



Vehicle Sales Authority
of British Columbia

2016 Customer Satisfaction Survey Salesperson 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 spokespeople who deal with the VSA in British Columbia. This research will provide valuable information which will enable the VSA to make management and marketing decisions to more effectively serve its customers.
- The objectives of this research are to:
 - Measure customer satisfaction with the VSA overall, and on specific aspects, among licenced motor vehicle salespeople and dealership spokespeople 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 salesperson survey.

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

Online Survey

- An online survey was conducted with salespeople throughout British Columbia.
- Email addresses were provided by the VSA for all salespeople in their database. Any duplicate email addresses were removed from the population.
- An email invitation was sent to all salespeople in the database (7557 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 completed the study were entered into a draw for one of six cash prizes. There were no other qualifying criteria.
- 1355 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 salespeople is +/-2.7%. The margin of error on smaller sample sizes will be larger.

Word/Phrase:	Definition:
Wave	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.
Top 5 Box	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”.
Top 3 Box	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”.
Significant Difference	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

Overall Satisfaction with the VSA

- Nearly two-thirds (65%) of salespeople are satisfied with their interactions with VSA currently, a marked improvement from 58% two years ago. The majority of salespeople (59%) continue to say that VSA service has stayed the same but more are now finding it to be a lot better than before (17% versus 12% in 2014). In general, newly joined salespeople (2010 or later) and females remain most satisfied with the VSA.
- Just under half (45%) have interacted with VSA recently within the past 6 months and the majority are satisfied with the most recent interaction (68% top-3-box rating, a 6 percentage point increase from 2014). As in the past, licence renewal is the primary reason for interacting with the VSA.

Satisfaction with Specific Attributes

- Improvements are observed for four of the six interaction touchpoints, namely licence application (73%, up 10 percentage points), VSA bulletins/website (70%, up 4 percentage points), licence renewal (69%, up 5 percentage points) and compliance action (60%, up 10 percentage points).
 - Satisfaction with VSA communications has increased over the past two years (from 66% in 2014 to 70% currently). Improvements are also observed in almost all specific attributes of VSA bulletins, reminders, alerts and website.
 - While salespeople are more satisfied with the VSA's compliance action, currently it remains the lowest rated interaction touchpoint. Salespeople remain satisfied with how the compliance action was explained and the ease of the process, but are still relatively less satisfied with the fairness of the action.
 - In contrast, licence application continues to be the most highly regarded element. Improvements are seen on almost all specific attributes within this category.
 - Similarly, salespeople are more satisfied with all aspects of the renewal process than in the past. However, satisfaction with the discount received for renewing online is relatively lower compared to other attributes.
 - Salespeople are moderately satisfied with course relevance and quality (59%, consistent with 2014). Focus should be placed on the helpfulness of the course information and overall course format and experience (62% and 62%, respectively) as they are the key elements of courses but are rated relatively low compared to other course elements.
 - Positive ratings for course registration remains stable at 67%.

Key Highlights (cont.)

Satisfaction with Specific Attributes (cont.)

- Service attitude continues to be highly praised by salespeople regardless of the type of interactions they have had with VSA.

Future Strategies and Considerations

- Courses received the lowest ratings among all salespeople and those who rated the VSA positively overall. As the lowest rated interaction with the VSA, focus should continue to be placed on ensuring courses conducted both online, in-person, and via webinar, are relevant and valuable. To help identify opportunities to improve VSA courses, a short survey could be conducted after each course to gather evaluations from salespersons.
- While significant improvement has been made since 2014 (up 10 percentage points), there continues to be room for improvement in compliance action, the second lowest rated interaction with the VSA. Focus should be placed to ensure the compliance action is perceived as fair.

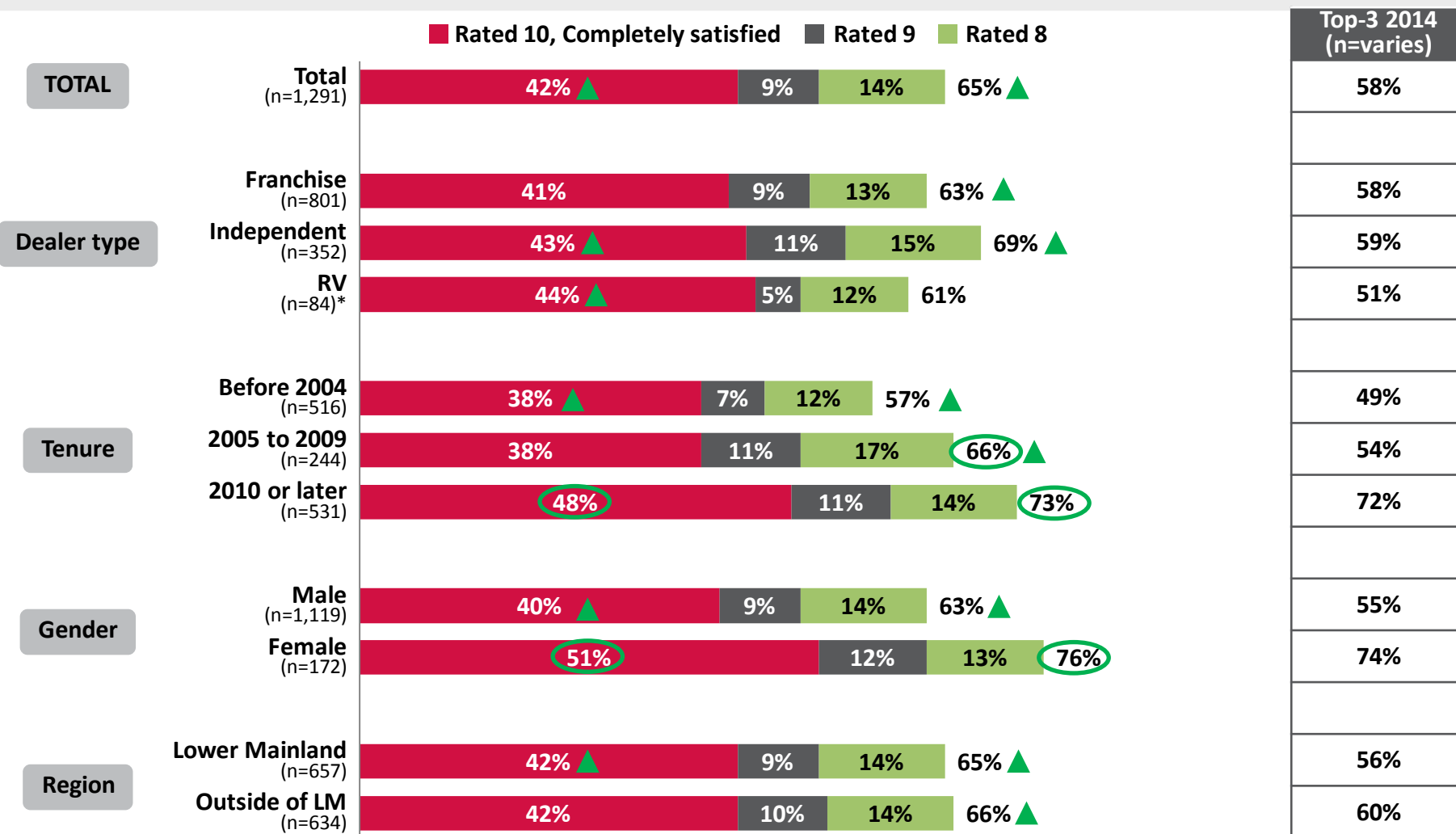
Detailed Findings:

Satisfaction with VSA

Overall Satisfaction with VSA: Top 3 Box

Salespeople

- Overall satisfaction with the VSA has increased significantly this wave versus 2014, as two-thirds (65%) of salespeople are satisfied with their interactions with the VSA. There are increases in satisfaction across almost all sub-groups in 2016.



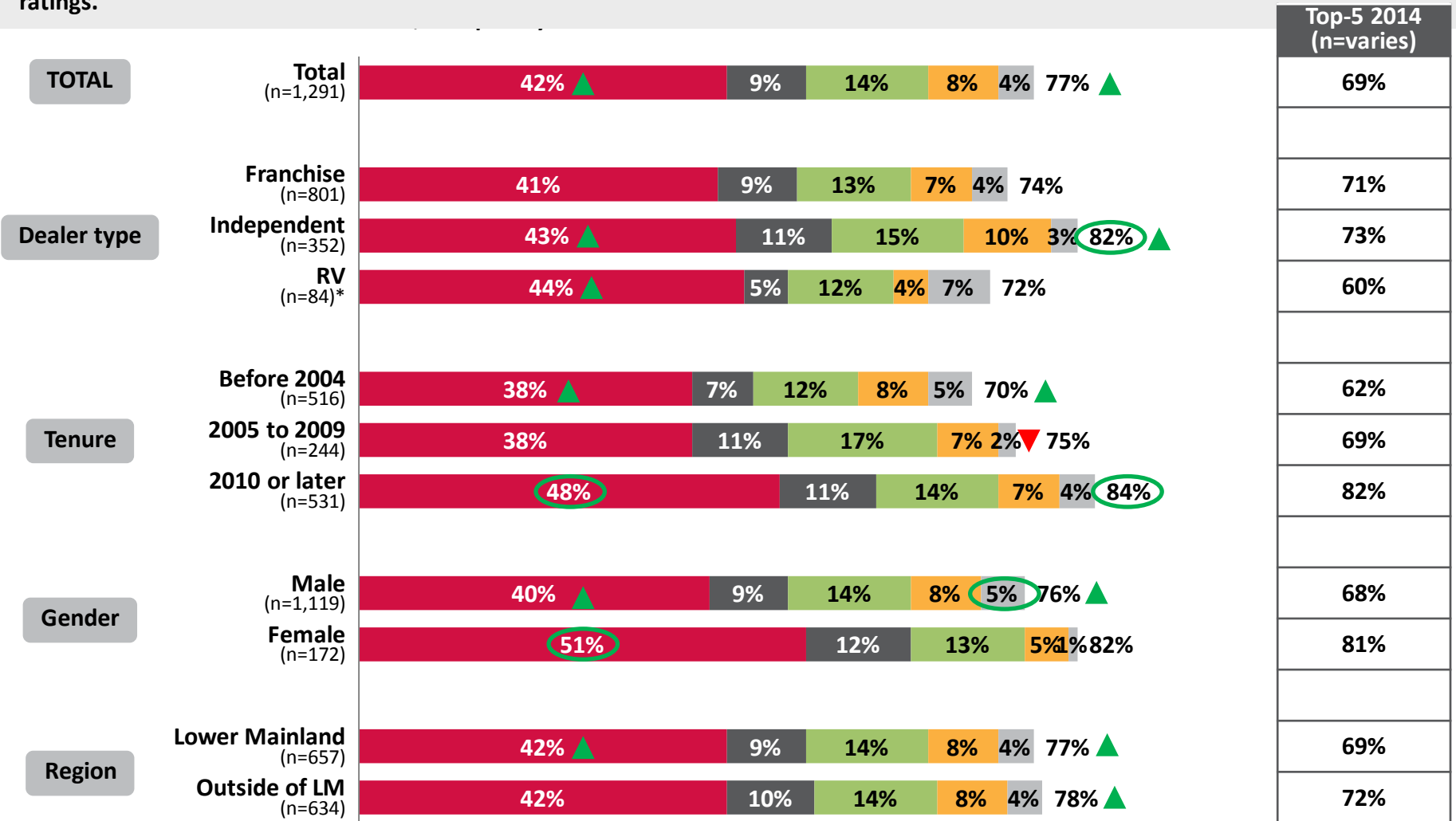
Base: All respondents, excluding don't know * Small base size, interpret with caution.

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

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

Overall Satisfaction with VSA: Top 5 Box Salespeople

- Over three-quarters (77%) of salespeople rated the VSA six or higher, resulting in significant gains in Top 5 Box satisfaction compared to 2014. Notably, salespeople at independent dealerships, those with shorter tenure and women are more likely to give the most positive ratings.



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

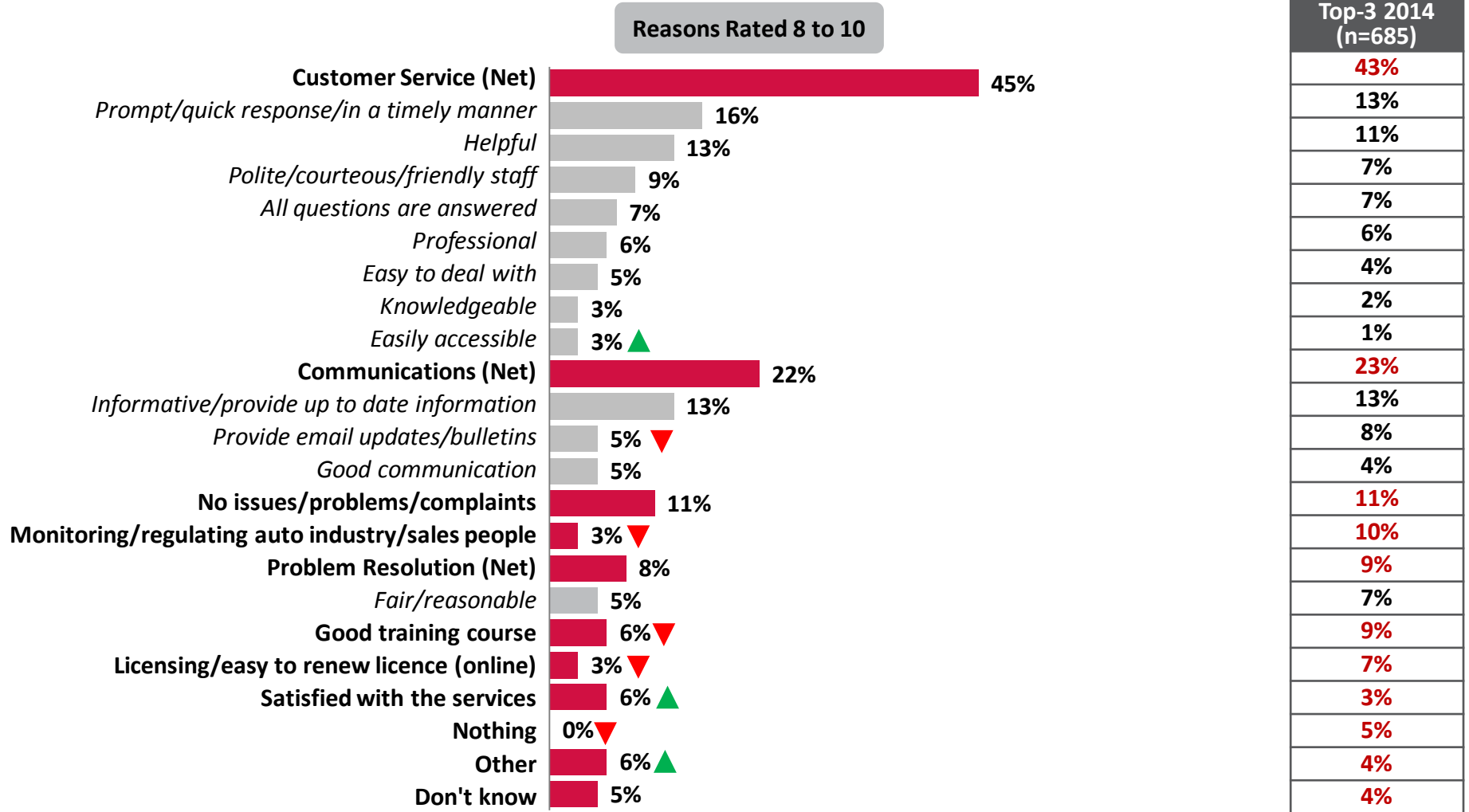
QA1. On a scaled of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the interactions you have had with the VSA in the past two years.

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

Reasons for Positive Satisfaction Ratings

Salespeople

- Among those rating their satisfaction with VSA positively, customer service (45%) continues to be the top reason for their high satisfaction scores, primarily due to the prompt response time (16%). Communications is another key reason for satisfaction with the VSA.



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

Base: Those satisfied with interactions they had with VSA in past 2 years (n=838)

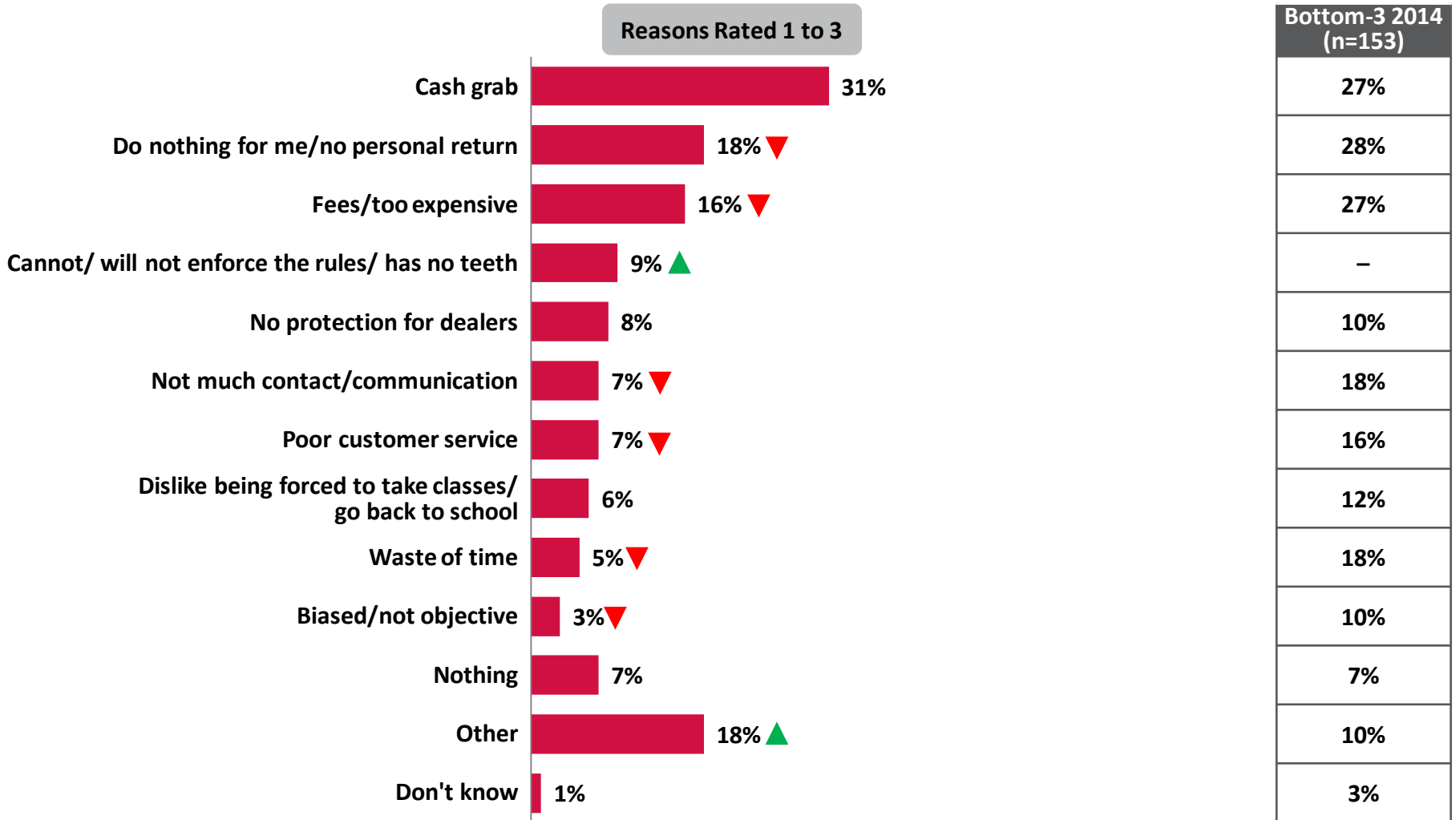
QA1B. Why would you say you are satisfied with your interactions with the VSA?

▲ ▼ Significantly higher/lower than previous wave.

Reasons for Negative Satisfaction Ratings

Salespeople

- Dissatisfaction with the VSA is mainly due to the perception that it is a cash grab. While expensive fees and the lack of personal return are additional causes of discontent, mentions for these reasons have declined significantly this wave.



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

Base: Those dissatisfied with interactions they had with VSA in past 2 years (n=147)

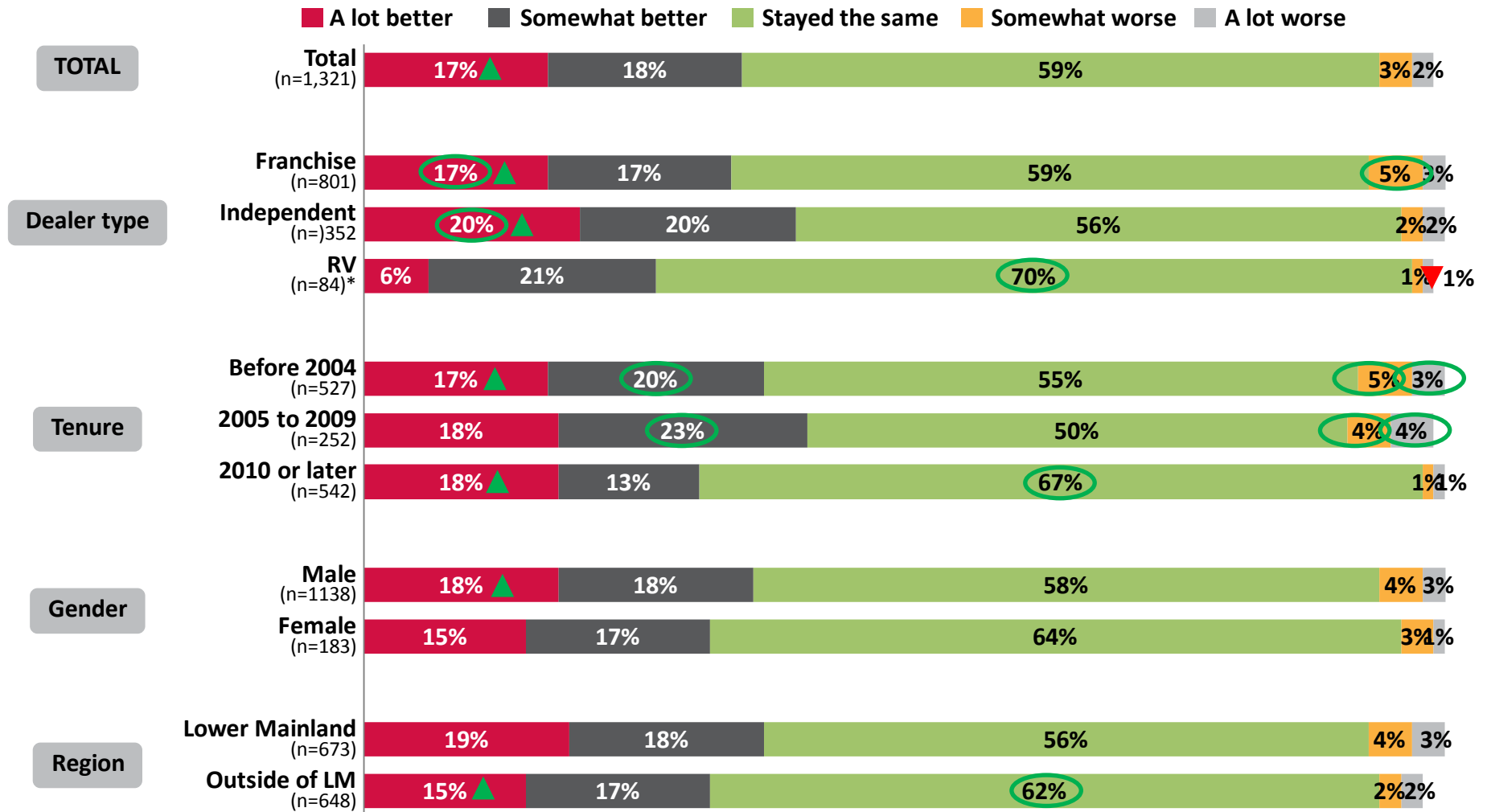
QA1C. Why would you say you are dissatisfied with your interactions with the VSA?

▲ ▼ Significantly higher/lower than previous wave.

Comparison of Service Level over Time

Salespeople

- While the largest proportion of salespeople (59%) feel VSA service levels have remained the same over time, there is a significant increase in those who perceive that it is getting a lot better compared to the last wave (17% up from 12%).



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

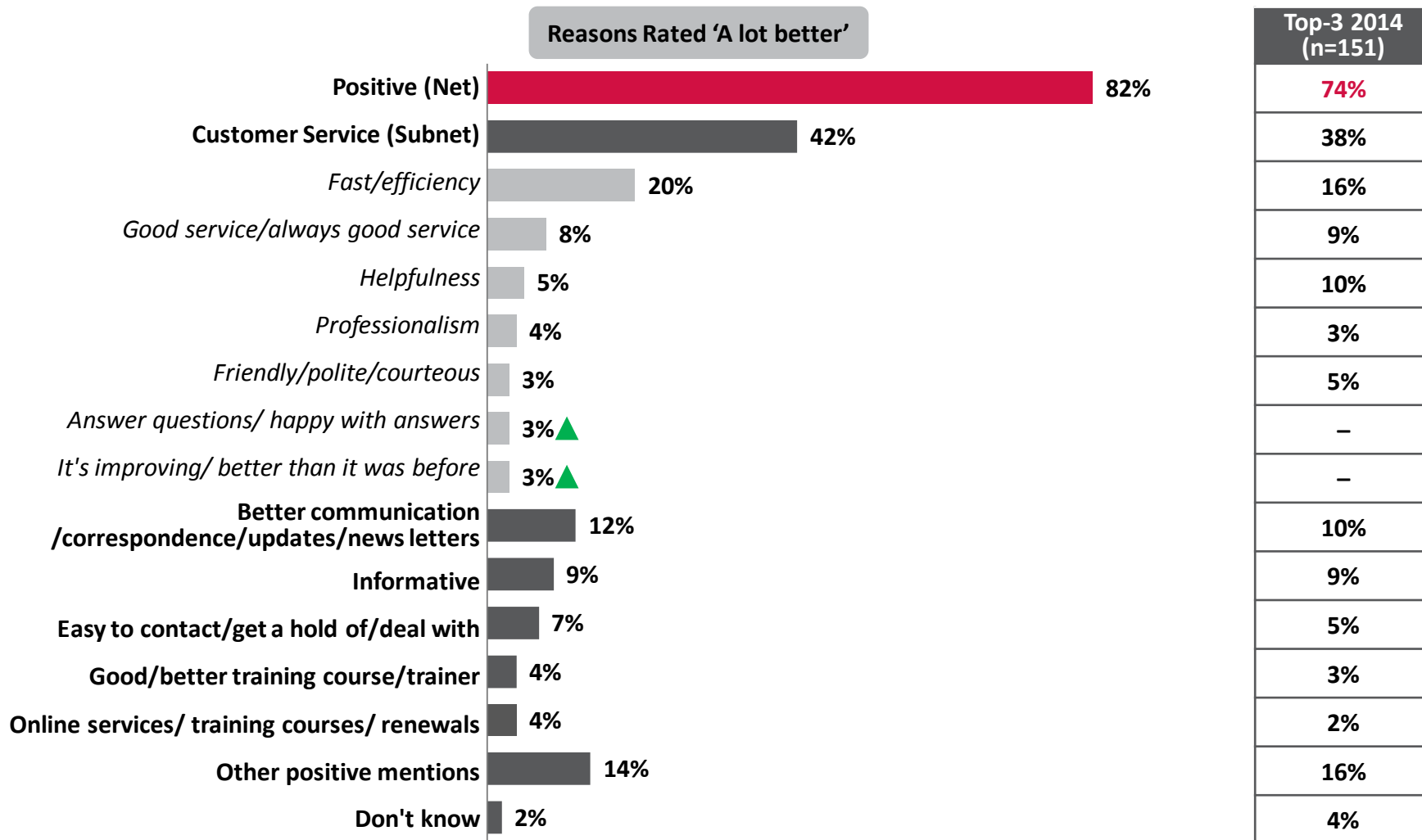
Base: All respondents, excluding don't know

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

Reasons for Positive Service Ratings

Salespeople

- Among those who think VSA service has been getting a lot better, customer service remains the top mentioned reason, especially as it pertains to being fast/efficient.



▲ ▼ Significantly higher/lower than previous wave.

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

Base: Among those who gave a rating of a lot better (n=229)

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

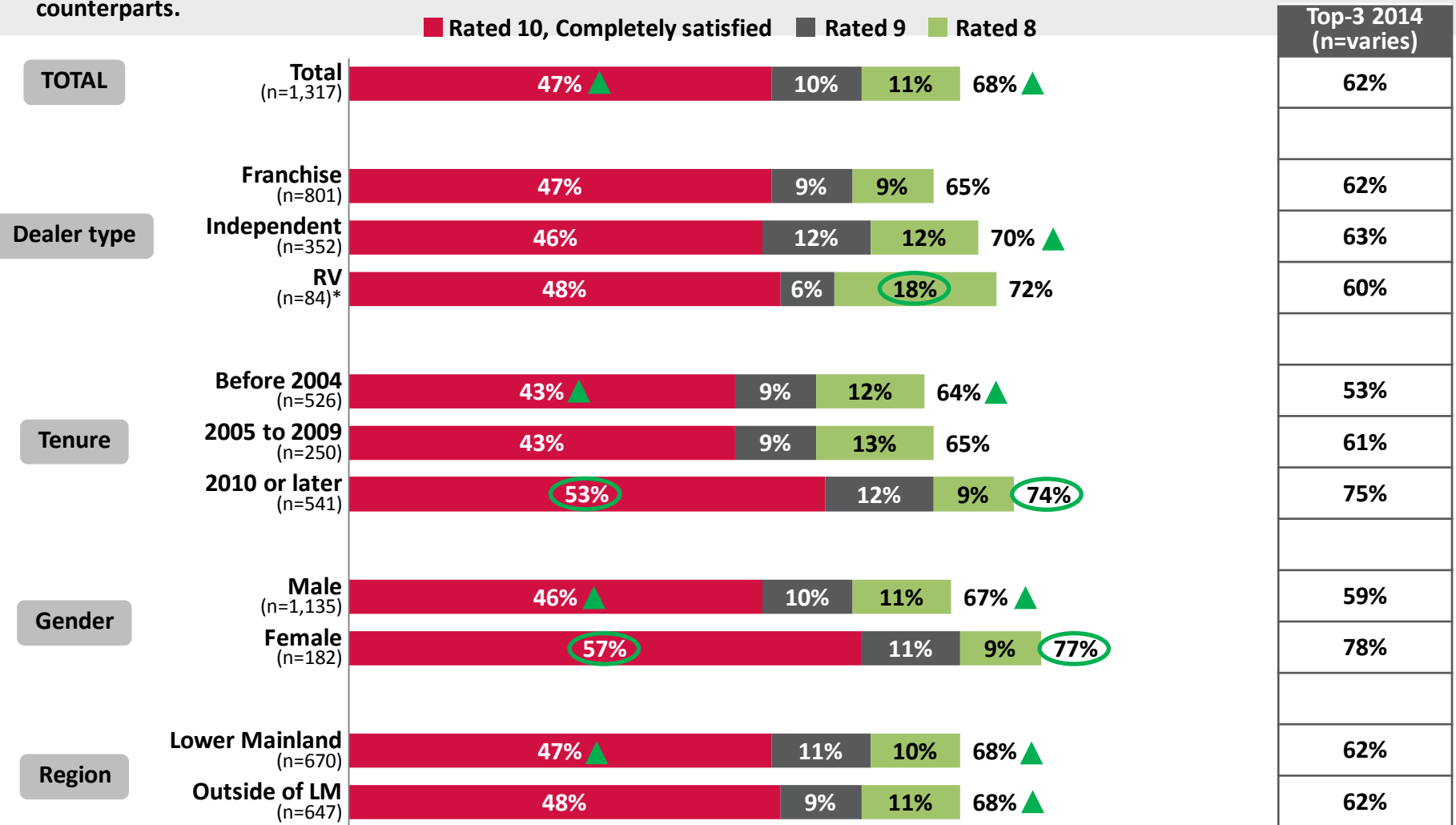
Detailed Findings:

Interactions with VSA

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

- Satisfaction with their most recent VSA interaction received significant gains this wave, with seven-in-ten (68%) salespeople being highly satisfied (Top 3 Box). Women and salespeople with the shortest tenure are more satisfied when compared to their counterparts.

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



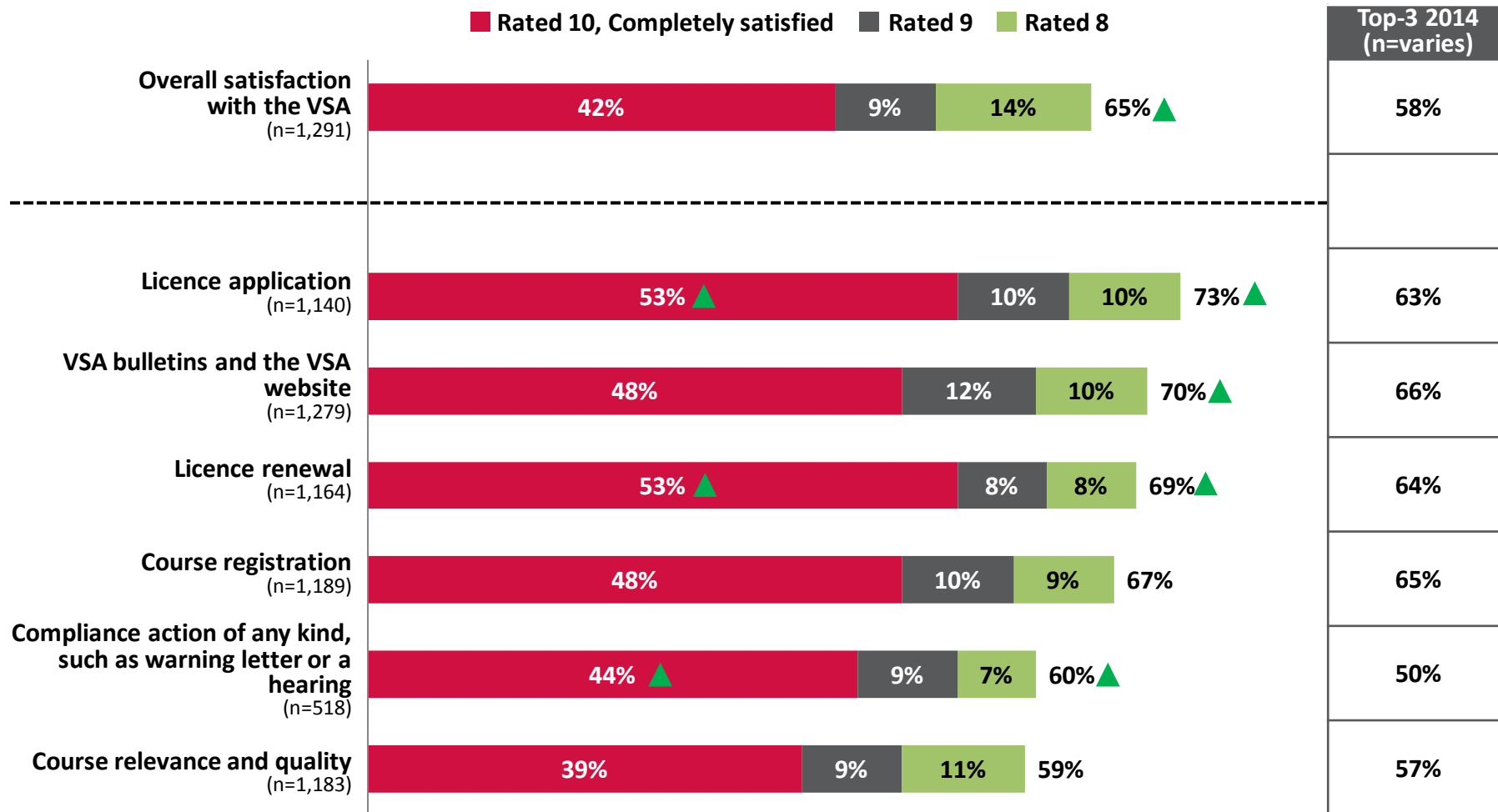
Base: All respondents, excluding don't know * Small base size, interpret with caution.

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

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

Satisfaction with Specific Interactions: Top 3 Box Salespeople

- Licence applications, the VSA bulletins and the website, and licence renewals all received significant increases in satisfaction this year. Scores of overall satisfaction, with course relevance and quality, remained relatively lower than almost all other interactions.



Base: All respondents, excluding N/A

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

▲ ▼ 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.

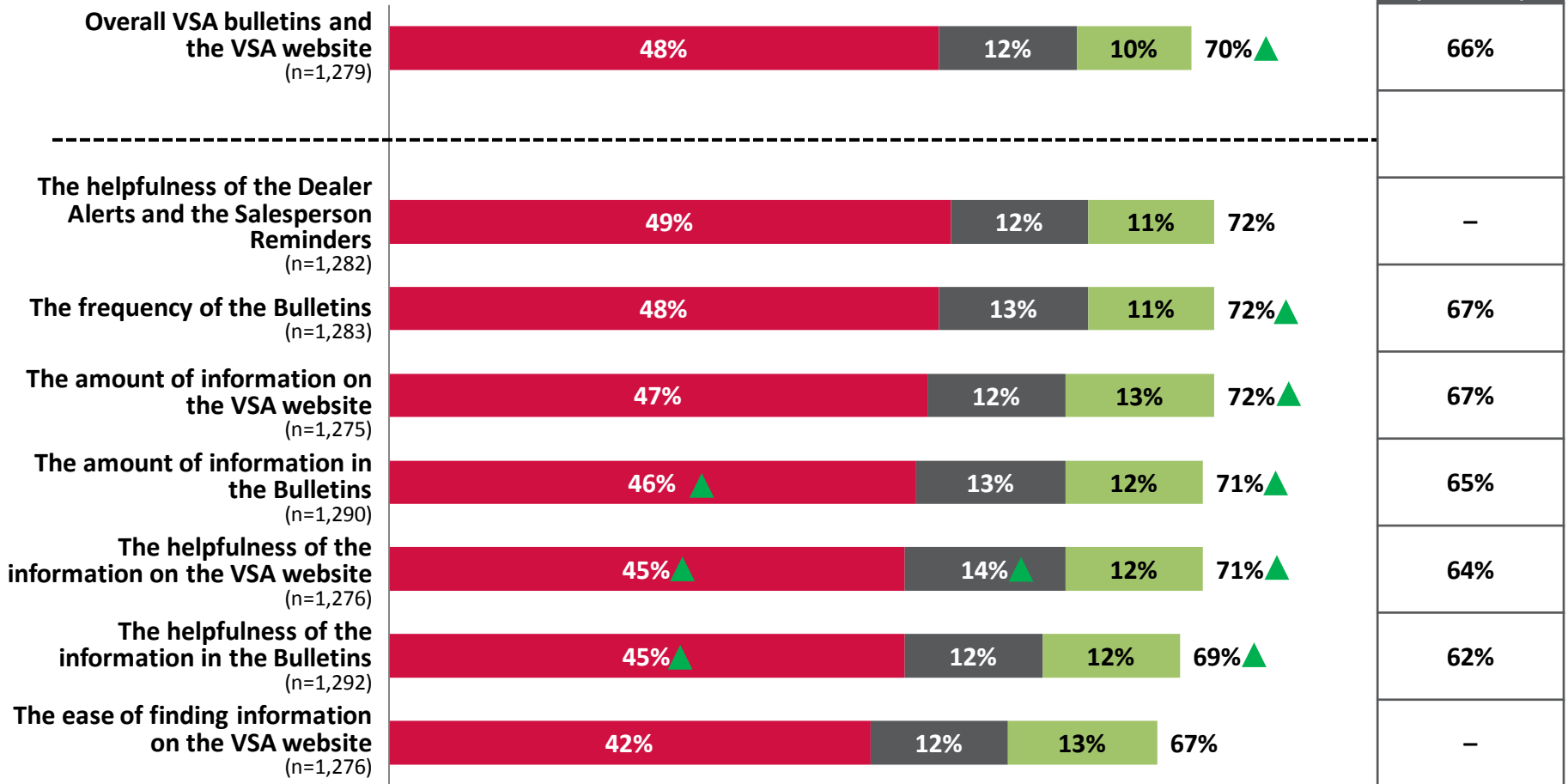
Detailed Findings:

VSA Communications

Satisfaction with VSA's Communications: Top 3 Box Salespeople

- Satisfaction with VSA's communications (bulletins and website) has risen significantly from the previous wave (70% in 2016 vs. 66% in 2014). This is driven by increases in satisfaction across most communication specific attributes, such as frequency of bulletins and the amount and helpfulness of information on the website and bulletins.

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



Base: All respondents, excluding N/A

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

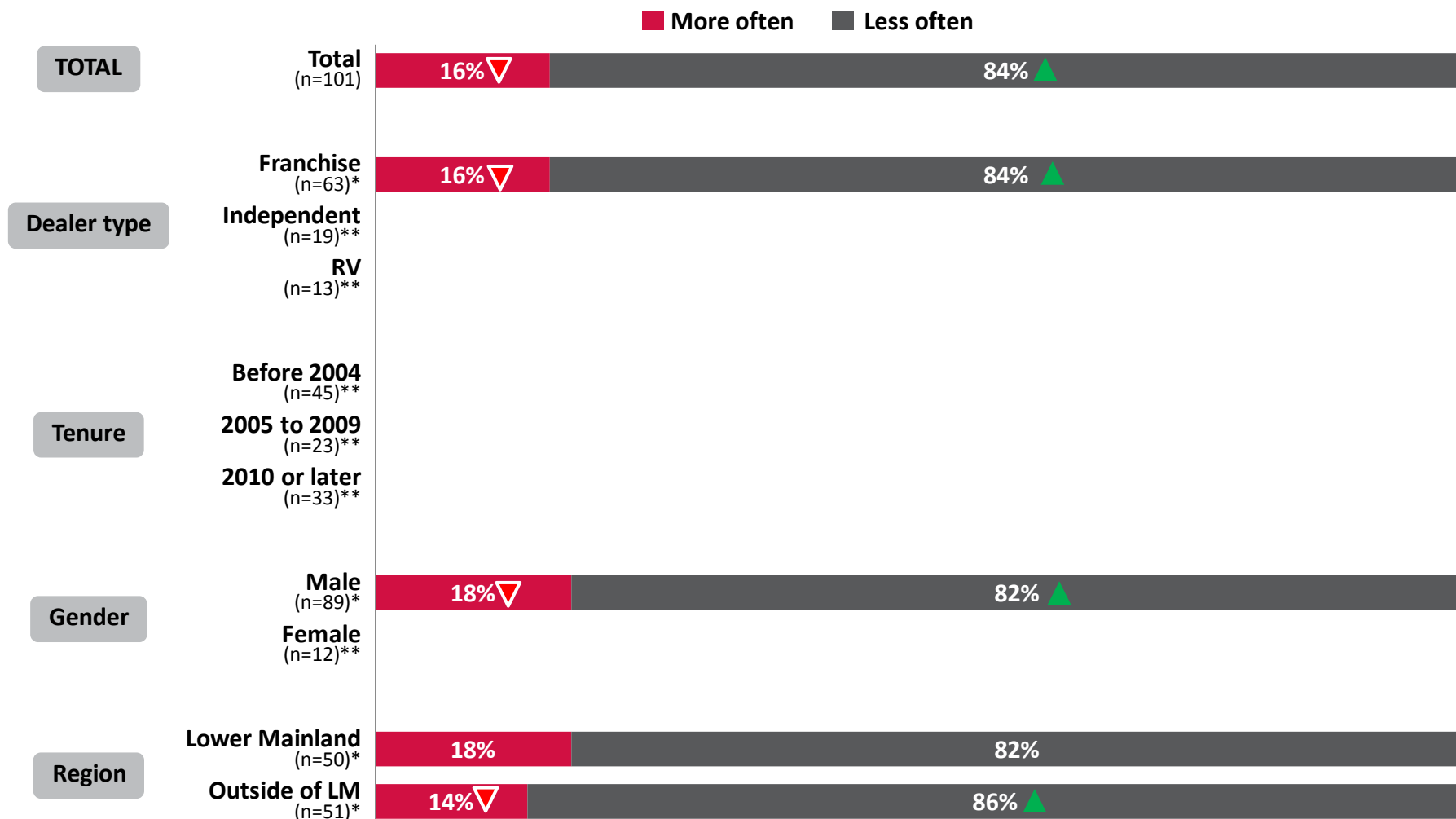
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins, Dealer Alerts, Salesperson Reminders and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please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

▲ ▼ Significantly higher/lower than previous wave.

Preference: Frequency of Bulletins

Salespeople

- Among the small proportion who reported being dissatisfied with the frequency of bulletins, almost all would prefer to receive the bulletins less often (significantly up from 68% in 2014 to 84% in 2016).



Note: Independent and RV dealers, tenures before 2004, from 2005 to 2009 and 2010 or later and female base sizes too small to report.

* Small base size, interpret with caution.

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

▲ ▼ Significantly higher/lower than previous wave.

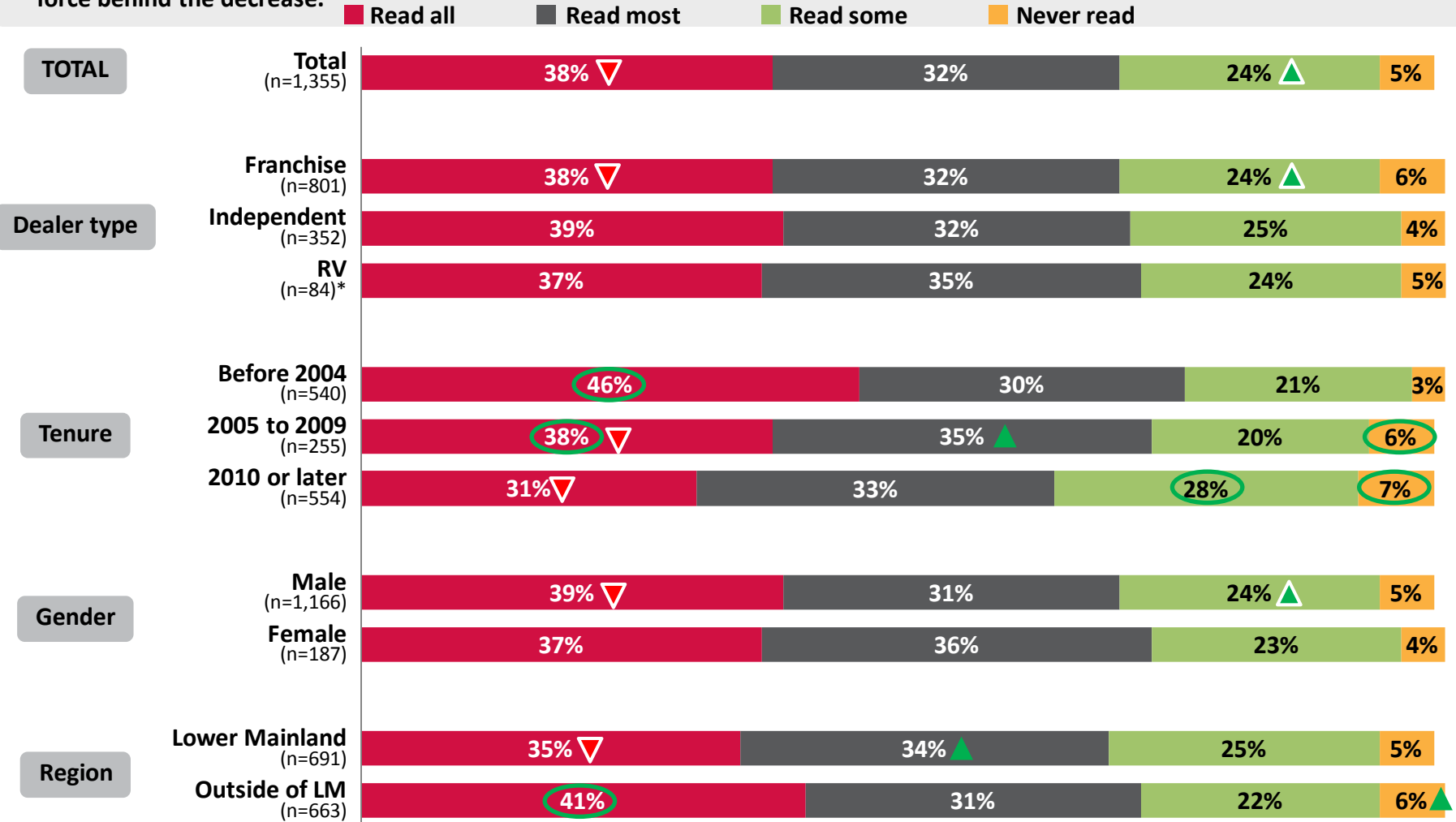
Base: Dissatisfied at frequency of Bulletins

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

Bulletins and Alerts: Frequency of Reading

Salespeople

- Although two-in-five (38%) salespeople report reading all of the VSA bulletins and alerts, this has declined compared to the last wave (38% versus 44% in 2014). Franchisees, men, salespeople in the Lower Mainland or with a tenure of 10 years or less are the driving force behind the decrease.



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

Base: All respondents

* Small base size, interpret with caution.

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



Detailed Findings:

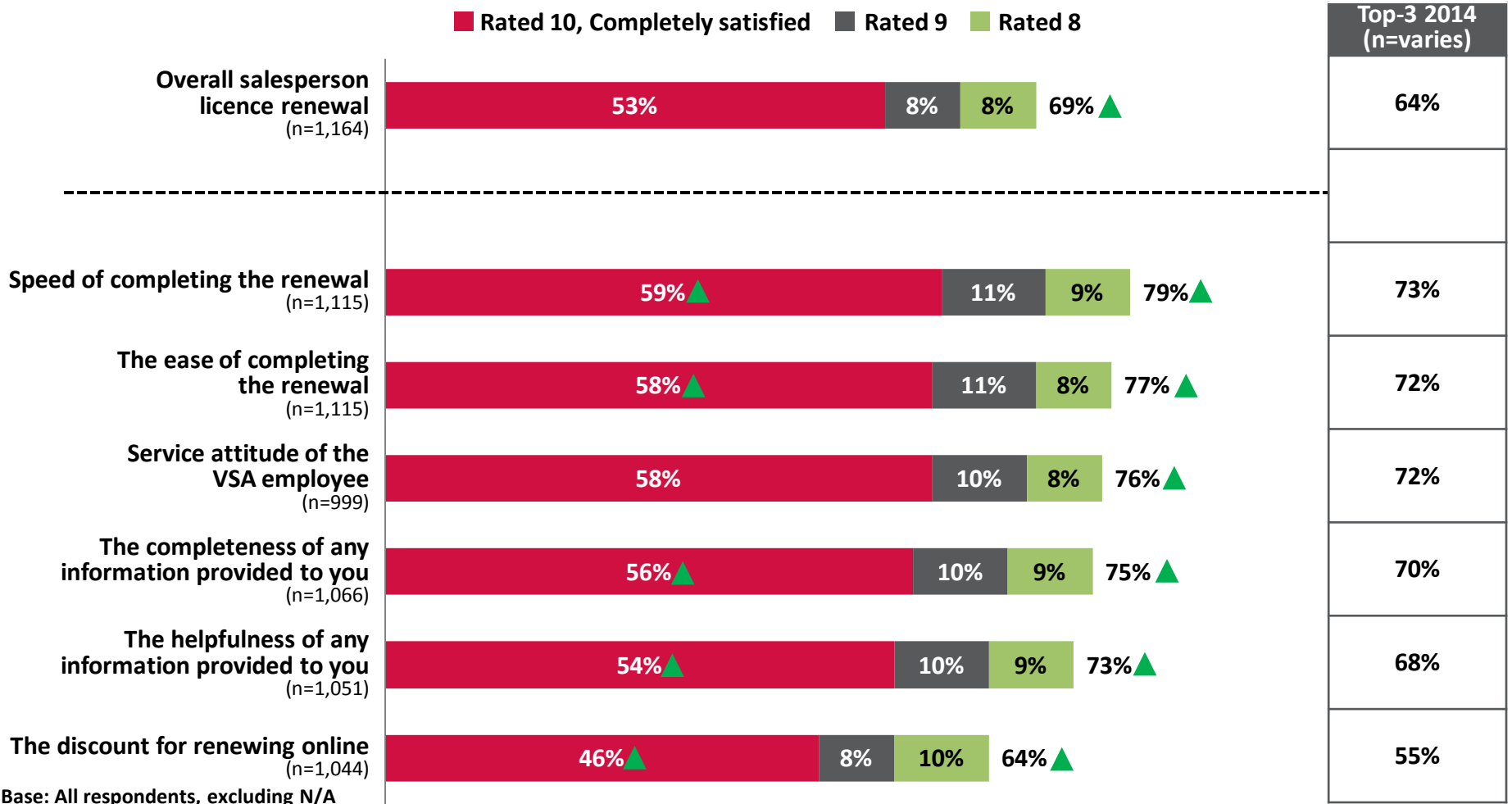


Salesperson Renewal Process



Satisfaction with Salesperson Renewal Process: Top 3 Box Salespeople

Satisfaction with the licence renewal procedure has gone up in 2016, with seven-in-ten (69%) being satisfied with the process. In fact, all attributes relating to licence renewal have positive gains this 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.

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

▲ ▼ Significantly higher/lower than previous wave.

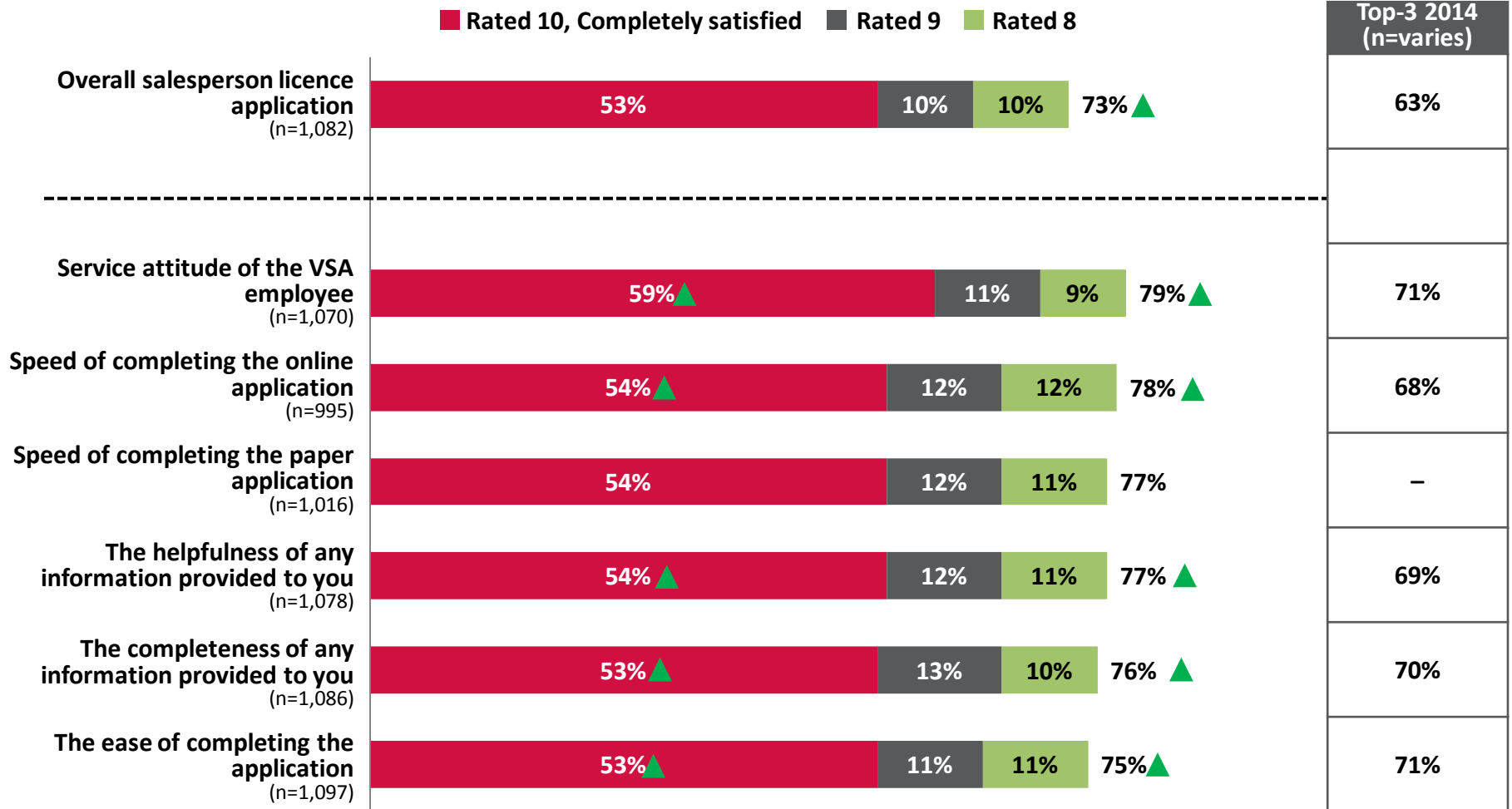
Detailed Findings:

Salesperson Application Process



Satisfaction with Salesperson Application Process: Top 3 Box Salespeople

- Overall satisfaction with the licence application process is up 10 percentage points this wave, which is a significant increase over 2014. At least three-quarters (75%) of salespeople are satisfied with the various elements related to the application process.



Base: All respondents, excluding N/A

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

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

▲ ▼ Significantly higher/lower than previous wave.



Detailed Findings:

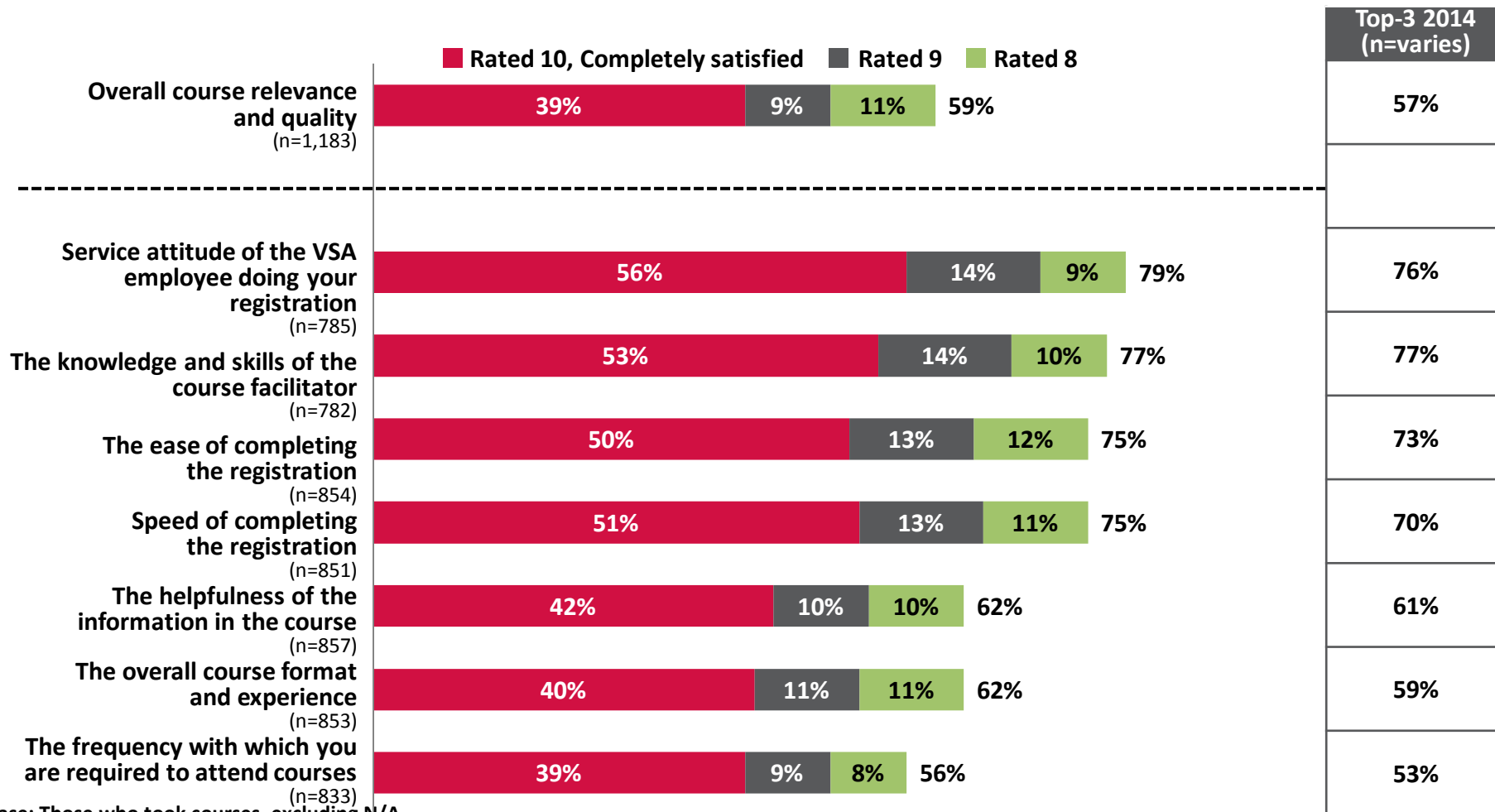


VSA Courses



Satisfaction with the Most Recent Course: Top 3 Box Salespeople

- Similar to 2014, six-in-ten (59%) salespeople are satisfied with the overall relevance and quality of their most recent VSA course. Specifically, salespeople are most pleased with the service attitude received during registration and the course facilitator's knowledge and skills.



Base: Those who took courses, excluding N/A

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

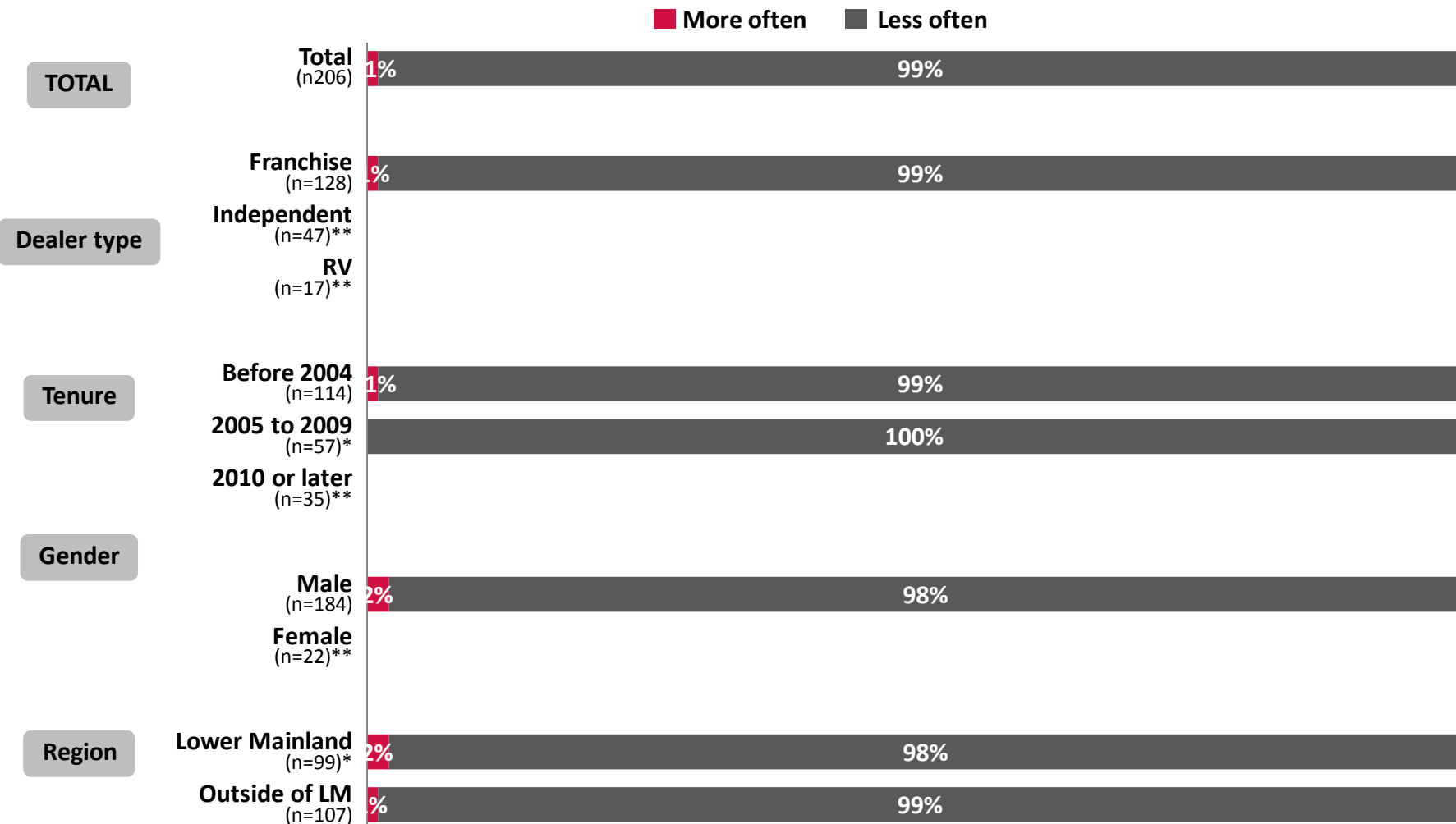
QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. ▲ ▼ Significantly higher/lower than previous wave.

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.

Preference: Attendance Frequency

Salespeople

■ Almost all salespeople who are dissatisfied with the course frequency would want to reduce the frequency of the course.



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

Base: Dissatisfied at frequency of required course attendance

* Small base size, interpret with caution.

▲ ▼ Significantly higher/lower than previous wave.

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



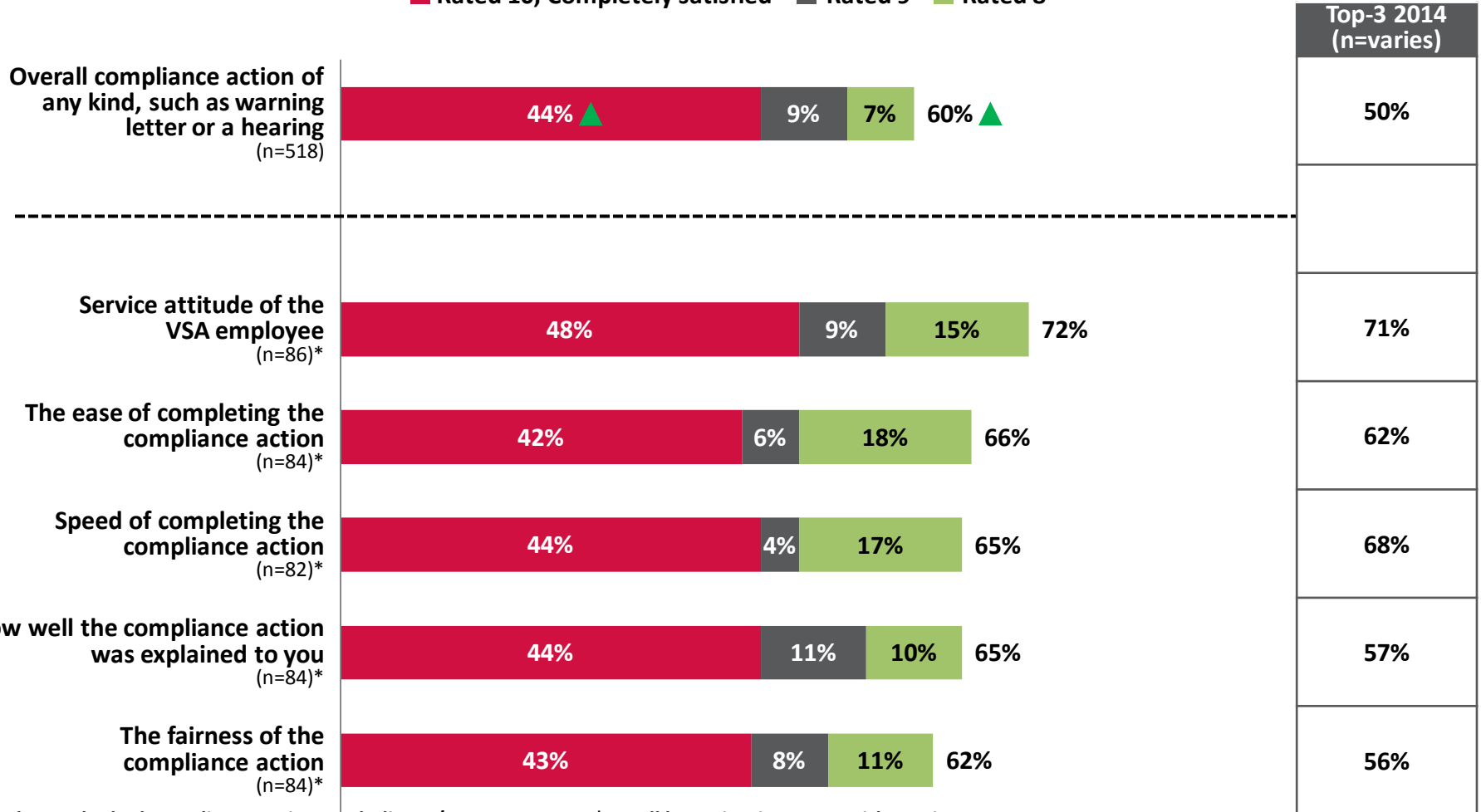
Detailed Findings:

Compliance Action

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

- Six-in-ten are satisfied with the overall compliance action of the VSA (up 10 percentage points from 2014), of which 44% gave a 10 out of 10 rating. The service attitude of the VSA employee is highly regarded by salespeople.

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



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

* Small base size, interpret with caution.

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

QB7. Now I would like to ask you some specific questions about the compliance action by the VSA, such as a ▲ ▼ Significantly higher/lower than previous wave.

warning letter or hearing, you had with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the compliance action by the VSA.

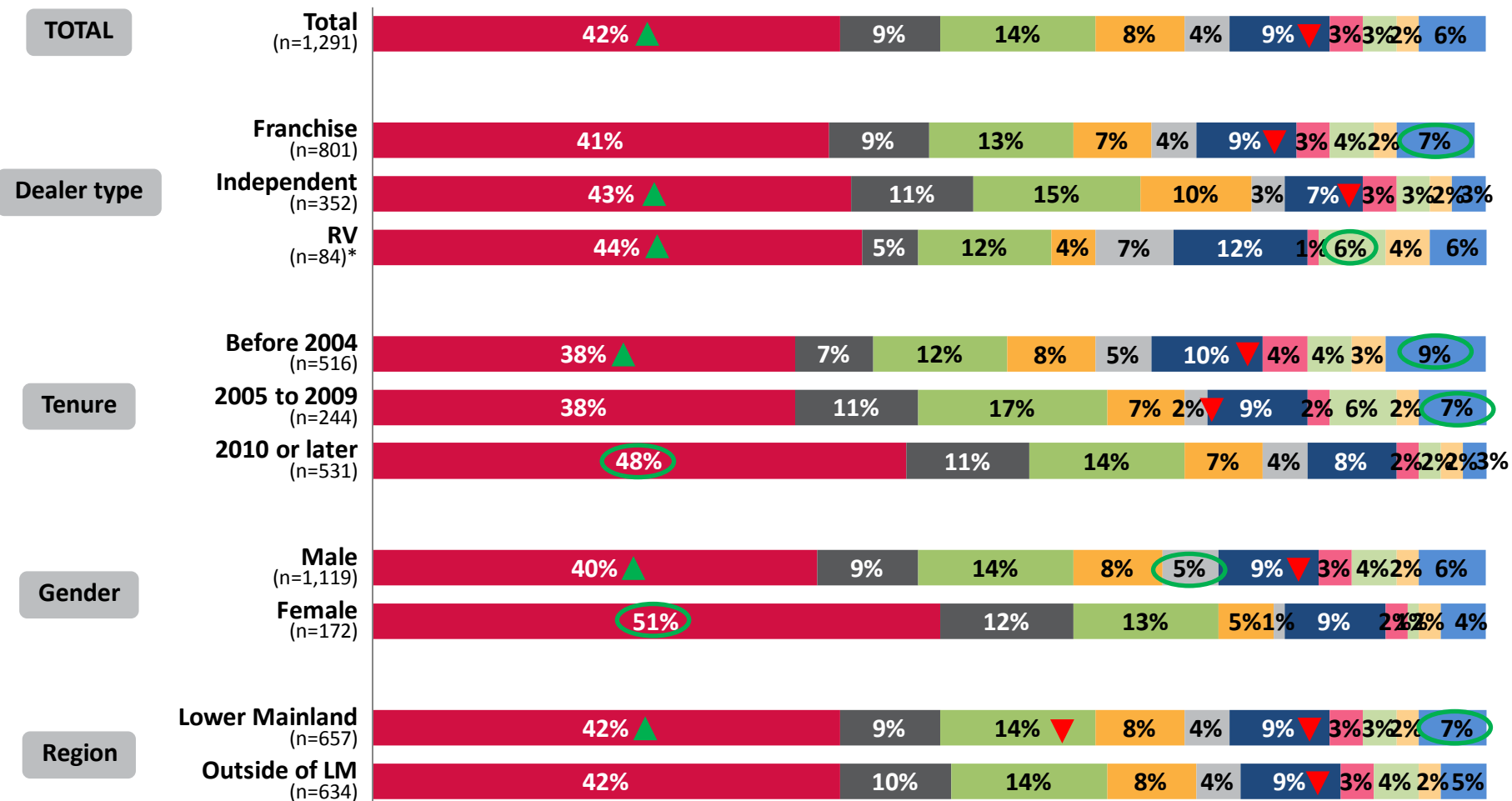
Appendix 1:

Overall Satisfaction: 10 Point Scale

Overall Satisfaction with VSA Salespeople

Salespeople who received their licence in 2010 or later and females are more satisfied with VSA compared to their counterparts.

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



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

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

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

Appendix 2:

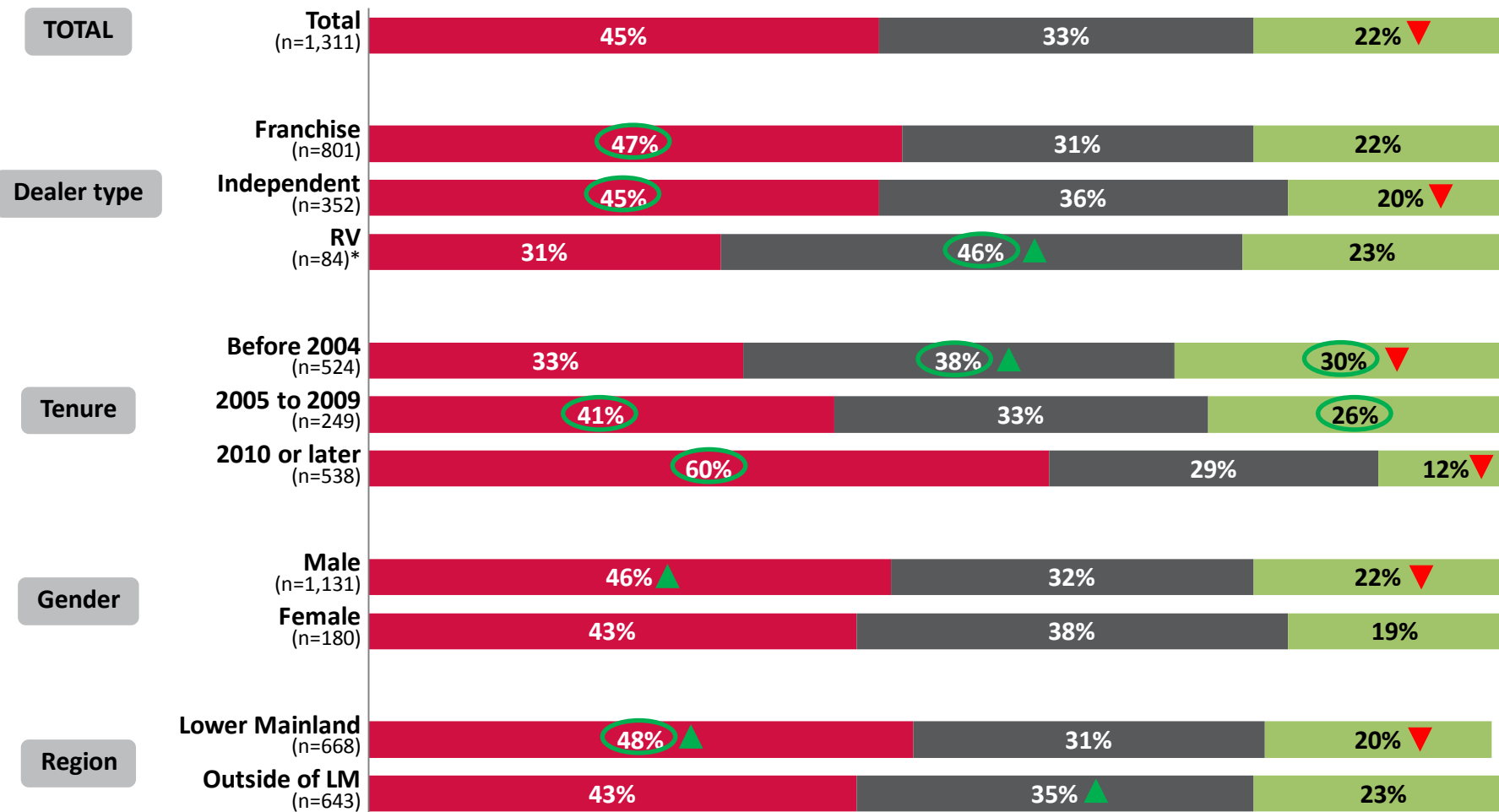
Most Recent Interaction with the
VSA and Top 5 Box Rating

Most Recent VSA Interaction

Salespeople

- Over three-quarters of the salespeople have had an interaction with the VSA within the past year (78% up significantly from 72% in 2014). Franchisees and Independent dealerships as well as salespeople who received their licence in 2010 or later are more likely to have interacted with the VSA in the past six months than their counterparts.

■ Within the past 6 months
 ■ More than 6 months ago but within the past year
 ■ In 2014



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

Base: All respondents, excluding don't know

* Small base size, interpret with caution.

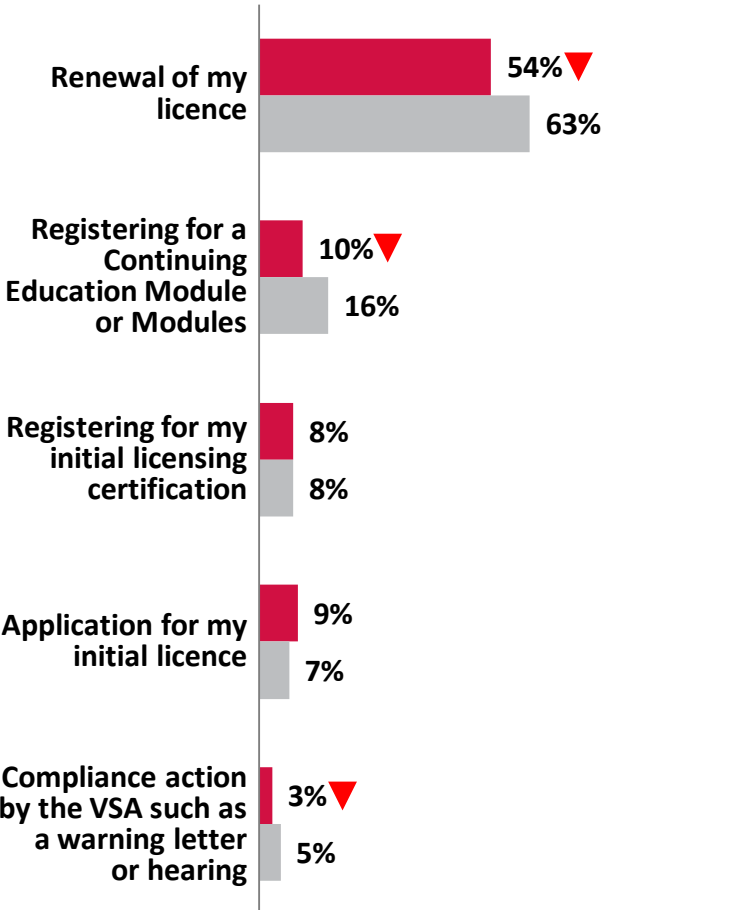
QA3. When was the last time you interacted with the VSA?

Most Recent VSA Interaction: Primary Purpose

Salespeople: By Dealer Type and Tenure

- Similar to the previous wave, the majority of the recent interactions with the VSA was for licence renewal, particularly for those who have been licenced in 2009 or earlier.

■ 2016 (n=1,314) ■ 2013 (n=1,235)



	Dealer Type			Tenure		
	Franchise (2016=801) (2014=743)	Independent (2016=349) (2014=321)	RV (2016=84)* (2014=70)*	Before 2004 (2016=525) (2014=552)	2005 to 2009 (2016=248) (2014=292)	2010 or later (2016=541) (2014=391)
Renewal of my licence	54% ▼ 62%	56% 62%	57% 70%	59% ▼ 67%	66% 67%	44% 55%
Registering for a Continuing Education Module or Modules	9% ▼ 16%	8% ▼ 19%	14% 17%	14% ▼ 24%	13% ▼ 24%	4% ▲ 0%
Registering for my initial licensing certification	7% 9%	10% 8%	2% 4%	2% 1%	0% ▼ 3%	17% ▼ 23%
Application for my initial licence	9% 8%	9% 5%	6% 3%	1% 0%	1% 0%	20% 21%
Compliance action by the VSA such as a warning letter or hearing	3% ▼ 5%	3% 6%	1% 6%	4% ▼ 8%	3% 6%	2% 1%

Note: An other specify option was added in 2016.

Base: All respondents, excluding don't know

* Small base size, interpret with caution.

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

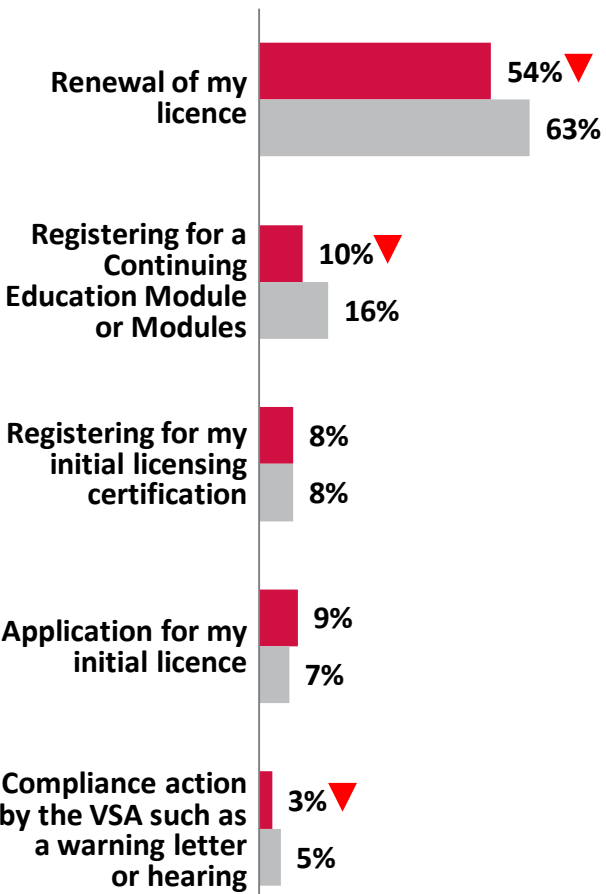
QA5. The last time you interacted with the VSA what was the primary purpose of that interaction? Please select one.

Most Recent VSA Interaction: Primary Purpose

Salespeople: By Gender and Region

- While licence renewal continues to be the most recent VSA interaction across all groups, more men and salespeople in the Lower Mainland are dealing with an application for their initial licensing certification this wave versus 2014.

■ 2016 (n=1,314) ■ 2013 (n=1,235)



	Gender		Region	
	Male (2016=1,132) (2014=1,044)	Female (2016=182) (2014=191)	Lower Mainland (2016=669) (2014=640)	Outside of LM (2016=645) (2014=595)
Renewal of my licence	55% ▼ 65%	48% 55%	56% ▼ 64%	52% ▼ 62%
Registering for a Continuing Education Module or Modules	10% ▼ 17%	8% 12%	9% ▼ 18%	11% ▼ 15%
Registering for my initial licensing certification	7% 6%	11% ▼ 18%	7% 6%	8% 10%
Application for my initial licence	8% ▲ 6%	10% 10%	9% ▲ 6%	8% 7%
Compliance action by the VSA such as a warning letter or hearing	3% ▼ 5%	1% ▼ 4%	3% ▼ 5%	2% ▼ 5%

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

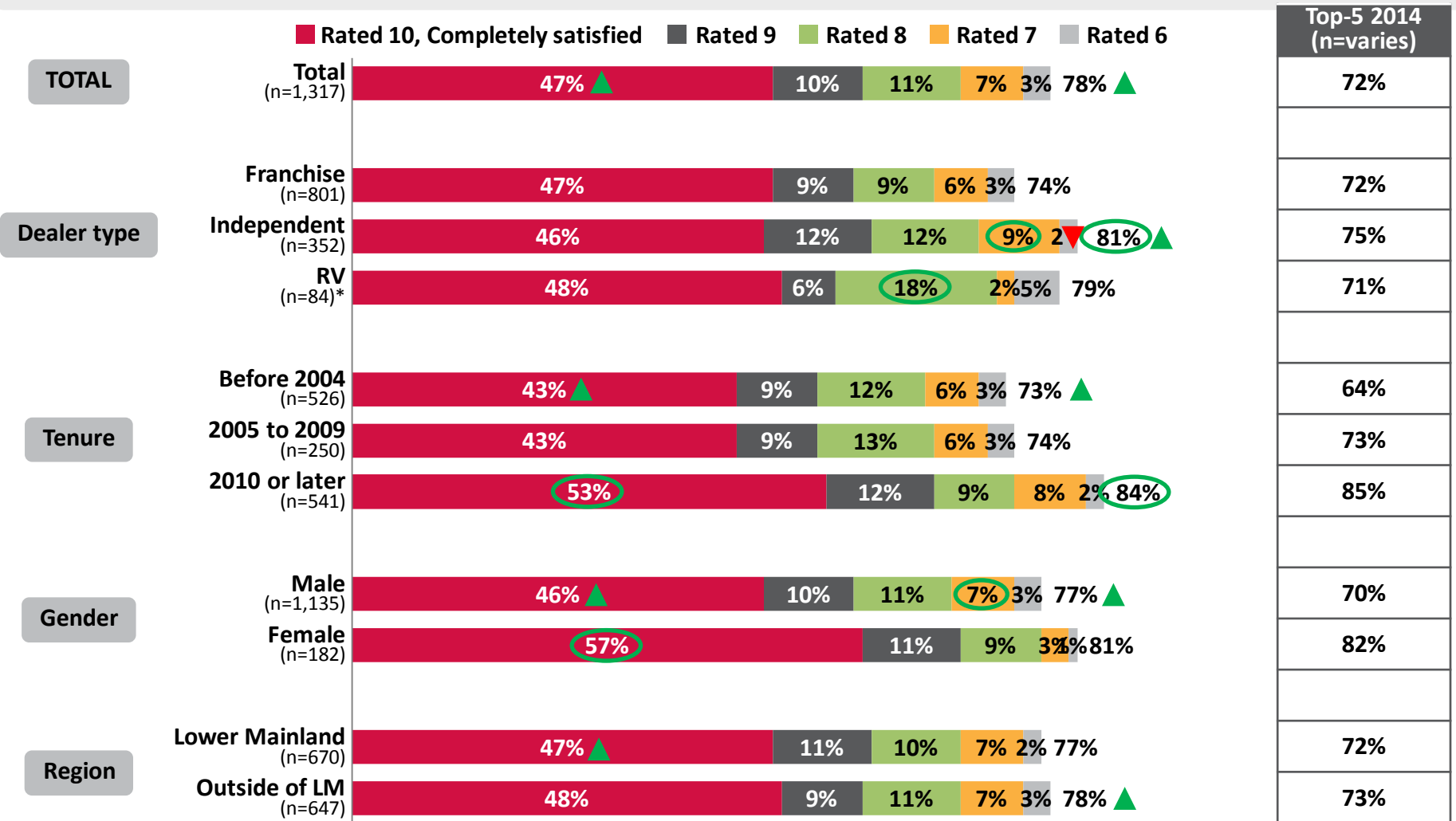
Note: An other specify option was added in 2016.

Base: All respondents, excluding don't know

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

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

When looking at all positive ratings, eight in ten gave positive satisfaction ratings. Significant gains versus 2014 are seen among Independent dealers, salespeople with the longest tenure, men and those outside of the Lower Mainland.



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

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

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

Appendix 3:

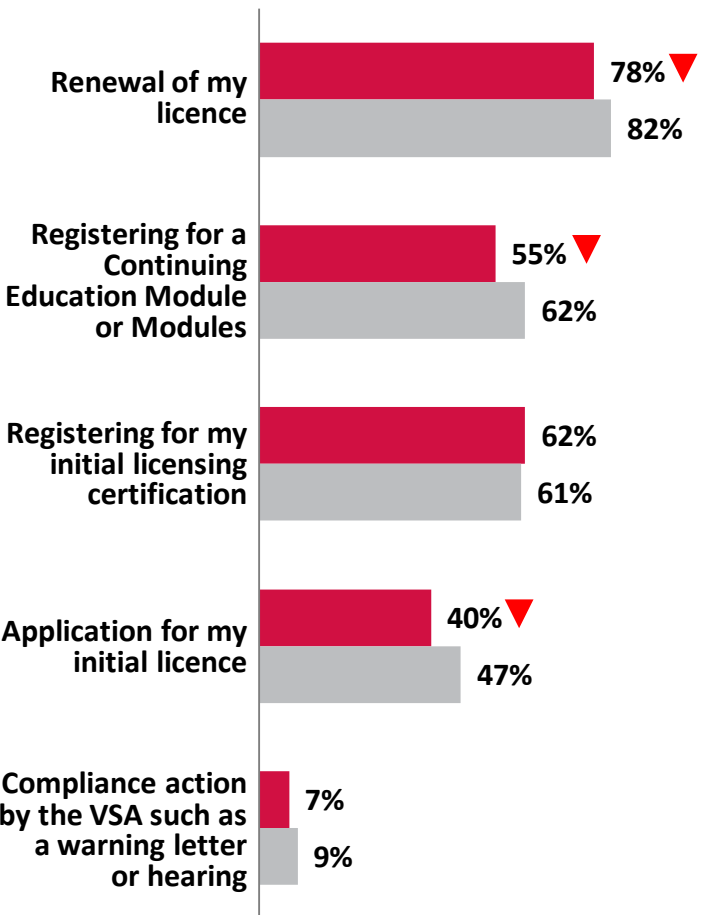
Interactions ever had with the VSA
and Top 5 Box Rating

Interactions Ever Had With VSA

Salespeople: By Dealer Type and Tenure

- Licence renewal remains the most common reason for ever interacting with the VSA wave over wave. Notably, registration in continuing education courses and initial licence applications have declined significantly in 2016.

■ 2016 (n=1,319) ■ 2013 (n=1,240)



	Dealer Type			Tenure		
	Franchise (2016=801) (2014=743)	Independent (2016=352) (2014=321)	RV (2016=84)* (2014=70)*	Before 2004 (2016=527) (2014=556)	2005 to 2009 (2016=251) (2014=292)	2010 or later (2016=541) (2014=392)
Renewal of my licence	79% 81%	74% ▼ 82%	86% 89%	91% 93%	95% 93%	57% 58%
Registering for a Continuing Education Module or Modules	57% ▼ 64%	48% ▼ 57%	54% 63%	44% ▼ 56%	53% 56%	65% ▼ 73%
Registering for my initial licensing certification	66% 64%	54% 56%	60% 63%	52% 54%	61% 59%	73% 74%
Application for my initial licence	43% 48%	31% ▼ 47%	45% 49%	58% ▼ 74%	61% ▲ 52%	12% ▲ 5%
Compliance action by the VSA such as a warning letter or hearing	8% 9%	7% 9%	2% ▼ 11%	12% 12%	8% 12%	3% 3%

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

Note: Note: An other specify option was added in 2016.

Base: All respondents, excluding don't know

* Small base size, interpret with caution.

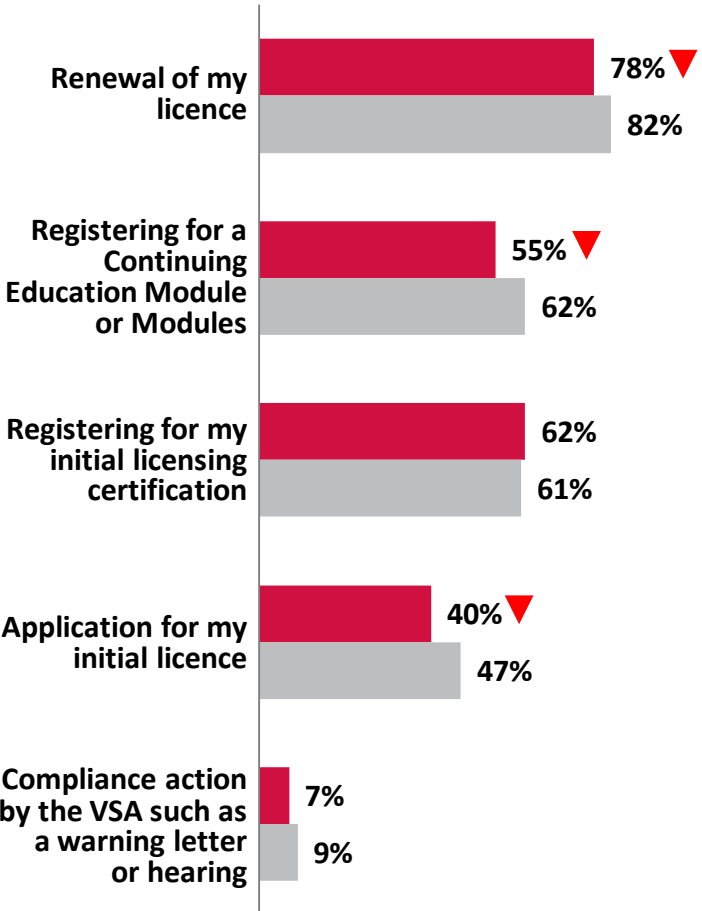
QA6. Which of the following interactions have you ever had with the VSA?

Interactions Ever Had With VSA

Salespeople: By Gender and Region

- Similar to the previous wave, males are more likely than females to have ever interacted with the VSA for the purpose of renewing their licence. On the other hand, women are signing up for continuing education modules and registering their initial licences more so than men. Regionally, those outside of the Lower Mainland tend to interact with the VSA more for initial licence registration compared to their counterparts.

■ 2016 (n=1,319) ■ 2013 (n=1,240)



	Gender		Region	
	Male (2016=1,136) (2014=1,048)	Female (2016=183) (2014=192)	Lower Mainland (2016=672) (2014=645)	Outside of LM (2016=647) (2014=595)
Renewal of my licence	79% ▼ 84%	69% 70%	77% ▼ 84%	79% 81%
Registering for a Continuing Education Module or Modules	53% ▼ 59%	66% 73%	52% ▼ 58%	57% ▼ 65%
Registering for my initial licensing certification	60% 60%	74% 70%	58% 58%	67% 65%
Application for my initial licence	41% ▼ 50%	34% 34%	38% ▼ 49%	42% 45%
Compliance action by the VSA such as a warning letter or hearing	8% 9%	5% 9%	8% 10%	6% 9%

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

Note: Note: An other specify option was added in 2016.

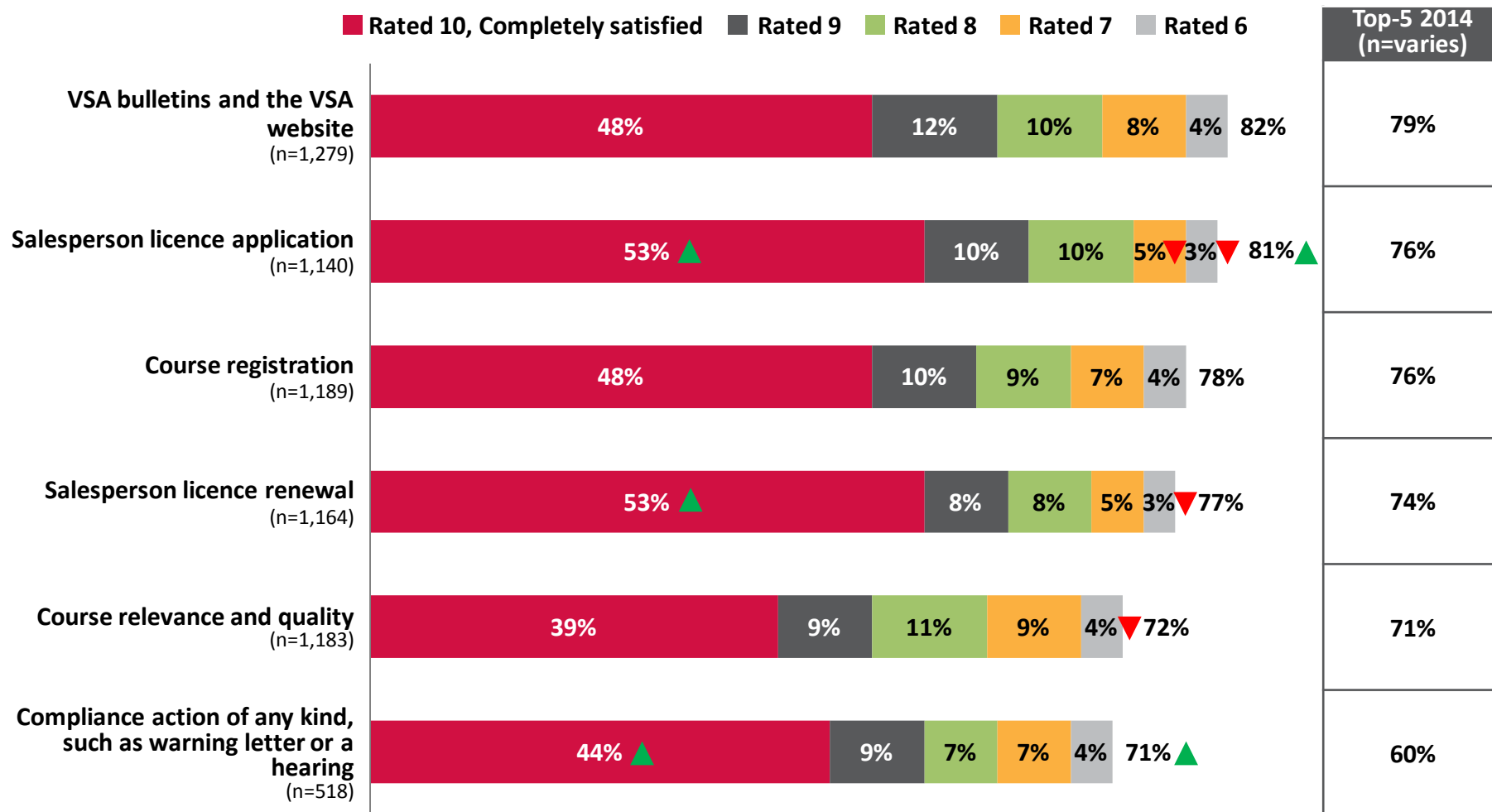
Base: All respondents, excluding don't know

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

Satisfaction with Specific Interactions: Top 5 Box

Salespeople

- The rank order of satisfaction with VSA interactions is similar to 2014 when looking at all positive ratings. Positive ratings for salesperson licence application and compliance action have increased.



▲ ▼ Significantly higher/lower than previous wave.

Base: All respondents, excluding N/A

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

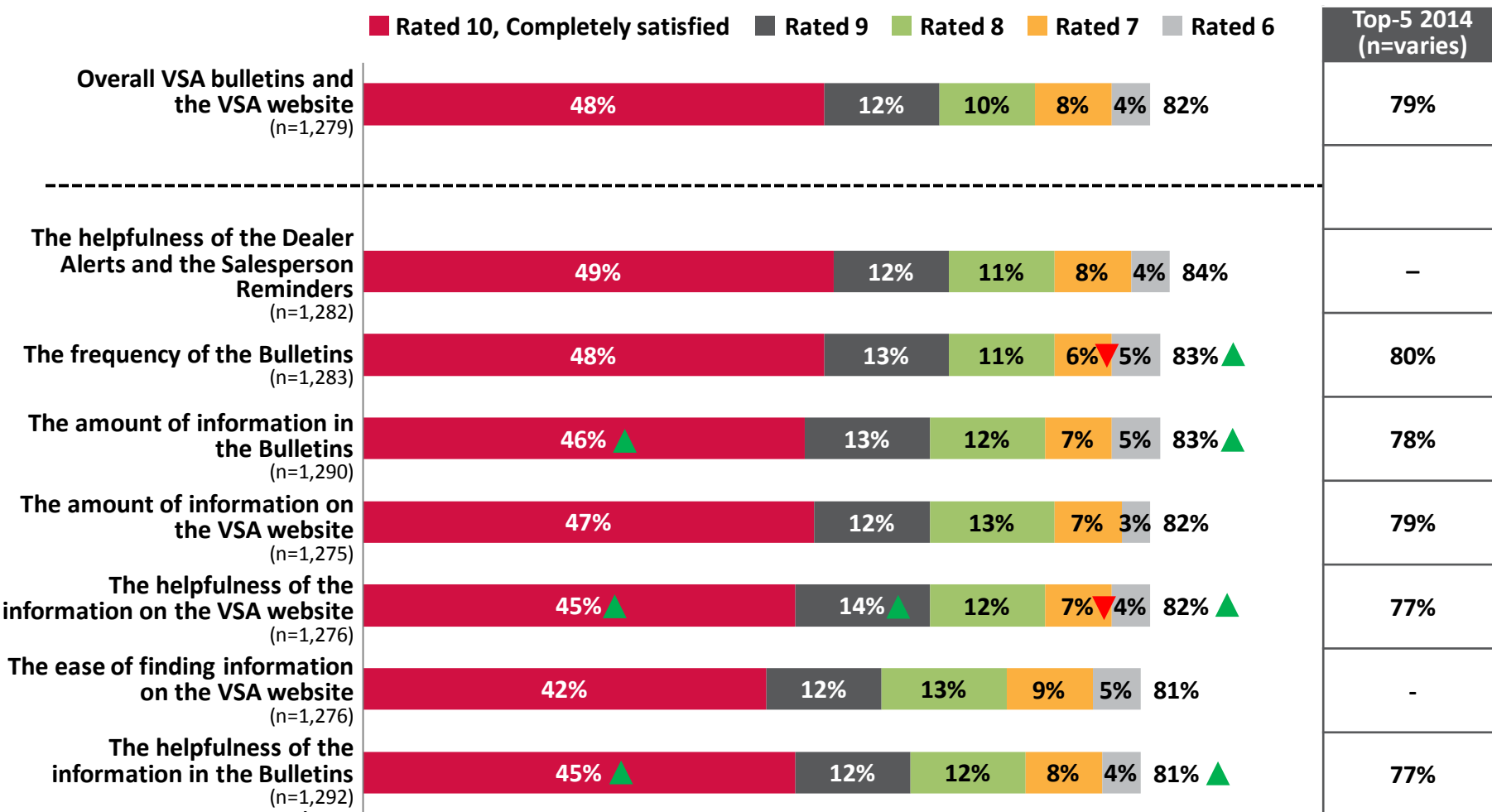
Appendix 4:

VSA Communications Top 5 Box
Rating and by Subgroup



Satisfaction with VSA's Communications: Top 5 Box Salespeople

When all positive scores are taken into account, eight-in-ten salespeople are satisfied with the VSA communications they receive.



Base: All respondents, excluding N/A

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

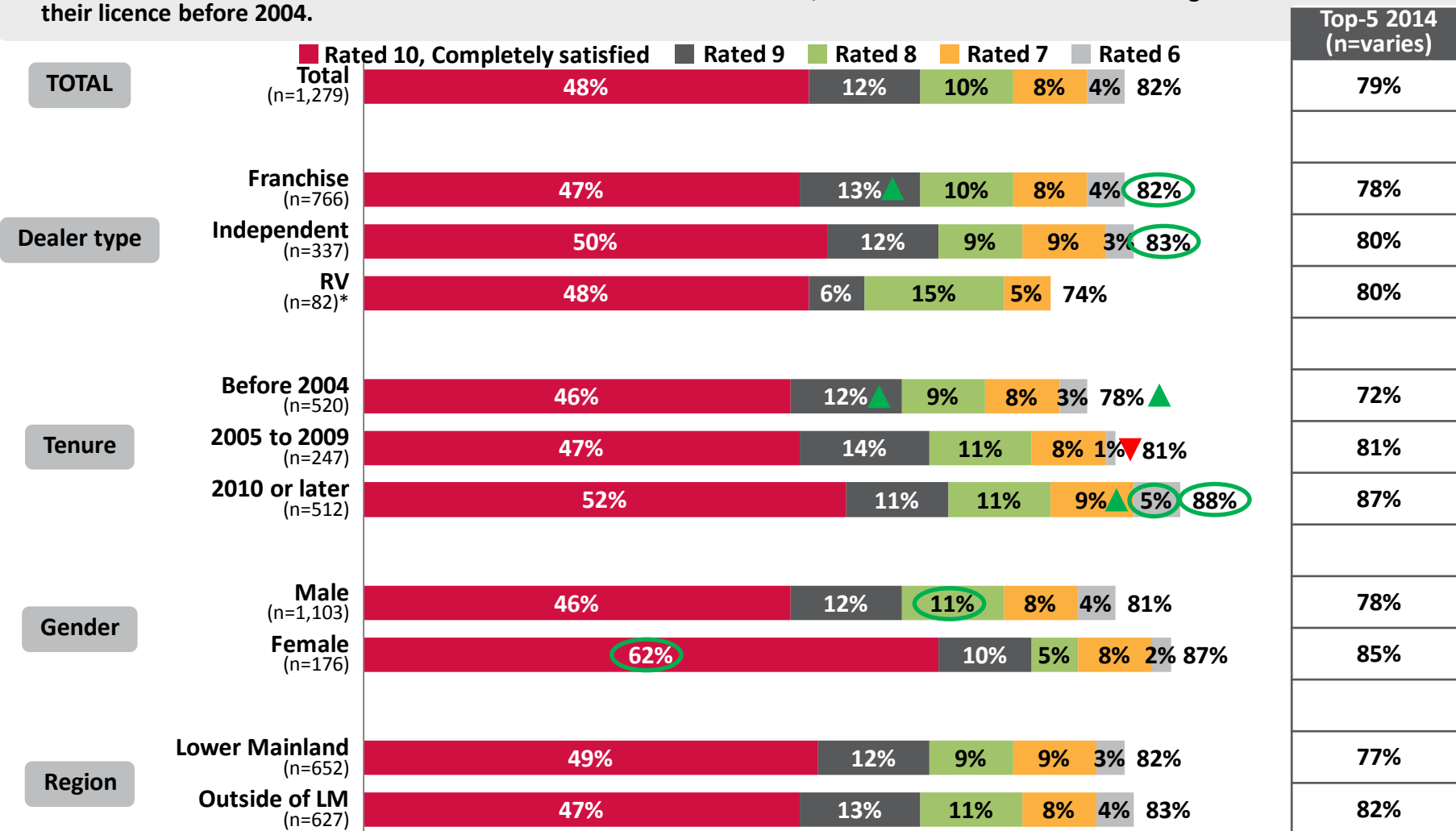
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins, Dealer Alerts, Salesperson Reminders and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please 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 and the VSA Website

Salespeople

- Franchise and Independent dealers are more satisfied with VSA bulletins and the VSA website compared to RV dealers. While those who received their licence in 2010 or later continue to be more satisfied, there is a rise in satisfaction among those who received their licence before 2004.



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

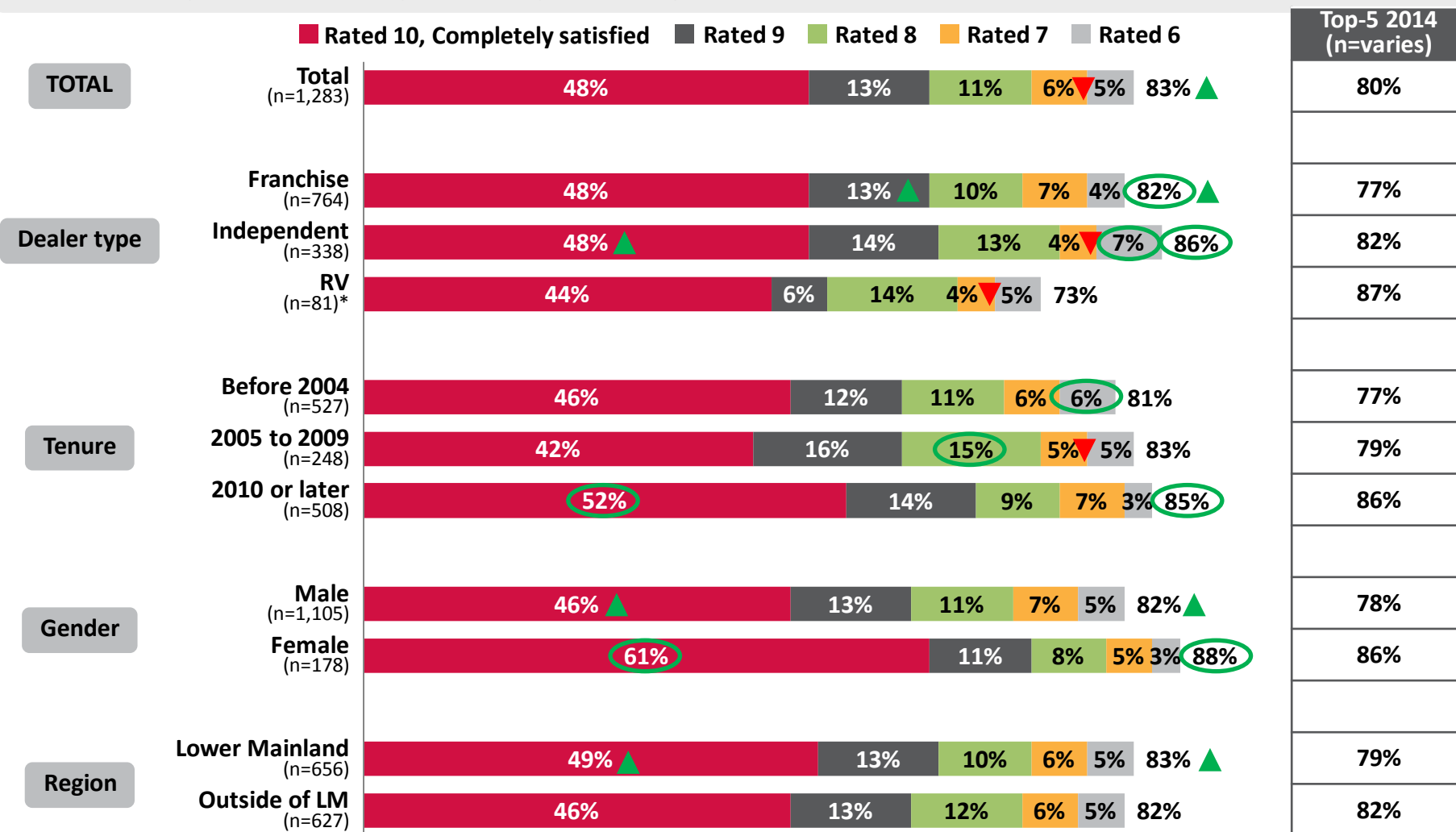
○ Significantly higher than one or more sub-groups.
▲ Significantly higher than previous wave.
▼ Significantly lower than previous wave.

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 the Frequency of the Bulletins

Salespeople

- As observed in the past, those who have been in the industry since 2010 or later and females are more satisfied with the frequency of bulletins. They are also more likely to award a perfect rating.



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

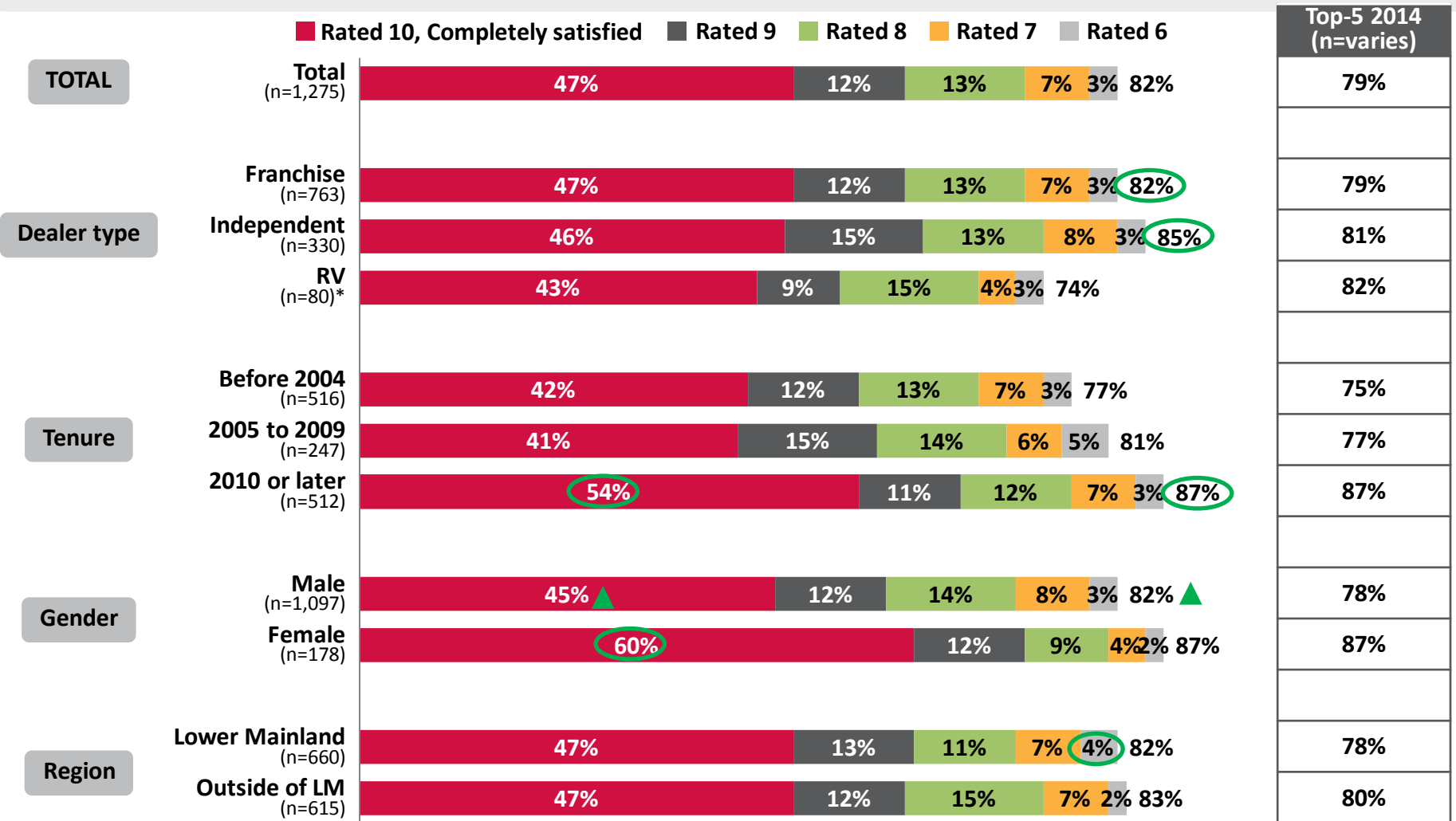
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins, Dealer Alerts, Salesperson Reminders and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please 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 than previous wave.
 ▼ Significantly lower than previous wave.

Satisfaction with the Amount of Information on VSA Website

Salespeople

- Salespeople who have had their licence for six years or less are more satisfied than their counterparts while RV dealers are less satisfied. Compared to 2014, males are now more content than 2015 with the information on the VSA website.



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

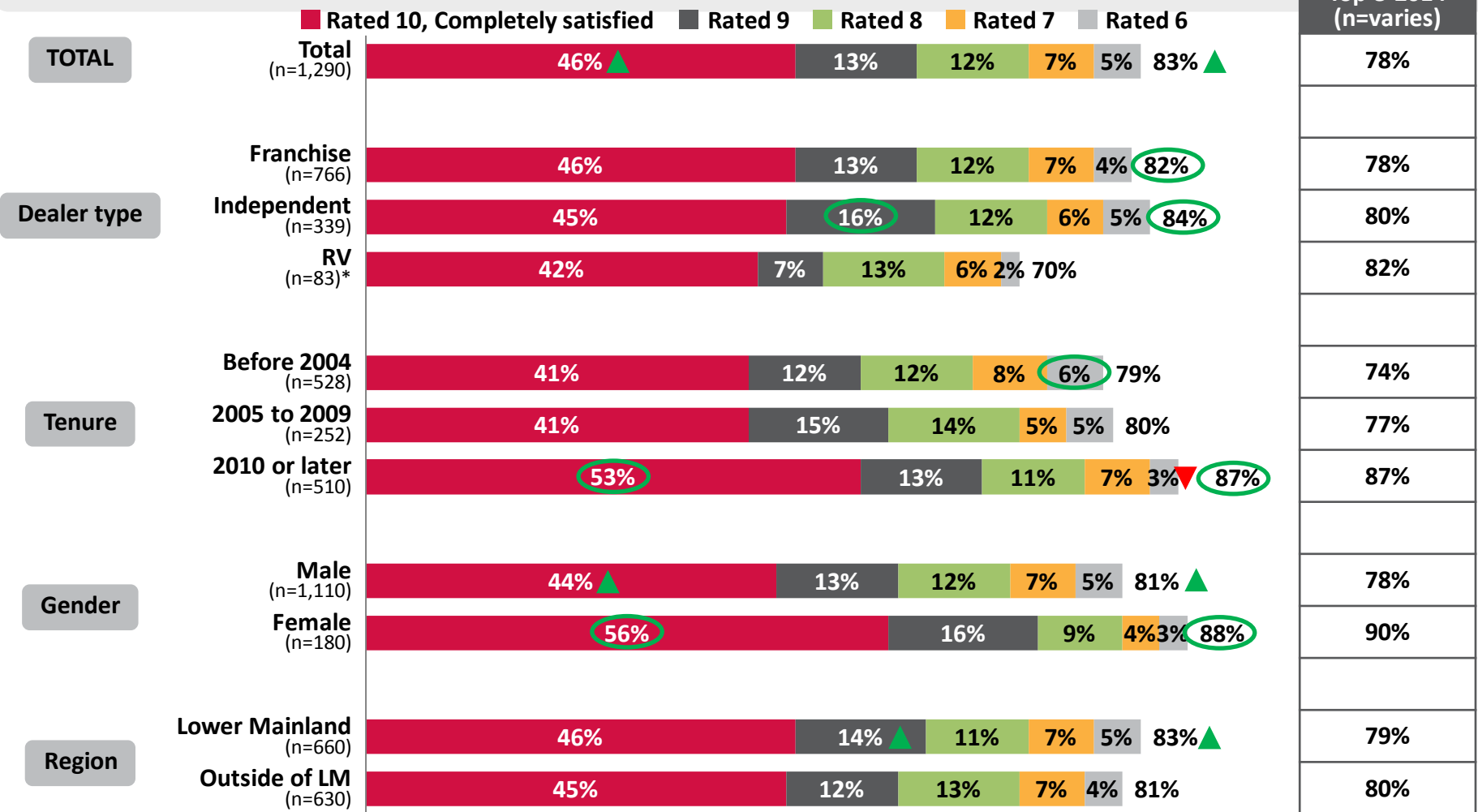
Significantly higher than one or more sub-groups.
 Significantly higher/lower than previous wave.

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

Satisfaction with the Amount of Information in Bulletins

Salespeople

▪ Females and those who received their licence less than 6 years ago are more satisfied with the amount of information in the VSA bulletins. There is a rise in satisfaction among males and those from the Lower Mainland. Salespeople from RV dealerships are less satisfied than their counterparts at franchise and independent dealerships.



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

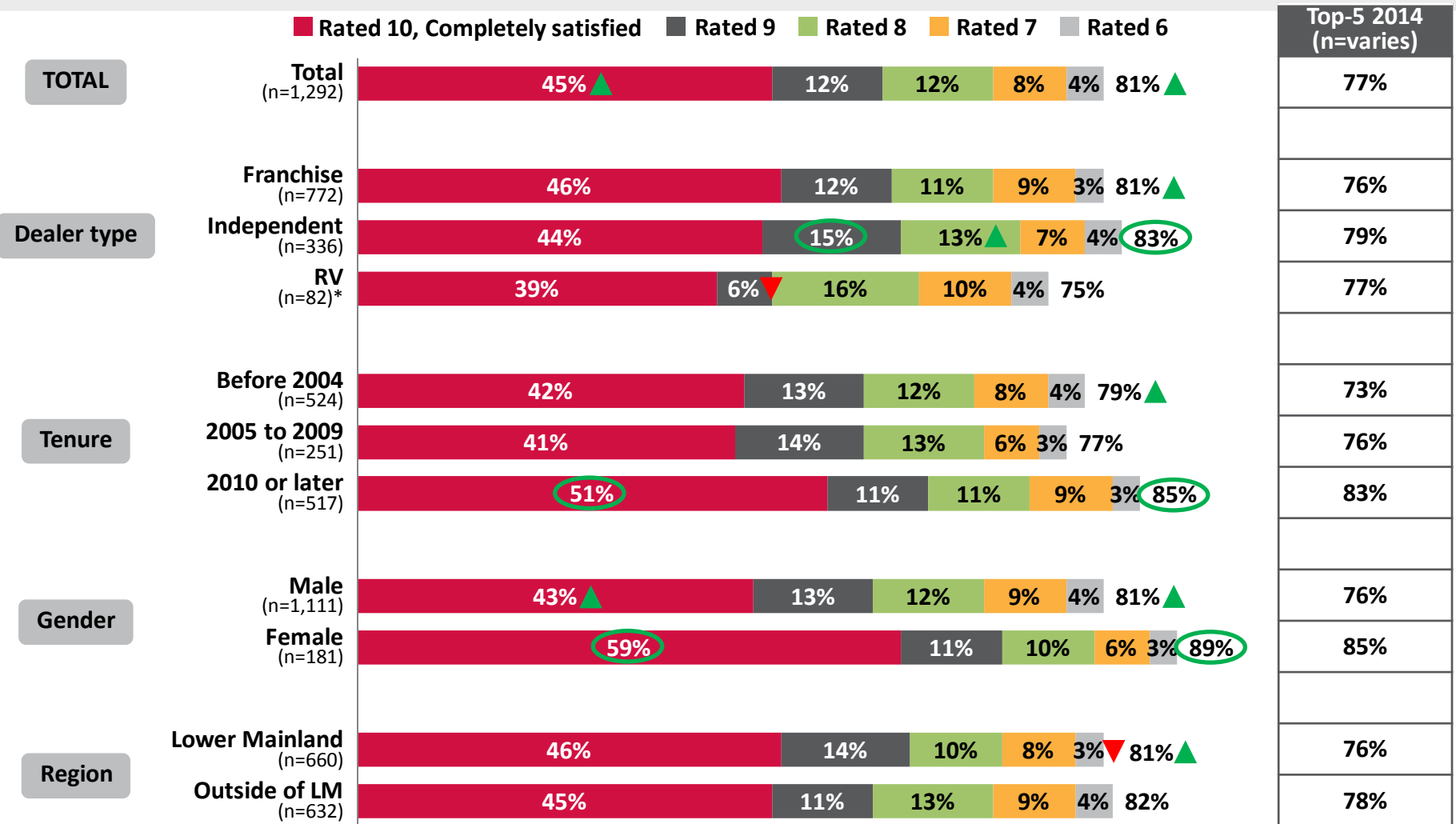
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins, Dealer Alerts, Salesperson Reminders and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please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

Satisfaction with the Helpfulness of Information in Bulletins

Salespeople

Again, those with shorter tenure (6 years or less) and females are more satisfied than other subgroups. Most subgroups are now more satisfied in this regard compared to two years ago.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

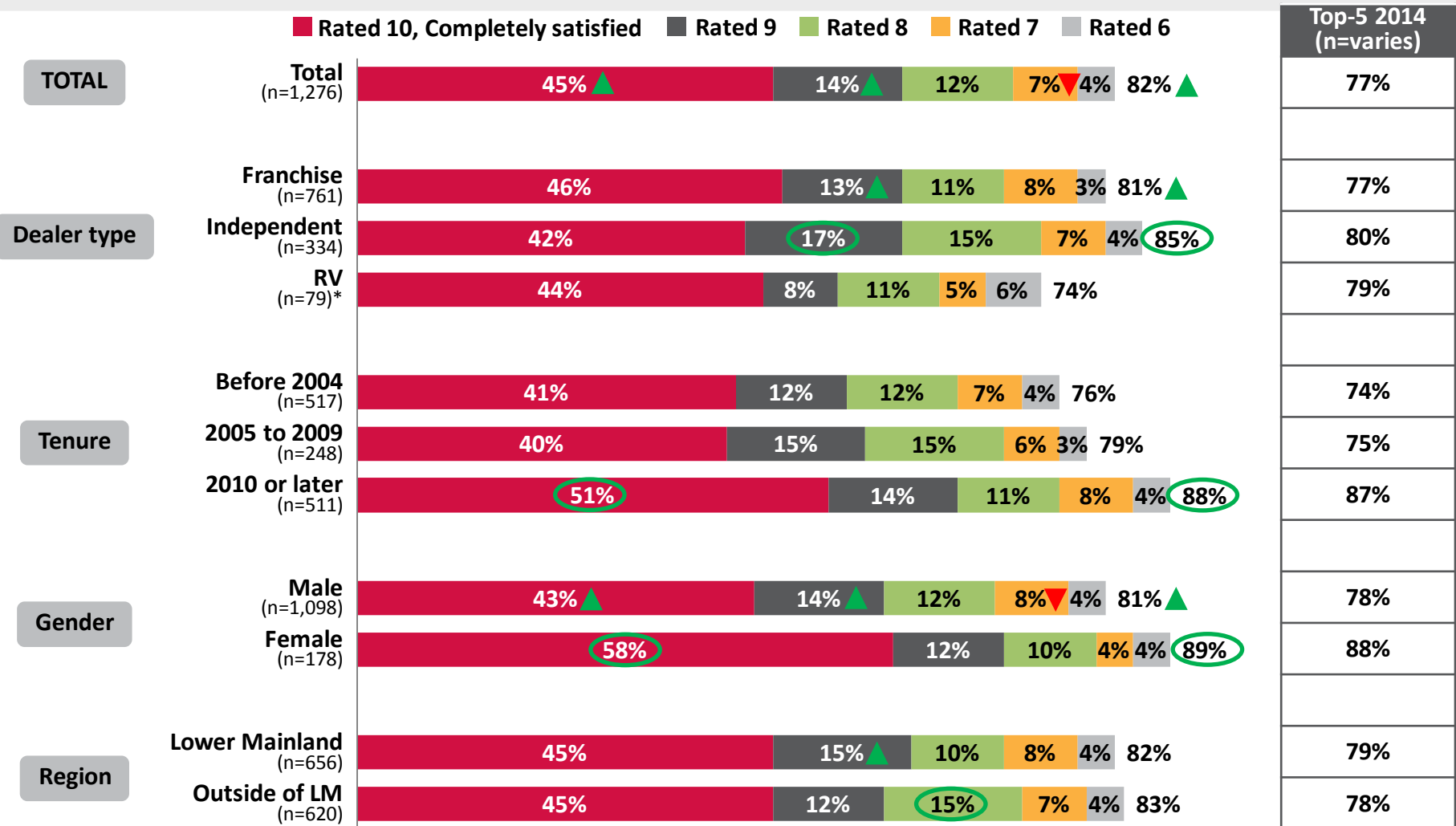
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins, Dealer Alerts, Salesperson Reminders and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please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

Satisfaction with Helpfulness of Information on VSA Website

Salespeople

Again, those with shorter tenure (6 years or less) and females are more likely to award positive and top ratings. Satisfaction has improved among franchised dealers and males.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

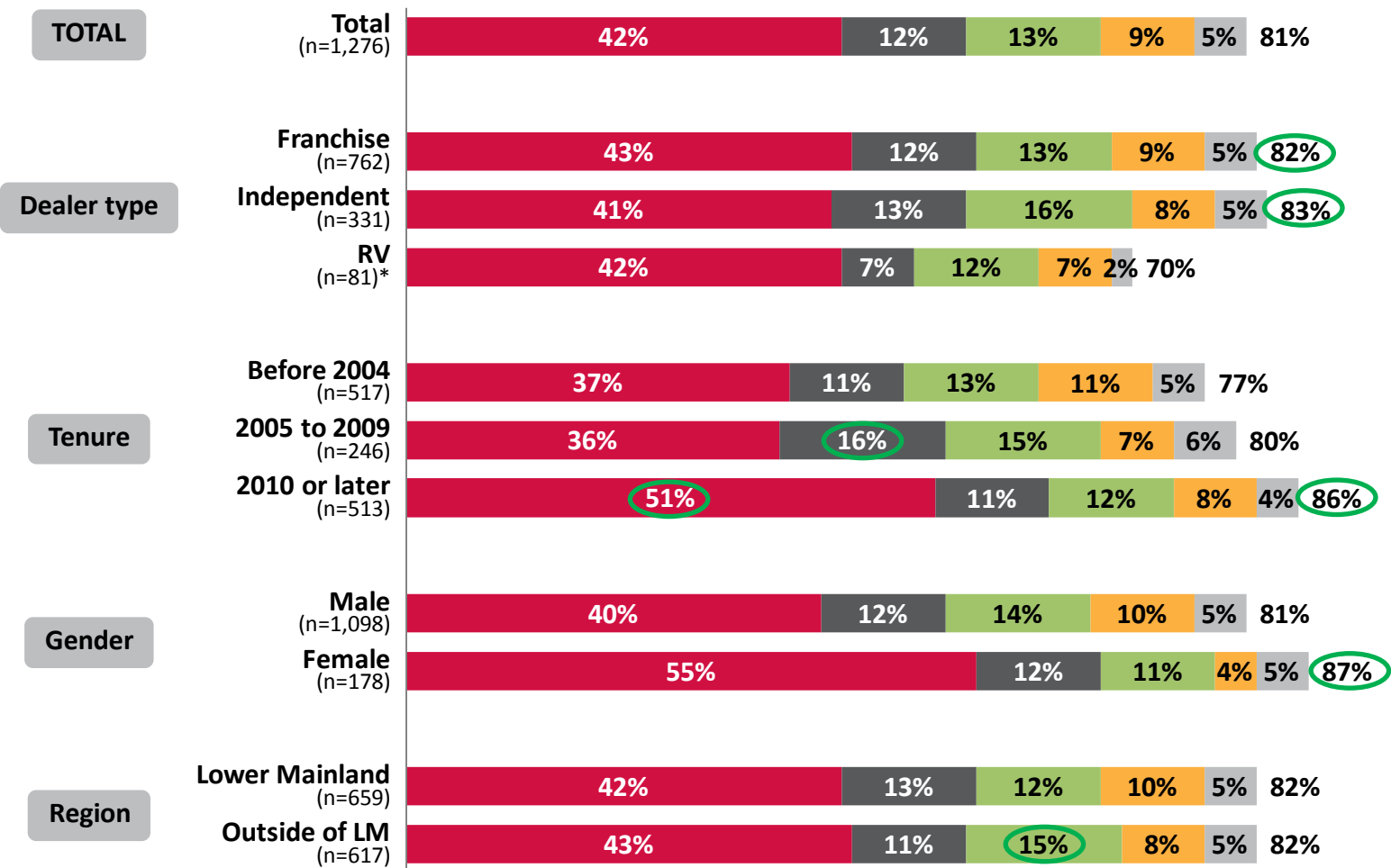
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins, Dealer Alerts, Salesperson Reminders and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please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

Satisfaction with Ease of Finding Information on the VSA Website

Salespeople

Similarly, females and those licenced since 2010 or later rate the ease of finding information more positively than their counterparts.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

Significantly higher than one or more sub-groups.

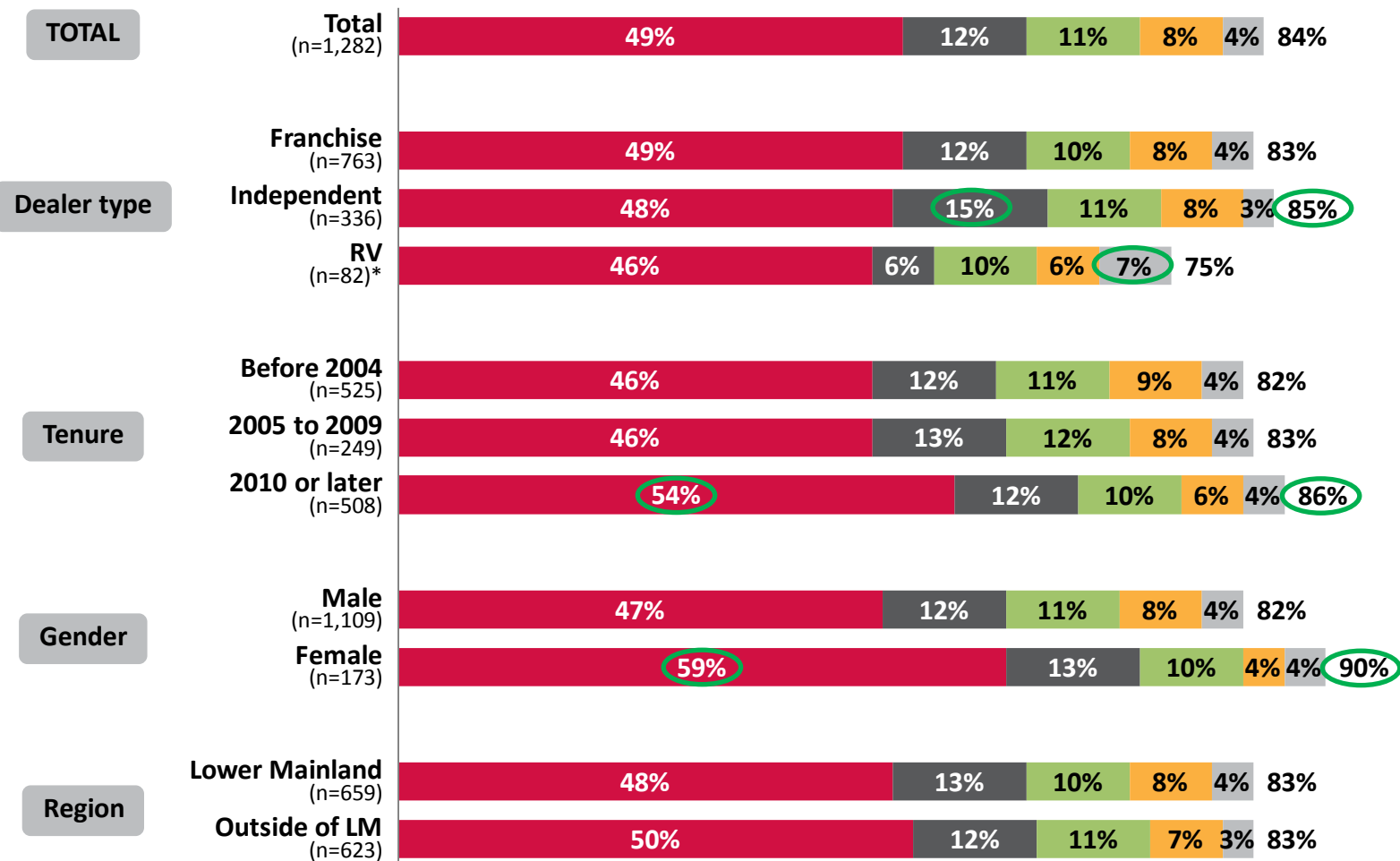
QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins, Dealer Alerts, Salesperson Reminders and the VSA website. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please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

Satisfaction with Helpfulness of Dealer Alerts and Salesperson Reminders

Salespeople

- Once again the same subgroups (females/licenced since 2010 or later) rate more positively regarding the helpfulness of the dealer alerts and salesperson reminders and are most likely to award perfect scores.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

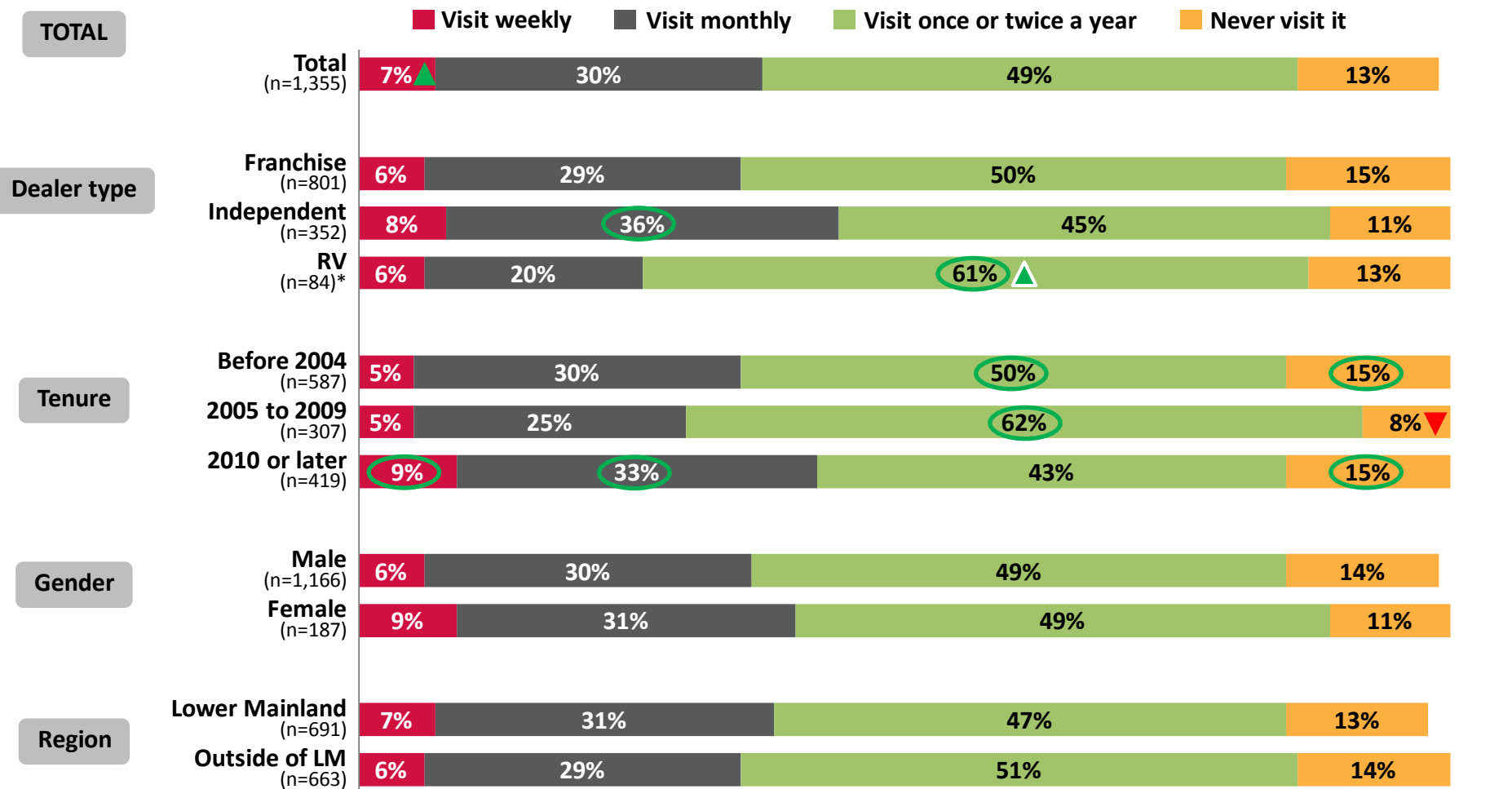
 Significantly higher than one or more sub-groups.

QB8. Now I would like to ask you some specific questions about the communications you receive from the VSA, including Bulletins, Dealer Alerts, Salesperson Reminders 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.

VSA Website: Frequency of Visits

Salespeople

- Use of the VSA website remains low, with half reporting visiting it once or twice a year. However, there is a lift in those who use it on a weekly basis, albeit it is still a small proportion (7% up from 5% in 2014). Salespeople who received their licence recently (2010 or later) are more likely to visit the website weekly or monthly versus those who have held their licence longer.



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

Base: All respondents

* Small base size, interpret with caution.

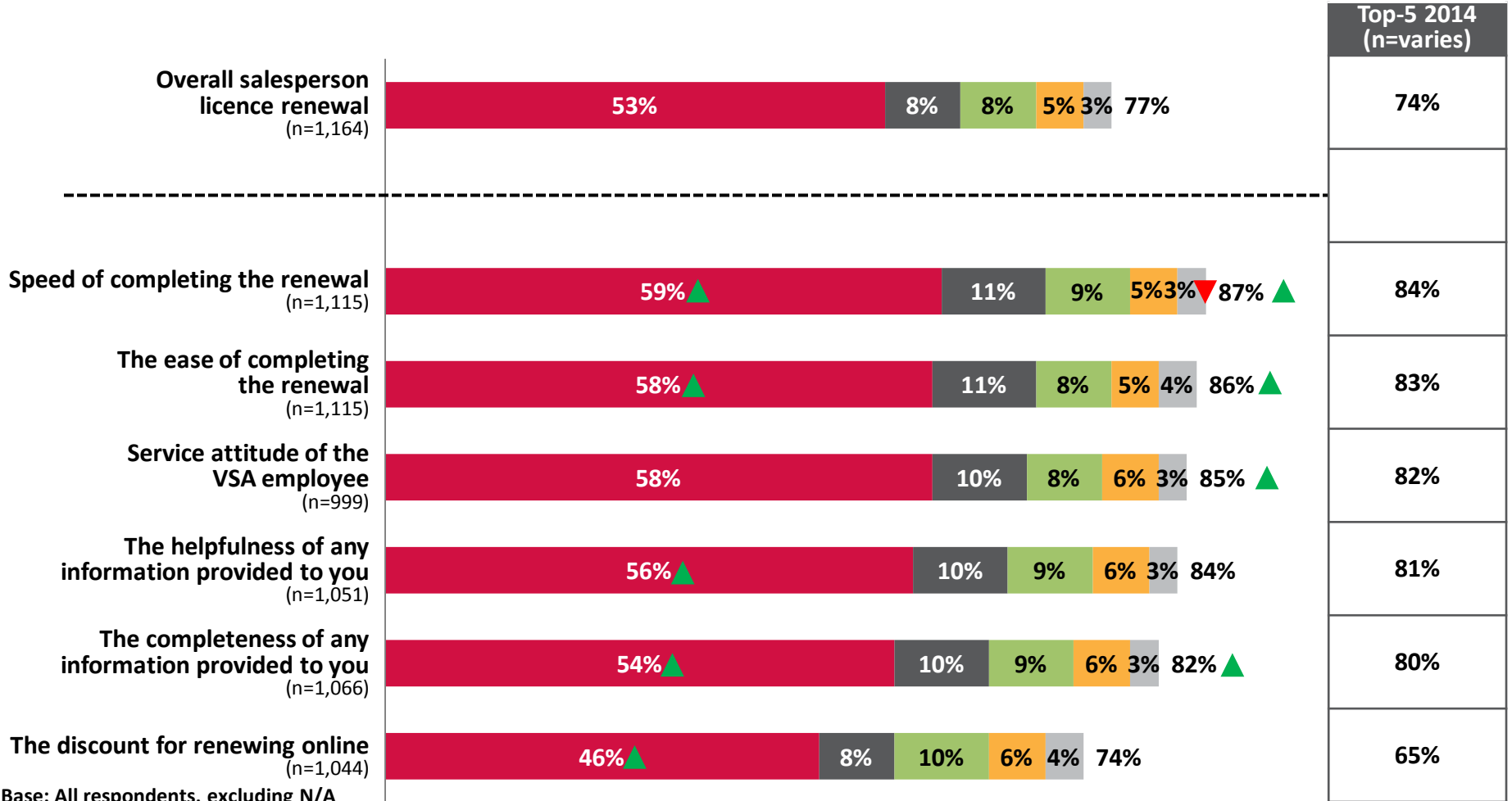
QB10. Which of the following best describes how often you visit the VSA website?

Appendix 5:

Salesperson Licence Renewal Top 5
Box Rating and by Subgroup

Satisfaction with Salesperson Renewal Process: Top 5 Box Salespeople

Like 2014, three-quarters of salespeople are satisfied with the renewal process when looking at scores between 6 to 10. Significant improvements in positive scores have been reported in the speed and ease of the renewal, the service attitude of the VSA employee and the completeness of any information provided to you.



Base: All respondents, excluding N/A

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

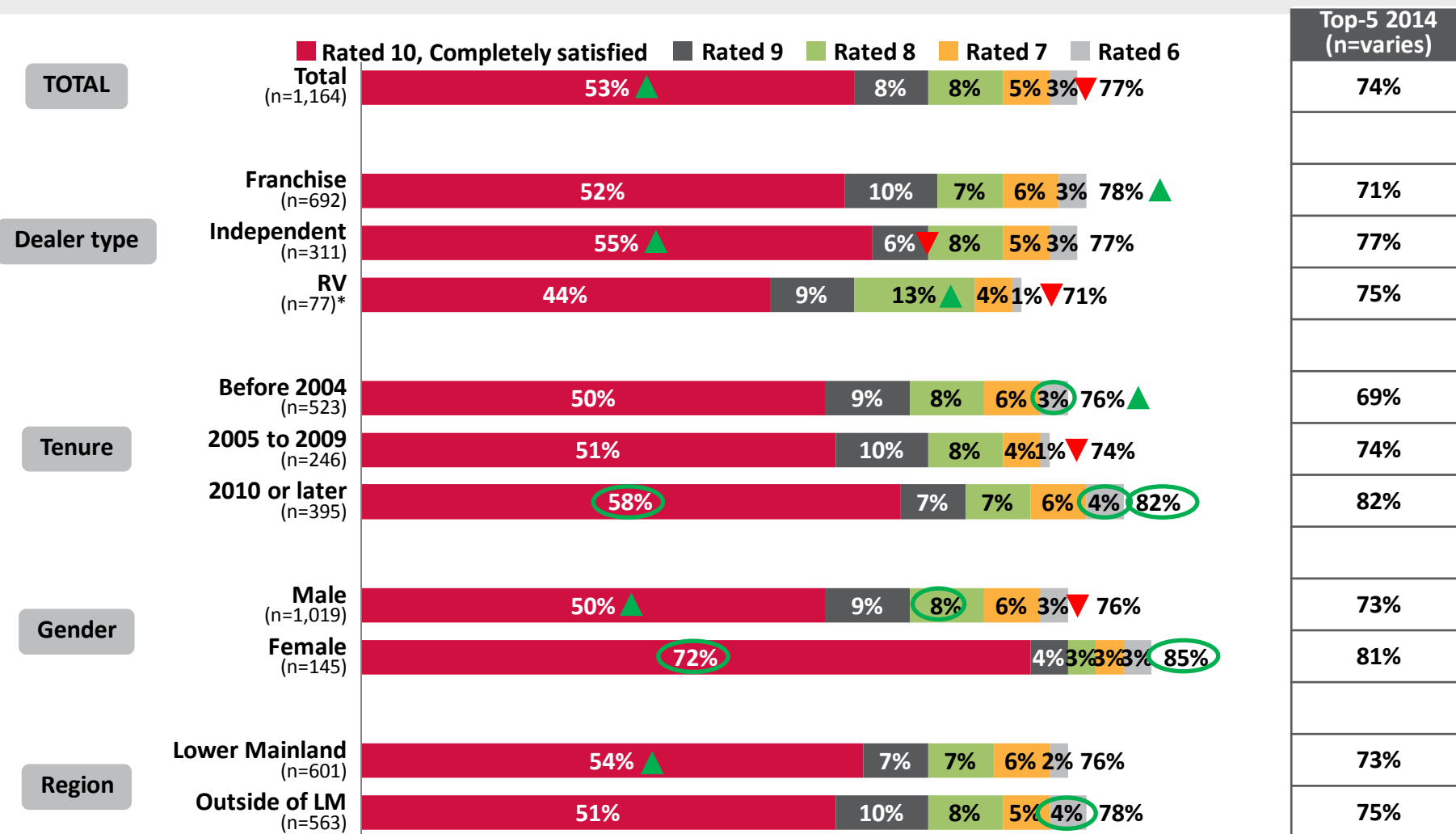
QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the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

▲ ▼ Significantly higher/lower than previous wave.

Satisfaction with Salesperson Licence Renewal

Salespeople

Ratings for the licence renewal process have improved among those who work for a franchised dealership, those who received their licence before 2004 or 2010 or later.



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

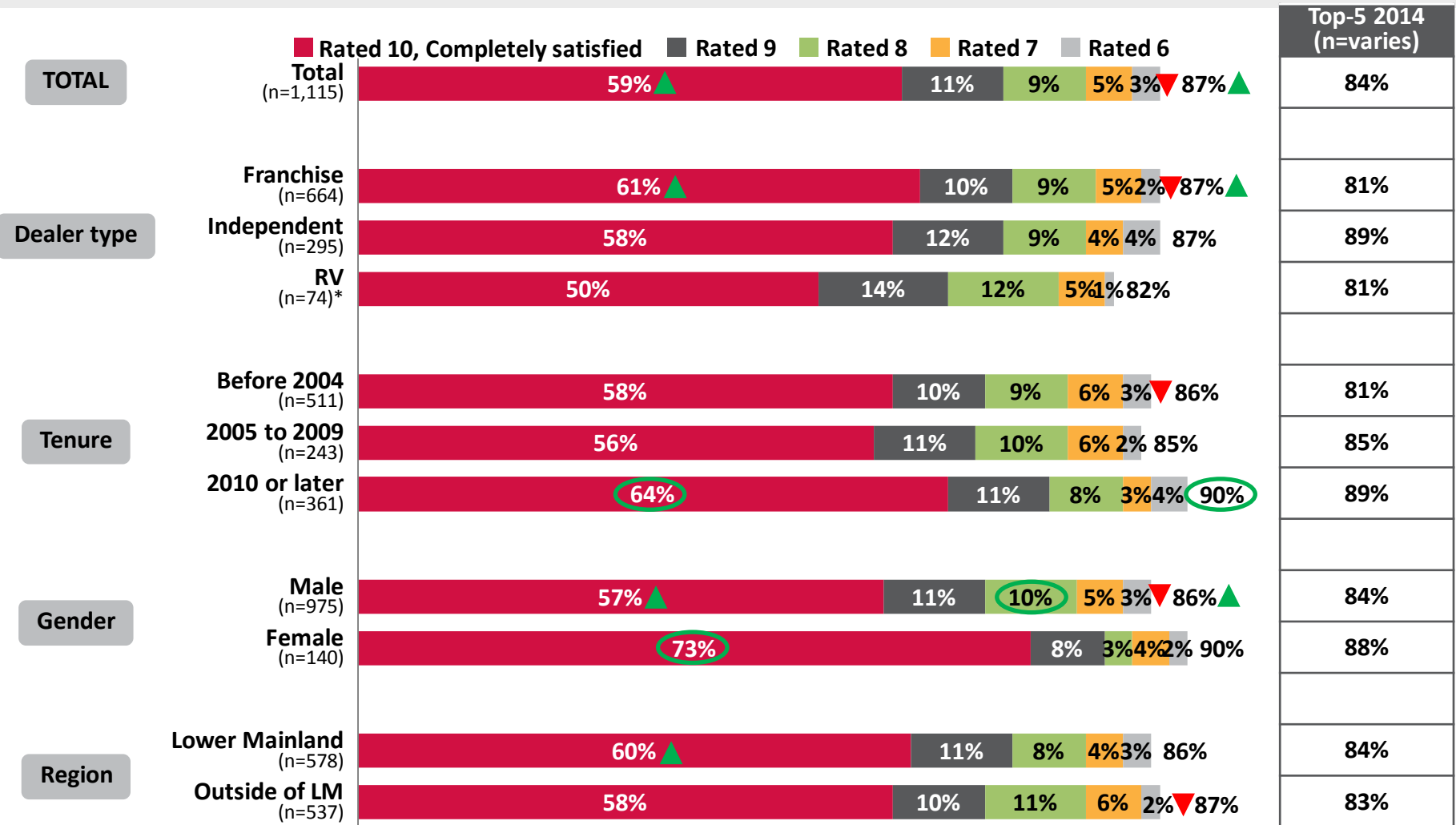
○ Significantly higher than one or more sub-groups.
 ▲ Significantly higher than previous wave.
 ▼ Significantly lower than previous wave.

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 Speed of Renewal Completion

Salespeople

- Salespeople who have been in the industry for 6 years or less are particularly pleased with the speed of renewal completion. Satisfaction improved amongst those who work for a franchise dealership and males.



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

○ Significantly higher than one or more sub-groups.

▲ Significantly higher than previous wave.

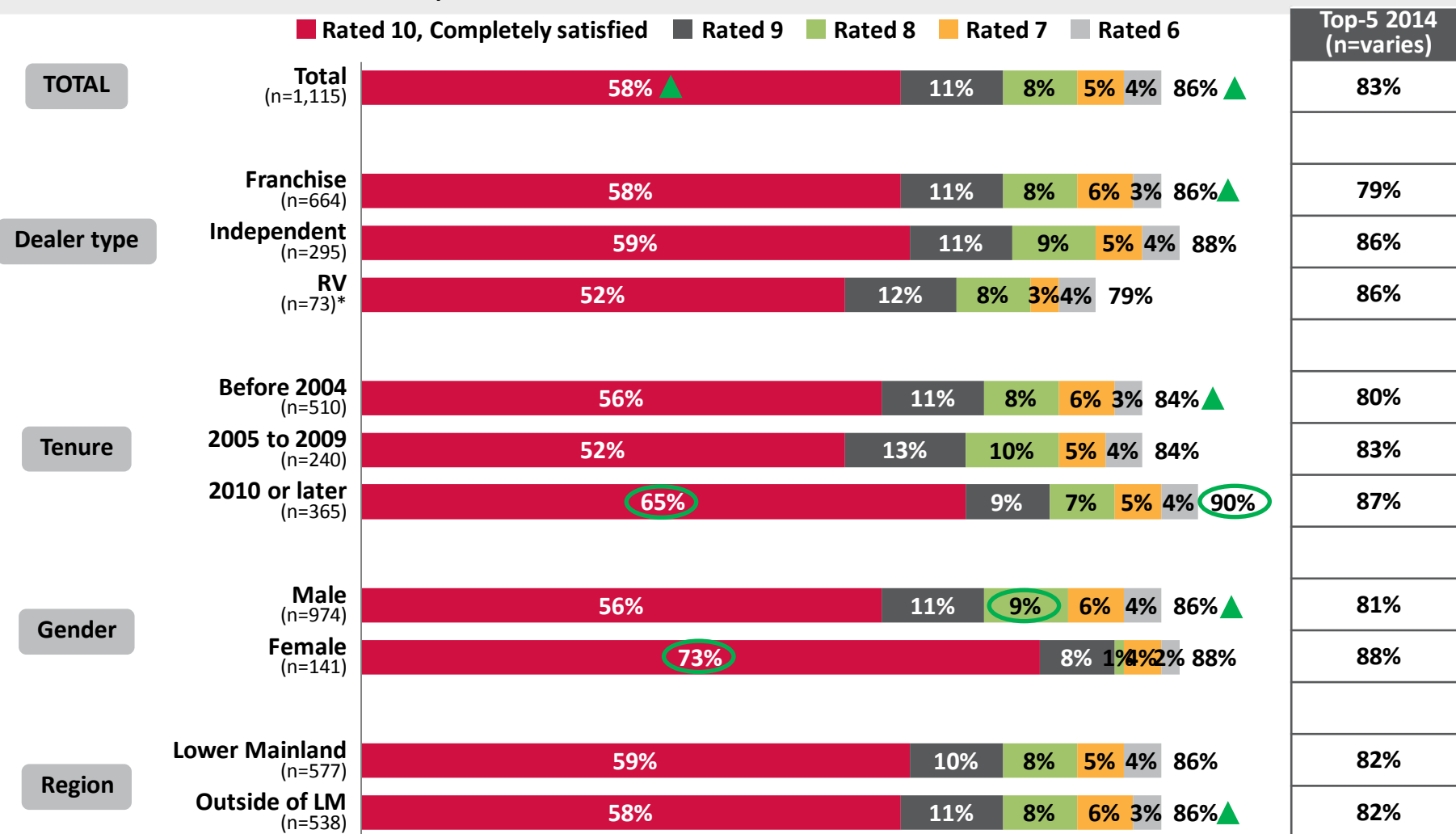
QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the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

Satisfaction with Ease of Renewal

Salespeople

- Again, those with a shorter tenure (6 years or less) are most content with the ease of renewal. Four of the nine subgroups are now more satisfied with this element compared to 2014.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

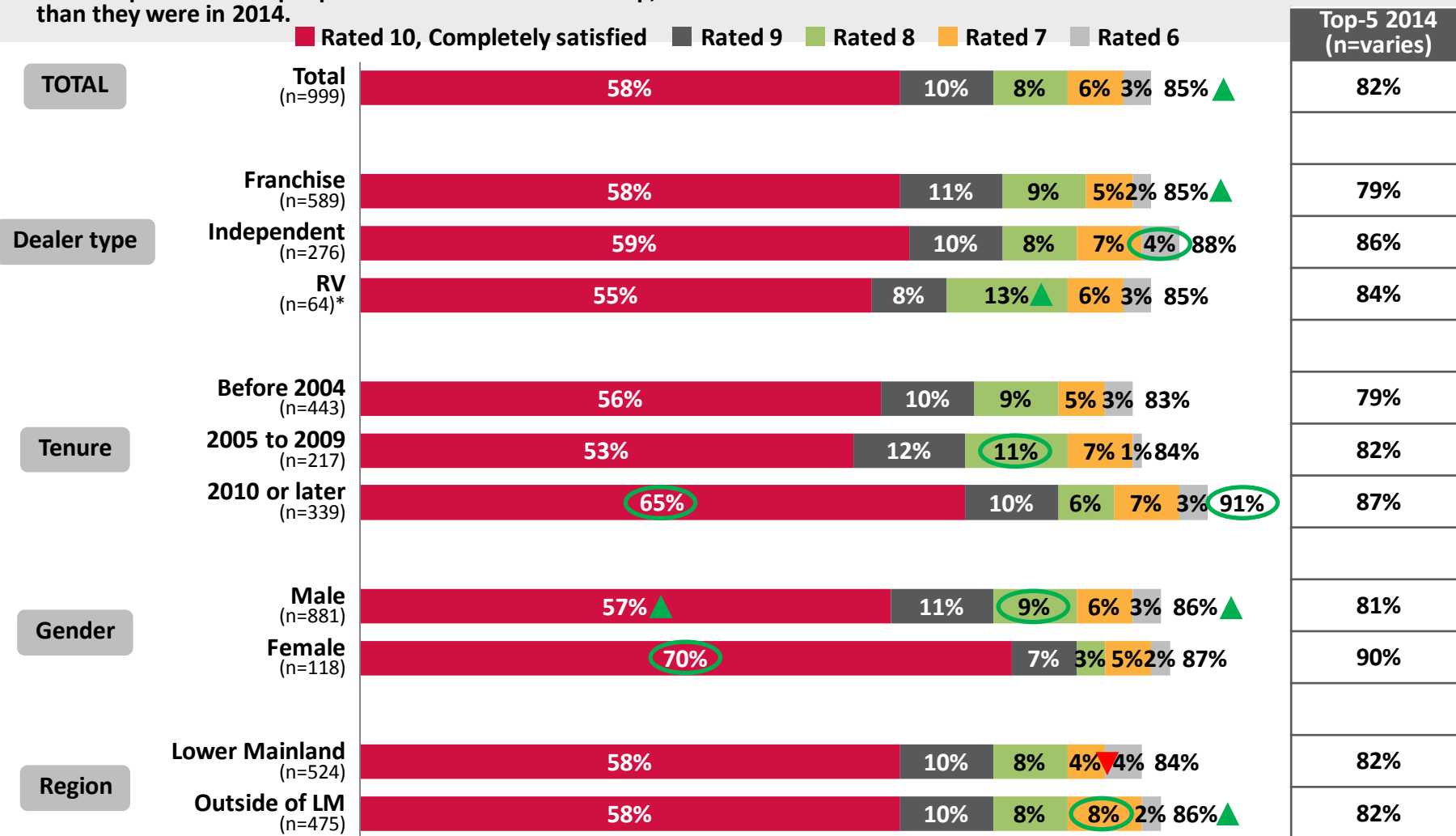
QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the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

Satisfaction with Service Attitude

Salespeople

■ Nine-in-ten of those who received their licence in 2010 or later award positive ratings to the service attitude received during the renewal process. Salespeople from a franchise dealership, males and those outside of the Lower Mainland are now more satisfied than they were in 2014.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

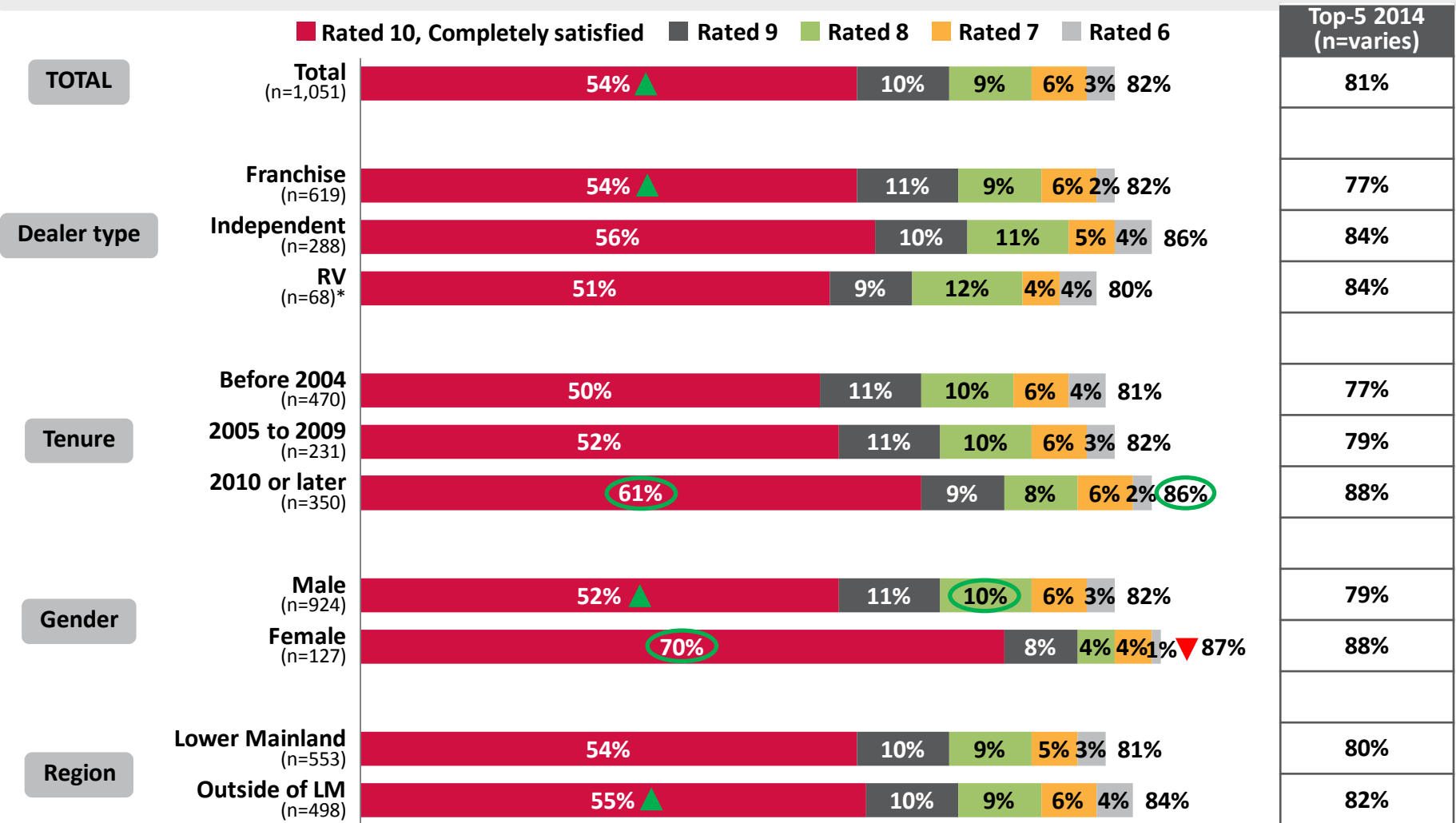
○ Significantly higher than one or more sub-groups.
 ▲ Significantly higher than previous wave.
 ▼ Significantly lower than previous wave.

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

Satisfaction with Helpfulness of Information Provided

Salespeople

Again, those with shorter tenure (6 years or less) are particularly pleased with the helpfulness of information provided during the renewal process.



Top-5 2014 (n=varies)

81%

77%

84%

84%

77%

79%

88%

79%

88%

80%

82%

Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

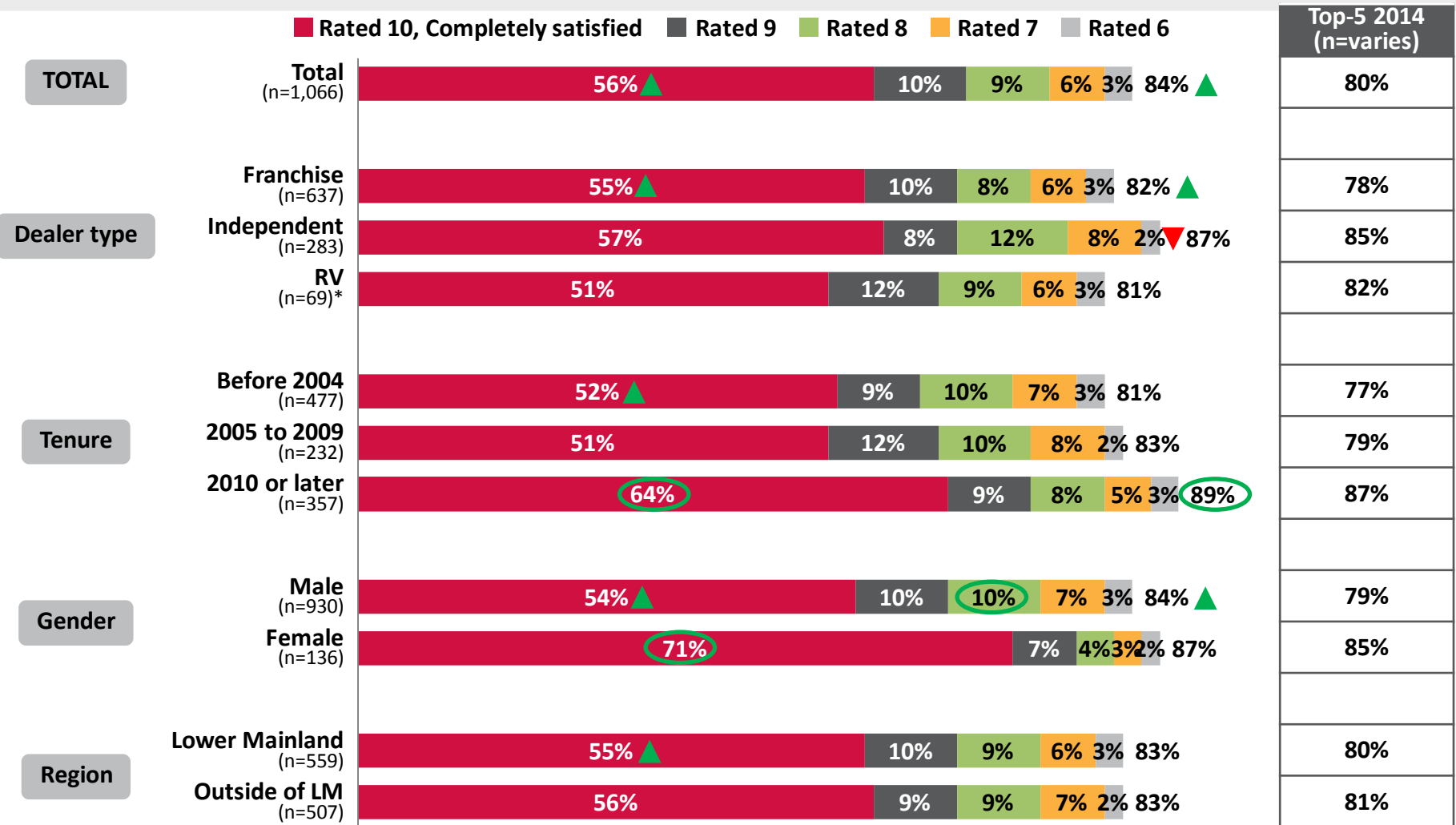
QB3. Now I would like to ask you some specific questions about the salesperson renewal process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the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

Satisfaction with Completeness of Information Provided

Salespeople

■ Nine-in-ten females and those who are with the industry for 6 years or less award positive ratings compared to their counterparts. They are also most likely to give perfect scores to this attribute.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

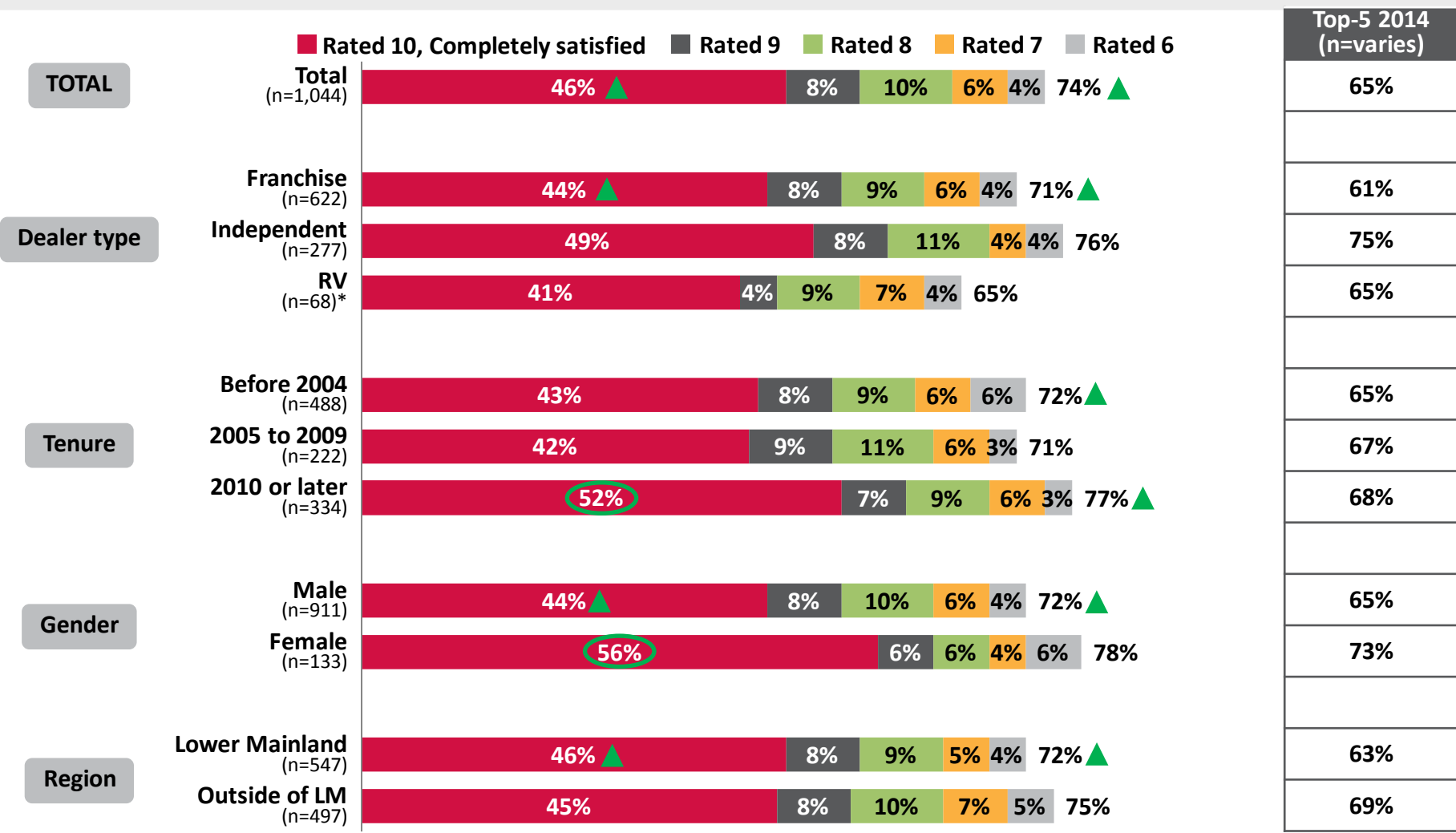
○ Significantly higher than one or more sub-groups.
 ▲ Significantly higher than previous wave.
 ▼ Significantly lower than previous wave.

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

Satisfaction with Discount for Renewing Online

Salespeople

Salespeople are overall more satisfied with the discount received for renewing online compared to 2014. Again, females and those who received their licence 2010 or later are the most likely to award top ratings.



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

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

Appendix 6:

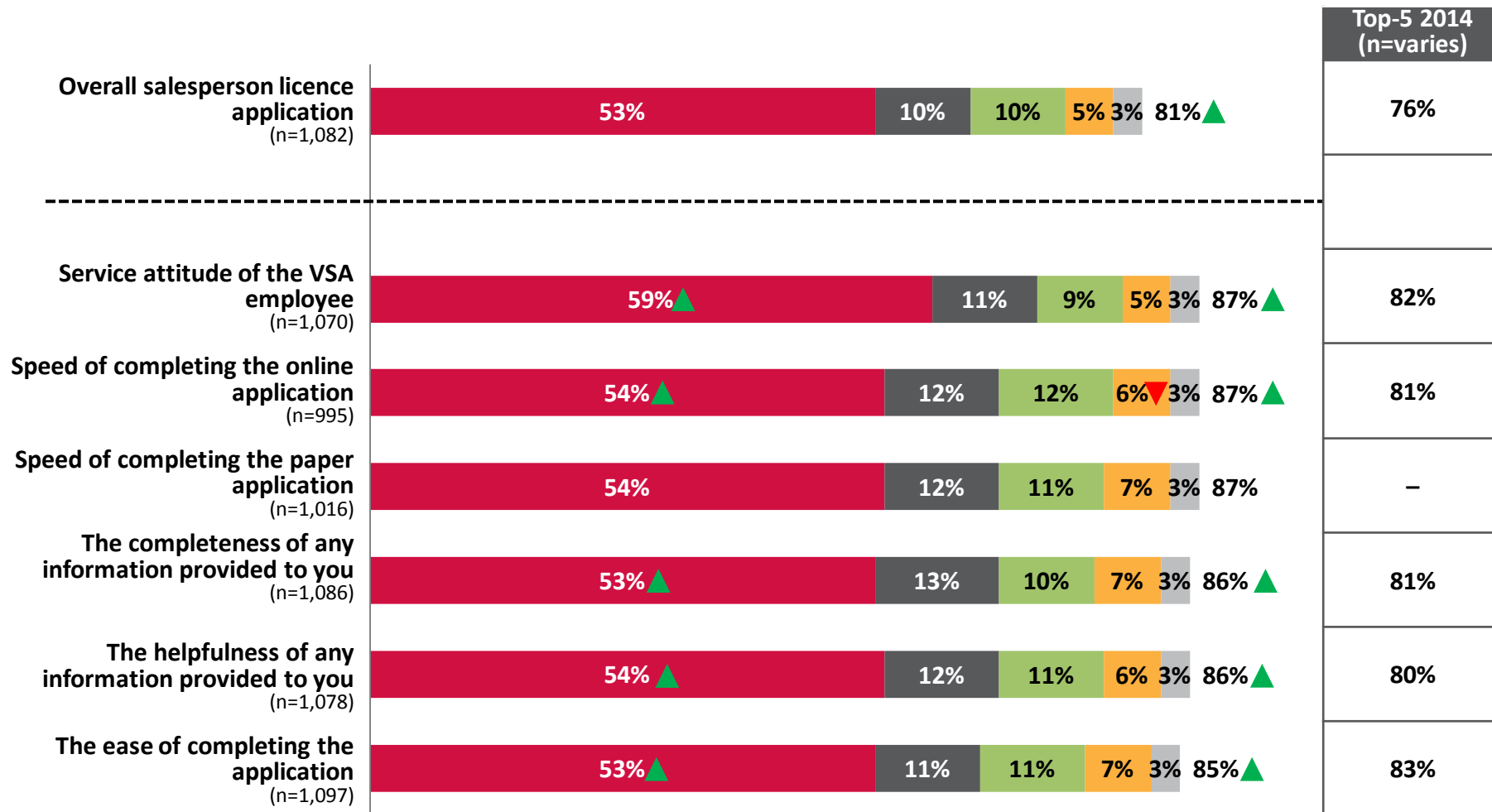
Salesperson Licence Application
Top 5 Box Rating and by Subgroup



Satisfaction with Salesperson Application Process: Top 5 Box Salespeople

■ Almost all salespeople (eight-in-ten) gave ratings of six or higher for satisfaction with the application process.

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



Base: All respondents, excluding N/A

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

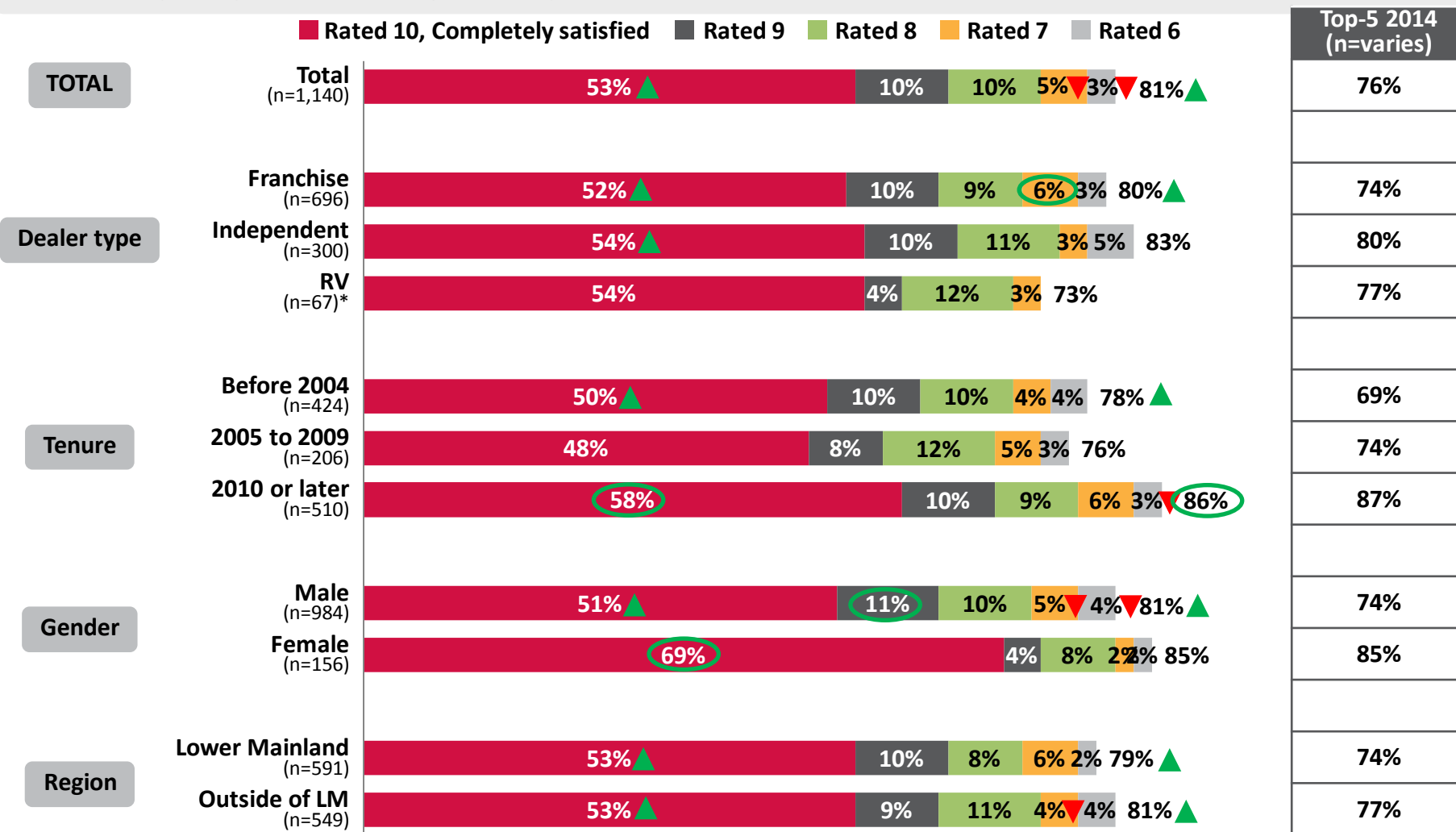
QB2. Now I would like to ask you some specific questions about the salesperson application process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with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

Satisfaction with Salesperson Licence Application

Salespeople

- Five out of the ten subgroups now feel more positive with the licence application process, with females and those who have been in the industry for 6 years or less feeling the most positive.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

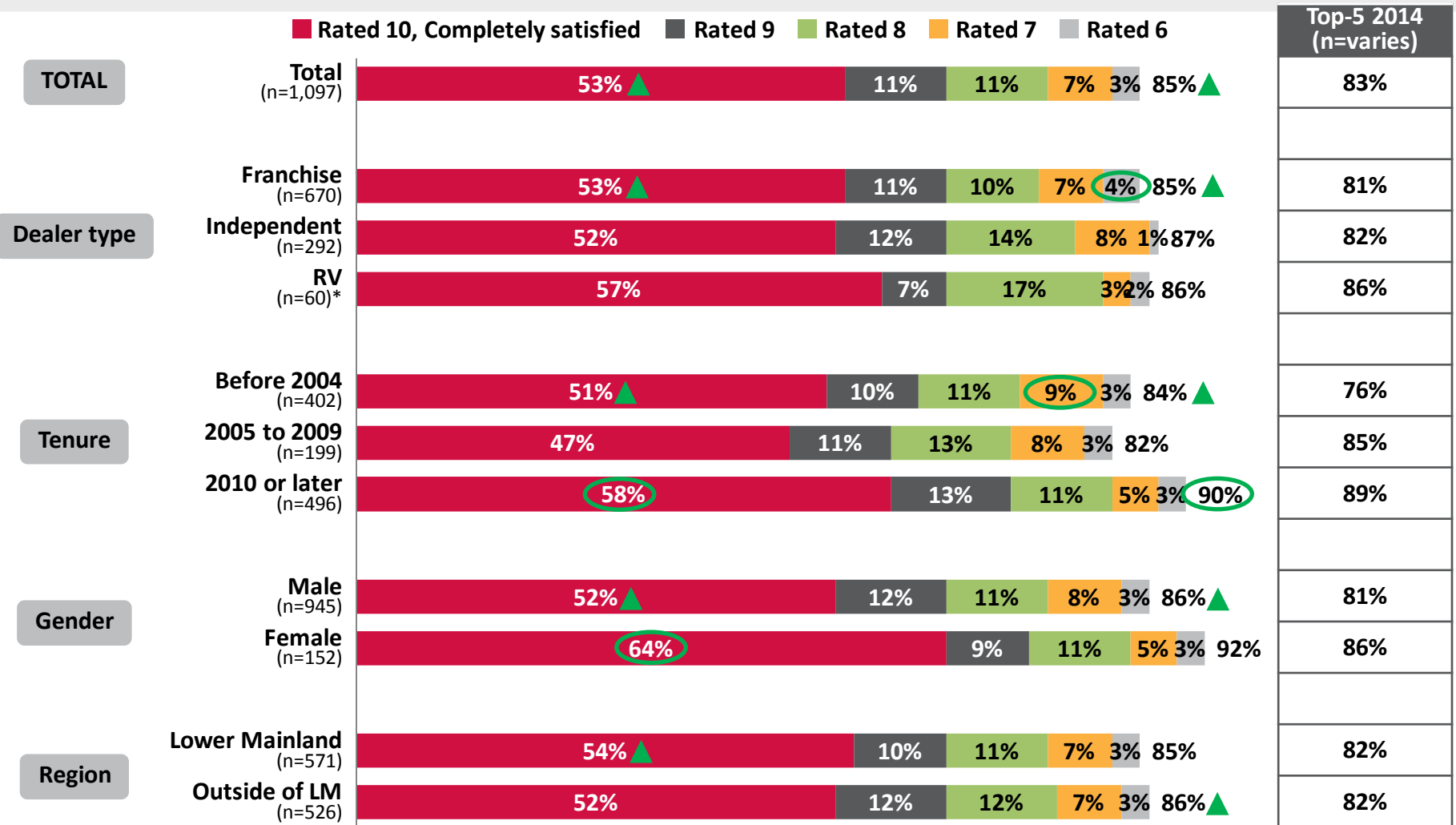
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Satisfaction with the Ease of Completing the Application

Salespeople

Again, most subgroups are more satisfied with the ease of completing the application compared to two years ago and more are awarding perfect ratings to this element. Females and those who obtained their VSA licence 2010 or later are the most positive.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

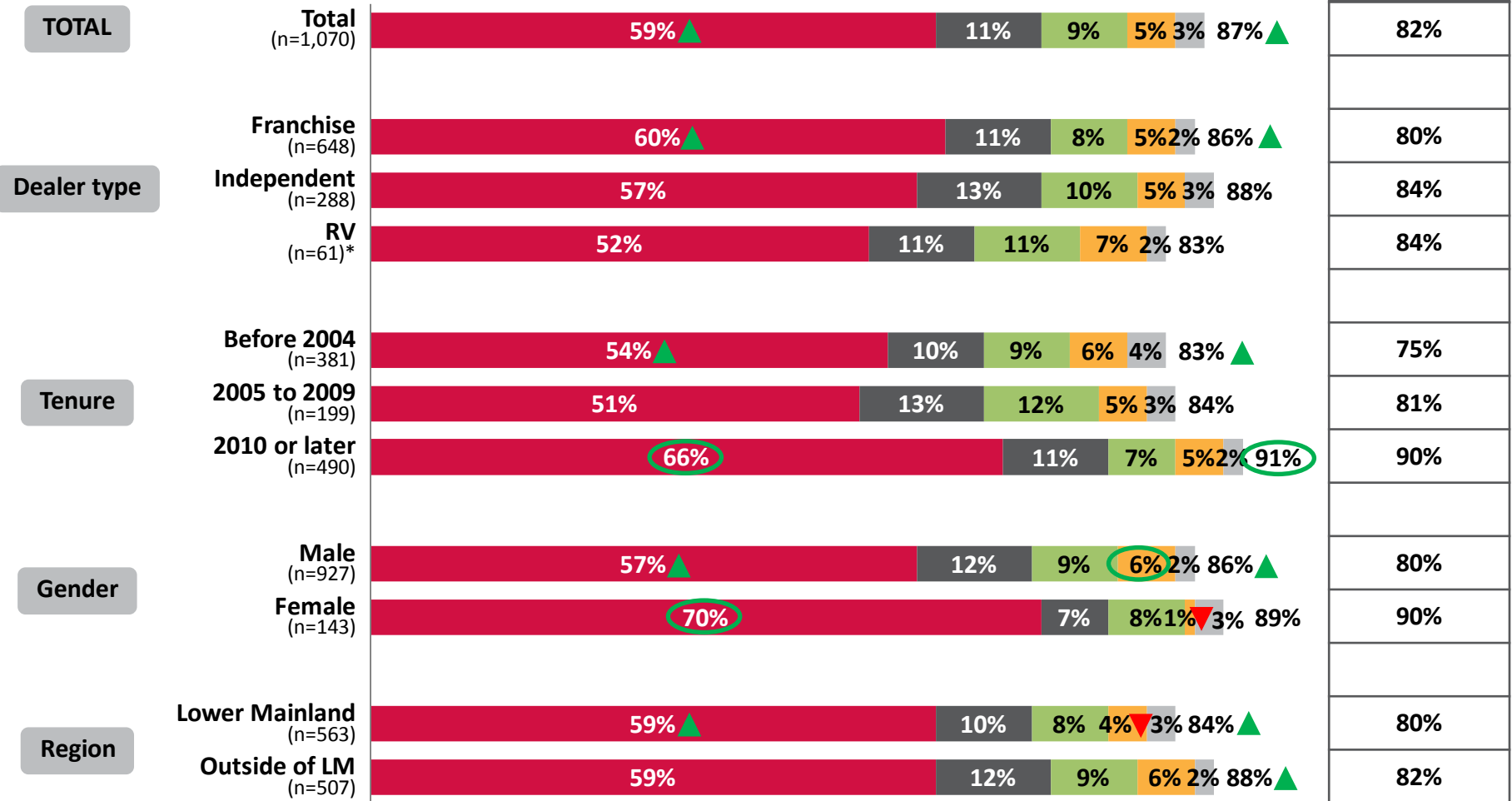
Significantly higher than one or more sub-groups.
 Significantly higher than previous wave.
 Significantly lower than previous wave.

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

Satisfaction with Service Attitude of the VSA Employee Salespeople

Again, satisfaction with the service attitude of VSA employees during the application process has improved across the board. Those who joined VSA recently (6 years or less) again rate most positively.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

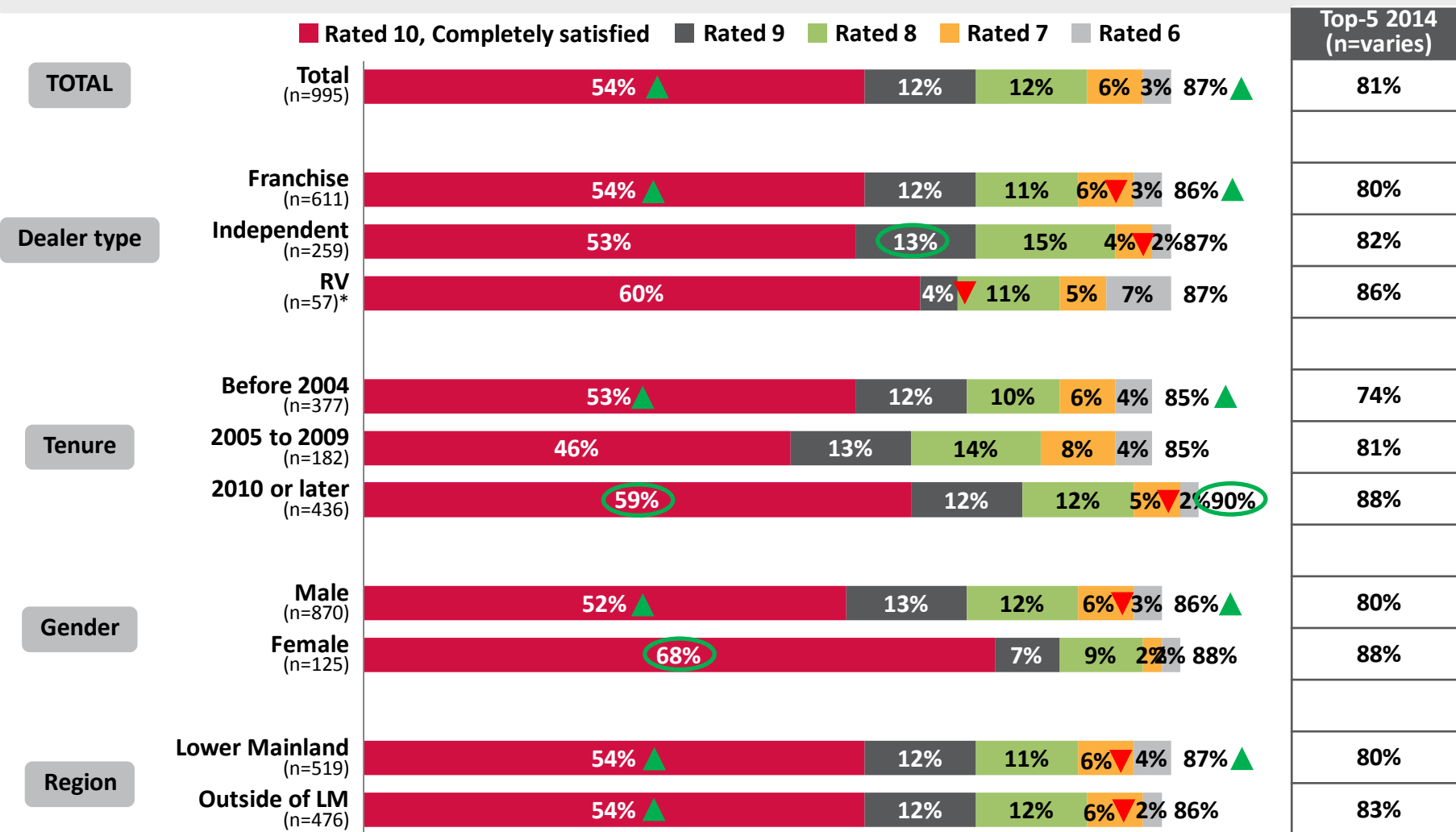
○ Significantly higher than one or more sub-groups.
▲ Significantly higher than previous wave.
▼ Significantly lower than previous wave.

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

Satisfaction with Speed of Completing the Online Application

Salespeople

▪ Salespeople who received their licence 6 years ago or less feel most positive with the speed of the application process. Again, positive sentiments amongst most subgroups have improved over the past two years.



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

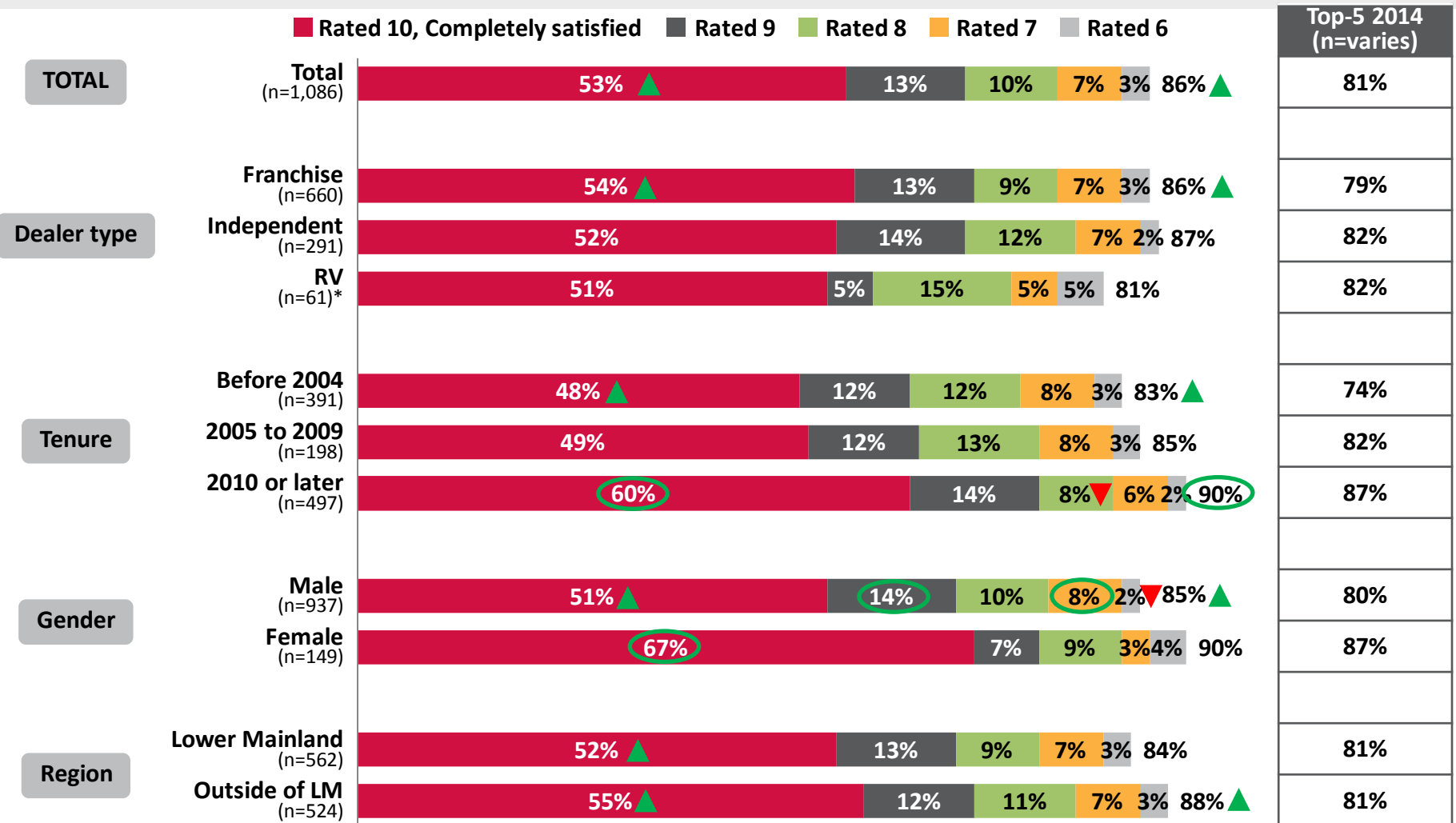
QB2. Now I would like to ask you some specific questions about the salesperson application process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with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

Satisfaction with the Completeness of Information Provided

Salespeople

Similarly, those who have been in the industry since 2010 or later are more satisfied about the completeness of information provided during the salesperson application process. Several subgroups are now more likely to award perfect scores to this attribute.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

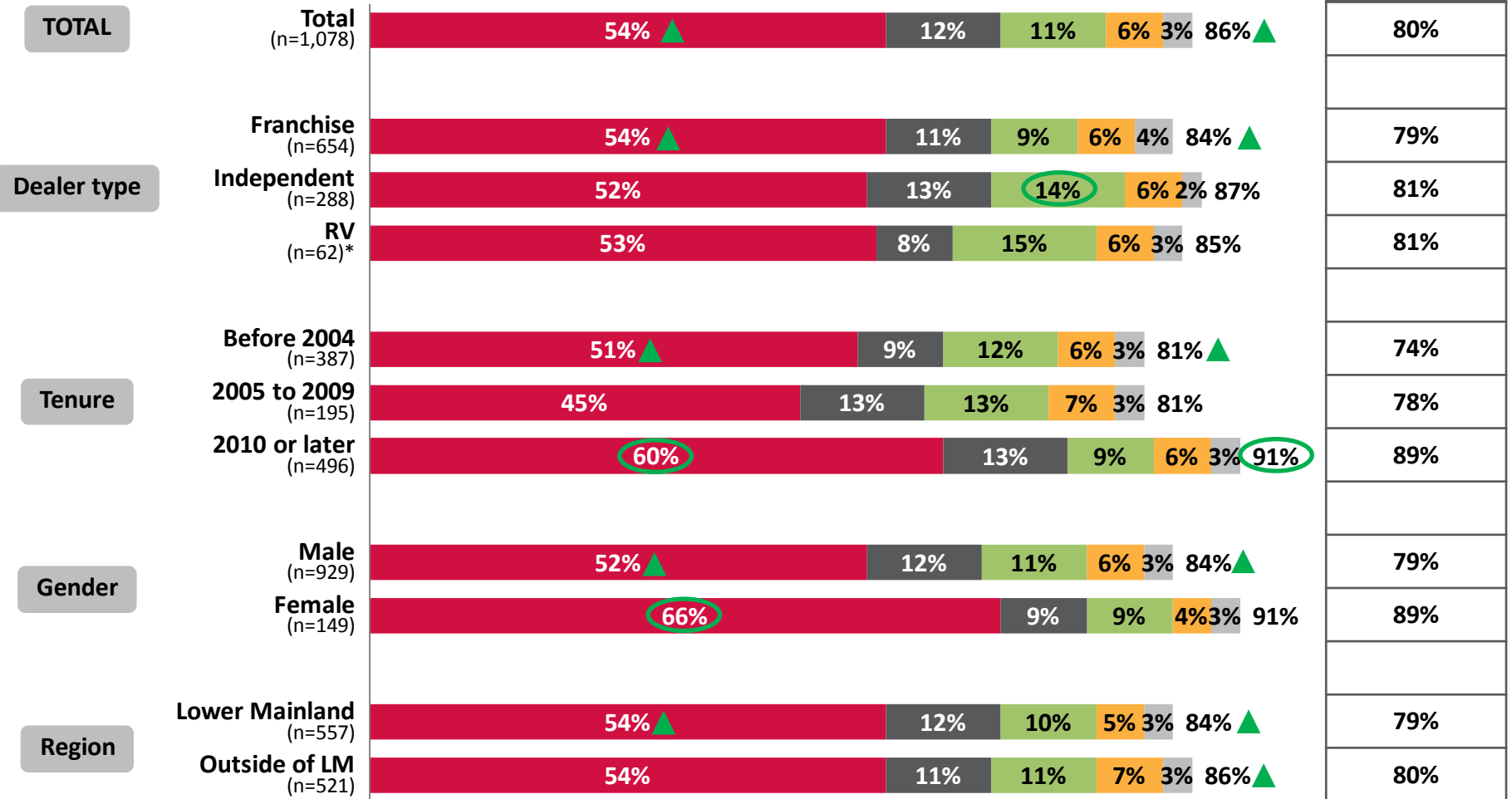
○ Significantly higher than one or more sub-groups.
▲ Significantly higher than previous wave.
▼ Significantly lower than previous wave.

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

Ipsos Satisfaction with the Helpfulness of Information Provided Salespeople

Those with shorter tenure (6 years or less) are again the most likely to find the information provided during the application process to be helpful. Five out of the ten subgroups feel more positive this year.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

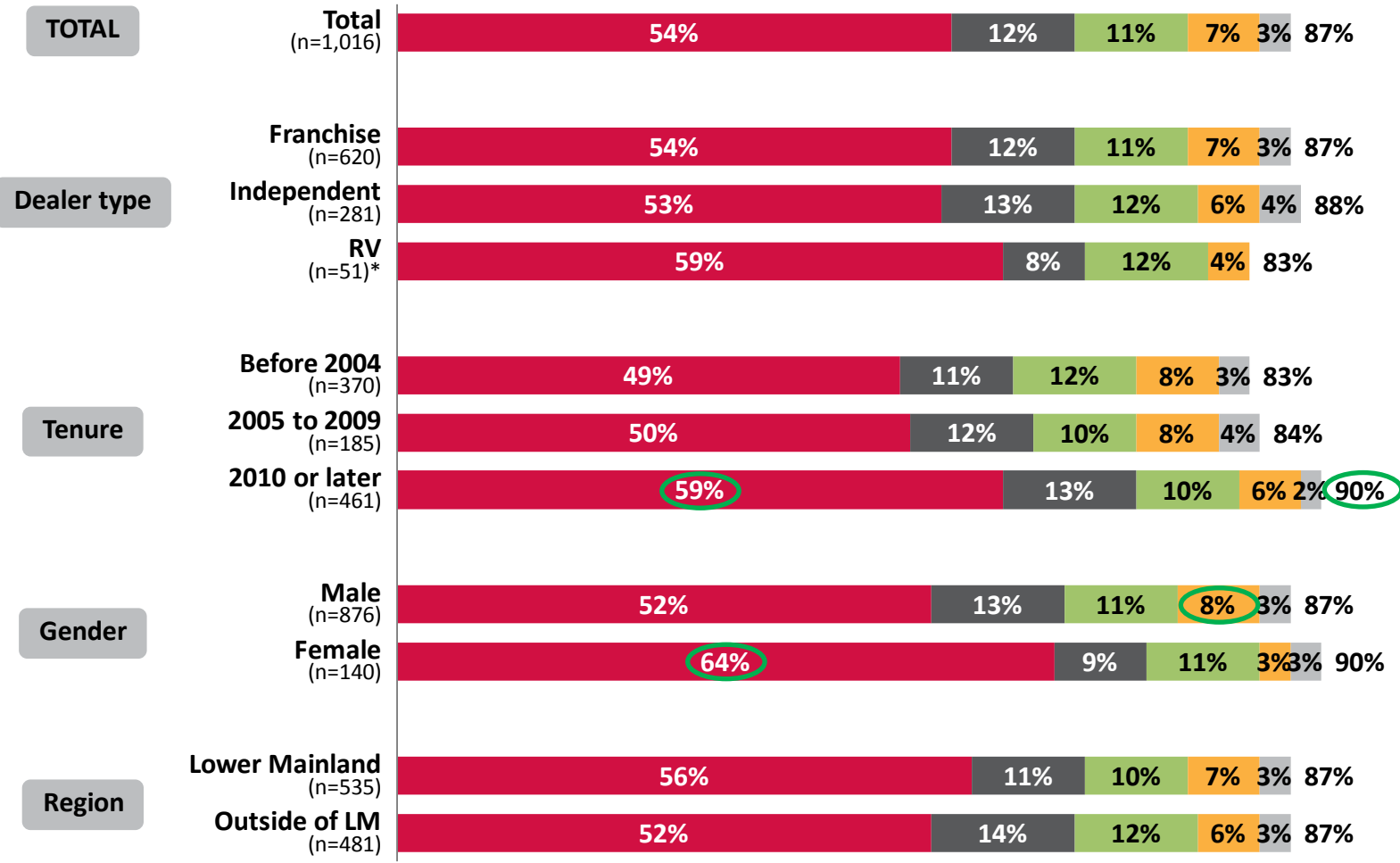
QB2. Now I would like to ask you some specific questions about the salesperson application process you, as a salesperson, went through with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with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

Satisfaction with the Speed of Completing Paper Application

Salespeople

Those with shorter tenure (6 years or less) are again the most likely to be most satisfied with the speed of completing the paper application.

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



Top-5 2014 (n=varies)
–
–
–
–
–
–
–
–
–
–

Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

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

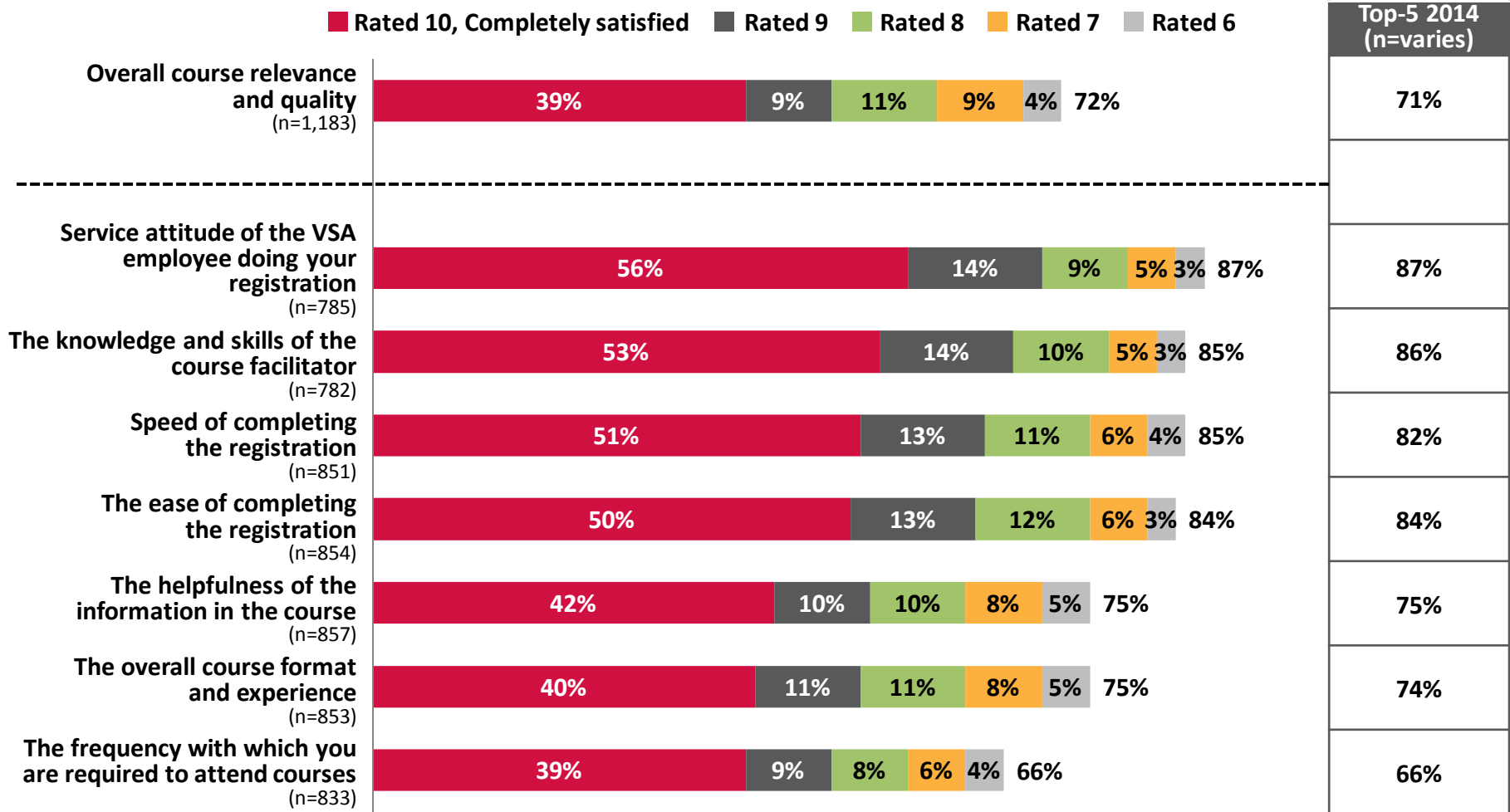
Appendix 7:

VSA Courses Top 5 Box Rating and
by Subgroup

Satisfaction with the Most Recent Course: Top 5 Box

Salespeople

- Salespeople are particularly satisfied with the VSA employee/course facilitator and the registration process – each receiving positive ratings from more than eight-in-ten salespeople.



Base: Those who took courses, excluding N/A

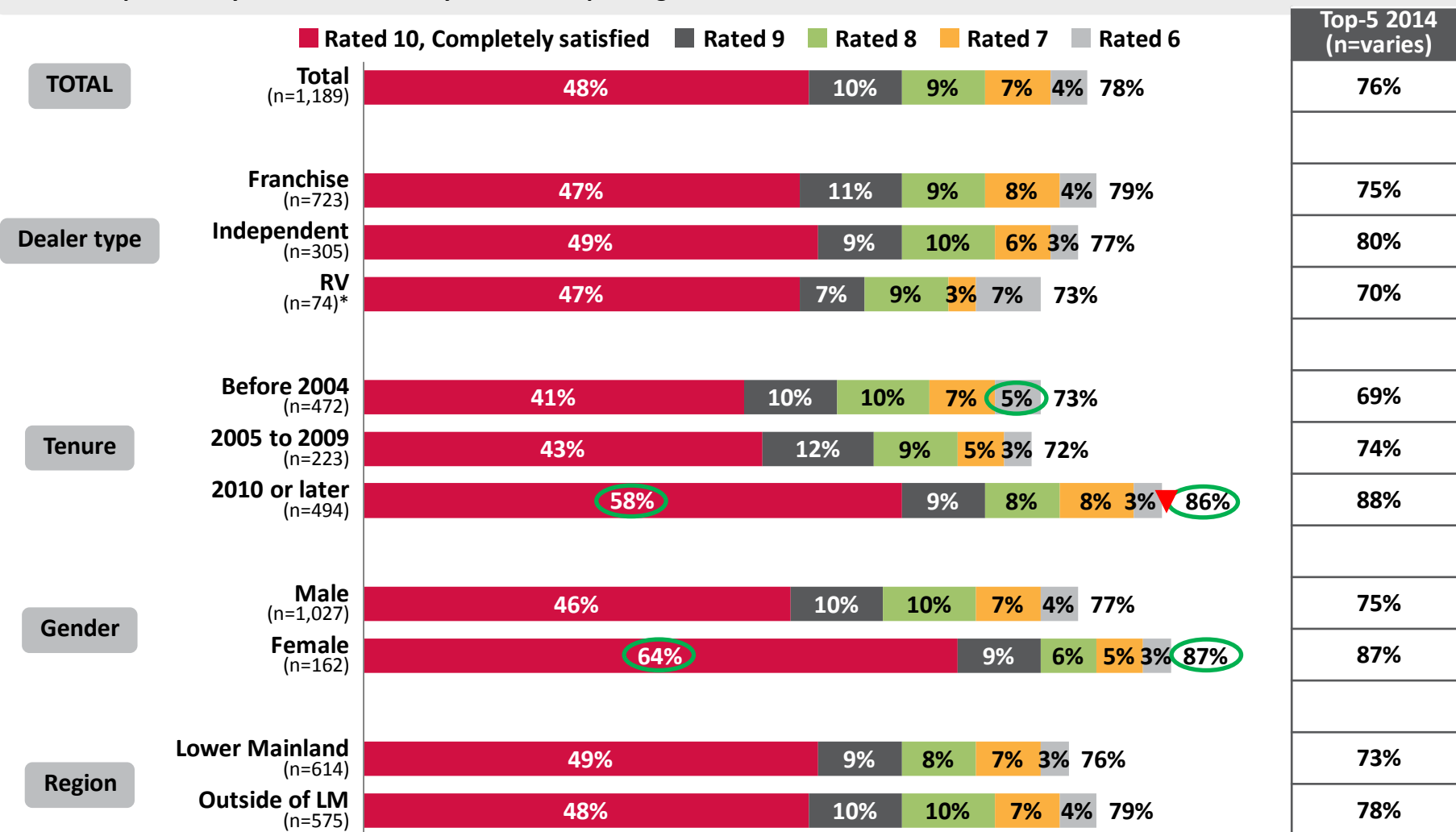
QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the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

▲ ▼ Significantly higher/lower than previous wave.

Satisfaction with Course Registration

Salespeople

■ In terms of course registration, those who are newer in the industry (joined 2010 or later) and females are more satisfied than their counterparts. They are also more likely to award top ratings.



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

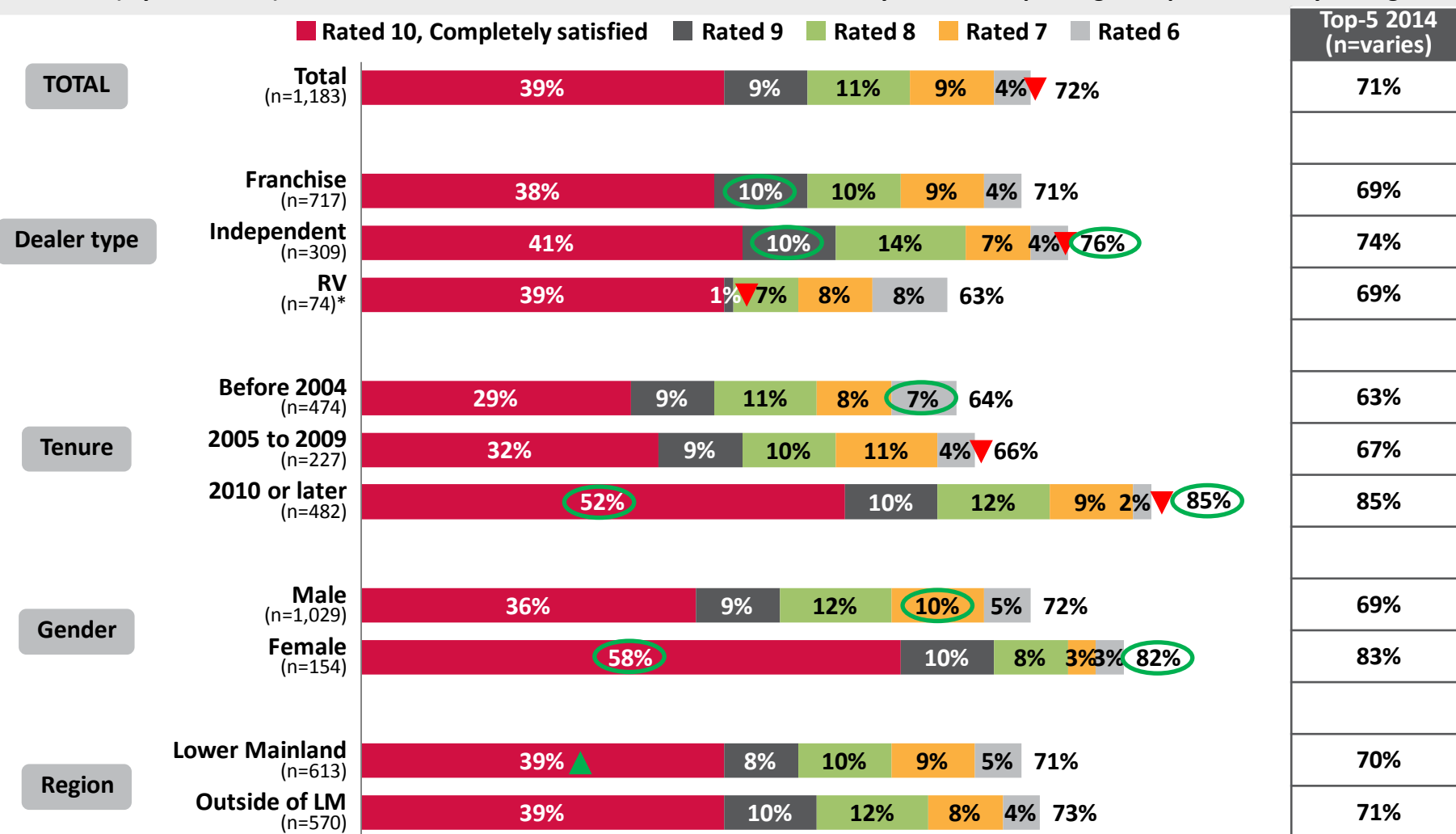
QB1. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific interactions with the VSA that occurred in the last two years.

Satisfaction Course Relevance and Quality

Salespeople

- Course relevance and quality is rated more highly among females, those from independent dealerships and those with a shorter tenure (6 years or less). Of note, those from the Lower Mainland are more likely to award top ratings compared to two years ago.

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



Base: All respondents, excluding N/A

* Small base size, interpret with caution.

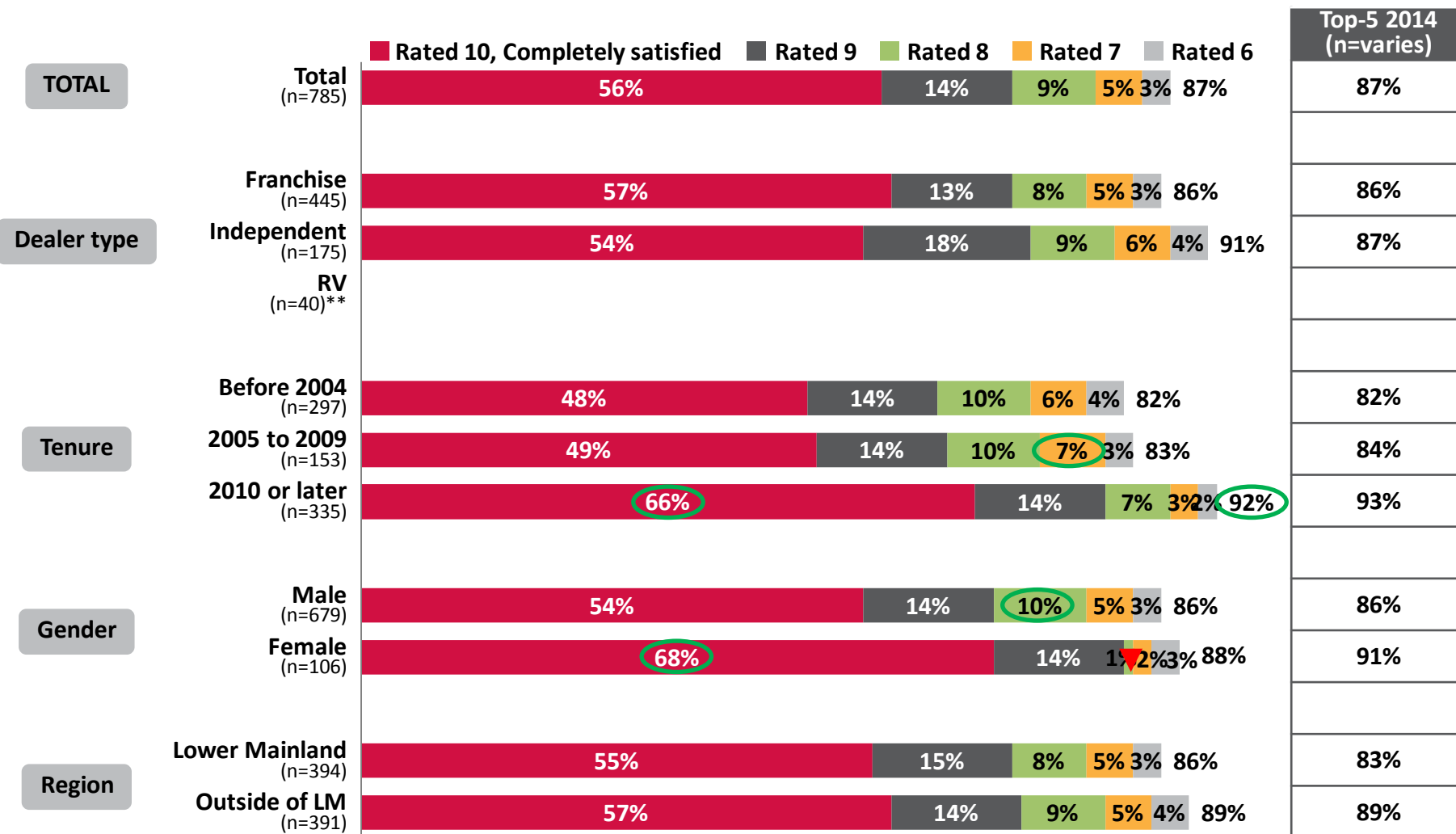
○ Significantly higher than one or more sub-groups.
▲ ▼ Significantly higher/lower than previous wave.

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.

Satisfaction with Service Attitude

Salespeople

Those with the shortest tenure (6 years or less) are most satisfied with the service attitude of VSA staff.



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

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

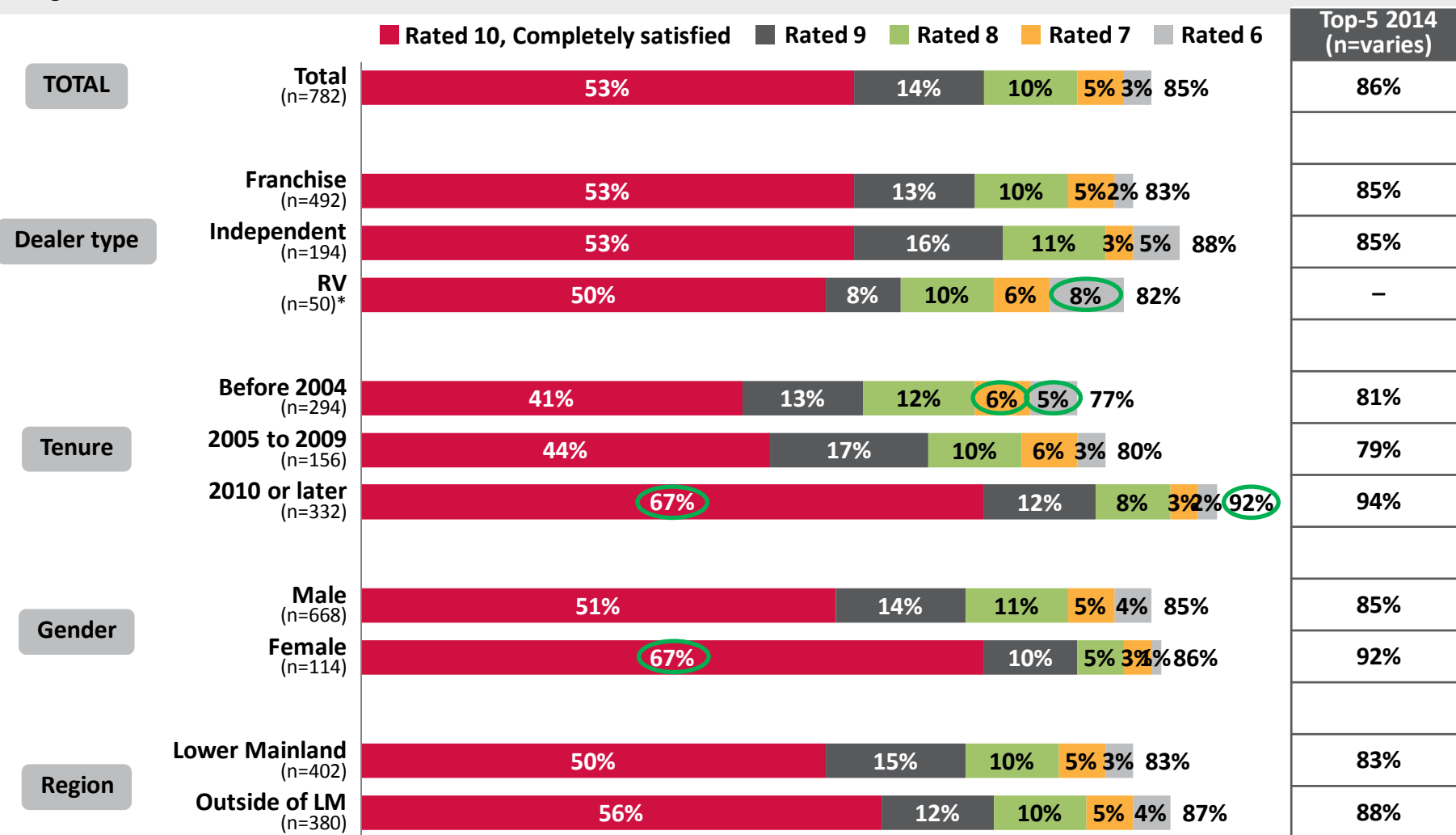
QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the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

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

Satisfaction with the Knowledge and Skills of Course Facilitator

Salespeople

- Satisfaction with the knowledge and skills of course facilitator is highest among those who received their licence less than 6 years ago.



Note: Base sizes are too small to report on RV in 2014.

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

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

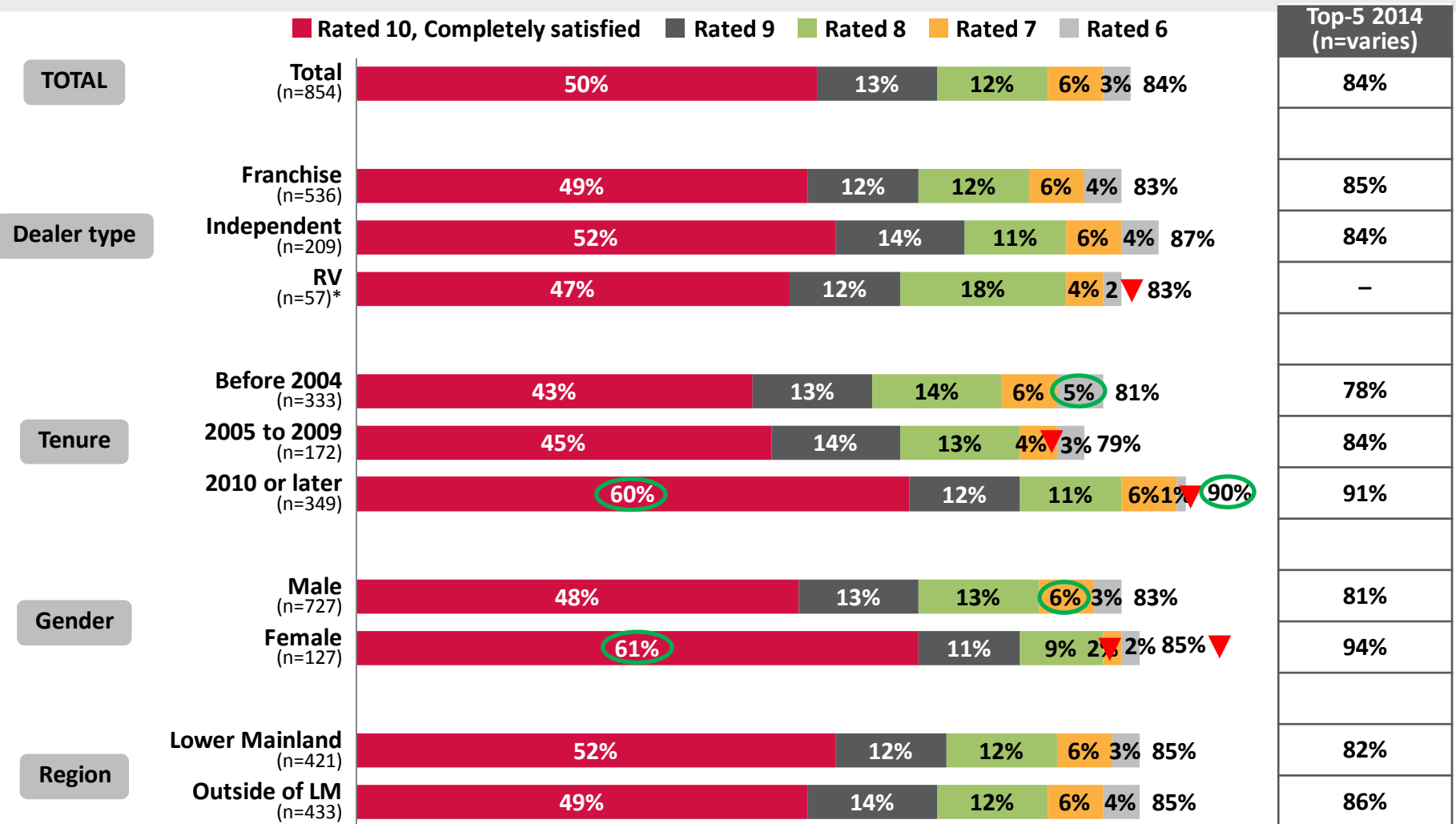
Significantly higher than one or more sub-groups.
 Significantly higher than previous wave.
 Significantly lower than previous wave.

Satisfaction with Ease of Completing the Registration

Salespeople

Again, those who received their licence in 2010 or later are most satisfied with the ease of completing their registration. While six-in-ten females still award top ratings to this aspect, they are less satisfied overall compared to two years ago.

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



Note: Base sizes are too small to report on RV Dealerships in 2014.

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

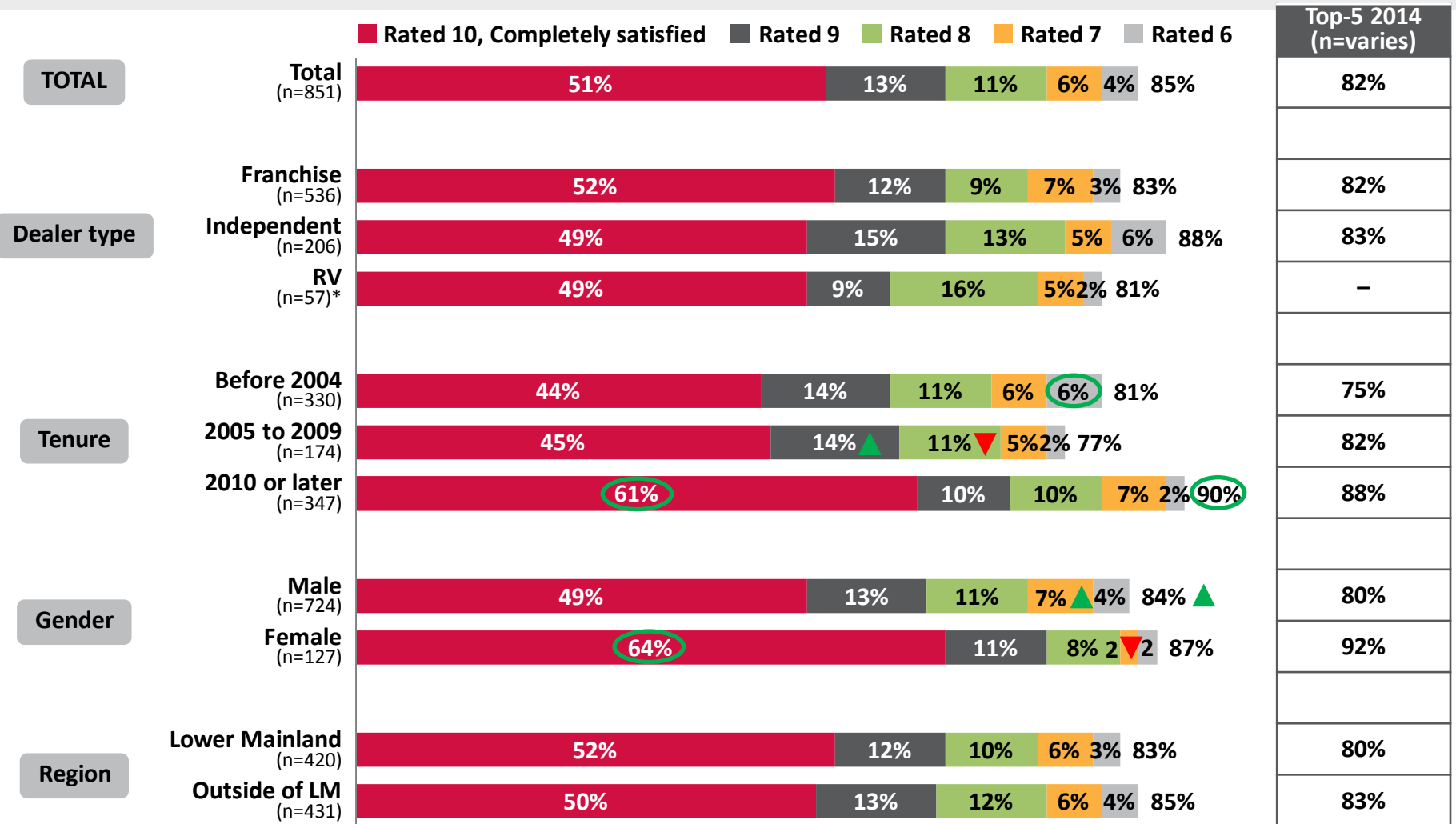
QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are with the following specific elements of the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

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

Satisfaction with Speed of Completing the Registration

Salespeople

- Similarly, those with shorter tenure (2010 or later) are more satisfied with the speed of completing the registration. Males are more satisfied with the process compared to 2014.



Note: Base sizes are too small to report on RV Dealerships in 2014.

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

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

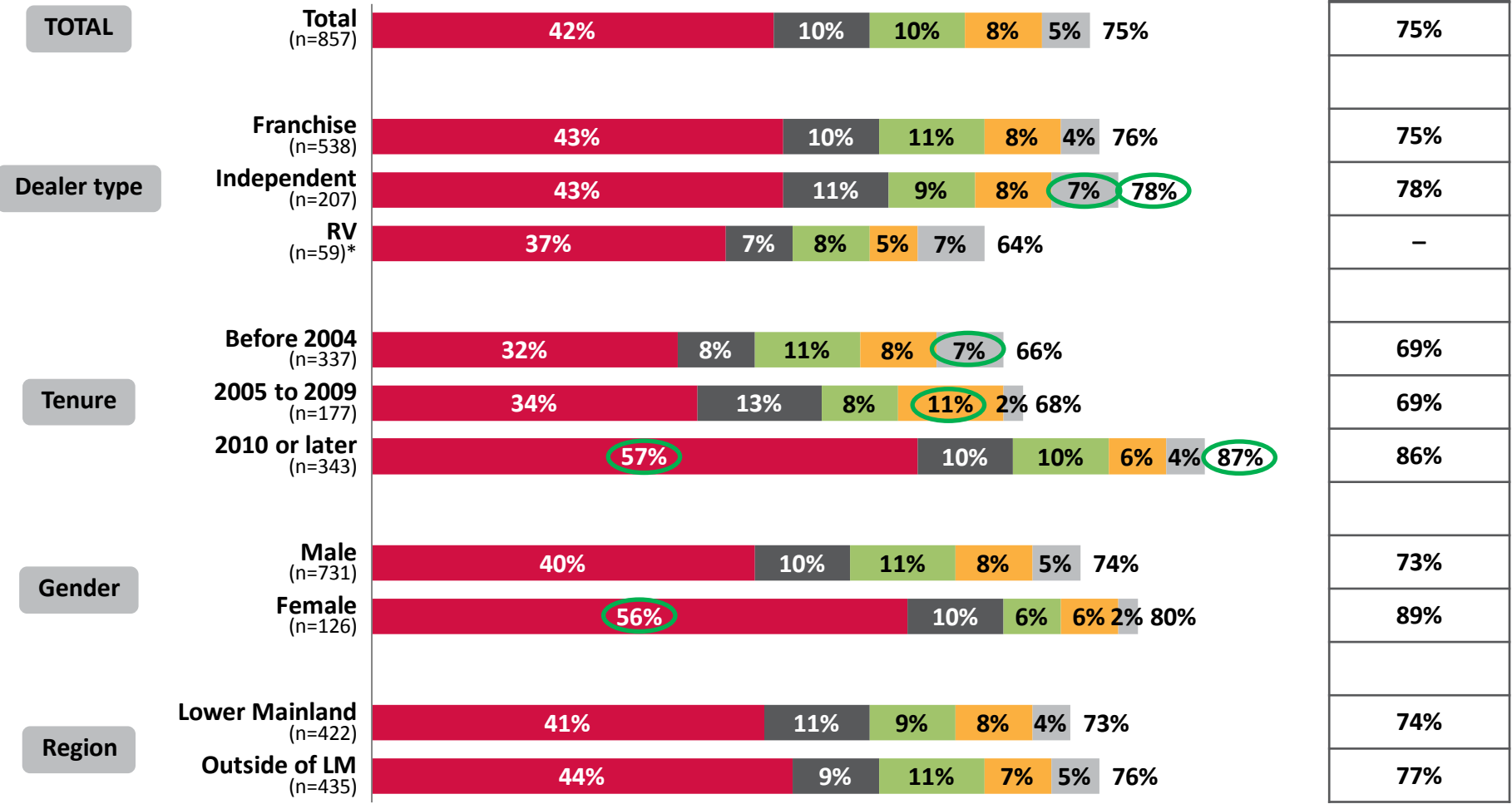
Significantly higher than one or more sub-groups.
 Significantly higher/lower than previous wave.

Satisfaction with Helpfulness of the Information in the Course

Salespeople

Those with shorter tenure (6 years or less) tend to find the information in the course to be more helpful.

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



Note: Base sizes are too small to report on RV Dealerships in 2014.

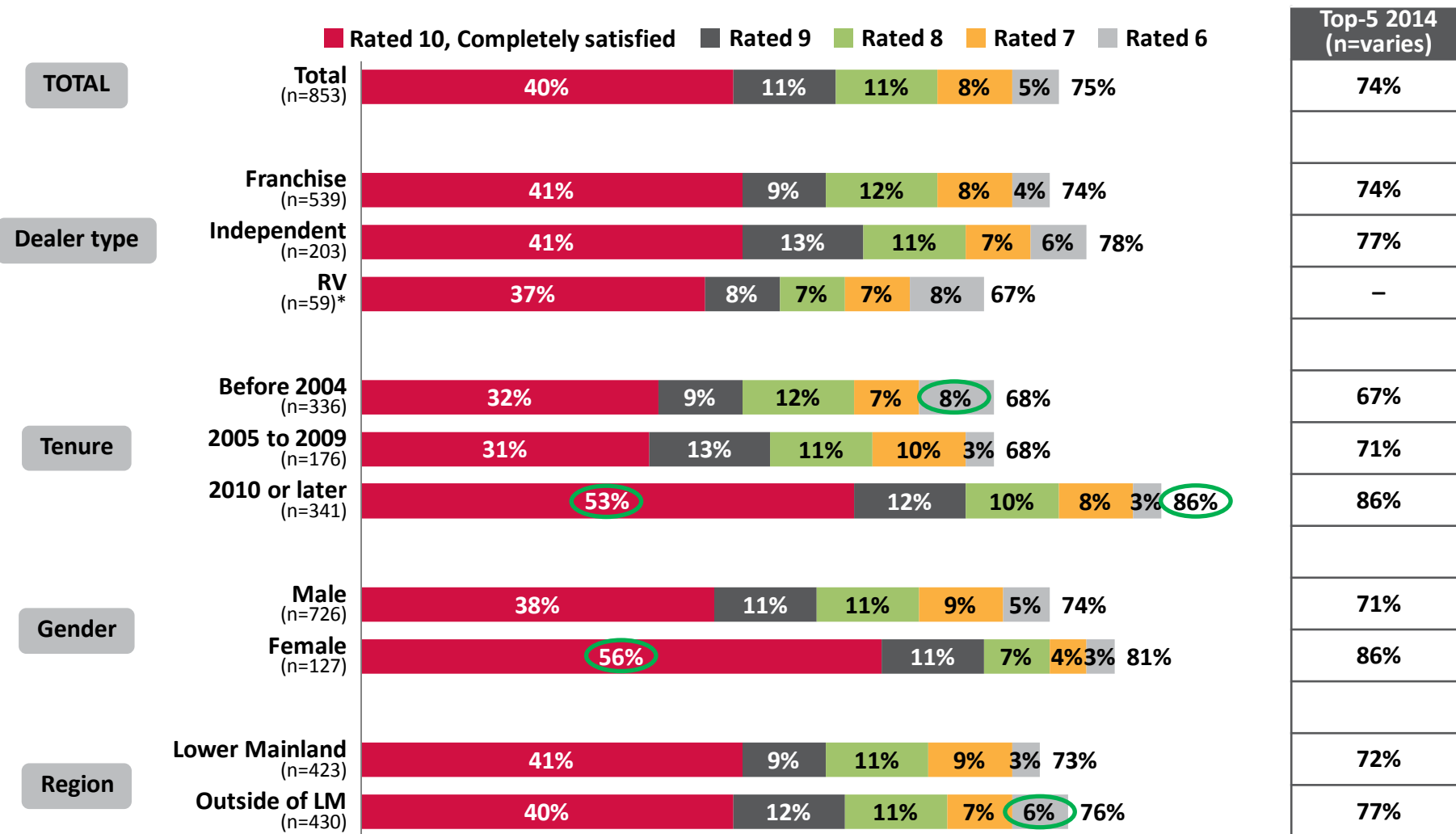
Base: Those who took courses, excluding N/A * Small base size, interpret with caution.
 QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied,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

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

Satisfaction with the Overall Course Format and Experience

Salespeople

Those who received their VSA licence within the last 6 years are more satisfied with the overall course format and experience.



Note: Base sizes are too small to report on RV Dealerships in 2014.

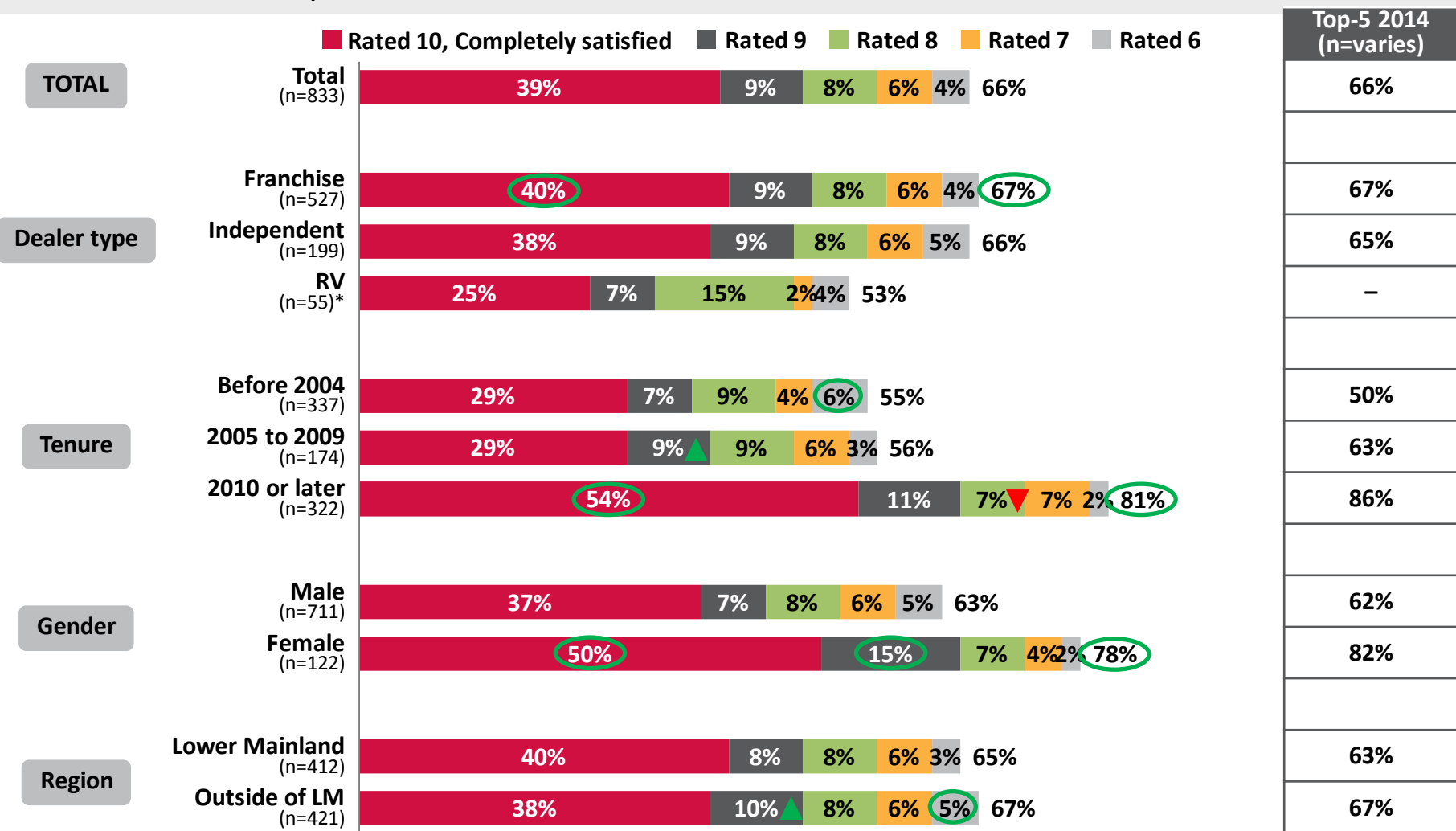
Base: Those who took courses, excluding N/A * Small base size, interpret with caution.
 QB11. Now I would like to ask you some specific questions about the most recent course you took from the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied,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

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

Satisfaction with Frequency You Are Required to Attend Courses

Salespeople

- Females and salespeople with shorter tenure (2010 or later) are most likely to give top scores when it comes to the frequency of the courses and are the most positive overall.



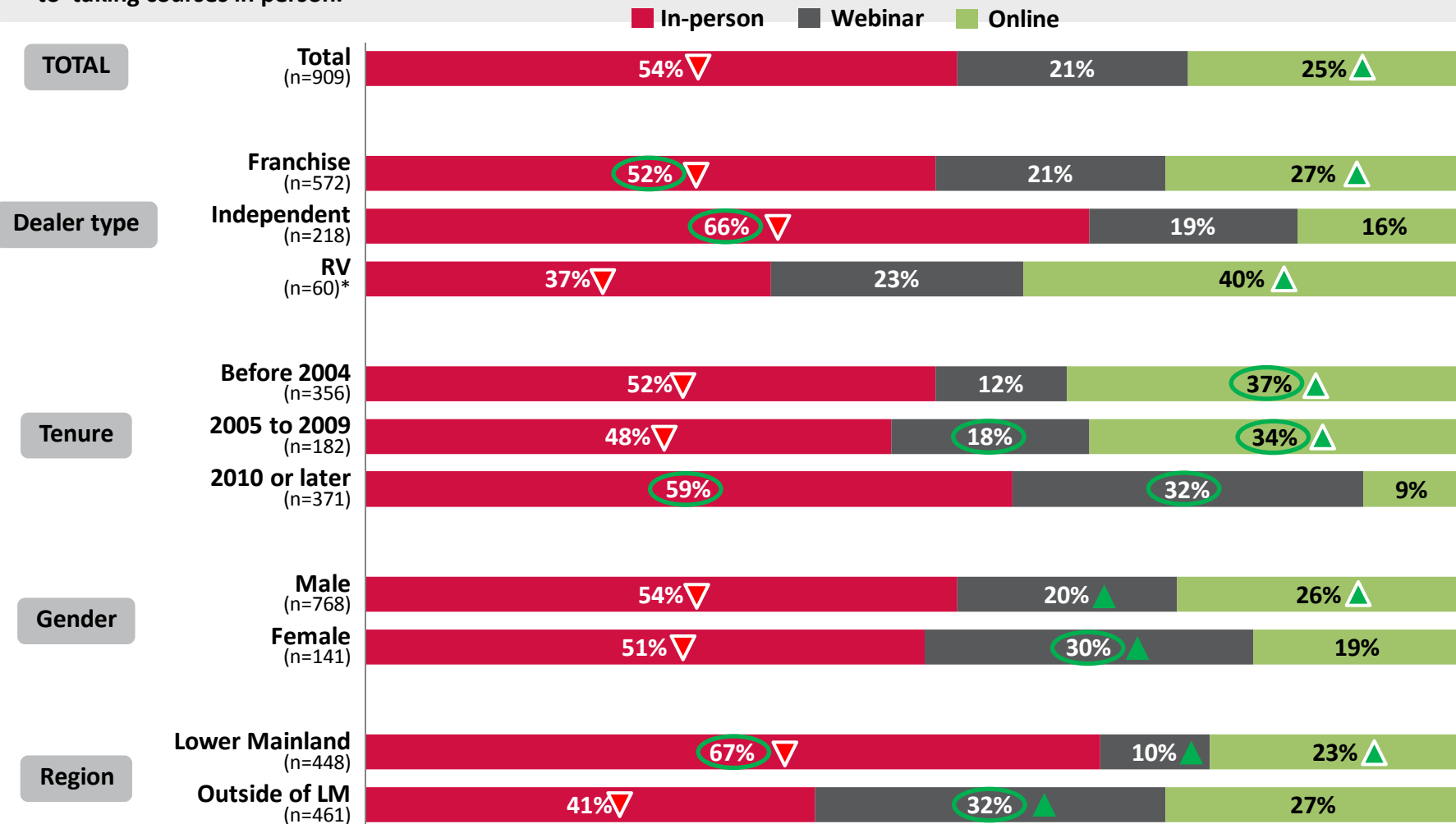
Note: Base sizes are too small to report on RV Dealerships in 2014.

Base: Those who took courses, excluding N/A * Small base size, interpret with caution.
 QB11. Now I would like to ask you some specific questions about the most recent course you took from the USA. 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: In-Person or Online

While the majority still took their VSA course in-person, the proportion is much lower than 2014 (83%) with more salespeople now reporting they took the course online (25% up from 17% in 2014). Introduction of the webinar courses has also offered an alternative to taking courses in person.



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

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

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

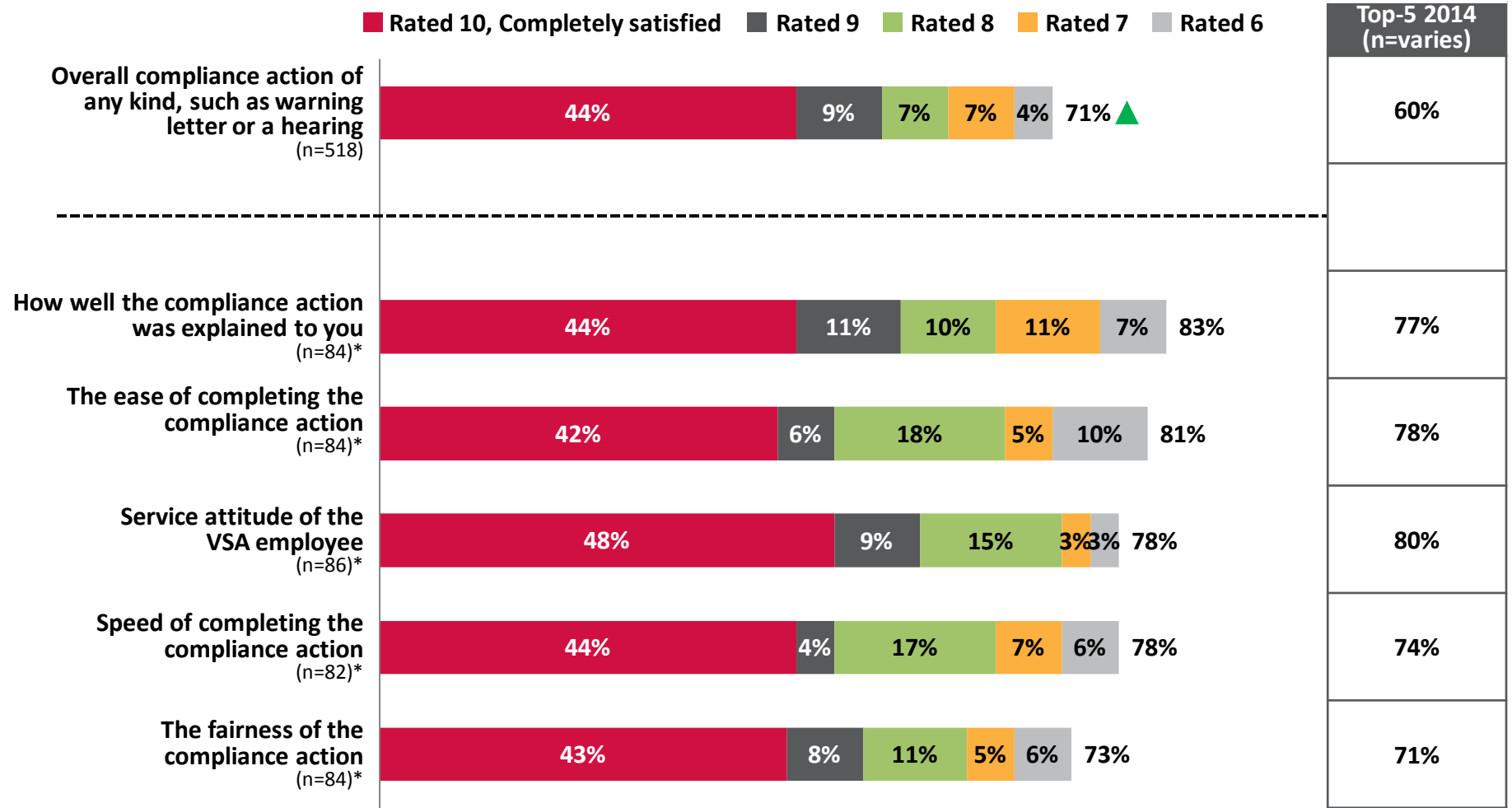
QB12. How did you take your most recent VSA course?

Appendix 8:

Compliance Action Top 5 Box Rating
and by Subgroup

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

- Up 11 percentage points from 2014, seven-in-ten salespeople awarded positive scores on VSA's overall compliance action. Salespeople are generally satisfied on the specific elements related to compliance action.



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

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

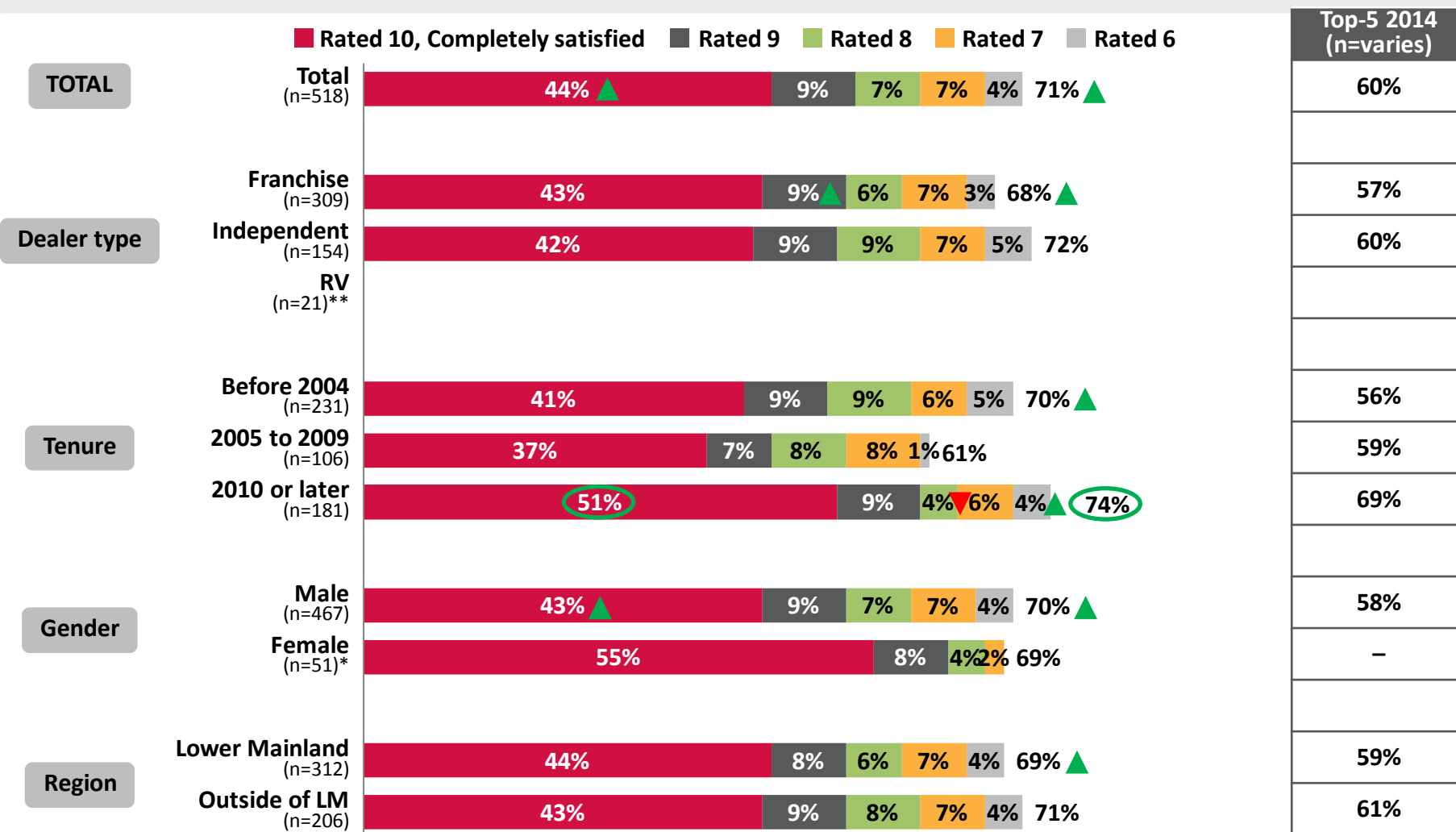
▲ ▼ Significantly higher/lower than previous wave.

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

Satisfaction with Compliance Action of Any Kind

Salespeople

- Compared to 2014, five out of the ten subgroups are more content with the VSA in regards to compliance action. Those recently licenced (2010 or later) are the satisfied.



Note: Base sizes are too small to report on female in 2014 and RV Dealerships in 2014 and 2015.

Base: All respondents, excluding N/A

* Small base size, interpret with caution.

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

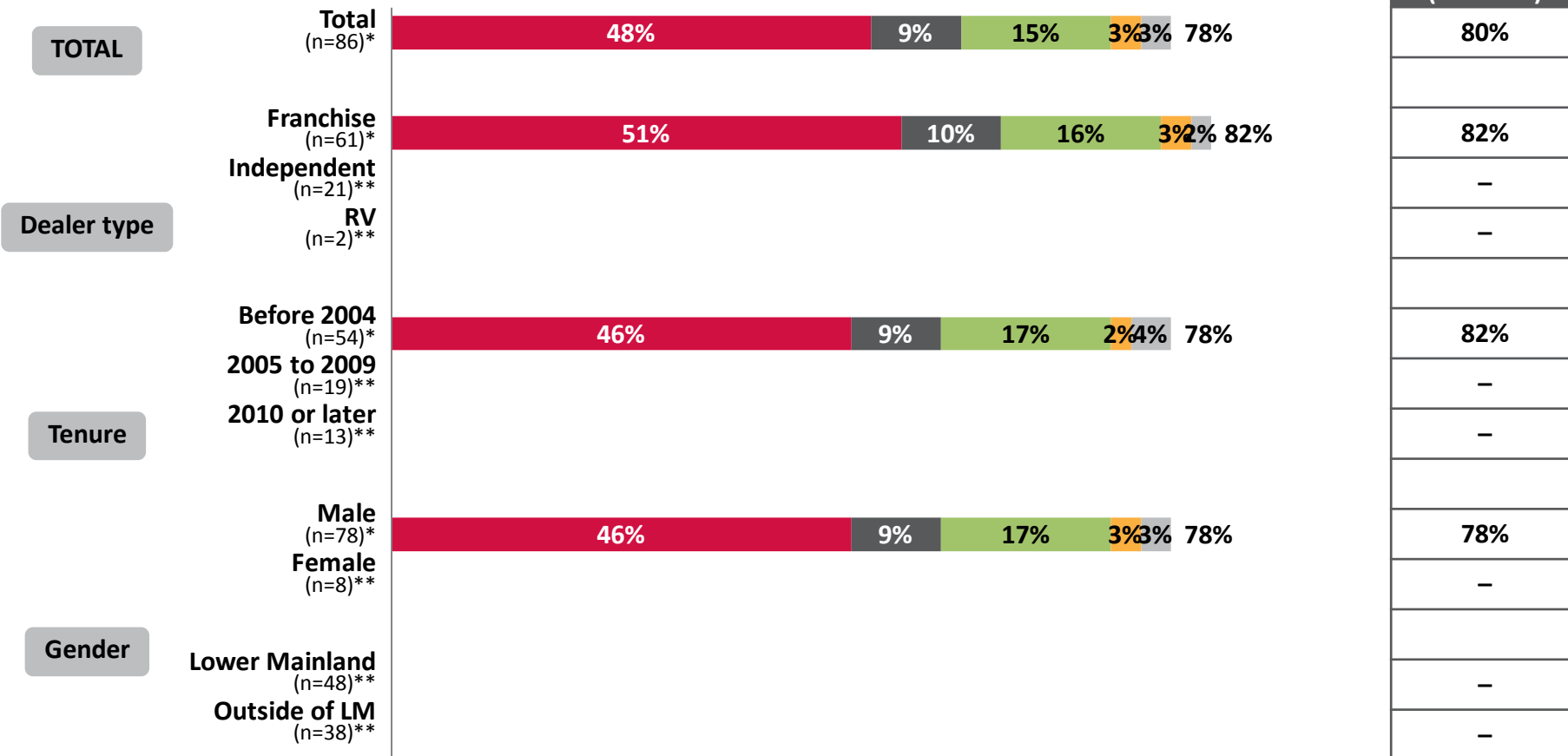
○ Significantly higher than one or more sub-groups.
 ▲ Significantly higher than previous wave.
 ▼ Significantly lower than previous wave.

Satisfaction with Service Attitude

Salespeople

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

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



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

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

* Small base size, interpret with caution.

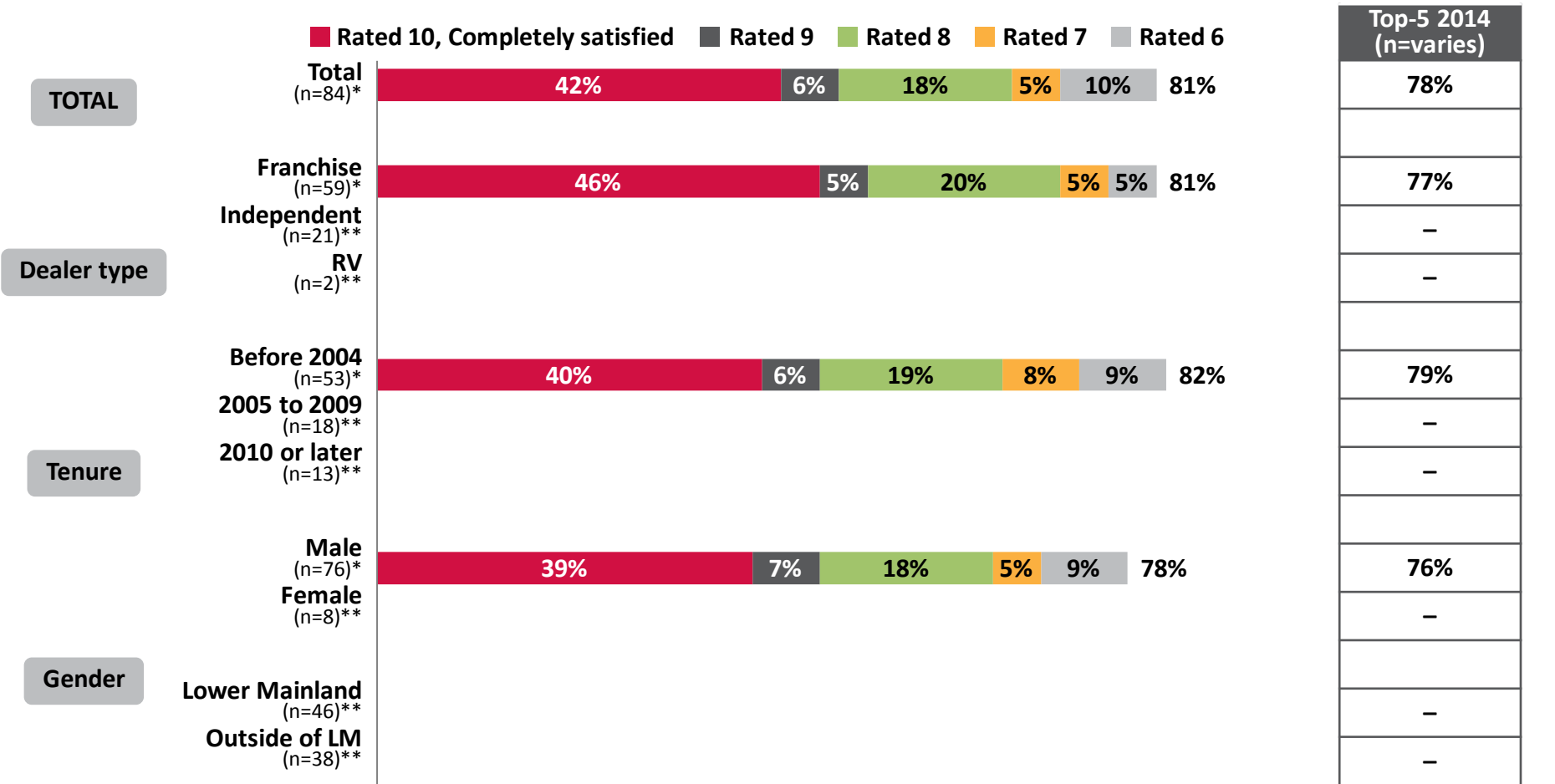
Significantly higher than one or more sub-groups.
 Significantly higher/lower than previous wave.

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

Satisfaction with Ease of Completing the Compliance Action

Salespeople

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



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

Base: Those who had compliance action, excluding N/A * Small base size, interpret with caution.

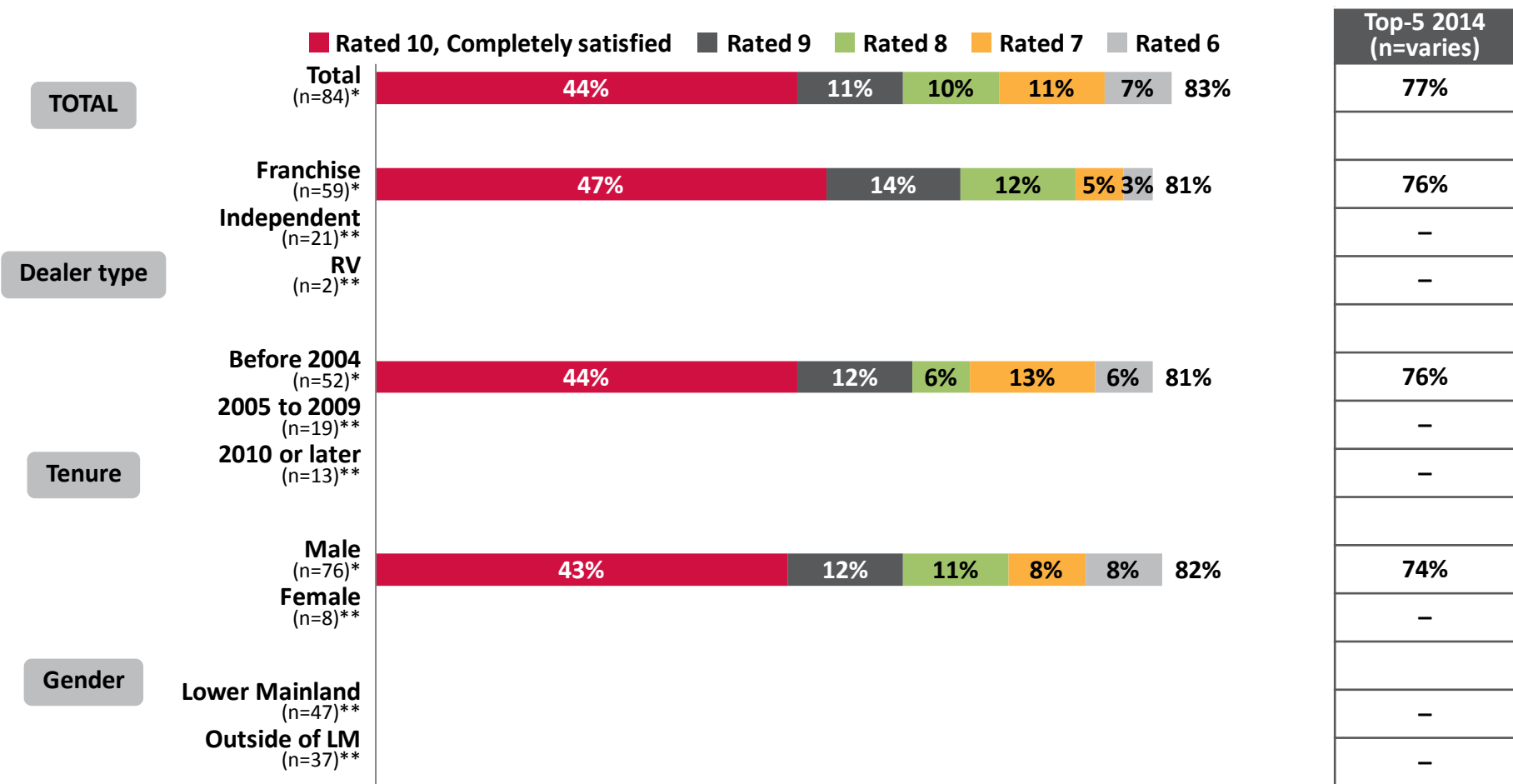
QB7. Now I would like to ask you some specific questions about the compliance action by the VSA, such as a warning letter or hearing, you had with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are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

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

Satisfaction with How Well Compliance Action was Explained

Salespeople

Majority of salespeople feel positive with how well VSA explained the compliance action.



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

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

* Small base size, interpret with caution.

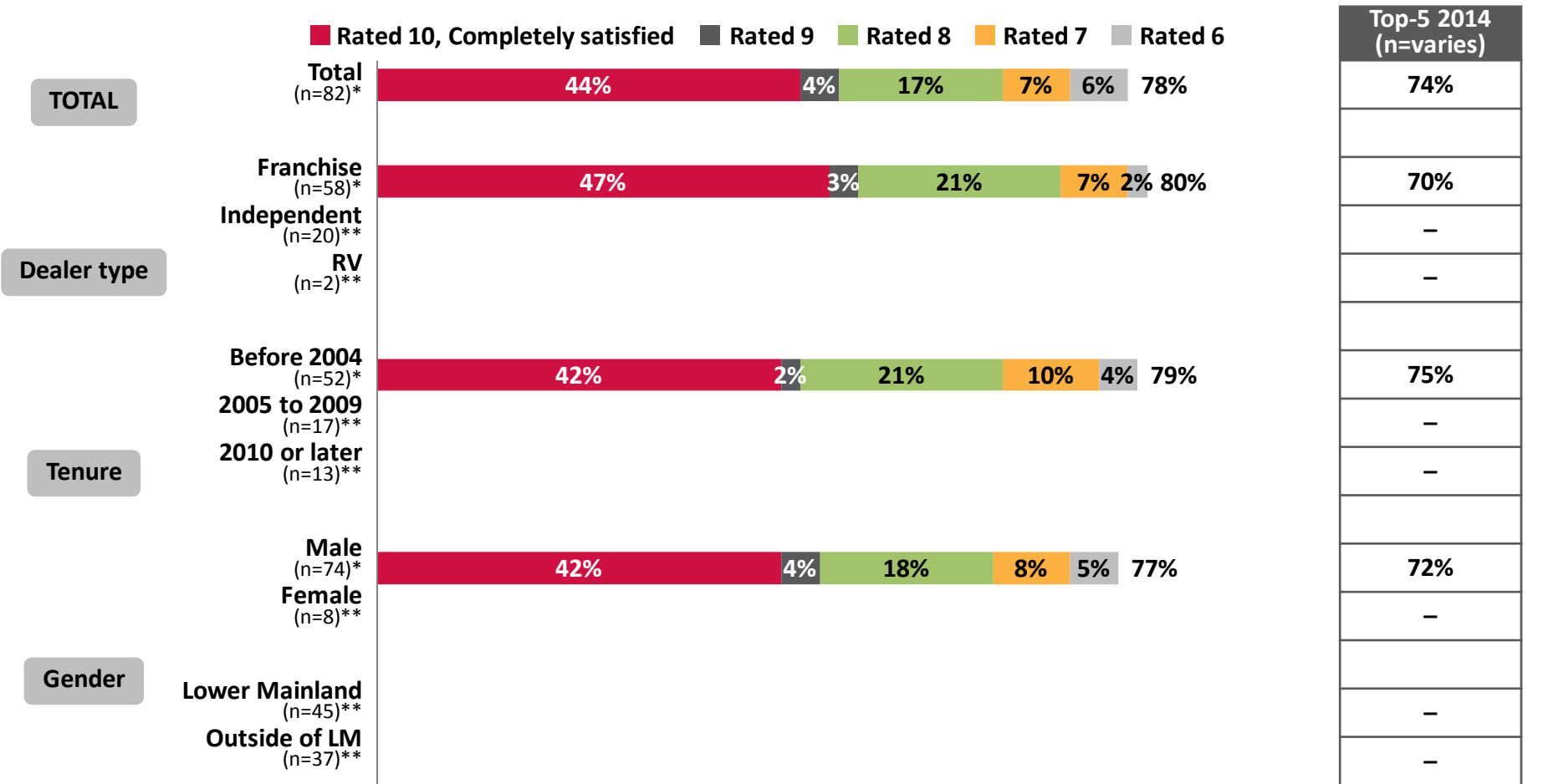
Significantly higher than one or more sub-groups.
 Significantly higher than previous wave.
 Significantly lower than previous wave.

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

Satisfaction with Speed of Completing Compliance Action

Salespeople

Over three-quarters of salespeople are satisfied with the speed of completing the compliance action.



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

Base: Those who had compliance action, excluding N/A * Small base size, interpret with caution.

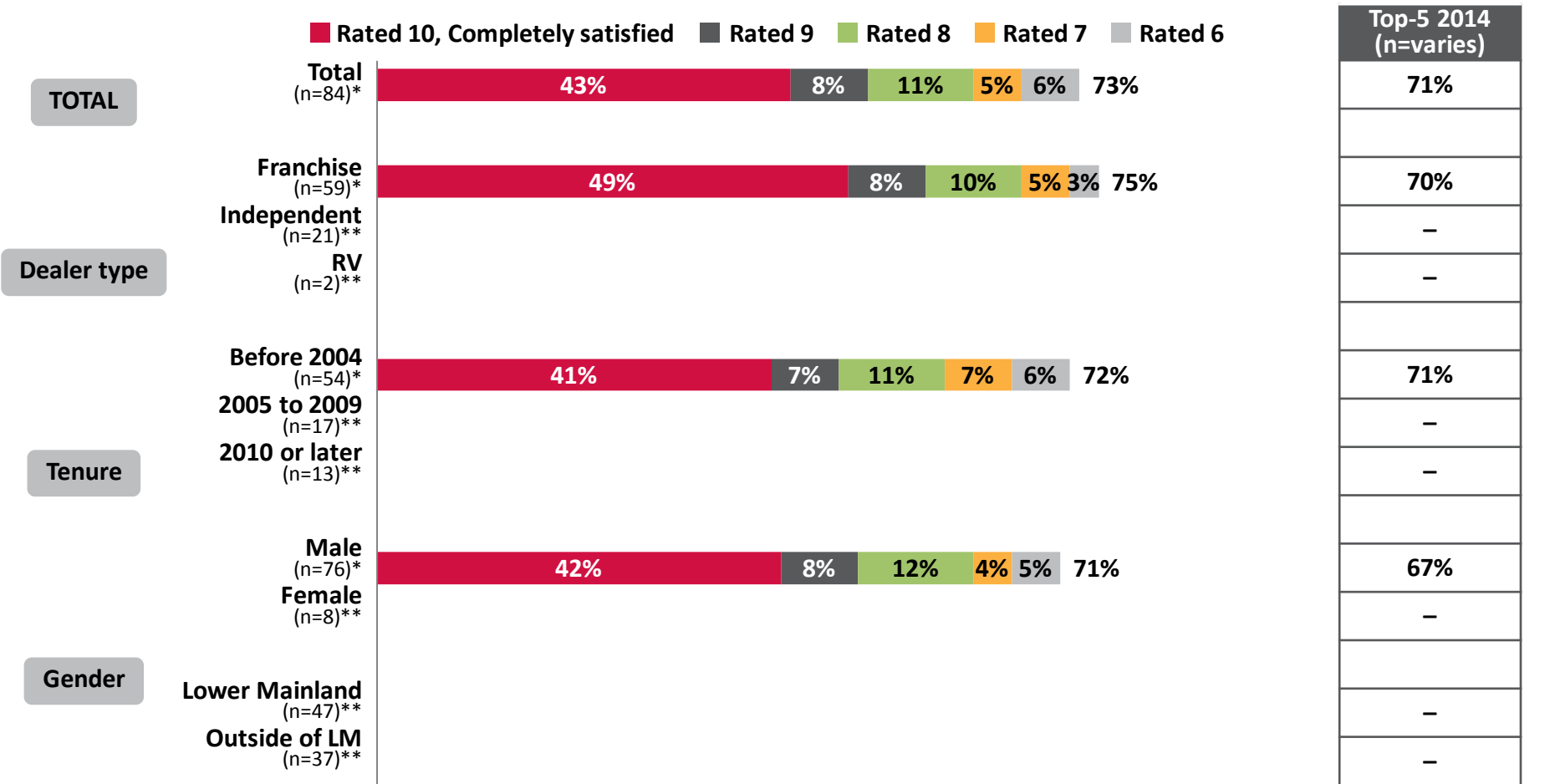
QB7. Now I would like to ask you some specific questions about the compliance action by the VSA, such as a warning letter or hearing, you had with the VSA. On a scale of 1 to 10 where 1 means you are completely dissatisfied and 10 means you are completely satisfied, please tell me how satisfied you are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

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

Satisfaction with the Fairness of the Compliance Action

Salespeople

Seven-in-ten awarded positive scores when it comes to the fairness of the compliance action.



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

Base: Those who had compliance action, excluding N/A * Small base size, interpret with caution.

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

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



Contact Information



Karen Beck
Associate Vice President

✉ Karen.Beck@ipsos.com
📞 778-373-5026



Adrienne Salter
Research Analyst

✉ Adrienne.Salter@ipsos.com
📞 778-373-5013