



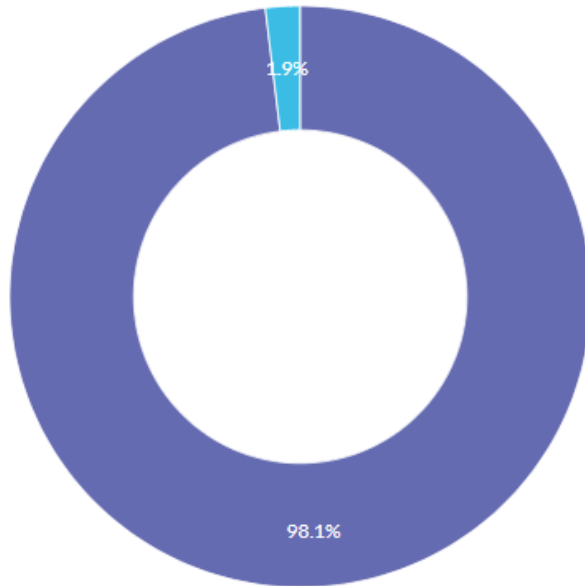
Surveyed Demographics - 2017

Every year, we survey our website visitors and group members to learn more about who they are, and their upcoming equine and personal needs. These survey results are equestrians and horse owners in Colorado. We use these results for our own advertising, as well as providing these results to all local organizations for their sponsorship and

advertising needs. We update this document as members fill it out through January 1, 2018. Survey sent out on 12/14/2017. Last document update: 12/18/2017.

Q1

Do you currently live in Colorado?
Multiple Choice



Choices

- Yes
- No

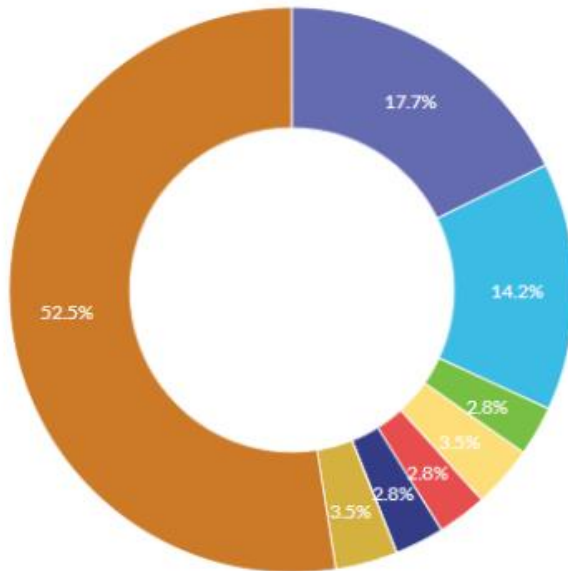
Totals

102
2

Q2

Do you belong to any equestrian Organizations? (select all that apply)

Multiple Choice

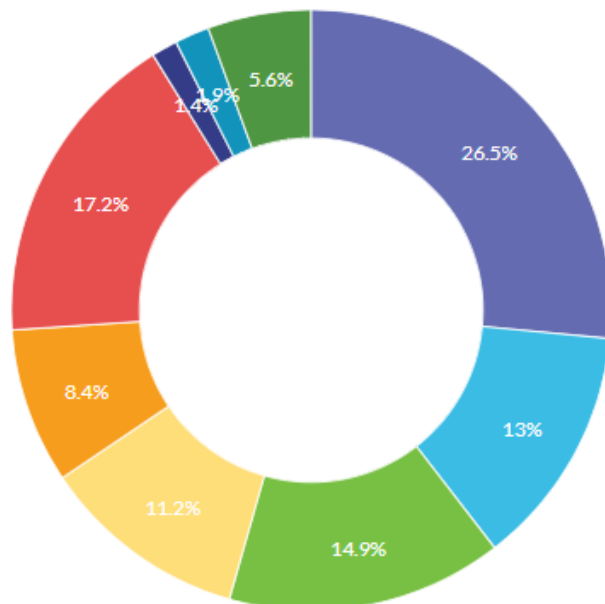


Choices	Totals
US Equestrian (USEF)	25
United States Dressage Federation (USDF)	20
United States Hunter Jumper Association (USHJA)	4
United States Eventing Association (USEA)	5
USA Reining	0
American Driving Society (ADS)	4
American Endurance Ride Conference	4
United States Para-Equestrian Association	0
American Vaulting Association	0
Western Dressage Association of America	5
Other	74

Q3

What is your interest level with horses? (select all that apply)

Multiple Choice

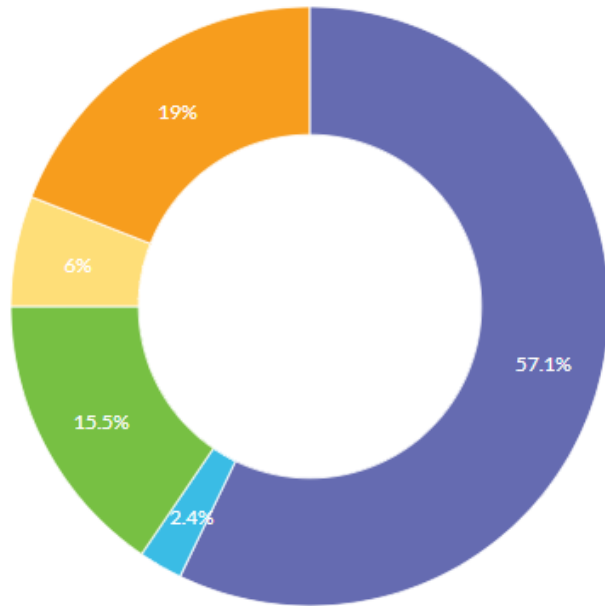


Choices	Totals
Recreational rider	57
I take lessons but do not compete	28
Compete occasionally	32
Compete actively	24
Trainer/Coach	18
Owner/Breeder	37
Judge	3
Official	4
Parent of Rider/Competitor	12



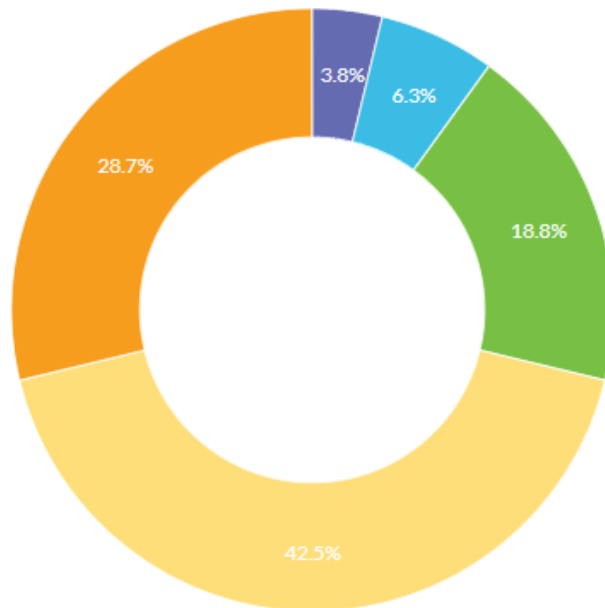
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Q4 If you compete or volunteer at an event near home, do you typically? (do not answer if you do not compete)
Multiple Choice



Choices	Totals
Stay at home	48
Stay at a friends	2
Stay in my trailer living area	13
Stay in a hotel	5
I do not compete near home	16

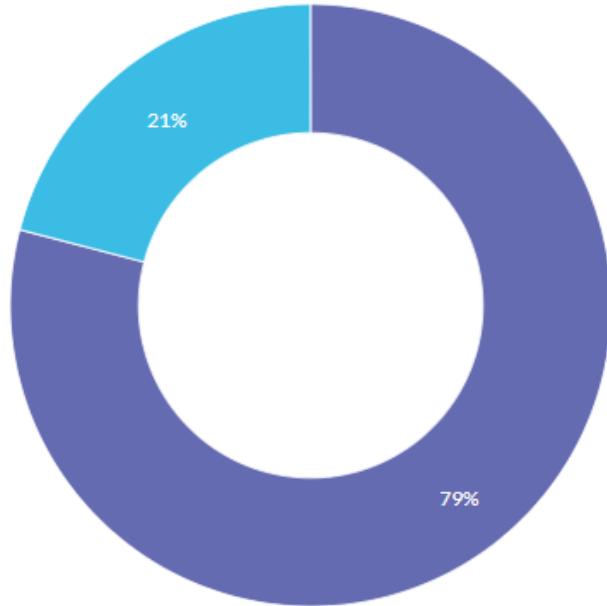
Q5 If you compete or volunteer at an event away from home, do you typically? (do not answer if you do not compete)
Multiple Choice



Choices	Totals
Stay at home	3
Stay at a friends	5
Stay in my trailer living area	15
Stay in a hotel	34
I do not compete away from home	23

Q6

Is your horse registered with a breed registry?
Multiple Choice



Choices

● Yes

● No

Totals

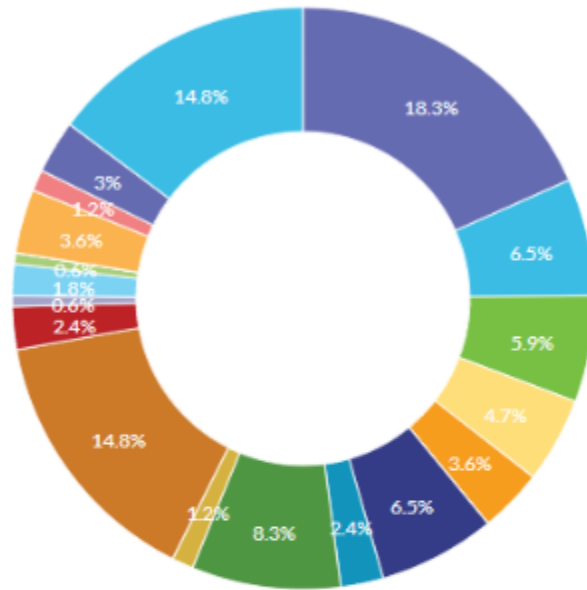
83

22

Q7

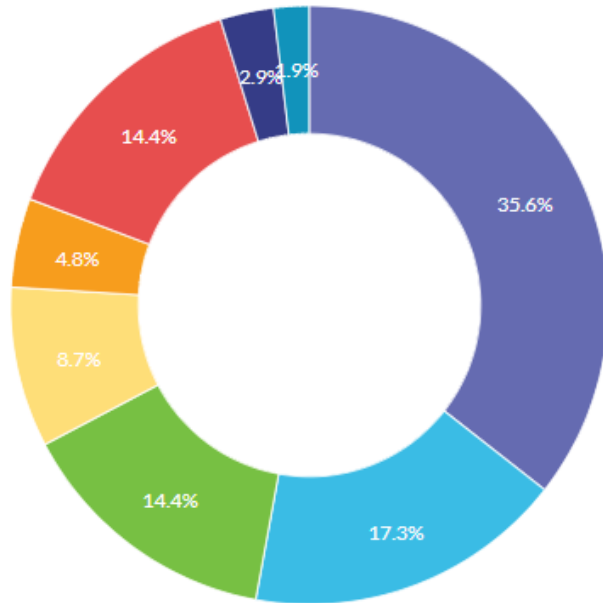
What breed is the horse you ride? (select all that apply if you own more than 1 horse)

Multiple Choice



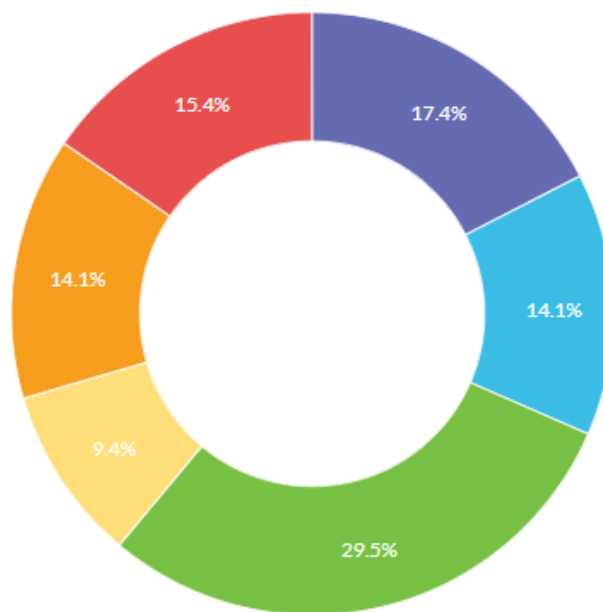
Choices	Totals
Quarter Horse	31
Paint Horse	11
Mustang	10
Morgan	8
Andalusian/PRE/Lusitano	6
Lipizzan	0
Arabian	11
Appaloosa	4
Thoroughbred	14
Friesian	2
Warmblood	25
Saddlebred	4
Rocky Mountain Horse	1
National Show Horse	3
Irish Sport Horse	1
Paso Fino	0
Pony Breed	6
Draft Breed	2
Miniature Horse	5
Other	25

Q8 How many horses do you own?
Multiple Choice



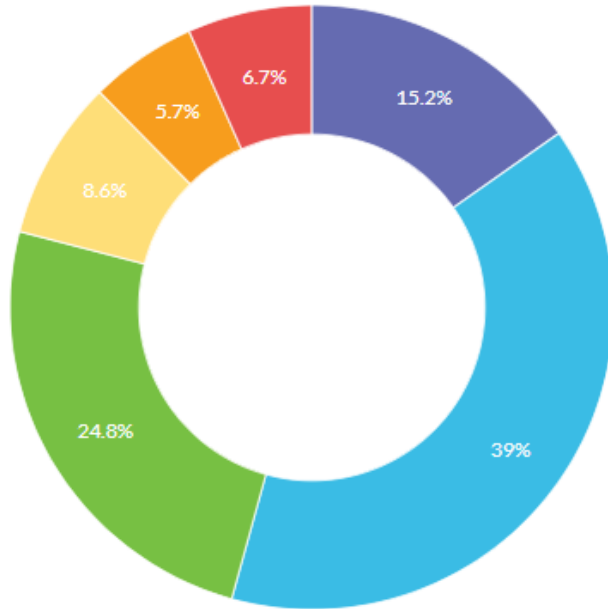
Choices	Totals
1	37
2	18
3	15
4	9
5	5
6-10	15
11-15	3
16+	2

Q9 Where do your horses live? (select all that apply if you own multiple horses)
Multiple Choice



Choices	Totals
At home - In a Stall	26
At home - In a Run	21
At home - In a Paddock	44
Boarded - In a Stall	14
Boarded - In a Run	21
Boarded - In a Paddock	23

Q10 How many vehicles do you own in your household?
Multiple Choice



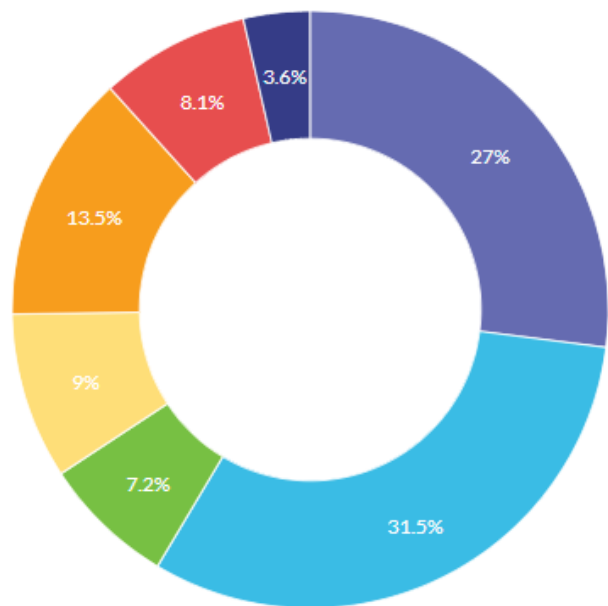
Choices

- 1
- 2
- 3
- 4
- 5
- 6+

Totals

- 16
- 41
- 26
- 9
- 6
- 7

Q11 Do you own a horse trailer? (select all that apply)
Multiple Choice



Choices

- No
- Yes - 2H Bumper Pull
- Yes - 3H+ Bumper Pull
- Yes - 2H Gooseneck/5th Wheel
- Yes - 3H Gooseneck/5th Wheel
- Yes - 4H Gooseneck/5th Wheel
- Yes - 5H+ Gooseneck/5th Wheel

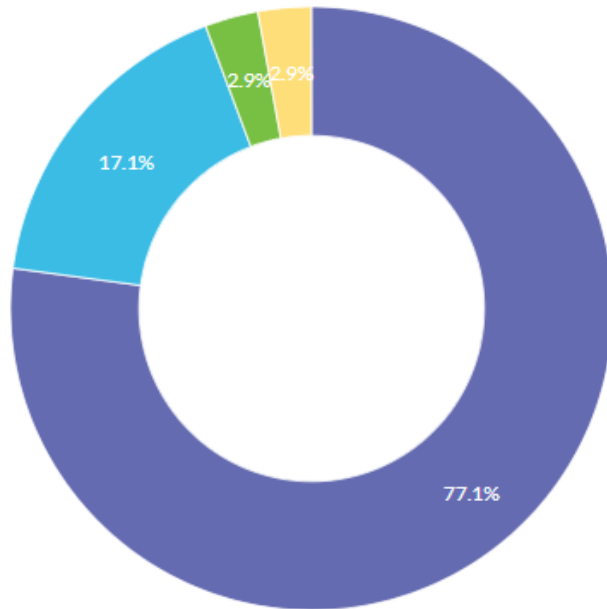
Totals

- 30
- 35
- 8
- 10
- 15
- 9
- 4



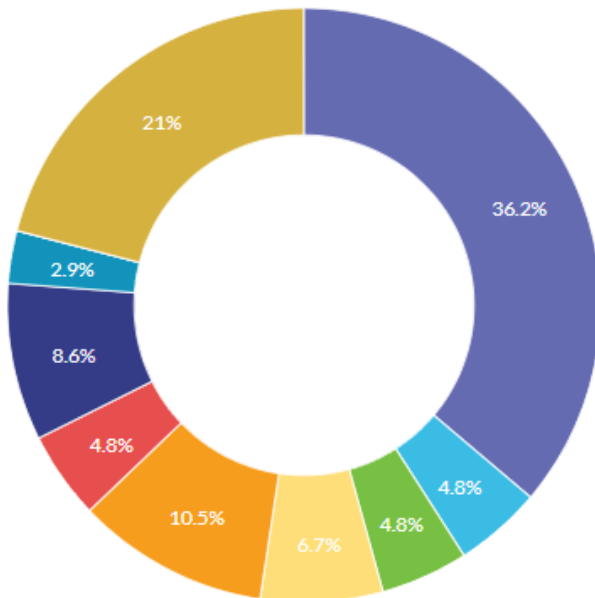
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Q12 Do you own or rent your place of residence?
Multiple Choice



Choices	Totals
Own	81
Rent	18
Live with someone	3
Other	3

Q13 How large is the property your place of residence resides on?
Multiple Choice



Choices	Totals
Suburban Neighborhood	38
1 acre	5
2 acres	5
3 acres	7
4-5 acres	11
6-8 acres	5
9-10 acres	9
11-15 acres	3
16-20 acres	0
20+ acres	22

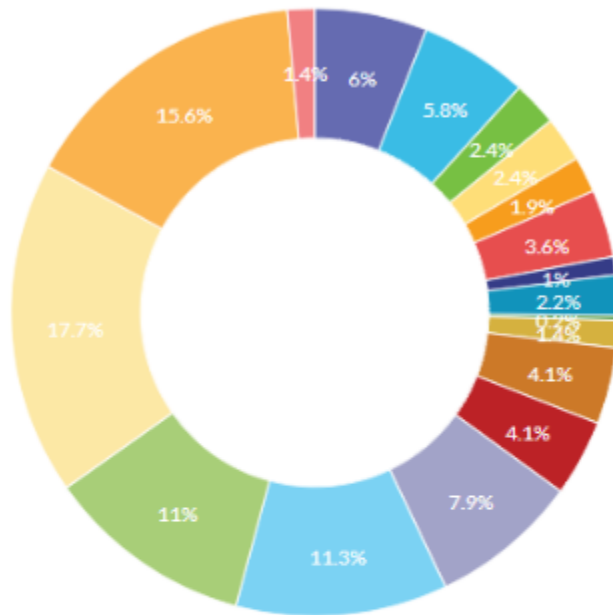


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Q14

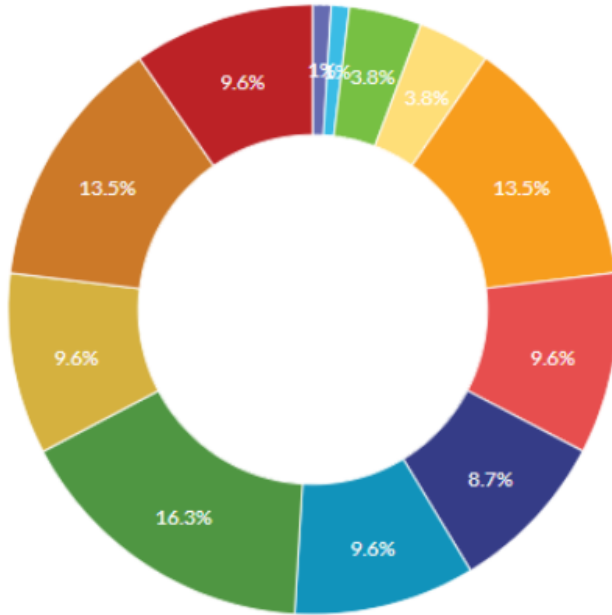
Are you considering a purchase of any of the following in the next 12 months? (select all that apply)

Multiple Choice



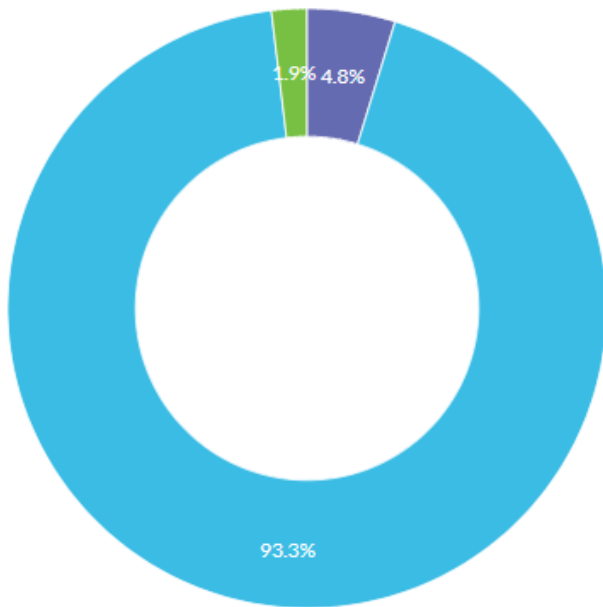
Choices	Totals
Horse Trailer	25
Truck	24
Car/SUV	10
Tractor	10
ATV/Utility Vehicle/Golf Cart	8
Horse Property	15
Residential Home	4
Pole or steel beam building	9
Fabric building	1
Arena management equipment	6
Footing for a riding arena	17
Riding Helmet	17
Saddle	33
Other Tack	47
Riding Clothes	46
Equine Feed (Hay or Grain)	74
Supplements	65
I plan no major purchases in the next 12 months	6

Q15 What is your age?
Multiple Choice



Choices	Totals
0-18	1
19-21	1
22-25	4
26-30	4
31-35	14
36-40	10
41-45	9
46-50	10
51-55	17
56-60	10
61-65	14
66+	10

Q16 What is your gender?
Multiple Choice



Choices	Totals
Male	5
Female	98
Prefer not to say	2

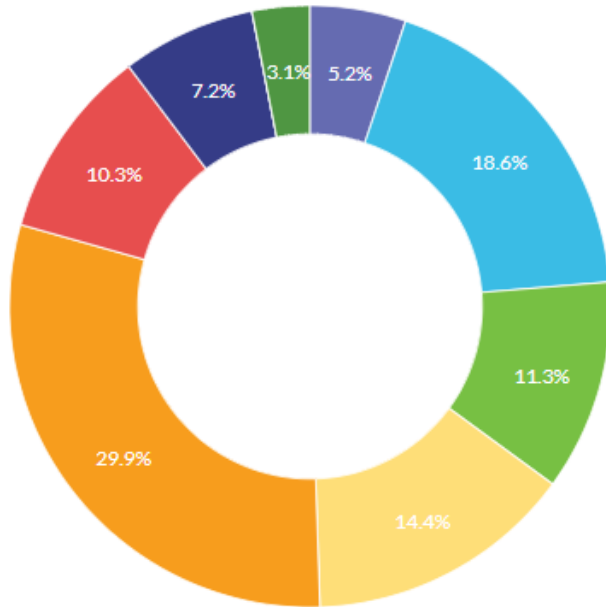


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Q17

What is your annual household income?

Multiple Choice



Choices

- \$0-\$25,000
- \$25,001-\$50,000
- \$50,001-\$75,000
- \$75,001-\$100,000
- \$100,001-\$150,000
- \$150,001-\$200,000
- \$200,001-\$250,000
- \$250,001-\$500,000
- Over \$500,000

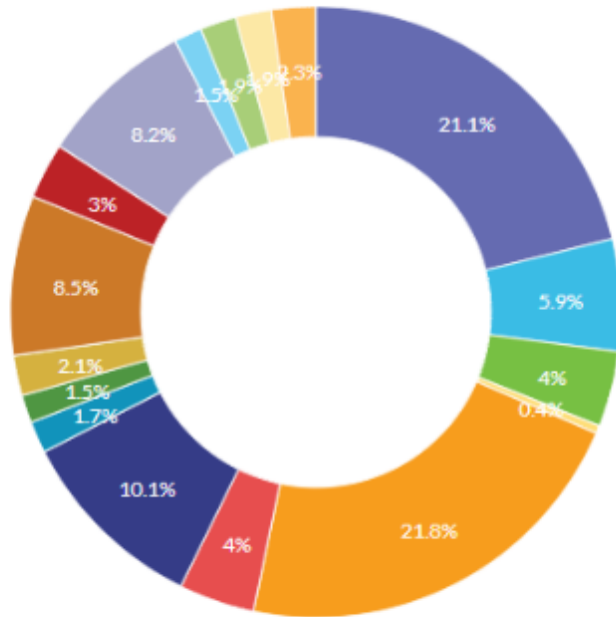
Totals

- 5
- 18
- 11
- 14
- 29
- 10
- 7
- 0
- 3

Q18

What services do you use for your horse? (select all that apply)

Multiple Choice



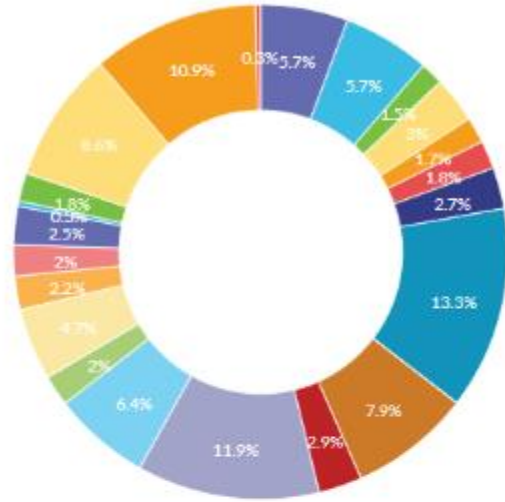
Choices

Choices	Totals
Farrier	100
Massage Therapist	28
Physiotherapist (Includes Pulsed Magnetic Field/Therapeutic Ultrasound/Laser Therapy/etc.)	19
Rehabilitation Specialist	2
Veterinarian	103
Alternative Treatment Services	19
Boarding Facility	48
Transport Services	8
Groom Services	7
Clipping Services	10
Blanket Repair/Cleaning Services	40
Consignment Services	14
Trainer/Coach	39
Excercise Rider	7
Horsemanship or Pirelli Trainer	9
Animal Communication	9
Breeding Services	11

Q19

What services or businesses do you use for yourself or household family members? (select all that apply)

Multiple Choice



Choices	Totals
Massage Therapy	34
Gym Membership	34
Personal Trainer	9
Yoga/Pilates/Rider Fitness	18
Group Exercise Classes	10
Physical Therapist	11
Acupuncture	16
Restaurants	79
Personal Chef	0
Catering	0
Hotels	47
Computer/Technology Repair	17
Automotive Repair	71
Trailer Repair	38
Taxi/Shuttle Services	12
Home Improvement Services	28
Maid Services	13
Landscape Services	12
Fencing Services	15
Tailor Services	2
Laundry Services	11
TV Services	51
Phone Services	65