

# Equine entrepreneur's well-being

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## Aim of the study

was to find out how entrepreneurs themselves determine their **well-being** and **work strain**.

## Introduction

Equine entrepreneur's weekdays are full of various physical and labour-intensive tasks, no matter which activity the entrepreneur practises: breeding, riding activities or trotter training. In addition to horse care, an entrepreneur should keep economic management and business administration under her/his control.

## Methods

HAMK University of Applied Sciences targeted a survey to 196 equine entrepreneurs in the winter 2011-2012. The response rate was 33%. The majority (78%) of the respondents were full-time entrepreneurs offering mainly horse riding or boarding services.

## Conclusions

- ❖ Finnish equine entrepreneurs consider their state of well-being to be good, in general
- ❖ To maintain the health, the entrepreneur should take advantage of technical developments, such as feeders, which simplify stable routines
- ❖ Partners, family and friends form an important support for the entrepreneur. A network of other entrepreneurs is also a significant factor in maintaining their well-being and the management of enterprises

## Results

- ❖ An average respondent had almost 20 horses and 20 hectares arable land
- ❖ Work load has increased in 60% of cases
- ❖ The capacity for work reduced during the entrepreneur's career, and almost one fifth was unsatisfied and worried about their health (Figure 1.)
- ❖ Full-time entrepreneurs had 16 days vacation per year, on average

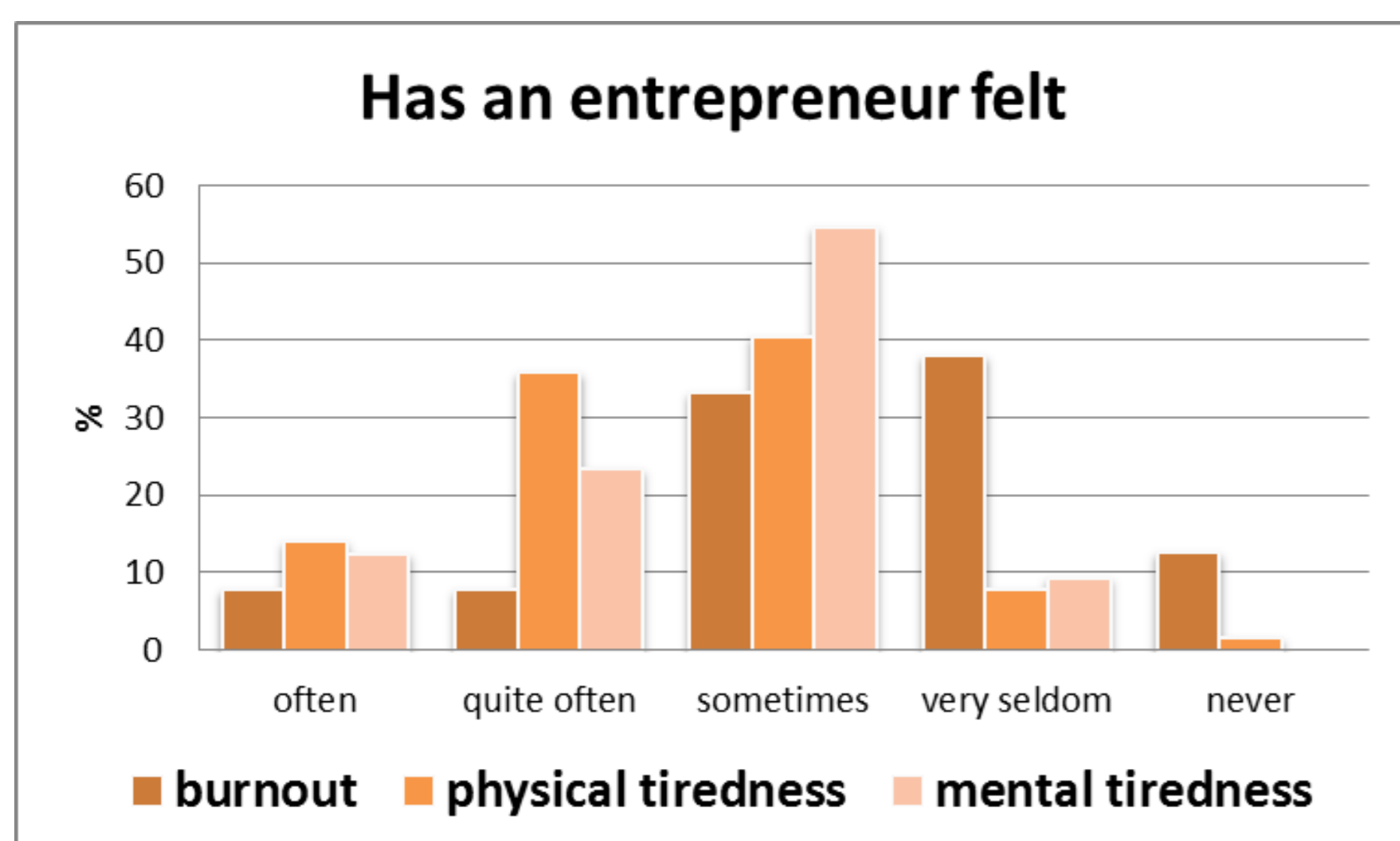


Figure 2 An entrepreneur's feelings of tiredness and burnout.

### How satisfied an entrepreneur is with her/his:

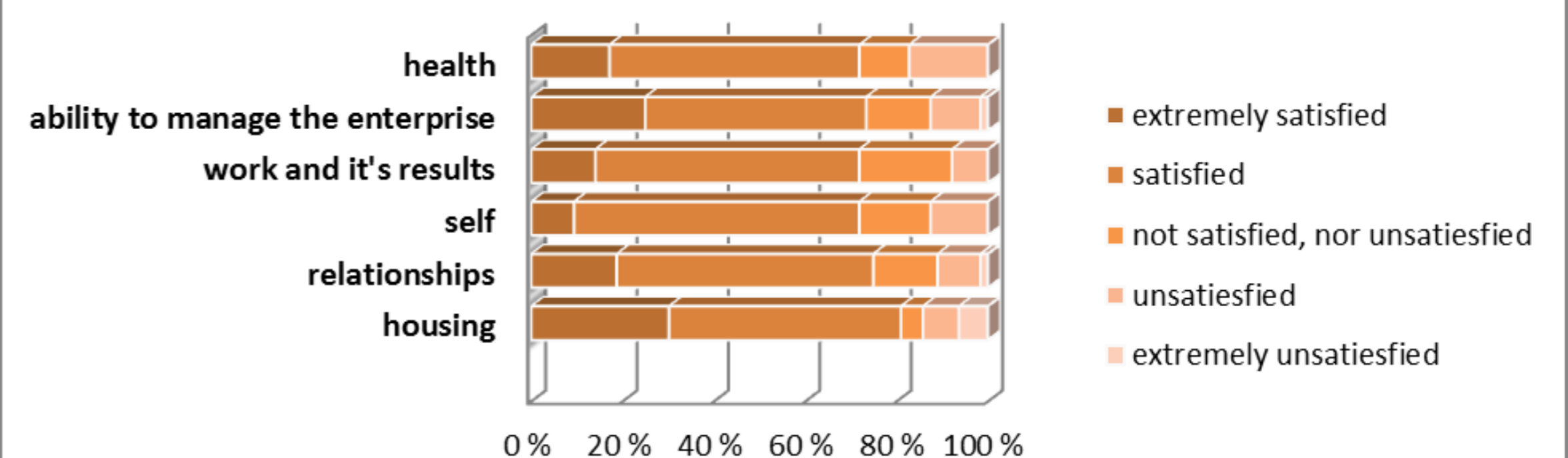


Figure 1. An entrepreneur's satisfaction to different life sectors.

- ❖ Physical and mental tiredness is relatively common (Figure 2.); the most common way to keep coping up was physical exercise, but also free time without horses and horse-related people was emphasized in the responses
- ❖ Liberty to organize the duties is positive, but the flip side of the freedom is horses, which are a constant responsibility 24/7
- ❖ Nevertheless, 78% regarded the quality of life good or extremely good