**Horse Trials Participant Demographics**

The demographics of those competing and attending Horse Trials (source United States Equestrian Federation (USEF)) are those who your sponsorship and advertising will reach:

¹ Between 34 and 54 years of age

¹ Earned college degree or better (66%)

¹ Employed full-time (56%)

¹ Make or directly influence the purchasing decisions at work-80%

¹ Net worth over $500,000 (38%)

¹ Annual Income over $100,000 (~50%)

¹ Live on farm 40%; of more than ten acres (66%)

¹ Market value of average home $594,000

¹ Own 2 or more homes (22%) ¹Own pet besides a horse or pony (94%)

¹ On average, spend 30 nights per year in a hotel

¹ On average, rent a vehicle 4 times a year

¹ On average, own 3 vehicles, 53% own a pick-up truck

¹ Most have been in equestrian sports for 22 years, and compete at least 6 times a year

¹ 62% trailer their own horses to competitions

¹ Average value of all horses per household is $87,000.

Contact us today to place an ad or discuss your sponsorship. Seneca Valley Pony Club [www.senecavalleyponyclub.org](http://www.senecavalleyponyclub.org).