



PRESS RELEASE | Canada and the United States

Methodology:

Results are based on online studies conducted from September 4 to September 6, 2020, among representative samples of 797 adult non-electric vehicle owners in Canada and 804 adult non-electric vehicle owners in the United States. The data has been statistically weighted according to Canadian and U.S. census figures for age, gender and region in each country. The margin of error—which measures sample variability—is +/- 3.5 percentage points for each country, 19 times out of 20.

How likely is it that the next vehicle you acquire for yourself or your household (even if the transaction is still years away) will be an electric vehicle (EV)?

Canada

Very likely – 13%
Moderately likely – 29%
Not too likely – 21%
Not likely at all – 25%
Not sure – 11%

United States

Very likely – 29%
Moderately likely – 22%
Not too likely – 14%
Not likely at all – 28%
Not sure – 8%

Appetite for Electric Vehicles Higher in the U.S. Than Canada

Price and the fear of becoming stranded are the major deterrents for motorists pondering a switch to a “carbon free” ride.

Vancouver, BC [October 22, 2020] – Vehicle owners in the United States are more likely to predict that their next car will be electric than their Canadian counterparts, a new two-country Research Co. poll has found.

In the online survey of representative national samples of non-electric vehicle owners, 51% of American respondents and 42% of Canadian respondents say it is “very likely” or “moderately likely” that the next vehicle they acquire for themselves or their household will be electric.

“There is a significant gender gap on both North American countries when it comes to embracing the concept of electric vehicles,” says Mario Canseco, President of Research Co. “Male non-electric vehicle owners are more likely to foresee an electric car in their future (48% in Canada and 68% in the United States) than their female counterparts (37% in Canada and 30% in the United States).”

In Canada, non-electric vehicle owners aged 18-to-34 are more likely to be considering a switch (61%) than those aged 35-to-54 (44%) and those aged 55 and over (37%).

In the United States, non-electric vehicle owners aged 35-to-54 are more likely to foresee a change in the future (78%) than those aged 18-to-34 (69%) and those aged 55 and over (21%).

When asked about specific issues that may make the purchase of an electric vehicle less likely, about three-in-five respondents in Canada (61%) say that the price is too expensive compared to non-electric options.

A majority of non-electric vehicle owners in Canada are fearful of becoming stranded if they cannot find a charging station (55%) and are worried about not having enough places to charge the vehicle in the areas where they usually drive (also 55%).

Fewer Canadian non-electric vehicle owners cited not having a place to charge the vehicle where they currently live (47%) and the “feel” of the vehicle compared to a non-electric one (14%).

In the United States, more than half of non-electric vehicle owners mentioned the fear of becoming stranded (53%) and price (51%) as the biggest hindrances to making a future purchase.



More than two-in-five American respondents (45%) are concerned about a shortage of places to charge the vehicle where they usually drive, 37% lack a charging spot where they currently live, and 27% worried about the “feel” of an electric vehicle.

The idea of the “feel” of the vehicle being a deal-breaker in the purchase of an electric car was more prevalent among non-electric vehicle owners who identify with the Republican Party in the United States (35%) and those who reside in the Canadian province of Alberta (23%).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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