

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

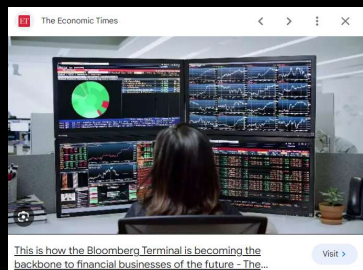
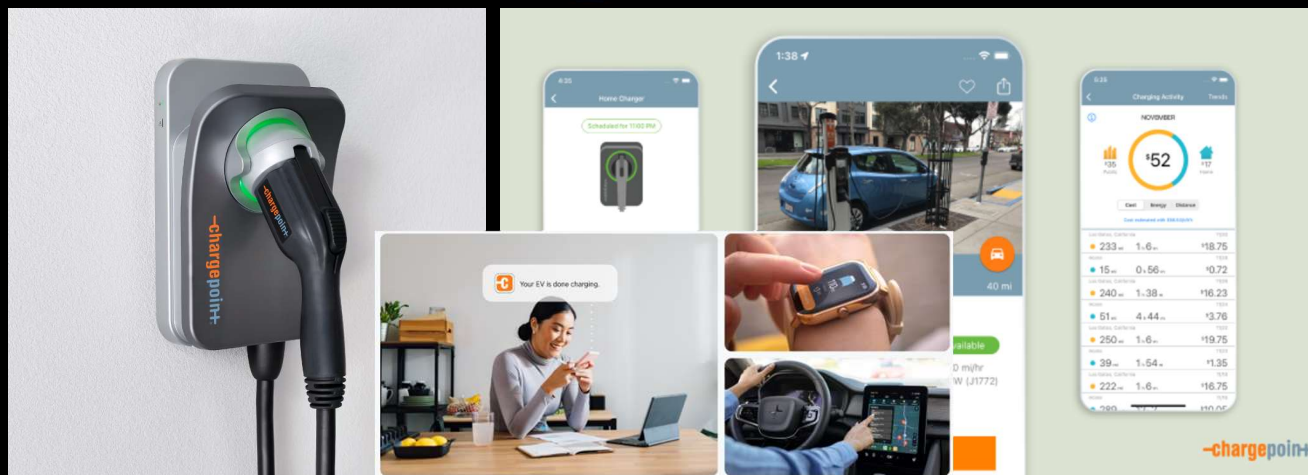


# —chargepoint—®



## P25-64

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX 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

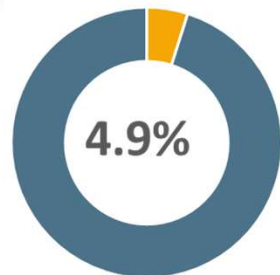




4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Typical Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 44.4 years old (.8% younger than average)  
and have a \$174,502 (43% higher than average) annual household income.



## Percent of Market: Adults 25 - 64

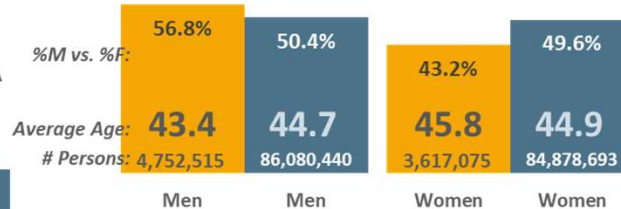


- who Own or Lease an ELECTRIC VEHICLE
- Remainder of USA DMA

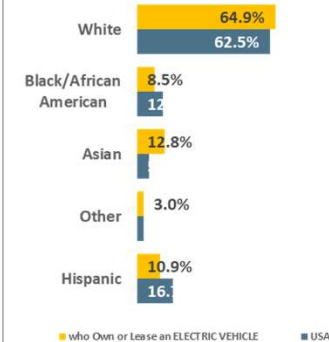
Total Persons:  
8,369,590 162,589,543



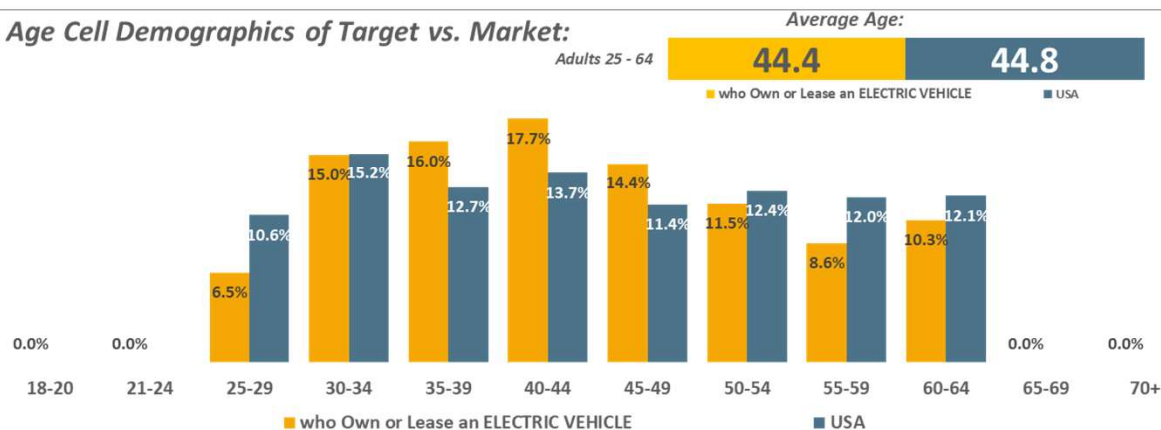
## Gender of Target vs. Market: Adults 25 - 64



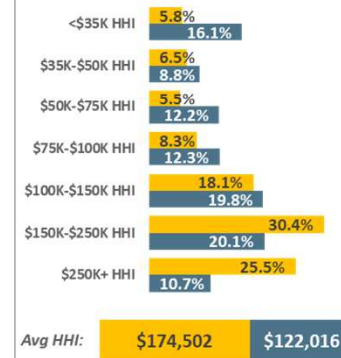
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



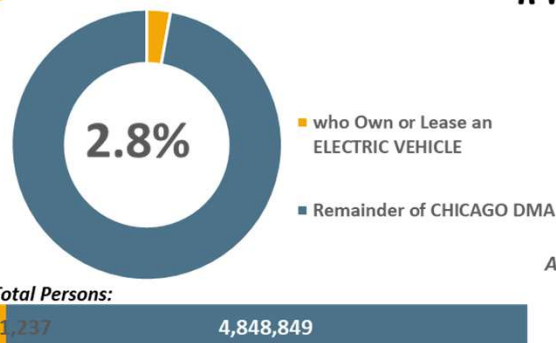
## HHI of Target vs. Market:



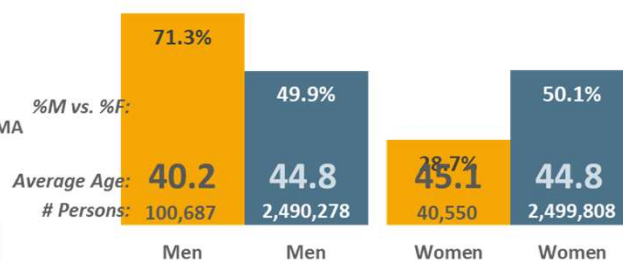


2.8% or 141,237 of CHICAGO DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Typical Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 41.6 years old (7.1% younger than average) and have a \$178,934 (56.4% higher than average) annual household income.

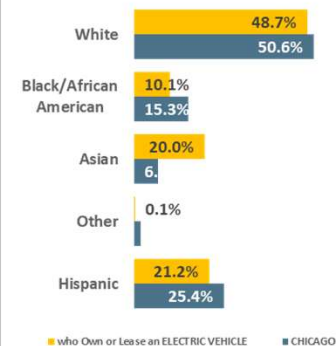
## Percent of Market: Adults 25 - 64



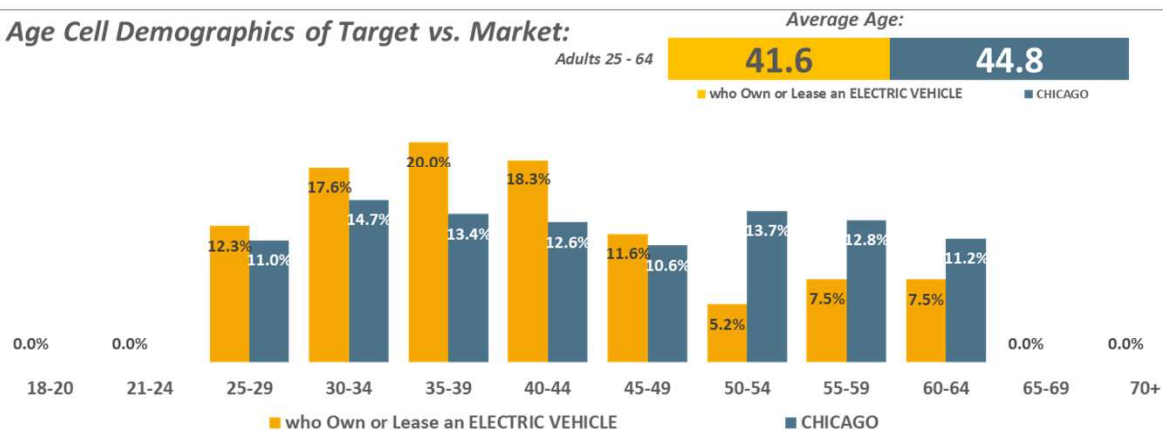
## Gender of Target vs. Market: Adults 25 - 64



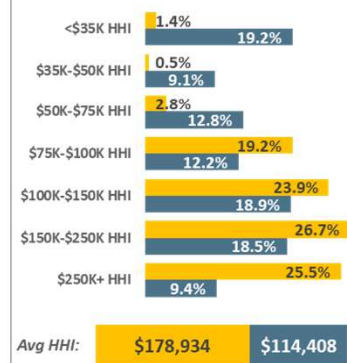
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



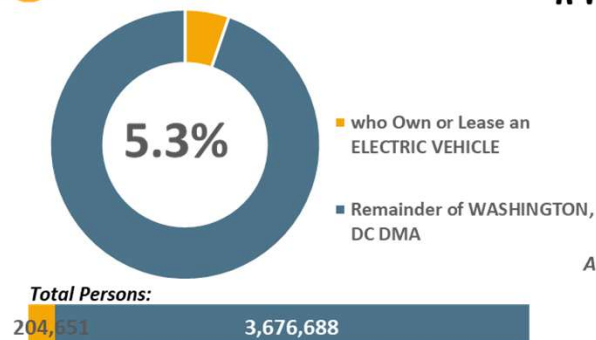
## HHI of Target vs. Market:



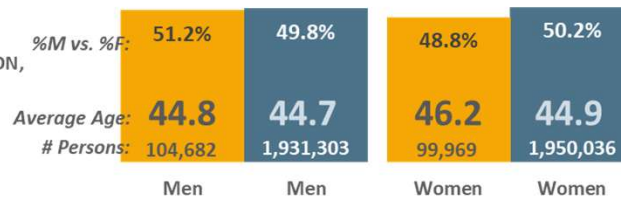


5.3% or 204,651 of WASHINGTON, DC DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Typical Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 45.5 years old (1.6% older than average)  
and have a \$202,211 (40.2% higher than average) annual household income.

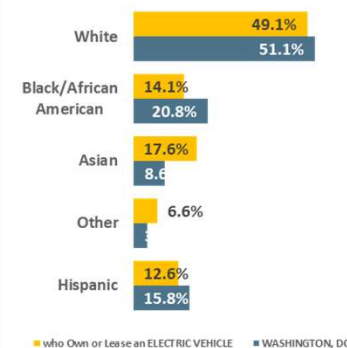
## Percent of Market: Adults 25 - 64



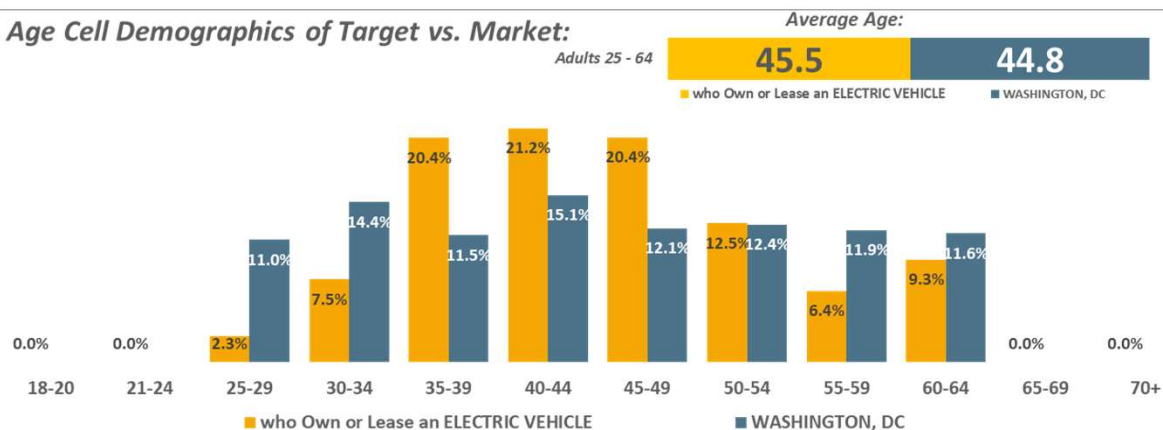
## Gender of Target vs. Market: Adults 25 - 64



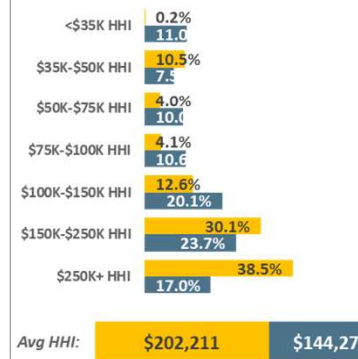
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:

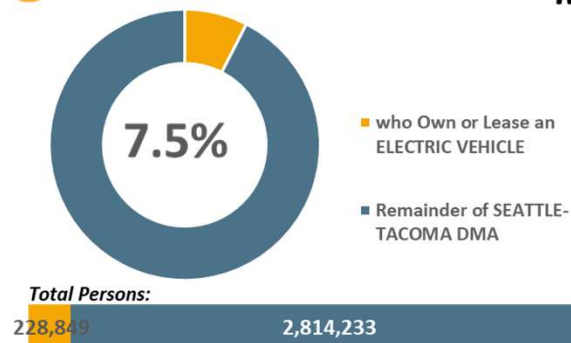




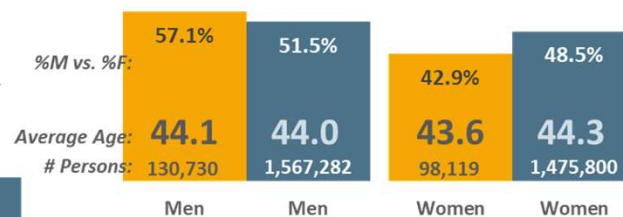


7.5% or 228,849 of SEATTLE-TACOMA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Typical Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 43.9 years old (.6% younger than average)  
and have a \$203,607 (54.6% higher than average) annual household income.

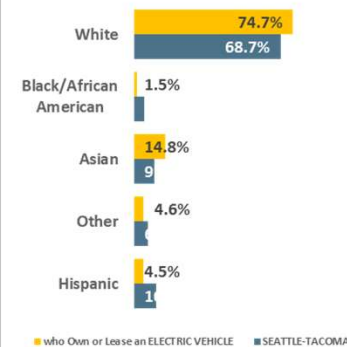
## Percent of Market: Adults 25 - 64



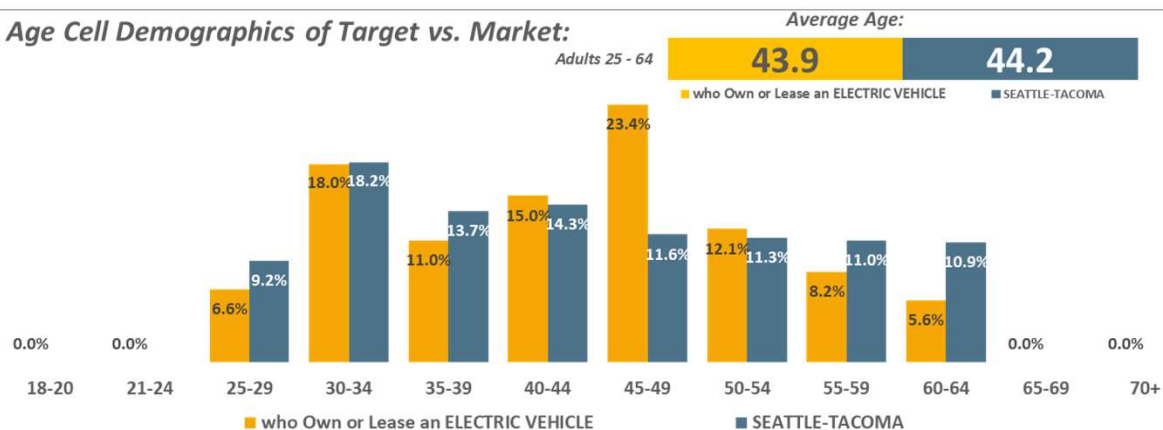
## Gender of Target vs. Market: Adults 25 - 64



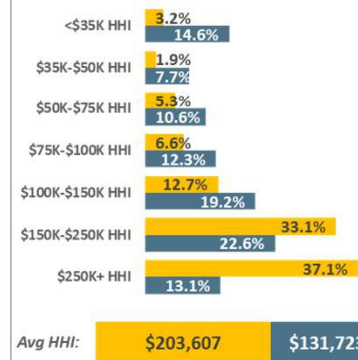
## Ethnicity of Target vs. Market:

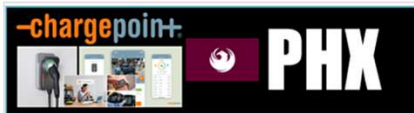


## Age Cell Demographics of Target vs. Market:



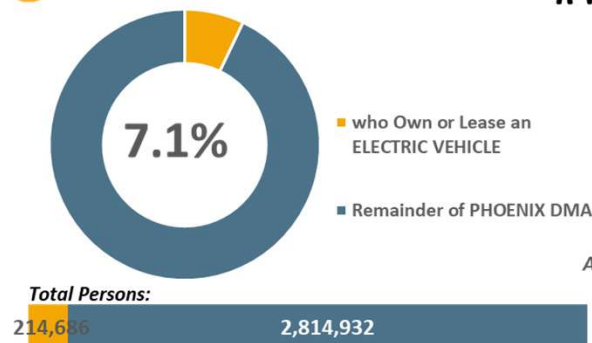
## HHI of Target vs. Market:



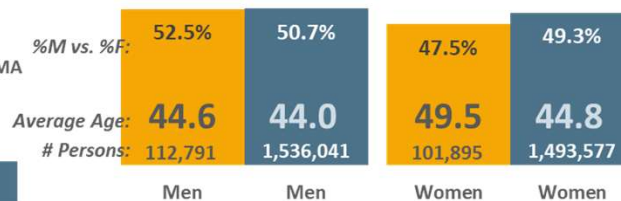


7.1% or 214,686 of PHOENIX DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Typical Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 46.9 years old (5.7% older than average)  
and have a \$154,175 (36.3% higher than average) annual household income.

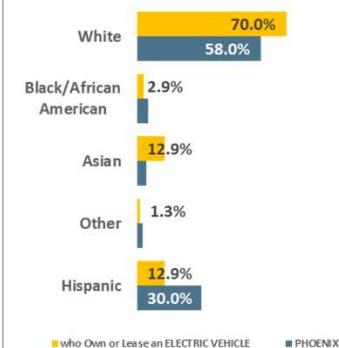
## Percent of Market: Adults 25 - 64



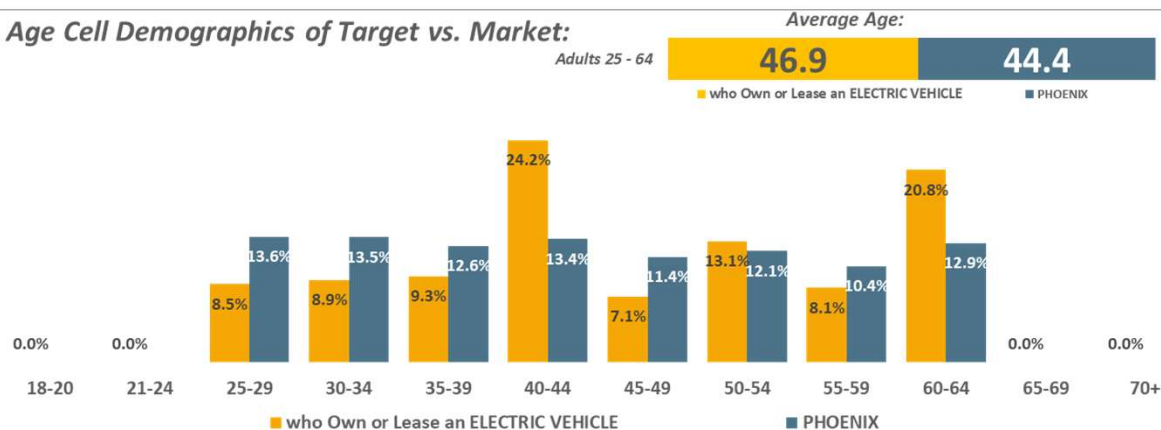
## Gender of Target vs. Market: Adults 25 - 64



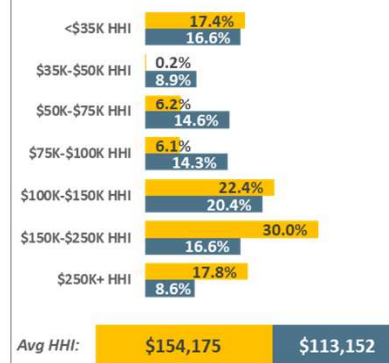
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:

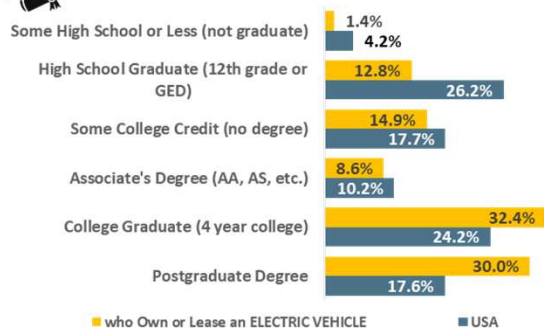




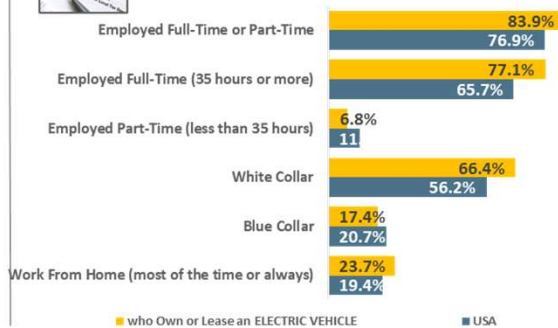
4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 49.% more likely to be a college graduate,  
 17.2% more likely to work full-time, 23.6% more likely to be married, 18.6% more likely to be a parent of  
 1 or more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



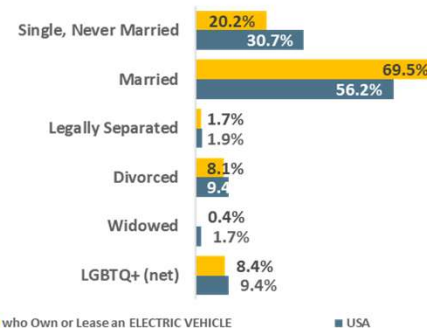
### Education Levels: Adults 25 - 64



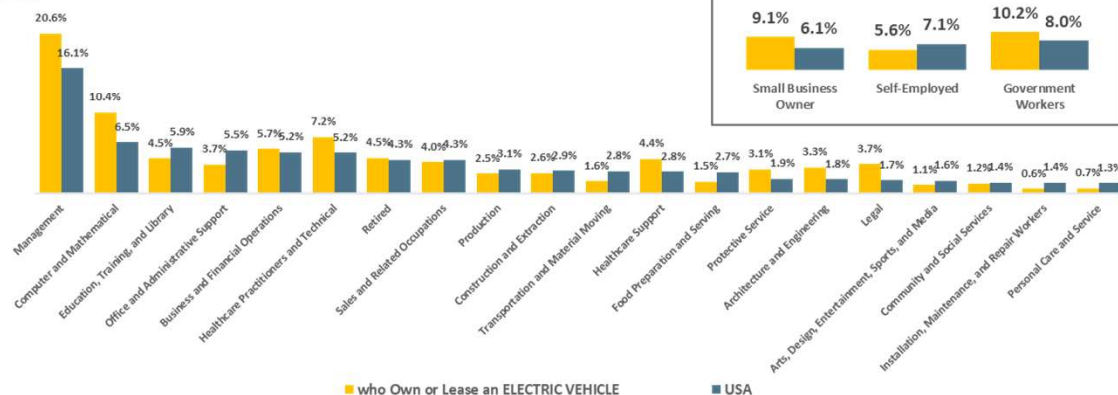
### Employment: Adults 25 - 64



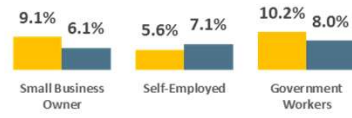
### Marital Status: Adults 25 - 64



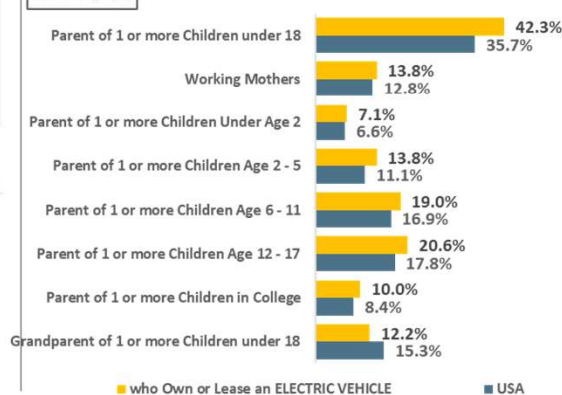
### Top-20 Occupations: Adults 25 - 64



### Entrepreneurs/Government Workers



### Stage in Life: Adults 25 - 64

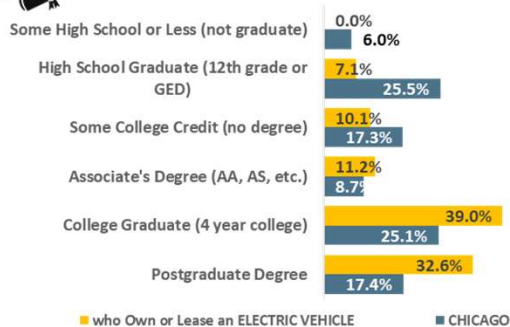




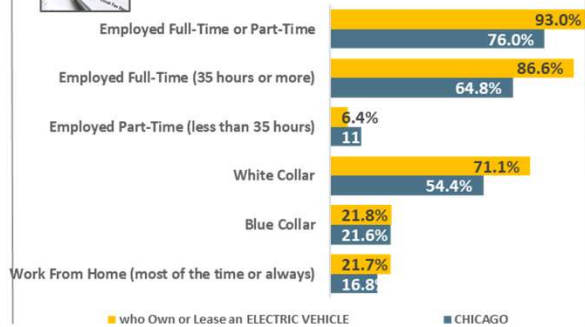
2.8% or 141,237 of CHICAGO DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 68.8% more likely to be a college graduate,  
 33.6% more likely to work full-time, 24.6% more likely to be married, 28.5% more likely to be a parent of  
 1 or more children under 18.



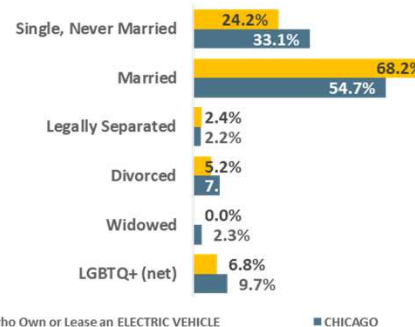
### Education Levels: Adults 25 - 64



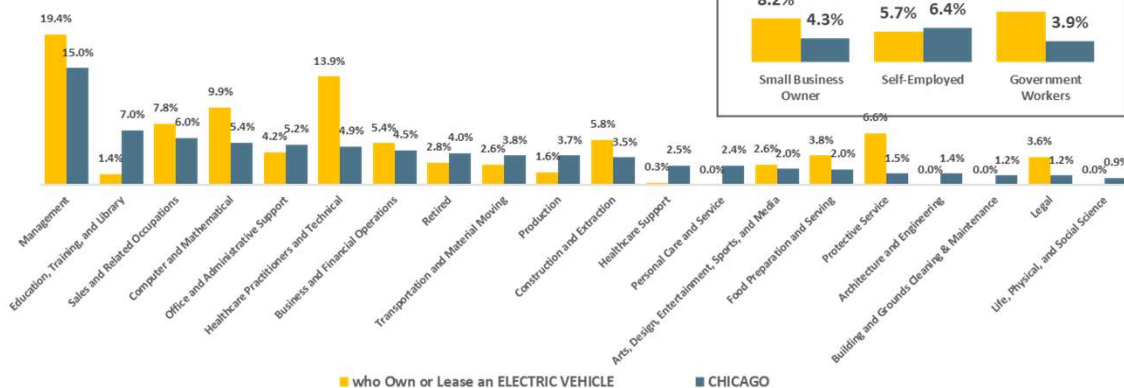
### Employment: Adults 25 - 64



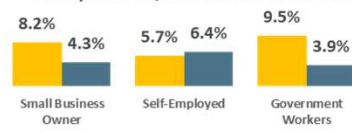
### Marital Status: Adults 25 - 64



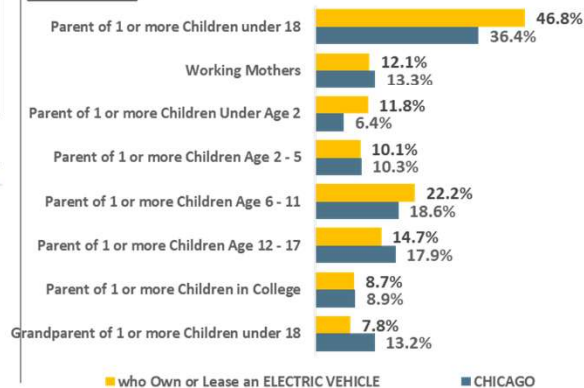
### Top-20 Occupations: Adults 25 - 64



### Entrepreneurs/Government Workers



### Stage in Life: Adults 25 - 64

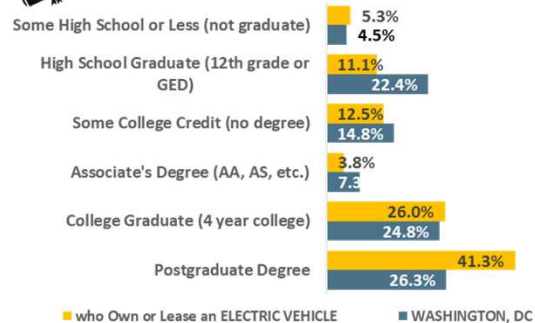




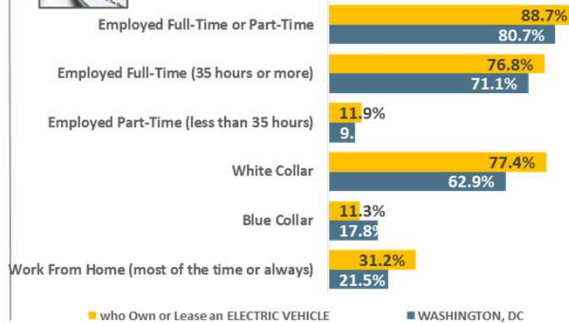


5.3% or 204,651 of WASHINGTON, DC DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 31.8% more likely to be a college graduate, 8.% more likely to work full-time, 22.3% more likely to be married, 54.7% more likely to be a parent of 1 or more children under 18.

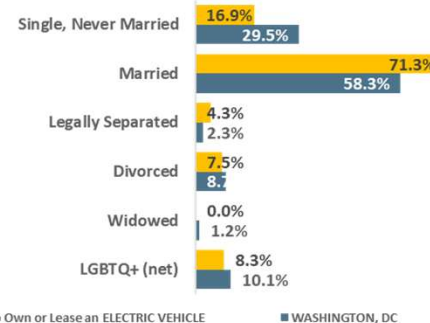
## Education Levels: Adults 25 - 64



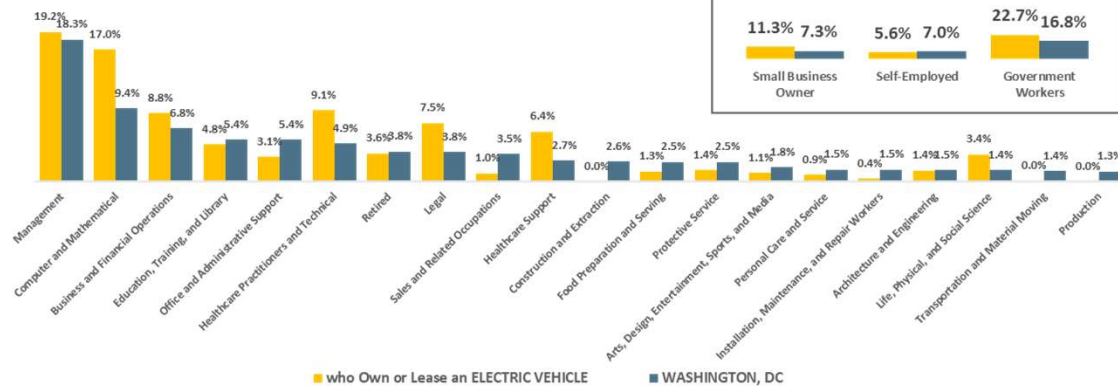
## Employment: Adults 25 - 64



## Marital Status: Adults 25 - 64



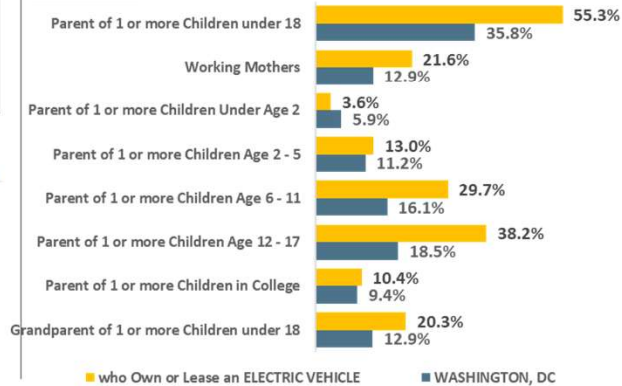
## Top-20 Occupations: Adults 25 - 64



### Entrepreneurs/Government Workers



## Stage in Life: Adults 25 - 64

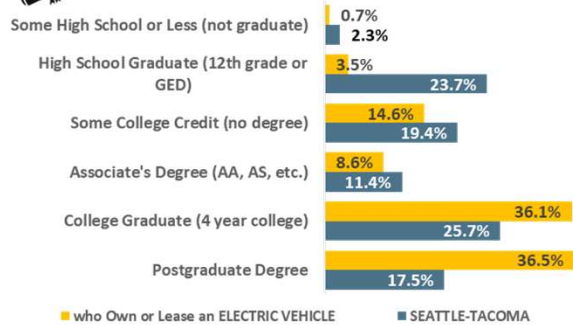




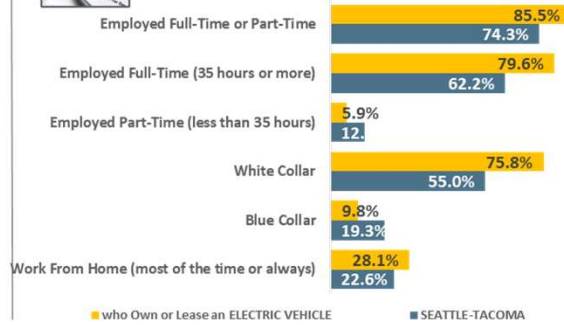
7.5% or 228,849 of SEATTLE-TACOMA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 68.% more likely to be a college graduate, 28.1% more likely to work full-time, 39.2% more likely to be married, 29.3% more likely to be a parent of 1 or more children under 18.



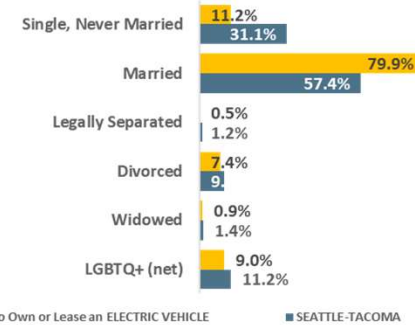
### Education Levels: Adults 25 - 64



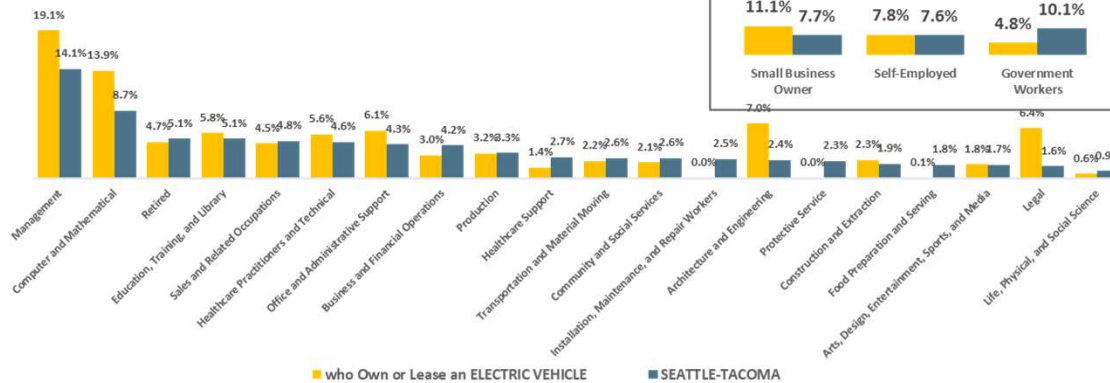
### Employment: Adults 25 - 64



### Marital Status: Adults 25 - 64



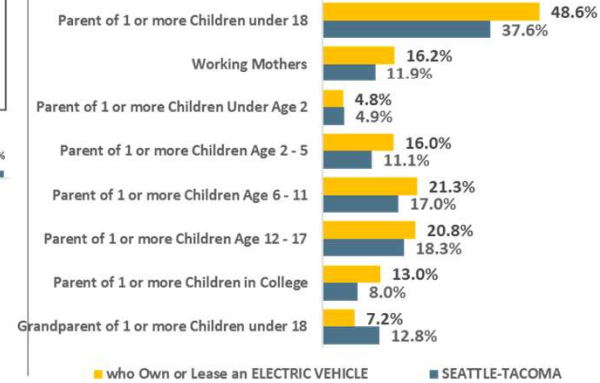
### Top-20 Occupations: Adults 25 - 64



### Entrepreneurs/Government Workers



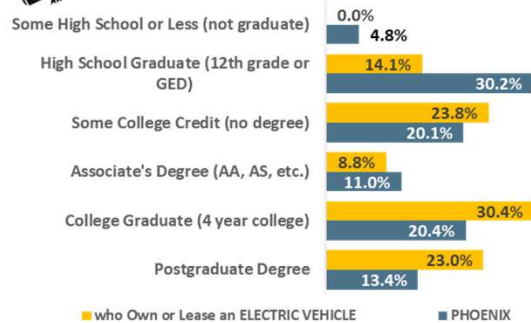
### Stage in Life: Adults 25 - 64



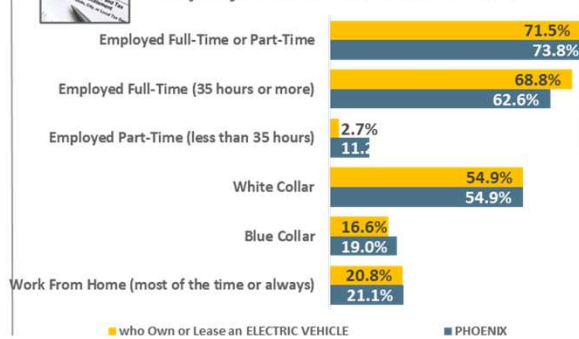


7.1% or 214,686 of PHOENIX DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 57.7% more likely to be a college graduate, 9.9% more likely to work full-time, 27.4% more likely to be married, 23.6% less likely to be a parent of 1 or more children under 18.

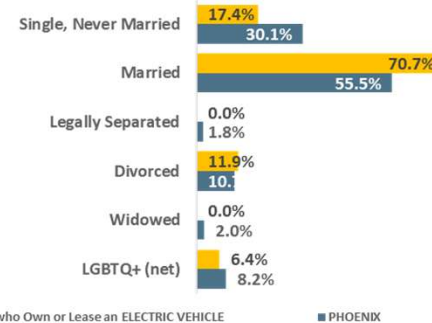
## Education Levels: Adults 25 - 64



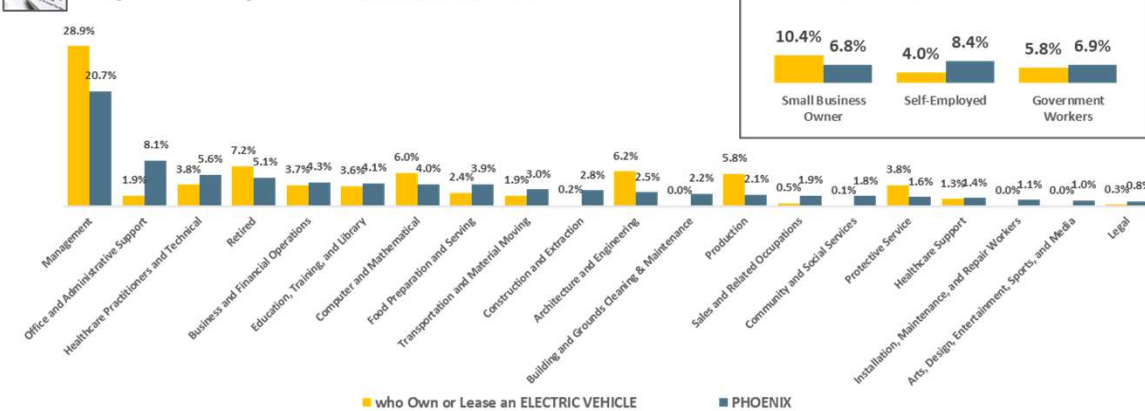
## Employment: Adults 25 - 64



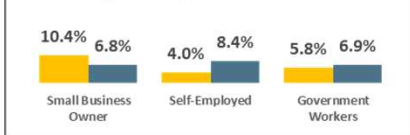
## Marital Status: Adults 25 - 64



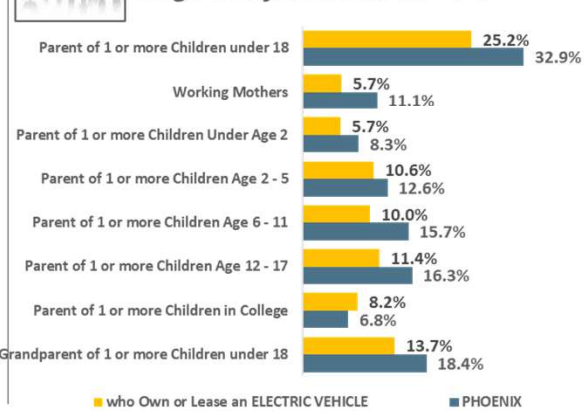
## Top-20 Occupations: Adults 25 - 64



## Entrepreneurs/Government Workers



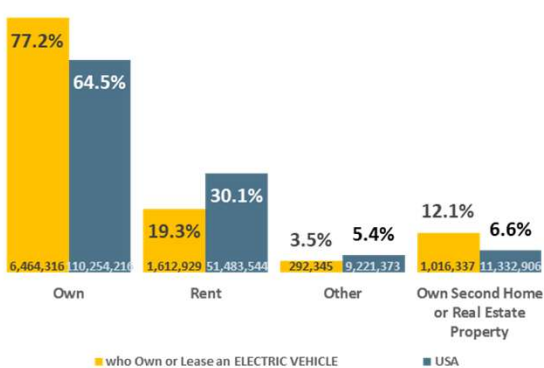
## Stage in Life: Adults 25 - 64



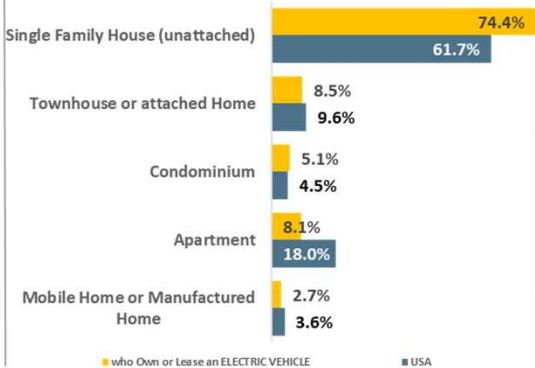


4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 19.8% more likely to own their home, 49.1% more likely to own a higher valued home, 20.6% more likely to have a single-family home, 24.2% more likely to have a dog.

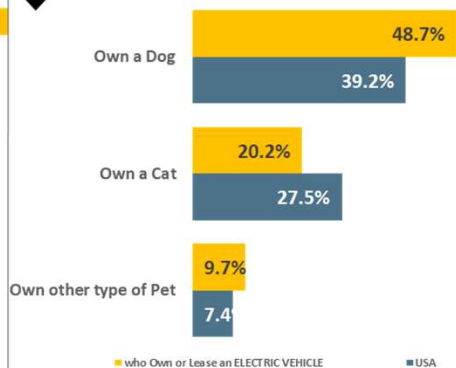
**Own/Rent/Other: Adults 25 - 64**



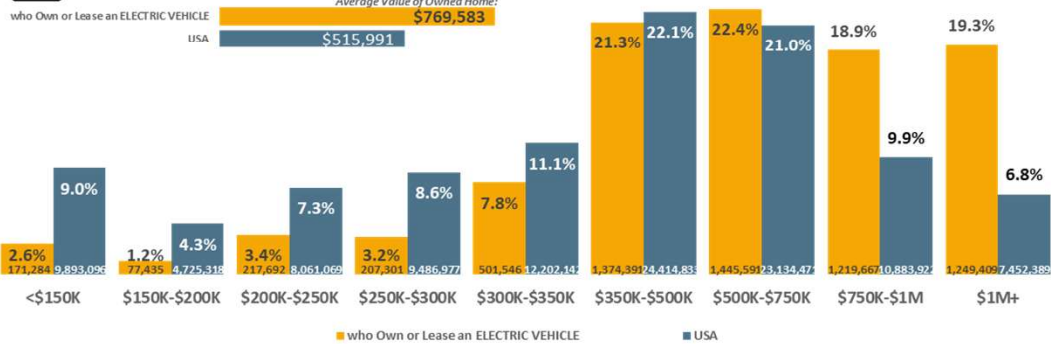
**Type of Home: Adults 25 - 64**



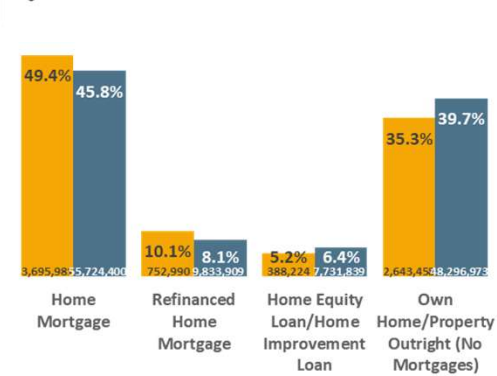
**Pets in Home: Adults 25 - 64**



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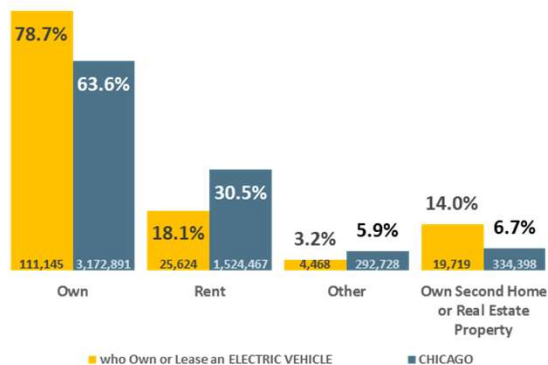
Electric/Hybrid vehicles (HHL): Own or lease electric vehicle



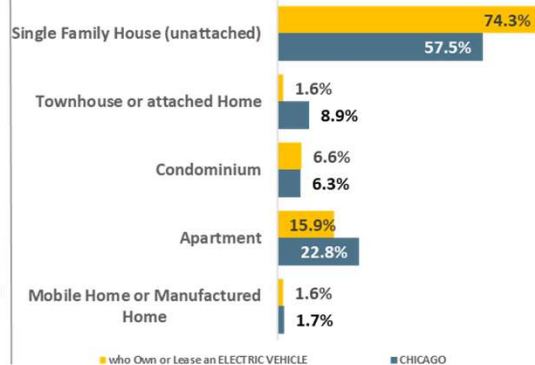


2.8% or 141,237 of CHICAGO DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 23.8% more likely to own their home, 32.1% more likely to own a higher valued home, 29.2% more likely to have a single-family home, 17.8% more likely to have a dog.

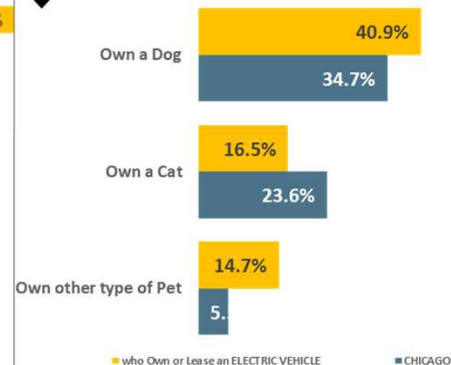
### Own/Rent/Other: Adults 25 - 64



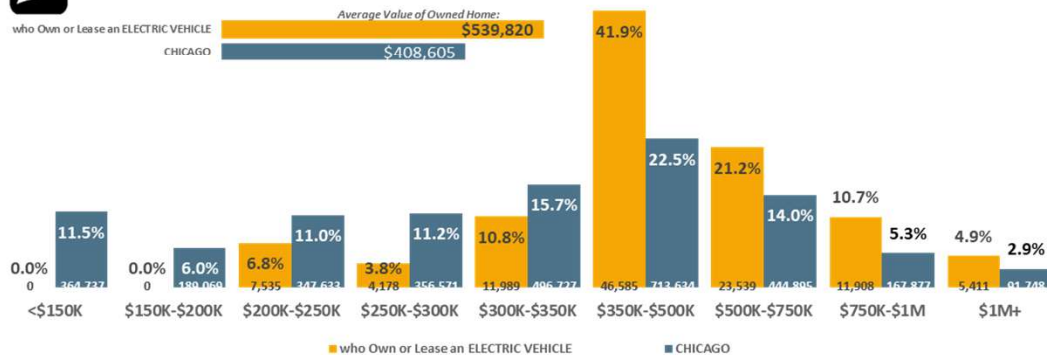
### Type of Home: Adults 25 - 64



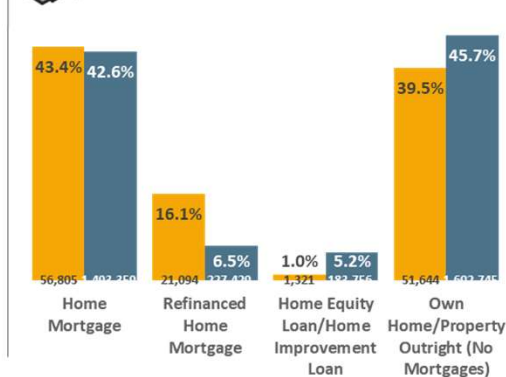
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



### Home Loans: Adults 25 - 64

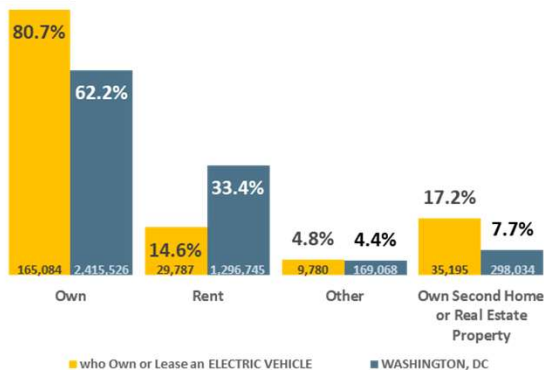




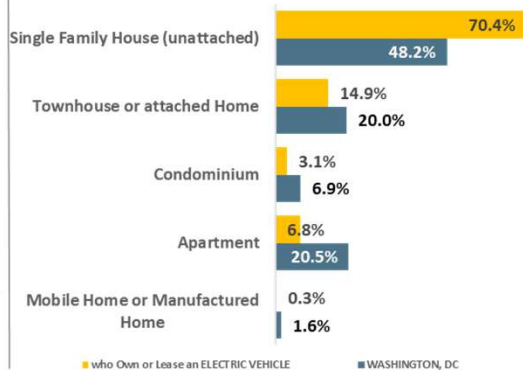
5.3% or 204,651 of WASHINGTON, DC DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 29.6% more likely to own their home, 24.6% more likely to own a higher valued home, 46.% more likely to have a single-family home, 42.3% more likely to have a dog.



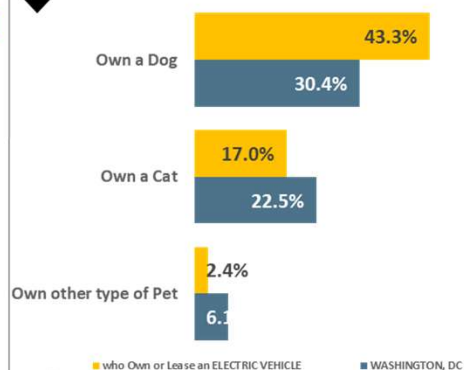
### Own/Rent/Other: Adults 25 - 64



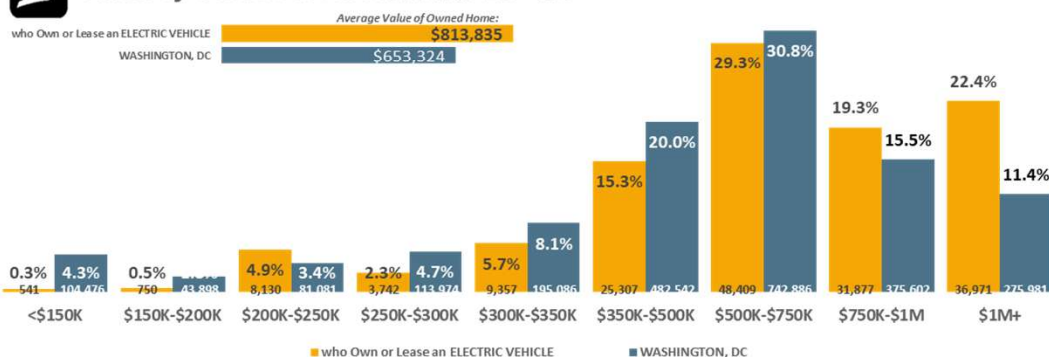
### Type of Home: Adults 25 - 64



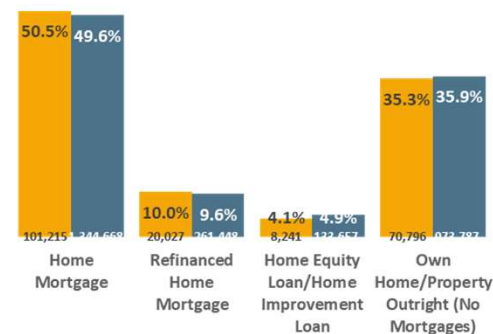
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



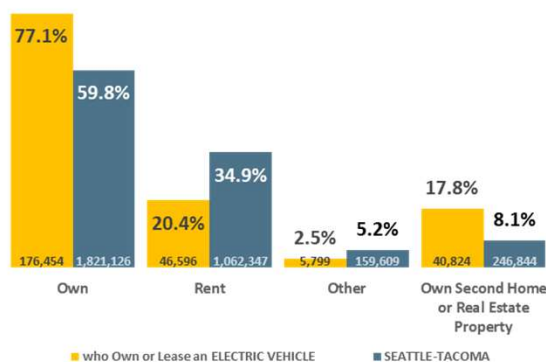
### Home Loans: Adults 25 - 64



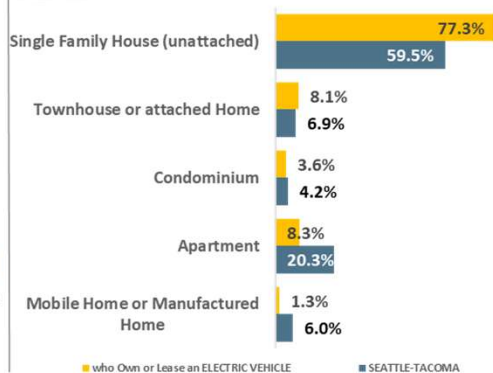


7.5% or 228,849 of SEATTLE-TACOMA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE. Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 28.8% more likely to own their home, 51.% more likely to own a higher valued home, 30.% more likely to have a single-family home, 28.2% more likely to have a dog.

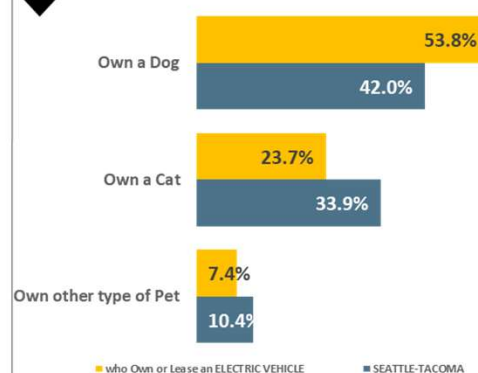
### Own/Rent/Other: Adults 25 - 64



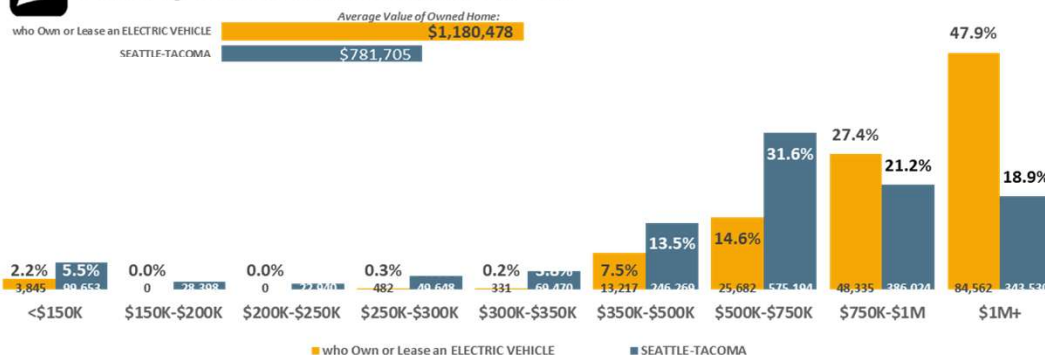
### Type of Home: Adults 25 - 64



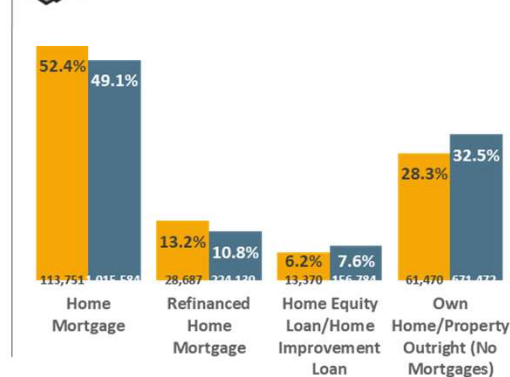
### Pets in Home: Adults 25 - 64

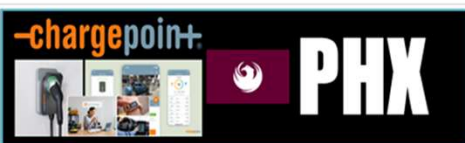


### Value of Owned Home: Adults 25 - 64



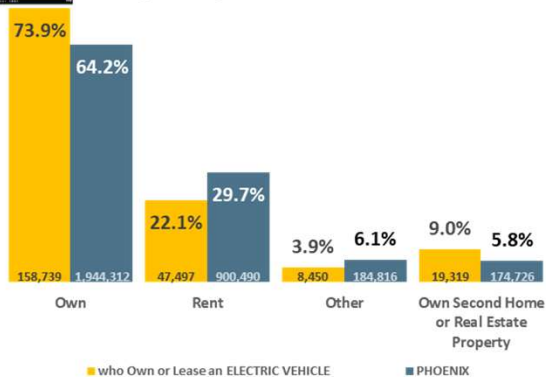
### Home Loans: Adults 25 - 64



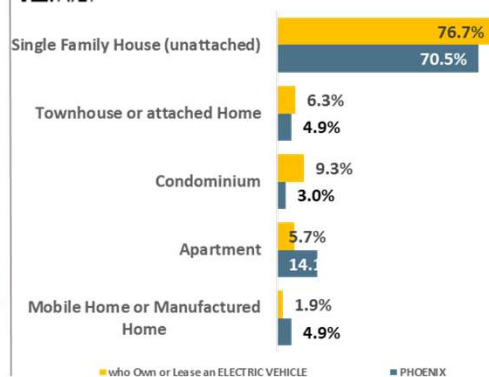


7.1% or 214,686 of PHOENIX DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 15.2% more likely to own their home, 30.5% more likely to own a higher valued home, 8.8% more likely to have a single-family home, 27.9% more likely to have a dog.

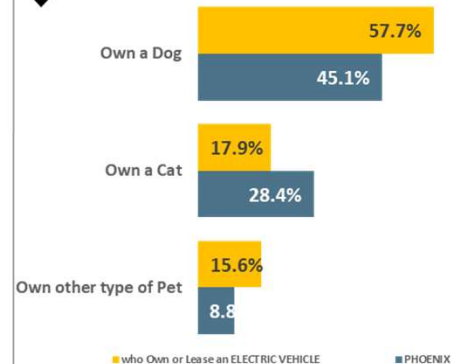
### Own/Rent/Other: Adults 25 - 64



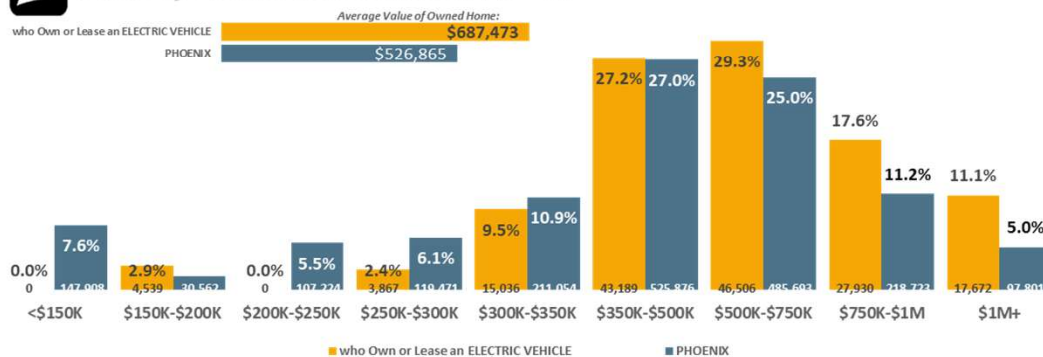
### Type of Home: Adults 25 - 64



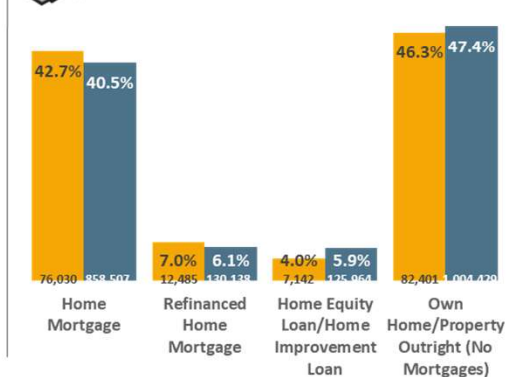
### Pets in Home: Adults 25 - 64



### Value of Owned Home: Adults 25 - 64



### Home Loans: Adults 25 - 64



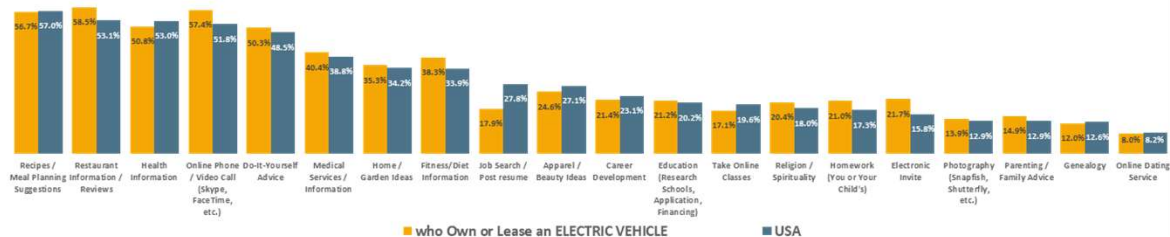




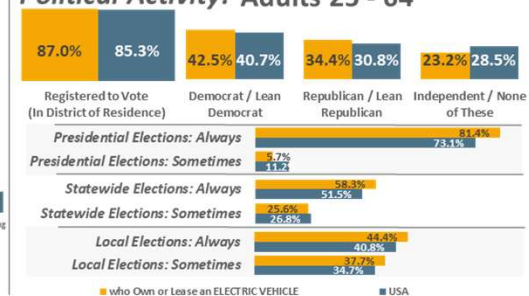
4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 3.7% more likely to look up D-I-Y advice online,  
 8.8% more likely to always vote in local elections, 27.5% more likely to belong to a gym, 28.7% more likely  
 to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



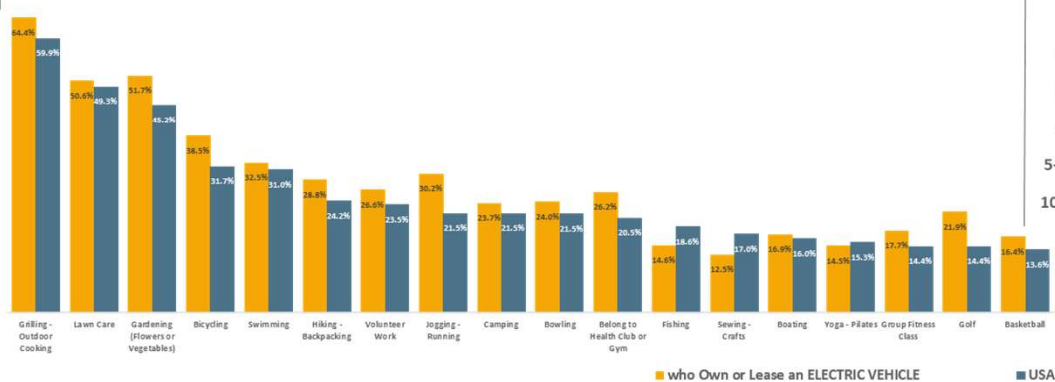
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



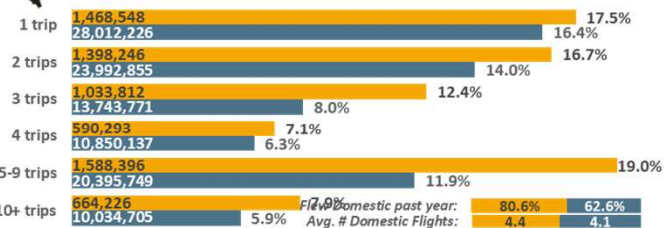
### Political Activity: Adults 25 - 64



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



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

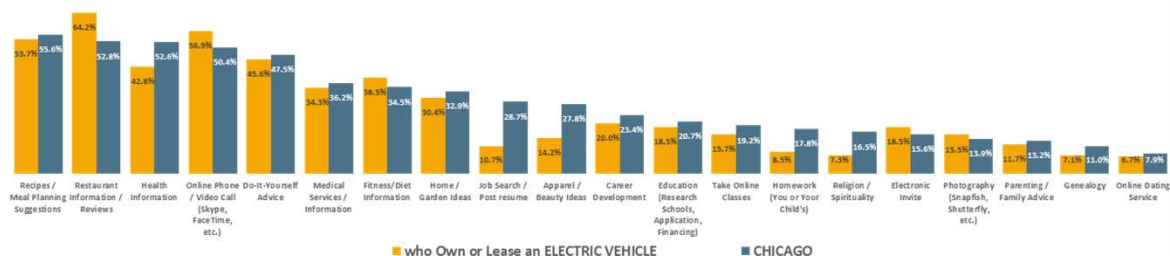




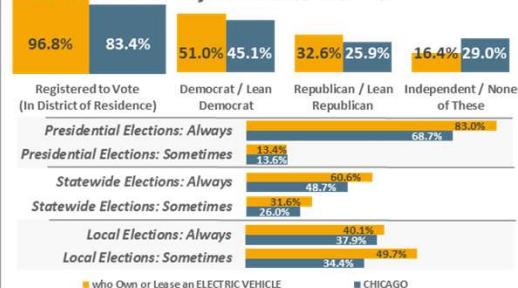
2.8% or 141,237 of CHICAGO DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 3.9% less likely to look up D-I-Y advice online,  
 5.7% more likely to always vote in local elections, 16.9% more likely to belong to a gym, 34.4% more likely  
 to fly domestic past yr.



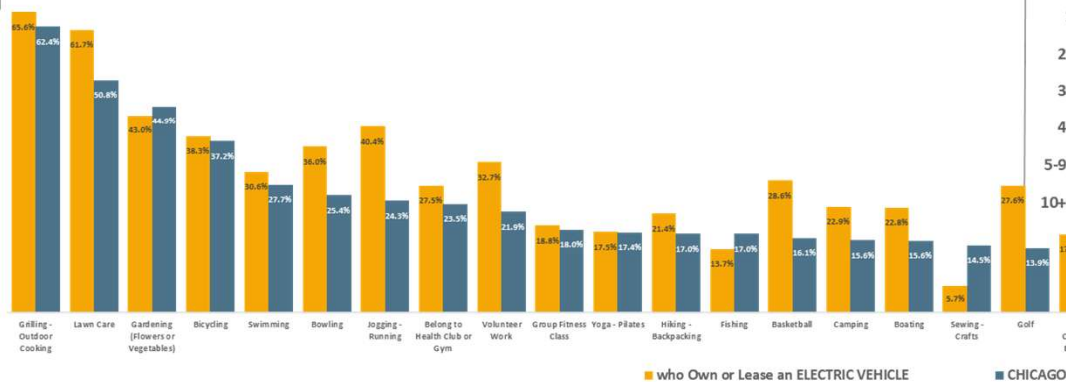
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



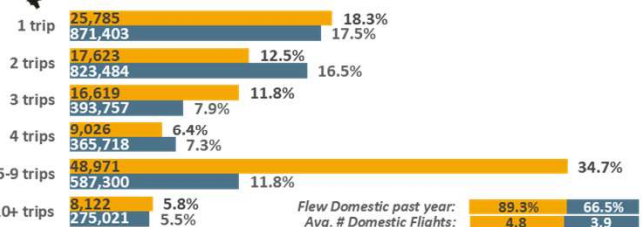
### Political Activity: Adults 25 - 64



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



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



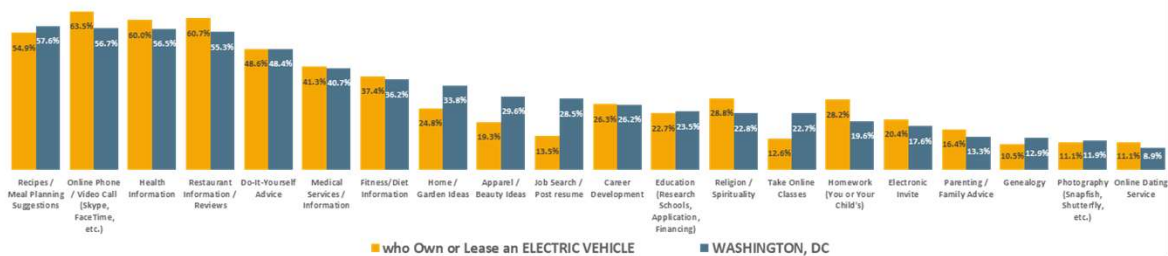
Flew Domestic past year: 89.3%  
 Avg. # Domestic Flights: 4.8



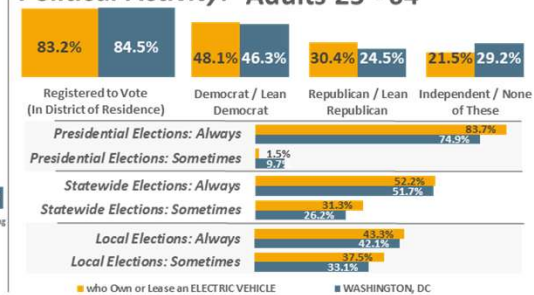
5.3% or 204,651 of WASHINGTON, DC DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are .3% more likely to look up D-I-Y advice online,  
 3.3% more likely to always vote in local elections, 13.1% more likely to belong to a gym, 17.1% more likely  
 to fly domestic past yr.



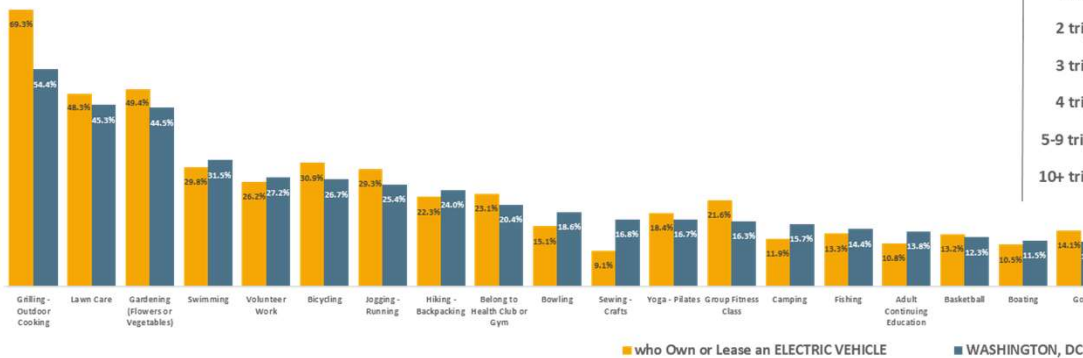
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



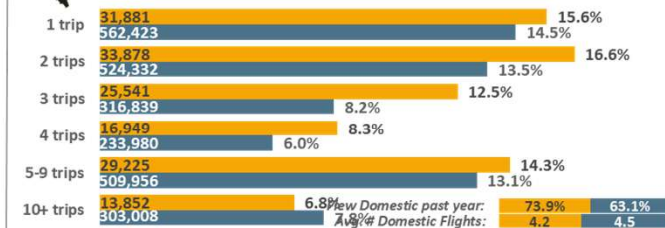
### Political Activity: Adults 25 - 64



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



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

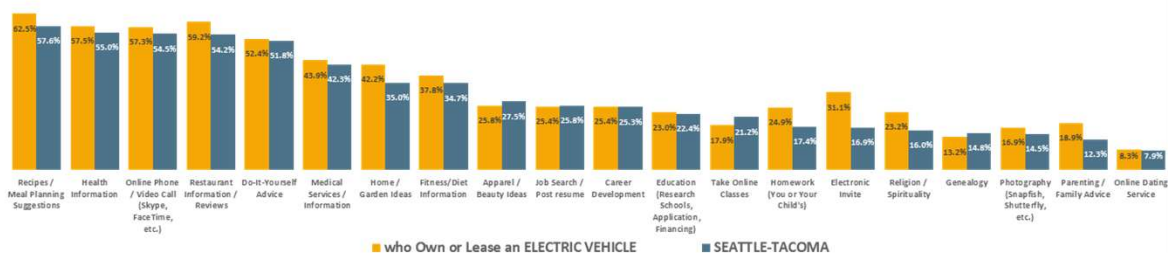




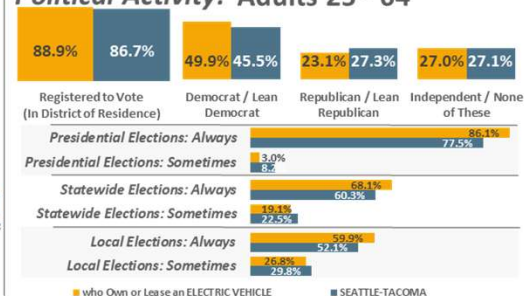
7.5% or 228,849 of SEATTLE-TACOMA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 1.2% more likely to look up D-I-Y advice online,  
 14.9% more likely to always vote in local elections, 12.6% more likely to belong to a gym, 32.8% more likely  
 to fly domestic past yr.



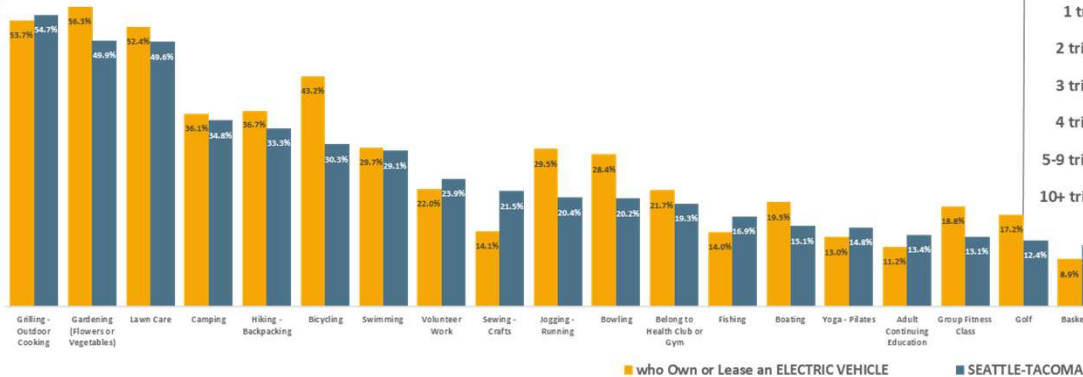
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



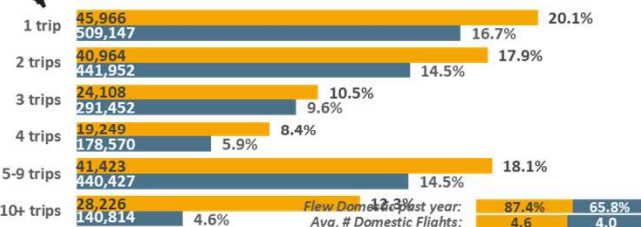
### Political Activity: Adults 25 - 64



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



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



Flew Domestic last year: 87.4%  
 Avg. # Domestic Flights: 4.6

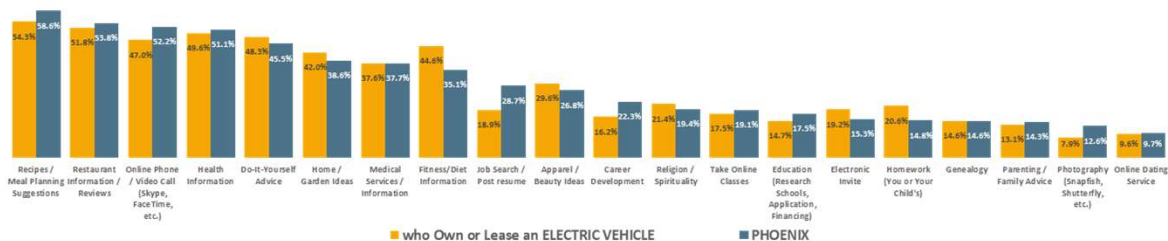




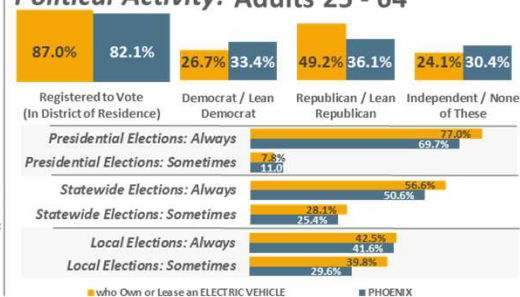
7.1% or 214,686 of PHOENIX DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 6.2% more likely to look up D-I-Y advice online, 2.1% more likely to always vote in local elections, 63.1% more likely to belong to a gym, 42.6% more likely to fly domestic past yr.



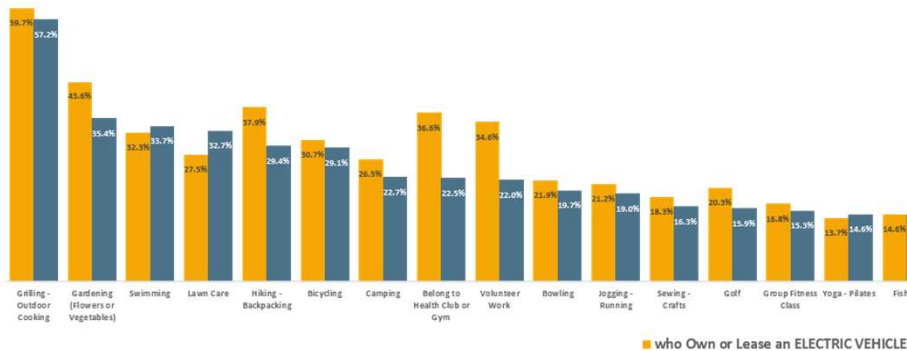
### Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



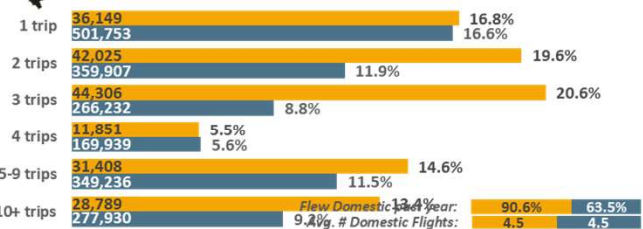
### Political Activity: Adults 25 - 64



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



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

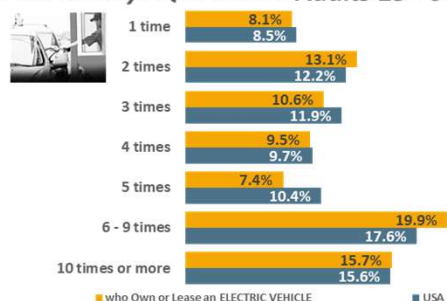


Flew Domestic 12-Month Year: 90.6% (EV) vs 63.5% (PHOENIX)  
 Avg. # Domestic Flights: 4.5 (EV) vs 4.5 (PHOENIX)

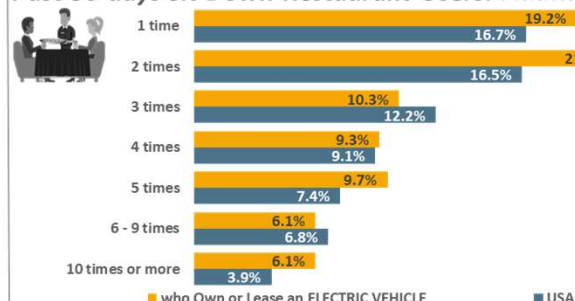


4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 1.8% less likely to use QSRs past mo., 13.2% more likely to use Sit-Down Restaurants past mo., 12.3% more likely to use Casinos past yr., 48.% less likely to smoke cigarettes.

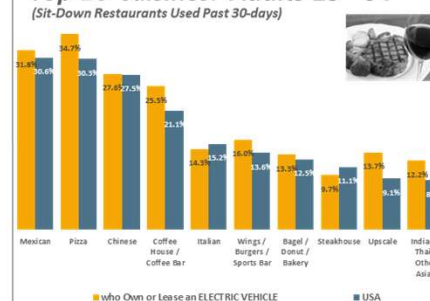
### Past 30-days QSR Users: Adults 25 - 64



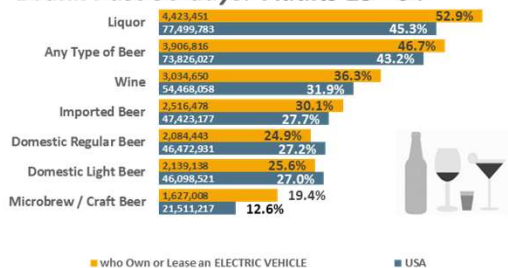
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



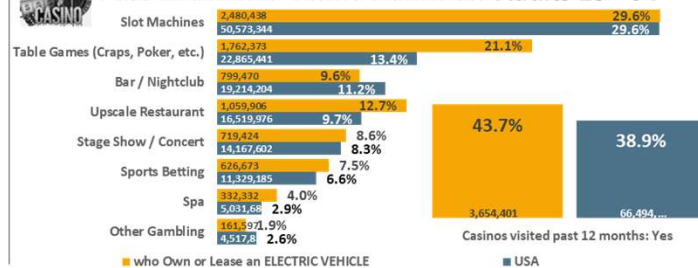
### Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



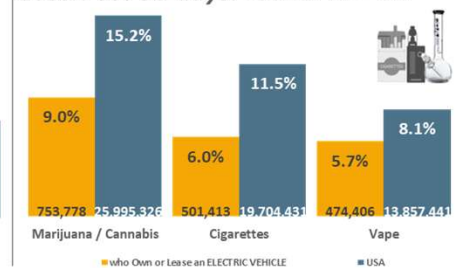
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



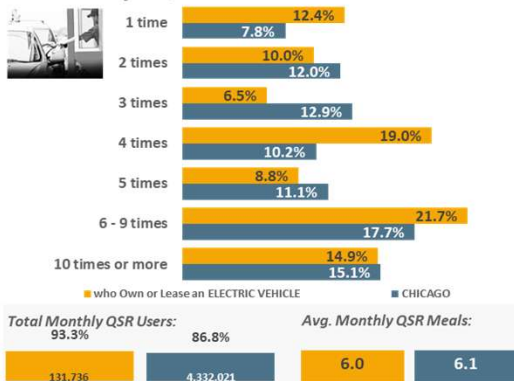
### Used Past 30-days: Adults 25 - 64



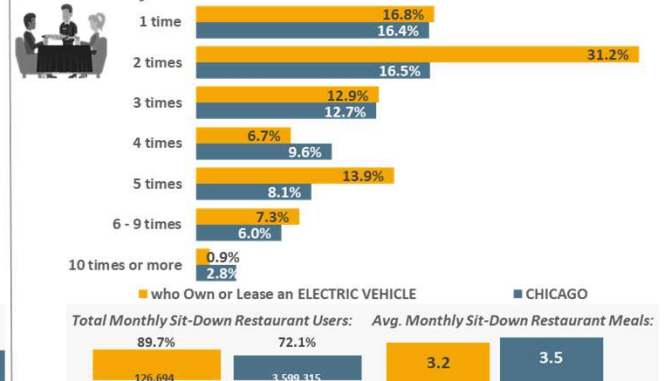


2.8% or 141,237 of CHICAGO DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 7.4% more likely to use QSRs past mo., 24.4% more likely to use Sit-Down Restaurants past mo., 30.8% more likely to use Casinos past yr, 61.% less likely to smoke cigarettes.

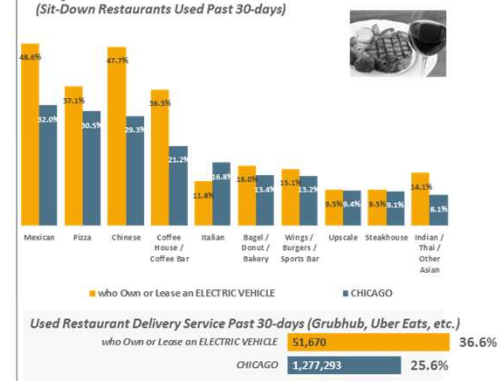
### Past 30-days QSR Users: Adults 25 - 64



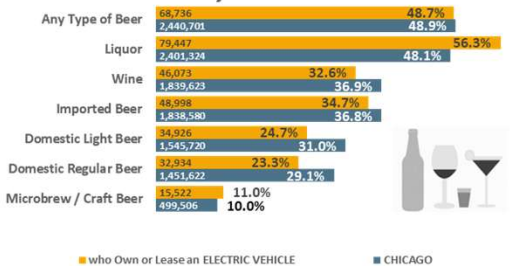
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



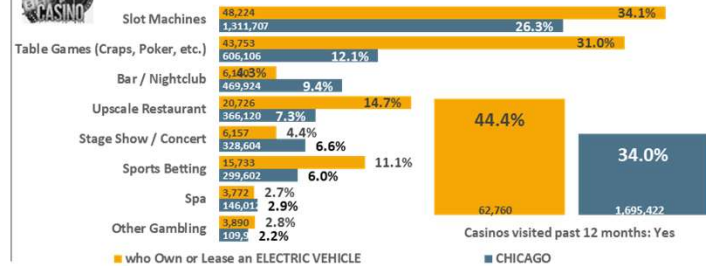
### Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



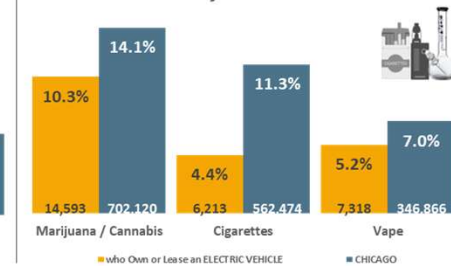
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



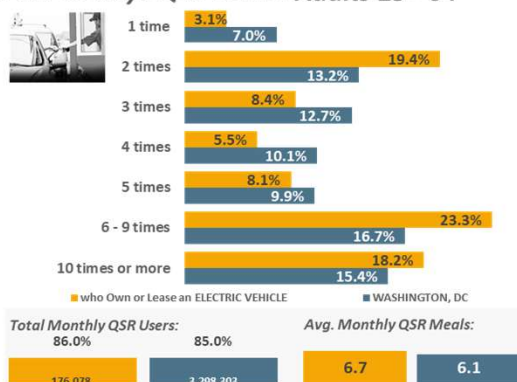
### Used Past 30-days: Adults 25 - 64



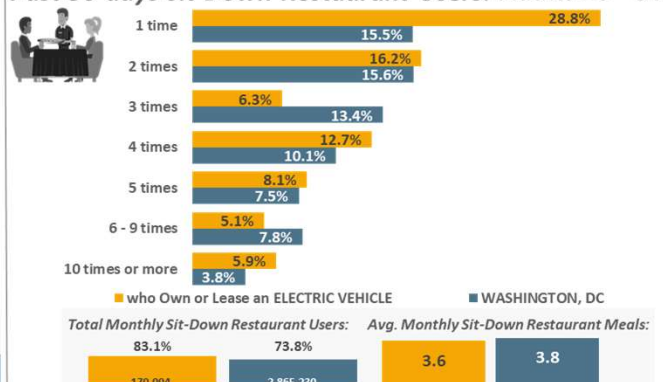


5.3% or 204,651 of WASHINGTON, DC DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 1.2% more likely to use QSRs past mo., 12.5% more likely to use Sit-Down Restaurants past mo., 17.5% more likely to use Casinos past yr., 24.6% less likely to smoke cigarettes.

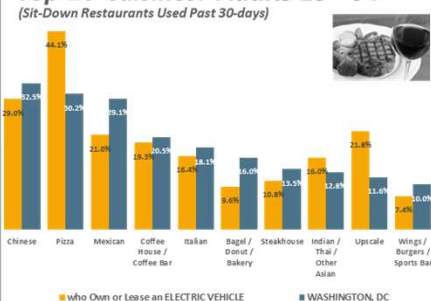
### Past 30-days QSR Users: Adults 25 - 64



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

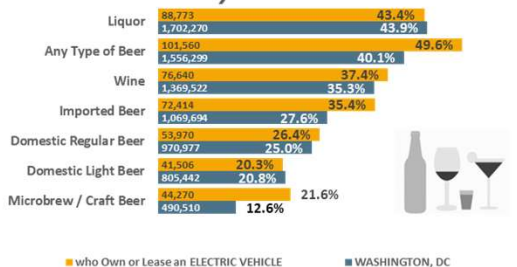


### Top-10 Cuisines: Adults 25 - 64

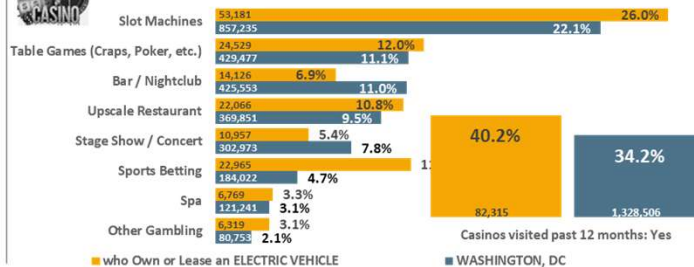


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 who Own or Lease an ELECTRIC VEHICLE: 57,715 (28.2%)  
 WASHINGTON, DC: 991,499 (25.5%)

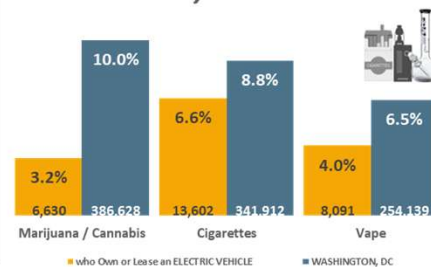
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



### Used Past 30-days: Adults 25 - 64

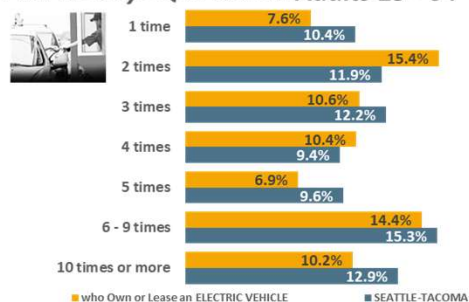




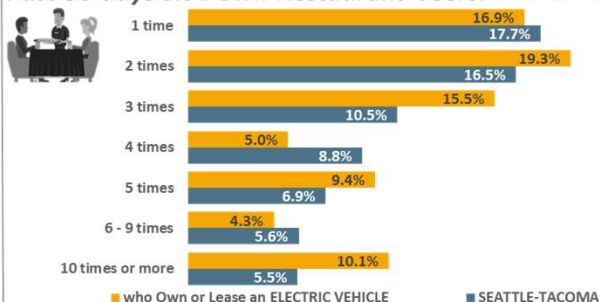


7.5% or 228,849 of SEATTLE-TACOMA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 7.8% less likely to use QSRs past mo., 12.5% more likely to use Sit-Down Restaurants past mo., 3% more likely to use Casinos past yr., 58.4% less likely to smoke cigarettes.

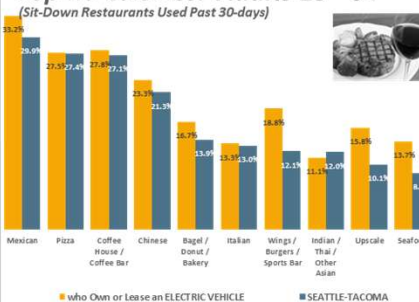
### Past 30-days QSR Users: Adults 25 - 64



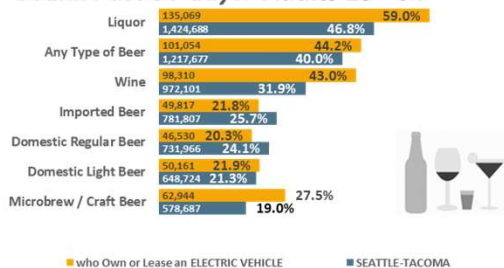
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



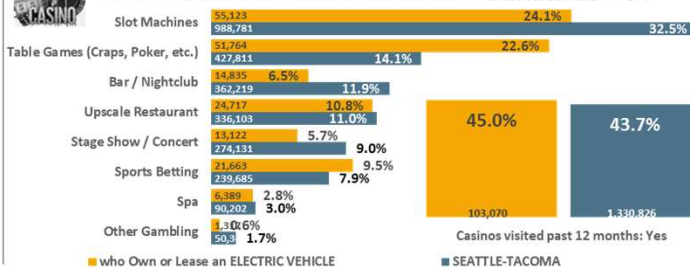
### Top-10 Cuisines: Adults 25 - 64



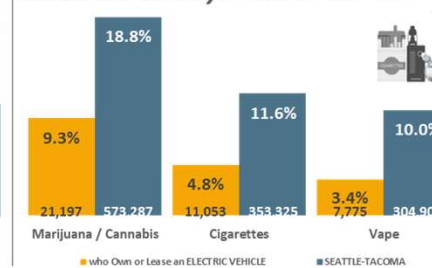
### Drank Past 30-days: Adults 25 - 64

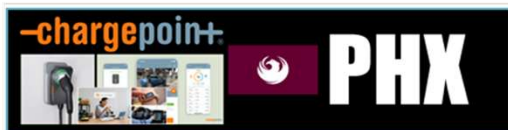


### Past 12 months Casino Activities: Adults 25 - 64



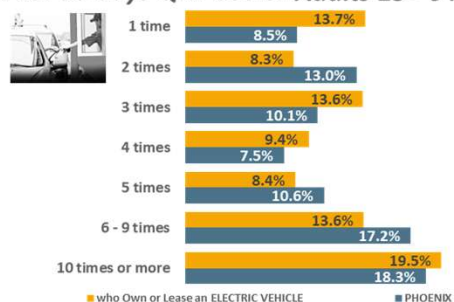
### Used Past 30-days: Adults 25 - 64



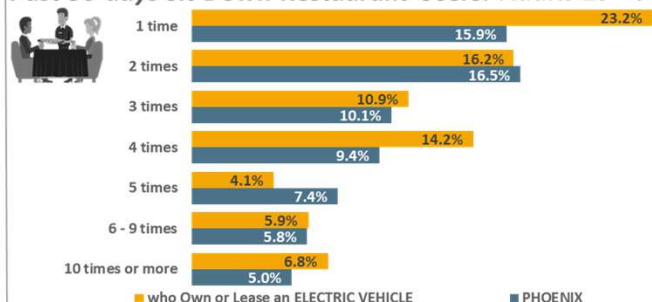


7.1% or 214,686 of PHOENIX DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 1.4% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 7.1% more likely to use Casinos past yr., 11.2% less likely to smoke cigarettes.

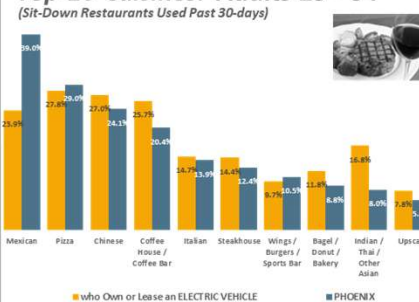
### Past 30-days QSR Users: Adults 25 - 64



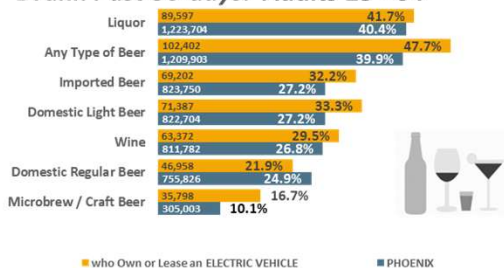
### Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



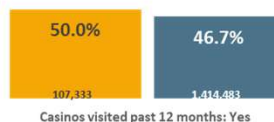
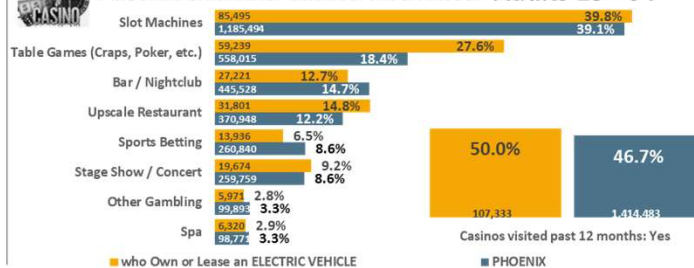
### Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



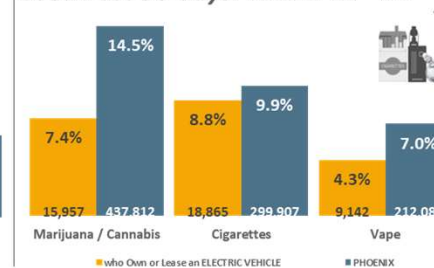
### Drank Past 30-days: Adults 25 - 64



### Past 12 months Casino Activities: Adults 25 - 64



### Used Past 30-days: Adults 25 - 64

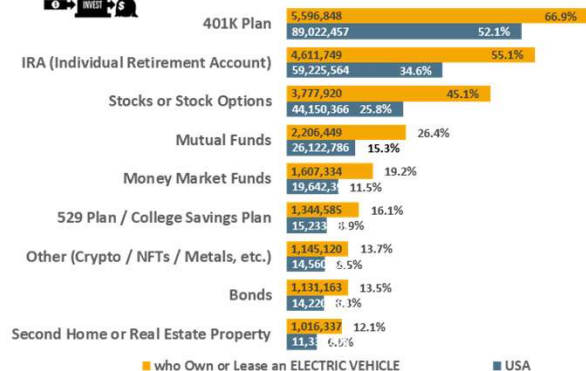




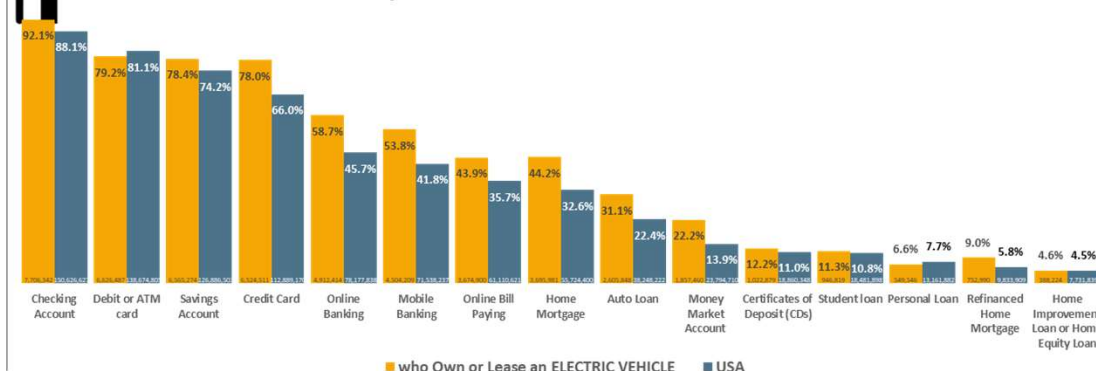
4.9% or 8,369,590 of USA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
 Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 28.4% more likely to have a 401K, 39.2% more likely to have an Auto Loan, 98.% more likely to Invest/Trade Stocks Online, 25.% less likely to pay with their Debit Card.



### Investments Owned: Adults 25 - 64



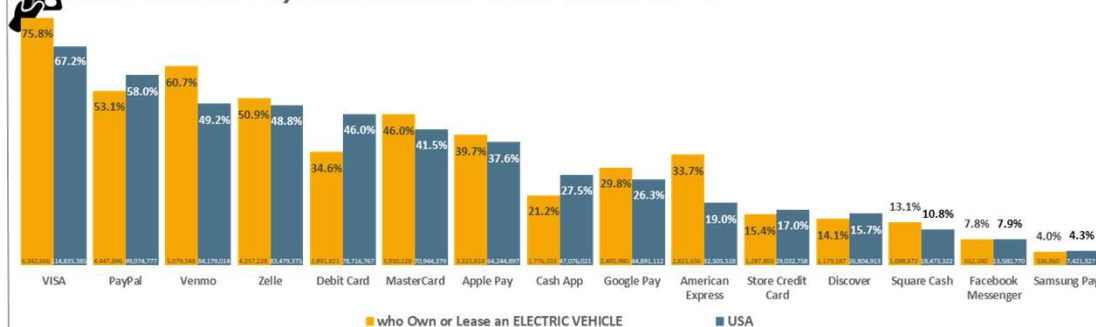
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



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





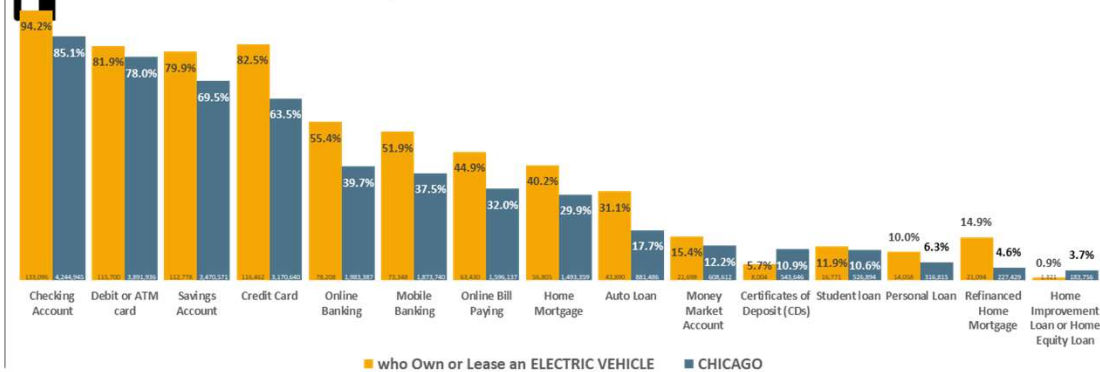
2.8% or 141,237 of CHICAGO DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 44.5% more likely to have a 401K, 75.9% more likely to have an Auto Loan, 184.2% more likely to Invest/Trade Stocks Online, 42.9% less likely to pay with their Debit Card.



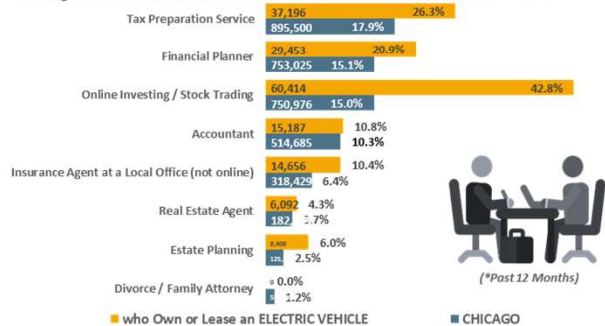
### Investments Owned: Adults 25 - 64



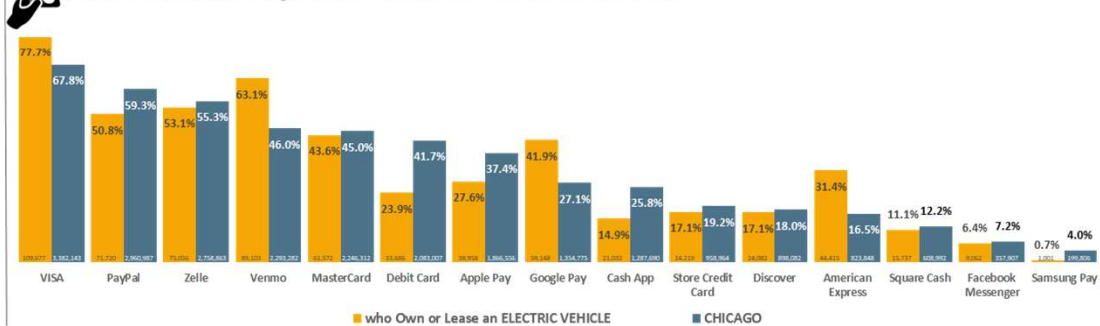
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64



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



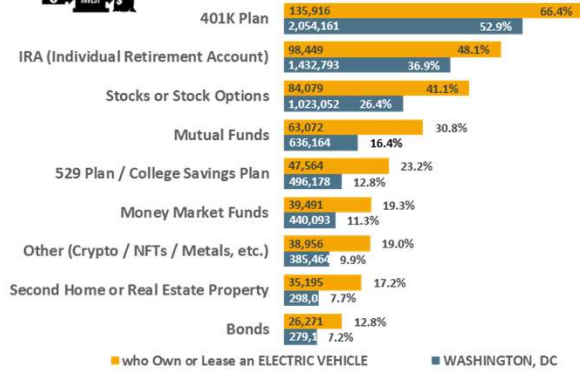




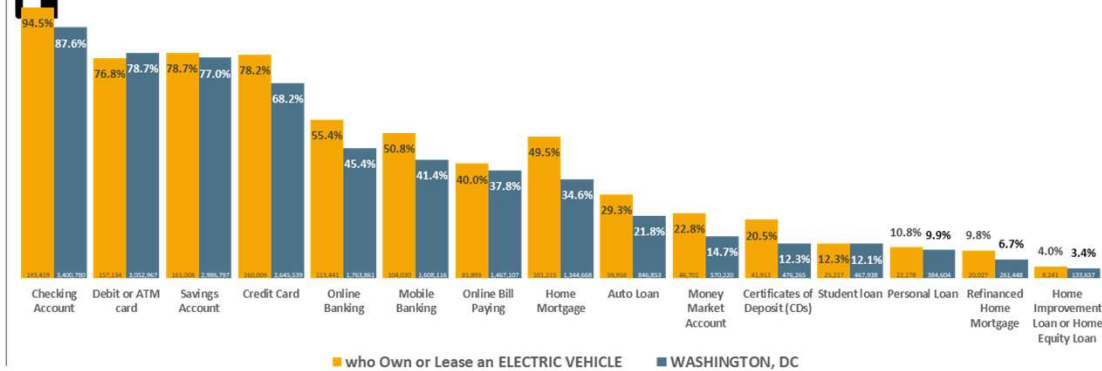
5.3% or 204,651 of WASHINGTON, DC DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 25.5% more likely to have a 401K, 34.3% more likely to have an Auto Loan, 106.% more likely to Invest/Trade Stocks Online, 22.5% less likely to pay with their Debit Card.



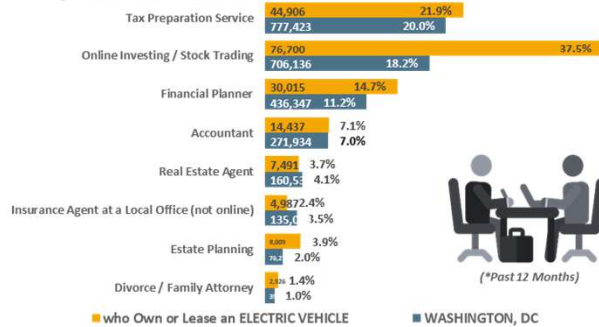
### Investments Owned: Adults 25 - 64



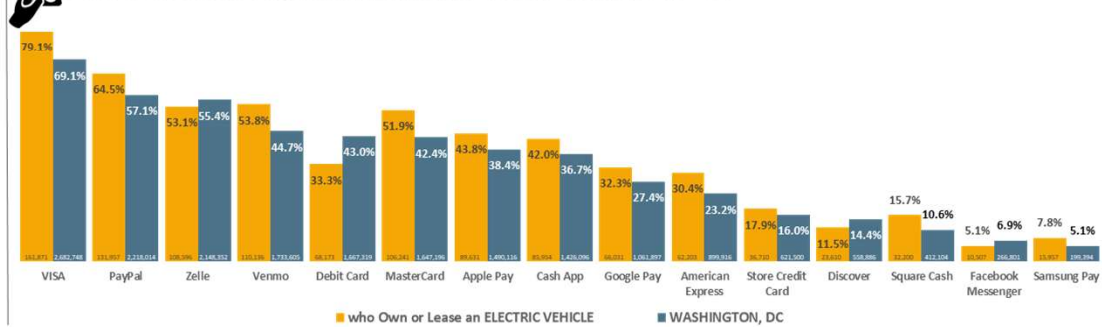
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64

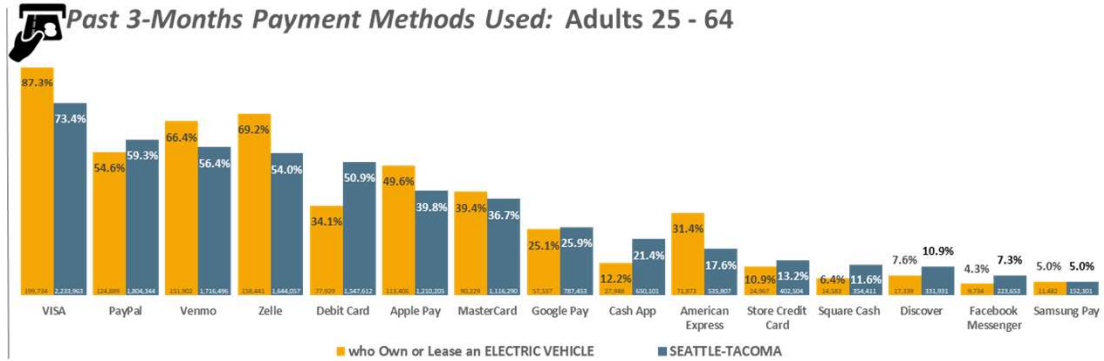
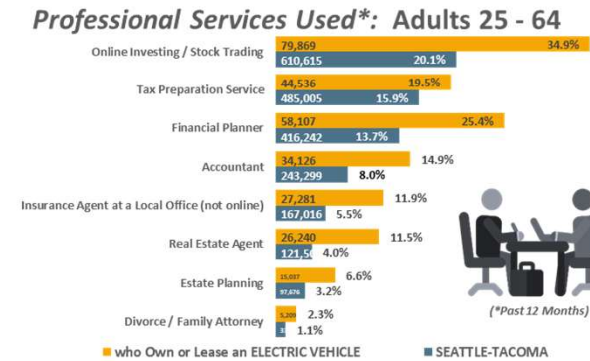
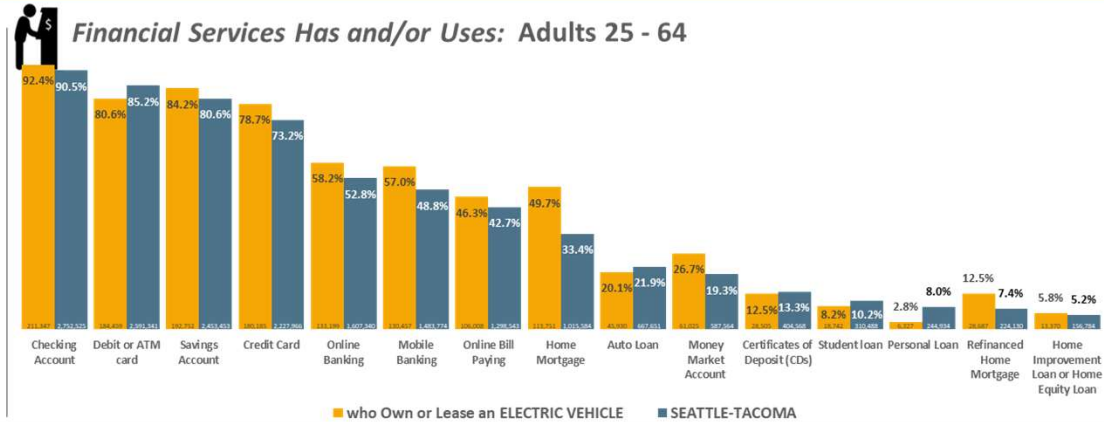
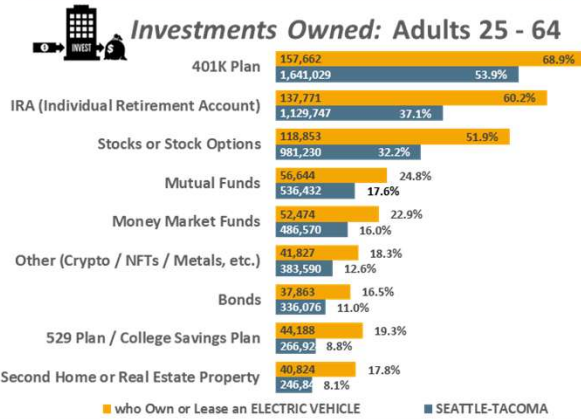


### Past 3-Months Payment Methods Used: Adults 25 - 64





7.5% or 228,849 of SEATTLE-TACOMA DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 27.8% more likely to have a 401K, 8.5% less likely to have an Auto Loan, 73.9% more likely to Invest/Trade Stocks Online, 33.% less likely to pay with their Debit Card.

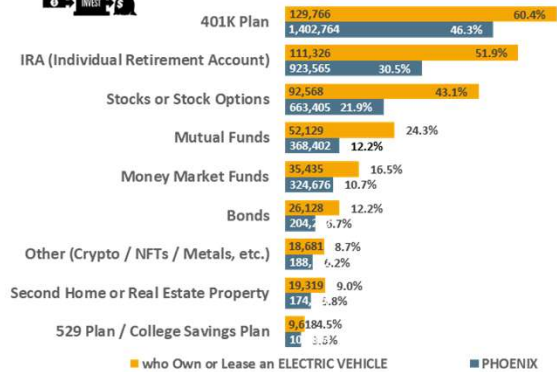




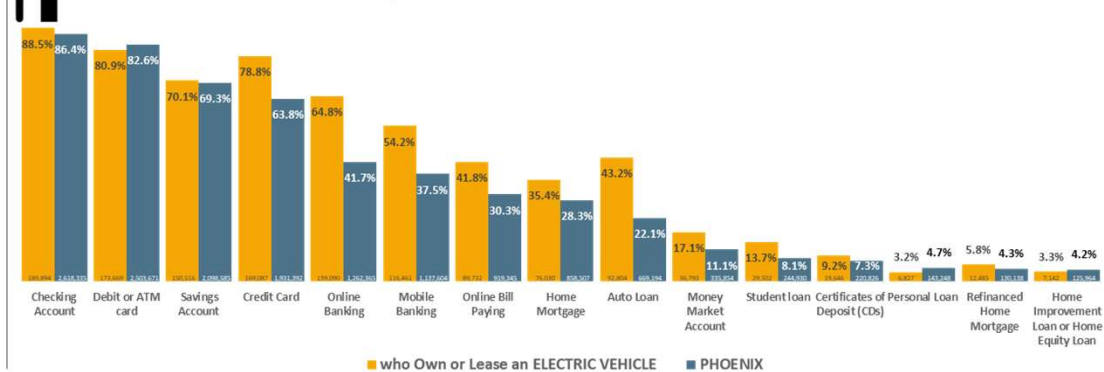
7.1% or 214,686 of PHOENIX DMA Adults 25 - 64 Own or Lease an ELECTRIC VEHICLE.  
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE are 30.5% more likely to have a 401K, 95.7% more likely to have an Auto Loan, 79.1% more likely to Invest/Trade Stocks Online, 10.2% less likely to pay with their Debit Card.



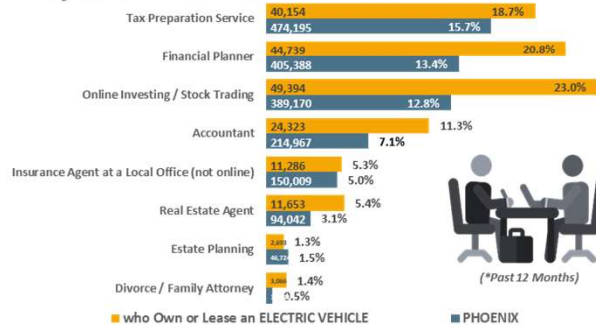
### Investments Owned: Adults 25 - 64



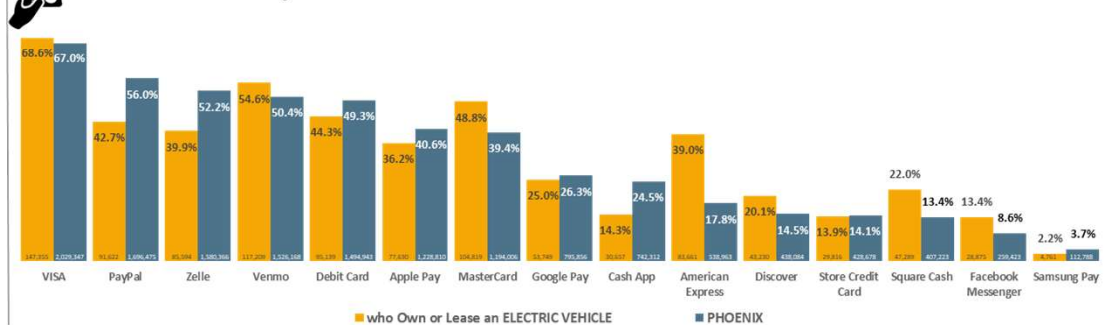
### Financial Services Has and/or Uses: Adults 25 - 64



### Professional Services Used\*: Adults 25 - 64

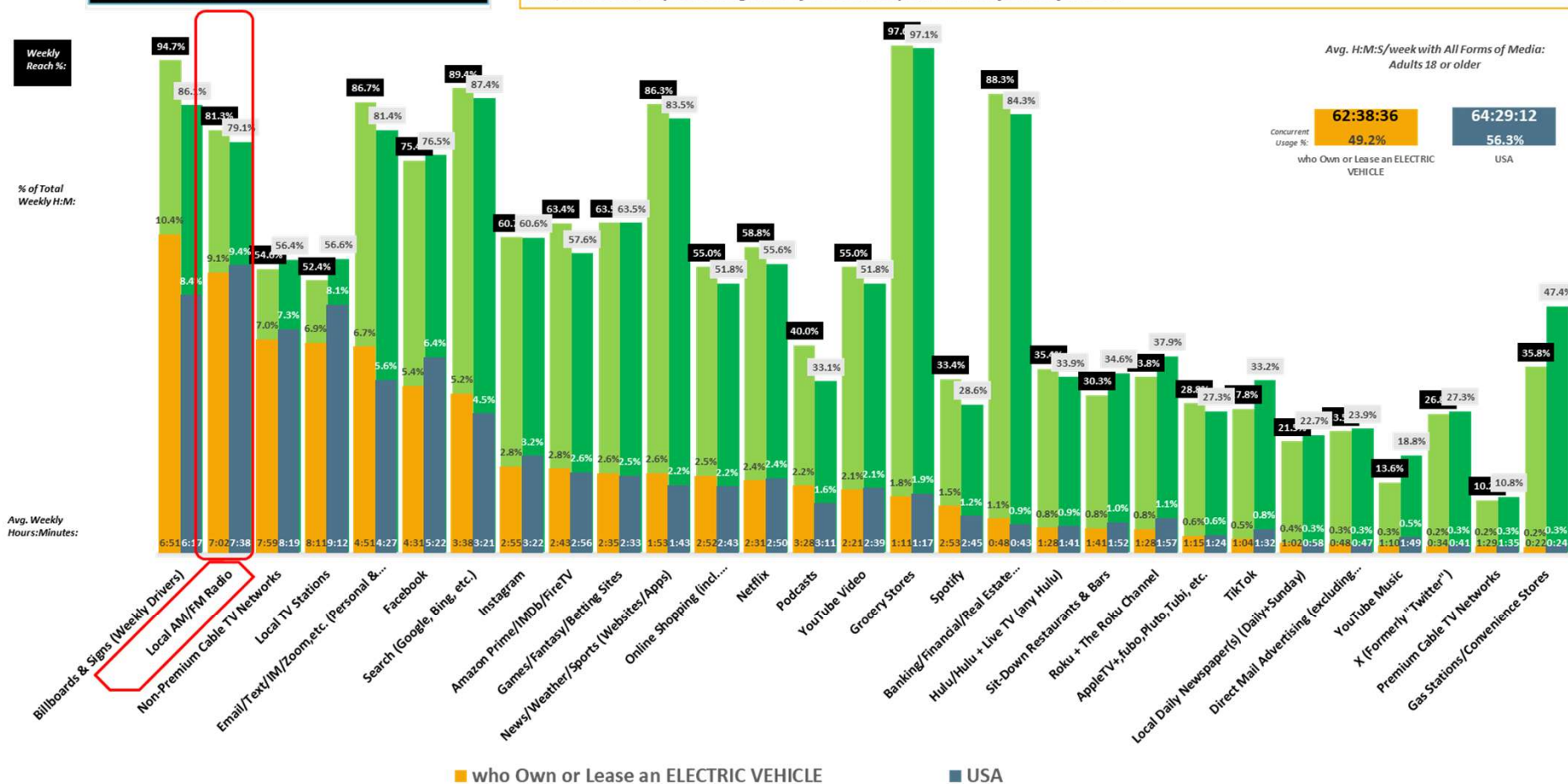


### Past 3-Months Payment Methods Used: Adults 25 - 64





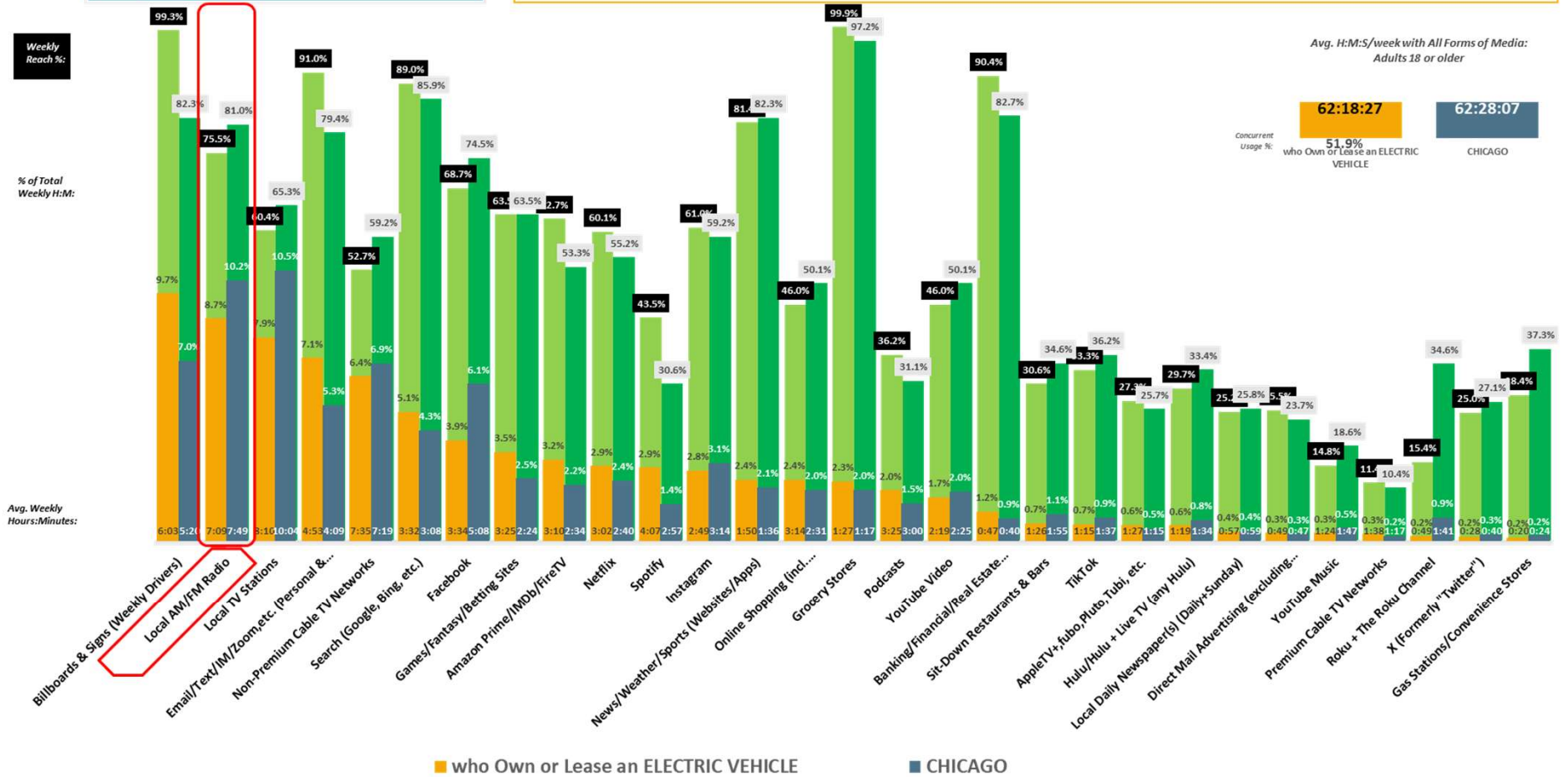
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 14 hours, 38 minutes and 36 seconds each week with All Forms of Media.  
 81.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 7 hours and 2 minutes each week listening to All Local AM/FM Radio, representing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





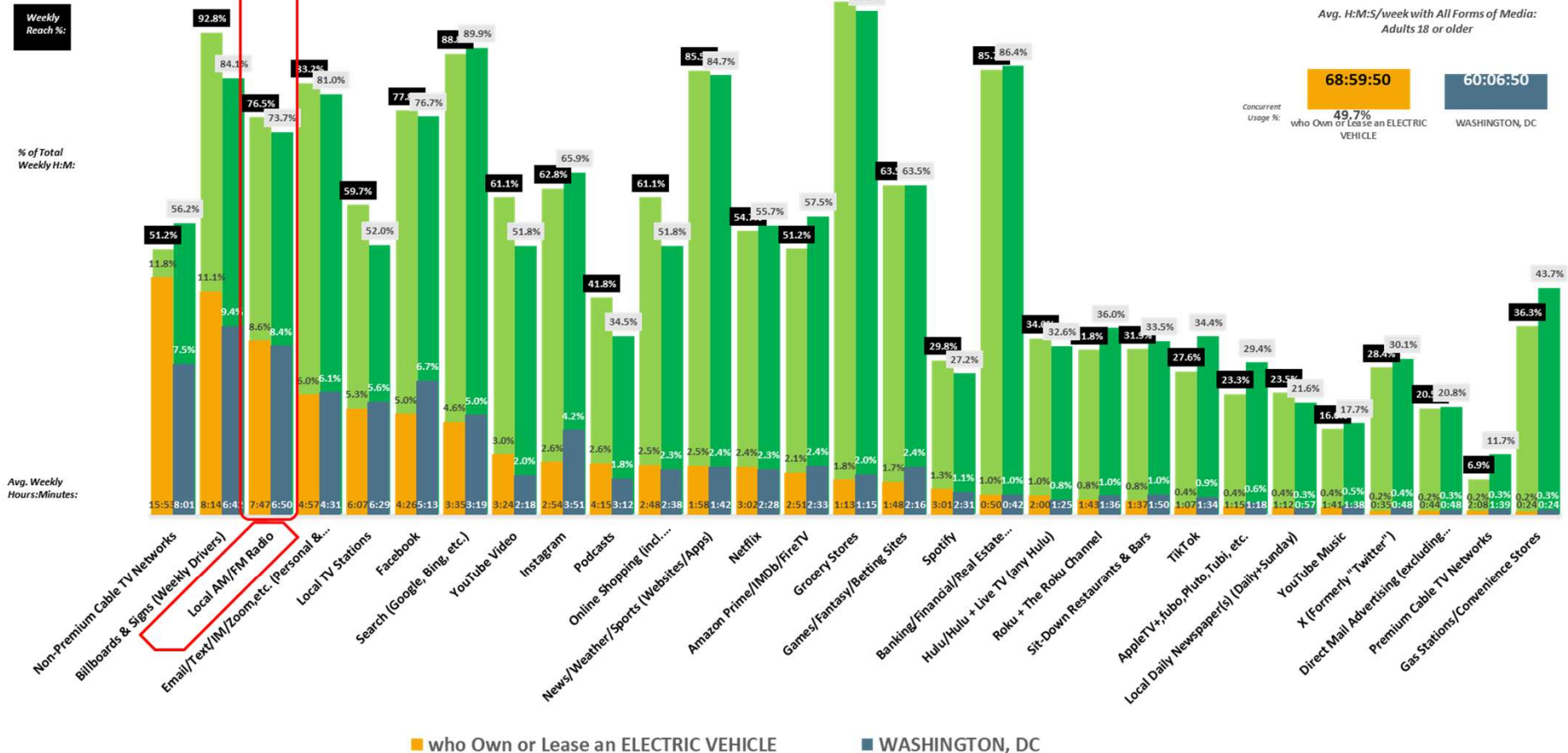


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 14 hours, 18 minutes and 27 seconds each week with All Forms of Media.  
 75.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 7 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



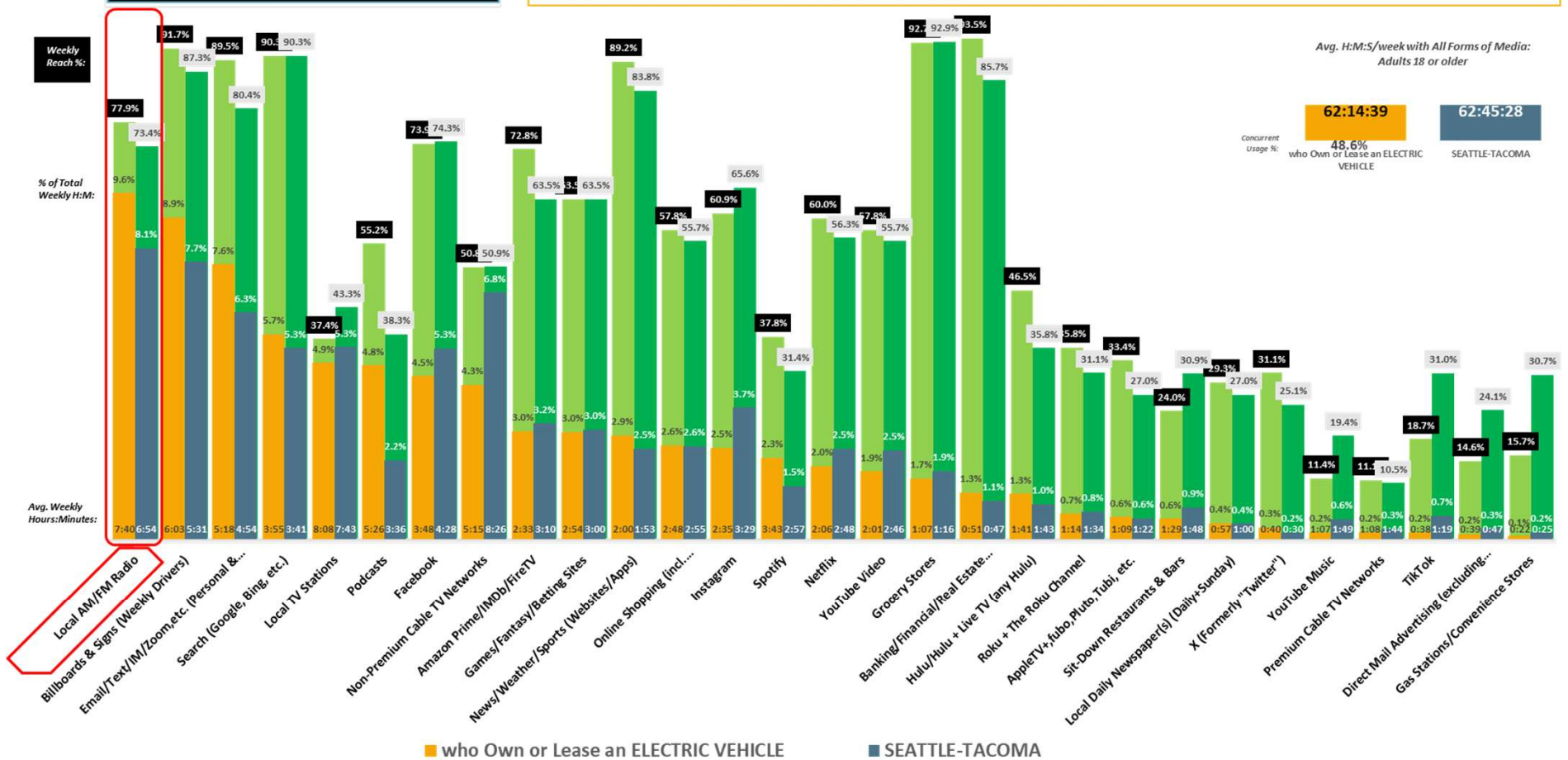


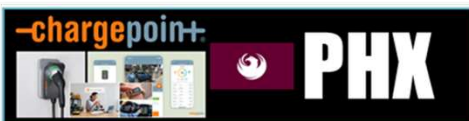
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 20 hours, 59 minutes and 50 seconds each week with All Forms of Media.  
 76.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



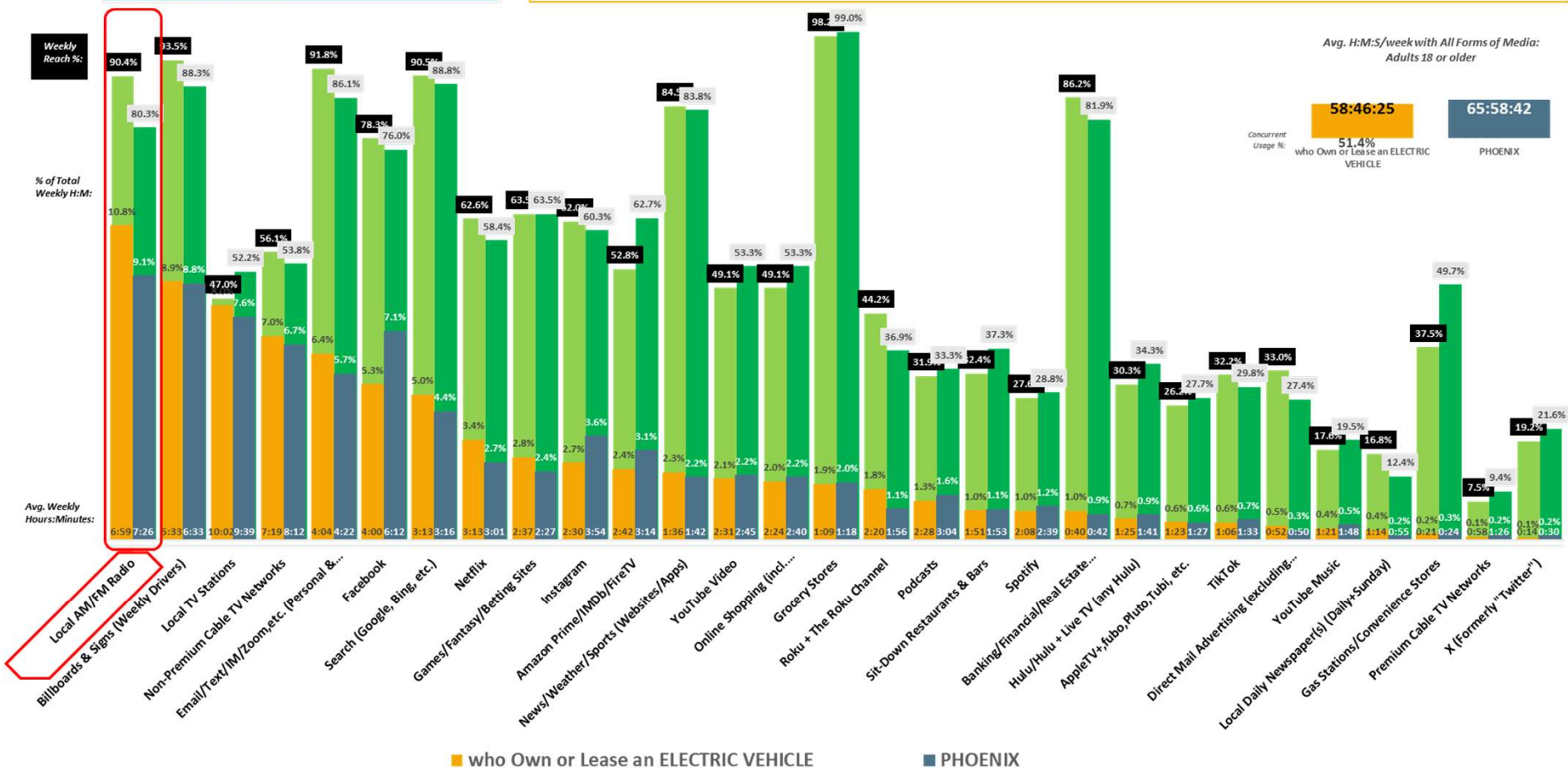


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 14 hours, 14 minutes and 39 seconds each week with All Forms of Media.  
 77.9% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 9.6% 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, 10 hours, 46 minutes and 25 seconds each week with All Forms of Media.  
 90.4% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 6 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



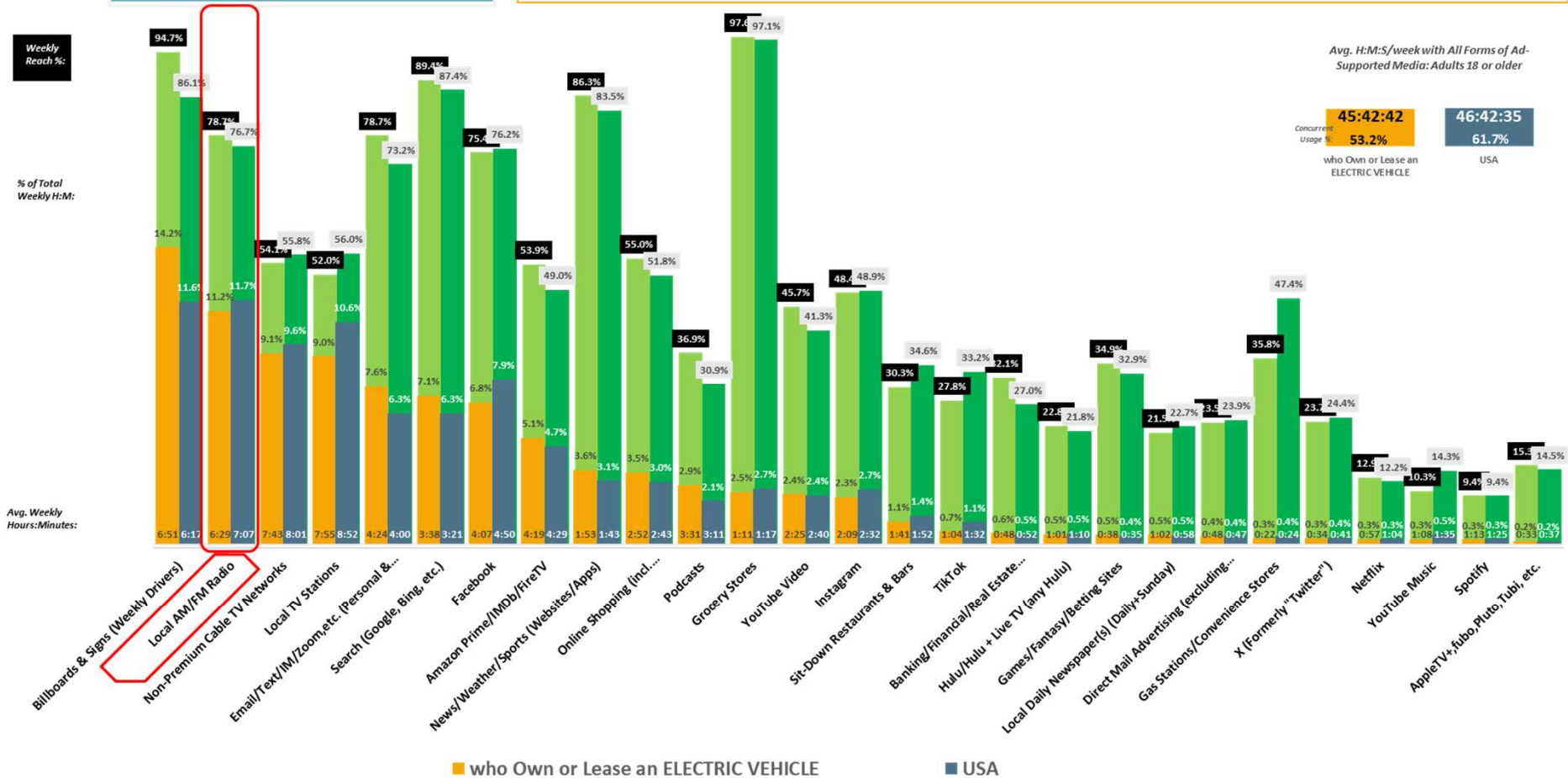
Avg. H:M:S/week with All Forms of Media:  
 Adults 18 or older

Concurrent Usage %:  
 who Own or Lease an ELECTRIC VEHICLE: 51.4%  
 PHOENIX: 58:46:25



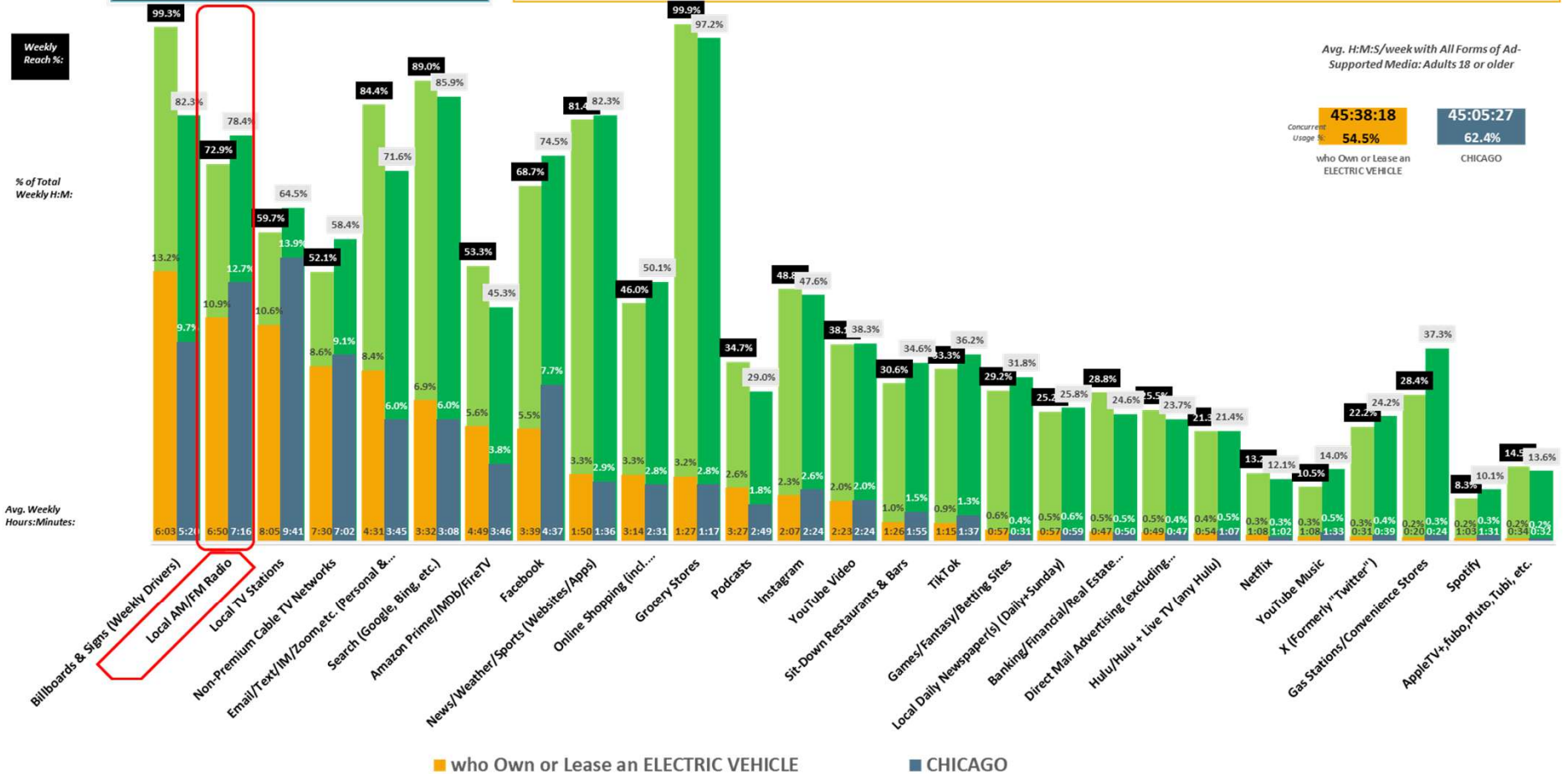


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 1 days, 21 hours, 42 minutes and 42 seconds each week with All Forms of Ad-Supported Media.  
 78.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 6 hours and 29 minutes each week listening to Local Ad-Supported 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 1 days, 21 hours, 38 minutes and 18 seconds each week with All Forms of Ad-Supported Media.  
 72.9% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



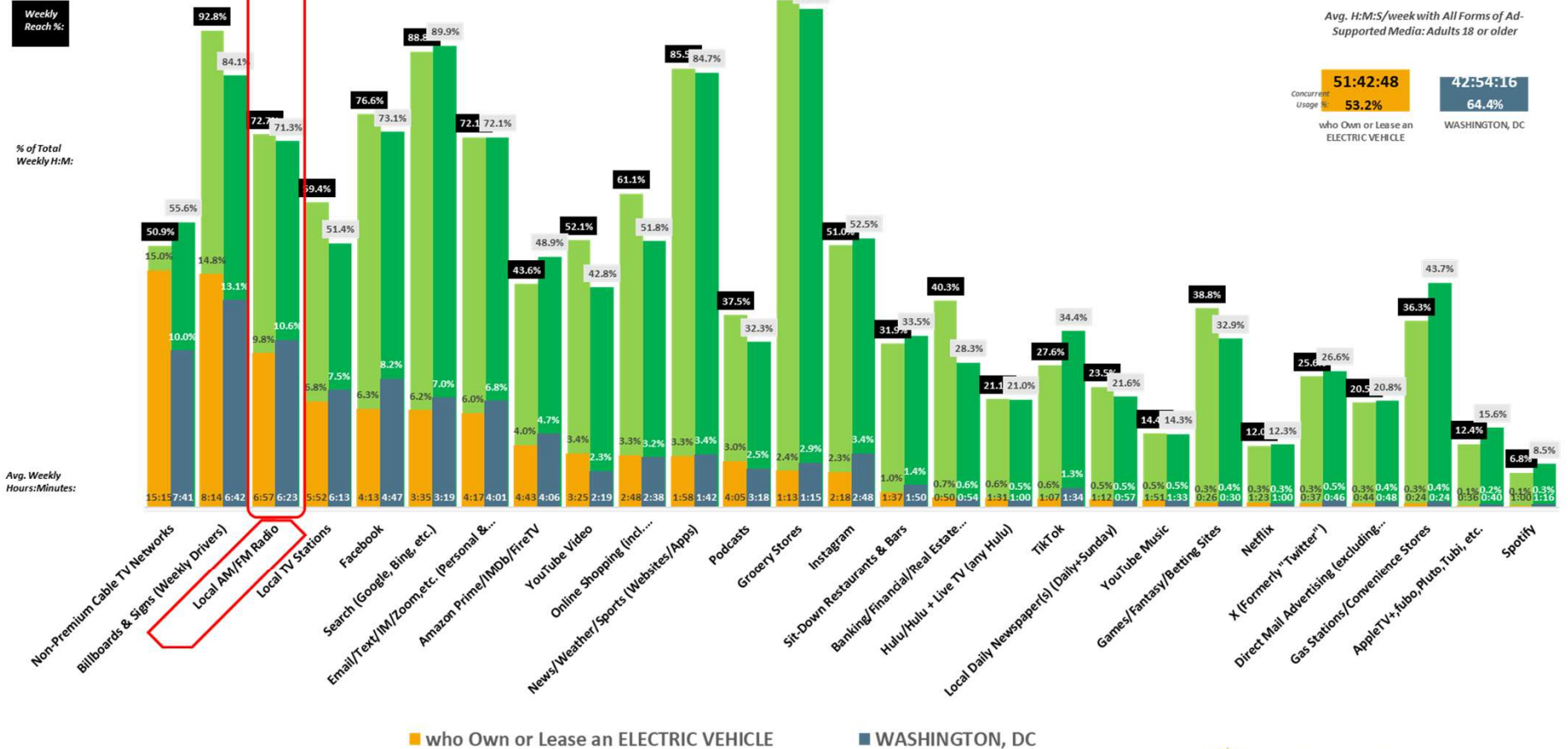
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

**45:38:18**  
 Concurrent Usage %: 54.5%  
 who Own or Lease an ELECTRIC VEHICLE

**45:05:27**  
 62.4%  
 CHICAGO

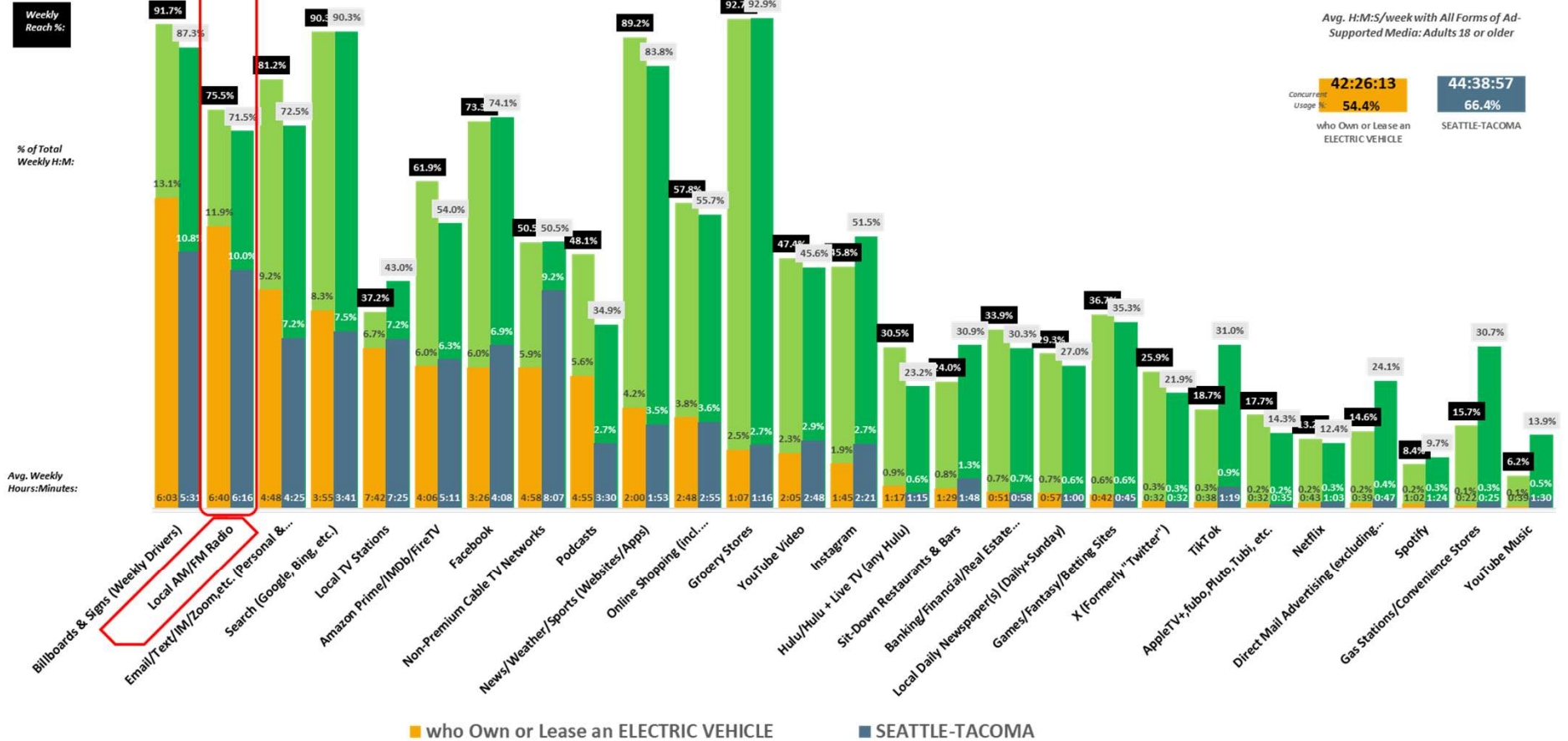


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 2 days, 3 hours, 42 minutes and 48 seconds each week with All Forms of Ad-Supported Media.  
 72.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 6 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.





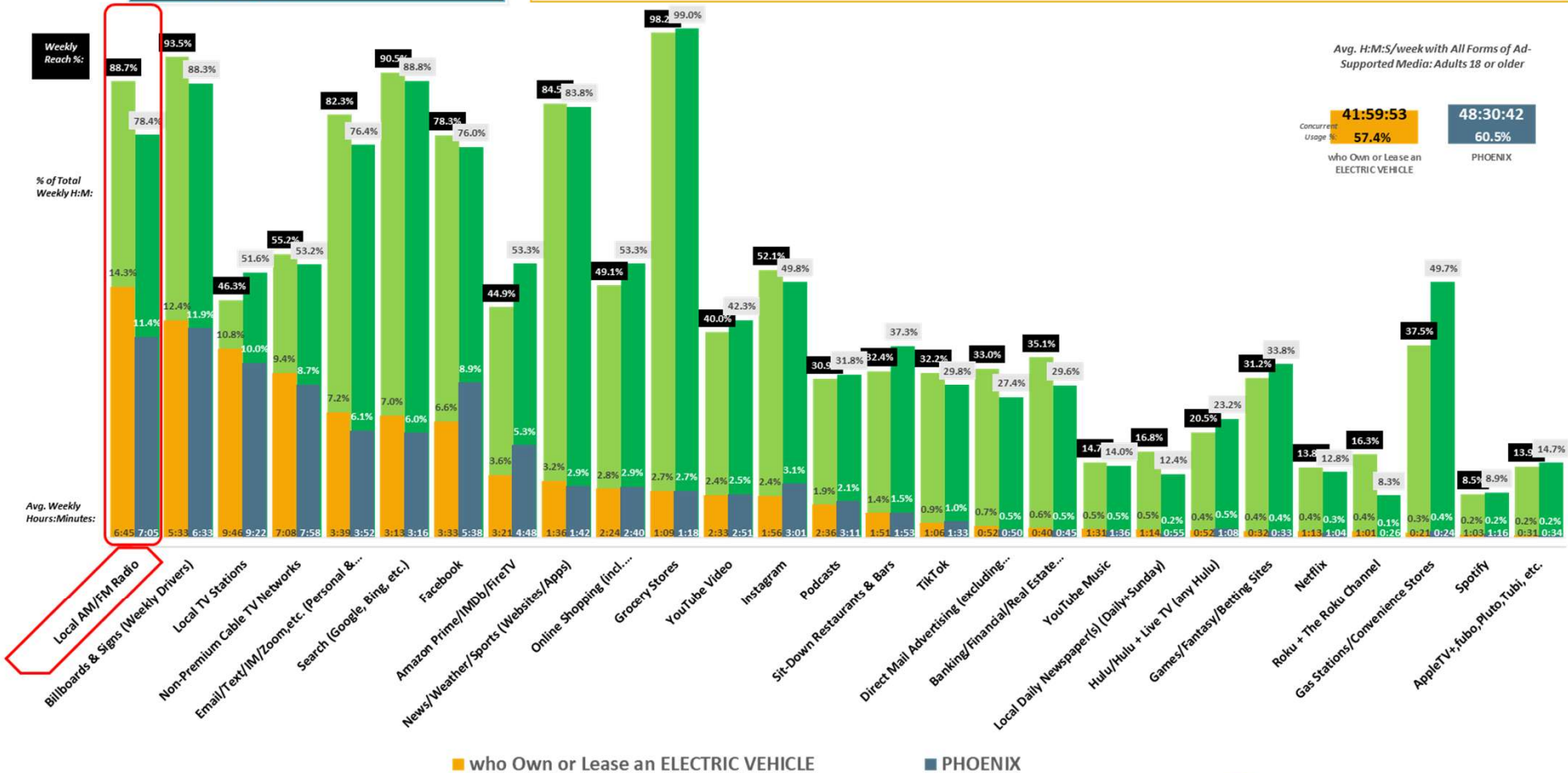
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 1 days, 18 hours, 26 minutes and 13 seconds each week with All Forms of Ad-Supported Media.  
 75.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% 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, 17 hours, 59 minutes and 53 seconds each week with All Forms of Ad-Supported Media.  
 88.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an avg. of 6 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.3% 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 and older

**41:59:53**  
Concurrent Usage %  
57.4%

**48:30:42**  
60.5%  
PHOENIX

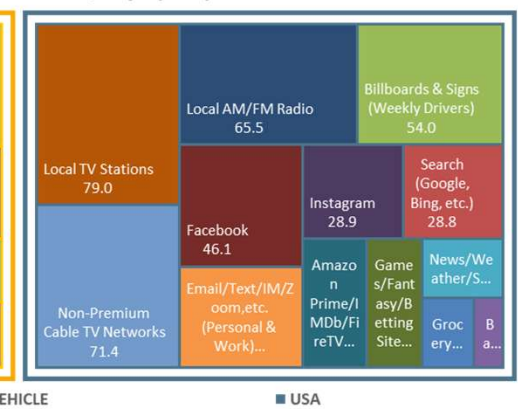
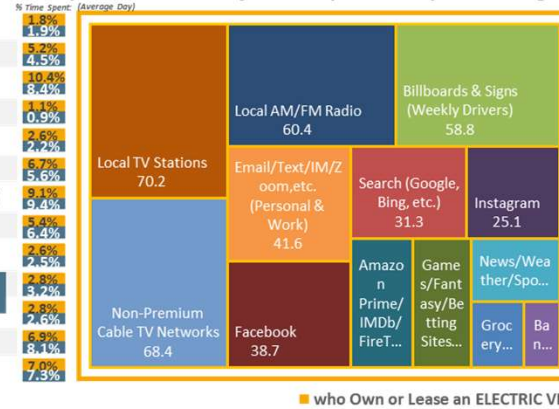
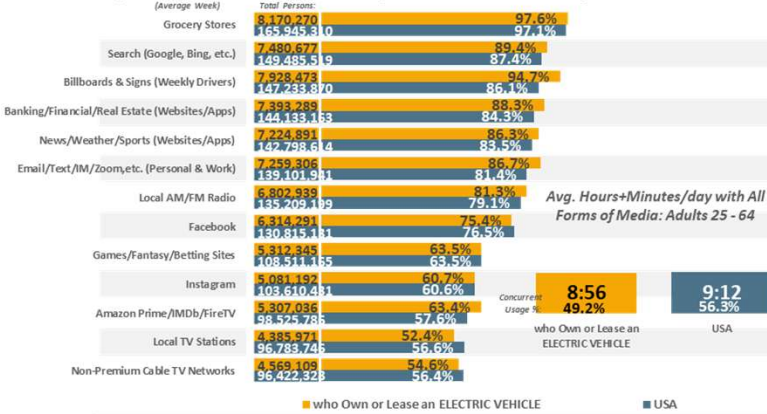
who Own or Lease an ELECTRIC VEHICLE



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.)

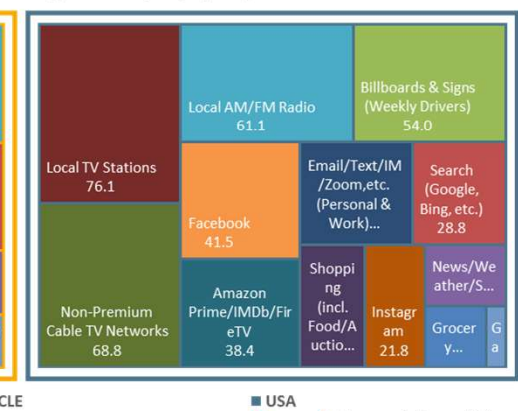
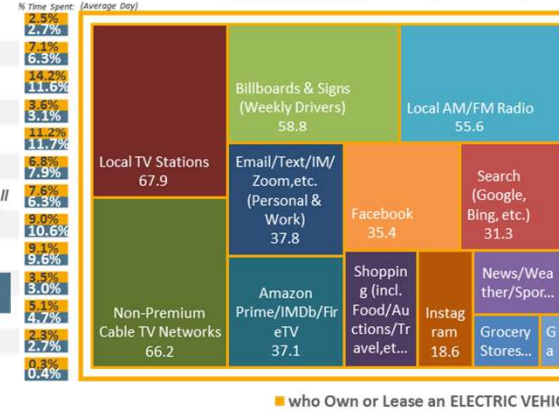
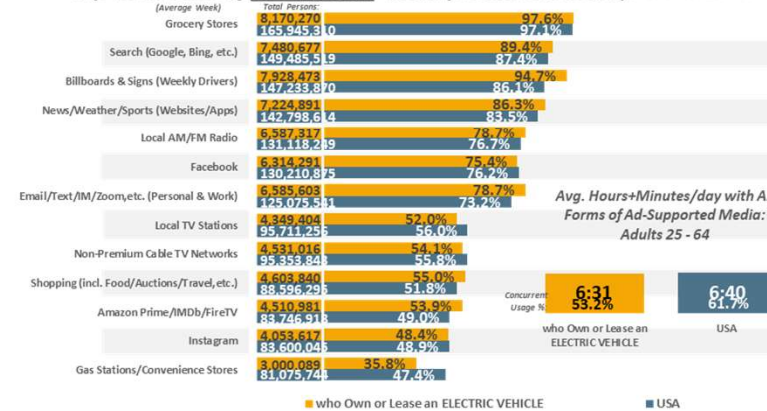
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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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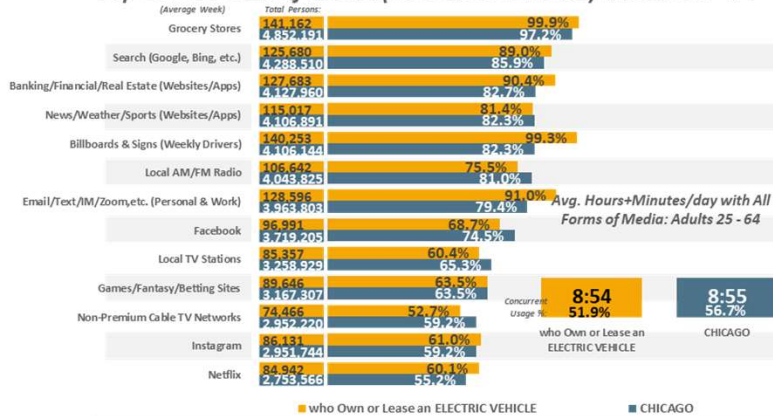
soefa.ai Share of Everything for Anything

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

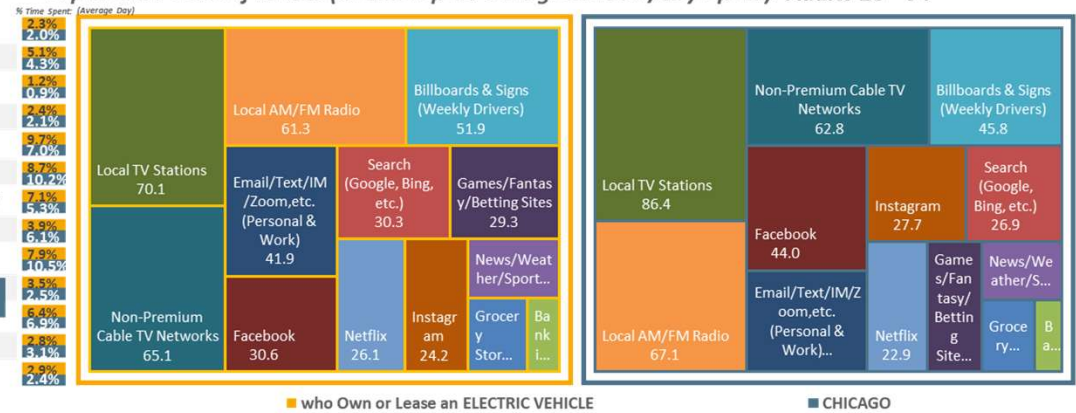


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 6 hours and 31 minutes each day with All Forms of Ad-Supported Media. 72.9% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day.  
(Local Radio delivers 10.9% of Time with Ad-Supported Media.)

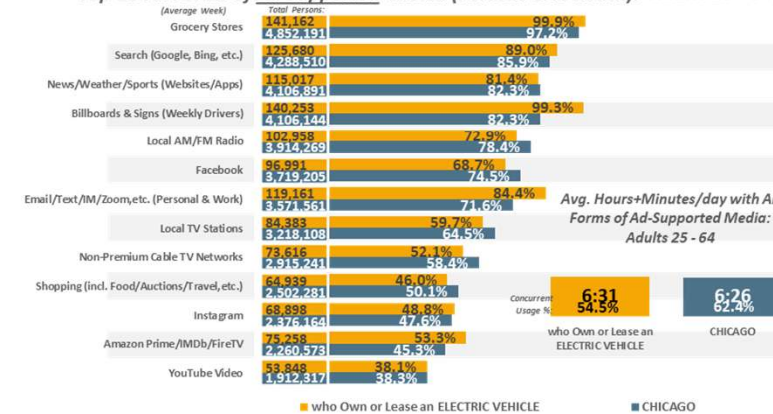
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



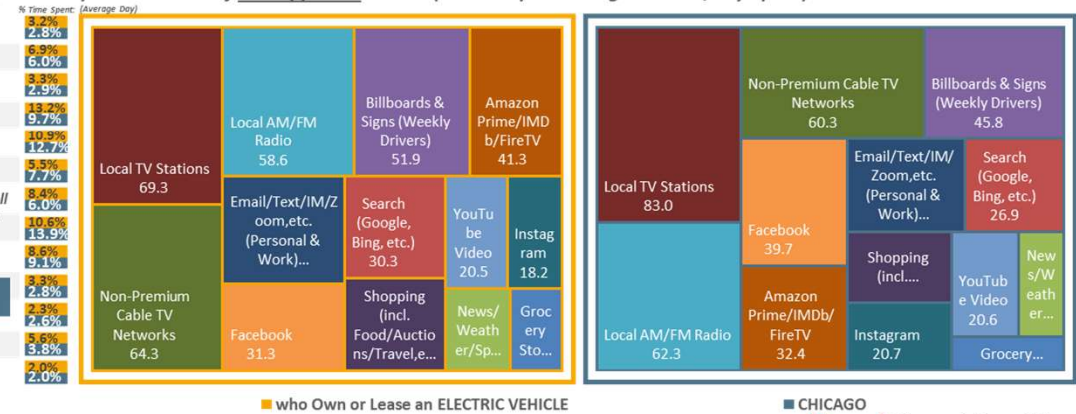
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



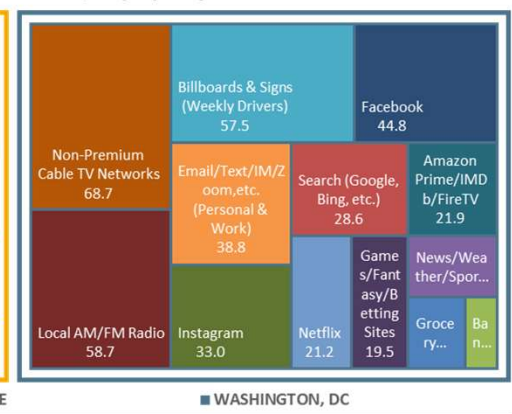
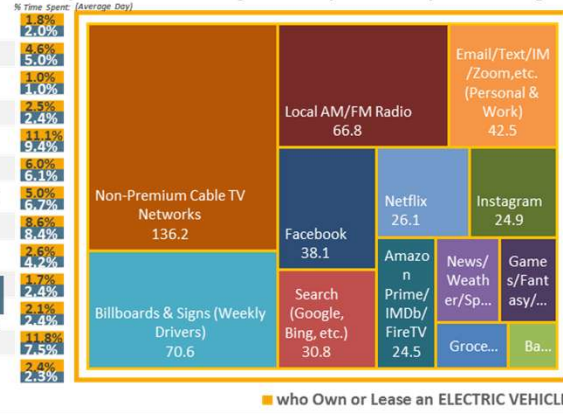
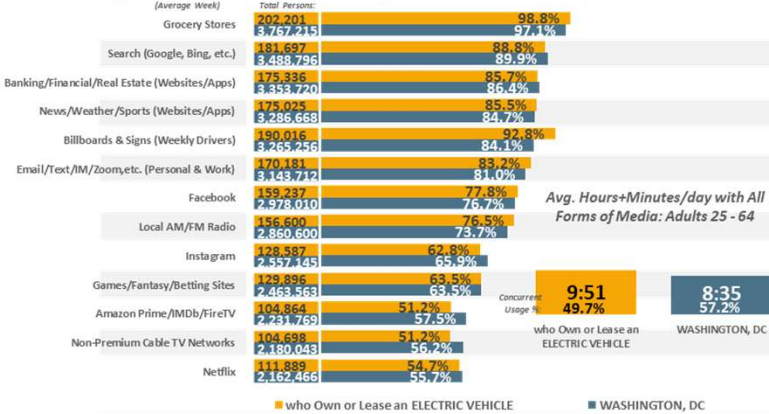




Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 72.7% listen to Local AM/FM Radio for an avg. of 59.7 minutes/day.  
(Local Radio delivers 9.8% of Time with Ad-Supported Media.)

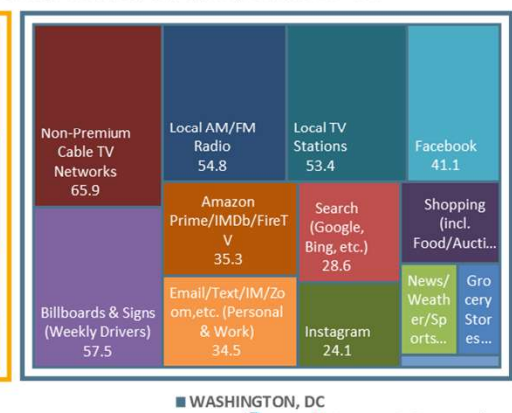
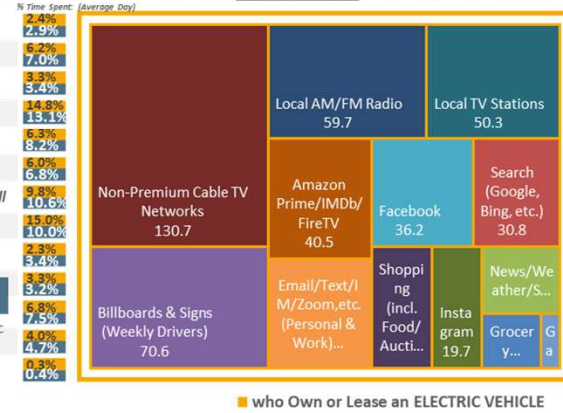
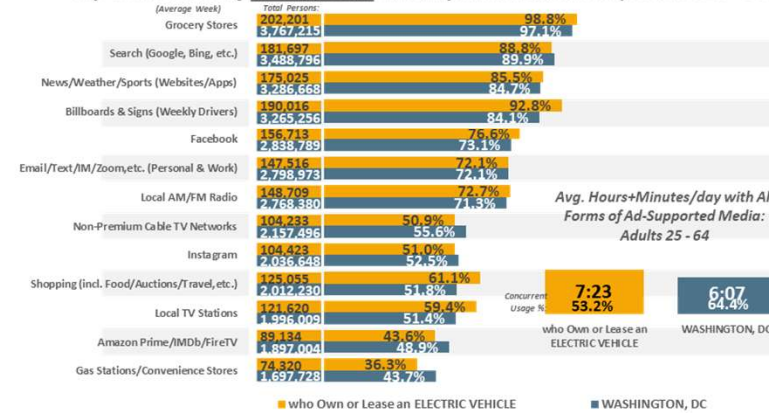
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 298  
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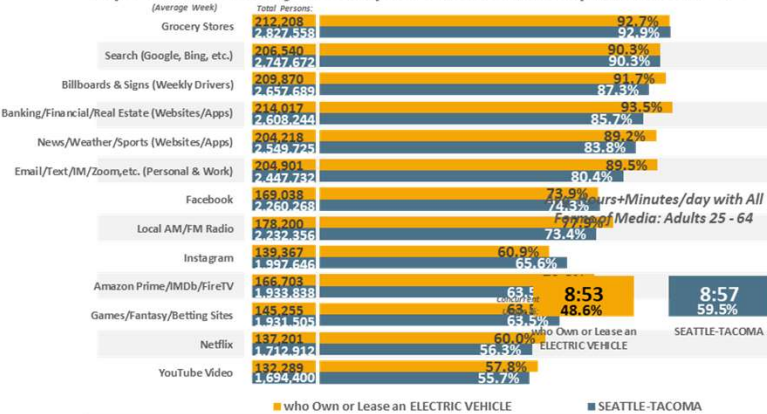
Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle



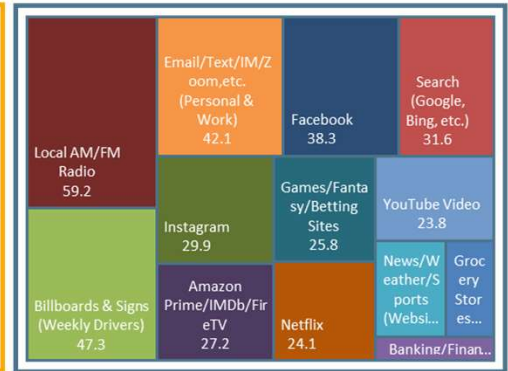
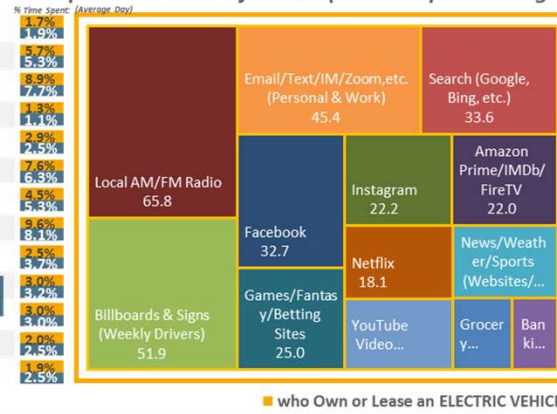


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 6 hours and 3 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 57.2 minutes/day. (Local Radio delivers 11.9% of Time with Ad-Supported Media.)

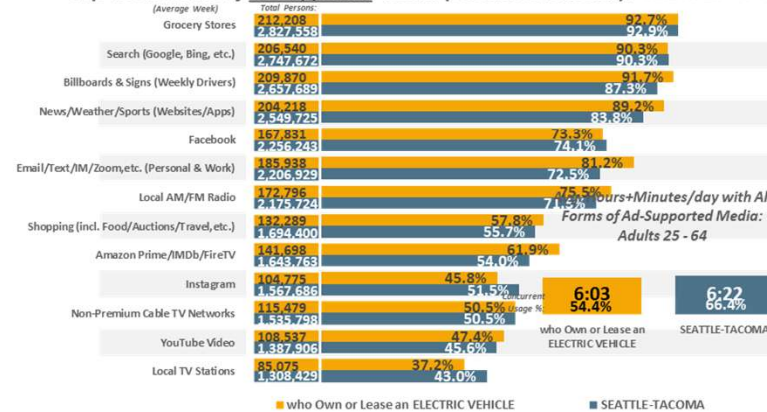
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



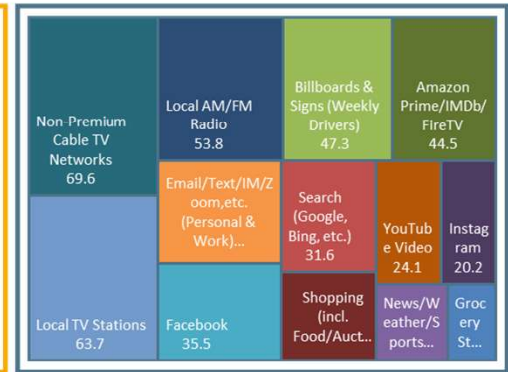
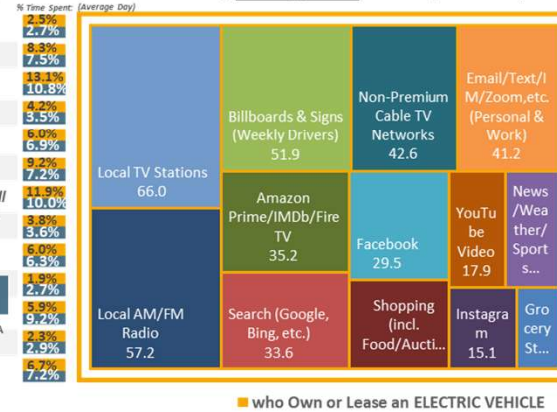
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



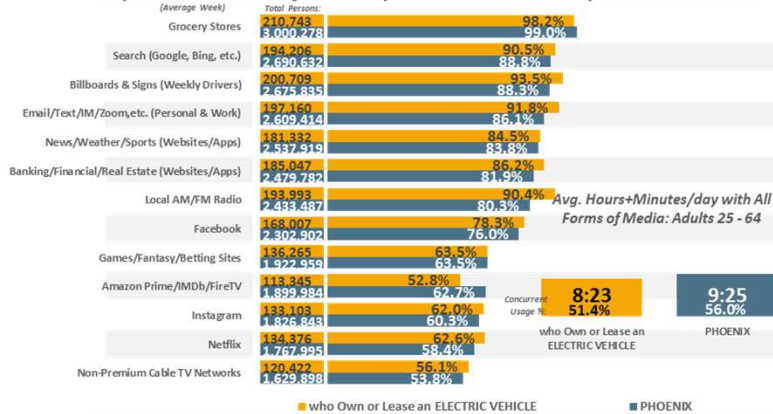
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



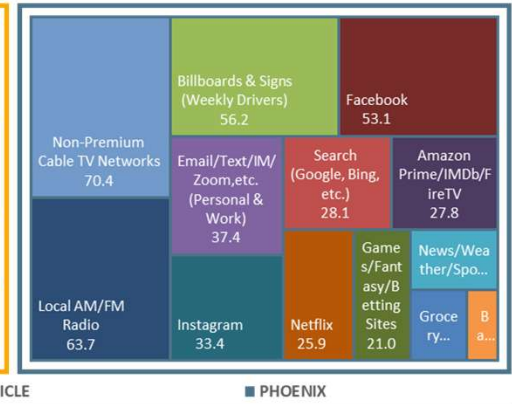
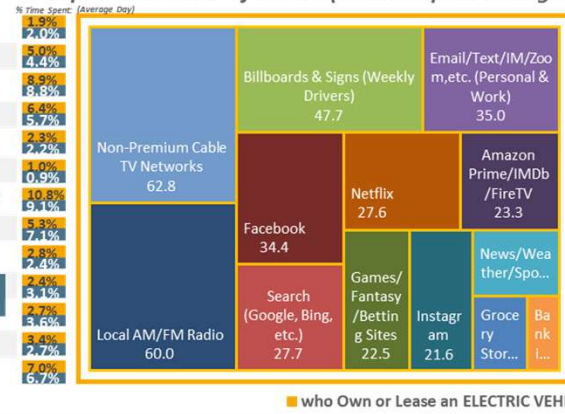


Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 88.7% listen to Local AM/FM Radio for an avg. of 57.9 minutes/day.  
(Local Radio delivers 14.3% of Time with Ad-Supported Media.)

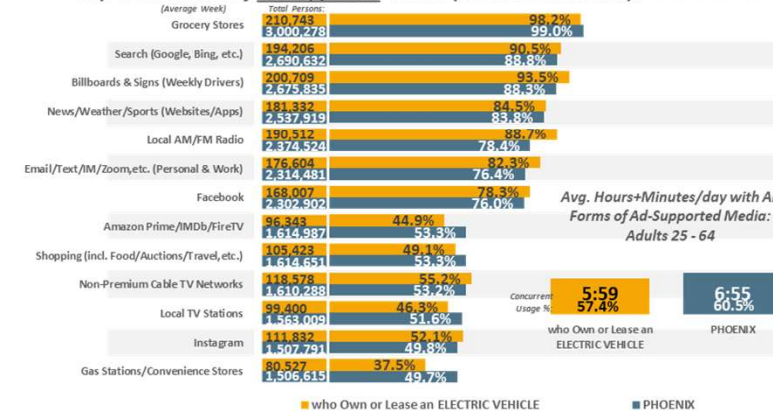
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



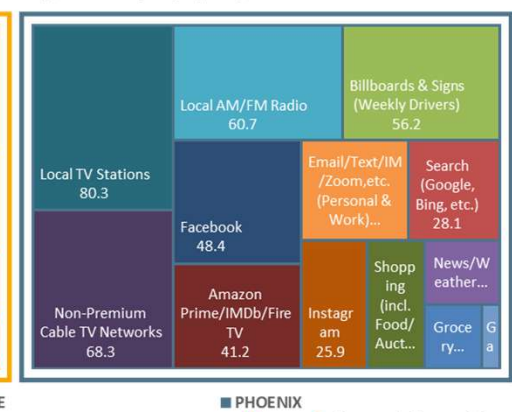
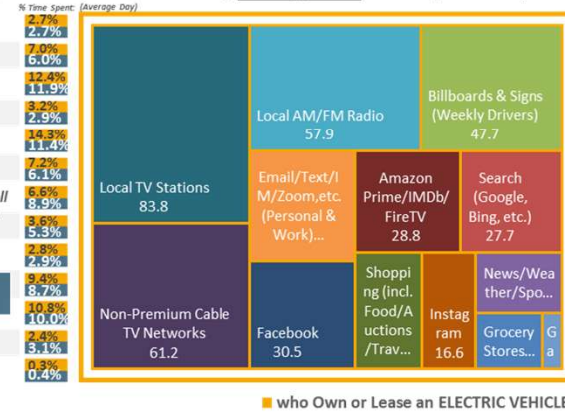
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

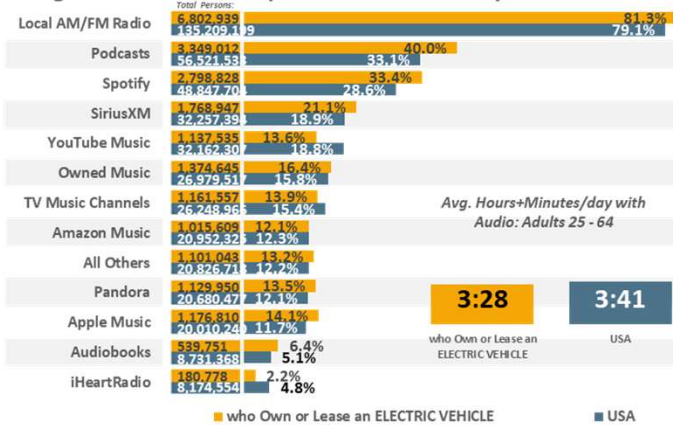




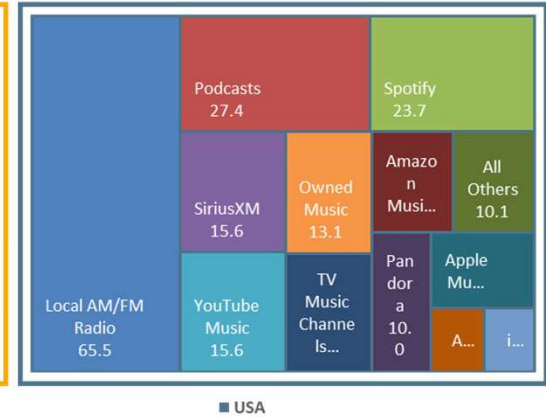
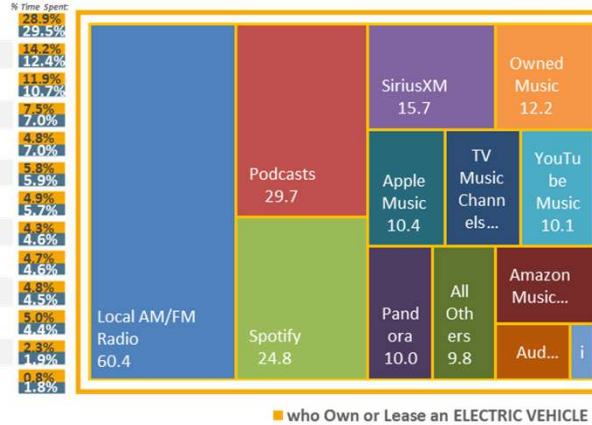


6,587,317 or 78.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

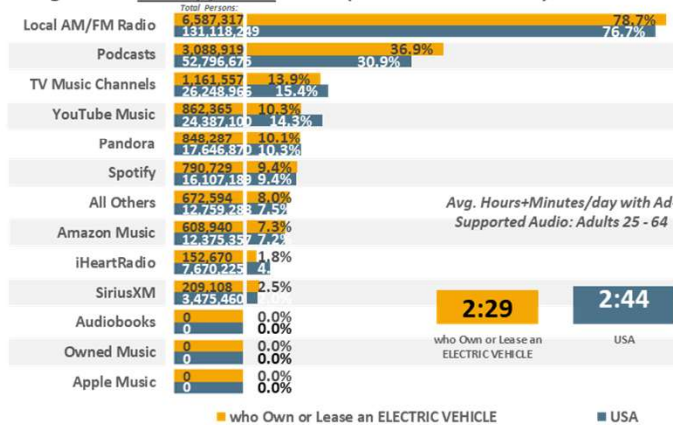
### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



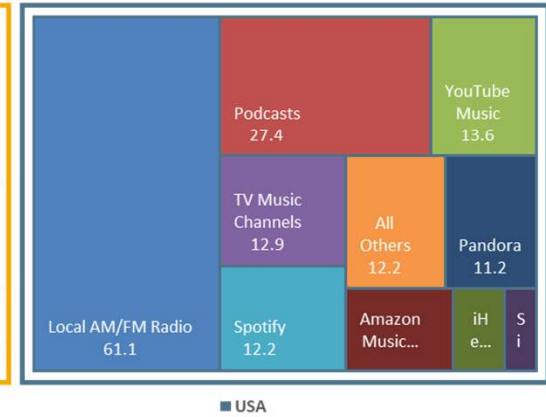
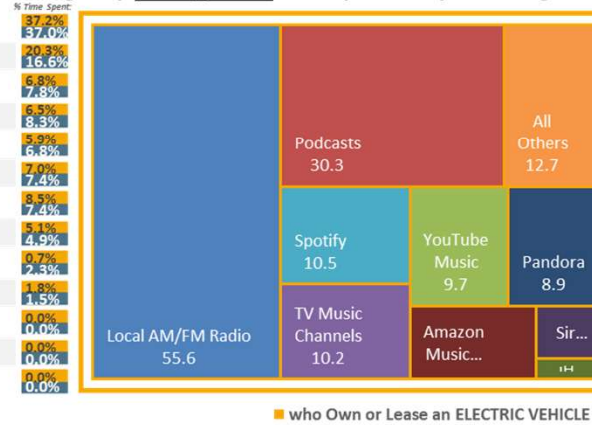
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

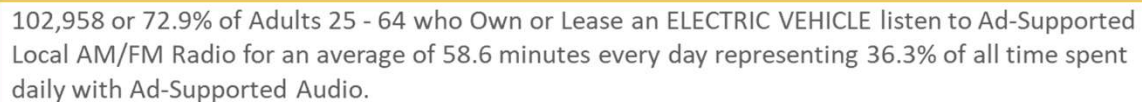


### Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64

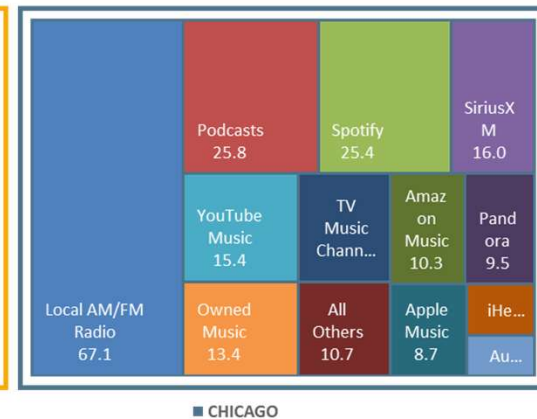
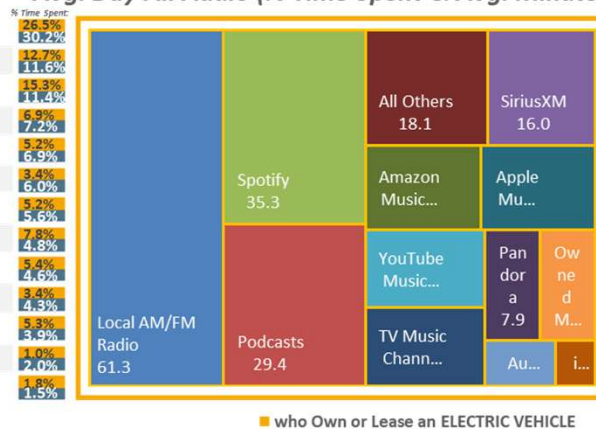


### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

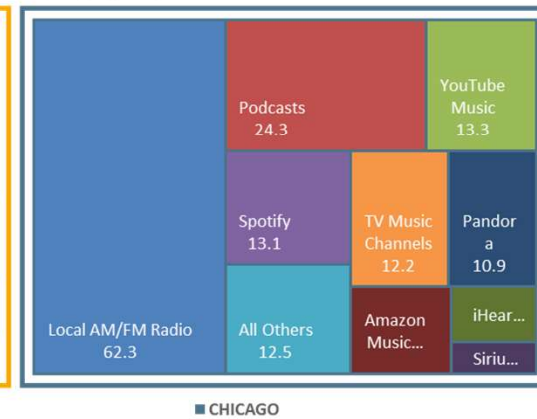
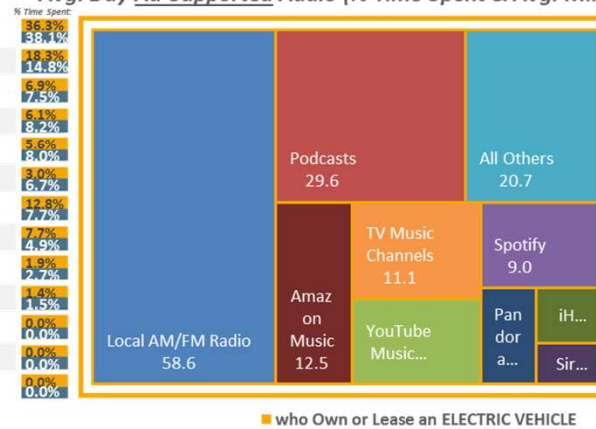




**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



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

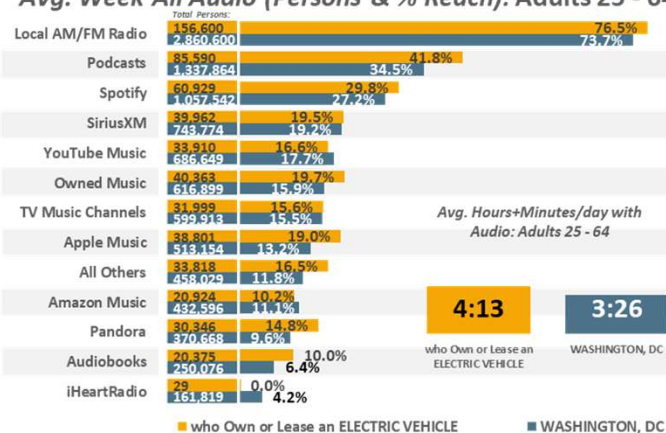




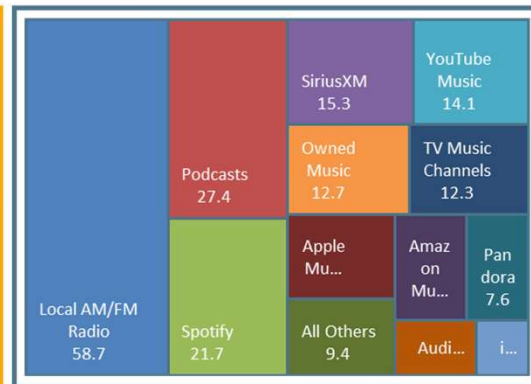
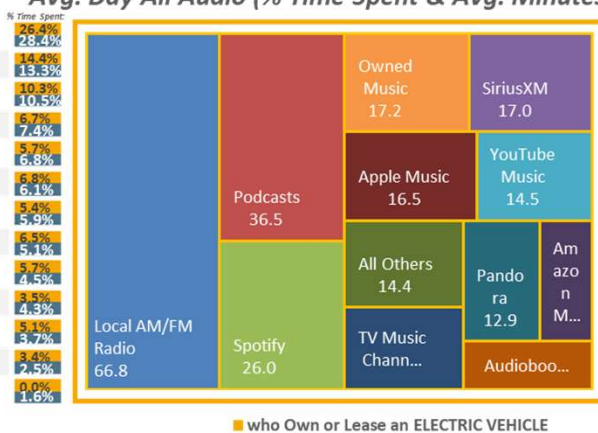


148,709 or 72.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.

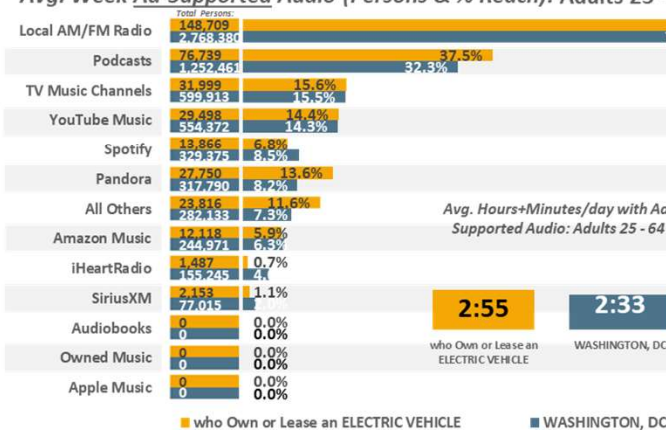
### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



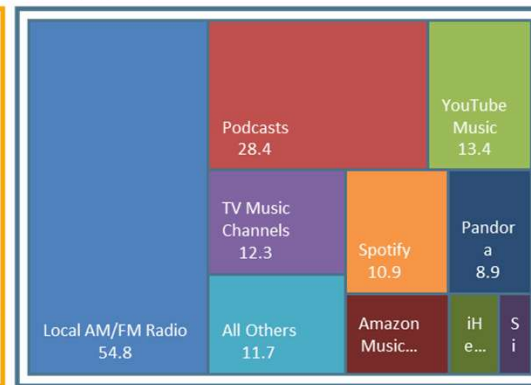
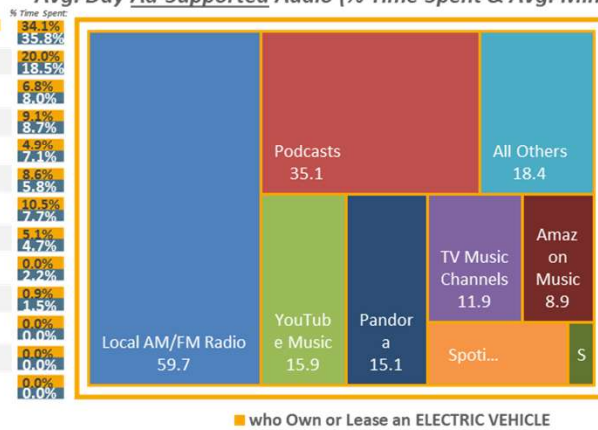
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



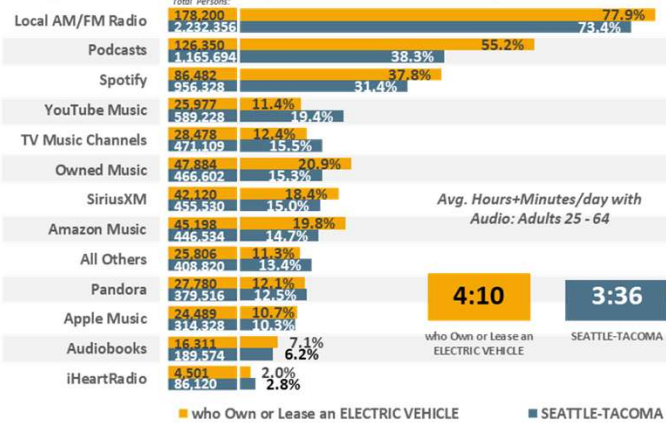
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



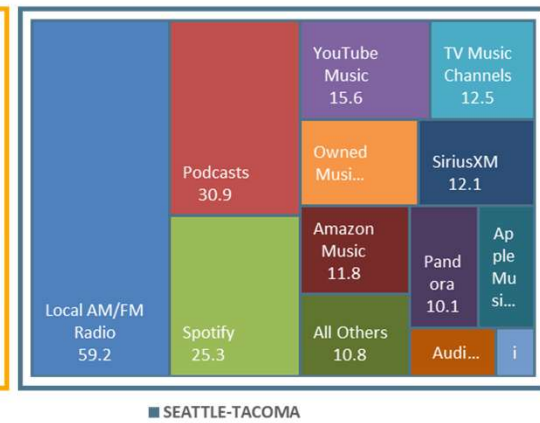
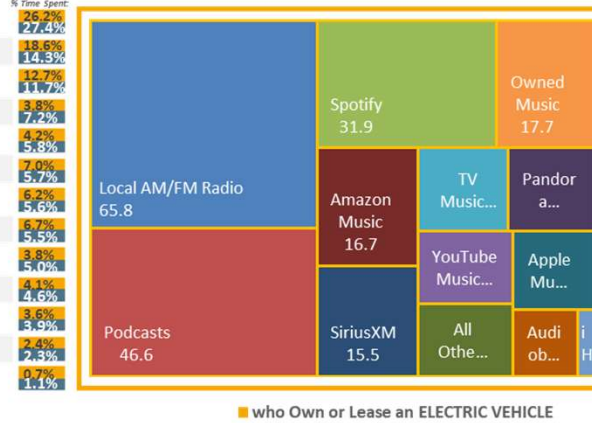


172,796 or 75.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

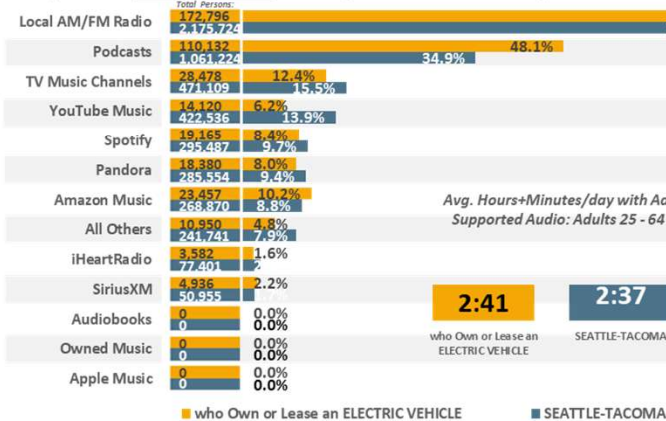
### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



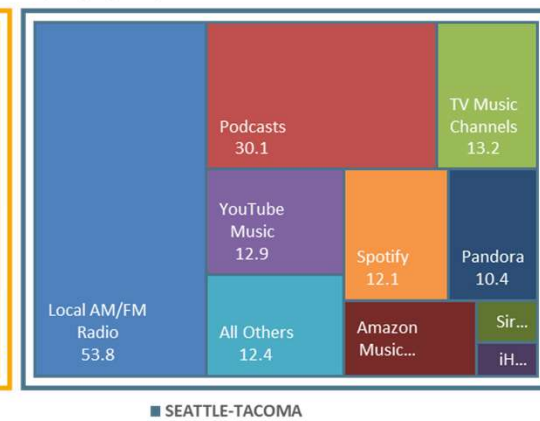
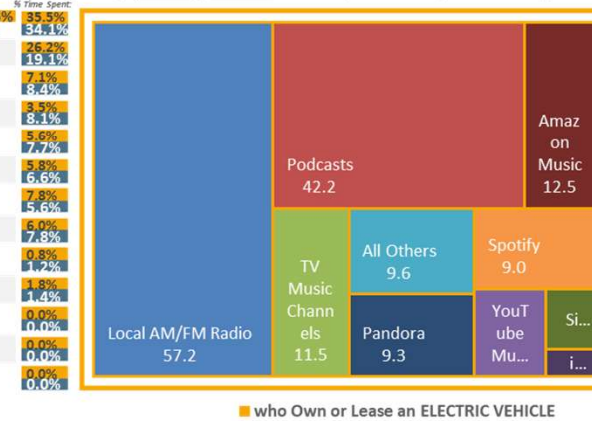
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



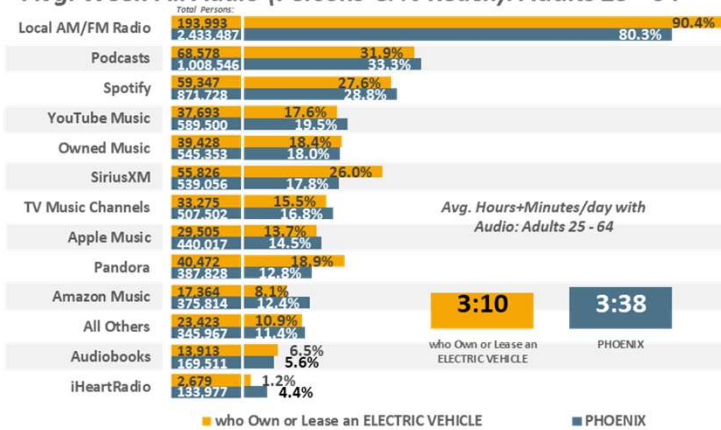
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



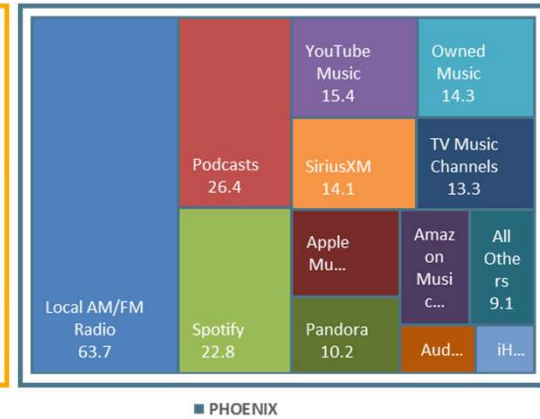
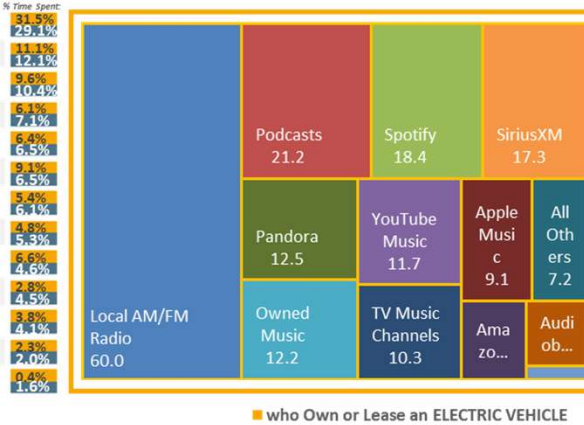


190,512 or 88.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

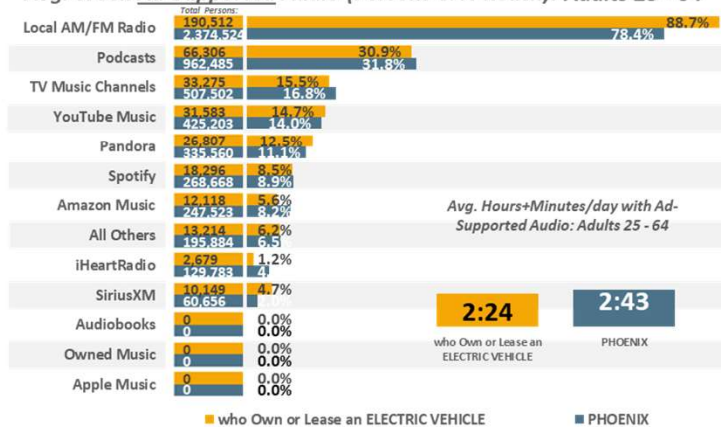
### Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



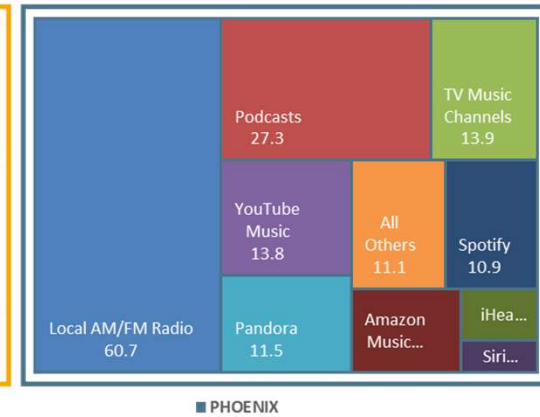
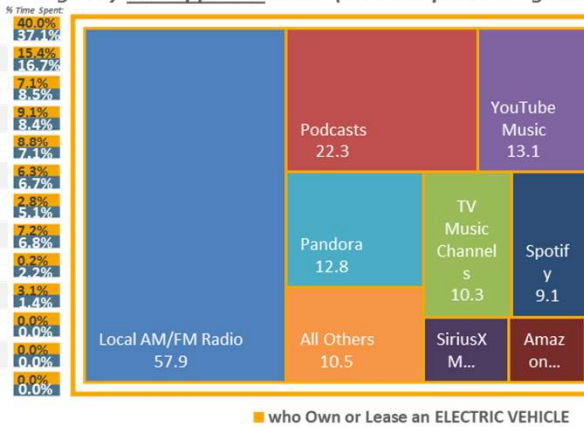
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



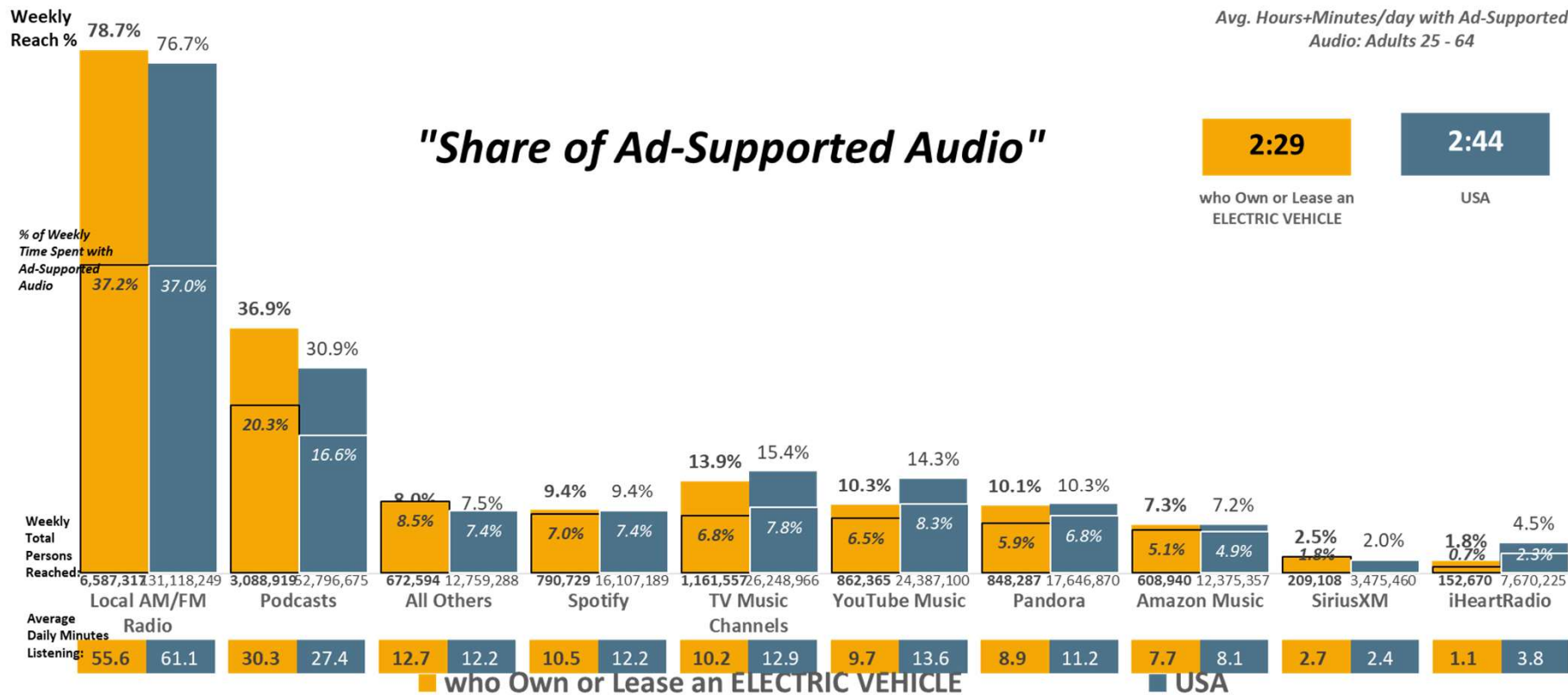
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64







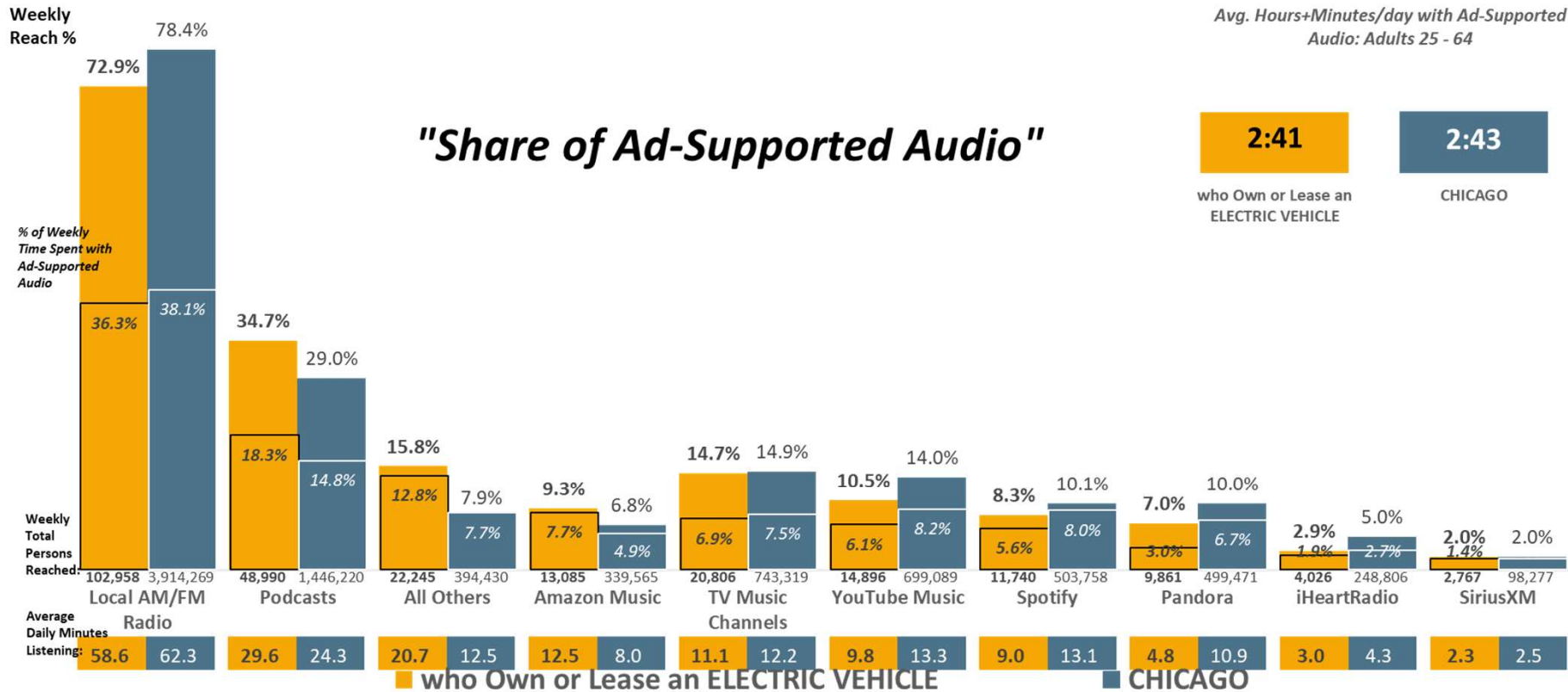
6,587,317 or 78.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.





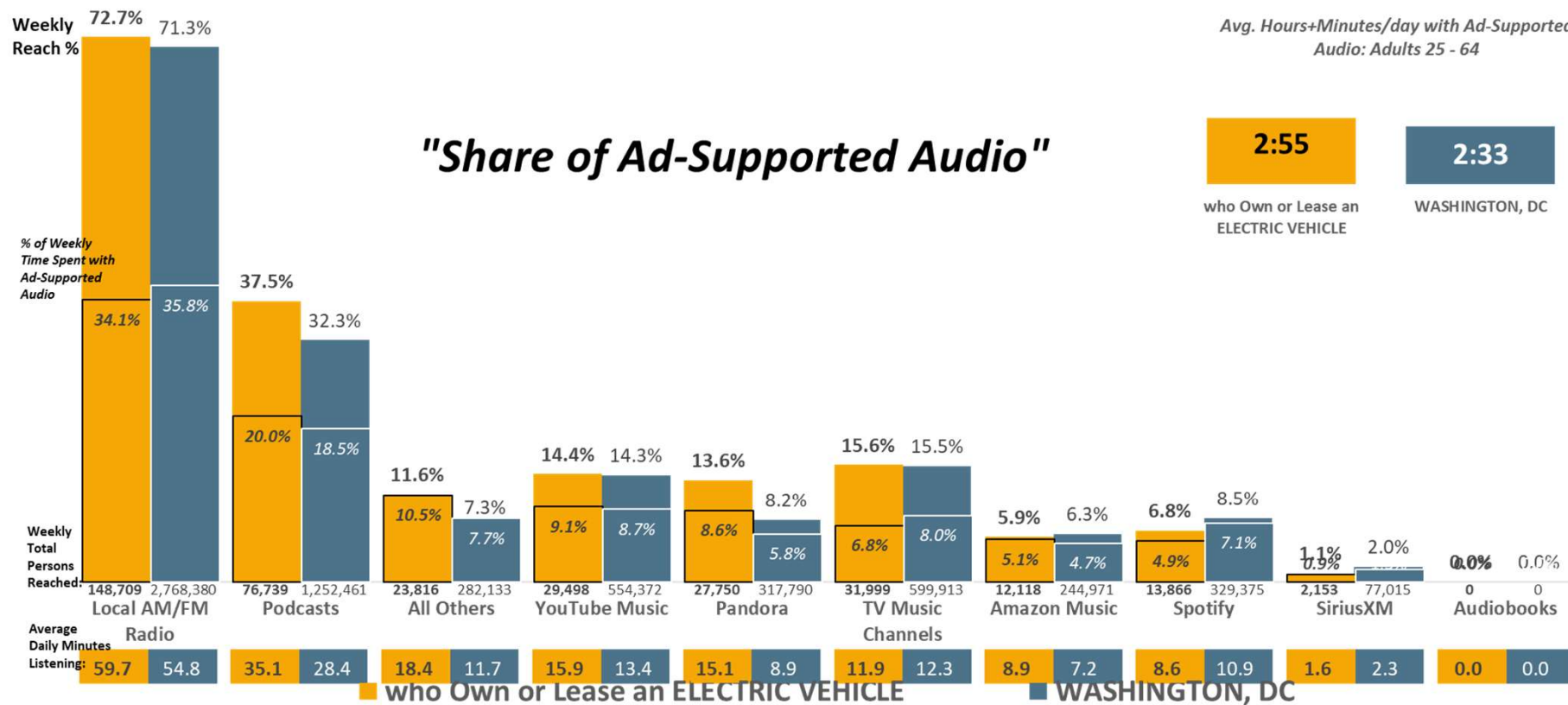


102,958 or 72.9% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.



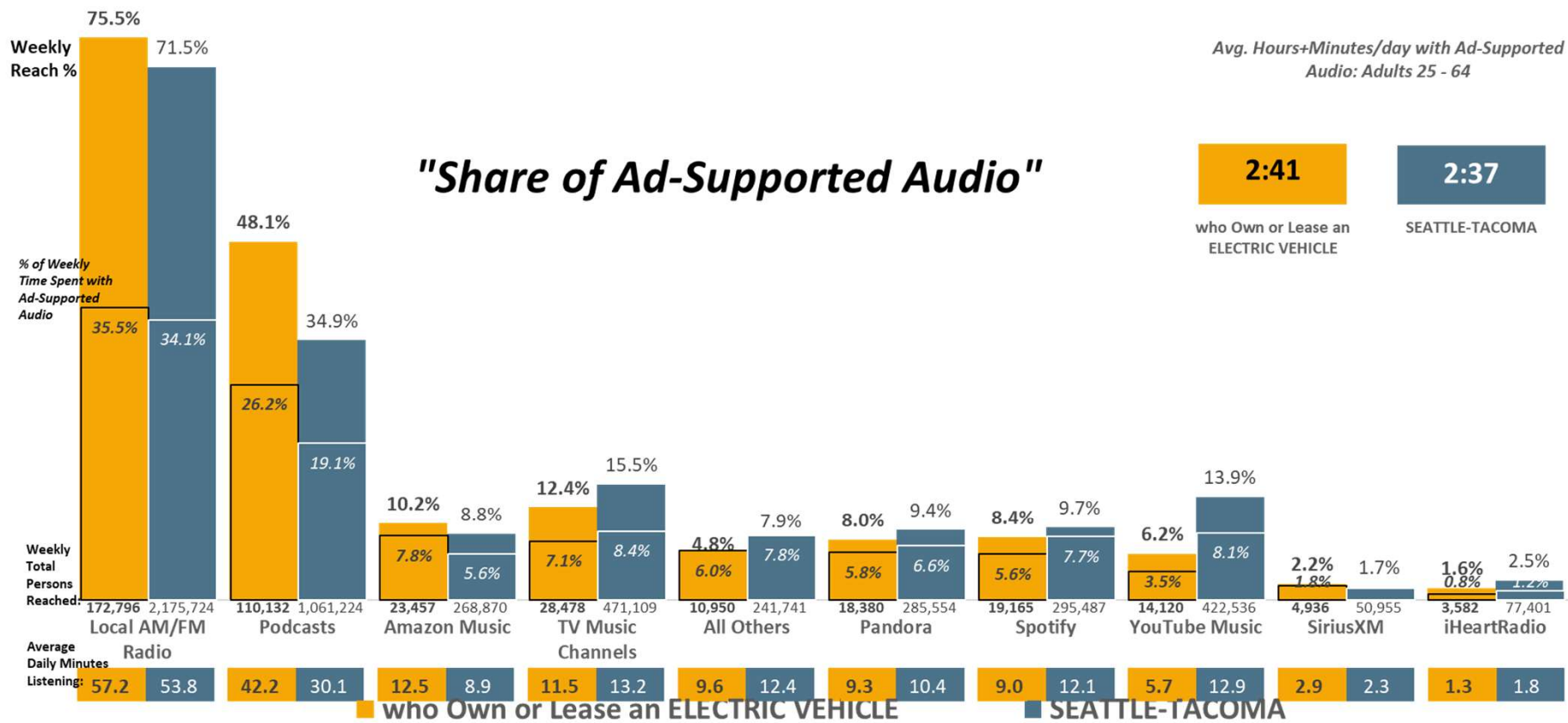


148,709 or 72.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.



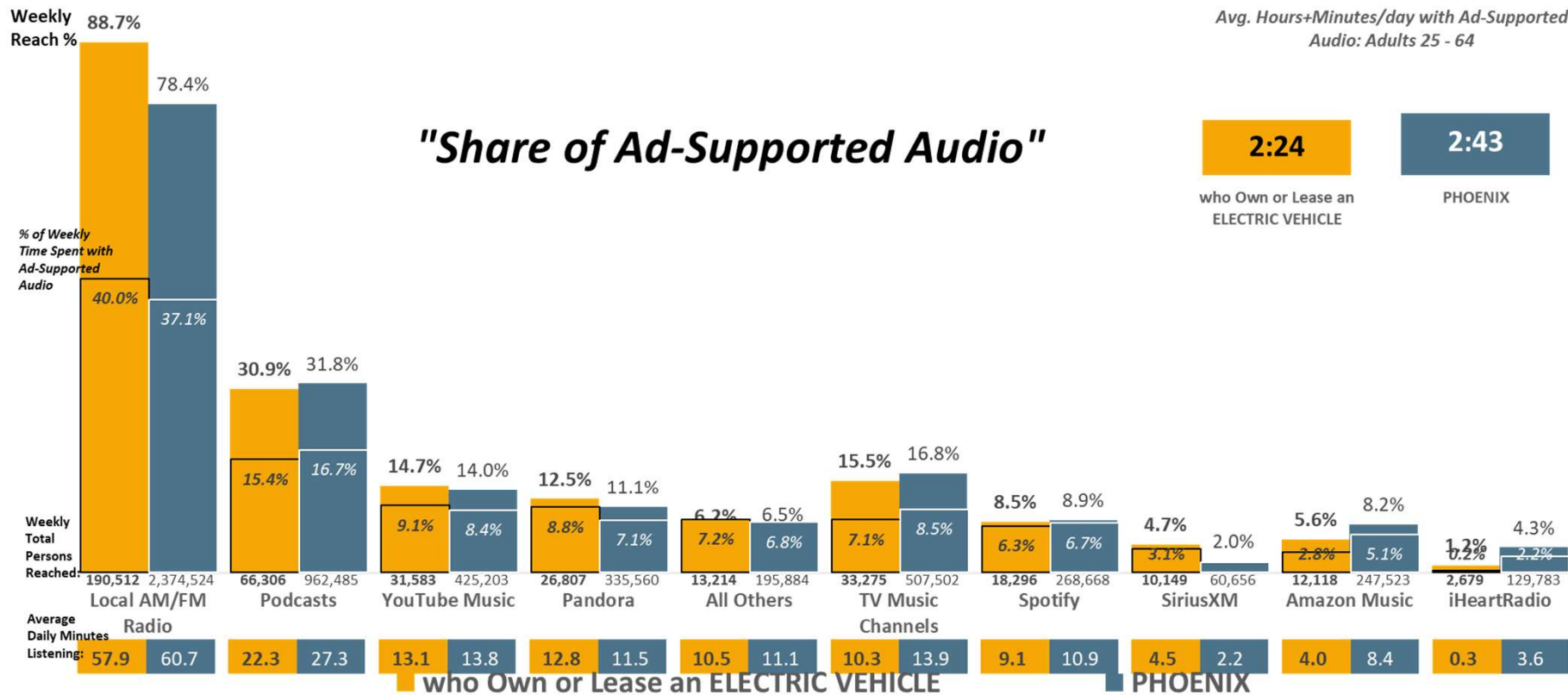


172,796 or 75.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.





190,512 or 88.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

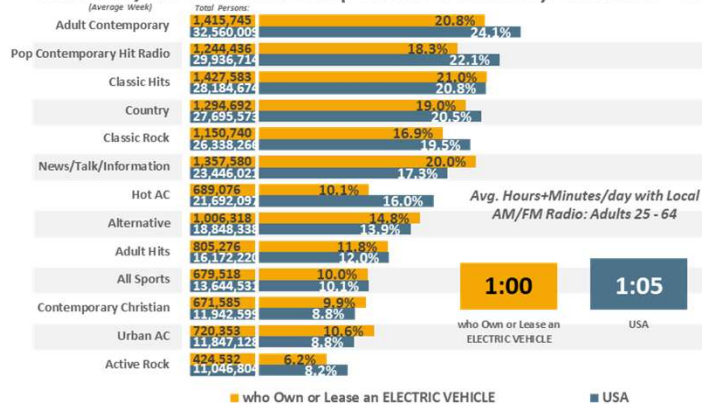




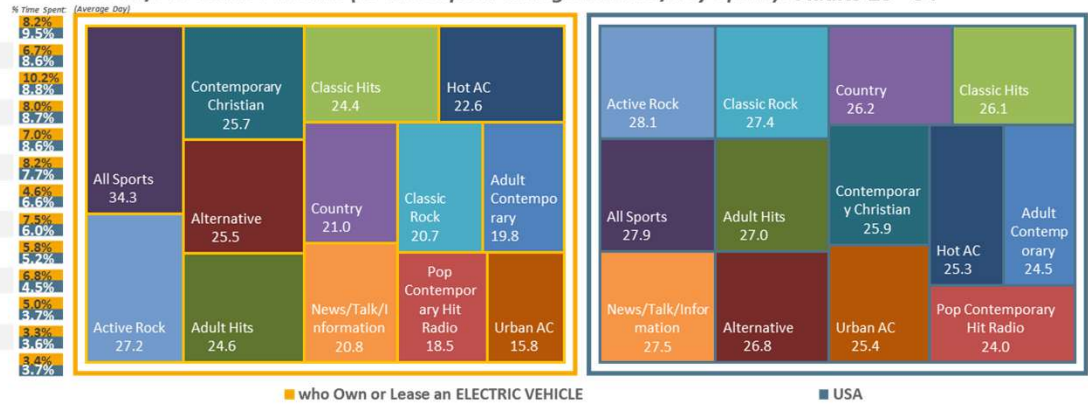


6,587,317 or 78.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Pop Contemporary Hit Radio, and Classic Rock.

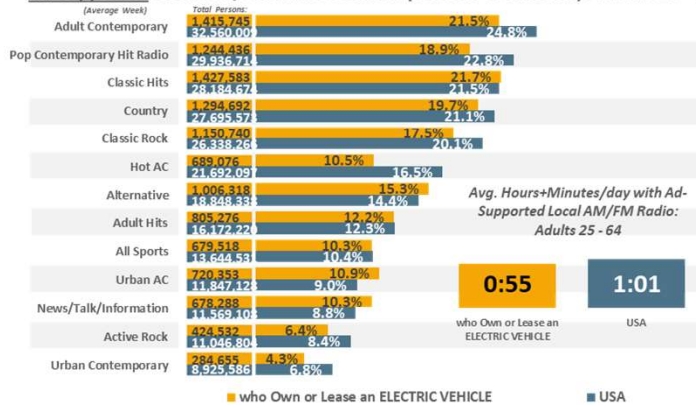
**Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64**



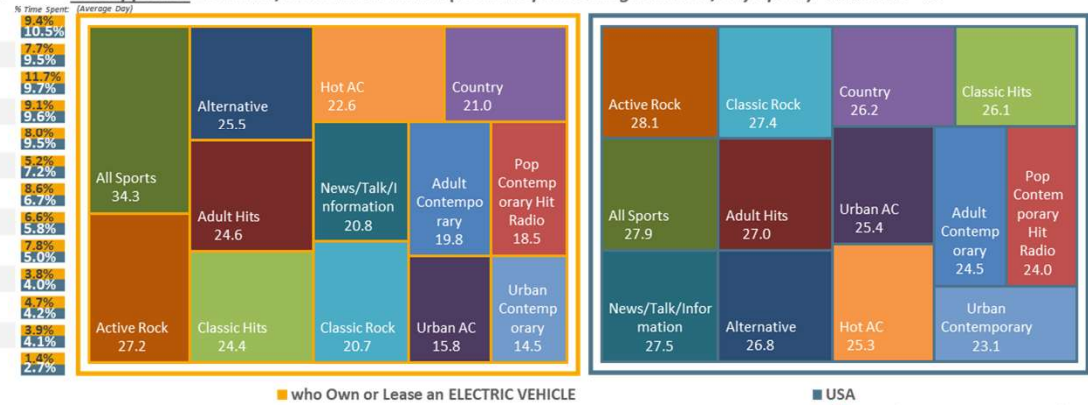
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**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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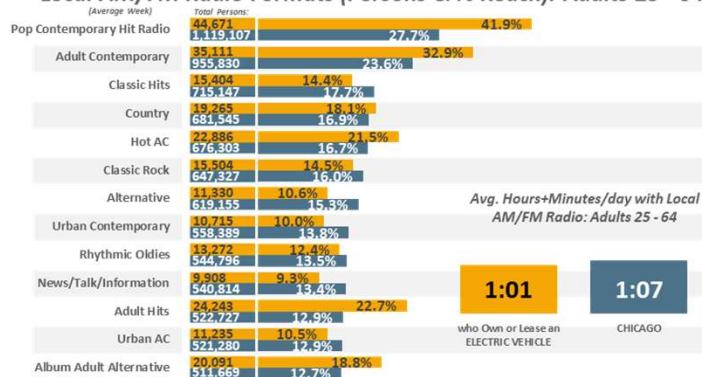
soefa.ai Share of Everything for Anything

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

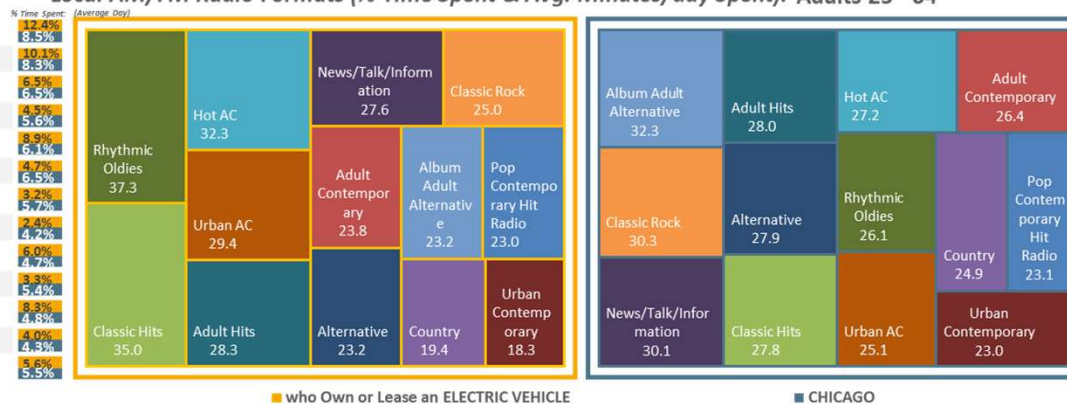


102,958 or 72.9% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Adult Hits, Hot AC, and Album Adult Alternative.

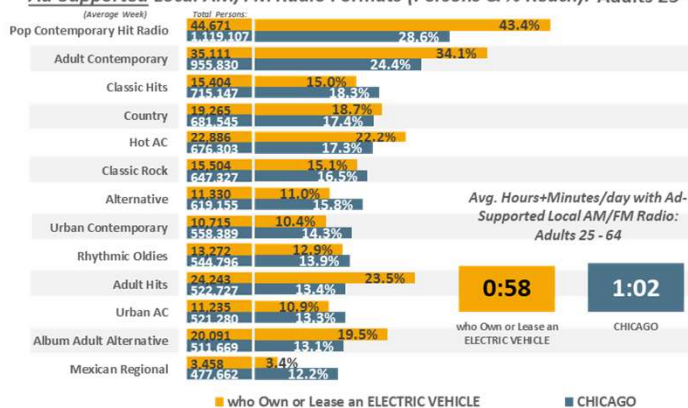
### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



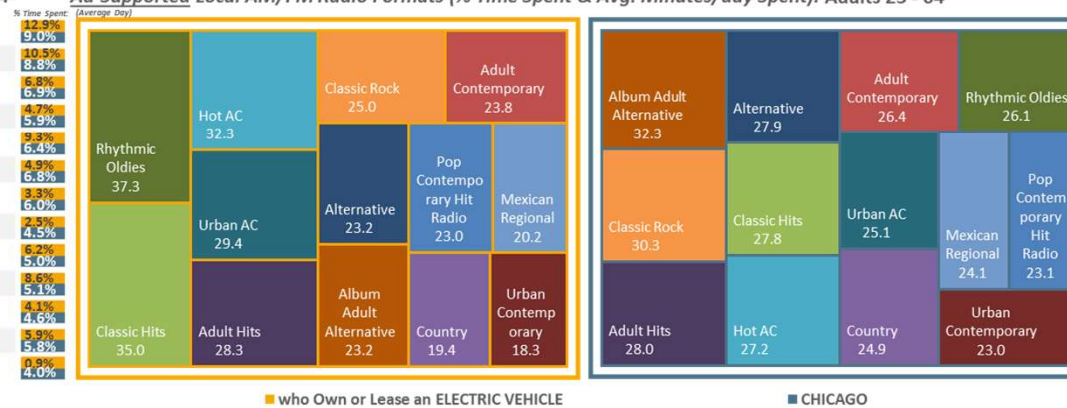
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



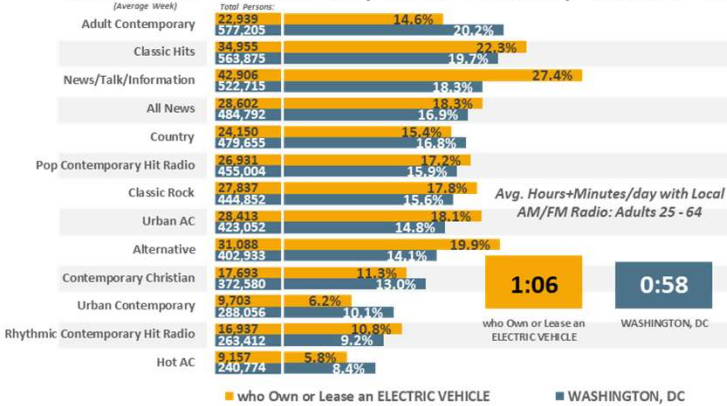
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



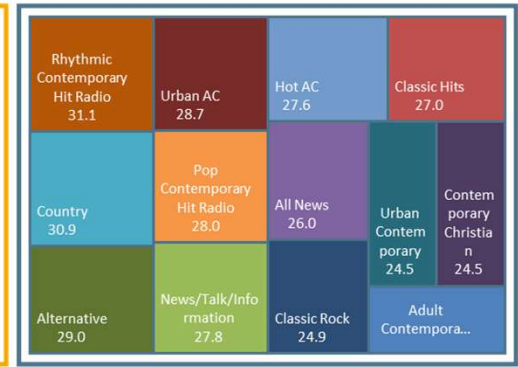
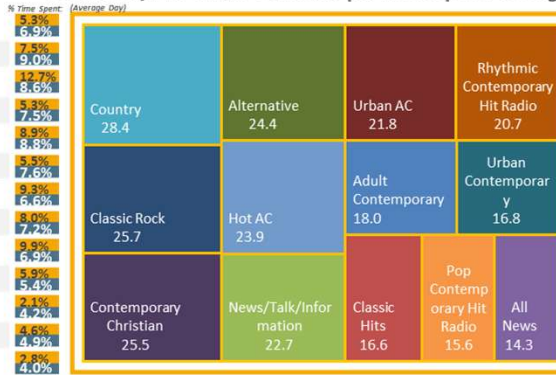


148,709 or 72.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Alternative, All News, Urban AC, and Classic Rock.

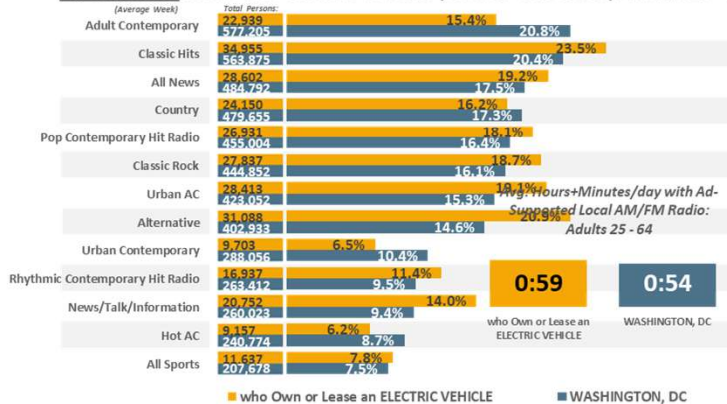
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



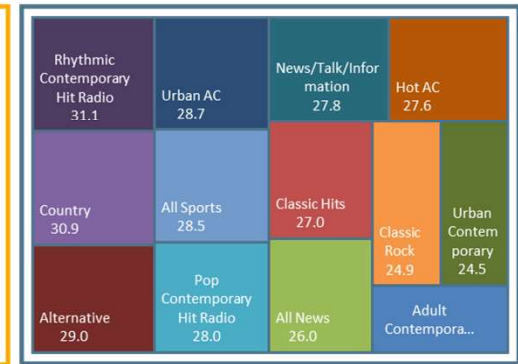
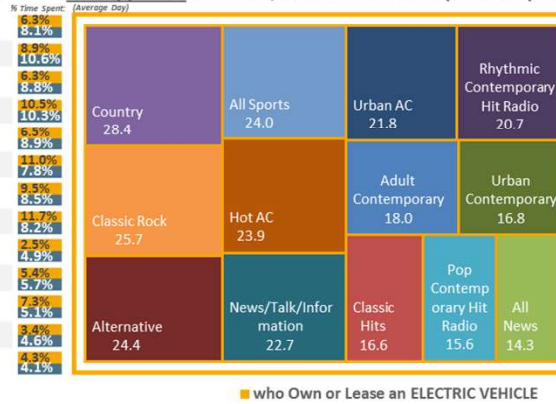
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



#### 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



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 298  
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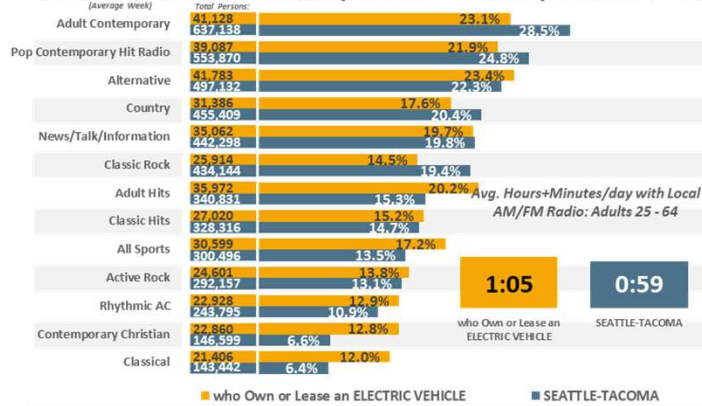
Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle



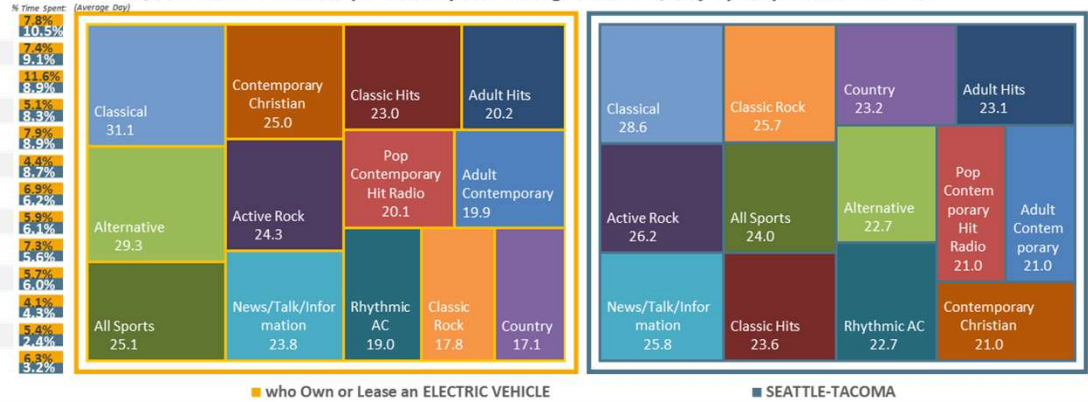


172,796 or 75.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Adult Contemporary, Pop Contemporary Hit Radio, Adult Hits, and Country.

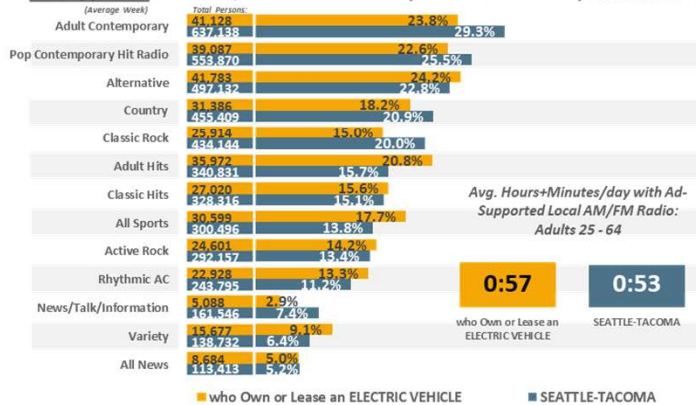
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



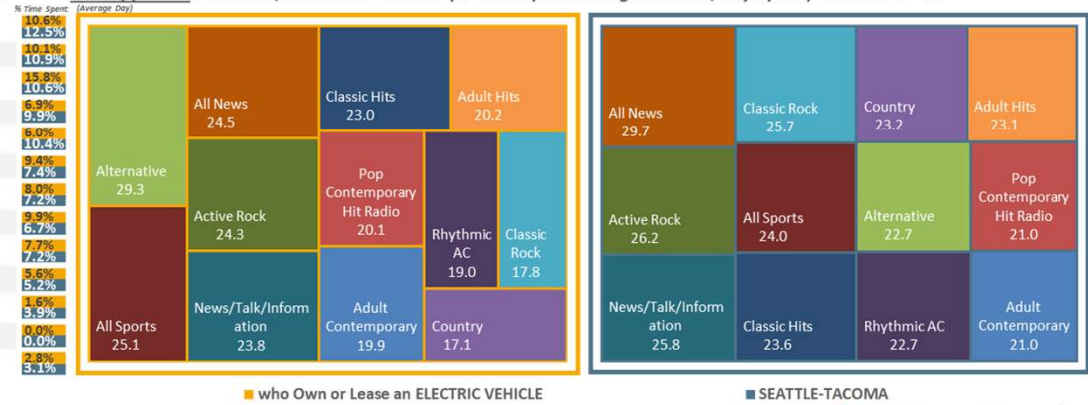
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



#### 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

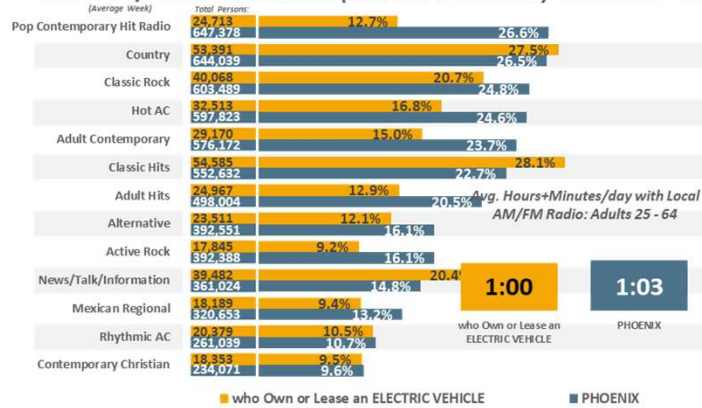




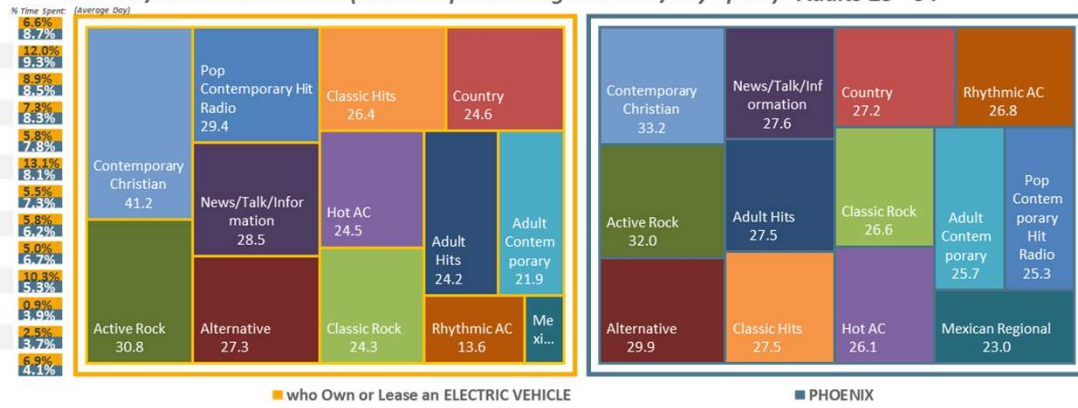


190,512 or 88.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Classic Rock, Hot AC, and News/Talk/Information.

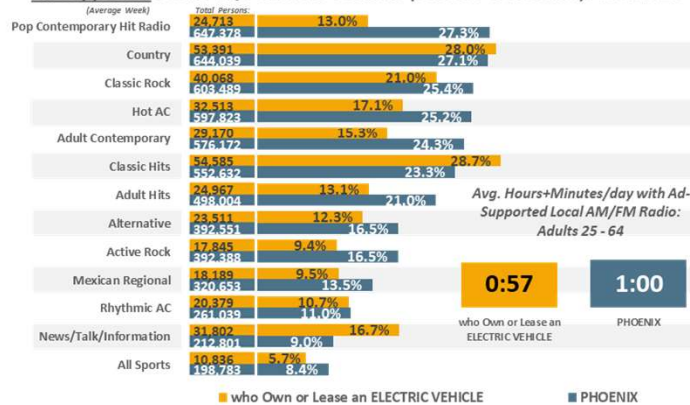
### Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



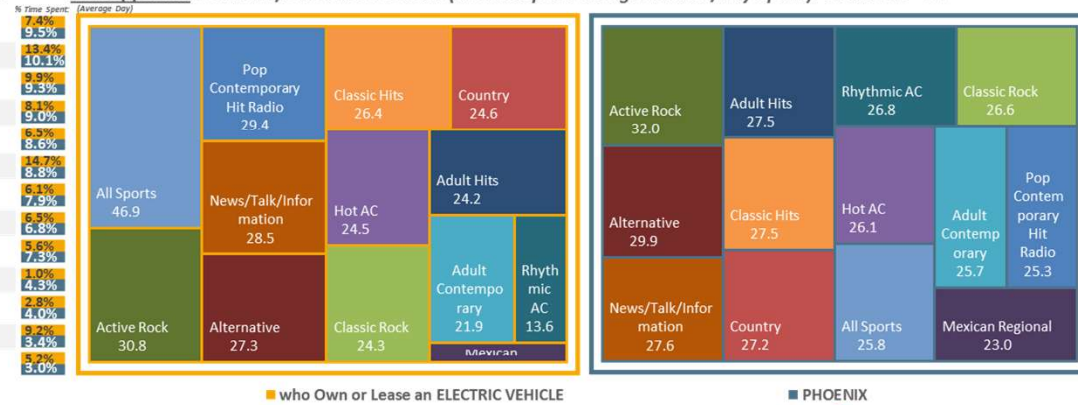
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### 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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 181  
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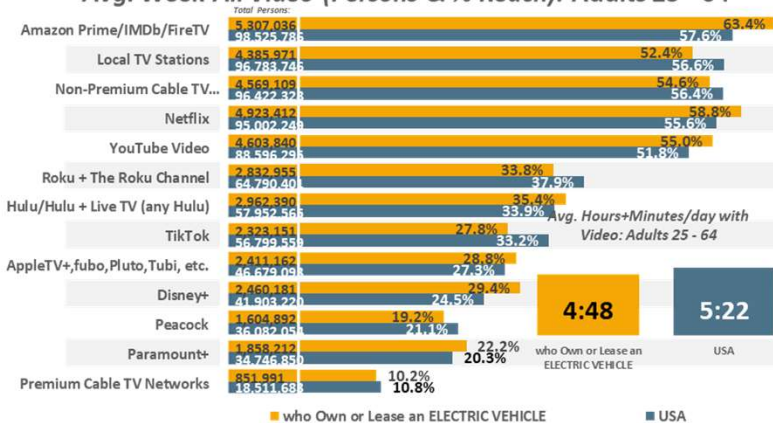
soefa.ai Share of Everything for Anything

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

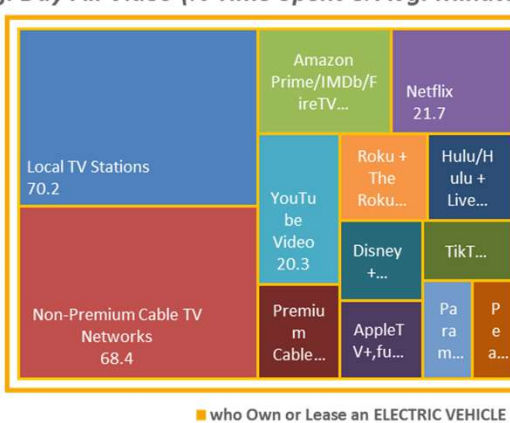


4,349,404 or 52.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 67.9 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

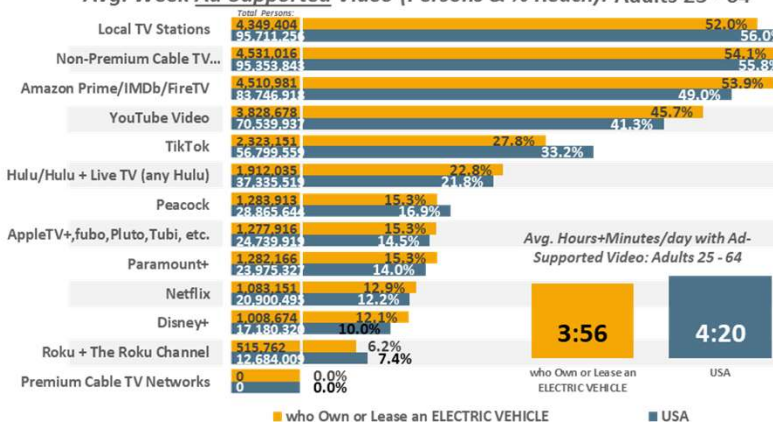
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



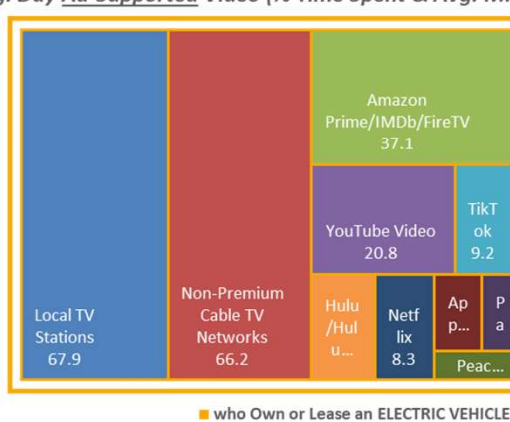
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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

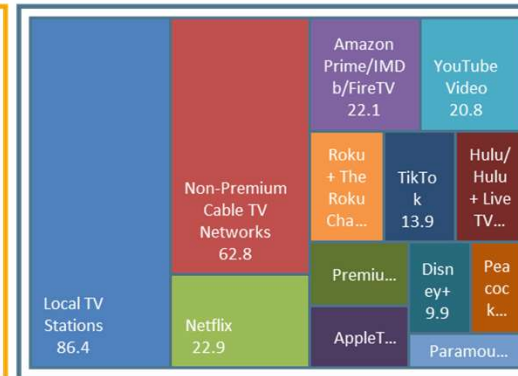
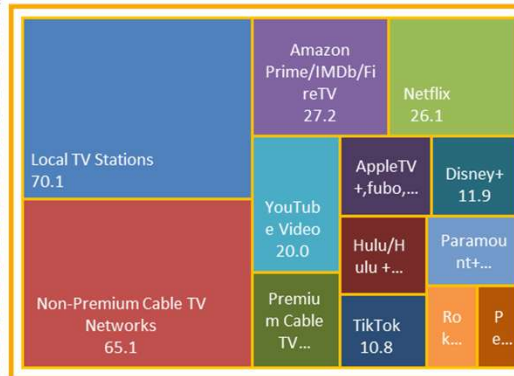
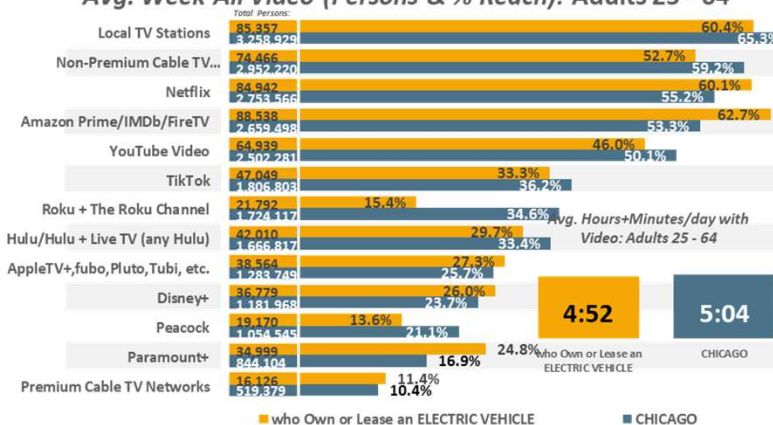




84,383 or 59.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 69.3 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

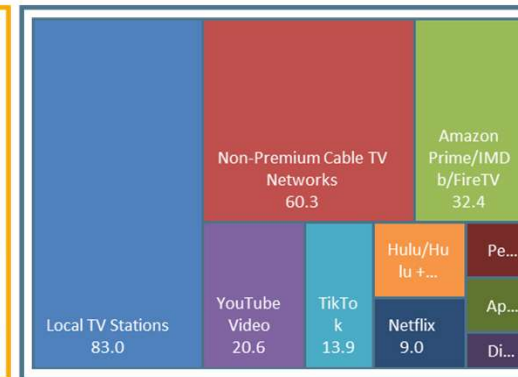
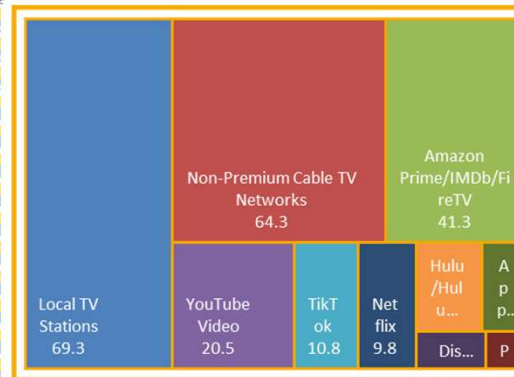
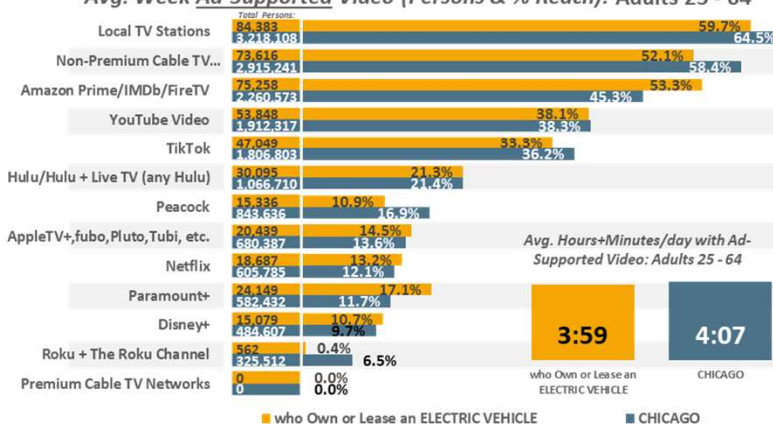
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

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

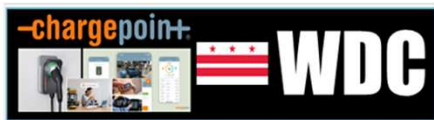


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

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



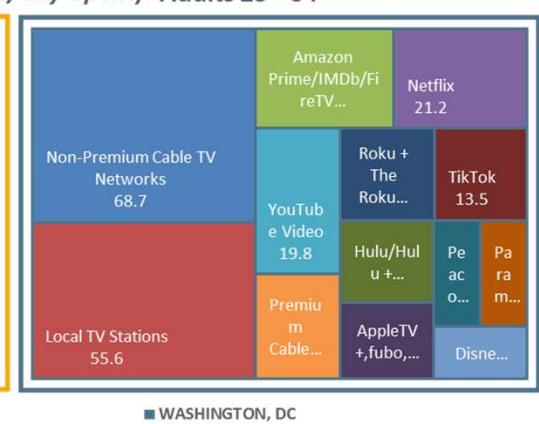
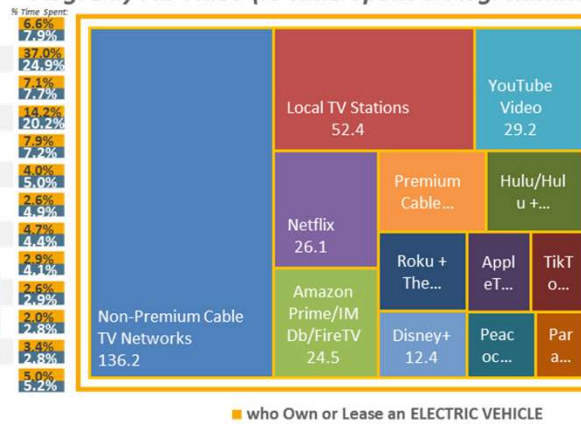
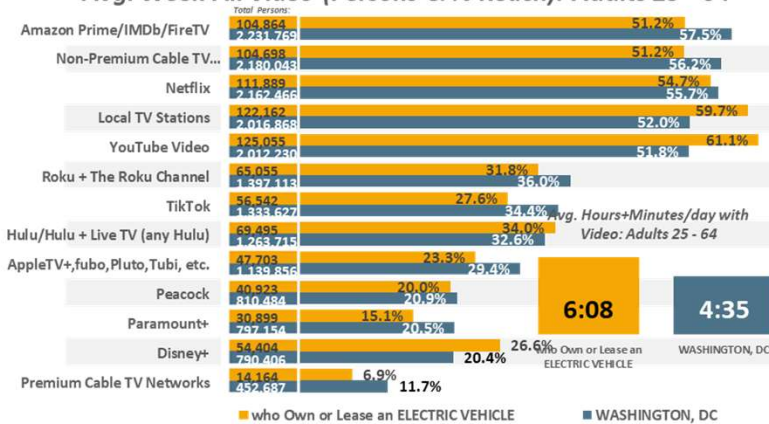




121,620 or 59.4% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 50.3 minutes every day representing 16.4% of all time spent daily with Ad-Supported Video.

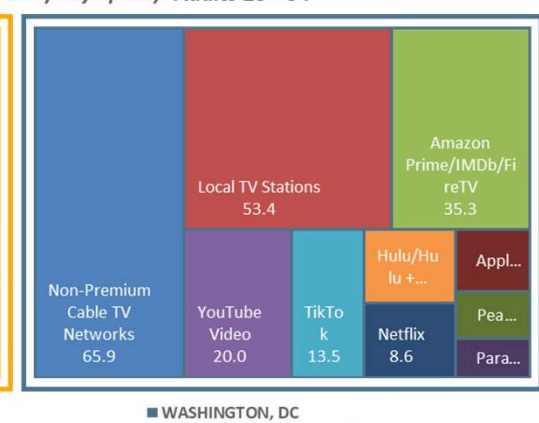
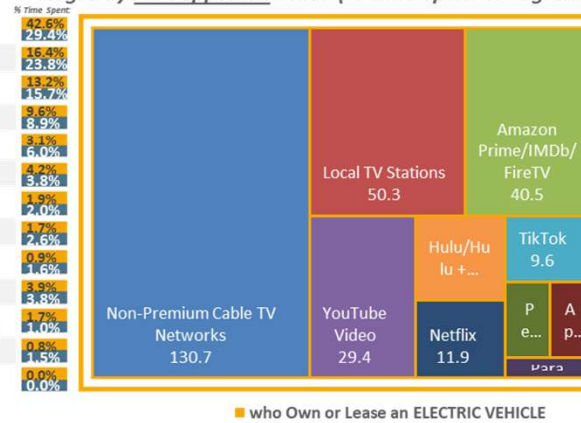
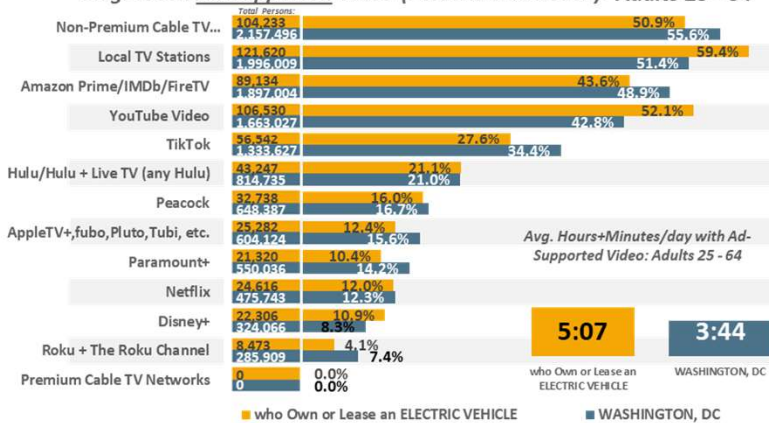
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

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

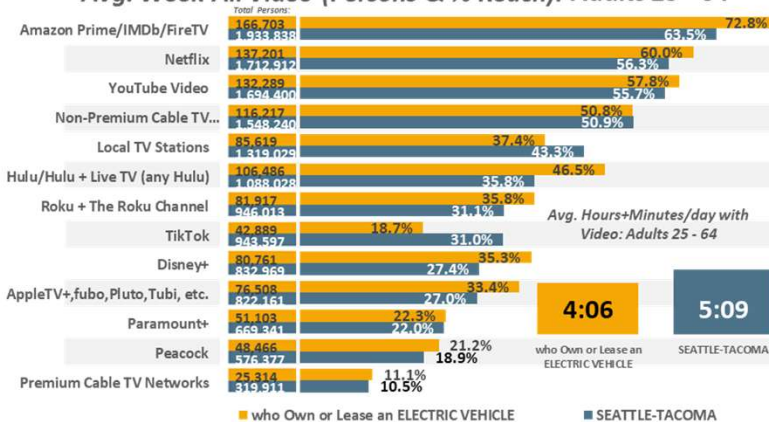




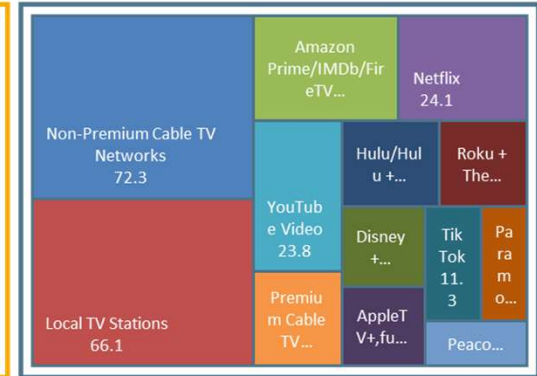
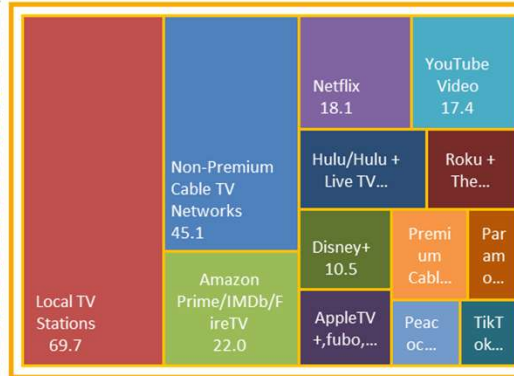


85,075 or 37.2% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 66. minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

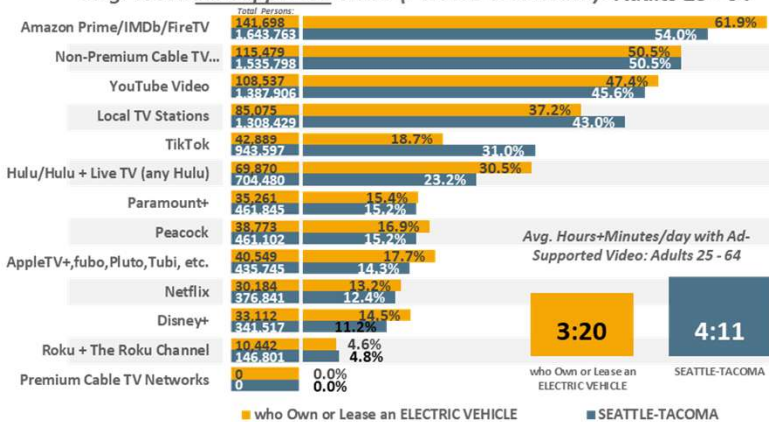
**Avg. Week All Video (Persons & % Reach): Adults 25 - 64**



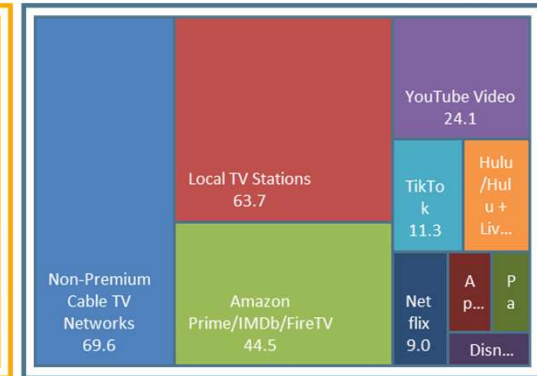
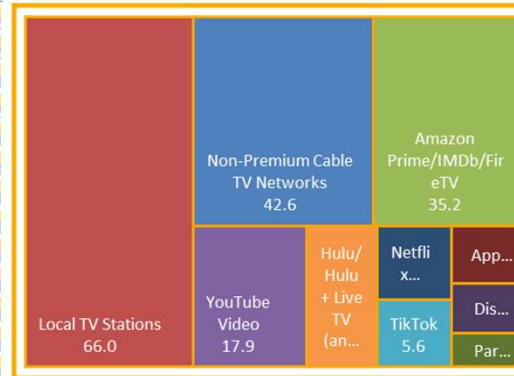
**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



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



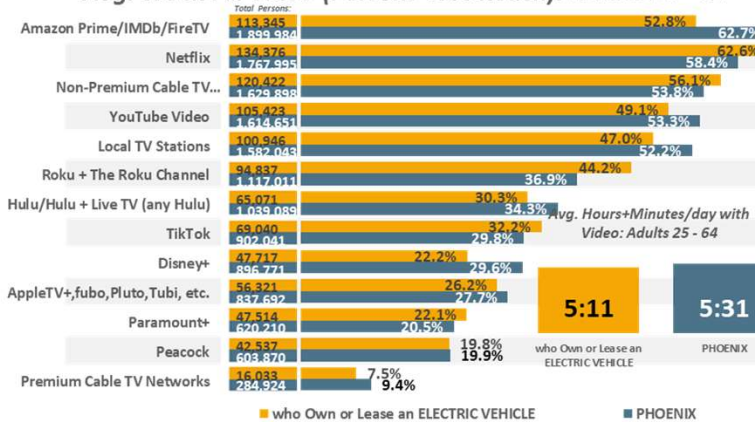
**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



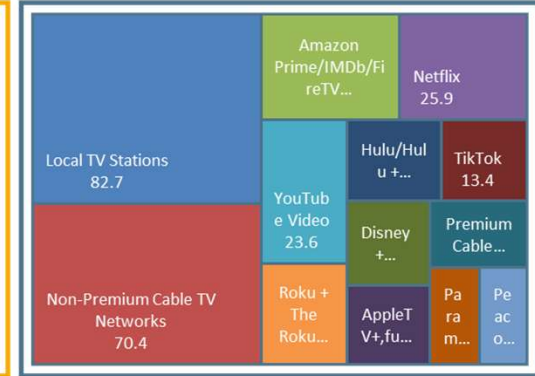
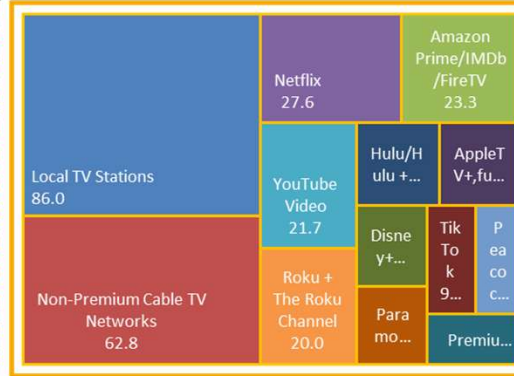


99,400 or 46.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 83.8 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.

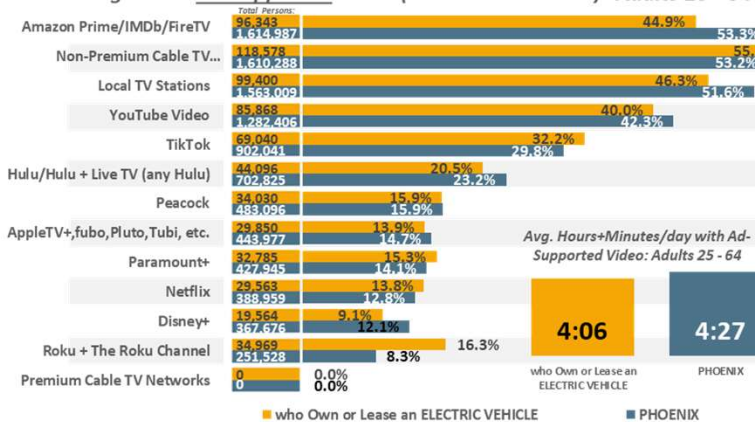
**Avg. Week All Video (Persons & % Reach): Adults 25 - 64**



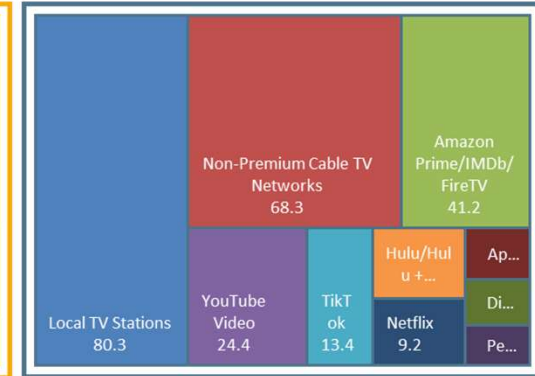
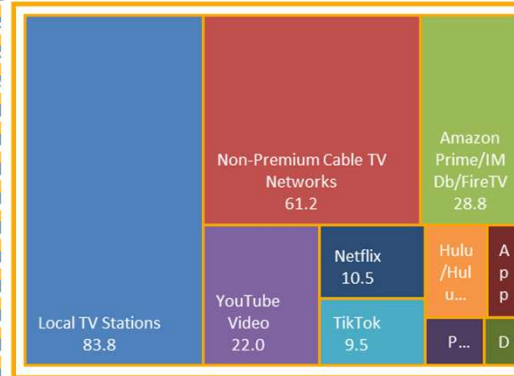
**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



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



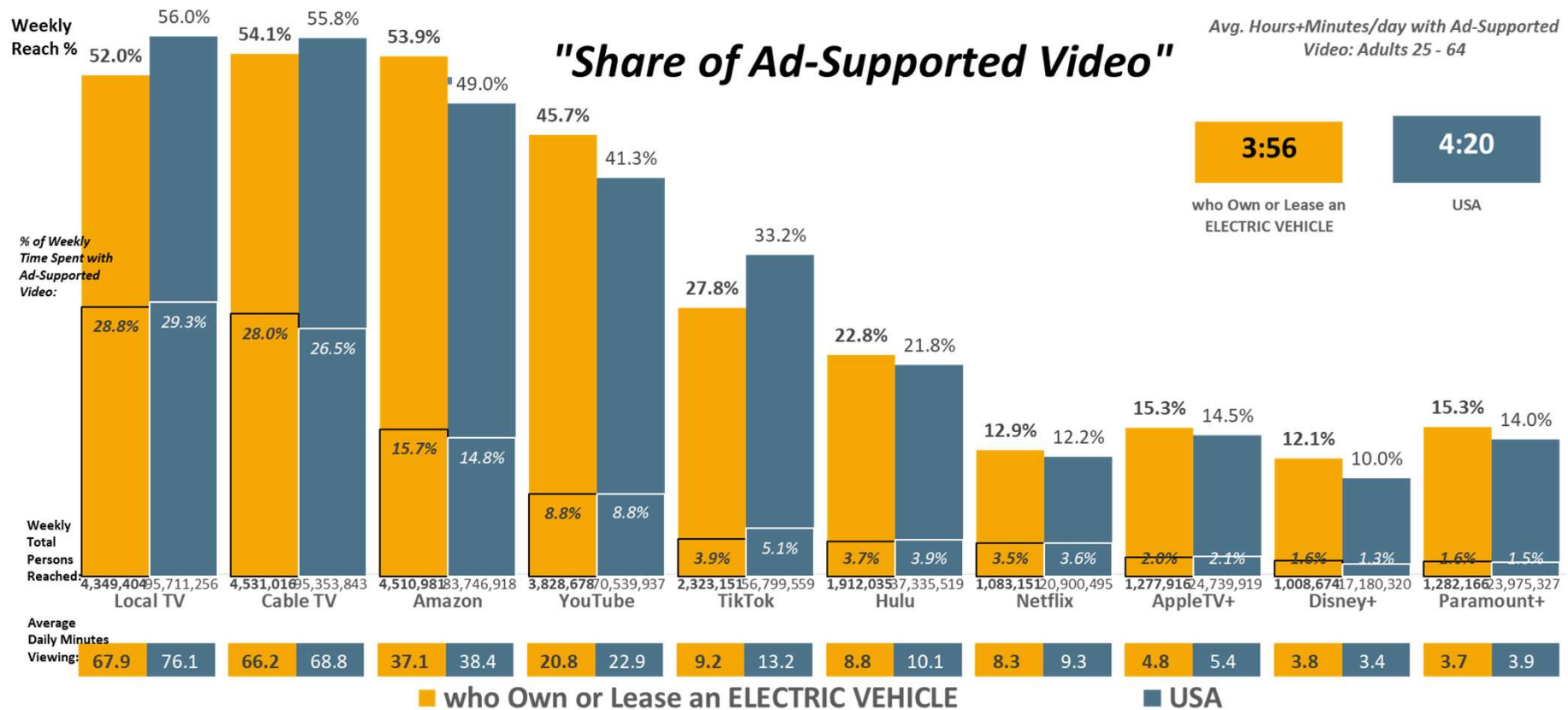
**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**





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"



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

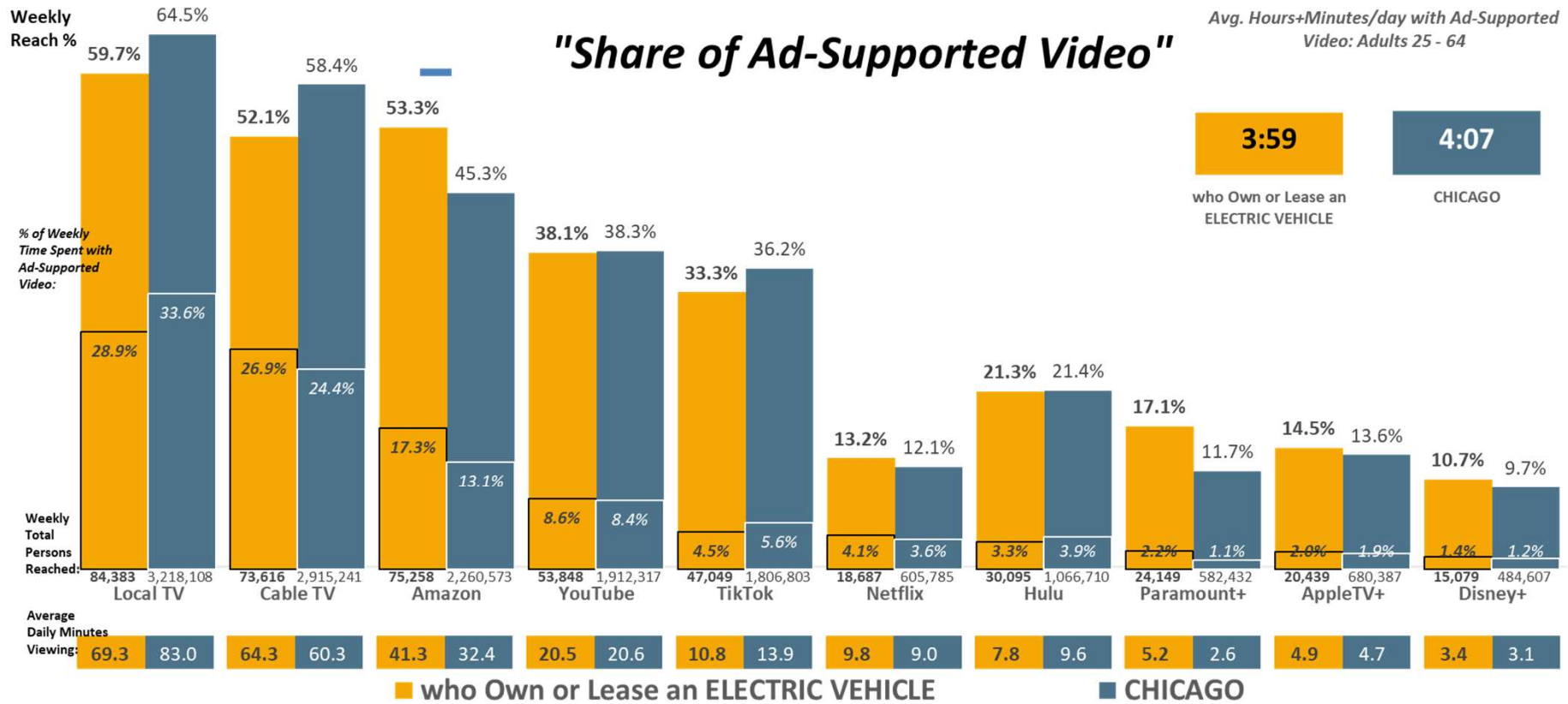
soefa.ai Share of Everything for Anything





84,383 or 59.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 69.3 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

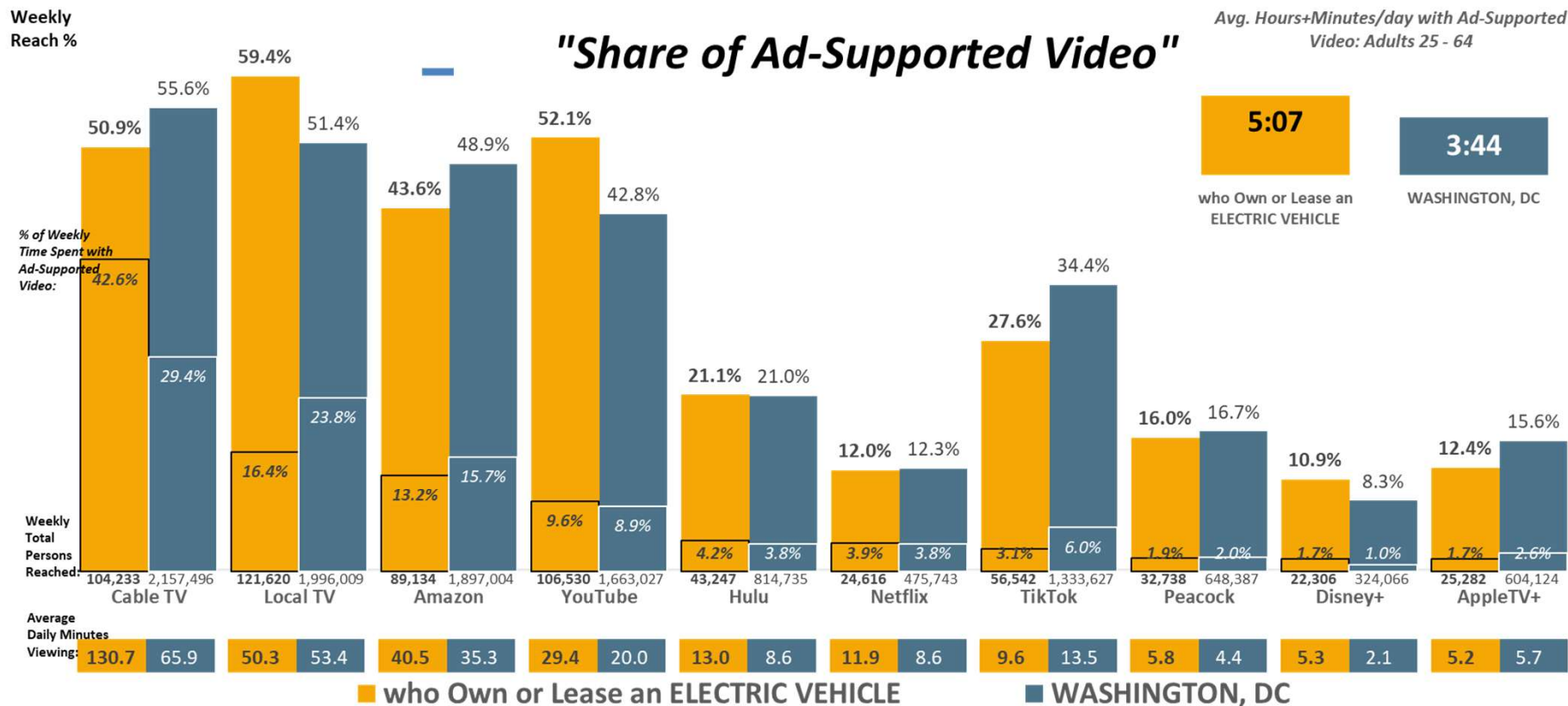
## "Share of Ad-Supported Video"







121,620 or 59.4% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 50.3 minutes every day representing 16.4% of all time spent daily with Ad-Supported Video.



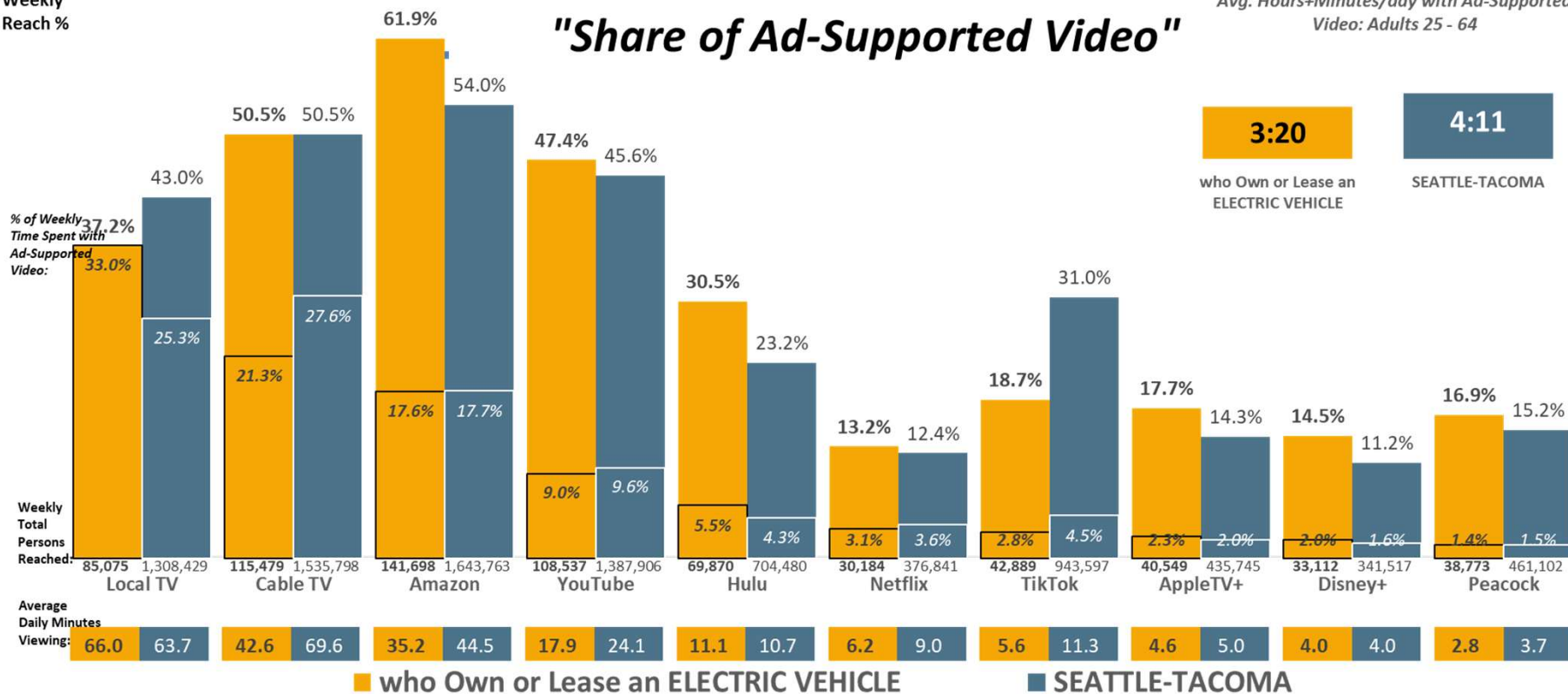


85,075 or 37.2% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 66. minutes every day representing 33.% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

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

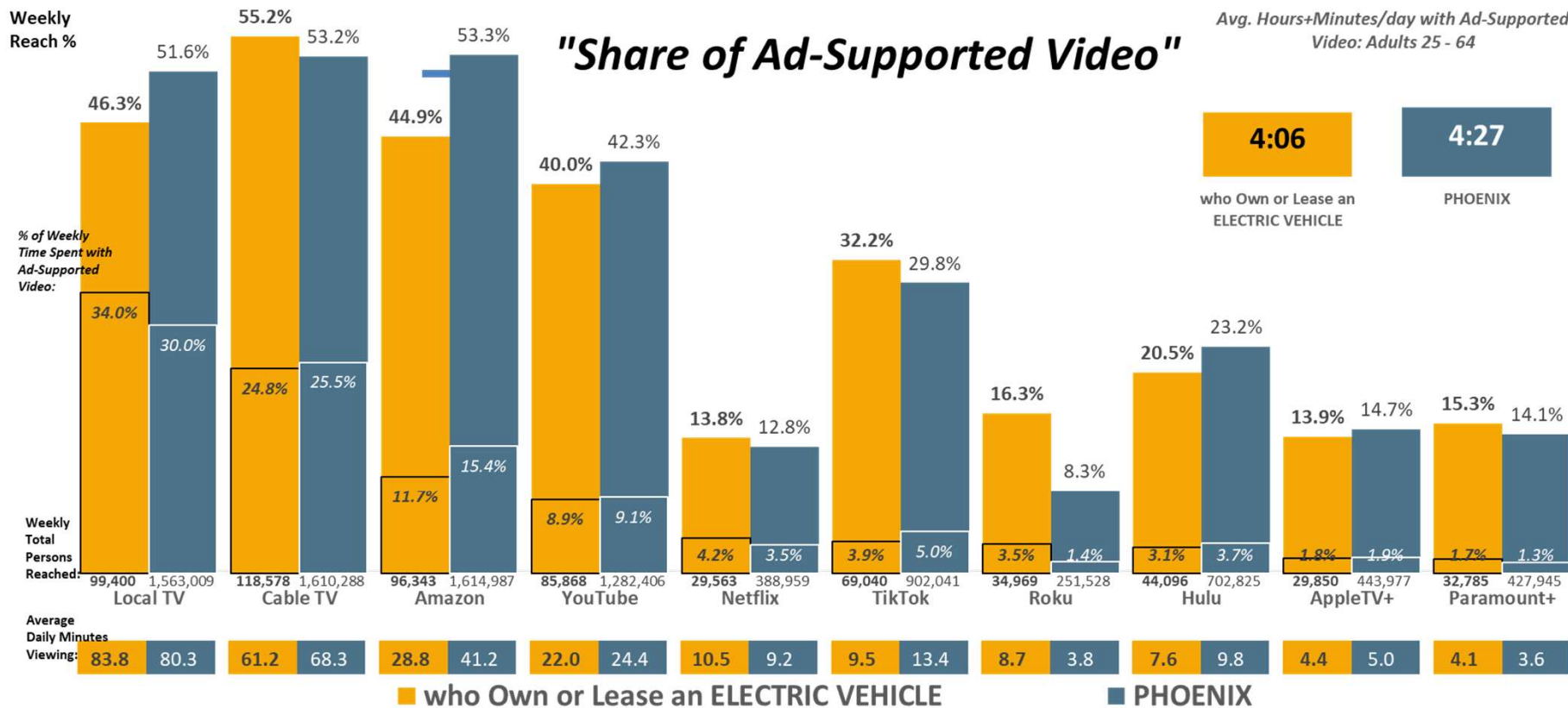


**3:20**  
who Own or Lease an  
ELECTRIC VEHICLE

**4:11**  
SEATTLE-TACOMA



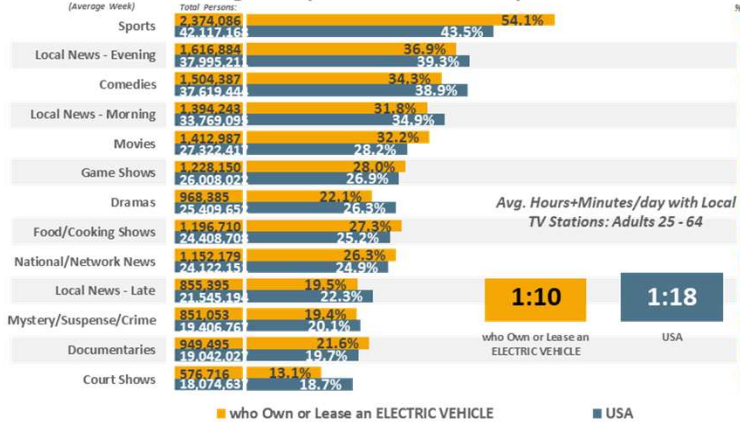
99,400 or 46.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations for an average of 83.8 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.



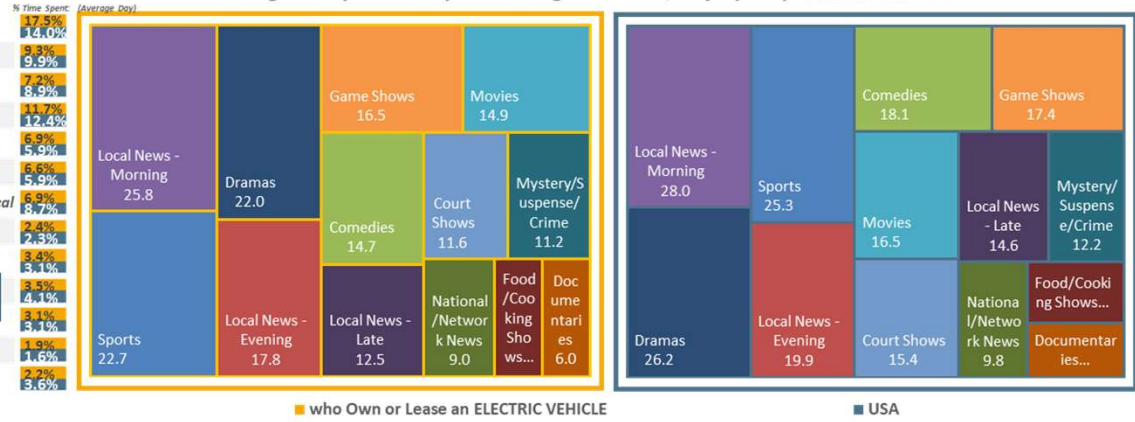


4,349,404 or 52.% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Game Shows.

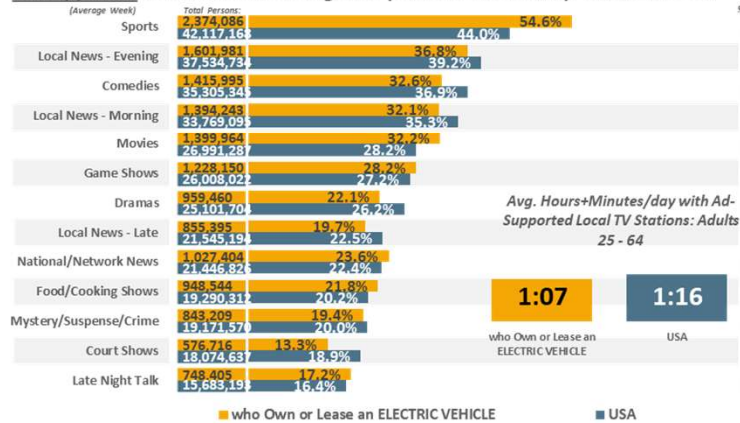
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



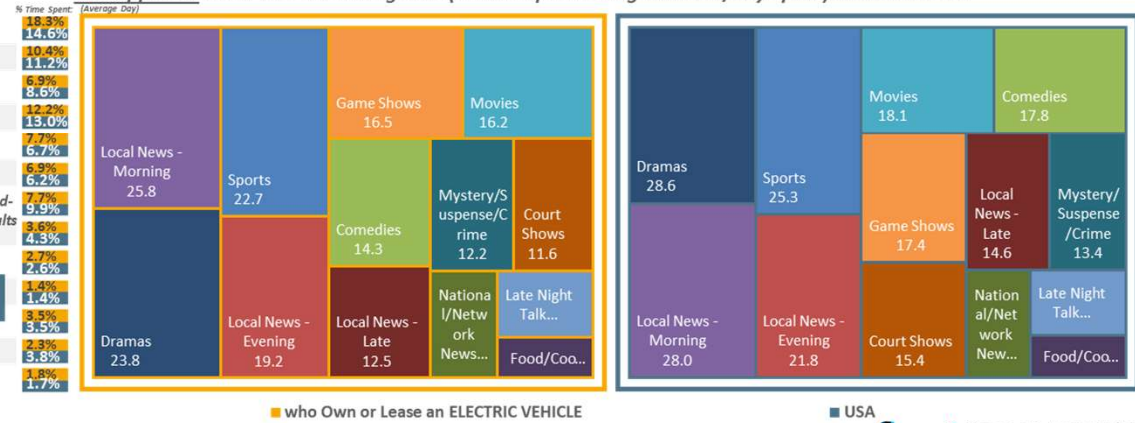
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

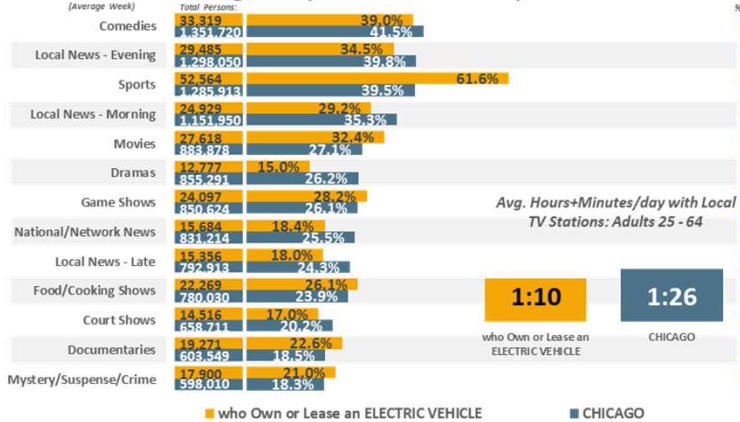




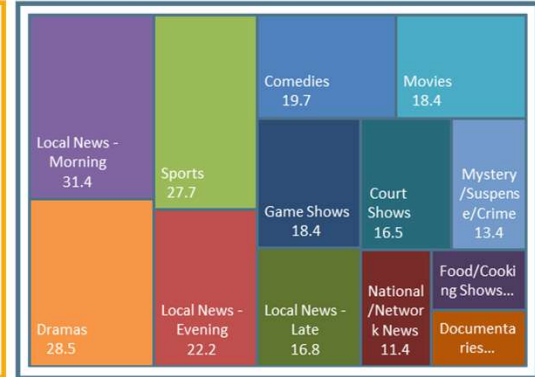


84,383 or 59.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Game Shows.

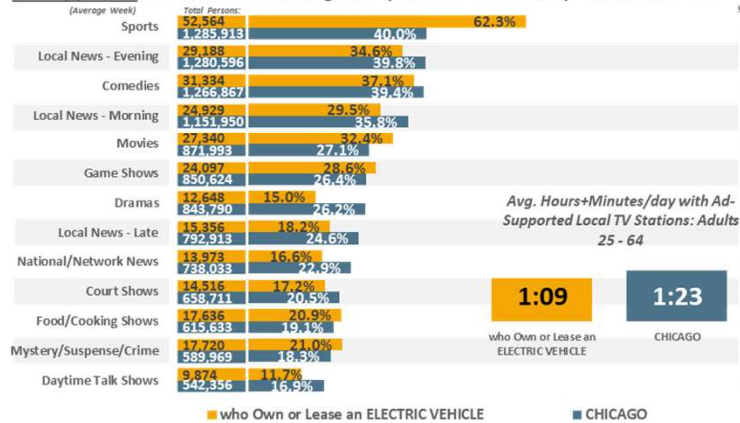
**Local TV Station Programs (Persons & % Reach): Adults 25 - 64**



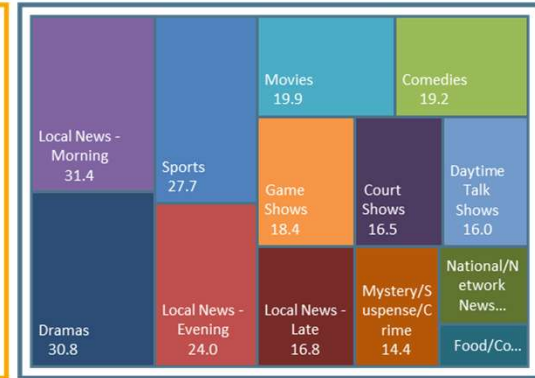
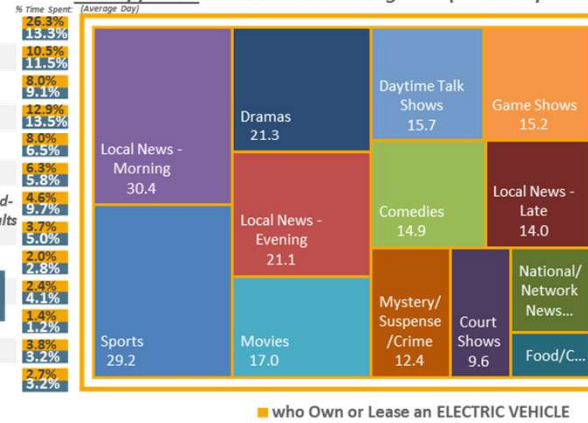
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



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



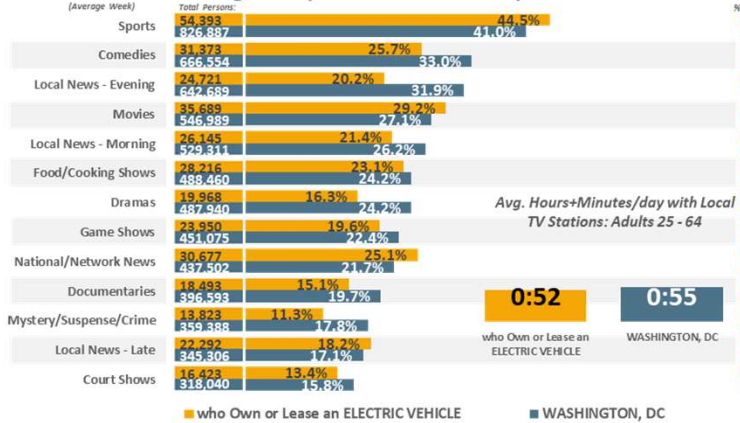
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



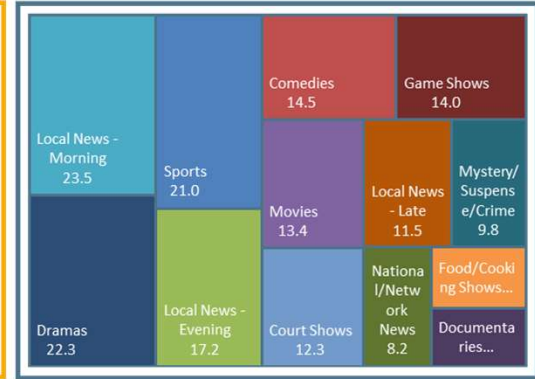
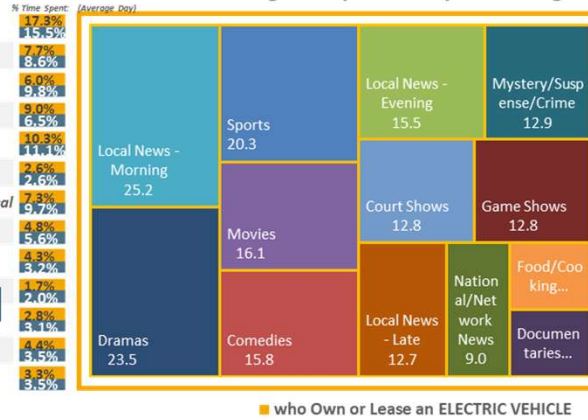


121,620 or 59.4% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Reality - Adventure, National/Network News, and Local News - Morning.

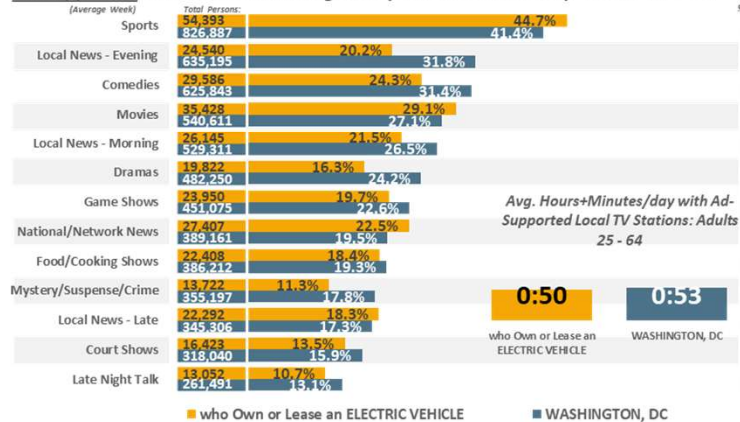
**Local TV Station Programs (Persons & % Reach): Adults 25 - 64**



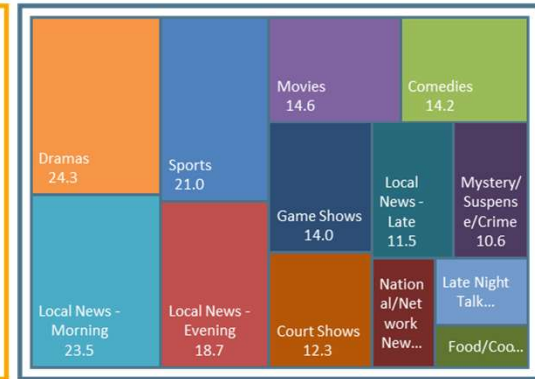
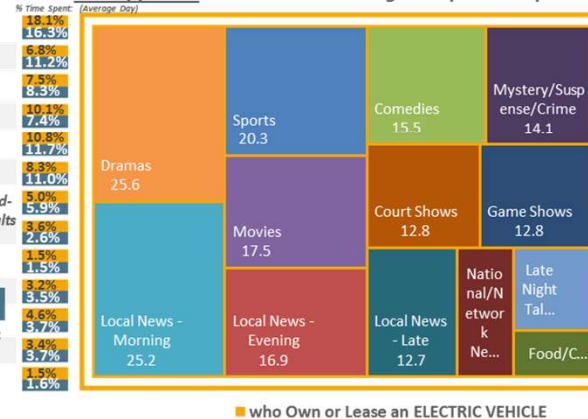
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**

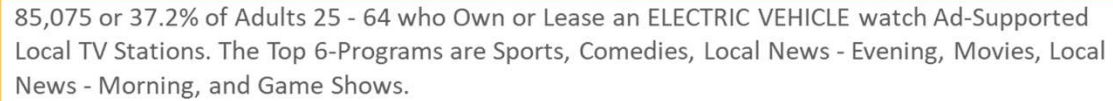


**Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64**

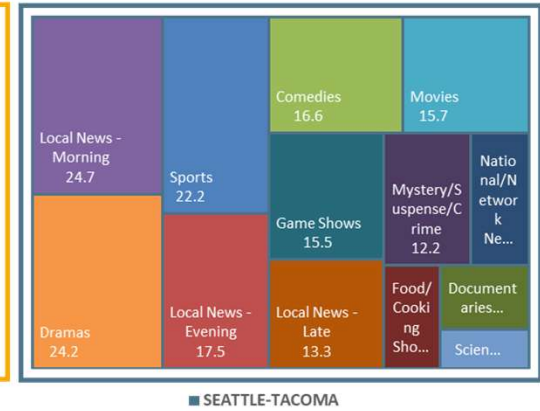
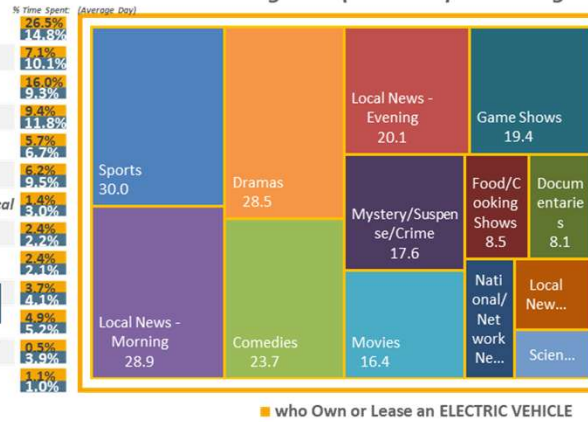


**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**

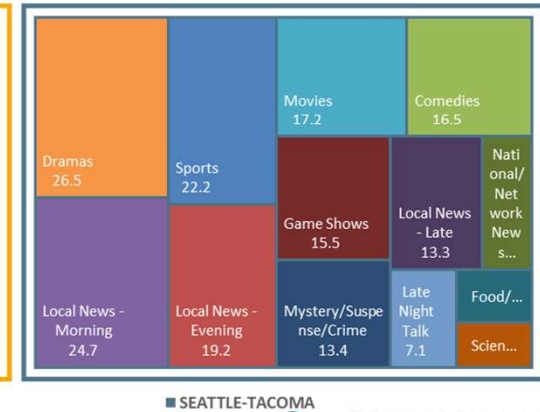
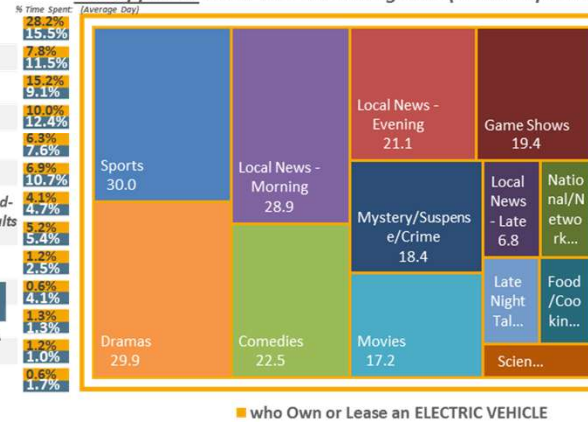




**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



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



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**soefa.ai** Share of Everything  
for Anything ©

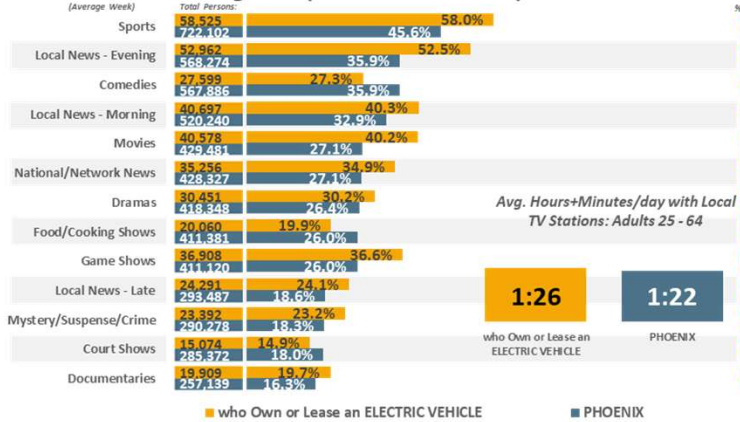
*Electric/Hybrid vehicles (HHL): Own or lease electric vehicle*



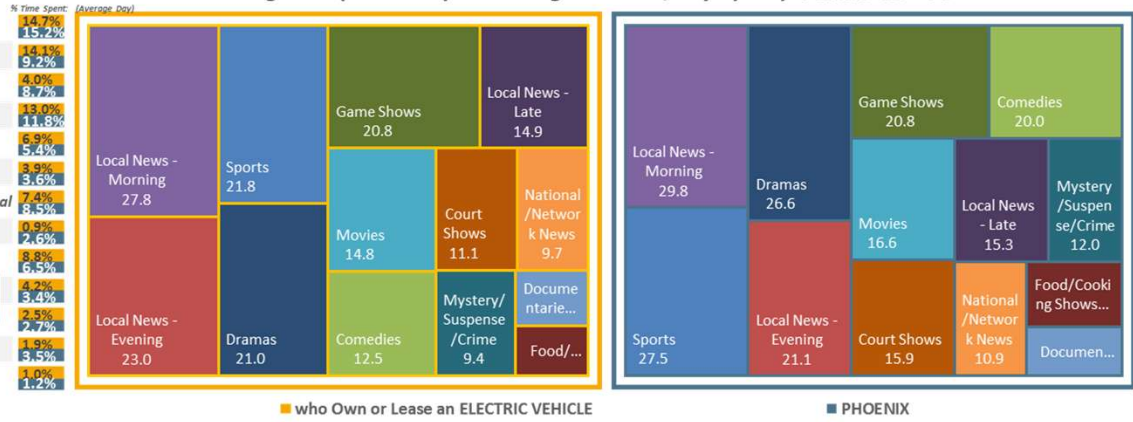


99,400 or 46.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Game Shows, and National/Network News.

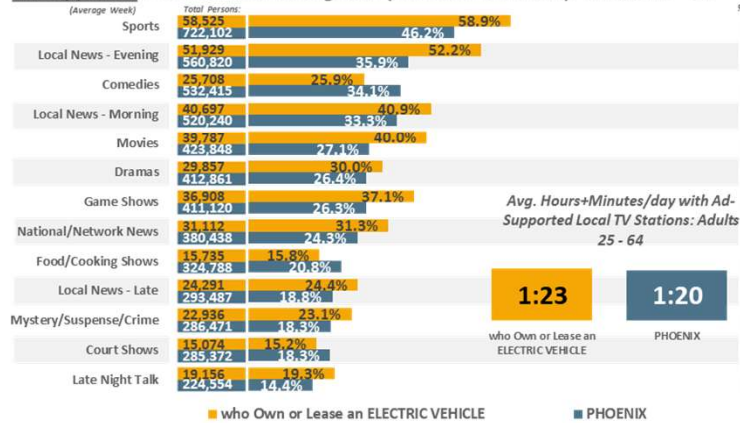
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



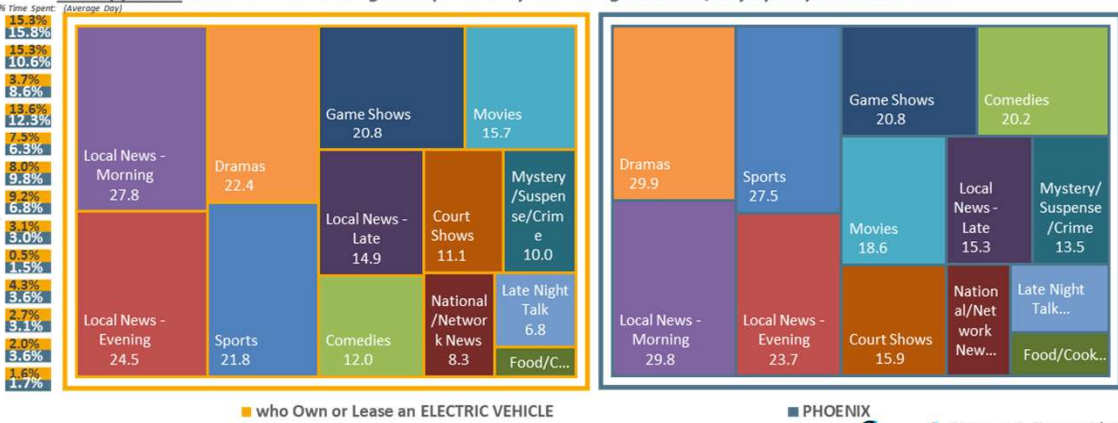
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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

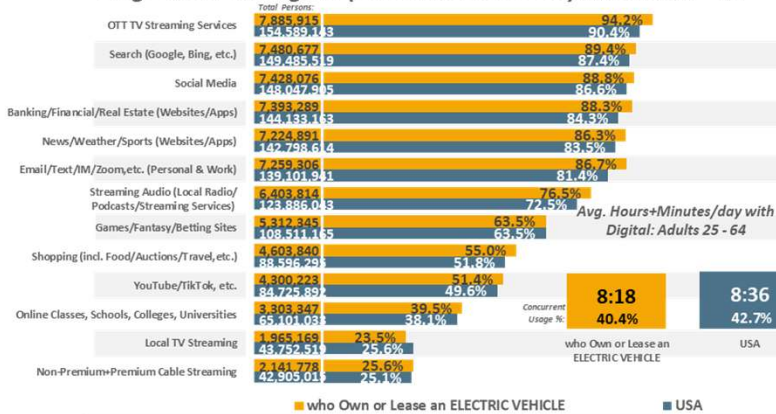




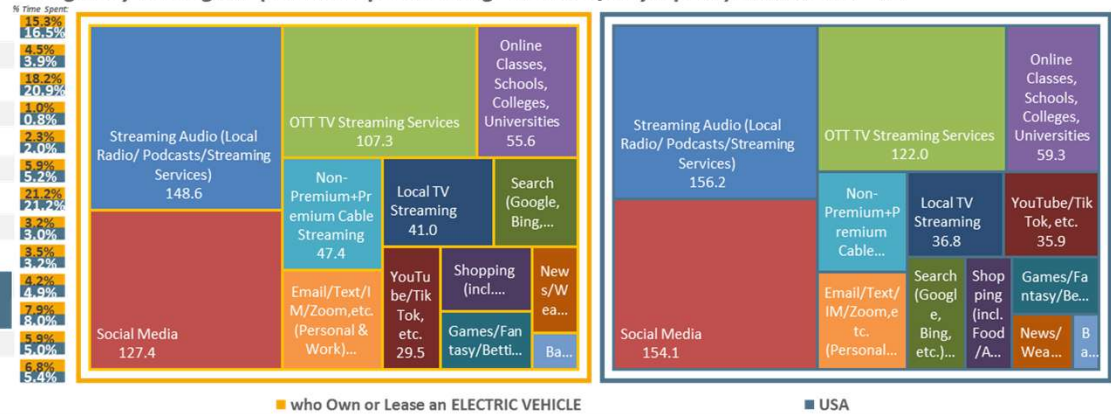


6,459,448 or 77.2% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Social Media for an average of 117.2 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

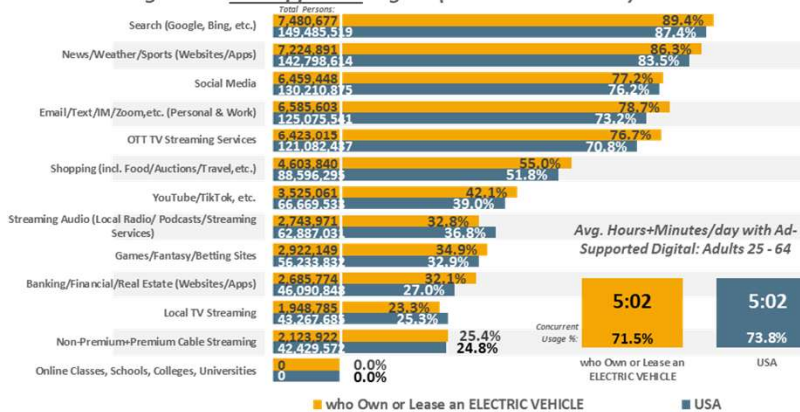
### Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



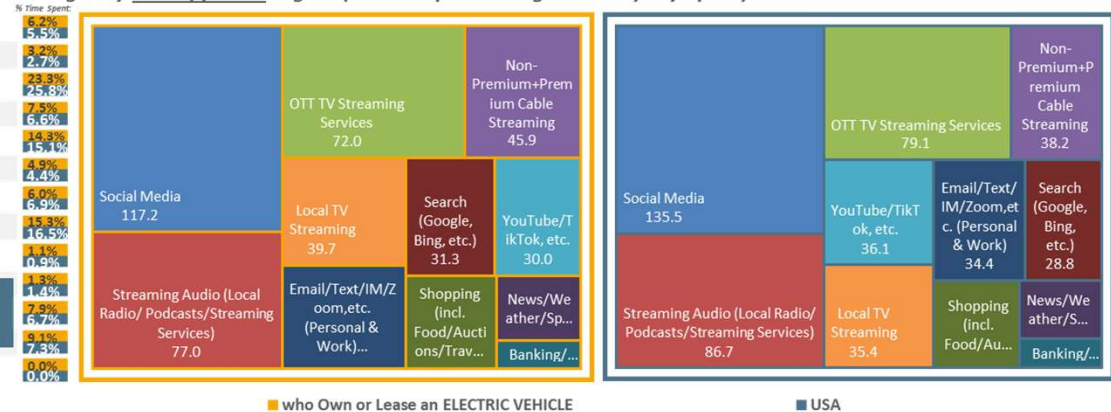
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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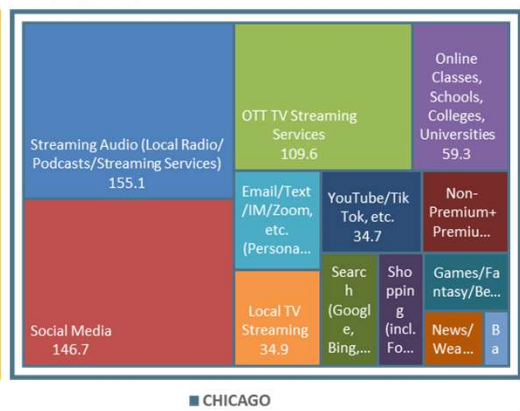
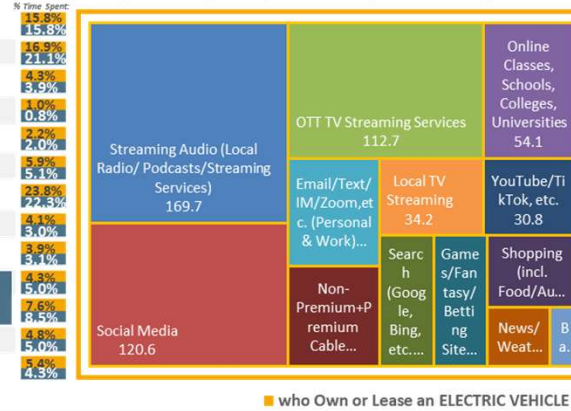
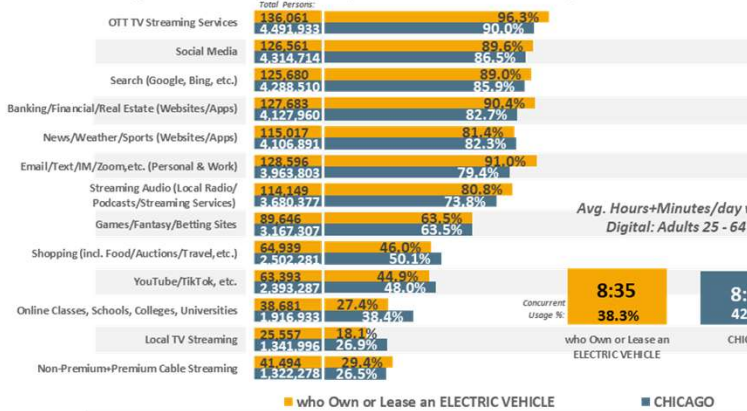
Electric/Hybrid vehicles (HHL): Own or lease electric vehicle



110,355 or 78.1% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Social Media for an average of 110.9 minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

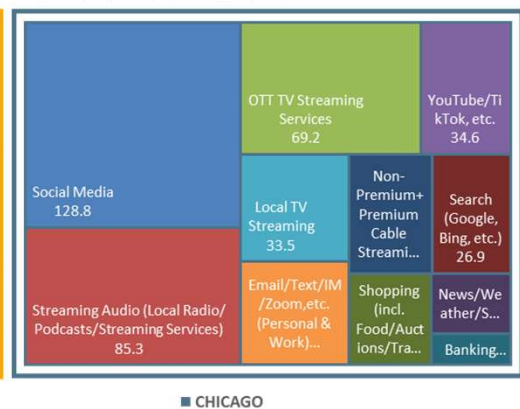
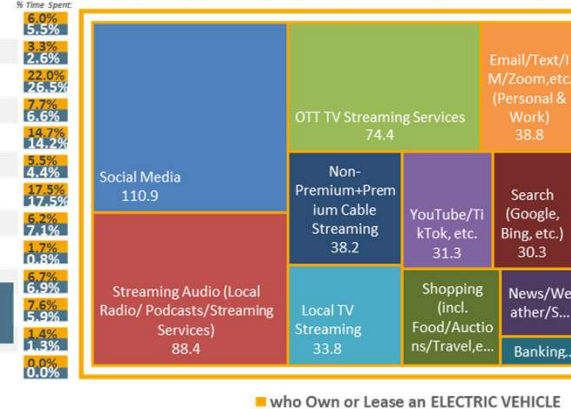
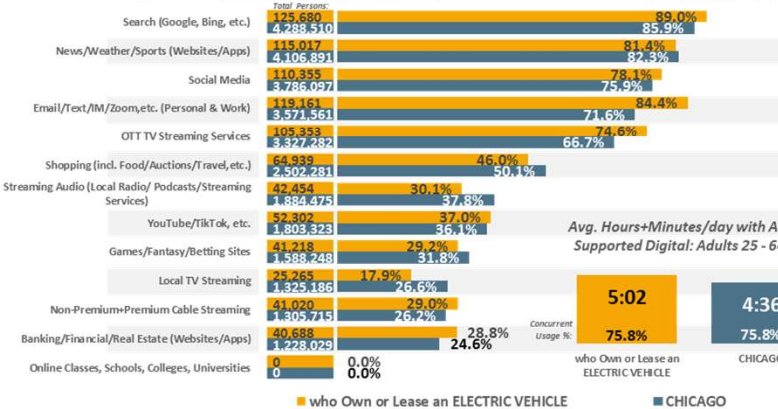
**Avg. Week All Digital (Persons & % Reach): Adults 25 - 64**

**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**

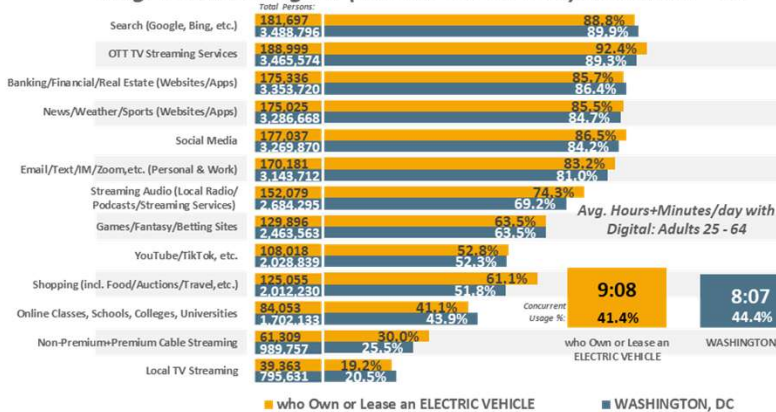




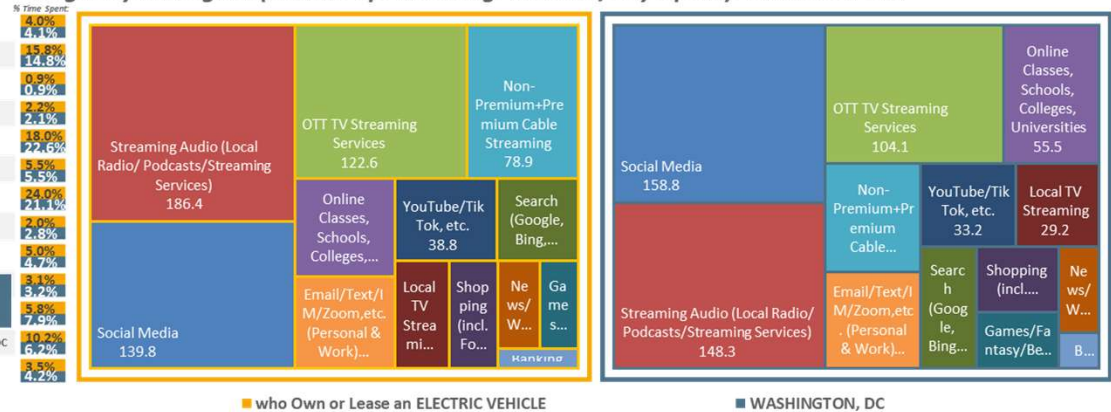


156,713 or 76.6% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Social Media for an average of 128.6 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

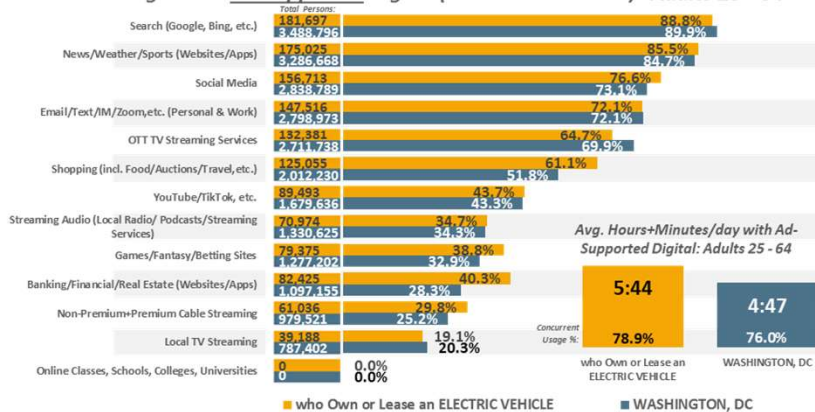
### Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



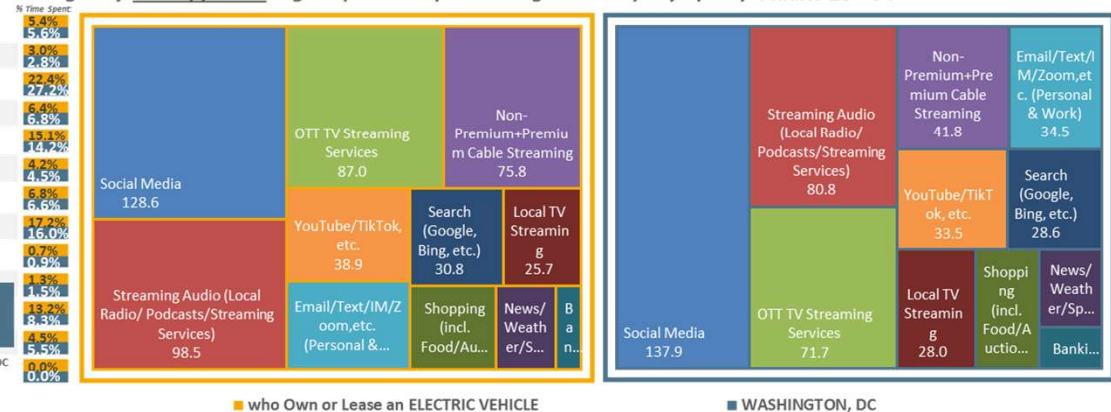
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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

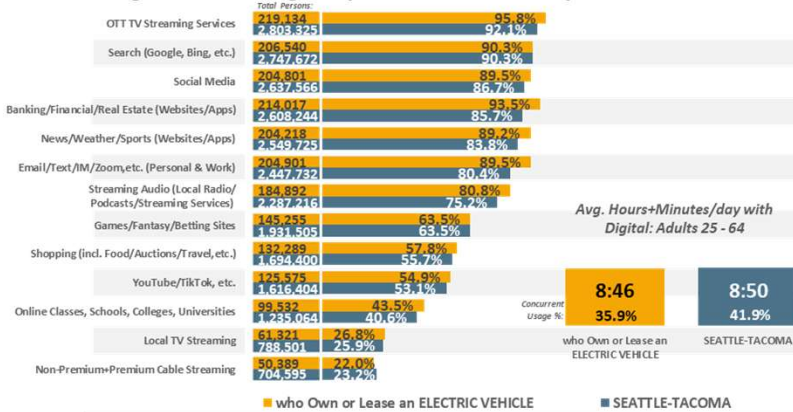




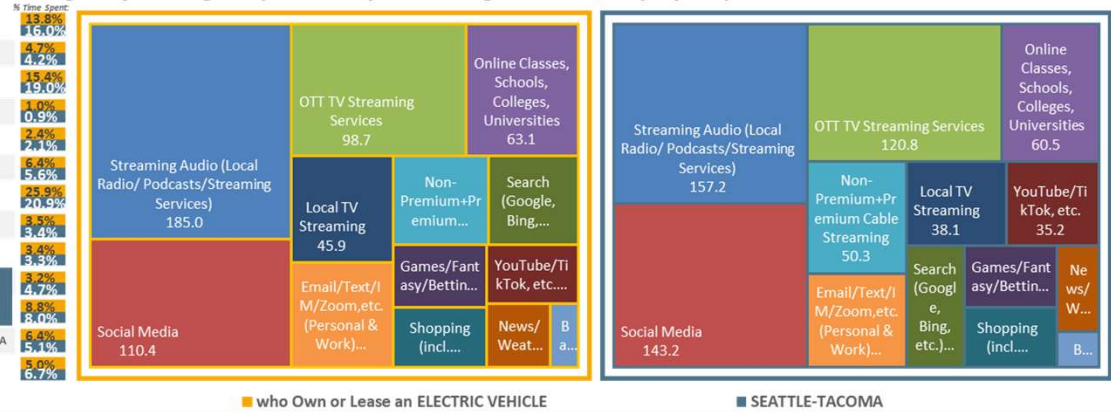


167,831 or 73.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Social Media for an average of 101.6 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

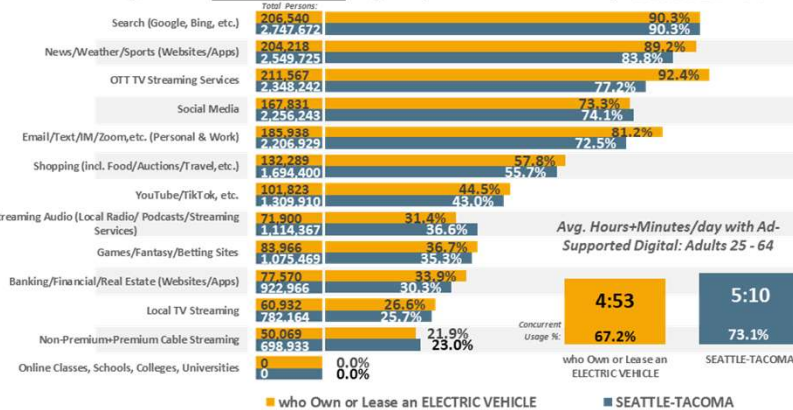
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



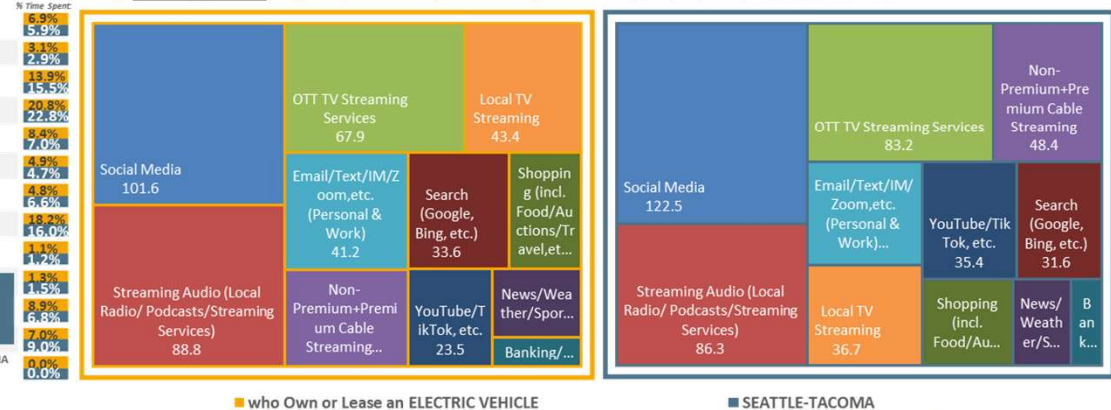
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

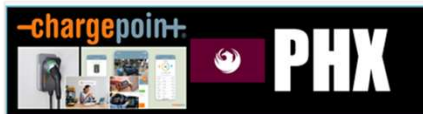


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



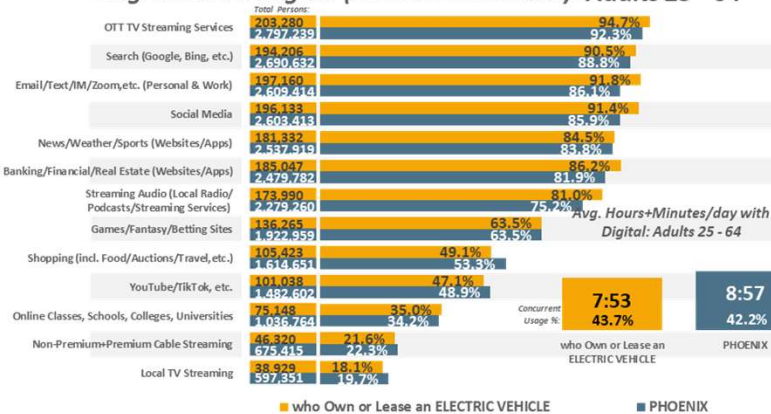
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



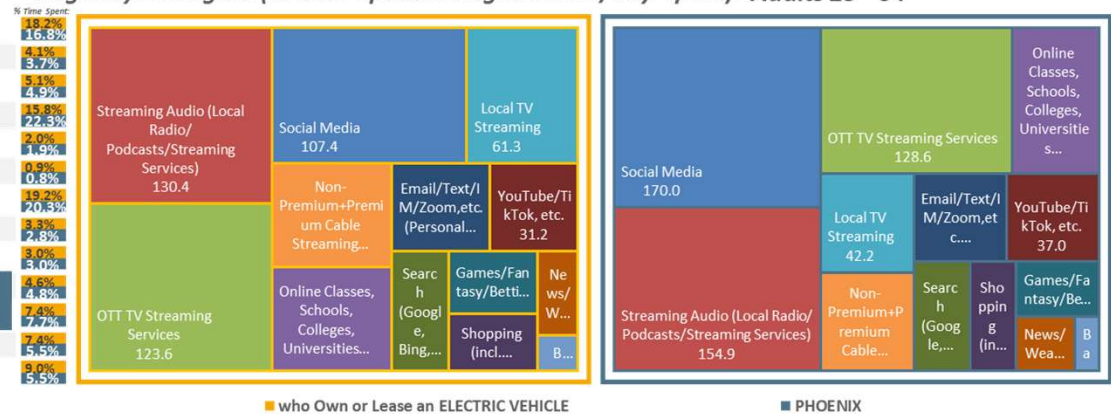


179,627 or 83.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Social Media for an average of 98.8 minutes every day representing 20.5% of all time spent daily with Ad-Supported Digital Media.

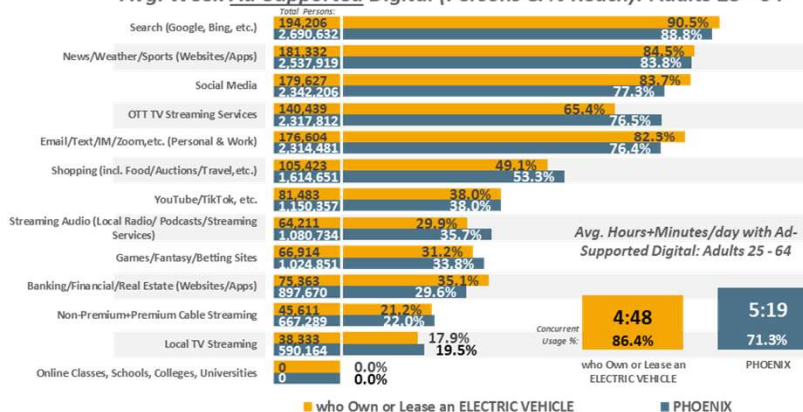
### Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



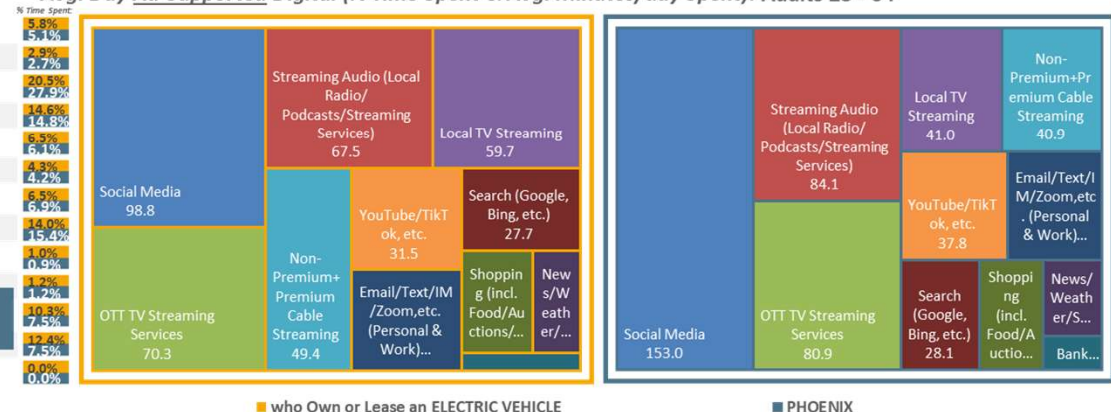
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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

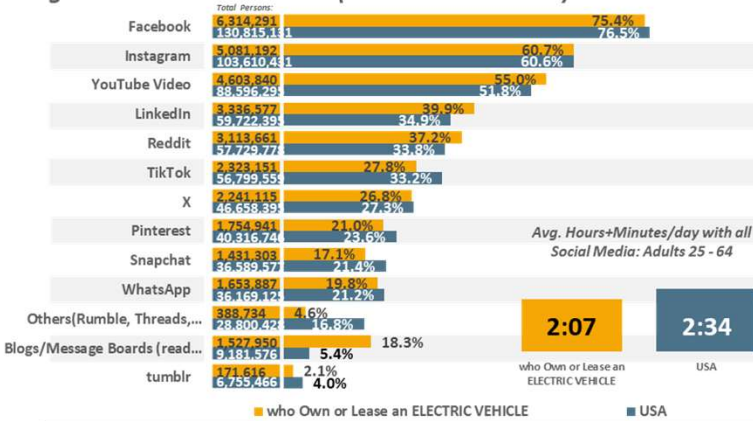




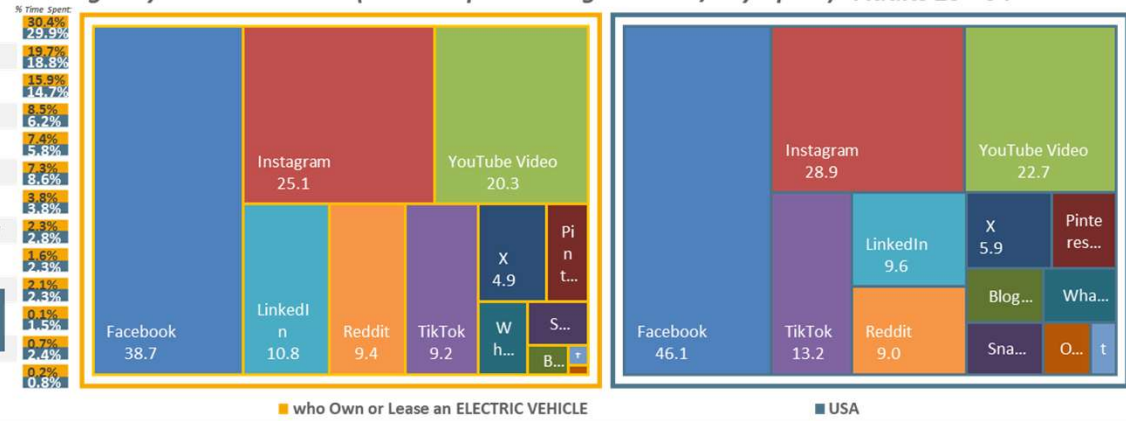


6,314,291 or 75.4% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 35.4 minutes every day representing 32.0% of all time spent daily with Ad-Supported Social Media.

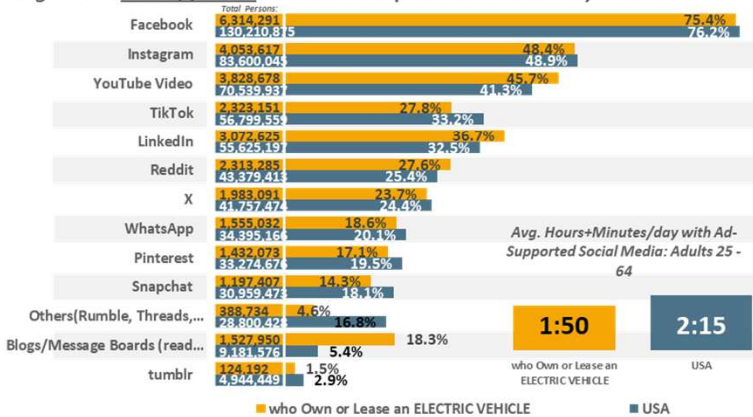
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**



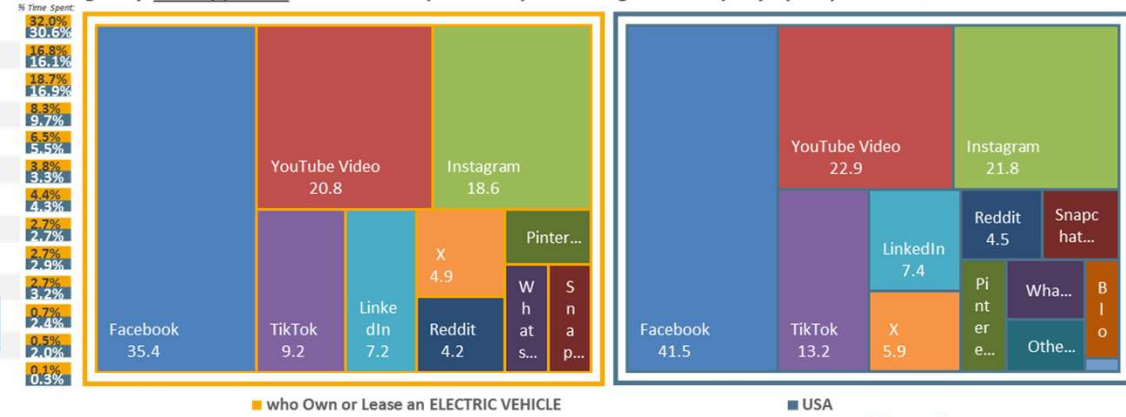
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



**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

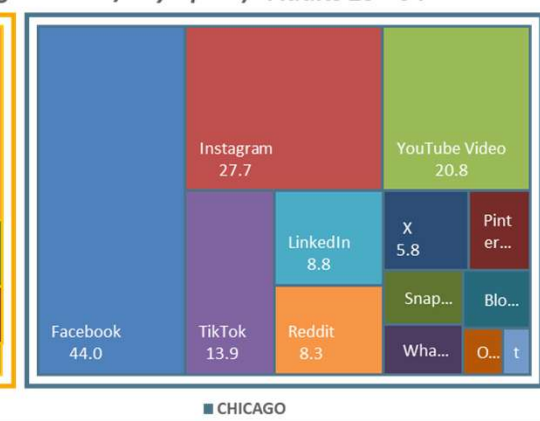
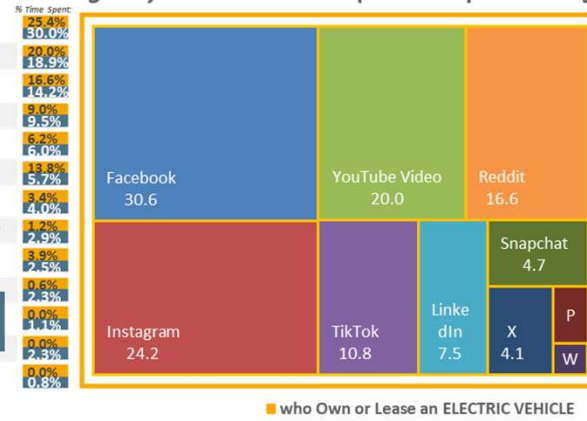
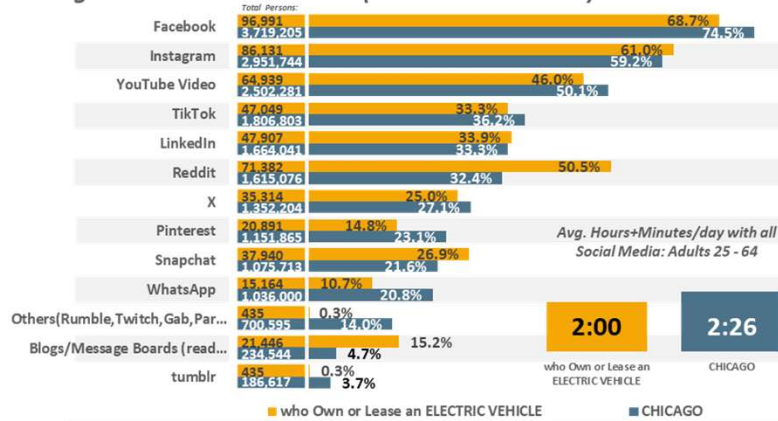




96,991 or 68.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 31.3 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

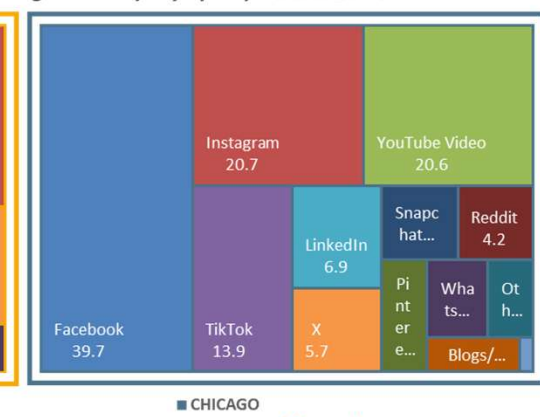
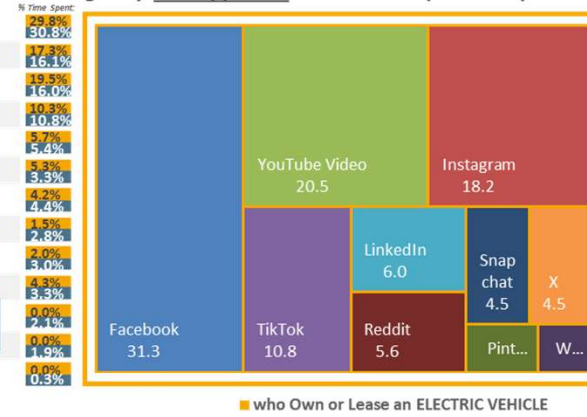
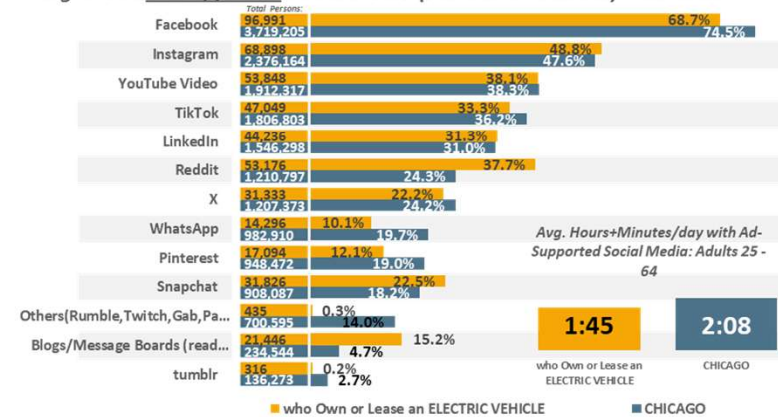
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**

**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**

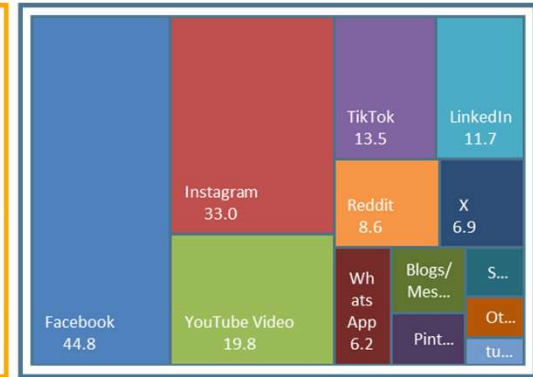
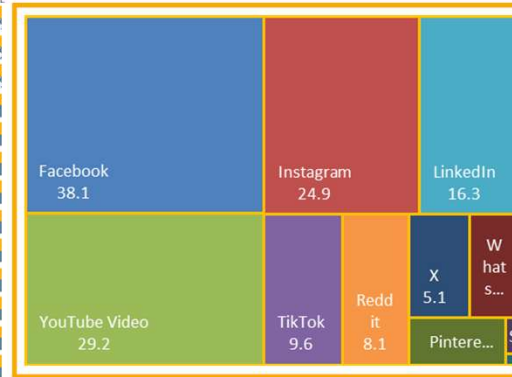
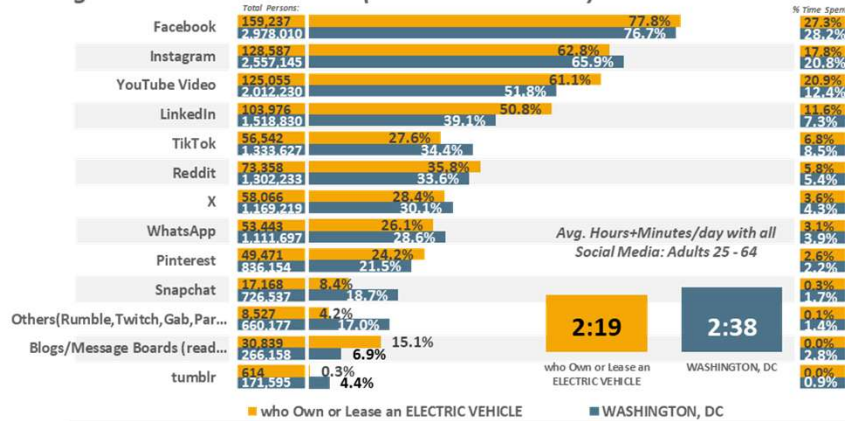




156,713 or 76.6% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 36.2 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

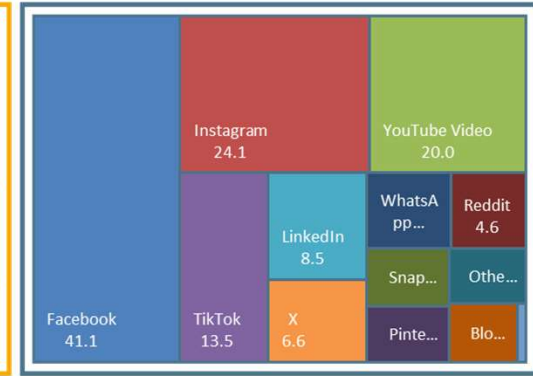
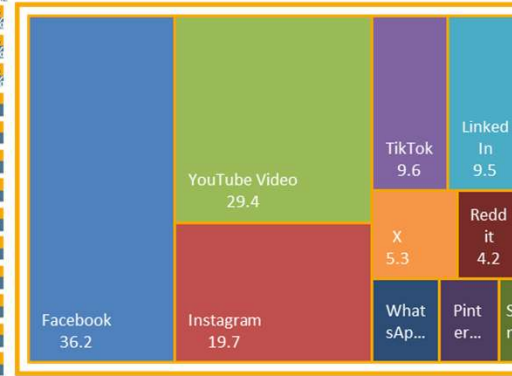
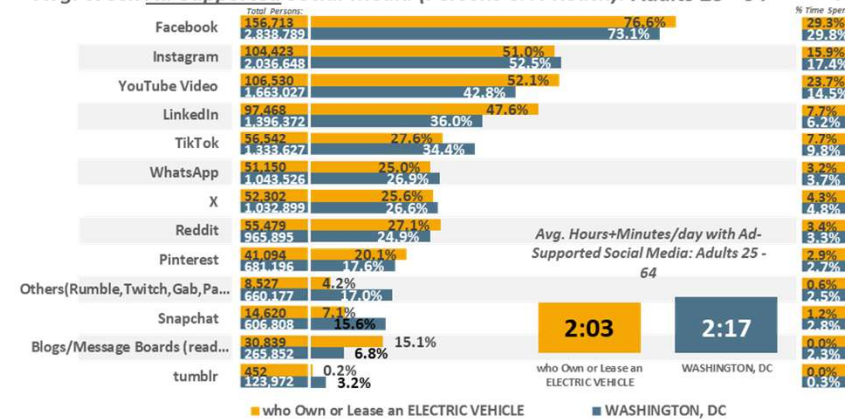
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**

**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**

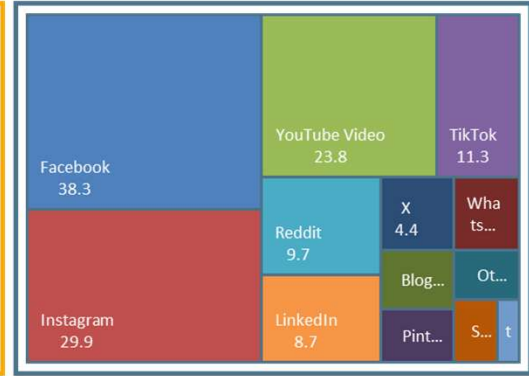
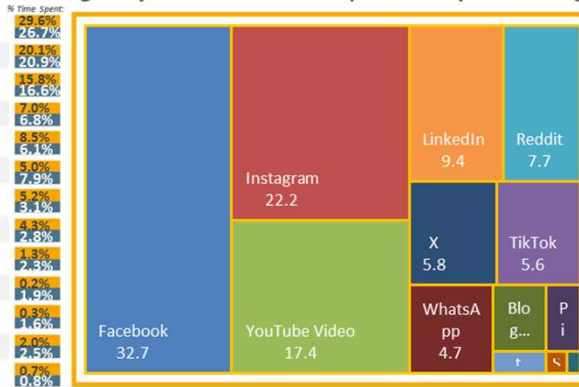
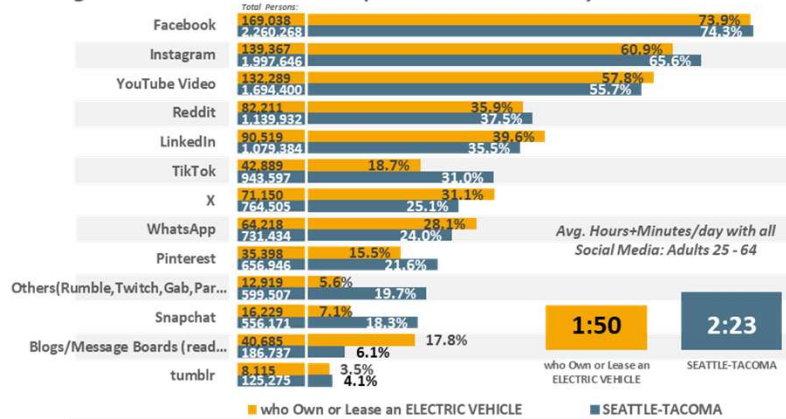




167,831 or 73.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 29.5 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

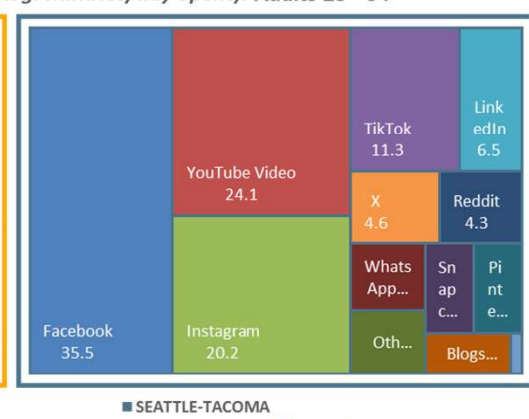
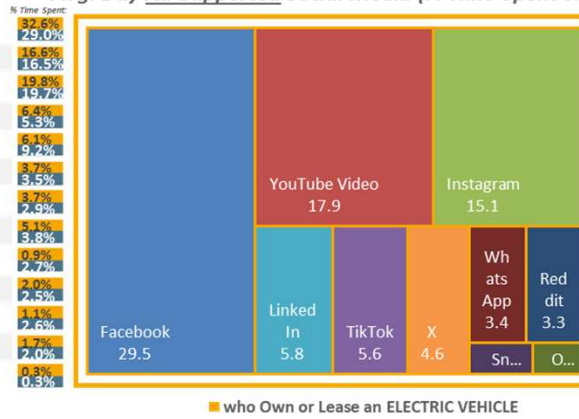
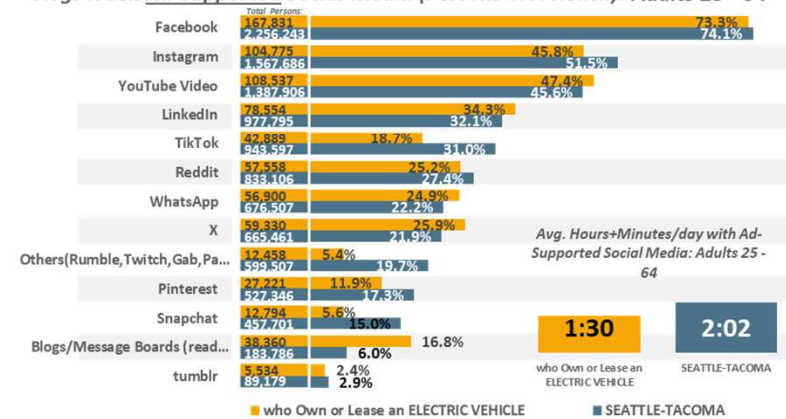
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**

**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**



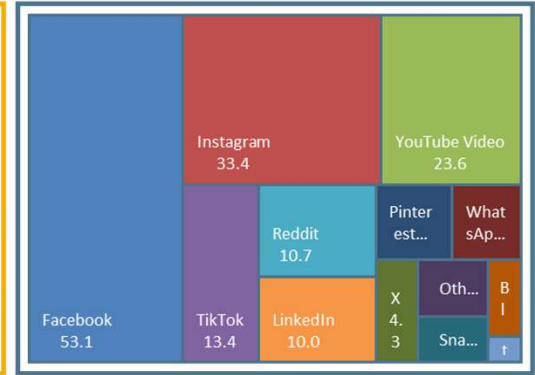
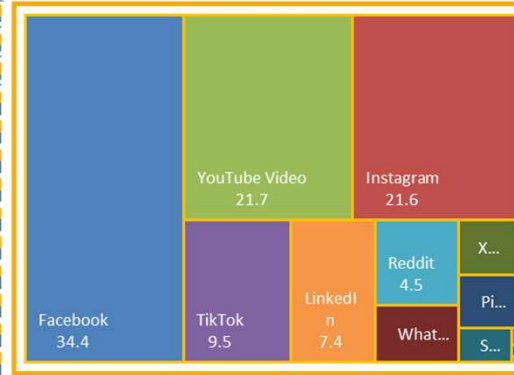
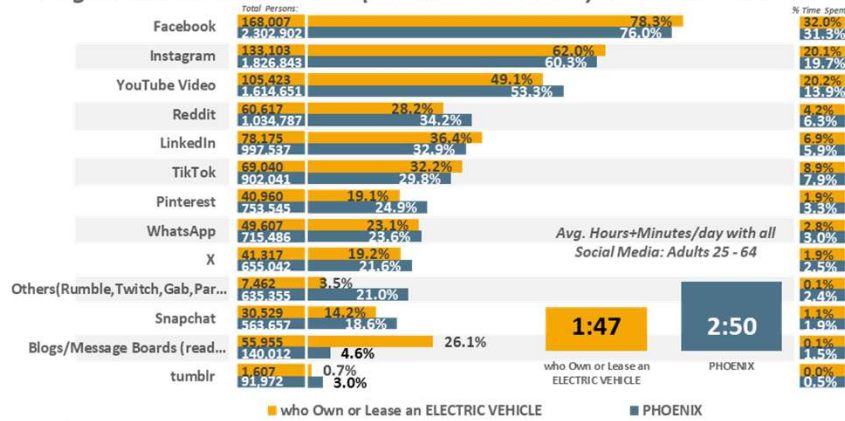




168,007 or 78.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 30.5 minutes every day representing 31.0% of all time spent daily with Ad-Supported Social Media.

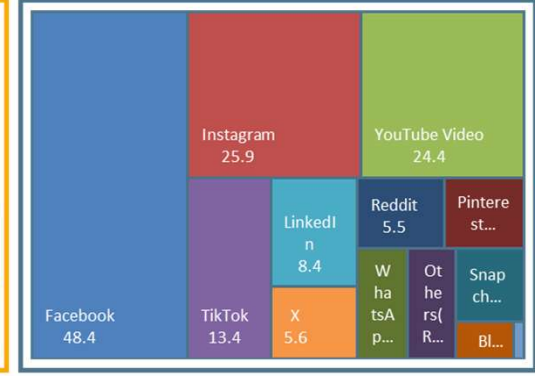
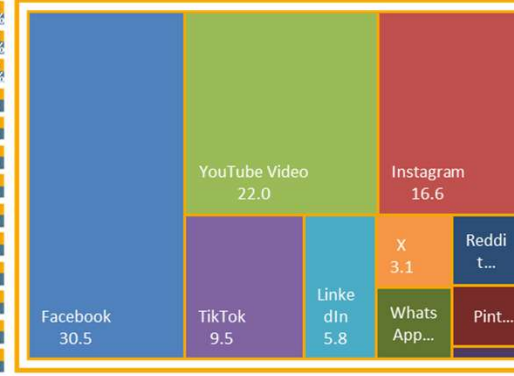
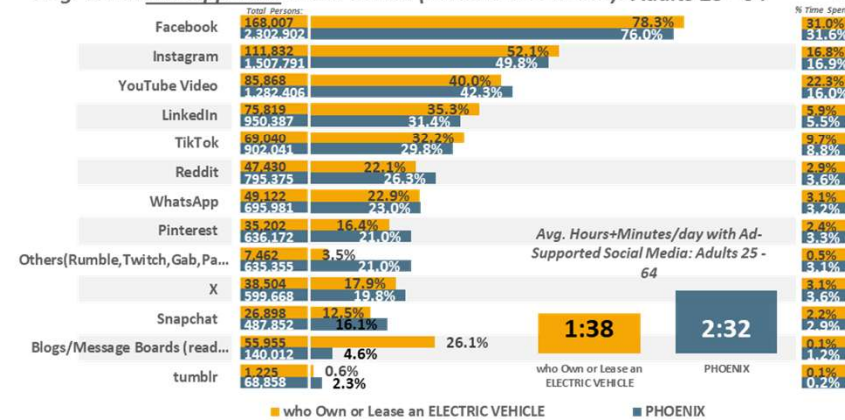
**Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64**

**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**

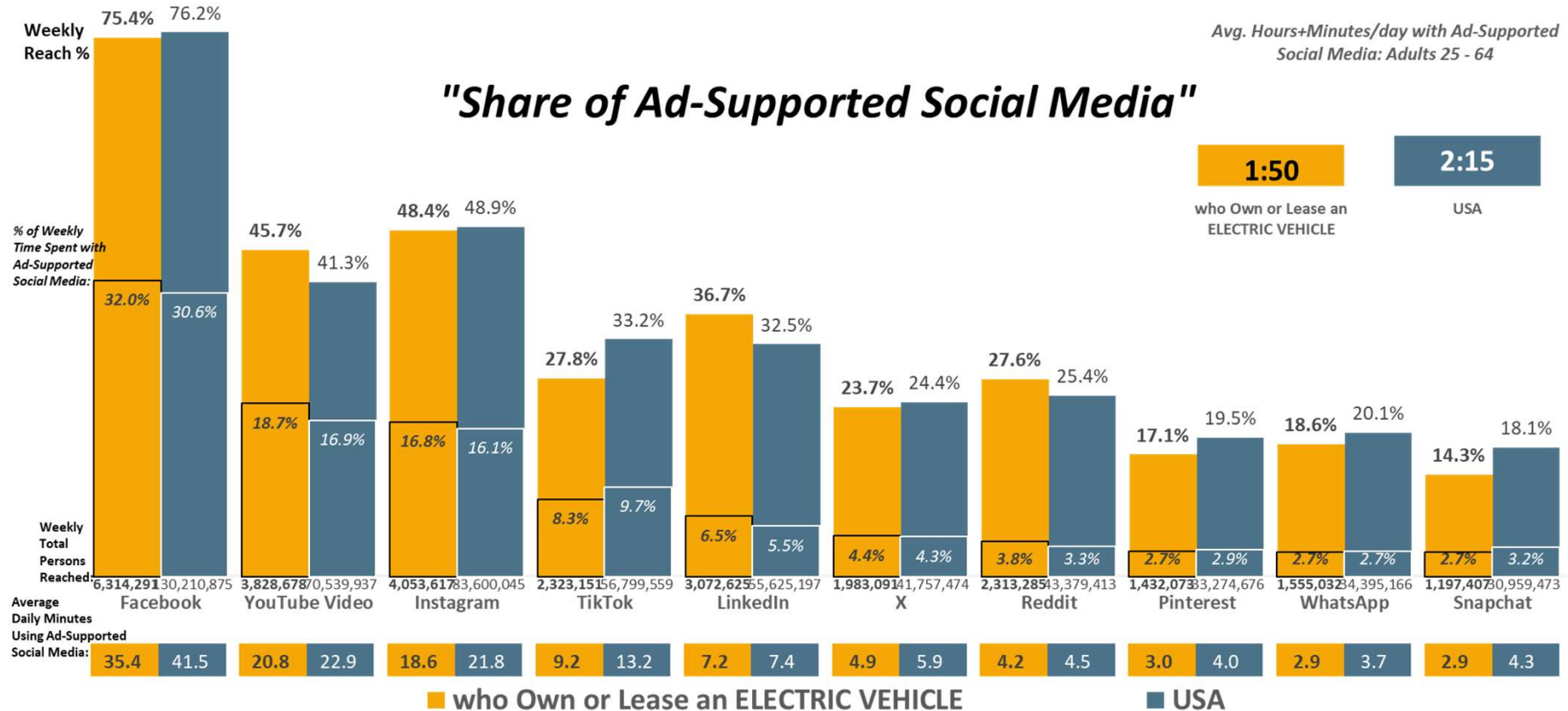
**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**





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.

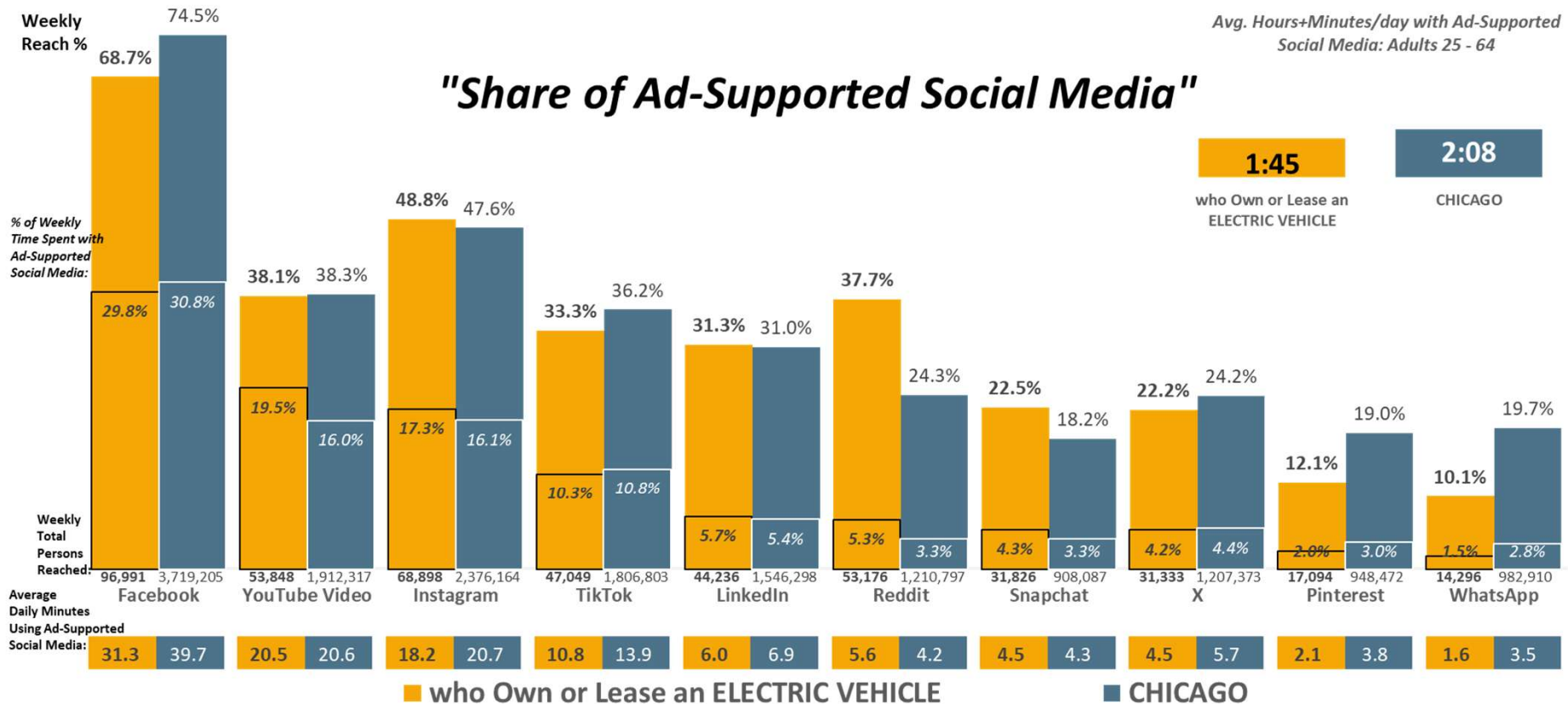
## "Share of Ad-Supported Social Media"





96,991 or 68.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 31.3 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

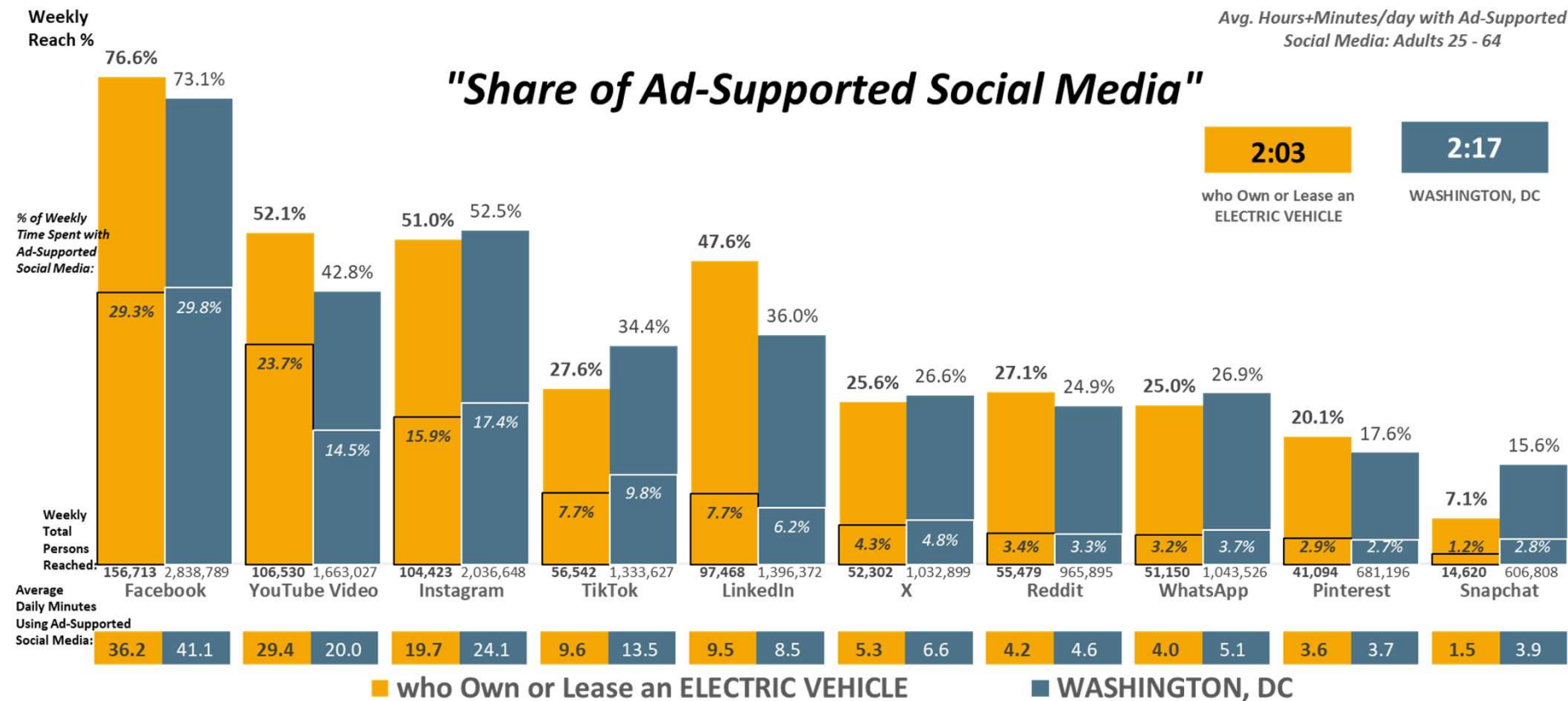
## "Share of Ad-Supported Social Media"







156,713 or 76.6% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 36.2 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 298 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919  
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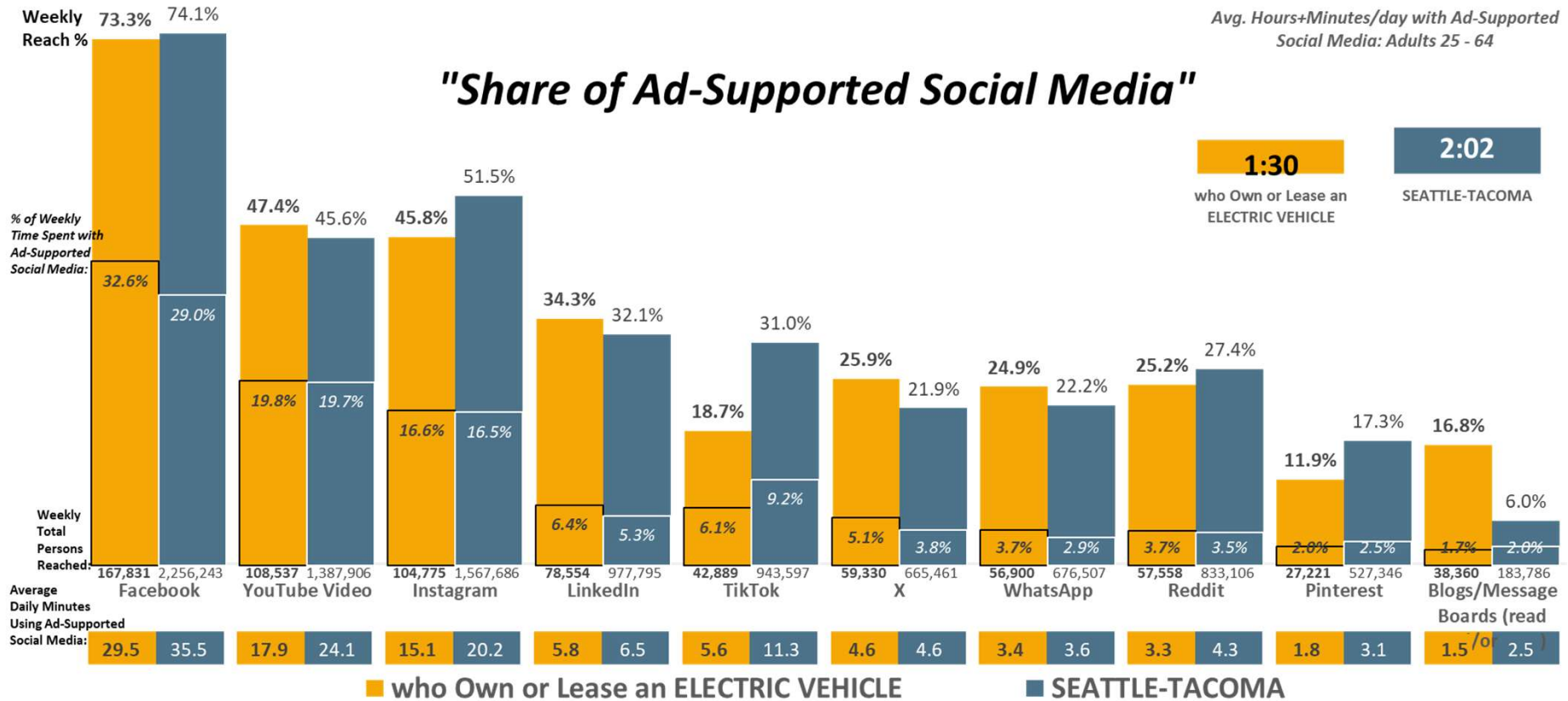
**soefa.ai** Share of Everything for Anything

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



167,831 or 73.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 29.5 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

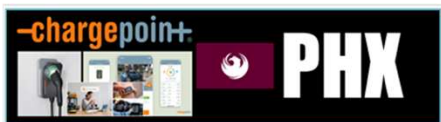
## "Share of Ad-Supported Social Media"



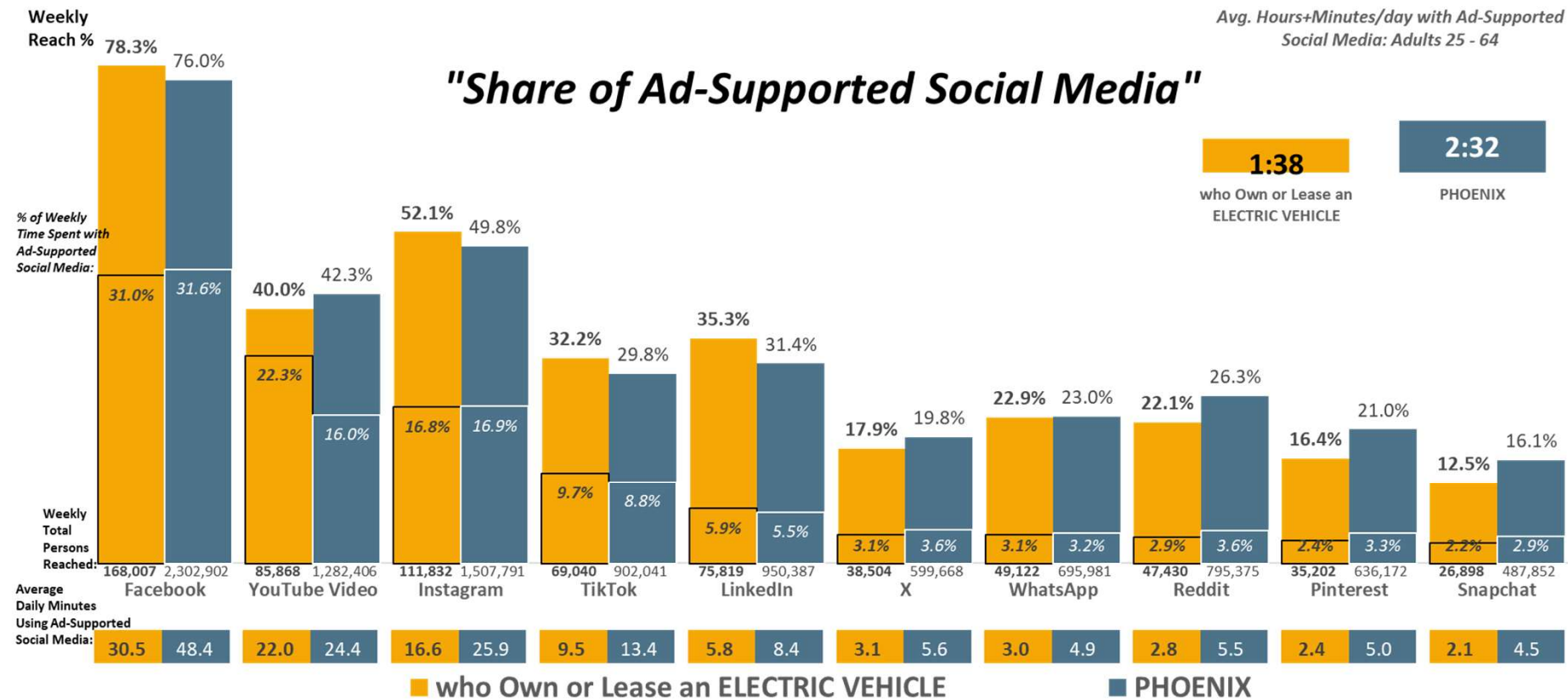
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 305 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986  
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**soefa.ai** Share of Everything for Anything

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



168,007 or 78.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE use Ad-Supported Facebook for an average of 30.5 minutes every day representing 31.0% of all time spent daily with Ad-Supported Social Media.

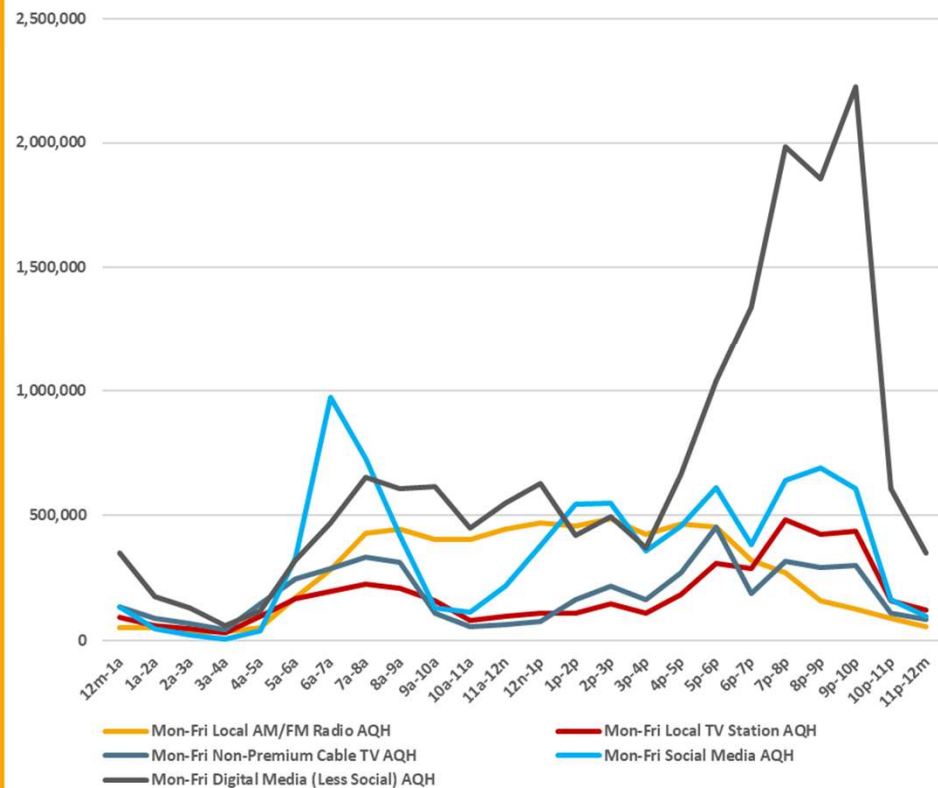




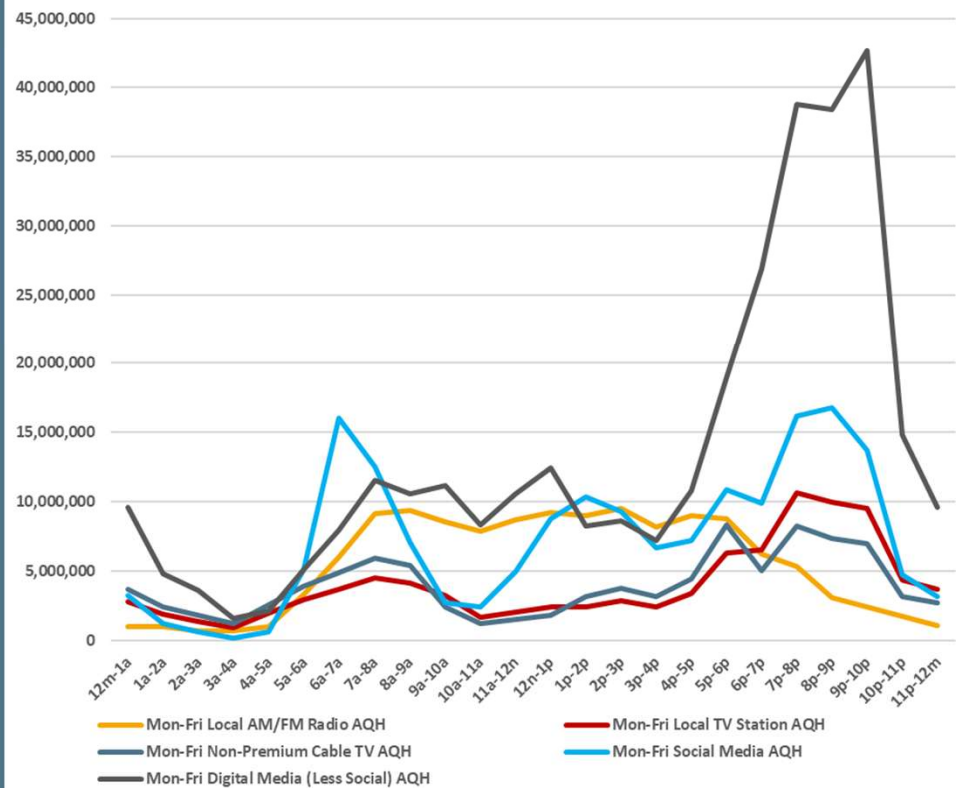


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 640,073;  
Social Media: 451,688; Local Radio: 422,317; Non-Prem. Cable: 207,728; Local TV: 171,321  
reaching Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE.

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



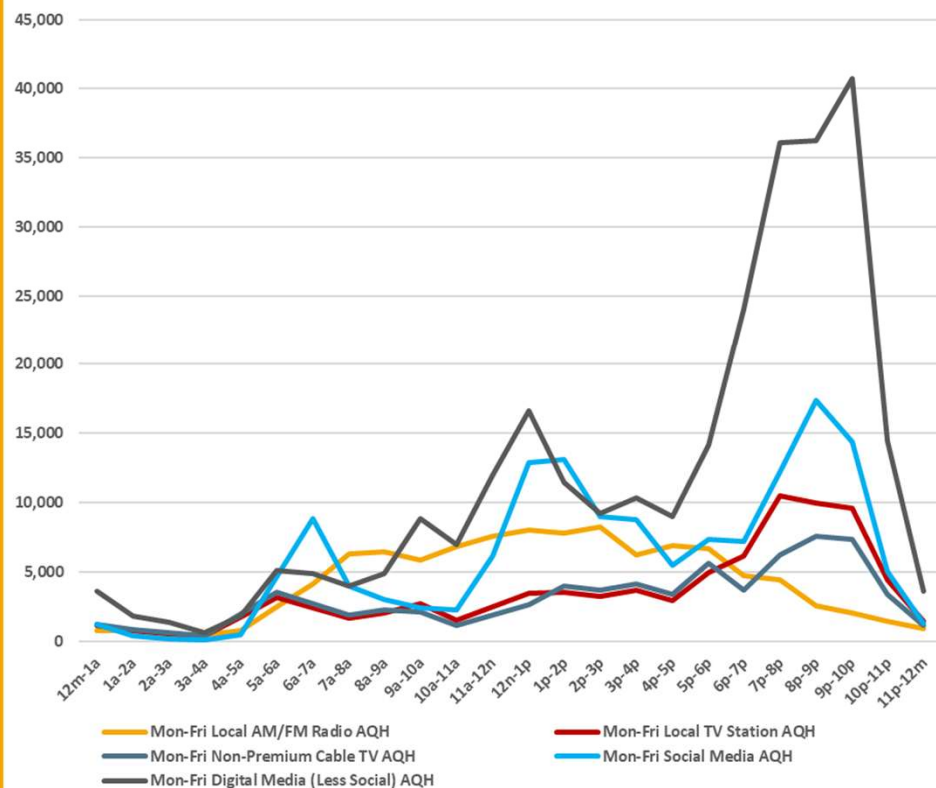
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA Metro Area Adults 25 - 64



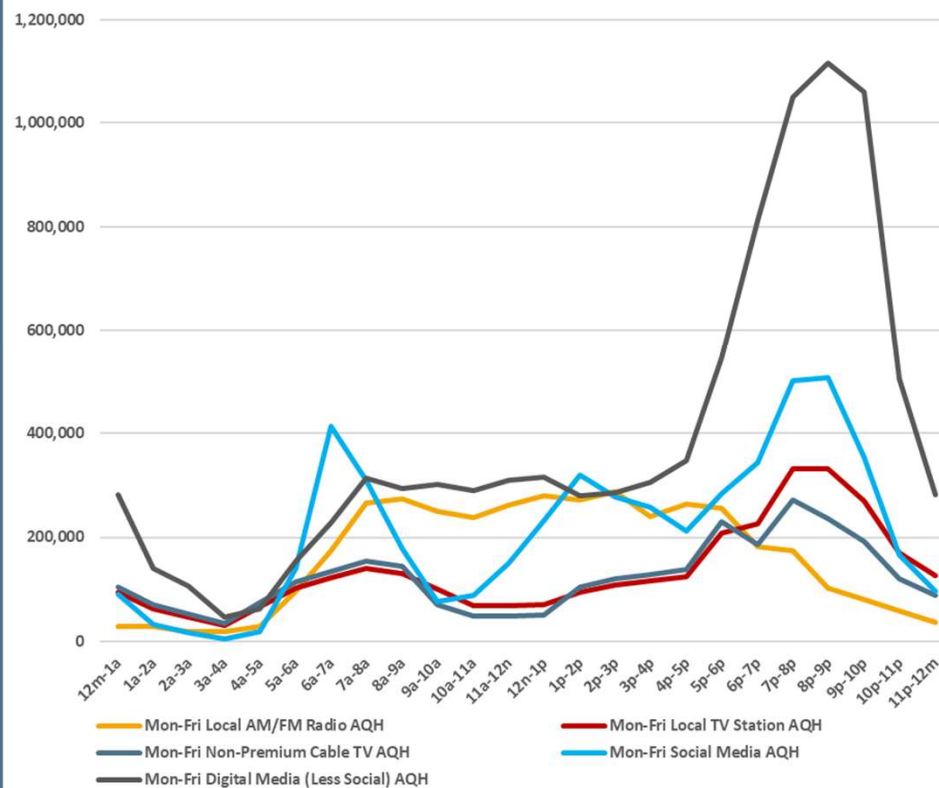


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,488;  
Social Media: 6,961; Local Radio: 6,595; Local TV: 3,135; Non-Prem. Cable: 3,012 reaching  
Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE.

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



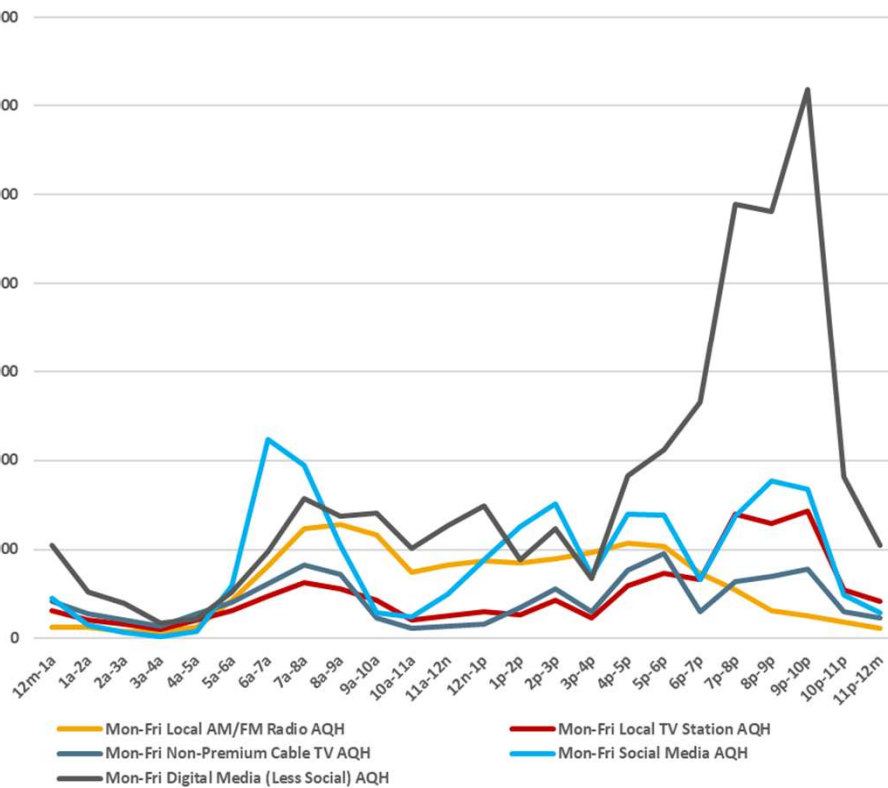
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CHICAGO Metro Area Adults 25 - 64



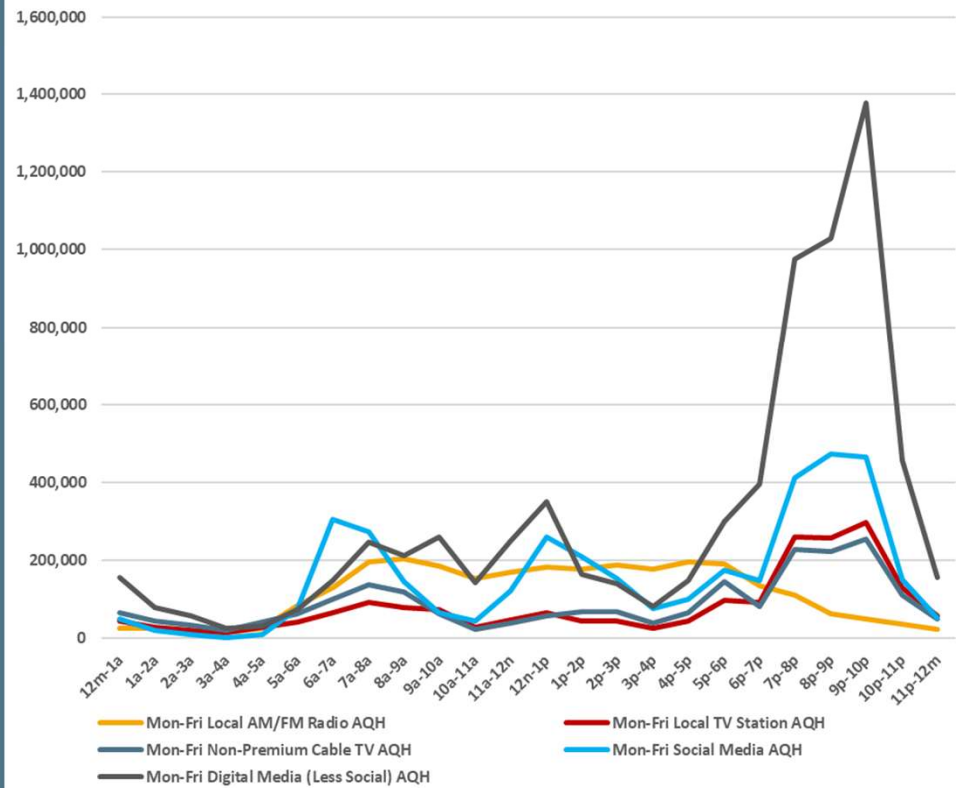


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,197;  
Social Media: 10,803; Local Radio: 9,595; Non-Prem. Cable: 4,666; Local TV: 4,435  
reaching Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE.

(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)  
WASHINGTON, DC DMA Adults 25 - 64

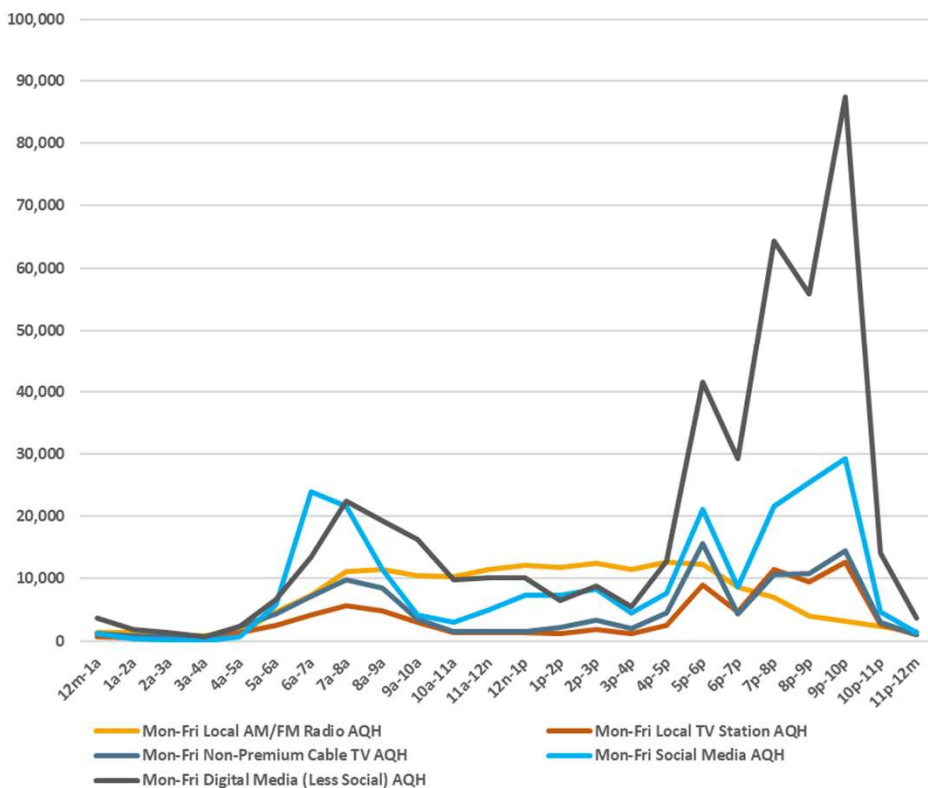




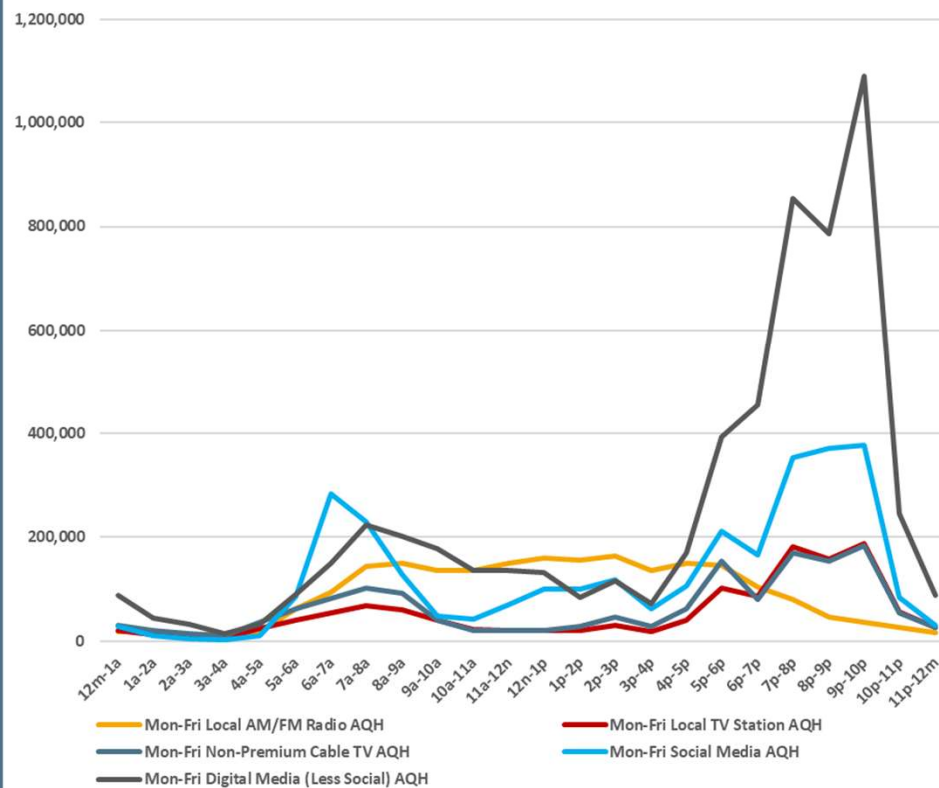


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,856;  
Local Radio: 11,079; Social Media: 10,322; Non-Prem. Cable: 5,038; Local TV: 3,246  
reaching Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE.

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



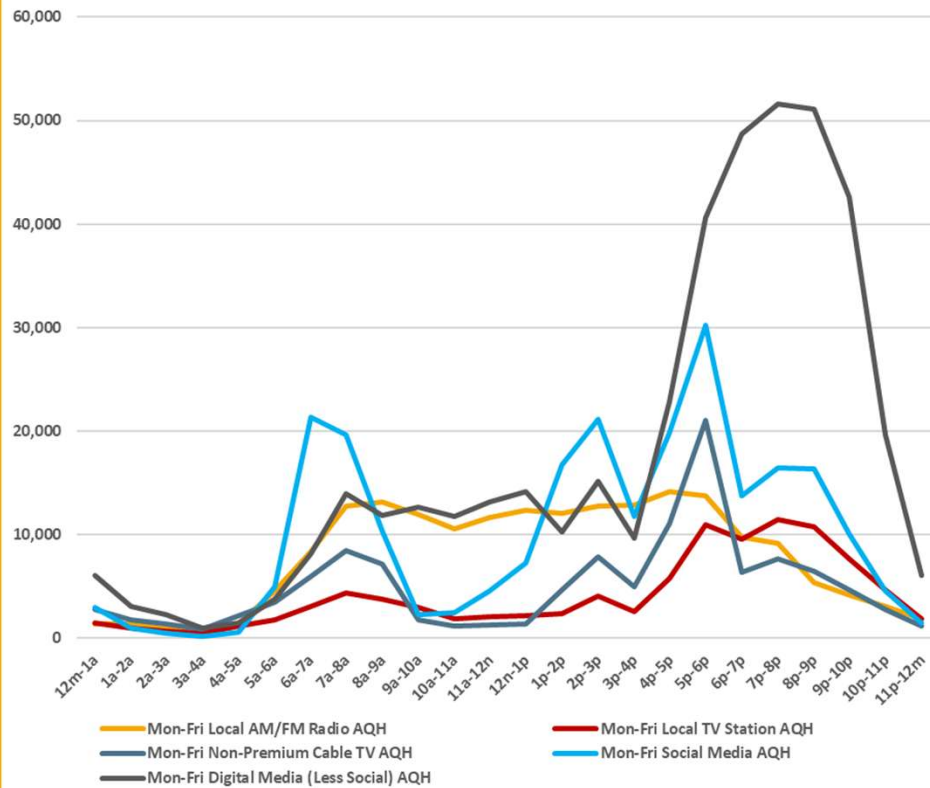
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
SEATTLE-TACOMA Metro Area Adults 25 - 64



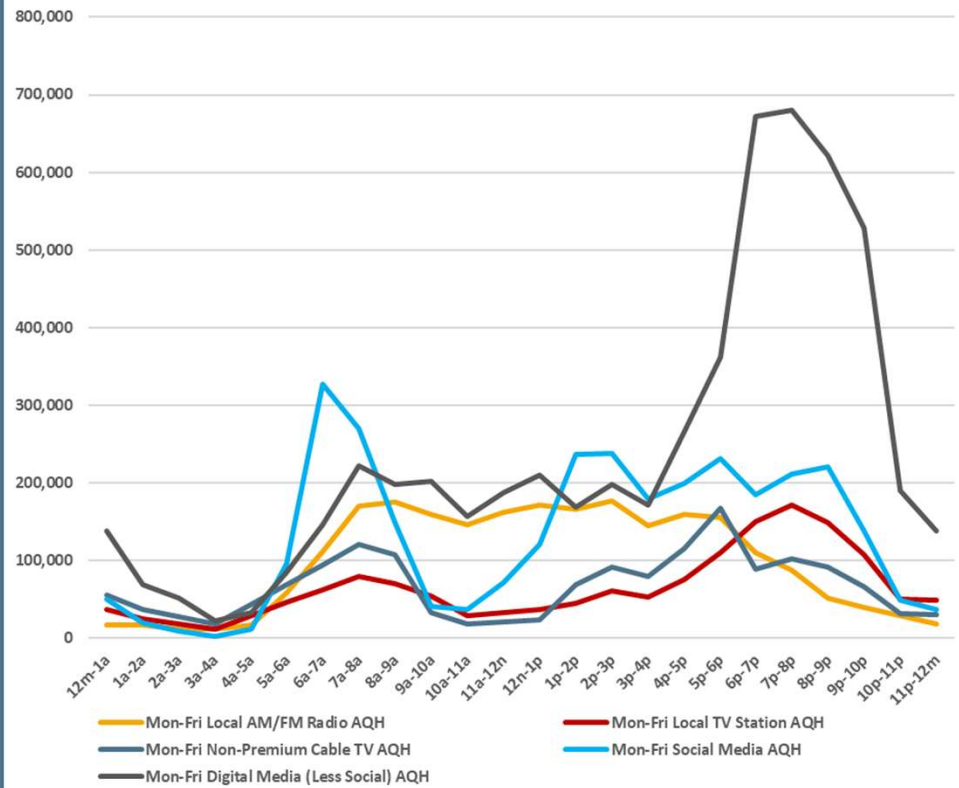


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,947;  
Social Media: 13,961; Local Radio: 12,017; Non-Prem. Cable: 6,398; Local TV: 4,324  
reaching Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE.

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



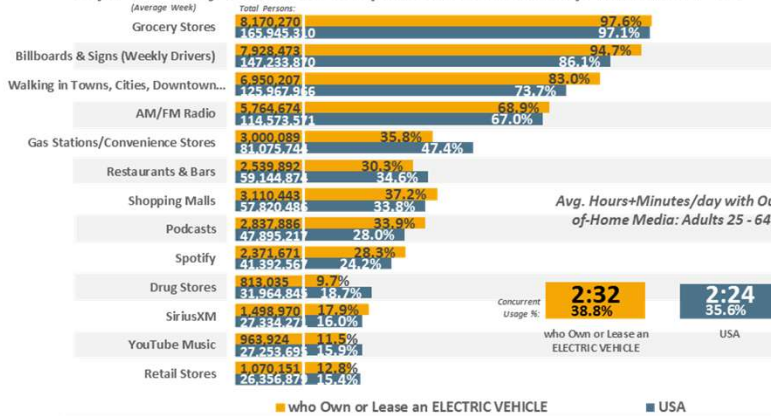
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
PHOENIX Metro Area Adults 25 - 64



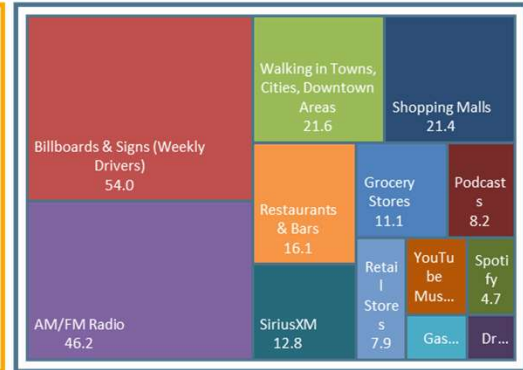


7,928,473 or 94.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 66.7% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes/day.

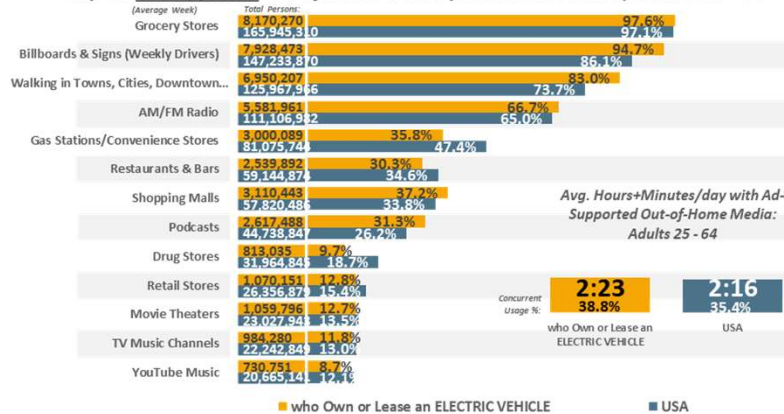
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



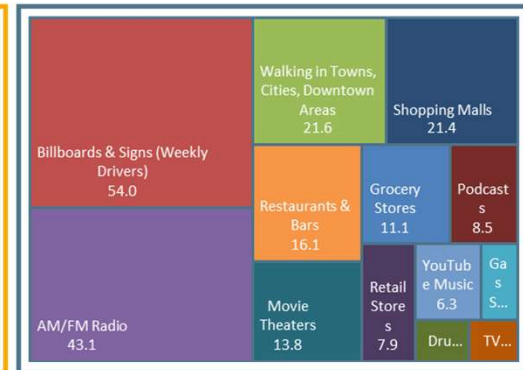
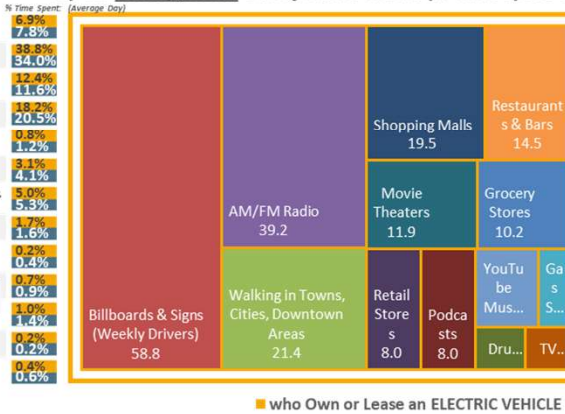
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### 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

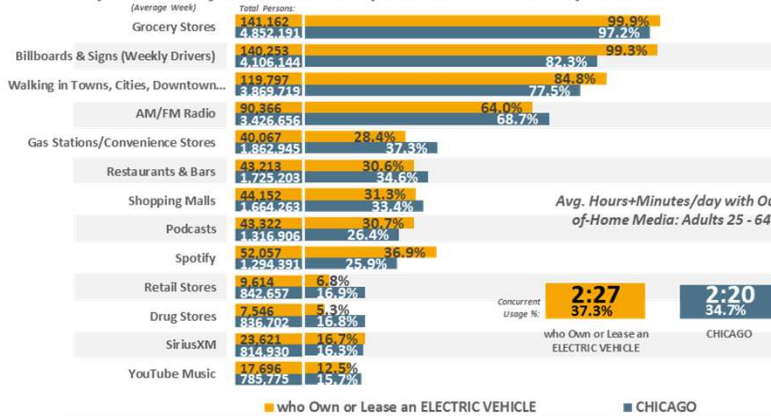




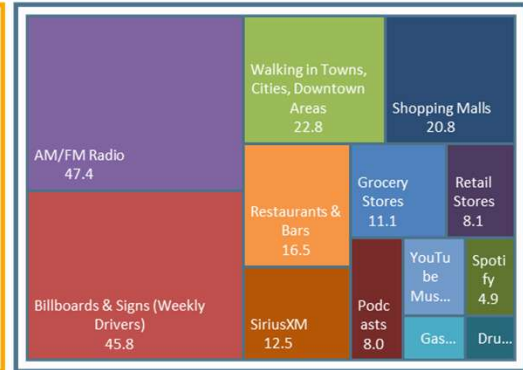
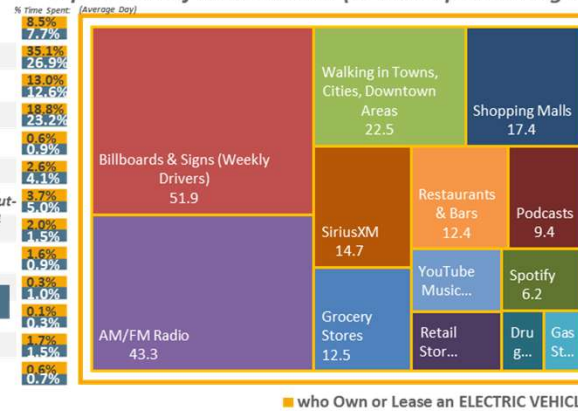


140,253 or 99.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 61.8% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/day.

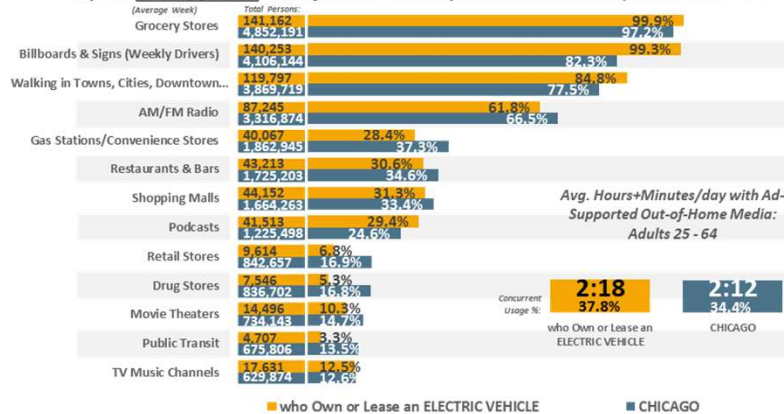
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



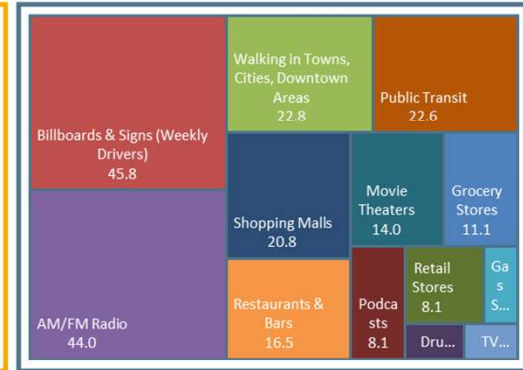
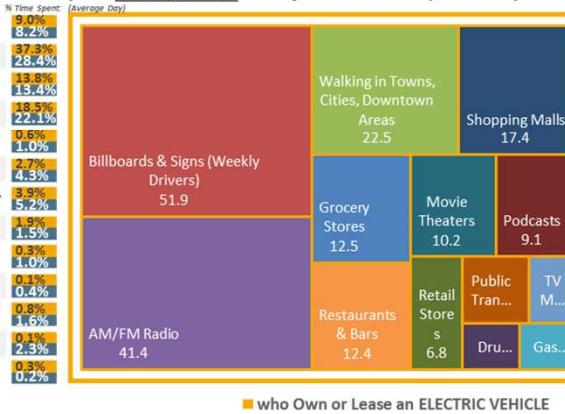
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



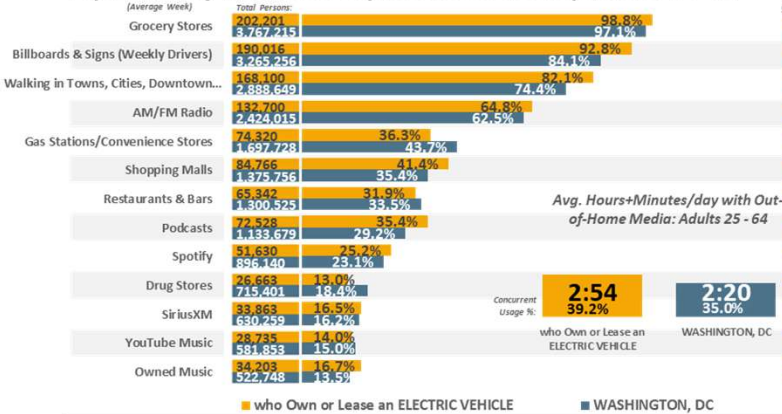
### Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



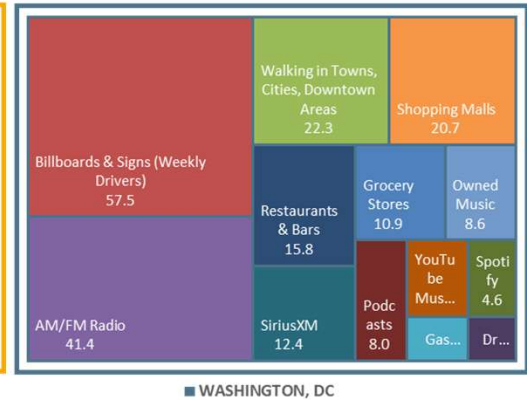
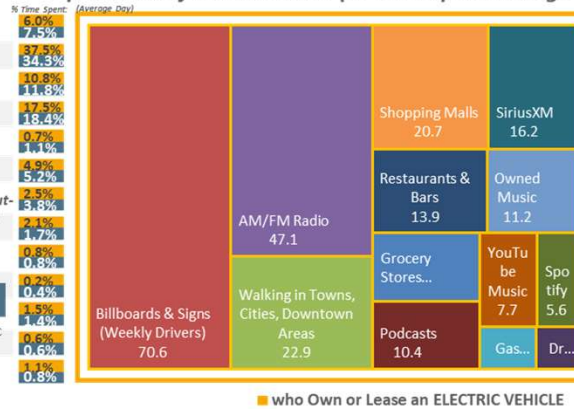


190,016 or 92.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 70.6 minutes per day driving, seeing Billboards and Signs. 61.6% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day.

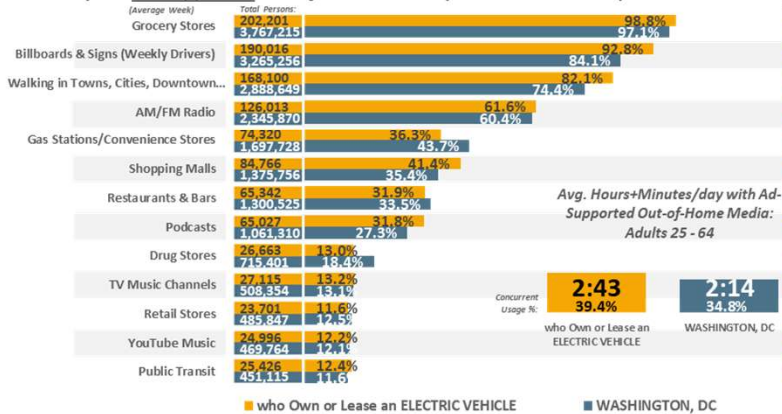
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64**



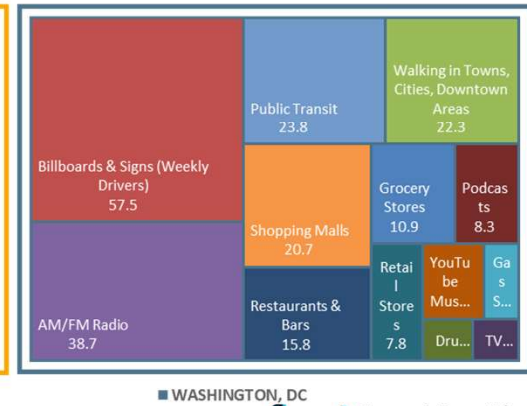
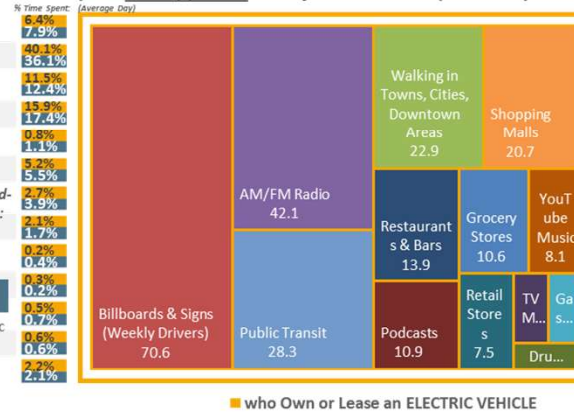
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



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



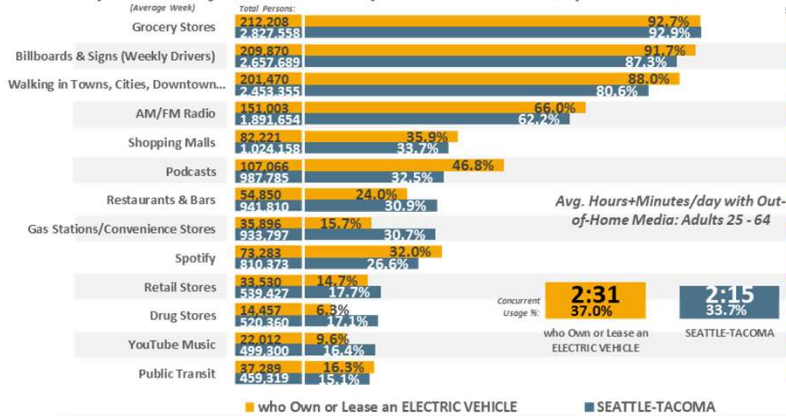
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**





209,870 or 91.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 64.% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/day.

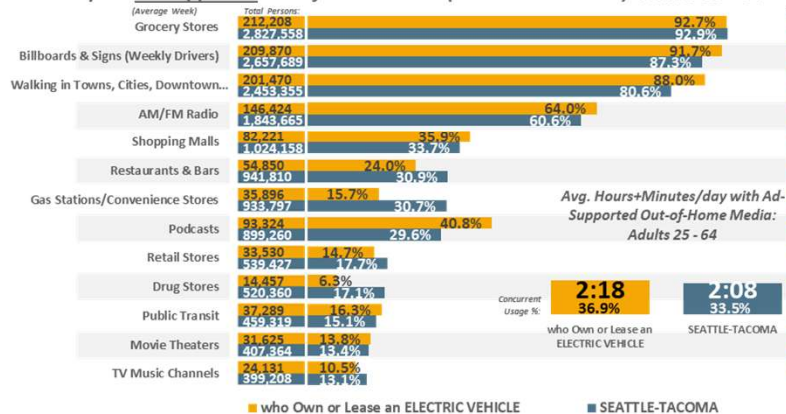
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



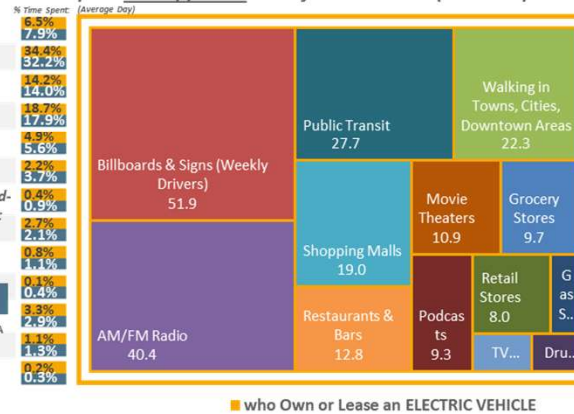
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### 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

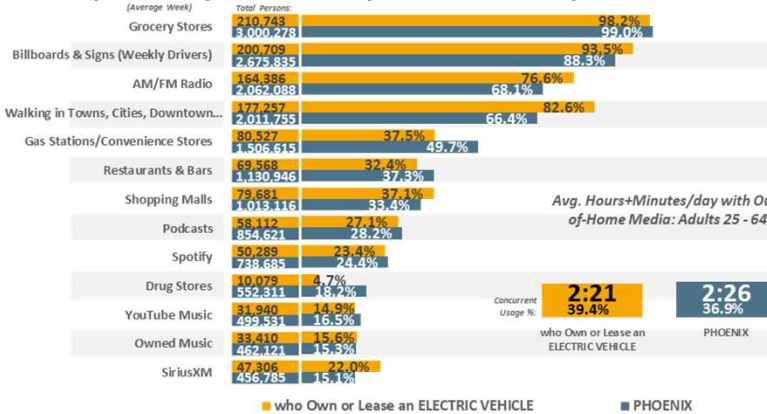




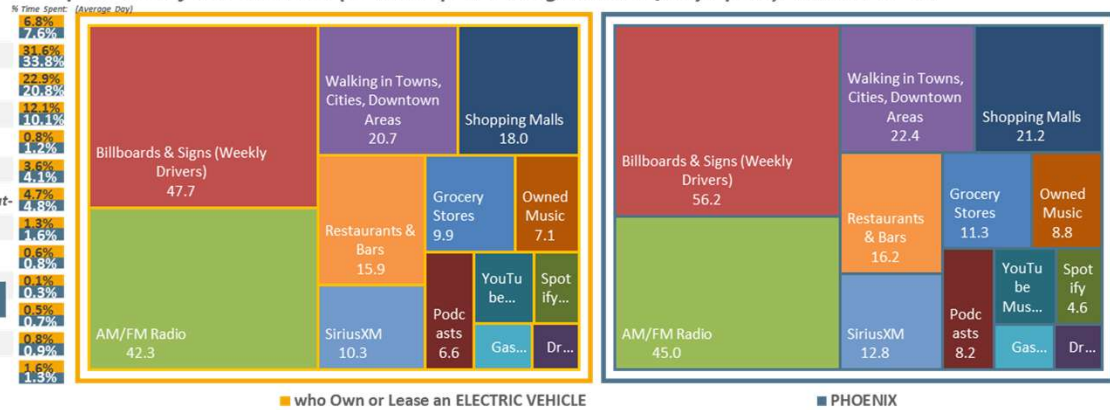


200,709 or 93.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 47.7 minutes per day driving, seeing Billboards and Signs. 75.2% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/day.

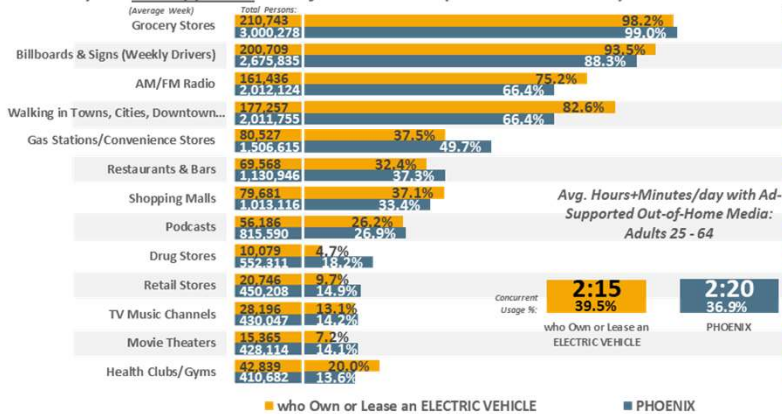
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



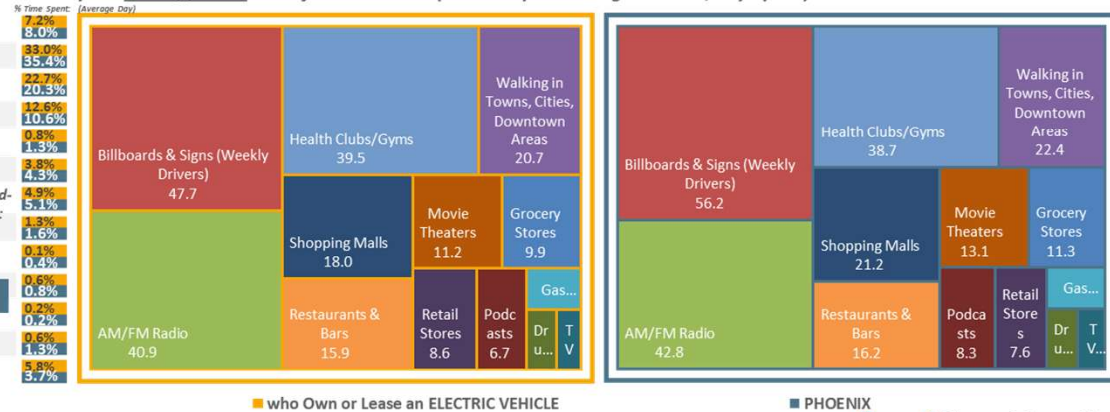
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### 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



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 181  
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Electric/Hybrid vehicles (HHELD): Own or lease electric vehicle

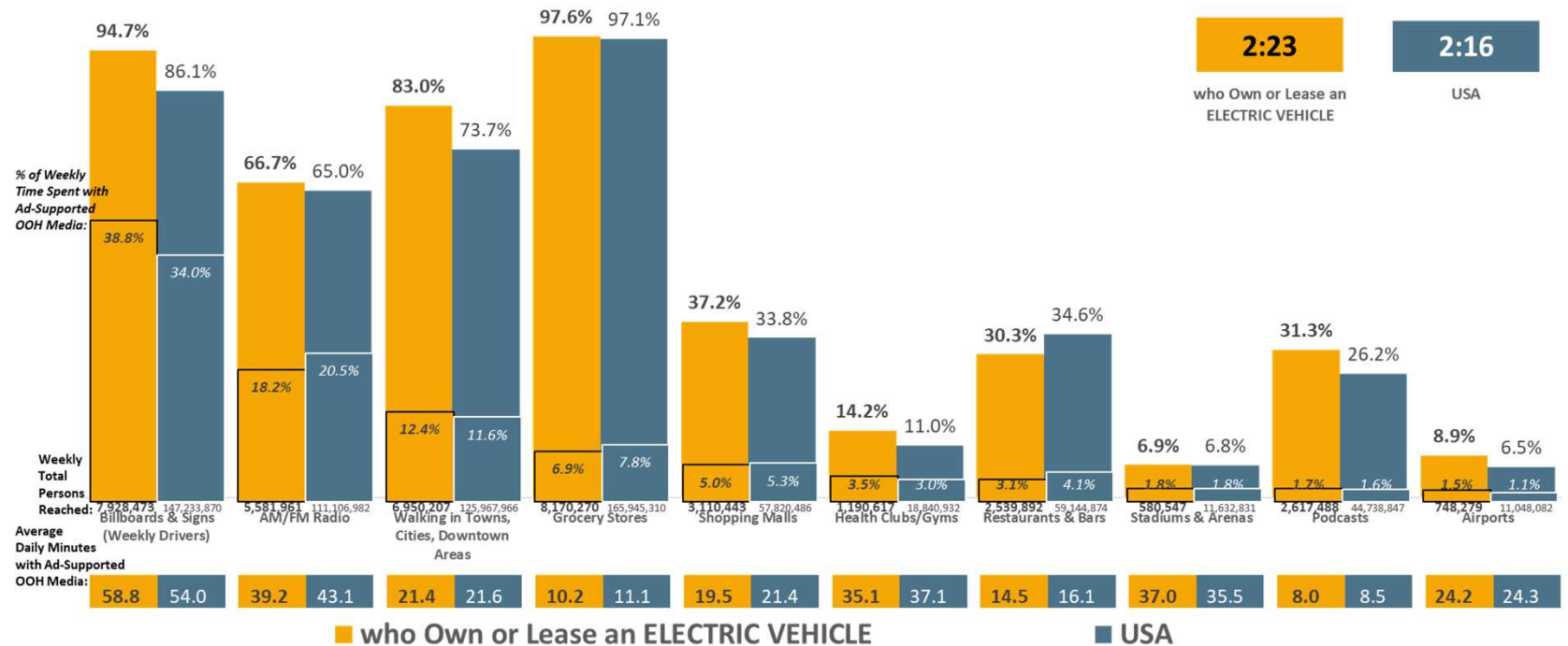


7,928,473 or 94.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 58.8 minutes per day driving, seeing Billboards and Signs representing 38.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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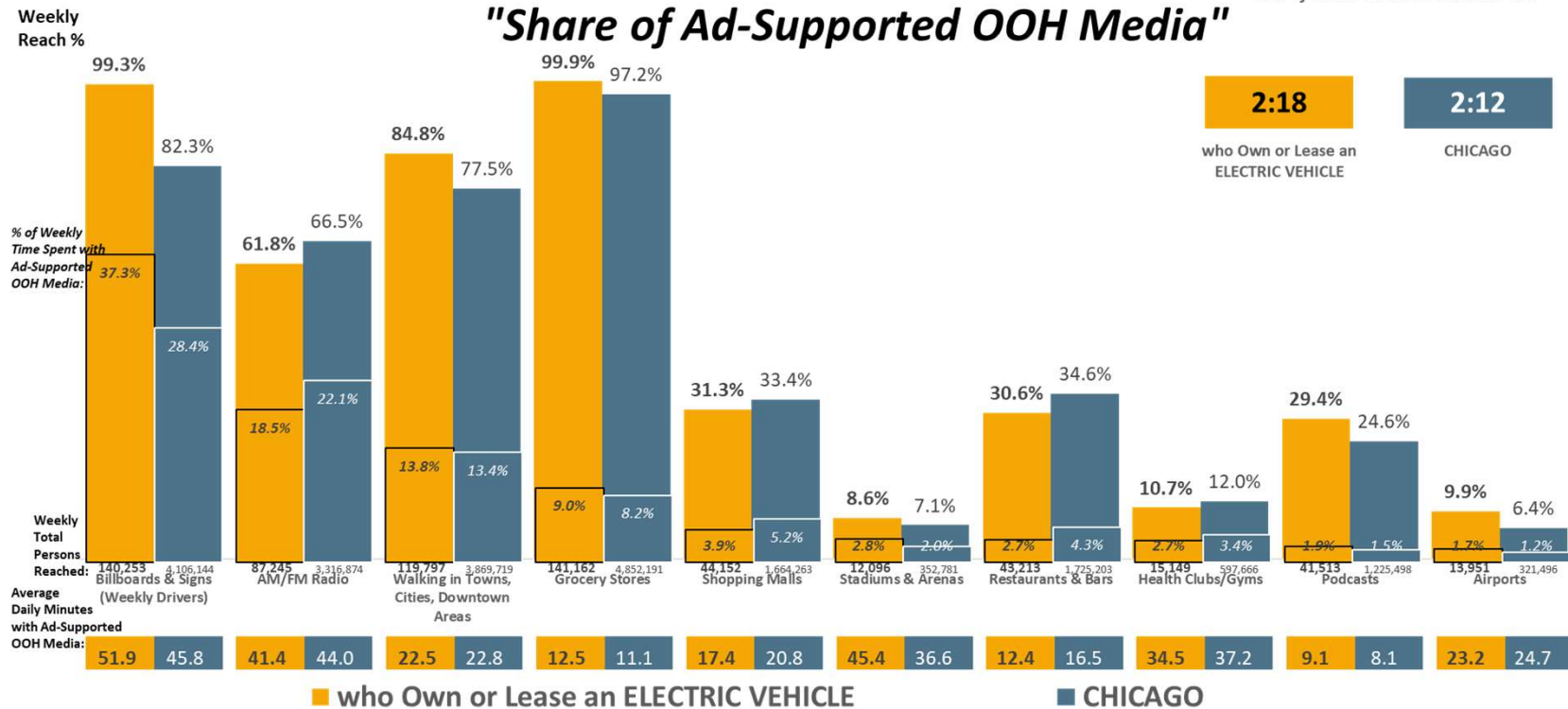
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Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle



140,253 or 99.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 37.3% 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



CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 124  
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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



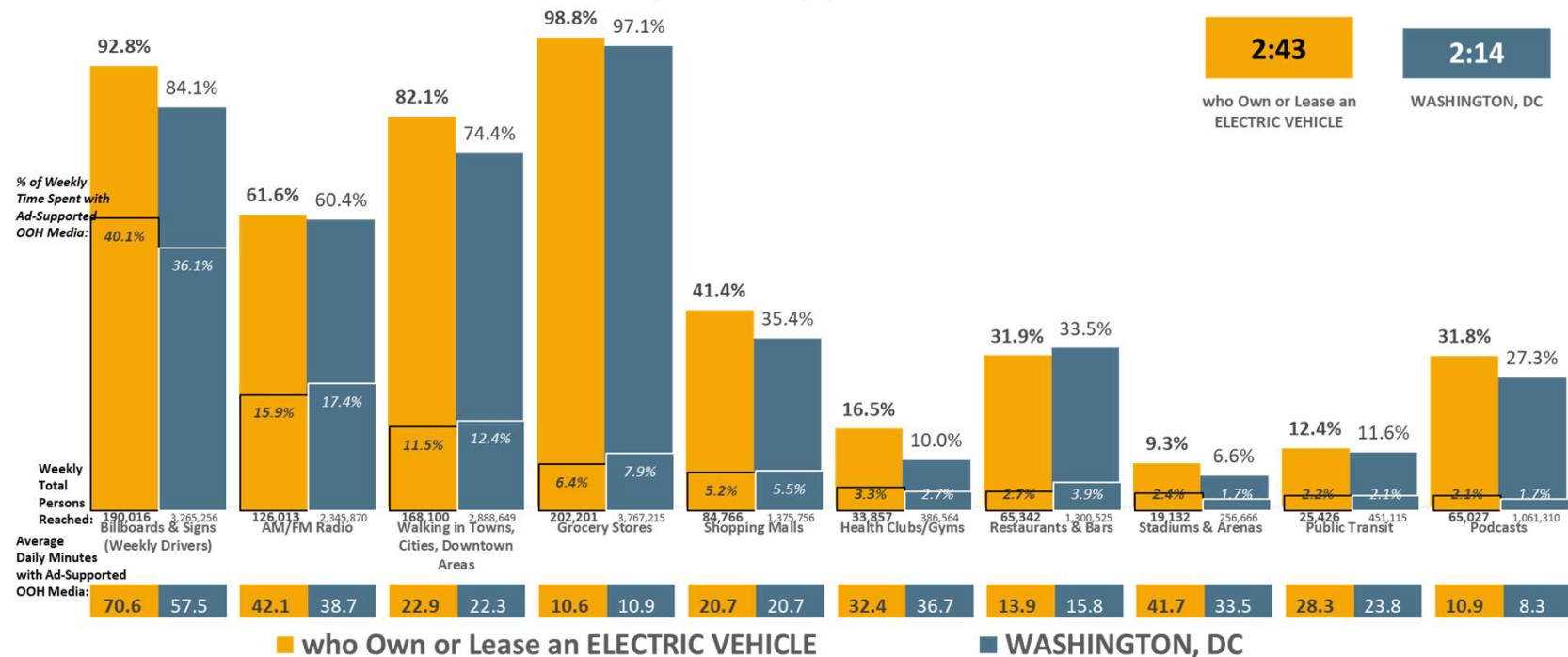


190,016 or 92.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 70.6 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 298 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919  
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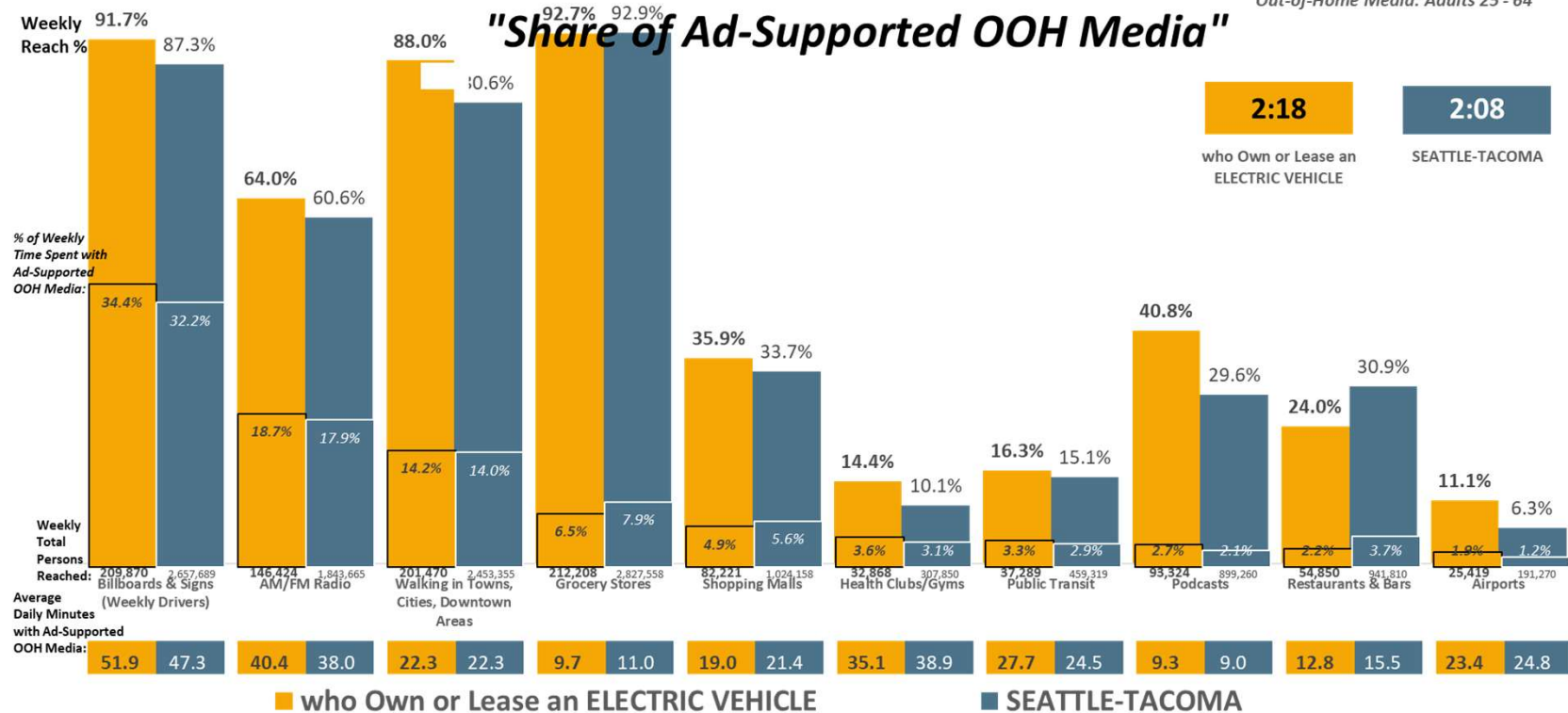
soefa.ai Share of Everything for Anything

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



209,870 or 91.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 34.4% 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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 305 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986  
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Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle

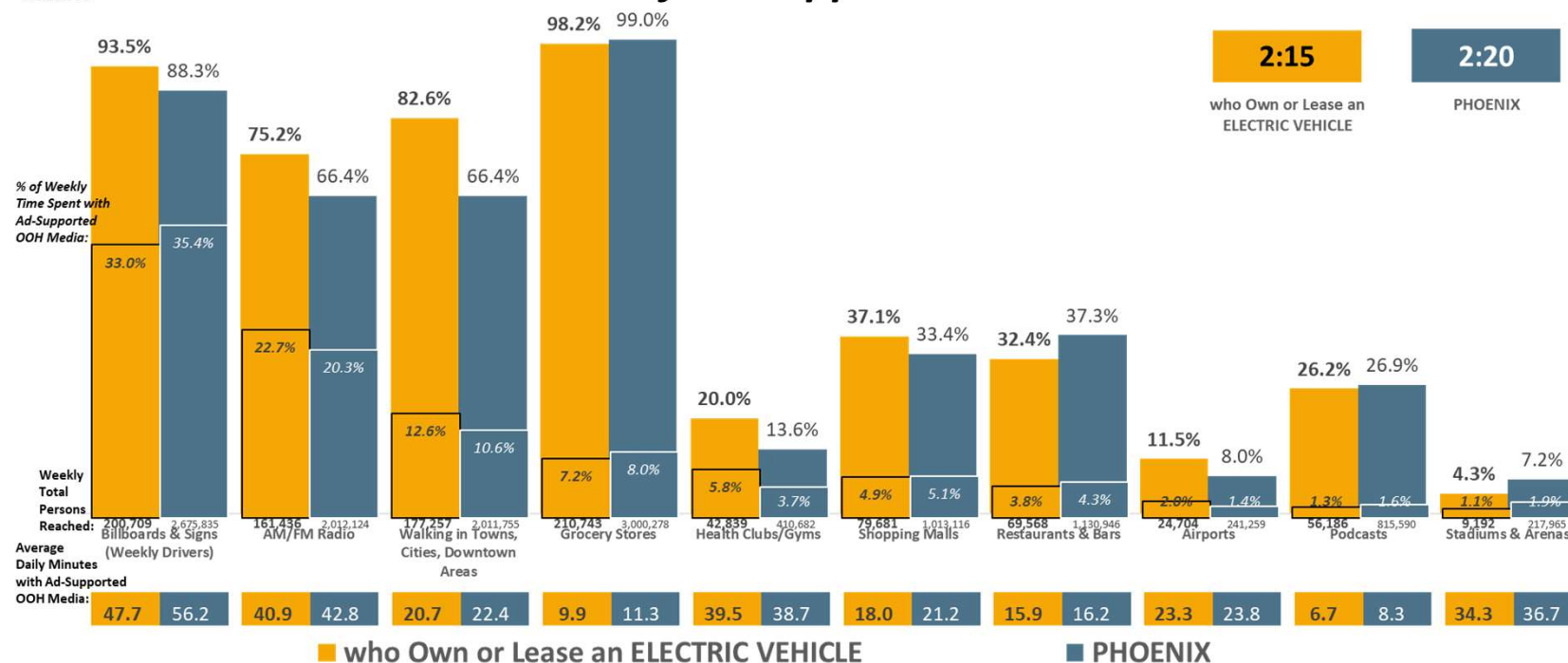


200,709 or 93.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 47.7 minutes per day driving, seeing Billboards and Signs representing 33.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 181  
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

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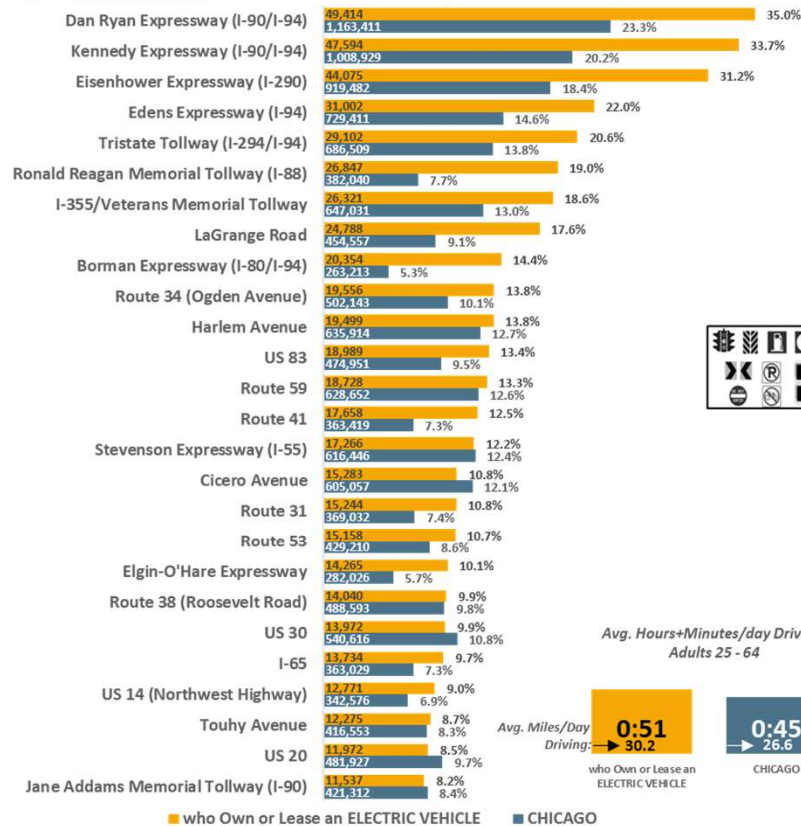
Electric/Hybrid vehicles (HHLD): Own or lease electric vehicle



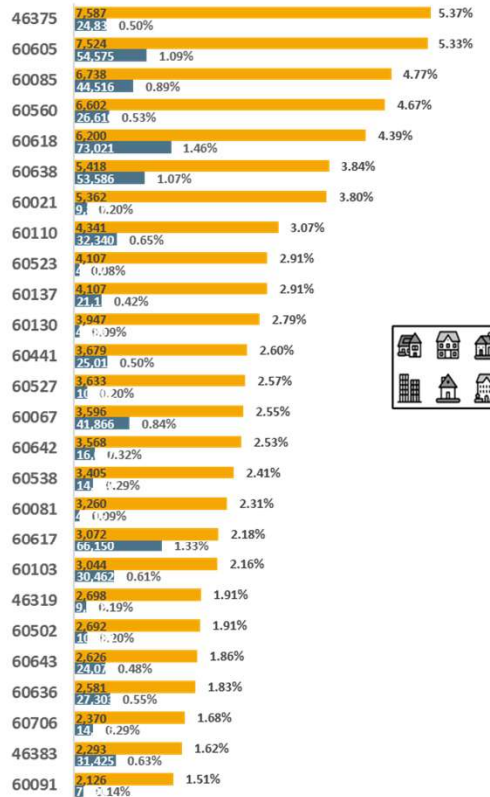


140,253 or 99.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 51.9 minutes per day driving an average of 30.2 miles each day and are 173.2% more likely to use Borman Expressway (I-80/I-94) than the Metro average.

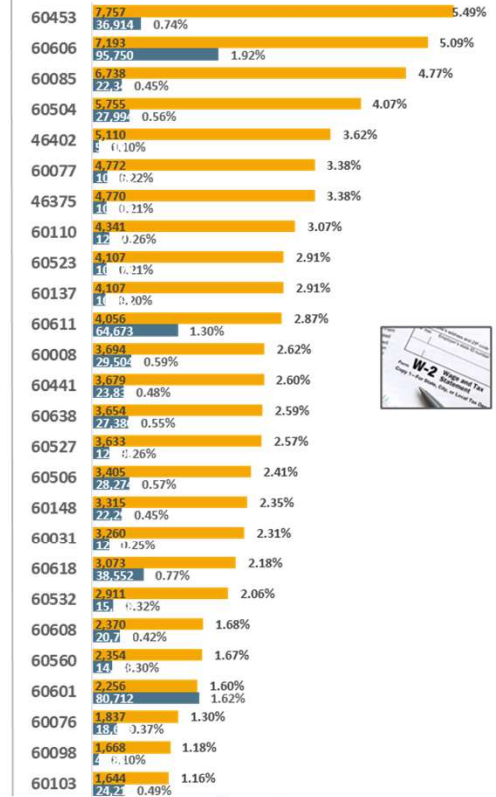
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



#### Top-26 Residential Zip Codes: Adults 25 - 64



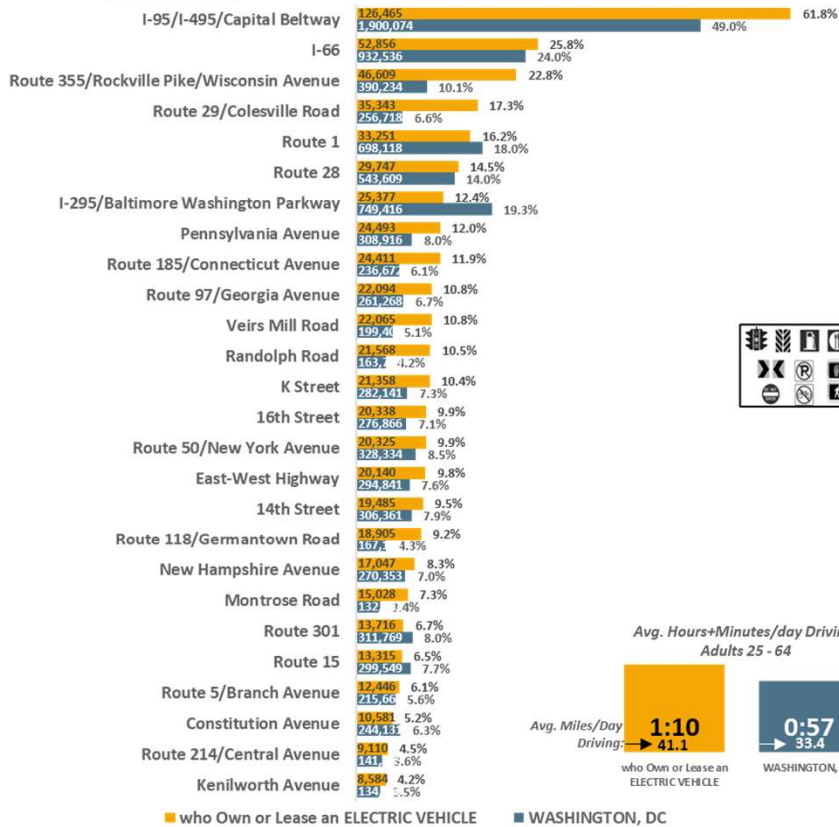
#### Top-26 Employment Zip Codes: Adults 25 - 64





190,016 or 92.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 70.6 minutes per day driving an average of 41.1 miles each day and are 161.1% more likely to use Route 29/Colesville Road than the Metro average.

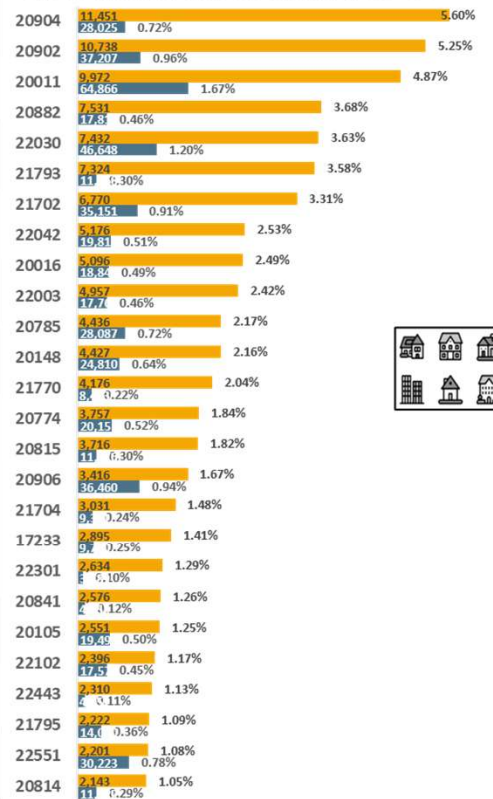
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



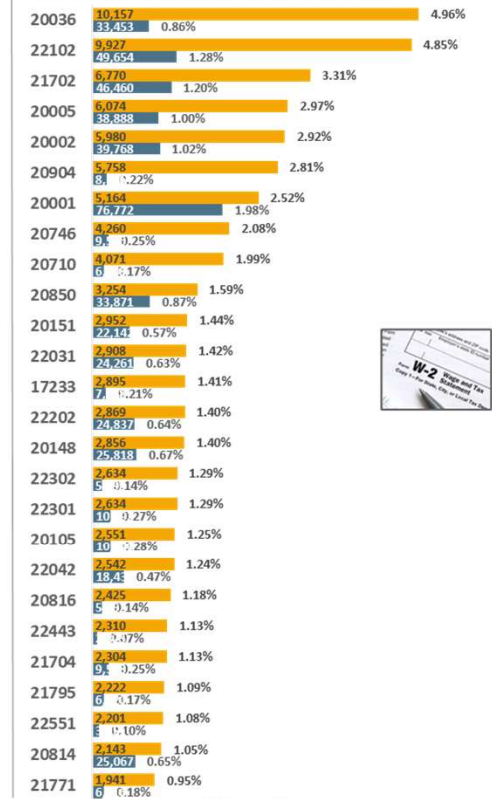
Avg. Hours+Minutes/day Driving:  
Adults 25 - 64



### Top-26 Residential Zip Codes: Adults 25 - 64



### Top-26 Employment Zip Codes: Adults 25 - 64

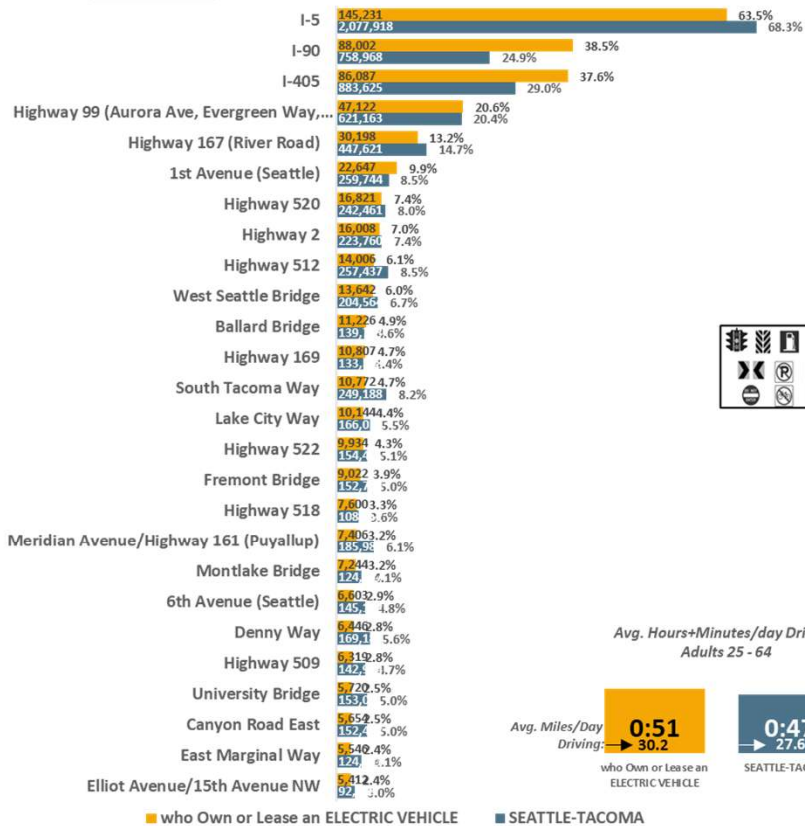


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209,870 or 91.7% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 51.9 minutes per day driving an average of 30.2 miles each day and are 54.2% more likely to use I-90 than the Metro average.

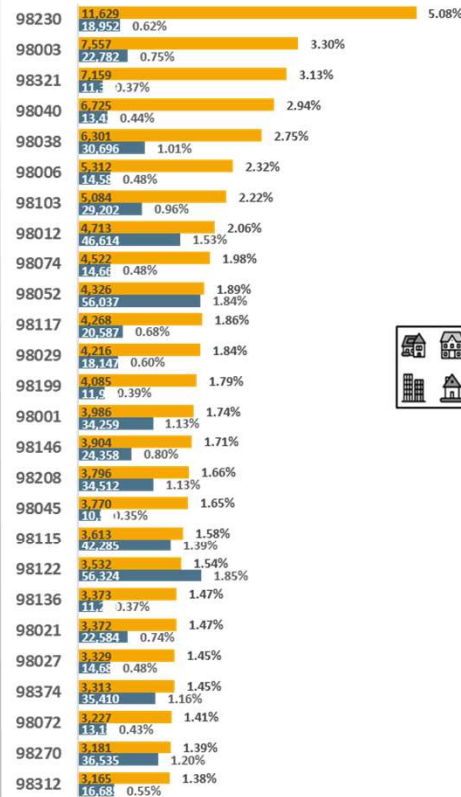
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



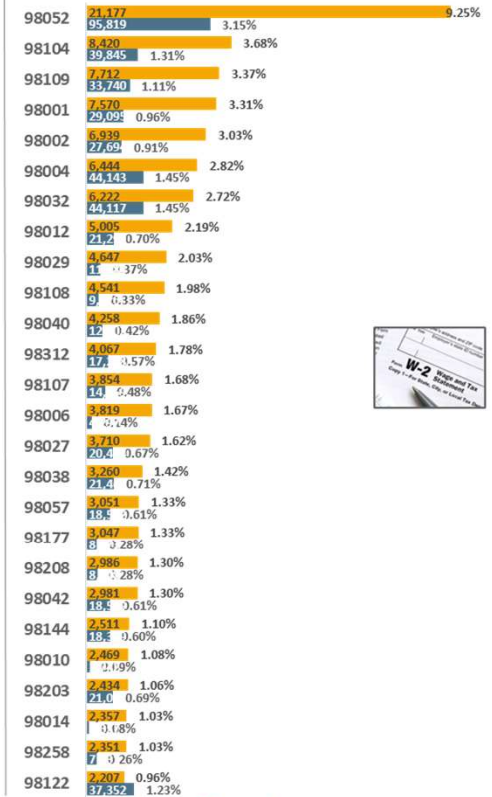
Avg. Hours+Minutes/day Driving:  
Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



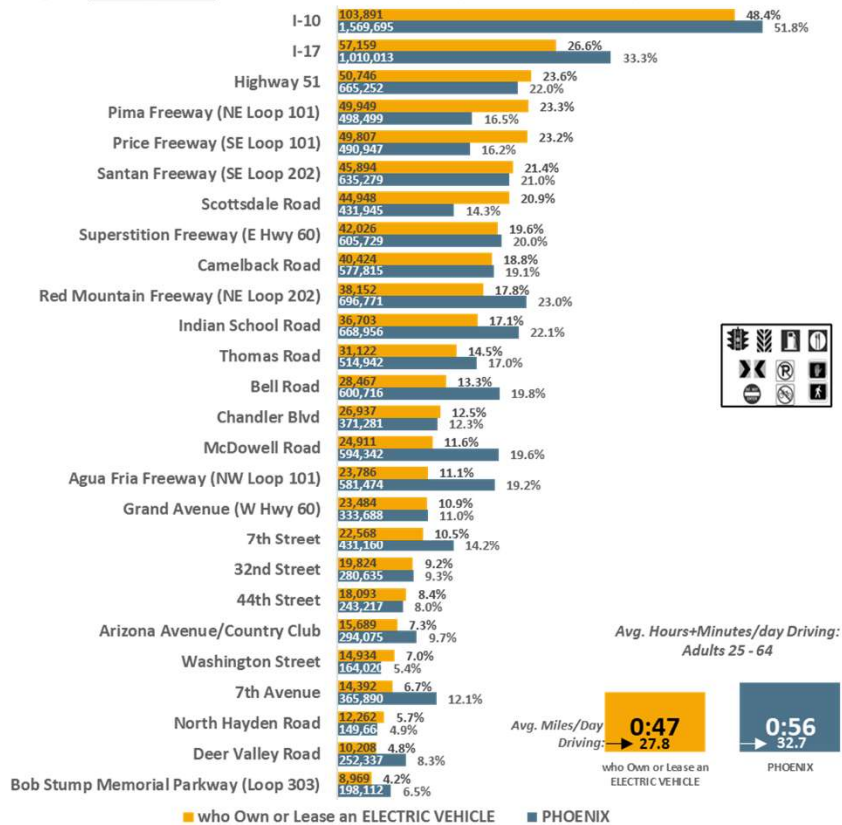
soefa.ai Share of Everything for Anything



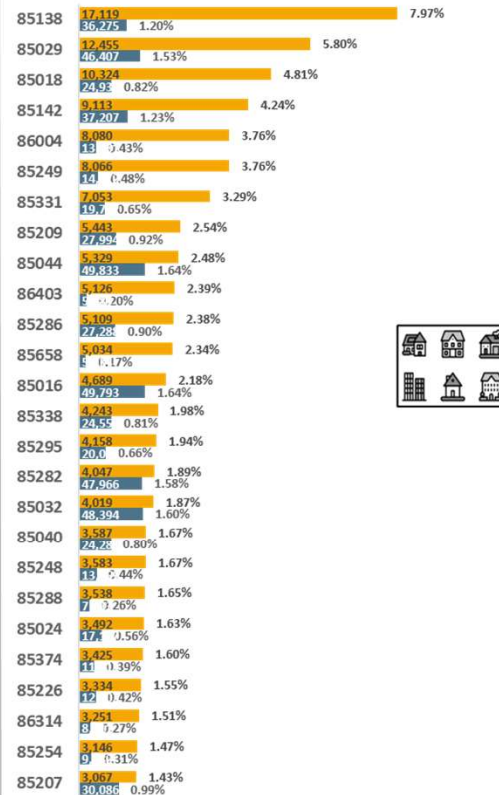


200,709 or 93.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE spend an average of 47.7 minutes per day driving an average of 27.8 miles each day and are 46.8% more likely to use Scottsdale Road than the Metro average.

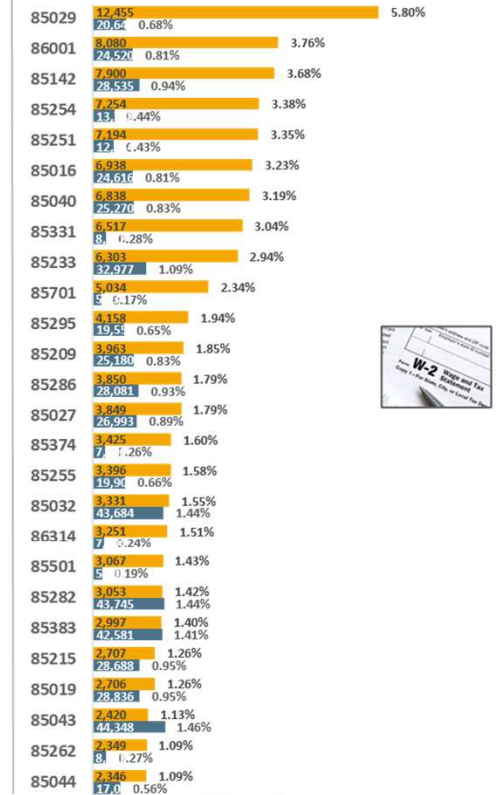
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



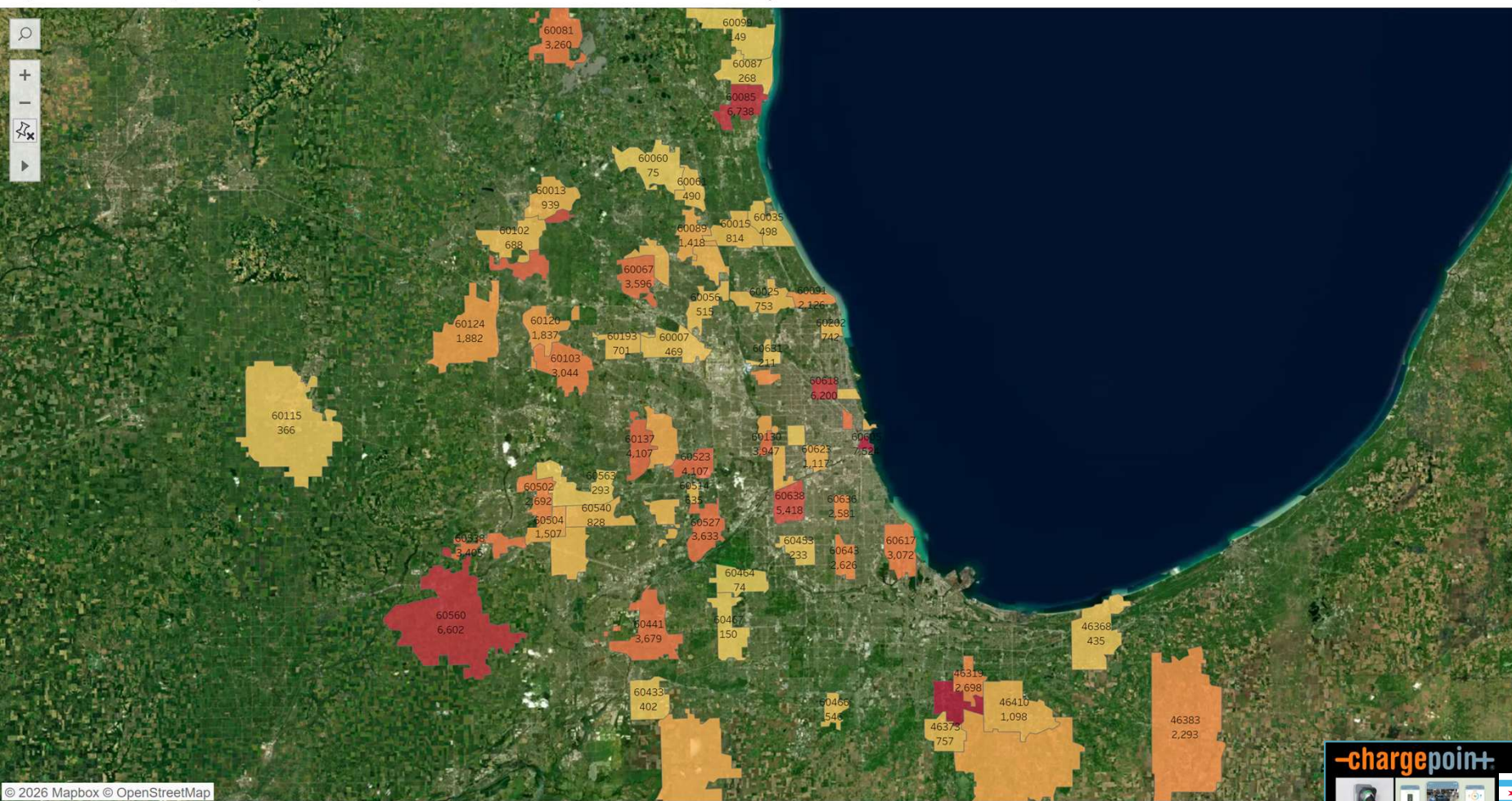
Top-26 Residential Zip Codes: Adults 25 - 64



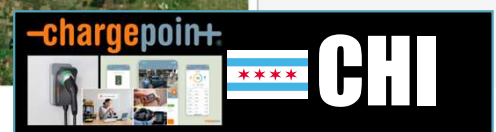
Top-26 Employment Zip Codes: Adults 25 - 64



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



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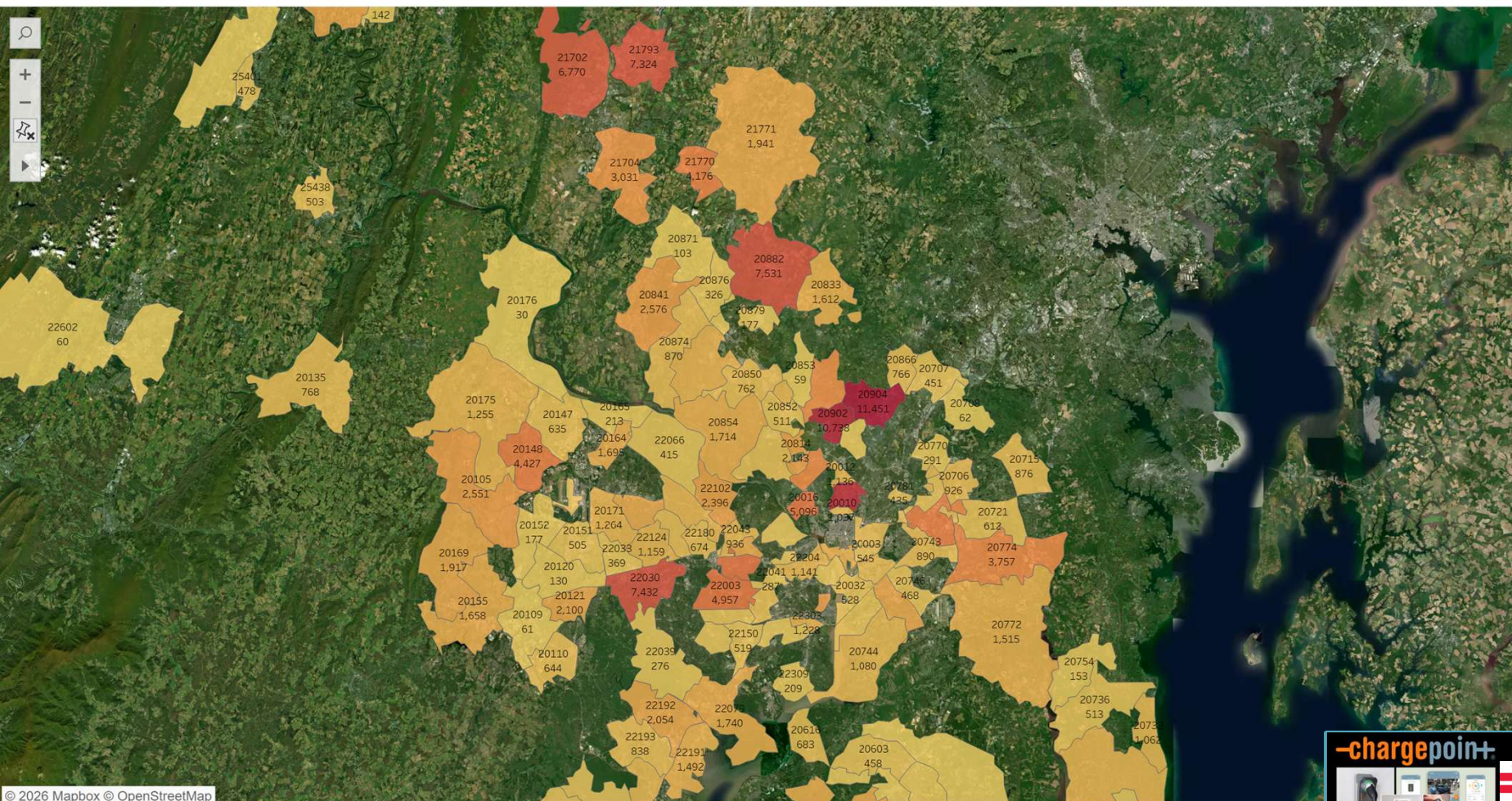
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 124  
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Electric/Hybrid vehicles (HHL): Own or lease electric vehicle

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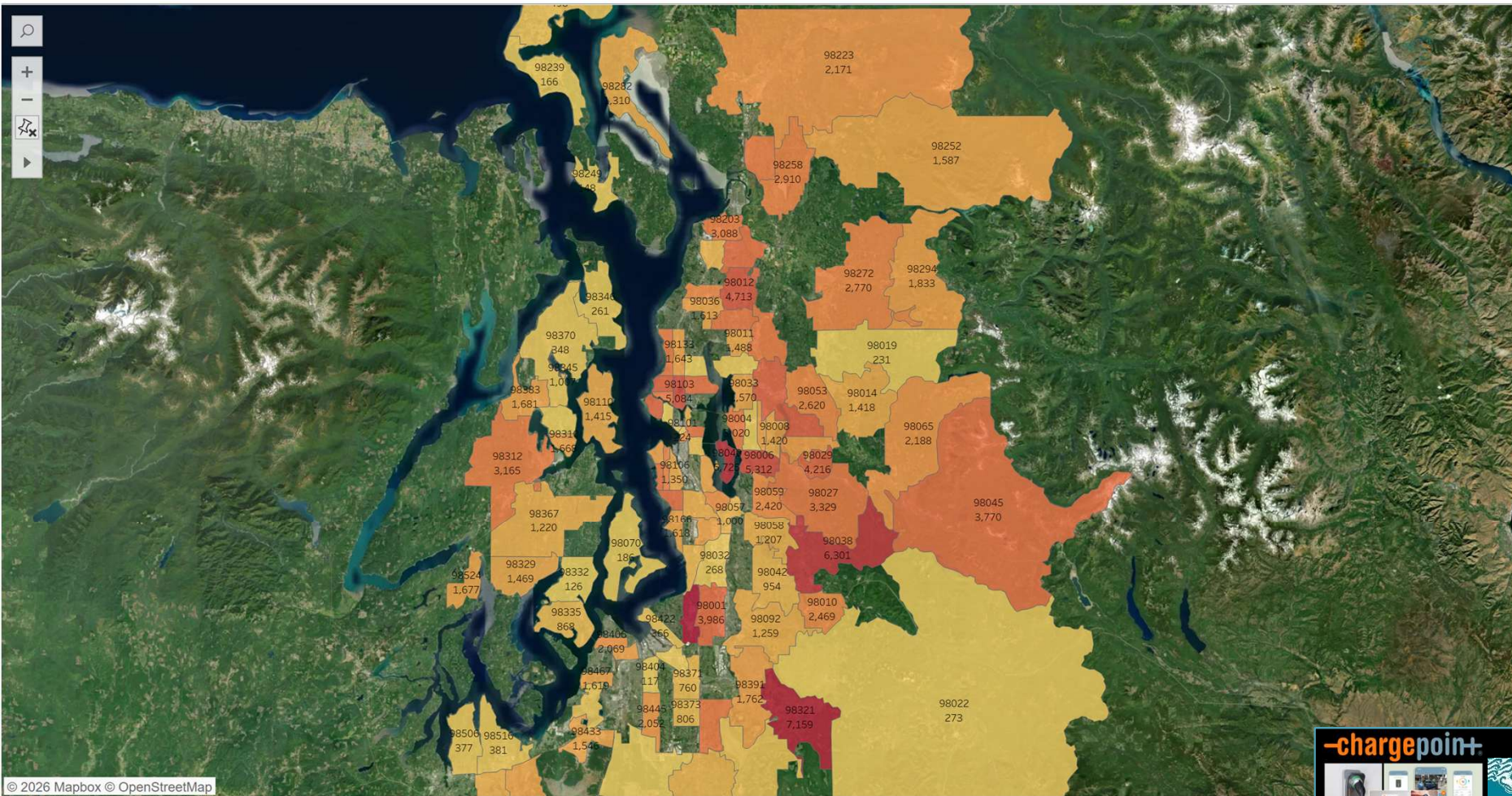


# Top Residential Zip Codes: (Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE)



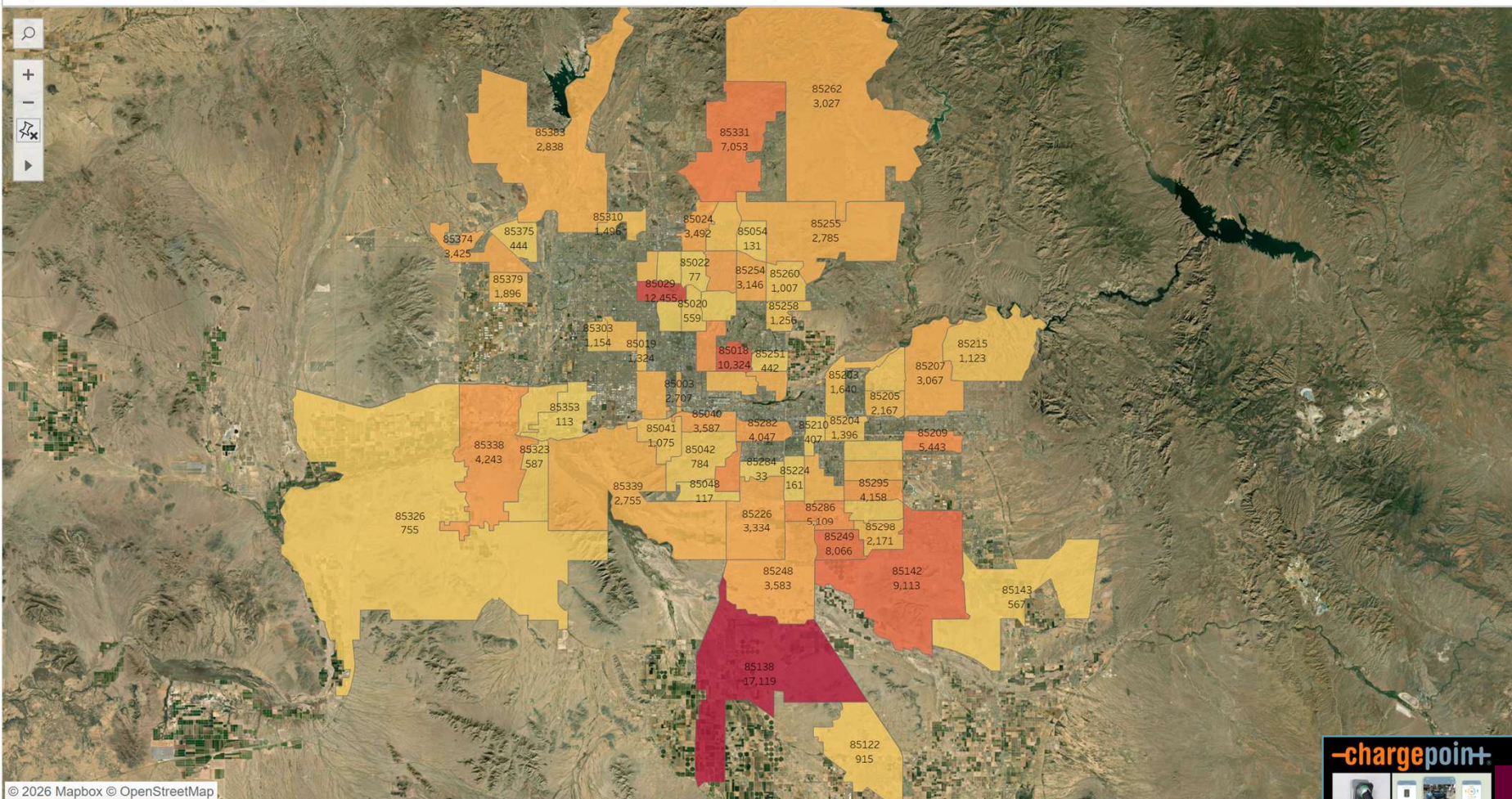


# Top Residential Zip Codes: (Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE)





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



SUM(Adults 25 - 64 wh...  
33 17,119

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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 181

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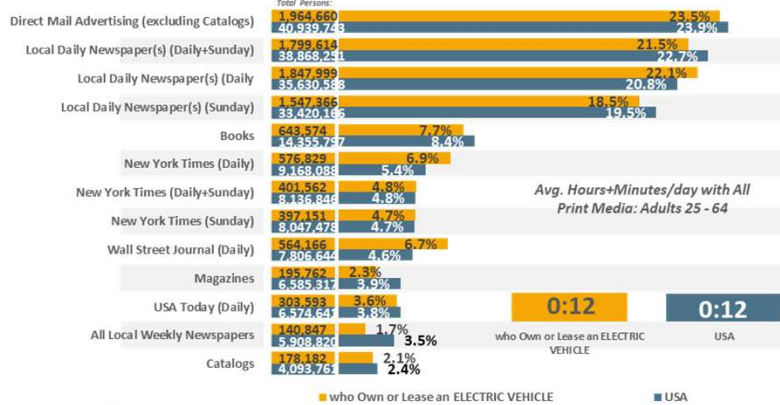
Electric/Hybrid vehicles (HHL): Own or lease electric vehicle



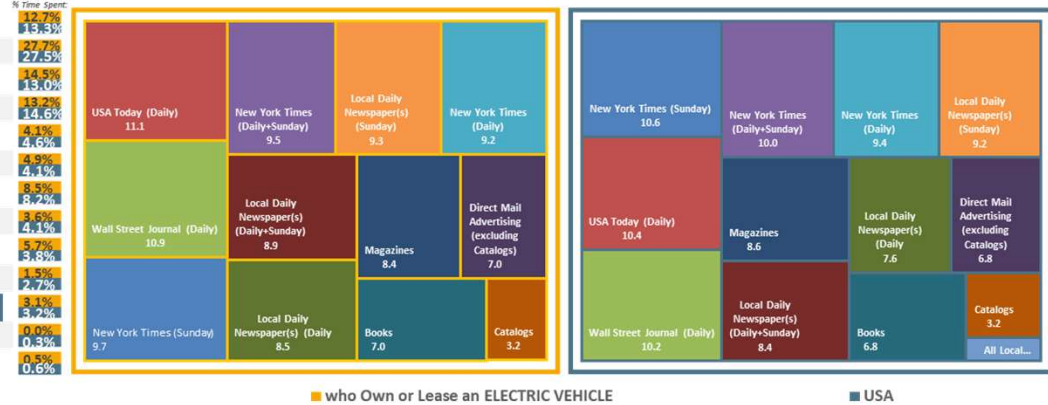


1,799,614 or 21.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

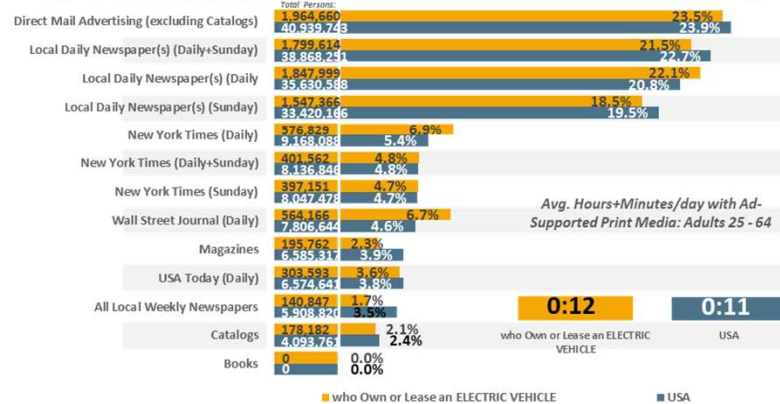
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



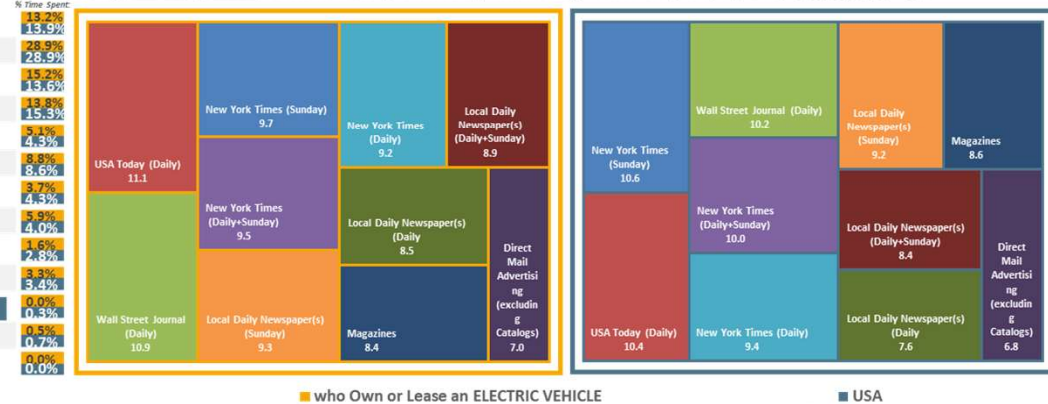
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### 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

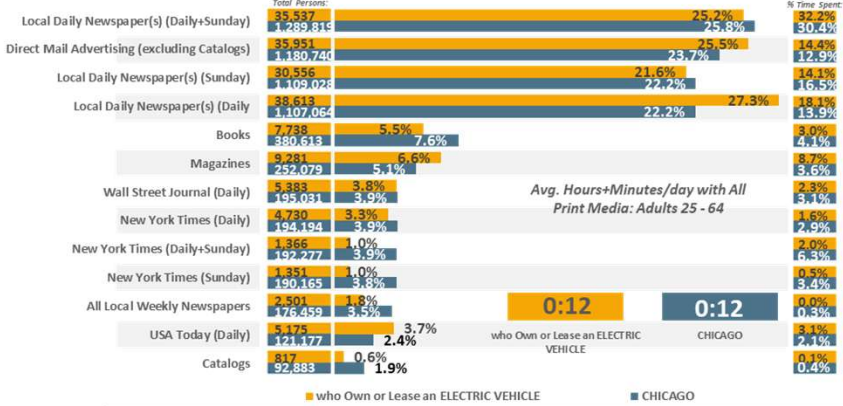




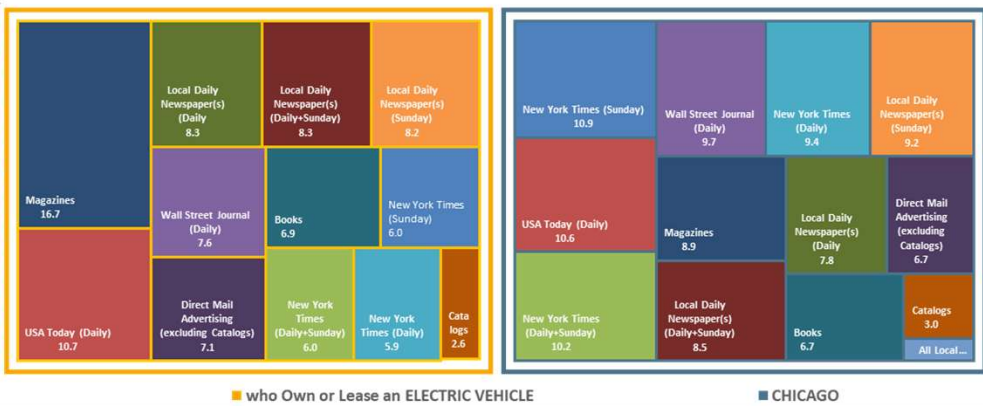


35,537 or 25.2% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

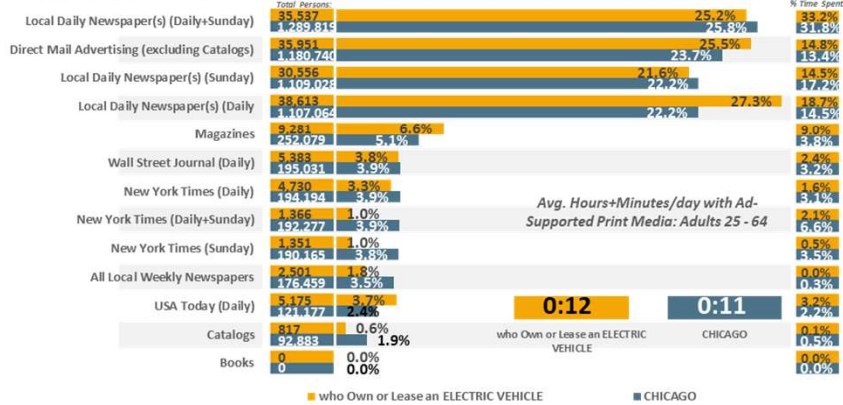
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



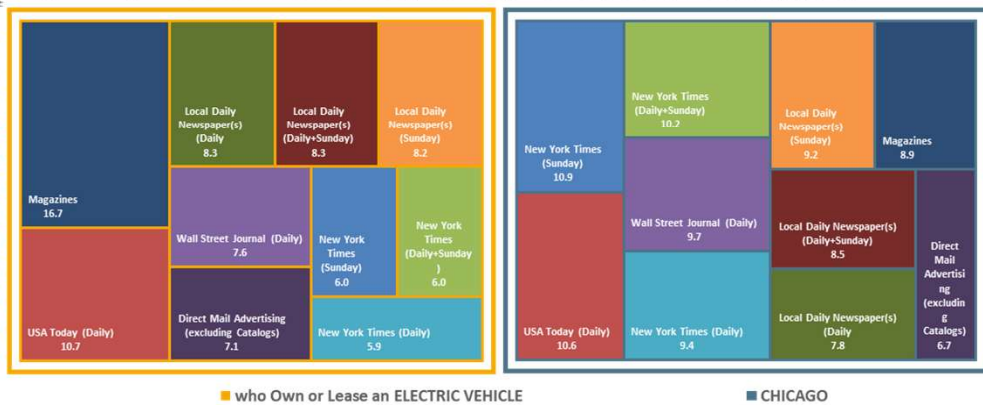
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



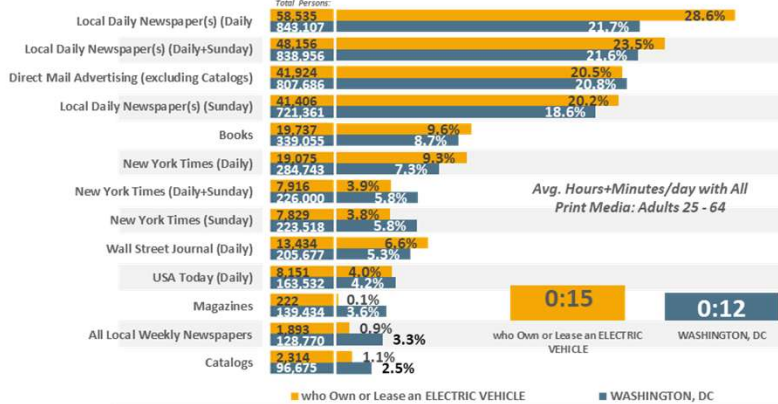
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



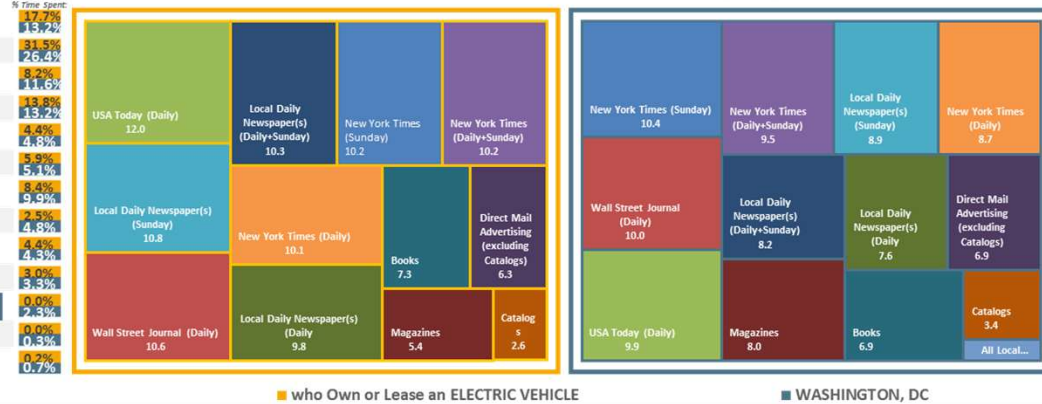


48,156 or 23.5% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

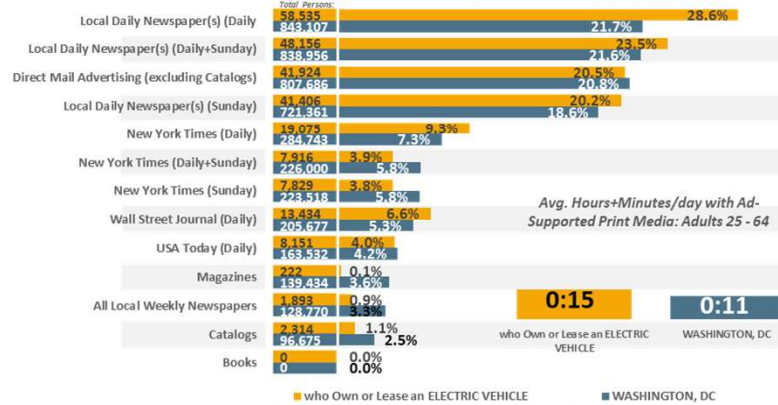
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



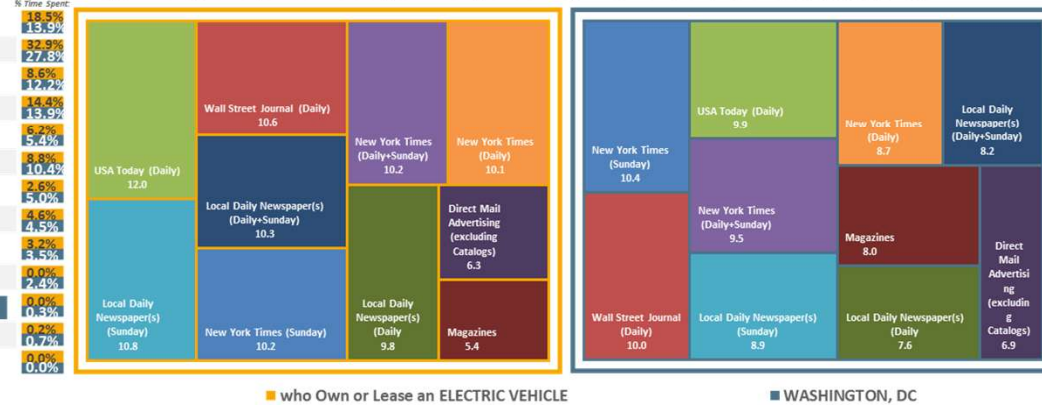
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



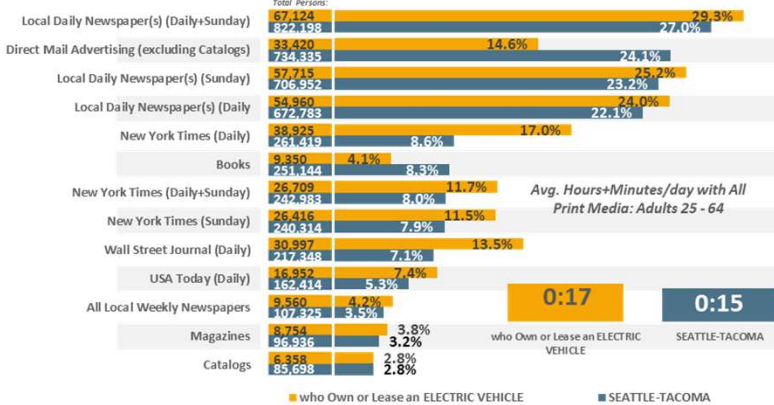
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



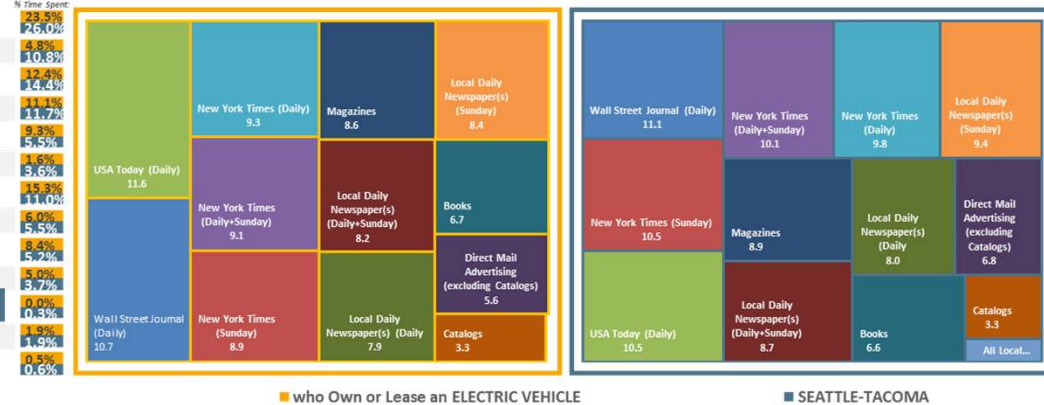


67,124 or 29.3% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 23.9% of all time spent daily with All forms of Print Media.

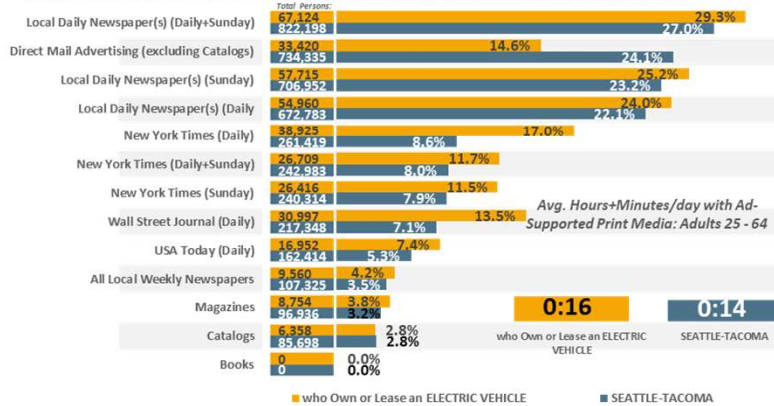
### Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



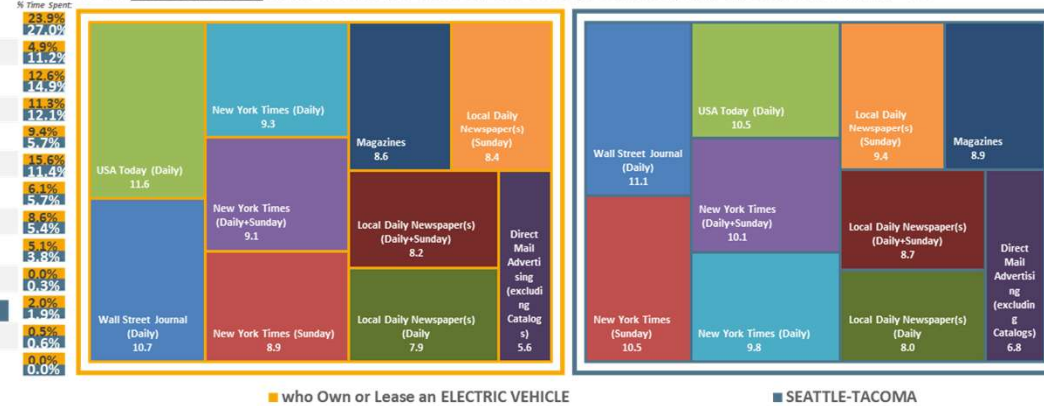
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



### 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



SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 305  
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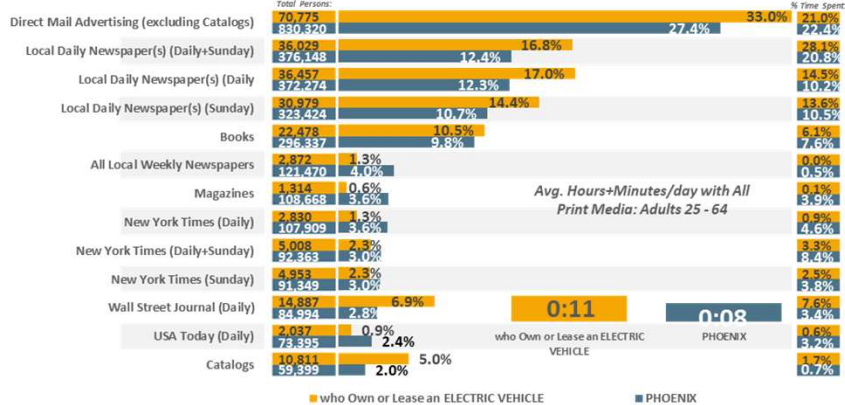
Electric/Hybrid vehicles (HHELD): Own or lease electric vehicle



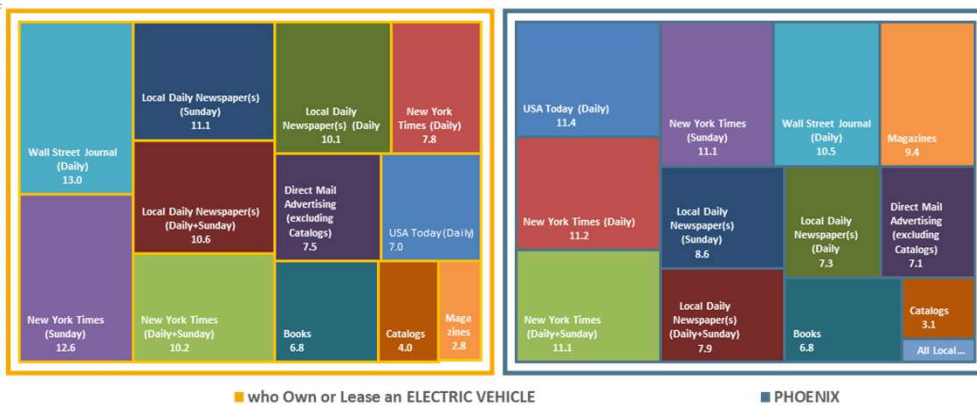


36,029 or 16.8% of Adults 25 - 64 who Own or Lease an ELECTRIC VEHICLE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

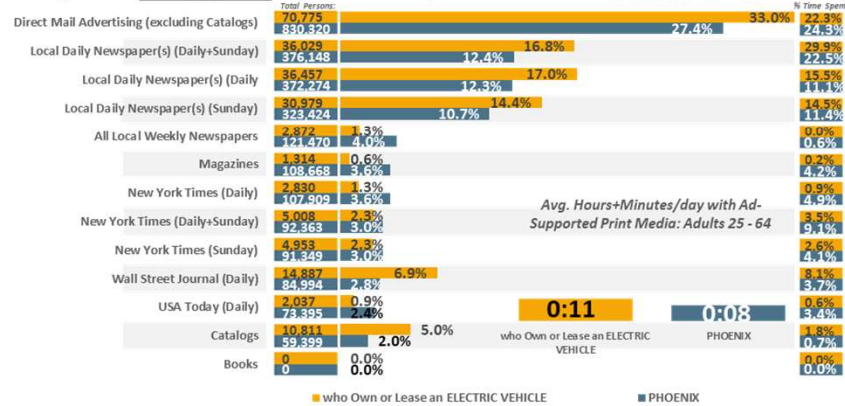
**Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64**



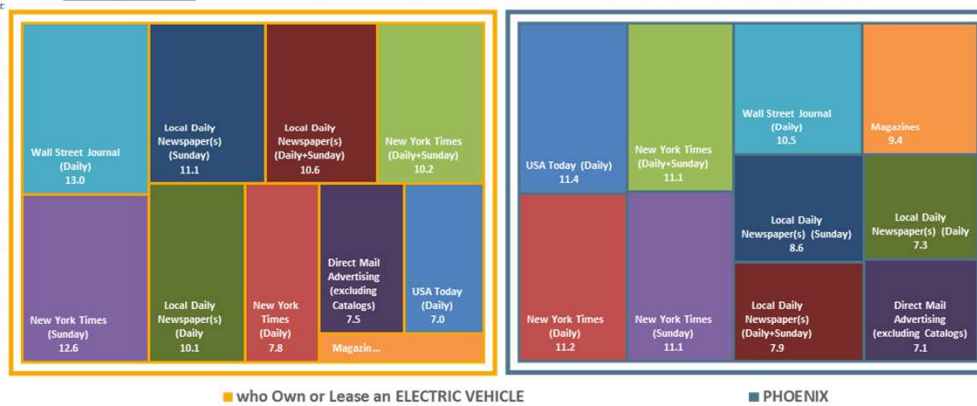
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**



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



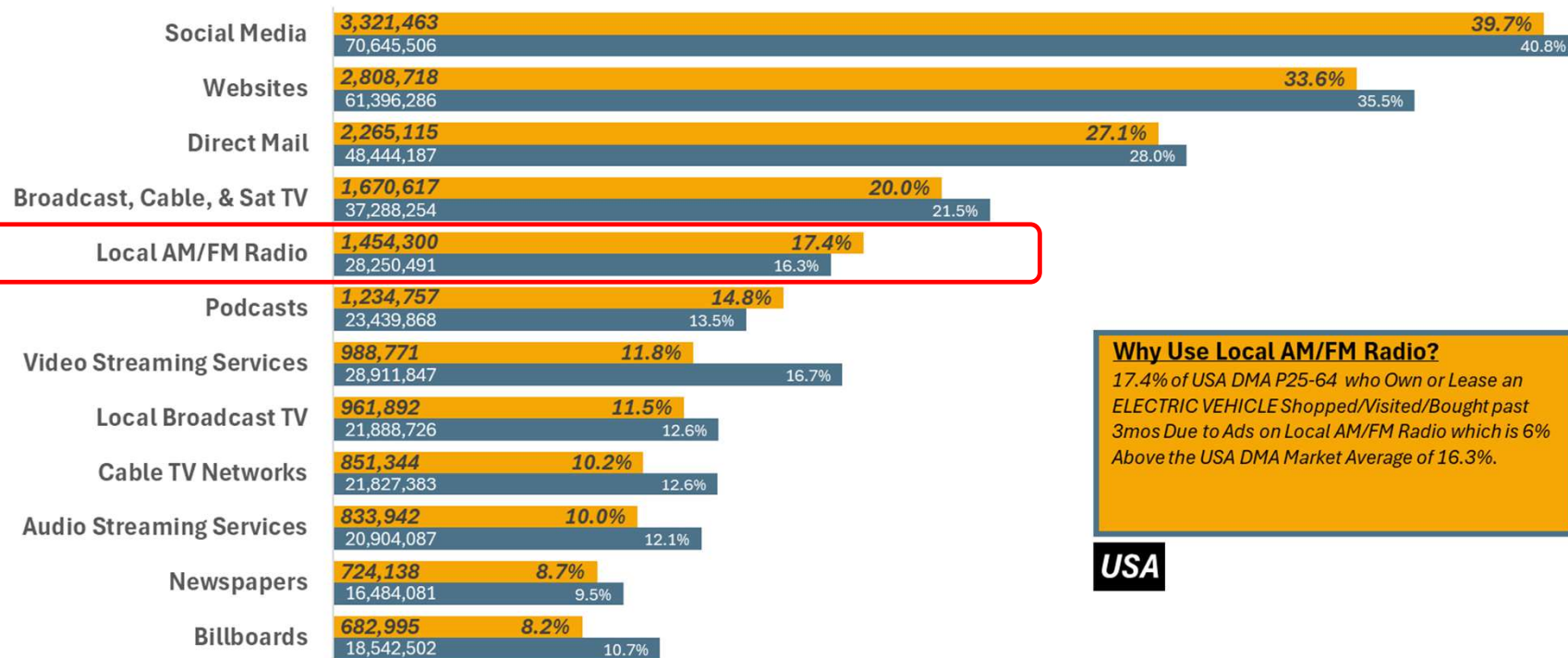
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64**





## "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

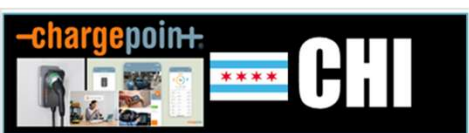
■ P25-64 who Own or Lease an ELECTRIC VEHICLE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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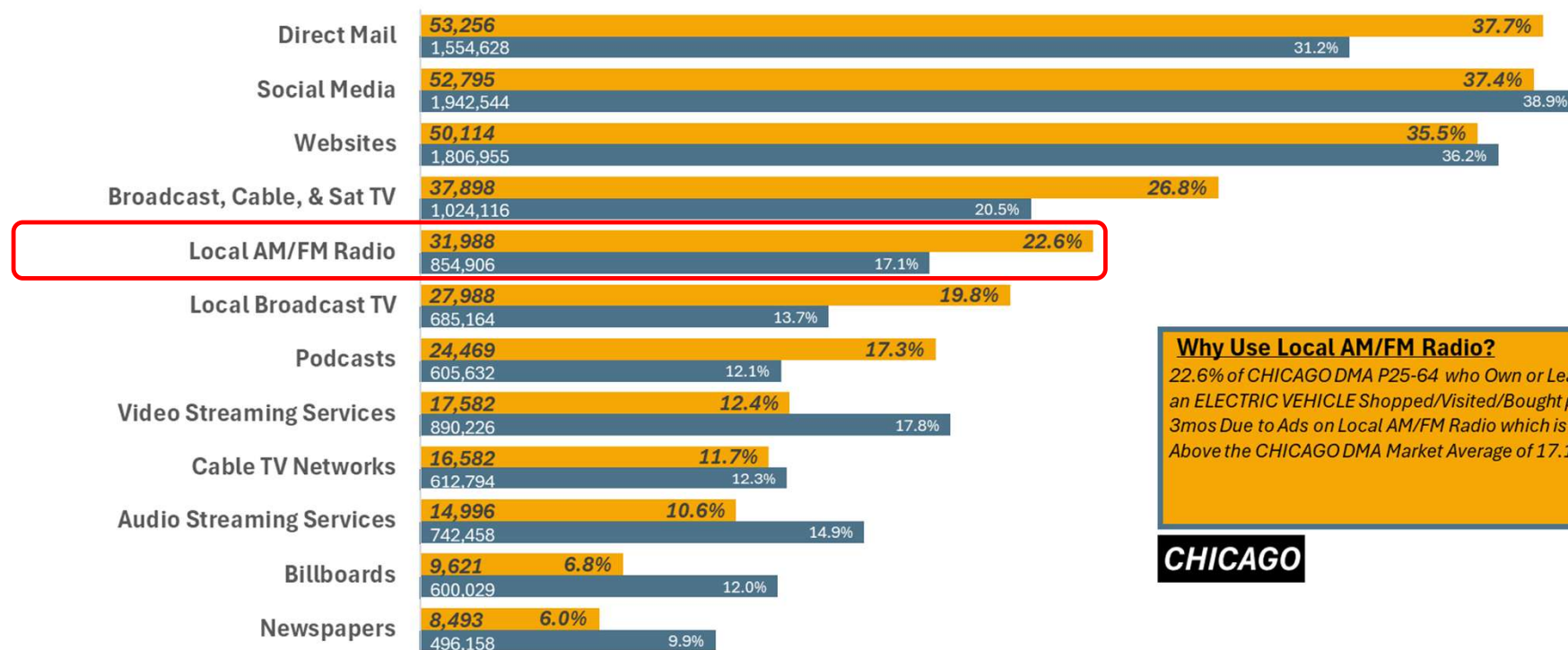
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Electric/Hybrid vehicles (HHEV): Own or lease electric vehicle



## "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?**  
22.6% of CHICAGO 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 32% Above the CHICAGO DMA Market Average of 17.1%.

**CHICAGO**

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

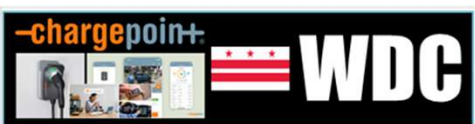
■ P25-64 CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R2 2025: Sep 24-Jul 25 Qual Intab: 90  
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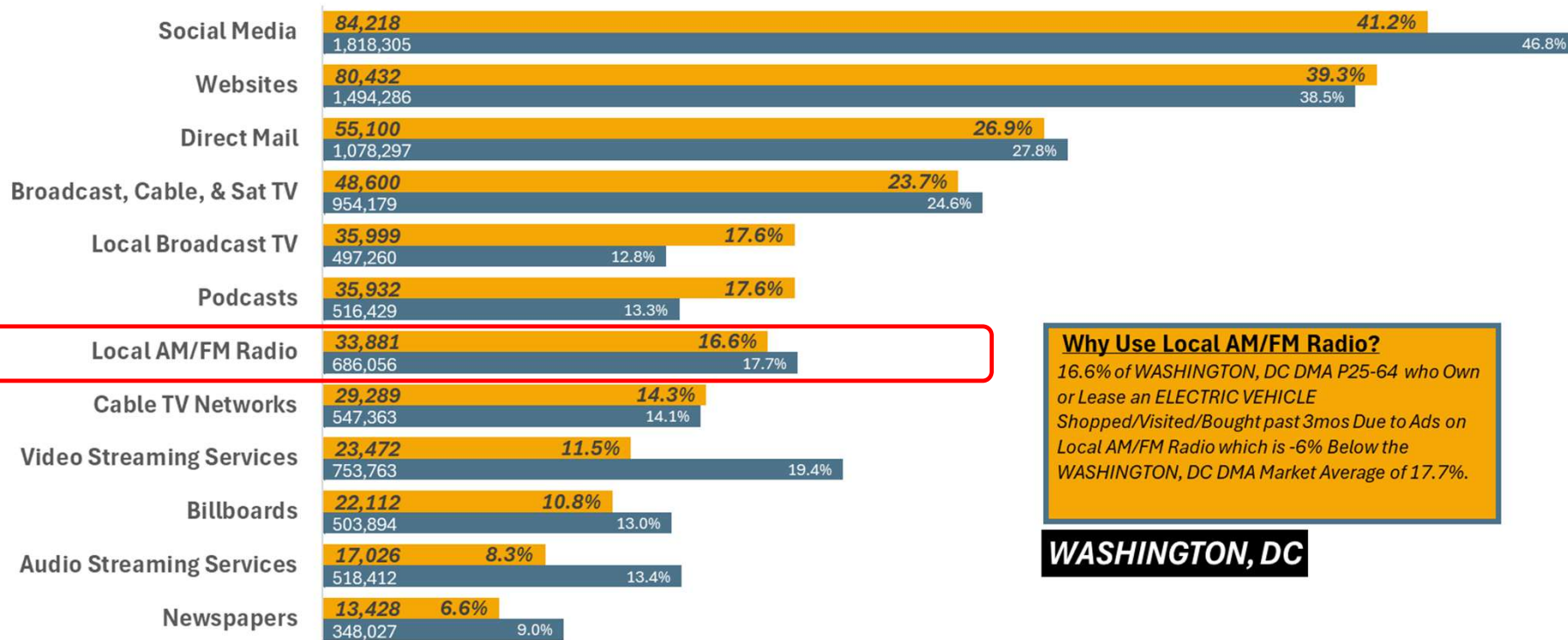
Electric/Hybrid vehicles (HHELD): Own or lease electric vehicle





## "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?

16.6% of WASHINGTON, DC 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% Below the WASHINGTON, DC DMA Market Average of 17.7%.

WASHINGTON, DC

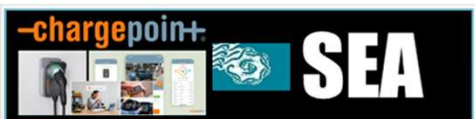
■ P25-64 who Own or Lease an ELECTRIC VEHICLE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab: 217  
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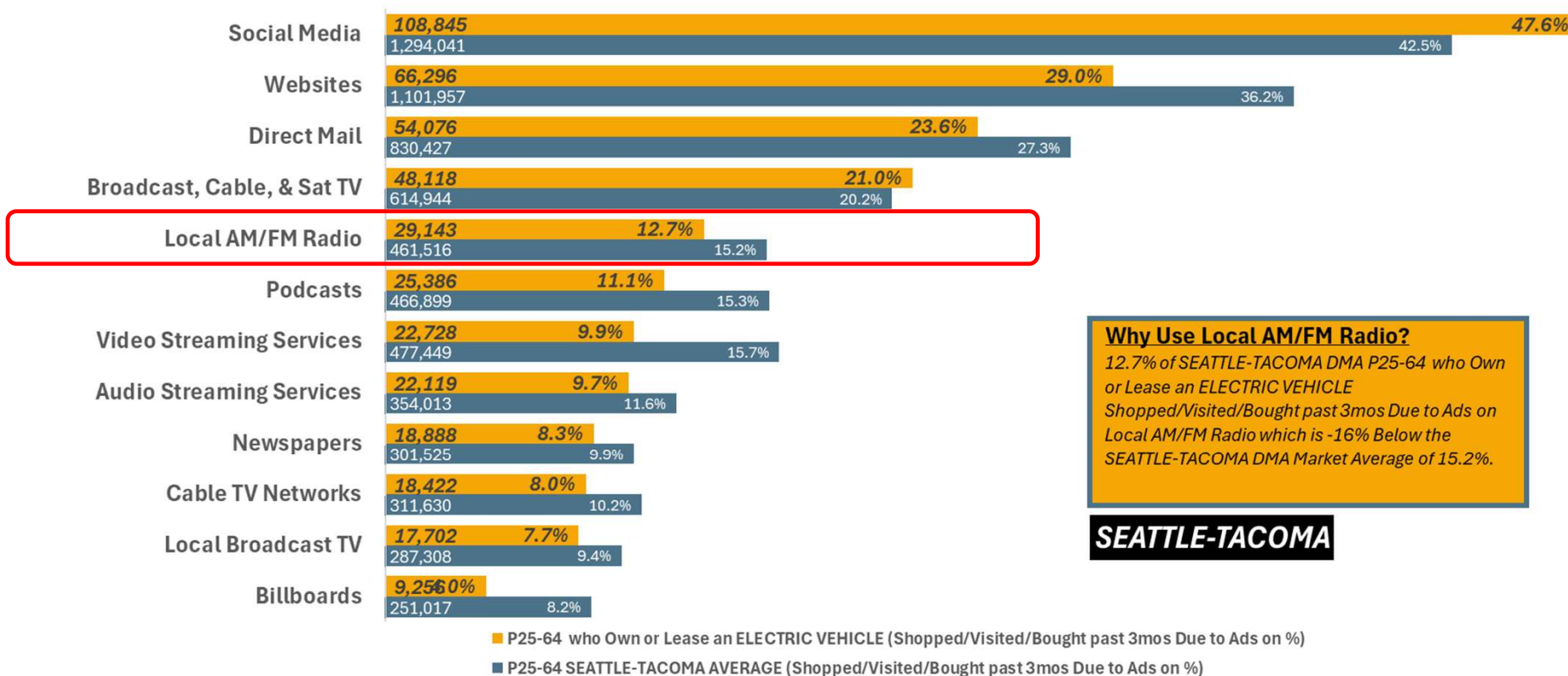
soefa.ai Share of Everything for Anything ®

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



## "Advertising Actions"

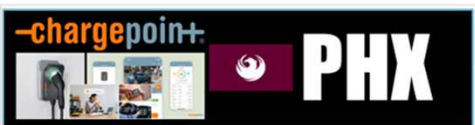
**P25-64 who Own or Lease an ELECTRIC VEHICLE (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

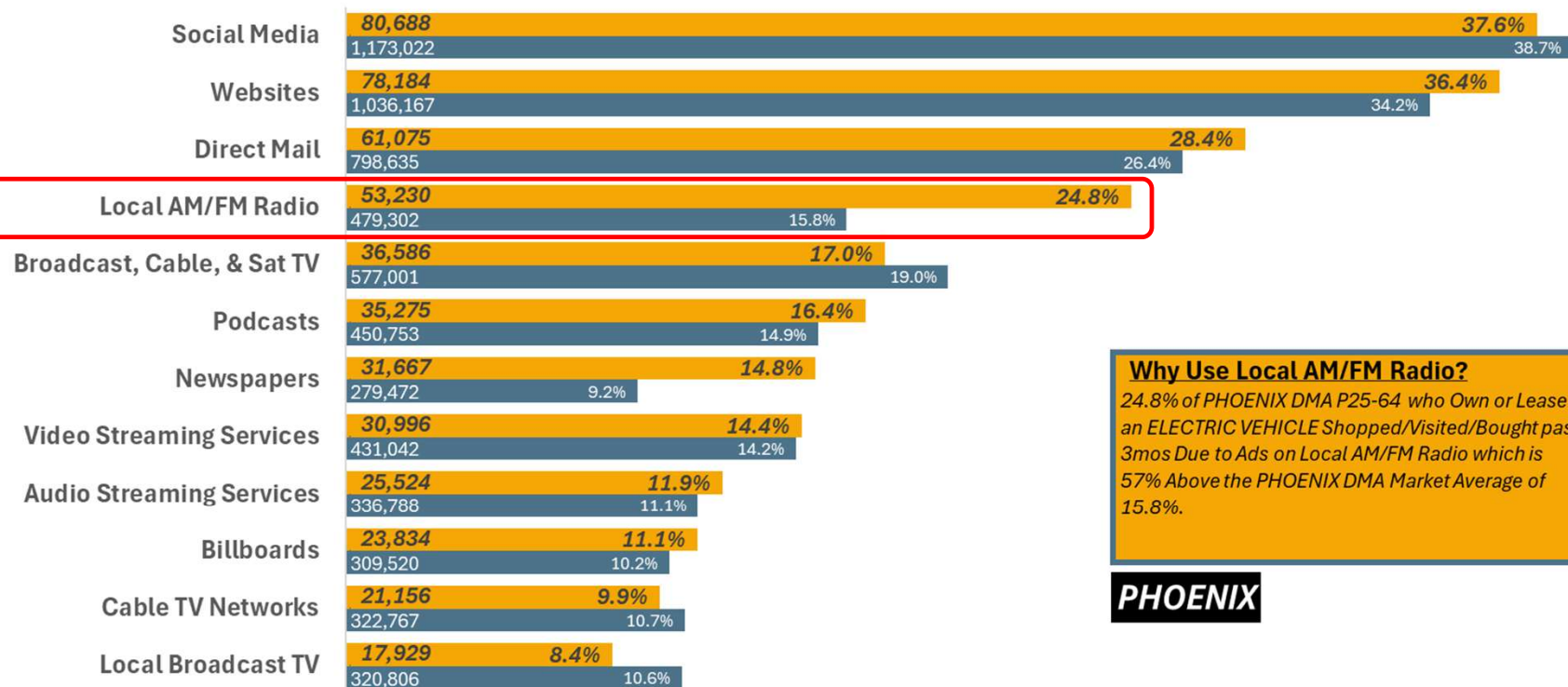
12.7% of SEATTLE-TACOMA DMA P25-64 who Own or Lease an ELECTRIC VEHICLE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the SEATTLE-TACOMA DMA Market Average of 15.2%.

**SEATTLE-TACOMA**



## "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?

24.8% of PHOENIX 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 57% Above the PHOENIX DMA Market Average of 15.8%.

**PHOENIX**

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

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 QualIntab: 129  
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Electric/Hybrid vehicles (HHELD): Own or lease electric vehicle