

# EV & Hybrid Insights

APRIL 2025

COX AUTOMOTIVE  
MARKETING PARTNERSHIP



# Cox Automotive Demonstrated the **Highest Reach of EV/Hybrid Audience**

(among competing 3<sup>rd</sup> party sites)

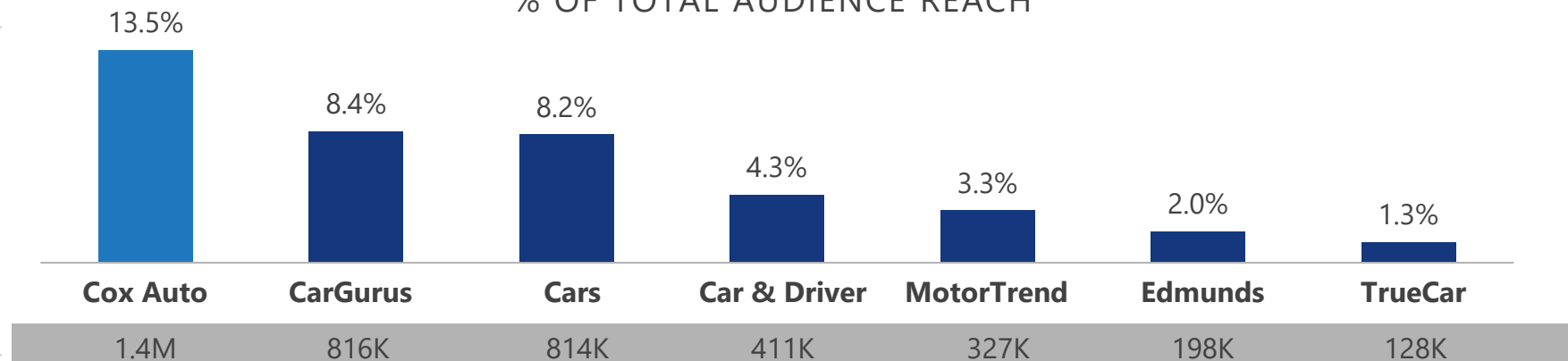


**10M**

people 18+ across  
the total Internet

**interested in purchasing a  
new EV/Hybrid in the next  
6 months**

% OF TOTAL AUDIENCE REACH



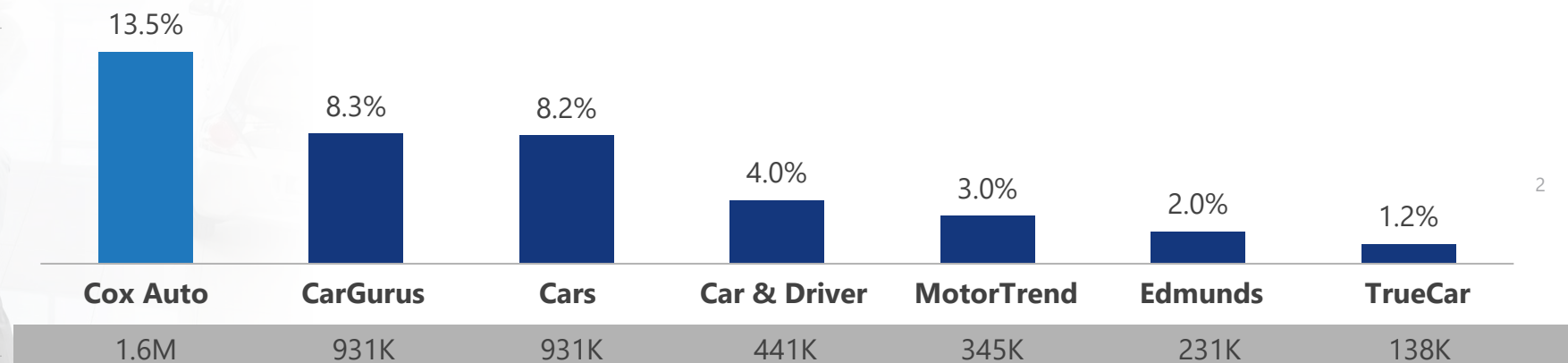
*unique visitors represented in this audience*



**11M**

people 18+ across  
the total Internet

**indicated hybrid or electric-  
only vehicle capability as  
their top auto purchase  
factor**



*unique visitors represented in this audience*

# EV/Hybrid Shopper Interest on Cox Automotive

## BUYING SIGNALS



**4.4M**

Total Households  
in the Last 90 Days

**2.0M**   **2.4M**  
Electric / Hybrid

## VEHICLE LISTINGS



**418K**

Total Electric/Hybrid  
Listings April 2, 2025

**144K**   **274K**  
Electric / Hybrid

## VDP PAGEVIEWS



**354K**

Total VDP Pageviews  
April 2, 2025

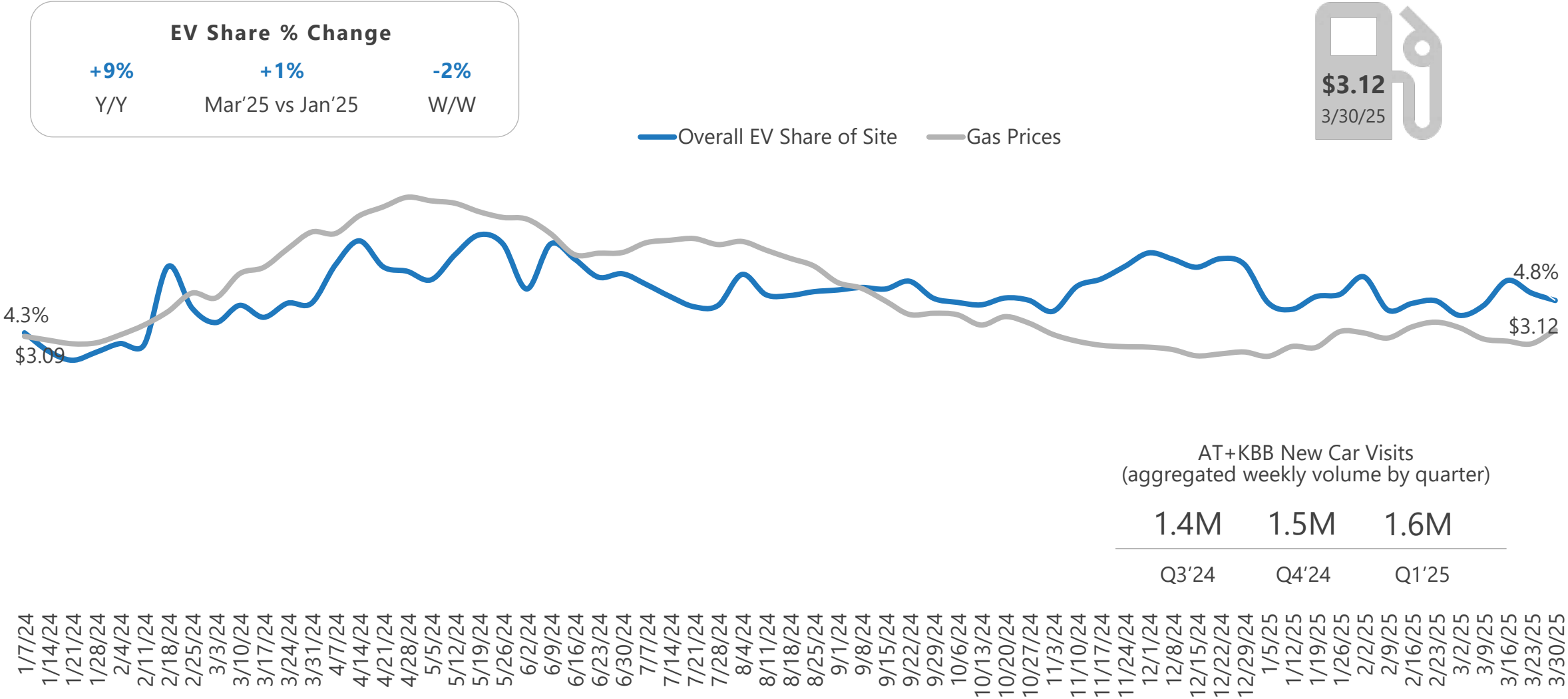
**152K**   **202K**  
Electric / Hybrid

# New Vehicle Visits

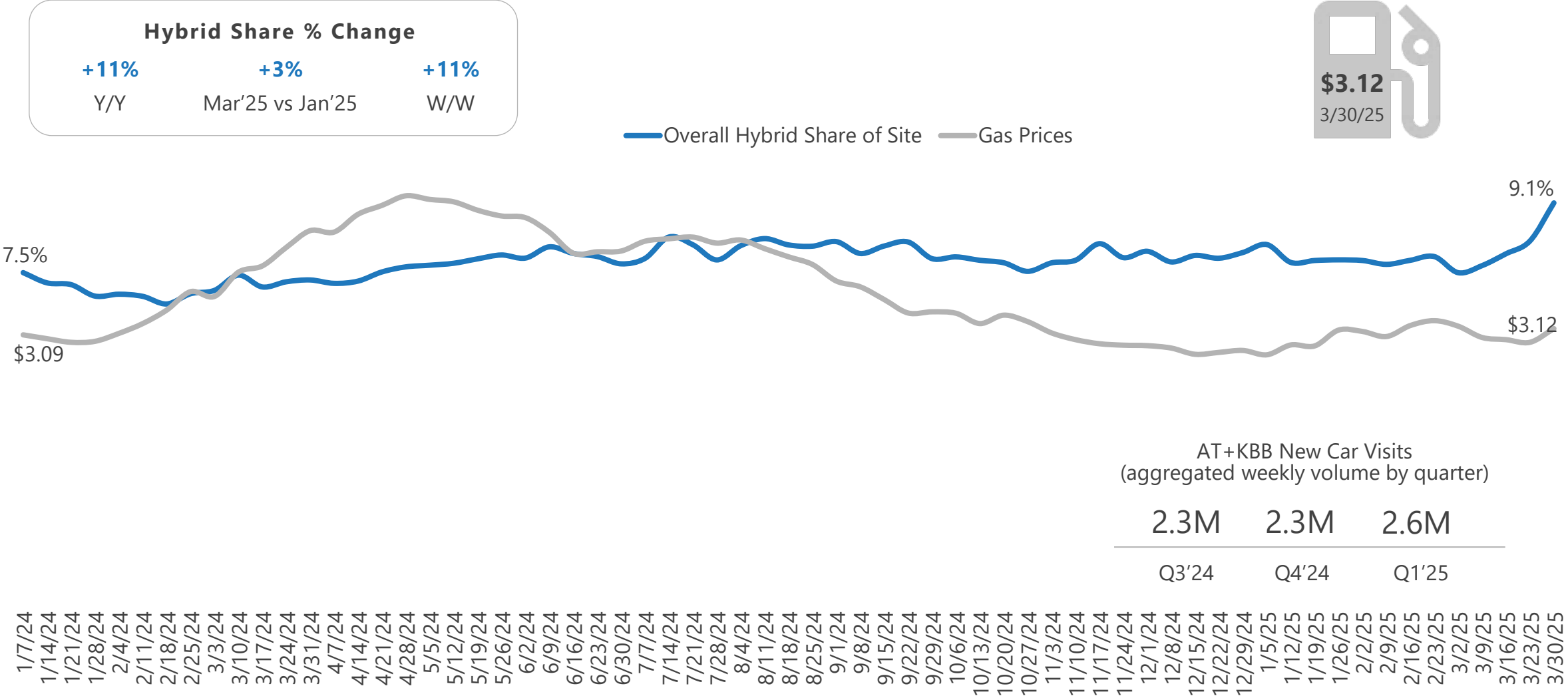
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# EV Shopper Interest vs. Gas Prices



# Hybrid Shopper Interest vs. Gas Prices



# Regional view: EV/hybrid interest vs. gas prices

