

Cadillac Intender

Owns a Cadillac & plans on purchasing a new vehicle within next year



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GENERAL STATS

\$120,394
Median Household Income

45
Median Age

68%
Employed (Full or Part Time)

56%
Homeowners

107%

MORE LIKELY to prefer driving a **luxury vehicle**

• **45%** MORE LIKELY to have their car purchase decision influenced by the **technologies offered in a car's dashboard**

• **34%** MORE LIKELY to purchase a **domestic vehicle** for their next car purchase

• **29%** MORE LIKELY to believe that a **used car** is just as good as a new car

More likely than all adults



Cadillac

