



# 2013 STATE OF THE HERD REPORT

## Part 1: Basic Statistics

Revision 1.0 - March 17, 2013

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# Forward

Last year, the Brony Herd Census broke new ground by taking a simple snapshot of the nascent and growing brony population. In the intervening year, many things have happened. Brony conventions have exploded in popularity, the mainstream media has become increasingly aware of Bronies and the whole MLP:FiM phenomenon, and a host of celebrities have confessed their love of all things Pony.

This year, we have expanded the census in both scope and size. For the first time, we are diving into the personality of the typical brony, as well as getting a more detailed view of their life history, opinions, and attitudes toward the show. The results, at least to me, are fascinating and will only lead to new questions next year.

In total, 21, 637 Bronies completed the survey this year. This is over twice the number that took part last year. Whereas there were only 10 questions on last year's census, this year there were 42. This has resulted in an unprecedented view into the lives of the individuals who make up the Herd.

Because of the vastly increased amount of data, it would be unrealistic to try and release it all in one fell swoop, especially since there are so many ways the information can be cross-tabulated by factors such as gender, personality and age. As a result, this first report will

deal with the raw results, without extensive evaluation of how the various factors interrelate with each other. You should expect to see further reports during the year dealing with individual topics such as personality.

The census would not be possible without the support of SurveyMonkey, who generously donated a free premium account to us. We also would like to give credit to HumanMetrics, whose Jung Typology Test was used to generate the personality categories used by the census.

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@herdcensus.com](mailto: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.lefora.com>

The home page for the census is and will remain:

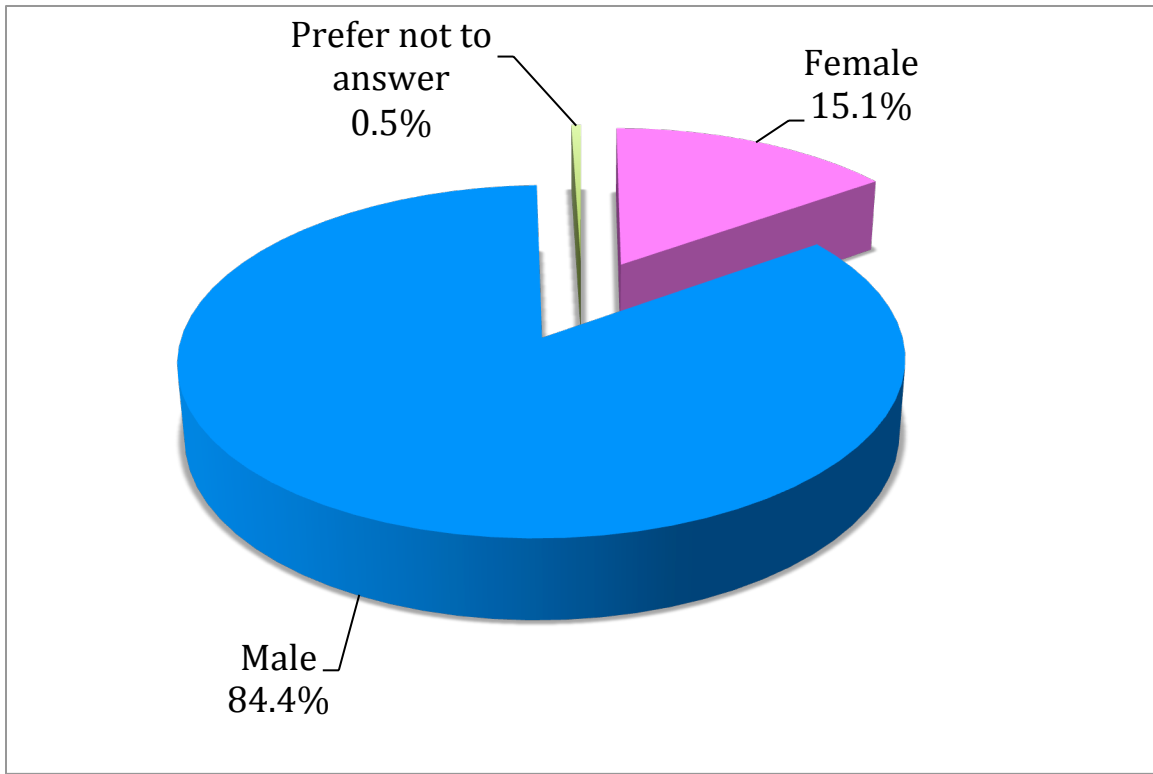
<http://www.herd census.com/>

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# Basic Demographics



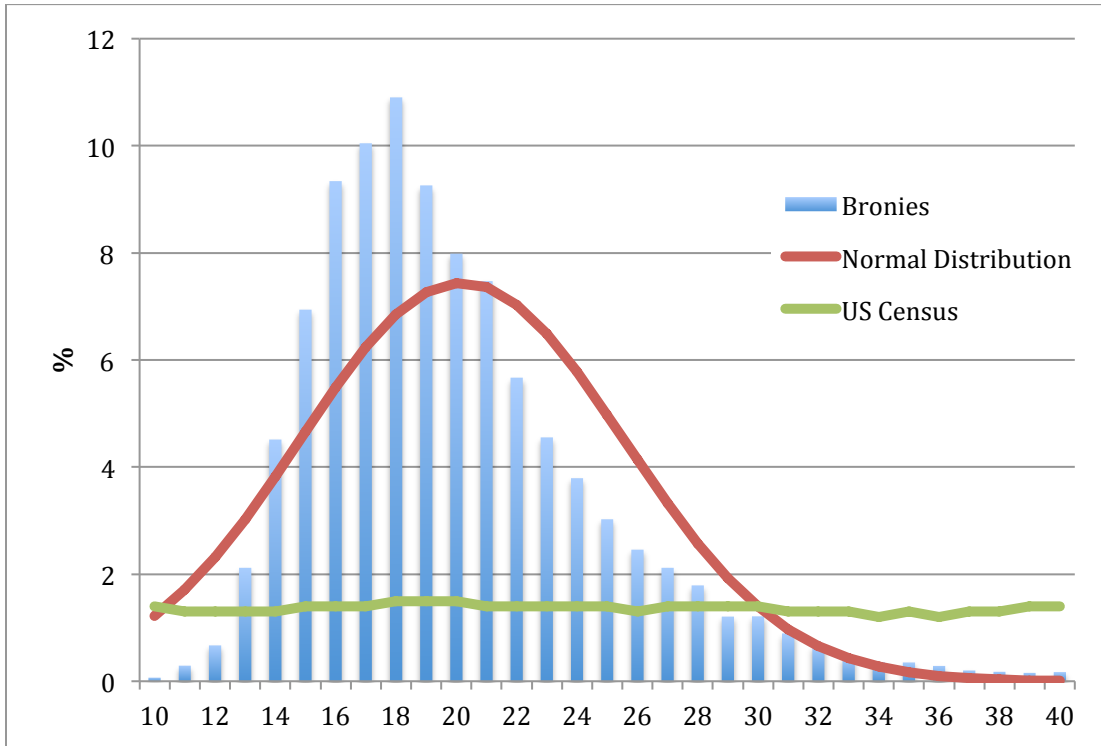
## Gender at Birth



The male to female ratio decreased slightly from last year (85.71% male last year vs 84.36% this year.) The fandom, however, continues to be overwhelmingly male.

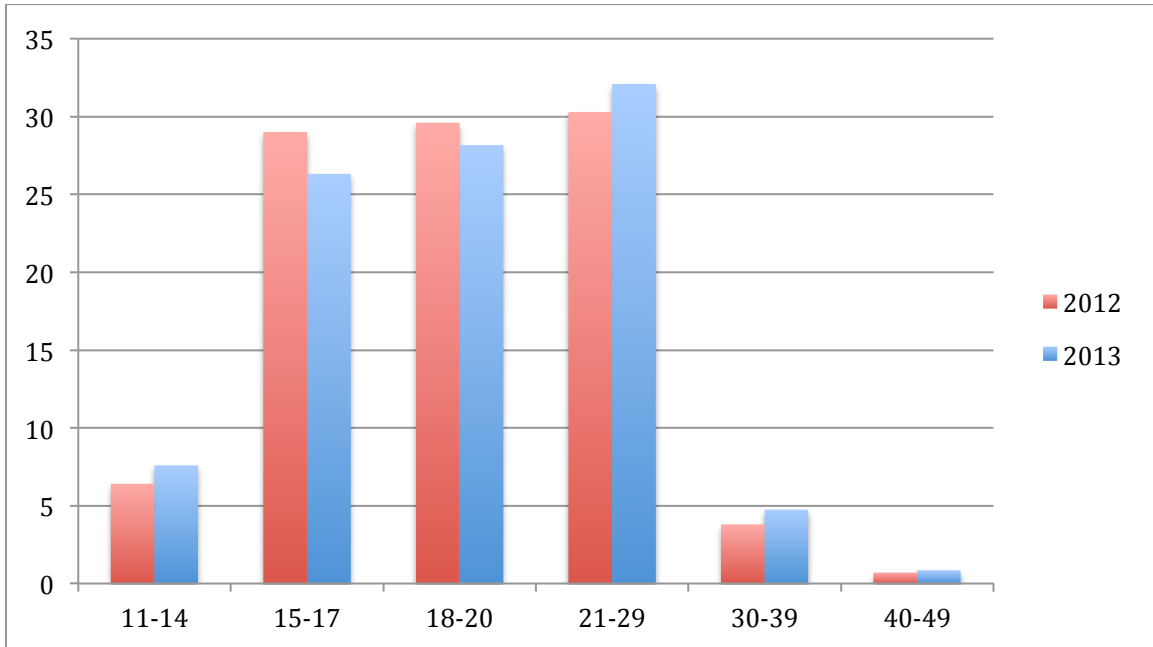
Asking for birth gender offended some transgendered (TG) individuals, for which we apologize. This question will be reworded in future censuses, with input from the TG community. However, since the data was captured, we can report that there were 93 female to male TG individuals in the census (0.42%) and 216 male to female (0.99%), with 44 (0.20%) TG individuals choosing not to reveal a birth gender. Interestingly, female to male TG Bronies made up 2.8% of the population born biologically as females, but male to female TG Bronies were only 1.2% of the Bronies born as males.

## Age Distribution



The mean age of the fandom is 20.19 years. The median age is 19. The standard deviation is 5.36 years. 79% of bronies are between 15 and 25, 95% between 10 and 30.

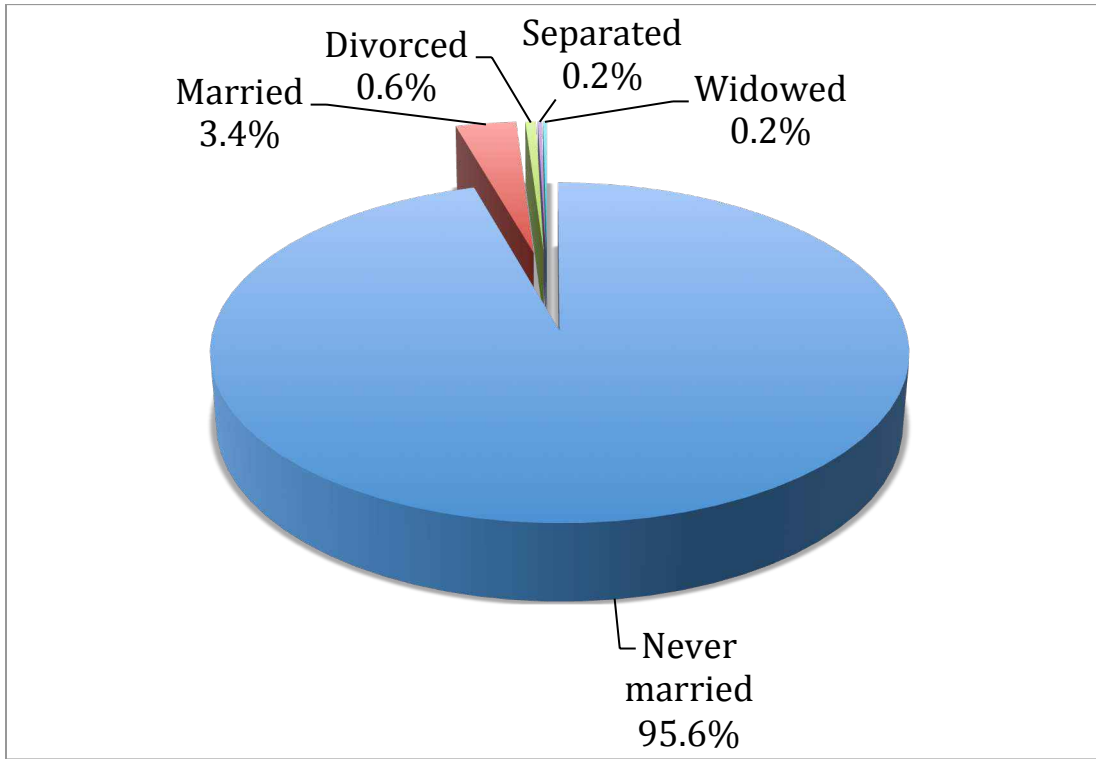
## Age Distribution (Compared to 2012)



It is impossible to make a direct comparison with last year's data, because last year age was gathered in groups rather than as a discrete value. However, it is possible to turn this year's data into last year's groupings, and compare that way.

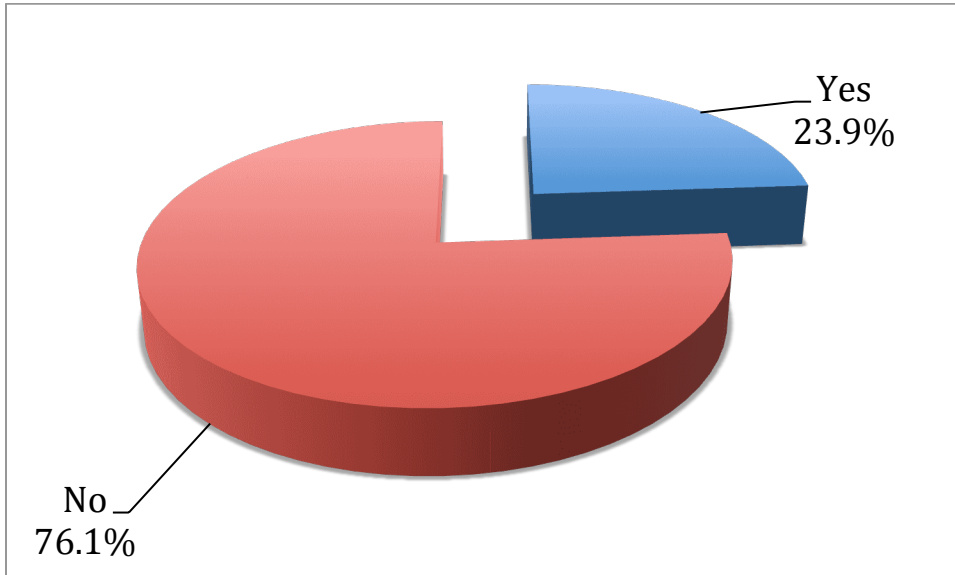
Based on a comparison of the age distribution from this year and last year, it appears there has been a slight aging of the fandom, with the groups 20 and older showing a 2.9% total rise, and the 15-17 and 18-20 age groups declining 4.1%

## Marital Status



The vast majority of Bronies are single. The percentage of married Bronies has gone up a bit though, up to 3.4% from 2.7% last year. However, this has come with a corresponding increase in divorced Bronies, up to 0.6% from 0.3% in 2012. Both these numbers may be ascribable to the slightly older population this year.

## Been in a Serious Relationship in Last 12 Months



Things aren't quite as dire on the dating front, with nearly a quarter of bronies reporting that they had a significant relationship in the past year. This was a new question this year, and thus can't be compared to last year.

## Country of Birth

| Country                  | Count | %    |
|--------------------------|-------|------|
| United States of America | 13519 | 62.5 |
| Canada                   | 1409  | 6.5  |
| United Kingdom           | 1331  | 6.2  |
| Australia                | 711   | 3.3  |
| Germany                  | 586   | 2.7  |
| Mexico                   | 401   | 1.9  |
| Finland                  | 258   | 1.2  |
| France                   | 241   | 1.1  |
| Sweden                   | 233   | 1.1  |
| Poland                   | 226   | 1.0  |
| Chile                    | 209   | 1.0  |

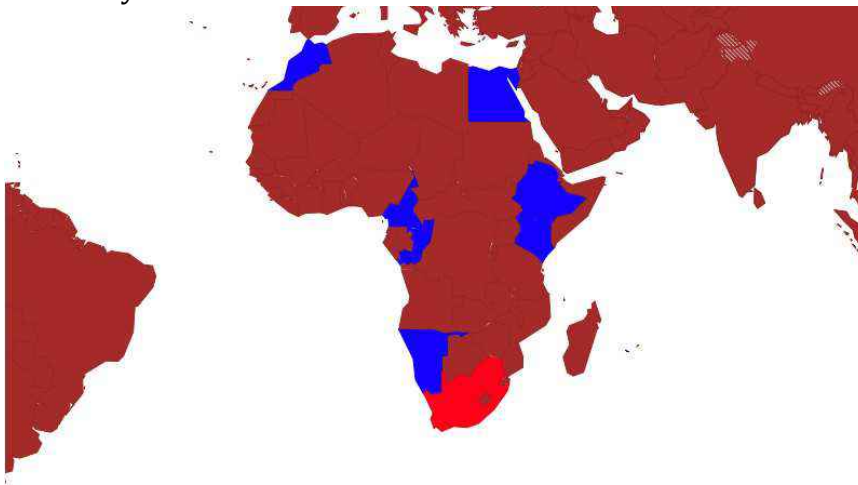
This is the first year we asked about birth country. Most respondents were born in English speaking countries.

## Country of Residence

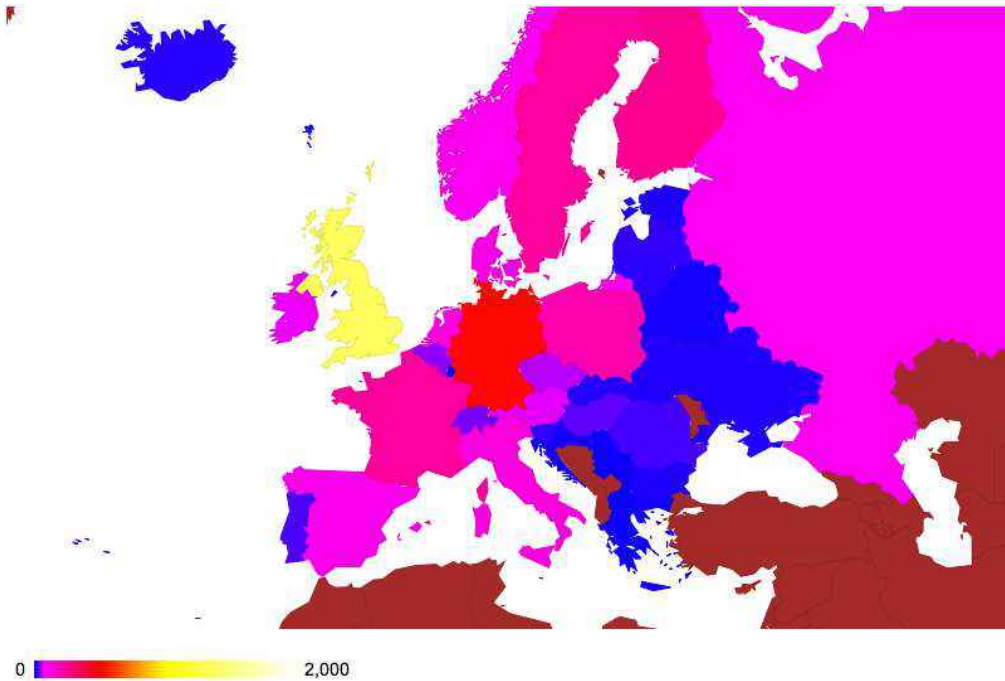
| Country                  | Count | 2013 % | 2012 % |
|--------------------------|-------|--------|--------|
| United States of America | 13923 | 64.3   | 62.4   |
| Canada                   | 1482  | 6.8    | 7.3    |
| United Kingdom           | 1317  | 6.1    | 6.9    |
| Australia                | 770   | 3.6    | 4.6    |
| Germany                  | 511   | 2.4    | 2.7    |
| Mexico                   | 356   | 1.6    | 1.0    |
| Finland                  | 255   | 1.2    | 1.2    |
| France                   | 239   | 1.1    | 0.6    |
| Sweden                   | 237   | 1.1    | 1.4    |
| Poland                   | 208   | 1.0    | 1.0    |
| Chile                    | 206   | 1.0    | 0.3    |

Scandinavia and Finland are losing ground to Mexico, while France and Chile had significant increases in herd membership. However, take 2012 numbers with a grain of salt, because country was derived from IP address last year, whereas it was specifically called out this year.

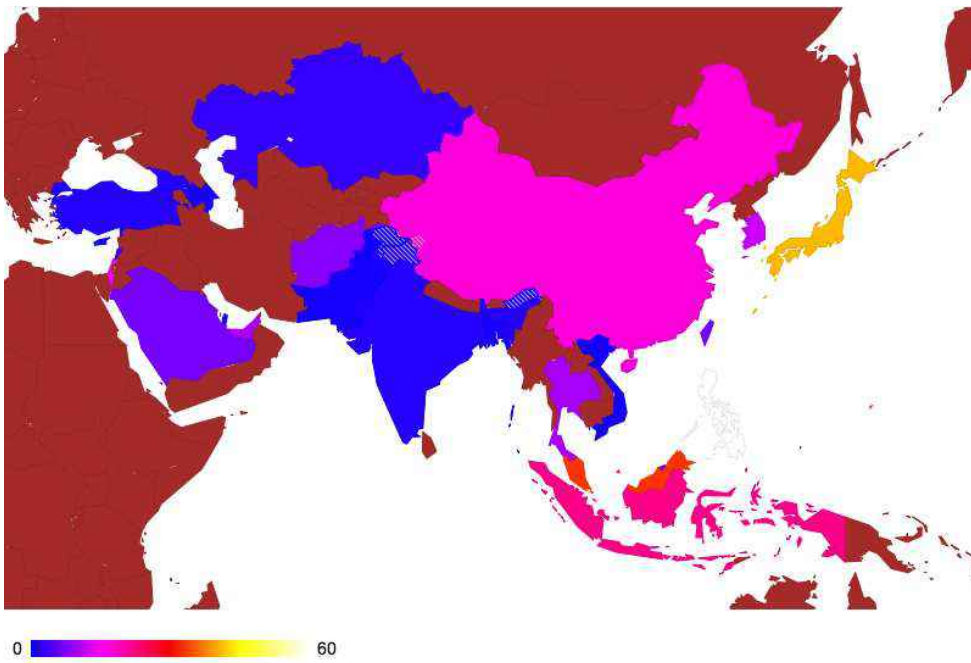
Here's some heat maps of various geographic areas, showing where the Bronies congregate. Note that the color mapping differs between maps because some areas have very few Bronies. Brown indicates areas with no Bronies reporting



Africa has essentially no Bronies, except for a cluster in South Africa.

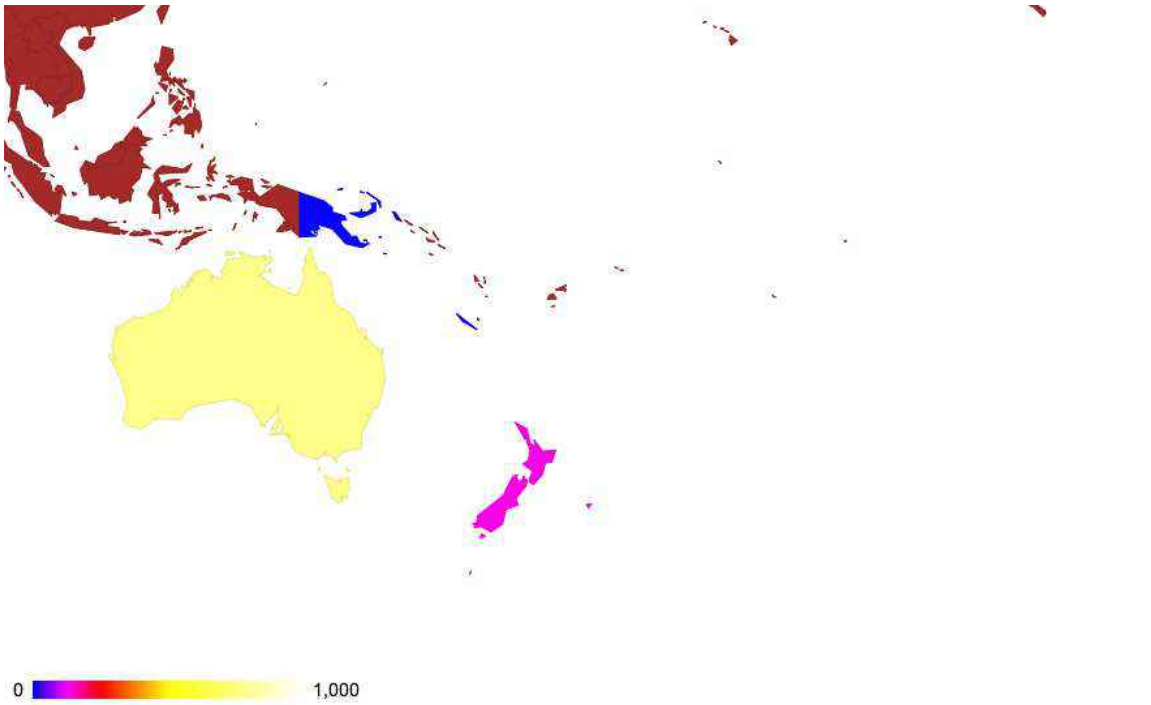


Europe has strong concentrations of Bronies, with the UK and Germany dominating.

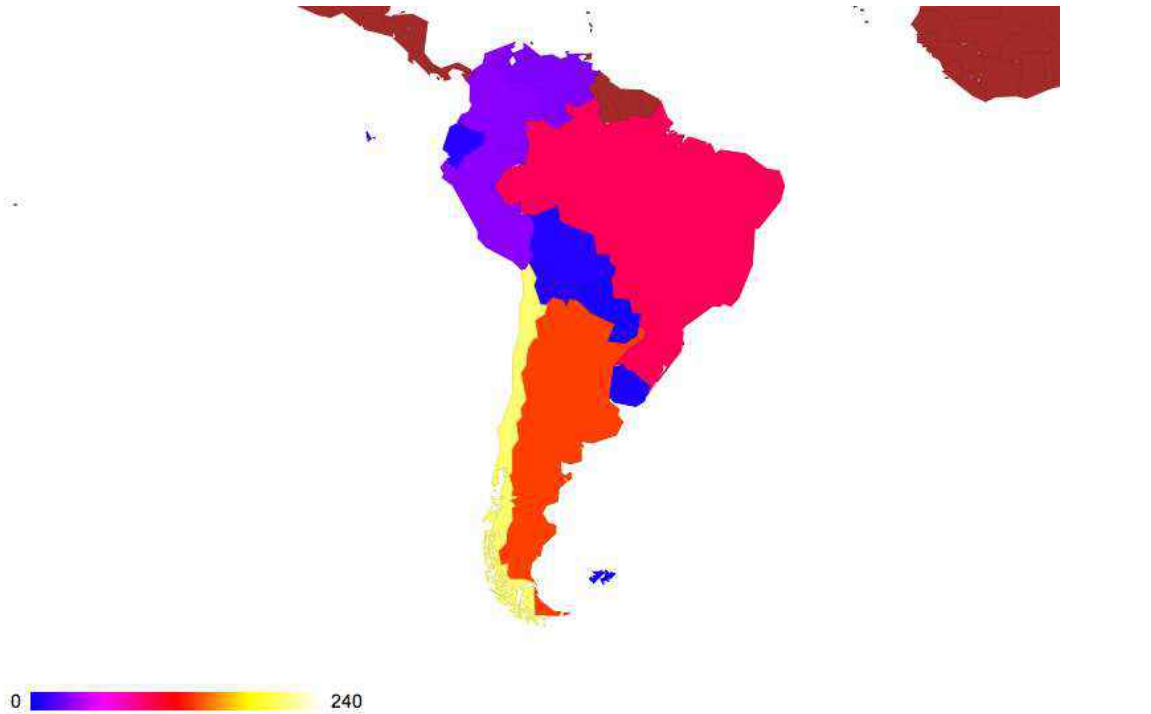


For such a populous region, Asia has very few Bronies, apart from clusters in Japan, Malaysia and Indonesia. One must wonder if the 3 Bronies in Kazakhstan have ever met.

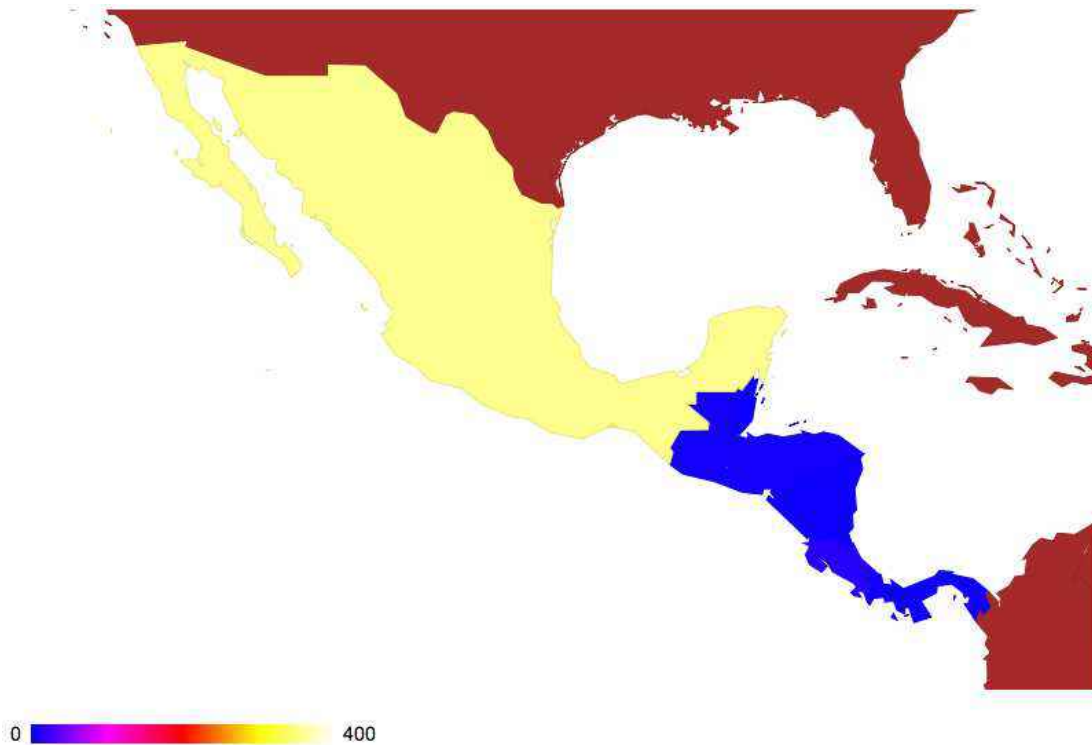




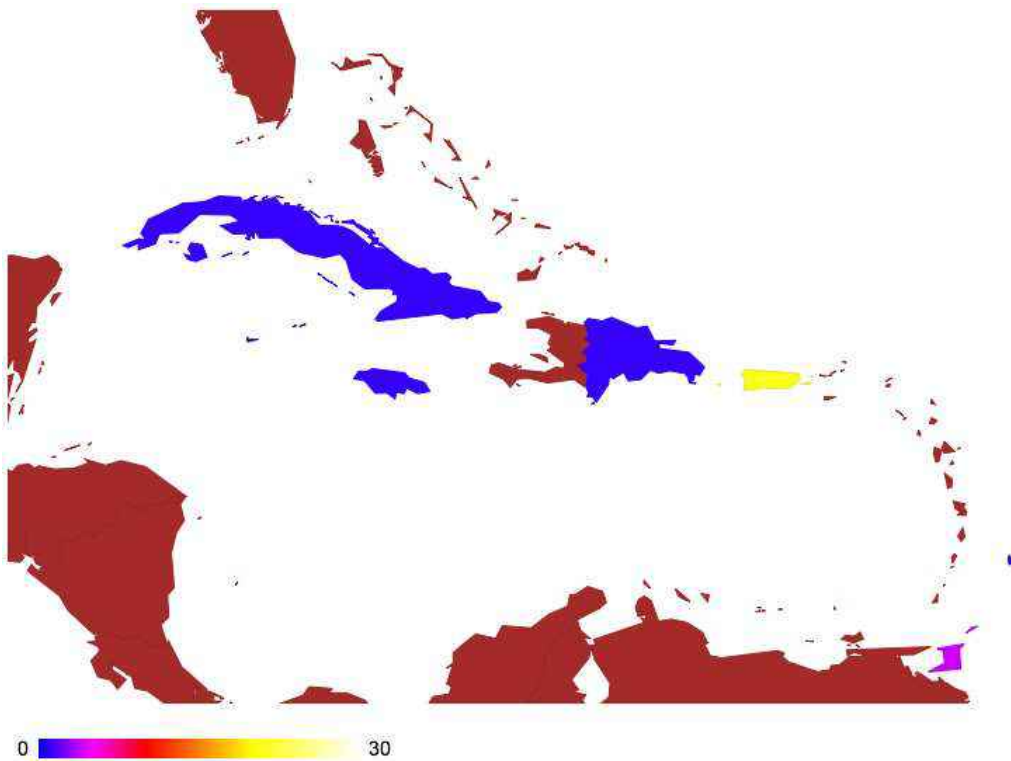
Australia is, as usual, the hotbed of Brony activity in Oceania. If someone wants to paddle out and say hi to the single Brony in Papua New Guinea, I'm sure he (and it *is* a he) would appreciate it.



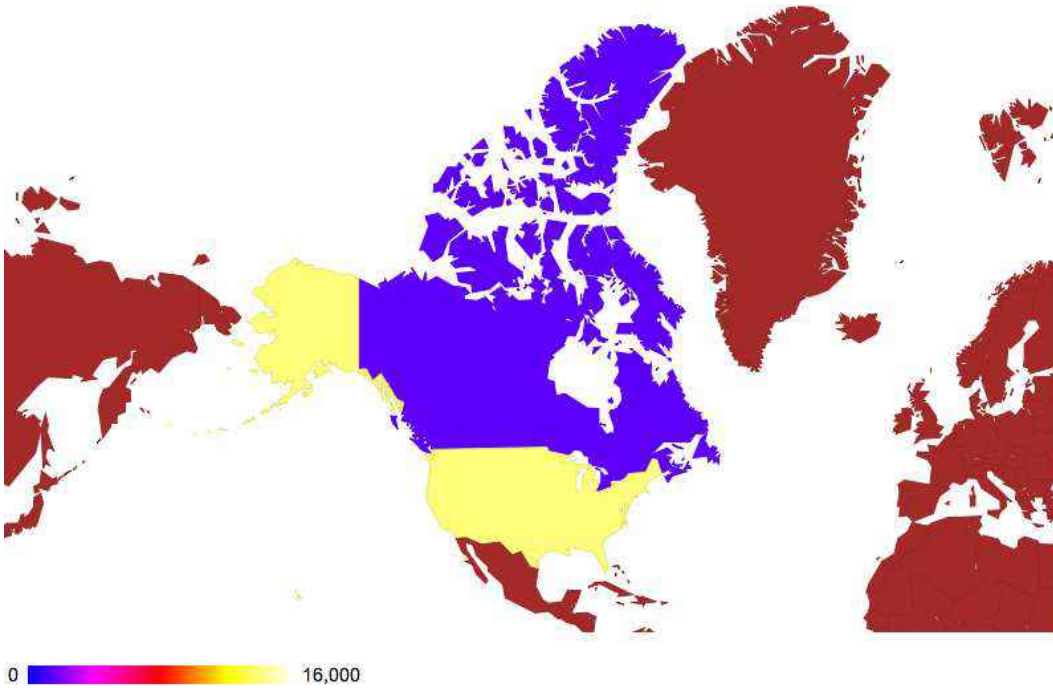
South America evidently has a very active Brony community now, with Chile the hot spot.



Mexico is pretty much it for Central American (sorry, I know it's North America, but that's where Google's mapping package puts it...)

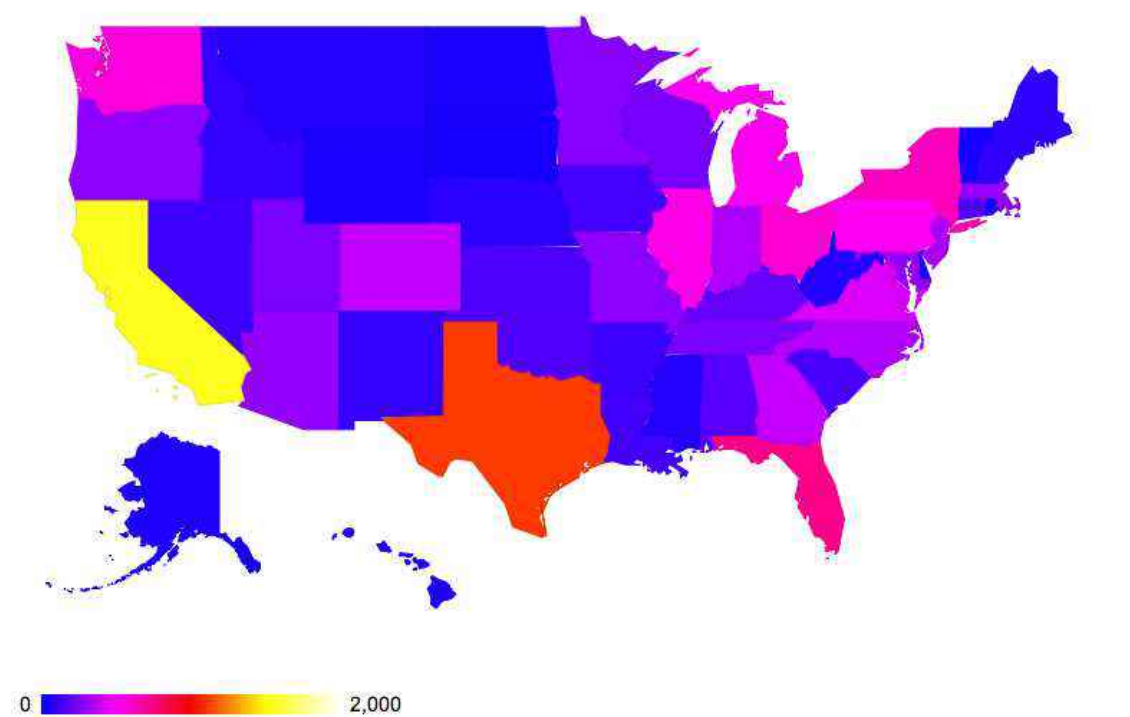


Puerto Rico is the Pony Party Place in the Caribbean.

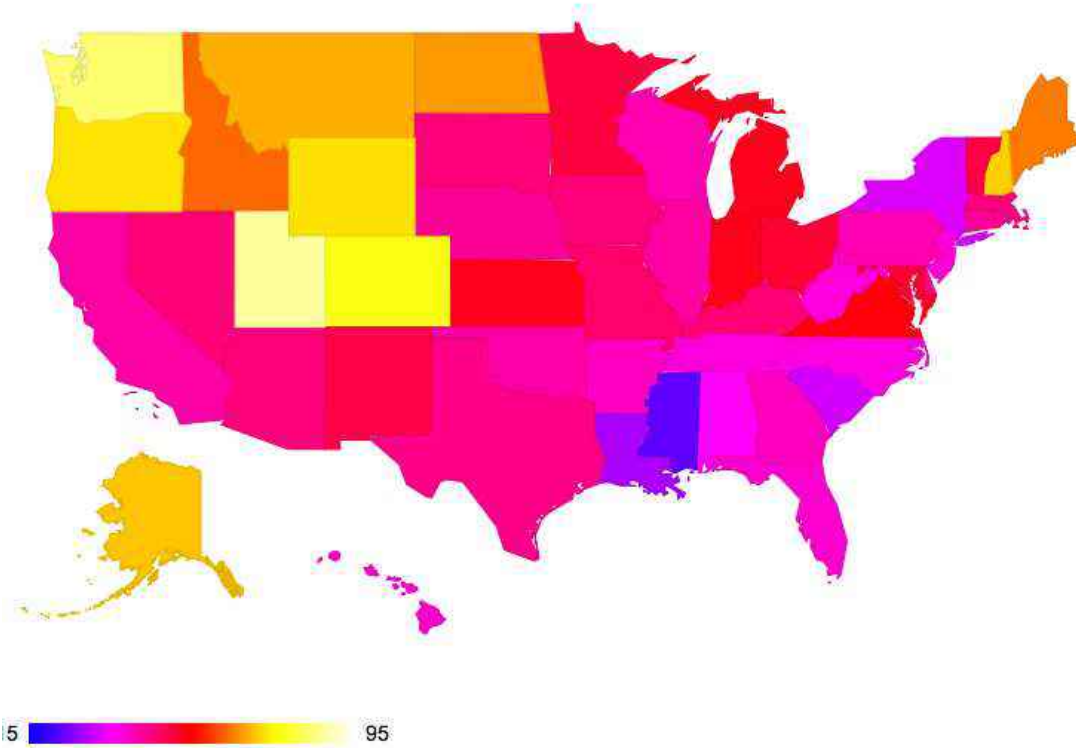


In North America, even second place Canada is dwarfed by an order of magnitude by the US.

## State of Residence (US)

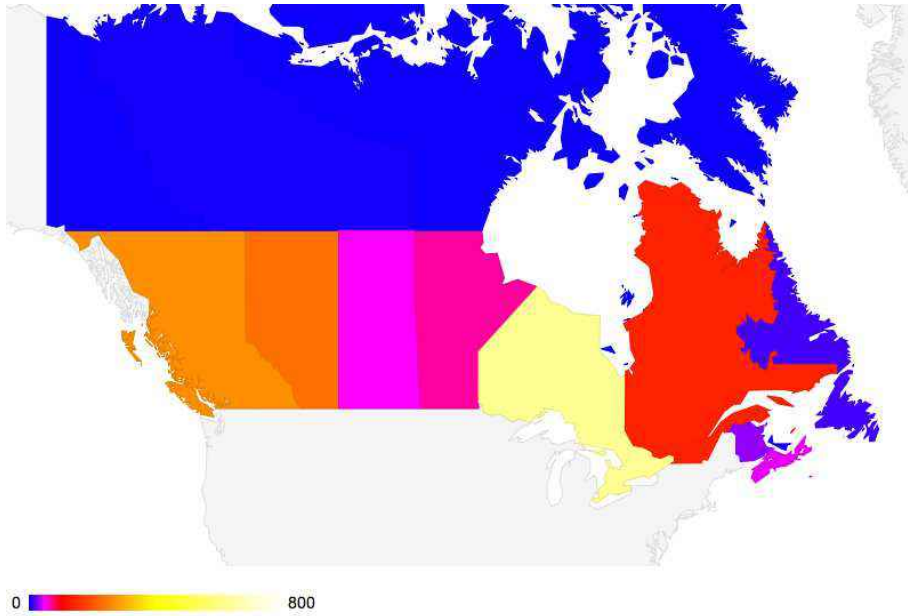


Looking at the US in specify, you can see that Brony concentrations roughly follow the population centers, but if you look at Bronies per capita, a different picture emerges.

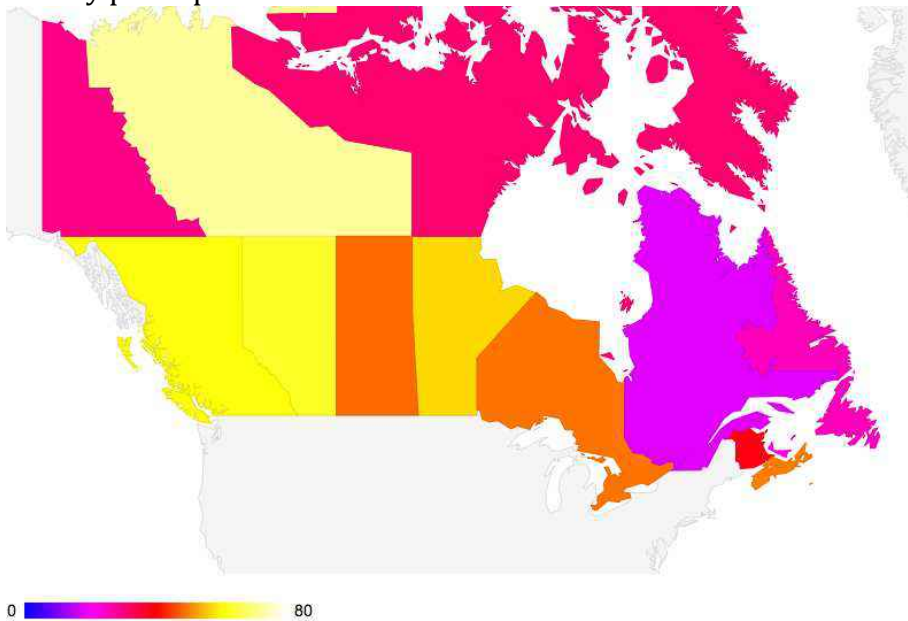


Suddenly, the hot spots are the Pacific Northwest and Northern New England, with the state of Mississippi taking dead last place for the second year running. Utah has 88 Bronies per million inhabitants, beating Washington State by 4.

## Province of Residence (Canada)

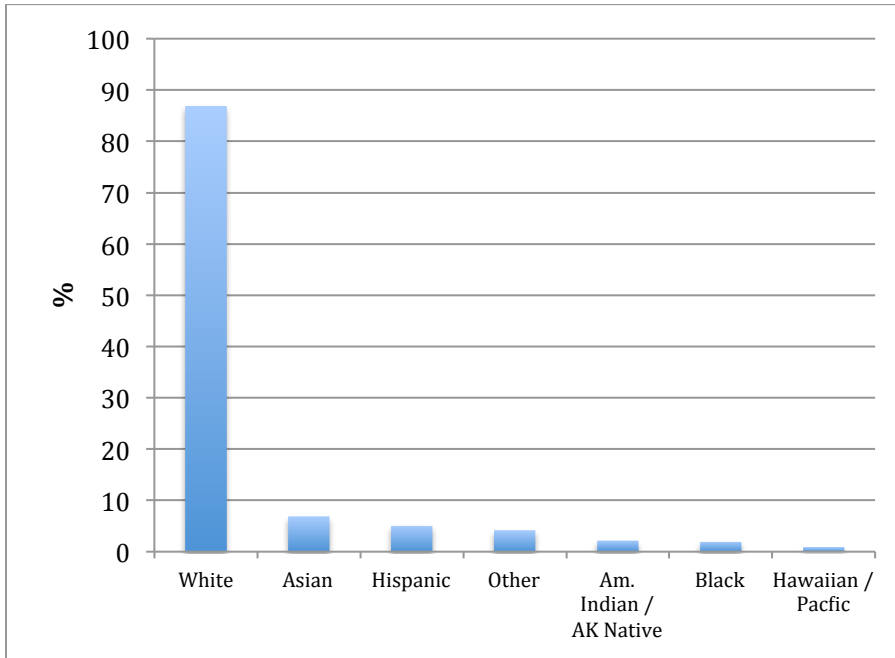


And by per capita:



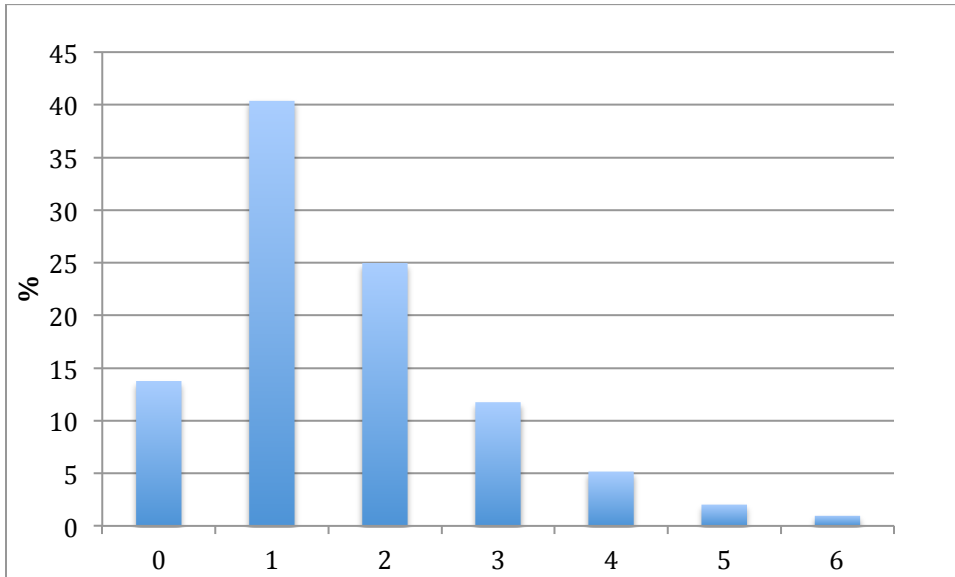
Congratulations, Quebec, you're the Mississippi of Canada, with just 17 Bronies per million. The winning province is the Northwest Territories, with 72 Bronies per million (but with a population of 41 thousand, it only took 3 Bronies to do it...)

## Race



Again, a very homogenous group, especially when you consider that respondents could select more than one answer. Note that Hispanic was a self-reported field under “Other”, and includes those indicating Mexican, Central and South American, Puerto Rican and Latino ancestry. Given the large number reporting it, it will be added as a separate question next year, since it is not considered a race per se by the US Census.

## Number of Siblings



The mean number of siblings in the herd is 1.71, with only 14% of Bronies being an only child. In the US, the census reports that 20% of households have a single child under 18, which tends to support the idea that Bronies tend to come from larger families than the average.

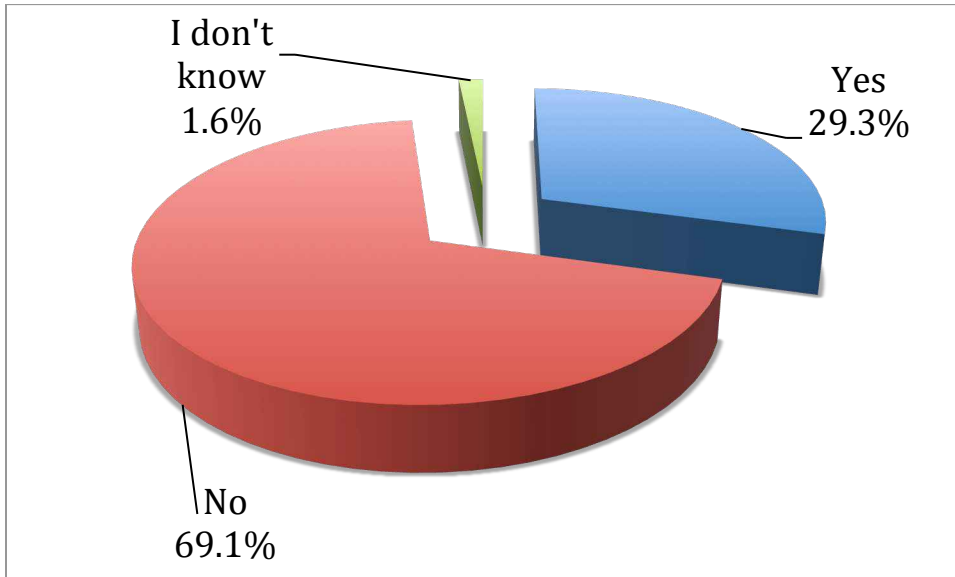


## Both Parents Living



More than 9 out of 10 Bronies still have both parents living, probably a reflection of the young age of the fandom more than anything else.

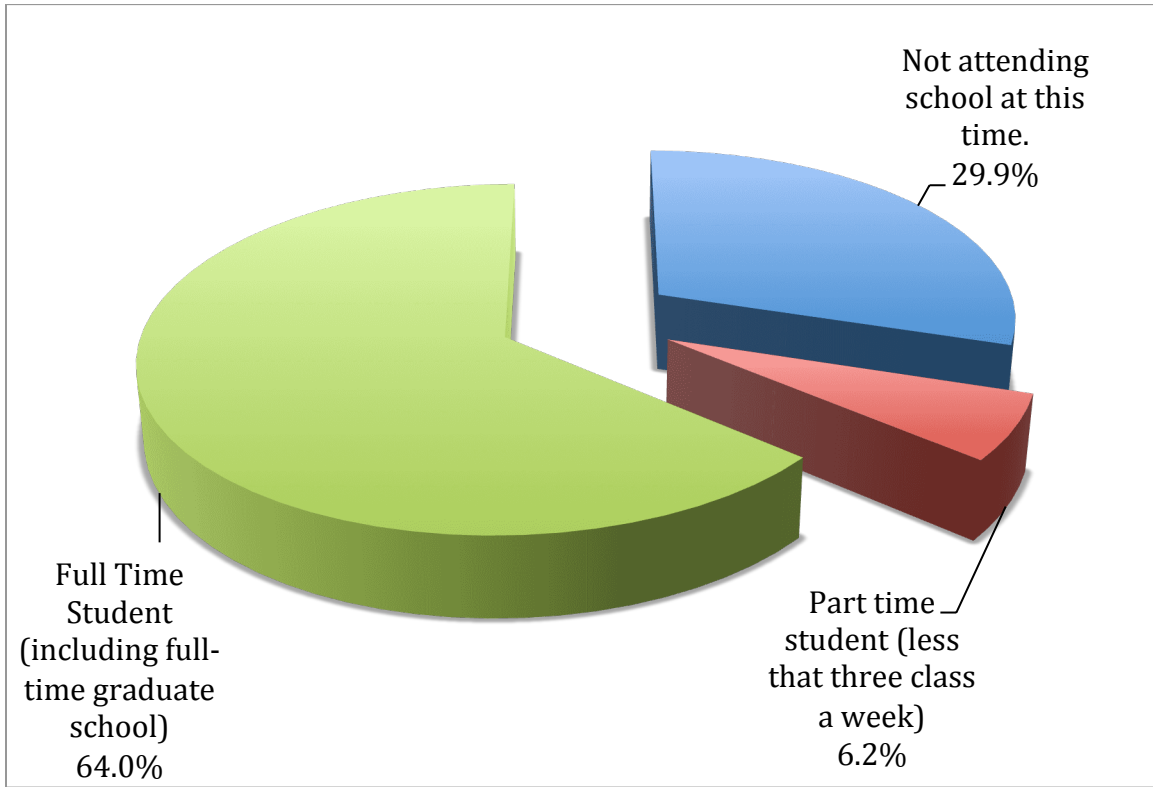
## Divorce or Separation in Family Before Age 18



Less than one third of Bronies report a divorce or separation in their family before age 18. Even when you restrict the question to those 18 or older in the United States, the value is still only 30.4%. By comparison, it is estimated that between 40 and 50% of households with children experience a divorce in the United States by the time the children have reached adulthood. Brony families, therefore, seem to be significantly more stable than the average.

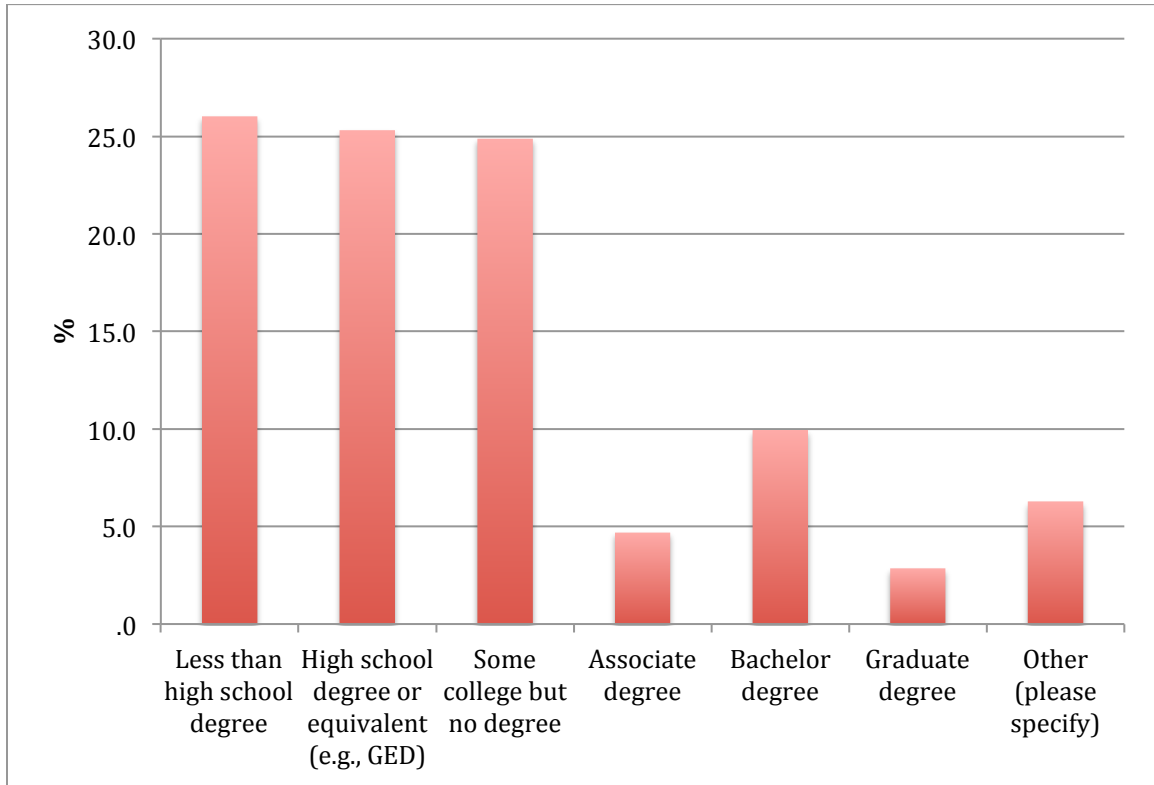
# School and Work

## Attending School at This Time

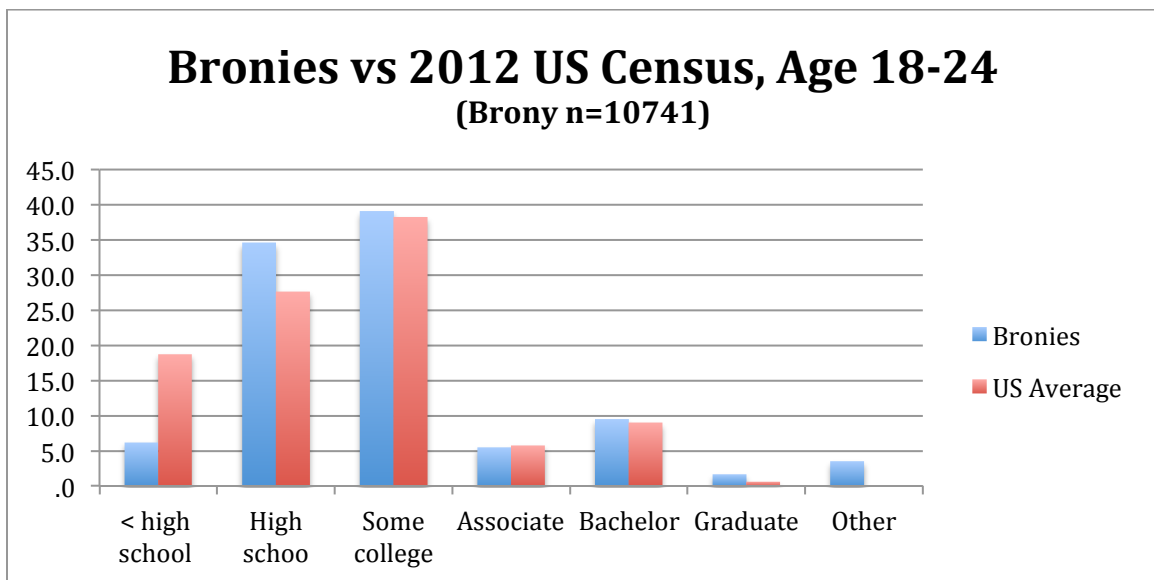


Nearly two thirds of all Bronies are still full-time students of one sort or another.

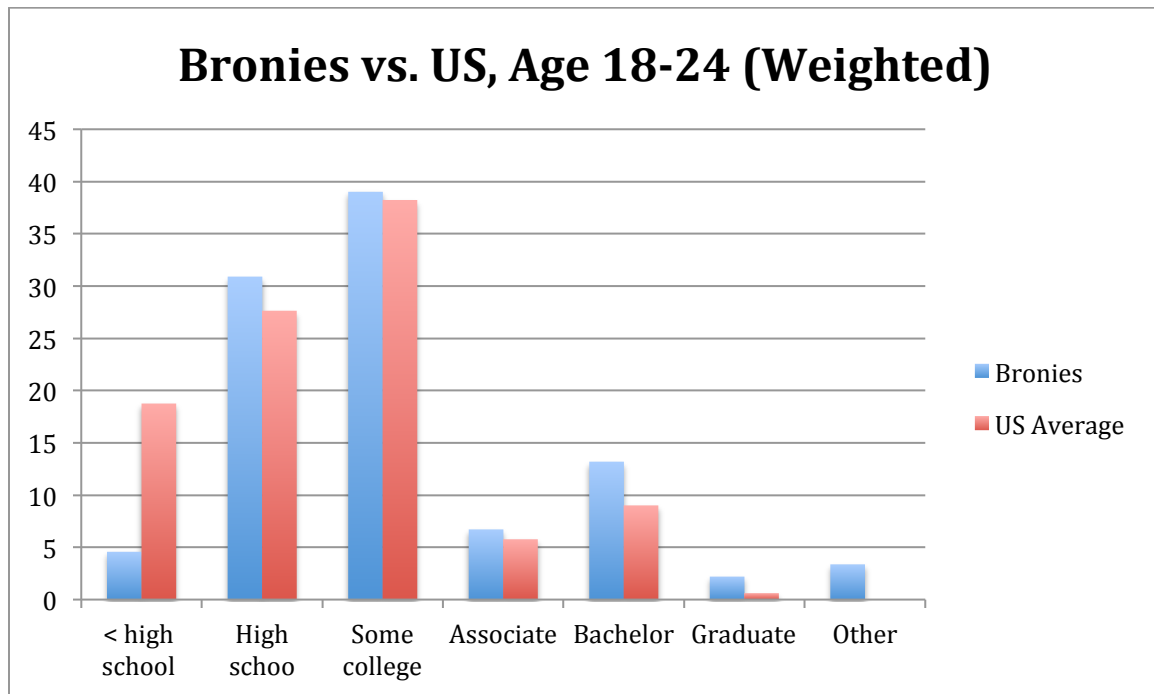
## Highest Level of Education Attained



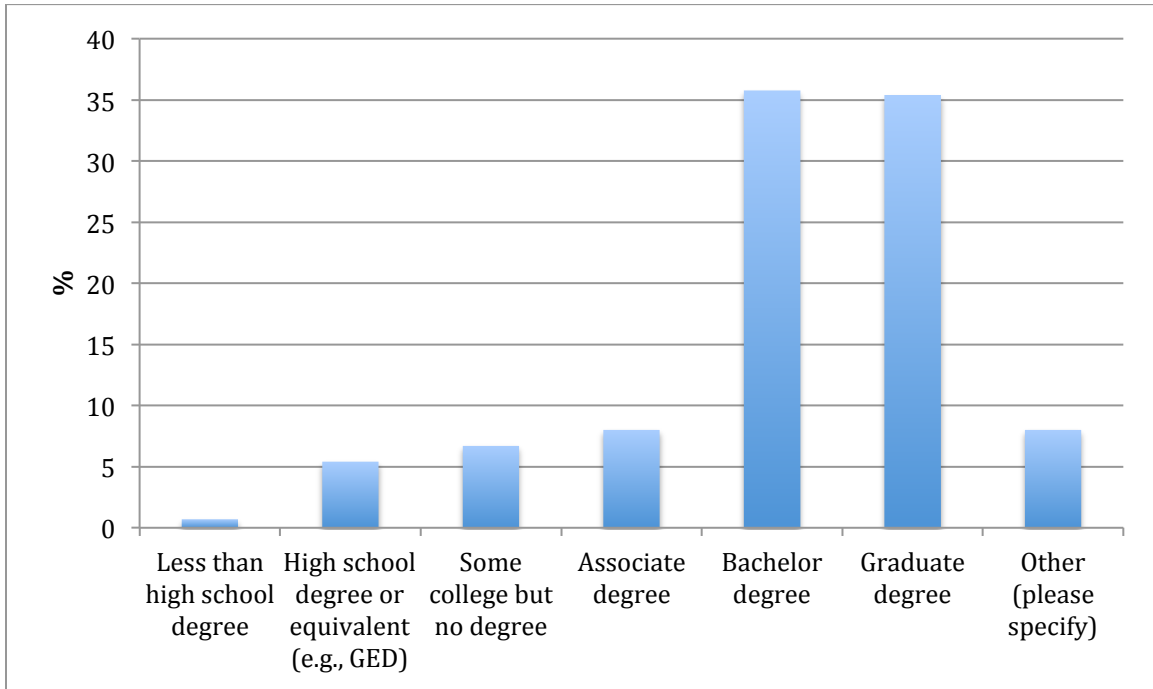
One quarter of all Bronies have not yet graduated from High School, with another 50% either holding High School diplomas or some college. However, this includes nearly half of the Brony population that is under the age of 18. If you restrict the chart to those Bronies between 18 and 24, you get a very different picture.



Bronies are two thirds less likely to have failed to complete High School than the US average (6.2% vs 18.7%) and nearly three times as likely to have completed a post-graduate degree (1.7% vs 0.6%). And when looking at these figures, you have to remember that the Brony age curve peaks at age 18 and starts to fall off quickly after that, meaning that there are many more 18 and 19 year olds in the Brony sample than 23 and 24 year olds, something not true for the US sample. In fact, the US population of 18 through 24 year olds is nearly flat in distribution (between 1.3% and 1.4% of the population for each year.) If we were to apply a weighting to the Brony data to create the same age distribution, the chart becomes even more skewed in the Brony population's favor.

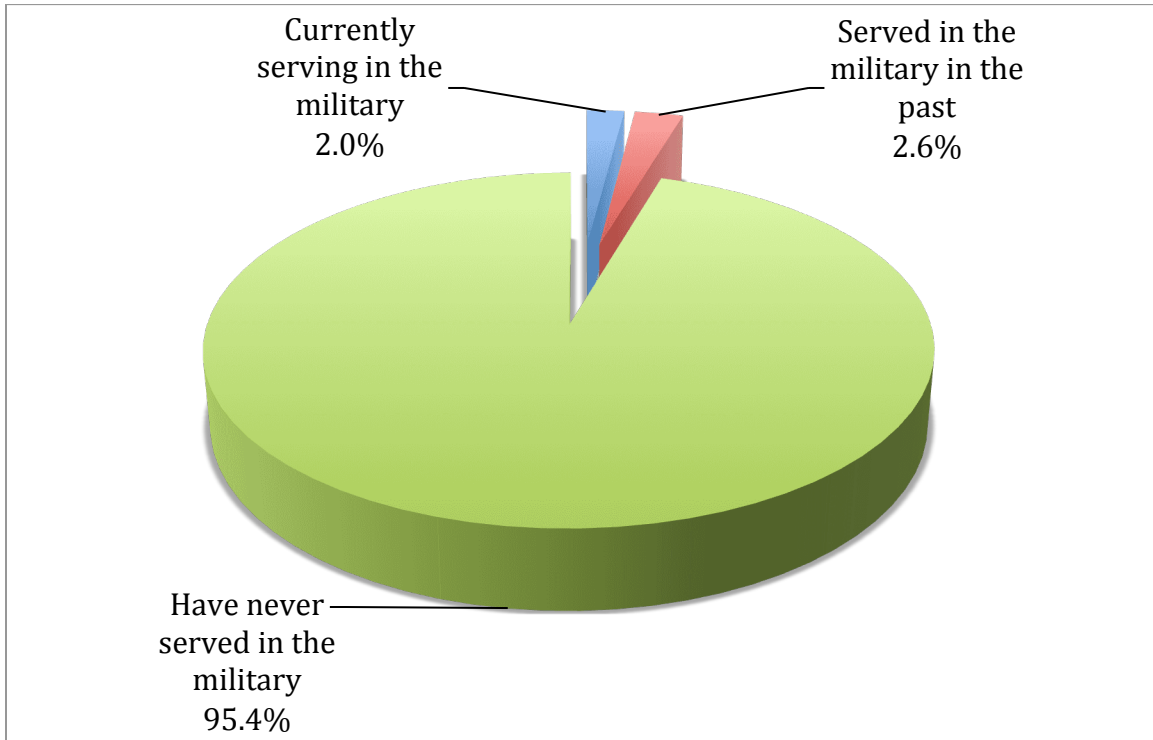


## Highest Level of Education Planned



Most Bronies (over 70%) state that they plan to receive either a Bachelor's or post-graduate degree. Of course, there may be some degree of "if wishes were horses, all men would ride" in this result, but it at least points to a desire by most Bronies to enter some kind of professional role.

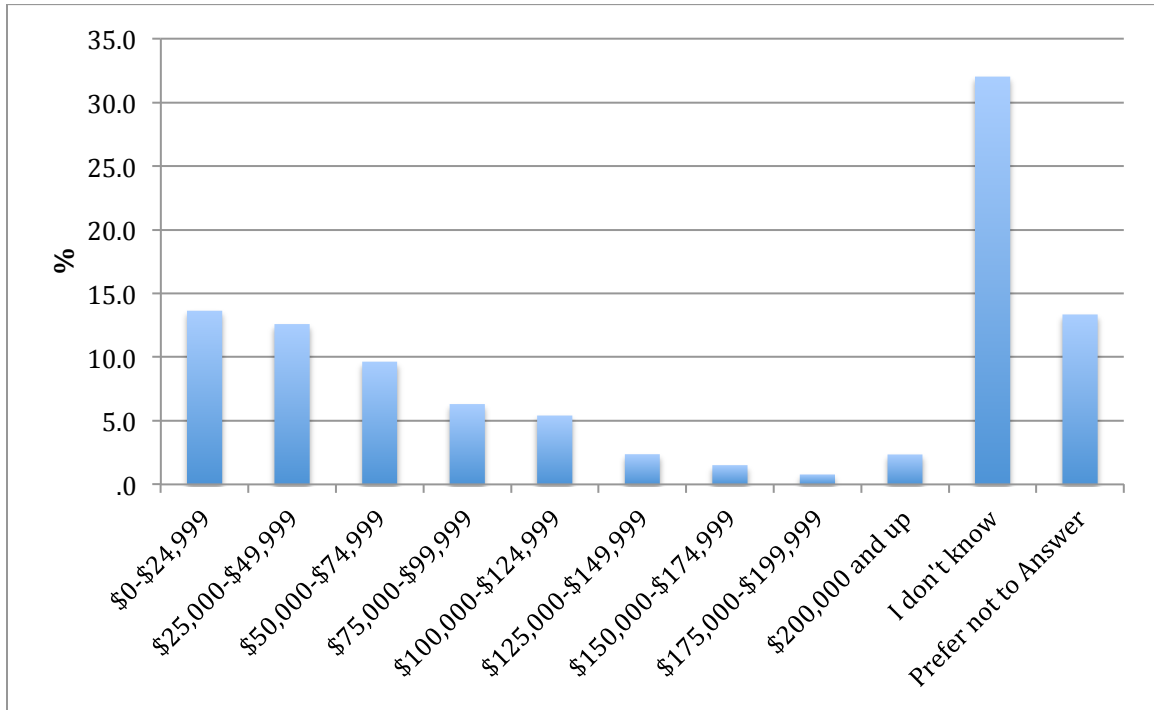
## Military Service



According to a Gallup poll, 7% of males and 2% of women ages 18 to 24 in the United States have served in the military. In the similar age sample for US Bronies, 5.2% of males and 2.1% of females have served. So, male Bronies are slightly less likely to serve in the military.



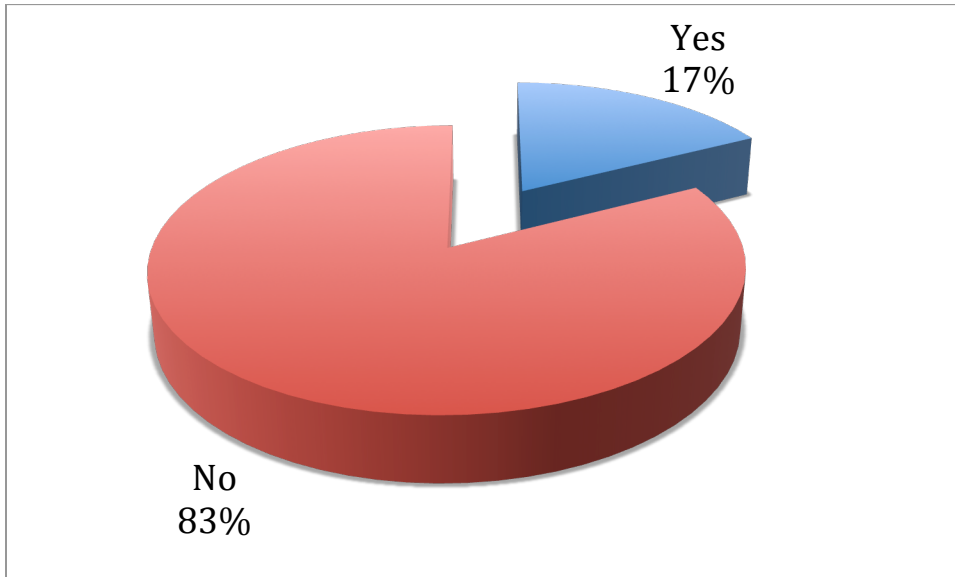
## Household Income



This appears to be the most useless question you can ask a group of Bronies. Nearly a third of respondents did not know their household income, and another 13% refused to answer, meaning that only 55% of respondents even tried to answer. As a result, no attempt will be made at meaningful analysis. Look kids, pretty blue bars!

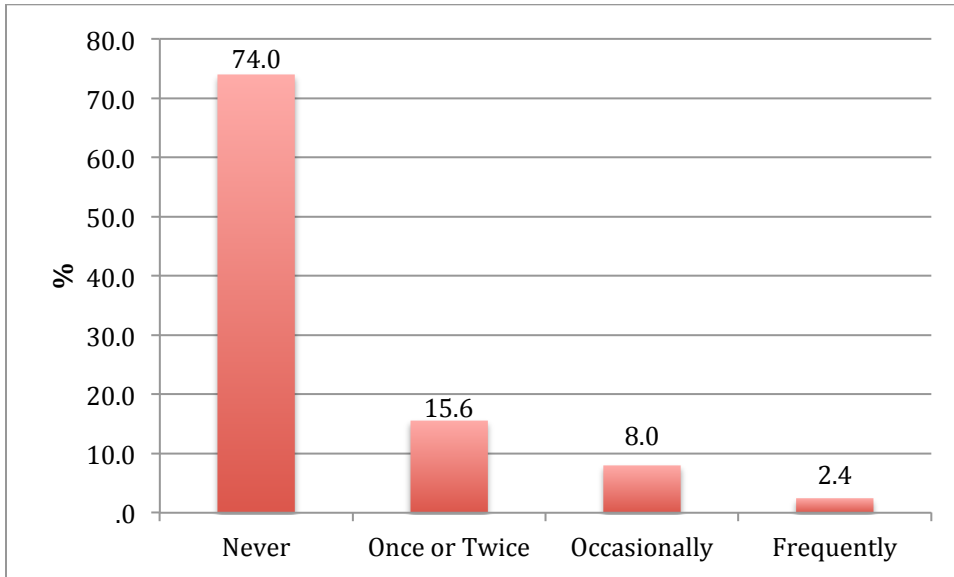
# **Sexual Orientation and Alternative Cultures**

## Consider Themselves 'Furry'



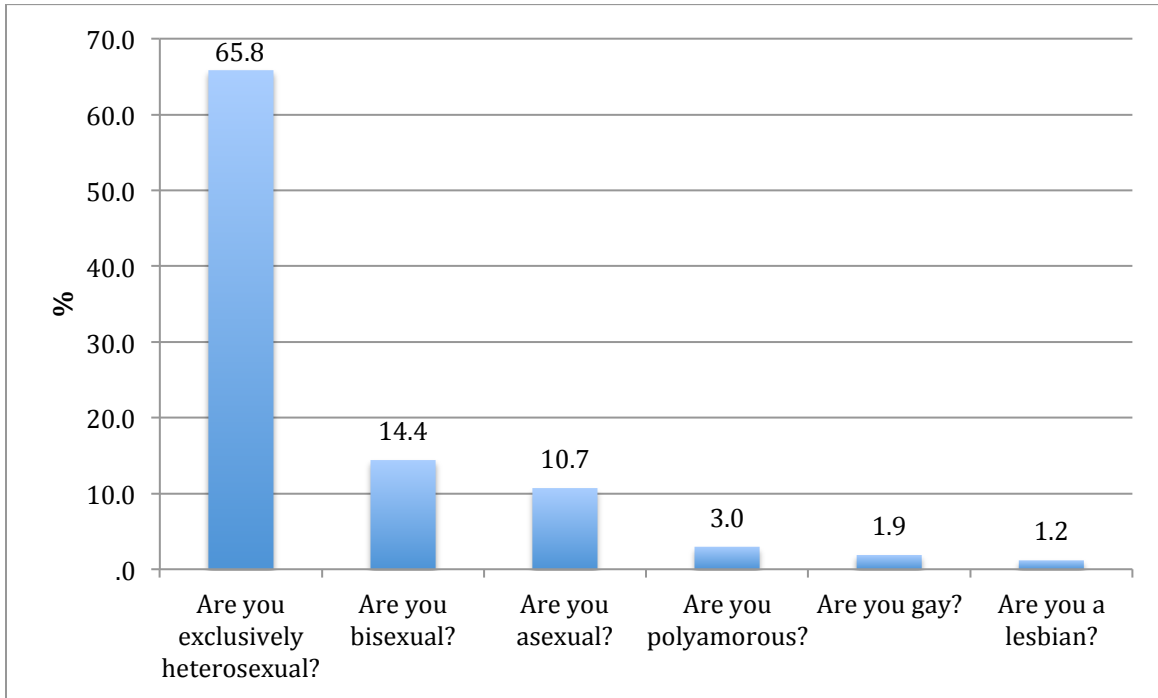
Most Bronies do not consider themselves to be 'furries', by more than a 4 to 1 margin.

## Have Participated in Cosplay



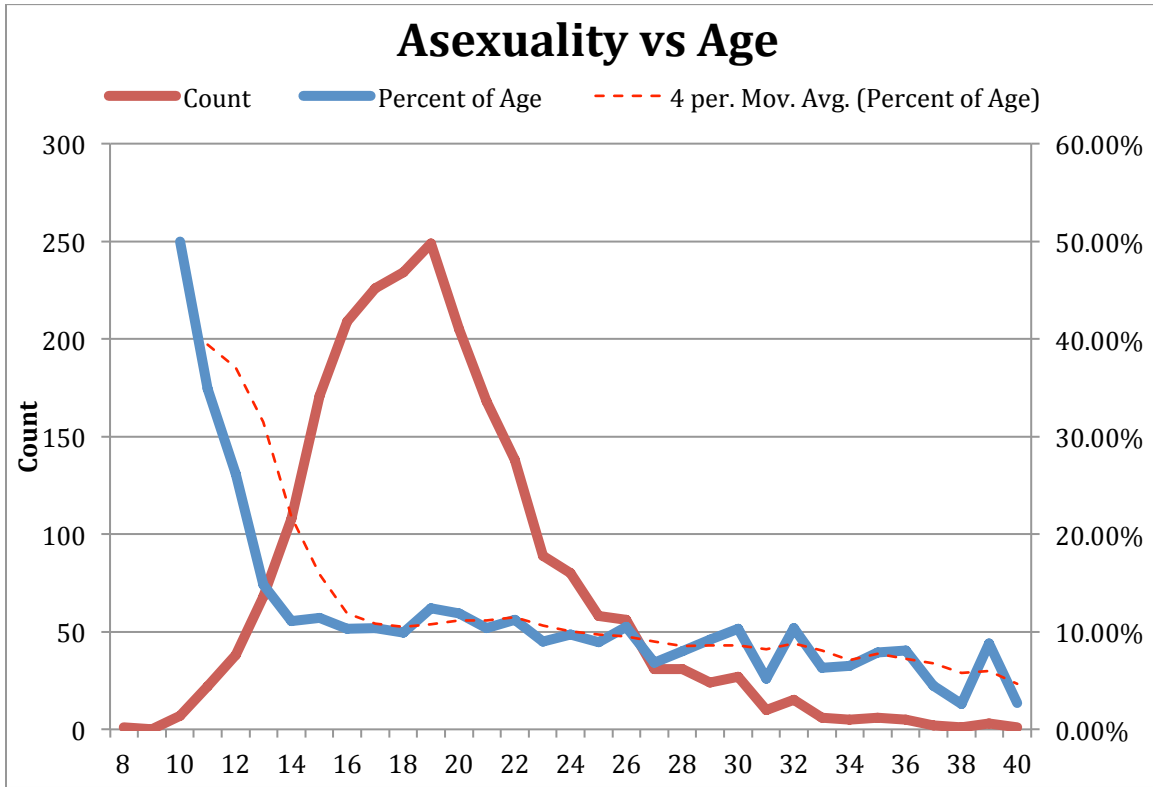
Three quarters of Bronies have never participated in cosplay, and only one in forty does it with any regularity.

## Sexual Orientation



Some cleanup was done on the data, recoding people who indicated bisexual and either exclusively heterosexual, lesbian or gay as bisexual, to prevent double-counting them. Respondents who indicated some combination of both gay, lesbian and exclusively heterosexual were removed from the sample on the grounds that they were either terminally confused or were trolling the survey. In the most recent Gallup poll on the subject, 6.4% of Americans indicated LGBT status, as opposed to 17.7% of Bronies. The Gallup poll, unhelpfully, does not break down into individual categories.

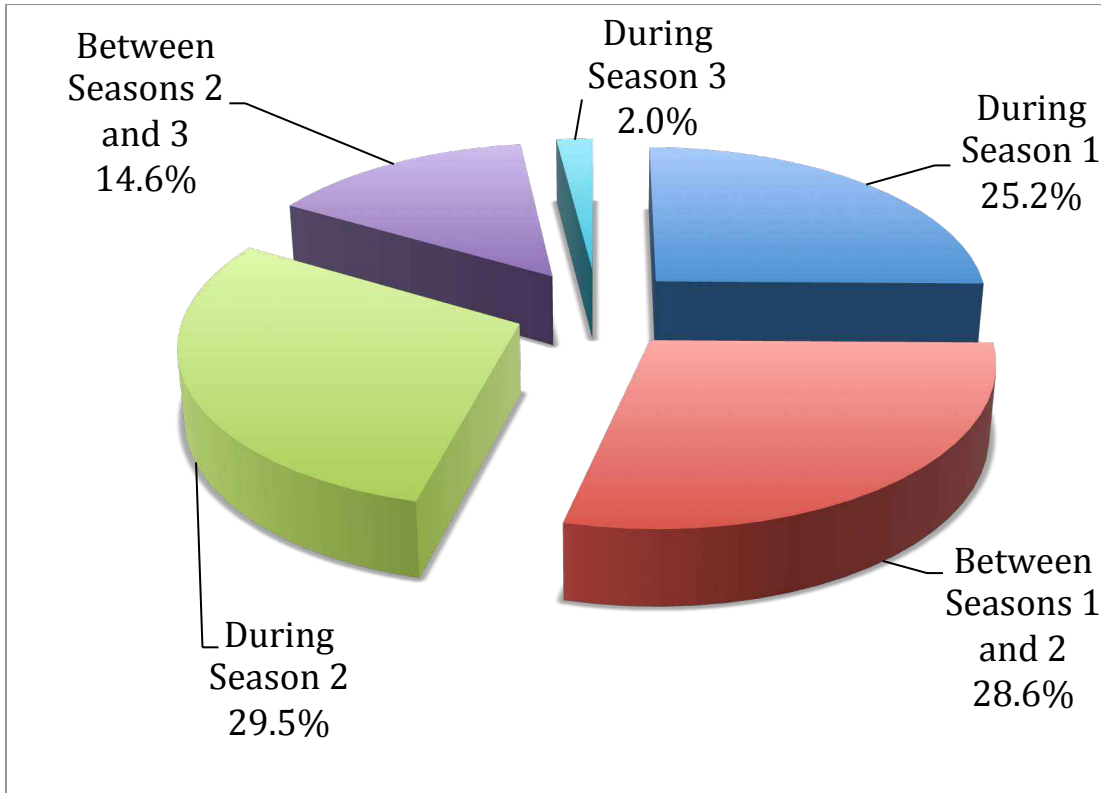
## Asexuality vs Age



Because of the relatively high degree of self-reporting of asexuality in the Herd, we took a closer look at the distribution over the age spectrum. As one might suspect, asexuality is high among tweens, but quickly falls to around 10%. It does slope off slowly over time, with the moving average down to around 5% by age 40. It is difficult to draw conclusions from this data, because of varying definitions of asexuality. If this data were continued to be collected, more definitive questions would have to be formulated.

# Brony Fandom

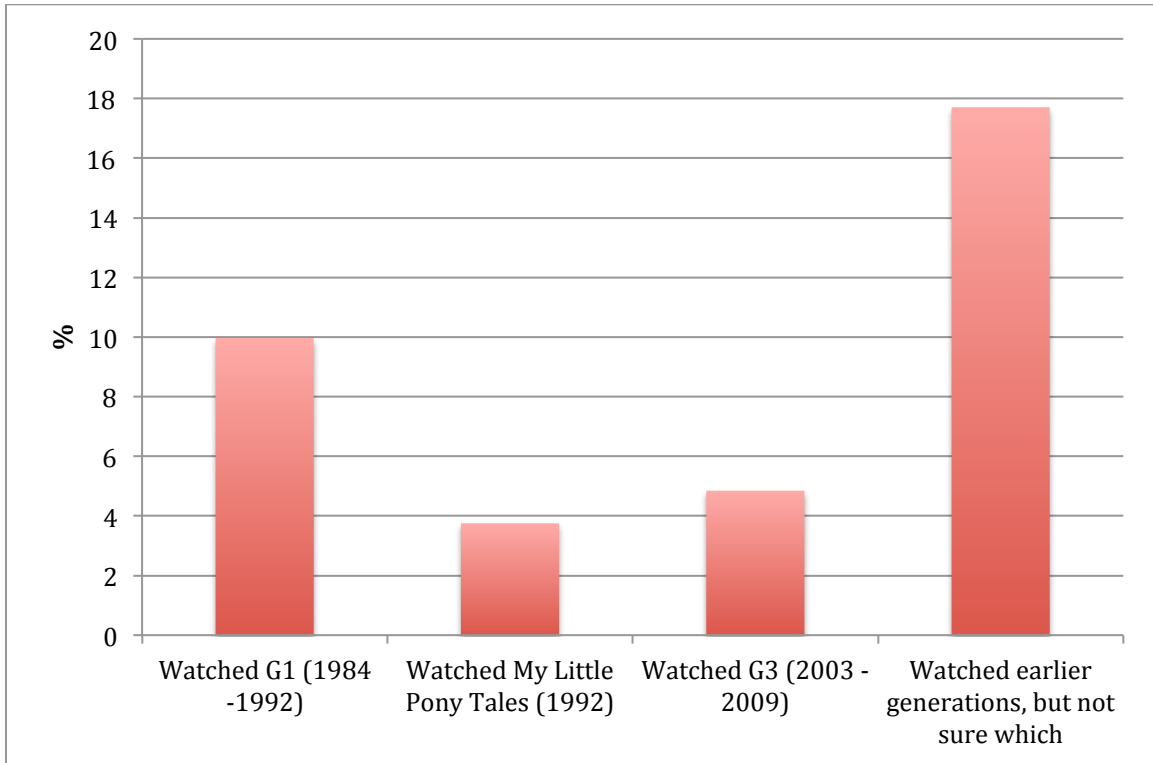
## First Exposure to Friendship is Magic



More than half of the Herd started watching before Season 2 began, 98% were on board before Season 3.

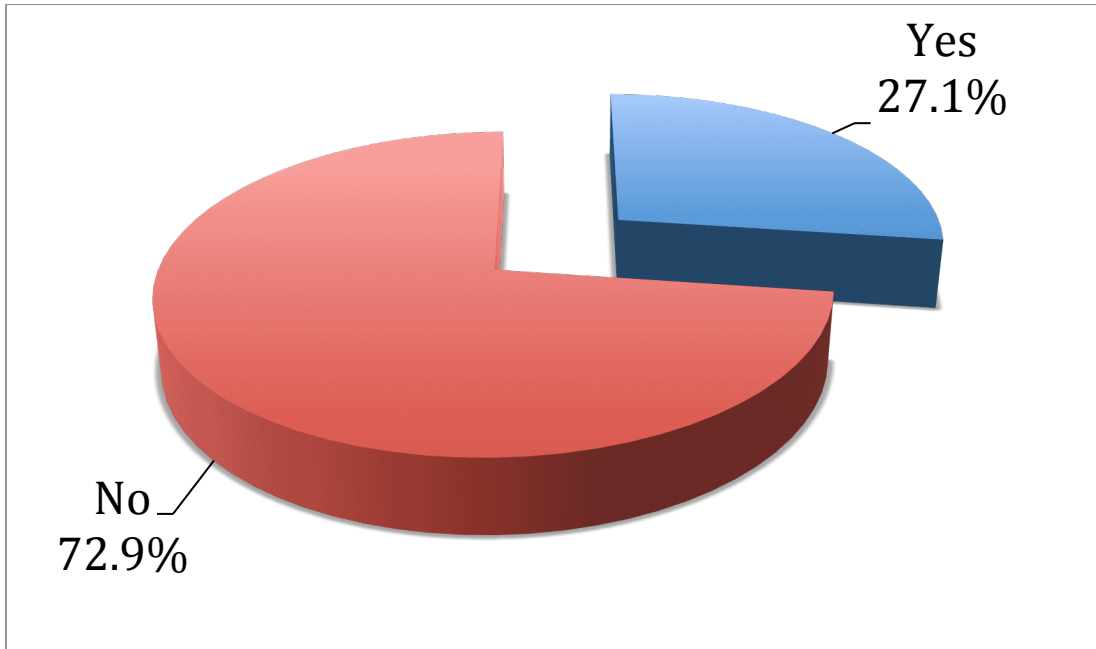


## Watched Older Generations of MLP



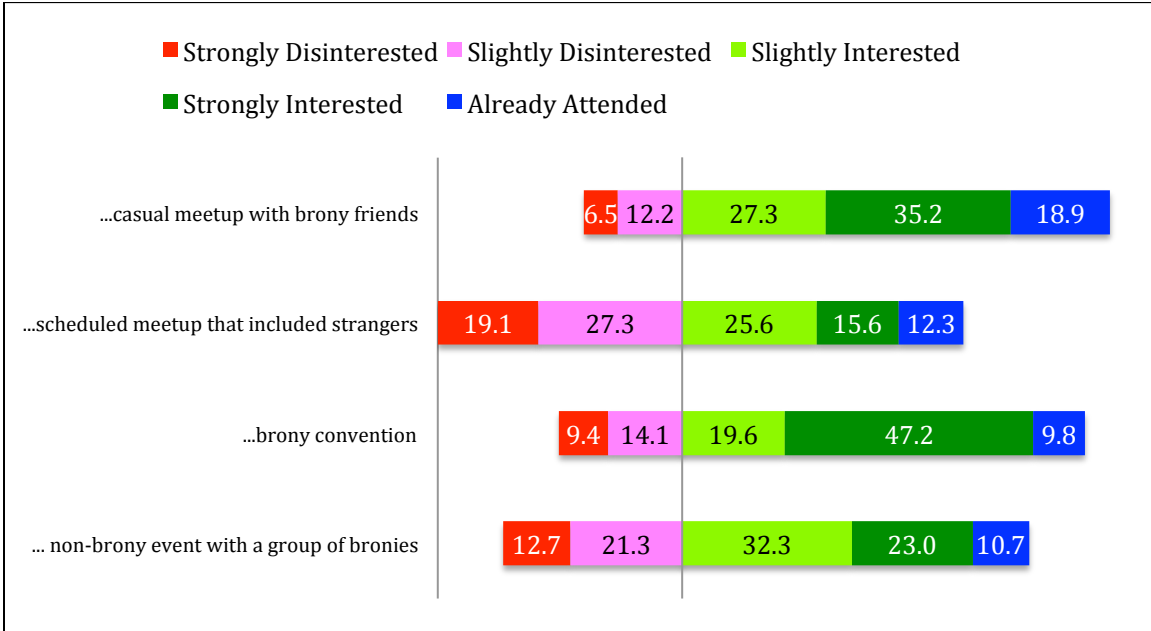
In total, 31% of Bronies indicated that they had watched any previous of My Little Pony, although many can't remember which generation it was at this point.

## Have Attended a Meetup



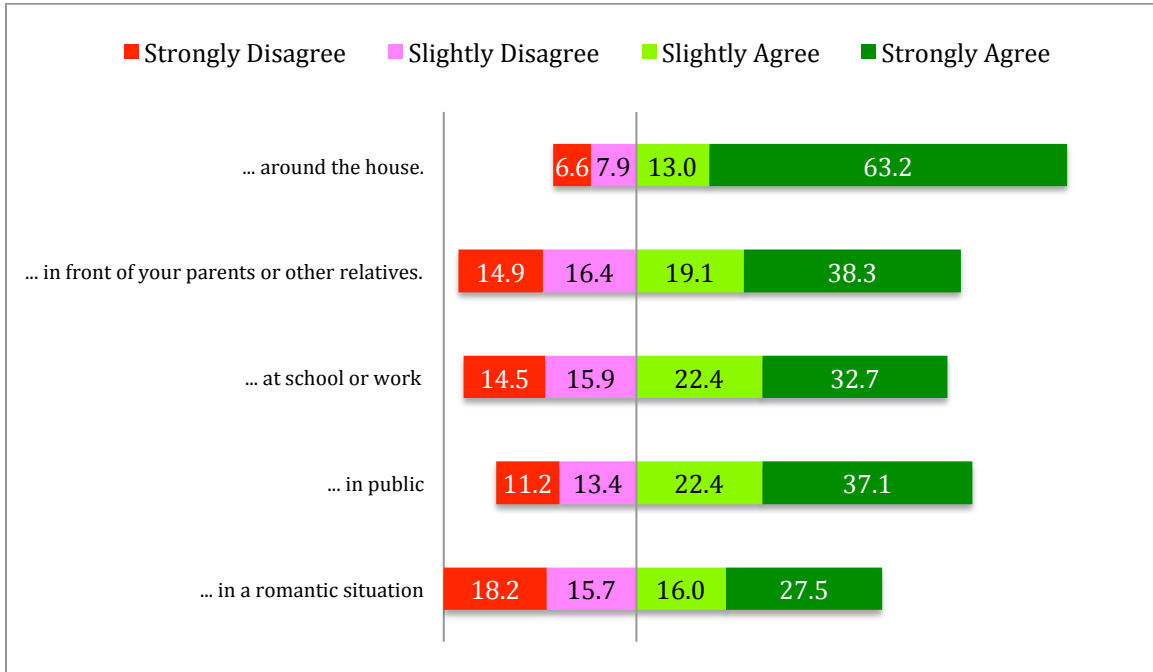
Only a little over a quarter of the Herd has ever attended a meetup, reinforcing the image of Bronies as largely an online phenomenon.

# Interest in Brony Activities



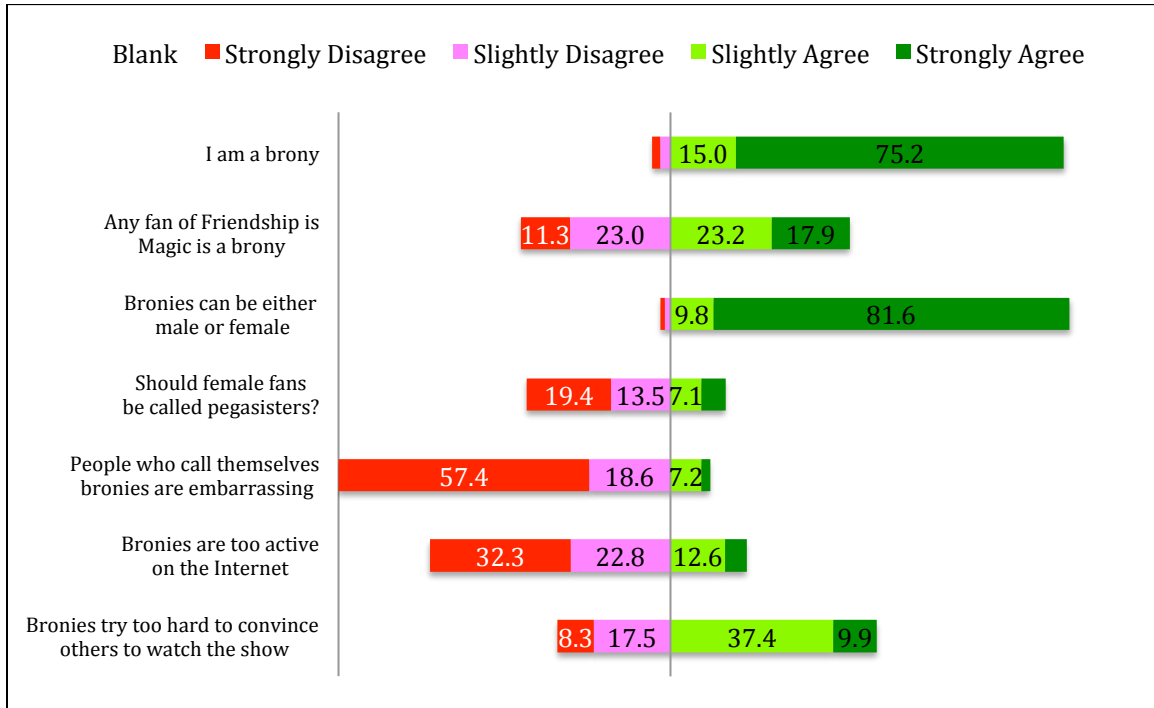
Meet the Likert chart. To generate these, any results indicating a neutral opinion (neither interested no disinterested) are thrown out. Negative opinions are drawn to the left of the line, positive ones to the right. Almost half of Bronies are strongly interested in attending a Brony convention, only 15.6% feel that way about a scheduled meetup in their local area, and this type of activity also had the strongest negative sentiments.

# Would be Comfortable Displaying Brony Behaviors



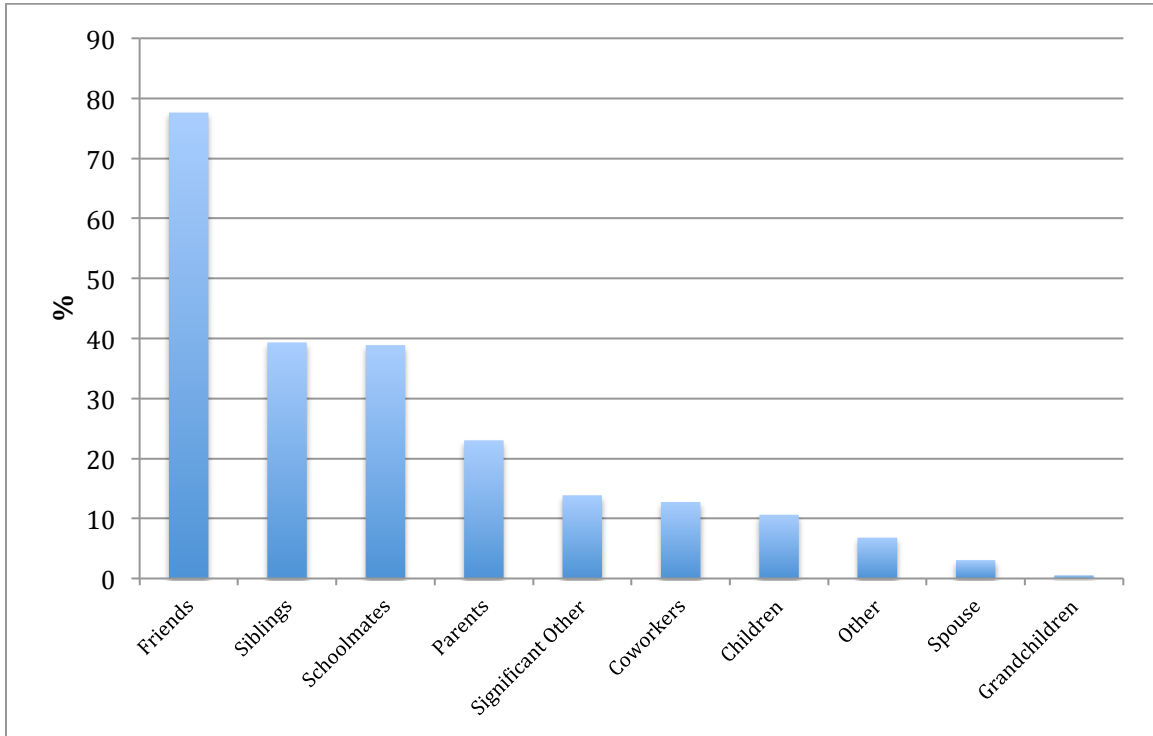
More than three quarters of Bronies are comfortable letting their ponyness show around the house, and only 31% would feel uncomfortable letting parents or other relatives know about it. Nearly 44% would even feel OK wearing that WeLoveFine T-shirt on a date, evidently.

# Brony Attitudes



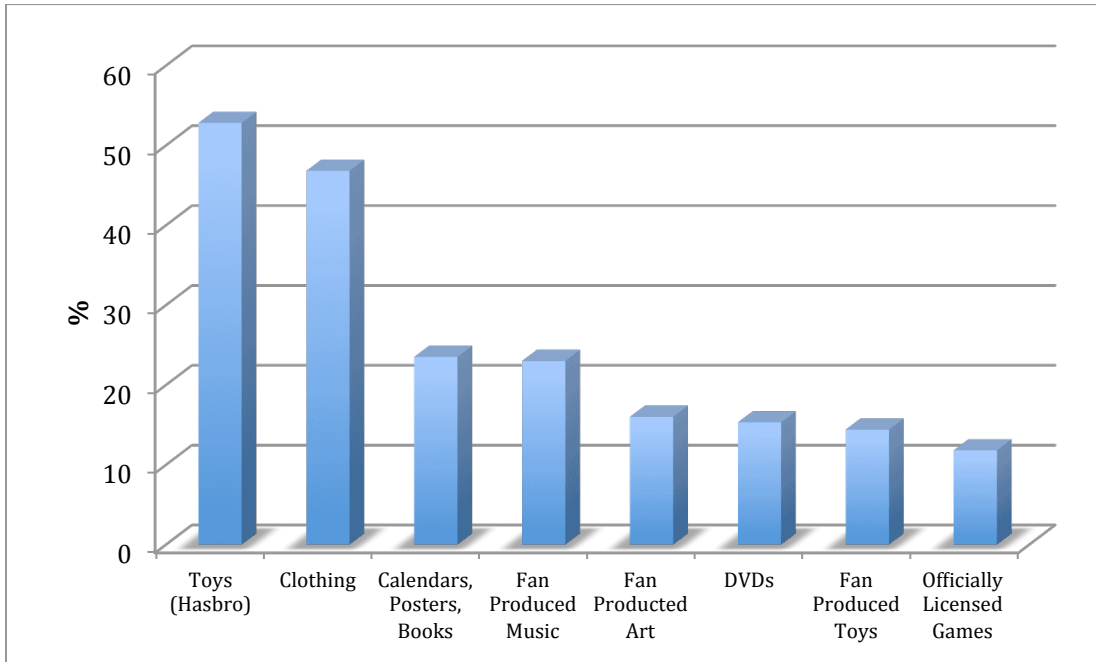
Almost all respondents are happy with using the label Brony to describe themselves, and more than three quarters don't believe that doing so is embarrassing. The term Brony is seen as gender-neutral by more than 90% of the Herd, and detractors of the term 'pegasister' outnumber supporters almost 3 to 1 (this is even more strongly seen among female respondents.) The only negative statement with relatively strong support among respondents is that Bronies try too hard to get other people to watch the show.

## Who Have You Tried to Get to Watch the Show?



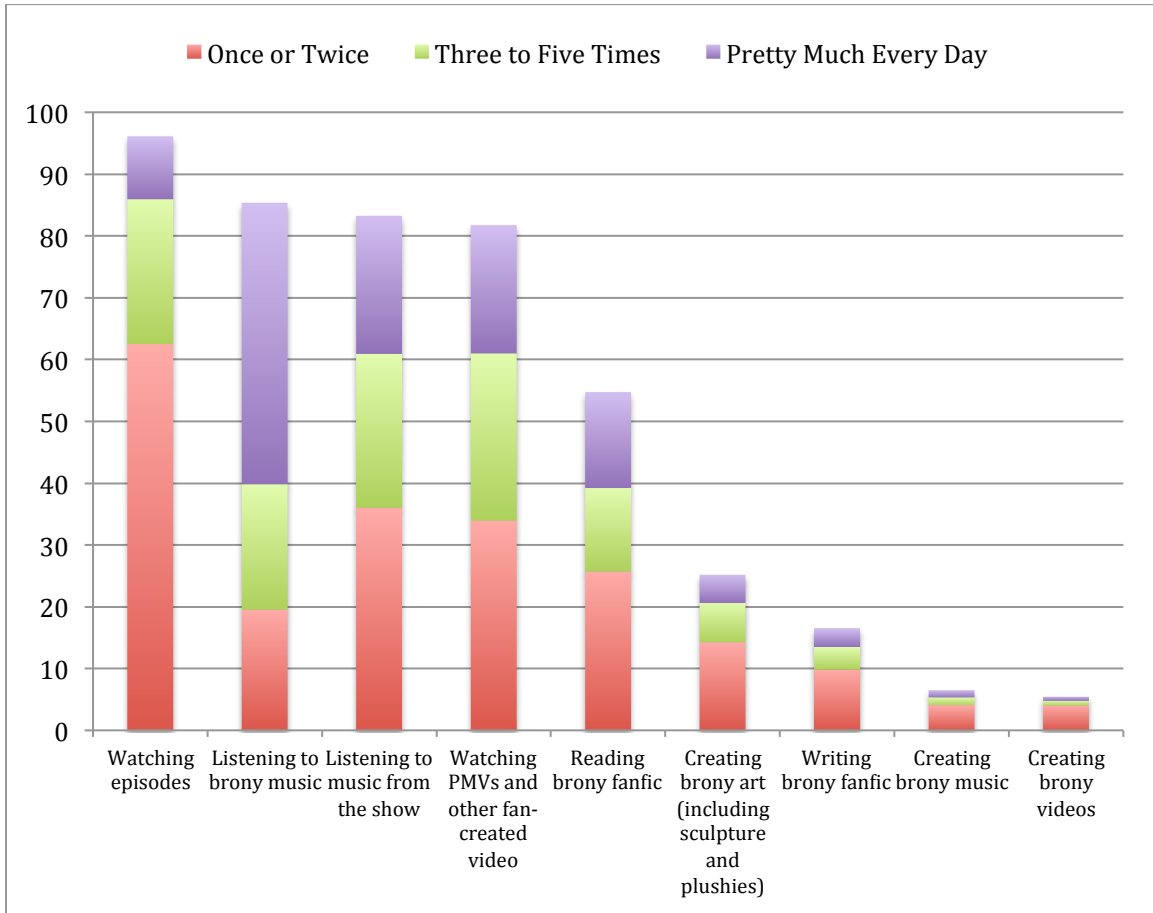
More than three quarters of the Herd have tried to get a friend to watch Friendship is Magic. Nearly a quarter have asked their parents.

## Merchandise Purchased in Past Year



Over half of the Herd has purchased Hasbro-produced toys in the past year, and over 45% have bought MLP-themed clothing.

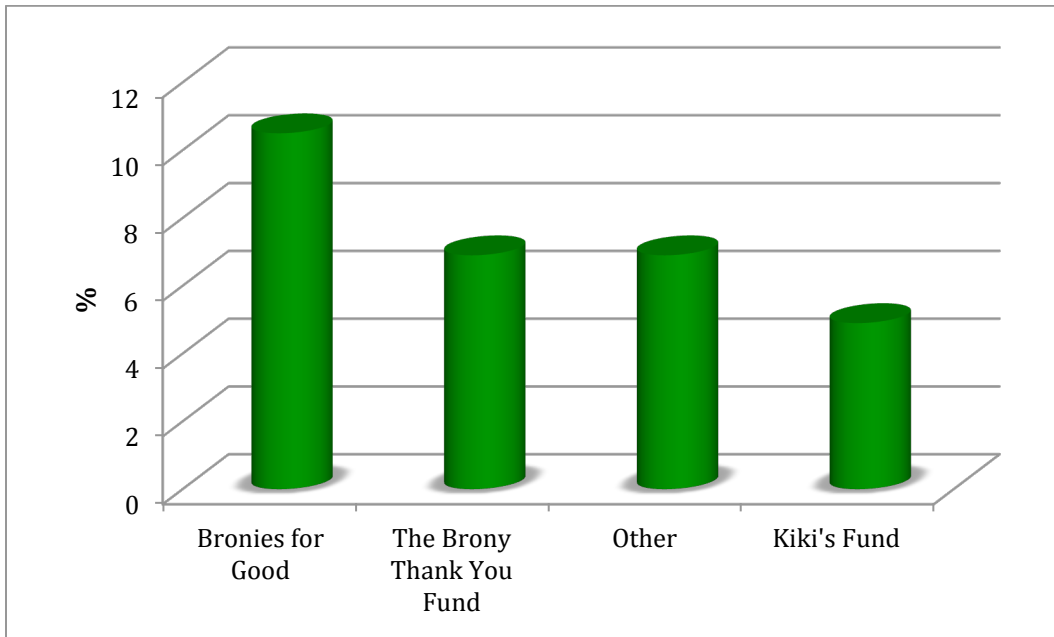
## Weekly Brony Activities



As could be expected, Bronies are much more consumers than producers, but even so, over a quarter of the Herd is involved in creating Brony art at least once a week. The most common daily activity by far is listening to Brony music.



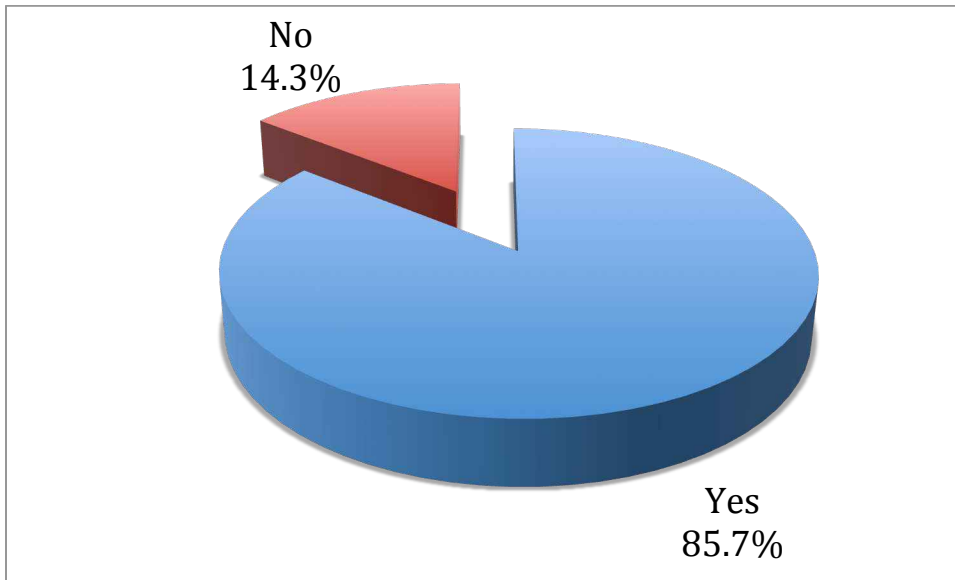
## Give to Brony Charities



21.5% of Bronies report giving to at least one of the Brony charities in the past year.

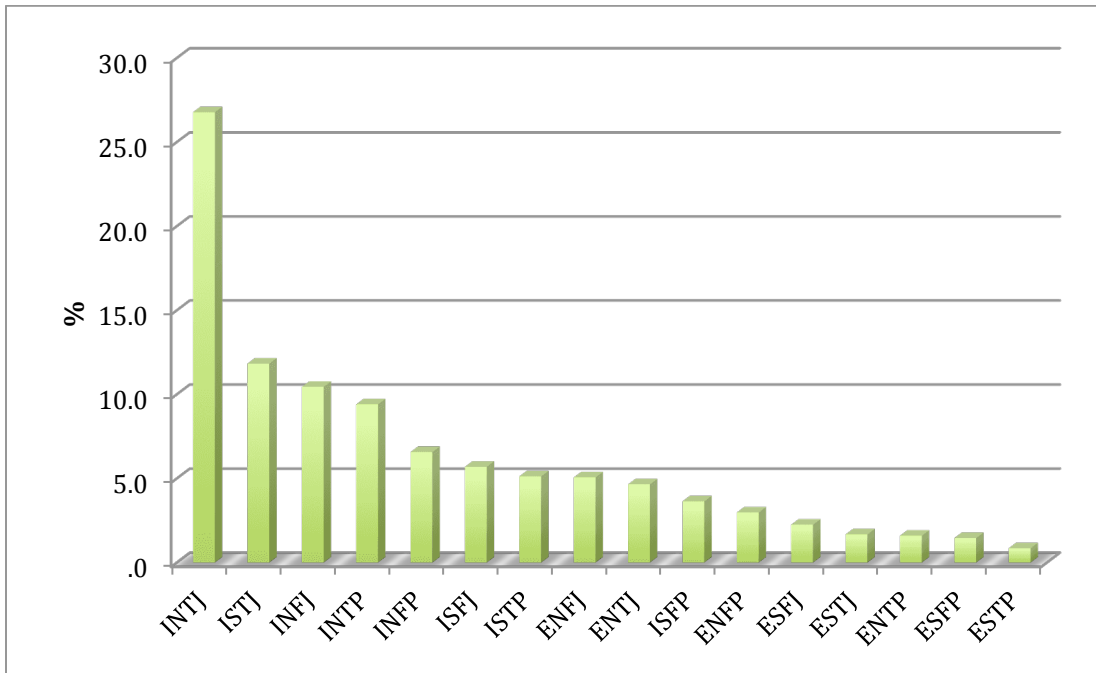
# Personality

## Took Personality Test



More than five in six Bronies took the time to complete the separate Jungian Personality Test, providing over 18,500 individual results!

## Jungian Personality Type



It would be hard to overstate just how unusual this result is. Although we have been unable to get specific metrics for the test we used, INTJ (introversion, intuitive, thinking, judgment) is thought to occur in perhaps 1-3 % of the population, while it seems to occur at something like 10-20 times that rate in the Herd. One way this group has been described is as follows:

*INTJs apply (often ruthlessly) the criterion "Does it work?" to everything from their own research efforts to the prevailing social norms. This in turn produces an unusual independence of mind, freeing the INTJ from the constraints of authority, convention, or sentiment for its own sake ... INTJs are known as the "Systems Builders" of the types, perhaps in part because they possess the unusual trait of combining imagination and reliability.*

*Whatever system an INTJ happens to be working on is for them the equivalent of a moral cause to an [INFJ](#); both perfectionism and disregard for authority come into play. Personal relationships, particularly romantic ones, can be the INTJ's Achilles heel ... This happens in part because many INTJs do not readily grasp the social rituals ... Perhaps the most fundamental problem, however, is that INTJs really want people to make sense. - Marina Margaret Heiss*

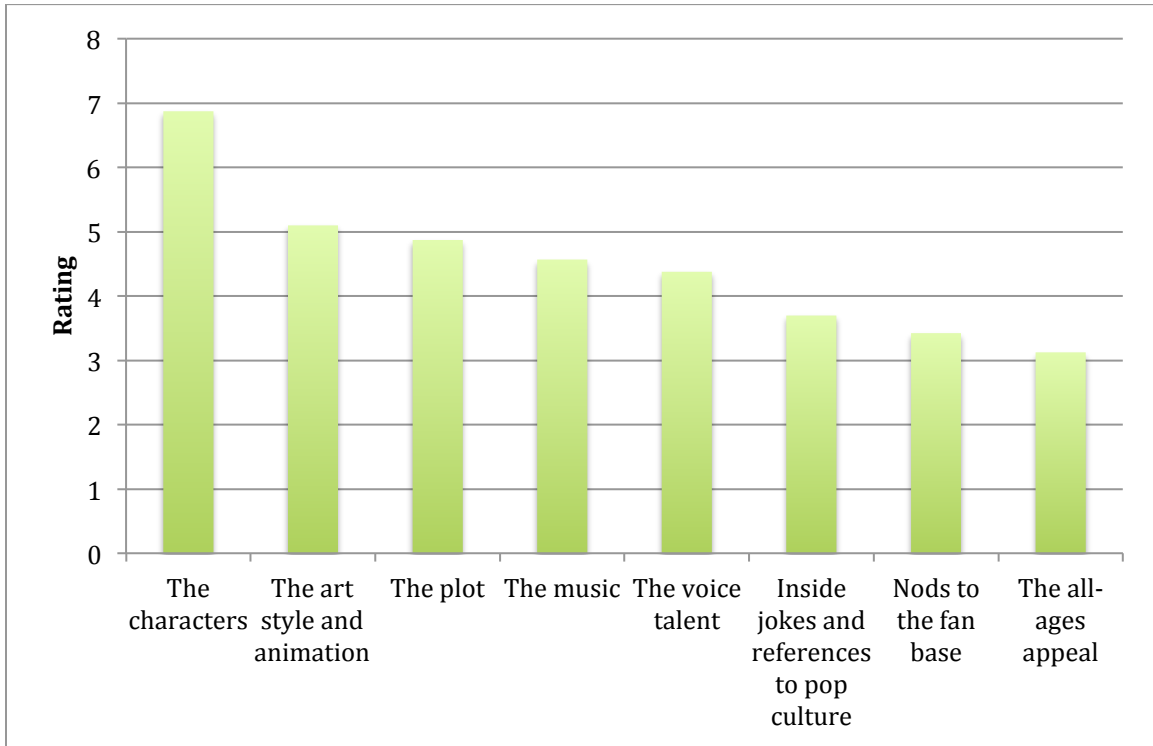
Beyond the individual personality types, the Herd also tests as largely introverted, with 75.8% of those tested coming out as some variety of 'I' type, as opposed to approximately 50% in the general population. It is important, however, to

remember that Introversion is not the same as shyness or a fear of people. It instead refers to the direction that the individual draws their strength and inspiration from. Extroverts draw energy from social situations and personal interactions. Introverts use contemplation and inner dialog as their source of motivation.

Because these results are so atypical, there are plans underway to retest a portion of the Brony population this summer using a more standardized set of personality metrics, to further categorize how the Herd differs from the general population.

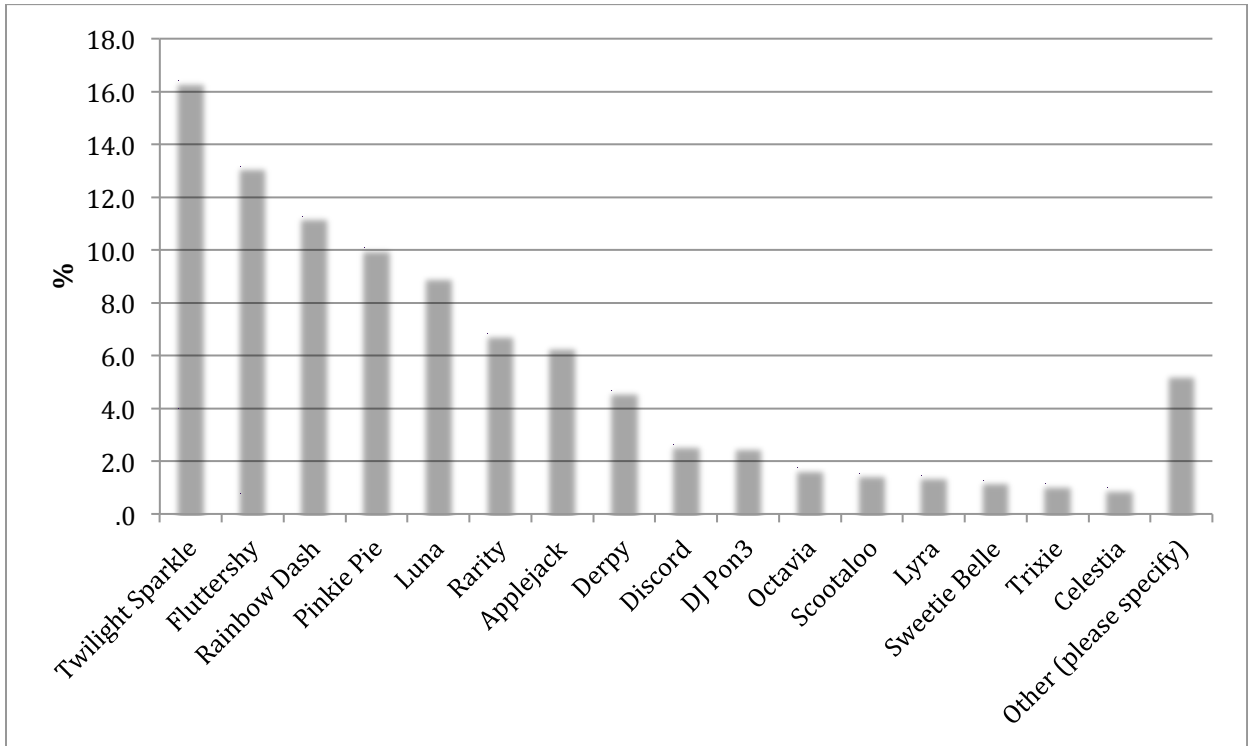
# The Show

## Why Do Bronies Watch the Show?



By more than a point and a half, Bronies like the show because of the characters. This has important implications when you look at how different personality types relate to the characters in the show, but you'll have to wait until the second part of this report is released to see that in action (tease, tease...)

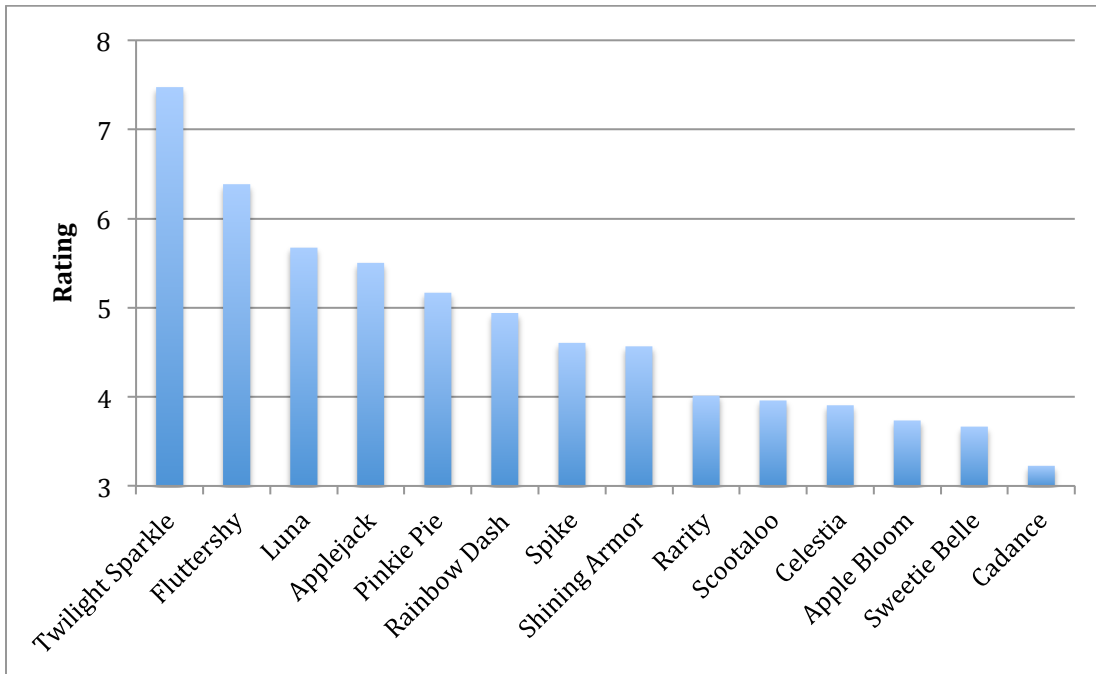
## Who is the Favorite Character?



By more than a 3% margin, it's everyone's favorite newly minted alicorn. Now here's a trick question: Who are the Mane Six? Well, from a statistical standpoint, it's Twilight, Fluttershy, Rainbow Dash, Pinkie, Luna and Rarity. Sorry Applejack, guess even a barn raising song couldn't keep you in the top six!

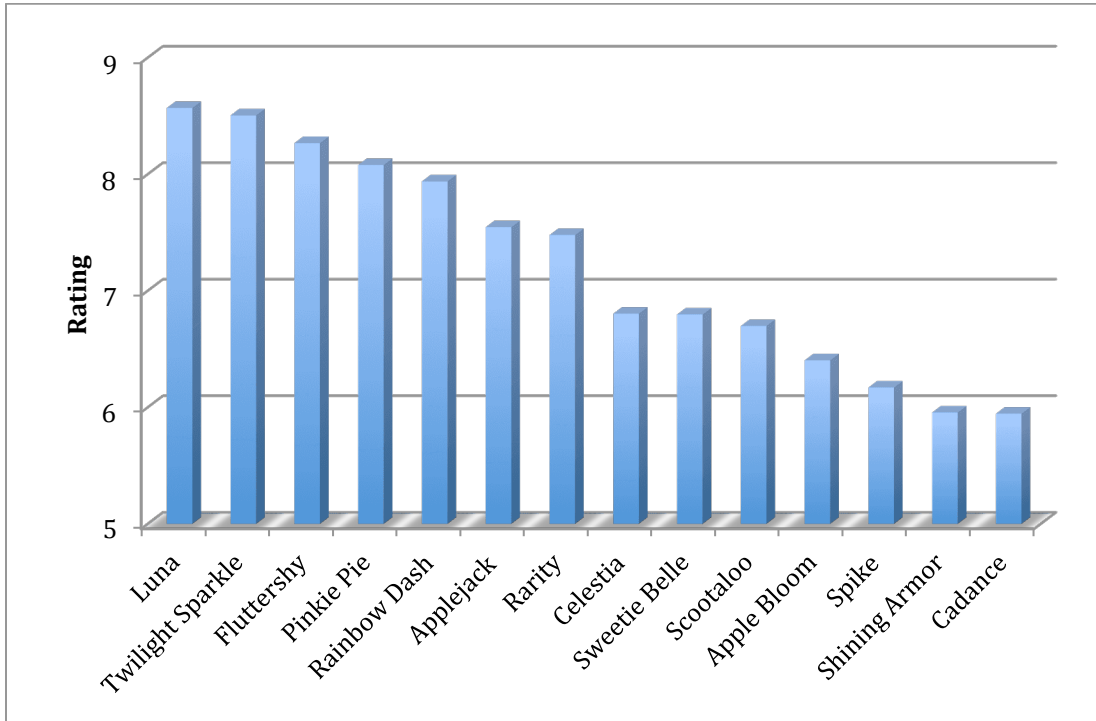


## Which Characters do Bronies Identify With Most?



Clearly, being somepony's favorite pony isn't always directly related to how closely they identify with the character. Although Twilight and Fluttershy stay at the top of the list, Applejack jumps quite a few spots and Rainbow Dash drops to sixth place.

## Which Characters do Bronies Most Enjoy Seeing in an Episode?



Twilight may be favorite and most identified with pony, but she's not the one Bronies enjoy seeing most in an episode. She's narrowly edged out by the Princess of the Night. While no character is disliked (5 being a neutral rating), the royal marrieds are definitely among the least anticipated characters in an episode.