



Maryland Residents' Interest in Equestrian and Horse-Related Activities, 2017
Report Written for The Maryland Horse Industry Board
Institute for Governmental Service and Research
University of Maryland

In 2016-2017, the Institute for Governmental Service and Research (IGSR) conducted an online opinion survey of 1,000 Maryland residents. The survey was conducted between December of 2016 and January of 2017, and included respondents from across the state, with a broad array of demographic characteristics. Initial demographic analyses revealed that the sample appeared to be similar to characteristics of the general population of Maryland in terms of gender and race, but did not accurately reflect geographic and age categories. Statistical weighting was used to correct for those sample characteristics, and this report is the result of the analysis of the corrected set of data.

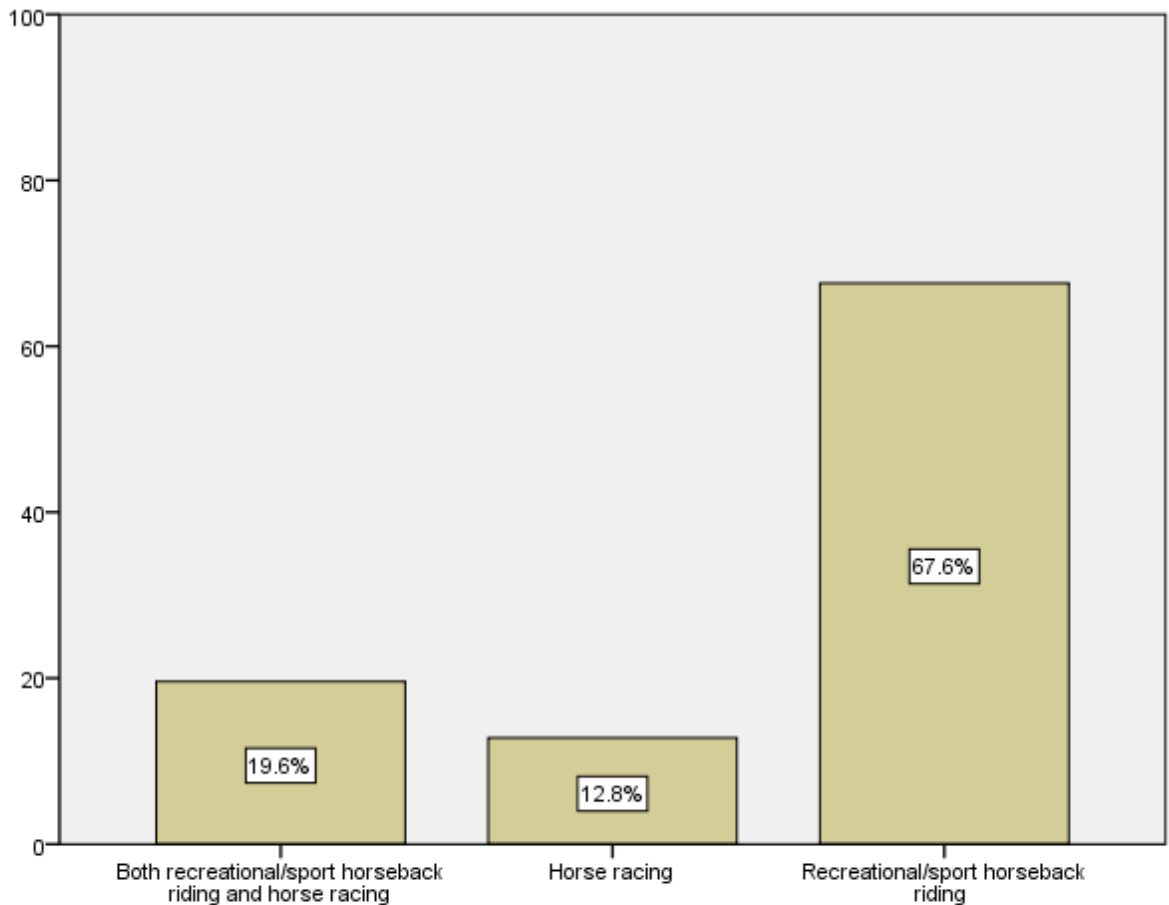
The Maryland Horse Industry Board asked IGSR to include two questions on the survey: "Have you, or anyone in your household, ever wanted to ride a horse or participate in or attend any horse-related activities or events?" (results from which are presented on pages 2-5) and "In the past 12 months have you, or anyone in your household, ever wanted to ride a horse or participate in or attend any horse-related activities or events?" (results from which are presented on pages 6-9).

Question 1: Have you, or anyone in your household, ever wanted to ride a horse or participate in or attend any horse-related activities or events?

In response to this question, **51.8%** of respondents said “yes,” while **48.2%** of respondents said “no.”

Of those who said yes, a little over two-thirds indicate an interest in recreational/sport horseback riding. Almost **20%** say that they are interested in both recreational/sport horseback riding and horse racing. Just under **13%** express an interest in horse racing alone.

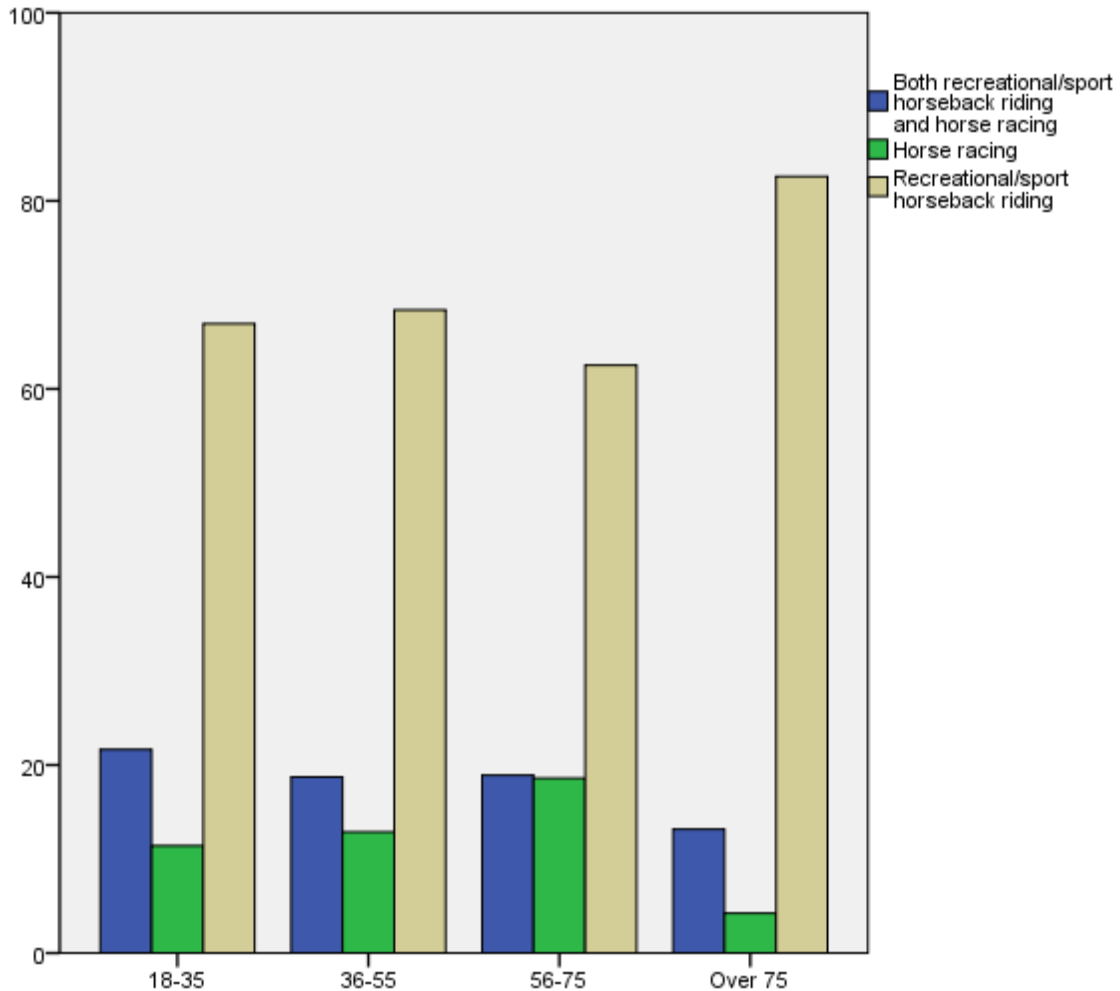
Figure 1: Interest in riding a horse or participating in horse-related activities, overall



Source: 2016-2017 IGSR Poll

Breaking the data down by age, we find that the overall pattern holds, and that respondents are most interested in recreational horseback riding, and are least interested in horse racing alone.

Figure 2: Interest in riding a horse or participating in horse-related activities, by age

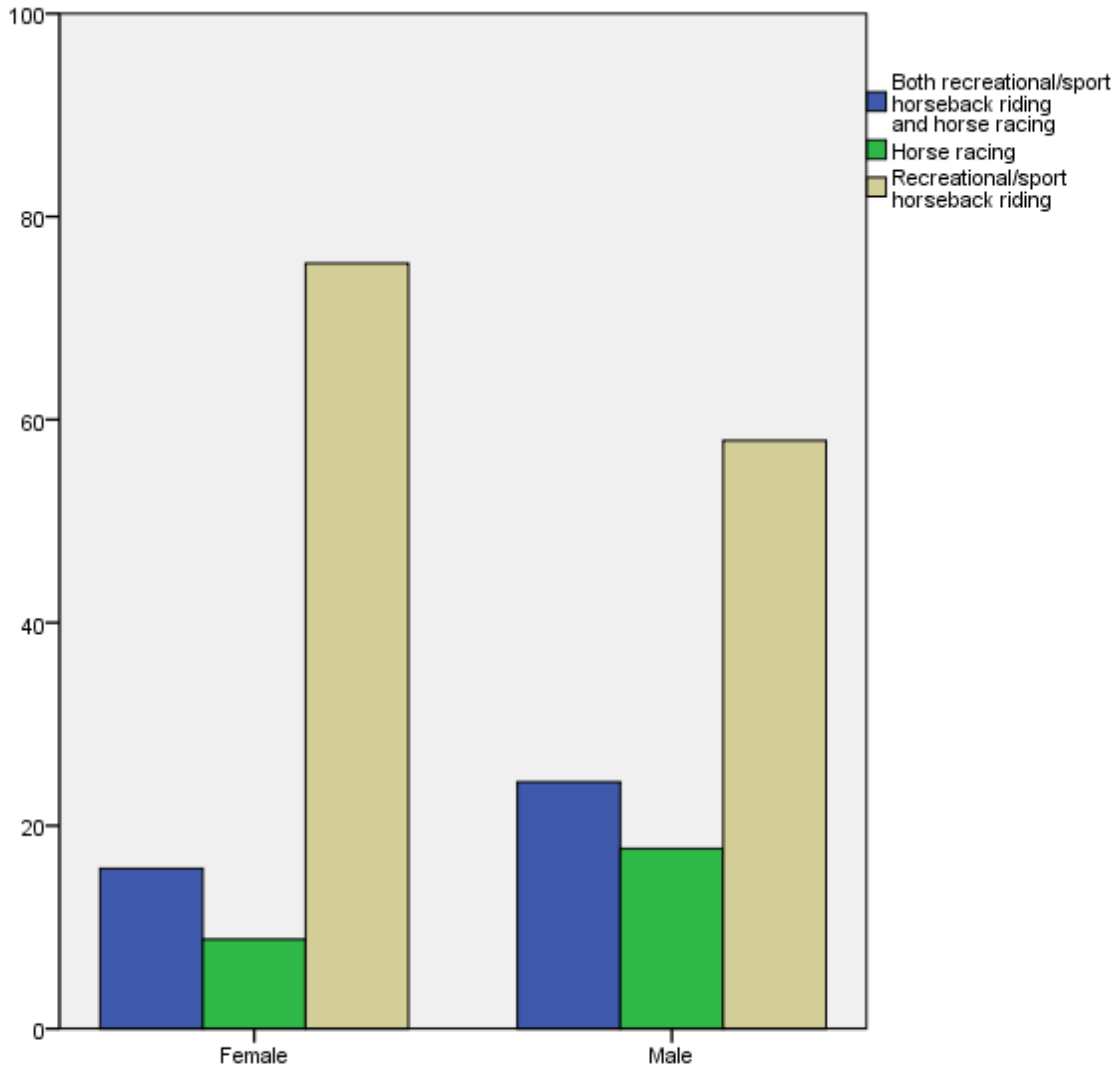


Source: 2016-2017 IGSR Poll

The figure above shows the strongest interest in recreational and sport horseback riding comes from the over 75 age group at just above 82%. The strongest interest in both recreational/sport horseback riding and horse racing comes from the youngest age group at almost 22%. Almost 19% of Marylanders 56-75 are interested in horse racing alone, which is the strongest response of the four age groups.

Breaking the data down by gender, we find that the overall pattern holds, and that respondents are most interested in recreational horseback riding, and are least interested in horse racing alone.

Figure 3: Interest in riding a horse or participating in horse-related activities, by gender

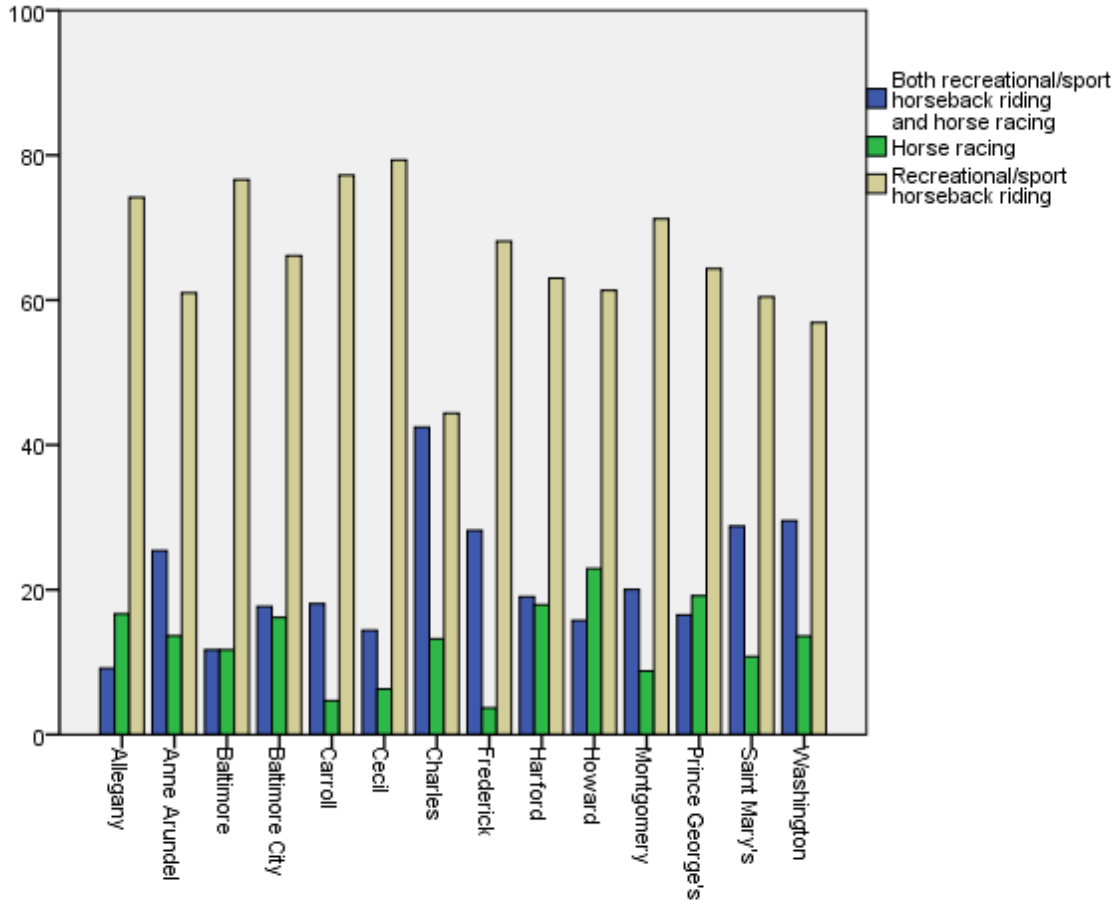


Source: 2016-2017 IGSR Poll

The figure above shows that just over 75% of Maryland women and almost 58% of Maryland men are interested in recreational/sport horseback riding. Women are also markedly less interested in horse racing than are men.

Breaking the data down by county, we find that the overall pattern holds, and that respondents in all parts of the state are most interested in recreational/sport horseback riding.

Figure 4: Interest in riding a horse or participating in horse-related activities, by county



Source: 2016-2017 IGSR Poll

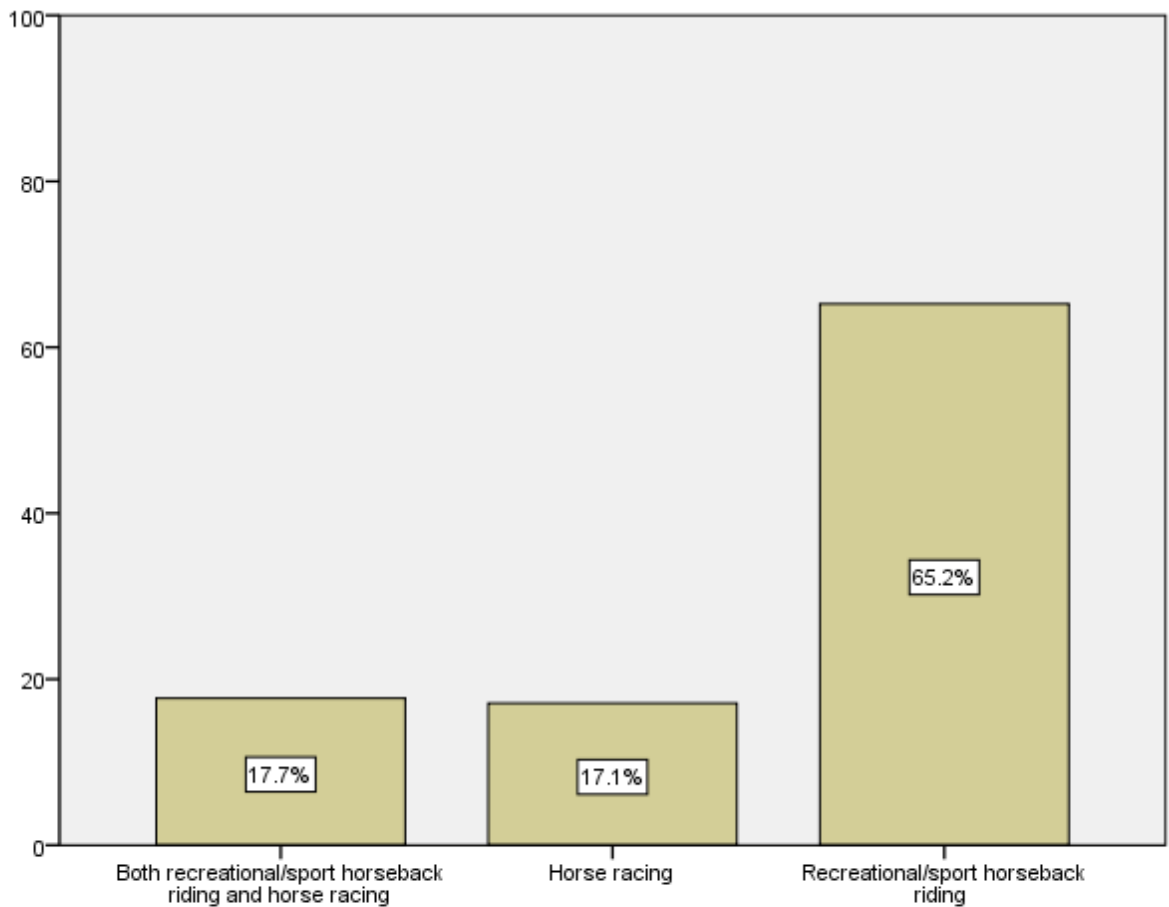
Counties with the most interest in horse racing include Allegany, Anne Arundel, Baltimore City, Charles, Harford, Howard, and Prince George's. Counties with the least interest in horse racing include Carroll, Cecil, Frederick and Montgomery. Note that only counties with a sufficient number of responses to provide county-level estimates are included.

Question 2: In the past 12 months have you, or anyone in your household, ever wanted to ride a horse or participate in or attend any horse-related activities or events?

In response to this question, **41.9%** of respondents said “yes,” while **58.2%** of respondents said “no.”

Of those who said yes, almost two-thirds indicate an interest in recreational/sport horseback riding. Almost **18%** say that they were interested in both recreational/sport horseback riding and horse racing. A little over **17%** express an interest in horse racing alone.

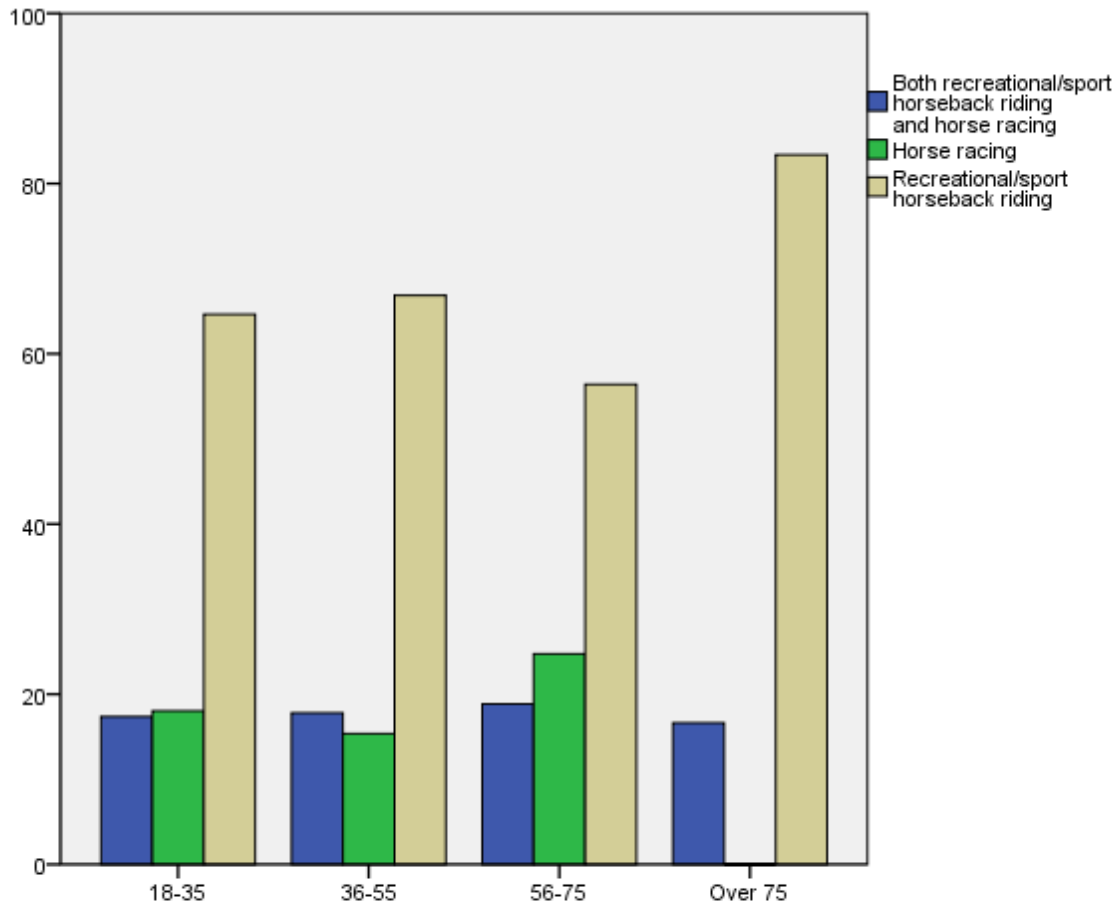
Figure 5: Interest in riding a horse or participating in horse-related activities in the last year, overall



Source: 2016-2017 IGSR Poll

Breaking the data down by age, we find that the overall pattern mostly holds, and that respondents were most interested in recreational horseback riding.

Figure 6: Interest in riding a horse or participating in horse-related activities in the last year, by age

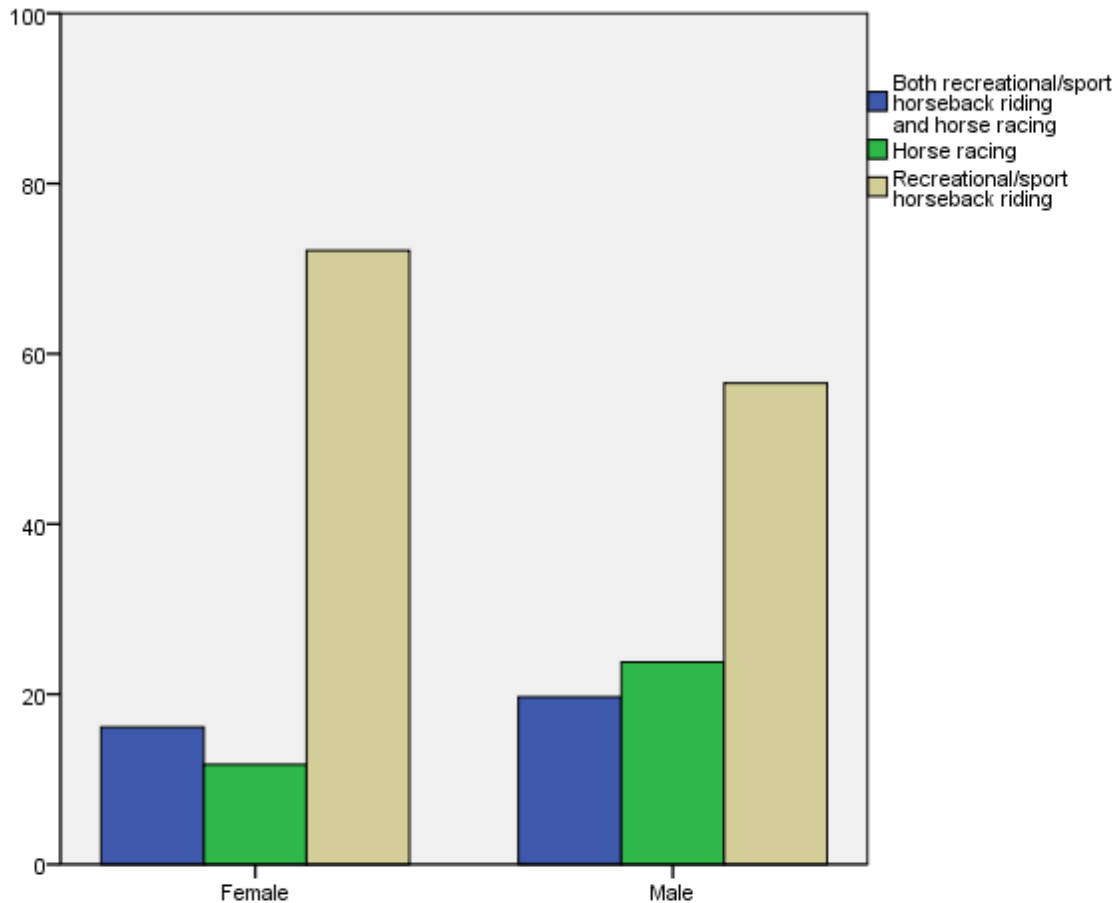


Source: 2016-2017 IGSR Poll

The figure above shows the strongest interest in recreational and sport horseback riding in the past year comes from the over 75 age group at just above 83%. The strongest interest in horse racing alone and both recreational/sport horseback riding and horse racing comes from the 56-75 age group at almost 25% and 19% respectively.

Breaking the data down by gender, we find that the overall pattern holds, and that respondents were most interested in recreational horseback riding.

Figure 7: Interest in riding a horse or participating in horse-related activities in the last year, by gender

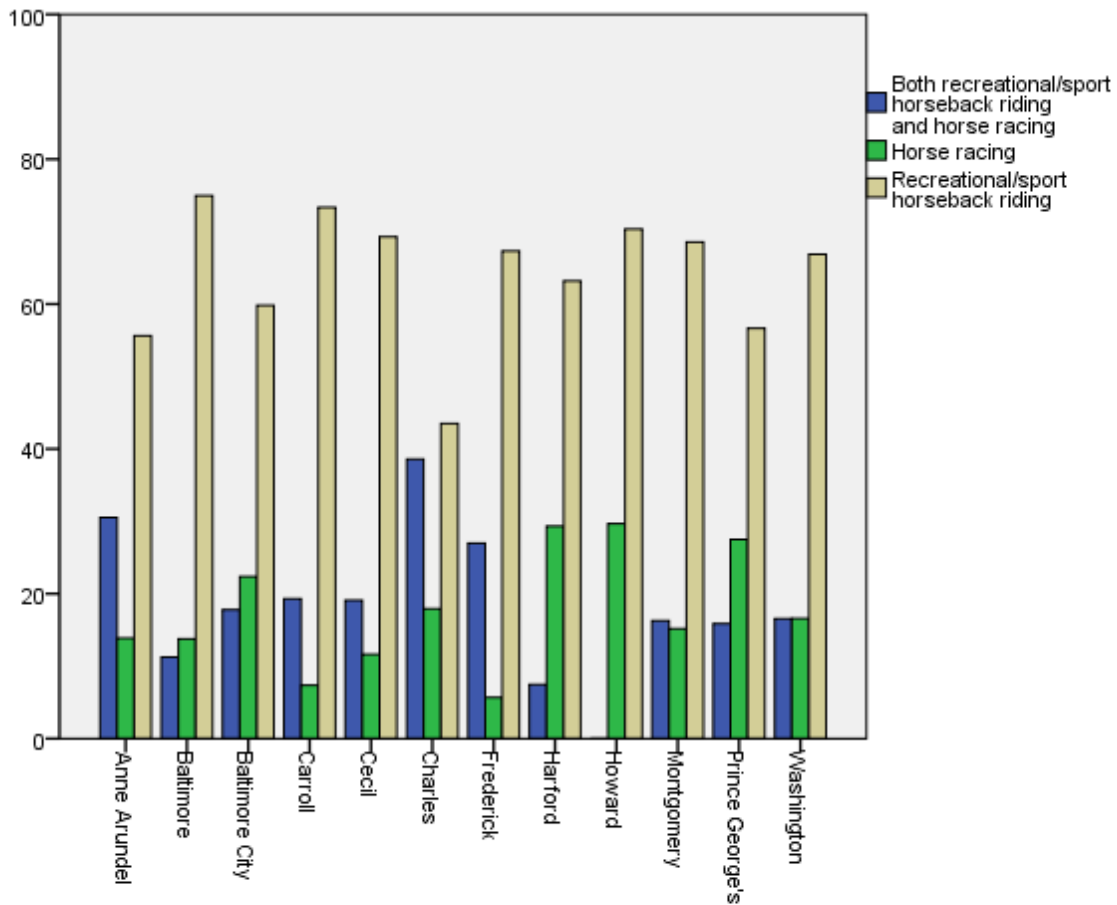


Source: 2016-2017 IGSR Poll

The figure above shows that just over 72% of Maryland women and almost 57% of Maryland men were interested in recreational/sport horseback riding in the last year. Again, women were much more interested than men in recreational/sport horseback riding, and men were much more interested than women in horse racing.

Breaking the data down by county, we find that the overall pattern holds, and that respondents were most interested in recreational/sport horseback riding.

Figure 8: Interest in riding a horse or participating in horse-related activities in the last year, by county



Source: 2016-2017 IGSR Poll

Counties with the most interest in horse racing include Anne Arundel, Baltimore City, Charles, Harford, Howard, and Prince George's. Counties with the least interest in horse racing include Carroll, Cecil, and Frederick. Note that only counties with a sufficient number of responses to provide county-level estimates are included.

Summary

When asked if a household member has ever wanted to ride a horse or participate in horse related activities, most (**51.8%**) Marylanders answer in the affirmative. **87.2%** state that they have had an interest in recreational/sport horseback riding (combining both those who say that recreational/sport riding is their only interest with those who include it among their interests). **32.4%** state that they have had an interest in horse racing (combining both those who say that horse racing is their only interest with those who include it among their interests).

When asked about their interests in the past 12 months, less than half of respondents (**41.9%**) answer in the affirmative. However, among those who express an interest, results are similar to the data reported in the paragraph above. Over 80% report an interest in recreational/sport horseback riding, and roughly one-third report some level of interest in horse racing.

Analyses broken down by age and gender for both questions showed no overarching patterns across age groups, but did show more interest in recreational/sport horseback riding and less interest horse racing among women.

Organizing data by county shows broad interest in recreational/sport horseback riding both at any time and in the last 12 months. Interest in horse racing, however, varied quite a bit; most interest was expressed by respondents in Allegany, Anne Arundel, Baltimore City, Charles, Harford, Howard, and Prince George's counties.