

HOW TO READ

Executive Reporting - Target Group - EVTrends - Annual Propensity to Purchase

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

EVTrends | eVehicles Projections



Target Group: Upscale Diverse Families (03, 08, 10, 11, 15, 18, 27, 30, 31)

Total Household Pop 18+: 4,840,401

Total Households: 1,910,520

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

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 Luxury Makes		866	178	870	178
STANDARD All other Makes		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 Target Group 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 (HEV): Battery and electric motor with gas power and internal combustion engine (ICE)		2,430	136	2,433	136
ELECTRIC (EV): Battery and fully electric engine		910	72	920	72
PLUG IN HYBRID (PHEV): Charging by port, ICE or regenerative braking		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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