



Equine Survey Results



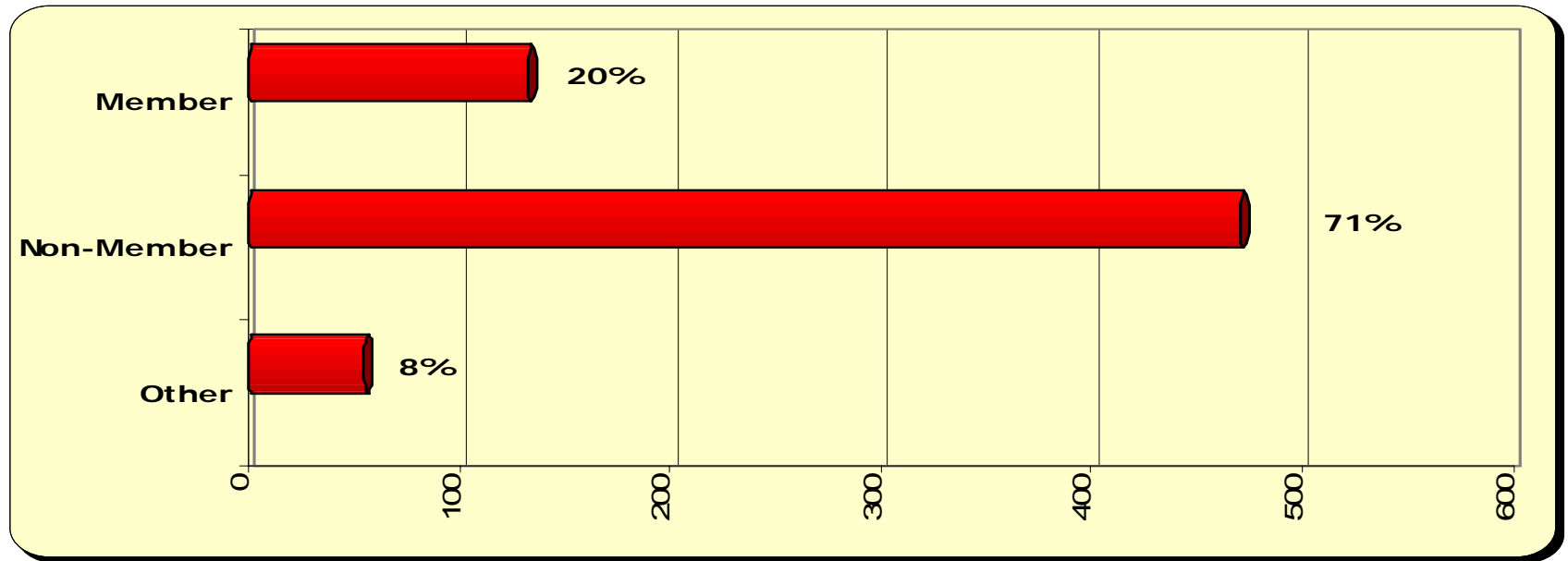
Top 5 Wisconsin Counties

1. Dane
2. Waukesha
3. Columbia
4. Rock
5. Sheboygan



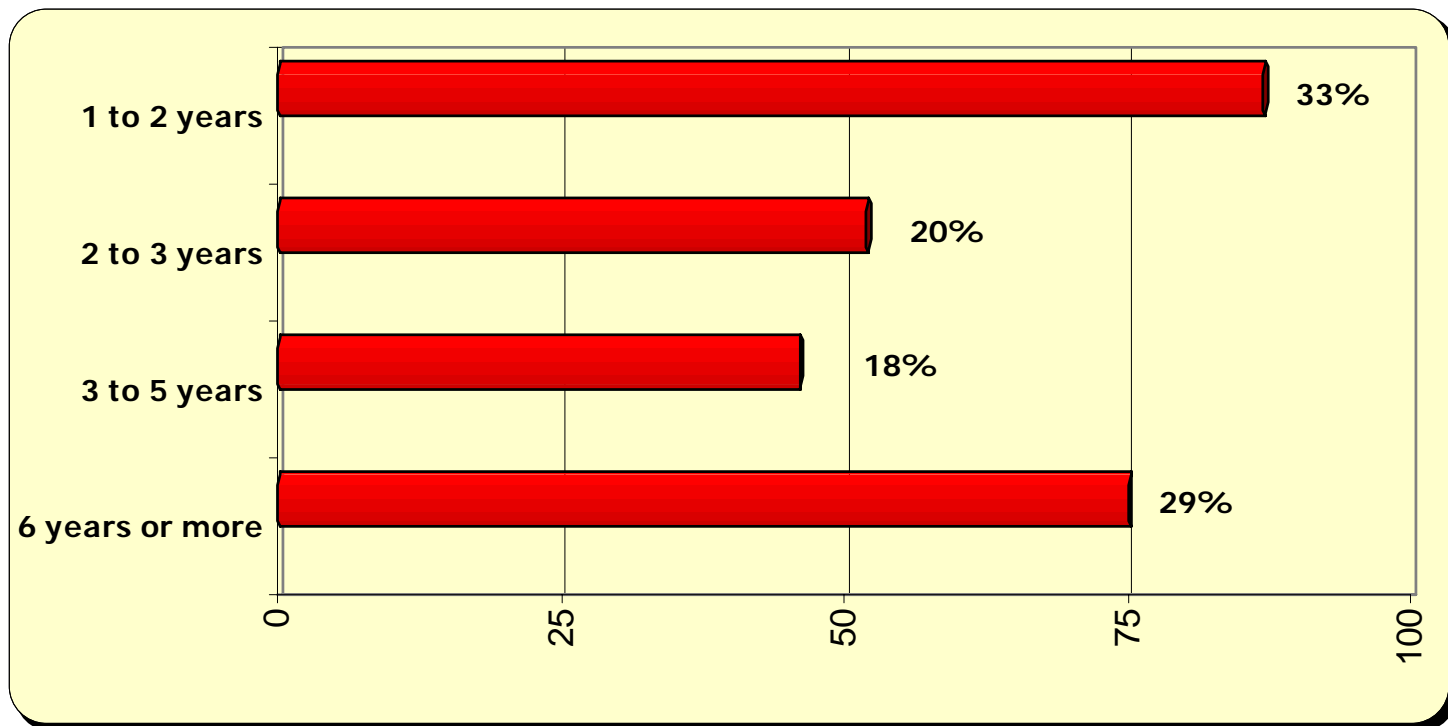
Wisconsin State Horse Council, Inc

- There were over 675 completed surveys
- 70% of respondents were non-members
- Excellent membership opportunity





Over 70% of members have been members for 5 years or less





Top 3 WSHC events participated in

1. Midwest Horse Fair
2. Trail Maintenance/Construction
3. Judges Seminar



The Top horse-related activities are you or your family involved?

1. Recreational Riding/Driving – 79%
2. Showing – 42%
3. Dressage – 21%

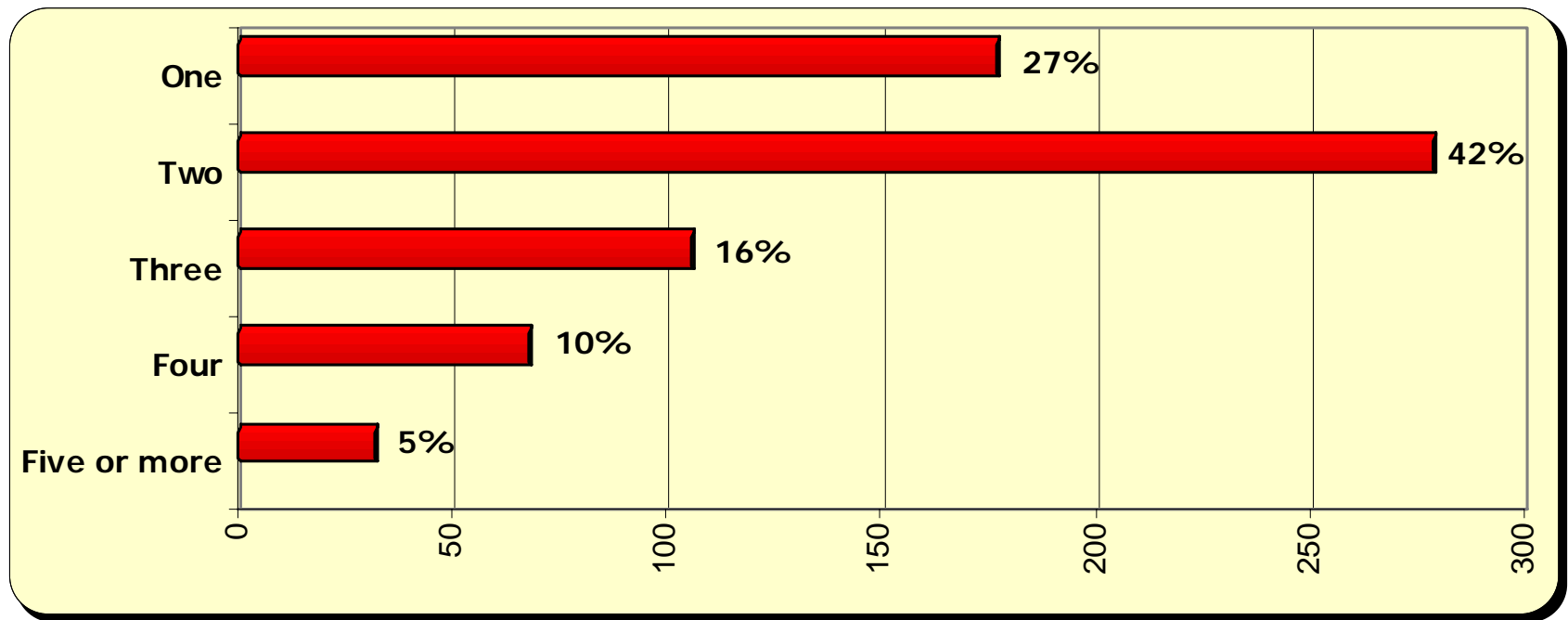


Top 5 reasons for ownership/lease and use of horses

1. Relaxation/decreased stress
2. Improved quality of life
3. Means of physical fitness
4. Enjoy competition
5. Value for children



85% of households have 1-3 people involved with horses



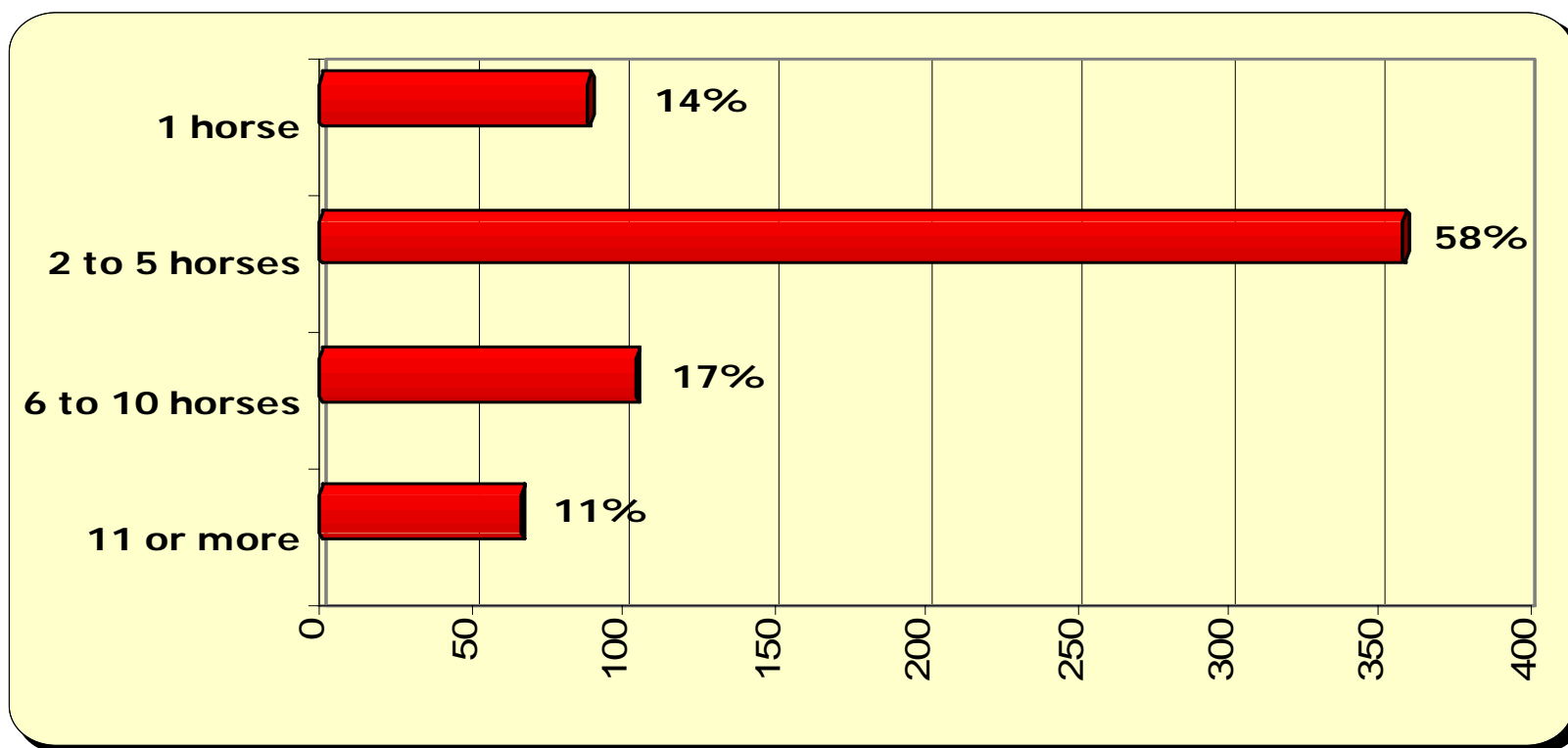


How many people have children/grandchildren involved?

- 58% of respondents have children/grandchildren involved with horses
- Of that 58% the top 2 activities their children/grandchildren were involved with were...
 1. Recreational Riding/Driving – 73%
 2. Showing – 42%



How many horses to people own or lease?





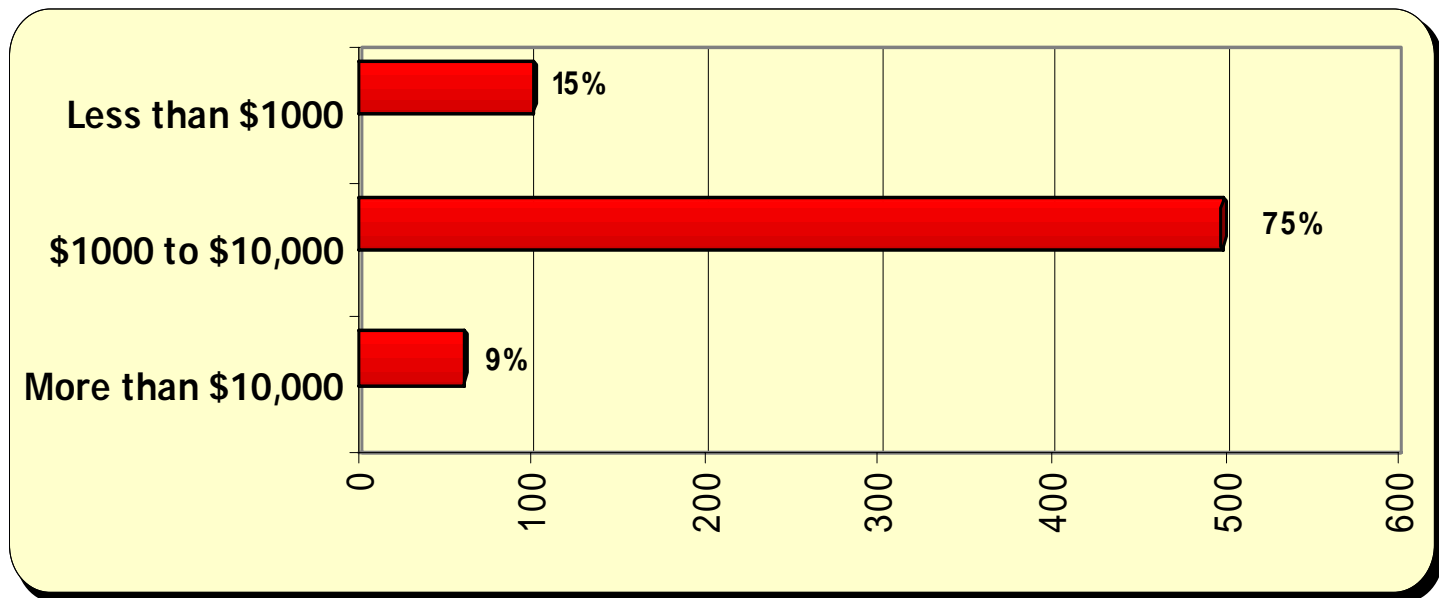
Which breeds to most people own?

- Quarter Horse – 46%
- Arabian – 25%
- Paint – 20%



Wisconsin State Horse Council, Inc

- The average amount spent on a horse is between \$1000 and \$10,000.
- Most people find horses through friends and private owners.





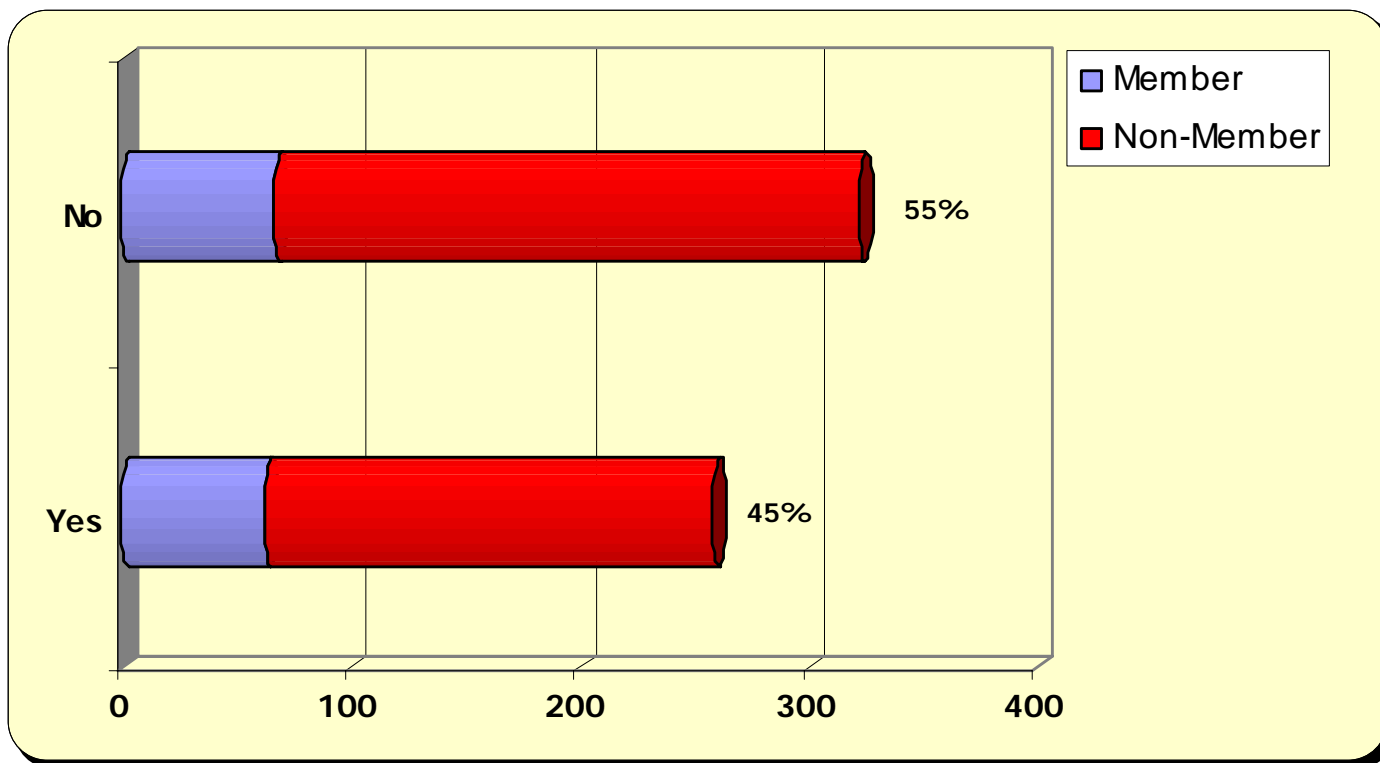
What publications do most horse owners read?
Why do we care?

- Wisconsin Horseman's News
- Equus
- Horse & Rider
- Horse Illustrated

- Marketing opportunities

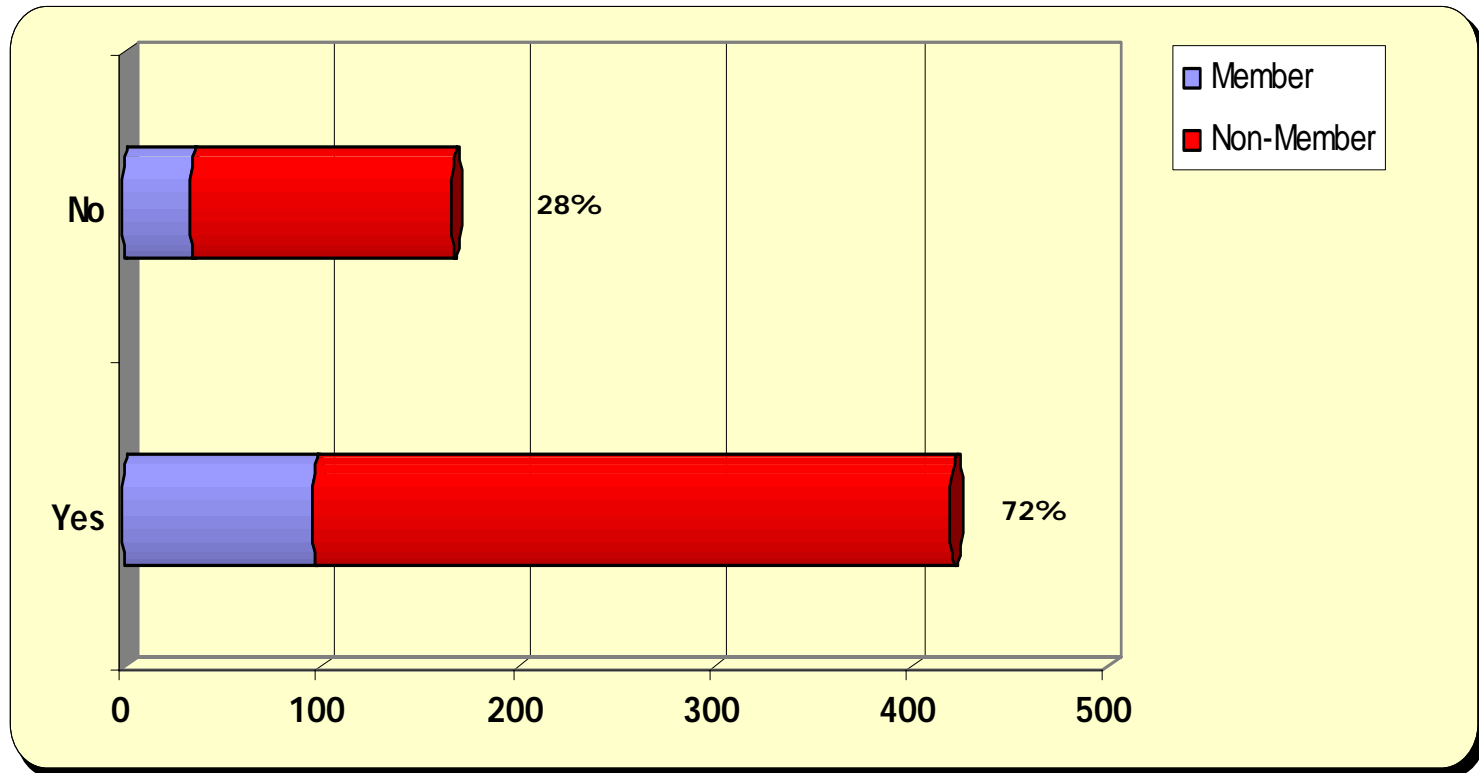


Would people support a special tax to support equine activities?





But....would people support a special car/truck license plate to help fund equine activities?





WSHC Mission Statement

- To represent and to foster a unified equine industry of Wisconsin.
- To promote the equine through leadership, education, service and communication.
- Take a pro-active role in the future growth and development of the equine industry.

70% of respondents believe the WSHC mission statement is appropriate



Which WSHC events/services are most important to the equine community?

1. Midwest Horse Fair
2. Trails
3. Trail Guide
4. Legislation



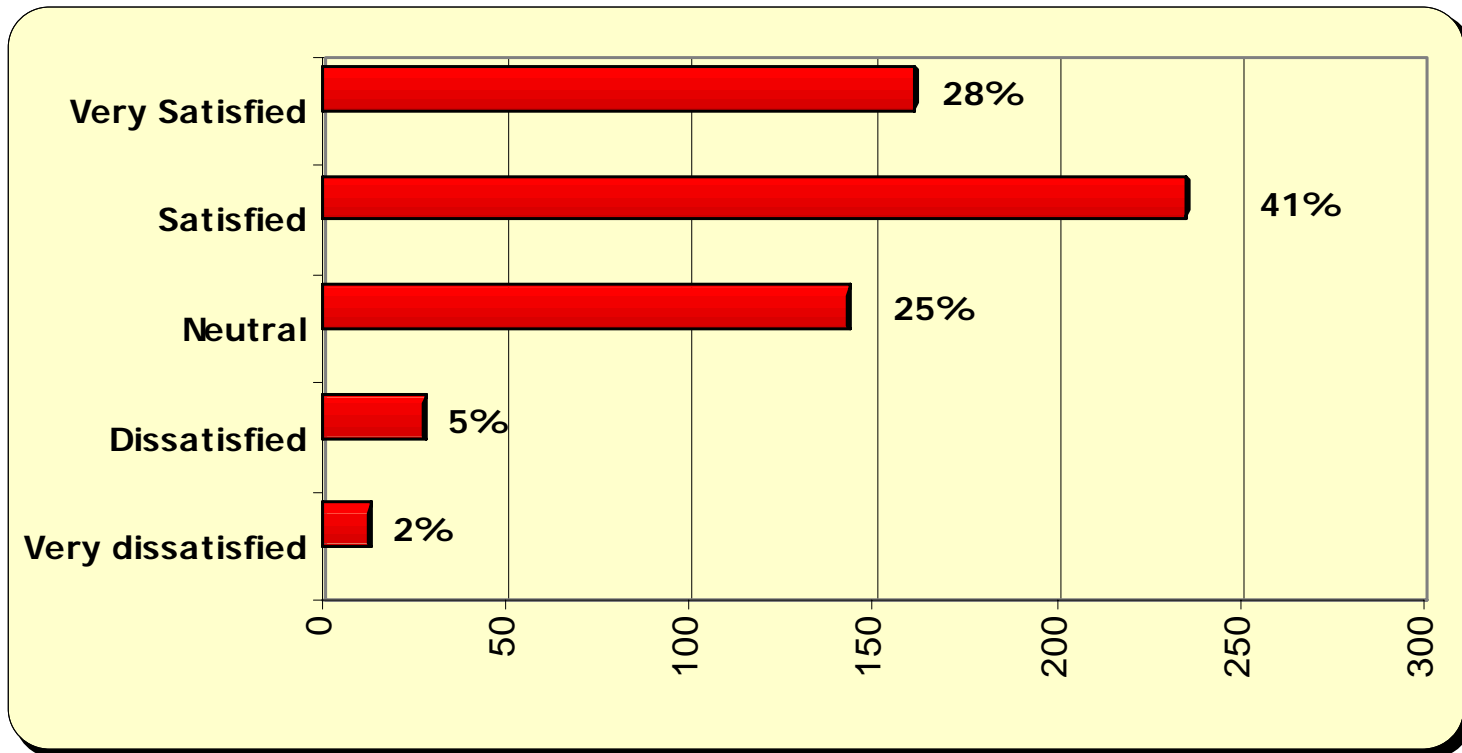
How satisfied are people with WSHC events/services?

- Only 2 categories ranked 50% or higher
 - Midwest Horse Fair
 - Trail Guide

Improvement opportunities??



Overall people are happy with WSHC events/services





Where should the WSHC focus as an organization 1st?

1. Midwest Horse Fair
2. Trails
3. Trail Guide
4. Legislation



Where should the WSHC focus as an organization 2nd?

- Communication to members
- Educational materials
- Wisconsin Horse Park Project
- Be more responsive to needs



What new events/services would people like to see the WSHC develop?

- Trails/Trail Development
- Educational/Clinics
- Out Reach
- Midwest Horse Fair
- WI Horse Park
- Insurance



What can the WSHC do to be attractive to new members?

- Increase marketing
- Out Reach – Move beyond south/east.
- Midwest Horse Fair
- Improve professionalism – Directors
- Merchandise discounts



Respondents Comments



Midwest Horse Fair – 2/3 positive, 1/3 negative

- Great Event
- Brings horse people together
- Great shopping
- Great learning experience
- Good to see variety of breeds
- MHF is located too far away
- Admissions fee is too high
- Fair is too commercial
- Too many non-horsy items
- Same clinicians every year
- Too much of a circus
- Too crowded need more space or time
- Not educational for experienced horse people



Newsletter – Most people said they have never seen it

- Newsletter is improving
- Needs to send in a more timely fashion. Some people get the January newsletter in the first week of February.
- Needs more info from outside the southern part of the state.

Website – Most people didn't know we had one

- Not current
- Needs to be more attractive
- Not enough information

Communication – Most people weren't members and didn't know about WSHC

- Survey was first people knew about the WSHC
- More information on website and in newsletter



Trails

- WSHC should build more trails
- WSHC should work to insure trails will be open for horses
- Do more to work on camping facilities at trails
- Only one response on trail grants
- Need to work with governments (local, county, state, feds) to create more trails

Trail Guide – Huge numbers consider it a great publication

- Needs to be revised. Additional trails need to be included.
- By the third year price needs to be dropped.

Legislation

- Need more help with zoning restrictions
- Need to work on health papers that are accepted in adjoining states.



Judges Certification – Most responses were from recreational riders that weren't interested.

- Many liked the program and use WSHC approved judges for their shows and fairs.
- Need to do more with English riding.
- Need to be more restrictive on who is certified.
- More evaluation of judges

Olympic Incubator - Most responses were from recreational riders that weren't interested.

- Great program
- Shouldn't be a program for the WSHC
- Should be discontinued because these people have enough money to do it themselves



Horse Park – Most recreational riders thought it was a bad idea, most show people thought it was a must do.

- Too expensive
- Too far away
- Showing horses should not be a focus for the WSHC
- Question of need.
- Would be a great help to the Wisconsin horse industry
- Should work with Wisconsin Tourism for money
- Confusion on January WSHC board action
- Many responses wanted more information
- About half didn't know about it
- Would only be used by wealthy people not the average horse person.



Scholarships – Many people didn't know about this program

- Great program
- Need more scholarships
- Information should be provided to every high school guidance department in the state.

Sponsorships – Responses were confusing.

- People thought the WSHC was asking for money
- Name is confusing
- Marketing opportunity

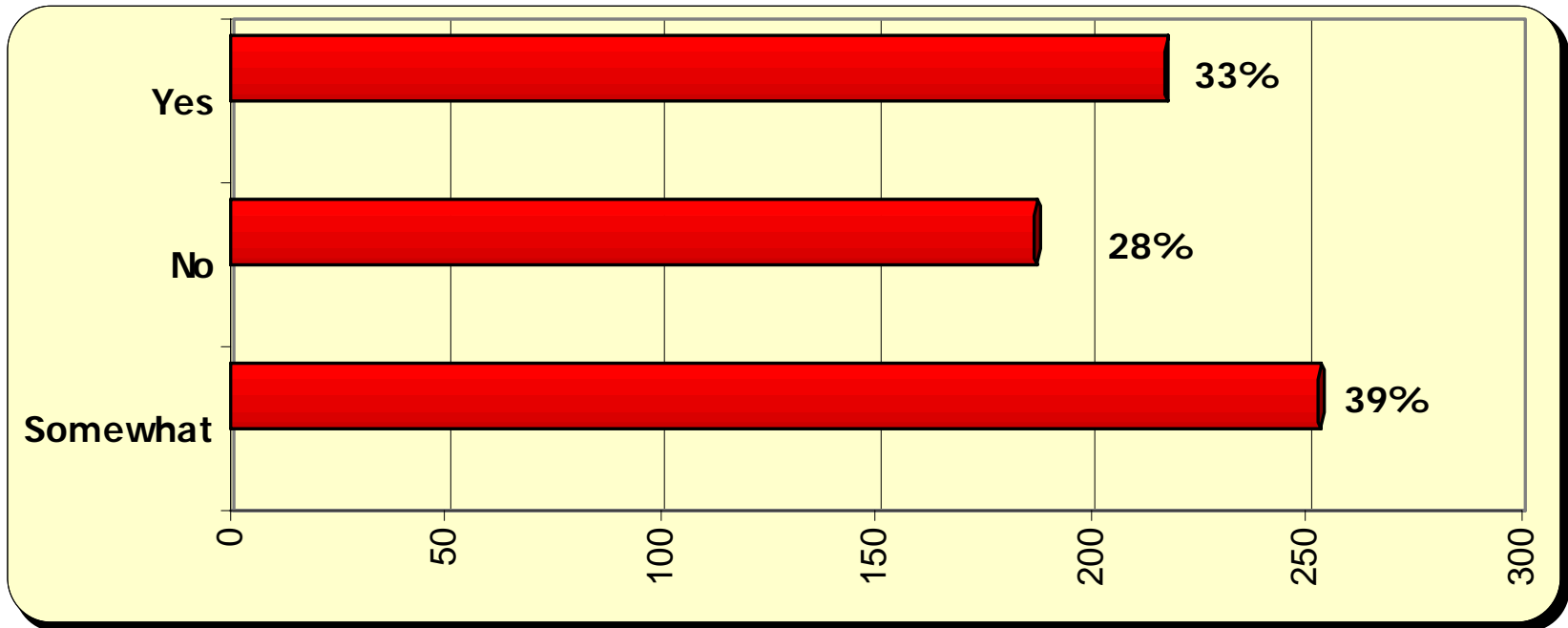
Educational Materials – Most responses didn't know we had this.

Responses to needs and networking

- More WSHC activities in the western and northern part of the state.
- Move meetings to different areas.



Before taking the survey, were people aware of the events/services sponsored by the WSHC





Who Responded?

- Over 50% were between 36–55 years old
- Almost 90% were female
- Over 75% are rural with 1-15 acres of land
- 32% have an income range between \$50,000 and \$75,000.
- Over 85% have education past high school