

In March 2023, we reached out to our Globe Insiders to ask them about their car buying and driving habits. The survey targeted past purchasers and intenders to learn more about their behaviours, needs and wants when shopping for a vehicle. Here's what they had to say:

## QUICK FACTS

- 1 68% purchased their last vehicle over 3 years ago
- 2 1 in 3 (29%) Globe readers are planning to buy a car in the next 2 years
- 3 76% of Globe readers take upwards of 6 months from wanting/needing to purchasing a vehicle
- 4 Vehicle Reliability, price and safety are most important to Globe readers who are looking for a vehicle
- 5 49% of Globe past purchasers switched auto brands

## VEHICLE AND BRAND PREFERENCES

**53% of Globe purchase intenders are considering buying or leasing a luxury vehicle**

\*Luxury brands include: Acura, Alfa Romeo, Audi, BMW, Cadillac, Genesis, Infiniti, Jaguar, Land Rover, Lexus, Lincoln, Mercedes-Benz, Porsche, Tesla, Volvo

### TOP TYPES OF VEHICLES PURCHASE INTENDERS ARE CONSIDERING:

1. SUV (56%)
2. Sedan (27%)
3. Crossover (26%)

### TOP BRANDS PURCHASE INTENDERS ARE CONSIDERING:

1. Toyota (40%)
2. Honda (27%)
3. Hyundai (25%)
4. Subaru (23%)
5. Volkswagen, Ford (19%)

## ELECTRIC VEHICLES (EV)

### TOP REASONS FOR CONSIDERING AN EV

1. Better for the environment (81%)
2. Fuel cost savings (69%)
3. Lower cost of maintenance (53%)
4. Interested in new vehicle technology (42%)
5. Better driving experience (18%)

### TOP REASONS FOR NOT CONSIDERING AN EV

1. Lack of EV charging infrastructure (71%)
2. Driving Range (68%)
3. Cost (57%)
4. Concerns over reliability in cold weather (54%)
5. Time required to charge the battery (45%)

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