



2007 Demographic Data*

Gender:

Female	63%
Male	37%

Age:

Under 25	20%
25-34	14%
35-54	55%
55-64	9%
65 Plus	2%

Income:

Less than \$25K	15%
\$26K - \$50K	35%
\$51K - \$75K	25%
\$76K - \$100K	10%
\$100K plus	15%

Location:

West Coast	24%
Midwest	26%
Northeast	13%
Southeast	35%
Canada	1%
Other	1%

Board vs. Own:

Own	71%
Board	29%

Horses Owned:

1 to 5	71%
6 to 10	10%
More than 10	5%
None	14%

Breed:

AQHA	32%
APHA	19%
Multiple	19%
Arabian	4%
Appaloosa	3%
Gaited	4%
Thoroughbred	4%
Other	15%

Discipline:

Pleasure/Trail Western	60%
Barrel Racing	10%
Pleasure/Trail English	6%
Western Show	6%
Hunter/Jumper	5%
Roping	3%
Dressage	2%
Eventing	1%
Reining	1%
Working Cow	1%
Competitive Trail/West	1%
Other	4%

Type of Riding:

Competitive Only	2%
Competitive/Pleasure	52%
Pleasure Only	44%
None	2%

**Based on blended demographics of HorseCity.com and RFD-TV program viewership.*