

NEW LIST

AMERICA'S HORSE OWNERS AND EQUESTRIANS

410,000 owners
2.6 million equestrians

These equestrians are involved in breeding, racing, showing, riding and ownership of standardbred and thoroughbred horses. They enjoy riding for pleasure and show as well as attending equestrian events, races, derbies, horse shows, polo matches, etc.

Pinpoint your exact prospect by selecting from a wide variety of demographic and lifestyle categories including age and income selections.

Minimum Order 5,000 records

Horse Owner State Counts:

AL	14,491	IL	7,505	NC	10,527	PA	8,044
AR	135	IN	8,054	ND	10,594	SC	3,436
AZ	2,040	KS	23,989	NE	21,356	SD	13,783
CA	4,228	KY	29,161	NH	286	TN	16,915
CO	7,018	LA	5,824	NJ	315	TX	22,156
DE	108	MD	1,197	NM	3,652	UT	3,540
FL	141	ME	722	NV	749	VA	5,978
GA	10,011	MI	5,498	NY	7,409	VT	1,261
HI	163	MN	732	OH	12,191	WA	1,252
IA	9,727	MO	37,336	OK	27,260	WY	3,518
ID	3,675	MT	8,652	OR	1,921		

Equestrian State Counts:

AK	5,063	ID	28,787	MT	27,768	RI	6,946
AL	49,575	IL	95,552	NC	81,417	SC	37,558
AR	42,235	IN	68,728	ND	14,395	SD	17,258
AZ	36,792	KS	43,742	NE	29,415	TN	75,542
CA	205,035	KY	62,373	NH	12,045	TX	178,111
CO	61,617	LA	42,651	NJ	48,171	UT	23,032
CT	28,039	MA	44,782	NM	18,132	VA	70,521
DC	1,239	MD	41,794	NV	20,216	VT	9,739
DE	6,828	ME	15,749	NY	107,029	WA	61,465
FL	112,493	MI	99,187	OH	130,780	WI	69,878
GA	65,061	MN	57,862	OK	53,453	WV	25,984
HI	4,864	MO	81,378	OR	43,536	WY	18,568
IA	46,085	MS	33,809	PA	118,793		

Suggested Usage:

These horse owners are prospects for horse related goods and services, related magazines, newsletters and publications, travel, collectibles, antiques, real estate, pet offers, and hobby related offers.

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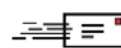
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By Internet
www.dunhills.com
reaching@dunhills.com



By Fax
(561) 998-7880



By Mail
One Park Place
Boca Raton, FL 33487-8239



By Phone
(561) 998-7800
M-F 8:30am-6:00pm