



2022 Electric Vehicle Study

Canada



CarGurus 2022 Electric Vehicle Study

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 March 2022, CarGurus surveyed 464 automobile owners in Canada on their sentiments towards electric vehicles through an online survey. Respondents were balanced in terms of key demographics (gender, region, income). CarGurus also surveyed owners in 2021 (n = 495).

'Potential electric vehicle or EV buyers' refers to automobile owners who say they probably/definitely will own an electric vehicle within the next decade (n = 277).

A modified version of this study is also available for the US and UK markets.

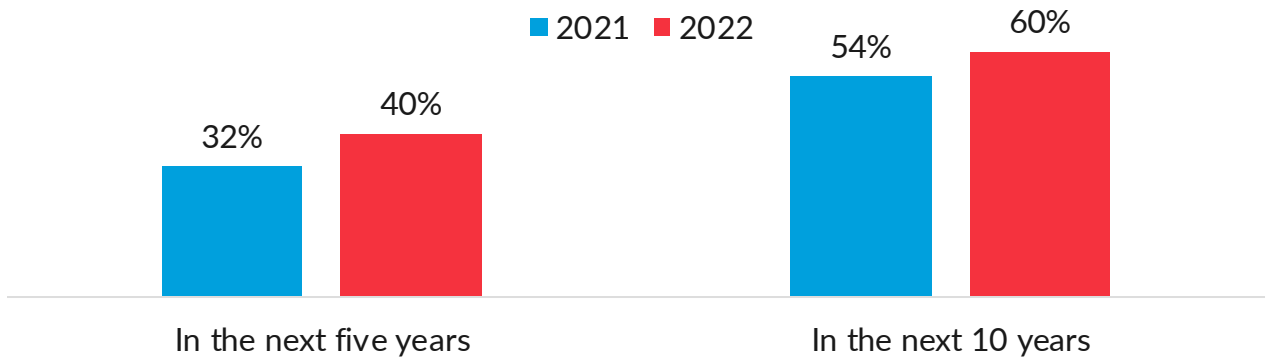
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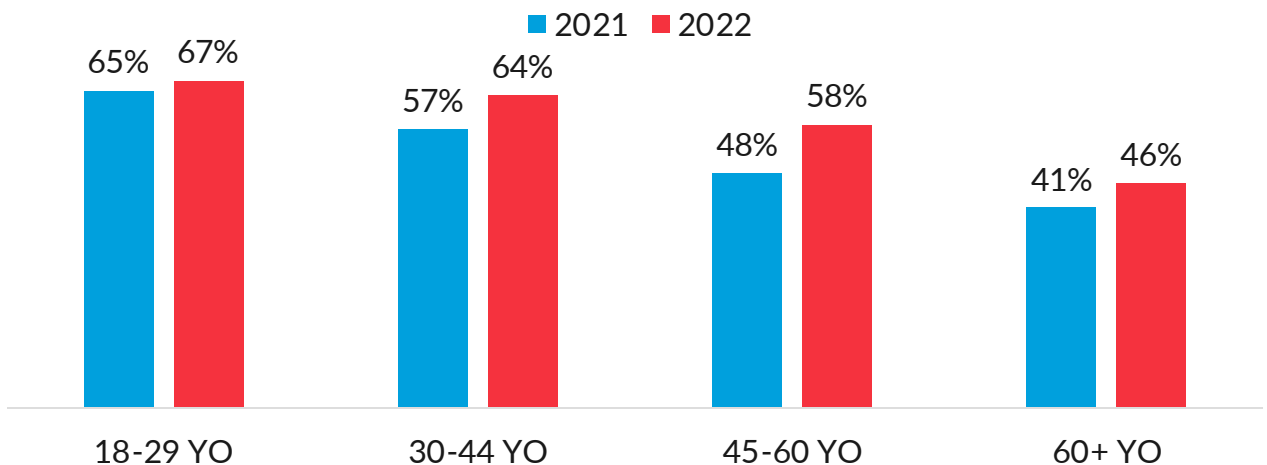
Expected adoption of EVs increases among consumers

Since last year, more people say they expect to own an electric vehicle in the next decade. Younger people are especially excited for adoption, with over 2 in 3 car owners between the ages of 18 and 29 expecting to own an EV in the next ten years. At the same time, gains versus last year came from older shoppers, showing the target audience for EVs is expanding.

Expected EV Adoption
How likely are you to own an electric vehicle?
showing probably/definitely



Expected EV Adoption by Age
How likely are you to own an electric vehicle?
showing probably/definitely in the next ten years

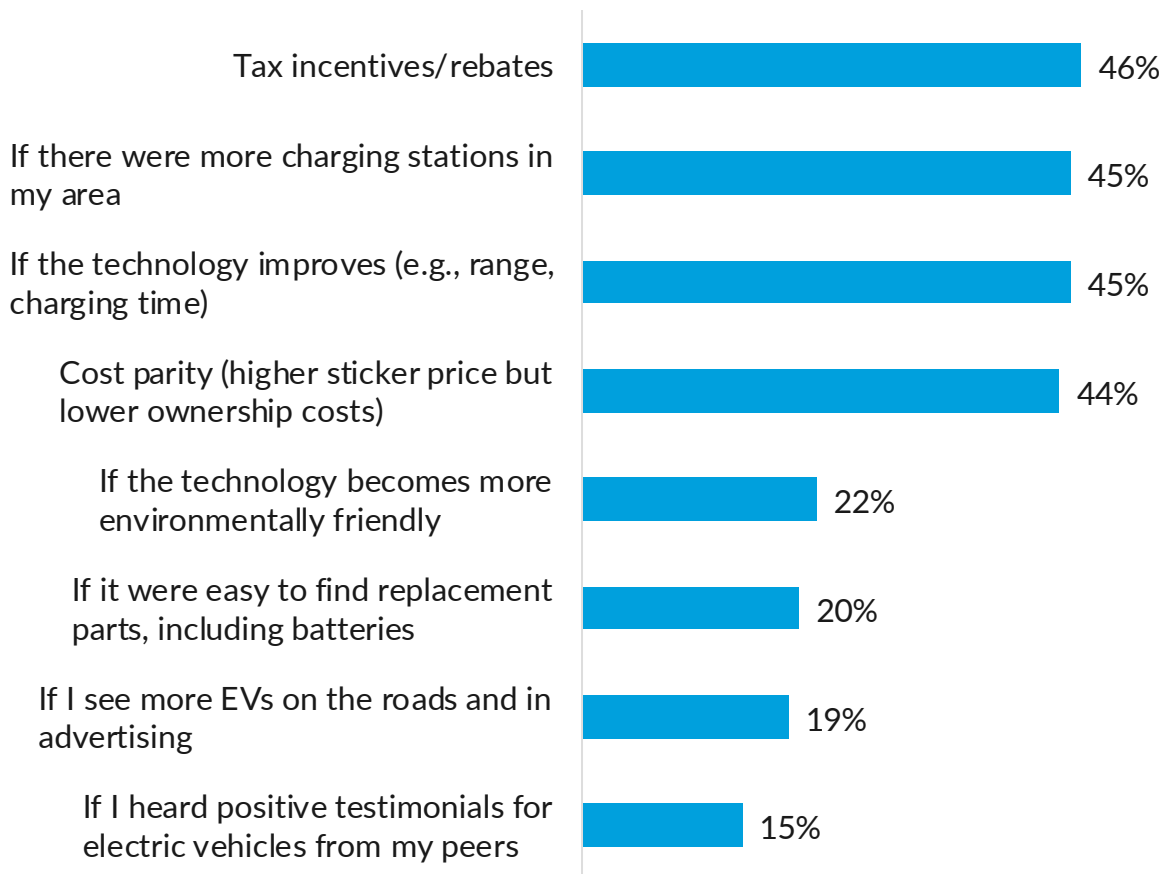


Tax incentives and charging improvements could drive more shoppers to make the switch

The biggest barriers to electric vehicle adoption are cost and the charging experience. For those reasons, buyers say they could be best convinced to make the switch if they were offered tax incentives, an improved charging experience, and cost parity with traditional ICE-vehicles.

Which of the following would be most effective in convincing you to buy an electric vehicle? Please select your top three choices.

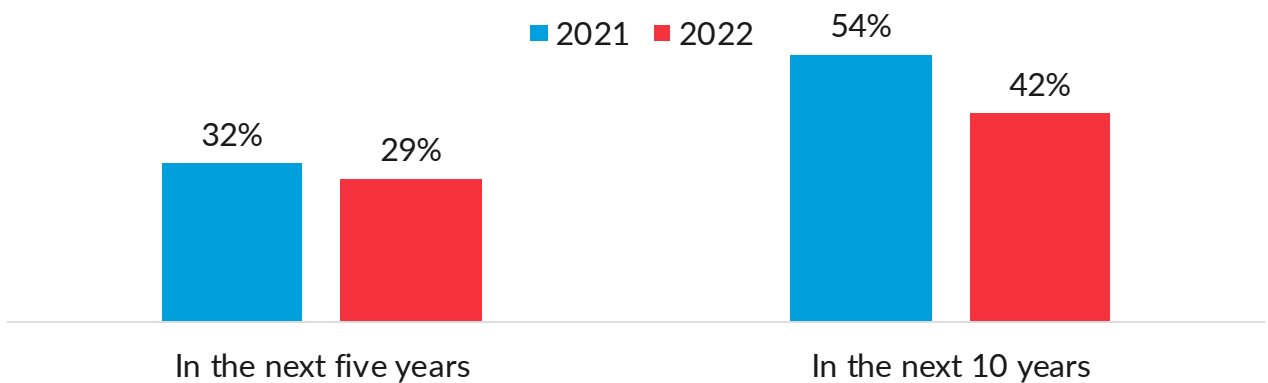
Among potential EV buyers



While EV interest is up, plug-in hybrid interest is down

Consumers' hesitations around EVs largely stem from concerns on charging, which had led some to consider hybrids. Hybrid buyers can feel peace of mind knowing they always have a backup fuel source. However, hybrids are not an exciting long-term prospect in the eyes of most. While expected adoption of EVs was up year-over-year, expected adoption of hybrids went down.

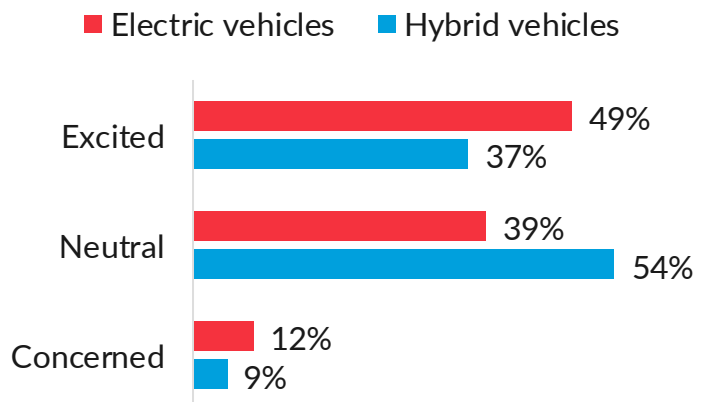
Expected Plug-in Hybrid Adoption
How likely are you to own a plug-in hybrid vehicle?
showing probably/definitely



Did you know?

Expectations to own a hybrid decreased the most among the youngest car owners (18-29 YO's). In 2021, 65% planned to own a hybrid in the next decade. Now, just 47% do.

Hybrid/Electric Vehicle Excitement
What is your overall opinion about the development of [electric or hybrid] vehicles?



Alternative fuel brands

Tesla continues to be the most considered and purchased electric vehicle brand. Toyota and Honda follow in popularity and are seen as leaders in the hybrid vehicle category as well.

Which brand of **electric** vehicle would you be likely to consider, assuming they were available?

Among potential EV buyers

1. Tesla 47%
2. Toyota 38%
3. Honda 29%
4. Hyundai 23%
5. Ford 22%
6. Chevrolet 20%
7. Nissan 15%
8. Mazda 15%
9. BMW 14%
10. Kia 14%
11. Mercedes-Benz 12%
12. Volkswagen 12%
13. Jeep 12%
14. Audi 11%
15. Lexus 11%

Which brand of **hybrid** vehicle would you be likely to consider, assuming they were available?

Among potential hybrid buyers

1. Toyota 40%
2. Honda 33%
3. Hyundai 22%
4. Ford 20%
5. Chevrolet 20%
6. Nissan 18%
7. Mazda 15%
8. Subaru 14%
9. Kia 13%
10. Mercedes-Benz 13%
11. Jeep 12%
12. Volkswagen 12%
13. BMW 11%
14. Lexus 11%
15. Audi 11%

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Implications for the automotive industry:

- 1. Interest in EVs is up.** Expected adoption of EVs increased, with additional older shoppers getting on board. Now, 60% of automobile owners expect to own an EV in the next ten years.
- 2. Tax incentives could be most effective driver to EVs.** When asked what would be most effective in convincing consumers to buy an electric vehicle, tax incentives were the most popular answer.
- 3. But buyers need the charging experience to be more reliable.** Nearly tied with tax incentives, buyers also say more charging stations in their area and a better battery would be most effective in convincing them to switch.
- 4. Interest in hybrids is down.** Despite the increased interest in EVs, the expected adoption of plug-in hybrids has decreased. Now, just 29% of consumers expect to own in the next five years and 42% in the next ten.
- 5. Tesla is the EV leader, but there's a lot of opportunity for OEM brands in alternative fuel – especially Toyota and Honda.** Tesla (47%) remains the most popular EV brand, followed by Toyota (38%) and Honda (29%). These brands are also popular among potential hybrid buyers – a space Tesla doesn't compete in.

Recommendations for dealerships:

Now is the time to start showing that your dealership is EV-friendly and plugged into growing interest from consumers. Train your staff on how to explain the cost benefits of EVs, familiarize shoppers with charging infrastructures, and acquire a handful of EVs to make visible on your forecourt. These small steps will help set your dealership up for future success selling EVs.