
 Significantly higher/lower than previous wave.

# Satisfaction With The Ease of Completing The Inspection

## Dealers

94% of dealers are satisfied with the ease of completing the inspection. Dealers with tenure pre 2004 are more likely to be completely satisfied relative to 2014.



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later and female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable. \* Small base size, interpret with caution.

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.

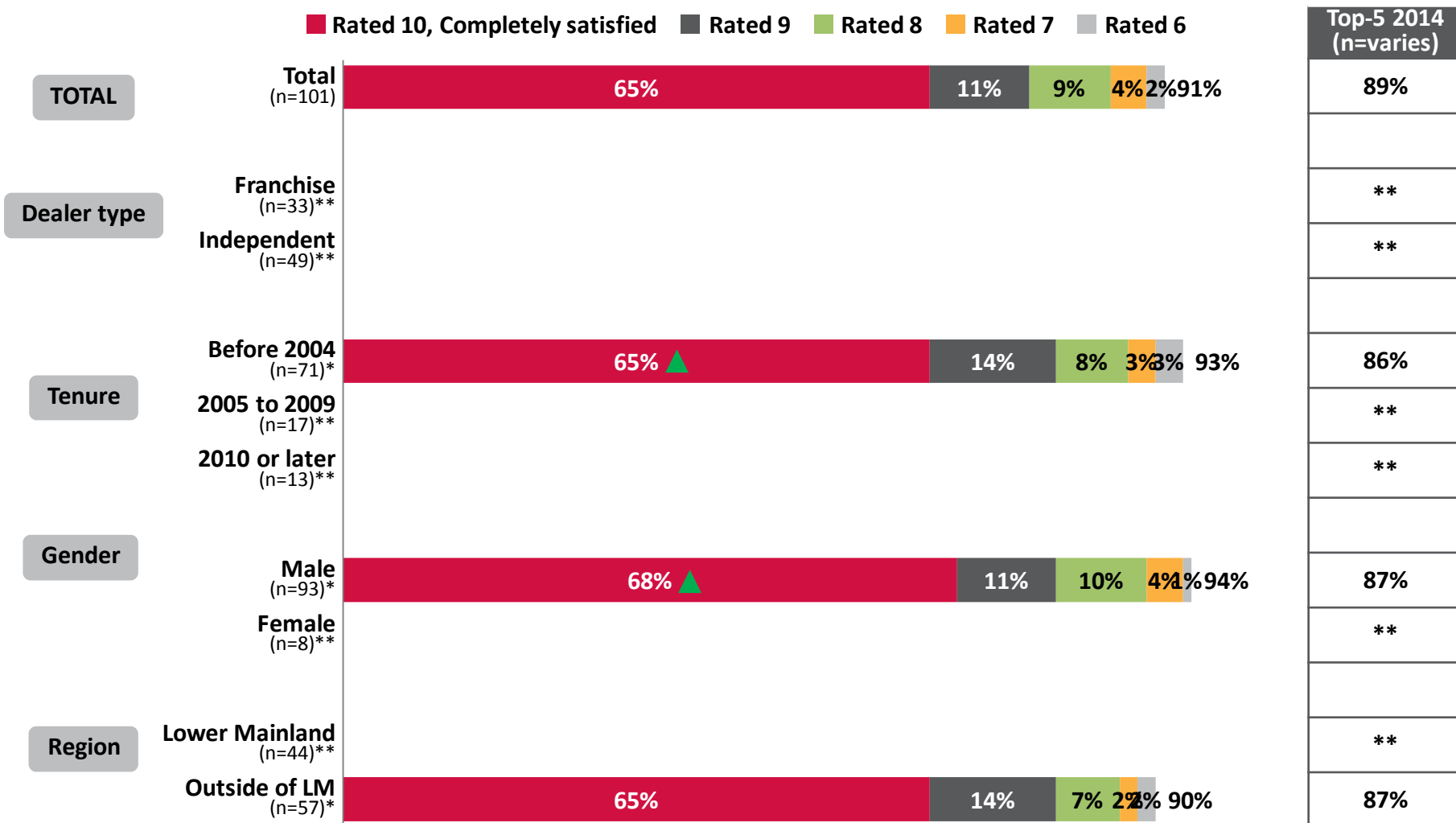
○ Significantly higher than one or more sub-groups.  
▲ ▼ Significantly higher/lower than previous wave.

# Satisfaction With The Helpfulness of Any Information Provided to You

## Dealers

- Dealers find the information provided during the VSA's inspection to be helpful, with nine-in-ten awarding top 5 box ratings. Dealers with tenure pre 2004 and male dealers are more likely to be completely satisfied relative to 2014.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later and female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable. \* Small base size, interpret with caution.

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.

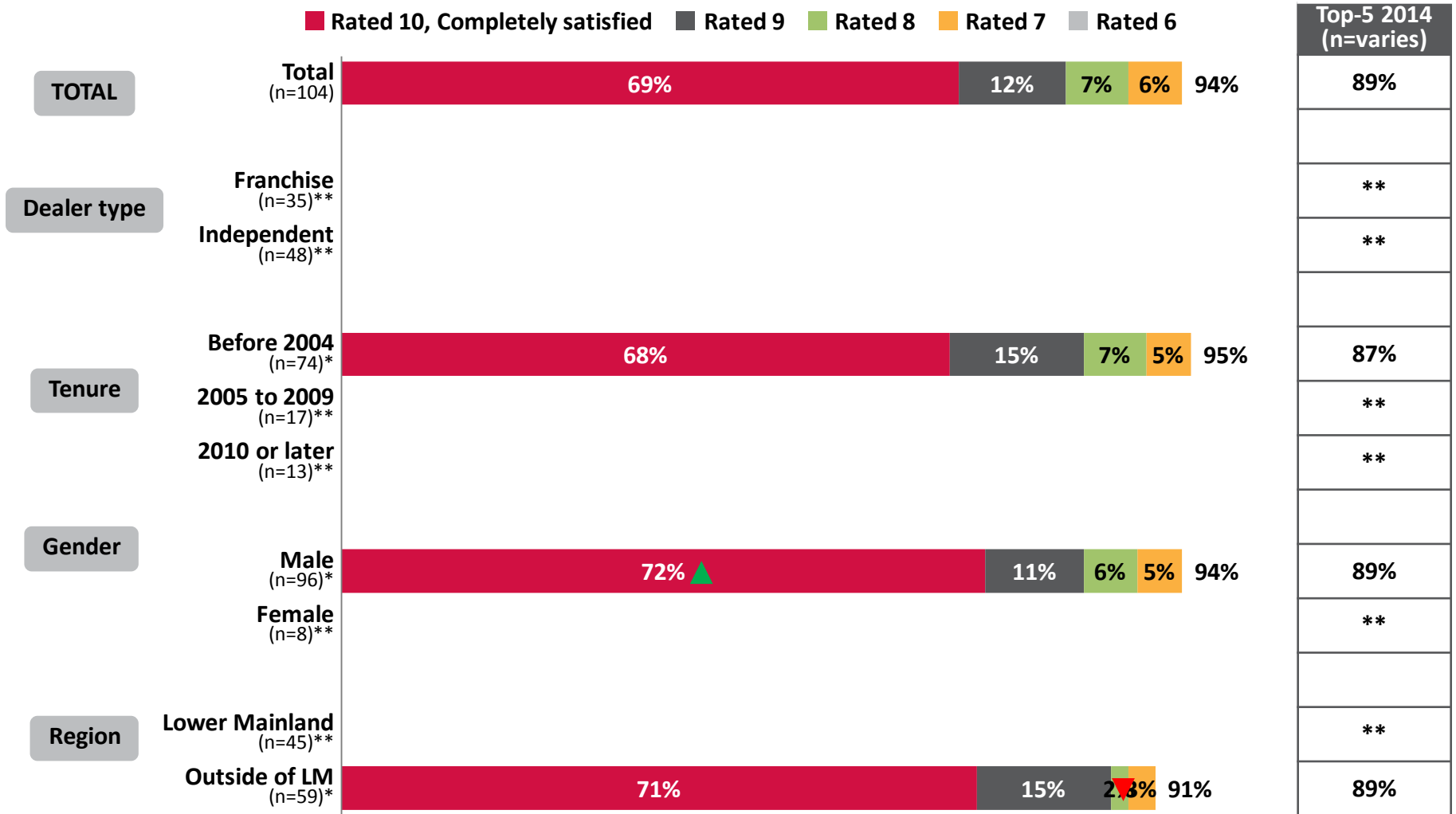
○ Significantly higher than one or more sub-groups.

▲ Significantly higher/  
▼ lower than previous wave.

# Satisfaction With Service Attitude of The VSA Employee Dealers

Dealers are satisfied with the service attitude of VSA employees during the inspection, with 94% awarding top 5 box ratings and over two-thirds completely satisfied.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later and female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable. \* Small base size, interpret with caution.

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.

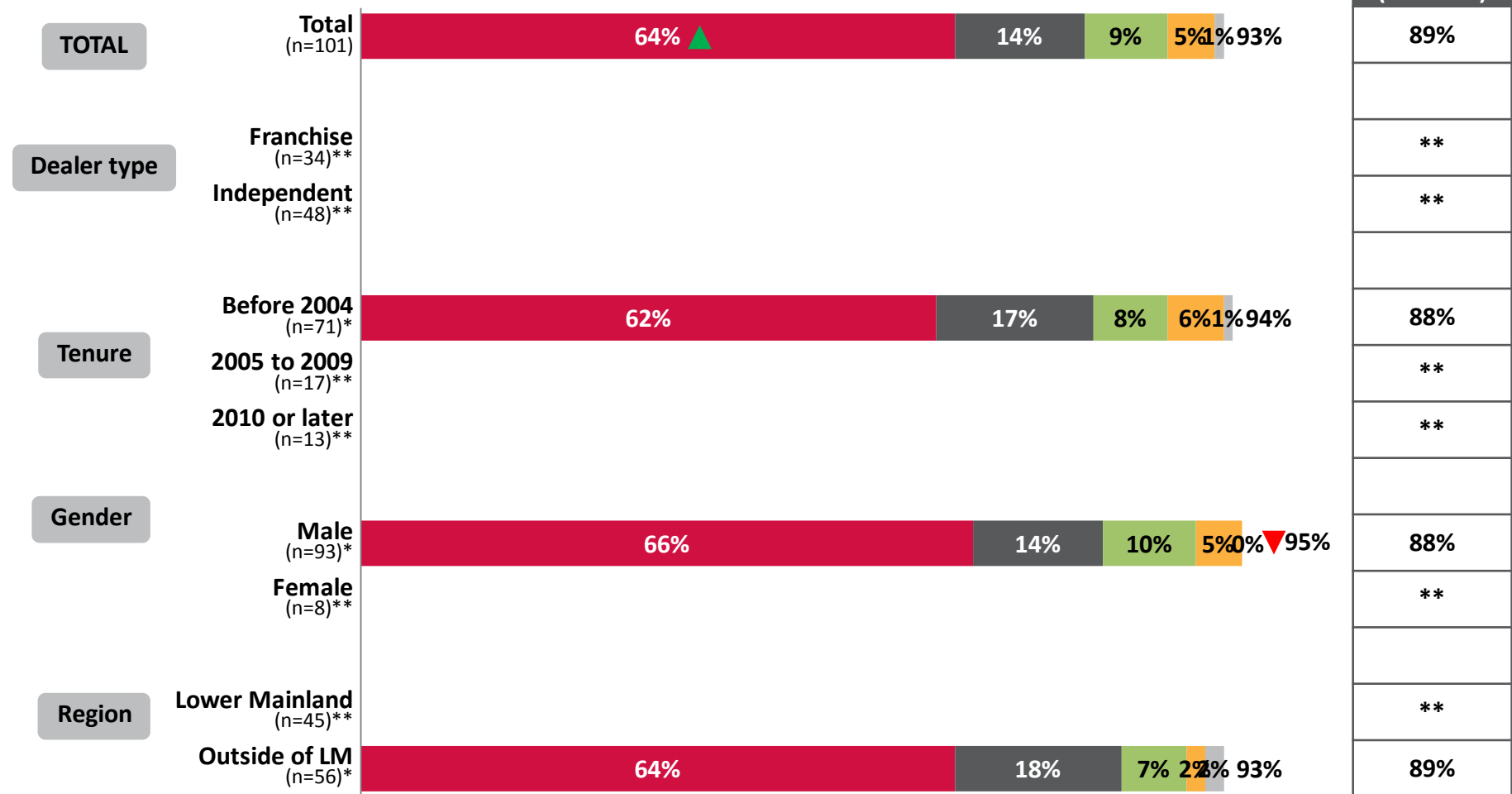
○ Significantly higher than one or more sub-groups.  
▲ ▼ Significantly higher/lower than previous wave.



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

93% of dealers find VSA employees to be knowledgeable about the legal requirements of the inspection. This is consistent with 2014, however, there is an increase in those who are completely satisfied.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later and female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable. \* Small base size, interpret with caution.

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.  
 ▲ Significantly higher/lower than previous wave.

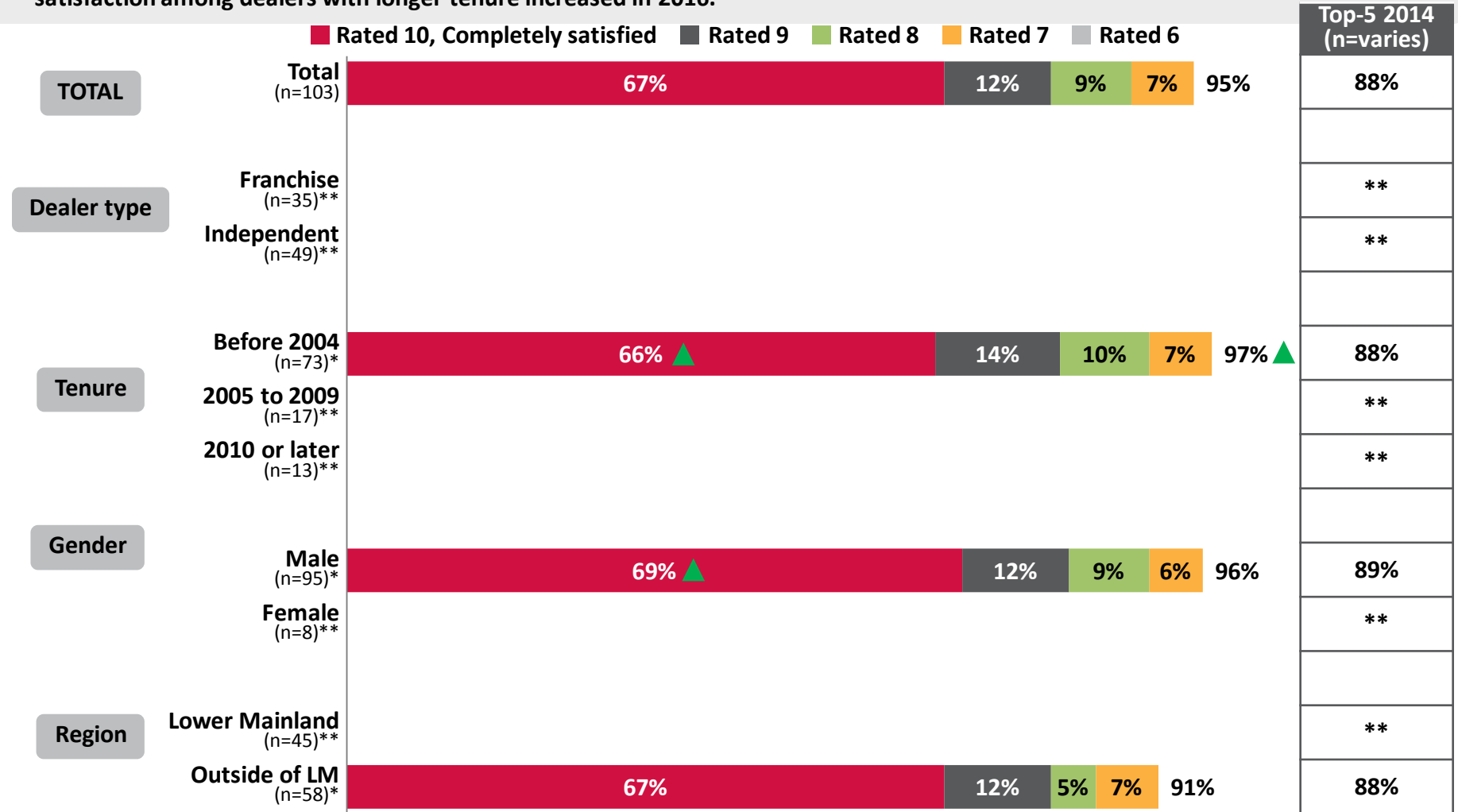


# Satisfaction With How The VSA Employee Explained The Purpose of The Inspection

## Dealers

- The majority of dealers (95%) are satisfied with how VSA employees explained the purpose of the inspection, notably overall satisfaction among dealers with longer tenure increased in 2016.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later and female demographic.

Base: Inspection of the dealership by a VSA representative excluding not applicable. \* Small base size, interpret with caution.

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.

▲▼ Significantly higher/lower than previous wave.



# Appendix 8:

Communications Including  
Bulletins, Dealer Alerts & Website  
Top 5 Box Rating and by Subgroup

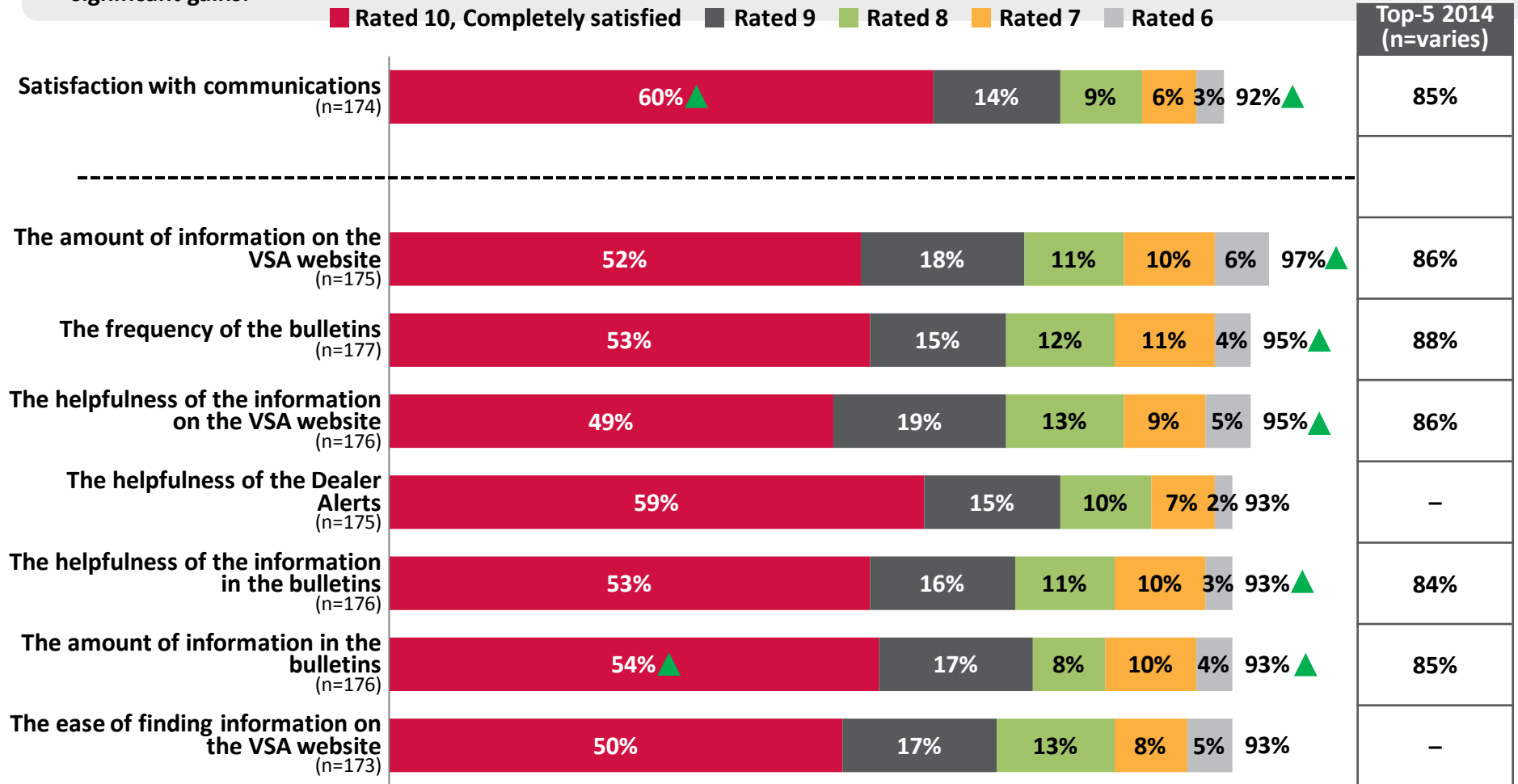


# Satisfaction With VSA's Communications Including Bulletins, Dealer Alerts & Website: Top 5 Box

## Dealers

VSA received satisfactory scores (ratings of 6 or higher) from 92% of dealers when it comes to satisfaction with communications, up significantly from 2014. Dealers rated the different elements of communications positively, with all tracked elements showing significant gains.

■ 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, Dealer Alerts 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.

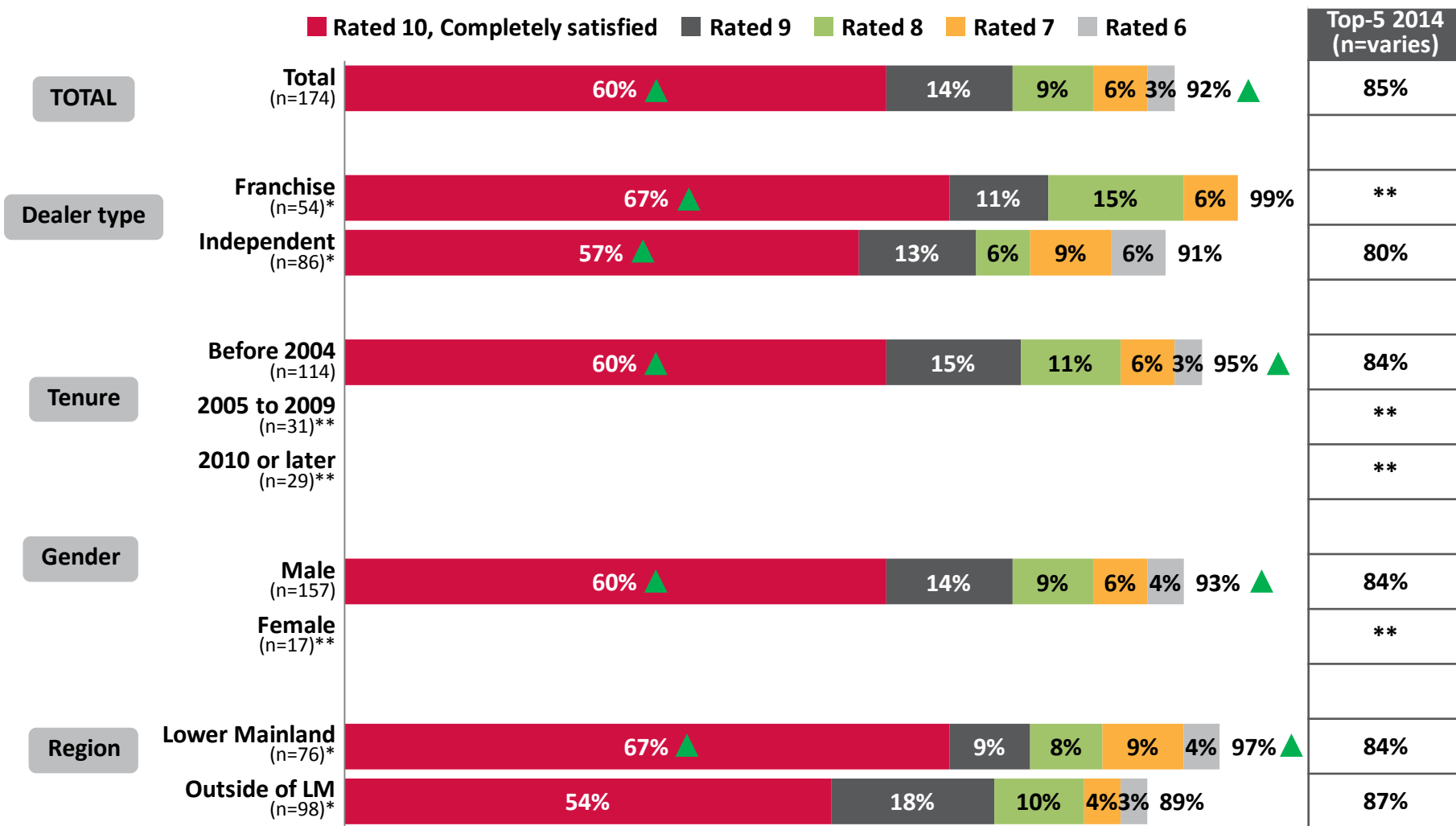
▲ ▼ Significantly higher/ lower than previous wave.

# Satisfaction With VSA Bulletins, Dealer Alerts and the VSA Website

## Dealers

Positive satisfaction ratings for VSA bulletins, Dealer Alerts and the VSA website are strong, with over nine-in-ten dealers giving a rating of 6 or more (up 7 percentage points from 2014).

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



○ Significantly higher than one or more sub-groups.

▲ Significantly higher than previous wave.  
▼ Significantly lower than previous wave.

Note: Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

Base: All respondents 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.

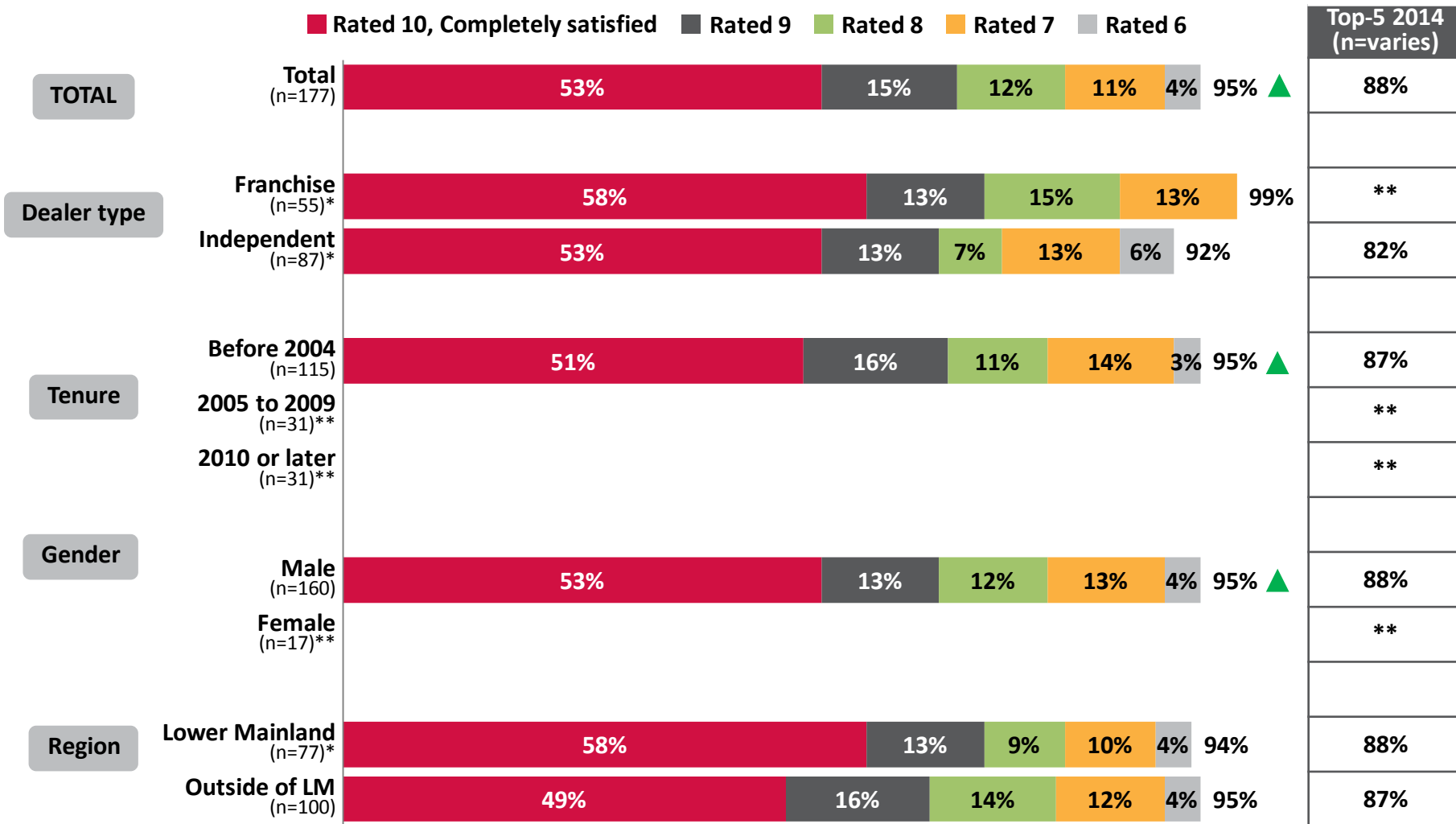


# Satisfaction With The Frequency of The Bulletins

## Dealers

- The large majority of dealers (95%, up 7 percentage points) are satisfied with the frequency of the VSA's bulletins. This holds true among the different subgroups, with significant gains recorded overall, and among those with longer tenure and males.

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



Note: Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

Base: All respondents excluding not applicable. \*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, Dealer Alerts 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.

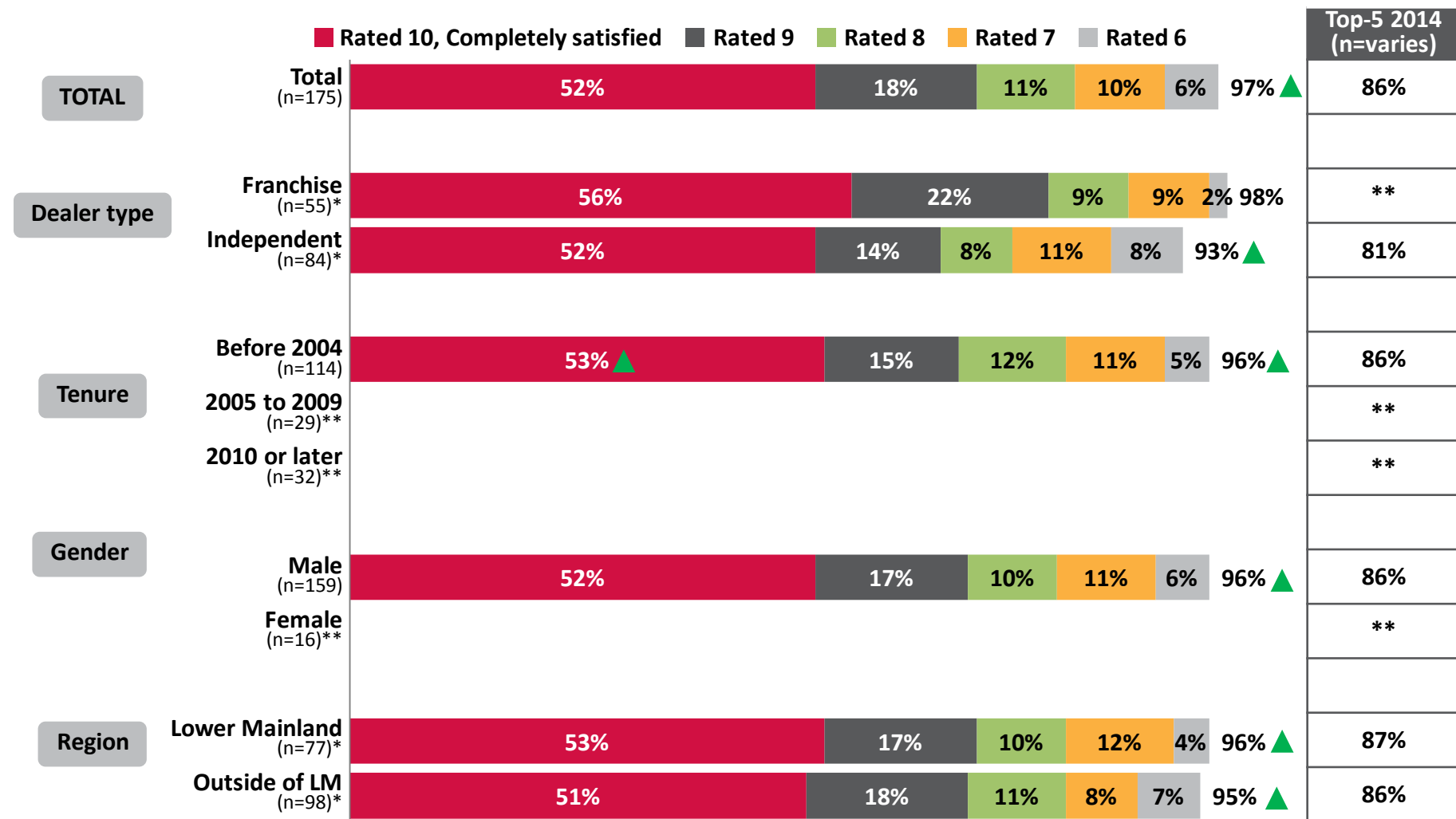
○ Significantly higher than one or more sub-groups.

▲ ▼ Significantly higher/lower than previous wave.

# Satisfaction With The Amount of Information on The VSA Website

## Dealers

Satisfaction with the amount of information on the VSA Website is near universal, with top 5 box ratings from 97% of dealers (up significantly from 2014). Significant gains are recorded among all trackable sub groups.



Note: Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

Base: All respondents excluding not applicable. \*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, Dealer Alerts 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.

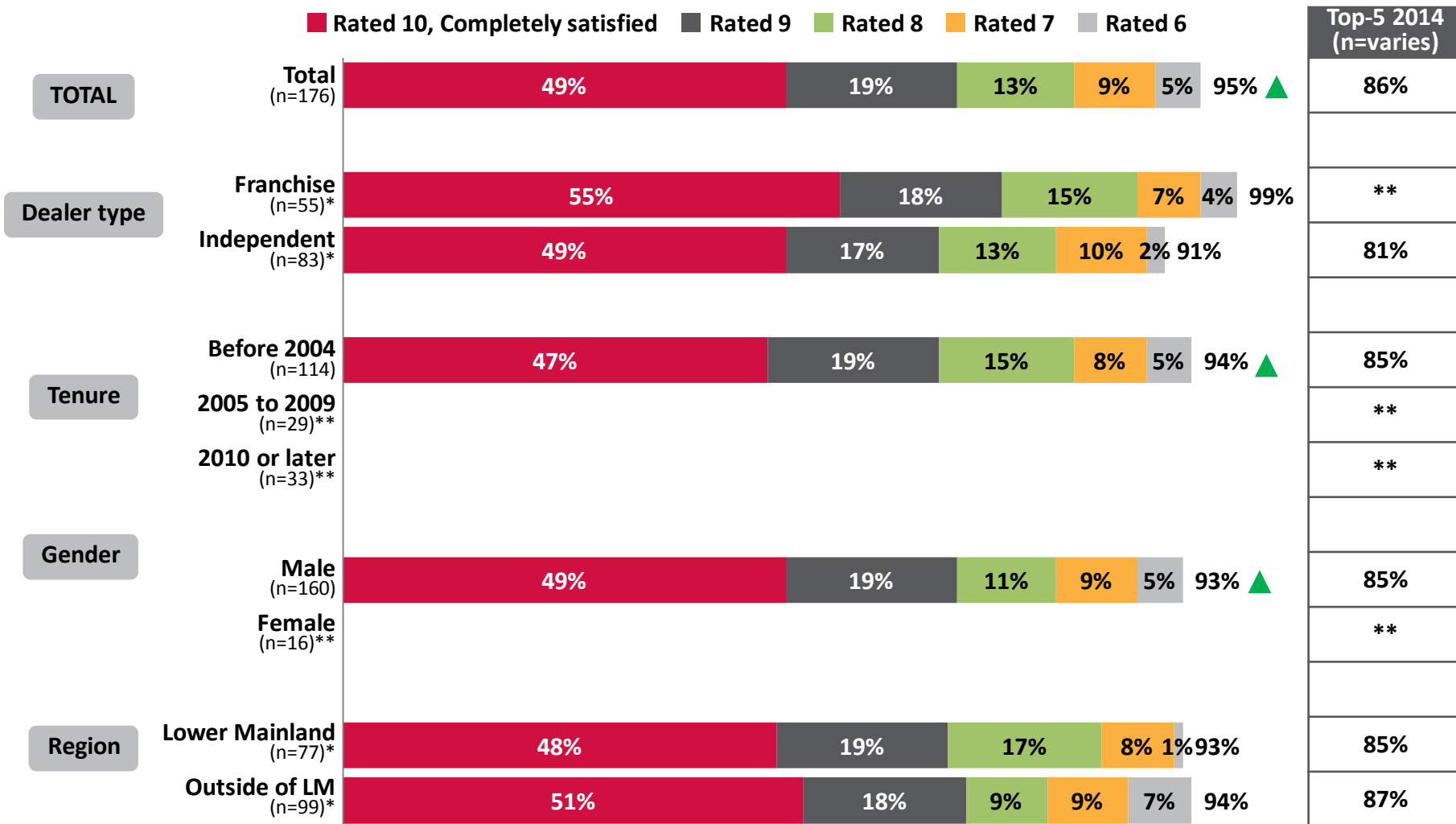
○ Significantly higher than one or more sub-groups.

▲ Significantly higher/ lower than previous wave.

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

At 95%, dealers are even more likely to find the information on the VSA website to be helpful compared to 2014.

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



Note: Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

Base: All respondents excluding not applicable. \*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, Dealer Alerts 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.

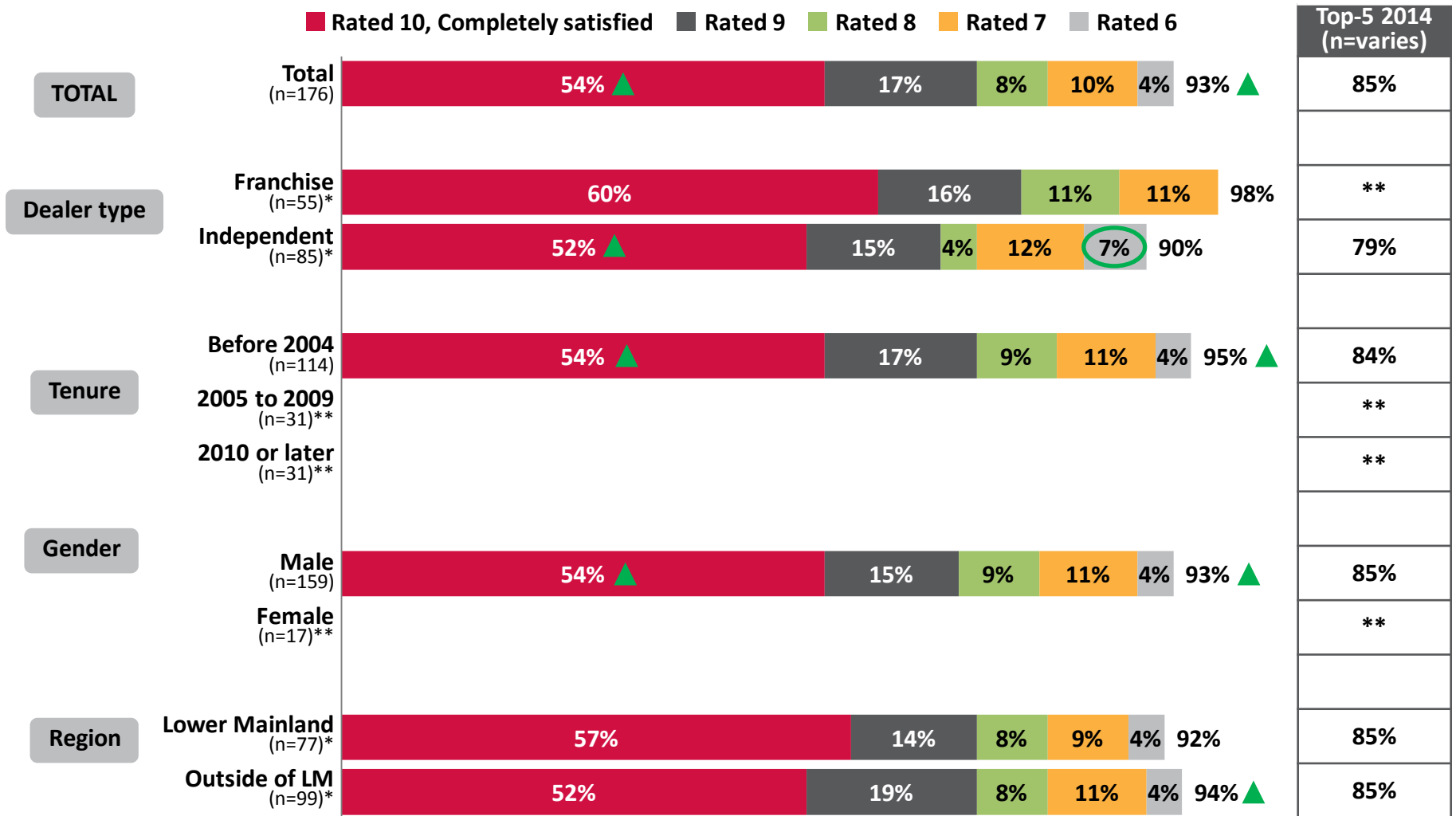
▲ Significantly higher/  
▼ lower than previous wave.

# Satisfaction With The Amount of Information in The Bulletins

## Dealers

Similar to the information provided on the website, dealers are very satisfied with the amount of information in the bulletins. Specifically, 93% of dealers awarded top 5 box ratings in this regard, up significantly from 2014.

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



Note: Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

Base: All respondents excluding not applicable. \*Small base size, interpret with caution.

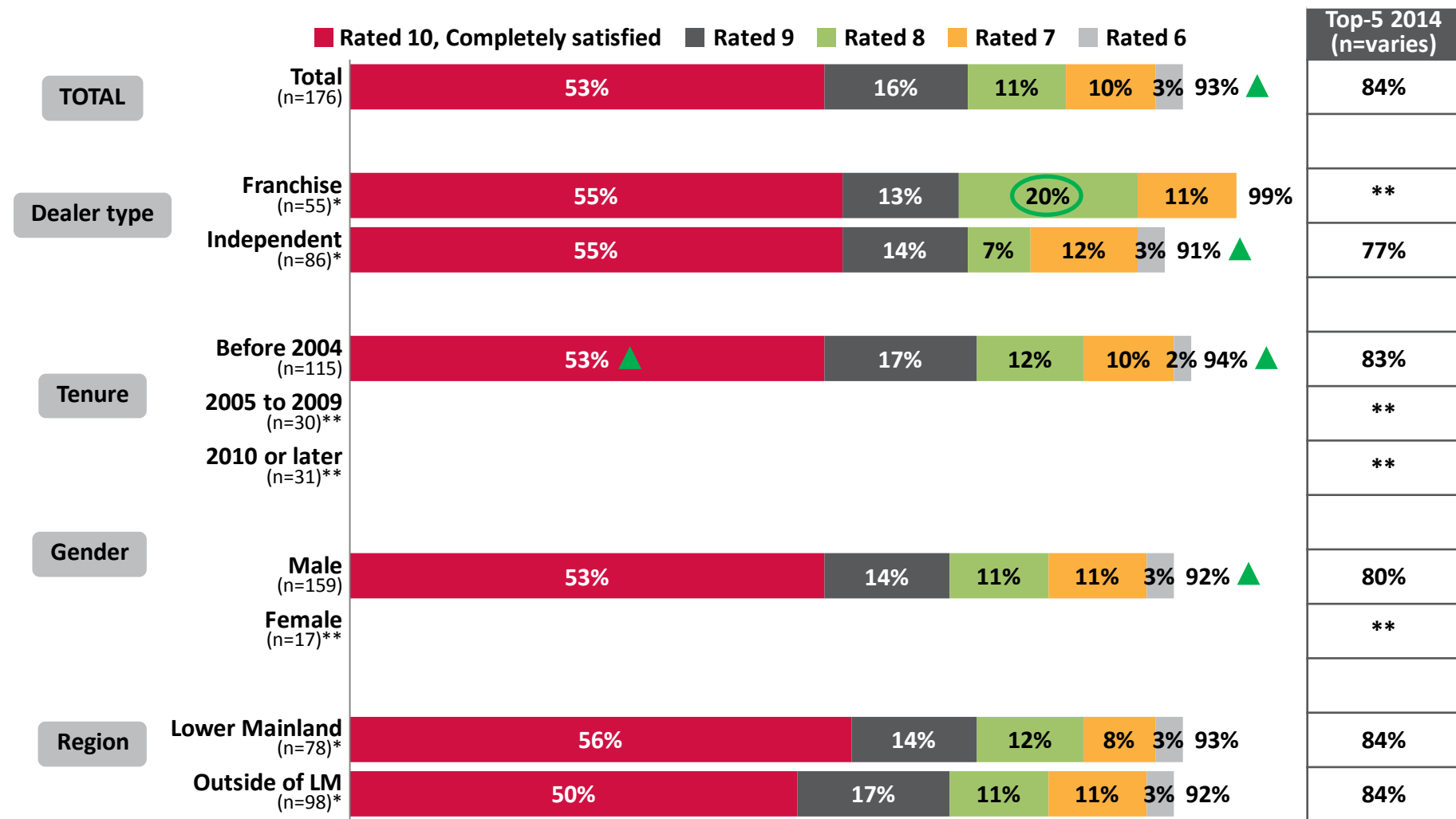
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including bulletins, Dealer Alerts and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied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

○ Significantly higher than one or more sub-groups.

▲ Significantly higher/lower than previous wave.

# Satisfaction With The Helpfulness of The Information in The Bulletins Dealers

Dealers also find the information in the bulletins to be helpful, with 93% awarding a rating of 6 or higher.



Note: Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

Base: All respondents excluding not applicable. \*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, Dealer Alerts 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.

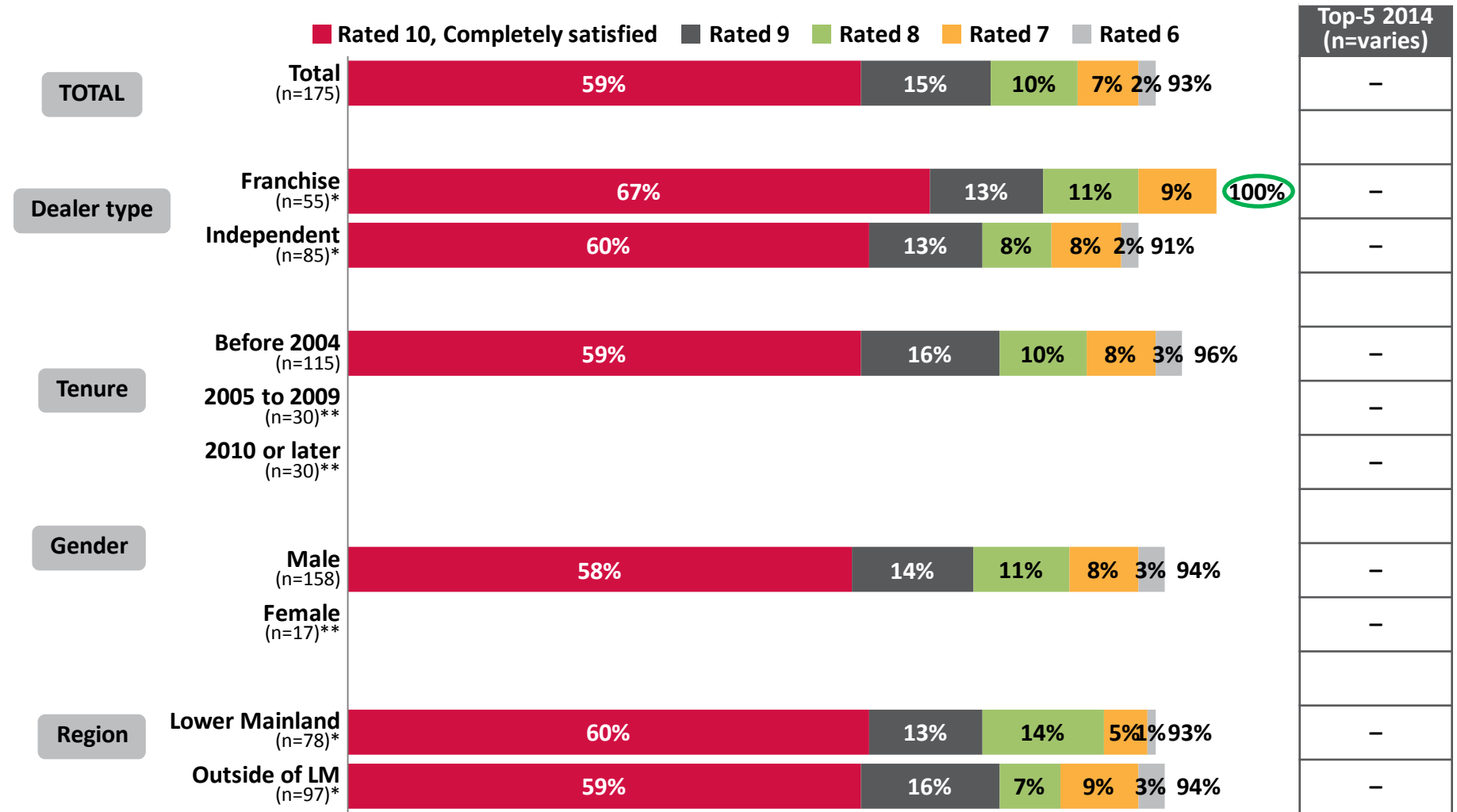
▲ Significantly higher/ lower than previous wave.



# Satisfaction With The Helpfulness of the Dealer Alerts

## Dealers

- Dealers are satisfied with the helpfulness of the Dealer Alerts, with 93% providing top 5 box scores. Particularly, dealers from franchised dealerships are significantly more likely than those from independent dealerships to provide top 5 box scores.



Note: Statement added in 2016 wave. Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

Base: All respondents excluding not applicable. \*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, Dealer Alerts 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.

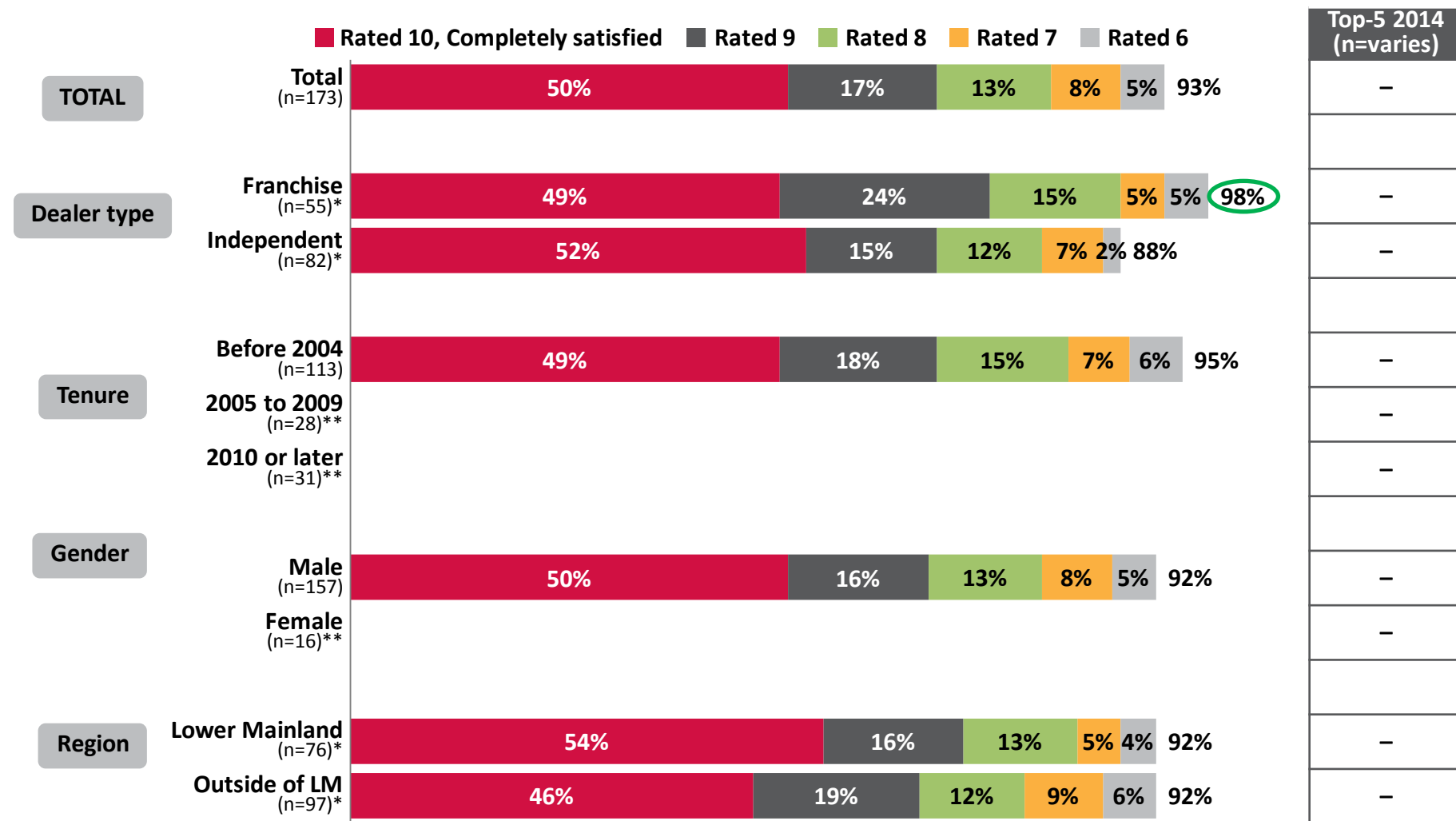
Significantly higher/lower than previous wave.



# Satisfaction With Ease of Finding Information on the VSA Website

## Dealers

- Dealers are also satisfied with the ease of finding information on the VSA website, with 93% providing top 5 box scores. Again dealers from franchised dealerships are significantly more likely than those from independent dealerships to provide top 5 box scores



Note: Statement added in 2016 wave. Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

Base: All respondents excluding not applicable. \*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, Dealer Alerts 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.

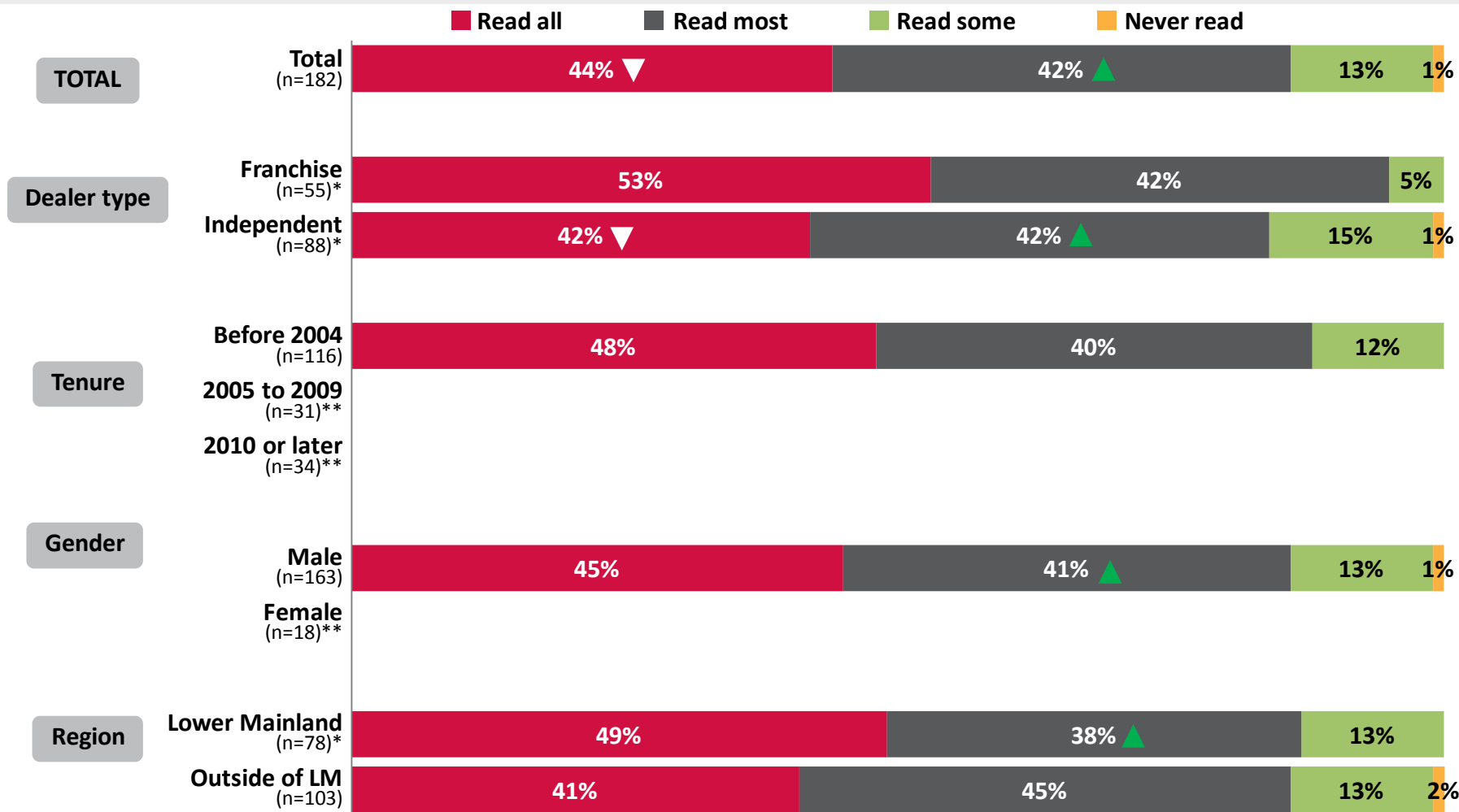
Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.

# Bulletins and Alerts: Frequency of Reading

## Dealers

▪ Nearly all dealers (99%) continue to say they read at least some of the Bulletins and Alerts they receive from VSA. A shift towards reading fewer bulletins and alerts is recorded this wave, with significantly more dealers reading most (42% up from 29% in 2014) and significantly few reading all (44% down from 55% in 2014).



○ Significantly higher than one or more sub-groups.

▲ ▼ Significantly higher/lower than previous wave.

Note: Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

Base: All respondents.

\*Small base size, interpret with caution.

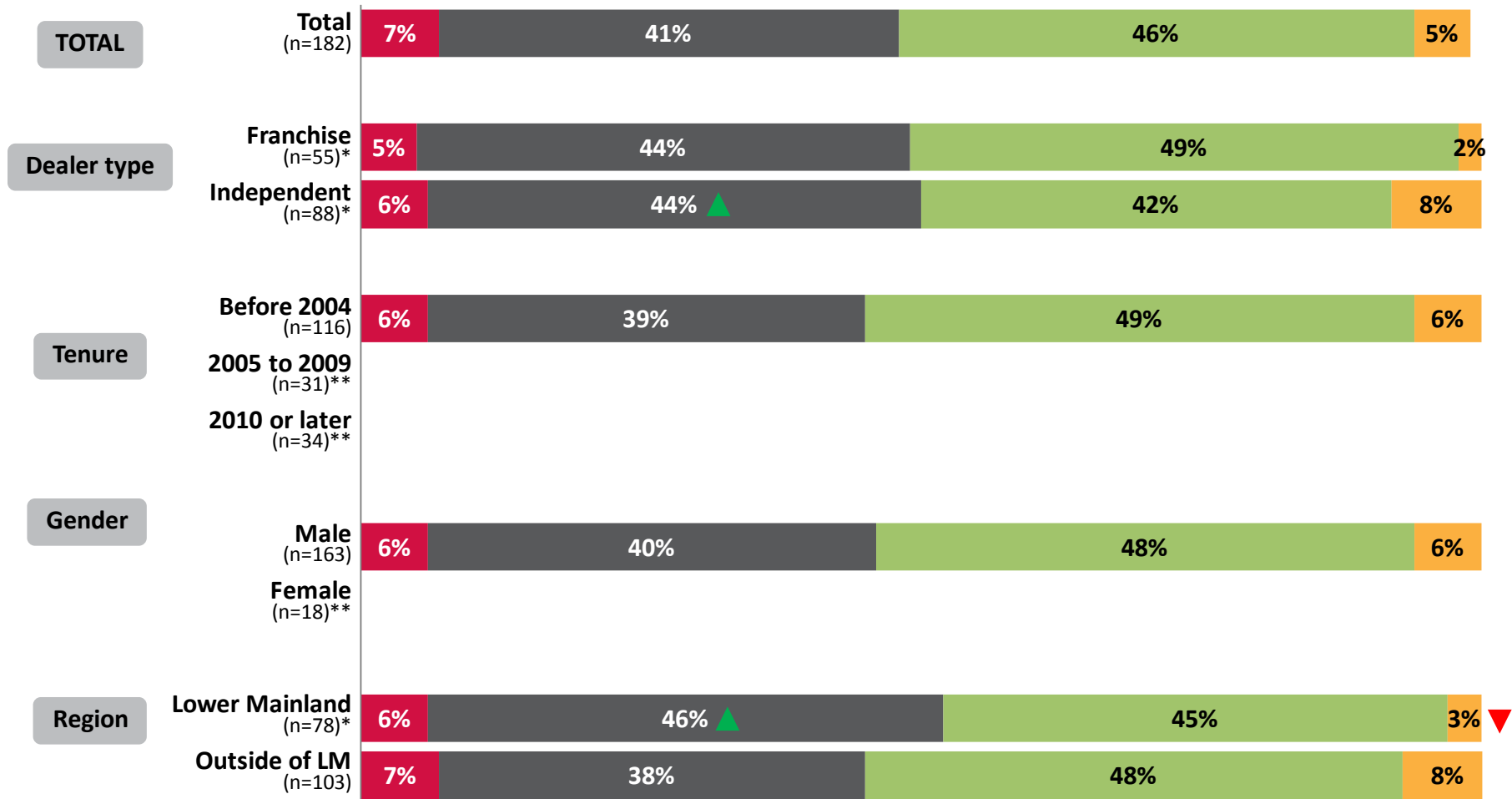
QB9. Which of the following best describes what you do with the Bulletins and Alerts you receive from the VSA?

# VSA Website: Frequency of Visits

## Dealers

Nearly half of dealers visit the VSA website on a weekly or monthly basis (48%), while 46% only visit once or twice a year. The remaining 5% do not visit the website at all. Independent dealers and those in the Lower Mainland are significantly more likely to visit the website monthly compared to two years ago (44% up from 25% and 46% up from 27%, respectively).

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



○ Significantly higher than one or more sub-groups.

▲ ▼ Significantly higher/lower than previous wave.

Note: Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

Base: All respondents.

\*Small base size, interpret with caution.

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

# Appendix 9:

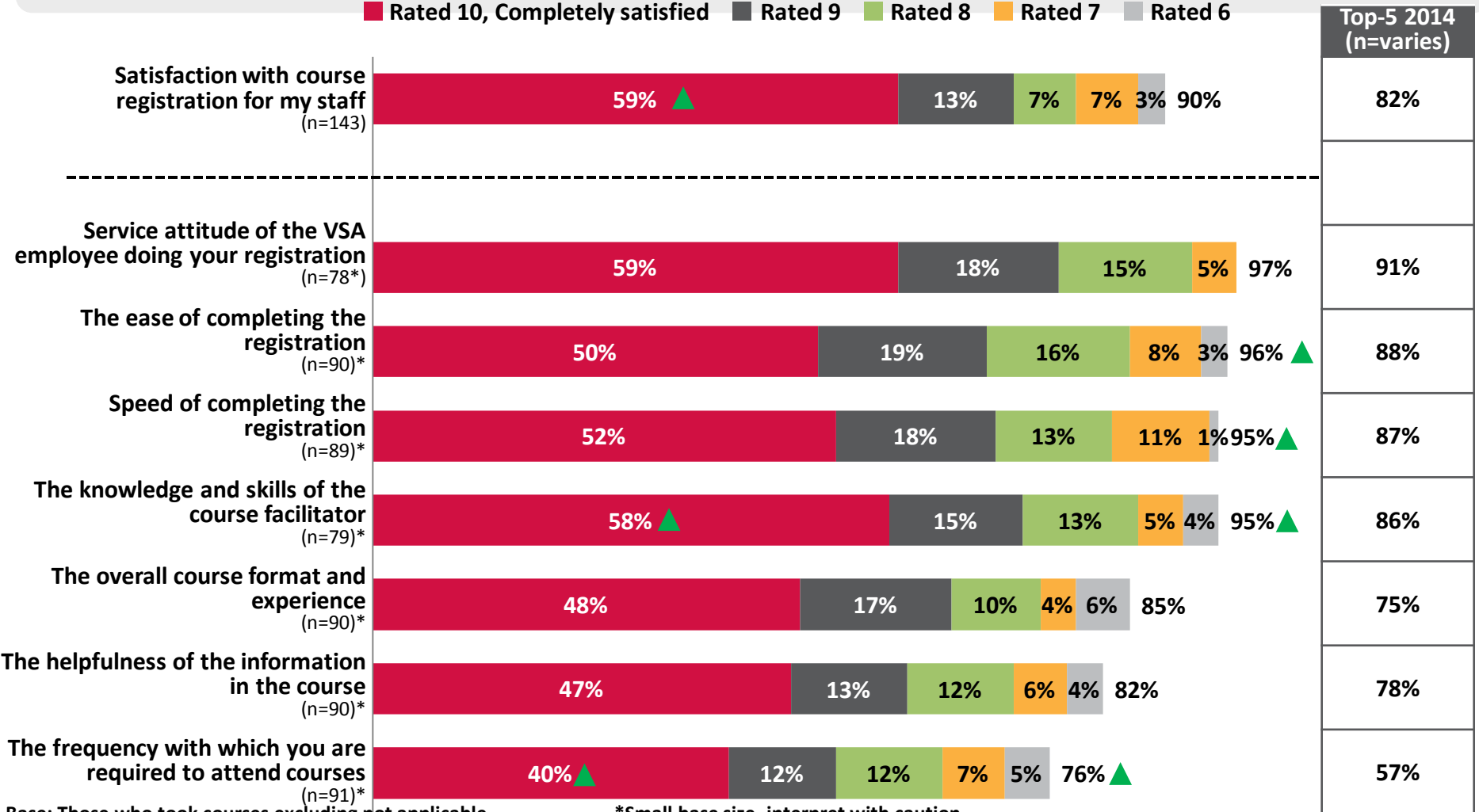
VSA Courses Top 5 Box Rating and  
by Subgroup



# Satisfaction With The Most Recent Course: Top 5 Box Dealers

Positive ratings for elements of VSA courses are strong, receiving a top 5 box rating from at least three-quarters of dealers across the board. Significant gains are seen in the ease and speed of registration completion, the knowledge and skills of the facilitator and the required frequency of course attendance.

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



Base: Those who took courses 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.

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/lower than previous wave.

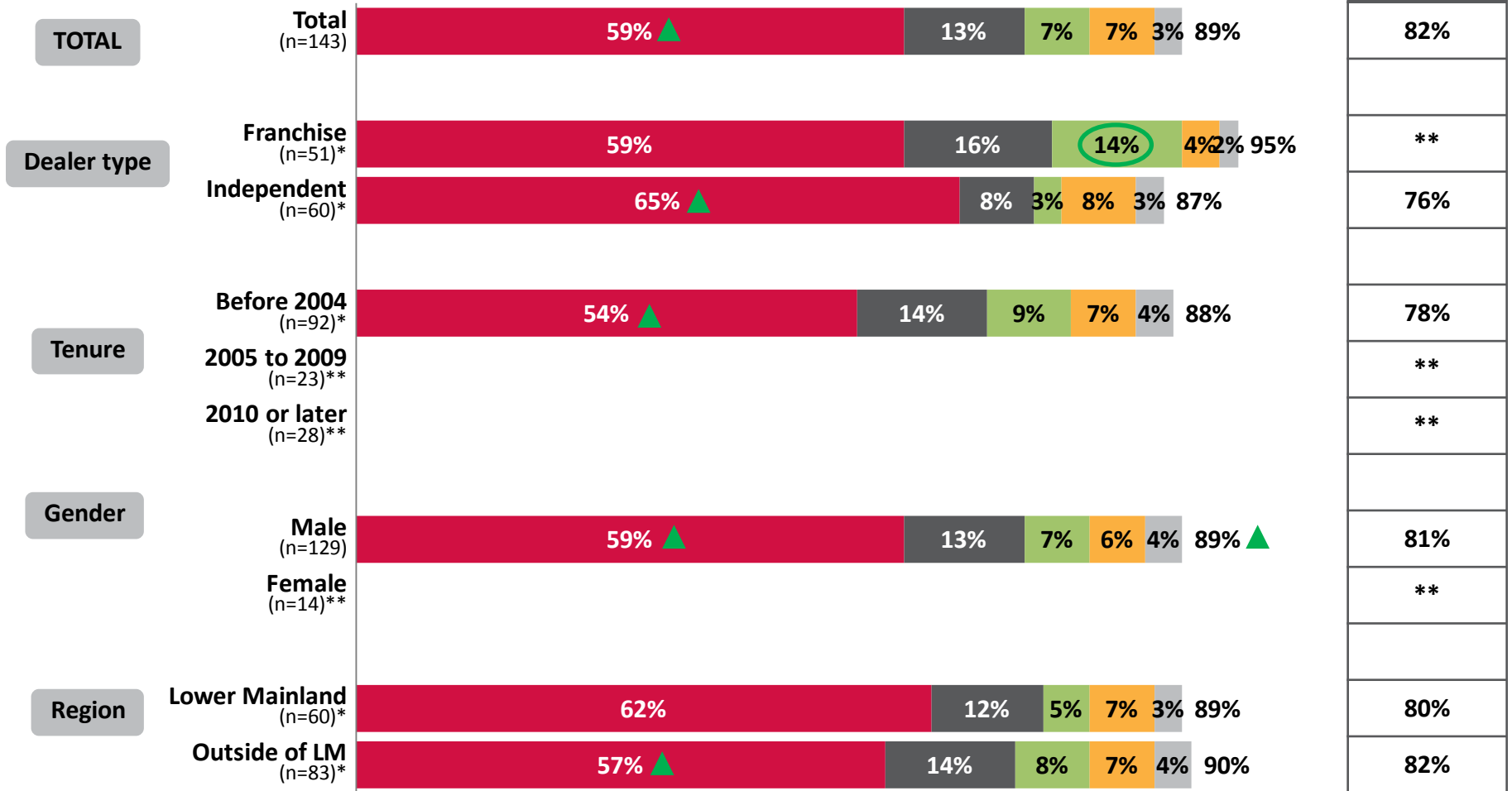


# Satisfaction With Course Registration for Staff

## Dealers

- 89% of dealers are satisfied with the course registration interaction, showing significant improvements in those completely satisfied. Additionally, among male dealers overall satisfaction (rating 6 or higher) has increased significantly.

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



○ Significantly higher than one or more sub-groups.  
 ▲ Significantly higher/lower than previous wave.

Note: Base size too small to report: 2005 to 2009, 2010 or later and female demographic.

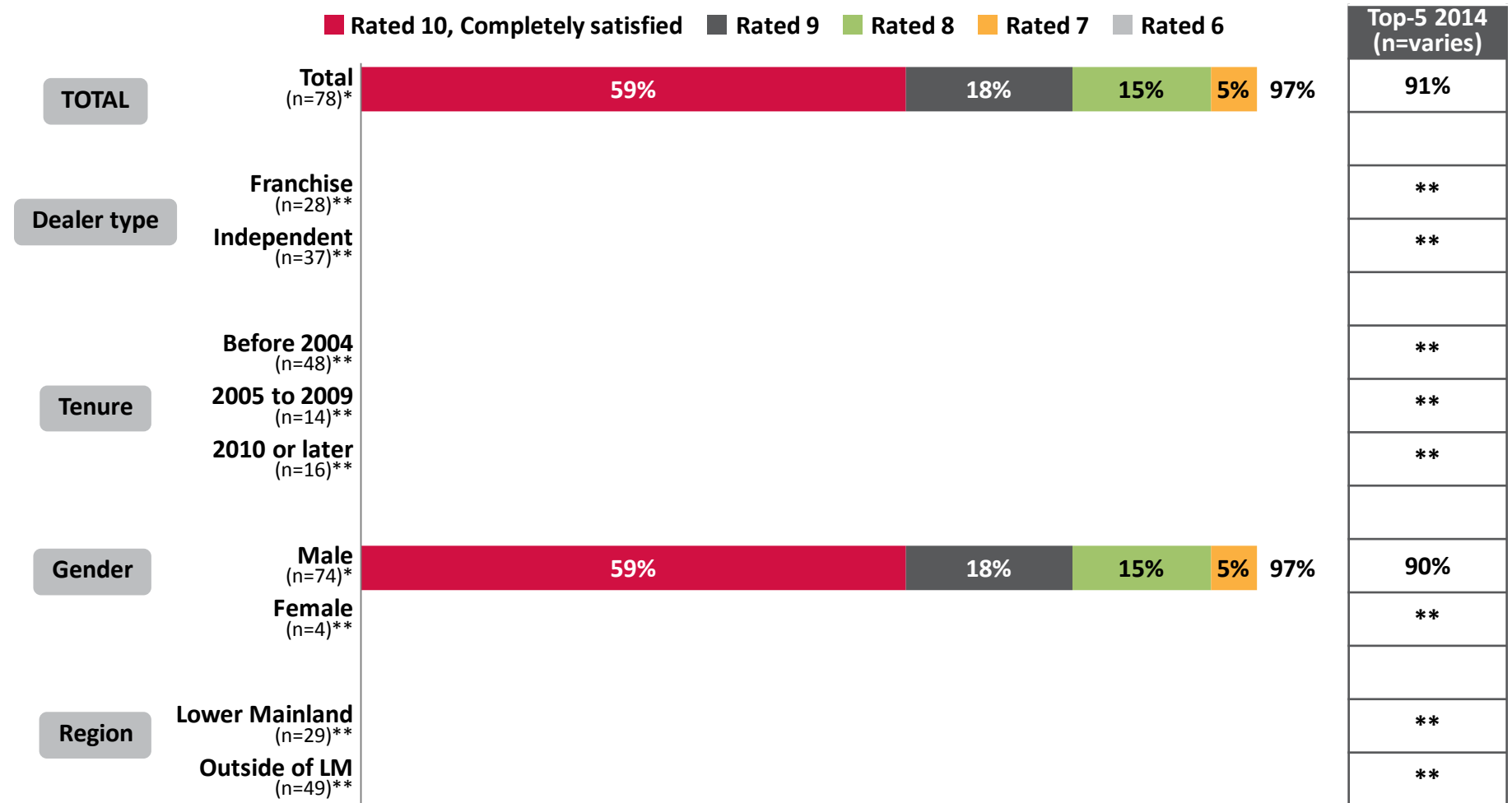
Base: All respondents. \*Small base size, interpret with caution.

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.

# Satisfaction With Service Attitude of The VSA Employee Dealers

Consistent with 2014, majority of dealers (97%) are satisfied with the service attitude of VSA employees during the registration process of VSA courses.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later, female, lower mainland and outside of lower mainland demographics.

Base: Those who took courses excluding not applicable.

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.

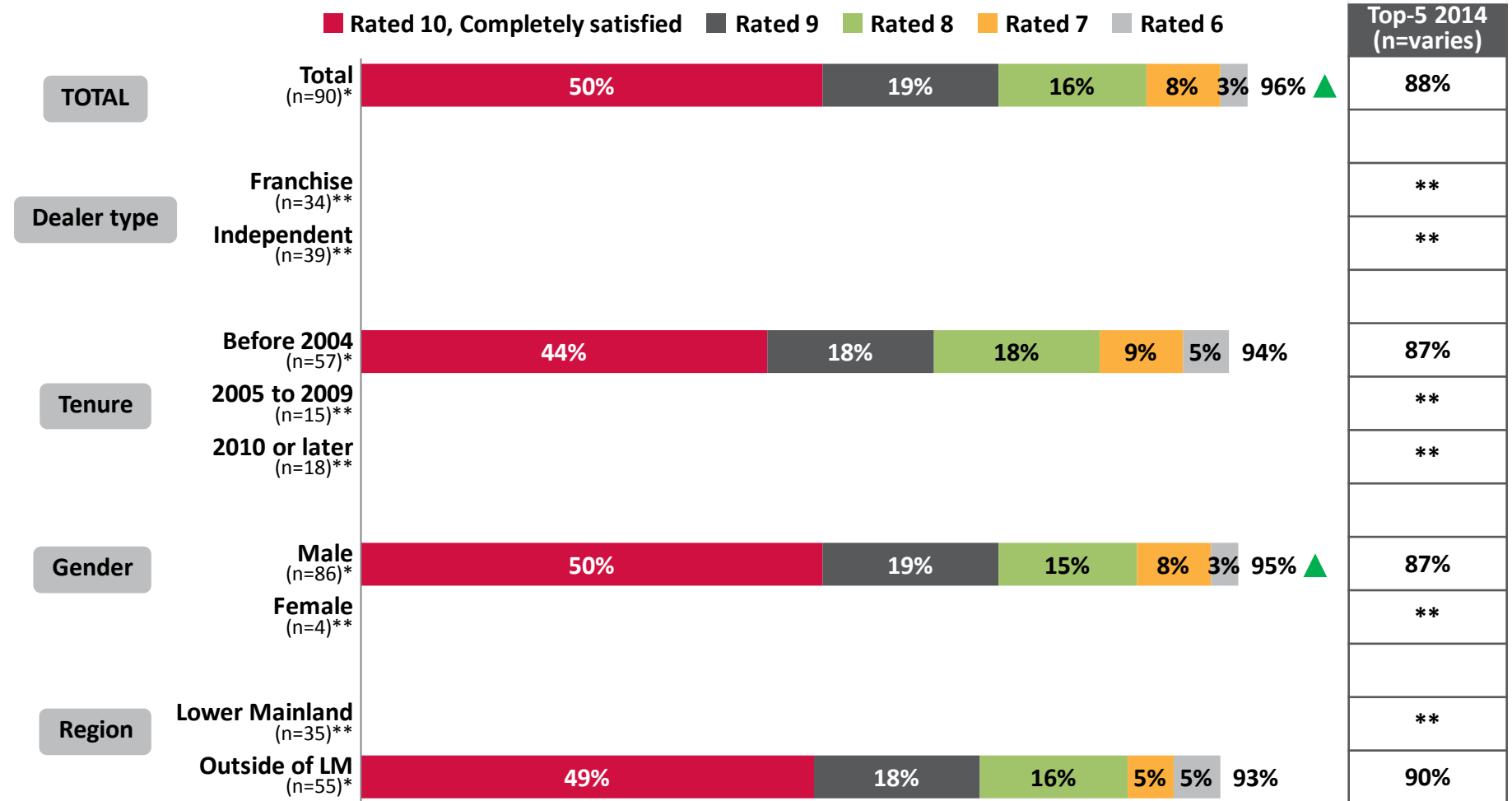
QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the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



# Satisfaction With The Ease of Completing The Registration

## Dealers

- 2016 shows a significant increase (88% to 96%) in the extent that dealers are satisfied with the ease of the course registration, this increase appears to be driven by a significant increase in male dealers.



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later, female and lower mainland demographics.

Base: Those who took courses excluding not applicable.

\* 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.

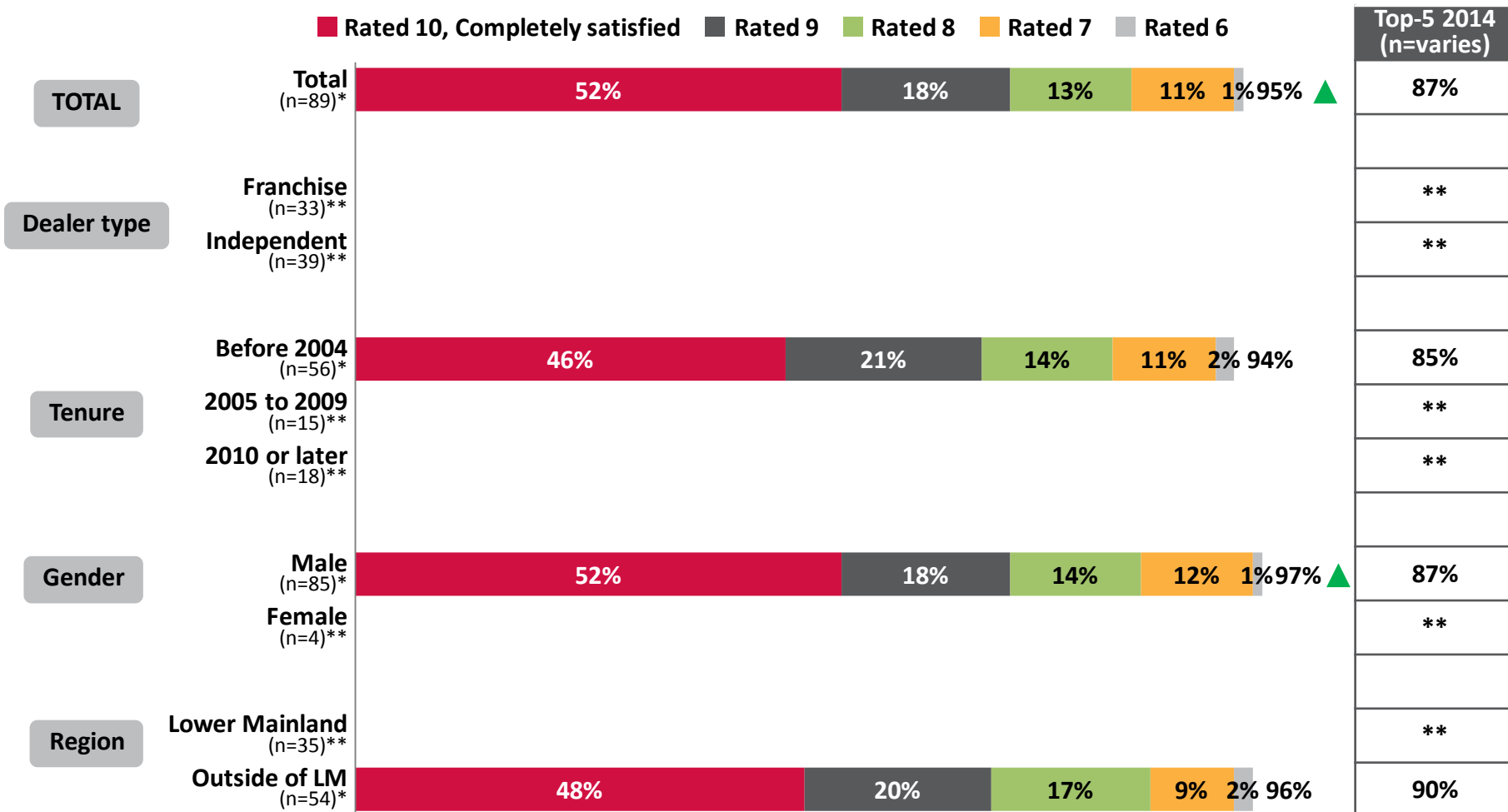
▲ ▼ Significantly higher/lower than previous wave.

# Satisfaction With Speed of Completing The Registration

## Dealers

Significant improvement in dealer satisfaction with the speed of completing the course registration is recorded this wave.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later, female and lower mainland demographics.

Base: Those who took courses excluding not applicable.

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

Significantly higher/  
 lower than previous wave.

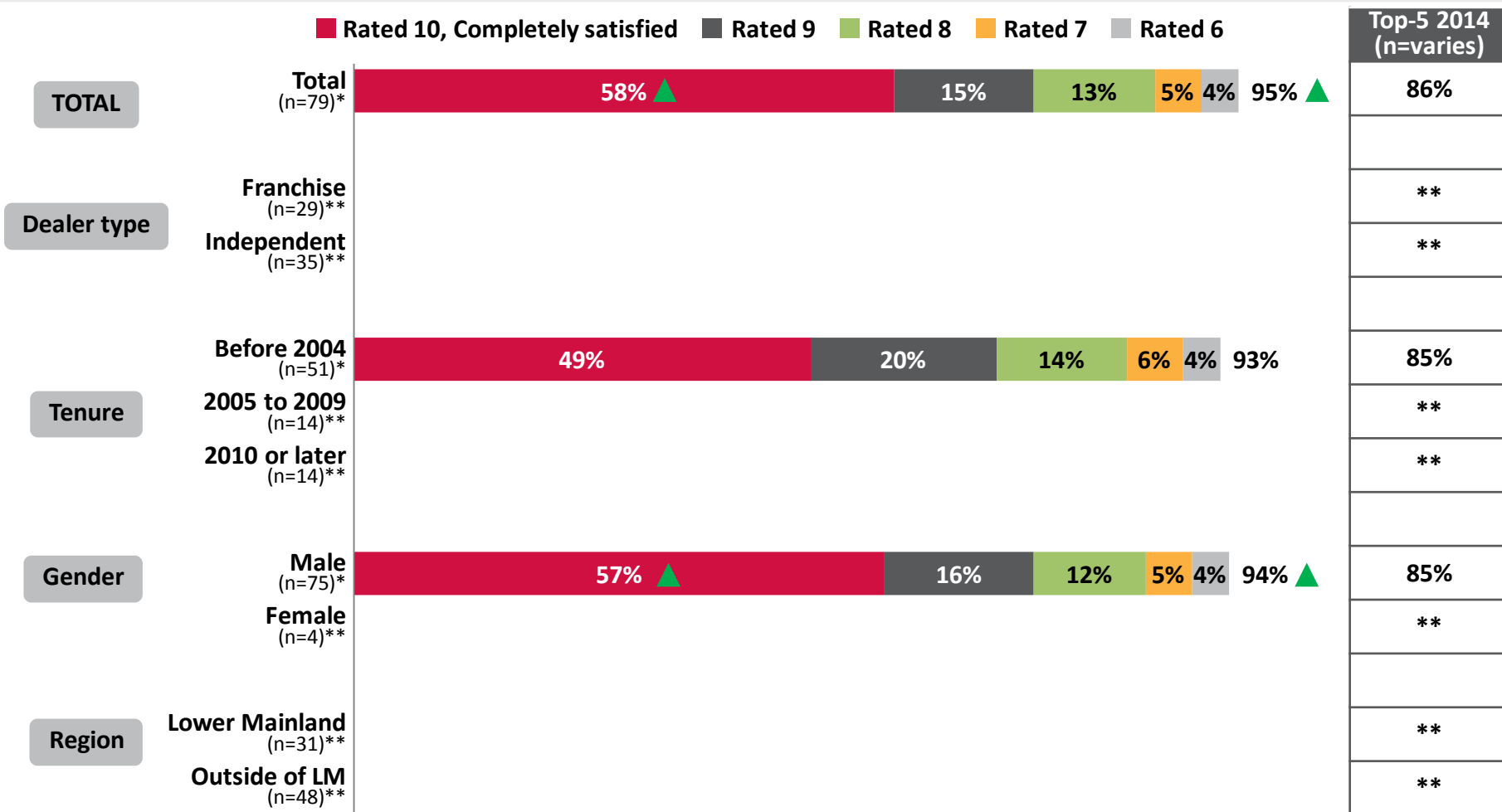
QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the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

# Satisfaction With The Knowledge and Skills of The Course Facilitator

## Dealers

- Satisfaction with the knowledge and skills of the course facilitator increased significantly in 2016 (86% to 95%). Additionally a significant increase in dealers who gave perfect scores is recorded.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later, female, lower mainland and outside of lower mainland demographics.

Base: Those who took courses excluding not applicable.

\* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.

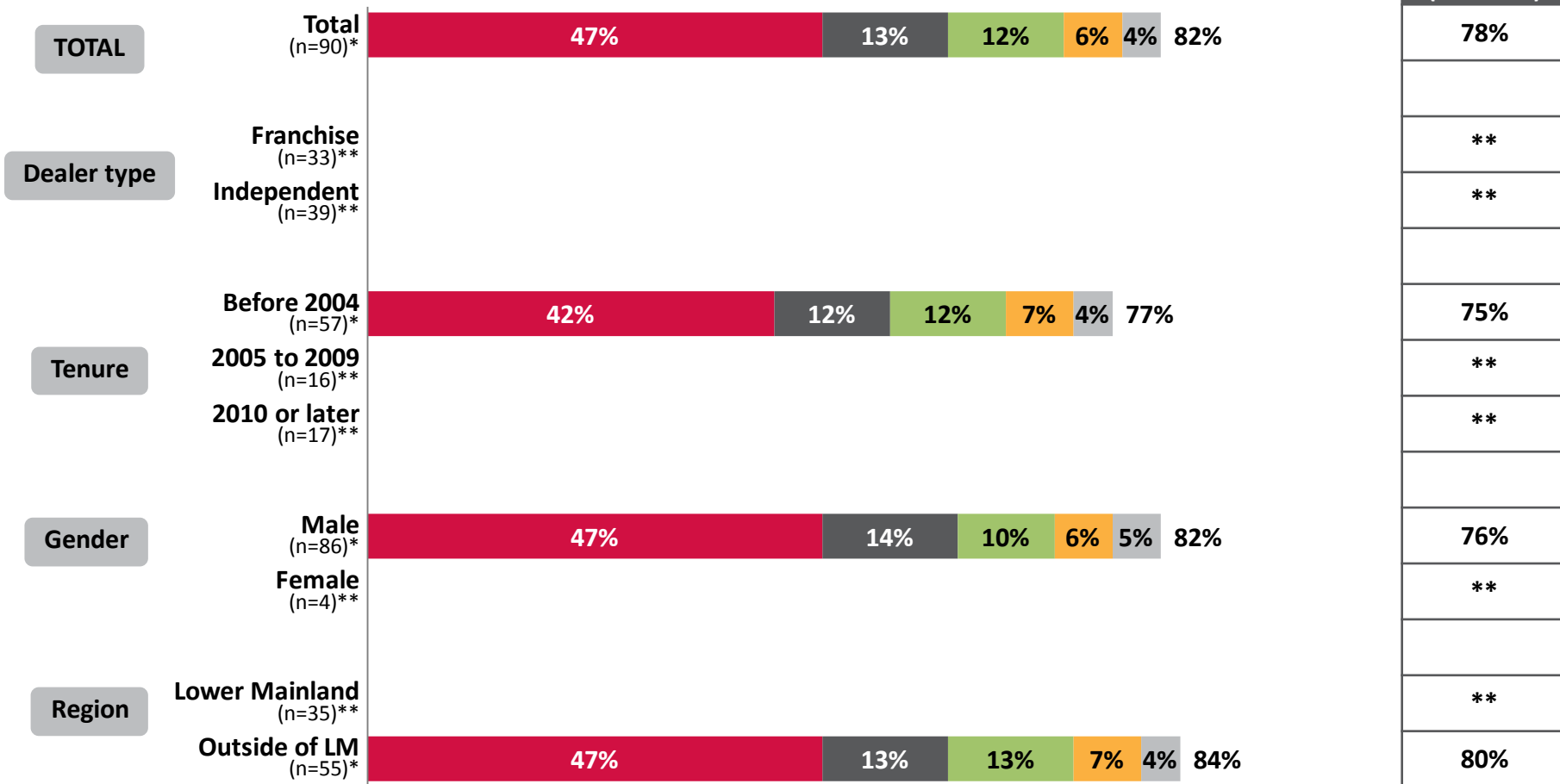
QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the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

# Satisfaction With The Helpfulness of The Information in The Course

## Dealers

Similar to 2014, 82% of dealers find the information in the course to be helpful.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later, female and lower mainland demographics.  
 Base: Those who took courses excluding not applicable.      \* Small base size, interpret with caution.

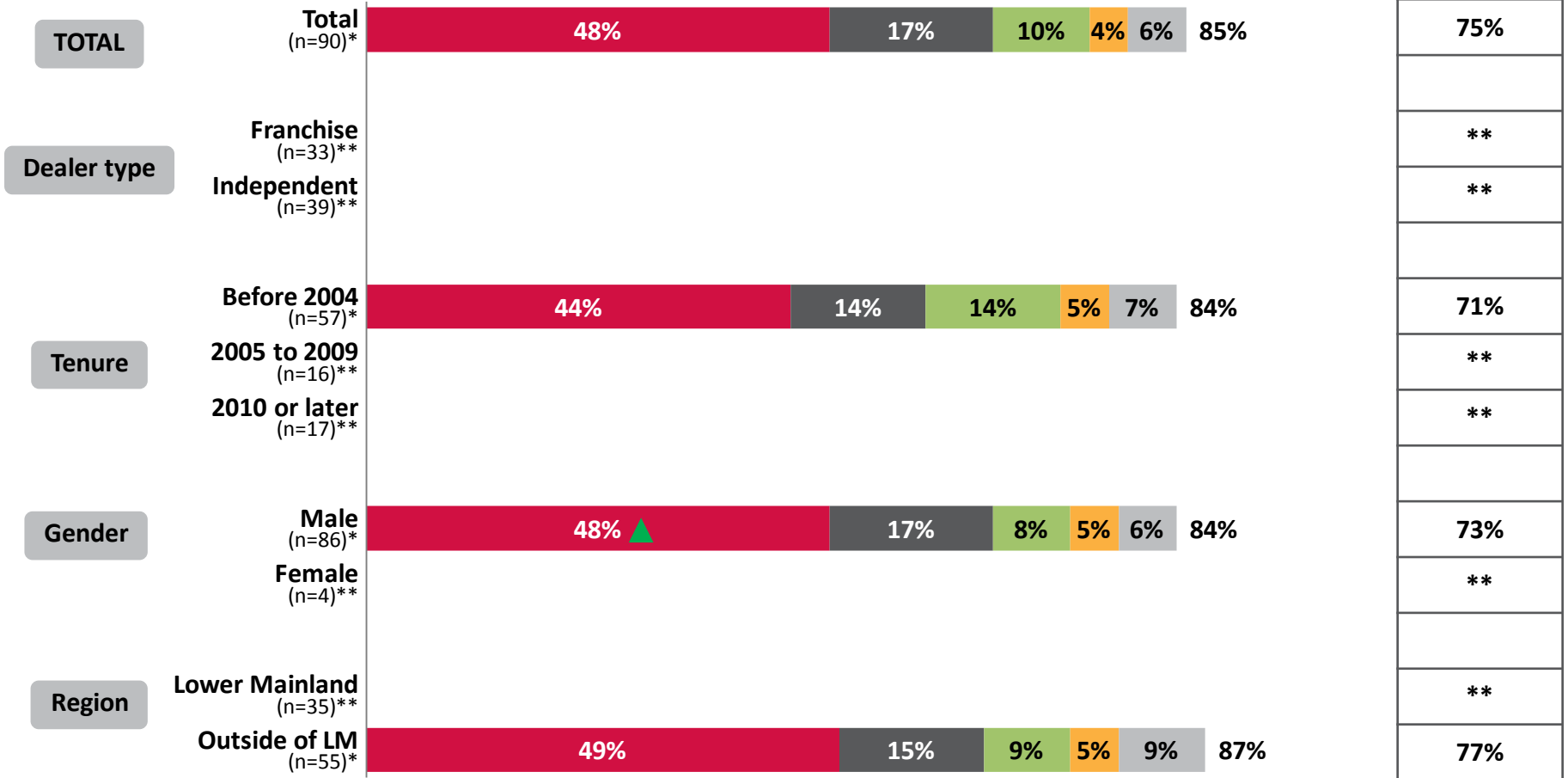
Significantly higher than one or more sub-groups.  
 Significantly higher/lower than previous wave.  
 100

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

85% of dealers are satisfied with the overall course format and experience.

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



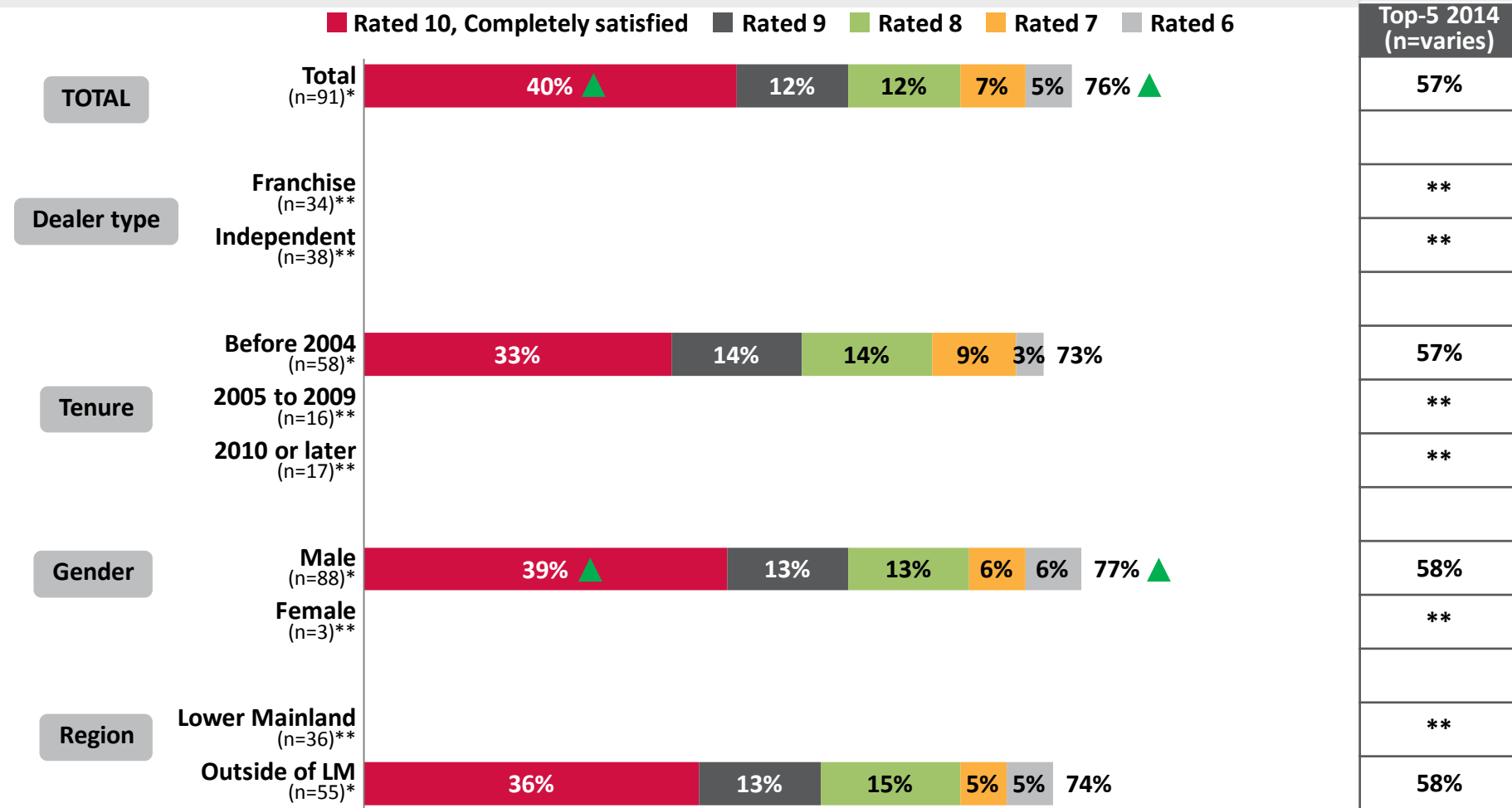
Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later, female and lower mainland demographics.  
 Base: Those who took courses excluding not applicable.      \* Small base size, interpret with caution.

○ Significantly higher than one or more sub-groups.  
 ▲ Significantly higher/lower than previous wave.

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

- 2016 shows significant increases in the percentage of dealers who are satisfied with the frequency required to attend courses (57% to 76%).



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later, female and lower mainland demographics.

Base: Those who took courses excluding not applicable.

\* 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.

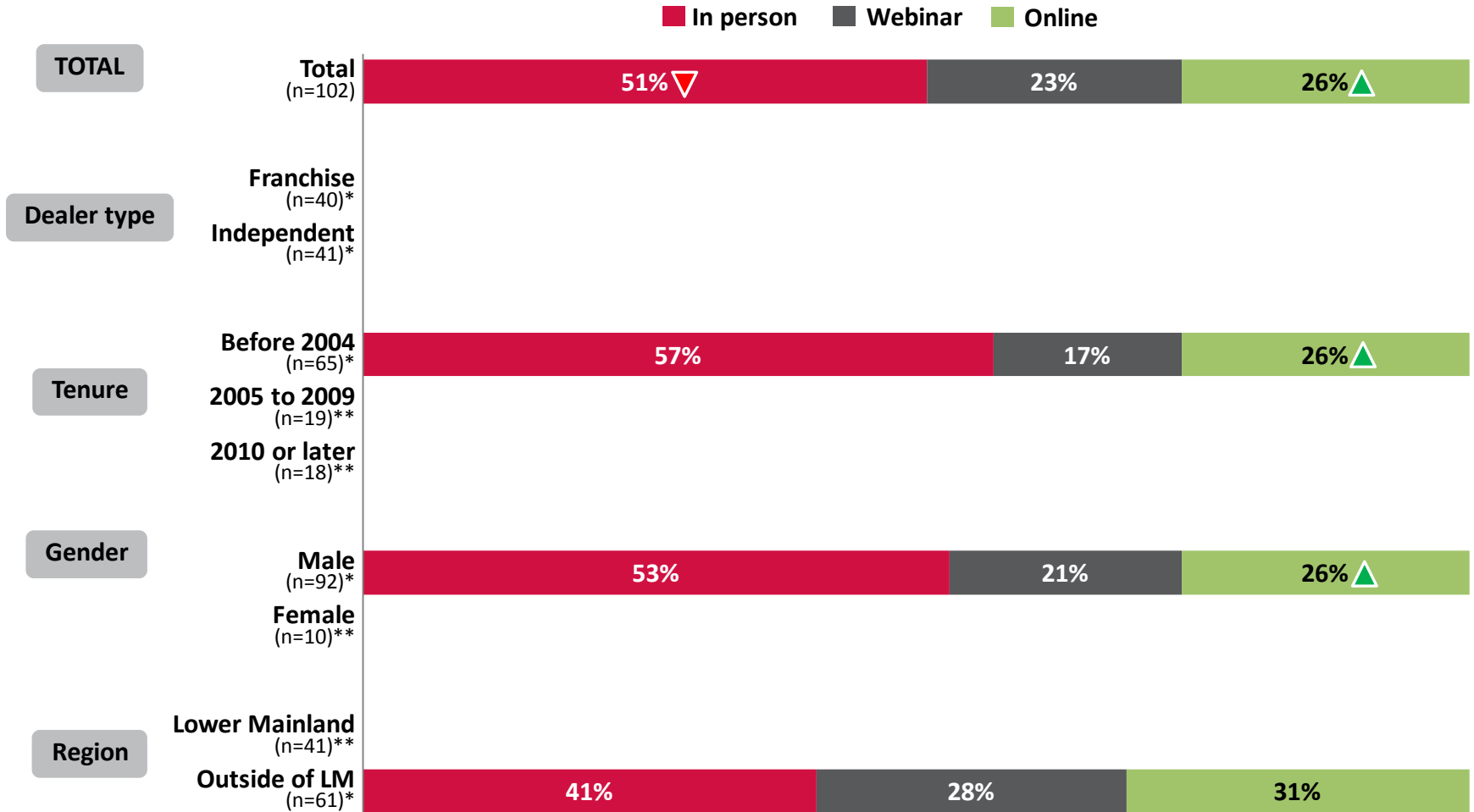
Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.

# Most Recent Course Taken: In-Person Vs. Online

## Dealers

- A significant shift towards online courses (26% up from 13%) is measured in 2016, with only half of dealers now taking their course in person (compared to 87% in 2014), and the remaining half split among online courses and webinar with online self-study.



Note: Webinar with online self-study added in 2016.

Base size too small to report: franchise and independent dealership, 2005 to 2009, 2010 or later, female and Lower Mainland.

Base: Those who took courses excluding not applicable.

\* Small base size, interpret with caution.

○ Significantly higher than one or more sub-groups.

▲ ▼ Significantly higher/lower than previous wave.

## **Appendix 10:**

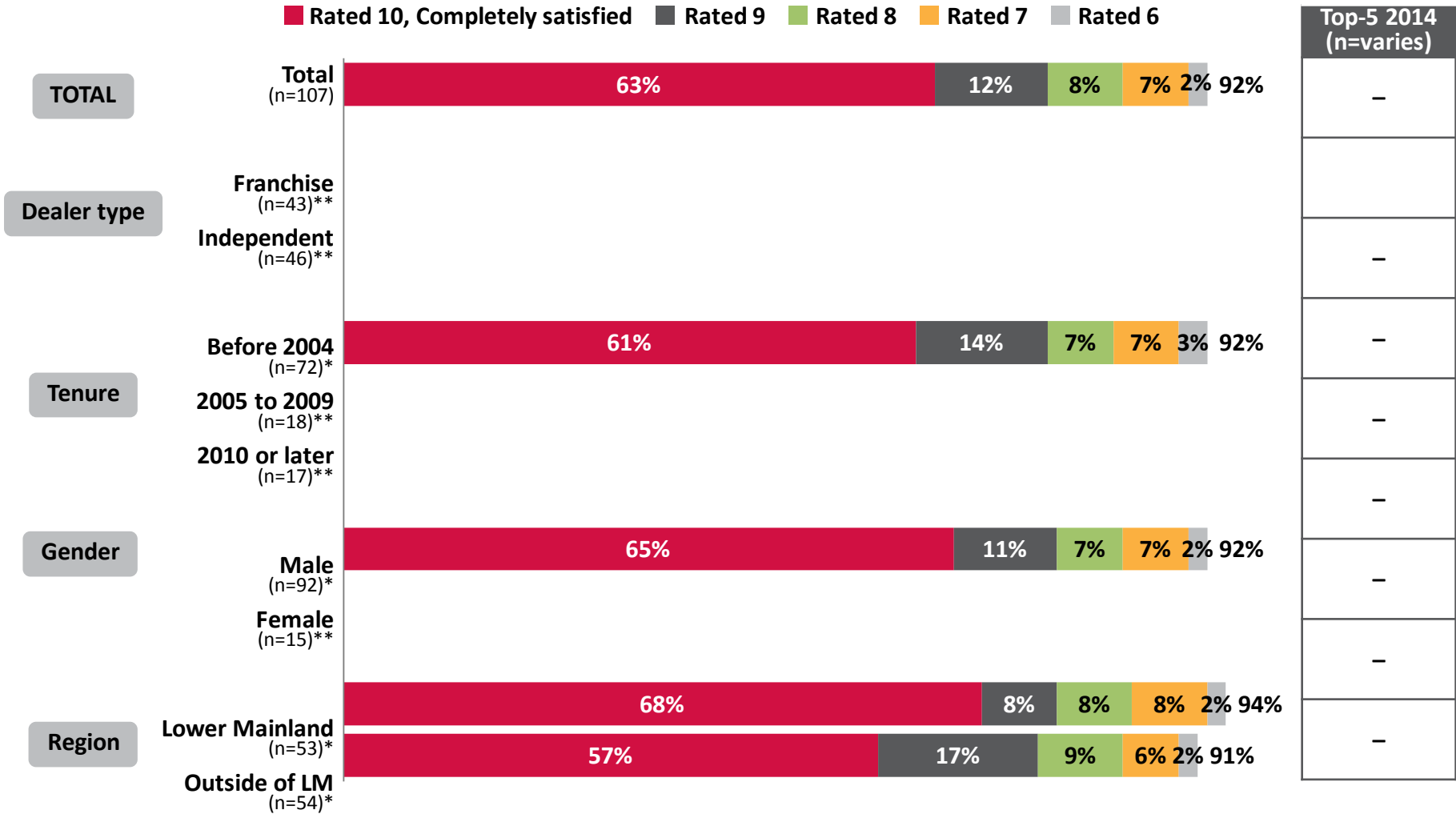
Licensing Issues, Consumer  
Complaint Handling, Formal  
Investigations and Compliance  
Action Top 5 Box Rating and by  
Subgroup



# Satisfaction With Licensing Issues Dealers

92% of dealers are satisfied with their interactions with the VSA about licensing issues with their staff.

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



Significantly higher than one or more sub-groups.

Note: Satisfaction with licensing issues added in 2016.

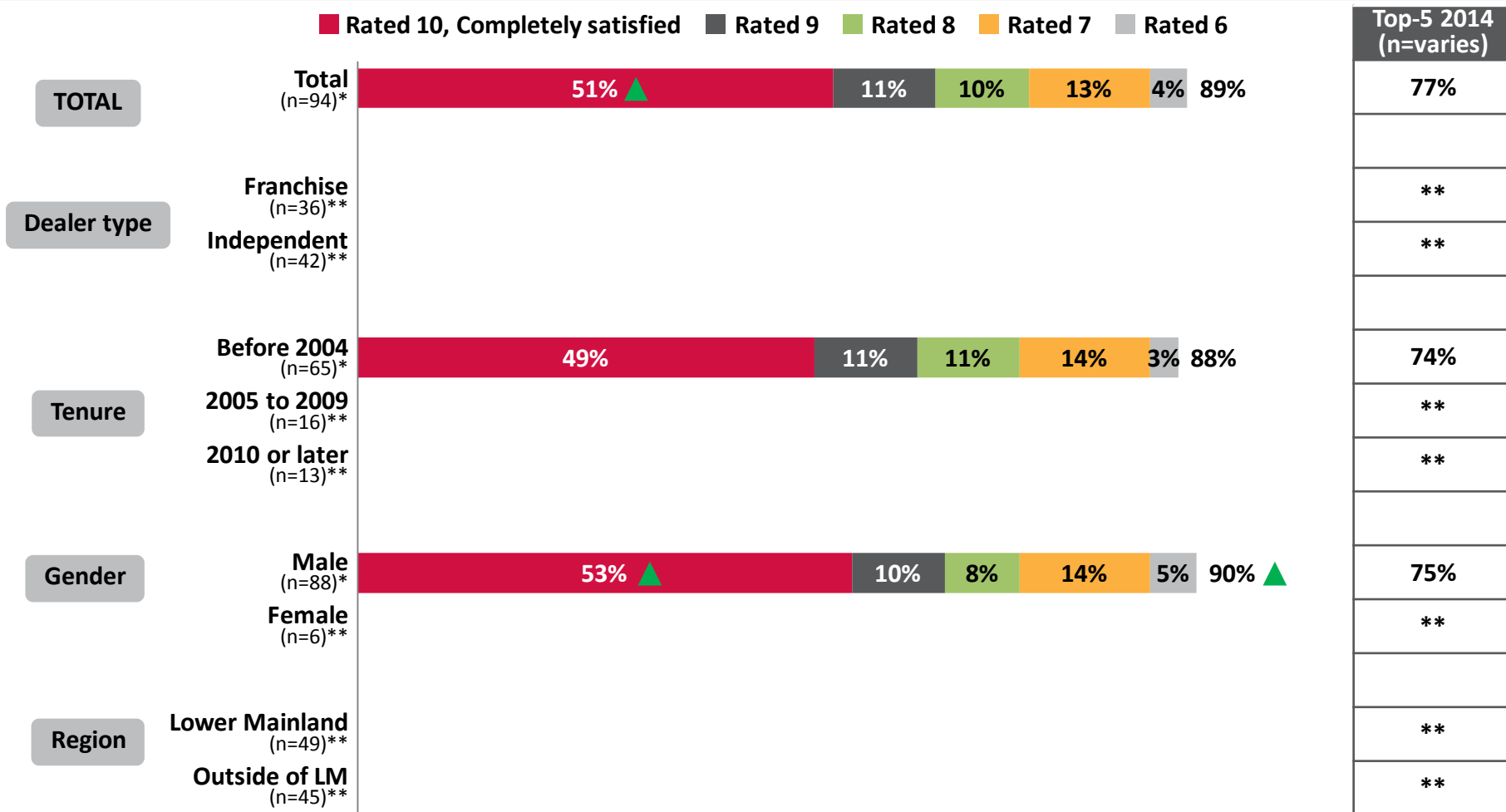
Base: All respondents excluding not applicable.

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 Consumer Complaint Handling Dealers

Positive satisfaction ratings with consumer complaint handling have shifted upward compared to 2014, with a significant increase in the number of 10 out of 10 ratings.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later, female, lower mainland and outside of lower mainland demographics.

Base: All respondents excluding not applicable. \*Small base size, interpret with caution.

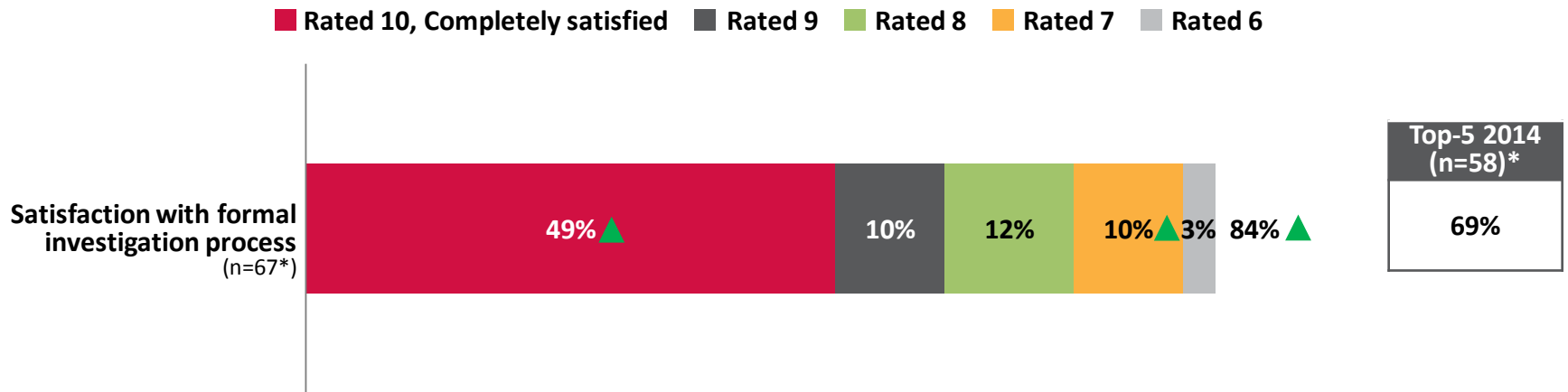
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Significantly higher than one or more sub-groups.

Significantly higher/lower than previous wave.

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

- Compared to 2014, significantly more dealers are satisfied (top 5 box) with the VSA's formal investigation.
- The number of dealer spokespersons 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.

\* Small base size, interpret with caution.

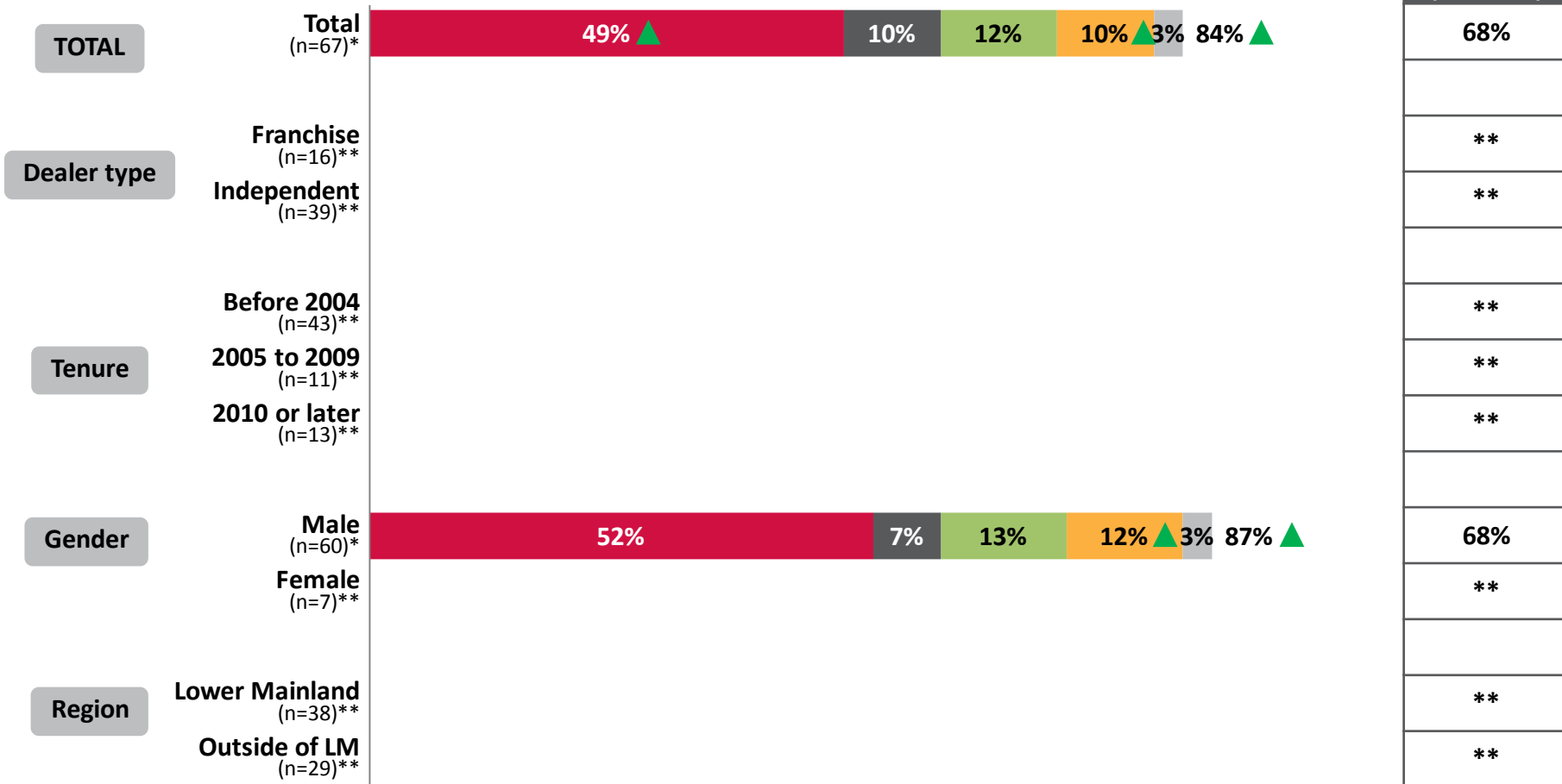
▲ ▼ Significantly higher/lower than previous wave.

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 Formal Investigation Process Dealers

▪ Significant increase in satisfaction with the VSA's formal investigation process, specifically the top box score, is recorded in 2016.

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



Note: Base size too small to report: franchise, independent, 2005 to 2009, 2010 or later, female, lower mainland and outside of lower mainland and outside of lower mainland demographics.

Base: All respondents excluding not applicable. \*Small base size, interpret with caution.

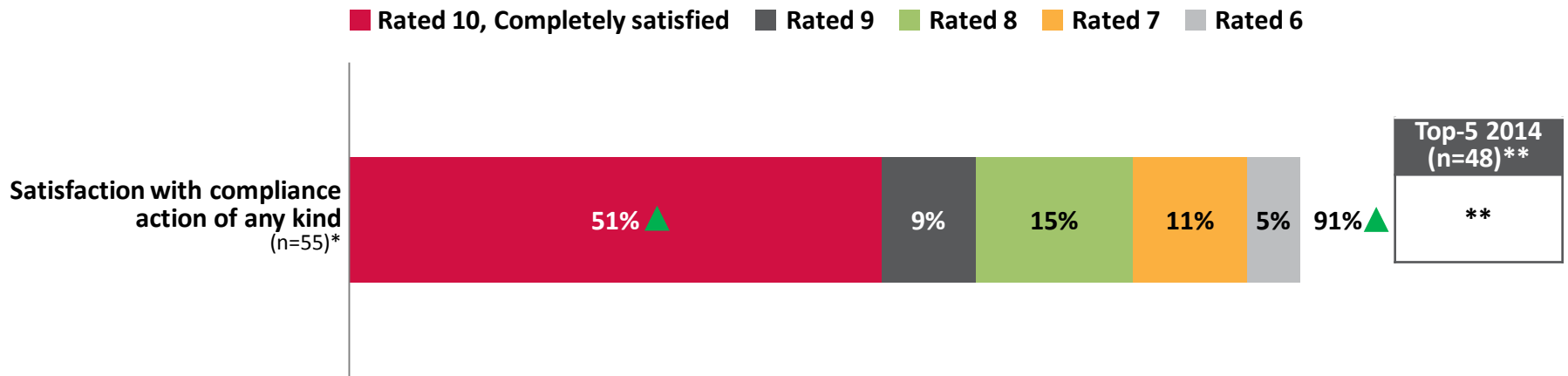
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

○ Significantly higher than one or more sub-groups.

▲ ▼ Significantly higher/lower than previous wave.

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

- Significantly more dealers are satisfied with VSA's compliance action compared to 2014.
- The number of dealer spokespersons who had interacted with the VSA for a compliance action was too small to report ratings on the various attributes.



\* Small base size, interpret with caution.

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

Base: Compliance action excluding not applicable.

▲ ▼ Significantly higher/lower than previous wave.

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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