



Membership Statistics for 2022

1,800 paid members for 2022

- 73% female
- 27% male



SH-TX members from **25 STATES**
Stock Horse of Texas

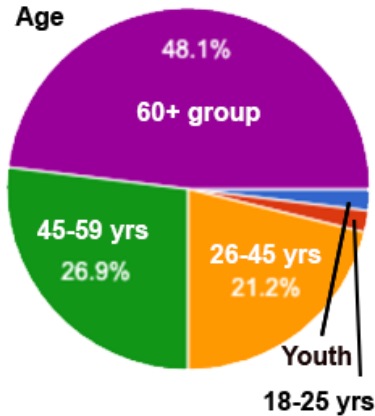
Marketing and Outreach

- 6,916 Email contacts with 55% Open Rate
- Facebook page reach: 45,063 for October
- Facebook page likes: over 10,000
- Growing Instagram reach @ 3,783

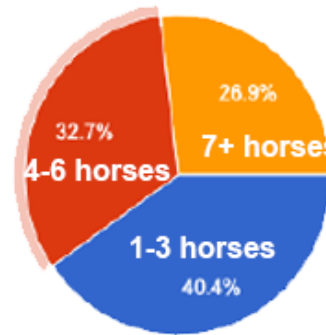
Typical # of riders per division:

- Open – 25 to 40 riders
- Non Pro – 30 to 40 riders
- Limited Non Pro – 50 to 65 riders
- Intermediate Non Pro – 25 to 30 riders
- Novice – 80 to 100 riders
- Youth & Novice Youth – 55 to 70 riders

Age



Average # of horses owned or purchasing decisions are made for



Other livestock owned or cared for

