



Fusion Audience 2017

CAR AND DRIVER / CARANDDRIVER.COM

ADULTS	TOTAL AUDIENCE	% COMP
AGE		
Age 18+	13,353,000	---
Age 18-24	1,725,000	12.9
Age 25-34	2,355,000	17.6
Age 35-49	3,933,000	29.5
Median Age	45.4	
MARITAL STATUS		
Single	3,864,000	28.9
Married	7,509,000	56.2
EDUCATION		
Graduated from college or better	4,553,000	34.1
Any College	8,654,000	64.8
HOUSEHOLD INCOME		
\$50,000 or More	9,251,000	69.3
\$75,000 or More	6,776,000	50.7
\$100,000 or More	4,796,000	35.9
Median HHI \$	\$76,252	
Median Value of Owned Home	\$235,678	