

## Executive Reporting - Trade Area - EVTrends - eVehicle Adoption (NVR)

Provides quarterly registrations (2019-2021) % change for all electric and hybrid vehicles, premium and standard classifications, within a Trade Area.

### EVTrends | eVehicle Adoption (NVR)

ENVIRONICS  
ANALYTICS

Trade Area: Toronto, ON

Total Households: 2,351,756

The Trade Area selected for analysis, and Total Households within the Trade Area.

Quarterly NVR Counts. % Growth is a % Relative Change calculation. Data available to 2021 Q3.

#### 2019

#### Industry and eVehicle Quarterly Growth Rates

|                 | Q1 Count | Q2 Count | Q3 Count | Q4 Count | % Growth: Q1 to Q2 | % Growth: Q2 to Q3 | % Growth: Q3 to Q4 |
|-----------------|----------|----------|----------|----------|--------------------|--------------------|--------------------|
| Total Industry  | 54,541   | 112,853  | 127,023  | 126,650  | 106.9              | 12.6               | -0.3               |
| Total eVehicles | 1,976    | 5,637    | 7,472    | 7,100    | 185.3              | 32.6               | -5.0               |

Displays % change across each quarter for the Total Industry and eVehicles, within the Trade Area.

#### NVR Quarterly Counts

|                 | 2019 Q1 |     |            |        |       | 2019 Q2 |     |            |        |       | 2019 Q3 |     |            |        |       | 2019 Q4 |     |            |        |       |
|-----------------|---------|-----|------------|--------|-------|---------|-----|------------|--------|-------|---------|-----|------------|--------|-------|---------|-----|------------|--------|-------|
|                 | Count   | %   | Base Count | Base % | Index | Count   | %   | Base Count | Base % | Index | Count   | %   | Base Count | Base % | Index | Count   | %   | Base Count | Base % | Index |
| Total Industry  | 54,541  | 2.3 | 240,927    | 1.6    | 145   | 112,853 | 4.8 | 407,947    | 2.7    | 177   | 127,023 | 5.4 | 469,576    | 3.1    | 173   | 126,650 | 5.4 | 429,739    | 2.9    | 188   |
| Total eVehicles | 1,976   | 3.6 | 12,092     | 5.0    | 72    | 5,637   | 5.0 | 24,608     | 6.0    | 83    | 7,472   | 5.9 | 29,138     | 6.2    | 95    | 7,100   | 5.6 | 26,358     | 6.1    | 91    |
| Premium         | 427     | 0.8 | 1,188      | 0.5    | 159   | 782     | 0.7 | 1,816      | 0.4    | 156   | 767     | 0.6 | 1,964      | 0.4    | 144   | 880     | 0.7 | 2,163      | 0.5    | 138   |
| Standard        | 1,549   | 2.8 | 10,904     | 4.5    | 63    | 4,855   | 4.3 | 22,792     | 5.6    | 77    | 6,705   | 5.3 | 27,174     | 5.8    | 91    | 6,220   | 4.9 | 24,195     | 5.6    | 87    |
| Electric        | 237     | 0.4 | 3,956      | 1.6    | 26    | 1,085   | 1.0 | 8,041      | 2.0    | 49    | 1,551   | 1.2 | 9,153      | 1.9    | 63    | 1,163   | 0.9 | 7,916      | 1.8    | 50    |
| Plug in Hybrid  | 102     | 0.2 | 868        | 0.4    | 52    | 842     | 0.7 | 3,082      | 0.8    | 99    | 1,435   | 1.1 | 4,606      | 1.0    | 115   | 1,227   | 1.0 | 4,077      | 0.9    | 102   |
| Gasoline Hybrid | 1,637   | 3.0 | 7,268      | 3.0    | 99    | 3,710   | 3.3 | 13,485     | 3.3    | 99    | 4,486   | 3.5 | 15,379     | 3.3    | 108   | 4,710   | 3.7 | 14,365     | 3.3    | 111   |

Displays NVR Counts for each quarter within the Trade Area, by vehicle classification.

In the example, the 2019 Q1 Count for Total eVehicles is 1,976. The Total eVehicles account for 3.6% of the Total Industry Count. An Index of 72 suggests that households within the Trade Area of Toronto, ON, are 28% less likely to adopt an eVehicle, compared to the Benchmark of Canada.

**Count:** The number of people or households in the Trade Area who exhibit that behavior.

**%:** (Count/Total Count \* 100) The percentage of the population or households in the Trade Area that exhibit that behavior.

**Base Count:** The number of people or households in the benchmark who exhibit that behavior.

**Base %:** (Base Count/Base Total Count \* 100) The percentage of the population or households in the benchmark that exhibit that behavior.

**Index:** (% /Base % \*100) Measures if the population or households in the Trade Area are more or less likely to exhibit that behavior when compared to the benchmark (average = 100)

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

Index Colours: <80 80 - 110 110+