

## Executive Reporting – Target Group – AutoView - NVR – Automotive Overview

Provides an overview of new vehicles including fuel type and segment group classifications for the Target Group in a Benchmark.

### NVR|Automotive Overview

ENVIRONICS ANALYTICS

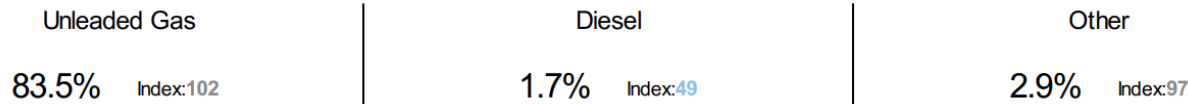
**Target Group:** Multi-Ethnic Families (08, 10, 11, 13, 15, 18)

**Households:** 1,394,838

The **Target Group** created for analysis and its component PRIZM segments.  
The number of **Households** within the Target Group in the Benchmark.

#### FUEL TYPE

##### COMBUSTION AND OTHER



##### ALTERNATIVE



**Fuel Type:** This section reports the proportions of total new vehicles (passenger cars and light trucks) registered to the Target Group that use each fuel type, and the Index measures how this compares to the Benchmark.

In the example, **83.5%** of the new vehicles that are registered by the Target Group use Unleaded Gas. An Index of **102** indicates that this is 2% above the Benchmark of Canada.

**Count:** The count of new vehicles (passenger cars and light trucks) in that automotive segment group for the Target Group.

**%:** The proportion of total new vehicles in that automotive segment group in the Target Group.

**Base Count:** The count of total new vehicles (passenger cars and light trucks) in that automotive segment group in the Benchmark.

**Base %:** The proportion of total new vehicles in that automotive segment in the Benchmark.

**% Pen:** The proportion of total new vehicles in the Benchmark that are registered to the Target Group for that automotive segment group.

**Index:** Compares the proportions of new vehicles for each automotive segment group for the Target Group to the proportions of total new vehicles for the same automotive segment groups in the Benchmark. An Index of 100 is considered average.

#### SEGMENT GROUP TOTALS

	Count	%	Base Count	Base %	% Pen	Index
Total Passenger Car & Light Truck	171,463	97.39	1,269,031	97.42	13.51	100
Total Alt Power	4,285	2.50	27,472	2.17	15.60	115
Total Small Car	13,176	7.68	105,250	8.29	12.52	93
Total Mid Range Car	18,059	10.53	102,125	8.05	17.68	131
Total Upscale	8,074	4.71	41,219	3.25	19.59	145
Total Sport Car	2,498	1.46	17,723	1.40	14.09	104
Total CUV	80,416	46.90	519,203	40.91	15.49	115
Total SUV	15,869	9.26	130,274	10.27	12.18	90

**Segment Group Totals:** The counts and proportions of newly registered vehicles by automotive segment groups for the Target Group compared to a Benchmark (Base).

In the example, Total CUV reports that **80,416** new vehicles in that automotive segment group registered by the Target Group, which accounts for **46.90%** of the total vehicles for the Target Group. The **% Pen** rate indicates that **15.49%** of the CUVs in the Benchmark of Canada are registered to the Target Group. As a measure of comparison, the Index of **115** specifies that the registration of CUVs by the Target Group is 15% above the average for Canada.

**Benchmark:** Canada

The **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+

## Executive Reporting – Target Group – AutoView - NVR – Alternative Power Overview

Provides an overview of new vehicle registrations by the Target Group for alternative powered vehicles classified by fuel type, domestic/import brands and segment.

### NVR | Alternative Power Overview

ENVIRONICS ANALYTICS

**Target Group:** Multi-Ethnic Families (08, 10, 11, 13, 15, 18)

**Households:** 1,394,838

The **Target Group** created for analysis and its component PRIZM segments. The number of **Households** within the Target Group in the Benchmark.

**Fuel Type:** Alternative fuel types including the proportions of total new vehicles (passenger cars and light trucks) registered by the Target Group and an Index indicating the comparison with the Benchmark.

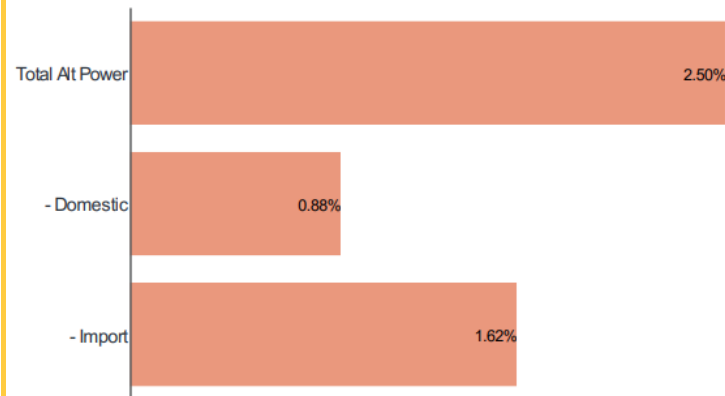
**Total Alt Power Domestic and Import:** The bar chart reports the proportion of total new vehicles registered by the Target Group that use alternative power including whether they are domestic or imported brands.

**Alt Power by Segment:** The bar chart reports the proportion of total new vehicles registered by the Target Group that use alternative power by segment.

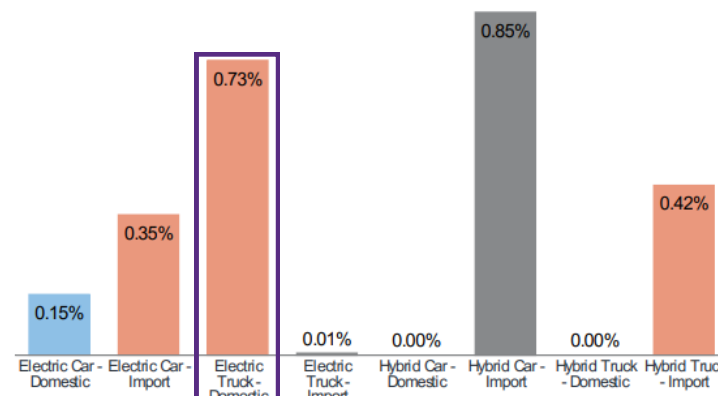
#### FUEL TYPE

Fuel Type	Percentage	Index
Electric	3.4%	122
Flex	2.1%	54
Gasoline Hybrid	5.5%	125
Plug-in-Hybrid	0.9%	93

#### TOTAL ALT POWER DOMESTIC AND IMPORT



#### ALT POWER BY SEGMENT



In the example, **0.73%** of the total of newly registered vehicles by the Multi-Ethnic Families Target Group are Domestic Electric Trucks. The colour of the bar relates to the Index value, which in this case is greater than 110. The Index value suggests that households in the Target Group are more likely to use Domestic Electric Trucks than households in Canada.

**Benchmark:** Canada

The **Benchmark**—also referred to as the base—indicates the geographic extent for the report.

Index Colours: <80 (Blue), 80 - 110 (Orange), 110+ (Red)

## Executive Reporting – Target Group – AutoView - NVR – Make and Model

Provides details on make and model of vehicle by fuel type for the Target Group.

### NVR | Make and Model - Alternative Power

ENVIRONICS ANALYTICS

Target Group: Multi-Ethnic Families (08, 10, 11, 13, 15, 18)

Households: 1,394,838

The Target Group created for analysis and its component PRIZM segments. The number of Households within the Target Group in the Benchmark.

**Count:** The count of new vehicles (passenger cars and light trucks) in that make and model registered by the Target Group.

**Base Count:** The count of new vehicles (passenger cars and light trucks) in that make and model in the Benchmark.

**% Pen:** The proportion of total new vehicles in the Benchmark that are registered by the Target Group for that make and model.

**Index:** Compares the proportions of new vehicles for each make and model for the Target Group to the proportions of total new vehicles for the same make and model in the Benchmark. An Index of 100 is considered average.

### ALT POWER VEHICLES

	Count	Base Count	% Pen	Index
<b>BMW</b>				
BMW: i3	7	60	11.23	83
BMW: i8	0	1	0.23	0
<b>Chevrolet</b>				
Chevrolet: Bolt EV	258	3,446	7.48	55
<b>Honda</b>				
Honda: Clarity	128	679	18.84	139
Honda: Insight	75	387	19.26	143
<b>Hyundai</b>				
Hyundai: Ioniq	437	3,949	11.06	82
<b>Jaguar</b>				
Jaguar: I-Pace	8	59	14.01	104
<b>Kia</b>				
Kia: Niro	262	2,262	11.56	86
<b>Nissan</b>				
Nissan: Leaf	272	1,286	21.12	156
<b>Tesla</b>				
Tesla: Model X	225	1,038	21.67	160
Tesla: Model Y	1,024	4,894	20.93	155
<b>Toyota</b>				
Toyota: Prius	218	783	27.83	206
Toyota: Prius Prime	613	4,615	13.28	98
<b>Volkswagen</b>				
Volkswagen: e-Golf	147	1,020	14.41	107

The table reports the counts of alternative powered vehicles by make and model. In the example, 258 Chevrolet: Bolt EVs were registered by the Multi-Ethnic Families Target Group compared to the 3,446 of the same make and model in the benchmark of Canada. An Index value of 55 suggests that households within the Target Group are 45% less likely to own a Chevrolet: Bolt EV when compared to Canada.

**Benchmark: Canada** – The Benchmark – also referred to as the base – indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+