

Luxury Demographics

Male/Female	74/26
Median Age	55.7 Years
Median HHI	\$112,659
\$100,000+	58%
College Educated	80%
Professional/Managerial	42%
Post Graduate Degree	20%

Luxury Cars

	Index	Rank*
Large Premium	298	9
Large Premium Conventional—Domestic (Lincoln Town Car, Cadillac DeVille)	235	6
Large Premium Conventional—(Infiniti Q45, Cadillac DTS)	348	8
Large Premium Conventional—Import (Audi A8/S8, VW Phaeton)	438	9
Large Premium Sporty—Import (Acura NSX, BMW Z8)	426	9
Large Premium Sporty—(BMW 6 Series, Mercedes CL Class, CLS & SLR)	413	10
Midsized Premium	229	19
Midsized Premium Sporty—Import (Maserati, Mercedes SL-Class)	398	20
Midsized Premium Conventional—Domestic (Cadillac STS, XLR)	202	20
Midsized Premium Utility—Import (Land Rover Discovery, Lexus GX 470)	225	24
Midsized Premium Sporty—Domestic (Chrysler Firepower, Corvette)	243	9
Midsized Premium Sporty—(Mitsubishi 3000 GT, Porsche 911, Panamera)	303	13
Midsized Utility—Import (Nissan Pathfinder, Toyota 4Runner)	141	13
Midsized Premium Conventional—(Infiniti M Series, Volvo S80, S90/V90)	250	14
Midsized Premium Conventional—Import (BMW 5 Series, Jaguar S Type)	255	15
Compact Premium		
Compact Premium Conventional—(BMW 3 Series, Saab 9000)	176	18



Source: 2008 JD Power Offline Report