



 **COWBOY  
LIFESTYLE  
NETWORK**

**Demographic Data 2019**



## Education

47% College Educated



## Age

13% 18-34  
20% 35-49  
41% 50-64  
26% 65 and over



## Ethnicity

69% White (non-Hispanic)  
23% Hispanic  
8% Black (non-Hispanic)



## Family

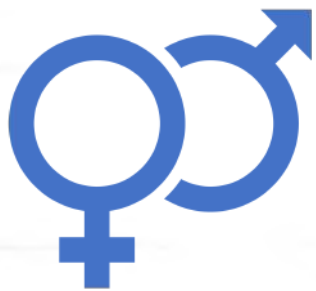
62% Married  
43% Have Children  
\$80,486 Median Household Income



## Residence

68% Homeownership  
\$232,803 Median Home Value  
67% Rural Home  
24% Urban Home





## Gender

56% Men

44% Women



## Planned purchases in the next 12 months:

65% of men will purchase men's apparel or accessories

79% of women will purchase women's apparel or accessories

72% plan to take a vacation or travel

37% go to a casino

26% go to a country music concert

73% go to a professional sports event

22% buy a truck

18% buy a SUV

17% buy an ATV

8% buy a horse

9% buy a livestock / horse trailer

68% buy furniture or home furnishings

25% purchase a major home appliance

46% plan to invest in an improvement for their home

18% purchase art



## Ownership

47% own a truck

34% own a SUV

14% own an ATV

21% own a horse





### Activities last 30 Days:

- 96% ate at a fast-food restaurant
- 90% ate at a sit-down restaurant
- 21% drank some type of liquor
- 39% drank a beer
- 73% have shopped online



### Activities next 12 Months:

- 43% plan to go camping
- 54% plan to go hunting
- 58% plan to go fishing



### Purchases last 12 Months:

- 54% of men have purchased men's apparel
- 63% of women have purchased women's apparel
- 77% have taken a vacation or traveled
- 44% visited a casino
- 33% have attended a country music concert
- 93% have gone to a professional sports event

### Activities last 12 Months:

- 35% have gone camping
- 33% have gone hunting
- 43% have gone fishing

