



FUSION AUDIENCE 2017

ROAD & TRACK/ROAD&TRACK.COM

ADULTS	TOTAL AUDIENCE	% COMP
	2,562,000	100
AGE		
18+	4,190,000	---
18-24	525,000	12.5
25-34	491,000	11.7
35-49	1,197,000	28.6
Median Age	49.0	
MARITAL STATUS		
Single	1,207,000	28.8
Married	2,435,000	58.1
EDUCATION		
Graduated from college or better	1,511,000	36.1
Any College	2,834,000	67.6
HOUSEHOLD INCOME		
Household Income \$50,000 or More	3,080	73.5
Household Income \$75,000 or More	2,091	49.9
Household Income \$100,000 or More	1,555	37.1
Median HHI \$	\$74,897	
Median Home Value	\$233,819	