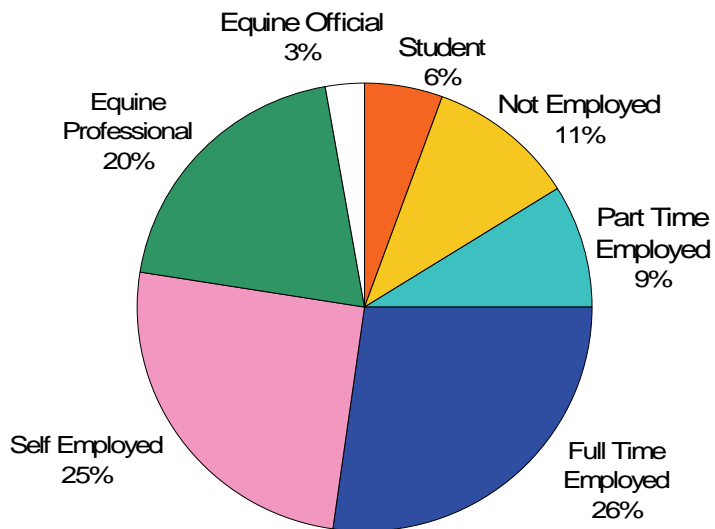
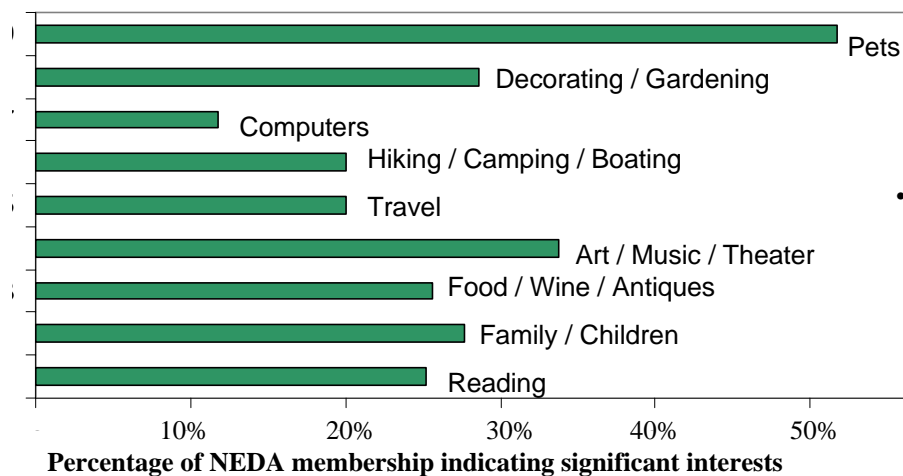


# DEMOGRAPHICS

**New England Dressage Association  
has a membership of almost 2,000 members**

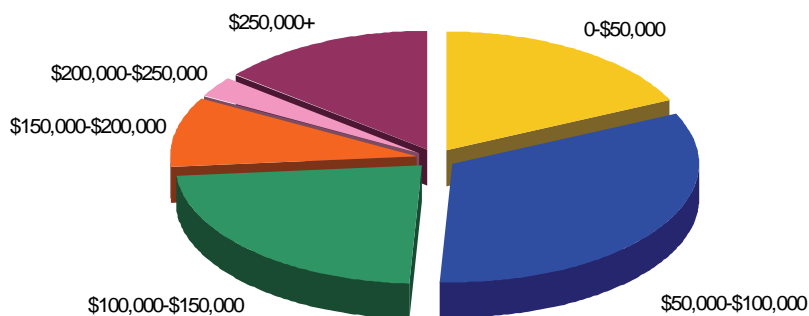


**A well educated membership ..  
most are professionals  
53% are college educated  
34% completed graduate school**



**.. with wide interests**

**Over 90% of members are women  
5% are age 21 and under  
19% are age 2 - 34  
53% are age 35 - 49  
23% are age 50 +**

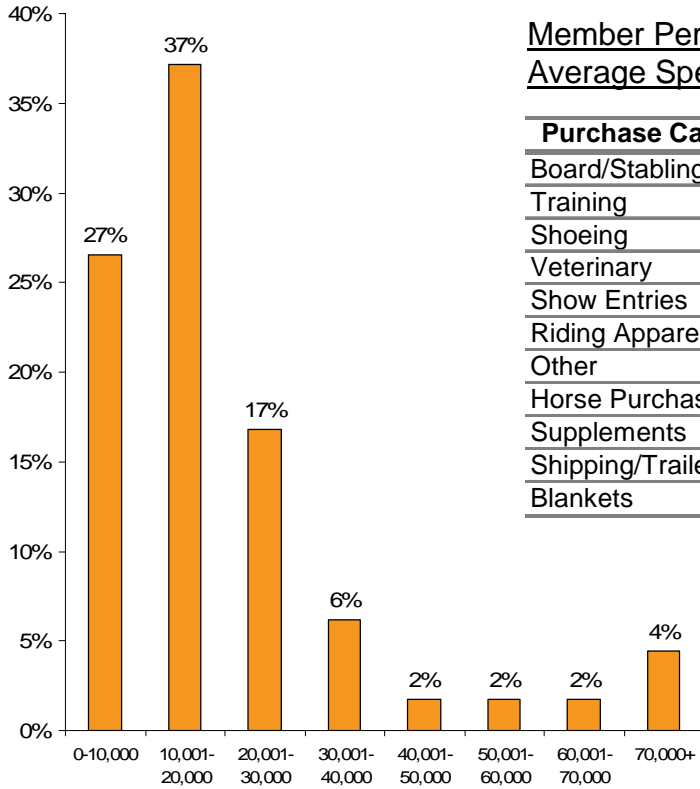


**.. an affluent membership,  
half with six figure incomes**

Source: NEDA Surveys 1997 and 2001 / Ellen Zanino

# ... WITHIN THE EQUESTRIAN WORLD

## NEDA members constitute a good sized market ...



### Member Percentages:

### Average Spending per Year on Horses and Dressage

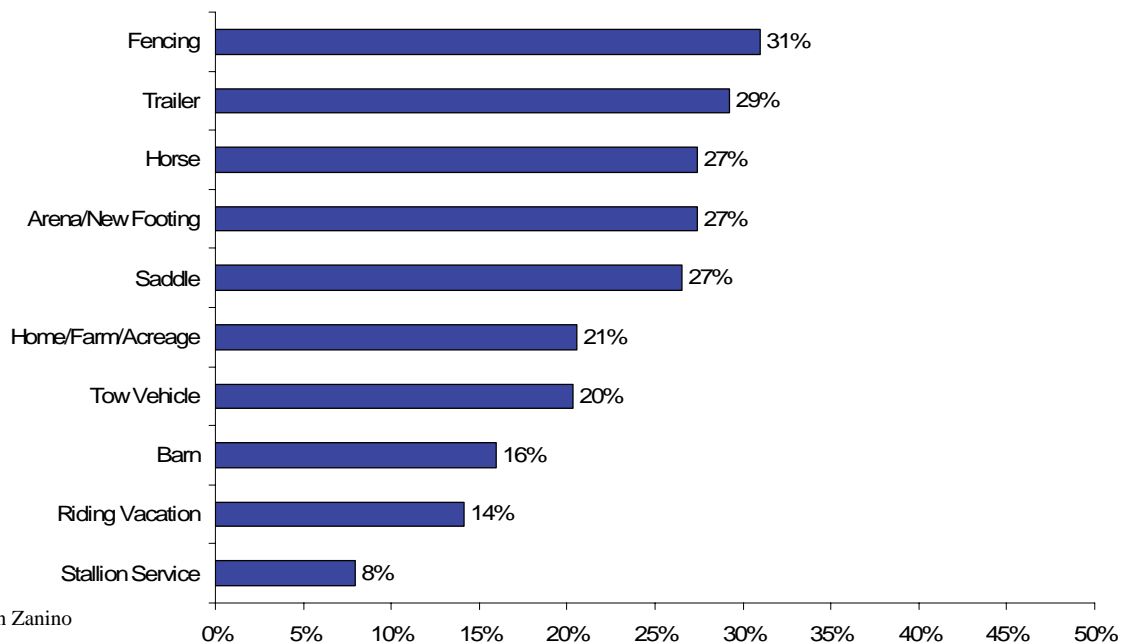
Purchase Category	Total Annual Spending by NEDA Members (est.)
Board/Stabling	\$ 11,650,000
Training	\$ 7,500,000
Shoeing	\$ 2,410,000
Veterinary	\$ 2,400,000
Show Entries	\$ 1,430,000
Riding Apparel/Boots	\$ 1,400,000
Other	\$ 1,210,000
Horse Purchases	\$ 1,150,000
Supplements	\$ 1,030,000
Shipping/Trailing	\$ 640,000
Blankets	\$ 510,000

... for horses, trainers, apparel, and equipment.

### Monies spent by NEDA members per year (est.) on horse activities

## Many members plan to make substantial purchases in the next two years

### Percent Considering Purchase in Next Two Years



Source: NEDA Survey 2001 / Ellen Zanino

# GEOGRAPHIC AREA

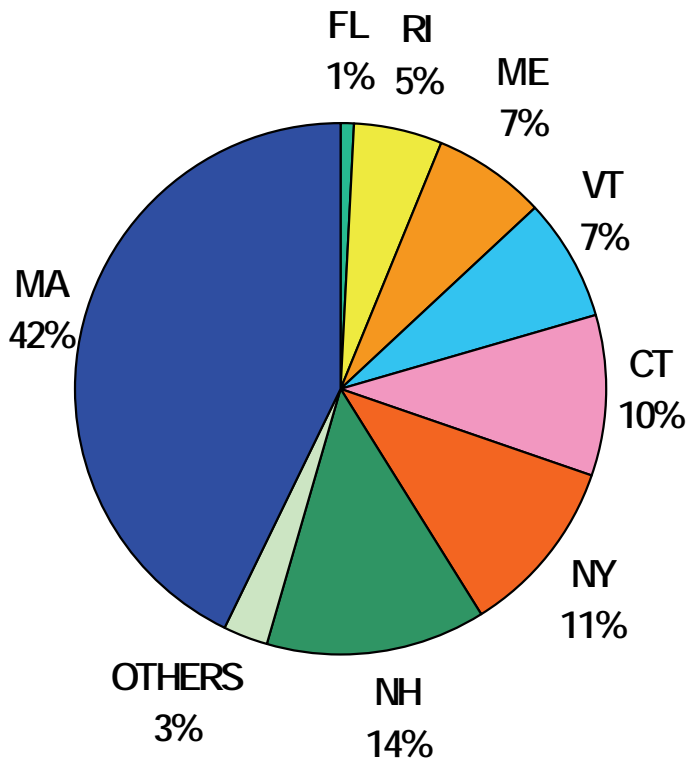
**New England Dressage Association has historically centered its activities in eastern Massachusetts.**

**But now significant NEDA events are held**

**... in western Massachusetts**

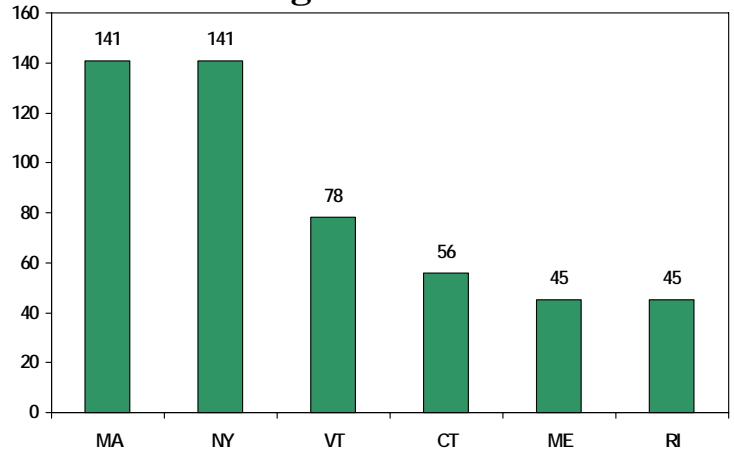
**... in eastern New York**

**... in southern Connecticut**



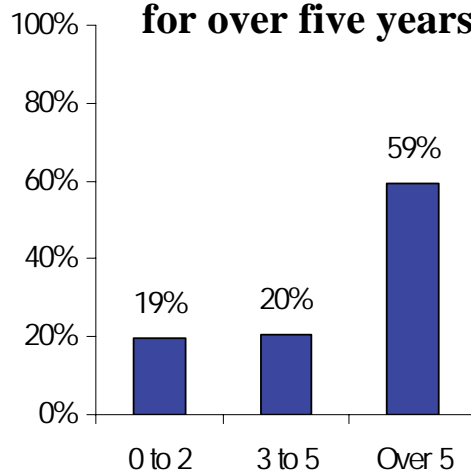
**Membership by State**  
**1,916 Members in 2005**

## Membership is increasing throughout the Northeast



**Between 1995 and 2005 membership increased by 519 people, primarily in the northeast**

## Most members retain membership for over five years



Source: NEDA Membership Records / NEDA Survey 2001 / Ellen Zanino

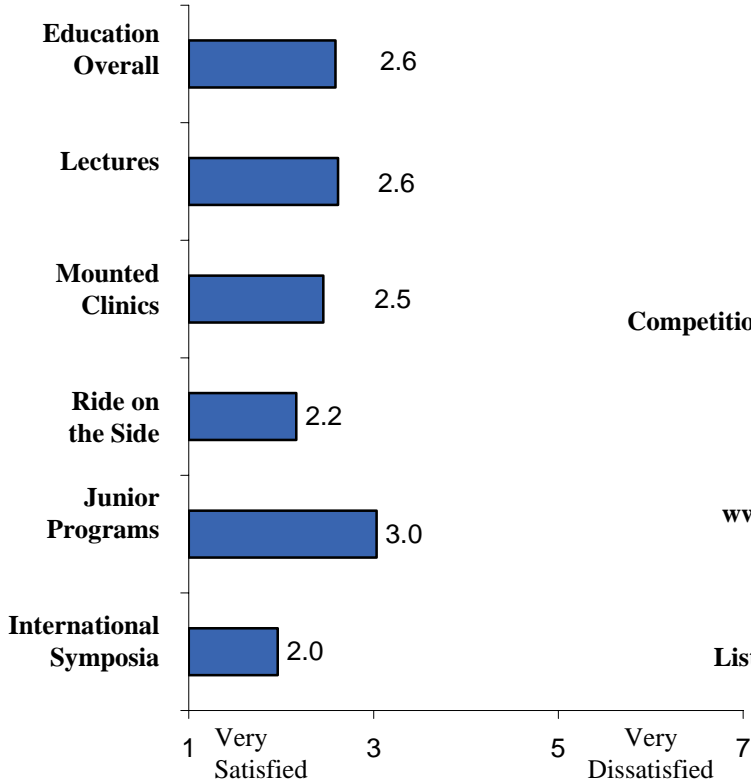
# ACTIVITIES

**NEDA is a volunteer organization.**

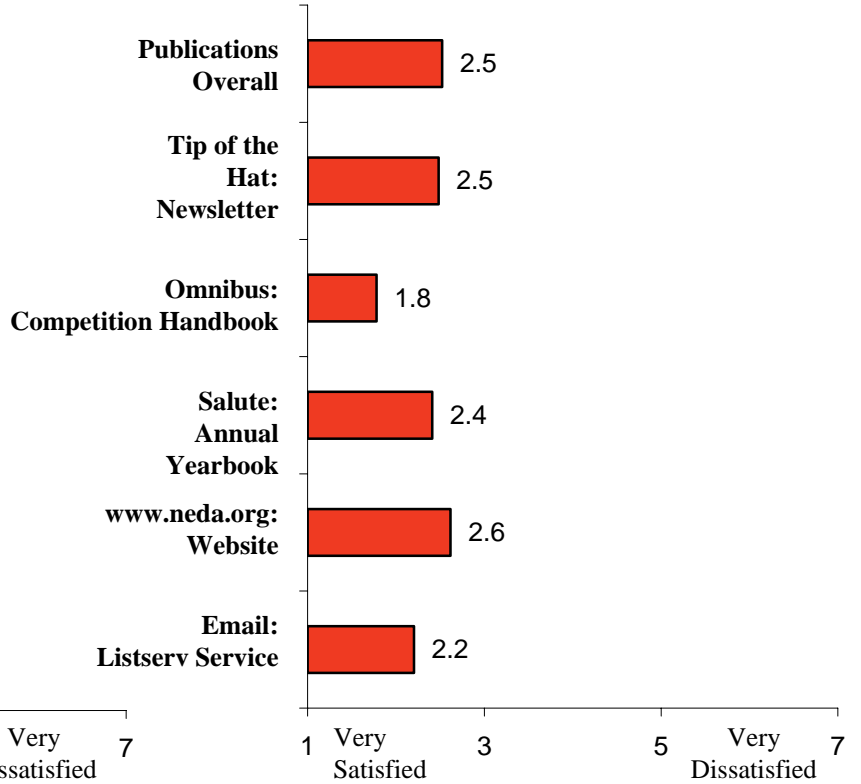
**Its members are very satisfied with its major activities**

**Educational Events ~ Competitive Events ~ Publications**

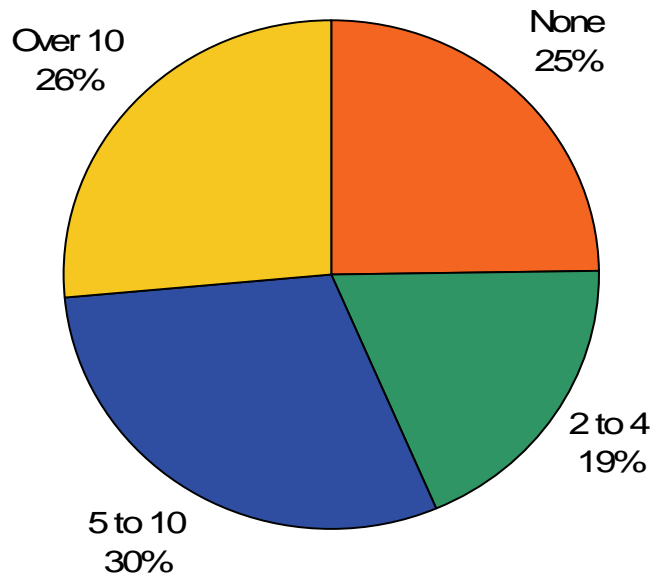
**Satisfaction with Educational Events**



**Satisfaction with NEDA Publications**



**Number of shows competed in the last two years**



Source: NEDA Survey 2001 / Ellen Zanino