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American vehicles, which means that 3.82% of registered, privately owned and commercial automobiles, trucks and motorcycles in the United States have been vanitized.

The *AAMVA-LCNS2ROM™ Vanity License Plates Survey* also found that 440,000 Canadian vehicles have been vanitized, which means that 2.94% of registered Canadian motor vehicles (excluding buses, trailers, and off-road, construction and farm vehicles) have been vanitized.

The *AAMVA-LCNS2ROM™ Vanity License Plates Survey* ranked American and Canadian jurisdictions by their vanity plate penetration rates, which is the percentage of registered motor vehicles, as defined by the *Survey*, that have been vanitized. According to Mr. Lonce, "Ranking jurisdictions by their vanity plate penetration rates more accurately measures the popularity of vanity plates than ranking them by the number of vanity plates they have issued. It's fascinating that so many small states have high vanity plate penetration rates."

In the U.S., the ten states with the highest vanity plate penetration rates are:

<u>State</u>	<u>Rank</u>	<u>Vanity Plate Penetration Rate</u>
Virginia	1	16.19%
New Hampshire	2	13.99%
Illinois	3	13.41%
Nevada	4	12.73%
Montana	5	9.80%
Maine	6	9.79%
Connecticut	7	8.14%
New Jersey	8	6.88%
North Dakota	9	6.51%
Vermont	10	6.11%

In Canada, the five provinces and territories with the highest vanity plate penetration rates are:

<u>Province/Territory</u>	<u>Rank</u>	<u>Vanity Plate Penetration Rate</u>
Ontario	1	4.59%
Saskatchewan	2	2.69%
Manitoba	3	1.96%
Yukon	4	1.79%
Northwest Territories	5	1.75%

Tables summarizing the complete results of the *AAMVA-LCNS2ROM™ Vanity License Plates Survey* are posted on the [lcns2rom.com](http://www.lcns2rom.com) web site (<http://www.lcns2rom.com/vanityplatesurvey.htm>).

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