

CAR AND DRIVER

Demographics 2018

ADULTS	TOTAL AUDIENCE	% COMP
Men & Women	9,258,000	100
Men	8,234,000	88.9
Women	1,024,000	11.1
AGE		
18-34	2,522,000	27.2
25-49	4,733,000	51.1
35-54	3,829,000	41.4
Median Age	47	
MARITAL STATUS		
Married	5,426,000	58.6
Single	2,570,000	27.8
EDUCATION		
Graduated From College or Better	2,709,000	29.3
Any College	5,620,000	60.7
EMPLOYED		
Professional/Managerial	2,066,000	22.3
Employed	6,556,000	70.8
Employed Full Time	5,782,000	62.5
HOUSEHOLD INCOME		
50K+	6,545,000	70.7
75K+	4,989,000	53.9
100K+	3,726,000	40.2
Median HHI	\$82,126	
Median Value of Owned Home	\$243,432	