

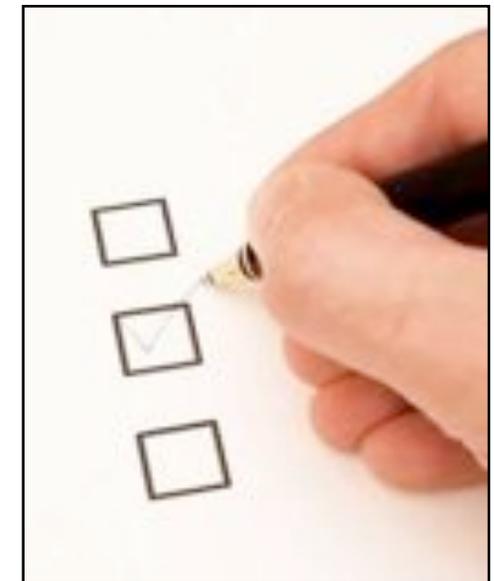
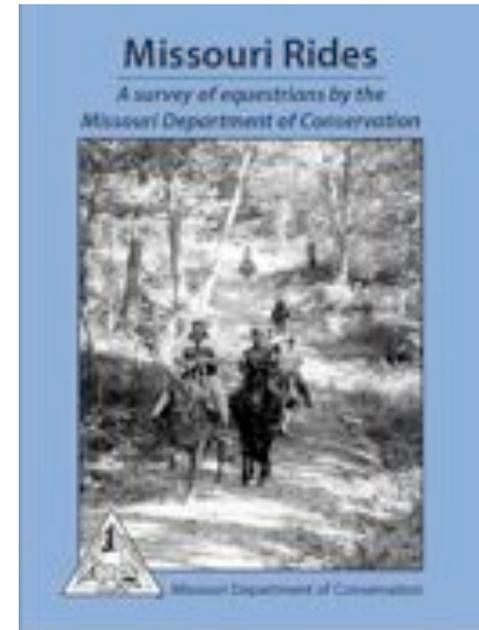
Missouri Equestrian Survey: Understanding Horse Riders' Trail Use

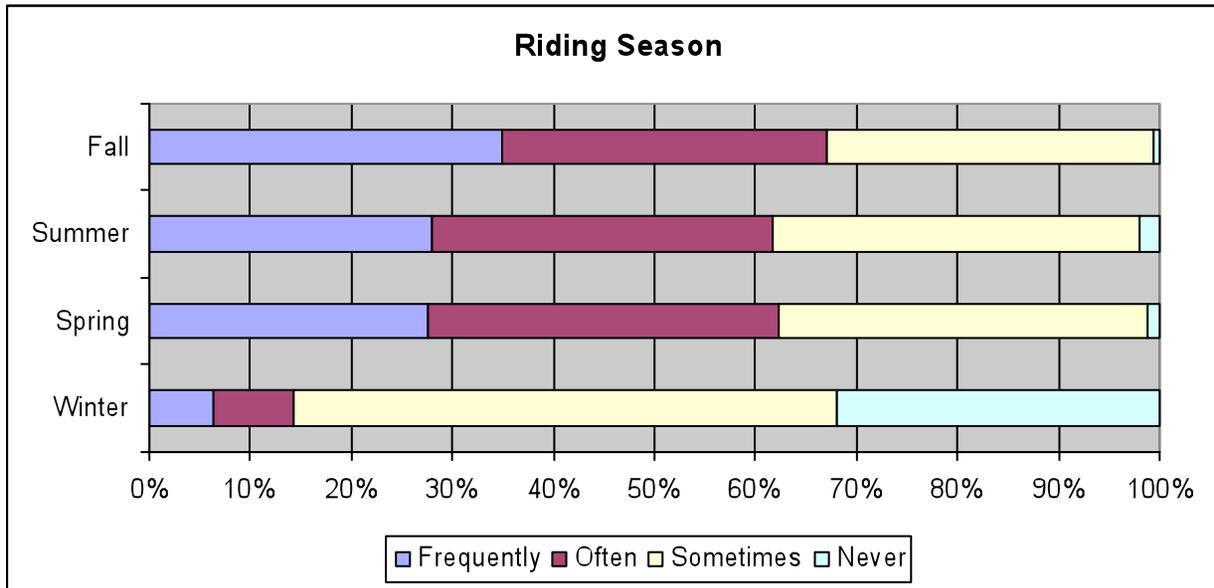


Tom Treiman
Heather Scroggins
Michele Baumer

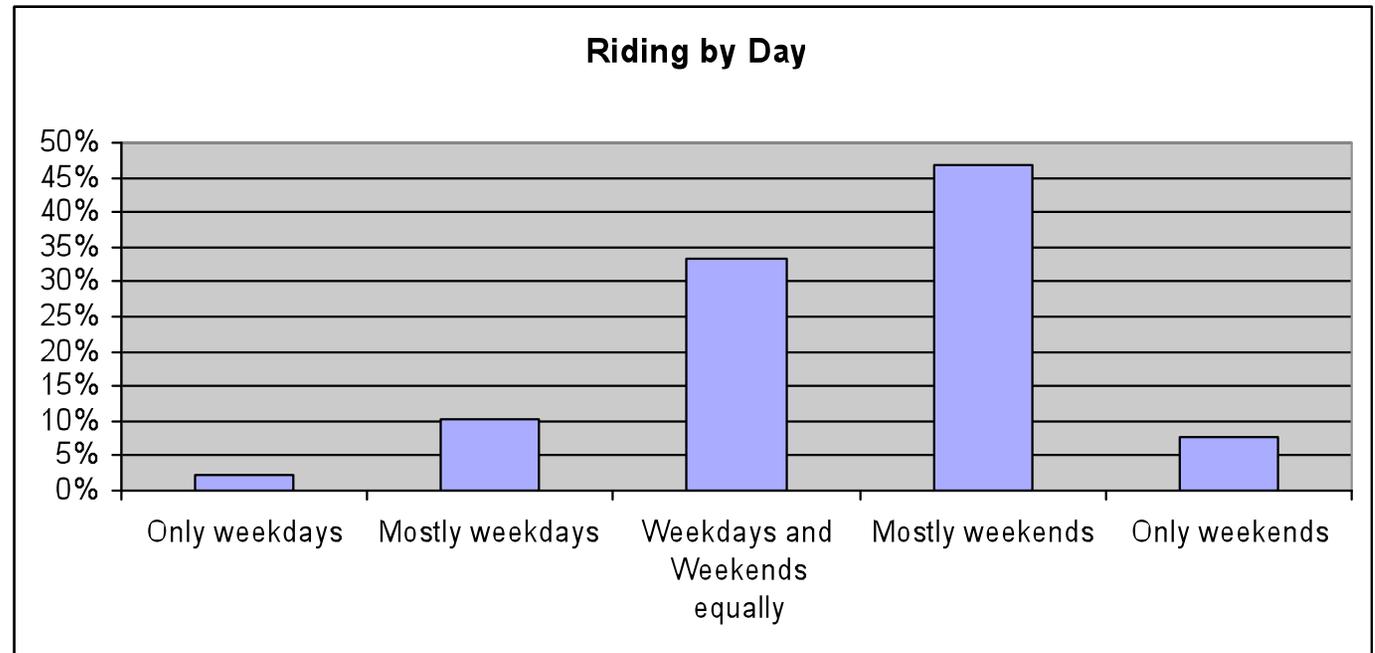
Rider Survey

- Traditional self-administered mail back questionnaire (Dillman 2000).
- Sampling frame from NASS list of property owners with horses
- Randomly drew 5,000 names
 - 1st Mailing - Feb. 2008
 - 2nd Mailing – Mar. 2008
- 48% response rate (2,286 in)

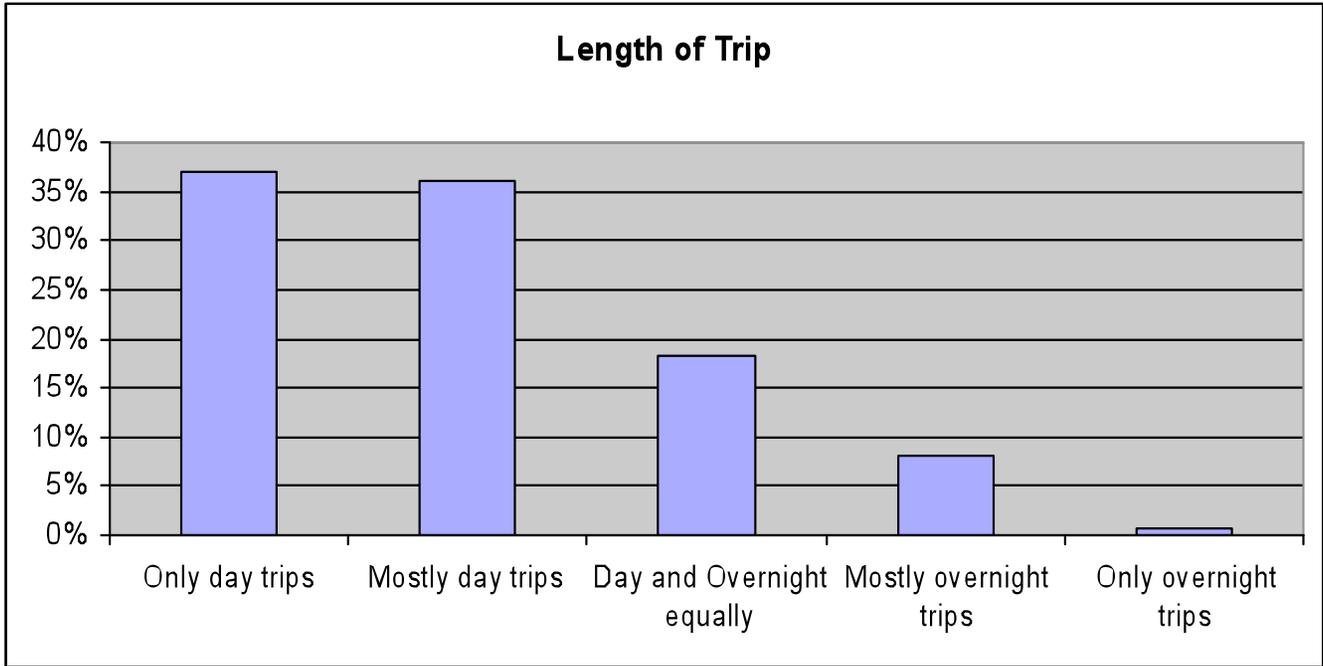
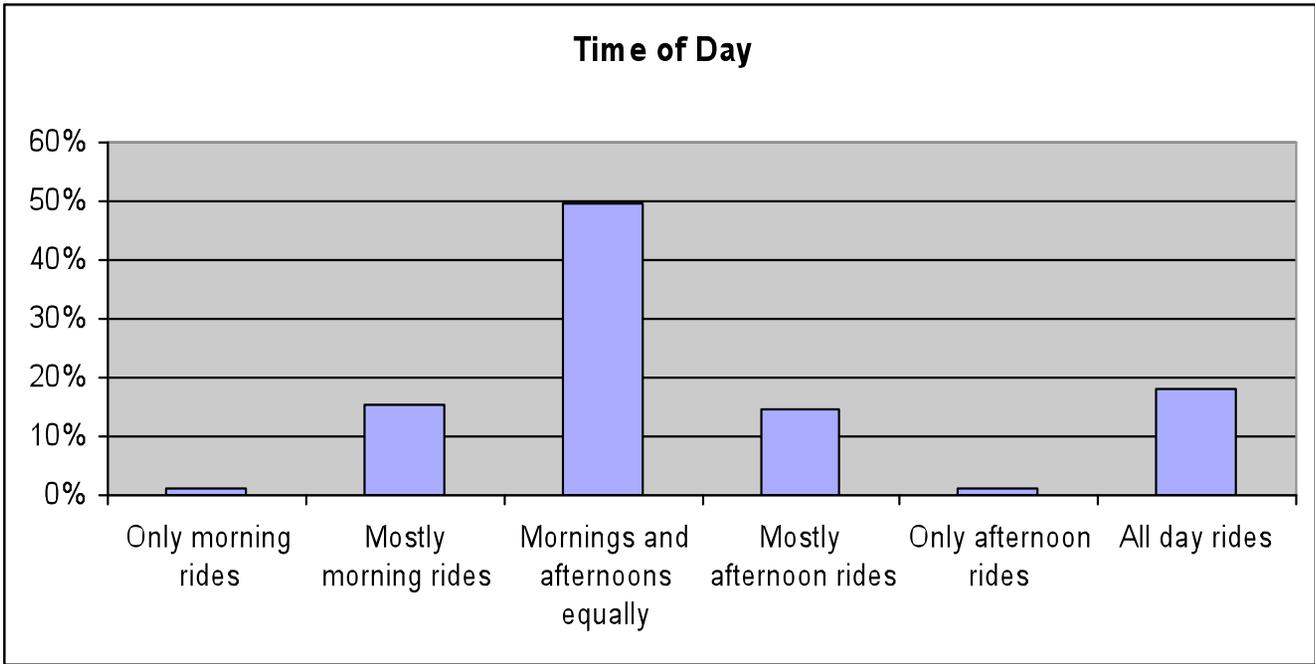


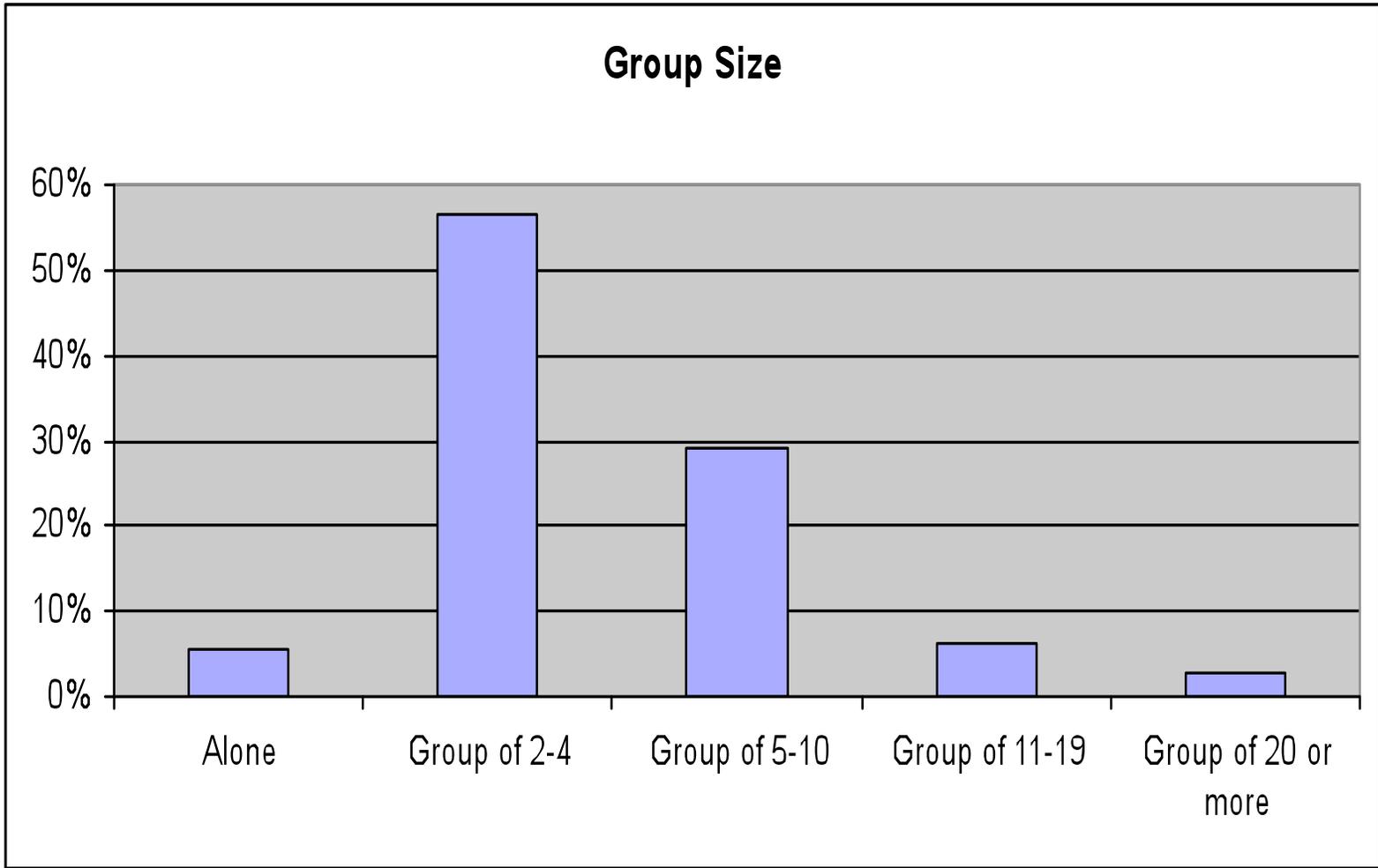


When:



When:

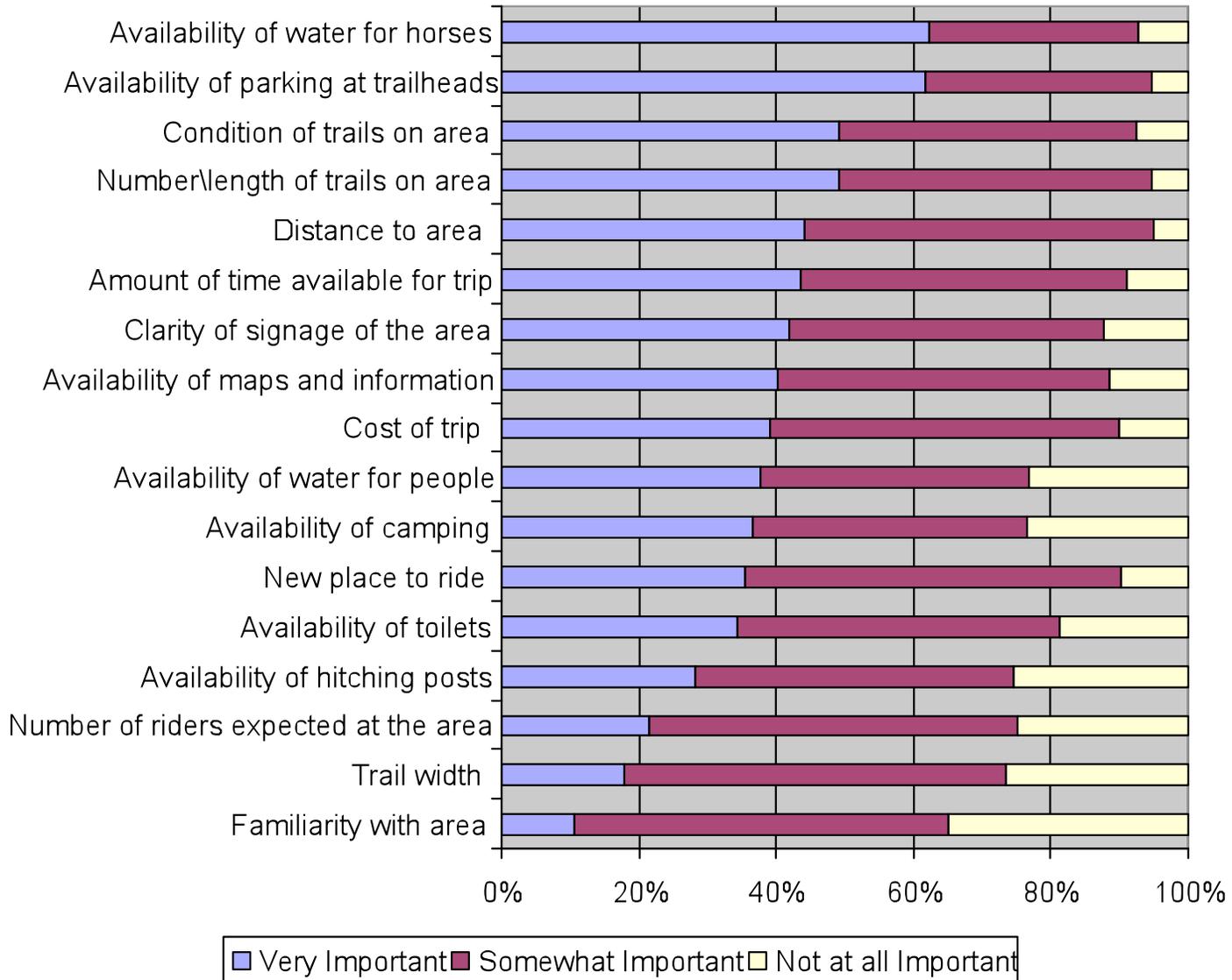




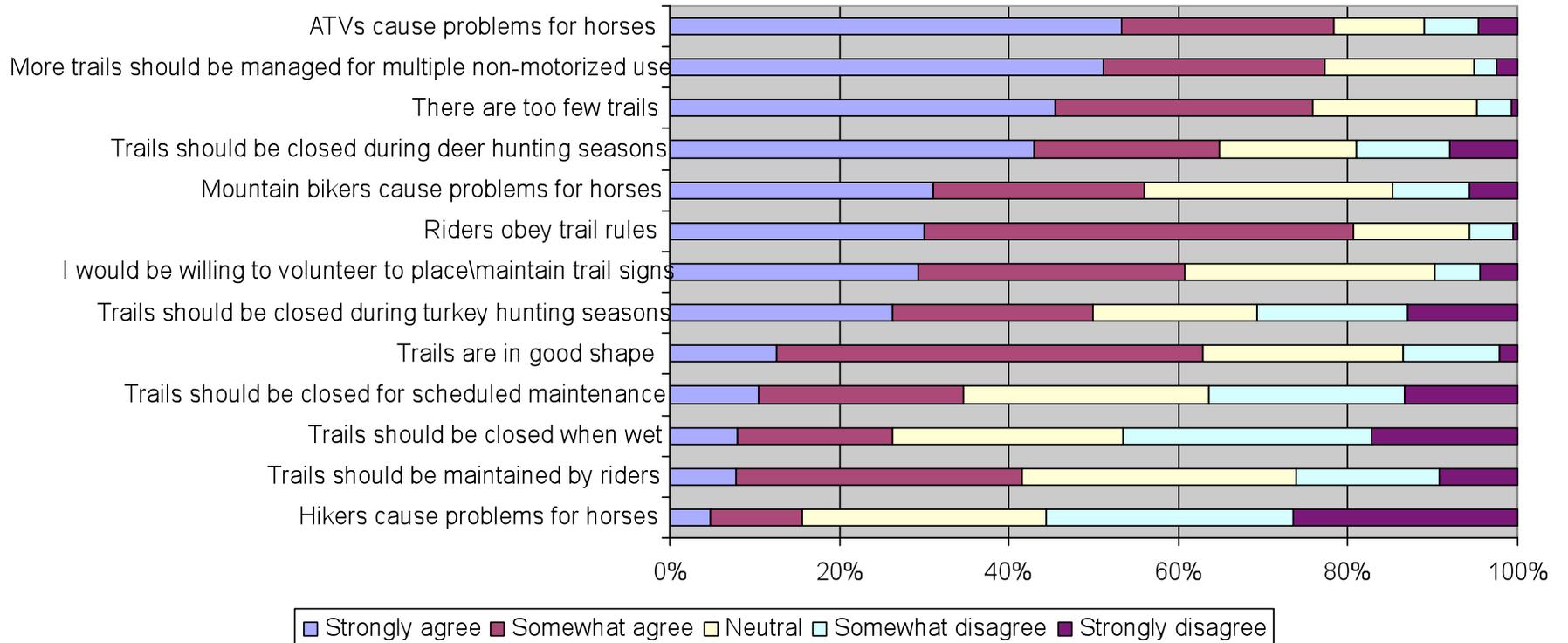
vs.



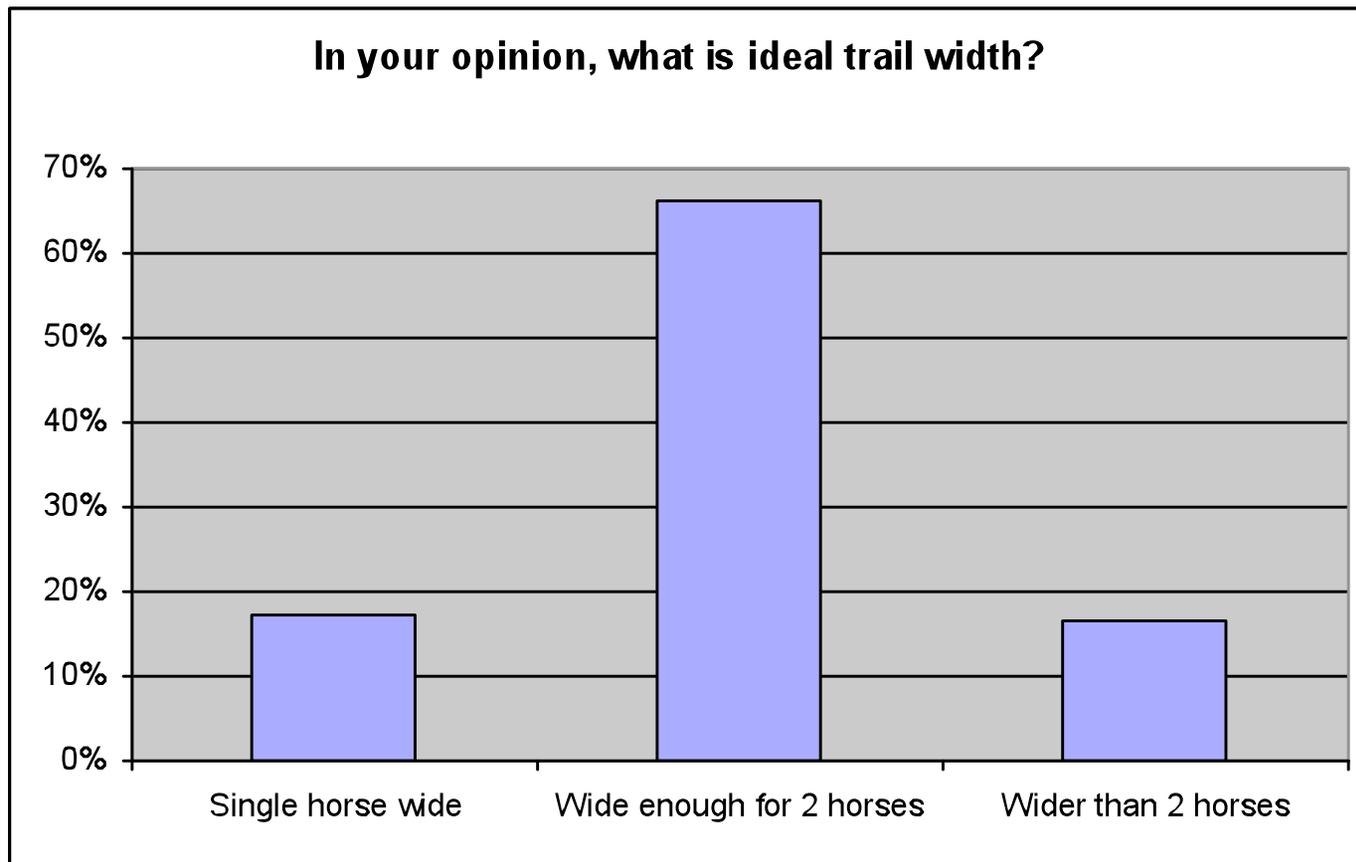
Important Area Factors



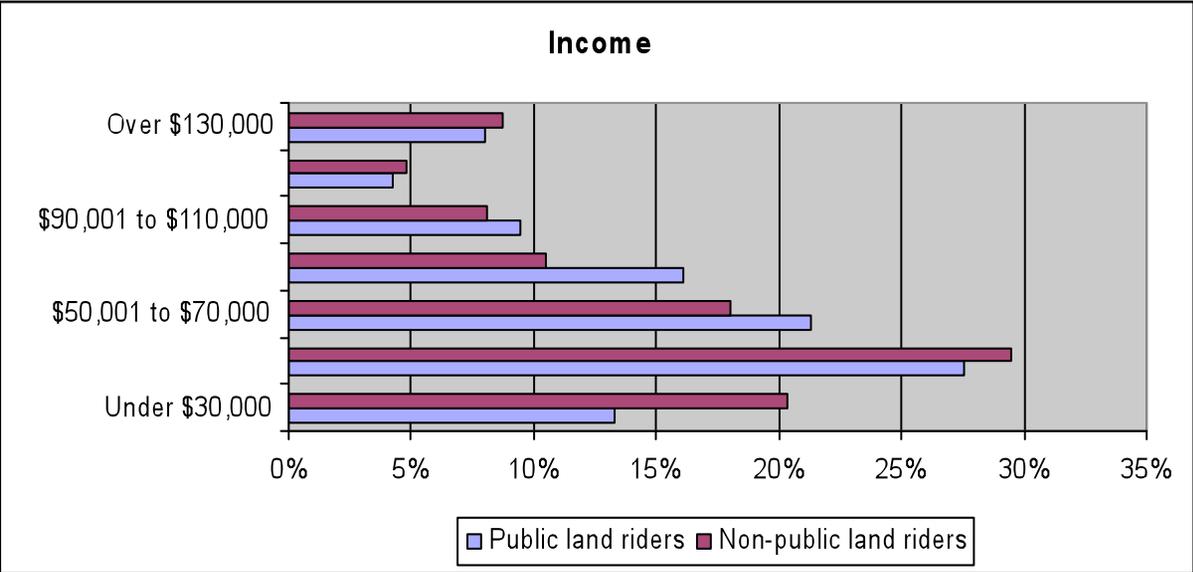
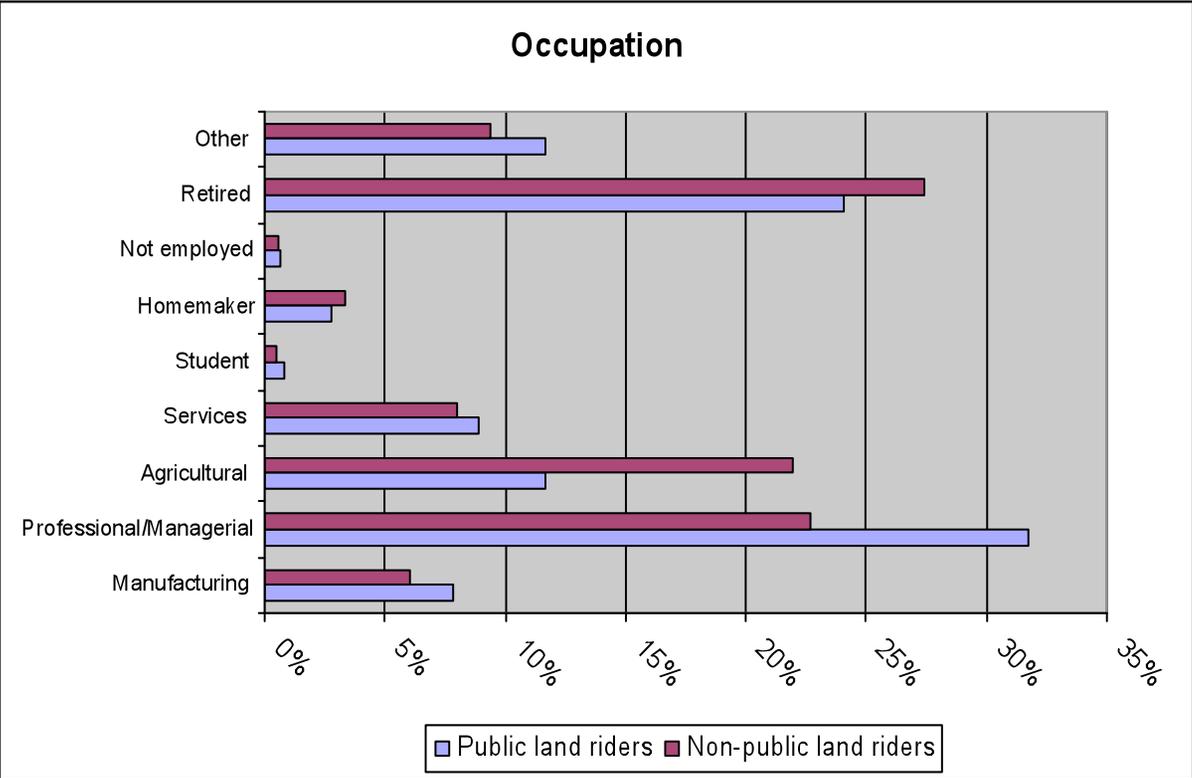
Opinions and Attitudes



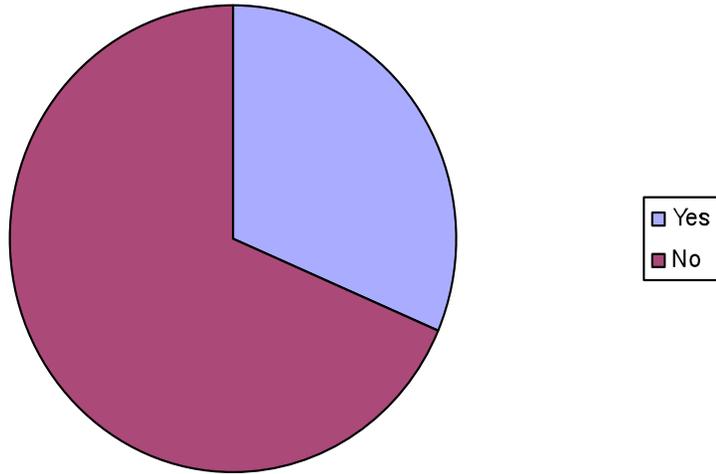
More about trails



Some Demographics

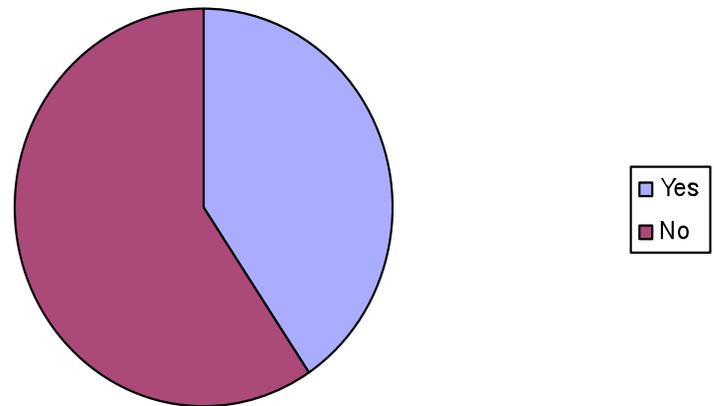


In 2007, did you participate in a commercial trail ride(s) in Missouri?

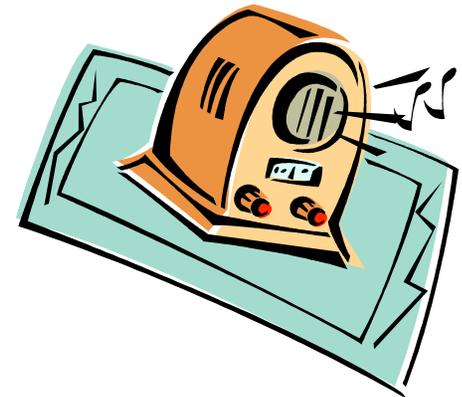
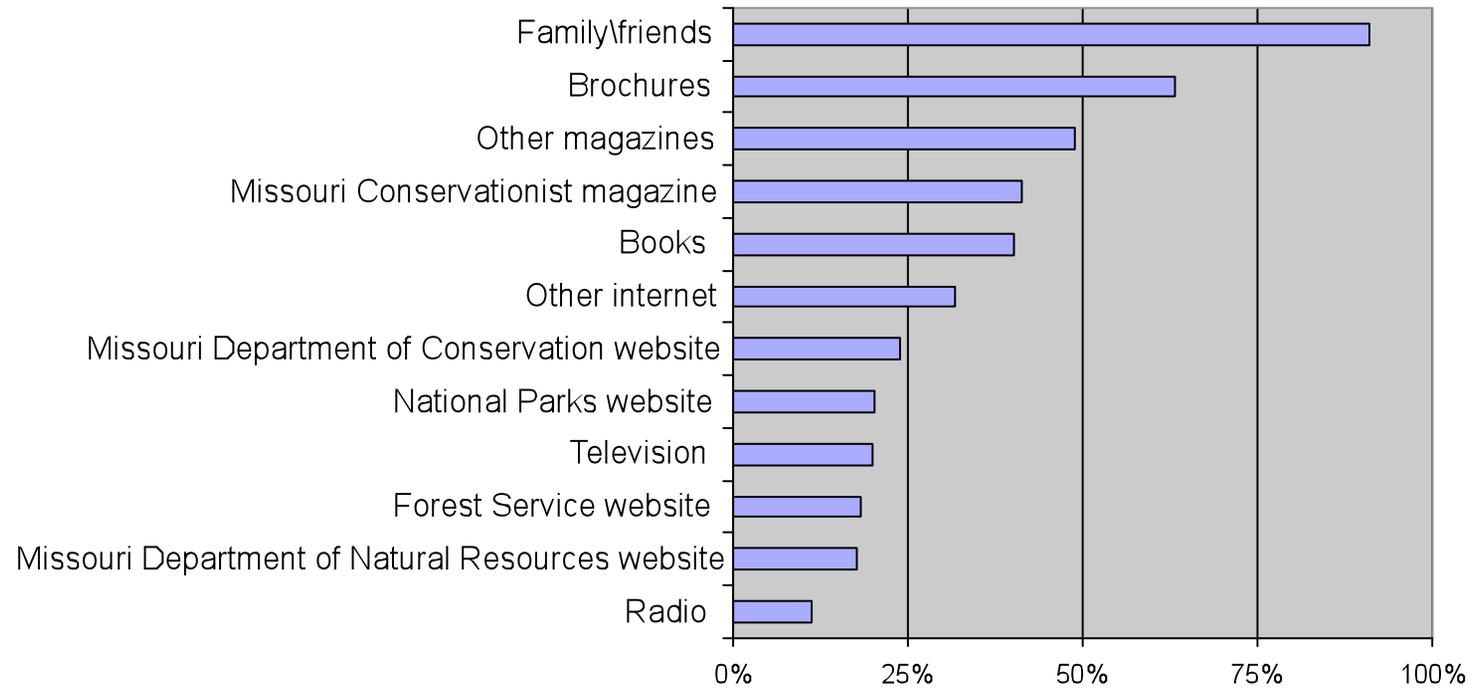


Other Characteristics

Are you a member of a saddle club or other horse group?



Information Sources



Where and how often?

1 Please enter the name of the area, trail or event you rode on the most in the past year.

Area #1 _____

2 In the past year, how many times did you ride this area? _____

3 In the past year, how many days was your average trip to this area? _____

4 In the past year, how many hours did you typically ride per day at this area? _____

5 In the past year, how much did you spend per trip to this area in each category:

Travel (gas, oil, etc.) \$ _____

Camping, motels, etc. \$ _____

Food \$ _____

Other travel expenses..... \$ _____

Horse feed..... \$ _____

Other horse expenses..... \$ _____

How much \$\$?

Trips to Missouri Public Land (2007)



Owner	Trips	Areas
City owned\run	185	3
COE	12,668	10
County owned\run	4,873	7
DNR	27,818	22
MDC	68,877	58
NPS	14,285	6
USFS	35,925	29
Other	16,713	4
Total	181,343	139

Economic Impacts

- Riders on Missouri's public lands spent an estimated total of **\$26.9** million on their rides
- Total impact of over **\$48** million,
 - supporting a total of over 600 full-time jobs
 - contributing over \$7.7 million dollars in taxes
 - including \$1.6 million in sales tax.
- Note that these numbers are for trail rides and do not include the impact of “on the farm (or stable)” expenditures.



Lost of comments



- “More trails!”
- “Don’t close trail X!!”
- “Because of gas prices, I rode less this year”
- “I didn’t ride as much as usual due to health problems”
- “We think you’re doing a great job BUT...”



Thanks in part to a grant from



Questions?

