

CAR AND DRIVER

Demographics 2019

| ADULTS | TOTAL AUDIENCE | % COMP |
|----------------------------------|----------------|--------|
| Adults | 8,241,000 | 100.0 |
| Men | 7,613,000 | 92.4 |
| Women | 628,000 | 7.6 |
| AGE | | |
| Age 18-34 | 2,462,000 | 29.9 |
| Age 25-49 | 4,057,000 | 49.2 |
| Age 35-54 | 3,119,000 | 37.8 |
| Median Age | 46.6 | |
| MARITAL STATUS | | |
| Married | 4,760,000 | 57.8 |
| Single | 2,205,000 | 26.8 |
| EDUCATION | | |
| Graduated From College or Better | 2,514,000 | 30.5 |
| Any College | 5,239,000 | 63.6 |
| EMPLOYED | | |
| Professional/Managerial | 2,259,000 | 27.4 |
| Employed | 6,052,000 | 73.4 |
| Employed Full Time | 5,378,000 | 65.3 |
| HOUSEHOLD INCOME | | |
| 50K+ | 5,990,000 | 72.7 |
| 75K+ | 4,515,000 | 54.8 |
| 100K+ | 3,279,000 | 39.8 |
| Median HHI | \$82,985 | |
| Median Value of Owned Home | \$257,413 | |