

EMC EV Buying/Leasing Experience Survey

This EMC survey aimed at members and Canadian EV drivers was undertaken in January 2016.

Participation

1,479 Canadian in 9 provinces and 2 territories participated (86% are living in Quebec. Of the remaining 14%, 35% are living in Ontario and another 35% are living in BC.)¹
71% of participants are men over 40 years old.

EV Drivers

- More than 80% of respondents are currently driving an EV: 35% drive a Chevy Volt - 23% drive a Nissan Leaf - 5% drive a Tesla.
- 61% have **bought their EV** in **2014** or **2015** in a **large urban population centre**.
- The most useful source of information about EVs before buying one are other EV drivers, EV driver associations and blogs.
- 80% of the participants said their EV buying/leasing experience met or exceeded their expectations.
- More than half of the EV drivers visited only **one dealership, and more than 20 % visited 2 dealerships**.
- An EV was available to test drive for 75% of all EV drivers. For the **25%** who could not test an EV during their first visit at the dealership, close to **60%** had to **wait more than 2 weeks** for a test drive.
- More than **65%** of EV drivers estimated that the **salesperson reacted positively** to their request of acquiring an EV.

Delivery Delay

- More than **35%** said there was **less than a week delivery delay expected**.
- Close to **20%** were told it would take **more than 8 weeks**.
- The delay was respected for 90% of the participants.
- For those who experienced additional delays, 50% waited less than a month while the other half waited more than a month.

We can observe variable results, especially in the delivery delays for less popular models (Chevrolet, Nissan and Tesla excluded).

Non-EV Drivers

For the 20% who do not own an EV, the main reasons is the **high cost of purchase** followed by the lack of infrastructure, the fact that EVs are not suited to their needs, the type of models offered, the limited usage and long delivery delays.

¹ It is important to note that there are very little or no discrepancies between the answers in Quebec and in the other provinces.