

NORWEGIAN FJORD HORSE REGISTRY

2015 MEMBER SURVEY REPORT FEBRUARY 2016

Presented here are the data and summaries of the 2016 NFHR Survey. Members were very forthcoming in their opinions and suggestions. While it is unwieldy to present all comments, each NFHR committee will receive full survey information for review and action as appropriate. Your 2015 Board of Directors and staff have already addressed many comments. Improvements will continue to be accomplished. Thank you for your participation!

NFHR MEMBERSHIP

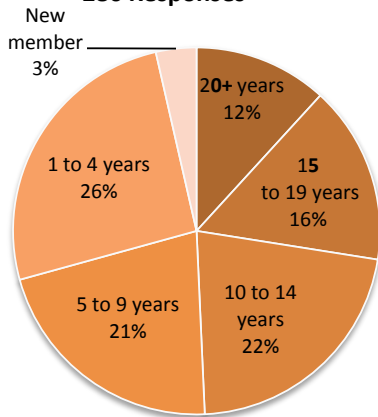
Membership Status

Yes a current member	270	84%
Not a current member	42	13%
Plan to join in 2016	<u>9</u>	<u>3%</u>
	321	100%

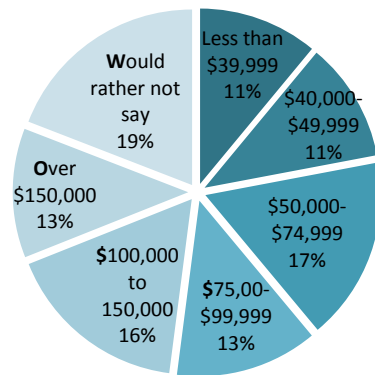
Horses Owned by 307 Members

Horses Owned	% of Total Owners	Total Horses
1	39%	115
2	25%	150
3-4	16%	172
5-9	15%	278
10-18	5%	211
20-25	<u><1%</u>	<u>134</u>
	100%	1060

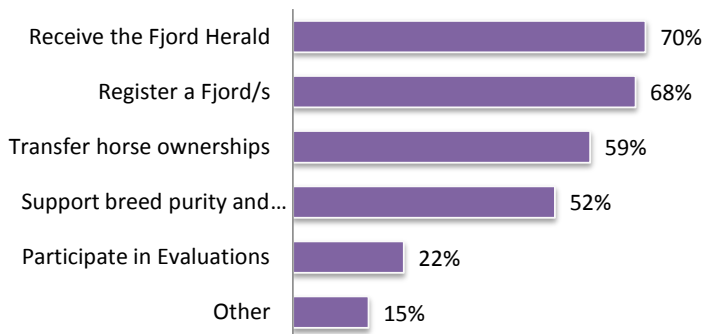
Years of NFHR Membership 280 Responses



Household Income 282 Responses

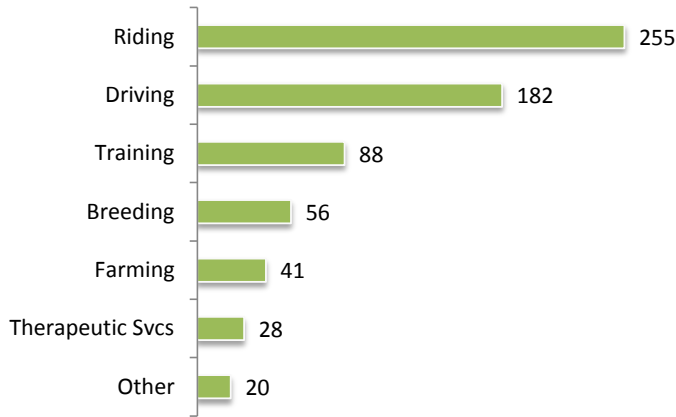


Reasons for joining the NFHR Multiple Responses Possible



Synopsis: Members consider the Fjord Herald a major benefit of membership. Another major reason is to conduct registry business. It is gratifying to see how many members consider the NFHR's mission to be an important membership goal. Other reasons concerned business reasons such as engaged in the horse business.

Favorite Fjord Owner Activities
Multiple Answers Possible



Synopsis: Members responded that riding is favorite. Many use their Fjords in more than one discipline. Other uses listed are logging, packing, carriage service, liberty work, cattle work, and pasture ornaments. The multiple and diverse use of Fjords reinforces the variety of both NFHR owners and horses demonstrating the versatility of the breed.

NFHR OPERATIONS

Services by Executive Director & Registrar

Excellent	191	65%
Good	80	27%
Needs Improvement	9	3%
Other	<u>20</u>	7%
	300	

Services of the Board of Directors

Excellent	123	45%
Good	107	39%
Needs Improvement	16	6%
Other	<u>33</u>	12%
	279	

Synopsis: Some comments indicated members are not always clear about the roles of the Registrar and Executive Director. No suggestions were offered on specific improvements. Jeanne Poirer, NFHR Registrar, received several positive comments. Overall, members are well satisfied with NFHR services.

Synopsis: 84% rate Board performance as excellent to good. It appears the NFHR could improve explanation to members of its functions and time spent managing the organization. No specific suggestions were made for improvement.

NFHR Fees

Support fee increase	172	62%
Do not support increase	75	27%
Other	<u>38</u>	<u>13%</u>
	285	100%

Synopsis: Comments not supporting the increase were few. Some were from members on fixed income, others wanted a justification of why an increase was needed. A majority of members supported a fee increase.

NFHR COMMUNICATIONS

NFHR Website

Excellent	124	41%
Good	151	50%
Needs Improvement	17	6%
Do not use the Internet	4	1%
Other	<u>25</u>	8%
	318	

Synopsis: By far the favorite feature of the website is the Pedigree Search. Other commenter's would also like to see the website updated more frequently and with more Fjord pictures.

NFHR Facebook Page

Excellent	49	18%
Good	92	34%
Needs Improvement	26	10%
Do not belong	57	21%
Other	<u>56</u>	21%
	280	

Synopsis: Many commented they would like to see two-way communication on Facebook rather than a one way tool for the NFHR to communicate with it's members. Also many responders were unaware the NFHR has a Facebook presence.

The Fjord Herald

Excellent	189	62%
Good	93	30%
Needs Improvement	17	6%
Other	22	7%

Synopsis: Of NFHR benefits, The Fjord Herald is the favorite and brings out the strongest opinions. Following is a compilation of the most frequent comments made and suggestions for improvement: Publish in a more timely manner; educational articles *specific to Fjords* on health, training, different activities, family fun, youth, breeding/genetics, history, tack fitting, evaluation, more on working & farm horses, grooming & clipping, marketing, international & regional club news. Readers would also like to see more Fjord photography, contests, introduction of new people in the Fjord world, improved information on how to get articles or photos published. Respondents also mentioned they want longer, more detailed articles, more advertising (perhaps leading to a larger publication) more diversity in articles. Some thought there was is too much emphasis on driving & dressage and show activities. Overall, readers are pretty happy with their Herald and highly value it.

Comments on Advertising: Interesting but limited answers to the question of where owners/breeders with horses for sale advertise their horses. It appears that print advertising "may be on the out." Marketing of Fjords seems to moving to the web media. Those who do advertise listed the following publications: Canadian Fjord Horse Association, Small Farmer's Journal, Chronicle of the Horse, and Draft Horse Journal. Some people used to advertise in Horseman or Horse Illustrated but have abandoned them for less costly sources.

E-Newsletter via Constant Contact

Excellent	65	25%
Good	134	52%
Needs Improvement	11	4%
Other	<u>50</u>	20%
	260	

Synopsis: First, an apology for using the term *Constant Contact* which is the vehicle, not the message. Many people did not recognize the question. However, the e-newsletter gets very positive response.

Many would like to see it used more frequently to keep members up-to-date and better informed. There were no negative comments. Most respondents to this survey found it here rather than from the website or Facebook.

Would attend a General Meeting/Forum if held:

Within 250 to 500 miles	63	24%
250 miles or less	157	59%
Anywhere	12	5%
Other	<u>47</u>	18%
	279	

Synopsis: Comments ranged from "been/there-done that" to no overnight stay or topic/s to be included. From the data above, travel distance is a big factor.

Meeting held as Teleconference or Webinar

Yes	146	50%
No	117	41%
Other	<u>33</u>	11%
	296	

Synopsis: Webinars were preferred by respondents over teleconference. Negative responses involved a lack of technology, hours available, preference for a live environment.

EVALUATION

Participation in Evaluation

Yes	99	32%
No	204	66%
Other	<u>20</u>	7%
	323	

Do not participate in Evaluations due to:

Travel distance	173	62%
Expense	101	36%
Confidence in the Evaluation system	89	31%
Confidence in the Evaluators	58	20%
Lack of understanding of the process	50	18%
Preparation of the horse/s	46	16%
Presentation of the horse/s	42	15%
No need to evaluate my horses/s	20	7%
Other	<u>18</u>	6%
	597	

Synopsis: There were few comments better covered in under non-participation section to the side other participant/volunteer/observer did not feel he/she had a good experience.

Synopsis: Lack of transportation, resources, lack of confidence, and scheduling conflicts cropped up frequently. Some owners do not plan to resell or breed their horse/s and felt no need. The lack of confidence in the evaluation system as well as evaluators needs to be overcome. No surprise that travel distance and expense greatly discourage more people from attending. This question elicited the great number of responses on the survey.

NFHR Committees: The Committees listed below will receive all comments relevant to their functions so they can review comments and suggestions, identify patterns and trends, and develop action plans to respond to members interests.

Committee:

Communications (Website, Facebook, etc.)
 Education
 Evaluation
 Fjord Herald
 Marketing/Promotion
 Membership
 Recognition & Awards
 Youth

Chair:

Vacant
 Cynthia Madden Cynthia@nfhr.com
 Bob Long Bob@nfhr.com
 Bob Long (interim) Bob@nfhr.com
 Kelly Munro Kelly@nfhr.com
 Vacant
 Kay Konove Kay@nfhr.com
 Nancy Grette NancyG@nfhr.com

Please contact the NFHR office or any Board Member if you have any questions or comment about this survey.
 If you are interested in participating in any of the above Committees, please contact Chair.

2/15/2016 Survey created and compiled by Cynthia Madden. Questions can be forwarded to her at cynthia@nfhr.com. A small part of this survey is not included in the final report as there were some error in data collection caused by designer ignorance. Next time it will be better! Again, thank you very much for your participation and information, CCM