

Average Age 45

Male/Female 38%/62%

Married/Single 72%/28%

Household Income:

-\$50,000	35%
+\$50,000	43%
+\$100,000	22%

Horses Owned (Average) 6.5 horses

Own/Lease Property 74%/26%

Board Horses 20%

Horses Boarded (Average) 11.8 horses

# About Our Readers



Amateur/Professional Horseperson 80%/20%

Breeders 33%

Own More Than 1 Breed of Horse 48%

Participate in More Than 1 Discipline 76%

Own A Horse Trailer 80%

### Purchasing Horse Products

Feed Stores	100%
Tack Stores	87%
Mail Order	65%
Equine Superstore	35%
Internet	48%
Trade Days	15%
Auctions	39%

The Horse Gazette's readers and their households participate in active horse lifestyles. They are big consumers of horse-related products, such as horse health-care products, feed, supplements, saddles & tack, show & schooling apparel, barns, stalls, round pens & panels, trucks, trailers, real estate and insurance.