

## BSc (Hons) Equestrian Sports Performance and Coaching

### Results of BHS market research

- Survey monkey questionnaire posted on BHS website over the summer
- 201 responses (as of 28<sup>th</sup> Aug 2009) 94% female
- 198 people reported their age
  - Average age 33
  - 18 and under = 4%
  - 19-25 = 21%
  - 26-35 = 38%
  - 36 and over = 37%

### **Key Points to consider:**

- Cost of study
- Distance Learning / flexible Learning
- Part Time study
- Equine coaching most popular top three choice

## Education general

What is the highest level of academic qualification that you hold?		
Answer Options	Response Percent	Response Count
GCSE	5.7%	11
NVQ level 1/2	3.1%	6
A / AS levels	10.3%	20
NVQ level 3	1.5%	3
National Certificate / National Diploma	10.8%	21
NVQ level 4/5	2.6%	5
<b>Undergraduate degree (BSc/BA, FdA, HND)</b>	<b>40.2%</b>	<b>78</b>
Postgraduate degree (MSc/MA, MBA, PhD)	18.6%	36
Other	7.2%	14
<i>answered question</i>		<b>194</b>
<i>skipped question</i>		<b>7</b>

- 29% of the above responses included an equine specific qualification

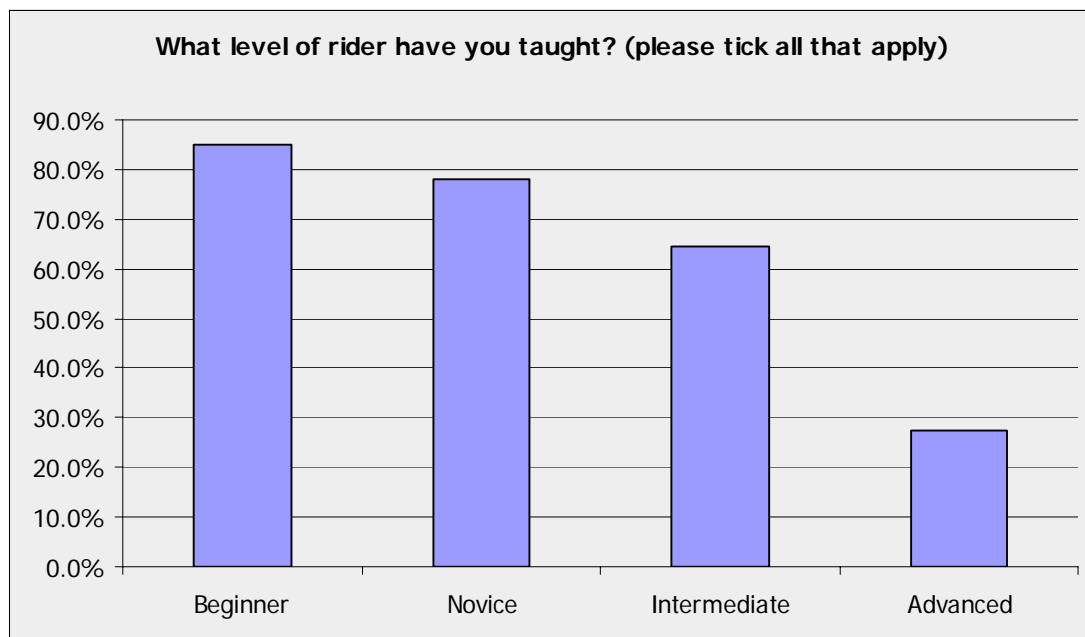
Are you currently in full or part-time education?		
Answer Options	Response Percent	Response Count
Yes	21.4%	43
No	78.6%	158
<i>answered question</i>		<b>201</b>
<i>skipped question</i>		<b>0</b>

## Equine Experience

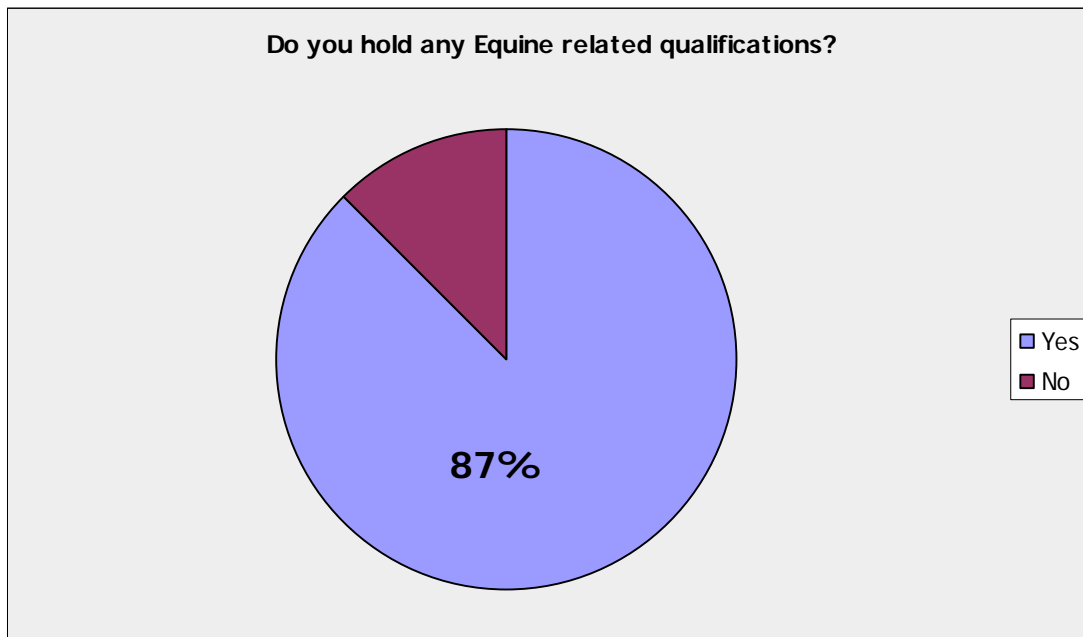
Do you teach, instruct or coach horse riding?		
Answer Options	Response Percent	Response Count
Yes	53.0%	88
No	47.0%	78
<i>answered question</i>		<b>166</b>
<i>skipped question</i>		<b>35</b>

Is this your main source of employment or income?		
Answer Options	Response Percent	Response Count
Yes	24.5%	39
No	75.5%	120
<i>answered question</i>		<b>159</b>
<i>skipped question</i>		<b>42</b>

In relation to horse riding, do you consider yourself as a:		
Answer Options	Response Percent	Response Count
teacher	8.5%	12
instructor	30.3%	43
coach	21.1%	30
Other (please specify)	40.1%	57
<i>answered question</i>		<b>142</b>
<i>skipped question</i>		<b>59</b>



## Education equine

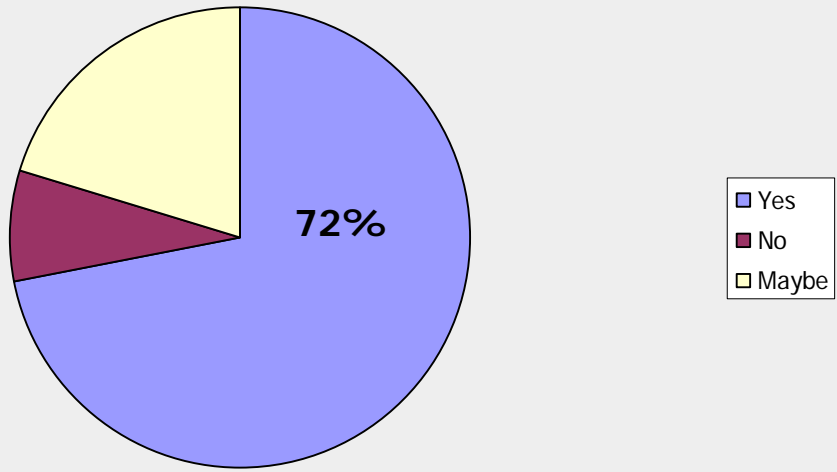


Do you hold any BHS qualifications?		
Answer Options	Response Percent	Response Count
No	24.7%	39
Yes, my BHS qualifications are ...	75.3%	119
<b><i>answered question</i></b>		<b>158</b>
<b><i>skipped question</i></b>		<b>43</b>

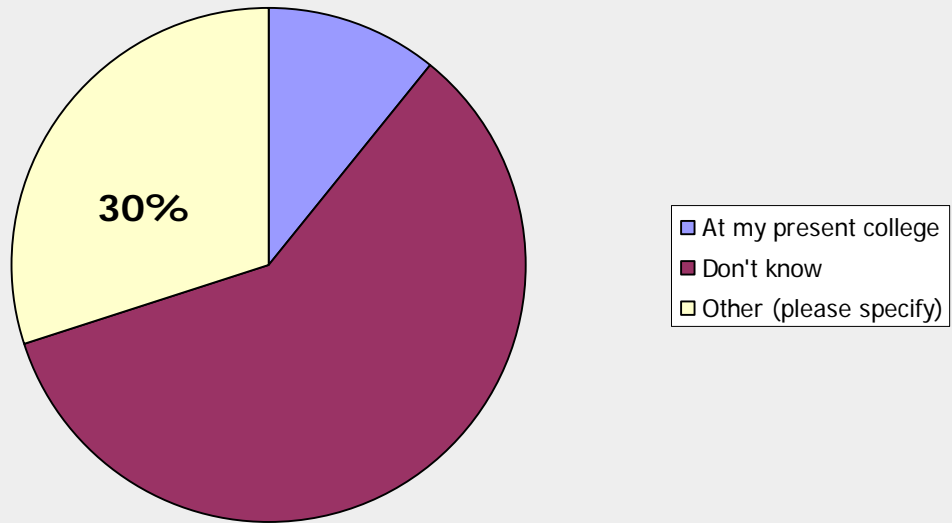
- Qualifications ranged from stage 1 to fellow
- 23% qualified to Assistant Instructor level

Do you hold any other (non-BHS) equine related qualifications? (e.g. overseas qualifications, national certificate in management of horses)		
Answer Options	Response Percent	Response Count
No	55.4%	87
Yes (please specify)	44.6%	70
<b><i>answered question</i></b>		<b>157</b>
<b><i>skipped question</i></b>		<b>44</b>

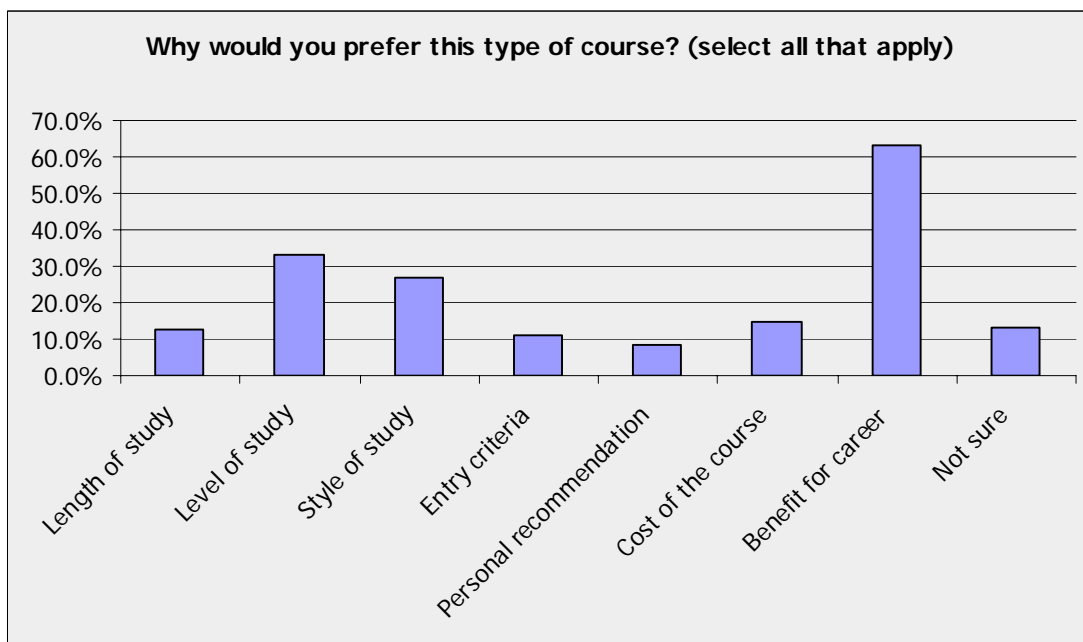
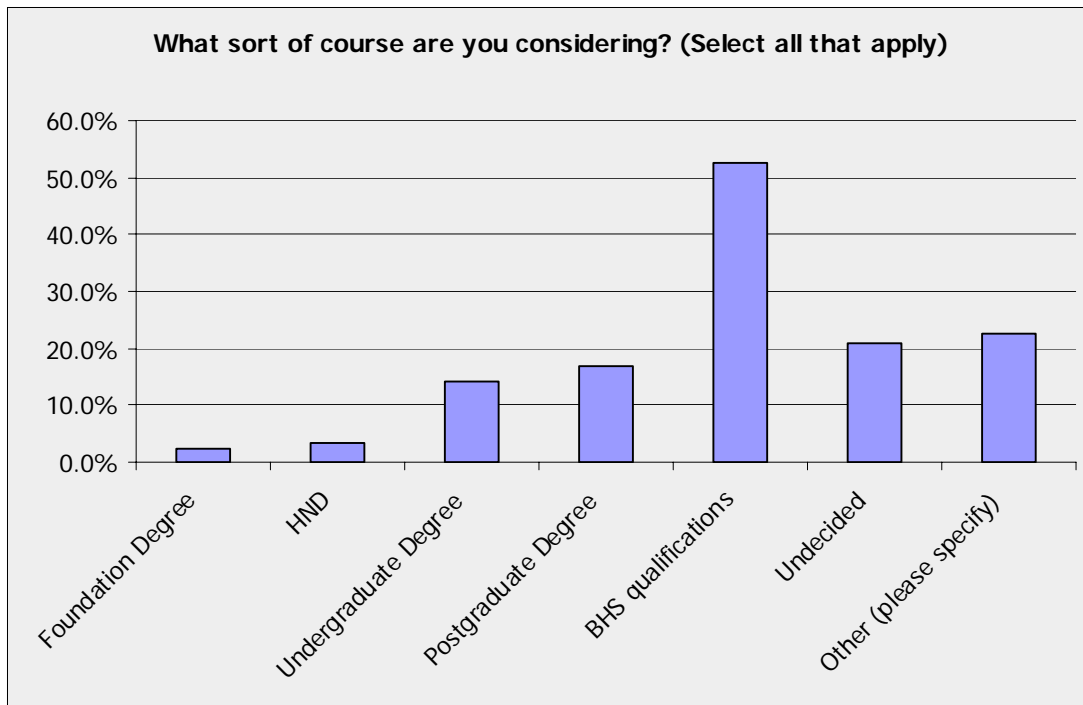
Would you consider taking further equine related qualifications?



Where are you planning to continue studying?



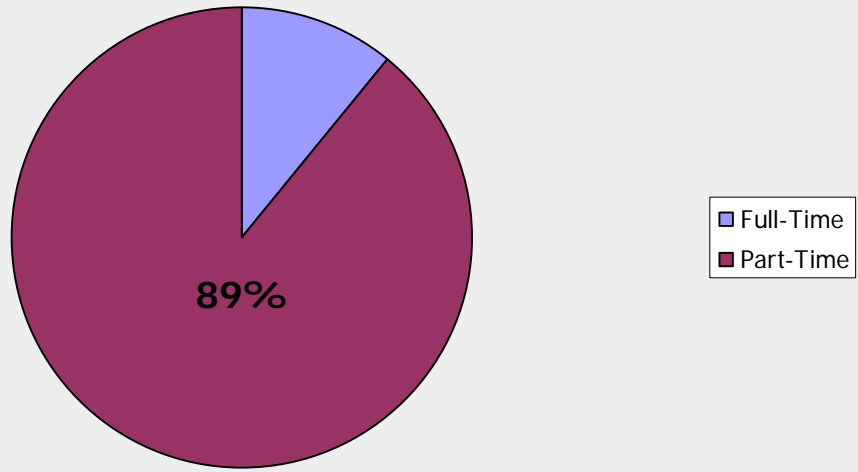
- 13 responses from the 30% are planning distance learning



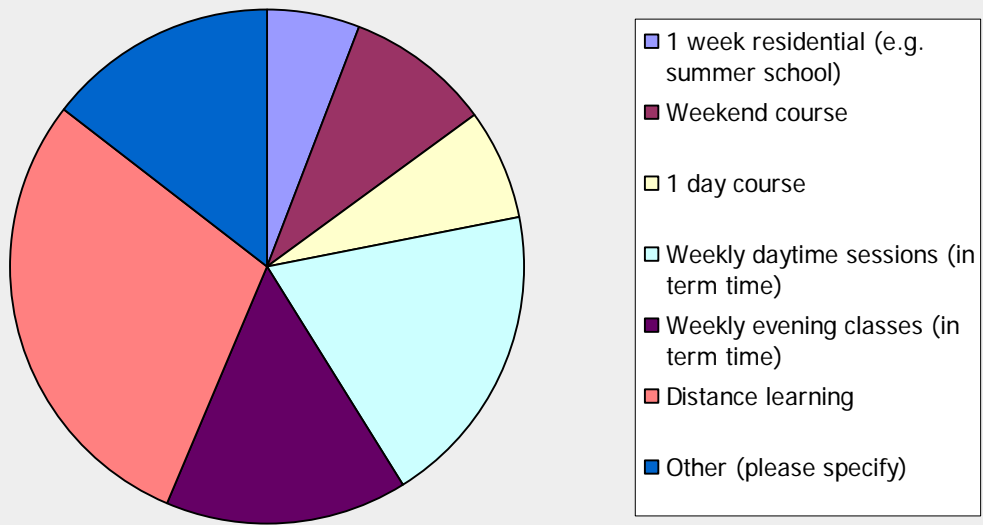
Q) What are you looking for in a course?

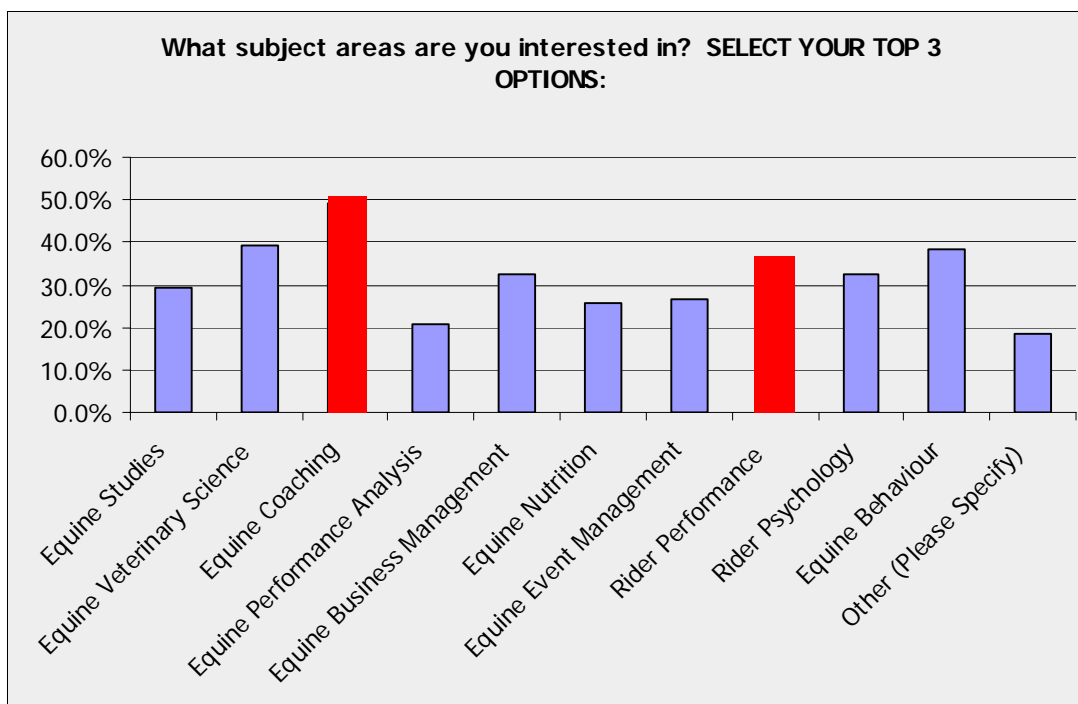
- Location
- Flexible delivery
- Cost
- Course content

Are you interested in studying . . .



What style of studying would you prefer?





**What are your main reasons for not progressing on to Further Equine Courses? (Select as many boxes as apply)**

Answer Options	Response Percent	Response Count
It is unclear what courses are available to progress to	0.0%	0
There are no suitable courses to progress on to locally	0.0%	0
The courses are not delivered at a convenient time	0.0%	0
There are no suitable courses to study from home	0.0%	0
I do not understand the application process	0.0%	0
I do not know how much it will cost	0.0%	0
I cannot afford to continue on to further equine courses	25.0%	3
It is unclear what financial support is available	0.0%	0
I want to get to a full-time job	8.3%	1
I have already secured a full-time job	33.3%	4
Other (please specify)	50.0%	6
<b><i>answered question</i></b>		<b>12</b>
<b><i>skipped question</i></b>		<b>189</b>