



PRESS RELEASE | British Columbia

Methodology:

Results are based on an online study conducted from January 8 to January 10, 2024, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

Do you think the goal of ensuring that, by the year 2035, all light-duty cars and trucks sold in the province will be “zero emission” is achievable?

Achievable – 37% (-16)
Not achievable – 54% (+15)
Not sure – 8% (=)

To British Columbians who drive their own vehicles - 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)?

Very likely – 19% (-5)
Moderately likely – 31% (-4)
Not too likely – 21% (+2)
Not likely at all – 20% (+8)
Not sure – 10% (=)

British Columbians Skeptical About Move to “Zero Emission” Cars

Half of the province’s drivers (50%) foresee their next vehicle being electric, down nine points since April 2022.

Vancouver, BC [January 18, 2024] – More than half of British Columbians question whether the new goal of the Zero-Emission Vehicles Act will ultimately be met, a new Research Co. poll has found.

In May 2019, the Government of British Columbia passed the Zero-Emission Vehicles Act, which sought to ensure that, by the year 2040, all light-duty cars and trucks sold in the province will be “zero emission.” In October 2023, the provincial government amended the legislation, which now calls for the sale of gas-powered light-duty cars and trucks to be phased-out by 2035—five years earlier than originally proposed.

In the online survey of a representative provincial sample, only 37% of British Columbians think the goal of ensuring that, by the year 2035, all light-duty cars and trucks sold in the province will be “zero emission” is achievable, down 16 points since a similar Research Co. poll [conducted in April 2022](#).

More than half of British Columbians (54%, +15) think the new goal is not achievable—a proportion that reaches 66% among those aged 55 and over and 69% in Southern BC.

A majority of British Columbians (57%, -16) agree with the provincial government’s decision to ensure that, by the year 2035, all light-duty cars and trucks sold in the province will be “zero emission”, while one third (34%, +14) disagree and 9% (+3) are undecided.

Half of British Columbians who drive their own cars in (50%, -9) say it is “very likely” or “moderately likely” that that the next vehicle they acquire for themselves or their household will be electric.

“Most drivers in Metro Vancouver (58%, -6) continue to believe that their next car will be electric,” says Mario Canseco, President of Research Co. “The proportions are lower among drivers who reside in the Fraser Valley (49%, -13), Southern BC (48%, -6), Vancouver Island (45%, -8) and Northern BC (42%, +6).”

More than half of drivers in British Columbia (58%, -1) say they would be less likely to purchase an electric vehicle because it is too expensive compared to non-electric options.



At least two-in-five drivers in British Columbia cited three other possible deterrents: fear of becoming stranded if they are unable find a charging station (47%, -7), not having enough places to charge the vehicle in the areas where they usually drive (45%, -5) and not having a place to charge the vehicle where they currently live (such as a strata) (40%, -4). Significantly fewer drivers (15%, +2) mention the “feel” of the vehicle compared with a non-electric option.

Compared to 2022, the proportion of drivers in British Columbia aged 18-to-34 and aged 35-to-54 who express a fear of becoming stranded as a possible reason to avoid purchasing an electric vehicle has dropped, from 44% to 35% among those aged 18-to-34 and from 55% to 45% among those aged 35-to-54.

There is little change in the proportion of drivers aged 55 and over who express a fear of becoming stranded as a possible reason to avoid purchasing an electric vehicle, going from 60% in 2022 to 59% in 2024.

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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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Media contact:

Mario Canseco, President, Research Co.
[c] 778.929.0490
[e] mario.canseco@researchco.ca

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mario.canseco@researchco.ca



mario_canseco



778.929.0490



Mario Canseco