



Automobile Magazine

2009 IMAS (formerly MMR)

AUDIENCE (000) 1,886,000

Women	27.1%
Married	91.1%
Own Home	97.5%
Presence of Children	45.6%

HHI:

HHI \$125,000+	65.9%
HHI \$150,000+	43.8%
HHI \$200,000+	20.4%
Median HHI	\$143,000

AGE:

18-34	14.2%
25-49	52.2%
25-54	66.0%
Median Age	48.5

EMPLOYMENT:

Employed	84.3%
Prof/Managerial	48.9%
Service/Sales	22.2%
Any Chief Officer Position	20.9%

EDUCATION:

Attn Grad College+	74.7%
Grad College+	52.4%
Post Grad Study+	18.6%

TOTAL ASSET VALUE:

\$500,000+	61.5%
\$750,000+	42.2%
\$1Million+	31.6%
\$1.5 Million+	19.3%
Median	\$648,700

