



# Press Release

## Ipsos poll: Canadian Attitudes on Automobiles

### Canadians like driving and are receptive to electric vehicles, but worry about their viability

**Washington, DC, March 28, 2018** — As technology and electronics integrate further into society, Ipsos seeks to understand how receptive Canadian consumers are to these changes. In order to do this, Ipsos has polled 1,000 Canadians on their views of self-driving or electric cars and how these burgeoning industry changes will affect their lives.

Canadians seem very attached to their cars. For many, a car is more than a vehicle to move from location to location: it is a reflection of their personality or self. 77% of Canadians agree with the sentiment that their car reflects who they are, and 59% consider themselves as passionate about cars, trucks, motorcycles, or other vehicles.

Given this attachment to their cars, it is unsurprising that Canadians prefer to continue driving their cars manually. Canadians are split on whether their view of a self-driving car is positive (55%) or negative (45%). If given the choice between a self-driving car or a manual car at equivalent cost, a strong majority (69%) would prefer to continue using the vehicle they personally drive. Cost is a factor in this decision, however. If offered a self-driving car that costs less to own and maintain than a car today, only 44% would still prefer to continue using their personal vehicle.

Canadians are reluctant to give up the human element of a car, however, a majority seem to understand the impact cars have on our environment. In recent years, electric cars have been put forth as a method of reducing car emissions, and the public seems receptive to the idea. 72% agree that they have a generally positive opinion of electric cars. Despite this, the general approval of electric cars has not seemed to translate into a desire for action as only 5% of Canadians responded that they were interested in buying an electric car when they next purchase a car with 28% saying they might.

The main obstacles explaining the difference in approval of electric cars and desire to own one center around the logistics of personally owning an electric car rather than a gas powered one. If they owned an electric car, 88% of Canadians demonstrated concern over their ability to find a charging station when out in public. Since electric vehicles are a newer technology, a similarly high percentage (84%) are concerned with finding a mechanic to help keep their electric cars on the road. Other high concern issues center on increased electricity bills at home when charging their cars (81%), durability (78%), reliability (79%), and safety features (65%).

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## Press Release – continued –

What is the make of the vehicle you currently drive most often?

	<b>Total, n = 1,000 respondents</b>
Toyota	12%
Chevrolet	11
Honda	9
Ford	9
Dodge	7
Hyundai	6
Nissan	4
Mazda	4
Kia	4
Jeep	3
GMC	2
Subaru	2
Volkswagen	2
Audi	1
Mercedes-Benz	1
Chrysler	1
Buick	1
Mitsubishi	1
Acura	1
Lincoln	1
BMW	1
Volvo	1
Ram	*
Cadillac	*
Lexus	*
Infiniti	*
Fiat	*
Scion	*
Porsche	*
Other	3
Do not drive	15

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## Press Release – continued –

What is the model year of this vehicle?

	<b>Total</b>
Earlier than 2013	58%
2013-2014	14
2015-2016	16
2017-2018	8
Don't know	4

1. How much, if at all, do you feel that the car you drive reflects your personality or self?

	<b>Total</b>
Reflects a great deal	20%
Reflects somewhat	36
Reflects a little	21
Does not reflect at all	23
<i>Reflects (Net)</i>	<i>77%</i>

2. Do you consider yourself a car person or someone who is passionate about cars, trucks, motorcycles, or other vehicles you drive yourself?

	<b>Total</b>
Yes, very much	13%
Yes, somewhat	22
Yes, a little	25
No, not at all	41
<i>Yes (Net)</i>	<i>59%</i>

3. Thinking about where you live, which of the following places/locations would it be easy for you to walk to?

	<b>Total</b>
Public park	61%
Grocery store	58
Public transportation (bus stop, rail station, etc.)	54
Restaurants	50
School	42
Retail shopping center	32
Sports fields/arenas	31
Place of worship	29

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## Press Release – continued –

A gym/fitness center	28
Entertainment centers (movie theaters, concert halls, etc.)	16
Work/your job	15
None of these	14

4. And of this same list, which of the following places do you currently actually walk to?

	<b>Total</b>
Public park	40%
Grocery store	36
Public transportation (bus stop, rail station, etc.)	26
Restaurants	26
Retail shopping center	19
Sports fields/arenas	13
School	11
Work/your job	10
A gym/fitness center	8
Place of worship	7
Entertainment centers (movie theaters, concert halls, etc.)	7
None of these	31

5. And again of this same list, which of the following places would you like to be able to walk to?

	<b>Total</b>
Grocery store	45%
Restaurants	41
Public park	36
Retail shopping center	36
Work/your job	31
Entertainment center (movie theaters, concert halls, etc.)	30
Public transportation (bus stop, rail station, etc.)	23
A gym/fitness center	22
Sports field/arenas	19
School	16
Place of worship	13

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## Press Release – continued –

None of these	18
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6. How necessary is it for you to have a car to get to work?

	Total, n = 1,000
I definitely need to have a vehicle to get to work	56%
I could probably get to work without a vehicle if I needed to	24
I don't need a vehicle at all to get to work	20

7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are driving around town, based on the places you are passing along your route. – *Total answering useful.*

	Total
Letting you know you are nearing a gas or charging station if you are low on gas or battery	81%
Reminders about appointments (such as doctor visits)	67
Telling you about specials or sales at stores you've shopped at	51
Reminding you about services that you do on a regular basis (like dry cleaning or haircuts)	38
Asking you in the morning if you'd like to stop by a coffee shop you've been to before	31
Pointing out stores that you've shopped at before	31
Notifications that you're passing restaurants you've been to before	30

8. Again thinking about cars in the future, manufacturers are working now on self-driving cars. Have you seen, read, or hear anything about self-driving cars in the news?

	Total
Yes, a great deal	20%
Yes, a little	62
No, nothing at all	18
<i>Yes (Net)</i>	<i>82%</i>

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## Press Release – continued –

9. And what is your view of self-driving cars?

	<b>Total</b>
Very positive	12%
Somewhat positive	43
Somewhat negative	32
Very negative	14
<i>Positive (Net)</i>	<i>55%</i>
<i>Negative (Net)</i>	<i>45</i>

10. Assuming the cost of self-driving cars is comparable to what it costs to your own car now, which would be your preference:

	<b>Total</b>
To continue using a vehicle that you personally drive	69%
To switch to using a self-driving vehicle	31

11. And if self-driving cars cost **much less** to own and maintain than it costs to own and maintain a car today, what would be your preference?

	<b>Total</b>
To continue using a vehicle that you personally drive	44%
To switch to using a self-driving vehicle	56

12. Imagine for a moment that the self-driving cars are proven to be completely safe and that the cost is the same as today's cars. In this scenario, would you favor or oppose **only** allowing self-driving cars on the road.

	<b>Total</b>
Strongly favor	16%
Somewhat favor	39
Somewhat oppose	27
Strongly oppose	19
<i>Favor (Net)</i>	<i>54%</i>
<i>Oppose</i>	<i>46</i>

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## Press Release – continued –

13. In your opinion, how likely or unlikely is each of the following scenarios? – Total answering likely.

	<b>Total</b>
In the near future, the safety of self-driving vehicles will mean that auto insurance is cheaper if you own a self-driving vehicle	54%
In 10 years time, there are the same number of self-driving vehicles on the streets as vehicles people drive themselves	49
In the near future, auto companies will stop producing vehicles people drive themselves and only produce self-driving vehicles	34
In the near future, state and federal governments will pass laws requiring vehicles to be self-driving	30

14. How many road trips, where you drive a significant distance do you take in a typical year?

	<b>Total</b>
5 or more	33%
4	8
3	10
2	19
1	15
None	14

15. If you had regular access to a self-driving car, rather than having to drive yourself, would you:

	<b>Total</b>
Take more road trips	35%
Travel longer distances by vehicle, instead of flying	31
Go to different places than if you had to drive yourself	30
Travel with different types of entertainment other than just the vehicle radio	30
Take a different/more scenic route	29
Change what time of day you plan to travel	24
Go to more events/destinations that you do now	22
Stop at more places along the way	16

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Travel with more people in the vehicle	16
None of these	33

16. Electric cars are cars that need to be charged, and then run on electricity. What is your view of electric cars?

	<b>Total</b>
Very positive	25%
Somewhat positive	47
Somewhat negative	21
Very negative	7
<i>Positive (Net)</i>	<i>72%</i>
<i>Negative (Net)</i>	<i>28</i>

17. Do you currently own an electric car (not including hybrid cars, only fully electric ones)?

	<b>Total</b>
Yes, I own a fully electric vehicle	2%
No	98

18. Do you know anyone that currently drives an electric car?

	<b>Total</b>
Yes	19%
No	81

19. And do you plan to buy another/an electric car the next time you purchase a vehicle?

	<b>Total</b>
Yes	5%
Maybe	28
No	55
Don't know	12

a) Of those who currently own an electric car, do you plan to buy another electric car the next time you purchase a vehicle?

	<b>Total, n = 29</b>
Yes	41%
Maybe	51
No	8





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b) Of those who do not currently own an electric car, do you plan to buy another electric car the next time you purchase a vehicle?

	<b>Total, n = 971</b>
Yes	4%
Maybe	28
No	56
Don't know	12

20. The government currently provides a subsidy to people who own electric cars to encourage their use. Would you still plan to buy an electric car next time you purchase a vehicle if the government took away this subsidy?

	<b>Total, n = 84</b>
Definitely would still purchase an electric vehicle even if there is no subsidy	37%
Probably would still purchase an electric vehicle even if there is no subsidy	39
Probably would not still purchase an electric vehicle if there is no subsidy	17
Definitely would not still purchase an electric vehicle if there is no subsidy	7
<i>Would still purchase (Net)</i>	<i>76%</i>
<i>Would not still purchase (Net)</i>	<i>24</i>

21. How interested, if at all, are you in owning an electric car?

	<b>Total, n = 793</b>
Very interested	10%
Somewhat interested	34
Not too interested	29
Not at all interested	28
<i>Interested (Net)</i>	<i>43%</i>
<i>Not interested (Net)</i>	<i>57</i>

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22. How appealing are each of the following features of electric cars to you personally? – Total answering appealing.

	<b>Total</b>
Electric vehicles are half the cost of gas-powered vehicles to operate	89%
Electric vehicles can go 500 miles on a single charge	83
Electric vehicles need service less often than gas-powered vehicles do	88
Electric vehicle owners receive a large tax benefit from the government	88

23. How concerning, if at all, are each of the following? – Total answering concerning.

	<b>Total</b>
The ability to find a charging station when out in public	88%
The increased electricity bill at my home	81
The reliability of electric vehicles	79
The ability for an electric vehicle to reach highway speeds	72
The safety features of electric vehicles	65
The durability of electric vehicles	78
Finding a mechanic who knows how to work on electric vehicles	84

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### About the Study

These are findings from an Ipsos poll conducted February 23 – 26, 2018. For the survey, a sample of roughly 1,000 adults age 18+.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the Canadian Population using standard procedures such as raking-ratio adjustments. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,000, DEFF=1.5, adjusted Confidence Interval=3.5).

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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## Press Release – continued –

### About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

#### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Euronext Paris.  
The company is part of the CAC Mid & Small index  
and is eligible for the Deferred Settlement Service (SRD).

*ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP*

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