

The numbers don't lie – the country shares a deep and abiding love for Country Music. From coast to coast, across income brackets and in big and small towns, it is clear that Americans connect with Country and the connection shows in the numbers.

| Gender | |
|--------|-----|
| Male | 48% |
| Female | 52% |

| Age | |
|-------|-----|
| 18-34 | 31% |
| 18-49 | 59% |
| 25-54 | 55% |

| Home & Family | |
|--------------------------|-----------|
| Avg. Household Income | \$74,214 |
| Own Their Own Home | 45% |
| Avg. Value of Home Owned | \$223,839 |
| Avg. # of Children in HH | 2.4 |

| Place of Residence | |
|------------------------------|-----|
| Reside in A,B, or C Counties | 81% |

DID YOU KNOW...

- Country Music fans comprise 40% of all **professional/managerial jobs**
- Just over one-third (38%) of **Hybrid vehicle owners** are Country Music fans
- Country Music fans spent \$18 billion on international travel last year – **comprising 36% of total dollars spent on foreign travel**
- Country Music fans spent \$46 billion on domestic travel last year – **comprising 47% of total dollars spent on domestic travel**
- Female fans spent \$6.4 billion on **beauty products** last year – **comprising 46% of total sales by women**
- Male fans spent \$19.6 billion on **video games** last year – **comprising 41% of total sales by men**
- Country Music fans comprise 41% of all adults who **tracked investments, traded stocks, bonds, or mutual funds** online last year
- 53% (13.2 million) of Country Music fans **barbecue at least once a week.**
- 48% (9.2 million) of Country Music fans **entertain friends/family at home** 2-3 times per month.
- Country Music fans spent \$7.4 billion **eating** at Family Restaurants and Steak Houses in the past 6 months – **comprising 46% of total sales.**

