



Fusion Audience 2018

CAR AND DRIVER / CARANDDRIVER.COM

ADULTS	TOTAL AUDIENCE	% COMP
	14,780,000	100
AGE		
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	
MARITAL STATUS		
Married	8,345,000	56.5
Single	4,330,000	29.3
EDUCATION		
Graduated From College or Better	4,965,000	33.6
Any College	9,531,000	64.5
HOUSEHOLD INCOME		
\$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	