

Going green means going to different gas stations: How to advertise to hybrid owners.

California is leading the charge in the race towards zero-emissions vehicles, with a new law requiring the sale of zero-emissions car models to go into effect in just a few short years. Are Californians ready to make the switch? To find out, we surveyed consumers and analyzed their behavior data.

Top three gas stations
that future California hybrid drivers visit the most:



18% of respondents



15% of respondents



15% of respondents

In 2026 California's Light-duty Zero Emissions Vehicle (ZEV) sales requirement mandates that **35% of new car models sold in California must be zero-emissions.**



Hybrid Car users in California **prefer 76 and Costco Gas** over their competitors.



Behavior data shows hybrid car users **visit Costco Gas 4 percentage points more** than the gas-powered car group.



41% of Californians **visited Chevron** for gas.

Californian **hybrid-intenders** are more likely than gas-intenders to **shop at 76 gas stations (+9 pts)**

What can electric car companies learn from this?

Hybrid car buyers are already open to the idea of electric cars and have the potential to be persuaded to completely ditch gas-powered vehicles. Advertise zero-emission vehicles at California Chevrons, 76's, and Costco Gas stations with messaging around the ZEV sales requirements and its benefit for California residents.

It's a great time to start talking to people who plan to make the switch. MFour Studio is the ultimate platform for consumer research. Easily identify your target audience and craft a winning campaign.



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Contact us now: solutions@mfour.com or call 714-754-1234.
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