

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

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

10 Hydro and Newfoundland Power jointly commissioned Dunskey Energy Consulting in 2019 to
11 complete a comprehensive market potential study of electric vehicle (“EV”) uptake in the
12 province. The market potential study is provided in Hydro’s Application.¹ Hydro also surveys its
13 customers about their interest in purchasing EVs and receives data from the provincial
14 government on EV registrations.

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

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

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

¹ “Application for Approvals Required to Execute Programming Identified in the Electrification, Conservation and Demand Management Plan 2021–2025,” Newfoundland and Labrador Hydro, rev. 1, July 8, 2021 (originally filed June 16, 2021), sch. 3, sch. C.

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

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

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

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

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

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

5 Hydro expects EVs to reach price parity with internal combustion engine vehicles by 2025.⁶

6 Please refer to Hydro’s response to PUB-NLH-008.

² In 2018, availability of charging stations ranked second behind vehicle price.

³ In 2019, availability of charging stations ranked second behind vehicle price.

⁴ In 2020, availability of charging stations ranked second behind vehicle price.

⁵ In 2021, vehicle price ranked second behind availability of charging stations.

⁶ “Application for Approvals Required to Execute Programming Identified in the Electrification, Conservation and Demand Management Plan 2021–2025,” Newfoundland and Labrador Hydro, rev. 1, July 8, 2021 (originally filed June 16, 2021), sch. 3, p. 30.