

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Sample size	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	194	247	293	230	271	264	586	494	268	621	473	406	392	461	199	

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

QE1. which of the following would be most important to you in making your purchase?

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Price	59%	59%	57%	55%	52%	58%	59%	61%	61%	55%	63%	54%	62%	61%	47%	62%	54%	59%	61%	68%	63%	60%	52%	60%	59%	57%	56%	62%	58%	
Type of vehicle (sedan, SUV, truck, etc.)	37%	36%	50%	46%	58%	35%	37%	31%	35%	39%	35%	30%	39%	41%	32%	41%	43%	29%	38%	38%	29%	42%	47%	38%	38%	35%	50%	32%	36%	
Fuel efficiency	34%	35%	36%	34%	30%	38%	40%	23%	39%	33%	35%	33%	35%	32%	32%	35%	36%	34%	36%	35%	34%	31%	32%	36%	35%	32%	36%	41%		
Brand (i.e. manufacturer)	20%	17%	19%	24%	27%	21%	19%	24%	16%	23%	17%	17%	19%	23%	20%	21%	26%	15%	18%	19%	20%	20%	21%	21%	18%	27%	16%	16%		
Environmental impact (i.e. low carbon emissions)	11%	18%	5%	10%	5%	13%	10%	13%	9%	9%	13%	18%	9%	8%	12%	8%	7%	22%	9%	10%	13%	9%	7%	10%	18%	3%	15%	20%		
Performance (i.e. is fun to drive)	10%	10%	9%	9%	11%	7%	11%	11%	10%	13%	8%	16%	9%	8%	21%	11%	10%	11%	6%	6%	10%	10%	15%	10%	11%	12%	10%	13%	6%	
Overall appearance/aesthetic (i.e. looks cool)	7%	9%	8%	7%	8%	5%	5%	10%	7%	9%	6%	11%	5%	7%	16%	6%	7%	8%	4%	6%	7%	11%	7%	5%	10%	7%	9%	6%		
Colour	3%	3%	1%	2%	2%	3%	3%	3%	2%	2%	3%	2%	3%	2%	2%	3%	3%	4%	2%	3%	3%	2%	3%	2%	2%	2%	3%	4%		
Other	2%	2%	3%	2%	1%	2%	2%	3%	0%	2%	3%	4%	2%	1%	4%	2%	1%	4%	3%	2%	1%	2%	3%	1%	3%	3%	1%	3%		
No idea/Really can't say	3%	1%	3%	5%	1%	8%	3%	4%	7%	2%	4%	2%	5%	2%	2%	3%	1%	3%	7%	3%	6%	0%	1%	5%	2%	1%	2%	1%		

QE2. And, how likely is it that you will buy a new vehicle in the next two or three years? Will you ...

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Definitely buy a new vehicle in the next two or three years	22%	12%	16%	13%	15%	12%	24%	29%	22%	26%	18%	29%	22%	16%	30%	29%	21%	28%	16%	11%	16%	26%	31%	17%	25%	26%	20%	24%	21%	
Probably buy one	17%	17%	20%	17%	21%	14%	16%	17%	15%	17%	17%	24%	18%	10%	21%	19%	12%	26%	17%	9%	16%	18%	19%	14%	16%	21%	15%	18%	16%	
Maybe - might or might not	22%	29%	24%	26%	24%	27%	21%	17%	21%	20%	23%	19%	22%	23%	19%	19%	23%	20%	25%	24%	22%	21%	21%	25%	20%	25%	23%	22%		
Probably won't buy one	18%	20%	21%	20%	25%	16%	18%	13%	22%	18%	18%	14%	17%	22%	18%	15%	20%	11%	19%	24%	18%	18%	16%	20%	16%	17%	20%	15%	19%	
Definitely won't buy a new vehicle in the next two or three years	22%	22%	19%	24%	16%	31%	20%	25%	20%	19%	24%	14%	20%	28%	13%	18%	25%	15%	23%	32%	29%	17%	13%	29%	18%	15%	20%	21%	22%	
Top2box	39%	29%	36%	30%	35%	26%	40%	45%	37%	43%	35%	52%	40%	27%	50%	48%	33%	54%	33%	20%	32%	44%	50%	31%	41%	48%	35%	42%	37%	
Bottom2box	40%	42%	40%	44%	40%	47%	39%	37%	42%	37%	42%	28%	37%	50%	31%	33%	44%	26%	42%	56%	47%	35%	29%	48%	34%	32%	40%	35%	41%	

QE3. First, do you yourself own an electric vehicle?

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- <\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Yes, a hybrid	5%	7%	2%	5%	5%	6%	6%	6%	1%	7%	4%	9%	5%	2%	13%	7%	3%	7%	3%	2%	5%	6%	7%	3%	3%	10%	5%	5%	7%	
Yes, a plug-in electric vehicle	3%	2%	2%	0%		1%	4%	4%	3%	4%	2%	7%	2%	1%	10%	3%	2%	4%	2%	0%	3%	4%	3%	2%	3%	5%	3%	3%	3%	
Have owned one in the past, but don't currently	1%	3%	1%				1%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	0%	2%	1%	1%	1%	2%	1%	1%	2%		
No, never owned an electric vehicle	91%	89%	95%	94%	95%	93%	91%	90%	94%	89%	94%	85%	92%	96%	80%	89%	94%	90%	94%	97%	91%	90%	91%	94%	92%	86%	92%	91%	89%	
Net: Yes	9%	11%	5%	6%	5%	7%	9%	10%	6%	11%	6%	15%	8%	4%	20%	11%	6%	10%	6%	3%	9%	10%	9%	6%	8%	14%	8%	9%	11%	

	Have never owned an electric vehicle	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
<b>Sample size</b>	1371	177	141	188	95	93	428	313	117	652	719	362	475	534	155	220	277	206	255	258	532	444	244	586	436	349	360	419	177	

QE4. You indicated that you've never owned an electric vehicle. Have you ever driven one?

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Yes, driven a hybrid	11%	17%	11%	10%	12%	9%	13%	6%	10%	14%	9%	16%	12%	7%	19%	16%	9%	14%	9%	4%	6%	15%	19%	7%	11%	19%	14%	9%	18%	
Yes, driven a plug-in electric vehicle	4%	5%	3%	0%	1%	5%	4%	1%	5%	2%	5%	2%	7%	8%	3%	4%	2%	1%	2%	4%	8%	2%	4%	7%	4%	7%	4%	3%	7%	
No, never driven an electric vehicle	87%	81%	88%	90%	88%	91%	85%	90%	89%	83%	90%	83%	84%	92%	80%	79%	89%	85%	88%	95%	93%	83%	77%	92%	86%	78%	83%	89%	80%	

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
<b>Sample size</b>	1500	200	150	200	100	100	475	350	125	734	766	424	518	558	194	247	293	230	271	264	586	494	268	621	473	406	392	461	199	

QE3/E4. Currently own/ ever driven

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Yes, a hybrid	15%	22%	13%	15%	16%	14%	17%	12%	10%	19%	12%	23%	16%	9%	28%	22%	11%	19%	11%	6%	11%	19%	24%	10%	13%	26%	17%	14%	23%	
Yes, a plug-in electric vehicle	7%	6%	5%	1%	2%	9%	8%	4%	9%	4%	11%	7%	3%	16%	9%	5%	7%	4%	2%	5%	8%	10%	3%	7%	12%	7%	6%	9%		
Have owned one in the past, but don't currently	1%	3%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	0%	2%	1%	1%	1%	2%	1%	1%	1%	2%		
No, never driven an electric vehicle	79%	73%	84%	85%	84%	85%	77%	81%	84%	74%	84%	71%	77%	88%	64%	70%	84%	76%	83%	92%	84%	75%	70%	87%	79%	68%	76%	81%	71%	

QE5. And, suppose you were in the market to buy a new car. If that were the case, how likely do you think you would be to consider A hybrid vehicle?

	Total	Region									Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP	
Definitely would consider this	19%	28%	13%	17%	19%	16%	21%	12%	20%	19%	18%	26%	19%	12%	25%	18%	15%	27%	20%	9%	15%	23%	21%	12%	18%	30%	11%	25%	24%	
Probably would consider this	24%	29%	22%	18%	14%	21%	20%	29%	21%	23%	24%	29%	23%	20%	27%	21%	22%	32%	24%	18%	24%	24%	23%	17%	26%	30%	17%	27%	27%	
Maybe - might or might not	30%	26%	33%	30%	29%	30%	30%	31%	32%	31%	29%	25%	29%	35%	26%	31%	34%	25%	27%	36%	32%	28%	31%	36%	28%	24%	31%	25%	27%	
Probably would NOT consider this	12%	7%	13%	16%	14%	17%	12%	12%	14%	12%	12%	10%	13%	11%	13%	12%	12%	9%	15%	11%	12%	14%	10%	13%	13%	8%	15%	11%	9%	
Definitely would NOT consider this	16%	10%	19%	20%	23%	16%	17%	16%	13%	16%	16%	9%	16%	22%	10%	18%	18%	7%	15%	26%	18%	12%	14%	22%	15%	8%	25%	12%	13%	
Top2box	42%	57%	35%	35%	33%	37%	41%	42%	41%	41%	43%	56%	42%	32%	52%	39%	37%	59%	44%	28%	39%	47%	44%	29%	44%	60%	29%	52%	51%	
Bottom2box	28%	17%	32%	35%	38%	33%	30%	27%	27%	28%	28%	19%	29%	33%	23%	29%	30%	16%	30%	36%	30%	25%	25%	35%	28%	17%	40%	23%	22%	

QE5. And, suppose you were in the market to buy a new car. If that were the case, how likely do you think you would be to consider A plug-in electric vehicle?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Definitely would consider this	15%	21%	9%	13%	11%	15%	16%	13%	14%	17%	13%	22%	15%	9%	24%	17%	13%	21%	13%	5%	13%	16%	21%	10%	13%	24%	7%	18%	21%
Probably would consider this	18%	21%	14%	10%	9%	11%	16%	23%	12%	17%	18%	24%	17%	14%	22%	16%	14%	25%	17%	13%	19%	20%	12%	13%	20%	21%	13%	19%	20%
Maybe – might or might not	25%	21%	25%	21%	19%	23%	25%	26%	27%	22%	27%	22%	28%	23%	17%	27%	22%	27%	30%	24%	25%	22%	25%	23%	26%	20%	24%	27%	
Probably would NOT consider this	18%	18%	20%	20%	19%	20%	18%	16%	21%	18%	17%	18%	15%	21%	19%	14%	22%	17%	16%	19%	18%	18%	21%	19%	19%	16%	18%	20%	12%
Definitely would NOT consider this	25%	18%	32%	36%	42%	31%	26%	21%	26%	25%	25%	14%	25%	33%	18%	26%	28%	10%	23%	39%	25%	21%	24%	33%	25%	13%	41%	19%	20%
Top2box	32%	42%	23%	23%	20%	26%	32%	37%	26%	34%	31%	46%	32%	23%	46%	34%	27%	46%	30%	18%	31%	36%	33%	23%	33%	45%	20%	38%	41%
Bottom2box	43%	36%	52%	56%	61%	51%	43%	37%	46%	44%	42%	32%	40%	54%	37%	40%	51%	27%	39%	58%	43%	39%	45%	51%	43%	29%	60%	39%	32%

QE6. [Top2box] Agreement with statements about electric vehicle

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
I'd be more likely to buy a plug-in electric vehicle if there were more public charging stations	62%	68%	55%	50%	46%	54%	63%	65%	58%	66%	59%	73%	59%	57%	70%	63%	66%	76%	55%	48%	59%	68%	65%	52%	63%	77%	49%	73%	71%
Plug-in electric vehicles take too long to charge	48%	38%	47%	38%	39%	38%	48%	54%	54%	57%	40%	49%	46%	49%	54%	59%	56%	45%	35%	40%	47%	50%	56%	46%	51%	49%	54%	47%	46%
I'm less inclined to buy an electric vehicle because they're too expensive	75%	76%	74%	70%	71%	68%	75%	73%	79%	78%	72%	73%	73%	78%	72%	78%	81%	74%	68%	74%	72%	79%	77%	72%	77%	75%	78%	76%	79%
These days, there's as much variety in electric vehicles as there is in traditional ones	36%	34%	33%	30%	22%	37%	35%	44%	34%	36%	37%	42%	38%	30%	38%	41%	31%	46%	35%	30%	40%	37%	32%	36%	36%	39%	27%	41%	47%
Electric vehicles just aren't as much fun to drive as gas vehicles	29%	26%	31%	29%	30%	28%	28%	29%	33%	35%	23%	29%	30%	28%	34%	39%	31%	24%	21%	24%	31%	27%	31%	32%	29%	24%	36%	24%	22%

QE6. [Bottom2box] Agreement with statements about electric vehicle

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
I'd be more likely to buy a plug-in electric vehicle if there were more public charging stations	24%	22%	30%	32%	37%	27%	23%	21%	25%	24%	24%	17%	24%	28%	23%	27%	23%	13%	22%	34%	23%	24%	26%	28%	26%	16%	37%	18%	18%
Plug-in electric vehicles take too long to charge	16%	20%	14%	15%	13%	18%	15%	17%	15%	18%	15%	21%	17%	12%	23%	17%	14%	20%	16%	9%	16%	15%	20%	11%	16%	23%	12%	21%	18%
I'm less inclined to buy an electric vehicle because they're too expensive	14%	16%	10%	12%	10%	13%	13%	15%	13%	13%	14%	18%	14%	11%	20%	12%	8%	16%	15%	13%	14%	12%	17%	11%	13%	19%	11%	16%	11%
These days, there's as much variety in electric vehicles as there is in traditional ones	44%	48%	44%	44%	52%	36%	44%	42%	41%	52%	37%	45%	41%	46%	53%	47%	54%	38%	36%	37%	36%	48%	55%	37%	49%	49%	52%	44%	36%
Electric vehicles just aren't as much fun to drive as gas vehicles	38%	43%	31%	28%	26%	30%	37%	44%	32%	41%	35%	45%	37%	34%	47%	38%	40%	43%	35%	27%	33%	44%	43%	28%	39%	51%	28%	47%	47%

QE6 - I'd be more likely to buy a plug-in electric vehicle if there were more public charging stations

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- -\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Agree strongly	29%	30%	23%	23%	26%	20%	26%	39%	23%	28%	29%	37%	25%	26%	33%	26%	27%	41%	25%	24%	28%	31%	32%	21%	30%	40%	20%	38%	31%
Agree moderately	33%	38%	32%	28%	21%	34%	37%	26%	35%	37%	29%	36%	33%	31%	37%	36%	38%	35%	30%	23%	31%	37%	33%	31%	33%	38%	29%	35%	40%
Disagree moderately	12%	12%	17%	15%	15%	11%	11%	11%	14%	12%	12%	10%	14%	12%	14%	13%	10%	7%	14%	15%	12%	12%	14%	13%	12%	11%	16%	10%	11%
Disagree strongly	12%	10%	13%	17%	22%	12%	12%	10%	11%	12%	11%	7%	11%	16%	8%	14%	13%	6%	8%	20%	11%	11%	12%	15%	13%	5%	22%	8%	8%
Not sure/Can't say	14%	11%	15%	18%	16%	19%	13%	14%	18%	10%	18%	9%	17%	15%	7%	10%	11%	11%	23%	18%	18%	8%	9%	20%	11%	7%	14%	9%	10%
Top2box	62%	68%	55%	50%	46%	54%	63%	65%	58%	66%	59%	73%	59%	57%	70%	63%	66%	76%	55%	48%	59%	68%	65%	52%	63%	77%	49%	73%	71%
Bottom2box	24%	22%	30%	32%	37%	27%	23%	21%	25%	24%	24%	17%	24%	28%	23%	27%	23%	13%	22%	34%	23%	24%	26%	28%	26%	16%	37%	18%	18%

QE6 - Plug-in electric vehicles take too long to charge

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- -\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Agree strongly	18%	10%	20%	16%	20%	12%	18%	23%	20%	23%	15%	16%	18%	21%	18%	26%	23%	12%	18%	17%	19%	20%	20%	20%	18%	16%	28%	16%	16%
Agree moderately	30%	28%	27%	22%	19%	25%	30%	31%	34%	34%	25%	33%	28%	28%	36%	34%	33%	31%	23%	22%	30%	31%	35%	25%	32%	33%	27%	32%	29%
Disagree moderately	12%	15%	12%	12%	10%	14%	12%	13%	10%	14%	11%	16%	13%	9%	18%	15%	11%	15%	11%	7%	12%	12%	15%	8%	12%	18%	10%	16%	12%
Disagree strongly	4%	5%	2%	3%	3%	3%	4%	4%	5%	4%	4%	5%	4%	5%	2%	3%	5%	6%	2%	4%	3%	4%	3%	4%	5%	2%	5%	5%	
Not sure/Can't say	36%	42%	39%	46%	48%	45%	36%	29%	31%	26%	46%	29%	37%	40%	23%	24%	30%	35%	49%	51%	37%	35%	25%	43%	33%	28%	34%	31%	37%
Top2box	48%	38%	47%	38%	39%	38%	48%	54%	54%	57%	40%	49%	46%	49%	54%	59%	56%	45%	49%	40%	47%	50%	56%	46%	51%	49%	54%	47%	46%
Bottom2box	16%	20%	14%	15%	13%	18%	15%	17%	15%	18%	15%	21%	17%	12%	23%	17%	14%	20%	16%	9%	16%	15%	20%	11%	16%	23%	12%	21%	18%

QE6 - I'm less inclined to buy an electric vehicle because they're too expensive

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- -\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Agree strongly	43%	44%	39%	42%	44%	40%	42%	45%	53%	44%	43%	35%	43%	49%	35%	47%	47%	35%	41%	51%	44%	44%	39%	45%	44%	38%	50%	44%	43%
Agree moderately	31%	33%	35%	28%	27%	28%	33%	29%	26%	34%	29%	38%	29%	29%	37%	31%	34%	38%	27%	23%	28%	34%	38%	27%	33%	37%	28%	32%	36%
Disagree moderately	9%	12%	8%	6%	6%	7%	9%	10%	8%	9%	10%	12%	11%	6%	15%	9%	4%	9%	14%	7%	9%	8%	11%	7%	9%	13%	6%	11%	9%
Disagree strongly	4%	4%	2%	5%	4%	6%	4%	5%	5%	4%	4%	6%	2%	5%	5%	4%	6%	2%	6%	4%	3%	6%	4%	4%	4%	5%	4%	5%	2%
Not sure/Can't say	12%	7%	15%	19%	18%	19%	12%	11%	8%	10%	14%	9%	14%	12%	8%	10%	11%	11%	17%	13%	15%	10%	6%	17%	10%	6%	11%	8%	10%
Top2box	75%	76%	74%	70%	71%	68%	75%	73%	79%	78%	72%	73%	73%	78%	72%	78%	81%	74%	68%	74%	72%	79%	77%	72%	77%	75%	78%	76%	79%
Bottom2box	14%	16%	10%	12%	10%	13%	13%	15%	13%	13%	14%	18%	14%	11%	20%	12%	8%	16%	15%	14%	12%	17%	11%	13%	19%	11%	16%	11%	

QE6 - These days, there's as much variety in electric vehicles as there is in traditional ones

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K- -\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Agree strongly	12%	9%	10%	9%	5%	11%	10%	20%	11%	14%	11%	13%	12%	13%	10%	13%	16%	15%	10%	9%	12%	13%	13%	13%	13%	11%	10%	12%	14%
Agree moderately	24%	25%	23%	21%	16%	26%	24%	24%	24%	23%	25%	30%	26%	18%	29%	28%	14%	30%	25%	21%	28%	24%	19%	23%	23%	27%	17%	29%	33%
Disagree moderately	26%	33%	26%	24%	25%	22%	28%	23%	20%	29%	24%	28%	22%	29%	28%	22%	36%	28%	22%	21%	21%	29%	32%	23%	27%	31%	29%	27%	24%
Disagree strongly	18%	16%	18%	20%	26%	14%	16%	19%	21%	22%	13%	18%	19%	16%	26%	25%	18%	11%	14%	15%	15%	19%	23%	14%	21%	18%	23%	18%	13%
Not sure/Can't say	20%	18%	22%	27%	26%	27%	21%	13%	25%	12%	27%	12%	20%	24%	8%	11%	16%	16%	29%	34%	23%	14%	13%	27%	16%	12%	21%	15%	17%
Top2box	36%	34%	33%	30%	22%	37%	35%	44%	34%	36%	37%	42%	38%	30%	38%	41%	31%	46%	35%	30%	40%	37%	32%	36%	36%	39%	27%	41%	47%
Bottom2box	44%	48%	44%	44%	52%	36%	44%	42%	41%	52%	37%	45%	41%	46%	53%	47%	54%	38%	36%	37%	36%	48%	55%	37%	49%	49%	52%	44%	36%

QE6 - Electric vehicles just aren't as much fun to drive as gas vehicles

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Agree strongly	11%	9%	13%	11%	15%	9%	10%	13%	14%	14%	8%	10%	11%	12%	11%	17%	15%	9%	6%	10%	13%	8%	14%	14%	11%	7%	16%	10%	7%
Agree moderately	17%	17%	18%	18%	16%	20%	18%	16%	20%	20%	15%	19%	19%	15%	23%	22%	17%	15%	15%	14%	18%	19%	17%	18%	18%	16%	20%	14%	15%
Disagree moderately	20%	23%	15%	15%	14%	15%	19%	24%	13%	22%	17%	20%	17%	21%	20%	18%	26%	20%	16%	16%	16%	25%	23%	17%	22%	17%	24%	21%	
Disagree strongly	18%	20%	16%	14%	12%	15%	18%	20%	19%	19%	18%	24%	20%	12%	26%	20%	14%	23%	19%	11%	17%	19%	21%	12%	17%	30%	11%	23%	26%
Not sure/Can't say	33%	31%	38%	42%	44%	41%	35%	27%	34%	24%	42%	27%	33%	38%	19%	22%	29%	33%	44%	49%	36%	29%	26%	40%	32%	25%	36%	29%	31%
Top2box	29%	26%	31%	29%	30%	28%	28%	29%	33%	35%	23%	29%	30%	28%	34%	39%	31%	24%	21%	24%	31%	27%	31%	32%	29%	24%	36%	24%	22%
Bottom2box	38%	43%	31%	28%	26%	30%	37%	44%	32%	41%	35%	45%	37%	34%	47%	38%	40%	43%	35%	27%	33%	44%	43%	28%	39%	51%	28%	47%	47%

QE7. Which of these perspectives is closer to your own?

	Total	Region								Gender		Age			Age_Gender						Income			Education			Fed Vote 2015		
		BC	AB	SK/MB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	Male 18-34	Male 35-54	Male 55+	Female 18-34	Female 35-54	Female 55+	<\$50K	\$50K-<\$100K	\$100K+	High school or less	College/Te ch	University+	CPC	Liberal	NDP
Governments should do more to incentivize people to buy electric vehicles	56%	56%	45%	48%	40%	55%	54%	65%	55%	53%	58%	66%	57%	47%	61%	56%	46%	71%	57%	48%	59%	59%	49%	48%	57%	66%	34%	67%	71%
Governments should leave the price and popularity of electric vehicles to the free market	44%	44%	55%	52%	60%	45%	46%	35%	45%	47%	42%	34%	43%	53%	39%	44%	54%	29%	43%	52%	41%	41%	51%	52%	43%	34%	66%	33%	29%