

How Canadians Searched for Cars

Based on AutoTrader.ca national search data from hundreds of thousands of vehicles on the marketplace

TOP SEARCH 2022

1 Ford F-150



Top 10 Models

Canada's top vehicles based on national search data

2 Honda Civic



3 BMW 3 Series



4 Ford Mustang



5 Mercedes-Benz C-Class



6 Porsche 911



7 Toyota RAV4



8 Mercedes-Benz E-Class



9 Chevrolet Corvette



10 Jeep Wrangler



Top Models by Region

No. 1 models from coast to coast



Ford F-150
British Columbia
Alberta
Manitoba
Saskatchewan
Atlantic Canada



Honda Civic
Ontario
Quebec

2 in 3

EV intenders* said the rise in gas prices directly accelerated their desire to go green, in a bid to reduce fuel dependency

148%

increase in inquiries about EVs from car shoppers since the start of 2022 compared to the same period in 2021

High Gas Prices Boost Electric Vehicle Interest

Electric vehicles (EVs) have been climbing in popularity for years, with interest soaring to new heights in 2022. Fuel cost efficiency remains the top factor for EV adoption, followed by environmental friendliness and low maintenance, with EV searches the highest in British Columbia and Ontario, likely in response to greater government incentives offered in these regions.

* According to a study conducted in March 2022 among next 12 months vehicle intenders

Car Shoppers Adapt to Supply Issues

This year Canadians continued to face higher vehicle prices, less availability and longer wait times, as impacts of the microchip shortage persisted. These factors have made new vehicles an even hotter commodity.

* According to a study conducted in May 2022 among next 12 months vehicle intenders

49 days

is the average time a new vehicle spent on AutoTrader in 2022, compared to 86 days in 2021 (a -43% decrease)

23%

car shoppers willing to pay more due to the shortage*

33%

willing to change the vehicle brand and model they were planning to buy*

Canadians Turn to Used Vehicles as Prices Start to Soften

Last year, the impacts of the global microchip shortage strained new vehicle supply, prompting more Canadians to consider buying used.

With the average price of used vehicles softening, and inventory rising on AutoTrader, used vehicles continue to be an appealing option for car shoppers.

36%

of consumers were willing to switch from purchasing new to used, a 10% jump from 2021*

* According to a study conducted in May 2022 among next 12 months vehicle intenders

Purchase Intent Remains Steady

Despite economic uncertainty, AutoTrader's research indicates a promising outlook for the automotive industry.

24%

of Canadians intended to purchase a vehicle in the next six months as of October 2022, compared to 18% in March 2022

The study revealed that car shoppers' budgets likely won't change even if the market does, regardless of the economic condition