

1 **Q. What research has Newfoundland Power undertaken to determine the cost and**  
 2 **uptake by consumers in electric car purchases?**

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 4 A. *This Request for Information relates to the Electrification, Conservation and Demand*  
 5 *Management Plan: 2021-2025 (the “2021 Plan”) developed in partnership by*  
 6 *Newfoundland Power Inc. (“Newfoundland Power”) and Newfoundland and Labrador*  
 7 *Hydro (“Hydro”) (collectively, the “Utilities”) and the related Technical Conference*  
 8 *presented by the Utilities on February 1, 2022. Accordingly, the response reflects*  
 9 *collaboration between the Utilities.*

10  
 11 Newfoundland Power commissioned Dunsky Energy Consulting in 2019 to complete a  
 12 comprehensive market potential study of electric vehicle (“EV”) uptake in the province.  
 13 The market potential study is provided as Schedule C to Newfoundland Power’s  
 14 Application. The Company also surveys its customers about their interest in purchasing  
 15 EVs and receives data from the Provincial Government on EV registrations.<sup>1</sup>

16  
 17 Table 1 shows the percentage of customers surveyed who indicated they were very or  
 18 somewhat likely to consider purchasing an EV in the next 5 years.

**Table 1:**  
**Customers Likely to Consider Purchasing an EV**  
**in the Next 5 Years**  
**(2018 to 2021)**

Year	Very or Somewhat Likely
2018	17%
2019	25%
2020	22%
2021	33%

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<sup>1</sup> Newfoundland Power began asking its customers in 2018 if they were interested in purchasing an EV.

1 Table 2 shows the most indicated reasons a customer has not purchased an EV for each  
2 year of the survey.

**Table 2:  
Most Indicated Reason a Customer has Not Purchased an EV  
(2018 to 2021)**

Year	Reason
2018	Vehicle Price <sup>2</sup>
2019	Vehicle Price <sup>3</sup>
2020	Vehicle Price <sup>4</sup>
2021	Availability of Charging Stations <sup>5</sup>

3 Table 3 summarizes the data received from the Provincial Government on the number of  
4 EVs registered in the province each year.

**Table 3:  
EV Registrations in Newfoundland and Labrador  
(2016 to 2021)**

Year	EV Registrations
2016	43
2017	63
2018	113
2019	180
2020	195
2021	284

5 Newfoundland Power has also completed a market assessment of the forecast average  
6 incremental cost between EVs and equivalent internal combustion engine vehicles. See  
7 response to Request for Information PUB-NP-039.

<sup>2</sup> In 2018, availability of charging stations ranked second behind vehicle price.

<sup>3</sup> In 2019, availability of charging stations ranked second behind vehicle price.

<sup>4</sup> In 2020, availability of charging stations ranked second behind vehicle price.

<sup>5</sup> In 2021, vehicle price ranked second behind availability of charging stations.