

HORSECITY.COM

2005 Demographic Data

Site Statistics:

2005 Total Page Impressions: 82,950,568
2005 Total Ad Impressions: 246 million
2005 Average Page Impressions/month: 6.8 million
2005 Total Users: 12,500,100
2005 Total Unique Users: 5,044,423
2005 Average Monthly Unique Users: 503,703

Gender Demos:

Female: 80%
Male: 20%

Age Demos:

0-15: 3%
16-25: 10%
26-44: 43%
45 and higher: 44%

Income Demos:

\$25k or less: 13%
\$26k - \$50k: 35%
\$51k - \$75k: 26%
\$76k - \$100k: 16%
\$101k or higher: 10%

Discipline Demos:

Pleasure/Trail/Recreation: 69%
Western Competitive: 16%
English Competitive: 15%