

MHC MEMBER SURVEY

March 2023



About the survey

- Member survey conducted in January 2023
- Average time to complete = 21 minutes
- 301 members responded (sent to 1558 members) = 19% response rate
- Statistically we can be 95% confident that the responses are within +/- 5% of what we would expect if all members responded



Demographics

Demographic questions were asked in order to:

- *Better understand the community we serve*
- *Identify opportunities for more inclusive representation in equine activities*
- *Provide data for grant and funding applications*

Gender and Ethnicity of Respondents

Gender of respondents

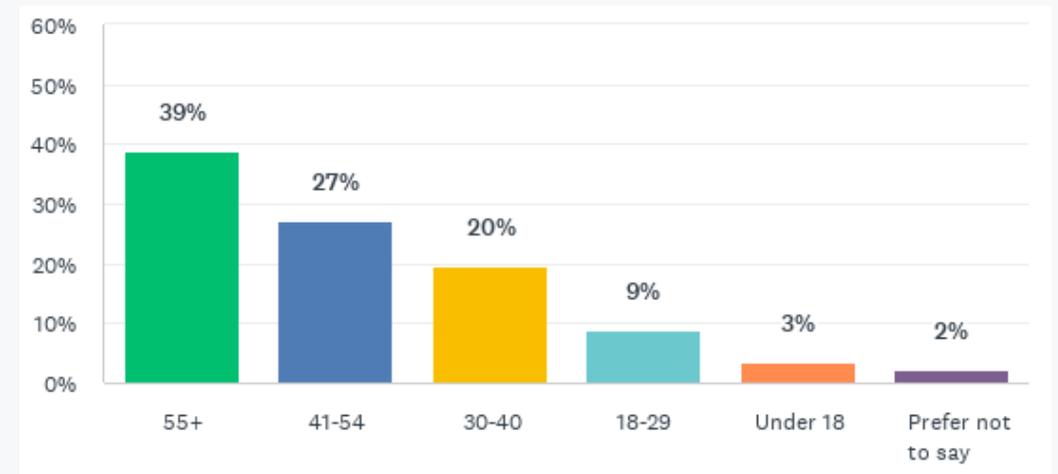
- 91% female, 8% male, 1% non-binary/no response
- This is similar to our overall membership trend of 83% female and 16% male and 1% non-binary.

Ethnicity of respondents

- 87% described their ethnic background as white/European. 5% noted Indigenous (e.g. Inuit, First Nations, Metis). 11% noted other/prefer not to say.
- Ethnicity is not currently tracked in our membership database but may be mandated by Sport Manitoba in the future.
- At the 2016 census, the ethnic composition of Manitoba was 64.5% white/European, 18% Indigenous, 17.5% other/visible minorities.

Age of Respondents

- *66% of survey respondents were over the age of 40*
- *This is similar to our overall membership trend of 50% of members being over the age of 40.*
- *The average age in Manitoba is 39.7 years old (2021 Census).*



Location of Respondents



66% of survey respondents live on a rural property (54% with horses on site, 12% without horses on site)

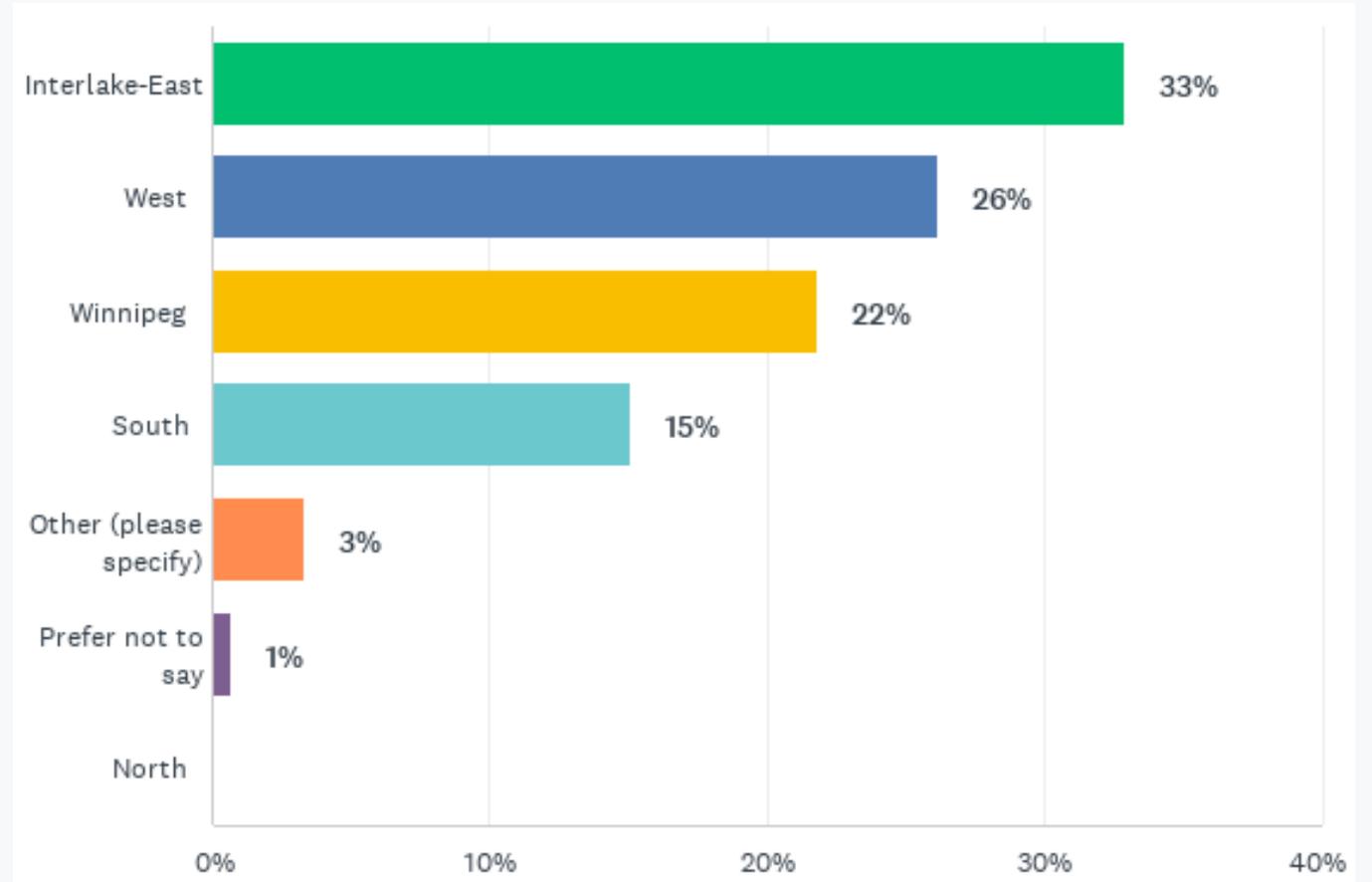


33% live in a town/city



MB trends (2021 Census) – 25% live in rural areas, 75% live in a town/city (55% Winnipeg)

REGIONAL LOCATION OF RESPONDENTS



These trends are similar to what we see in our membership data: East 36%, West 26%, Winnipeg 23%, South 13%, North 0.2%, and Unknown 1.8%.

Equine Activities

73% first got involved as a
kid/teen

(11% as a teen/young adult (<30),
16% later (30+) in life)

78% ride/drive or
participate in equine
activities a few
times/week or daily

EQUINE ACTIVITIES

RESPONDENTS COULD SELECT MULTIPLE
OPTIONS AS NEEDED TO REFLECT THEIR
EQUINE ACTIVITIES

Activity	% (number) of respondents
Recreation (casual or trail riding, groundwork)	60.3% (181)
Hunter/Jumper	30.0% (90)
Dressage	26.0% (78)
Other (please specify)	19.7% (59)
Breeding	16.0% (48)
Barrel Racing	13.7% (41)
Driving	9.3% (28)
Ranchwork/Outfitting	9.0% (27)
Stock Handling Sports (e.g. cutting, team penning)	8.7% (26)
Pony Club	8.3% (25)
Reining	8.3% (25)
Eventing	8.0% (24)
Western Dressage	8.0% (24)
Rodeo	7.7% (23)
4H	7.7% (23)
Endurance	6.7% (20)
Therapeutic Riding/ Equine Facilitated Learning	6.3% (19)
Working Equitation	6.3% (19)
Mounted Shooting/Archery	3.0% (9)
Racing	2.0% (6)
Polo	0.7% (2)
Vaulting	0.7% (2)
Para-Equestrianism	0.3% (1)

Main themes from the 'Other' category included: western disciplines and shows (e.g. AQHA, breed shows, cowboy dressage, cutting, halter, team penning, roping, western pleasure) as well as competitive trail, drill, fox hunting and ground/liberty work.

Lesson and Training Programs

~50% participate in a lesson program, ~50% do not

Most lesson participants do so with a horse/pony they own or lease (90%)

~63% of lesson participants are training to compete, ~26% are training to learn (for improvement and enjoyment)

Level of Riding/ Driving Competition

	Number	% of Total Survey Respondents
Beginner/entry level – Just getting started in sport/competition	24	8%
Intermediate/ Mid-level – train to compete at the intermediate/ mid-level in their sport	125	41%
High Performance – train to compete at the highest levels in their sport	21	7%

EQUINE RELATED PROFESSIONS

31% of survey respondents work in an equine related profession (12% full-time, 19% part-time)

Activity	Number	% of equine professionals	% of survey respondents
Instructor/ Coach	45	48%	15%
Stable owner/ manager	40	43%	13%
Horse trainer	28	30%	9%
Breeder	26	28%	9%
Other (please specify)	18	19%	6%
Stable hand	11	12%	4%
Official	11	12%	4%
Therapeutic programs	11	12%	4%
Vet or Vet Staff	8	9%	3%
Supplier	8	9%	3%
Groom	7	7%	2%
Farrier	6	6%	2%
Equine wellness	5	5%	2%

Note: Respondents could select multiple options as needed to reflect their involvement in the equine industry. 94 people responded to this question.

RESPONDENT AFFILIATION WITH CLUB MEMBERSHIP

Club	% (#) of survey respondents
I am not a member of any of these Clubs	33.7% (96)
Manitoba Hunter Jumper Association	18.6% (53)
Brandon Light Horse and Pony Society Inc.	7.4% (21)
Manitoba Quarter Horse Association	7.4% (21)
Dressage Winnipeg	6.7% (19)
Manitoba Horse Trials	5.6% (16)
Manitoba Pony Club	5.3% (15)
Manitoba Trail Riding Club	5.3% (15)
Distance Riders of Manitoba	4.9% (14)
Westman Dressage	4.6% (13)
Southern Manitoba Working Equitation	4.2% (12)
Canadian Western Horse Association	3.5% (10)
Manitoba Team Cattle Penning Association	3.5% (10)
Manitoba Driving Society	3.2% (9)
Central Canada Reining Horse Association	2.5% (7)
Crocus Cow Horse Association	2.5% (7)
Urban Stable	2.1% (6)
Manitoba Welsh Pony and Cob Association	1.7% (5)
Southern Manitoba Western Style Dressage	1.7% (5)
Manitoba Mounted Shooting Association	1.4% (4)
Ashern Horse Association	1.0% (3)
Manitoba Cutting Horse Association	1.0% (3)
Prairie Strides	0.7% (2)
Springfield Polo Club	0% (0)

VOLUNTEERISM

56% of respondents volunteered in support of equine related activities in the past year

Volunteer Role	# of respondents	% of respondents
Shows and competition (e.g. gatekeeper, announcer)	113	38%
Board or committee member (e.g. Club, events)	76	25%
Other (please specify)	30	10%
Officiate at shows, events	21	7%
Emergency assistance (e.g. flooding, horse rescue)	16	5%
Therapeutic riding programs (e.g. leading, side walking)	10	3%

Note: Respondents could select multiple options as needed to reflect their volunteerism.

Suggestions to encourage volunteerism

Ignite Passion

Continue to tap into people's interest in horses; build/promote the sense of community; and reinforce the importance of volunteers to the future of equine activities/sport

Organization

Provide better organization – clarity of volunteer roles/requirements, shorter shifts, clear instructions, earlier/online sign-up

Learning

Provide learning opportunities/experience – guide/mentor volunteers, high school credits, resume building

Incentives

Offer incentives – food/drinks, prize draws, bursaries/grants, merchandise, gift cards, gas cards, accumulate points for prizes/discounts

Savings

Offer savings – discounted/free membership/shows/clinics (draw or hours toward), mileage, per diem

Recognition

Ensure recognition – friendliness, appreciation, thank-you's (verbal, written), awards

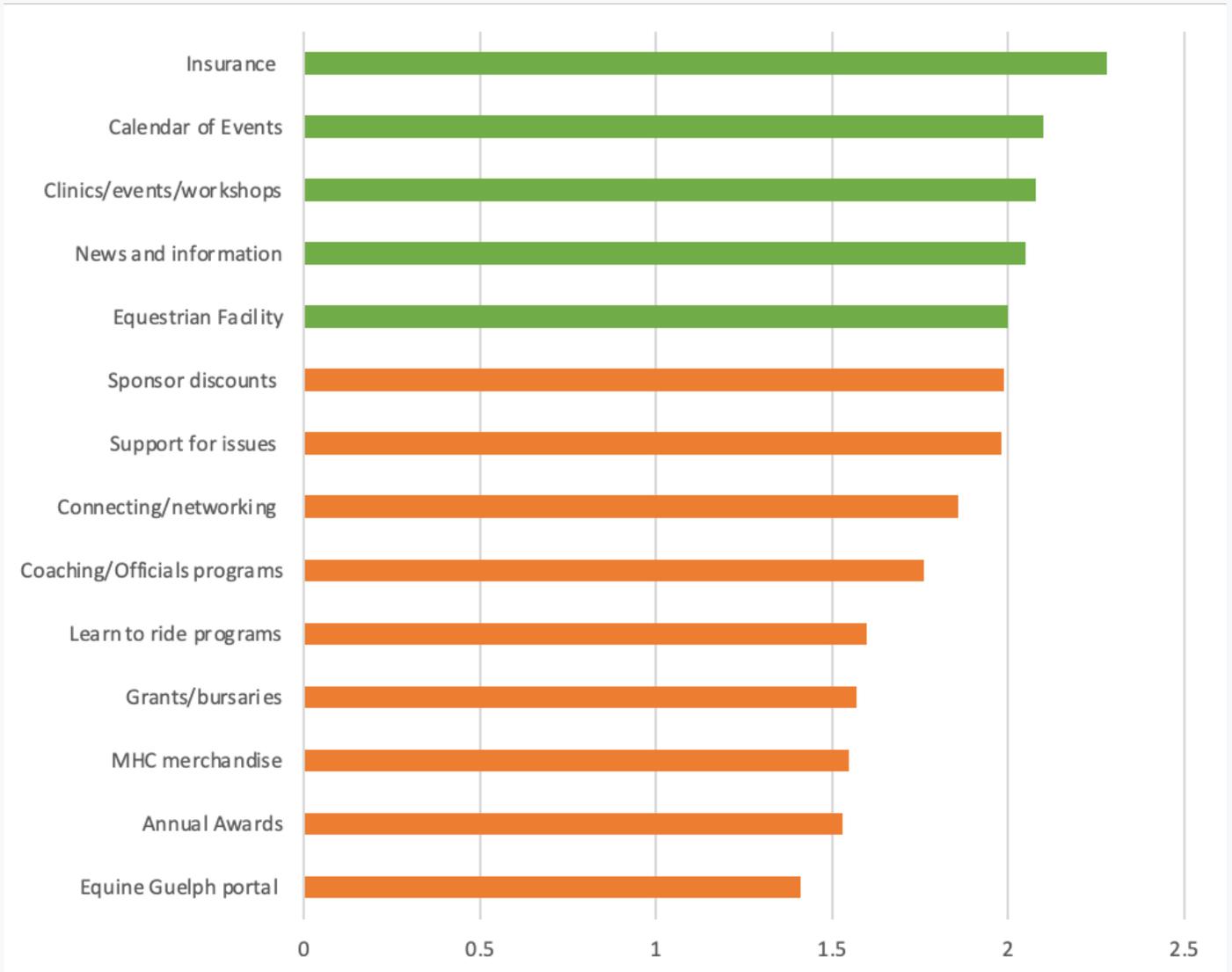
Share

Share opportunities – post/advertise/promote opportunities (via email, social media, newsletter, etc.), have a list of volunteers, post earlier, encourage cross-collaboration



Benefits and Services

Rank Order of Value to Members



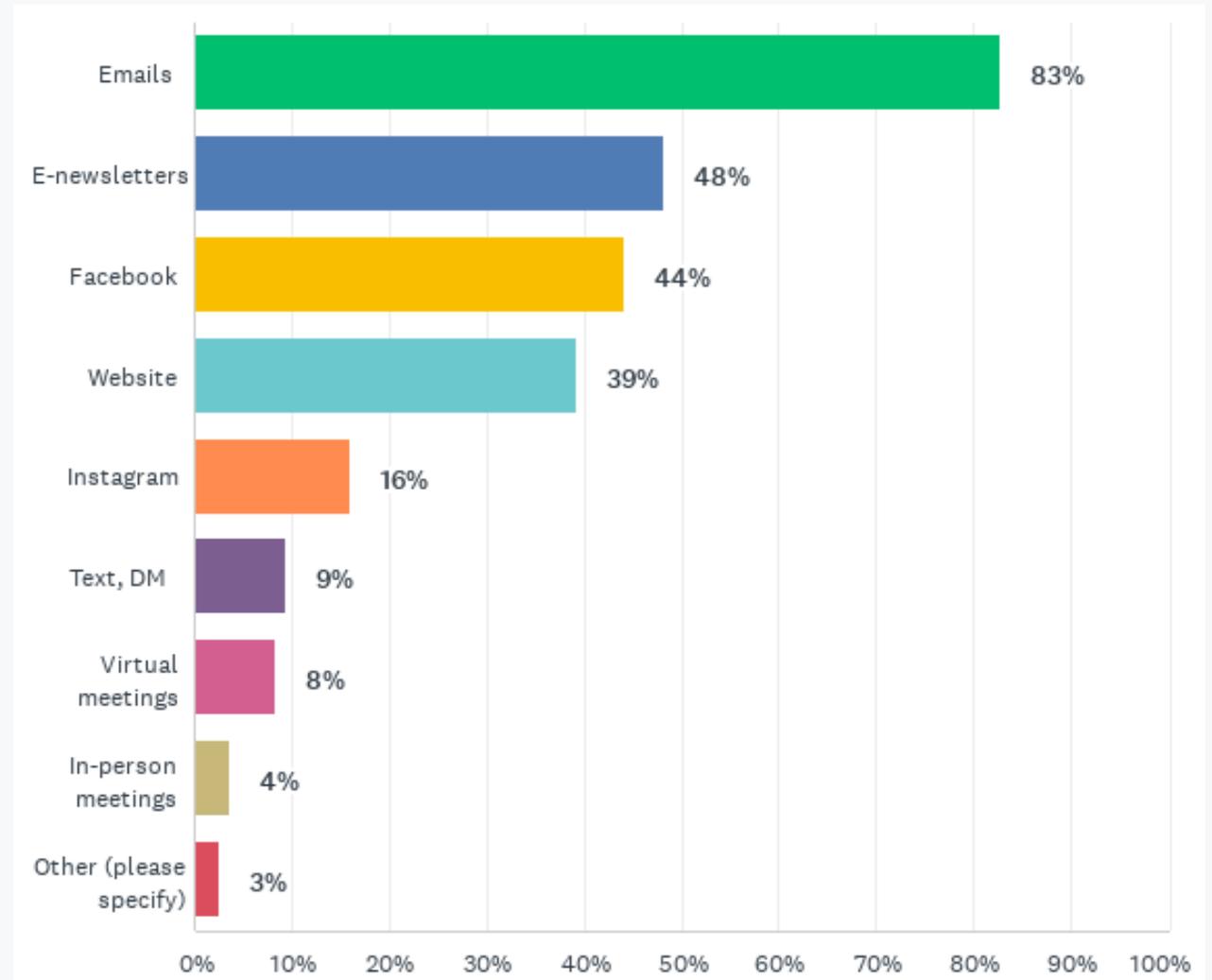
Member satisfaction with MHC's communication

	Somewhat/ Very Satisfied	Neutral	Somewhat/ Very Dissatisfied	n/a
Frequency of communication	57%	32%	4%	7%
Amount of communication	56%	31%	5%	7%
Relevancy of information	59%	28%	6%	7%
Direct communications (e.g. emails, phone calls)	46%	30%	5%	19%
E-newsletter	57%	30%	4%	9%
Social media posts (e.g. Facebook, Instagram)	48%	31%	6%	15%
Website information/navigation	46%	36%	9%	8%
Club meetings (e.g. AGM, Council of Clubs)	20%	44%	4%	32%

Member satisfaction with MHC's level of service

	Agree/ Strongly Agree	Neutral	Disagree/ Strongly Disagree	N/A
MHC's staff respond in a timely manner	56%	15%	2%	27%
MHC's staff are courteous	66%	9%	1%	23%
MHC's staff are knowledgeable	57%	16%	1%	25%
MHC wants to assist me	57%	18%	2%	22%
Overall, I am satisfied with the level of service we receive	65%	17%	3%	15%

PREFERRED METHODS OF COMMUNICATION



Equestrian Facility

About 50% of respondents have participated in a show or event at the Equestrian Facility in recent years (30% in 2022, 17% within the last 5 years)

21% participated in event/show at the Facility more than 5 years ago, while 31% have never used the Equestrian Facility

61% of users were somewhat or very satisfied with the Equestrian Facility (25% neutral, 14% dissatisfied/very dissatisfied)

67% of users were somewhat or very likely to recommend the facility (19% neutral, 14% somewhat or very unlikely)

Suggestions for MHC's Equestrian Facility

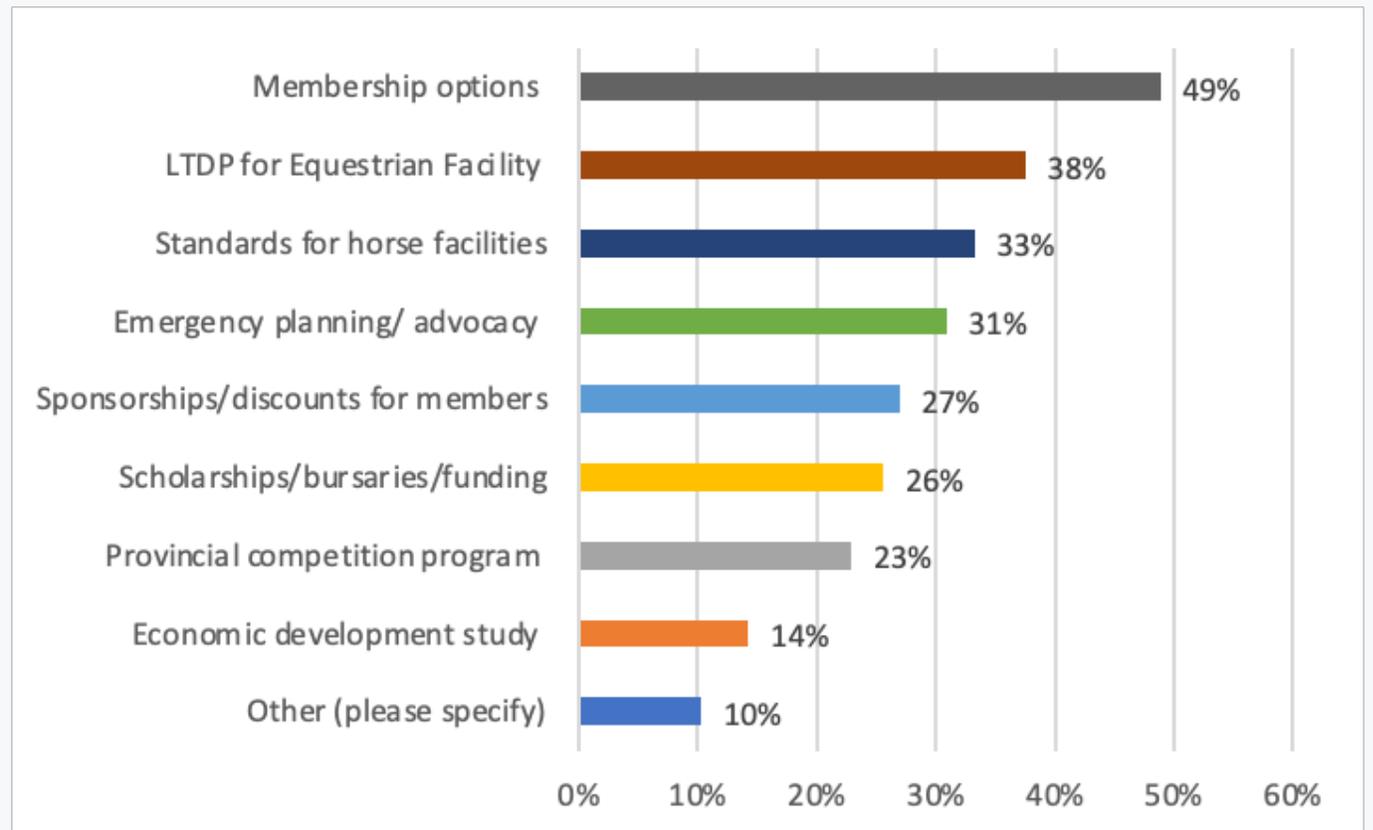
Improve: Footing, canteen, washrooms, lighting/power, audio system, parking, consultation with members/Clubs when making changes,

Explore: Site camping, covered ring, sheltered seating, round pens, grazing areas, memorial garden, food trucks, beer garden, facility options in other areas of the province

Reduce costs – tap into grants/funding for improvements, park pass requirement, affordable/casual ring access for members

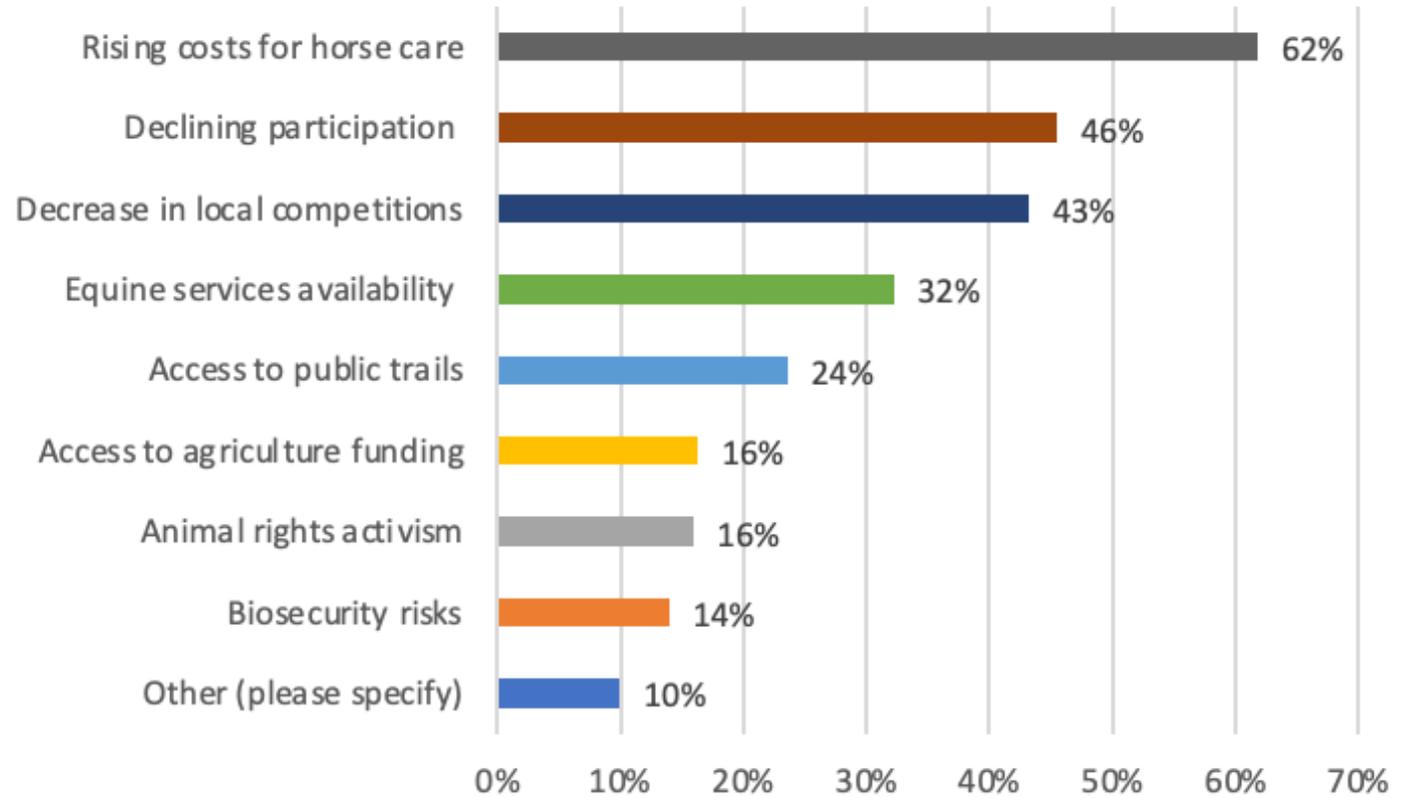
MHC STRATEGIC FOCUS AREAS

(IMPORTANCE AS RANKED BY RESPONDENTS)



TOP CONCERNS RELATED TO THE EQUINE INDUSTRY

(AS RANKED BY RESPONDENTS)



Education

87% saw value in MHC offering educational workshops/ clinics/ courses for members

Top areas of interest

Large animal emergency response
Horse health
Trailer and transport safety
Equine First Aid

Moderate areas of interest

Emergency planning
Biosecurity
Pasture management
Manure management

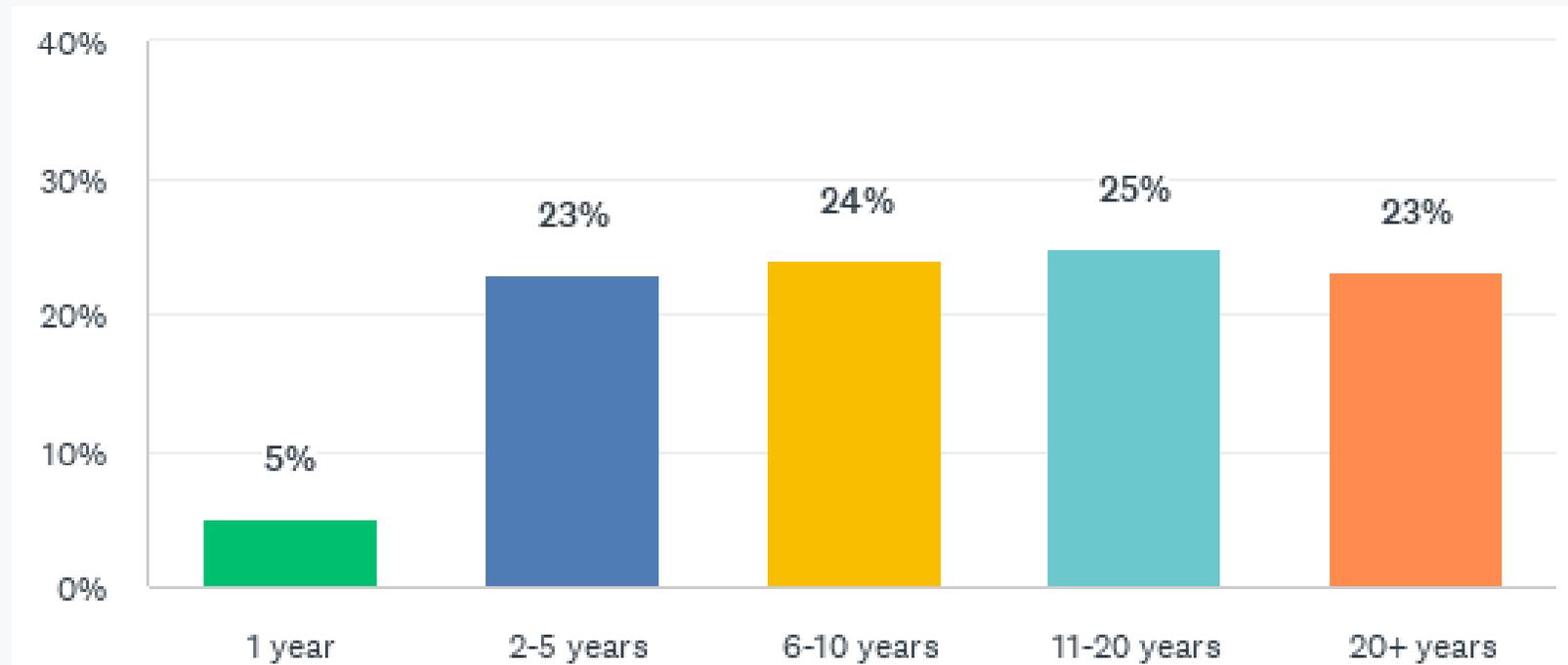
Lowest areas of interest

Concussion awareness
Human First Aid
Safe Sport
Respect in Sport

Note: >35% indicated they already have knowledge in these areas leading to lower prioritization)

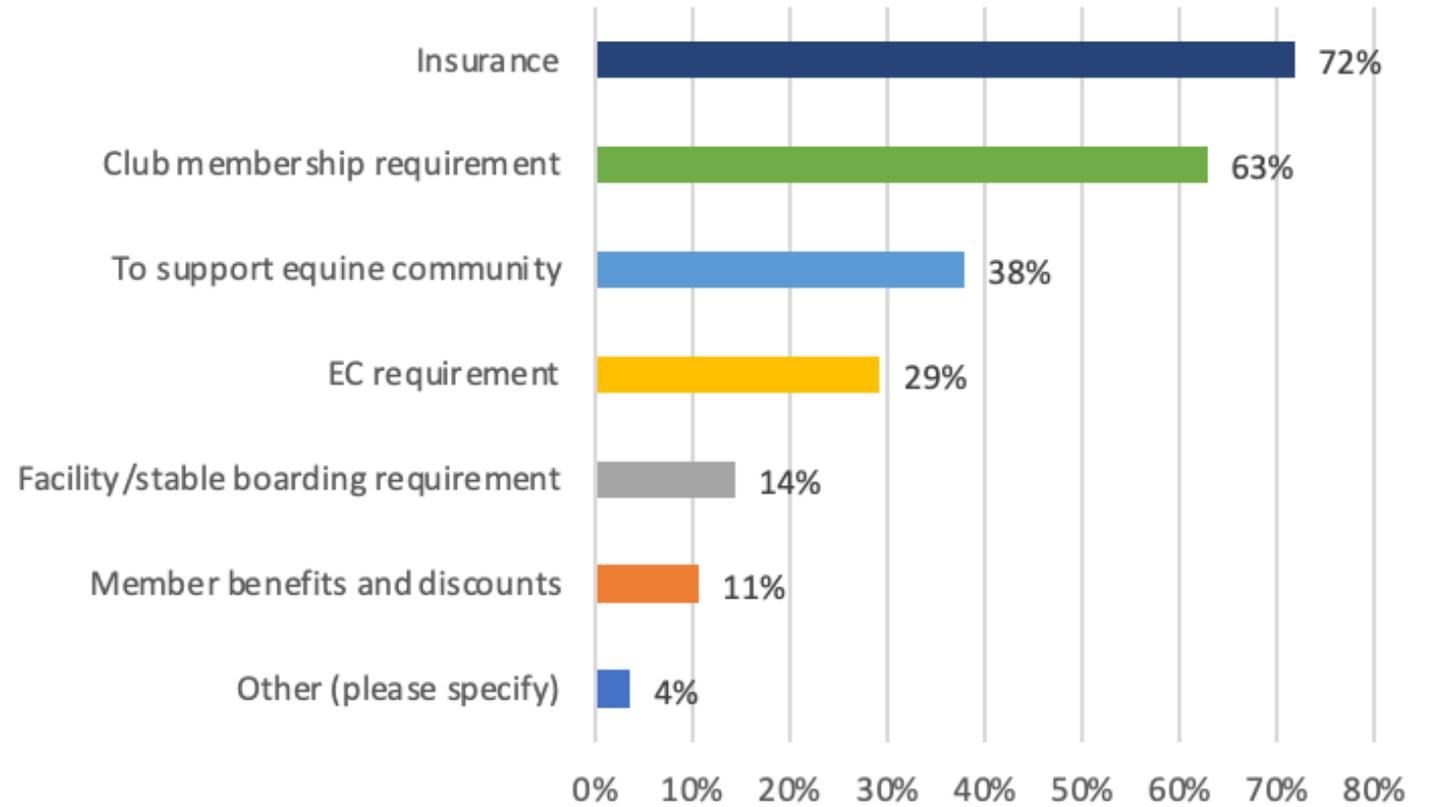
Membership

48% of respondents have been members for 10+ years



PRIMARY REASONS FOR MEMBERSHIP

(AS RANKED BY RESPONDENTS)



Membership Value



66% **agree** that their **membership investment with MHC is fair** for the value they receive (23% neutral, 11% disagree)

91% of respondents indicated they are likely to **renew their membership** next year (4% neutral, 5% unlikely)

76% of respondents indicated they are likely to **recommend MHC membership** to others (18% neutral, 5% unlikely)

What members like the most about being a member of MHC

(Themes from written comments)



INSURANCE



COMMUNITY



INFORMATION



LEARNING



SUPPORT

What MHC could improve or add to enhance membership

(Themes from written comments)

Communicate	Communicate/share information and collaborate with members
↓	
Explain	Explain/promote/expand programs (e.g., insurance, discounts)
↓	
Source	Source funding and discounts to offset rising costs
↓	
Include	Ensure MHC is inclusive of all members (e.g., western, recreation) and areas of the province (e.g., Westman)
↓	
Explore	Explore membership options (e.g., renewal timing, referral incentives, longer/shorter-term memberships)
↓	
Promote	Promote horses, equestrian activities, the community and MHC
↓	
Improve	Improve the Equestrian Facility
↓	
Educate	Provide education and learning opportunities

Next Steps

- Continue to develop action items based on the results

