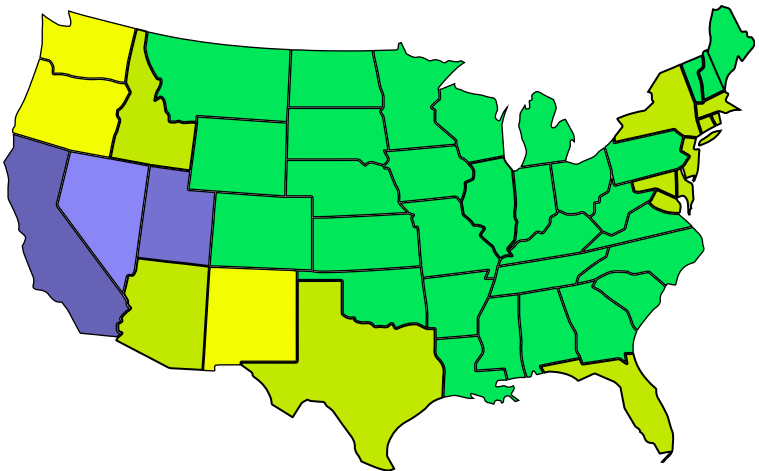
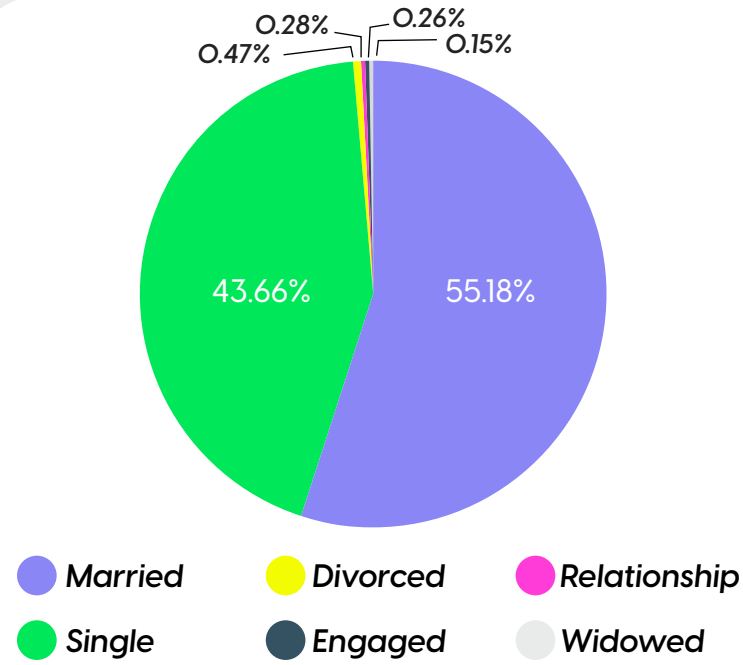


In Market for Electric or Hybrid Cars

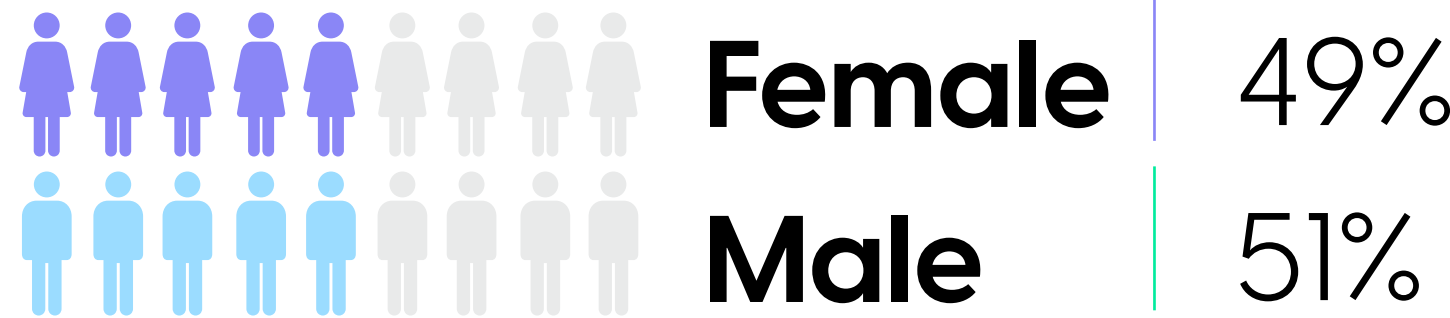
0.03 0.36



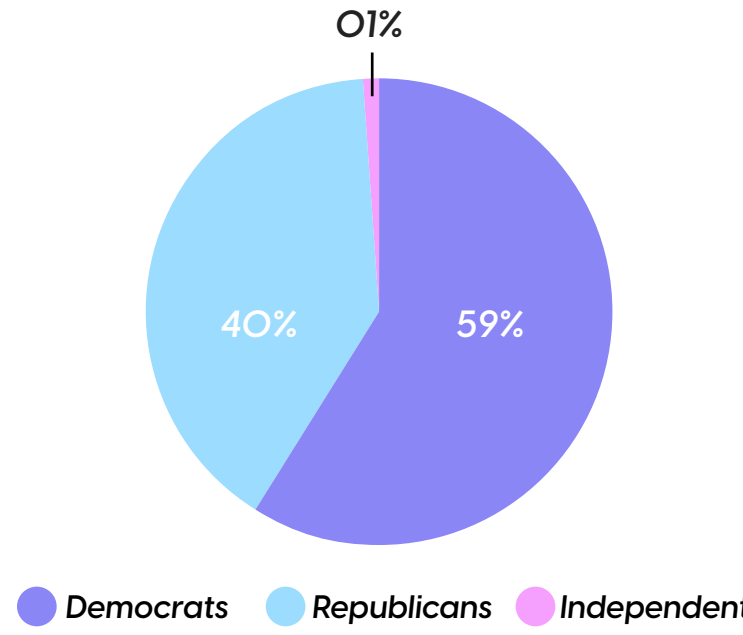
Affinity By State



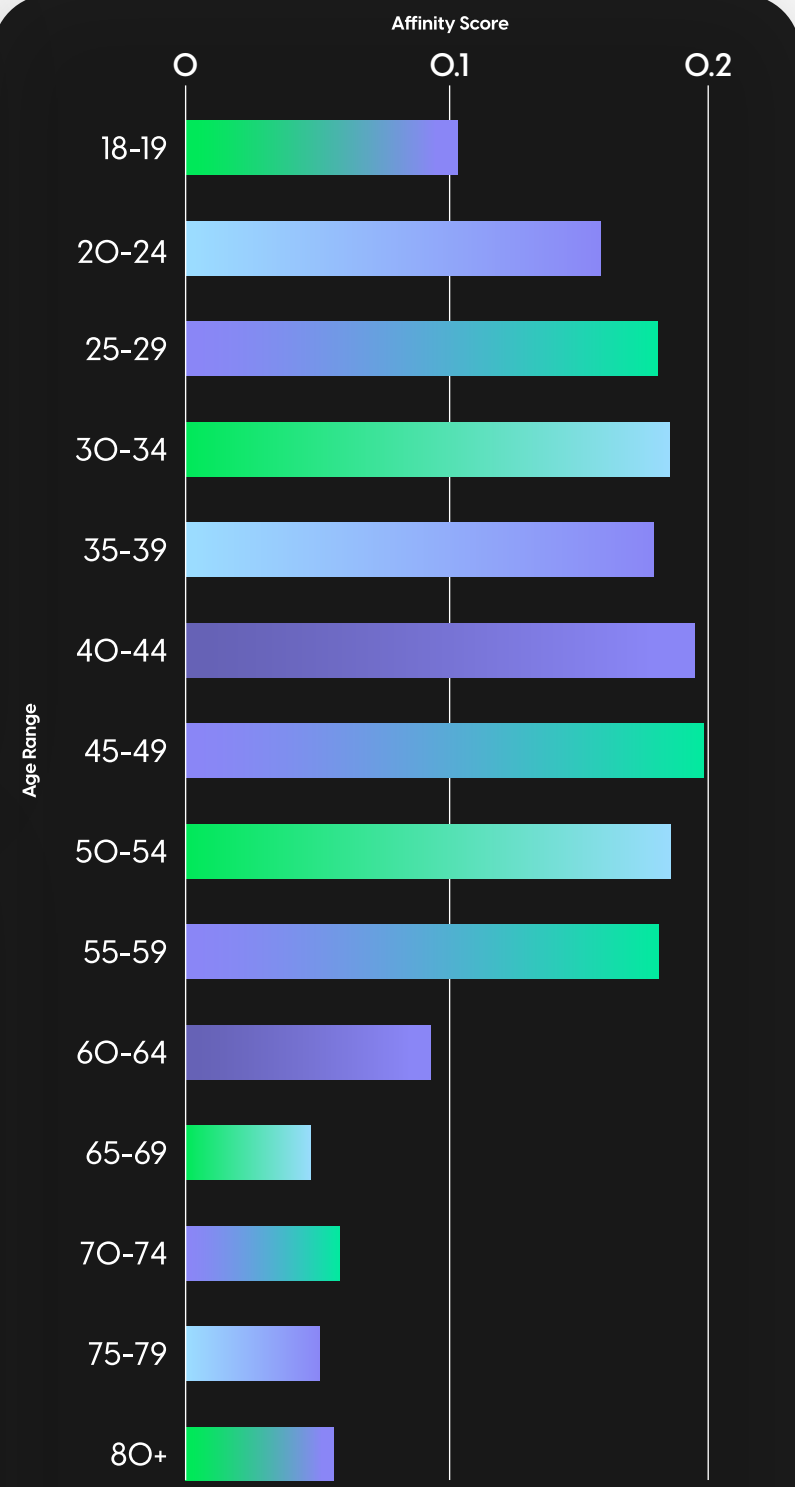
Marital Status



Gender Breakdown



Political Breakdown



Age Breakdown

Meet the Electric & Hybrid Car Shoppers, a forward-thinking group embracing the future of mobility. These consumers aren't just looking for a vehicle; they're investing in a lifestyle—one that values sustainability, cutting-edge technology, and cost-effective convenience. With a strong affinity for travel, they see electric and hybrid cars as the perfect companion for their on-the-go adventures. They prioritize premium streaming services, mirroring their preference for modern, high-quality experiences across every aspect of life. Health-conscious and active, they gravitate toward fitness and wellness trends, making smart choices that align with their eco-friendly mindset. From West Coast road trips to interval training sessions, this audience is always moving, always evolving, and always looking for the next big thing in smarter, more sustainable living.



Top Affinities

\$60k - \$90k
Household Income Affinity Majority

115,057,139
Sample Population