



# Electric Vehicle Sentiment Survey

Canada, 2021



# CarGurus Electric Vehicle Sentiment Survey

In this report, you'll find a recap of the study's findings followed by implications for the automotive industry and what this means for dealerships in particular.

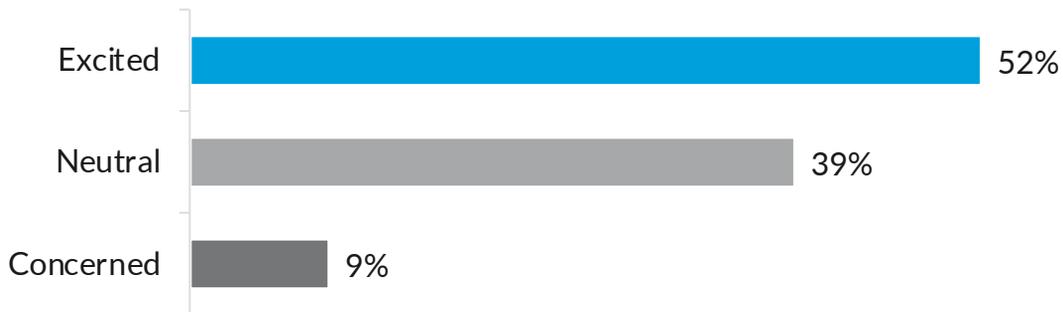
## About the study

In February 2021, CarGurus surveyed 495 automobile owners in Canada on their sentiments towards electric vehicles through an online survey. Respondents were balanced in terms of key demographics (gender, region, age). CarGurus also runs this study in the U.K. and U.S., and in the U.S. has ran this study for several years.

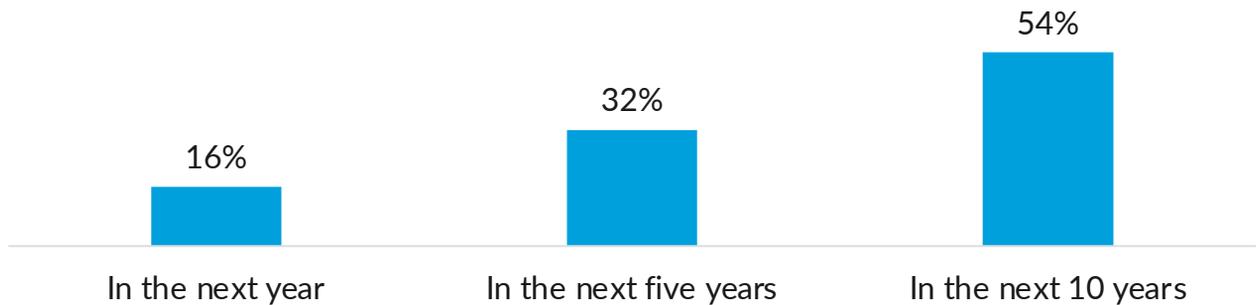
# Timeline to adoption

We see rapid “mainstreaming” of EVs among car owners. Over half (52%) of car owners expect to own an EV in the next ten years. Making charging stations widely available would be the most effective way to speed up adoption, in addition to cost incentives and making the logistics of EV ownership easier.

What is your overall opinion about the development of electric vehicles?



How likely are you to own an electric vehicle?  
*showing probably/definitely*



How effective would the following be in convincing you to buy an electric vehicle?  
*showing top 5 results, very/extremely effective*

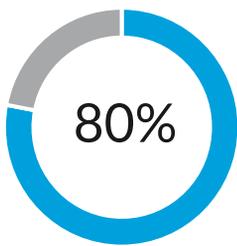
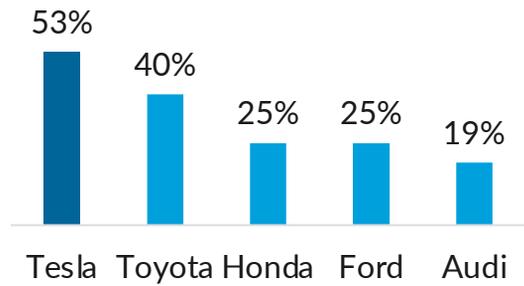
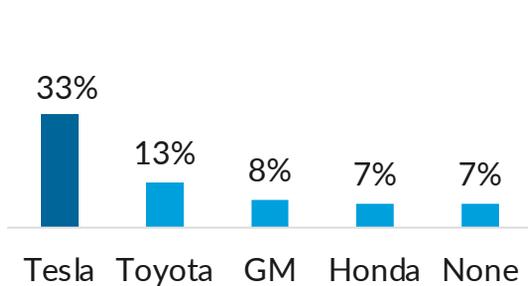
If there were more charging stations available in my area	64%
If it were easy to find replacement parts, including batteries	60%
If long-term fuel and maintenance savings outweigh the higher initial asking price	60%
Tax incentives/rebates	59%
Extended warranties	59%

# Electric vehicles considered

Tesla is the most trusted brand to develop EV technology, but 80% of those interested in EVs say they're open to several brands when it comes time to buy. SUVs/crossovers are most likely type to be considered as EV though few are available today.

What company do you trust the most to develop electric vehicles? Select one.

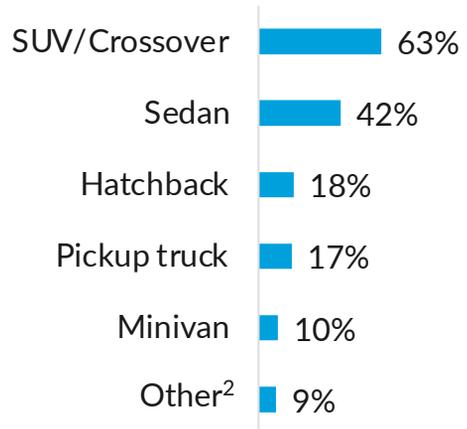
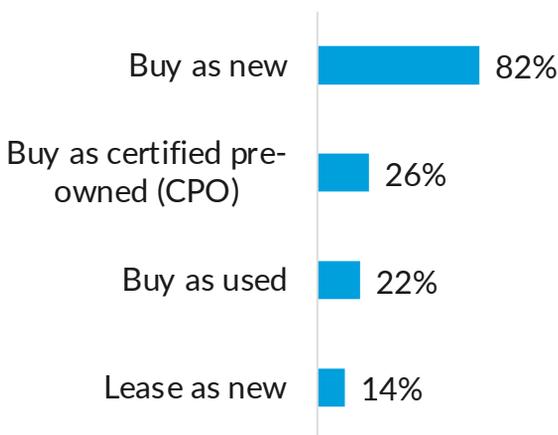
What brand of electric vehicle are you likely to consider? Select all that apply.<sup>1</sup>



of those who plan to own an electric vehicle in the next decade agree with the statement:  
*"I am open to several brands of electric vehicles"*

Which ways of acquiring a hybrid or electric vehicle would you consider?<sup>1</sup>

Which categories of electric vehicle would you consider?<sup>1</sup>



<sup>1</sup>among those who plan to own an electric vehicle in next decade

<sup>2</sup>includes coupe, convertible, and wagon

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## *Implications for the automotive industry:*

1. **Electric vehicles pose a big opportunity for the auto industry:** over half of consumers plan to own an electric vehicle in the next decade.
2. **Building charging stations is the most effective solution for speeding up EV adoption.** 64% of consumers say they'd be much more likely to consider an EV if there were more charging stations available in their area.
3. **Tesla is the current EV market leader,** in reputation and purchase consideration, but in this emerging space buyers are excited by the possibilities and less brand loyal so there's good chances for competitors to disrupt.

## *Recommendations for dealerships:*

1. **Make EVs visible alongside gas-powered vehicles on your lot.** You'll be more likely to get the attention of potential buyers if they're not hidden in the back of your lot.
2. **Consider acquiring a handful of used EVs.** Though most EV shoppers would prefer to buy new, close to a quarter of those interested would consider buying CPO (26%) or used (22%).
3. **Start investing in EV technology at your dealership.** Add charging stations on your lot and equip your service bays to handle EVs properly.
4. **Teach your staff how to talk to shoppers about EVs** and tell them not to shy away from conversations about electric. Your shopper might not buy electric this time around, but chances are their next vehicle purchase (likely in 5-10 years) will be.