

From the Derby to Main Street: How the Equine Industry Contributes to American Business

Given the glitz and glamour that occurs every year outside the track of the Kentucky Derby, Americans may not realize just how much the equine industry brings into the American economy. But we at [Brand name] witness the impact every day. Aside from the 1.4 million jobs the horse industry creates, it directly contributes roughly \$39 billion; nothing to balk at.

Paints, Palominos, Pintos and more

The most basic question when looking at the equine industry is, quite simply, how many horses are there in America? Determining that is not as easy as one might think. Horses are not much a part of the everyday American experience anymore, and they're not a food source. As such, the only numbers available are compiled by special interest groups. Nonetheless, their tireless efforts have estimated approximately 9.2 million horses.

BREEDS

- **American Quarter Horse:** 3.28M
- **Thoroughbred:** 1.3M
- **Other:** 4.64M

BREED REGISTRIES BY STATE

- **Texas:** 1,000,000
- **California:** 700,000
- **Florida:** 500,000
- **Oklahoma:** 326,000
- **Kentucky:** 320,000
- **Ohio:** 307,000
- **Missouri:** 281,000
- **North Carolina:** 256,000
- **Colorado:** 256,000
- **Pennsylvania:** 256,000

Trust and Respect: Owners and Their Horses

A wealthy, jet setting businessman strolling about the Kentucky grounds is probably the image that comes to mind when one conjures a horse owner, but they're just a small percentage. Studies have shown that the majority of the 2 million horse owners in America are female, and that's not even factoring in the 7.1 million people involved in these horse's daily care.

DEMOGRAPHICS

- **Gender:** mostly females
- **Age Range:** 38 – 45

- **Employment Status:** employed
- **Marital Status:** Married
- **Urban or Rural:** Rural

PERCENTAGE OF OWNERS BY HOUSEHOLD INCOME

- ***Median income:** \$60,000
- **<\$25,000:** 14%
- **<\$50,000:** 38%
- **<\$75,000:** 64%
- **>\$75,000:** 36%

OWNER ACTIVITIES

- **Recreational Rider:** 85%
- **Competitive Rider:** 30%
- **Horse Breeding:** 11%
- **Horse Facility Manager:** 10%
- **Grooming and Exercising:** 9%
- **Professional Trainers:** 7%
- **Racehorse Owner:** 2%

No Small Showing: The Impact of the Equine Industry on the Economy

It may not be as loud or showy as the motion picture industry, but the world of horses actually contributes more to the American economy. In fact, the equine industry has more impact on the market than the movies, the railroads, fixtures and furniture manufacturing, and cigarettes. Over 700 thousand people are directly employed, with 450 thousand of those positions being full-time.

- **Total Impact on GDP:** \$101.5B
- **Goods and Services Sold per Year:** \$38.8B

A Play-by-play: Which Parts of the Industry Contribute?

- **Racing:** \$10.6B
- **Showing:** \$10.8B
- **Recreation:** \$11.8B
- **Other:** \$11.8B
- **TOTAL:** \$38.8B

From the Horse's Mouth to Your Ear: 7 Things You May Not Know About Horses

Since the frontier days, Americans have long mythologized the beauty and grace of the horse, but with so much appreciation, we often forget what scientific marvels they are. It's one of the reasons they're so valuable.

- Horses often appear to be laughing, but they're actually utilizing a nose-enhancement technique to tell whether or not a smell is good or bad.
- Horses can run just hours after birth.
- The fastest recording sprinting speed of a horse was 88 kph.
- As of January 1, 2020, the use of CBD oil for horses in competitions is no longer allowed.

- This drug has been known to ease arthritis in animals.
- Gallileo, an Irish Stallion, once had a market value of \$199 million thanks to his racing record.
 - The most paid for a working horse was \$112,500. The 2-year-old Belgian stallion was auctioned in Illinois in 2003.
 - Horses were likely domesticated 4,000 years ago by Asian nomads.

Protection and Care: What Matters Most

We've spoken at length about the importance of the equine industry on the American economy and jobs market, but little of that matters when an animal's care is concerned. Part of the reason these splendid creatures have been allowed to flourish as they have across America has been companies like [Brand Name], working hard to ensure safe metal horse stalls. Our highest quality metal loafing sheds protect from the elements like no other. It's no surprise Americans have rated them as the best investment for horse care and protection. Moreover, [Brand Name]'s 20-year rust-through warranty is a guarantee that we're in it for the long haul.

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The statistics and infographics cited in this article could not have been found without the hard work of [Horse Properties](#), [Ride With the Quo](#), [Eq Group](#), [Heart of Phoenix](#), [The Equestrian Channel](#), [Horse Council](#), [The Horse.com](#), and [The Humane Society](#). We humbly extend our thanks.