

A STUDY ON HORSE GIRLS

The survey *A Study On Horse Girls* was made by Star Stable Entertainment AB in June 2022. **16,479 people** of the Star Stable community worldwide responded to this survey.

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WHAT IS A HORSE GIRL TO YOU?

A girl that is obsessed with horses	70,1%
A girl that has a general interest in horses	43,4%
A girl that rides horses	36,5%
A girl that play horse games	18%
Other	5,5%

HOW IS THE PHRASE "HORSE GIRL" GENERALLY USED?

In a mocking way	72,8%
I don't know	15,5%
As a compliment	11,7%

WHAT STEREOTYPES / STIGMA HAVE YOU SEEN OR HEARD AROUND HORSE GIRLS?

(SELECT ALL THAT APPLY) HORSE GIRLS ARE... (TOP 5 MULTIPLE ANSWERS)

Obsessed	77%	Crazy	72,3%
Weird	70,8%	Annoying	60,4%
Brave	30%		

HAVE YOU EVER BEEN EMBARRASSED TO CALL YOURSELF A HORSE GIRL?

No	44,4%	Yes	41%
I don't know	14,5%		

HAVE YOU EVER BEEN BULLIED OR MOCKED FOR YOUR INTEREST IN HORSES?

Yes	60%	No	40%
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HAVE YOU SEEN OTHERS BEING BULLIED OR MOCKED FOR THEIR INTERESTS IN HORSES?

Yes	71,3%	No	28,7%
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IF YES ON THE PREVIOUS QUESTION – WHERE?

In school	75,4%	Online	61,5%
Other	20,2%	In the stable	10,2%

HAS THE PERCEPTION AROUND HORSE GIRLS OR THE EQUESTRIAN WORLD LED TO YOU WANTING TO QUIT RIDING OR HIDE YOUR INTEREST IN HORSES?

No	65,7%	Yes	23,4%
Not sure	10,9%		

IF YOU QUIT RIDING (DUE TO BULLYING/MOCKING) AT WHAT AGE DID YOU QUIT?

13-15 y/o	30,2%	10-12 y/o	24,9%
16-19 y/o	14,2%	20+ y/o	14,2%
6-9 y/o	6,8%		

HOW DOES HORSE RIDING MAKE YOU FEEL? (TOP 5 SUGGESTIONS)

Free	82,6%	Alive	76,3%
Confident	66,5%	Proud	59,5%
Brave	57,9%		

#YesImAHorseGirl

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