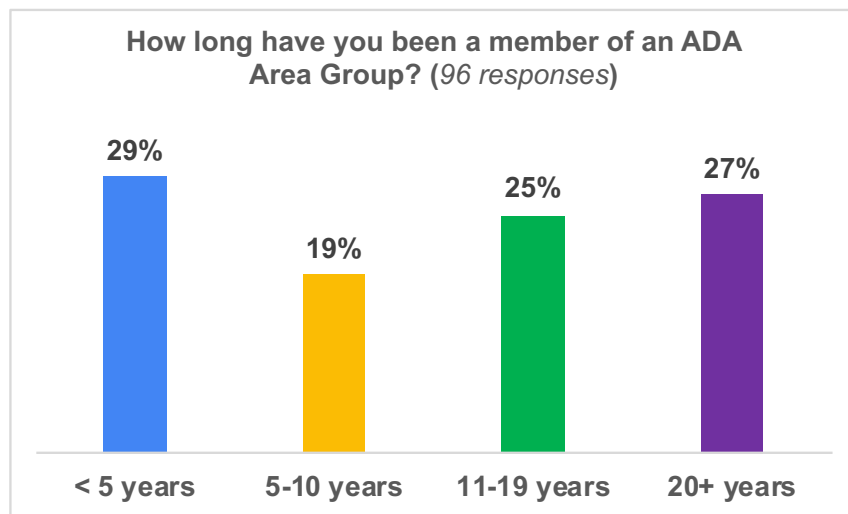


## Alberta Dressage Association 2020 Benchmark Survey

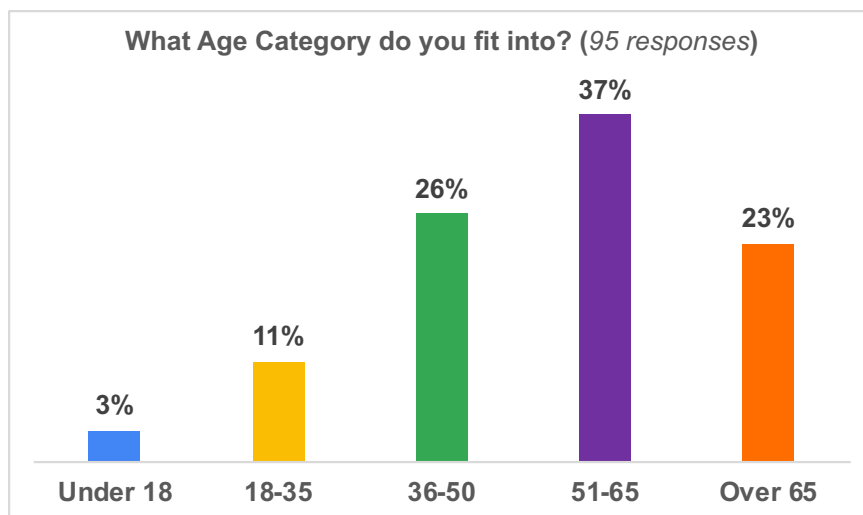
In June/July of 2020 the Alberta Dressage Association (ADA) surveyed its membership to assist the ADA Executive team with future planning to best provide for the members of ADA. Members were invited to voluntarily respond to an online survey to provide some information about themselves and their involvement with dressage. Of the 260 ADA members contacted, ninety-six (96) submitted survey responses (37%).

### Demographics

While almost a third of respondents indicate being relatively new members (less than 5 years), over half have been members of ADA for more than ten years.

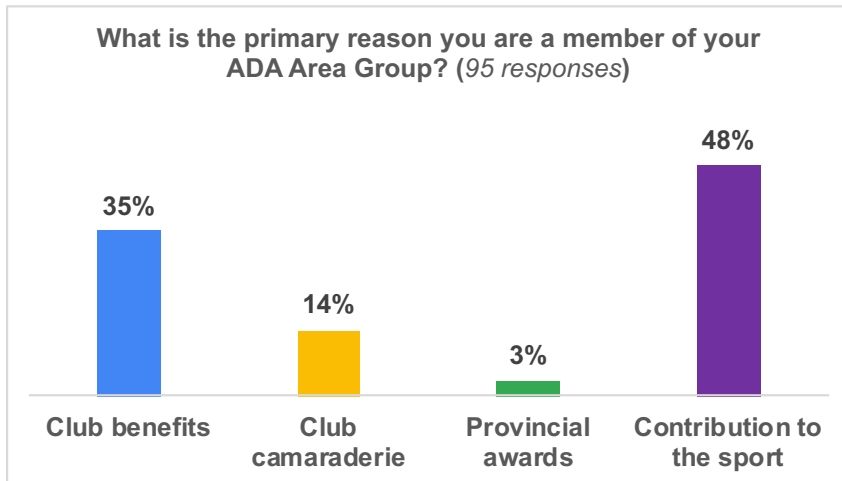


Additionally, the survey results indicate (unsurprisingly) that a significant majority of dressage participants are adults over the age of 35.



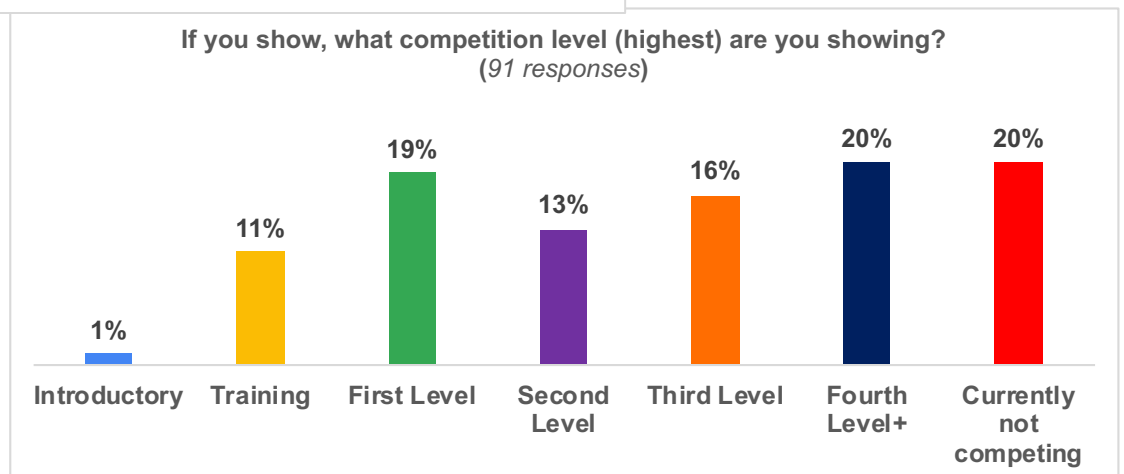
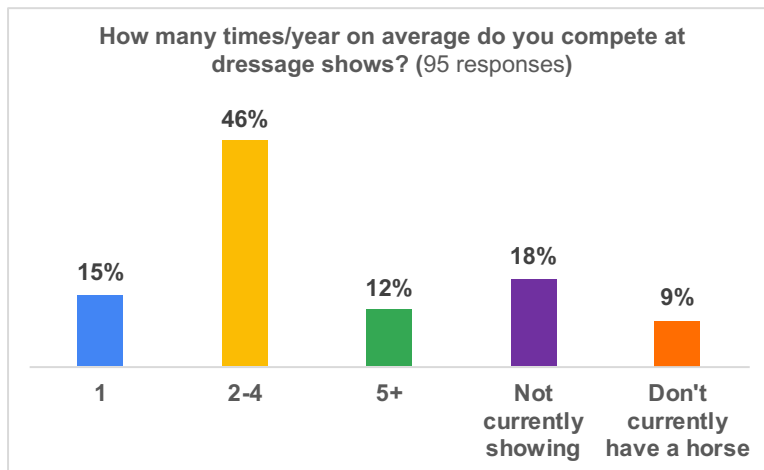
### Area Group Membership

While there are certainly many reasons why someone joins an ADA Area Group, respondents were asked to identify their primary reason for membership in an ADA Area Group.

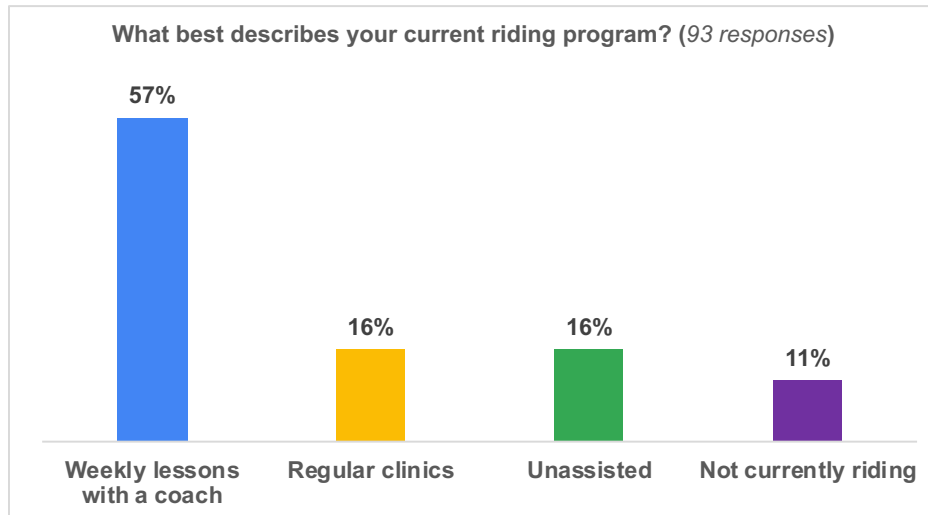


### Competition and Training

Three-quarters of respondents reported being active in dressage competition at all levels.

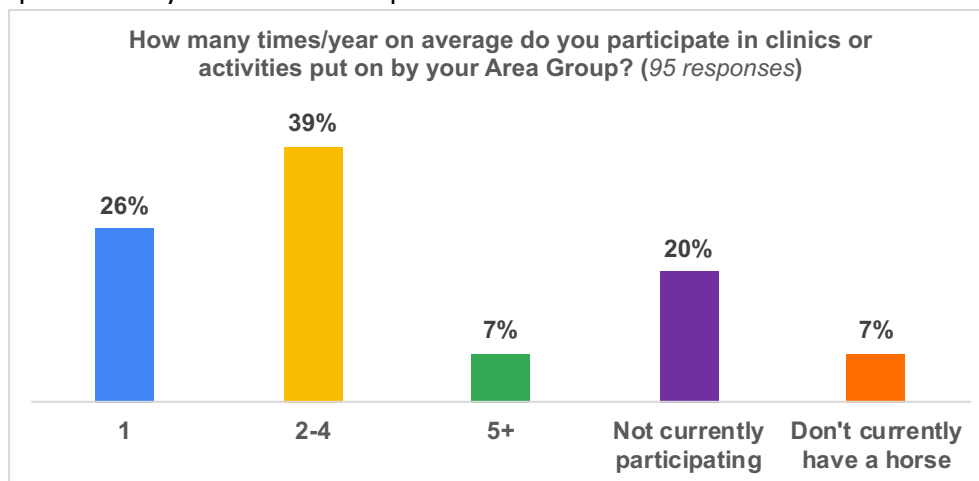


And, well-over half report being actively engaged in regular training, either with a coach or via regular clinic attendance.

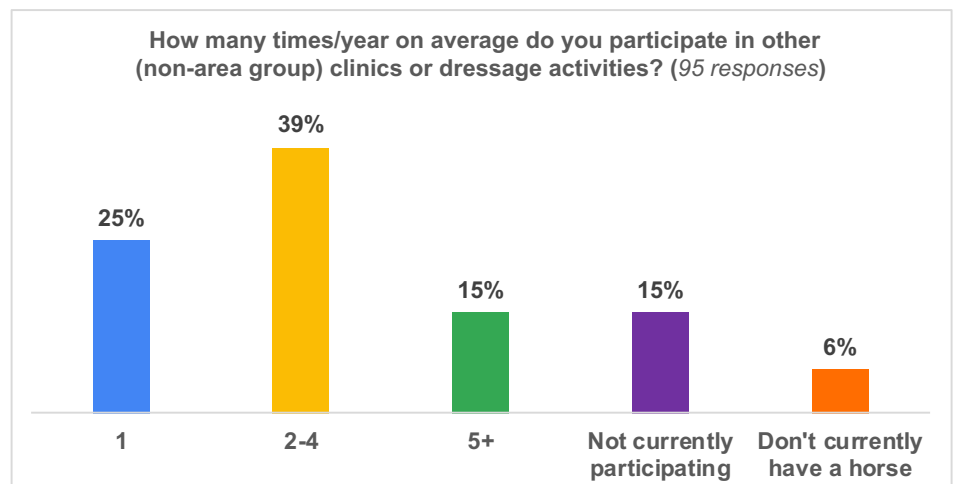


Participation in Clinics and Other Activities

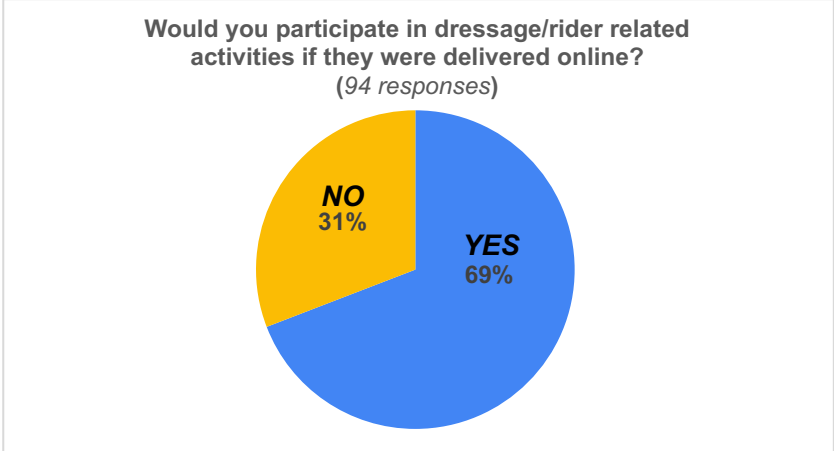
Similarly, ADA members are very active participants in clinics and other activities, whether sponsored by their Area Group ...



... or another organization.

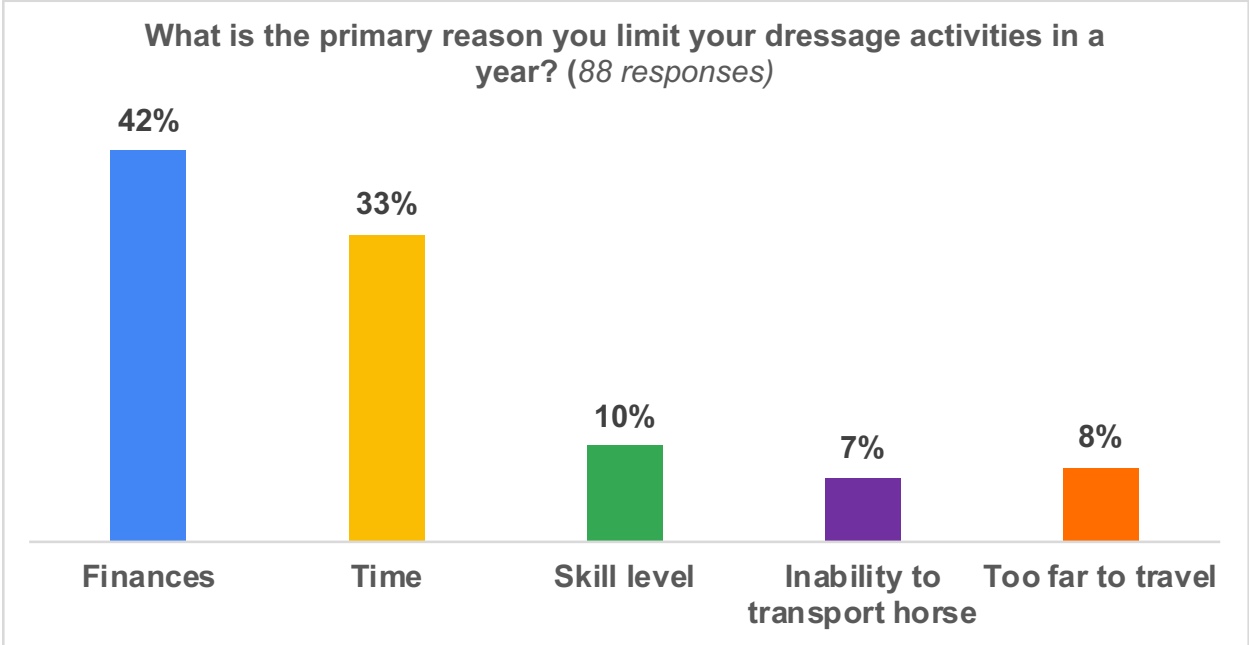


A significant majority of respondents additionally report being amenable to participating in online activities related to dressage.



Limitations to Participation

A final question on the survey asked respondents to identify the primary factor limiting their participation in dressage-related activities. Not surprisingly, finances and time ranked highest on the list.



Thank You

Thanks to all of the ADA members who contributed responses to this survey. The data you have provided will help ADA Executive better plan for the future of your dressage organization.