

Vaping and Electric Vehicles

[INTRO SCREEN]

Today we would like to ask you about a few different topics in Canadian society. It should take about 5 minutes to complete this survey.

Pour la version française de cette étude, veuillez sélectionner l'option FRA dans le coin supérieur gauche de cette fenêtre.

QE1. Let's start with some questions about cars.

Most people have a sense of what they look for in a vehicle, even if they don't currently own one and rarely drive. Let's suppose for a moment that you were looking to purchase a new car. If that were the case, which of the following would be most important to you in making your purchase? (choose up to 2)

(Even if you don't anticipate purchasing a new car any time soon, please respond based on the qualities you would be looking for if you were.)

[RANDOMIZE]

Price

Colour

Brand (i.e. manufacturer)

Type of vehicle (sedan, SUV, truck, etc.)

Overall appearance/aesthetic (i.e. looks cool)

Performance (i.e. is fun to drive)

Fuel efficiency

Environmental impact (i.e. low carbon emissions)

[ANCHOR]Other (specify)

[ANCHOR, EXCLUSIVE]No idea/Really can't say

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

Definitely buy a new vehicle in the next two or three years

Probably buy one

Maybe – might or might not

Probably won't buy one

Definitely won't buy a new vehicle in the next two or three years

QE3. Now, we'd like to get your opinion on electric vehicles. By "electric vehicles" we mean both "hybrid" vehicles that have both an electric engine and a gas tank, as well as "plug-in electric" vehicles that don't use any gasoline.

First, do you yourself own an electric vehicle? (If you own both a hybrid and a plug-in electric vehicle, please indicate that)

[MULTI-CHOICE]

Yes, a hybrid

Yes, a plug-in electric vehicle

[EXCLUSIVE]Have owned one in the past, but don't currently

[EXCLUSIVE]No, never owned an electric vehicle

[ASK THOSE WHO HAVE NEVER OWNED AN ELECTRIC VEHICLE]

QE4. Some people have never owned an electric vehicle, but have driven one in the past (e.g. taken one for a test drive, rented one, borrowed a friend/family member's, etc.)

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

[MULTI-CHOICE]

Yes, driven a hybrid

Yes, driven a plug-in electric vehicle

[EXCLUSIVE]No, never driven an electric vehicle

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 each of the following types of electric vehicles?

[ROWS – THIS ORDER]

A hybrid vehicle

A plug-in electric vehicle

[COLUMNS]

Definitely would consider this

Probably would consider this

Maybe – might or might not

Probably would NOT consider this

Definitely would NOT consider this

QE6. Here are some statements that have been made about electric vehicles. Do you agree or disagree with each one?

[ROWS – RANDOMIZE]

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

Plug-in electric vehicles take too long to charge

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

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

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

[COLUMNS]

Disagree strongly

Disagree moderately

Agree moderately
Agree strongly
Not sure/Can't say

QE7. Some people say that plug-in electric vehicles are still too expensive for most consumers, and that governments should step up their incentive programs to get more people to buy them.

Other people say plug-in electric vehicles have been getting more affordable in recent years, and that governments should not interfere with the free market to speed up the process.

Which of these perspectives is closer to your own?

[RANDOMIZE]

Governments should do more to incentivize people to buy electric vehicles

Governments should leave the price and popularity of electric vehicles to the free market