



GLOBE INSIDERS

Auto Study
January 2025



Introduction

Objective and Methodology

To update our understanding of Globe and Mail readers' car buying behaviours and plans.

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

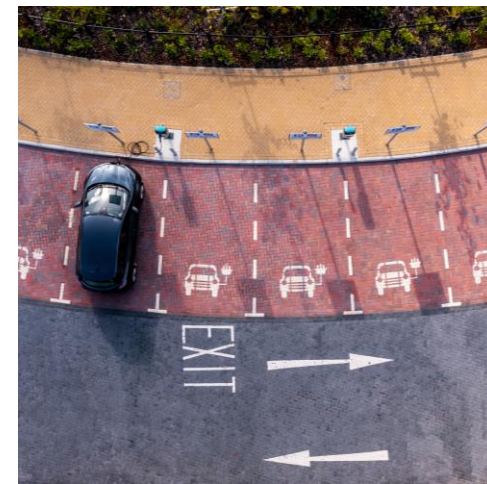
The survey asked many specific EV questions of current and prospective EV drivers.

Survey Period: January 9, 2025 – January 13, 2025

Survey Participants: 1,241 (35% response rate)

Last Globe Insiders Auto Survey: March 2024

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





Auto Study 2025 Summary

Globe readers and their current automobiles:

- 46% have 1 car in their household; 46% have 2+ cars
- 89% of car owners report having a car with a gasoline-based engine
- The top brands owned with internal combustion engines are Japanese: Honda, Subaru and Toyota; only one North American brand, Ford, resides in the top 5
- 17% bought or leased a car in the past 12 months

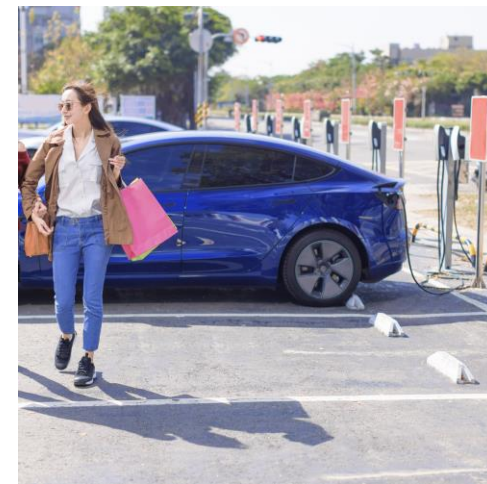
Globe readers and their future automobiles:

- 31% plan to buy or lease a car within the next two years
- 57% are considering a hybrid; 55% are considering a car with a gasoline powered engine
- 28% are considering an electric, 28% are considering a plug-in hybrid electric
- Toyota is the lead brand being considered across gasoline, hybrid and plug-in hybrid engine types

Globe readers and EVs:

- 62% charge their EV only at home
- 98% of Globe EV owners are very satisfied or satisfied with their cars
- 75% of those considering an EV in the next 2 years would prefer a minimum range of 301-500 KM
- 39% would spend up to \$70,000 or more on a new EV
- 42% think that public access to EV charging has improved over the past 12 months

Source: Globe Insiders panel, Auto Survey, January 2– 18, 2025



For more information on this study or
The Globe Insiders panel, please contact:



GLOBE INSIDERS

Andrew Consky

Head of Research and Media Insights

aconsky@globeandmail.com

Jason Ainsworth

Research and Insights Analyst

jainsworth@globeandmail.com



Auto Study
March 2024