



# FUSION AUDIENCE 2018

## ROAD & TRACK/ROADANDTRACK.COM

ADULTS	TOTAL AUDIENCE	% COMP
	4,485,000	100
AGE		
18-34	1,195,000	26.6
25-49	1,920,000	42.8
35-54	1,585,000	35.3
Median Age	48.9	
MARITAL STATUS		
Married	2,517,000	56.1
Never Married	1,378,000	30.7
EDUCATION		
Graduated From College or Better	1,502,000	33.5
Any College	2,731,000	60.9
HOUSEHOLD INCOME		
\$50K+	3,253,000	72.5
\$75K+	2,435,000	54.3
\$100K+	1,871,000	41.7
Median HHI \$	\$83,539	
Median Home Value	\$253,939	