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(Three grand prize winners will be chosen)

Reader Survey 2008

Thank you for reading *American Cowboy* magazine. We value your input and hope you will take this quick survey. You can return this survey by mail, fax (303-449-6587), or complete it online at www.americancowboysurvey08.com. If you mail, fold along the dotted line, tape to seal, and mail no later than **September 9, 2008**. Responses are confidential and will be used for research purposes only. Everyone who returns a completed survey will have a chance to win a \$100 American Express gift card. See Sweepstakes Rules at www.americancowboysurvey08.com.

READING HABITS

1. Which of the following best reflects how often you buy or read *American Cowboy*? (Please check all that apply.)

- I subscribe to *American Cowboy*
- I do not currently subscribe, but have in the past
- I buy it regularly at the store/newsstand (at least every other issue)
- I occasionally buy it at the store/newsstand (less than every other issue)
- I read it but do not buy it
- Other _____

2. On average, how much time do you spend looking through or reading an issue of *American Cowboy*?

- Less than 30 minutes
- 30 minutes to 1 hour
- 1 hour to 2 hours
- 2 hours to 3 hours
- 3 hours to 4 hours
- 4 hours or more

3. How soon after you purchase or receive *American Cowboy* do you read or look into it for the first time?

- The same day I receive it
- Within 2 or 3 days
- Within a week
- Within 2 weeks
- 2 weeks or longer

4. Not including yourself, how many other people in your household (18 or older) read your copies of *American Cowboy*? _____

And, how many other people not in your household (18 or older) read your copies? _____

5. Have you visited americancowboy.com in the last 6 months?

- Yes
- No

6. Have you made purchases via catalog, mail order, or the Internet in the past 12 months? Yes No

7. What are your top reasons for reading/subscribing to *American Cowboy*? (Check all that apply.)

- For the quality of editorial and photography
- Use it as a vacation/activity planning resource
- To read about Western heritage and history
- For its articles on cowboys and ranchers
- To read about rodeo and other equine sports
- For its coverage on home décor
- To learn about the latest Western fashions
- For its coverage on food and recipes
- To learn about horse breeds
- To read about Western celebrities and personalities
- For its coverage on Western art and entertainment
- To keep up with the latest news and trends in the industry

8. Which of the following actions have you or other members of your household taken in the past 12 months as a result of reading *American Cowboy*? (Check all that apply.)

- Visited an advertiser's website to obtain more information
- Contacted an advertiser via phone, internet, or email
- Visited a store or dealer to look for products or services
- Visited americancowboy.com for more information
- Sent in the product literature card for more information about an advertised product or service
- Purchased an advertised product or service
- Made a reservation for a vacation
- Visited a featured travel destination
- Visited a museum, historical site, or art gallery

- Purchased tickets to an event and/or attended an event
- Recommended an advertised product or service to others
- Clipped or copied an ad or article for later reference or distribution to others
- Discussed an article with others
- Gave an issue to a friend/relative
- Saved an issue(s) for future reference
- Other: _____
- None of the above

9. Which of the following magazines do you read regularly (at least 3 out of every 4 issues)? (Check all that apply.)

- America's Horse
- Cowboys & Indians
- Pro Rodeo Sports News
- Trail Rider
- True West
- Western Horseman
- AQHA Journal

SPENDING HABITS

10. Are you planning to buy/lease any of the following within the next 12 months? (Check all that apply.)

- Car
- SUV
- Horse trailer
- All-terrain vehicle (ATV)
- Pickup truck
- Camper/trailer
- Recreational vehicle
- Van

11. Considering all purchases you've made (or plan to make) for yourself and/or others in your household, please indicate: (1) the products/product categories you've purchased in the past year, (2) the approximate amount you've spent on each respectively, and (3) those which you plan to purchase.

	(1) Purchased in past 12 months	(2) Approximate amount spent	(3) Plan to purchase in next 12 months
Western apparel	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Western hats	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Boots	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Gifts and collectibles	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Jewelry/watches/ accessories	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Saddles, tack & equipment	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Pet food/products	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Home furnishings/ accessories	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Fence/Barn/Building Materials	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Hunting/Fishing/ Camping Gear	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Garden Supplies/ Plants/Seeds	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
CDs/DVDs/Books/ Magazines	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Western Art and Collectibles	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>
Wine/Beer/Spirits	<input type="checkbox"/>	\$ _____	<input type="checkbox"/>

TRAVEL & LEISURE ACTIVITIES

12. Are you planning a Western-themed getaway or vacation within the next 12 months? Yes No

13. How many vacations do you take in an average year? _____

14. What is the average length of each vacation?
(Please write in the # of days.) _____

15. What type of overnight accommodations do you use when on vacation/traveling? (Check all that apply.)

- Hotel/Motel
- Resort/Lodge
- Cabin
- Guest/Dude Ranch
- Horse Trailer Living Quarters
- Campground
- RV Park/RV/Motor home
- Bed & Breakfast
- Other: _____

16. Which of the following destinations did you travel to in the past 12 months? (Check all that apply.)

- Western United States
- Central United States
- Eastern United States
- Canada
- Western Canada
- Eastern Canada
- Mexico
- Other international destination(s)

17. Including lodging, airfare, transportation, meals, entertainment, and gift-buying, how much money did you spend on travel in the last 12 months?
(Please include all travel, including domestic, foreign, vacation, personal, and business trips.)
(Write in the approximate amount spent.) \$ _____

18. What types of Western events or attractions do you and/or other household members participate in or attend? (Check all that apply.)

- Equine events
- Rodeos and shooting sports
- Country/Western concerts
- Western art shows, sales, auctions
- Festivals and parades
- Cook-offs
- Museums and historical sites
- Cowboy gatherings

19. Which of the following hobbies/leisure pursuits do you or and/or other household members enjoy? (Check all that apply.)

- Watching Western movies
- Shopping
- Collecting Western art
- Gardening
- Camping, fishing, hunting
- Reading Western novels, history, poetry
- Listening to Country/Western music
- Cooking/entertaining
- Horseback/trail riding
- Sight-seeing

HORSE OWNERSHIP & ACTIVITIES

20. In the past 12 months, have you or other household members participated in horseback riding or other equine-related activities?
 Yes No

21. How many horses do you and/or your household members own/lease?
(Please write in the # of horses.) _____

21b. If you own/lease horses: On average, how much have you and/or other members of your household spent in the past 12 months on the upkeep of your horse(s)? Approximately: \$ _____

21c. If you do not own/lease any horses: On average, how much have you and/or other members of your household spent in the past 12 months on horseback riding and/or any other horse-related activities?
Approximately: \$ _____

ABOUT YOU AND YOUR HOUSEHOLD

22. Are you Male Female

23. What year were you born? 19 _____

24. What is your marital status?
 Married Separated or divorced
 Single Widowed

25. Which of the following descriptions fits you best relative to your Western lifestyle?

- Working horseman
- Horse/animal lover
- Urban/weekend cowboy
- Enjoy Western fashion
- Ranch, farm or stable owner
- Collector of Western art/antiques/collectibles
- Enjoy Western lifestyle
- Not involved in the Western lifestyle

26. Counting yourself, how many people are currently living in your household? Number living in household: _____

27. Do you own your primary residence? Yes No

28. What is your zip code? _____

29. Please check the box that best describes your total household income before taxes for 2007. (Please include income for yourself and all other persons living in your household, from all sources such as salaries or wages, bonuses, profits, dividends, rental income, social security, unemployment/workmen's compensation, retirement pay, alimony, child support, etc. Please check one only.)

- Less than \$50,000
- 50,000-\$99,999
- \$100,000-149,999
- \$150,000-199,999
- \$200,000 or more

Please let us know how to contact you if you are one of our incentive winners.

Name: _____

Email address: _____

Phone Number: _____

May we contact you for future online research? Yes No

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