



## Fusion Audience 2018

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| ADULTS                           | TOTAL AUDIENCE | % COMP |
|----------------------------------|----------------|--------|
|                                  | 14,780,000     | 100    |
| <b>AGE</b>                       |                |        |
| 18-34                            | 4,405,000      | 29.8   |
| 25-49                            | 7,501,000      | 50.8   |
| 35-54                            | 5,877,000      | 39.8   |
| Median Age                       | 45.4           |        |
| <b>MARITAL STATUS</b>            |                |        |
| Married                          | 8,345,000      | 56.5   |
| Single                           | 4,330,000      | 29.3   |
| <b>EDUCATION</b>                 |                |        |
| Graduated From College or Better | 4,965,000      | 33.6   |
| Any College                      | 9,531,000      | 64.5   |
| <b>HOUSEHOLD INCOME</b>          |                |        |
| \$50K+                           | 10,550,000     | 71.4   |
| \$75K+                           | 8,090,000      | 54.7   |
| \$100K+                          | 5,948,000      | 40.2   |
| Median HHI \$                    | \$83,174       |        |
| Median Value of Owned Home       | \$243,473      |        |