



Press Release

Latest survey shows Quebecers largely agree with positive impact of the electrification of transport, specifically for school buses, and even more so in the Greater Montréal Area

Ipsos – The Lion Electric Co.

Montréal, QC, December 21, 2018 – The environment is heavily debated topic and transportation electrification plays a role in this debate. Ipsos conducted a poll in December on behalf of The Lion Electric Co., among Quebecers 18 and older, to better understand what they think about transportation electrification, more specifically for school buses, and its impact on children and on the environment.

When asked their level of agreement with statements concerning transportation electrification, specifically for school buses and its impact on the environment, nine out of ten respondents said they completely or somewhat agreed with each statement, with complete agreement being significantly higher in the Greater Montréal Area across all statements. No significant differences between age were noted. Detailed results are below.

On average, respondents believe that 10% of school buses in Québec are electric, with 25-34-year-olds and Greater Montréal residents estimating the highest average percentage (13% and 11%, respectively). Although the positive benefits of electric transport and electric school buses are clear in the eyes of Québec respondents, the perception of the existence of an electrical school bus fleet in Québec is low, which presents an opportunity for The Lion Electric Co. and other organizations.

% COMPLETELY + SOMEWHAT AGREE	TOTAL (n=907)	GREATER MONTRÉAL AREA (n=432)	QUÉBEC CITY AREA (n=96)	ELSEWHERE IN QUÉBEC (n=379)
% COMPLETELY AGREE				
I think electrifying the school bus fleet would be a good way to reduce greenhouse gas (GHG) emissions	92%	95% +	86% -	91%
<i>% Completely agree</i>	52%	59% +	39% -	47%
I think school boards and schools should encourage the use of electric buses	92%	95% +	86%	90%
<i>% Completely agree</i>	54%	60% +	42%	49%

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% COMPLETELY + SOMEWHAT AGREE	TOTAL (n=907)	GREATER MONTRÉAL AREA (n=432)	QUÉBEC CITY AREA (n=96)	ELSEWHERE IN QUÉBEC (n=379)
% COMPLETELY AGREE				
Governments should encourage the electrification of transport	93%	96% +	87%	90% -
<i>% Completely agree</i>	54%	59% +	41% -	52%
Changing school buses running on fuel to electric buses would help improve air quality	93%	95%	89%	92%
<i>% Completely agree</i>	56%	62% +	48%	50% -
Diesel emissions from school buses have an impact on the health of our children	87%	89%	87%	84%
<i>% Completely agree</i>	42%	48% +	38%	36% -

Note: a result with +/- indicates a region for which the result is significantly higher/lower than the results from the other regions surveyed.

About this study

The results presented in this press release are from a survey conducted from December 3rd to 7th, 2018. A total sample of 907 respondents from across Québec participated in the survey. All surveys were conducted online. Weighting was applied to the total sample by age, gender and region to ensure that the composition of the final sample is representative of Québec's adult population according to the latest census data from Statistics Canada.

Since an online survey is not considered to be probabilistic, Ipsos cannot apply a margin of error to this survey. The precision of non-probabilistic Ipsos surveys is measured using a credibility interval. The credibility interval for a survey of 907 respondents is of ± 3.25 percentage points, 19 times out of 20. The credibility interval will be wider among subsets of the population.

For any additional information regarding this study, please contact:

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Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

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