



Fusion Audience 2019

CAR AND DRIVER / CARANDDRIVER.COM

ADULTS	TOTAL AUDIENCE	% COMP
	14,476,000	100
AGE		
18-34	4,481,000	31.0
25-49	7,116,000	49.2
35-54	5,386,000	37.2
Median Age	44.9	
MARITAL STATUS		
Married	8,068,000	55.7
Single	4,217,000	29.1
EDUCATION		
Graduated From College or Better	4,664,000	32.2
Any College	9,160,000	63.3
EMPLOYED		
Professional/Managerial	4,058,000	28.0
Employed	10,521	72.7
Employed Full Time	9,093,000	62.8
HOUSEHOLD INCOME		
\$50K+	10,410,000	71.9
\$75K+	7,822,000	54.0
\$100K+	5,641,000	39.0
Median HHI \$	\$81,697	
Median Value of Owned Home	\$255,906	