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Network Profile

The Cowboy Channel is on the rise as the first 24-hour TV network totally dedicated to western sports and the western way of life. The Cowboy Channel is the official network of the PRCA and home of the NFR. No one understands and commentates on western sports better than our top-hand on air personalities.

Gender

Male	55%
Female	45%

Household Income

Median HHI	\$62k
Median Net Worth	\$217k

Homelife

Owns Home	69%
Owns a Farm	8%
Married	55%

Age

Median Age	47
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Featured Programs

Texas Swing	100 Rodeos in 100 Days	Western Sports Roundup
Rodeo Queens	Better Horses	10 for 10
ProRodeo Tonight	Gentle Giants	Cowboys of Thunder