

EVTRENDS RELEASE NOTES

DATA VINTAGE

2021

UPDATE FREQUENCY

Quarterly

BASE LEVEL GEOGRAPHY

Dissemination Area

VARIABLES

2061

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

Canada's premier database for measuring eVehicle adoption, EVTrends powered by Experian offers quarterly registrations (2019-2021) for all electric and hybrid vehicles, premium and standard classifications, as well as a complete listing of all eVehicle makes & models. Current, historical and projected quarterly data are provided for trending and seasonal analysis or to help identify neighbourhoods that are likely to purchase eVehicles in the future.

EVTrends will be updated quarterly as new vehicle registration (NVR) data becomes available from Experian. These new quarterly data are also used with select Demostats and Wealthscapes variables to project the likelihood of a new eVehicle purchase in the next or subsequent year. The projections are recalculated quarterly to reflect the expansion of vehicle registrations. EVehicle information is provided for Electric, Gasoline-Hybrid, Plug-in Hybrid, Standard & Premium themes:

Projections Score – Likelihood to buy a new eVehicle over the next and subsequent year

Projections Count – Projected number of new eVehicles to be sold over the next and subsequent year

Quarterly Registrations – Counts of Electric, Gasoline-Hybrid, Plug-in Hybrid, Standard & Premium themes

Quarterly Make & Models – variable roster of all electric & hybrid make & models found in total vehicles in operation (TVIO)

EVTrends provides detailed vehicle information down to the dissemination area (DA) level allowing for trade area and segmentation analysis. With PRIZM® a more targeted approach can be taken for campaigns or used with Environics Analytics' other products to help describe and personify best segments. EVTrends is available in ENVISION with custom dashboards or fulfillment files.

HOW IT'S USED



Automotive Manufacturers can use EVTrends to anticipate where the demand for electric vehicles is happening on a quarterly basis to help with decision making surrounding sales planning, inventory placement, and dealership tactics.



Municipalities can leverage predictive capabilities of EVTrends to estimate where to implement incentive programs, and make more informed decisions around charging infrastructure planning, HOV lanes, etc. It can also help identify the gaps in adoption to

identify opportunities for promotion of electric and hybrid vehicles.



These models are linked to PRIZM® and can help personify where the growth in electric vehicles will be coming from in the next two years. This can help with developing messaging or creative to appeal to the emerging EV audience.

SAMPLE QUESTIONS IT CAN ANSWER

- What PRIZM segments are most likely to own an electric or hybrid vehicle?
- Which markets are growing the most?
- What proportion of total vehicles are made up of electric or hybrid vehicles?
- Which Make & Models are growing, and which ones have stopped growing?
- Which Dealership areas have the highest ownership rates for electric cars?
- What is the distribution of electric, gasoline-hybrid and plug-in hybrid vehicle registrations in my trade area?
- Which municipalities have the highest number of new premium registrations, and which have the highest propensity to grow?
- Which neighbourhoods would be receptive to an incentive to purchase an electric car?
- Which markets will need infrastructure improvements to service the electric demand from electric vehicles?