



Demographics Survey

Equine.com recently posted a survey to your users which netted us valuable demographic data regarding the horse industry in general. The following survey below is a summation of the data gleaned from a Zoomerang survey completed on January 2007 from 525 respondents.

How many horses do you currently own?

Average: 4.45

What is your age?

Under 18	10%
18-24	13%
25-34	15%
35-44	25%
45-54	25%
55 & over	9%

What is your household income?

Less than \$25,000	12%
\$25,000 - \$39,999	16%
\$40,000 - \$59,999	27%
\$60,000 - \$74,999	17%
\$75,000 or greater	26%



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Equine.com Demographics (cont'd)

What is your gender?

Male	12%
Female	87%

Which of the following horse-related items do you plan to purchase in the next 12 months?

Saddle	44%
Tack	64%
Trailer	28%
Fencing	36%
Real estate	10%
Apparel	59%
Art	14%
Books/Video/CD-ROM	39%
Dewormer	76%
Fly control	70%
Mosquito control	34%
Nutritional supplement	56%
Hoof and leg care	44%
Grooming product	68%
Leather care	46%
Stable supplies	68%
Waterer	11%