

CAR AND DRIVER

Demographics 2018

MEN	TOTAL AUDIENCE	% COMP
	8,234,000	100
AGE		
18-34	2,229,000	27.1
25-49	4,228,000	51.3
35-54	3,391,000	41.2
Median Age	47	
MARITAL STATUS		
Married	4,704,000	57.1
Single	2,424,000	29.4
EDUCATION		
Graduated From College or Better	2,298,000	27.9
Any College	4,953,000	60.2
EMPLOYED		
Professional/Managerial	1,776,000	21.6
Employed	5,810,000	70.6
Employed Full Time	5,230,000	63.5
HOUSEHOLD INCOME		
50K+	5,803,000	70.5
75K+	4,359,000	52.9
100K+	3,273,000	39.7
Median HHI	\$80,580	
Median Value of Owned Home	\$236,811	