

In February 2022, we reached out to our Globe Insiders to ask them about their automotive purchases and intended purchases, their top brands and views on electric vehicles. Purchase is top mind with many and electric vehicles are definitely in the mix. Here's what they had to say:

QUICK FACTS

- 1 70% of those who have purchased a vehicle in the past two years purchased or leased a NEW vehicle
- 2 67% of those who plan to purchase a vehicle in the next two years, plan on purchasing or leasing a NEW vehicle
- 3 Wanting a newer model is the number one reason for intending to purchase (45%)
- 4 Reliability is the number one factor for purchase intenders considering their next vehicle (80%)
- 5 Over half (58%) of past purchasers took up to three months from wanting/needing to purchasing a car

VEHICLE USES AND BRAND PREFERENCES

TOP FIVE VEHICLE USES:

1. Shopping/running errands (95%)
2. Visiting family/friends (83%)
3. To/from leisure activities (74%)
4. Short driving trips (66%)
5. In province road trips/vacations (55%)

TOP TYPES OF VEHICLES PURCHASE INTENDERS ARE CONSIDERING:

1. SUV (54%)
2. Crossover (24%)
3. Sedan (22%)

TOP BRANDS PURCHASE INTENDERS ARE CONSIDERING:

1. Toyota (37%)
2. Subaru, Honda (23%)
3. Hyundai, Audi (20%)
4. Ford, Volkswagen (17%)
5. BMW, Kia, Lexus (15%)

ELECTRIC VEHICLES (EV)

PLANS TO PURCHASE AN EV

48%

of purchase intenders (next 2 years) are considering an electric / plug-in hybrid electric vehicle for their next purchase

TOP REASONS FOR NOT CONSIDERING AN EV

1. Driving Range (67%)
2. Lack of charging infrastructure (67%)
3. Cost (47%)
4. Concerns over reliability in cold weather (45%)
5. Time required to charge the battery (44%)