

DEMOGRAPHICS



PRCA Attendees:

- **5 Million in Attendance at PRCA rodeo's across the US**
- **Fan base of 31 Million**
- **9.4 Million watched the Wrangler National Finals Rodeo**
- **14 Million watched a PRCA rodeo on broadcast TV**

Knowing Our Numbers:

- **22% is equal to 1 Million people**
- **34% is equal to 1.6 Million people**
- **47% is equal to 2.2 Million people**
- **73% is equal to 3.5 Million people**
- **88% is equal to 4.1 Million people**



PRCA Attendees:

Gender:

49% Male

51% Female

Race:

65% White (non-Hispanic)

21% Hispanic

7% Black (non-Hispanic)

Household Income:

75% Earn \$35,000 or More

53% Earn \$50,000 or More

38% Earn \$75,000 or More

21% Earn \$100,000 or More

Age:

35% 18-34

61% 25-54

35% 50 or older

Family:

62% Married

47% Have Children in the HH

73% Own Their Home

Education:

32% Have some college

22% Are college graduates

29% Attended a
special/vocational/technical
school



PRCA Attendees:

Technology & Items in the Home

94% Are wireless/cell phone subscribers

86% Own a computer

86% Have accessed the Internet in the past 30 days

68% Own a DVD player

49% Own a DVR

65% Have made a purchase on the Internet in the past 12 months

38% Subscribe to satellite TV

45% Have an MP3 player

43% Have video game system

77% Have a High Definition television

35% Have and energy saving appliance

Ways cell phone used (past 30 days):

38% Checked their email

30% Checked news, traffic, weather

28% Social networking

73% Text messaging

47% Have a smart phone (iPhone, Blackberry, etc.)

32% Used search engine (Google, Yahoo!, etc.)



PRCA Attendees:

Ways Internet Used (Past 30 Days)

- 60% Used a search engine**
- 55% Checked the weather**
- 37% Checked local news**
- 40% Online banking**
- 27% Made travel reservations**
- 56% Social Networking (Facebook, Twitter, etc.)**
- 37% Used to find business address or phone number**
- 28% Used for Instant Messaging**
- 33% Listened or downloaded music**
- 24% Sports score updates**
- 32% Watched video clips**
- 39% Shopped for clothing and accessories**
- 27% Listened to the radio**
- 30% Checked National news**



PRCA Attendees:

Banking:

- 80% Have a checking account**
- 79% Have used a credit card in the past 3 months**
- 70% Have a savings account**
- 69% Use a debit card**
- 53% Use an ATM card**
- 40% Use online banking services**

Financial:

- 48% Have some type of financial investment**
- 34% Have a home mortgage**
- 32% Have an auto loan**
- 27% Own stocks or stock options**
- 22% Own mutual funds**
- 25% Have a 401-K plan**

Contributions (past 12 months):

- 44% Have contributed money to a religious organization**
- 33% 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**
- 92% Ate at a sit down restaurant in the past 30 days**

Beverage Consumption:

- 41% Drank a diet soft drink in the past 7 days**
- 64% Drank a regular soft drink in the past 7 days**
- 51% Drank bottled water in the past 7 days**
- 45% Drank some type of liquor in the past 30 days**
- 54% Drank a beer in the past 30 days**
- 50% 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

48% Have taken one or more domestic air round trips in the past 12 months

37% Have rented a car in the past 12 months

19% Have driven 500-999 miles in the last four weeks

Events Attended & Places Visited (past 12 months):

41% Have visited a casino

43% Have visited a zoo

33% Have attended a high school sports event

30% Have attended a country music concert

68% Have gone to see a movie in a theater



PRCA Attendees:

Activities (Past 12 Months):

- 28% Have gone bowling**
- 33% Have gone camping**
- 38% Have gone fishing**
- 53% Have gardened**
- 21% Have gone hunting**
- 34% Have gone jogging or running**
- 34% Have done photography**
- 44% Have gone swimming**
- 20% Have done crafts**

Vehicles:

- 31% Own a domestic SUV**
- 49% Own a domestic truck**
- 65% Have shopped at a convenience store in the last 7 days**

