



# VANITY LICENSE PLATES SURVEY

U.S.		Vanity Plate Penetration Rate 1/	No. Vanity Plates	No. Registered Motor Vehicles 2/
State	Rank			
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
TOTAL		3.82%	9,292,843	242,991,747

1/ The "Vanity Plate Penetration Rate" is the percentage of registered motor

## CANADA

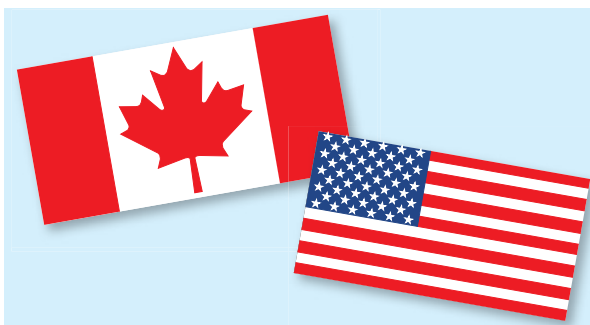
Province/Territory 1/	Rank	Vanity Plate Penetration Rate 2/	No. Vanity Plates	No. Registered Motor Vehicles 3/
Ontario	1	4.59%	334,121	7,271,566
Saskatchewan	2	2.69%	19,751	735,024
Manitoba	3	1.96%	13,074	668,370
Yukon	4	1.79%	511	28,522
Northwest Territories*	5	1.75%	400	22,828
Alberta*	6	1.73%	45,000	2,605,063
New Brunswick	7	1.42%	6,931	487,761
Prince Edward Island	8	1.15%	952	82,885
Nova Scotia*	9	0.90%	5,000	553,651
British Columbia	10	0.59%	15,360	2,607,261
TOTAL		2.93%	441,100	15,062,931

1/ The following jurisdictions do not issue personalized ("vanity") plates: New Foundland and Labrador, Quebec and Nunavut.

2/ The "Vanity Plate Penetration Rate" is the percentage of registered motor vehicles, as defined in footnote 3, that are "vanitized" (which means, "to embellish a motor vehicle with vanity license plates").

3/ All registered motor vehicles, excluding buses, trailers and off-road, construction and farm vehicles. Source: Statistics Canada, Motor vehicle registrations, by province and territory [2006]. (<http://www40.statcan.ca/101/cst01/trade14a.htm?>)

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



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://fhwainter.fhwa.dot.gov/policy/ohim/hs05/htm/mv1.htm>)

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

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