

USDF Region 9 Membership Report

11/18/22

The USDF Membership Committee has spent most of its time the last few years, including the pandemic, developing surveys to get important learning from members. The surveys were distributed across membership tiers (Participating, Group and both combined) as well as across rider divisions (Open, Adult Amateur, JR/YR).

This report summarizes the key findings for the 2019 and 2021 surveys. There were 1,596 responses to the 2019 survey and 2,079 responses to the 2021 survey.

2019 Member Survey

- Excluding cost, what amount of time do you invest in the following educational programs?
 - Private lessons = 65%
 - Riding in clinics = 17.1%
 - Reading books/magazines = 13.1%
 - Watching online videos = 11.7%
 - Auditing clinics = 11.1%
- What do you value most in recognizing your dressage achievements?
 - Certificates, medals or trophies = 1416 responses
 - Inclusion in regional/national communications = 1363
 - Award ceremonies at regional/national events = 1357
 - Prize money = 1339
- What were the limiting factors that kept you from participating in educational events?
 - Location = 72.86%
 - Cost = 44.25%
 - Other (schedule, etc.) = 28.48%

2021 Member Survey

- Which dressage activities have you participated in this past year?
 - Competed at USEF/USDF licensed competitions = 61.9%

- Earned scores towards USDF Rider Awards = 35.5%
 - Qualified for and/or competed in GAIG/USDF Regional Championships = 27.6%
 - Earned scores towards Adequan/USDF Year-End Awards = 23.33%
 - Earned scores towards USDF Horse Performance Certificates = 13.71%
 - Earned credit towards University recognition = 10.82%
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- Which USDF resources are you familiar with?
 - Facebook = 52.19%
 - YourDressage = 34.73%
 - YouTube Channel = 19.87%
 - Instagram = 16.64%
 - Podcast = 15.15%
 - Twitter = 4.09%
 - None of the above = 32.52%
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- What about USDF is most attractive to new members? (most common responses)
 - Competition = 532 responses
 - Educational resources and opportunities = 365
 - Awards = 340
 - General resources and opportunities = 195