

# Demographics



# **PRCA Attendees/TV Viewers:**

- 5.4 Million in Attendance at PRCA Rodeo's across the US Fan Base of 35 Million
- 7.5 Million Watched the Wrangler National Finals Rodeo
- 13.2 Million watched a PRCA rodeo on television



Source: Scarborough USA + Release 2-2013 (Adults 18+)

**Gender:**

49% Male  
51% Female

**Age:**

30% 18-34  
53% 25-54  
44% 50 or older

**Race:**

68% White (non-Hispanic)  
21% Hispanic  
11% Black (non-Hispanic)

**Family:**

58% Married  
47% Have Children in the HH  
70% Own Their Home

**Household Income:**

71% Earn \$35,000 plus  
51% Earn \$50,000 plus  
34% Earn \$75,000 plus  
20% Earn \$100,000 plus

**Education:**

57% Have some College  
26% Are College graduates



## Technology and Items in the Home:

92% Are wireless/cell phone subscribers

90% Own a computer or tablet

87% Have accessed the Internet in the past 30 days

63% Own a DVD player

50% Own a DVR

69% Have made a purchase on the Internet in the past 12 months

35% Subscribe to satellite TV

45% Have a video game system

76% Have a High Definition television

30% Have an energy saving appliance

## Cell phone use/Social Networking:

82% Text messaging

57% Have a smart phone (iPhone, Blackberry, etc.)

31% Spend one hour plus on a social networking site in an average day

47% Have used instant messaging in the past 30 days

62% Have used Facebook, Twitter, LinkedIn, Etc. in the past 30 days



## **Banking:**

75% Have a checking account

83% Have used a credit card in the past 3 months

74% Have a savings account

73% Use a debit card

52% Use an ATM card

42% Use online banking services

## **Financial:**

52% Have some type of financial investment

35% Have a home mortgage

28% Have an auto loan

29% Own stocks or stock options

25% Own mutual funds

23% Have a 401-K plan

## **Contributions (past 12 months):**

46% Have contributed money to a religious organization

38% Have done volunteer work

74% Have contributed money to any organizations



### **Food Consumption:**

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

88% Ate at a sit down restaurant in the past 30 days

### **Beverage Consumption:**

35% Drank a diet soft drink in the past 7 days

62% Drank a regular soft drink in the past 7 days

47% Drank bottled water in the past 7 days

52% Drank some type of liquor in the past 30 days

40% Drank domestic light beer in the past 30 days

28% Drank domestic regular beer in the past 30 days

35% Drank fruit juice in the past 7 days

16% Drank an energy in the past 7 days



## Travel:

78% Have stayed in a hotel or motel in the past 12 months

46% Have taken one or more domestic air round trips in the past 12 months

36% Have rented a car in the past 12 months

18% Have driven 250-499 miles in the past 7 days

## Events Attended and Places Visited (past 12 months):

41% Have visited a casino

44% Have visited a zoo

32% Have attended a high school sports event

31% Have attended a country music concert

98% have gone to a professional sports event



# **PRCA Attendees:**

## **Activities (Past 12 Months):**

- 26% Have gone bowling
- 35% Have gone camping
- 37% Have gone fishing
- 58% Have gardened
- 19% Have gone hunting
- 37% Have gone jogging or running
- 24% Have done photography
- 46% Have gone swimming
- 20% Have done crafts

## **Vehicles:**

- 32% Own a domestic SUV
- 40% Own a domestic truck



Source: Scarborough USA + Release 2-2013 (Adults 18+)

## **Shopping:**

63% Have shopped at convenience stores in the past 7 days

99% Have shopped at a grocery store in the past 7 days

71% Have shopped/visited a mall/shopping center in the past 30 days

90% Have shopped at a clothing store in the past 90 days

71% Have shopped at a bookstore in the past 30 days

19% Have shopped/used dry cleaning services in the past 90 days

## **Online Shopping:**

42% Have shopped online in the past 30 days

33% Have shopped for airline tickets in the past 12 months

