



# DEMOGRAPHICS

## Gender

Male.....	58%
Female.....	42%

## Age Groups

18-24.....	14%
25-34.....	26%
35-44.....	27%
45-54.....	15%
55 +.....	11%

## Marital Status

Married.....	52%
Single.....	48%

## Education

College Graduate.....	34%
Some College.....	46%
High School.....	20%

## Race

White.....	51%
Hispanic.....	28%
Asian.....	12%
African-American.....	6%
Other.....	3%

## Household Income

250k+.....	8%
\$150k – 240k.....	14%
\$100k – 149k.....	25%
\$75k – 99k.....	20%
\$50k – 74k.....	20%
Under \$50k.....	13%

# IMPACT

**Total Media Placements ..... 4,428**

Television.....	63
Radio/Podcast.....	10
Community Newspapers.....	35
Daily Newspapers.....	139
Magazines.....	6
News Websites.....	1,394
Online Print/Radio/TV.....	2,781

**Total Publicity Value ..... \$4,209,213**  
Provided by CISION

# CONTACT

We'll be happy to tailor a sponsorship package that gives you the green flag to start boosting your bottom line at the 38th Annual Toyota Grand Prix of Long Beach.

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