



Demographics

(2880 participated, 6.4% of total attendance)

Female: (77%)

18-25	(8.2%)
26-35	(9.7%)
36-50	(35.6%)
51-65	(41.2%)
66 Plus	(5.3%)

Male: (23%)

(skewed – we find most men do not participate in questionnaires)

18-25	(9.6%)
26-35	(9.2%)
36-50	(24.3%)
51-65	(47.9%)
66 Plus	(9%)

Days Attended:

One	(45.9%)
Two	(28.6%)
Three	(25.5%)

Reasons For Attending:

(more than one was checked)

Art Show	(11.6%)
General Education	(59.6%)
Trail Symposium	(24.7%)
Clinician Clinics	(67.8%)
Trucks/Trailers	(20.9%)
Breed Demos	(27.6%)
Barns/Corrals	(20.1%)
Shopping	(83.9%)
Horse Sale	(7%)
Other	(15%)

Own Home:

Yes	(72.6%)
No	(27.4%)

Household Income:

\$50,000 - \$70,000	(15.9%)
\$70,000 - \$100,000	(24.8%)
\$100,000 - \$150,000	(35.3%)
\$150,000 - \$250,000	(16.5%)
\$250,000 or higher	(7.5%)

Number of Horses Owned:

1	(29.3%)
2-5	(58.6%)
6-10	(8.9%)
11 Plus	(3.2%)

Do You Own A Truck:

Yes	(75.6%)
No	(21.7%)

Do You Own a Trailer:

Yes	(61.6%)
No	(38.4%)

Where Horse is Stabled:

Home	(67.7%)
Boarding Facility	(25.6%)
Trainer	(6.7%)

Miles to Travel to Horse Expo:

100 or Less	(33.5%)
100-200	(50.9%)
201-500	(6.7%)
501 +	(8.9%)

Attend Both Events:

Yes	(1.5%)
No	(98.5%)