

ROAD & TRACK

PRINT AUDIENCE 2016

ADULTS	TOTAL AUDIENCE	% COMP
Men + Women	2,922,000	
Men	2,791,000	95.5%
Women	131,000	4.5%
AGE		
18-24	281,000	7.9%
25-34	817,000	22.9%
35-49	904,000	25.3%
Median Age		47.8
MARITAL STATUS		
Single	827,000	28.3%
Married	1,615,000	55.3%
EDUCATION		
Graduated College or Better	991,000	33.9%
Any College (Attended College+)	1,837,000	62.9%
HOUSEHOLD INCOME		
\$50,000+	2,201,000	75.3%
\$75,000+	1,733,000	59.3%
\$100,000+	1,156,000	39.6%
Median HHI		\$86,777
Median Value of Owned Home		\$241,430
Readers Per Copy		5.19