

DEMOGRAPHICS



PRCA Attendees:

- **4 Million in Attendance at PRCA rodeo's across the US**
- **Fan base of 24 Million**
- **6.1 Million watched the Wrangler National Finals Rodeo**
- **5.2 Million watched a PRCA rodeo on broadcast TV**

Knowing Our Numbers:

- **15% is equal to 560,000 people**
- **26% is equal to 945,000 people**
- **41% is equal to 1,500,000 people**
- **77% is equal to 2,800,000 people**
- **88% is equal to 3,200,000 people**



PRCA Attendees:

Gender:

49% Male

51% Female

Race:

64% White (non-Hispanic)

24% Hispanic

6% Black (non-Hispanic)

Household Income:

77% Earn \$35,000 or More

59% Earn \$50,000 or More

41% Earn \$75,000 or More

26% Earn \$100,000 or More

Age:

37% 18-34

64% 25-54

32% 50 or older

Family:

61% Married

88% Have Children in the HH

72% Own Their Home

Education:

60% Attended college

26% Are college graduates

32% Attended a
special/vocational/technical
school



PRCA Attendees:

Technology & Items in the Home

95% Are wireless/cell phone subscribers

88% Own a computer

83% Have accessed the Internet in the past 30 days

78% Own a DVD player

75% Own a digital camera

64% Have made a purchase on the Internet in the past 12 months

40% Subscribe to satellite TV

51% Have an MP3 player

48% Have video game system

71% Have a High Definition television

42% Have and energy saving appliance

Ways cell phone used (past 30 days):

30% Checked their email

20% Listened/downloaded music

20% Social networking

70% Text messaging

37% Have a smart phone (iPhone, Blackberry, etc.)



PRCA Attendees:

Ways Internet Used (Past 30 Days)

- 80% Checked email**
- 50% Checked the weather**
- 35% Checked local news**
- 46% Paid bills online**
- 29% Made travel reservations**
- 56% Social Networking (Facebook, Twitter, etc.)**
- 36% Used to find business address or phone number**
- 28% Used for Instant Messaging**
- 32% Listened or downloaded music**
- 28% Sports score updates**
- 29% Watched video clips**
- 27% Shopped for clothing and accessories**
- 30% Shopped for airline tickets**
- 64% Made a purchase online**



PRCA Attendees:

Banking:

- 80% Have a checking account**
- 77% Have used a credit card in the past 3 months**
- 73% Have a savings account**
- 67% Use a debit card**
- 54% Use an ATM card**
- 39% Use online banking services**

Financial:

- 54% Have some type of financial investment**
- 38% Have a home mortgage**
- 30% Have an auto loan**
- 31% Own stocks or stock options**
- 27% Own mutual funds**
- 25% Have a 401-K plan**

Contributions (past 12 months):

- 48% Have contributed money to a religious organization**
- 38% Have done volunteer work**
- 72% Have contributed money to any organizations**



PRCA Attendees:

Food Consumption:

94% Ate at a fast food restaurant in the past 30 days

91% Ate at a sit down restaurant in the past 30 days

Beverage Consumption:

41% Drank a diet soft drink in the past 7 days

63% Drank a regular soft drink in the past 7 days

52% Drank bottled water in the past 7 days

47% Drank some type of liquor in the past 30 days

49% Drank a beer in the past 30 days

49% Drank 100% fruit juice in the past 7 days

30% Drank a sports drink in the past 7 days



PRCA Attendees:

Travel:

79% Have stayed in a hotel or motel in the past 12 months

54% Have taken one or more domestic air round trips in the past 12 months

39% Have rented a car in the past 12 months

20% Have driven 500-999 miles in the last four weeks

Events Attended & Places Visited (past 12 months):

41% Have visited a casino

44% Have visited a zoo

37% Have attended a high school sports event

25% Have attended a country music concert

72% Have gone to see a movie in a theater



PRCA Attendees:

Activities (Past 12 Months):

- 30% Have gone bowling**
- 34% Have gone camping**
- 36% Have gone fishing**
- 54% Have gardened**
- 17% Have gone hunting**
- 38% Have gone jogging or running**
- 36% Have done photography**
- 47% Have gone swimming**
- 19% Have done crafts**

Vehicles:

- 33% Own a SUV**
- 44% Own a truck**
- 65% Have shopped at a convenience store in the last 7 days**

