2012 STATE OF THE HERD REPORT

Table of Contents

Charts & Graphs

Tables

Introduction

Welcome to the first of what I hope will be a continuing series of annual reports on the state of Bronydom. It represents the analysis of over nine thousand census submissions, provided by bronies across the world, responding to requests for participation publicized on Equestria Daily, ponychan, canterlot.com and other brony-friendly web sites.

My thanks especially to the folks over at Equestria Daily for giving the census a massive kickstart by featuring it in the roundup!

If you have questions or comments about the census, or would like access to a particular subset of the data for research purposes, you can reach me at:

CoderBrony@gmail.com

The home page for the census is and will remain:

http://www.herdcensus.com/

Executive Summary

Twilight Sparkle is Best Pony!
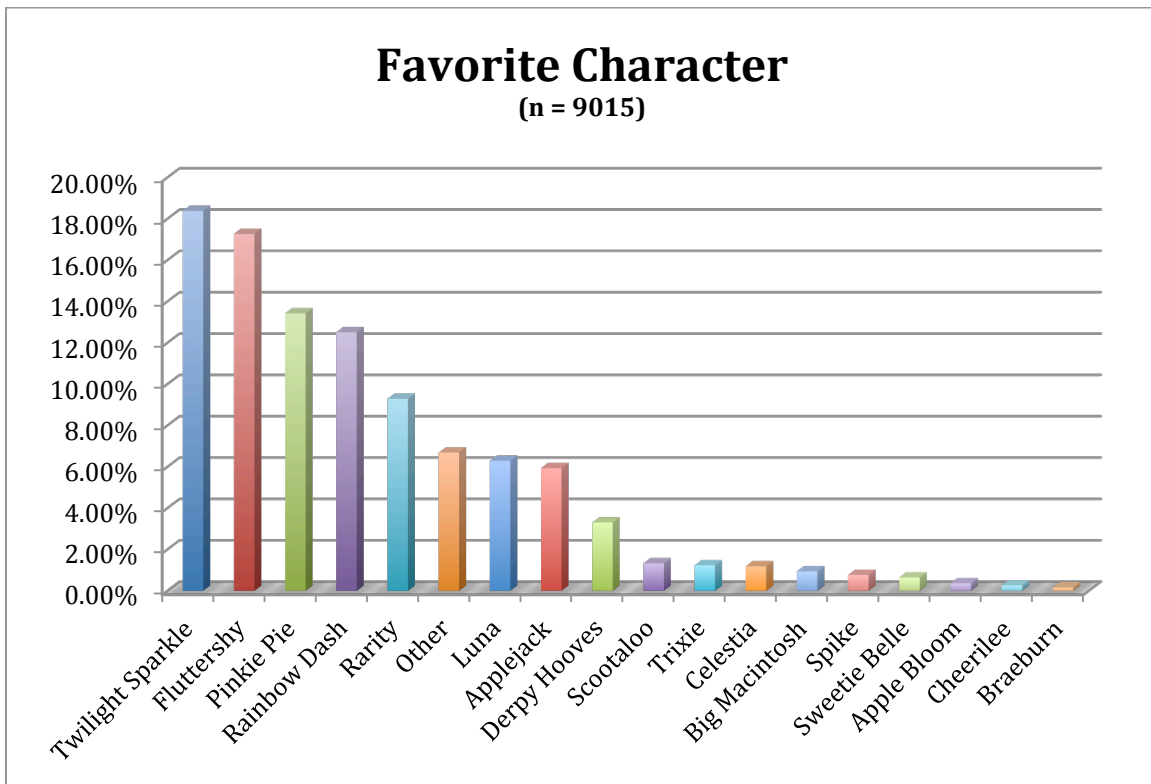
Figure 1 - Most Popular Character

But Fluttershy fans, take heart! She was Best Pony in Australia. If that's all you were sticking around for, you can go on with your day.

Slightly Less Executive Summary

We're Mostly Colts and Stallions

Sex
(n = 9015)

14.29%

85.71%

- Female
- Male
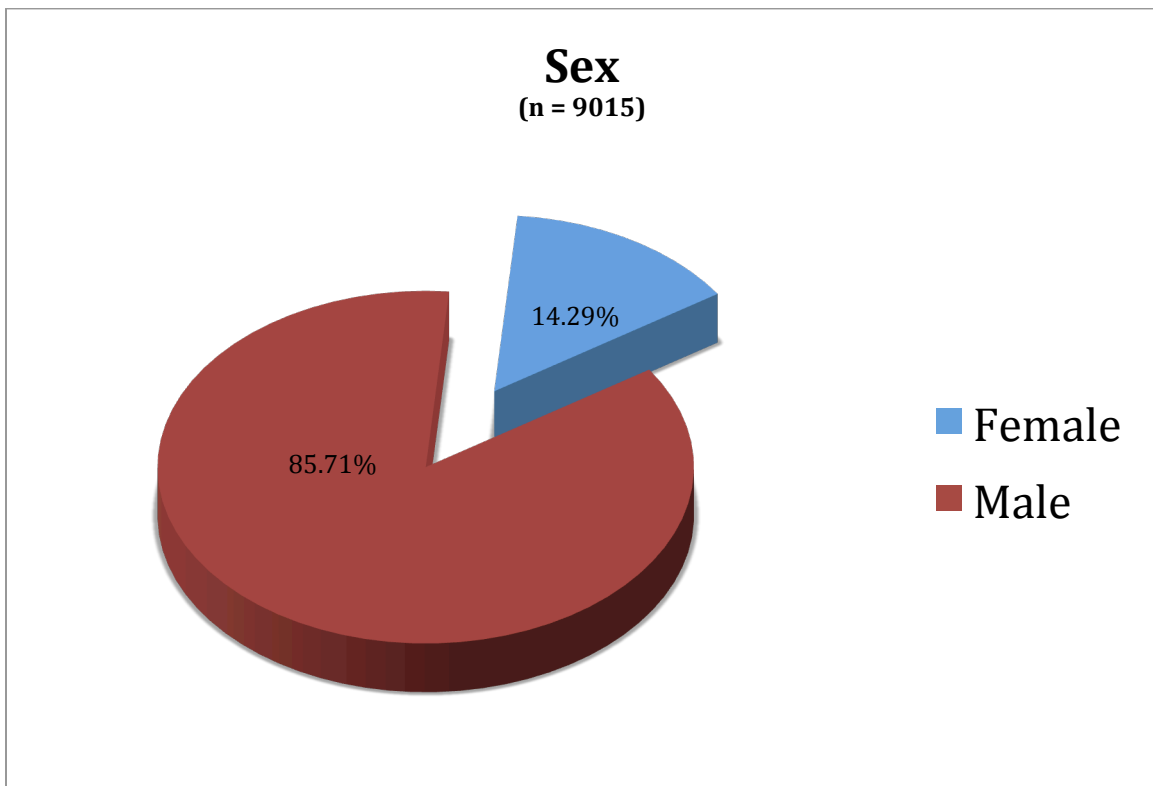
Figure 2 - Sex Distribution

(Hopefully not many geldings… shudder…)

We're On The Young Side

Age
(n = 9015)
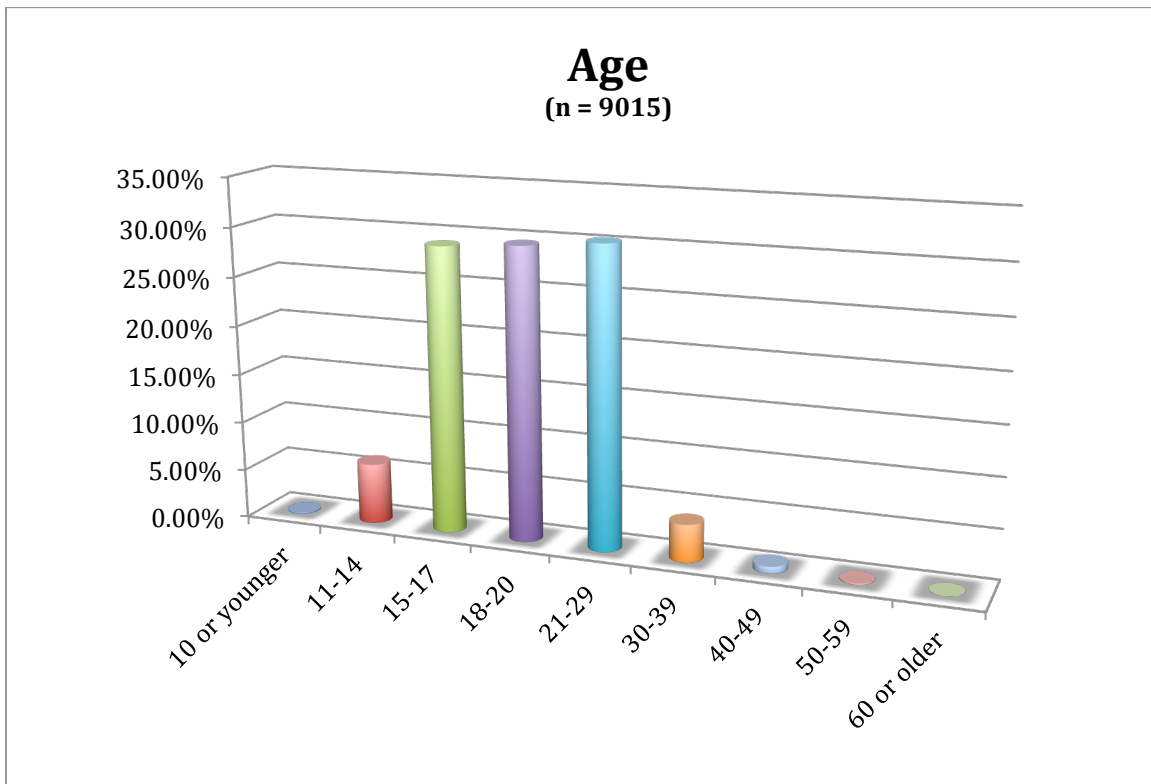
Figure 3 - Age Distribution

Looks like we got ourselves one of them there bell-curves, Applejack.

Applejack: "Don't you use your fancy mathematics to muddle the issue!"

We're Relatively Well Educated

Educational Level Attained (18 and Older)
(n = 5816, Source: 2010 United States Census)

Legend:
- Bronies
- US Average
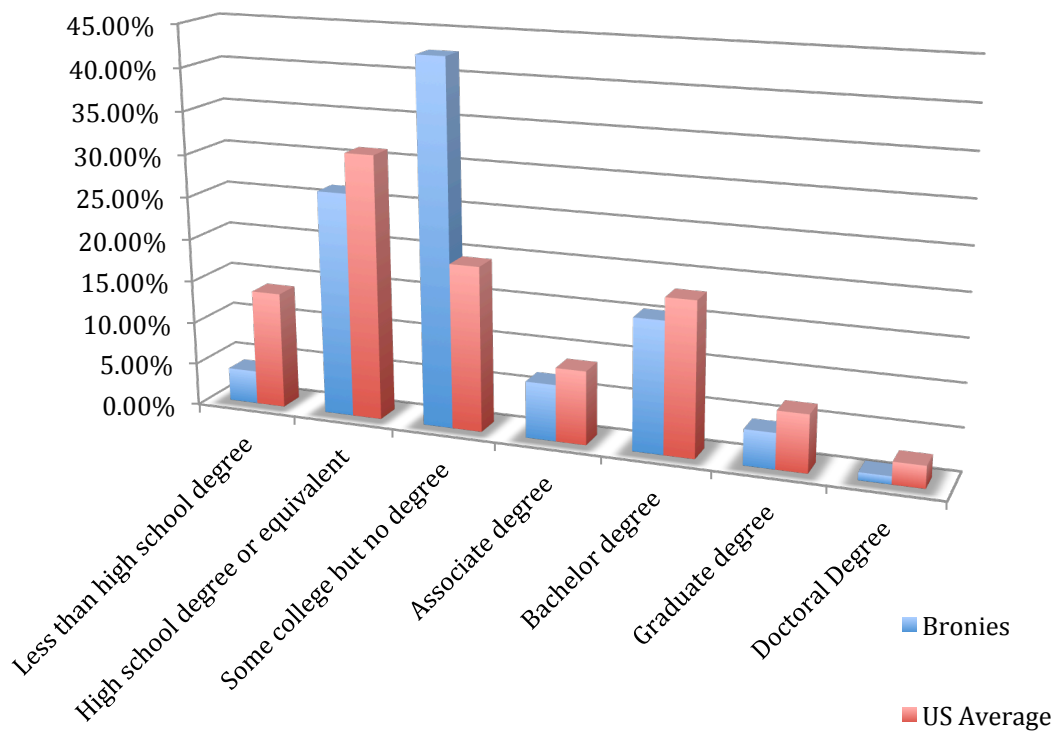
Figure 4 - Educational Distribution

(But largely still in college…)

We Come From English Speaking Countries

Country (Top 15)
(n = 9015)
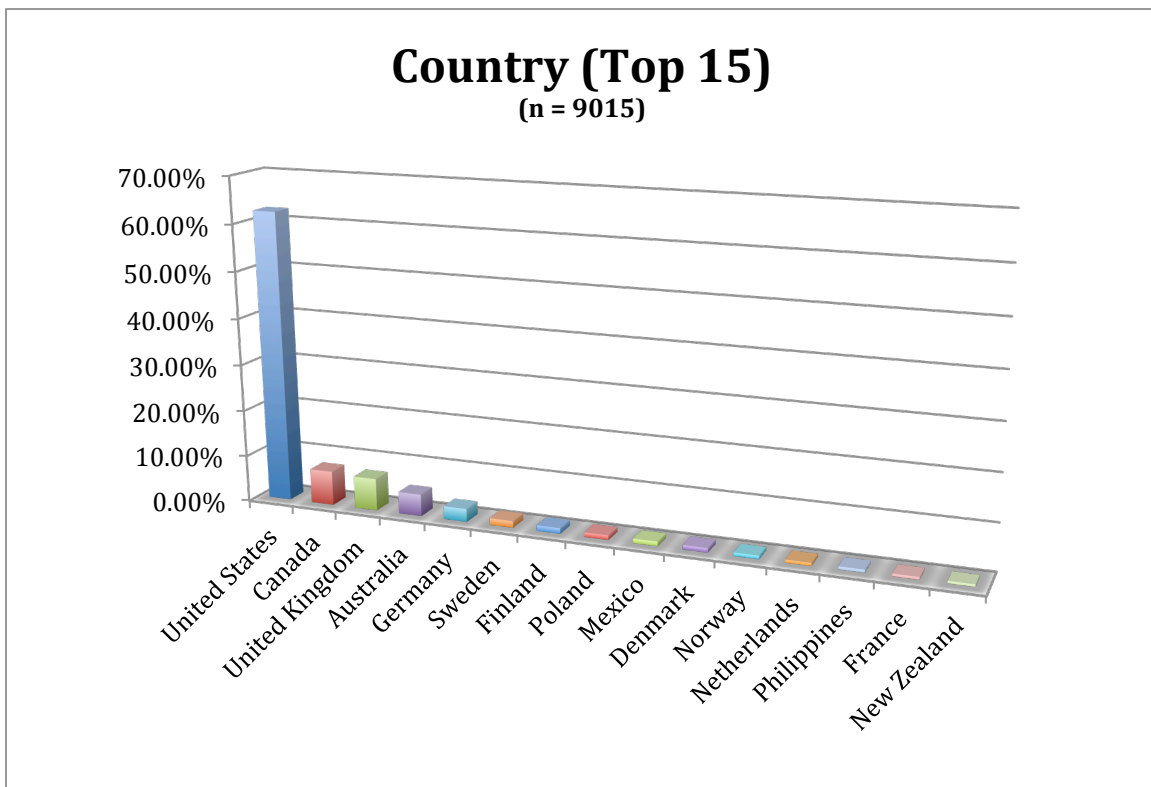
Figure 5 - Top 15 Countries

Mostly English speaking, at least. And not surprisingly, overwhelmingly from the United Stables.

We Love Us Some Merch!

Merchandise
(n = 9015, Multiple Choices Allowed)

40.00%	
35.00%	
30.00%	
25.00%	
20.00%	
15.00%	
10.00%	
5.00%	
0.00%	

Clothing   Toys   DVDs   Fan-Made Crafts   Other
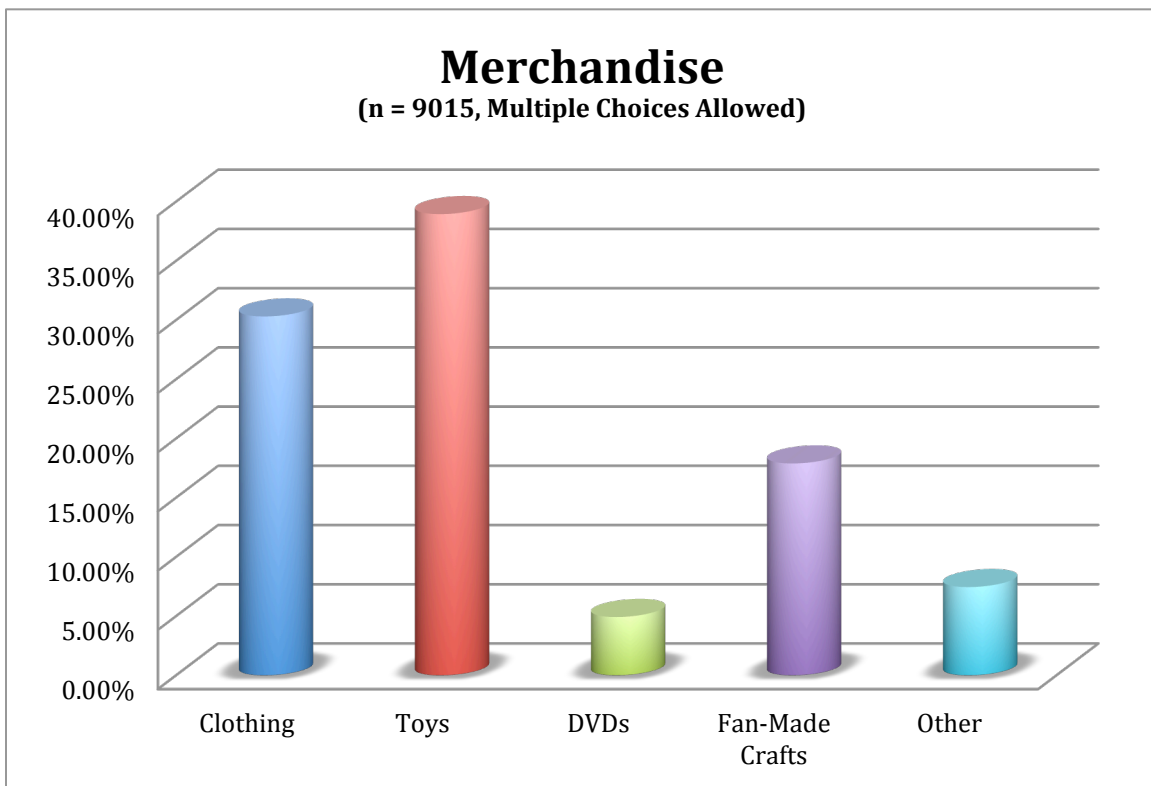
Figure 6 - Merchandise Purchased

60% of us have purchased pony-related products!

We're Bronies, and Proud of It!

Gone Public
(n = 9015)

21%

79%

- No
- Yes
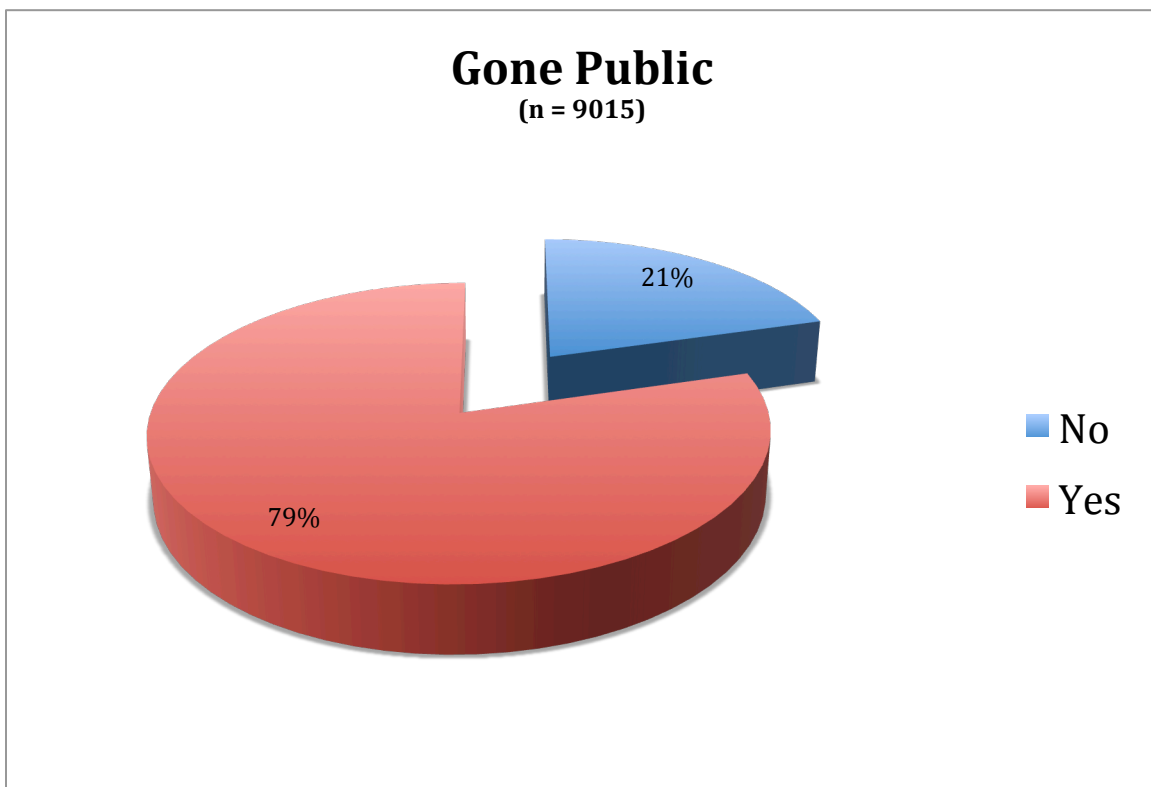
Figure 7 – Have Gone Public

So much for the myth of the hidden brony...

We Like to Share Our Love of Da Ponies

Influenced Others to Become Bronies
(n = 9015, Multiple Selections Allowed)
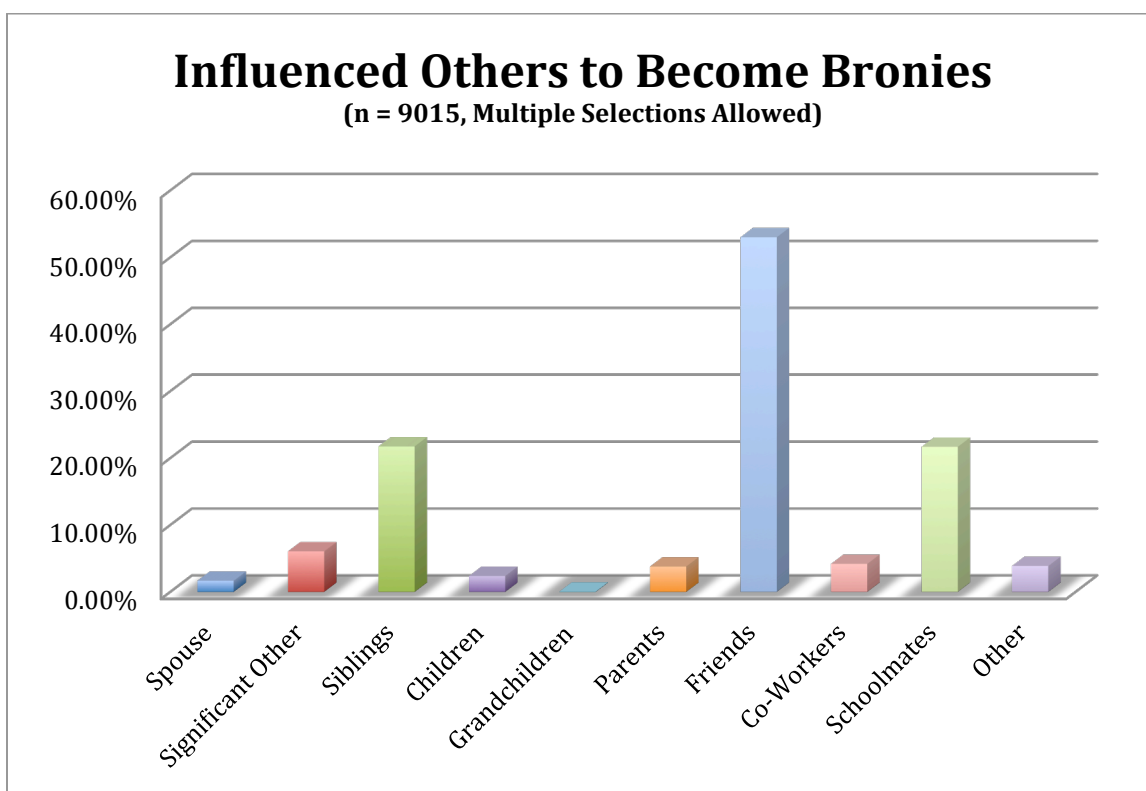
Figure 8 - Influenced Others to Watch

The herd is viral!

Most of Us Are Single
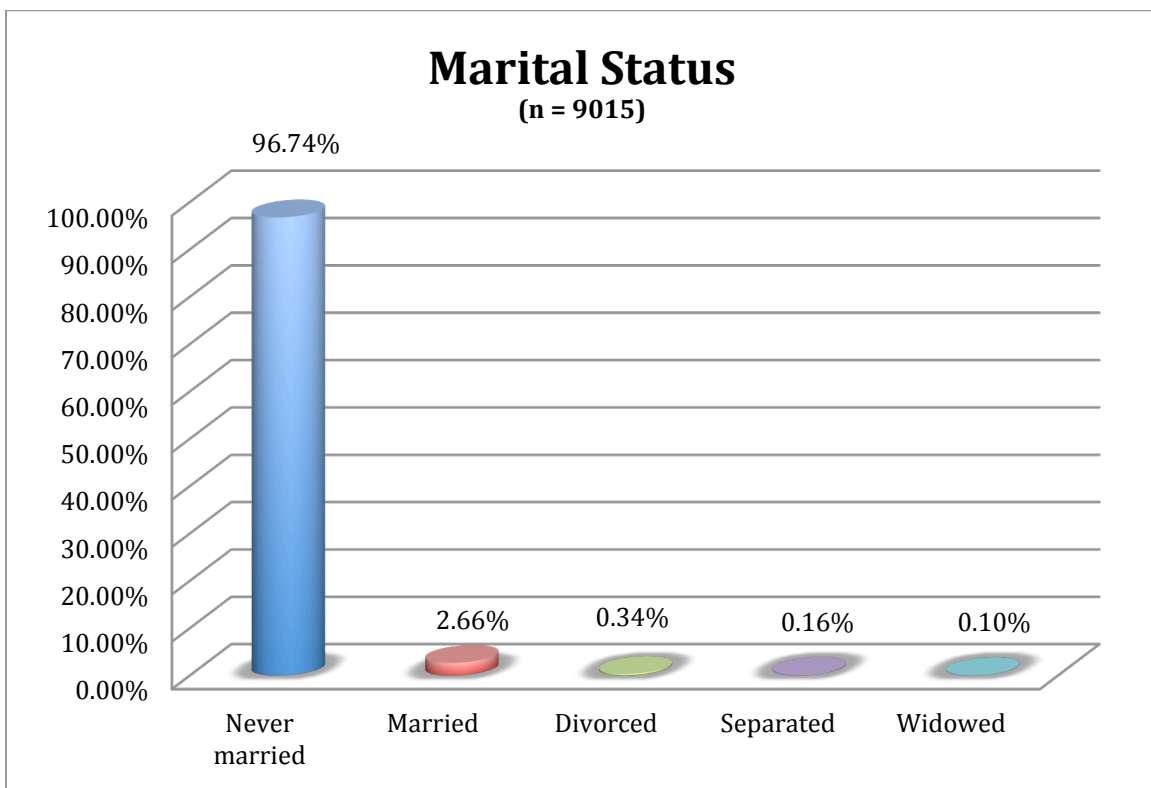
Figure 9 - Marital Status

Not surprising, given the age distribution. US average is 13.4% married for the 15-24 age bracket, but many bronies are still in high school.
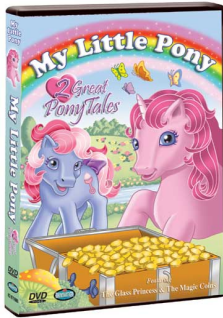
G4 Was Our First Exposure

Started Watching
(n = 8965)

- 1st Generation (1980s): 4.24%
- 3rd Generation (Early 2000s): 1.65%
- 4th Generation (MLP:FiM): 92.99%
- Other (please specify): 1.12%
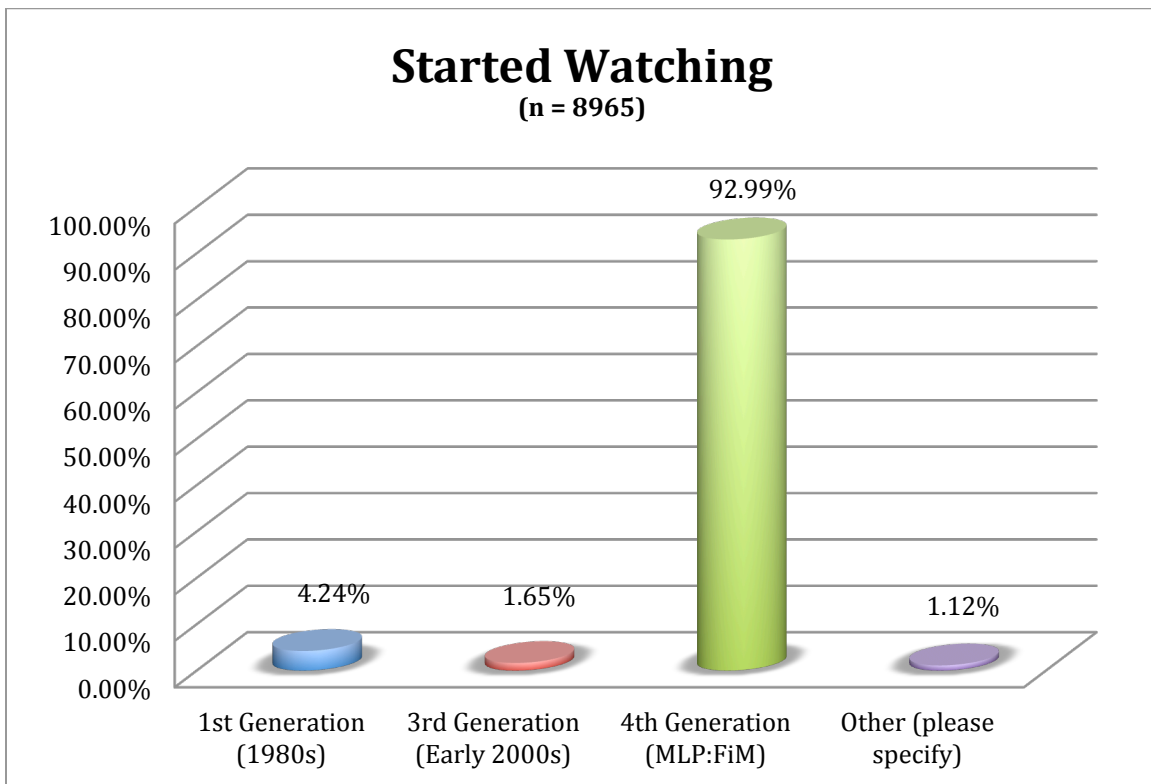
Figure 10 - First Exposure to the Series

See the "Of Special Note" section for some interesting insight into the folks who came into the series early.

Most US Bronies Live on the Edges
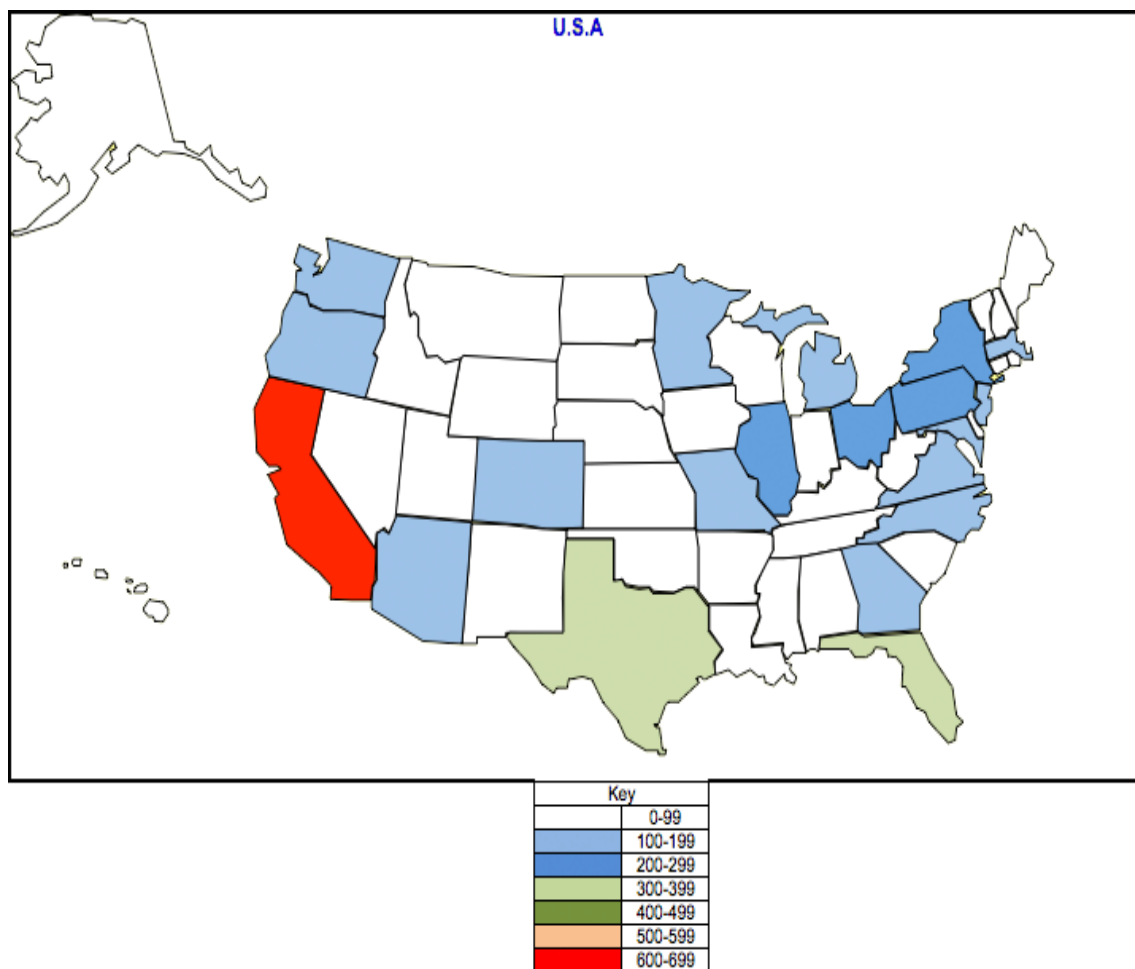
Figure 11 – Brony Distribution in the United States

See the full table in the appendix for results including US territories and Washington, DC.

But It's Much More Evenly Spread Per Capita
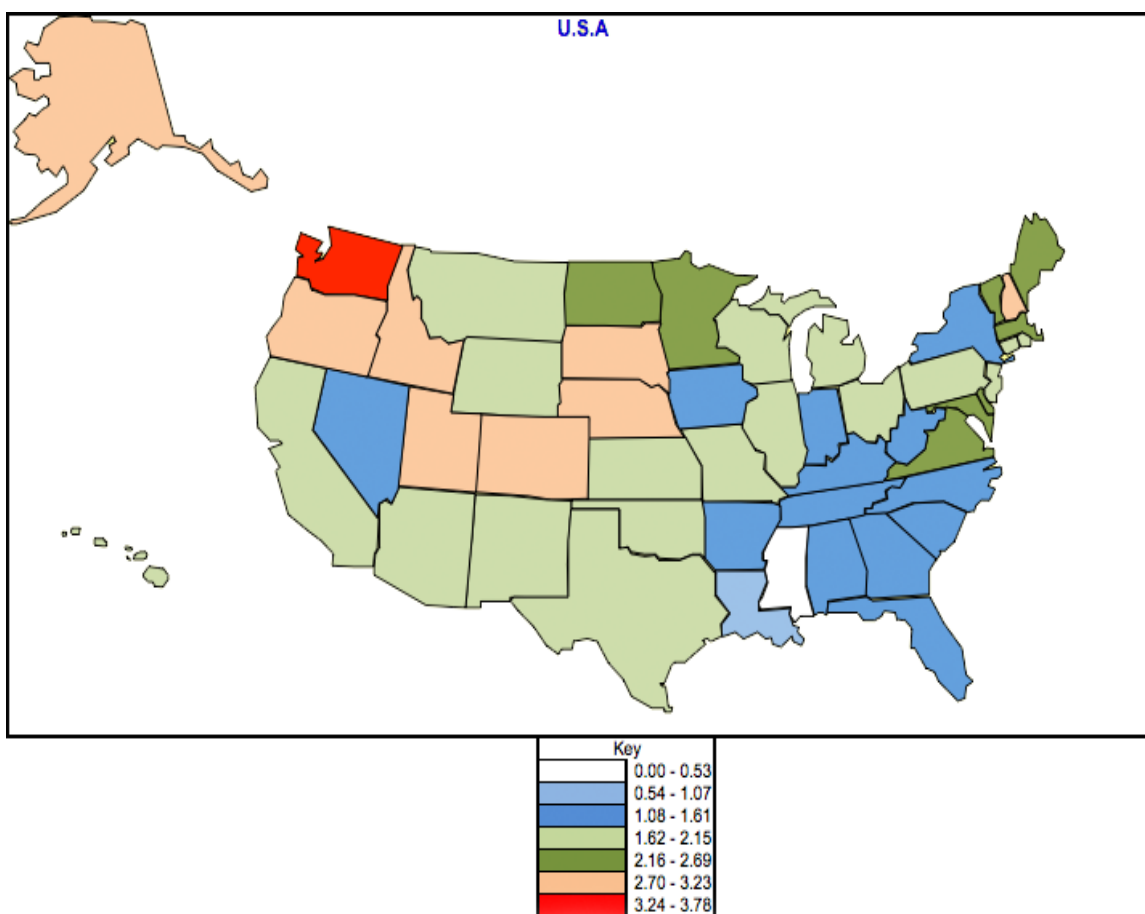
Figure 12 – Brony Distribution in the United States (per 100, 000)

Does Mississippi not get The Hub, or something?

Oh, Canada!
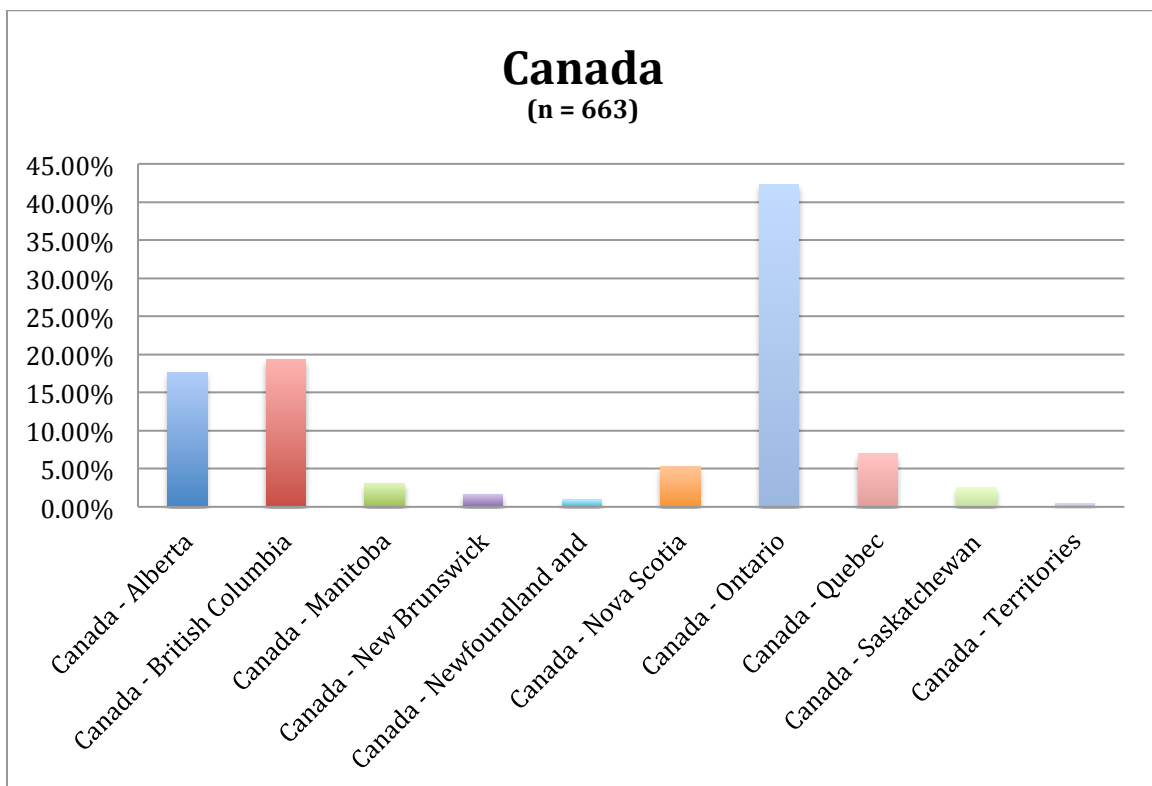
Figure 13 – Brony Distribution in Canada

Sorry, Friends to the North, I couldn't find a good Excel Canadian Map worksheet…

Quebec, Why You No Love Ponies?!!

Canada Per 100,000
(n = 663)
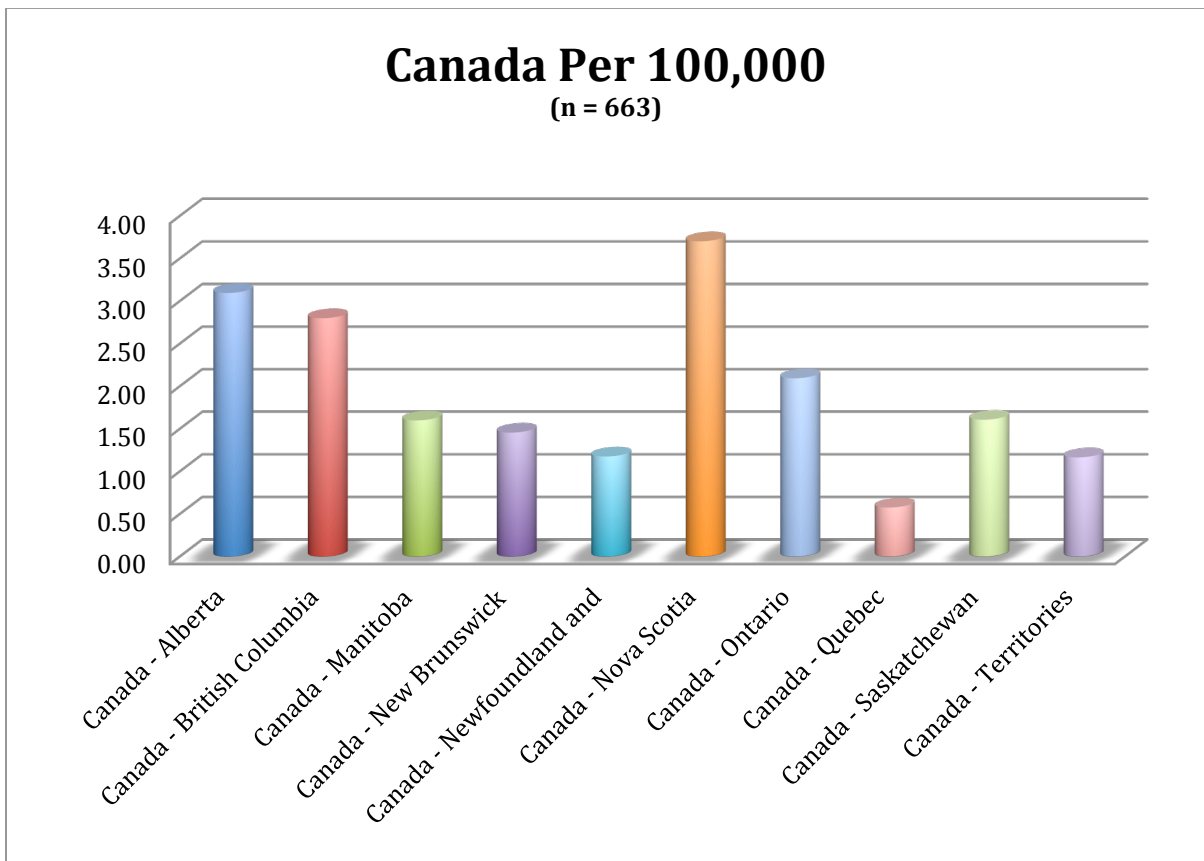
Figure 14 – Brony Distribution in Canada (per 100, 000)

Nova Scotia certainly does!

Of Special Note

While you can spend all day churning numbers looking for interesting patterns (and believe me, I have…), the following interesting factoids were found while preparing this report. In most cases, only countries with over 20 bronies were considered, as individuals in smaller countries have too large a skewing factor on the results

Loneliest Bronies

Not everyone can live in a country with thousands of bronies to party with, but bronies in the following countries are a party of one, so to speak. Ah well, there's always Madame LaFlour!

Azerbaijan, Bangladesh, Belize, Bolivia, Brunei Darussalam, China, Djibouti, Ecuador, El Salvador, Faroe Islands, Greenland, Haiti, Honduras, Kazakhstan, Macedonia, Nicaragua, Pakistan, Qatar, Saudi Arabia, Sri Lanka, Syria

Best Place to Be a Male Brony

If you're male, single and looking for someone of the opposite sex who is into MLP, you're best bet is Ireland.

	Male		Female	
	%	#	%	#
Ireland	76.19%	16	23.81%	5
New Zealand	78.26%	36	21.74%	10
Australia	84.09%	354	15.91%	67
Canada	84.19%	559	15.81%	105
Philippines	84.21%	48	15.79%	9

If you don't mind a small fan base, Haiti, Kazakhstan, Kuwait and Macedonia report only female bronies in their numbers.

Best Place to Be a Female Brony

Conversely, if you're female and want a snuggle-bunny to watch episodes with (and if Angel is unavailable), 38 countries report only male bronies, although Spain appears to be the hotspot with 22 stallions and 0 mares.

	Male		Female	
	%	#	%	#
Spain	100.00%	22	0.00%	0
Norway	98.48%	65	1.52%	1
Austria	97.30%	36	2.70%	1
Chile	96.30%	26	3.70%	1
Italy	95.83%	23	4.17%	1

"She's Big in France"

Different countries have different tastes, and that shows up as clearly in these results as anywhere else. Here's the highs and lows for the Mane 6 and Luna.

Twilight Sparkle

Least Favorite

	%	Votes
Ireland	0.00%	0
Malaysia	9.52%	2
Netherlands	13.79%	8
Chile	14.81%	4
Australia	16.15%	68

Most Favorite

	%	Votes
New Zealand	30.43%	14
Sweden	28.91%	37
Poland	25.29%	22
Finland	25.23%	27
Italy	25.00%	6

Fluttershy

Least Favorite

	%	Votes
Brazil	7.14%	3
Spain	9.09%	2
Norway	10.61%	7
Singapore	11.11%	4
Sweden	12.50%	16

Most Favorite

	%	Votes
Belgium	29.41%	10
Italy	25.00%	6
Argentina	22.58%	7
Chile	22.22%	6
Austria	21.62%	8

Rainbow Dash
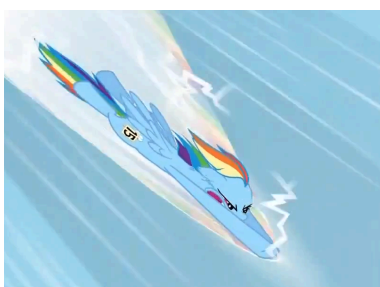
Least Favorite

	%	Votes
Chile	0.00%	0
Belgium	5.88%	2
France	6.00%	3
New Zealand	6.52%	3
Philippines	7.02%	4

Most Favorite

	%	Votes
Russian Federation	25.00%	8
Ireland	23.81%	5
Singapore	22.22%	8
Argentina	19.35%	6
Malaysia	19.05%	4

Rarity

Least Favorite

	%	Votes
Singapore	2.78%	1
France	4.00%	2
Italy	4.17%	1
Spain	4.55%	1
Poland	4.60%	4

Most Favorite

	%	Votes
Chile	18.52%	5
Finland	15.89%	17
Mexico	12.79%	11
Philippines	12.28%	7
Brazil	11.90%	5

Pinky Pie

Least Favorite

	%	Votes
Spain	9.09%	2
Mexico	9.30%	8
Finland	9.35%	10
Russian Federation	9.38%	3
Argentina	9.68%	3

Most Favorite

	%	Votes
Chile	29.63%	8
France	24.00%	12
Ireland	23.81%	5
Brazil	21.43%	9
Norway	19.70%	13

Applejack

Least Favorite

	%	Votes
New Zealand	0.00%	0
Singapore	0.00%	0
Belgium	2.94%	1
Australia	3.09%	13
Russian Federation	3.13%	1

Most Favorite

	%	Votes
Malaysia	14.29%	3
Netherlands	13.79%	8
Spain	13.64%	3
Austria	10.81%	4
Denmark	10.47%	9

Princess Luna
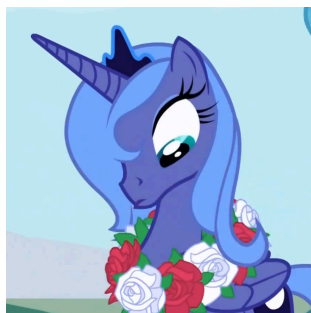
Least Favorite

	%	Votes
Malaysia	0.00%	0
Ireland	0.00%	0
Chile	0.00%	0
Denmark	1.16%	1
Finland	2.80%	3

Most Favorite

	%	Votes
Spain	9.09%	2
Italy	8.33%	2
Australia	7.36%	31
Brazil	7.14%	3
United Kingdom	6.91%	43

Outside the Manestream

Spain goes wall-eyed for Derpy (13.64%), France is the stronghold for the tyrannical rule of Celestia (6%, and please don't send me to the moon, oh great Riser of the Sun), Denmark is the most devoted Big Macintosh fanbase (3.49%), and the Great and Powerful Trixie has a loyal following in Malaysia, Brazil and Ireland (all coincidently 4.76%).

The Pioneers

Not surprisingly, most bronies joined the bandwagon with Friendship is Magic, but there are some die-hards who have been with the series since the very start. Just over 4% of

bronies surveyed started watching with Generation One, in the 1980s, and also as you might suspect, these tended to be the bronies on the older side of the age curve.

Sex vs Started Watching
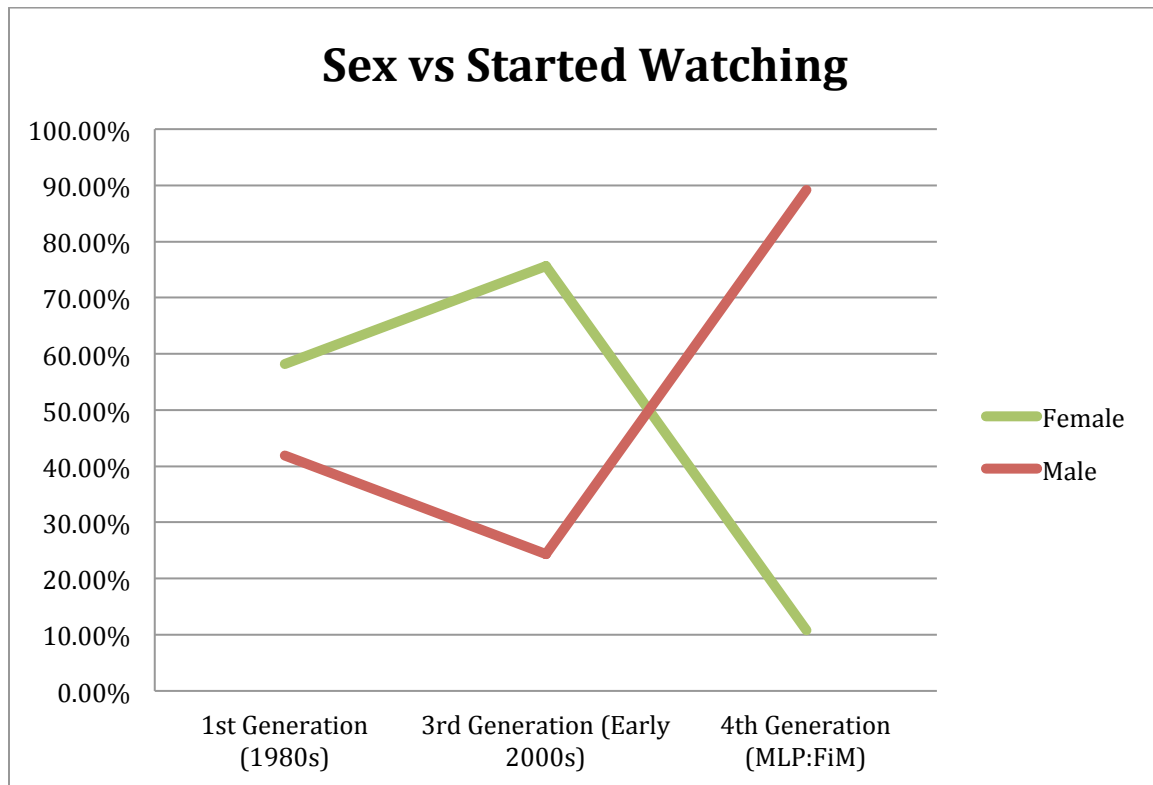
A look at the sex distribution confirms just how much things have changed over that period, though. Among bronies who started watching with FiM, over 89% are male. Rewind back to Generation One, and that number plunges to fewer than 43%! The difference is even more extreme for the 3rd generation series, which is generally considered to have been most directly aimed at the traditional 'girls market.' Fewer than 25% of current male bronies got their start watching it. You've come a long way, brony! (You younglings go ask your parents about Virginia Slims cigarettes.)

Twilight vs Fluttershy (It... Is... ON!)

Twilight Sparkle and Fluttershy pretty much top the favorite character lists no matter how you cut the data, but seeing who likes one or the other better is enlightening.

As mentioned elsewhere, Twilight Sparkle has a bigger following in most of the major brony-containing countries; only Australia prefers Fluttershy. But if you look at preference vs. age, a very clear pattern emerges.

Popularity - Fluttershy vs Twilight Sparkle
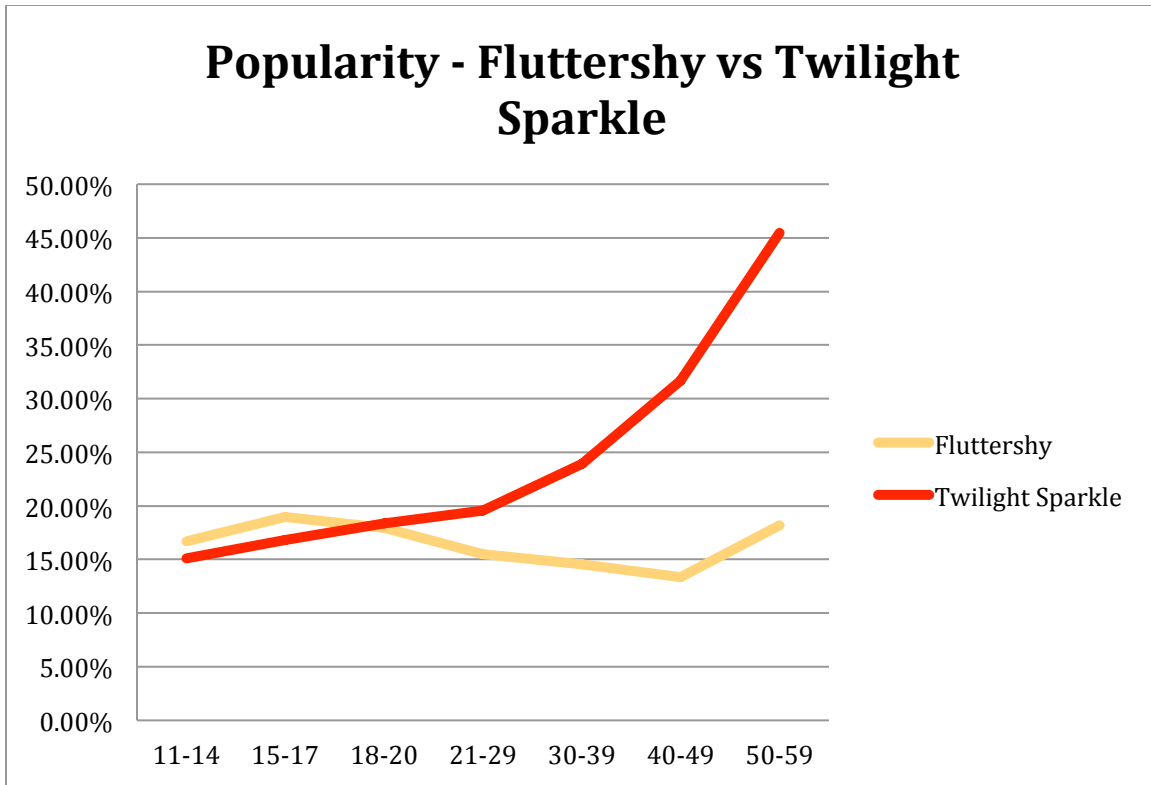
WARNING: PREPARE FOR PSYCHOLOGY!!! One could speculate that younger bronies are trying to get in touch with their Anima ("the totality of the unconscious feminine psychological qualities that a male possesses.") Older bronies identify more with the Magician archetype (emponying intuition, knowledge, confidence, action, and creation.)

Undercover Bronies

Not everypony feels comfortable publically disclosing their brony status. The following countries topped the list of places where someponies were operating in stealth mode.

Gone Public

	No		Yes	
	Percent	Count	Percent	Count
Chile	48.15%	13	51.85%	14
Argentina	41.94%	13	58.06%	18
Spain	40.91%	9	59.09%	13

	No		Yes	
	Percent	**Count**	**Percent**	**Count**
Russian Federation	40.63%	13	59.38%	19
Ireland	38.10%	8	61.90%	13

On the other hoof, some countries seem downright friendly to the herd, here's the top five places to get your brony on in public.

Gone Public

	No		Yes	
	Percent	**Count**	**Percent**	**Count**
Philippines	12.28%	7	87.72%	50
Malaysia	14.29%	3	85.71%	18
Canada	17.47%	116	82.53%	548
United States	18.01%	1013	81.99%	4613
Norway	19.70%	13	80.30%	53

Lessons Learned

Dear Princess Celestia,

While working on this year's State of the Herd report, I learned some important lessons (mostly about statistics, but a few about friendship) that I want to share with you.

Firstly, there is a delicate balance between having too many choices, and offending somepony by leaving out, for example, the country they live in. While it made statistical sense to mainly break out the United Stables and Canada, it also made just about

everypony living outside of North America cross, and taught me some new words I can't use in front of the colts and fillies. Now that I know where most ponies live, I can do a better job next year offering them their country as a choice.

The phrase "Out of the Stable" seemed like amusing shorthoof for ponies that had admitted their love of the show to others, but it ended up offending someponies because they felt it made fun of the LGBT

community. Honestly, the phrase "Coming out of the stable" is the least awkward phrase I could come up with, as you can see from the cumbersome variants I replaced it with in this report. If anypony in your court has a better term I could use, I anxiously await it.

Moving on to the statistical side, if I had known how overwhelming the response would be, I would have spent a bit more time constructing the

survey to produce more statistically useful data. In specific, I would have added a scalar (numeric) age question and used sliders to ask how popular each pony was, so that I could have done correlation analysis between the two. I have committed myself to working more closely with the mare of the house (the one getting a doctorate in personality psychology...) to produce a more statistically valuable set of questions for next year's census.

I will also consider adding an informed consent section to next year's census, so that non-pony researchers can potentially use the data, although without having the survey vetted by an Institutional Review Board, it may still be unusable in the United Stables.

I remain your faithful demographer,
Coder Brony

Methodology

Because much of the data presented here is statistical in nature, it is worth reviewing some basic principals. I'll say at the outset that I am not a statistician or trained heavily in statistics, so I have relied on the assistance of outside authorities (primarily the mare of the house, who has extensive training in statistics) to review the data reported on here. Assume that any mistakes or incorrect statistical assertions are mine, not theirs (and especially not hers, as having to sleep in the stable is no fun for anypony.) You can safely skip this section if you don't really care about sources of error in the census.

Margin of Error

When gathering demographic data, there are various factors that can affect the validity and accuracy of the data. One of the most obvious is the number of respondents. If you have a small sample size, the likelihood that your results are well representative of the overall population is poor. As an example, if you asked ten ponies at random what their favorite color was, it would be unlikely that the results you got would be very close to the population as a whole. For a given sample size, you can create *error bars*, which is to say that you can use statistical calculations to estimate how far off the real answer could be from the result you got. You frequently hear this referenced as the *margin of error* when news organizations cite poll results.

You will not see a margin of error/CI reported for the total population statistics (that is, the statistics that are measured against the entire sample.) This is because the sample was so large that it can be considered to be a measure of the population, rather than a sample of the population. In other words, the results are so close to what a census of the entire population would return that they could be reported as if the entire population had in fact been surveyed. For example, the 95% confidence interval on pony popularity in the full herd is under 1%, plus or minus.

When looking at some of the more broken out tables (for example, favorite character in some of the countries with smaller numbers of bronies), be aware that the margin of error will be larger, and may in fact be larger than the difference between two scores. As an example, the margin of error on Twilight Sparkle's 29% popularity in Sweden is ±7.78%, meaning the result could be as low as 21% or as high as 36%.

Sample Quality

When gathering data, one important factor is how the sample population is selected. Political surveys typically select ponies at random to avoid bias in the survey, although it has been acknowledged that even this method contains bias, since it has historically excluded ponies without landline phones.

In a perfect world, the State of the Herd sample pool would have been drawn from a random selection of all bronies worldwide. Since no such master list exists, the

sample pool was created by advertising for volunteers. This biases the sample in several ways:

1. The sample is 100% biased toward ponies with Internet access, since there was no way to provide a response without it.
2. The sample is heavily biased toward ponies that frequent Equestria Daily, ponychan, mylittlebrony.com and similar sites, since there was no other way except word of mouth to learn about it.
3. The sample is a self-selected sample, meaning that ponies had to voluntarily decide to take the survey. This tends to bias against ponies that dislike surveys, feel uncomfortable sharing information about their bronyhood (even anonymously), etc.
4. The survey was advertised almost exclusively on English-language sites, and the survey was only available in English, so the results are heavily biased toward English-speakers.

As a result of these factors, the results of the census can be said to most accurately represent the demographics of English-speaking internet-savvy bronies who participate actively in MLP fandom online.

General Response Accuracy

As with most self-reported surveys, there is no real way to verify the results given are true. If somepony wants to claim they are married and have a PhD, when they are really a 12 year old, there is nothing stopping them from doing so. Luckily, since the survey is anonymous, there is no real gain to be had by somepony doing this. There are, however, two motivations than can cause this kind of inaccuracy to occur.

1. Some ponies might falsely inflate the responses on questions with qualitative associations (such as educational background) to try and create a more positive picture of the herd as a group.
2. Vandals (griefers, parasprites) might attempt to skew or distort the results for pure mischief.

Thankfully, the survey platform used (surveymonkey) has safeguards in place to protect against a single person flooding a survey with false results, so only a coordinated campaign could significantly distort the data. The relatively large sample size leads me to conclude that this was unlikely to have happened.

Determining Country

Because almost all bronies live in North America, I felt it would make most sense to break the US and Canada out by state / province, so that more fine-grained results could be calculated. Because I didn't want respondents to have to scroll through an

endless list of locations, I made a decision to group much of the rest of the world into larger groupings such as "Europe" and "Asia". It became clear in the course of the census that this decision offended many non-North American bronies, and they used the "Other" choice to indicate their actual country.

Thankfully, the survey tool used records the IP address of the respondents, and between the explicit countries listed in the "Other" text box, and geo-referencing of the IP addresses for non-North American bronies, I was able to generate a nearly complete country dataset for the responses, with under 50 of the over 9000 census forms unassociated with a particular country. This has allowed for the more precise breakouts by country listed in this report. There may be a few errors caused (for example) by European bronies using a computer in a different European country to fill in their survey, but I am very confident that this represents a statistically insignificant error, if any.

Appendix A:
Survey Questions

1. When did you start watching My Little Pony?
   - First Generation (1980s)
   - Third Generation (Early 2000s)
   - Fourth Generation (MLP:FiM)
   - Other
2. Who is your favorite character? [Order was presented randomly]
   - Rainbow Dash
   - Twilight Sparkle
   - Rarity
   - Applejack
   - Fluttershy
   - Pinkie Pie
   - Spike
   - Celestia
   - Luna
   - Apple Bloom
   - Sweetie Belle
   - Scootaloo
   - Derpy Hooves
   - Big Macintosh
   - Trixie (Great and Powerful, The)
   - Braeburn
   - Cheerilee
   - Other (please specify)
3. Do you own any MLP:FiM Merchandise? [Order was presented randomly]
   - Clothing
   - Toys
   - DVDs
   - Fan-Made Crafts
   - None
   - Other
4. Have you come "out of the stable" with your friends in regards to your Brony status?
   - Yes
   - No
5. Have you personally gotten someone else hooked on MLP:FiM (check all that apply)? [Order was presented randomly]
   - Spouse
   - Significant Other
   - Siblings (Brothers, Sisters)
   - Children
   - Grandchildren
   - Parents
   - Friends

- Co-Workers
- Schoolmates
- Other
- No One

6. Are you male or female?
    - Male
    - Female
7. Which category below includes your age?
    - 10 or younger
    - 11-14
    - 15-17
    - 18-20
    - 21-29
    - 30-39
    - 40-49
    - 50-59
    - 60 or older
8. What is the highest level of school you have completed or the highest degree you have received?
    - Less than high school degree
    - High school degree or equivalent (e.g., GED)
    - Some college but no degree
    - Associate degree
    - Bachelor degree
    - Graduate degree
    - Doctoral Degree (including M.D. and J.D.)
9. Are you now married, widowed, divorced, separated, or never married?
    - Married
    - Widowed
    - Divorced
    - Separated
    - Never married
10. In what country, province, state or U.S. territory do you live?
    - Africa
    - Asia / Pacific
    - Australia
    - Canada - Alberta
    - Canada - British Columbia
    - Canada - Manitoba
    - Canada - New Brunswick
    - Canada - Newfoundland and Labrador
    - Canada - Nova Scotia
    - Canada - Ontario
    - Canada - Prince Edward Island

- Canada - Quebec
- Canada - Saskatchewan
- Canada - Territories
- Central America / Caribbean
- Europe
- Mexico
- Middle East
- South America
- US - Alabama
- US - Alaska
- US - American Samoa
- US - Arizona
- US - Arkansas
- US - California
- US - Colorado
- US - Connecticut
- US - Delaware
- US - District of Columbia (DC)
- US - Florida
- US - Georgia
- US - Guam
- US - Hawaii
- US - Idaho
- US - Illinois
- US - Indiana
- US - Iowa
- US - Kansas
- US - Kentucky
- US - Louisiana
- US - Maine
- US - Maryland
- US - Massachusetts
- US - Michigan
- US - Minnesota
- US - Mississippi
- US - Missouri
- US - Montana
- US - Nebraska
- US - Nevada
- US - New Hampshire
- US - New Jersey
- US - New Mexico
- US - New York

- US - North Carolina
- US - North Dakota
- US - Northern Marianas Islands
- US - Ohio
- US - Oklahoma
- US - Oregon
- US - Pennsylvania
- US - Puerto Rico
- US - Rhode Island
- US - South Carolina
- US - South Dakota
- US - Tennessee
- US - Texas
- US - Utah
- US - Vermont
- US - Virginia
- US - Virgin Islands
- US - Washington
- US - West Virginia
- US - Wisconsin
- US - Wyoming
- Other (please specify)

Appendix B: Detailed Total Population Tables

Table 1 - Sex

	Percent	Count
Female	14.29%	1288
Male	85.71%	7727

Table 2 - Age

	Percent	Count
10 or younger	0.12%	11
11-14	6.36%	573
15-17	29.01%	2615
18-20	29.56%	2665
21-29	30.32%	2733
30-39	3.80%	343
40-49	0.67%	60
50-59	0.12%	11
60 or older	0.04%	4

Table 3 - Country

	Percent	Count
Argentina	0.34%	31
Aruba	0.04%	4
Australia	4.67%	421
Austria	0.41%	37
Azerbaijan	0.01%	1
Bangladesh	0.01%	1
Belgium	0.38%	34
Belize	0.01%	1
Bolivia	0.01%	1
Brazil	0.47%	42
Brunei Darussalam	0.01%	1
Bulgaria	0.02%	2
Canada	7.37%	664
Chile	0.30%	27
China	0.01%	1
Colombia	0.10%	9
Costa Rica	0.06%	5
Croatia	0.07%	6
Czech Republic	0.13%	12
Denmark	0.95%	86
Djibouti	0.01%	1
Dominican Republic	0.04%	4
Ecuador	0.01%	1
El Salvador	0.01%	1
Estonia	0.13%	12
Faroe Islands	0.01%	1
Finland	1.19%	107
France	0.55%	50
Germany	2.78%	251
Gibraltar	0.03%	3
Greece	0.03%	3

	Percent	Count
Greenland	0.01%	1
Guatemala	0.04%	4
Haiti	0.01%	1
Honduras	0.01%	1
Hong Kong	0.10%	9
Hungary	0.17%	15
Iceland	0.10%	9
Indonesia	0.08%	7
Ireland	0.23%	21
Israel	0.06%	5
Italy	0.27%	24
Jamaica	0.02%	2
Japan	0.10%	9
Kazakhstan	0.01%	1
Korea, Republic of	0.06%	5
Kuwait	0.02%	2
Latvia	0.12%	11
Lithuania	0.06%	5
Luxembourg	0.03%	3
Macedonia	0.01%	1
Malaysia	0.23%	21
Mexico	0.95%	86
Netherlands	0.64%	58
New Zealand	0.51%	46
Nicaragua	0.01%	1
Norway	0.73%	66
Pakistan	0.01%	1
Peru	0.14%	13
Philippines	0.63%	57
Poland	0.97%	87
Portugal	0.12%	11
Qatar	0.01%	1

	Percent	Count
Romania	0.17%	15
Russian Federation	0.39%	35
Saudi Arabia	0.01%	1
Serbia	0.09%	8
Singapore	0.40%	36
Slovakia	0.09%	8
Slovenia	0.07%	6
South Africa	0.14%	13
Spain	0.24%	22
Sri Lanka	0.01%	1
Sweden	1.42%	128
Switzerland	0.18%	16
Syria	0.01%	1
Taiwan	0.02%	2
Thailand	0.03%	3
The Netherlands	0.13%	12
Trinidad and Tobago	0.03%	3
UAE	0.03%	3
Ukraine	0.07%	6
United Kingdom	6.93%	625
United States	62.41%	5626
Unknown	0.39%	35
Venezuela	0.07%	6

Table 4 - Marital Status

	Percent	Count
Never married	96.74%	8721
Married	2.66%	240
Divorced	0.34%	31
Separated	0.16%	14
Widowed	0.10%	9

Table 5 - Educational Level

	Percent	Count
Less than high school degree	29.87%	2693
High school degree or equivalent	23.95%	2159
Some college but no degree	28.45%	2565
Associate degree	4.33%	390
Bachelor degree	10.02%	903
Graduate degree	2.74%	247
Doctoral Degree	0.64%	58

Table 6 - Favorite Character

	Percent	Count
Apple Bloom	0.37%	33
Applejack	5.93%	535
Big Macintosh	0.94%	85
Braeburn	0.17%	15
Celestia	1.19%	107
Cheerilee	0.27%	24
Derpy Hooves	3.31%	298
Fluttershy	17.27%	1557
Luna	6.29%	567
Other	6.69%	603
Pinkie Pie	13.42%	1210
Rainbow Dash	12.51%	1128
Rarity	9.30%	838
Scootaloo	1.33%	120
Spike	0.77%	69
Sweetie Belle	0.64%	58
Trixie	1.23%	111
Twilight Sparkle	18.45%	1616

Table 7 - Merchandise Bought

	Percent	Count
Clothing	30.31%	2732
Toys	38.95%	3511
DVDs	4.93%	444
Crafts	17.89%	1613
Other	7.45%	672
None	41.20%	3714

Note that this question allowed respondents to select more than one answer, so totals are > 100%

Table 8 - Others Influenced

	Percent	Count
Spouse	1.66%	150
Significant Other	6.06%	546
Siblings	21.74%	1960
Children	2.37%	214
Grandchildren	0.06%	5
Parents	3.79%	342
Friends	53.00%	4778
Co-Workers	4.18%	377
Schoolmates	21.67%	1954
Other	3.87%	349
Spouse	1.66%	150

Note that this question allowed respondents to select more than one answer, so totals are > 100%

Table 9 - Started Watching

	Percent	Count
1st Generation (1980s)	4.22%	380
3rd Generation (Early 2000s)	1.64%	148
4th Generation (MLP:FiM)	92.48%	8337
Don't Know	0.55%	50
Other	1.11%	100

Table 10 - Gone Public

	Percent	Count
No	20.52%	1850
Yes	79.48%	7165

Table 11 – US States and Territories

	Percent	Count	Per 100,000
US - Alabama	1.21%	68	1.42
US - Alaska	0.37%	21	2.96
US - Arizona	2.03%	114	1.78
US - Arkansas	0.57%	32	1.10
US - California	11.50%	645	1.73
US - Colorado	2.48%	139	2.76
US - Connecticut	1.21%	68	1.90
US - Delaware	0.36%	20	2.23
US - District of Columbia	0.14%	8	1.33
US - Florida	5.40%	303	1.61
US - Georgia	2.58%	145	1.50
US - Hawaii	0.46%	26	1.91
US - Guam	0.02%	1	N/A
US - Idaho	0.89%	50	3.19
US - Illinois	4.14%	232	1.81
US - Indiana	1.71%	96	1.48
US - Iowa	0.75%	42	1.38
US - Kansas	0.89%	50	1.75
US - Kentucky	1.03%	58	1.34
US - Louisiana	0.86%	48	1.06
US - Maine	0.57%	32	2.41
US - Maryland	2.35%	132	2.29
US - Massachusetts	2.60%	146	2.23
US - Michigan	3.39%	190	1.92
US - Minnesota	2.17%	122	2.30
US - Mississippi	0.27%	15	0.51
US - Missouri	1.84%	103	1.72
US - Montana	0.36%	20	2.02
US - Nebraska	1.00%	56	3.07
US - Nevada	0.75%	42	1.56
US - New Hampshire	0.70%	39	2.96

	Percent	Count	Per 100,000
US - New Jersey	2.87%	161	1.83
US - New Mexico	0.77%	43	2.09
US - New York	4.97%	279	1.44
US - North Carolina	2.48%	139	1.46
US - North Dakota	0.29%	16	2.38
US - Ohio	3.76%	211	1.83
US - Oklahoma	1.16%	65	1.73
US - Oregon	1.89%	106	2.77
US - Pennsylvania	4.21%	236	1.86
US - Puerto Rico	0.11%	6	N/A
US - Rhode Island	0.32%	18	1.71
US - South Carolina	0.89%	50	1.08
US - South Dakota	0.41%	23	2.82
US - Tennessee	1.76%	99	1.56
US - Texas	7.97%	447	1.78
US - Utah	1.44%	81	2.93
US - Vermont	0.25%	14	2.24
US – Virgin Islands	0.04%	2	N/A
US - Virginia	3.40%	191	2.39
US - Washington	3.99%	224	3.33
US - West Virginia	0.46%	26	1.40
US - Wisconsin	1.93%	108	1.90
US - Wyoming	0.20%	11	1.95

Per capita figures source: 2010 United States Census. No per capita figures available for US Territories.

Table 12 – Canadian Provinces and Territories

	Percent	Count	Per 100,000
Alberta	17.65%	117	3.10
British Columbia	19.31%	128	2.80
Manitoba	3.02%	20	1.60
New Brunswick	1.66%	11	1.46
Newfoundland and Labrador	0.90%	6	1.18
Nova Scotia	5.28%	35	3.70
Ontario	42.23%	280	2.09
Quebec	6.94%	46	0.58
Saskatchewan	2.56%	17	1.61
Territories	0.45%	3	1.16

Per capita figures source: Wikipedia

Appendix C: Cross-Tabulated Results

(Hazzah! The Pivot Table Fun Hath Been Doubled!)

With 10 data tables to use, you could conceivably end up with 110 cross-tabulated tables, and that's assuming you stop at two-table joins. If I tried to put them all in here, I'd never have time to watch ponies, and a brony has to keep his priorities straight. In addition, some of them would be horribly hard to fit on a page, and of limited usefulness (does anyone really want to see merchandise purchased cross-tabulated with educational level?)

With that in mind, here are some of the more interesting cross-tabulated results from the dataset. If there's a particular combination you'd like to see that isn't in this set, contact me and I'll see if I can't tease it out of the original dataset. I'll also be posting other cross-tabs from time to time on the Herd Census web site.

Table 13 – Country by Sex (Percent of Sex)

	Female		Male	
	%	#	%	#
Argentina	12.90%	4	87.10%	27
Aruba	25.00%	1	75.00%	3
Australia	15.91%	67	84.09%	354
Austria	2.70%	1	97.30%	36
Azerbaijan	0.00%		100.00%	1
Bangladesh	0.00%		100.00%	1
Belgium	11.76%	4	88.24%	30
Belize	0.00%		100.00%	1
Bolivia	0.00%		100.00%	1
Brazil	11.90%	5	88.10%	37
Brunei Darussalam	0.00%		100.00%	1
Bulgaria	50.00%	1	50.00%	1
Canada	15.81%	105	84.19%	559
Chile	3.70%	1	96.30%	26
China	0.00%		100.00%	1
Colombia	0.00%		100.00%	9
Costa Rica	0.00%		100.00%	5
Croatia	16.67%	1	83.33%	5
Czech Republic	16.67%	2	83.33%	10
Denmark	11.63%	10	88.37%	76
Djibouti	0.00%		100.00%	1
Dominican Republic	25.00%	1	75.00%	3
Ecuador	0.00%		100.00%	1
El Salvador	0.00%		100.00%	1
Estonia	8.33%	1	91.67%	11
Faroe Islands	0.00%		100.00%	1
Finland	5.61%	6	94.39%	101
France	6.00%	3	94.00%	47
Germany	8.76%	22	91.24%	229
Gibraltar	0.00%		100.00%	3

	Female		Male	
	%	#	%	#
Greece	33.33%	1	66.67%	2
Greenland	0.00%		100.00%	1
Guatemala	0.00%		100.00%	4
Haiti	100.00%	1	0.00%	
Honduras	0.00%		100.00%	1
Hong Kong	11.11%	1	88.89%	8
Hungary	13.33%	2	86.67%	13
Iceland	22.22%	2	77.78%	7
Indonesia	0.00%		100.00%	7
Ireland	23.81%	5	76.19%	16
Israel	20.00%	1	80.00%	4
Italy	4.17%	1	95.83%	23
Jamaica	50.00%	1	50.00%	1
Japan	33.33%	3	66.67%	6
Kazakhstan	100.00%	1	0.00%	
Korea, Republic of	0.00%		100.00%	5
Kuwait	100.00%	2	0.00%	
Latvia	9.09%	1	90.91%	10
Lithuania	0.00%		100.00%	5
Luxembourg	0.00%		100.00%	3
Macedonia	100.00%	1	0.00%	
Malaysia	4.76%	1	95.24%	20
Mexico	10.47%	9	89.53%	77
Netherlands	8.62%	5	91.38%	53
New Zealand	21.74%	10	78.26%	36
Nicaragua	0.00%		100.00%	1
Norway	1.52%	1	98.48%	65
Pakistan	0.00%		100.00%	1
Peru	23.08%	3	76.92%	10
Philippines	15.79%	9	84.21%	48
Poland	8.05%	7	91.95%	80
Portugal	0.00%		100.00%	11

	Female		Male	
	%	#	%	#
Qatar	0.00%		100.00%	1
Romania	6.67%	1	93.33%	14
Russian Federation	11.43%	4	88.57%	31
Saudi Arabia	0.00%		100.00%	1
Serbia	0.00%		100.00%	8
Singapore	13.89%	5	86.11%	31
Slovakia	0.00%		100.00%	8
Slovenia	0.00%		100.00%	6
South Africa	0.00%		100.00%	13
Spain	0.00%		100.00%	22
Sri Lanka	0.00%		100.00%	1
Sweden	4.69%	6	95.31%	122
Switzerland	25.00%	4	75.00%	12
Syria	0.00%		100.00%	1
Taiwan	0.00%		100.00%	2
Thailand	0.00%		100.00%	3
The Netherlands	0.00%		100.00%	12
Trinidad and Tobago	33.33%	1	66.67%	2
UAE	0.00%		100.00%	3
Ukraine	0.00%		100.00%	6
United Kingdom	11.68%	73	88.32%	552
United States	15.73%	885	84.27%	4741
Unknown	11.43%	4	88.57%	31
Venezuela	33.33%	2	66.67%	4

Table 14 - Favorite Character (United States)

	Percent	Count
Apple Bloom	0.46%	26
Applejack	5.55%	312
Big Macintosh	1.05%	59
Braeburn	0.16%	9
Celestia	1.03%	58
Cheerilee	0.30%	17
Derpy Hooves	3.59%	202
Fluttershy	18.08%	1017
Luna	6.35%	357
Other	6.70%	377
Pinkie Pie	12.96%	729
Rainbow Dash	12.41%	698
Rarity	9.21%	518
Scootaloo	1.46%	82
Spike	0.73%	41
Sweetie Belle	0.71%	40
Trixie	1.17%	66
Twilight Sparkle	18.09%	1018
Grand Total	**100.00%**	**5626**

Table 15 - Favorite Character (Canada)

	Percent	Count
Apple Bloom	0.00%	0
Applejack	7.53%	50
Big Macintosh	1.05%	7
Braeburn	0.15%	1
Celestia	0.90%	6
Cheerilee	0.30%	2
Derpy Hooves	2.56%	17
Fluttershy	14.91%	99
Luna	6.02%	40
Other	5.87%	39
Pinkie Pie	15.06%	100
Rainbow Dash	14.61%	97
Rarity	9.94%	66
Scootaloo	1.20%	8
Spike	0.75%	5
Sweetie Belle	0.45%	3
Trixie	1.20%	8
Twilight Sparkle	17.47%	116
Grand Total	**100.00%**	**664**

Table 16 - Favorite Character (United Kingdom)

	Percent	Count
Apple Bloom	0.00%	0
Applejack	6.72%	42
Big Macintosh	0.64%	4
Braeburn	0.64%	4
Celestia	1.12%	7
Cheerilee	0.16%	1
Derpy Hooves	2.88%	18
Fluttershy	16.48%	103
Luna	6.88%	43
Other	5.28%	33
Pinkie Pie	12.48%	78
Rainbow Dash	13.92%	87
Rarity	10.72%	67
Scootaloo	1.44%	9
Spike	1.28%	8
Sweetie Belle	0.80%	5
Trixie	1.76%	11
Twilight Sparkle	16.80%	105
Grand Total	**100.00%**	**625**

Table 17 - Favorite Character (Australia)

	Percent	Count
Apple Bloom	0.48%	2
Applejack	3.09%	13
Big Macintosh	0.48%	2
Braeburn	0.00%	0
Celestia	2.14%	9
Cheerilee	0.24%	1
Derpy Hooves	2.61%	11
Fluttershy	17.34%	73
Luna	7.36%	31
Other	11.16%	47
Pinkie Pie	13.30%	56
Rainbow Dash	11.88%	50
Rarity	10.69%	45
Scootaloo	0.48%	2
Spike	0.71%	3
Sweetie Belle	0.71%	3
Trixie	1.19%	5
Twilight Sparkle	16.15%	68
Grand Total	**100.00%**	**421**

Table 18 - Favorite Character (Germany)

	Percent	Count
Apple Bloom	0.80%	2
Applejack	6.37%	16
Big Macintosh	1.59%	4
Braeburn	0.00%	0
Celestia	1.59%	4
Cheerilee	0.00%	0
Derpy Hooves	3.98%	10
Fluttershy	14.74%	37
Luna	5.98%	15
Other	6.77%	17
Pinkie Pie	13.94%	35
Rainbow Dash	10.76%	27
Rarity	4.78%	12
Scootaloo	1.59%	4
Spike	1.20%	3
Sweetie Belle	0.40%	1
Trixie	1.20%	3
Twilight Sparkle	24.30%	61
Grand Total	**100.00%**	**251**

Table 19 - Favorite Character (Sweden)

	Percent	Count
Apple Bloom	0.00%	0
Applejack	5.47%	7
Big Macintosh	0.00%	0
Braeburn	0.00%	0
Celestia	1.56%	2
Cheerilee	0.00%	0
Derpy Hooves	5.47%	7
Fluttershy	12.50%	16
Luna	6.25%	8
Other	4.69%	6
Pinkie Pie	11.72%	15
Rainbow Dash	13.28%	17
Rarity	8.59%	11
Scootaloo	1.56%	2
Spike	0.00%	0
Sweetie Belle	0.00%	0
Trixie	0.00%	0
Twilight Sparkle	28.91%	37
Grand Total	**100.00%**	**128**

Table 20 - Favorite Character (Finland)

	Percent	Count
Apple Bloom	0.00%	0
Applejack	8.41%	9
Big Macintosh	0.00%	0
Braeburn	0.00%	0
Celestia	3.74%	4
Cheerilee	0.00%	0
Derpy Hooves	0.93%	1
Fluttershy	17.76%	19
Luna	2.80%	3
Other	6.54%	7
Pinkie Pie	9.35%	10
Rainbow Dash	7.48%	8
Rarity	15.89%	17
Scootaloo	0.00%	0
Spike	0.00%	0
Sweetie Belle	0.00%	0
Trixie	1.87%	2
Twilight Sparkle	25.23%	27
Grand Total	**100.00%**	**107**

Table 21 – Country vs Gone Public

	No		Yes	
	Percent	**Count**	**Percent**	**Count**
Argentina	40.00%	12	60.00%	18
Aruba	0.00%		100.00%	4
Australia	19.70%	79	80.30%	322
Austria	27.03%	10	72.97%	27
Azerbaijan	0.00%		100.00%	1
Bangladesh	0.00%		100.00%	1
Belgium	28.13%	9	71.88%	23
Belize	0.00%		100.00%	1
Bjibouti	100.00%	1	0.00%	
Brazil	26.83%	11	73.17%	30
Brunei Darussalam	0.00%		100.00%	1
Bulgaria	0.00%		100.00%	2
Canada	17.20%	112	82.80%	539
Caribbean	0.00%		100.00%	1
Central America	100.00%	1	0.00%	
Chile	46.15%	12	53.85%	14
Colombia	28.57%	2	71.43%	5
Columbia	0.00%		100.00%	2
Costa Rica	40.00%	2	60.00%	3
Croatia	33.33%	2	66.67%	4
Czech Republic	25.00%	3	75.00%	9
Denmark	20.48%	17	79.52%	66
Dominican Republic	50.00%	2	50.00%	2
Ecuador	0.00%		100.00%	1
El Salvador	0.00%		100.00%	1
Estonia	18.18%	2	81.82%	9
Faroe Islands	0.00%		100.00%	1
Finland	32.08%	34	67.92%	72
France	28.57%	14	71.43%	35
Germany	26.67%	64	73.33%	176

	No		Yes	
	Percent	Count	Percent	Count
Gibraltar	33.33%	1	66.67%	2
Greece	0.00%		100.00%	3
Greenland	0.00%		100.00%	1
Guatemala	25.00%	1	75.00%	3
Honduras	100.00%	1	0.00%	
Hong Kong	22.22%	2	77.78%	7
Hungary	40.00%	6	60.00%	9
Iceland	25.00%	2	75.00%	6
Indonesia	0.00%		100.00%	6
Ireland	38.10%	8	61.90%	13
Israel	0.00%		100.00%	5
Italy	27.27%	6	72.73%	16
Jamaica	50.00%	1	50.00%	1
Japan	57.14%	4	42.86%	3
Kazakhstan	0.00%		100.00%	1
Korea, Republic of	20.00%	1	80.00%	4
Kuwait	50.00%	1	50.00%	1
Latvia	45.45%	5	54.55%	6
Lithuania	20.00%	1	80.00%	4
Luxembourg	50.00%	1	50.00%	1
Luxemburg	0.00%		100.00%	1
Macedonia	0.00%		100.00%	1
Malaysia	10.00%	2	90.00%	18
Mexico	20.24%	17	79.76%	67
Misc Asia	0.00%		100.00%	3
Netherlands	36.36%	20	63.64%	35
New Zealand	23.91%	11	76.09%	35
Nicaragua	0.00%		100.00%	1
Norway	20.31%	13	79.69%	51
Pakistan	0.00%		100.00%	1
Peru	30.77%	4	69.23%	9

	No		Yes	
	Percent	Count	Percent	Count
Philippines	10.91%	6	89.09%	49
Poland	28.74%	25	71.26%	62
Portugal	36.36%	4	63.64%	7
Qatar	0.00%		100.00%	1
Romania	7.69%	1	92.31%	12
Russian Federation	38.71%	12	61.29%	19
Saudi Arabia	100.00%	1	0.00%	
Serbia	37.50%	3	62.50%	5
Singapore	22.22%	8	77.78%	28
Slovakia	50.00%	4	50.00%	4
Slovenia	50.00%	3	50.00%	3
South Africa	36.36%	4	63.64%	7
Spain	40.91%	9	59.09%	13
Sweden	21.60%	27	78.40%	98
Switzerland	26.67%	4	73.33%	11
Syria	0.00%		100.00%	1
Taiwan	0.00%		100.00%	2
Thailand	33.33%	1	66.67%	2
The Netherlands	41.67%	5	58.33%	7
Trinidad and Tobago	50.00%	1	50.00%	1
UAE	66.67%	2	33.33%	1
Ukraine	66.67%	4	33.33%	2
United Kindgom	100.00%	1	0.00%	
United Kingdom	27.68%	168	72.32%	439
United States	17.76%	971	82.24%	4496
Unknown	33.33%	13	66.67%	26
Venezuela	16.67%	1	83.33%	5
Grand Total	**20.26%**	**1775**	**79.74%**	**6985**

Table 22 – Country vs Sex

	Male		Female	
	Percent	Count	Percent	Count
Argentina	87.10%	27	12.90%	4
Aruba	75.00%	3	25.00%	1
Australia	84.09%	354	15.91%	67
Austria	97.30%	36	2.70%	1
Azerbaijan	100.00%	1	0.00%	
Bangladesh	100.00%	1	0.00%	
Belgium	88.24%	30	11.76%	4
Belize	100.00%	1	0.00%	
Bolivia	100.00%	1	0.00%	
Brazil	88.10%	37	11.90%	5
Brunei Darussalam	100.00%	1	0.00%	
Bulgaria	50.00%	1	50.00%	1
Canada	84.19%	559	15.81%	105
Chile	96.30%	26	3.70%	1
China	100.00%	1	0.00%	
Colombia	100.00%	9	0.00%	
Costa Rica	100.00%	5	0.00%	
Croatia	83.33%	5	16.67%	1
Czech Republic	83.33%	10	16.67%	2
Denmark	88.37%	76	11.63%	10
Djibouti	100.00%	1	0.00%	
Dominican Republic	75.00%	3	25.00%	1
Ecuador	100.00%	1	0.00%	
El Salvador	100.00%	1	0.00%	
Estonia	91.67%	11	8.33%	1
Faroe Islands	100.00%	1	0.00%	
Finland	94.39%	101	5.61%	6
France	94.00%	47	6.00%	3
Germany	91.24%	229	8.76%	22
Gibraltar	100.00%	3	0.00%	

	Male		Female	
	Percent	Count	Percent	Count
Greece	66.67%	2	33.33%	1
Greenland	100.00%	1	0.00%	
Guatemala	100.00%	4	0.00%	
Haiti	0.00%		100.00%	1
Honduras	100.00%	1	0.00%	
Hong Kong	88.89%	8	11.11%	1
Hungary	86.67%	13	13.33%	2
Iceland	77.78%	7	22.22%	2
Indonesia	100.00%	7	0.00%	
Ireland	76.19%	16	23.81%	5
Israel	80.00%	4	20.00%	1
Italy	95.83%	23	4.17%	1
Jamaica	50.00%	1	50.00%	1
Japan	66.67%	6	33.33%	3
Kazakhstan	0.00%		100.00%	1
Korea, Republic of	100.00%	5	0.00%	
Kuwait	0.00%		100.00%	2
Latvia	90.91%	10	9.09%	1
Lithuania	100.00%	5	0.00%	
Luxembourg	100.00%	3	0.00%	
Macedonia	0.00%		100.00%	1
Malaysia	95.24%	20	4.76%	1
Mexico	89.53%	77	10.47%	9
Netherlands	91.38%	53	8.62%	5
New Zealand	78.26%	36	21.74%	10
Nicaragua	100.00%	1	0.00%	
Norway	98.48%	65	1.52%	1
Pakistan	100.00%	1	0.00%	
Peru	76.92%	10	23.08%	3
Philippines	84.21%	48	15.79%	9
Poland	91.95%	80	8.05%	7

	Male		Female	
	Percent	Count	Percent	Count
Portugal	100.00%	11	0.00%	
Qatar	100.00%	1	0.00%	
Romania	93.33%	14	6.67%	1
Russian Federation	88.57%	31	11.43%	4
Saudi Arabia	100.00%	1	0.00%	
Serbia	100.00%	8	0.00%	
Singapore	86.11%	31	13.89%	5
Slovakia	100.00%	8	0.00%	
Slovenia	100.00%	6	0.00%	
South Africa	100.00%	13	0.00%	
Spain	100.00%	22	0.00%	
Sri Lanka	100.00%	1	0.00%	
Sweden	95.31%	122	4.69%	6
Switzerland	75.00%	12	25.00%	4
Syria	100.00%	1	0.00%	
Taiwan	100.00%	2	0.00%	
Thailand	100.00%	3	0.00%	
The Netherlands	100.00%	12	0.00%	
Trinidad and Tobago	66.67%	2	33.33%	1
UAE	100.00%	3	0.00%	
Ukraine	100.00%	6	0.00%	
United Kingdom	88.32%	552	11.68%	73
United States	84.27%	4741	15.73%	885
Unknown	88.57%	31	11.43%	4
Venezuela	66.67%	4	33.33%	2

Table 23 – Started Watching vs Sex (% of Sex)

	Female		Male		Total	
	%	**#**	**%**	**#**	**%**	**#**
1st Generation	17.16%	221	2.06%	159	4.22%	380
3rd Generation	8.70%	112	0.47%	36	1.64%	148
4th Generation	69.80%	899	96.26%	7438	92.48%	8337
Don't Know	1.63%	21	0.38%	29	0.55%	50
Other	2.72%	35	0.84%	65	1.11%	100
Grand Total	**100.00%**	**1288**	**100.00%**	**7727**	**100.00%**	**9015**

Table 24 - Started Watching vs Sex (% of Started Watching)

	Female		Male		Total	
	%	#	%	#	%	#
1st Generation	58.16%	221	41.84%	159	100.00%	380
3rd Generation	75.68%	112	24.32%	36	100.00%	148
4th Generation	10.78%	899	89.22%	7438	100.00%	8337
Don't Know	42.00%	21	58.00%	29	100.00%	50
Other	35.00%	35	65.00%	65	100.00%	100
Grand Total	**14.29%**	**1288**	**85.71%**	**7727**	**100.00%**	**9015**

Table 25 – Age by Sex (Percent of Age)

	Female		Male		Total	
	Percent	Count	Percent	Count	Percent	Count
10 or younger	0.47%	6	0.06%	5	0.12%	11
11-14	11.72%	151	5.46%	422	6.36%	573
15-17	22.44%	289	30.10%	2326	29.01%	2615
18-20	24.30%	313	30.44%	2352	29.56%	2665
21-29	36.10%	465	29.35%	2268	30.32%	2733
30-39	4.35%	56	3.71%	287	3.80%	343
40-49	0.31%	4	0.72%	56	0.67%	60
50-59	0.31%	4	0.09%	7	0.12%	11
60 or older	0.00%		0.05%	4	0.04%	4
Total	**100.00%**	**1288**	**100.00%**	**7727**	**100.00%**	**9015**

Table 26 – Age by Sex (Percent of Sex)

	Female		Male		Total	
	Percent	Count	Percent	Count	Percent	Count
10 or younger	54.55%	6	45.45%	5	100.00%	11
11-14	26.35%	151	73.65%	422	100.00%	573
15-17	11.05%	289	88.95%	2326	100.00%	2615
18-20	11.74%	313	88.26%	2352	100.00%	2665
21-29	17.01%	465	82.99%	2268	100.00%	2733
30-39	16.33%	56	83.67%	287	100.00%	343
40-49	6.67%	4	93.33%	56	100.00%	60
50-59	36.36%	4	63.64%	7	100.00%	11
60 or older	0.00%		100.00%	4	100.00%	4
Total	**14.29%**	**1288**	**85.71%**	**7727**	**100.00%**	**9015**

Table 27 – Age vs Gone Public

	No		Yes	
	Percent	**Count**	**Percent**	**Count**
10 or younger	36.36%	4	63.64%	7
11-14	22.51%	129	77.49%	444
15-17	19.35%	506	80.65%	2109
18-20	19.14%	510	80.86%	2155
21-29	21.37%	584	78.63%	2149
30-39	28.57%	98	71.43%	245
40-49	21.67%	13	78.33%	47
50-59	45.45%	5	54.55%	6
60 or older	25.00%	1	75.00%	3
Grand Total	**20.52%**	**1850**	**79.48%**	**7165**

Table 28 – Age vs Started Watching

	First Generation (1980s)		Third Generation (Early 2000s)		Fourth Generation (MLP:FiM)		Other	
	%	#	%	#	%	#	%	#
10 <	9.09%	1	27.27%	3	54.55%	6	9.09%	1
11-14	0.87%	5	7.33%	42	90.58%	519	0.35%	2
15-17	0.73%	19	1.99%	52	96.41%	2521	0.50%	13
18-20	1.31%	35	0.98%	26	96.21%	2564	0.94%	25
21-29	8.82%	241	0.80%	22	88.11%	2408	1.68%	46
30-39	21.87%	75	0.58%	2	73.76%	253	2.62%	9
40-49	5.00%	3	1.67%	1	90.00%	54	3.33%	2
50-59	9.09%	1	0.00%		81.82%	9	9.09%	1
60 or older	0.00%		0.00%		75.00%	3	25.00%	1
Grand Total	4.22%	380	1.64%	148	92.48%	8337	1.11%	100

Table 29 – Favorite Character vs Age

	10 or younger		11-14		15-17		18-20		21-29		30-39		40-49		50-59	
	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#
Apple Bloom	0.00%		0.35%	2	0.46%	12	0.15%	4	0.44%	12	0.58%	2	1.67%	1	0.00%	
Applejack	9.09%	1	5.24%	30	5.09%	133	6.15%	164	6.81%	186	4.37%	15	10.00%	6	0.00%	
Big Macintosh	0.00%		0.52%	3	0.80%	21	1.05%	28	1.02%	28	0.87%	3	0.00%		9.09%	1
Braeburn	0.00%		0.70%	4	0.19%	5	0.11%	3	0.11%	3	0.00%		0.00%		0.00%	
Celestia	0.00%		0.35%	2	0.84%	22	1.31%	35	1.54%	42	1.46%	5	1.67%	1	0.00%	
Cheerilee	0.00%		0.35%	2	0.31%	8	0.15%	4	0.33%	9	0.29%	1	0.00%		0.00%	
Derpy Hooves	0.00%		4.36%	25	3.14%	82	3.19%	85	3.44%	94	3.21%	11	1.67%	1	0.00%	
Fluttershy	27.27%	3	16.75%	96	18.97%	496	17.94%	478	15.48%	423	14.58%	50	13.33%	8	18.18%	2
Luna	27.27%	3	5.58%	32	7.07%	185	5.78%	154	6.33%	173	4.96%	17	5.00%	3	0.00%	
Pinkie Pie	0.00%		12.22%	70	12.77%	334	13.21%	352	14.53%	397	13.41%	46	15.00%	9	18.18%	2
Rainbow Dash	0.00%		16.06%	92	13.73%	359	12.23%	326	11.34%	310	10.79%	37	5.00%	3	0.00%	
Rarity	0.00%		8.55%	49	7.19%	188	9.64%	257	10.57%	289	13.99%	48	10.00%	6	9.09%	1
Scootaloo	0.00%		0.87%	5	1.53%	40	1.05%	28	1.46%	40	1.75%	6	1.67%	1	0.00%	
Spike	0.00%		0.87%	5	0.84%	22	0.98%	26	0.51%	14	0.58%	2	0.00%		0.00%	
Sweetie Belle	0.00%		0.70%	4	0.57%	15	0.64%	17	0.80%	22	0.00%		0.00%		0.00%	
Twilight Sparkle	27.27%	3	14.83%	85	16.83%	440	18.35%	489	19.54%	534	23.91%	82	31.67%	19	45.45%	5
Other	9.09%	1	10.82%	62	7.88%	206	7.05%	188	4.76%	130	3.79%	13	3.33%	2	0.00%	
Trixie	0.00%		0.87%	5	1.80%	47	1.01%	27	0.99%	27	1.46%	5	0.00%		0.00%	
Grand Total	100.00%	11	100.00%	573	100.00%	2615	100.00%	2665	100.00%	2733	100.00%	343	100.00%	60	100.00%	11