



FUSION AUDIENCE 2019

ROAD & TRACK/ROADANDTRACK.COM

ADULTS	TOTAL AUDIENCE	% COMP
	5,546,000	100
AGE		
18-34	1,318,000	23.8
25-49	2,580,000	46.5
35-54	2,339,000	42.2
Median Age	47.4	
MARITAL STATUS		
Married	3,380,000	60.9
Never Married	1,461,000	26.3
EDUCATION		
Graduated From College or Better	1,883,000	34.0
Any College	3,434,000	61.9
EMPLOYED		
Professional/Managerial	1,575,000	28.4
Employed	3,955,000	71.3
Employed Full Time	3,537,000	63.8
HOUSEHOLD INCOME		
\$50K+	4,106,000	74.0
\$75K+	3,236,000	58.3
\$100K+	2,441,000	44.0
Median HHI \$	\$89,554	
Median Home Value	\$272,575	

Source: 2018 comScore Multi-Platform //GfK MRI Media Fusion (07-18/S18)