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KIJIJI IS CANADIANS GO-TO MARKETPLACE FOR MOTORS AND RENTALS

Finding the Perfect Rental or Car Just Got Easier with Kijiji

Making big life decisions like finding a rental or buying a car can be overwhelming. Fortunately, Kijiji simplifies this process with comprehensive real estate and automotive solutions, making it easier for consumers to find what they're looking for.

Here are Kijiji's top tips, based on consumer insights, to help Canadians make informed choices.

REAL ESTATE

Affordability: 75% of Canadian respondents feel pessimistic about the future affordability of Canada's housing market.*

- *Kijiji has over 4,000 new listings added to the platform across Canada every single day, meaning we have something for everyone that fits all budgets (and wish lists).*

Transparency Matters: 51% of Canadians said transparency was most important to them when using a real estate agent.*

- *Kijiji provides renters with all of the information they need upfront and users can filter based on their needs (location, price, unit size and type, online applications, amenities included, and more).*

Ease of Finding Listings: 20% of Canadians also reported that they feel the burden of finding listings themselves - whether they work with a realtor or not.*

- *Kijiji offers Save Search Alerts so renters can save their search criteria and get notified when new ads are posted.*

MOTORS

Desire for Price Transparency: 78% of respondents rely on independent online research for their car-buying decisions; 59% of Canadians said that determining if a vehicle is priced fairly was the most challenging part of the car buying process; and 63% are likely to get a trade-in estimate before visiting a dealer.*

- *To help Canadians better prepare for their dealership negotiations, Kijiji offers Free Vehicle Trade-in Estimates and Pre-Qualify for Financing tools.*

Inventory Available: 31% of Canadians reported they find searching for a vehicle that meets their needs as one of the most challenging parts of the car buying process.*

- *With over 245,000 vehicles on the platform, there's no shortage of great brands and models to choose from on Kijiji, even brand new or like-new vehicles from thousands of trusted automotive dealers across Canada.*

ADDITIONAL INFORMATION

If you are interested in exploring Kijiji's findings further or require more detailed insights, you can also access Kijiji's most recent [Real Estate Trend Report here](#) and the latest [Motors Trend Report here](#).

-30-

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ABOUT KIJJI

Kijiji is Canada's premier marketplace, enabling millions to shop locally and sustainably since 2005. Our mission is to be the most loved, trusted and valued marketplace in Canada for life's biggest moments. As a leader in helping Canadians make money and find great deals in their communities, we're also Canada's #1 visited rentals and autos marketplace.

SURVEY METHODOLOGY

*This [Maru Public Opinion](#) survey conducted on behalf of Kijiji was undertaken by the sample and data collection experts at [Maru/Blue](#). 1,530 randomly selected Canadian adults who are [Maru Voice Canada](#) (of which 354 reside in Quebec) online panelists were surveyed from May 15th to May 16th 2024. The results of this study have been weighted by education, age, gender and region (and in Quebec, language) to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. Discrepancies in or between totals when compared to the data tables are due to rounding.