



# Nearly 1.2 Million Americans Purchased or Leased a New ELECTRIC VEHICLE in 2023.

*Watch their Complete Demographic and Total Media Usage Profile...*



**MotorTrend**  
The Best Electric SUVs of 2023



**Business Insider**  
EVs Coming Out in 2023 From Tesla ...



**WIRED**  
The 14 Best EVs Coming in 2023...



**Business Insider**  
6 Cool Electric Cars Hitting Stre...



**Car and Driver**  
Every New Electric Vehicle For Sale In ...



**CNET**  
Every EV Available in 2024, Ranked by ...



**WIRED**  
The 14 Best EVs Coming in 2023: B...



**CNET**  
Every EV Available in 2024, Ranked by ...



**CNBC**  
BYD produced more than 3 million ca...



**Bloomberg.com**  
Best Electric Cars to Buy: New EV ...



**WIRED**  
The 14 Best EVs Coming in 2023: ...



**Money**  
EV Price Wars: Electric Cars With Price ...



**YouTube**  
Electric Cars & Trucks Coming in 2023



**InsideEVs**  
Electric Cars Launching In The US In



**Kelley Blue Book**  
Best Electric Vehicles of 2024 - Top



**Cars.com**  
Bestselling Electric Vehicles of 2023



**Visual Capitalist**  
Ranked: Electric Ve



**Business Insider**  
Electric SUVs Coming in 2023 From



.4% or 1,160,319 of USA 2023 Adults 18 or older Purchased or Leased a New Electric Vehicle past 12mos. Typical Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos are 45.8 years old (5.1% younger than average) and have a \$159,668 (51.5% higher than average) annual household income.

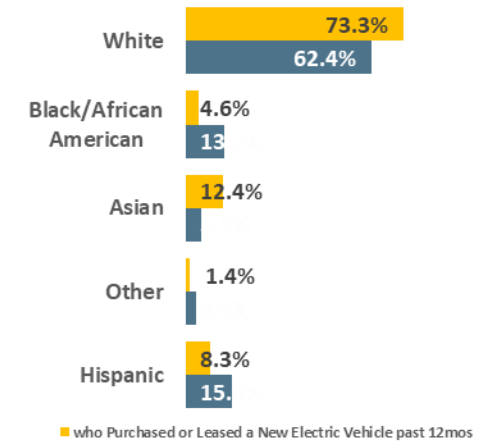
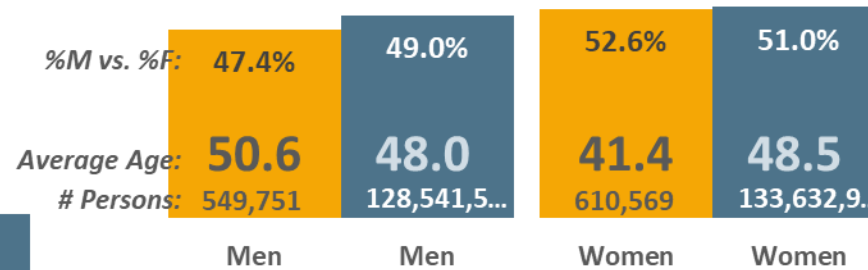
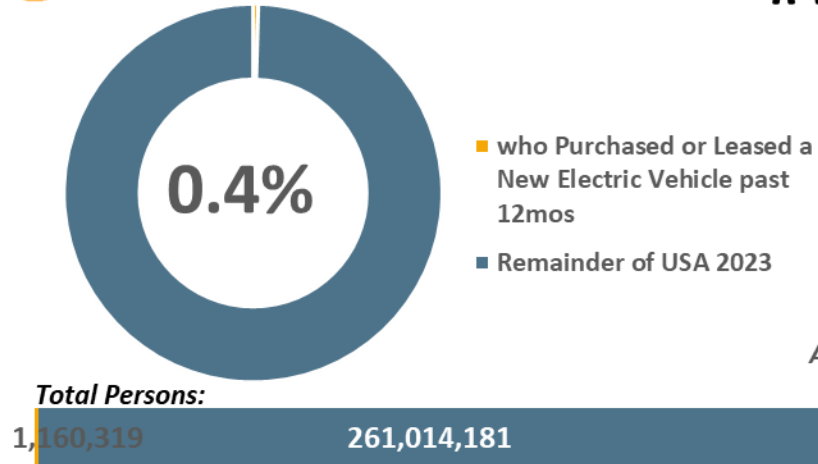


Percent of Market: Adults 18 or older

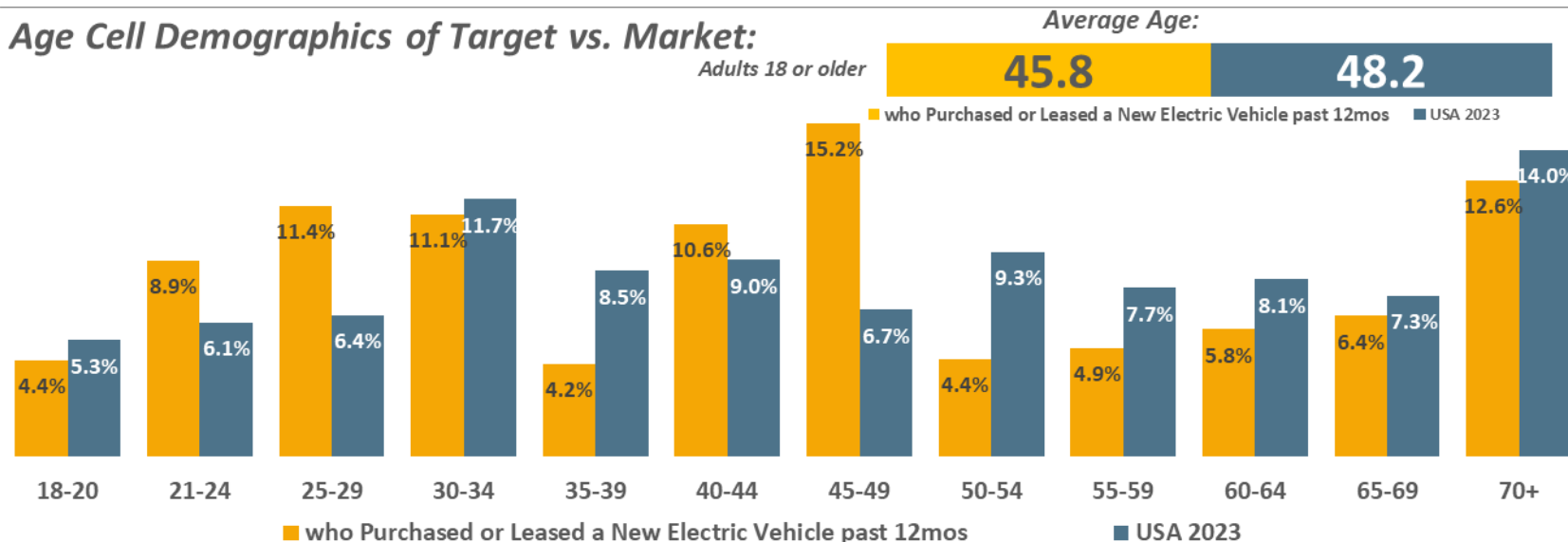


Gender of Target vs. Market: Adults 18 or older

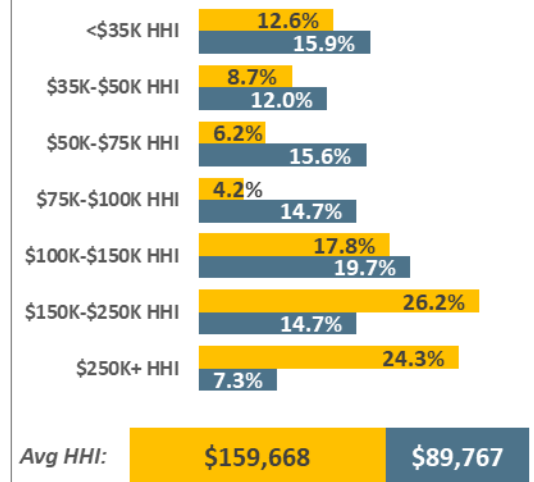
Ethnicity of Target vs. Market:

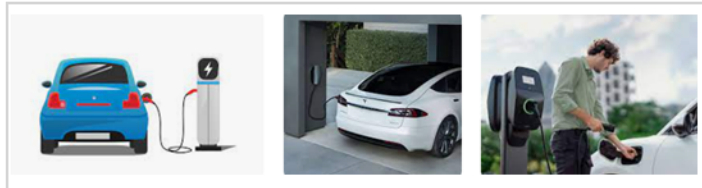


Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

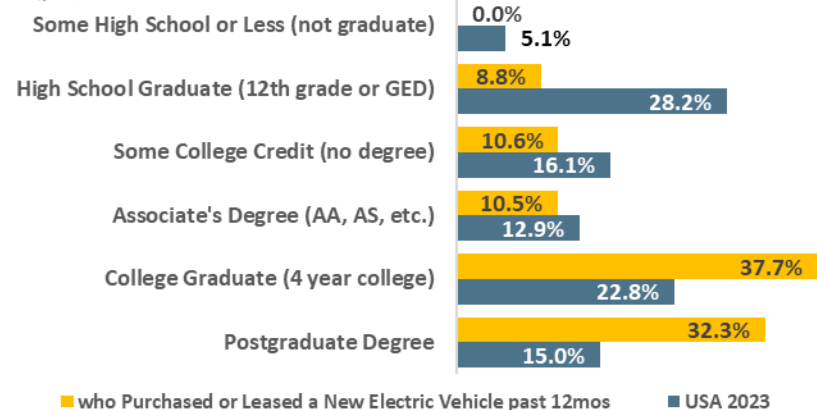




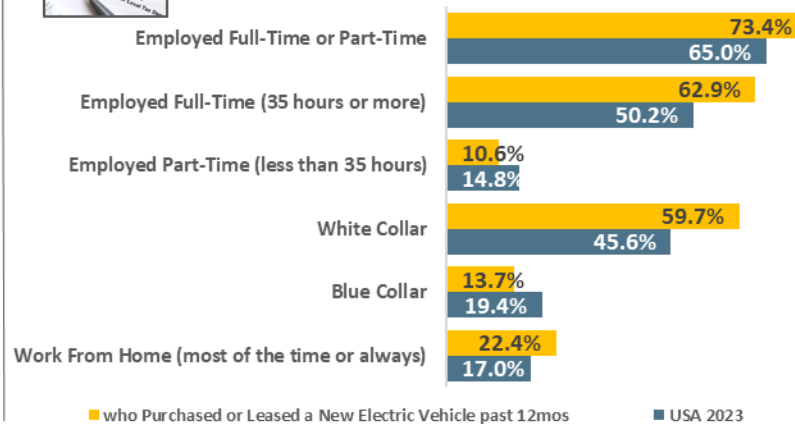
.4% or 1,160,319 of USA 2023 Adults 18 or older Purchased or Leased a New Electric Vehicle past 12mos. Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos are 85.3% more likely to be a college graduate, 25.2% more likely to work full-time, 24.5% more likely to be married, 20.% more likely to be a parent of 1 or more children under



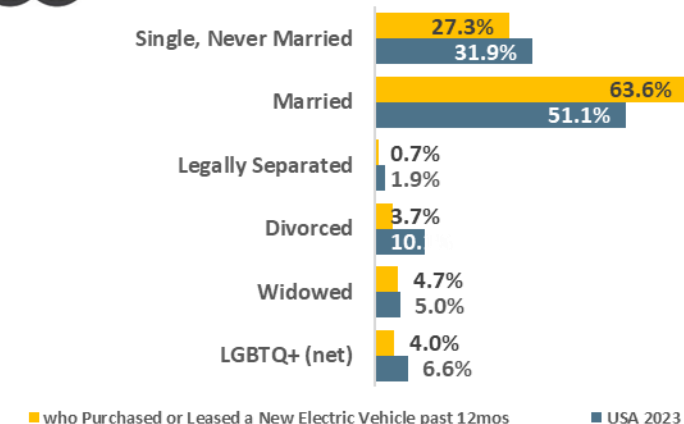
## Education Levels: Adults 18 or older



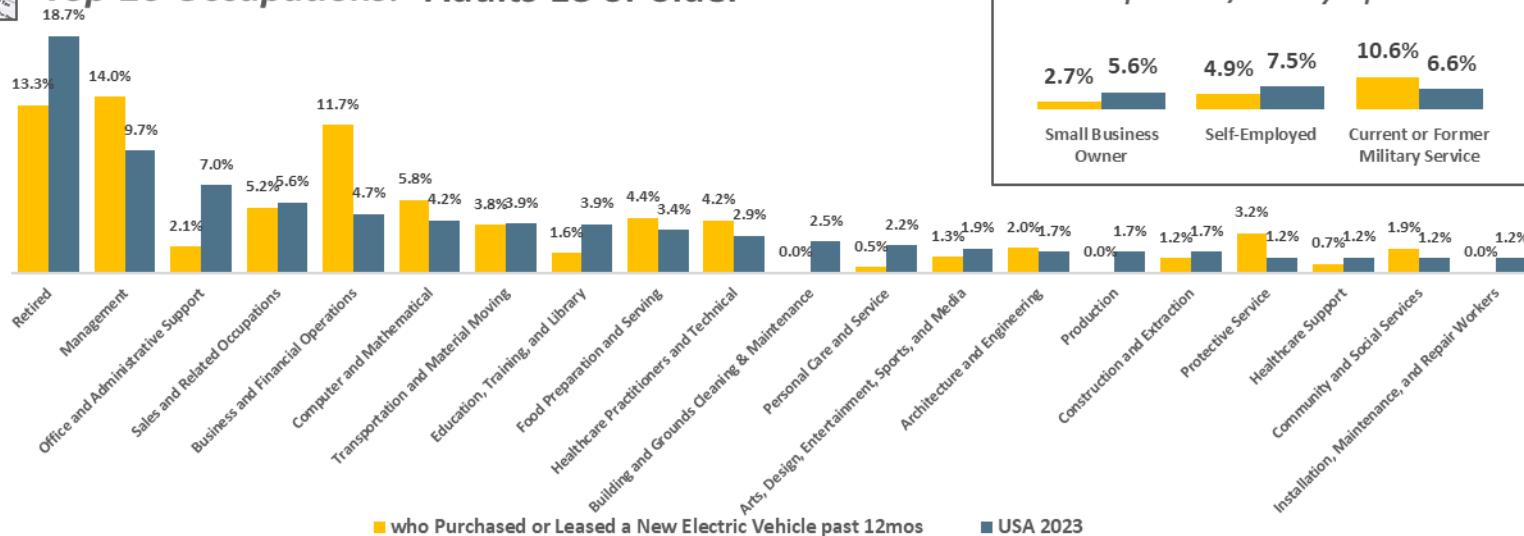
## Employment: Adults 18 or older



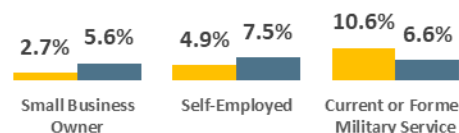
## Marital Status: Adults 18 or older



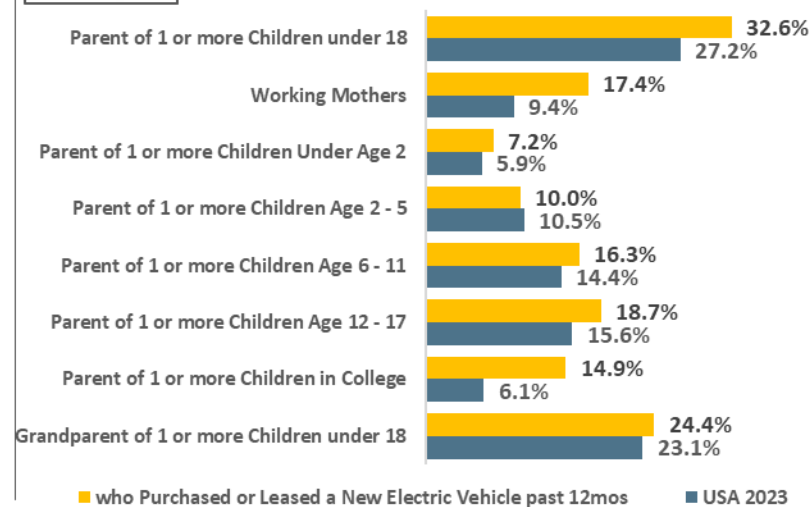
## Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Military Experience



## Stage in Life: Adults 18 or older

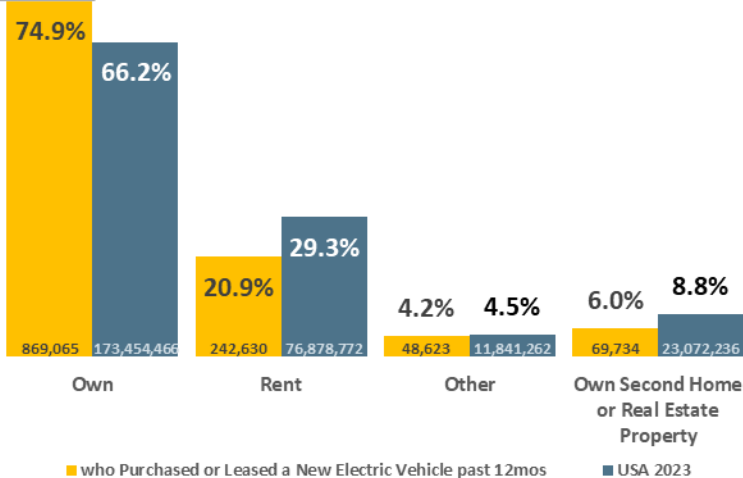




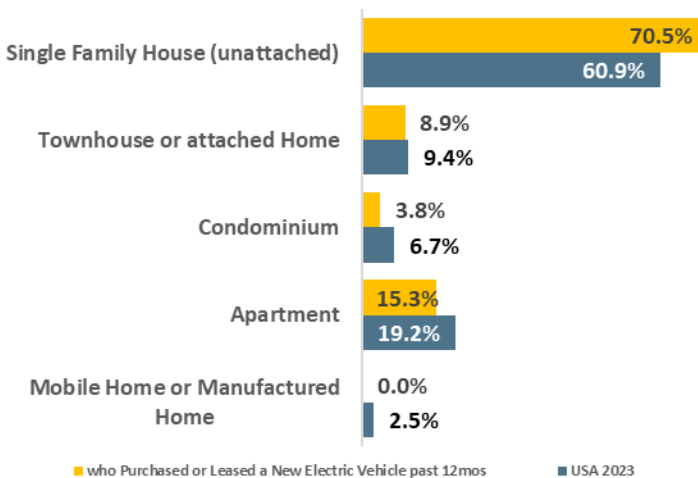
.4% or 1,160,319 of USA 2023 Adults 18 or older Purchased or Leased a New Electric Vehicle past 12mos. Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos are 13.2% more likely to own their home, 64.8% more likely to own a higher valued home, 15.8% more likely to have a single-family home, 35.9% more likely to have a dog.



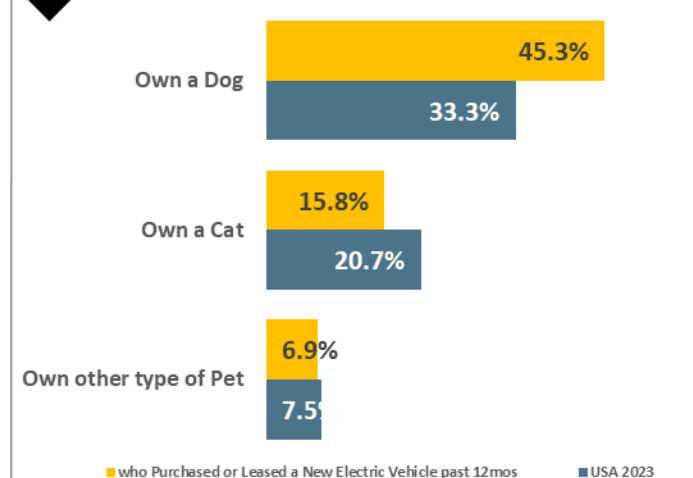
### Own/Rent/Other: Adults 18 or older



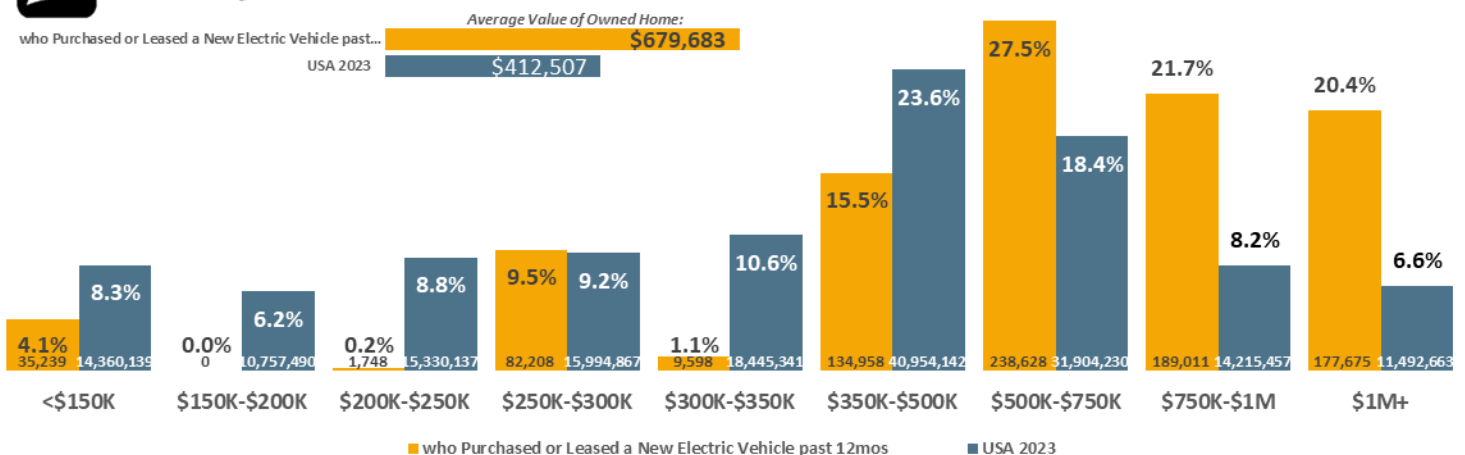
### Type of Home: Adults 18 or older



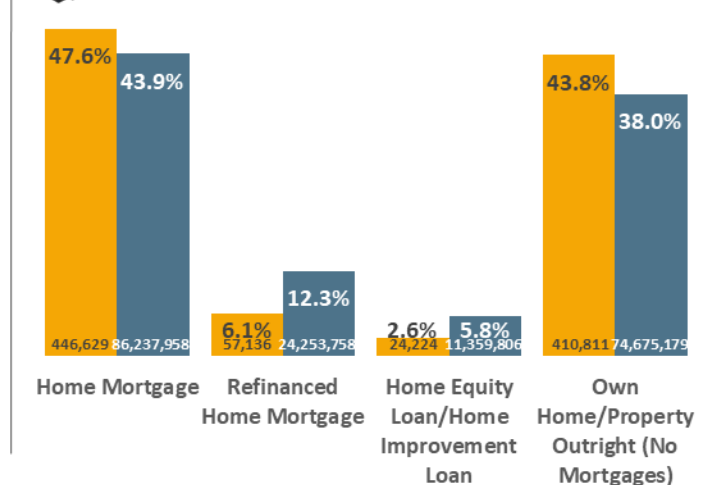
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

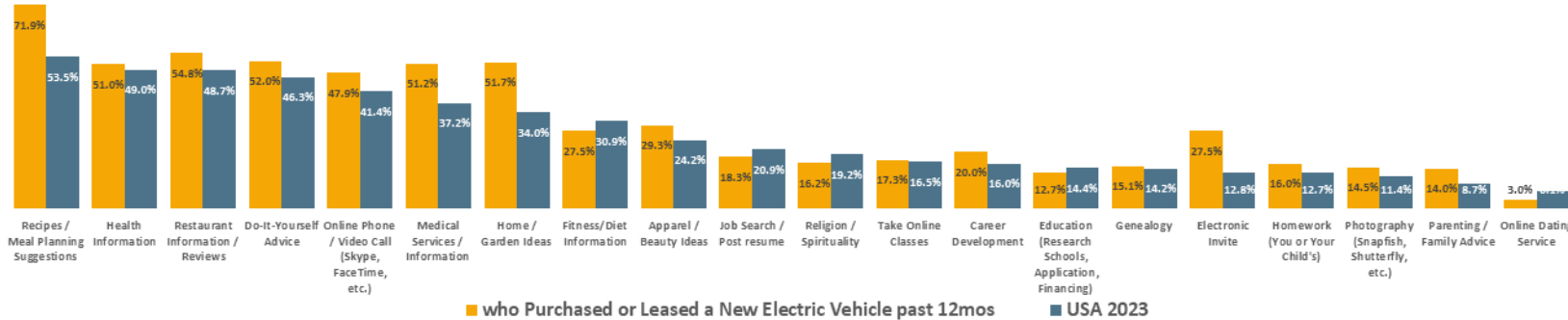




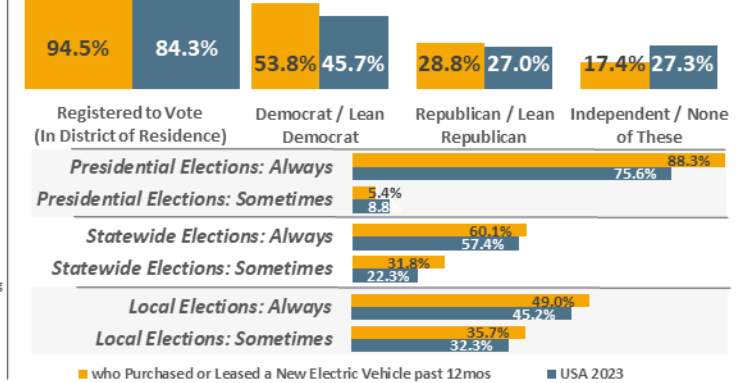
.4% or 1,160,319 of USA 2023 Adults 18 or older Purchased or Leased a New Electric Vehicle past 12mos. Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos are 12.4% more likely to look up D-I-Y advice online, 8.4% more likely to always vote in local elections, 9.1% less likely to belong to a gym, 6.2% more likely to fly domestic pa



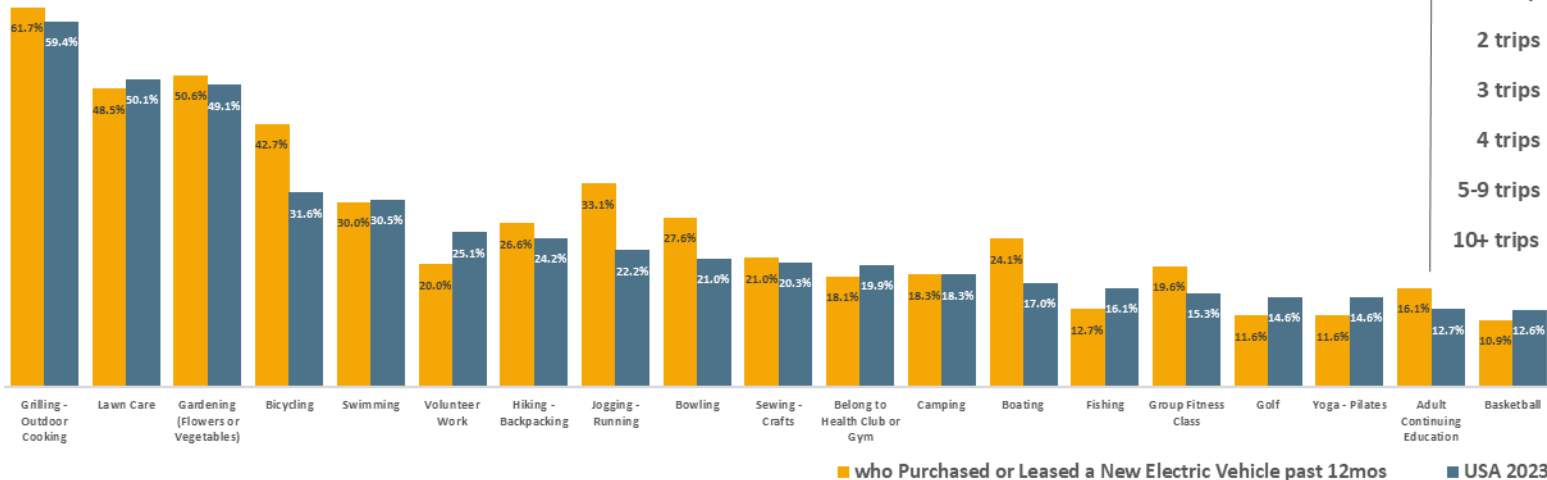
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



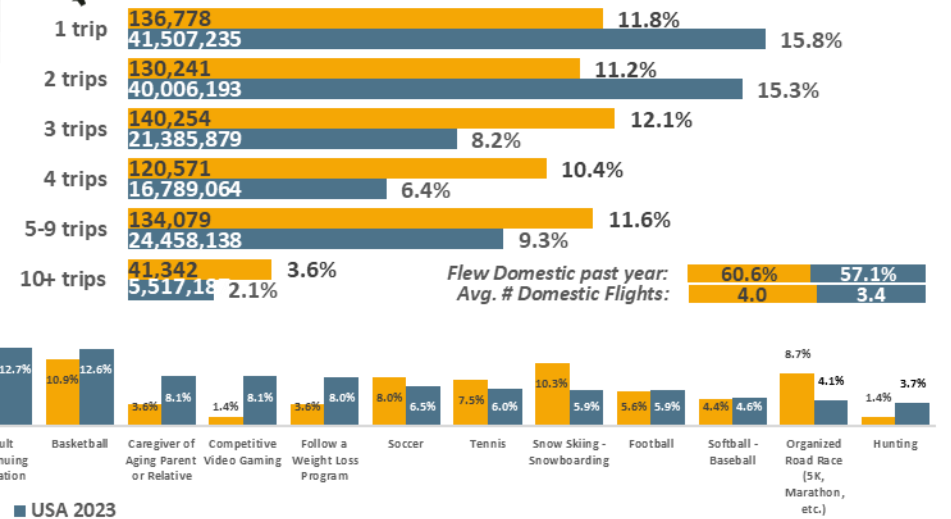
### Political Activity: Adults 18 or older



### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



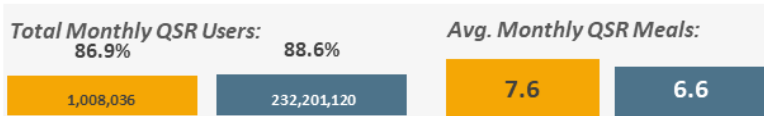
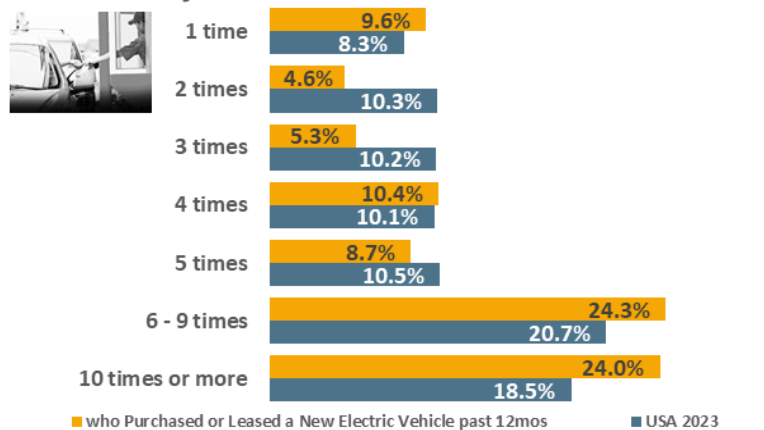
### Past 12-months Domestic Airline Trips: Adults 18 or older



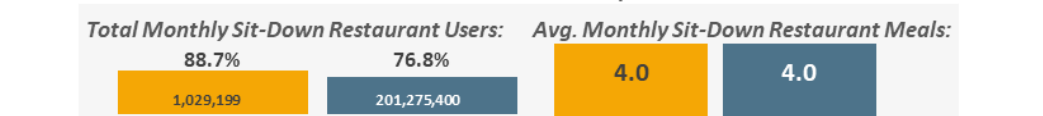
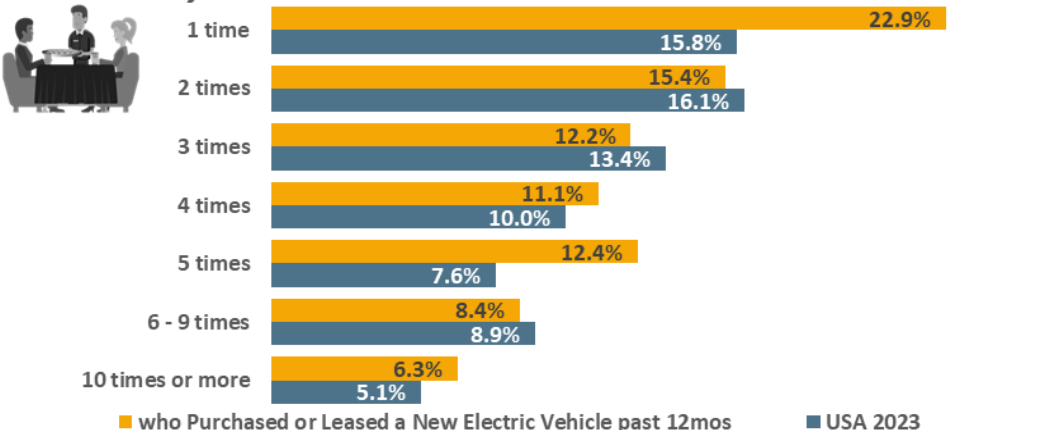


.4% or 1,160,319 of USA 2023 Adults 18 or older Purchased or Leased a New Electric Vehicle past 12mos. Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos are 1.9% less likely to use QSRs past mo., 15.5% more likely to use Sit-Down Restaurants past mo., 30.5% less likely to use Casinos past yr, 12.4% less likely to smoke cigarette

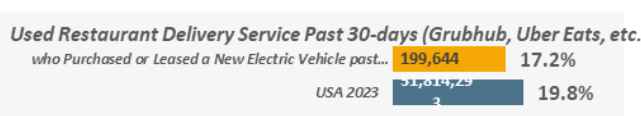
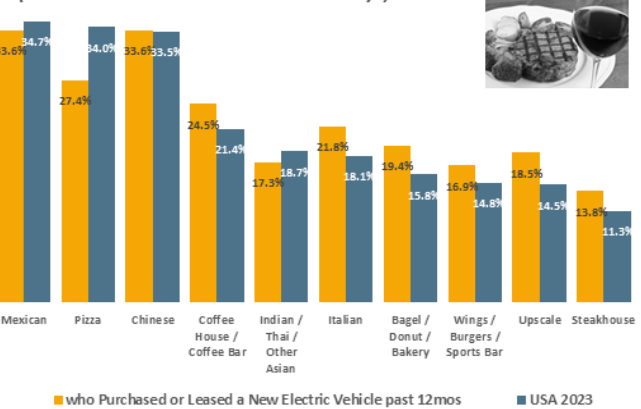
Past 30-days QSR Users: Adults 18 or older



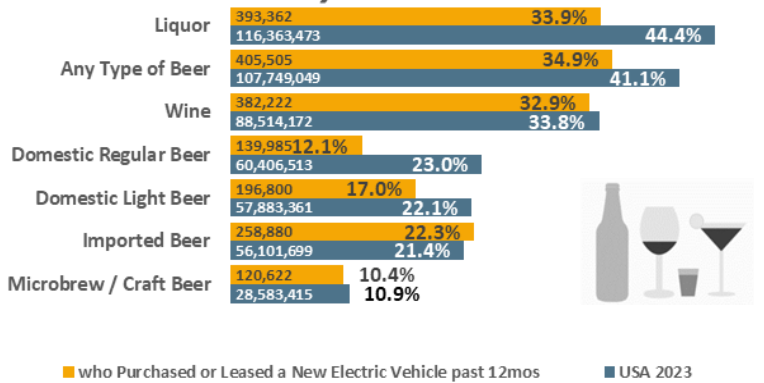
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



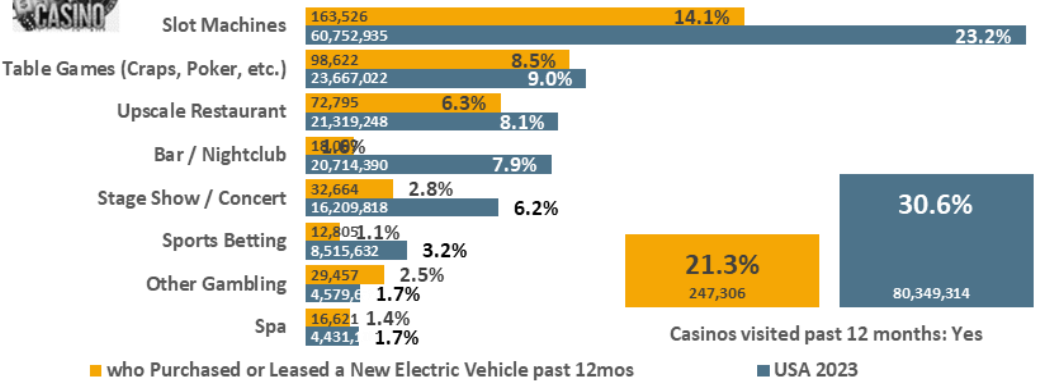
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



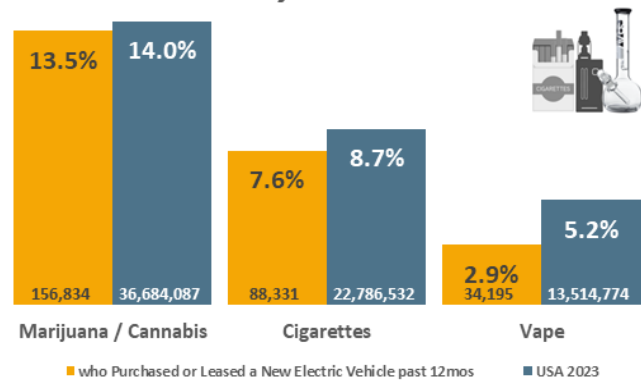
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



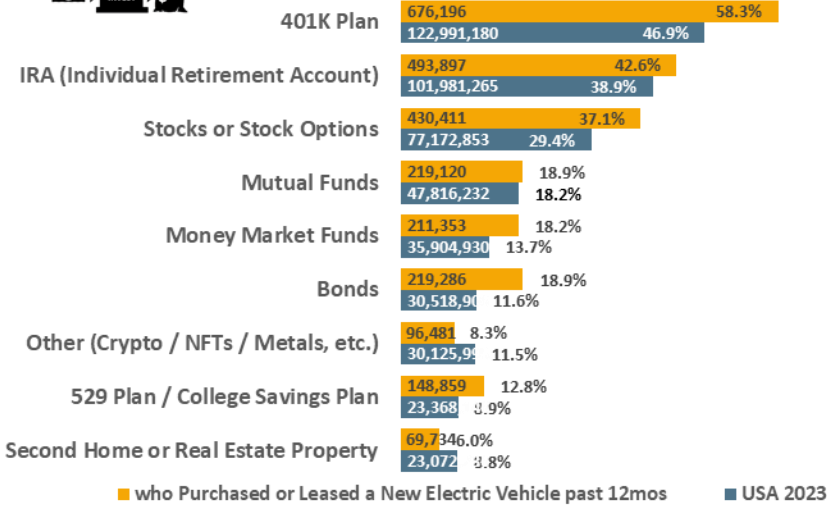
[[Model year of new vehicle (HHLD): 2023:Any new vehicle AND Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle]]



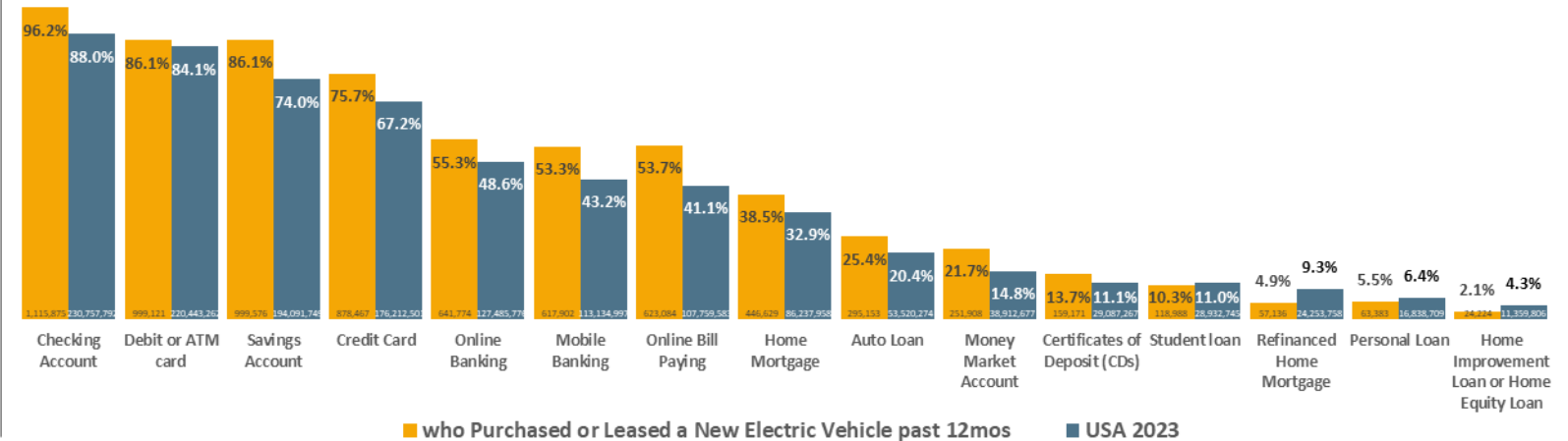
.4% or 1,160,319 of USA 2023 Adults 18 or older Purchased or Leased a New Electric Vehicle past 12mos. Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos are 24.2% more likely to have a 401K, 24.6% more likely to have an Auto Loan, 2.7% more likely to Invest/Trade Stocks Online, 11.1% less likely to pay with their Debit Card.



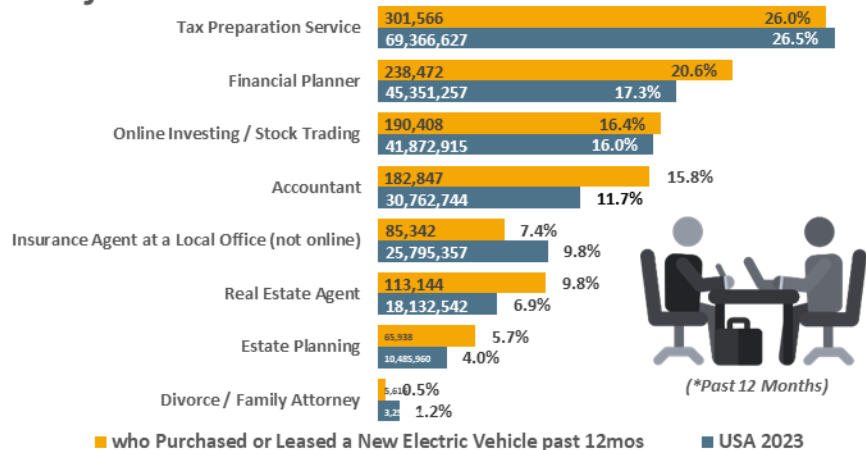
### Investments Owned: Adults 18 or older



### Financial Services Has and/or Uses: Adults 18 or older



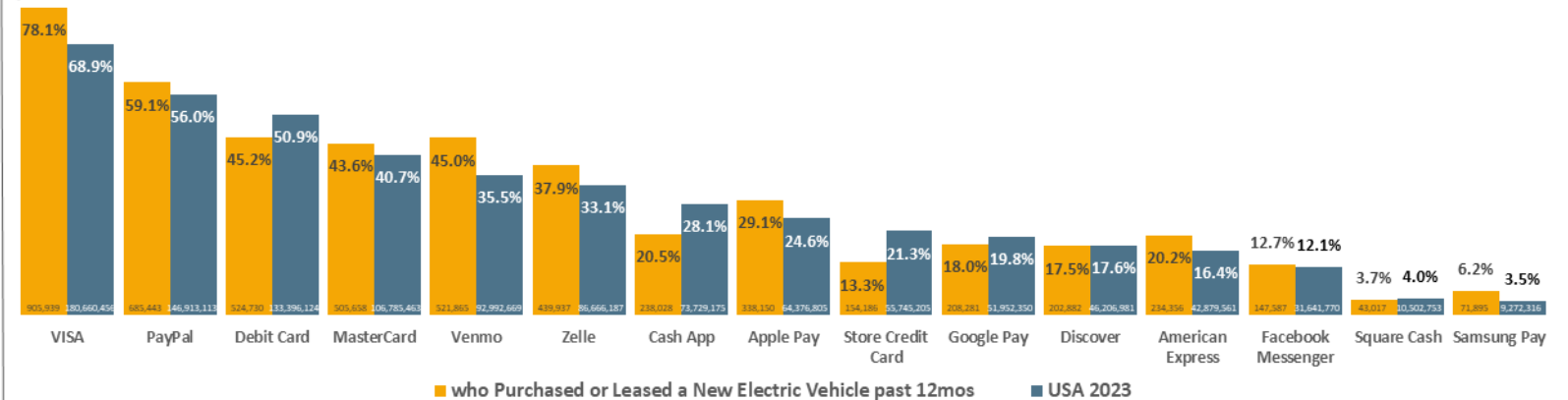
### Professional Services Used\*: Adults 18 or older

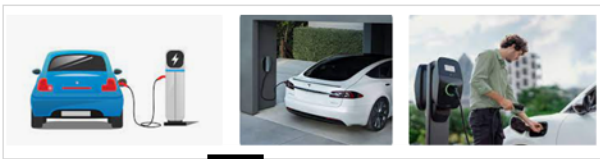


(\*Past 12 Months)

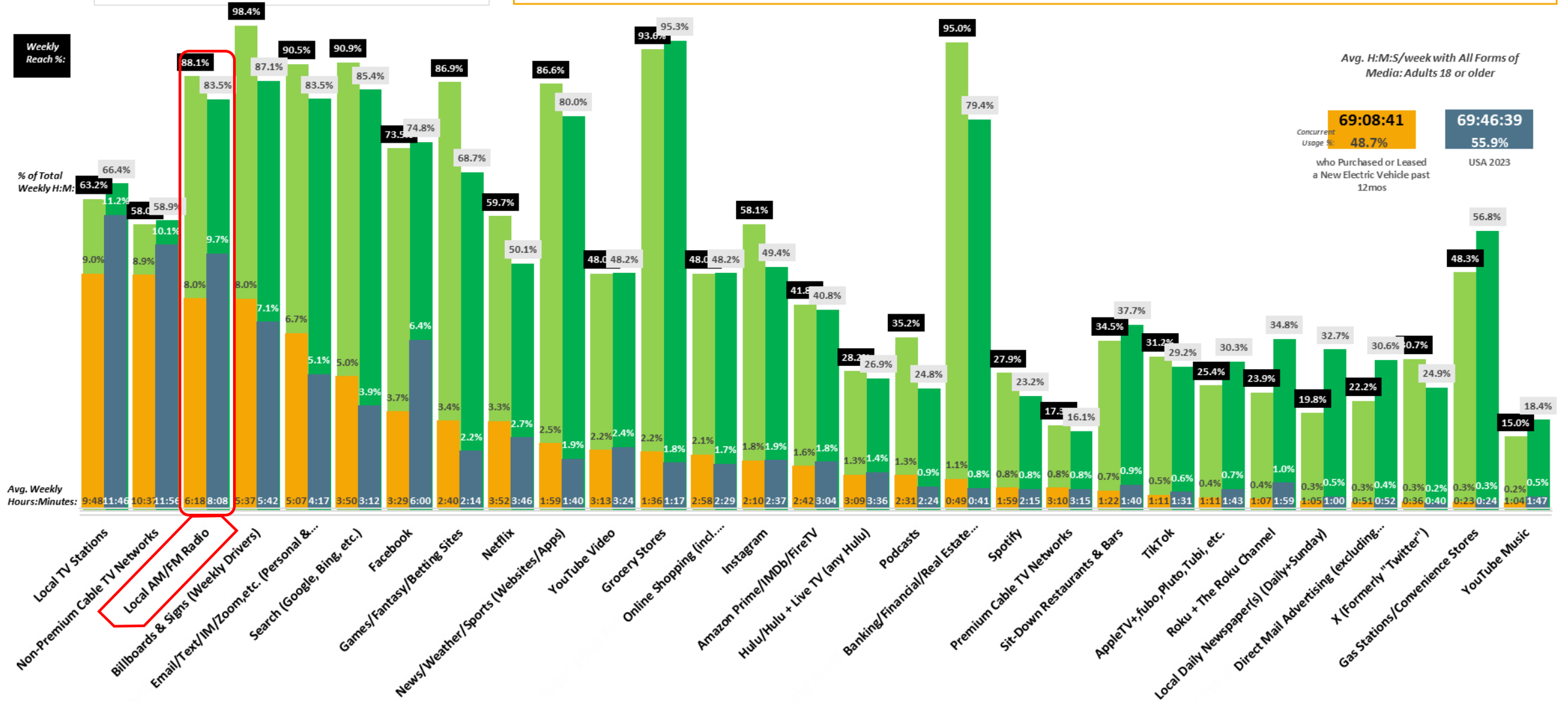


### Past 3-Months Payment Methods Used: Adults 18 or older





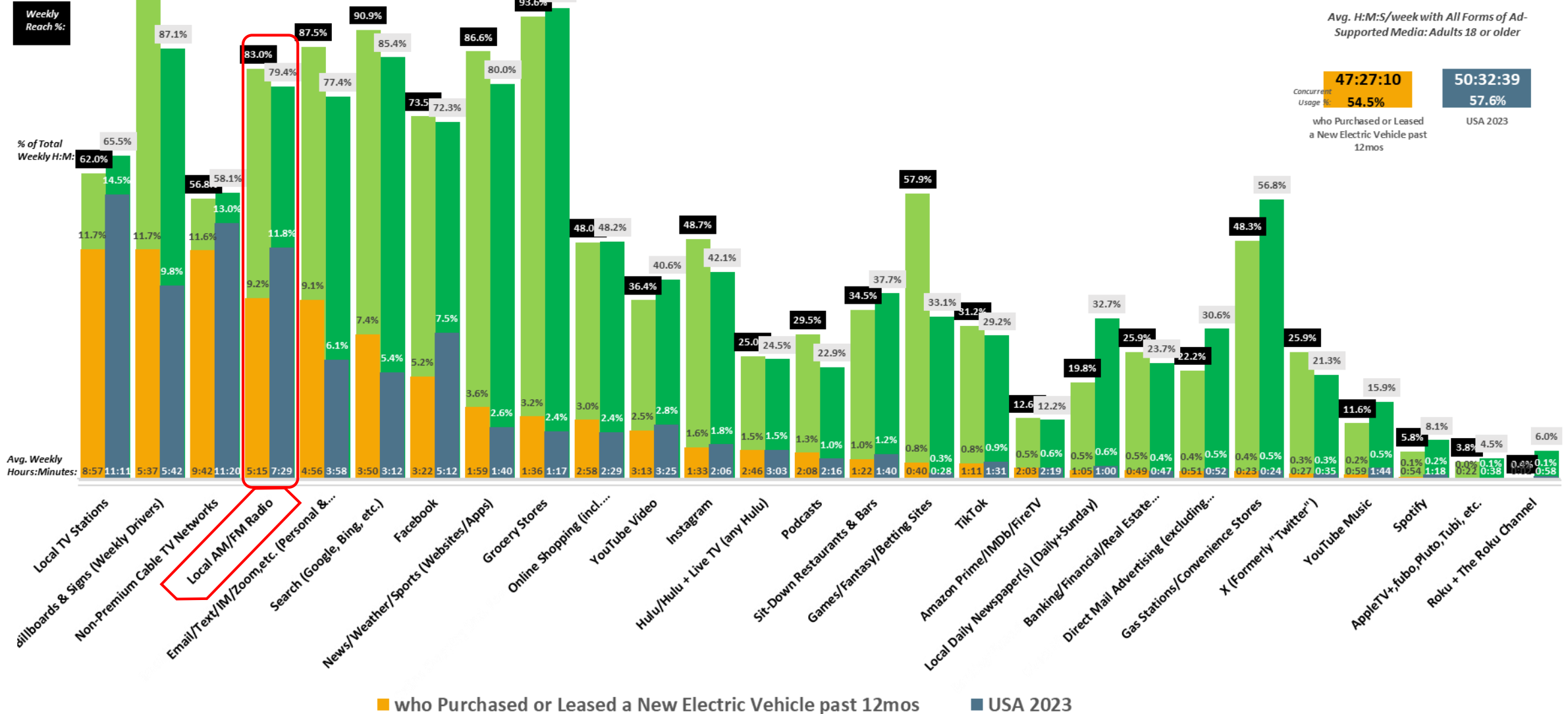
Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos spend an average of 2 days, 21 hours, 8 minutes and 41 seconds each week with All Forms of Media.  
88.1% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos spend an avg. of 6 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



■ who Purchased or Leased a New Electric Vehicle past 12mos ■ USA 2023



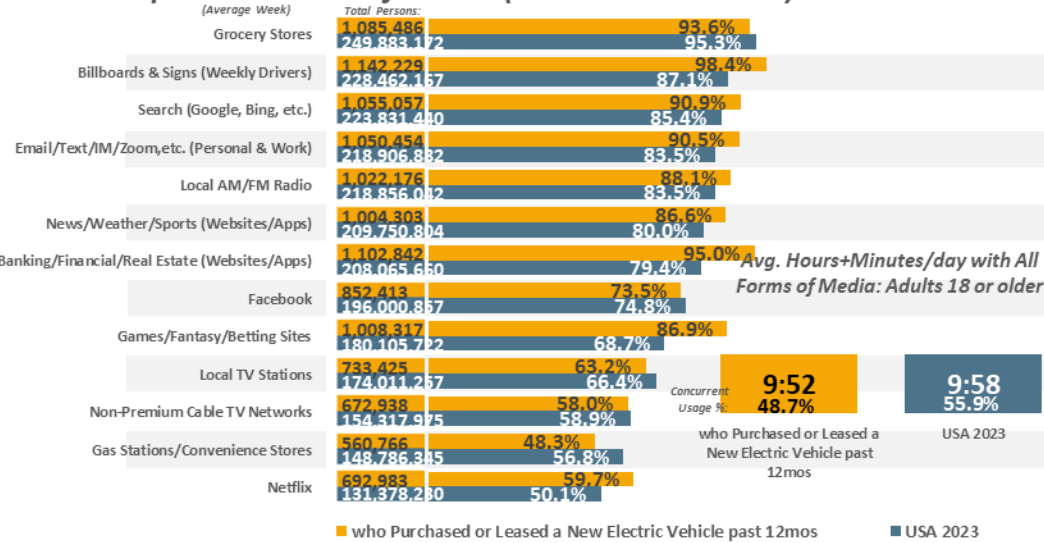
Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos spend an average of 1 days, 23 hours, 27 minutes and 10 seconds each week with All Forms of Ad-Supported Media.  
 83.% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos spend an avg. of 5 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Media.



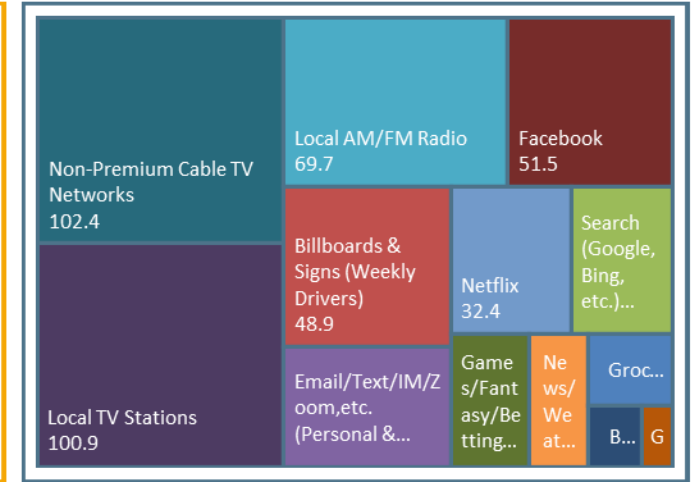
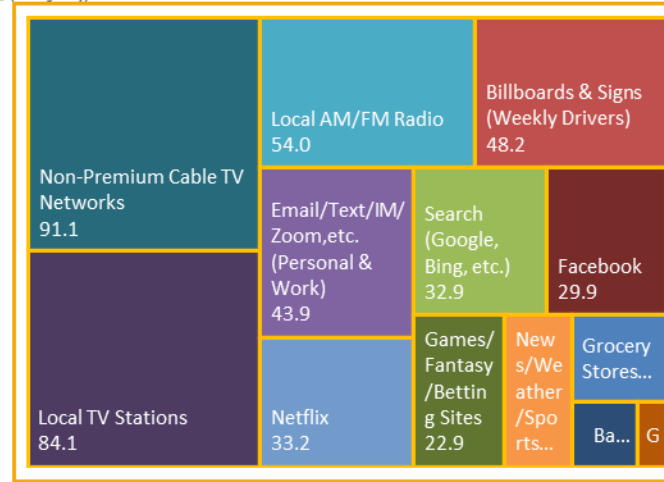


Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos spend an average of 6 hours and 46 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 45.1 minutes/day. (Local Radio delivers 9.2% of Time with Ad-Supported Media.)

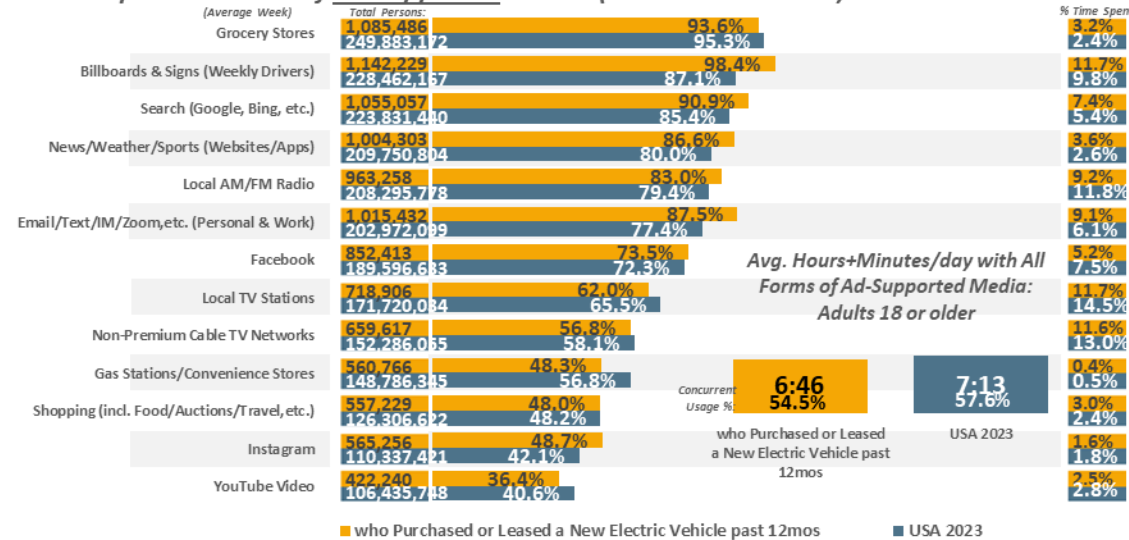
### Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



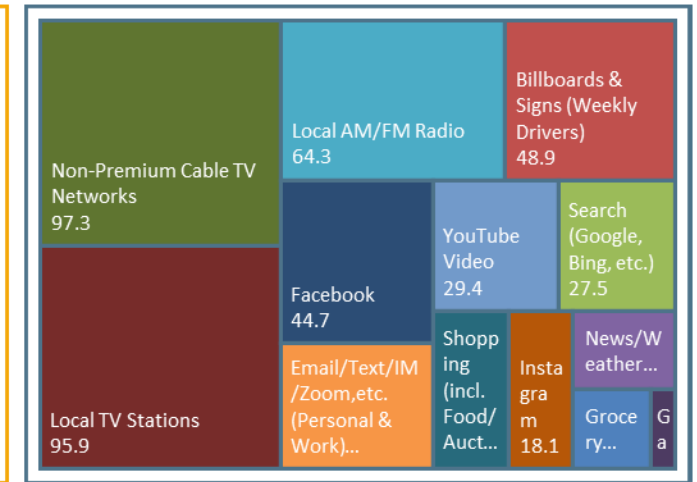
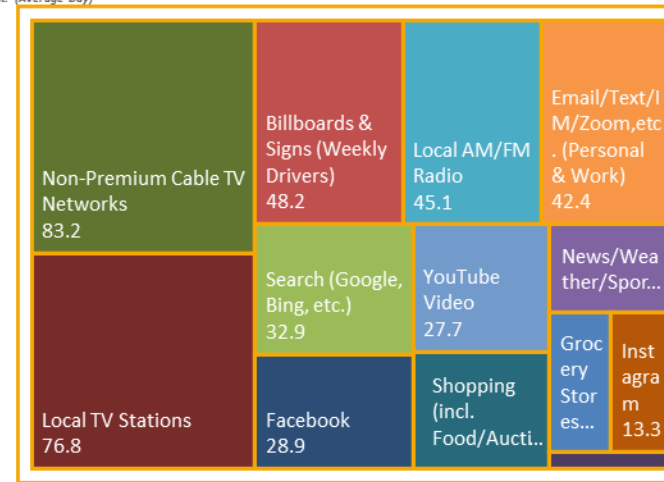
### Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



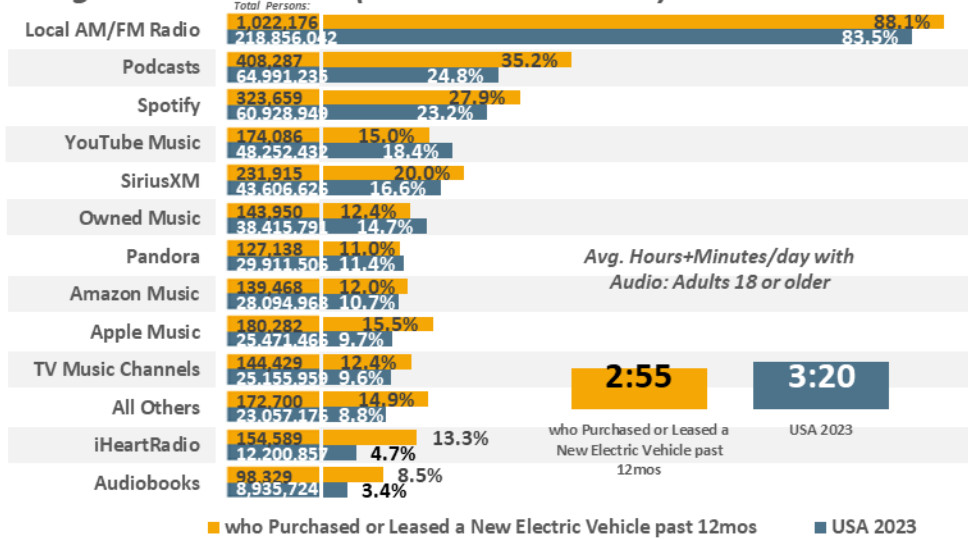
### Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



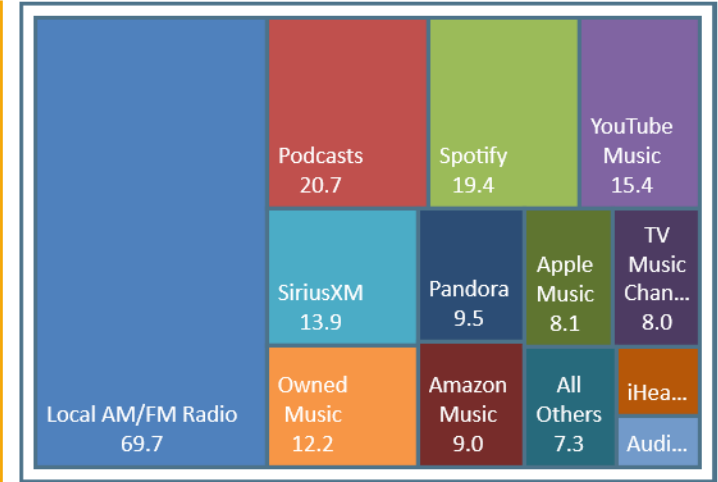
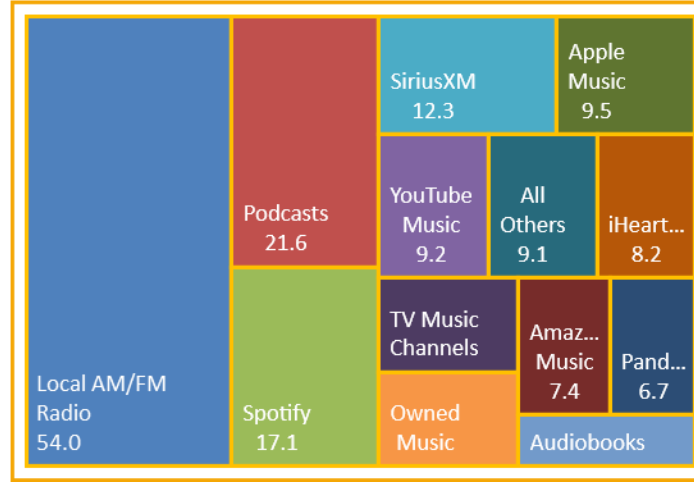


963,258 or 83.% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 45.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

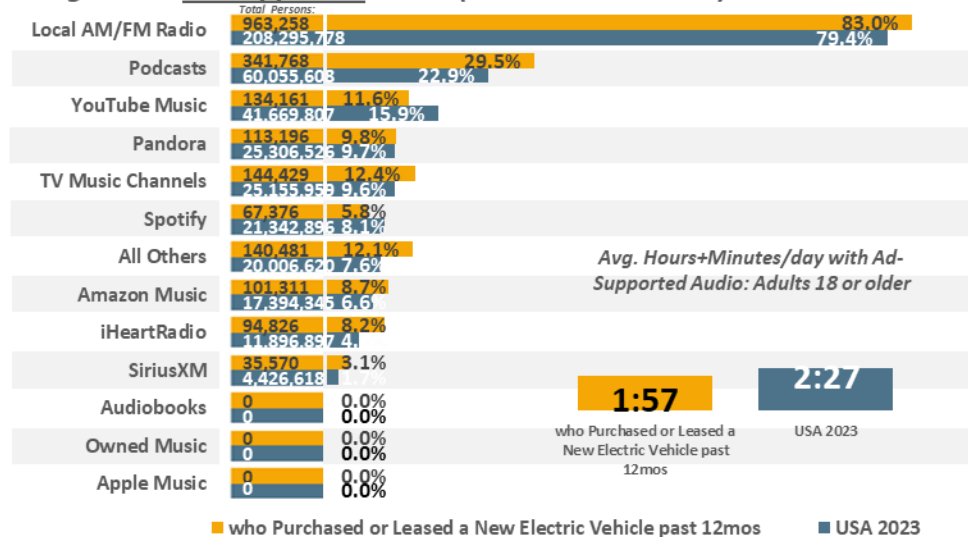
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



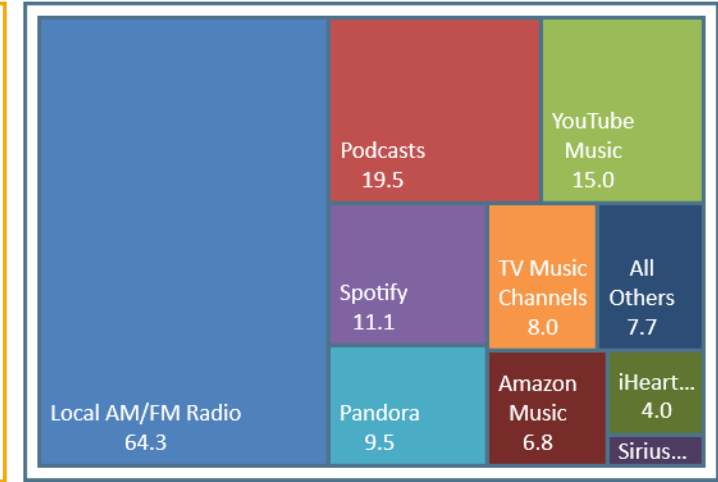
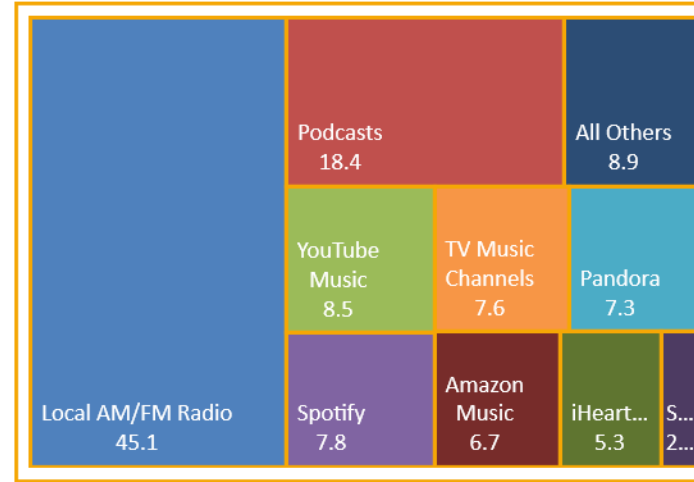
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

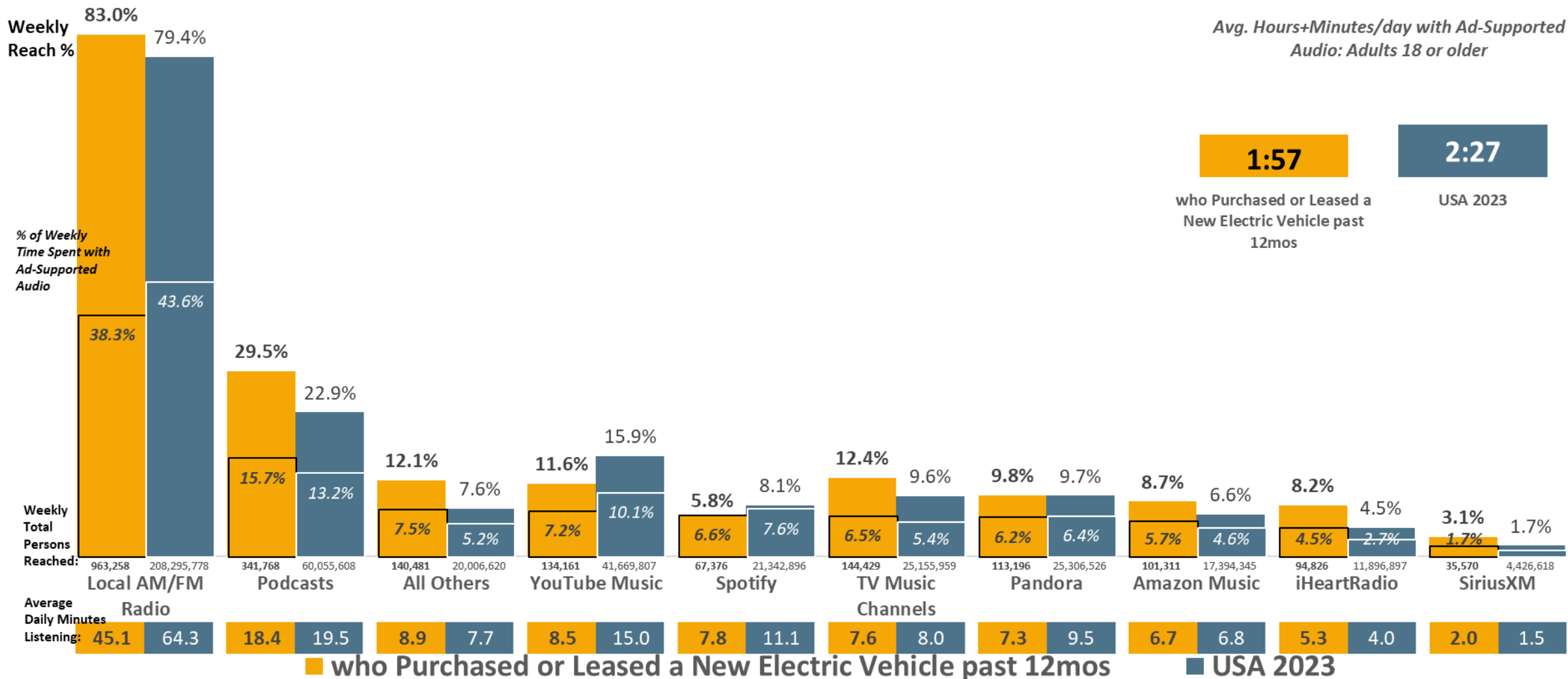


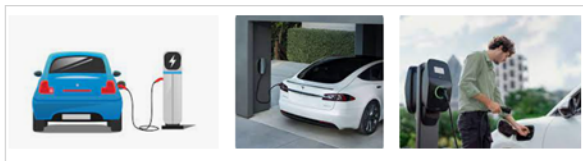
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





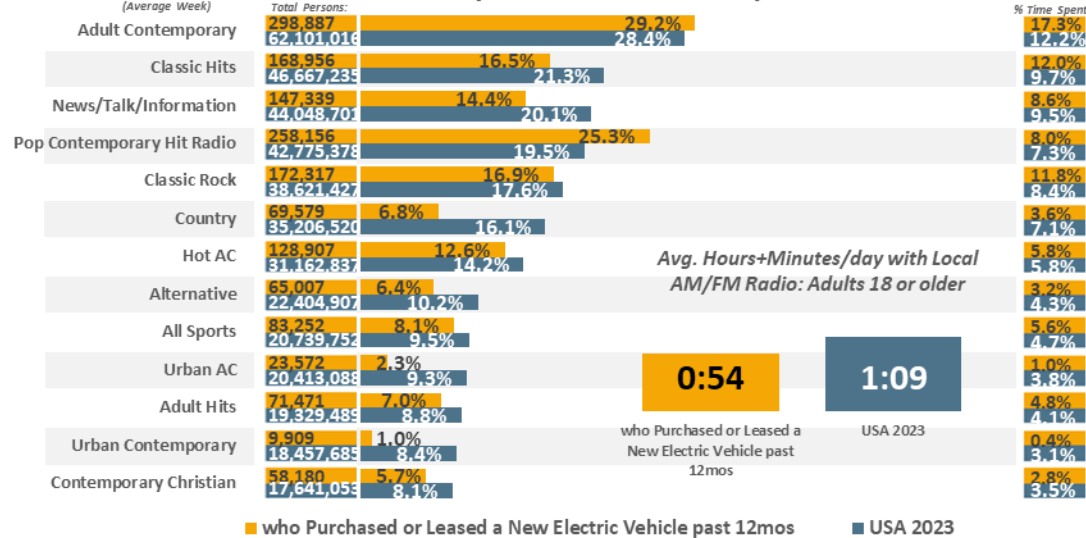
963,258 or 83.0% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 45.1 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



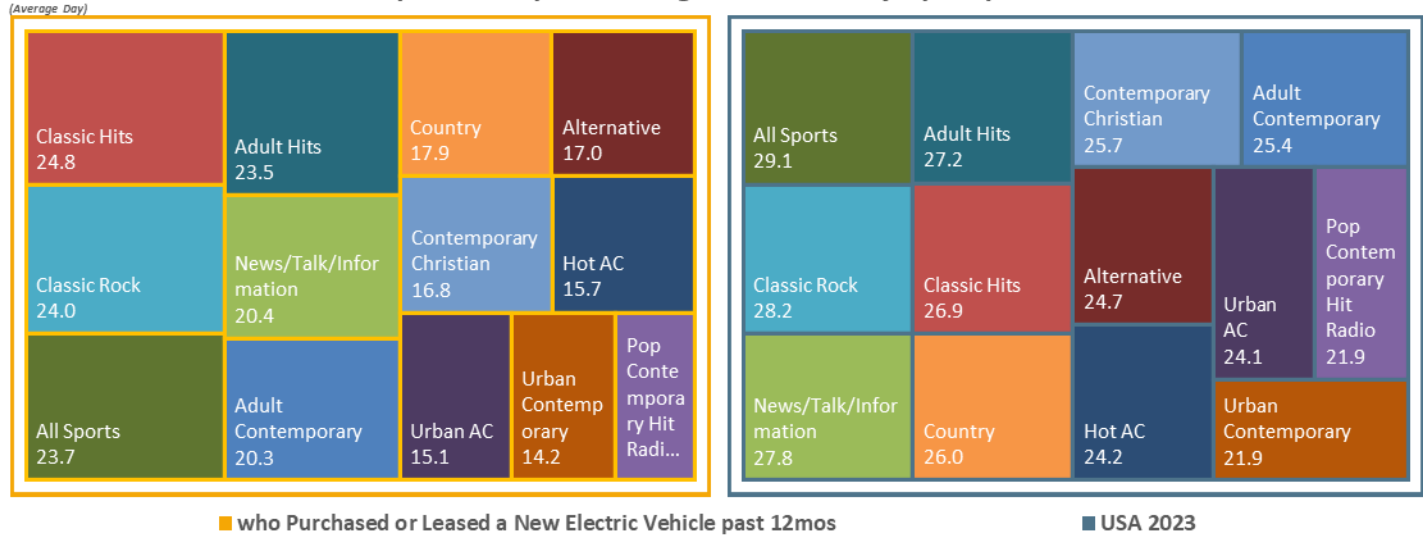


963,258 or 83.% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Hot AC.

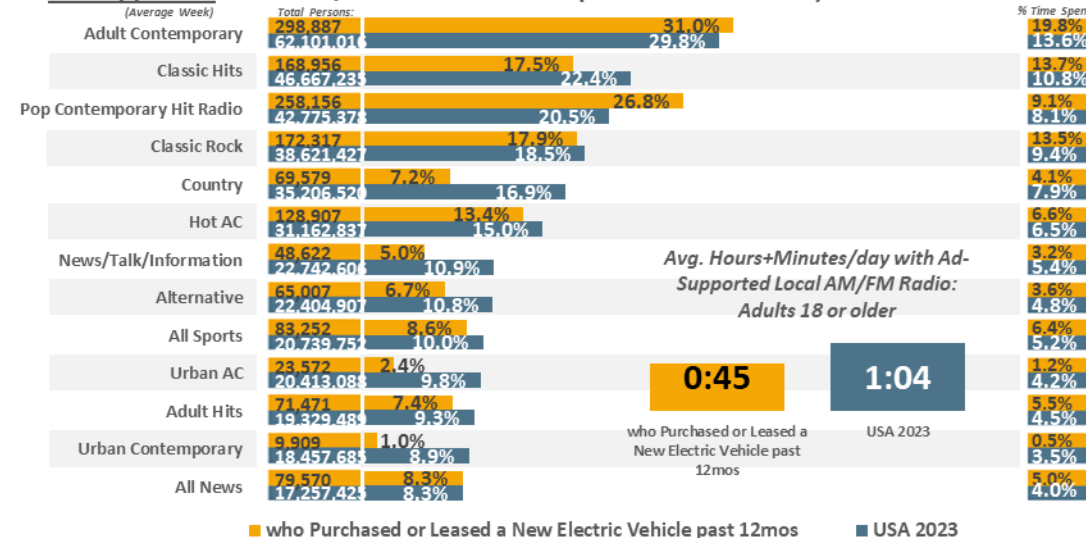
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



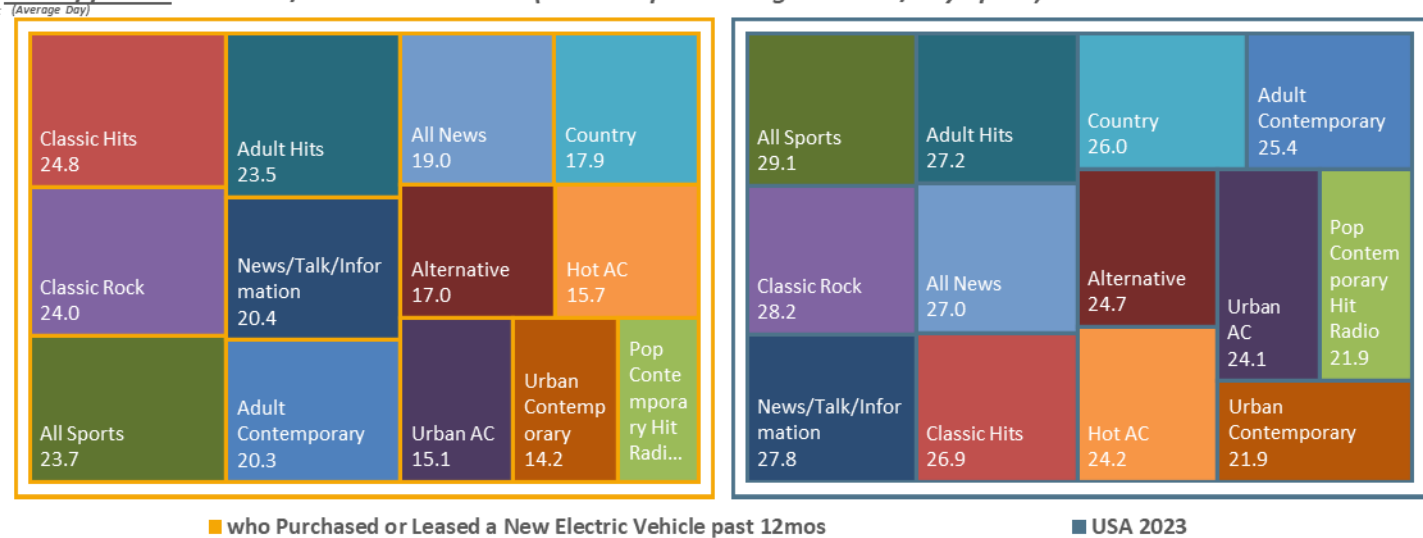
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

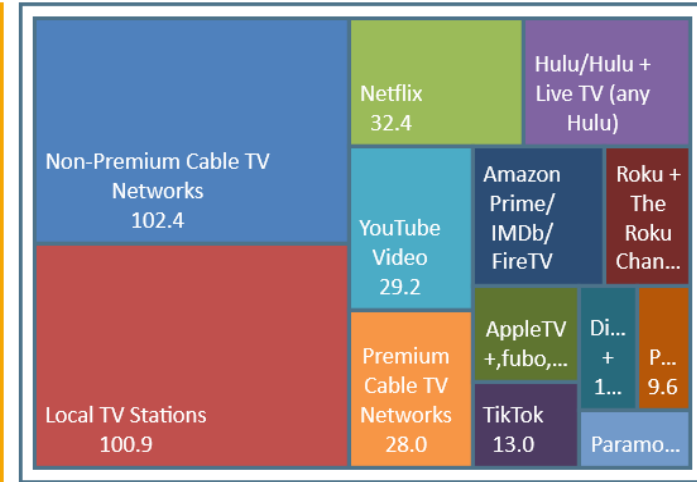
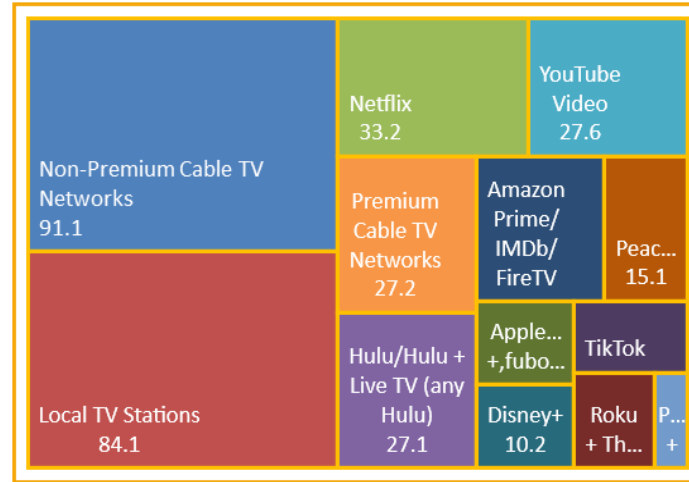
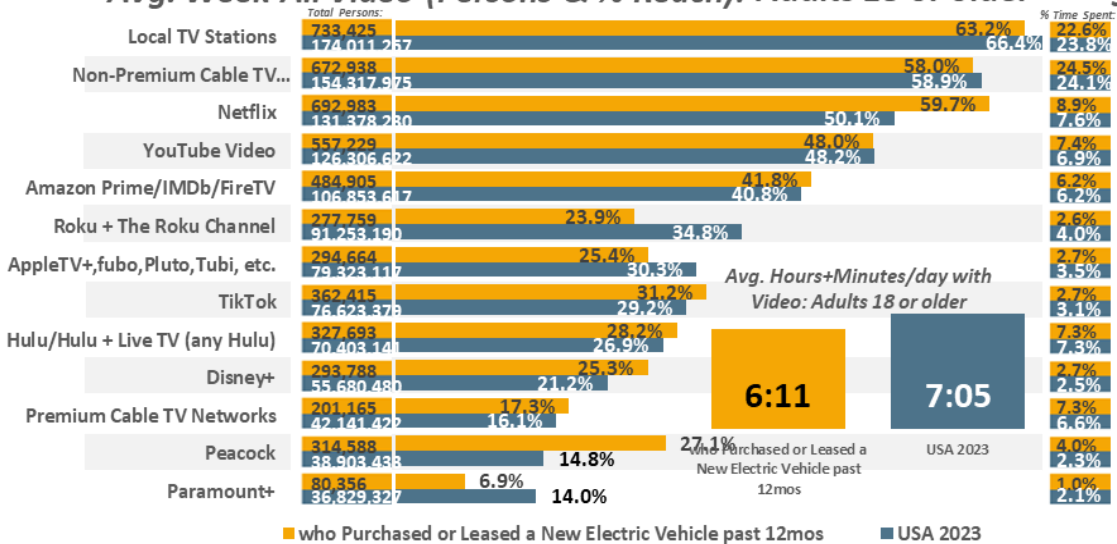




718,906 or 62.% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos watch Ad-Supported Local TV Stations for an average of 76.8 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

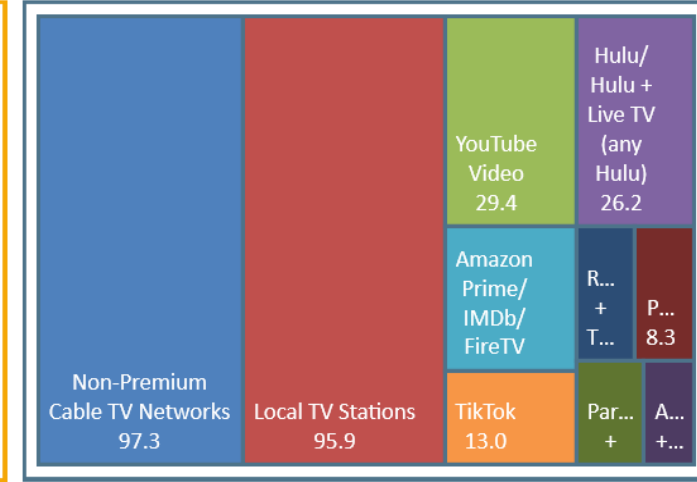
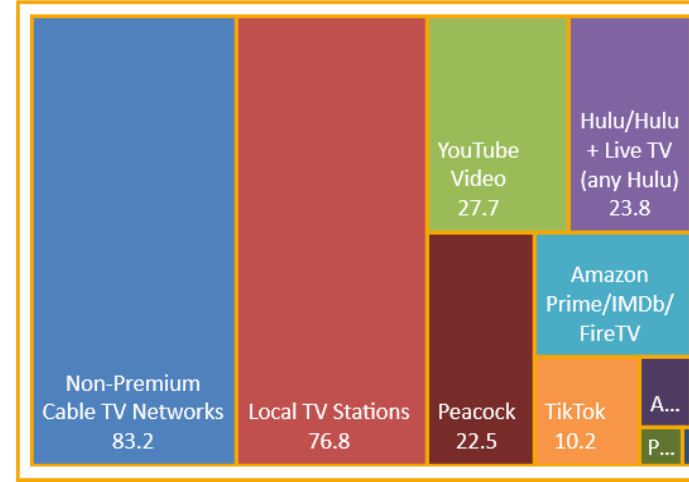
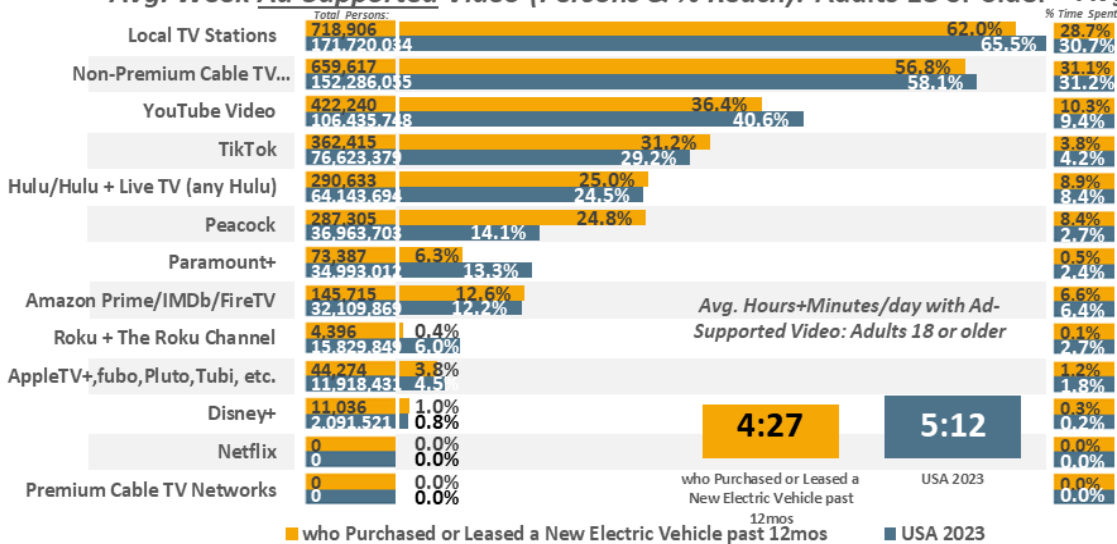
### Avg. Week All Video (Persons & % Reach): Adults 18 or older

### Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

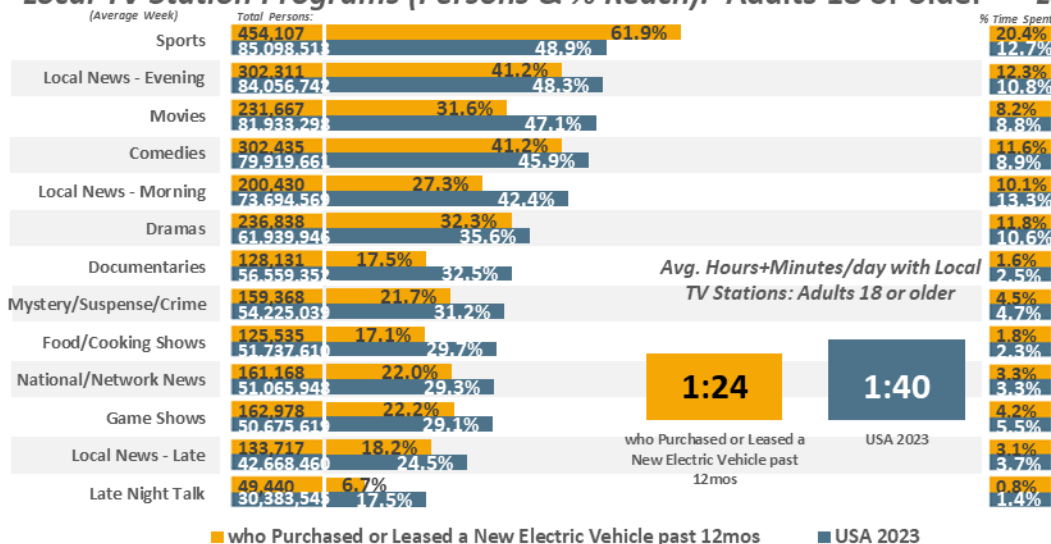
### Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



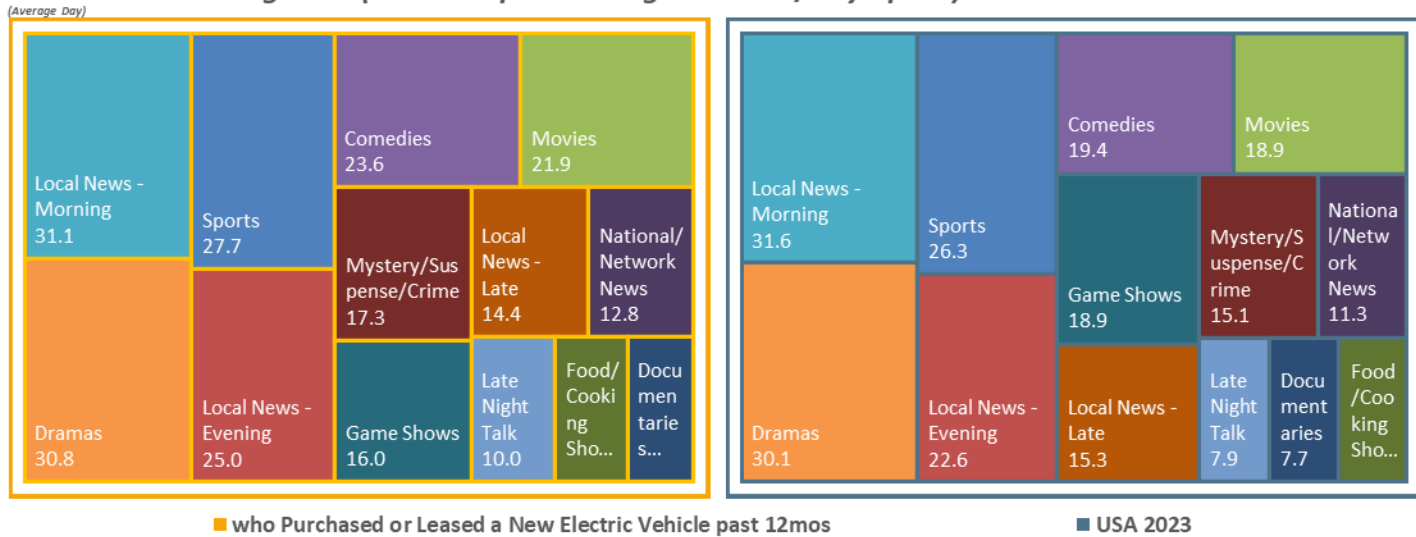


718,906 or 62.% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Dramas, Movies, and Local News - Morning.

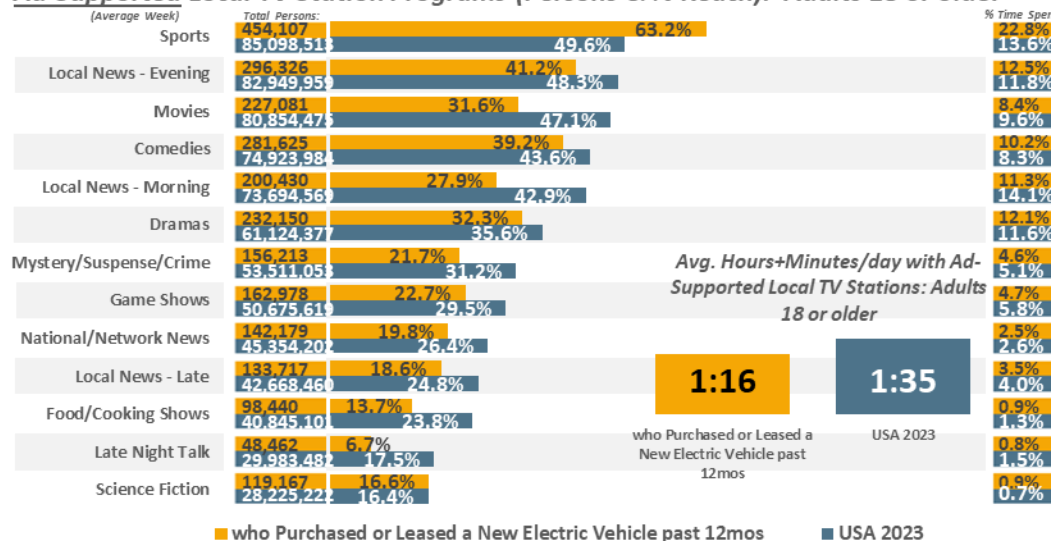
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



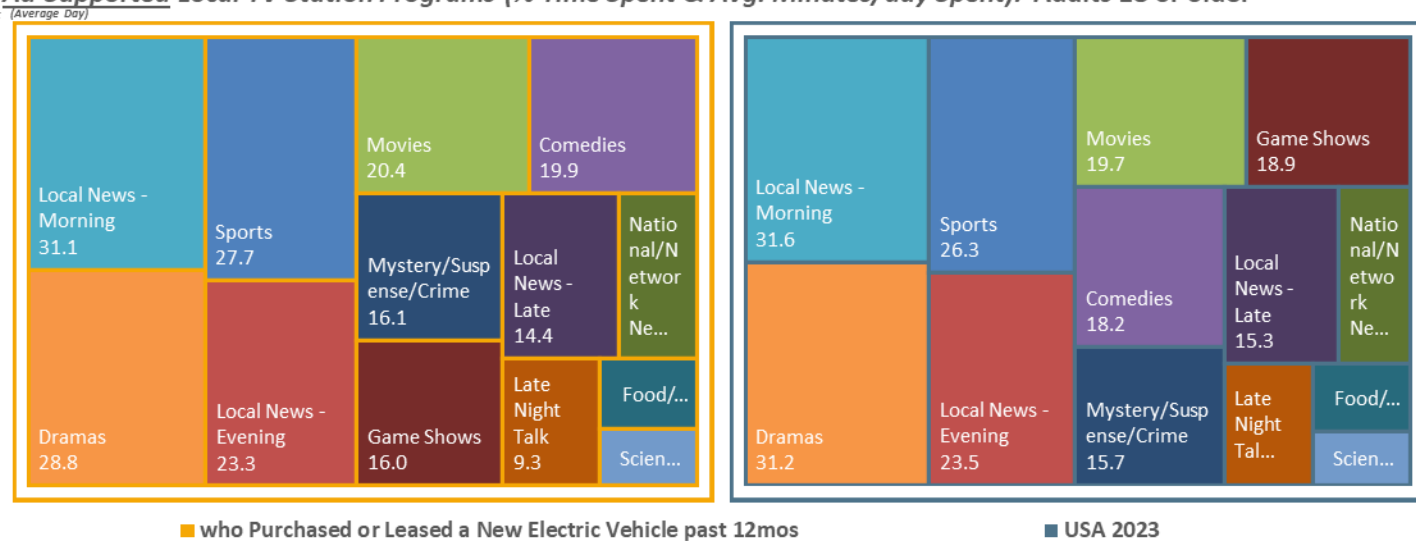
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



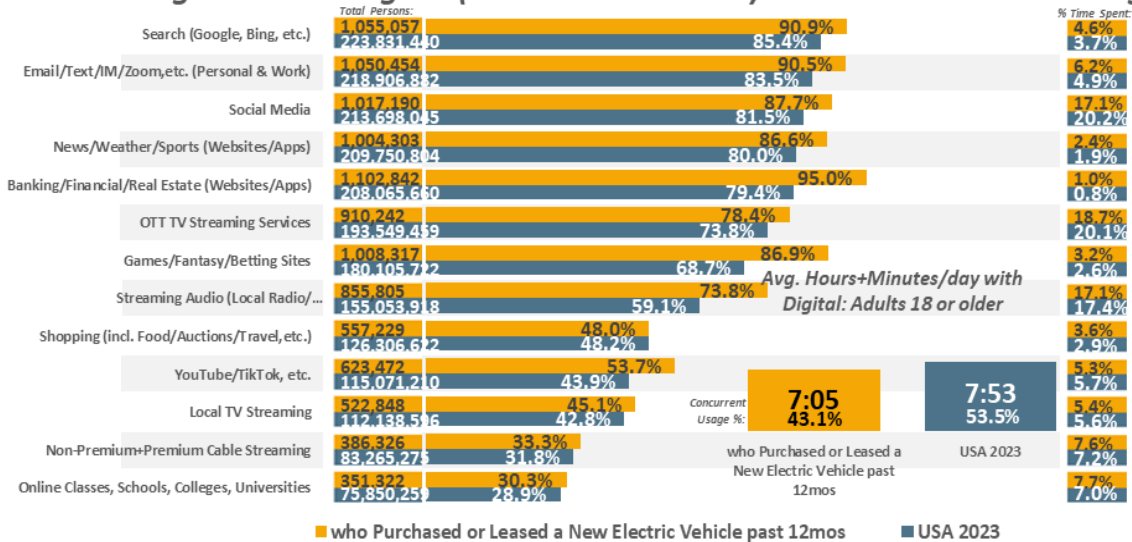
### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



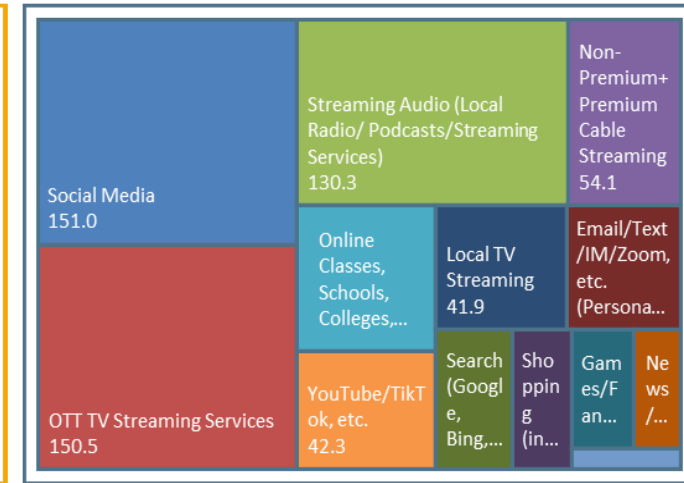
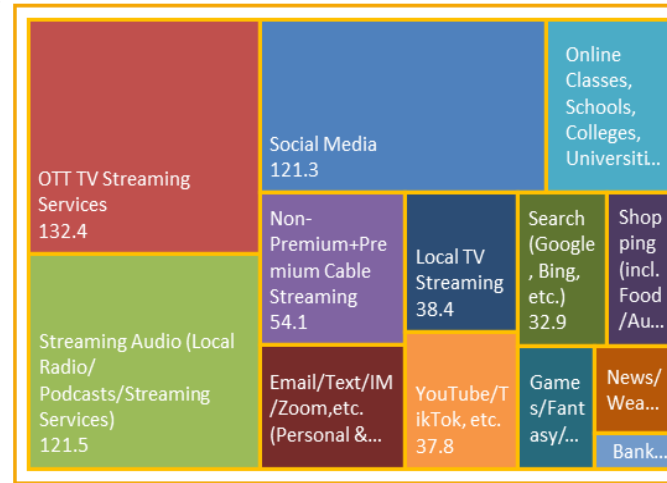


889,442 or 76.7% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos use Ad-Supported Social Media for an average of 106. minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

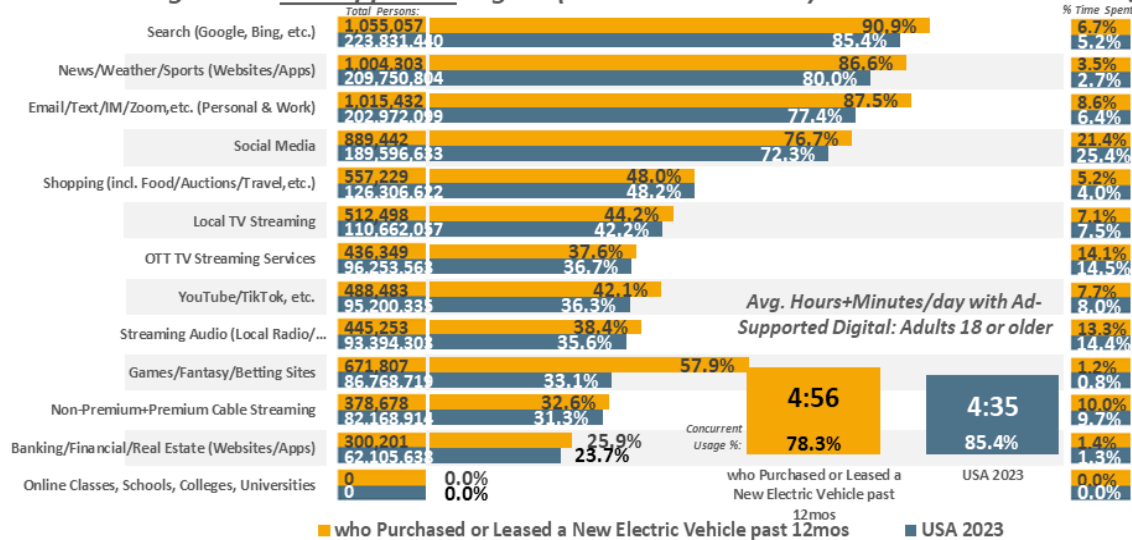
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older



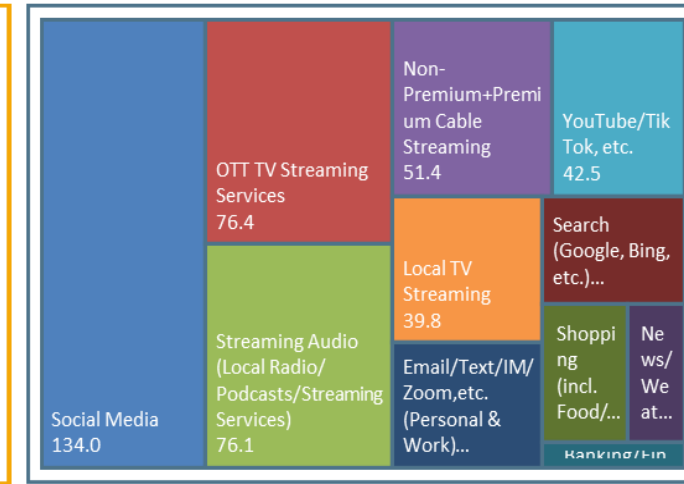
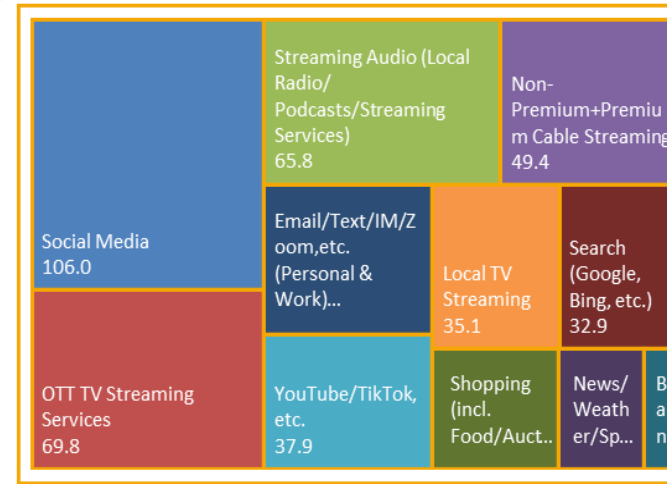
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

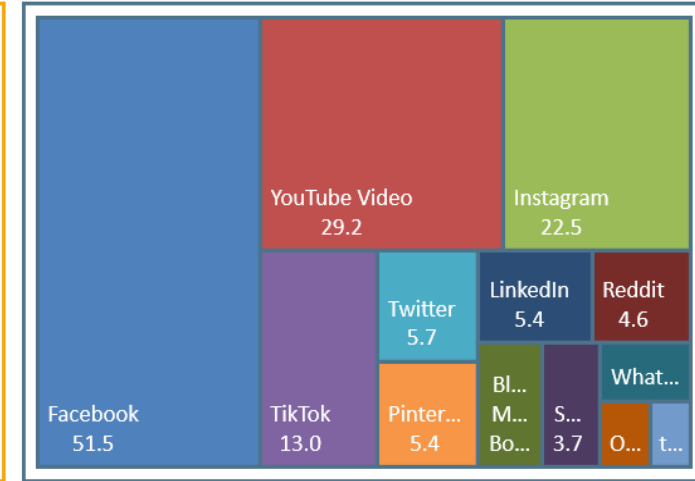
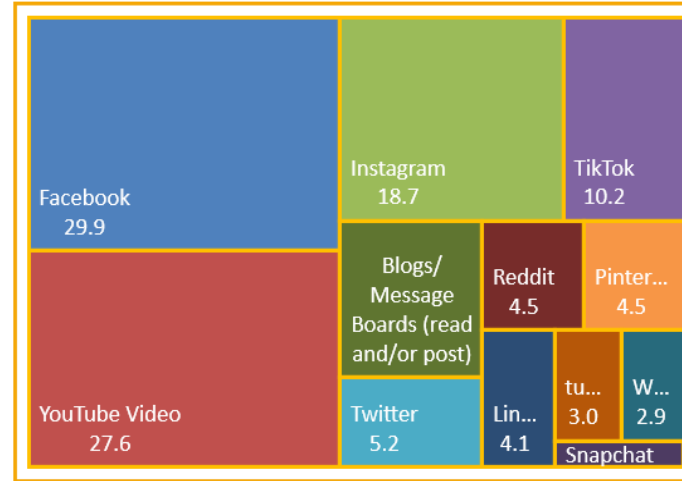
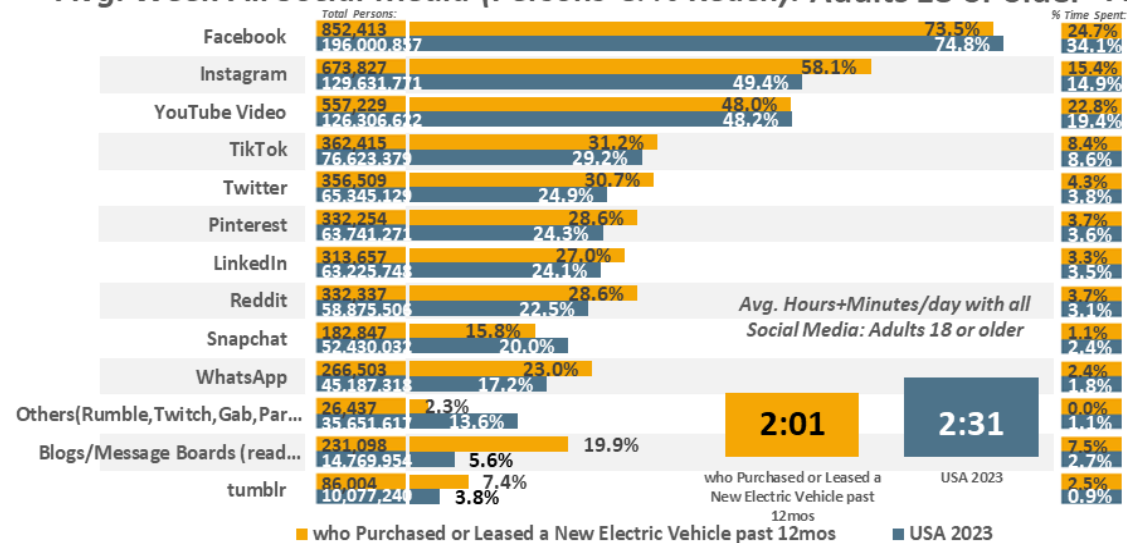




852,413 or 73.5% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos use Ad-Supported Facebook for an average of 28.9 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.

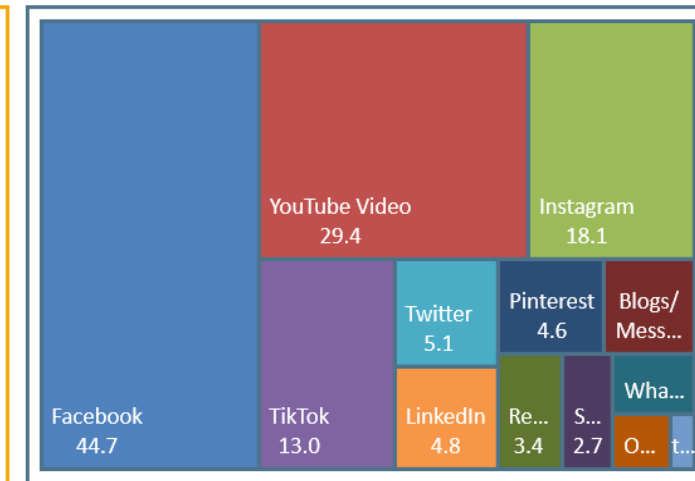
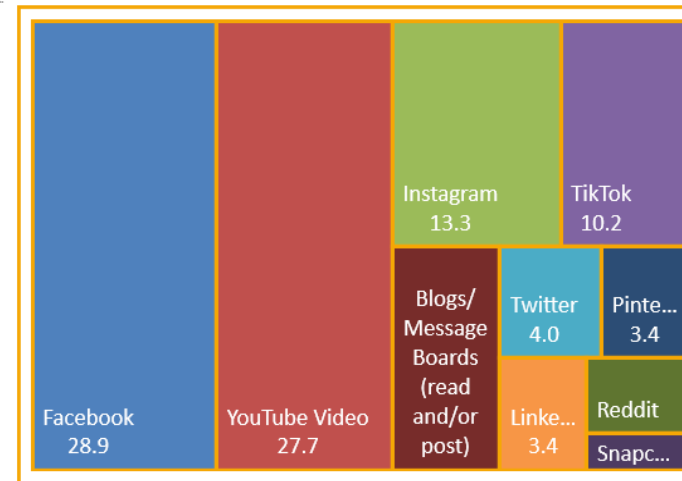
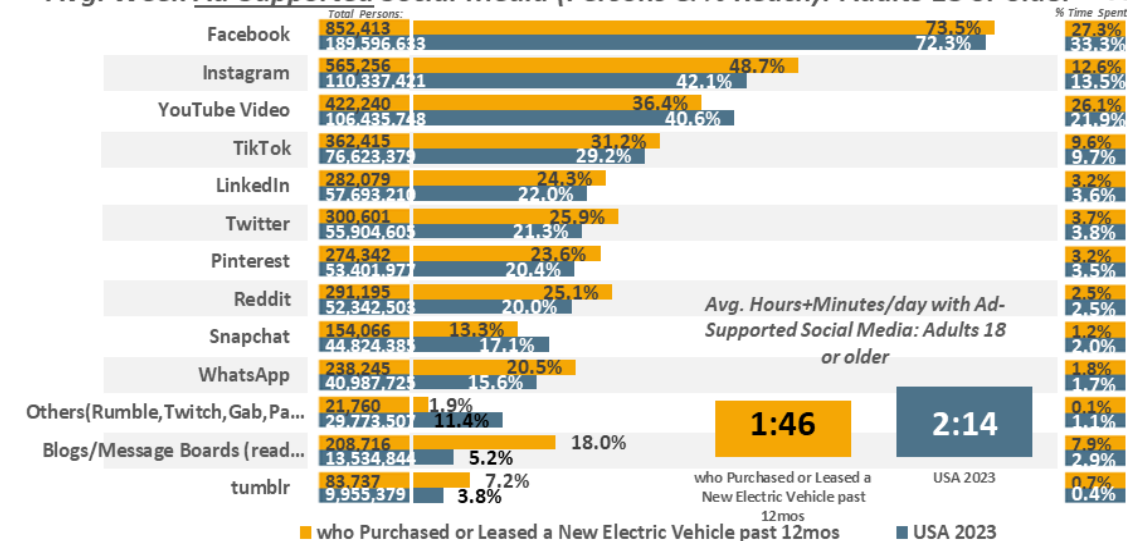
### Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

### Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older

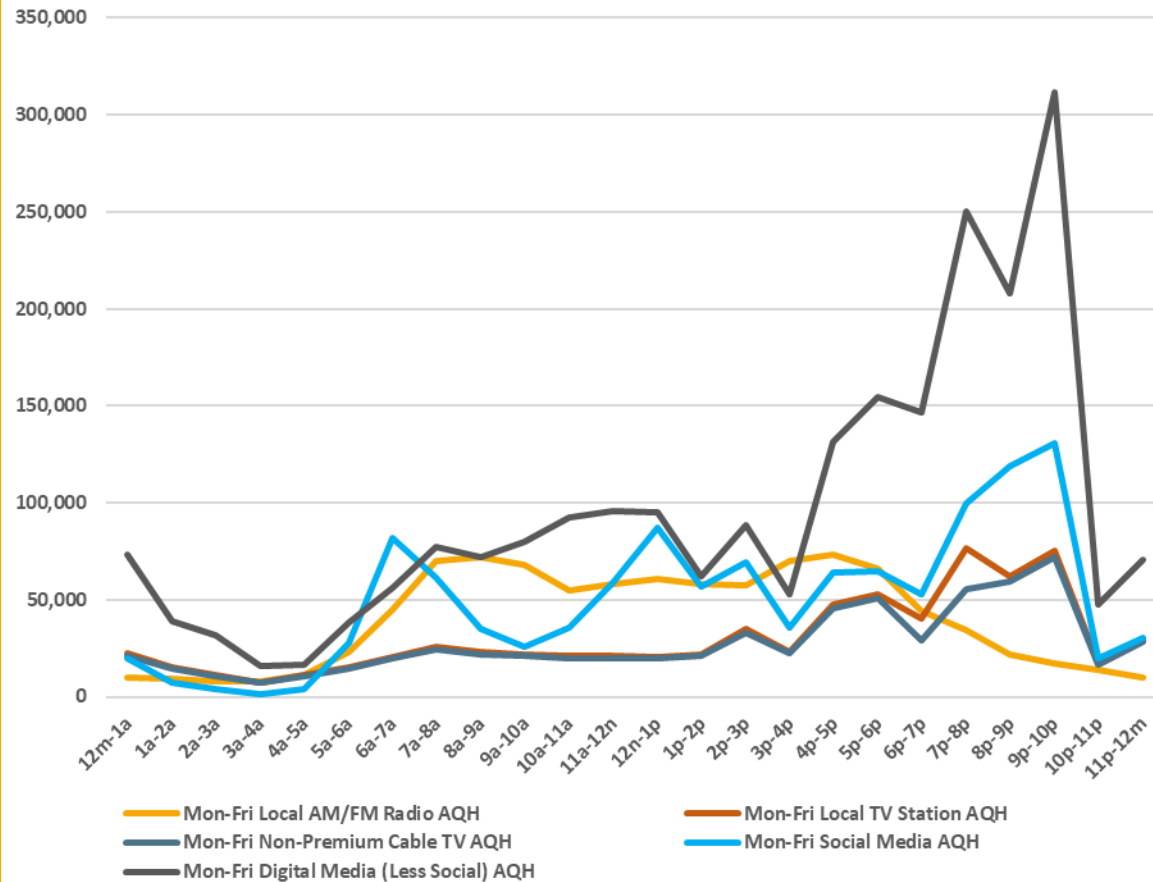
### Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



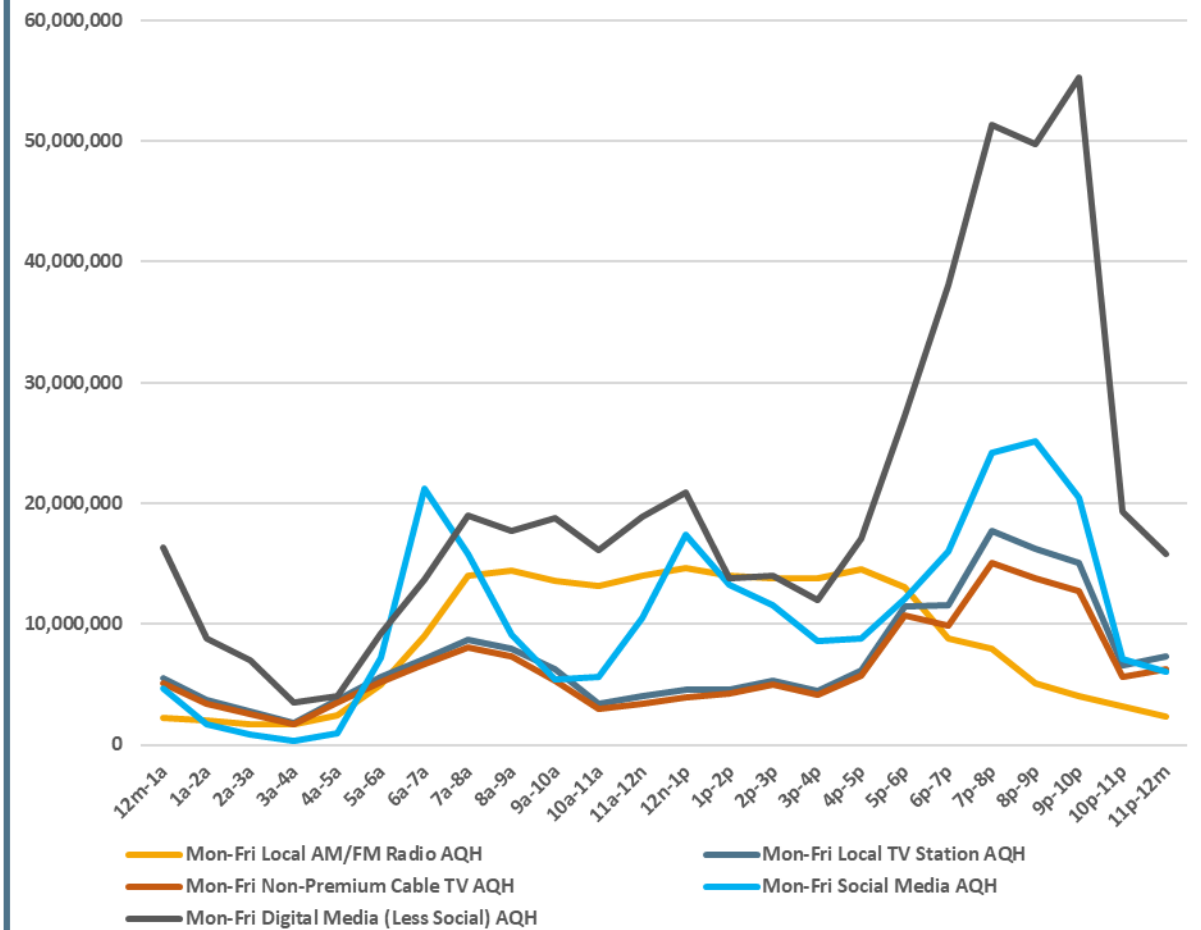


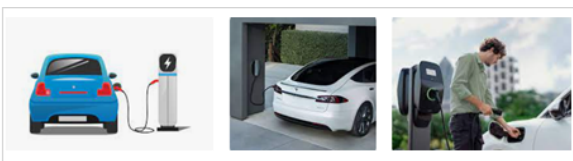
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 92,624; Local Radio: 61,280; Social Media: 56,025; Local TV: 28,884; Non-Prem. Cable: 26,847 reaching Adults 18 or older who Purchased or Leased a New Electric Vehicle pa

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos**



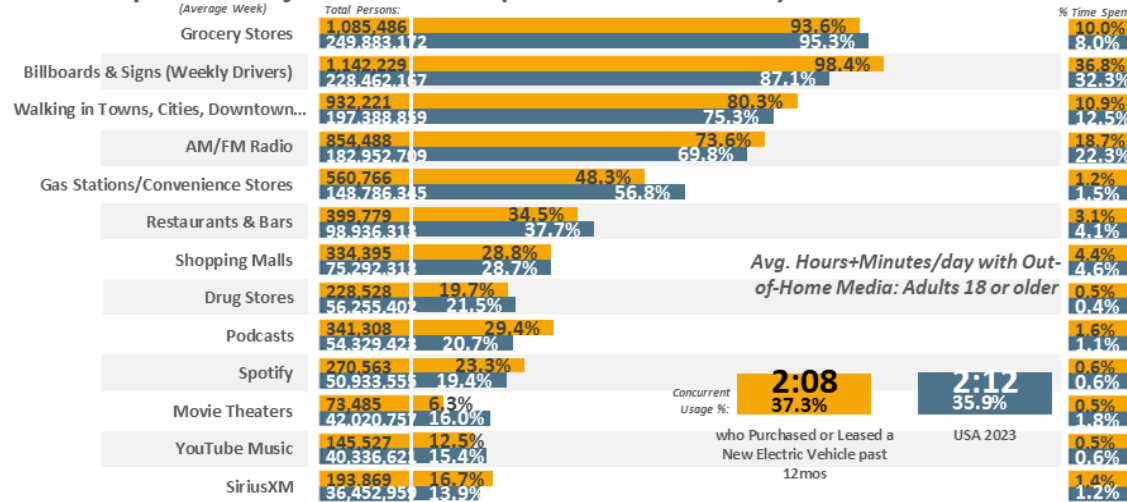
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 2023 Metro Area Adults 18 or older**



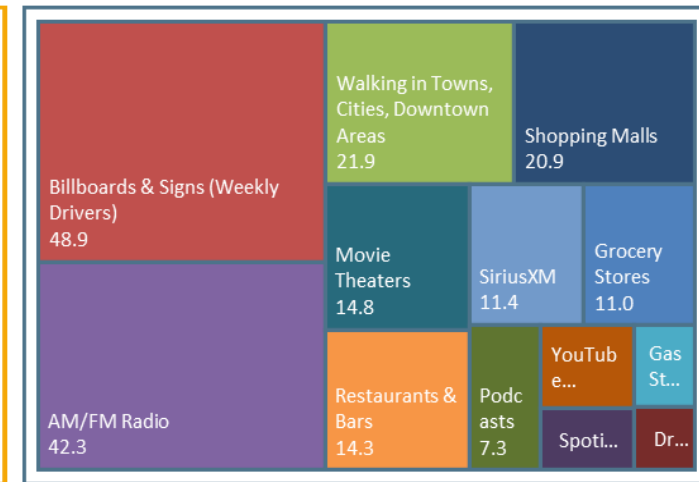
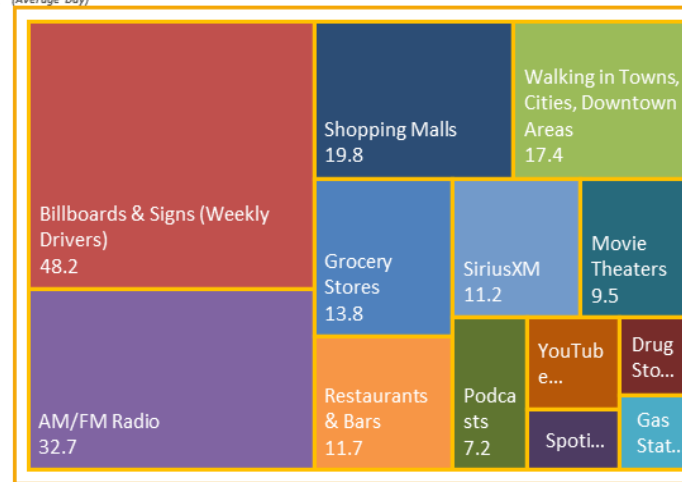


1,142,229 or 98.4% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 27.3 minut

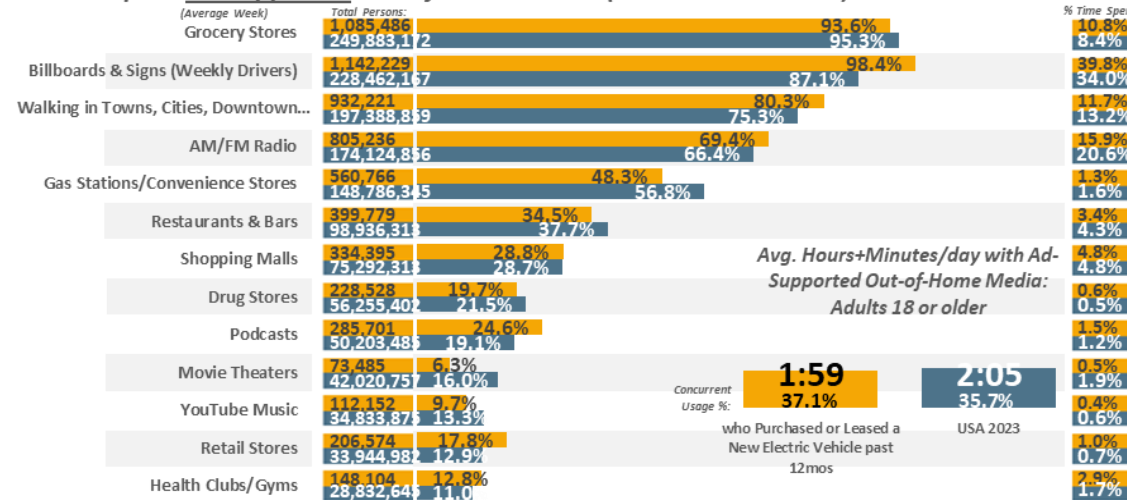
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



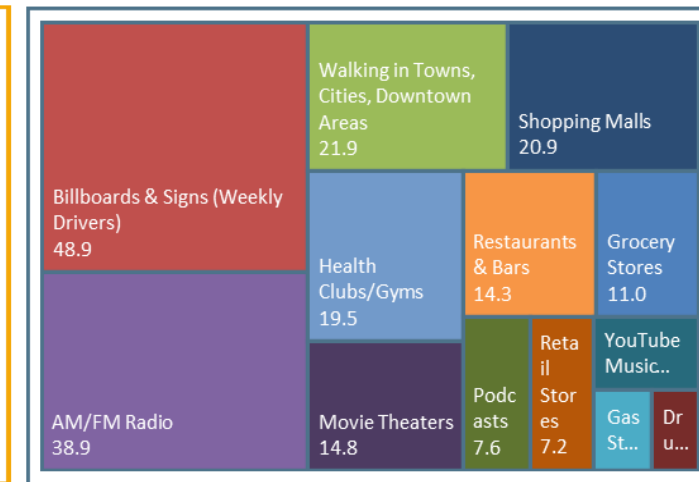
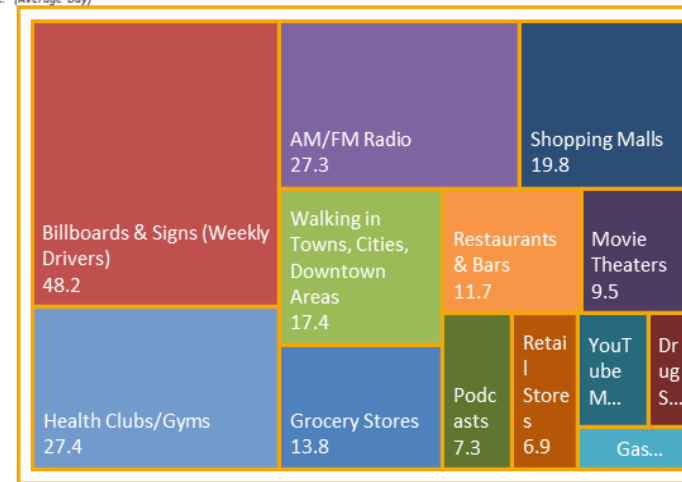
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



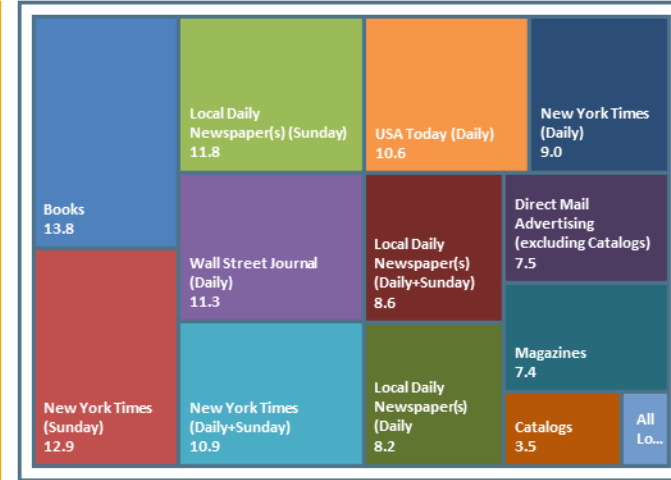
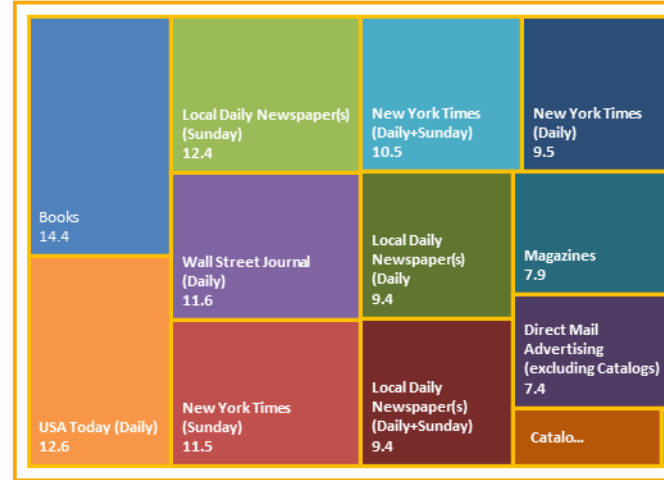
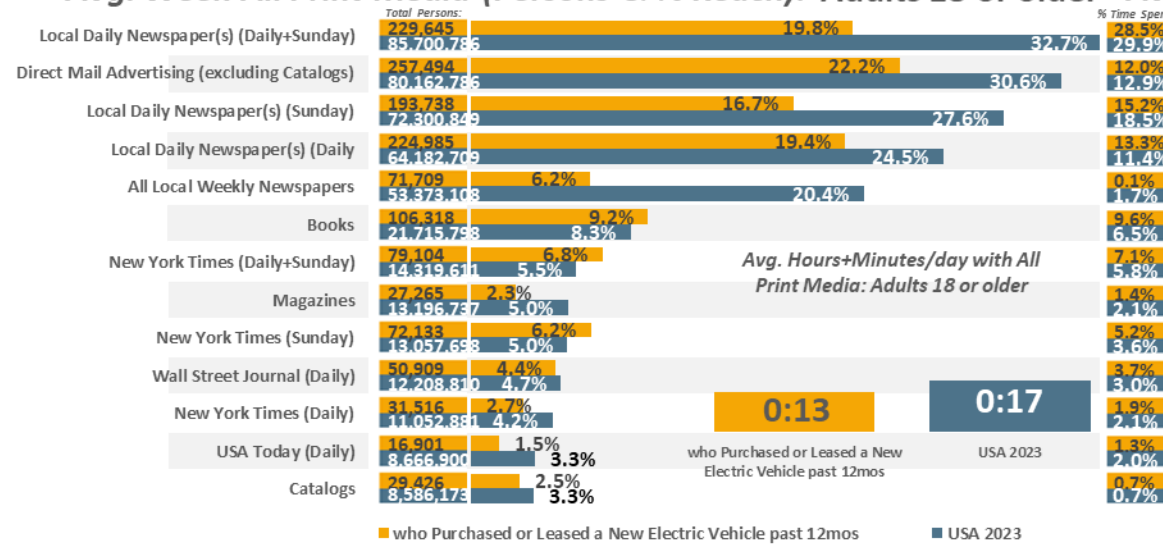
### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





229,645 or 19.8% of Adults 18 or older who Purchased or Leased a New Electric Vehicle past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.5% of all time spent daily with All forms of Print Media

### Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older

