



DEMOGRAPHICS

Demographics

GENDER

Male	94%
Female	6%

AGE

17<	0.4%
18-24	5%
25-34	15%
35-44	31%
45-54	34%
55-64	13%
65+	2%

EDUCATION LEVEL

Some High School or Less	1%
High School Graduate	10%
Attended College	27%
College Graduate	43%
Some Post Graduate Study	5%
Masters Degree	8%
Doctoral Degree	6%

MARITAL STATUS

Married	80%
Single	20%

ANNUAL HOUSEHOLD INCOME

Less Than \$20,000	1%
\$20,000 - \$39,999	5%
\$40,000 - \$59,999	9%
\$60,000 - \$79,999	10%
\$80,000 - \$100,000	20%
More Than \$100,000	55%

ACTIVITIES

Camping	67%
Fishing	67%
Reload Ammo	13%
Breed/Train Dogs	11%
Off-Roadng	35%
Car/Truck Repair	19%
Small Farming	18%
Hiking/Backpacking	20%
Shotgun Target Shooting	35%
Handgun Target Shooting	31%
Rifle Target Shooting	47%
Archery	15%

GAME PREFERENCE

Whitetail Deer	93%
Mule Deer	19%
Turkey	47%
Varmints	41%
Waterfowl	24%
Upland Birds	30%
Predators	35%
Other Big Game	20%

HUNTING METHOD

Rifle	90%
Shotgun	61%
Handgun	16%
Archery	43%
Blackpowder	10%
Crossbow	4%

Hunting & Member Demographics*

- Texas is the No. 1 state in total anglers and hunters: 2.6 million.
- Texans spend 13.4 million days in the field and woods and 38.9 million days on the water.
- Texas hunters spend \$2.3 billion each year.
- Texas attracts 341,000 non-resident sportsmen each year.
- The majority of our members are college graduates with an annual household income over \$100,000!
- Our members hunt 41+ days a year, primarily whitetail, using a variety of methods.
- Our members demonstrate buying power for many outdoor product categories!

