

**CENTRAL OREGON DRESSAGE CLASSIC
JUNE 12-13, 2010
DEMOGRAPHIC SNAP SHOT
OF SHOW PARTICIPANTS**

- 38% have a net worth over \$500,000
- Nearly half have an annual income greater than \$100,000
- The market value of the average home is \$594,000
- 22% own 2 or more homes
- 63% have traded stocks, bonds or mutual funds in the last year
- 80% make or directly influence purchasing decisions at work
- 85% are women
- 63% are married
- A majority are between 34-54 years of age
- 66% have a college degree or better
- 56% are employed full time
- 40% live on a farm; 66% of those are ten acres or more
- On average, they spend 30 nights per year in a hotel and rent a vehicle 4 times per year
- 53% own a pick-up truck, a majority own more than one vehicle
- 94% own a pet besides a horse or pony. Average number of cats owned is 2 and average number of dogs owned is 2.

Information provided by Signature Hill, Inc., research references used: USET, AMHA, ASHA, HIA 2007.