



Fusion Audience 2019

CAR AND DRIVER / CARANDDRIVER.COM

MEN	TOTAL AUDIENCE	% COMP
	11,611,000	100
AGE		
18-34	3,472,000	29.9
25-49	5,741,000	49.4
35-54	4,474,000	38.5
Median Age	45.2	
MARITAL STATUS		
Married	6,592,000	56.8
Single	3,373,000	29.1
EDUCATION		
Graduated From College or Better	3,684,000	31.7
Any College	7,265,000	62.6
EMPLOYED		
Professional/Managerial	3,191,000	27.5
Employed	8,639,000	74.4
Employed Full Time	7,706,000	66.4
HOUSEHOLD INCOME		
\$50K+	8,197,000	70.6
\$75K+	6,181,000	53.2
\$100K+	4,521,000	38.9
Median HHI \$	\$80,657	
Median Value of Owned Home	\$255,025	
	\$255,025	