

CAR AND DRIVER

DEMOGRAPHICS 2016

| ADULTS | TOTAL AUDIENCE | % COMP |
|---------------------------------|----------------|-----------|
| Men + Women | 9,018,000 | |
| Men | 7,916,000 | 87.8% |
| Women | 1,101,000 | 12.2% |
| AGE | | |
| 18-24 | 1,502,000 | 12.9% |
| 25-34 | 2,389,000 | 20.6% |
| 35-49 | 3,183,000 | 27.4% |
| Median Age | | 41.4 |
| MARITAL STATUS | | |
| Single | 2,827,000 | 31.3% |
| Married | 4,761,000 | 52.8% |
| EDUCATION | | |
| Graduated College or Better | 2,858,000 | 31.7% |
| Any College (Attended College+) | 5,863,000 | 65.0% |
| HOUSEHOLD INCOME | | |
| \$50,000+ | 6,486,000 | 71.9% |
| \$75,000+ | 4,856,000 | 53.8% |
| \$100,000+ | 3,567,000 | 39.6% |
| Median HHI | | \$81,729 |
| Median Value of Owned Home | | \$222,355 |
| Readers Per Copy | | 8.07 |