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Knowledge into action

SUV Purchase Motivations and Usage in Quebec

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Goals

This project is a continuation of a large study with Équiterre that began in 2020 (2 reports: Motivation factors for SUV purchase in Canada and Interventions to reverse the trend towards light-duty trucks in Canada).

Équiterre^o

Objective of this study : a focus on Quebec

1. Identify the factors that influence Quebecers' intention to purchase an SUV
2. Develop a picture of how Quebecers use their vehicles

Methodology

- **Data Collection:** Online survey between **June 27 and July 27, 2022**
- **Sample :** 1,020 respondents (representative of the Quebec population)



<https://cirano.qc.ca/fr/sommaires/2021RP-06>



<https://cirano.qc.ca/files/publications/2021RP-29.pdf>

Conceptual framework

Indispensability of vehicle

Instrumental motives

Non instrumental motives

- Symbolic motivation
- Affective motivation

Values and attitudes

- Environmental identity
- Materialistic values

External influences

- Social norms
- Media influence
- Behavior in information seeking

Use and operation of the vehicle

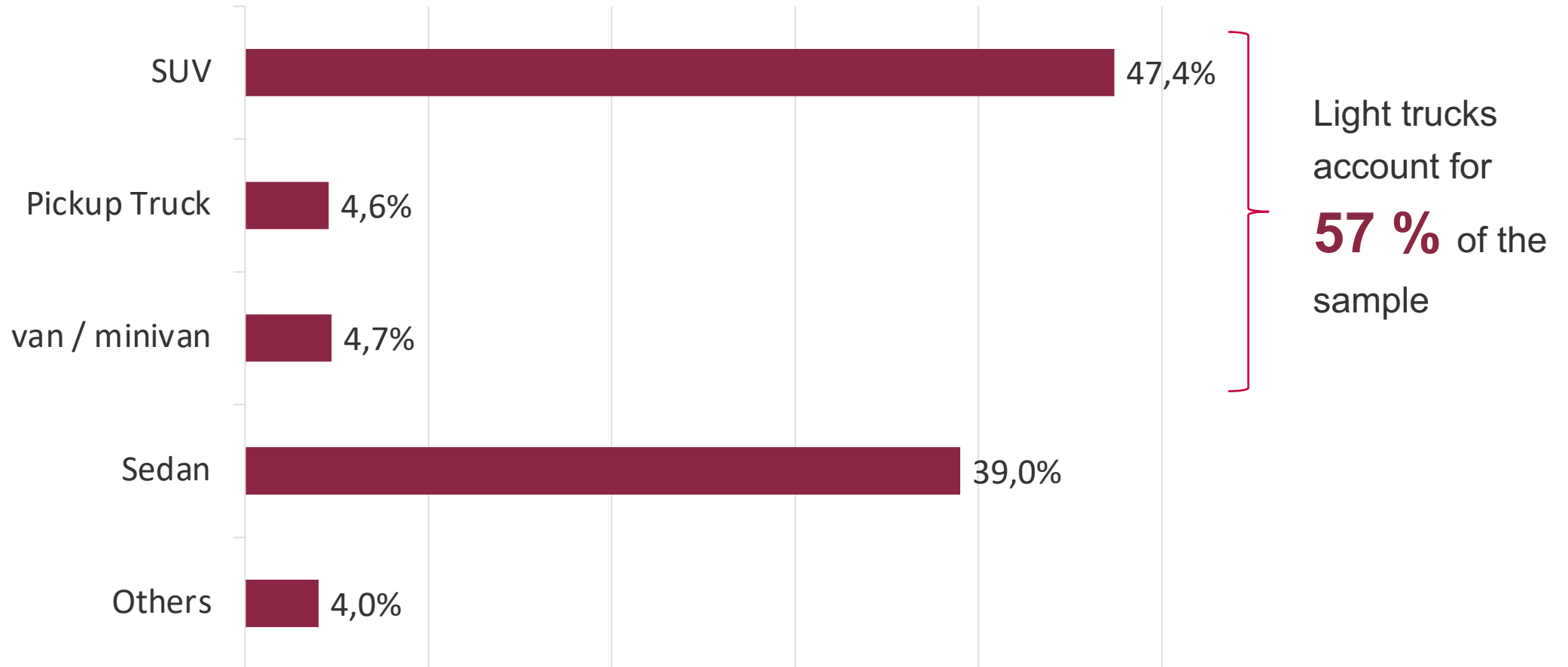
Vehicle characteristics

Purchase intent of vehicle

Sociodemographic characteristics

- Age
- Gender
- Income level
- Household composition
- Geographic location
- Ownership of a secondary residence

SUVs: the most owned vehicles by households in Quebec

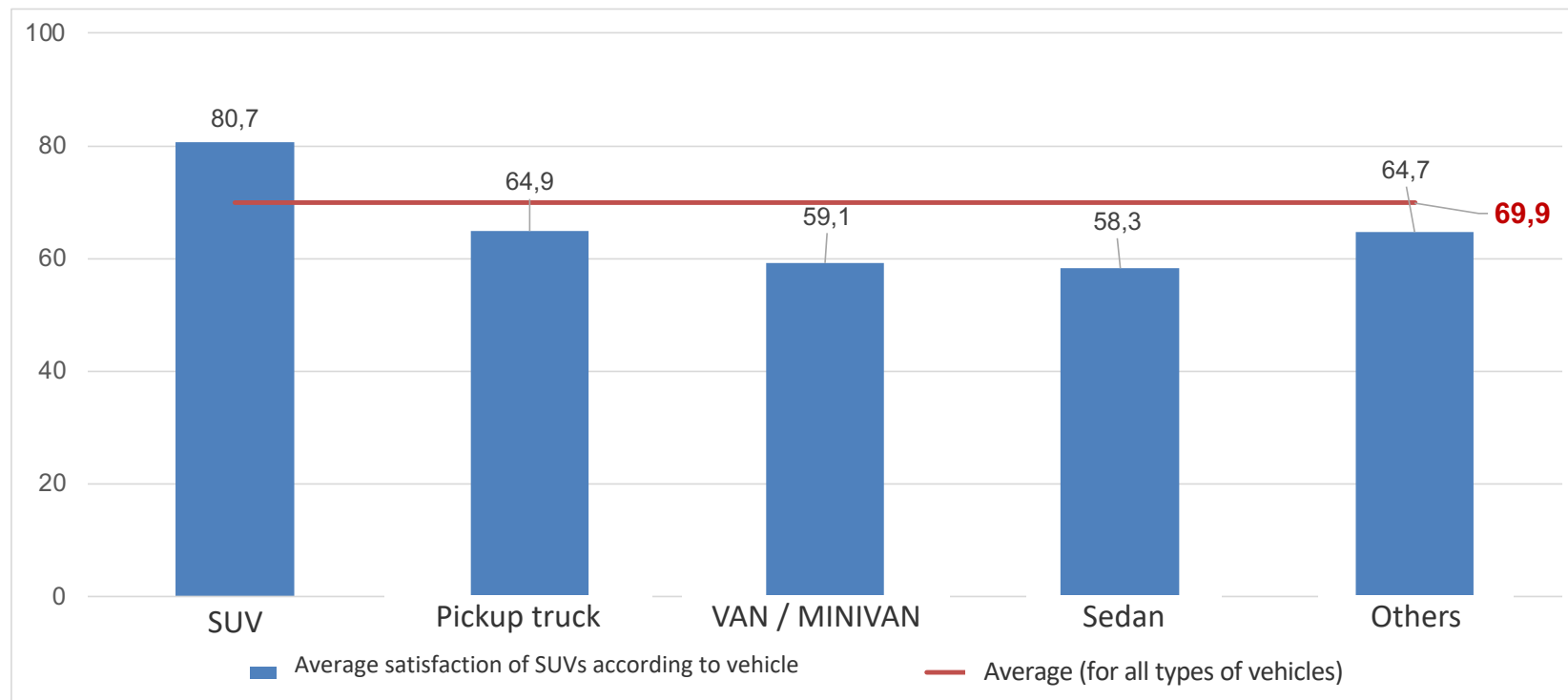


SUVs: the most popular vehicles

SUVs: vehicles with the highest overall rating: 70/100

(vs. 65 for sedans; 44 for pickup trucks, 35 for vans)

This is especially true among SUV drivers



Scale from 1 = don't like at all to 100 = like a lot

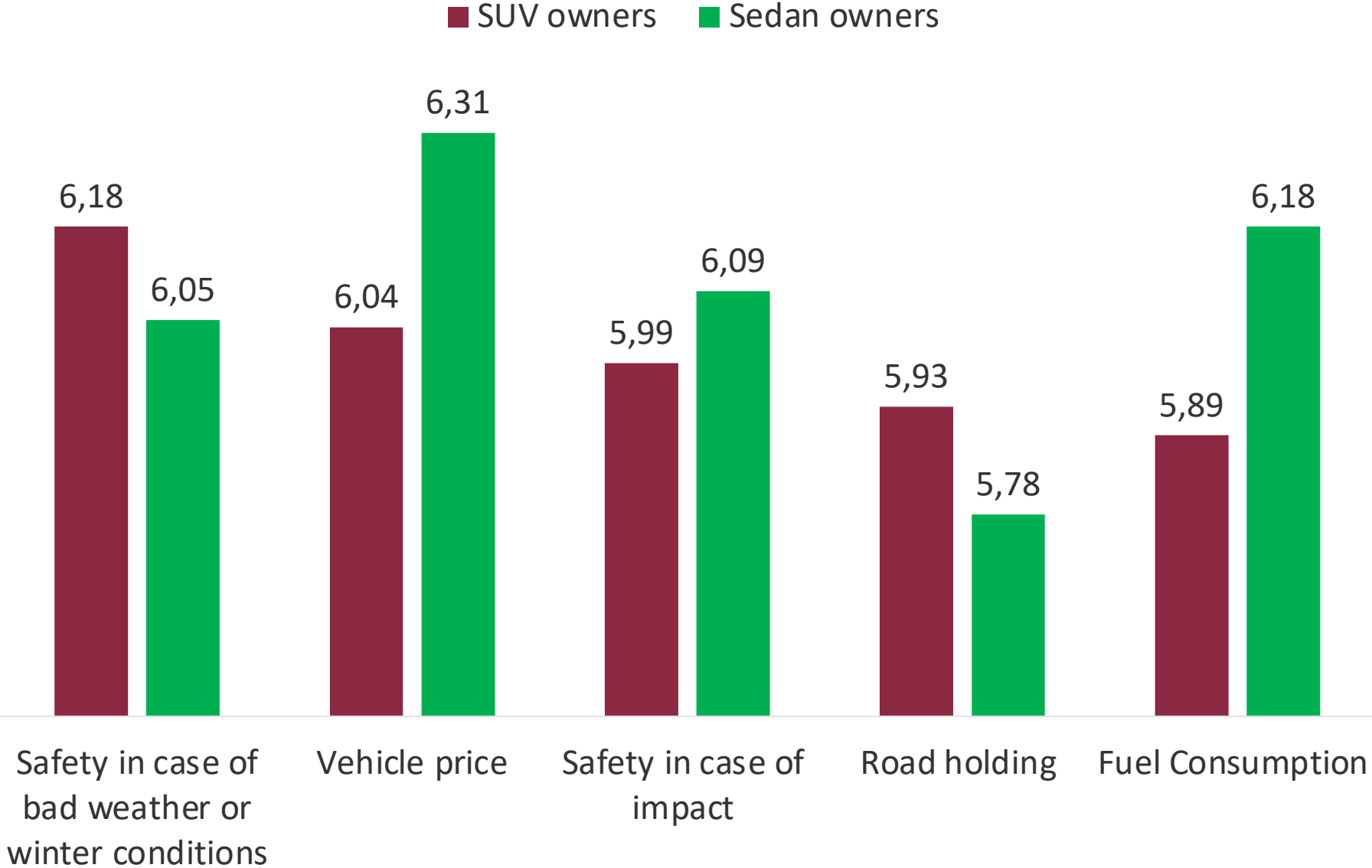


VEHICLE CHARACTERISTICS



Preferred features when purchasing the vehicle

TOP 5 identical regardless of the type of vehicle owned, but with a different ranking (out of 22 in the study)



Scale: 1 (Not important) to 7 (Very important)



Price and financing method

Although price is a determining factor in the purchase (most important factor in 2022 - 3rd in 2020) => there is a very important use of financing offered by the dealer

Method of financing the vehicle at the time of purchase

Purchase of the vehicle with **dealer financing** **46 %**

For **SUV** owners For **Sedan** owners

50 %

44 %

Increase compare to 2020 (37%)

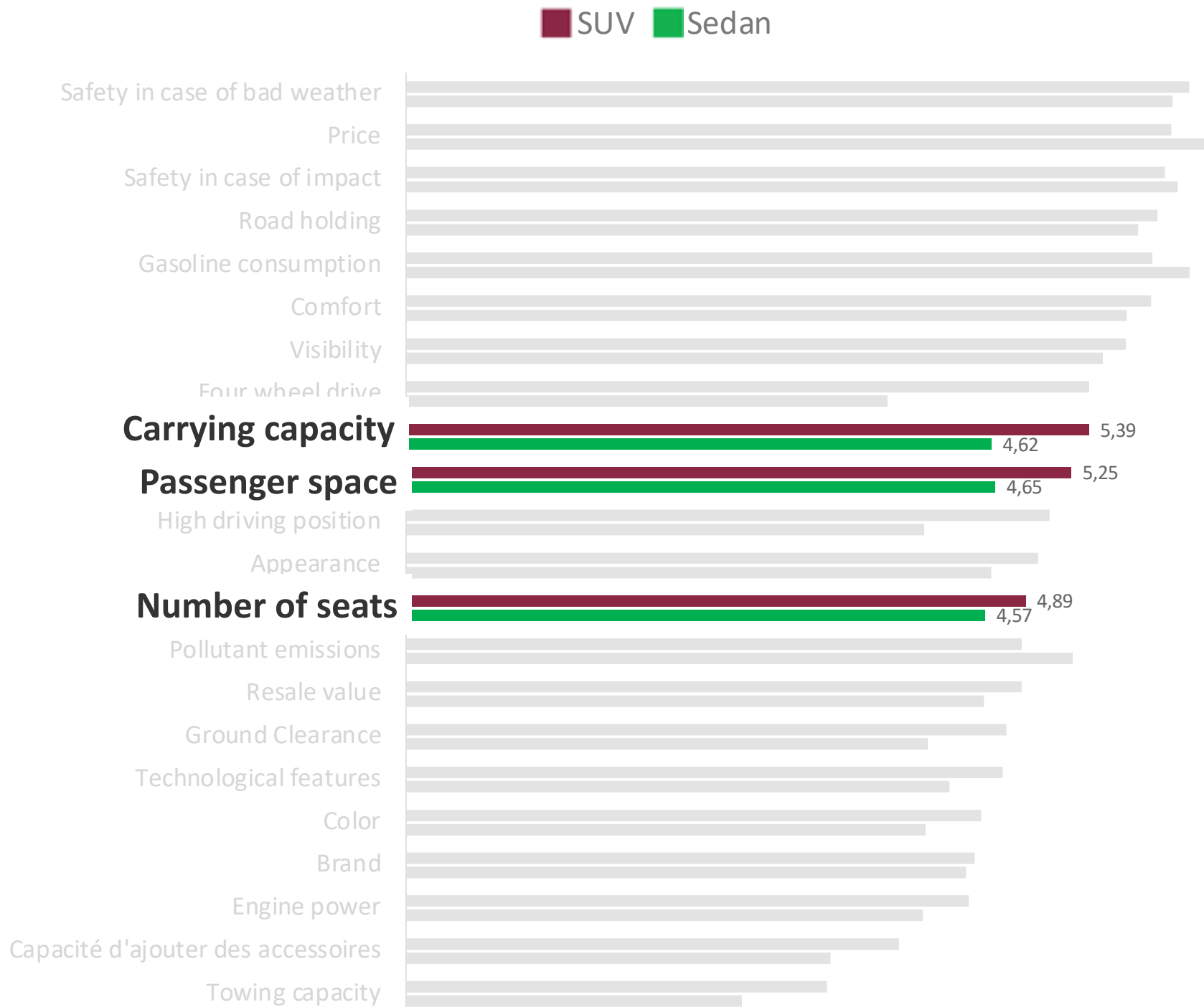
Purchase of the vehicle with **personal savings** **27 %**

For **SUV** owners For **Sedan** owners

24 %

29 %

Differences in space-related characteristics depending on the vehicle owned





Interior (seats)



Storage space (trunk)



Hitch (rear load)

VEHICLE USE

Specifics of the 2022 survey



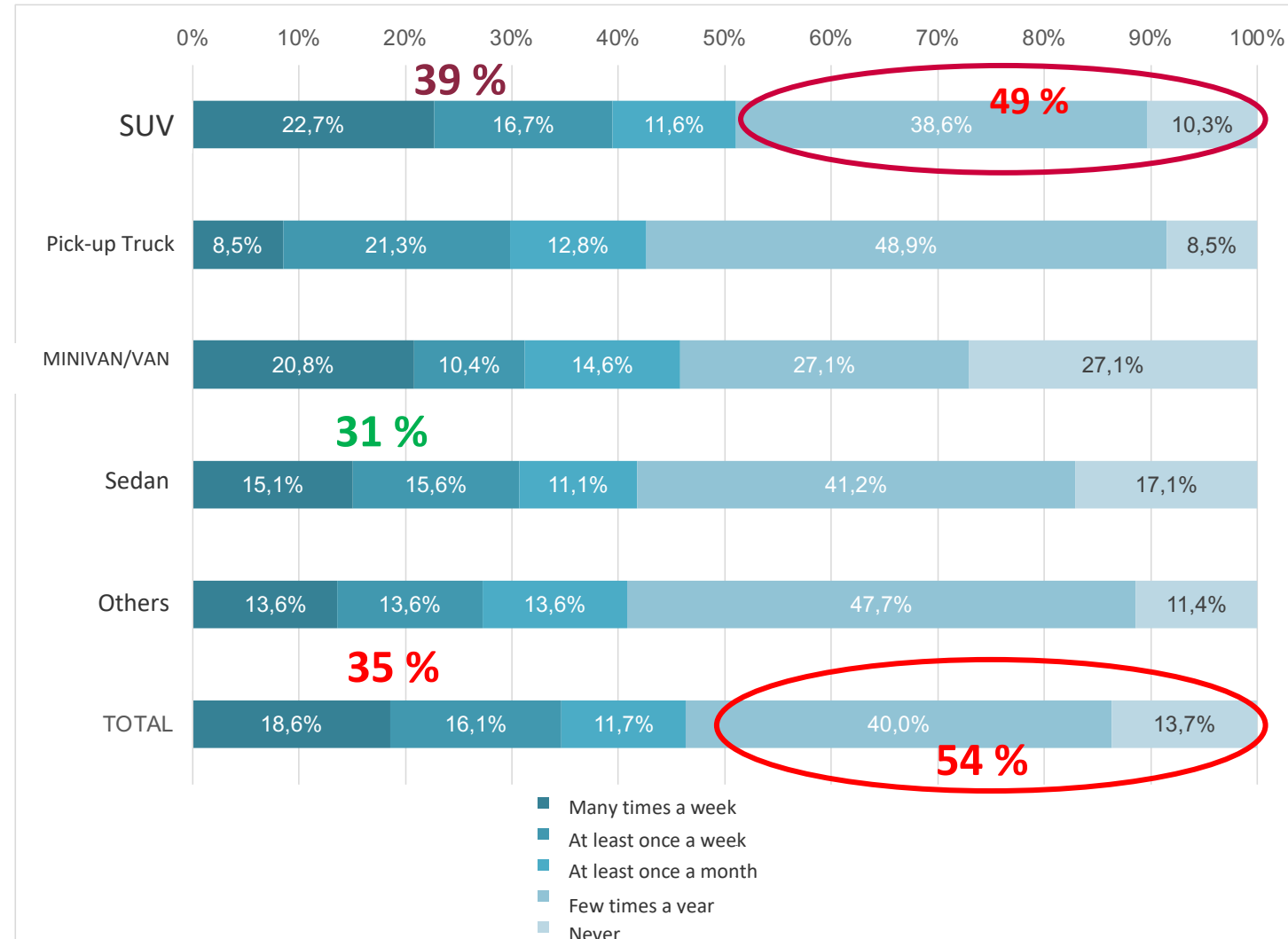
Use of the interior

On average: seats are generally **not used to their maximum capacity**

Difference in seat use at least once a week:

⇒ **more SUV owners than sedan owners (39% vs 31%)**

Frequency of use of the majority of seats in the passenger compartment by vehicle type



Use of the storage space

On average, the cargo space is generally **not used to full capacity**

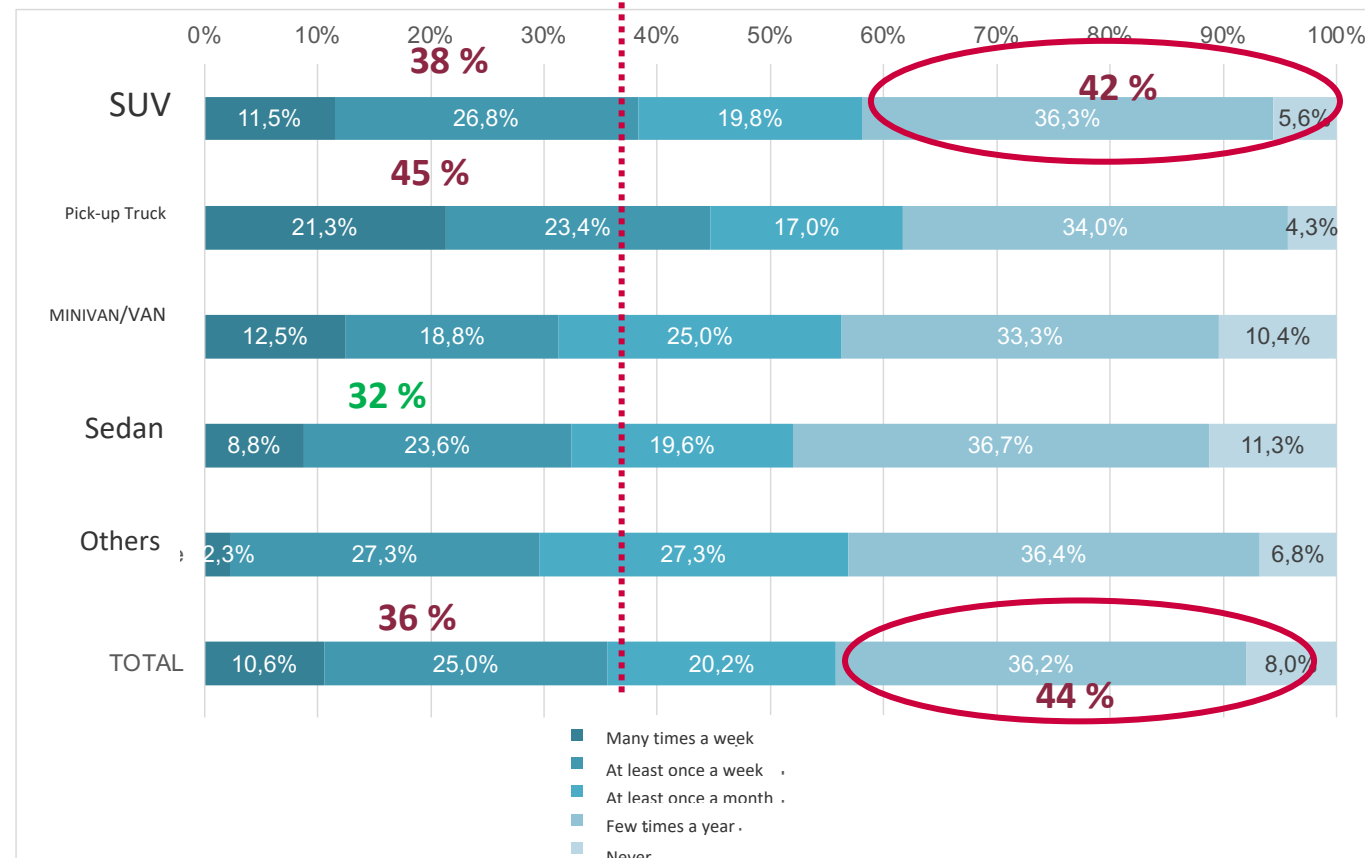
A few differences:

Pickup truck owners report using the full capacity of the cargo area **more often** than any other vehicle type.

Use of the full capacity of the trunk at least once a week

=> more **SUV** owners than sedan owners (38% vs. 32%)

Frequency of use of full trunk capacity by vehicle type



Determinants of the frequency of use of vehicle seats



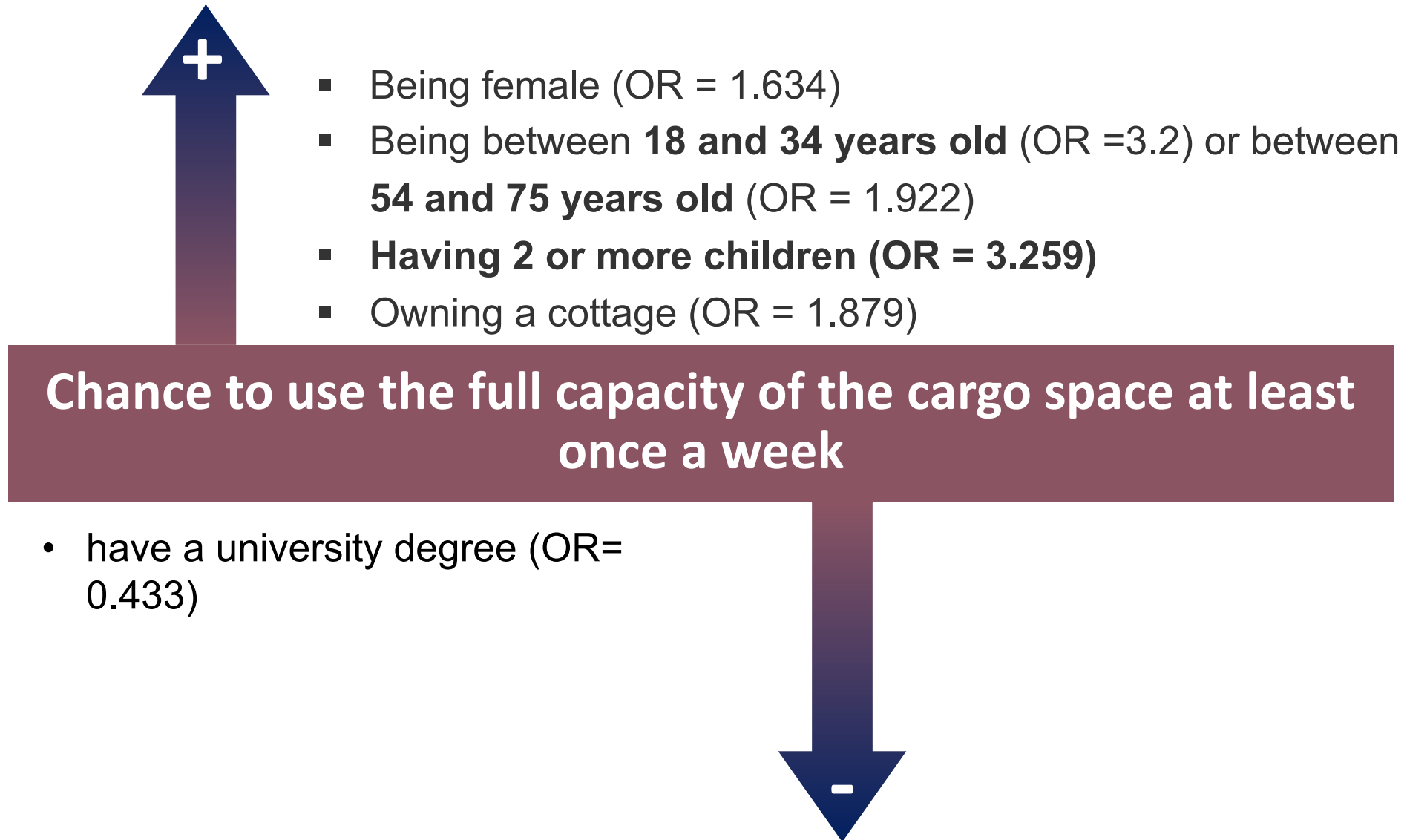
- Having **one** child (OR = 7.636) or **2 or more** children (OR = 23.126)
- Have an income of over \$100,000 (OR = 2.095)
- Having to transport materials or equipment as part of the job (OR = 3.004)

Chance to use most of the seats in your vehicle at least once a week

- Be over 75 years old



Determinants of the frequency of use of the full capacity of the cargo space



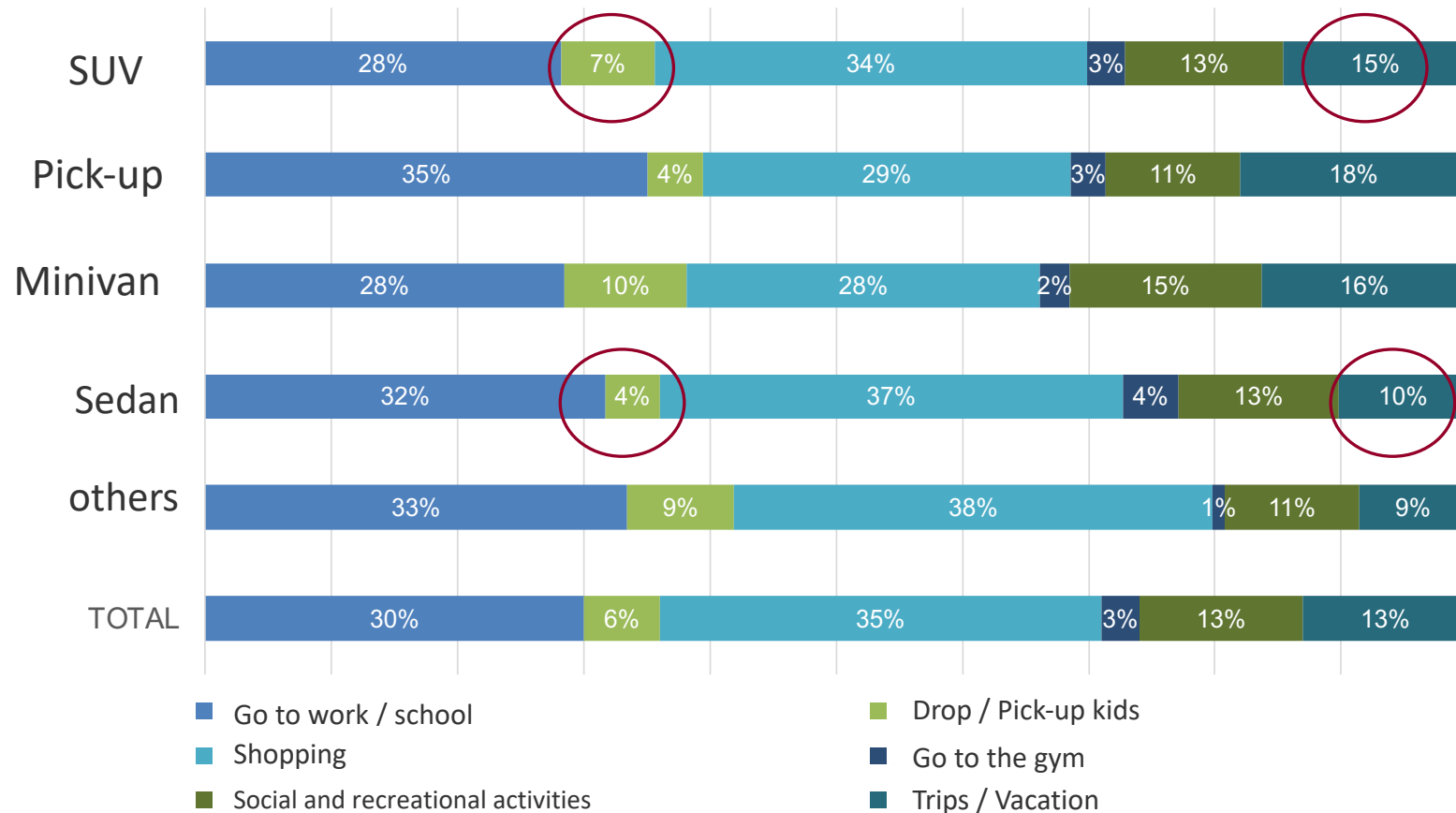
Types of travel

■ **Two predominant uses (65 % of trips) :**

- Going to school / work
- Shopping

■ **VUS vs Sedon owners**

- Most of their trips are for « **dropping off or picking up children** » and « **outings, trips and vacations** »



Real uses => out of step with the uses put forward in the advertisements



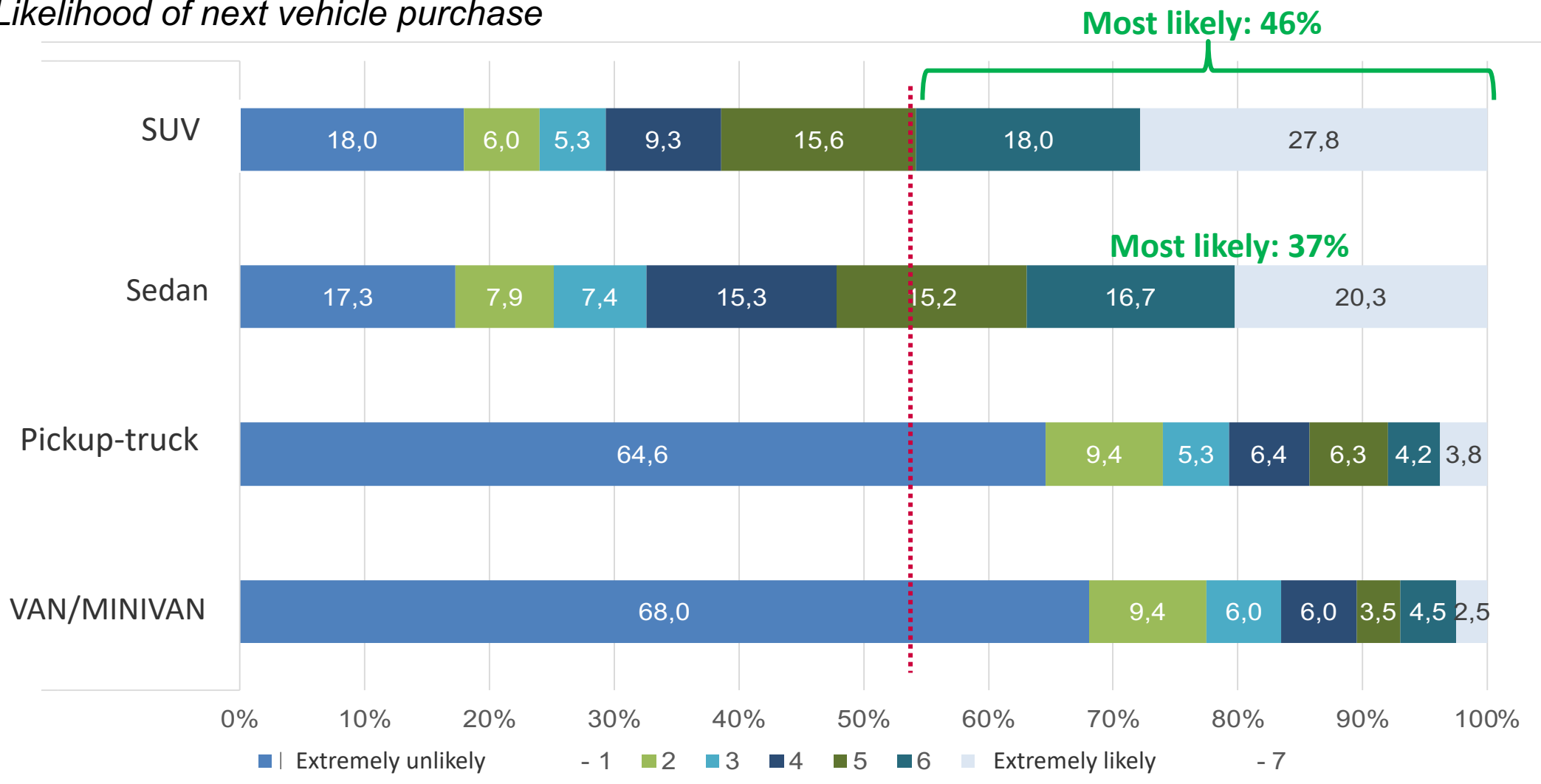
PURCHASE INTENTION OF QUEBECERS

How are preferences and usage reflected in purchase intentions?



Intentions for next vehicle purchase

Likelihood of next vehicle purchase

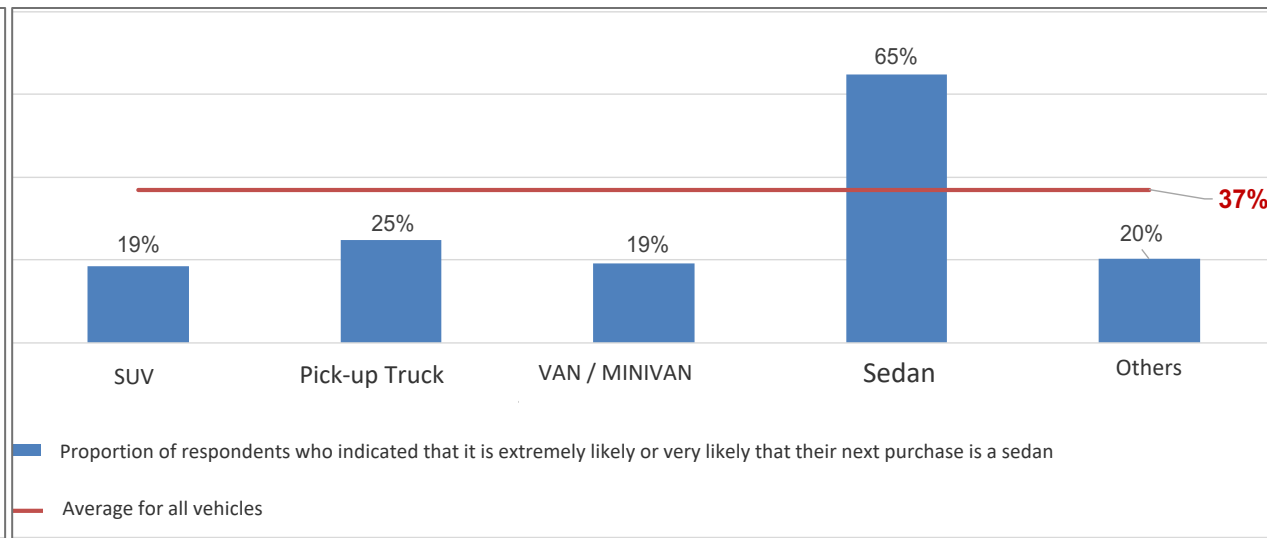
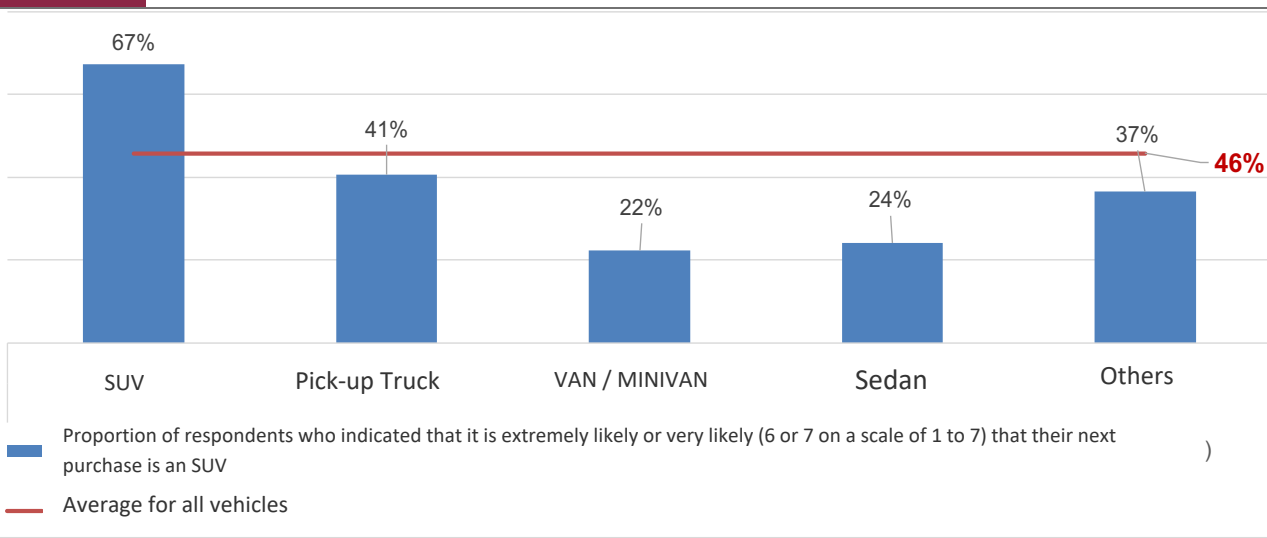


Purchase intentions according to the vehicle owned

Proportion of respondents who indicated that it is **extremely likely or very likely** that their next purchase will be

an SUV

a sedan




The average respondent will be significantly **more likely to repurchase the same type of vehicle they currently own**

Influence of socio-demographic variables on SUV purchase intention

Purchase intention for SUVs is higher among those who:

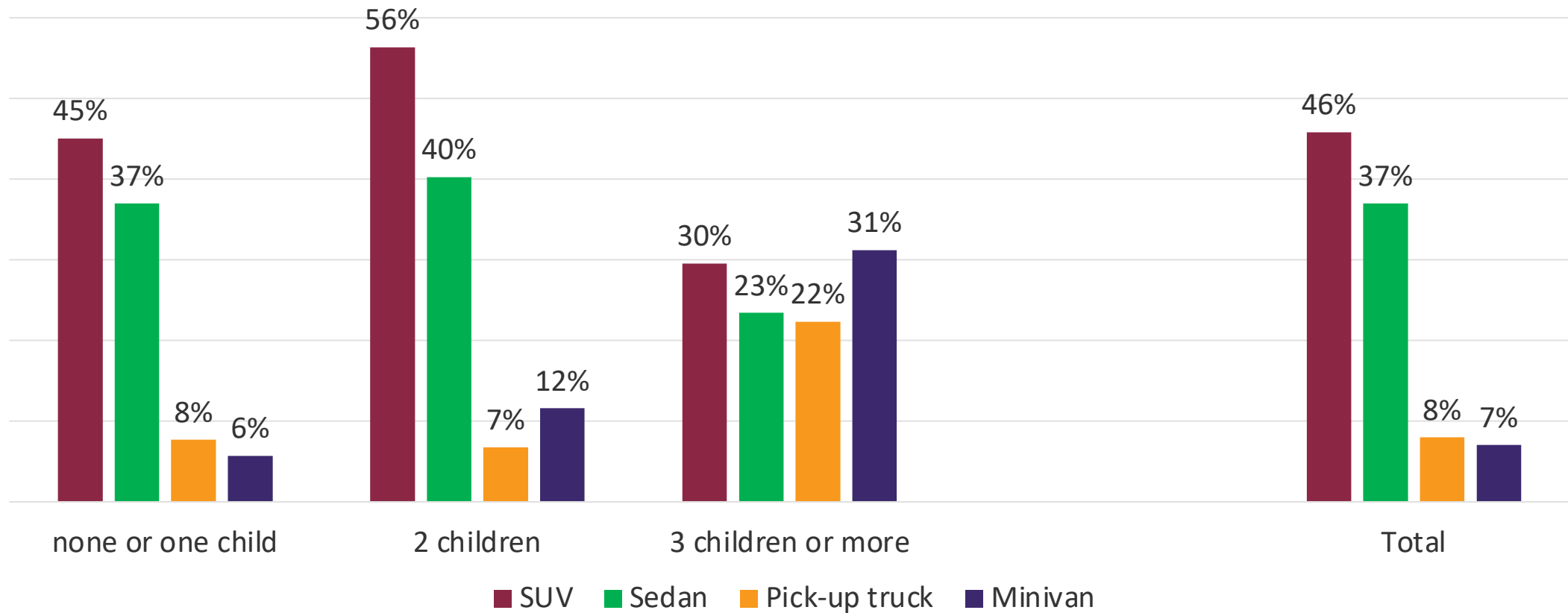
- are between the ages of **25 and 44**
- live in **rural or suburban areas**
- have an annual income of **more than \$125,000**
- own a **second home**
- have **2 children**



the more individuals believe that the actions of institutional and private actors have a negative impact on climate change, the more **likely** they are to purchase an SUV.

Influence of the number of children on SUV purchase intention

Purchase Intention - Proportion "Extremely or Very Likely" by Number of Children



Regression based on theoretical constructs and contextual and personal variables

Objective: to explain the variance of the dependent variable, but also to identify the predictors that have the most weight in explaining this variance

Factors that **increase** SUV purchase intent

- Indispensability of the vehicle
- **Materialism** (e.g., I like luxury, etc.)
- Emotional motivations (e.g., driving is fun, relaxing, etc.)
- **Social norms** (e.g., many people important to me own an SUV, etc.)
- Media influence (ex. : les médias donnent une bonne impression de l'utilisation d'un VUS, etc.)
- Use of full seating (3/5) at least once a week
- Secondary residence
- **Nature of primary vehicle owned (SUV)**

TO BE REMEMBERED

SUVs are still as
popular as ever

Still in 2022, SUVs are the most common vehicles :

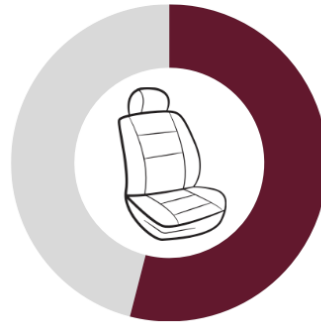
- **The most common (47 % of respondent)**
- **with the highest level of approval**
- **Most likely to be purchased as a next vehicle (46% extremely or very likely that the next purchase will be an SUV)**



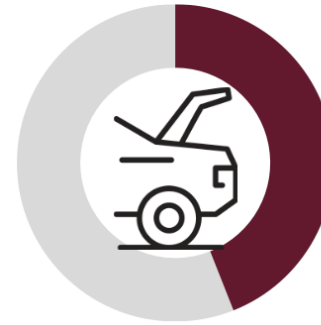
TO BE REMEMBERED

Quebecers say their vehicles are indispensable, but they are not often used to their full capacity

Use a few times a year or never



54%



44%



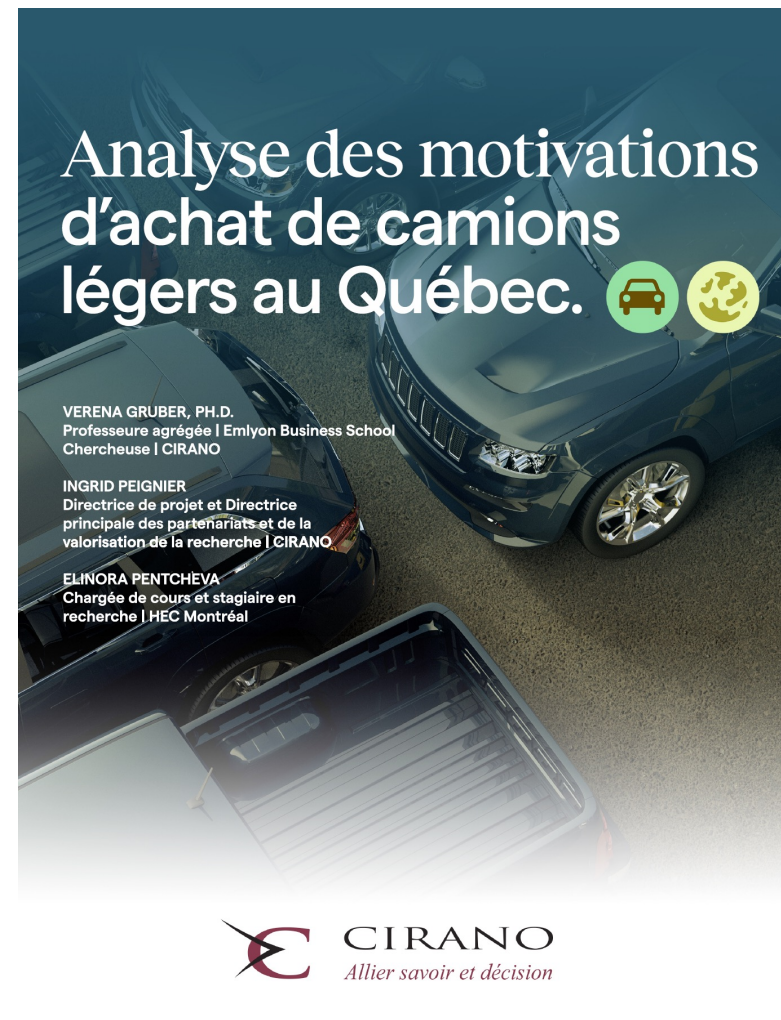
95%

The significant tendency of SUV drivers to want to repurchase the same type of vehicle underscores **the importance of interventions aimed at first-time buyers**, particularly to better assess **their true usage needs**.

Thank you for your attention



For more information, see the full report



<https://cirano.qc.ca/fr/sommaires/2023RP-05>

Indicative bibliography

Gruber, V., Peignier, I., Dubuc, C., Cayard, Y.-É. et Pentcheva, E. (2021a). Analyse des motivations d'achat de camions légers au Canada, Rapport de projet CIRANO 2021RP-06

Gruber, V., Peignier, I., Pentcheva, E. et Suri, A. (2021 b). Interventions to reverse the trend towards light-duty trucks in Canada, Rapport de projet CIRANO 2021RP-29