

Demographics:

Our participants consist mostly of women, who are passionate about their horses, dogs, families, and the sports of dressage and eventing, investing substantially in their lifestyle. Make sure your company reaches these people by sponsoring GDCTA and the UGA Vet School.

GDCTA members are automatically members of USDF. Some USDF Demographics:

- 90% are adults with 87% over the age of 35
- 96% are female
- 28% of membership have an income of \$150,000 or more
- 78% compete with at least one horse
- 50% ride 4-5 times a week
- 97% own at least one horse
- 64% own more than one horse
- Top 3 breeds: 50% Warmbloods, 26% Thoroughbreds, and 19% Quarter Horses
- 31% chose horse-related items and clothing as gifts
- 37% own more than 5 acres of land
- 81% purchase tack and grooming products frequently
- 23% plan to purchase arena footing in the next 5 years
- 28% plan to purchase farm equipment in the next 5 years

The Awards Gala is the event of the year for our members! It's grown to more than 500 attendees annually.