

kijiji AUTOS

From research to financing, Kijiji Autos lets Canadians shop for cars online with total transparency at every step, eliminating the traditionally painful aspects of the car buying process.

HOW CANADIANS FEEL



51%

Never feel confident that they got the best deal when buying a car



63%

Still want to do a test drive in person



28%

Feel buying a car causes extreme anxiety



44%

Feel they never receive all the information during the car buying process

SURVEY METHODOLOGY

This survey conducted on behalf of Kijiji Autos was undertaken by the sample and data collection experts at Maru/Blue. 1,520 randomly selected Canadian adults who are Maru Voice Canada online panelists were surveyed from May 2 to May 3, 2022.



YEAR-OVER-YEAR

Results from Kijiji Autos' 2021 survey show that Canadians continue to be willing to complete their car research online, including researching vehicle makes and models and exploring costs.



77%

Confident in researching their next vehicle online

CONFIDENCE IS GROWING

However, more and more Canadians are now willing to complete a fully contactless or online transaction to purchase a vehicle.

2022

28%
OF CANADIANS

Felt comfortable completing a vehicle purchase with a completely contactless transaction.

2021

9%
OF CANADIANS

Said they would be least confident to purchase a car online.

OTHER KEY FINDINGS



45%

Would get a trade-in evaluation of their current car online



17%

Of millennials are more comfortable purchasing cars online than Gen X



37%

Would purchase protection products for their new vehicle online



44%

Feel pressured to make a decision during the in-person car buying process



30%

Comfortable completing a car purchase/lease online without going into a dealership



10%

Of millennials are more likely to experience extreme anxiety when buying a car

