

## Executive Reporting – Trade Area – AutoView - TVIO - Automotive Overview

Provides an overview of total vehicles including fuel type and segment group classifications in the Trade Area.

### TVIO | Automotive Overview

ENVIRONICS ANALYTICS

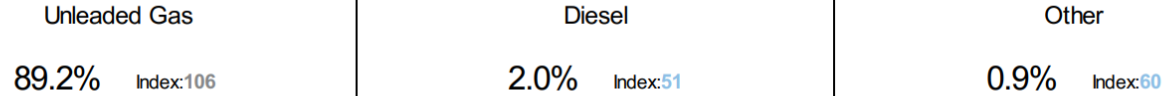
Study Area: Toronto, ON (C)

Households: 1,227,549

The **Trade Area** selected for analysis.  
The number of **Households** within the Trade Area.

#### FUEL TYPE

##### COMBUSTION AND OTHER



##### ALTERNATIVE



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

In the example, **89.2%** of the new vehicles in the Trade Area use Unleaded Gas. An Index of **106** indicates that this is 6% above the benchmark of Canada.

**Count:** The count of total vehicles (passenger cars and light trucks) in that segment group for the Trade Area.

**%:** The proportion of total vehicles in that segment group in the Trade Area.

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

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

**% Pen:** The proportion of total vehicles in the Benchmark that are located in the Trade Area for that segment group.

**Index:** Compares the proportions of total vehicles for each segment group for the Trade Area to the proportions of total vehicles for the same 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	1,337,537	97.25	25,203,927	96.31	5.31	101
Total Alt Power	13,601	1.02	222,954	0.89	6.10	115
Total Small Car	227,351	17.00	4,508,268	17.89	5.04	95
Total Mid Range Car	232,322	17.37	4,200,496	16.67	5.53	104
Total Upscale	104,632	7.82	1,088,545	4.32	9.61	181
Total Sport Car	37,177	2.78	696,498	2.76	5.34	101
Total CUV	427,875	31.99	5,961,183	23.65	7.18	135
Total SUV	91,674	6.85	2,018,552	8.01	4.54	86

**Segment Group Totals:** The counts and proportions of total vehicles by automotive segment group in the Trade Area, compared to a Benchmark (Base).

In the example, Total CUV shows that **427,875** vehicles in that segment group which accounts for **31.99%** of the total vehicles in operation in the Trade Area. The **% Pen** rate indicates that **7.18%** of the CUVs in the Benchmark of Canada are registered in the Trade Area. As a measure of comparison, the Index value of **135** specifies that the registration of CUVs in the Trade Area is 35% 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 – Trade Area – AutoView - TVIO - Alternative Power Overview

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

### TVIO | Alternative Power Overview



**Study Area:** Toronto, ON (C)

**Households:** 1,227,549

The **Trade Area** selected for analysis.  
The number of **Households** within the Trade Area.

**Fuel Type:** Alternative fuel types including the proportions of total vehicles (passenger cars and light trucks) in the Trade Area and an Index indicating the comparison with the Benchmark.

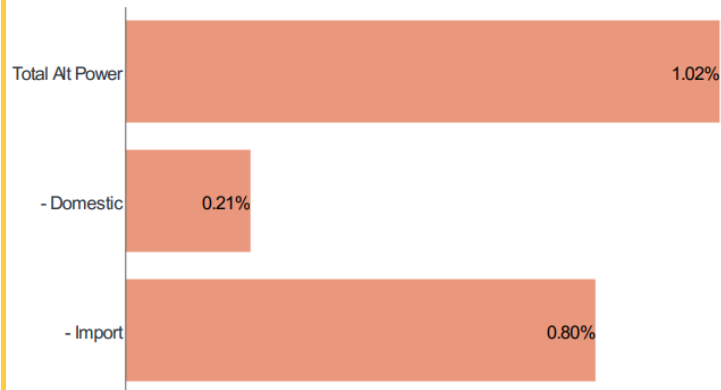
**Total Alt Power Domestic and Import:** The bar chart reports the proportion of total vehicles in the Trade Area that use alternative power including whether they are domestic or imported brands.

**Alt Power by Segment:** The bar chart reports the proportion of total vehicles in the Trade Area that use alternative power by segment.

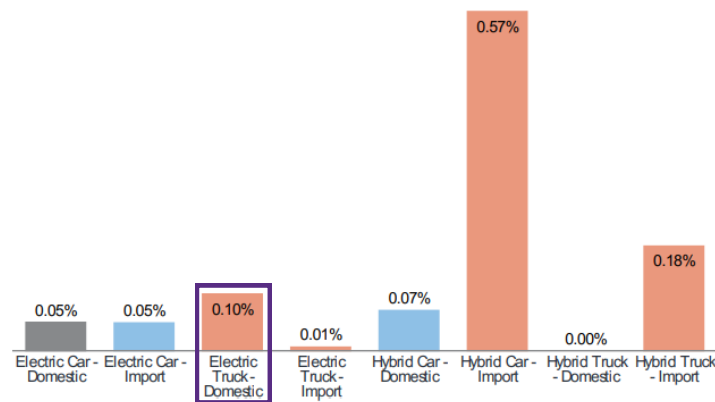
#### FUEL TYPE



#### TOTAL ALT POWER DOMESTIC AND IMPORT



#### ALT POWER BY SEGMENT



In the example, **0.10%** of the Toronto Trade Area total vehicles in operation are Domestic Electric Trucks. The colour of the bar relates to the Index value, which in this case is above an Index of 110. The Index value suggests that the proportion of total vehicles is to the Benchmark of Canada.

**Benchmark:** Canada

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



# HOW TO READ

## Executive Reporting – Trade Area – AutoView - TVIO - Make and Model

Provides details on make and model of vehicle by fuel type for the Trade Area.

### TVIO | Make and Model - Alternative Power

ENVIRONICS  
ANALYTICS

Study Area: Toronto, ON (C)

Households: 1,227,549

The **Trade Area** selected for analysis.  
The number of **Households** within the Trade Area.

#### ALT POWER VEHICLES

	Count	Base Count	% Pen	Index
<b>BMW</b>				
BMW: i3	131	2,293	5.71	108
BMW: i8	70	547	12.80	236
<b>Chevrolet</b>				
Chevrolet: Bolt EV	647	12,807	5.05	95
Chevrolet: Volt	698	18,972	3.68	69
<b>FIAT</b>				
FIAT: 500e	2	412	0.49	6
<b>Ford</b>				
Ford: C-Max	211	5,377	3.92	74
<b>Honda</b>				
Honda: Clarity	80	2,309	3.46	65
Honda: CR-Z	38	1,162	3.27	61
Honda: Insight	245	3,371	7.27	137
<b>Hyundai</b>				
Hyundai: Ioniq	786	12,055	6.52	123
<b>Jaguar</b>				
Jaguar: I-Pace	83	455	18.24	344
<b>Kia</b>				
Kia: Niro	589	10,899	5.40	102
<b>Lexus</b>				
Lexus: CT	760	5,998	12.67	239
Lexus: HS	167	1,276	13.09	245
<b>Mitsubishi</b>				
Mitsubishi: i-MEV	14	688	2.03	37
<b>Nissan</b>				
Nissan: Leaf	379	20,643	1.84	35
<b>Tesla</b>				
Tesla: Model X	733	6,260	11.71	221
Tesla: Model Y	553	5,194	10.65	200
<b>Toyota</b>				
Toyota: Mirai	9	113	7.96	175
Toyota: Prius	2,710	37,461	7.23	136
Toyota: Prius C	799	18,456	4.33	82
Toyota: Prius Prime	411	14,990	2.74	52
Toyota: Prius V	878	16,329	5.38	101
<b>Volkswagen</b>				
Volkswagen: e-Golf	94	4,165	2.26	42

**Count:** The count of total vehicles (passenger cars and light trucks) in that make and model for the Trade Area.

**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 located in the Trade Area for that make and model.

**Index:** Compares the proportions of total vehicles for each make and model for the Trade Area 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, there are **70** BMW: i8s in operation in the Trade Area of Toronto, compared to the **547** in the Benchmark of Canada. An Index value of **236** suggests that households in Toronto are 136% more likely to own an 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+