

The Pin Oak Charity Horse Show 2016



DEMOGRAPHICS

Equestrian and horse enthusiasts represent the ideal market for high quality products and services. Research compiled from USEF and the Pin Oak Charity Horse Show offers these indicators of the buying power and influence of Pin Oak competitors and visitors ...

PIN OAK COMPETITOR DEMOGRAPHICS: (approx 4,000 over 12 days)

85% are women	39 is median age	Average income \$685,000 - \$1.5m	66% have a college degree	22% own two or more homes.
Average 30 nights per year in a hotel	43% travel on airlines 16 or more days yearly	Owens 3 vehicles, 55% purchased in last year	40% own a farm; 66% of those are ten acres or more	Owens an average of 5 horses
Owens an average of 2 dogs	79% of competitors are from Texas	11% of competitors are from Louisiana	10% of competitors are from California, Florida, Oklahoma, New York, Mississippi, and Ohio.	

SPECTATOR DEMOGRAPHICS: (55,000 - 60,000 over 12 days)

60% women 40% men	55% are family groups	\$450,000 average yearly income	Average 10 -20 nights per year in hotels
Owens 3+ vehicles	80% of households have 1+ pet	72% from Harris County 10% from Fort Bend County	

