

EQ FOCUS GROUPS

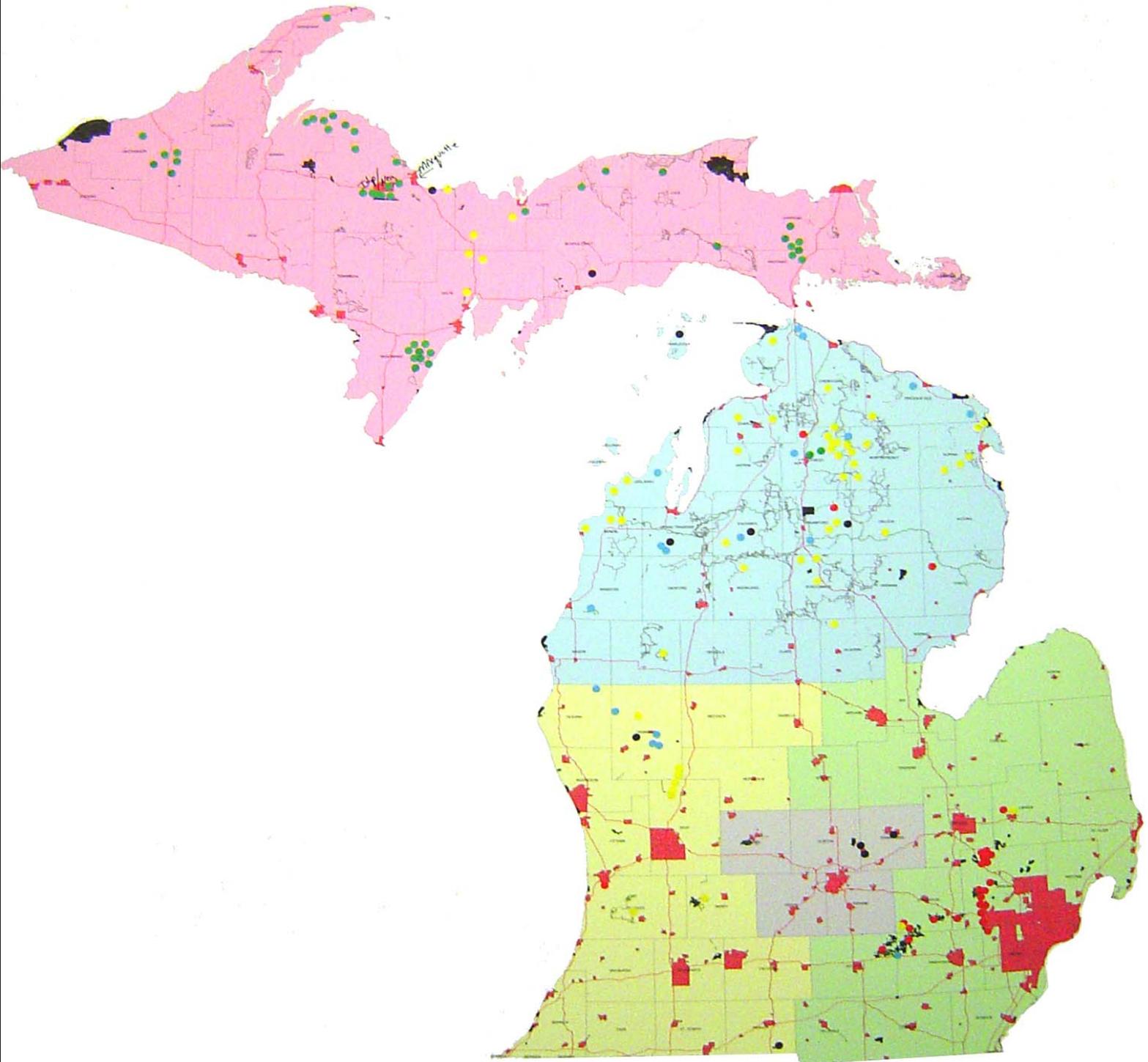
In August and September of 2012, five Focus Group meetings were held throughout the state. One Focus Group meeting was held in each of the defined ETS Regions (refer to Exhibit 6 for ETS Region boundaries). Meeting locations and corresponding ETS Regions are as follows:

ETS Region 1: Upper Peninsula	Marquette
ETS Region 2: Northern Lower Peninsula	Gaylord
ETS Region 3: Southwest Lower Peninsula	Yankee Springs Recreation Area
ETS Region 4: Central Lower Peninsula	Lansing (Okemos)
ETS Region 5: Southeast Lower Peninsula	Proud Lake Recreation Area

At each of the Focus Group meetings participants were each given six stickers. Three of the stickers were to be placed on a map of Michigan to indicate where the participant “would like to ride” and the other three stickers were to be placed on a separate map of the state to indicate where the participant most often “currently rides”. Each regional meeting was designated a different color as shown on the maps.

The intent of this exercise was to identify trends in riding locations and intensity of use on trails throughout the state. Additionally, by assigning different sticker colors to each Focus Group meeting, trends in travel habits could be identified by comparing the ETS regions in which respondents were located (Focus Group meeting location) to the locations in which they trail ride. Results and discussion of these trends are identified in the **V. EQ’s Characteristics, Concerns, and Perceived Needs** section of this report.

State-Wide Equestrian Focus Groups
Where would you like to Ride?

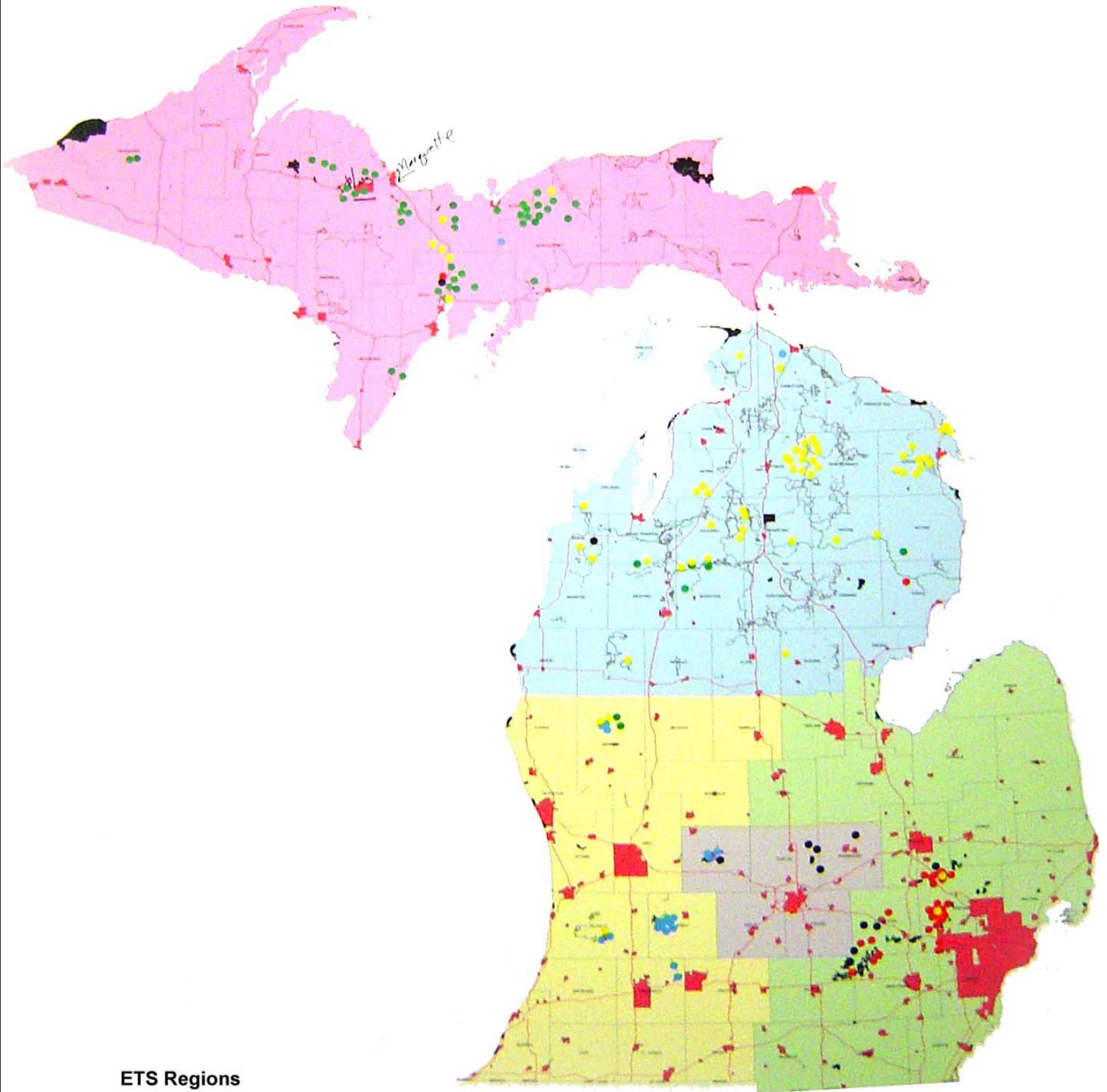


ETS Regions

-  Upper Peninsula
-  Northern Lower Peninsula
-  Southwest Lower Peninsula
-  Central Lower Peninsula
-  Southeast Lower Peninsula



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