



GLOBE INSIDERS

Auto Study
March 2024





Introduction

Objective and Methodology

To gain an updated understanding of Globe and Mail readers' car buying behaviours and plans, particularly around electric vehicles.

Some of the questions we asked our Globe Insiders considered:

- How many cars were in their household
- If they recently purchased or lease a car
- The type of cars in their household by engine type and brand
- Their plans for buying or leasing a new or used car in the future

The survey asked many specific EV questions of current and prospective EV drivers

Survey Period: March 21 – 26, 2024

Survey Participants: 1,451 respondents (42% response rate)

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





Auto Study 2024 Summary

Globe readers and their current automobiles:

- 47% have 1 car in their household; 2+ car households usually have 2 cars
- 91% of car owners report having a car with a gasoline-based engine
- The top brands for these ICE cars are Japanese: Toyota, Honda, Subaru and Mazda; only one North American brand, Ford, resides in this top 5
- 1-in-5 (19%) bought or leased a car in the past 12 months

Globe readers and their future automobiles:

- 31% plan to buy or lease a car within the next two years
- 54% are considering a car with a gasoline powered engine; 50% are considering a hybrid
- 49% are considering a plug-in hybrid or an EV
- Toyota is the lead brand being considered across all engine types except electric

Globe readers and EVs:

- 88% charged their EVs away from home; 91% of people charging in multiple locations charge most frequently at home
- 89% of Globe EV owners are very satisfied with their cars; some have reported an issue with decreased range
- 73% of those considering an EV in the next 2 years would prefer a minimum range of 301-500 KM
- Nearly half would spend up to \$60,000 on a new EV
- 31% would spend more than \$70,000 on a new EV

Source: Globe Insiders panel, Auto Survey, March 21 – 26, 2024



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