

Automotive Behaviour for Selected Canadian Metropolitan Areas

Households in Alberta's largest cities drive more and own more vehicles than other major cities in Canada

Calgary and Edmonton are Canada's most car-intensive cities with the highest proportion of households with more than 3 cars, the most kilometers driven, and the highest ownership of SUVs and pick-up trucks.

Toronto, being the largest city, has one of the highest dollars-spent per new vehicle however it has the highest proportion of non-drivers.

Vancouverites drive less than any other Metropolitan Area – 36% drive less than 10,000 km per year while only 10% drive more than 30,000 km per year.



Calgary and Edmonton are Canada's most car-intensive cities; they drive more kilometers and own more vehicles.

- Ford has its largest market share in Calgary and Edmonton and its lowest in Montreal
- BMW has its largest market in Toronto and Vancouver and its lowest in Halifax
- Sport Utility Vehicles are twice as popular in Calgary (17%) than they are in Halifax (9%)
- People in Toronto are twice as likely to consider buying a hybrid vehicle than Montreal
- In terms of auto parts or service, Canadian Tire and Pit Shop chosen more in Montreal, Mr. Lube is chosen more in Calgary and Edmonton, and Wal-Mart is chosen more often in Halifax

2008 Automotive Predictions

	Toronto	Montreal	Vancouver	Calgary	Edmonton	Halifax
Zero KM Driven	9%	8%	6%	4%	6%	6%
< 10,000 KM Driven	23%	22%	30%	21%	20%	24%
> 30,000 KM Driven	14%	12%	10%	15%	17%	14%
SUV Primary Vehicle	11%	10%	14%	17%	14%	9%
Pickup Truck Primary Vehicle	6%	4%	11%	17%	18%	11%
> 3 Vehicles Owned/Leased	5%	3%	7%	10%	10%	3%
Plan to Spend on next new vehicle > \$40,000	4%	1%	2%	4%	4%	1%
Consider A Hybrid	11%	6%	9%	9%	8%	8%

Blue boxes indicate CMA results greater than Canadian average; Red text indicates results less than Canadian average
Source: Generation5 2008

Prepared by: G5 Client Solutions Group