

## FACTUM

### Uncertainty Underlines Canadians' Attitudes of Transition to Electric Vehicles

Just a quarter (24%) of Canadians are familiar with existing electric vehicle (EV) insurance policies and most concerned with availability of charging infrastructure (89%) as well as challenges with charging (85%).

**Toronto, ON, October 31, 2023** – With the government's 2023 mandate that all cars sold in Canada be electric, Canadians are faced with several questions as they look to transition from their more familiar gas-powered cars. Just a quarter (24%) of Canadians are familiar with existing EV insurance policies. Further, broad concern among Canadians regarding the availability of charging infrastructure (89%) and challenges with charging (85%) that underscore the need for more information on EV's and their capabilities.

Canadian attitudes regarding EV's appear to be somewhat confused as well. Seven in ten (71%) of those who currently own a gas-powered car say they are reluctant to give it up. While, at the same time, six in ten (59%) of those who don't own an EV are excited to drive one in the future. Similarly, six in ten (59%) Canadians will consider an EV for their next vehicle purchase, while two thirds (64%) want to drive an EV in order to reduce their carbon emissions and help the environment.

In regard to concerns that Canadians have about transitioning from a gas to electric vehicle, there are some areas that show Canadians need more information to put their minds at ease. Namely, charging challenges (85%) and concerns the technology is too new (81%) are areas where the Canadians would benefit from more education. Regionally, these concerns differ with Quebecers displaying the lowest level of concern across the board.

Response	NAT'L	BC	AB	SK/MB	ON	QC	AC
Expensive	88%	85%	92%	<b>96%</b>	90%	<b>80%</b>	91%
Challenges with charging	85%	84%	89%	92%	86%	<b>77%</b>	90%
Technology is too new (how do EVs perform in winter/summer, are auto technicians trained for repairs, cost of parts, etc.)	81%	76%	<b>85%</b>	<b>89%</b>	<b>83%</b>	76%	86%
Concerned that the cost/benefits aren't there over the long run (gas savings, service repairs, insurance rates)	81%	80%	86%	89%	86%	68%	85%

## FACTUM

Cost of insurance premiums on an EV	78%	82%	82%	86%	79%	68%	94%
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Canadians' concerns also offer good an insight into the key factors that Canadians considering when looking at switching to an EV. Charging and related factors like EV range are top of mind along with more fiscal matters like such as long term cost savings and auto insurance implications.

Responses	NAT'L	BC	AB	SK/MB	ON	QC	AC
Availability of charging infrastructure	89%	93%	90%	90%	91%	<b>84%</b>	92%
Cost savings on fuel and maintenance	87%	90%	86%	90%	90%	<b>81%</b>	88%
Range anxiety (concerns about the driving range of EVs)	84%	82%	86%	91%	87%	<b>77%</b>	90%
Auto insurance implications	84%	82%	86%	86%	87%	<b>76%</b>	89%
Government incentives or rebates	81%	84%	79%	80%	82%	76%	83%



## FACTUM

### *Canadians largely unfamiliar with EV insurance and coverage, but have clear expectations for EV policies*

As only a quarter (24%) of Canadians are familiar with existing EV insurance policies, there is clearly a need to educate them in the finer details. In fact, two in ten (20%) Canadians don't expect that there would be any specific EV insurance policies. On the other hand, among Canadians who do expect some EV specific coverage, the top three features or benefits they expect include coverage for battery-related issues or repairs (60%), charging equipment (53%), and other specialized EV components (52%). Nearly half (46%) of Canadians also expect EV policies would have lower premiums compared to gas-powered vehicles.

On the topic of insurance premiums, the majority (82%) of Canadians think the type of car that they drive, whether an SUV, compact, sports car etc., has either a great or moderate impact on insurance premiums. Just over half (56%) think that whether the car is electric or gas has a great or moderate impact on auto insurance costs, while seven in ten (71%) feel the presence of safety features, such as anti-theft devices, airbags, all-wheel drive, and so on, greatly or moderately impacts premiums.

### About the Study

These are some of the findings of an Ipsos poll conducted between August 1 and 4, 2023, on behalf of BrokerLink. For this survey, a sample of 2,000 adults aged 18+ in Canada was collected of whom 1,728 currently own/lease a vehicle or plan to purchase one within the next year. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 2.5$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled for the total sample of 2,000 Canadians and  $\pm 2.7$  percentage points, 19 times out of 20, for the 1,728 Canadians whom currently own/lease a vehicle or plan to purchase one within the next year. 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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