

# 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
<b>AGE</b>		
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	
<b>MARITAL STATUS</b>		
Married	4,760,000	57.8
Single	2,205,000	26.8
<b>EDUCATION</b>		
Graduated From College or Better	2,514,000	30.5
Any College	5,239,000	63.6
<b>EMPLOYED</b>		
Professional/Managerial	2,259,000	27.4
Employed	6,052,000	73.4
Employed Full Time	5,378,000	65.3
<b>HOUSEHOLD INCOME</b>		
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	