AutoView - TVIO
Release Notes

What is it?

Experian Automotive is a global leader in data intelligence and is transforming the way the automotive industry uses auto data to drive insights. Detailed data provide more options for analysis and offer a better understanding of the very competitive automotive landscape. Through our partnership with Experian, we have created the AutoView - TVIO database to track total vehicles in operation that have been provincially registered. The TVIO database includes over 1100 variables which include category classifications that make it easy to navigate the total vehicles in operation:

Vehicle Category – base categorizations for the make-and-models, e.g., passenger car – domestic, or light truck - import

Segment Group – totals for TVIO segments, e.g., "Total SUV – domestic"

Segment – TVIO defined vehicle groupings. E.g.,"CUV – compact – import", or "Sports car – midsize exotic – domestic"

TVIO Make – aggregate totals for all models by a specific auto manufacturer. E.g. "TVIO Make – Honda"

TVIO Make-by-Segment Group – aggregate totals for all models by a specific auto manufacturer by segment group. E.g. "Toyota – CAR"

Fuel type – Seven different fuel types ranging from biodiesel to electric

Model year – 16 vehicle years from 2008 to 2023, plus Before 2008

Make-and-Model – Over 600 vehicle models captured

AutoView - TVIO provides detailed vehicle information down to the dissemination area (DA) level. With the addition of PRIZM®, profiles can be created by combining DA-level AutoView data with PRIZM® segments. By examining the complete universe of vehicles operating in an area, users can gain valuable insights to determine everything about the size, age, and composition of the market opportunity.

Data Vintage
2024

Value As Of
December 31, 2023

Base Level Geography
Dissemination Area

Variables
1188

To view the complete list of variables please visit:
environicsanalytics.com/variables

TRUSTe Data Certification Powered by TrustArc

AICPA SOC

What's New?

METHODOLOGY UPDATE

We are excited to announce the release of our latest annual automotive data, featuring a completely revised methodology. Previously, our data collection relied on administrative data. However, due to a significant decline in vehicle registrations from 2022 to 2023 and a large number of unassigned registrations, especially in Quebec, we have reassessed our approach.

Our new methodology now includes reports from Statistics Canada and automotive manufacturers for 2023. This update aims to increase the accuracy of assigned registration counts and align with trends reported by Statistics Canada, segmented by province and fuel type.

To address issues related to biased sub-provincial distribution in the raw data, we have developed a comprehensive spatial distribution model to estimate new vehicle registrations at the DA level. Additionally, we use total sales figures reported by major manufacturers, where available, as guides.

These changes will provide a more accurate and comprehensive view of the automotive market, reflecting the true state of the industry.

How it's Used?

Original Automotive Manufacturers (OEMs) can use AutoView—TVIO to understand their own or competitors' market share by TVIO segment groups or, with more granularity, by TVIO segments. This can help them respond by managing the product mix by dealership territory or potentially steering their future product lines.

Media agencies or shopping malls can use the detailed AutoView—TVIO make-and-model data alone or enhanced with PRIZM to help personify their target audience or customers. This can help with developing messaging or creatives that appeal to those who have a positive association with a particular automotive brand.

Municipalities can leverage the TVIO Fuel Type data to develop "green" incentive programs that offer tax breaks or rebates to customers and manufacturers. The data can also help plan infrastructure, such as green HOV lanes or charging stations, to promote the use of electric and hybrid vehicles.

Sample Questions it Can Answer

- What does vehicle ownership look like at different geographic levels?
- Which areas (markets) are experiencing the most growth for electric vehicles? Which PRIZM segments are more likely to want an electric vehicle?
- Which Dealership areas have the highest ownership rates for Electric Cars?
- What is the penetration rate of vehicles for different categories? e.g., Electric Vehicles, SUVs, etc.
- Which municipalities have the highest number of registrations of full size, domestic pickup trucks?