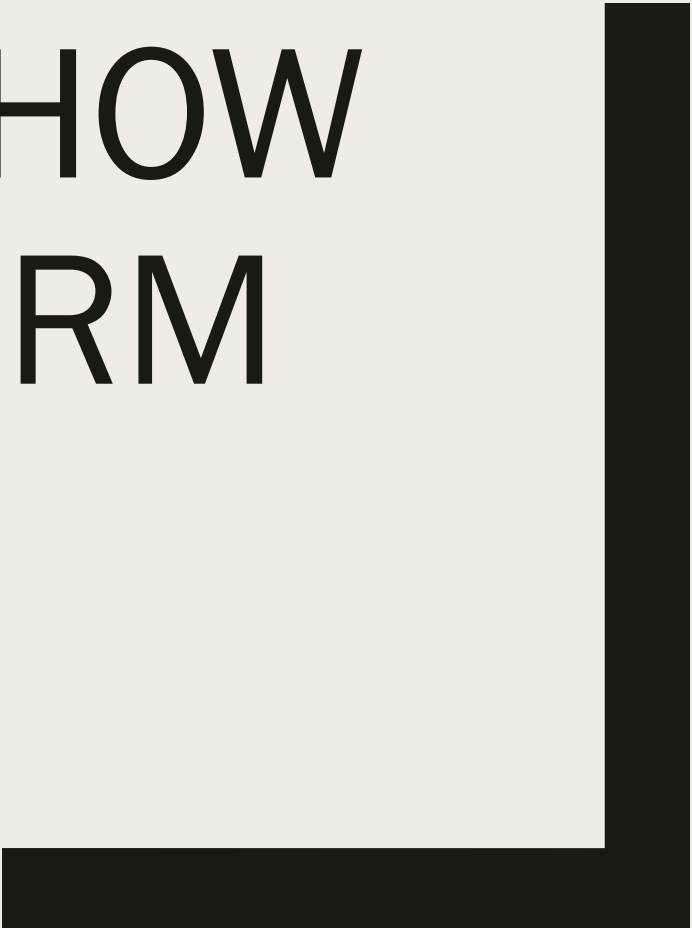




UHJA HORSE SHOW FEEDBACK FORM INSIGHTS

JULY 2025



Response Rate

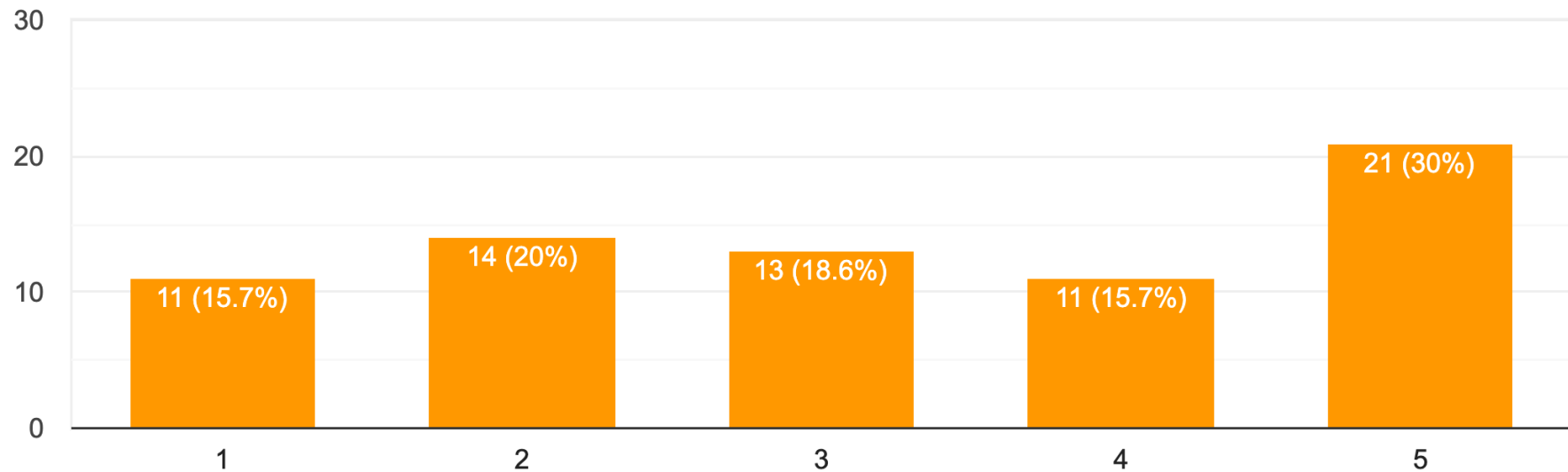
- 70 responses
- Form went live on Wednesday, 6/25/25

How likely are you to attend a UHJA show in the 2025 season?

1 – highly unlikely; 5 – very likely

On a scale of 1-5, how likely are you to attend local UHJA shows this 2025 season?

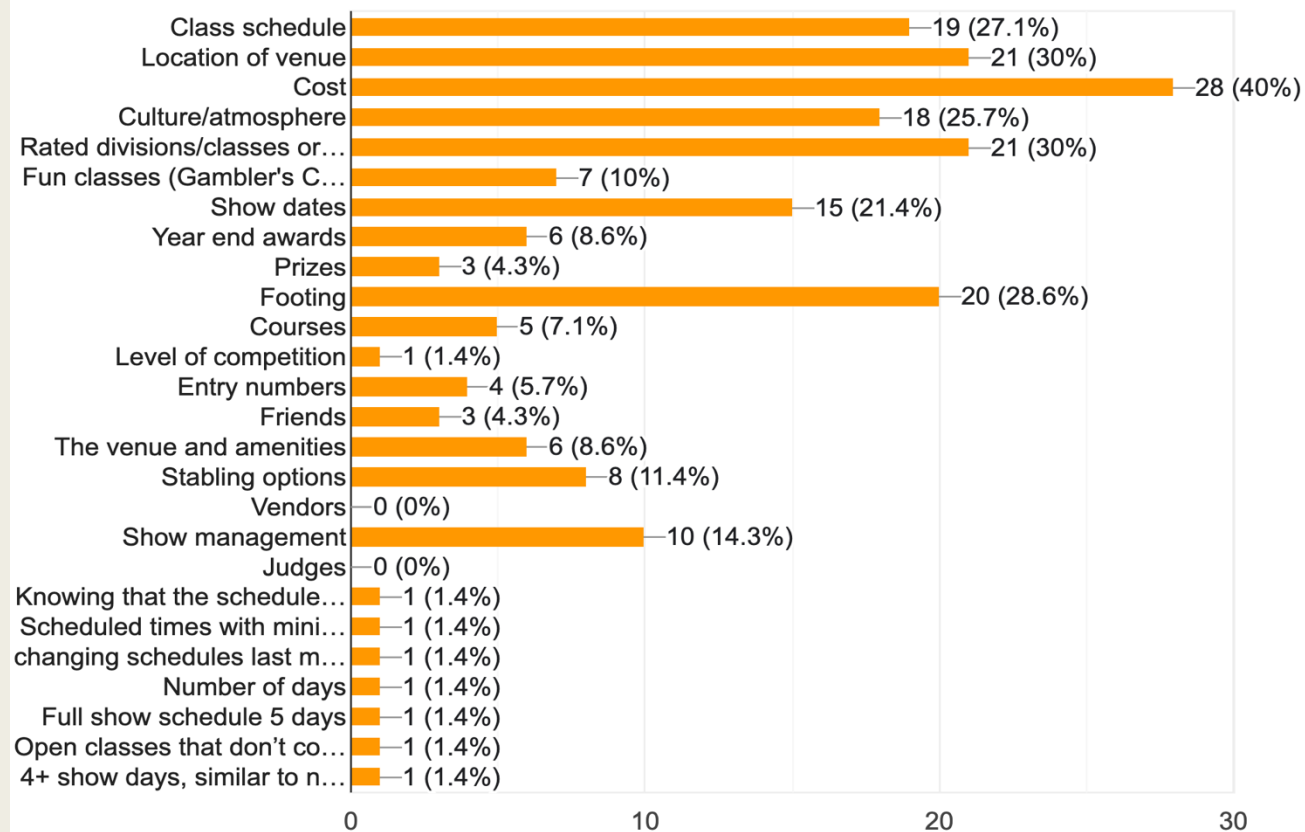
70 responses



Most important factors when choosing a horse show to attend:

What are the most important factors to you when picking a horse show to attend? Please select up to three factors.

70 responses

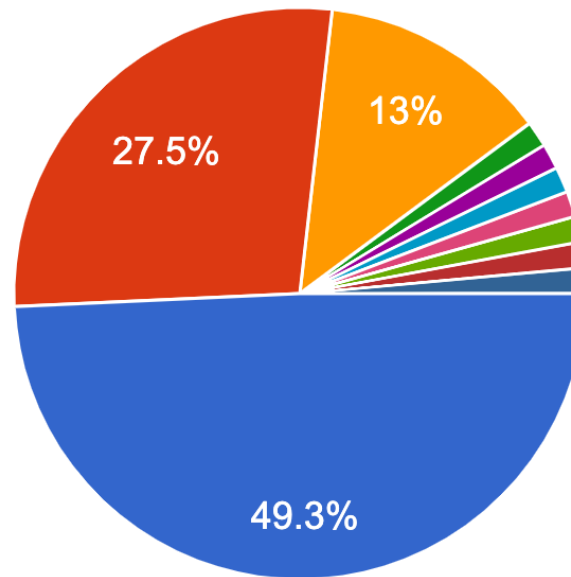


1. Cost
2. Location of venue & rated divisions/classes
3. Footing
4. Class schedule
5. Culture/atmosphere

Two/Three Day Model Feedback

We have started implementing a two to three day model for our shows in 2025. What has been your opinion?

69 responses

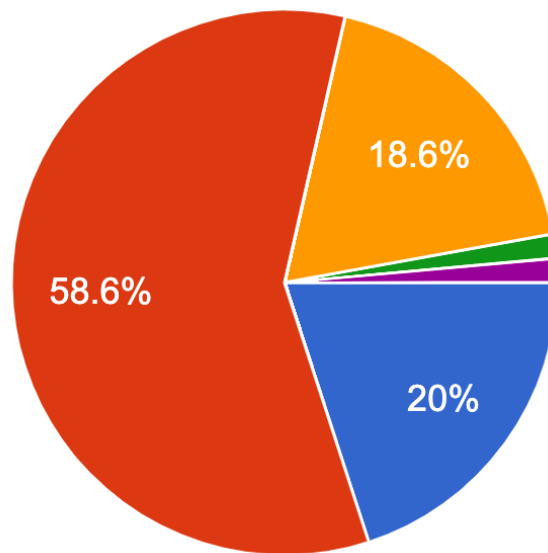


- I love this new model and schedule!
- I think it has potential, but could use s...
- I dislike this model and wish for more...
- I love the multiple day show. I would li...
- I haven't been able to go to any show...
- I haven't seen it
- Have not experienced this
- I'm not experienced enough to have a...

Cost Feedback

Please choose the statement that best describes how you feel about the cost of UHJA shows relative to other shows you attend.

70 responses



- UHJA shows are relatively inexpensive for what I would expect to pay for this...
- UHJA shows are priced right at the amount I would expect to pay for this t...
- UHJA shows are more expensive than I would expect to pay for this type of sh...
- I feel like my show bills are pretty accurate for what I would to expect to...
- Too expensive for the experience provided

What do people like about UHJA shows? (free response; top 5 themes)

1. **Locality / Convenience (High Frequency)**
2. **Friendly, Low-Pressure Atmosphere (High Frequency)**
3. **Learning & Development Opportunities (Medium-High Frequency)**
4. **Prizes, Courses, and Ring Radar (Medium Frequency)**
5. **Community & People (Medium Frequency)**

Areas for improvement to keep people coming back or encourage attendance (free response; top 5 themes)

1. **Scheduling & Timeliness (Very High Frequency)**
2. **Footing & Facilities (High Frequency)**
3. **Class Structure, Options, & Format (Medium-High Frequency)**
4. **Cost vs Value (Medium Frequency)**
5. **Communication & Transparency (Medium Frequency)**