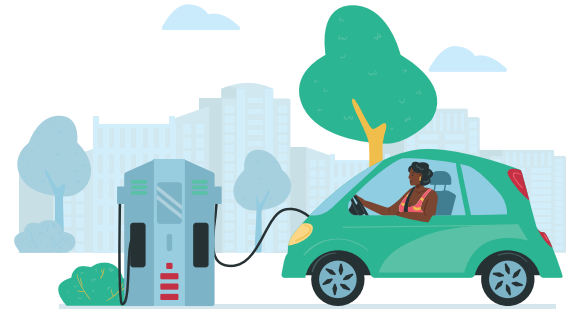


# Canada's readiness for electric vehicles



As the country gears up for electric vehicles (EVs), many Canadians wonder whether we are truly prepared to embrace this transformative technology. According to the responses in a 2023 survey commissioned by BrokerLink\*, Canadians seem to need more information and assurances that the infrastructure and support will be in place before they are willing to make the switch.

## HIGHLIGHTS OF THE SURVEY FINDINGS



# 71%

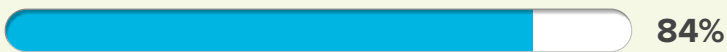
Canadians who own gas-powered vehicles are **reluctant to give them up.**

### Key concerns when it comes to switching from a gas powered vehicle to an EV:

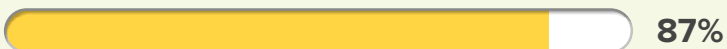
- **88%** think the vehicles are too **expensive**
- **85%** are concerned about charging challenges
- **81%** lack confidence in the **technology**
- **81%** are not convinced of the **long-term benefits** (gas savings, repairs, insurance rates)

### Important considerations for Canadians who want to purchase an EV:

'Range anxiety', concerns about EV driving range



Cost savings on fuel and maintenance



Insurance coverage



Government incentives or rebates



Environmental reasons



# 59%

Canadians are excited to drive an EV in the future and will **consider buying one as their next vehicle.**



\*The BrokerLink survey was conducted by Ipsos Canada from August 1-4, 2023. A total of 2,000 surveys were self-completed online by Canadian adults (age 18+), represented in six different regions (British Columbia, Alberta, Saskatchewan/Manitoba, Ontario, Quebec and Atlantic Canada), of whom 1,728 currently own/lease a vehicle or plan to purchase one within the next year. Representative sample results are weighted to reflect the Canadian population. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.5 percentage points, 19 times out of 20, for the total sample of 2,000 Canadians and +/- 2.7 percentage points, 19 times out of 20, for the 1,728 Canadians who 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 represented. All sample surveys and polls may be subject to other sources of error, including, but not limited to, coverage error, and measurement error.