TEXAS LONGHORN
Breeders Association of America

MEMBERSHIP PROFILE

**Trails Readership

Trails Readers	99%
Read Every Issue	87%
Read Regulary	79%
Read Often	3%
Read Occasionally	2%
**Refer to back issues	96%
Often	50%
Occasionally	46%

**TLBAA Members Are:

Under 25	3%
26 - 34	12%
35 - 49	32%
50 - 65	42%
Over 65	11%

**Household Income:

Over $100,000	44%
$50,000 – $99,000	33%
$35,000 – $49,000	8%

**Raise Longhorns as a:

Hobby	42%
Secondary Business	52%
Primary Business	6%

*Own Other Livestock:

Horses	72%
Cattle	52%
Goats	14%
Other	18%

*Vehicles:

Own Avgerage of	
Cars	1.28
Trucks	2.14

*Lease or buy new vehicles every:

2 – 4 years	48%
More than 5 years	44%
1 – 2 years	8%

*Own:

Tractors	84%
Mowers	60%
Balers	22%

*Feed:

Buy Cattle Feed:	
Monthly	52%
Weekly	29%
Quarterly	17%

Spend Annually	$5,040
Combined Membership Spend Annually	*$25.8 Million*

*Pasture:

Buy Pasture Products	73%
Buy Pasture Products from:	
Feed Store	63%
Veterinarian	52%
Retail Outlet	26%
Internet	5%
Other	5%

*Own Equipment:

Cattle Panels	77%
Chutes	69%
Calf Table	10%
Scales	10%

**2009 Membership Survey
*Survey Conducted in 2003 by M/C/C