

CAR AND DRIVER

Demographics 2019

MEN	TOTAL AUDIENCE	% COMP
	7,613,000	100
AGE		
18-34	2,265,000	29.8
25-49	3,657,000	48.0
35-54	2,869,000	37.7
Median Age	47.1	
MARITAL STATUS		
Married	4,483,000	58.9
Single	2,017,000	26.5
EDUCATION		
Graduated From College or Better	2,280,000	29.9
Any College	4,797,000	63.0
EMPLOYED		
Professional/Managerial	2,052,000	27.0
Employed	5,669,000	74.5
Employed Full Time	5,081,000	66.7
HOUSEHOLD INCOME		
50K+	5,483,000	72.0
75K+	4,088,000	53.7
100K+	2,992,000	39.3
Median HHI	\$81,422	
Median Value of Owned Home	\$255,020	