

Equine Survey Reveals Trends

Nonprofessionals account for 78 percent of all horse owners.

Brand loyalty is a strong determiner for horse-related purchases for the bulk of horse owners.

The persons most intimate with their horses tend to be below 35 years of age.

Those are just a few of the conclusions drawn from a 216-page study of the product purchasing behavior of United States horse owners, published recently by Market Directions Inc. and Brakke Consulting Inc. The purpose of the study was to segment the \$5.5 billion equine products marketplace, something which has never been done before.

The study contains data on 34 different product types across 17 distinct categories, mentioning in total more than 400 brands. The Equine Market MegaStudy is based on more than a thousand completed interviews.

One segment of the study deals with psychographics, which helps determine not only who buys a company's products but why. The study claims that those with an "intimate emphasis" regarding horse ownership are urban dwellers earning \$50,000 per year or less.

The study also found that geography has an influence on the lives of horse owners. Those living in the Western United States are much less likely or willing "to cut their losses" if problems arise with their animals. They view horse ownership as more of an integral part of their lives and could take a certain amount of personal identification from it. However, people most likely to abandon their equine interests are males who live in the Midwest and make less than \$50,000 per year.

The research report is available at www.brakkeconsulting.com. Price tag: \$12,500.

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▼ Source: Surveys conducted in the Fall of 2002 and March 2004 of equine veterinarians who recommended oral joint health supplements.