

USA+4 More DMAs – P25-64 who Own or Lease an ELECTRIC VEHICLE! Complete Demographic & Media Use Profiles



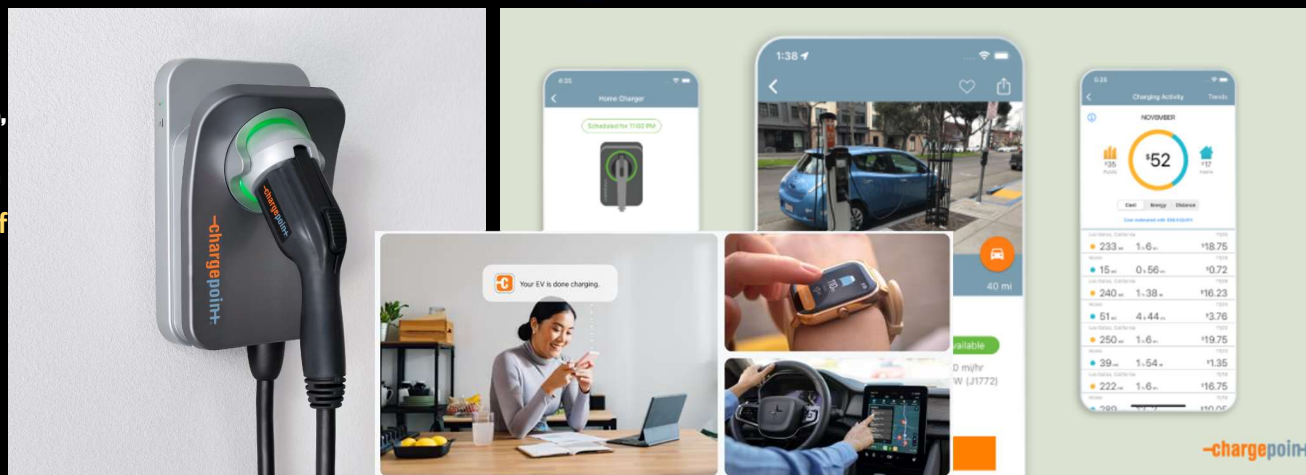
—chargepoint—®



P25-64



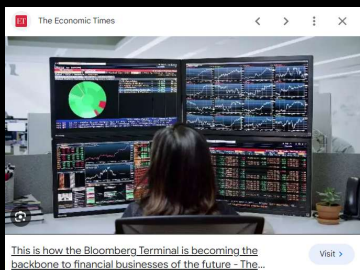
Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P25-64** who Own or Lease an **ELECTRIC VEHICLE** as of January 31, 2026.



Vanguard® BlackRock

And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

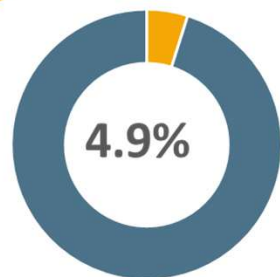
Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle





4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
 Typical Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 44.4 years old (.8% younger than average)
 and have a \$174,502 (43% higher than average) annual household income.

Percent of Market: Adults 25 - 64

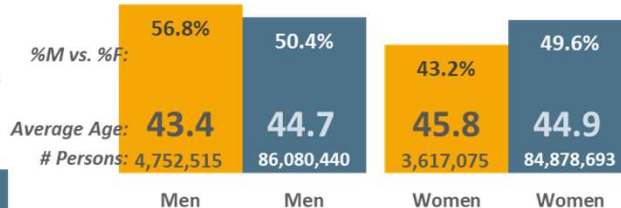


■ who Own or Lease an ELECTRIC VEHICLE
 ■ Remainder of USA DMA

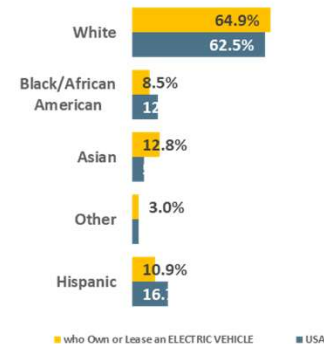
Total Persons:
 8,369,590 162,589,543



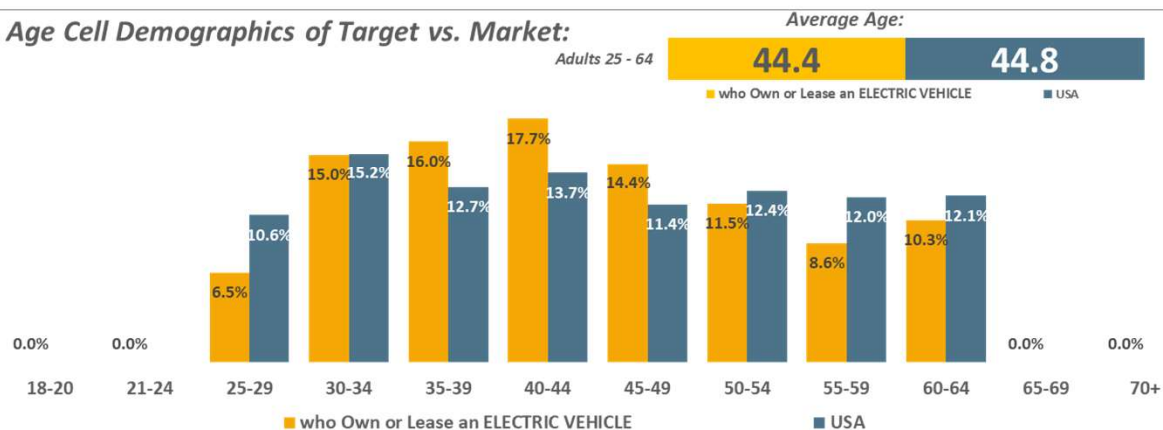
Gender of Target vs. Market: Adults 25 - 64



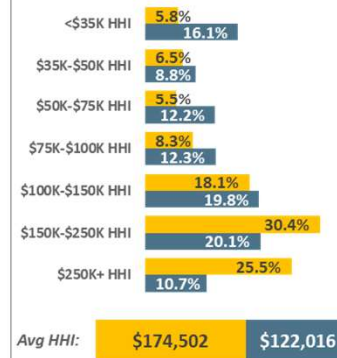
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

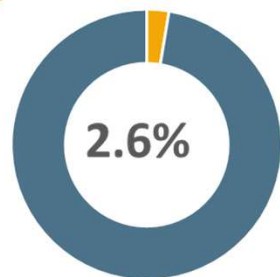


Avg HHI: \$174,502 \$122,016



2.6% or 66,504 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
 Typical Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 46.5 years old (3.1% older than average)
 and have a \$162,762 (33.2% higher than average) annual household income.

Percent of Market: Adults 25 - 64



■ who Own or Lease an ELECTRIC VEHICLE
 ■ Remainder of MINNEAPOLIS-ST. PAUL DMA

Total Persons:
 66,504 2,449,017



Gender of Target vs. Market: Adults 25 - 64

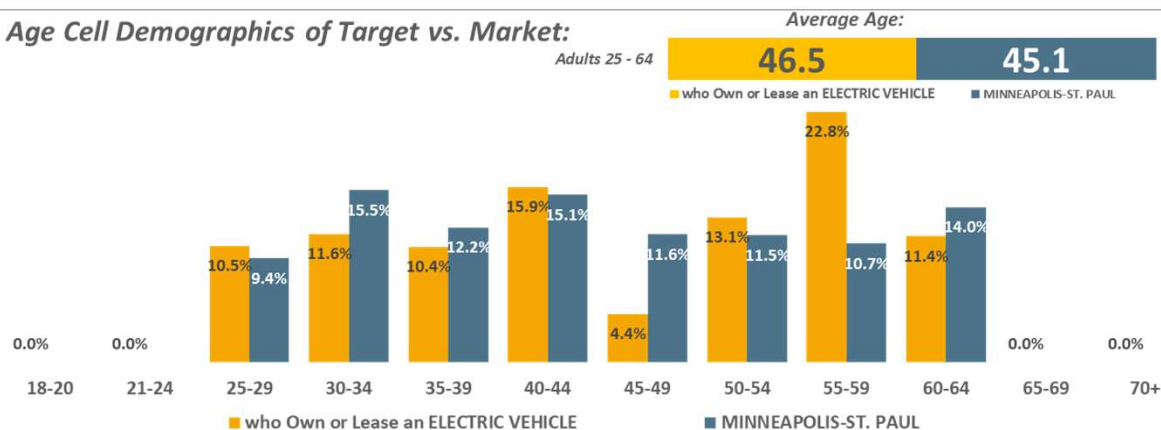
	Men	Men	Women	Women
%M vs. %F:	51.5%	51.0%	48.5%	49.0%
Average Age:	48.3	45.1	44.6	45.0
# Persons:	34,251	1,283,468	32,253	1,232,053

Ethnicity of Target vs. Market:

White	93.8%	84.5%
Black/African American	0.0%	6.0%
Asian	6.2%	0.0%
Other	0.0%	0.0%
Hispanic	0.0%	0.0%

■ who Own or Lease an ELECTRIC VEHICLE ■ MINNEAPOLIS-ST. PAUL

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

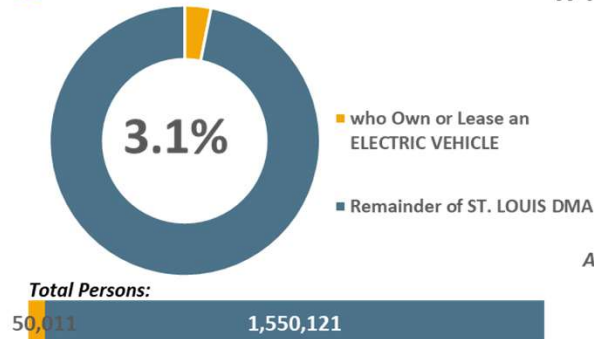
<\$35K HHI	6.7%	13.8%
\$35K-\$50K HHI	0.0%	8.7%
\$50K-\$75K HHI	10.0%	13.2%
\$75K-\$100K HHI	7.0%	11.3%
\$100K-\$150K HHI	29.8%	21.9%
\$150K-\$250K HHI	27.7%	23.1%
\$250K+ HHI	18.7%	8.0%

Avg HHI: \$162,762 \$122,198

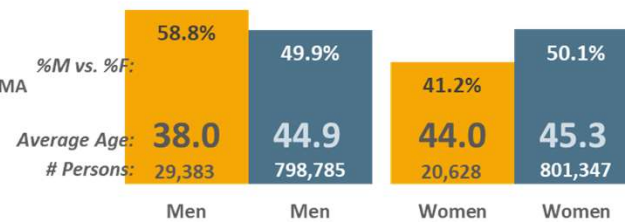


3.1% or 50,011 of ST. LOUIS DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
Typical Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 40.5 years old (10.3% younger than average) and have a \$122,399 (14.5% higher than average) annual household income.

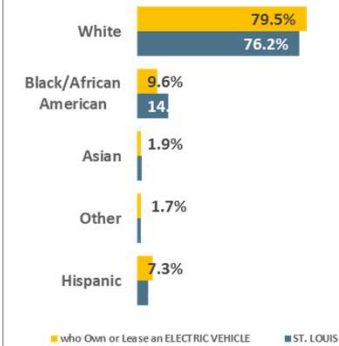
Percent of Market: Adults 25 - 64



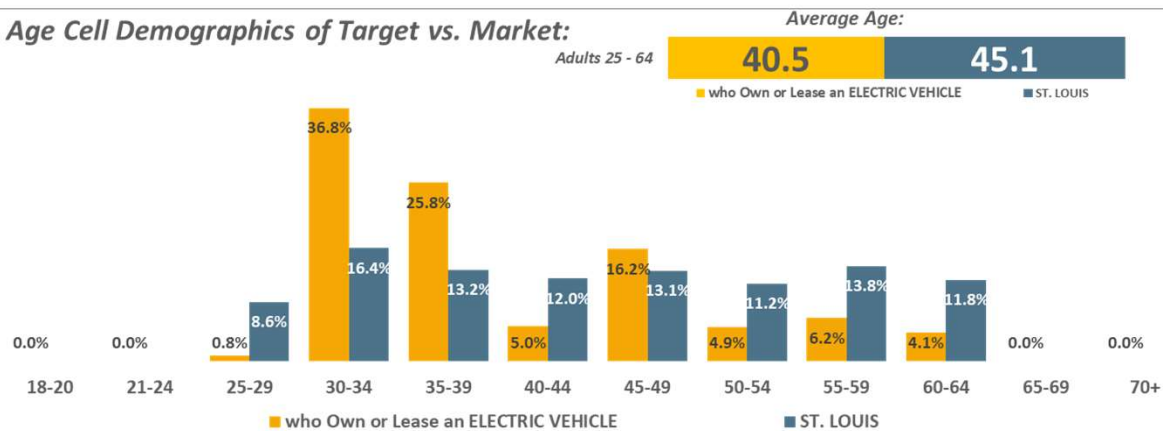
Gender of Target vs. Market: Adults 25 - 64



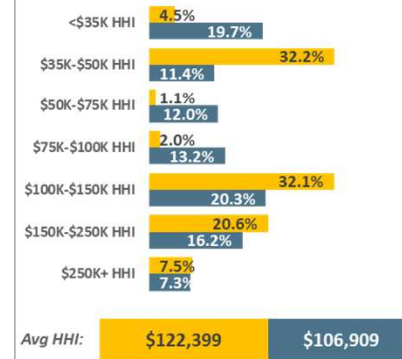
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





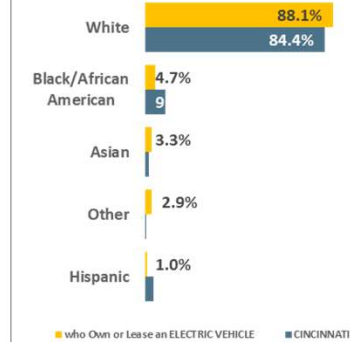
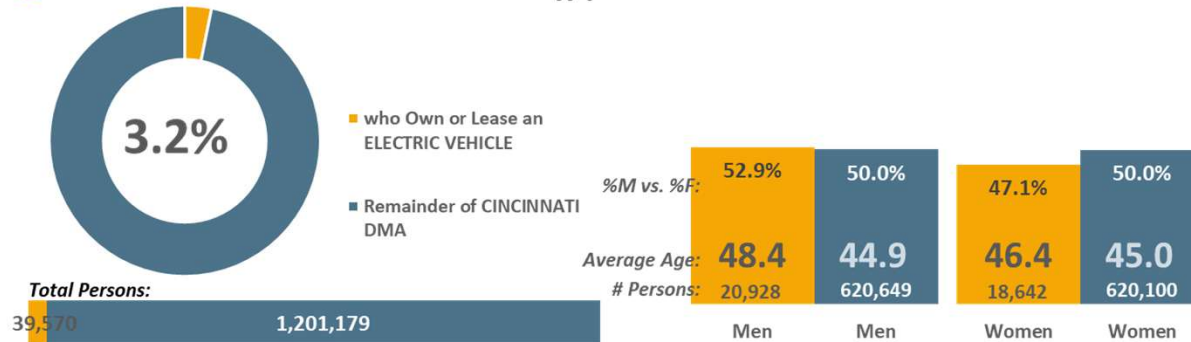
3.2% or 39,570 of CINCINNATI DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
Typical Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 47.5 years old (5.6% older than average)
and have a \$160,689 (47.2% higher than average) annual household income.

Percent of Market: Adults 25 - 64

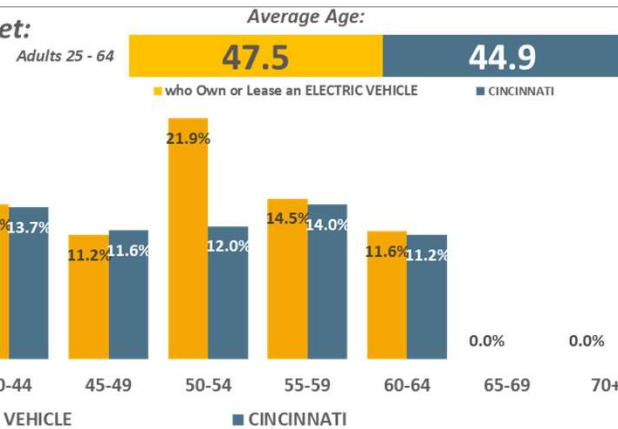


Gender of Target vs. Market: Adults 25 - 64

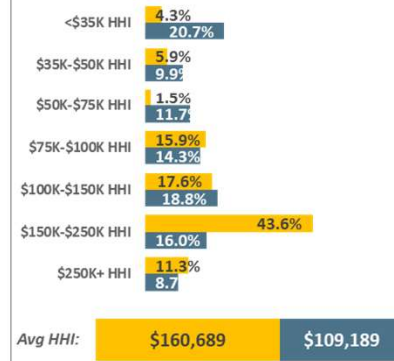
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





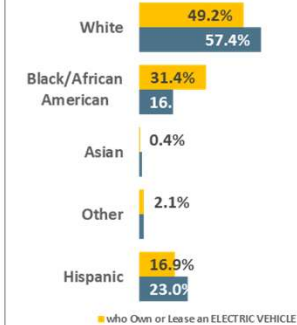
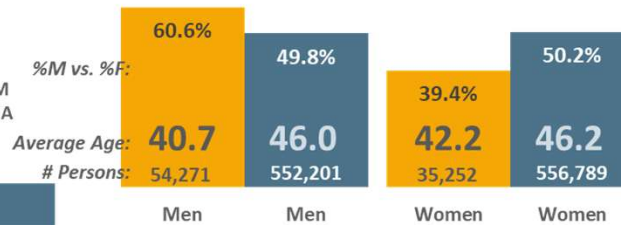
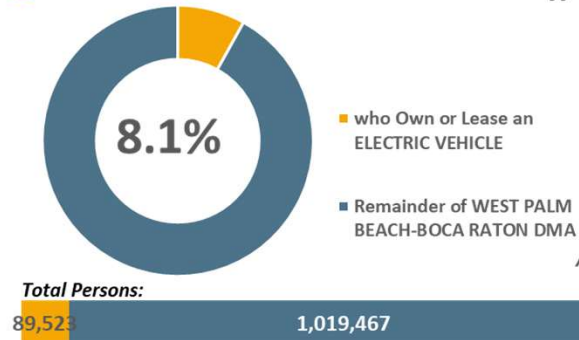
8.1% or 89,523 of WEST PALM BEACH-BOCA RATON DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Typical Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 41.3 years old (10.4% younger than average) and have a \$122,448 (9.7% higher than average) annual household income.

Percent of Market: Adults 25 - 64

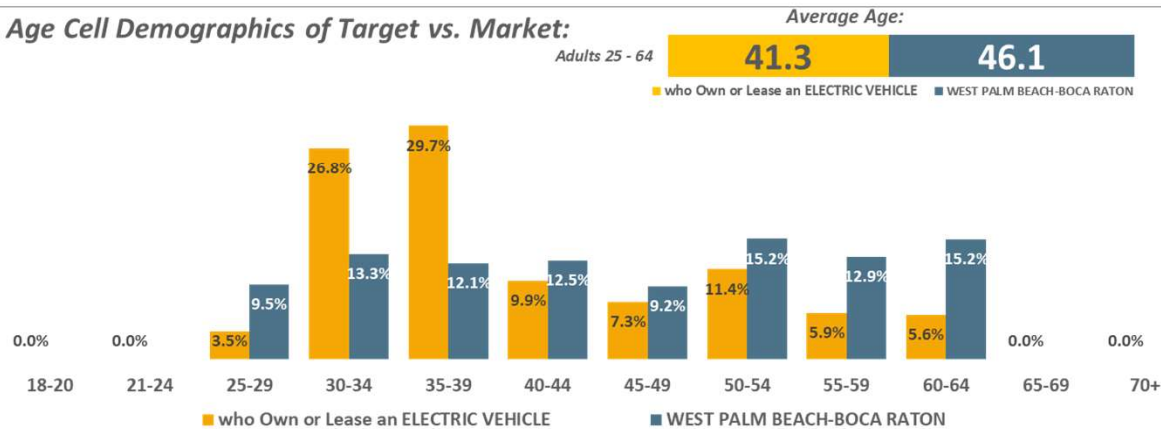


Gender of Target vs. Market: Adults 25 - 64

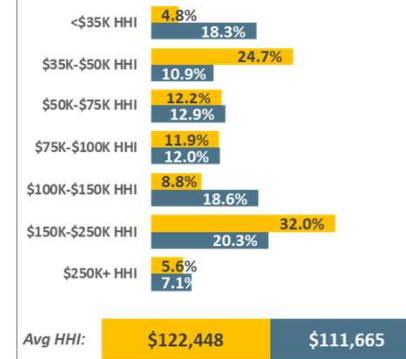
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

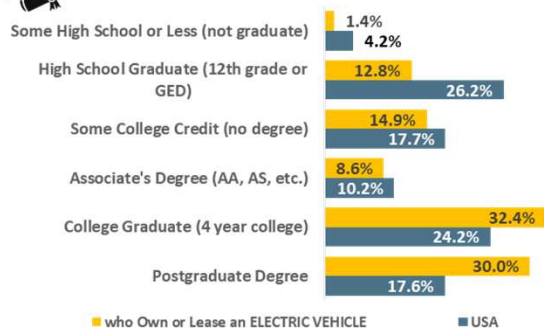




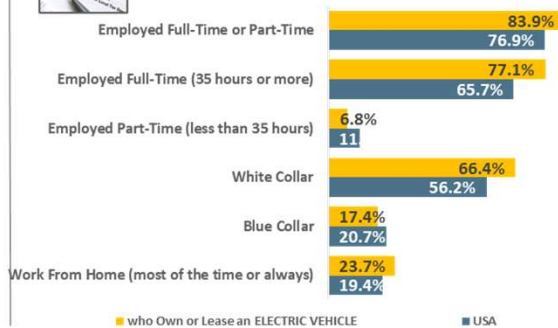
4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 49.% more likely to be a college graduate,
 17.2% more likely to work full-time, 23.6% more likely to be married, 18.6% more likely to be a parent of
 1 or more children under 18.



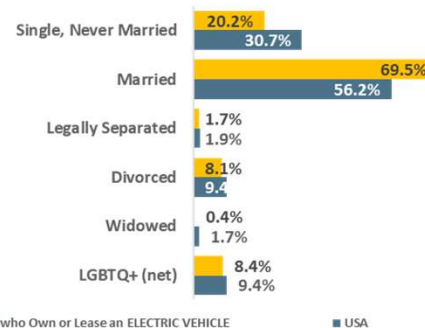
Education Levels: Adults 25 - 64



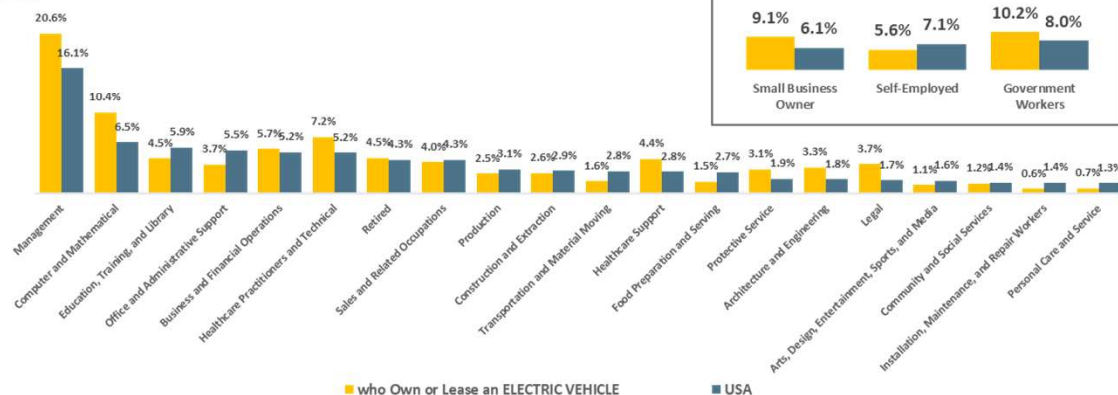
Employment: Adults 25 - 64



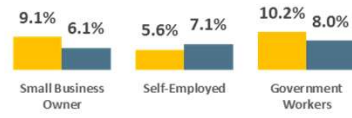
Marital Status: Adults 25 - 64



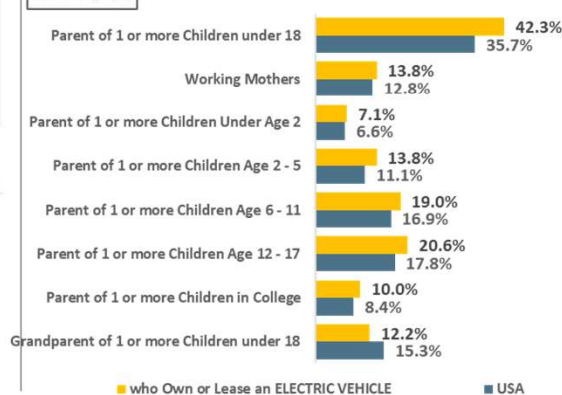
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64

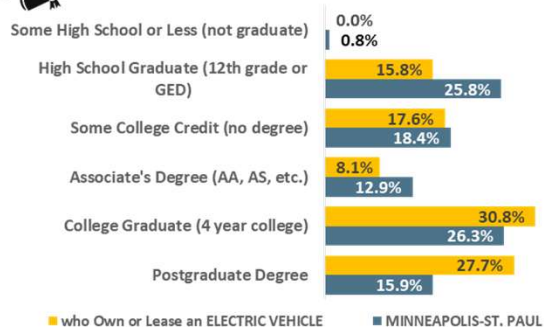




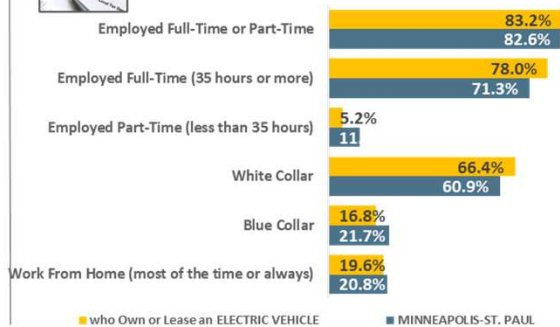
2.6% or 66,504 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 38.8% more likely to be a college graduate, 9.3% more likely to work full-time, 8.8% more likely to be married, .8% more likely to be a parent of 1 or more children under 18.



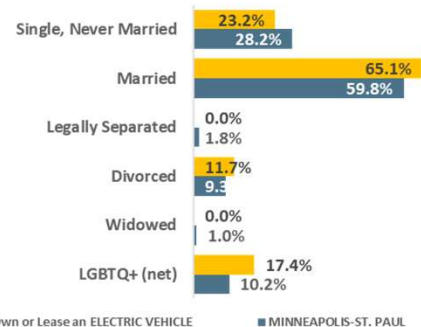
Education Levels: Adults 25 - 64



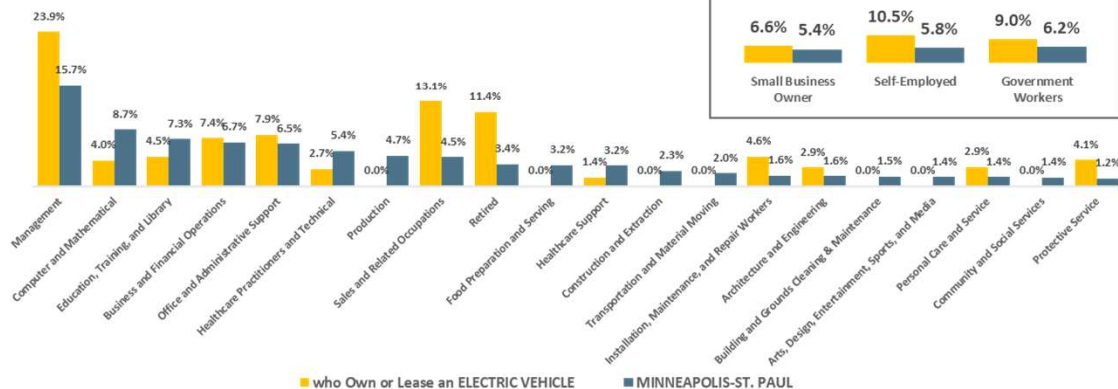
Employment: Adults 25 - 64



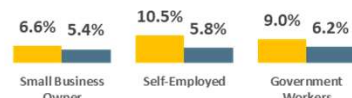
Marital Status: Adults 25 - 64



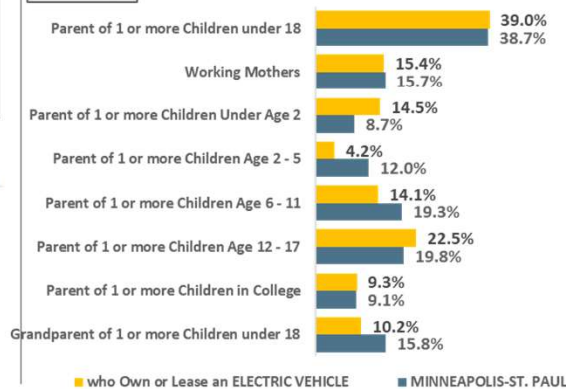
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



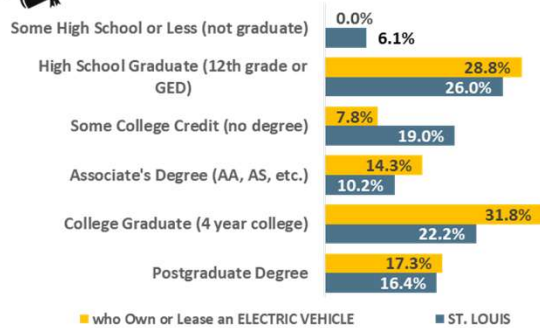
Stage in Life: Adults 25 - 64



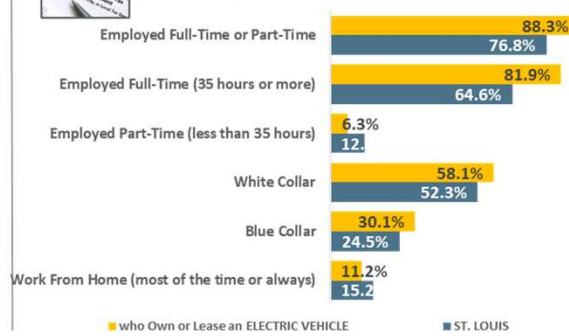


3.1% or 50,011 of ST. LOUIS DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 27.1% more likely to be a college graduate,
 26.8% more likely to work full-time, 5.2% less likely to be married, 61.4% more likely to be a parent of 1
 or more children under 18.

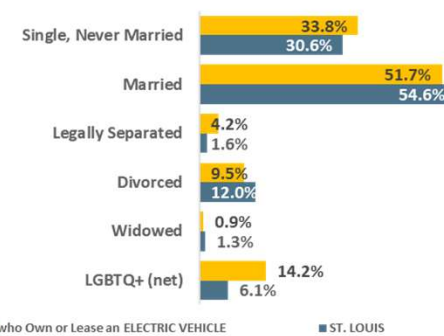
Education Levels: Adults 25 - 64



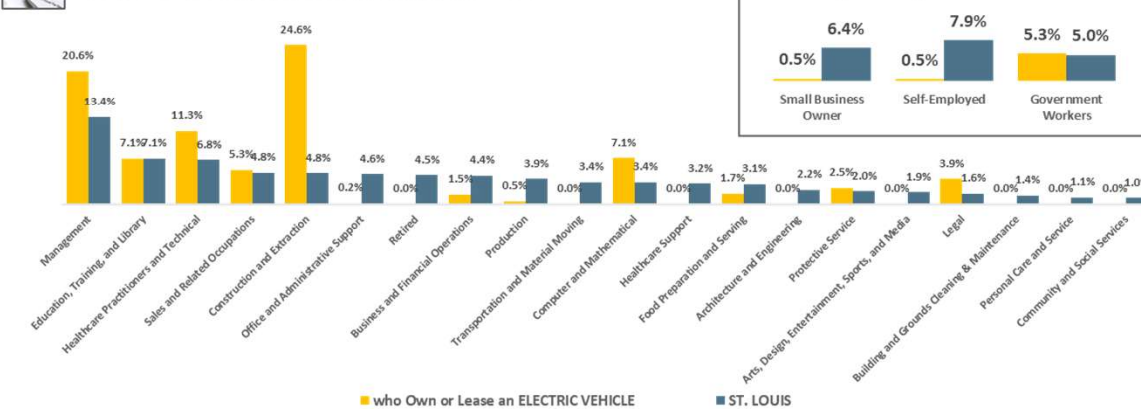
Employment: Adults 25 - 64



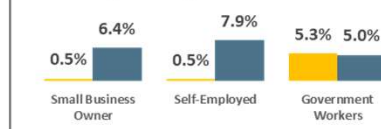
Marital Status: Adults 25 - 64



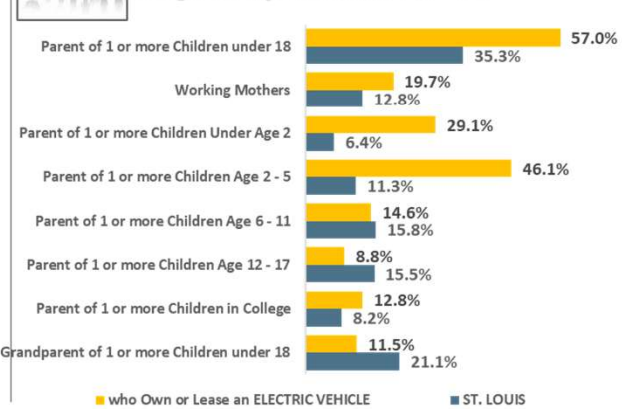
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64

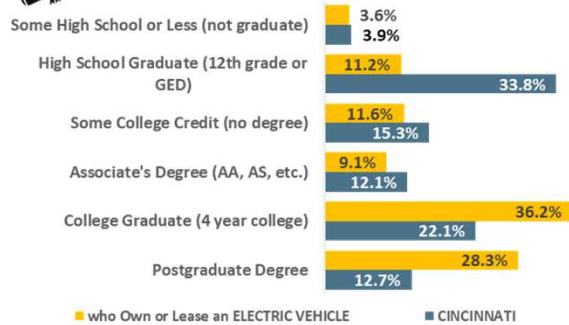




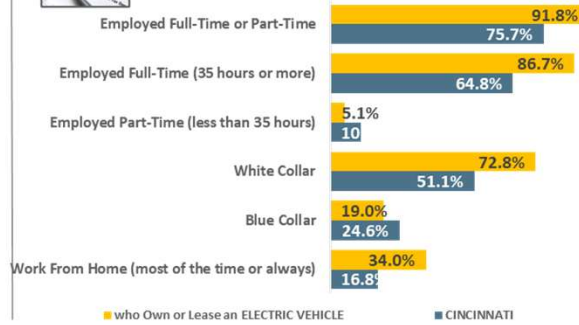
3.2% or 39,570 of CINCINNATI DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 85.2% more likely to be a college graduate, 33.8% more likely to work full-time, 27.8% more likely to be married, 18.% less likely to be a parent of 1 or more children under 18.



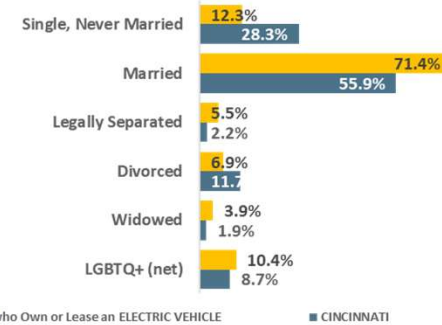
Education Levels: Adults 25 - 64



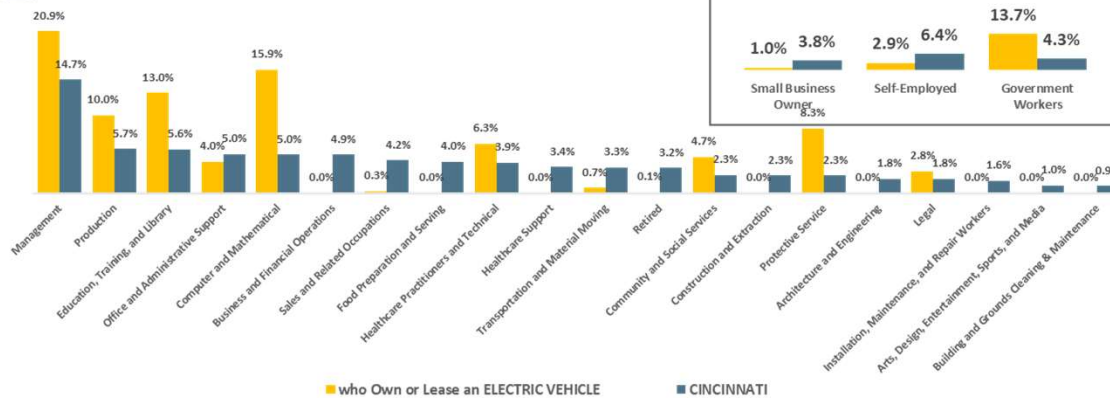
Employment: Adults 25 - 64



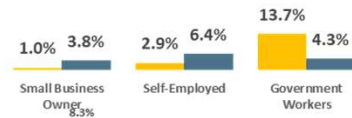
Marital Status: Adults 25 - 64



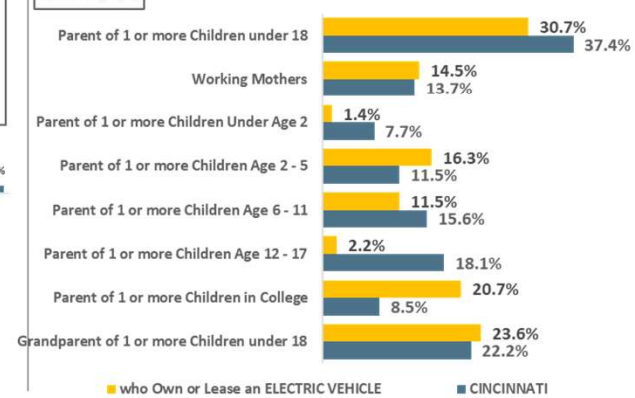
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



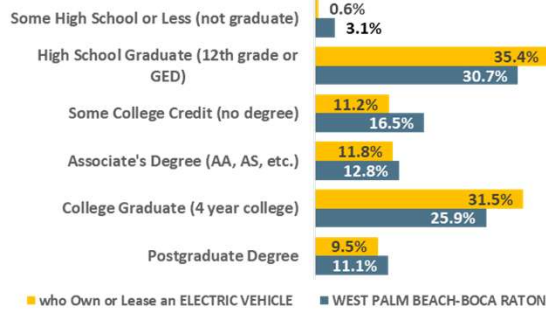
Stage in Life: Adults 25 - 64



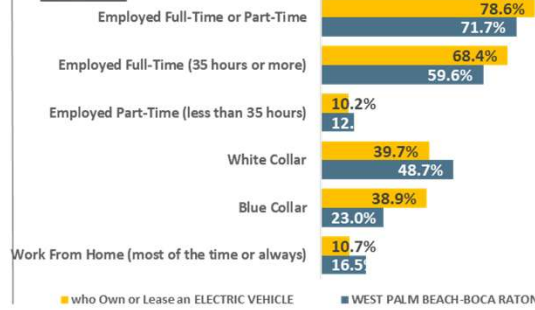


8.1% or 89,523 of WEST PALM BEACH-BOCA RATON DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 10.9% more likely to be a college graduate,
 14.8% more likely to work full-time, 1.1% more likely to be married, 13.6% more likely to be a parent of
 1 or more children under 18.

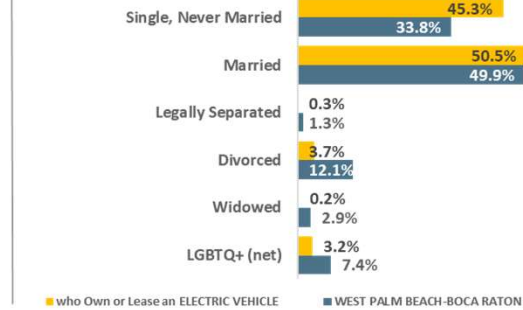
Education Levels: Adults 25 - 64



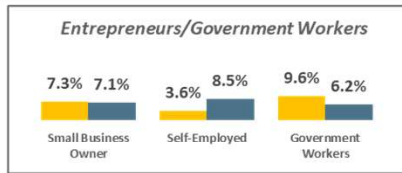
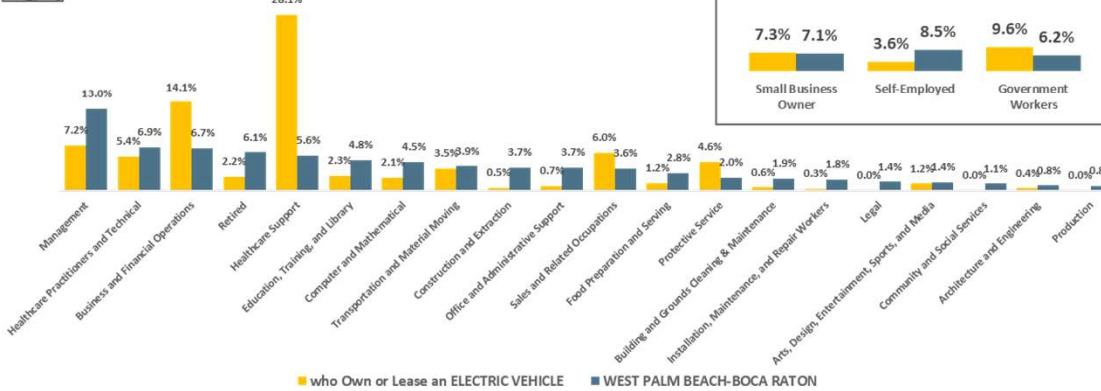
Employment: Adults 25 - 64



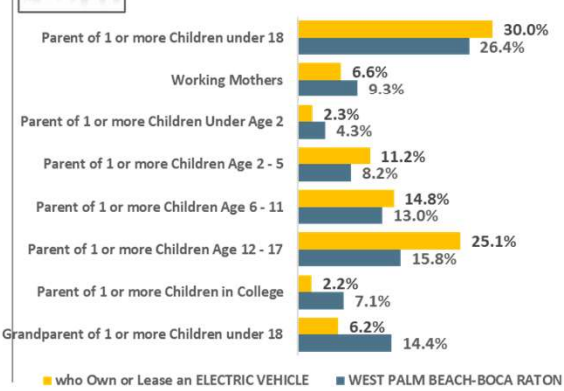
Marital Status: Adults 25 - 64



Top-20 Occupations: Adults 25 - 64



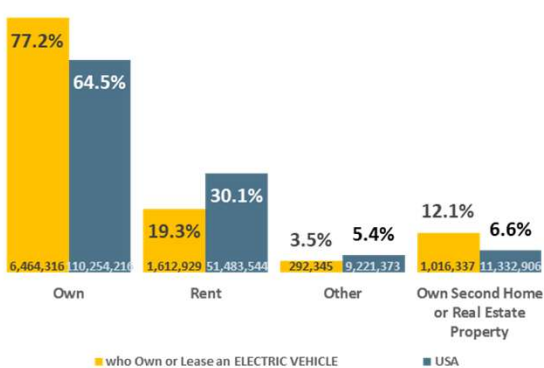
Stage in Life: Adults 25 - 64



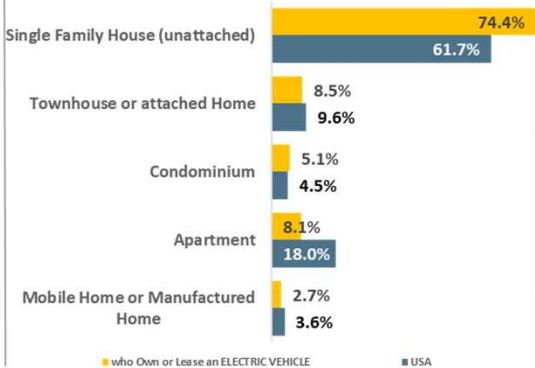


4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 19.8% more likely to own their home, 49.1% more likely to own a higher valued home, 20.6% more likely to have a single-family home, 24.2% more likely to have a dog.

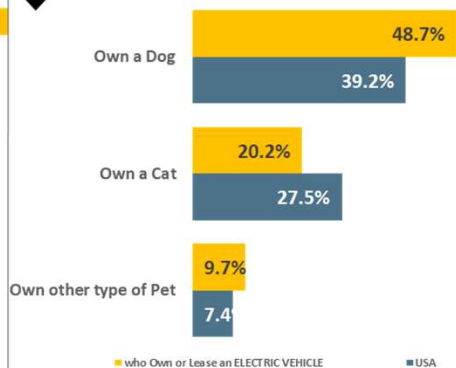
Own/Rent/Other: Adults 25 - 64



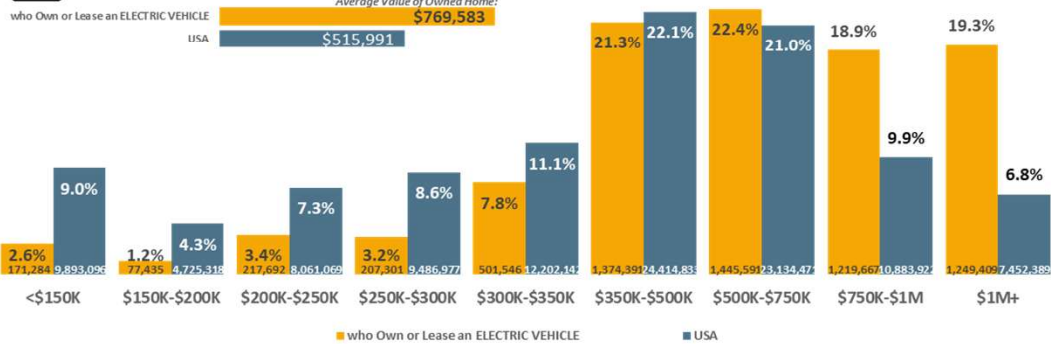
Type of Home: Adults 25 - 64



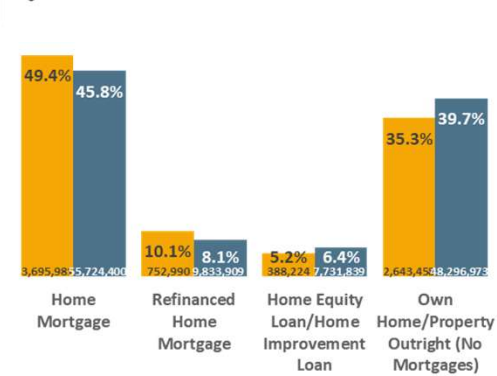
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



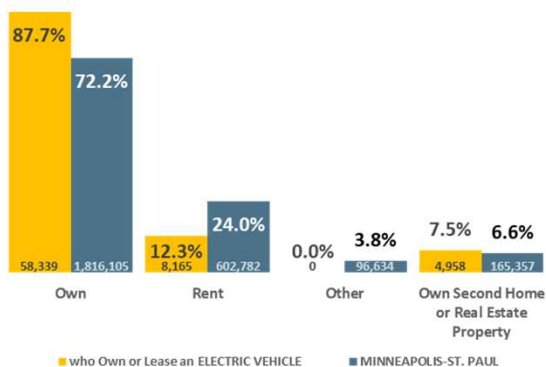
USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 1,225
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Electric/Hybrid vehicles (HHL): Own or lease electric vehicle

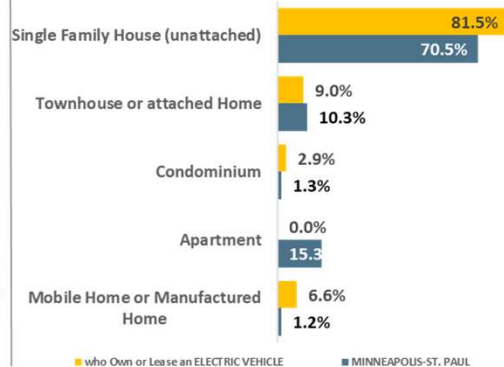


2.6% or 66,504 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 21.5% more likely to own their home, 15.2% more likely to own a higher valued home, 15.7% more likely to have a single-family home, 20.% more likely to have a dog.

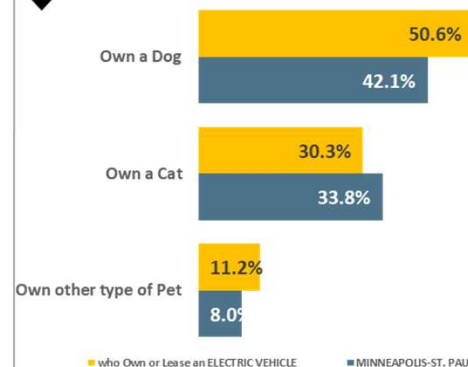
Own/Rent/Other: Adults 25 - 64



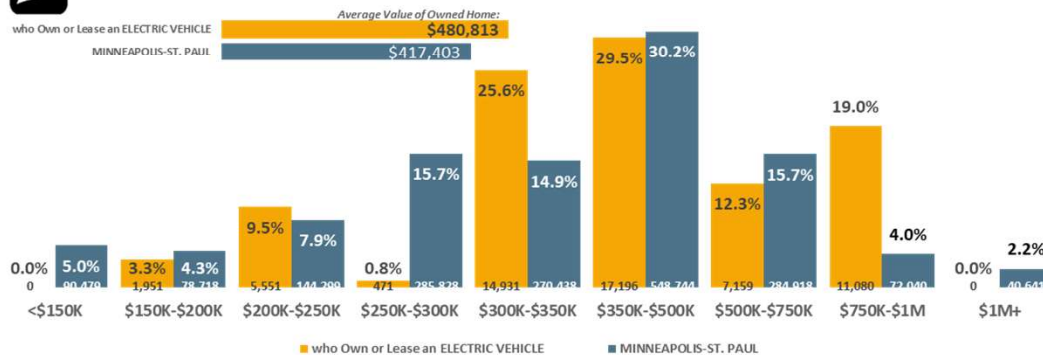
Type of Home: Adults 25 - 64



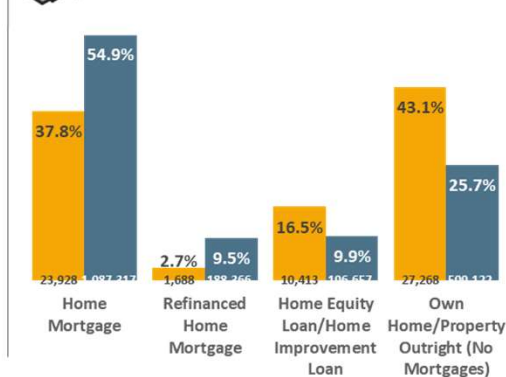
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



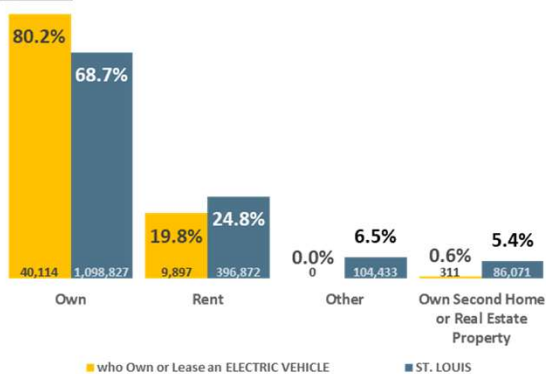
Home Loans: Adults 25 - 64



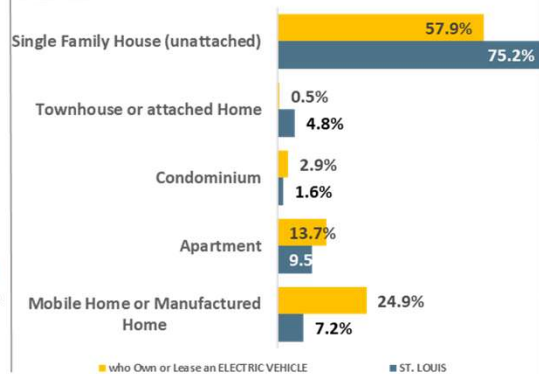


3.1% or 50,011 of ST. LOUIS DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 16.8% more likely to own their home, 6.5% more likely to own a lower valued home, 23.% less likely to have a single-family home, 41.8% more likely to have a dog.

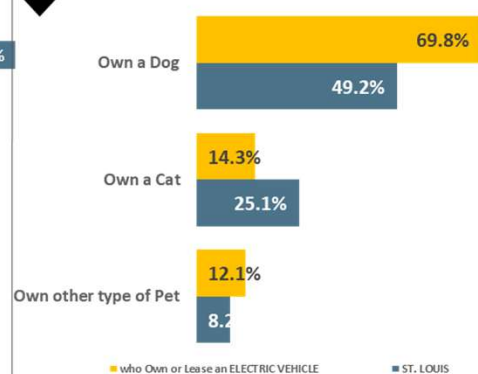
Own/Rent/Other: Adults 25 - 64



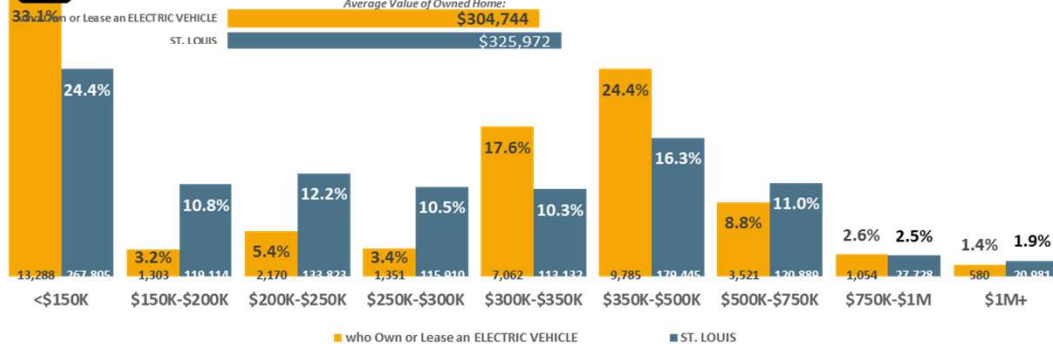
Type of Home: Adults 25 - 64



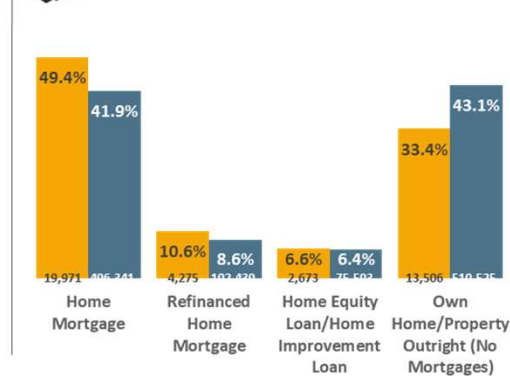
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64

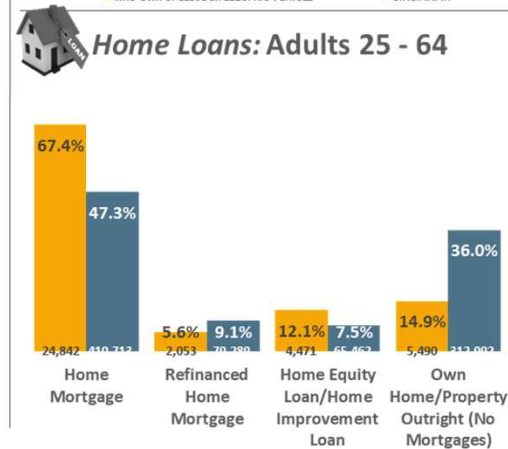
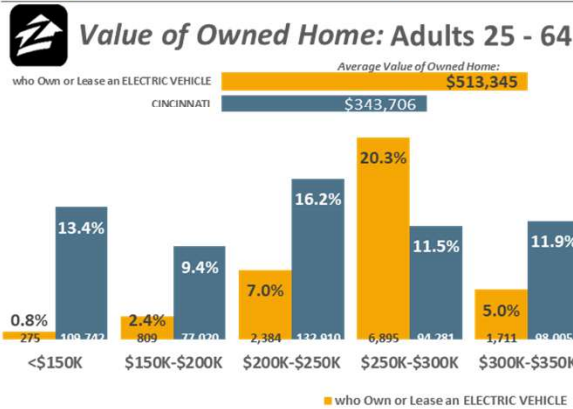
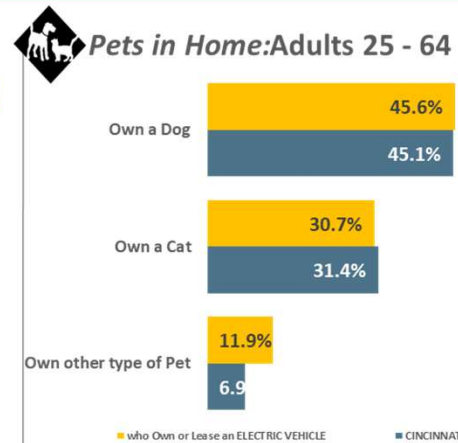
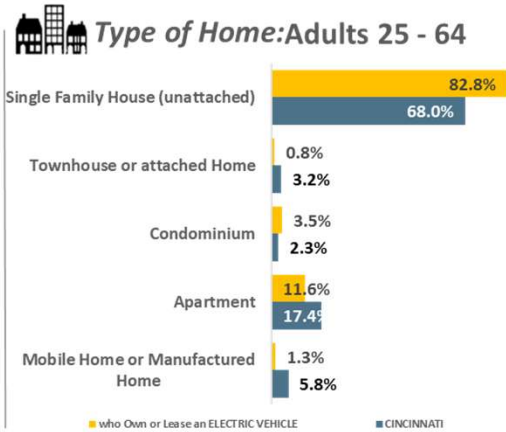
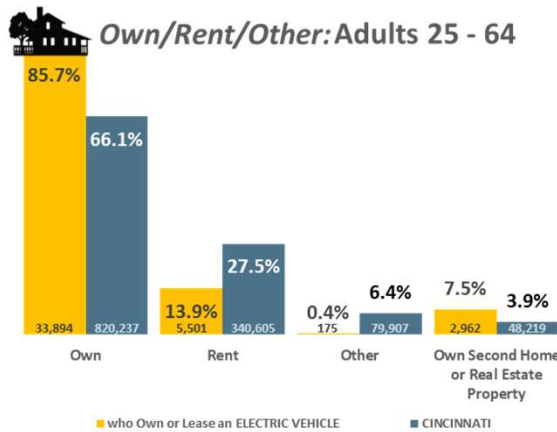


Home Loans: Adults 25 - 64





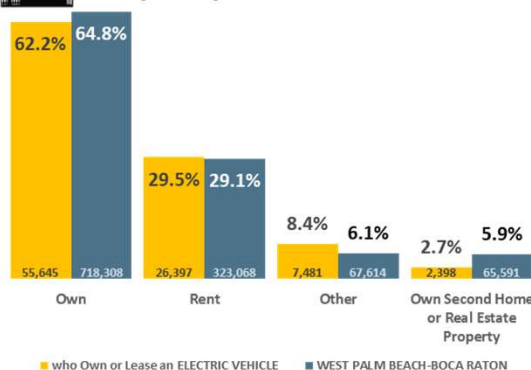
3.2% or 39,570 of CINCINNATI DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 29.6% more likely to own their home, 49.4% more likely to own a higher valued home, 21.9% more likely to have a single-family home, 1% more likely to have a dog.



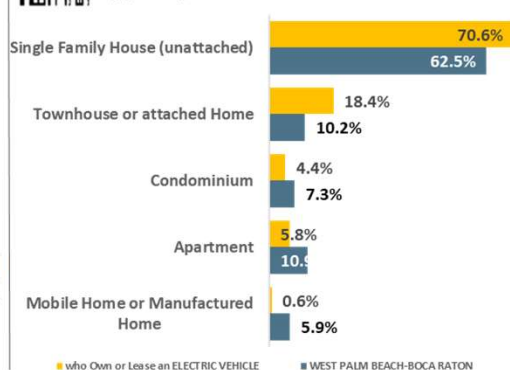


8.1% or 89,523 of WEST PALM BEACH-BOCA RATON DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 4.% less likely to own their home, 46.3% more likely to own a higher valued home, 12.9% more likely to have a single-family home, 31.% less likely to have a dog.

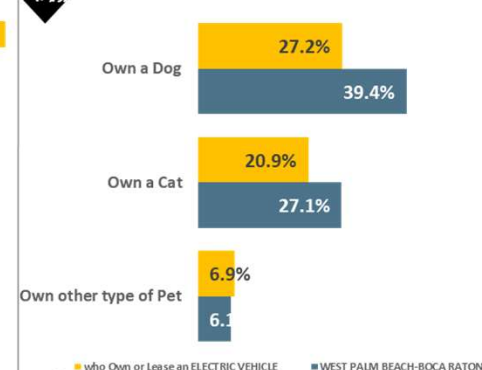
Own/Rent/Other: Adults 25 - 64



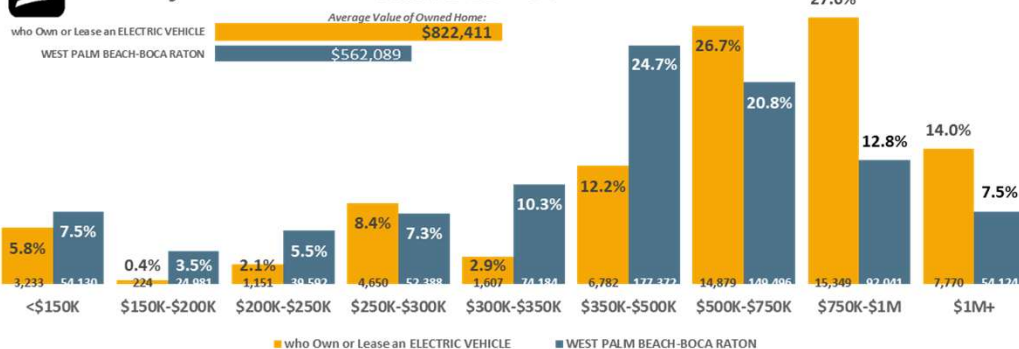
Type of Home: Adults 25 - 64



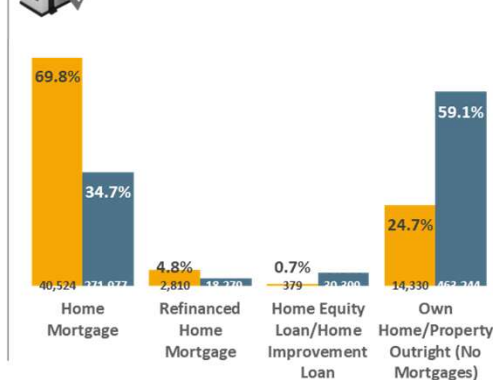
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

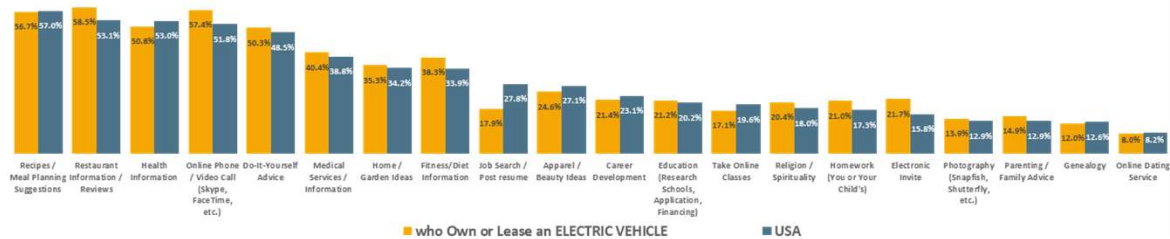




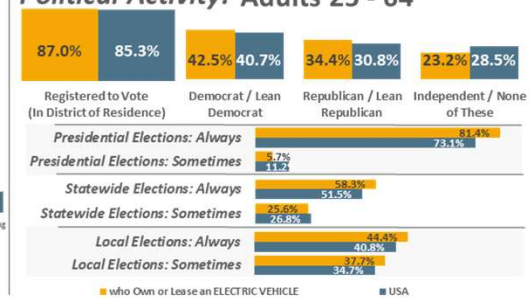
4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 3.7% more likely to look up D-I-Y advice online,
 8.8% more likely to always vote in local elections, 27.5% more likely to belong to a gym, 28.7% more likely
 to fly domestic past yr.



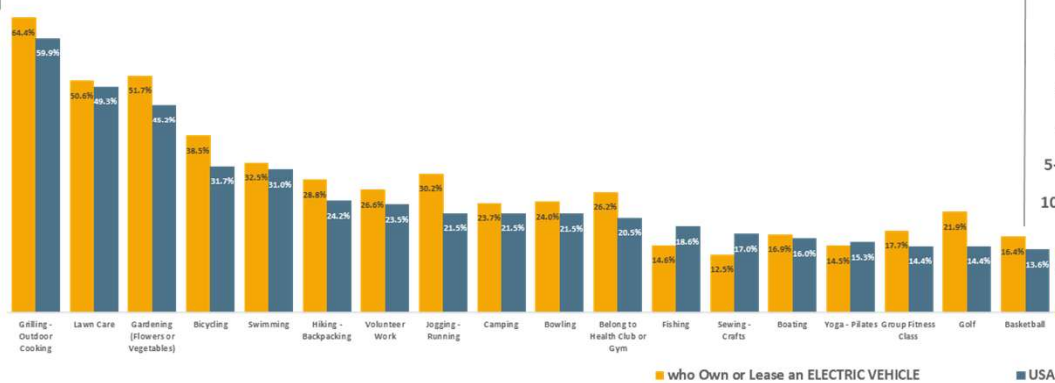
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



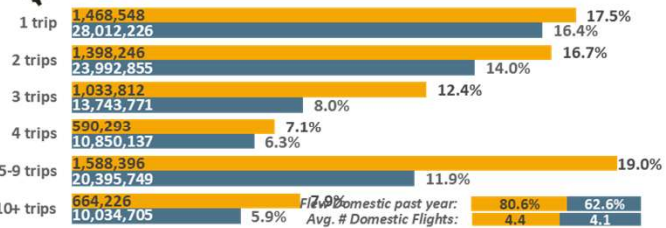
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

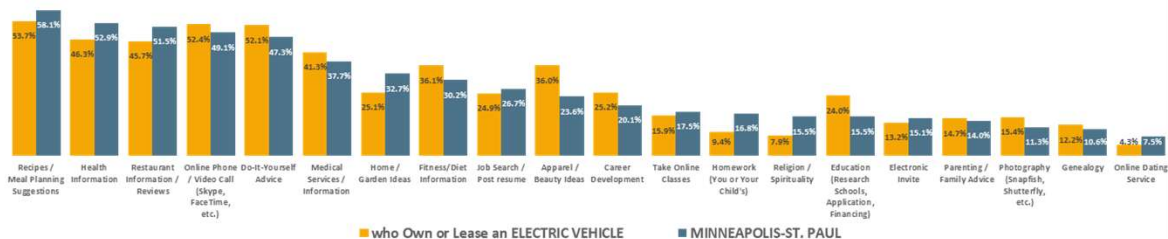




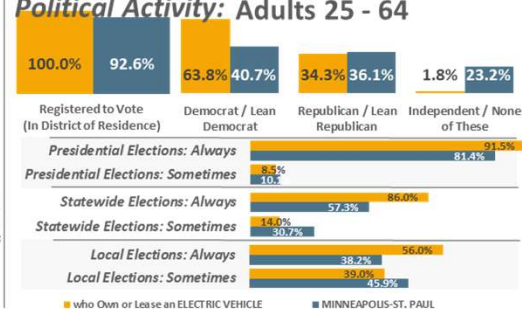
2.6% or 66,504 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 10.% more likely to look up D-I-Y advice online,
 46.5% more likely to always vote in local elections, 22.% more likely to belong to a gym, 15.8% more likely
 to fly domestic past yr.



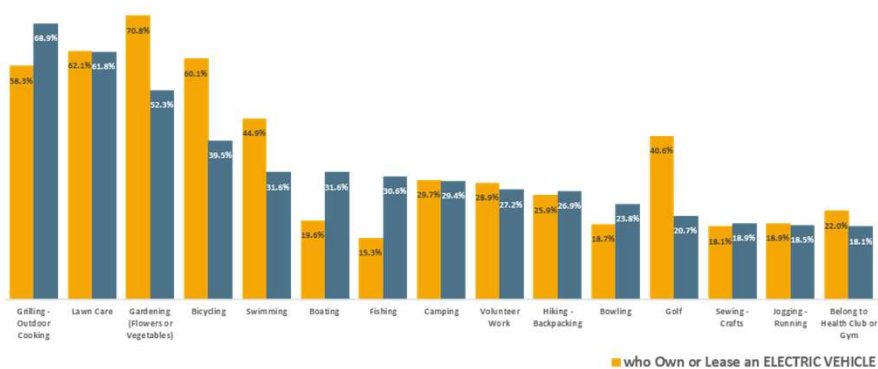
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



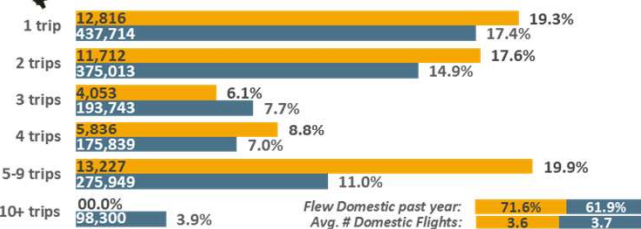
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



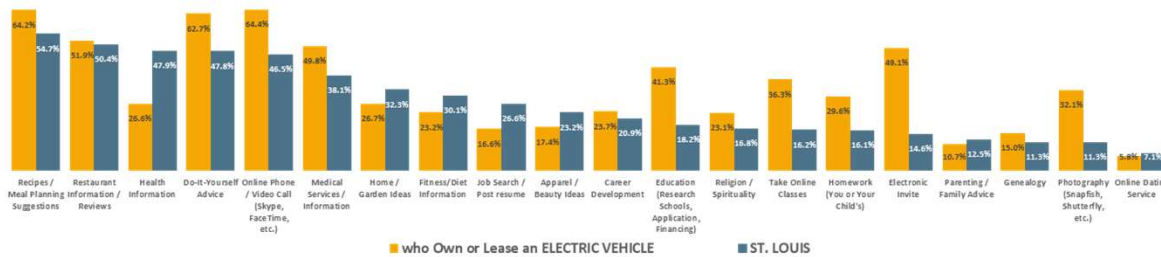
Flew Domestic past year: 71.6%
 Avg. # Domestic Flights: 3.6



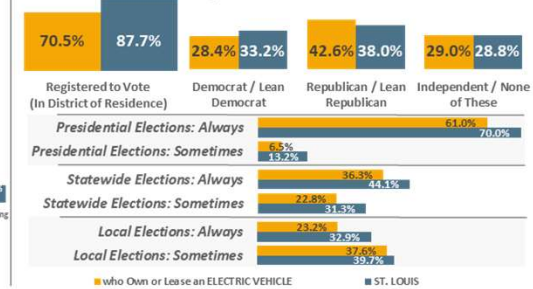
3.1% or 50,011 of ST. LOUIS DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 31.3% more likely to look up D-I-Y advice online, 29.5% less likely to always vote in local elections, 79.3% more likely to belong to a gym, 13.7% more likely to fly domestic past yr.



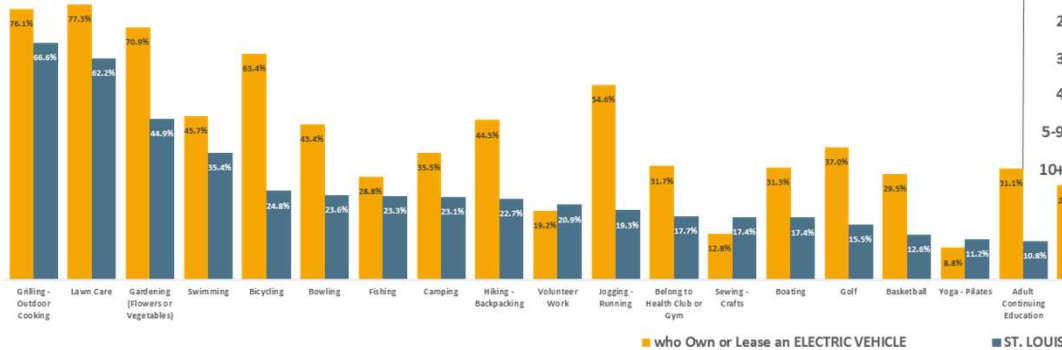
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



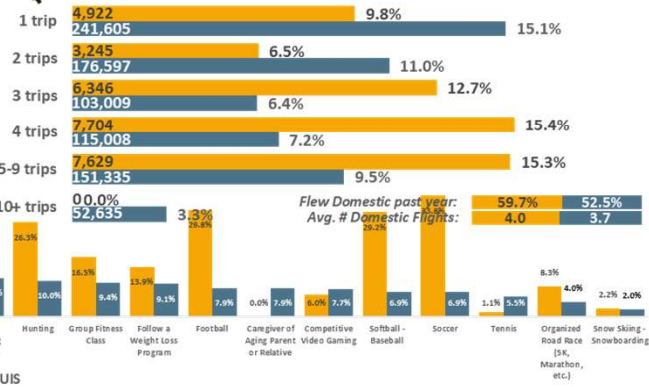
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

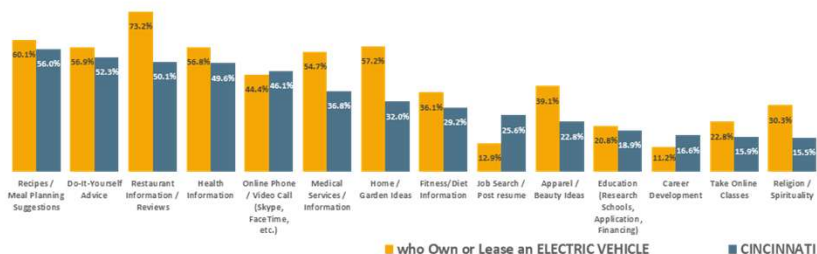




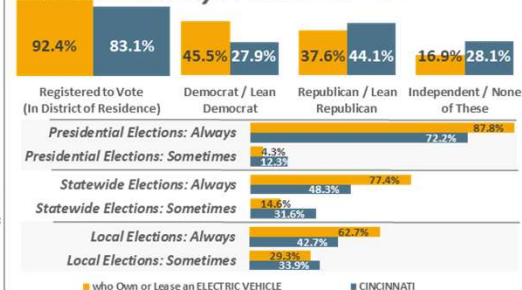
3.2% or 39,570 of CINCINNATI DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 8.9% more likely to look up D-I-Y advice online,
 46.9% more likely to always vote in local elections, 137.% more likely to belong to a gym, 67.3% more likely
 to fly domestic past yr.



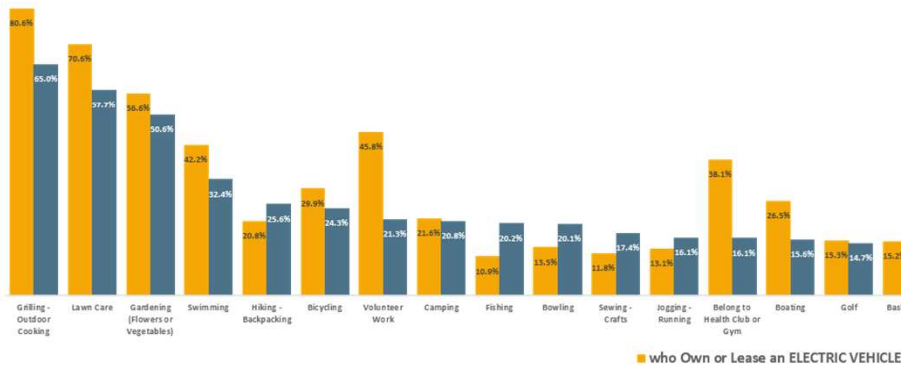
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



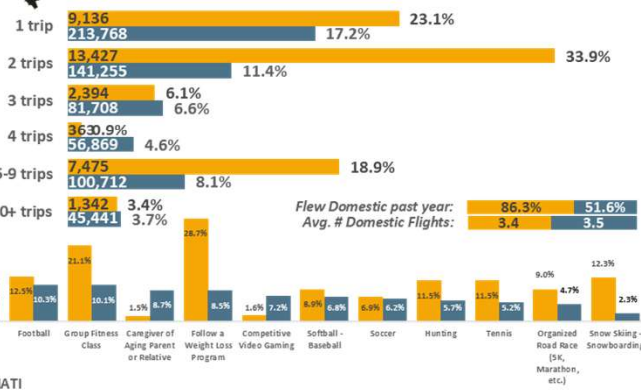
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

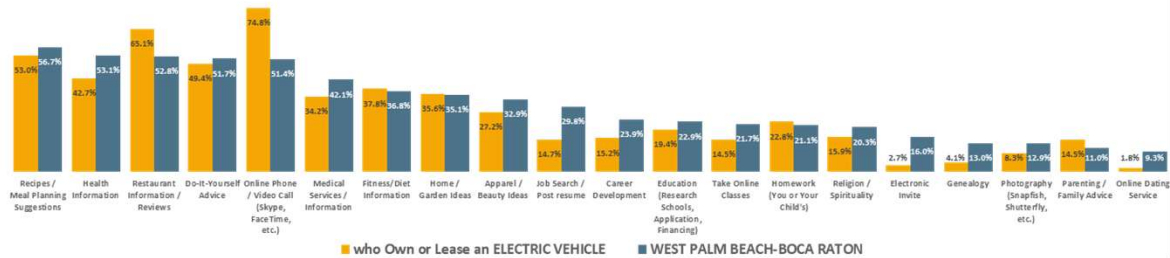




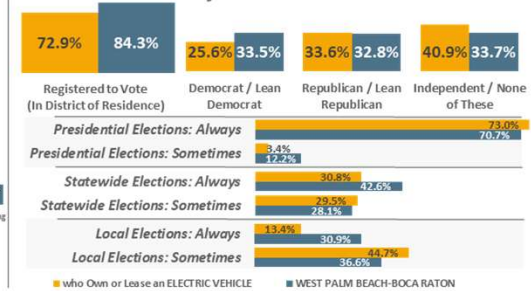
8.1% or 89,523 of WEST PALM BEACH-BOCA RATON DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 4.3% less likely to look up D-I-Y advice online, 56.5% less likely to always vote in local elections, 39.6% less likely to belong to a gym, 7.2% less likely to fly domestic past yr.



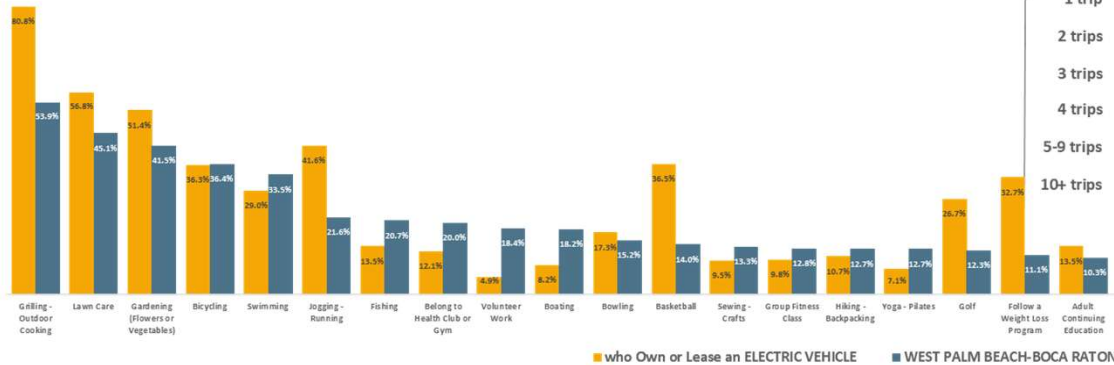
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



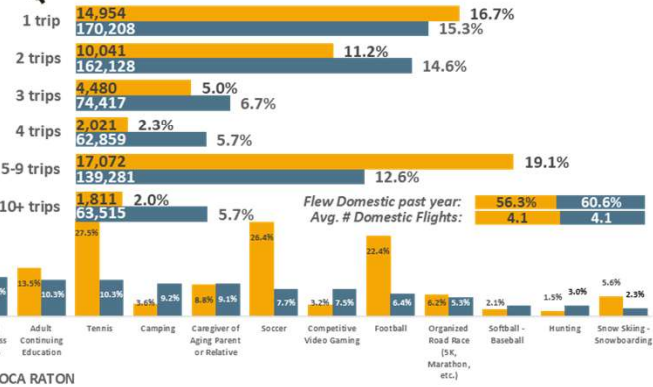
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



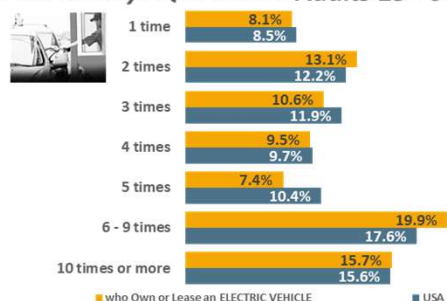
Past 12-months Domestic Airline Trips: Adults 25 - 64



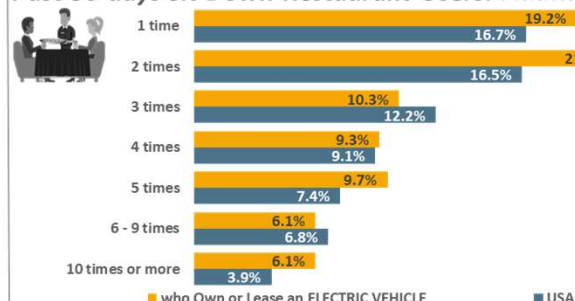


4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 1.8% less likely to use QSRs past mo., 13.2% more likely to use Sit-Down Restaurants past mo., 12.3% more likely to use Casinos past yr., 48.% less likely to smoke cigarettes.

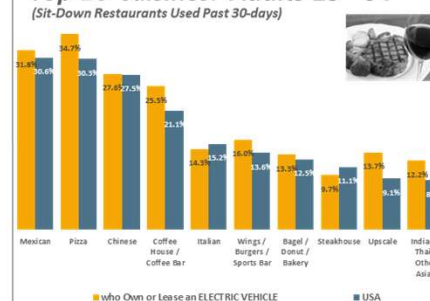
Past 30-days QSR Users: Adults 25 - 64



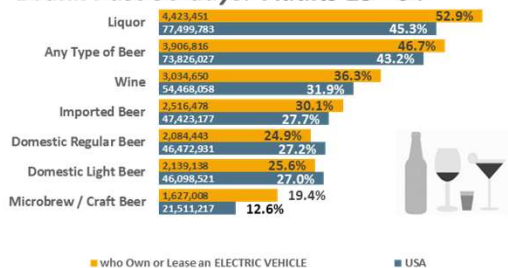
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



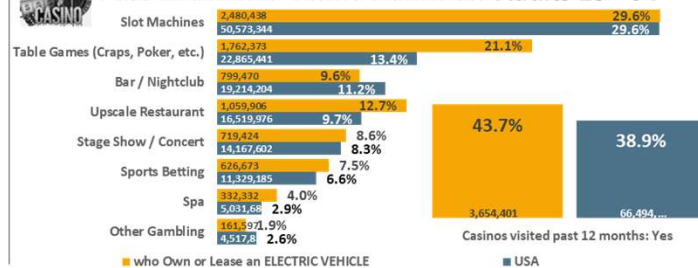
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



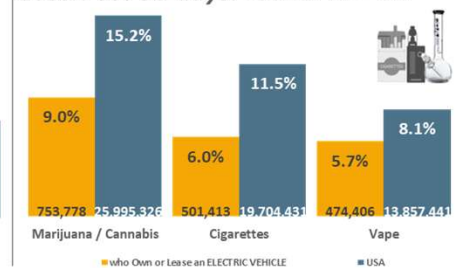
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



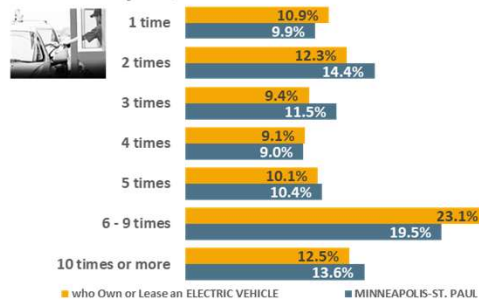
Used Past 30-days: Adults 25 - 64



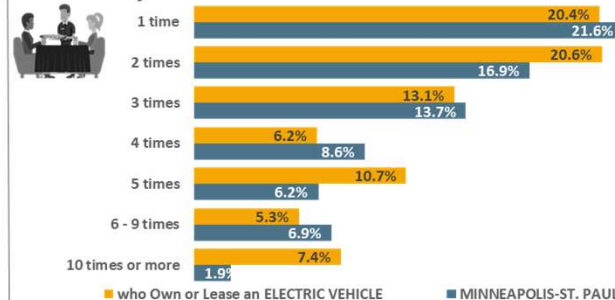


2.6% or 66,504 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 1.1% less likely to use QSRs past mo., 10.3% more likely to use Sit-Down Restaurants past mo., 24.6% less likely to use Casinos past yr., 62.6% less likely to smoke cigarettes.

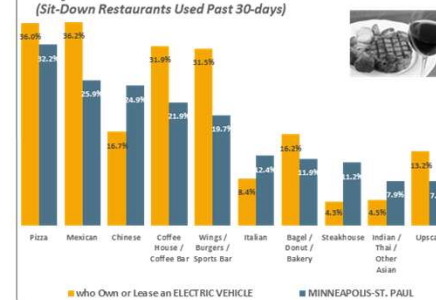
Past 30-days QSR Users: Adults 25 - 64



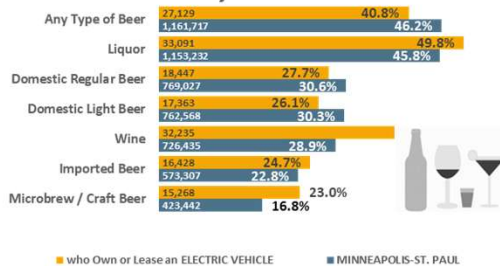
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



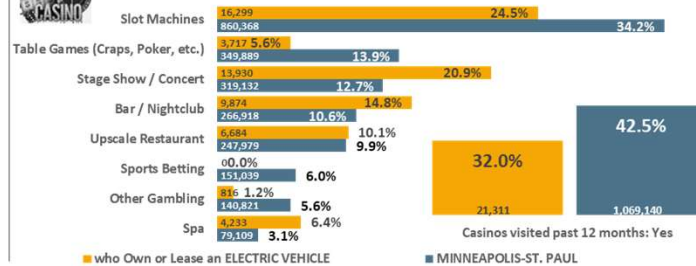
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



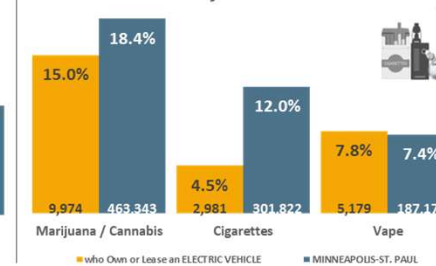
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



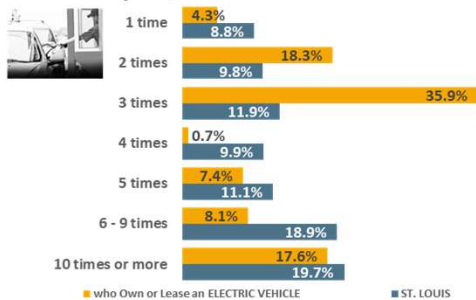
Used Past 30-days: Adults 25 - 64



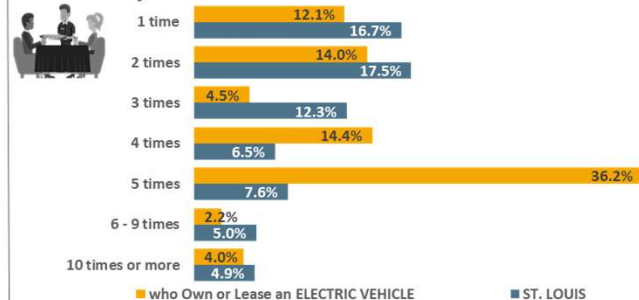


3.1% or 50,011 of ST. LOUIS DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 2.6% more likely to use QSRs past mo., 23.8% more likely to use Sit-Down Restaurants past mo., 46.2% more likely to use Casinos past yr., 44.8% less likely to smoke cigarettes.

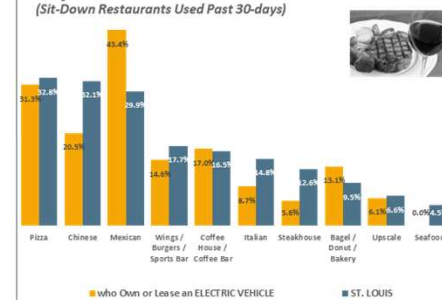
Past 30-days QSR Users: Adults 25 - 64



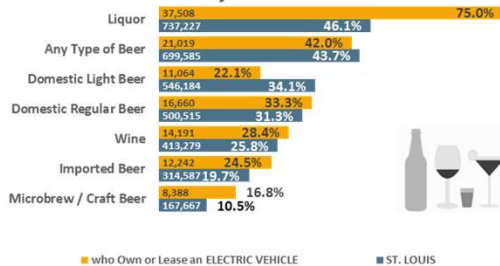
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



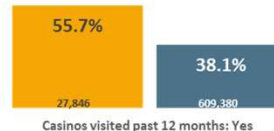
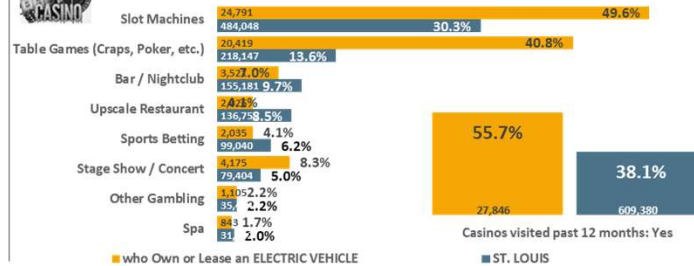
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



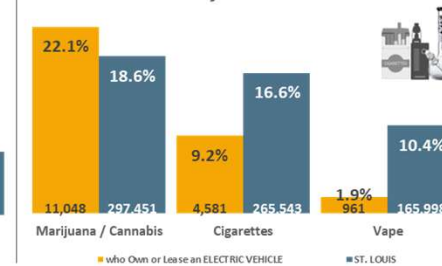
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



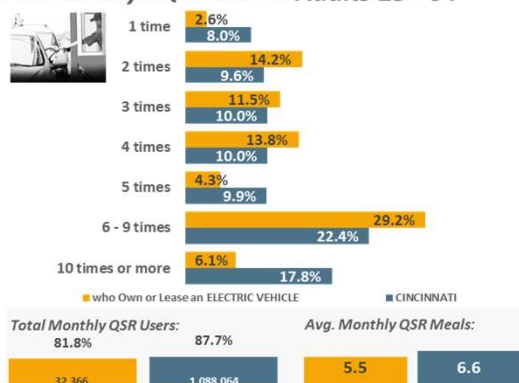
Used Past 30-days: Adults 25 - 64



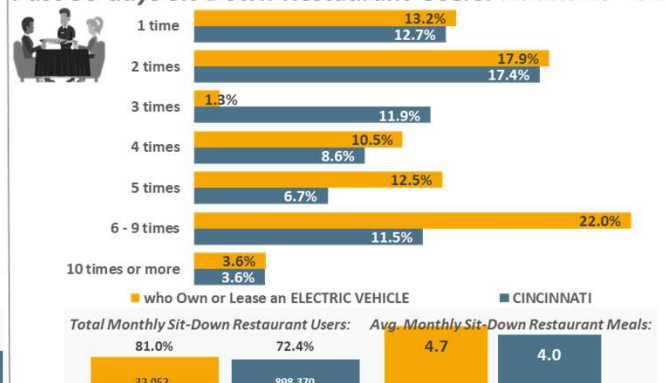


3.2% or 39,570 of CINCINNATI DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 6.7% less likely to use QSRs past mo., 11.9% more likely to use Sit-Down Restaurants past mo., 7.7% less likely to use Casinos past yr., 61.3% less likely to smoke cigarettes.

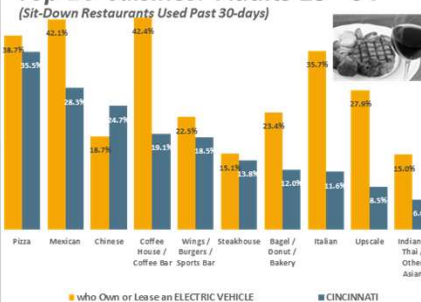
Past 30-days QSR Users: Adults 25 - 64



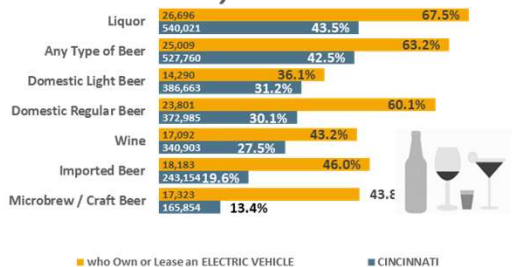
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



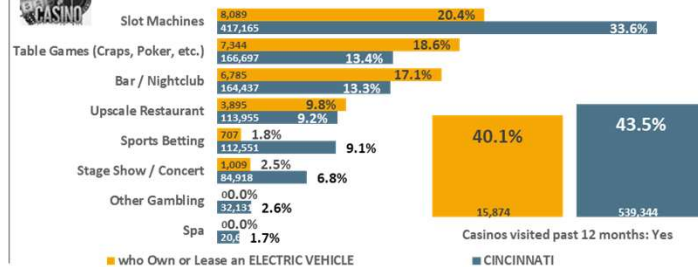
Top-10 Cuisines: Adults 25 - 64



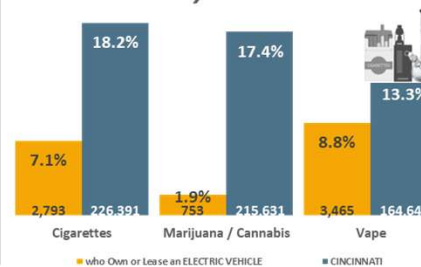
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



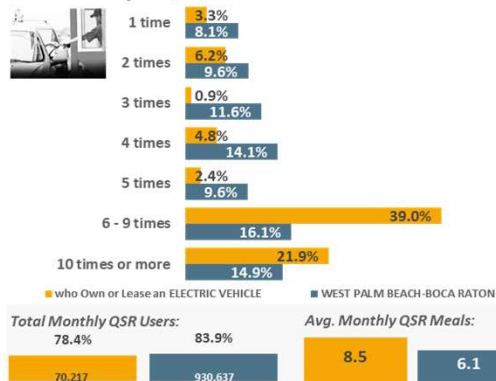
Used Past 30-days: Adults 25 - 64



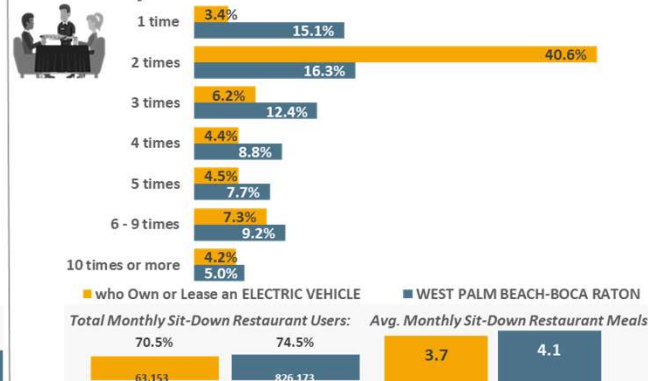


8.1% or 89,523 of WEST PALM BEACH-BOCA RATON DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 6.5% less likely to use QSRs past mo., 5.3% less likely to use Sit-Down Restaurants past mo., 14.4% more likely to use Casinos past yr, 77.2% less likely to smoke cigarettes.

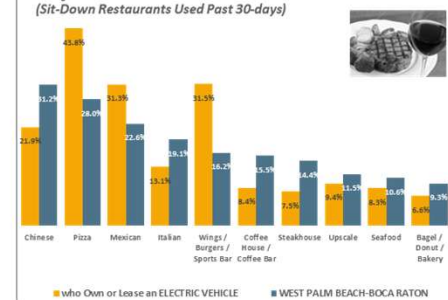
Past 30-days QSR Users: Adults 25 - 64



Past 30-days Sit-Down Restaurant Users: Adults 25 - 64

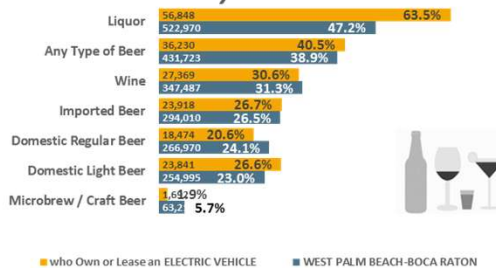


Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)

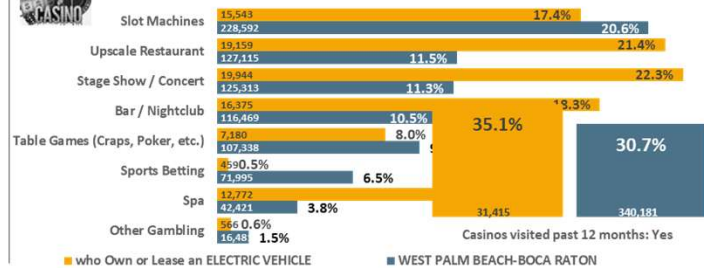


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Own or Lease an ELECTRIC VEHICLE: 21,637 (24.2%)
 WEST PALM BEACH-BOCA RATON: 275,770 (24.9%)

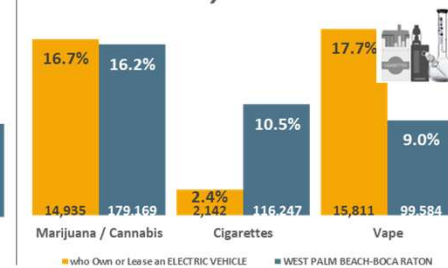
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



Used Past 30-days: Adults 25 - 64

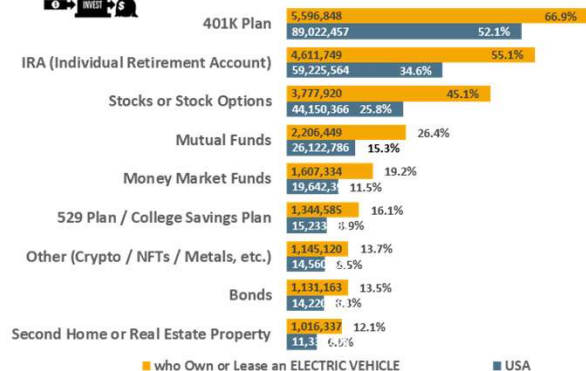




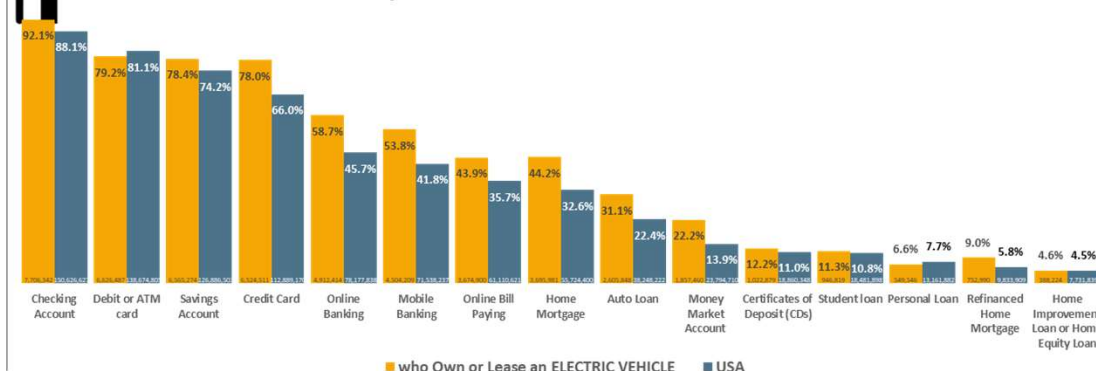
4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 28.4% more likely to have a 401K, 39.2% more likely to have an Auto Loan, 98.% more likely to Invest/Trade Stocks Online, 25.% less likely to pay with their Debit Card.



Investments Owned: Adults 25 - 64



Financial Services Has and/or Uses: Adults 25 - 64



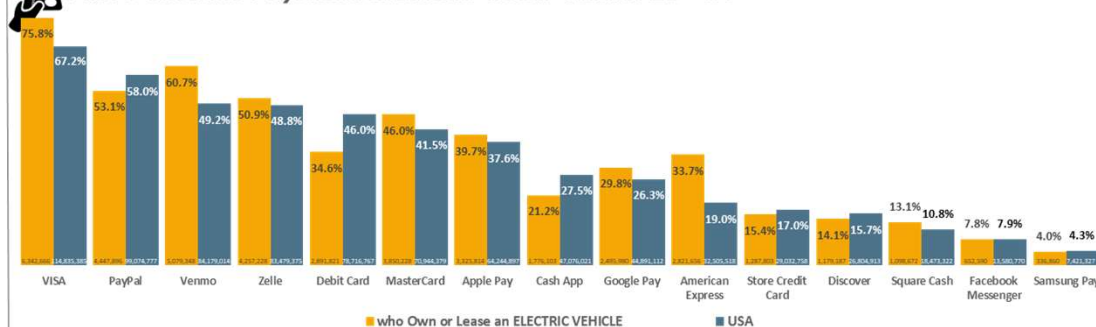
Professional Services Used*: Adults 25 - 64



(*Past 12 Months)



Past 3-Months Payment Methods Used: Adults 25 - 64





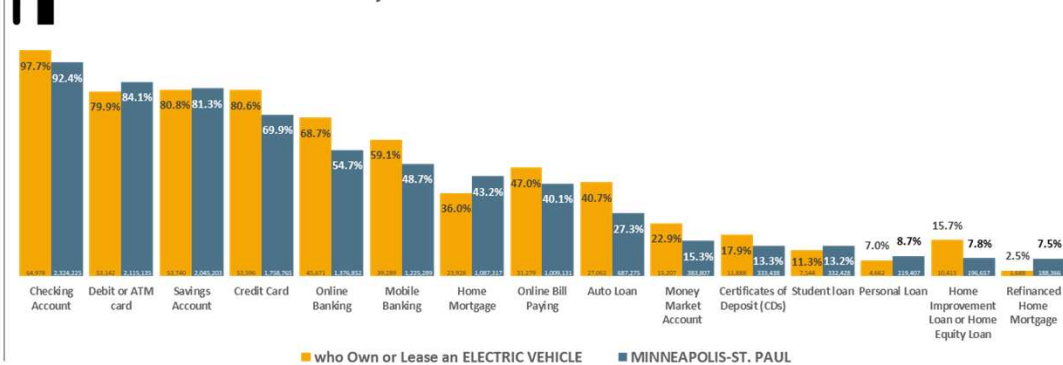
2.6% or 66,504 of MINNEAPOLIS-ST. PAUL DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 2.9% more likely to have a 401K, 48.9% more likely to have an Auto Loan, 60.6% more likely to Invest/Trade Stocks Online, 18.7% less likely to pay with their Debit Card.



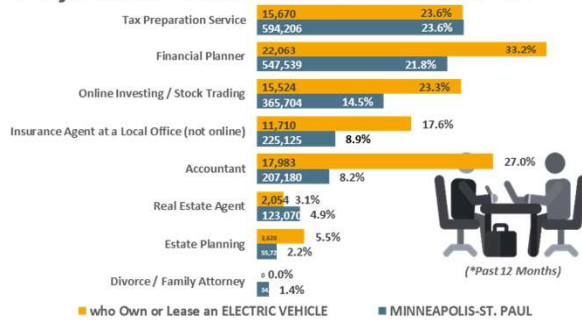
Investments Owned: Adults 25 - 64



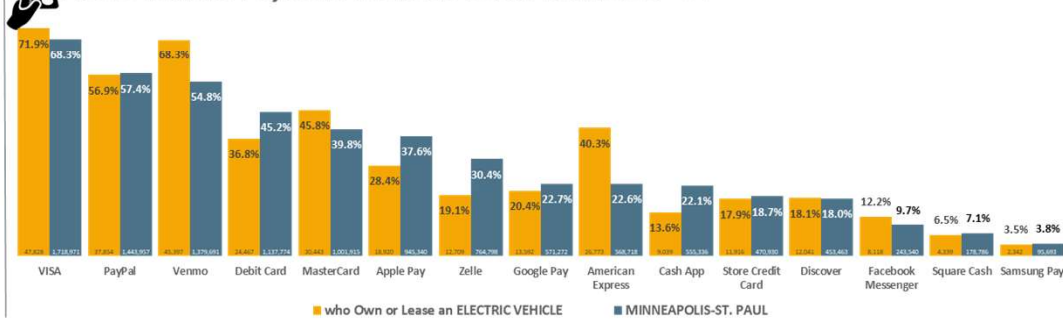
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64

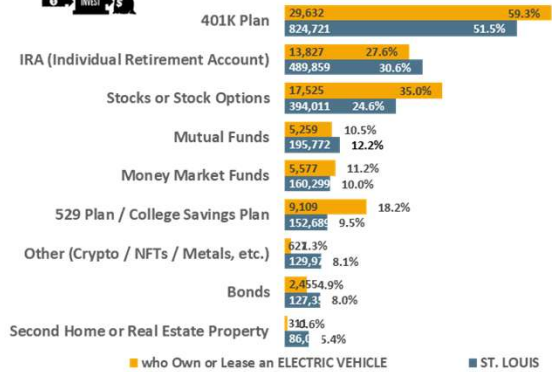




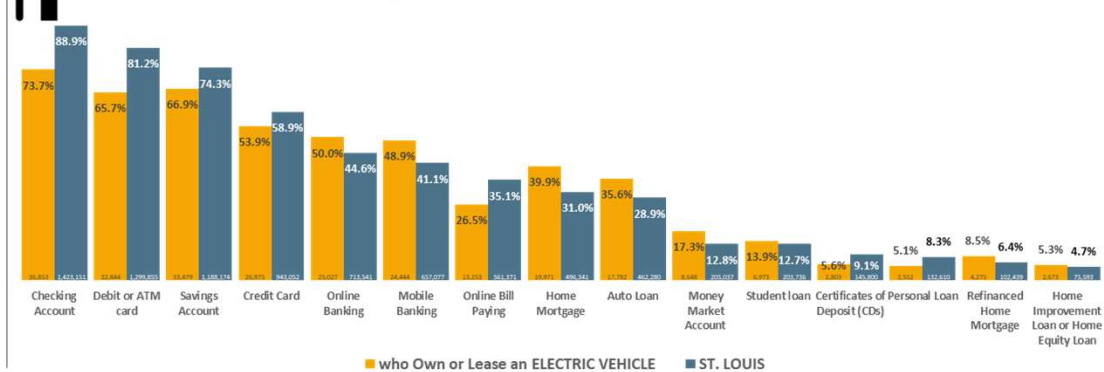
3.1% or 50,011 of ST. LOUIS DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 15.% more likely to have a 401K, 23.1% more likely to have an Auto Loan, 49.9% more likely to Invest/Trade Stocks Online, 35.2% less likely to pay with their Debit Card.



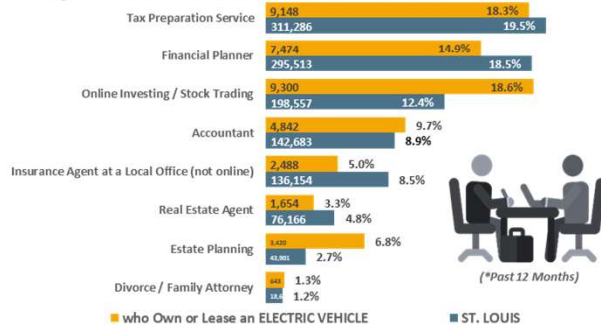
Investments Owned: Adults 25 - 64



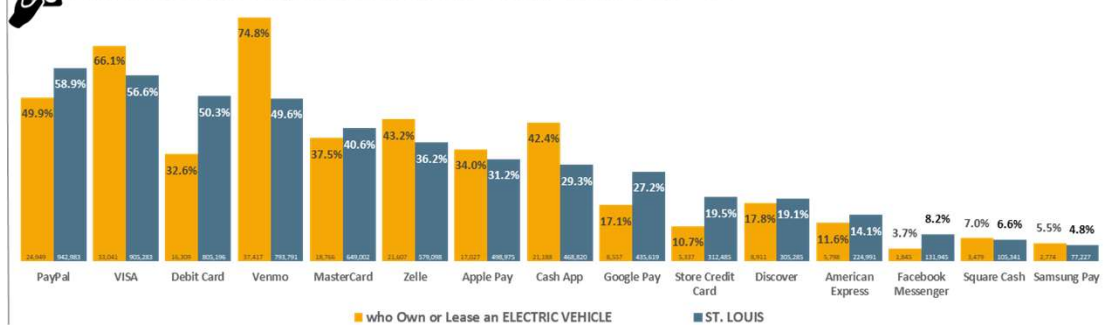
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64

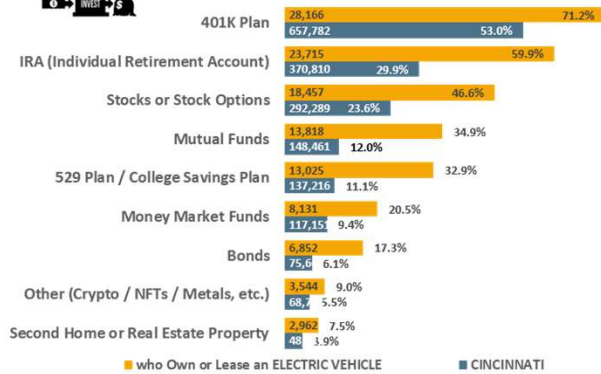




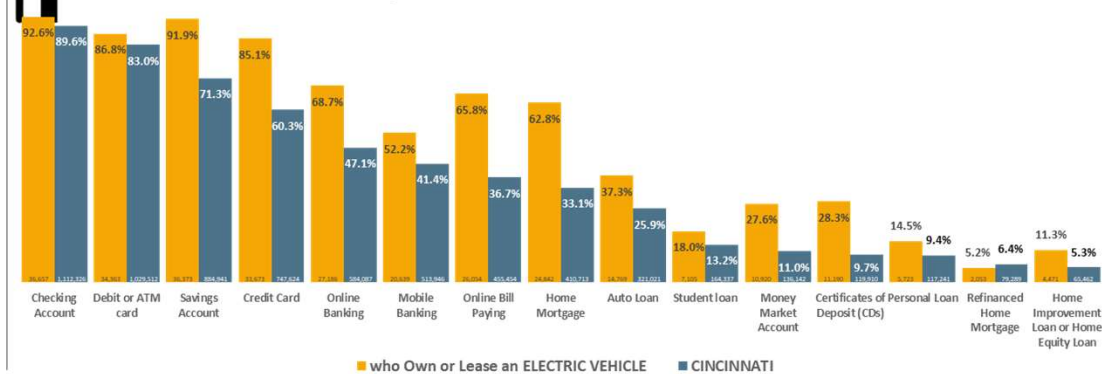
3.2% or 39,570 of CINCINNATI DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 34.3% more likely to have a 401K, 44.3% more likely to have an Auto Loan, 114.9% more likely to Invest/Trade Stocks Online, 19.9% less likely to pay with their Debit Card.



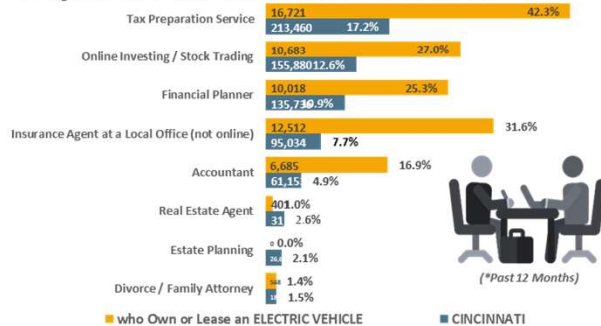
Investments Owned: Adults 25 - 64



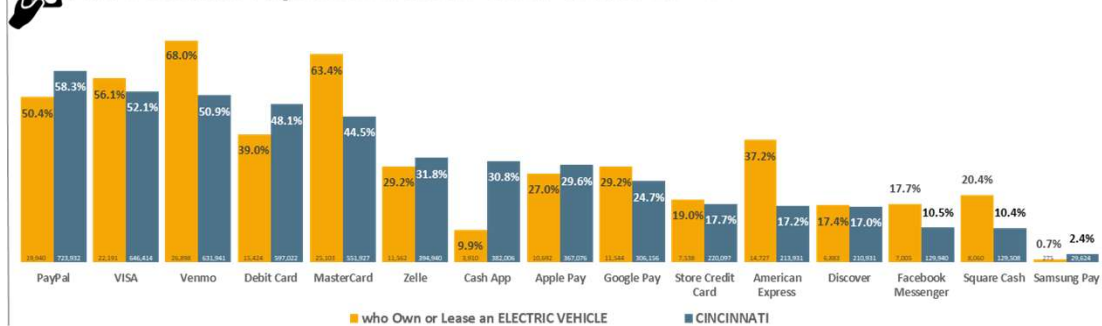
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64

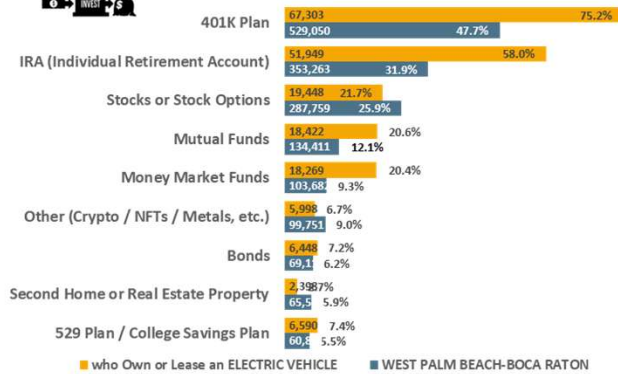




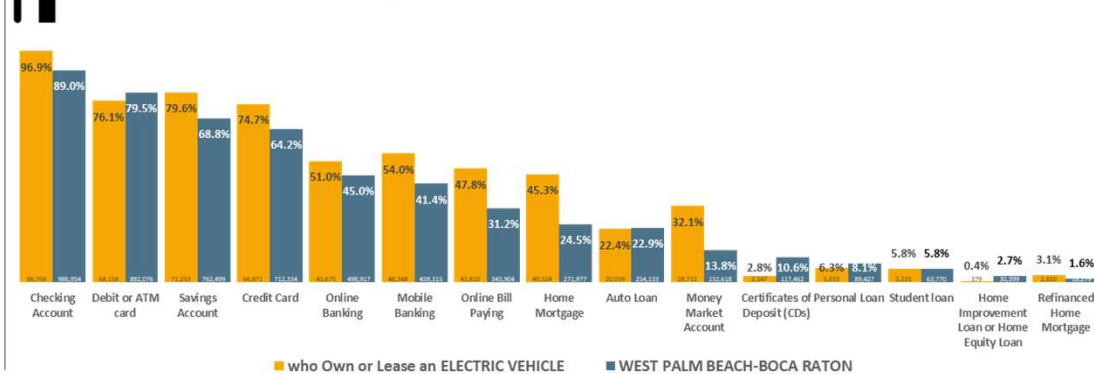
8.1% or 89,523 of WEST PALM BEACH-BOCA RATON DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 57.6% more likely to have a 401K, 2.2% less likely to have an Auto Loan, 35.4% more likely to Invest/Trade Stocks Online, 37.5% less likely to pay with their Debit Card.



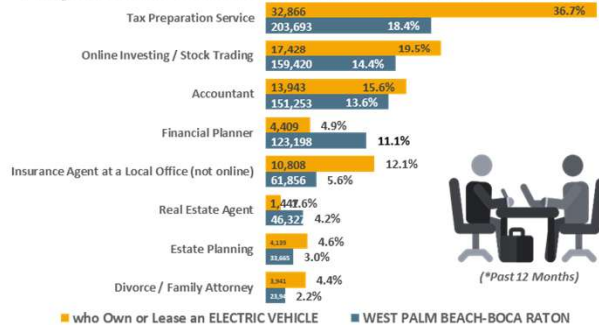
Investments Owned: Adults 25 - 64



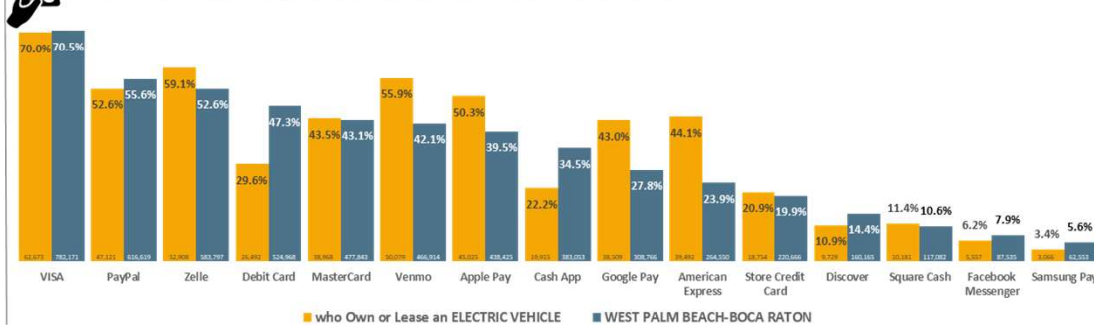
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64

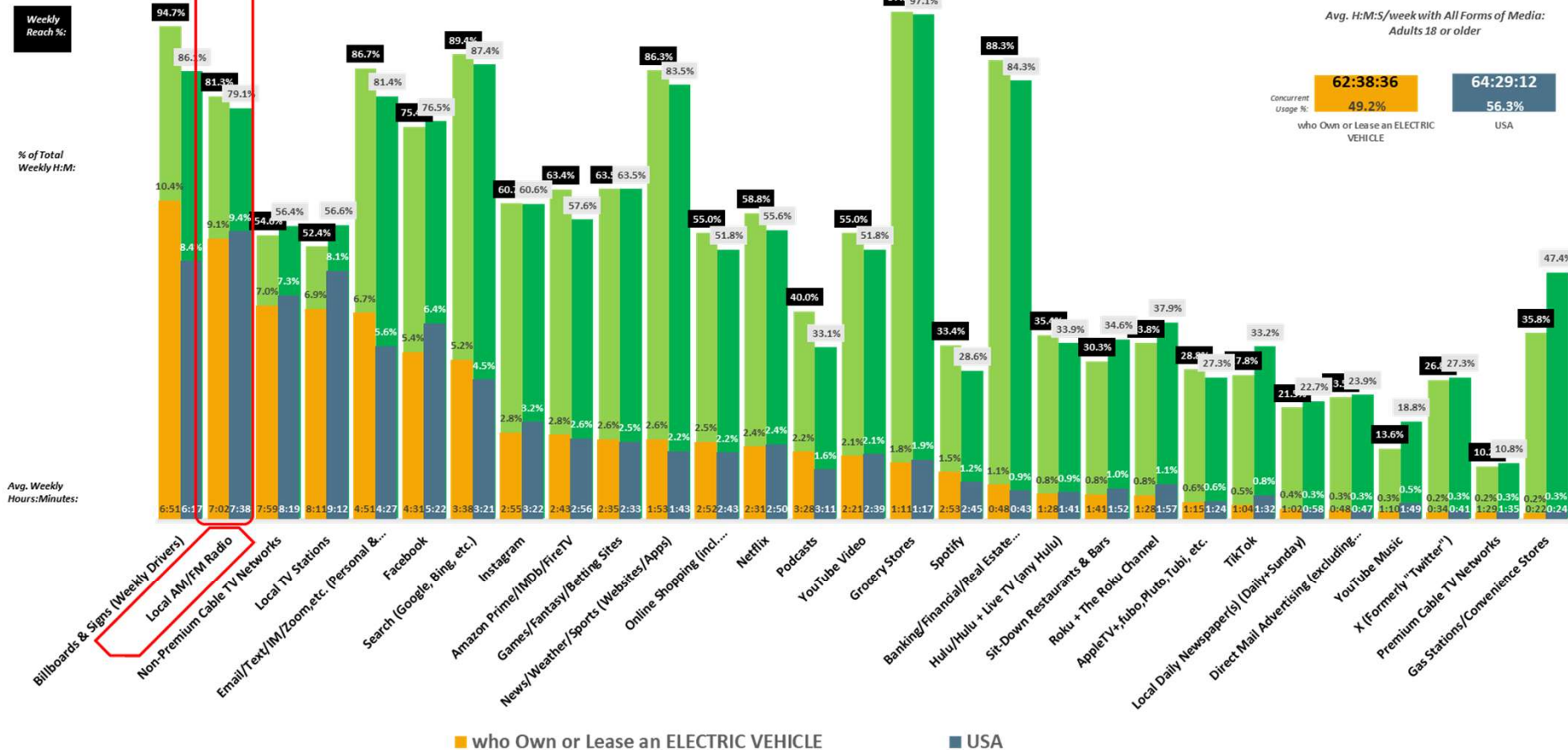


Past 3-Months Payment Methods Used: Adults 25 - 64



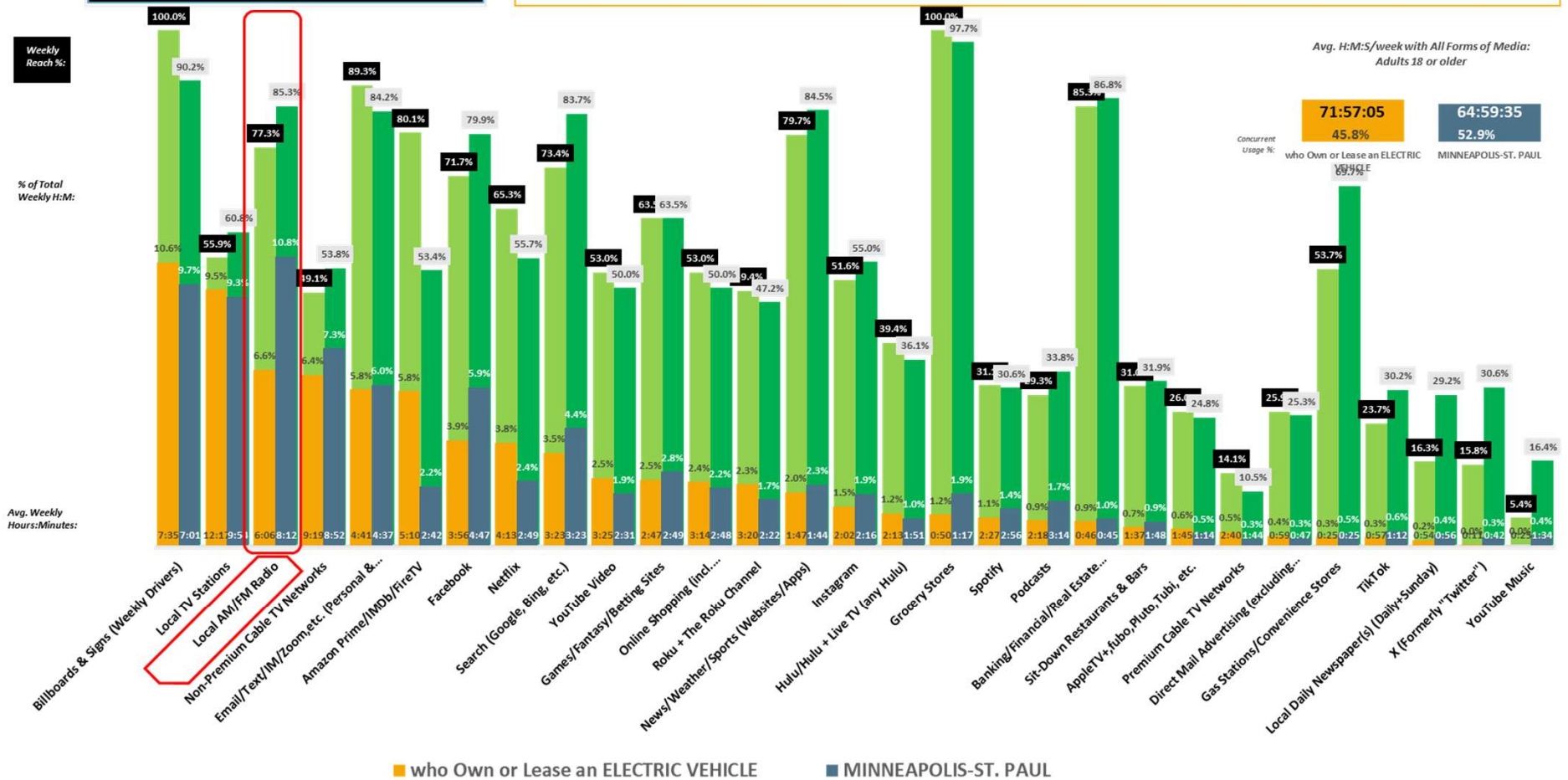


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 14 hours, 38 minutes and 36 seconds each week with All Forms of Media.
 81.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 7 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.





Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 23 hours, 57 minutes and 5 seconds each week with All Forms of Media.
 77.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 6 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.



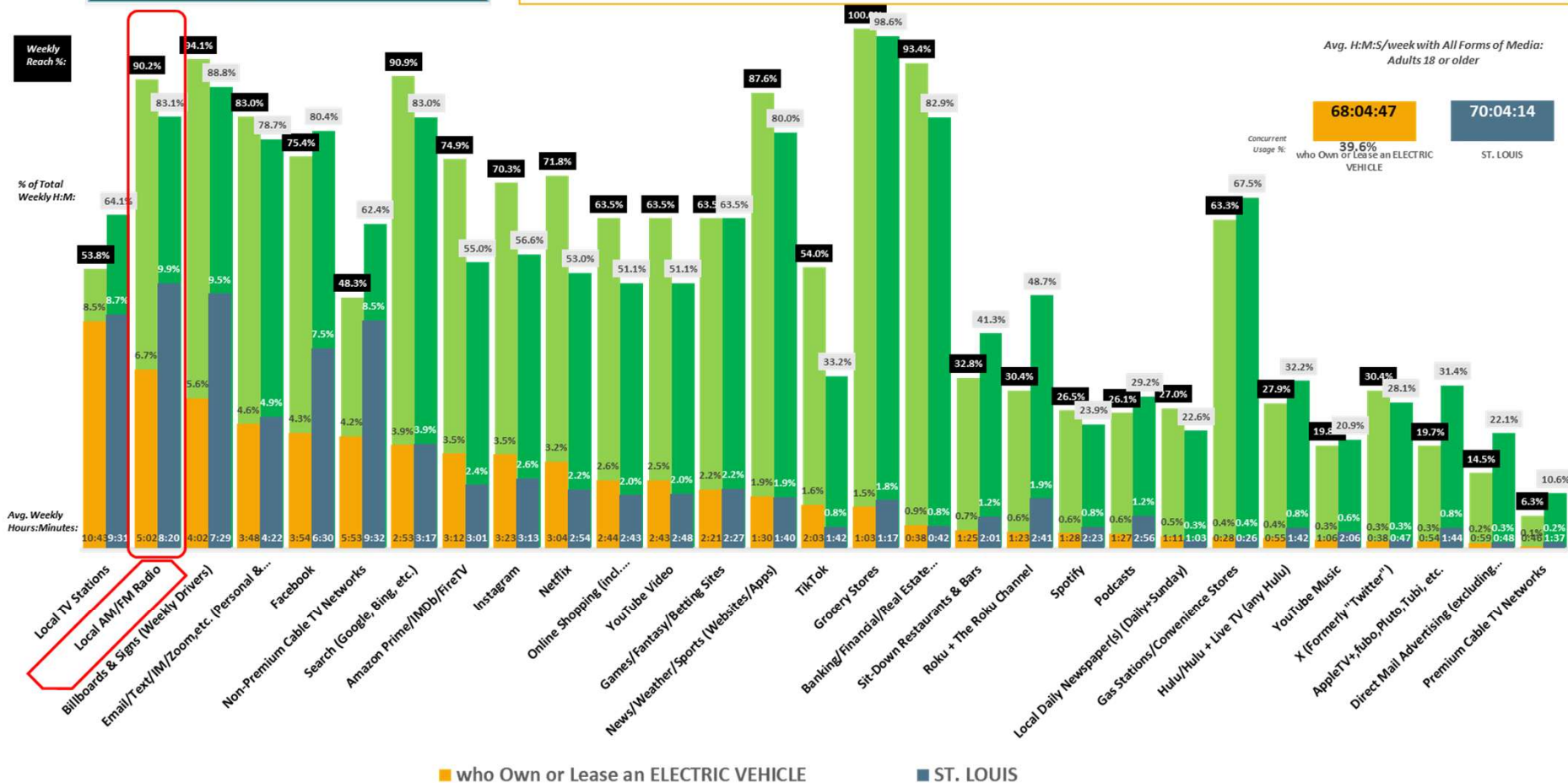
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

who Own or Lease an ELECTRIC	71:57:05
MINNEAPOLIS-ST. PAUL	64:59:35

Concurrent Usage %: 45.8% vs 52.9%

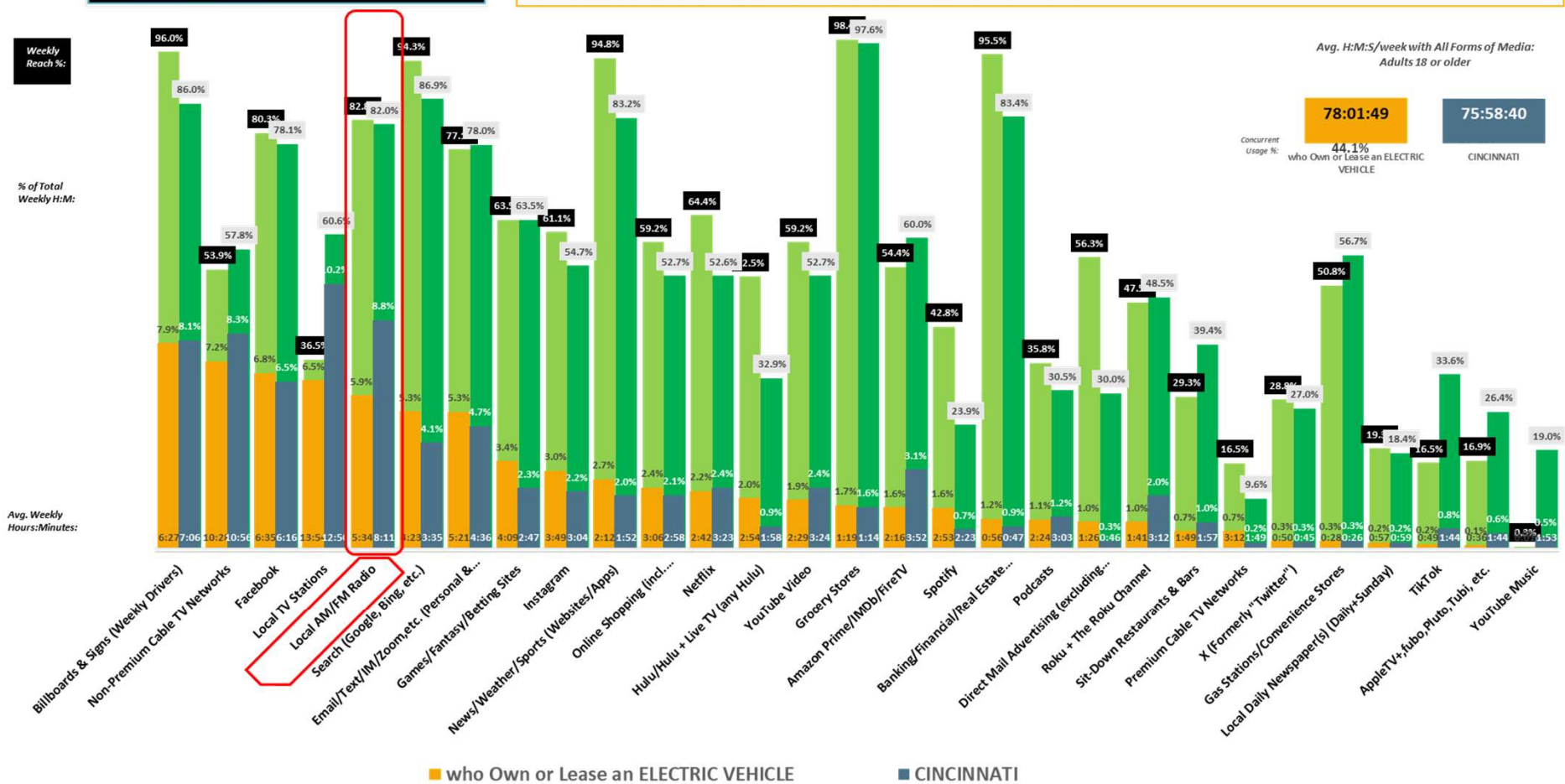


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 20 hours, 4 minutes and 47 seconds each week with All Forms of Media.
 90.2% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 5 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 6.7% of total time spent with all forms of Media.



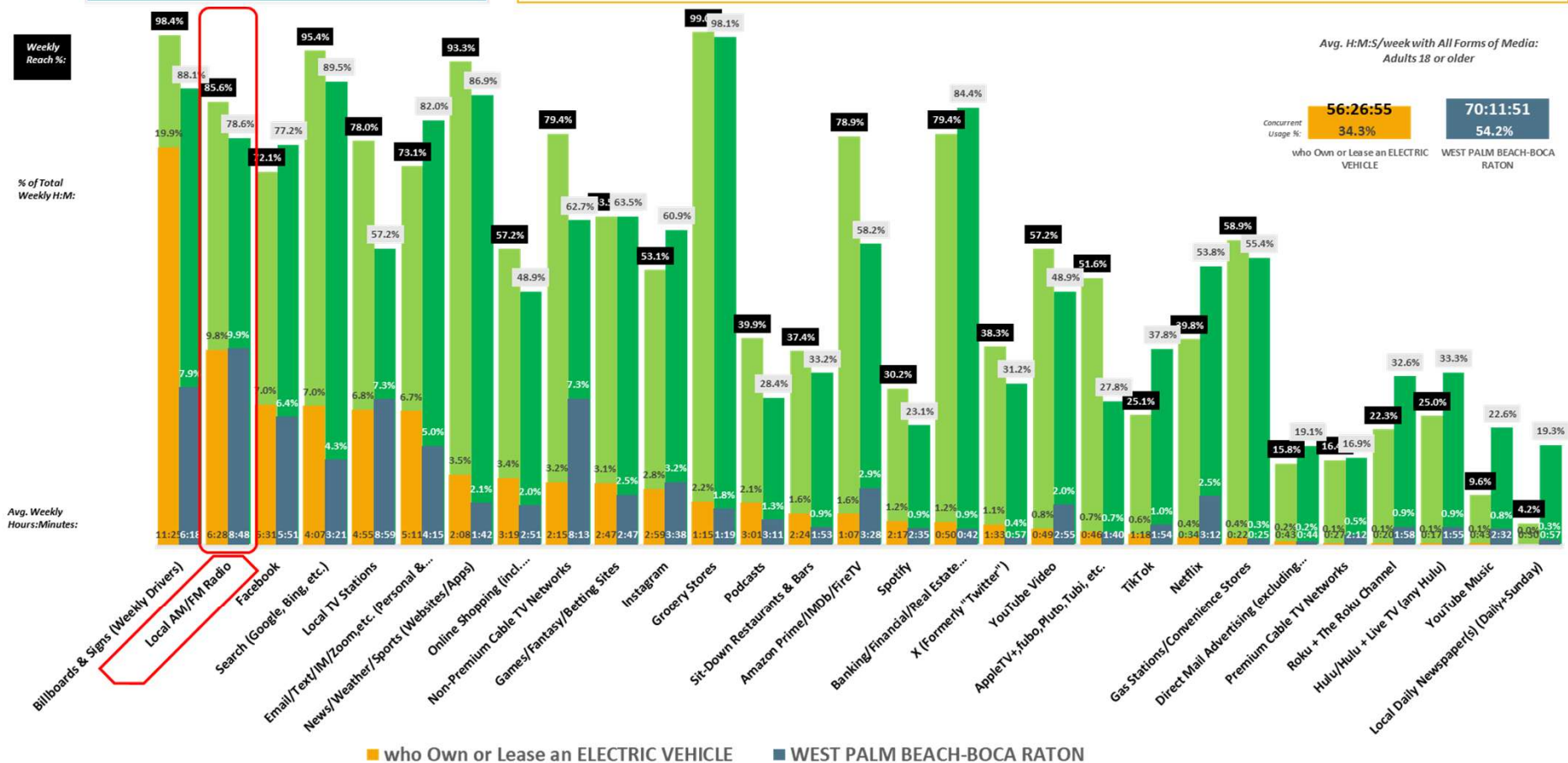


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 3 days, 6 hours, 1 minutes and 49 seconds each week with All Forms of Media.
 82.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 5 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 5.9% of total time spent with all forms of Media.



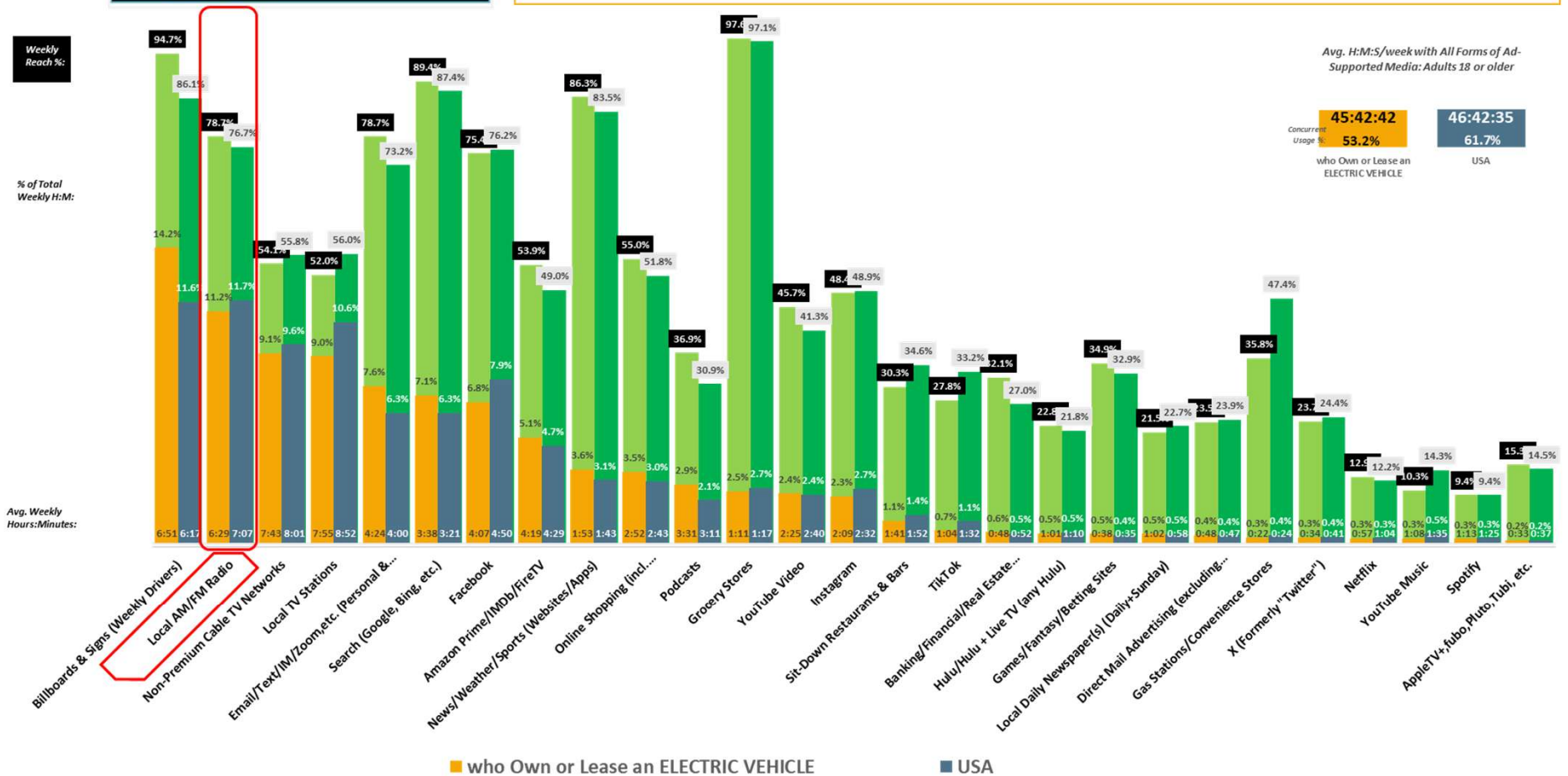


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 8 hours, 26 minutes and 55 seconds each week with All Forms of Media.
 85.6% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 6 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



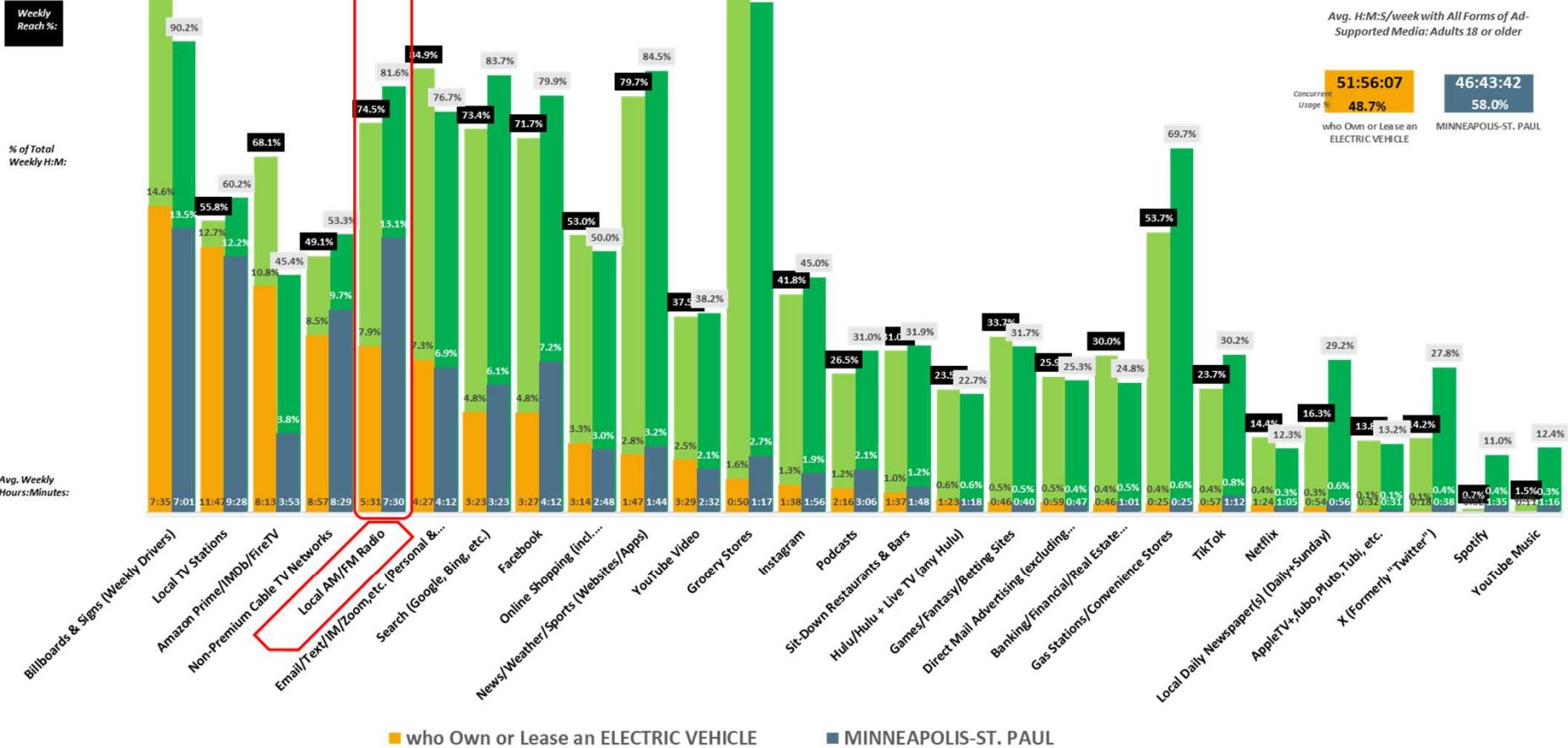


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 1 days, 21 hours, 42 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
 78.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 6 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 3 hours, 56 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
 74.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 5 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.9% of total time spent with all forms of Ad-Supported Media.

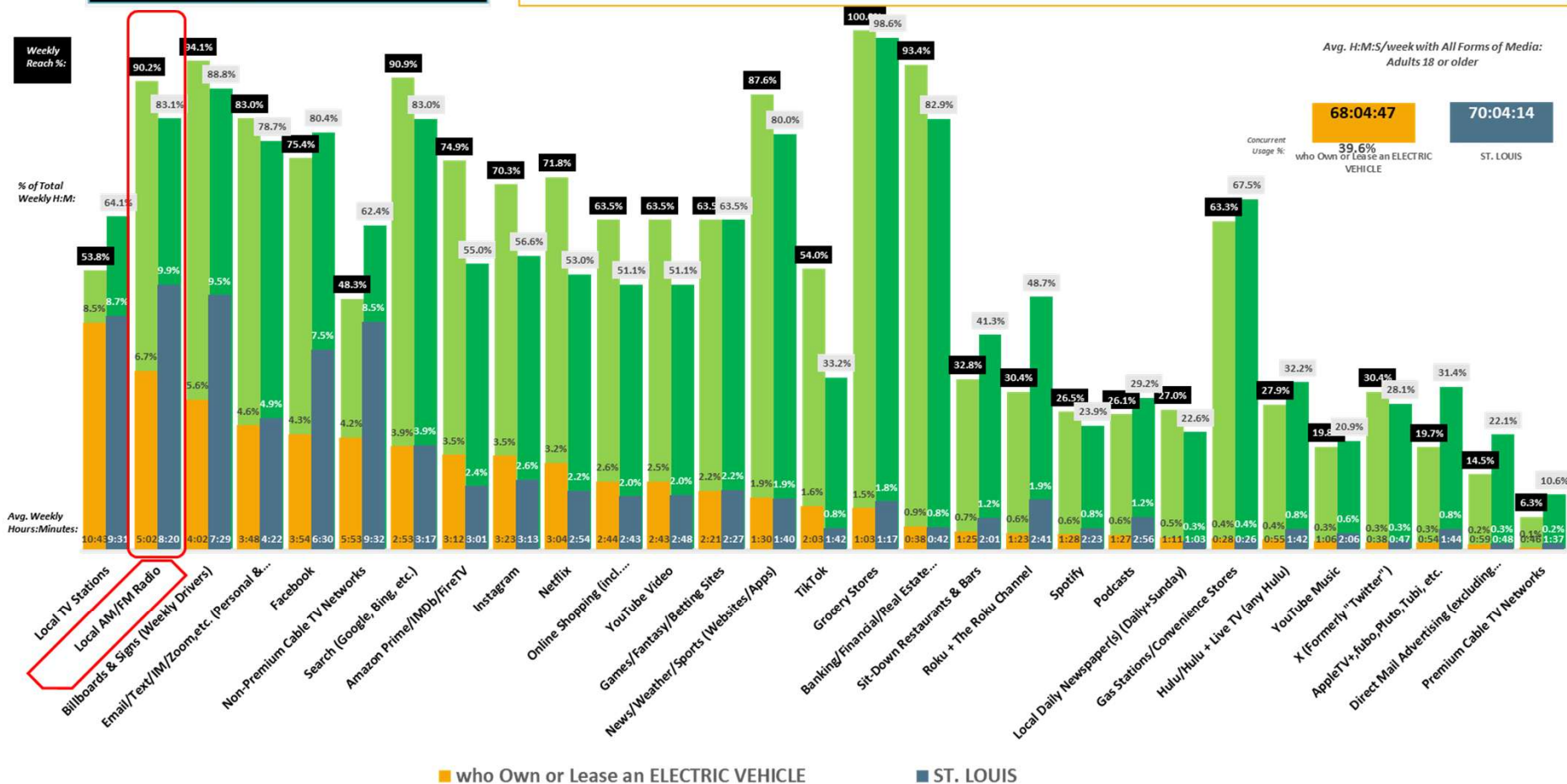


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Own or Lease an ELECTRIC VEHICLE	MINNEAPOLIS-ST. PAUL
51:56:07	46:43:42
48.7%	58.0%

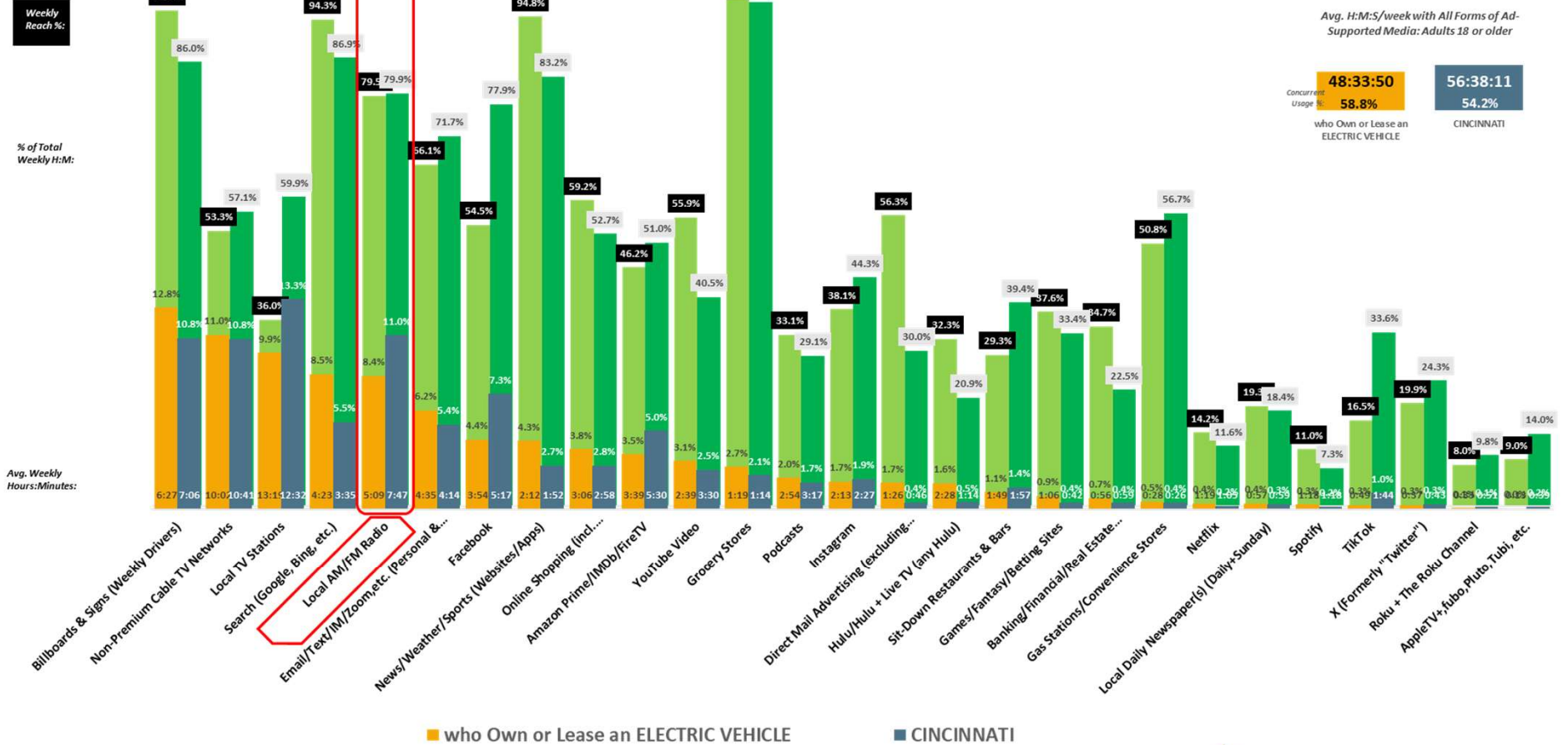


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 20 hours, 4 minutes and 47 seconds each week with All Forms of Media.
 90.2% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 5 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 6.7% of total time spent with all forms of Media.



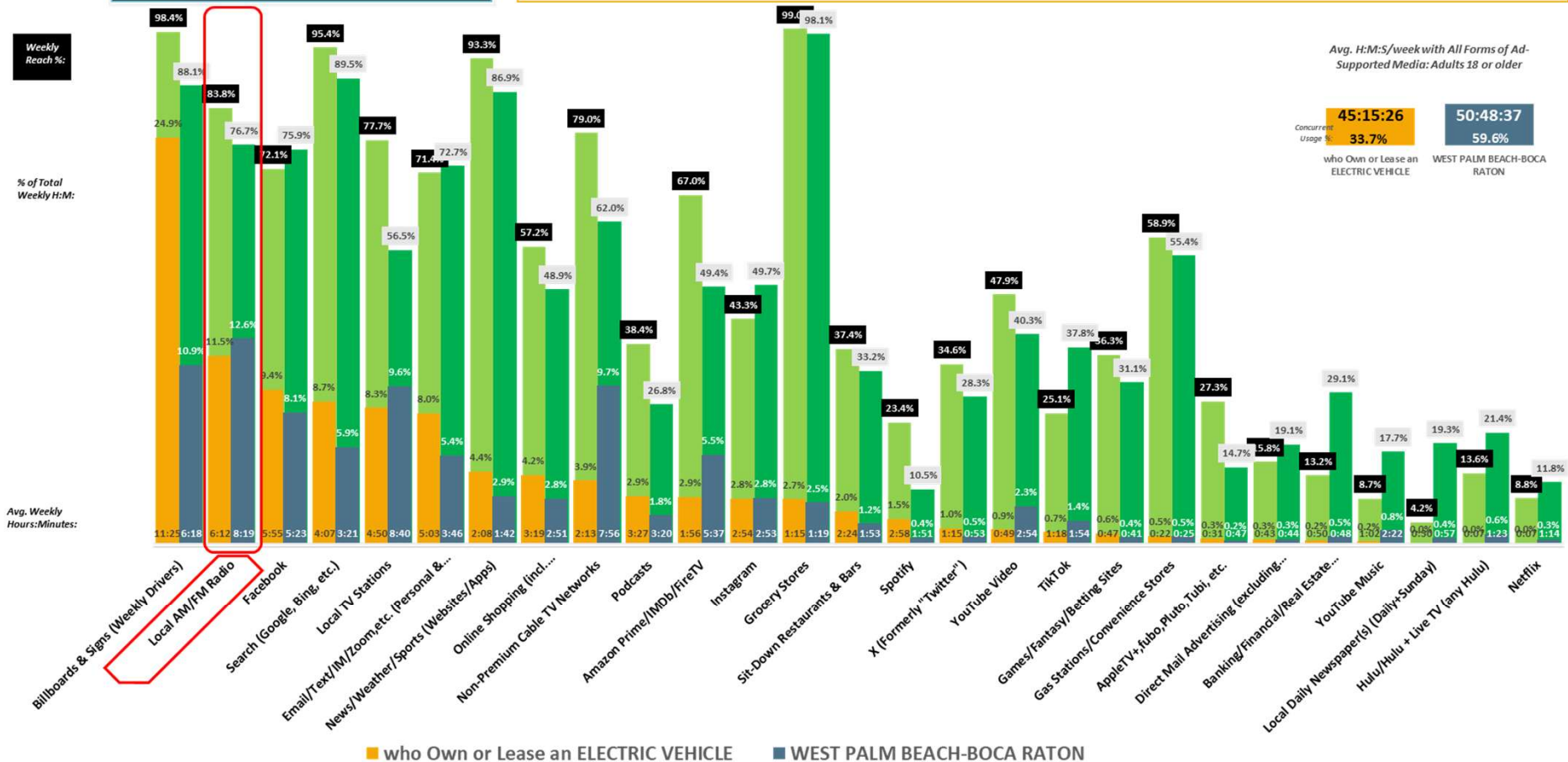


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 0 hours, 33 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 79.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 5 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.4% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 1 days, 21 hours, 15 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
 83.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 6 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.

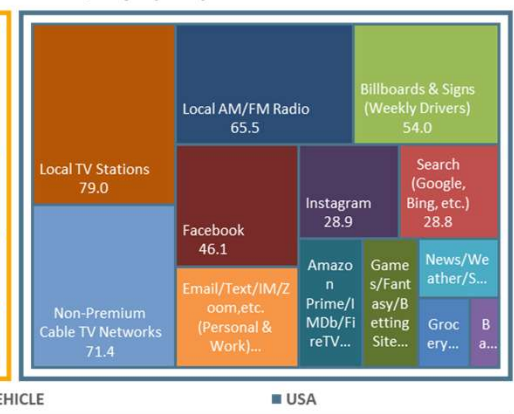
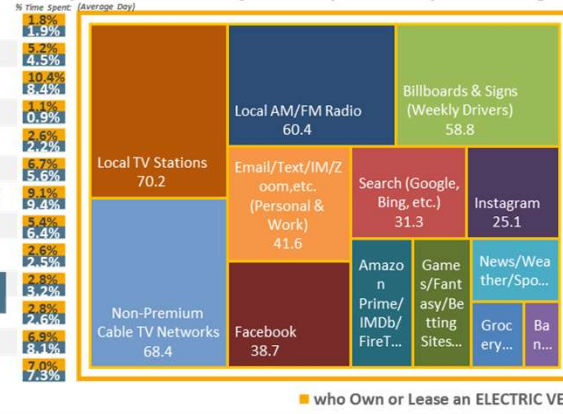
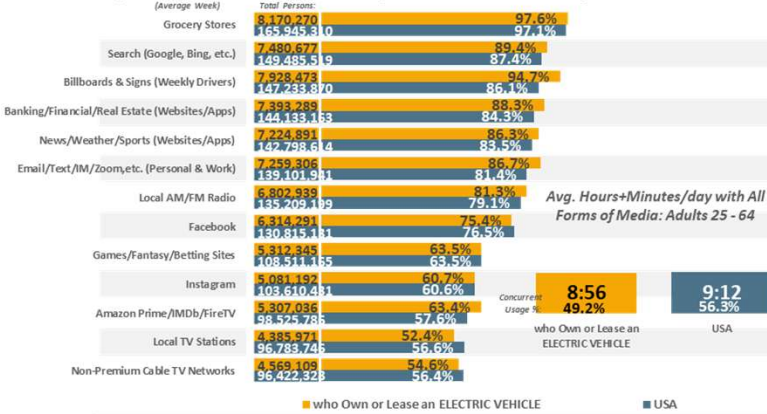




Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 6 hours and 31 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 55.6 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

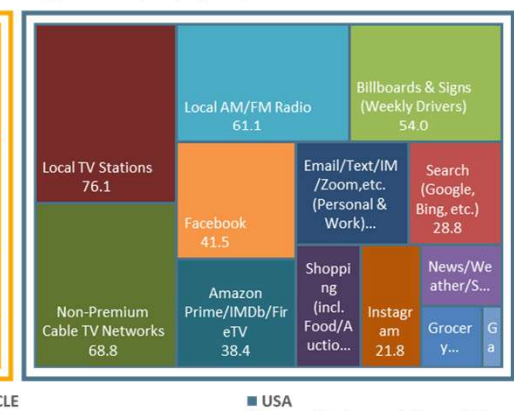
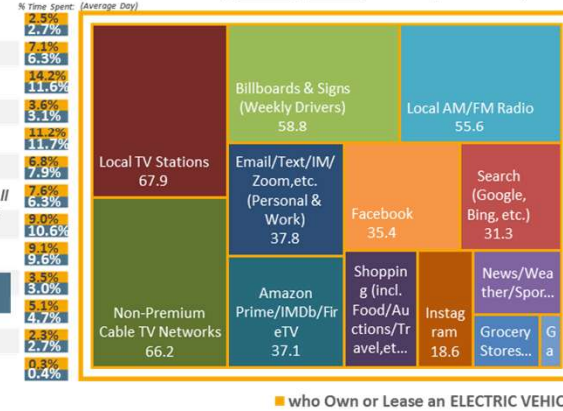
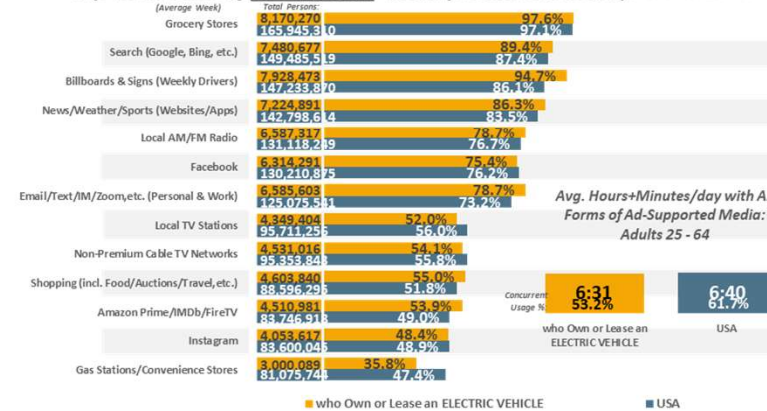
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 1,225
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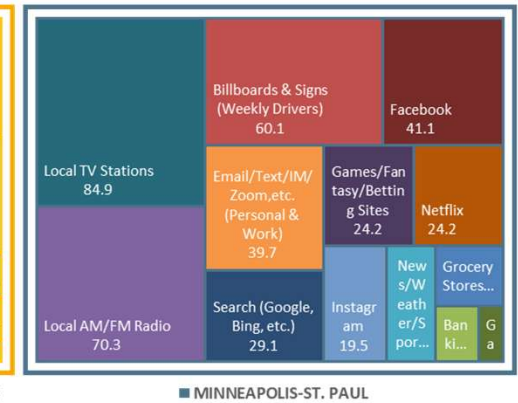
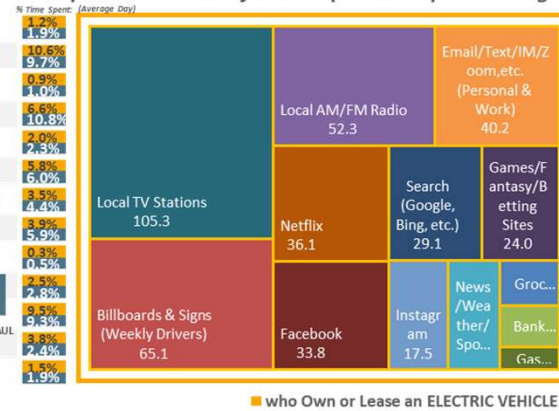
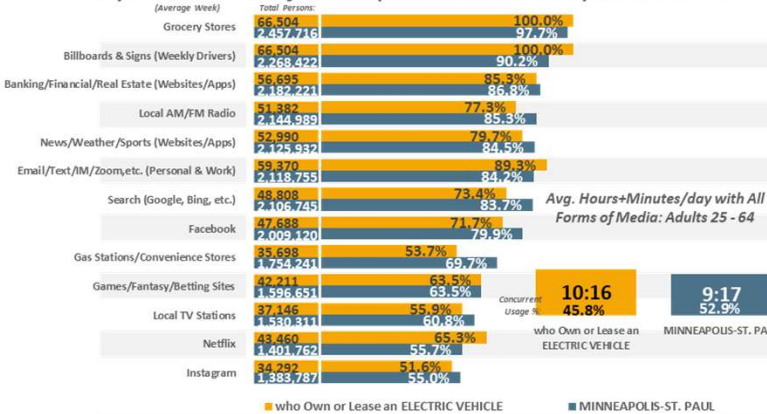
Electric/Hybrid vehicles (HHL): Own or lease electric vehicle



Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 74.5% listen to Local AM/FM Radio for an avg. of 47.3 minutes/day.
(Local Radio delivers 7.9% of Time with Ad-Supported Media.)

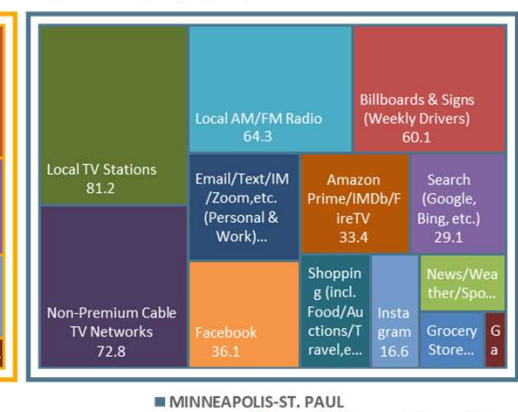
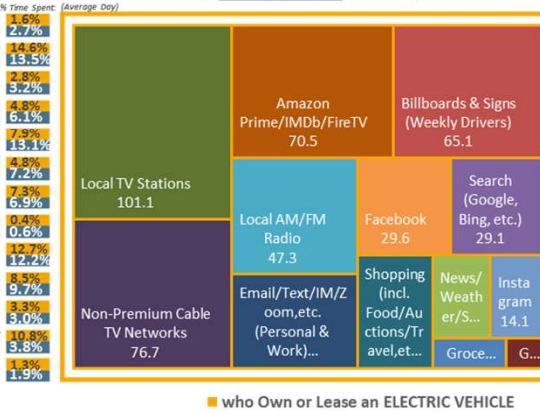
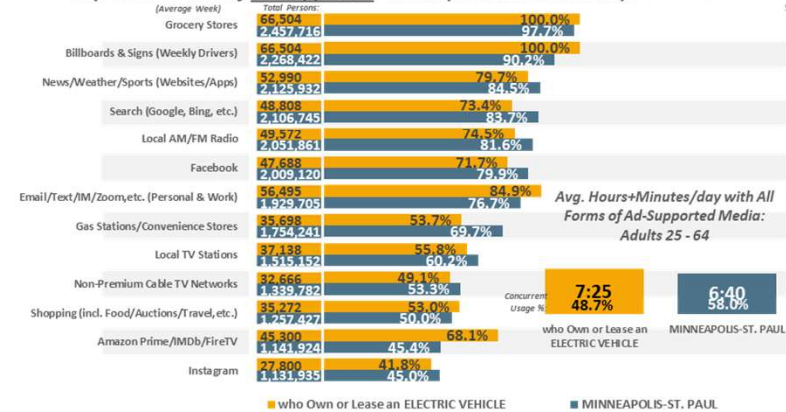
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60
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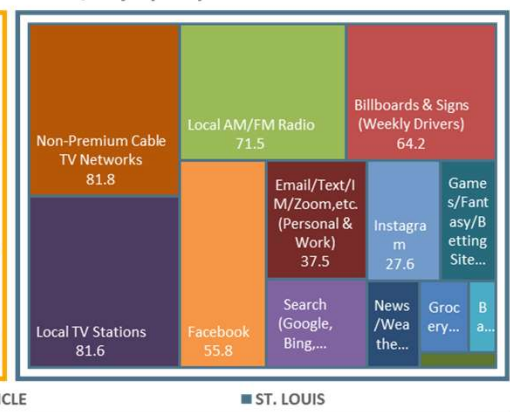
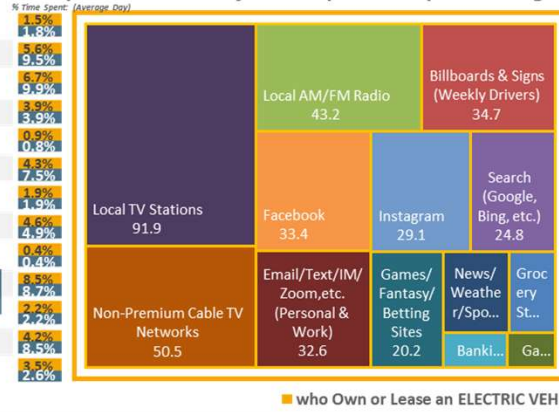
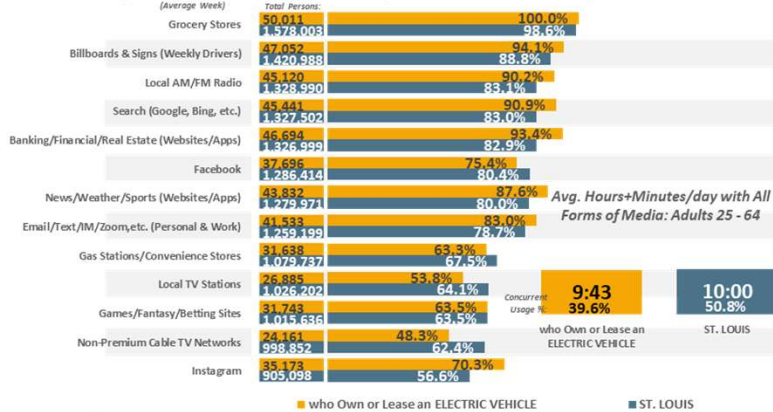
Electric/Hybrid vehicles (HHL): Own or lease electric vehicle



Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 6 hours and 46 minutes each day with All Forms of Ad-Supported Media. 88.2% listen to Local AM/FM Radio for an avg. of 39.5 minutes/day.
(Local Radio delivers 8.6% of Time with Ad-Supported Media.)

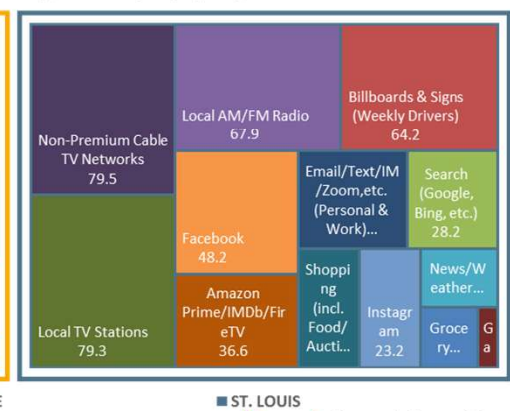
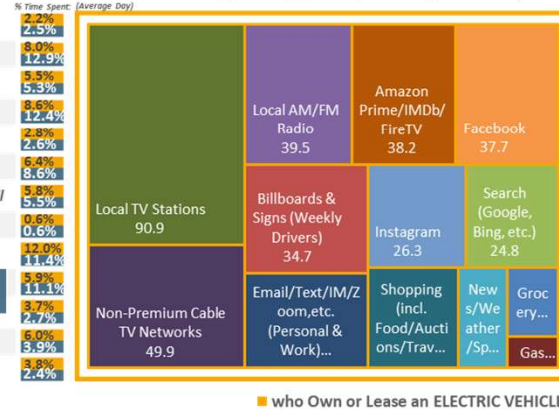
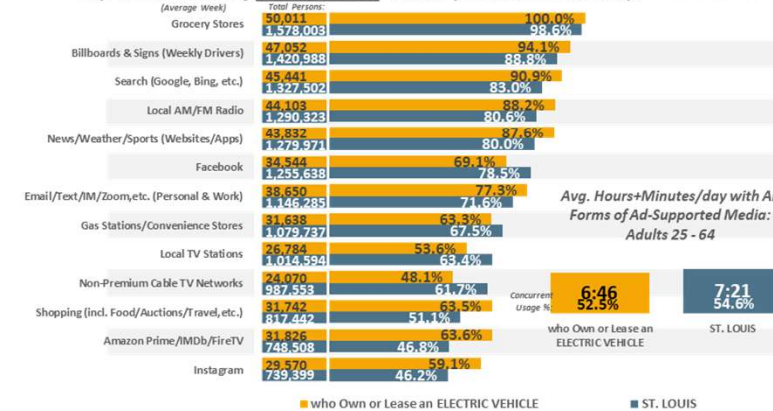
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



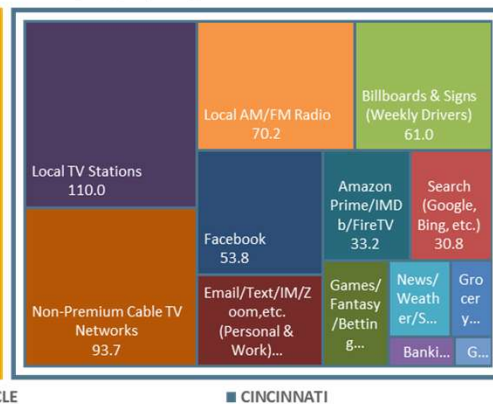
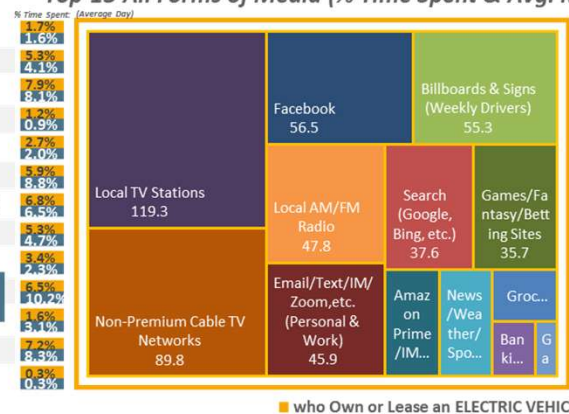
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

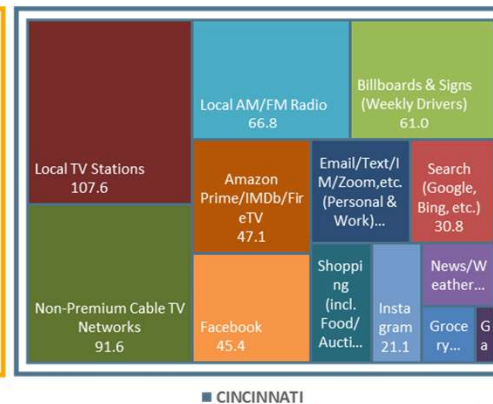
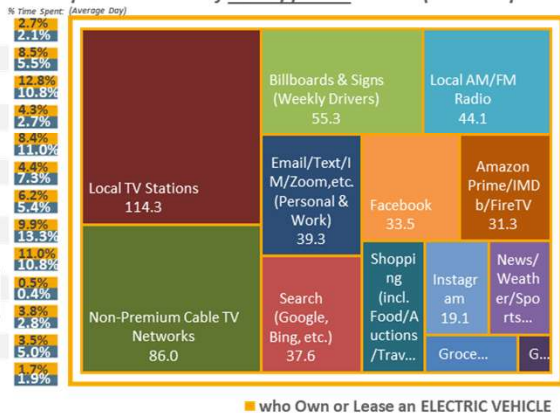




Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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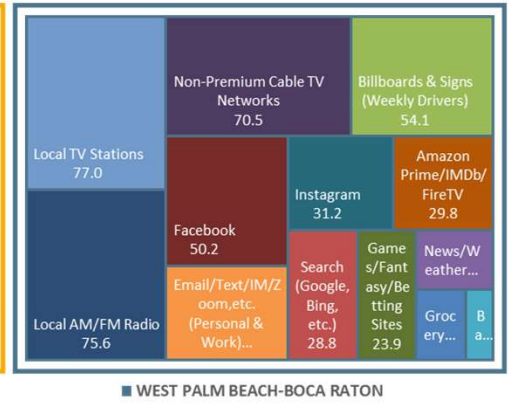
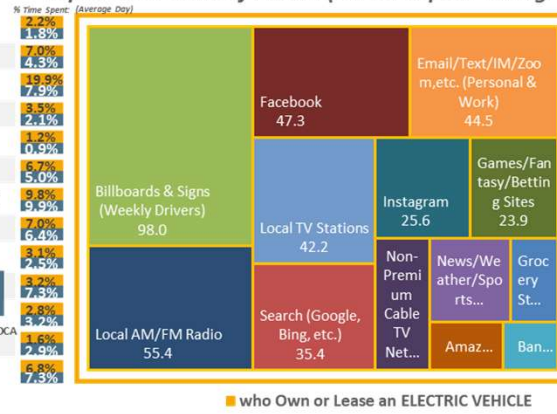
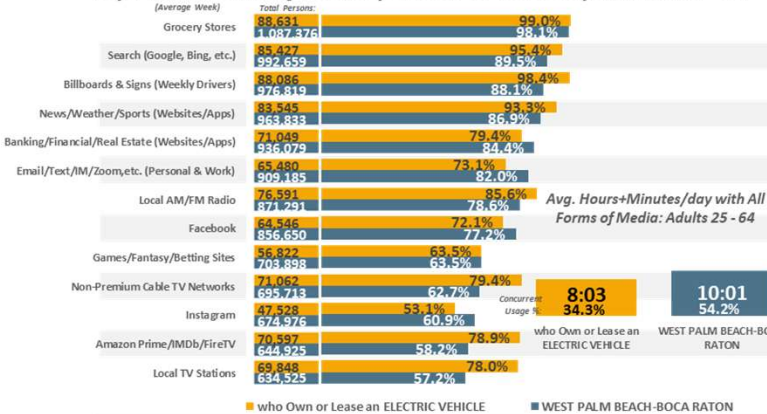
Electric/Hybrid vehicles (HHL): Own or lease electric vehicle



Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 6 hours and 27 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 53.2 minutes/day.
(Local Radio delivers 11.5% of Time with Ad-Supported Media.)

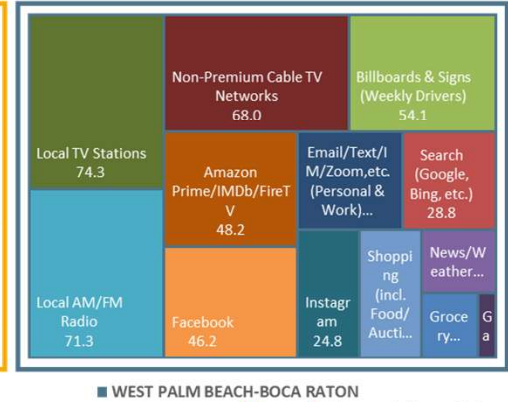
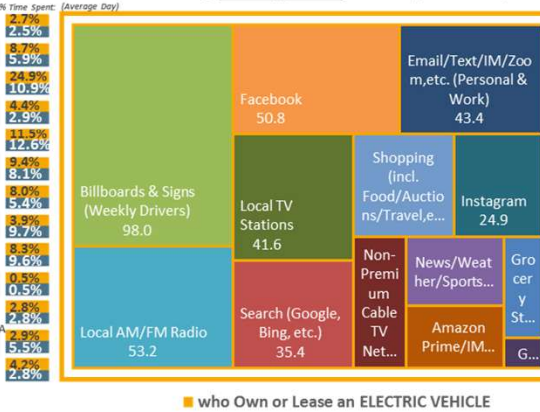
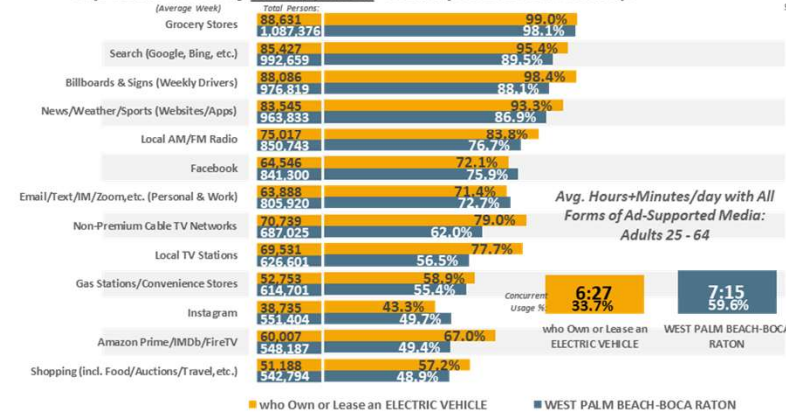
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

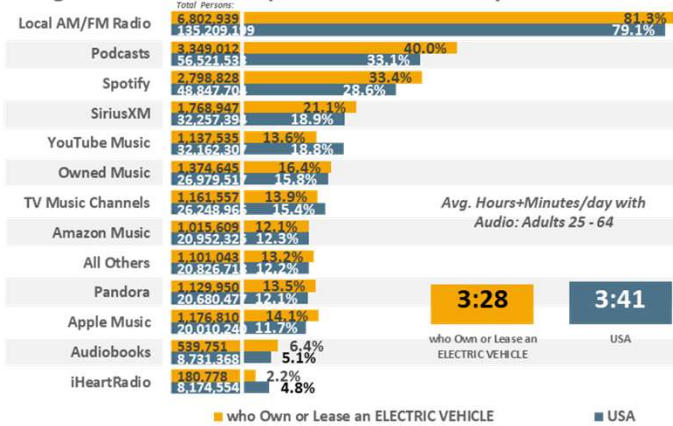
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



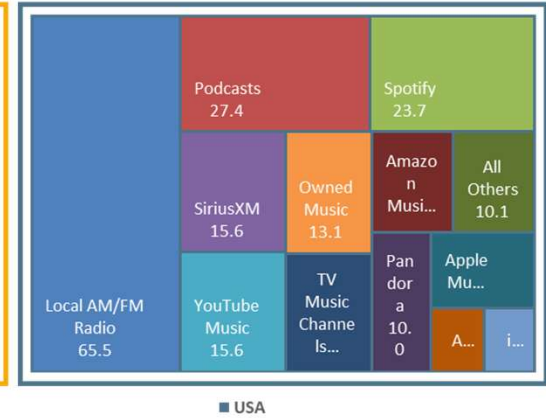
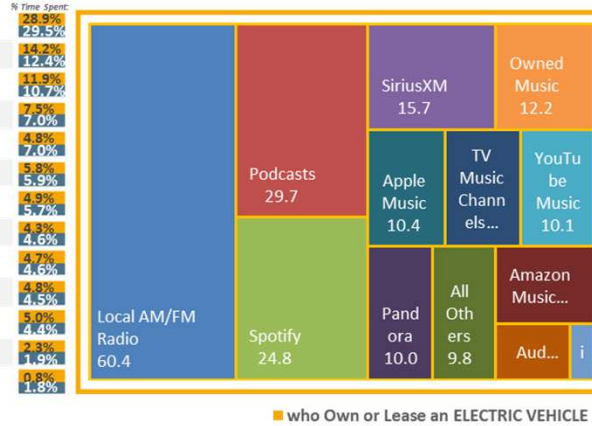


6,587,317 or 78.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

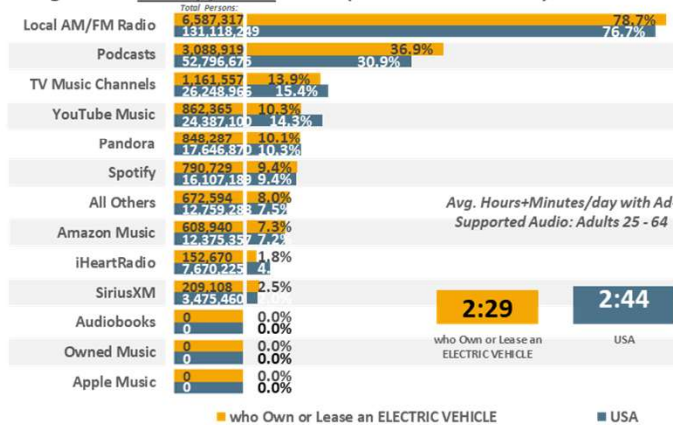
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



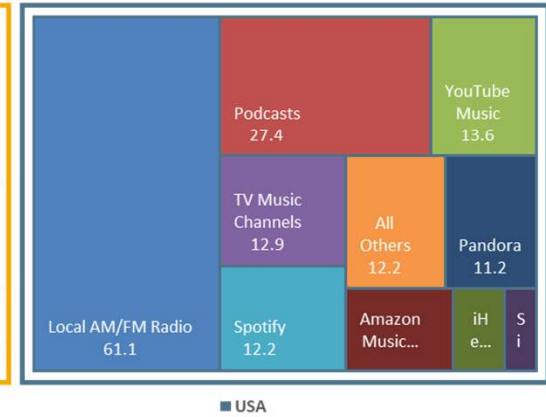
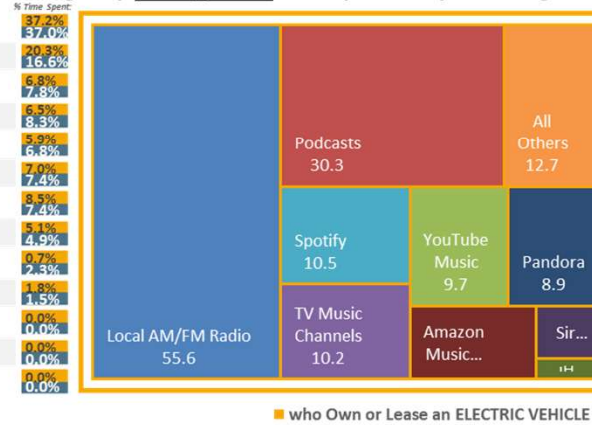
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



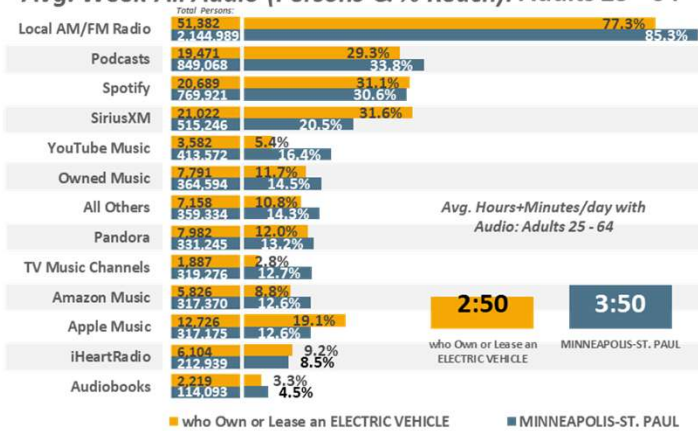
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



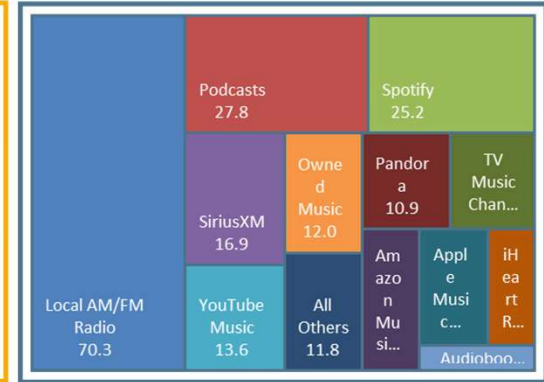
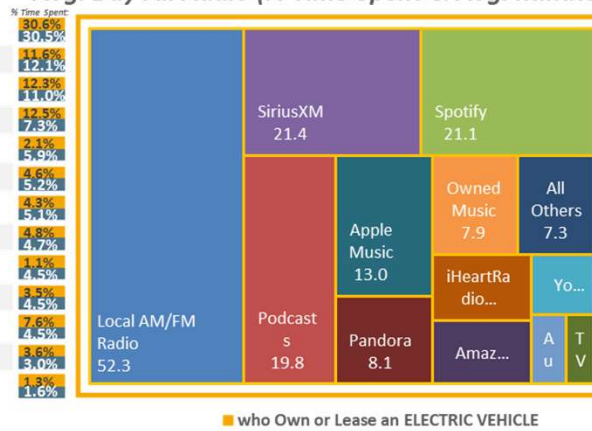


49,572 or 74.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 47.3 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

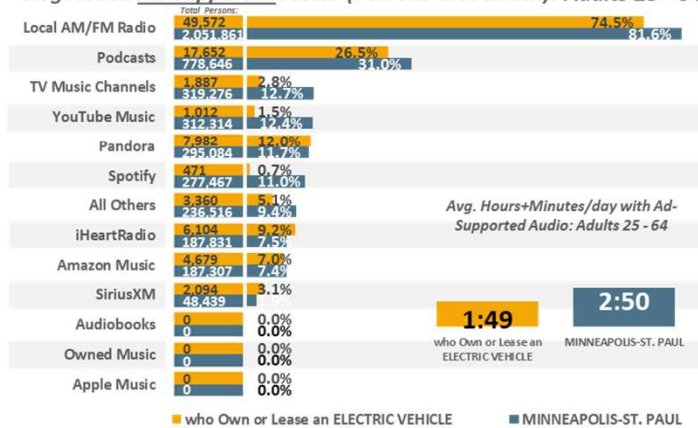
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



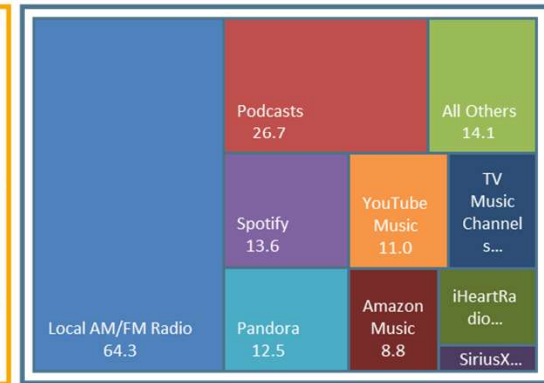
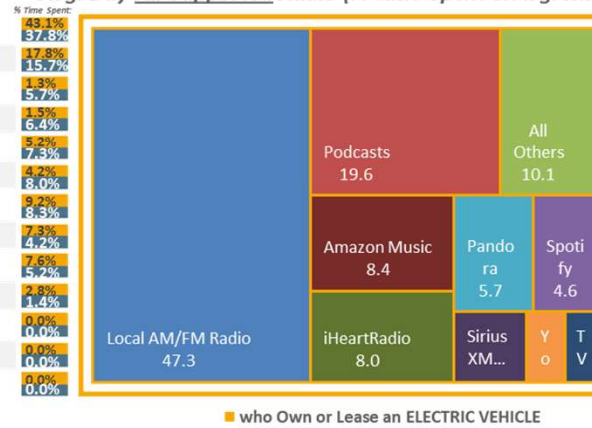
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



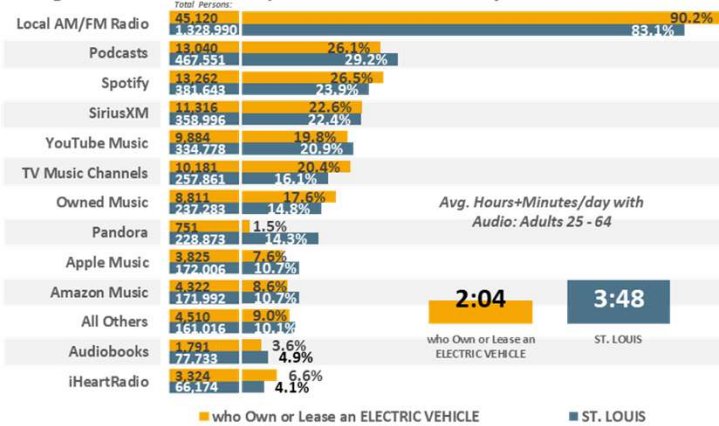
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



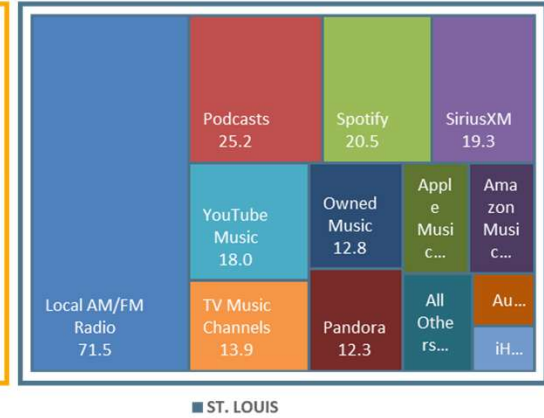
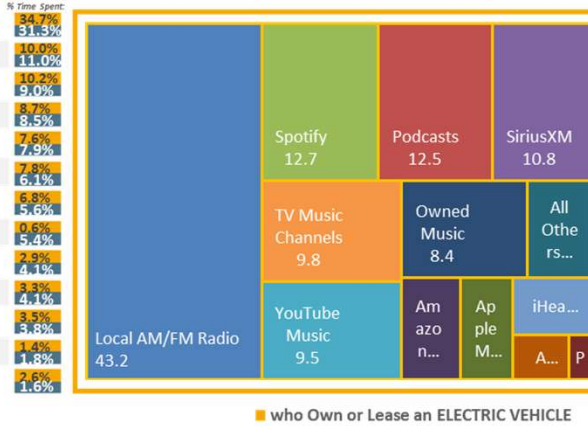


44,103 or 88.2% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 39.5 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

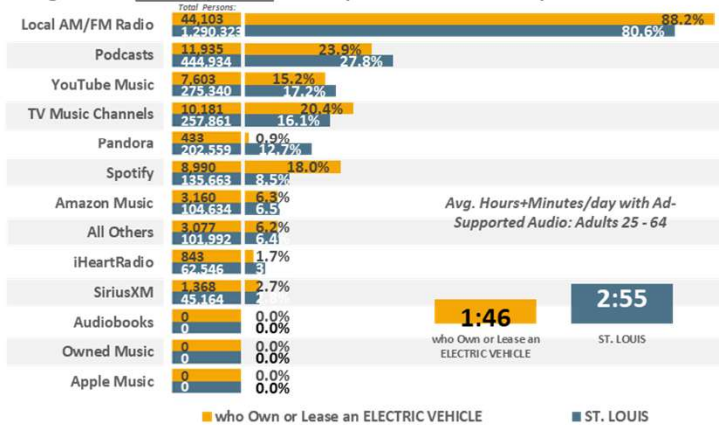
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



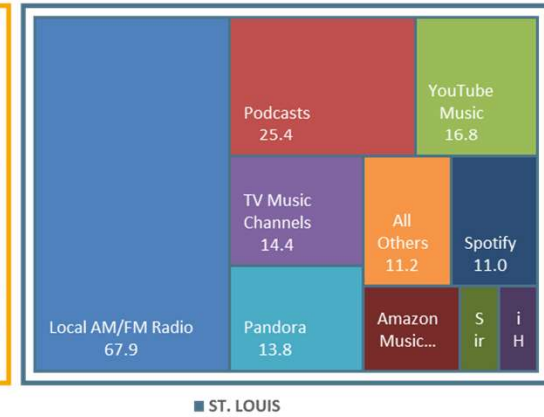
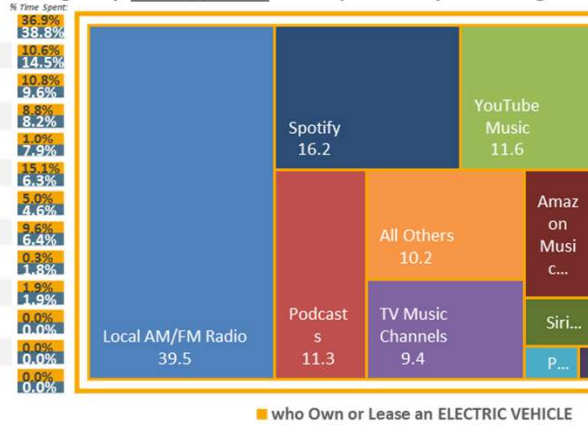
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



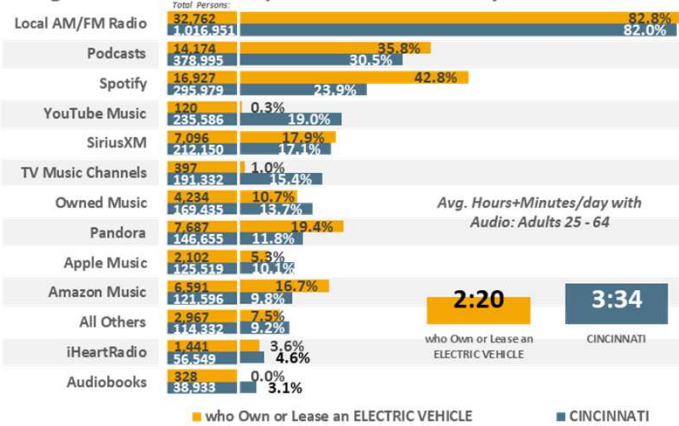
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



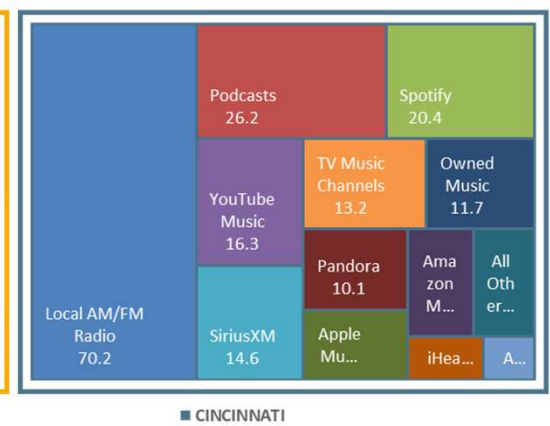
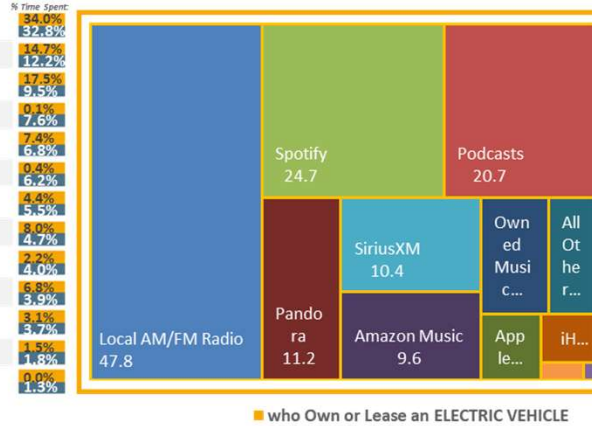


31,442 or 79.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 44.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

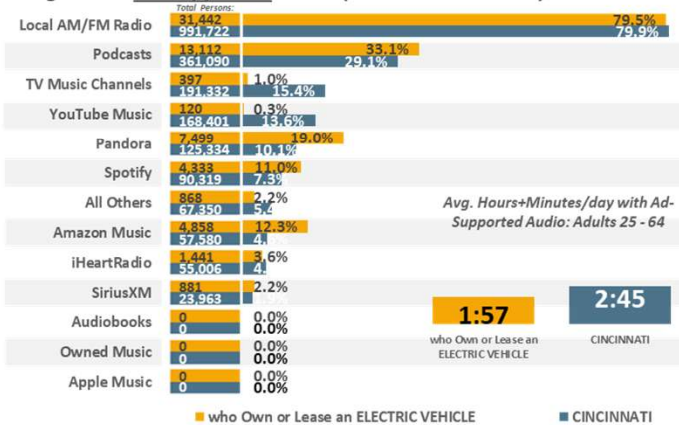
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



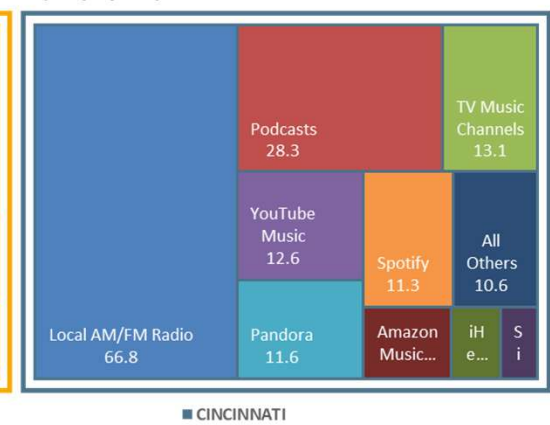
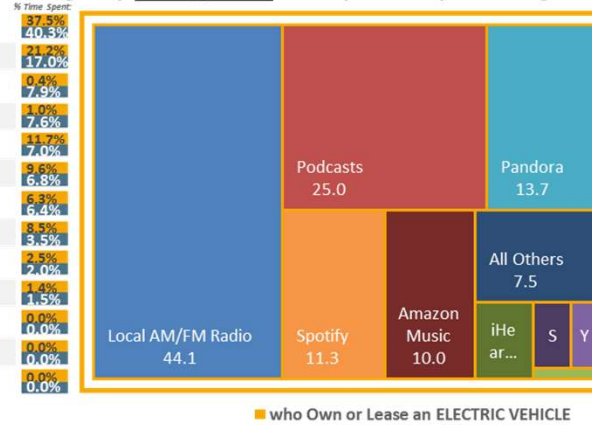
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



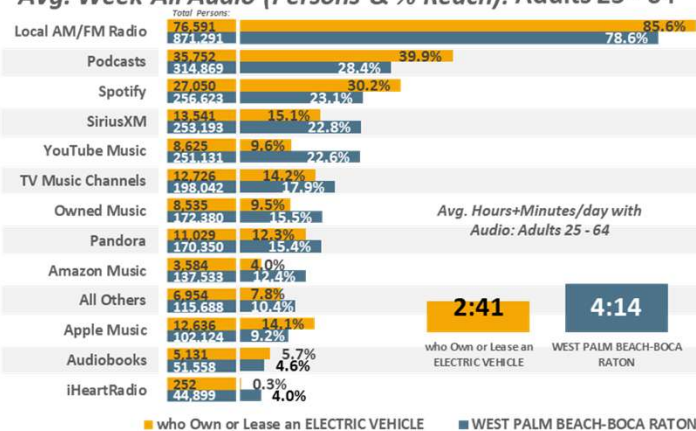
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



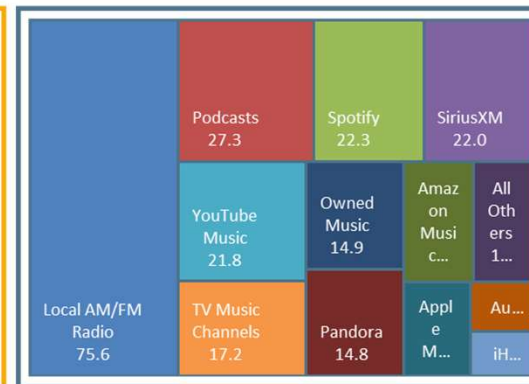
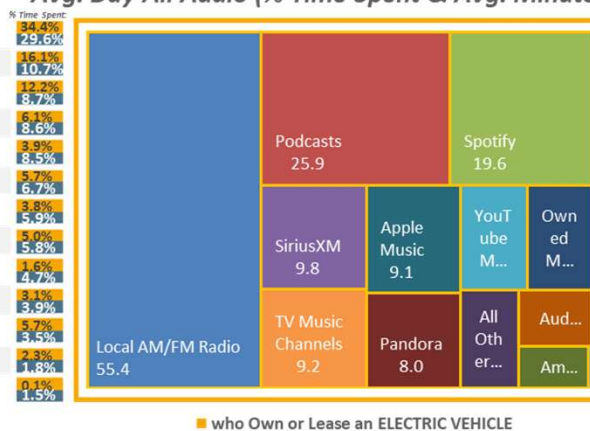


75,017 or 83.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 53.2 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

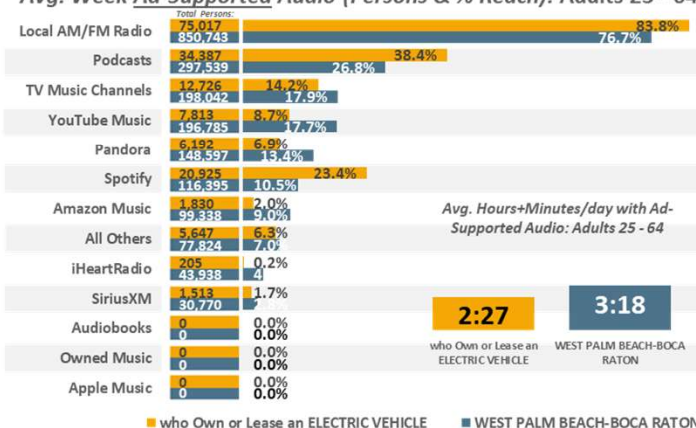
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



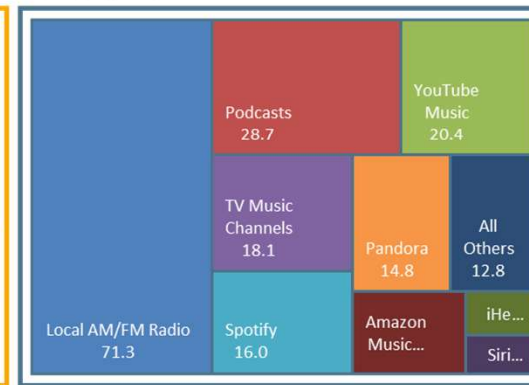
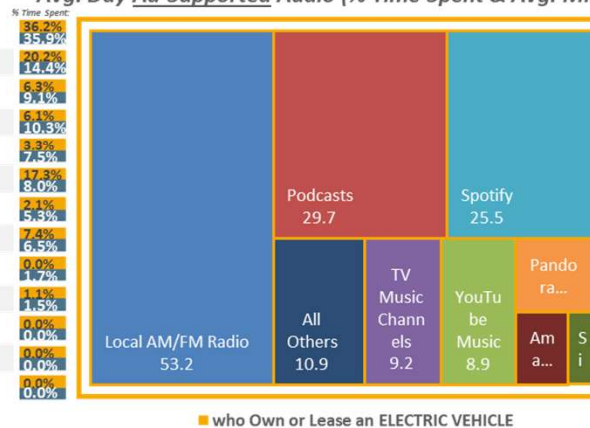
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64

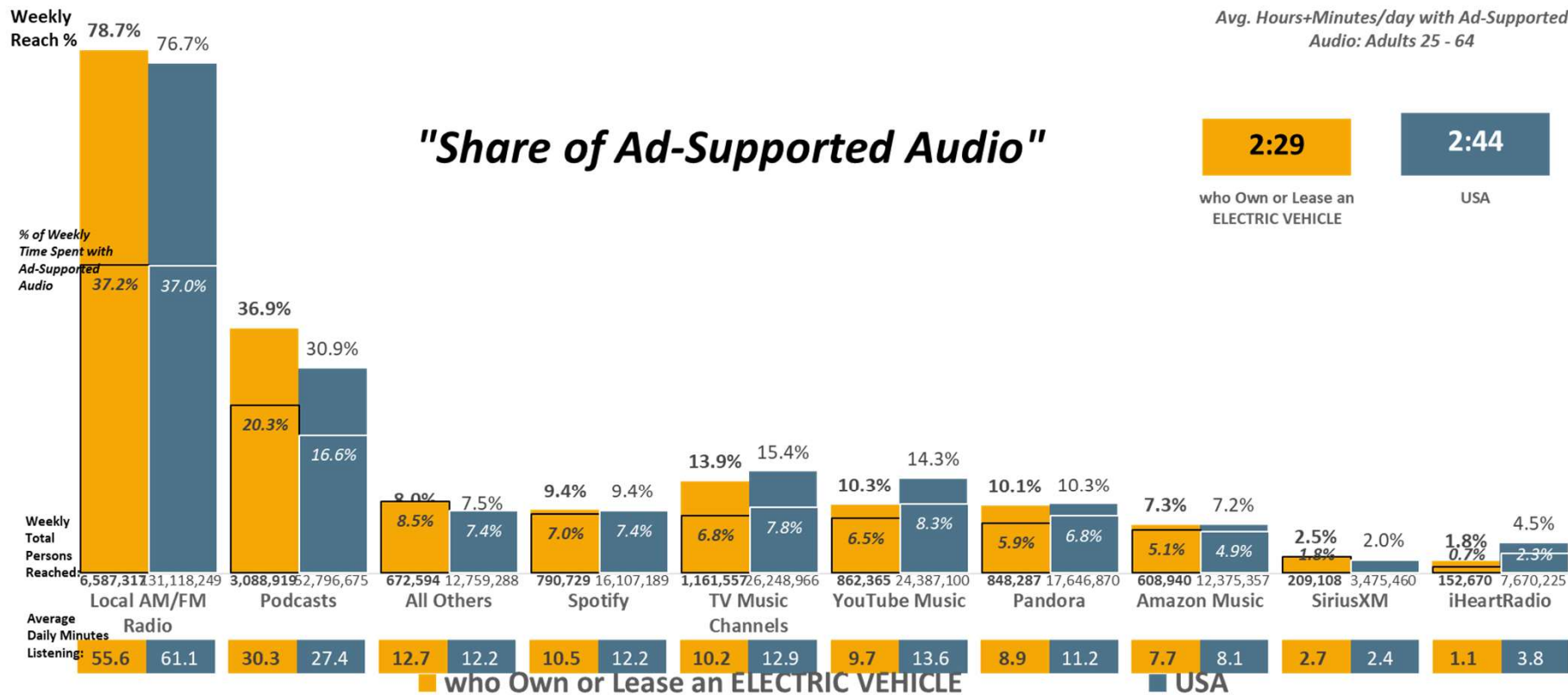


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



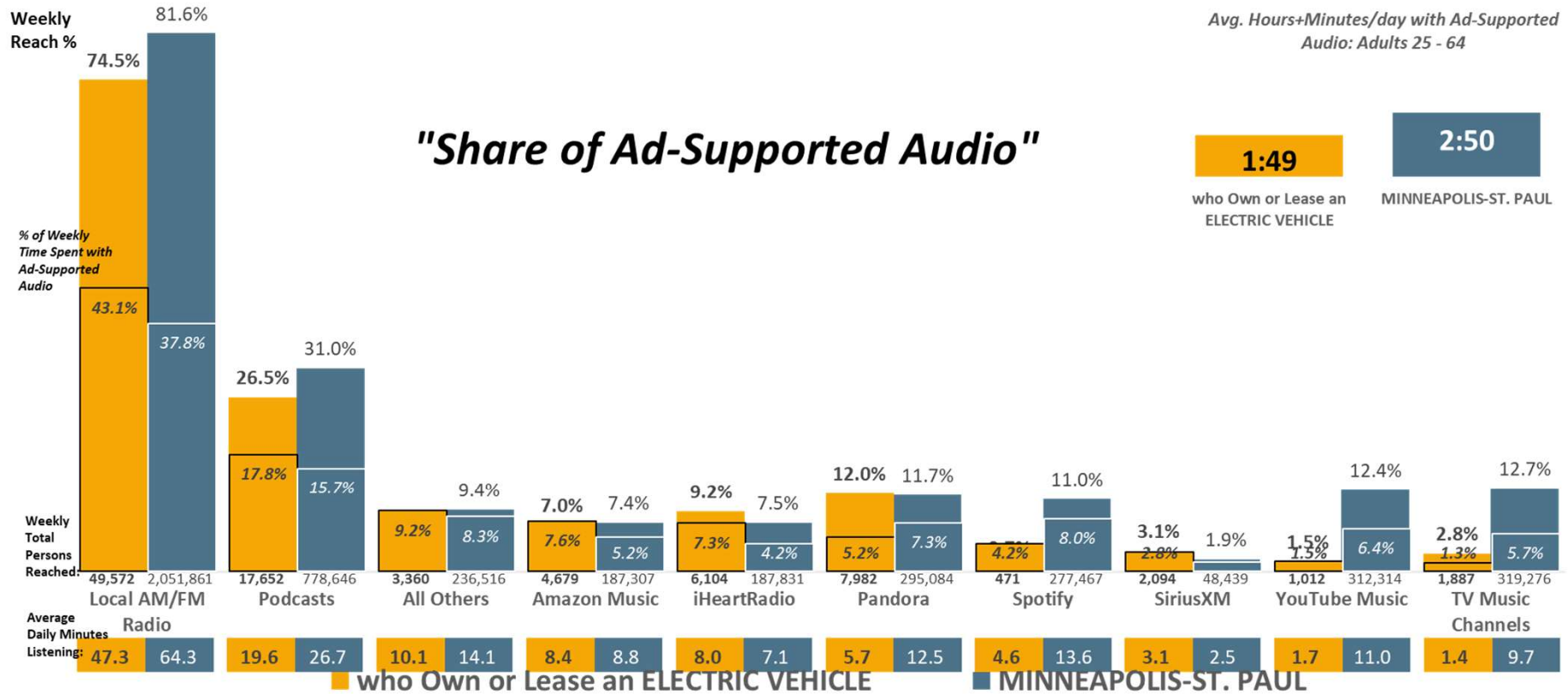


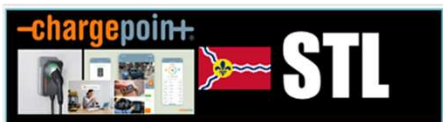
6,587,317 or 78.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



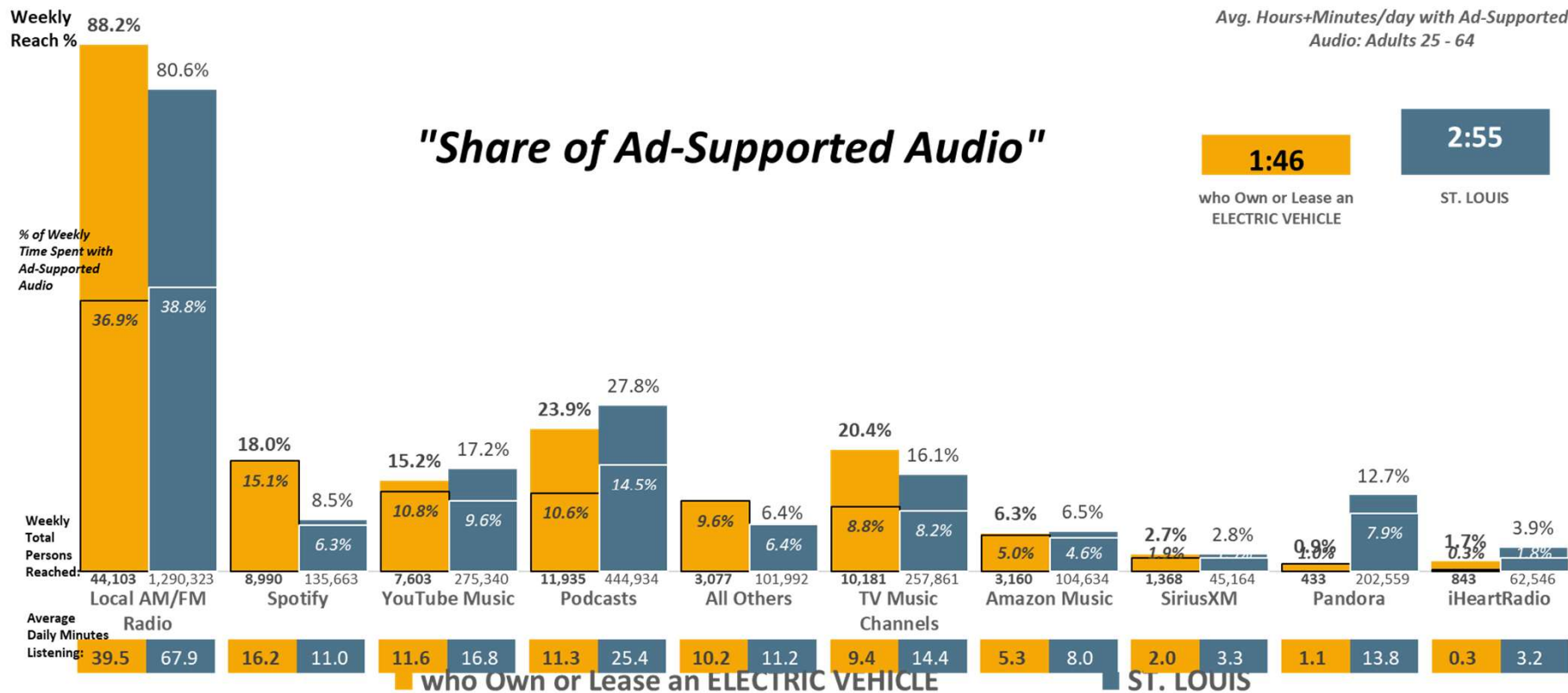


49,572 or 74.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 47.3 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



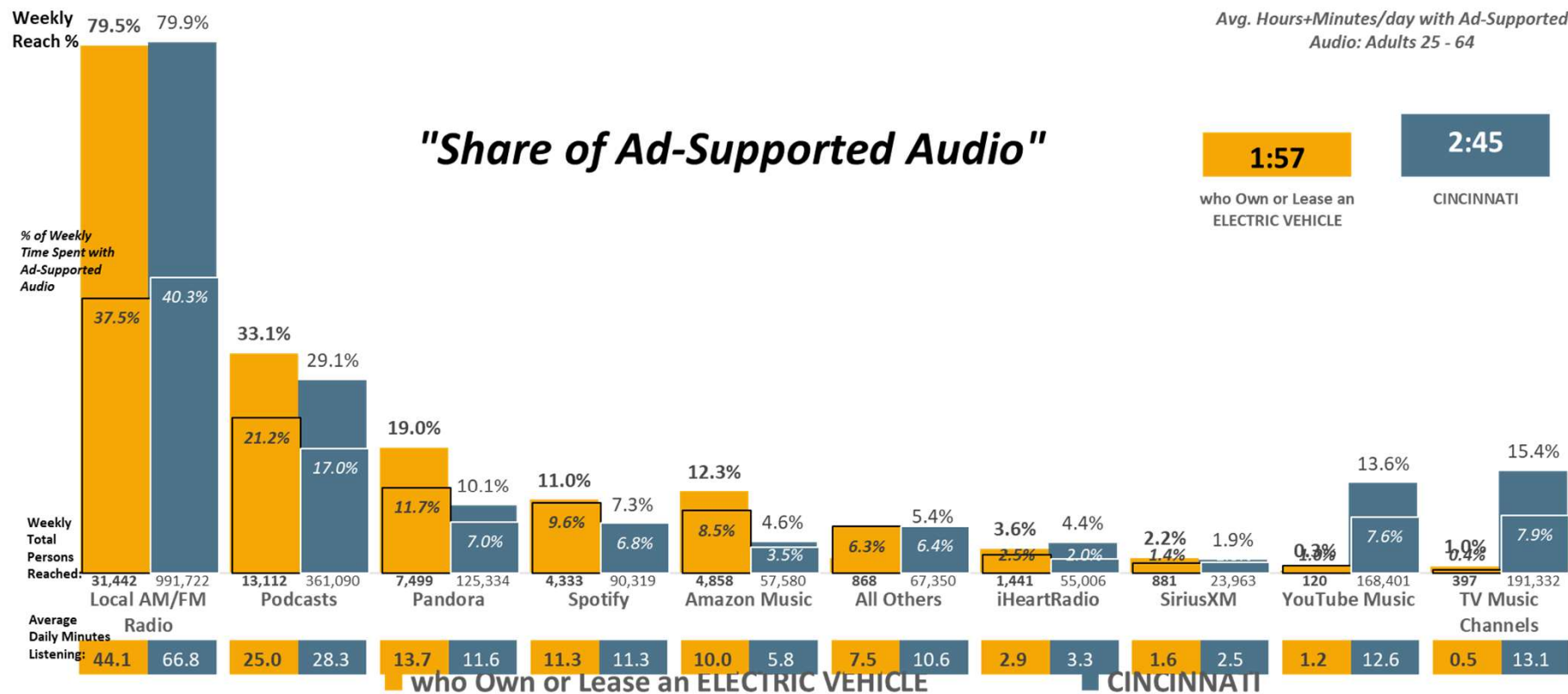


44,103 or 88.2% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 39.5 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



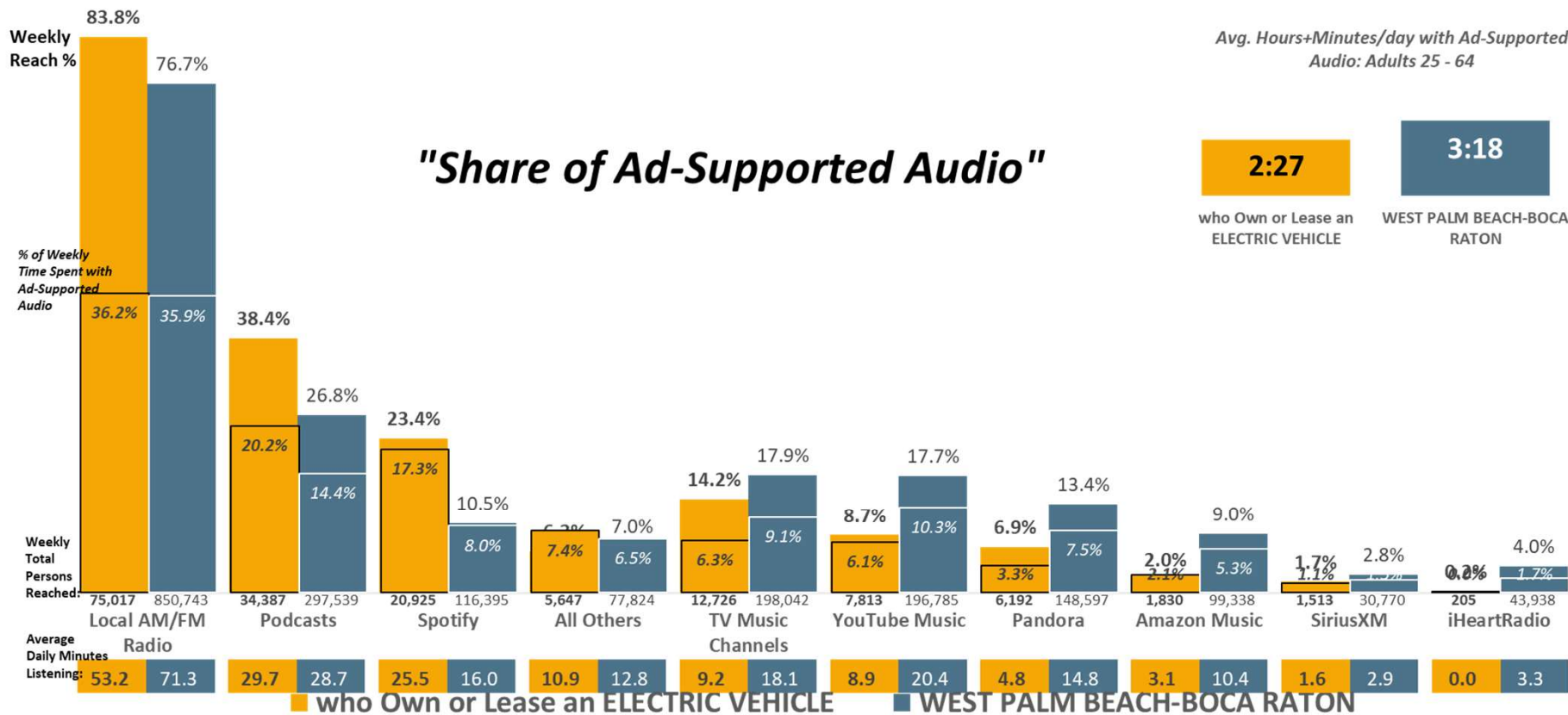


31,442 or 79.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 44.1 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.





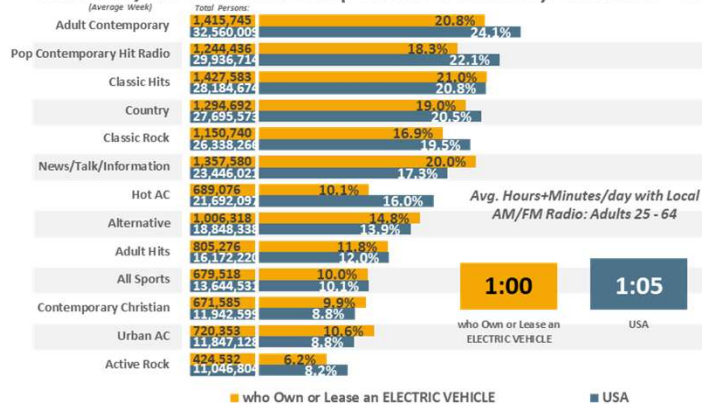
75,017 or 83.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 53.2 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



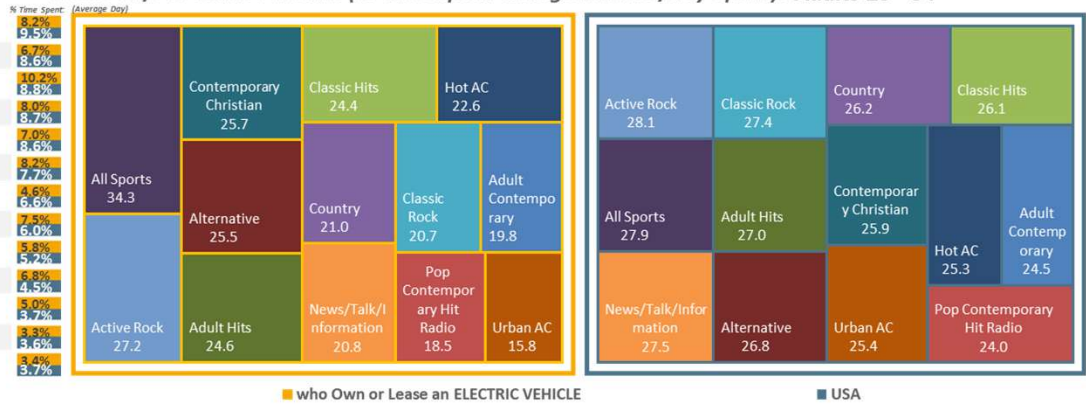


6,587,317 or 78.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Pop Contemporary Hit Radio, and Classic Rock.

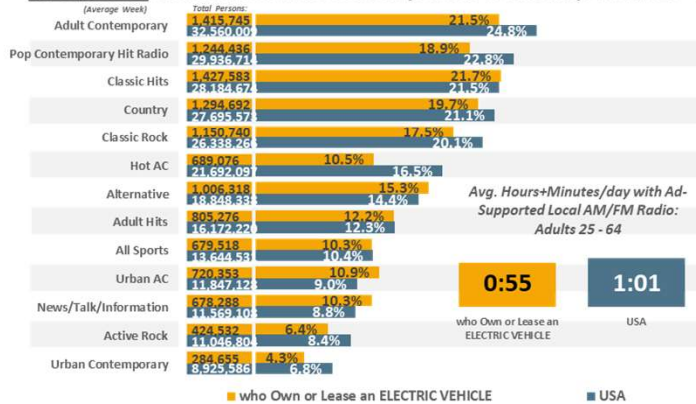
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



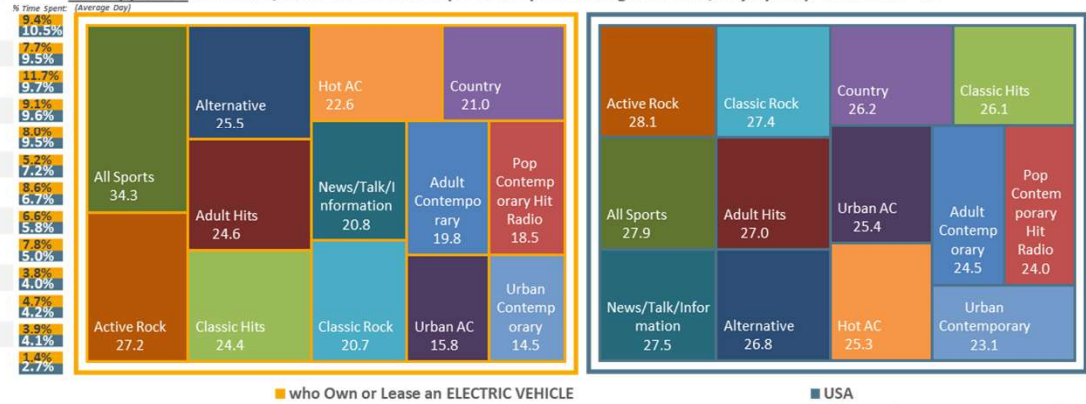
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 1,225
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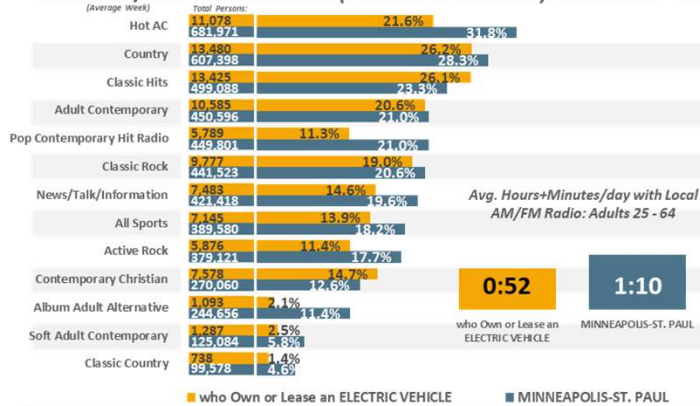
soefa.ai Share of Everything for Anything

Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle

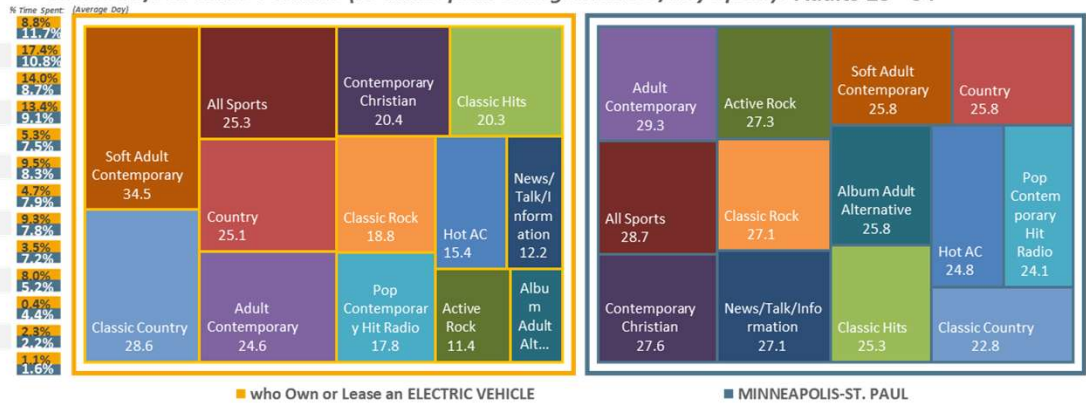


49,572 or 74.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Adult Contemporary, and Classic Rock.

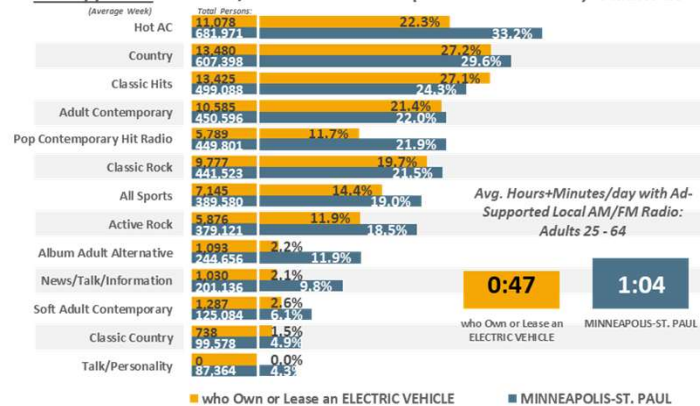
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



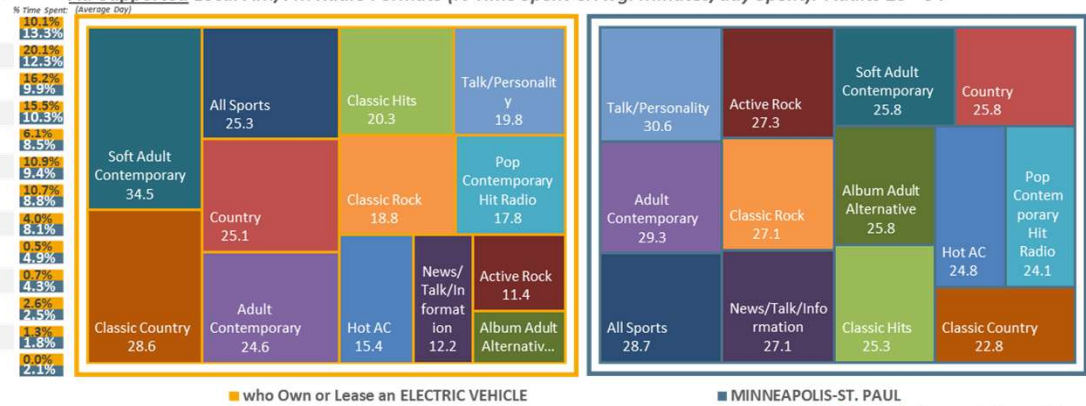
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



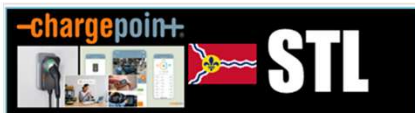
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60
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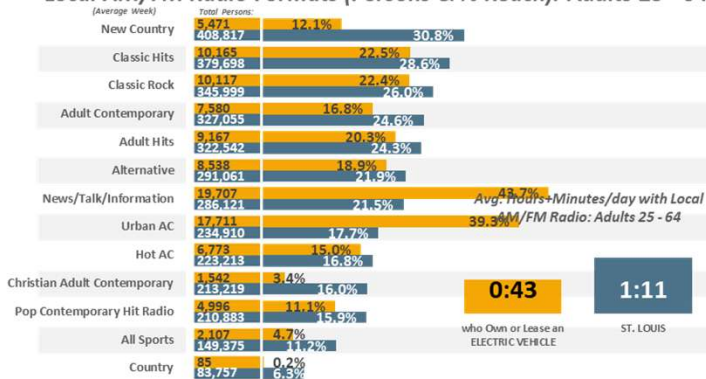
soefa.ai Share of Everything for Anything

Electric/Hybrid vehicles (HHL): Own or lease electric vehicle

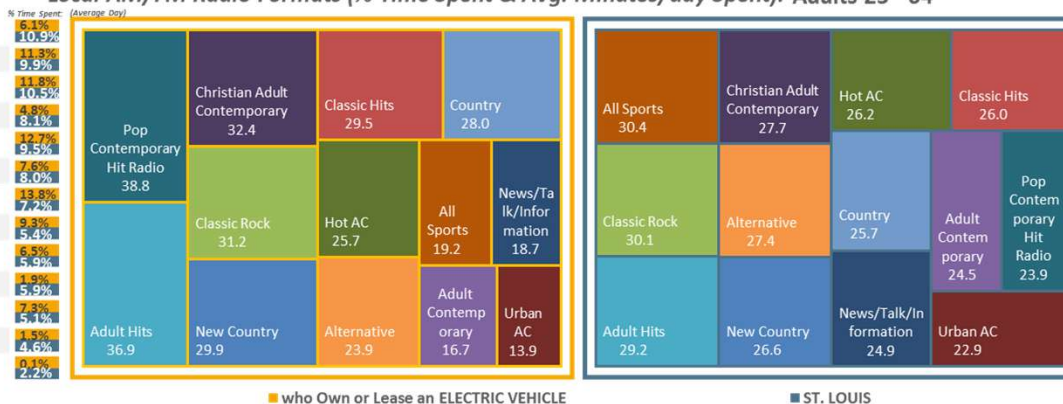


44,103 or 88.2% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, News/Talk/Information, Classic Hits, Classic Rock, and Adult Hits.

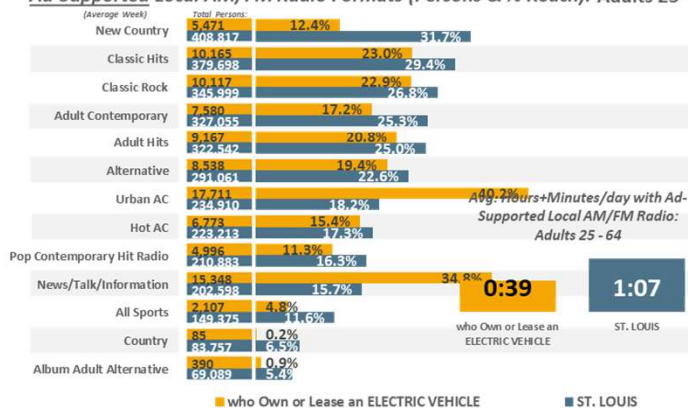
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



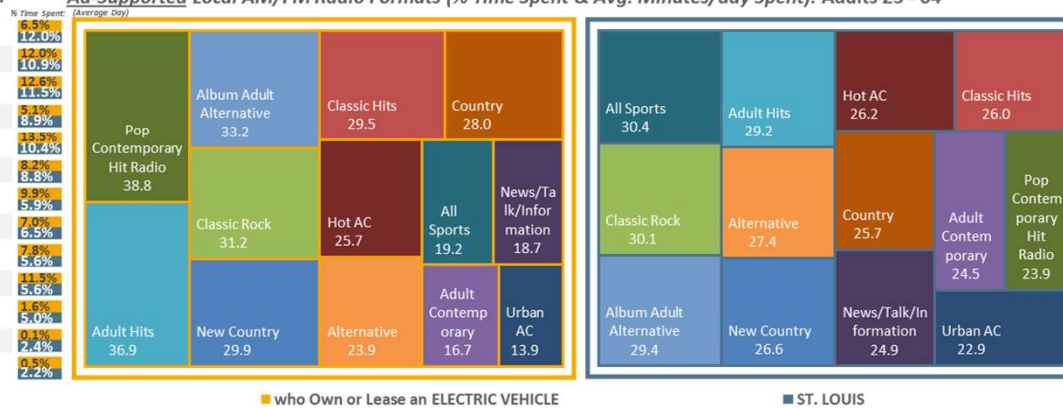
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 59
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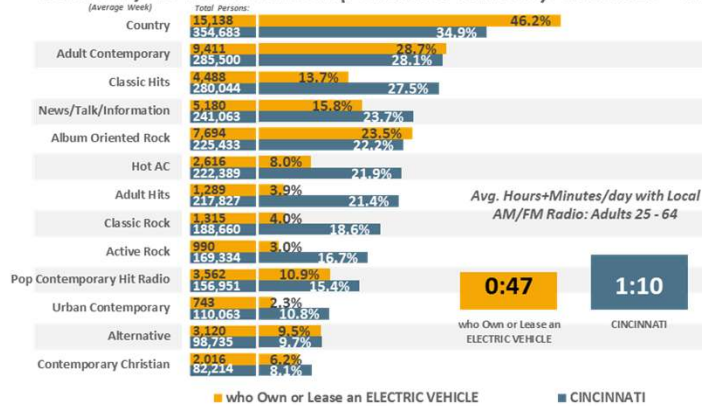
soefa.ai Share of Everything for Anything

Electric/Hybrid vehicles (HHELD): Own or lease electric vehicle

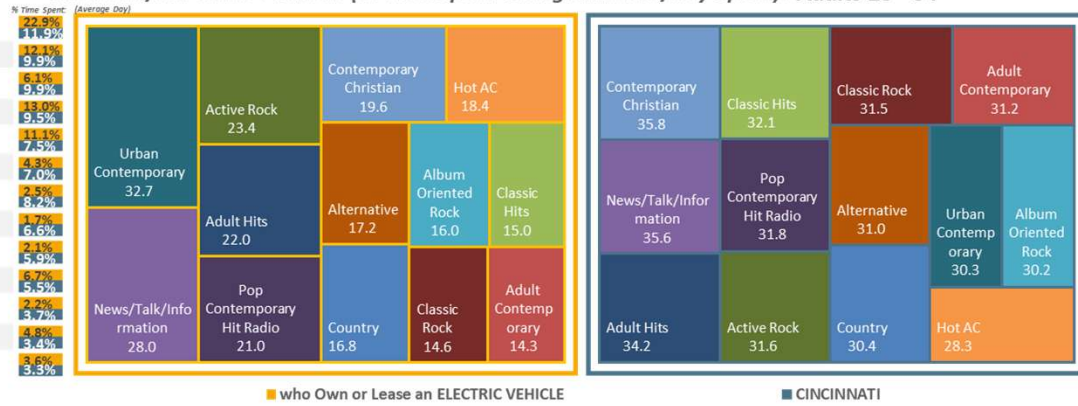


31,442 or 79.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Album Oriented Rock, Classic Hits, and Pop Contemporary Hit Radio.

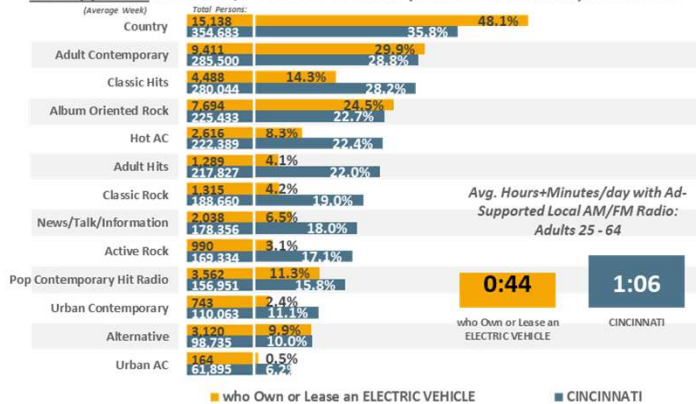
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



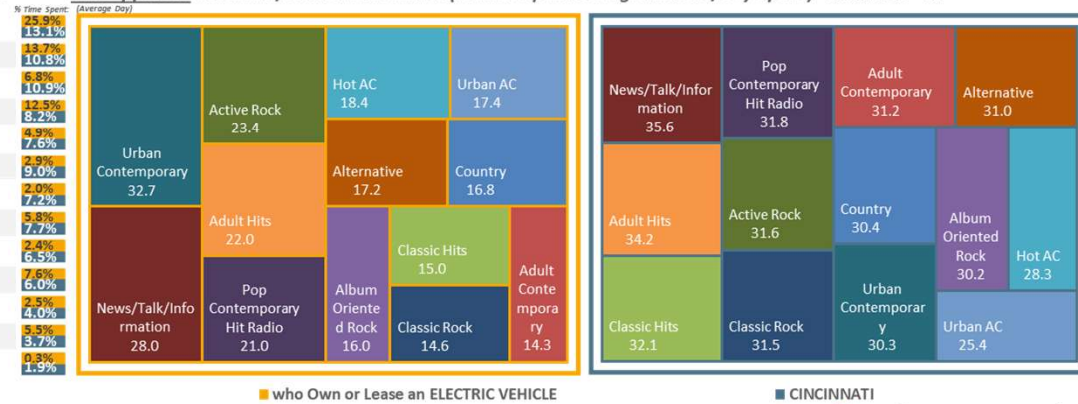
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



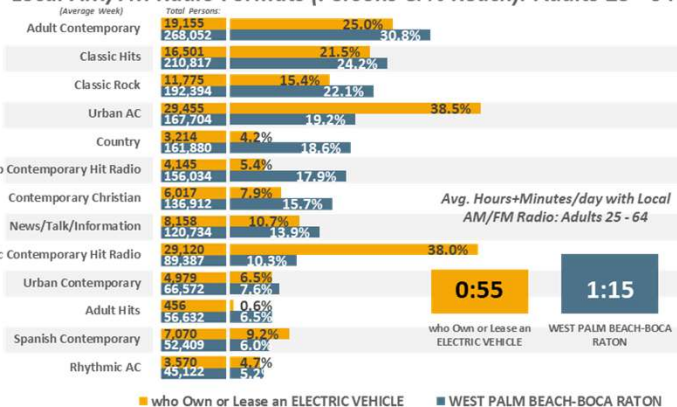
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



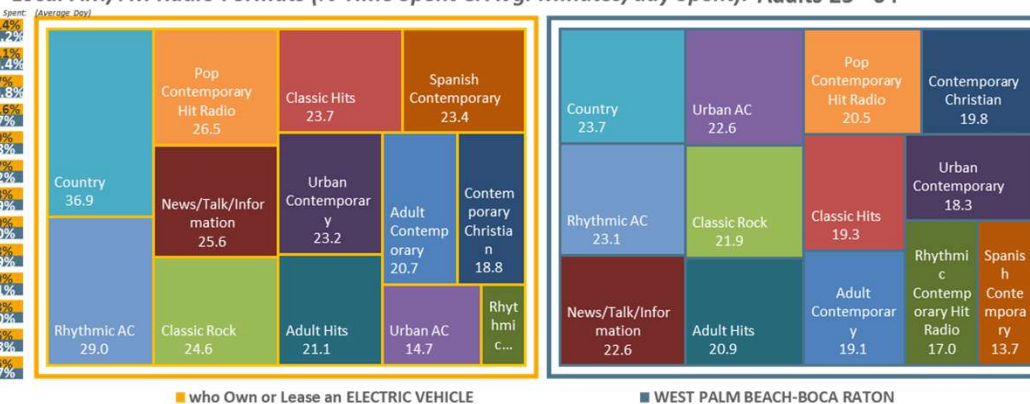


75,017 or 83.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Rhythmic Contemporary Hit Radio, Adult Contemporary, Classic Hits, and Classic Rock.

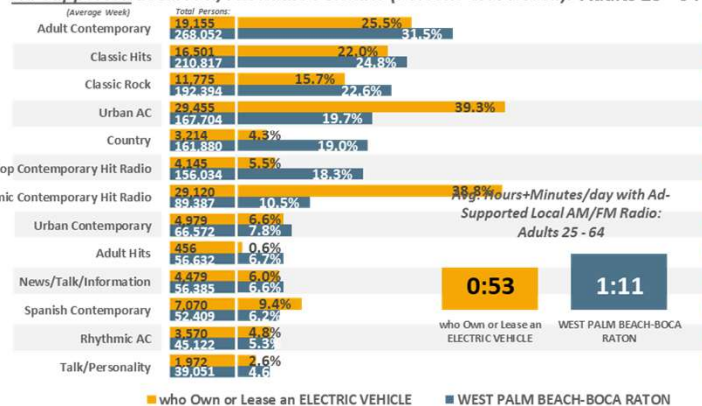
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



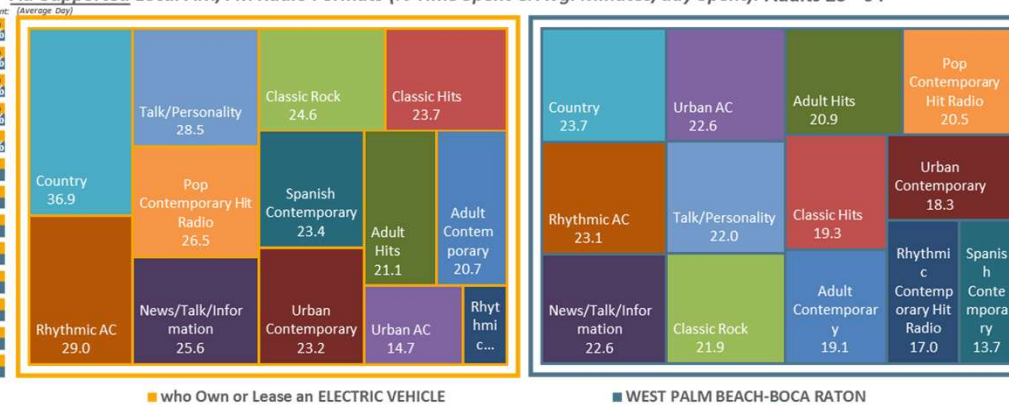
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 136
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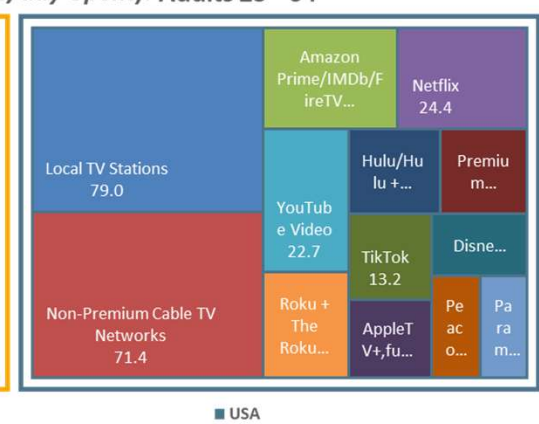
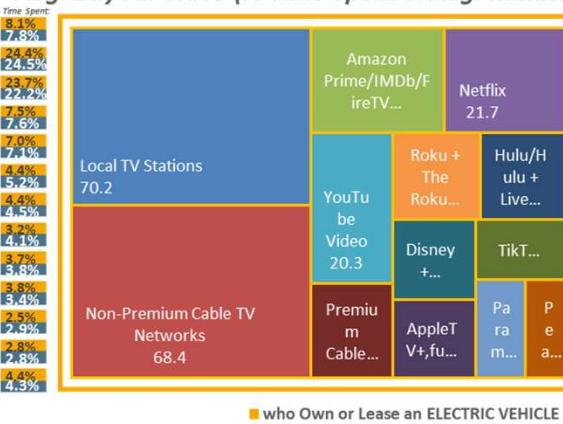
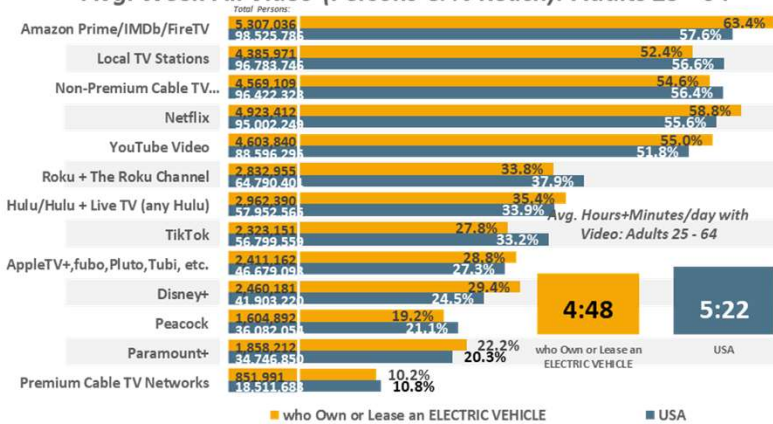
Electric/Hybrid vehicles (HHL): Own or lease electric vehicle



4,349,404 or 52.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 67.9 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

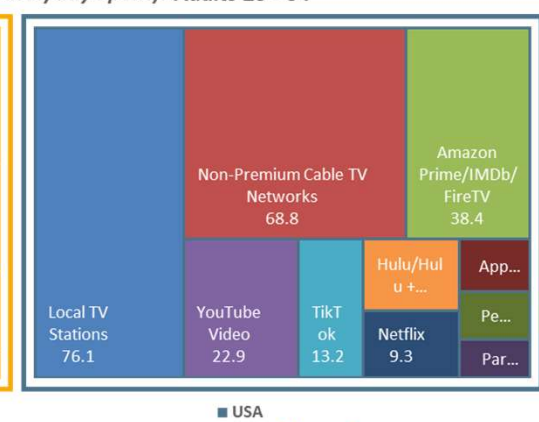
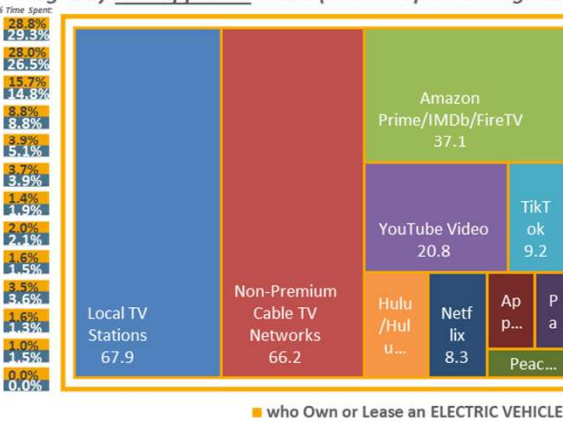
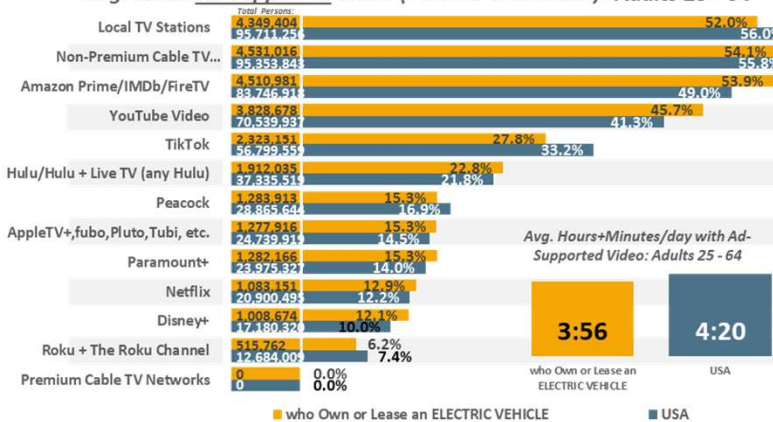
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

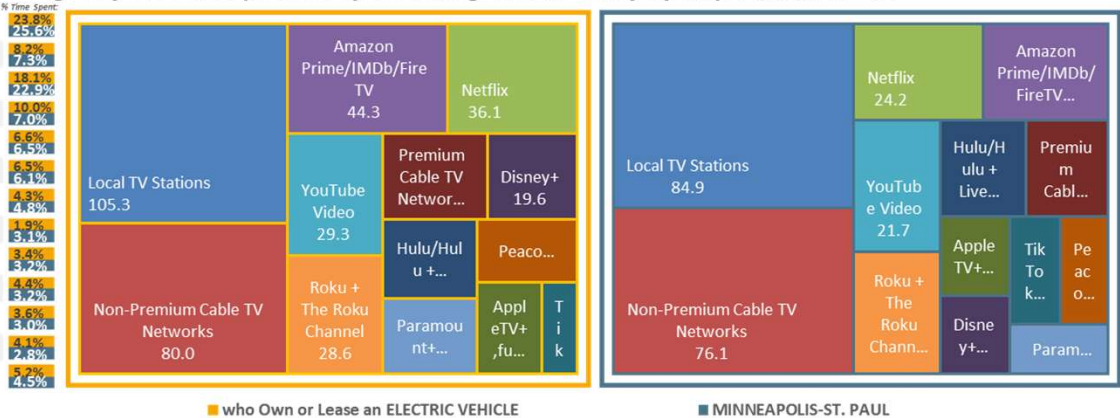
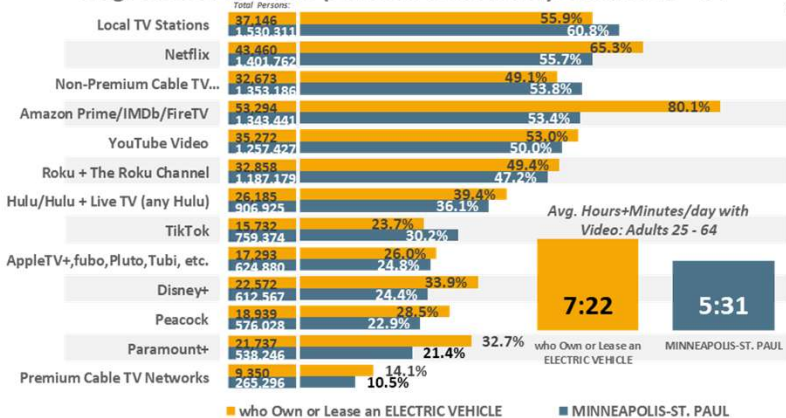




37,138 or 55.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 101.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

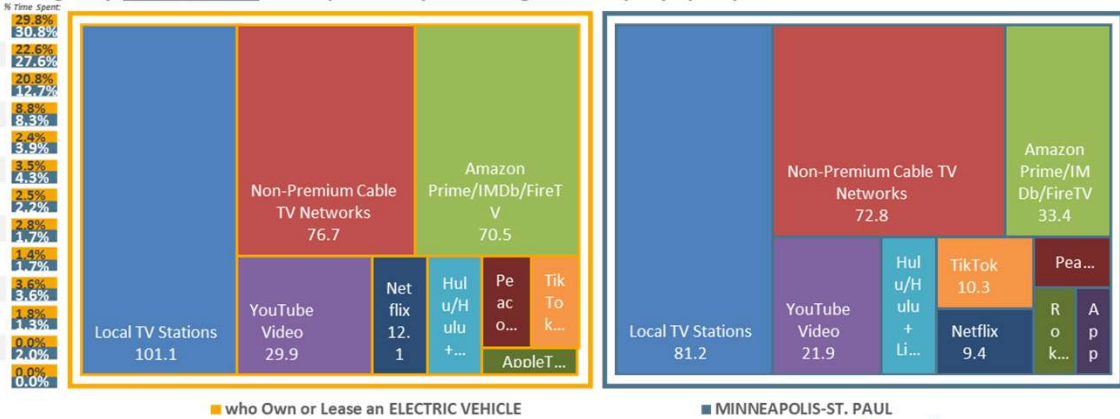
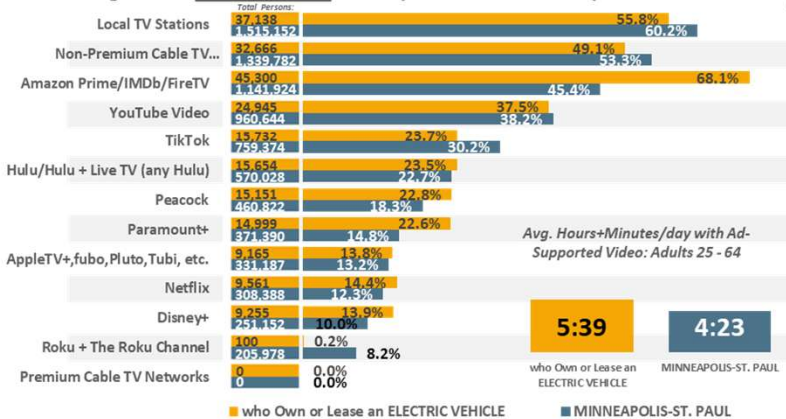
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

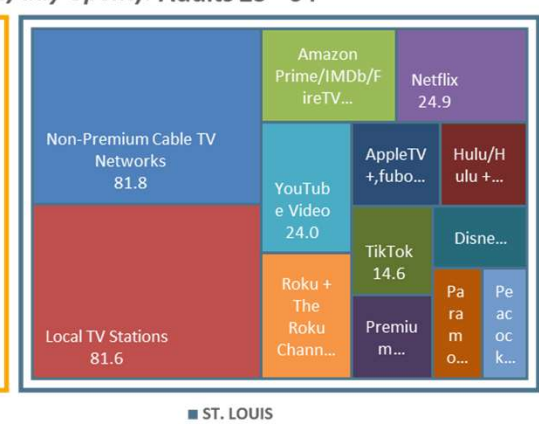
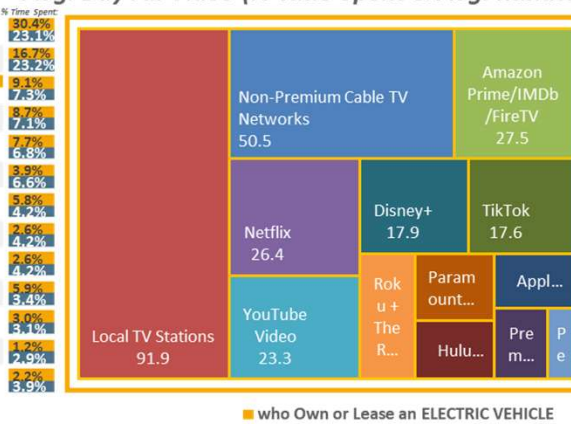
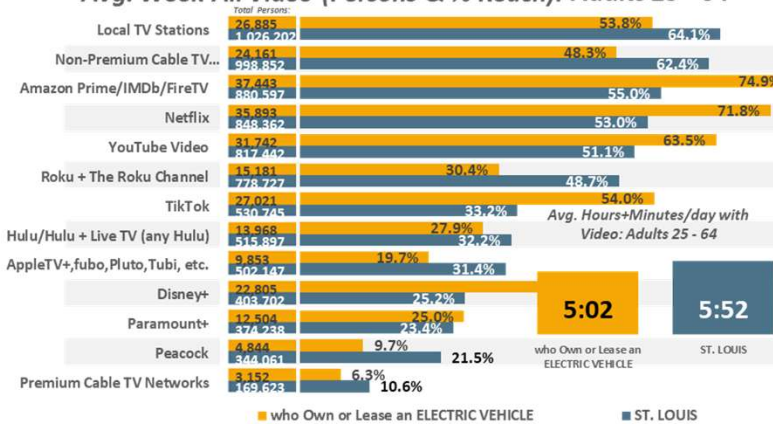




26,784 or 53.6% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.

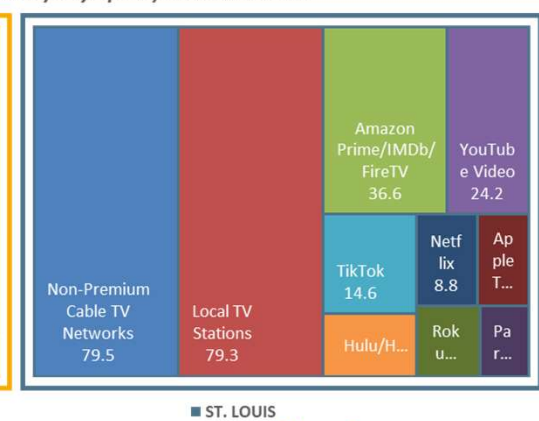
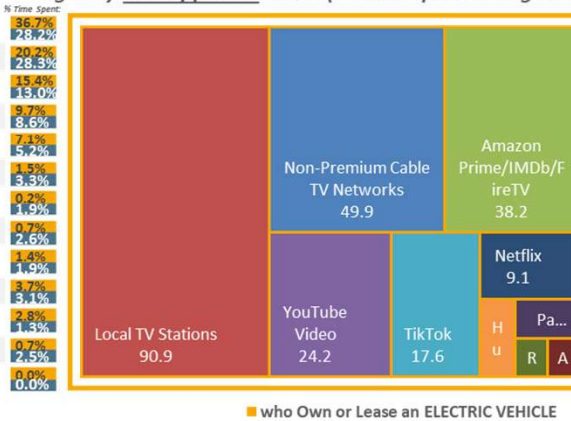
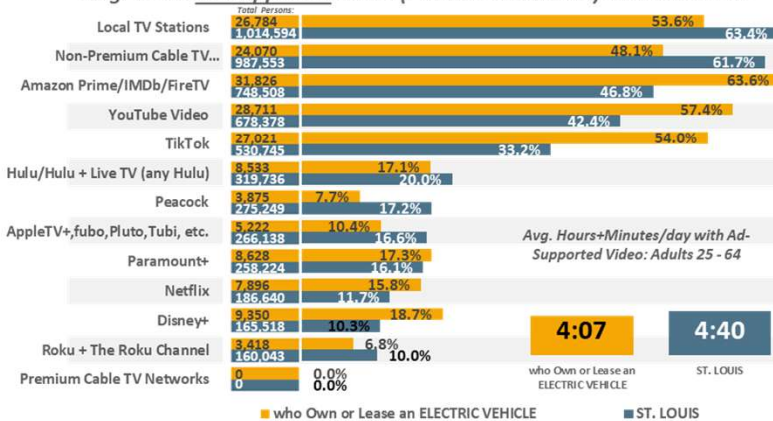
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

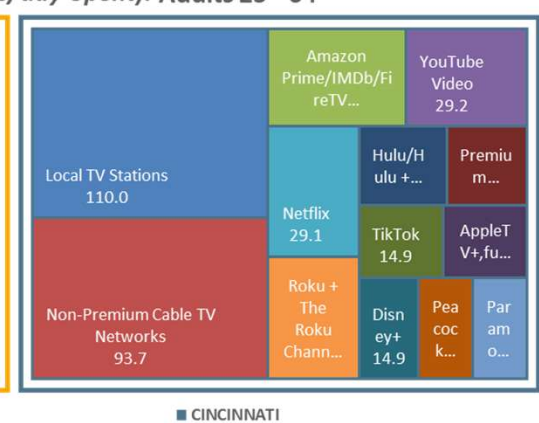
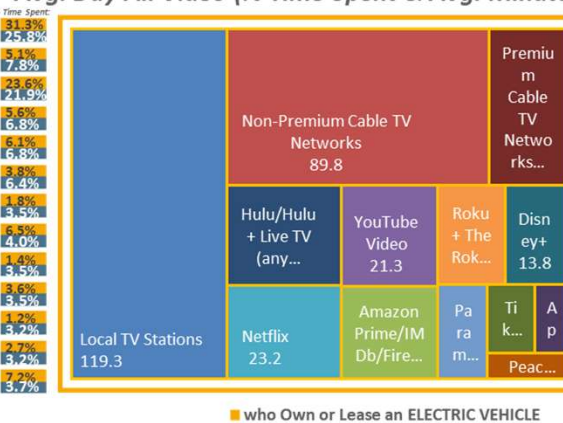
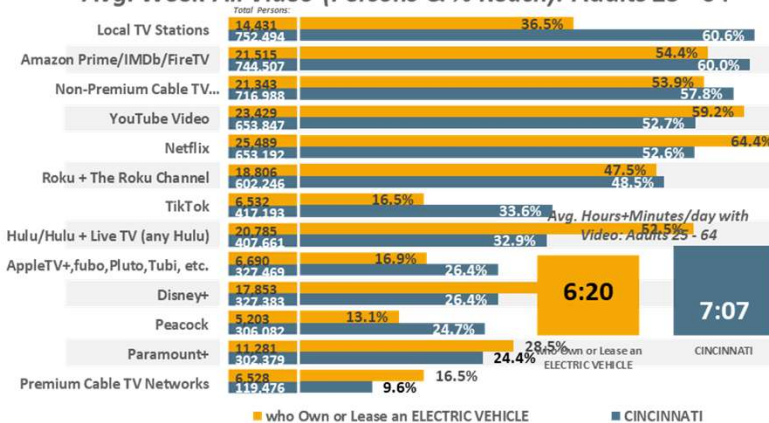




14,256 or 36.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 114.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

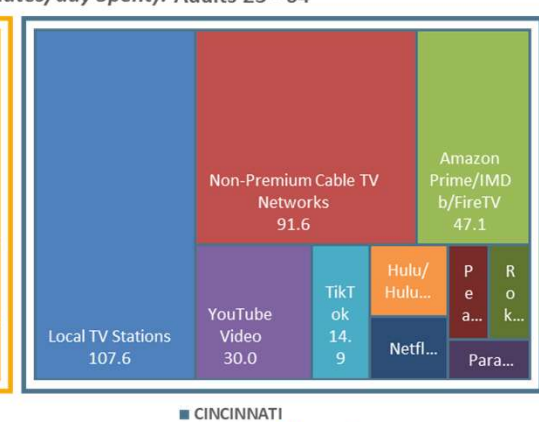
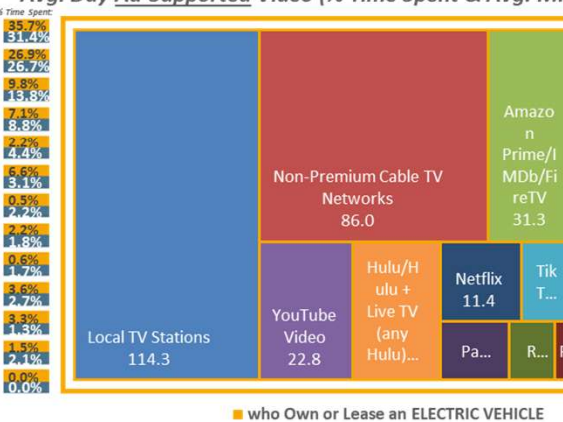
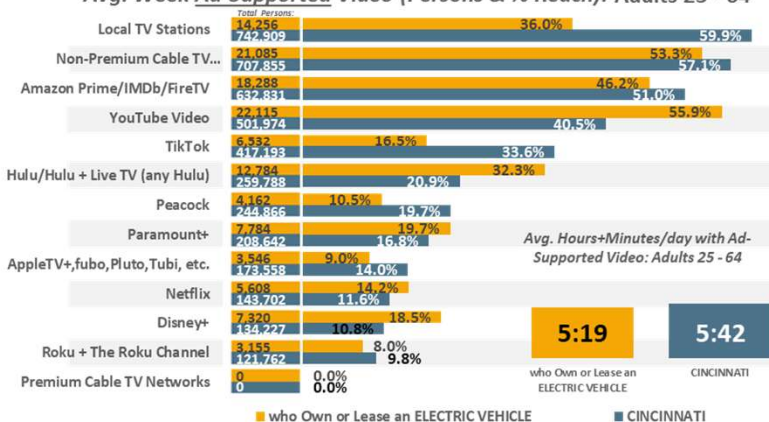
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

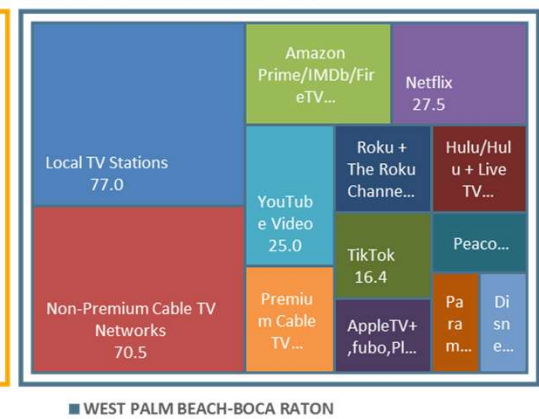
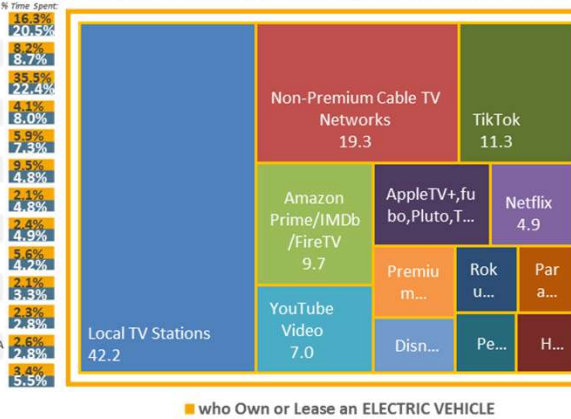
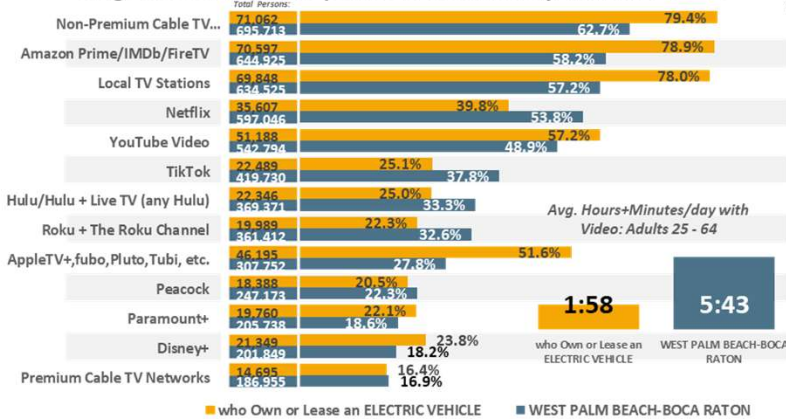




69,531 or 77.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 41.6 minutes every day representing 39.5% of all time spent daily with Ad-Supported Video.

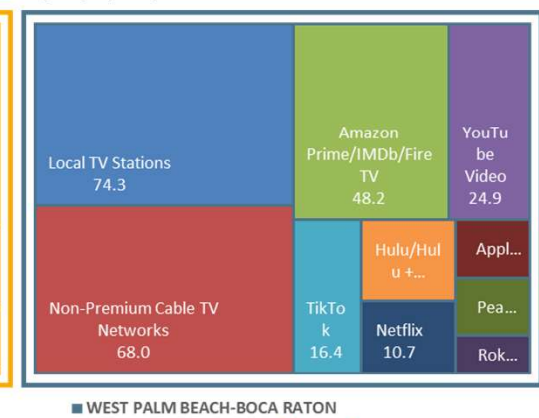
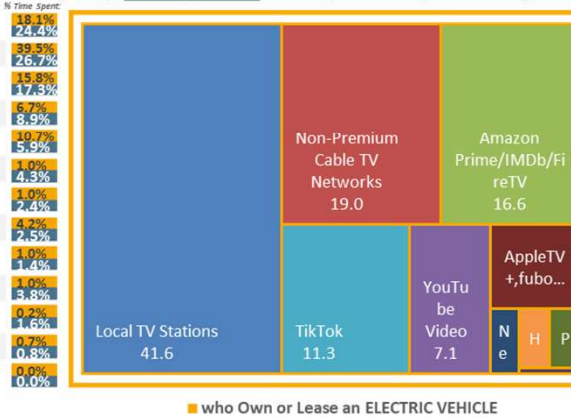
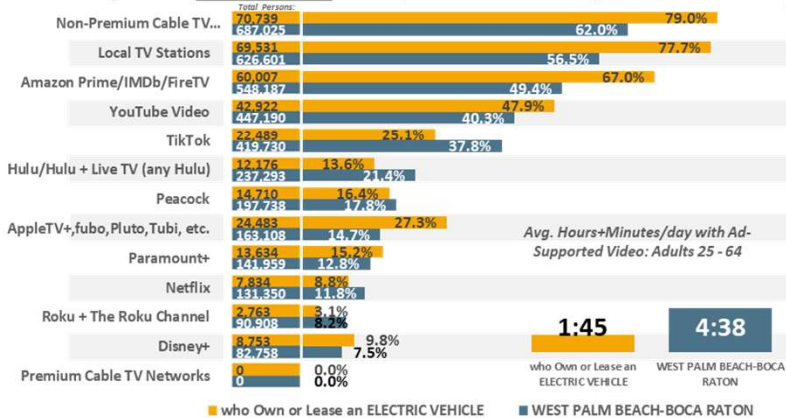
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

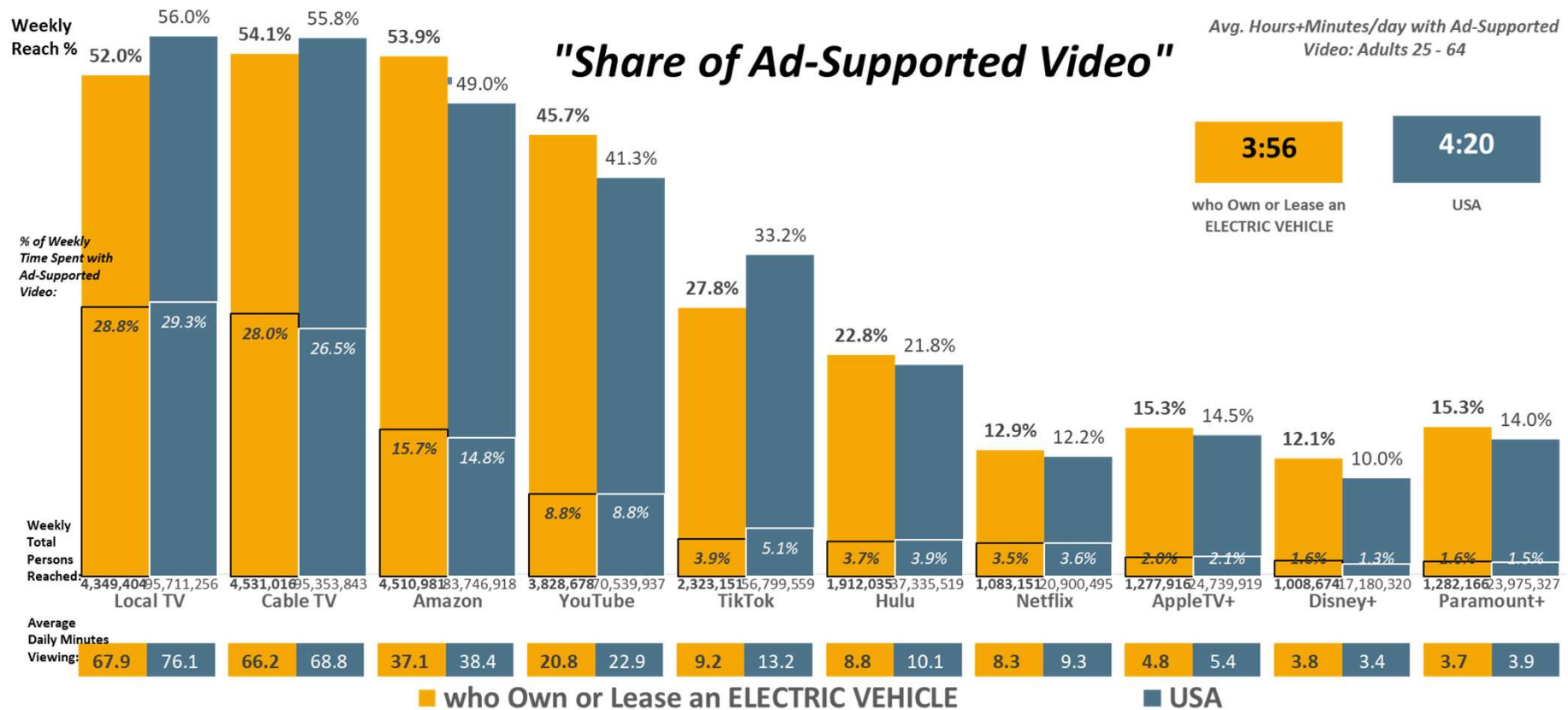
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





4,349,404 or 52.0% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 67.9 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

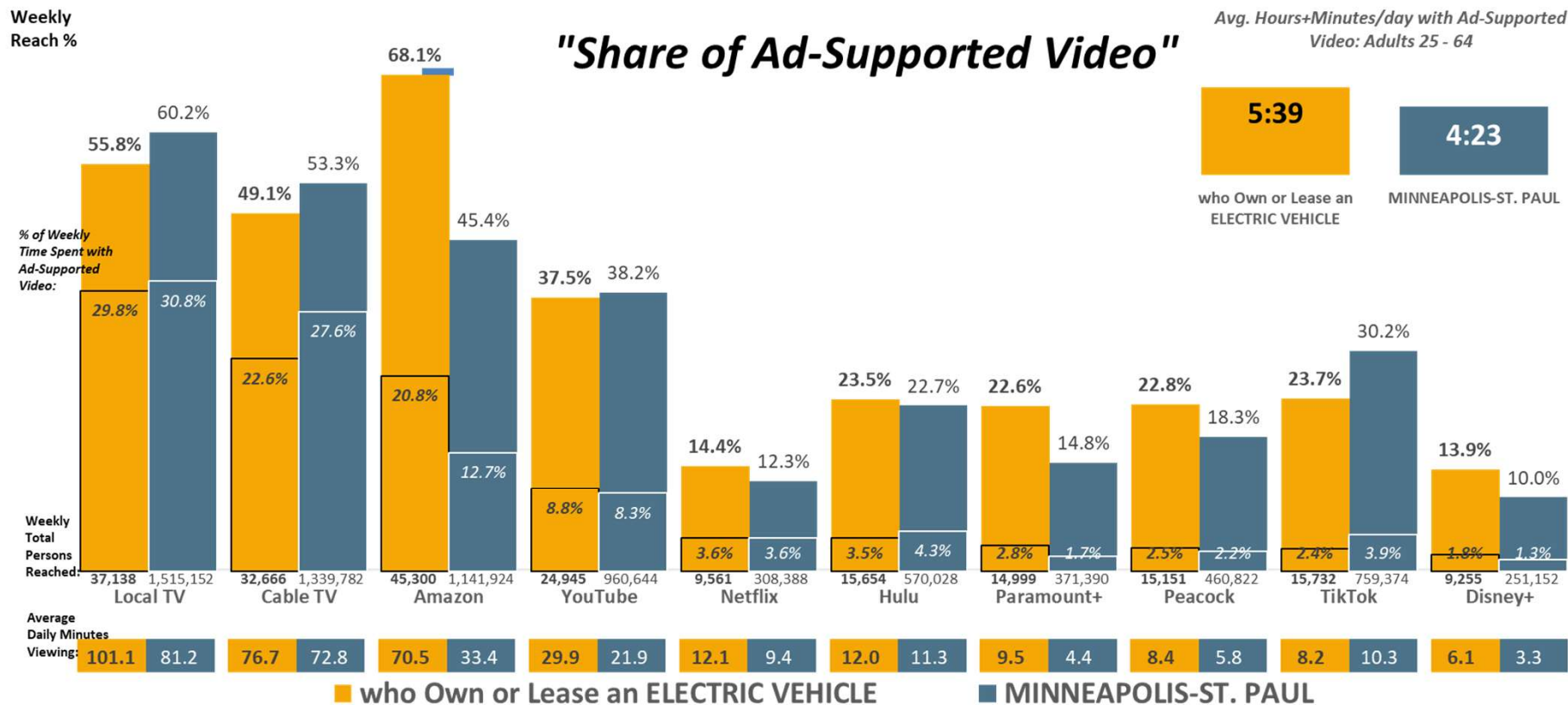
"Share of Ad-Supported Video"





37,138 or 55.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 101.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

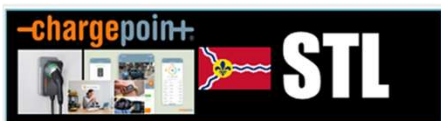
"Share of Ad-Supported Video"



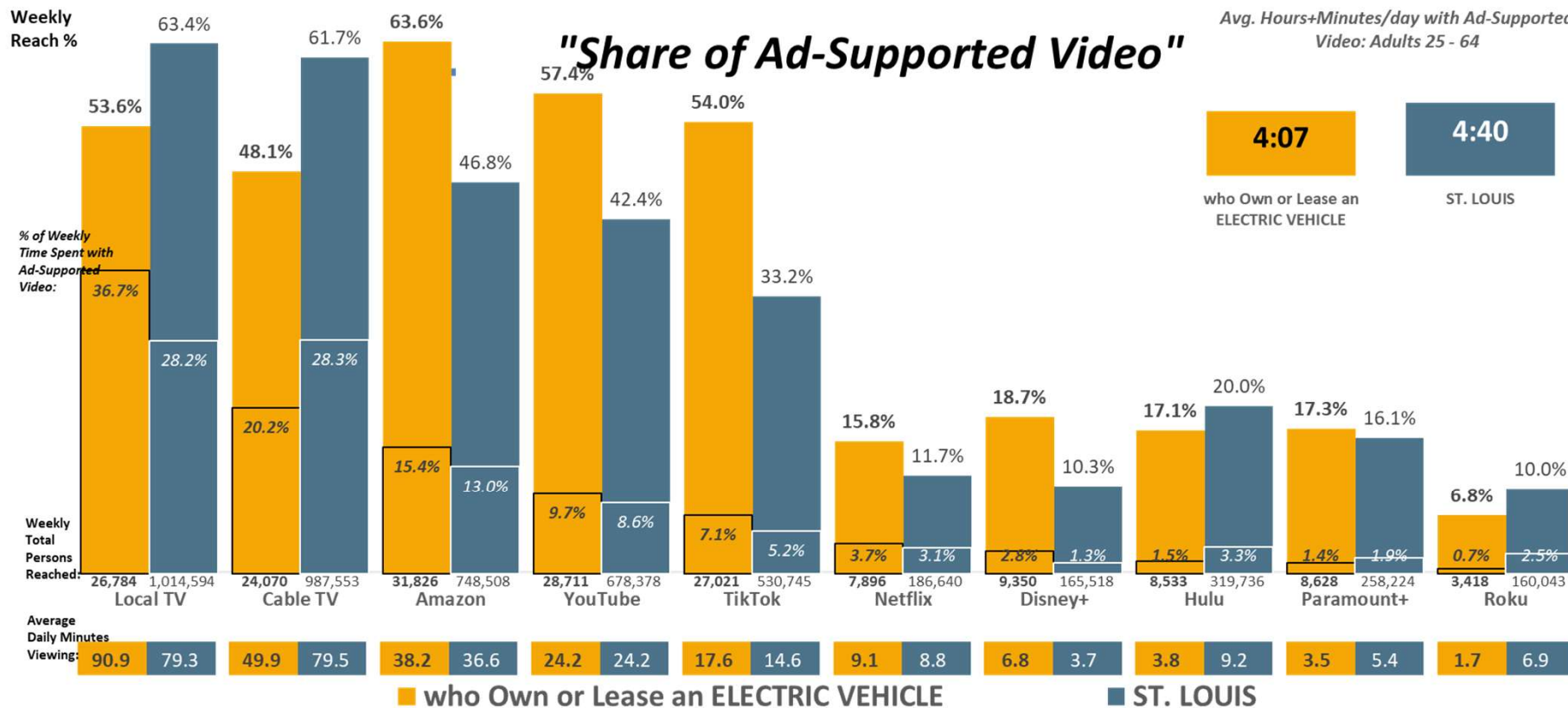
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle

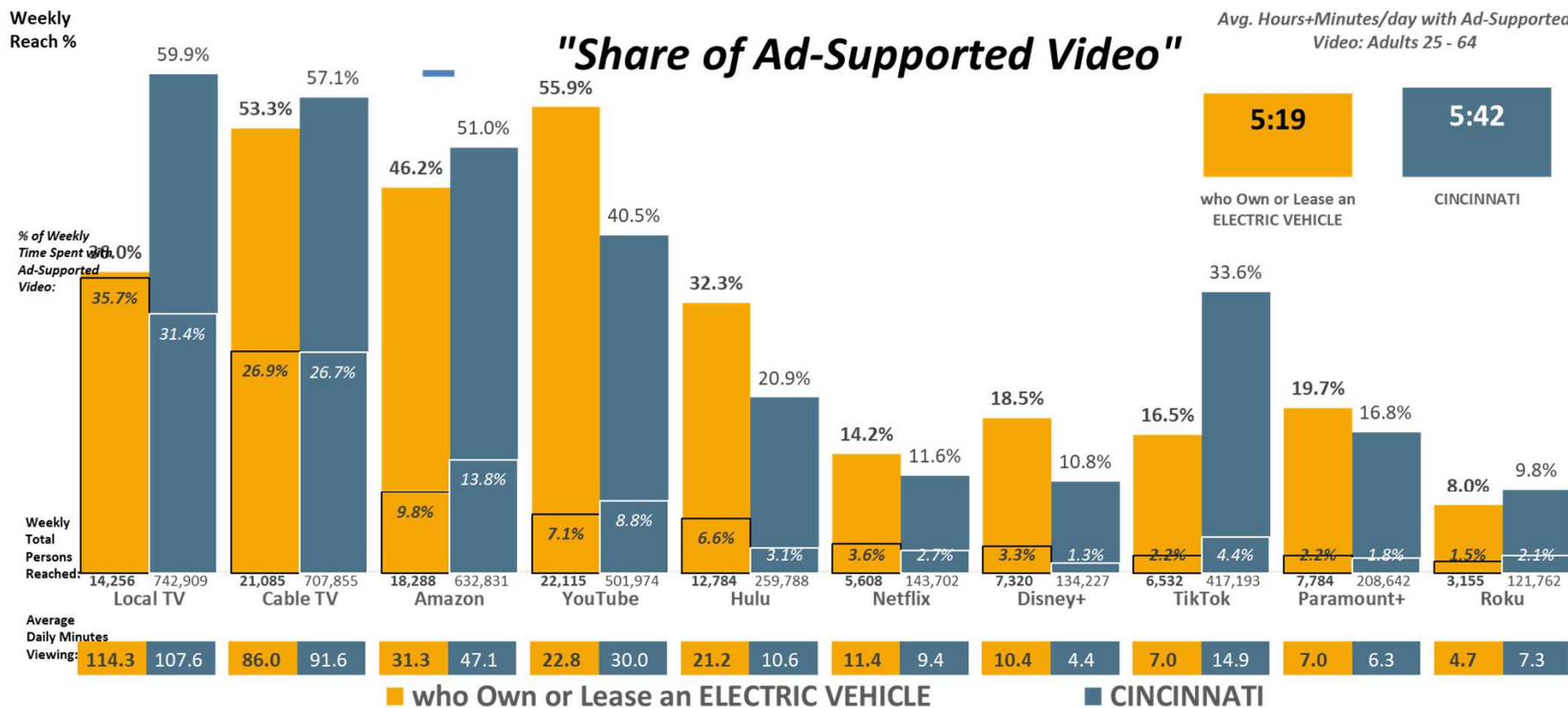


26,784 or 53.6% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Video.





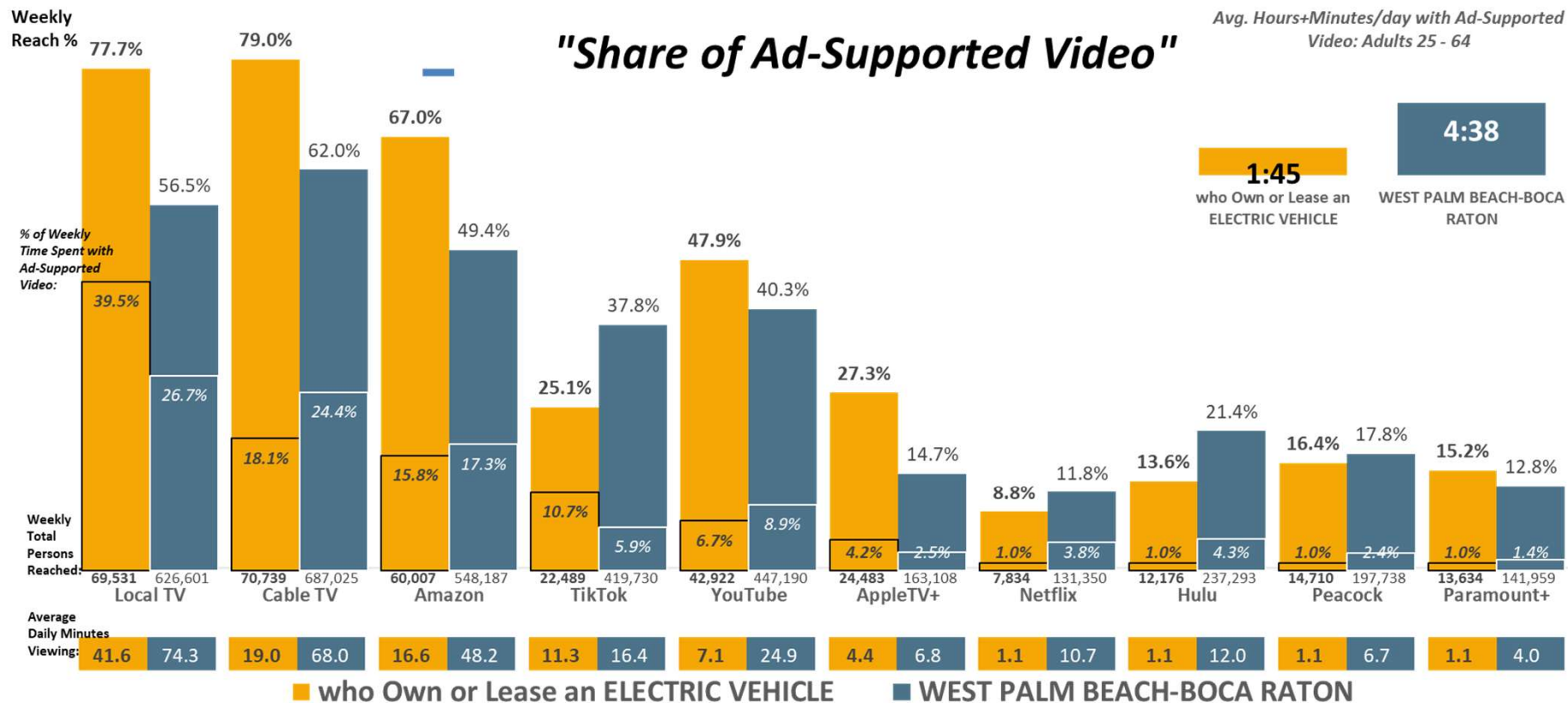
14,256 or 36.6% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 114.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.





69,531 or 77.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 41.6 minutes every day representing 39.5% of all time spent daily with Ad-Supported Video.

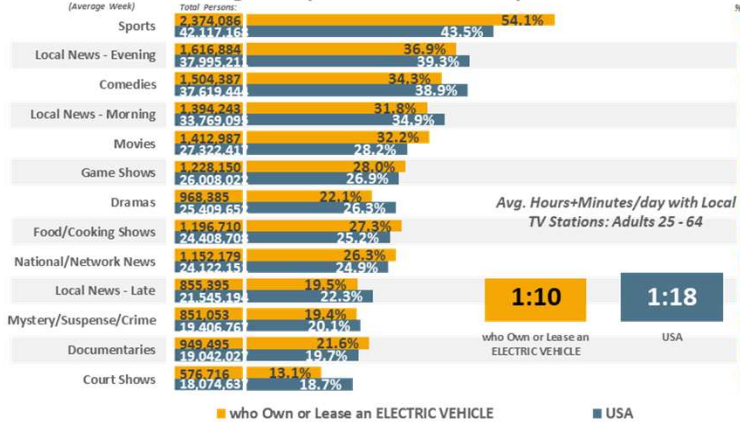
"Share of Ad-Supported Video"



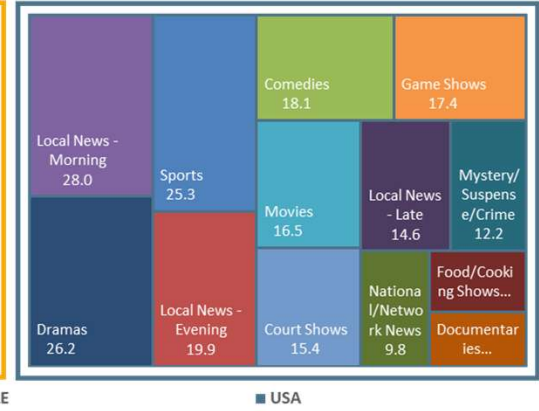
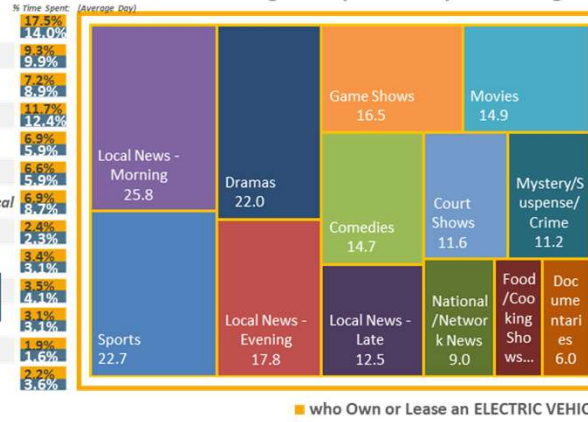


4,349,404 or 52.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Game Shows.

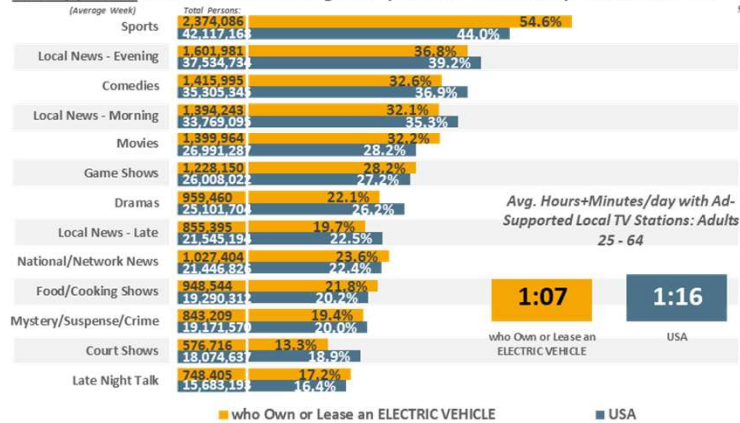
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



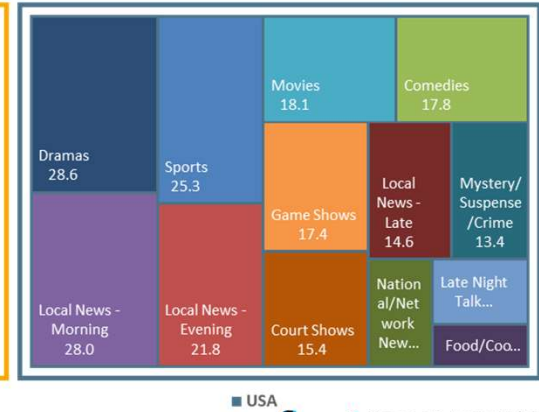
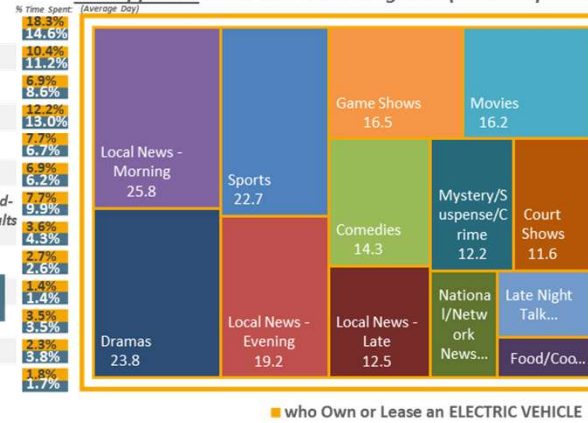
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



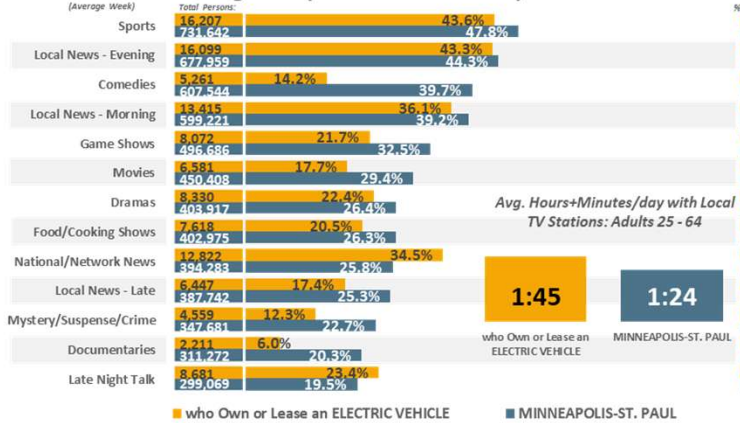
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



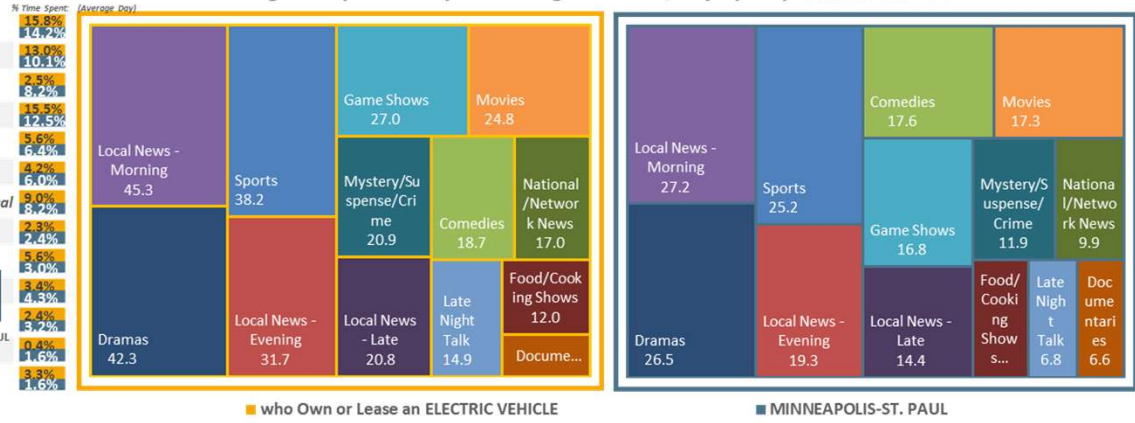


37,138 or 55.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Late Night Talk, and Dramas.

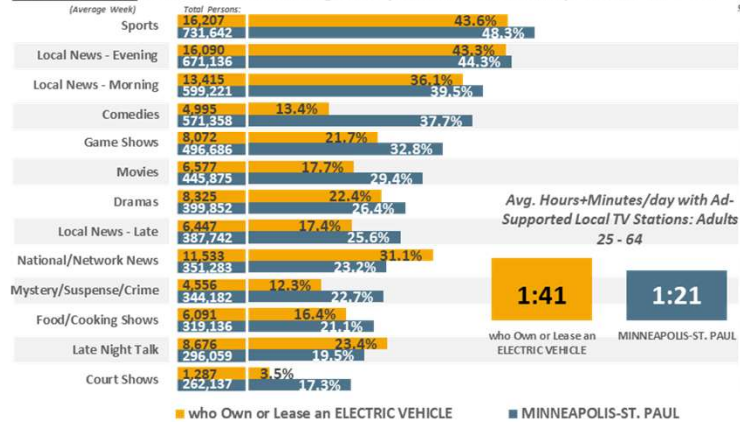
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



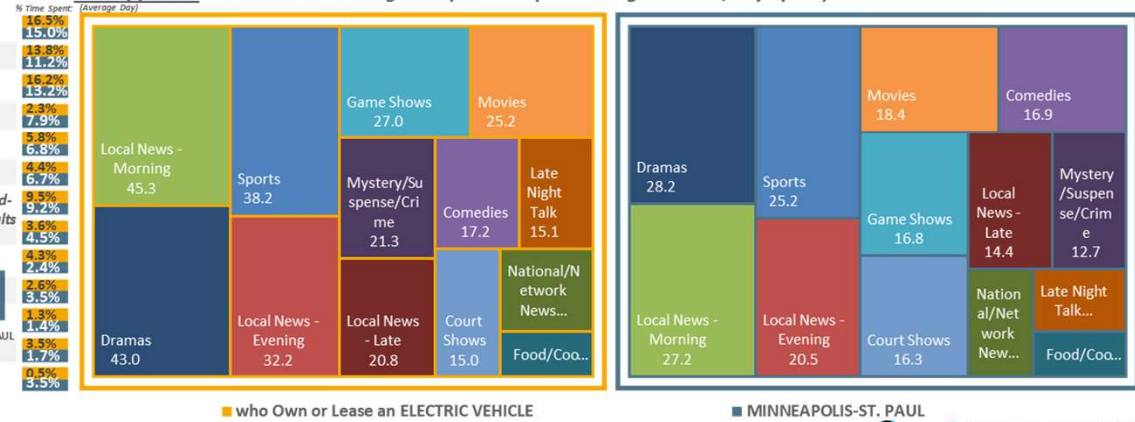
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



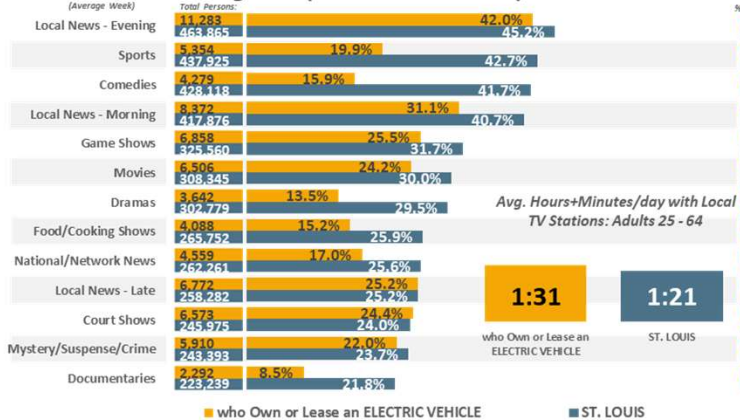
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



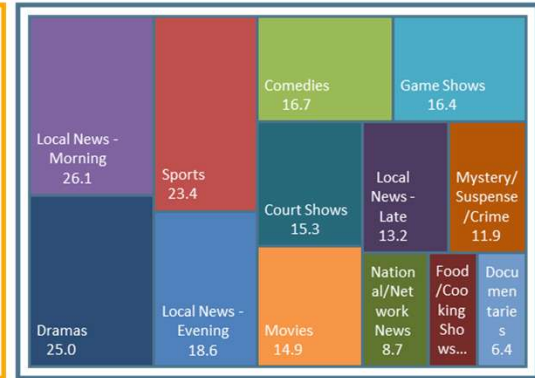
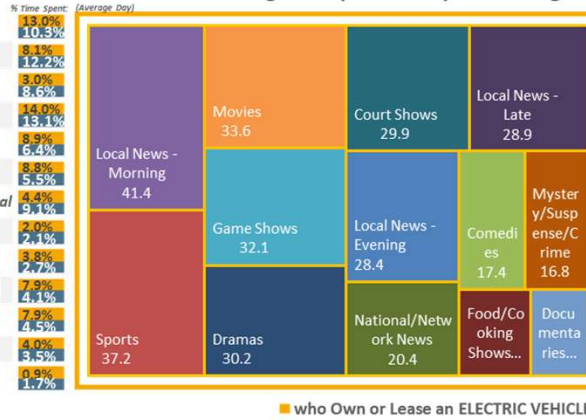


26,784 or 53.6% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Game Shows, Local News - Late, Court Shows, and Movies.

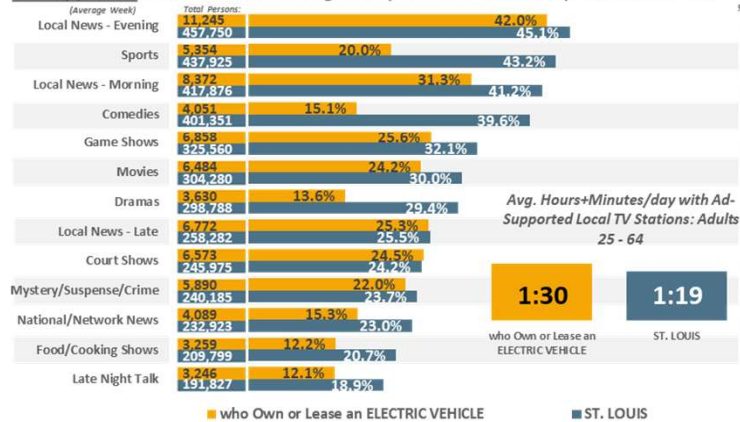
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



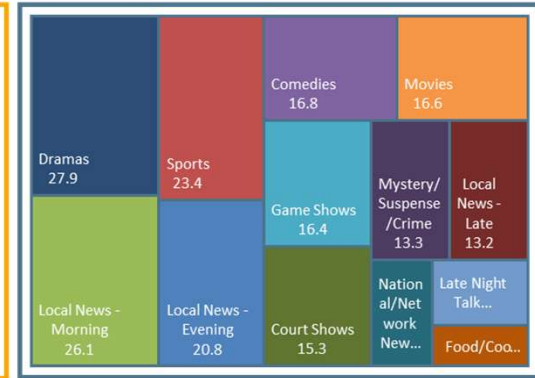
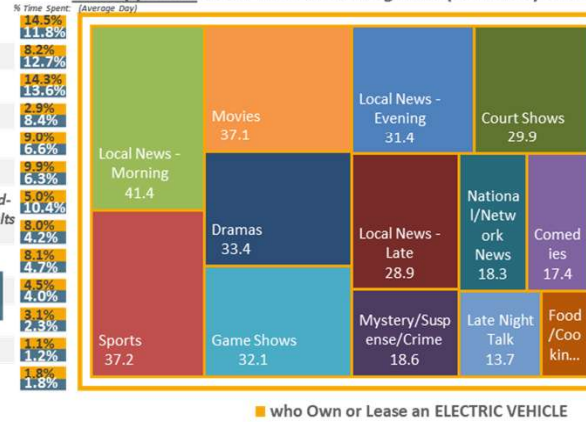
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



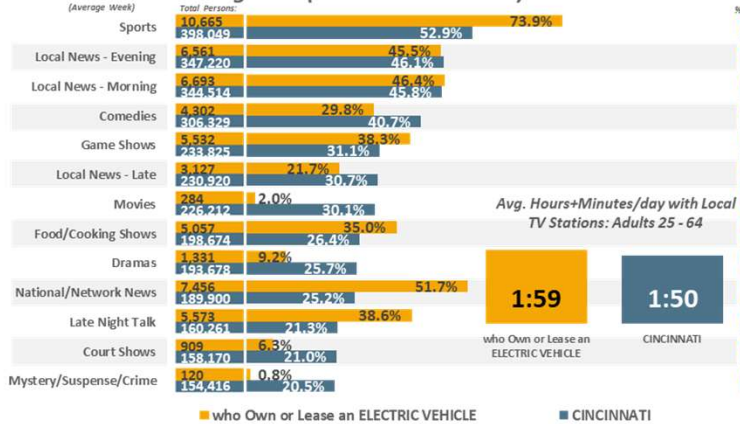
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



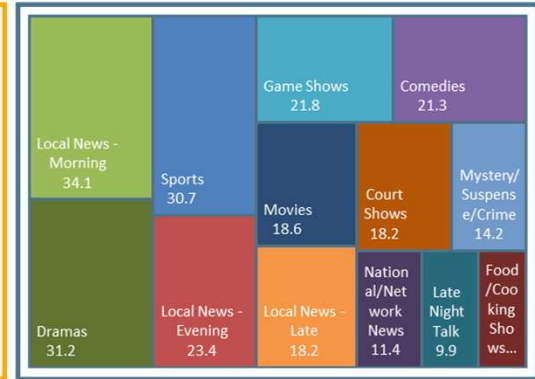
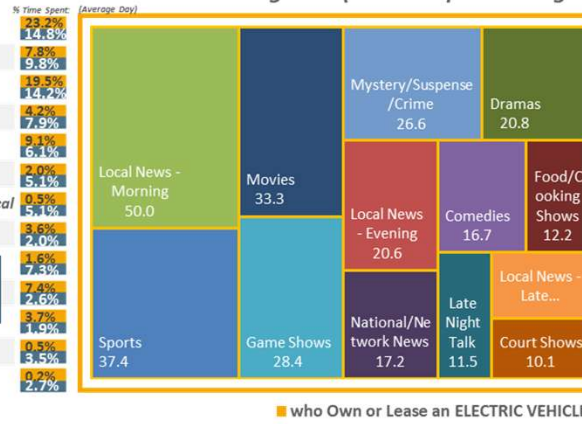


14,256 or 36.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, National/Network News, Local News - Evening, Late Night Talk, and Game Shows.

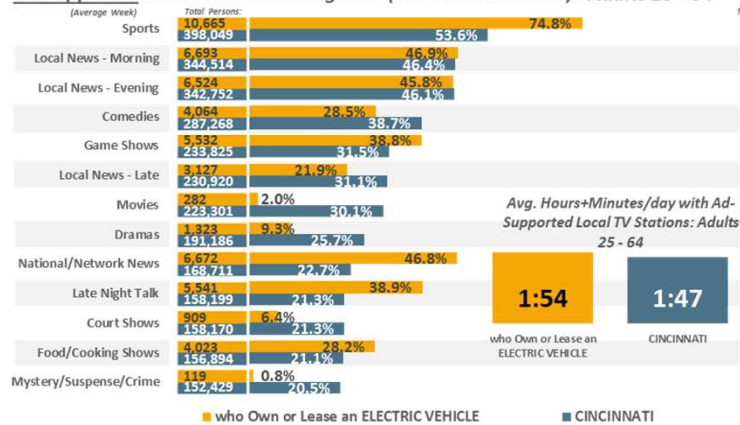
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



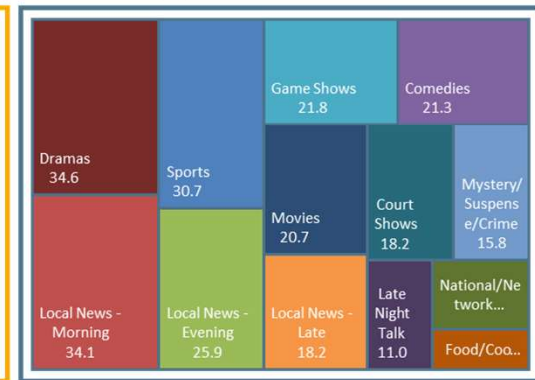
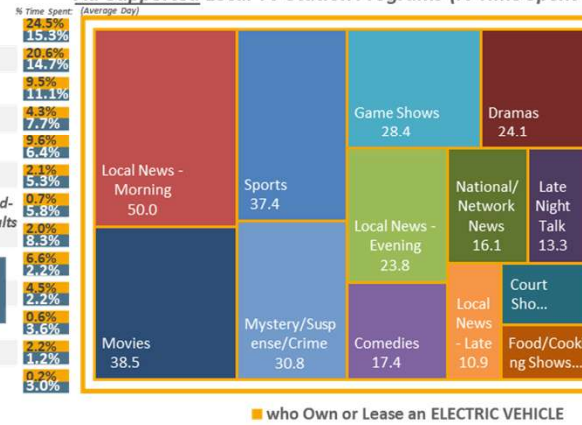
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



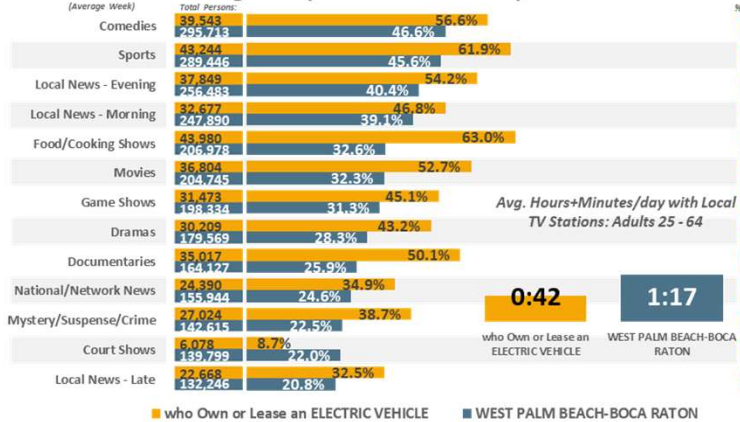
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



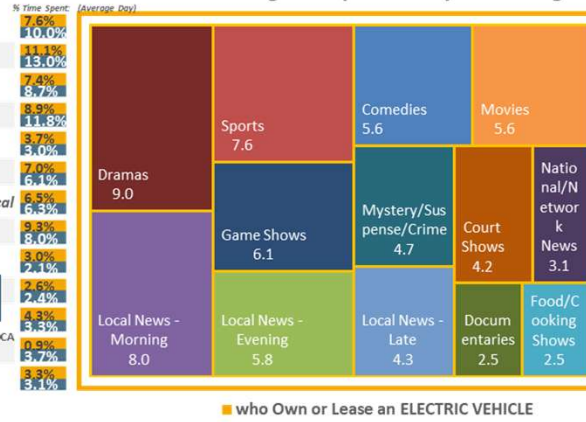


69,531 or 77.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Food/Cooking Shows, and Reality - Dating.

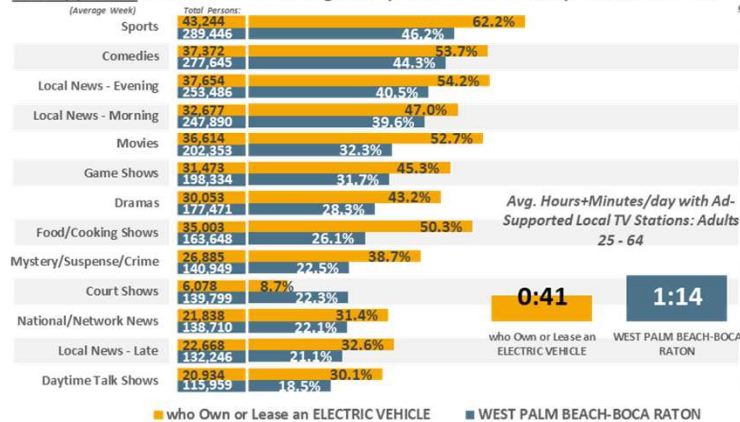
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



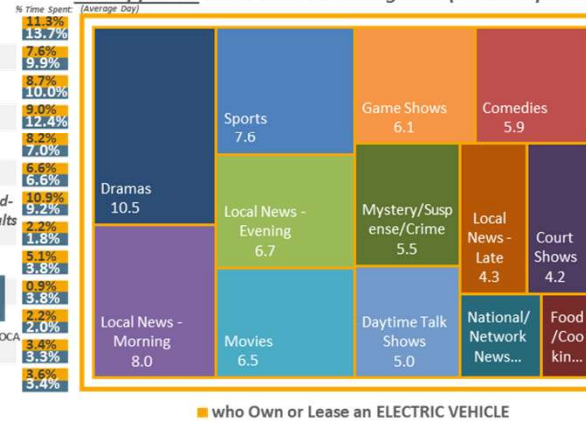
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



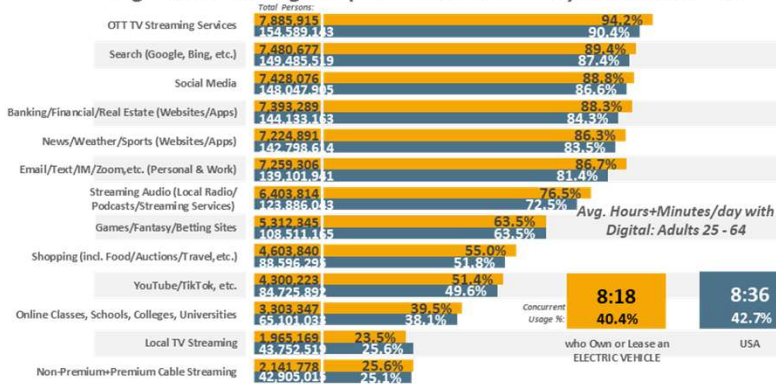
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





6,459,448 or 77.2% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Social Media for an average of 117.2 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

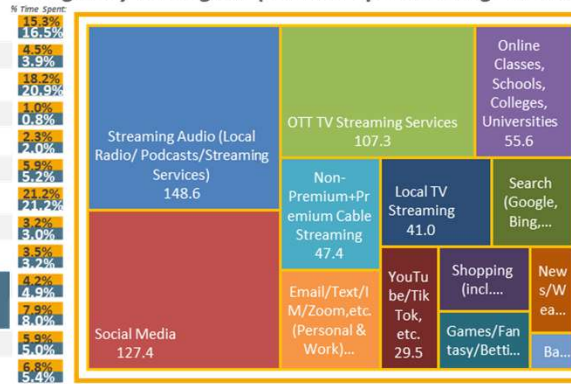


Avg. Hours+Minutes/day with Digital: Adults 25 - 64

8:18
40.4%
who Own or Lease an ELECTRIC VEHICLE

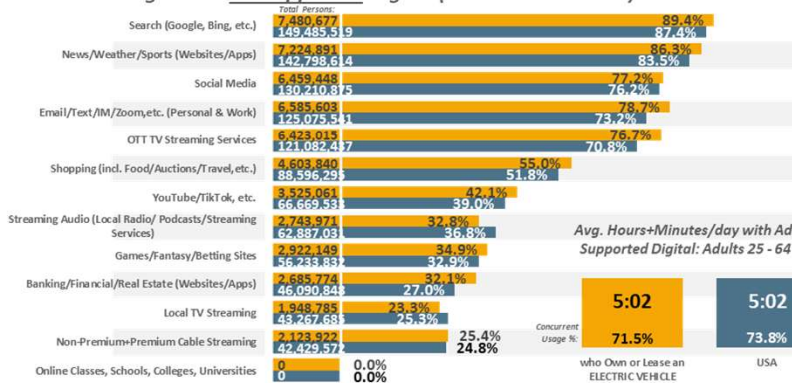
8:36
42.7%
USA

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



who Own or Lease an ELECTRIC VEHICLE

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 25 - 64

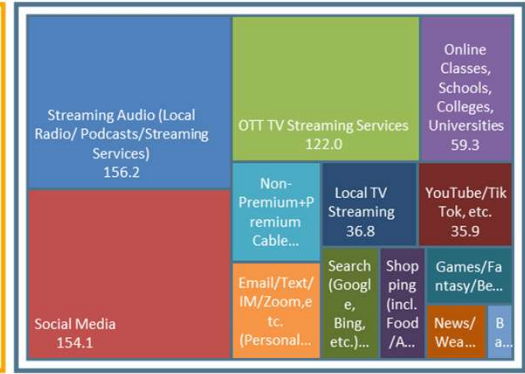
5:02
71.5%
who Own or Lease an ELECTRIC VEHICLE

5:02
73.8%
USA

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



who Own or Lease an ELECTRIC VEHICLE



USA



USA

USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 1,225
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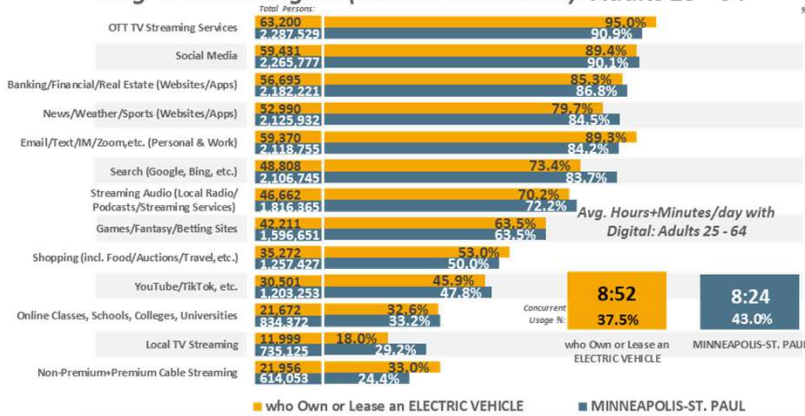
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Electric/Hybrid vehicles (HHELD): Own or lease electric vehicle

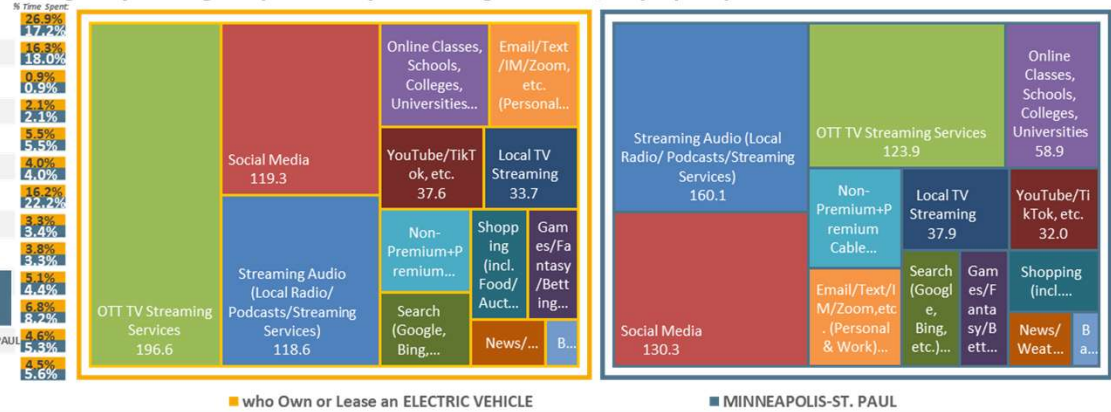


52,517 or 79.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Social Media for an average of 109.8 minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

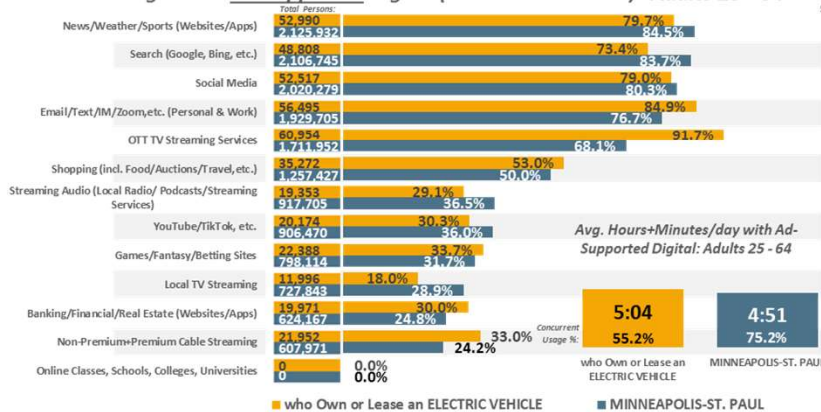
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



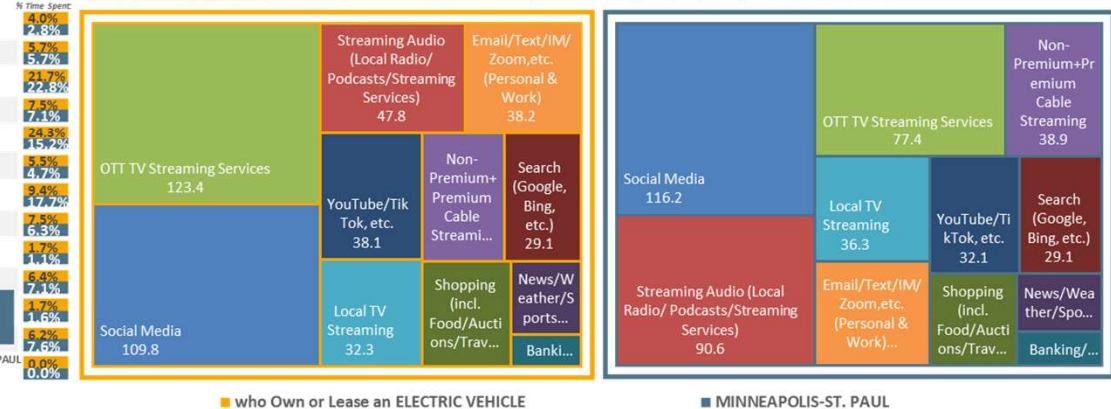
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



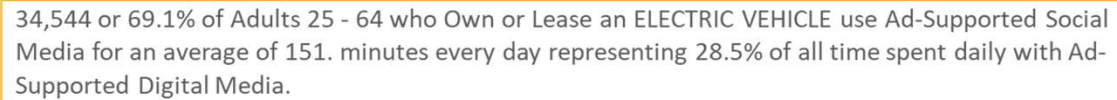
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



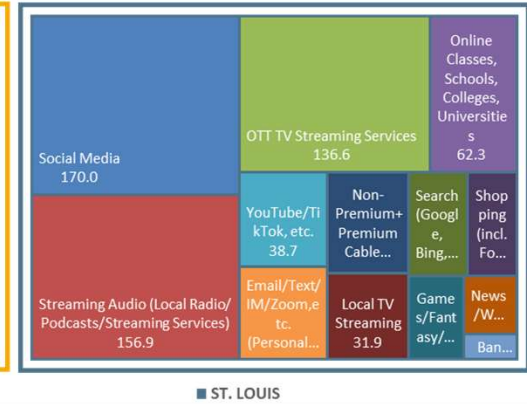
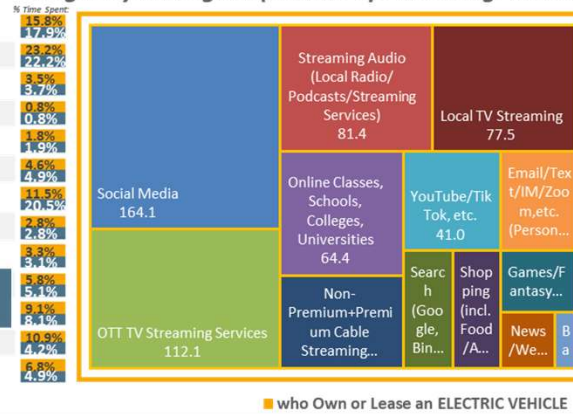
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60
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soefa.ai Share of Everything for Anything

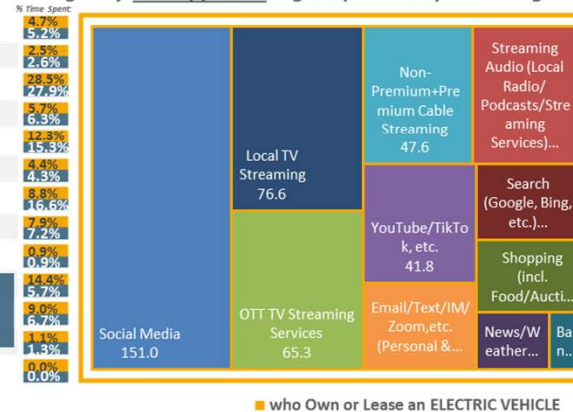
Electric/Hybrid vehicles (HHL): Own or lease electric vehicle



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

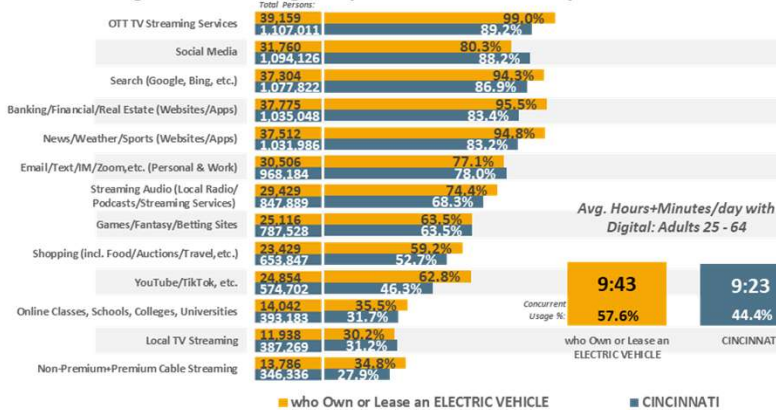


Electric/Hybrid vehicles (HHL): Own or lease electric vehicle

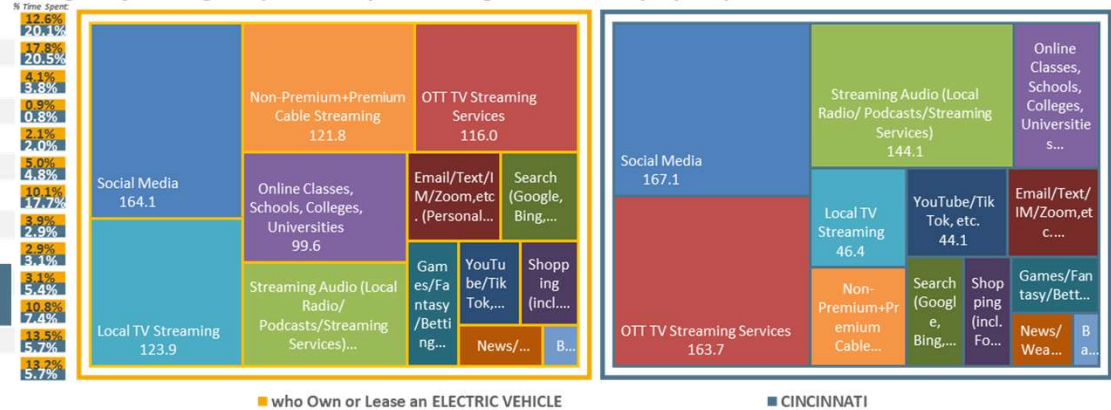


21,554 or 54.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Social Media for an average of 151. minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

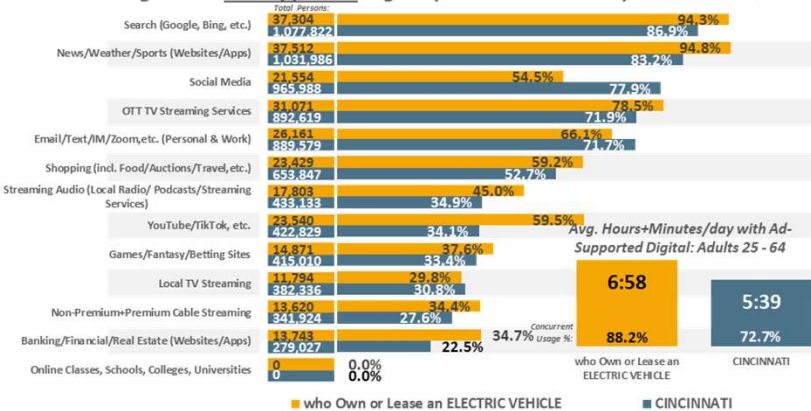
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



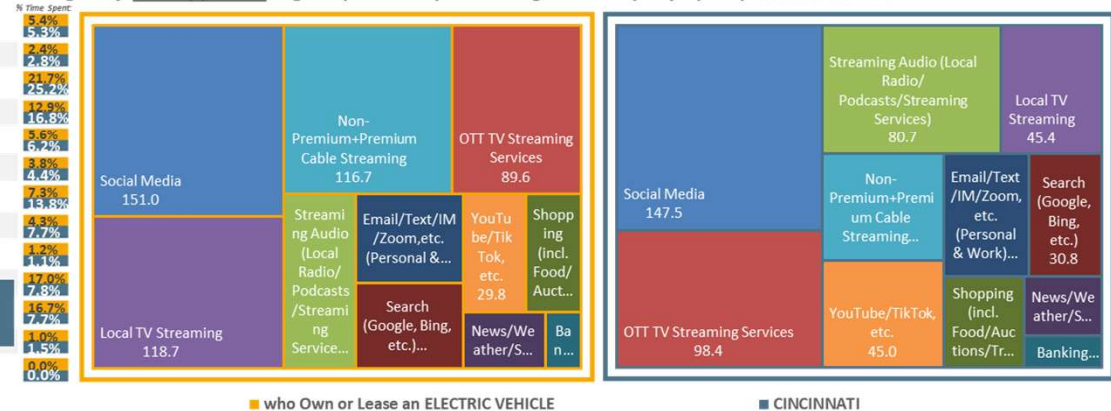
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



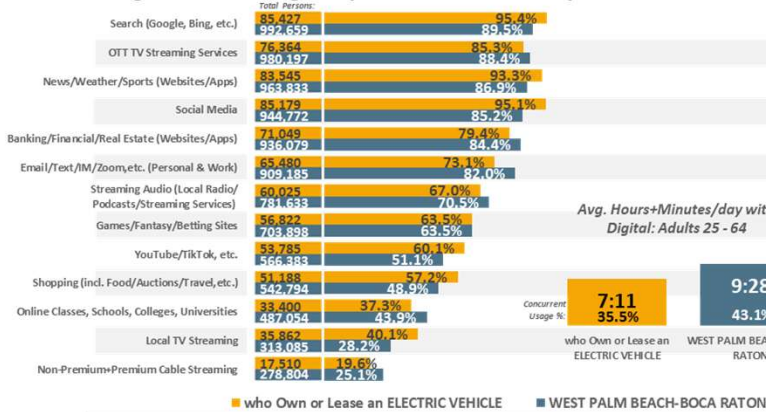
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



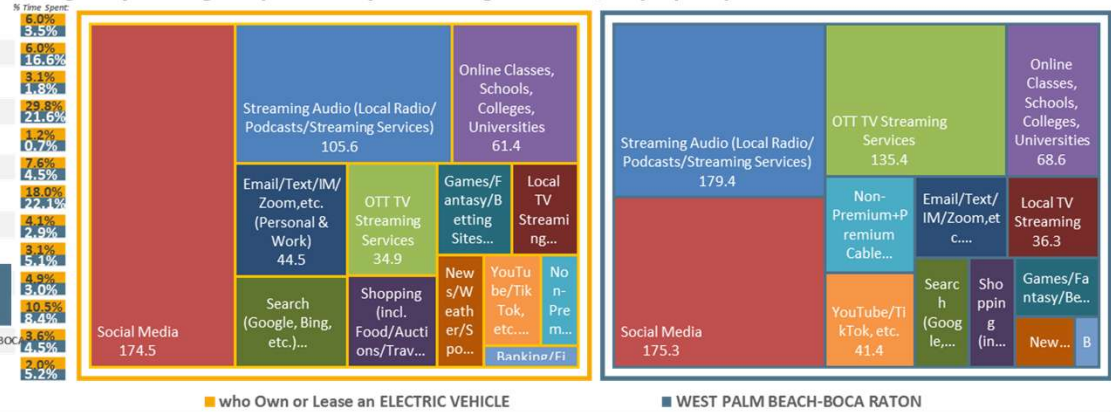


75,671 or 84.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Social Media for an average of 160.6 minutes every day representing 36.1% of all time spent daily with Ad-Supported Digital Media.

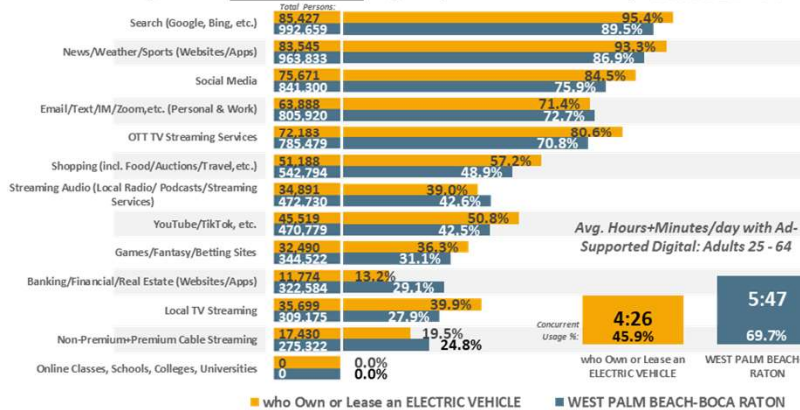
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



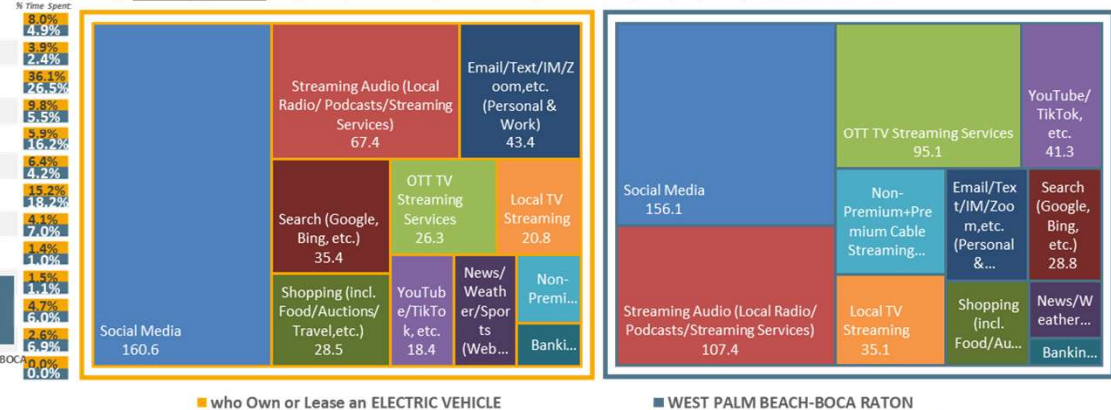
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 136
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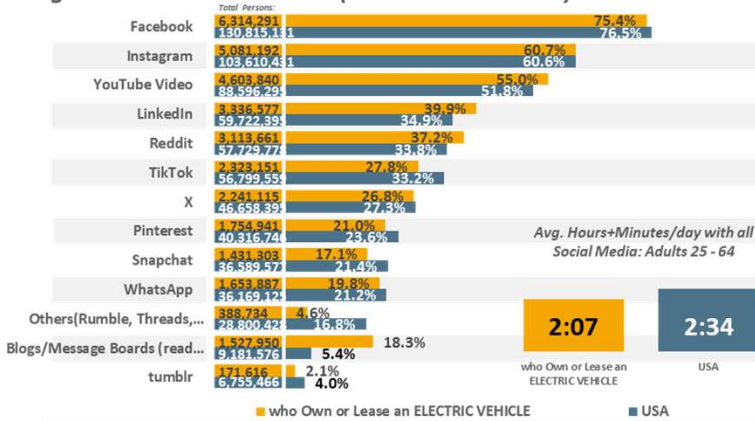
soefa.ai Share of Everything for Anything

Electric/Hybrid vehicles (HHL): Own or lease electric vehicle

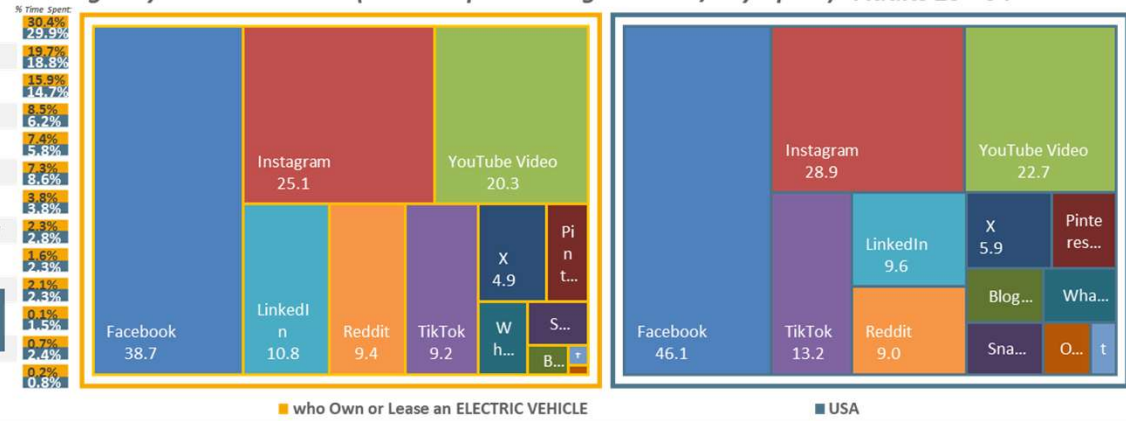


6,314,291 or 75.4% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 35.4 minutes every day representing 32.0% of all time spent daily with Ad-Supported Social Media.

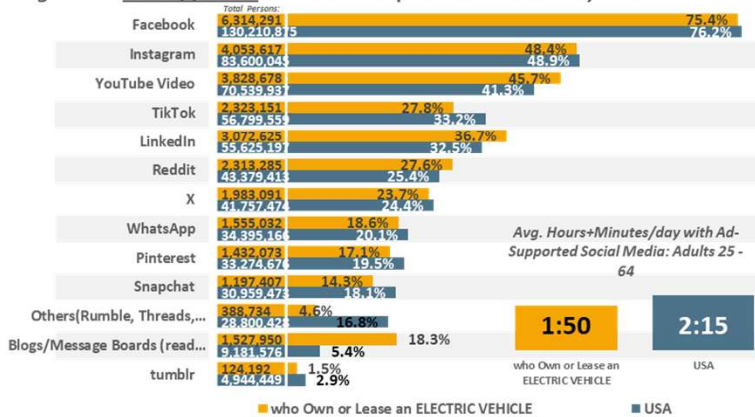
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



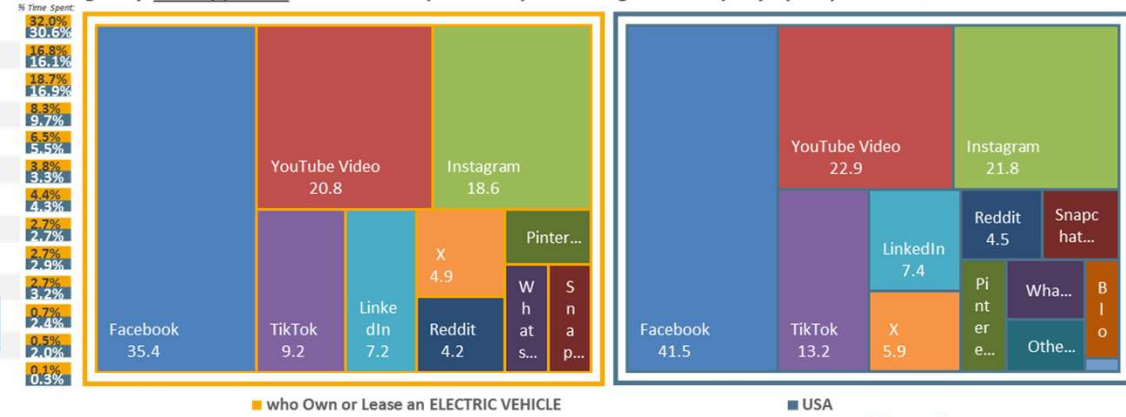
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 1,225
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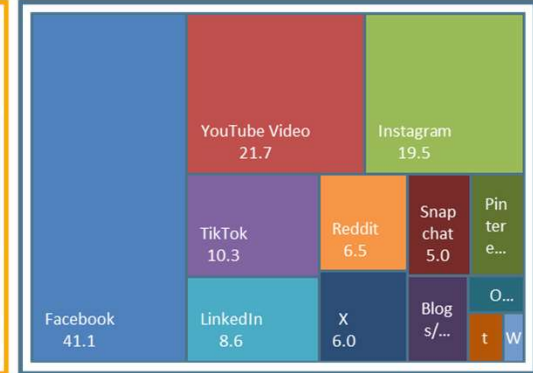
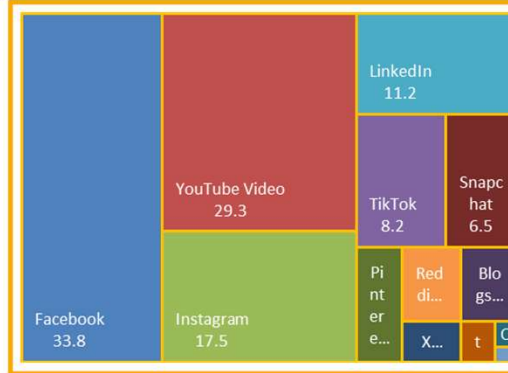
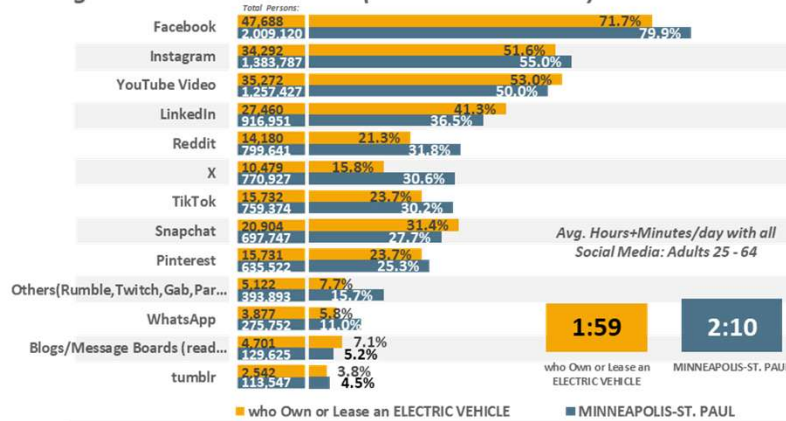
Electric/Hybrid vehicles (HHELD): Own or lease electric vehicle



24,945 or 37.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported YouTube Video for an average of 29.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Social Media.

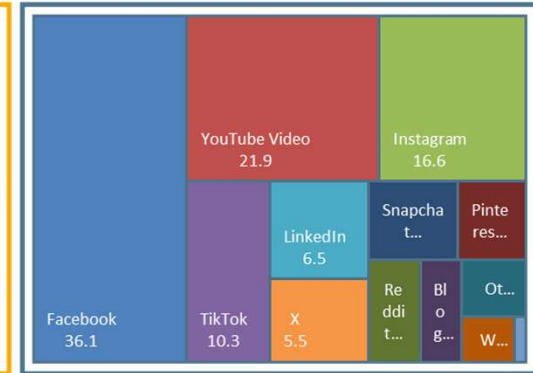
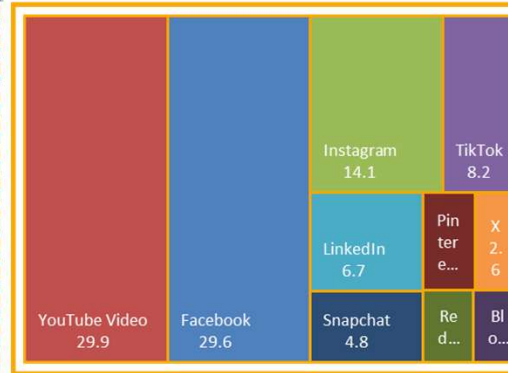
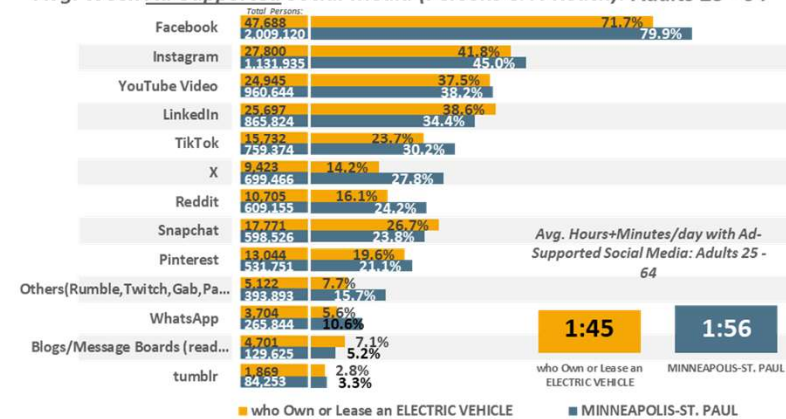
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

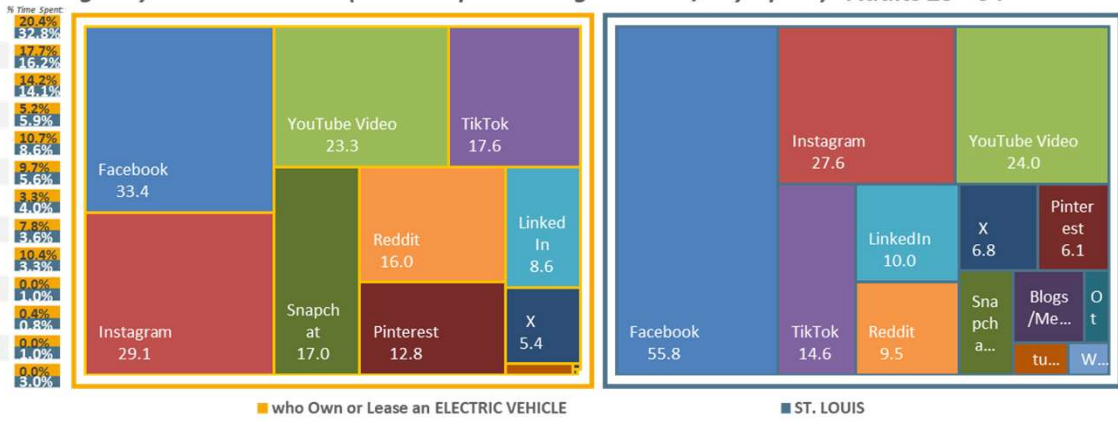
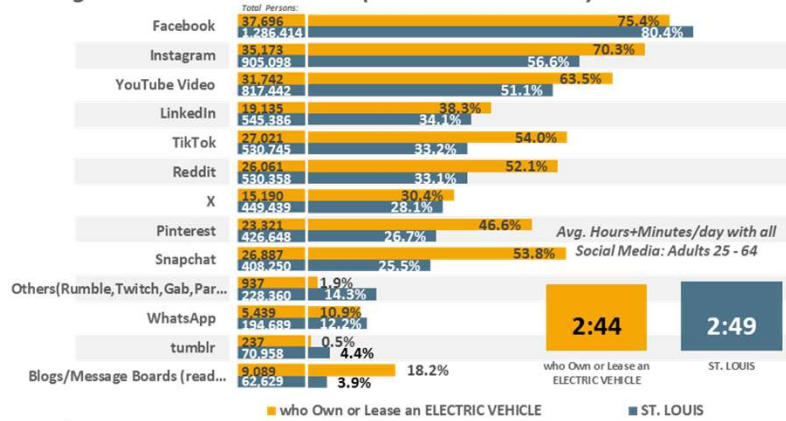




34,544 or 69.1% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 37.7 minutes every day representing 25.1% of all time spent daily with Ad-Supported Social Media.

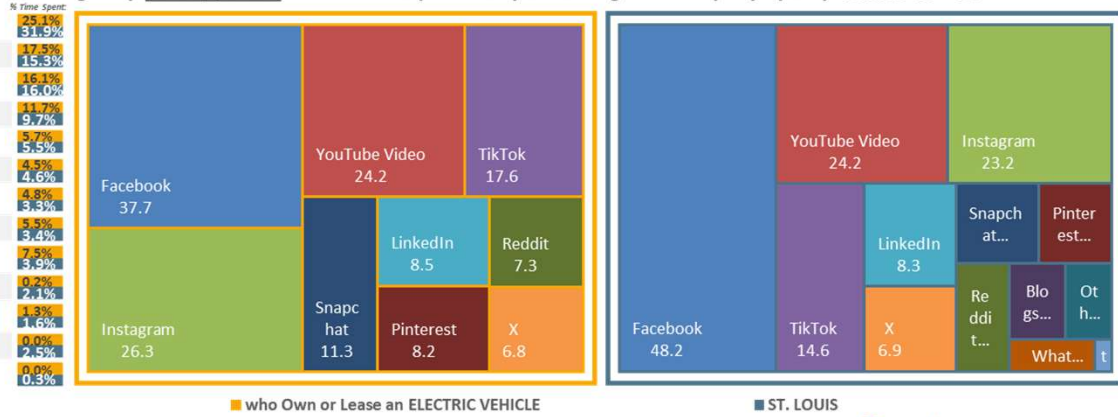
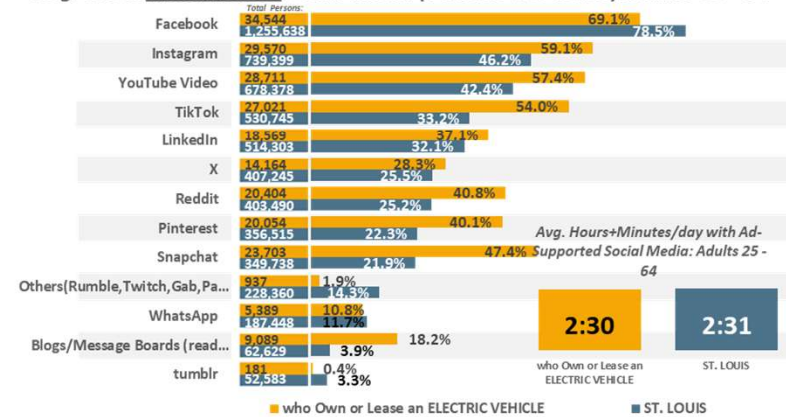
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

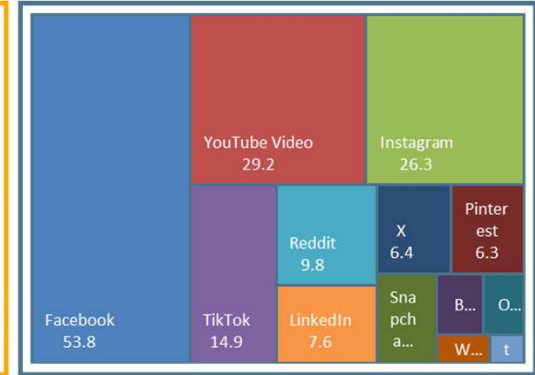
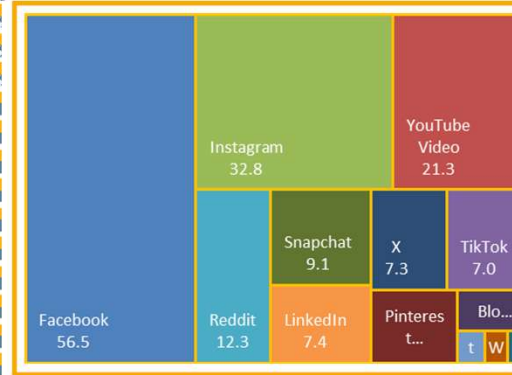
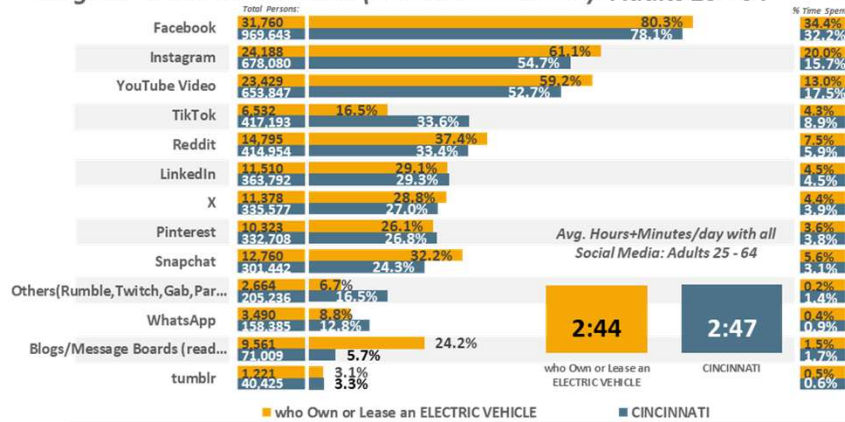




21,554 or 54.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 33.5 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.

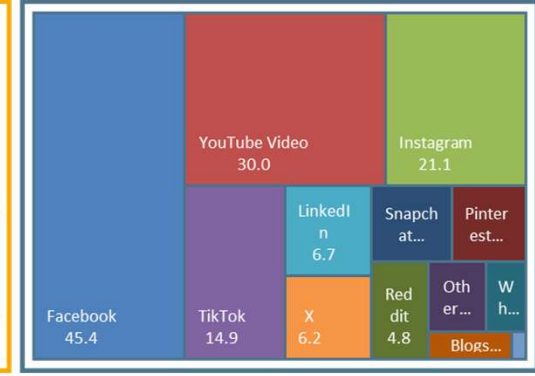
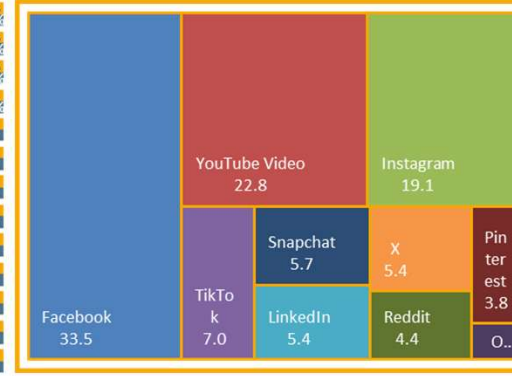
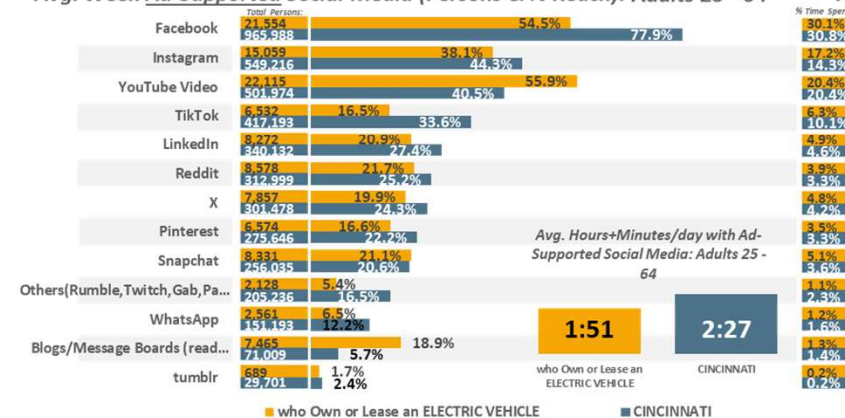
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64

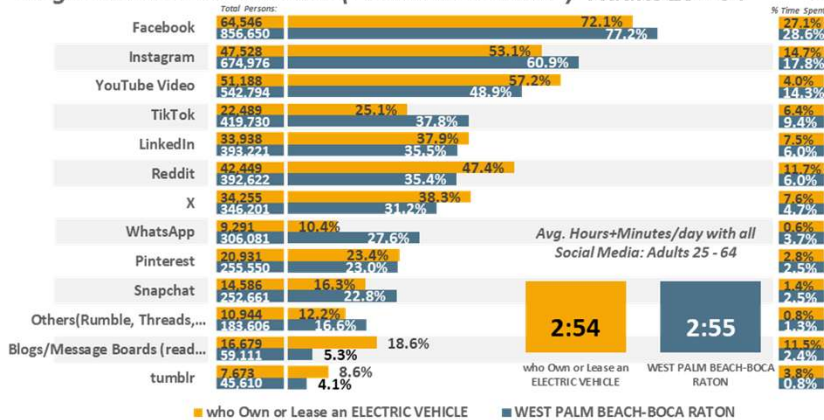
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



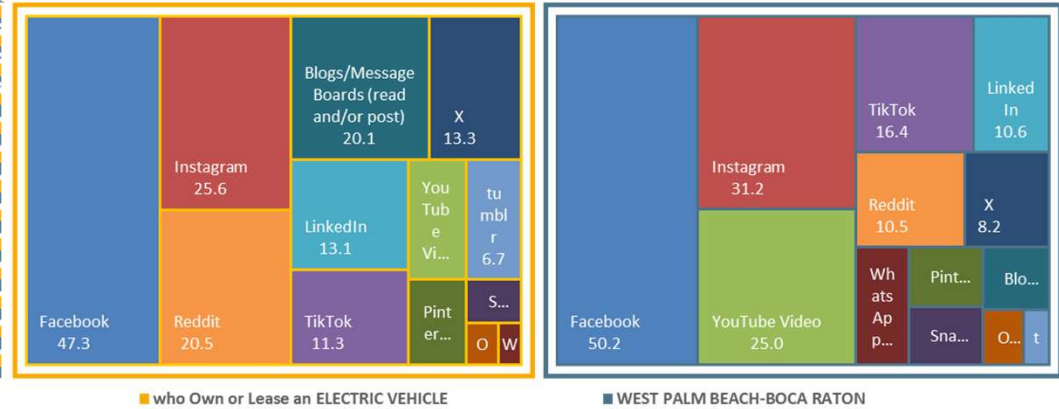


64,546 or 72.1% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 50.8 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

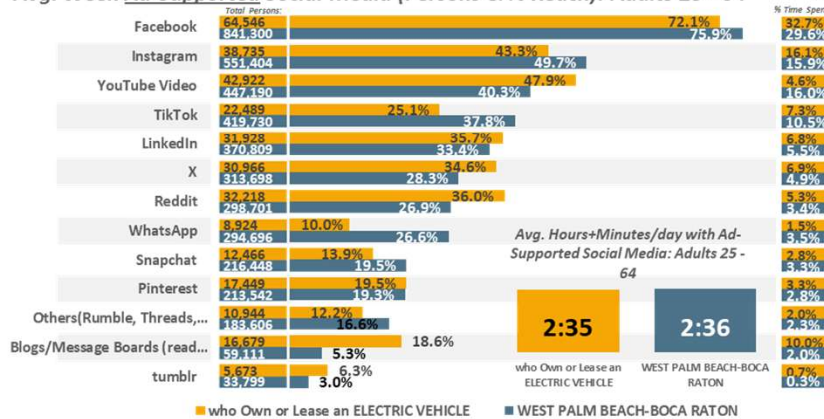
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



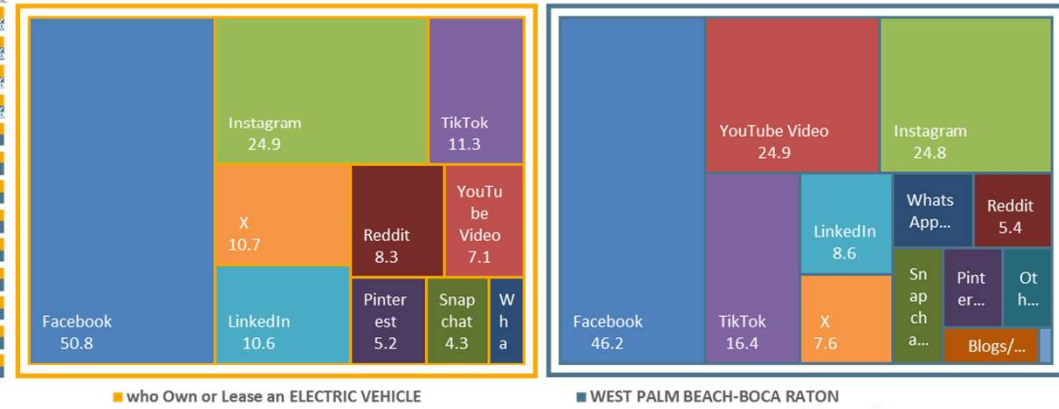
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



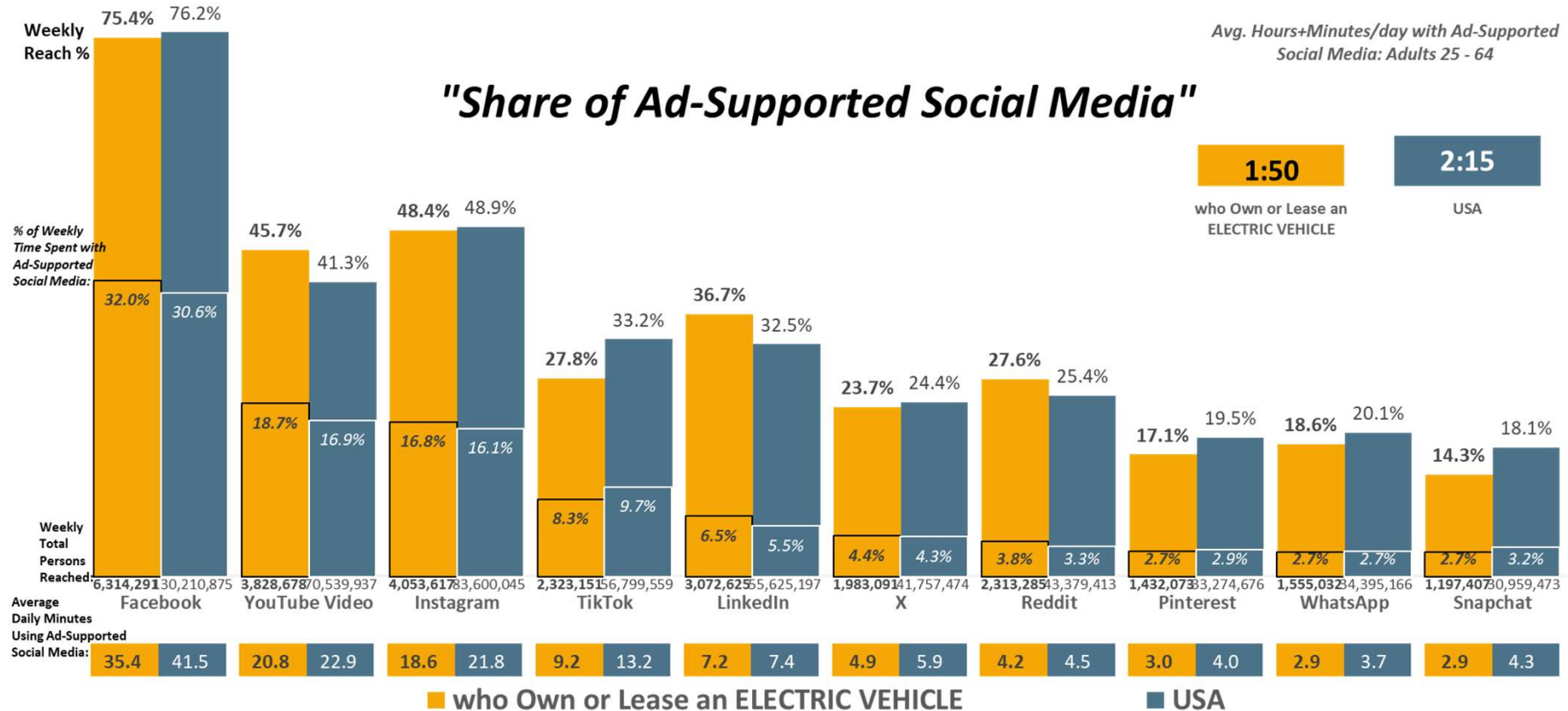
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





6,314,291 or 75.4% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 35.4 minutes every day representing 32.0% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



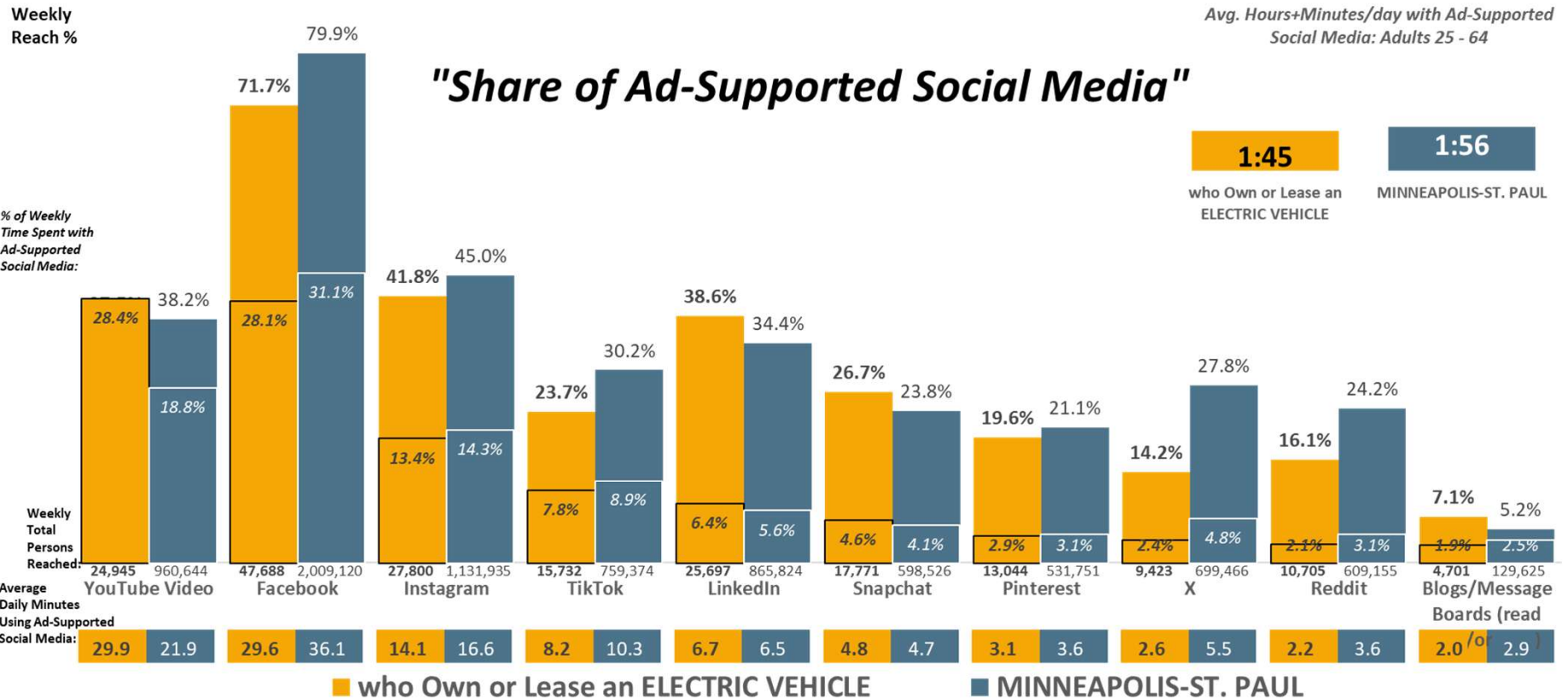
USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 1,225 Scarborough R1 2026: Sep24-Jan26 USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371
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Electric/Hybrid vehicles (HHELD): Own or lease electric vehicle



24,945 or 37.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported YouTube Video for an average of 29.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Social Media.



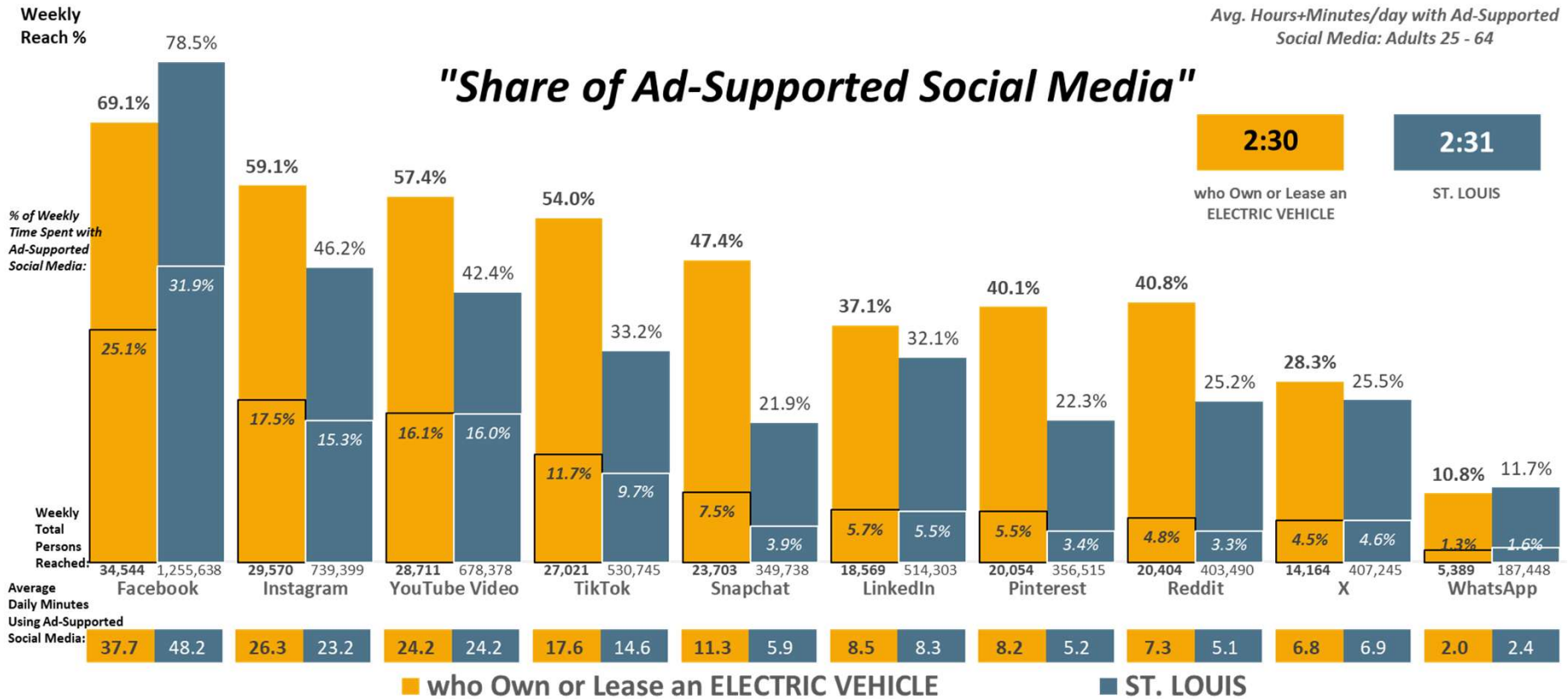
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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Electric/Hybrid vehicles (HHELD): Own or lease electric vehicle

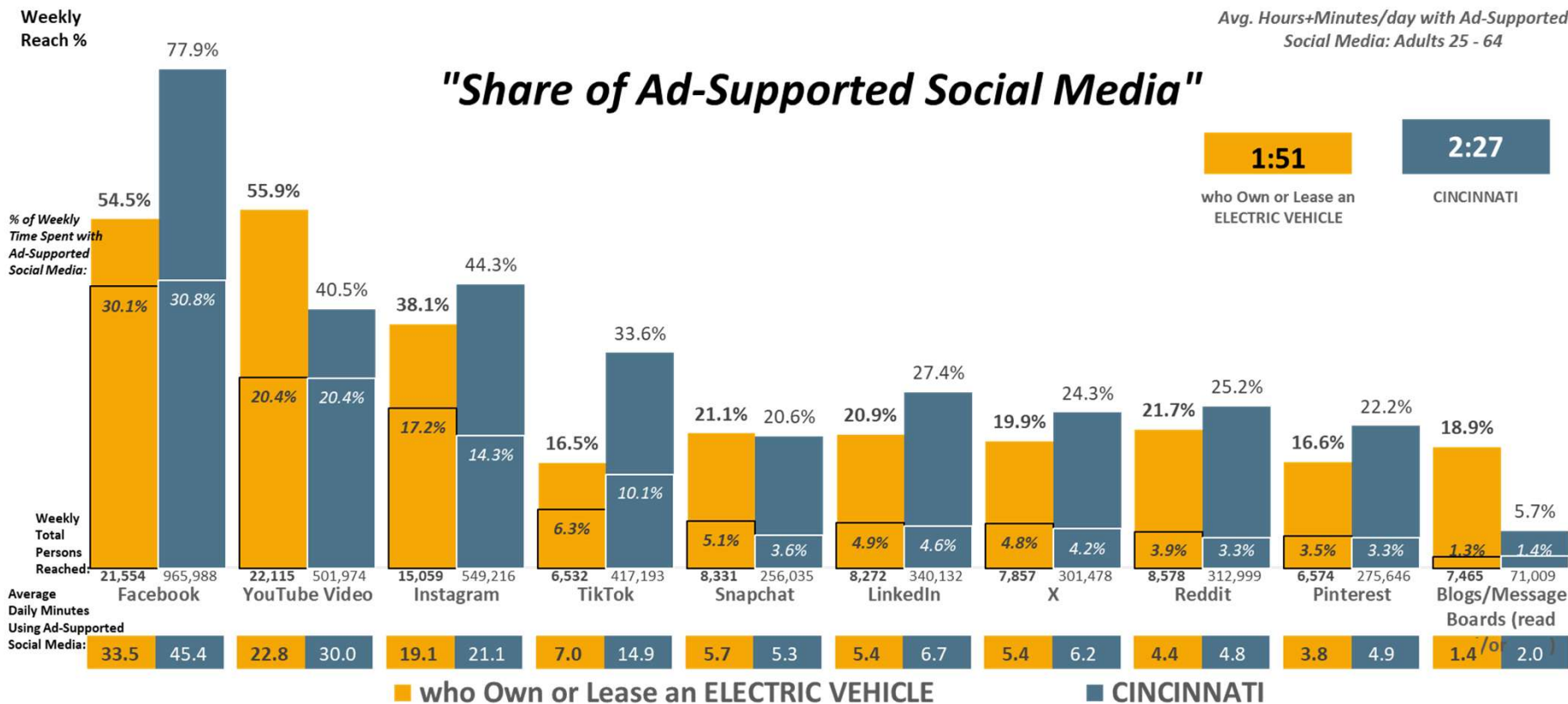


34,544 or 69.1% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 37.7 minutes every day representing 25.1% of all time spent daily with Ad-Supported Social Media.



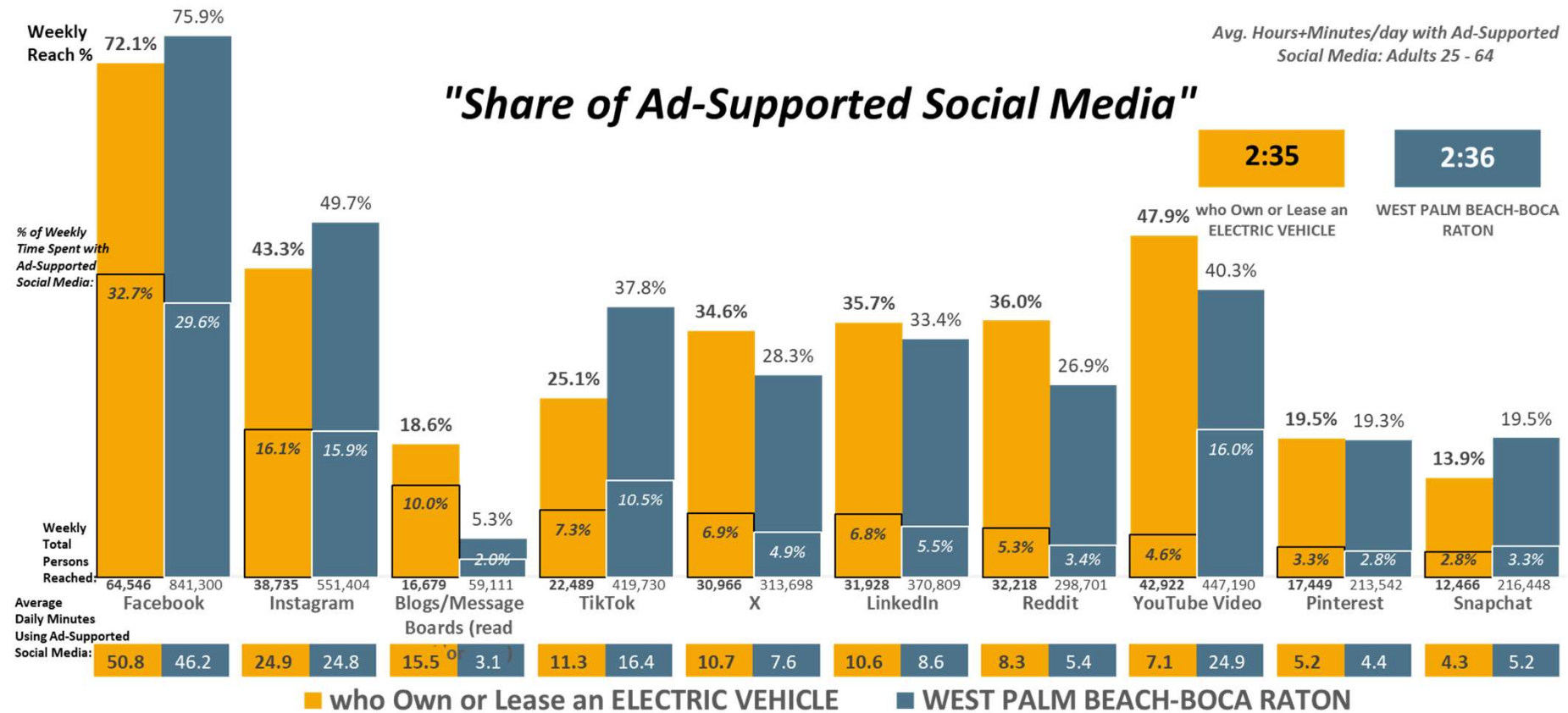


21,554 or 54.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 33.5 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.





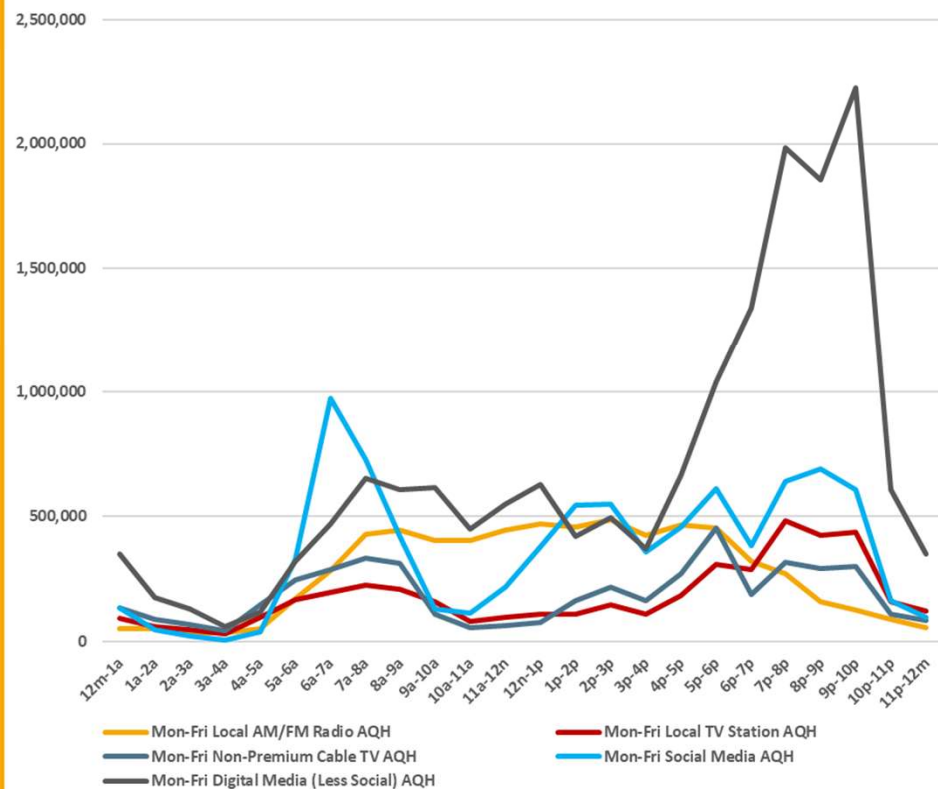
64,546 or 72.1% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 50.8 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.



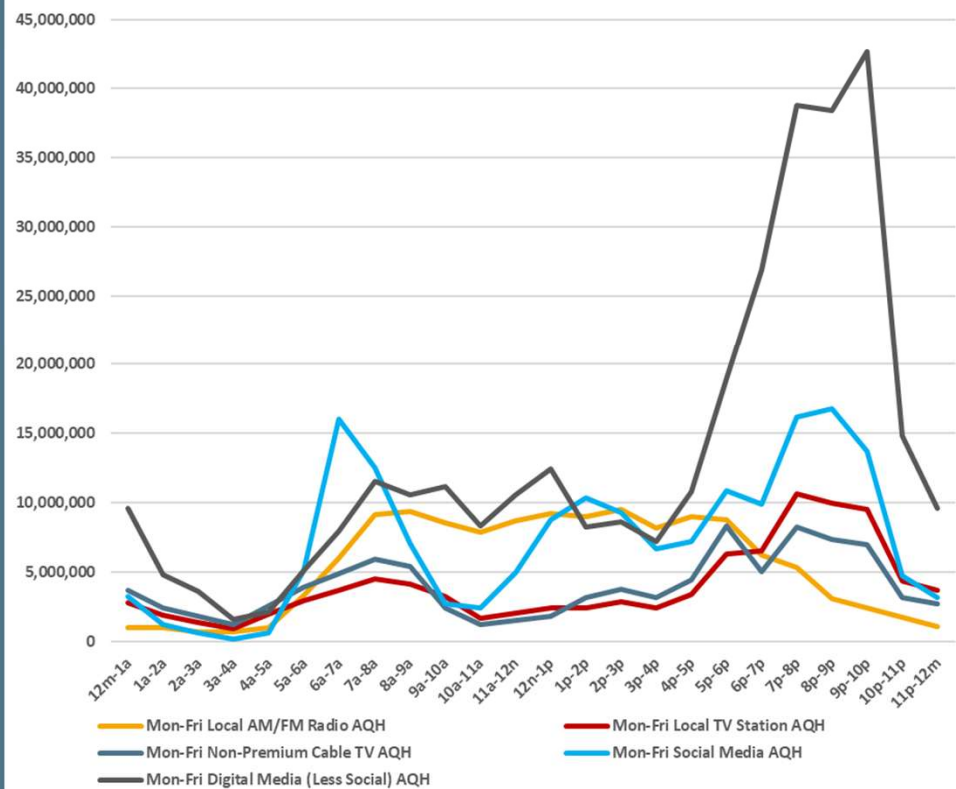


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 640,073;
Social Media: 451,688; Local Radio: 422,317; Non-Prem. Cable: 207,728; Local TV: 171,321
reaching Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE*



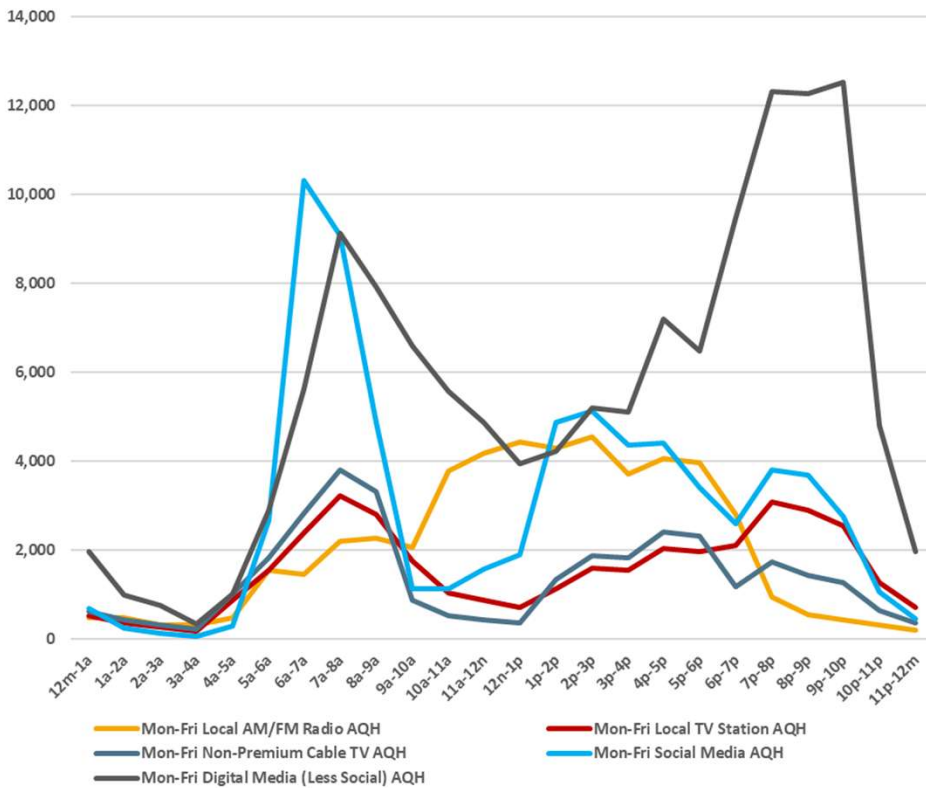
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64*



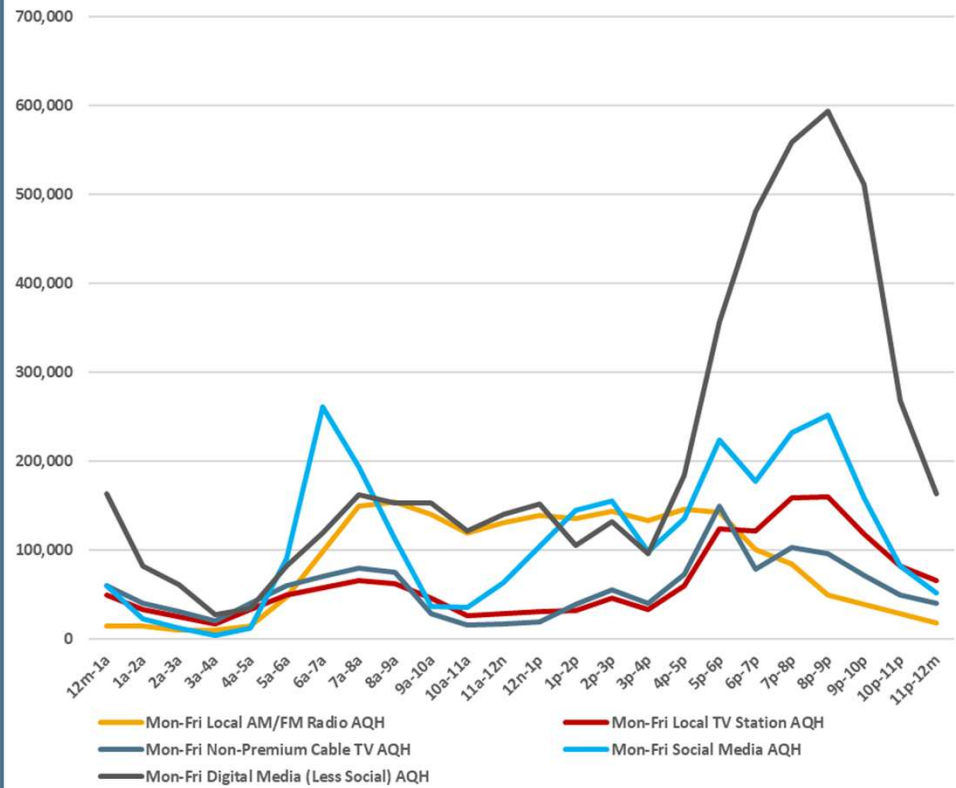


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,249;
Social Media: 4,205; Local Radio: 3,355; Local TV: 1,770; Non-Prem. Cable: 1,765 reaching
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE



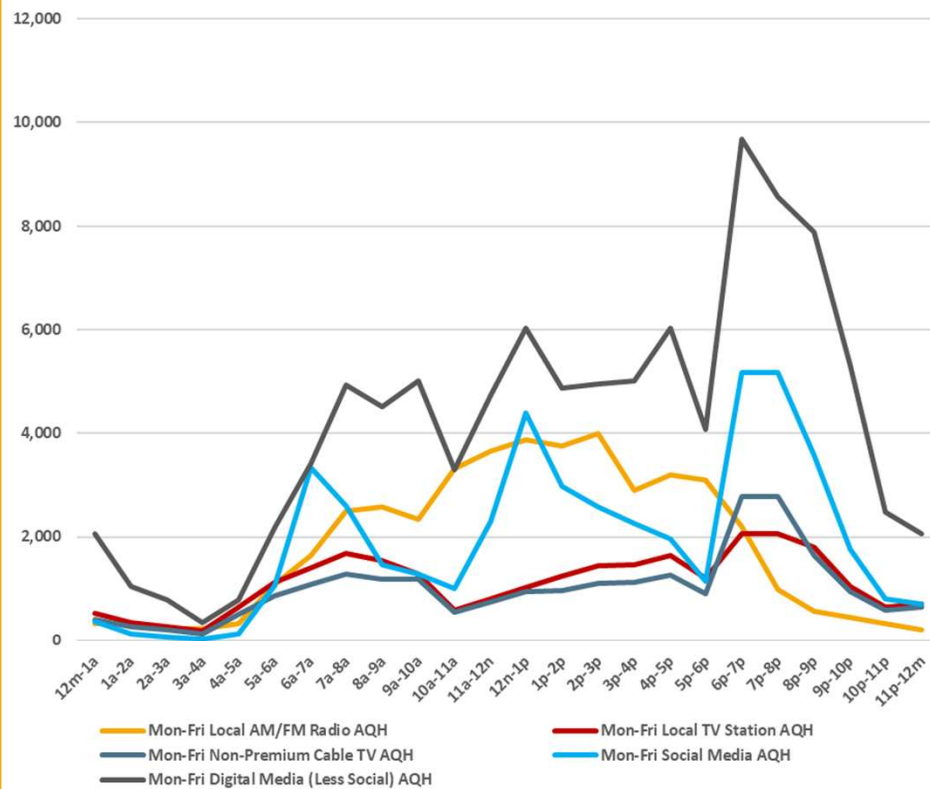
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MINNEAPOLIS-ST. PAUL Metro Area Adults 25 - 64



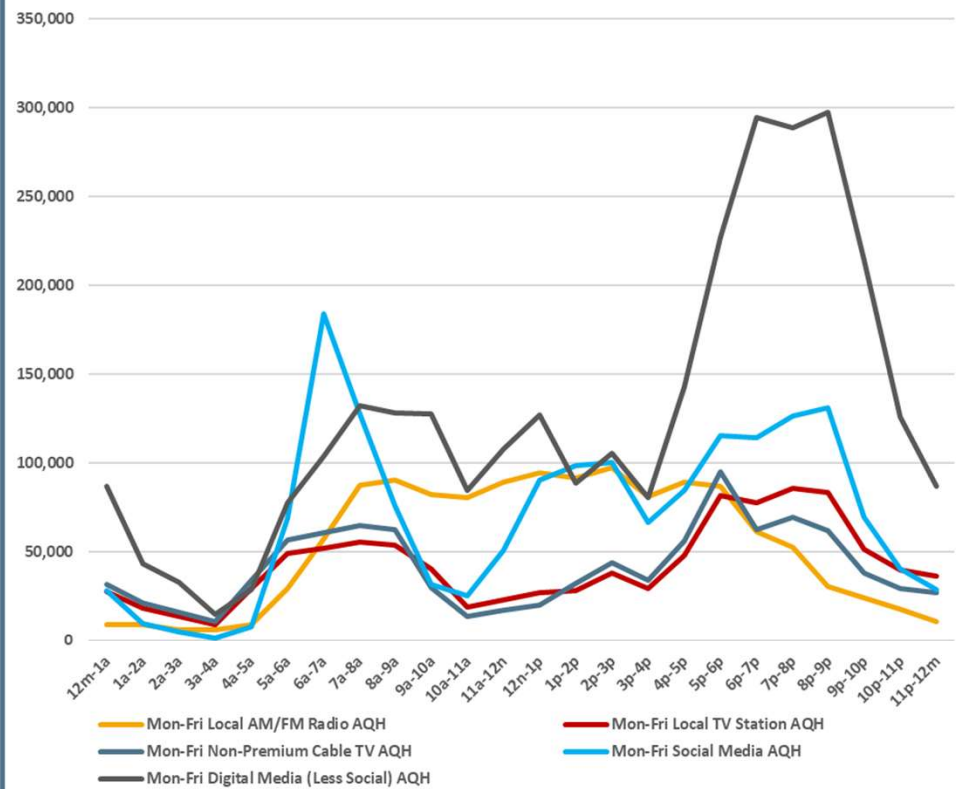


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,117; Local Radio: 3,004; Social Media: 2,499; Local TV: 1,341; Non-Prem. Cable: 1,161 reaching Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE



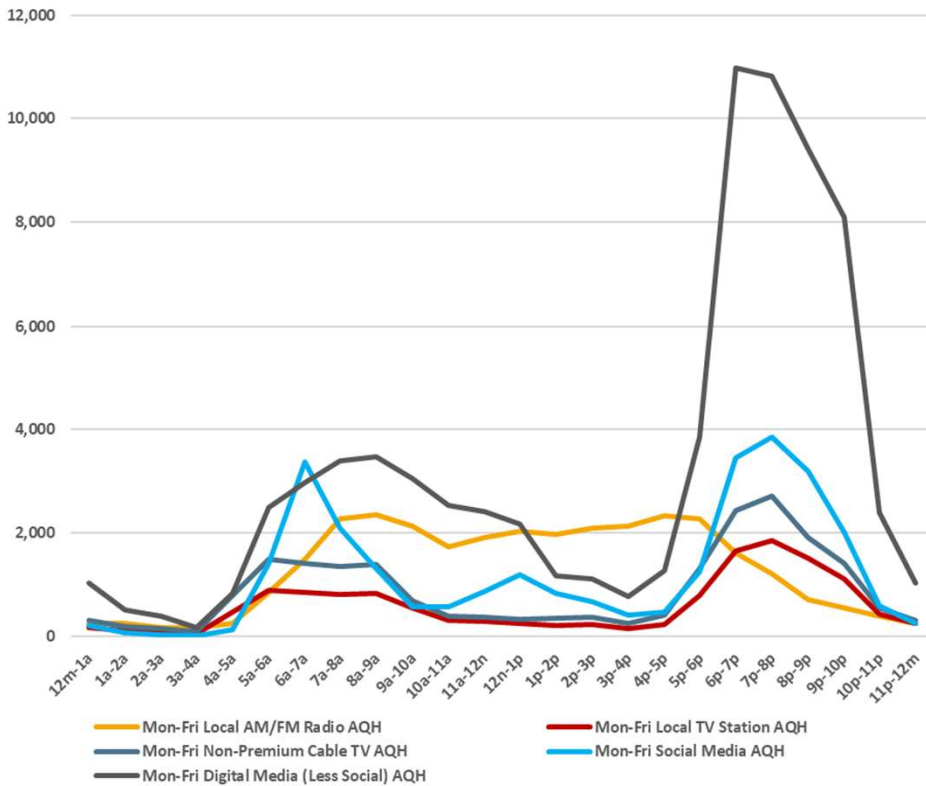
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 25 - 64



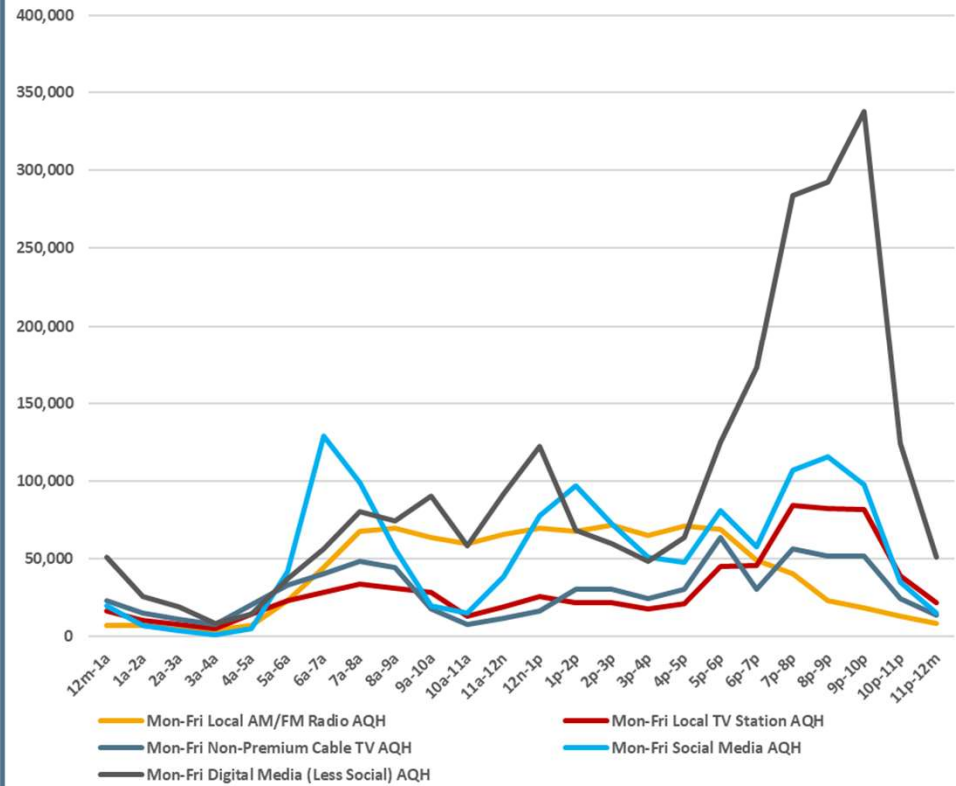


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,011; Local Radio: 2,025; Social Media: 1,315; Non-Prem. Cable: 856; Local TV: 557 reaching Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE



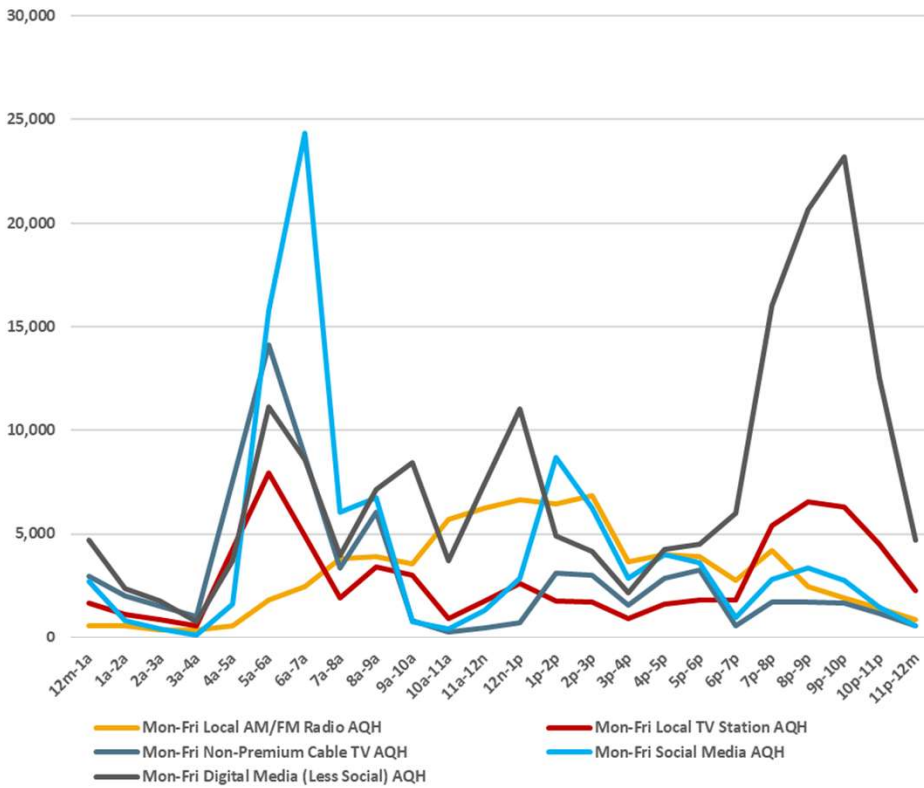
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 25 - 64



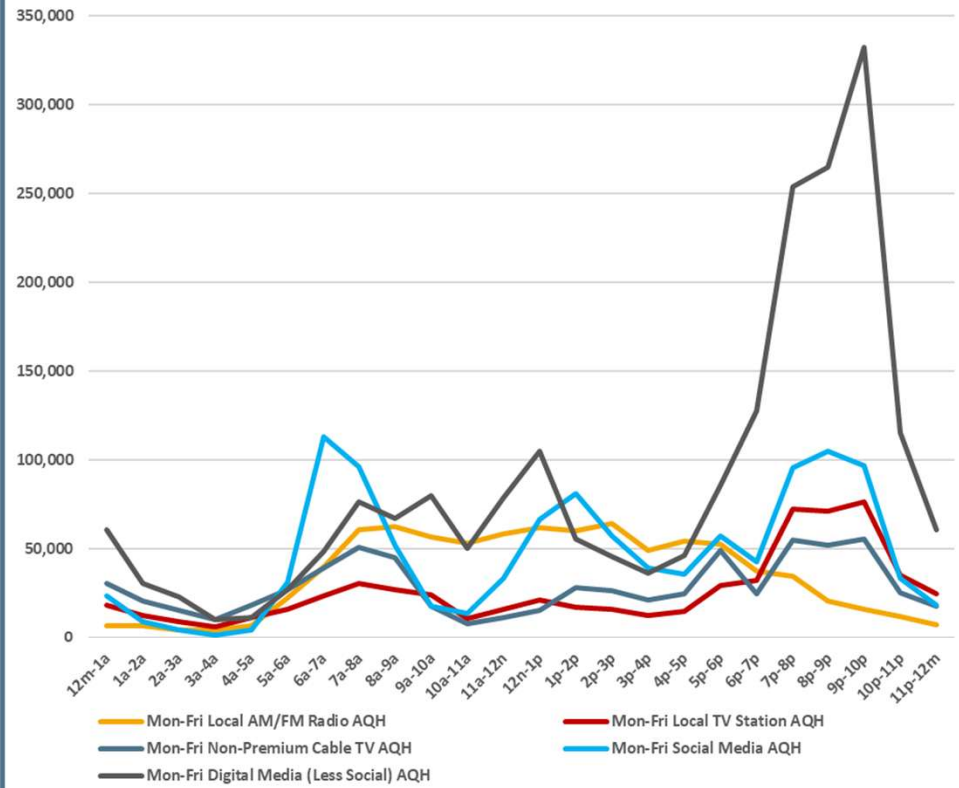


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,876;
Social Media: 5,302; Local Radio: 4,614; Non-Prem. Cable: 2,672; Local TV: 2,164 reaching
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH-BOCA RATON Metro Area Adults 25 - 64



WEST PALM BEACH-BOCA RATON DMA
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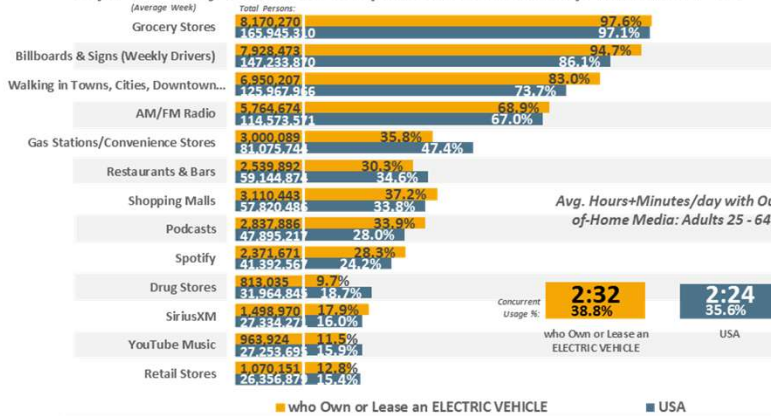
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for Anything.

Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle

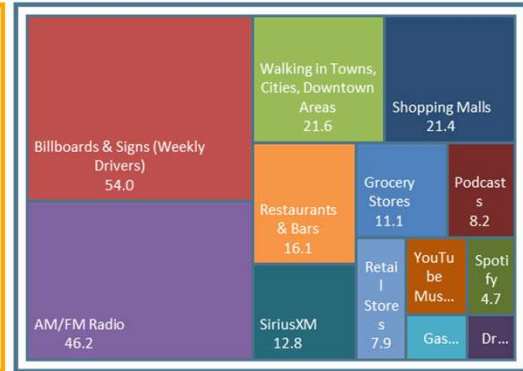


7,928,473 or 94.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 66.7% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes/day.

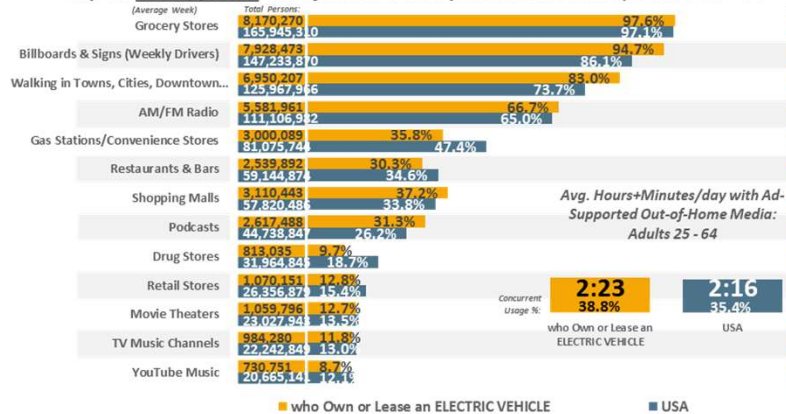
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



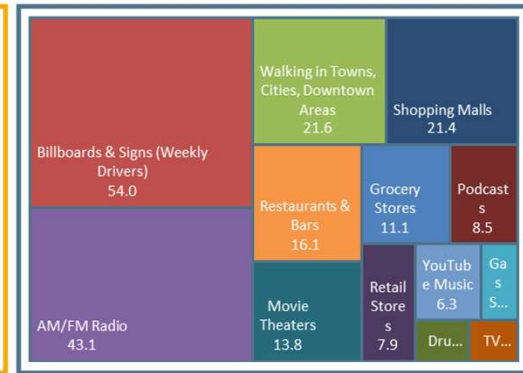
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



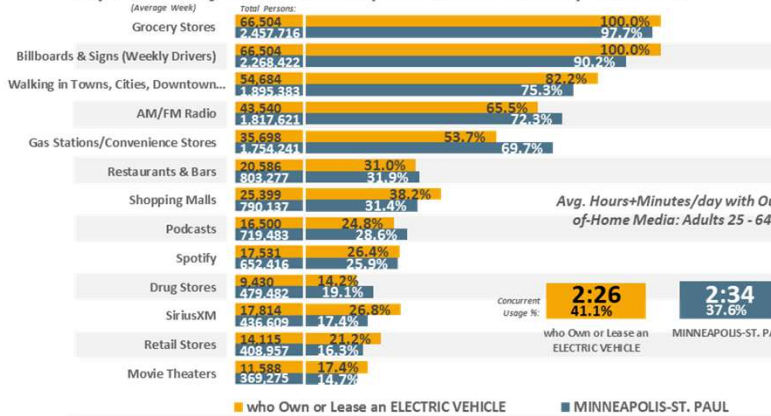
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



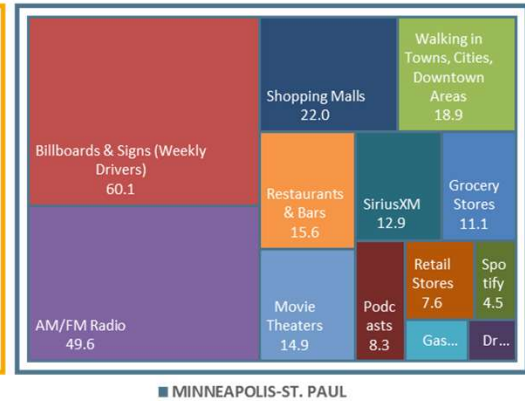
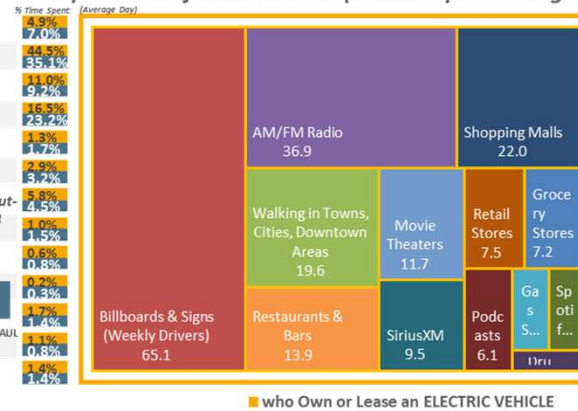


66,504 or 100.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 65.1 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 33.4 minutes/day.

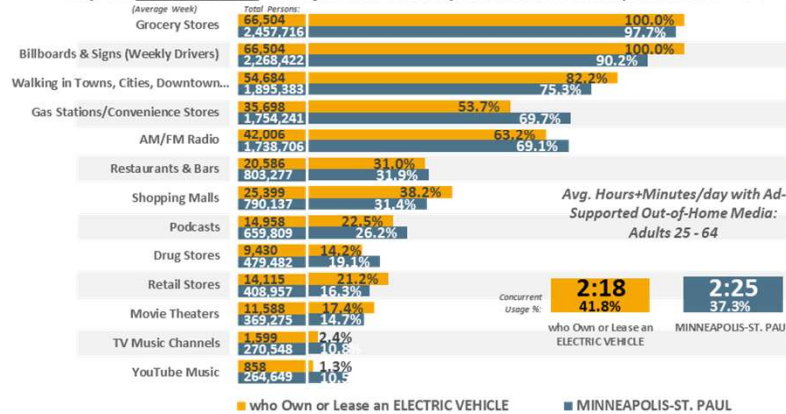
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



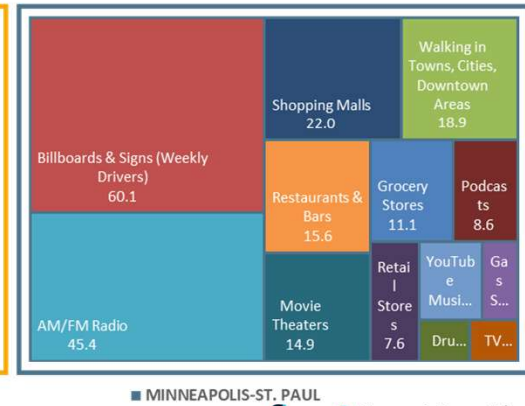
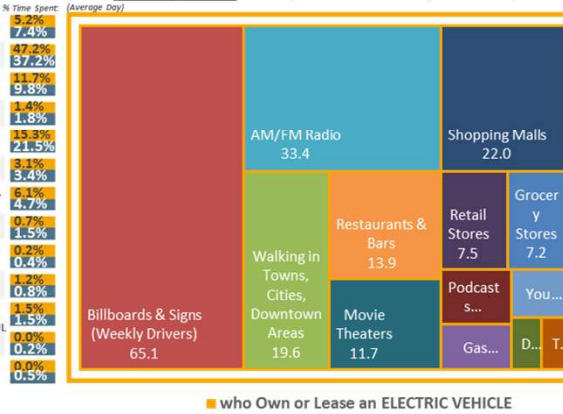
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



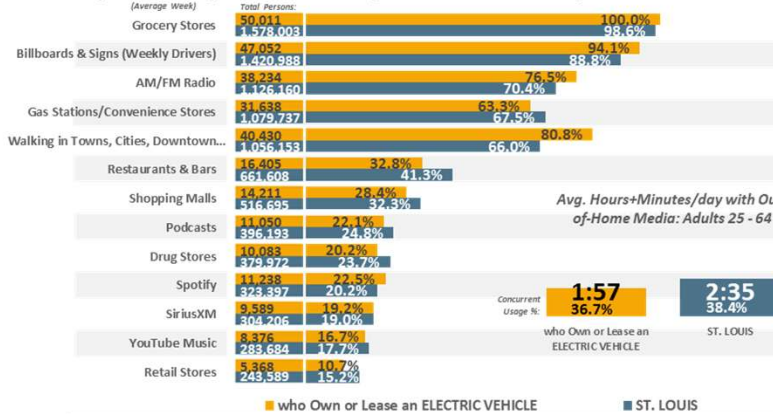
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



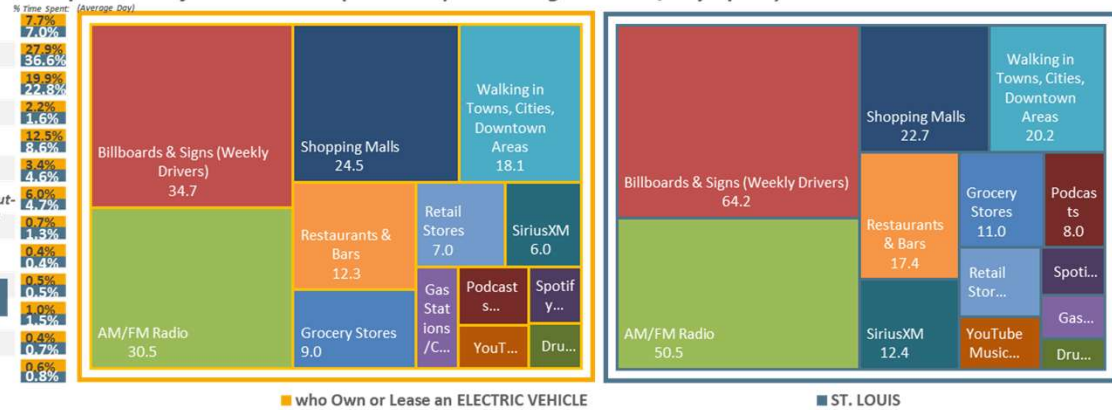


47,052 or 94.1% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 34.7 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 27.9 minutes/day.

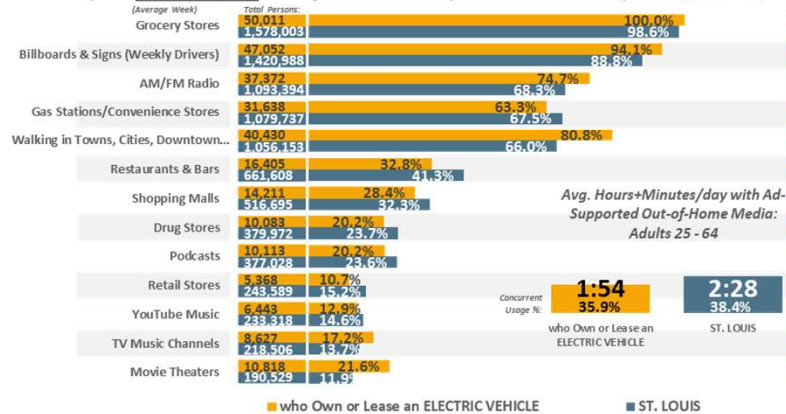
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



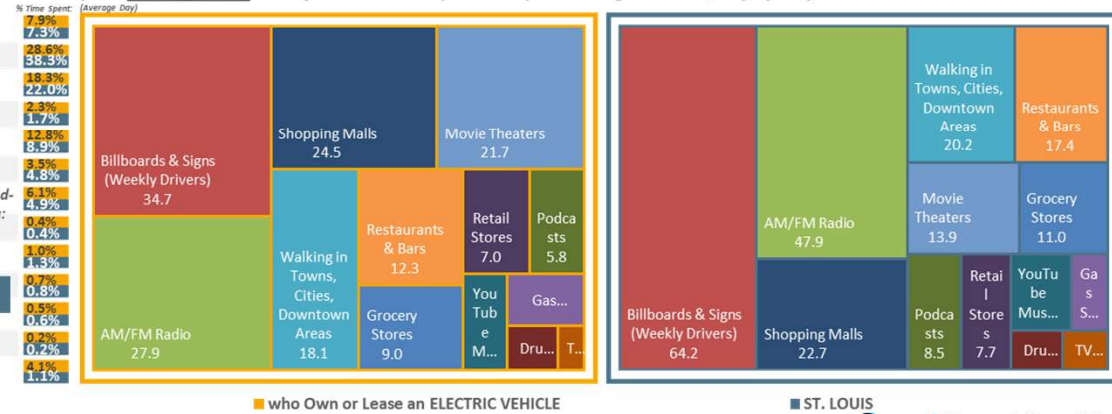
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



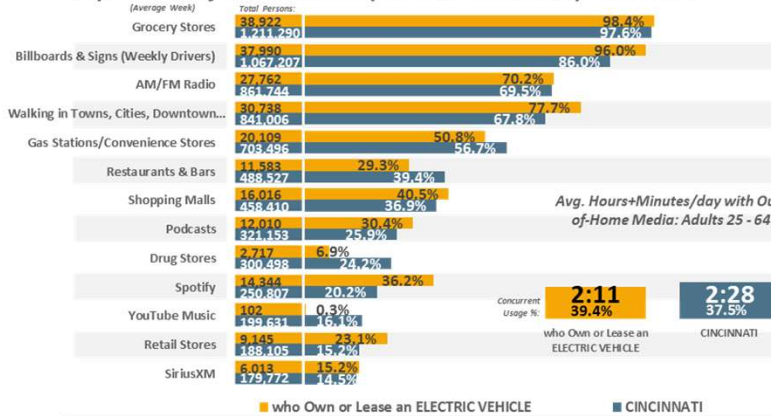
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





37,990 or 96.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 55.3 minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes/day.

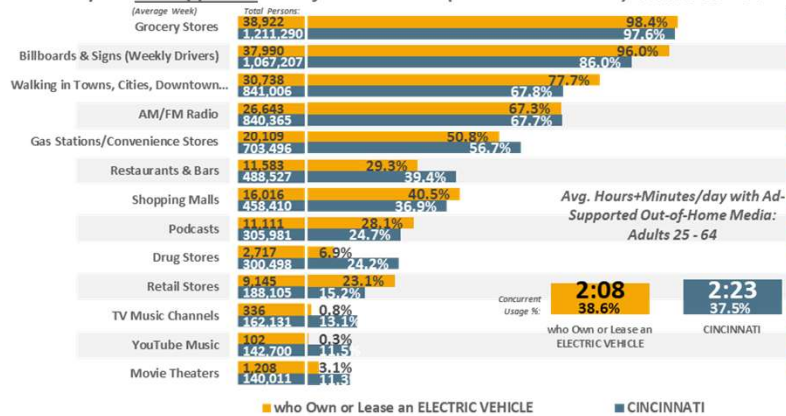
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



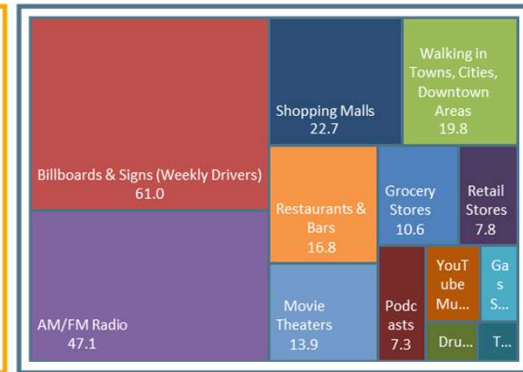
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



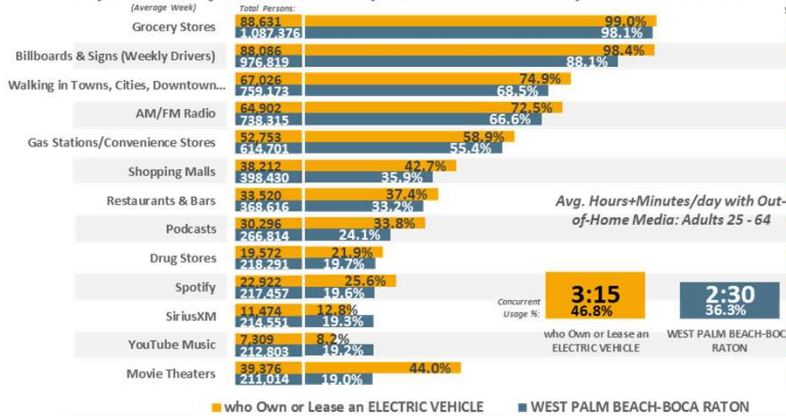
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



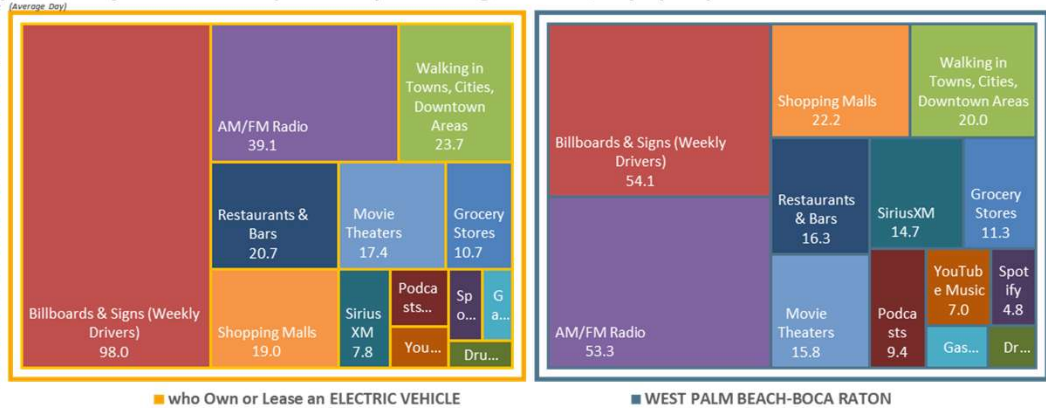


88,086 or 98.4% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 98. minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes/day.

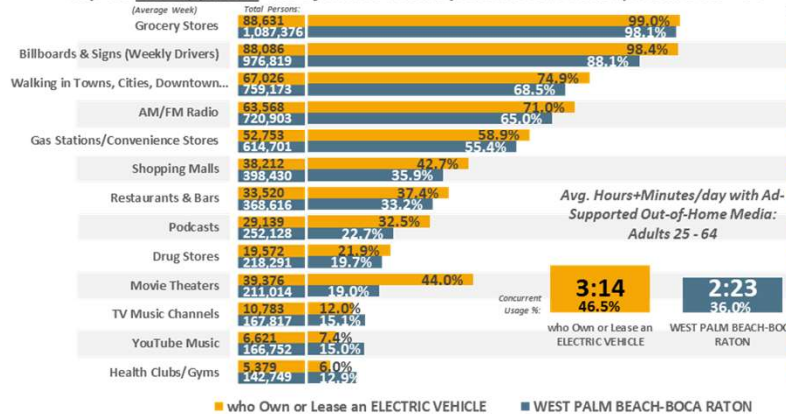
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



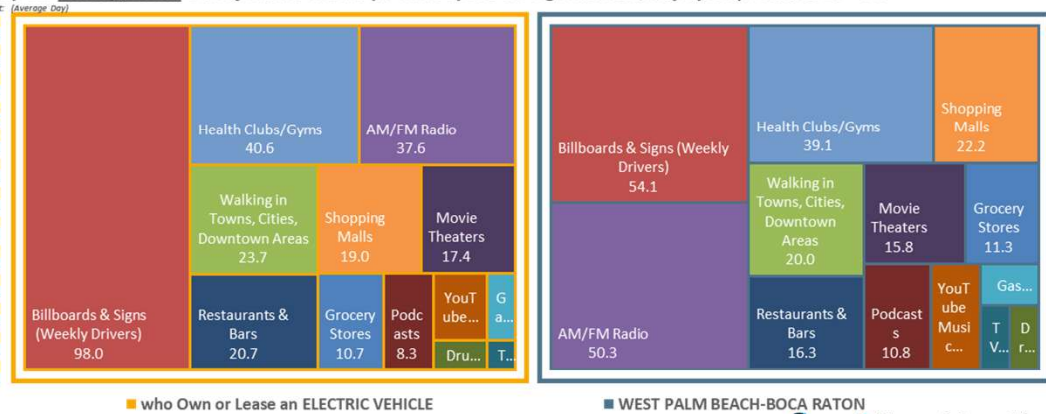
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



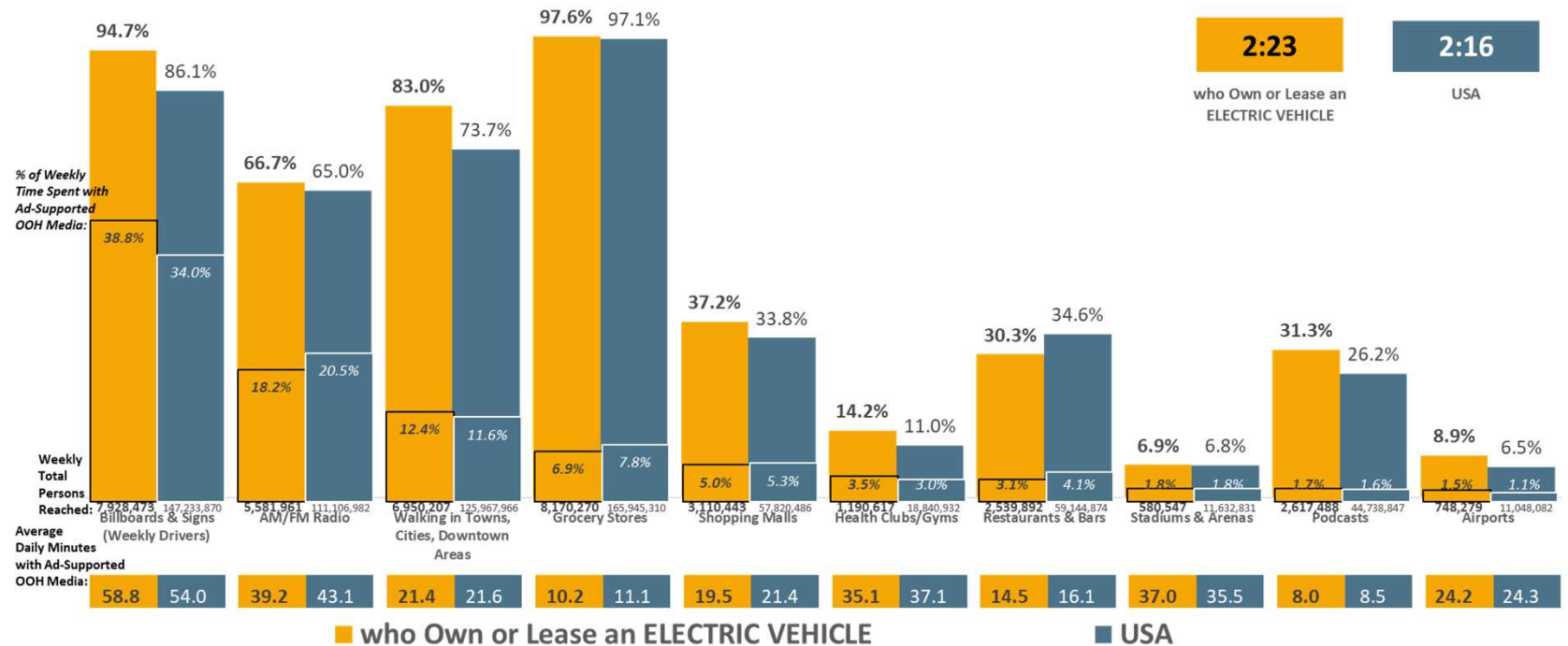


7,928,473 or 94.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 58.8 minutes per day driving, seeing Billboards and Signs representing 38.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 1,225 Scarborough R1 2026: Sep24-Jan26 USA Projection Scarborough R1 2026: Sep24-Jan26 Qual Intab 25,371
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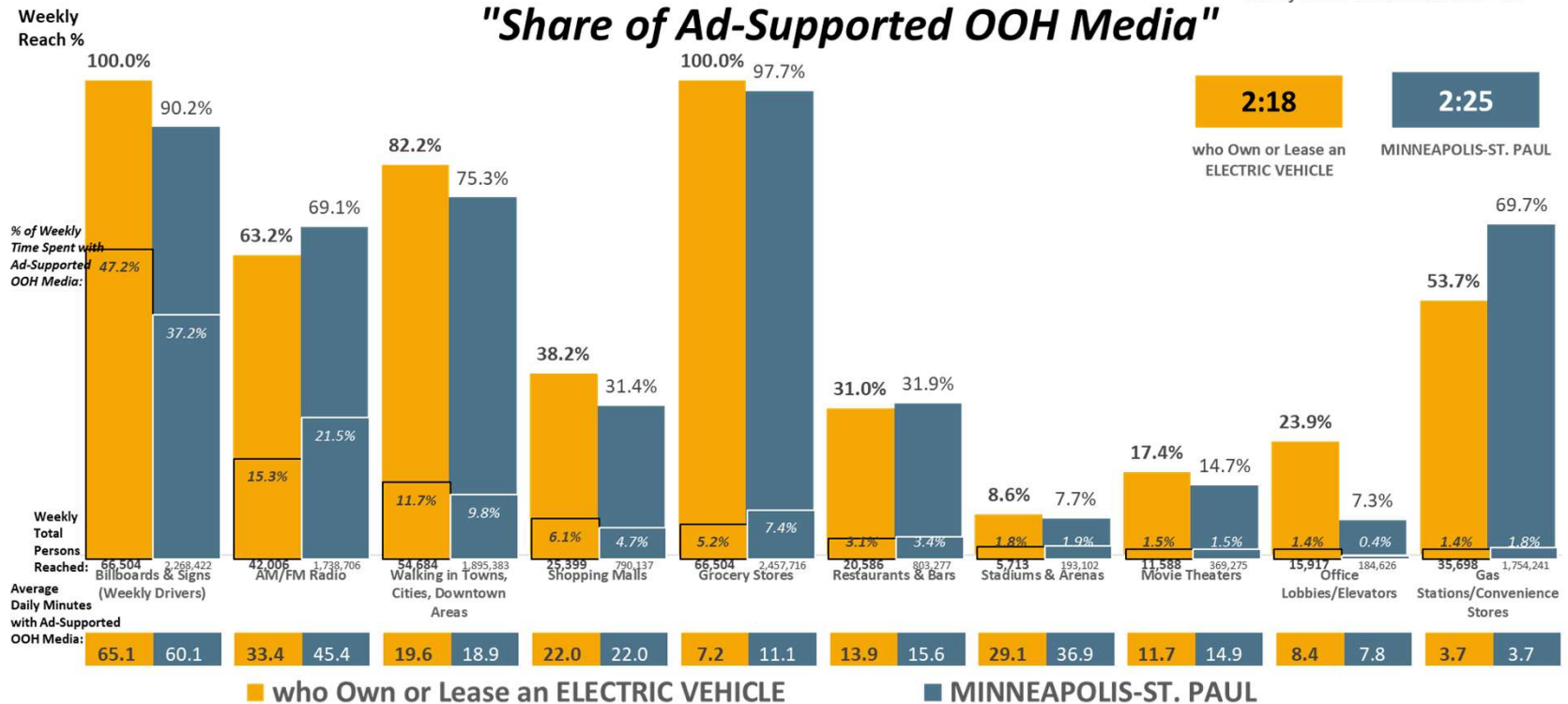
soefa.ai Share of Everything for Anything

Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle



66,504 or 100.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 65.1 minutes per day driving, seeing Billboards and Signs representing 47.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 60 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle

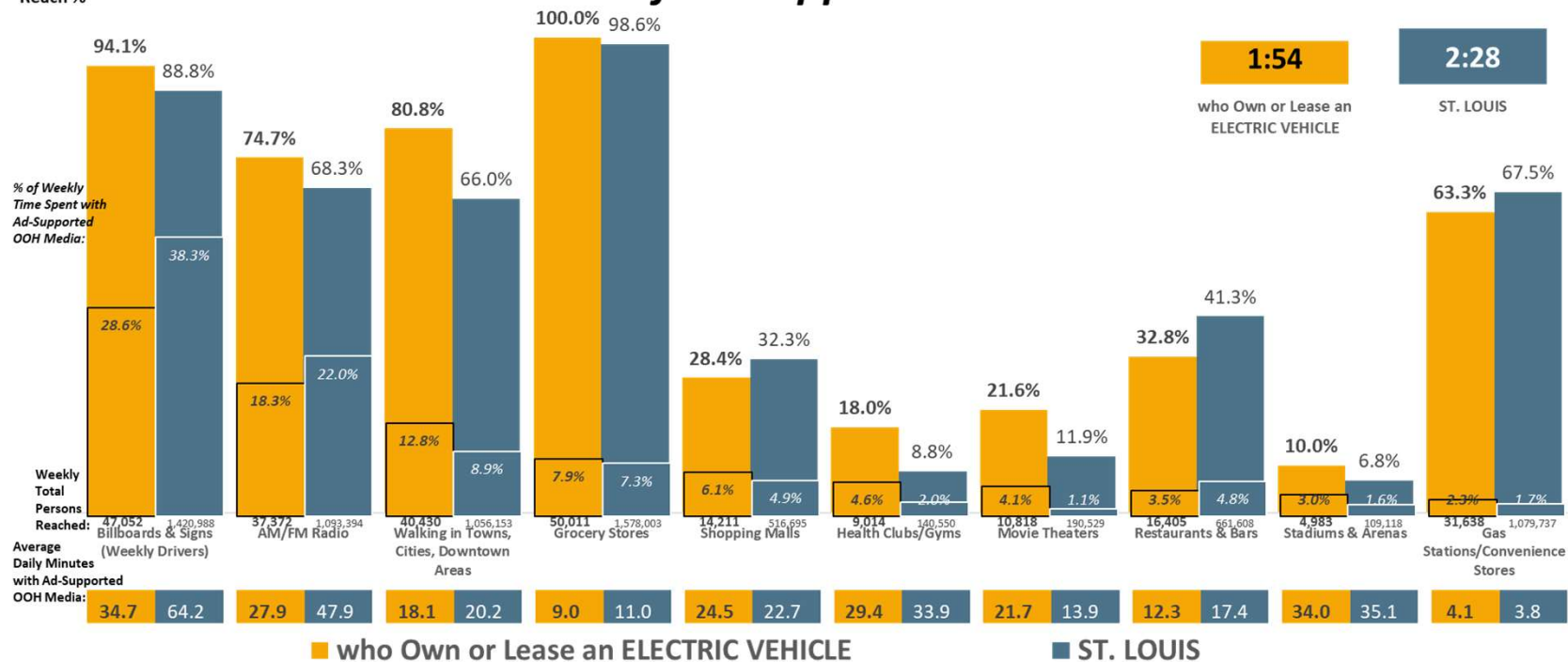


47,052 or 94.1% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 34.7 minutes per day driving, seeing Billboards and Signs representing 28.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 59
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle

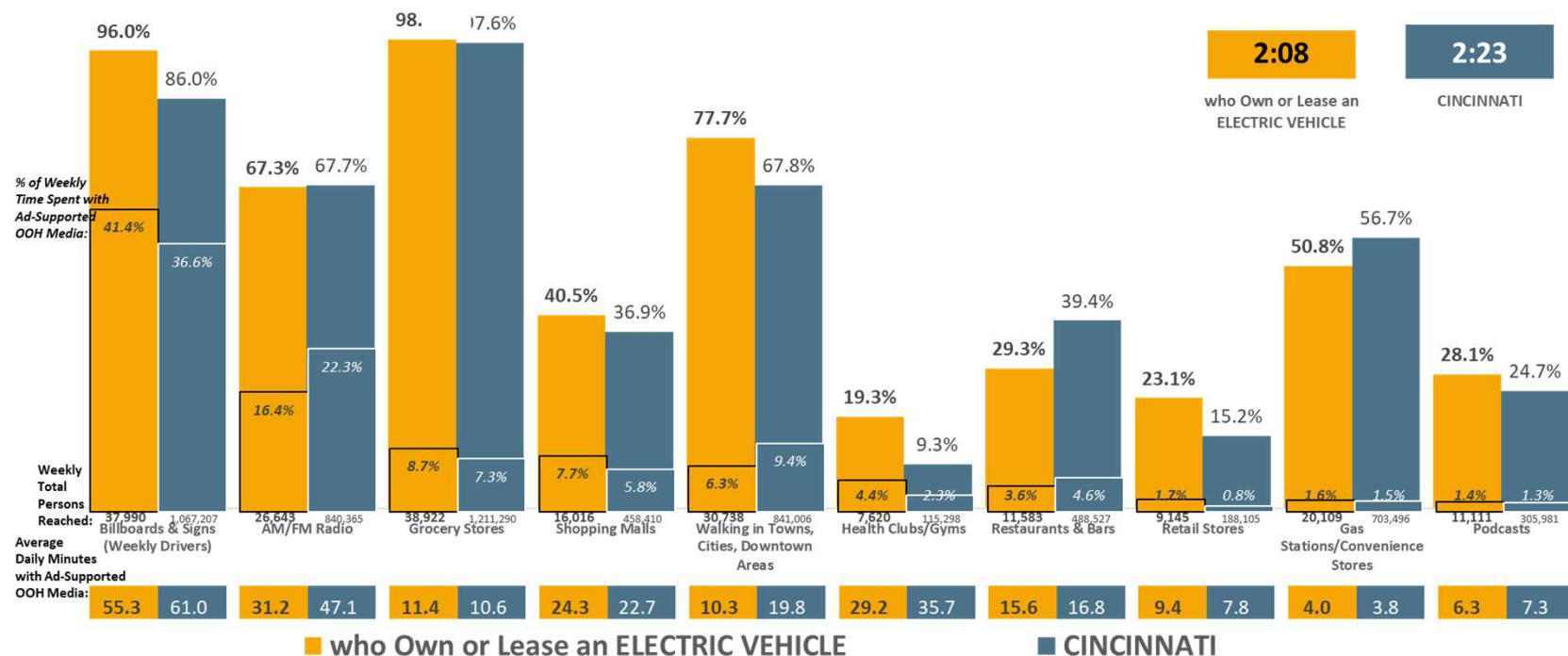


37,990 or 96.0% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 55.3 minutes per day driving, seeing Billboards and Signs representing 41.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 62
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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

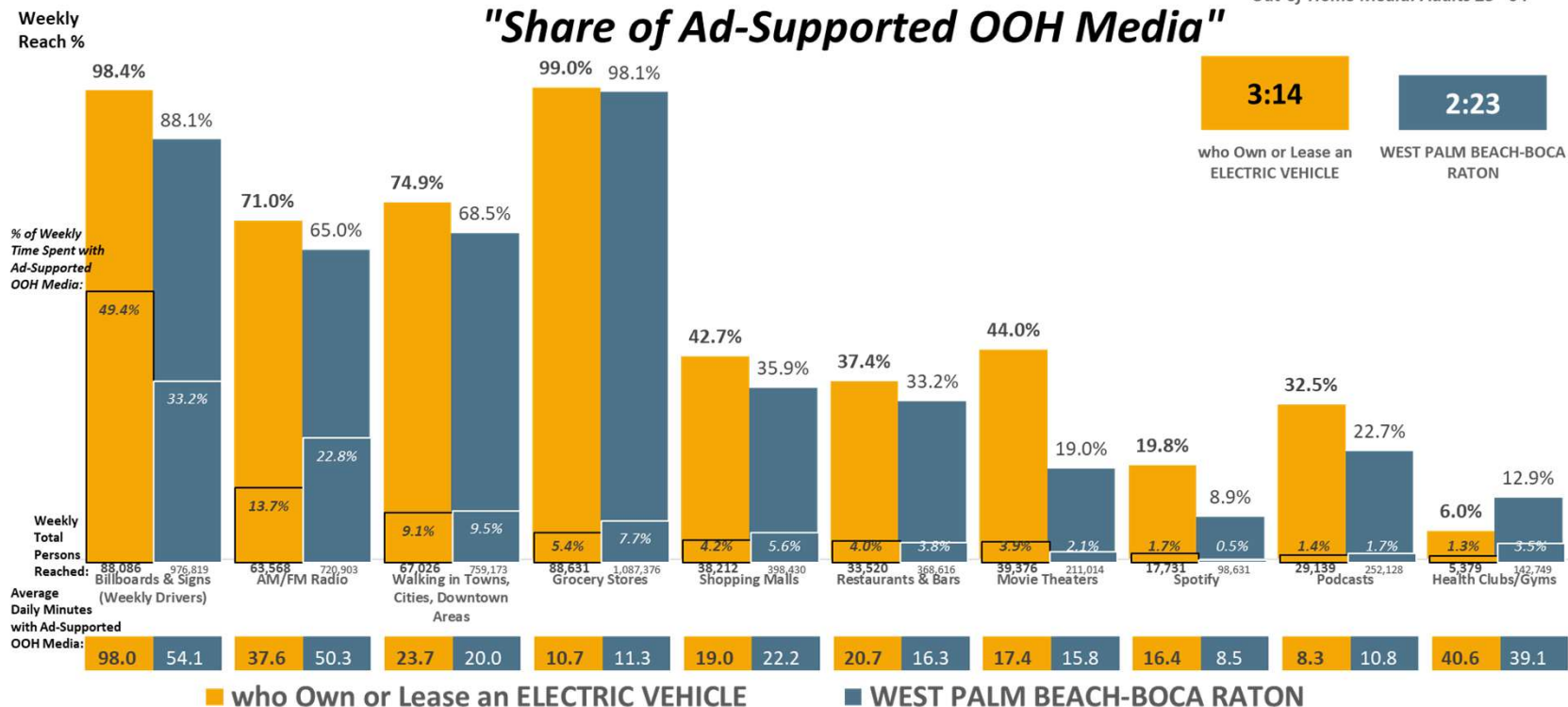
soefa.ai Share of Everything for Anything

Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle



88,086 or 98.4% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 98. minutes per day driving, seeing Billboards and Signs representing 49.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 136 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

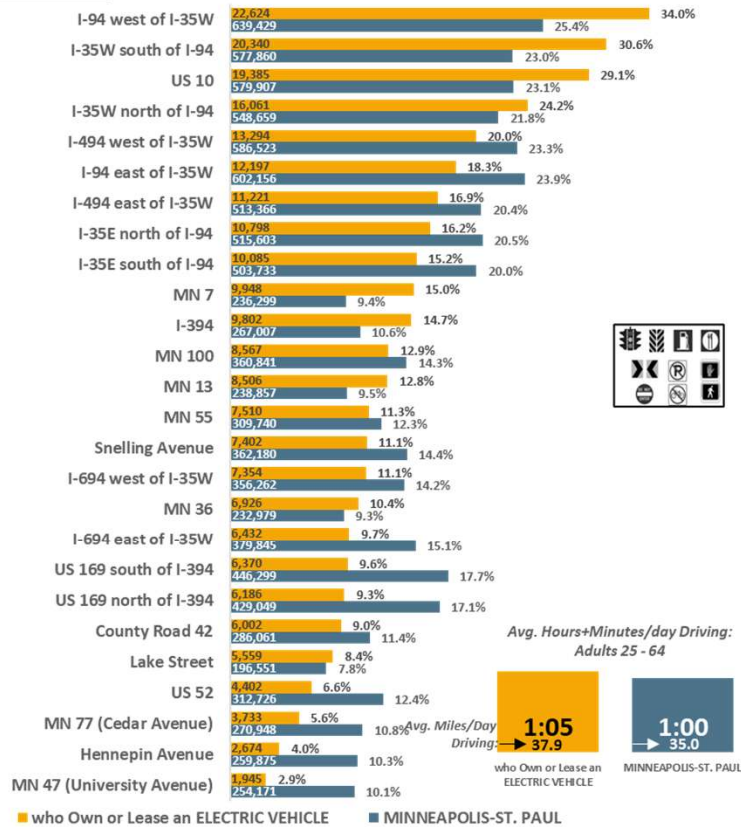
soefa.ai Share of Everything for Anything

Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle

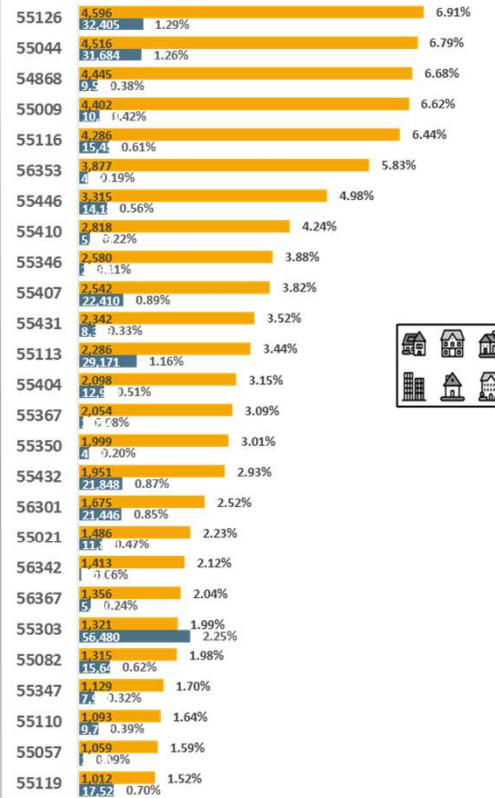


66,504 or 100.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 65.1 minutes per day driving an average of 37.9 miles each day and are 59.2% more likely to use MN 7 than the Metro average.

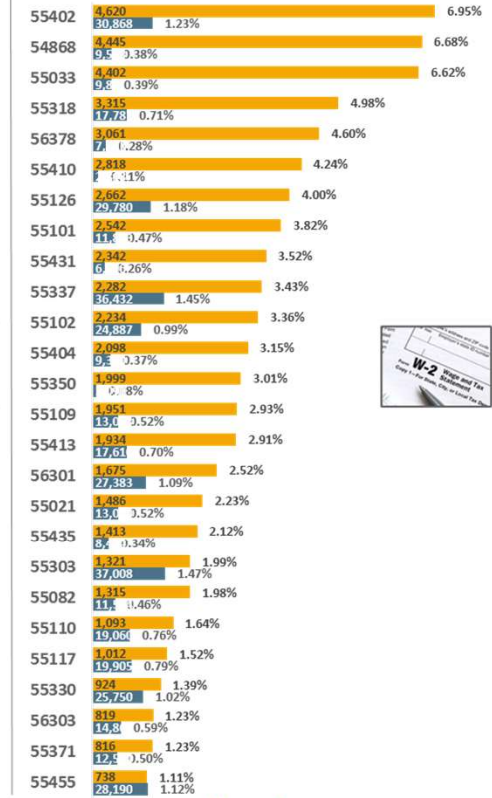
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



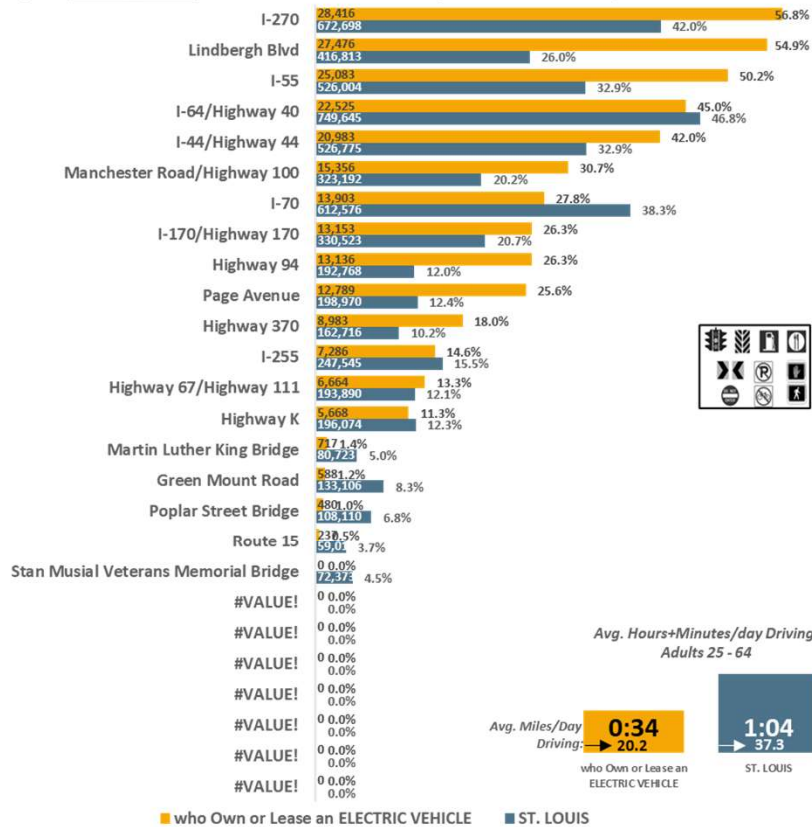
Top-26 Employment Zip Codes: Adults 25 - 64



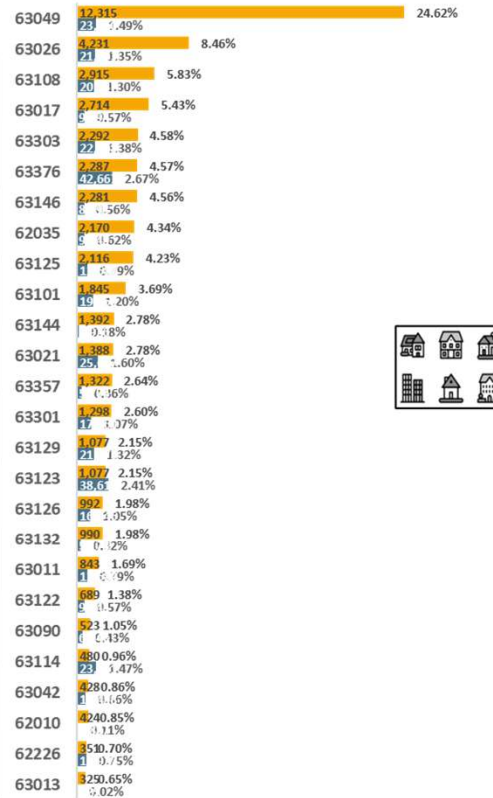


47,052 or 94.1% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 34.7 minutes per day driving an average of 20.2 miles each day and are 118.% more likely to use Highway 94 than the Metro average.

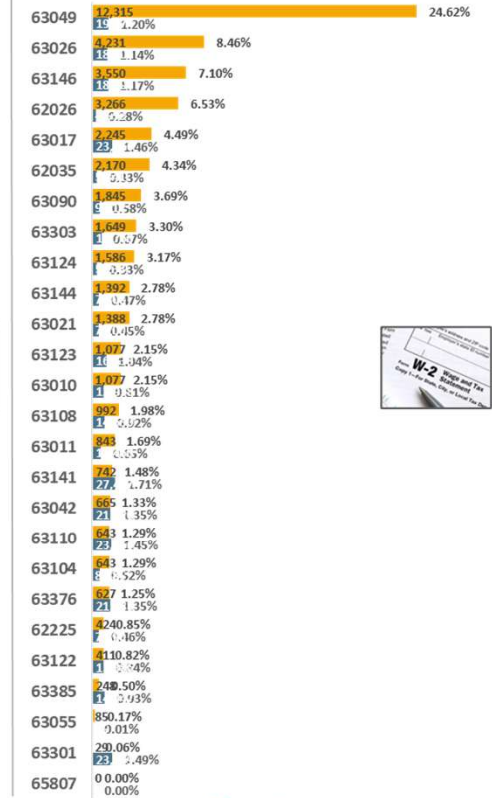
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



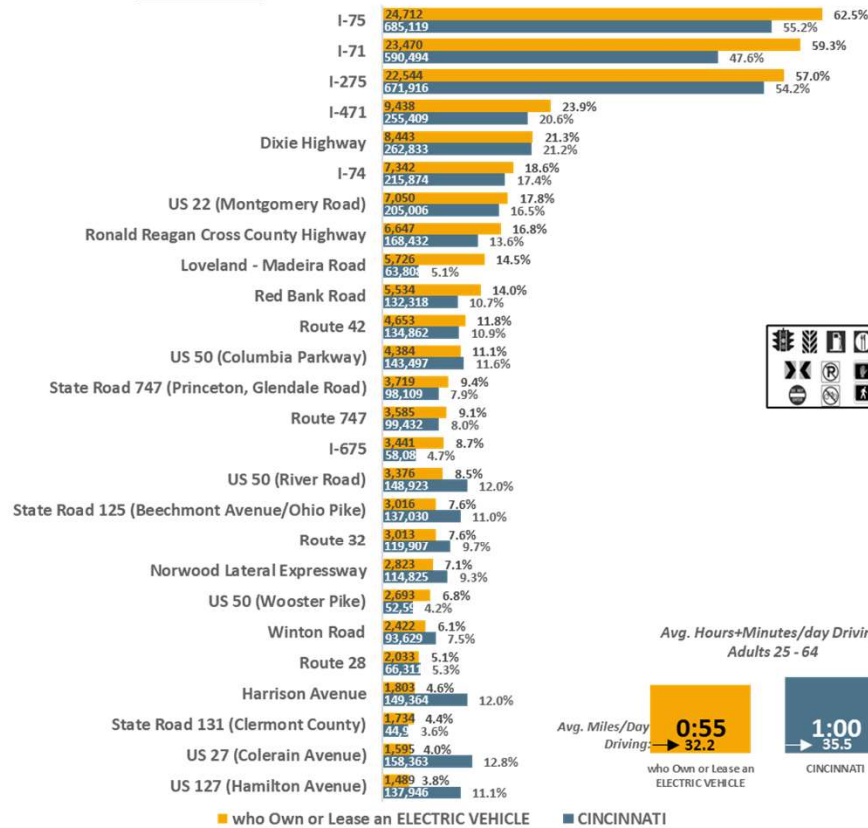
Top-26 Employment Zip Codes: Adults 25 - 64





37,990 or 96.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 55.3 minutes per day driving an average of 32.2 miles each day and are 181.4% more likely to use Loveland - Madeira Road than the Metro average.

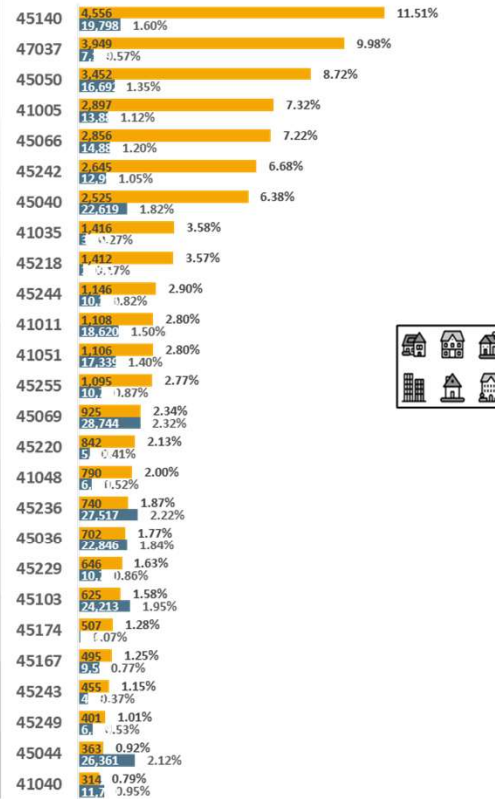
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



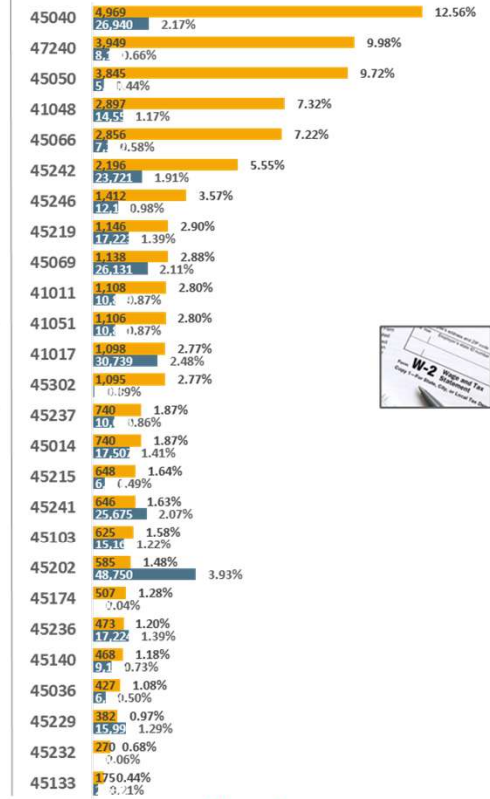
Avg. Hours+Minutes/day Driving:
Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



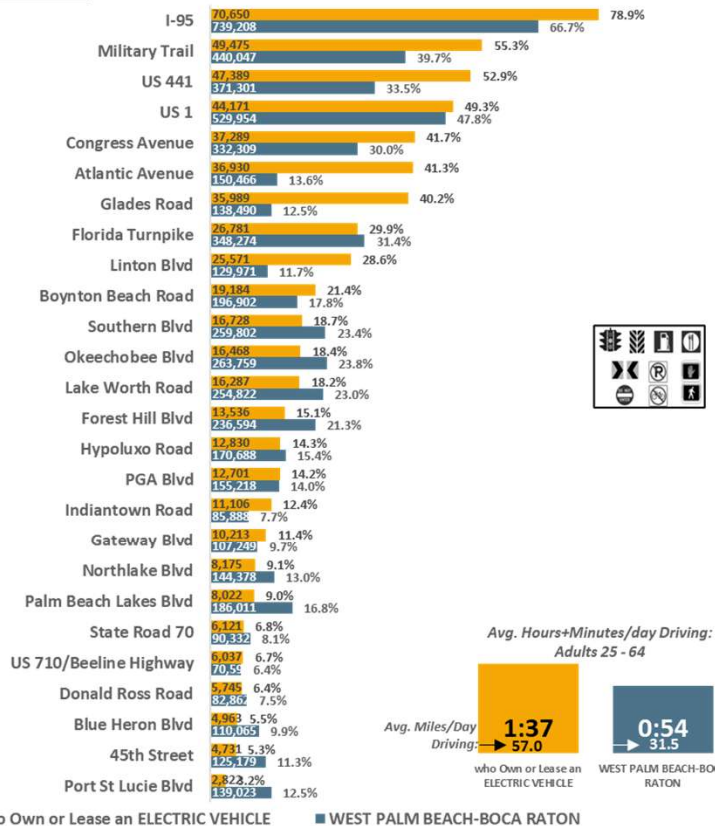
Top-26 Employment Zip Codes: Adults 25 - 64



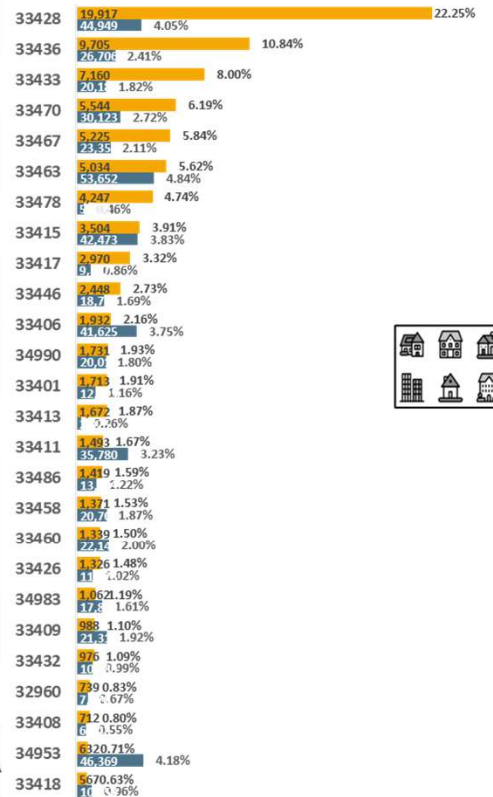


88,086 or 98.4% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 98. minutes per day driving an average of 57. miles each day and are 221.9% more likely to use Glades Road than the Metro average.

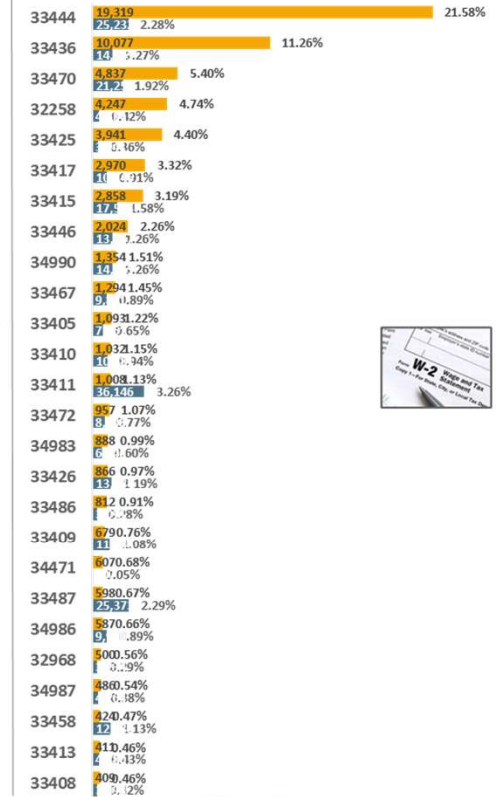
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



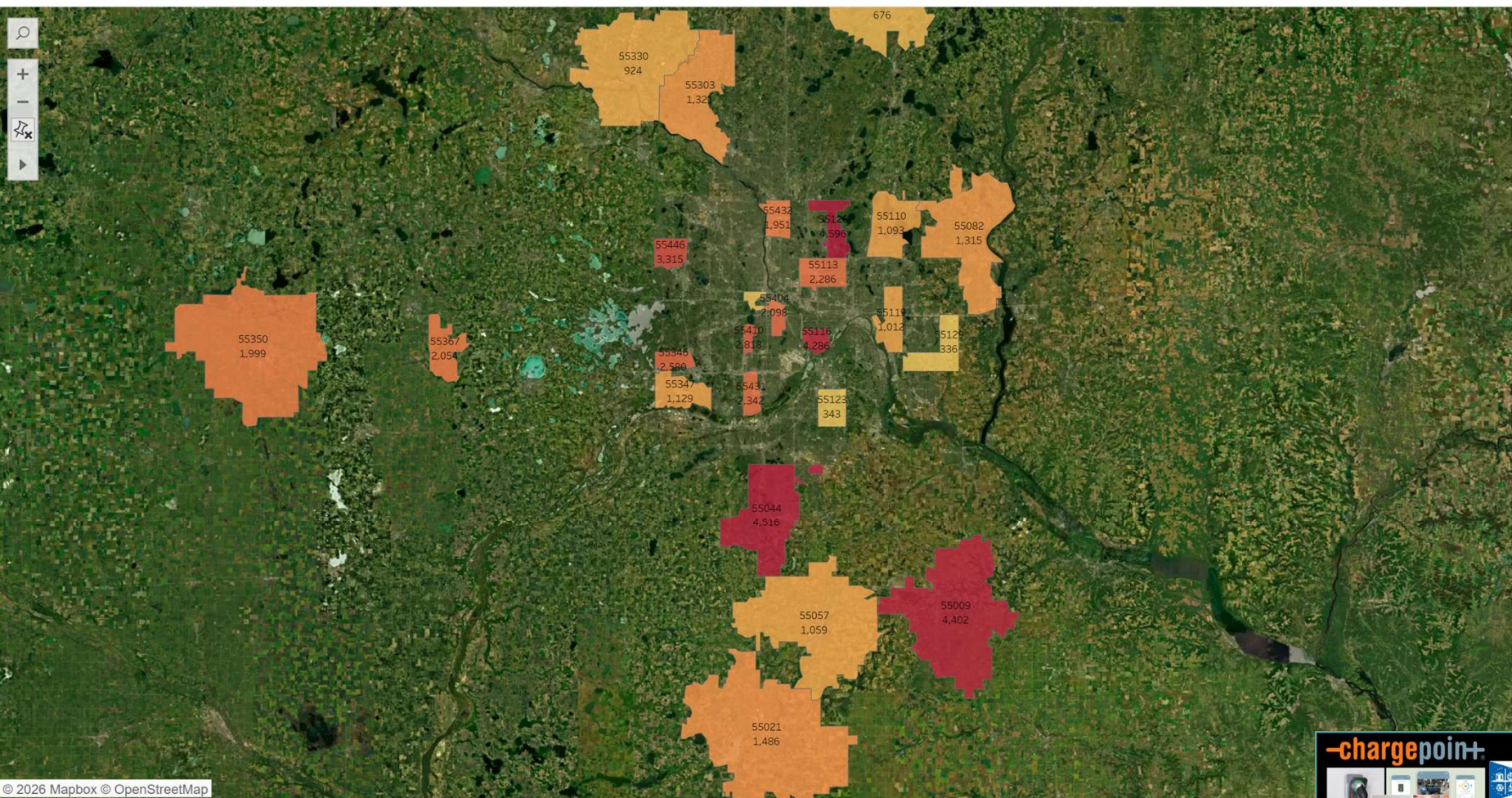
Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



Top Residential Zip Codes: (Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE)



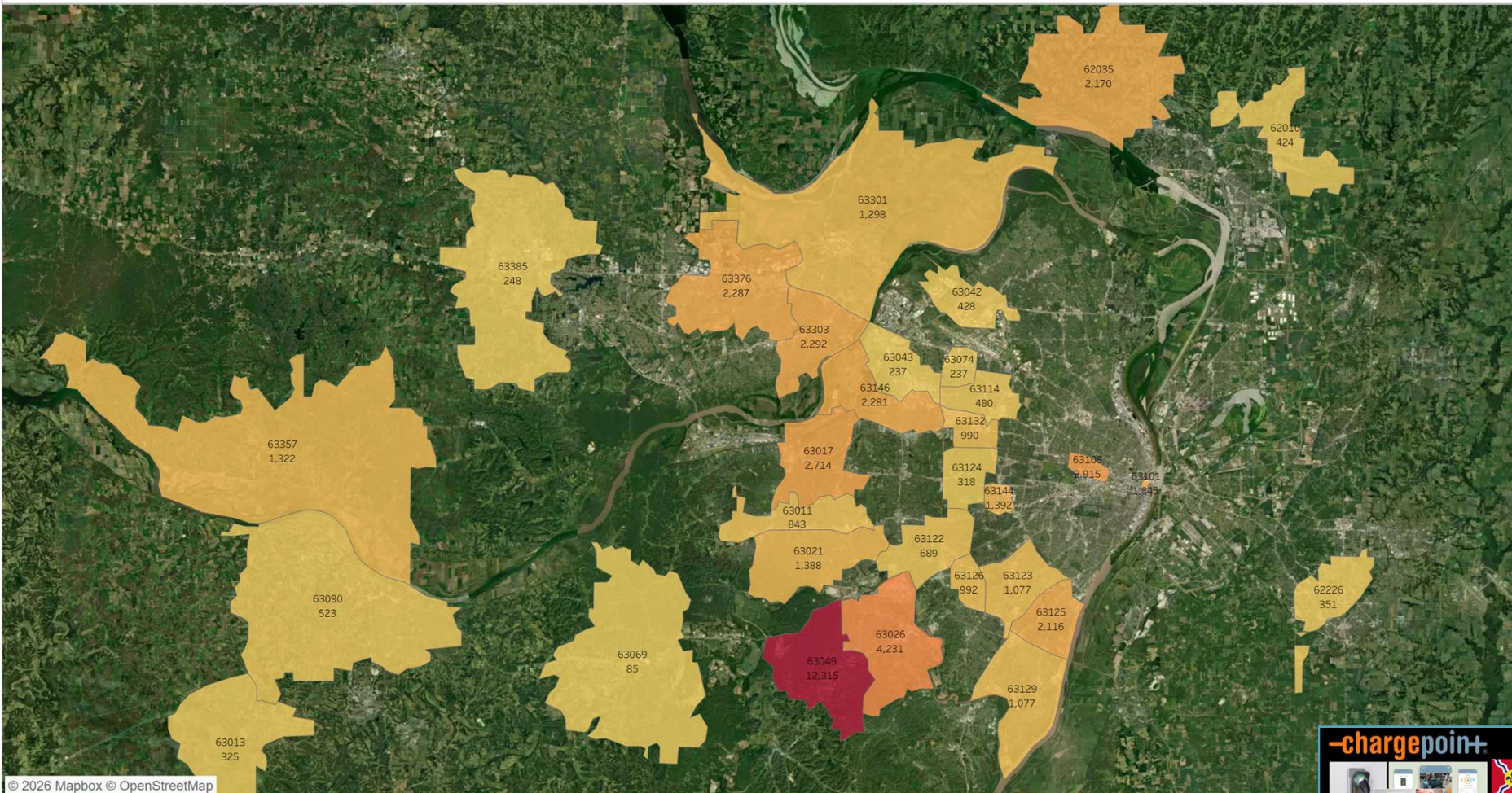
© 2026 Mapbox © OpenStreetMap



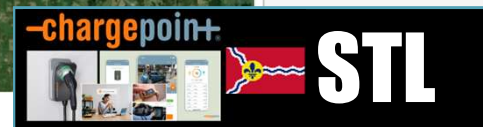
Electric/Hybrid vehicles (HHL): Own or lease electric vehicle

Top Residential Zip Codes: (Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE)

SUM(Adults 25 - 64 wh...



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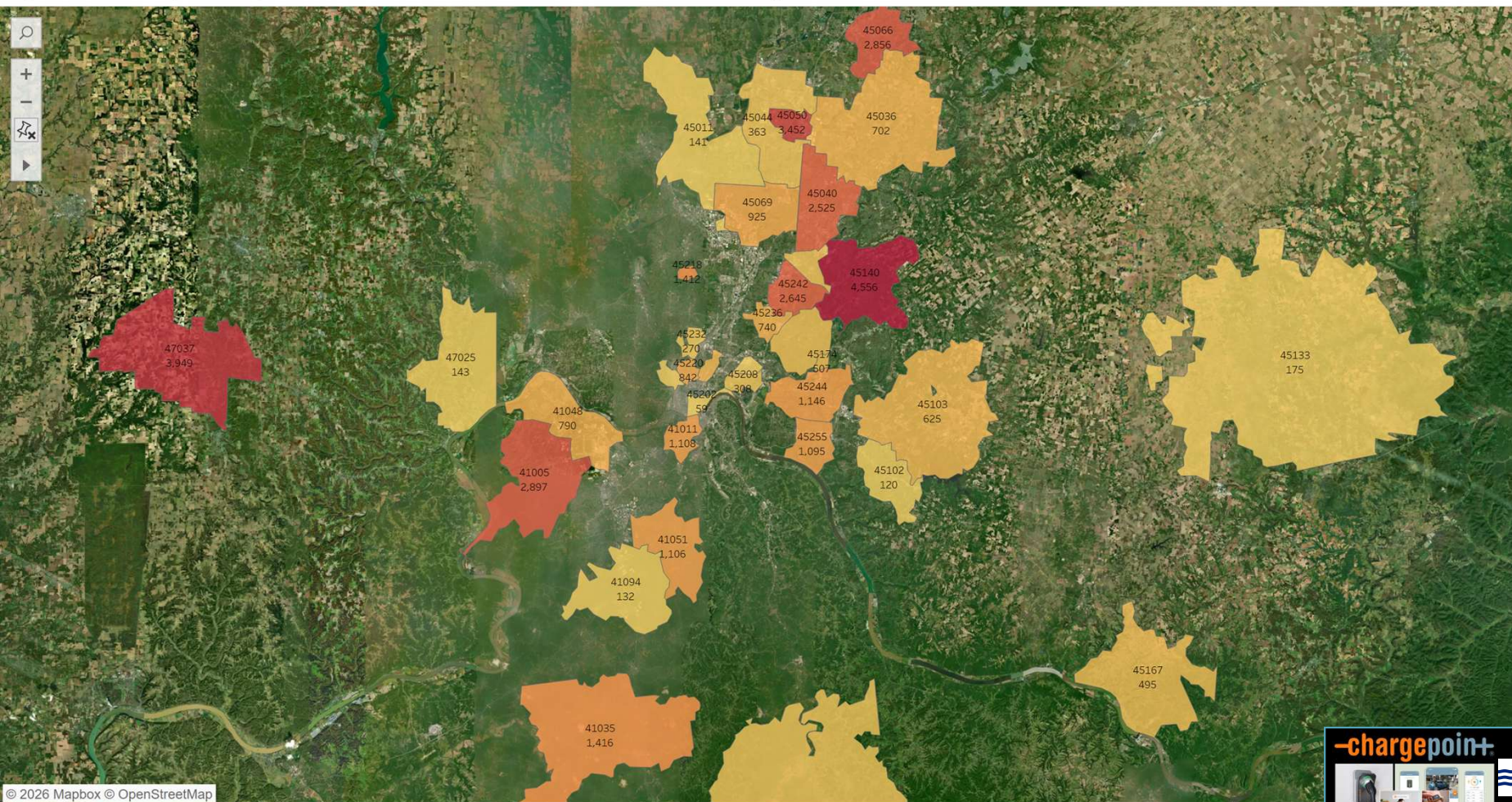
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 59

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Electric/Hybrid vehicles (HHL): Own or lease electric vehicle

Top Residential Zip Codes: (Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE)



SUM(Adults 25 - 64 wh...
59 4,556

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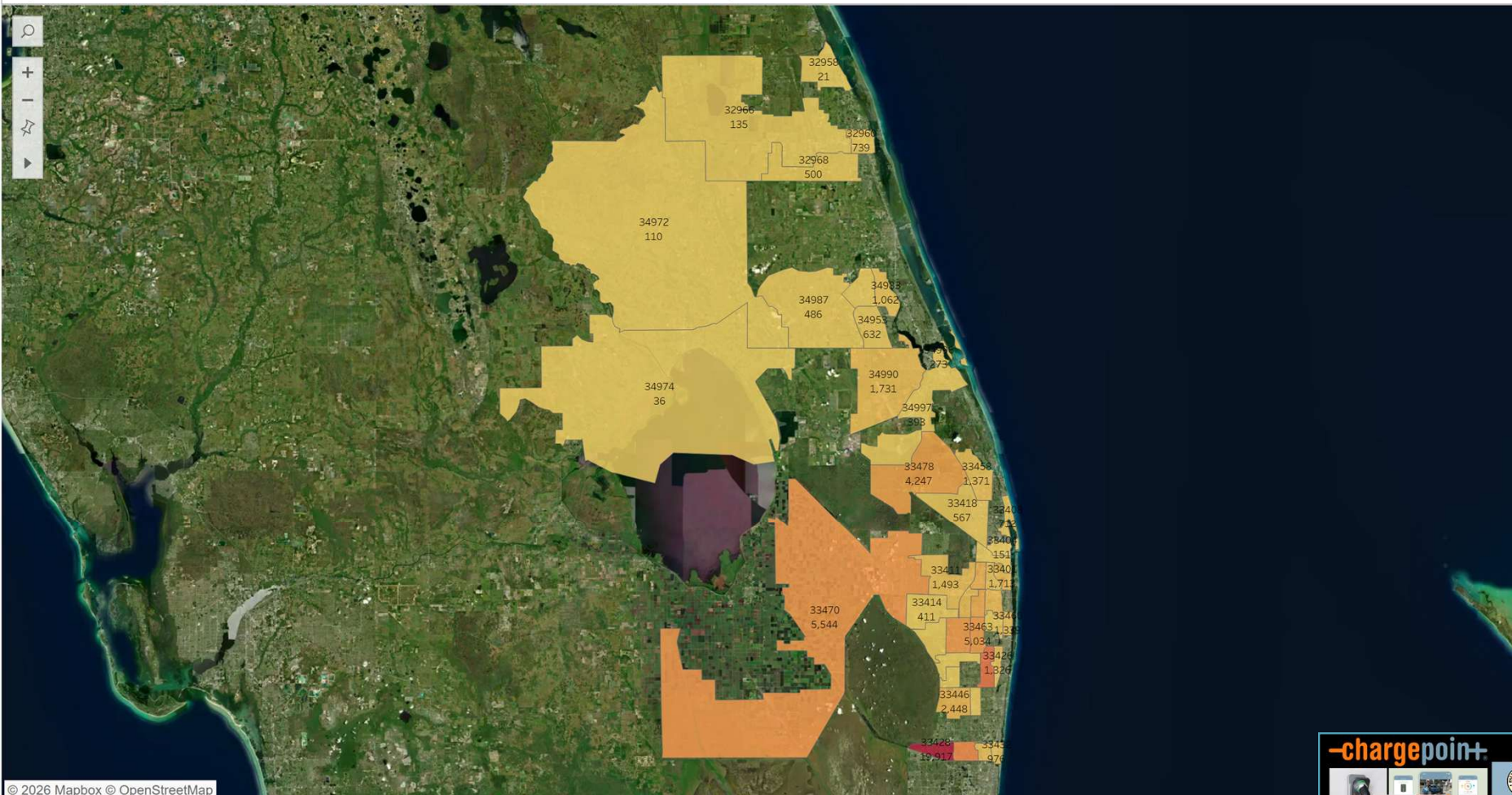


CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 62
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Electric/Hybrid vehicles (HHL): Own or lease electric vehicle

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Top Residential Zip Codes: (Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE)



SUM(Adults 25 - 64 wh...)

21

19,917

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WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab
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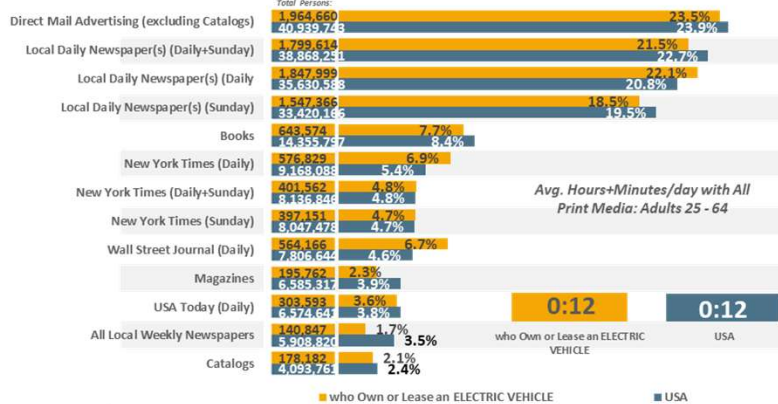
Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle

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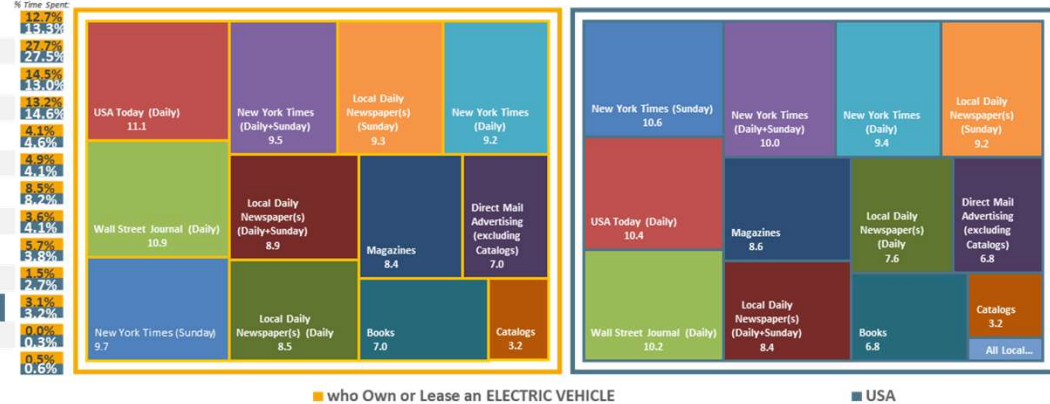


1,799,614 or 21.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

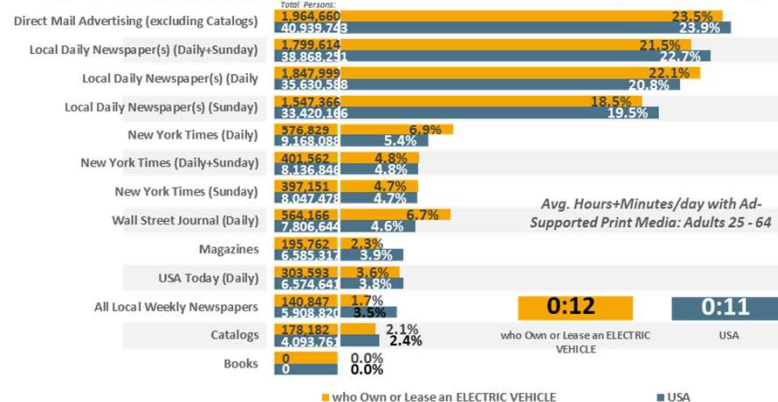
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



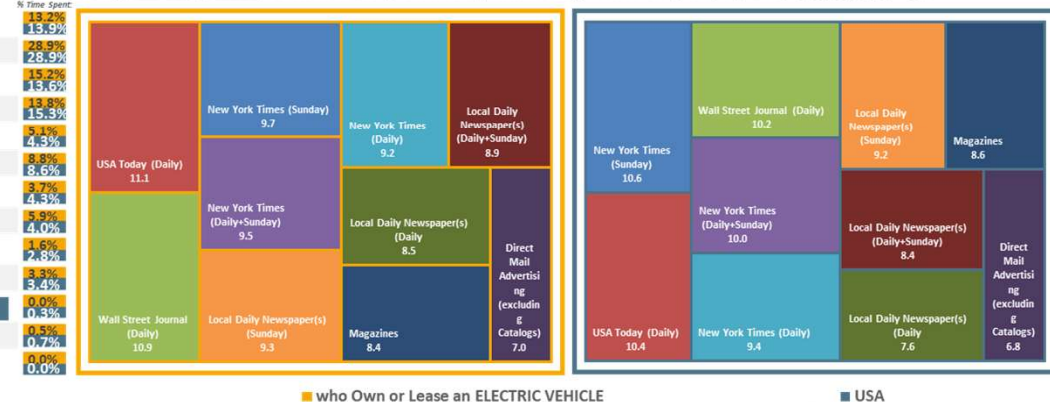
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



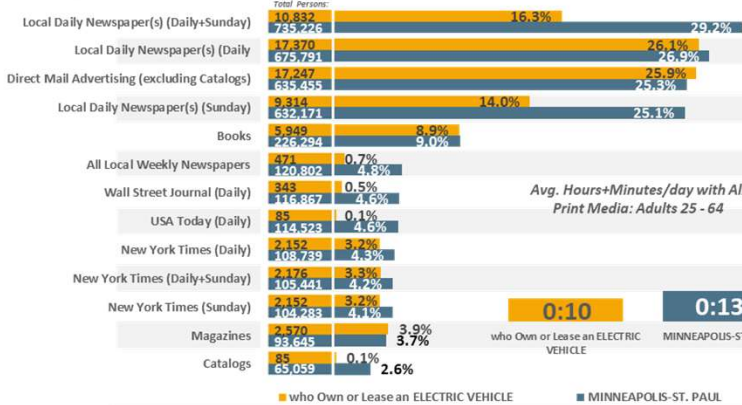
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



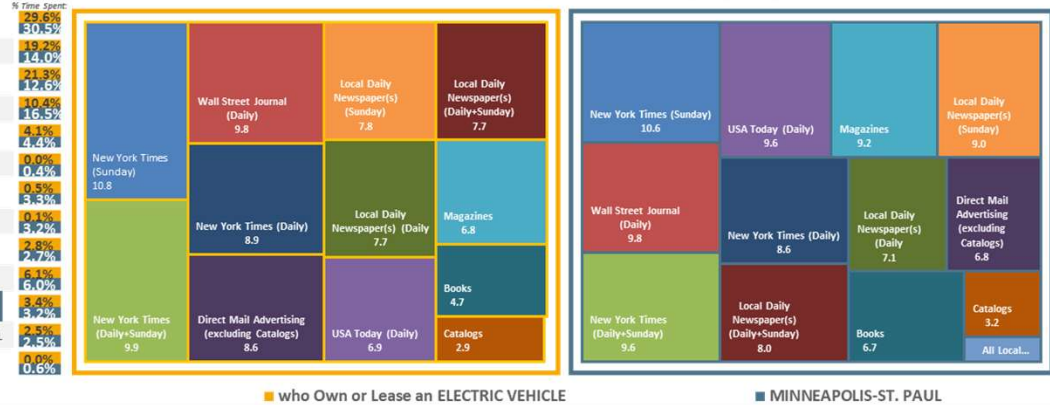


10,832 or 16.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

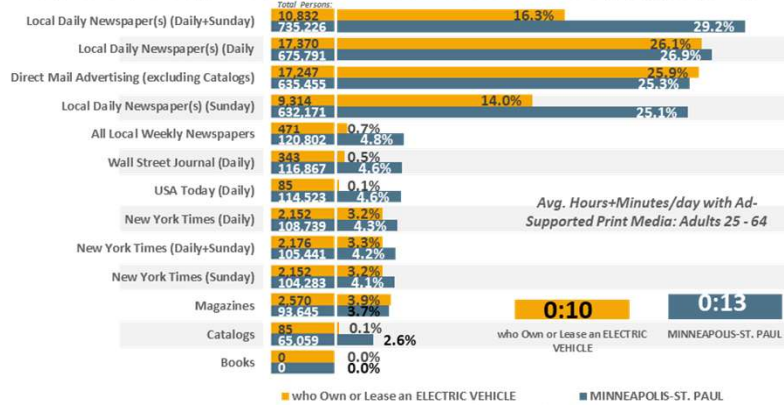
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



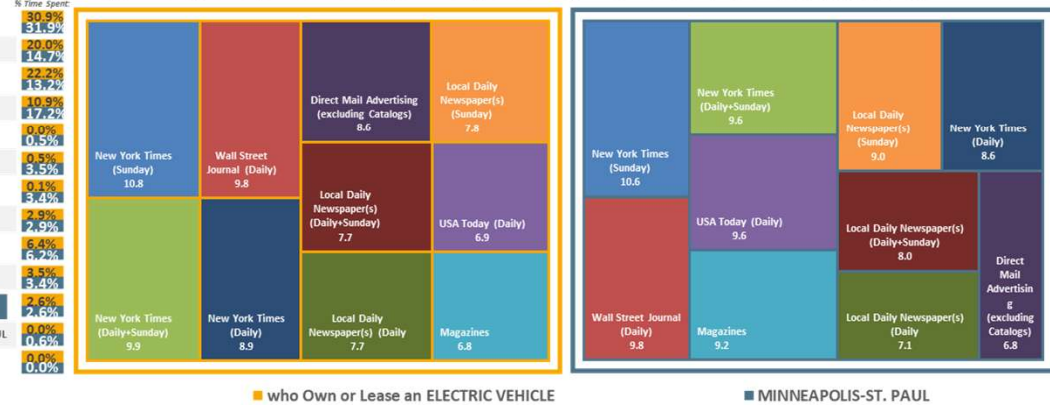
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



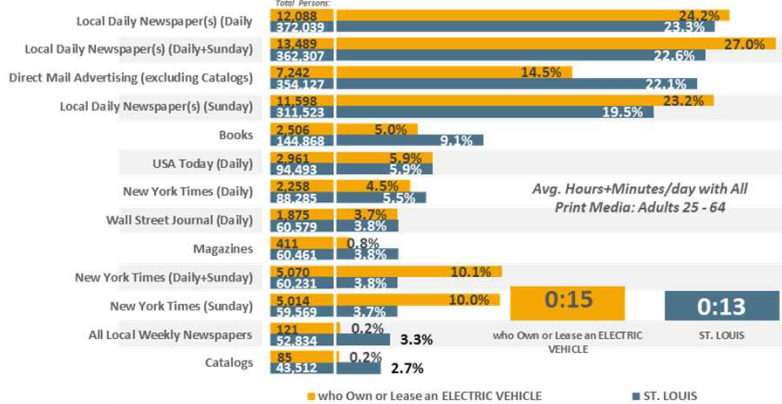
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



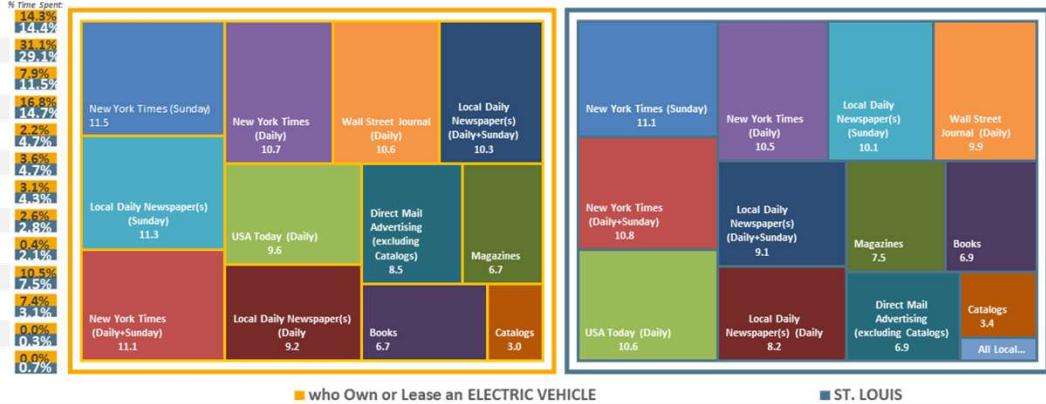


13,489 or 27.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 31.8% of all time spent daily with All forms of Print Media.

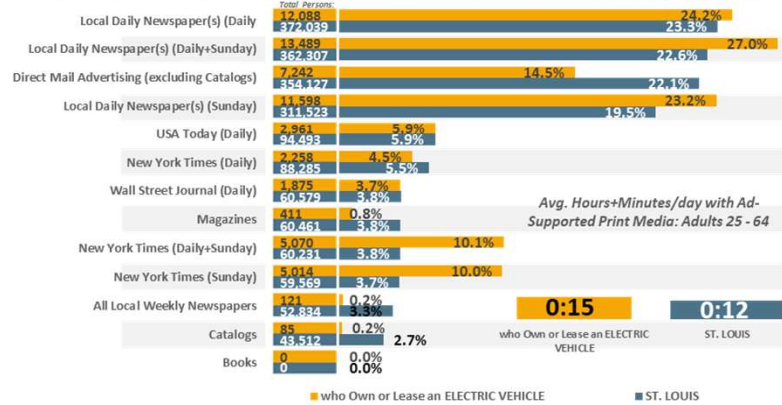
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



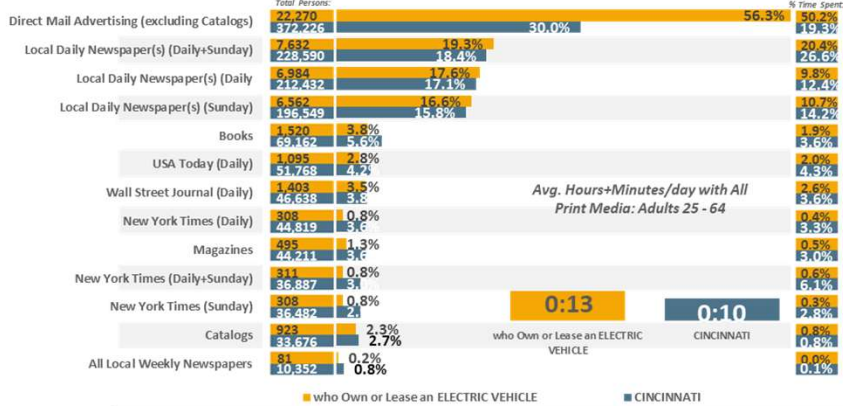
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



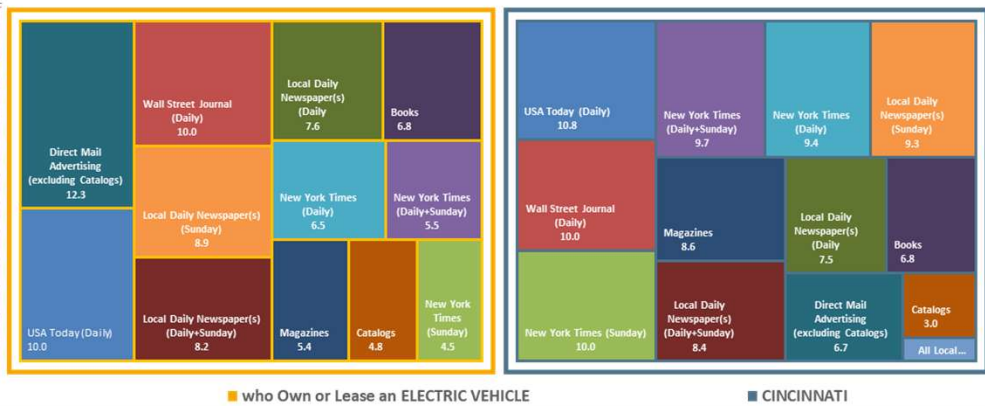


22,270 or 56.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE read Direct Mail Advertising (excluding Catalogs) for an average of 12.3 minutes every day representing 51.1% of all time spent daily with All forms of Print Media.

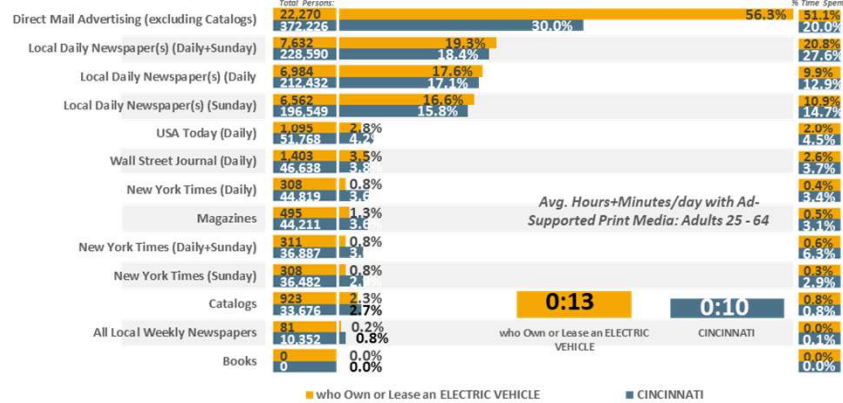
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



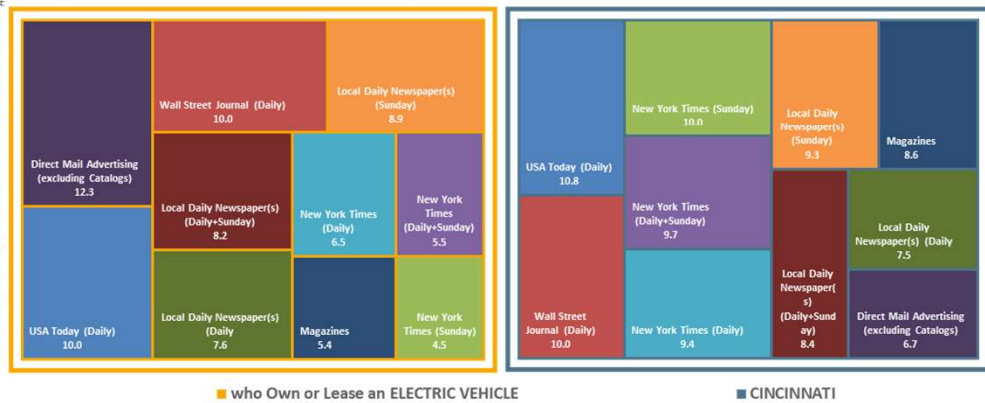
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



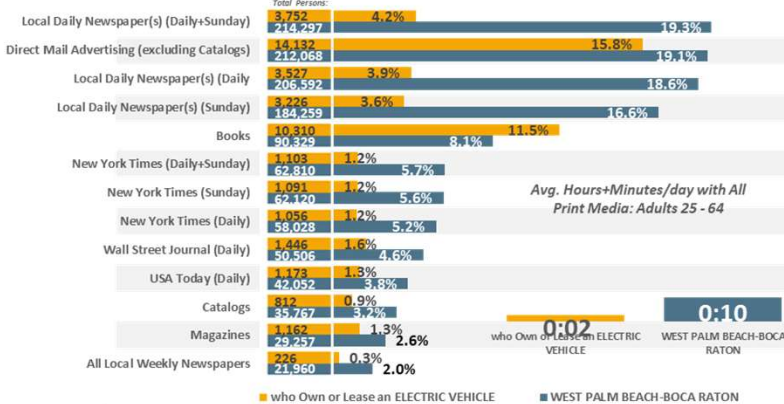
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



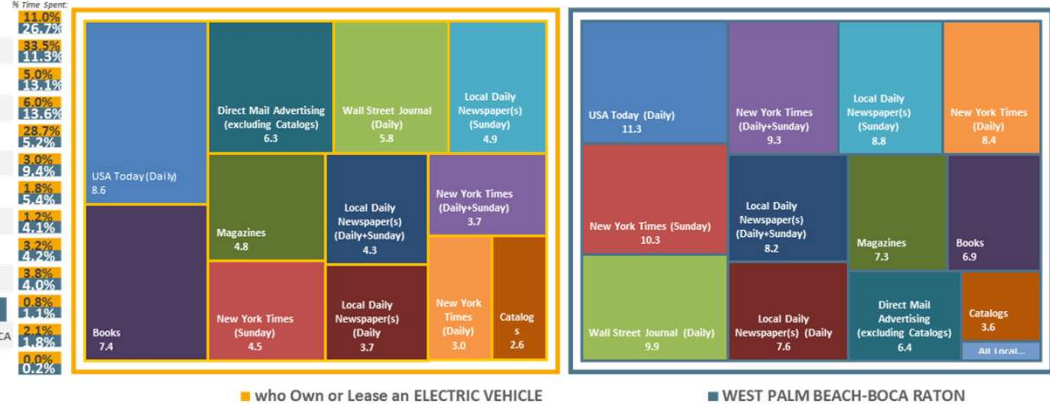


14,132 or 15.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE read Direct Mail Advertising (excluding Catalogs) for an average of 6.3 minutes every day representing 47.% of all time spent daily with All forms of Print Media.

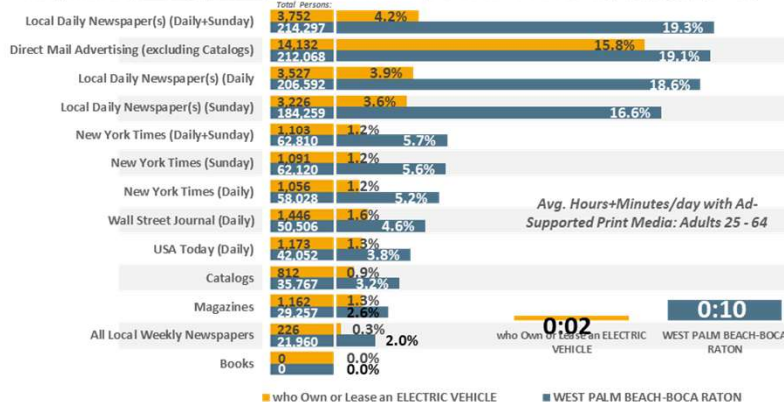
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



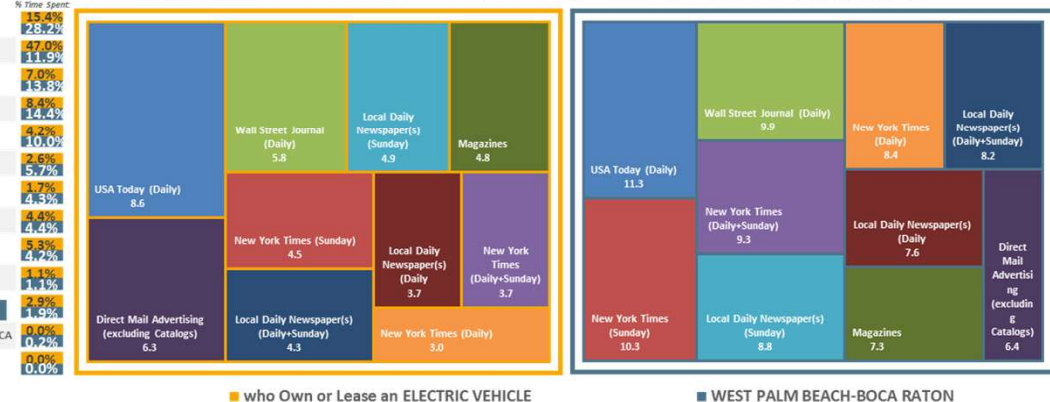
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



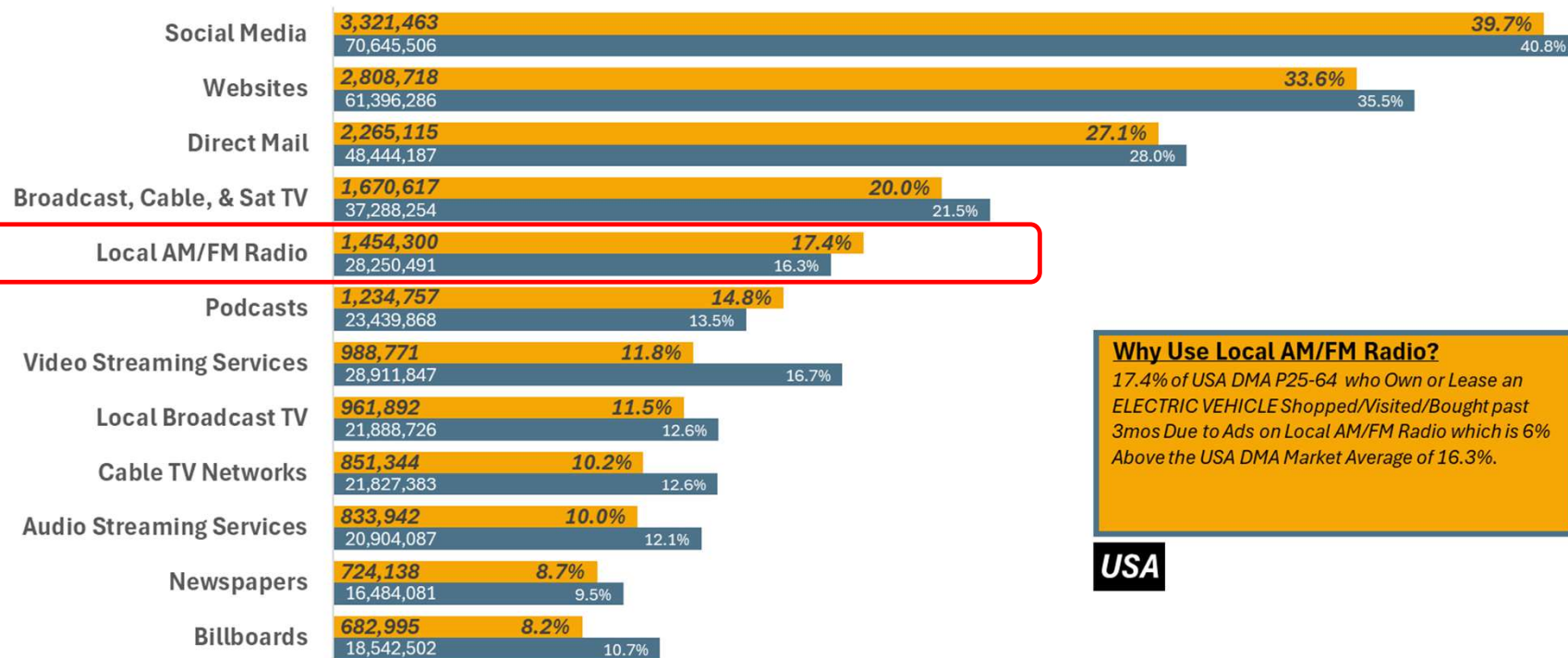
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





"Advertising Actions"

P25-64 who Own or Lease an ELECTRIC VEHICLE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.4% of USA DMA P25-64 who Own or Lease an ELECTRIC VEHICLE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the USA DMA Market Average of 16.3%.

USA

■ P25-64 who Own or Lease an ELECTRIC VEHICLE (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026: Sep24-Jan26 Qual Intab: 861
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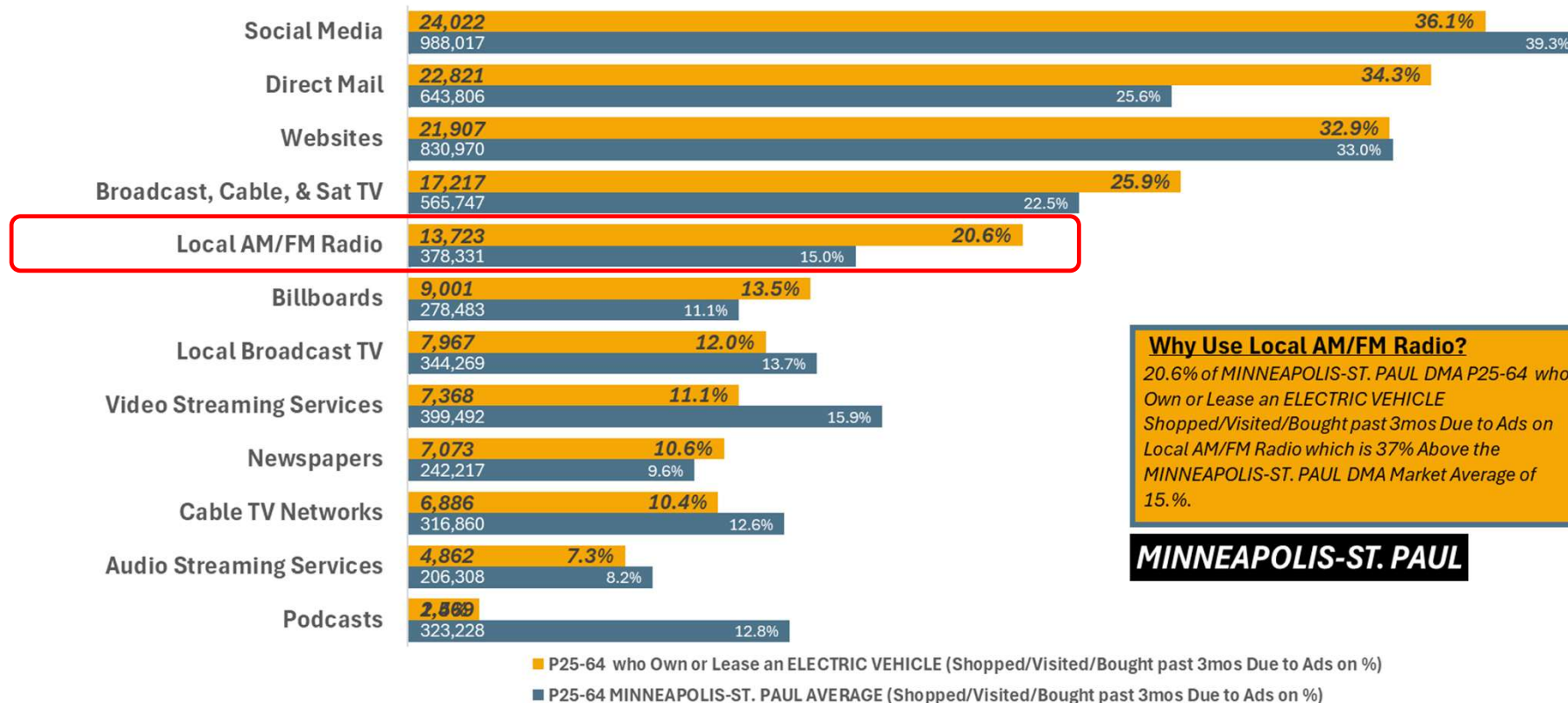
soefa.ai Share of Everything for Anything ®

Electric/Hybrid vehicles (HHEV): Own or lease electric vehicle



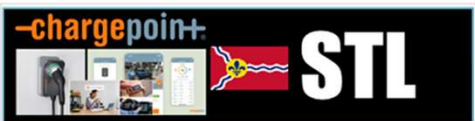
"Advertising Actions"

P25-64 who Own or Lease an ELECTRIC VEHICLE (Shopped/Visited/Bought past 3mos Due to Ads on %)



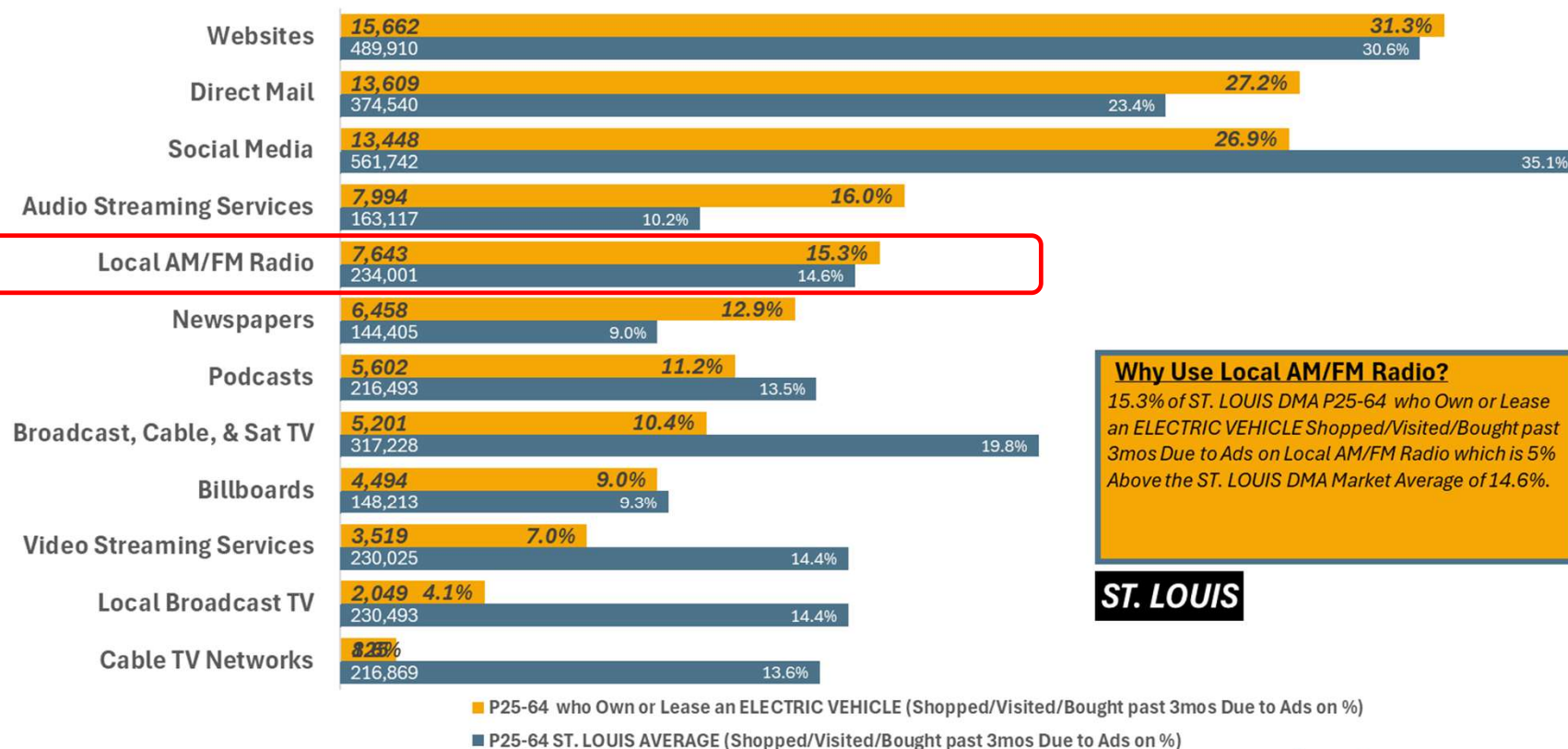
Why Use Local AM/FM Radio?
20.6% of MINNEAPOLIS-ST. PAUL DMA P25-64 who Own or Lease an ELECTRIC VEHICLE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 37% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 15.0%.

MINNEAPOLIS-ST. PAUL



"Advertising Actions"

P25-64 who Own or Lease an ELECTRIC VEHICLE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

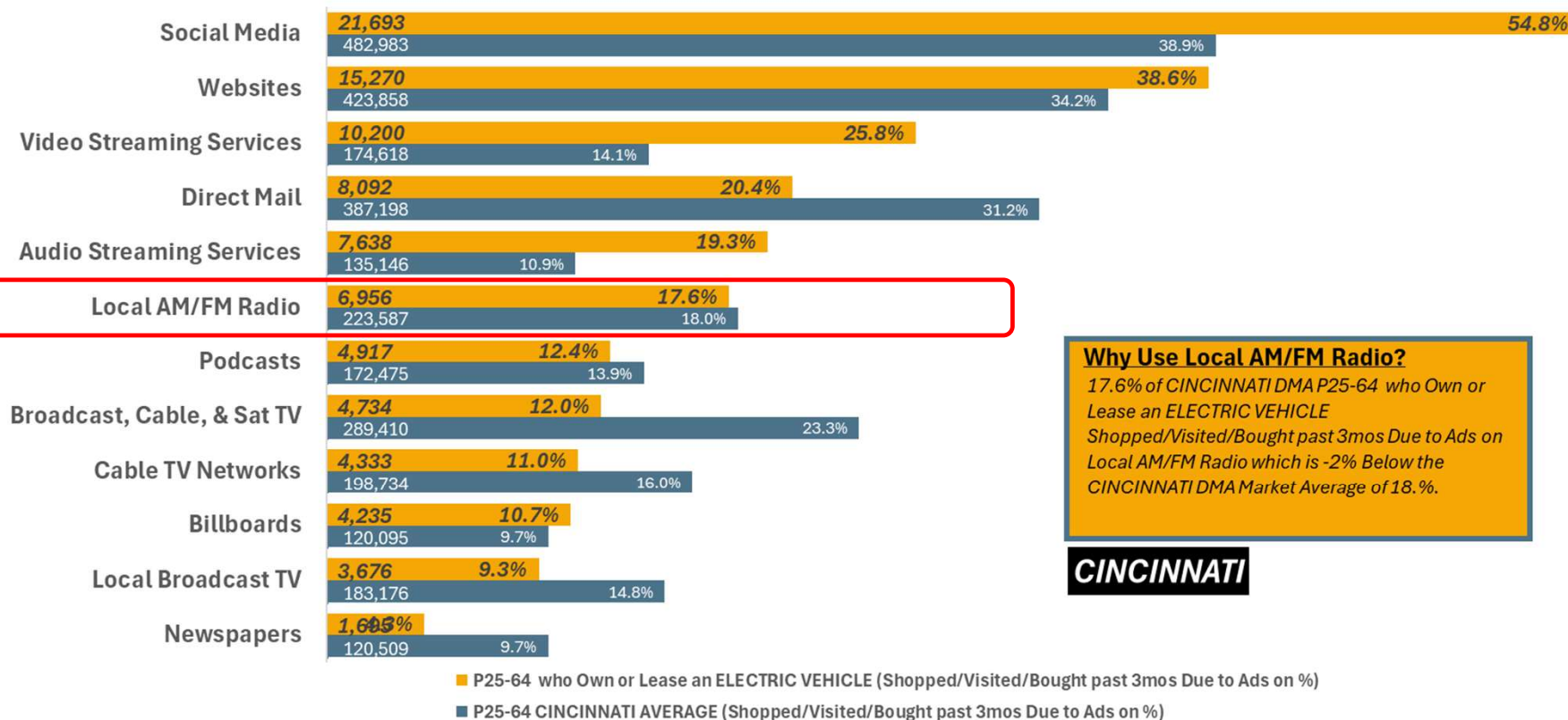
15.3% of ST. LOUIS DMA P25-64 who Own or Lease an ELECTRIC VEHICLE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the ST. LOUIS DMA Market Average of 14.6%.

ST. LOUIS



"Advertising Actions"

P25-64 who Own or Lease an ELECTRIC VEHICLE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

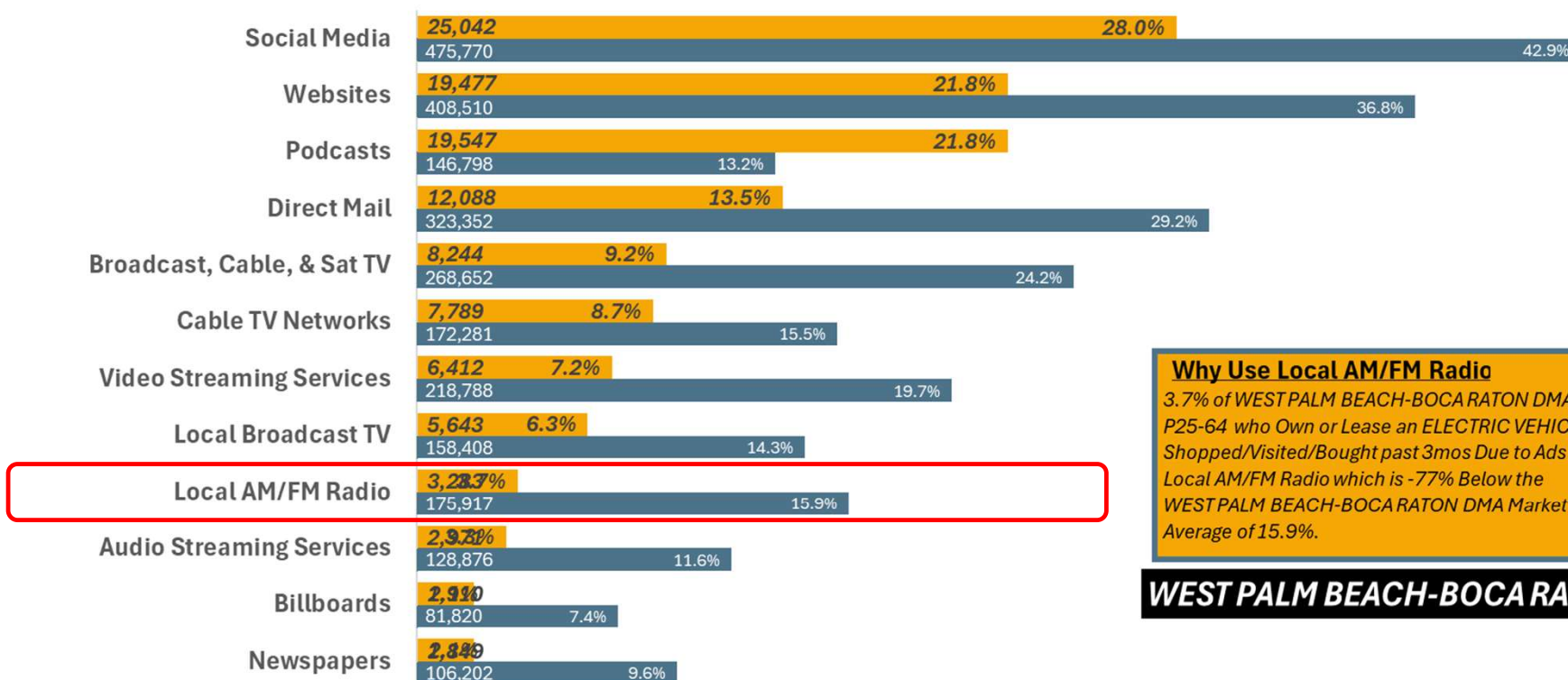
17.6% of CINCINNATI DMA P25-64 who Own or Lease an ELECTRIC VEHICLE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the CINCINNATI DMA Market Average of 18.0%.

CINCINNATI



"Advertising Actions"

P25-64 who Own or Lease an ELECTRIC VEHICLE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio
 3.7% of WEST PALM BEACH-BOCA RATON DMA
 P25-64 who Own or Lease an ELECTRIC VEHICLE
 Shopped/Visited/Bought past 3mos Due to Ads on
 Local AM/FM Radio which is -77% Below the
 WEST PALM BEACH-BOCA RATON DMA Market
 Average of 15.9%.

WEST PALM BEACH-BOCA RATON

■ P25-64 who Own or Lease an ELECTRIC VEHICLE (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WESTPALM BEACH-BOCARATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 80
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 for Anything ®

Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle