

CHECK OUT FULL RESULTS HERE!

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How often do you get Horsewyse?
 41% I subscribe, so get every issue
 48% I buy every issue from newsagents.
 8% Buy now and then.
 9% December 09 was my first issue.

How long spent reading Horsewyse:
 20% 1-2 hours.
 17% 2-3 hours.
 36% More than 3 hours.
 27% I skim through and re-read later.

Do you keep your magazines?
 96% Yes, I collect and keep them all!
 3% I keep them for a little while.
 1% I pass them onto a friend.
 0% I throw them away.

How many people read your copy?
 36% I'm the only one who reads it.
 32% Mum/Dad also read it.
 13% I share with brothers/sisters.
 19% I share with friends.

How did you hear about HW?
 63% Found it at newsagents/Borders.
 32% A friend showed me a copy.
 8% I was given gift subscription.
 4% I started reading it at a library.
 2% I found it through the HW website.

Do you own your own horse?
 51% Yes.
 14% No.
 18% I hope to get a horse soon.
 17% I have regular lessons.

What would motivate you to subscribe?
 53% A free gift.
 24% A chance to win major prize.
 23% Other (main reason being to just receive HW in the mail!)

What other horse mags do you buy?
 29% None, only Horsewyse.
 28% Horse Deals.
 14% English magazines (mainly PONY).
 10% Hoofbeats
 7% Other (Arabian magazine, etc).

Age of readers:
 9% Under 10 years.
 21% 11 years old.
 21% 12 years old.
 11% 13 years old.
 10% 14 years old.
 8% 15-19 years.
 5% 20+ years old.

Wow, was this ever popular! It was really helpful, showing us what sections our readers liked best and wanted to see more of. Their wish is our command...so from now on, we'll include lots more posters, breed info and riding tips!

Thank you to everyone who responded.

Most popular sections:

1. General articles
2. Funny Photos
3. Competitions
4. Poster
5. Funstuff Activities
6. Totally Horses Club
7. Horsing Around
8. Candid Camera
9. Dear Appy
10. Fiction
11. Odd Spots
12. Horse Bits/Trivia
13. Hall of Fame
14. Penfriends
15. Superstars
16. We've Got M@il
17. The Paddock



What you asked for...

When it came to requests, by far the most common was for more posters...so from now on we'll include a minimum of two posters in each issue. Another request was to leave the back of the posters blank and we'd love to do this but being only quarterly, space is very precious in each issue so we'll try to just have one page articles, or Horsewyse adverts on the back so you won't mind removing them each issue. Other popular requests included:

- Horse treat recipes.
- Horsey crafts—hmmm, we've already done just about every horsey craft we can think of so if you have any new ideas, send them in!
- Articles about famous horses like Phar Lap.
- A yearly calendar (we'll include one in this year's December issue).
- More Funny Photos (we had NO idea they were so popular!)
- More competitions.
- Book and movie reviews.
- Riding and horse care tips and info.

What you won't see.....

Several suggested we include horses for sale but we reckon our friends at Horse Deals already have this well and truly covered!

There were also requests for show coverage but again, other magazines already cater for this.

A free gift with every magazine purchased at newsagents...we'd love to do this but alas, we just don't have the budget for it.

There were quite a few requests for articles we've already done, eg. how we started Horsewyse up (this info is on our website). If there's a horsey subject you're interested in, check out the contents in our back issues (also on our website). You can buy back issues for just \$2 each plus postage.

And finally, to all those who said they love Horsewyse just the way it is we say...awww shucks, thanks guys!