

Canadians are almost four times more likely to oppose rather than support a total ban on the use of gas-powered vehicles as of 2035.

National survey released May, 2024  
Field April 28<sup>th</sup> to May 1<sup>st</sup>, 2024  
Submission 2024-2591



Nanos Research was retained by CTV News to gauge the views of Canadians on their level of interest in owning an electric car, their level of confidence that we will have enough charging infrastructure in the future, their support on offering Canadians incentives to use alternative energy and their level of support on a total ban on the use of powered cars and SUVs as of 2035.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1086 Canadians, 18 years of age or older, between April 28<sup>th</sup> to May 1<sup>st</sup>, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.



# Key Findings



## SUPPORT FOR TOTAL BAN ON USE OF GAS POWERED VEHICLES IN 2025

Canadians are nearly four times more likely to oppose (50%) rather than support (13%) a total ban on the use of gasoline-powered cars and SUVs as of 2035.



## SUPPORT FOR OFFERING INCENTIVES TO USE ALTERNATIVE ENERGY

A majority of Canadians support (45%) or somewhat support (27%) offering Canadians incentives to use alternative energy sources for home in travel, which is consistent with findings from 2023, but remains lower than 2016 (59% support; 27% somewhat support).



## CONFIDENCE IN HAVING ENOUGH EV INFRASTRUCTURE

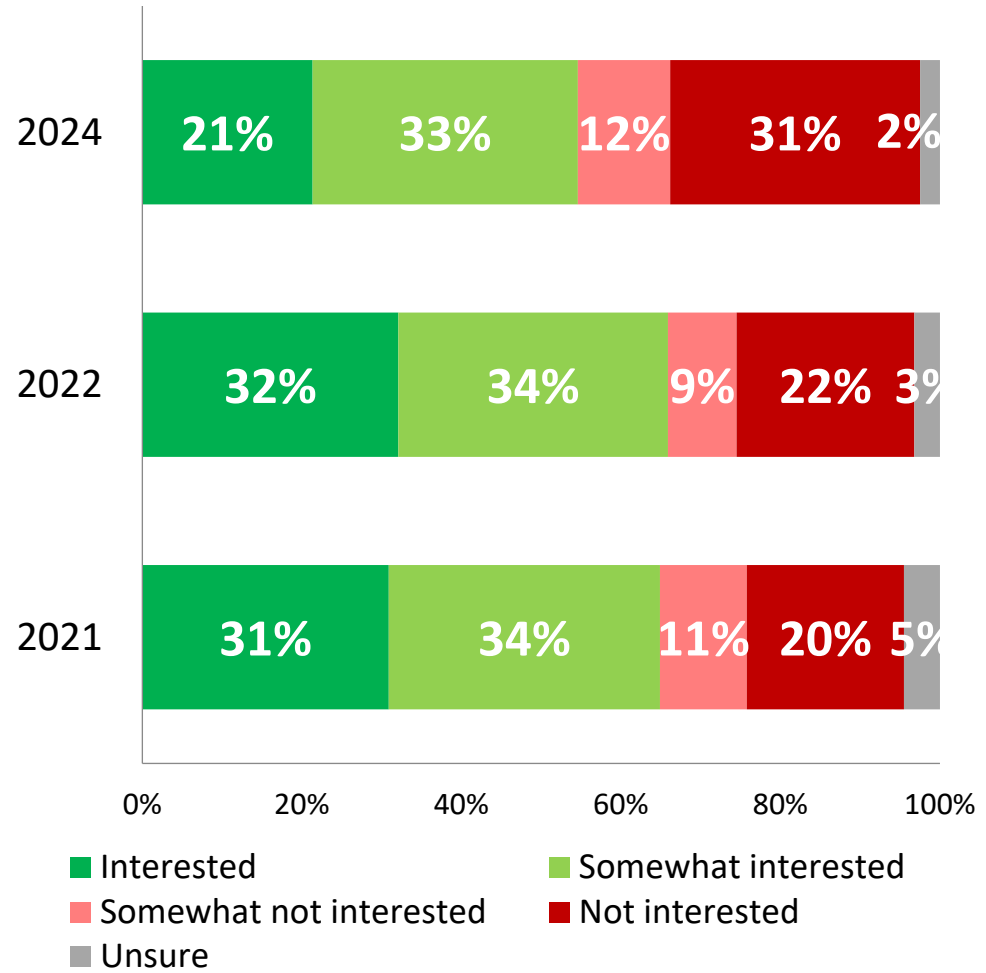
Canadians are twice as likely to be not confident (44%) or somewhat not confident (22%) rather than confident (10%) or somewhat confident (21%) that Canada will have enough charging infrastructure in the future to support the increasing number of electric cars.



## INTEREST IN OWNING AN ELECTRIC CAR

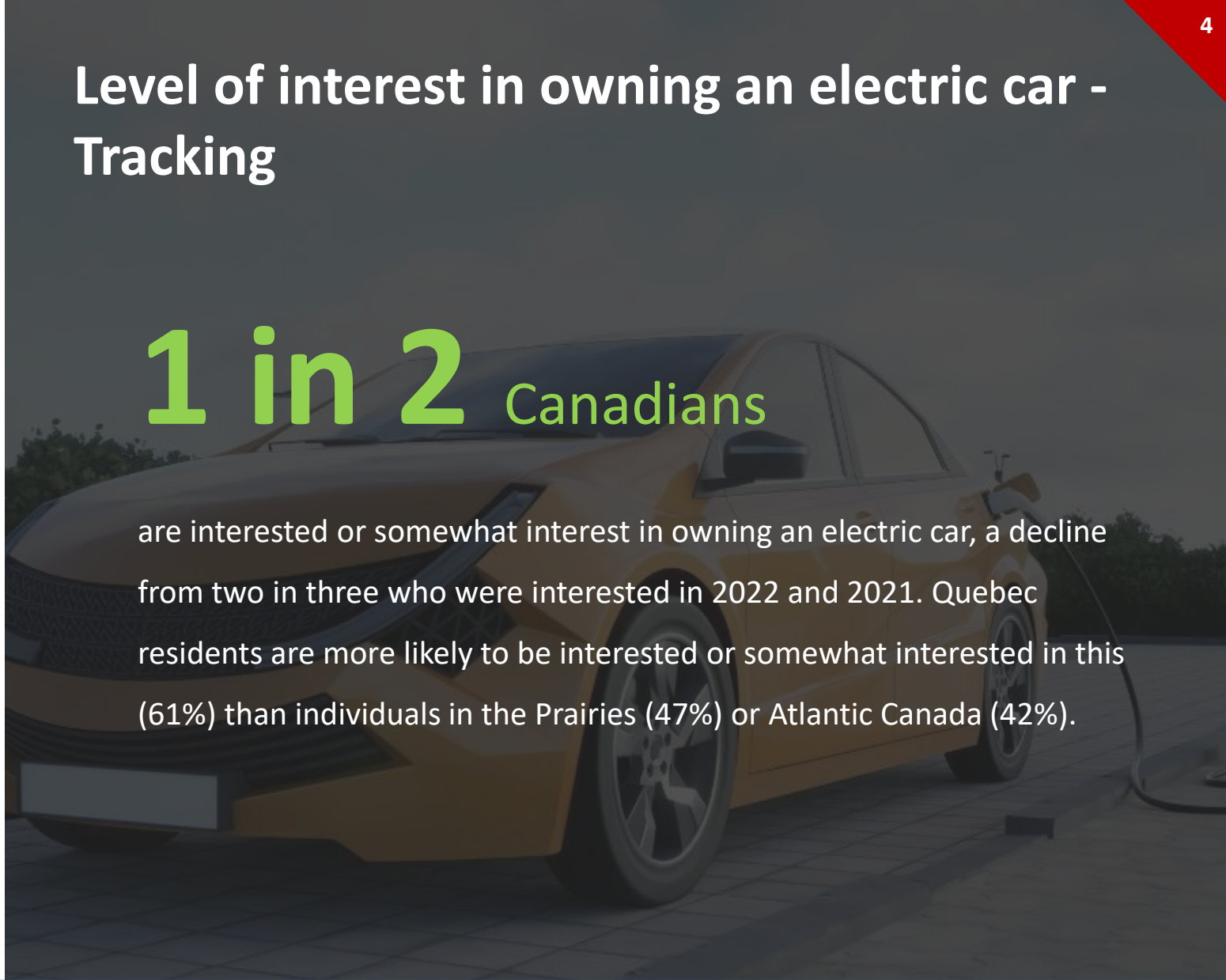
Interest in owning an electric car among Canadians is now split, with just over half who are interested (21%) or somewhat interested (33%), an 11-percentage point decline in outright interest from 2022 (32% interested).

# Level of interest in owning an electric car - Tracking



**1 in 2** Canadians

are interested or somewhat interest in owning an electric car, a decline from two in three who were interested in 2022 and 2021. Quebec residents are more likely to be interested or somewhat interested in this (61%) than individuals in the Prairies (47%) or Atlantic Canada (42%).



\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Are you interested, somewhat interested, somewhat not interested or not interested in owning an electric car?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to May 1<sup>st</sup>, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

## Level of interest in owning an electric car – by demographics

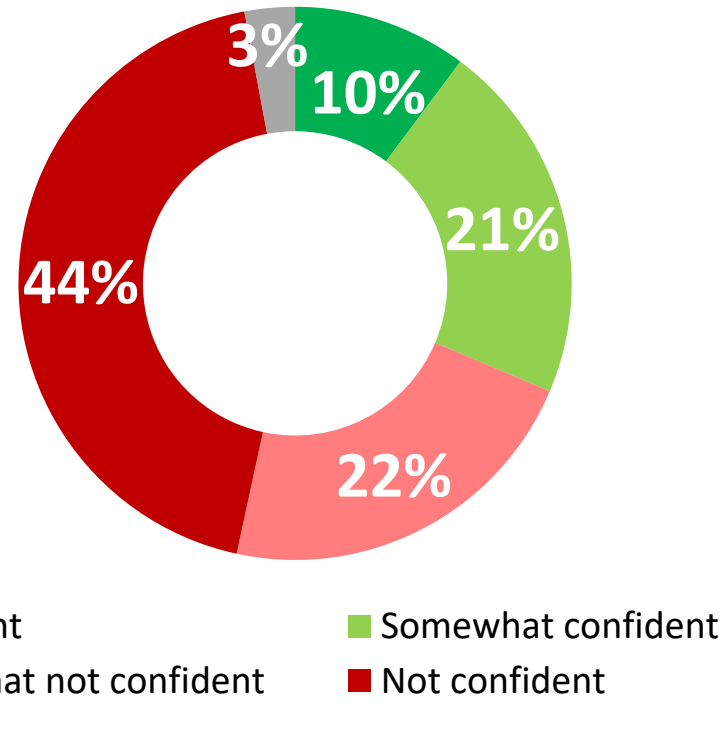
Q – Are you interested, somewhat interested, somewhat not interested or not interested in owning an electric car?

Interested/ Somewhat interested				
Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
<b>42.1%</b>	<b>60.9%</b>	<b>56.6%</b>	<b>46.9%</b>	<b>54.3%</b>
Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
<b>57.0%</b>	<b>52.2%</b>	<b>57.4%</b>	<b>55.1%</b>	<b>52.4%</b>
Not interested/ Somewhat not interested				
Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
<b>54.4%</b>	<b>35.8%</b>	<b>41.4%</b>	<b>50.7%</b>	<b>43.5%</b>
Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
<b>41.7%</b>	<b>44.2%</b>	<b>41.0%</b>	<b>41.7%</b>	<b>45.1%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to May 1<sup>st</sup>, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Level of confidence in Canada having enough charging infrastructure in the future

Q – Are you confident, somewhat confident, somewhat not confident or not confident we will have enough charging infrastructure in the future to support the increasing number of electric cars?



## 2 in 3 Canadians

are not confident or somewhat not confident that Canada will have enough charging infrastructure in the future to support the increasing number of electric cars. Quebec residents have the highest level of confidence (47%) compared to residents of other regions.

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to May 1<sup>st</sup>, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.





# Level of confidence in Canada having enough charging infrastructure in the future – by demographics

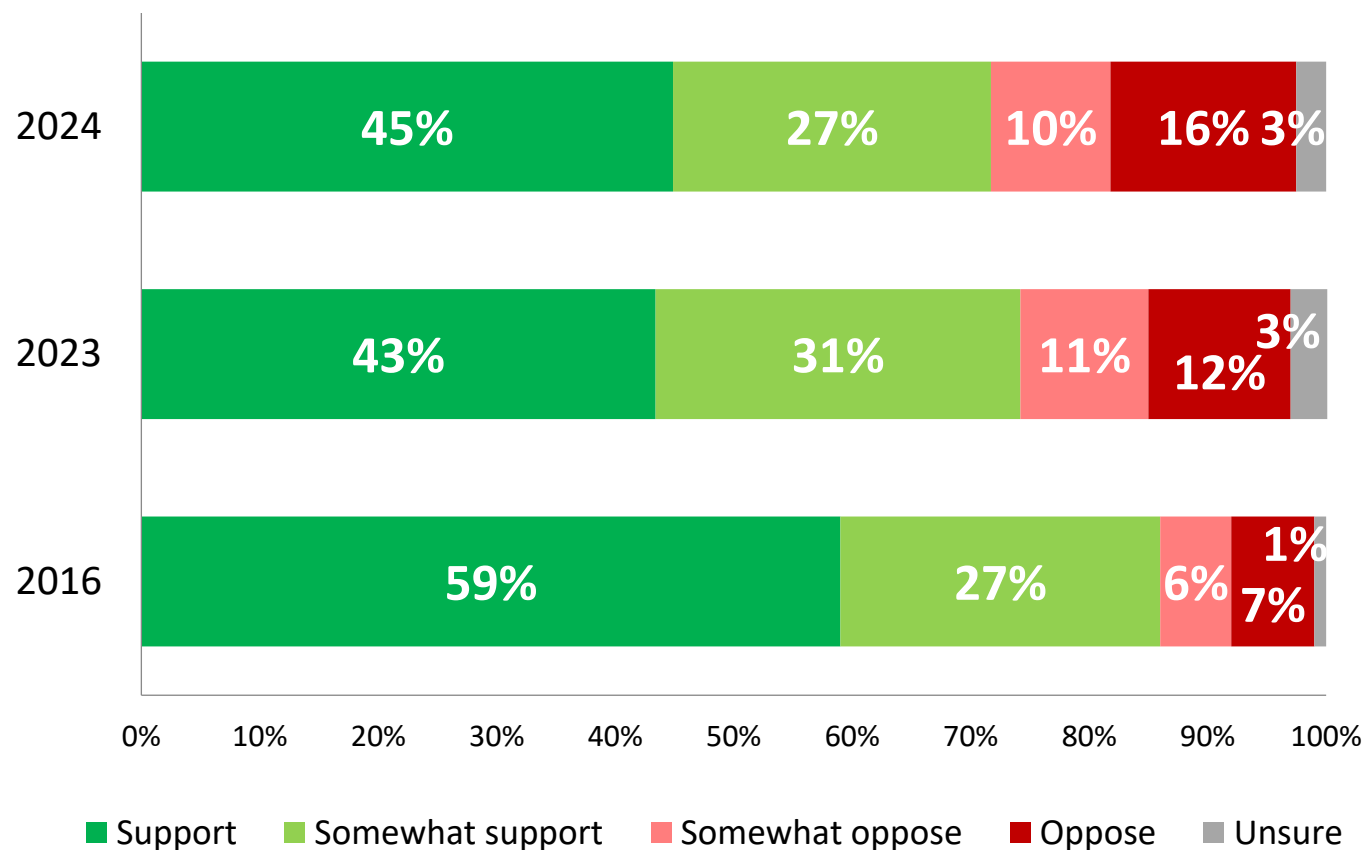
Q – Are you confident, somewhat confident, somewhat not confident or not confident we will have enough charging infrastructure in the future to support the increasing number of electric cars?

Confident/ Somewhat confident				
Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
<b>20.2%</b>	<b>47.2%</b>	<b>29.6%</b>	<b>23.7%</b>	<b>25.3%</b>
Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
<b>35.6%</b>	<b>27.4%</b>	<b>33.1%</b>	<b>30.4%</b>	<b>31.0%</b>
Not confident/ Somewhat not confident				
Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
<b>76.4%</b>	<b>47.1%</b>	<b>68.3%</b>	<b>75.7%</b>	<b>71.4%</b>
Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
<b>62.3%</b>	<b>68.8%</b>	<b>63.7%</b>	<b>66.8%</b>	<b>66.1%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to May 1<sup>st</sup>, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Seven in ten Canadians support or somewhat support offering Canadians incentives to use alternative energy sources for home in travel, which is consistent with findings from 2023, but remains lower than 2016. Support is higher in Quebec (81%) and Ontario (72%) than in the Prairies (63%).

## Support for offering Canadians incentives to use alternative energy - Tracking



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

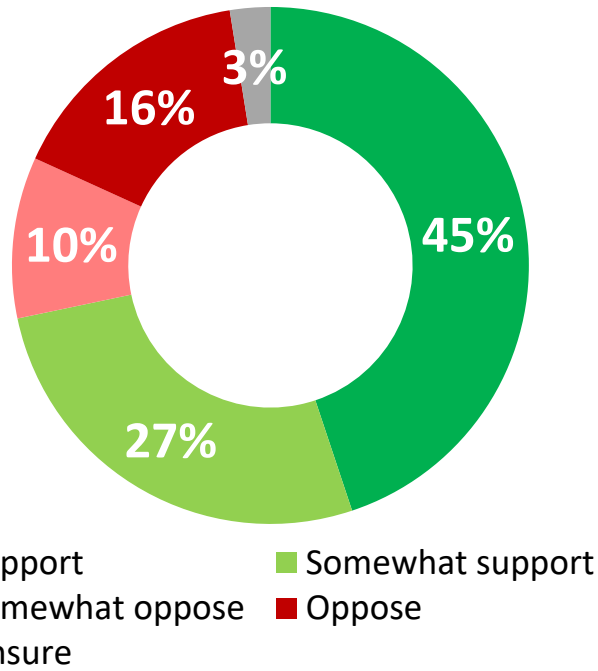
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to May 1<sup>st</sup>, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q – Do you support, somewhat support, somewhat oppose or oppose the following: The federal government offering incentives to Canadians to use alternative energy sources for home and travel (i.e. electric cars, solar panels)



# Support for offering Canadians incentives to use alternative energy

Q – Do you support, somewhat support, somewhat oppose or oppose the following: The federal government offering incentives to Canadians to use alternative energy sources for home and travel (i.e. electric cars, solar panels)

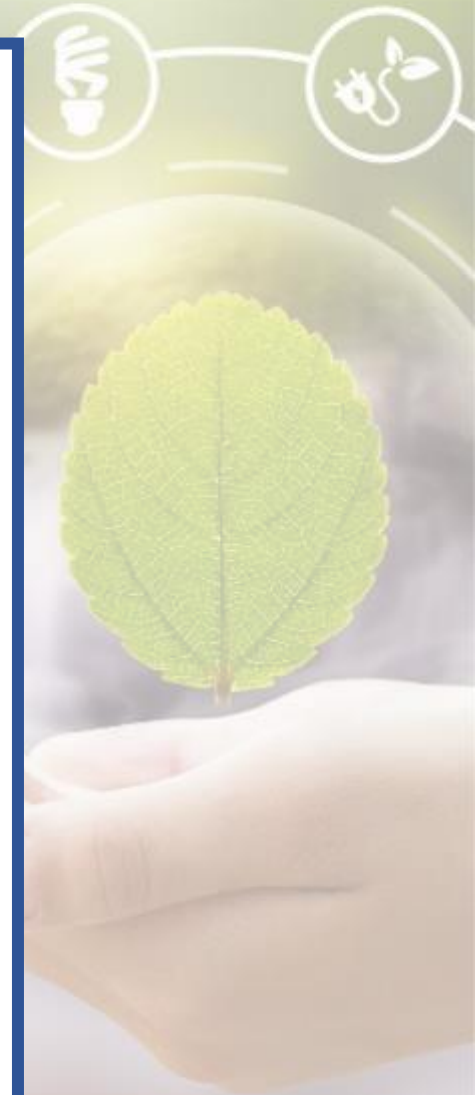


Support/somewhat support

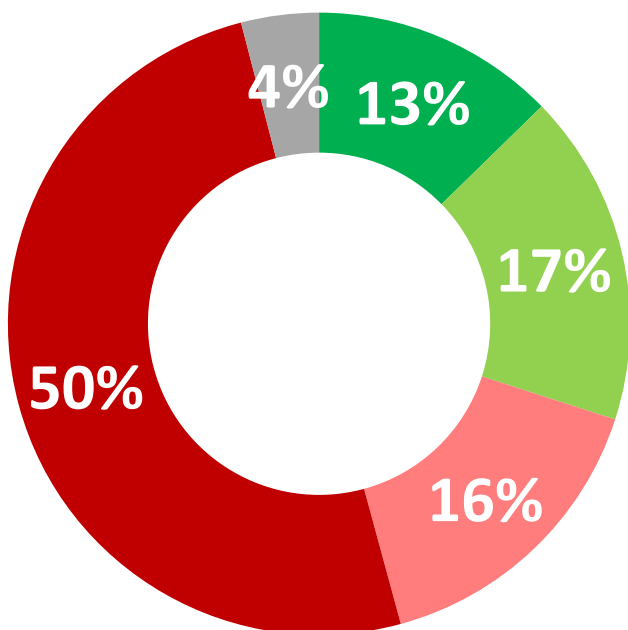
	Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
	<b>73.6%</b>	<b>81.1%</b>	<b>72.2%</b>	<b>62.5%</b>	<b>65.6%</b>
Men (n=582)		Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
	<b>70.5%</b>	<b>73.0%</b>	<b>73.8%</b>	<b>69.7%</b>	<b>71.9%</b>

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to May 1<sup>st</sup>, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.



## Level of support for a total ban on the use of gas-powered cars and SUVs as of 2035



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

**2 in 3** Canadians

oppose or somewhat oppose a total ban on the use of gasoline-powered cars and SUVs as of 2035. Opposition is higher among residents of Atlantic Canada (76%), the Prairies (73%) and BC (73%) compared to Quebec (54%).

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Q – Would you support, somewhat support, somewhat oppose or oppose a total ban on the use of gasoline-powered cars and SUVs as of 2035?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to May 1<sup>st</sup>, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

## Level of support for a total ban on the use of gas powered cars and SUVs as of 2035 – by demographics

Q – Would you support, somewhat support, somewhat oppose or oppose a total ban on the use of gasoline-powered cars and SUVs as of 2035?

Support/ Somewhat support				
Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
<b>21.0%</b>	<b>40.6%</b>	<b>29.7%</b>	<b>24.2%</b>	<b>24.7%</b>
Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
<b>28.4%</b>	<b>31.5%</b>	<b>31.1%</b>	<b>29.4%</b>	<b>29.7%</b>
Oppose/ Somewhat oppose				
Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
<b>76.4%</b>	<b>54.2%</b>	<b>65.6%</b>	<b>72.6%</b>	<b>73.4%</b>
Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
<b>69.9%</b>	<b>62.2%</b>	<b>65.0%</b>	<b>65.8%</b>	<b>66.8%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28<sup>th</sup> to May 1<sup>st</sup>, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,086 Canadians, 18 years of age or older, between April 28<sup>th</sup> to May 1<sup>st</sup>, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1086 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues and views on economic issues.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	April 28 <sup>th</sup> to May 1 <sup>st</sup> , 2024.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		





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# Any questions?

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For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)





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# TABULATIONS

**2024-2591 - CTV News - April Omni - STAT SHEET**

Methodology: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online survey of 1086 Canadians, 18 years of age and older, between April 28th and May 1st, 2024. The margin of error for a survey of 1086 Canadians is ±3.0 percentage points, 19 times out of 20.

Note: Responses with a sample size of less than 30 have been suppressed

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**Question - Are you interested, somewhat interested, somewhat not interested or not interested in owning an electric car?**

		Region						Gender			Age		
		Canada									18 to	35 to	
		2024-04	Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	Other	34	54	55 plus
Total	Unwgt	1086	100	252	366	216	152	582	503	1	227	363	496
	Wgt N	1001	67	231	388	176	139	490	510	1	267	323	411
Interested	%	21.3	13.2	27.8	21.5	15.6	21.2	23.9	18.9	-	24.1	21.1	19.7
Somewhat interested	%	33.3	28.9	33.0	35.1	31.3	33.1	33.0	33.4	-	33.3	34.0	32.7
Somewhat not interested	%	11.6	22.6	12.1	12.1	7.8	8.8	14.5	8.8	-	12.5	11.0	11.5
Not interested	%	31.3	31.8	23.7	29.3	42.9	34.7	27.2	35.4	-	28.5	30.8	33.6
Unsure	%	2.5	3.5	3.3	2.0	2.4	2.2	1.3	3.6	-	1.6	3.2	2.5

**Question - Are you confident, somewhat confident, somewhat not confident or not confident we will have enough charging infrastructure in the future to support the increasing number of electric cars?**

		Region						Gender			Age		
		Canada								18 to	35 to		
		2024-04	Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	Other	34	54	55 plus
Total	Unwgt	1086	100	252	366	216	152	582	503	1	227	363	496
	Wgt N	1001	67	231	388	176	139	490	510	1	267	323	411
Confident	%	10.2	5.1	17.4	8.4	9.2	6.8	13.6	7.0	-	12.2	9.5	9.4
Somewhat confident	%	21.2	15.1	29.8	21.1	14.5	18.5	22.0	20.4	-	20.9	20.9	21.6
Somewhat not confident	%	22.0	22.3	24.9	22.3	17.1	22.5	20.6	23.4	-	21.2	21.7	22.8
Not confident	%	43.7	54.1	22.3	45.9	58.7	48.9	41.8	45.4	-	42.6	45.1	43.3
Unsure	%	2.9	3.3	5.7	2.2	0.6	3.3	2.1	3.8	-	3.2	2.8	2.9

**Question - Do you support, somewhat support, somewhat oppose or oppose to the following: The federal government offering incentives to Canadians to use alternative energy sources for home and travel (i.e. electric cars, solar panels)**

		Region						Gender			Age		
		Canada								18 to	35 to		
		2024-04	Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	Other	34	54	55 plus
Total	Unwgt	1086	100	252	366	216	152	582	503	1	227	363	496
	Wgt N	1001	67	231	388	176	139	490	510	1	267	323	411
Support	%	44.9	43.8	48.9	45.9	37.9	44.6	46.0	43.9	-	49.6	42.8	43.5
Somewhat support	%	26.8	29.8	32.3	26.2	24.5	21.0	24.5	29.1	-	24.2	27.0	28.4
Somewhat oppose	%	10.1	10.8	8.9	10.7	10.3	9.7	8.8	11.4	-	10.7	8.9	10.6
Oppose	%	15.7	13.0	6.1	15.6	25.0	21.4	18.9	12.4	-	13.2	18.7	14.9
Unsure	%	2.5	2.6	3.9	1.6	2.2	3.3	1.8	3.2	-	2.3	2.7	2.5

**Question - Would you support, somewhat support, somewhat oppose, or oppose a total ban on the use of gasoline powered cars and SUVs as of**

		Region						Gender			Age		
		Canada								18 to	35 to		
		2024-04	Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	Other	34	54	55 plus
Total	Unwgt	1086	100	252	366	216	152	582	503	1	227	363	496
	Wgt N	1001	67	231	388	176	139	490	510	1	267	323	411
Support	%	12.7	9.5	20.2	12.3	8.2	8.6	12.0	13.4	-	14.2	11.0	13.0
Somewhat support	%	17.3	11.5	20.4	17.4	16.1	16.1	16.5	18.1	-	16.9	18.3	16.7
Somewhat oppose	%	15.8	20.8	22.0	13.5	11.5	15.0	15.3	16.3	-	15.7	12.8	18.2
Oppose	%	50.2	55.6	32.2	52.1	61.1	58.3	54.6	45.9	-	49.3	53.0	48.6
Unsure	%	4.0	2.6	5.2	4.7	3.2	2.0	1.7	6.3	-	3.9	4.8	3.5