



FUSION AUDIENCE 2019

ROAD & TRACK/ROADANDTRACK.COM

MEN	TOTAL AUDIENCE	% COMP
	4,913,000	100
AGE		
18-34	1,280,000	26.1
25-49	2,381,000	48.5
35-54	2,106,000	42.9
Median Age	46.4	
MARITAL STATUS		
Married	2,934,000	59.7
Single	1,376,000	28.0
EDUCATION		
Graduated From College or Better	1,606,000	32.7
Any College	3,018,000	61.4
EMPLOYED		
Professional/Managerial	1,361,000	27.7
Employed	3,599,000	73.3
Employed Full Time	3,270,000	66.6
HOUSEHOLD INCOME		
\$50K+	3,639,000	74.1
\$75K+	2,870,000	58.4
\$100K+	2,135,000	43.5
Median HHI \$	\$89,077	
Median Home Value	\$265,586	

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