

2024 MOBILITY TREND REPORT

As a leader in electrification, Volvo Car Canada explores Canadian interest in EV amidst shift in landscape to understand the road to greater sustainability.

EV: STATE OF THE NATION

11% of all Canadians currently own an electrified vehicle (i.e. plug-in hybrid and battery electric vehicle). Leaving approx 89% of Canadians (who own cars)* still driving gas engine vehicles, so what are the major barriers?

76% of Canadians who say they are not open to purchasing an electrified vehicle say it's because it's too expensive

78% say there currently isn't enough publicly available charging infrastructure to make electric vehicles a good option.

15% of Canadians feel EVs are generally better than gas vehicles in terms of overall costs, including purchase price, gas/charging costs, maintenance, insurance, etc.

FACING HEADWINDS

Gas prices and sustainability are top of mind for many Canadian car owners.

93% say that owning a car is a necessity for their lifestyle and where they live.

52% say they drive less than they used to because of high gas prices.

36% would be willing to pay more for a car that was built sustainably.

PEAK PERFORMERS

Affordability, fuel efficiency, and safety are the top 3 factors Canadians seek when purchasing their next vehicle.

40% state vehicle price as top consideration

14% rate fuel efficiency

13% consider safety

25% say that being hybrid or electric is among the top 5 things they look for in a car.

THE FUTURE OF ELECTRIFICATION IN CANADA

Amidst government mandates to move to zero emission vehicle sales by 2035, are Canadians along for the ride?

64% of Canadians looking to purchase a new vehicle say they would consider a hybrid, plug-in hybrid, or full EV as their next vehicle in the next five years.

73% of Canadians agree over the next few decades, more and more of the world's cars will be electric vehicles.

51% of younger Canadians aged 18-34 who are looking to purchase a new vehicle say they are most likely to make their next car purchase an EV.

74% of those most likely to consider a hybrid, plug-in hybrid, or fully electric vehicle are from BC.

55% of Canadians likely to purchase a new vehicle in the next 5 years say they are open to purchasing a full EV.

THE ROAD AHEAD

Canadians are seeking sustainable options and once they've made the switch to electric vehicles the majority wouldn't go back.

58% of Canadians who own an electrified vehicle said they are unlikely to consider a gas-powered vehicle now that they drive an EV.

17% said they might consider it.

These are the findings of a survey conducted by Volvo Car Canada from March 26th to 28th, 2024 among a representative sample of 1,000 online Canadians who are members of the Angus Reid Forum. The survey was conducted in English and French. For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 3 percentage points, 19 times out of 20.