Colorado Equestrian Demographics | 2023

We do a survey aimed at equestrians and horse/donkey/mule/equine owners in Colorado to understand their demographics, as well as intended purchases for the near future.

We provide this document, free of charge, to organizations and people in Colorado responsible for finding sponsors or advertising partners. This document helps provide the benefits of sponsoring or advertising with a business/organization that caters to equestrians and equine owners by giving them the knowledge on products and services equestrians use or plan to use in the future along with some demographic information.

Here at the Colorado Horse Forum, we also offer some advertising partnerships, so if you would like to reach an equestrian audience of over 17,000 please visit this link for more info:
https://coloradohorseforum.com/about-colorado-horse-forum/advertise-with-the-colorado-horse-forum/

Our website offers a variety of free ways to get in front of equestrians in Colorado such as our Event Calendar or Directories. So be sure to get your events and businesses listed there for free! It's quick and easy to do.

In summary, of those surveyed:

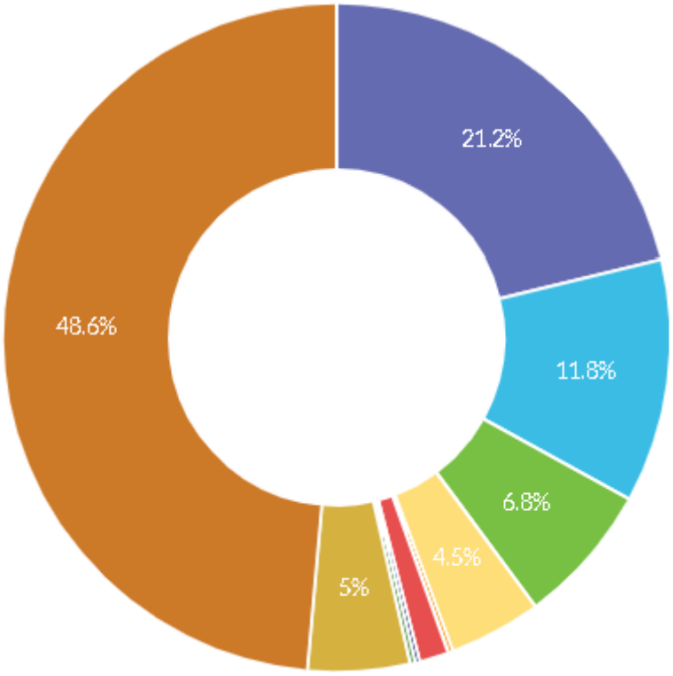
- 40% compete and 31% stay in a hotel when competing away from home
- 41% take lessons
- 77% have horses that are registered with a breed registry
- 28% own 1 horse, 58% own more than 1 horse (the rest lease or take lessons)
- 78% have horses at home, 47% have horses boarded (this means some people both have horses at home AND horses boarded)
- 45% own 1-2 vehicles, 54% own 3 or more vehicles
- 81% own 1 or more trailer(s)
- 85% own their home, 10% rent their home
- 26% live in a suburban neighborhood or on less than 1 acre, 71% live on 2 acres or more
- 87% are planning a major purchase, or multiple major purchases, in the next 12 months
- 56% make over $100,000/year
- 98% use services for their horse(s)
- 96% use services for themselves

Detailed results from our 2023 Survey are on the following pages!

Q2

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

Multiple Choice



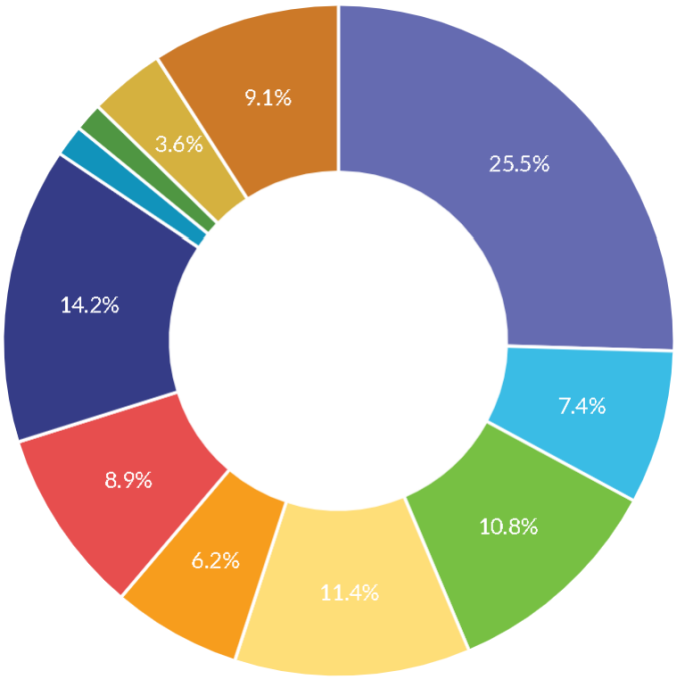
Choice
US Equestrian (USEF)
United States Dressage Federation (USDF)
United States Hunter Jumper Association (USHJA)
United States Eventing Association (USEA)
USA Reining
American Driving Society (ADS)
American Endurance Ride Conference
United States Para-Equestrian Association
American Vaulting Association
Western Dressage Association of America
Other (please write in which one(s))

Other Organizations listed: WPBA, WMA, USPTA, RSNC, AQHA, RSOA, RMDS, USTA, US Pony Club, US Cavalry Association, Colorado Horse Council, Jefferson County Horse Council, 11th Ohio Volunteer Cavalry (Civil War Reenacting Group), Local gaited horse & trail riding groups, MFTHBA, Mile High Mustang Horse Association, Colorado Driving Society, Westernaires, CHJA, WQHA, CONQHA, Boulder County Horse Association, Pinto Horse Association, National Snaffle Bit Association, NAPHA, Arabian Horse Association, United State of America Working Equitation (USAWE), Certified Horsemanship Association, APHA, Colorado Driving Society, Mountain States Fox Trotter Association, USPREA, RMQHA, Colorado Gaited Trails, Various barrel racing organizations, Icelandic group, Masters of Foxhounds Association, Grand Valley Dressage Society, Colorado Versatility Ranch Horse Association, PATH, NSBA, North American trail ride conference (NATRC), AHA, Moriesian Registry, US Icelandic Horse Congress, Back country horse association, IALHA, Colorado Obstacle Challenge Series, Equine Trail Sports, Southern Colorado Cutting Horse Association, Kit Carson Riding Club, Mustang heritage foundation, AMHR American miniature horse Register, PHBA, NRCHA, NVRHA, WCHA, San Juan Back Country Horsemen. Parelli Natural Horsemanship, Cowboy Mounted Shooting Association, USIHC, Draft Horse Association, American Morgan Horse Association, USTRC, Buffalo Bill Saddle Club, Jefferson County Horse Council, ACTHA, Boulder County Horse Association, Elevation Working Equitation, Colorado Reined Cow Horse, RSNC, Colorado Driving Society, USPA, North American Western Dressage, AMHA, Douglas-Elbert County Horse Council, Parker Elizabeth Riding Club, Front Range Back Country Horsemen, Rocky Mountain Back Country Horseman, Tennessee walking association, Oldenburg GOV Breeder's Society, American Hanoverian Society, Wasatch Range Eventing of area IX, ANNCE, NBHA, CGRA, FSHA, WPCSA - Welsh pony and cob society of America, NATRC, CPRA, WPRA, PRCA, FEI.

Q3

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

Multiple Choice



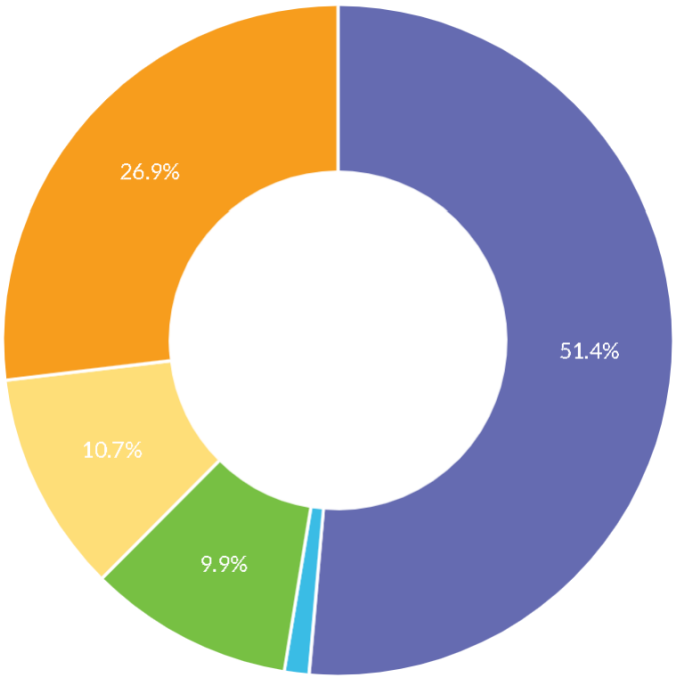
Choice
Recreational rider
I take lessons but do not compete
I take lessons and compete
Compete occassionally
Compete actively
Trainer/Coach
Owner/Breeder
Judge
Official
Parent of Rider/Competitor
Other (please write in other ways you are involved with horses here)

Other Written In Selections: Horse Rescuer, Horses used for Work/Ranching, Volunteer, Civil War Reenactments, Trail Riding, Boarding Facility Owner, Equine Service Provider (Farrier, Massage, Therapy, Sculptor, Saddle Fitter, etc), Therapeutic Program, Horsemanship Participant, Non-Profit, Horse Show Management, Driving, Mounted Police, Equestrian Ambassador on Horseback for Parks & Wildlife, Liberty Work, Outfitter, Attend Clinics, Clinician.

Q4

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

Multiple Choice

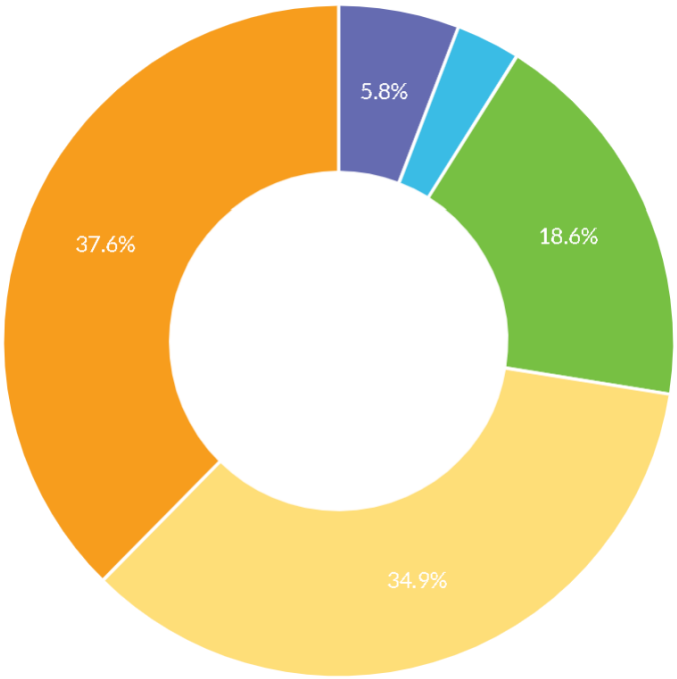


Choice
Stay at home
Stay at a friends
Stay in my trailer living area
Stay in a hotel
I do not compete or volunteer near home

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

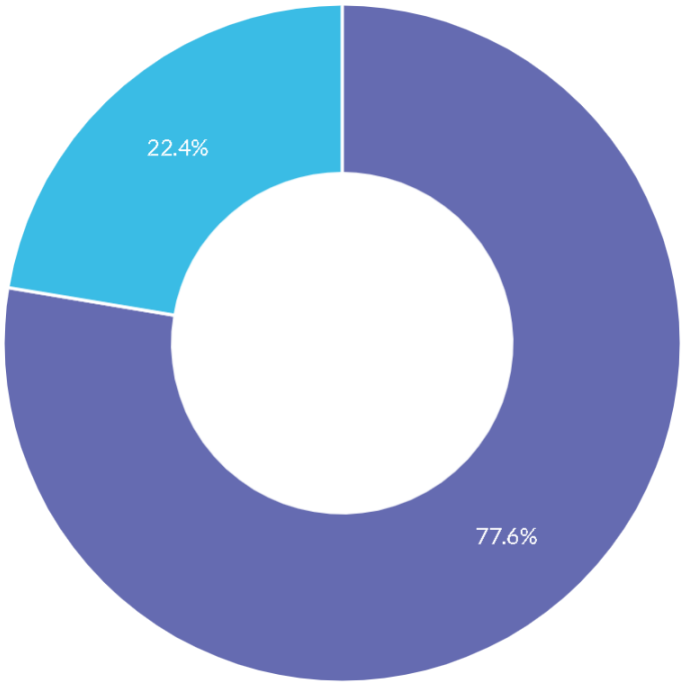


Choice
Stay at home
Stay at a friends
Stay in my trailer living area
Stay in a hotel
I do not compete or volunteer away from home

Q6

Is your horse registered with a breed registry?

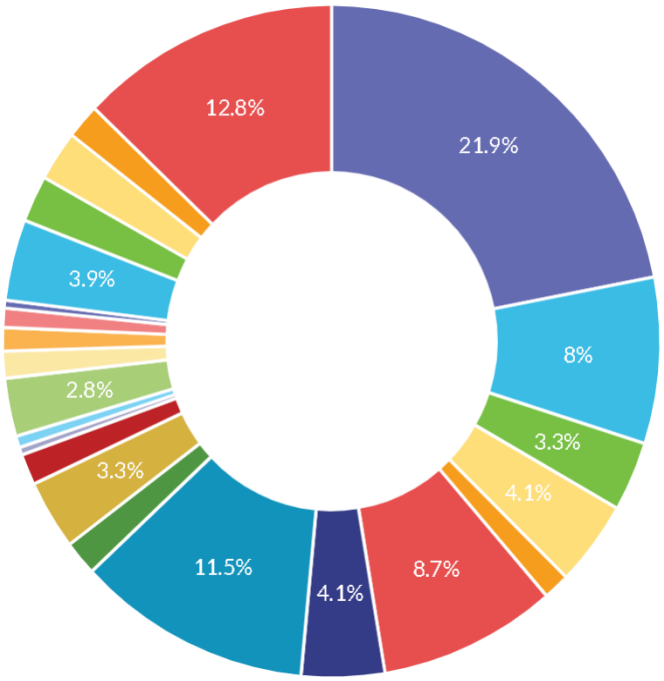
Multiple Choice



Choice	
Yes	
No	

Q7 What breed is the horse you ride?(select all that apply if you own more than 1 horse)

Multiple Choice



Choice

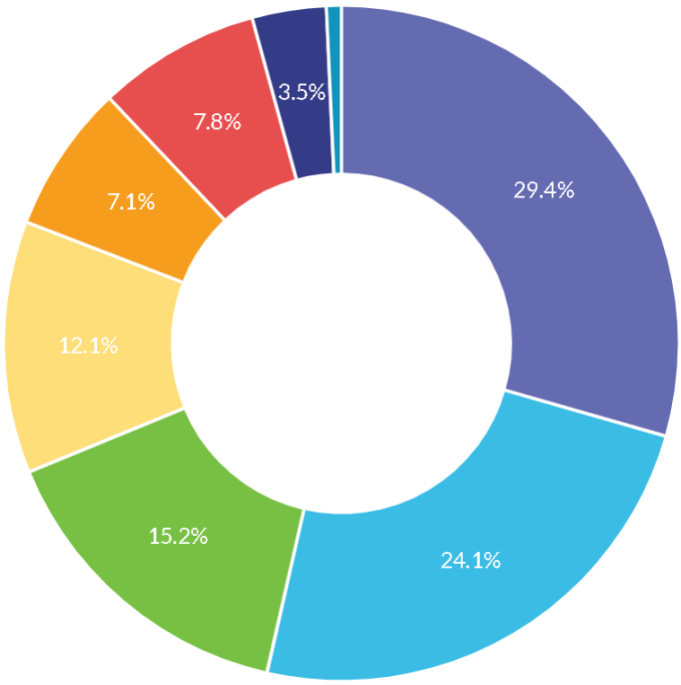
- Quarter Horse
- Paint Horse
- Appendix
- Mustang
- Appaloosa
- Thoroughbred
- Arabian
- Warmblood
- Morgan
- Andalusian/PRE/Lusitano
- Lipizzan
- Fresian
- Saddlebred
- National Show Horse
- Tennessee Walking Horse
- Irish Sport Horse
- Rocky Mountain Horse
- Icelandic Horse
- Paso Fino
- Pony Breed
- Draft Breed
- Miniature Horse
- Unknown
- Other

Other selections written in: Donkey, Welsh Cob, Standardbred, Grade Horse, Baroque Pinto, Missouri Fox Trotter, POA (Pony of the Americas), Irish Draught, Norwegian Fjord, German Sport Horse, Peruvian Horse, Swedish Warmblood, Haflinger, Hungarian Warmblood, Gypsy Vanner Horse Society, Azteca, Hackney, Moriesian, Criollo, Percheron, Mule, Shire, Draft Cross, Shetland, Canadian Sport Horse Association, Mini Donkey, Mini Mule.

Q8

How many horses do you own?

Multiple Choice

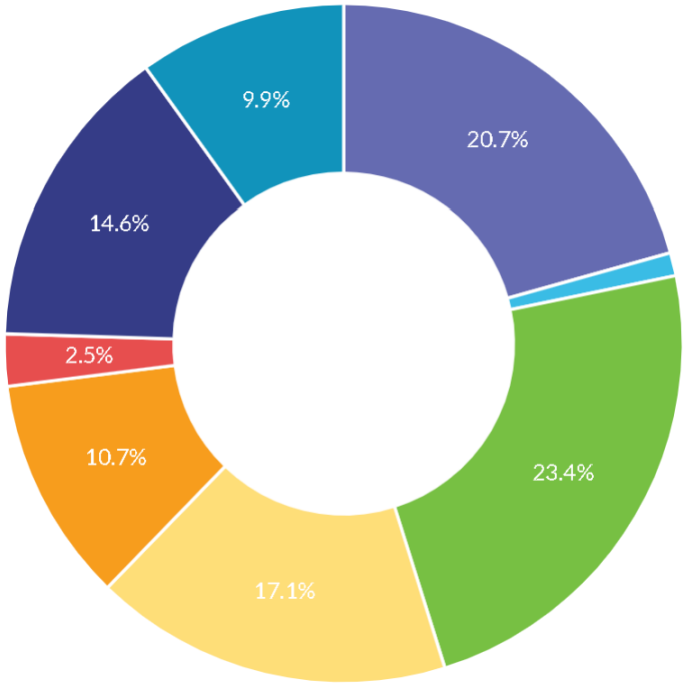


Choice
1
2
3
4
5
6-10
11-15
16+

Q9

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

Multiple Choice

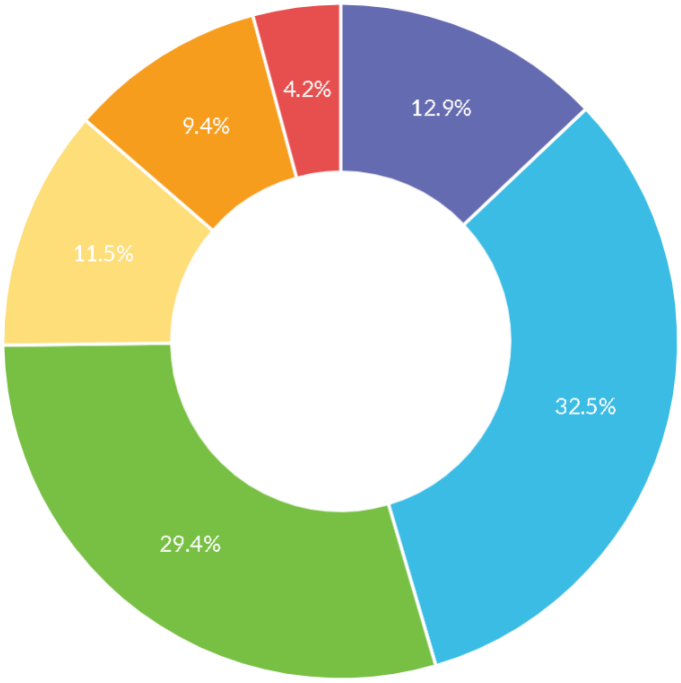


Choice
At home - In a Stall Part Time with Turnout
At home - In a Stall Full Time
At home - In a Run with Stall/Shelter
At home - In a Paddock
Boarded - In a Stall Part Time with Turnout
Boarded - In a Stall Full Time
Boarded - In a Run with Stall/Shelter
Boarded - In a Paddock

Q10

How many vehicles do you own in your household?

Multiple Choice

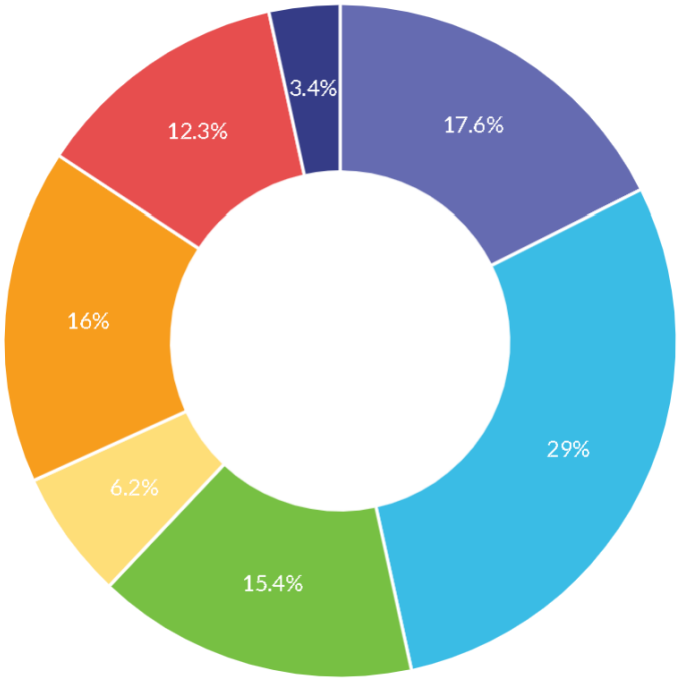


Choice
1
2
3
4
5
6+

Q11

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

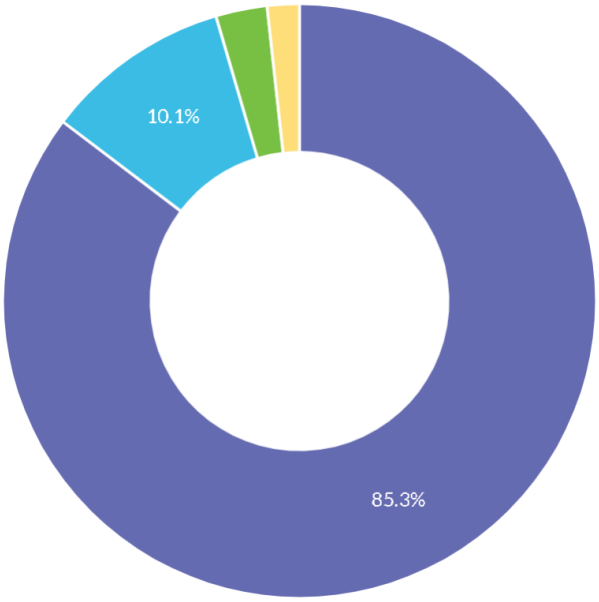
Multiple Choice



Choice
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

Q12 Do you own or rent your place of residence?

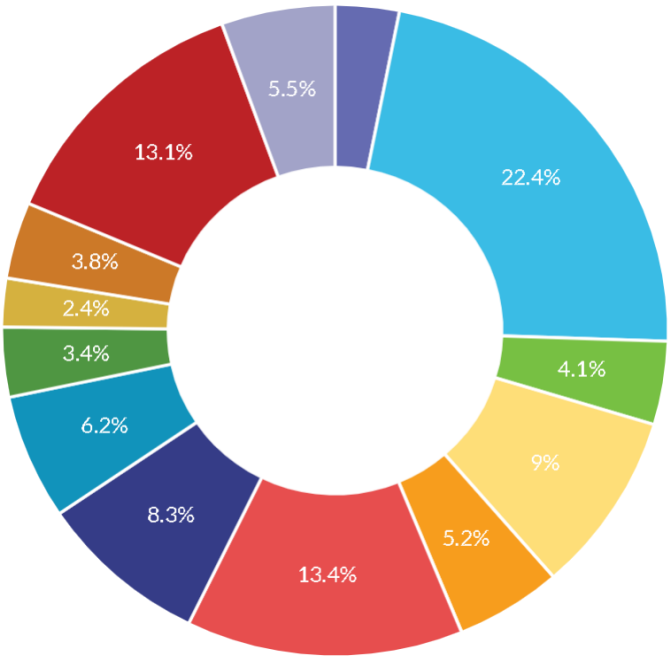
Multiple Choice



Choice
Own
Rent
Live with Someone
Other

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

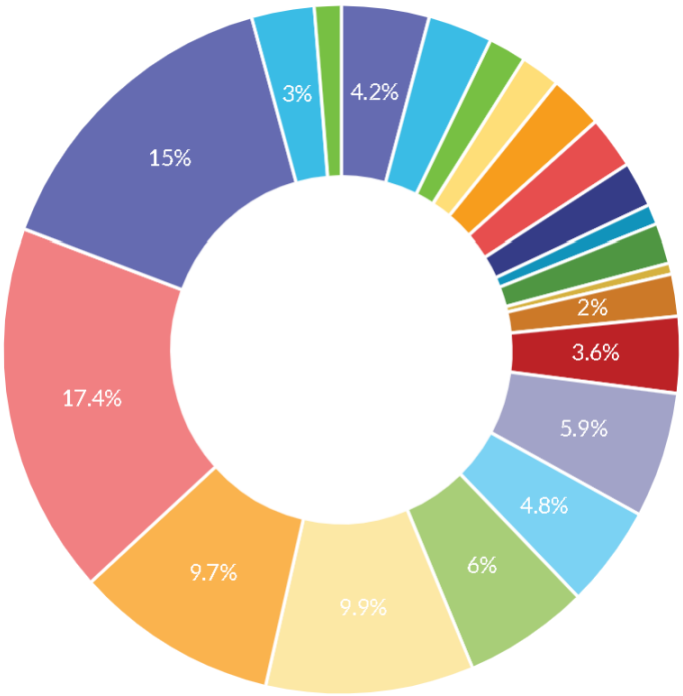
Multiple Choice



Choice
Apartment/Condo
Suburban Neighborhood
1 acre
2 acres
3 acres
4-5 acres
6-8 acres
9-10 acres
11-15 acres
16-20 acres
21-35 acres
36-70 acres
71+ acres

Q14 Are you considering a purchase of any of the following in the next 12 months?(select all that apply)

Multiple Choice

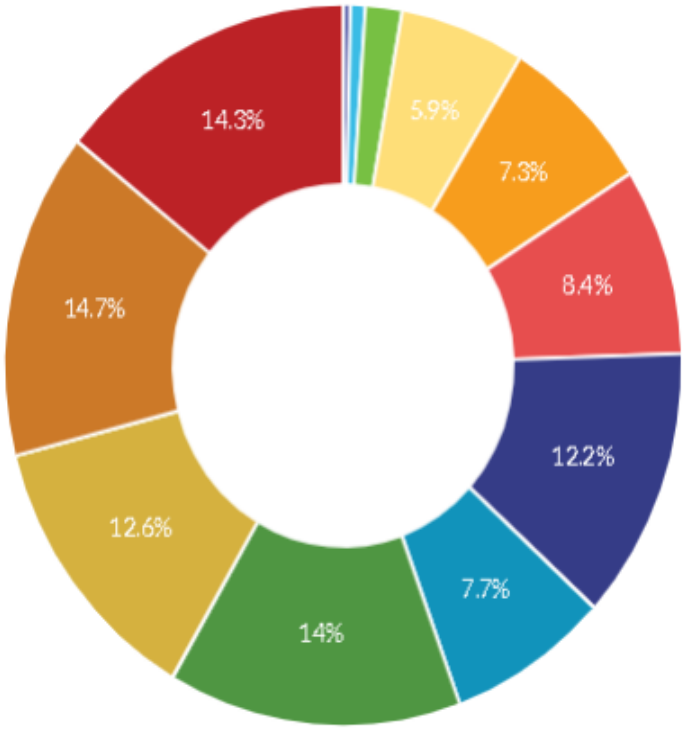


Choice
Horse Trailer
Truck
Car/SUV
Tractor
Tractor Implements
ATV/Utility Vehicle/Golf Cart
Horse Property
Residential Home
Pole or steel beam building
Fabric building
Arena management equipment
Footing for a riding arena
Fencing
Riding Helmet
Saddle
Other Tack
Riding Clothes
Equine Feed (Hay or Grain)
Supplements
I plan no major purchases in the next 12 months
Other (please write in other large planned purchases here)

Other written in selections: Round Pen, Another Horse, Medications, Roping Dummy, Farrier Supplies, Portable Horse Corral, Miniature Cart.

Q15 What is your age?

Multiple Choice

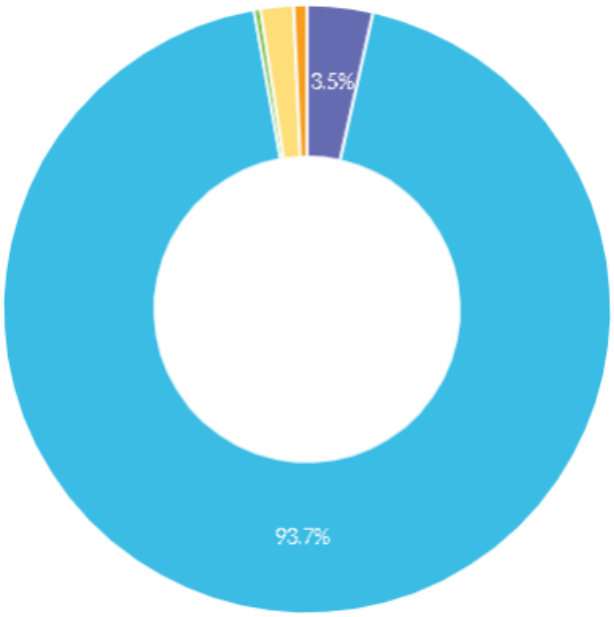


Choice

- 0-18
- 19-21
- 22-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60
- 61-65
- 66+

Q16 What is your gender?

Multiple Choice

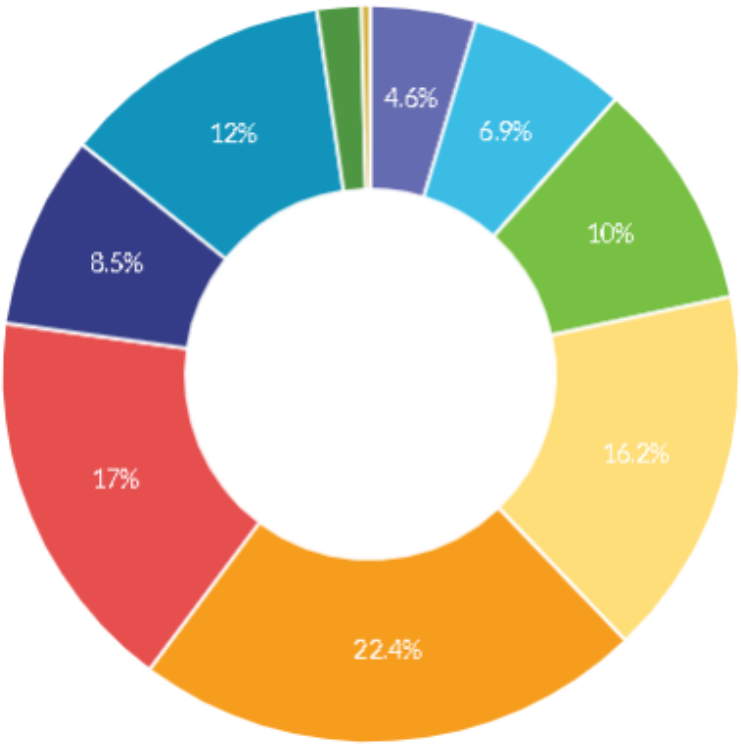


Choice

- Male
- Female
- Transgender
- Non-binary
- Prefer not to say

Q17 What is your annual household income?

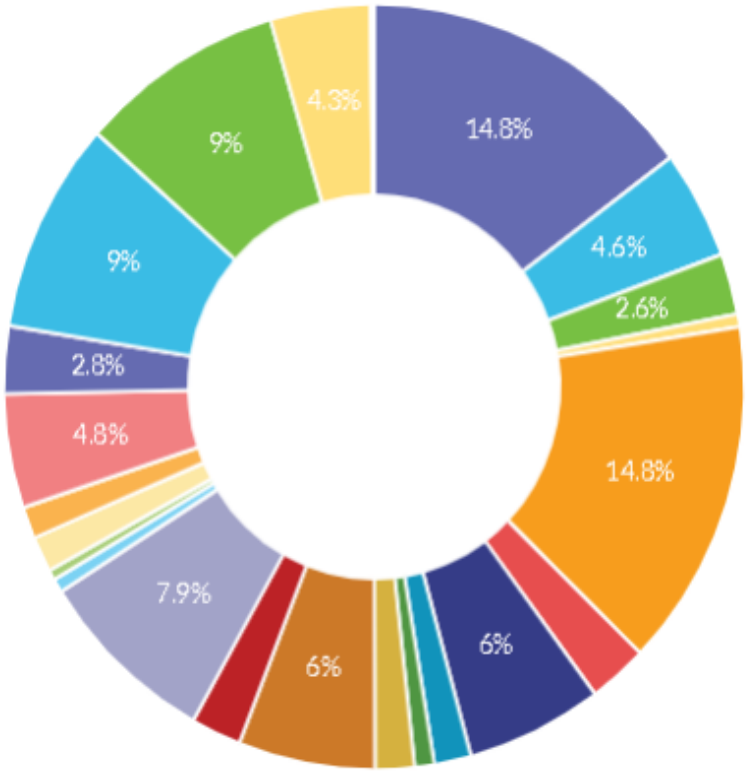
Multiple Choice



Choice
$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
$500,001-$1,000,000
$1,000,001+

Q18 What services do you use for your horse? (select all that apply)

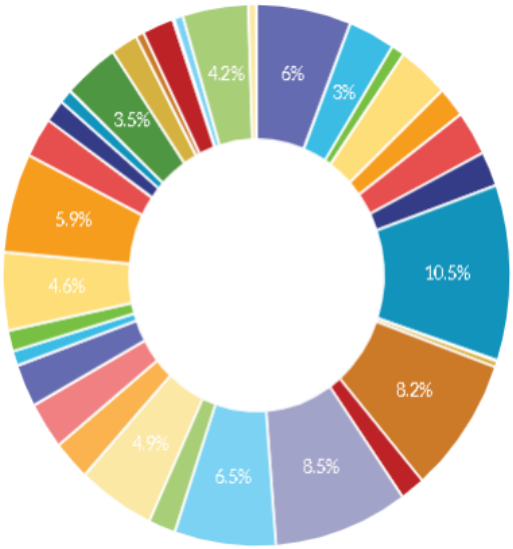
Multiple Choice



Choice
Farrier
Massage Therapist
Physiotherapist (Includes Pulsed Magnetic Field/Therapuetic Ultrasound/Laser Therapy/etc.)
Rehabilitation Specialist
Veterinarian
Alternative Treatment Services
Boarding Facility
Transport Services
Groom Services
Clipping Services
Blanket Repair/Cleaning Services
Consignment Services
Trainer/Coach
Excersize Rider
Horsemanship or Parelli Trainer
Animal Communication
Breeding Services
Saddle Fitter
Equine Photographer
Hay Supplier
Farm & Ranch Equipment Store
Farm Sitter

Q19 What services or businesses do you expect to use in 2023 for yourself or household family members?

Multiple Choice



Choice
Massage Therapy
Gym Membership
Personal Trainer
Yoga/Pilates/Rider Fitness
Group Exercise Classes
Physical Therapist
Acupuncture
Restaurants
Personal Chef
Catering
Hotels
Computer/Technology Repair
Automotive Repair
Trailer Repair
Taxi/Shuttle Services
Home Improvement Services
Maid Services
Landscape Services
Fencing Services
Tailor Services
Laundry Services
TV Services
Phone Services
Photographer
Website Design
Realtor
Accounting
Legal
Marketing
BNB/VRBO
Home Healthcare
Childcare
Pet-related Services (Grooming/Walking/etc.)
Other