

READER PROFILE

A personal look at The HorsePlayer Magazine subscriber was developed through research conducted by a survey of our readers, based on a random sample with 23% responding. Highlights are presented here to assist clients in targeting their advertising message.

DEMOGRAPHICS

AGE: 78% are age 49 or younger
SEX: 83% male

EDUCATION: 63% have attended college
HOUSEHOLD INCOME: 24% > \$35,000 annually
76% > \$75,000 annually

HABITS

17% of HorsePlayer readers wager on the races on a daily basis.
43% wager on the races at least twice a week.
88% wager on the races at least once a week.

62% visit at least two out of state racetracks per year.
31% visit in excess of five racetracks per year.

89% wager on a simulcast signal other than their host track.
54% wager more money per annum on a simulcast signal than their host track.

91% of HorsePlayer readers have visited a casino at least twice within the last 12 months.
46% have visited casinos four times within the last 12 months.
21% have visited casinos more than 5 times within the last 12 months.

85% wager in the race & sports book when they visit a casino.