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The ins and outs of the subscribers and readers of De Paardenkrant and Bit

A market research



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‘The equine sector is a huge and complex beast. It combines aspects of the leisure, entertainment and service sectors and draws its customers from all geographic areas and social backgrounds.’

Foreword

For the final step in completing my education Equine, Leisure and Sports at Van Hall Larenstein Wageningen, this research among the subscribers and readers of De Paardenkrant and Bit was conducted. This market research was conducted to give more insight in the characteristics, the reading behaviour and the degree of satisfaction. These results are necessary to assess which marketing strategy is most applicable and if there is an interest among the subscribers and readers in a (new) product and/or service with informative and/or educational purposes. Complementary, also a recommendation for Eisma Media Groep is included in this report.

I want to thank Eisma Media Groep for giving me the opportunity and trust to conduct this research among their subscribers and readers. A special thanks to Marleen Jaarsma-Teuling for the excellent cooperation and instructive feedback.

Next to that I want to thank Sylvie Beekman, for her involvement and guidance along the way.

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Samenvatting

De paarden sector is zeer gevarieerd van aard en er is een breed scala van spelers die actief zijn op de markt. Eén van de bedrijven die actief is op het gebied van uitgeven met als doel te informeren en onderwijzen is Eisma Media Groep. Met het paarden cluster, bestaande uit; 'het Hengstenboek' 'De Paardenkrant', 'Bit' en de website Horses.nl is dit bedrijf ook actief in de paarden sector.

Enkele jaren geleden was er al een onderzoek uitgevoerd onder de lezers van De Paardenkrant en Bit. Maar deze resultaten zijn nu gedateerd. Ook vanwege de overname, zijn er nog onduidelijkheden binnen Eisma Media Groep over de kenmerken, het leesgedrag en de mate van tevredenheid van de abonnees en lezers van De Paardenkrant en Bit. Deze resultaten zijn nodig om te beoordelen welke marketing strategie het meest van toepassing is op De Paardenkrant en Bit. En daarnaast of er onder de abonnees en lezers van de Paardenkrant en Bit een interesse bestaat voor een (nieuw) product of dienst met informatieve en /of educatieve doeleinden.

Voor het uitvoeren van dit onderzoek is een vragenlijst ontworpen, die online op de website Horses.nl kon worden ingevuld. Daarnaast werd de vragenlijst ook gepubliceerd in De Paardenkrant, om ook de wat oudere abonnees en lezers van De Paardenkrant te bereiken. Een totaal van 878 respondenten heeft de vragenlijst ingevuld, waarbij een onderscheid wordt gemaakt tussen abonnees van De Paardenkrant (N=271), lezers van De Paardenkrant (N=340), abonnees van Bit (N=236) en lezers van Bit (N=325). Er moet in acht worden genomen dat er een overlap tussen deze vier groepen bestaat. De vragenlijst was online beschikbaar met het programma Polldaddy. Met dit programma werden de resultaten geëxporteerd via Excel naar SPSS, waar de data in werd geanalyseerd.

Uit dit onderzoek kan worden geconcludeerd dat er overeenkomsten maar ook verschillen tussen de abonnees en lezers van De Paardenkrant, de abonnees en lezers van Bit, maar ook tussen De Paardenkrant en Bit bestaan. Vooral de abonnees van De Paardenkrant wijken af van de andere groepen. Voor zowel De Paardenkrant als Bit is er een significant verschil tussen de abonnees en lezers te vinden in de tijd van het lezen, in hoeverre zij het product lezen en de mate van tevredenheid. Met het oog op de marketingmix, kan het grootste voordeel worden behaald op het gebied van promotie, voornamelijk omdat de abonnees en lezers over het algemeen tevreden zijn over het product en de prijs. De focus van de promotieactiviteiten dienen te liggen op het aanbieden van proefabonnementen en cadeauabonnementen en het aanwezig zijn op evenementen, waarbij een actieve benadering van de potentiële klant belangrijk is.

Aanvullend, is er onder de respondenten interesse in de aanvullende activiteit workshops en zij geven ook aan geïnteresseerd te zijn in een tijdschrift dat volledig gaat over dressuur. Maar voordat de markt wordt betreden met een nieuw product of dienst is het aan te bevelen om meer onderzoek te doen om meer inzicht te krijgen in de wensen, motieven en verwachtingen van de doelgroep.

Abstract

The equine sector has a diverse nature and a wide variety of players are active on the market. One of the businesses which are active in the field of publishing and media to inform and educate is Eisma Media Group. With the 'horse cluster', consisting of; 'De Paardenkrant', 'Bit', the website Horses.nl and 'het Hengstenboek', this business is also active in the equine sector.

Several years ago there was a research done among the readers of De Paardenkrant and Bit. But now the results are out dated. Also because of the acquisition, there are still things unclear for Eisma Media Groep about the characteristics, the reading behaviour and the degree of satisfaction of the subscribers and readers from De Paardenkrant and Bit. These results are necessary to assess which marketing strategy is most applicable to De Paardenkrant and Bit. And whether there is an interest among the subscribers and readers of De Paardenkrant and Bit for a (new) product or service with informative and/or educational purposes.

To conduct this research a questionnaire was designed, which was online on the website Horses.nl. Next to that the questionnaire was published in De Paardenkrant, to also reach the somewhat older subscribers and readers of De Paardenkrant. A total of 878 respondents filled in the questionnaire, where a distinction is made between the subscribers of De Paardenkrant (N=271), readers of De Paardenkrant (N=340), subscribers of Bit (N=236) and readers of Bit (N=325). Note that there is an overlap between these four groups. The questionnaire was available online with the program Polldaddy. With this program the results were exported via Excel to SPSS, where the data was analysed.

From this research can be concluded that there are similarities but also differences between the subscribers and readers of De Paardenkrant, the subscribers and readers of Bit, but also between De Paardenkrant and Bit. Especially the subscribers of De Paardenkrant differ from the other three groups. For De Paardenkrant as well as Bit a significant difference between the subscribers and readers is found in the time of reading, extent of reading and the degree of satisfaction.

When looking at the marketing mix, the biggest benefits can be achieved on the area of promotion, while the subscribers and readers are satisfied about the product and price. The focus of the promotional activities should be on events, to play an active role on these events, and on offering trial subscriptions.

Complementary, the respondents stated to have interest in a new product and/or service, this can be a complementary activity like workshops and/or a magazine which is completely about dressage. But before entering the market it is recommended to conduct more research to get more insight in the desires, motives and expectations of the target group.

1. Introduction

‘The equine sector is a huge and complex beast. It combines aspects of the leisure, entertainment and service sectors and draws its customers from all geographic areas and social backgrounds’ (Eastwood et al., 2006)

This quote shows that the equine sector has a diverse nature and a large size. The next definition confirms this. The equine sector is, according to the Nota Dierenwelzijn 2007 from the Ministry of LNV, a rapidly growing sector with a wide variety of players, which differ from professional breeders and owners of horses to individuals who keep horses as a hobby.

The diverse nature and the size of the equine sector makes it difficult to analyse the market. For businesses it is therefore necessary to conduct (market) research to be close to the market (Gilligan and Wilson, 2009).

When a business wants to be successful (in the equine sector) it is necessary to have a clear understanding of the environment it operates in. In this way the business can attract new customers and keep the existing customers happy. Not only is it necessary to understand what the customers’ needs and desires are, but also what its competitors are doing (Dibb et al., 2006; Eastwood et al., 2006; Gilligan and Wilson, 2009). By conducting market research and analysing the internal and external environment of a business, the business can create a suitable marketing strategy. In this way a business makes the best use of its resources to achieve its marketing objectives (Dibb et al., 2006; Kotler, 2005).

As already mentioned the equine sector has a diverse nature. There are a wide variety of players, not only focused on breeding or trading, but some of these players focus on informing and educating horse enthusiasts. Some of these businesses are active in the field of media. Also the media has gone through a lot of changes the recent decades. Commercialisation, cross-mediatisation and digitisation are terms that cite to the changes that are made: the introduction of commercial television and radio in the late eighties, focus on audio-visual and digital media and the emergence of internet as home media (SCP, 2009). There are still a lot of developments happening, concerning the media. In recent years the internet has become a lot more interactive and sociable, through the use of e.g. Hyves, Facebook, YouTube and Myspace. Personal digital assistants (pda’s) and smartphones make it possible to stay in constant reach of different media and to be reachable at all times (SCP, 2009).

These developments make it hard to describe the trends in the media environment. You can wonder whether it is still possible to distinguish between the individual media types; the newspaper, television and the internet. From the perspective of the user, these types of media get more an overlap. Also the use of these media is changing. However, historians have pointed out that the new communication technologies will never eliminate the old completely (SCP, 2009).

One of the businesses which are active in the field of publishing and media to inform and educate is Eisma Media Groep. Eisma Media Groep is specialised in business to business communication and educational publications. The headquarter of Eisma Media Groep is in Leeuwarden. The organisation is, since its foundation in 1874, situated in Leeuwarden, but has since 2010 also a location in Doetinchem.

Eisma Media Groep includes five publishing groups:

- Eisma Businessmedia
- Eisma Buildmedia
- Eisma Trademedia
- Eisma Industrialmedia
- Eisma Edumedia

The 'horse cluster', consisting of; 'De Paardenkrant', 'Bit', the website Horses.nl and 'het Hengstenboek' is part of Eisma Businessmedia.

Several years ago a research was conducted among the readers of De Paardenkrant and Bit. But now the results are out dated. Also the internal and external environment changed. Because of the acquisition there is still a lot unclear for Eisma Media Groep about the characteristics, the reading behaviour and the degree of satisfaction of the subscribers and readers from De Paardenkrant and Bit. These results are necessary to assess which marketing strategy is most applicable to the readers of De Paardenkrant and Bit. And whether the subscribers and readers are interested in a (new) product or service with informative and/or educational purposes.

The intention of this research is therefore to provide insight on the characteristics, the reading behaviour and the degree of satisfaction of the readers of De Paardenkrant and Bit. To give insight on how the marketing can be adapted to the subscribers and readers of De Paardenkrant and Bit and to assess whether the readers and subscribers are interested in a (new) product or service with informative and/or educational purposes.

The main question of this research is: What are the differences between the characteristics of the subscribers and readers of De Paardenkrant and Bit, their reading behaviour and the degree of satisfaction and is there an interest among the subscribers and readers for a (new) product or service with informative and/or educational purposes?

To conduct this research, seven sub questions were designed:

1. What are the characteristics of the subscribers and readers of De Paardenkrant and Bit?
2. How can the reading behaviour of the subscribers and readers of De Paardenkrant and Bit be characterized?
3. What is the degree of satisfaction of the subscribers and readers of De Paardenkrant and Bit about the offered product?
4. Is there a difference between the reading behaviour and the degree of satisfaction of the subscribers and readers of De Paardenkrant and Bit?
5. Is there an interest among the subscribers and readers of De Paardenkrant and Bit in a (new) product or service which has informative and/or educational purposes?
6. What kind of marketing strategies do businesses use to reach their customer?
7. How can the marketing of Eisma Media Groep be adapted to the target group?

2. Literature review

2.1 The equine industry

According to the Nota Dierenwelzijn 2007, from the Ministry of LNV the equine sector is rapidly growing and has a wide variety of players, which differ from professional breeders and owners of horses to individuals who keep horses as a hobby. The conclusion from the research 'Inventarisatie Paardenhouderij', which was conducted commissioned by the Ministry of LNV in 2005, was that based on the available indicators the number of horses in the Netherlands cannot be determined (Rijksen et al., 2005). Therefore, it is difficult to gain insight in the actual size of the industry, because the available data is largely based on estimates.

Estimated is that there are between 400,000 and 450,000 horses kept in the Netherlands (Nota Dierenwelzijn, 2007). The number of horses last estimated by Sectorraad Paarden in 2005, was a total of 420,000 (Rijksen et al., 2005). The number of locations where horses are kept is estimated on 81,000 (Agricola, 2008).

The line between horses which are kept on a recreational basis and on a professional basis is not very clear. Horse owners with 1-5 horses are considered to keep the horses on a recreational basis. When a business has between 5 and 25 horses it is assumed that this is not the main income, the Ministry of LNV defines these businesses as semi-professional. Businesses with more than 25 horses are defined as professional (Agricola, 2008; Nota Dierenwelzijn, 2007). Based on this distinction it is estimated that 90 % of the horse owners keep horses on a recreational basis, about 8% can be defined as semi-professional and less than 3 % is involved with horses on a professional basis (Agricola, 2008).

The horses which are kept on a recreational basis are spread over many locations, while the horses kept on a professional basis are more concentrated at one place (Agricola, 2008). From the research from LEI and the Animal Science Group it is shown that 79 % of the horse enthusiasts are not income dependant on horses, 16 % is partly dependant and 5 % are income dependant on horses (Wijk-Jansen et al., 2009).

There are different purposes for which horses are kept. But the largest number is kept for recreation and leisure, it is estimated that there are about 450,000 recreational riders in the Netherlands (Wijk-Jansen et al., 2009). The research which was conducted by ZKA Consultants & Planners (in 2001 and 2006), showed that the amount of horses which are kept in private ownership is estimated on 211,000 horses in 2006. In the research from 2001 on the other hand, this number was 260,000 (KNHS, 2006). This means a decrease of 19 %. On the other hand, the amount of horse athletes that keep one or more horses increased with 22 % between 2001 and 2006. In 2001 this number was 74,400 and in 2006 this was 90,700 (KNHS, 2006). The increase of the amount of horse athletes which own a horse can have an effect on the amount of horse athletes who keep their horses at home. A horse athlete with a own horse or pony had in 2001 on average 1,8 horse and 1,7 pony, in 2006 this was 1,3 horse and 1,0 pony (Agricola, 2008).

Results also showed that the amount of active horse athletes from 8 years and older increased with 16 % between 2001 and 2006. The number of active athletes in 2001 was estimated on 392,000 and in 2006 this was 456,000 (KNHS, 2006). The average horse athlete is relatively young, from the total number of horse riders is 42 % under the age of twenty. 80 %, of the horse athletes is female (KNHS,

2006). The study of LEI and the Animal Science Group showed that 85 % of the horse enthusiasts are female and 15 % male (Wijk-Jansen et al., 2009). The income is slightly above average and 20 % of the horse athletes owns a horse and lives by reasonable proportions across all provinces of the Netherlands (KNHS, 2006).

Most of the equine sports is practised on a recreational basis, dressage and jumping are the most important disciplines (Agricola, 2008). Between 2001 and 2006 the equine sports is increasingly practised on own property or at livery yards and less often at riding schools (KNHS, 2006).

Horse enthusiasts in the Netherlands can be involved with horses in several ways. In the research of LEI and the Animal Science Group a distinction between thirteen ways is made. From an analysis of the interviews (N=4,267), it was found that 71 % of the horse enthusiasts are involved with horses in more than one way of the thirteen ways. Riding or driving horses themselves was the most common way to be involved with horses (85 %). Secondly 36 % stated that they are busy with stabling or caring for horses, 26 % breeds horses, 23 % trains horses, 22 % stated that they are living in the countryside with a horse near home, 20 % gives riding or driving lessons, 8 % is doing an equestrian course or education, 7 % is treating horses/ keeping horses healthy, 7 % is involved in horse keeping from an administrative point of view, 5 % is trading horses, 4 % delivers goods or services to the horse-keeping sector and horse sport sector, 2 % is busy with horses through their children but are themselves not involved with horses, 9 % is busy with horses in a different way (Wijk-Jansen et al., 2009).

Most of the horse enthusiasts are affiliated with an organisation (75 %), 25 % of the respondents of the research of LEI and Animal Science Group stated that they are not affiliated with an organisation in the horse-keeping sector. From the respondents which are affiliated with an organisation, 60 % are affiliated with an organisation for sports, riding or recreation. 29 % is affiliated with a breeding organisation, 3 % is part of an entrepreneur organisation and 7 % is affiliated differently (Wijk-Jansen et al., 2009).

Personal contacts with other horse enthusiasts who are involved in a similar way with horses is for horse enthusiasts the main channel through which they search for information, followed by the veterinarian, farrier and riding instructor (Wijk-Jansen et al., 2009).

About three out of ten horse athletes reads one or more horse magazines, the most widely read magazine is Hoefslag, but also Paard & Sport and Bit are widely read (KNHS, 2006). Although the magazine Bit is the most popular magazine according to the research of LEI and the Animal Science Group, followed by Paard & Sport and Hoefslag and Bokt.nl is the most popular website (Wijk-Jansen et al., 2009).

2.2 Development of marketing

When a business wants to be successful (in the equine industry) it is necessary to have a clear understanding of the environments it operates in. The business can attract new customers and keep the existing customers happy. It is not only necessary to understand what the needs and desires of the customers are, but also to keep track what the competitors of the business are doing (Dibb et al., 2006; Eastwood et al., 2006; Gilligan and Wilson, 2009). Therefore it is important for businesses to invest in marketing (Kotler, 2005).

Over the years marketing has been described and defined differently. The vision on this matter is greatly changed in recent decades (Boekema et al., 2005). Nowadays marketing is defined as *'a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others'* (Kotler, 2005).

Centuries ago markets did not even exist, the households were self-sufficient in their necessity of life. Gradually there came a division of labour into being, creating a specialisation in certain goods or services. But this specialisation led to a surplus of goods that these households produced and a shortage of goods that they did not produce anymore. The result was a mutual exchange of goods. Initially there was a direct change of goods, but by introducing money and intermediate trade also indirect exchange of goods became possible. Gradually there became a need for a system which would hold the flow of products from producer to consumer on the right track. To satisfy those needs, marketing arose (Boekema et al., 2005).

After the industrial revolution, entrepreneurs were largely oriented on the production. Efficiency was an important part of production, in practice this meant mass production at low costs. Starting point of these businesses is the idea that customers are only interested in low prices (Boekema et al., 2005). Once the market of a business begins to reach a certain point of saturation, sales of the products will go less smoothly. The position of the business in the market is weaker, because the sales is stagnating. Now the role of the buyer gets more important. But the businesses are primarily focused on identifying and attracting customers and it is most important to look at how they can easily sell. This occurred a lot before and after the Second World War (Boekema et al., 2005). As well in the production as the sales oriented vision, the vision of the businesses are focused on the existing product. To whom the product is sold is not important as long as the revenue exceeds the costs (Boekema et al., 2005; Kotler, 2005). When a business does not take into account who the customer is and what kind of needs they have, the business is more likely to disappoint the customer. A competitor who takes the needs of the customer into account will satisfy the needs of the customer and will reach a bigger market. This point of view led to the marketing concept, which arose from the 1950s (Boekema et al., 2005). Businesses found that they first had to determine what customers wanted and then produce it, rather than simply making products first and then trying to change the needs of the customer to correspond to what was being produced. The needs of the customer became more important and a business could find a place in the market when they were targeting on a certain group of customers. In other words, businesses made use of market segmentation (Boekema et al., 2005; Dibb et al., 2006).

Before businesses paid attention to the needs of the customer, marketing decisions were mainly based on judgment and experience. This does not mean that there was no marketing analysis, but until the sixties the emphasis was more on collecting data than on analysing these data in a way that is helpful for executive decision making (Frank et al., 1962). In the first half of the sixties there came a more analytical approach of marketing decision making into being (Hillier and Wierenga, 2008).

At the beginning of the 1970s there are relevant societal subjects added to the existing marketing concept. The well-being of the customer in general was becoming more important. This meant that the public interest is sometimes more important than the interests of the individual. This is called the societal marketing concept (Boekema et al., 2005). Also the field of marketing models grew exponentially in this decade. Especially consumer brand choice models attracted a lot of attention from researchers. But most attention was for models concerning the marketing mix instruments (Hillier and Wierenga, 2008).

Knowledge and data about marketing was growing (Hillier and Wierenga, 2008) and in the 1990s the priority for marketing was to identify the needs of the customer, determine priority target markets and achieve sales through marketing programmes (Dibb et al., 2006). The view of marketing was largely transaction based. Long-term success and market share gains depend on such transactions, but businesses found it more and more important to maintain customer's loyalty and to repeatedly gain sales from existing customers. The businesses are more and more moving away from the transaction-based marketing and towards relationship marketing (Dibb et al., 2006; Kotler, 2005).

Relationship marketing refers to *'long-term, mutually beneficial arrangements in which both the buyer and seller focus on value enhancement through the creation of more satisfying exchanges'* (Dibb et al., 2006).

In the recent years the individual customer is getting more important. This approach lead to the development of new models, for example Customer Relationship Management (CRM). The upcoming use of e-commerce or online marketing plays a big role in placing more emphasis on the individual customer. The way suppliers interact with their customers is dramatically changed through online marketing (Hillier and Wierenga, 2008).

2.3 Marketing analysis

A business has the biggest change on success when it takes the needs of the customers into account. This is called the marketing concept, this is *'the philosophy that an organisation should try to provide products that satisfy customers' needs through coordinated set of activities that also allows the organisation to achieve its goals'* (Dibb et al., 2006).

Not only the satisfaction of the needs of the customers are important for a business, but it is also important to keep an eye on what competitors are doing. The business should notice and analyse the changes of the (external) environment.

This means that before starting with a marketing strategy, the market has to be analysed. This marketing analysis contains different parts, the analysis of the customers, competitors, the marketing environment (trends) and the internal capabilities. The external environment and trends can be assessed by using the PEST-analysis (Eastwood et al., 2006). Marketing strategist Micheal Eugene Porter developed a framework for industry analysis and business strategy development. Porter defined five forces (figure 2.3.1) that together determine competition in an industry or market (Mandour et al., 2005).

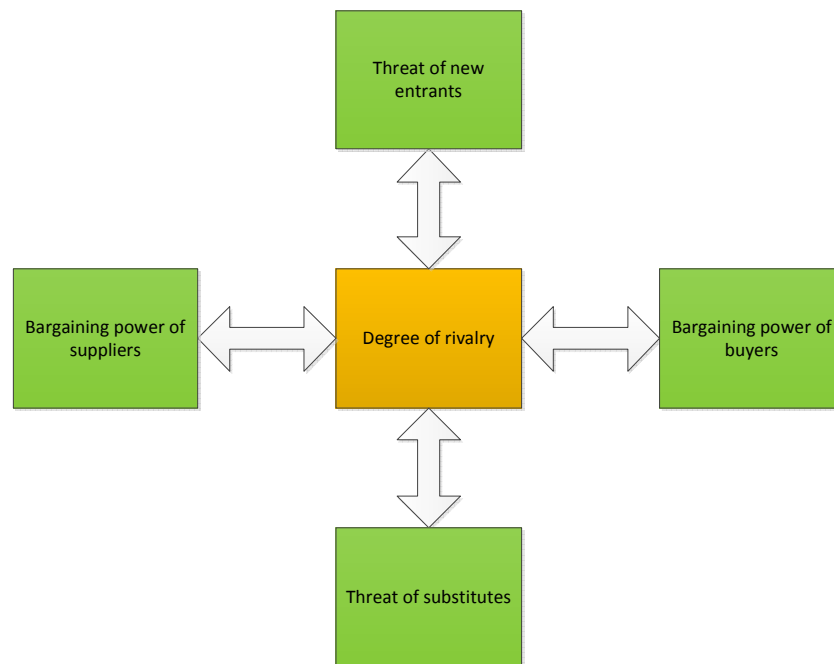


Figure 2.3.1

Porter's Five Forces that determine the competition and attractiveness of a market (Porter, 1985).

Starting point of the model is formed by the five different forces and the interconnection between the forces. The next step is to assess how much influence these forces have on a business (Mandour et al., 2005).

The internal capabilities of a business can be analysed in different ways, the SWOT analysis is one of the most simplistic used by marketers. In this model not only internal elements are evaluated, but also the external environment is analysed. Using the SWOT analysis, first the internal elements (strengths and weaknesses) of a business are identified. Then the external elements (opportunities and threats) are identified. The third step is to make a confrontation matrix and to name the issues. The last step is to create strategic options on basis on the information of the SWOT analysis (Mandour et al., 2005).

2.4 Marketing strategy

When the marketing analysis is completed, the next step is to set a marketing strategy. *'This is a strategy indicating the opportunities to pursue, specific target markets to address, and the types of competitive advantages that are to be developed and exploited'* (Dibb et al., 2006).

To be effective a marketing strategy has to be goal driven. In this way a business is moving in a certain direction. To set objectives it is key to take three aspects of the business into account:

- The nature of the current business
- Where it should go
- How the business gets there

(Gilligan and Wilson, 2009).

Igor Ansoff developed a model, known as the Ansoff matrix (figure 2.4.1), to help to determine the

best suitable growth strategy that can be implemented through marketing strategies. A business may choose one or more competitive strategies as the basis for its strategic objectives.

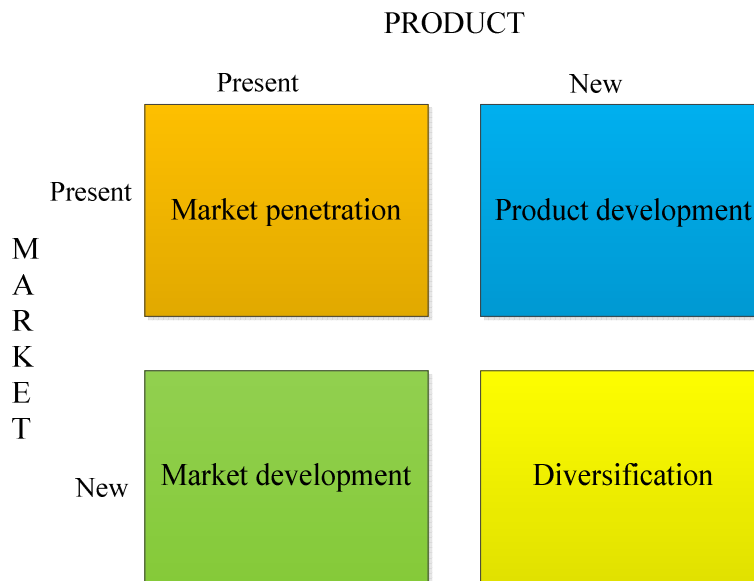


Figure 2.4.1

The Ansoff matrix which helps a business to determine a growth strategy based on existing and/or new products and existing and/or new markets (Ansoff, 1988).

Dependent on the current market situation and the objectives of the business, the business may choose one of these four growth strategies. The goal of market penetration is to increase the current market share. This is achieved by getting customers from competitors or to ensure that current customers make greater use of the product or service. In market development businesses try to sell their existing products on new markets or to increase the existing market. With product development customers are encouraged to spend more at a certain business, to achieve this the offer to the existing customers is expended. The last growth strategy, diversification, is when a business offers totally new products on a completely unknown market (Mandour et al., 2005).

The marketing strategy contains different parts, first the market segment has to be identified. There are many ways in which customers can be grouped and markets segmented. And once the segments have been identified, the business has to decide about which and how many customer groups to target. The third step is to position the product within the market. The business must decide how and where within the targeted segment to aim the product or brand (brand positioning). Then it is necessary for the business to create a basis for competing in the market. The creation of a competitive advantage is a core component of the development of a marketing strategy and can be achieved in different ways. Micheal Eugene Porter developed three generic routes to achieve competitive advantage. (Dibb et al., 2006).

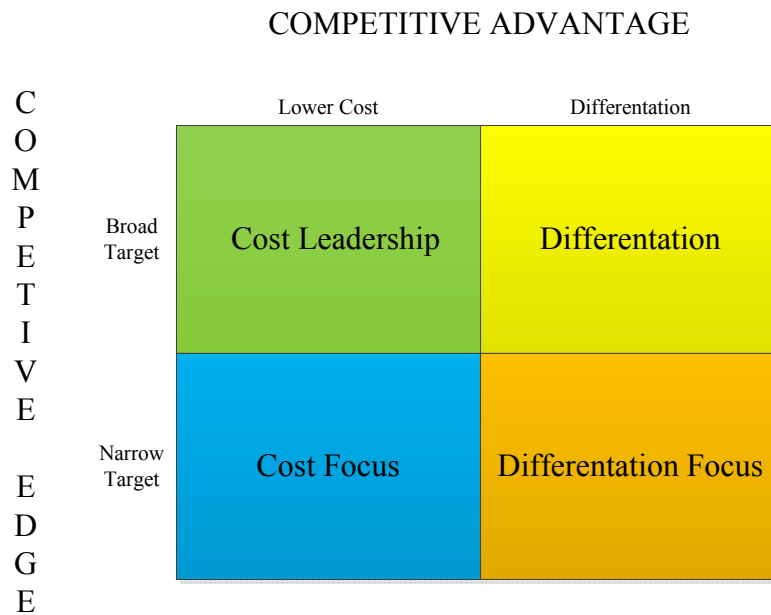


Figure 2.4.2

Porter's generic strategies, consisting general types of strategies to achieve and maintain competitive advantage. (Porter, 1985).

As showed in figure 2.4.2, there are several strategies distinguished by Porter. The first approach is cost-leadership. This is when a business sets out to be the low cost producer in its industry. The second approach is differentiation, a business sets out to be unique in its industry. The third competitive advantage contains two variants, cost focus and differentiation focus. A business sets out to be the best in a segment or a group of segments (Porter, 1985). When a business fails to achieve any of these strategies, this can result in the business becoming 'stuck in the middle'. Then the business does not have a real competitive advantage.

The selection of marketing opportunities, analysis of target market(s) and the creation and maintenance of an appropriate marketing mix all come together in the marketing strategy of a business, in a way to satisfy the customers in the target market (Dibb et al., 2006).

3. Methodology

3.1 Research design

It is a two-part study and consists out of desk and field research.

The desk research contains a literature review of secondary data and also previous and related studies were reviewed. The aim of the literature review was to get more insight in the equine industry in the Netherlands. Furthermore the development of marketing and marketing strategies were studied. The information about the equine industry was needed to be able to assess the final results of this research in the right context and to be able to analyse whether there are differences and/or similarities between the 'average horse enthusiast' and the subscribers and readers of De Paardenkrant and Bit. The literature review of the development and marketing strategies was needed to gain more insight in marketing to be able to give a proper recommendation to Eisma Media Groep. Previous studies were reviewed to see whether there are similarities and/or differences between previous studies and this research.

The field research is conducted among readers of De Paardenkrant and Bit to give more insight about their characteristics, reading behaviour and degree of satisfaction. And complementary to assess whether there is an interest among the subscribers and readers for a (new) product or service with informative and/or educational purposes. Moreover also the reading time, the extent of reading and the degree of satisfaction of the subscribers and readers of De Paardenkrant, but also for Bit, are compared to be able to see whether there are differences. Also the differences between De Paardenkrant and Bit are analysed. This knowledge is important to assess in what degree the products (De Paardenkrant and Bit) fit to the customer and if the customers are satisfied about the product. This information is also important to assess how Eisma Media Group can attract new customers and if they can reach a new segment.

3.2 Data collection

The data of the field research is collected among the subscribers and readers of De Paardenkrant and Bit, by using questionnaires (see annex 6 for the questionnaires). The questionnaire was available online from 11 March till 11 April, on the website www.horses.nl/mijnmening. The questionnaire was available online with the program Polldaddy. As well in De Paardenkrant as in Bit an announcement and reference for the questionnaire was made. Because the subscribers of De Paardenkrant are relatively older (from previous research it was shown that the average age of the subscribers of De Paardenkrant is 50 years) than the subscribers of Bit (previous research has shown that the average age is 32) the questionnaire was also published in De Paardenkrant itself. This in order to prevent that a part of the target group would be missed.

To attract readers to visit the website and to fill in the questionnaire, there were 75 prizes available.

3.3 Data processing

		De Paardenkrant			
		No subscriber	Subscriber	Reader	Total
B i t	No subscriber	0	222	95	317
	Subscriber	138	26	72	236
	Reader	129	23	173	325
	Total	267	271	340	878

Fig. 3.3.1 The amount of respondents who participated in this research, divided in no subscribers, subscribers and readers of De Paardenkrant and/or Bit

With the program Polldaddy the results were exported via Excel to SPSS (PASW Statistics 17.0). In Excel the data was processed to that extent that the data could be exported to SPSS. Complementary the handwritten surveys were also added in SPSS. Not all the surveys could be used, because not all the respondents answered all the questions.

The data was analysed in SPSS using descriptive statistics to describe the characteristics, reading behaviour and degree of satisfaction of the subscribers and readers of De Paardenkrant and Bit.

The Mann-Whitney test was used to compare two independent groups. This test was performed to analyse whether there is a difference in reading time between the subscribers and readers of De Paardenkrant. Also to analyse whether there is a difference in extent of reading in this group and whether there is a difference in the degree of satisfaction.

The Mann-Whitney test was also used to analyse whether there is a difference in reading time between the subscribers and readers of Bit. For the same group this test was performed to analyse whether there is a difference in extent of reading and also to analyse whether there is a difference in the degree of satisfaction. An effect was considered to be significant when $p\text{-value} < 0.05$.

4. Results

4.1 Characteristics

	Subscribers PKR (N=271)	Readers PKR (N=340)	Subscribers Bit (N=236)	Readers Bit (N=325)
Average age	46.8 years	29.7 years	33.1 years	29.8 years
Sex	48 % male 52 % female	7.7 % male 92.4 % female	4.7 % male 95.3 % female	4.3 % male 96 % female
Province	20.3 % Gelderland 14 % Noord-Brabant 12.2 % Overijssel	17.4 % Gelderland 17.1 % Zuid-Holland 14.1 % Noord-Brabant	16.5 % Zuid-Holland 15.7 % Gelderland 11.4 % Noord-Holland	16.6 % Gelderland 14.2 % Noord-Brabant 13.9 % Zuid-Holland
Education	43.2 % MBO 24.7 % HBO	32.4 % MBO 26.5 % HBO	35.6 % HBO 26.7 % MBO	29.9 % MBO 28.6 % HBO
Income	30.3 % average income 28.8 % above average 22.9 % below average	32.4 % is doing an education 27.7 % average income 20.6 % below average	29.7 % average income 25 % below average 18.2 % is doing an education	28 % average income 28 % is doing an education 21.9 % below average
Busy with horses (per week)	22 hours 48 minutes	21 hours 7 minutes	19 hours 42 minutes	19 hours 27 minutes
Amount of own horses	6.8	2.3	2.2	2.1
Horses stabled	70.9 % at home 14 % at a livery yard	40 % at a livery yard 25.6 % at home	36 % at a livery yard 34.3 % at home	39.1 % at a livery yard 25.5 % at home
Involvement with horses	74.2 % owns a horse 56.5 % breeds horses 47.2 % keeps horses as a hobby 39.9 % rides competitions	76.8 % owns a horse 51.5 % rides competitions 34.4 % rides on a recreational basis 29.4 % keeps horses as a hobby	81.4 % owns a horse 51.3 % rides competitions 40.7 % rides on a recreational basis	74.5 % owns a horse 45.5 % rides competitions 39.7 % rides on a recreational basis
Income dependence on horses	78.23 % hobby 14.76 % partly income dependent 7.01 % profession	81.8 % hobby 14.7 % partly income dependent 3.5 % profession	86 % hobby 12.7 % partly income dependent 1.3 % profession	84 % hobby 11.7 % partly income dependent 4.3 % profession

Fig. 4.1.1 Characteristics of the subscribers and readers of De Paardenkrant and Bit.

	Subscribers PKR (N=271)	Readers PKR (N=340)	Subscribers Bit (N=236)	Readers Bit (N=325)
Membership association	72.3 % member of studbook 60.9 % member of KNHS 59 % member of riding association	63.8 % member of riding association 60.6 % member of KNHS 36.8 % member of studbook	62.3 % member of riding association 60.6 % member of KNHS 36 % member of studbook	57.2 % member of riding association 53.2 % member of KNHS 32.3 % member of studbook
Visit of events	48.1 % KWPN Hengstenkeuring 40 % other option	41.2 % Horse Event 35.6 % Indoor Brabant 28.8 % Jumping Amsterdam	44.9 % Horse Event 30.9 % Indoor Brabant	43.4 % Horse Event 30.5 % Indoor Brabant
Channels to obtain information about horses	81.2 % magazines 80.8 % internet 72.3 % via family, friends, relatives	96.2 % internet 85.9 % magazines 82.4 % via family, friends, relatives	97.9 % internet 94.5 % magazines 77.1 % books 75 % via family, friends, relatives	94.5 % internet 87.1 % magazines 79.4 % via family, friends, relatives 70.8 % instructor
Use of websites	70.8 % Horses.nl 61.6 % Startlijsten.nl 60.5 % Knhs.nl 59.4 % Kwpn.nl	87.1 % Horses.nl 69.1 % Bokt.nl 67.6 % Knhs.nl 60.9 % Startlijsten.nl	95.3 % Horses.nl 63.6 % Knhs.nl 63.6 % Startlijsten.nl 60.6 % Bokt.nl	88.3 % Horses.nl 72.6 % Bokt.nl 59.4 % Knhs.nl 50.8 % Startlijsten.nl
Use of social media	57.2 % makes no use of social media 32.5 % Hyves 21.4 % Facebook	69.4 % Hyves 50 % Facebook	64 % Hyves 48.3 % Facebook	66.2 % Hyves 48.6 % Facebook
Topics of interest	83 % sport 77.9 % breeding 55.7 % health 55 % training	70.9 % training 70.6 % sport 66.2 % health 52.9 % behaviour	74.6 % training 72.5 % health 69.5 % sport 61.4 % behaviour	72.6 % training 66.5 % health 64 % sport 56.3 % behaviour
Disciplines of interest	69.7 % dressage 53.9 % jumping 37.3 % driving	78.8 % dressage 49.7 % jumping 42.6 % hacking out	85.6 % dressage 50.4 % hacking out 37.7 % jumping	77.2 % dressage 49.5 % hacking out 44 % jumping
How in contact with the product	33.2 % via family, friends, relatives 27.3 % through a trial subscription 24.7 % did not know it anymore	46.6 % via family, friends, relatives 20.4 % through an event 17.1 % through Horses.nl	36.9 % through a trial subscription 24.2 % via family, friends, relatives 22.9 % did not know it anymore	40.9 % via family, friends, relatives 20.6 % did not know it anymore
Duration of subscription (in years)	28.4 % between 1-5 25.1 % between 6-10 19.6 % more than 20	not applicable	22 % between 3-4 19.5 % between 1-2 14.8 % between 5-6	not applicable

Fig. 4.1.2 Characteristics of the subscribers and readers of De Paardenkrant and Bit.

In figure 4.1.1 and 4.1.2 on the previous pages the characteristics of the subscribers and readers of De Paardenkrant and Bit are described. 40 % of the subscribers of De Paardenkrant stated to visit other events than the mentioned events, the majority stated to also visit regional events. For additional information about the characteristics see annex 1.

4.2 Reading behaviour

De Paardenkrant

The magazines that are most commonly read by the subscribers of De Paardenkrant are: In de Strengen (62.5 %), Paard & Sport (61.7 %) and the magazine of the studbook (43.5 %). The magazines that are most commonly read by the readers of De Paardenkrant are: Paard & Sport (67.9 %), Bit (67.1 %) and the Hoefslag (52.6 %). See also figure 4.2.1.

	Subscribers PKR (N=271)	Readers PKR (N=340)
Other magazines that are read	62.5 % In de Strengen 61.7 % Paard & Sport 43.5 % magazine of studbook 32.3 % Hoefslag 30.9 % Bit 17.5 % Mensport 13.8 % Het Sportpaard 6.3 % Hippische ondernemer 3.7 % Ros 3 % Cap	67.9 % Paard & Sport 67.1 % Bit 52.6 % Hoefslag 37.6 % In de Strengen 22.4 % Ros 21.8 % magazine of studbook 11.2 % Het Sportpaard 9.4 % Mensport 5.9 % Cap 5.3 % Hippische ondernemer

Figure 4.2.1 Other magazines that are read by the subscribers and readers of De Paardenkrant.

A small majority of the subscribers (28.8 %) stated that their Paardenkrant goes to someone else after reading, 27.3 % cuts out some interesting articles and 23.6 % sometimes keeps a copy of De Paardenkrant. A small majority of the readers (30.1 %) stated that their Paardenkrant goes to someone else after reading, 23 % throws the paper in the garbage after reading and 21.2 % sometimes keeps a copy.

Of the subscribers of De Paardenkrant 33.6 % stated that their Paardenkrant is not only read by themselves but also by another person, 28 % states that this are 2 persons.

The time the subscribers and readers spend reading De Paardenkrant is shown in figure 4.2.2. Most of the subscribers of De Paardenkrant have a reading time between 20-30 minutes (29.9 %) and 30-40 minutes (26.2 %). Most of the readers of De Paardenkrant have a reading time between 10-20 minutes (29.9 %) and 20-30 minutes (27.5 %).

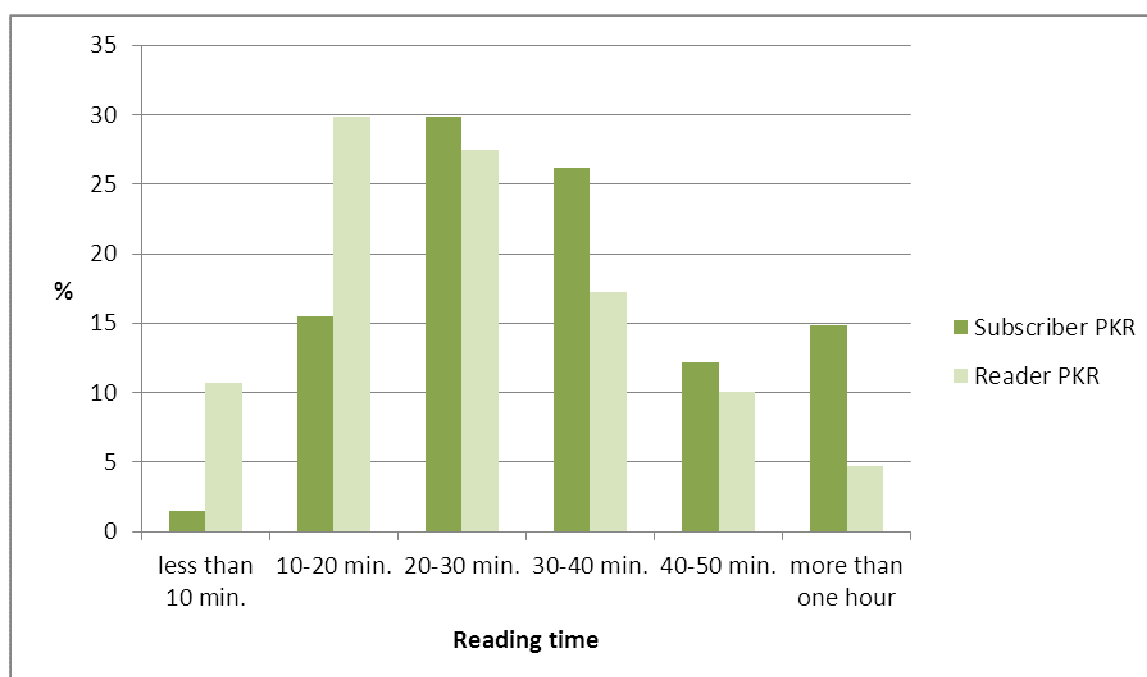


Figure 4.2.2 Reading time of the subscribers (N=271) and readers (N=340) of De Paardenkrant.

The majority of the subscribers reads De Paardenkrant largely, this is 43.2 %. Of the subscribers 28 % state that they almost completely read De Paardenkrant and 22.5 % reads about half of the paper. The majority of the readers reads De Paardenkrant largely (37.6 %), 24 % reads about half of the paper and 21.6 % reads it almost completely (see fig. 4.2.3).

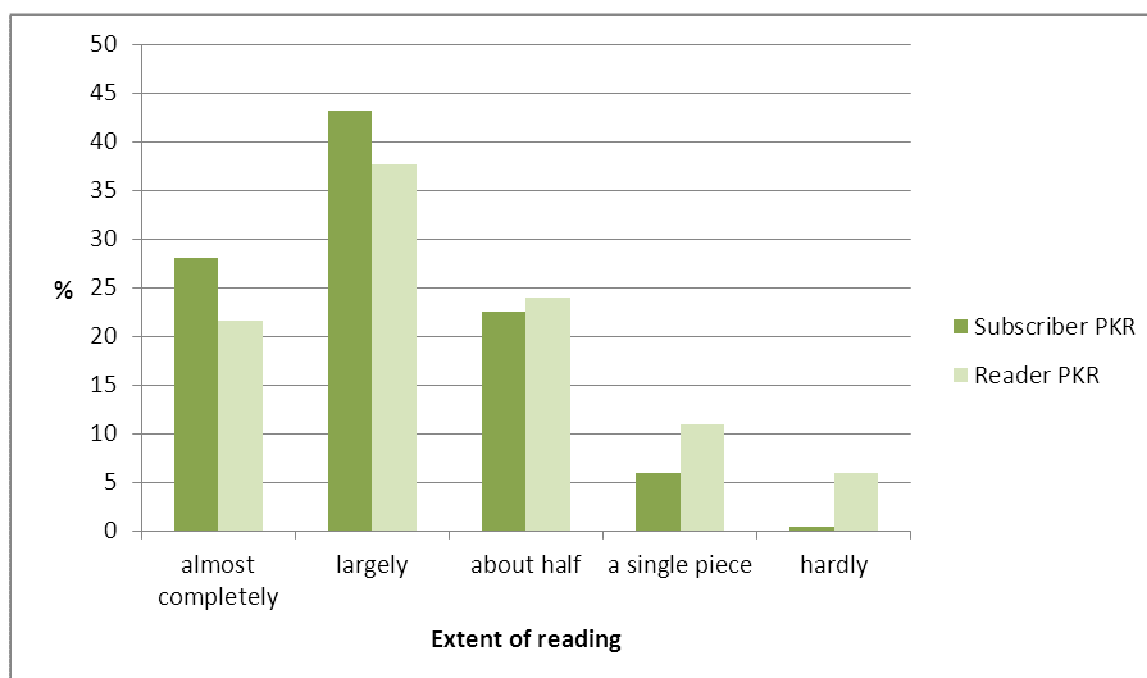


Figure 4.2.3 The extent in which the subscribers (N=271) and readers (N=340) read De Paardenkrant.

Bit

The magazines that are most commonly read by the subscribers of Bit are: Paard & Sport (71.2 %), Hoefslag (43.8 %), De Paardenkrant (37.9 %) and In de Strengen (35.2 %). The magazines that are most commonly read by the readers of Bit are: Paard & Sport (64.6 %), Hoefslag (52.9 %), De Paardenkrant (43.1 %) and Ros (29.5 %). See also figure 4.2.4.

	Subscribers Bit (N=236)	Readers Bit (N=325)
Magazines that are also read	71.2 % Paard & Sport 43.8 % Hoefslag 37.9 % De Paardenkrant 35.2 % In de Strengen 21 % magazine of studbook 19.6 % Ros 9.1 % Cap 7.8 % Mensport 5.5 % Penny 5 % Het Sportpaard 4.6 % Hippische ondernemer	64.6 % Paard & Sport 52.9 % Hoefslag 43.1 % De Paardenkrant 29.5 % Ros 27.4 % In de Strengen 22.8 % magazine of studbook 11.7 % Cap 9.5 % Penny 8 % Het Sportpaard 8 % Mensport 5.2 % Hippische ondernemer

Figure 4.2.4 Other magazines that are read by the subscribers and readers of De Paardenkrant.

The majority of the subscribers (69.5 %) stated that they keep all copies. 17.4 % gives Bit to someone else after reading. The majority of the readers (50.5 %) stated that they keep all copies. 20.6 % of the readers sometimes keeps a copy and 16.6 % gives Bit to someone else after reading.

Of the subscribers of Bit 32.6 % stated that their Bit is not only read by themselves but also by another person, 27.5 % states that this are 2 persons and 22.5 % only reads Bit themselves and is not read by anyone else.

The time the subscribers and readers spend reading Bit is shown in figure 4.2.5. Of the subscribers of Bit 36 % has a reading time of 60-90 minutes, 30.9 % takes about 30-60 minutes to read Bit and 22.9 % between 90-120 minutes. Of the readers of Bit 39.4 % has a reading time of 30-60 minutes and 32.9 % takes about 60-90 minutes to read Bit.

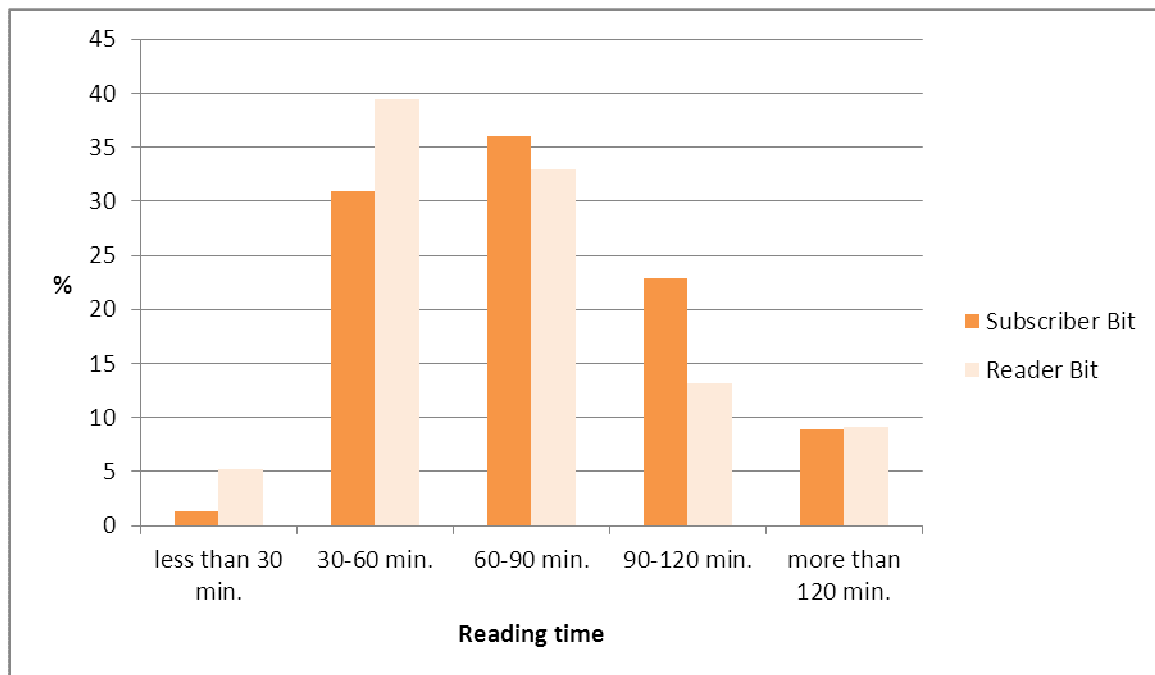


Figure 4.2.5 Reading time of the subscribers (N=236) and readers (N=325) of Bit.

The majority of the subscribers reads Bit almost completely, this is 68.6 %. Of the subscribers 23.7 % stated that they largely read Bit. The majority of the readers read Bit almost completely, this is 56.6 %. Of the readers 33.5 % stated that they largely read Bit. In figure 4.2.6 all the results with regard to the extent of reading of the subscribers and readers of Bit are shown.

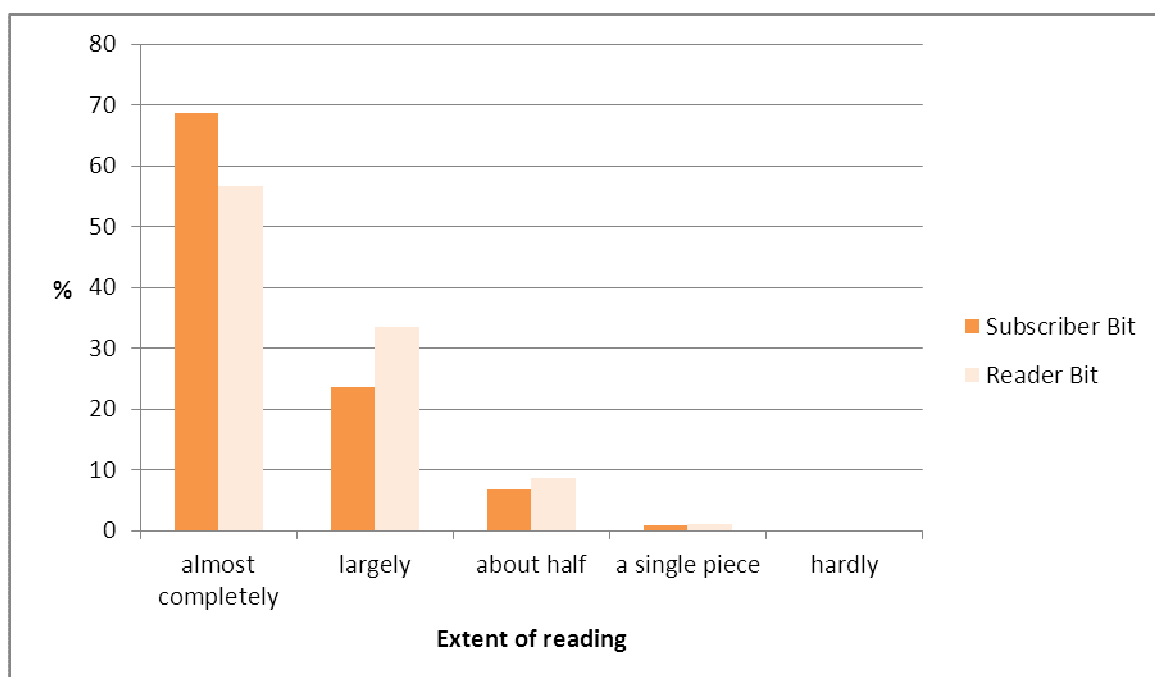


Figure 4.2.6 The extent in which the subscribers (N=236) and readers (N=325) read Bit.

Of the readers of Bit 20.6 % buys Bit 5 or 6 times per year. 20.3 % does this 3-4 times per year, 18.8 % 1-2 timer per year and 16.3 % buys Bit less than one time on an annual basis. For additional information about the reading behaviour see annex 2.

4.3 Degree of satisfaction

The vast majority of the subscribers are satisfied (64.6 %) about De Paardenkrant, 18.5 % is very satisfied and 13.3 % is to some extent satisfied. The vast majority of the readers are satisfied (60.5 %) about De Paardenkrant, 19.9 % is somewhat satisfied and 13.4 % is very satisfied.

The vast majority of the subscribers are satisfied (51.3 %) about Bit and 36 % is very satisfied. Furthermore the vast majority of the readers are satisfied (54.5 %) about Bit and 28.6 % is very satisfied. All the results about the degree of satisfaction are shown in figure 4.3.1.

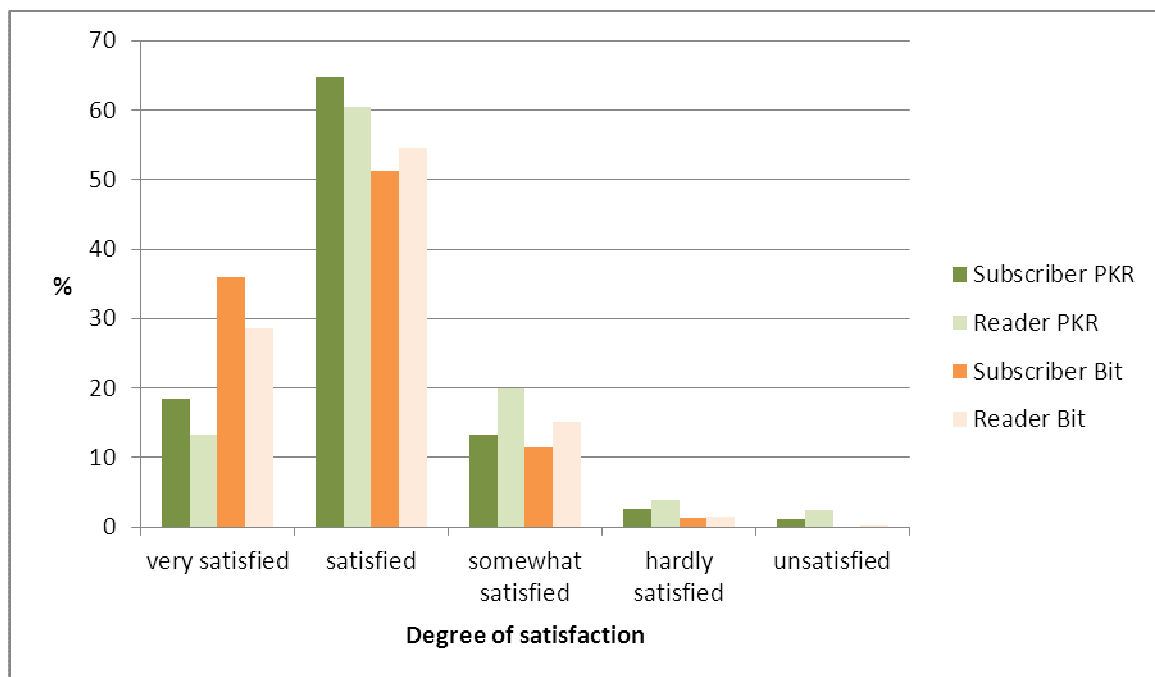


Figure 4.3.1 The degree of satisfaction of the subscribers and readers of De Paardenkrant and Bit.

De Paardenkrant

The grade which the subscribers gave for De Paardenkrant varies from 4 up to 10, with an average grade of 7.6.

52 % of the subscribers stated that their appreciation for De Paardenkrant is unchanged, 36.5 % came to a more positive appreciation and 11.4 % became more negative about De Paardenkrant. One of the reasons for choosing one of these answers is the changed lay-out of De Paardenkrant.

However 42.1 % states that they totally agree with the proposition that 'the new layout of De Paardenkrant is a good change'. The subscribers totally agree (37.6 %), neutral (14.4 %), disagree (4.1 %) and totally disagree (1.9 %) with this proposition.

From the subscribers 52 % thinks that the price is consistent with the quality, 42.8 % states that the price is too high and 5.2 % thinks the price is much too high.

Almost all the subscribers stated that the proportion of pictures and text is good (97.4 %), 0.4 % stated that there are too many pictures in De Paardenkrant and 2,2 % thinks that there are too little pictures. Next to that 71.2 % of the subscribers of De Paardenkrant states that the paper provides enough background behind the news, 19.6 % thinks this might be enough and 9.2 % states that there is not enough background behind the news.

The grade which the readers gave for De Paardenkrant varies from 1 up to 10, with an average grade of 7.3.

75.4 % of the readers stated that their appreciation for De Paardenkrant is unchanged, 19 % came to a more positive appreciation and 5.6 % became more negative about De Paardenkrant.

One of the reasons for choosing one of these answers is the changed lay-out of De Paardenkrant. 47.5 % states that they agree with the proposition that 'the new layout of De Paardenkrant is a good change'. 35.2 % states to be neutral and 15.8 % totally agrees.

From the readers 65.6 % thinks that the price is consistent with the quality, 26.4 % states that the price is too high and 7.1 % thinks the price is much too high.

Almost all the readers stated that the proportion of pictures and text is good (94.1 %), 5 % stated that there are too little pictures in De Paardenkrant and 0.9 % thinks that there are too many pictures.

Next to that 69.7 % of the subscribers of De Paardenkrant stated that the paper provides enough background behind the news, 21.4 % thinks this might be enough and 8.9 % state that there is not enough background behind the news.

Bit

The grade which the subscribers gave for Bit varies from 5 up to 10, with an average grade of 7.9.

63.6 % of the subscribers stated that their appreciation for Bit is unchanged, 23.7 % came to a more positive appreciation and 12.7 % became more negative about Bit.

From the subscribers 61.9 % thinks that the price is consistent with the quality, 36.4 % stated that the price is too high and 1.7 % thinks the price is much too high.

Almost all the subscribers stated that the proportion of pictures and text is good (93.2 %), 5.1 % stated that there are too many pictures in Bit and 1.7 % thinks that there are too little pictures.

The grade which the readers gave for Bit varies from 1 up to 10, with an average grade of 7.7.

69.9% of the readers stated that their appreciation for Bit is unchanged, 19.7 % came to a more positive appreciation and 10.5 % became more negative about Bit.

From the readers 47.1 % states that the price is too high, 46.2 % thinks that the price is consistent with the quality and 6.5 % thinks the price is much too high.

Almost all the readers stated that the proportion of pictures and text is good (92 %), 7.4 % stated that there are too many pictures in Bit and 0.6 % thinks that there are too little pictures. For additional information about the degree of satisfaction see annex 3.

4.4 Differences between the subscribers and the readers

The subscribers (N=271) and readers (N=340) of De Paardenkrant are compared to analyse whether there are significant differences between reading time, the extent of reading and the degree of satisfaction.

There is a significant difference between the reading time of the subscribers and the readers of De Paardenkrant (p-value of 0.00).

There is also a significant difference between the extent of reading of the subscribers and the readers (p-value of 0.001).

Furthermore there is also a significant difference found between the degree of satisfaction of the subscribers and readers of De Paardenkrant (p-value of 0.008).

The subscribers (N=236) and readers (N=325) of Bit are also compared to analyse whether there are significant differences between reading time, the extent of reading and the degree of satisfaction.

There is a significant difference in reading time when comparing the subscribers and readers of Bit (p-value of 0.002).

There is also a significant difference in the extent of reading of the magazine Bit between the subscribers and readers (p-value of 0.007).

Furthermore there is also a significance difference in the degree of satisfaction between the subscribers and readers of Bit. Although the p-value of 0.048 is only a bit smaller than 0.005 (for the tables see annex 4).

4.5 Interest in complementary activities and/or products

	Subscribers PKR (N=271)	Readers PKR (N=340)	Subscribers Bit (N=236)	Readers Bit (N=325)
Interest in complementary activities	46.9 % no interest 40.6 % workshops	67.7 % workshops 24.3 % theme trip 23.4 % no interest	82.2 % workshops 32.2 % theme trip 13.6 % group trip	73.8 % workshops 22.5 % theme trip 18.8 % no interest
Interest in a magazine completely about	56.8 % breeding 51.7 % dressage 34.3 % jumping 24 % health	62.9 % dressage 45.3 % health 28.5 % breeding 27.9 % jumping	67.8 % dressage 44.1 % health 24.6 % breeding	66.5 % dressage 48 % health 24.9 % jumping 24.6 % breeding
Interest in a online horse community	43.17 % maybe 29.52 % no 14.39 % yes 12.92 % do not know	53.24 % maybe 21.76 % yes 16.76 % no 6.24 % do not know	46.19 % maybe 23.73 % yes 16.76 % no 14.41 % do not know	44.92 % maybe 26.15 % yes 21.23 % no 7.69 % do not know

Figure 4.5.1 Interest of the subscribers and readers of De Paardenkrant and Bit in a complementary activity/product or a magazine completely about one topic.

Figure 4.5.1 shows the interest of the subscribers and readers of De Paardenkrant and Bit in a complementary activity. For additional information see annex 5.

5. Discussion

Looking at the profile of the 'average horse enthusiast' and the profile of the subscribers and readers of Bit, there are a lot of similarities, but also differences noticeable. The biggest difference can be found between the profile of the 'average horse enthusiast' and the subscribers of De Paardenkrant. For example the male/female distribution is different for the subscribers of De Paardenkrant.

The study of LEI and the Animal Science Group showed that 85 % of the horse enthusiasts are female and 15 % male. The research of the KNHS on the other hand showed that 80 % of the horse athletes is female. Results of this research among the subscribers and readers of De Paardenkrant and Bit (N=878) showed that 19 % is male and 81 % is female.

Thus, when comparing the male/female distribution of all the respondents of this research to the other two studies, the distribution is quite similar. But when looking at the male/female distribution separate for the subscribers and readers of De Paardenkrant and Bit, this is different. Especially with the subscribers of De Paardenkrant, there the distribution is 48 % male and 52 % female. The distribution of the readers of De Paardenkrant 7.7 % male and 92.4 % female; the subscribers of Bit 4.7 % male and 95.3 % female; the readers of Bit 4.3 % male and 96 % female. The percentages of the subscribers and readers of Bit are quite similar, while the percentage males in De Paardenkrant is bigger.

In the research of LEI and the Animal Science Group it is shown that 79 % of the horse enthusiasts are not income dependant on horses, 16 % is partly dependant and 5 % are income dependant on horses. On the other hand in the Alterra report it is estimated that 90 % of the horse owners keeps horses on a recreational basis, 8 % can be defined as semi-professional and 3 % is involved with horses on a professional basis (Agricola, 2008).

Comparing this to the results of this research, there is a small difference. 82.9 % of all the respondents (N=878) stated they are involved with horses as a hobby, 12.9 % are partly income dependent and 4.2 % are income dependent on horses for their profession. This difference can be a result of that this target group is more involved with horses on a professional basis. Especially the subscribers of De Paardenkrant (7 %) are involved with horses for their profession.

The Alterra report showed that a horse enthusiast with a own horse or pony had in 2001 on average 1.8 horse and 1.7 pony, in 2006 this was 1.3 horse and 1.0 pony (Agricola, 2008). Also here the biggest difference is noticeable with the subscribers of De Paardenkrant. The subscribers of the Paardenkrant on average keep 6.8 horses and ponies altogether, while the total of 2.3 the Alterra report in 2006 is much closer to the amount of horses kept by the readers of De Paardenkrant (2.3 horses), subscribers of Bit (2.2 horses) and the readers of Bit (2.1 horses).

Results from the research of LEI and the Animal Science Group showed that riding or driving horses themselves was the most common way to be involved with horses (85 %). Secondly 36 % stated that they are busy with stabling or caring for horses, 26 % breed horses, 23 % trains horses, 22 % stated that they are living in the countryside with a horse near home, 20 % gives riding or driving lessons, 8 % follows an equestrian course or education, 7 % is treating horses/ keeping horses healthy, 7 % is involved in horse keeping from an administrative point of view, 5 % is trading horses, 4 % delivers

goods or services to the horse-keeping sector and horse sport sector, 2 % is busy with horses through their children but are themselves not involved with horses, 9 % is busy with horses in a different way.

From this research, among subscribers and readers of De Paardenkrant and Bit (N=878), it is also shown that a common way to be involved with horses is riding. In this study a distinction between riding competitions and recreational riding is made. 44.9 % of all the respondents are riding competitions and 33.8 % of the respondents altogether are riding on a recreational basis. In this research 75.7 % stated that they own horse(s) and 35.6 % keeps horses as a hobby. 25.4 % of the respondents stated to breed horses and 21.3 % trains horses. Note that in this research a distinction between eighteen ways in which horse enthusiasts can be involved with horses is made, the respondents were also able to give multiple answers and that there are different options given compared to the study of the researches of LEI and the Animal Science Group.

The research of the KNHS showed that equine sports is increasingly practised on own property or at livery yards and less often at riding schools. The vast majority of the subscribers and readers of De Paardenkrant and Bit also stated to keep their horses at home or at a livery yard. Especially a large percentage of the subscribers of De Paardenkrant stated that they keep their horses at home (70.9 %). But also more than 25 % of the other three groups stated that they keep their horses at home and more than 36 % of these three groups stated to keep their horses at a livery yard.

In the research of LEI and the Animal Science Group among horse enthusiasts, 25 % of the respondents stated that they are not affiliated with an organisation in the horse-keeping sector. From the respondents which are affiliated with an organisation (75 %), 60 % is affiliated with an organisation for sports, riding or recreation. 29 % is affiliated with a breeding organisation, 3 % is part of an entrepreneur organisation and 7 % is affiliated differently.

In this research, among subscribers and readers of De Paardenkrant and Bit, there are different options given to analyse where the respondents have a membership. But also in this research it is shown that most of the respondents are affiliated with an organisation concerning riding, sports or recreation. 59.9 % of all the respondents (N=878) stated that they are members of a riding association and 57.5 % is member of the KNHS. 44.8 % is member of s studbook, 12 % of the FNRS, 13.1 % of the SRR, 0.9 % of the NVVR and also 0.5 % of the SVP. 15.9 % of the respondents choose differently, most of the answers were that they are not a member of an association.

Personal contacts with other horse enthusiasts who are involved in a similar way with horses is, for the horse enthusiasts in the research of LEI and the Animal Science Group, the main channel through which they search for information, followed by the veterinarian, farrier and riding instructor. In this research on the other hand, the most common channel to find information about horses is the internet (91.5 %), followed by magazines (86.4 %) and family/friends/relatives (76.9 %).

According to the results of the research of the KNHS the most widely read magazine is Hoefslag, but also Paard & Sport and Bit are widely read. The magazine Bit is the most popular magazine according to the research of LEI and the Animal Science Group, followed by Paard & Sport and Hoefslag. Paard & Sport is in this research the most read by readers of De Paardenkrant as well as the subscribers and readers of Bit. The majority of the subscribers of De Paardenkrant on the other hand stated to read In de Strengen and secondly Paard & Sport. Also Hoefslag is not mentioned by the subscribers of De Paardenkrant in their top three, while the Hoefslag does have a place in the top three

most read magazines of the readers of De Paardenkrant and the subscribers and readers of Bit.

In the study of LEI and the Animal Science Group Bokt.nl is the most popular website. However in this research, among the subscribers and readers of De Paardenkrant and Bit, the most popular website is Horses.nl. 83.9 % of all the respondents states to use this website. 61.4 % mentioned Knhs.nl, 57.7 % Startlijsten.nl and 55.6 % Bokt.nl. 44.9 % of the respondents uses Sporthorses.nl and 42.3 % Kwpm.nl.

Note that the questionnaire was online on the website Horses.nl, that could have an influence on the amount of respondents which stated to use this website.

Furthermore there is an overlap between the subscribers and readers of De Paardenkrant and Bit (see also fig. 3.3.1). This overlap might have an influence on the results, because quite a few respondents filled in the questionnaire for De Paardenkrant as well as Bit. The overlap is the largest with the readers of De Paardenkrant and the readers of Bit. This can be one of the reasons why the subscribers of De Paardenkrant differ the most from the other three groups. Taking the profile of the average horse enthusiast in consideration, there is also the biggest difference with the subscribers of De Paardenkrant.

To get more insight in the subscribers and readers further research is recommended. Especially to get more insight in the opinion of the subscribers and readers. With qualitative research is possible to get more insight in the underlying motives and opinions of the subscribers and readers of De Paardenkrant and Bit. This is also needed to get more insight in the interest of the subscribers and readers in complementary activities and/or products.

Another important group to research are the people who had a subscription on De Paardenkrant and/or Bit. This to gain more insight on the motives about why they ended their subscription and what would be reasons to withhold them from ending their subscription.

In order to be able to assess whether there is a gap in the market, more research should be done among all the stakeholders in the equine industry.

6. Conclusion

In this research there are actually four groups distinguished; the subscribers of De Paardenkrant, the readers of De Paardenkrant, the subscribers of Bit and the readers of Bit. Between these groups similarities and differences emerge. But also between De Paardenkrant and Bit there are a few similarities, but mostly there are differences.

It can be concluded that there are more differences between the subscribers and readers of De Paardenkrant than between the subscribers and readers of Bit. When looking at the four groups it is noticeable that the subscribers of De Paardenkrant are the most deviant from the other groups. The subscribers of De Paardenkrant also differ the most when looking at the profile of the 'average horse enthusiast'. Within the group of the subscribers of De Paardenkrant there are more respondents involved with breeding, there are more males, they keep more horses, the horses are mostly stabled at home, the majority is member of a studbook, they mostly visit KWPN Hengstenkeuring, are more interested in sports and breeding and do not make use of social media.

That there are a lot of differences even between the subscribers and readers of De Paardenkrant, means that the differences between De Paardenkrant and Bit are even to a larger extent.

Furthermore there is a significant difference between the reading time of the subscribers and the readers of De Paardenkrant (p-value of 0.00). There is also a significant difference between the extent of reading of the subscribers and the readers (p-value of 0.001) and a significant difference between the degree of satisfaction of the subscribers and readers of De Paardenkrant (p-value of 0.008). There is a significant difference in reading time when comparing the subscribers and readers of Bit (p-value of 0.002).

There is also a significant difference in the extent of reading of the magazine Bit between the subscribers and readers (p-value of 0.007) and there is also a significance difference in the degree of satisfaction between the subscribers and readers of Bit. Although the p-value of 0.048 is only a bit smaller than 0.05.

These differences are due to the fact that the readers for as well De Paardenkrant as Bit, have a shorter reading time, read the product to a smaller extent and are less satisfied about the product. Although the difference between the degree of satisfaction of the subscribers and readers of Bit are small. That the readers are less satisfied about the product is also reflected in the average grades that they give for the product. The subscribers of De Paardenkrant give a grade of 7.6 while the readers give a valuation of 7.3. The subscribers of Bit give a grade of 7.9 while the readers give a 7.7.

Complementary, there is interest among the subscribers and readers of De Paardenkrant and Bit in a complementary activity or product. The results show that 46.9 % of the subscribers of De Paardenkrant are not interested in the mentioned activities, but 40.6 % on the other hand stated to be interested in workshops which take place in their region. The readers of De Paardenkrant, the subscribers and the readers of Bit are mostly interested in the complementary activity workshops in their region.

All the subscribers and readers stated that they might be interested in an online horse community.

The results of this research also show that there is an interest in a magazine which is completely about dressage. Within all the four groups a relatively large percentage of the respondents stated to be interested in a magazine which is completely about dressage. Only among the subscribers of De Paardenkrant is the topic breeding the most popular (56.8 %). But this topic is followed by dressage (51.7 %).

When looking at the discipline where the respondents are most interested in, the interest for a magazine completely about dressage is emphasized. All the four groups stated to be most interested in the discipline dressage (see also fig. 4.1.2).

7. Recommendation

From this research it can be concluded that the target group of De Paardenkrant and Bit is different. A different target group means a different approach. Of course the product and the price are also different and this has to be taken into consideration. Although as well the subscribers and readers of De Paardenkrant as the subscribers and readers of Bit are satisfied about the product and also quite satisfied about the price of the products. Therefore, when looking at the marketing instruments, the biggest benefits can be achieved on the area of promotion. With the results of the research the promotion can be better adapted to the customers.

Looking at the results, the way that the respondents came in contact with De Paardenkrant is noticeable. Most of the subscribers and readers came in contact with De Paardenkrant through family, friends and relatives. Also quite a large percentage of subscribers and readers came in contact with de Paardenkrant through a trial subscription or an event. Looking at how the subscribers and readers came contact with Bit, family, friends and relatives play an important role. But also more than one third of the subscribers came in contact with Bit through a trial subscription.

KWPN Hengstenkeuring is the most mentioned event among the subscribers of De Paardenkrant and this group also visits a lot of regional events. Horse Event on the other hand, is most visited by the readers of De Paardenkrant, followed by Indoor Brabant and Jumping Amsterdam.

Horse Event and Indoor Brabant are the most popular events among the subscribers and readers of Bit. Note that only quite a small number of respondents stated to come in contact with Bit through an event, here might be an opportunity for Eisma Media Groep to not only be present on events but also play an active role in attracting new customers. Offering trial subscriptions and present subscriptions, is also a good way to attract new customers.

For both subscribers and readers of De Paardenkrant and Bit, Horses.nl is the website which is most used, but this result can be influenced by the fact that the questionnaire was online on this website. Because the website Horses.nl is also part of Eisma Media Groep it is easy to do promotional activities for De Paardenkrant and Bit on this website.

The subscribers and readers of Bit do make use of social media, especially Hyves and Facebook. This can play an important role in trying to be close to the customer and keep the existing customer satisfied. Through social media Eisma Media Group can create a feeling among their customer that they feel involved.

Complementary, the results show that there is a possibility for Eisma Media Groep to enter the market with a new product, the respondents are most interested in workshops in their own region or a (new) magazine which is completely about dressage. When Eisma Media Groep wants to enter the market with a new product such as workshops or a new magazine it is recommended to do more in-depth research among the subscribers and readers of De Paardenkrant and Bit (this was also already mentioned in the discussion). With for example qualitative research is possible to get more insight in the desires, motives and expectations of the target group.

Also more research is recommended to explore the possibilities of the online horse community. It might be unclear what the possibilities of such a community is and therefore more research is necessary.

Another important group to research are the people who had a subscription on De Paardenkrant and/or Bit. This to gain more insight on the motives about why they ended their subscription and what would be reasons to withhold them from ending their subscription.

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2011

Annex 1 - 6

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9. Annex 1

Characteristics of the subscribers of De Paardenkrant

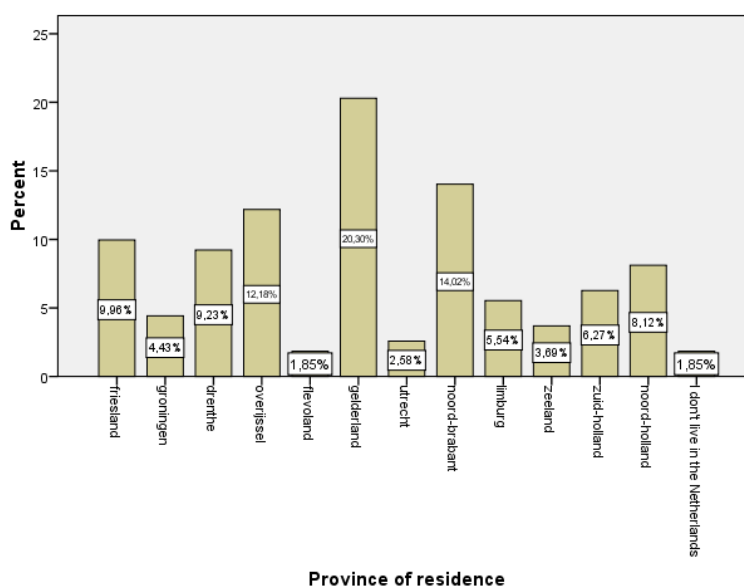


Figure 1 The province of residence of the subscribers of De Paardenkrant, in percentages, N=271.

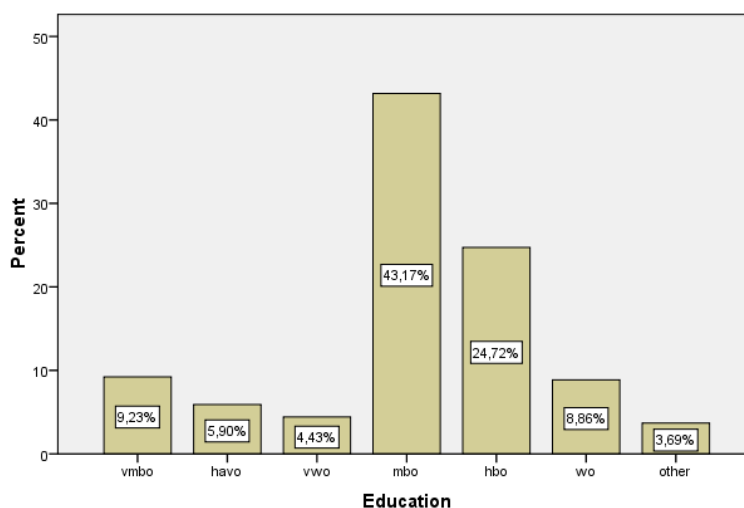


Figure 2 The education of the subscribers of De Paardenkrant, in percentages, N=271.

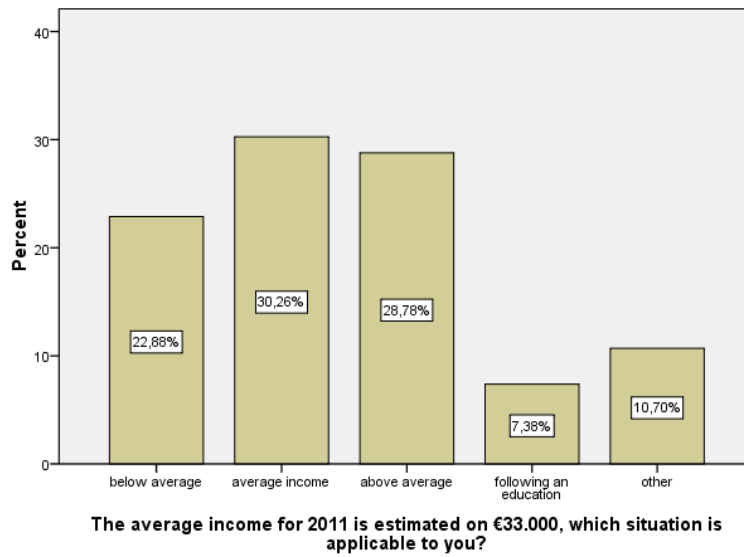


Figure 3 The income of the subscribers of De Paardenkrant, in percentages, N=271.

		Responses		Percent of Cases
		N	Percent	
How in contact with De Paardenkrant	Through Horses.nl	9	2,7%	3,3%
	Through Bit	8	2,4%	3,0%
	Through family/friends/relatives	90	26,5%	33,2%
	Through an event	56	16,5%	20,7%
	Through an advertisement in other magazine	12	3,5%	4,4%
	Through advertisement on internet	3	,9%	1,1%
	Through a trial subscription	74	21,8%	27,3%
	Don't know anymore	67	19,8%	24,7%
	Other	20	5,9%	7,4%
Total		339	100,0%	125,1%

Figure 4 The ways/channels in which the subscribers came in contact with De Paardenkrant.

		Responses		Percent of Cases
		N	Percent	
Ways involved with horses	Riding school rider	9	1,0%	3,3%
	Own horse	201	21,3%	74,2%
	Lease horse	4	,4%	1,5%
	Co-driver horse	11	1,2%	4,1%
	Ride competitions	108	11,5%	39,9%
	Riding on recreational basis	62	6,6%	22,9%
	Keeping horses as a hobby	128	13,6%	47,2%
	Equestrian education	2	,2%	,7%
	Instructor	46	4,9%	17,0%
	Veterinarian	3	,3%	1,1%
	Farrier	6	,6%	2,2%
	Judge	41	4,4%	15,1%
	Owner of stable	27	2,9%	10,0%
	Breeder	153	16,2%	56,5%
	(Management)position at equestrian organisation	40	4,2%	14,8%
	Train horses	61	6,5%	22,5%
	Deliver goods and/or services to equine sector	10	1,1%	3,7%
	Other	30	3,2%	11,1%
Total		942	100,0%	347,6%

Figure 5 Ways in which the subscribers of De Paardenkrant are involved with horses.

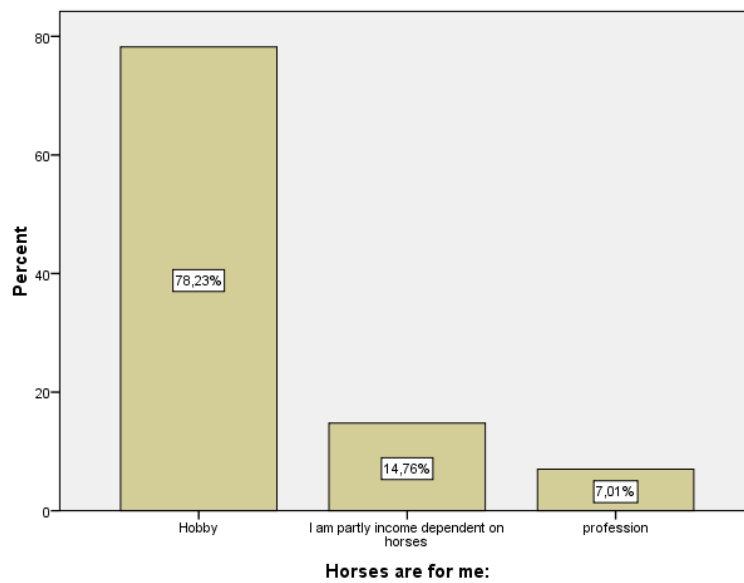


Figure 6 Ways on which the subscribers of De Paardenkrant are dependent on horses, N=271.

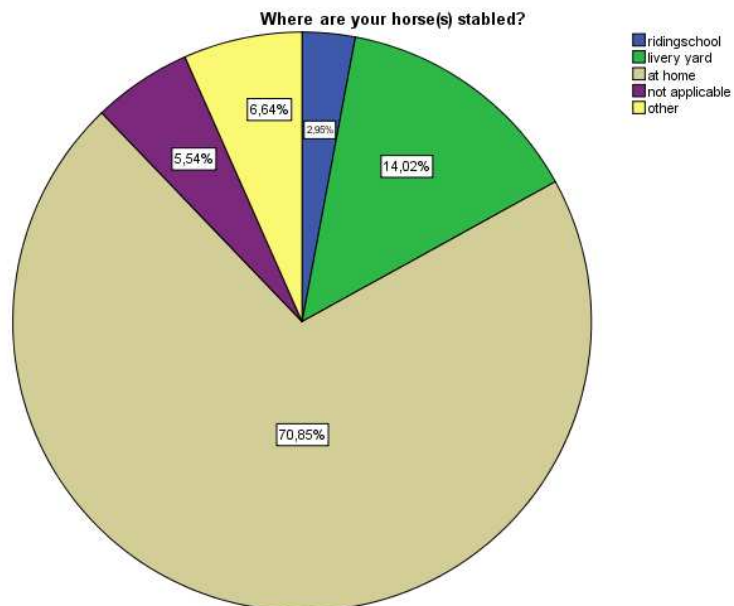


Figure 7 Places where the subscribers of De Paardenkrant stable their horse(s), in percentages, N=271.

		Responses		Percent of Cases
		N	Percent	
Member of association	Riding association	160	26,2%	59,0%
	Studbook	196	32,1%	72,3%
	KNHS	165	27,0%	60,9%
	FNRS	10	1,6%	3,7%
	Vereniging Eigen Paard	8	1,3%	3,0%
	Stichting	33	5,4%	12,2%
	Rijvaardigheidsbewijzen			
	Recreatieruiter			
	Other	39	6,4%	14,4%
Total		611	100,0%	225,5%

Figure 8 Horse associations where the subscribers of De Paardenkrant have a membership.

		Responses		Percent of Cases
		N	Percent	
Visit events	Indoor Brabant	73	7,9%	27,0%
	CHIO Rotterdam	31	3,4%	11,5%
	Jumping Amsterdam	47	5,1%	17,4%
	Outdoor Gelderland	58	6,3%	21,5%
	Zwolle International	71	7,7%	26,3%
	Breda Hippique	28	3,0%	10,4%
	Hippisch Hengelo	40	4,3%	14,8%
	Concours Hippique	25	2,7%	9,3%
	Eindhoven			
	Jumping Indoor Maastricht	23	2,5%	8,5%
	Military Boekelo	32	3,5%	11,9%
	KWPN hengstenkeuring	130	14,1%	48,1%
	KWPN paardendagen	90	9,7%	33,3%

Paard 2012 Hardenberg	36	3,9%	13,3%
Horse Event	42	4,5%	15,6%
Equitana	31	3,4%	11,5%
Equirience (Paard en Koets)	31	3,4%	11,5%
Dag van het Aangespannen Paard	29	3,1%	10,7%
Other	108	11,7%	40,0%
Total	925	100,0%	342,6%

Figure 9 Visit of events by the subscribers of De Paardenkrant.

		Responses		Percent of Cases
		N	Percent	
Use of websites	Horses.nl	192	16,2%	70,8%
	Bokt.nl	77	6,5%	28,4%
	Knhs.nl	164	13,9%	60,5%
	Kwpn.nl	161	13,6%	59,4%
	Horsetelelex.nl	62	5,2%	22,9%
	Sporthorses.nl	118	10,0%	43,5%
	Startlijsten.nl	167	14,1%	61,6%
	Dehoevslag.nl	33	2,8%	12,2%
	Eurodressage.com	11	,9%	4,1%
	Horsus.nl	26	2,2%	9,6%
	NHK.nl	6	,5%	2,2%
	Website studbook	110	9,3%	40,6%
	Other	56	4,7%	20,7%
Total		1183	100,0%	436,5%

Figure 10 Use of websites by the subscribers of De Paardenkrant.

		Responses		Percent of Cases
		N	Percent	
Use of channels to obtain information about horses ^a	Family/friends/relatives	196	11,9%	72,3%
	Veterinarian	164	9,9%	60,5%
	Farrier	136	8,2%	50,2%
	Instructor	116	7,0%	42,8%
	Magazines	220	13,3%	81,2%
	(News)papers	193	11,7%	71,2%
	Books	106	6,4%	39,1%
	Internet	219	13,3%	80,8%
	Studbook	174	10,6%	64,2%
	Events	116	7,0%	42,8%
	Other	9	,5%	3,3%
Total		1649	100,0%	608,5%

Figure 11 Channels which are used by the subscribers of De Paardenkrant to obtain information about horses.

		Responses		Percent of Cases
		N	Percent	
Use of social media	Hyves	88	25,7%	32,5%
	Facebook	58	16,9%	21,4%
	Twitter	17	5,0%	6,3%
	LinkedIn	19	5,5%	7,0%
	No use of social media	155	45,2%	57,2%
	Other	6	1,7%	2,2%
Total		343	100,0%	126,6%

Figure 12 The use of social media by the subscribers of De Paardenkrant.

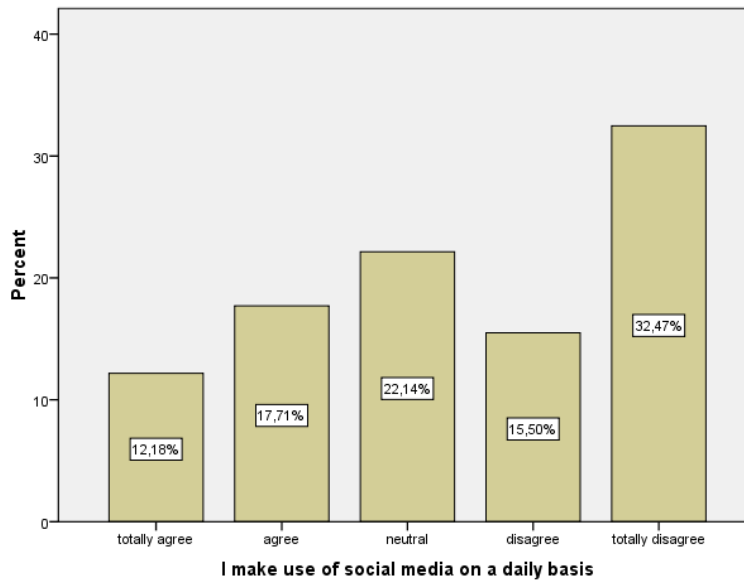


Figure 13 The use of social media on a daily basis of the subscribers of De Paardenkrant, in percentages, N=271.

		Responses		Percent of Cases
		N	Percent	
Topics of most interest	Breeding	211	15,8%	77,9%
	Sport	225	16,8%	83,0%
	Entrepreneurship	45	3,4%	16,6%
	Feeding	139	10,4%	51,3%
	Behaviour	72	5,4%	26,6%
	Health	151	11,3%	55,7%
	Care/grooming	85	6,4%	31,4%
	Welfare	63	4,7%	23,2%
	Training	149	11,1%	55,0%
	Recreational riding	36	2,7%	13,3%
	Housing	50	3,7%	18,5%
	Horse holidays	11	,8%	4,1%
	Harnachement	44	3,3%	16,2%

Fashion	26	1,9%	9,6%
Transportation	28	2,1%	10,3%
Other	3	,2%	1,1%
Total	1338	100,0%	493,7%

Figure 14 Topics in which the subscribers of De Paardenkrant are most interested in.

		Responses		Percent of Cases
		N	Percent	
Disciplines of most interest	Natural Horsemanship	21	2,8%	7,7%
	Dressage	189	25,0%	69,7%
	Classical dressuur	55	7,3%	20,3%
	'Liberty'dressage	8	1,1%	3,0%
	Jumping	146	19,3%	53,9%
	Eventing	51	6,8%	18,8%
	Driving	101	13,4%	37,3%
	Western	9	1,2%	3,3%
	Endurance	7	,9%	2,6%
	TREC	3	,4%	1,1%
	Vaulting	6	,8%	2,2%
	Trotting and racing	13	1,7%	4,8%
	Carthorses	70	9,3%	25,8%
	Horseball	1	,1%	,4%
	Hacking out	59	7,8%	21,8%
	Anders	16	2,1%	5,9%
	Total	755	100,0%	278,6%

Figure 15 The disciplines which the subscribers of De Paardenkrant are most interested in.

Characteristics of the readers of De Paardenkrant

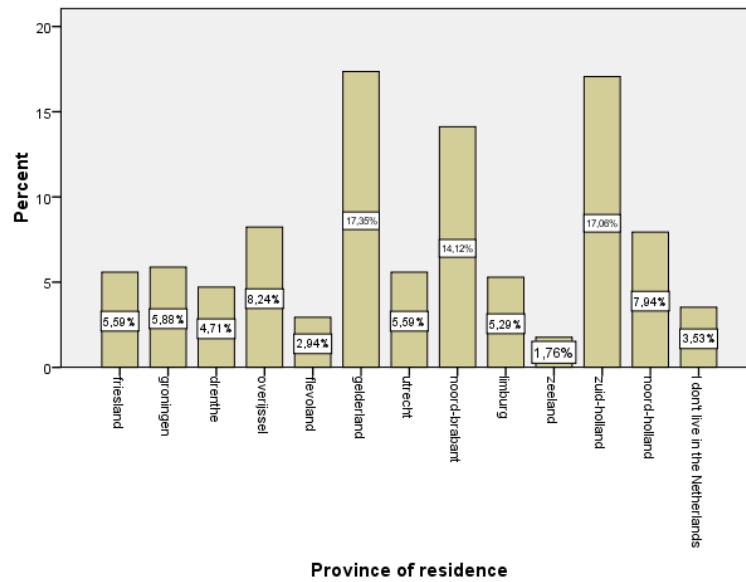


Figure 16 The province of residence of the readers of De Paardenkrant, in percentages, N=340.

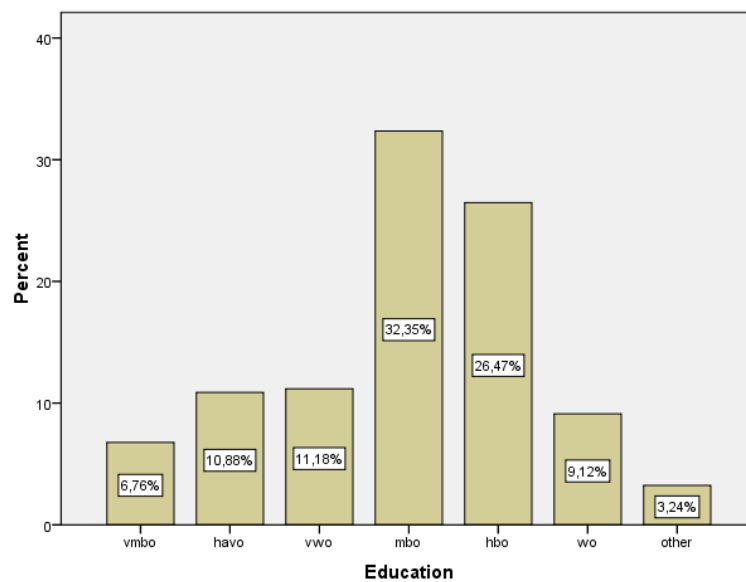


Figure 17 The education of the readers of De Paardenkrant, in percentages, N=340.

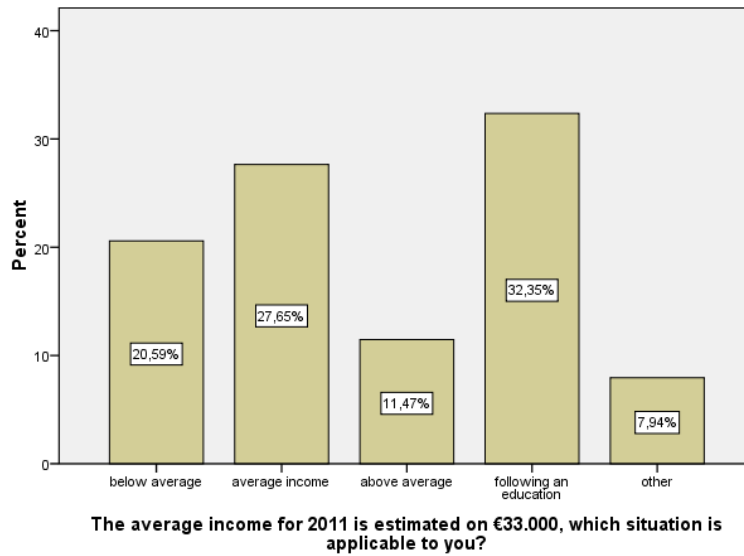


Figure 18 The income of the readers of De Paardenkrant, in percentages, N=340.

		Responses		Percent of Cases
		N	Percent	
How in contact with De Paardenkrant	Through Horses.nl	58	12,6%	17,1%
	Through Bit	31	6,8%	9,1%
	Through family/friends/relatives	158	34,4%	46,6%
	Through an event	69	15,0%	20,4%
	Through an advertisement in other magazine	15	3,3%	4,4%
	Through an advertisement on internet	20	4,4%	5,9%
	Through a trial subscription	28	6,1%	8,3%
	Don't know anymore	34	7,4%	10,0%
	Other	46	10,0%	13,6%
Total		459	100,0%	135,4%

Figure 19 The ways/channels in which the readers came in contact with De Paardenkrant.

		Responses		Percent of Cases
		N	Percent	
Ways involved with horses	Riding school rider	48	4,4%	14,1%
	Own horse	261	23,8%	76,8%
	Lease horse	10	,9%	2,9%
	Co-driver horse	63	5,7%	18,5%
	Ride competitions	175	16,0%	51,5%
	Riding on recreational basis	117	10,7%	34,4%
	Keeping horses as a hobby	100	9,1%	29,4%
	Equestrian education	30	2,7%	8,8%
	Instructor	62	5,7%	18,2%
	Veterinarian	3	,3%	,9%
	Farrier	2	,2%	,6%
	Judge	15	1,4%	4,4%
	Owner of stable	12	1,1%	3,5%
	Breeder	46	4,2%	13,5%
	(Management)position at equestrian organisation	23	2,1%	6,8%
	Train horses	88	8,0%	25,9%
	Deliver goods and/or services tot equine sector	22	2,0%	6,5%
	Other	19	1,7%	5,6%
	Total	1096	100,0%	322,4%

Figure 20 Ways in which the readers of De Paardenkrant are involved with horses.

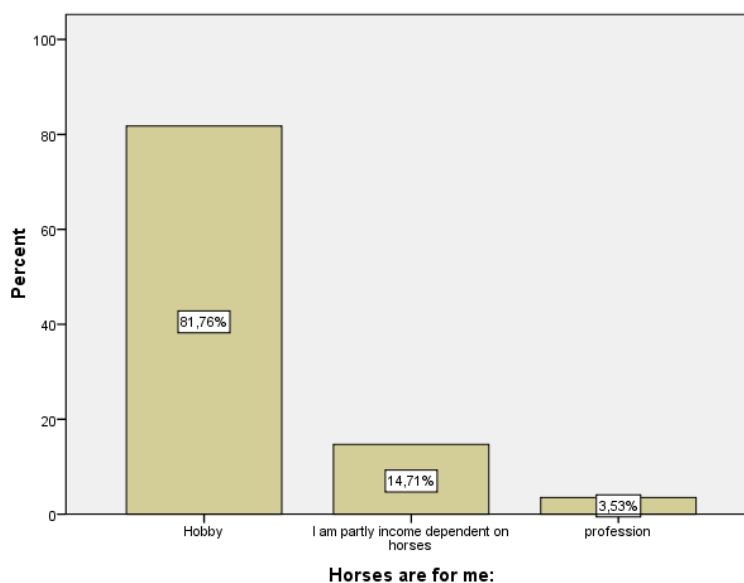


Figure 21 Ways on which the readers of De Paardenkrant are dependent on horses, N=340.

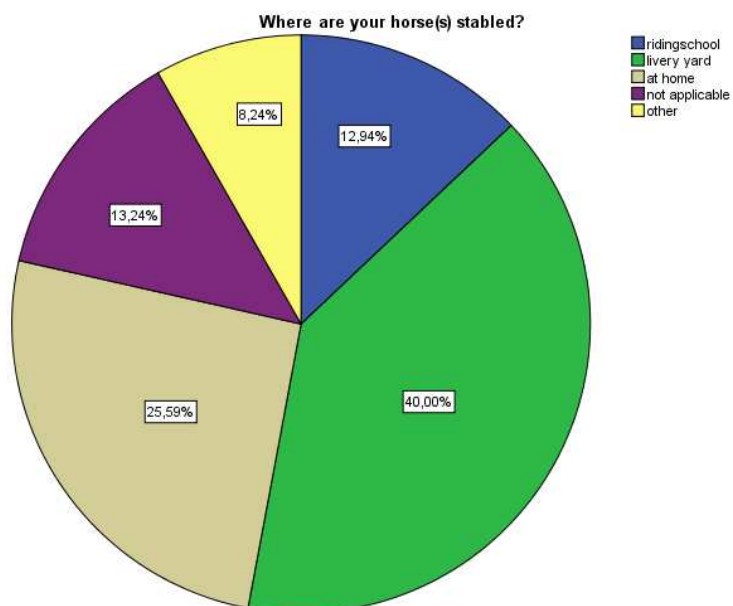


Figure 22 Places where the readers of De Paardenkrant stable their horse(s), in percentages, N=340.

		Responses		Percent of Cases
		N	Percent	
Member of association ^a	Riding association	217	30,3%	63,8%
	Studbook	125	17,5%	36,8%
	KNHS	206	28,8%	60,6%
	FNRS	52	7,3%	15,3%
	NVVR	3	,4%	,9%
	Vereniging Eigen Paard	18	2,5%	5,3%
	Stichting Veilige Paardensport	3	,4%	,9%
	Stichting Rijvaardigheidsbewijzen	42	5,9%	12,4%
	Recreatieruiter			
	Other	49	6,9%	14,4%
	Total	715	100,0%	210,3%

Figure 23 Horse associations where the readers of De Paardenkrant have a membership.

		Responses		Percent of Cases
		N	Percent	
Visit events ^a	Indoor Brabant	121	10,7%	35,6%
	CHIO Rotterdam	74	6,5%	21,8%
	Jumping Amsterdam	98	8,7%	28,8%
	Outdoor Gelderland	77	6,8%	22,6%
	Zwolle International	61	5,4%	17,9%
	Breda Hippique	27	2,4%	7,9%
	Hippisch Hengelo	34	3,0%	10,0%
	Concours Hippique Eindhoven	32	2,8%	9,4%
	Jumping Indoor Maastricht	38	3,4%	11,2%

Military Boekelo	45	4,0%	13,2%
KWPN hengstenkeuring	95	8,4%	27,9%
KWPN paardendagen	49	4,3%	14,4%
Paard 2012 Hardenberg	29	2,6%	8,5%
Horse Event	140	12,4%	41,2%
Equitana	75	6,6%	22,1%
Equirience (Paard en Koets)	50	4,4%	14,7%
Dag van het Aangespannen Paard	19	1,7%	5,6%
Other	66	5,8%	19,4%
Total	1130	100,0%	332,4%

Figure 24 Visit of events by the readers of De Paardenkrant.

		Responses		Percent of Cases
		N	Percent	
Use of websites ^a	Horses.nl	296	18,5%	87,1%
	Bokt.nl	235	14,7%	69,1%
	Knhs.nl	230	14,3%	67,6%
	Kwpm.nl	147	9,2%	43,2%
	Horsetelex.nl	74	4,6%	21,8%
	Sporthorses.nl	173	10,8%	50,9%
	Startlijsten.nl	207	12,9%	60,9%
	Dehoeftslag.nl	47	2,9%	13,8%
	Eurodressage.com	24	1,5%	7,1%
	Horsus.nl	43	2,7%	12,6%
	NHK.nl	12	,7%	3,5%
	Website studbook	78	4,9%	22,9%
	Other	37	2,3%	10,9%
Total		1603	100,0%	471,5%

Figure 25 Use of websites by the readers of De Paardenkrant.

		Responses		Percent of Cases
		N	Percent	
Use of channels to obtain information about horses ^a	Family/friends/relatives	280	12,8%	82,4%
	Veterinarian	223	10,2%	65,6%
	Farrier	204	9,3%	60,0%
	Instructor	242	11,0%	71,2%
	Magazines	292	13,3%	85,9%
	(News)papers	119	5,4%	35,0%
	Books	210	9,6%	61,8%
	Internet	327	14,9%	96,2%
	Studbook	134	6,1%	39,4%
	Events	146	6,7%	42,9%
	Other	15	,7%	4,4%
Total		2192	100,0%	644,7%

Figure 26 Channels which are used by the readers of De Paardenkrant to obtain information about horses.

		Responses		Percent of Cases
		N	Percent	
Use of social media ^a	Hyves	236	40,5%	69,4%
	Facebook	170	29,2%	50,0%
	Twitter	60	10,3%	17,6%
	LinkedIn	42	7,2%	12,4%
	No use of social media	61	10,5%	17,9%
	Other	13	2,2%	3,8%
Total		582	100,0%	171,2%

Figure 27 The use of social media by the readers of De Paardenkrant.

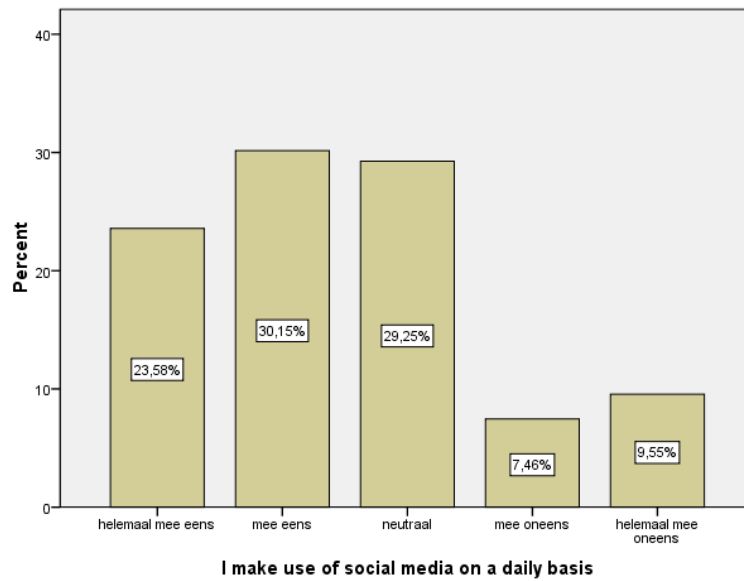


Figure 28 The use of social media on a daily basis of the readers of De Paardenkrant, in percentages, N=340.

		Responses		Percent of Cases
		N	Percent	
Topics of most interest	Breeding	126	6,7%	37,1%
	Sport	240	12,9%	70,6%
	Entrepreneurship	50	2,7%	14,7%
	Feeding	149	8,0%	43,8%
	Behaviour	180	9,6%	52,9%
	Health	225	12,1%	66,2%
	Care/grooming	159	8,5%	46,8%
	Welfare	142	7,6%	41,8%
	Training	241	12,9%	70,9%
	Recreational riding	70	3,7%	20,6%
	Housing	63	3,4%	18,5%
	Horse holidays	42	2,2%	12,4%
	Harnachement	82	4,4%	24,1%
	Fashion	70	3,7%	20,6%

	Transportation	22	1,2%	6,5%
	Other	6	,3%	1,8%
Total		1867	100,0%	549,1%

Figure 29 Topics in which the readers of De Paardenkrant are most interested in.

		Responses		Percent of Cases
		N	Percent	
Disciplines of most interest	Natural Horsemanship	86	8,1%	25,3%
	Dressage	268	25,1%	78,8%
	Classical dressuur	91	8,5%	26,8%
	'Liberty'dressage	62	5,8%	18,2%
	Jumping	169	15,8%	49,7%
	Eventing	57	5,3%	16,8%
	Driving	62	5,8%	18,2%
	Western	27	2,5%	7,9%
	Endurance	28	2,6%	8,2%
	TREC	12	1,1%	3,5%
	Vaulting	8	,7%	2,4%
	Trotting and racing	9	,8%	2,6%
	Carthorses	21	2,0%	6,2%
	Horseball	13	1,2%	3,8%
	Hacking out	145	13,6%	42,6%
	Other	9	,8%	2,6%
Total		1067	100,0%	313,8%

Figure 30 The disciplines which the readers of De Paardenkrant are most interested in.

Characteristics of the subscribers of Bit

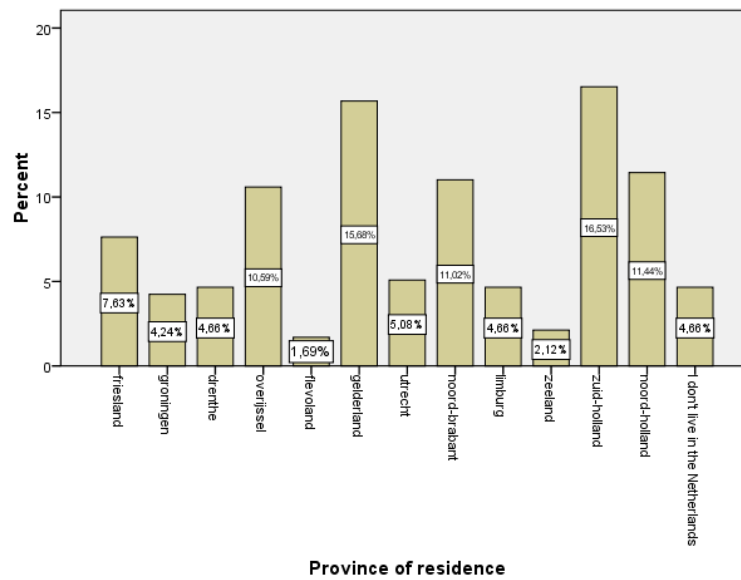


Figure 31 The province of residence of the subscribers of Bit, in percentages, N=236.

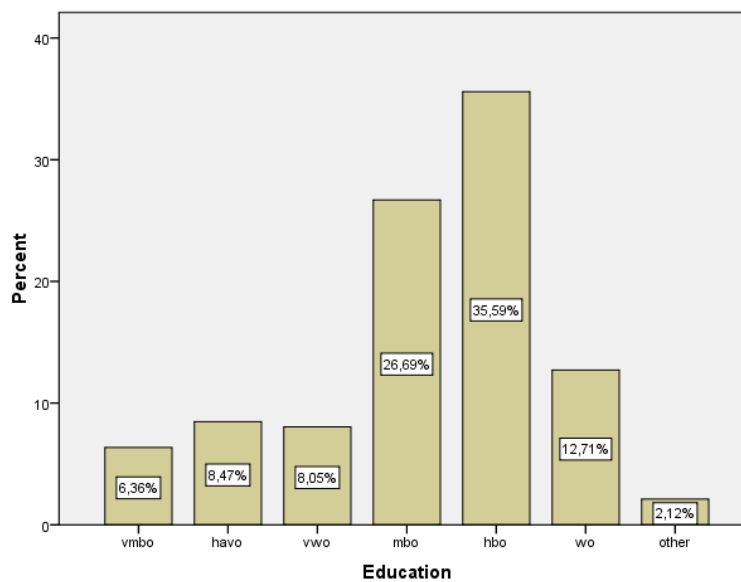


Figure 32 The education of the subscribers of Bit, in percentages, N=236.

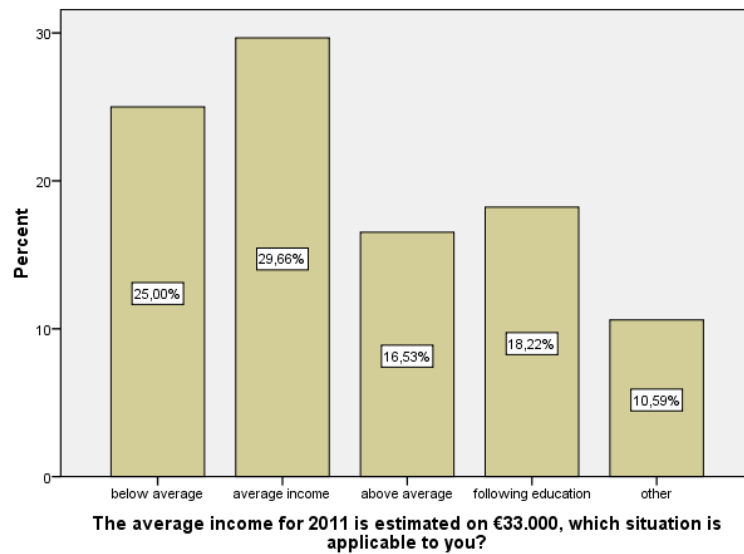


Figure 33 The income of the subscribers of Bit, in percentages, N=236.

		Responses		Percent of Cases
		N	Percent	
How in contact with Bit	Through Horses.nl	12	4,3%	5,1%
	Through De Paardenkrant	3	1,1%	1,3%
	Through family/friends/relatives	57	20,3%	24,2%
	Through an event	25	8,9%	10,6%
	Through an advertisement in other magazine	16	5,7%	6,8%
	Through an advertisement on internet	3	1,1%	1,3%
	Through a trial subscription	87	31,0%	36,9%
	Don't know anymore	54	19,2%	22,9%
	Other	24	8,5%	10,2%
Total		281	100,0%	119,1%

Figure 34 The ways/channels in which the subscribers came in contact with Bit.

		Responses		Percent of Cases
		N	Percent	
Ways involved with horses	Riding school rider	29	3,8%	12,3%
	Own horse	192	25,2%	81,4%
	Lease horse	8	1,0%	3,4%
	Co-driver horse	29	3,8%	12,3%
	Ride competitions	121	15,9%	51,3%
	Riding on recreational basis	96	12,6%	40,7%
	Keeping horses as a hobby	81	10,6%	34,3%
	Equestrian education	11	1,4%	4,7%
	Instructor	45	5,9%	19,1%
	Veterinarian	2	,3%	,8%
	Farrier	1	,1%	,4%
	Judge	24	3,1%	10,2%
	Owner of stable	11	1,4%	4,7%
	Breeder	33	4,3%	14,0%
	(Management)position at equestrian organisation	20	2,6%	8,5%
	Train horses	36	4,7%	15,3%
	Deliver goods and/or services to equine sector	10	1,3%	4,2%
	Other	14	1,8%	5,9%
	Total	763	100,0%	323,3%

Figure 35 Ways in which the subscribers of Bit are involved with horses.

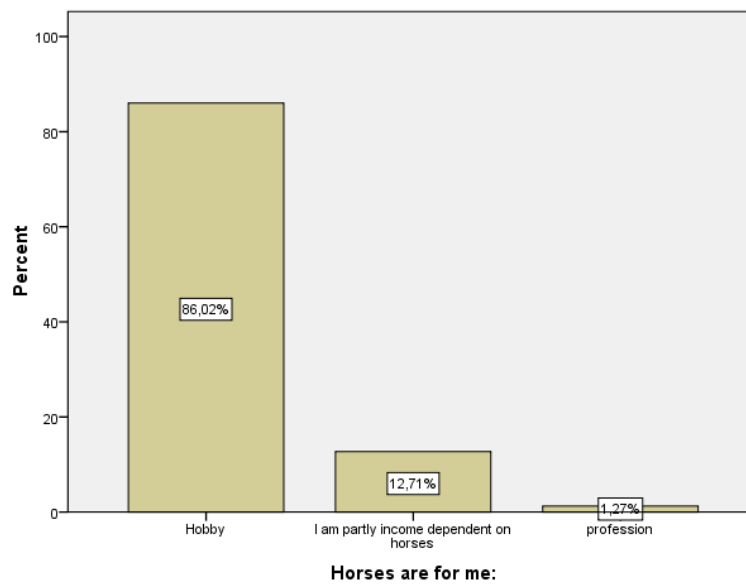


Figure 36 Ways on which the subscribers of De Bit are dependent on horses, N=236.

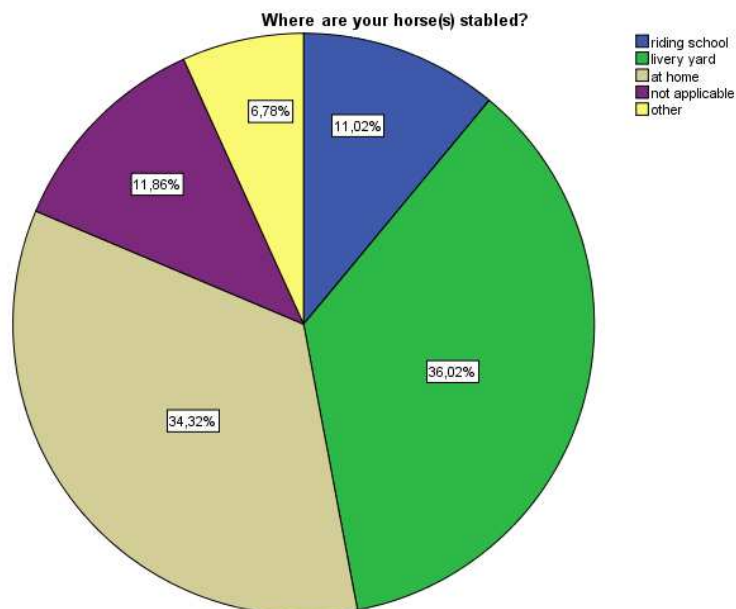


Figure 37 Places where the subscribers of Bit stable their horse(s), in percentages, N=236.

		Responses		Percent of Cases
		N	Percent	
Member of association	Riding association	147	28,4%	62,3%
	Studbook	85	16,4%	36,0%
	KNHS	143	27,7%	60,6%
	FNRS	39	7,5%	16,5%
	NVVR	4	,8%	1,7%
	Vereniging Eigen Paard	23	4,4%	9,7%
	Stichting Veilige Paardensport	1	,2%	,4%
	Stichting Rijvaardigheidsbewijzen	36	7,0%	15,3%
	Recreatieruiter			
	Other	39	7,5%	16,5%
	Total	517	100,0%	219,1%

Figure 38 Horse associations where the subscribers of Bit have a membership.

		Responses		Percent of Cases
		N	Percent	
Visit events	Indoor Brabant	73	10,7%	30,9%
	CHIO Rotterdam	41	6,0%	17,4%
	Jumping Amsterdam	61	8,9%	25,8%
	Outdoor Gelderland	53	7,7%	22,5%
	Zwolle International	33	4,8%	14,0%
	Breda Hippique	11	1,6%	4,7%
	Hippisch Hengelo	17	2,5%	7,2%
	Concours Hippique Eindhoven	14	2,0%	5,9%
	Jumping Indoor Maastricht	17	2,5%	7,2%
	Military Boekelo	31	4,5%	13,1%

KWPN hengstenkeuring	46	6,7%	19,5%
KWPN paardendagen	26	3,8%	11,0%
Paard 2012 Hardenberg	19	2,8%	8,1%
Horse Event	106	15,5%	44,9%
Equitana	48	7,0%	20,3%
Equirience (Paard en Koets)	20	2,9%	8,5%
Dag van het Aangespannen Paard	12	1,8%	5,1%
Other	56	8,2%	23,7%
Total	684	100,0%	289,8%

Figure 39 Visit of events by the subscribers of Bit.

		Responses		Percent of Cases
		N	Percent	
Use of websites	Horses.nl	225	21,4%	95,3%
	Bokt.nl	143	13,6%	60,6%
	Knhs.nl	150	14,3%	63,6%
	Kwpn.nl	83	7,9%	35,2%
	Horseteleex.nl	36	3,4%	15,3%
	Sporthorses.nl	112	10,6%	47,5%
	Startlijsten.nl	150	14,3%	63,6%
	Dehoefslag.nl	16	1,5%	6,8%
	Eurodressage.com	7	,7%	3,0%
	Horsus.nl	30	2,9%	12,7%
	NHK.nl	7	,7%	3,0%
	Website studbook	54	5,1%	22,9%
	Other	39	3,7%	16,5%
	Total	1052	100,0%	445,8%

Figure 40 Use of websites by the subscribers of Bit.

		Responses		Percent of Cases
		N	Percent	
Use of channels to obtain information about horses	Family/friends/relatives	177	11,3%	75,0%
	Veterinarian	163	10,4%	69,1%
	Farrier	148	9,5%	62,7%
	Instructor	173	11,1%	73,3%
	Magazines	223	14,3%	94,5%
	(News)papers	62	4,0%	26,3%
	Books	182	11,7%	77,1%
	Internet	231	14,8%	97,9%
	Studbook	86	5,5%	36,4%
	Events	104	6,7%	44,1%
	Other	11	,7%	4,7%
Total		1560	100,0%	661,0%

Figure 41 Channels which are used by the subscribers of Bit to obtain information about horses.

		Responses		Percent of Cases
		N	Percent	
Use of social media	Hyves	151	39,1%	64,0%
	Facebook	114	29,5%	48,3%
	Twitter	32	8,3%	13,6%
	LinkedIn	31	8,0%	13,1%
	No use of social media	54	14,0%	22,9%
	Other	4	1,0%	1,7%
Total		386	100,0%	163,6%

Figure 42 The use of social media by the subscribers of Bit.

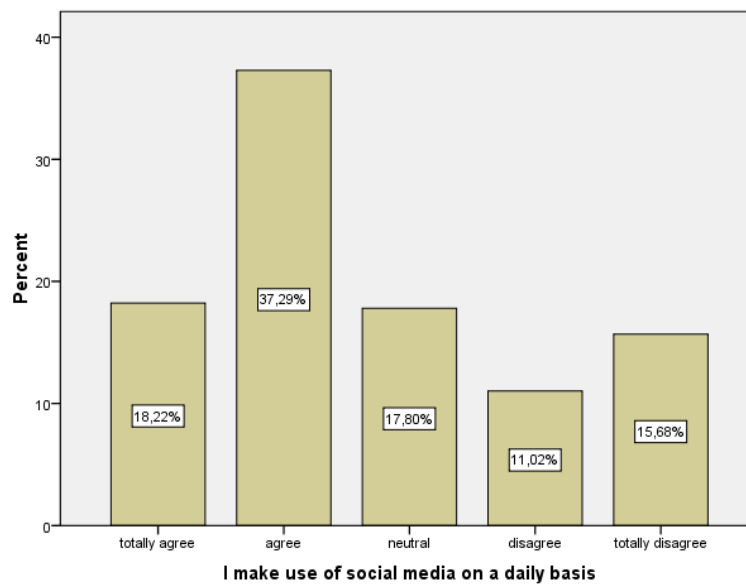


Figure 43 The use of social media on a daily basis of the subscribers of Bit, in percentages, N=236.

		Responses		Percent of Cases
		N	Percent	
Topics of most interest	Breeding	78	5,6%	33,1%
	Sport	164	11,8%	69,5%
	Entrepreneurship	30	2,2%	12,7%
	Feeding	128	9,2%	54,2%
	Behaviour	145	10,4%	61,4%
	Health	171	12,3%	72,5%
	Care/grooming	111	8,0%	47,0%
	Welfare	110	7,9%	46,6%
	Training	176	12,6%	74,6%
	Recreational riding	53	3,8%	22,5%
	Housing	53	3,8%	22,5%
	Horse holidays	22	1,6%	9,3%
	Harnachement	80	5,7%	33,9%
	Fashion	50	3,6%	21,2%

	Transportation	18	1,3%	7,6%
	Other	6	,4%	2,5%
Total		1395	100,0%	591,1%

Figure 44 Topics in which the subscribers of Bit are most interested in.

		Responses		Percent of Cases
		N	Percent	
Disciplines of most interest	Natural Horsemanship	70	9,5%	29,7%
	Dressage	202	27,5%	85,6%
	Classical dressage	70	9,5%	29,7%
	'Liberty'dressage	34	4,6%	14,4%
	Jumping	89	12,1%	37,7%
	Eventing	30	4,1%	12,7%
	Driving	38	5,2%	16,1%
	Western	23	3,1%	9,7%
	Endurance	17	2,3%	7,2%
	TREC	11	1,5%	4,7%
	Vaulting	2	,3%	,8%
	Trotting and racing	7	1,0%	3,0%
	Carthorses	7	1,0%	3,0%
	Horseball	7	1,0%	3,0%
	Hacking out	119	16,2%	50,4%
	Other	8	1,1%	3,4%
Total		734	100,0%	311,0%

Figure 45 The disciplines which the subscribers of Bit are most interested in.

Characteristics of the readers of Bit

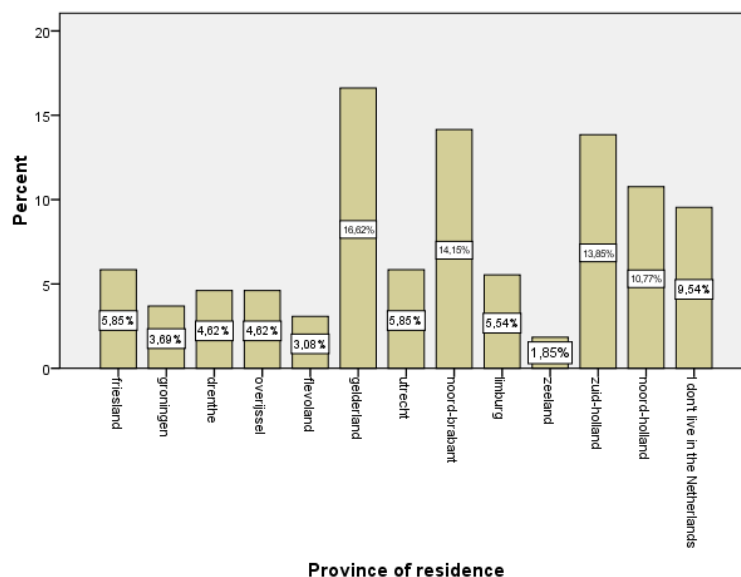


Figure 46 The province of residence of the readers of Bit, in percentages, N=325.

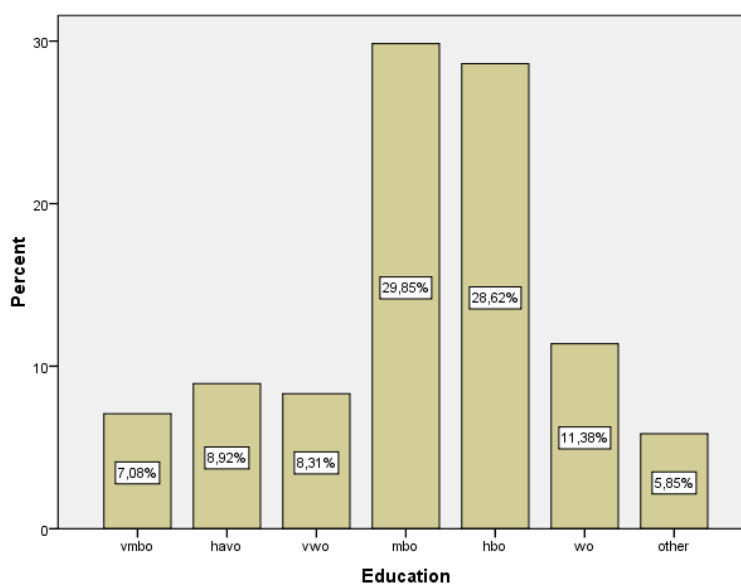


Figure 47 The education of the readers of Bit, in percentages, N=325.

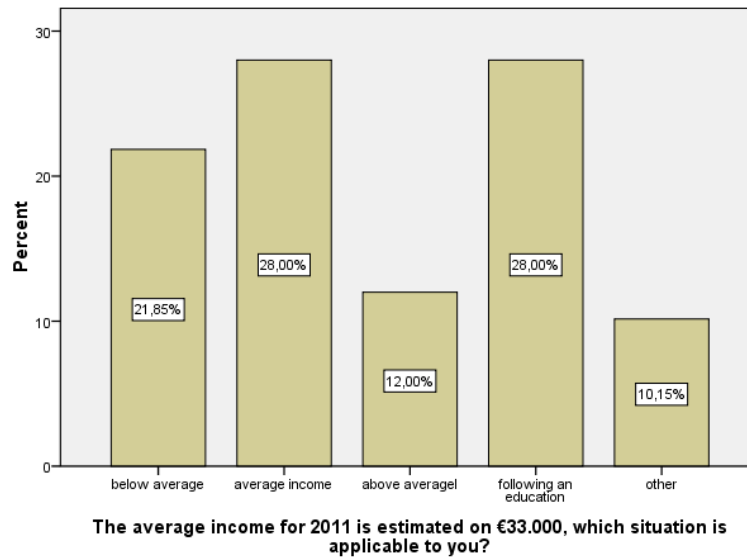


Figure 48 The income of the readers of Bit, in percentages, N=325.

		Responses		Percent of Cases
		N	Percent	
How in contact with Bit	Through Horses.nl	38	8,7%	11,7%
	Through De Paardenkrant	18	4,1%	5,5%
	Through family/friends/relatives	133	30,6%	40,9%
	Through an event	36	8,3%	11,1%
	Through an advertisement in other magazine	24	5,5%	7,4%
	Through an advertisement on internet	15	3,4%	4,6%
	Through a trial subscription	50	11,5%	15,4%
	Don't know anymore	67	15,4%	20,6%
	Other	54	12,4%	16,6%
Total		435	100,0%	133,8%

Figure 49 The ways/channels in which the readers came in contact with Bit.

		Responses		Percent of Cases
		N	Percent	
Ways involved with horses	Riding school rider	45	4,6%	13,8%
	Own horse	242	24,5%	74,5%
	Lease horse	12	1,2%	3,7%
	Co-driver horse	54	5,5%	16,6%
	Ride competitions	148	15,0%	45,5%
	Riding on recreational basis	129	13,1%	39,7%
	Keeping horses as a hobby	93	9,4%	28,6%
	Equestrian education	24	2,4%	7,4%
	Instructor	58	5,9%	17,8%
	Veterinarian	3	,3%	,9%
	Farrier	2	,2%	,6%
	Judge	11	1,1%	3,4%
	Owner of stable	9	,9%	2,8%
	Breeder	35	3,5%	10,8%
	(Management)position at equestrian organisation	19	1,9%	5,8%
	Train horses	70	7,1%	21,5%
	Deliver goods and/or services to equine sector	17	1,7%	5,2%
	Other	16	1,6%	4,9%
	Total	987	100,0%	303,7%

Figure 50 Ways in which the readers of Bit are involved with horses.

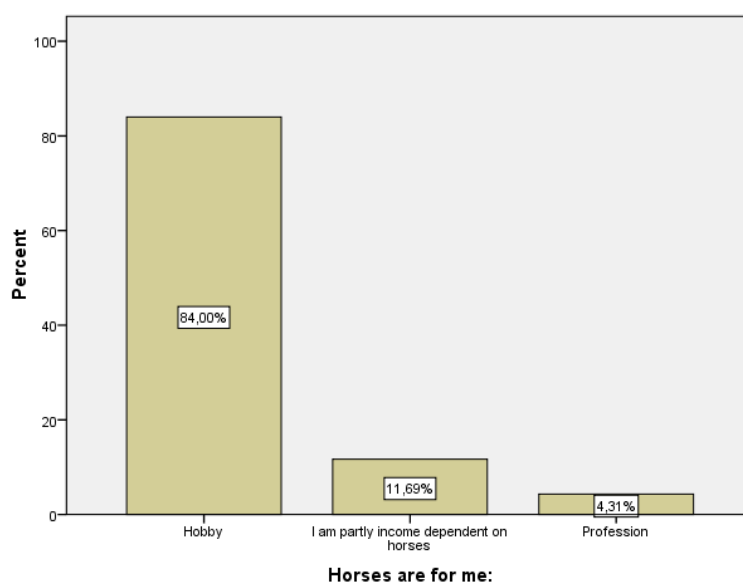


Figure 51 Ways on which the readers of Bit are dependent on horses, N=325.

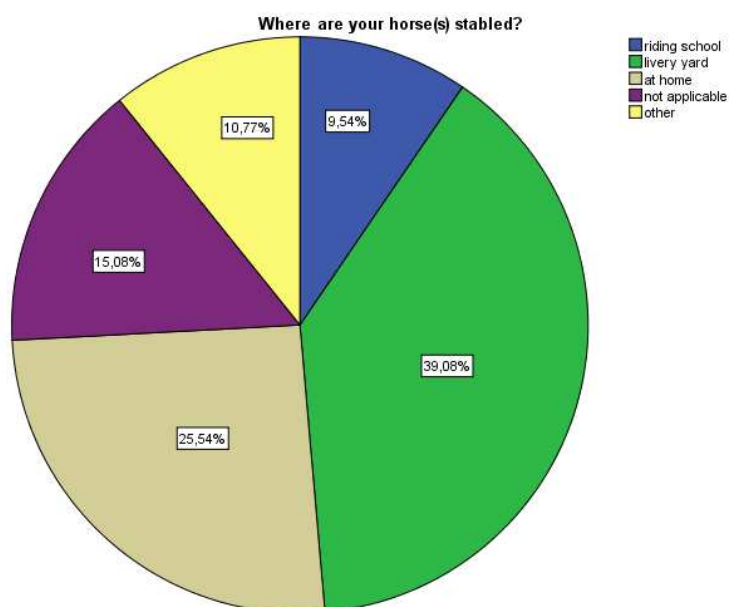


Figure 52 Places where the readers of Bit stable their horse(s), in percentages, N=325.

		Responses		Percent of Cases
		N	Percent	
Member of association	Riding association	186	28,8%	57,2%
	Studbook	105	16,3%	32,3%
	KNHS	173	26,8%	53,2%
	FNRS	52	8,1%	16,0%
	NVVR	3	,5%	,9%
	Vereniging Eigen Paard	22	3,4%	6,8%
	Stichting Veilige Paardensport	2	,3%	,6%
	Stichting Rijvaardigheidsbewijzen	43	6,7%	13,2%
	Recreatieruiter			
	Other	59	9,1%	18,2%
	Total	645	100,0%	198,5%

Figure 53 Horse associations where the readers of Bit have a membership.

		Responses		Percent of Cases
		N	Percent	
Visit events	Indoor Brabant	99	10,4%	30,5%
	CHIO Rotterdam	53	5,6%	16,3%
	Jumping Amsterdam	86	9,1%	26,5%
	Outdoor Gelderland	52	5,5%	16,0%
	Zwolle International	46	4,9%	14,2%
	Breda Hippique	24	2,5%	7,4%
	Hippisch Hengelo	20	2,1%	6,2%
	Concours Hippique Eindhoven	23	2,4%	7,1%
	Jumping Indoor Maastricht	35	3,7%	10,8%
	Military Boekelo	31	3,3%	9,5%

KWPN hengstenkeuring	69	7,3%	21,2%
KWPN paardendagen	40	4,2%	12,3%
Paard 2012 Hardenberg	26	2,7%	8,0%
Horse Event	141	14,9%	43,4%
Equitana	72	7,6%	22,2%
Equirience (Paard en Koets)	37	3,9%	11,4%
Dag van het Aangespannen Paard	13	1,4%	4,0%
Other	81	8,5%	24,9%
Total	948	100,0%	291,7%

Figure 54 Visit of events by the readers of Bit.

		Responses		Percent of Cases
		N	Percent	
Use of websites	Horses.nl	287	19,9%	88,3%
	Bokt.nl	236	16,4%	72,6%
	Knhs.nl	193	13,4%	59,4%
	Kwpn.nl	112	7,8%	34,5%
	Horseteleex.nl	53	3,7%	16,3%
	Sporthorses.nl	144	10,0%	44,3%
	Startlijsten.nl	165	11,5%	50,8%
	Dehoeftslag.nl	51	3,5%	15,7%
	Eurodressage.com	25	1,7%	7,7%
	Horsus.nl	37	2,6%	11,4%
	NHK.nl	14	1,0%	4,3%
	Website studbook	75	5,2%	23,1%
	Other	48	3,3%	14,8%
Total		1440	100,0%	443,1%

Figure 55 Use of websites by the readers of Bit.

		Responses		Percent of Cases
		N	Percent	
Use of channels to obtain information about horses	Family/friends/relatives	258	12,9%	79,4%
	Veterinarian	207	10,4%	63,7%
	Farrier	177	8,9%	54,5%
	Instructor	230	11,5%	70,8%
	Magazines	283	14,2%	87,1%
	(News)papers	96	4,8%	29,5%
	Books	202	10,1%	62,2%
	Internet	307	15,4%	94,5%
	Studbook	108	5,4%	33,2%
	Events	118	5,9%	36,3%
	Other	13	,7%	4,0%
Total		1999	100,0%	615,1%

Figure 56 Channels which are used by the readers of Bit to obtain information about horses.

		Responses		Percent of Cases
		N	Percent	
Use of social media	Hyves	215	39,4%	66,2%
	Facebook	158	28,9%	48,6%
	Twitter	60	11,0%	18,5%
	LinkedIn	47	8,6%	14,5%
	No use of social media	56	10,3%	17,2%
	Other	10	1,8%	3,1%
Total		546	100,0%	168,0%

Figure 57 The use of social media by the readers of Bit.

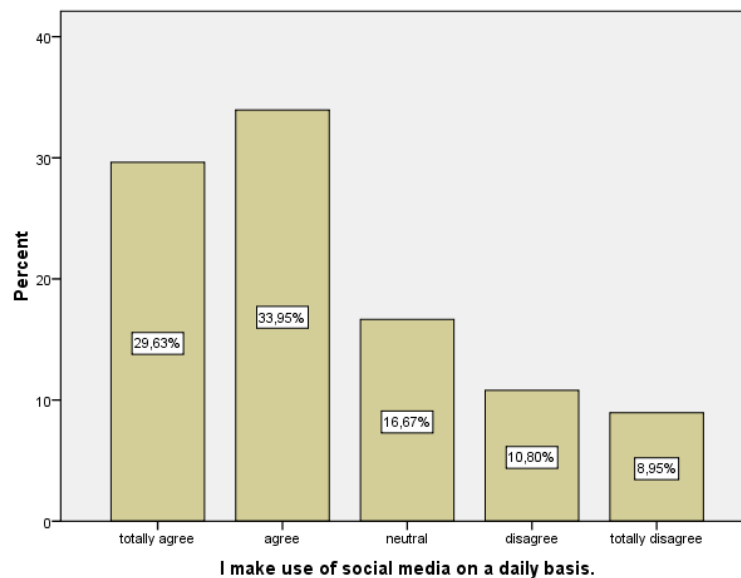


Figure 58 The use of social media on a daily basis of the readers of Bit, in percentages, N=325.

		Responses		Percent of Cases
		N	Percent	
Topics of most interest	Breeding	100	5,4%	30,8%
	Sport	208	11,3%	64,0%
	Entrepreneurship	34	1,9%	10,5%
	Feeding	158	8,6%	48,6%
	Behaviour	183	10,0%	56,3%
	Health	216	11,8%	66,5%
	Care/grooming	171	9,3%	52,6%
	Welfare	146	8,0%	44,9%
	Training	236	12,9%	72,6%
	Recreational riding	99	5,4%	30,5%
	Housing	71	3,9%	21,8%
	Horse holidays	45	2,5%	13,8%
	Harnachement	74	4,0%	22,8%
	Fashion	67	3,7%	20,6%

Transportation	22	1,2%	6,8%
Other	5	,3%	1,5%
Total	1835	100,0%	564,6%

Figure 59 Topics in which the readers of Bit are most interested in.

		Responses		Percent of Cases
		N	Percent	
Disciplines of most interest	Natural Horsemanship	95	9,0%	29,2%
	Dressage	251	23,9%	77,2%
	Classical dressage	93	8,8%	28,6%
	'Liberty'dressage	65	6,2%	20,0%
	Jumping	143	13,6%	44,0%
	Eventing	53	5,0%	16,3%
	Driving	57	5,4%	17,5%
	Western	31	2,9%	9,5%
	Endurance	28	2,7%	8,6%
	TREC	18	1,7%	5,5%
	Vaulting	12	1,1%	3,7%
	Trotting and racing	9	,9%	2,8%
	Carthorses	17	1,6%	5,2%
	Horseball	6	,6%	1,8%
	Hacking out	161	15,3%	49,5%
	Other	13	1,2%	4,0%
Total		1052	100,0%	323,7%

Figure 60 The disciplines which the readers of Bit are most interested in.

Annex 2

Reading behaviour of the subscribers of De Paardenkrant

		Responses		Percent of Cases
		N	Percent	
Reading of other magazines	Bit	83	11,2%	30,9%
	Hoefslag	87	11,8%	32,3%
	In de Strengen	168	22,7%	62,5%
	Paard & Sport	166	22,4%	61,7%
	Het Sportpaard	37	5,0%	13,8%
	Hippische ondernemer	17	2,3%	6,3%
	Stamboekblad	117	15,8%	43,5%
	Ros	10	1,4%	3,7%
	Cap	8	1,1%	3,0%
	Mensport	47	6,4%	17,5%
Total		740	100,0%	275,1%

Figure 61 Magazines which the subscribers of De Paardenkrant also read.

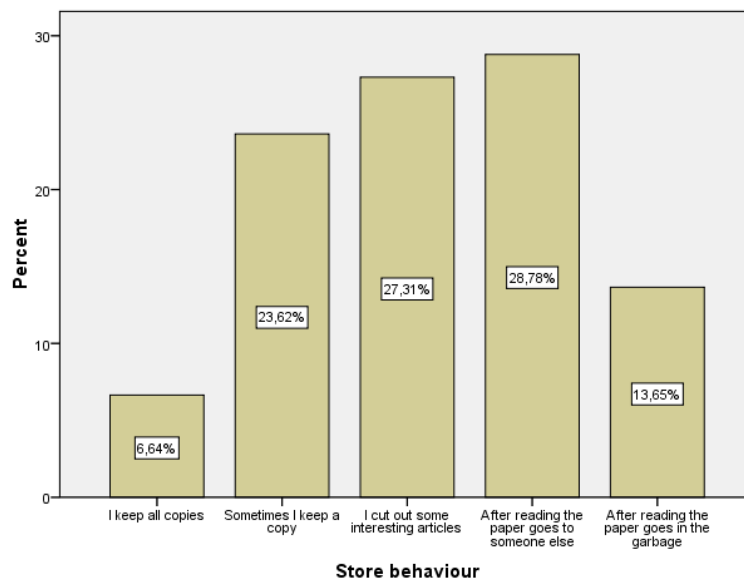


Figure 62 Store behaviour of the subscribers of De Paardenkrant, in percentages, N=271.

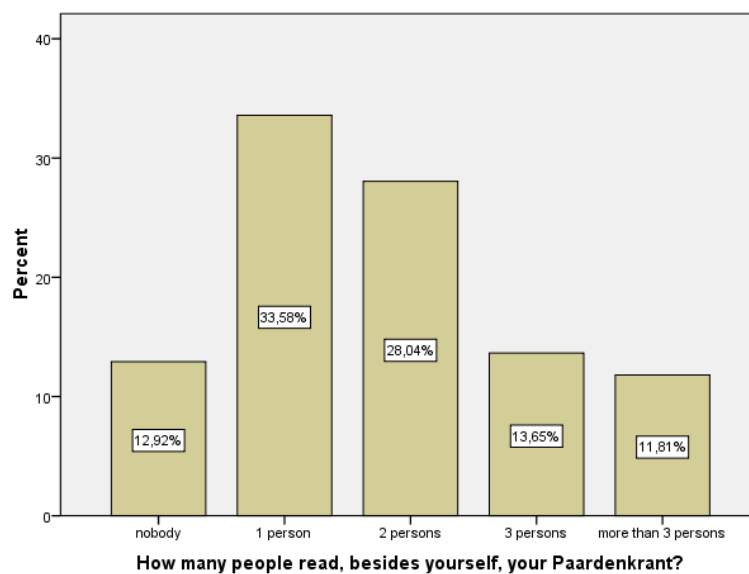


Figure 63 The amount of people who read De Paardenkrant after the subscriber himself, in percentages, N=271.

Reading behaviour of the readers of De Paardenkrant

		Responses		Percent of Cases
		N	Percent	
Reading of other magazines	Bit	228	22,3%	67,1%
	Hoefslag	179	17,5%	52,6%
	In de Strengen	128	12,5%	37,6%
	Paard & Sport	231	22,6%	67,9%
	Het Sportpaard	38	3,7%	11,2%
	Hippische ondernemer	18	1,8%	5,3%
	Stamboekblad	74	7,2%	21,8%
	Ros	76	7,4%	22,4%
	Cap	20	2,0%	5,9%
	Mensport	32	3,1%	9,4%
Total		1024	100,0%	301,2%

Figure 64 Magazines which the readers of De Paardenkrant also read.

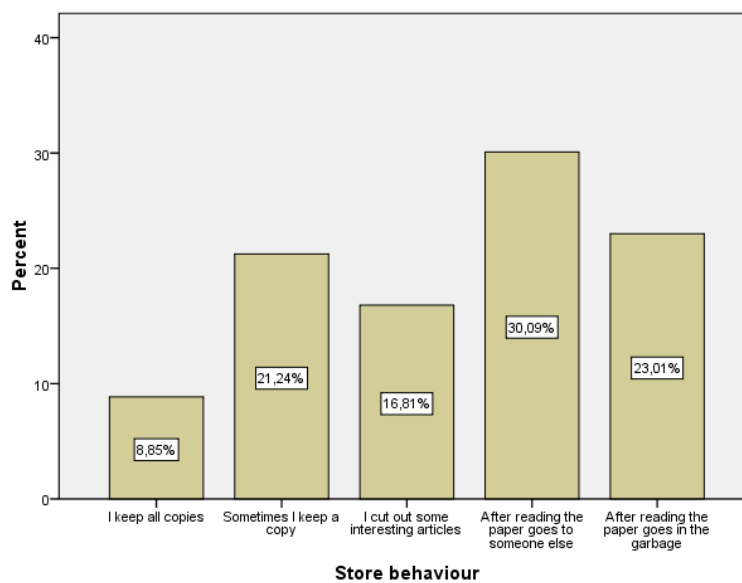


Figure 65 Store behaviour of the readers of De Paardenkrant, in percentages, N=340.

Reading behaviour of the subscribers of Bit

		Responses		Percent of Cases
		N	Percent	
Reading of other magazines	De Paardenkrant	83	14,5%	37,9%
	Hoefslag	96	16,8%	43,8%
	In de Strengen	77	13,5%	35,2%
	Paard & Sport	156	27,3%	71,2%
	Het Sportpaard	11	1,9%	5,0%
	Hippische ondernemer	10	1,8%	4,6%
	Stamboekblad	46	8,1%	21,0%
	Penny	12	2,1%	5,5%
	Ros	43	7,5%	19,6%
	Cap	20	3,5%	9,1%
	Mensport	17	3,0%	7,8%
	Total	571	100,0%	260,7%

Figure 66 Magazines which the subscribers of Bit also read.

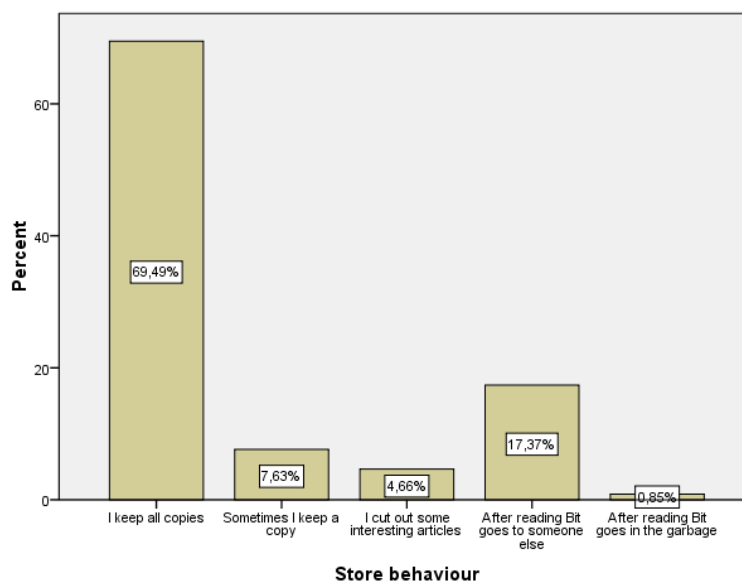


Figure 67 Store behaviour of the subscribers of Bit, in percentages, N=236.

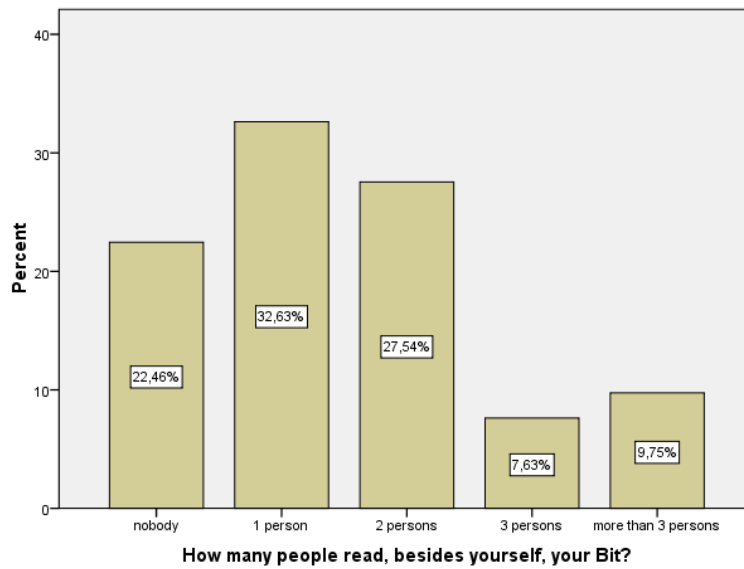


Figure 68 The amount of people who read Bit after the subscriber himself, in percentages, N=236.

Reading behaviour of the readers of Bit

		Responses		Percent of Cases
		N	Percent	
Reading of other magazines	De Paardenkrant	140	14,7%	43,1%
	Hoefslag	172	18,0%	52,9%
	In de Strengen	89	9,3%	27,4%
	Paard & Sport	210	22,0%	64,6%
	Het Sportpaard	26	2,7%	8,0%
	Hippische ondernemer	17	1,8%	5,2%
	Stamboekblad	74	7,7%	22,8%
	Penny	31	3,2%	9,5%
	Ros	96	10,1%	29,5%
	Cap	38	4,0%	11,7%
	Mensport	26	2,7%	8,0%
	Other	36	3,8%	11,1%

Total	955	100,0%	293,8%
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Figure 69 Magazines which the readers of Bit also read.

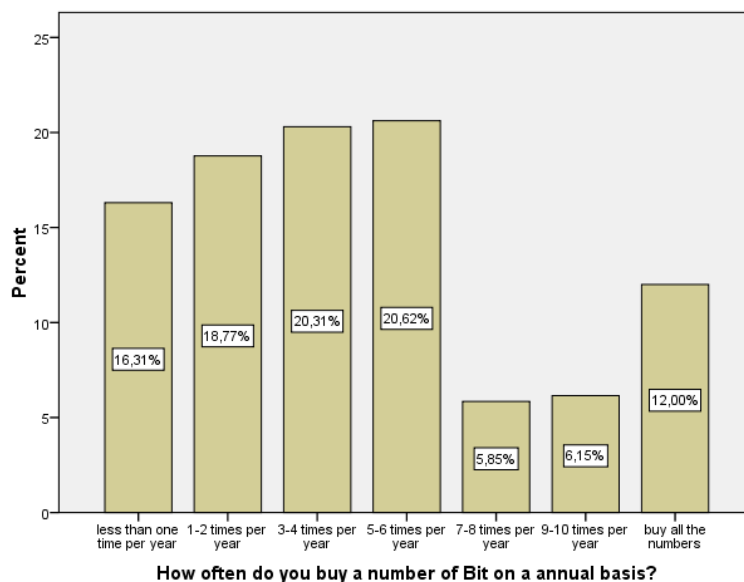


Figure 70 Frequency of buying Bit by the readers on a annual basis, in percentages, N=325.

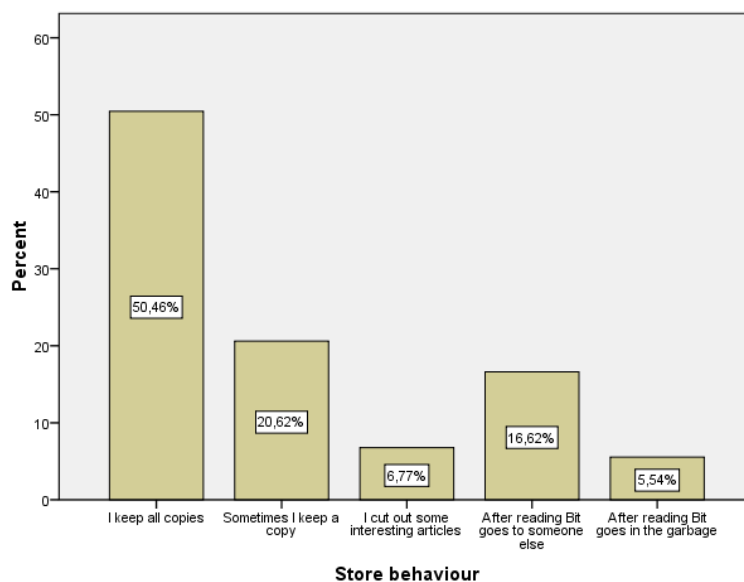


Figure 71 Store behaviour of the readers of Bit, in percentages, N=325.

Annex 3

Degree of satisfaction of the subscribers of De Paardenkrant

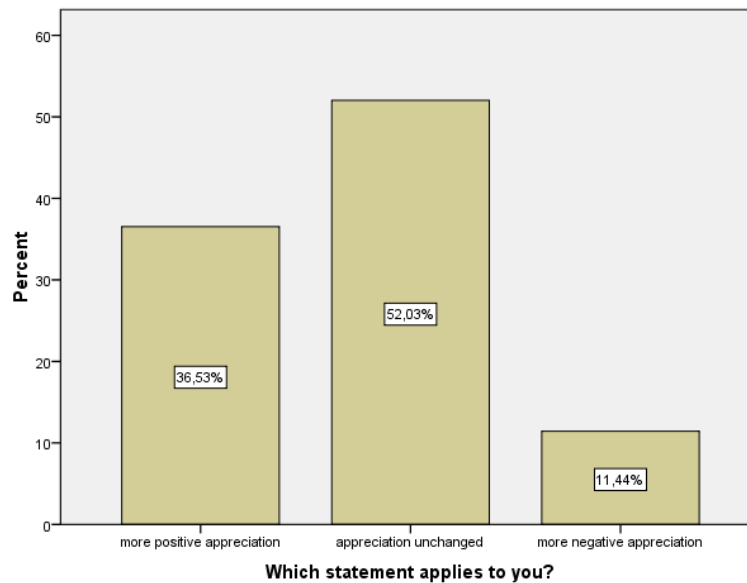


Figure 72 Change of appreciation to De Paardenkrant of the subscribers, in percentages, N=271.

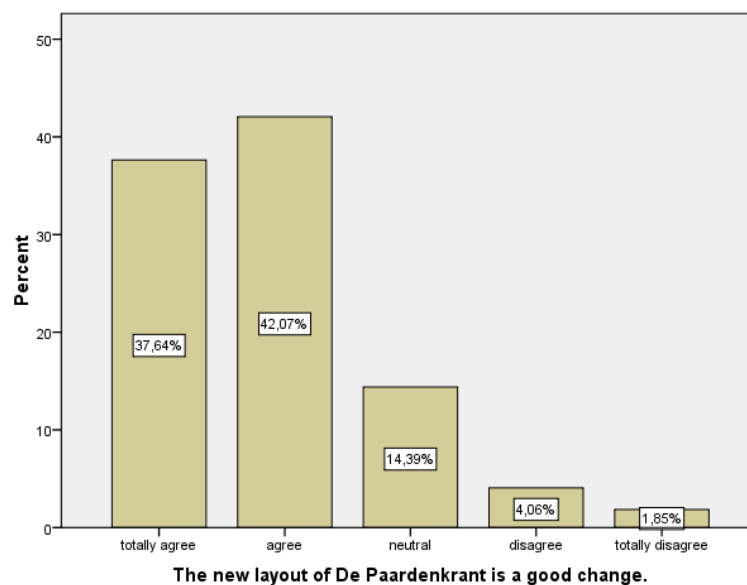


Figure 73 Satisfaction of the subscribers of De Paardenkrant about the change of lay-out, in percentages, N=271.

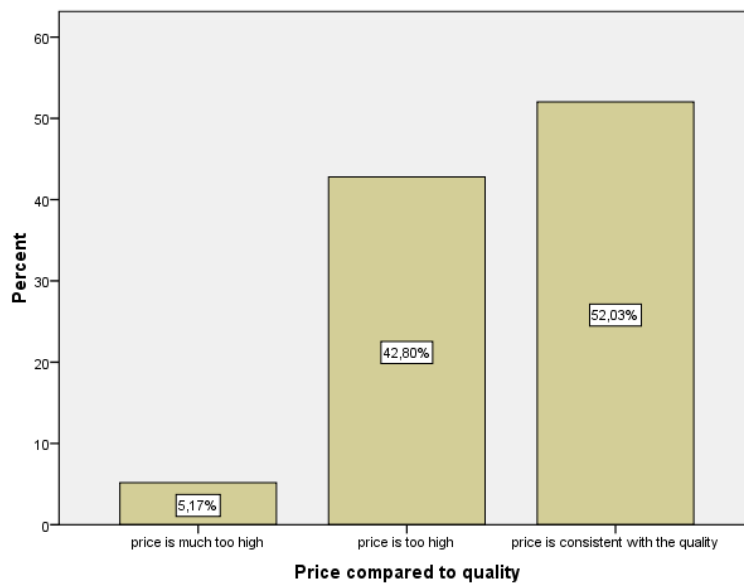


Figure 74 Opinion of the subscribers of De Paardenkrant about the price compared to the quality, in percentages, N=271.

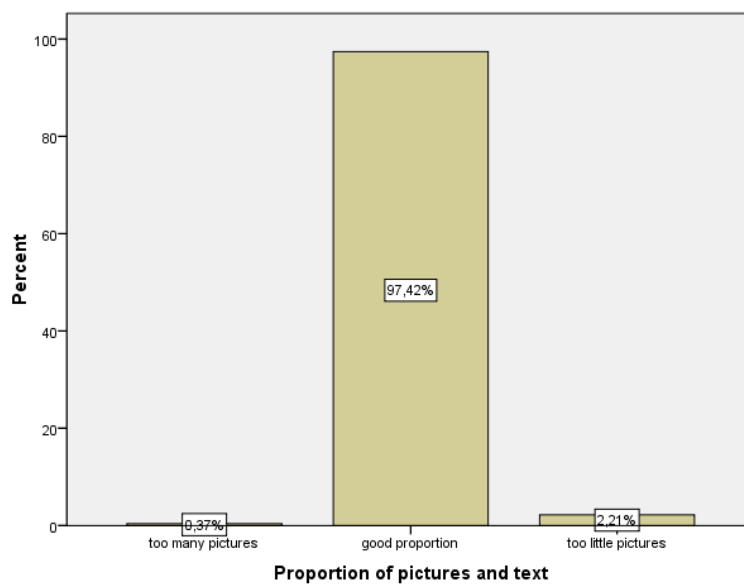


Figure 75 Opinion of the subscribers of De Paardenkrant about the proportion of pictures and text, in percentages, N=271.

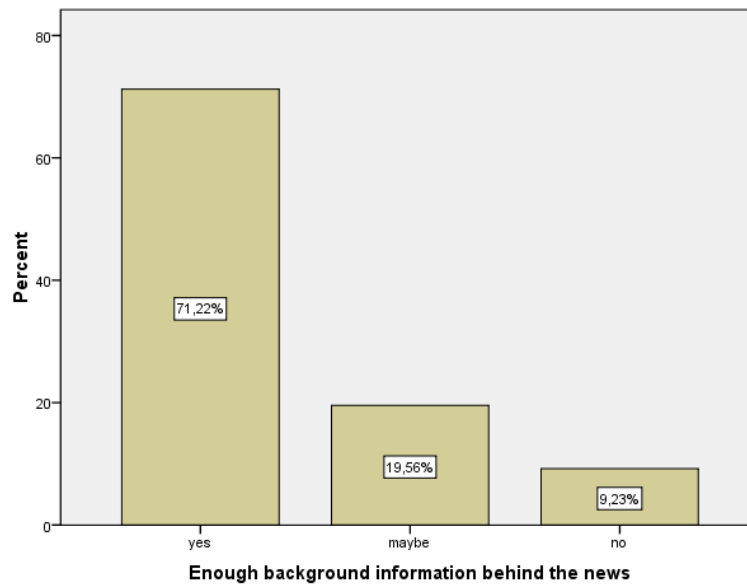


Figure 76 Opinion of the subscribers of De Paardenkrant about the amount of background behind the news, in percentages, N=271.

Degree of satisfaction of the readers of De Paardenkrant

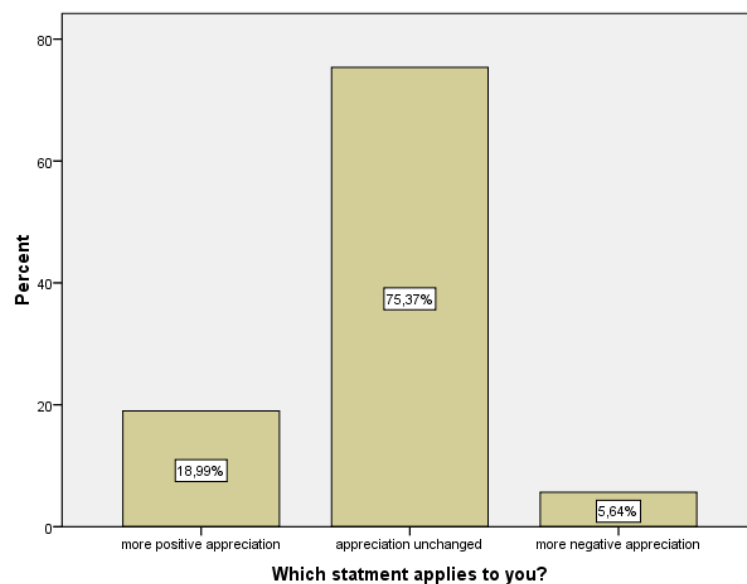


Figure 77 Change of appreciation to De Paardenkrant of the readers, in percentages, N=340.

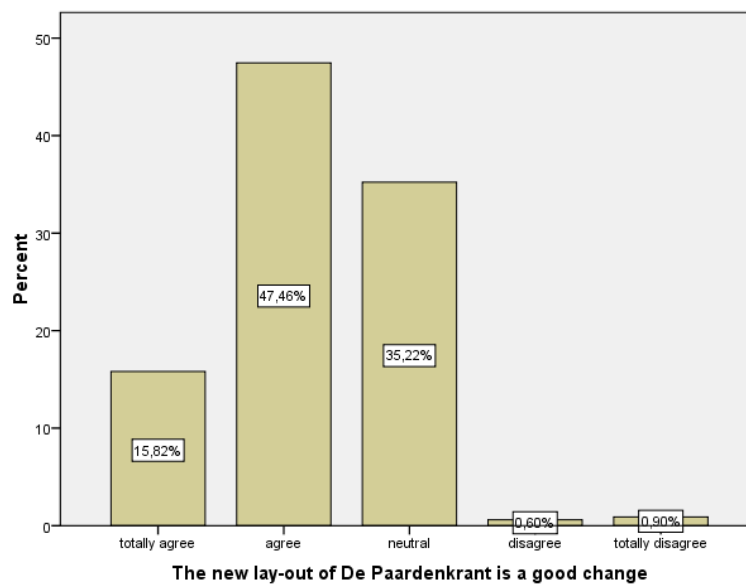


Figure 78 Satisfaction of the readers of De Paardenkrant about the change of lay-out, in percentages, N=340.

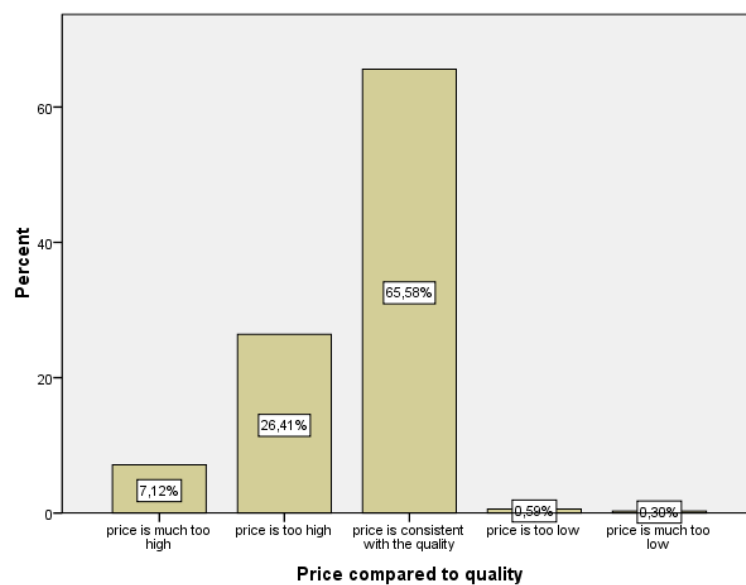


Figure 79 Opinion of the readers of De Paardenkrant about the price compared to the quality, in percentages, N=340.

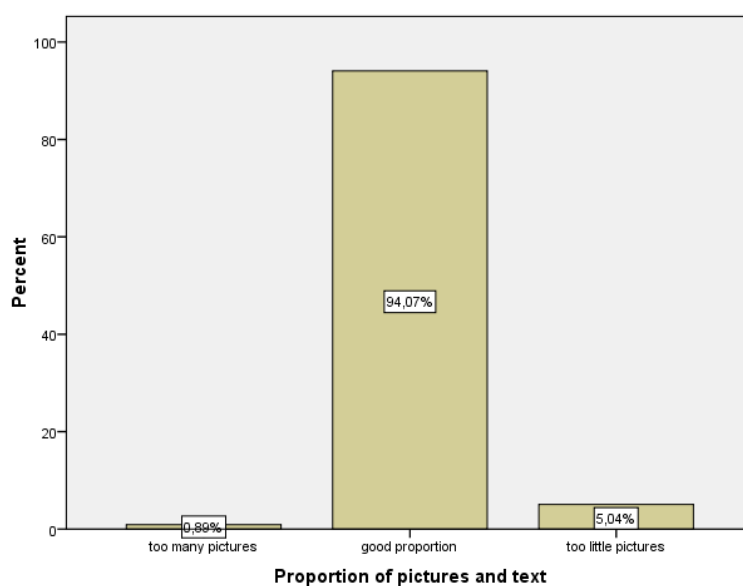


Figure 80 Opinion of the readers of De Paardenkrant about the proportion of pictures and text, in percentages, N=340.

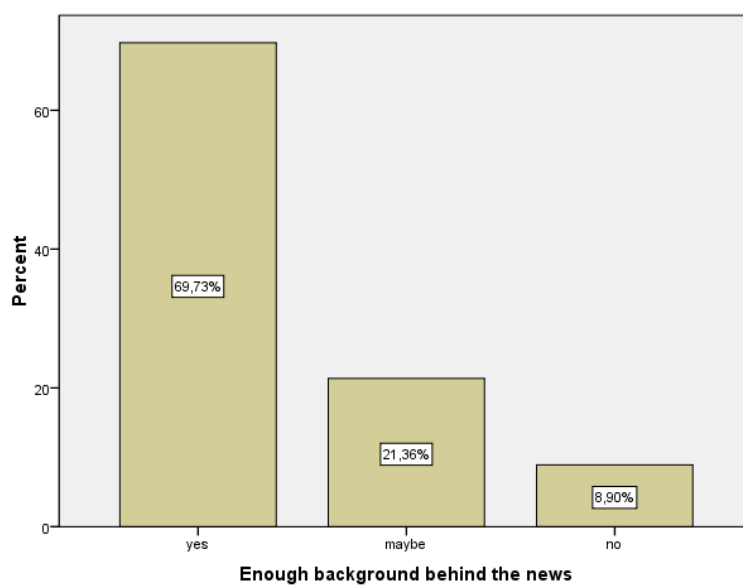


Figure 81 Opinion of the readers of De Paardenkrant about the amount of background behind the news, in percentages, N=340.

Degree of satisfaction of the subscribers of Bit

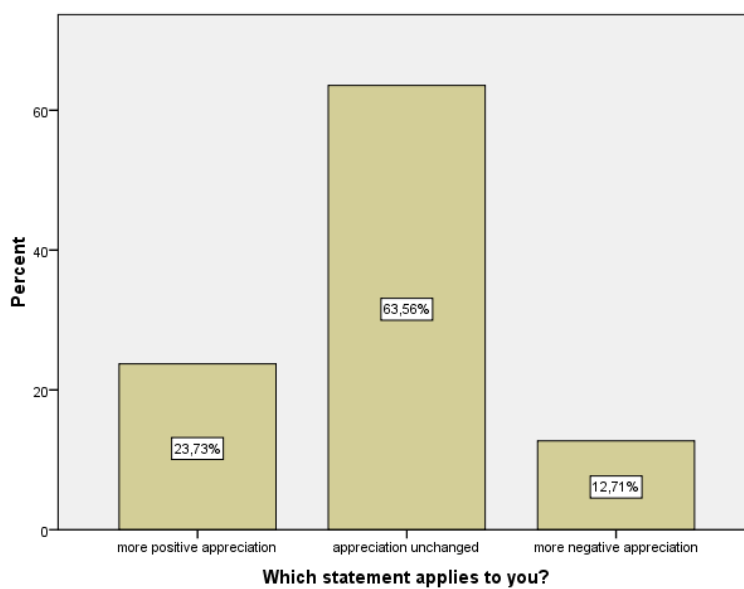


Figure 82 Change of appreciation to Bit of the subscribers, in percentages, N=236.

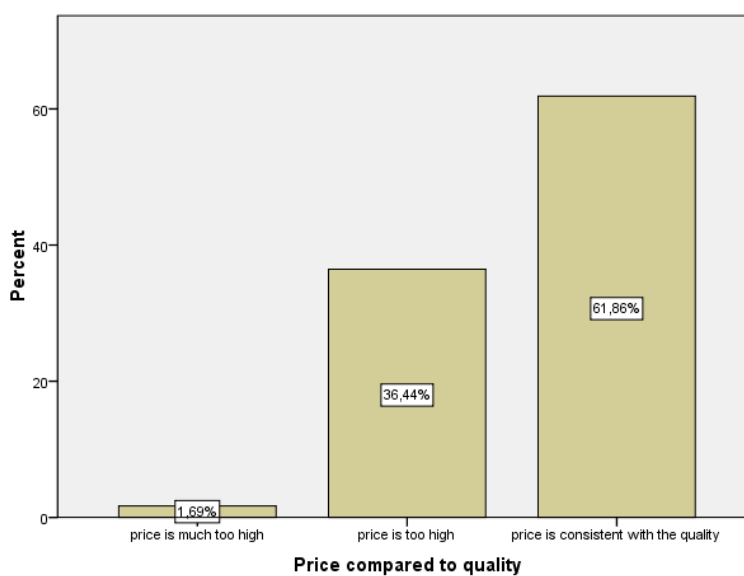


Figure 83 Opinion of the subscribers of Bit about the price compared to the quality, in percentages, N=236.

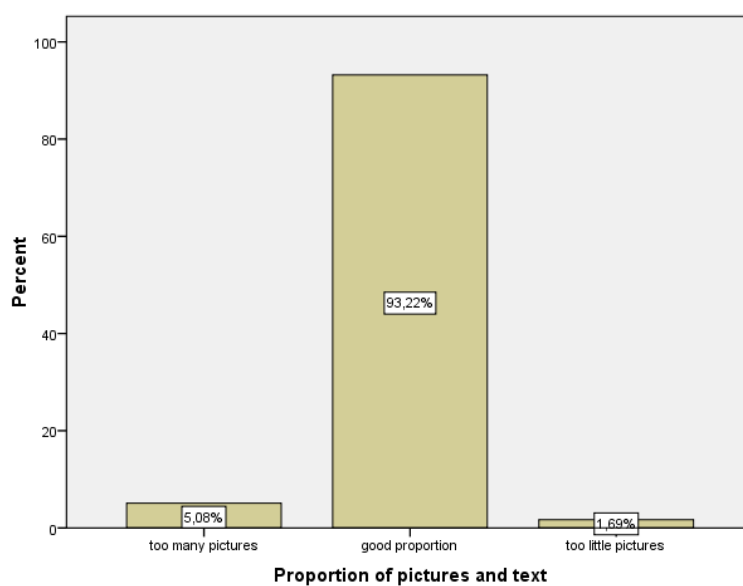


Figure 84 Opinion of the subscribers of Bit about the proportion of pictures and text, in percentages, N=236.

Degree of satisfaction of the readers of Bit

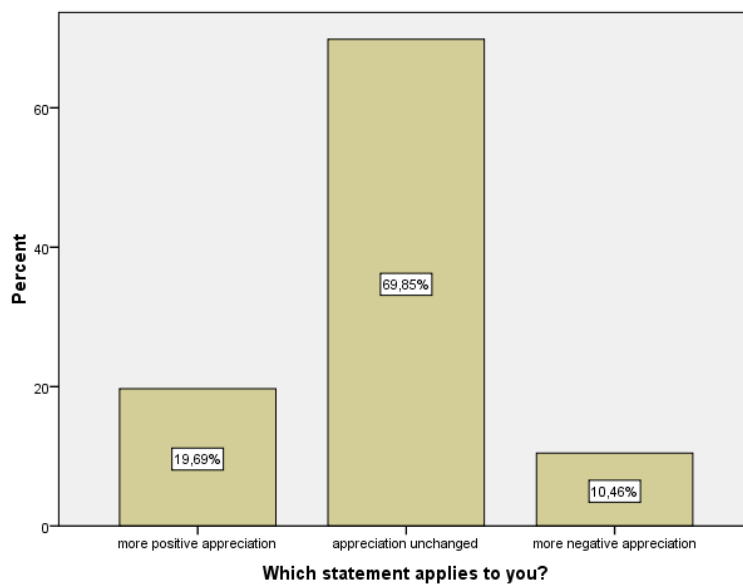


Figure 85 Change of appreciation to Bit of the readers, in percentages, N=325.

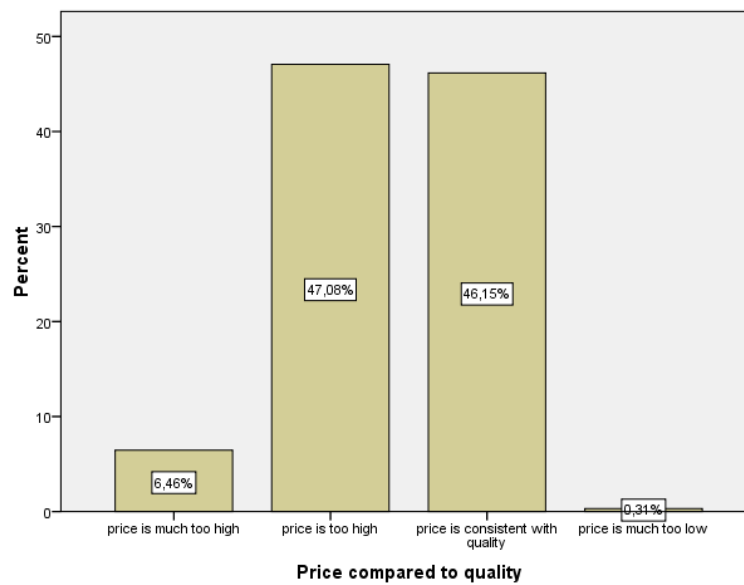


Figure 86 Opinion of the readers of Bit about the price compared to the quality, in percentages, N=325.

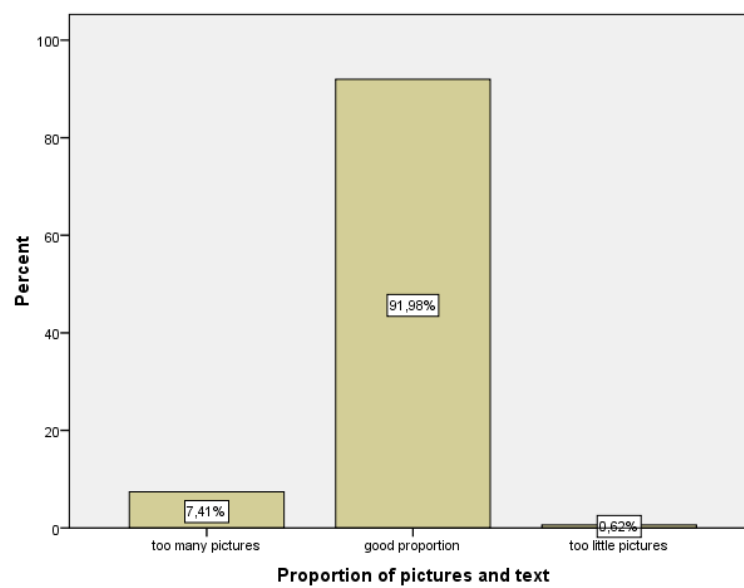


Figure 87 Opinion of the subscribers of Bit about the proportion of pictures and text, in percentages, N=325.

Annex 4

Differences between the subscribers and readers of De Paardenkrant

Ranks				
Reader/subscriber PKR		N	Mean Rank	Sum of Ranks
Reading time	reader	340	262,78	89345,50
	subscriber	271	360,22	97620,50
	Total	611		

Test Statistics	
	Reading time
Mann-Whitney U	31375,500
Wilcoxon W	89345,500
Z	-6,946
Asymp. Sig. (2-tailed)	,000

Figure 88 Difference in reading time of the subscribers and readers of De Paardenkrant.

Ranks				
Reader/subscriber PKR		N	Mean Rank	Sum of Ranks
Extent of reading	reader	340	326,57	111033,00
	subscriber	271	280,20	75933,00
	Total	611		

Test Statistics	
	Extent of reading
Mann-Whitney U	39077,000
Wilcoxon W	75933,000

Z	-3,384
Asymp. Sig. (2-tailed)	,001

Figure 89 Difference in extent of reading of the subscribers and readers of De Paardenkrant.

Ranks				
	Reader/subscri ber PKR	N	Mean Rank	Sum of Ranks
Degree of satisfaction	reader	340	320,65	109020,50
	subscriber	271	287,62	77945,50
	Total	611		

Test Statistics	
	Degree of satisfaction
Mann-Whitney U	41089,500
Wilcoxon W	77945,500
Z	-2,648
Asymp. Sig. (2-tailed)	,008

Figure 90 Difference in degree of satisfaction of the subscribers and readers of De Paardenkrant.

Differences between the subscribers and readers of Bit

Ranks				
	Reader/subscri ber Bit	N	Mean Rank	Sum of Ranks
Reading time	reader	325	263,57	85660,00
	subscriber	236	305,00	71981,00
	Total	561		

Test Statistics

	Reading time
Mann-Whitney U	32685,000
Wilcoxon W	85660,000
Z	-3,138
Asymp. Sig. (2-tailed)	,002

Figure 91 Difference in reading time of the subscribers and readers of Bit.

Ranks

	Reader/subscriber Bit	N	Mean Rank	Sum of Ranks
Extent of reading	reader	325	294,49	95710,50
	subscriber	236	262,42	61930,50
	Total	561		

Test Statistics

	Extent of reading
Mann-Whitney U	33964,500
Wilcoxon W	61930,500
Z	-2,688
Asymp. Sig. (2-tailed)	,007

Figure 92 Difference in extent of reading of the subscribers and readers of Bit.

Ranks

	Reader/subscriber Bit	N	Mean Rank	Sum of Ranks
Degree of satisfaction	reader	325	291,42	94710,00
	subscriber	236	266,66	62931,00
	Total	561		

Test Statistics	
	Degree of satisfaction
Mann-Whitney U	34965,000
Wilcoxon W	62931,000
Z	-1,979
Asymp. Sig. (2-tailed)	,048

Figure 93 Difference in degree of satisfaction of the subscribers and readers of Bit.

Interest in complementary activities

		Responses		Percent of Cases
		N	Percent	
complementary activities	Workshops in your region	110	33,2%	40,6%
	Theme trip (e.g. to the Olympic Games or another important event).	46	13,9%	17,0%
	Group trip (e.g. to a holiday destination)	15	4,5%	5,5%
	Network meeting	20	6,0%	7,4%
	None of above mentioned options	127	38,4%	46,9%
	Other	13	3,9%	4,8%
Total		331	100,0%	122,1%

Figure 94 Interest in complementary activities of the subscribers of De Paardenkrant.

		Responses		Percent of Cases
		N	Percent	
Magazine completely about	Dressage	140	23,4%	51,7%
	Jumping	93	15,6%	34,3%
	Driving	51	8,5%	18,8%
	Health	65	10,9%	24,0%
	Breeding	154	25,8%	56,8%
	Entrepreneurship	31	5,2%	11,4%
	Horse holidays	10	1,7%	3,7%
	Fashion	11	1,8%	4,1%
	Other	43	7,2%	15,9%
Total		598	100,0%	220,7%

Figure 95 Interest in a magazine which is completely about one topic, of the subscribers of De Paardenkrant.

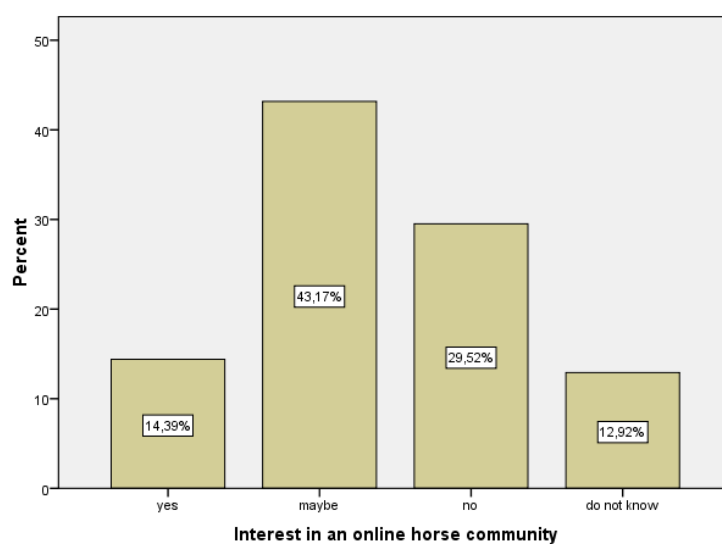


Figure 96 Interest of the subscribers of De Paardenkrant in an online horse community.

		Responses		Percent of Cases
		N	Percent	
complementary activities	Workshops in your region	228	49,0%	67,7%
	Theme trip (e.g. to the Olympic Games or another important event)	82	17,6%	24,3%
	Group trip (e.g. to a holiday destination)	35	7,5%	10,4%
	Network meeting	38	8,2%	11,3%
	None of the above mentioned options	79	17,0%	23,4%
	Other	3	,6%	,9%
Total		465	100,0%	138,0%

Figure 97 Interest in complementary activities of the readers of De Paardenkrant.

		Responses		Percent of Cases
		N	Percent	
magazine completely about ^a	Dressage	214	27,7%	62,9%
	Jumping	95	12,3%	27,9%
	Driving	35	4,5%	10,3%
	Health	154	19,9%	45,3%
	Breeding	97	12,6%	28,5%
	Entrepreneurship	55	7,1%	16,2%
	Horse holidays	42	5,4%	12,4%
	Fashion	41	5,3%	12,1%
	Other	39	5,1%	11,5%
Total		772	100,0%	227,1%

Figure 98 Interest in a magazine which is completely about one topic, of the readers of De Paardenkrant.

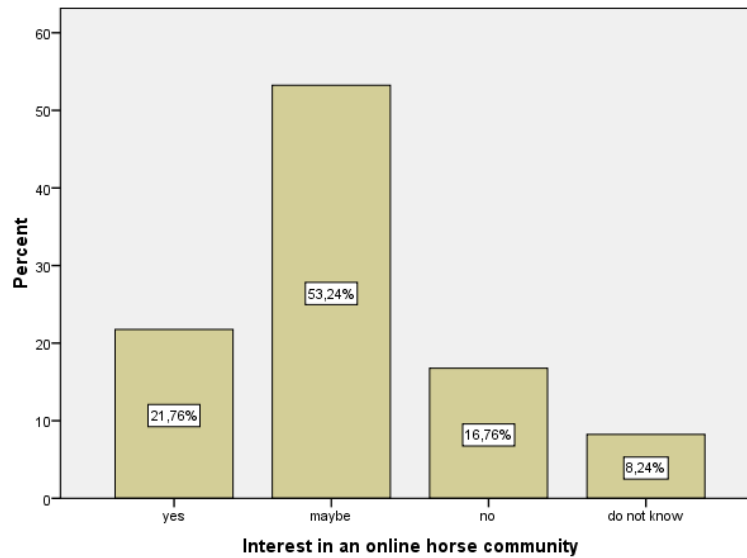


Figure 99 Interest of the readers of De Paardenkrant in an online horse community.

		Responses		Percent of Cases
		N	Percent	
complementary activities ^a	Workshops in your region	194	54,3%	82,2%
	Theme trip (e.g. to the Olympic Games or another important event)	76	21,3%	32,2%
	Group trip (e.g. to a holiday destination)	32	9,0%	13,6%
	Network meeting	26	7,3%	11,0%
	None of the above mentioned options	24	6,7%	10,2%
	Other	5	1,4%	2,1%
	Total	357	100,0%	151,3%

Figure 100 Interest in complementary activities of the subscribers of Bit.

		Responses		Percent of Cases
		N	Percent	
magazine completely about ^a	Dressage	160	32,1%	67,8%
	Jumping	40	8,0%	16,9%
	Driving	18	3,6%	7,6%
	Health	104	20,9%	44,1%
	Breeding	58	11,6%	24,6%
	Entrepreneurship	35	7,0%	14,8%
	Horse holidays	28	5,6%	11,9%
	Fashion	15	3,0%	6,4%
	Other	40	8,0%	16,9%
Total		498	100,0%	211,0%

Figure 101 Interest in a magazine which is completely about one topic, of the subscribers of Bit.

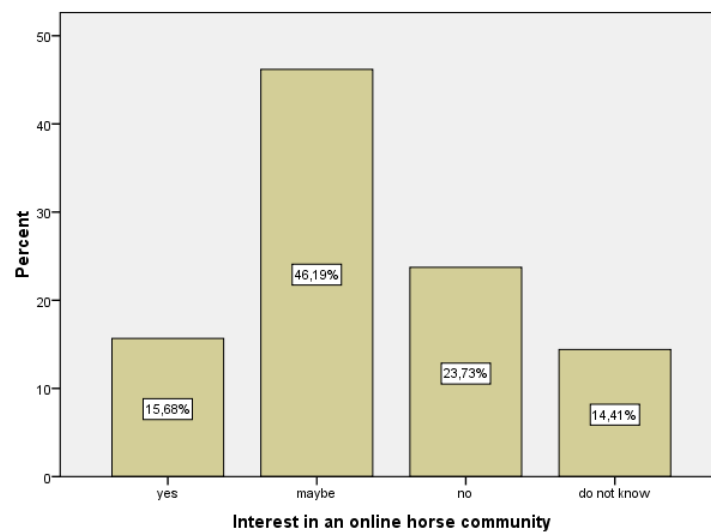


Figure 102 Interest of the subscribers of Bit in an online horse community.

		Responses		Percent of Cases
		N	Percent	
complementary activities	Workshops in your region	239	53,5%	73,8%
	Theme trip (e.g. to the Olympic Games or another important event)	73	16,3%	22,5%
	Group trip (e.g. to a holiday destination)	43	9,6%	13,3%
	Network meeting	25	5,6%	7,7%
	None of the above mentioned options	61	13,6%	18,8%
	Other	6	1,3%	1,9%
Total		447	100,0%	138,0%

Figure 103 Interest in complementary activities of the readers of Bit.

		Responses		Percent of Cases
		N	Percent	
magazine completely about	Dressage	216	29,1%	66,5%
	Jumping	81	10,9%	24,9%
	Driving	30	4,0%	9,2%
	Health	156	21,0%	48,0%
	Breeding	80	10,8%	24,6%
	Entrepreneurship	42	5,7%	12,9%
	Horse holidays	49	6,6%	15,1%
	Fashion	46	6,2%	14,2%
	Other	42	5,7%	12,9%
Total		742	100,0%	228,3%

Figure 104 Interest in a magazine which is completely about one topic, of the readers of Bit.

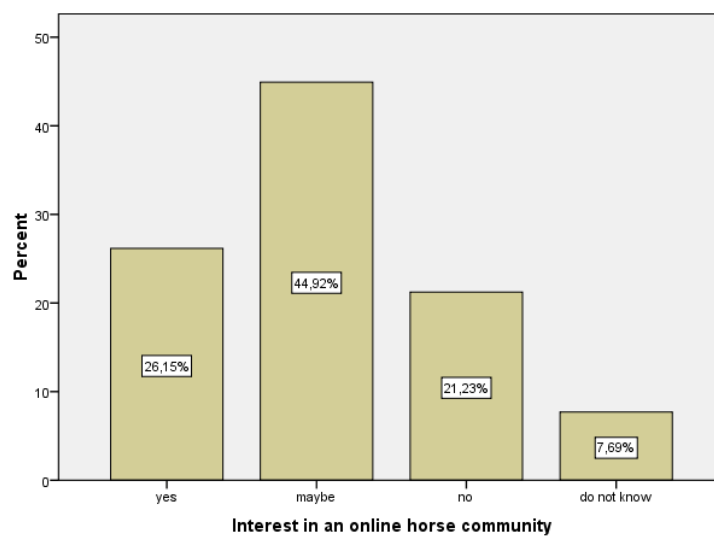


Figure 105 Interest of the readers of Bit in an online horse community.

Annex 5

	PKR subscriber (N=271) to what extent	PKR subscriber (N=271) valuation	PKR reader (N=340) to what extent	PKR reader (N=340) valuation
Front page	46.86 % completely 45.39 % largely 6.27 % somewhat 1.48 % hardly	21.40 % excellent 66.05 % good 11.81 % sufficient 0.74 % moderate	38.39 % completely 45.83 % largely 10.71 % somewhat 1.49 % hardly 3.57 % not	19.05 % excellent 62.50 % good 15.48 % sufficient 1.79 % moderate 1.19 % insufficient
General news	29.52 % completely 53.87 % largely 14.39 % somewhat 1.85 % hardly 0.37 % not	10.70 % excellent 69.37 % good 18.45 % sufficient 1.11 % moderate 0.37 % insufficient	19.35 % completely 54.76 % largely 19.94 % somewhat 2.38 % hardly 3.57 % not	11.01 % excellent 65.48 % good 20.54 % sufficient 1.79 % moderate 1.19 % insufficient
Dressage articles	36.9 % completely 29.52 % largely 19.93 % somewhat 10.70 % hardly 2.95 % not	14.76 % excellent 56.09 % good 24.35 % sufficient 2.95 % moderate 1.85 % sufficient	38.99 % completely 34.52 % largely 18.15 % somewhat 3.57 % hardly 4.76 % not	17.26 % excellent 57.44 % good 22.02 % sufficient 1.79 % moderate 1.49 % insufficient
Jumping articles	23.99 % completely 30.26 % largely 25.46 % somewhat 16.61 % hardly 3.69 % not	13.65 % excellent 51.66 % good 29.15 % sufficient 4.06 % moderate 1.48 % insufficient	20.18 % completely 29.67 % largely 31.75 % somewhat 11.87 % hardly 6.53 % not	9.82 % excellent 55.95 % good 30.36 % sufficient 2.08 % moderate 1.79 % insufficient
Driving articles	17.34 % completely 17.34 % largely 23.99 % somewhat 26.57 % hardly 14.76 % not	5.90 % excellent 39.11 % good 42.07 % sufficient 9.96 % moderate 2.95 % insufficient	10.42 % completely 16.37 % largely 26.49 % somewhat 25.89 % hardly 20.83 % not	5.06 % excellent 44.94 % good 38.99 % sufficient 7.74 % moderate 3.27 % insufficient
Eventing articles	9.23 % completely 11.81 % largely 27.31 % somewhat 31.37 % hardly 20.30 % not	5.54 % excellent 36.16 % good 44.65 % sufficient 10.33 % moderate 3.32 % insufficient	11.90 % completely 20.54 % largely 30.36 % somewhat 22.02 % hardly 15.18 % not	6.85 % excellent 41.96 % good 41.96 % sufficient 6.85 % moderate 2.38 % insufficient
Breeding KWPN	41.70 % completely 28.41 % largely 20.30 % somewhat 7.38 % hardly 2.21 % not	14.39 % excellent 50.18 % good 29.89 % sufficient 4.80 % moderate 0.74 % insufficient	19.94 % completely 35.12 % largely 20.83 % somewhat 14.29 % hardly 9.82 % not	12.20 % excellent 49.40 % good 30.95 % sufficient 5.65 % moderate 1.79 % insufficient

NRPS- articles	12.18 % completely 17.34 % largely 33.58 % somewhat 23.62 % hardly 13.28 % not	5.54 % excellent 37.64 % good 41.70 % sufficient 10.33 % moderate 4.80 % insufficient	8.04 % completely 20.83 % largely 28.87 % somewhat 25.30 % hardly 16.96 % not	6.25 % excellent 41.37 % good 41.67 % sufficient 7.14 % moderate 3.57 % insufficient
Shetland-pony articles	9.23 % completely 6.64 % largely 19.56 % somewhat 24.72 % hardly 39.85 % not	4.43 % excellent 29.15 % good 47.60 % sufficient 10.70 % moderate 8.12 % insufficient	9.52 % completely 12.50 % largely 18.75 % somewhat 25.89 % hardly 33.33 % not	6.55 % excellent 37.50 % good 41.07 % sufficient 8.33 % moderate 6.55 % insufficient
Haflinger articles	10.33 % completely 5.54 % largely 17.34 % somewhat 23.99 % hardly 42.80 % not	5.54 % excellent 28.41 % good 47.97 % sufficient 10.70 % moderate 7.38 % insufficient	8.63 % completely 11.90 % largely 21.43 % somewhat 24.70 % hardly 33.33 % not	5.36 % excellent 39.58 % good 40.77 % sufficient 7.44 % moderate 6.85 % insufficient
Drafthorse articles	9.59 % completely 6.27 % largely 18.08 % somewhat 23.62 % hardly 42.44 % not	5.90 % excellent 29.52 % good 46.86 % sufficient 10.70 % moderate 7.01 % insufficient	6.85 % completely 11.61 % largely 21.73 % somewhat 25.60 % hardly 34.23 % not	5.95 % excellent 39.58 % good 40.48 % sufficient 7.44 % moderate 6.55 % insufficient
Frisian horse articles	21.40 % completely 11.07 % largely 21.77 % somewhat 19.56 % hardly 26.20 % not	8.49 % excellent 39.11 % good 40.96 % sufficient 6.27 % moderate 5.17 % insufficient	14.88 % completely 13.69 % largely 20.24 % somewhat 24.40 % hardly 26.79 % not	9.52 % excellent 40.48 % good 36.31 % sufficient 8.04 % moderate 5.65 % insufficient
New-Forest articles	11.07 % completely 8.49 % largely 21.40 % somewhat 28.78 % hardly 30.26 % not	4.80 % excellent 33.21 % good 45.02 % sufficient 10.33 % moderate 6.64 % insufficient	8.63 % completely 13.69 % largely 23.51 % somewhat 24.70 % hardly 29.46 % not	7.14 % excellent 39.29 % good 40.18 % sufficient 7.44 % moderate 5.95 % insufficient
Welsh articles	9.96 % completely 10.33 % largely 27.31 % somewhat 25.46 % hardly 26.94 % not	5.17 % excellent 31.73 % good 47.60 % sufficient 9.23 % moderate 6.27 % insufficient	13.10 % completely 13.10 % largely 21.43 % somewhat 24.40 % hardly 27.98 % not	6.85 % excellent 40.18 % good 38.99 % sufficient 8.33 % moderate 5.65 % insufficient
Company reportages	39.11 % completely 36.16 % largely 18.45 % somewhat 3.69 % hardly 2.58 % not	13.28 % excellent 53.51 % good 28.78 % sufficient 3.32 % moderate 1.11 % insufficient	18.75 % completely 38.69 % largely 27.08 % somewhat 8.63 % hardly 6.85 % not	10.12 % excellent 53.27 % good 29.76 % sufficient 4.76 % moderate 2.08 % insufficient
Entrepreneurship	28.78 % completely 33.95 % largely 23.99 % somewhat 8.86 % hardly	9.59 % excellent 49.45 % good 32.47 % sufficient 6.64 % moderate	16.67 % completely 33.93 % largely 29.46 % somewhat 11.90 % hardly	8.63 % excellent 52.08 % good 31.85 % sufficient 5.36 % moderate

	4.43 % not	1.85 % insufficient	8.04 % not	2.08 % insufficient
Columns	34.69 % completely 35.06 % largely 19.93 % somewhat 7.38 % hardly 2.95 % not	15.87 % excellent 47.97 % good 29.52 % sufficient 5.17 % moderate 1.48 % insufficient	23.51 % completely 39.58 % largely 24.70 % somewhat 6.25 % hardly 5.95 % not	13.69 % excellent 50.60 % good 30.95 % sufficient 2.98 % moderate 1.79 % insufficient
Opinion	27.31 % completely 37.27 % largely 22.88 % somewhat 9.96 % hardly 2.58 % not	12.92 % excellent 45.02 % good 36.16 % sufficient 4.43 % moderate 1.48 % insufficient	17.26 % completely 38.69 % largely 25.60 % somewhat 11.31 % hardly 7.14 % not	10.12 % excellent 50.60 % good 32.44 % sufficient 4.76 % moderate 2.08 % insufficient
Result page	25.83 % completely 26.57 % largely 28.41 % somewhat 13.28 % hardly 5.90 % not	12.18 % excellent 40.96 % good 36.90 % sufficient 8.86 % moderate 1.11 % insufficient	15.18 % completely 25.89 % largely 28.27 % somewhat 17.86 % hardly 12.80 % not	13.35 % excellent 43.32 % good 35.01 % sufficient 6.23 % moderate 2.08 % insufficient
Advertisements	18.45 % completely 23.25 % largely 32.84 % somewhat 17.34 % hardly 8.12 % not	8.49 % excellent 36.53 % good 42.07 % sufficient 8.86 % moderate 4.06 % insufficient	13.99 % completely 30.95 % largely 30.65 % somewhat 15.18 % hardly 9.23 % not	10.42 % excellent 44.94 % good 35.42 % sufficient 5.95 % moderate 3.27 % insufficient

Figure 106 To what extent the subscribers and readers read the different parts of De Paardenkrant and their valuation for these different parts.

	Subscriber Bit (N=236) valuation	Reader Bit (N=325) valuation
Cover	43.22 % excellent 53.39 % good 3.39 % sufficient	38.89 % excellent 54.94 % good 5.86 % sufficient 0.31 % moderate
‘Verse Brokken’ (short articles)	12.71 % excellent 70.76 % good 14.41 % sufficient 2.12 % moderate	14.51 % excellent 61.42 % good 21.30 % sufficient 2.78 % moderate
Letters and questions	17.80 % excellent 61.86 % good 15.68 % sufficient 4.24 % moderate 0.42 % sufficient	15.12 % excellent 55.25 % good 23.77 % sufficient 5.56 % moderate 0.31 % insufficient

Interview professional rider	22.46 % excellent 62.29 % good 13.98 % sufficient 1.27 % moderate	22.84 % excellent 50.62 % good 23.77% sufficient 2.16 % moderate 0.62 % insufficient
Interview rider/instructor classical dressage	20.34 % excellent 63.56 % good 13.14 % sufficient 2.97% moderate	22.84 % excellent 50.93 % good 21.91 % sufficient 4.01 % moderate 0.31 % insufficient
Interview rider/instructor alternative sector	17.80 % excellent 57.20 % good 20.34 % sufficient 4.66 % moderate	18.21 % excellent 47.84 % good 26.54 % sufficient 6.17 % moderate 1.23 % insufficient
Product testing	20.76 % excellent 52.12 % good 20.34 % sufficient 6.78 % moderate	19.14 % excellent 47.84 % good 26.85 % sufficient 4.94 % moderate 1.23 % insufficient
Fashion	6.36 % excellent 47.03 % good 34.75 % sufficient 8.05 % moderate 3.81 % insufficient	11.73% excellent 36.11 % good 39.81 % sufficient 9.88 % moderate 2.47 % insufficient
‘Bit stalt uit’ (new products)	13.14 % excellent 53.39 % good 27.54 % sufficient 4.24 % moderate	16.36 % excellent 47.84 % good 29.94 % sufficient 5.56 % moderate 0.31 % insufficient
Column Karin Retera	11.86 % excellent 50.42 % good 28.81 % sufficient 7.63 % moderate 1.27 % insufficient	6.79% excellent 41.36 % good 41.05 % sufficient 9.57 % moderate 1.23 % insufficient
Column Demanvan	27.54 % excellent 44.49 % good 21.61 % sufficient 5.08 % moderate 1.27 % insufficient	10.80 % excellent 39.20 % good 39.81 % sufficient 8.02 % moderate 2.16 % insufficient
Veterinarian	22.46 % excellent 61.86 % good 13.98 % sufficient	21.60 % excellent 46.91 % good 26.85 % sufficient

	1.69 % moderate	4.63 % moderate
Training dressage	27.54 % excellent 57.20 % good 11.86 % sufficient 2.97 % moderate 0.42 % insufficient	31.79% excellent 45.37 % good 18.52 % sufficient 3.70 % moderate 0.62 % insufficient
Training other disciplines	15.25 % excellent 58.05 % good 19.92 % sufficient 5.08 % moderate 1.69 % insufficient	16.98 % excellent 48.77 % good 26.85 % sufficient 5.25 % moderate 2.16 % insufficient
Riding school test	23.31 % excellent 47.88 % good 19.49 % sufficient 5.93 % moderate 3.39 % insufficient	25 % excellent 42.90 % good 23.77 % sufficient 6.48 % moderate 1.85 % insufficient
Opinion	10.59 % excellent 55.93 % good 30.93 % sufficient 2.12 % moderate 0.42 % insufficient	12.65 % excellent 48.15 % good 33.02 % sufficient 5.56 % moderate 0.62 % insufficient
‘Bitjes’	8.05 % excellent 44.49 % good 33.90 % sufficient 10.59 % moderate 2.97 % insufficient	9.26 % excellent 41.36 % good 36.42% sufficient 12.04 % moderate 0.93 % insufficient
Advertisements	6.78 % excellent 35.17 % good 42.80 % sufficient 11.86 % moderate 3.39 % insufficient	8.64 % excellent 35.49 % good 38.27 % sufficient 12.04 % moderate 5.56 % insufficient
Articles about feeding	16.53 % excellent 58.05 % good 21.19 % sufficient 4.24 % moderate	17.59 % excellent 48.15 % good 27.78 % sufficient 5.56 % moderate 0.93 % insufficient
Articles about horse equipment	13.14 % excellent 60.17 % good 22.46 % sufficient 3.39 % moderate 0.85 % insufficient	18.52 % excellent 45.68 % good 28.70 % sufficient 6.48 % moderate 0.62 % insufficient
Articles about stabling and	13.98 % excellent 58.05 % good	16.98 % excellent 49.69 % good

grooming	24.58 % sufficient 3.39 % moderate	26.54 % sufficient 5.56 % moderate 1.23 % insufficient
Practical articles	20.34 % excellent 53.81 % good 20.76 % sufficient 5.08 % moderate	19.75 % excellent 51.85 % good 21.30 % sufficient 6.48 % moderate 0.62 % insufficient
‘Mens en Paard’	13.14 % excellent 53.39 % good 25.42 % sufficient 6.78 % moderate 1.27 % insufficient	14.20 % excellent 48.77 % good 31.79 % sufficient 4.94 % moderate 0.31 % insufficient
‘Foutje’	11.86 % excellent 52.12 % good 27.97 % sufficient 5.51 % moderate 2.54 % insufficient	9.88 % excellent 45.06 % good 39.20 % sufficient 4.32 % moderate 1.54 % insufficient
(Photo)reportages	25.85 % excellent 56.78 % good 13.98 % sufficient 2.97 % moderate 0.42 % insufficient	28.70 % excellent 47.53 % good 20.06 % sufficient 3.09 % moderate 0.62 % insufficient
Articles about behaviour	18.22 % excellent 60.59 % good 18.64 % sufficient 2.54 % moderate	23.46 % excellent 46.69 % good 22.22 % sufficient 4.01 % moderate 0.62 % insufficient
Articles about breeding	12.71 % excellent 54.66 % good 25 % sufficient 6.78 % moderate 0.85 % insufficient	16.36 % excellent 50 % good 26.85 % sufficient 6.48 % moderate 0.31 % insufficient
‘Een lesje van’	16.10 % excellent 63.14 % good 18.22 % sufficient 2.54 % moderate	18.83 % excellent 50.31 % good 26.85 % sufficient 3.09 % moderate 0.93 % insufficient
Articles about breeds	12.71 % excellent 53.81 % good 24.58 % sufficient 8.90 % moderate	16.98 % excellent 46.91 % good 27.16 % sufficient 6.79 % moderate 2.16 % insufficient

Articles about Natural Horsemanship	9.32 % excellent	13.89 % excellent
	48.73 % good	40.74 % good
	30.51 % sufficient	31.79 % sufficient
	8.47 % moderate	8.95 % moderate
	2.97 % insufficient	4.63 % insufficient

Figure 107 The valuation of the subscribers and readers of Bit to the different parts of the magazine.

Annex 6

Enquête op website www.horses.nl/mijnmening

1. Op welke manier(en) ben je bezig met paarden? (meerdere antwoorden mogelijk)

- ☐ Ik ben manegeruiter
- ☐ Ik heb een eigen paard/pony
- ☐ Ik lease een paard/pony
- ☐ Ik ben rijder van een paard/pony
- ☐ Ik rijd wedstrijden
- ☐ Ik rijd op recreatieve basis
- ☐ Ik houd paarden op hobbymatige basis
- ☐ Ik volg een hippische opleiding
- ☐ Ik ben instructeur/instructrice
- ☐ Ik ben dierenarts
- ☐ Ik ben hoefsmid
- ☐ Ik ben jurylid
- ☐ Ik ben eigenaar van een handelsstal/pensionstal
- ☐ Ik fok paarden
- ☐ Ik heb een bestuursfunctie bij een hippische organisatie
- ☐ Ik train paarden
- ☐ Ik lever goederen en/of diensten aan de paardenhouderij en paardensport
- ☐ Anders, namelijk

2. Paarden zijn voor mij:

- ☐ Hobby
- ☐ Ik verdien er gedeeltelijk een inkomen mee
- ☐ Beroep

3. Hoeveel eigen paard(en) en/of pony('s) heb je?

.....

4. Waar heb je de paard(en) en/of pony('s) gestald?

- ☐ Op een manege
- ☐ Op een particuliere stal
- ☐ Thuis
- ☐ Niet van toepassing
- ☐ Anders, namelijk

5. Hoeveel uur per week besteed je aan paarden?

.....

6. Wat geef je per maand uit aan harnachement?

.....

7. Wat geef je per maand uit aan ruitruiding?

.....

8. Wat geef je per maand uit aan paardruiding?

.....

9. Wat geef je per maand uit aan foerage (stalling en voer)?

.....

10. Van welke vereniging(en) ben je lid? (meerdere antwoorden mogelijk)

☐ Rijvereniging

☐ Stamboek

☐ KNHS

☐ FNRS

☐ NVVR

☐ Vereniging Eigen Paard

☐ Stichting Veilige Paardensport

☐ Stichting Rijvaardigheidsbewijzen Recreatieruiter

☐ Anders, namelijk

11. Welke websites bezoek je? (meerdere antwoorden mogelijk)

☐ Horses.nl

☐ Bokt.nl

☐ Knhs.nl

☐ Kwpn.nl

☐ Horsetelex.nl

☐ Sporthorses.nl

☐ Startlijsten.nl

☐ Dehoefslag.nl

☐ Eurodressage.com

☐ Horsus.nl

☐ NHK.nl

☐ Website van stamboek

☐ Anders, namelijk

12. Welke paardenevenementen bezoek je? (meerdere antwoorden mogelijk)

☐ Indoor Brabant

☐ CHIO Rotterdam

☐ Jumping Amsterdam

☐ Outdoor Gelderland

☐ Zwolle International

☐ Breda Hippique

☐ Hippisch Hengelo

☐ Concours Hippique Eindhoven

☐ Jumping Indoor Maastricht

☐ Military Boekelo

☐ KWPN hengstenkeuring

☐ KWPN paardendagen

☐ Paard 2012 Hardenberg

☐ Horse Event

☐ Equitana

☐ Equirience (Paard en Koets)

☐ Dag van het Aangespannen Paard

☐ Anders, namelijk

13. Welke kanalen gebruik je om informatie over paarden te verkrijgen? (meerdere antwoorden mogelijk)

- ☐ Vrienden/kennissen/familie
- ☐ Dierenarts
- ☐ Hoefsmid
- ☐ Instructeur/instructrice
- ☐ Tijdschriften
- ☐ Kranten
- ☐ Boeken
- ☐ Internet
- ☐ Stamboek
- ☐ Evenementen
- ☐ Anders, namelijk

14. In welke onderwerpen, met betrekking tot paarden, ben je het meest geïnteresseerd? (meerdere antwoorden mogelijk)

- ☐ Fokkerij
- ☐ Sport
- ☐ Ondernemerschap
- ☐ Voeding
- ☐ Gedrag
- ☐ Gezondheid
- ☐ Verzorging
- ☐ Welzijn
- ☐ Training
- ☐ Recreatief rijden
- ☐ Huisvesting
- ☐ Ruitervakanties
- ☐ Harnachement
- ☐ Mode
- ☐ Transport
- ☐ Anders, namelijk

15. In welke discipline(s) ben je het meest geïnteresseerd? (meerdere antwoorden mogelijk)

- ☐ Natural Horsemanship
- ☐ Dressuur
- ☐ Klassieke dressuur
- ☐ Vrijheidsdressuur
- ☐ Springen
- ☐ Eventing
- ☐ Mennen
- ☐ Western
- ☐ Endurance
- ☐ TREC
- ☐ Voltige
- ☐ Draf- en rensport
- ☐ Tuigpaarden
- ☐ Horseball
- ☐ Buitenrijden
- ☐ Anders, namelijk

16. Zou je geïnteresseerd zijn in een paardenblad dat geheel in het teken staat van een van onderstaande onderwerpen/disciplines? (meerdere antwoorden mogelijk)

- ☐ Dressuur
- ☐ Springen
- ☐ Mennen
- ☐ Fokkerij
- ☐ Gezondheid
- ☐ Ondernemen
- ☐ Mode
- ☐ Paardenreizen
- ☐ Anders, namelijk

17. Van welke Social Media maak je gebruik?

- ☐ Hyves
- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ Ik maak geen gebruik van Social Media
- ☐ Anders, namelijk

18. Heb je behoefte aan een paarden-community toegespitst op jouw eigen interessegebied?

- ☐ Ja
- ☐ Nee
- ☐ Misschien
- ☐ Weet niet

19. Ben je abonnee of lezer van De Paardenkrant?

- ☐ Ja, ik ben abonnee
- ☐ Ja, ik lees De Paardenkrant, maar ben geen abonnee
- ☐ Nee

Paardenkrant abonnees

20. Welke andere bladen lees je? (meerdere antwoorden mogelijk)

- ☐ Bit
- ☐ Hoefslag
- ☐ In de Strengen
- ☐ Paard & Sport
- ☐ Het Sportpaard
- ☐ Hippische ondernemer
- ☐ Stamboekblad
- ☐ Ros
- ☐ Cap
- ☐ Mensport

21. Hoe ben je in aanraking gekomen met De Paardenkrant?

- ☐ Via Horses.nl
- ☐ Via Bit
- ☐ Via familie/vrienden/kennissen

- ☐ Via een evenement
- ☐ Via een advertentie in een ander blad
- ☐ Via een advertentie op internet
- ☐ Via een proefabonnement
- ☐ Weet ik niet meer
- ☐ Anders, namelijk

22. Hoelang ben je abonnee van De Paardenkrant?

- ☐ Minder dan een jaar
- ☐ 1 t/m 5 jaar
- ☐ 6 t/m 10 jaar
- ☐ 11 t/m 15 jaar
- ☐ 16 t/m 20 jaar
- ☐ Meer dan 20 jaar
- ☐ Anders, namelijk

23. Hoeveel personen lezen, naast jijzelf, jouw Paardenkrant?

- ☐ Niemand
- ☐ 1 persoon
- ☐ 2 personen
- ☐ 3 personen
- ☐ Meer dan 3 personen
- ☐ Anders, namelijk

24. Bewaar je De Paardenkrant of knipsels eruit?

- ☐ Ja, ik bewaar alle nummers
- ☐ Ik bewaar soms een enkel nummer
- ☐ Ik knip er interessante artikelen uit
- ☐ Nee, de krant gaat na het lezen naar iemand anders
- ☐ Nee, de krant gaat na het lezen bij het oud papier

25. Hoeveel tijd besteed je aan het lezen van De Paardenkrant?

- ☐ Minder dan 10 minuten
- ☐ 10-20 minuten
- ☐ 20-30 minuten
- ☐ 30-40 minuten
- ☐ 40-50 minuten
- ☐ 50-60 minuten
- ☐ Meer dan een uur

26. In hoeverre lees je De Paardenkrant?

- ☐ Vrijwel helemaal
- ☐ Grotendeels
- ☐ Ongeveer de helft
- ☐ Een enkel stuk
- ☐ Nauwelijks

27. Kan je hieronder aangeven hoe uitgebreid u de volgende onderdelen van De Paardenkrant leest:

	helemaal	grotendeels	enigszins	nauwelijks	niet
Voorpagina	☐ 0	☐ 0	☐ 0	☐ 0	☐ 0

Algemeen nieuws	0	0	0	0	0
Dressuurartikelen	0	0	0	0	0
Springartikelen	0	0	0	0	0
Men artikelen	0	0	0	0	0
Eventing artikelen	0	0	0	0	0
Fokkerij KWPN	0	0	0	0	0
NRPS artikelen	0	0	0	0	0
Shetlandartikelen	0	0	0	0	0
Haflingerartikelen	0	0	0	0	0
Trekpaardartikelen	0	0	0	0	0
Friezenartikelen	0	0	0	0	0
New Forest artikelen	0	0	0	0	0
Welsh artikelen	0	0	0	0	0
Bedrijfsreportages	0	0	0	0	0
Ondernemerschap	0	0	0	0	0
Columns	0	0	0	0	0
Opinie	0	0	0	0	0
Uitslagenpagina	0	0	0	0	0
Advertenties	0	0	0	0	0

28. Hoe tevreden ben je over De Paardenkrant?

- 0 Zeer tevreden
- 0 Tevreden
- 0 Enigszins tevreden
- 0 Nauwelijks tevreden
- 0 Ontevreden

29. Welke stelling is het meest op jou van toepassing?

- 0 Ik ben De Paardenkrant positiever gaan waarderen
- 0 Mijn waardering is gelijk gebleven
- 0 Ik ben De Paardenkrant negatiever gaan waarderen

30. Wat vind je van de prijs ten opzichte van de kwaliteit van De Paardenkrant?

- 0 Prijs is veel te hoog
- 0 Prijs is te hoog
- 0 Prijs is in overeenstemming met de kwaliteit
- 0 Prijs is te laag
- 0 Prijs is veel te laag

31. Wat vind je van het beeld ten opzichte van de tekst?

- 0 Te veel beeld
- 0 Verhouding is goed
- 0 Te weinig beeld

32. Biedt de krant voldoende achtergronden achter het nieuws?

- 0 Ja
- 0 Nee
- 0 Misschien

33. Hoe waardeer je de hieronder genoemde onderdelen?

	uitstekend	goed	voldoende	matig	onvoldoende
Voorpagina	0	0	0	0	0
Algemeen nieuws	0	0	0	0	0
Dressuurartikelen	0	0	0	0	0
Springartikelen	0	0	0	0	0
Men artikelen	0	0	0	0	0
Eventing artikelen	0	0	0	0	0
Fokkerij KWPN	0	0	0	0	0
NRPS artikelen	0	0	0	0	0
Shetlandartikelen	0	0	0	0	0
Haflingerartikelen	0	0	0	0	0
Trekpaardartikelen	0	0	0	0	0
Friezenartikelen	0	0	0	0	0
New Forest artikelen	0	0	0	0	0
Welsh artikelen	0	0	0	0	0
Bedrijfsreportages	0	0	0	0	0
Ondernemerschap	0	0	0	0	0
Columns	0	0	0	0	0
Opinie	0	0	0	0	0
Uitslagenpagina	0	0	0	0	0
Advertenties	0	0	0	0	0

34. Welke onderwerpen of rubrieken mis je in De Paardenkrant?

.....

35. Wat vind je van de verschijningsdagen van De Paardenkrant?

0 Goed

0 Redelijk

0 Niet goed

0 Ik zou de krant liever op dinsdag i.p.v. woensdag ontvangen

36. In hoeverre wordt De Paardenkrant op tijd bezorgd?

0 Altijd

0 Meestal

0 Soms

0 Zelden

0 Nooit

37. Welk rapportcijfer geef je aan De Paardenkrant?

0 1

0 2

0 3

0 4

0 5

0 6

0 7

0 8

0 9

0 10

38. Stel dat je het abonnement op zou willen zeggen, wat zou de reden zijn om dit te doen?

.....

39. Wat zou je ervan weerhouden om je abonnement op te zeggen?

☐ Korting

☐ Een cadeautje

☐ Meer inbreng

☐ Meer persoonlijk contact

40. In hoeverre ben je het met de volgende stellingen eens?

helemaal mee eens

helemaal mee oneens

weet niet

☐ ☐ ☐ ☐ ☐ ☐

De Paardenkrant Extra heeft een toegevoegde waarde op mijn abonnement.

☐ ☐ ☐ ☐ ☐ ☐

Ik zou liever alleen De Paardenkrant ontvangen voor een lagere prijs, dan meer te betalen en ook de Paardenkrant Extra te ontvangen.

☐ ☐ ☐ ☐ ☐ ☐

Het zou fijn zijn als er ook losse abonnementen bestaan op De Paardenkrant Extra.

☐ ☐ ☐ ☐ ☐ ☐

De nieuwe lay-out van De Paardenkrant is een goede verandering.

☐ ☐ ☐ ☐ ☐ ☐

De redactie van De Paardenkrant is deskundig.

☐ ☐ ☐ ☐ ☐ ☐

De indeling van De Paardenkrant is overzichtelijk en duidelijk.

☐ ☐ ☐ ☐ ☐ ☐

In De Paardenkrant zouden ook andere disciplines meer aan bod moeten komen.

☐ ☐ ☐ ☐ ☐ ☐

Er staan te veel advertenties in De Paardenkrant.

☐ ☐ ☐ ☐ ☐ ☐

Ik kan de juiste informatie vinden als ik op zoek ben naar informatie over paarden.

☐ ☐ ☐ ☐ ☐ ☐

Ik maak dagelijks gebruik van Social Media.

☐ ☐ ☐ ☐ ☐ ☐

41. Als je gebruik maakt van Social Media, zou je het dan waarderen om De Paardenkrant via deze weg te volgen?

☐ Ja

☐ Nee

☐ Misschien

42. Aan welke aanvullende activiteiten, georganiseerd door De Paardenkrant, zou je willen deelnemen?

- ☐ Workshops bij jou in de buurt
- ☐ Themareis (bijv. naar de Olympische Spelen of een ander belangrijk evenement)
- ☐ Groepsreis (bijv. een vakantiebestemming)
- ☐ Netwerkmeeing
- ☐ Geen van allen
- ☐ Anders, namelijk

43. Hoe zou je De Paardenkrant in één woord omschrijven?

.....

Paardenkrant lezers

44. Welke andere bladen lees je? (meerdere antwoorden mogelijk)

- ☐ Bit
- ☐ Hoefslag
- ☐ In de Strengen
- ☐ Paard & Sport
- ☐ Het Sportpaard
- ☐ Hippische ondernemer
- ☐ Stamboekblad
- ☐ Ros
- ☐ Cap
- ☐ Mensport

45. Hoe ben je in aanraking gekomen met De Paardenkrant?

- ☐ Via Horses.nl
- ☐ Via Bit
- ☐ Via familie/vrienden/kennissen
- ☐ Via een evenement
- ☐ Via een advertentie in een ander blad
- ☐ Via een advertentie op internet
- ☐ Via een proefabonnement
- ☐ Weet ik niet meer
- ☐ Anders, namelijk

46. Bewaar je De Paardenkrant of knipsels eruit?

- ☐ Ja, ik bewaar alle nummers
- ☐ Ik bewaar soms een enkel nummer
- ☐ Ik knip er interessante artikelen uit
- ☐ Nee, de krant gaat na het lezen naar iemand anders
- ☐ Nee, de krant gaat na het lezen bij het oud papier

47. Hoeveel tijd besteed je aan het lezen van De Paardenkrant?

- ☐ Minder dan 10 minuten
- ☐ 10-20 minuten
- ☐ 20-30 minuten
- ☐ 30-40 minuten
- ☐ 40-50 minuten
- ☐ 50-60 minuten
- ☐ Meer dan een uur

48. In hoeverre lees je De Paardenkrant?

- ☐ Vrijwel helemaal
- ☐ Grotendeels
- ☐ Ongeveer de helft
- ☐ Een enkel stuk
- ☐ Nauwelijks

49. Kan je hieronder aangeven hoe uitgebreid u de volgende onderdelen van De Paardenkrant leest:

	helemaal	grotendeels	enigszins	nauwelijks	niet
Voorpagina	☐	☐	☐	☐	☐
Algemeen nieuws	☐	☐	☐	☐	☐
Dressuurartikelen	☐	☐	☐	☐	☐
Springartikelen	☐	☐	☐	☐	☐
Men artikelen	☐	☐	☐	☐	☐
Eventing artikelen	☐	☐	☐	☐	☐
Fokkerij KWPN	☐	☐	☐	☐	☐
NRPS artikelen	☐	☐	☐	☐	☐
Shetlandartikelen	☐	☐	☐	☐	☐
Haflingerartikelen	☐	☐	☐	☐	☐
Trekpaardartikelen	☐	☐	☐	☐	☐
Friezenartikelen	☐	☐	☐	☐	☐
New Forest artikelen	☐	☐	☐	☐	☐
Welsh artikelen	☐	☐	☐	☐	☐
Bedrijfsreportages	☐	☐	☐	☐	☐
Ondernemerschap	☐	☐	☐	☐	☐
Columns	☐	☐	☐	☐	☐
Opinie	☐	☐	☐	☐	☐
Uitslagenpagina	☐	☐	☐	☐	☐
Advertenties	☐	☐	☐	☐	☐

50. Hoe tevreden ben je over De Paardenkrant?

- ☐ Zeer tevreden
- ☐ Tevreden
- ☐ Enigszins tevreden
- ☐ Nauwelijks tevreden
- ☐ Ontevreden

51. Welke stelling is het meest op jou van toepassing?

- ☐ Ik ben De Paardenkrant positiever gaan waarderen
- ☐ Mijn waardering is gelijk gebleven
- ☐ Ik ben De Paardenkrant negatiever gaan waarderen

52. Wat vind je van de prijs ten opzichte van de kwaliteit van De Paardenkrant?

- ☐ Prijs is veel te hoog
- ☐ Prijs is te hoog
- ☐ Prijs is in overeenstemming met de kwaliteit
- ☐ Prijs is te laag
- ☐ Prijs is veel te laag

53. Wat vind je van het beeld ten opzichte van de tekst?

- ☐ Te veel beeld
- ☐ Verhouding is goed
- ☐ Te weinig beeld

54. Biedt de krant voldoende achtergronden achter het nieuws?

- ☐ Ja
- ☐ Nee
- ☐ Misschien

55. Hoe waardeer je de hieronder genoemde onderdelen?

	uitstekend	goed	voldoende	matig	onvoldoende
Voorpagina	0	0	0	0	0
Algemeen nieuws	0	0	0	0	0
Dressuurartikelen	0	0	0	0	0
Springartikelen	0	0	0	0	0
Men artikelen	0	0	0	0	0
Eventing artikelen	0	0	0	0	0
Fokkerij KWPN	0	0	0	0	0
NRPS artikelen	0	0	0	0	0
Shetlandartikelen	0	0	0	0	0
Haflingerartikelen	0	0	0	0	0
Trekpaardartikelen	0	0	0	0	0
Friezenartikelen	0	0	0	0	0
New Forest artikelen	0	0	0	0	0
Welsh artikelen	0	0	0	0	0
Bedrijfsreportages	0	0	0	0	0
Ondernemerschap	0	0	0	0	0
Columns	0	0	0	0	0
Opinie	0	0	0	0	0
Uitslagenpagina	0	0	0	0	0
Advertenties	0	0	0	0	0

56. Welke onderwerpen of rubrieken mis je in De Paardenkrant?

.....

57. Wat vind je van de verschijningsdagen van De Paardenkrant?

- ☐ Goed
- ☐ Redelijk
- ☐ Niet goed
- ☐ Ik zou de krant liever op dinsdag i.p.v. woensdag ontvangen

58. Welk rapportcijfer geef je aan De Paardenkrant?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6

0 7
0 8
0 9
0 10

59. Welke uitgave van De Paardenkrant Extra vind je het meest interessant?

0 Sport
0 Fokkerij
0 Ondernemerschap
0 Weet niet

60. Welk rapportcijfer geef je aan De Paardenkrant Extra?

0 1
0 2
0 3
0 4
0 5
0 6
0 7
0 8
0 9
0 10

61. Hoe zou je De Paardenkrant in één woord omschrijven?

.....

62. In hoeverre ben je het met de volgende stellingen eens?

helemaal mee eens				helemaal mee oneens		weet niet
0	0	0	0	0	0	0

De Paardenkrant Extra heeft een toegevoegde waarde op mijn abonnement.

0	0	0	0	0	0
---	---	---	---	---	---

Ik zou liever alleen De Paardenkrant ontvangen voor een lagere prijs, dan meer te betalen en ook de Paardenkrant Extra te ontvangen.

0	0	0	0	0	0
---	---	---	---	---	---

Het zou fijn zijn als er ook losse abonnementen bestaan op De Paardenkrant Extra.

0	0	0	0	0	0
---	---	---	---	---	---

De nieuwe lay-out van De Paardenkrant is een goede verandering.

0	0	0	0	0	0
---	---	---	---	---	---

De redactie van De Paardenkrant is deskundig.

0	0	0	0	0	0
---	---	---	---	---	---

De indeling van De Paardenkrant is overzichtelijk en duidelijk.

0	0	0	0	0	0
---	---	---	---	---	---

In De Paardenkrant zouden ook andere disciplines meer aan bod moeten komen.

0 0 0 0 0 0

Er staan te veel advertenties in De Paardenkrant.

0 0 0 0 0 0

Ik kan de juiste informatie vinden als ik op zoek ben naar informatie over paarden.

0 0 0 0 0 0

Ik maak dagelijks gebruik van Social Media.

0 0 0 0 0 0

63. Als je gebruik maakt van Social Media, zou je het dan waarderen om De Paardenkrant via deze weg te volgen?

0 Ja

0 Nee

0 Misschien

64. Aan welke aanvullende activiteiten, georganiseerd door De Paardenkrant, zou je willen deelnemen?

0 Workshops bij jou in de buurt

0 Themareis (bijv. naar de Olympische Spelen of een ander belangrijk evenement)

0 Groepsreis (bijv. een vakantiebestemming)

0 Netwerkmeeing

0 Geen van allen

0 Anders, namelijk

65. Ben je abonnee of lezer van Bit?

0 Ja, ik ben abonnee

0 Ja, ik lees De Paardenkrant, maar ben geen abonnee

0 Nee

Bit abonnees

66. Welke andere bladen lees je?

0 De Paardenkrant

0 Hoefslag

0 In de Strengen

0 Paard & Sport

0 Het Sportpaard

0 Hippische ondernemer

0 Stamboekblad

0 Penny

0 Ros

0 Cap

0 Mensport

0 Anders, namelijk

67. Hoe ben je in aanraking gekomen met Bit?

0 Via Horses.nl

0 Via De Paardenkrant

0 Via familie/vrienden/kennissen

- ☐ Via een evenement
- ☐ Via een advertentie in een ander blad
- ☐ Via een advertentie op internet
- ☐ Via een proefabonnement
- ☐ Weet ik niet meer
- ☐ Anders, namelijk

68. Hoelang ben je abonnee van Bit?

- ☐ Minder dan een jaar
- ☐ 1-2 jaar
- ☐ 3-4 jaar
- ☐ 5-6 jaar
- ☐ 7-8 jaar
- ☐ 9-10 jaar
- ☐ 11-12 jaar
- ☐ 13-14 jaar
- ☐ Meer dan 14 jaar

69. Hoeveel personen lezen, naast jijzelf, jouw nummer van Bit?

- ☐ Niemand
- ☐ 1 persoon
- ☐ 2 personen
- ☐ 3 personen
- ☐ Meer dan 3 personen
- ☐ Anders, namelijk

70. Bewaar je nummers van Bit?

- ☐ Ja, ik bewaar alle nummers
- ☐ Ik bewaar soms een enkel nummer
- ☐ Ik knip er interessante artikelen uit
- ☐ Nee, Bit gaat na het lezen naar iemand anders
- ☐ Nee, Bit gaat na het lezen bij het oud papier

71. Hoeveel tijd besteed je aan het lezen van Bit?

- ☐ Minder dan 30 minuten
- ☐ 30-60 minuten
- ☐ 60-90 minuten
- ☐ 90-120 minuten
- ☐ Meer dan 120 minuten

72. In hoeverre lees je een nummer van Bit?

- ☐ Vrijwel helemaal
- ☐ Grotendeels
- ☐ Ongeveer de helft
- ☐ Een enkel stuk
- ☐ Nauwelijks

72. Hoe tevreden ben je over Bit?

- ☐ Zeer tevreden
- ☐ Tevreden
- ☐ Enigszins tevreden

0 Nauwelijks tevreden
0 Ontevreden

73. Welke stelling is het meest op jou van toepassing?

0 Ik ben Bit positiever gaan waarderen
0 Mijn waardering is gelijk gebleven
0 Ik ben Bit negatiever gaan waarderen

74. Wat kost een abonnement op Bit jaarlijks?

..... euro

75. Wat kost een los nummer van Bit?

..... euro

76. Wat vind je van de prijs ten opzichte van de kwaliteit van Bit?

0 Prijs is veel te hoog
0 Prijs is te hoog
0 Prijs is in overeenstemming met de kwaliteit
0 Prijs is te laag
0 Prijs is veel te laag

77. Wat vind je een goede prijs voor een jaarabonnement op Bit?

.... euro

78. Wat vind een goede prijs voor een los nummer van Bit?

..... euro

79. Hoe vaak zou Bit jaarlijks moeten verschijnen?

0 8 keer per jaar
0 10 keer per jaar
0 12 keer per jaar
0 Anders, namelijk

80. Wat vind je van het beeld ten opzichte van de tekst?

0 Te veel beeld
0 Verhouding is goed
0 Te weinig beeld

81. Hoe waardeer je de hieronder genoemde onderdelen?

	uitstekend	goed	voldoende	matig	onvoldoende
Cover	0	0	0	0	0
Korte berichten ('Verse Brokken')					
Brieven en vragen					
Interview topsporter					
Interview klassiek ruiter/instructeur					
Interview alternatief ruiter/instructeur					
Productvergelijking/testen					
Mode					
Nieuwe producten ('Bit Stalt Uit')					
Column Karin Retera					

Column Demanvan
Veterinair
Training dressuur
Training andere disciplines
Manegetest
Opinieartikelen
Bitjes
Advertenties
Artikelen over voeding
Artikelen over harnachement
Houderij (stal en verzorging)
Praktische artikelen ('Hoe pak je iets aan')
De rubriek Mens&Paard
De rubriek Foutje
(Foto)reportages
Artikelen over gedrag
Artikelen over fokkerij
'Een lesje van'
Artikelen over rassen
Artikelen over Natural Horsemanship

82. Welke onderwerpen of rubrieken mis je in Bit?

.....

83. In hoeverre wordt Bit op tijd bezorgd?

- 0 Altijd
- 0 Meestal
- 0 Soms
- 0 Zelden
- 0 Nooit

84. Welk rapportcijfer geef je aan Bit?

- 0 1
- 0 2
- 0 3
- 0 4
- 0 5
- 0 6
- 0 7
- 0 8
- 0 9
- 0 10

85. In hoeverre lees je de advertenties in Bit?

- 0 Vrijwel allemaal
- 0 Soms
- 0 Nauwelijks
- 0 Alleen als ik een product wil kopen

86. Zou je geïnteresseerd zijn in een online-abonnement op Bit?

- 0 Ja

- 0 Nee
0 Misschien

87. Stel dat je het abonnement op zou willen zeggen, wat zou de reden zijn om dit te doen?
.....

88. Wat zou je ervan weerhouden om je abonnement op te zeggen?
0 Korting
0 Een cadeautje
0 Meer inbreng
0 Meer persoonlijk contact

89. Op de lezerspagina van Bit verloten we cadeaus onder Bit-lezers, zoals kaarten voor een evenement of rijkleding. Waar zou jij het liefst kans op maken?
0 Kaarten voor een evenement
0 Boeken
0 Kleding
0 Paardrijvakantie

90. In hoeverre ben je het met de volgende stellingen eens?

helemaal mee eens				helemaal mee oneens	weet niet
0	0	0	0	0	0

Bit heeft veel praktische tips en adviezen.

0	0	0	0	0	0
---	---	---	---	---	---

De redactie van Bit is deskundig.

0	0	0	0	0	0
---	---	---	---	---	---

De indeling van Bit is overzichtelijk en duidelijk.

0	0	0	0	0	0
---	---	---	---	---	---

Ik mis onderwerpen, die niet in Bit aan bod komen.

0	0	0	0	0	0
---	---	---	---	---	---

Er staan te veel advertenties in Bit.

0	0	0	0	0	0
---	---	---	---	---	---

Ik zou liever korting krijgen op de abonnementsprijs dan een cadeautje te ontvangen.

0	0	0	0	0	0
---	---	---	---	---	---

Ik kan de juiste informatie vinden als ik op zoek ben naar informatie over paarden.

0	0	0	0	0	0
---	---	---	---	---	---

Ik maak dagelijks gebruik van Social Media.

0	0	0	0	0	0
---	---	---	---	---	---

91. Als je gebruik maakt van Social Media, zou je het dan waarderen om Bit via deze weg te volgen?

- 0 Ja
0 Nee
0 Misschien

92. Aan welke aanvullende activiteiten, georganiseerd door Bit, zou je willen deelnemen?

- ☐ Workshops bij jou in de buurt
- ☐ Themareis (bijv. naar de Olympische Spelen of een ander belangrijk evenement)
- ☐ Groepsreis (bijv. een vakantiebestemming)
- ☐ Netwerkmeeing
- ☐ Geen van allen
- ☐ Anders, namelijk

93. Hoe zou je Bit in één woord omschrijven?

.....

94. Welke onderwerpen en rubrieken in Bit interesseren je het meest? (meerdere antwoorden mogelijk)

- ☐ Training dressuur
- ☐ Training andere disciplines
- ☐ Natural Horsemanship
- ☐ Sport
- ☐ Praktische artikelen ('Hoe pak je iets aan')
- ☐ Recreatief rijden
- ☐ Voeding
- ☐ Houderij (stal en verzorging)
- ☐ Gedrag
- ☐ Veterinair
- ☐ Opinie
- ☐ COLUMNS
- ☐ Interviews met topsportruiters
- ☐ Interviews met klassieke ruiters of instructeurs
- ☐ Interviews met ruiters of instructeurs uit 'alternatieve' tak
- ☐ Welzijn (politiek en regelgeving)
- ☐ Harnachement
- ☐ Fokkerij
- ☐ Productvergelijking/testen
- ☐ Nieuwe producten
- ☐ Mode
- ☐ (Foto)reportages
- ☐ Ruitervakanties
- ☐ Vervoer
- ☐ Juridisch
- ☐ Relatie mens/paard
- ☐ 'Een lesje van'
- ☐ Brieven en vragen
- ☐ Ik wil zelf meer kans maken om in Bit te komen
- ☐ Rassen
- ☐ Pony's
- ☐ Manegetest

Bit lezers

95. Welke andere bladen lees je?

- ☐ De Paardenkrant
- ☐ Hoefslag
- ☐ In de Strengen
- ☐ Paard & Sport
- ☐ Het Sportpaard
- ☐ Hippische ondernemer
- ☐ Stamboekblad
- ☐ Penny
- ☐ Ros
- ☐ Cap
- ☐ Mensport
- ☐ Anders, namelijk

96. Hoe ben je in aanraking gekomen met Bit?

- ☐ Via Horses.nl
- ☐ Via De Paardenkrant
- ☐ Via familie/vrienden/kennissen
- ☐ Via een evenement
- ☐ Via een advertentie in een ander blad
- ☐ Via een advertentie op internet
- ☐ Via een proefabonnement
- ☐ Weet ik niet meer
- ☐ Anders, namelijk

97. Hoe vaak koop je jaarlijks een los nummer van Bit?

- ☐ 1 a 2 keer
- ☐ 3 a 4 keer
- ☐ 5 a 6 keer
- ☐ 7 a 8 keer
- ☐ 9 a 10 keer
- ☐ Ik koop alle nummers

98. Hoeveel personen lezen, naast jijzelf, jouw nummer van Bit?

- ☐ Niemand
- ☐ 1 persoon
- ☐ 2 personen
- ☐ 3 personen
- ☐ Meer dan 3 personen
- ☐ Anders, namelijk

99. Bewaar je nummers van Bit?

- ☐ Ja, ik bewaar alle nummers
- ☐ Ik bewaar soms een enkel nummer
- ☐ Ik knip er interessante artikelen uit
- ☐ Nee, Bit gaat na het lezen naar iemand anders
- ☐ Nee, Bit gaat na het lezen bij het oud papier

100. Hoeveel tijd besteed je aan het lezen van Bit?

- ☐ Minder dan 30 minuten
- ☐ 30-60 minuten
- ☐ 60-90 minuten
- ☐ 90-120 minuten
- ☐ Meer dan 120 minuten

101. In hoeverre lees je een nummer van Bit?

- ☐ Vrijwel helemaal
- ☐ Grotendeels
- ☐ Ongeveer de helft
- ☐ Een enkel stuk
- ☐ Nauwelijks

102. Hoe tevreden ben je over Bit?

- ☐ Zeer tevreden
- ☐ Tevreden
- ☐ Enigszins tevreden
- ☐ Nauwelijks tevreden
- ☐ Ontevreden

103. Welke stelling is het meest op jou van toepassing?

- ☐ Ik ben Bit positiever gaan waarderen
- ☐ Mijn waardering is gelijk gebleven
- ☐ Ik ben Bit negatiever gaan waarderen

104. Wat kost een abonnement op Bit jaarlijks?

..... euro

105. Wat kost een los nummer van Bit?

..... euro

106. Wat vind je van de prijs ten opzichte van de kwaliteit van Bit?

- ☐ Prijs is veel te hoog
- ☐ Prijs is te hoog
- ☐ Prijs is in overeenstemming met de kwaliteit
- ☐ Prijs is te laag
- ☐ Prijs is veel te laag

107. Wat vind je een goede prijs voor een jaarabonnement op Bit?

.... euro

108. Wat vind je een goede prijs voor een los nummer van Bit?

..... euro

109. Hoe vaak zou Bit jaarlijks moeten verschijnen?

- ☐ 8 keer per jaar
- ☐ 10 keer per jaar
- ☐ 12 keer per jaar
- ☐ Anders, namelijk

110. Wat vind je van het beeld ten opzichte van de tekst?

- 0 Te veel beeld
- 0 Verhouding is goed
- 0 Te weinig beeld

111. Hoe waardeer je de hieronder genoemde onderdelen?

	uitstekend	goed	voldoende	matig	onvoldoende
Cover	0	0	0	0	0
Korte berichten ('Verse Brokken')					
Brieven en vragen					
Interview topsporter					
Interview klassiek ruiter/instructeur					
Interview alternatief ruiter/instructeur					
Productvergelijking/testen					
Mode					
Nieuwe producten ('Bit Stalt Uit')					
Column Karin Retera					
Column Demanvan					
Veterinair					
Training dressuur					
Training andere disciplines					
Manegetest					
Opinieartikelen					
Bitjes					
Advertenties					
Artikelen over voeding					
Artikelen over harnachement					
Houderij (stal en verzorging)					
Praktische artikelen ('Hoe pak je iets aan')					
De rubriek Mens&Paard					
De rubriek Foutje					
(Foto)reportages					
Artikelen over gedrag					
Artikelen over fokkerij					
'Een lesje van'					
Artikelen over rassen					
Artikelen over Natural Horsemanship					

112. Welke onderwerpen of rubrieken mis je in Bit?

.....

113. Welk rapportcijfer geef je aan Bit?

- 0 1
- 0 2
- 0 3
- 0 4
- 0 5
- 0 6
- 0 7
- 0 8

0 9
0 10

114. In hoeverre lees je de advertenties in Bit?

0 Vrijwel allemaal

0 Soms

0 Nauwelijks

0 Alleen als ik een product wil kopen

115. Zou je geïnteresseerd zijn in een online-abonnement op Bit?

0 Ja

0 Nee

0 Misschien

116. Op de lezerspagina van Bit verloten we cadeaus onder Bit-lezers, zoals kaarten voor een evenement of rijkleding. Waar zou jij het liefst kans op maken?

0 Kaarten voor een evenement

0 Boeken

0 Kleding

0 Paardrijvakantie

117. In hoeverre ben je het met de volgende stellingen eens?

helemaal mee eens				helemaal mee oneens	weet niet
0	0	0	0	0	0

Bit heeft veel praktische tips en adviezen.

0	0	0	0	0	0
---	---	---	---	---	---

De redactie van Bit is deskundig.

0	0	0	0	0	0
---	---	---	---	---	---

De indeling van Bit is overzichtelijk en duidelijk.

0	0	0	0	0	0
---	---	---	---	---	---

Ik mis onderwerpen, die niet in Bit aan bod komen.

0	0	0	0	0	0
---	---	---	---	---	---

Er staan te veel advertenties in Bit.

0	0	0	0	0	0
---	---	---	---	---	---

Ik zou liever korting krijgen op de abonnementsprijs dan een cadeautje te ontvangen.

0	0	0	0	0	0
---	---	---	---	---	---

Ik kan de juiste informatie vinden als ik op zoek ben naar informatie over paarden.

0	0	0	0	0	0
---	---	---	---	---	---

Ik maak dagelijks gebruik van Social Media.

0	0	0	0	0	0
---	---	---	---	---	---

118. Als je gebruik maakt van Social Media, zou je het dan waarderen om Bit via deze weg te volgen?

- ☐ Ja
- ☐ Nee
- ☐ Misschien

119. Aan welke aanvullende activiteiten, georganiseerd door Bit, zou je willen deelnemen?

- ☐ Workshops bij jou in de buurt
- ☐ Themareis (bijv. naar de Olympische Spelen of een ander belangrijk evenement)
- ☐ Groepsreis (bijv. een vakantiebestemming)
- ☐ Netwerkmeeeting
- ☐ Geen van allen
- ☐ Anders, namelijk

120. Hoe zou je Bit in één woord omschrijven?

.....

121. Welke onderwerpen en rubrieken in Bit interesseren je het meest? (meerdere antwoorden mogelijk)

- ☐ Training dressuur
- ☐ Training andere disciplines
- ☐ Natural Horsemanship
- ☐ Sport
- ☐ Praktische artikelen ('Hoe pak je iets aan')
- ☐ Recreatief rijden
- ☐ Voeding
- ☐ Houderij (stal en verzorging)
- ☐ Gedrag
- ☐ Veterinair
- ☐ Opinie
- ☐ COLUMNS
- ☐ Interviews met topsportruiters
- ☐ Interviews met klassieke ruiters of instructeurs
- ☐ Interviews met ruiters of instructeurs uit 'alternatieve' tak
- ☐ Welzijn (politiek en regelgeving)
- ☐ Harnachement
- ☐ Fokkerij
- ☐ Productvergelijking/testen
- ☐ Nieuwe producten
- ☐ Mode
- ☐ (Foto)reportages
- ☐ Ruitervakanties
- ☐ Vervoer
- ☐ Juridisch
- ☐ Relatie mens/paard
- ☐ 'Een lesje van'
- ☐ Brieven en vragen
- ☐ Ik wil zelf meer kans maken om in Bit te komen
- ☐ Rassen
- ☐ Pony's

0 Manegetest

122. Waarom heb je geen abonnement op Bit (meer)?

.....

123. Gebruik je de website Horses.nl?

0 Ja

0 Nee

Algemene gegevens

136. Wat is je geslacht?

0 Man

0 Vrouw

137. Wat is je leeftijd?

.....

138. In welke provincie woon je?

0 Friesland

0 Groningen

0 Drenthe

0 Overijssel

0 Flevoland

0 Gelderland

0 Utrecht

0 Noord-Brabant

0 Limburg

0 Zeeland

0 Zuid-Holland

0 Noord-Holland

0 Ik woon niet in Nederland

139. Wat is je hoogst genoten opleiding?

0 VMBO

0 HAVO

0 VWO

0 MBO

0 HBO

0 WO

0 Anders, namelijk....

140. Het modale inkomen voor 2011 wordt geschat op €33.000; welke situatie is op jou van toepassing?

0 Ik verdien benedenmodaal

0 Ik heb ongeveer een modaal inkomen

0 Ik verdien bovenmodaal

0 Ik ben student/scholier

0 Anders, namelijk

