

## VITAL STATISTICS

### ► READER PROFILE

#### *Affluent, active readers*

|                             |                 |
|-----------------------------|-----------------|
| Total Audience .....        | <b>332,500</b>  |
| Male / Female .....         | <b>54 / 46%</b> |
| Average Age .....           | <b>50</b>       |
| Married.....                | <b>62%</b>      |
| College Educated (Any)..... | <b>74.5%</b>    |

#### HOUSEHOLD INCOME

|                               |                 |
|-------------------------------|-----------------|
| Median Household Income ..... | <b>\$84,429</b> |
| \$100,000+.....               | <b>24.7%</b>    |

#### REAL ESTATE

|                     |              |
|---------------------|--------------|
| Home Ownership..... | <b>82%</b>   |
| Second Homes.....   | <b>23.5%</b> |

#### READERSHIP HABITS

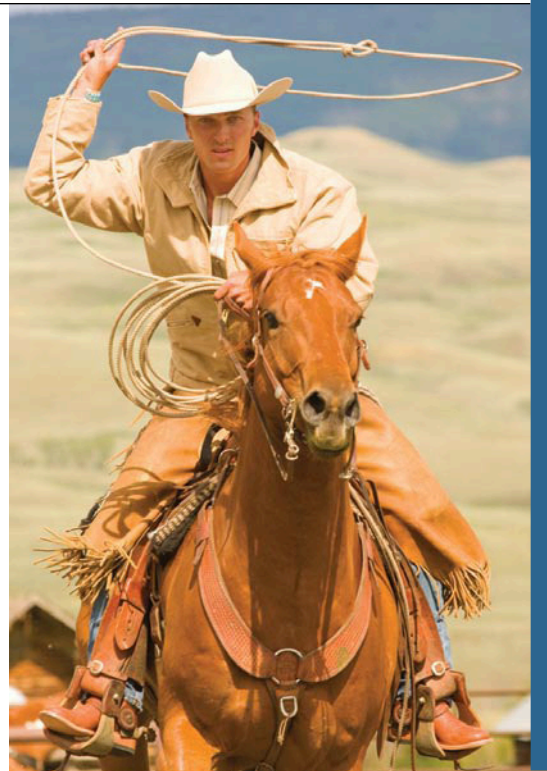
#### *Loyal, committed readers*

|  |                    |
|--|--------------------|
| Read AC the same day they receive it ..... | <b>71.4%</b>       |
| Read every issue of AC .....               | <b>72%</b>         |
| Average time spent per issue .....         | <b>126 minutes</b> |

**98.5%** ..... Percentage of readers who will definitely or probably renew their subscription

**83%** ..... Have taken any action as a result of reading American Cowboy\*

\* purchased an advertised product or service, visited an advertiser's website, contacted an advertiser, etc.



#### PURCHASING POWER

|  | Purchased in the past 12 months | Average amount spent |
|--|---------------------------------|----------------------|
| Western Apparel .....                  | <b>75.7%</b>                    | <b>\$400</b>         |
| Books / CDs / DVDs .....               | <b>72.4%</b>                    | <b>\$351</b>         |
| Pet Food & Products.....               | <b>56.4%</b>                    | <b>\$608</b>         |
| Boots .....                            | <b>56%</b>                      | <b>\$371</b>         |
| Gifts & Collectibles .....             | <b>51.6%</b>                    | <b>\$413</b>         |
| Garden Supplies .....                  | <b>49%</b>                      | <b>\$372</b>         |
| Hats.....                              | <b>43%</b>                      | <b>\$193</b>         |
| Home Furnishings .....                 | <b>40%</b>                      | <b>\$1,526</b>       |
| Jewelry .....                          | <b>37.8%</b>                    | <b>\$440</b>         |
| Barn / Fence / Building Materials..... | <b>33.6%</b>                    | <b>\$4,341</b>       |
| Western Art & Collectibles.....        | <b>32%</b>                      | <b>\$1,024</b>       |
| Saddles & Tack .....                   | <b>31.7%</b>                    | <b>\$800</b>         |
| Hunting / Fishing / Camping Gear ..... | <b>31.7%</b>                    | <b>\$719</b>         |

**Nearly 70% of AC readers have made purchases via Internet, phone, or mail in the last year**

Source: 2008 American Cowboy Reader Study, RRC Associates, Boulder, CO

## VITAL STATISTICS

### ▶ TRAVEL & LEISURE

#### VACATION TRAVEL

- 86.5%** ..... Traveled on an overnight domestic trip in the past year
- 71%** ..... Traveled to/within the Western United States in the past year
- 80.6%** ..... Stayed in a hotel / motel
- 51.7%** ..... Plan to take a Western-themed vacation in the next 12 months
- 9.8** ..... Average number of days of each vacation
- 1.7** ..... Average number of vacations taken per year
- \$3,763** ..... Average amount spent on travel last year

#### SPORTING EVENTS & RECREATIONAL ACTIVITIES

- Rodeos and Shooting Sports..... **72.9%**
- Horseback / Trail Riding ..... **57.2%**
- Camping / Fishing / Hunting..... **48.9%**
- Equine Events ..... **45.5%**

#### CULTURAL INTERESTS

- Western Movies ..... **82.2%**
- Country / Western Concerts..... **54%**
- Museums & Historical Sites ..... **48.4%**
- Festivals & Parades..... **42%**
- Western Art Shows & Sales..... **35.6%**

#### HOBBIES & LEISURE PURSUITS

- Sight-Seeing ..... **55.4%**
- Shopping..... **51.6%**
- Gardening ..... **45.7%**
- Cooking / Entertaining ..... **44.5%**
- Collecting Western Art ..... **33.8%**

#### HORSE OWNERSHIP & ACTIVITIES

- 2.8** ..... Average number of horses owned or leased by AC readers
- \$4,210** ..... Average amount spent per year on horses
- 57.2%** ..... Percentage of readers who regularly ride horses
- 34%** ..... Percentage of readers who own horse trailers

#### RESIDENCY

- Rural..... **59.5%**
- Suburban ..... **27.5%**
- Urban ..... **13%**

Source: 2008 American Cowboy Reader Study, RRC Associates, Boulder, CO

