

Executive Reporting – Target Group – AutoView - TVIO - Automotive Overview

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

TVIO | Automotive Overview

ENVIRONICS ANALYTICS

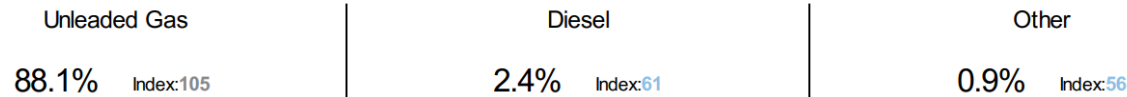
Target Group: Multi-Ethnic Families (08, 10, 11, 13, 15, 18)

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 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, **88.1%** of the total vehicles that are registered by the Target Group use Unleaded Gas. An Index of **105** indicates that this is 5% above the Benchmark of Canada.

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

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

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

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

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

Index: Compares the proportions of total vehicles for each automotive segment group for the Target Group to the proportions of total 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	2,773,730	96.74	25,189,098	96.32	11.01	100
Total Alt Power	31,614	1.14	222,735	0.88	14.19	129
Total Small Car	432,969	15.61	4,506,930	17.89	9.61	87
Total Mid Range Car	503,179	18.14	4,199,043	16.67	11.98	109
Total Upscale	182,662	6.58	1,088,202	4.32	16.79	152
Total Sport Car	76,412	2.75	696,220	2.76	10.98	100
Total CUV	855,085	30.83	5,958,563	23.66	14.35	130
Total SUV	216,417	7.80	2,017,398	8.01	10.73	97

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

In the example, Total CUV reports that **855,085** vehicles in that automotive segment group registered by the Target Group, which accounts for **30.83%** of the total vehicles for the Target Group. The **% Pen** rate indicates that **14.35%** of the CUVs in the Benchmark of Canada are registered to the Target Group. As a measure of comparison, the Index of **130** specifies that the registration of CUVs by the Target Group is 30% 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 - TVIO - Alternative Power Overview

Provides an overview of total vehicles in operation by the Target Group for alternative powered vehicles classified by fuel type, domestic/import brands and segment.

TVIO | Alternative Power Overview

ENVIRONICS ANALYTICS

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

Households: 1,394,838

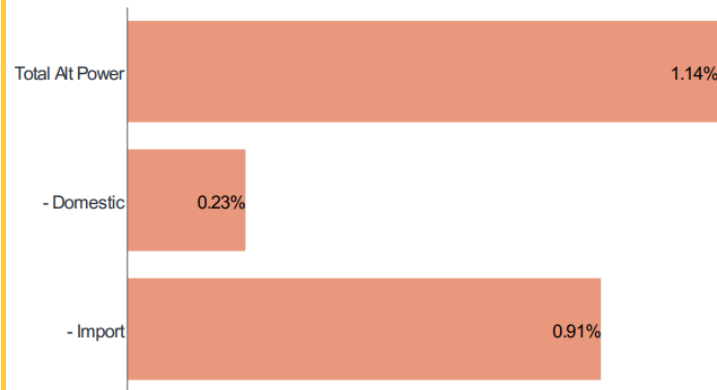
The **Target Group** created for analysis and its component PRIZM segments. The number of **Households** within the Target Group in the Benchmark.

Fuel Type: Alternative fuel types including the proportions of total 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 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 vehicles registered by the Target Group that use alternative power by segment.

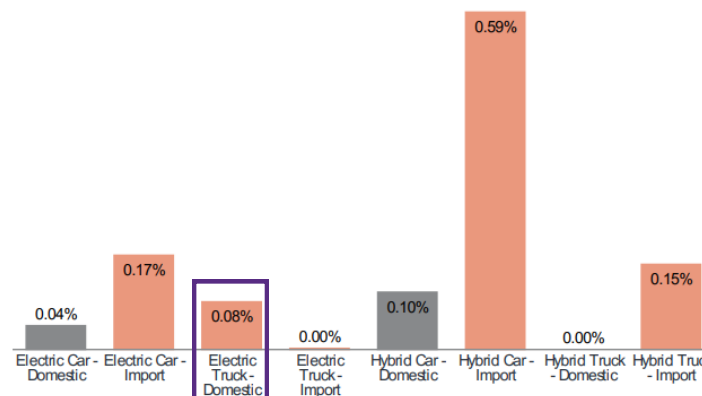
FUEL TYPE

Electric	Flex	Gasoline Hybrid	Plug-in-Hybrid
0.7% Index:144	5.8% Index:70	1.8% Index:143	0.3% Index:133

TOTAL ALT POWER DOMESTIC AND IMPORT



ALT POWER BY SEGMENT



In the example, **0.08%** of the total vehicles in operation 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 80 - 110 110+

Executive Reporting – Target Group – AutoView - TVIO - Make and Model

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

TVIO | 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.

ALT POWER VEHICLES

	Count	Base Count	% Pen	Index
BMW				
BMW: i3	326	2,293	14.21	129
BMW: i8	104	547	18.93	168
Chevrolet				
Chevrolet: Bolt EV	1,168	12,798	9.13	83
Chevrolet: Volt	2,195	18,960	11.58	105
FIAT				
FIAT: 500e	55	412	13.35	125
Ford				
Ford: C-Max	597	5,374	11.12	101
Honda				
Honda: Clarity	473	2,309	20.50	186
Honda: CR-Z	125	1,162	10.80	98
Honda: Insight	511	3,369	15.18	137
Hyundai				
Hyundai: Ioniq	1,450	12,048	12.03	109
Jaguar				
Jaguar: I-Pace	56	454	12.30	111
Kia				
Kia: Niro	1,276	10,872	11.74	106
Lexus				
Lexus: CT	1,264	5,996	21.08	192
Lexus: HS	297	1,276	23.27	210
Mitsubishi				
Mitsubishi: i-MEV	58	687	8.44	78
Nissan				
Nissan: Leaf	3,255	20,637	15.77	143
Tesla				
Tesla: Model X	1,258	6,252	20.12	183
Tesla: Model Y	1,061	5,192	20.43	185
Toyota				
Toyota: Mirai	16	113	14.20	150
Toyota: Prius	4,472	37,415	11.95	109
Toyota: Prius C	2,710	18,437	14.70	133
Toyota: Prius Prime	1,975	14,986	13.18	120
Toyota: Prius V	2,048	16,268	12.59	114
Volkswagen				
Volkswagen: e-Golf	615	4,163	14.77	135

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

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

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

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

The table reports the counts of alternative powered vehicles by make and model. In the example, **104** BMW i8s were registered by the Multi-Ethnic Families Target Group compared to the **547** of the same make and model in the benchmark of Canada. An Index value of **168** suggests that households within the Target Group are 68% more likely to own a BMW i8 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+