



**THE
GLOBE
AND
MAIL**

INSIDERS

Automotive Study
March 2023

Introduction

Objective and Methodology

To gain a deeper understanding of Globe readers' car buying and driving habits we reached out to our Globe Insiders panel. The survey targeted past purchasers and intenders to learn more about their behaviours, needs and wants when shopping for a vehicle.

Survey Period:

March 1-5, 2023

Respondents:

1,538 total respondents (42% response rate)

Qualified respondents:

- Vehicle Purchasers in the past 2 years (n=440)
- Vehicle Intenders in the next 2 years (n=445)

The results from this survey reflect a sample of Globe print and digital readers – they are not representative of the Canadian population.



Summary

1 in 3 Globe readers are planning to buy a car in the next 2 years

- 68% of readers indicated they had last leased or purchased a vehicle at least three years ago; 42% had not leased or purchased within the last 5 years
- 29% are planning to lease or purchase within the next 2 years
- 68% of those planning to lease or purchase anticipate a new (vs. used) vehicle
- More than half of those looking to buy or lease in the next 2 years are already researching/shopping

Brands are important – but Globe readers DO switch

- Toyota was the top brand considered by previous buyers and is the top brand by those planning to buy or lease
- 49% of past purchasers switched brands and nearly everyone planning an auto purchase agreed with the statement that a brand's reputation and history was important to their decision

Globe readers are considering a luxury brand

- Of those buying or leasing a car within the next two years, 53% are considering a luxury brand
- Audi is at the top among those who are considering a luxury brand

Globe readers are also considering an electric vehicle

- 48% of those in market are considering an electric or Plug-in hybrid vehicle
- 81% indicated "Concern for the Environment" as a reason for considering an EV or Plug-in hybrid
- "Lack of vehicle charging infrastructure" was a reason given by 71% of those NOT considering an EV for their next car

Source: The Globe Insiders, Automotive Insights study, March 2023 (n=1,538)

