

CAR AND DRIVER

VS. THE COMPETITION

	CAR AND DRIVER	MOTORTREND
TOTAL AUDIENCE	5,899,000	4,633,00
MEN	83.4%	86.9%
WOMEN	16.6%	13.1%
AGE		
AGE 18-34	22.7%	25.2%
AGE 25-34	13.4%	14.0%
AGE 35-49	27.6%	26.0%
AGE 50+	49.7%	48.8%
MEDIAN AGE	50	49
MARITAL STATUS		
NOW MARRIED	55.4%	54.6%
NEVER MARRIED	29.7%	30.6%
EDUCATION		
BACHELOR'S DEGREE/POST GRAD DEGREE	34.7%	29.4%
ANY COLLEGE	61.8%	58.4%
HOUSEHOLD INCOME		
\$50,000+	76.2%	73.3%
\$75,000+	61.9%	56.0%
\$100,000+	49.2%	41.9%
MEDIAN HHI	\$98,359	\$85,644
MEDIAN NET WORTH	\$339,141	\$311,052

