



2019 READER SURVEY

1. Where do you find your copy of The Northwest Horse Source Magazine? (MARK ALL THAT APPLY)

- Feed/Tack Store
- Equestrian Facility
- Shows/Events
- Club/Organization Subscription
- Grocery Store or Restaurant (Whatcom/Skagit County Only)
- Paid Subscription
- Digital Edition

2. How often do you spend time on the following social media platforms? (MARK ONLY ONE RESPONSE PER PLATFORM)

	DAILY	WEEKLY	MONTHLY	NEVER
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. In the past year, where have you purchased horse care products other than feed? (MARK ALL THAT APPLY)

- Local Feed/Tack Store
- Discount Chain (Coastal, Tractor Supply, Walmart)
- Amazon
- eBay
- Other Online Retailer

4. Please list any clubs or organizations you belong to:

5. Please rate each of these Northwest Horse Source magazine monthly columns:

	LOVE IT		JUST OK		NOT FOR ME
Cover Story	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
From My Saddle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Editor's Postcard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equine Wellness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rider Wellness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small Farm Makeover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trail Savvy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Equine Lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Willfully Guided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trainer's Corner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New & Noteworthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online Exclusives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. If The Northwest Horse Source magazine could no longer be offered for free, what's the most you'd you be willing to pay for it in a store?

- \$1.00
- \$2.00
- \$3.00
- \$4.00

The following demographic questions are important to our advertisers who make it possible for us to offer The Northwest Horse Source for free every month.

7. What is your age?

- Under 18
- 19-25
- 26-35
- 36-45
- 46-60
- Over 60
- No response

8. Annual Household Income:

- Under \$25,000
- \$25,000 to \$50,000
- \$50,001 to \$75,000
- \$75,001 to \$100,000
- \$100,001 to \$200,000
- \$200,001 Plus
- No Response

COMPLETE AND MAIL TO:

The Northwest Horse Source
 PO Box 717
 Blaine, WA 98231