



FUSION AUDIENCE 2017

ROAD & TRACK/ROAD&TRACK.COM

MEN	TOTAL AUDIENCE	% COMP
	2,562,000	100
AGE		
18+	3,890,000	---
18-24	502,000	12.9
25-34	462,000	11.9
35-49	1,113,000	28.6
Median Age	48.8	
MARITAL STATUS		
Single	1,165,000	29.9
Married	2,231,000	57.4
EDUCATION		
Graduated from college or better	1,375,000	35.3
Any College	2,616,000	67.2
HOUSEHOLD INCOME		
Household Income \$50,000 or More	2,854	73.4
Household Income \$75,000 or More	1,947	50.1
Household Income \$100,000 or More	1,431	36.8
Median HHI \$	\$75,121	
Median Home Value	\$233,694	