

**Kentucky Equine Survey  
Horse Event Attendance Survey**

This survey is being conducted as part of the Kentucky Equine Survey in order to measure the impact of the equine industry in Kentucky. The study is sponsored by the University of Kentucky, the Kentucky Horse Council, Kentucky Agricultural Development Fund, and numerous industry donors. Participation is voluntary, but your cooperation will be extremely valuable to the future success and sustainability of the industry. The survey should take approximately 10 minutes to complete. **All information that you provide will be kept confidential.** Thank you for your participation.

1. I participated in this event as:

- |   |  |
|---|--|
| <input type="checkbox"/> Spectator                    | <input type="checkbox"/> Paid Staff/Management |
| <input type="checkbox"/> Horse Rider or Owner         | <input type="checkbox"/> Volunteer Staff       |
| <input type="checkbox"/> Other (Please Specify) _____ |  |

2. What is your five digit home zip code? \_\_\_\_\_

3. Did you travel to this area specifically for this event?       Yes  No

4. How many people, including yourself, are in your immediate travel party? \_\_\_\_\_

5. If you are not a local resident, how many days will you stay:

a. in the local area (defined as the area within 15 miles of the event)? \_\_\_\_\_

b. outside the local area? \_\_\_\_\_

6. Age group:

- |  |  |
|--|--|
| <input type="checkbox"/> 18-24 years old | <input type="checkbox"/> 45-64 years old       |
| <input type="checkbox"/> 25-44 years old | <input type="checkbox"/> 65 years old or older |

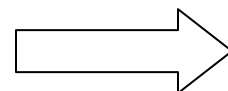
7. Education Level:

- |   |   |
|---|---|
| <input type="checkbox"/> Some high school or less     | <input type="checkbox"/> Bachelor's degree                |
| <input type="checkbox"/> High school graduate         | <input type="checkbox"/> Some graduate or graduate degree |
| <input type="checkbox"/> Some college or trade school |   |

8. Gender:

- Male       Female

*Please turn survey over  
and complete the other side!*



9. Thinking about what you've spent so far and what you think you'll spend for the rest of your visit, what are **your travel party's total expected expenses** for this trip for the following categories? (Please count all spending by cash, checks, credit, or debit card. If you don't know for sure, give your best estimate rather than leaving it blank.)

<b>Category 1</b>	<b>(1) At this event</b>	<b>(2) In the local area (w/in 15 miles of event) but outside the event</b>	<b>(3) In KY but outside the local area on the way to and from this event</b>
a. Spectator admission fees, parking, and program	\$	\$	\$
b. Food and drink	\$	\$	\$
c. Lodging (hotels, motels, campsites)	\$	\$	\$
d. Entertainment	\$	\$	\$
e. Gifts, souvenirs, clothing, etc	\$	\$	\$
f. Travel (gas, tolls, fares)	\$	\$	\$
g. Car rental	\$	\$	\$
h. Other (please describe _____)	\$	\$	\$

***Horse event participant (rider, trainer, owner) only:***

10. Did you pay someone to transport your horse(s) to or from this event?  Yes  No
- a. If yes, how much did it cost? \$\_\_\_\_\_
- b. Is the company located in Kentucky?
- Yes  No
- c. If the company is located in Kentucky, is it located in the local area (within 15 miles of the event)?
- Yes  No

<b>Category 2</b>	<b>(1) At this event</b>	<b>(2) In the local area (w/in 15 miles of event) but outside the event</b>	<b>(3) In KY but outside the local area on the way to and from this event</b>
a. Entry, registration, showing fees	\$	\$	\$
b. Stall or boarding fees	\$	\$	\$
c. Feed and bedding	\$	\$	\$
d. Horse care services (e.g. farrier, vet, grooming)	\$	\$	\$
e. Tack and horse supplies	\$	\$	\$
f. Other horse related expenses Please describe _____	\$	\$	\$

***Thank you for taking the time to complete this survey!!!***