

HOW TO READ

Executive Reporting - Trade Area - EVTrends - Annual Propensity to Purchase

Provide counts for registrations of eVehicles by type within a given Trade Area., by population 18+.

EVTrends | Annual propensity to purchase



Trade Area: Toronto, ON

Total Household Pop 18+: 5,304,228

Total Households: 2,351,756

The Trade Area selected for analysis, as well as the count of Total Household Population 18+ years old and Total Households within the Trade Area.

Propensity is propensity to purchase a new eVehicle over the next period. Year 1 represents a rolling 12-month period starting from the update period in 2021. Year 2 represents a rolling 12-month period starting from the update period in 2022. The score indicates the rate per million people aged 18+.

	YEAR 1		YEAR 2	
	Rate per Million (18+)	Index	Rate per Million (18+)	Index
PREMIUM <small>Luxury Makes</small>	866	178	870	178
STANDARD <small>All other Makes</small>	2,739	96	2,766	96

In the example, there are 866 Premium (Luxury Make) vehicles per 1 million people aged 18 and up. An Index of 178 suggests that people 18+ within the Trade Area are 78% more likely to own a Premium EV, compared to the Benchmark.

	YEAR 1		YEAR 2	
	Rate per Million (18+)	Index	Rate per Million (18+)	Index
GASOLINE HYBRID <small>(HEV): Battery and electric motor with gas power and internal combustion engine (ICE)</small>	2,430	136	2,433	136
ELECTRIC <small>(EV): Battery and fully electric engine</small>	910	72	920	72
PLUG IN HYBRID <small>(PHEV): Charging by port, ICE or regenerative braking</small>	344	81	315	75

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

Index Colours:	<80	80 - 110	110+
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