

## Horse Riding

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

#### Interest over time

[How can I see numbers?](#)



#### Regional Interest

Shows general market interest online according to geographical location

#### Regional interest

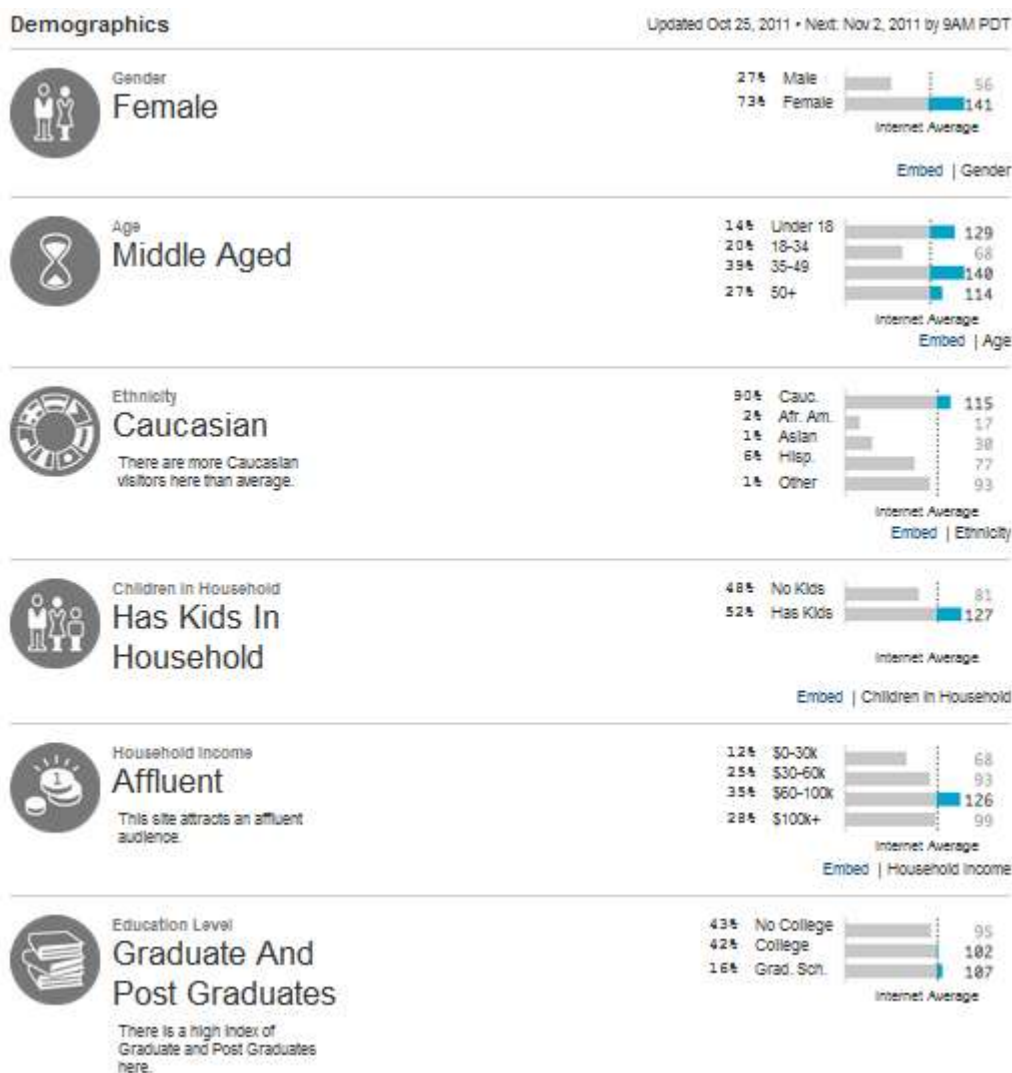
1.	<a href="#">Australia</a>	<div></div>
2.	<a href="#">New Zealand</a>	<div></div>
3.	<a href="#">Ireland</a>	<div></div>
4.	<a href="#">United Kingdom</a>	<div></div>
5.	<a href="#">South Africa</a>	<div></div>
6.	<a href="#">United States</a>	<div></div>
7.	<a href="#">United Arab Emirates</a>	<div></div>
8.	<a href="#">Canada</a>	<div></div>
9.	<a href="#">Singapore</a>	<div></div>
10.	<a href="#">India</a>	<div></div>

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on horseclicks.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.



## Psychographics (data based on horseclicks.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

### Audience Also Likes

Updated Oct 2011 • Next: Nov 2011

Data Source: United States Monthly

	Affinity	
Pets	7.5x	<div></div>
Shopping Engines	2.6x	<div></div>
Real Estate	2.3x	<div></div>
Directories/Search/Guide	2.3x	<div></div>
Sports/Outdoors	2.1x	<div></div>
Reference	2.1x	<div></div>
Discussion/Chat	2.1x	<div></div>
Maps	2.0x	<div></div>
Food	1.8x	<div></div>
Home Furnishing	1.8x	<div></div>
Auto Resources	1.8x	<div></div>
Job Search	1.7x	<div></div>
Diet & Fitness	1.6x	<div></div>
Weather	1.6x	<div></div>
Books	1.6x	<div></div>

## **Frequently Asked Questions**

- How many years riding experience do you recommend before considering buying a horse?
- How can I take horse riding from a hobby to my life?
- what are the basics of riding a horse?
- How can I start getting involved in horse riding?
- How do I select a suitable horse for me?
- How to know whether the horse and myself has a connection before going to competition?
- How can I look stylish while horse riding?
- What are the different stages in learning horse riding?
- How can I become more confident at horse-riding?
- What are the physical benefits of horse riding?
- what are the advantages and disadvantages of horse riding?
- What equipment do you need for horse riding?
- What kind of exercises is good before starting horse riding lessons?
- How to improve my horse riding skills?
- What types of clothing is suitable for horse riding?
- How do you ensure no backache during horse riding?
- How do you communicate with your horse for better horse riding?

- Do you need to make any communication with your horse before starting horse riding lessons?
- How can you improve on your posture when horse riding?
- How do I ensure my balance when horse riding?
- What riding gear should I get for a beginner?
- At what age is suitable for starting horse riding?
- How to saddle your horse safely?
- Why fitness is important and find exercises to benefit your horseback riding?



## **Problems & Frustrations**

- **Cannot keep the horse's head down during the ride**

I've been riding horses for about 4 months, and until now, I haven't had a problem keeping the horses head down while he jogs, trots, and lopes, but now he's not wanting to keep his head down, and I'm doing the same thing I have been for the past 4 months. It's an Arabian horse, I'm still using the same bit and everything, I don't know what could be wrong.

- **Started riding horses and don't know the basics**

"I know owning a horse needs more than just riding, but I'm actually learning faster at the caring than I am at the actual riding. I haven't been riding long at all, but think I know all the basics in Horse Care. How long you recommend riding for, before considering to buy or lease a horse? And if anyone has any basic Horse riding/ Horse care questions, I'd be willing to try and answer them.

\*\*\*

I'm going to start horse riding lessons in the summer and I think it would be good if I knew the basics of western riding ...I've never been on a horse so I don't even know how to get on it and how to make it turn or stop so please help me and give me the basics please and should I take private lessons?? and how do you groom horses and ride horses?

\*\*\*

My boyfriend and I have been thinking about taking horse riding lessons for the past few months. I'm 18 and he's 21, and we have no experience with horses past feeding, watering, and leading them. What would we expect with our first lesson and a few afterward, and, in general, do most instructors allow 2 people to take the lessons together?

\*\*\*

I am going to go to my first riding lesson on Saturday. I was just wondering what to expect to be learning and doing. I am taking this lesson because to get into their horse camp you have to take one lesson with them. I am suppose to come early and tack up (I thinks that's what you call putting the saddle on.) and stay late to clean the horse. What should I expect and will they tell me how to do this stuff?

\*\*\*

I really want to give horse riding a go during the summer, I'm not sure what to wear to the first lesson though. Do I need to buy boots, hat and horse riding trousers for it because I don't want to buy all that if I'm not going to like it or be any good at it.

\*\*\*

"I am thinking about picking up horse riding for the summer. I've never done any horse riding but really want to pick it up. Is it hard to learn horse riding without any prior experience? I don't to learn all the tricks, just want to able to ride the horse. Any tips or suggestions would be appreciated. Thanks!

- **Wish to enter a horse riding competition but don't know how**

I am really into riding and I was wondering how I would enter a horse riding competition (dressage/cross-country/show jumping) if I don't own my own pony - is there any way I can do it?

- **Get nervous before the horse riding show**

I have been riding for about 6 years and finally in October last year I got my own horse! and I have always wanted to compete locally and I frequently have lessons on my horse and I know that she is more than able to do the things required of her at a show. So I don't get



why I am so nervous do any of you have any suggestions on how to control your nerves before a show?

- **Fear of getting near a horse**

I really want to start riding horses again. I used to and I only took 3 lessons before getting thrown off 4 years ago. I want to start riding again this summer even though I have large fears of getting near a horse. I need to know how much it generally costs because I'd have to convince my parents to let me because I don't have a job. I'd only take lessons once a week.

\*\*\*

"I have been wanting to do horse riding for ages, now I've started I'm actually really nervous on the horse. my second time it spooked and now I can't get comfortable. I'm always nervous, and I'm really starting to hate it. I really love horse's and would love to learn to ride with the constant fear of spooking, or rearing up. can anybody please give me some advice?

\*\*\*

My horse-riding instructor always says I need to relax my legs so they don't tense up but I try to relax but nothing seems to happen, so how can I relax especially when I go into a canter because my legs rise up and fall out of the stirrups? I love horses but I am not always that confident around them.

\*\*\*

I wasn't on a lead rein and it took a while for the horse to get up to speed (she's 24), and I was utterly terrified. I screamed, and of course my teacher went mental, which also discouraged me. I was only 6 or 7 years old at the time..... I really want to start riding again, but I'm really scared (only been on a horse twice since then and I can't enjoy it because I'm so nervous) - I know it's silly but I can't help it. What can I do?