



## Fusion Audience 2018

CAR AND DRIVER / CARANDDRIVER.COM

MEN	TOTAL AUDIENCE	% COMP
	11,528,000	100
<b>AGE</b>		
18-34	3,404,000	29.5
25-49	6,030,000	52.3
35-54	4,733,000	41.1
Median Age	45.5	
<b>MARITAL STATUS</b>		
Married	6,521,000	56.6
Single	3,545,000	30.8
<b>EDUCATION</b>		
Graduated From College or Better	3,657,000	31.7
Any College	7,265,000	63.0
<b>HOUSEHOLD INCOME</b>		
\$50K+	8,258,000	71.6
\$75K+	6,245,000	54.2
\$100K+	4,633,000	40.2
Median HHI \$	\$82,456	
Median Value of Owned Home	\$238,567	