

## What We Know About the Attendees of Equine Affaire...

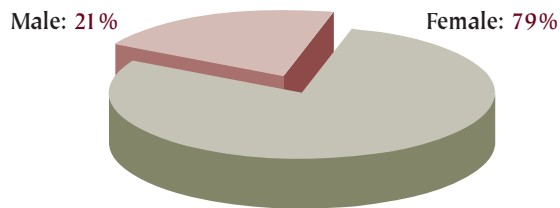


Equine Affaire attendees own horses of a wide variety of breeds and are actively involved in all types of equestrian sports. Based on surveys conducted at recent events we know that:

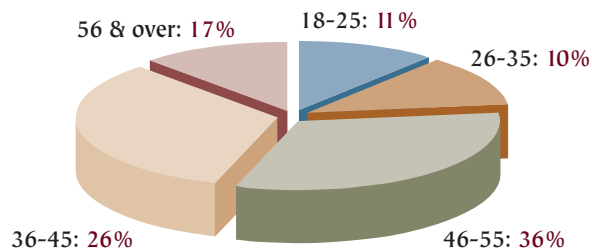
- **Equine Affaire attendees are predominantly female:** 79% of attendees are female.
- **Equine Affaire attendees are horse owners:** 87% of attendees own one or more horses, and 61% own more than one horse. Only 13% do not own horses, but as horse enthusiasts they are directly involved with horses on a regular basis through leases, riding lessons, etc.
- **Equine Affaire attendees represent all facets of the horse industry:** Of the attendees at the Ohio event, 19% ride English, 57% ride western, and 24% ride both. In contrast, 45% of our Massachusetts attendees ride English, 28% ride western, and 27% ride both. Of the attendees at the California show, 22% ride English, 53% ride western, and 25% ride both.
- **Equine Affaire is truly national and international in scope:** Attendees have traveled to Equine Affaire from all 50 states, from all Canadian provinces, and from as far away as Japan, Brazil, Scotland, and Australia.
- **Equine Affaire attendees are avid horse enthusiasts who attend the event to learn as well as to shop for horse-related products:** Most attendees come to the event for more than one day to take advantage of the extensive program of clinics, seminars, and demonstrations. Many attend all four days of the event.
- **Equine Affaire attendees come to the events to shop:** Many exhibitors have enthusiastically reported that they enjoyed their highest single-day and/or single-weekend sales at Equine Affaire. On our post-event surveys, most exhibitors have reported that Equine Affaire ranks high in sales relative to all of the shows that they attend. Outstanding sales are reported by vendors offering all types of products ranging from high-priced trucks, trailers, custom tack, barns, carriages, and jewelry to lower-priced apparel, books, and stable supplies.



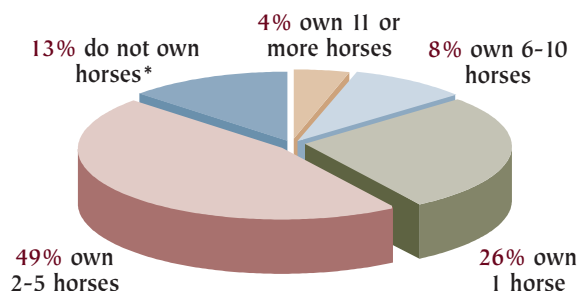
### GENDER OF ATTENDEES



### AGES OF ATTENDEES



### HORSE OWNERSHIP



\* many of these non-owners are regularly involved with horses through lessons, leases, and other activities

### RIDING STYLES

