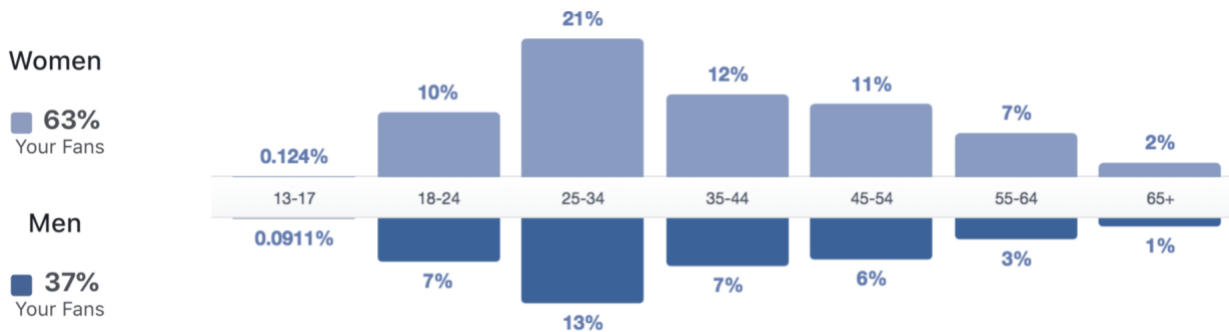


Fan Demographics-the Lost Trailers

The Lost Trailers first broke through radio with their top charting hit “Holler Back” in 2008. The main fan base that has followed the band since that breakthrough are fans are now in their 30s and 40s. Fortunately, this demographic has the highest numbers of country listeners in comparison to all other generations. 16% of Americans ages 35-44 consider themselves country music fans, while fans ages 45-54 stack up to 19% (CMA World).

Within the United States, the Lost Trailers have 35K engaged fans on Facebook, with 39K total followers worldwide. Demographic information (from Facebook) including fan gender and age is as follows:



Currently, the band is attempting to build up a new and younger fan base through social media outlets such as Instagram. There has been a 57% increase in the past 10 years in the number of 18-24-year-old country music consumers (CMA World).

The average annual household income of country music listeners stacks up at about \$78.9k (CMA World). Therefore, the band’s current targeted audience in terms of income is typically middle to upper-middle class. Over half of Lost Trailers fans are married homeowners with full time employment as well as a college education.

Please see full Facebook demographic report for more details.