



# MEMBER FACT SHEET

*Learn about our members and their purchasing habits!*

## ASHBA Members

ASHBA Members are Horse Owners, Breeders, Trainers, Instructors, Caretakers, Haulers, Veterinarians, Farriers, and Family Members

### Demographics

- The typical ASHBA member is a married female, over 40, no children in the home
- 70% of ASHBA Members have been members 10+ years
- 40% have a bachelor's degree
- 28% have a masters degree or higher
- 30% own or are a principle partner in their own business
- 58% average a household income over \$100K
- 30% average over \$400k

### Consumer Behaviors

- They own multiple vehicles, eat out multiple times per week, with over 30% spending \$50-100 per meal
- Travel for pleasure 5+ times per year
- Belong to a travel rewards program
- 5% use chartered flights annually
- Own 1-5 horses
- 85% own dogs & cats
- Over 48% travel 1-5 times/year for horse shows and over 31% 6- 10 times

*\*University of Louisville ASHA Member Consumer Research Study 2017*



## US EQUESTRIAN INFORMATION

*ASHBA is an affiliate organization of US Equestrian, which represents the equestrian community!*

### Demographics

- 85% Female
- 66% have a college degree
- Average income of \$185,000
- Average net worth of \$955,000
- Own an average of four horses
- Compete at least six times per year
- Average home value is \$600,000
- 22% own two or more homes
- Own three vehicles
- 40% own a farm; 66% of those are 10 acres or more

*\*2022 US Equestrian Media Kit*