

Canadian Awareness of Electric Vehicles

Bob Oliver
Executive Director



Electric
Mobility
Canada

Mobilité
électrique
Canada

Lack of knowledge and misperceptions are a major barrier for consumer acceptance of electric vehicles.

Targeted interventions should address these barriers to drive consumer demand for the electric-powered vehicles of the future.

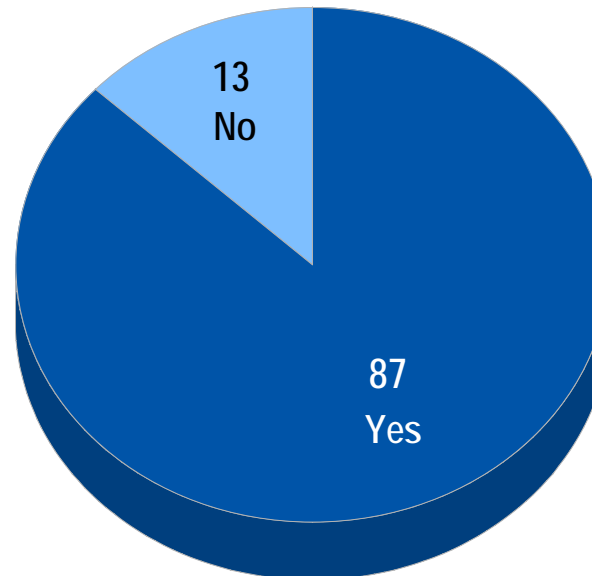
Lack of correct information is a key barrier for electric vehicles

Many Canadians claim to know about electric powered vehicles, but

- Most cannot name an example;
- Most are confused about which technologies are currently available; and
- Most are confused about the limitations of the technologies.

Canadians claim to know about EVT

% Canadians who have heard or seen something about EVT



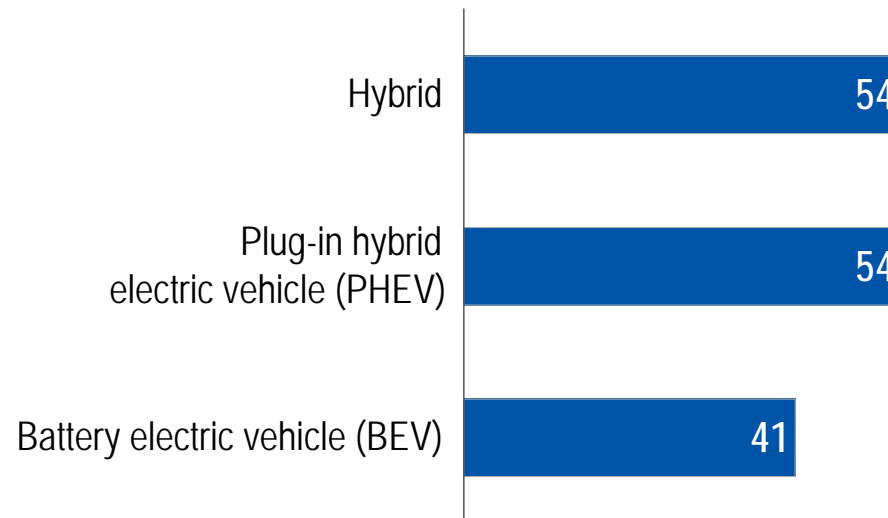
...but have difficulty naming examples

Canadians have a limited ability to name specific makes of vehicles with electric power capability.

	%		
		Escape	3
Any mention (net)	51	Ford (unspecified)	2
Prius	16	Malibu	2
Toyota (unspecified)	9	GM (unspecified)	2
Honda (unspecified)	7	ZENN	2
Smart Car	5	Other vehicles (1% or less each)	12
Volt	5	Other mentions	4
Civic	3	Don't know	49
Camry	3		

Canadians are confused about available EVT

% saying each type of EVT is available today



Subgroup: Canadian drivers aware of hybrids (n=1,737)

...and are confused about EVT limitations

Limitations of hybrids over gas-powered vehicles	(n=1,737) %		
Driving distance concerns	13		
Expensive/cost/price	11		
Vehicle power	9		
Battery life/charging concerns	9	Reliability/performance concerns	1
Slow driving speeds	6	Lack of vehicle selection	1
Small vehicle size	2	Cold temperature performance	1
Repair/maintenance/knowledge required	1	Other comments	2
		Cannot say	48

Subgroup: Canadian drivers aware of hybrids
Table may not add to 100% due to multiple mentions

Public misperceptions should inform early interventions to support EVT

Education: focus on dispelling myths and promoting opportunities

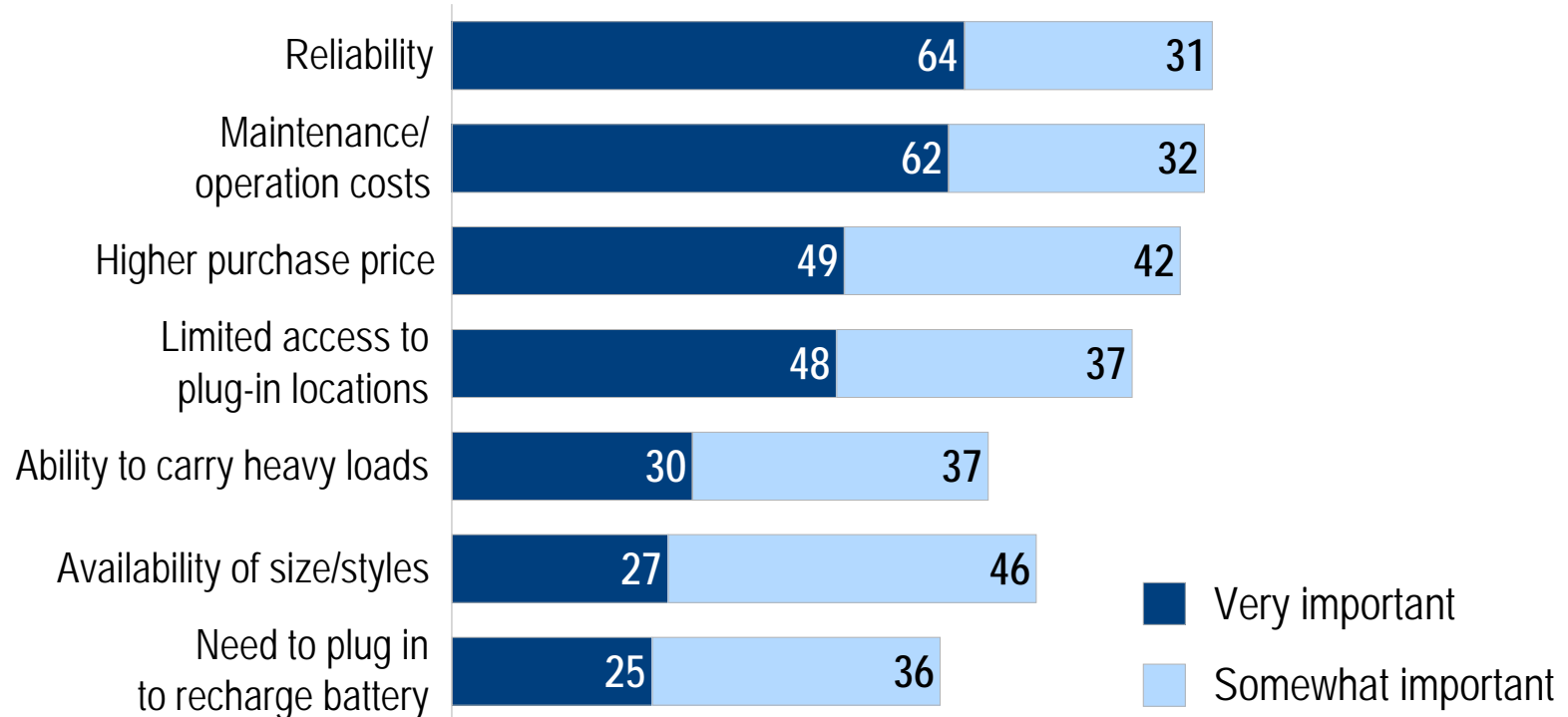
Campaigns: demonstrate the technology to reassure public uncertainty

Incentives: focus on pricing and warranty

All interventions: acknowledge public skepticism about claims and apprehension about drastic change

Education: focus on range, batteries, power and price

% saying each is an important barrier to purchasing a PHEV

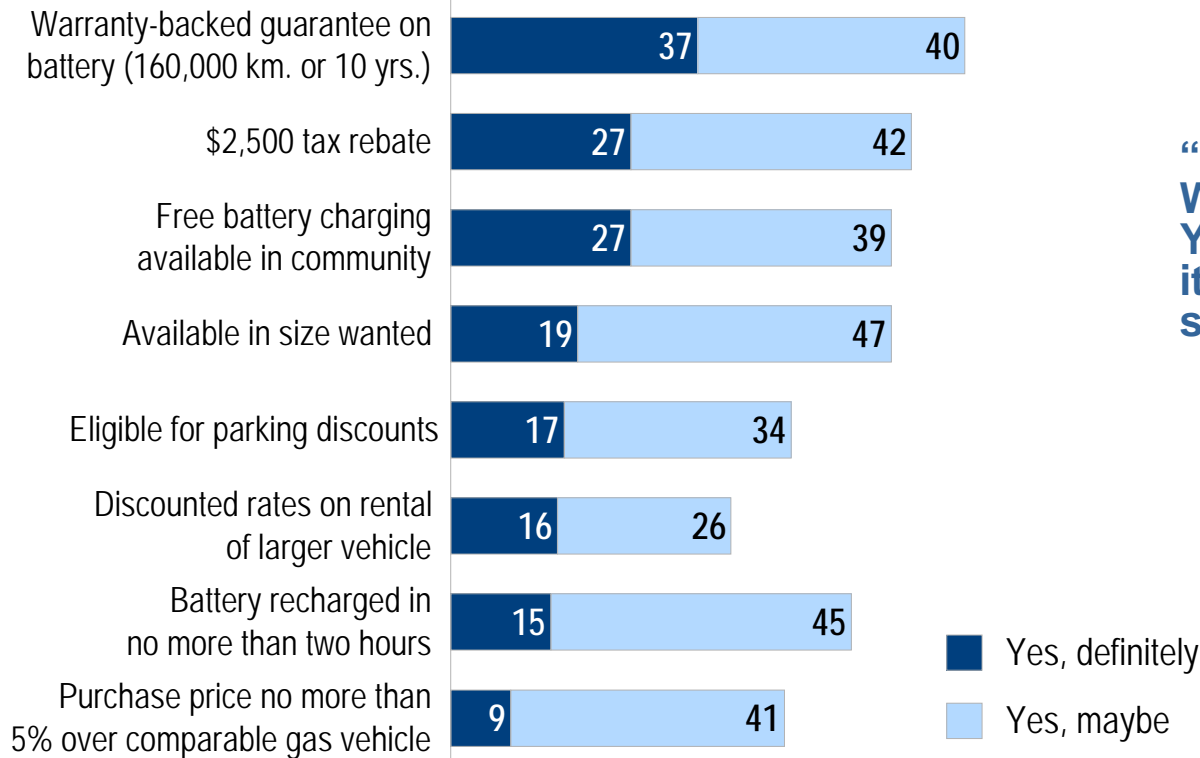


Campaigns: demonstrate ETV to address perception of technology as 'experimental'

- Only 1% of respondents questioned the reliability of hybrid vehicles, compared to 64% of respondents being concerned about the reliability of plug-in hybrid vehicles.
- Previous experience with hybrids and high levels of familiarity with EVT are linked to a strong interest in purchasing or leasing a PHEV in the future.

Incentives: Canadians want battery warranty

% who say incentive would increase consideration of a PHEV



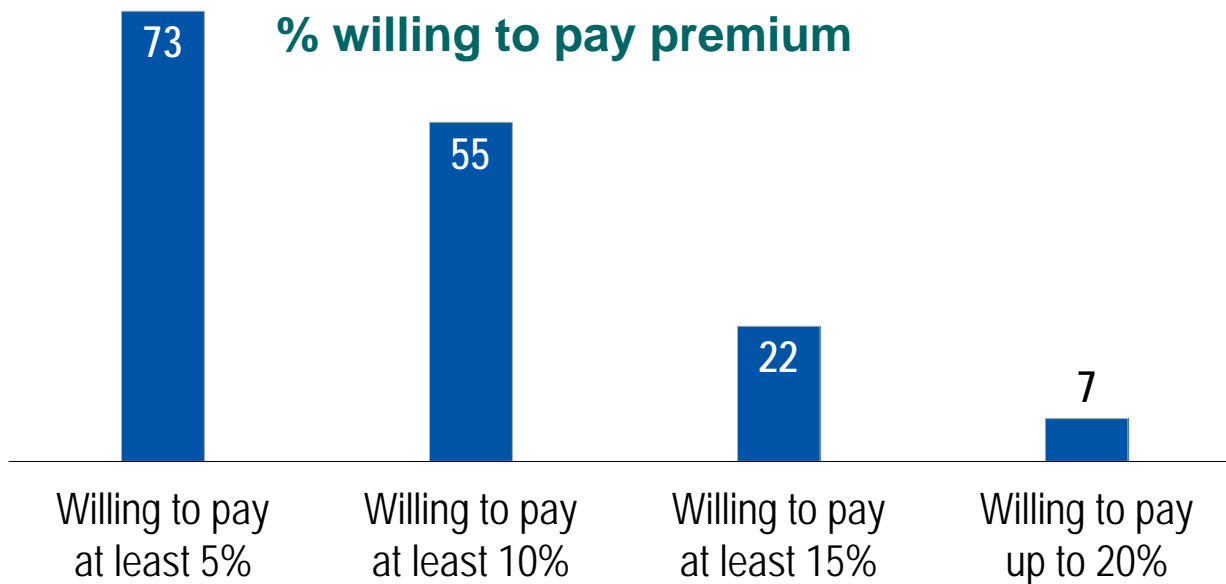
“What if it dies?
What do you do?
You can’t just fill
it up at the gas
station.”

Incentives: Canadians concerned about price, but willing to pay a small premium

% saying each is an important barrier to purchasing a PHEV



% willing to pay premium



Messaging: Canadians are skeptical of environmental and economic claims

% saying each is an important barrier to purchasing a PHEV

Maintenance/
operation costs



- Very important
- Somewhat important

“It would probably take many years to pay for itself, if it ever did.”

“I don’t know – when you factor everything in, I’m not sure if there’s much [environmental benefit].”

“I think I already heard that these batteries can hurt the environment when you dispose of them.”

Messaging: Canadians suspect their relationship with an EV will be different

“Any bit of love affair with your vehicle, like ‘Today I want to go for a long drive;’ that would be gone.”

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More information on Electric Vehicle Technology and Policy from Pollution Probe

- Final report on Canadians' Perceptions of EVT
- Moving Towards an Electric Mobility Master Plan for the City of Toronto



Contact us!



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Bob Oliver, P.Eng.
Executive Director
(416) 926-1907 x231
boliver@pollutionprobe.org