

GMC Intender

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



localsolutions
POWERED BY COX MEDIA GROUP

GENERAL STATS

\$104,000
Median Household Income

45
Median Age

65%
Employed (Full or Part Time)

74%
Homeowners

GMC

73% MORE LIKELY to purchase a **domestic vehicle** for their next car purchase

• **49%** MORE LIKELY to claim a **vehicle's ability to handle rough terrain** is important to them

• **22%** MORE LIKELY to click on links posted by other people on **social media**

More likely than all adults

