

AUTOVIEW - TVIO

RELEASE NOTES

DATA VINTAGE

2021

VALUES AS OF

December 31, 2020

BASE LEVEL GEOGRAPHY

Dissemination Area

VARIABLES

816

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

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 816 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., “Alt power – electric truck – domestic”, or “Sport car – premium – import”

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

Model year – 15 vehicle years from 2007 to 2021, plus 2006 and before

Make-and-Model – over 640 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.

WHAT'S NEW

AutoView is a brand-new product for Environics Analytics that offers more detail on segments, make-and-model and fuel types. The TVIO category classifications help simplify the make-and-model information by presenting the data through executive dashboards in ENVISION. With these benefits, AutoView - TVIO replaces the retired Opticks Automotive Powered by IHS product.

HOW IT'S USED



Original Automotive Manufacturers (OEMs) can use AutoView - TVIO to understand their own or competitors' marketshare 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 steer their future product lines.



Municipalities can leverage the TVIO Fuel Type data to develop “green” incentive programs to offer tax breaks or rebates to customers and manufacturers. It can also help plan infrastructure like green HOV lanes or charging stations to promote the usage of electric and hybrid vehicles.



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

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?