



Fusion Audience 2017

CAR AND DRIVER / CARANDDRIVER.COM

| MEN | TOTAL AUDIENCE | % COMP |
|----------------------------------|----------------|--------|
| AGE | | |
| Age 18+ | 10,821,000 | --- |
| Age 18-24 | 1,354,000 | 12.5 |
| Age 25-34 | 1,962,000 | 18.1 |
| Age 35-49 | 3,212,000 | 29.7 |
| Median Age | 45.6 | |
| MARITAL STATUS | | |
| Single | 3,103,000 | 28.7 |
| Married | 6,272,000 | 58.0 |
| EDUCATION | | |
| Graduated from college or better | 3,534,000 | 32.7 |
| Any College | 6,809,000 | 62.9 |
| HOUSEHOLD INCOME | | |
| \$50,000 or More | 7,641,000 | 70.6 |
| \$75,000 or More | 5,502,000 | 50.8 |
| \$100,000 or More | 3,868,000 | 35.7 |
| Median HHI \$ | \$76,404 | |
| Median Value of Owned Home | \$232,357 | |