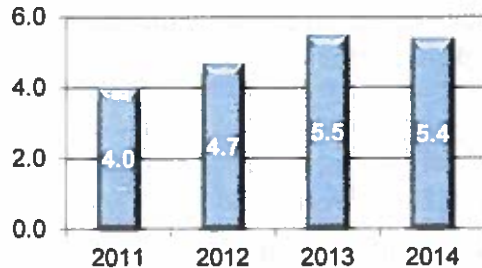




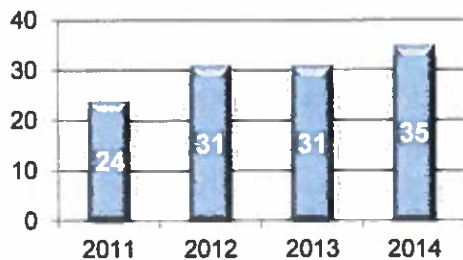
PRCA FANS: A GROWING, DESIRABLE DEMOGRAPHIC

Rodeo attendance



PRCA rodeo attendance went up 35 percent between 2011 and 2014 – from 4.0 to 5.4 million people.

Millions of rodeo fans



Counting the TV audience, 35 million Americans were rodeo fans last year – up by 46 percent from 2011.

ProRodeo fan demographics

- 49 percent male, 51 percent female
- 53 percent in their prime earnings years, aged 25-54
- 58 percent are married; 47 percent have children in the home
- 51 percent report \$50,000 or more in annual household income
- 57 percent have some college education
- 87 percent are Internet users
- 42 percent use online banking services
- 35 percent have home mortgages; 70 percent own their own homes
- 28 percent have auto loans
- 74 percent contributed to charitable organizations
- 94 percent ate at a fast-food restaurant in a 30-day period, and 88 percent at a sit-down restaurant
- 40 percent own a domestic truck; 32 percent own a domestic SUV

