

Light-duty trucks: Factors contributing to the transformation of the light-duty vehicle fleet



Context

Share of light-duty trucks in new vehicle sales



Saskatchewan: 45,5%
New Brunswick: 46,9%
Newfoundland: 46,7%
Alberta: 43,6%

79%

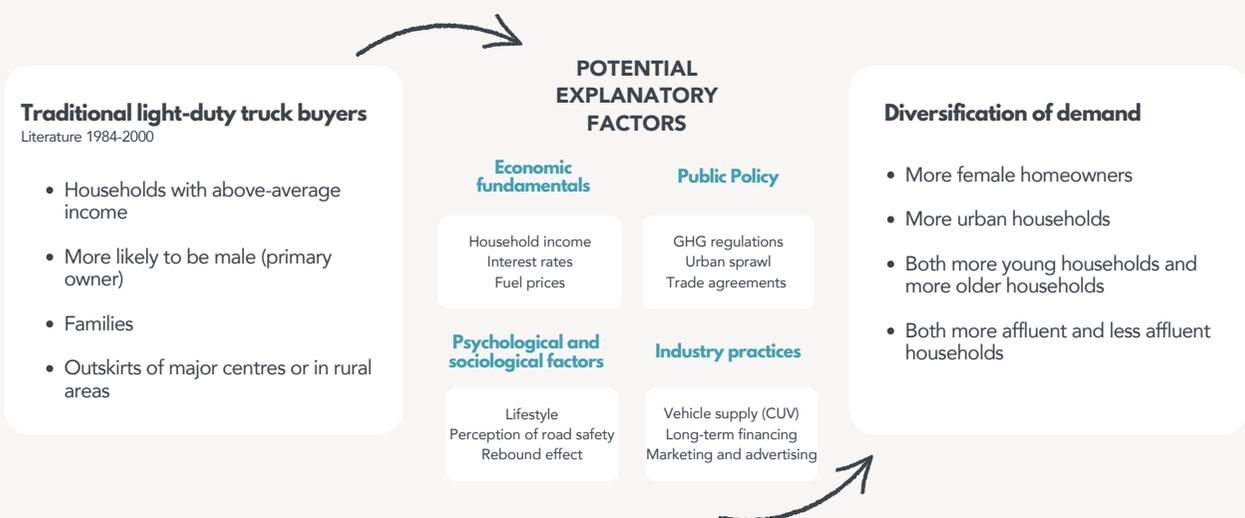
of new vehicles sold in Canada are light-duty trucks

- higher
- heavier
- gas guzzling
- expensive



What are the effects on the environment, on public safety, on public spaces and the financial health of households?

Analysis of the demand



Demand diversification

Evolution of the socio-demographic profile of light-duty truck owners 1999-2019



Key findings

