



Perspectives of Horse Racing From “Gen Y”

Who they are, and what they think of
the Racing Industry

Project Completed by:



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Project Summary

The goals were:

- to determine the views of “Gen Y” on racing in general
- What is appealing and not appealing to them
- What the industry can do to get them interested and keep them coming to the races.

Project Summary

- We divided the process into 2 parts; the first part used an online survey service (Survey Monkey) to format and tally results.
- The second part was completed using face to face interviews (better to solicit comments and suggestions)
- Data was consistent in both methods

Who is “Gen Y”?

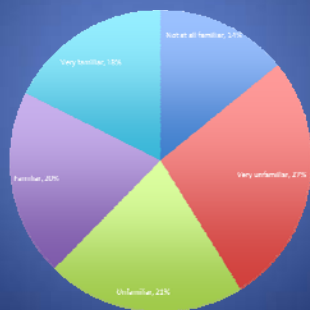
- Estimated at 70 million, this generation was born between 1978 and 1989
- Currently aged 16 to 27
- Characteristics include: open minded, happy, driven, team workers. Goal oriented, technically fluent, confident, know what they want, people that are always looking for the “next best thing”.
- Values: choice, informality, personal expression, authenticity, work-life balance, and contribution

How we got our information; Part One:

- Part one was developed using “Survey Monkey” (an online survey site)
- Total responses: 92
- We circulated the survey by posting the link on social networking internet sites, and via email. We asked recipients of email to post it to their Facebook and MySpace accounts and email it to the next person, and so on. We selected Facebook and MySpace because they are the most well known and popular.

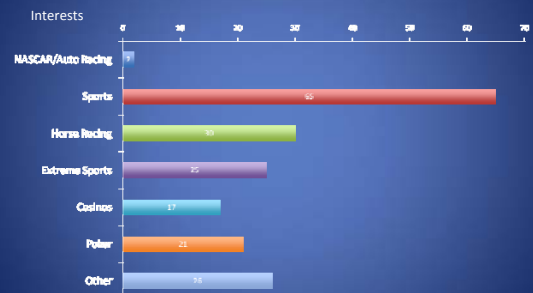
Survey Monkey Responses

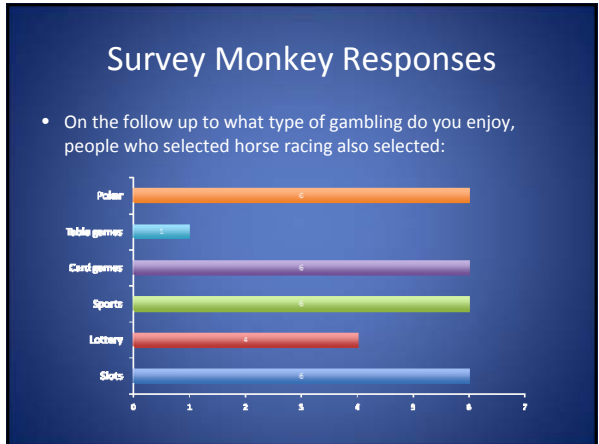
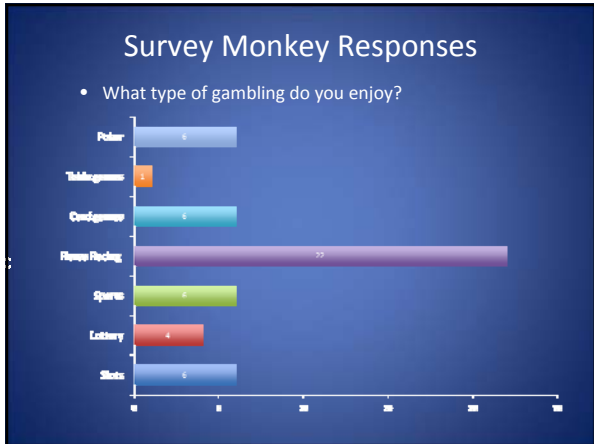
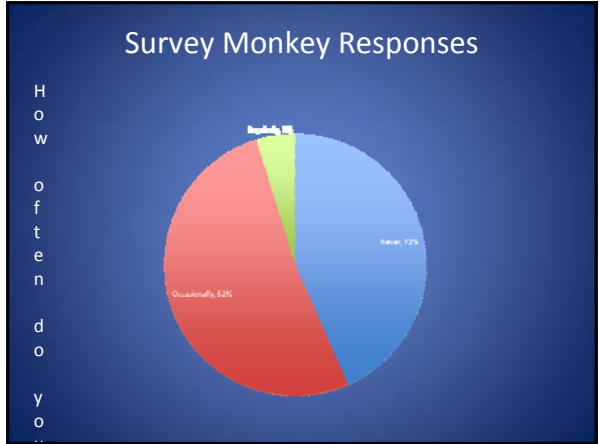
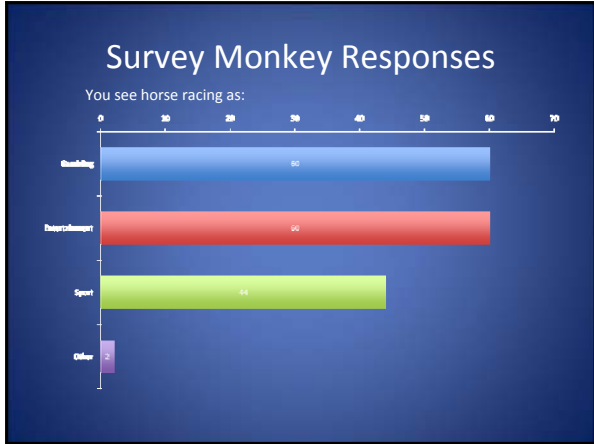
How familiar are you with horse racing?



Survey Monkey Responses

Interests





Survey Monkey Responses

Male vs. Female

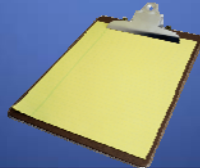
- Male responses were similar to female responses.
- Females were more attracted to horses, men to betting.
- Females and males both cited location, lack of knowledge and cost as key barriers to attending racing.
- Animal issues were more of a problem for females than males.
- Both groups had similar interests, familiarity and views on horse racing.

Survey Monkey Conclusions:

- Lack of knowledge of horse racing biggest barrier to attending racing.
- Most would like to see more efforts to improve safety and welfare issues.
- Cost and lack of public transportation are also issues that need to be addressed.

Part Two:

- Each team member conducted a minimum of 10 “face to face” surveys.
- Total responses: 52
- These surveys were brief and interviews were conducted on and around the campus of the University of Arizona.



Face to Face Interviews

Gender:

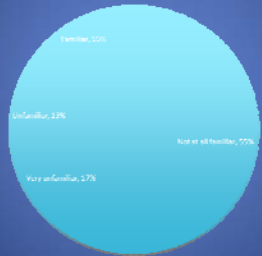
Male: 22
Female : 30

Locations:

Varied throughout the US (1 international)

Face to Face Interviews

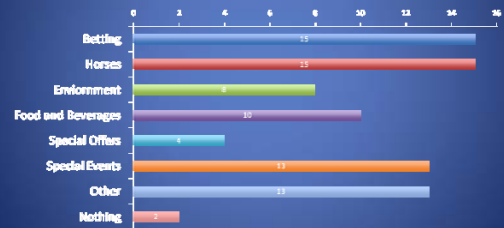
Familiar with horse racing:



* No one selected Very Familiar

Face to Face Interviews

- What attracts you to racing?



Face to Face Interviews

What keeps you from attending racing?



The Complete Package

- PowerPoint only covers the highlights of the survey.
- Complete results may be ordered through the Gen Y Poster board booth or through the RTIP students involved.
- The Complete report includes all comments and all findings and cross analysis



Race Track Industry Student Reports
Foyer at 9:15 to 11am