



# **COWBOY LIFESTYLE NETWORK**

**Demographic Data 2023**



# Demographics



## Our CLN Community

The CLN peer community is composed of **the ideal consumer**. They are financially secure, own their own homes & businesses. They have more discretionary income to spend on themselves & entertainment.

Sources: internal data (3,292 total survey returns), Facebook Analytics, & Google Analytics Ending March 2023





### Age

18% 18-34  
23% 35-49  
42% 50-64  
17% 65 and over



### Education

48% College Educated



### Ethnicity

62% White (non-Hispanic)  
21% Hispanic  
9% Black (non-Hispanic)  
5% Native American  
4% Other



### Family

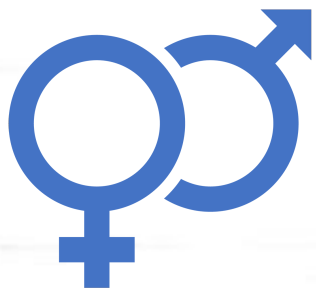
58% Married  
46% Have Children  
\$86,137 Median Household Income



### Residence

69% Homeownership  
\$322,728 Median Home Value  
68% Rural Home  
26% Urban Home





## Gender

54% Men

46% Women



## Planned purchases in the next 12 months:

73% of men will purchase men's apparel or accessories

75% of women will purchase women's apparel or accessories

74% plan to take a vacation or travel

42% go to a casino

43% go to a country music concert

66% go to a professional sports event

25% buy a truck

21% buy a SUV

14% buy an ATV

6% buy a horse

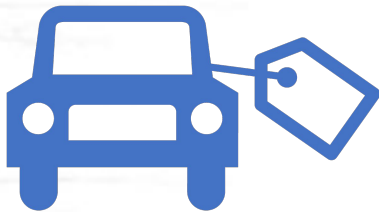
11% buy a livestock / horse trailer

71% buy furniture or home furnishings

32% purchase a major home appliance

48% plan to invest in an improvement for their home

16% purchase art



## Ownership

48% own a truck

37% own a SUV

17% own an ATV

24% own a horse





### **Activities last 30 Days:**

- 98% ate at a fast-food restaurant
- 94% ate at a sit-down restaurant
- 27% drank some type of liquor
- 43% drank a beer
- 86% have shopped online



### **Activities next 12 Months:**

- 41% plan to go camping
- 46% plan to go hunting
- 51% plan to go fishing



### **Purchases last 12 Months:**

- 62% of men have purchased men's apparel
- 68% of women have purchased women's apparel
- 69% have taken a vacation or traveled
- 42% visited a casino
- 41% have attended a country music concert
- 86% have gone to a professional sports event

### **Activities last 12 Months:**

- 33% have gone camping
- 29% have gone hunting
- 41% have gone fishing

