

Executive Reporting - Target Group - EVTrends - Total Vehicles in Operation

Provides the list of vehicles and counts for total vehicles in operation. Counts are provided by vehicle classification within a Target Group.

EVTrends | Total Vehicles In Operation: Gasoline Hybrid - Standard

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.

Complete list of Gasoline Hybrid - Standard

Chevrolet

Malibu
Silverado 1500
Tahoe
Volt

Chrysler

Aspen

Dodge

Durango

Ford

C-Max
Escape
Explorer
F150
Fusion

GMC

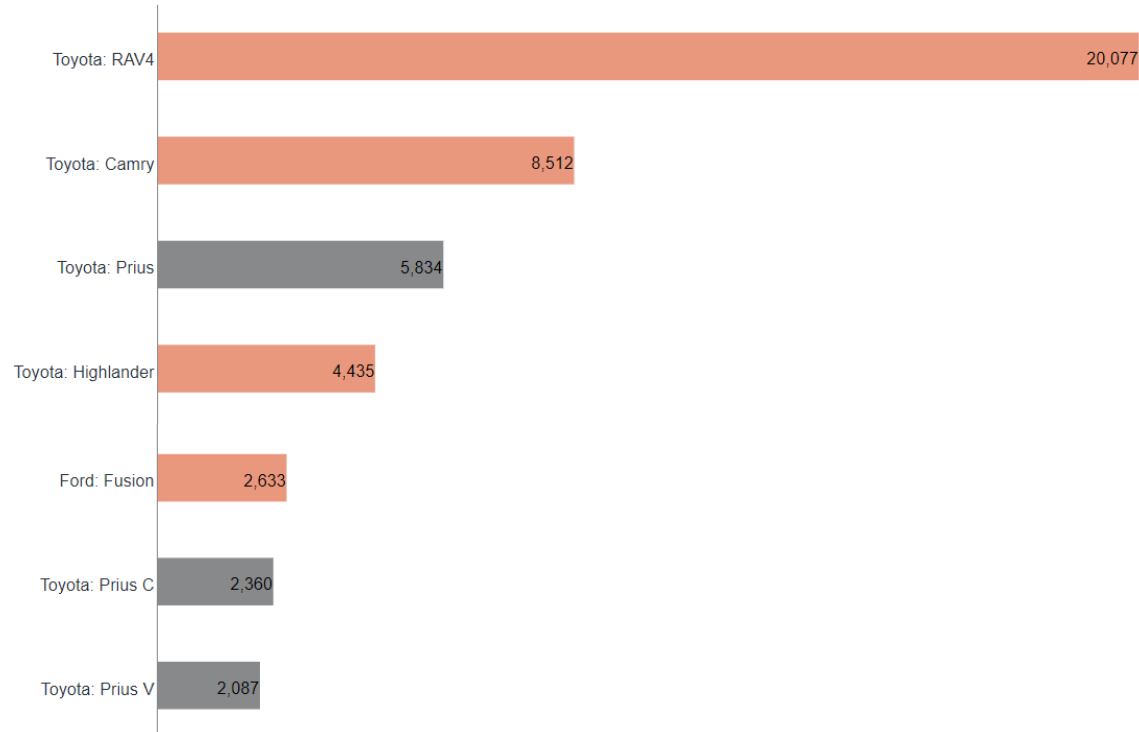
Sierra 1500
Yukon

Provides a complete list of vehicles brands and makes within the category.

In the example, the category is **Gasoline Hybrid - Standard**.



Top Gasoline Hybrid - Standard(Trade Area TVIO Count)



Displays the **Counts** for each vehicle make in operation within the Target Group. The bar colours correlate to the **Index** of the Count, as show below.

In the example, there are **20,077** Toyota: RAV4's in operation within the Target Group. The colour of the bar means this make has a high Index, suggesting a Toyota: RAV4 is more likely to be in operation within the Diverse Upscale Families **Target Group**, compared to the **Benchmark** of Canada

Benchmark: Canada

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

Index Colours: <80 80 - 110 110+