

Horse Industry Statistics

The horse industry is a highly diverse industry that supports a wide variety of activities in all regions of the country. It combines the primarily rural activities of breeding, training, maintaining and riding horses with the more urban activities of operating racetracks, horse shows and public sales.

For years, horsemen and women have known that the American horse industry is a serious, economically diverse and productive business that deserves the attention and appreciation of government, media and the public. But they had no written documentation to support their claims.

Now, after a year-long study conducted by the Barents Group of Washington, D.C. and commissioned by the American Horse Council Foundation, the horse industry has its proof that it is a major contributor to the American economy. Following are some industry statistics from *The Economic Impact of the Horse Industry in the United States*.

How Many Horses are There?

There are 6.9 million horses in the U.S., including both commercial and recreational horses. 725,000 of those horses are involved in racing and race horse breeding, while 1,974,000 and 2,970,000 are used in showing and recreation, respectively. 1,262,800 are used in other activities, such as farm and ranch work, rodeo, polo, police work, etc.

How Many People are Involved in the Industry?

7.1 million Americans are involved in the industry as horse owners, service providers, employees and volunteers. 3.6 million and 4.3 million of those participated in showing and recreation, respectively, with some overlap in cases of people who participate in both activities. 941,000 people participated in racing in either a professional or volunteer capacity. 1.9 million people own horses. In addition to the people actually involved in the industry, tens of millions more Americans participate as spectators. The horse industry is a diverse, broad-based activity with stakeholders including large numbers of recreational and show horse riders, and moderate-income track, show and stable employees and volunteers. The median income for all U.S. households is \$36,000, while the median income for horse owning households is \$60,000. 14% of horse-owning households have incomes under \$25,000, 38% under \$50,000 and 64% under \$75,000.

Number of Horses & Participants by Activity

Activity	No. of Horses	No. of Participants
Racing	725,000	941,400
Showing	1,974,000	3,607,900
Recreation	2,970,000	4,346,100
Other*	1,262,000	1,607,900
Total	6,931,000	7,062,500**

*Includes farm and ranch work, police work, rodeo and polo.

**The sum of participants by activity does not equal the total number of participants because individuals could be counted in more than one activity.

Impact on the American Economy

The horse industry directly produces goods and services of \$25.3 billion and has a total impact of \$112.1 billion on the U.S. gross domestic product. Racing, showing and recreation each contribute more than 25% to the total value of goods and services produced by the industry.

The industry's contribution to the U.S. GDP is greater than the motion picture services, railroad transportation, furniture and fixtures manufacturing and tobacco product manufacturing industries. It is only slightly smaller than the apparel and other textile products manufacturing industry.

The industry pays a total of \$1.9 billion in taxes to federal, state and local governments. Of the 619,400 people directly employed by the industry, some are part-time and seasonal employees, which equates to 338,500 full-time equivalent jobs. This is the standard way that the Bureau of Labor Statistics measures employment in the U.S. The industry generates over 1.4 million FTE jobs across the U.S.

In terms of employment, the industry directly employs more people than railroads, radio and television broadcasting, petroleum and coal products manufacturing and tobacco product manufacturing.

Economic Impact	# of Americans Involved	# of Full-Time Jobs	# of Horses	Total Taxes Paid
\$112.1 billion	7.1 million	1.4 million	6.9 million	\$1.9 billion

Broken down, the horse industry has a direct economic effect in the urban areas of \$2.8 billion and employs 45,800 FTE employees. In rural areas, the direct economic effect is \$22.5 billion and employs 292,700 FTE employees.

USA EQUESTRIAN MEMBERSHIP

The typical USA Equestrian member has the following characteristics:

- 🔑 85% Female
- 🔑 38 years of age
- 🔑 52% married
- 🔑 58% college graduate or more
- 🔑 \$134,500 average household income, whereas the median for all U.S households is \$36,000
- 🔑 \$955,400 average net worth
- 🔑 95% own at least one credit card
- 🔑 60% managerial/professional employment
- 🔑 84% own main residence

Most have been members of USA Equestrian (formerly AHSA) for almost 10 years, and reading EQUESTRIAN magazine (formerly Horse Show) for eight years. Five of the last six issues have been read or looked into, usually by two or more readers. Readers generally save their issues or particular articles of interest.

In addition to USA Equestrian, four out of five individuals are also members of at least one other equestrian organization. They own approximately four horses or ponies. The estimated value of these horses is \$50,300. Subscribers spend \$7, 200 annually on horse-related products.

Members are also very active equestrians. They have been riding for an average of 20 years, and compete in approximately five USA Equestrian recognized events per year. They traveled over 1,400 road miles to attend competitions last year, and spent nine nights in hotels while doing so. 93% own a vehicle. The average number of vehicles owned is three.

Members also travel for reasons other than attending equestrian competitions. 83% have taken a trip (business or pleasure) in the past three years. They have flown approximately 9,000 miles in the past 12 months. Over 50% have rented a car in the past 12 months.

Members are also active in the stock market. 85% have some type of investment, and they make an average of five security transactions per year. The readers' investment portfolio is worth approximately \$460,000.



Q: What is USA Equestrian?

A: For over 84 years, the name of the organization was American Horse Shows Association. In July 2001, the Board of Directors voted to change the name of AHSA to USA Equestrian to more accurately describe it as the national equestrian federation of the United States and the National Governing Body as recognized by federal law. It is proper to refer to the organization as 'USA Equestrian' or 'the Federation.'

Q: What does USA Equestrian do?

A: As the governing body of equine sport, the Federation's responsibilities are to protect horses, promote sportsmanship and fair competition and to represent the U.S. internationally; to provide a body of rules for national competition, enforcement and a judicial process; to aid the United States Olympic Committee in its mission to help U.S. athletes achieve sustained competitive excellence; to recommend and select individuals and teams to represent the U.S. in equestrian disciplines in Olympic, Pan American and Paralympic Games; and, to educate and license officials. The Federation also publishes a magazine by the same name, ***EQUESTRIAN***.

Q: Who are the members of USA Equestrian?

A: USA Equestrian has a diverse membership, ranging from beginning riders to gold medal winning Olympians. The typical member is approximately 40 years old, married, and owns at least one home. Over 60% of the Federation membership is a professional or in management. The average member owns four horses or ponies with a total estimated value of \$50,300. These same members will spend approximately \$7,200 annually on horse-related products.

Q: Why would someone become a member of USA Equestrian?

A: Horse enthusiasts join the Federation for many reasons. Many join in support of the well-established organization in order to contribute to the well-being of horses and enhance the image of equestrian sports. Others join to compete in Federation sanctioned shows, to qualify for competition points and to receive current information regarding rules, horses, riders and competition standings.

Q: How many members does USA Equestrian have?

A: Currently we have 80,000 + members.

Q: Are USA Equestrian members mostly English or Western?

A: While the majority of members are English, USA Equestrian recognizes 26 breeds and disciplines and reaches both English and Western riders. Reining is a recently recognized discipline and is the fastest growing equine sport in the United States today. Over 34% of USA Equestrian members ride hunters and almost 32% ride dressage. Overall, more than 75% of Federation members compete.

Horse Related Products: Yearly Spending Habits

The average member spends upwards of \$7,200 annually on horse-related products

- 79% Spend on Veterinary Care**
- 72% Buy De-Wormers**
- 66% Purchase Grooming Products/Equipment**
- 63% Buy Medicines and Drugs**
- 61% Purchase Horse Feed**
- 58% Buy Vitamin and Mineral Supplements**
- 56% Purchase Leather Care Products**
- 52% Boarding Fees**
- 51% Trainer Fees**
- 48% Buy Bridles/Strap Goods**
- 46% Purchase Hoof Treatment**
- 42% Buy Insecticides**
- 30% Purchase Saddles**

What if my product is not equine-related?

USA Equestrian members have active lifestyles and respond to advertising for real estate, wines and liquor, jewelry, vehicles and travel.



Members spent an average of \$712 on mail order purchases in the past 12 months



Members spend an average of \$999 in a typical month on credit card purchases



Members have an average net worth of \$955,400



95% Have a credit card

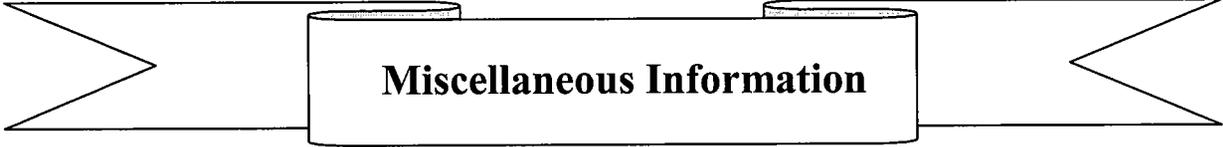
Membership Breed/Discipline Affiliations:

Hunter/Jumper	25,481
Dressage	14,796
Arabian/NSH	12,902
Undeclared	11,695
Saddlebred/Hackney/Roadster/Shetland/Parade	5,400
Eventing	4,584
Morgan	3,431
Paso Fino	1,374
Western/Reining	544
Driving	614
Other	359
Endurance	262
Andalusian/Lusitano	306
Welsh/Connemara	288
Vaulting	171
Reining	248
Total	82,455

54% of our members are considered to be advanced riders

Most members have been riding for over 20 years

As you can see, USA Equestrian services a large variety of Breeds and Disciplines, this in turn reflects the variety of advertising and sponsorship that our members are interested in.



Miscellaneous Information

Number of 2002 Members – 83,354

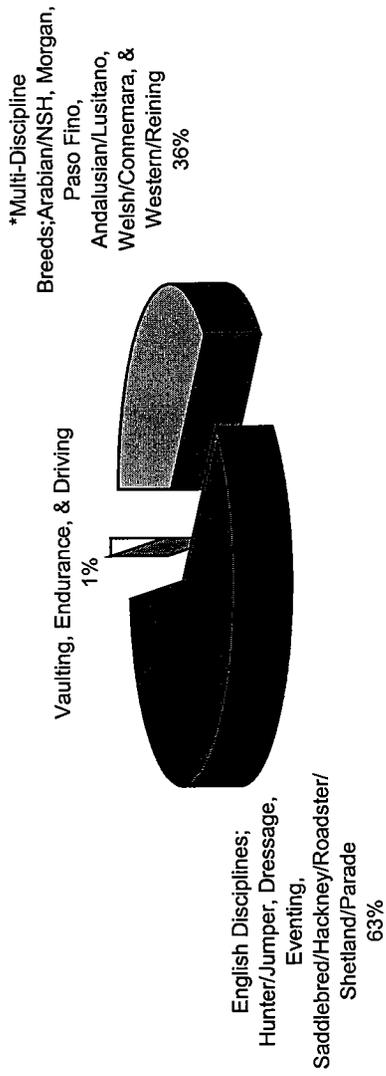
Current Members that own Farms – 2,586

Number of Horses owned by Current Members – 2.34

Number of recognized horse shows in 2002 - 2,541

Number of Show Managers - 1,002

Are USA Equestrian members mostly English or Western?



*Multi-Discipline Breeds are Breeds that are typically shown in Western and/or English competition. Since it is a breed affiliation, the specific discipline can not be determined.

Median Household Incomes

