



FUSION AUDIENCE 2018

ROAD & TRACK/ROADANDTRACK.COM

MEN	TOTAL AUDIENCE	% COMP
	3,902,000	100
AGE		
18-34	969,000	24.8
25-49	1,666,000	42.7
35-54	1,435,000	36.8
Median Age	49.4	
MARITAL STATUS		
Married	2,211,000	56.7
Single	1,184,000	30.3
EDUCATION		
Graduated From College or Better	1,273,000	32.6
Any College	2,374,000	60.8
HOUSEHOLD INCOME		
\$50K+	2,864,000	73.4
\$75K+	2,103,000	53.9
\$100K+	1,614,000	41.4
Median HHI \$	\$82,764	
Median Home Value	\$247,282	