

How concerned are you about the following when considering switching from a gasoline-powered car to an EV? - Challenges with charging

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	1728	267	357	130	506	337	131
Base: All Answering (wtd)	1662	238	195	106	618	389	116
Top 2 Box (Net)	1406	200	174	97	531	298	105
	85%	84%	89%	92%	86%	77%	90%
			E	E*	E		E*
Very concerned	820	110	106	59	333	146	66
	49%	46%	54%	56%	54%	37%	57%
			E	E*	E		E*
Somewhat concerned	585	90	68	38	198	153	38
	35%	38%	35%	36%	32%	39%	33%
				*			*
Bottom 2 Box (Net)	257	38	21	9	87	90	11
	15%	16%	11%	8%	14%	23%	10%
				*		BCDF	*
Not very concerned	181	23	18	6	73	55	6
	11%	9%	9%	5%	12%	14%	5%
				*		CF	*
Not at all concerned	75	15	3	3	14	35	5
	5%	6%	2%	3%	2%	9%	4%
		BD		*		BD	*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

How concerned are you about the following when considering switching from a gasoline-powered car to an EV? - Expensive

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	1728	267	357	130	506	337	131
Base: All Answering (wtd)	1662	238	195	106	618	389	116
Top 2 Box (Net)	1459	202	180	102	558	312	105
	88%	85%	92%	96%	90%	80%	91%
			AE	AE*	E		E*
Very concerned	970	125	112	77	392	191	75
	58%	52%	57%	72%	63%	49%	65%
				ABE*	AE		E*
Somewhat concerned	489	78	68	25	166	121	31
	29%	33%	35%	24%	27%	31%	26%
			D	*			*
Bottom 2 Box (Net)	203	36	16	4	60	77	10
	12%	15%	8%	4%	10%	20%	9%
		BC		*		BCDF	*
Not very concerned	146	26	13	3	51	47	6
	9%	11%	7%	2%	8%	12%	5%
		C		*		C	*
Not at all concerned	56	10	3	2	8	30	5
	3%	4%	1%	1%	1%	8%	4%
		D		*		BCD	*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

How concerned are you about the following when considering switching from a gasoline-powered car to an EV? - Concerned that the cost/benefi

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	1728	267	357	130	506	337	131
Base: All Answering (wtd)	1662	238	195	106	618	389	116
Top 2 Box (Net)	1348	190	168	94	532	265	99
	81%	80%	86%	89%	86%	68%	85%
		E	E	E*	E		E*
Very concerned	609	82	84	48	247	100	47
	37%	34%	43%	46%	40%	26%	41%
			E	E*	E		E*
Somewhat concerned	740	109	84	46	285	165	52
	44%	46%	43%	43%	46%	42%	45%
				*			*
Bottom 2 Box (Net)	314	48	28	12	86	124	17
	19%	20%	14%	11%	14%	32%	15%
				*		ABCDF	*
Not very concerned	237	35	23	11	60	96	12
	14%	15%	12%	10%	10%	25%	10%
				*		ABCDF	*
Not at all concerned	77	13	4	1	26	27	5
	5%	5%	2%	1%	4%	7%	5%
				*		BC	*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

How concerned are you about the following when considering switching from a gasoline-powered car to an EV? - The technology is too new (how

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	1728	267	357	130	506	337	131
Base: All Answering (wtd)	1662	238	195	106	618	389	116
Top 2 Box (Net)	1351	181	167	95	515	294	99
	81%	76%	85%	89%	83%	76%	86%
			AE	AE*	AE		*
Very concerned	703	85	91	50	282	147	48
	42%	36%	46%	47%	46%	38%	41%
			A	*	A		*
Somewhat concerned	648	96	76	45	233	147	51
	39%	40%	39%	42%	38%	38%	44%
				*			*
Bottom 2 Box (Net)	311	58	28	11	103	95	16
	19%	24%	15%	11%	17%	24%	14%
		BCD		*		BCD	*
Not very concerned	246	43	25	9	86	71	11
	15%	18%	13%	8%	14%	18%	10%
		C		*		C	*
Not at all concerned	66	14	3	2	17	23	5
	4%	6%	2%	2%	3%	6%	5%
		B		*		B	*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

How concerned are you about the following when considering switching from a gasoline-powered car to an EV? - The cost of insurance premium:

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	1728	267	357	130	506	337	131
Base: All Answering (wtd)	1662	238	195	106	618	389	116
Top 2 Box (Net)	1293	196	159	91	488	264	94
	78%	82%	82%	86%	79%	68%	81%
		E	E	E*	E		E*
Very concerned	554	87	68	43	233	84	40
	33%	37%	35%	41%	38%	22%	34%
		E	E	E*	E		E*
Somewhat concerned	739	109	92	48	256	181	54
	44%	46%	47%	45%	41%	46%	47%
				*			*
Bottom 2 Box (Net)	369	42	36	15	130	124	22
	22%	18%	18%	14%	21%	32%	19%
				*		ABCD	*
Not very concerned	266	30	31	11	97	82	15
	16%	13%	16%	10%	16%	21%	13%
				*		AC	*
Not at all concerned	103	12	5	4	33	43	7
	6%	5%	3%	3%	5%	11%	6%
				*		ABCD	*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

How important are the following factors when deciding to switch from a gasoline-powered car to an electric vehicle (EV)? - Availability of charging

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	1728	267	357	130	506	337	131
Base: All Answering (wtd)	1662	238	195	106	618	389	116
Top 2 Box (Net)	1486	222	175	96	560	327	106
	89%	93%	90%	90%	91%	84%	92%
		E		*	E		*
Very important	1036	146	119	76	404	216	75
	62%	61%	61%	71%	65%	56%	65%
				E*	E		*
Somewhat important	450	76	56	20	156	111	31
	27%	32%	29%	19%	25%	29%	27%
		C		*			*
Bottom 2 Box (Net)	176	16	20	10	58	62	10
	11%	7%	10%	10%	9%	16%	8%
				*		AD	*
Not very important	116	13	13	7	40	39	4
	7%	6%	7%	7%	6%	10%	3%
				*			*
Not at all important	61	3	7	3	18	23	6
	4%	1%	4%	3%	3%	6%	5%
				*		A	*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

How important are the following factors when deciding to switch from a gasoline-powered car to an electric vehicle (EV)? - Cost savings on fuel a

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	1728	267	357	130	506	337	131
Base: All Answering (wtd)	1662	238	195	106	618	389	116
Top 2 Box (Net)	1448	214	168	95	554	315	102
	87%	90%	86%	90%	90%	81%	88%
		E		*	E		*
Very important	839	125	92	61	325	176	61
	51%	52%	47%	58%	53%	45%	53%
				E*			*
Somewhat important	609	90	76	34	229	140	40
	37%	38%	39%	32%	37%	36%	35%
				*			*
Bottom 2 Box (Net)	214	24	28	11	64	73	14
	13%	10%	14%	10%	10%	19%	12%
				*		AD	*
Not very important	134	19	20	8	36	44	7
	8%	8%	10%	8%	6%	11%	6%
			D	*		D	*
Not at all important	80	5	7	2	28	30	8
	5%	2%	4%	2%	5%	8%	7%
				*		A	*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

How important are the following factors when deciding to switch from a gasoline-powered car to an electric vehicle (EV)? - Range anxiety (concern)

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	1728	267	357	130	506	337	131
Base: All Answering (wtd)	1662	238	195	106	618	389	116
Top 2 Box (Net)	1404	196	169	96	539	300	105
	84%	82%	86%	91%	87%	77%	90%
			E	E*	E		E*
Very important	848	128	101	64	322	161	72
	51%	54%	52%	61%	52%	41%	62%
		E	E	E*	E		E*
Somewhat important	556	68	67	32	217	139	33
	33%	28%	34%	30%	35%	36%	28%
				*			*
Bottom 2 Box (Net)	258	43	27	10	79	88	11
	16%	18%	14%	9%	13%	23%	10%
				*		BCDF	*
Not very important	178	26	21	8	58	59	6
	11%	11%	11%	7%	9%	15%	6%
				*		DF	*
Not at all important	80	17	6	2	22	29	5
	5%	7%	3%	2%	3%	7%	4%
				*		BD	*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

How important are the following factors when deciding to switch from a gasoline-powered car to an electric vehicle (EV)? - Auto insurance implic

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	1728	267	357	130	506	337	131
Base: All Answering (wtd)	1662	238	195	106	618	389	116
Top 2 Box (Net)	1388	194	169	91	536	296	103
	84%	82%	86%	86%	87%	76%	89%
			E	*	E		E*
Very important	617	66	68	41	241	153	49
	37%	28%	35%	39%	39%	39%	42%
				*	A	A	A*
Somewhat important	771	128	101	50	295	143	54
	46%	54%	52%	47%	48%	37%	46%
		E	E	*	E		*
Bottom 2 Box (Net)	274	44	27	15	82	93	13
	16%	18%	14%	14%	13%	24%	11%
				*		BDF	*
Not very important	175	33	22	11	54	51	5
	11%	14%	11%	10%	9%	13%	4%
		F		*		F	*
Not at all important	99	11	5	4	28	42	8
	6%	5%	3%	4%	5%	11%	7%
				*		ABD	*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

How important are the following factors when deciding to switch from a gasoline-powered car to an electric vehicle (EV)? - Government incentives

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
Base: All Answering (unwtd)	1728	267	357	130	506	337	131
Base: All Answering (wtd)	1662	238	195	106	618	389	116
Top 2 Box (Net)	1341	201	154	85	508	296	97
	81%	84%	79%	80%	82%	76%	83%
		E		*			*
Very important	689	104	63	46	263	166	48
	41%	44%	32%	43%	43%	43%	41%
		B		*	B	B	*
Somewhat important	651	97	91	39	245	130	49
	39%	41%	47%	36%	40%	33%	42%
			E	*			*
Bottom 2 Box (Net)	322	37	41	21	110	93	19
	19%	16%	21%	20%	18%	24%	17%
				*		A	*
Not very important	212	31	27	16	78	50	10
	13%	13%	14%	15%	13%	13%	9%
				*			*
Not at all important	110	6	14	5	32	43	9
	7%	3%	7%	5%	5%	11%	8%
			A	*		AD	*
	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)