

Executive Reporting - Target Group - EVTrends - eVehicle Adoption (NVR)

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

EVTrends | eVehicle Adoption (NVR)

ENVIRONICS
ANALYTICS

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

Total Households: 1,910,520

The **Target Group** selected for analysis, and **Total Households** within the Target Group.

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 Target Group.

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 Target Group, 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 Upscale Diverse Families **Target Group** are 28% less likely to adopt an eVehicle, compared to the **Benchmark of Canada**.

Count: The number of people or households in the Target Group who exhibit that behavior.

%: (Count/Total Count * 100) The percentage of the population or households in the Target Group 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 Target Group 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+