

2010 Readers Survey Says

How would you describe yourself?

Involved at the racing level - 57.1%
Involved at the breeding level - 42.8%
Fan - 28.5%
Other - 28.5%

How did you find us?

Searching the web - 42.8%
Saw an advertisement - 28.5%
Track Distribution - 14.2%
No Response(s) - 14.2%

How important are each of the following when you visit our site?

1 = Very Unimportant , 2 = Somewhat Unimportant , 3 = Neutral , 4 = Somewhat Important , 5 = Very Important

Answer	1	2	3	4	5	Rating Score*
National News						3.6
State News						4.4
Farm & Sales News						2.9
Timely updates						4.4
Stallion Directory						3.4
Helpful links						3.9
Ease of use						4.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How long have you been visiting our site?

For less than 1 month - 14.2%
For 7 months up to 1 year - 14.2%
For 1 to 2 years - 42.8%
For more than 2 years - 28.5%