DRF.com

# 400,000 Horse Racing Fans Can't Be Wrong: DRF.com is the top horse racing site on the internet.

Whether you're looking for an audience of the most sophisticated, tech-savvy horseplayers in the world or the more casual audience that is only interested in racing during Triple Crown season, DRF.com is the #1 destination for horse racing fans on the World Wide Web.

## USAGE

**15,000,000** page views per month/average
**400,000** Unique Visitors per month
**550,000** Unique Visitors per month during peak seasons (Triple Crown, Breeders' Cup)

## WAGERING HABITS

**67%** of online users are account wagerers, either online or via a phone account
**24%** wager via a telephone betting account once a week or more
**39%** wager via the internet once a week or more
**$423** average wagering amount per day (as compared to national average of $116 per day)
**19%** wager $500 or more every day they bet.

## USER DEMOGRAPHICS

**93%** Men
**69%** 25-54 years old
**63%** Have College Degree or higher
**20%** Have Post-Graduate Degree(s)
**79%** Own Primary Residence
**60%** Professional/Executive/Managerial Occupation
**44%** HHI $76,000 - $200,000
**12%** HHI $200,001+

## PRODUCT USAGE

**Electronics**
**98%** of site users own a computer
**97%** own a computer printer
**87%** own a cellphone
**42%** own a satellite dish
**20%** own a PDA
**20%** plan to purchase one or more of the above in the next year.

**Liquor/Tobacco**
**61%** consume beer
**45%** consume wine
**24%** consume vodka
**19%** consume bourbon
**16%** consume scotch
**15%** smoke cigars
Of the cigar smokers, **68%** spend $5 or more per cigar.
**38%** of readers consume alcoholic beverages **2 times per week or more**
**19%** of readers consume alcoholic beverages **4 times per week or more**

For rates and other information, contact

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DRF Online usage s tudy conducted and complied by Perelmuth and Associates, NY, NY July 2002.