

# AAMVA - LCNS2ROM™ VANITY LICENSE PLATES SURVEY: U.S.

By American Association of Motor Vehicle Administrators (aamva.org)

and LCNS2ROM - LICENSE TO ROAM™ (lcns2rom.com)

STATE	RANK	VANITY PLATE PENETRATION RATE <sup>1/</sup>	No. VANITY PLATES	No. REGISTERED MOTOR VEHICLES <sup>2/</sup>
Virginia	1	16.19%	1,065,217	6,578,773
New Hampshire	2	13.99%	171,438	1,225,075
Illinois	3	13.41%	1,293,157	9,645,590
Nevada	4	12.73%	174,682	1,372,652
Montana	5	9.80%	100,975	1,030,169
Maine*	6	9.79%	107,000	1,093,341
Connecticut*	7	8.14%	250,000	3,072,562
New Jersey	8	6.88%	429,199	6,239,518
North Dakota	9	6.51%	45,793	702,888
Vermont	10	6.11%	31,818	520,518
Wisconsin	11	5.40%	267,051	4,948,758
Arizona	12	5.16%	207,875	4,027,534
Alaska	13	4.99%	34,068	682,892
Ohio	14	4.79%	514,996	10,755,809
Hawaii	15	4.07%	38,695	950,185
North Carolina	16	4.05%	248,405	6,137,578
Alabama	17	4.00%	183,508	4,584,413
Mississippi	18	3.87%	76,208	1,969,317
Idaho*	19	3.84%	54,000	1,406,338
Iowa	20	3.72%	130,011	3,493,728
Rhode Island	21	3.67%	30,341	827,712
California	22	3.49%	1,136,772	32,592,000
Missouri	23	3.45%	160,025	4,633,733
Kansas*	24	3.33%	80,000	2,403,176
West Virginia	25	3.19%	42,204	1,324,001
Oregon	26	3.16%	91,239	2,889,356
Nebraska	27	3.16%	53,497	1,692,587
Colorado	28	3.01%	56,707	1,881,368
Oklahoma	29	2.97%	110,797	3,724,320
Wyoming	30	2.94%	19,351	657,248
Pennsylvania*	31	2.80%	280,000	10,014,167
Florida	32	2.74%	435,452	15,881,147
Michigan	33	2.55%	212,809	8,354,659
District of Columbia	34	2.55%	5,697	223,841
New York	35	2.43%	287,382	11,802,755
Delaware	36	2.40%	17,803	741,031
Utah	37	1.99%	44,462	2,229,008
Maryland	38	1.89%	81,978	4,347,895
New Mexico	39	1.69%	26,075	1,543,091
Washington	40	1.53%	87,333	5,694,318
Arkansas	41	1.53%	29,972	1,960,315
Georgia	42	1.50%	121,536	8,081,145
Minnesota	43	1.50%	72,050	4,787,646
South Dakota*	44	1.39%	12,200	878,667
South Carolina	45	1.35%	45,213	3,345,346
Massachusetts	46	1.19%	65,238	5,485,319
Kentucky	47	1.08%	37,013	3,434,687
Louisiana	48	0.98%	37,145	3,777,149
Indiana	49	0.96%	47,883	4,999,596
Tennessee	50	0.87%	43,258	4,999,211
Texas	51	0.56%	97,315	17,347,615
<b>TOTAL</b>		<b>3.82%</b>	<b>9,292,843</b>	<b>242,991,747</b>

1/ The "Vanity Plate Penetration Rate" is the percentage of registered motor vehicles, as defined in footnote 2, that are "vanitized" (which means, "to embellish a motor vehicle with vanity license plates").

2/ Privately owned and commercial automobiles, trucks and motorcycles in 2005. Source: Federal Highway Administration, *Highway Statistics 2005*, Table MV-1 (<http://ffwainter.fhwa.dot.gov/policy/ohim/hs05/html/mv1.htm>)

\* DMVs from these states reported estimated or rounded numbers of the vanity plates that they have issued.