



## PRESS RELEASE

### Interest in Low Emission Vehicles.

British Columbians lead the nation by a wide margin.

**Vancouver, BC, December 5, 2019** — A new Ipsos poll conducted on behalf of Shell Canada shows British Columbians leading the nation by a wide margin in their level of interest in low emission vehicles.

Two-thirds (66%) of British Columbians say they will consider a low emission vehicle (electric, hybrid electric or hydrogen fuel) the next time they purchase or lease a new vehicle. This is higher than consideration of a gasoline engine vehicle (52% will consider) or a diesel engine vehicle (6% will consider).

British Columbians are much higher than the national figure for considering a low emission vehicle (66% in BC vs. 47% nation-wide) and are higher than all other regions including Quebec (46%), Alberta (45%), Ontario (44%), Atlantic Canada (37%) and Saskatchewan/Manitoba (34%).

British Columbians are also the most likely to agree with the statement that 'making the switch to a hydrogen fuel vehicle is good for the environment' (86% agree vs. 83% nation-wide).

Roughly one-in-three (34%) of British Columbians say they are planning to purchase or lease a new vehicle in the next two years (slightly lower than 40% nation-wide).



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### About the Study

These are the findings of an Ipsos poll conducted October 30 to November 4, 2019. For this survey, a sample of 1,000 adult Canadians (18+ years) was interviewed online via the Ipsos I-Say panel and non-panel sources. These data have been weighted by region, gender and age to reflect the population of Canada according to Census figures. The precision of Ipsos polls conducted online is measured using a credibility interval. In this case, the overall results are accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, had all adult Canadians been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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