Detailed results

Perceptions of Electric Vehicles (EV)

Conducted for Electric Mobility Canada (EMC)

Sample of 1500 Adult Canadians

September 2023

margin of error of ± 2.53%, 19 times out of 20

We ordered this survey from Abacus because:

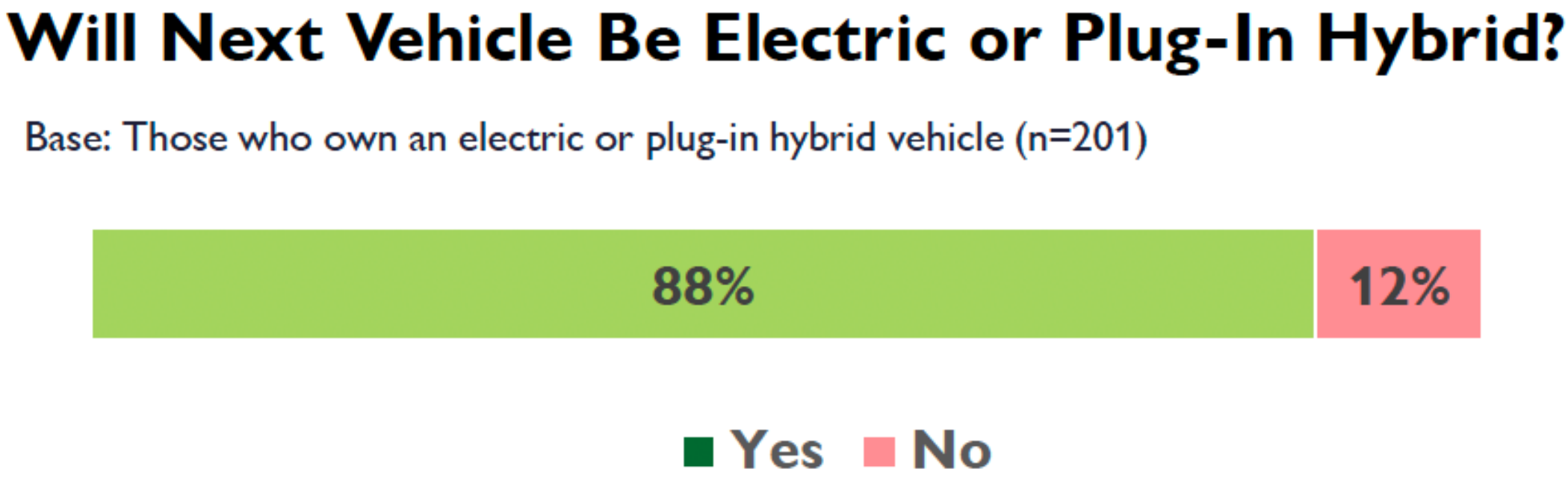
- Only 2% of Canadians drive ZEVs so very few Canadians actually know about them

- Standard surveys generally ask questions on topics that the vast majority of people heard about but actually are not familiar with: range anxiety, charging anxiety, affordability, etc.

- Many media and social media posts disseminate incomplete or wrong information regarding ZEVs: CBC, CTV, La Presse, Facebook, etc.

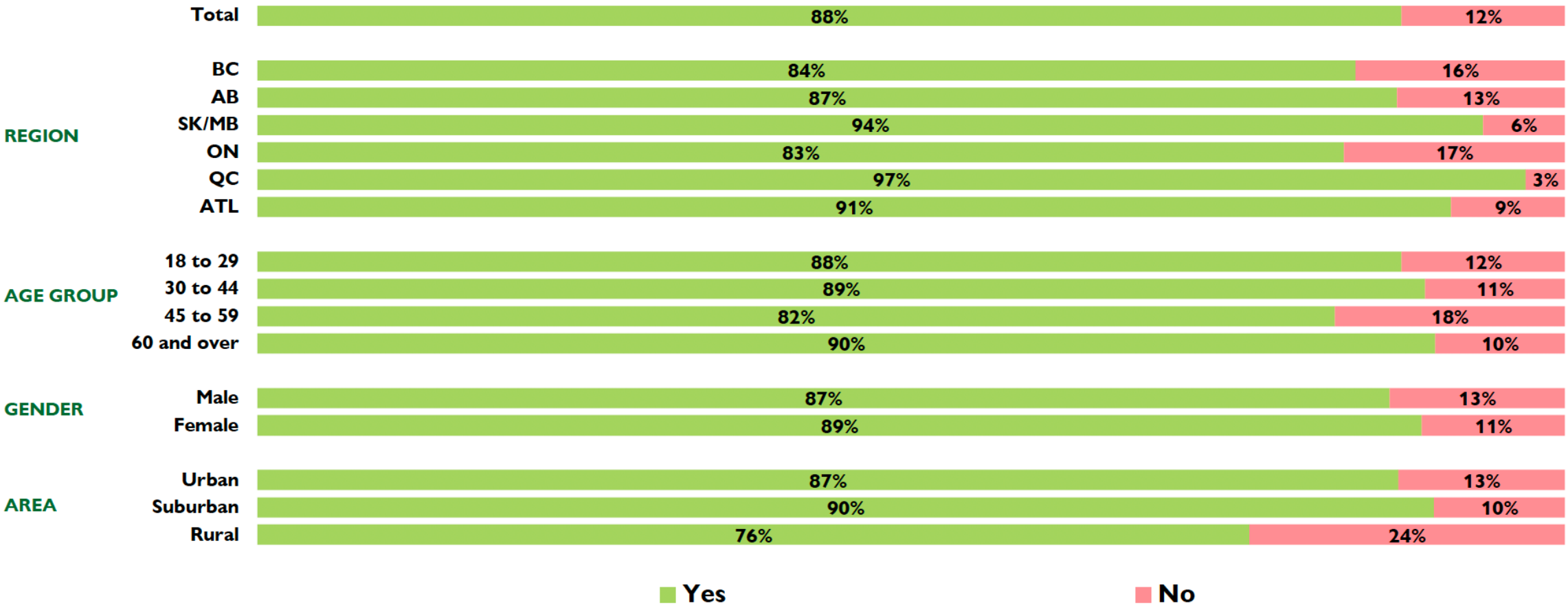
Question #1: do you currently own an electric or a plug-in hybrid vehicle?

For those who already own an EV or a PHEV:



Will your next vehicle be electric or plug-in hybrid?

Will your next vehicle be electric or plug-in hybrid?



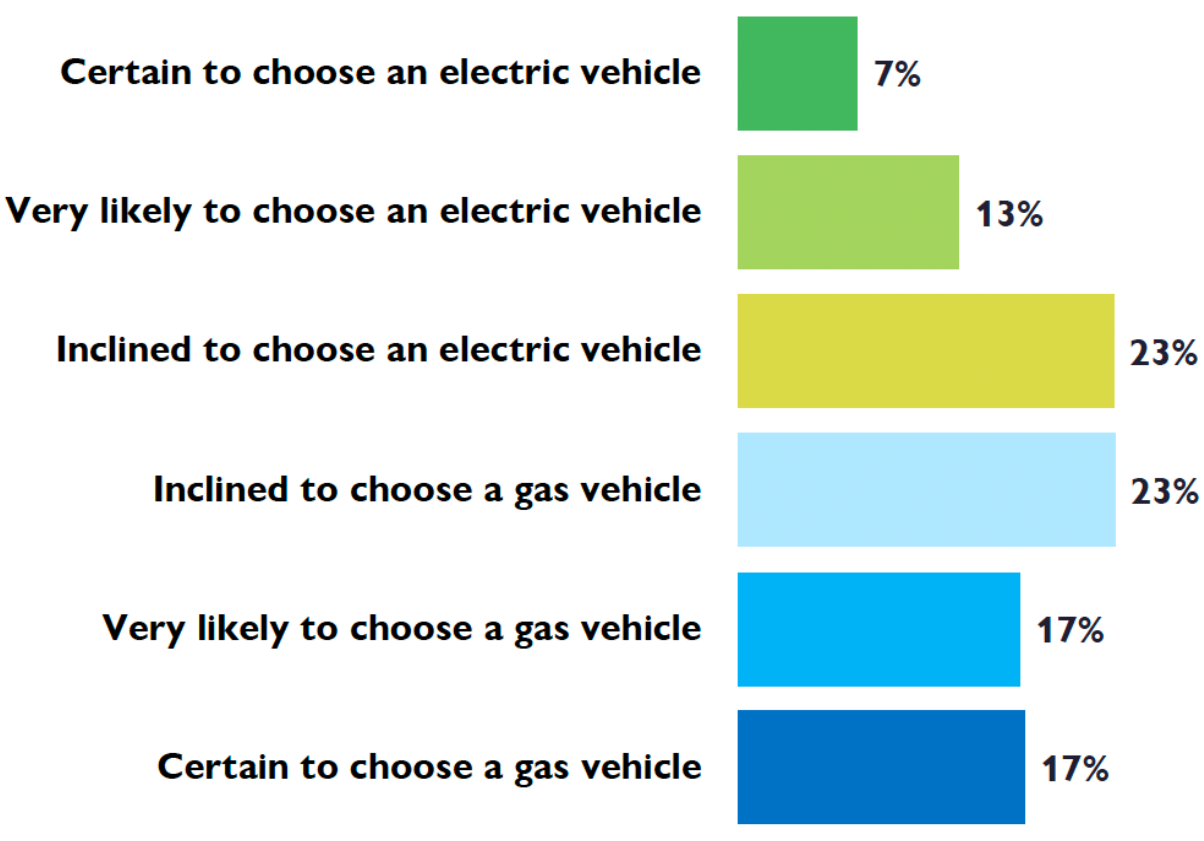
[those who own an electric or plug-in hybrid vehicle] Base n=201

When thinking about your next vehicle purchase, which will you choose?

Among those who do not currently own an EV or a PHEV

Thinking about your next vehicle, would you be…

Among non-EV owners



43%
Inclined to choose an EV

Urban	Suburban	Rural
47%	43%	33%

57%
Inclined to choose a gas vehicle

Urban	Suburban	Rural
53%	57%	67%

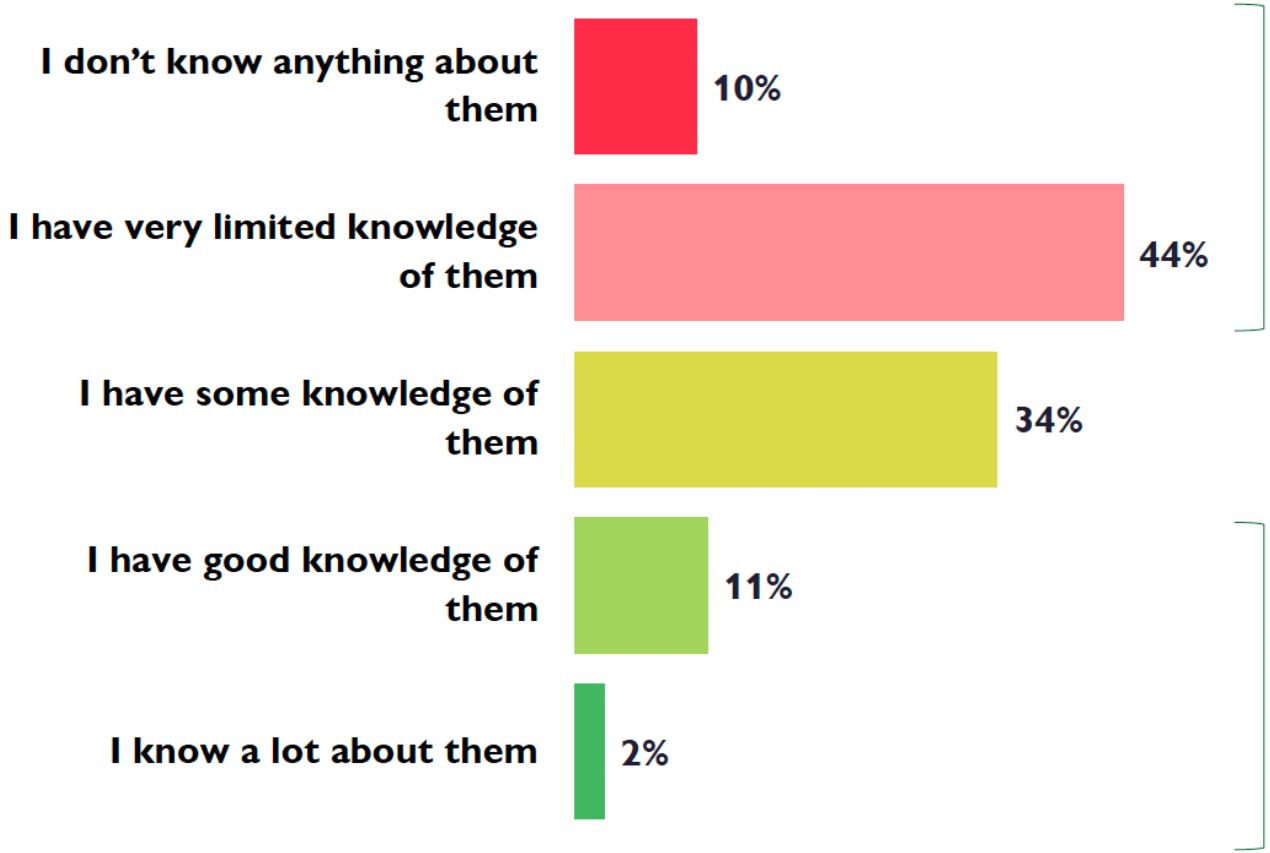
Base: Those who do not own an electric or plug-in hybrid vehicle (n=1,299)

We then asked people about different subjects… and provided them with the right answers after they responded to EV related questions

- Government rebates
- Number of ZEVs offered below the average selling price of new light duty vehicles
- Average range of new BEVs
- Number of public chargers in Canada
- Battery life
- Fire incidents
- etc

In your opinion, how knowledgeable are you about electric vehicles?

Knowledge of EVs



53%
Limited knowledge

18 – 29	30 – 44	45 – 59	60+
44%	51%	59%	57%

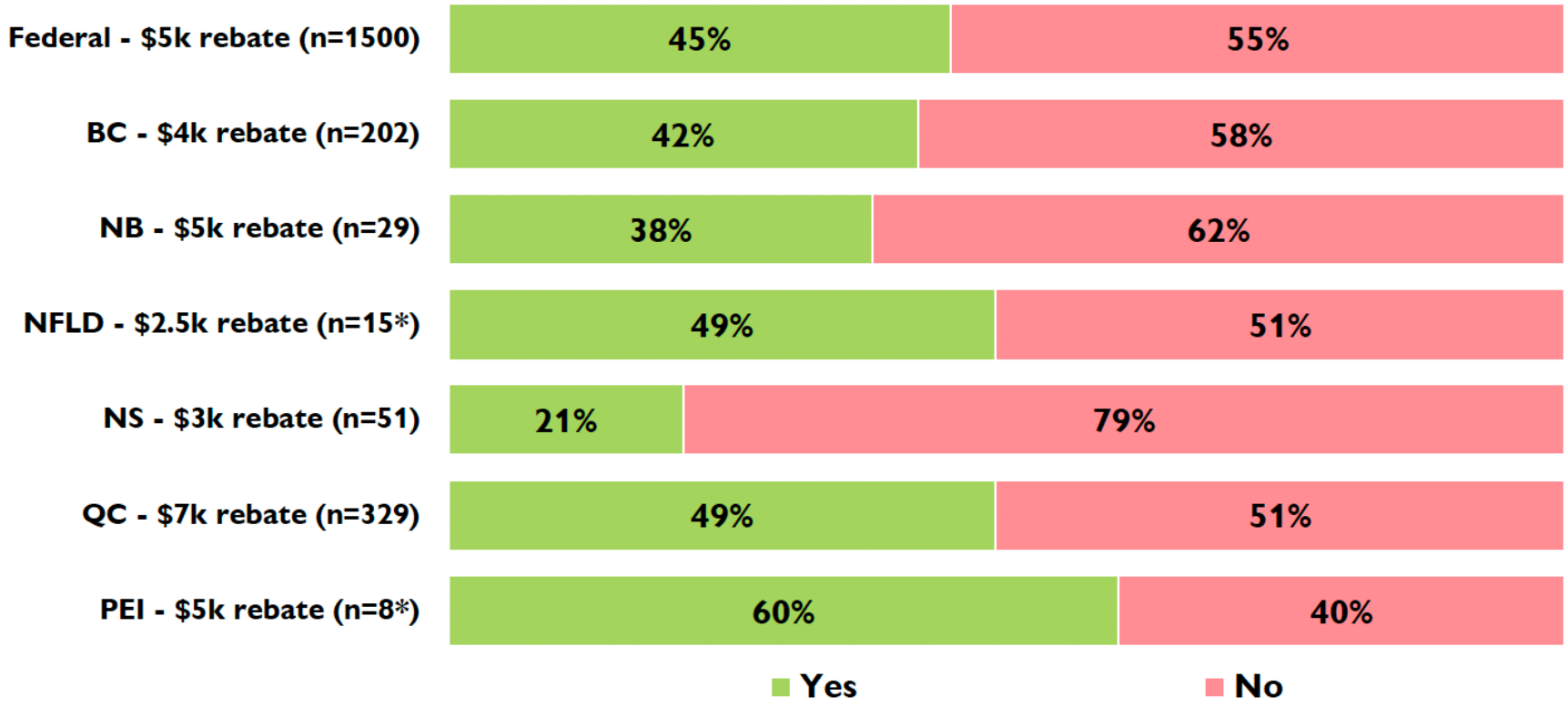
Male	Female
44%	63%

13%
In-depth understanding

[all] Base n=1,500

Are you aware of the federal government rebate of up to $5,000 for purchasing an electric vehicle?

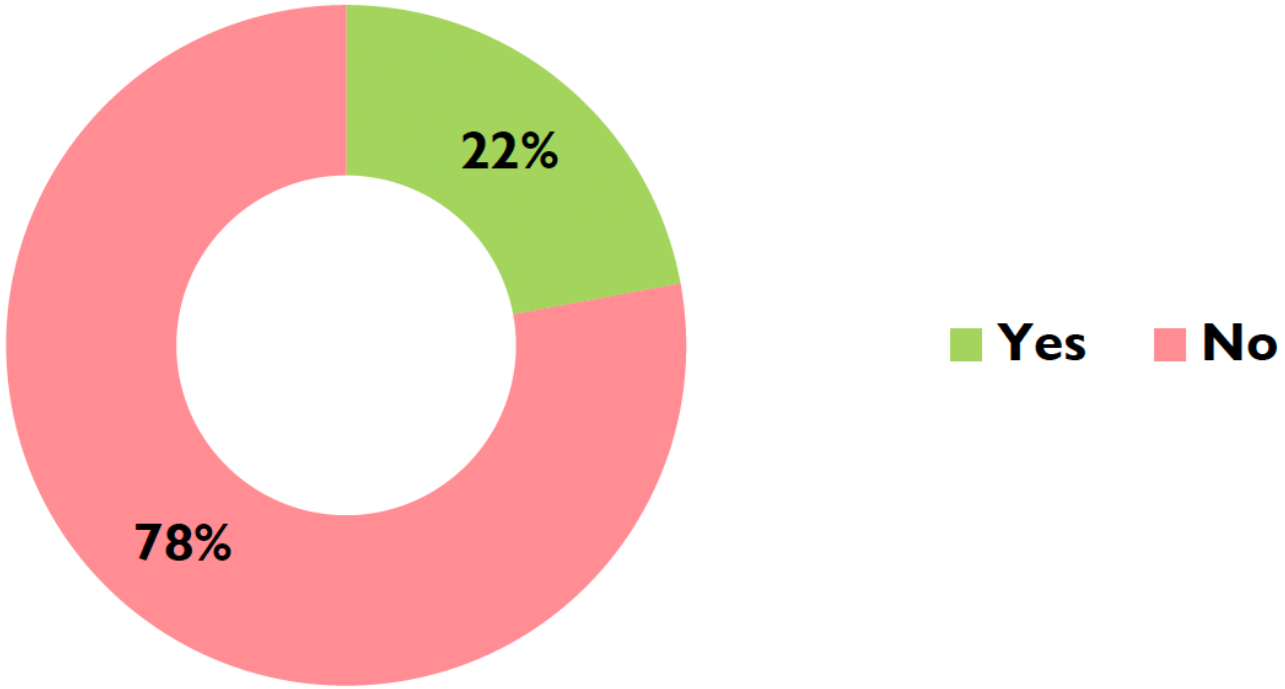
Aware of Federal and Provincial Rebates for Purchasing an EV



Note: * denotes small base size; interpret with caution.

Are you aware that you may be eligible for a federal tax deduction specifically for the purchase of an electric vehicle if you are self-employed or own a company?

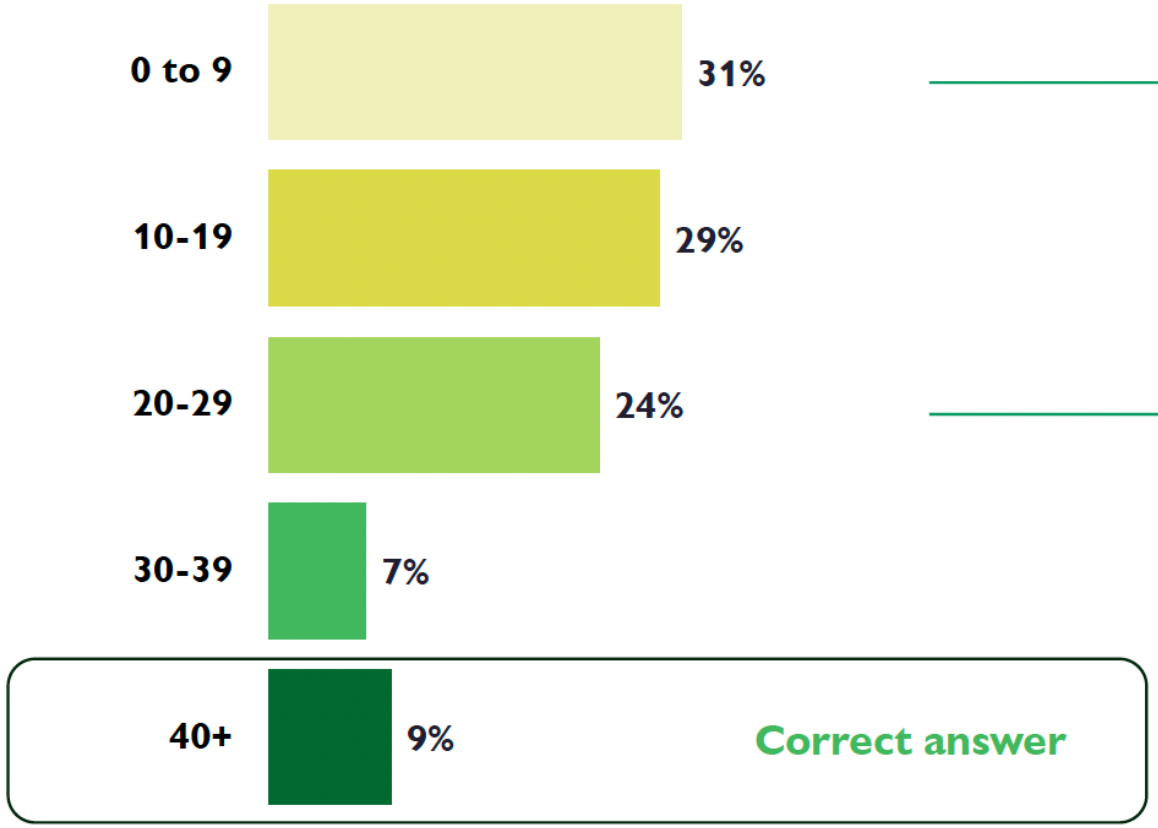
Aware of tax deductions for purchasing an EV if you are self-employed or own a company?



[all] Base n=1,500

In 2023, how many new electric and plug-in hybrid vehicle models are available below the average selling price of a new vehicle in Canada, when including the federal rebate?

Number of EV models available below the average purchase price of a new passenger vehicle in Canada



18 – 29	30 – 44	45 – 59	60+
21%	22%	34%	40%

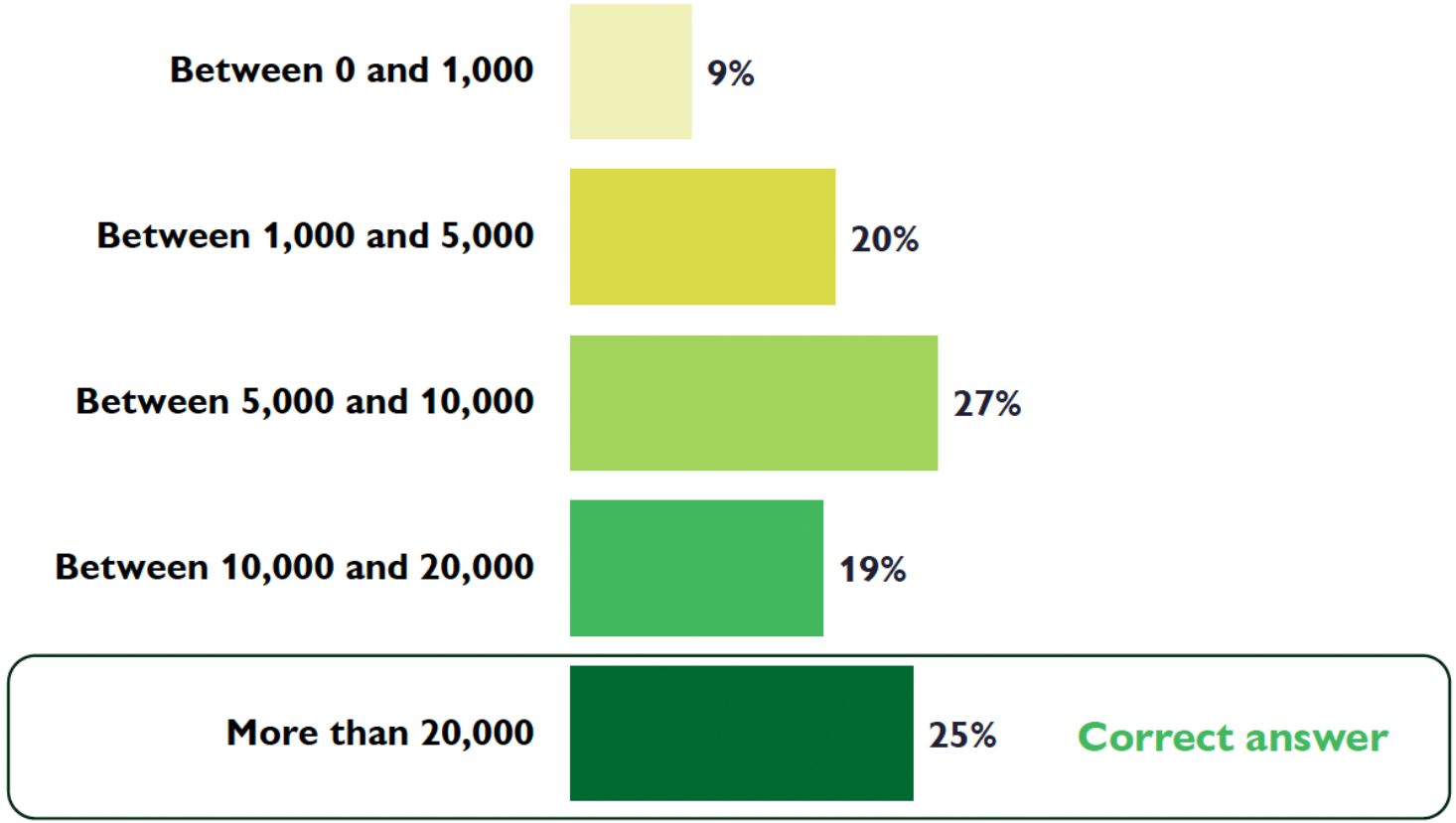
18 – 29	30 – 44	45 – 59	60+
36%	25%	23%	18%

91% had the wrong answer

[all] Base n=1,500

How many public chargers for electric vehicles are there in Canada?

Number of public chargers for EVs in Canada

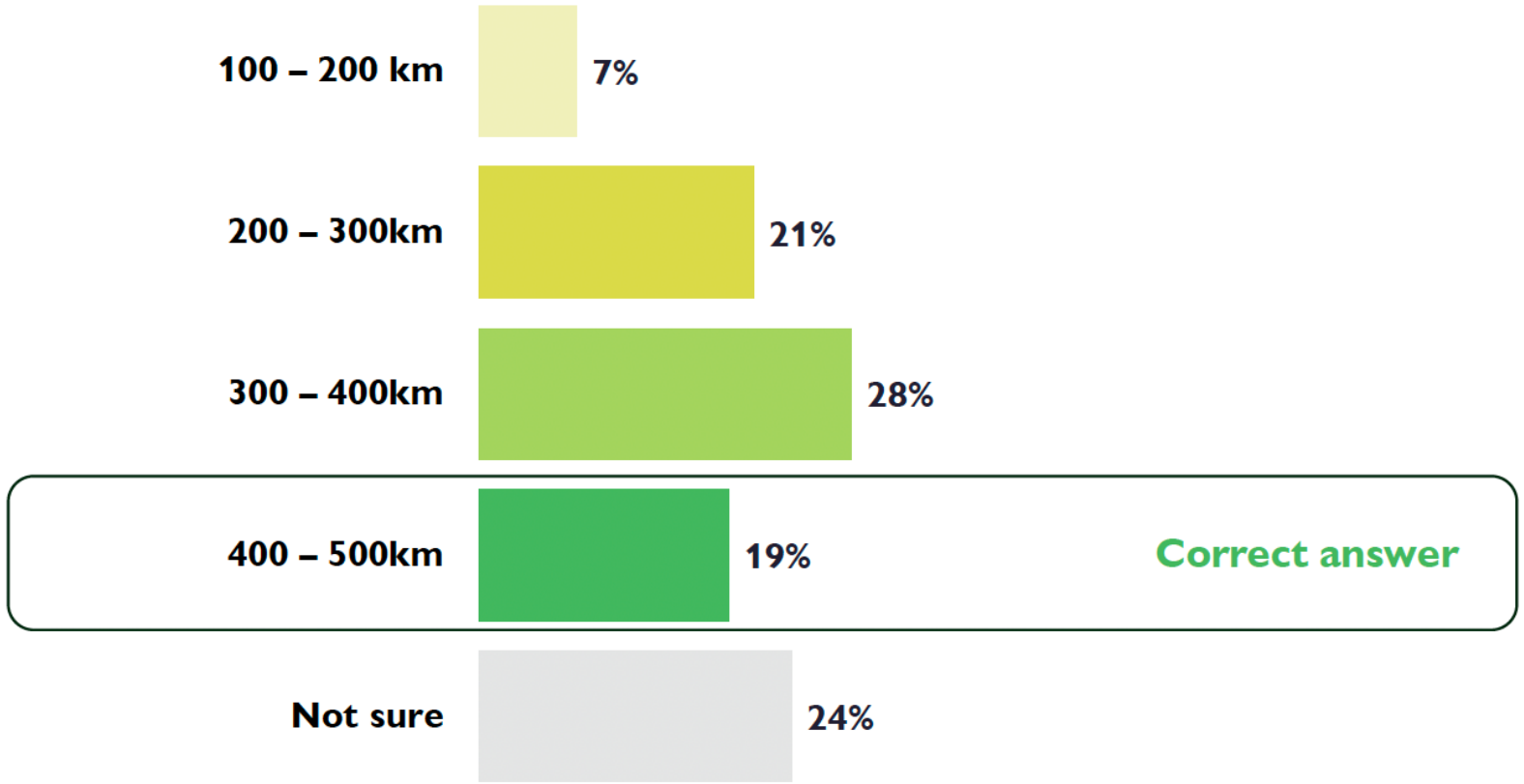


75% had the wrong answer

[all] Base n=1,500

What is the average range of most new electric vehicles?

Average range of new EVs

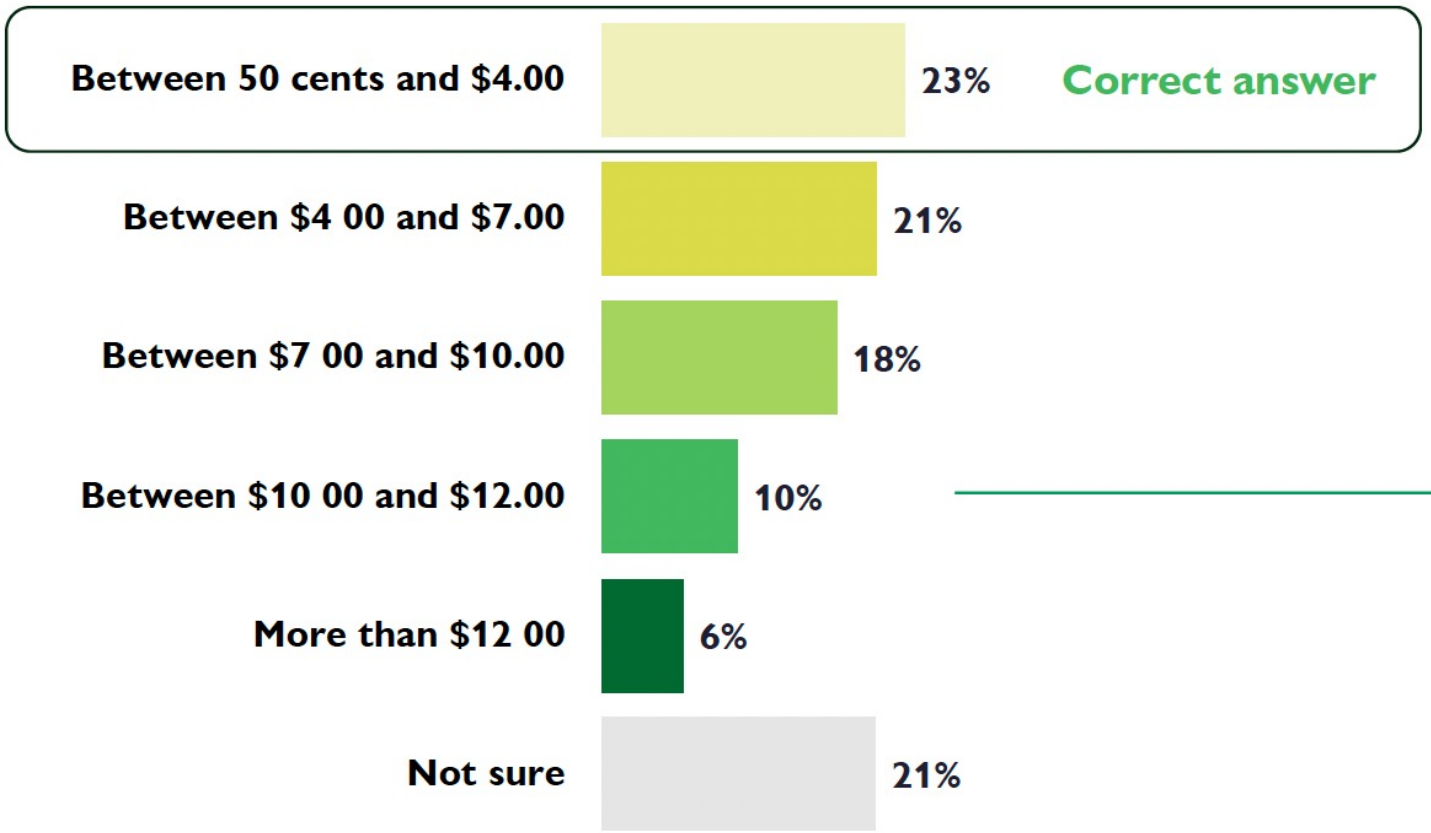


81% had the wrong answer

[all] Base n=1,500

At $1 50/L, a gas car that does 8L/100km will cost approximately $12 to drive 100km When charging at home, how much will a comparable electric car cost to drive 100km in any of the 10 provinces?

Cost to drive 100km in an EV



BC	AB	SK/MB	ON	QC	ATL
21%	15%	27%	20%	35%	21%

18 – 29	30 – 44	45 – 59	60+
17%	19%	25%	30%

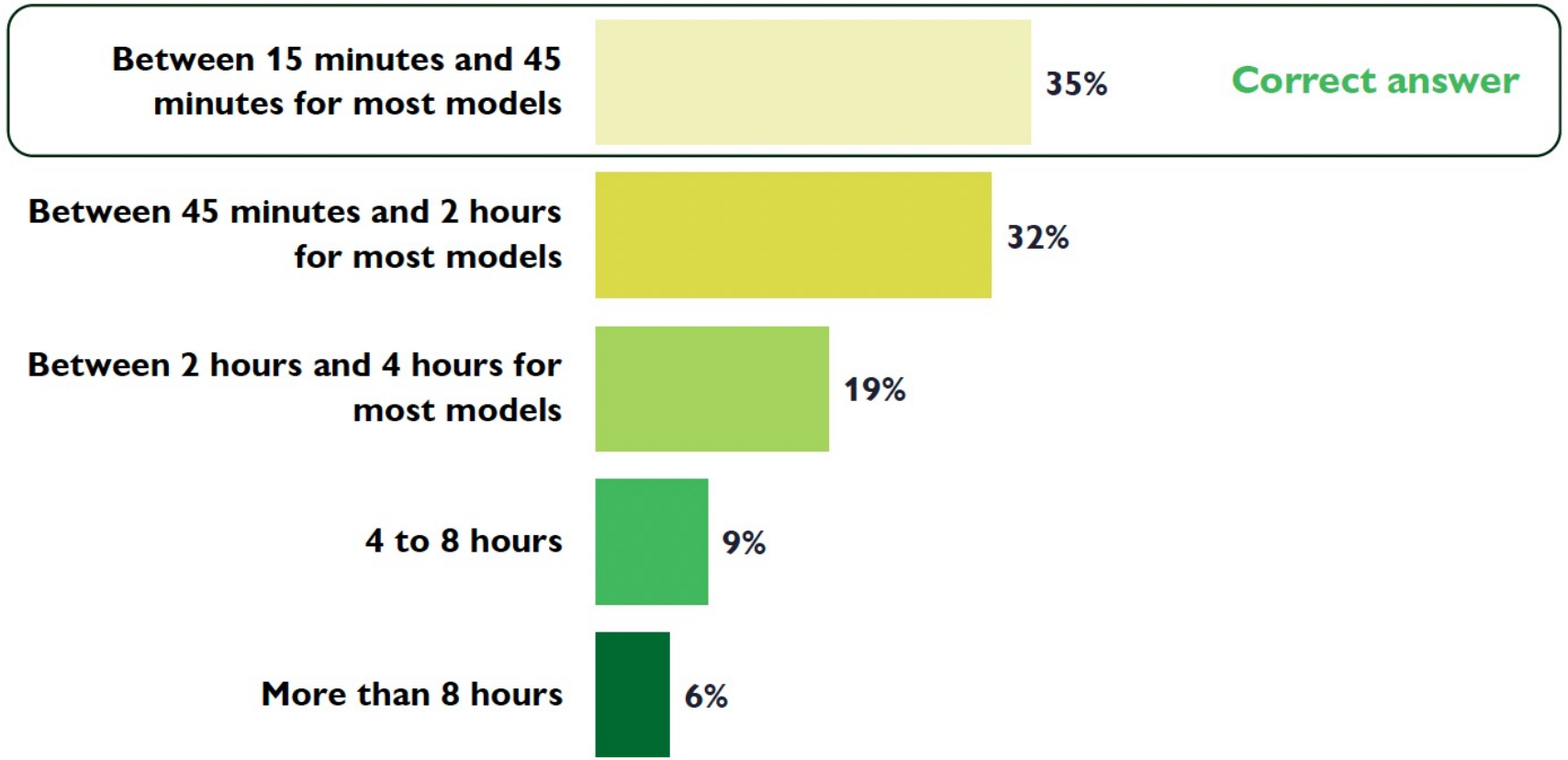
18 – 29	30 – 44	45 – 59	60+
21%	13%	7%	5%

77% had the wrong answer

[all] Base n=1,500

How long does it take to charge most 2023/2024 EVs using a superfast charger from 20% to 80%?

Time to charge an EV from 20% to 80%

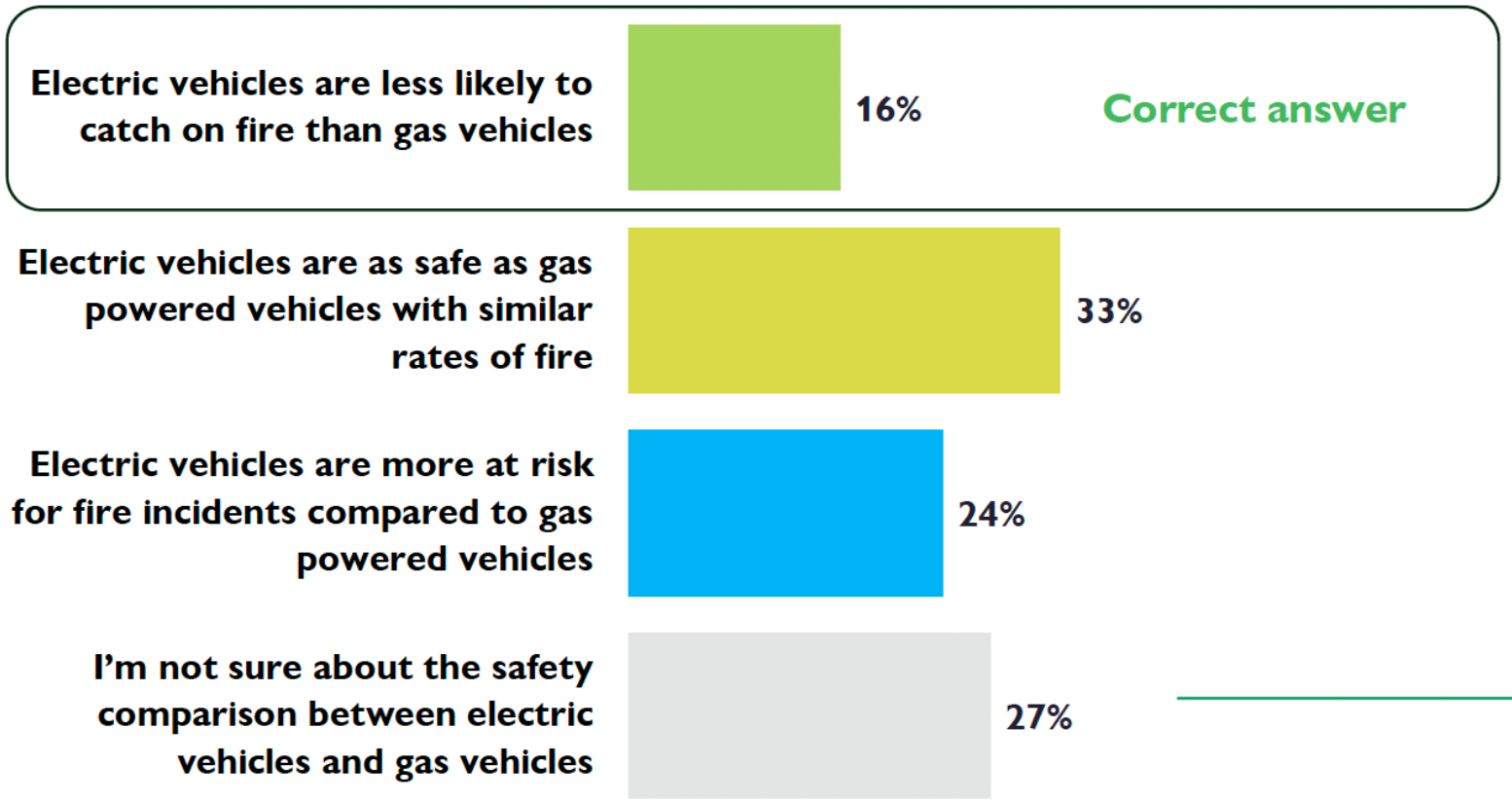


65% had the wrong answer

[all] Base n=1,500

When comparing electric vehicles to gas vehicles, which of the statements is true regarding the risk of fire incidents?

Risk of fire incidents in EVs



18 – 29	30 – 44	45 – 59	60+
28%	18%	11%	11%

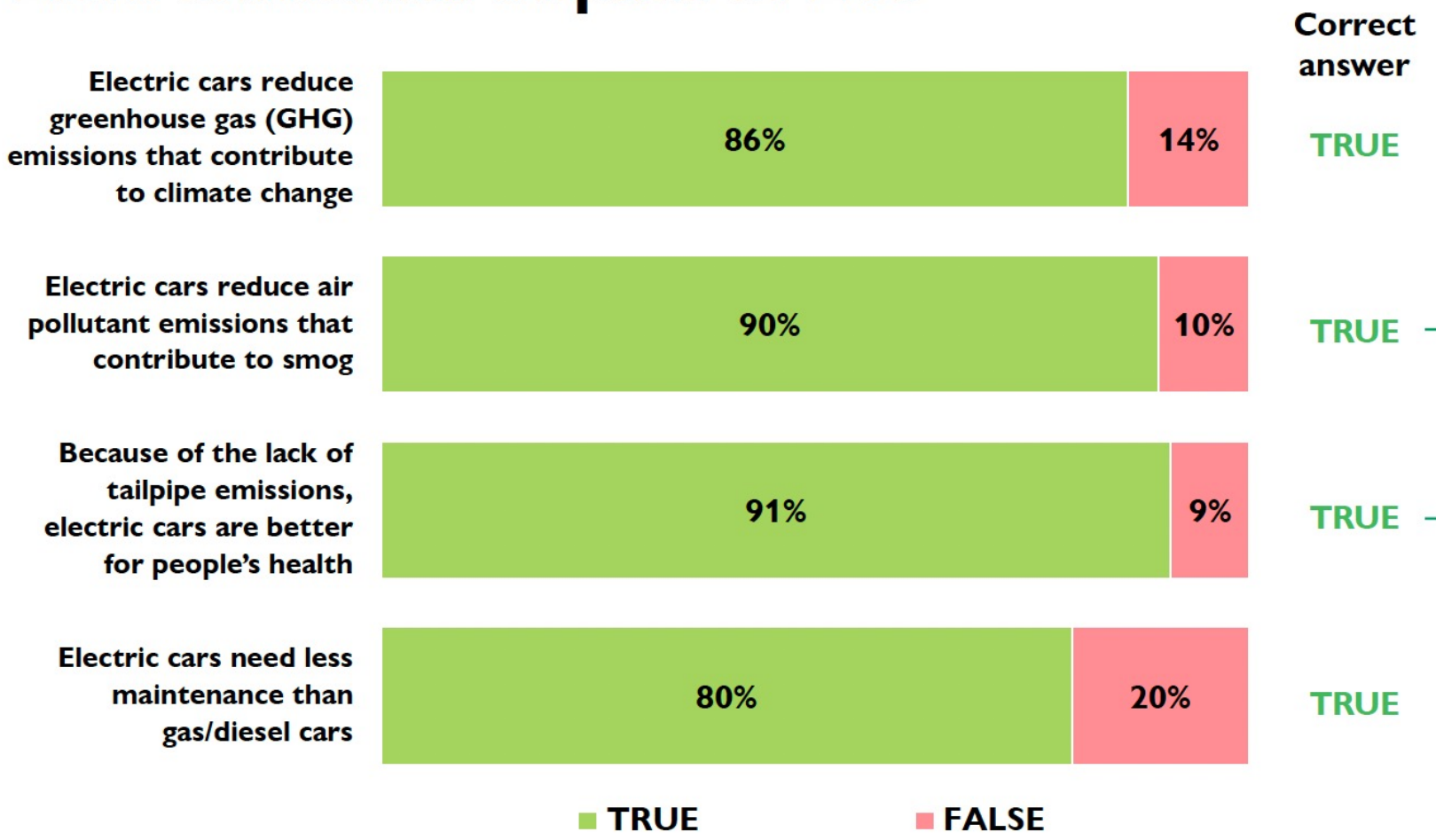
18 – 29	30 – 44	45 – 59	60+
18%	22%	31%	35%

84% had the wrong answer

[all] Base n=1,500

For the following statements, please indicate whether you think the statement is TRUE or FALSE:

Environmental impact of EVs



Correct answer

TRUE

TRUE →

18 – 29	30 – 44	45 – 59	60+
82%	90%	91%	92%

TRUE →

18 – 29	30 – 44	45 – 59	60+
86%	90%	93%	93%

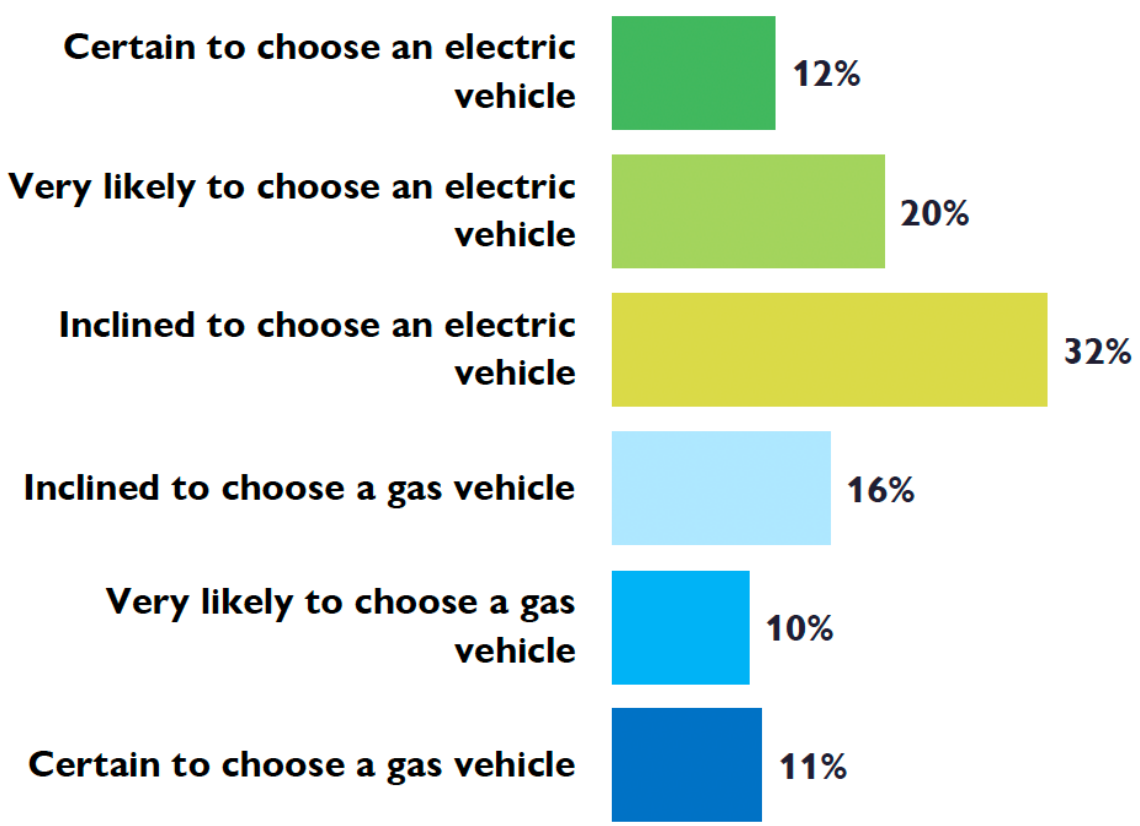
TRUE

[all] Base n=1,500

Taking into consideration the information provided to you, when thinking about your next vehicle purchase, which will you choose?

And now, thinking about your next vehicle, would you…

Among non-EV owners



63%
Inclined to choose an EV

Urban	Suburban	Rural
69%	62%	53%

37%
Inclined to choose a gas vehicle

The interest grew by 20% (from 43% to 63%) among non EV owners

Base: Those who do not own an electric or plug-in hybrid vehicle (n=1,299)

Key Findings

CURRENT EV OWNERS ARE SIGNIFICANTLY LIKELY TO PURCAHSE ANOTHER EV

The findings indicate that 14% of Canadians currently own an electric vehicle (EV). Among this group, a significant 88% expressed their intention to choose an EV for their next vehicle purchase. The primary motivating factors behind this decision are centered around the financial advantages of EV ownership, with 41% highlighting cost savings, followed closely by 39% emphasizing the environmental benefits of EVs, and 32% appreciating the advanced technology featured in new EV models. It is crucial to underscore the recognition of cost savings as the predominant factor driving repeat EV purchases, given that misconceptions about the expenses associated with EVs persist among those who do not yet own one.

INTENT TO PURCHASE AN ELECTRIC VEHICLES IMPROVES WITH EDUCATION

Among those without an EV, 43% initially expressed interest in purchasing an electric or plug-in hybrid vehicle in the future, while 57% leaned toward gas vehicles. Remarkably, after receiving detailed information on the cost and performance of electric vehicles, 63% of Canadians (who do not currently own an EV) showed a strong inclination to buy an EV, a substantial 20-point increase from initial intent. This underscores the impactful role of educating Canadians about EVs compared to gas vehicles. Additionally, 54% indicated that the information provided resulted in them viewing EVs more favourably than gas vehicles.

OPPORTUNITY TO INCREASE KNOWLEDGE OF ELECTRIC VEHICLES

A slight majority of Canadians, comprising 53%, described their knowledge of electric vehicles as limited. This perception is most pronounced among older demographics, with 59% of individuals aged 45 to 59 and 57% of those aged 60 and above expressing a greater likelihood of having limited knowledge compared to their younger counterparts (18-29; 44%). In contrast, only 13% of Canadians believe they possess a strong understanding of EVs. This highlights a significant opportunity to enhance educational efforts aimed at informing Canadians about the advantages of electric vehicles in both the short and long term.

Not surprisingly, there's a big knowledge gap when it comes to ZEVs. We all (government, industry, NGOs, Media) need to do much better when it comes to ZEV education and awareness.

We are currently conducting surveys among car sales staff, and the results are generally close to what the general public thinks, which means there is great potential for growth in EV sales.

For more info, contact:

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