



# Reader Profile

## Who They Are:

**America's Horse readers are an affluent, outdoors-loving group brought together by their involvement with the American Quarter Horse and their dedication to the western lifestyle.**

Each copy of America's Horse is read by at least 3 people. With a base readership of 275,000, that means that more than 825,000 people see every issue of this magazine, and look through it an average of 4.5 times.

America's Horse readers have an average household income of \$130,000 with an average net worth of more than \$1 million.

82% of America's Horse readers have attended college or are college graduates or post-graduates

America's Horse readers are technically sophisticated. They own an average of 1.9 computers, 93% shop by catalog or on the internet and 70% have high-speed internet. 98% own at least one cell phone.

America's Horse readers are a marketable demographic of affluent professionals with an average age of 45.

<b>25-34</b> .....	<b>.12%</b>
<b>35-44</b> .....	<b>.22%</b>
<b>45-54</b> .....	<b>.32%</b>
<b>55-64</b> .....	<b>.21%</b>

AQHA members are extremely loyal with half showing a tenure of 10 or more years, and the other half being new, enthusiastic horse owners.

<b>1- 5 years</b> .....	<b>.39%</b>
<b>6-10 years</b> .....	<b>.20%</b>
<b>11-25 years</b> .....	<b>.22%</b>
<b>25 years +</b> .....	<b>.18%</b>

*Data from 2007 membership survey conducted by Decision Analyst, Inc..*

## Where They Live:

More than 90% of America's Horse readers are land owners, making them prime prospects for land-use and/or home products.

More than 91% own their homes.

### Location:

<b>Suburban</b> .....	<b>.18%</b>
<b>Rural</b> .....	<b>.78%</b>
<b>Urban</b> .....	<b>.4%</b>

**Primary home value and property** ..... **\$560,000**

*Data from 2007 membership survey conducted by Decision Analyst, Inc..*

## Reader Interest and Buying Habits:

### Horse Care and Equipment:

America's Horse readers have owned horses for 20 years and most have been members of the American Quarter Horse Association 10 years. Our members are loyal to the breed and love their horses, and this carries over into the time and money they spend on their animals. They spent an average of \$10,713 in 2006 on equipment, health care, supplies, boarding and clothing to care for and use their American Quarter Horses.

### Horse Grooming Products/Tools:

America's Horse readers use the following products and tools on a regular basis to care for their horses:

<b>Clippers/Scissors or Shears</b> .....	<b>.93%</b>
<b>Horse Wash System</b> .....	<b>.27%</b>
<b>Fly Control</b> .....	<b>.93%</b>
<b>Hoof Care Products</b> .....	<b>.68%</b>
<b>Healing Ointment</b> .....	<b>.74%</b>
<b>Shampoos and Conditioners</b> .....	<b>.75%</b>

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90% of our readers purchase their grooming products/tools at farm and ranch supply stores with 51% purchasing through internet/horse specialty sites.

### **Fencing**

Our members use a wide variety of fencing on their property. On average, members own or lease more than 100 acres, with the majority broken up into smaller corrals and pastures.

### **Western apparel:**

America's Horse readers actively purchase western wear year-round for work and leisure.

### **Purchase habits for the year:**

- 60% of members purchase one to two pairs of western boots
- Nearly 60% purchase one to two western hats
- Both men and women purchase, on average, eight pairs of jeans
- 60% buy three or more pairs of gloves

America's Horse readers not only enjoy the western lifestyle – their shopping habits reflect that they live it! More than three-fourths of our readers choose western décor for their homes, and 84% collect western artwork.

### **NON HORSE RELATED PRODUCTS AND USAGE:**

#### **Tools/Equipment:**

Our readers own or use the following tools/equipment:

<b>Air Compressor</b> .....	<b>.82%</b>
<b>Stationary Saw</b> .....	<b>.54%</b>
<b>Welder</b> .....	<b>.53%</b>
<b>Electric Generator</b> .....	<b>.52%</b>
<b>Other Pneumatic Tools</b> .....	<b>.49%</b>

#### **Lawn Tools/Equipment:**

More than 60% of our readers reported having a garden in the past year, with an average size of 250 sq ft, and more than 95% reported having a lawn to maintain:

### **They own or use the following:**

<b>Riding Lawn Mower</b> .....	<b>.75%</b>
<b>Trimmer/Edger</b> .....	<b>.65%</b>
<b>Garden Tractor</b> .....	<b>.42%</b>
<b>Garden Tiller</b> .....	<b>.39%</b>

### **TRANSPORTATION:**

America's Horse readers own an average of two trucks and one car. Most members (91%) drive more than 15,000 miles per year, with 41% driving between 15,000-30,000 miles per year. 58% change their oil between 3,000-5,000 miles. With members driving at least 15,000 miles per year, that's 3-4 oil changes per year, per member, for a total of more than a million oil changes a year.

### **Type of Trucks Owned:**

<b>Diesel Engine</b> .....	<b>.56%</b>
<b>Sport Utility</b> .....	<b>.33%</b>
<b>Heavy Duty Crew Cab</b> .....	<b>.32%</b>
<b>Dually</b> .....	<b>.30%</b>

### **After-Market Accessories Added to a Truck or SUV:**

<b>Receiver Hitches</b> .....	<b>.77%</b>
<b>Bed Mats and Liners</b> .....	<b>.64%</b>
<b>Running Boards/Steps</b> .....	<b>.54%</b>
<b>Grille/Brush Guards</b> .....	<b>.27%</b>

### **Tires Purchased Per Year:**

<b>Truck</b> .....	<b>.2.5</b>
<b>SUV</b> .....	<b>.1.6</b>
<b>Car</b> .....	<b>.1.8</b>
<b>Horse Trailer</b> .....	<b>.1.5</b>

## Hobbies

America's Horse readers live a very active outdoor life. Below is how they enjoy spending their time:

### **Outdoor**

<b>Camping</b> .....	<b>.56%</b>
<b>Hunting</b> .....	<b>.52%</b>
<b>Fishing</b> .....	<b>.47%</b>
<b>Motorcycling</b> .....	<b>.17%</b>

Members spent an average of 10 days camping, with 57% camping at a State Park.

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# Reader Profile

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## **Personal Hobbies**

<b>Cooking</b> .....	<b>.25%</b>
<b>Gardening</b> .....	<b>.63%</b>
<b>Concerts/Drama Events</b> .....	<b>.29%</b>
<b>Dog Training/Breeding/Showing</b> .....	<b>.20%</b>

## **Pets**

America's Horse readers not only own several horses, over 75% own more than one dog and 52% own more than one cat, which makes them a prime audience for pet health care, food and supplies. More than 60% reported buying flea and tick products.

## **Horse Activities**

America's Horse subscribers own 2.4 million horses and spend an average of 19 hours per week caring for and riding their horses. They enjoy their time horseback by:

<b>Trail Riding</b> .....	<b>.27%</b>
<b>Horse Shows</b> .....	<b>.28%</b>
<b>Ranch Work</b> .....	<b>.10%</b>
<b>Ranch or Resort Riding Vacations</b> .....	<b>.20%</b>

## **Events our Subscribers Enjoy Watching**

<b>Rodeo</b> .....	<b>.66%</b>
<b>Cutting</b> .....	<b>.72%</b>
<b>Reining</b> .....	<b>.72%</b>
<b>Showing</b> .....	<b>.66%</b>
<b>Horse Racing</b> .....	<b>.27%</b>

42% of our readers attended regional and national rodeos in 2006.

*Data from 2006 membership survey.*

## **Travel**

### **Our readers travel extensively for horse and non-horse related purposes**

- They spent 10.39 room nights in a hotel or motels; traveled 3.36 times on commercial airlines and spent an average of 33 days traveling over the past year.
- 81% dine out one to five times a week.

*Data from 2006 membership survey.*