

2014 STATE OF THE HERD REPORT

Part 1: Basic Statistics

Revision 1.0 – March 20, 2014

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Foreword

Welcome to the 2014 edition of the Herd Census, the third incarnation. We believe this is the most exhaustive analysis of the *My Little Pony: Friendship is Magic* fandom in existence. It certainly exhausted us!

This year we mark several new milestones for the Census. To begin with, for the first time, we are working in conjunction with an accredited research institution on research we hope will eventually result in peer-reviewed, published papers on the Herd. This couldn't happen without the cooperation of our partners at Salem State University, Drs. Judi Cook and Rebecca Haines.

Secondly, this is the first year that the Herd Census form was available in a language other than English. With the help of some dedicated Brony volunteers, we translated the survey into German, Dutch, Spanish, French, Chinese (Simplified), Portuguese, and Russian. This no doubt led to a record number of non-US bronies responding to the Census, and changed the mix of countries quite a bit.

A Few Words on Data

The data we collected is divided into two sets. The first is the overall sample set, and includes all responses that answered as far as a given question (after cleanup). In other words, for a given question, it included responses that abandoned the survey after than question and didn't complete the entire survey, but doesn't include responses that didn't get at least that far through. For this reason, you may notice that the number of respondents to any given question (n) tends to decrease as you go through the survey responses.

The second is a subset of the first, and only includes those that were over the age of 18 and agreed to the consent form. For the purposes of this report, all statistics are drawn from the overall response set, not the consented subset. For this reason, the results reported in this report are not appropriate for use in peer-reviewed research projects. For access to the consented data set, please contact coderbrony@herdcensus.com.

As mentioned above, the data sets have been "cleaned", which largely involves removing obviously bogus responses from the sample. There are a few ways that a respondent could be removed, and they are listed here:

- Providing obviously erroneous answers to numeric questions (9001 for "number of people living in your household", etc.) This reduced the sample size from 18,503 to 18,388.
- In addition, we considered the end (personality and gender) questions invalid if the respondent answered the last 20 questions on the personality section with the same answer (indicating survey fatigue or disinterest.) The effect of this filtering can be seen in the figure below, comparing the distribution of extroversion scores for people who answered the last 20

questions with the same answer (n=268), compared to those who did not (n=18,120). As you can see in Chart 1, the respondents in the invalid group did not have a representative distribution (mean of 59.0, standard deviation of 5.48) when compared to the valid group (mean of 52.8, standard deviation of 15.54.) In addition, there is a heavy spike at 60, which is the extroversion score that one would receive if you answered right down the middle of the survey for all questions.

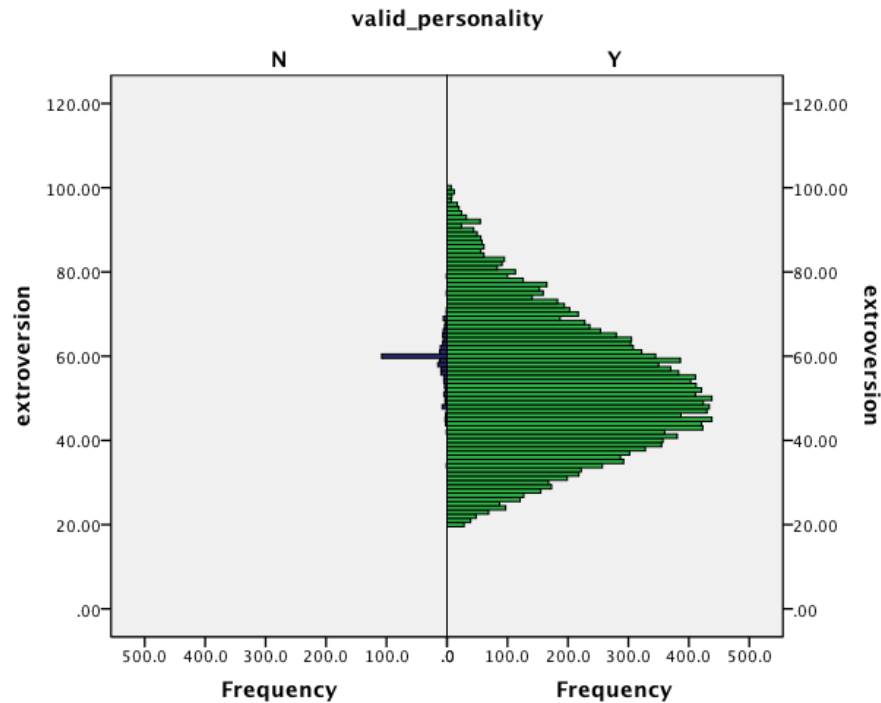


Chart 1: Comparison of Distribution for "Good" vs "Bad" Respondents to Personality Section

A Few Words on Statistical Significance

In most cases in this report, we will be sticking to purely descriptive statistics, and with the sample size as insanely large as it is, the confidence intervals are so narrow as to let us essentially treat them as the exact number.

However, there are a few occasions in this report where we are going to discuss correlations between two independent variables, and there will be more in later reports. The accepted practice in the social sciences has historically been to treat anything as significant if $P < 0.05$ (that is, that there is less than a 1 in 20 chance that you would get the result by pure chance, to put it in lay terms.) However, there has been a recent shift in thinking, and some influential statisticians are now pushing to use the more stringent $P < 0.01$ (1 in 100) standard instead. In this and all other

reports the Herd Census produces, we will only report a correlation as statistically significant if it is so at $P < 0.01$.

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 Coder Brony at:

CoderBrony@herdcensus.com

We also are looking for volunteers willing to help out with next year's census, in terms of translation, outreach and artwork. We have a forum you can visit to learn how to help, at:

<http://herdcensus.com/smf/>

The home page for the census is and will remain:

<http://www.herd census.com/>

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Basic Demographics

Gender

The gender question was slightly reworded from last year to fix issues with some perceived insensitivity in the phrasing. As a result, the “both” and “neither” categories were added. Between them, they accounted for almost exactly 1% of the sample. Of those choosing to answer male or female, 17.8% were female, 81.1% were male. This continues the multi-year trend of more females entering the fandom. Last year, 15.2% were female and 84.8% were male. At the current rate, we will achieve gender parity in the fandom during season 19 or 20.

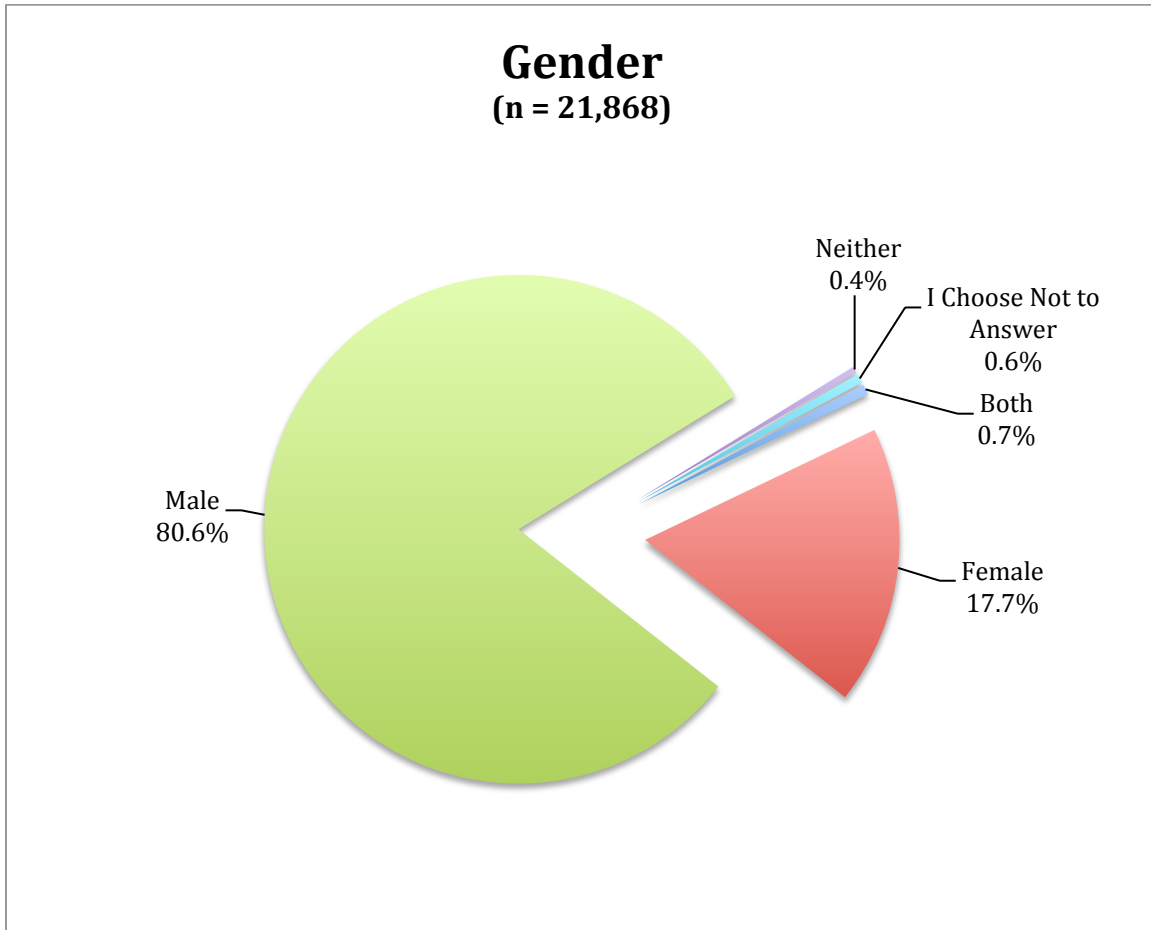


Chart 2: Gender

Transgender Identity

Male to Female transgender identifiers represents 2.3% of the herd, female to male 0.66%.

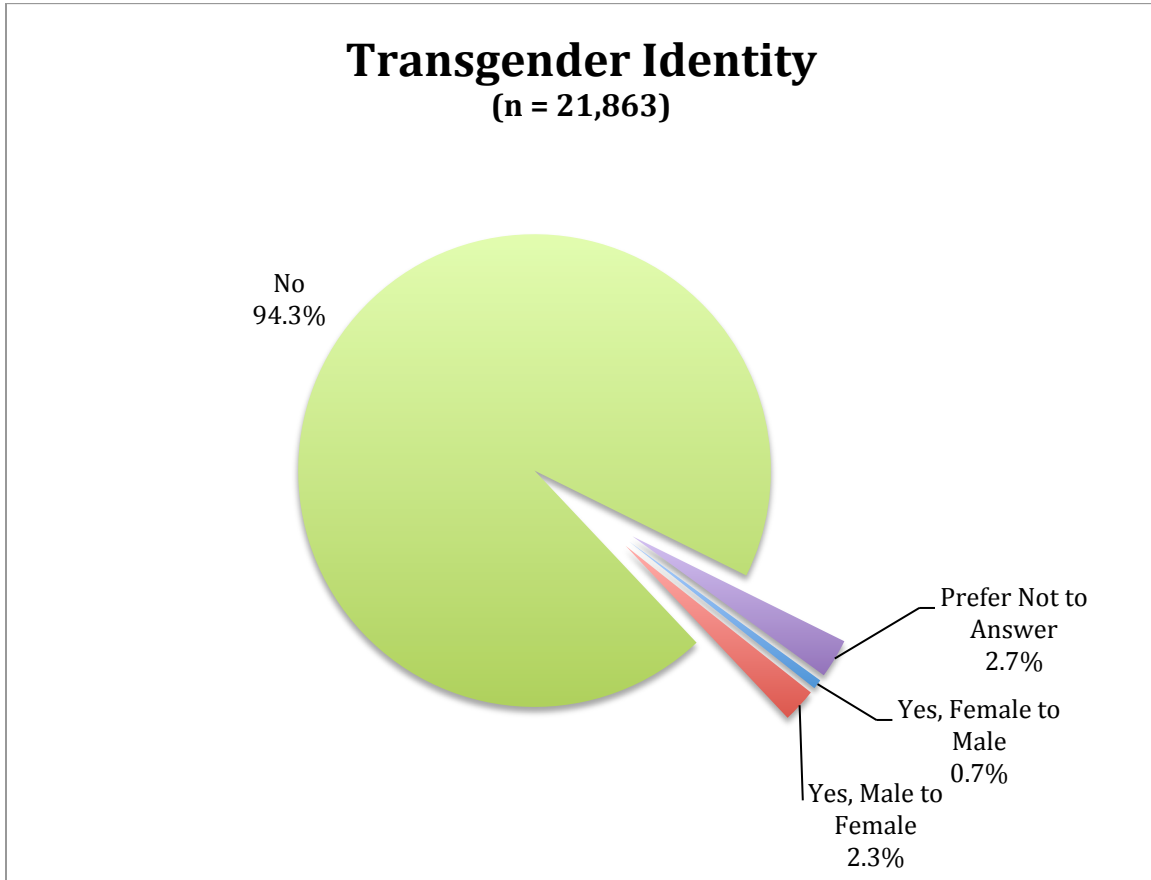


Chart 3: Transgender Identity

Interestingly, by more than a 2 to 1 margin, transgendered individuals still respond with their “original” gender to the gender question:

	Yes, Female to Male	Yes, Male to Female
Female	88	129
Male	32	323

Table 1: Transgender Responses vs Gender Identification

Existing studies in the general population place the percentage of transgendered individuals at between 0.1% and 0.5%. The nearly 3% of the Brony population reporting as transgendered is therefore significantly higher than the general population, although it is unclear if a similar survey of a similar fandom, such as anime or Star Trek, would find numbers closer to the Brony figures, or the wider population.

Age Distribution

The actual mean brony age in 2014 was 21.40 years. This year, rather than ask for age in years, we asked for month and year of birth. As a result, we have a more precise figure for mean brony age. By definition, this number would be higher than the figure we reported last year, even if the people had exactly the same ages as last year. To understand why, you need to imagine three bronies, aged 18y0m, 18y6m, and 18y11m. If you ask them their whole number age in years and average it to a mean, you get 18, since they are all 18 years old. If you compute their decimal ages, however, they are 18.0, 18.6, and 18.92, and if you take the mean of that, it's 18.47, nearly half a year older.

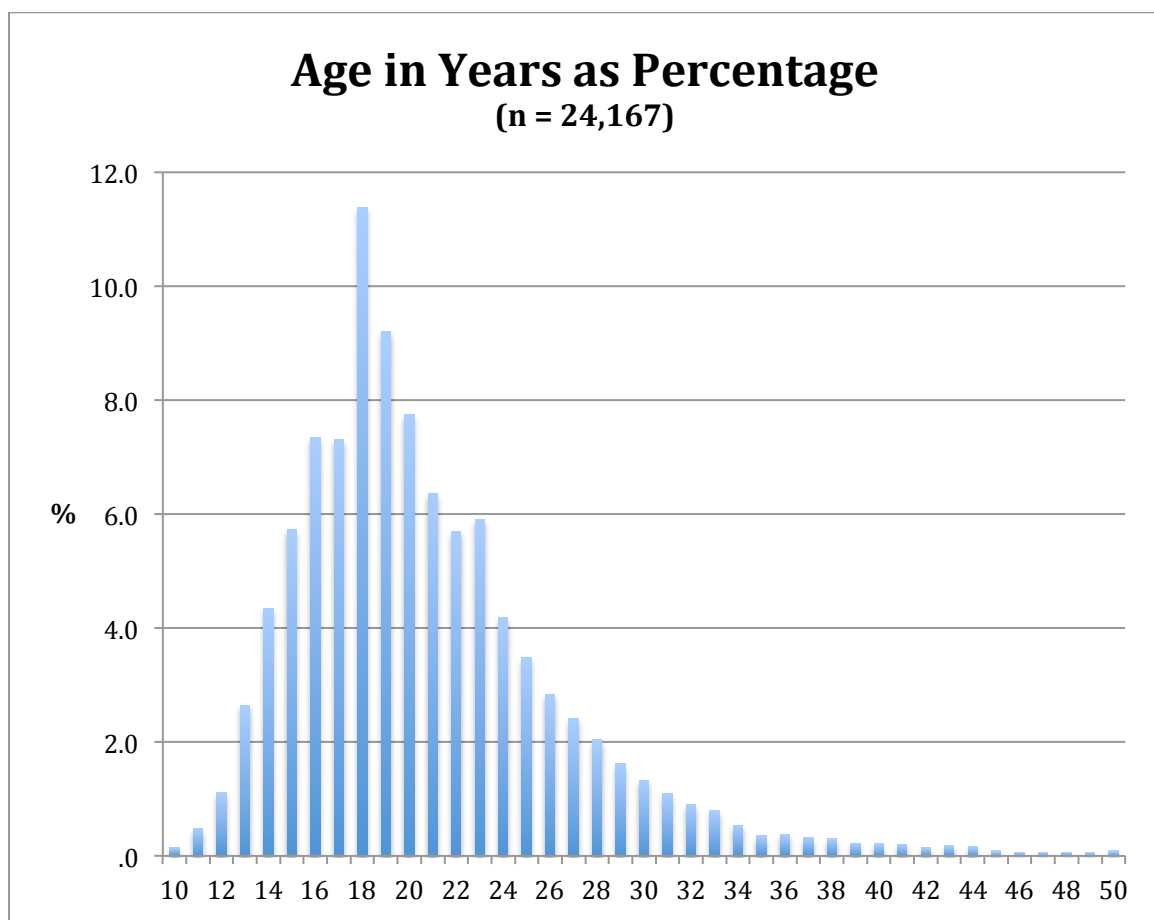


Chart 4: Age in Years

Since we don't have decimal age for 2013, we can't compare this number to anything. We can however convert the decimal age to an age in years (by dropping the fractional portion), and compare that way. This year, the average whole number brony age was 20.88 years old, which (by the way) is almost exactly half-a-year younger than the true number, as we have already predicted. In 2013, the mean age was 20.19, eight and a half months younger.

If the fandom were composed of exactly the same individuals as in the 2013 census, we would have expected the mean age to be exactly one year higher (since every member of the sample would have been one year older.) If many new fans younger than the mean had entered the fandom (or many older fans had left), it would have brought the mean down. Alternatively, if many older fans had joined and/or younger ones had left, the mean would have gone up more than a year per year. The difference of 0.7 years would tend to support the conclusion that the fandom continues to attract younger fans.

The distribution continues to be sharply peaked, with a standard deviation of 6.22 years. 75% of the fandom is between 15 and 25, 94% between 10 and 30.

A note: If you look at the 2014 distribution, you can see that there seems to be a sharp drop-off between 18 and 17, much sharper than in 2013. This may be because some bronies incorrectly assumed that people under 18 would not be able to participate in the census at all, as opposed to not being able to participate in the research study. If we assume that there were more under-18 bronies in the general population than were really captured, it would have made the mean age even lower.

Comparing male vs. female age, we can see that female fans tend to be nearly a year younger than males. Given that young females are the core demographic for the show, this is not shocking, since it means that females are more likely to be exposed to the show at an earlier age. The total mean age is a little higher in this chart (and the sample size lower), because the gender question appeared after the notice about minors not being able to be used in the research study, and thus we believe some of them dropped out before indicating their gender.

What is your gender?	Mean	N	Std. Deviation
Both	21.8519	144	6.65344
Female	20.8044	3877	6.33543
Male	21.7013	17627	6.13365
Neither	22.4653	88	7.20538
I Choose Not to Answer	21.2362	132	6.65142
Total	21.5435	21868	6.19050

Table 2: Mean Decimal Age by Gender

Marital Status

Rejoice, for bronies are not necessarily forever alone! Although most bronies are still single, the percentage of married bronies continues to increase. Between 2012 and 2014, the number of bronies in wedded bliss has gone up by more than 2%.

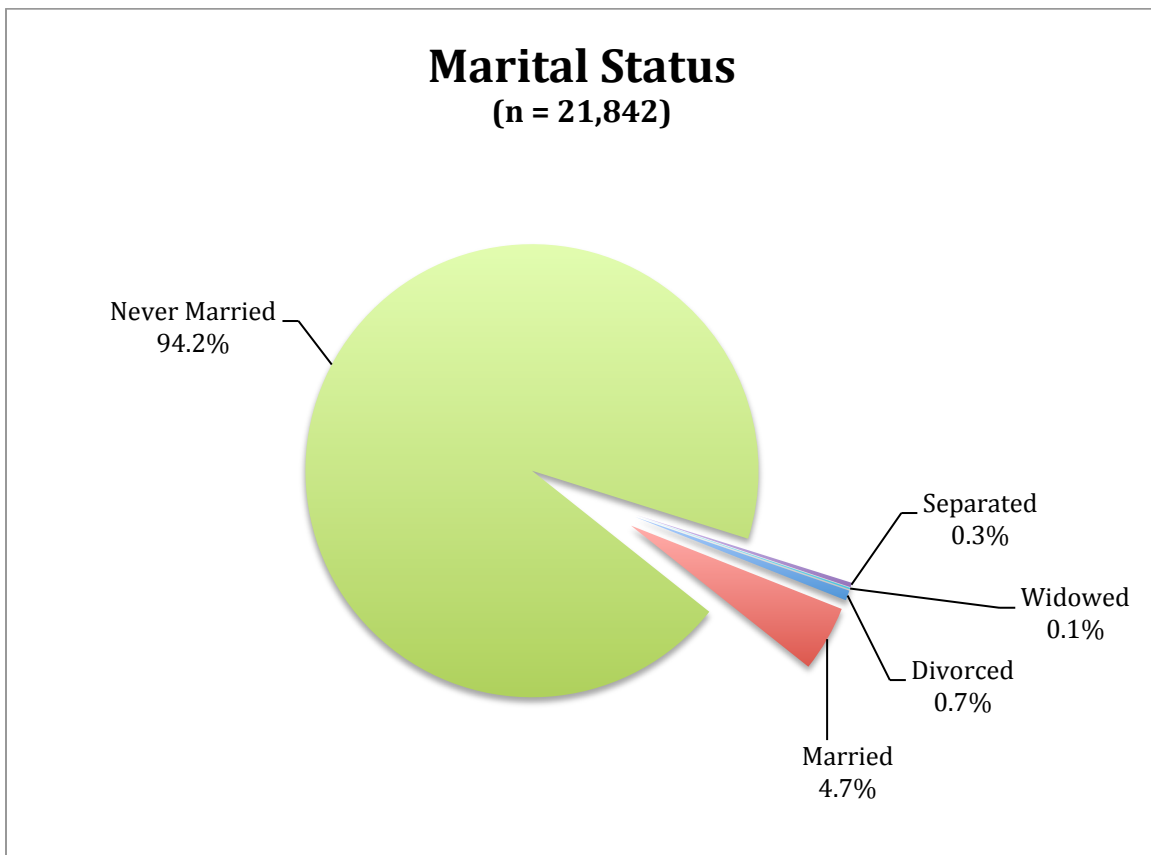


Chart 5: Marital Status

Been in a Serious Relationship in Last 12 Months

More good news for the romantically inclined. More bronies than ever report having a very special somepony in 2014, now more than a quarter

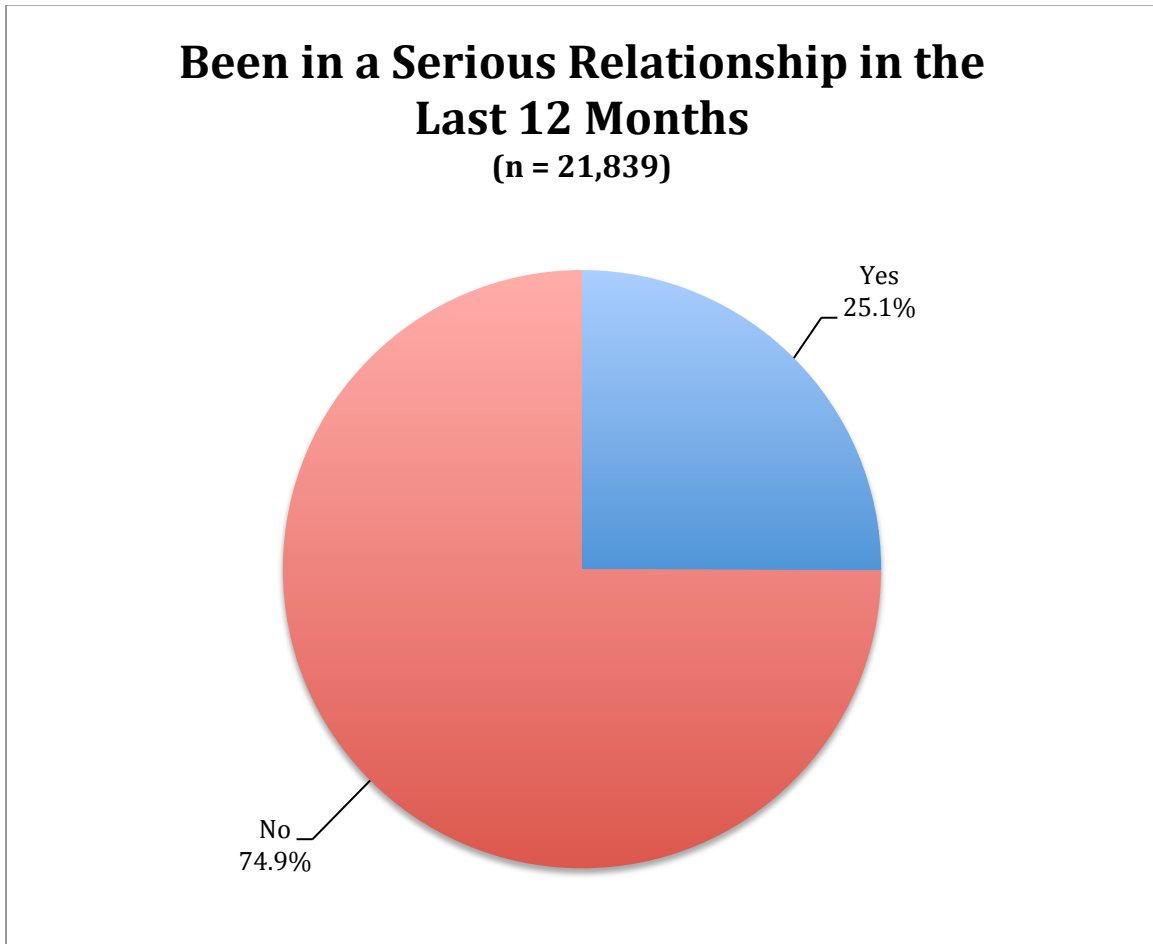


Chart 6: Been in A Serious Relationship in the Last 12 Months

Country of Birth

Translating the survey into multiple languages definitely had an effect on where people came from. Russia jumped way up, as did Spanish-speaking countries and China.

Country	%
United States	56.7%
United Kingdom	5.4%
Canada	4.5%
Russia	3.5%
Mexico	2.9%
Germany	2.7%
Chile	2.3%
China	2.3%
Australia	2.1%
Taiwan	1.4%
France	1.0%
Brazil	1.0%

Table 3: Country of Birth > 1% (n = 21,454)

Country of Residence

There are big changes in the country of residence this year. Most of this is probably due to having the survey available in more native languages, although the availability of the show itself in more countries may also play a role. Who knew there were so many bronies in Russia and China? Changes from 2013 have been indicated for the top countries.

Country	Number	2014 %	Change from 2013
United States	12,519	58.4	-5.95%
United Kingdom	1,141	5.3	-0.78%
Canada	993	4.6	-2.17%
Russia	732	3.4	+3.01%
Mexico	587	2.7	+1.14%
Germany	505	2.4	-0.05%
Chile	501	2.3	+1.34%
Australia	486	2.3	-1.33%
China	449	2.1	+1.99%
Taiwan	302	1.4	+1.41%
France	273	1.3	+0.47%
Brazil	204	1.0	+0.45%
Sweden	175	.8	-0.28%
Poland	173	.8	-0.19%
Argentina	170	.8	+0.19%
Finland	170	.8	-0.41%
Denmark	144	.7	+0.17%
Spain	132	.6	+0.12%
Netherlands	114	.5	-0.07%
New Zealand	89	.4	-0.19%
Czech Republic	88	.4	+0.11%
Italy	80	.4	-0.23%
Norway	75	.3	-0.05%

Country	Number	2014 %	Change from 2013
Philippines	67	.3	+0.01%
Ukraine	67	.3	+0.31%
Peru	62	.3	+0.09%
Singapore	58	.3	+0.07%
Colombia	55	.3	+0.16%
Belgium	54	.3	+0.05%
Austria	53	.2	-0.05%
Ireland	52	.2	
Malaysia	48	.2	
Venezuela	47	.2	
Japan	45	.2	
Hungary	39	.2	
Belarus	38	.2	
Portugal	38	.2	
South Africa	37	.2	
Switzerland	36	.2	
Costa Rica	33	.2	
Puerto Rico	30	.1	
US Minor Outlying Islands	30	.1	
Romania	29	.1	
Hong Kong	24	.1	
Bolivia	23	.1	
Ecuador	23	.1	
Korea, South	23	.1	
Panama	23	.1	
Indonesia	22	.1	
Slovakia	18	.1	
Israel	15	.1	
Latvia	14	.1	

Country	Number	2014 %	Change from 2013
Uruguay	14	.1	
Kazakhstan	13	.1	
Bulgaria	12	.1	
El Salvador	12	.1	
Thailand	12	.1	
Afghanistan	11	.1	
Croatia	11	.1	
Greece	10	.0	
Estonia	9	.0	
Guatemala	8	.0	
Slovenia	8	.0	
United Arab Emirates	8	.0	
Lithuania	7	.0	
Paraguay	7	.0	
Dominican Republic	6	.0	
Iceland	6	.0	
Brunei	5	.0	
Honduras	5	.0	
Saudi Arabia	5	.0	
Serbia	5	.0	
Uzbekistan	5	.0	
Guam	4	.0	
Lebanon	4	.0	
Gibraltar	3	.0	
India	3	.0	
Kuwait	3	.0	
Albania	2	.0	
Andorra	2	.0	

Country	Number	2014 %	Change from 2013
Antarctica	2	.0	
Armenia	2	.0	
Cyprus	2	.0	
Nicaragua	2	.0	
Pakistan	2	.0	
Reunion	2	.0	
Turkey	2	.0	
Algeria	1	.0	
Angola	1	.0	
Aruba	1	.0	
Azerbaijan	1	.0	
Bahamas, The	1	.0	
Belize	1	.0	
Bermuda	1	.0	
Cambodia	1	.0	
Curacao	1	.0	
Ethiopia	1	.0	
Faroe Islands	1	.0	
Fiji	1	.0	
Gaza Strip	1	.0	
Georgia	1	.0	
Greenland	1	.0	
Guadeloupe	1	.0	
Guernsey	1	.0	
Isle of Man	1	.0	
Jersey	1	.0	
Luxembourg	1	.0	
Macau	1	.0	
Mali	1	.0	

Country	Number	2014 %	Change from 2013
Malta	1	.0	
Mauritius	1	.0	
Micronesia, Federated States of	1	.0	
Monaco	1	.0	
Montenegro	1	.0	
Namibia	1	.0	
Nauru	1	.0	
New Caledonia	1	.0	
Senegal	1	.0	
Suriname	1	.0	
Syria	1	.0	
Trinidad and Tobago	1	.0	
Vietnam	1	.0	

Table 4: Country of Residence (n = 21,454)

A Visual Overview of Brony Geodistribution

Let's start with an overview of the world (a live version of this map can be found [here](#).) It's important to look carefully at the color scale when looking at this heat map (actually, they're choropleths, but no one knows what that means...) It shows just how dominant the US still is in the brony distribution. All the other countries combined still don't equal the US.

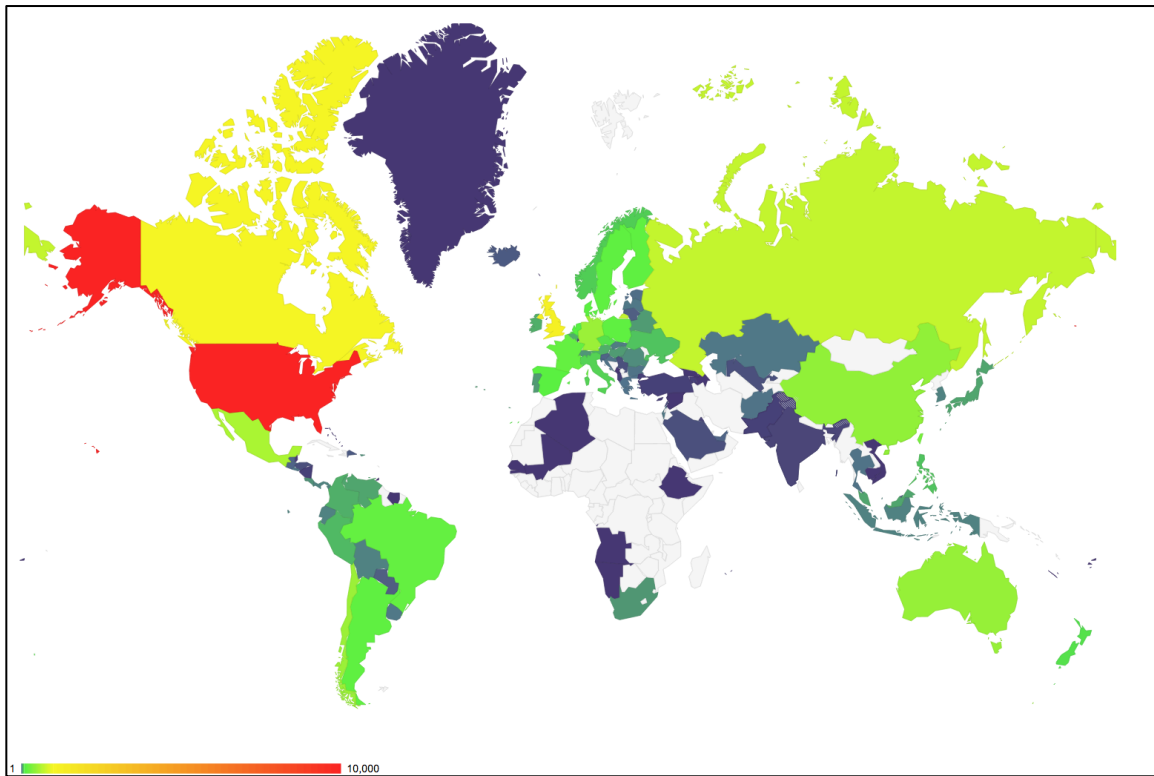


Chart 7: World Brony Distribution

Africa

We can start a detailed drill-down by looking at the least populous brony continent, Africa. With the exception of South Africa, no country in Africa has more than a single Brony.

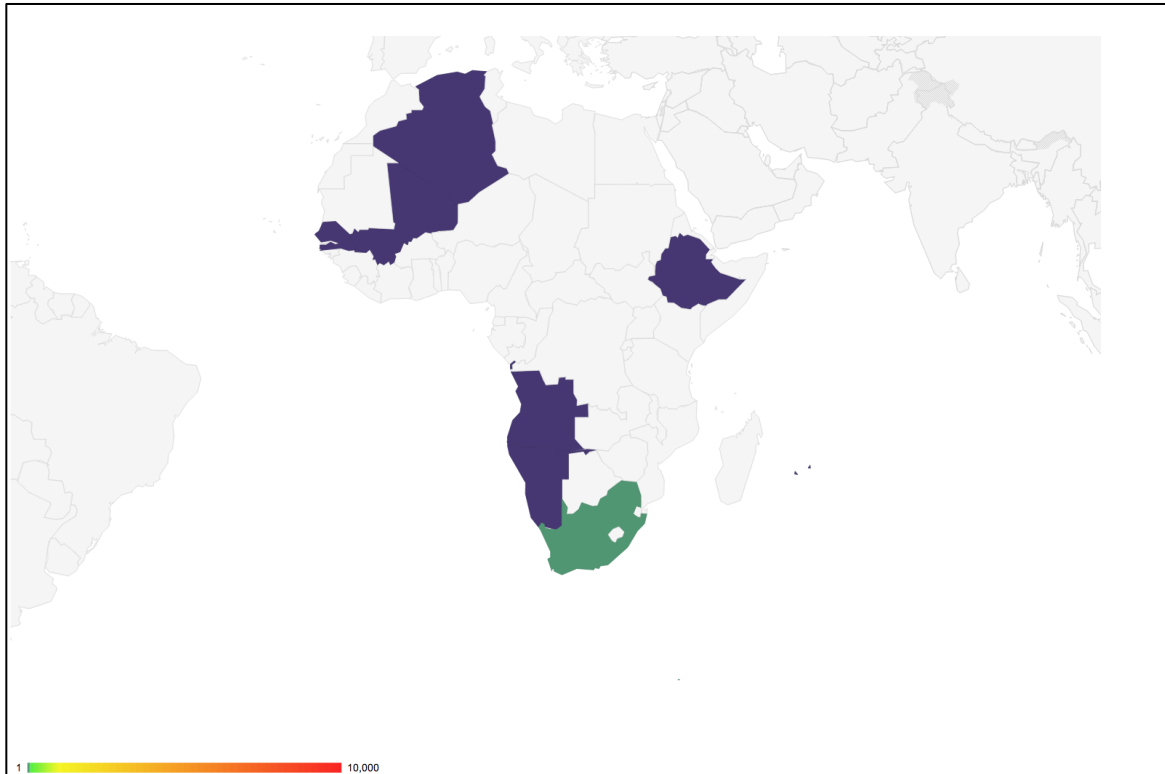


Chart 8: African Brony Distribution

Europe

Just to the North, Europe is a very different story. The UK is the only country other than the United States to break 1,000 bronies, followed closely by newcomer Russian with over 700. Germany is the other major player.

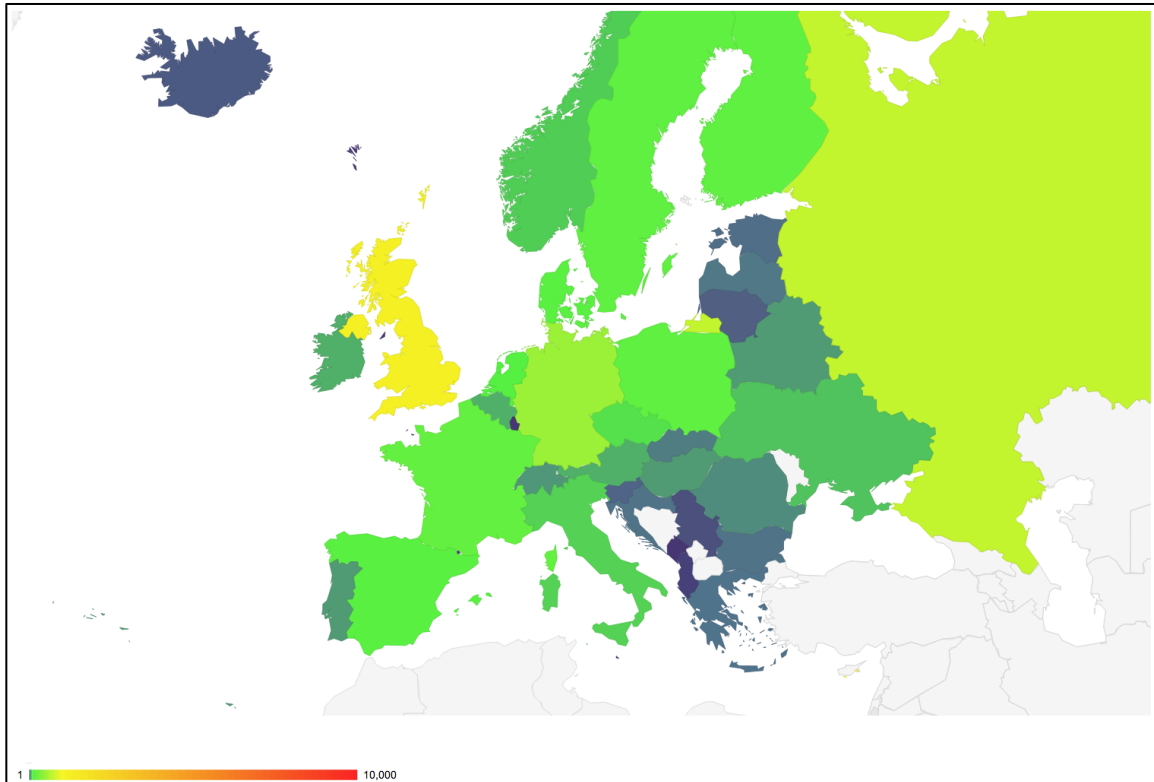


Chart 9: European Brony Distribution

North America

The United States dominates the picture here, with Canada coming in a distant second. There's a single brony in Greenland, and he's not a native. Yes, Mexico is part of North America, but not according to Google Maps.

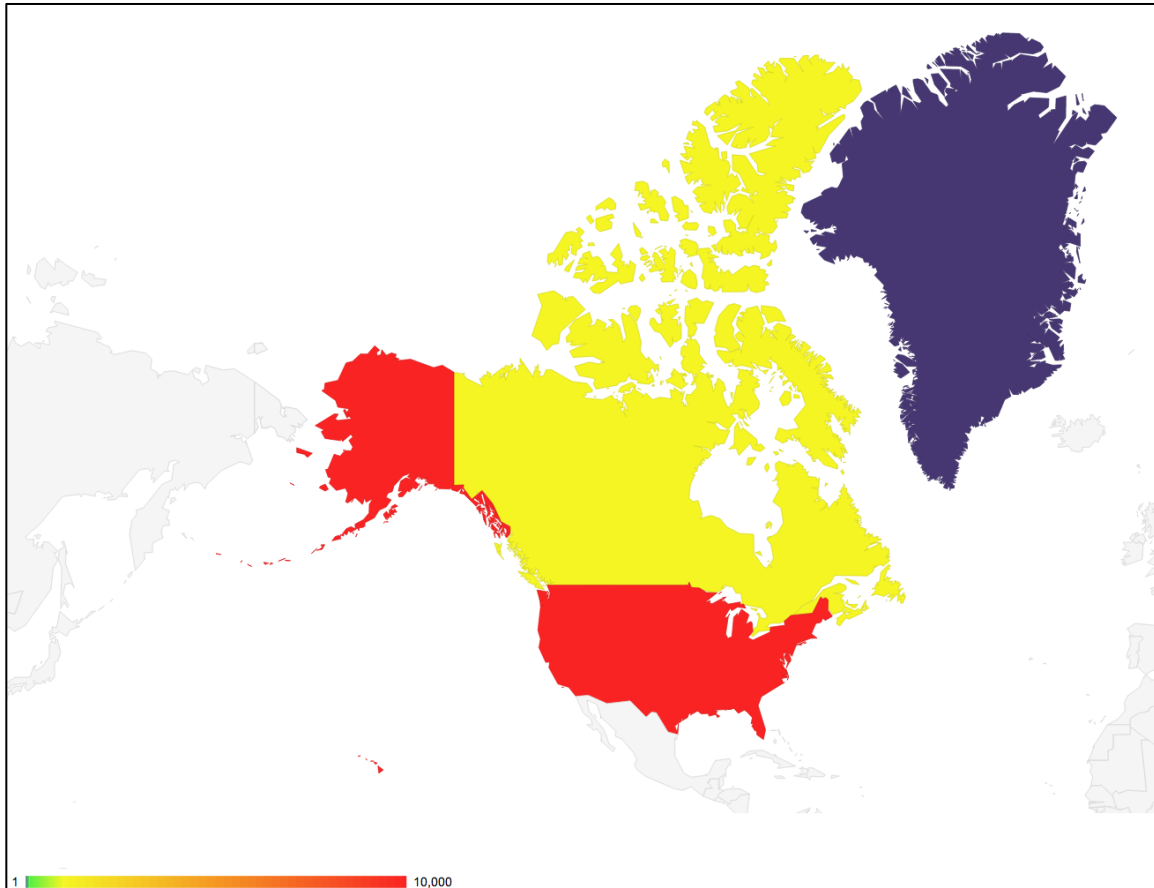


Chart 10: North American Brony Distribution (sans Mexico)

The Caribbean

Only the Dominican Republic (6) and Puerto Rico (30) have more than a single Brony in this region.

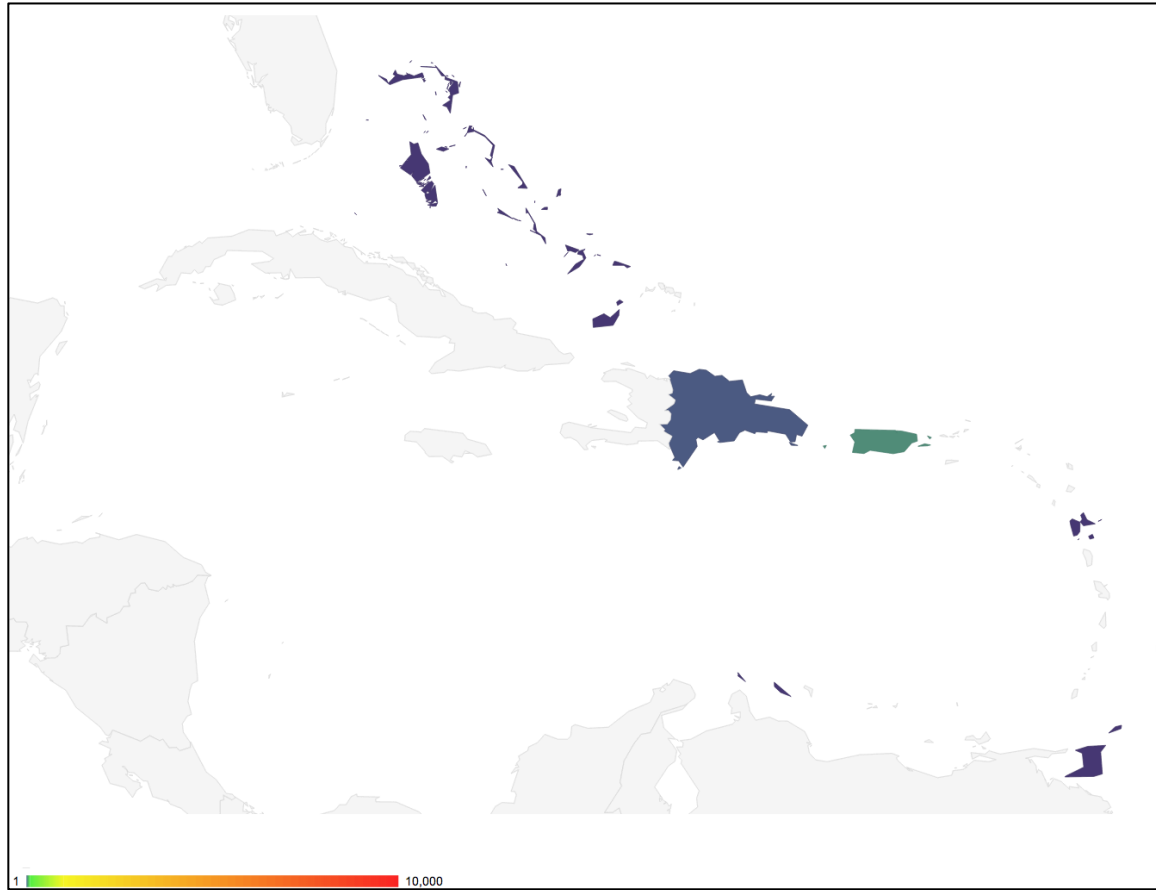


Chart 11: Caribbean Brony Distribution

Central American (and Mexico...)

There you are, Mexico! You dominate the region, with nearly 600 Bronies.

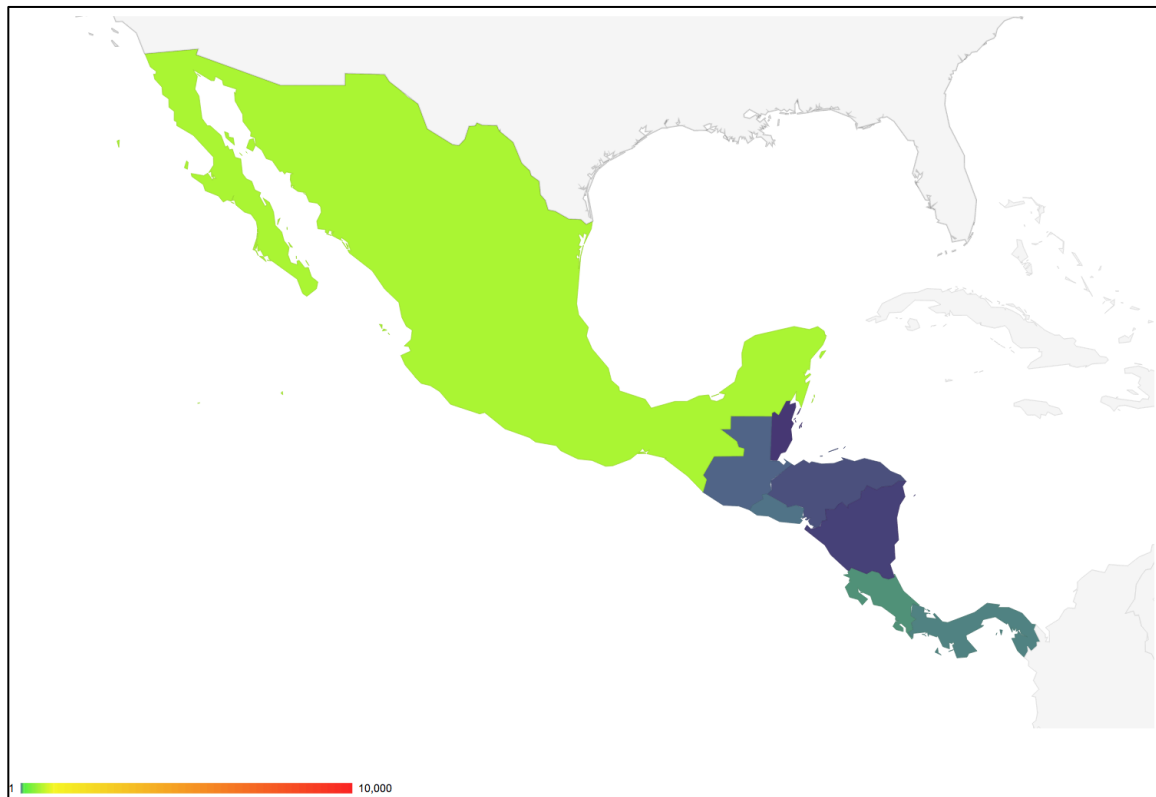


Chart 12: Central American and Mexican Brony Distribution

South America

The southerly Americas are now a hotbed of Brony activity, with Chile, Brazil and Argentina weighing in at nearly 900 Bronies. Local broadcast plus Spanish and Portuguese versions of the census have undoubtedly pumped up the numbers here.

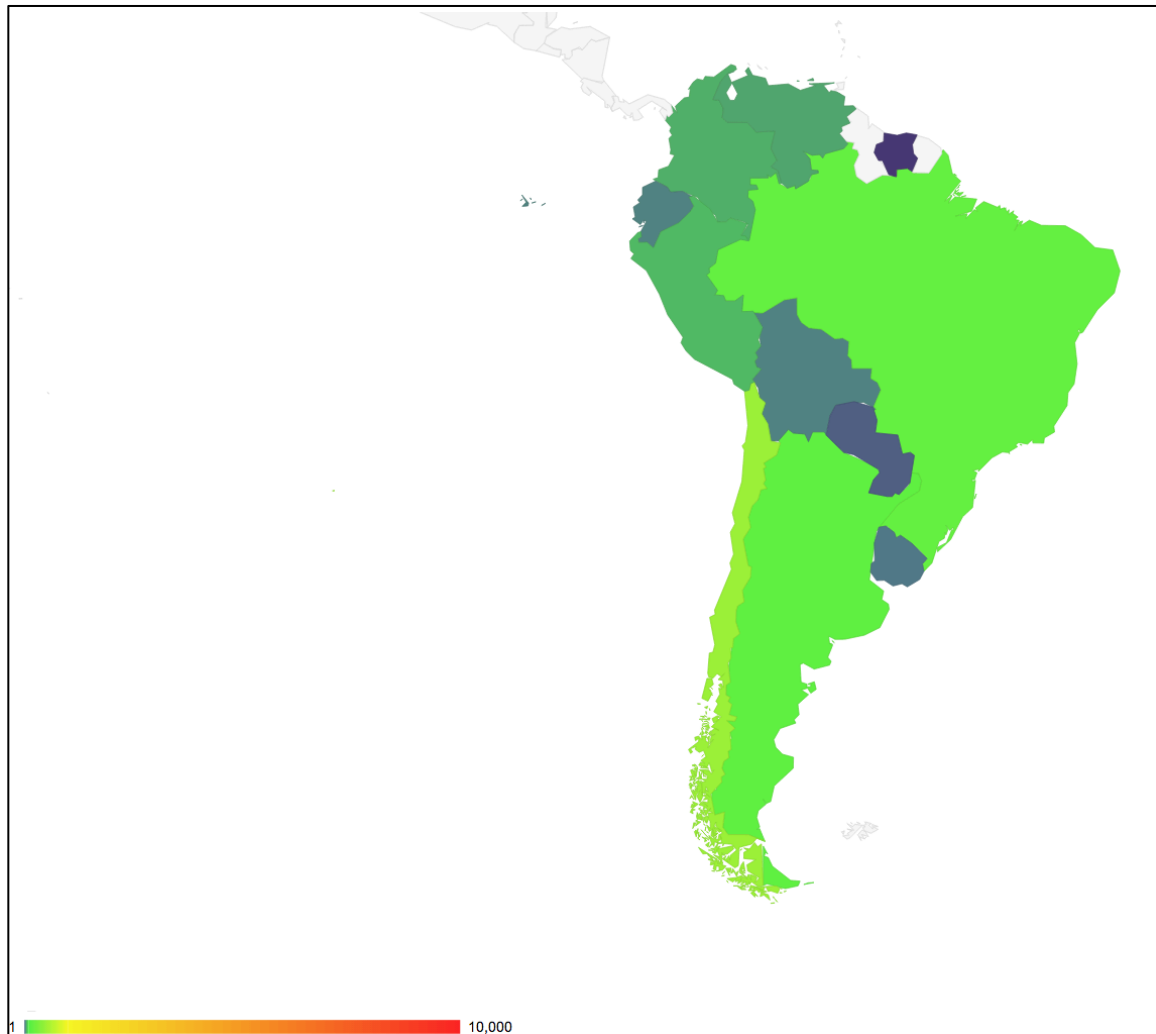


Chart 13: South American Brony Distribution

Middle East and Asia

Not much going on in the Middle East, Israel is the hot spot at 15, with the 5 Bronies in Saudi Arabia a big surprise (although one is US born.) India is a huge underperformer for its population size, with only 3 total out of a population of 1.2 billion. By comparison, China has just shy of 450. Taiwan manages just over 300, with the Philippines, Malaysia, Japan, South Korea, Indonesia, and Thailand also in the running. Not surprisingly, all of the Bronies in Afghanistan hail from the US, but surprisingly, 4 of the 5 Bronies in Uzbekistan and all 13 Bronies in Kazakhstan are natives. достық тылсымды, evidently.

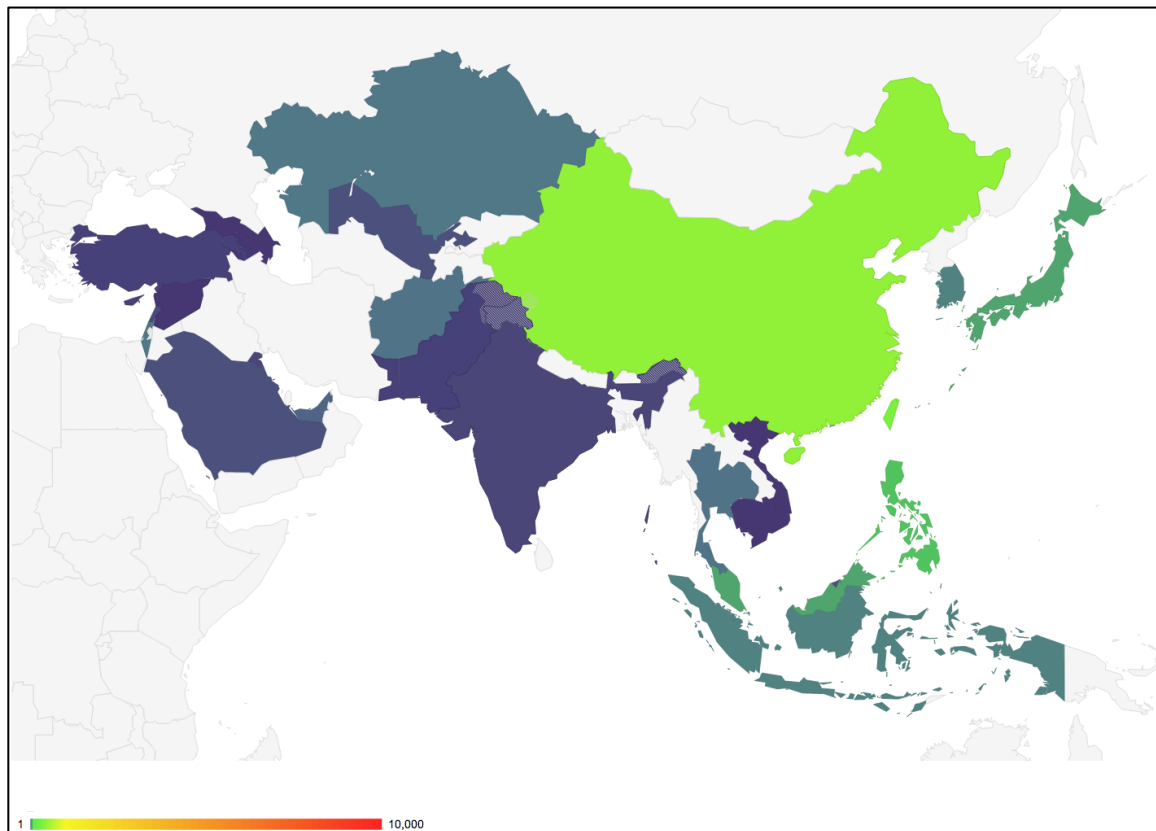


Chart 14: Middle Eastern and Asian Brony Distribution

Oceania

No surprise, Australia has the Bronies Down Under. Close to 500 pony fans live there. New Zealand has about 1/5th that, and evidently our lone Brony in Papua New Guinea has moved on since last year, leaving the single Brony in Fiji to be the most isolated Brony in the world (even Antarctica has 2 Bronies!)

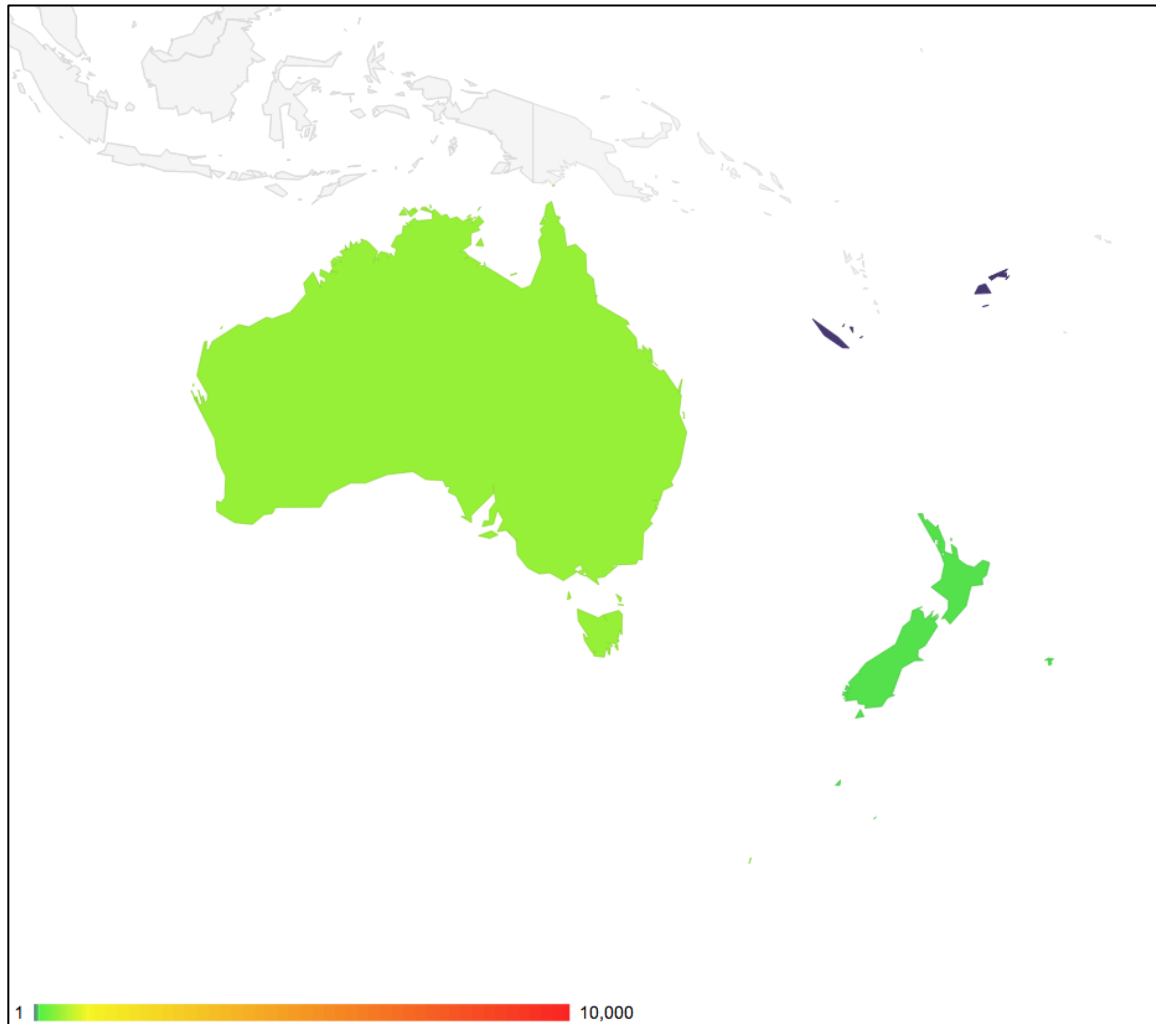


Chart 15: Oceania Brony Distribution

United Kingdom

For the first time this year, we can break down the United Kingdom into finer divisions. By sheer numbers, England proper runs away with the race, but Scotland is the Brony capital of the UK on a per capita basis.

	Number	% of All	% of UK	Per 100,000
England	939	3.9%	82.3%	1.77
Northern Ireland	28	.1%	2.5%	1.55
Scotland	119	.5%	10.4%	2.25
Wales	55	.2%	4.8%	1.80

Table 5: United Kingdom Brony Breakdown (n = 1,141)

Canadian Province

We tried, Quebec, we really did. We translated the survey form into French and everything, but you still came in dead last in per capita Bronies provinces... again. Our returning champion is the North West Territories, which number 3 Bronies among their 41,462 inhabitants. Of course, they're spread out over 1.14 million square kilometers, giving each one over 380,000 km² to call their own. By comparison, the 55 Bronies in Nova Scotia only have 963 km² apiece when they want privacy.

Province	Number	% of All	% of Canada	Per 100,000
Alberta	176	0.7%	17.7	4.82
British Columbia	155	0.6%	15.6	3.52
Manitoba	31	0.1%	3.1	2.56
New Brunswick	26	0.1%	2.6	3.46
Newfoundland & Labrador	13	0.0%	1.3	2.52
Nova Scotia	55	0.2%	5.5	5.97
Nunavut	1	0.0%	0.1	3.13
North West Territories	3	0.0%	0.3	7.24
Ontario	363	1.5%	36.6	2.82
Prince Edward Island	3	0.0%	0.3	2.14
Quebec	122	0.5%	12.3	1.54
Saskatchewan	45	0.2%	4.5	4.35

Table 6: Canadian Province Brony Breakdown (n = 994)

State of Residence (US)

In absolute terms, California runs away with the crown, but it's also the most populous state. Utah has the most Bronies per 100,000, however, followed closely by Alaska. Mississippi, once again, is dead last in per capita Bronyism.

State	#	% of Total	% of US	Per 100,000
Alabama	149	0.6	1.2	3.08
Alaska	60	0.2	0.5	8.16
Arizona	255	1.1	2.1	3.85
Arkansas	101	0.4	0.8	3.41
California	1238	5.1	10.1	3.23
Colorado	300	1.2	2.4	5.69
Connecticut	120	0.5	1.0	3.34
Delaware	38	0.2	0.3	4.10
Florida	601	2.5	4.9	3.07
Georgia	298	1.2	2.4	2.98
Hawaii	59	0.2	0.5	4.20
Idaho	109	0.5	0.9	6.76
Illinois	468	1.9	3.8	3.63
Indiana	290	1.2	2.4	4.41
Iowa	127	0.5	1.0	4.11
Kansas	206	0.9	1.7	7.12
Kentucky	163	0.7	1.3	3.71
Louisiana	133	0.6	1.1	2.98
Maine	73	0.3	0.6	5.50
Maryland	284	1.2	2.3	4.79
Massachusetts	253	1.0	2.1	3.78
Michigan	512	2.1	4.2	5.17
Minnesota	262	1.1	2.1	4.83
Mississippi	56	0.2	0.5	1.87
Missouri	273	1.1	2.2	4.52
Montana	59	0.2	0.5	5.81
Nebraska	88	0.4	0.7	4.71
Nevada	118	0.5	1.0	4.23
New Hampshire	77	0.3	0.6	5.82
New Jersey	274	1.1	2.2	3.08
New Mexico	114	0.5	0.9	5.47
New York	544	2.3	4.4	2.77
North Carolina	306	1.3	2.5	3.11
North Dakota	43	0.2	0.4	5.94

State	#	% of Total	% of US	Per 100,000
Ohio	487	2.0	4.0	4.21
Oklahoma	172	0.7	1.4	4.47
Oregon	199	0.8	1.6	5.06
Pennsylvania	470	1.9	3.8	3.68
Rhode Island	33	0.1	0.3	3.14
South Carolina	121	0.5	1.0	2.53
South Dakota	39	0.2	0.3	4.62
Tennessee	212	0.9	1.7	3.26
Texas	1010	4.2	8.2	3.82
Utah	262	1.1	2.1	9.03
Vermont	32	0.1	0.3	5.11
Virginia	351	1.5	2.9	4.25
Washington	461	1.9	3.8	6.61
West Virginia	79	0.3	0.6	4.26
Wisconsin	270	1.1	2.2	4.70
Wyoming	25	0.1	0.2	4.29

Table 7: US State Brony Breakdown (n = 12,274)

This year, we have zip code data for the US participants for the first time. This allows us to both do some interesting visualizations, and gather some data that we have had issues with in the past. To begin with, here's a heat-map of where the US Brony population lives:

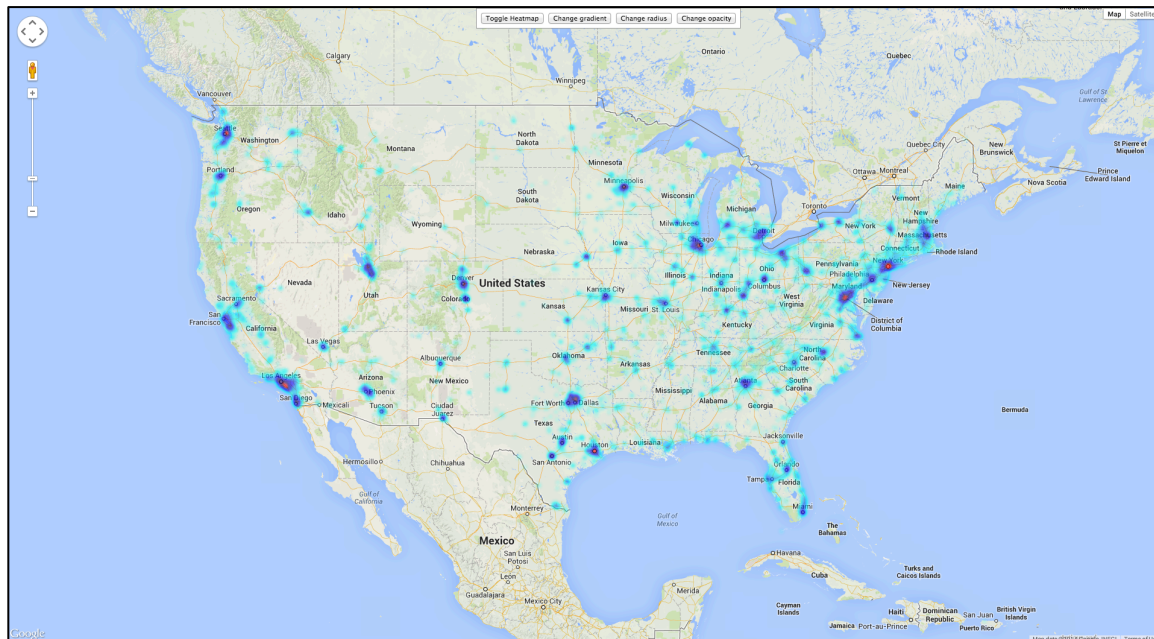


Chart 16: US Bronies By Zip Code

Heat maps tend to overemphasize tight concentrations of population, so here's another look at that data, using a choropleth map by county (live version [here](#)).

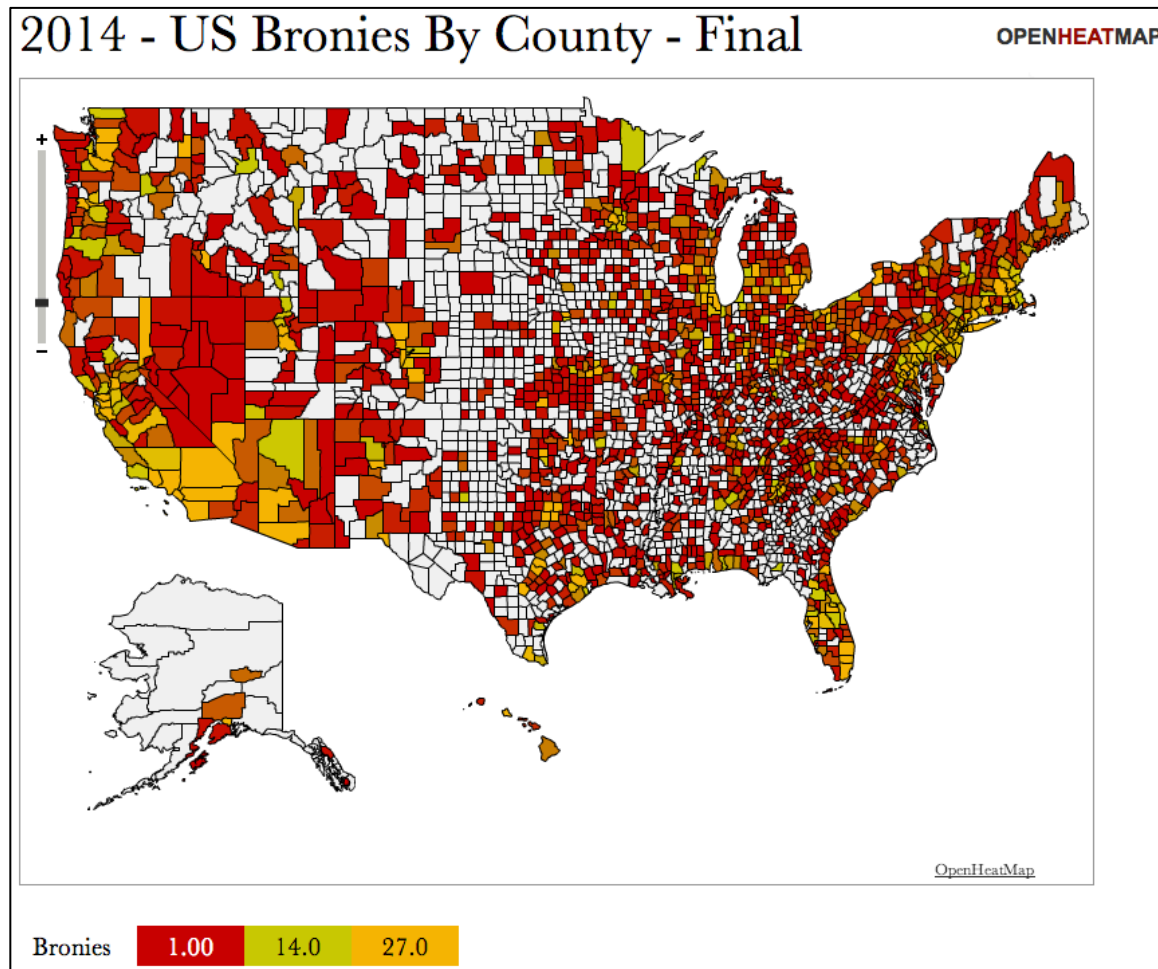


Chart 17: US Bronies by County (n = 12,274)

The United States Census has surprisingly good data on median household income by zip code tabulation area, which the helpful folks at the University of Michigan Population Studies Center have converted to zip codes. This means that we can also (finally) answer the question of median household income among US Bronies, data that proved impossible to directly determine in last year's census. Or rather, we can answer the question "What is the median income of households in the same zip codes as the Brony population." Hopefully, this is a somewhat representative number, although it depends on Bronies being evenly distributed in their neighborhoods, income-wise. In other words, it is only accurate if Brony households are not systemically higher or lower income households than the rest of their zip code.

In any event, we were able to calculate a number for median household income based on zip code, and it was \$61,578.87. This is significantly higher than the 2012 US average household median income of \$51,371, and is even more significant when

you consider that the household income data collected by the Census took place during the period 2006-2011, during which time the median household income overall rose more than \$2,000. Thus, some the Brony household data may be artificially low for some zip codes, depending on when the data was gathered.

Comparing the distributions of the Brony household data to the US overall, we can see that Brony zip codes tend to have much less extreme poverty, with the fat part of the curve occurring roughly between \$35,000 and \$70,000. Conversely, less Brony zip codes tend to have very high median incomes either, though the difference is not as striking as on the low end.

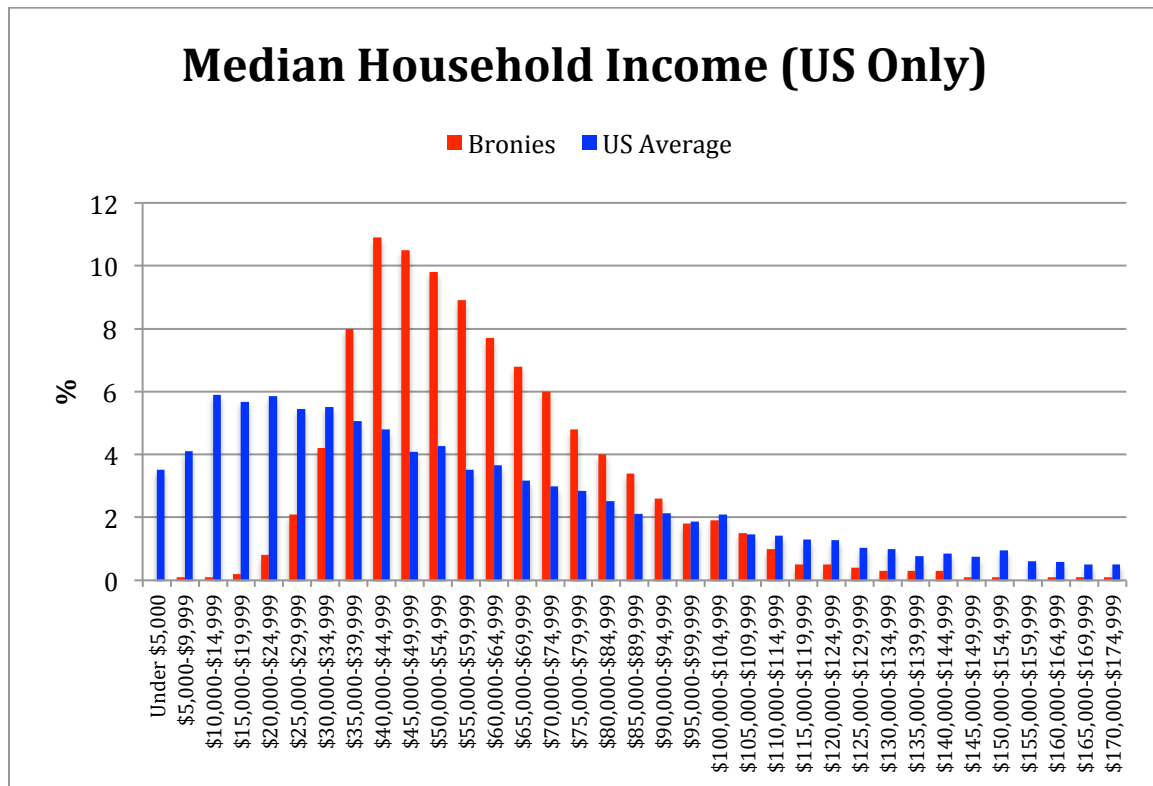


Chart 18: Median Income of Brony Zip Codes vs. US Average (n = 12,274)

Household Size

And speaking of households, the mean Brony household size is 3.54 (3.59 US only) with a median of 3 (4 US only). This compares to a US average of around 2.5. The larger Brony household size isn't surprising, when you consider many still live at home with their families.

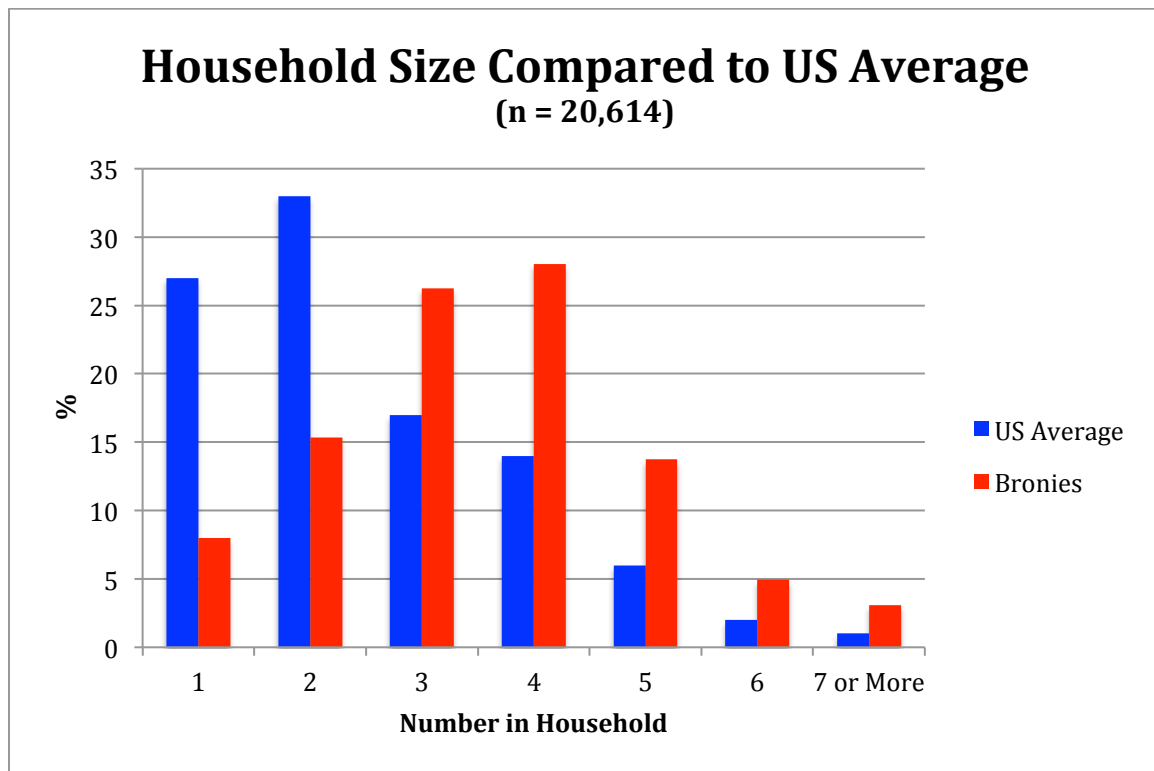


Chart 19: Brony Household Size vs. US Average

Still Living With Parents

Again, no huge shock here, with most Bronies still in college or younger. For some reason, this statistic was left out of the report last year, but it was 73.8% in 2013, so the number of Bronies living at home has actually dropped more than a percent and a half in the last year.

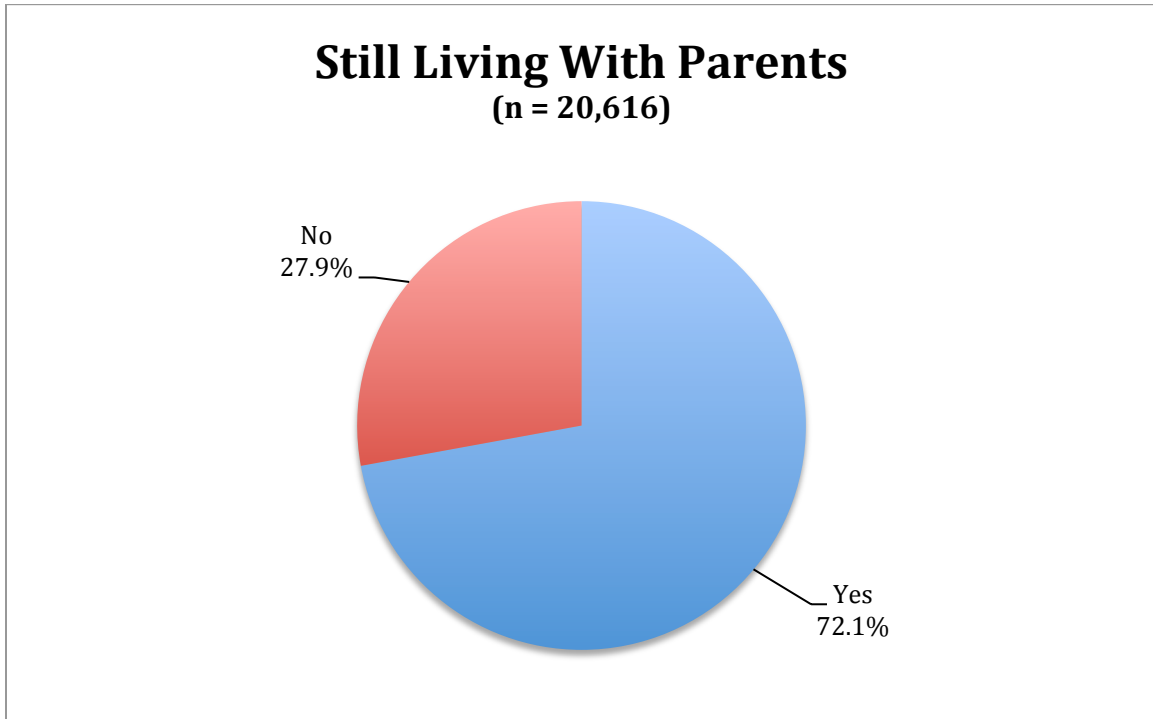


Chart 20: Bronies Still Living With Parents

Race

As a reminder, the race question allowed for more than one selection, so totals don't sum to 100%. The 2014 data is slightly less Caucasian than 2013, probably due to the large influx of Chinese speakers this year. Hispanic Bronies also got a boost, as it was given its own checkbox this year, rather than being lumped in under "Other". Based on the commonly seen choices listed in "Other", we will add new choices for next year.

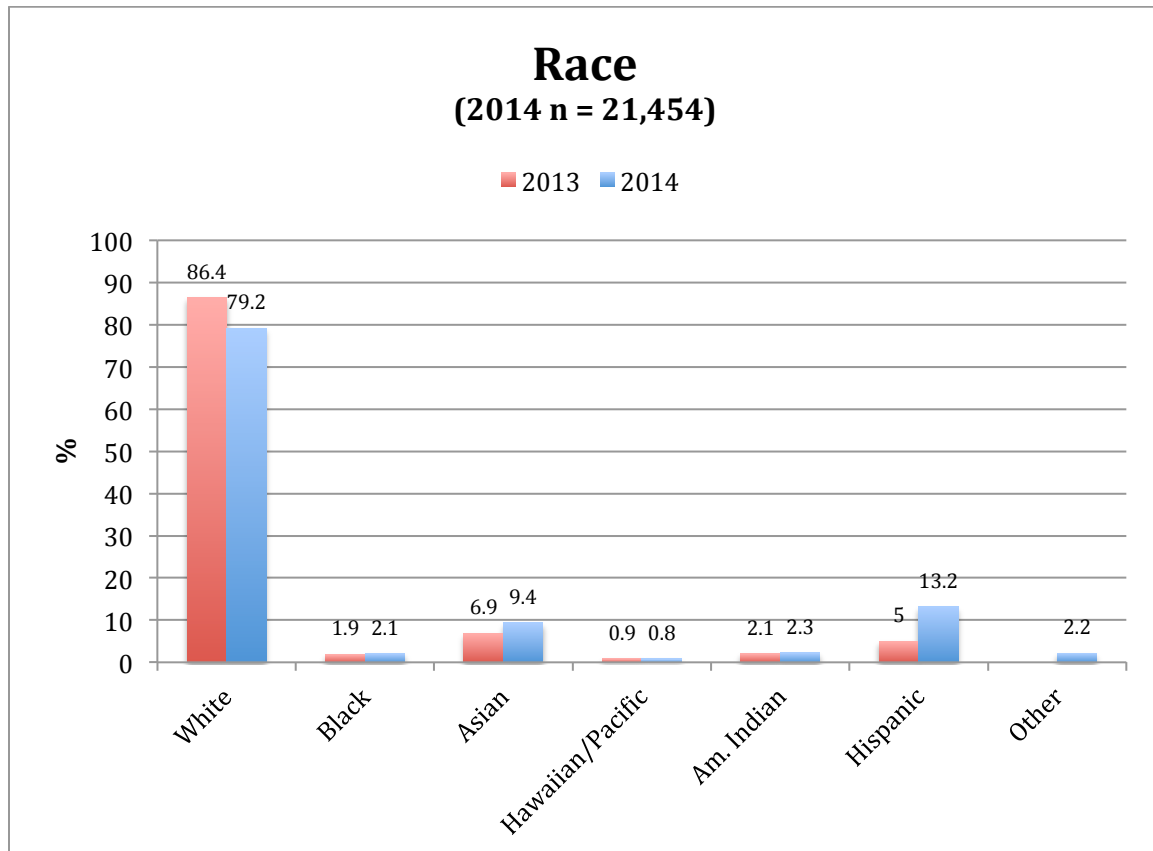


Chart 21: Race

Number of Living Siblings

The number of siblings has shifted slightly lower in 2014, from a mean of 1.71 in 2013 to 1.68 in 2014. Nearly 16% of Bronies are only children, while estimates place the percentages of children in the US who are under 18 who are only children at around 20%. A good question to add for next year is birth order position.

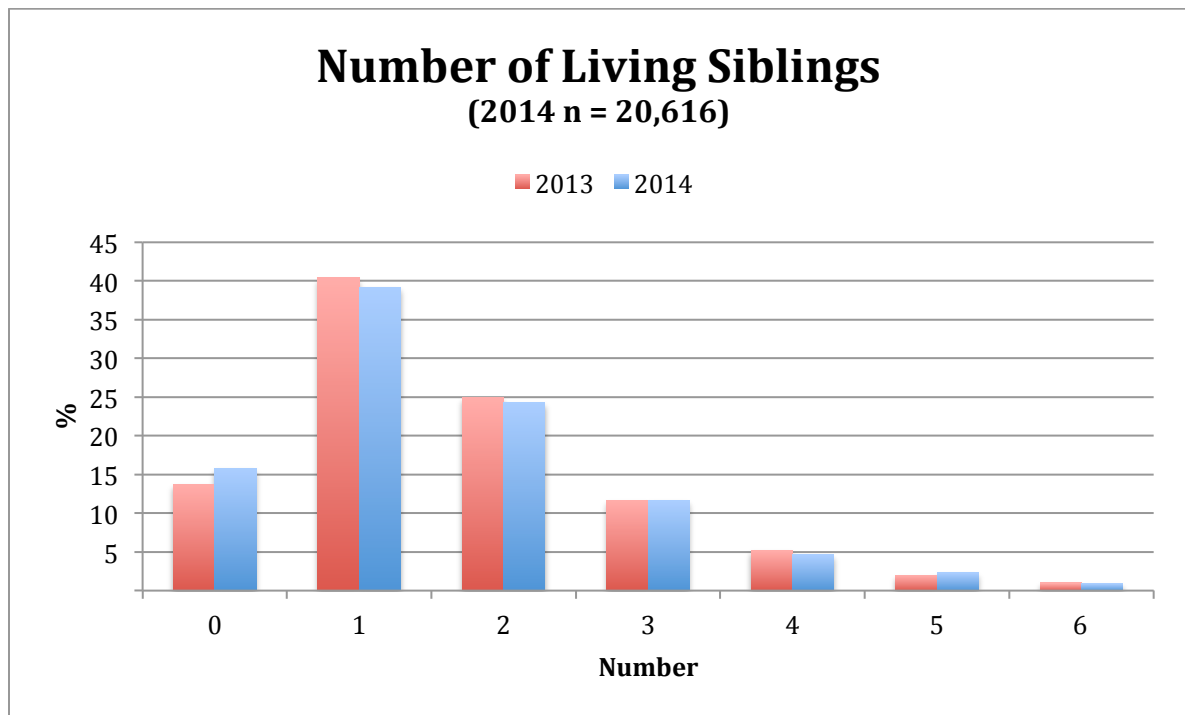


Chart 22: Number of Living Siblings

Both Parents Living

As with last year, the vast majority of Bronies continue to have both their parents alive (92.3%). Only 4.7% lost a parent to death before age 18.

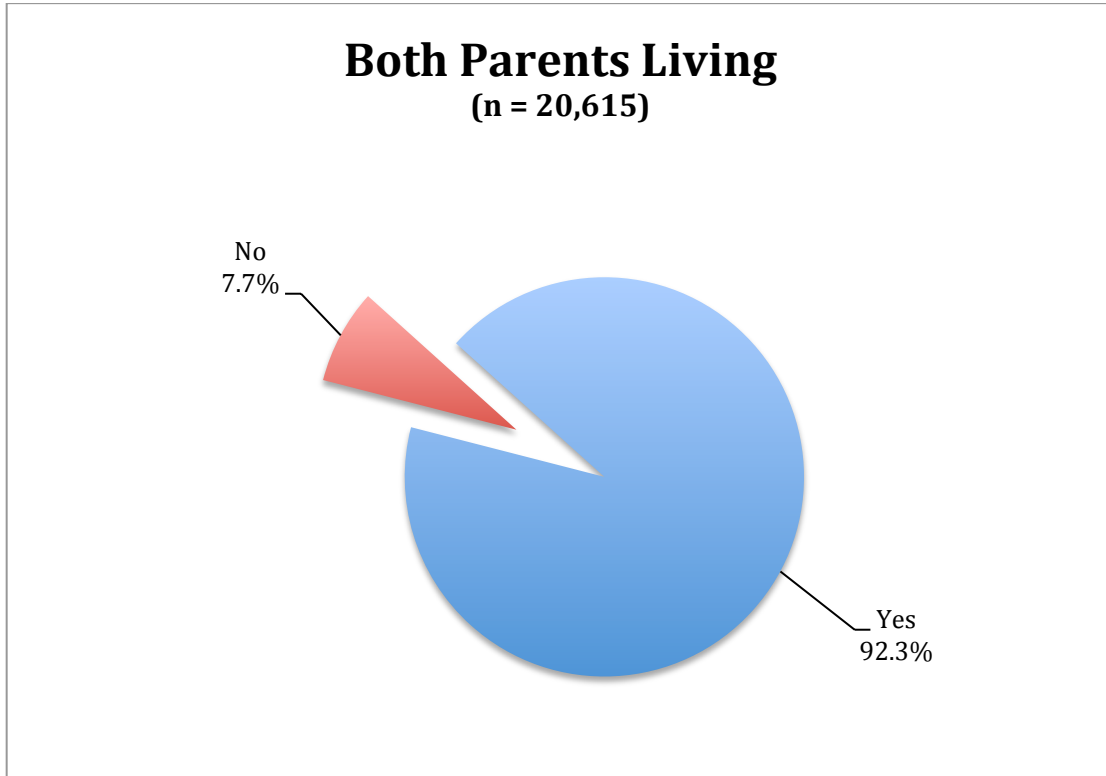


Chart 23: Are Both Parents Living?

Divorce or Separation in Family Before Age 18

This continues to be a very low number (29.1%) compared to US averages, which are more in the 40-50% range before age 18. When you put it together with the above-average household income figures, it tends to draw a picture of Bronies being people who live in stable households.

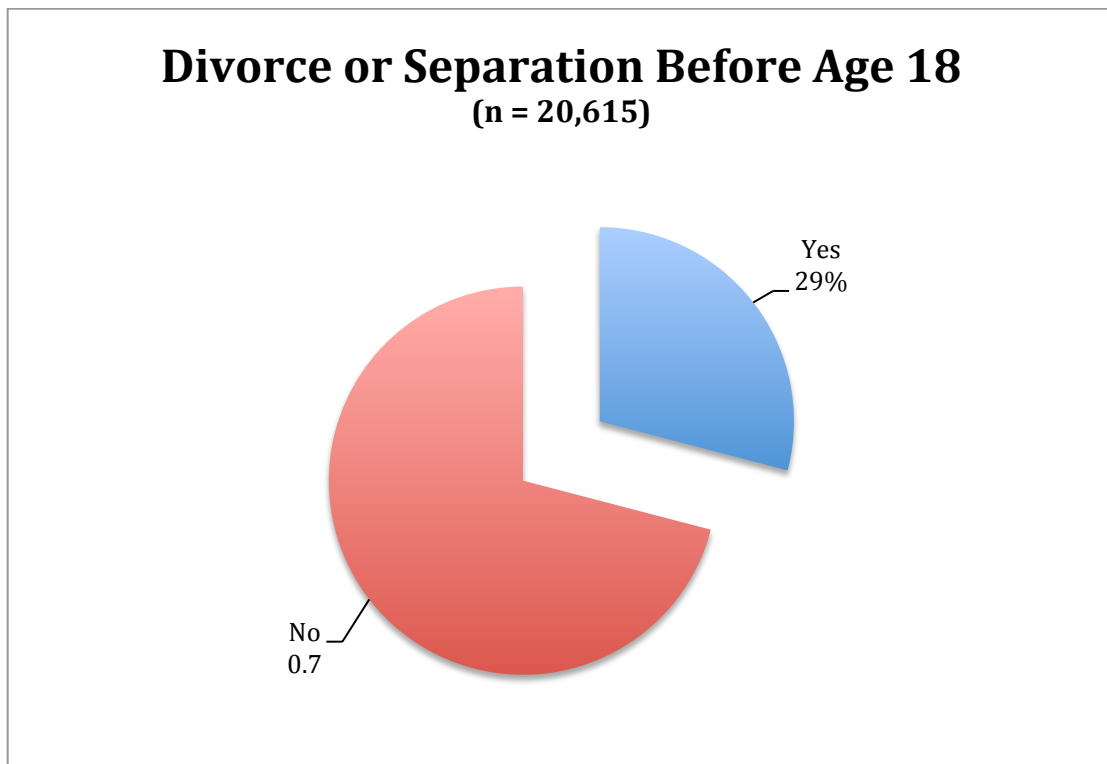


Chart 24: Did Your Family Experience a Divorce or Separation Before You Were 18?

School and Work

Attending School at This Time

These numbers are nearly identical to last year's, with just short of a third of all Bronies in some kind of school program.

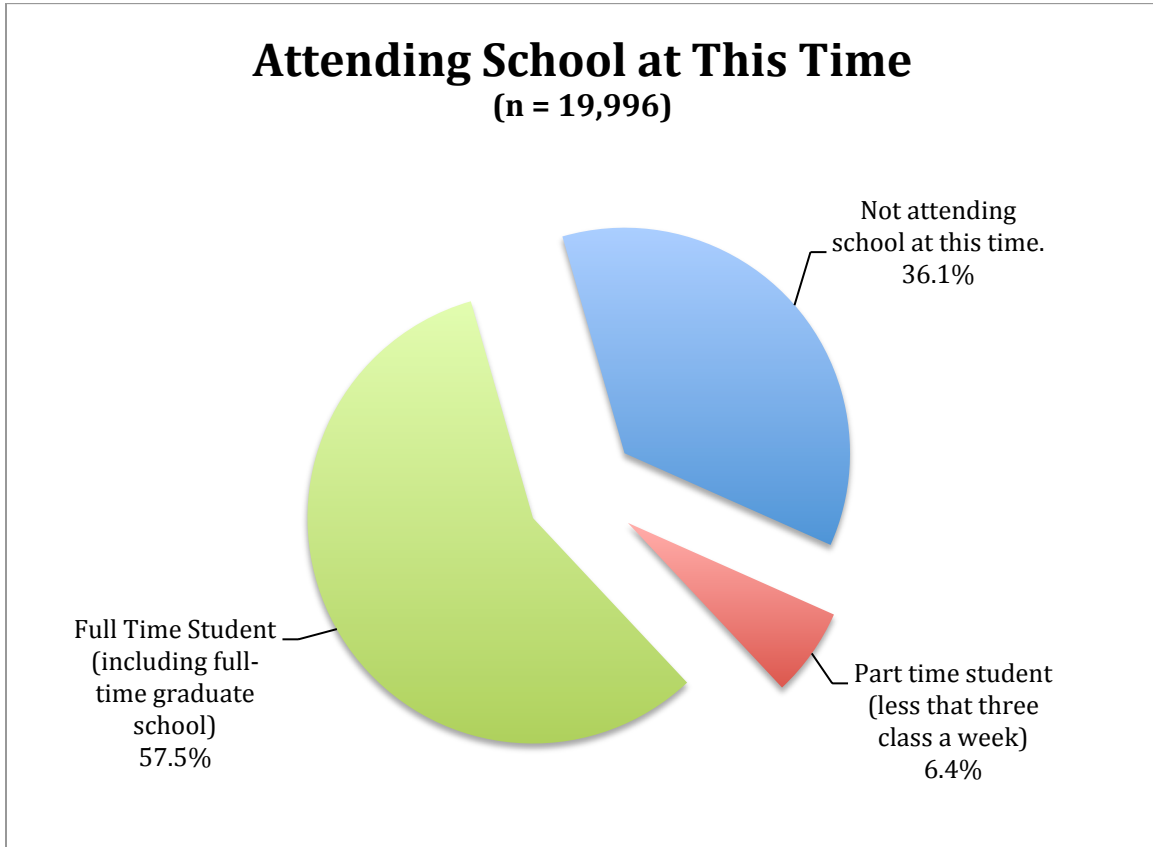


Chart 25: Attending School

Highest Level of Education Attained

As usual, this data is skewed by the young age of the sample, with nearly a quarter of Bronies yet to finish High School. Because the US Census only reports this data in a bulk 18-24 year old dataset, and because the Brony sample is not evenly distributed in that age range, it is impossible to compare this data to the general public.

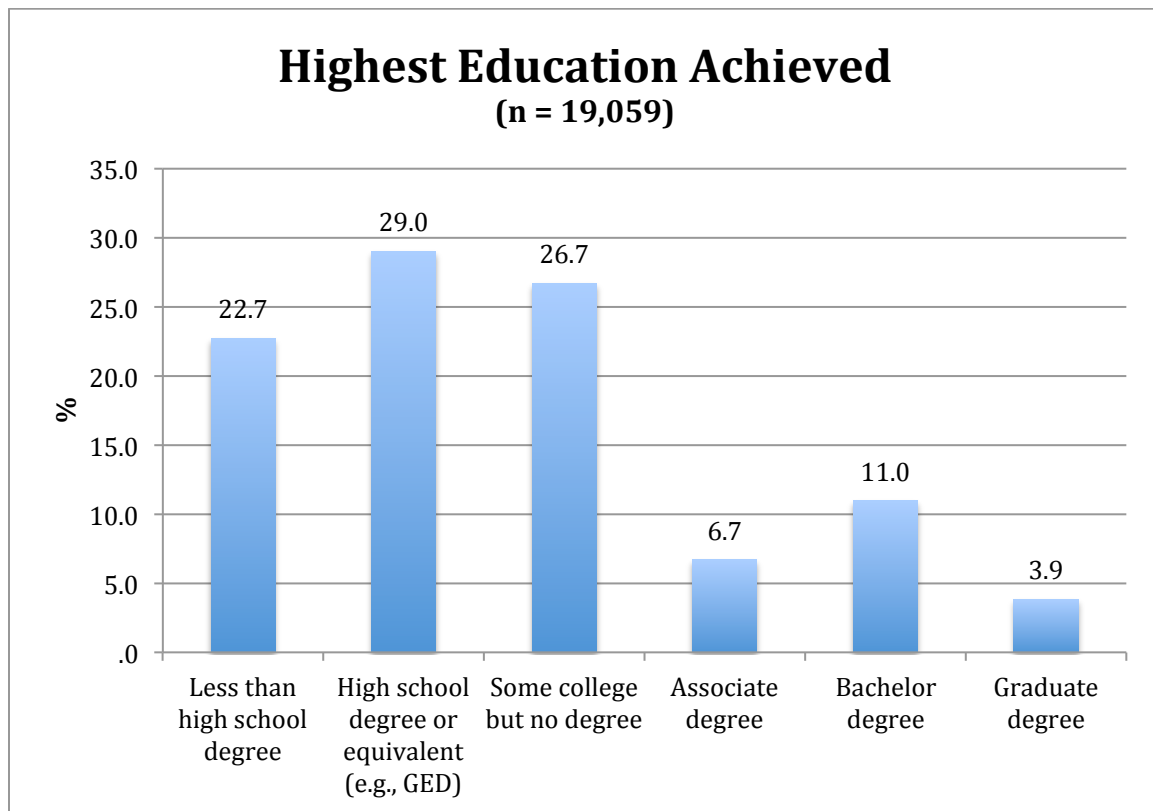


Chart 26: Highest Level of Education Achieved

Highest Level of Education Planned

The academic dreams of Bronies continue to be high, with 83% planning to complete some kind of college degree, and more than a third aiming for graduate school.

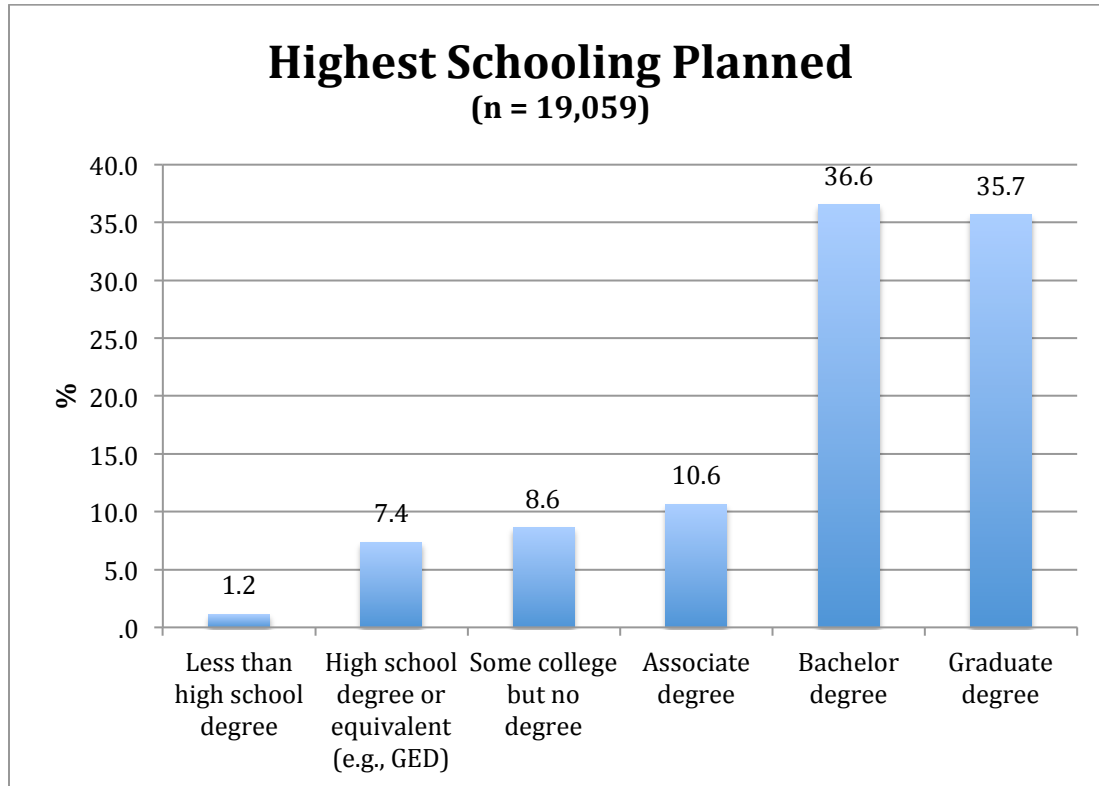


Chart 27: Highest Educational Level Planned

Employment Status

Last year, there were more full-time students (by about a percent), and less people working full time (4% less). This is somewhat of what you would expect in a population that is gradually getting a bit older, with people leaving school and entering the job force. Unemployment is down a bit this year (38% vs. 44% in 2013.) This year we dropped the “other” category, so without an exhaustive analysis of all the “other” responses last year, it’s hard to tell where those responses would have ended up this year.

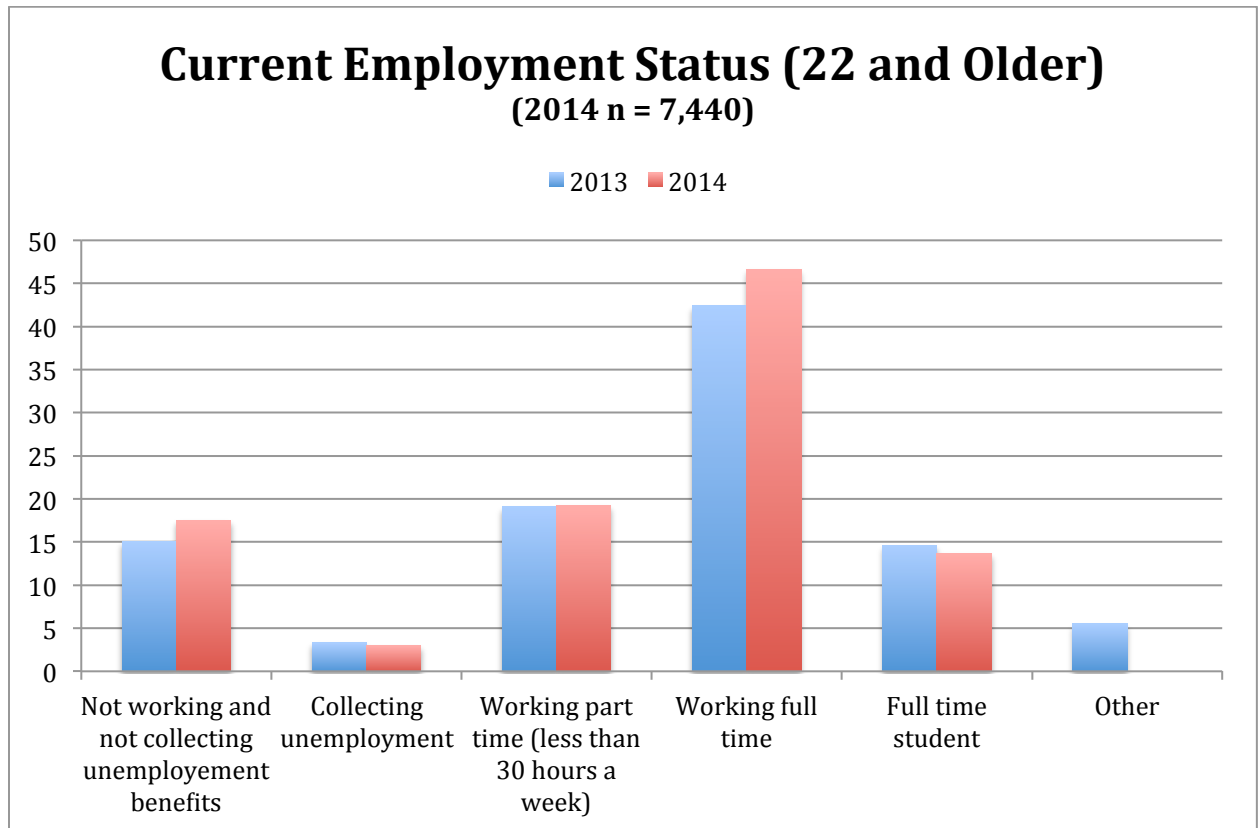


Chart 28: Current Employment Status

Military Service

91.5% of Bronies report that they have never participated in any form of military service. In some countries with mandatory military service, citizens can choose to service in a civilian alternative, so we added that option this year.

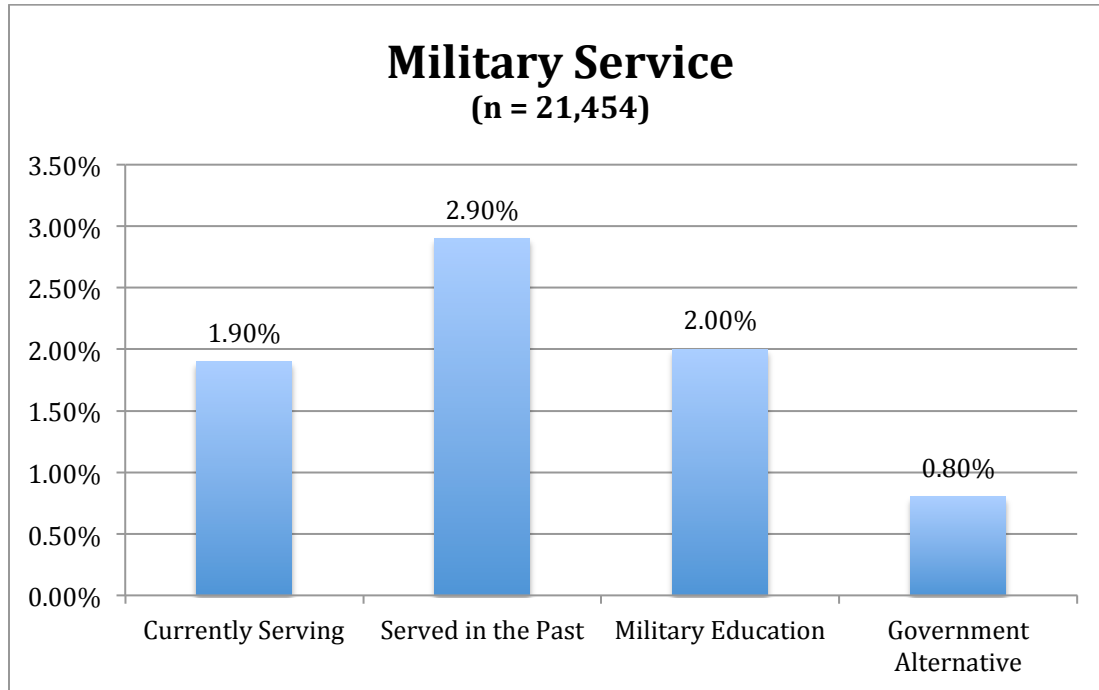


Chart 29: Bronies in Military Service

Sexual Orientation and Alternative Cultures

Consider Themselves 'Furry'

Either the term is becoming more common, or more furries are getting involved with the show. In any event, there was a 4% rise in the prevalence of the furry among the Brony in 2014.

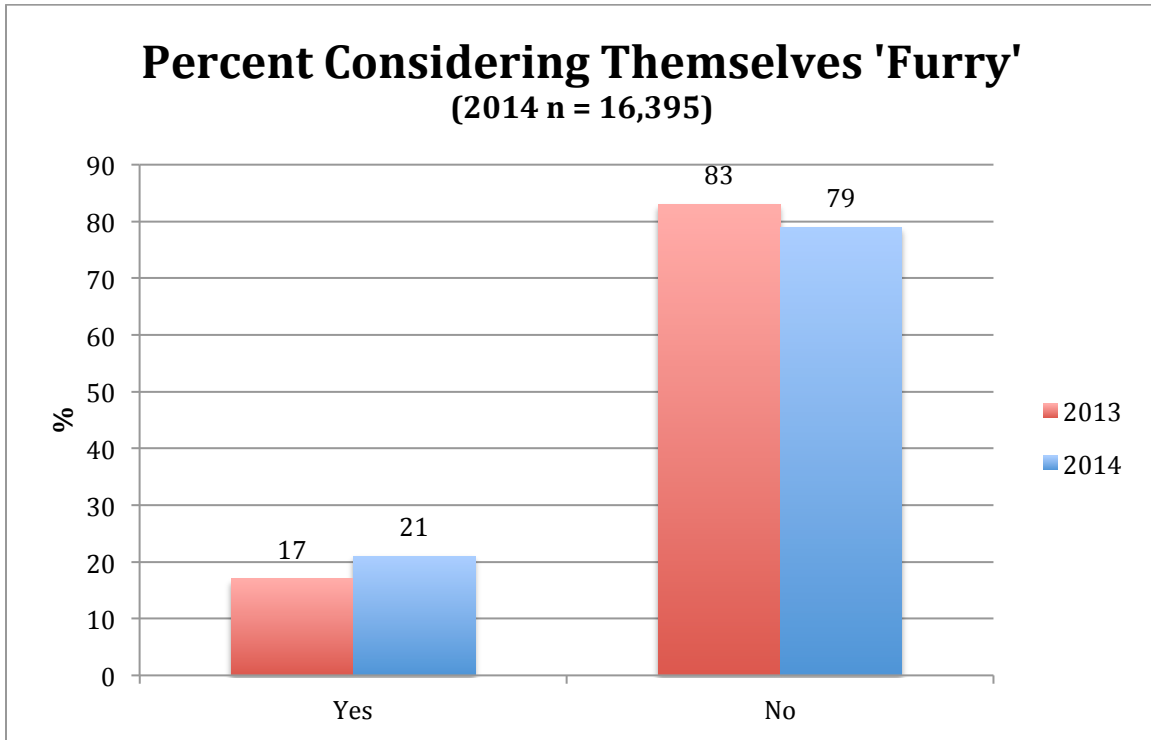


Chart 30: Bronies Who Consider Themselves 'Furries'

Have Participated in Cosplay

In line with the slight increase in furry-friendly Bronies, there has also been a slight increase in the percentage of Bronies reporting that they cosplay.

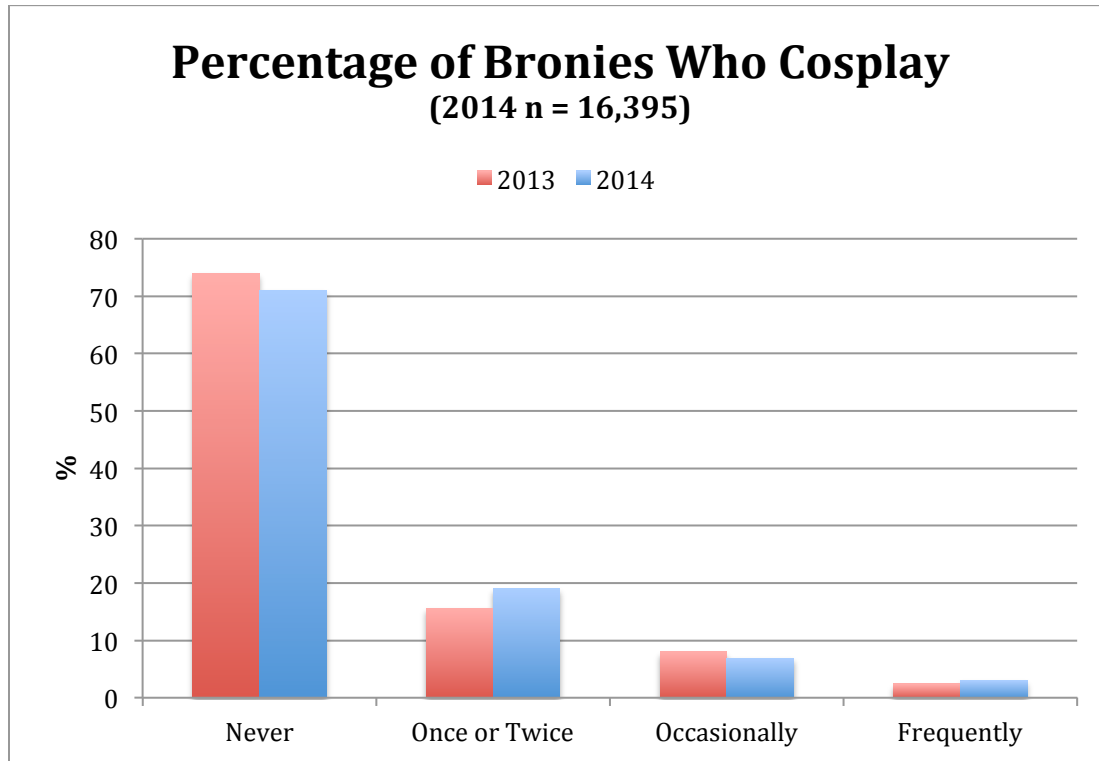


Chart 31: Bronies Who Cosplay

A very strong predictor of whether a Brony has cosplayed or not is if they have attended a Brony convention. Only 26% of Bronies that have never attended a convention report having ever cosplayed, while 46% of those who have attended a convention have done so.

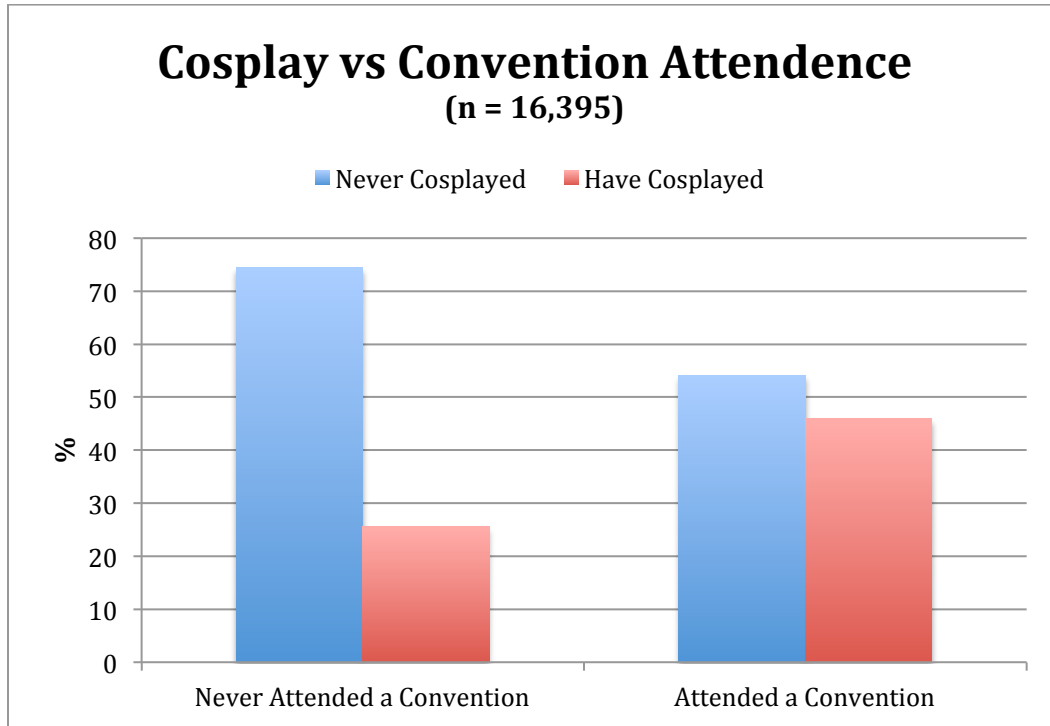


Chart 32: Have Cosplayed vs. Have Attended Convention

Sexual Orientation

After the confusion that was last year's sexual orientation multiple-choice nightmare (no, really, you can't be exclusively heterosexual and lesbian, it doesn't work that way...), we have gone to a new system with a range instead. We can begin by breaking the results down between those who reporting asexuality (no interest in sex) and the remainder. 5.6% of Bronies reported no interest in either sex, leaving 94.4% that have some kind of sexual interest. That group broke down as follows:

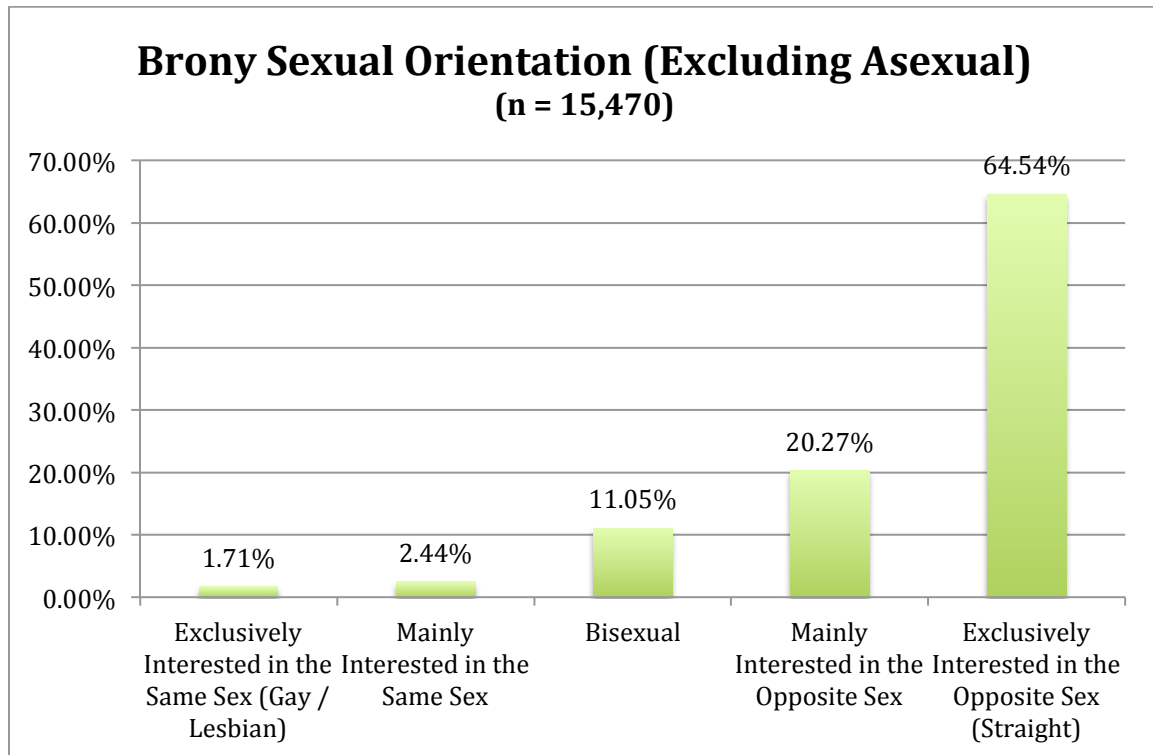


Chart 33: Sexual Orientation

Just under 85% of Bronies report being either mainly or exclusively heterosexual, while just over 4% claim to be mainly or exclusively homosexual.

Participation in Other Fandoms

The fandom that most Bronies share in common is Anime, with close to half of all Bronies also interested in what used to be called Japanimation. Next year, we will add Doctor Who on as an option, as a lot of Bronies seem to have a love of the Time Lord.

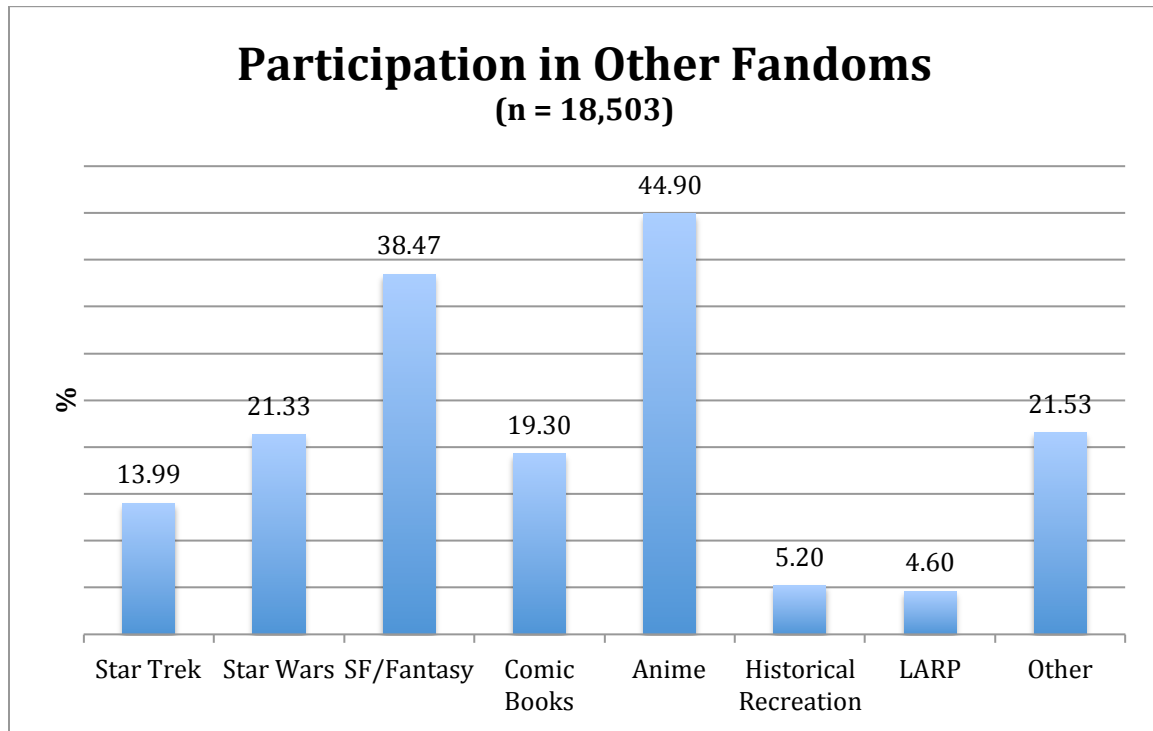


Chart 34: Participation in Other Fandoms

Brony Fandom

First Exposure to Friendship is Magic

There's some good news here for the long-term viability of the fandom. Bronies continue to join, with 10% of the fandom joining since Season 3 ended. For the first time, fewer than half the Bronies have been watching since before Season 2 started.

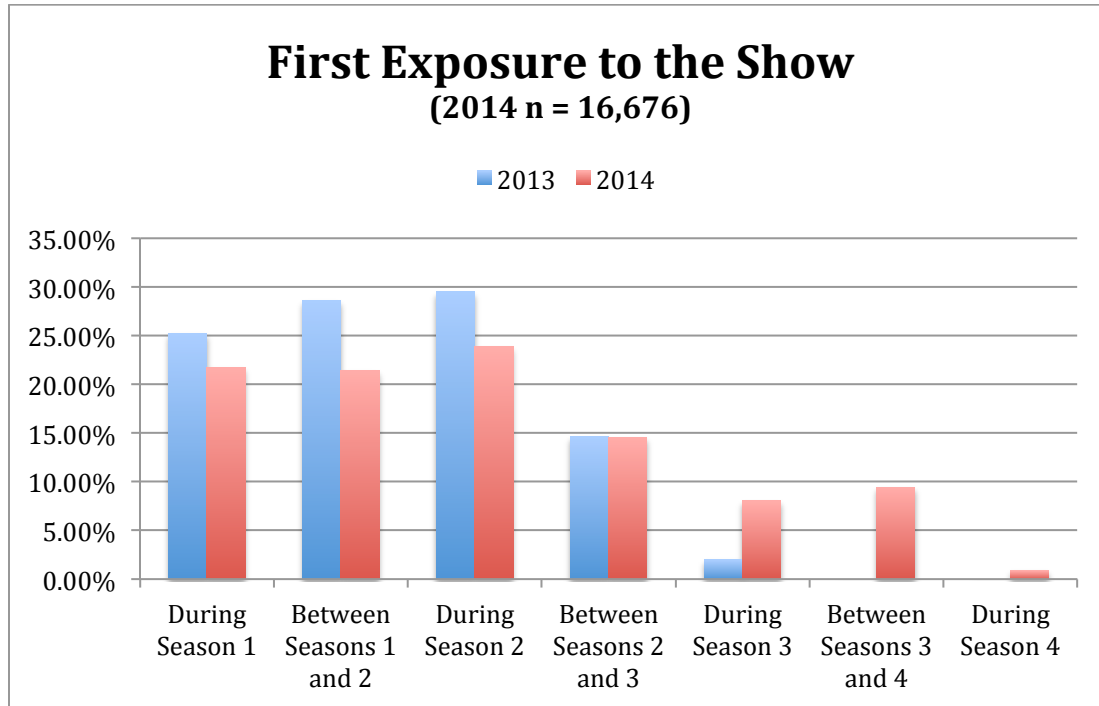


Chart 35: When First Exposed to the Show

Watched Older Generations of MLP

We're seeing a gradual increase in the number of Bronies who have watched previous generations of the shows, although some of this increase may be a result of curiosity leading to contemporary viewings. Just remember, who's a silly pony?

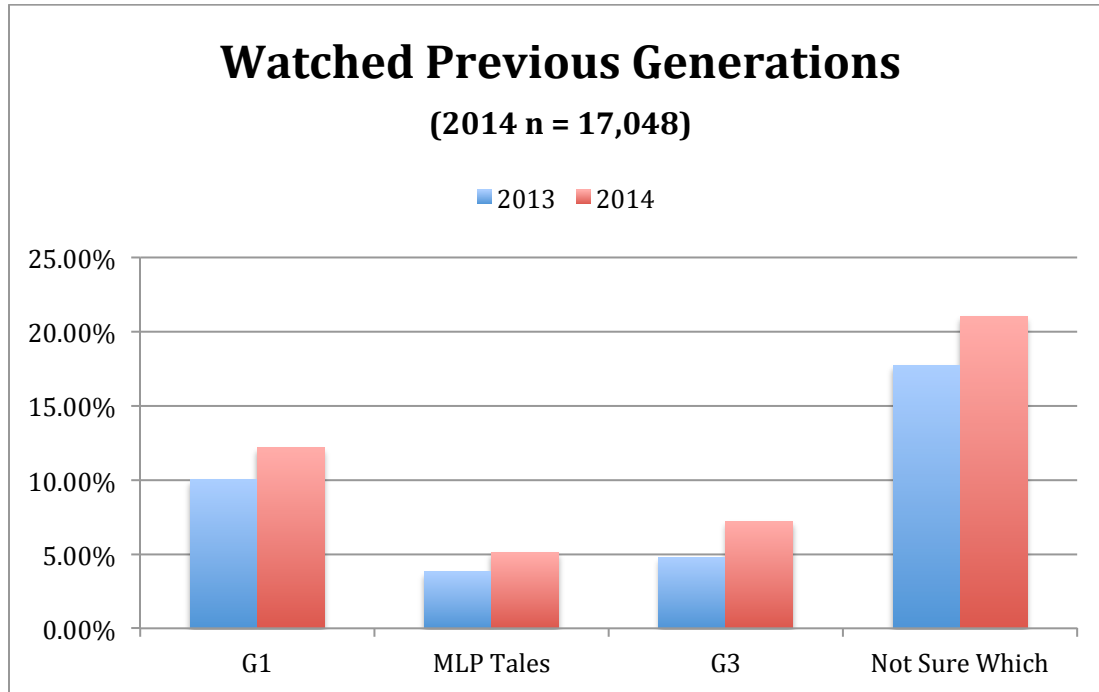


Chart 36: Exposure to Previous Generations of MLP

Have Attended a Meetup

In 2014, 31.3% of Bronies report having attended a meetup, up more than 4% from last year. Given the introspective nature of the group, this reluctance to mix with strangers isn't surprising. Most introverts prefer a small group of close friends.

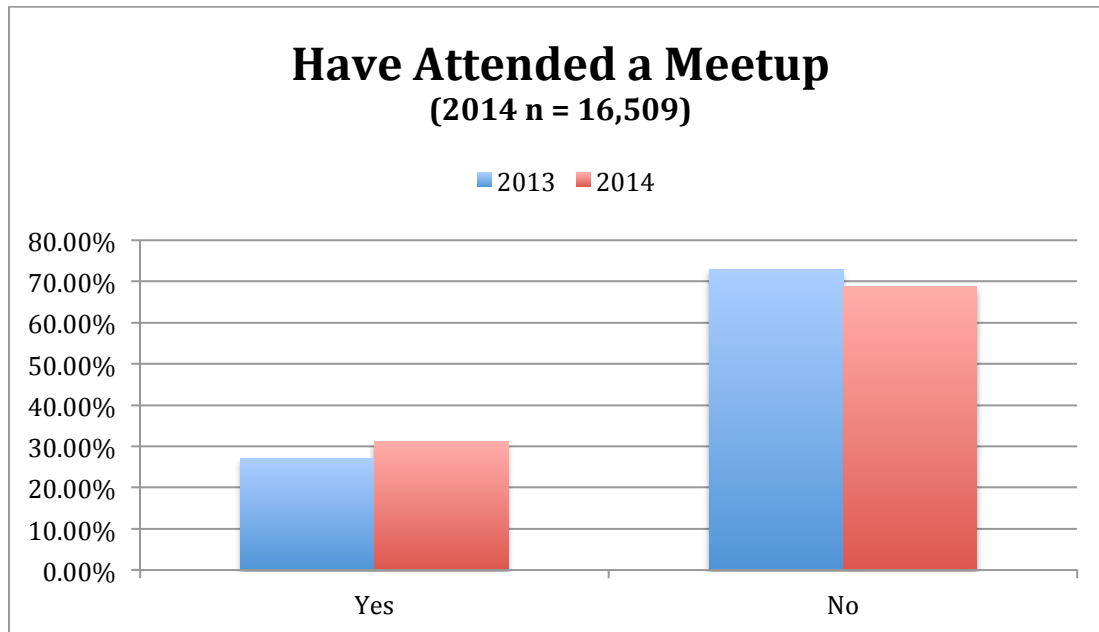


Chart 37: Have Attended a Meet-Up

In fact, if you compare the mean extroversion score of those who have attended a meetup to those who have not, you can see a 5 point increase in extroversion.

Report

extroversion

Have you attended a "meet-up" with other Friendship is Magic fans?	Mean	N	Std. Deviation
Yes	56.1790	5426	15.87556
No	51.3823	11942	15.00995
Total	52.8808	17368	15.44602

Table 8: Different in Mean Extroversion (Meet Up Attendees vs. Non)

Interest in Brony Activities

Bronies are most interested in attending a Brony convention, 61% are at least interested in going to one. The least interesting activity is attending a meetup that includes people who the respondent hasn't met, even beating out attending a non-Brony event with Brony friends.

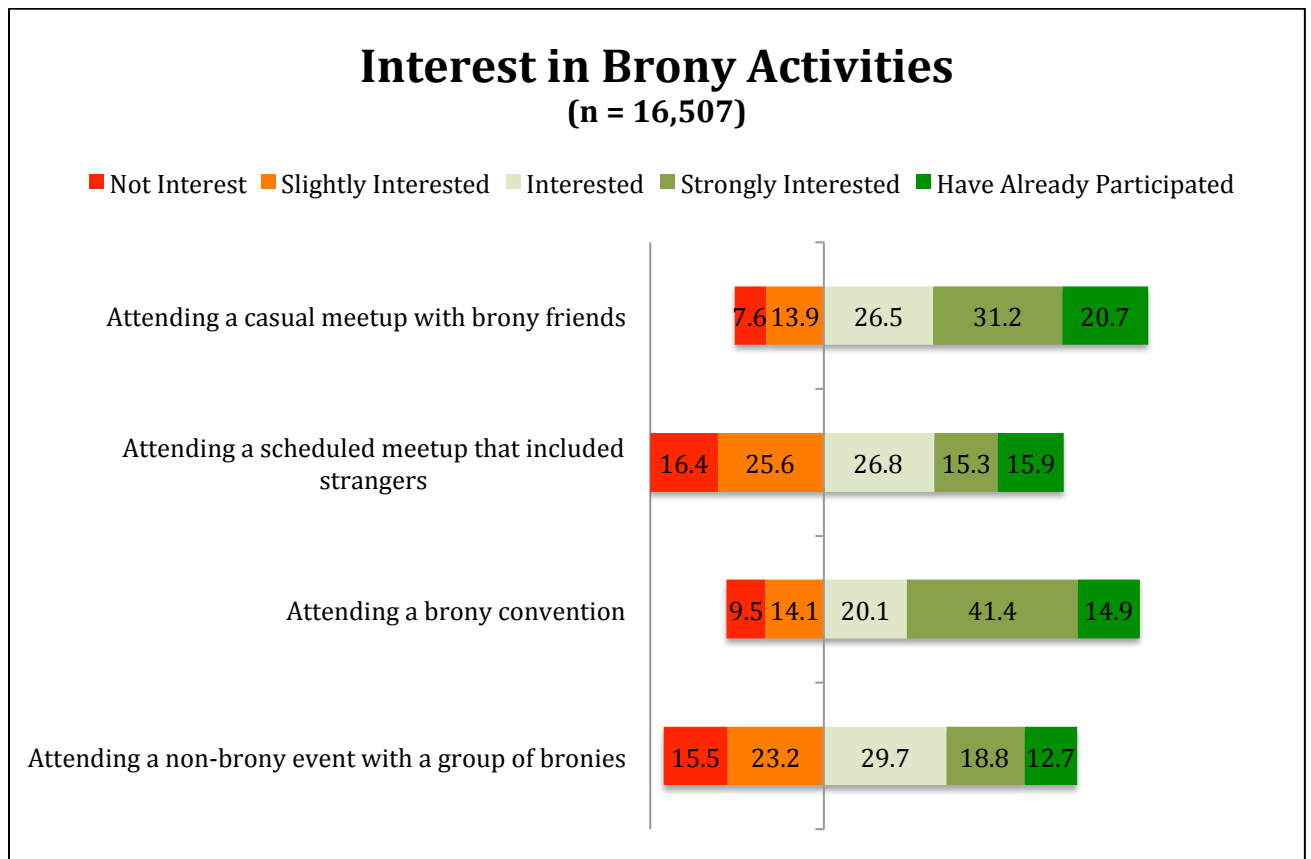


Chart 38: Interest in Brony Activities

Would be Comfortable Displaying Brony Behaviors

There was very little if any difference from last year's data, with school or work still being the location that Bronies feel least comfortable expressing their Bronyness.

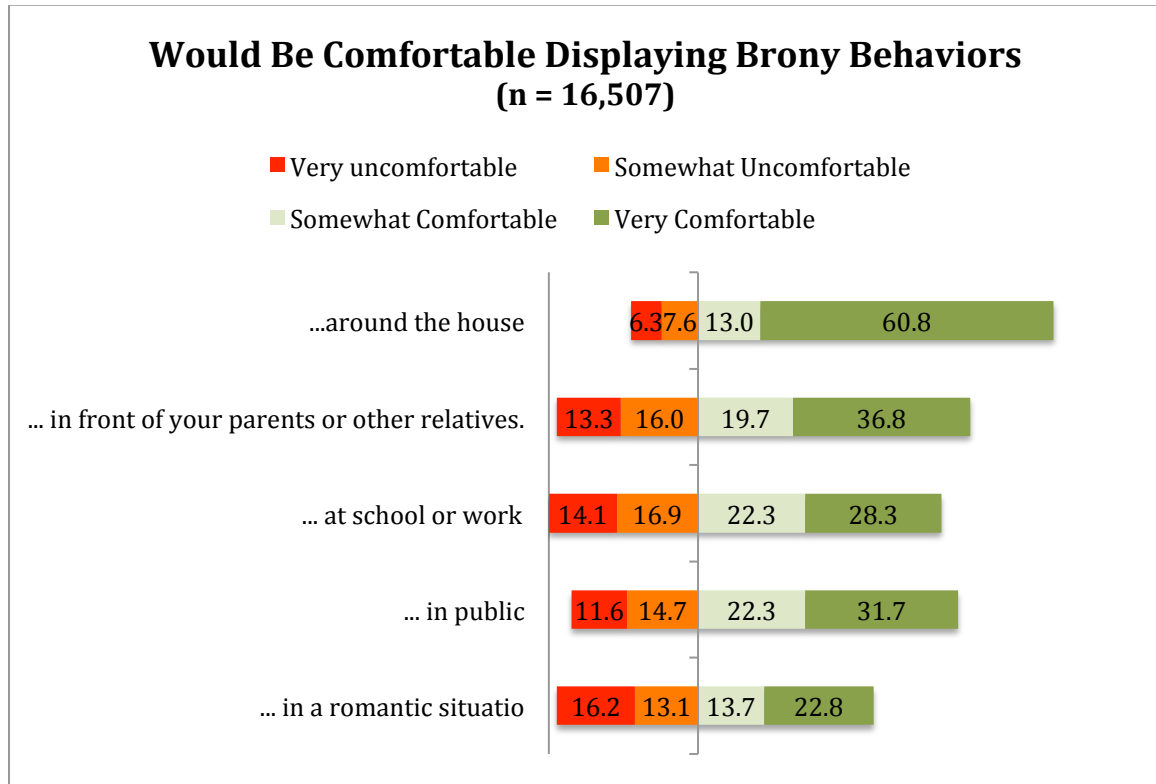


Chart 39: Comfort Displaying Brony Behaviors

Brony Attitudes

Again, not much change from last year. The only negative comment that has strong support is that Bronies try too hard to get people to watch the show. 42.5% slightly or strongly agree this year, down from 47.3% last year.

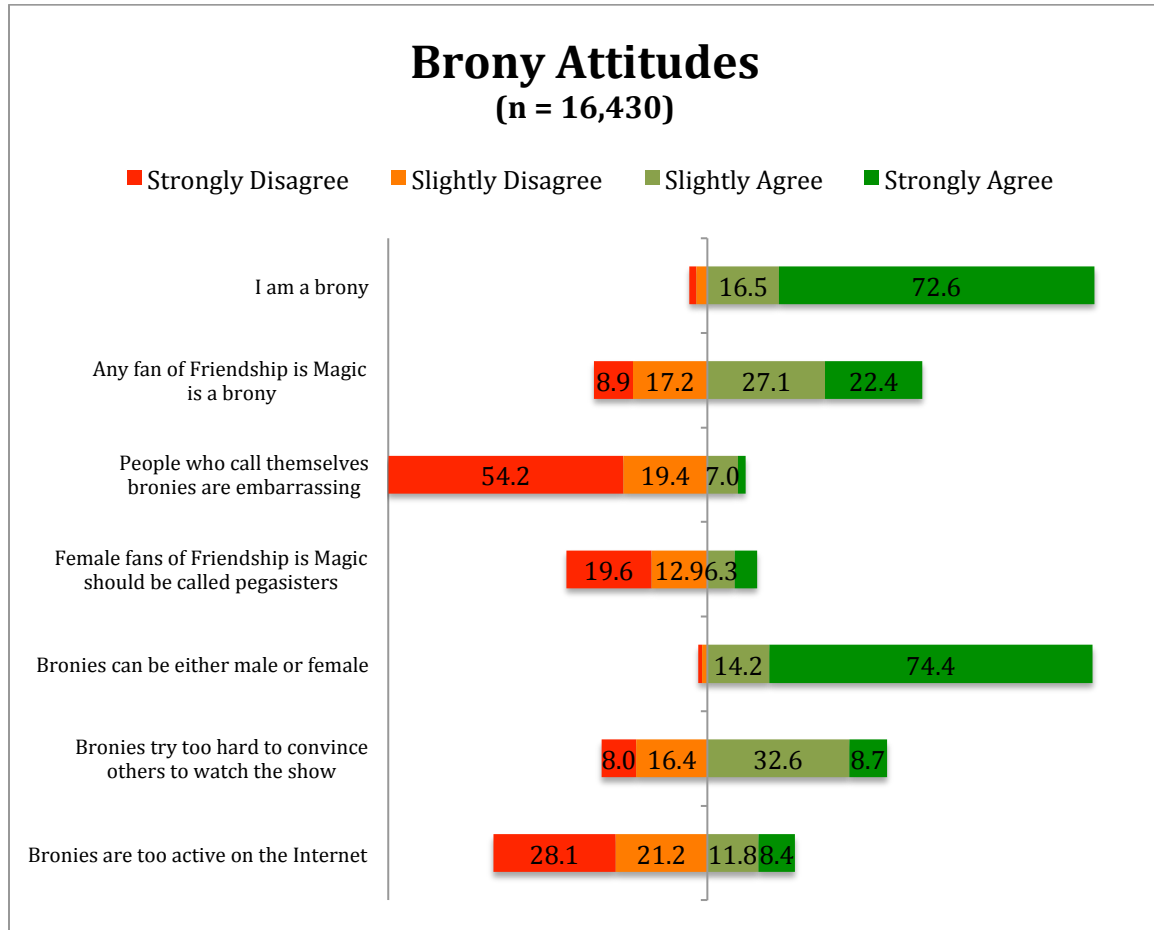


Chart 40: Brony Attitudes

There's a very distinct gender break on the Pegasister question. While 60% of males basically "meh" at the question, 47% of females either disagree or strongly disagree, with only 14% agreeing or strongly agreeing.

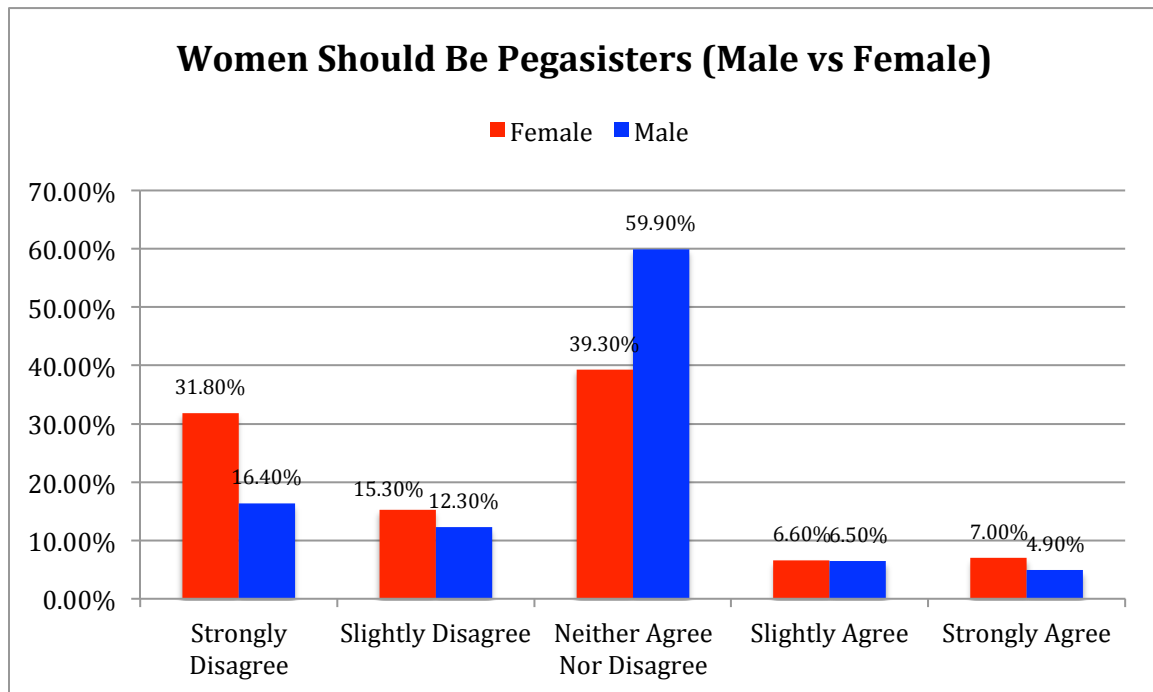


Chart 41: Women Should be Pegasisters (Male vs. Female)

Show Attitudes

This year, for the first time, we asked about some of the controversial issues surrounding the show itself. Evidently people really do believe in M. A. Larson, with a solid 61.4% saying that they like Twilight as an Alicorn. On the other hand, Equestria Girls only garnered 31.8% support, with 37.7% saying it was a bad idea.

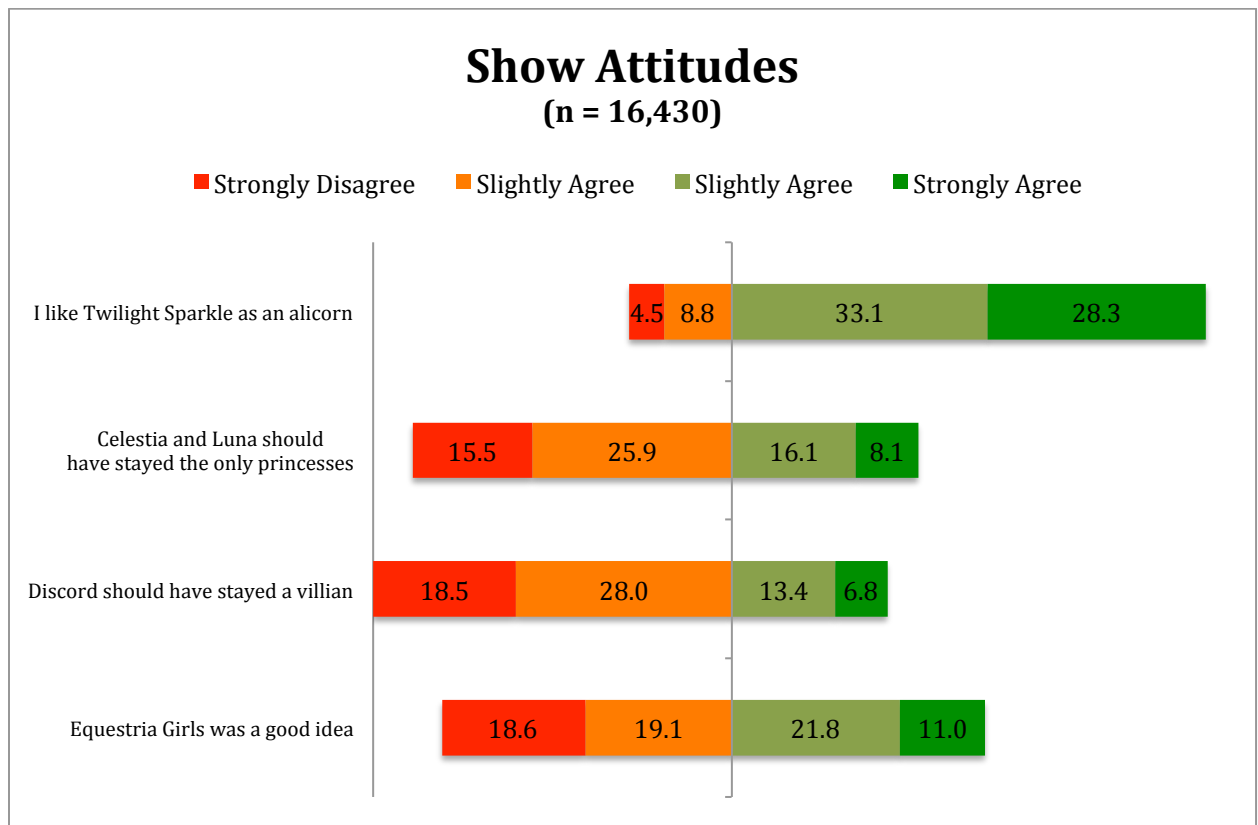


Chart 42: Show Attitudes

What Influenced Bronies to Watch the Show

A full two-thirds of Bronies either read about the show on an Internet board or heard about it from a friend.

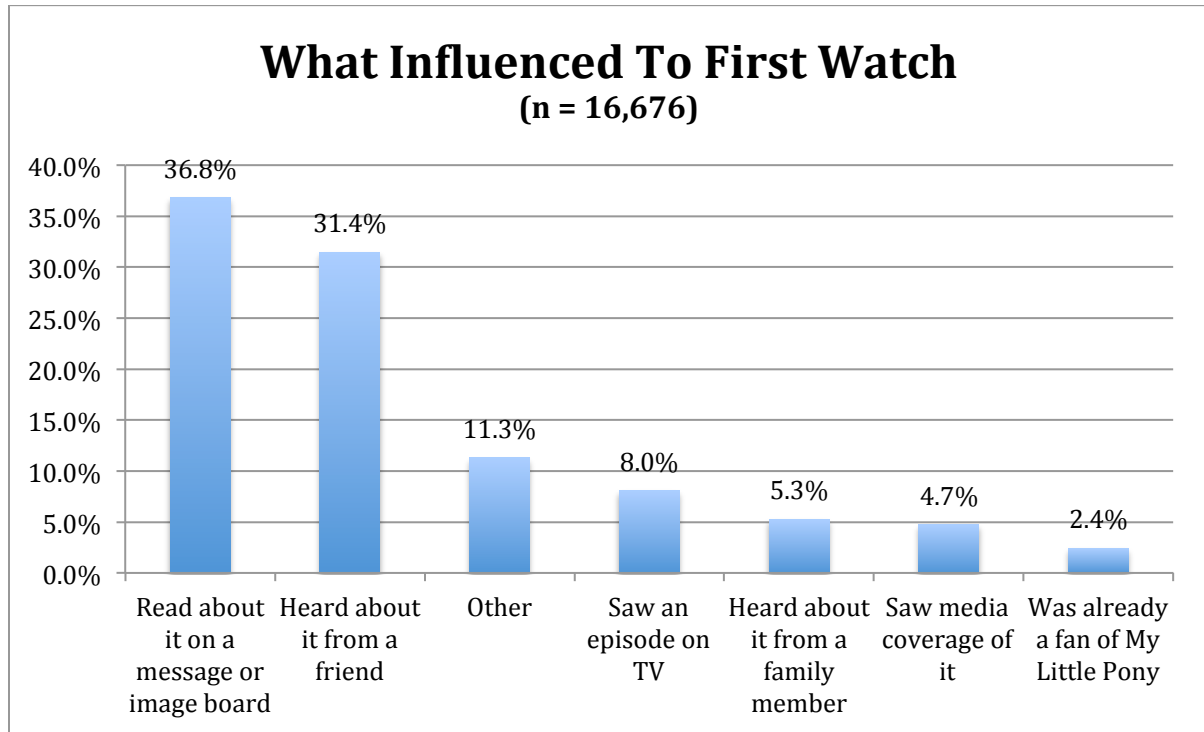


Chart 43: What Influenced to Watch Show

Who Have You Tried to Get to Watch the Show?

There are no significant changes in the data from last year, with friends being the most frequently put upon relationship for pestering.

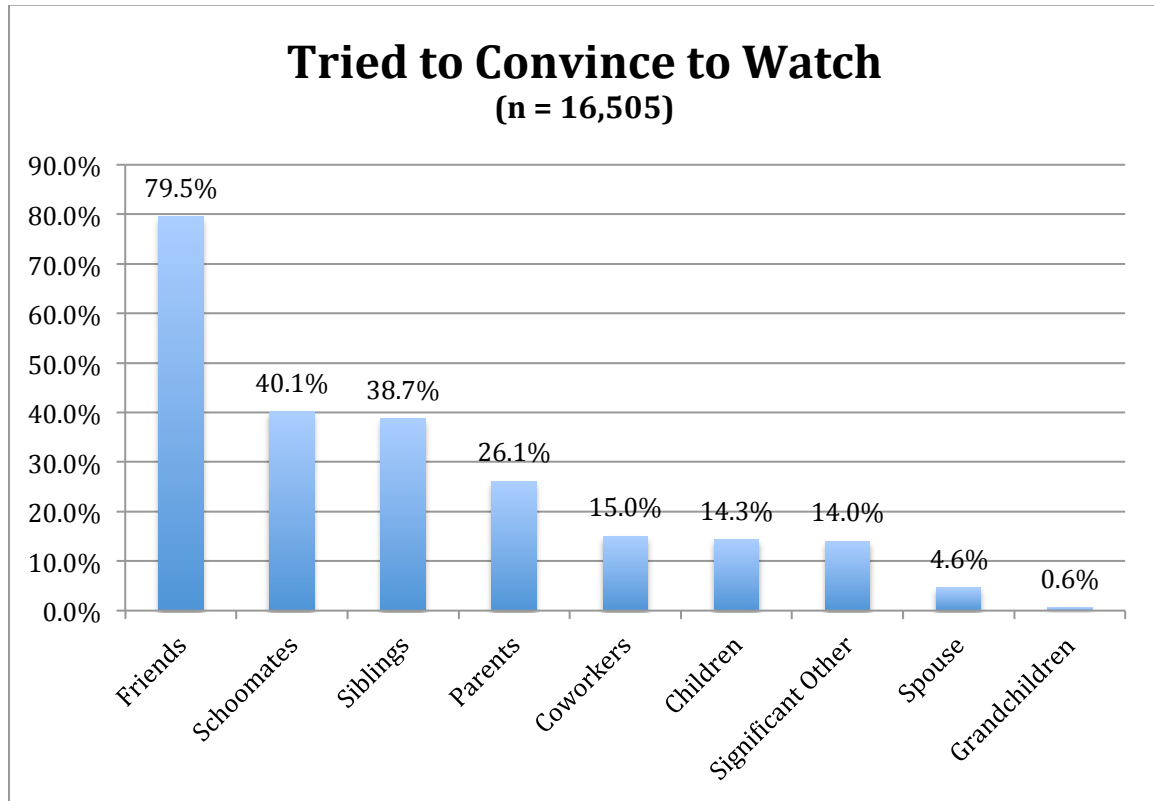


Chart 44: Tried to Convince to Watch

How Do Bronies Watch the Show?

A new question this year asked respondents to rank the various ways they watch the show, with #1 being the way they watched the most, #2 the second most, etc. If they didn't use a method at all, they didn't need to assign it the ranking. Just under 15% of total respondents reported The Hub as their primary method of watching the show, while exactly 50% used YouTube primarily.

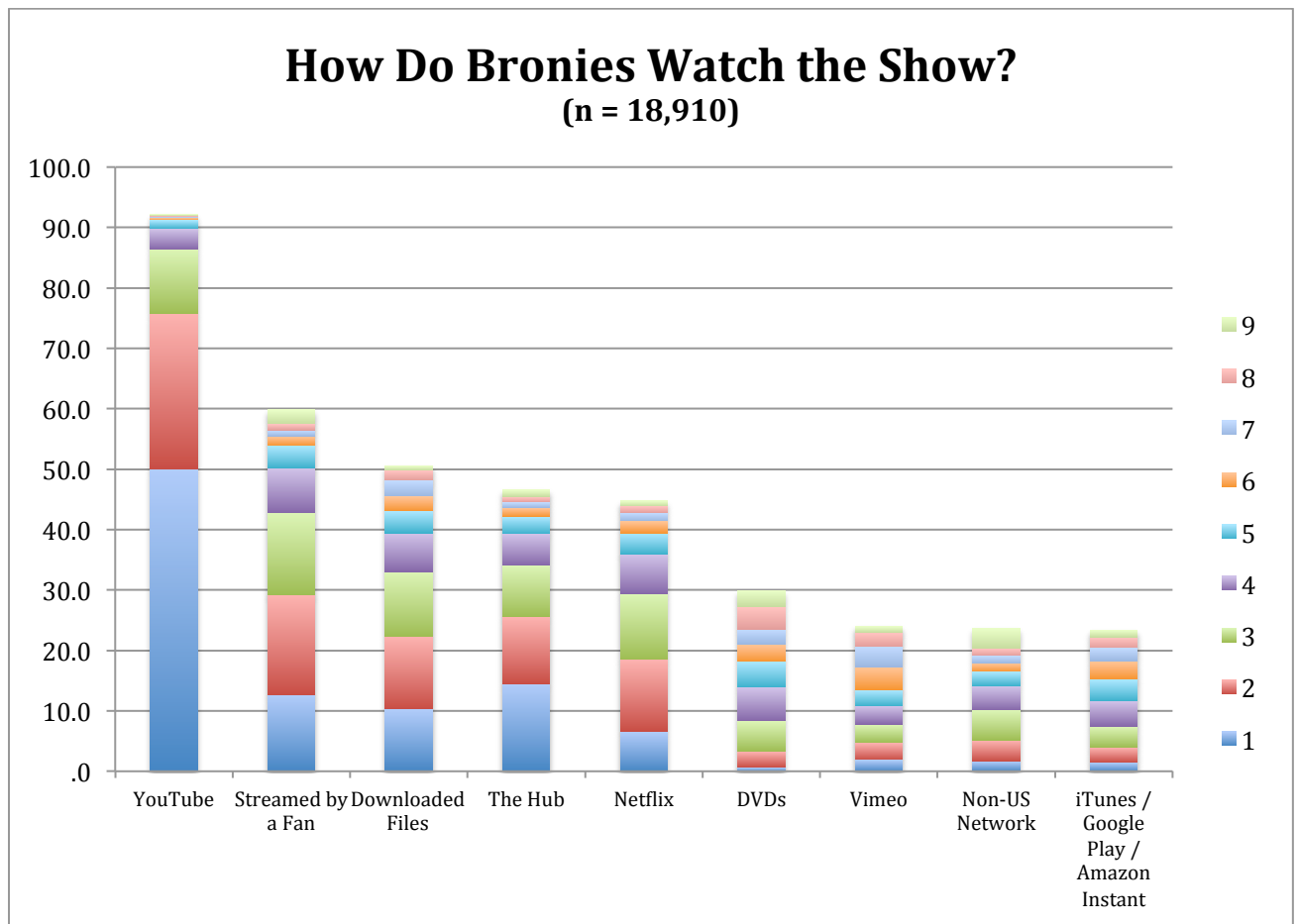


Chart 45: Methods of Watching the Show

The picture isn't quite as bleak for Hasbro and Discovery if you only consider US Bronies (the only ones who can receive The Hub.) A bit under a quarter use The Hub as their primary means of watching, with more than two-thirds watching on The Hub at least sometimes.

		Frequency	Percent
Valid	1.00	2618	23.6
	2.00	1915	17.3
	3.00	1370	12.4
	4.00	786	7.1
	5.00	391	3.5
	6.00	153	1.4
	7.00	64	.6
	8.00	75	.7
	9.00	71	.6
	Total	7443	67.1
Missing	.00	2044	18.4
	System	1605	14.5
	Total	3649	32.9
Total		11092	100.0

Table 9: US Bronies Use of The Hub

Merchandise Purchased in Past 12 Months

Not a huge shift from last year, licensed toys still constitute the most popular item purchased. The IDW comics have also proven very popular; with nearly 35% having bought an issue or two (or more...) Surprisingly, the games (either electronic or card) don't seem to have really caught on, with only 11% of Bronies spending any money on them in the last year.



Chart 46: Merchandise Purchased in Last 12 Months

Weekly Brony Activities

As with last year, consuming content is far more popular than creating it. Brony music seems to be losing a little bit of its appeal; it slid from the #2 spot to #4. But with all of those separated by only a percentage point or two, it's not much of a distinction.

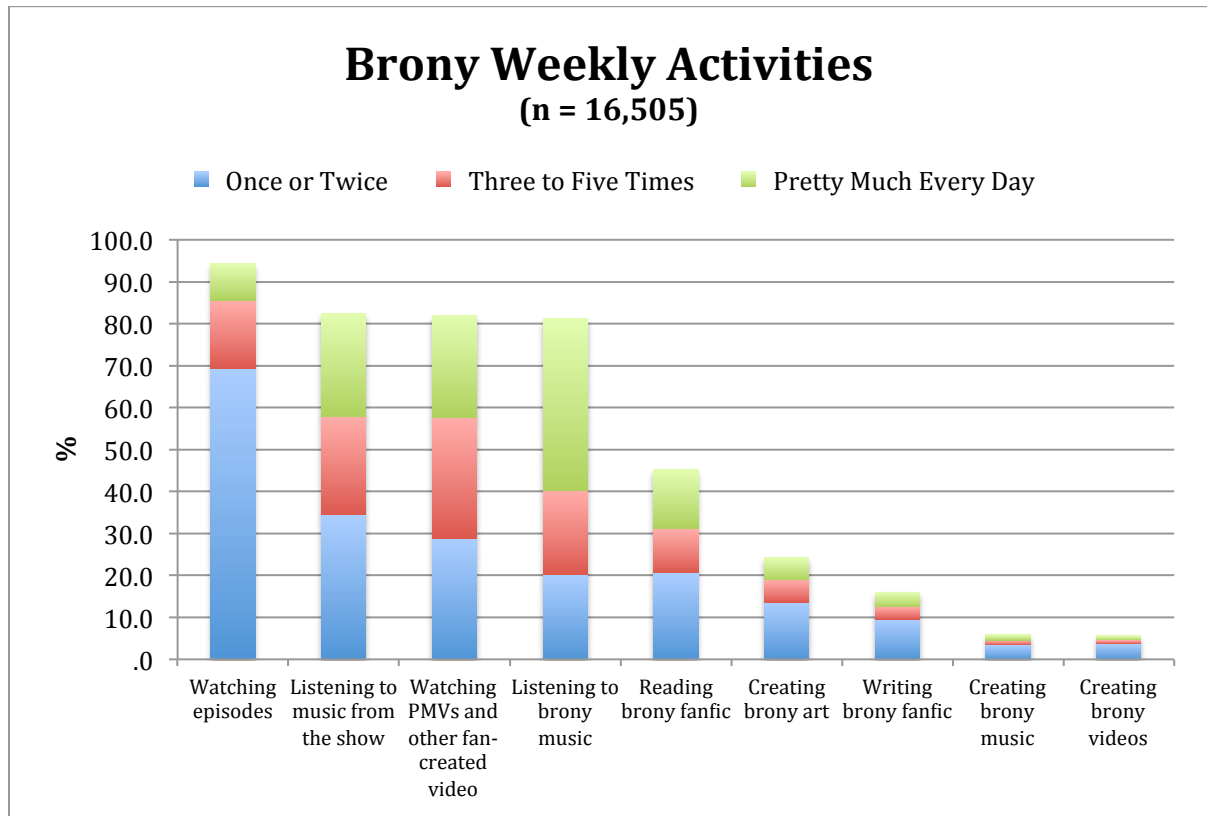


Chart 47: Weekly Brony Activities

Give to Brony Charities

Bronies for Good continues to be the most popular charity in the fandom. The “other” column should be taken with a grain of salt, since about half the comments were variations on “I haven’t” or “I don’t have any money.”

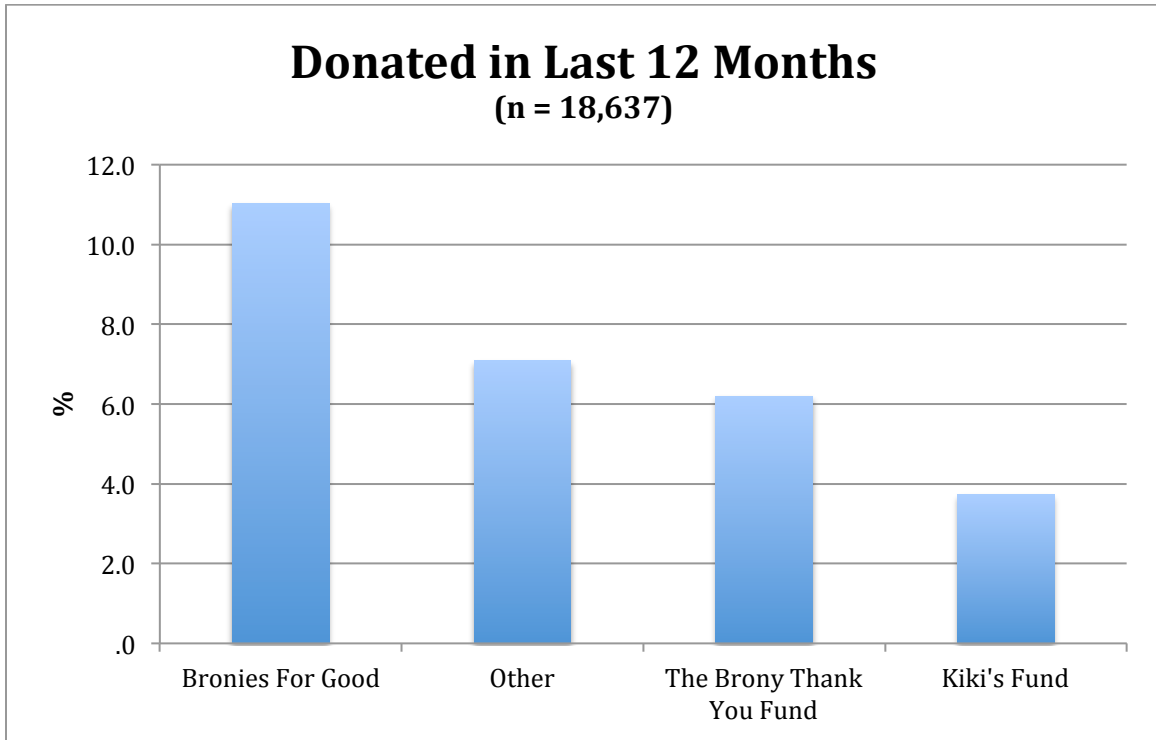


Chart 48: Charitable Donations in Last 12 Months

Brony Personality

Introduction

This year, we switched personality “instruments” away from a commercial version of a Jungian Personality sorter that we used last year. This is sometimes referred to as a Myers-Briggs, although it was not in fact a Myers Briggs, but a close cousin.

The instrument we chose for this year’s census was the 100 Question version of the International Personality Item Pool “Big Five” Factor Marker questionnaire. The five factors it reports are Extroversion, Neuroticism (or conversely, emotional stability), Openness to New Experience, Agreeableness and Conscientiousness.

One of the reasons we selected this instrument (apart from its wide acceptance and usage in modern personality research) is that it distinguishes between introversion and neuroticism, something the Jungian test tends to confound together. We wanted to make sure that the high introversion rate we saw last year represented true introversion, and not a lack of emotional stability in the fandom.

We’d like to thank Dr. Sanjay Srivastava of the University of Oregon for generously providing baseline population data for these measures, broken down by age.

For clarity, here is how our friends over at Wikipedia define the five traits:

- **Openness to experience:** (*inventive/curious* vs. *consistent/cautious*). Appreciation for art, [emotion](#), adventure, unusual ideas, [curiosity](#), and variety of experience. Openness reflects the degree of intellectual curiosity, creativity and a preference for novelty and variety a person has. It is also described as the extent to which a person is imaginative or independent, and depicts a personal preference for a variety of activities over a strict routine. Some disagreement remains about how to interpret the openness factor, which is sometimes called "intellect" rather than openness to experience.
- **Conscientiousness:** (*efficient/organized* vs. *easy-going/careless*). A tendency to be organized and dependable, show [self-discipline](#), act [dutifully](#), aim for achievement, and prefer planned rather than spontaneous behavior.
- **Extraversion:** (*outgoing/energetic* vs. *solitary/reserved*). Energy, positive emotions, [surgency](#), assertiveness, sociability and the tendency to seek [stimulation](#) in the company of others, and talkativeness.
- **Agreeableness:** (*friendly/compassionate* vs. *analytical/detached*). A tendency to be [compassionate](#) and [cooperative](#) rather than [suspicious](#) and [antagonistic](#) towards others. It is also a measure of one's trusting and helpful nature, and whether a person is generally well tempered or not.
- **Neuroticism:** (*sensitive/nervous* vs. *secure/confident*). The tendency to experience unpleasant emotions easily, such as [anger](#), [anxiety](#), depression, and [vulnerability](#). Neuroticism also refers to the degree of emotional stability and impulse control and is sometimes referred to by its low pole, "emotional stability".

Openness

Bronies start out mildly more open to new experiences than the general population, but not by a large margin. However, as age increases, Brony openness increases among both genders, while openness in the general population actually declines slightly. Since this is a snapshot rather than a longitudinal study over time, we can't say if being a Brony makes you more open as you get older, or that you have to be more open to be a Brony in your 40s than in your 20s.

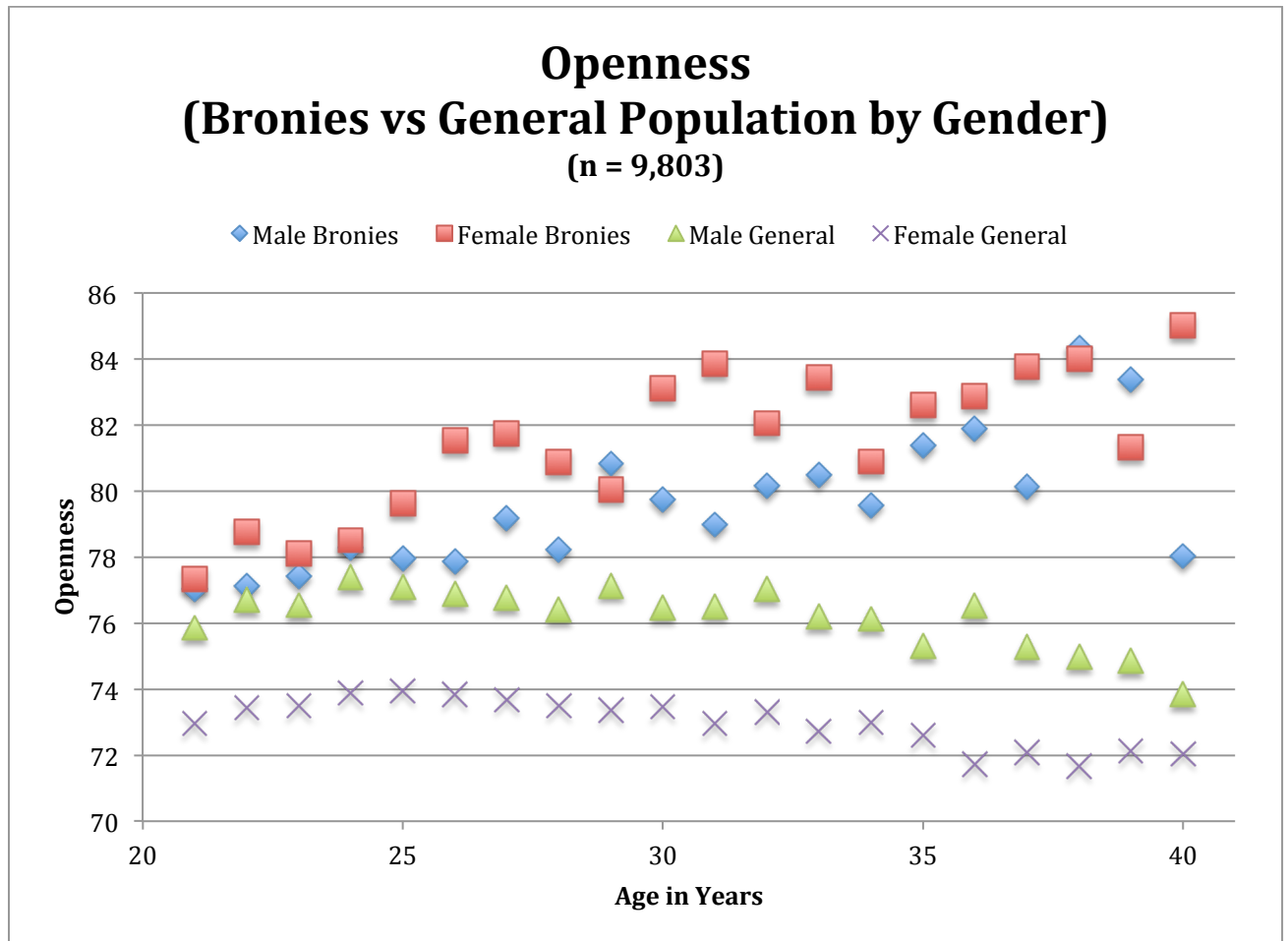


Chart 49: Openness (Bronies vs. General Population)

Conscientiousness

Bronies appear to be slightly more conscientious than the public at large, though it is unclear if it is by a statistically significant amount. Both populations increase in this marker as they age.

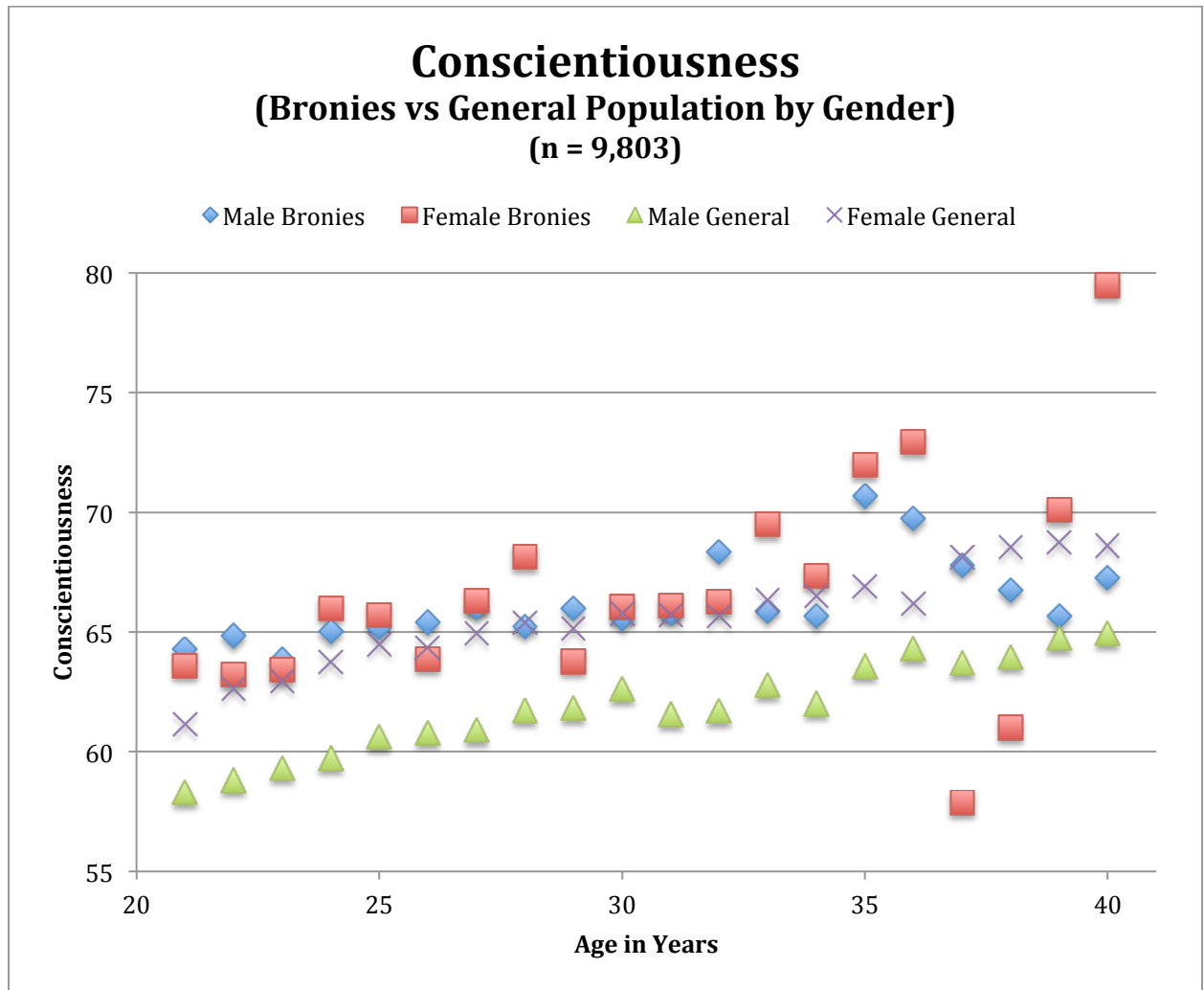


Chart 50: Conscientiousness (Bronies vs. General Public)

Neuroticism (Emotional Stability)

The version of the test that we used measures the inverse of neuroticism, with higher values indicating more emotional stability (less neuroticism.) Bronies, snarky Internet comments notwithstanding, test significantly higher in emotional stability than the general population.

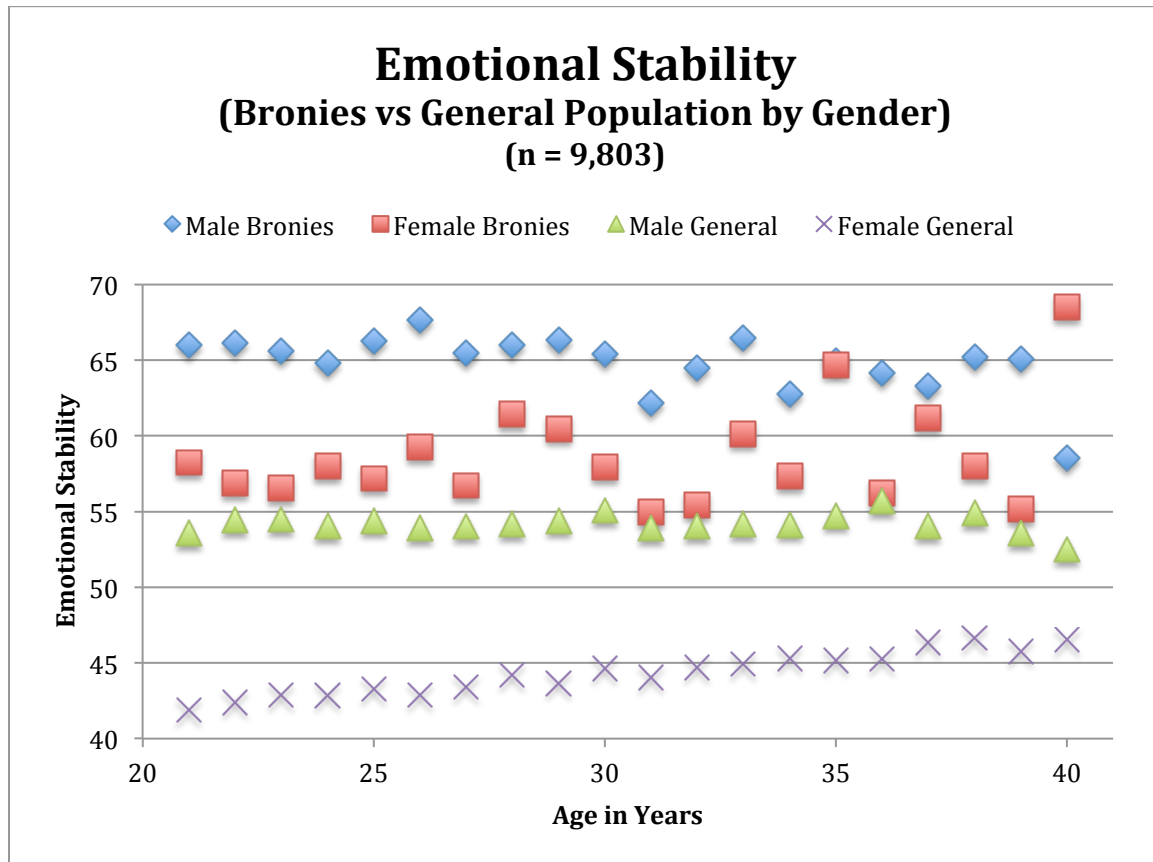
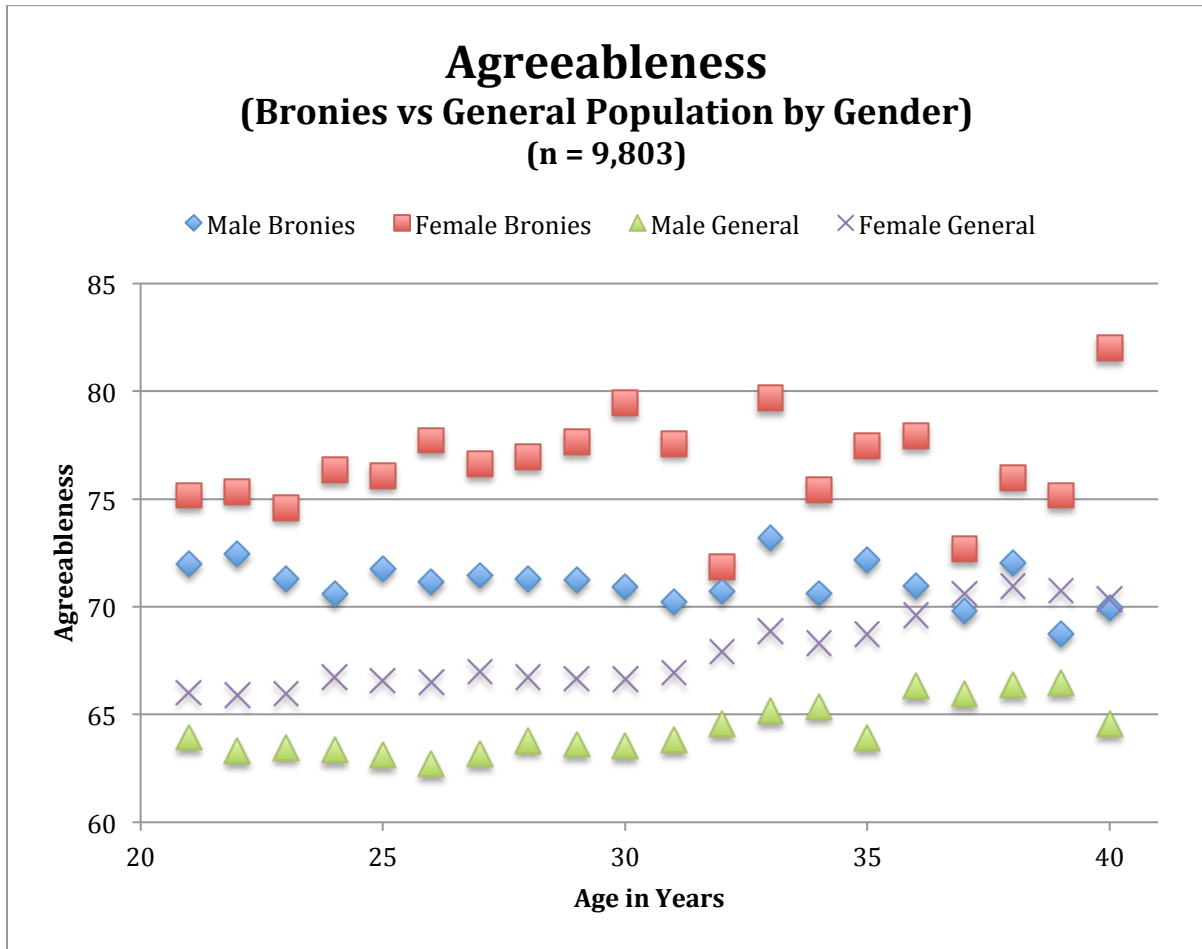


Chart 51: Emotional Stability (Bronies vs. General Population)

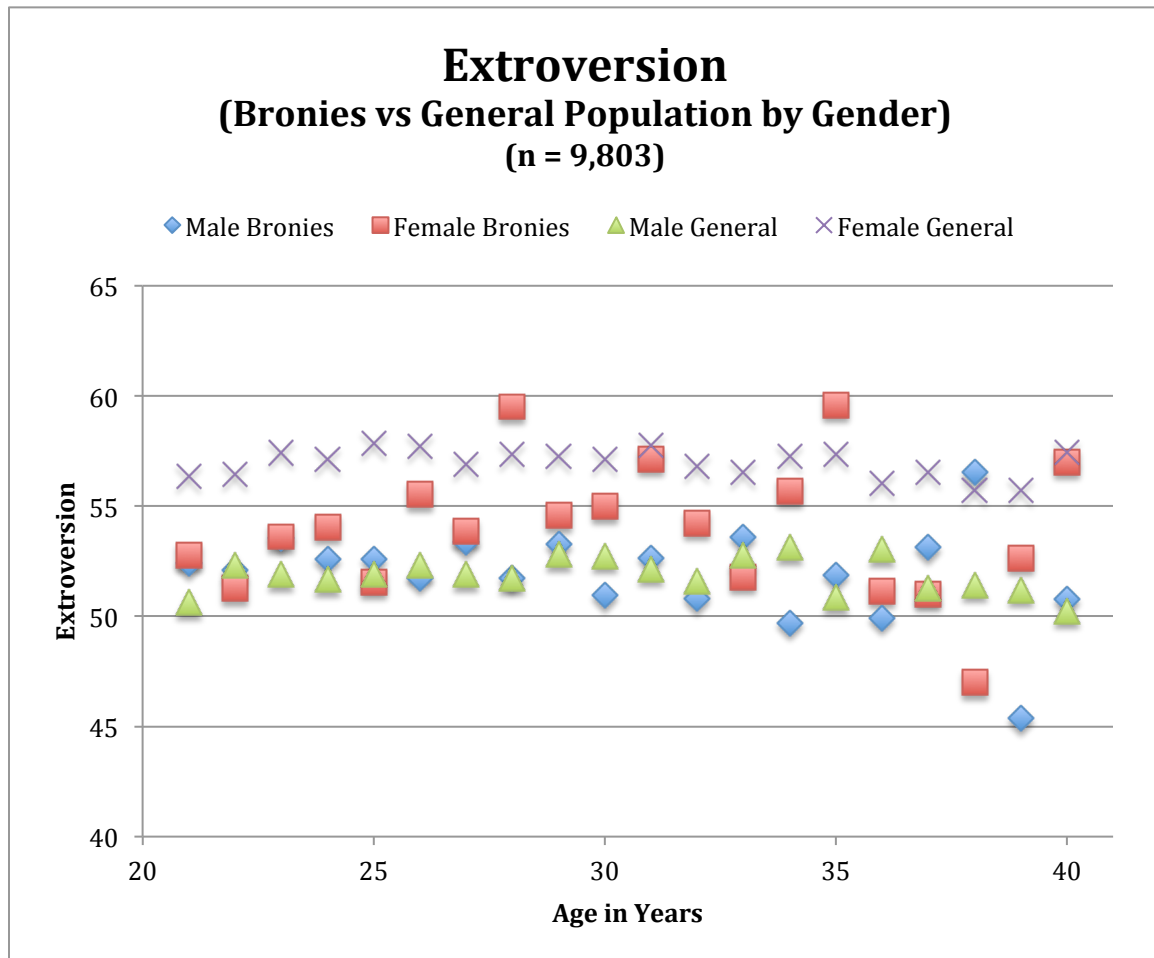
Agreeableness

Again, Bronies of both genders showed significantly higher degrees of agreeableness than their equivalent counterparts in the general population.



Extroversion

In last year's study, Bronies came out at around 75% introverted on the Jungian sorter. However, looking at this year's data, we do not see that increased introversion (or conversely, decreased extroversion) in the data. Male bronies appear to be about equally introverted as males in the general population. There does appear to be a mild degree of increased introversion among female bronies, but it is only a few points of separation at most.



The Show

Why Do Bronies Watch the Show?

This year, lower was better for rankings, and the ranking was forced. In other words, you couldn't rank everything a 1, you had to place each item in order from 1 to X. This also held for the questions asking respondents to rank how much they identified with characters, and liked seeing them in episodes. The intent was to prevent the "but they're all my favorite" problem, and provide more differentiation between values.

As with last year, character was king, by nearly a two-point margin. We've included high/low markers to indicate how much variation there was in each item, the high and low are one standard deviation plus and minus from the mean. Among other things, this lets you see that Bronies tend to be much more widely positive or negative about (for example) the stories than they are about the characters.

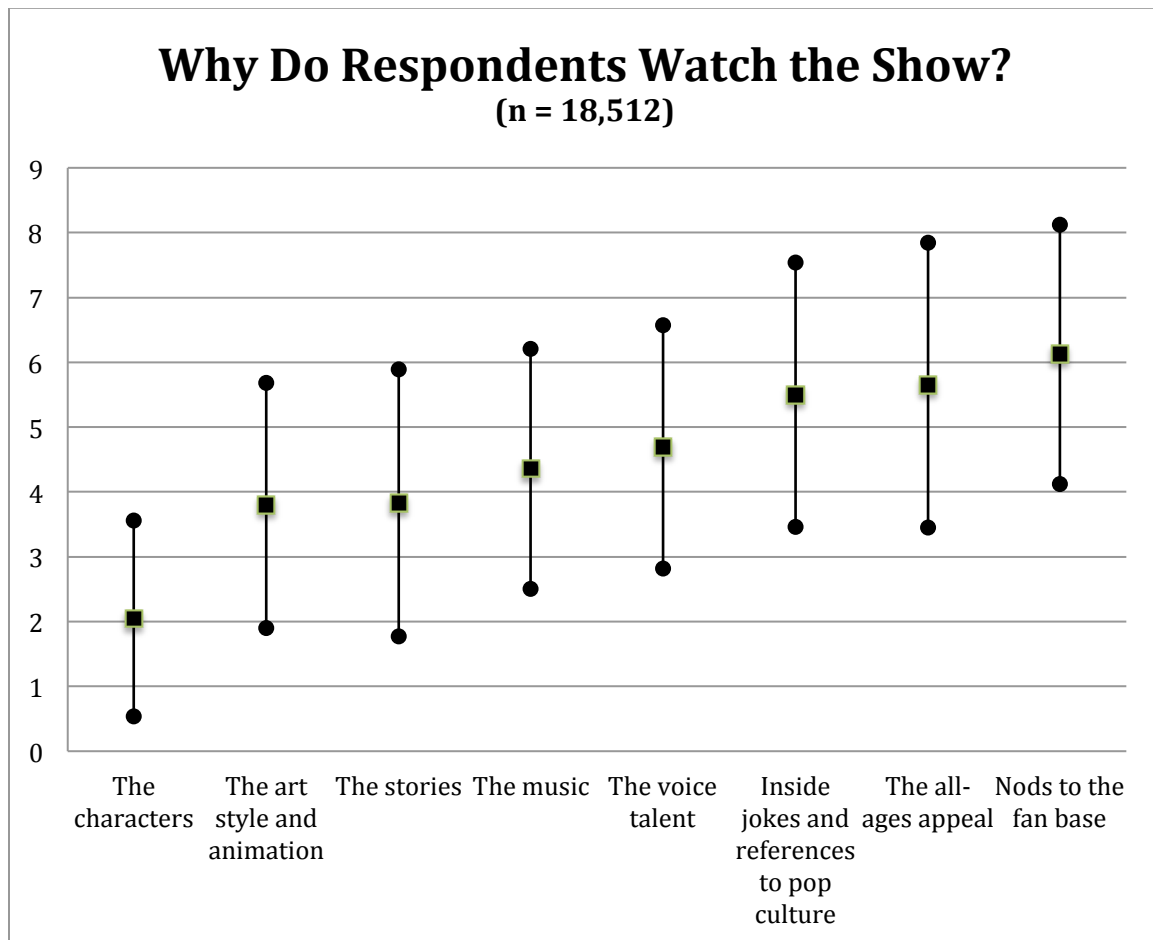


Chart 52: Why do Respondents Watch the Show

Who is the Favorite Character?

Rather than a chart this year, we're providing the complete list, since we had an exhaustive 114-character list this year. Die, "other", die! Once again, Twilight is Statistically Best Pony of 2014, and Applejack isn't a member of the Mane 6. In fact, Rarity should keep a sharp eye over her shoulder, because Derpy is only 1.8 percentage points behind her. Luna has jumped up another two positions!

As you look through the list, stop to consider that Tom, a piece of rock, drew more votes than Flim, Flam, and either Mr. or Mrs. Cake,

Character	%	#
Twilight Sparkle	13.4	2474
Fluttershy	12.7	2348
Princess Luna	10.6	1960
Rainbow Dash	10.1	1866
Pinkie Pie	9.1	1679
Rarity	7.2	1335
Applejack	6.9	1282
Derpy	5.4	1005
Discord	3.1	568
DJ Pon-3	2.9	545
Octavia Melody	2.2	416
Lyra Heartstrings	1.8	341
Scootaloo	1.5	272
Princess Celestia	1.2	223
Dr. Hooves	1.2	213
Trixie	1.1	211
Sweetie Belle	1.0	192
Queen Chrysalis	.8	153
Big McIntosh	.8	143
Zecora	.5	98
Spike	.5	95
Princess Cadance	.4	80

Character	%	#
Spitfire	.4	76
Nightmare Moon	.4	72
Apple Bloom	.4	71
Soarin	.3	49
Daring Do	.2	46
Braeburn	.2	43
King Sombra	.2	42
Shining Armor	.2	36
Sunset Shimmer	.2	36
Gilda	.2	31
Minuette	.2	31
Cloudchaser	.1	26
Cheerilee	.1	25
Babs Seed	.1	23
Rose	.1	21
Gummy	.1	16
Nurse Redheart	.1	15
Thunderlane	.1	15
Lightning Dust	.1	14
Granny Smith	.1	12
Snowflake	.1	12
Fancy Pants	.1	11
Flash Sentry	.1	11
Photo Finish	.1	10
Berry Pinch	.1	10
Cloud Kicker	.1	10
Raindrops	.1	10
Diamond Tiara	.0	9
Apple Fritter	.0	9

Character	%	#
Pipsqueak	.0	8
Tom	.0	8
Angel	.0	8
Golden Harvest	.0	8
Silver Spoon	.0	7
Mayor Mare	.0	7
Flitter	.0	7
Blossomforth	.0	7
Amethyst Star	.0	7
Sweetie Drops	.0	7
Iron Will	.0	6
Dinky Doo	.0	6
Twist	.0	5
Flam	.0	5
Joe	.0	5
Princess Erroria	.0	5
Twinkleshine	.0	5
Mr. Cake	.0	4
Diamond Dogs	.0	4
Flim	.0	4
Ms. Peachbottom	.0	4
Ms. Harshwhinny	.0	4
Tank	.0	4
Aura	.0	4
Caramel	.0	4
Cherry Berry	.0	4
Lightning Bolt	.0	4
Rainbowshine	.0	4
Sassaflash	.0	4
Prince Blueblood	.0	3

Character	%	#
Mrs. Cake	.0	3
Snails	.0	3
Featherweight	.0	3
Bloomberg	.0	3
Berryshine	.0	3
Lyrice Lilac	.0	3
Noi	.0	3
Noteworthy	.0	3
Pound Cake	.0	2
Pumpkin Cake	.0	2
Sapphire Shores	.0	2
Aloe	.0	2
Lotus	.0	2
Little Strongheart	.0	2
Chief Thunderhooves	.0	2
Philomena	.0	2
Peewee	.0	2
Garble	.0	1
Hoity Toity	.0	1
Upper Crust	.0	1
Jet Set	.0	1
Filthy Rich	.0	1
Gustave le Grand	.0	1
Ahuizotl	.0	1
Opalescence	.0	1
Daisy	.0	1
Dizzy Twister	.0	1
Lemon Hearts	.0	1
Lucky Clover	.0	1
Meadow Song	.0	1

Character	%	#
Parasol	.0	1
Royal Ribbon	.0	1
Sea Swirl	.0	1
Tootsie Flute	.0	1

Table 10: Favorite Character (n = 18,512)

Which Characters do Bronies Identify With Most?

Same deal as before, lower values mean more identification, and the high/low marks indicate one standard deviation plus or minus. The fans may not test as strong introverts, but they definitely identify with them. The three strongest introverts in the show come in 1-2-3, while Pinkie Pie and Rainbow Dash are at the back of the main cast pack, with only Rarity less identified with among the Mane 6.

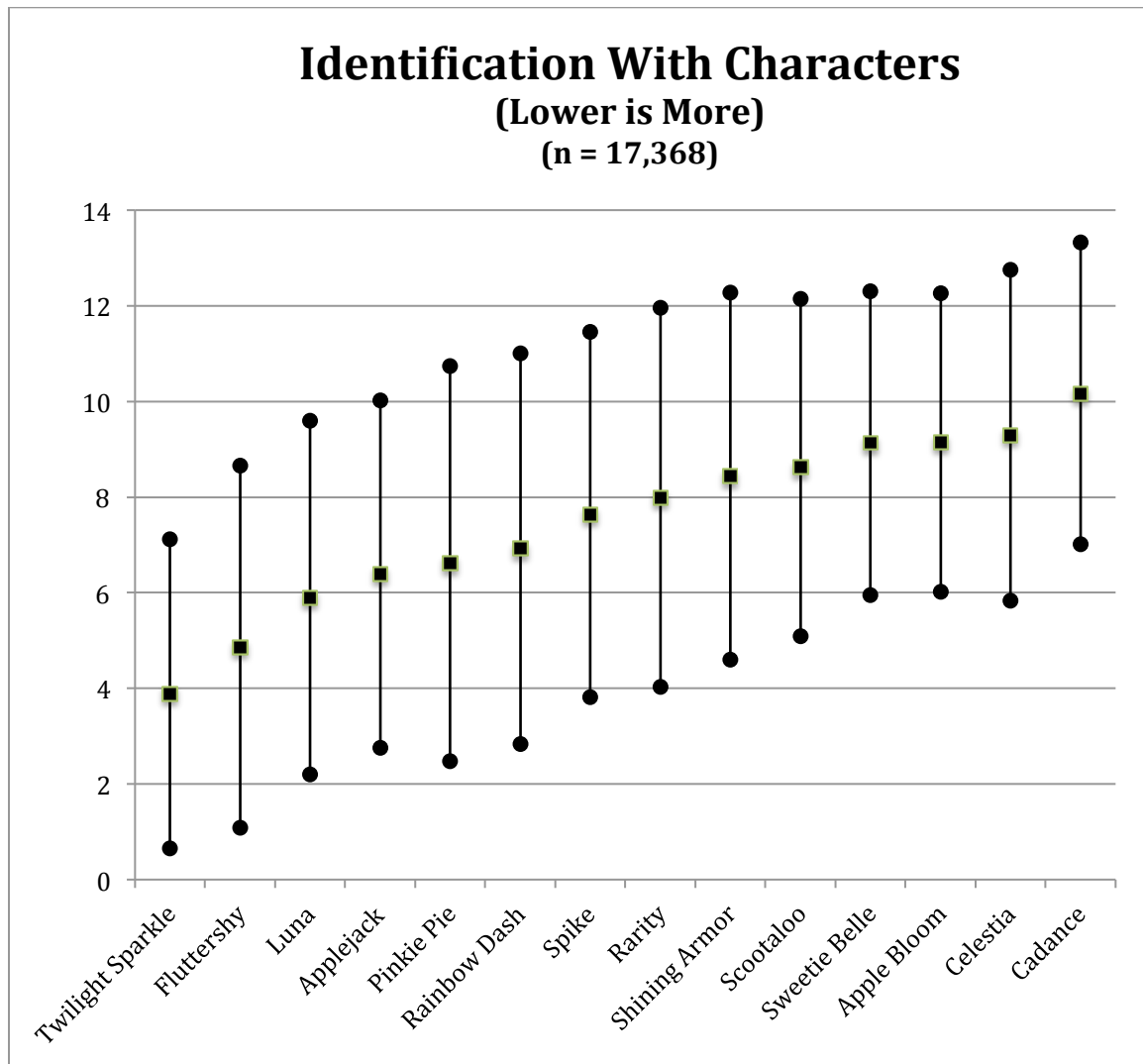


Chart 53: Identification with Characters

And from the department of linear correlations, take a look at this. The more extroverted you are, the less you identify with Fluttershy, with a Pearson's r of .403.

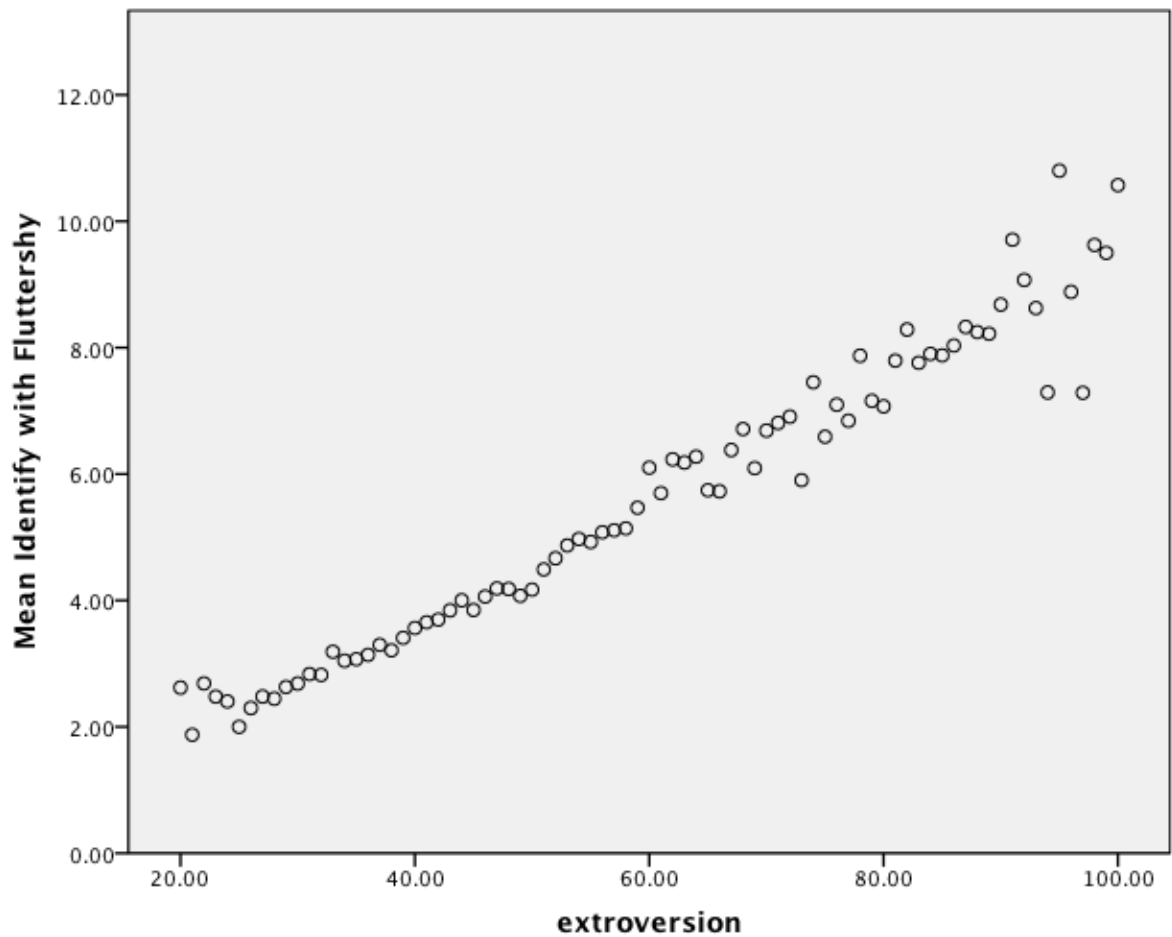


Chart 54: Mean Identification with Fluttershy vs. Extroversion

Correlations

		extroversion	Identify with Fluttershy
extroversion	Pearson Correlation	1	.403**
	Sig. (1-tailed)		.000
	N	17368	17368
Identify with Fluttershy	Pearson Correlation	.403**	1
	Sig. (1-tailed)	.000	
	N	17368	18955

** . Correlation is significant at the 0.01 level (1-tailed).

Table 11: Correlation of Identification with Fluttershy Against Extroversion

Which Characters do Bronies Most Enjoy Seeing in an Episode?

For the second year running, the Princess of the Night is the most enjoyed character, in spite of her limited screen time. I suspect that if we had put Flash Sentry on here, Shining Armor could have had some company at the back.

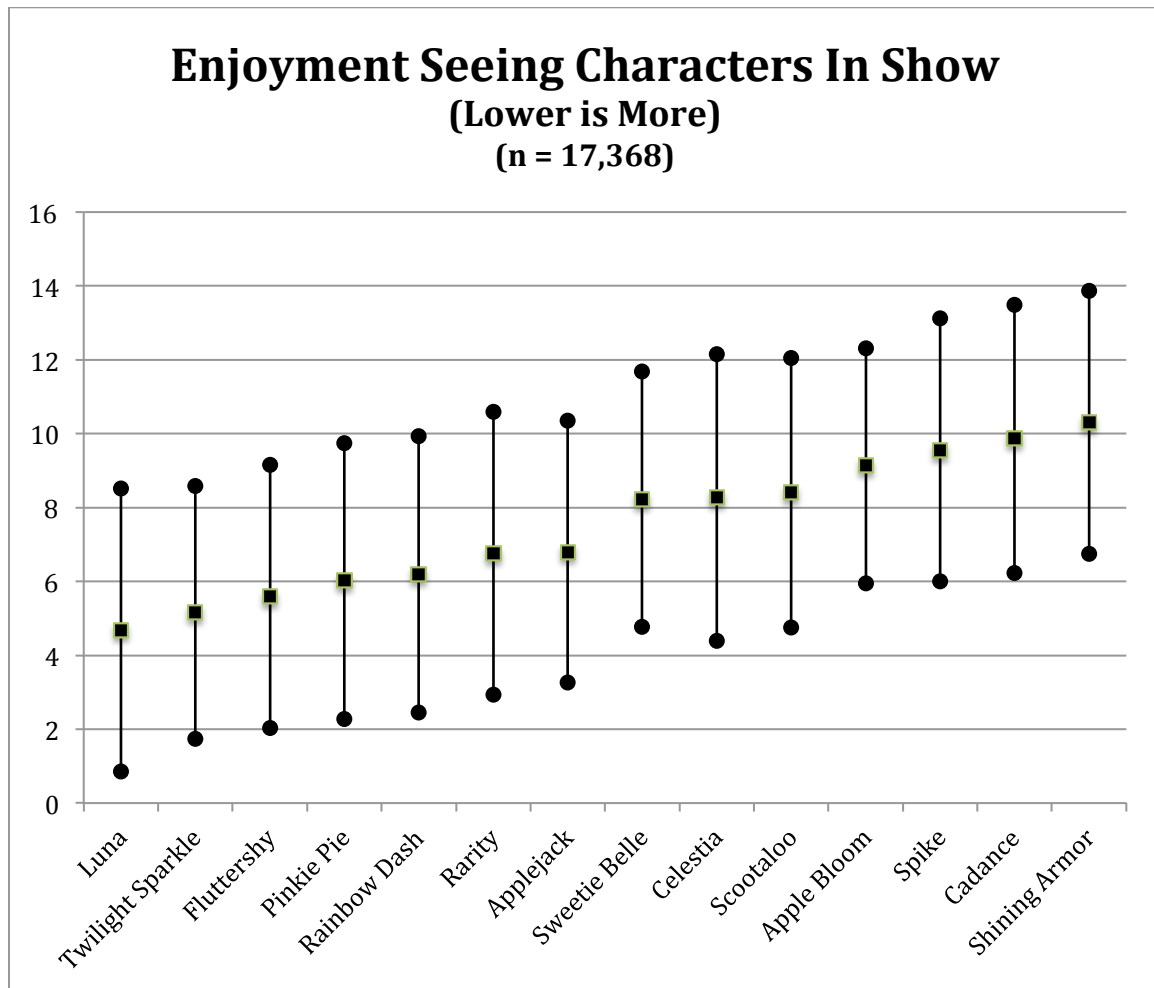


Chart 55: Enjoyment Seeing Character in the Show