



2010 Canadian Equine Industry Profile Study



The State of the Industry
(Ver. 2)

By Vel Evans



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- 2003 Canadian Horse Industry Profile Study – The Economic Contribution of Horses in Canada
- 2003 Equine Industry Export Market Opportunity Study – The International Equine Industry
- 2002 Equine/Equestrian Industry International Comparative Review
- 2001 Saskatchewan Horse Industry Research Study
- 1999 Alberta Horse Industry – Horse Health Services Sector Profile Study
- 1998 Region of York Horse Industry Economic Impact Report
- 1998 Canadian Horse Industry Research Study
- 1997 Ontario Equine Market Profile Study

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 - Wagering in Canada 2003 to 2010
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DATA-SHEETS

All Respondents ❖ British Columbia ❖ Alberta ❖ Saskatchewan ❖ Manitoba ❖ Ontario ❖ Quebec ❖ New Brunswick ❖ Prince Edward Island ❖ Nova Scotia ❖ Newfoundland ❖ Yukon/Northwest Territories

Non-Owner Participants ❖ Own Five Horses or Less ❖ Own Six Horses or More ❖ Property Owners

Racing Sector ❖ Breeding Sector ❖ Coaches / Trainers ❖ Competition Sector ❖ Pleasure Riding Sector ❖ Farm/Ranch/Stable Sector

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INTRODUCTION

- A total of 2,566 interviews were completed with adult participants in all ten provinces, the Yukon Territories and the Northwest Territories – the largest telephone survey sample size ever completed for Canada
- The survey directly represents 2,566 adult riders/drivers or horse care-givers, and indirectly represents an additional 4,296 Canadian residents who ride or drive and are resident in the households of those surveyed
- The survey directly represents 17,712 horses owned by survey participants, and indirectly represents an additional 1,024 horses owned through syndication, and 5,279 horses belonging to other people, but cared for by survey participants.

HORSES IN CANADA IN 2010

- Estimated 963,500 horses in Canada in summer 2010, owned by members of 226,500 horse owning households
- From 886,500 horses in Canada in 1998, the national herd increased to a peak of 1,092,461 horses in 2005.
- The 963,500 horses in Canada in 2010, are resident on 145,000 properties (premises)
- There is a significant level of inventory in the herd. It is reported that 23% of horses in Canada are young horses, not yet in use for their intended market segment
- The mature horses in the herd – approximately 744,000 horses – are primarily in use for sport competition (18% of horses), pleasure riding (18% of horses), and the breeding sector (18% of horses).

PEOPLE IN THE INDUSTRY

- There are an estimated 855,000 people active in the horse industry in 2010 – 556,000 living in horse-owning households and an additional 350,400 involved using horses owned by others
- There are more adults participating than children in 2010 – participation is 59% adult / 41% children
- There are 45,500 people licensed to participate in the horse-racing sector in 2010
- There are an estimated 117,000 adults and 225,250 children participating in sport competition in 2010
- There is the equivalent of one full-time job for every 32 horses in the country – directly for the care of horses



COST OF OWNERSHIP

- There is approximately \$29 billion invested in the Canadian horse industry including investments in horses, tack, horse-related equipment and property improvements
- Labour for the care of horses on farms represents the equivalent of 34,000 paid full time jobs
- Canadian horse owners incur more than \$6.5 billion in expenses to care for their horses and maintain their horse operations.
- Canadian horse owners spend \$1.6 billion each year on products and services for the care of their horses – an average of \$2,700 per horse per year

ECONOMIC CONTRIBUTION FROM HORSES

- The horse industry contributes more than \$19 billion annually to the Canadian economy
- On-farm activities with horses generate 76,000 full-time jobs, at an average salary rate of \$29,884
- Off-farm activities with horses (racing and competition) generate 9,806 full-time jobs at an average salary rate of \$25,478
- The Canadian horse industry supports more than 154,000 jobs in Canada – one full-time job for every 6.25 horses in Canada

INDUSTRY TRENDS

- The economic contribution from the horse industry has increased from \$15.8 billion in 2003 to \$19.7 billion in 2010 – primarily driven by an additional \$5 billion in paid employment from the industry.
- Annual foal production has decreased by 50% in the 2003 through 2010 period and is expected to continue to decrease in 2011. Costs to keep a horse have increased by more than 70% between 2003 and 2010. Horse owners in all provinces reported lower prices for horses bought-and-sold in 2010 compared to 2008/09 prices – generally a 49% decrease in prices.
- There are 79,000 more horse-owner households in 2010 compared to 2003. The pool of horse owners is aging, with an increase in the median age for horse owners to the 50-to-59 year-old age range. It was reported in 2010 that 24% of all horse owners are 60-years-of-age or older.

TRACEABILITY READINESS / HERD MANAGEMENT

- There are 145,000 premises in Canada with resident horses – 42,000 of these premises also have other livestock species resident at the site
- More than 75% of horse owners report that all of their horses are treated by a veterinarian at least one a year
- Horse owners reported that more than 70% of their horses have some form of identification – however there is not a unique, standardized method of identification in use in Canada
- More than 70% of horse owners reported that they keep some type of records for all of their horses – however there is not a standardized method of record-keeping in use in Canada
- More than 80% of horse owners report that one-or-more of their horses leave their home farm at least once each year, to visit a location where they commingle with other horses or other livestock

STATE OF THE INDUSTRY IN 2010

- The economic contribution from the horse industry exceeds \$19.6 billion annually, plus more than \$300 million annually in GST/HST and federal and provincial taxes and levies on horse racing wagering.
- In 2010, the inventory of horses available for sale to use markets was approximately 300,000 horses. Selling prices were down significantly in 2010, affected by increased imports of horses from the U.S. for processing and the economic recession.
- Expansion in horse ownership in the past decade has been driven by increased participation from the baby-boomer generation. The pool of horse owners is an aging demographic, with 24% of horse owners in the 60+ age group.
- Entry level participation in the industry is down by approximately 50%. A key priority for long-term industry sustainability and growth will be attracting new participation and revitalizing the customer base.





INTRODUCTION

INTRODUCTION ... HIGHLIGHTS

- A total of 2,566 interviews were completed with adult participants in all ten provinces, the Yukon Territories and the Northwest Territories – the largest telephone survey sample size ever completed for Canada
- The survey directly represents 2,566 adult riders/drivers or horse care-givers, and indirectly represents an additional 4,296 Canadian residents who ride or drive and are resident in the households of those surveyed
- The survey directly represents 17,712 horses owned by survey participants, and indirectly represents an additional 1,024 horses owned through syndication, and 5,279 horses belonging to other people, but cared for by survey participants.

1. INTRODUCTION:

The *2010 Canadian Horse Industry Profile Study* was commissioned by Equine Canada as a component of planning for the introduction of a national traceability system for the Canadian equine industry. The mandate for this Study was to conduct a survey on the Canadian horse industry to provide insight into the current state of the industry, and issues affecting its future. The industry is facing key issues in 2010, not the least of which is the impact of changes to the global (and national) economic climate in which the industry operates.

This study has been designed to provide current data and an updated profile on the 2010 Canadian equine industry, and to assess the state of industry readiness to revise industry business practices in order to adapt to the new economic environment. The study identifies inventory and capacity within the Canadian equine industry sector, and trends within the industry that impact industry sustainability, domestic market development, and farm management.

This research study is based on the prototype study format developed by Strategic Equine Inc. National research studies using this prototype format were completed by *Strategic* in 1998 and 2003. This report is presented as an update to work completed in 2003, based on data acquired during May through August 2010. Where possible, data acquired during the 2010 research study has been compared to similar data acquired during 1998 and 2003 to identify trends and patterns within industry sectors.

1.1 RESEARCH OBJECTIVES

The **primary objective** of this study was to develop a 2010 updated profile of the Canadian equine-equestrian industry, and to identify trends and patterns in horse ownership and participation with horses in Canada. Specifically, to provide:

- Estimated number of equines in Canada as of summer 2010, and distribution of the herd nationally and provincially
- Analysis of use of horses/equines nationally and by province



- Trends and patterns for horse ownership, equine management, and participation with horses in Canada
- Capital investment in horses and related tack, equipment and horse-related property improvements
- Annual expenditures generated in the care of horses and for horse-related activities
- Identified issues for the domestic industry

In addition, a component of the research project included identifying issues surrounding industry readiness for the development and adoption of a national equine traceability program. Additional questions were included in the national survey to acquire data on general industry and horse herd management practices, including:

- The frequency at which horses travel off-premises, and their inter-provincial (or international) travel for sport, breeding, sale, etc.
- The current use and practices for unique identification of horses in Canada
- The current status of on-farm record-keeping for horses
- A profile of horse health care treatments, and treatment of horses by owners, custodians, and veterinarians
- Change of ownership and/or change of custodianship of horses in Canada

1.2 RESEARCH AND REPORT FORMAT

The research was completed in two segments. The first segment was the completion of meta-analysis of data collected to support industry trend analysis. Meta-analysis included a review of data from the following sources:

- Statistics Canada 1996, 2001 and 2006 Census of Agriculture
- Annual report figures (1998 through 2009) for breed registries enrolled in the Canadian Livestock Registry program
- Annual report data (1998 through 2009) from Standardbred Canada, Canadian Thoroughbred Horse Society, American Paint Horse Association and the American Quarter Horse Association for annual foal registrations and ownership transfers within the registry
- Annual report data (2005 through 2009) from CPMA (Canadian Pari-Mutuel Agency) for wagering on horse racing in Canada
- 1998 Canadian Horse Industry Research Study and the 2003 Canadian Equine Industry Profile Study

The second segment of the research included completion of a telephone interview survey with industry participants, who were selected randomly from available industry lists.

The telephone interviews, which averaged approximately 25 minutes in length, were completed by a total of 2,566 individual industry participants aged 18 and over. The telephone research survey was conducted during May through August in 2010. Individuals who were surveyed participated strictly on a voluntary basis. No incentives of any kind were offered to participants.

This report is created in three main sections:

- **Report** — including chapters outlined in the Table of Contents
- **Data Analysis Sheets** — statistical reporting of the data collected through the telephone interview segment of the research. The data analysis sheets report the actual questionnaire responses for the entire sample, as well as subsets of the data extracted by specific criteria:
 - **Provinces and Territories** (excluding Nunavut)
 - **Primary Participation Category** — Active in horseracing, coach / trainer / riding instructor, farm / stable / ranch manager, breeder, competitor, pleasure rider, owner
 - **Horse Ownership Profile** — Non-owners, owned horses for less than five years, owned horses five to ten years, owned horses for more than ten years, own five horses or fewer, own six horses or more
- **Appendices** — including additional data collected through the desk-based research segment of the study

1.3 REPRESENTATIVE SAMPLE

The survey sample was restricted to individual industry participants 18 years of age or older. Respondents were defined as industry participants if they met one or more of the following three criteria:

- They ride or drive horses
- They own horses, either individually or as part of a syndicate ownership group, or
- They are responsible for the care of other peoples' horses

The sample pool from which names were selected for interview included the combined pool of names including:

- Sport Licensees of Equine Canada, 2009
- Adult member contacts as provided by Provincial Equestrian Federations
- Adult member contacts of Breed Associations within the Canadian Livestock Records Corporation registries
- Publicly published lists of equine industry participants
- Catalogue mailing list contacts for tack and equipment products

Of the 2,566 survey respondents, 93% ride or drive horses, 91% own horses, and 24% are responsible for the care of other peoples' horses.

The survey directly represents 2,566 adult riders, drivers or horse care-givers.

The survey indirectly represents an additional 4,296 Canadians who ride or drive and live in the households of those surveyed.

The combined pool of provided names and phone numbers were purged for duplicate records by surname and phone number, and a random select was generated to provide the master list for interview selection. Total size of the master list for interview selection included in excess of 57,000 contact names.

A total of 2,566 interviews were completed with adult industry participants selected from the master list. In order to ensure that the relative balance of interviews completed in each province was reflective of the number of people who participate by region, a baseline estimate of the number of people participating in each province was required. Reference material for the creation of the baseline estimate included the analysis of the data available from the following sources:

- Statistics Canada 1991, 1996, 2001, and 2006 Census of Agriculture,
- the analysis of current national and provincial breed/discipline association membership figures as provided by industry associations
- the 1998 Canadian Horse Industry Research Study, and 2003 Canadian Equine Industry Profile Study

Table 1.1 outlines the number of interviews completed in each province, with comparative data as reported from the Statistics Canada 2006 Census of Agriculture, and survey sample for the 1998 Canadian Horse Industry Research Study, and the 2003 Canadian Equine Industry Profile Study.

Table 1.1: Number of Interviews Completed Per Province/Territory

Province / Region	2006 Statistics Canada Census Of Agriculture		2010 Canadian Horse Industry Profile Study		2003 Canadian Horse Industry Profile Study		1998 Canadian Horse Industry Study	
	# Of Census Farms With Horses	% Of National Total	# Of Interviews Completed	% Of National Total	# Of Interviews Completed	% Of National Total	# Of Interviews Completed	% Of National Total
CANADA TOTAL	54,169	100%	2,566	100%	1,735	100%	1,327	100%
British Columbia	6,697	12.36%	536	20.89%	327	18.85%	171	20.29%
Alberta	17,219	31.79%	446	17.38%	250	14.41%	218	12.15%
Saskatchewan	8,531	15.75%	243	9.47%	193	11.12%	143	2.21%
Manitoba	3,646	6.73%	156	6.08%	127	7.32%	95	2.82%
Ontario	12,333	22.77%	722	28.14%	491	28.30%	443	42.55%
Quebec	4,259	7.86%	264	10.29%	188	10.84%	126	11.84%
New Brunswick	476	0.88%	63	2.46%	59	3.40%	45	1.95%
Nova Scotia	643	1.19%	75	2.92%	75	4.32%	56	3.75%
Prince Edward Island	288	0.53%	29	1.13%	16	0.92%	14	0.45%
Newfoundland	77	0.14%	23	0.90%	8	0.46%	13	0.21%
Yukon/Northwest Territories	-	-	9	0.35%	1	0.01%	2	-

Of the 2,566 survey respondents

INTRODUCTION

- 93% of total ride or drive horses
- 91% of total own horses
- 24% of sample are responsible for the care of other peoples' horses

Survey respondents were asked how many adults and children in their household ride or drive horses. In addition to the 2,566 adults interviewed, households in which respondents live include an additional 3,582 adults who ride or drive horses, and 714 children who ride or drive

- The survey *directly* represents 2,566 adult rider/drivers, or horse care-givers
- The survey *indirectly* represents an additional 4,296 Canadian residents who ride or drive and are resident in the households of those surveyed

Of the 2,566 survey participants 91% of respondents own horses, either directly or through syndicate ownership. These 2,324 individuals own a 100% interest in 17,712 horses, an additional percentage interest in 1,024 horses owned through syndication, and are responsible for the care of 5,279 horses belonging to other people.

- The survey *directly* represents 17,712 horses owned by survey participants
- The survey *indirectly* represents an additional 1,024 horses owned through syndication, and 5,279 horses belonging to other people, but cared for by survey participants

Table 1.2 compares the representative sample for interviews completed during 2010, with the results from survey samples in 1998 and 2003.

Table 1.2: Sample Comparison 2010, 2003 and 1998

Strategic Equine Research 2010, 2003 and 1998	2010 Canadian Horse Industry Profile Study	2003 Canadian Horse Industry Profile Study	1998 Canadian Horse Industry Study
Total Interviews Completed	2,566	1,735	1,327
% of Survey Participants who Own Horses	91%	95%	88%
% of Survey Participants who Ride or Drive Horses	93%	85%	97%
% of Survey Participants responsible for the care of Other Peoples' Horses	24%	25%	36%
# of Horses Owned 100%	17,712	13,358	9,035
# of Horses Owned through Syndicate Ownership	1,024	276	–
# of Other Peoples' Horses cared for by Survey Participants	5,279	4,009	4,789
# of Additional Adult Riders in Household	3,582	2,419	706
# of Additional Child Riders in Household	714	557	601

The survey directly represents 17,712 horses owned by survey participants.

The survey indirectly represents an additional 1,024 horses owned through syndication and 5,279 horses cared for by survey participants.

1.4 THE TELEPHONE INTERVIEW PROCESS

All the questions in the questionnaire used for the telephone interviews were of two basic types:

- Questions that required a “YES” or “NO” response
- Questions that required a numeric response (How many? or How much?)

The questions were asked using a nesting format. Depending on the response given by the participant to any question, the respondent followed a different and individual series of questions.

For example: If 2,566 people were asked . . .

“1.0 Do you own horses? YES NO”

and 2,324 respondents answered YES, and 242 respondents answered NO . . .

2,324 YES respondents were asked:

“1.A.1 How many horses do you or your family own 100% interest in?”

242 NO respondents were asked:

“1.B.1 Do you expect to own horses within the next five years?”

The maximum sample for Question 1.0 = 2,566, for Question 1.A.1 = 2,324, and for Question 1.B.1 = 242. In all cases, *no responses* (where an answer was not given) were not counted in the calculation of the % of sample response.

The results reported in the data sheets are represented as a percentage of the *Maximum Sample Size*. The report calculates the % of *Sample*, based upon the number of people who responded with YES to a question, divided by the number of people who could have responded to the question.

If, for any reason, the person being interviewed did not want to answer a particular question, the interviewer continued on to the next question. Where financial information was requested, related to annual expenditures, revenues, or capital investment, the interview participants were asked a three-phase question . . .

“Do you purchase the services of a horse trainer(s) for your horses? YES NO”

“For 2010, how many horses will you have in training with a professional trainer?”

“What is your annual expenditure for horse trainer services?” \$ _____

Where interview participants responded to the first phase of the question, but declined to answer the second phase, data reported in the data sheets reports all responses to the first phase of the question. Calculations for average expenditure, revenues or investment, reflect the average value for only those respondents who provided information for the second phase of the question.

INTRODUCTION

For example:

If 10 people, each of whom reported owning 10 horses, were asked:

“Do you purchase the services of a horse trainer(s) for your horses? YES NO”

If three people responded *YES*, % of *Sample* response for those purchasing the services of a trainer would be reported as 30%. The three people purchasing horse trainer services were asked:

“What is your annual expenditure for horse trainer services?” \$ _____

If only two people chose to respond, reporting a total annual expenditure of \$8,000 on trainer services, the reported *average expenditure per annum for trainer services per horse* would be reported as \$400 — based on the average expenditure for those reporting an annual expenditure amount.

In the attached analysis, “NO RESPONSE”, “NO ANSWER”, and “DON’T KNOW” are ignored in the calculation of the relevant percentages. Due to rounding, reported totals may not add to 100%. Questionnaires were considered complete if more than 85% of the required or possible questions were answered.

1.5 VALIDITY OF REPORTED RESULTS

In total, 2,566 interviews were completed, the largest survey sample size ever completed for Canada. This sample represents approximately 1.2 % of the estimated number of Canadian horse ownership households, nationwide. At this sample size, the accuracy of the data acquired for ALL RESPONDENTS (2,566 interviews), and the validity of the analysis of responses, represents +/- 2.8%, 19 out of 20 times – roughly equivalent to 96% accuracy factor.

In total 2,566 interviews were completed – the largest telephone survey ever completed in Canada.

HORSES IN CANADA IN 2010

HORSES IN CANADA IN 2010 ... HIGHLIGHTS

- Estimated 963,500 horses in Canada in summer 2010, owned by members of 226,500 horse owning households
- From 886,500 horses in Canada in 1998, the national herd increased to a peak of 1,092,461 horses in 2005.
- The 963,500 horses in Canada in 2010, are resident on 145,000 properties (premises)
- There is a significant level of inventory in the herd. It is reported that 23% of horses in Canada are young horses, not yet in use for their intended market segment
- The mature horses in the herd – approximately 744,000 horses – are primarily in use for sport competition (18% of horses), pleasure riding (18% of horses), and the breeding sector (18% of horses).

2. HORSES IN CANADA IN 2010

One of the key challenges in the development of an equine sector profile is calculating an estimate of the equine herd size for a specific point in time. A regular Census of Agriculture is completed in Canada (by Statistics Canada) on a five-year cycle, which provides reliable data on the number for horses resident on agricultural properties defined as Census Farms on the specific Census Day. The last such Census of Agriculture was completed for May 16, 2006.

Although a census program has the advantage of providing a fixed count of livestock on a single day (a *freeze frame* if you will), the methodology used for a Statistics Canada Census of Agriculture provides only a minimum baseline number for horses in Canada on Census Day. Census of Agriculture methodology includes counting all animals resident on Census Farms on Census Day.

Statistics Canada defines a Census Farm as an agricultural facility that produces an agriculture product for sale – i.e. produces more of an agricultural product than the property or facility consumes. If a particular property meets the defined criteria for a Census Farm, then all of the equids on the property are counted for the Census. This methodology does not differentiate ownership of the animals on the Census Farms – it counts all animals on the Census Farm on the specified day.

However, published census reports include the proviso that the accuracy of horses reported in census data may be underrepresented:

“Users of this data should be aware that there is potential for greater numbers of alternative livestock in Canada than what the census data reports.... Horses are the most notable in this regard, as horses on holdings or in stables that do not produce breeding stock or sell other agricultural produce are not included ” (from Statistics Canada – Cat. No. 23-502-XIE).



2.1 ESTIMATED HERD SIZE

For the purposes of calculating an estimated herd size in 2010, data from the 2006 Census is analyzed in combination with data acquired from the 2010 telephone research surveys. The analysis was completed in two stages:

- Calculating the number of horses in Canada in summer 2006 (i.e. actual number of horses on Census Farms in May 2006, plus an estimate of the number of horses not included in the 2006 Census of Agriculture count)
- Calculating an estimated number of horses in Canada during summer 2010, based on reported increase (or decrease) in horse ownership for those surveyed during summer 2010.

The 2006 Census of Agriculture, reports a total of 453,965 equids resident on 54,169 Census Farms.

Table 2.1: Horses Reported – Statistics Canada Census of Agriculture 2006

Statistics Canada Census of Agriculture 2006	Census Farms	Census Farms By Province	Horses Resident on Census Farms	Horses by Province	Average Horses per Census Farm
CANADA	54,169		453,965		8.38
British Columbia	6,697	12%	53,246	12%	7.95
Alberta	17,219	32%	155,533	34%	9.03
Saskatchewan	8,531	16%	65,914	15%	7.73
Manitoba	3,646	7%	46,580	10%	12.78
Ontario	12,333	23%	97,285	21%	7.89
Quebec	4,259	8%	26,522	6%	6.23
New Brunswick	476	1%	2,973	1%	6.25
Nova Scotia	643	1%	3,705	1%	5.76
Prince Edward Island	288	1%	1,921	<1%	6.67
Newfoundland	77	<1%	286	<1%	3.71

Telephone interview participants were asked a series of questions related to horse ownership per family unit (or per horse site), and to identify property ownership of Census Farms, and the number of horses resident on Census Farms during the 2006 Census of Agriculture.

Estimates for the number of foals born in 2006 after the May 16th Census Day, were calculated based on data for pedigree registrations for the 2006 foal year. Data from pedigree registration records for 2006 was compared to research data from the 2003 Canadian Horse Industry Study to calculate an estimated number of non-pedigree horses on-the-ground in summer 2006.

HORSES IN CANADA IN 2010

The resulting analysis reports a total herd size of 1,043,433 horses in summer 2006.

Table 2.2: Estimated Herd Size Summer 2006 – Based on Survey Results

Estimated Herd Size in Summer 2006	Horses on Census Farms	Foals Born Summer 2006	Non-Census Properties with Horses	Horses on Non-Census Properties	Est. # of Horses in Summer 2006	Horses by Province
CANADA	453,965	18,896	90,437	506,722	1,043,433	100%
British Columbia	53,246	1,512	14,249	59,442	125,570	12.0%
Alberta	155,533	4,724	26,905	191,743	335,980	32.2%
Saskatchewan	65,914	3,779	12,546	36,807	127,395	12.2%
Manitoba	46,580	4,157	4,995	15,363	67,287	6.4%
Ontario	97,285	3,779	17,874	99,936	229,243	22.0%
Quebec	26,522	378	10,140	85,100	131,981	12.6%
New Brunswick	2,973	567	1,253	6,660	10,178	1.0%
Nova Scotia	3,705	-	1,340	4,495	8,445	0.8%
Prince Edward Island	1,921	-	543	1,479	4,610	0.4%
Newfoundland	286	-	592	1,114	1,369	0.1%

It should be noted that a Census of Agriculture reports ALL horses on a Census Farm, whether those horses are owned by the farm-owner, or belong to another owner. Horses boarded on Census Farms are included in the count of horses on Census Day.

Table 2.2 includes horses boarded on Non-Census properties in the estimated totals, based on the 2010 survey results for horse owners who reported boarding horses on their Non-Census property in 2006.

In the telephone survey, participants were asked a series of questions to identify potential increase, or decrease in the number of horses owned over the previous five years (since 2006). Analysis of the resulting responses was used to estimate the number of horses in Canada in 2010 as outlined in Table 2.3.

Figure 2.1: Horses By Province in Summer 2006

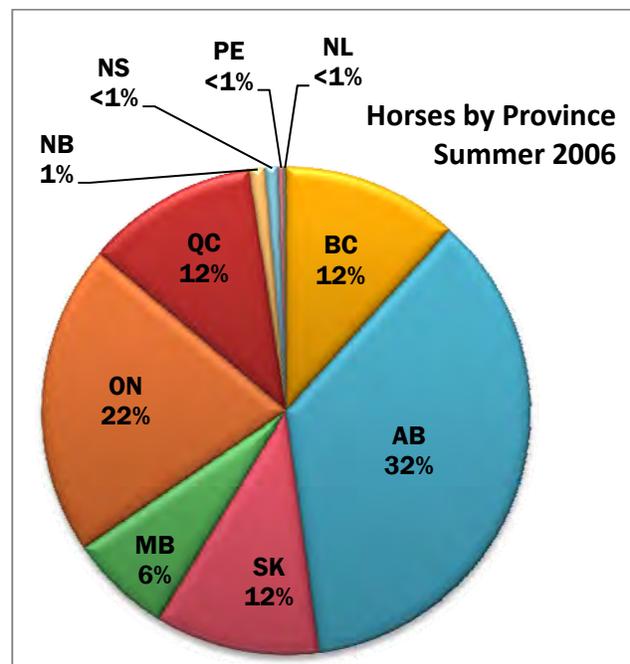
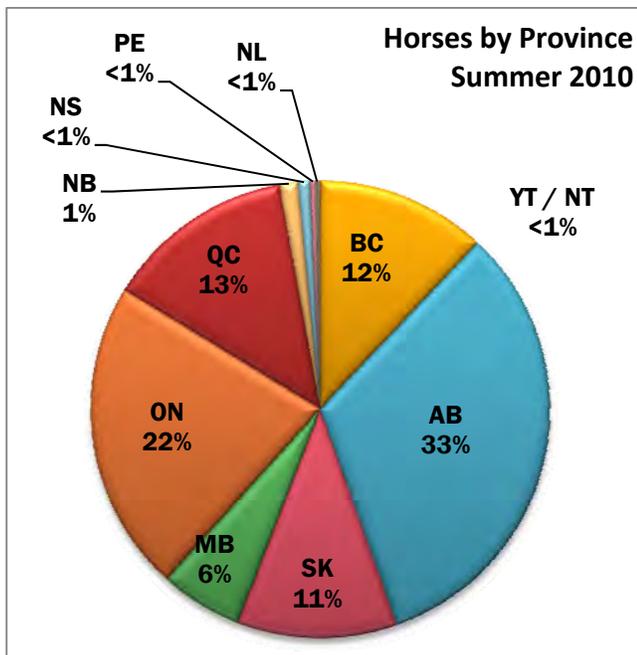


Table 2.3: Estimated Herd Size Summer 2010 – Based on Survey Results

Estimated Herd Size in Summer 2010	# of Census Farms (2006)	Est. # of Non-Census Properties with Horses in 2010	Est. Total Properties with Horses in 2010	Horses on Census Farms in 2010	Horses on Non-Census Properties in 2010	Est. # of Horses in Summer 2010	% of Horses by Province in 2010
CANADA	59,037	85,963	145,000	483,364	478,786	963,500	100%
British Columbia	6,177	15,423	21,600	54,736	61,264	116,000	12.0%
Alberta	17,249	26,801	44,050	159,988	153,512	313,500	32.5%
Saskatchewan	9,930	4,780	14,710	65,801	42,999	108,800	11.3%
Manitoba	4,119	1,858	5,977	39,683	16,317	56,000	5.8%
Ontario	13,594	20,664	34,258	108,575	103,925	212,500	22.1%
Quebec	5,891	13,468	19,359	44,034	85,466	129,500	13.4%
New Brunswick	674	1,490	2,164	4,820	7,680	12,500	1.3%
Nova Scotia	850	799	1,649	3,312	4,688	8,000	0.8%
Prince Edward Island	432	288	720	2,186	1,814	4,000	0.4%
Newfoundland	121	392	513	229	1,121	1,350	0.1%
Yukon/NT	-	-	-	-	-	1,350	0.1%

Figure 2.2: Horses By Province in Summer 2010

For the purposes of this study, it is estimated that the national herd includes **963,500** horses in 2010.



Data on the number of premises (properties) with horses in 2010 – both Census Farms and non-Census properties – was used to develop an estimate of the number of horse-owning households in Canada in 2010.

In the telephone survey, participants were asked questions to identify the percentage of owners who reside on the same property as the horses they own, and the status of the property as either a Census Farm (as defined by Statistics Canada for a Census of Agriculture) or a non-Census property. Table 2.4 outlines the estimated number of horse-owner households.

For the purposes of this study, it is estimated that the **963,500 horses** in Canada are owned by members of **226,500 horse-owning households**, and kept (are resident) on **145,000 premises** in Canada.

Table 2.4: Estimated Number of Horse-Owning Households in 2010

Properties and Horse-Owning Households in 2010	Est. Total Properties with Horses in 2010	% of Owners Who Live on Horse Property	Est. # of Owner Households by Province	Total # of Horses	Avg. # of Horses per Owner Household	Avg. # of Horses per Site / Premises
CANADA	145,000	64%	226,500	963,500	4.3	6.6
British Columbia	21,600	66%	32,700	116,000	3.5	5.4
Alberta	44,050	70%	62,300	313,500	5.0	7.1
Saskatchewan	14,710	79%	18,600	108,800	5.8	7.4
Manitoba	5,977	84%	7,100	56,000	7.9	9.4
Ontario	34,258	57%	60,100	212,500	3.5	6.2
Quebec	19,359	53%	36,500	129,500	3.5	6.7
New Brunswick	2,164	66%	3,780	12,500	3.3	5.8
Nova Scotia	1,649	81%	2,000	8,000	4.0	4.9
Prince Edward Island	720	60%	1,200	4,000	3.3	5.6
Newfoundland	513	42%	1,220	1,350	1.1	2.6
Yukon/NT	-	78%	1,000	1,350	1	-

The estimated number of premises with horses in Canada (in 2010) is considered to be the locations where horses are normally resident. It does not include sites where horses may be temporarily resident such as racetracks, training centres, veterinarian clinics, exhibitions, etc.

2.2 EQUINE HERD PROFILE

Equids in Canada are predominantly in use (or bred for use) in what is now defined as the *entertainment/leisure* sector of the Canadian economy. The specific use of animals, whether for racing, non-racing competition, recreational riding, ranching and farm work, or other activities, impacts both capital investment in livestock and facilities, as well as the annual expenditure for the care of animals. To develop an accurate estimate of the economic impact generated by the care of horses and activities of Canadians and their horses, an analysis of the primary use of horses across the country is required.

For the purposes of this study, the industry is categorized by the following sectors:

Racing	Non-racing competition
Pleasure riding	Breeding Stock
Riding school or riding lessons	Tourist activities
Work (i.e. ranching, logging, etc.)	Companionship (or full retirement)
PMU production	Meat production

Horse owners were asked to quantify how many of their horses are young horses not yet in use, as well as defining a primary use for their mature horses. Table 2.5 reports

There are an estimated 145,000 properties with horses in 2010, not including sites where horses may be temporarily resident.

There are approximately 220,000 young horses in the 2010 herd – horses categorized as “Not Yet In Use”.

the percentages of horses in each province categorized as *Young Horses Not Yet In Use* or *Mature Horses*.

Table 2.5: *Young Horses and Mature Horses by Province*

2010 Young / Mature Horses	Total Horses	% Young Horses	Estimated Young Horses	Estimated Mature Horses In Use
CANADA	963,500	23%	219,884	743,616
British Columbia	116,000	17%	19,720	96,280
Alberta	313,500	29%	90,915	222,585
Saskatchewan	108,800	28%	30,464	78,336
Manitoba	56,000	23%	12,880	43,120
Ontario	212,500	22%	46,750	165,750
Quebec	129,500	12%	15,540	113,960
New Brunswick	12,500	13%	1,625	10,875
Nova Scotia	8,000	13%	1,040	6,960
Prince Edward Island	4,000	18%	720	3,280
Newfoundland	1,350	7%	95	1,255
Yukon/NT	1,350	10%	135	1,215

Recognizing that individual horses are often used for more than one type of activity, survey participants were asked to assign the primary use to the mature horses they own, and the intended use for young horses. Table 2.6 and Table 2.7 report the estimated number of horses in the country by primary use – by sector.

Table 2.6: *Horses by Primary Use*

Horses Primary Use	% of Horses	Estimated Horses by Primary Use
Young Horses Not Yet in Use	22.8%	219,884
Racing (including breeding for racing)	5.4%	52,029
Sport Competition other than racing	18.2%	175,357
Pleasure riding & driving	17.8%	171,503
Breeding stock	18.3%	176,321
Riding lessons	2.3%	22,161
Commercial trail rides, sleigh rides or tourist activities	0.9%	8,672
Work (ranching, logging, farming, etc.)	3.4%	32,759
Companionship or full retirement	3.5%	33,723
PMU production	0.4%	3,854
Meat production	0.7%	6,745
OTHER USES	6.3%	60,701

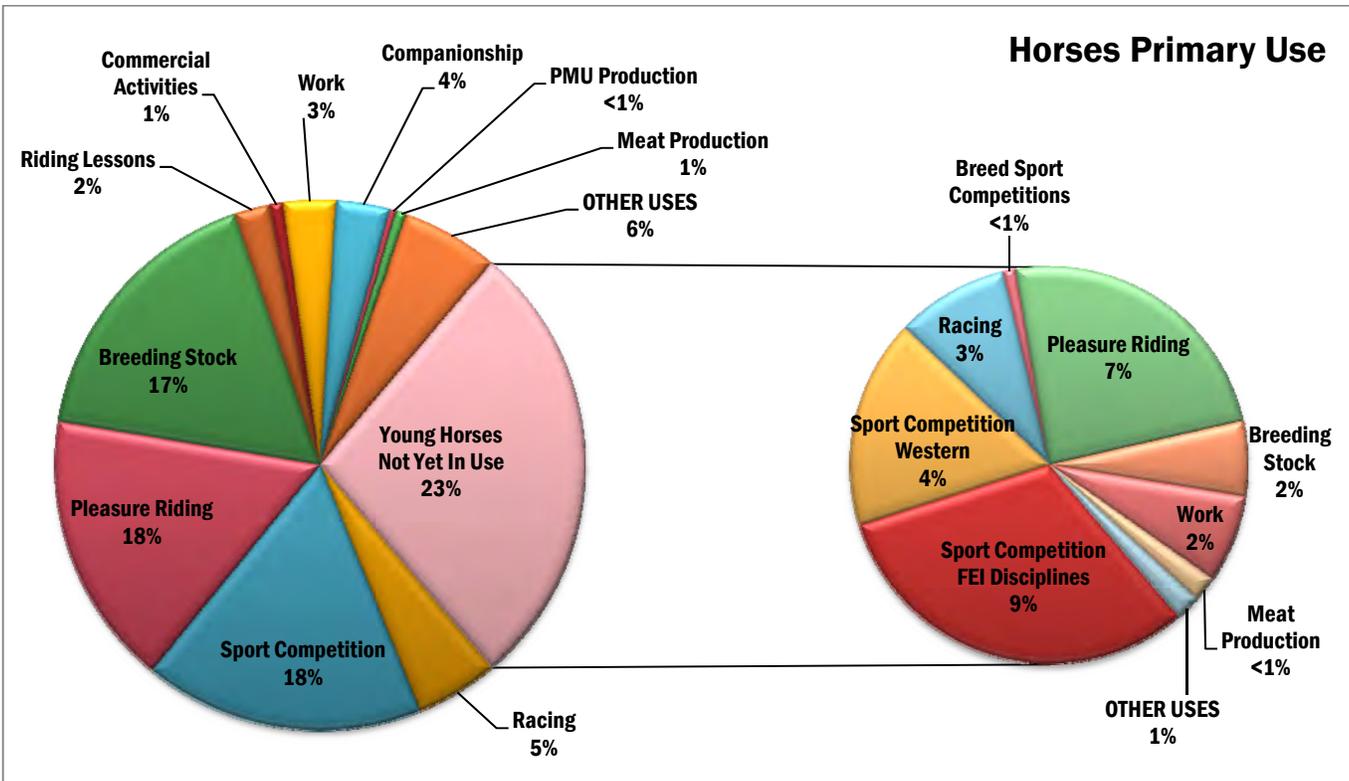
Of the mature horses in the herd, 175,000 are in use in the sport competition sector, 172,000 in the pleasure riding sector, and 176,000 as breeding stock.

Table 2.7 Young Horses – Intended Primary Use

Intended Use for Young Horses	% of Horses	Estimated Horses by Primary Use
Total Young Horses Not Yet In Use		219,884
Sport Competition – FEI disciplines	31.0%	68,164
Sport Competition – Western sport disciplines	17.0%	37,380
Racing	9.0%	19,790
Breed sport competition	1.0%	2,199
Pleasure Riding	24.0%	52,772
Breeding stock	6.0%	13,193
Ranch work / farm work	7.0%	15,392
Meat production	2.0%	4,398
OTHER USES	2.0%	4,398

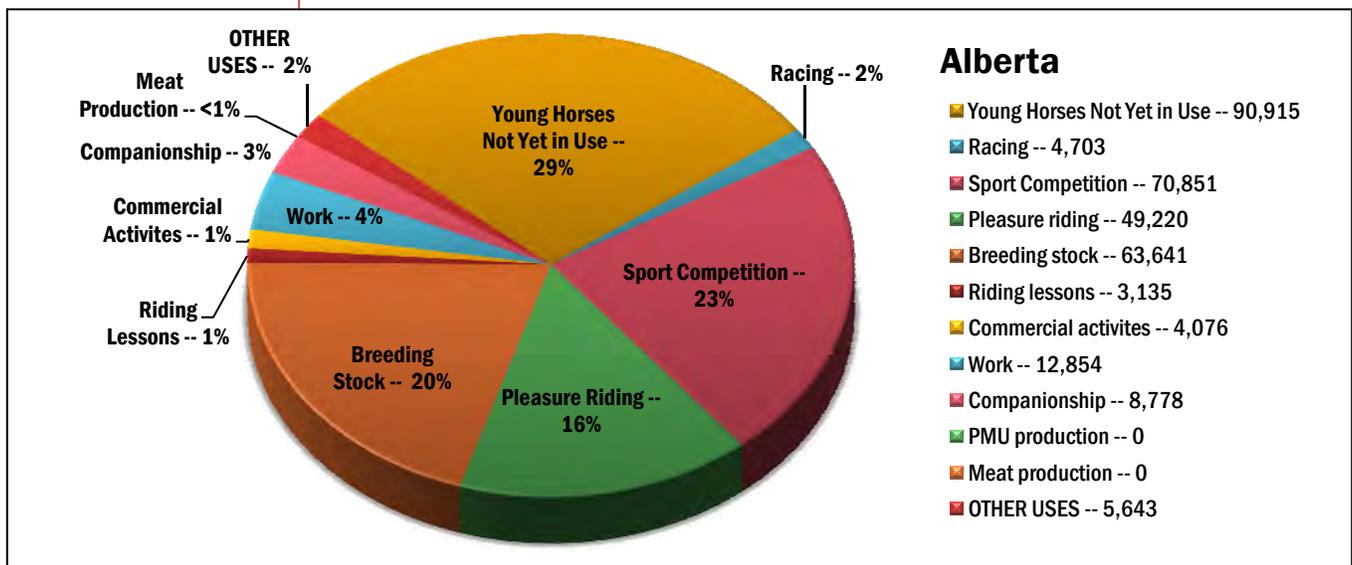
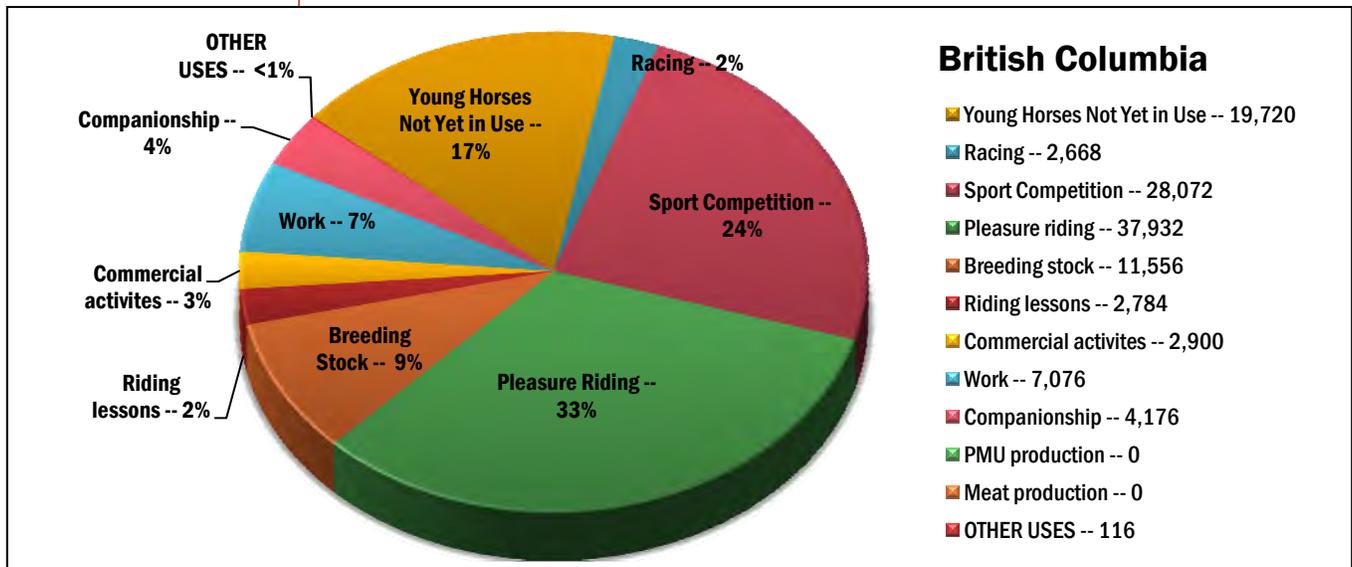
The number of horses in each sector varies from province to province, with the western provinces hosting the largest percentage of the breeding sector – both breeding stock and young horses not-yet in use.

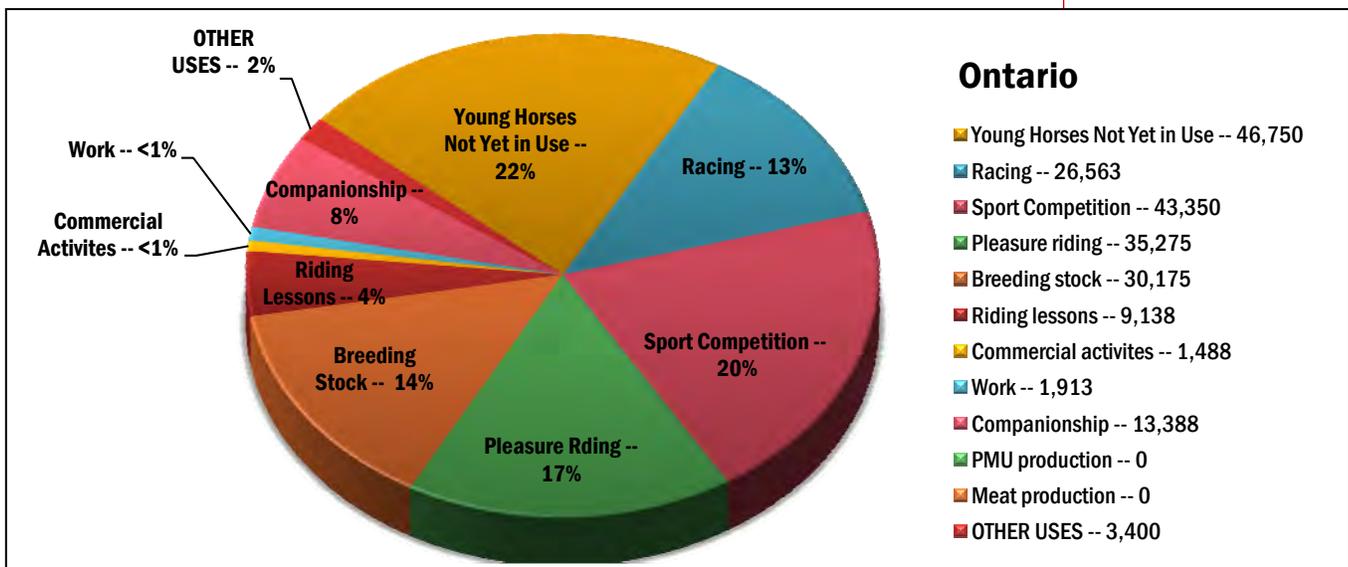
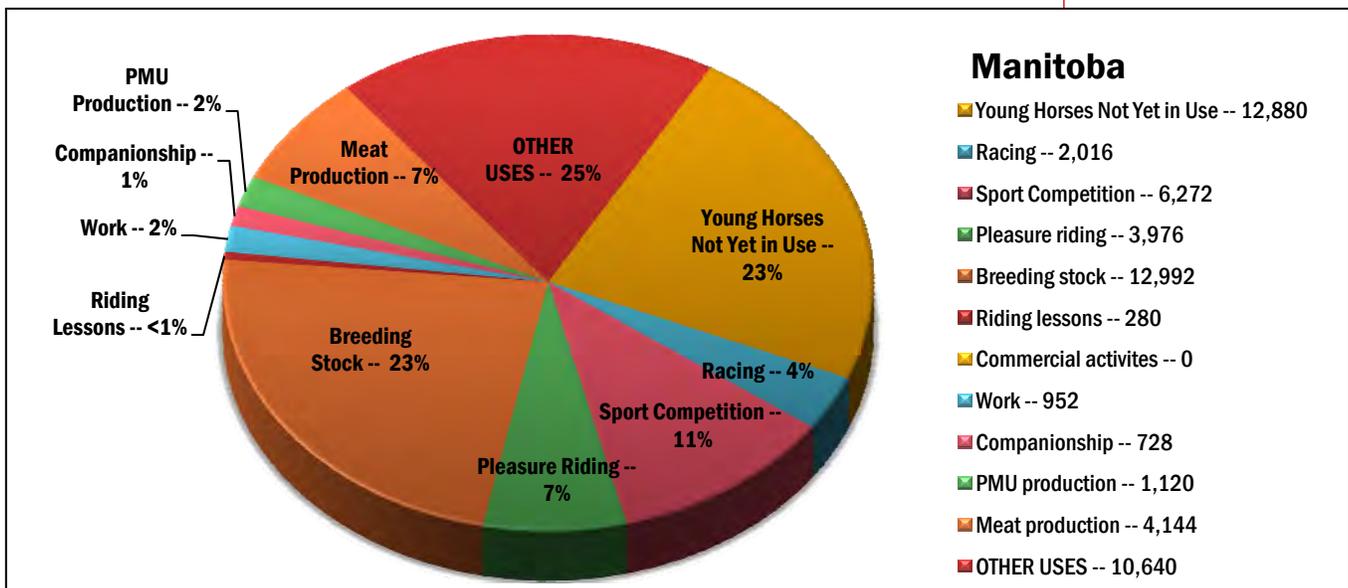
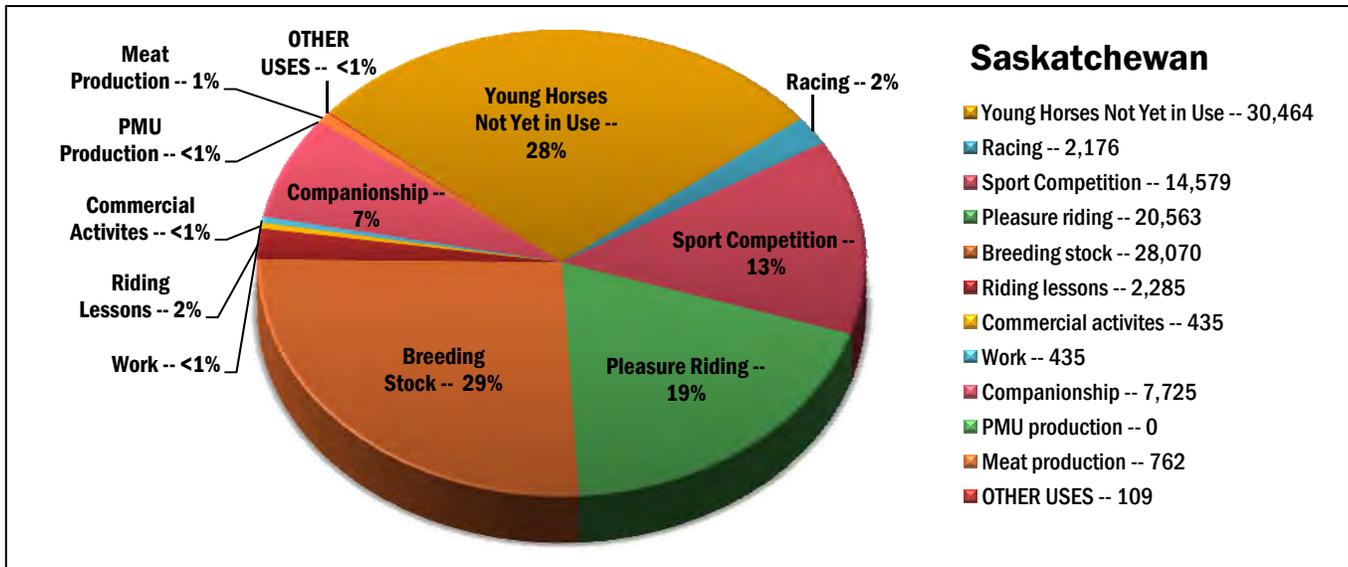
Figure 2.3: Primary Use of Horses in Canada in 2010

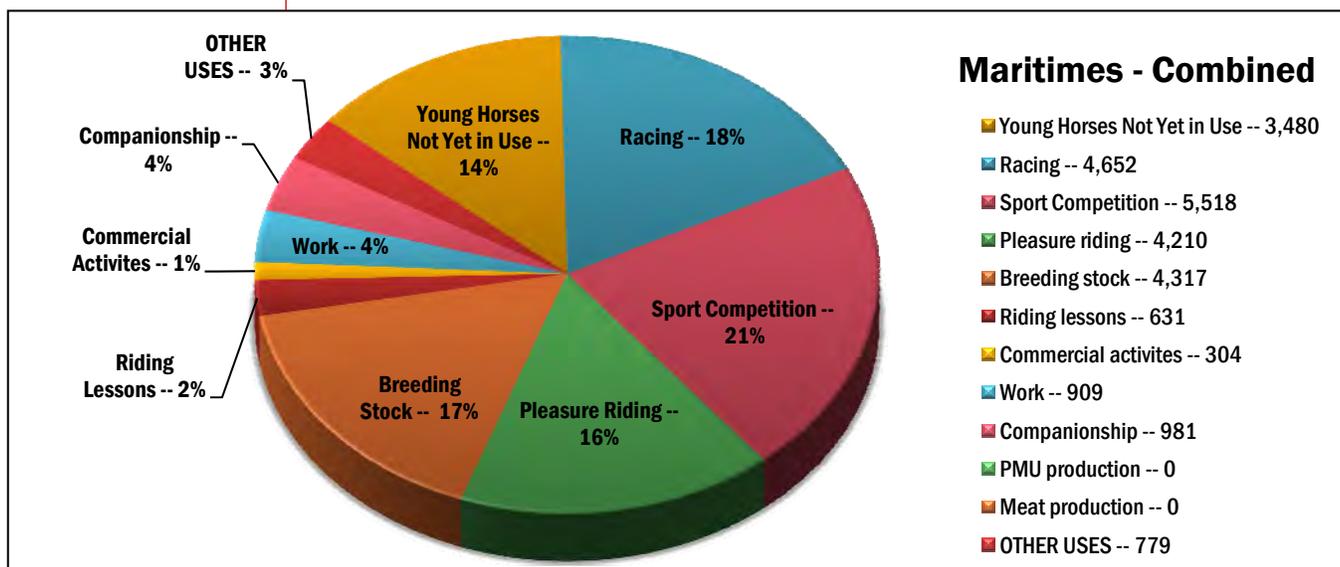
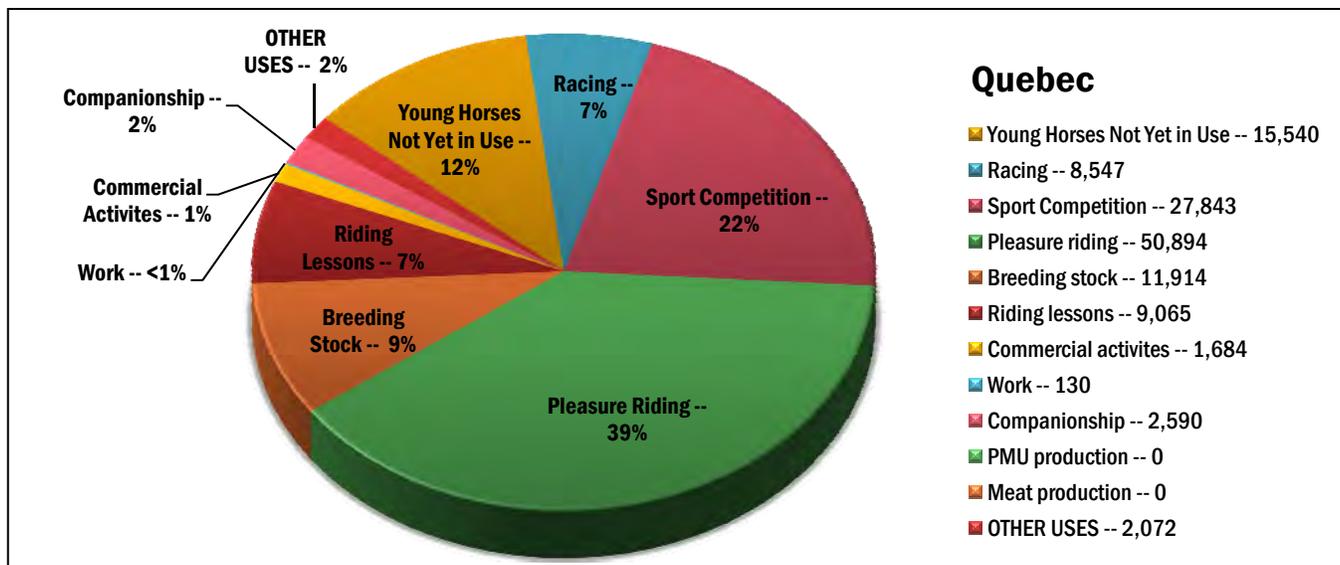


The *Other Uses* category in the questionnaire was undefined. If an individual survey participant was unwilling (or unable) to assign a single primary use to one-or-more of their horses, the horse was included in the *Other Uses* category. The percentage of horses that are included in each *Primary Use* category varies between provincial regions. Figure 2.4 reports primary use categories for horses in each province/territory.

Figure 2.4: Primary Use of Horses by Province







Note: Maritimes – Combined includes New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland

Those interviewed were also asked to define the percentage of horses owned that are registered with pedigree registries – or potentially would qualify for registration with a pedigree registry – through the following questions:

- “How many of your horses are registered with a pedigree breed registry?”
- “Do you own other horses that could be, but are not as of yet, registered with a registry?”

From the resulting responses, 85% of horse owners reported that they own one or more registered horses – reporting that 74% of horses owned are registered with a pedigree registry. When asked whether they owned horses that were eligible for registration, but not yet registered, 18% of horse owners reported that they owned

pedigree horses that were not yet registered – 6% of horses owned. When asked if they intended to register these horses with a pedigree registry, less than half (42%) of these owners expected to register their eligible, unregistered horses with a pedigree registry – intending to register 57% of their eligible horses.

For those reporting that they own active stallions at stud, 97% of active stallions are registered with a pedigree registry. For those reporting mares active in breeding, 64% of mares are registered with a pedigree registry.

Owners of registered horses were asked:

- “How many of your horses have registration papers from a Canadian registry?”

The responses indicated that, of the registered horses in Canada, 54% are registered with a Canadian pedigree registry.

Table 2.8: Pedigree Registered Horses in 2010

Registered Horses	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT/ NT
% of horses registered with a pedigree breed registry	74%	72%	85%	76%	64%	75%	81%	90%	90%	100%	68%	75%
% of horses with registration papers from more than one registry	10%	13%	12%	4%	6%	9%	17%	17%	10%	44%	4%	0%
% of horses with registration papers from a Canadian registry	54%	48%	59%	36%	51%	61%	63%	78%	64%	81%	63%	69%
% of horses eligible for registration – not yet registered	6%	8%	5%	5%	7%	8%	7%	10%	4%	4%	7%	0%
% of owners who expect to register eligible horses	42%	30%	49%	42%	40%	45%	46%	54%	30%	75%	100%	0%

2.3 MULTI-YEAR TRENDS FOR HORSES IN CANADA

Multi-year trends for horses in Canada – and premises (properties) with horses – shows a pattern for five-year cycles for overall increase/decrease in herd size.

Table 2.9 reports the Census of Agriculture data for horses (and farms reporting horses) for the 1981 through 2006 period.

Table 2.9: Census of Agriculture 1981 to 2006

CANADA	1981	1986	1991	1996	2001	2006
# of Horses	358,122	394,953	356,201	443,889	460,569	453,965
# of Farms Reporting	69,178	69,148	58,509	56,707	53,925	54,169
Avg. # per farm	5.2	5.7	6.1	7.8	8.5	8.4

CANADA	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Horses	10%	-10%	25%	4%	-1%
# of Farms Reporting	0%	-15%	-3%	-5%	0%
Avg. # per farm	10%	7%	28%	9%	-1%

While the overall number of horses is relatively stable over the 1981 to 1991 period, examination of five-year cycles shows a 10% increase in herd size during 1981 through 1986, followed by a 10% decrease during 1986 to 1991. Significant growth in herd size is reported for the 1991 through 1996 period, reflecting the development and expansion of the PMU (pregnant mare urine) production sector in Western Canada. Growth in overall herd size continues through the 2001 Census, and starts to show a reduction in number of horses reflected in the 2006 Census results. Trends for number of horses per province from Census of Agriculture reports is outlined in Table 2.10.

Table 2.10: Horses by Province – Census of Agriculture 1981 to 2006

# of Horses Reported	1981	1986	1991	1996	2001	2006
British Columbia	39,356	42,034	39,785	49,305	53,366	53,246
Alberta	118,708	135,025	109,237	149,960	159,962	155,533
Saskatchewan	60,180	67,484	53,843	66,372	71,306	65,914
Manitoba	31,284	40,691	44,130	68,783	62,791	46,580
Ontario	74,986	74,961	75,132	76,553	83,337	97,285
Quebec	24,682	25,481	25,787	25,108	22,284	26,522
New Brunswick	2,972	3,339	3,133	2,757	2,661	2,973
Nova Scotia	3,297	3,171	2,957	2,907	3,009	3,705
Prince Edward Island	2,317	2,357	1,891	1,869	1,565	1,921
Newfoundland	340	410	309	275	288	286

A complete report of Census of Agriculture data for 1981 through 2006 is included in the Appendices of this report.

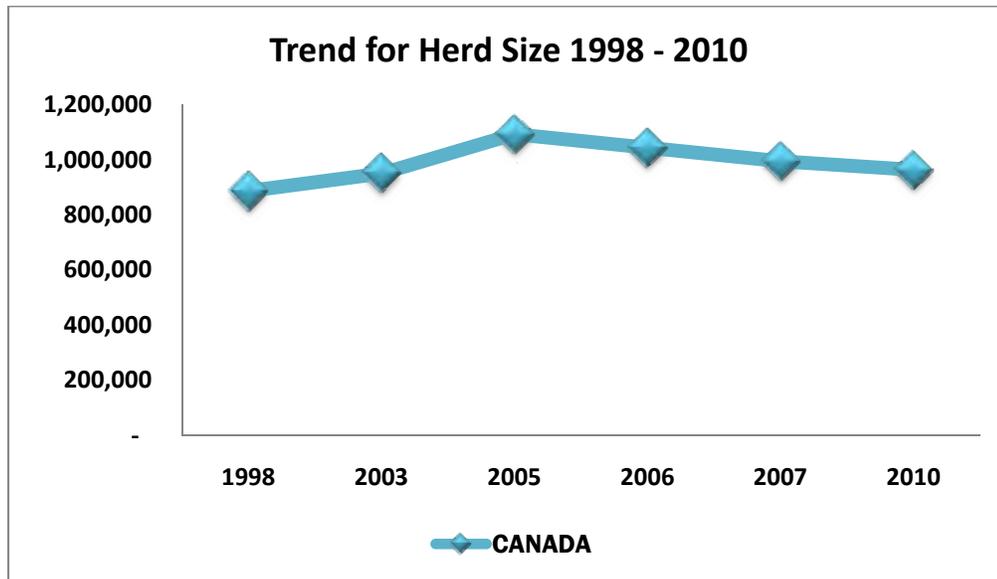
Strategic Equine research for the 1998 through 2010 period reports herd size for the period based on national research studies completed in 1998, 2003 and 2010. Table 2.11 reports estimated number of horses by province for the period.

Table 2.11: Estimated Number of Horses by Province 1998 to 2010

Estimated Herd Size Strategic Equine Research	1998	2003	2005	2006	2007	2010
CANADA	886,500	950,000	1,092,461	1,043,433	994,401	963,500
British Columbia	114,000	135,000	127,473	125,570	123,667	116,000
Alberta	308,500	300,000	356,250	335,980	315,710	313,500
Saskatchewan	123,000	125,000	135,492	127,395	119,298	108,800
Manitoba	71,000	110,000	72,351	67,287	62,222	56,000
Ontario	189,250	194,000	236,901	229,243	221,585	212,500
Quebec	63,000	65,000	137,620	131,981	126,341	129,500
New Brunswick	10,500	11,000	10,008	10,178	10,348	12,500
Nova Scotia	5,000	6,000	8,969	8,445	7,920	8,000
Prince Edward Island	1,500	2,500	4,520	4,610	4,700	4,000
Newfoundland	750	1,500	1,527	1,369	1,210	1,350
Yukon/NT			1,350	1,375	1,400	1,350

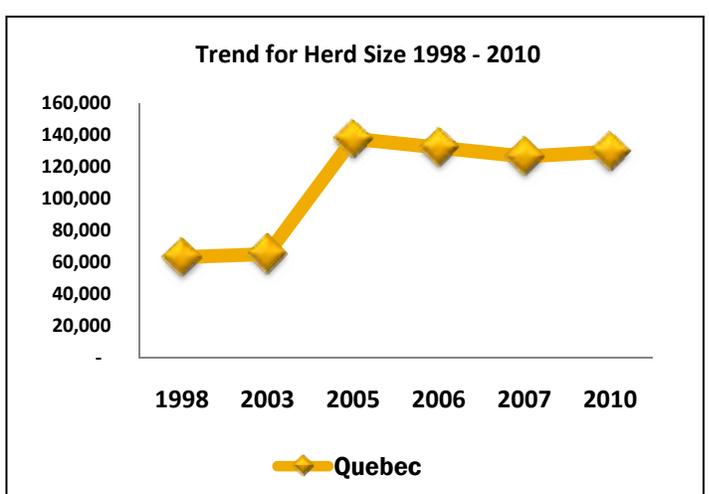
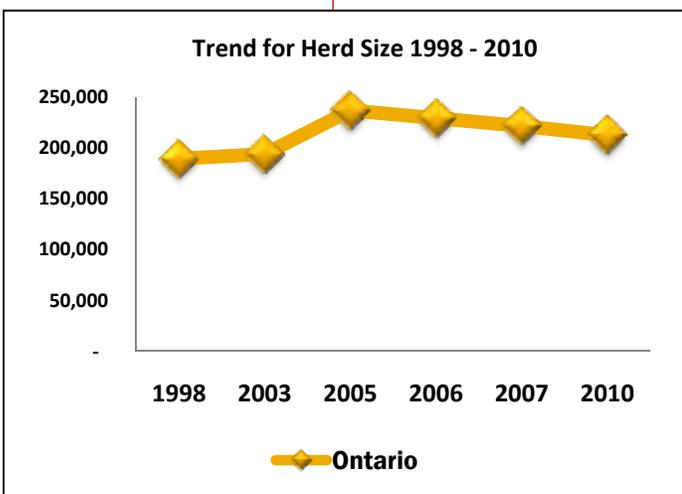
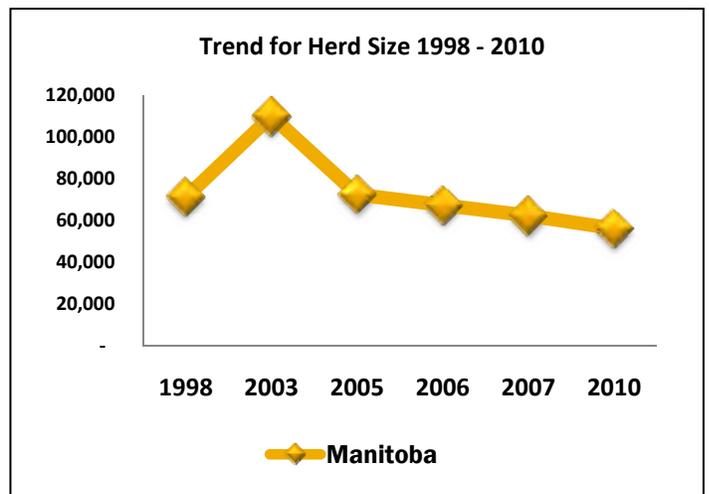
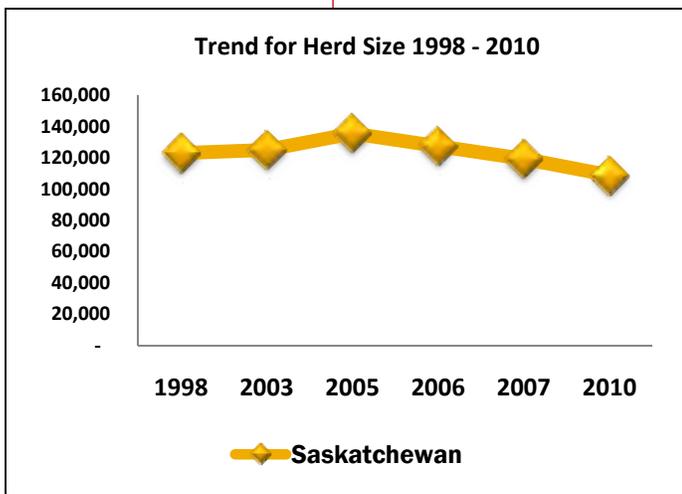
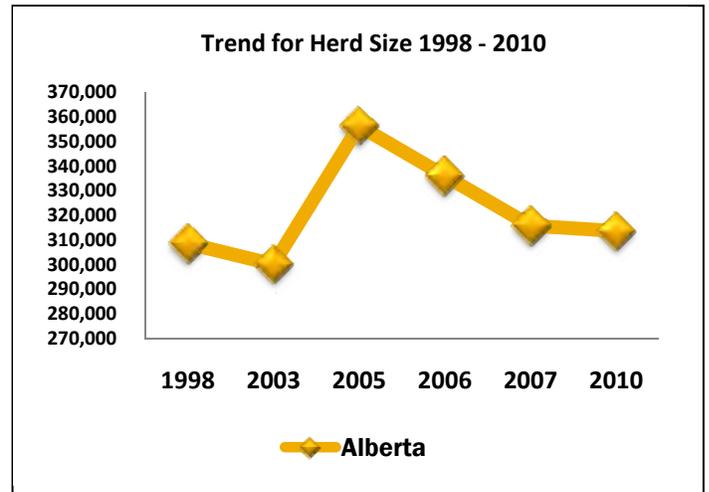
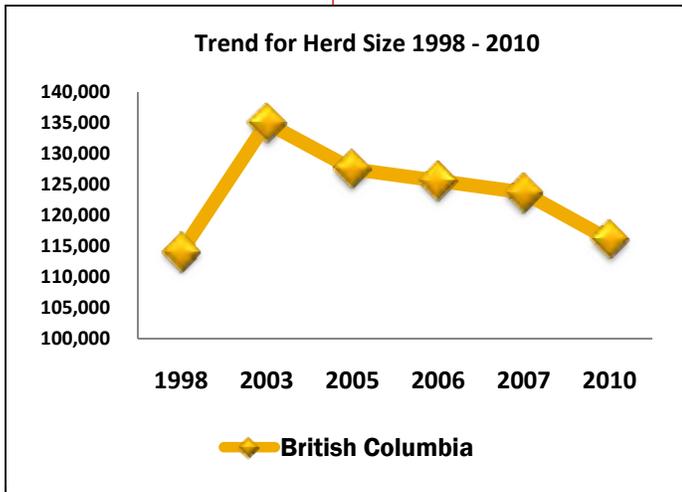
Analysis of the resulting data indicates an increase in the number of horses in Canada during the 2003 through 2005 period, to an estimated 1,000,000 horses in 2005, followed by decreases in the 2006 through 2007 period.

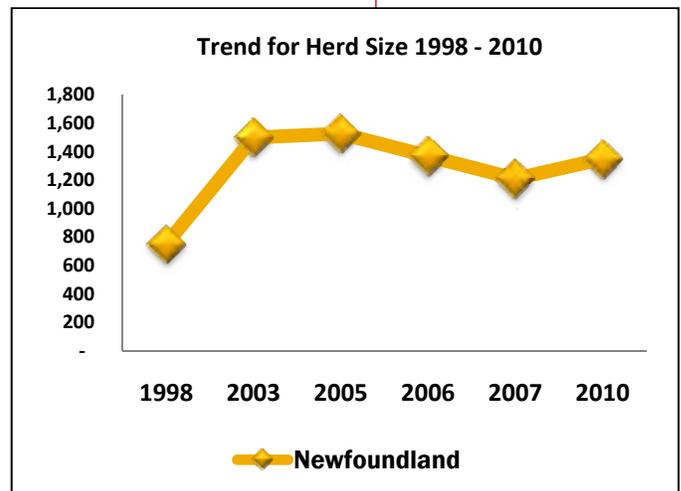
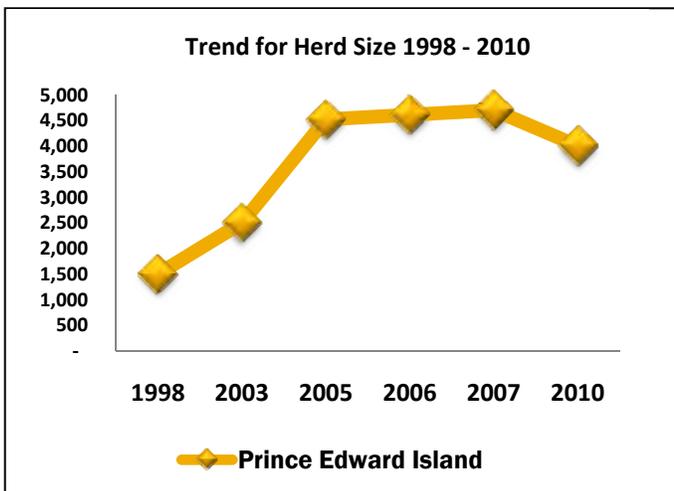
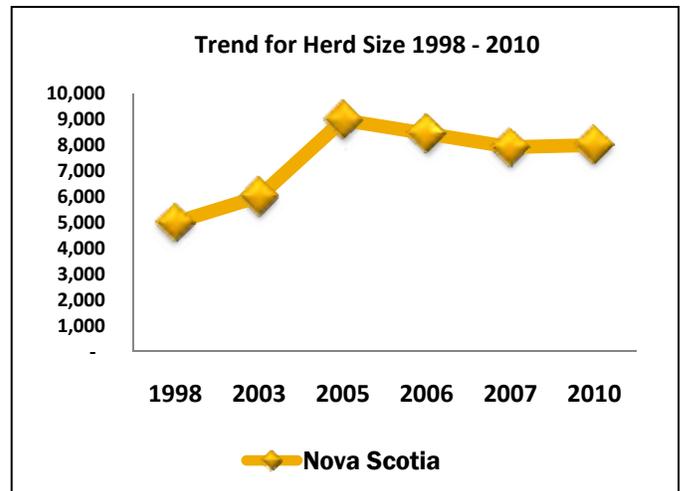
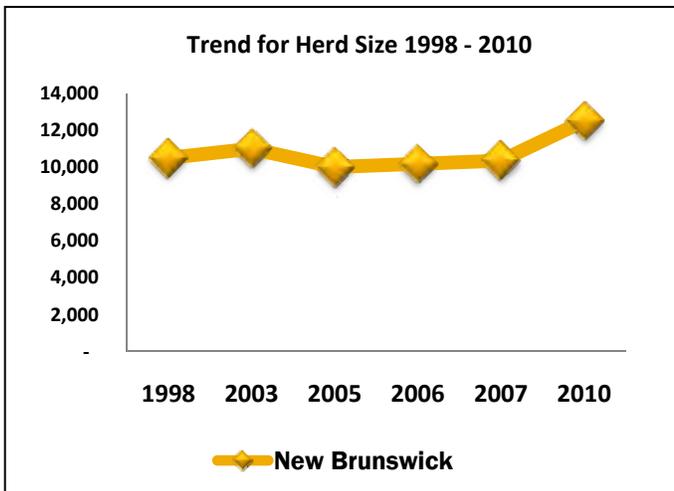
Figure 2.5: Horses in Canada 1998 to 2010 Strategic Equine Research



The trend for increase or decrease in herd size varies between provinces, reflecting the different business models for the different regions of the country. Figure 2.6 charts the trends for increase/decrease in herd size for each province for the 1998 through 2010 period.

Figure 2.6: Trends for Herd Size By Province





A series of questions were asked to identify trends for potential future growth (or contraction) in the herd size:

- *Five years from now, do you expect to own MORE, LESS or the SAME number of horses as you do today?*
- *Next year, do you expect to own MORE, LESS or the SAME number of horses as you do today?*

Survey responses reported that only 19% of horse owners expect to own more horses in five years time – while 30% of current horse owners expect to own less (fewer) horses in 2015 than they own in 2010. From survey responses, 19% of horse owners expect to own fewer horses in one year (2011) compared to horses owned in 2010.

Table 2.12 reports the expectation to own for current horse owners in 2015 and 2011 compared to horses owned in 2010.

Only 19% of horse owners expect to own more horses in five years time – 30% expect to own fewer horses in five years time.

Table 2.12: Expectation to Own Horses in the Future by Province

% of Owners Responding with an Expectation to Own ...	Expectation to Own in Five Year's Time			Expectation to Own in One Year's Time		
	Expect to Own MORE Horses	Expect to Own FEWER Horses	Expect to Own SAME # of Horses	Expect to Own MORE Horses	Expect to Own FEWER Horses	Expect to Own SAME # of Horses
CANADA	19.0%	30.0%	51.0%	13.0%	19.0%	67.0%
British Columbia	20.0%	28.0%	53.0%	13.0%	17.0%	72.0%
Alberta	20.0%	32.0%	46.0%	15.0%	23.0%	60.0%
Saskatchewan	21.0%	32.0%	46.0%	16.0%	23.0%	60.0%
Manitoba	12.0%	46.0%	41.0%	7.0%	27.0%	65.0%
Ontario	17.0%	29.0%	53.0%	12.0%	18.0%	69.0%
Quebec	25.0%	14.0%	62.0%	18.0%	9.0%	74.0%
New Brunswick	17.0%	29.0%	54.0%	12.0%	19.0%	69.0%
Nova Scotia	13.0%	44.0%	42.0%	11.0%	31.0%	57.0%
Prince Edward Island	16.0%	36.0%	48.0%	12.0%	20.0%	68.0%
Newfoundland	26.0%	16.0%	58.0%	11.0%	5.0%	84.0%
Yukon/NT	11.0%	33.0%	56.0%	11.0%	22.0%	67.0%

Two provinces, Quebec and Newfoundland, are the only regions of the country where the number of horse owners who expect to own more horses is greater than the number of owners who expect to reduce the number of horses they own in 2010. It is expected that Quebec and Newfoundland will show continued growth in herd size over the next five year period.

Data from pedigree registries for foal registrations shows a steady trend for decreased number of foal registrations during the 2003 through 2010 period.

Table 2.13: Annual Foal Production Trend 2003 to 2009

Annual Foal Crop 2003 to 2009	% of horses registered with pedigree registry	Est. # of registered horses	Annual Foal Crop Registered	Est. Non Pedigree Foal Crop	Total Foal Crop
2010	70.0%	674,450			
*2009	68.5%	702,821	22,753	10,463	33,216
*2008	68.0%	681,221	26,451	12,448	38,899
2007	67.5%	671,221	26,210	12,620	38,830
2006	65.0%	678,231	29,393	15,827	45,220
**2005	63.0%	688,250	29,838	27,524	57,362
**2004	62.0%	623,000	31,069	34,042	65,111
**2003	64.0%	608,000	30,788	37,318	68,106

*Note foal registrations may be incomplete, due to rules that allow registration up to two-year-old age.
 **Adjusted for foal production from PMU sector.

Owners of mares of breeding age were asked questions to identify plans for their breeding programs:

- *Compared to 2009, do you expect to breed MORE, LESS or the SAME number of your mares in 2010?*
- *Next year (2011), do you expect to breed MORE, LESS or the SAME number of your mares as 2010?*

Table 2.14: Expectation for Mares Bred 2010 and 2011

% of Mare Owners Reporting Expectation for Mares Bred Compared to 2009	Expectations for Mares Bred in 2010	Expectations for Mares Bred in 2011
Expect to Breed More Mares	23.0%	19.0%
Expect to Breed Fewer Mares	35.0%	20.0%
Expect to Breed Same # of Mares	42.0%	59.0%

Mare owners that expect to breed more mares next year, expect to breed 13% more mares than 2010. Mare owners that expect to breed fewer mares next year, expect to breed 29% fewer mares. It is expected that there will be a reduction in foal production of approximately 15% in 2011.

Horse owners that reported an expectation to own less horses in the future, were asked "Why?". While there were multiple responses given, responses can be generally categorized as outlined in Table 2.15. Of those reporting an expectation to own fewer horses, 72% of respondents cited reasons of age/demographics. Of respondents, 33% cited reasons surrounding difficulty in selling horses in the current marketplace.

Table 2.15: Reasons Offered For Reducing Number of Horses Owned

Reason for Expectation To Own Fewer Horses in Future Years	% of Owners Reporting Owning Fewer Horses in the Future
"I'm hitting retirement age"	32.0%
"I'm not active in sport/competition any more"	4.0%
"My horses are getting old and so am I"	29.0%
"The kids have moved out and we were mostly involved with the kids showing"	7.0%
"Having trouble selling horses currently, hoping to sell some next year"	17.0%
"Selling my horses"	16.0%
"Too expensive to keep horses / I can't afford it any more"	33.0%
"Getting out of the business"	17.0%
"Too Busy / Too Much Work"	5.0%
Other	21.0%

It is expected that there will be a reduction in foal production of approximately 15% in 2011.

2.4 VALUE AND PRICES FOR HORSES IN 2010

Survey participants were asked a series of questions to identify capital investment in horses, and the expected value of their horses in 2010.

- *Of the horses that you currently own, how many did you purchase?*
- *How much money did you spend to purchase these horses?*
- *Including foals and yearlings, what is your ESTIMATE of the market value of your horses today?*

Data reported indicates that the average purchase price for horses owned is \$6,054 per horse, with a corresponding average estimated market value of \$6,000 per horse. Table 2.16 reports the average purchase price and estimated market value for each provincial region.

Table 2.16: Average Purchase and Average Estimated Market Value by Province

Horse Owners Reporting Purchase Price and Estimated Market Value	Average purchase price per horse	Average estimated market value per horse	Price Differential
CANADA	\$6,054	\$6,000	99%
British Columbia	\$6,181	\$7,079	115%
Alberta	\$7,335	\$7,662	104%
Saskatchewan	\$2,659	\$2,776	104%
Manitoba	\$2,543	\$2,808	110%
Ontario	\$9,156	\$8,745	96%
Quebec	\$4,487	\$6,560	146%
New Brunswick	\$2,884	\$3,216	112%
Nova Scotia	\$7,175	\$9,769	136%
Prince Edward Island	\$3,271	\$5,530	169%
Newfoundland	\$3,932	\$3,987	101%
Yukon/NT	\$3,092	\$2,479	80%

An additional series of questions were asked to identify prices for horses offered for sale in the 2008/2009 period, compared to prices for horses in 2010.

- *How many horses have you bought (sold) so far in 2010?*
- *How many horses did you buy (or sell) in the previous two years (2008 and 2009)?*
- *For the horses you purchased (or sold) in 2010, were prices higher, lower, or about the same as prices in the previous two years?*
- *How much higher/lower?*

While there is a high percentage of horse owners who maintain ownership of their horses for the horses' lifetime, there is also a corresponding significant level of buying and selling activity within the industry each year.

In response to the question "On average how long would you keep each of your horses before you sell them?" 56% of horse owners reported "lifetime", i.e. they do not sell their horses.

From survey respondents, 15% of horse owners reported to have bought horses in 2010. An additional 40% of horse owners reported that they have bought horses in the previous two years (2008/2009), representing 30% of the 963,500 horses in Canada in 2010. Table 2.17 reports the estimated numbers of horses bought (purchased) since 2008 by provincial region.

Table 2.17: Estimated Number of Horses Purchased Since 2008

% of Horses Purchased in 2008 through 2010	% of horses owned purchased in 2010	Estimated # of horses purchased in 2010	% of horses owned purchased since 2008	Estimated # of horses purchased in 2008 & 2009	Total Purchased Since 2008
CANADA		38,072		96,956	135,028
British Columbia	3%	3,480	12%	10,440	13,920
Alberta	2%	6,270	11%	28,215	34,485
Saskatchewan	5%	5,440	13%	8,704	14,144
Manitoba	3%	1,680	10%	3,920	5,600
Ontario	6%	12,750	18%	25,500	38,250
Quebec	6%	7,770	19%	16,835	24,605
New Brunswick	3%	375	14%	1,375	1,750
Nova Scotia	2%	160	18%	1,280	1,440
Prince Edward Island	3%	120	8%	200	320
Newfoundland	2%	27	33%	419	446
Yukon/NT	0%	0	5%	68	68

From survey responses, 16% of horse owners reported that they have sold horses in 2010. An additional 32% of horse owners reported that they have sold horses in the previous two years (2008/2009).

For Table 2.17, Table 2.18 and Table 2.19, estimates for horses purchased or sold in 2010, are in response to the question "how many horses (bought/sold) so far this year", i.e. represents only buying/selling activity up to summer 2010 (time of the survey).

Table 2.19 reports the percentage of horses in each provincial herd that were sold into each market segment during the 2008 through 2010 period.

When asked how long they keep horses before selling, 56% of horse owners reported "lifetime", i.e. they do not sell their horses.

Table 2.18: Estimated Number of Horses Sold By Province Since 2008

% of Horses Sold in 2008 through 2010	% of horses owned sold in 2010	Estimated # of horses sold in 2010	% of horses owned sold since 2008	Estimated # of horses sold in 2008 & 2009	Total Sold Since 2008
CANADA	8%	72,608	28%	163,571	236,179
British Columbia	9%	10,440	41%	37,120	47,560
Alberta	7%	21,945	19%	37,620	59,565
Saskatchewan	7%	7,616	31%	26,112	33,728
Manitoba	11%	6,160	37%	14,560	20,720
Ontario	7%	14,875	24%	36,125	51,000
Quebec	8%	10,360	15%	9,065	19,425
New Brunswick	5%	625	9%	500	1,125
Nova Scotia	4%	320	23%	1,520	1,840
Prince Edward Island	6%	240	27%	840	1,080
Newfoundland	2%	27	7%	68	95
Yukon/NT	0%	-	3%	41	41

Table 2.19 identifies the estimated number of horses sold by market segment in each provincial region for the 2008 through 2010 period.

Table 2.19: Active Markets for Horses Sold Since 2008

Estimated Number of Horses Sold by Industry Sector	Est. # of Horses Sold	Racing	Sport Competition	Breeding	Pleasure	Work	Meat
CANADA	236,179	17,707	85,342	14,428	99,963	12,037	13,482
British Columbia	47,560	951	17,122	1,427	26,158	1,902	-
Alberta	59,565	1,787	23,230	5,361	25,017	1,787	1,787
Saskatchewan*	33,728	-	13,491	3,036	9,107	4,385	9,209
Manitoba	20,720	1,036	7,045	2,279	8,910	829	2,486
Ontario	51,000	11,730	20,400	1,530	14,280	3,060	-
Quebec	19,425	583	3,108	389	15,346	-	-
New Brunswick	1,125	326	326	56	371	56	-
Nova Scotia	1,840	938	350	166	368	18	-
Prince Edward Island	1,080	356	270	184	270	-	-
Newfoundland	95	-	-	-	95	-	-

*Note: A single individual surveyed reported selling 4,150 horses into the meat sector during the period

Survey participants who reported selling horses in the 2008 through 2010 period were asked to identify the sales channel by which they sold their horses. Nationally,

HORSES IN CANADA IN 2010

more than 85% of the horses sold during the period were sold through private sales transactions. The preferred sales channel for horses in each province is reported in Table 2.20 below.

Table 2.20: Sales Channel for Horses Sold 2008 to 2010

Owners Reporting Where They Sold Horses	Private Sale	Commercial Auction Mart	Association Auction or Sale	Private Broker	Directly to Meat
CANADA	80%	9%	11%	1%	2%
British Columbia	96%	1%	1%	1%	0%
Alberta	76%	8%	9%	2%	4%
Saskatchewan	55%	26%	6%	0%	10%
Manitoba	76%	16%	6%	0%	0%
Ontario	68%	10%	18%	3%	0%
Quebec	93%	1%	4%	0%	0%
New Brunswick	64%	6%	20%	0%	0%
Nova Scotia	90%	0%	10%	0%	0%
Prince Edward Island	79%	21%	0%	0%	0%
Newfoundland	100%	0%	0%	0%	0%
Yukon/NT	100%	0%	0%	0%	0%

Of the 135,000 horses sold since 2008, 80% have been sold through private sale.

Survey participants who reported that they had bought horses both in 2010 and in the previous two years (2008 and 2009) were asked to compare purchase prices paid in 2010 compared to previous years. Table 2.21 reports the percentage of buyers that reported purchase prices HIGHER, LOWER or about the SAME in 2010 compared to previous years, and the corresponding higher or lower purchase price (percentage increase or decrease in 2010).

Table 2.21: Buyers Reporting Change in Purchase Prices in 2010 Compared to 2008 and 2009

Buyers Reporting Change in Purchase Price in 2010	% of Buyers Reporting Higher Prices	% Higher Prices	% of Buyers Reporting Lower Prices	% Lower Prices	% of Buyers Reporting Same Prices
CANADA	18%	60%	40%	46%	42%
British Columbia	27%	117%	31%	49%	42%
Alberta	18%	28%	39%	41%	42%
Saskatchewan	24%	56%	45%	32%	32%
Manitoba	12%	25%	47%	45%	41%
Ontario	15%	47%	47%	43%	37%
Quebec	0%		13%	25%	87%
New Brunswick	50%	108%	0%		50%
Nova Scotia	25%	30%	75%	75%	0%
Prince Edward Island	20%	20%	40%	55%	40%
Newfoundland	0%		0%		100%

Of those who bought horses in 2010, 18% reported that prices were higher in 2010, and 40% reported that prices were lower.

Survey participants who reported that they had sold horses both in 2010 and in the previous two years (2008 and 2009) were asked a corresponding question to identify selling prices HIGHER, LOWER or about the SAME in 2010 and the corresponding higher/lower selling prices as reported in Table 2.22.

Table 2.22: Sellers Reporting Change in Selling Prices in 2010 Compared to 2008 and 2009

Sellers Reporting Change in Selling Price in 2010	% of Sellers Reporting Higher Prices	% Higher Prices	% of Sellers Reporting Lower Prices	% Lower Prices	% of Sellers Reporting Same Prices
CANADA	16%	39%	46%	40%	26%
British Columbia	12%	55%	45%	32%	30%
Alberta	12%	29%	57%	41%	20%
Saskatchewan	21%	25%	36%	37%	29%
Manitoba	24%	30%	41%	36%	28%
Ontario	20%	54%	46%	45%	23%
Quebec	7%	–	43%	32%	30%
New Brunswick	0%		33%	50%	29%
Nova Scotia	0%		20%	25%	57%
Prince Edward Island	17%	30%	50%	37%	29%
Newfoundland	0%		100%	100%	0%

In all provinces, and all industry sectors, there were more sellers reporting lower prices than sellers reporting higher prices.

Table 2.23 reports the corresponding data from those selling horses during 2008 through 2010 by industry sector.

Table 2.23: Sellers Reporting Change in Selling Prices in 2010 by Market Sector

Sellers Reporting Change in Selling Price in 2010	% of Sellers Reporting Higher Prices	% Higher Prices	% of Sellers Reporting Lower Prices	% Lower Prices	% of Sellers Reporting Same Prices
Racing	14%	41%	36%	52%	50%
Sport Competition	19%	26%	49%	41%	31%
Breeding Sector	6%	30%	75%	41%	19%
Pleasure riding/driving	16%	55%	39%	33%	45%
Work Horses	15%	55%	54%	50%	31%
Meat Market	17%	10%	50%	25%	33%

2.5 HORSES IMPORTED AND EXPORTED

The analysis provided to this point in the chapter addresses horses that are considered to be resident in Canada in 2010. As a component of the meta-analysis completed as a component of this study, additional research was completed to identify the number of horses imported into and exported from Canada during the current five-year business cycle (2005 through 2010).

Table 2.24 reports data available from Statistics Canada and CFIA (Canadian Food Inspection Agency) for import/export of horses during 2005 through 2010.

Table 2.24: Horses Imported and Exported 2005 through 2010

Horses Imported	2005	2006	2007	2008	2009	Actual to September 2010	Projected 2010
Temporary Imports	1,368	1,683	7,448	9,732	13,503	7,877	10,503
Permanent Imports (Non-Processing)	5,008	5,398	5,185	5,734	5,863	3,324	4,432
Imports for Feeder/Processing	17,324	21,709	37,727	62,200	67,761	52,487	69,983
Total Imports	23,700	28,790	50,360	77,666	87,127	63,688	84,918
Horses Exported	2005	2006	2007	2008	2009	Actual to September 2010	Projected 2010
Temporary Exports	18,396	**	2,875	16,626	12,383	12,978	17,304
Permanent Exports	23,541	**	17,678	13,611	10,113	8,112	10,816
Total Exports	41,937	-	20,553	30,237	22,496	21,090	28,120

Source: CFIA and Statistics Canada

** Data not available

In the telephone survey, participants who reported selling horses in the 2008 through 2010 period were asked:

- “How many of the horses you sold since 2008 were sold to buyers outside of Canada?”

Survey participants responding, reported 15% of horses sold to out-of-country buyers. For the estimated 236,000 horses sold in this period, this represents 35,425 horses sold to export markets since 2008. This is in line with the reported permanent exports for 2008, 2009 and estimated for 2010.

More than 35,000 horses have been sold to export markets since 2008.



PEOPLE IN THE INDUSTRY IN 2010

PEOPLE IN THE INDUSTRY ... HIGHLIGHTS

- There are an estimated 855,000 people active in the horse industry in 2010 – 556,000 living in horse-owning households and an additional 350,400 involved using horses owned by others
- There are more adults participating than children in 2010 – participation is 59% adult / 41% children
- There are 45,500 people licensed to participate in the horse-racing sector in 2010
- There are an estimated 117,000 adults and 225,250 children participating in sport competition in 2010
- There is the equivalent of one full-time job for every 32 horses in the country – directly for the care of horses

3. THE CANADIAN PARTICIPANT

The previous chapter of this report identifies the number of horses in Canada in 2010, and the number of sites on which horses are kept in the country. This chapter provides an estimate for the number of people participating in the industry in Canada and a profile of their participation.

For the purposes of this study, individuals were considered to be industry participants if they met one of three criteria:

- They ride or drive horses in Canada, or
- They own one or more horses either directly or through an ownership syndicate, or
- They are responsible for the care of one or more horses belonging to other people (i.e. they participate as a trainer, or boarding facility operator)

Those who own or care for horses represent the *visible sector* of the industry. They are relatively quantifiable, through their membership in breed or discipline associations, magazine subscription lists, horse product catalogue mailing lists, etc. – the source of names for the random sample pool from which survey respondents were selected.

Those who are involved in the *visible sector* are, in turn, responsible for the involvement of many other non-horse owning participants. This is a group of participants who are often not easily accessible through the standard industry communications channels – the *invisible sector*, if you will.

This *invisible sector* is the group that traditionally forms the entry point into participation with horses – those who start out participating using horses belonging to others, and then move into full participation as horse owners in the future. They represent the customers of horse owners – customers for riding lessons and/or coaching services and the potential future customers for the purchase of horses.



3.1. NUMBER OF INDUSTRY PARTICIPANTS

For the purposes of identifying the current level of participation in the Canadian horse industry – and the potential for future growth or decline in participation in the near future – questions were asked to develop data on the size of both the *visible* and *invisible* participation sectors during summer 2010. Participants can be qualified into the following categories:

- Those who own horses, and live at sites where their horses are kept
- Horse owners who keep their horses on a site (or location) other than where they live (those who board their horses)
- Adults or children in horse-owning households who ride or drive
- Adults or children in horse-boarding households who ride or drive
- Employees (non-family members) involved in the care of horses
- People (either adults or children) who ride or drive horses that belong to other people

As reported in the previous chapter, analysis of survey data identified an estimated 226,500 horse-owning households in Canada in 2010, and a total of 145,000 premises with resident horses in Canada. Calculations for the number of industry participants were completed based on analysis of participation by those living in horse-owning households, and analysis of participation by those living on properties with horses, and those who board their horses on a property belonging to someone else.

Table 3.1 reports the estimated number of industry participants in the visible sector represented by the 225,500 households in the ten Canadian provinces (excluding Yukon/Northwest Territories from the analysis). Data analysis reports an estimated 550,000 people participating in the visible sector of the industry.

Table 3.1: Number of People Participating in Horse-Owning Households – Visible Sector

Participation From Horse Owning Households	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Horse Owning Households	225,500	32,700	62,300	18,600	7,100	60,100	36,500	3,780	2,000	1,200	1,220
Adults in Household Who Ride/Drive	325,136	45,878	91,706	28,644	11,090	82,938	54,604	4,782	2,852	1,435	1,207
Children in Household Who Ride/ Drive	225,250	35,316	59,185	22,097	8,492	47,118	47,852	3,160	980	245	805
Total # of Participants	550,386	81,194	150,891	50,741	19,582	130,056	102,456	7,942	3,832	1,680	2,012
Average # of adults per household	2.3	2.3	2.3	2.2	2.2	2.3	2.2	2.3	2.3	2.3	2.3
% of Adults who ride/drive	63%	61%	64%	70%	71%	60%	68%	55%	62%	52%	43%
Average # of children per household	1.8	1.8	1.9	1.8	2.3	1.6	1.9	1.1	1.4	1.2	1.5
% of children who ride/drive	57%	60%	50%	66%	52%	49%	69%	76%	35%	17%	44%

The 226,500 horse-owning households in Canada in 2010 represent 550,000 adults and children participating in the industry.

PEOPLE IN THE INDUSTRY IN 2010

Estimates of the number of people participating in the *invisible sector* of the industry are based on:

- The number of other people (other than owners or family members) who regularly ride/drive the horses owned by survey participants, and
- The number of horses in the country in use for riding lessons, competition, trail-riding, or other tourist activities.

Data analysis reports an estimated 667,500 horses in use by riders other than their owner.

Table 3.2 provides an estimate of the number of people active in the industry using horses owned by others. Data analysis reports an estimated 304,336 people active in 2010, riding horses owned by others.

Table 3.2: Participants Riding Horses Belonging to Others – The Invisible Sector

Invisible Sector Participants	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
% of Horses Ridden by Other People	8%	11%	5%	2%	2%	10%	9%	10%	16%	5%	16%
# of Horses Ridden by Other People	67,582	12,760	15,675	2,176	1,120	21,250	11,655	1,250	1,280	200	216
Avg. # of Riders Per Horse	9.54	5.76	3.16	5.60	3.81	4.65	5.04	1.71	2.63	5.88	2.86
# of Other People Participating	304,336	73,498	49,533	12,186	4,267	98,813	58,741	2,138	3,366	1,176	618

In 2010, there were more than 304,000 people riding horses that belong to other people ... the **Invisible Sector** of the industry.

Based on the research, it is estimated that a total of 855,000 people were actively participating in the horse industry in Canada in 2010 – 556,000 living in horse-owning households, and an additional 350,400 people actively involved using horses owned by others.

Of note, the data analysis reports that in all provinces, there are more adult participants (those 18-years-of-age or older) than children participating. The general percentage ratio for the country is 59% adult participants, 41% children participating, with Table 3.3 reporting the ratio of adult/child participation in each province.

Table 3.3: Ratio of Adult to Child Participation by Province

% Participation By Adults & Children	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Total # of Participants	854,722	154,692	200,424	62,927	23,849	228,869	161,197	10,080	7,198	2,856	2,630
% Adult Participants	59%	57%	61%	56%	57%	64%	53%	60%	74%	85%	60%
% Child Participants	41%	43%	39%	44%	43%	36%	47%	40%	26%	15%	40%
# of Adult Participants	504,286	88,174	122,259	35,239	13,594	146,476	85,434	6,048	5,327	2,428	1,578
# of Children Participating	350,436	66,518	78,165	27,688	10,255	82,393	75,763	4,032	1,871	428	1,052

This calculation for industry participation is based on a fairly narrow definition for a *participant*. It includes only those who are involved directly in using, or caring for, horses in Canada. This calculation does not include a large group of individuals who could also be considered participants or industry stakeholders through their roles as:

- Providers of services for horse owners (veterinarians, farriers, equine therapists, etc.)
- Employees at horse-related facilities in Canada, such as veterinarian clinics, racetracks, or horse show facilities
- Employees of horse-related industry associations in Canada
- Suppliers, manufacturers or distributors of horse-related products and equipment – tack shops, saddle manufacturers, horse trailer manufacturer/distributors, etc.

Strategic Equine research studies completed during 1998, 2003 and 2010 show a trend for significant decrease in the number of horses that are in use by other riders between 1998 and 2003, with an increase in number of horses in use by others between 2003 and 2010. However, multi-year trends from the three research studies show a corresponding continuous decrease in the number of “other riders” participating during the 1998 through 2010 period.

Table 3.4 shows the reported data for number of horses and number of participants from the three national studies.

Table 3.4: Horses in Use by Other Riders and Non-Owning Riders 1998, 2003 and 2010

Non-Owning Participation	Horses In Use by Other Riders			# of Other Riders			Average # of Riders Per Horse		
	1998	2003	2010	1998	2003	2010	1998	2003	2010
Canada	100,769	58,561	67,582	921,151	647,077	304,336	9.1	11.0	4.5
British Columbia	16,577	12,862	12,760	149,915	231,519	73,498	9.0	18.0	5.8
Alberta	25,196	7,865	15,675	66,309	75,502	49,533	2.6	9.6	3.2
Saskatchewan	5,899	2,046	2,176	16,170	24,552	12,186	2.7	12.0	5.6
Manitoba	2,824	3,774	1,120	14,119	24,341	4,267	5.0	6.4	3.8
Ontario	37,590	25,268	21,250	563,852	252,576	98,813	15.0	10.0	4.7
Quebec	8,060	5,640	11,655	82,208	28,200	58,741	10.2	5.0	5.0
New Brunswick	3,128	735	1,250	22,523	7,348	2,138	7.2	10.0	1.7
Nova Scotia	322	296	1,280	4,260	2,069	3,366	13.2	7.0	2.6
Prince Edward Island	1,014	37	200	1,158	632	1,176	1.1	17.1	5.9
Newfoundland	159	38	216	637	338	618	4.0	8.9	2.9

Where in 2003 the majority of non-owning riders were children, data from the 2010 study reports that the majority of non-owning participants are adults.

Table 3.5 reports the percentage ratio of adults to children in the non-owning participation group.

Table 3.5: Adult/Child Percentage of Non-Owning Participants 2003 and 2010

Percentage Adult/Child "Other Riders"	2003			2010		
	Total Other Riders	% Adult Riders	% Child Riders	Total Other Riders	% Adult Riders	% Child Riders
Canada	647,077	31%	69%	304,336	59%	41%
British Columbia	231,519	41%	59%	73,498	57%	43%
Alberta	75,502	39%	61%	49,533	61%	39%
Saskatchewan	24,552	38%	62%	12,186	56%	44%
Manitoba	24,341	44%	56%	4,267	57%	43%
Ontario	252,576	45%	55%	98,813	64%	36%
Quebec	28,200	42%	58%	58,741	53%	47%
New Brunswick	7,348	44%	56%	2,138	60%	40%
Nova Scotia	2,069	19%	81%	3,366	74%	26%
Prince Edward Island	632	50%	50%	1,176	85%	15%
Newfoundland	338	31%	69%	618	60%	40%

Industry participation in 2010 was 60% adult and 40% children ... the opposite ratio to 2003 (31% adults and 69% children).

3.2. DEMOGRAPHIC PROFILE – INDUSTRY PARTICIPANTS IN 2010

The typical Canadian industry participant as:

- Female (79% of those interviewed)
- *Baby-boomer* generation (median age 50 – 59 years of age)
- Well-educated (84% with some post secondary education)
- Living on a large agricultural property, where their horses are resident
 - For horse owners, 64% reported living on the same property as their horses, with an average size per property of 275+ acres
- Internet user – with 88% of those interviewed reporting that they use the Internet on a regular basis. Of the Internet users reported, 80% have access to high-speed Internet, and 47% regularly use the Internet to purchase horse-related products
- Living in households with a median annual income of \$60,000 - \$80,000
- Living in households with two or more adults, 63% of whom ride or drive horses. For owners interviewed, 28% reported one or more children in the household (under age 18), of whom 57% ride or drive horses
- Own many pets (84% of households with dogs, cats or other pets)
 - 1.9 dogs per household
 - 2.4 cats per household, and
 - 3.6 other pet (7% of horse-owning households)
- Experienced rider/driver (80% reported that they have been riding or driving for more than ten years)

Table 3.6: Demographic Profile – Industry Participants in 2010

Demographic Profile	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT/ NT
Gender: % Male	21%	15%	20%	26%	19%	25%	8%	48%	36%	45%	35%	11%
Gender: % Female	79%	85%	80%	74%	81%	75%	92%	52%	64%	55%	65%	89%
Median Age	50 to 59	50 to 59	50 to 59	50 to 59	50 to 59	50 to 59	40 to 49	50 to 59	50 to 59	50 to 59	40 to 49	50 to 59
Median Household Income	\$60 to \$80k	\$60 to \$80k	\$80 to \$100k	\$60 to \$80k	\$60 to \$80k	\$80 to \$100k	\$40 to \$60k	\$60 to \$80k	\$40 to \$60k	\$40 to \$60k	\$80 to \$100k	\$100k +
% with post-secondary education	84%	82%	82%	95%	71%	77%	87%	85%	67%	77%	100%	100%
Avg. # of adults in the household	2.3	2.3	2.3	2.2	2.2	2.3	2.2	2.3	2.3	2.3	2.3	2
Avg. # of children in the household	1.8	1.8	1.9	1.8	2.3	1.6	1.9	1.1	1.4	1.2	1.5	1
Own property where horses reside	64%	66%	60%	79%	84%	57%	53%	66%	81%	76%	42%	78%
Avg. # of acres per horse-property	274	71	432	908	548	81	79	96	83	80	11	57
% who own dogs, cats or other pets	84%	86%	79%	83%	87%	85%	85%	81%	80%	66%	87%	100%
Avg. # of dogs owned	1.9	1.9	1.9	2.0	1.9	1.8	1.7	1.6	2.3	1.5	2.4	1.7
Avg. # of cats owned	2.4	2.1	2.6	2.4	2.5	2.5	2.7	2.2	2.6	3.2	4.4	2.3
Avg. # of other pets	3.6	3.5	3.5	2.5	3.9	4.8	2.7	1.0	2.2	5.0	7.5	--
% of participants who own horses	91%	89%	95%	91%	94%	90%	85%	94%	96%	86%	83%	100%
Average # of horses per owner	7.6	4.3	8.2	13.1	25.1	5.8	3.8	6.3	6.1	5.8	2.3	4.4
Don't ride or drive horses	7%	4%	4%	9%	5%	10%	3%	13%	13%	24%	17%	0%
Riding/Driving Horses < 5 Years	3%	4%	2%	4%	1%	2%	7%	5%	5%	3%	4%	0%
Riding/Driving Horses 5 to 10 Years	7%	10%	4%	6%	4%	5%	11%	8%	4%	7%	26%	0%
Riding/Driving Horses 10+ Years	80%	79%	87%	79%	87%	80%	78%	67%	72%	62%	48%	100%

Those provinces which have shown growth in participation during the 2003 through 2010 period (Quebec and Newfoundland), report a lower median age for participants (40 to 49 years of age) compared to other provinces.

Table 3.7: Industry Participation by Age Range By Province

Participation by Age Category	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT/ NT
18 to 19	2%	3%	0%	2%	1%	2%	5%	0%	0%	3%	0%	0%
20 to 29	12%	10%	15%	8%	10%	12%	21%	10%	7%	3%	26%	0%
30 to 39	11%	9%	11%	15%	8%	10%	21%	8%	8%	0%	13%	11%
40 to 49	21%	24%	23%	18%	17%	20%	22%	27%	13%	24%	22%	0%
50 to 59	28%	33%	26%	28%	35%	26%	20%	25%	36%	28%	17%	44%
60 to 69	17%	15%	16%	19%	21%	20%	8%	17%	21%	24%	13%	33%
over 70	7%	5%	7%	9%	8%	8%	3%	11%	12%	17%	0%	11%

The provinces reporting the highest percentage of participation by those over 60 years of age include New Brunswick, Nova Scotia, Prince Edward Island and the North (Yukon & Northwest Territories).

For the majority of participants, activities with horses are not the primary source of personal income or household income ... i.e. they make their living through some other sector or activity. Table 3.8 reports the percentage of industry participants reporting the majority of their personal, or household income, generated from activities with horses.

Table 3.8: Percentage Reporting Majority of Income from Horse Related Activities

Contribution to Participants' Income	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT/NT
Represents 50%+ of personal income	14%	14%	11%	6%	13%	18%	15%	8%	11%	21%	13%	11%
Represents 50%+ of household income	8%	7%	7%	3%	8%	11%	7%	5%	5%	14%	0%	0%

Of the 2,566 people interviewed, 91% were invested as horse owners, with an average of 7.6 horses per owner. The majority of horse owners own less than five horses per owner, and have owned horses for 10-years-or-more. Table 3.9, identifies the horse ownership profile for those involved in the industry in 2010, including percentage of horse owners in each province owning five-horses-or-less, six-horses-or-more and the number of years of horse ownership experience.

Table 3.9: Horse Ownership Profile

% Horse Owner Profile	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Avg. # of horses per owner	7.6	4.3	8.2	13.1	25.1	5.8	3.8	6.3	6.1	5.8	2.3
% of Owners with < 5 horses	71%	81%	64%	52%	46%	72%	85%	76%	74%	68%	95%
Avg. # of horses per owner	2.3	2.2	2.4	2.7	2.7	2.2	2.2	2.0	2.9	2.1	2.1
% of Owners with 6+ horses	29%	19%	36%	48%	54%	28%	16%	24%	26%	32%	5%
Avg. # of horses per owner	20.3	12.9	18.6	24.6	44.4	15.1	12.4	20.0	14.9	14.1	6.0
Owned horses < 5 Years	9%	11%	5%	7%	3%	6%	21%	17%	7%	4%	16%
Owned horses 5 to 10 Years	13%	15%	10%	10%	3%	16%	14%	14%	8%	4%	26%

Of those owning six-or-more horses, 19% reported that horse-related activities represent 50% or more of their annual personal income, and 14% reported that horse activities represent 50% or more of the annual household income.

3.3. PARTICIPATION PROFILE – INDUSTRY PARTICIPANTS IN 2010

Those surveyed were asked to define the different activity categories in which they participate in the industry, as defined by the following question:

“In which of the following horse-related activities do you participate ...?”

- You are active in horseracing (as a trainer, driver, jockey, groom)
- You are a coach, riding instructor or horse trainer (for non-racing sport)
- You are a farm manger, stable manager or ranch manager
- You are a breeder
- You are an industry service provider (veterinarian, farrier, equine dentist, equine therapist, course designer)
- You are a show organizer, judge, official
- You ride or drive in competitions (other than horse racing)
- You are a pleasure rider or driver
- You provide products to the industry (tack show owner, feed mill manager, sell other products)
- You are an owner (and other people ride/drive your horses)

The resulting data (Table 3.10) reports a total percentage of participation of 291%. On average, people participate in at least three different categories, i.e. they wear at least three different “hats”. Those surveyed were also asked:

- *“Please pick a single category that best describes your participation in the horse industry ...”*

Of those interviewed, only 96% were prepared to select a single category Table 3.10 reports the percentage participation in each category, and the estimated number of participants by activity category, based on primary category of participation.

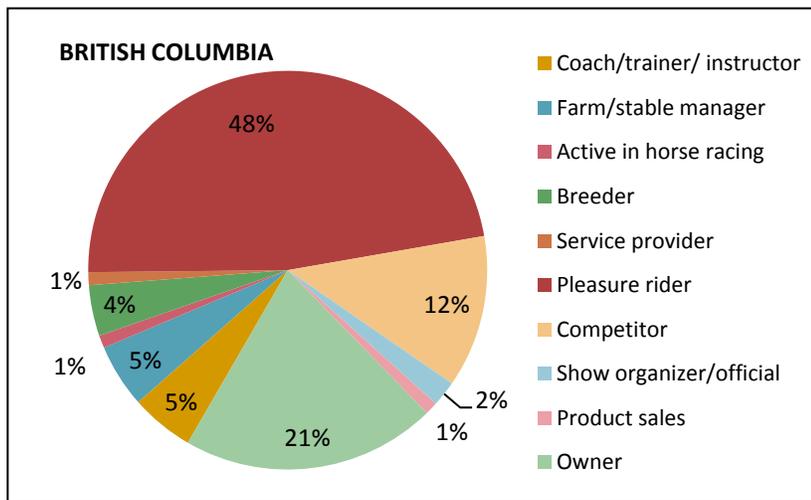
Table 3.10: Adult Participation by Category

Adult Participation by Category	% that Participate	Est. # of Participants	% that are Primarily Participating	Est. # of Participants Primary Industry Role
Coach/trainer/riding instructor	17%	55,273	6%	19,508
Farm/stable/ranch manager	27%	87,787	4%	13,005
Active in horse racing	8%	26,011	5%	16,257
Breeder	20%	65,027	7%	22,760
Service provider	7%	22,760	2%	6,503
Pleasure rider	75%	243,852	30%	97,541
Competitor	37%	120,300	16%	52,022
Show organizer/judge/official	15%	48,770	2%	6,503
Product sales	5%	16,257	1%	3,251
Owner	80%	260,109	23%	74,781
Total % all categories	291%		96%	312,131

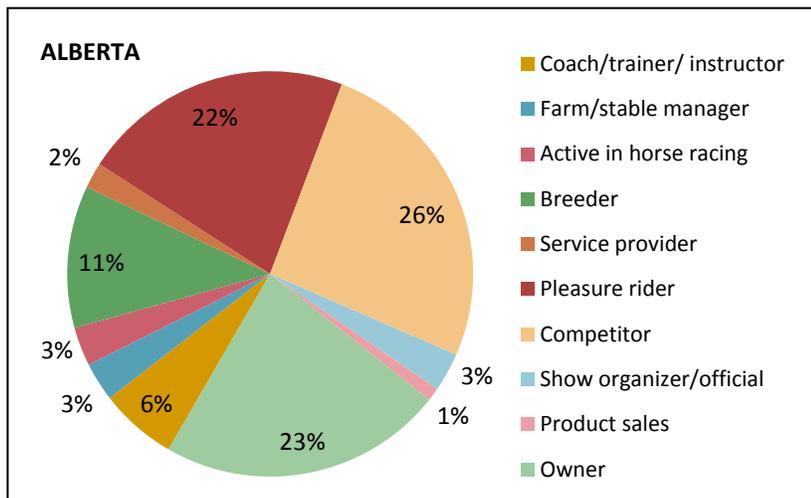
Tables 3.11 (and graphs) report the estimated number of adult participants in each province, defined by principle activity category.

Those participating in the horse industry generally wear three-or-more different hats ... participate in three different types of activities.

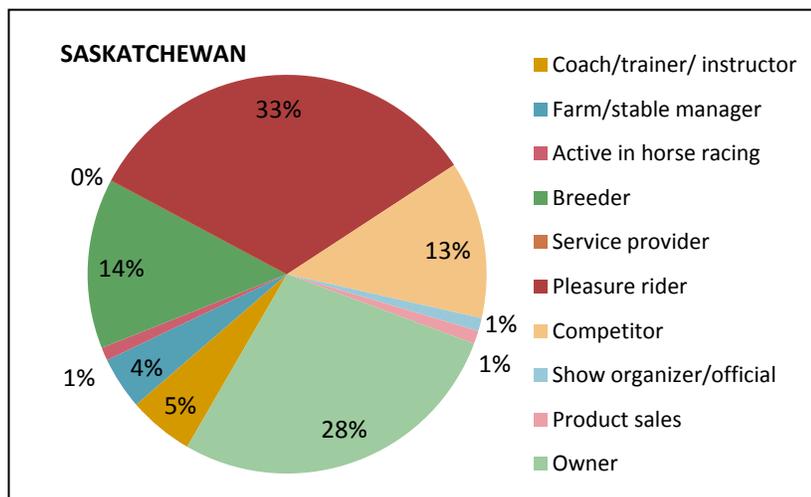
Table 3.11: Adult Participation by Primary Activity Category by Province



BC Adult Participants	Participants
Coach/trainer/riding instructor	2,294
Farm/stable/ranch manager	2,294
Active in horse racing	459
Breeder	1,835
Service provider	459
Pleasure rider	21,104
Competitor	5,505
Show organizer/judge/official	918
Product sales	459
Owner	9,176
Total all categories	44,503

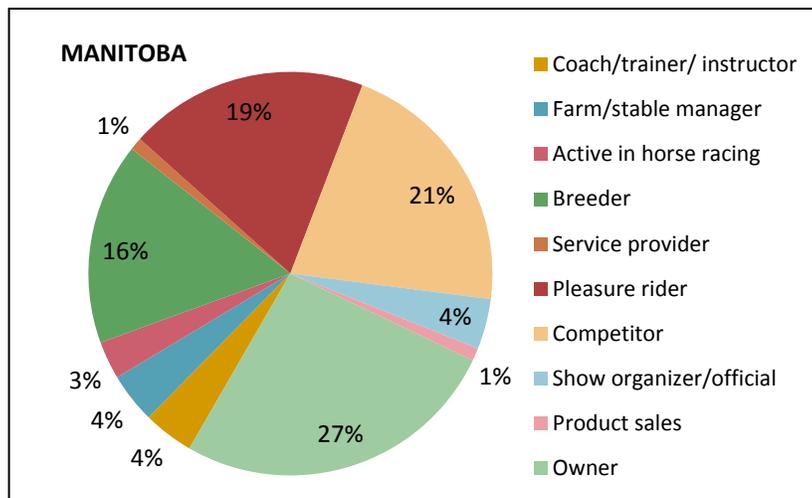


AB Adult Participants	Participants
Coach/trainer/riding instructor	5,502
Farm/stable/ranch manager	2,751
Active in horse racing	2,751
Breeder	10,088
Service provider	1,834
Pleasure rider	19,258
Competitor	22,927
Show organizer/judge/official	2,751
Product sales	917
Owner	20,175
Total all categories	88,954

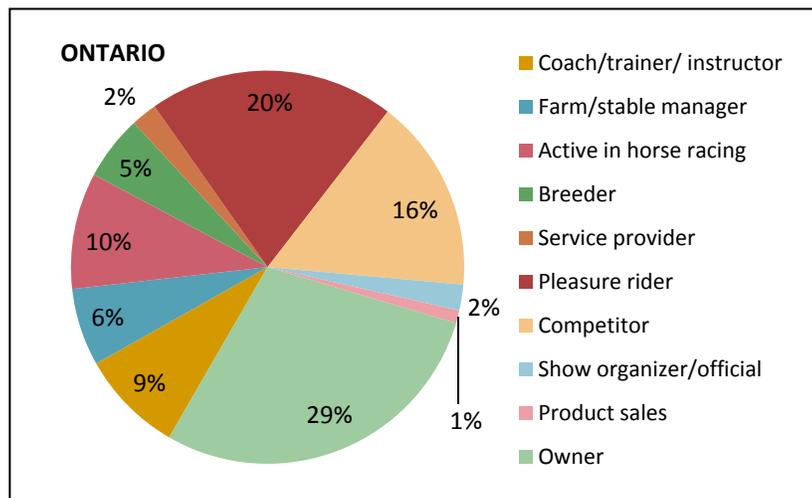


SK Adult Participants	Participants
Coach/trainer/riding instructor	1,432
Farm/stable/ranch manager	1,146
Active in horse racing	286
Breeder	3,724
Service provider	-
Pleasure rider	8,880
Competitor	3,437
Show organizer/judge/official	286
Product sales	286
Owner	7,447
Total all categories	26,924

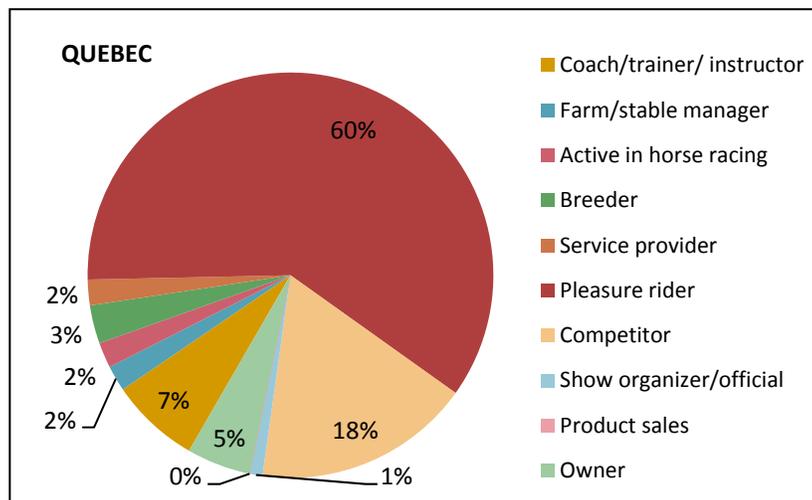
MB Adult Participants	Participants
Coach/trainer/riding instructor	444
Farm/stable/ranch manager	444
Active in horse racing	333
Breeder	1,774
Service provider	111
Pleasure rider	2,107
Competitor	2,329
Show organizer/judge/official	444
Product sales	111
Owner	2,883
Total all categories	10,980

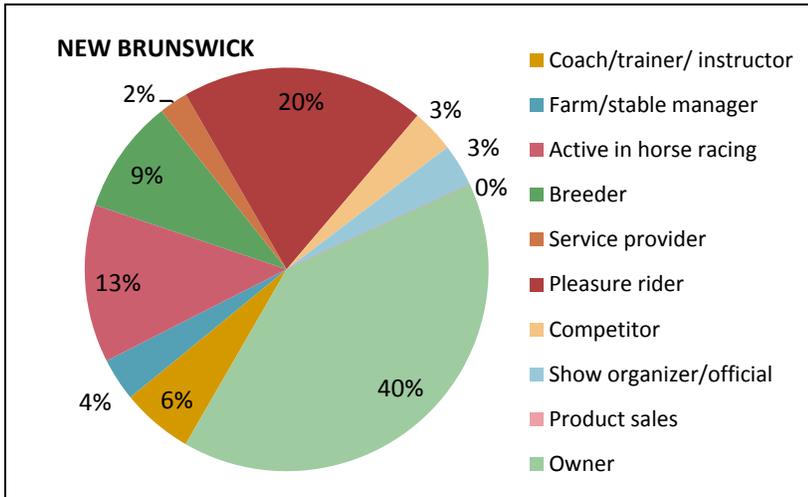


ON Adult Participants	Participants
Coach/trainer/riding instructor	6,635
Farm/stable/ranch manager	4,976
Active in horse racing	7,464
Breeder	4,147
Service provider	1,659
Pleasure rider	15,758
Competitor	12,441
Show organizer/judge/official	1,659
Product sales	829
Owner	22,393
Total all categories	77,961

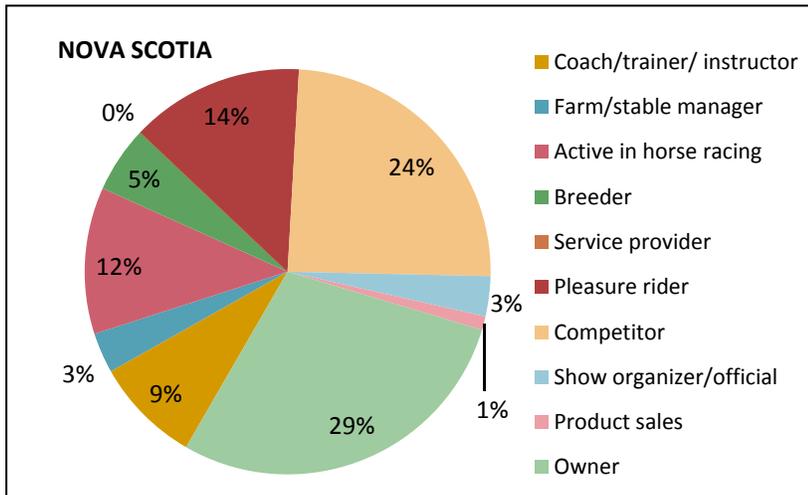


QC Adult Participants	Participants
Coach/trainer/riding instructor	3,822
Farm/stable/ranch manager	1,092
Active in horse racing	1,092
Breeder	1,638
Service provider	1,092
Pleasure rider	32,216
Competitor	9,283
Show organizer/judge/official	546
Product sales	-
Owner	2,730
Total all categories	53,511

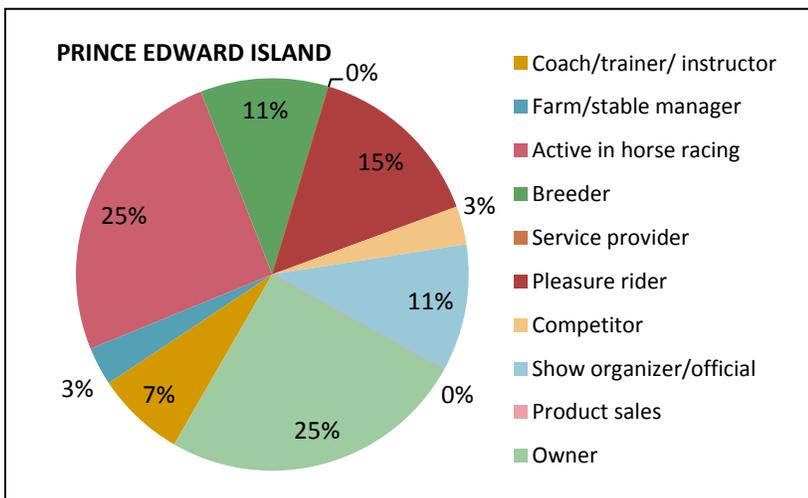




NB Adult Participants	Participants
Coach/trainer/riding instructor	239
Farm/stable/ranch manager	143
Active in horse racing	526
Breeder	383
Service provider	96
Pleasure rider	813
Competitor	143
Show organizer/judge/official	143
Product sales	-
Owner	1,674
Total all categories	4,160

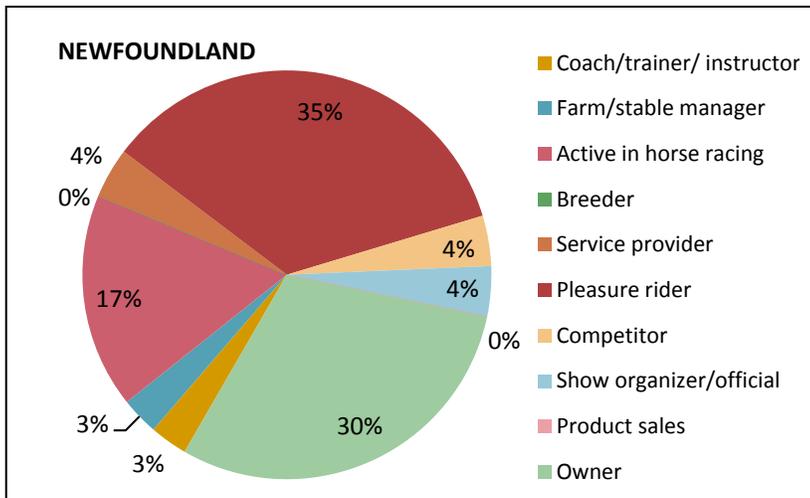


NS Adult Participants	Participants
Coach/trainer/riding instructor	228
Farm/stable/ranch manager	86
Active in horse racing	314
Breeder	143
Service provider	-
Pleasure rider	371
Competitor	656
Show organizer/judge/official	86
Product sales	29
Owner	770
Total all categories	2,683



PE Adult Participants	Participants
Coach/trainer/riding instructor	100
Farm/stable/ranch manager	43
Active in horse racing	344
Breeder	144
Service provider	-
Pleasure rider	201
Competitor	43
Show organizer/judge/official	144
Product sales	-
Owner	344
Total all categories	1,363

NL Adult Participants	Participants
Coach/trainer/riding instructor	36
Farm/stable/ranch manager	36
Active in horse racing	205
Breeder	-
Service provider	48
Pleasure rider	422
Competitor	48
Show organizer/judge/official	48
Product sales	-
Owner	362
Total all categories	1,205



3.3.1. PARTICIPATION IN THE HORSE RACING SECTOR

Live horseracing in Canada in 2010 was conducted at 47 racetrack venues in all ten provinces. The Canadian horseracing sector is segmented into breed-specific racing for three breeds – Thoroughbreds, Standardbreds and Quarter Horses (or “speed racing” which may include Paints, and Appaloosas in some races).

In 2010, there were 2,564 days of racing held nationwide – 500 days of Thoroughbred racing, 1,936 days of Standardbred racing and 577 days of Quarter Horse (or mixed breed) racing. Table 3.12 reports racing opportunities for each breed racing sector.

Table 3.12: Racing Opportunities in Canada in 2010

Thoroughbred			Standardbred			Quarter Horse (Mixed Breed)			Total All Breed Sectors		
Race Days	# of Races	# of Horses	Race Days	# of Races	# of Horses	Race Days	# of Races	# of Horses	Race Days	# of Races	# of Horses
500	4,539	7,588	1,936	22,194	14,236	128	577	917	2,564	27,310	22,741
Gross Purses	\$117,075,136		Gross Purses	\$187,660,836		Gross Purses	\$7,367,043		Gross Purses	\$312,103,015	
Avg. Purse Per Race	\$25,793		Avg. Purse Per Race	\$8,455		Avg. Purse Per Race	\$12,768		Avg. Purse Per Race	\$11,428	

Racing opportunities in Canada have shown an overall steady decrease during the past decade, from a highpoint of 3,035 race days in 2004, to the level of 2,564 days of racing in 2010.

Participation in racing is controlled in each province by the regulatory body assigned by the provincial government to manage the sector. Under the regulatory framework, all participants active at racetracks in Canada are required to be licensed by their provincial regulatory body. Table 3.13 reports the number of licenses issued by category for each regulatory body responsible for racing in Canada in 2010.

Table 3.13: Licensed Participants in Horse Racing in 2010 – by Province

Participation in Racing By Province in 2010	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Licensed Participants – All Breed Racing Sectors	45,400	2,887	4,850	1,148	1,895	28,622	296	1,222	1,981	2,018	481
Licensed Trainers – All Breed Sectors	5,020	133	479	113	177	3,830	14	59	95	97	23

The appendices to this report include a complete report on racing activity for each breed sector for the 2000 through 2010 period, reported by province.

For Thoroughbreds, 500 races were offered in 2010, running for an average purse of \$25,793 -- generally at par with 2005 values for average purse.

For Standardbred racing, the significant change for 2010 is the marked decrease in Standardbred racing opportunities in Quebec from 69 days of racing in 2009 to 26 days in 2010. Total number of races dropped from 578 in 2009 to 223 in 2010.

There has been significant expansion in Quarter Horse racing in Ontario, starting in 2007. Quarter Horse racing opportunities in Ontario have shown steady increase from 25 days in 2006 to 45 in 2010, with corresponding increases in average purse per race from \$2,228 in 2005 to \$14,745 in 2010.

For those surveyed who are involved in racing reported an average of 5 horses per participant active in 2010, with horses racing for an average 10 days per active horse. Those active in racing in 2010 were asked an additional series of questions regarding their participation, the results of which are reported in Table 3.14.

Table 3.14: Participation in Racing in 2010

Participation in Racing By Province in 2010	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Avg. # of Horses per Participant in 2010	5.01	3.63	3.33	1.00	10.50	5.99	3.83	2.06	3.92	3.30	5.25
Participants Reporting More Horses in 2010	20%	25%	24%	50%	50%	18%	17%	25%	8%	15%	20%
Participants Reporting Less Horses in 2010	20%	25%	18%	25%	0%	20%	33%	25%	17%	23%	0%
Participants Reporting Same # of Horses in 2010	57%	50%	53%	0%	50%	60%	50%	50%	75%	54%	80%
Avg. # of days of racing in 2010 per horse	10	12	10	20	3	9	13	14	12	10	23
% of race days in province	85%	100%	81%	78%	56%	93%	0%	60%	66%	74%	100%
% of race days in other provinces	9%	0%	19%	25%	41%	0%	100%	29%	33%	17%	0%
% of race days out of country	1%	0%	0%	0%	0%	1%	0%	0%	1%	9%	0%

To test for potential future levels of participation in 2011, the question was asked:
 “Do you expect to have more, less or the same number of horses in racing next year (2011)?”

Table 3.15: Expectation by Owners for Horses Active in Racing in 2011

Expectation for Participation in 2011	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Expect more horses in racing	25%	0%	29%	50%	25%	27%	50%	19%	17%	0%	40%
Expect less horses in racing	13%	0%	0%	0%	25%	9%	0%	38%	25%	31%	0%
Expect same # of horses active in racing	58%	50%	65%	25%	50%	61%	50%	44%	58%	62%	60%

3.3.2. PARTICIPATION IN THE BREEDING SECTOR

For those participating in the 2010 telephone survey, 20% reported that they were active in the breeding sector, with 7% reporting breeding sector as their primary participation category. Table 3.16 reports participation in the breeding sector by province for those reporting breeding as their primary area of participation.

Table 3.16: Participation in the Breeding Sector

Participation in Breeding By Province	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
% who participate in breeding sector	20%	13%	27%	27%	33%	21%	9%	17%	27%	45%	4%
Est. # who participate in breeding sector	66,727	5,964	24,761	7,734	3,660	17,417	4,914	813	770	646	48
Est. # of breeder participants per province	23,876	1,835	10,088	3,724	1,774	4,147	1,638	383	143	144	0
% of participants owning stallions at stud	61%	47%	63%	78%	68%	58%	31%	100%	71%	33%	-
Est. # of stallion owners	14,774	862	6,355	2,905	1,206	2,405	508	383	102	48	0
% owning mares of breeding age	46%	54%	56%	55%	48%	30%	54%	27%	35%	46%	-
Est. # of owners of mares of breeding age	31,764	3,221	13,866	4,254	1,757	5,225	2,654	220	270	297	0
Avg. # of mares per owner	13	32.94	8.85	11.97	17.96	6.61	5.54	6.33	5.43	2.83	-
% of mares registered with pedigree registry	64%	14%	97%	89%	98%	93%	100%	100%	100%	88%	-

Owners of mares of breeding age were asked to report the percentage of mares bred in 2010, and whether breedings were higher, lower or about the same as 2009. Additional questions were asked to identify the expectation for breeding more, less or the same number of mares in 2011 (compared to 2010 breeding activity).

Table 3.17: Percentage of Mares Bred 2010, and Expectation for Breedings in 2011

Mare Owners Reporting Mares Bred	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
% of mares to be bred in 2010	41%	9%	52%	62%	82%	53%	61%	32%	37%	29%	-
% reporting more mares bred in 2010	23%	19%	18%	31%	16%	27%	46%	0%	29%	0%	-
% reporting less mares bred in 2010	35%	31%	46%	31%	36%	34%	15%	0%	14%	50%	-
% reporting same # of mares bred in 2010	42%	50%	34%	39%	48%	39%	38%	100%	57%	50%	-
% reporting expectation to breed more in 2011	19%	25%	13%	22%	16%	20%	23%	33%	14%	17%	-
% reporting expectation to breed less in 2011	20%	19%	21%	33%	28%	9%	23%	0%	14%	0%	-
% reporting expectation to breed same # in 2011	59%	47%	64%	44%	56%	70%	54%	67%	71%	83%	-

3.3.3. PARTICIPATION IN THE COMPETITION SECTOR

The competition sector of the industry involves both adults and children competing in a range of different competition sport disciplines. For the purposes of analysis, competition in the province has been categorized into racing (those involved in Thoroughbred, Standardbred or Quarter Horse racing), and non-racing sport competition. Non-racing sport competition has been categorized by sport discipline, into four groups: -- FEI-sanctioned sport disciplines (including reining), Western-style sport disciplines, Breed Sports (competitions specific to a breed of horse), and Other equestrian sport activities.

Of the 854,000 active industry participants in the Canadian equine sector, approximately 343,000 people participate in equestrian sport activities. These participants include approximately 117,000 adults and 225,000 children (under 18 years of age).

ADULTS COMPETING

Of the 2,566 adults interviewed for the 2010 telephone survey, 37% reported that they participated in competition, with 16% of those interviewed reported competition as their primary activity category. Those reporting participation in competition were asked to identify all sport disciplines in which they participate, as well as reporting in which sport discipline they *most often* compete.

On average, those who compete will participate in competitions for 1.65 different sport disciplines. For the 117,000 adult competitors active in 2010, Table 3.18 reports the estimated number of people participating in each of the four categories.

Approximately 343,000 people participate in equestrian sport activities – 117,000 adults and 225,000 children.

Table 3.18: Adults Active in Sport Competition

Adult Competitors – All Sport Discipline Categories		% of Sample	Estimated #		% of Sample	Estimated #
FEI Sport Disciplines (Est. # 129,000)	Hunter / Jumper	50%	58,525	Reining	5%	5,852
	Dressage	33%	38,626	Endurance Riding	2%	2,341
	Eventing	11%	12,875	Vaulting	<1%	120
	Driving	9%	10,534			
Western Sports (Est. # 34,000)	Rodeo	1%	1,170	Roping	2%	2,341
	Team Cattle Penning	3%	3,511	Western Pleasure	17%	19,898
	Barrel Racing	5%	5,852	Cutting	1%	1,170
	Chuck Wagon Racing	<1%	220			
Breed Sports (Est. # 12,000)	Halter/Line Classes	5%	5,852	Breed Competitions	5%	5,852
Other Sports (Est. # 21,000)	Gymkhana	4%	4,682	Competitive Trail	4%	4,682
	Polo	<1%	320	Other Sports	8%	9,364
	Saddleseat	<1%	341			
Total all sport disciplines		165%				

Table 3.19 reports the number of people participating in each sport discipline, based on responses from those interviewed, to the question: “Please pick the single sport discipline in which you most often compete ...”

For adults competing in 2010, 64% compete in one of the FEI disciplines, 19% most often compete in Western sport disciplines, 6% in Breed Sports and 12% in “other” sport competition disciplines.

Table 3.19: Adult Competitors by Primary Sport Discipline

Adult Competitors – By Primary Sport Discipline Categories		% of Sample	Estimated #		% of Sample	Estimated #
FEI Sport Disciplines (Est. # 74,910)	Hunter / Jumper	27%	31,603	Reining	2%	2,341
	Dressage	20%	23,410	Endurance Riding	1%	1,170
	Eventing	7%	8,193	Vaulting	<1%	-
	Driving	7%	8,193			
Western Sports (Est. # 22,238)	Rodeo	1%	1,170	Roping	1%	1,170
	Team Cattle Penning	2%	2,341	Western Pleasure	10%	11,705
	Barrel Racing	4%	4,682	Cutting	1%	1,170
	Chuck Wagon Racing	<1%	-			
Breed Sports (Est. # 7,023)	Halter/Line Classes	2%	2,341	Breed Competitions	4%	4,682
Other Sports (Est. # 14,044)	Gymkhana	3%	-	Competitive Trail	1%	1,170
	Polo	<1%	-	Other Sports	7%	8,193
	Saddleseat	<1%	-			

Those active in competition were asked an additional series of questions to report on their level of competition activity. Table 3.20 reports the average number of competitions, show days, and percentage of competition days for adults surveyed.

Table 3.20: Adult Competitors, Competitions and Show Days in 2009

Adult Competitors by Province	Avg. # of Competitions in 2009	Avg. # of Show Days in 2009	% of Show Days Other Provinces	% of Show Days Out of Country
Canada	5.98	14.70	8%	11%
British Columbia	7.62	17.13	4%	17%
Alberta	6.13	18.68	8%	13%
Saskatchewan	4.59	9.72	23%	3%
Manitoba	5.78	12.90	6%	1%
Ontario	6.09	13.54	6%	10%
Quebec	5.15	11.53	11%	8%
New Brunswick	4.21	11.71	23%	8%
Nova Scotia	4.58	13.88	29%	0%
Prince Edward Island	2.00	10.00	0%	0%
Newfoundland	3.29	5.43	39%	0%
Yukon/Northwest Territories	2.50	2.50	0%	0%

Adult competitors were asked to report their expectation for level of competition in 2010 (compared to 2009), in response to the question: "This year (2010) do you expect to compete in MORE, LESS or the Same number of competitions as you did in 2009?"

Table 3.21 reports the percentage of adult competitors who reported an expectation for competition in 2010.

Table 3.21: Expectation for Adult Competitor Participation in 2010

% of Adults Competing by Province	Expect to Compete in More Competitions in 2010	Expect to Compete in Fewer Competitions in 2010	Expect to Compete in Same # of Competitions in 2010
Canada	35%	28%	36%
British Columbia	36%	30%	33%
Alberta	33%	32%	34%
Saskatchewan	40%	29%	29%
Manitoba	35%	28%	38%
Ontario	36%	28%	36%
Quebec	37%	21%	42%
New Brunswick	37%	21%	26%
Nova Scotia	39%	18%	42%
Prince Edward Island	33%	0%	67%
Newfoundland	14%	14%	71%
Yukon/Northwest Territories	0%	50%	50%

CHILDREN COMPETING

Adults interviewed during the telephone research study were asked to identify the number of children in the household active in sport competition, and the sport disciplines in which they compete. Those interviewed reported that 85% of the children in the household were active in equestrian sport competition – representing an estimated 225,000 children in Canada. Children active in equestrian sport generally participate in competitions for 1.35 different sport disciplines each year.

Of children active in competition in 2009, the majority (73%) competed in one-or-more of the FEI sport disciplines, 30% competed in Western sport disciplines, 6% in breed-specific competitions, and 26% in other sports (including gymkhana, Pony Club and 4H Club competitions).

Table 3.22 reports the percentage of child competitors active in all sport discipline categories, as well as the estimated number of children participating.

Table 3.22: Children Competing

Child Competitors All Sport Discipline Category		Estimated #	% of Sample
Children Who Participate in Sport Competition		225,250	135%
FEI Sport Disciplines – Estimated # of Participants 85,445 73% of Total	Hunter / Jumper	53,843	46%
	Dressage	21,069	18%
	Eventing	5,852	5%
	Driving	3,511	3%
	Reining	1,170	1%
Western Sport Disciplines – Estimated # of Participants 35,114 30% of Total	Rodeo	2,341	2%
	Team Cattle Penning	2,341	2%
	Barrel Racing / Pole Bending	7,023	6%
	Roping	1,170	1%
	Western Pleasure	22,239	19%
Breed Specific Competitions – Estimated # of Participants 7,022 6% of Total	Halter/Line Classes	5,852	5%
	Breed Specific Competitions	1,170	1%
Other Sports – Estimated # of Participants 30,342 26% of Total	Gymkhana	8,193	7%
	Pony Club	5,852	5%
	Saddleseat	2,341	2%
	4H Club Competitions	4,682	4%
	Other Sports	9,364	8%

It was reported that children active in sport competition attended an average of 5.34 competitions in 2009. Those interviewed were asked to report the expectation for level of competition activity for children in 2010 as reported in Table 3.23.

Table 3.23: Expectation for Children Participating in Competition in 2010

% of Children Competing by Province	Avg. # of Canadian horse shows (per child competing) in 2009	Expect to Compete in More Competitions in 2010	Expect to Compete in Less Competitions in 2010	Expect to Compete in Same # of Competitions in 2010
Canada	5.30	36%	18%	46%
British Columbia	4.81	40%	13%	47%
Alberta	5.30	42%	18%	39%
Saskatchewan	5.31	34%	16%	50%
Manitoba	4.36	46%	38%	15%
Ontario	6.86	29%	22%	49%
Quebec	4.36	24%	24%	53%
New Brunswick	4.11	50%	13%	38%
Nova Scotia	6.33	0%	0%	100%
Prince Edward Island	1.00	0%	0%	100%
Newfoundland	1.00	100%	0%	0%

3.4. EMPLOYMENT IN THE INDUSTRY

Of the 2,392 horse owners and/or caregivers interviewed, it was reported that an average of 784 person hours spent per year on the care of each horse in their custody. For horse owners/caregivers nationally, 91% of the time spent on care of horses is provided by the owner, or family members in the owner’s household. Table 3.24 reports the average number of hours per year (per horse) spent on care of horses, and the percentage of care provided by the owner or the owners’ family.

Table 3.24: Hours Spent on Care of Horses

Employment in the Care of Horses	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
% of owners providing care for horses	91%	91%	89%	92%	87%	88%	102%	87%	94%	89%	100%
Average hours per horse per year	784	960	498	236	388	1,339	862	2,111	571	1,360	1,960
Total # of horses	963,500	116,000	313,500	108,800	56,000	212,500	129,500	12,500	8,000	4,000	1,350
Est. # of FTE jobs (@ 2000 hrs per year)	375,248	55,680	78,062	12,838	10,864	142,269	55,815	13,194	2,284	2,720	1,323
% of owners reporting paid employees	9%	6%	8%	3%	5%	12%	2%	9%	12%	6%	<1%
Avg. hourly wage	\$ 13.84	\$18.97	\$14.38	\$10.94	\$23.70	\$13.20	\$ 21.00	\$ 6.50	\$ 9.15	\$ 8.65	
# of horses per FTE jobs	2.6	2.1	4.0	8.5	5.2	1.5	2.3	0.9	3.5	1.5	1.0
# of Paid FTE jobs	30,326	3,341	6,245	385	543	17,072	1,116	1,187	274	163	
# of horses per Paid FTE jobs	32	35	50	283	103	12	116	11	29	25	

Note FTE = Full Time Equivalent ... a full time job estimated at 2,000 person hours per year

There is the equivalent of one full-time job directly for the care of horses, for every 2.6 horses in Canada. The majority of this work is unpaid labour for the care of horses contributed by the owner or members of the owners’ family/household. There is the equivalent of one paid full-time job caring for horses, for every 32 horses in Canada – an estimated 30,326 FTE jobs for the country.

3.5. SERVICE PROVIDERS

Additional employment is generated in the industry through the services provided by horse owners to other horse owners, and non-owning industry participants. Survey participants were asked to define the volume and types of services that they provide to industry participants, such as rider coaching services, horse boarding services, or horse training services.

Table 3.25 reports the percentage of industry participants that offer services to other industry stakeholders (reported by province).

Table 3.25: Service Providers by Province

Service Providers by Province	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
% who provide boarding services	11%	11%	9%	11%	10%	14%	12%	8%	20%	14%	9%
Est. # of horse boarding sites	16,326	2,376	3,965	1,618	598	4,796	2,323	173	330	101	46
Avg. # of horses boarded	9.2	8.8	11.4	8.5	8.7	11	5.8	7.4	5.5	3.3	2.5
% who provide horse training services	13%	10%	11%	12%	8%	17%	13%	10%	20%	7%	5%
Est. # of horse trainers	29,315	3,270	6,853	2,232	568	10,217	4,745	378	400	84	61
Horse trainers – racing sector	5,020	133	479	113	177	3,830	14	59	95	97	23
% who provide coaching/riding lessons	12%	10%	12%	12%	12%	13%	13%	8%	13%	7%	3%
Est. # of coaches/instructors	27,060	3,270	7,476	2,232	852	7,813	4,745	302	260	84	37
Avg. # of students per instructor	43.81	40.00	23.55	17.11	18.94	82.98	25.33	7.33	14.40	10.00	7.25

3.6. COMMUNICATIONS CHANNELS FOR INDUSTRY PARTICIPANTS

Those interviewed were asked a series of questions to identify possible communications channels within industry sectors. Questions included:

- “Do you belong to an industry association or club?”
- “How many different associations/clubs do you belong to?”

- “Do you use the Internet?”
- “Do you have an email address?”
- “Do you have access to high speed Internet?”
- “Do you regularly purchase horse-related products over the Internet?”

Table 3.26 reports the resulting responses by province.

In addition, those surveyed were asked to identify where they would most often seek (and receive) information on industry issues, through the following questions:

- “Where do you get most of your information on horse industry news, or information about horses...?”
- “If there was a contagious disease in your area, how would you find out?”
- “If there were new government regulations affecting horses, how would you find out?”

More than 80% of industry participants have access to high speed Internet, and 96% of participants have an email address.

Table 3.26: Communications Channels By Province

Percentage of Participants By Province	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT / NT
Belong to Horse-Related Association or Club	96%	95%	97%	97%	96%	96%	99%	94%	96%	97%	96%	100%
Avg. # of Associations per Participant	2.39	2.21	2.56	2.16	2.44	2.63	2.06	2.54	2.41	1.90	1.70	1.78
Have access to the Internet	88%	90%	90%	80%	90%	89%	89%	78%	87%	86%	100%	100%
Have access to high speed Internet	80%	87%	80%	74%	69%	77%	72%	92%	85%	92%	100%	78%
Have an email address	96%	99%	97%	95%	97%	96%	86%	94%	92%	96%	100%	89%
Purchase products for horses over the Internet	47%	49%	50%	52%	49%	45%	34%	49%	54%	36%	70%	56%

When asked to identify where an individual would source information, responses were categorized as follows:

- From reading industry magazines
- From reading industry newspapers
- From the Internet
- From (my) an association
- From word-of-mouth
- From Veterinarian
- Other sources

More than 42% of industry participants would expect to learn about a contagious disease through “word-of-mouth”.

Table 3.27: Source for Participants for Most Information About Horses and the Industry

Get most of their information about horses & the industry	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT / NT
From reading industry magazines	37%	32%	33%	42%	45%	41%	43%	33%	20%	31%	13%	44%
From reading industry newspapers	5%	2%	8%	7%	6%	5%	5%	3%	5%	3%	0%	11%
From the Internet	37%	33%	34%	30%	42%	42%	41%	35%	35%	48%	52%	22%
From my association	19%	18%	19%	23%	10%	18%	20%	17%	21%	28%	22%	11%
From word-of-mouth	27%	27%	25%	27%	23%	27%	38%	16%	16%	10%	22%	22%
From Veterinarian	4%	3%	3%	6%	9%	4%	3%	3%	4%	3%	9%	0%
Other Sources	8%	6%	6%	12%	9%	8%	13%	3%	4%	10%	0%	0%

Table 3.28: Source For Information on Contagious Disease

Would expect to learn about a contagious disease...	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT / NT
From reading industry magazines	1%	1%	1%	0%	1%	0%	2%	0%	1%	0%	0%	0%
From reading industry newspapers	2%	1%	2%	5%	3%	1%	3%	0%	3%	3%	4%	11%
From the Internet	6%	5%	5%	2%	12%	6%	8%	6%	9%	14%	0%	0%
From my association	10%	15%	11%	8%	6%	8%	11%	3%	4%	10%	17%	22%
From word-of-mouth	42%	46%	43%	49%	37%	41%	31%	38%	37%	38%	39%	33%
From Veterinarian	30%	26%	28%	25%	31%	31%	39%	38%	32%	21%	22%	33%
Don't Know	2%	1%	2%	2%	3%	2%	1%	0%	0%	3%	0%	0%
Other	6%	1%	7%	8%	4%	7%	4%	8%	8%	10%	17%	0%

Table 3.29: Source For Information on Government Regulations

Would expect to learn about new regulations	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT / NT
From reading industry magazines	7%	5%	4%	7%	7%	8%	10%	3%	4%	10%	0%	11%
From reading industry newspapers	4%	3%	5%	7%	8%	2%	6%	3%	9%	10%	4%	11%
From the Internet	12%	9%	12%	8%	19%	13%	14%	5%	15%	14%	9%	11%
From my association	33%	43%	36%	24%	22%	32%	30%	25%	32%	31%	22%	22%
From word-of-mouth	23%	24%	22%	25%	15%	21%	27%	29%	20%	17%	26%	11%
From Veterinarian	8%	7%	7%	7%	15%	10%	5%	21%	5%	3%	22%	0%
Don't Know	5%	5%	7%	9%	8%	4%	1%	2%	3%	0%	0%	22%
Other	6%	2%	5%	10%	5%	7%	8%	6%	7%	14%	17%	11%

COST OF OWNERSHIP

COST OF OWNERSHIP ... HIGHLIGHTS

- There is approximately \$29 billion invested in the Canadian horse industry including investments in horses, tack, horse-related equipment and property improvements
- Labour for the care of horses on farms represents the equivalent of 34,000 paid full time jobs
- Canadian horse owners incur more than \$6.5 billion in expenses to care for their horses and maintain their horse operations.
- Canadian horse owners spend \$1.6 billion each year on products and services for the care of their horses – an average of \$2,700 per horse per year

4. THE COST OF OWNERSHIP IN 2010

This chapter also outlines the capital invested by horse owners, and their annual expenditure for the care and maintenance of their horses.

Horse owners surveyed were asked a range of questions to identify the average investment in tack, equipment and facilities to maintain horses, and the average cost to keep a horse in Canada in 2010. The detailed expenditure data that was reported, including analysis of investment and expenditure for different sectors of the Canadian industry, is included in the datasheets attached as an appendix to this report.

Investments and expenditures attached to horse ownership, and use of horses can be grouped into two categories:

- **Calculated per Owner** – where investments or annual expenditures can be shared for all horses owned by the ownership unit. Examples would be investment in horse-related capital improvements to property, investments for tack and horse-related equipment, such as horse trailers, etc.
- **Calculated per Horse** – where there is a fixed investment or expenditure attached to each horse. Examples would be feed, product purchases, vet services, farrier services, etc. While there may be economies of scale for expenditures when an owner has multiple horses, these types of expenses are still variable expenses dependant on ownership of a single horse.

4.1. CAPITAL INVESTED IN HORSES, TACK, EQUIPMENT & PROPERTY IMPROVEMENTS

Horse owners were asked a series of questions to identify the amount of capital investment for each ownership unit in three categories: investment to purchase the horses they currently own, investment in tack and horse-related equipment, and investment in horse-related property improvements.



There is approximately \$29 billion invested in the Canadian horse industry, including investments in horses, tack, horse-related equipment and property improvements to sites where horses are kept.

Table 4.1 reports capital investment for horse owners in Canada. Table 4.2 reports capital investment for horse owners by province. Table 4.3 reports comparative investment for horse owners in the racing, competition, breeding and pleasure riding sectors.

Table 4.1: Capital Investment per Owner

Capital Investment Per Owner	Average Investment per Owner	# of Owners Invested	Estimated Total Investment in Canada
Investment in Horses	\$20,327	\$176,173	\$3,581,026,404
Investment in Tack	\$11,379	\$190,046	\$2,162,461,515
Investment in Horse-Related Equipment	\$19,492	\$127,966	\$2,494,254,048
Investment in Horse-Related Property Improvement	\$153,327	\$138,310	\$21,206,636,006
TOTAL INVESTMENT			\$29,444,377,973

Table 4.2: Capital Investment By Province

Capital Investment Per Owner	BC	AB	SK	MB	ON
Investment in Horses	\$426,043,395	\$1,227,769,774	\$170,253,984	\$74,131,668	\$1,250,334,824
Investment in Tack	\$305,782,932	\$652,370,712	\$159,144,204	\$63,848,312	\$567,580,794
Investment in Horse-Related Equipment	\$309,158,226	\$910,762,454	\$199,016,280	\$107,136,018	\$678,450,870
Investment in Horse-Related Property Improvement	\$2,489,275,728	\$5,993,257,508	\$864,063,000	\$528,472,880	\$8,745,328,896
Total Investment	\$3,530,260,281	\$8,784,160,448	\$1,392,477,468	\$773,588,878	\$11,241,695,384
Capital Investment Per Owner	QC	NB	NS	PE	NL
Investment in Horses	\$339,896,760	\$32,143,230	\$39,077,640	\$12,559,104	\$8,816,025
Investment in Tack	\$359,848,390	\$17,708,320	\$22,885,400	\$7,713,696	\$5,578,755
Investment in Horse-Related Equipment	\$212,926,400	\$33,173,480	\$33,302,320	\$5,515,200	\$4,812,800
Investment in Horse-Related Property Improvement	\$1,826,354,880	\$122,554,110	\$355,707,160	\$49,669,344	\$231,952,500
Total Investment	\$2,739,026,430	\$205,579,140	\$450,972,520	\$75,457,344	\$251,160,080

Table 4.3: Capital Investment Comparing Selected Sectors

Capital Investment Per Owner – Racing Sector	Average Investment per Owner	# of Owners Invested	Estimated Total Investment in Canada
Investment in Horses	\$32,272	12,448	\$401,721,856
Investment in Tack	\$23,351	12,808	\$299,079,608
Investment in Horse-Related Equipment	\$24,588	11,365	\$279,442,620
Investment in Horse-Related Property Improvement	\$329,152	11,726	\$3,859,636,352
TOTAL CAPITAL INVESTMENT IN RACING SECTOR			\$4,839,880,436
Capital Investment Per Owner – Breeding Sector	Average Investment per Owner	# of Owners Invested	Estimated Total Investment in Canada
Investment in Horses	\$36,825	11,546	\$425,181,450
Investment in Tack	\$12,541	14,252	\$178,734,332
Investment in Horse-Related Equipment	\$24,522	13,169	\$322,930,218
Investment in Horse-Related Property Improvement	\$189,961	11,546	\$2,193,289,706
TOTAL CAPITAL INVESTMENT IN BREEDING SECTOR			\$3,120,135,706
Capital Investment Per Owner – Competition Sector	Average Investment per Owner	# of Owners Invested	Estimated Total Investment in Canada
Investment in Horses	\$25,762	71,123	\$1,832,270,726
Investment in Tack	\$15,161	77,978	\$1,182,224,458
Investment in Horse-Related Equipment	\$24,641	53,985	\$1,330,244,385
Investment in Horse-Related Property Improvement	\$158,358	59,983	\$9,498,787,914
TOTAL CAPITAL INVESTMENT IN COMPETITION SECTOR			\$13,843,527,483
Capital Investment Per Owner – Pleasure Riding Sector	Average Investment per Owner	# of Owners Invested	Estimated Total Investment in Canada
Investment in Horses	\$8,418	54,278	\$456,912,204
Investment in Tack	\$8,253	59,509	\$491,127,777
Investment in Horse-Related Equipment	\$11,406	35,313	\$402,780,078
Investment in Horse-Related Property Improvement	\$56,788	41,853	\$2,376,748,164
TOTAL CAPITAL INVESTMENT IN PLEASURE RIDING SECTOR			\$3,727,568,223

Those in the racing sector have an average \$388,808 invested per owner.

Those in the breeding sector have an average \$270,235 invested per owner.

Those in the competition sector have an average \$194,642 invested per owner.

Those in the pleasure riding sector have an average \$68,675 invested per owner.

4.2. ANNUAL EXPENDITURES FOR HORSE OWNERS

Horse owners were asked a series of questions to identify the annual expenditures (costs) attached to each horse-ownership unit. Additional questions were asked to

Labour for the care of horses at horse sites in Canada represents the equivalent of 34,000 jobs, plus an additional 163,000 full-time jobs for unpaid labour contributed by horse owners and family members.

identify the costs attached to labour for the care of horses, including employment of staff (non-family members), and the value of unpaid labour contributed by horse owners and household members for the care of horses.

Of note, 9% of horse owners report that they employ people other than family members to care for horses. On average, employees work 30 hours per week, at an average hourly wage of \$13.84. This level of employment represents the equivalent of 34,000 full-time jobs in Canada for the care of horses.

In addition to labour costs incurred for employees, horse owners reported that family members living in the household contribute an average of 32 hours per week (per household) in unpaid labour for the care of horses. This level of unpaid labour represents an additional 163,000 full-time jobs in the sector that are unpaid.

Table 4.4 outlines the annual expenditures incurred by each horse ownership unit to maintain the horse operation, including the value of unpaid labour contributed by the ownership unit household.

Survey data was used to calculate average expenditures by expense category, and the resulting averages were applied to horses and owners in each sector (and provincial sector). The average expenditure was multiplied by the percentage of sector sample reporting expenditures in each category, and by the size of the sector. For example:

If owners representing 76% of the horses in a region or sector reported spending an average of \$31.00 per horse-per-year on nutritional supplements (for example), total annual expenditure on nutritional supplements for the region/sector would be:

$$\begin{array}{r}
 \$31.00 \quad \text{(average expenditure per horse)} \\
 \times 51,114 \quad \text{(horses with primary use in region/sector.)} \\
 \times .76 \quad \text{(\% of horses for which expenditure incurred)} \\
 \hline
 \$1,204,246
 \end{array}$$

National totals for Canada were created through the sum of provincial expenditures for each sector, i.e. the national totals are the sum of provincial totals.

Table 4.4: Annual Expenditures per Ownership Unit

Annual Expenditure for Horse Ownership	Avg. Annual Expenditure Per Owner	# of Ownership Units	Total Annual Expenditure in Canada
Expenditure on Repair or Replacement Tack	\$582	144,129	\$83,891,797
Expenditure on Replacement Equipment	\$1,150	35,576	\$40,896,924
Expenditure on Repair to Horse-Related Property improvements	\$4,500	143,762	\$646,974,967
Expenditure on Paid Employees	\$50,077	19,118	\$957,380,384
Value of Unpaid Labour for Care of Horses	\$23,483	206,068	\$4,839,125,536
TOTALS			\$6,568,269,608

Canadian horse owners incur more than \$6.5 billion annually in expenses to maintain their horse operations. More than \$4.8 billion is represented by unpaid labour provided by horse owners, or family members for the care of their horses.

Table 4.5 reports annual expenditures by province. Calculations for annual expenditures in each province are based on the same model as the calculations for total expenditures nationally (as outlined above).

Table 4.5: Annual Expenditures per Ownership Unit By Province

Expenditures Per Ownership Unit	BC	AB	SK	MB	ON
Expenditure on Repair or Replacement Tack	\$10,100,049	\$27,833,148	\$6,146,928	\$2,968,368	\$27,892,410
Expenditure on Repair or Replacement Equipment	\$4,669,560	\$10,485,090	\$3,329,586	\$1,672,760	\$16,510,672
Expenditure on Repair to Horse-Related Property improvements	\$79,111,110	\$177,954,966	\$32,226,732	\$17,009,328	\$205,239,096
Expenditure on Paid Employees for Care of Horses	\$92,072,409	\$327,114,872	\$6,454,386	\$19,425,600	\$476,496,840
Value of Unpaid Labour for Care of Horses	\$562,704,870	\$945,704,032	\$173,857,920	\$205,459,374	\$2,134,189,464
Total Annual Expenditure	\$748,657,998	\$1,489,092,108	\$222,015,552	\$246,535,430	\$2,860,328,482
Expenditures Per Ownership Unit	QC	NB	NS	PE	NL
Expenditure on Repair or Replacement Tack	\$5,641,440	\$999,730	\$859,740	\$685,440	\$764,544
Expenditure on Repair or Replacement Equipment	\$2,365,200	\$825,288	\$351,520	\$501,648	\$185,600
Expenditure on Repair to Horse-Related Property improvements	\$108,041,825	\$7,773,777	\$8,492,240	\$1,442,448	\$9,683,445
Expenditure on Paid Employees for Care of Horses	\$23,914,800	\$3,568,097	\$6,821,380	\$1,512,000	\$0
Value of Unpaid Labour for Care of Horses	\$737,898,600	\$26,325,156	\$26,897,160	\$12,100,440	\$13,988,520
Total Annual Expenditure	\$877,861,865	\$39,492,048	\$43,422,040	\$16,241,976	\$24,622,109

The calculations for annual expenditures per horse ownership unit do not include costs for depreciation of assets, or other business expenses that may be incurred to run a horse operation. These calculations also do not include paid or unpaid labour charges related to the production of bedding, hay, grain, or other feed produced on-farm for consumption by horses on the property.

4.3. ANNUAL COST TO KEEP A HORSE

Horse owners were asked questions to identify annual costs for the products and services required to feed and care for each individual horse owned.

Table 4.6 reports the average cost to keep an individual horse in Canada, and estimates the annual national expenditures for each expense category. For the purposes of calculating average cost per horse, all annual expenditures were reported based on the average expenditure for those who reported purchasing that

product or service. The percentage of horse owners who reported costs for specific products and services, was taken into account when calculating the annual expenditure for each category of expense.

Table 4.6: Annual Expenditures on Products & Services per Horse

Products & Services Purchased for the Care of Horses	Average Expenditure per Horse	% of Horses for which Expenditure Incurred	Estimated # of Horses for which Expense is Incurred	Total Annual Expenditure in Canada
Hay	\$700	72%	691,536	\$484,135,507
Horse Feed	\$368	75%	718,691	\$264,165,755
Bedding	\$235	50%	485,625	\$113,991,474
Feed Supplements	\$141	69%	667,075	\$93,884,014
Grooming & Horse Care Products	\$116	89%	852,211	\$98,713,867
Veterinary Services & Prescription Drugs	\$421	64%	615,709	\$259,010,178
Farrier Services	\$311	79%	759,693	\$236,061,752
Horse Dental Care	\$130	10%	93,673	\$12,185,871
Horse Therapy Services	\$278	9%	85,841	\$23,824,130
TOTALS	\$2,700			\$1,585,972,548

Canadian horse owners spend more than \$1.5 billion each year on products and services for the care of horses – an average of \$2,700 per horse per year.

The range of products and services that are purchased for horses in the province is directly related to the primary use of the horse – for example significantly more money is spent each year for farrier services for the competition sector, compared to the breeding sector. Table 4.7, below, reports the average annual expenditure per horse for the racing, breeding, competition and pleasure-riding sectors.

Table 4.7: Annual Expenditures per Horse Products and Services – Comparing Racing, Breeding, Competition and Pleasure Riding Sectors

Products & Services Purchased for the Care of Horses – RACING Sector	Average Expenditure per Horse	# of Horses for which Expense is Incurred	Total Annual Expenditure in Canada
Hay	\$1,055	40,545	\$42,774,975
Horse Feed	\$1,024	47,145	\$48,276,480
Bedding	\$430	45,731	\$19,664,330
Feed Supplements	\$356	47,145	\$16,783,620
Grooming & Horse Care Products	\$219	47,145	\$10,324,755
Veterinary Services & Prescription Drugs	\$956	47,145	\$45,070,620
Farrier Services	\$602	47,145	\$28,381,290
Horse Dental Care	\$63	19,330	\$1,217,790
Horse Therapy Services	\$264	6,129	\$1,618,056
TOTALS	\$4,969		\$214,111,916

COST OF OWNERSHIP IN 2010

Products & Services Purchased for the Care of Horses -- BREEDING Sector	Average Expenditure per Horse	# of Horses for which Expense is Incurred	Total Annual Expenditure in Canada
Hay	\$326	197,905	\$64,517,030
Horse Feed	\$210	206,766	\$43,420,860
Bedding	\$123	118,152	\$14,532,696
Feed Supplements	\$66	177,228	\$11,697,048
Grooming & Horse Care Products	\$44	295,380	\$12,996,720
Veterinary Services & Prescription Drugs	\$249	295,380	\$73,549,620
Farrier Services	\$102	295,380	\$30,128,760
Horse Dental Care	\$59	14,769	\$871,371
Horse Therapy Services	\$190	5,908	\$1,122,520
TOTALS	\$1,369		\$252,836,625

Products & Services Purchased for the Care of Horses -- COMPETITION Sector	Average Expenditure per Horse	# of Horses for which Expense is Incurred	Total Annual Expenditure in Canada
Hay	\$528	234,178	\$123,645,984
Horse Feed	\$270	303,279	\$81,885,330
Bedding	\$223	157,398	\$35,099,754
Feed Supplements	\$120	307,118	\$36,854,160
Grooming & Horse Care Products	\$97	376,220	\$36,493,340
Veterinary Services & Prescription Drugs	\$341	238,017	\$81,163,797
Farrier Services	\$323	272,568	\$88,039,464
Horse Dental Care	\$121	34,551	\$4,180,671
Horse Therapy Services	\$307	34,551	\$10,607,157
TOTALS	\$2,330		\$497,969,657

Products & Services Purchased for the Care of Horses -- PLEASURE RIDING Sector	Average Expenditure per Horse	# of Horses for which Expense is Incurred	Total Annual Expenditure in Canada
Hay	\$455	93,810	\$42,683,550
Horse Feed	\$184	93,810	\$17,261,040
Bedding	\$145	51,283	\$7,436,035
Feed Supplements	\$95	102,565	\$9,743,675
Grooming & Horse Care Products	\$105	116,324	\$12,214,020
Veterinary Services & Prescription Drugs	\$148	125,080	\$18,511,840
Farrier Services	\$312	118,826	\$37,073,712
Horse Dental Care	\$115	10,006	\$1,150,690
Horse Therapy Services	\$241	11,257	\$2,712,937
TOTALS	\$1,800		\$148,787,499

Table 4.8: Annual Expenditures per Horse Products and Services—By Province

Products & Services Purchased for the Care of Horses	BC	AB	SK	MB	ON
Hay	\$69,567,520	\$183,115,350	\$16,754,112	\$5,962,880	\$142,874,375
Horse Feed	\$24,812,400	\$33,663,630	\$6,656,384	\$6,726,720	\$133,792,125
Bedding	\$10,774,080	\$10,721,700	\$2,498,048	\$952,000	\$66,359,500
Feed Supplements	\$9,771,840	\$27,312,120	\$3,133,440	\$1,699,040	\$31,571,125
Grooming & Horse Care Products	\$14,616,000	\$24,578,400	\$4,448,832	\$1,774,080	\$40,181,625
Veterinary Services & Prescription Drugs	\$38,628,000	\$57,539,790	\$6,813,056	\$3,568,320	\$114,308,000
Farrier Services	\$36,192,000	\$55,038,060	\$6,462,720	\$3,265,360	\$85,176,375
Horse Dental Care	\$1,920,960	\$3,511,200	\$574,464	\$95,200	\$4,462,500
Horse Therapy Services	\$4,222,400	\$7,730,910	\$505,920	\$246,400	\$8,480,875
TOTALS	\$210,505,200	\$403,211,160	\$47,846,976	\$24,290,000	\$627,206,500
Products & Services Purchased for the Care of Horses	QC	NB	NS	PE	NL
Hay	\$60,029,725	\$2,039,750	\$2,138,240	\$307,800	\$1,345,755
Horse Feed	\$51,515,100	\$2,773,500	\$2,735,280	\$918,000	\$572,616
Bedding	\$19,197,080	\$1,351,250	\$1,515,360	\$517,200	\$105,256
Feed Supplements	\$16,969,680	\$1,943,000	\$728,000	\$487,200	\$268,569
Grooming & Horse Care Products	\$10,567,200	\$978,500	\$920,640	\$339,360	\$309,230
Veterinary Services & Prescription Drugs	\$31,727,500	\$2,784,000	\$2,439,360	\$932,800	\$269,352
Farrier Services	\$44,580,375	\$2,656,000	\$1,641,600	\$655,040	\$394,222
Horse Dental Care	\$1,481,480	\$76,875	\$55,200	\$0	\$7,992
Horse Therapy Services	\$2,311,575	\$197,250	\$92,160	\$12,240	\$24,400
TOTALS	\$238,379,715	\$14,800,125	\$12,265,840	\$4,169,640	\$3,297,392

The data reported in Table 4.9 calculates the average costs to keep a horse by the horse owner on their own property – i.e. it excludes those that pay boarding services for their horses. Based on a national average, a horse owner spends the equivalent of \$2,700 per year to keep a horse on their own property. Expressed on a monthly basis -- \$225.00 per horse per month.

By way of comparison, those surveyed were asked a series of questions to identify costs for the group of horse owners that pay boarding services to keep their horses ...

COST OF OWNERSHIP IN 2010

- Do you pay “boarding” services for any of the horses you own or lease?
- How many horses do you pay board for?
- What is your average monthly expense per horse for boarding fees?

Average cost to keep a horse in Canada has increased by 71% since 2003.

For those owners who reported paying boarding services for their horses, the (national) average monthly board expense (per horse) is \$307.

Table 4.9: Average Monthly Costs By Province

Average Monthly Costs	CANADA	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Avg. Annual Cost to Keep a Horse	\$2,700	\$2,346	\$2,532	\$1,189	\$1,021	\$3,804	\$2,665	\$2,215	\$2,400	\$2,268	\$3,288
Avg. Monthly Cost	\$225	\$196	\$211	\$99	\$85	\$317	\$222	\$185	\$200	\$189	\$274
Avg. Monthly Charge for Boarding Services	\$307	\$356	\$334	\$127	\$306	\$335	\$225	\$279	\$296	\$324	\$159

Table 4.10, reports the costs to keep a horse during the 2001 through 2009 period, based on research completed by Strategic Equine in 1998, 2003 and 2010. The cost to keep a horse in Canada has increased—70% between 2003 and 2010.

Table 4.10: Average Cost to Keep a Horse – Comparisons 1998, 2003 and 2010

Products & Services Purchased for the Care of Horses	Average Expenditure per Horse in 1998	Average Expenditure per Horse in 2003	Average Expenditure per Horse in 2010	% Increase/Decrease 1998 to 2003	% Increase/Decrease 2003 to 2010	% Increase/Decrease 1998 to 2010
Hay	\$225	\$430	\$700	91%	63%	211%
Horse Feed	\$271	\$206	\$367	-24%	78%	35%
Feed Supplements	**	\$76	\$141	–	86%	–
Bedding	**	\$153	\$235	–	54%	–
Grooming & Horse Care Products	\$86	\$66	\$116	-23%	76%	35%
Veterinarian Services & Prescription Drugs	\$154	\$201	\$421	31%	109%	173%
Farrier Services	\$135	\$233	\$311	73%	33%	130%
Horse Dental Care	**	**	\$130	–	–	–
Horse Therapy Services	**	\$135	\$278	–	106%	–
TOTALS	\$871	\$1,500	\$2,699	30%	71%	120%

**Note: Percentage change (increase/decrease) calculated in Table 4.10 have been adjusted for categories of expenses that were not recorded in previous research



THE ECONOMIC CONTRIBUTION FROM HORSES

ECONOMIC CONTRIBUTION FROM HORSES ... HIGHLIGHTS

- The horse industry contributes more than \$19 billion annually to the Canadian economy
- On-farm activities with horses generate 76,000 full-time jobs, at an average salary rate of \$29,884
- Off-farm activities with horses (racing and competition) generate 9,806 full-time jobs at an average salary rate of \$25,478
- The Canadian horse industry supports more than 154,000 jobs in Canada – one full-time job for every 6.25 horses in Canada

5. THE ECONOMIC CONTRIBUTION FROM HORSES IN CANADA

One of the primary objectives of this research study was to identify the economic contribution to the Canadian economy derived from the national horse industry.

The unique element of the horse industry is the economic contribution that it makes as both an agricultural production sector, and a sport-recreation activity sector. Livestock production in the context of the horse industry is production targeted to *use markets*. *Use markets* for horses include a wide range of market segments – working horses in ranching; horses for youth and adult amateur sport; high performance horses used for international sport and racing; and horses used for pleasure riding or leisure / recreational activities.

Horses contribute significantly to the Canadian economy in several sectors – the agricultural sector, amateur sport sector, entertainment sector (racing and other national / international equestrian sport competition), and the pharmaceutical sector. The challenge for determining the dollar value of this economic contribution lies in aligning industry activities and expenditures with accepted economic models for calculating economic impact (or economic contribution).

Based on the research completed for this study, within the estimated 963,500 horses in Canada in 2010, approximately 92% of the herd (880,000 horses) are considered by their owners to have another intended role in a specific *use market*. Determining the economic contribution of these horses in their respective *use markets* defines the majority of the economic contribution realized by the Canadian economy.

5.1. AN ECONOMIC ANALYSIS MODEL FOR THE HORSE INDUSTRY:

Horse production and their use impacts the economy through a variety of channels:

- Capital investment in stock, property improvements and equipment
- Annual expenditures for the care and feeding of horses
- Annual expenditures for replacement tack, equipment and property improvements
- Annual expenditures for training and showing horses



- Employment for Canadian residents
- Land dedicated for pasture or feed production for horses
- Travel expenditures for showing horses
- Wagering on live racing within Canada

The horse industry is unique amongst agricultural sectors in the degree to which economic contribution is realized. Economic impact is realized not only from those who directly participate, but also from a large spectator component for sport and racing events hosted by industry participants.

Economic theory presents a number of models for evaluating the economic and social benefit of activities within the economy, and between the various economic sectors.

One of the accepted economic models for calculating economic contribution is to measure change in economic activity (Gross Domestic Product) – through measuring the return on the use of land, labour and capital in the economy of a region or country. Analysis of the contribution for a specific industry measures the change in the GDP generated through the industry's activities (assuming that price is constant.) However, for economic sectors where voluntary and unpaid labour represents a significant contribution to the sector's activities, GDP falls short of accurately reflecting the sector's contribution.

This is clearly the case in the horse industry, where unpaid labour by family members to care for horses exceeds hired labour. For the horse industry, volunteers are responsible for the majority of labour needs for managing industry associations and horse show competitions.

An alternative model for assessing economic contribution looks to inputs and outputs from a particular sector or industry. This model adds together all final expenditures on goods and services by the industry – the *inputs* – and measures the multiplier effects of expenditures on the overall economic activity – the *outputs*. This is the model that the author has applied to calculate the overall contribution from the Canadian horse industry to the national economy.

The multiplier effect of expenditures applies the theory that every dollar spent on keeping a horse, or participating in a horse-related activity circulates and re-circulates within the economy, multiplying the effect of the original expenditures. In economic impact modeling, expenditures and their impacts are categorized into three categories:

Direct Economic Impact (Initial Effect) – the value of initial expenditures on products and services (cost of operations)

Indirect Economic Impact – representing the subsequent purchases of suppliers for materials and services to sustain the original expenditures (the

cost of producing the products or providing the services that are purchased as direct expenditures), and

Induced Impact – generated by workers in the sector who spend additional incomes on consumer goods and services

For the purposes of creating a comprehensive economic impact analysis for the horse industry, the author has used a model that applies the general concepts of the Expenditure Model, to evaluate data for three categories: horses, people and activities.

Horses – including annual expenditures for products and services used to produce and keep a horse, costs to train or prepare a horse for its intended *use market*, and related costs for maintaining the tack and equipment required for the intended *use market*.

People (Owners) – including annual expenditures for products and services required for maintaining facilities at which horses are produced, or kept.

Activities – including the costs of competition for the competitors: trailering / transport for horse shows or racing; food and accommodation for competitors; horse / rider preparation for competition, as well as expenditures for non-competing spectators of sporting events (food, accommodation, travel, etc.). In addition, for horse racing events, wagering on the event can be considered activity expenditure for spectators.

All expenditures for products and services are incurred by people: some expenditures are incurred by horse owners; some by industry participants in sport and competition (who may or may not be horse owners); and some are incurred by the spectators who attend racing or other sporting events.

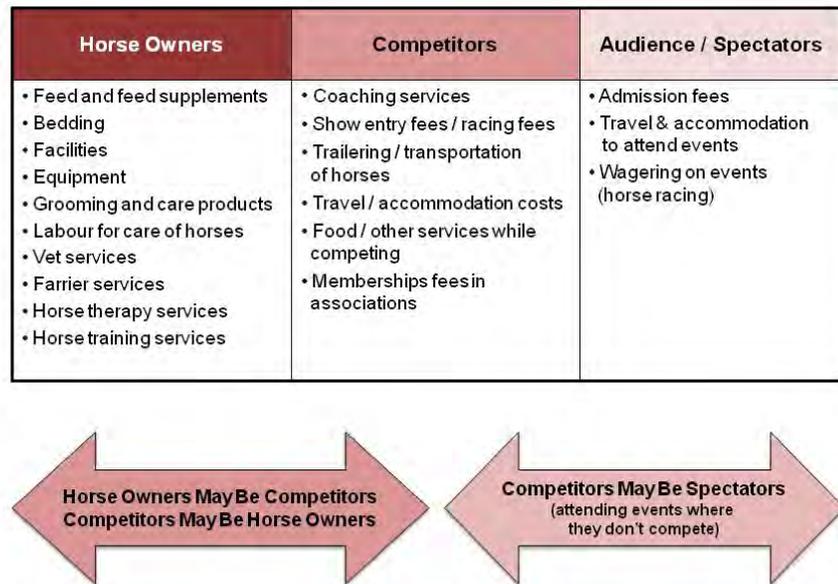
Those participating in the industry contribute to overall economic contribution at several different levels. For example, there is a subset of horse owners, competitors and industry service providers who regularly attend racing and sport events for entertainment. In this role, they provide a portion of the audience even when they are not, themselves, competing.

Industry participants (horse owners, competitors, coaches / trainers, etc.) incur some expenses when they act as spectators (or support) for children competing.

Those participating in racing, often form a key percentage of the spectators for horse racing. While an individual racehorse owner (or trainer or driver/rider) may not have an entry in a specific race, they are often active as spectators viewing the competition, and wagering on the result of the races.

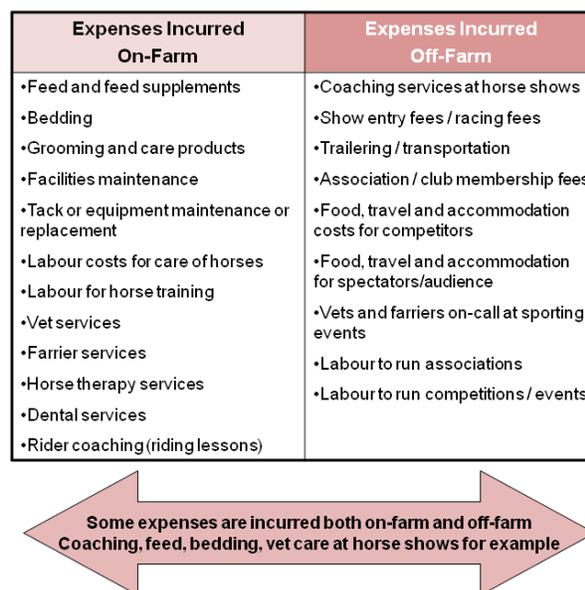
Figure 5.1 illustrates the categories of expenditures incurred by those participating in the industry.

Figure 5.1: Expenditure Categories Incurred By Owners, Competitors & Spectators



Some of the expenditures related to horses, ownership and activities with horses are incurred *On-Farm* (on the home farm property) – feed and care of horses for example. Some expenditures are incurred *Off-Farm* – horse show entry fees, travel and accommodation to participate in horse shows, etc.

Figure 5.2: Expenditure Categories On-Farm and Off-Farm



As identified in *Chapter 4: Costs of Ownership*, certain categories of expenditures are incurred on a *per horse* basis (feed, veterinarian services, farrier services, etc), and a *per owner* basis (property maintenance, membership fees and licenses, etc).

The *Expenditure Model* for economic impact analysis is based on identifying expenditures in three categories: direct expenditures, indirect expenditures, and the induced expenditures created by direct, and indirect expenditures.

For the purposes of applying the general concepts of the expenditure economic model for *Direct* → *Indirect* → *Induced Impact*, the author has assumed three key factors:

1) Profit does not enter the model.

For the typical horse owner, the economics of owning horses does not include room for profit. Therefore, in best case, horse show prize money and racing purses cover the expenses to participate.

Although there are some commercial operators in the horse show sector, the majority of horse show competitions are run on a not-for-profit basis, and the money that show operators receive in show fees and spectator expenditures are fully applied to the costs of operating the competition.

Like wise, while horse racing in Canada is structured as a for-profit business model, research indicates that profits reported from race track operations are largely subsidized by other on track gambling revenues such as slot machine revenues.

2) ON-FARM expenditures = DIRECT expenditures.

The direct economic impact for this model is realized by the money spent *On-Farm* to keep a horse, and the costs to maintain the property on which the horse resides. Values for these expenses are well quantified from survey interviews, and other available research resources.

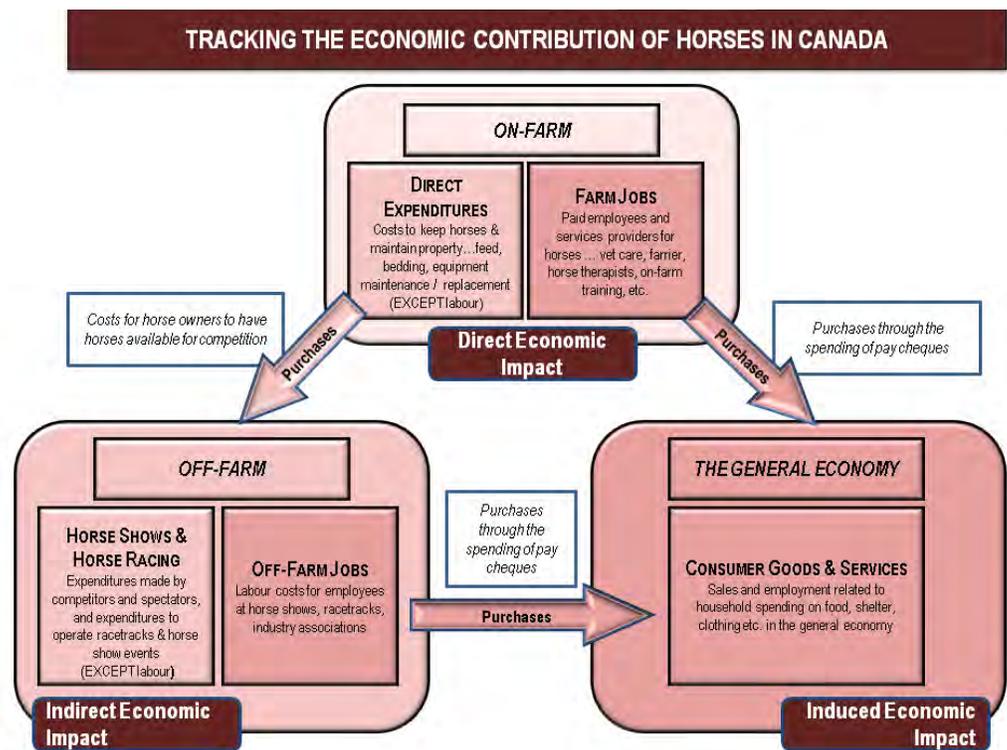
3) OFF-FARM expenditures = INDIRECT expenditures.

The indirect economic impact in this model is realized through activities with horses, such as competition, racing, and the costs incurred by the owner to participate in these activities. Additional indirect impact is contributed from the money spent by spectators attending racetracks, horse competition events and exhibitions. Spectator spending generates the funds to run the event, maintain event facilities, employ staff, and purchase required supplies and services, etc. Spectators and competitors also indirectly contribute to local communities where events are held, through expenditures on travel and accommodation to attend.

The *INDUCED Economic Impact* of *On-Farm* and *Off-Farm* activities is achieved when owners, farm employees, racetrack employees and horse show employees spend their pay cheques.

Figure 5.3 graphically represents the model.

Figure 5.3: Tracking the Economic Impact of Horses – the Model



The steps required to identify total economic contribution to the Canadian economy generated by the horse industry:

- Quantify *direct on-farm expenditures* – both cash expenditures and value of in-kind (non-cash) contributions
- Quantify *indirect off-farm expenditures* – both cash and non-cash contributions, and the induced employment generated
- Apply an appropriate multiplier factor to determine total economic contribution from the horse industry sector

5.2. DIRECT AND INDIRECT EXPENDITURES BY OWNERS, COMPETITORS

As outlined in the earlier part of this chapter, expenditures by owners and competitors, include cash (and non-cash) expenditures on products, services and other expenses such as membership fees, food and accommodation, labour costs to run associations and events, and wagering on horse racing.

These expenditures are incurred either *On-Farm* (for the care and husbandry of horses), or *Off-Farm* for horse related activities.

Figure 5.4 assigns expenditure categories for products, services and other expenses to *On-Farm* or *Off-Farm* – *Direct Expenditures* or *Indirect Expenditures* – for horse owners, competitors and spectators in the Canadian industry.

Figure 5.4: Allocation of Expenditures – Direct and Indirect

DIRECT EXPENDITURES ON-FARM		INDIRECT EXPENDITURES OFF-FARM	
Products	Services	Other Expenses	
<ul style="list-style-type: none"> •Feed and feed supplements •Bedding •Facilities maintenance •Tack or equipment maintenance or replacement •Grooming and care products 	<ul style="list-style-type: none"> •On-farm labour •Labour for horse training •Labour for coaching •Vet services •Farrier services •Horse therapy services •Dental services 	<ul style="list-style-type: none"> •Trailing and transportation costs •Show expenses •Track-based training services for racing 	<ul style="list-style-type: none"> •Membership fees •Food and accommodation •Labour to run associations •Labour to run competitions / events •Labour to run racetracks

For the purposes of calculating economic impact on expenditures, costs have been assigned to *On-Farm* or *Off-Farm* (*Direct* or *Indirect*) categories.

Table 5.1: Annual Direct Expenditures

Direct Expenditures (Annual) – On-Farm Expenditure Categories	% Invested	Number of Units	Average Expenditure Per Unit	Total Expenditure
Hay purchased	67%	691,536	\$700	\$484,135,507
Value of home-grown hay	47%	470,525	\$689	\$323,993,545
Non-forage feed purchased	76%	718,691	\$368	\$264,165,755
Value of home-grown feed	12%	22,131	\$341	\$7,536,733
Feed supplements purchased	71%	667,075	\$141	\$93,884,014
Bedding purchased	46%	485,625	\$235	\$113,991,474
Value of home-grown bedding	33%	254,185	\$154	\$39,152,348
Grooming and care products	90%	852,116	\$116	\$98,693,537
Purchase of tack	65%	144,129	\$582	\$83,891,797
Purchase of horse-related equipment	17%	35,576	\$1,150	\$40,896,924
Purchase of horse-related property improvements	66%	143,762	\$4,500	\$646,974,967
Veterinarian services and prescription drugs	62%	615,709	\$421	\$259,010,178
Non-vet equine dental services	9%	93,673	\$130	\$12,185,871
Farrier services	73%	759,693	\$311	\$236,061,752
Horse therapy services	8%	85,841	\$278	\$23,824,130
Horse training services	3%	35,502	\$2,095	\$74,362,533
Coaching services / riding lessons (adults)	37%	198,181	\$2,099	\$416,036,382
Coaching services (children)	65%	223,164	\$1,355	\$302,339,549
On-Farm paid labour				\$957,380,384
Value of non-cash labour				\$4,839,125,536
Total Direct Expenditures				\$9,317,642,916

Table 5.2: Annual Indirect Expenditures

Indirect Expenditures (Annual) – Off-Farm Expenditure Categories	% Invested	Number of Units	Average Expenditure Per Unit	Total Expenditure
Trailing and transportation services purchased	23%	52,539	\$1,687	\$88,651,367
Value of owner-trailing	59%	130,535	\$1,359	\$177,431,061
Show expenses -- adult competitors	33%	167,666	\$2,303	\$386,063,530
Show expenses -- children competing	67%	233,210	\$2,269	\$529,080,314
Nomination/sustaining fees horseracing	8%	16,820	\$5,008	\$84,229,929
Off-Farm (or track-based) training services	2%	4,538	\$5,399	\$24,500,748
Membership fees	96%	217,993	\$244	\$53,273,957
Food, travel and accommodation -- children competing	67%	233,210	\$330	\$76,866,598
Food -- competitors	33%	167,666	\$218	\$36,541,092
Travel and accommodation -- competitors	33%	167,666	\$389	\$65,292,642
Food, travel and accommodation -- racing participants	8%	16,820	\$996	\$16,757,739
Value of association full-time employment				\$24,332,200
Value of horse show/event paid employment				\$39,748,500
Value of event volunteer labour				\$79,790,212
Value of Racetrack full-time employment				\$161,260,000
Expenditures for Racetrack Operations				\$90,604,612
TOTAL INDIRECT EXPENDITURES				\$1,934,424,501

Where estimated values have been included in Table 5.1 and 5.2, estimates have been based on the reported dollar expenditure for the same unit, as reported in the survey by those who made a cash expenditure for the same product or service. The rate-of-pay used to estimate the value of volunteer labour, or the contribution of labour by family members for the care of horses, is based on the wage-rates reported by those who purchased labour services (either associations with paid staff, or horse owners who employed paid staff).

Expenses for racetrack operations have been estimated based on the assumption that commissions earned from wagering on races provide the revenue to cover labour costs for racetrack employees, as well as track operations costs for horse racing. The value used to estimate expenditures for racetrack operations has been developed from the available data provided by the CPMA (Canadian Pari-Mutuel Agency) reporting the portion of wagering returned to associations, minus the estimated value of labour for racetrack employment.

Table 5.3 reports the equivalent full-time jobs (FTEs) in Canada supported by direct and indirect expenditures in the horse industry. The table reports an allocation of labour expense for volunteer (or unpaid) labour in certain categories. Volunteer labour has been calculated (and included) for horse show and event activities, for example, on the assumption that the event/activity would not occur without the

ECONOMIC CONTRIBUTION FROM HORSES

contribution of volunteer time. Without volunteers, the economic contribution from the activity would be zero.

Volunteer time contributed to the administration and management of industry associations has not been included in these calculations. While there is a considerable contribution of volunteer labour each year (for work on association Boards, committees, etc.), it is the author's opinion that a high percentage of this type of volunteer work is related to policy development, and other association business. As such, it is not directly related to the activities that contribute to the overall economic value from the sector.

For the purposes of calculating induced employment (resulting from direct and indirect employment expenditures), only the value of paid employment has been included in the calculations.

Table 5.3 Equivalent Full-Time Jobs (FTEs)

ON-FARM (DIRECT) EXPENDITURES FOR LABOUR – PAID EMPLOYMENT	NUMBER OF FTE JOBS	TOTAL LABOUR EXPENDITURE
On-farm care of horses	33,858	\$957,380,384
Horse training On-Farm	7,382	\$74,362,533
Rider coaching	23,292	\$718,375,931
Service providers (farriers, therapists, vets)	11,802	\$531,081,931
TOTALS	76,334	\$2,281,200,779
Unpaid employment On-farm care of horses	163,376	\$4,839,125,536
TOTALS DIRECT LABOUR EXPENDITURE (Paid and Unpaid)	239,710	\$7,120,326,315
OFF-FARM (INDIRECT) EXPENDITURES FOR LABOUR – PAID EMPLOYMENT	NUMBER OF FTE JOBS	TOTAL LABOUR EXPENDITURE
Full time jobs at racetracks (estimated)	3,622	\$161,260,000
Club/association administration	416	\$24,332,200
Event management and coordination	748	\$39,748,500
Horse training at racetracks (Off-Farm)	5,020	\$24,500,748
TOTALS	9,806	\$249,841,448
Unpaid employment Event Management and coordination	238,141	\$79,790,212
TOTALS IN-DIRECT LABOUR EXPENDITURE (Paid and Unpaid)	247,947	\$329,631,660



On-farm activities with horses generate the equivalent of 76,000 full-time jobs in Canada, at an average annual salary rate of \$29,884



Off-farm activities with horses generate the equivalent of 9,806 full-time jobs in Canada, at an average annual salary rate of \$25,478.



On-Farm activities with horses (*direct* expenditures in this model), generate the equivalent of 76,334 paid full-time jobs in Canada, at an annual salary rate of \$29,884 per year. Off-Farm activities with horses (*indirect* expenditures) generate the equivalent of 9,806 paid full-time jobs in Canada, at an average annual salary rate of \$25,478 per year.

Table 5.4 calculates FTE (equivalent to full-time jobs) generated as induced employment – jobs generated by the spending of earnings by those employed

The Canadian horse industry supports more than 154,000 full-time jobs ... one full-time job for every 6.25 horses in the country.

On-Farm and *Off-Farm*. This calculation uses a factor of 1.91 to calculate the induced employment generated – the Employment Factor identified for primary agriculture production by Agriculture and Agri-food Canada (AAFC). For every job created On-Farm and Off-Farm, an additional .91 jobs are created as a result of their induced impact.

Table 5.4: Induced Employment Resulting from Direct and Indirect Labour Expenditure

Induced Employment – Resulting From Direct and Indirect Labour Expenditures	Number Of FTE Jobs	Value Of Induced Employment
Induced Employment through Direct On-Farm Labour Expenditures	69,464	\$2,075,870,454
Induced Employment through Indirect Off-Farm Labour Expenditure	8,923	\$227,345,341
Total Induced Employment	78,387	\$ 2,303,215,795

The Canadian horse industry supports more than 154,000 full-time jobs in Canada -- the equivalent of one full-time job for every 6.25 horses in the country. In addition, work equivalent to 400,000 full-time jobs is generated by unpaid/volunteer labour in the industry each year.

The Canadian horse industry generates \$13.5 billion in annual expenditures for production, care and activities with horses.

5.3. TOTAL ECONOMIC IMPACT AND MULTIPLIER EFFECTS

The total economic contribution from the horse industry to the national economy can be calculated through adding together the three levels of inputs – Direct Expenditure + Indirect Expenditure + Induced Expenditure – and applying a Multiplier Factor to the resulting total.

Table 5.5 reports total expenditures for the three categories of inputs.

Table 5.5 Total Input Expenditures

EXPENDITURES (DIRECT, INDIRECT AND INDUCED)	EXPENDITURES EXCLUDING LABOUR	EXPENDITURES FOR LABOUR	TOTAL EXPENDITURES
Direct (<i>On-Farm</i>)	\$2,197,316,601	\$7,120,326,315	\$9,317,642,916
Indirect (<i>Off-Farm</i>)	\$1,604,792,841	\$329,631,660	\$1,934,424,501
Induced		\$ 2,303,215,795	\$2,303,215,795
TOTAL EXPENDITURE			\$13,555,283,212

The Canadian horse industry generates \$13,555,283,212 (\$13.5 billion) in annual expenditures for production, care and activities with horses.

In addition to the total expenditures generated by industry activities, each dollar spent in the province, has an additional ripple effect as it flows through the economy – \$1.00 spent at the grocery store, in turn generates additional expenditures (and

jobs) to produce the food purchased. Known as the *multiplier effect*, the value of this additional economic contribution is calculated by applying a multiplier factor to the different elements of expenditure. The multiplier factor is calculated using the following formula:

$$\frac{(\text{Direct Expenditure} + \text{Indirect Expenditure} + \text{Induced Expenditure})}{\text{Direct Expenditure}} = \text{Multiplier Effect (Factor)}$$

The calculated multiplier effect for the Canadian horse industry applies a factor of 1.45 – for every \$1 in expenditure an additional \$0.45 is generated. This calculation reports an additional annual economic contribution of \$6,099,877,445 (\$6.1 billion) generated by activities with horses.

The total annual economic contribution to the Canadian economy from horses and activities with horses is \$19,655,160,657 (\$19.6 billion).

The methodology used here to calculate total economic contribution does not include the impact of the significant contribution to government tax revenues resulting from activities with horses:

- Payroll taxes for paid employment
- Municipal tax revenues for land, facilities and business taxes for commercial operators within industry sectors
- Sales taxes generated on products and services purchased
- Federal taxes on income (from paid employment), corporate taxes on business operators, as well as significant contribution to GST revenues
- Total betting handle for racing in Canada in 2010 contributed more than \$11,623,419 in federal levies on betting, and \$51,756,703 in provincial taxes and levies

Horses are the only livestock industry sector in Canada for which GST is applied on livestock sales, as well as all products and services purchased for care and activities with horses. The horse industry contributes significantly to federal GST revenues. From the total expenditure reported in this chapter, GST contribution on *direct* and *indirect* expenditures would total approximately \$177,483,459 (\$177.5 million). For a large portion of the industry, this represents end-use contribution to GST. In addition to the \$177.5 million tax contribution to GST from direct/indirect expenditures for the care of horses, GST is also chargeable on the sale of horses – the only livestock species in Canada for which this is the case. In all provinces where GST is harmonized with provincial taxes (HST), the horse industry contributes the full HST value.

The challenge for the horse industry has always been in measuring the diverse range of activities that generate economic contribution. This analysis attempts to assign a value to this diversity – to measure the total financial contribution that horses in Canada make each year.

The total annual economic contribution to the Canadian economy from horses and activities with horses is \$19.6 billion.

Wherever possible, the author has based all estimates on available reported data for competitions and events, and on detailed data developed from the telephone research phase of the study. This analysis represents a conservative measurement of economic contribution. The approach to apply all *Off-Farm* expenditures on horses as *indirect* (as opposed to additional *direct* expenditures), generates a lower final impact than may otherwise be generated.

From the analysis, it is clear that horse ownership and activities with horses in Canada represent a significant economic contribution each year. The analysis illustrates that the horse industry's contribution is labour intensive and multi-sector. The impact of the contribution from the Canadian horse industry is realized in the agriculture sector, tourism sector, entertainment sector, pharmaceutical production sectors, as well as the recreation/leisure sector.

INDUSTRY TRENDS – 1998 THROUGH 2010

INDUSTRY TRENDS ... HIGHLIGHTS

- The economic contribution from the horse industry has increased from \$15.8 billion in 2003 to \$19.7 billion in 2010 – primarily driven by an additional \$5 billion in paid employment from the industry.
- Annual foal production has decreased by 50% in the 2003 through 2010 period and is expected to continue to decrease in 2011. Costs to keep a horse have increased by more than 70% between 2003 and 2010. Horse owners in all provinces reported lower prices for horses bought-and-sold in 2010 compared to 2008/09 prices – generally a 49% decrease in prices.
- There are 79,000 more horse-owner households in 2010 compared to 2003. The pool of horse owners is aging, with an increase in the median age for horse owners to the 50-to-59 year-old age range. It was reported in 2010 that 24% of all horse owners are 60-years-of-age or older.

6. INDUSTRY TRENDS COMPARING 1998 THROUGH 2010

This research study was based on the prototype study format completed by Strategic Equine Marketing in 1998, and repeated again in 2003. The general format and template for the studies were similar in each cycle, although more questions were included in each iteration of the survey. This chapter compares data acquired in the three studies, to identify trends within the industry between 1998 and 2010.

6.1. TRENDS IN HERD SIZE, COSTS OF OWNERSHIP, INVESTMENT & EXPENDITURE

As reported in Chapter 2 of this report, the total number of horses in Canada increased from 886,000 in 1998 to a peak of slightly over 1,040,000 horses in 2006. As outlined in Table 2.11 the number of horses decreased in the 2006 through 2007 period to less than 940,000 horses, rebounding to an estimated 963,500 horses in 2010.

Table 2.11: Estimated Number of Horses by Province 1998 to 2010

Estimated Herd Size Strategic Equine Research	1998	2003	2005	2006	2007	2010
CANADA	886,500	950,000	1,092,461	1,043,433	994,401	963,500
British Columbia	114,000	135,000	127,473	125,570	123,667	116,000
Alberta	308,500	300,000	356,250	335,980	315,710	313,500
Saskatchewan	123,000	125,000	135,492	127,395	119,298	108,800
Manitoba	71,000	110,000	72,351	67,287	62,222	56,000
Ontario	189,250	194,000	236,901	229,243	221,585	212,500
Quebec	63,000	65,000	137,620	131,981	126,341	129,500
New Brunswick	10,500	11,000	10,008	10,178	10,348	12,500
Nova Scotia	5,000	6,000	8,969	8,445	7,920	8,000
Prince Edward Island	1,500	2,500	4,520	4,610	4,700	4,000
Newfoundland	750	1,500	1,527	1,369	1,210	1,350
Yukon/NT			1,350	1,375	1,400	1,350

Note: Neither Census of Agriculture, nor previous Strategic Equine research studies in 1998 and 2003 reported an estimated number of horses for Yukon/Northwest Territories

Annual production has been dropping during the 2003 through 2010 period, as reported in Table 2.13. It is the author’s opinion that the increase in herd size for the 2007 through 2010 period are most likely a reflection of lack of markets for selling horses. In survey interviews, 17% of horse owners reported "Having trouble selling horses currently, hoping to sell some next year" when asked why they were expecting to reduce their level of participation/investment in the industry.

Table 2.13: Annual Foal Production Trend 2003 to 2009

Annual Foal Crop 2003 to 2009	% of horses registered with pedigree registry	Est. # of registered horses	Annual Foal Crop Registered	Est. Non Pedigree Foal Crop	Total Foal Crop
2010	70.0%	674,450			
*2009	68.5%	702,821	22,753	10,463	33,216
*2008	68.0%	681,221	26,451	12,448	38,899
2007	67.5%	671,221	26,210	12,620	38,830
2006	65.0%	678,231	29,393	15,827	45,220
**2005	63.0%	688,250	29,838	27,524	57,362
**2004	62.0%	623,000	31,069	34,042	65,111
**2003	64.0%	608,000	30,788	37,318	68,106

*Note foal registrations may be incomplete, due to rules that allow registration up to two-year-old age.

**Adjusted for foal production from PMU sector.

Capital invested in horses has increased significantly during the 1998 through 2010 period. Table 6.1 reports the average price (capital investment) in horses that were purchased by the owner ... comparing investment reported from the 1998, 2003 and 2010 survey for each province.

Table 6.1: Average Capital Invested Per Horse Purchased

Average Capital Invested Per Horse Purchased	1998	2003	2010	% Net Change 1998 to 2003	% Net Change 2003 to 2010
CANADA	\$2,248	\$1,855	\$6,054	-17%	226%
British Columbia	\$2,771	\$3,092	\$6,181	12%	100%
Alberta	\$1,532	\$2,262	\$7,335	48%	224%
Saskatchewan	\$1,363	\$494	\$2,659	-64%	438%
Manitoba	\$1,259	\$1,078	\$2,543	-14%	136%
Ontario	\$3,909	\$3,493	\$9,156	-11%	162%
Quebec	\$2,710	\$3,185	\$4,487	18%	41%
New Brunswick	\$1,983	\$1,843	\$2,884	-7%	56%
Nova Scotia	\$2,395	\$1,836	\$7,175	-23%	291%
Prince Edward Island	\$1,161	\$1,923	\$3,271	66%	70%
Newfoundland	\$2,220	\$3,305	\$3,932	49%	19%

Likewise the cost to keep a horse has increased significantly during the 1998 through 2010 period. Table 6.2 reports an overall increased cost of 82% between 2003 and 2010 when comparing three basic areas of cost (non-forage feed, veterinarian care, and health/grooming products).

Table 6.2: Cost to Keep A Horse – Selected Expenditure Categories 1998 to 2010

Average Annual Expenditure per Horse	1998	2003	2010	% Net Change 1998 to 2003	% Net Change 2003 to 2010
CANADA	\$511	\$496	\$905	-3%	82%
British Columbia	\$561	\$716	\$689	28%	-4%
Alberta	\$286	\$498	\$763	74%	53%
Saskatchewan	\$280	\$134	\$382	-52%	185%
Manitoba	\$306	\$271	\$297	-11%	10%
Ontario	\$817	\$547	\$1,524	-33%	179%
Quebec	\$698	\$879	\$814	26%	-7%
New Brunswick	\$487	\$607	\$745	25%	23%
Nova Scotia	\$697		\$992	-13%	63%
Prince Edward Island	\$362		\$1,056	68%	74%
Newfoundland	\$612		\$928	-1%	53%

The Strategic Equine survey template includes a section of questions that target horse owners' perception of the value of their horses, compared to the actual capital they have invested in the purchase of horses. For the first time, the 2010 survey reported that some owners believe that their horses are worth less than they paid to purchase them. Table 6.3 compares owners' estimate of the market value of their horses compared to investment (purchase price) for horses, as reported in surveys completed in 2003 and 2010.

Table 6.3: Owners Estimate of the Value of Their Horses Comparing 2003 and 2010

Owner Investment Compared to Owner Estimated Market Value	2003			2010		
	Avg. Purchase Price	Est. Avg. Market Value	Comparative Value	Avg. Purchase Price	Est. Avg. Market Value	Comparative Value
CANADA	\$1,855	\$6,318	341%	\$6,054	\$6,000	99%
British Columbia	\$3,092	\$7,348	238%	\$6,181	\$7,079	115%
Alberta	\$2,262	\$5,973	264%	\$7,335	\$7,662	104%
Saskatchewan	\$494	\$3,894	788%	\$2,659	\$2,776	104%
Manitoba	\$1,078	\$4,601	427%	\$2,543	\$2,808	110%
Ontario	\$3,493	\$8,649	248%	\$9,156	\$8,745	96%
Quebec	\$3,185	\$4,589	144%	\$4,487	\$6,560	146%
New Brunswick	\$1,843	\$8,116	440%	\$2,884	\$3,216	112%
Nova Scotia	\$1,836	\$4,578	249%	\$7,175	\$9,769	136%
Prince Edward Island	\$1,932	\$4,058	210%	\$3,271	\$5,530	169%
Newfoundland	\$3,305	\$4,613	140%	\$3,932	\$3,987	101%

It is the author's opinion that an owner's perception of current market value compared to average purchase price could be considered a "confidence factor" in their regional or sector market. Of note for reported data in 2010, generally those in Quebec perceive their markets to be of relatively the same value in 2010 as in 2003. Owners in New Brunswick and Nova Scotia perceive (or expect) that their horses would realize a profit if sent to market in the 2010 environment – but not at the same levels as expected in 2003. In all other regions, the author would suggest that horse owners see current market prices as significantly weaker in 2010 than in 2003.

As reported in Chapter 2, horse owners in all provinces reported lower prices for horses bought and sold when comparing 2010 prices to 2008 and 2009. Table 6.4 reports the change in average selling prices for horses in the pleasure riding markets and meat markets, as reported from the 2003 and 2010 surveys.

Table 6.4: Average Selling Prices Riding/Pleasure Market and Meat Market – Comparing 2003 and 2010

Avg. Selling Prices for Horses	2003		2010		2003 to 2010	
	Sold to Riding Market	Sold to Meat Market	Pleasure Market	Meat Market	% Change Pleasure Market	% Change Meat Market
CANADA	\$2,609	\$709	\$1,588	\$673	-39%	-5%
British Columbia	\$5,721	\$250	\$2,508	–	-56%	–
Alberta	\$5,005	\$250	\$1,927	\$248	-61%	-1%
Saskatchewan	\$923	\$250	\$756	\$214	-18%	-14%
Manitoba	\$1,109	\$1,200	\$1,094	\$423	-1%	-65%
Ontario	\$4,555	–	\$2,418	\$267	-47%	–
Quebec	\$2,734	\$167	\$1,060	–	-61%	–
New Brunswick	\$3,368	\$709	\$1,389	–	-59%	–
Nova Scotia	–	–	\$439	–	–	–
Prince Edward Island	\$5,083	–	\$571	–	-89%	–
Newfoundland			\$1,000	–	–	–

There have been significant shifts in the breeding production sector of the Canadian industry when comparing 1998, 2003 and 2010 data. Changes of note:

- The percentage of horses foaled in Canada that are registered with pedigree breed registries has increased.
- The total breeding sector capacity (available mares of breeding age) has shrunk significantly during the period.
- Mare owners were expecting to expand breeding production when surveyed in 1998 and 2003. Mare owners in 2010 are expecting to reduce the number of mares bred in 2011 (when compared to 2010 production).

Table 6.5 reports the total number of mares of breeding age, and the percentage of mares bred 1998, 2003 and 2010. The table also reports the expectation for mare owners to breed more-or-less mares in the following breeding season.

Table 6.5: Expectation for Mares Bred – Comparing 1998, 2003 and 2010

Expectation for Change in Inventory of Horses	1998 Data		2003 Data		2010 Data	
	1998 % Of Sample	1998 Est. # Of Mares	2003 % Of Sample	2003 Est. # Of Mares	2010 % Of Sample	2010 Est. # Of Mares
Mares of Breeding Age		229,904		210,515		163,795
Mares Bred Current or Last Season	54%	124,148	58%	122,099	41%	67,156
Mares Expected To Be Bred Next Season	61.5%	141,391	60%	126,309	33%	54,052

Note: The 2003 Strategic Equine national survey was completed during summer 2003, immediately before the start of significant cut-backs in the PMU (pregnant mare urine) production sector. The PMU production sector has been reduced from more than 30,000 mares in production in 2003, to less than 4,000 mares in 2010.

The overall reduction in annual production has created a shift in the ratio of young horses to mature horses in the 2010 herd (compared to previous years). Table 6.6 reports the percentage, and number, of young horses and mature horses comparing data from 2003 and 2010.

Table 6.6: Young Horses and Mature Horses – Comparing 2003 and 2010

Canadian Herd 2003 and 2010	2003				2010			
	Total Horses	% Young Horses	Young Horses	Horses In Use	Total Horses	% Young Horses	Young Horses	Horses In Use
CANADA	950,000	26%	247,000	703,000	963,500	23%	219,884	743,616
British Columbia	135,000	24%	32,400	102,600	116,000	17%	19,720	96,280
Alberta	300,000	26%	78,000	222,000	313,500	29%	90,915	222,585
Saskatchewan	125,000	29%	36,250	88,750	108,800	28%	30,464	78,336
Manitoba	110,000	24%	26,400	83,600	56,000	23%	12,880	43,120
Ontario	194,000	21%	40,740	153,260	212,500	22%	46,750	165,750
Quebec	65,000	43%	27,950	37,050	129,500	12%	15,540	113,960
New Brunswick	11,000	24%	2,640	8,360	12,500	13%	1,625	10,875
Nova Scotia	6,000	19%	1,140	4,860	8,000	13%	1,040	6,960
Prince Edward Island	2,500	27%	675	1,825	4,000	18%	720	3,280
Newfoundland	1,500	43%	645	855	1,350	7%	95	1,255
Yukon/NT					1,350	10%	135	1,215

There are approximately 40,000 more mature horses in use in 2010, when compared to 2003. Table 6.7 reports the primary use for mature horses in Canada in 2003 compared to 2010.

Table 6.7: Mature Horses By Primary Use – Comparing 2003 and 2010

Primary use of Mature Horses 2003 and 2010	2003		2010		% Change
	% of Herd	Number of Horses	% of Herd	Number of Horses	
Racing	2%	20,605	2%	22,741	10%
Sport Competition	20%	184,287	18%	175,357	-5%
Pleasure riding	16%	159,894	18%	171,503	7%
Breeding Stock	14%	134,577	18%	176,321	31%
Riding School or Lessons	5%	47,045	2%	22,161	-53%
Tourist Activities	1%	11,204	1%	8,672	-23%
Work	2%	19,897	3%	27,759	40%
Companionship	3%	29,273	4%	38,723	32%
PMU Production	7%	66,644	0%	3,854	-94%
Meat Production	0%	1,950	1%	6,745	246%
Other Uses	4%	27,573	6%	89,701	225%

Of note, there is an increase of approximately 70,000 horses that are considered by their owners to have a primary use in *companionship* or *full retirement* or *other uses*. During 2010 telephone surveys, additional questions were asked of those owners who selected *other use* as the primary activity category for their horses. The most common response was “grass-clippers” or “lawn ornaments”. It is a reasonable assumption that 10% or more of the mature horses in Canada in 2010 are excess inventory to the activity-use sectors of the industry.

An examination of the intended use for young horses would suggest that there has been a shift in target markets for breeding production since 2003. Table 6.8 reports the percentage (and number) of young horses by primary intended use, comparing 2003 and 2010 data.

Table 6.8: Young Horses Intended Primary Use – Comparing 2003 and 2010

Intended Use for Young Horses	2003		2010		% Change
	% of Young Horses	Number of Young Horses	% of Young Horses	Number of Young Horses	
Total Number of Young Stock	100%	244,469	100%	219,884	-10%
FEI Sports	29%	70,371	31%	68,164	-3%
Western Sports	10%	24,695	17%	37,380	51%
Racing	3%	7,933	9%	19,790	149%
Breed Sports	12%	30,352	1%	2,199	-93%
Pleasure Riding	39%	92,918	24%	52,772	-43%
Meat Production	8%	18,004	2%	4,398	120%
Ranch work / farm work			7%	15,392	
Breeding Stock			6%	13,193	
Other Use			3%	6,597	

There is an overall reduction of 10% in the number of young horses (not-yet-in-use) in the Canadian herd in 2010 when compared to 2003. There is a significant shift in the percentage of young horses that are targeted for the racing, and sport competition sectors, with a corresponding decrease in young horses intended for pleasure riding markets or breed sports competition.

The overall percentage of horses in Canada registered with a pedigree registry has increased from 57% of horses in 2003 (614,000 horses), to 74% in 2010 (713,000). It is noted that while the total number of registered horses in Canada has increased, owners in 2010 reported owning an additional 58,000 horses that would be “eligible for registration”. When asked if they expected to register these horses, only 42% of owners reported that they expected to register their eligible horses.

6.2. TRENDS IN PARTICIPATION – HORSE OWNERSHIP, PARTICIPATION IN RACING AND SPORT COMPETITION

Comparing data from the 2003 and 2010 Strategic Equine surveys, total participation in the industry has increased by approximately 60,000 people during the period. Beyond a simple 7.5% increase in number of people participating, analysis of the 2010 survey data reveals changing trends in the demographic profile of those participating, horse ownership patterns, and participation in racing and equestrian sport competition.

6.2.1. DEMOGRAPHICS

As reported in *Chapter 3: People In The Industry In 2010*, the ratio of adult-to-child participation in the industry has shifted during the 2003 period. In 2003, of the 795,000 people participating in the industry, approximately 60% were children participating in the sport sector. In 2010, the ratio is inverted. Of the 855,000 participants, 59% are adults 18-years-of-age or older. In addition to this change of ratio, the median age of adults participating has increased – the pool of participants is aging. The median age for adult participants in 2003 was 40-to-49 years of age. The median age for adult participants in 2010 has increased to 50-to-59 years of age. Table 6.9 reports the median age, and the percentage of participants over the age of 60, comparing 2003 data to the 2010 survey results.

Table 6.9: Adult Participants – Median Age

Median Age of Participants	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Median Age of Adult Participants – 2003	40 to 49	20 to 29									
% of Participants Over 60 – 2003	12%	13%	13%	17%	15%	10%	8%	12%	13%	25%	13%
Median Age of Adult Participants – 2010	50 to 59	40 to 49	50 to 59	50 to 59	50 to 59	40 to 49					
% of Participants Over 60 – 2010	24%	20%	23%	28%	29%	28%	11%	28%	33%	41%	13%
% of Participants 60 to 69 (2010)	17%	15%	16%	19%	21%	20%	8%	17%	21%	24%	13%
% of Participants 70 or older (2010)	7%	5%	7%	9%	8%	8%	3%	11%	12%	17%	0%

6.2.2. HORSE OWNERSHIP

More than 79,000 people have joined the ranks of horse ownership in Canada since 2003. The number of horse-owning households has increased from 147,000 in 2003 to 226,500 in 2010. The increased number of horse-owning households has triggered a reduction in the average number of horses per owner when comparing 2010 to previous years' data. Table 6.10 reports the number of horse-owning households reported from industry surveys in 1998, 2003 and 2010.

Table 6.10: Trends for Horse Ownership

Horse Owners Strategic Equine Research	1998	2003	2010	Avg. # of Horses Per Owner 1998	Avg. # of Horses Per Owner 2003	Avg. # of Horses Per Owner 2010
CANADA	110,500	147,500	226,500	8.0	8.6	4.3
British Columbia	19,800	28,000	32,700	5.7	6.3	3.5
Alberta	20,400	29,500	62,300	15.4	7.4	5.0
Saskatchewan	13,000	15,500	18,600	9.5	**7.7	5.8
Manitoba	7,100	8,800	7,100	9.9	**8.7	7.9
Ontario	36,500	44,000	60,100	5.1	4.5	3.5
Quebec	9,800	14,500	36,500	6.4	4.9	3.5
New Brunswick	2,200	3,500	3,780	4.9	5.3	3.3
Nova Scotia	1,100	2,100	2,000	4.6	4.9	4.0
Prince Edward Island	350	1,000	1,200	4.4	6.4	3.3
Newfoundland	250	600	1,220	2.8	5.7	1.1

** Adjusted for ownership in PMU sector

Chapter 3: *People In The Industry* discusses the concept of the *Visible Sector* and *Invisible Sector* of the industry – those involved with horses they own, and those who are involved in the industry riding horses owned by others. As noted in Chapter 3, tracking levels of participation in the *Invisible Sector* is an indicator of potential future growth in industry participation.

As has been documented through previous research studies, those that join the ranks of horse ownership for the first time, most often do so after participating in the *Invisible Sector* for a period of time – riding horses owned by other people. Table 6.11 reports the change in participation in the *Visible* and *Invisible Sector(s)* comparing 1998 through 2010. Of note, the methodology used to calculate the size of the *Visible/Invisible* sectors for the 1998 and 2003 research studies is slightly different than the approach used for this 2010 analysis.

For 1998 and 2003 report analysis, the *Invisible Sector* was calculated to include other adults and children resident in the household of the horse-owner that was interviewed. For the 2010 analysis, *Visible Sector* includes all members of horse-owning households actively participating with horses.

Renaming the table headings in Table 6.11 more accurately describes the comparative values between the three research studies.

Table 6.11: Total Number of Participants – Visible Sector and Invisible Sector

TOTAL NUMBER OF PARTICIPANTS	1998			2003			2010		
	Horse Owing Households	Invisible Sector	Total	Horse Owing Households	Invisible Sector	Total	Visible Sector	Invisible Sector	Total
CANADA	110,574	921,151	1,031,725	147,817	647,077	794,894	550,386	304,336	854,722
British Columbia	19,754	149,915	169,669	28,164	231,519	259,683	81,194	73,498	154,692
Alberta	20,101	66,309	86,410	29,364	75,502	104,866	150,891	49,533	200,424
Saskatchewan	13,035	16,170	29,205	15,536	24,552	40,088	50,741	12,186	62,927
Manitoba	7,143	14,119	21,262	8,746	24,341	33,087	19,582	4,267	23,849
Ontario	36,875	563,852	600,727	43,970	252,576	296,546	130,056	98,813	228,869
Quebec	9,815	82,208	92,023	14,709	28,200	42,909	102,456	58,741	161,197
New Brunswick	2,183	22,523	24,706	3,710	7,348	11,058	7,942	2,138	10,080
Nova Scotia	346	4,260	4,606	2,110	2,069	4,179	3,832	3,366	7,198
Prince Edward Island	1,083	1,158	2,241	982	632	1,614	1,680	1,176	2,856
Newfoundland	239	637	876	525	338	863	2,012	618	2,630

As noted in Chapter 3, there has been a significant change in the number of horses that are available for use by Other Riders (the number of horses available for riding lessons and/or tourist activities). Table 3.4 reports the number of horses available for riding lessons in Canada comparing 1998, 2003 and 2010. This table also identifies the average number of riders-per-horse for such use.

There has been a corresponding decrease in the number of industry participants offering coaching/riding lesson services – 29% decrease in the number of service providers when comparing 1998 to 2010.

Table 3.4: Horses in Use by Other Riders and Non-Owning Riders 1998, 2003 and 2010

Non-Owning Participation	Horses In Use by Other Riders			# of Other Riders			Average # of Riders Per Horse		
	1998	2003	2010	1998	2003	2010	1998	2003	2010
Canada	100,769	58,551	67,582	921,151	647,077	304,336	9.1	11.1	4.5
British Columbia	16,577	12,862	12,760	149,915	231,519	73,498	9.0	18.0	5.8
Alberta	25,196	7,865	15,675	66,309	75,502	49,533	2.6	9.6	3.2
Saskatchewan	5,899	2,046	2,176	16,170	24,552	12,186	2.7	12.0	5.6
Manitoba	2,824	3,774	1,120	14,119	24,341	4,267	5.0	6.4	3.8
Ontario	37,590	25,258	21,250	563,852	252,576	98,813	15.0	10.0	4.7
Quebec	8,060	5,640	11,655	82,208	28,200	58,741	10.2	5.0	5.0
Maritimes	4,623	1,106	2,946	28,578	10,387	7,298	26	43	13

Table 6.12 reports the number of coaching/riding lesson service providers reported from the three studies.

Table 6.12: Coaching / Riding Lesson Service Providers

Coaching / Riding Instructor Service Providers	1998	2003	% Change 1998 to 2003	2010	% Change 2003 to 2010
	Coaches / Riding Instructors	Coaches / Riding Instructors		Coaches / Riding Instructors	
Canada	40,302	38,090	-5%	27,071	-29%
British Columbia	8,672	7,886	-9%	3,270	-59%
Alberta	5,809	7,635	31%	7,476	-2%
Saskatchewan	4,015	3,884	-3%	2,232	-43%
Manitoba	2,029	1,749	-14%	852	-51%
Ontario	14,492	11,432	-21%	7,813	-32%
Quebec	3,661	3,530	-4%	4,745	34%
New Brunswick	921	1,261	37%	302	-76%
Nova Scotia	426	401	-6%	260	-35%
Prince Edward Island	148	226	53%	84	-63%
Newfoundland	129	86	-33%	37	-57%

Data suggests a decreasing number of horse owners offering their horses for use in competition, trail rides, and riding lessons are serving an increasing number of customers. Those surveyed (2010) who provided horses for use by other riders or drivers, were asked: "Do you have more, less or the same number of customers as you did three years ago (2007)?", and "Do you have more, less or the same number of customers as you did five years ago (2005)?"

Of those who make their horses available, 42% reported that they have experienced an increase in the number of customers in the past five years, with 39% reporting an increase during the period from 2007 to 2010. Table 6.13 reports their responses.

Table 6.13: Customers for Riding Lessons – 2005, 2007 and 2010 Data

Riding Lesson Providers Reporting	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
More Customers than 2007	39%	43%	44%	36%	45%	38%	32%	33%	24%	75%	33%
Less Customers than 2007	9%	0%	6%	4%	15%	14%	9%	0%	19%	25%	33%
The Same # of Customers as 2007	48%	51%	46%	56%	45%	47%	41%	67%	52%	0%	33%
More Customers than 2005	42%	51%	48%	36%	45%	39%	32%	22%	38%	50%	33%
Less Customers than 2005	11%	3%	8%	12%	15%	16%	9%	0%	19%	50%	33%
The Same # of Customers as 2005	42%	41%	38%	48%	40%	44%	36%	78%	33%	0%	33%

6.2.3. PARTICIPATION IN SPORT COMPETITION

There has been a significant increase in the number of adults participating in equestrian sport competition – both an increase in the total number of competitors and an increase in the percentage of industry participants who define their primary role in the industry as Competitor. Table 6.14 reports the change in adult participation in sport competition comparing 2003 and 2010.

Table 6.14: Adult Participation in Sport Competition

Participation in Sport	2003		2010	
	Number of Adult Competitors	Avg. Show Days Per Competitor	Number of Adult Competitors	Avg. Show Days Per Competitor
Adults Who Compete	76,770	14.0	120,300	14.7
Adults Primarily Competitors	13,610	18.0	52,022	19.5
Competing FEI Sports	46,781	Total 76,770	74,910	Total 120,300
Competing Western Sports	18,839		22,238	
Competing Breed Sports	4,960		7,023	
Competing Other Sports	6,190		16,129	

Adult participation in sport competition has increased by 43,500 people since 2003 – a 56% increase. For 2010 competitors, a higher percentage (43%) define their role in the industry as *Primarily Competitor*, compared to 18% of competitors in 2003. Those that consider themselves to be *Primarily Competitors* are more active – competing an average 19.5 show days in 2010, compared to 18 show days in 2003.

There is a corresponding change in the economic contribution by individual competitors. Total expenditures from adult competitors have increased from \$262.3 million in 2003 to \$277.0 million in 2010. However the average annual expenditure for a competitor has dropped from \$3,418 per year in 2003 to \$2,303 per year in 2010. A compensating benefit has been realized by the increased percentage of competitors that fall into the more active group (*Primarily Competitor*), with an average expenditure of \$3,541 per year in 2010.

The *Primarily Competitor* contributed fully 66% of the dollars expended on competition in 2010. Table 6.15 reports average expenditure, total annual expenditures and the percentage contribution by Competitors.

Table 6.15: Expenditure Per Adult Competitor – All Competitors and Primarily Competitors

Expenditure Per Adult Competitor	Number of Adult Competitors	Avg. Annual Expenditure Per Competitor	Annual Expenditure All Adults Competing	% of Adult Competitors	% of Total Expenditure
Adults Competing in 2003	76,770	\$3,418	\$262,399,860		
Adults Competing in 2010	120,300	\$2,303	\$277,050,900		
Primarily Competitor Competing in 2003	13,610	\$3,623	\$49,309,030	18%	19%
Primarily Competitor Competing in 2010	52,022	\$3,541	\$184,209,902	43%	66%

6.2.4. PARTICIPATION IN HORSE RACING

As reported in *Chapter 3: People In The Industry In 2010*, the horse racing season offered a total of 2,564 days of racing, 27,310 individual races with total purses paid of \$312,103,015. In 2010, a total of 22,741 individual horses participated in racing in Canada, down from 23,551 in 2009. Table 6.16 reports on racing opportunities, purses, and number of horses (unique starters) active in the Canadian racing sector for the 2000 through 2009 period.

Table 6.16: Racing Opportunities in Canada 2000 through 2009

Racing Opportunities 2000 to 2009	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Race Days -- Thoroughbred	588	606	577	575	546	581	567	540	532	515
# of races	5,386	5,611	5,592	5,498	5,263	5,238	5,234	5,057	4,950	4,753
# of unique starters	6,991	7,298	7,509	7,848	7,856	7,750	7,913	7,751	7,872	7,758
Gross Purses (in \$ millions)	\$109.7	\$131.9	\$149.1	\$150.4	\$135.9	\$113.4	\$121.6	\$127.6	\$127.2	\$118.2
Avg. Purse Per Race	\$20,371	\$23,514	\$26,668	\$27,354	\$25,832	\$21,649	\$23,241	\$25,232	\$25,701	\$24,869
Race Days -- Standardbred	2,330	2,736	2,882	2,408	2,345	2,391	2,385	2,268	2,161	1,964
# of races	20,967	24,625	25,940	26,629	26,957	26,815	26,451	25,023	24,460	22,348
# of unique starters	9,529	11,136	11,781	17,518	17,977	18,145	18,014	16,682	16,600	14,955
Gross Purses (in \$ millions)	\$156.0	\$230.7	\$249.7	\$229.1	\$231.1	\$224.4	\$228.5	\$224.5	\$215.6	\$205.8
Avg. Purse Per Race	\$7,443	\$9,370	\$9,628	\$8,604	\$8,573	\$8,368	\$8,638	\$8,970	\$8,815	\$9,211
Race Days -- Quarter Horse (or mixed breed)	98	111	127	141	144	117	106	114	119	121
# of races	307	322	372	431	418	351	366	438	468	499
# of unique starters	579	610	623	707	720	634	606	661	733	838
Gross Purses (in \$ millions)	\$0.89	\$1.1	\$1.3	\$1.7	\$1.9	\$1.6	\$2.5	\$3.9	\$5.2	\$5.4
Avg. Purse Per Race	\$2,910	\$3,308	\$3,444	\$3,969	\$4,662	\$4,603	\$6,895	\$9,069	\$11,159	\$10,761
Total # of race days	3,016	3,453	3,586	3,124	3,035	3,089	3,058	2,922	2,812	2,600
Total # of races	26,660	30,558	31,904	32,558	32,638	32,404	32,051	30,518	29,878	27,600
Total # of unique starters	17,099	19,044	19,913	26,073	26,553	26,529	26,533	25,094	25,205	23,551
Total gross purses (in \$ millions)	\$266.6	\$363.7	\$400.2	\$381.2	\$369.0	\$339.4	\$352.6	\$356.0	\$348.1	\$329.4

The reduction in racing opportunities and purses during the 2006 through 2010 period is aligned with a corresponding decrease in wagering handle (betting) on horse racing in Canada. Table 6.17 reports data on wagering from the Canadian Pari-Mutuel Association (CPMA), the body responsible for regulating and managing wagering on horse racing in Canada. The table reports total wager, the amount of wagering that is returned to racing associations (racetracks) to cover the costs of operating racing, and the contribution to provincial and federal taxes deducting from wagering. The net difference represents the amount of total wagering that is returned to the bettor as return on their wager.

Table 6.17: Wagering on Horse Racing in Canada 2003 to 2010 – CPMA Data

CPMA Data on Wagering (in \$millions)	2003	2004	2005	2006	2007	2008	2009	2010
Gross Bet (Total Wagering)	\$1,814.3	\$1,791.1	\$1,738.1	\$1,724.3	\$1,731.0	\$1,717.5	\$1,612.0	\$1,458.1
Returned to Associations	\$329.5	\$327.3	\$314.3	\$304.3	\$301.4	\$297.1	\$280.1	\$251.9
% returned to associations	18%	18%	18%	18%	17%	17%	17%	17%
Total Prov. Taxes & Levies	\$76.1	\$73.5	\$71.3	\$69.5	\$68.8	\$67.7	\$61.7	\$51.8
Total Federal Taxes & Levies	\$14.5	\$14.3	\$13.9	\$13.8	\$13.8	\$13.7	\$12.9	\$11.6
Taxes as % of Total Wagering	5%	5%	5%	5%	5%	5%	5%	4%
Returned to Bettor	\$1,387.5	\$1,372.7	\$1,333.5	\$1,321.5	\$1,327.8	\$1,315.9	\$1,235.3	\$1,115.2

6.2.5. PARTICIPATION AS SERVICE PROVIDERS

Comparing data from the 1998, 2003 and 2010 surveys shows a marked decrease in the number of industry participants that are offering boarding services and rider coaching services. Trends for the availability of boarding services and riding instruction/coaching services are an indicator of the capacity of the industry to provide for growth and expansion in future years. From the survey data, new horse owners (those who have owned horses for five-years-or-less) are the group most likely to use horse boarding services for their horses. From the 2010 survey, 75% of those who have owned horses for five-years-or-less reported that they pay for boarding services for their horses.

As discussed earlier in this chapter, the pool of new horse owners is generally drawn from the *Invisible Sector* – non-horse-owners who are active in the industry taking riding lessons from coaches/riding instructors. Tables 6.18 and 6.19 report the decrease in availability of services comparing 1998 through 2010 research data.

Table 6.18: Boarding Service Providers 1998 through 2010

Boarding Service Providers	1998			2003			% Change 1998 to 2003	2010	% Change 2003 to 2010
	Est. # of Horse Sites	% offering Boarding	Est. # of Boarding Sites	Est. # of Horse Sites	% offering Boarding	Est. # of Boarding Sites		Est. # of Boarding Sites	
Canada	80,180	37%	28,874	90,490	25%	23,112	-20%	16,326	-29%
British Columbia	15,013	44%	6,591	18,942	28%	5,304	-20%	2,376	-55%
Alberta	17,287	29%	4,996	15,969	26%	4,152	-17%	3,965	-5%
Saskatchewan	9,907	31%	3,051	13,897	25%	3,474	14%	1,618	-53%
Manitoba	5,643	28%	1,603	9,138	20%	1,828	14%	598	-67%
Ontario	21,609	39%	8,492	19,418	26%	5,049	-41%	4,796	-5%
Quebec	7,907	37%	2,949	7,044	24%	1,691	-43%	2,323	37%
New Brunswick	1,538	42%	649	2,227	34%	757	17%	173	-77%
Nova Scotia	791	39%	311	2,522	19%	479	54%	330	-31%
Prince Edward Island	272	43%	117	857	23%	197	68%	101	-49%
Newfoundland	213	54%	115	476	38%	181	57%	46	-75%

Table 6.19: Coaching / Riding Instructor Service Providers 1998 through 2010

Coaching / Riding Instructor Service Providers	1998			2003			% Change 1998 to 2003	2010	
	Est. # of Owners	% offering Coaching/ Instruction	Est. # of Coaches / Riding Instructors	Est. # of Owners	% offering Coaching/ Instruction	Est. # of Coaches / Riding Instructors		Est. # of Coaches / Riding Instructors	% Change 2003 to 2010
Canada	110,574	37%	40,302	147,817	25%	38,090	-5%	27,071	-29%
British Columbia	19,754	44%	8,672	28,164	28%	7,886	-9%	3,270	-59%
Alberta	20,101	29%	5,809	29,364	26%	7,635	31%	7,476	-2%
Saskatchewan	13,035	31%	4,015	15,536	25%	3,884	-3%	2,232	-43%
Manitoba	7,143	28%	2,029	8,746	20%	1,749	-14%	852	-51%
Ontario	36,875	39%	14,492	43,970	26%	11,432	-21%	7,813	-32%
Quebec	9,815	37%	3,661	14,709	24%	3,530	-4%	4,745	34%
New Brunswick	2,183	42%	921	3,710	34%	1,261	37%	302	-76%
Nova Scotia	1,083	39%	426	2,110	19%	401	-6%	260	-35%
Prince Edward Island	346	43%	148	982	23%	226	53%	84	-63%
Newfoundland	239	54%	129	225	38%	86	-33%	37	-57%

6.3. ECONOMIC CONTRIBUTION

The 2003 Canadian Equine Industry Profile Study was entitled “the Economic Contribution of Horses in Canada”. It presented a unique model for analysis of the contribution to GDP (Gross Domestic Product) resulting from horses and activities with horses in Canada. The Strategic Equine model, first presented in the 2003 report, applies a variation on the traditional Expenditure Model for economic contribution – identifying direct, indirect and induced expenditures from economic activities. In the Strategic Equine model, expenditures attached to keeping horses On-Farm (and maintaining the property infrastructure related to horses) are categorized as Direct Expenditures. Off-Farm activities for sport, racing and other activities generate the Indirect Expenditures component of economic contribution. Induced Expenditures in the model are calculated as a function of Direct and Indirect Expenditures.

The 2010 research study uses the Strategic Equine model to identify the economic contribution from the industry in 2010, based on data acquired through the national telephone survey, and additional meta-analysis from other resource data.

Analysis of the 2010 research data reports the following employment generated from the horse industry:

- Care of horses, and on-farm activities including professional services for care (veterinarian, farrier, therapists, horse trainers, rider coaching services) support 76,334 jobs in Canada – at an average annual salary rate of \$29,884
 - An additional equivalent 163,376 full time jobs on-farm are unpaid contribution by horse owners, family members or volunteers

- Off-farm activities with horses (primarily competition and horse racing) support 9,806 full time paid jobs in Canada (including salaries for employees of associations, racetracks, horse show event management firms) – at an average annual salary rate of \$25,478
 - An additional equivalent 238,141 full time jobs off-farm are unpaid contribution by industry volunteers, for the management of industry associations and horse show events each year.

Table 6.20 compares the direct and indirect expenditures reported from the 2003 and 2010 profile studies.

Table 6.20: Direct, Indirect and Induced Expenditures 2003 and 2010

Direct, Indirect and Induced Expenditures	2003			2010		
	Expenditures Excluding Labour	Expenditures For Labour	Total Expenditures	Expenditures Excluding Labour	Expenditures For Labour	Total Expenditures
Direct Expenditures for Care of Horses,	\$896,661,760	\$2,039,775,258	\$2,936,438,018	\$2,197,316,601	\$7,120,326,315	\$9,317,642,916
Indirect Expenditures for Off-Farm activities	\$821,077,484	\$628,033,110	\$1,449,110,594	\$1,604,792,841	\$329,631,660	\$1,934,424,501
Induced Expenditures derived from On-Farm and Off-Farm Paid Labour		\$2,667,809,369	\$2,667,809,369		\$2,303,215,795	\$2,303,215,795
	Total Expenditures		\$7,053,357,981	Total Expenditures		\$13,555,283,212
	Multiplier Factor Contribution		\$8,821,254,824	Multiplier Factor Contribution		\$6,099,877,445
	Total Economic Contribution		\$15,874,612,805	Total Economic Contribution		\$19,655,160,657



TRACEABILITY READINESS

TRACEABILITY READINESS / HERD MANAGEMENT ... HIGHLIGHTS

- There are 145,000 premises in Canada with resident horses – 42,000 of these premises also have other livestock species resident at the site
- More than 75% of horse owners report that all of their horses are treated by a veterinarian at least one a year
- Horse owners reported that more than 70% of their horses have some form of identification – however there is not a unique, standardized method of identification in use in Canada
- More than 70% of horse owners reported that they keep some type of records for all of their horses – however there is not a standardized method of record-keeping in use in Canada
- More than 80% of horse owners report that one-or-more of their horses leave their home farm at least once each year, to visit a location where they commingle with other horses or other livestock

7. TRACEABILITY READINESS AND HERD MANAGEMENT

As a component of the 2010 national study, a series of questions were included in the survey to identify (and quantify) industry readiness for the development of a national equine traceability program.

It is expected that a national program for equine traceability will be developed in Canada during the next three years (2011 through 2013). The purpose of such a program is to ensure improved standards for food safety for horsemeat production in Canada, and to develop industry infrastructure to support rapid response for bio-security and animal health emergencies involving horses and other livestock.

A national traceability program for horses in Canada will involve three elements:

- Unique individual identification of horses
- Identification of the premises (locations) where horses are kept, and where they commingle (come in contact) with other horses, or other livestock
- Recording drug inputs (horse health treatments) that would potentially impact the safety of meat produced from the animal, and to ensure that required drug withdrawal periods are respected for horses slaughtered for meat production.

To assess industry readiness for such a program, survey participants were asked to identify:

- how many of their horses are identified, and by what method
- profile information about the properties (premises) on which their horses reside, and the frequency with which their horses commingle with other horses, or other livestock species, and



- current practices related to medications and horse health treatments, and record-keeping related to horse health history

Analysis of the survey data is presented in this chapter to identify the changes to industry practices that will potentially be required to implement and adopt a national traceability program.

7.1. HORSE SITES – PREMISES – WHERE HORSES ARE KEPT

As outlined in Chapter 2 of this report, the sites or locations where horses are kept in the province fall into two categories:

- Sites or locations that are considered to be Census Farms at the time of a Census of Agriculture (2006), and
- Sites or locations with horses that do not meet the definition of a farm (as defined by Statistics Canada for the purposes of a Census of Agriculture)

The most recent Census of Agriculture was completed by Statistics Canada in 2006, and it reported that horses were residents on 54,169 Census Farms in Canada. A total of 453,965 horses were reported on these Census Farms on Census Day.

Based on the calculations completed for this research, it is estimated that at the time of the Census, there were an additional 90,437 sites (premises) in the country with resident horses. These locations do not meet the Statistics Canada definition of a farm for census purposes, and the estimated 506,722 horses that were resident at these locations would not have been included within the Census of Agriculture count.

While this research study can identify the estimated increase in the number of horses in Canada between 2006 and 2010, it is not possible to determine whether there has been a net increase or decrease in the total number of premises with horses since 2006. What can be reported is that, in 2010, it is estimated that there are more than 963,500 horses residing on approximately 145,000 horse sites in Canada.

During the telephone survey, those interviewed were asked a series of questions to identify and describe the properties on which their horses are kept, the results of which are reported in Table 7.1.

For horse owners surveyed, 64% reported that they live on the same property where most of their horses reside, with an average property size of 274 acres per property. Horse owners living on the same property as their horses reported that, on average, 22% of the property was in use for horse pasture or turnout (an average of 60 acres per farm).

There are distinctly different profiles for horse sites when reporting properties in each province, as reported in Table 7.1.

Table 7.1: Properties with Horses – By Province

Premises (Sites) with Horses in 2010	Estimated # of Sites With Horses	% of Horse Sites Counted as Census Farms	Average # of Acres per Horse Site	Average # of Acres Available for Horse Pasture/ Turnout	Average # of Horses Owned per Horse Site	Average # of Acres per Horse for Turnout
Canada	145,000	60%	274	60	10.7	5.6
British Columbia	21,600	47%	71	27	5.5	4.9
Alberta	44,050	64%	432	96	12.1	7.9
Saskatchewan	14,710	68%	908	172	15.7	11.0
Manitoba	5,977	73%	548	119	29.3	4.1
Ontario	34,258	69%	81	20	8.6	2.3
Quebec	19,359	42%	79	16	5.6	2.9
New Brunswick	2,164	38%	96	20	8.5	2.4
Nova Scotia	1,649	48%	83	22	7.2	3.1
Prince Edward Island	720	53%	80	28	7.0	3.9
Newfoundland	513	13%	11	3	2.8	1.1

For those surveyed who reported that they live on the same property as their horses, the following was noted:

- 29% reported that they grow some (or all) of the hay that is used to feed their horses
- 8% reported that they grow some (or all) of the grain or feed crops used to feed their horses

7.2. CARE OF HORSES – OWNERS, CUSTODIANS AND CAREGIVERS

In the telephone interviews, a series of questions were asked to define the roles of owners, custodians and caregivers in the care of horses in Canada. These three categories of participants are defined as:

Owners: Individual horse owners, including those who live on the same property as their horses, and those who board their horses at a horse site

Custodians: Individuals who offer horse boarding services

Caregivers: Individuals who work on premises with horses, and are employed to provide care for horses (excluding family members on the property)

In the telephone interviews, a series of questions were asked to define the roles of owners, custodians and caregivers who provide care for horses in Canada:

- “Do you pay boarding services for any of the horses you own or lease?”
- “Do you provide horse boarding services for horses owned by other people?”
- “In an average year how many different horses do you provide horse boarding services for?”

While a single individual can, and often does, play all three roles (owner, custodian and/or caregiver), the results of the survey data can be used to estimate the number of individuals in Canada for each category. For the purposes of the analysis provided in Table 7.2, *horse owner* has been defined as an ownership unit, which could include syndicates, or partnerships of multiple people. For the purposes of this calculation, it is assumed that there are 226,700 *horse owners* in Canada.

Table 7.2: People Involved in Care of Horses By Province

Care of Horses	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Premises (Sites) with Horses	145,000	21,600	44,050	14,710	5,977	34,258	19,359	2,164	1,649	720	513
Estimated # of Horse Boarding Service Providers	16,326	2,376	3,965	1,618	598	4,796	2,323	173	330	101	46
% of Horse Owners Using Boarding Services	39%	37%	43%	23%	20%	46%	45%	36%	33%	36%	74%
Est. # of Boarding Service Users	87,945	12,099	26,789	4,278	1,420	27,646	16,425	1,361	660	432	903
% of Horse Owners Employing Staff	9%	6%	8%	3%	5%	12%	2%	9%	12%	6%	<1%
Est. # of Paid FTE jobs	30,326	3,341	6,245	385	543	17,072	1,116	1,187	274	163	--

From the analysis of interview responses, it is reported that ...

- There are approximately 145,000 horse owners in Canada who are responsible for the care of their own horses on their home farm
- Of these 145,000 horse owners, approximately 16,000 of them act as custodians for horses owned by 88,000 other horse owners
- The 145,000 horse owners who reside on properties with horses, employ approximately 30,300 people (other than family members) to care for horses

7.3. HERD HEALTH MANAGEMENT

Those interviewed were asked a series of questions to identify the roles of owners, custodians, caregivers and care professionals in herd management and health care for the horses in Canada. Those surveyed were asked to report the frequency with which their horses would be seen (or treated) by veterinarians, farriers, non-veterinarian dental specialists, or horse therapists. The results of the responses are reported in Table 7.3.

Of horse owners interviewed, 75% reported that all of their horses are treated by a veterinarian at least once per year. Of horse owners reporting 68% reported that they would use the services of the same veterinarian (or vet practice) for treatment of all their horses. They further reported that 85% of horses owned would be regularly seen by a farrier, 9% of horses would have their teeth checked by someone other than a veterinarian, and 8% of horses would use the services of a horse therapist.

Table 7.3 reports the percentage (and estimated number) of horses benefiting from care services.

Table 7.3: Horses Treated by Care Service Providers

Horses Receiving Care Services	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
% of Horses Treated by Veterinarian Annually	75%	79%	58%	37%	62%	90%	96%	88%	76%	88%	95%
Est. # of Horses	722,625	91,640	181,830	40,256	34,720	191,250	113,960	11,000	6,080	3,520	1,283
% of Horses Treated by Farrier	73%	100%	77%	45%	49%	93%	85%	64%	72%	89%	65%
Est. # of Horses	703,355	116,000	241,395	48,960	27,440	197,625	82,880	8,000	5,760	3,560	878
% of Horses Using non-Vet Dental Services	9%	12%	7%	4%	5%	14%	11%	41%	15%	3%	16%
Est. # of Horses	86,715	13,920	21,945	4,352	2,800	29,750	53,095	5,125	1,200	120	216
% of Horses Using Therapy Services	8%	13%	9%	3%	2%	13%	7%	6%	6%	3%	9%
Est. # of Horses	77,080	15,080	28,215	3,264	1,120	27,625	7,770	750	480	120	122

Horse owners were asked a series of questions to identify the person most often responsible for administering medications to horses, and the frequency of use of some common horse treatments – deworming medications, immunizations, anti-inflammatory drugs, tranquilizers, and anabolic steroids. Table 7.4 reports the responses given by horse owners about regular treatments for their horses.

Table 7.4: Regular Pharmaceutical Treatment for Horses

In a typical year, are any of your horses treated with the following ...	% of Horse Owners Responding "YES" -- Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
De-worming medication	97%	98%	96%	96%	97%	96%	100%	98%	96%	100%	100%
Immunizations	87%	85%	83%	84%	92%	89%	97%	90%	90%	78%	65%
Phenylbutazone	39%	41%	39%	28%	43%	46%	32%	37%	38%	26%	30%
Tranquilizers	32%	34%	37%	21%	35%	37%	9%	35%	42%	19%	25%
Anabolic steroids	3%	2%	4%	2%	5%	4%	1%	0%	6%	4%	0%
Anti-inflammatory drugs other than "bute"	18%	12%	17%	10%	22%	23%	21%	17%	28%	15%	10%

Table 7.5 details the percentage of horse owners that reported treatment of their horses either by the owner, a veterinarian, or either the vet or the owner on some occasions.

Table 7.5: Person Responsible for Administering Pharmaceutical Treatments

Which treatments are administered to your horses by someone other than a vet ...	% of Owners Reporting Administration by Owner	% of Owners Reporting Administration by Vet	% of Owners Reporting by the Owner OR Vet
De-worming Medication	85%	10%	5%
Immunizations	33%	60%	7%
Phenylbutazone	82%	11%	8%
Tranquilizers	16%	76%	8%
Anabolic Steroids	44%	43%	13%
Anti-inflammatory Drugs other than <i>bute</i>	61%	25%	12%

7.4. TRACEABILITY READINESS

Horse owners were asked a series of questions to identify current industry practices for the identification of horses, record keeping for horses, channels by which horses are bought and sold, and the movement of horses within Canada.

7.4.1. IDENTIFICATION OF HORSES & RECORD-KEEPING

Horse owners were asked a series of questions regarding current status of unique identification for their horses, including registration papers, passport documents, microchips, tattoos and brands.

Based on the reported responses, it is estimated that slightly more than 70% of the horses in the country currently have some form of unique identification – with some horses having more than one form of ID. (Note: horses branded for identification may bear a *farm brand* or *breed brand* which does not provide unique identification for the individual horse).

Table 7.6: Percentage of Horses Identified

Horses Identified with ...	Registration Papers	Passport Documents	Microchips	Tattoos	Brands
% of horses owned	74%	8%	11%	10%	19%
Estimated # of horses	712,990	77,080	105,985	96,350	183,065

Horse owners were asked to report on their record-keeping practices for their horses, including what types of records they keep for all of horses they own (or are in their care).

Of horse owners interviewed, 72% reported that they keep some type of records for ALL of their horses. Table 7.7 reports on the percentage of horse owners keeping information by type, or category, of records maintained.

Table 7.7: Record-Keeping for Horses

What Type of Records Do You Keep for ALL Your Horses? ...	% of Horse Owners who Keep Records
Feed Records	25%
Farrier Visits	52%
Record of Vet Visits	61%
Immunization Records	62%
De-worming Records	60%
Breeding Records	27%
Competition Records	27%
Drug Testing Records	8%
Horse Ownership Records	42%
Medication Treatment Records	54%
“Other”	2%

7.4.2. MOVEMENT AND COMMINGLING OF HORSES

As an indicator of potential risk factors for bio-security and/or communicable disease transmission for horses in Canada, horse owners were asked a series of questions to identify the degree of commingling between horses and other livestock:

- *“Are there other livestock (other than horses) on the farm or property where your horses reside?”*
- *“In an average year, how often do any of your horses (one or more of your horses) move from the home farm to locations where they are in contact with other horses?”*
- *“In an average year, how often would any of your horses leave the province?”*
- *“In an average year, how often would any of your horses leave the country?”*

For the horse owners interviewed, 29% reported that there are other livestock species living on the property where their horses reside.

Table 7.8 reports on the percentage of horse owners by province that reported other livestock resident on properties with their horses. Table 7.9 reports the percentage of horse owners responding with specific livestock species resident at horse sites with their horses.

Table 7.8: Percentage of Horse Owners Reporting Other Livestock Resident on Properties with Horses – By Province

Horse Owners Reporting Other Livestock on Properties With Horses	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
% of Horse Owners	29%	29%	33%	46%	42%	22%	16%	30%	33%	19%	15%
Est. # of Horse Sites with multiple species of livestock	42,050	6,264	14,537	6,767	2,510	7,537	3,097	649	544	137	77

Table 7.9: Livestock Species at Horse Sites

Other Species (other than horses) on the property where horses reside ...	% of Horse Owners Responding
Cattle	53%
Bison	1%
Pigs	7%
Sheep	10%
Goats	18%
Llamas/Alpacas	5%
Poultry	28%
Mink (or fur bearing)	2%
Donkey/Mule	13%
Other (including deer and other cervids)	4%

Horse owners were asked to report on the number of times each year one or more of their horses would leave the home farm and move to a location where they are in contact with other horses.

Table 7.10 reports on the percentage of owners who reported that their horses leave the home farm.

Table 7.10: Movement of Horses to Other Locations

Movement Away From the Home Farm	% of Owners Reporting “Never”	% of Owners Reporting “Less Than 10 Times”	% of Owners Reporting “Between 10 and 20 Times”	% of Owners Reporting “More Than 20 Times”
Horses move to locations where they are in contact with other horses ...	20%	35%	19%	26%
Movement Away From the Home Farm	% of Owners Reporting “Never”	% of Owners Reporting “Less Than 10 Times”	% of Owners Reporting “More Than 10 Times”	
Horses leave the province ...	67%	28%	4%	
Horses leave the country ...	53%	42%	4%	

7.4.3. BUYING AND SELLING HORSES

A key component to a national equine traceability program will be a mechanism to ensure that record-keeping is transferred as change of ownership, or change in custodianship, occurs. Those surveyed were asked questions to identify transactions for buying and selling horses in Canada, including reporting the sales channel used to buy/sell horses:

- “For the _____ horses that you bought since 2008, how many did you buy through.....private sale, auction mart, public auction or sale, private broker (including coaches and trainers)?”
- “For the _____ horses that you sold since 2008, how many did you buy through.....private sale, auction mart, public auction or sale, private broker (including coaches and trainers)?”
- “For horses sold since 2008, how many were sold directly to meat production?”

Nationally, more than 80% of the horses sold during the period were sold through private sales transactions. The preferred sales channel for horses in each province is reported in Table 7.11.

Table 7.11: Sales Channel for Horses Sold 2008 to 2010

Owners Reporting Where They Sold Horses	Private Sale	Commercial Auction Mart	Association Auction or Sale	Private Broker	Directly to Meat
CANADA	80%	9%	11%	1%	2%
British Columbia	96%	1%	1%	1%	0%
Alberta	76%	8%	9%	2%	4%
Saskatchewan	55%	26%	6%	0%	10%
Manitoba	76%	16%	6%	0%	0%
Ontario	68%	10%	18%	3%	0%
Quebec	93%	1%	4%	0%	0%
New Brunswick	64%	6%	20%	0%	0%
Nova Scotia	90%	0%	10%	0%	0%
Prince Edward Island	79%	21%	0%	0%	0%
Newfoundland	100%	0%	0%	0%	0%
Yukon/NT	100%	0%	0%	0%	0%



STATE OF THE INDUSTRY IN 2010

STATE OF THE INDUSTRY IN 2010 ... HIGHLIGHTS

- The economic contribution from the horse industry exceeds \$19.6 billion annually, plus more than \$300 million annually in GST/HST and federal and provincial taxes and levies on horse racing wagering.
- In 2010, the inventory of horses available for sale to use markets was approximately 300,000 horses. Selling prices were down significantly in 2010, affected by increased imports of horses from the U.S. for processing and the economic recession.
- Expansion in horse ownership in the past decade has been driven by increased participation from the baby-boomer generation. The pool of horse owners is an aging demographic, with 24% of horse owners in the 60+ age group.
- Entry level participation in the industry is down by approximately 50%. A key priority for long-term industry sustainability and growth will be attracting new participation and revitalizing the customer base.

8. THE STATE OF THE INDUSTRY IN 2010

The 2010 Canadian Horse Industry Profile Study was based on a template initially developed by Strategic Equine in 1998, and repeated in 2003 and 2010. This report presents comparisons between the results of the three studies, and provides an opportunity to identify trends within the industry over a 10+ year period. What is clear from the research is that the horse industry in Canada makes a significant contribution to the national economy — more than \$19.6 billion in 2010.

In addition, the unique nature of the horse industry and activities with horses provides a significant contribution to government revenues at all three levels — federal, provincial and municipal.

- As the only livestock species subject to GST, the horse industry contributed more than \$177.5 million in GST revenues in 2010 for goods-and-services related to the production and care of horses. For a large portion of the industry this represents end-use contribution to GST. In provinces with blended HST, this triggered an additional contribution to provincial taxation. Additional GST/HST revenues are generated on the sale of horses under the current taxation model.
- The wagering component of the horse racing sector contributed more than \$11.6 million in federal levies on betting, and more than \$51.7 million in provincial taxes and levies in 2010.
- Revenue sharing agreements for racing jurisdictions with slots/casinos at racetracks involve the return of a percentage of non-racing revenues to local municipalities. In 2010 the Slots-at-Racetracks program in Ontario, for example, contributed in excess of \$60 million to local municipalities.

Horses are livestock, resident on more than 145,000 rural properties in Canada. The production, care and maintenance of horses is the most labour intensive sector of



livestock agriculture. There are more than 76,000 jobs in the *On-Farm* component of the industry (for the production and care of horses). The equivalent of 163,000 full-time jobs are contributed as unpaid labour by horse owners (or family members) for the production and care of horses. In total, the *On-Farm* component of the industry supports one job for every four horses in Canada.

The primary economic engine for the industry is horses in use for the entertainment/leisure sector of the economy. There are components of the industry that generate farm-gate-receipts — the breeding sector, horse meat production sector and PMU (pregnant mare urine) production sector for example. However the bulk of the economic benefit that is realized from *On-Farm* expenditures results from *Off-Farm* activities with horses in racing, sport competition and leisure activities.

Activities with horses in racing and sport, and the associations and companies that regulate and/or operate sporting events, support an additional 9,800 full-time jobs in Canada. The majority of sport competition events each year are supported by a large cadre of volunteers. The equivalent of another 238,000 jobs are provided through volunteer contribution of labour.

What is apparent from the analysis of industry trends, is that the industry is increasingly focused on the value-added benefits of the sport and racing sectors. Growth in participation in the racing and sport competition sectors during the 2003 – 2005 period saw the Canadian herd expand to a peak of 1.092 million horses in 2005. Growth was supported by significant expansion of sport participation in British Columbia, Alberta, Ontario, Quebec, Nova Scotia and Prince Edward Island. Growth was buoyed by a 36% increase in the number of horses active in racing between 2002 and 2004 (from 19,900 horses in 2002 to 26,073 in 2006), with the related increase in breeding production to serve an expanded racing sector.

Total herd size in Canada has decreased from 2005's 1.092 million to current levels of 963,500 horses in 2010. The pattern for increase or decrease in herd size varies between individual provincial markets — with herd size relatively stable in Quebec during the period, and growth in herd size for New Brunswick.

Breeding programs have been increasingly focused on breed-to-use in the racing and sport competition sectors, with a significant increase in the percentage of the herd that are pedigree registered stock (75% of the herd in 2010). The 2010 herd includes approximately 220,000 young horses not-yet in use for their intended markets. The majority of these young horses were bred for use in the racing and sport competition markets — 31% intended for FEI sport disciplines, 17% intended for western sport competition, and 9% intended for racing markets.

This focus on racing/sport competition markets has been the result of an increase in the number of new customers in the sport sector. One of the most significant changes in the 2010 industry profile is the addition of more than 79,000 horse-ownership units (horse-owning households) since 2003 — a 54% increase in the number of horse owners in Canada. The 2010 research also reports a corresponding increase in

participation in sport competition — with 43,500 more adult sport competitors reported in 2010 compared to 2003.

The typical new horse owner matches the demographic profile of the baby-boomer generation. For the first time since 1998, the ratio of adult participants to children participating has shifted in favour of adults. In 2003 the ratio of adults to children was 40% adult / 60% children. In 2010 the ratio has reversed, with current participation by adults representing 59% of total participation, and children, 41%.

The median age of horse owners nationally has moved into the 50-to-59 year age range (up from a median age 40-to-49 in 2003). Overall the pool of horse owners is aging. The 2010 research reports that 24% of the current pool of 226,500 horse owners are in the 60-year-plus age range. Reflecting this demographic shift, current horse owners reported that they expect to own fewer horses in the future. Of the current pool of horse owners, only 19% expect to own more horses in five years time. Fully 30% of owners expect to own fewer horses — 19% of current owners expect to own fewer horses within one year (2011).

Costs to keep horses have increased significantly over the past decade. The national average cost to keep a horse increased to \$2,700 per-horse-per-year in 2010, compared to \$1,500 in 2003. The increase was primarily driven by increased costs for hay and feed, and increased expenditures on equine service providers (veterinarian services, farrier services and horse therapy services).

Breeding production has been decreasing since 2003, with annual production in 2010 at 50% of the level of production in 2003. Annual production has decreased, despite an increase in 42,000 horses in the available pool of breeding stock. A continued decrease in production is expected for 2011. Mare owners reported an expectation that they would breed 15% fewer mares in 2011 compared to 2010.

Selling prices for horses have seen a significant drop in 2010, compared to prices for horses sold in 2008-2009. Both buyers and sellers reported an overall decrease in prices in all provinces and all market sectors.

Price reductions are most evident in the lower price-end of the market. Selling prices for horses to the pleasure-riding market were down 39% nationally in 2010. In key markets for the pleasure-riding sector — British Columbia, Alberta, Ontario and Quebec — reported prices were down 56%, 61%, 49% and 61% respectively.

Prices for horses sold to meat production have fallen below the \$300-per-horse value. Anecdotal comments collected during the telephone survey reported challenges with finding any market demand — or access to markets — for horse meat processing.

This radical decrease in the selling price for horses corresponds with two significant events affecting the industry:

- the economic recession experienced since 2008, and
- the closure of horse processing facilities in the U.S. (in 2008), with a corresponding increase in the number of horses imported from the U.S. to Canada for processing.

Weak sale prices for horses have resulted in an increased inventory of mature horses. When comparing the *Primary Use* of mature horses in 2010 compared to 2003, fully 13% of the herd (128,000 horses) are classified by their owners as *Companionship/Full Retirement* or *Other Uses* -- 70,000 more horses than similar use categories in 2003. This would suggest that there is a significant inventory of horses in Canada for which there is no clearly defined use market.

It is a reasonable assumption from the data, that prices for horses will not rebound in the short term unless there is a significant expansion in — or development of — new markets for horses in Canada. The combination of expectation by current owners to reduce the number of horses they own, and the large existing inventory of horses (220,000 young horses, plus a 70,000 increase in mature horses in the herd), would indicate stronger supply than demand.

It was identified in previous studies, and confirmed with the 2010 survey, that there is a distinct pattern for levels of participation and investment by an individual, based on the length of time they are involved in the industry. As was outlined in earlier studies, a new participant is usually introduced to participation in the horse industry through riding lessons, or tourist activities using horses belonging to other people. A certain percentage of those that try riding activities will make an initial investment in horse ownership.

Over the first five-year period of ownership, a certain percentage of horse owners will increase their investment in horses. Generally they will use the services of a boarding facility for their first horse, or first few horses. As they increase their experience with horse husbandry, they may invest in a horse-friendly property on which to keep their horses.

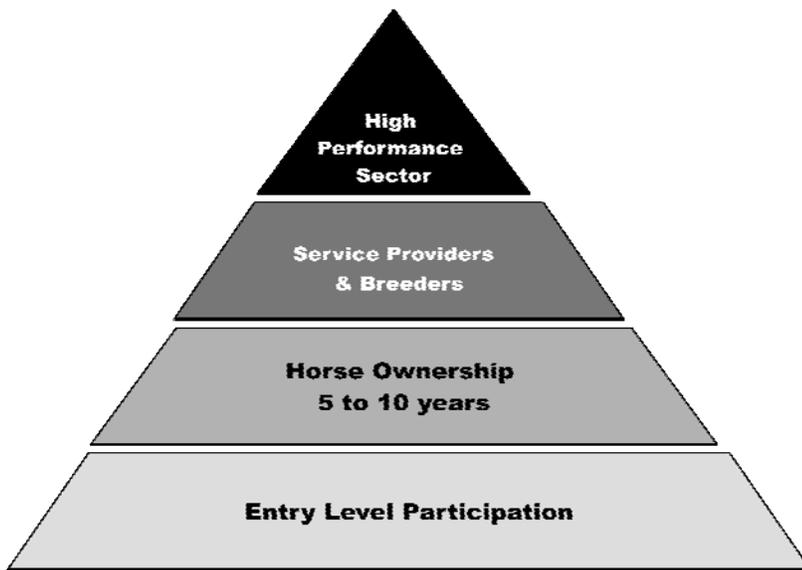
During the five-to-ten year period of horse ownership, a percentage of owners will expand their capacity to care for horses, and their skills in riding and horse training. This is the period of participation in which a new horse owner is most likely to invest in property on which to keep their horses. This is also the period of ownership during which the participant is most likely to increase their participation in sport competition.

Those that have owned horses for 10-or-more years provide the basic industry infrastructure for riding lessons, horse training services, and horse boarding services for new people entering the industry.

Those in the 10-plus-year ownership group also represent the majority of those involved in the breeding sector, and the majority of those involved in the high performance component of sport competition.

Figure 8.1 graphically represents the typical pyramid model for participation in the horse industry. In this model, continued growth and expansion in the industry is contingent on the ongoing entry of new participants into the industry — a percentage of whom are prepared to invest.

Figure 8.1: The Model For Participation in the Industry Over Time



The author has presented this illustration as a graphic representation of the traditional model for industry growth. It is not intended to be a mathematical representation of the relative proportions of the different sectors of the industry. There may be different opinions on the ideal relationship between the breadth of the base of the triangle and the size of the breeding sector or high performance sector. However, there is clear research support for the concept that this has been the model for growth in participation over the past decade.

Data from the 2010 study reveals some changes to this pattern of participation that would indicate that the typical growth cycle has been disrupted. While there has been an influx of more than 79,000 new horse owners since 2003, there are other trends of note that the author believes indicate a shift in the model for industry growth.

- During the 2003 through 2010 period there has been a decrease in the number of people participating in the *Invisible Sector* — those riding horses that belong to others. The number of people riding horses that belong to others has dropped from 647,000 in 2003 to 304,000 in 2010. There has been a 29% decrease in the number of owners making their horses available for entry level activities in the 2003 through 2010 period — from 38,000 owners in 2003 to 27,000 in 2010.
- While fewer horse owners are providing entry-level opportunities for new riders, those offering entry-level riding opportunities have more horses-in-use for such activities. They reported 68,000 horses in use, compared to 59,000 horses in 2003. Of the 9,000 additional horses available in 2010, 6,000 horses represent an increase in available horses in the Province of Quebec.
- There has also been a 29% decrease in available horse boarding services, from 23,000 sites (nationally) in 2003 to 16,000 sites in 2010. This would

indicate a reduced capacity to provide services to potential new owners that may be looking to move into horse ownership for the first time.

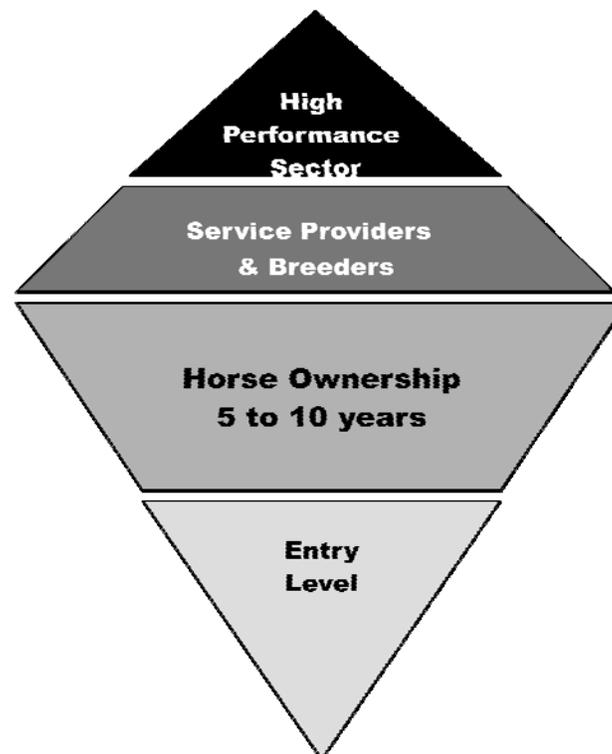
- As noted earlier, for the first time since 1998 there are fewer children participating in the industry than adults. The 2010 survey reported 500,000 adults active in the industry compared to 350,000 children.

It is the author's opinion that the industry has realized the benefit of the baby-boomer generation investing in horse ownership over the past decade. This investment has resulted in improved quality to breeding programs, as breeders targeted production to an expanding sport competition market. However, this growth in market size for adult sport competitors has potentially come at the price of reducing infrastructure that introduces new customers to entry-level experience with horses. The data would suggest that there has been a further reduction in the industry's capacity to provide first-time horse owners with boarding services and other support services.

Figure 8.2 shows a graphic representation of the author's view of the industry in 2010 industry. The graphic is intended to illustrate:

- fewer people now having an initial entry-level experience with horses,
- a bulge of horse owners in the five-to-ten year ownership group resulting from significant investment from the baby-boomer generation, and
- a decreased number of service providers and participants in the breeding sector.

Figure 8.2: The Model for Participation in 2010

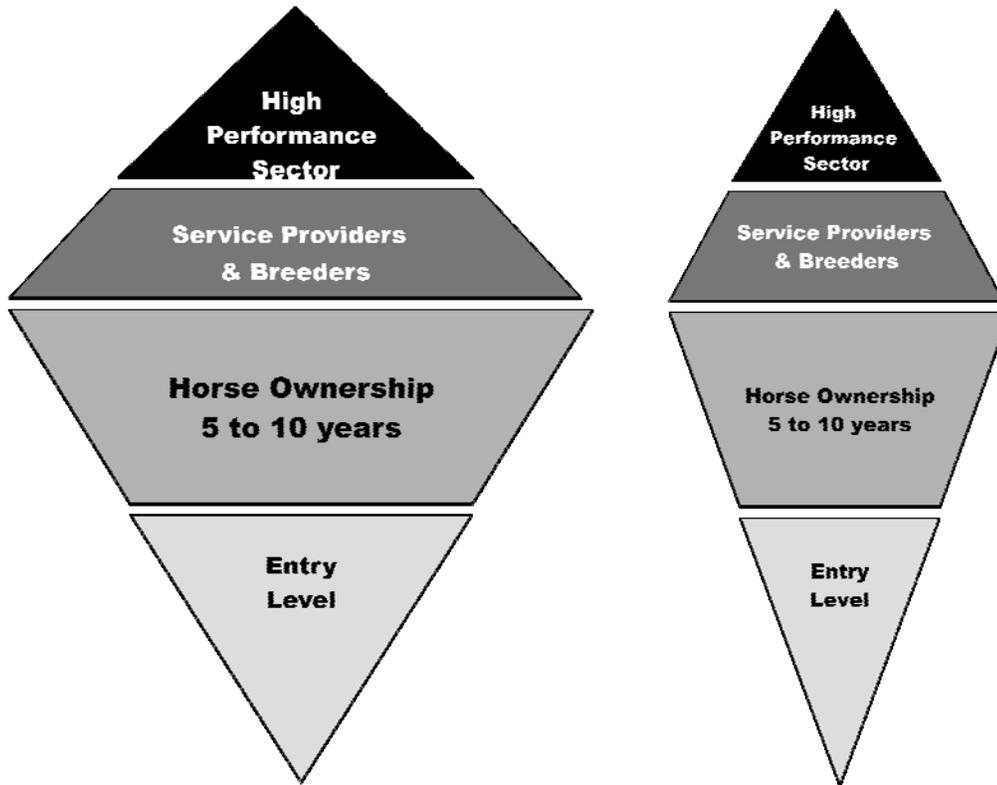


Again, the illustration is not intended to be a mathematical representation of relative industry sectors, but simply a visual representation of trends described from the 2010 data.

A continuation of this trend over a five-to-ten year period would result in an inevitable shrinkage in the size of the horse industry.

Specifically it would reduce the size of the breeding sector and sport competition sector, with a resulting reduction in the overall economic contribution from industry activities.

Figure 8.3: Potential Result of Continuing the 2010 Trend



This trend is not universal across the country. Analysis of data from Quebec presents key indicators that dispute the trends:

- Quebec has the highest percentage of horse owners in the Less-Than-Five-Year ownership group for the country (21% of owners)
- The median age for industry participants in Quebec is 40 to 49 years, compared to 50 to 59 for other provinces
- Quebec reports the lowest ratio of adult participants to children, with 53% adult participation and 47% children
- Quebec data indicates an increase in the size of the *Invisible Sector* in 2010 compared to 2003 -- an increase of more than 30,000 *Other Riders* in 2010, and an increase of more than 6,000 horses available for use by *Other Riders*
- Quebec data reports an increase of 37% in sites offering boarding services compared to 2003.

A further examination of the industry model for Quebec could perhaps lend insights into effective measures to buck-the-trend in other regions of the country.

It is the author's opinion that the demographic shift represented by the current horse ownership model will present significant challenges for selling horses over the short term. Aggressive marketing of the industry -- and specifically the sport competition

component of the industry -- should result in a rejuvenation of the ownership base, and support future industry growth.

The industry has proven itself adept at adjusting business models to target breeding-to-market-use over the past decade. Comparable success at building new markets – and in particular youth markets – would ensure the future sustainability and growth of this important component of the Canadian economy.

Annual Direct & Indirect Expenditures	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Estimated # of Horses	962,150	116,000	313,500	108,800	56,000	212,500	129,500	12,500	8,000	4,000	1,350
Ownership Units	225,500	32,700	62,300	18,600	7,100	60,100	36,500	3,780	2,000	1,200	1,220
ON-FARM EXPENDITURES	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Hay purchased	\$484,135,507	\$69,567,520	\$183,115,350	\$16,754,112	\$5,962,880	\$142,874,375	\$60,029,725	\$2,039,750	\$2,138,240	\$307,800	\$1,345,755
Value of home-grown hay	\$323,993,545	\$27,382,960	\$138,723,750	\$14,198,400	\$5,149,760	\$85,724,625	\$47,694,850	\$2,288,500	\$1,644,800	\$638,400	\$547,500
Non-forage feed purchased	\$264,165,755	\$24,812,400	\$33,663,630	\$6,656,384	\$6,726,720	\$133,792,125	\$51,515,100	\$2,773,500	\$2,735,280	\$918,000	\$572,616
Value of home-grown feed	\$7,536,733	\$533,600	\$1,711,710	\$289,408	\$80,080	\$4,315,875	\$606,060	\$0	\$0	\$0	\$0
Feed supplements purchased	\$93,884,014	\$9,771,840	\$27,312,120	\$3,133,440	\$1,699,040	\$31,571,125	\$16,969,680	\$1,943,000	\$728,000	\$487,200	\$268,569
Bedding purchased	\$113,991,474	\$10,774,080	\$10,721,700	\$2,498,048	\$952,000	\$66,359,500	\$19,197,080	\$1,351,250	\$1,515,360	\$517,200	\$105,256
Value of home-grown bedding	\$39,152,348	\$1,795,680	\$8,464,500	\$3,211,776	\$2,513,280	\$13,451,250	\$7,057,750	\$1,437,500	\$110,880	\$1,103,360	\$6,372
Grooming and care products	\$98,693,537	\$14,616,000	\$24,578,400	\$4,448,832	\$1,774,080	\$40,181,625	\$10,567,200	\$978,500	\$920,640	\$339,360	\$288,900
Purchase of replacement tack	\$83,891,797	\$10,100,049	\$27,833,148	\$6,146,928	\$2,968,368	\$27,892,410	\$5,641,440	\$999,730	\$859,740	\$685,440	\$764,544
Purchase of replacement horse-related equipment	\$40,896,924	\$4,669,560	\$10,485,090	\$3,329,586	\$1,672,760	\$16,510,672	\$2,365,200	\$825,288	\$351,520	\$501,648	\$185,600
Purchase of horse-related property improvements	\$646,974,967	\$79,111,110	\$177,954,966	\$32,226,732	\$17,009,328	\$205,239,096	\$108,041,825	\$7,773,777	\$8,492,240	\$1,442,448	\$9,683,445
Veterinarian services and prescription drugs	\$259,010,178	\$38,628,000	\$57,539,790	\$6,813,056	\$3,568,320	\$114,308,000	\$31,727,500	\$2,784,000	\$2,439,360	\$932,800	\$269,352
Non-vet equine dental services	\$12,185,871	\$1,920,960	\$3,511,200	\$574,464	\$95,200	\$4,462,500	\$1,481,480	\$76,875	\$55,200	\$0	\$7,992
Farrier services	\$236,061,752	\$36,192,000	\$55,038,060	\$6,462,720	\$3,265,360	\$85,176,375	\$44,580,375	\$2,656,000	\$1,641,600	\$655,040	\$394,222
Horse therapy services	\$23,824,130	\$4,222,400	\$7,730,910	\$505,920	\$246,400	\$8,480,875	\$2,311,575	\$197,250	\$92,160	\$12,240	\$24,400
Horse training services	\$74,362,533	\$9,347,280	\$35,149,620	\$5,783,808	\$1,036,000	\$11,647,125	\$9,324,000	\$81,900	\$1,888,800	\$104,000	\$0
Coaching services / riding lessons (adults)	\$416,036,382	\$69,733,139	\$130,828,860	\$10,149,120	\$7,509,510	\$113,543,613	\$75,377,830	\$2,252,988	\$5,324,982	\$371,700	\$944,640
Coaching services (children)	\$302,339,549	\$85,787,978	\$75,200,296	\$20,454,544	\$6,164,132	\$51,877,672	\$57,841,800	\$4,076,877	\$407,250	\$3,000	\$526,000
On-Farm paid labour	\$957,380,384	\$92,072,409	\$327,114,872	\$6,454,386	\$19,425,600	\$476,496,840	\$23,914,800	\$3,568,097	\$6,821,380	\$1,512,000	\$0
Value of non-cash labour	\$4,839,125,536	\$562,704,870	\$945,704,032	\$173,857,920	\$205,459,374	\$2,134,189,464	\$737,898,600	\$26,325,156	\$26,897,160	\$12,100,440	\$13,988,520
TOTAL ON-FARM EXPENDITURES	\$9,317,642,916	\$1,153,743,835	\$2,282,382,004	\$323,949,584	\$293,278,192	\$3,768,095,142	\$1,314,143,870	\$64,429,938	\$65,064,592	\$22,632,076	\$29,923,683
GST TAXABLE EXPENDITURES	\$3,150,454,370	\$469,254,316	\$860,663,140	\$125,937,694	\$60,650,098	\$1,053,917,088	\$496,971,810	\$30,810,685	\$29,590,372	\$7,277,876	\$15,381,291
GST ON TAXABLE EXPENDITURES	\$157,522,719	\$23,462,716	\$43,033,157	\$6,296,885	\$3,032,505	\$52,695,854	\$24,848,591	\$1,540,534	\$1,479,519	\$363,894	\$769,065
OFF-FARM EXPENDITURES	Canada	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL
Trailing and transportation services purchased	\$88,651,367	\$4,491,672	\$24,373,629	\$11,324,796	\$2,088,110	\$33,934,263	\$7,647,480	\$3,245,941	\$763,360	\$431,244	\$350,872
Value of owner-trailing	\$177,431,061	\$26,599,488	\$54,085,122	\$13,938,096	\$5,373,706	\$59,972,588	\$13,136,715	\$2,395,856	\$1,231,360	\$422,532	\$275,598
Show expenses -- adult competitors	\$386,063,530	\$48,416,683	\$150,841,698	\$11,645,966	\$7,337,835	\$118,952,077	\$42,177,574	\$2,448,900	\$3,732,380	\$80,999	\$429,418
Show expenses -- children competing	\$529,080,314	\$33,169,078	\$105,978,829	\$7,714,062	\$34,685,872	\$306,807,810	\$36,487,220	\$1,881,343	\$2,245,500	\$200	\$110,400
Nomination/sustaining fees horse racing	\$61,090,514	\$932,604	\$2,090,788	\$6,138	\$282,438	\$50,422,698	\$0	\$3,967,218	\$949,960	\$1,523,808	\$914,862
Off-Farm (or track-based) training services	\$24,500,748	\$0	\$6,198,850	\$0	\$0	\$13,154,616	\$3,449,250	\$206,681	\$41,351	\$720,000	\$730,000
Membership fees	\$53,273,957	\$6,622,126	\$14,823,120	\$3,729,101	\$2,821,142	\$16,659,143	\$6,583,797	\$694,185	\$946,733	\$244,207	\$150,403
Food, travel and accommodation -- children competing	\$76,866,598	\$3,884,976	\$47,710,821	\$2,653,906	\$719,647	\$18,966,285	\$2,641,929	\$147,365	\$94,805	\$253	\$46,611
Food -- competitors	\$36,541,092	\$4,767,708	\$16,695,764	\$1,957,401	\$631,244	\$8,090,833	\$3,526,099	\$391,026	\$409,409	\$16,201	\$55,407
Travel and accommodation -- competitors	\$65,292,642	\$5,561,798	\$21,907,708	\$2,437,420	\$605,884	\$14,000,338	\$19,387,480	\$193,499	\$1,077,578	\$16,201	\$104,736
Food, travel and accommodation -- racing participants	\$16,757,739	\$747,522	\$2,658,964	\$86,862	\$178,494	\$11,283,174	\$0	\$447,151	\$477,700	\$847,440	\$30,432
Value of association full-time employment	\$24,332,200	\$1,619,000	\$3,455,000	\$1,174,000	\$1,003,200	\$11,829,000	\$2,298,000	\$120,000	\$280,000	\$2,500,000	\$54,000
Value of horse show/event paid employment	\$39,748,500	\$2,303,600	\$24,894,400	\$1,977,600	\$1,068,100	\$5,982,600	\$2,000,600	\$436,600	\$773,000	\$260,000	\$52,000
Value of event volunteer labour	\$79,790,212	\$26,204,200	\$24,566,200	\$3,357,600	\$530,400	\$18,407,000	\$6,042,200	\$436,600	\$192,412	\$26,800	\$26,800
Value of Racetrack full-time employment	\$161,260,000	\$3,680,000	\$4,462,500	\$1,200,000	\$1,350,000	\$147,510,000	\$780,000	\$640,000	\$700,000	\$787,500	\$150,000
Expenditures for Racetrack Operations	\$90,604,612	\$29,345,591	\$18,143,680	\$308,960	\$2,315,375	\$36,653,779	\$2,649,933	\$139,303	\$828,733	\$117,311	\$101,947
TOTAL OFF-FARM EXPENDITURES	\$1,911,285,086	\$198,346,046	\$522,887,073	\$63,511,908	\$60,991,447	\$872,626,204	\$148,808,277	\$17,791,668	\$14,744,281	\$7,994,696	\$3,583,486
GST TAXABLE EXPENDITURES	\$399,214,798	\$48,799,267	\$137,689,416	\$18,769,345	\$6,538,754	\$136,083,288	\$39,302,171	\$4,770,966	\$3,692,936	\$2,148,650	\$1,420,005
GST ON TAXABLE EXPENDITURES	\$19,960,740	\$2,439,963	\$6,884,471	\$938,467	\$326,938	\$6,804,164	\$1,965,109	\$238,548	\$184,647	\$107,433	\$71,000
TOTAL DIRECT & INDIRECT EXPENDITURES	\$11,228,928,002	\$1,352,089,881	\$2,805,269,077	\$387,461,492	\$354,269,639	\$4,640,721,346	\$1,462,952,147	\$82,221,606	\$79,808,873	\$30,626,772	\$33,507,169
TOTAL GST TAXABLE EXPENDITURES	\$3,549,669,168	\$518,053,583	\$998,352,556	\$144,707,039	\$67,188,852	\$1,190,000,376	\$536,273,981	\$35,581,651	\$33,283,308	\$9,426,526	\$16,801,296
TOTAL GST ON TAXABLE EXPENDITURES	\$177,483,459	\$25,902,679	\$49,917,628	\$7,235,352	\$3,359,443	\$59,500,018	\$26,813,700	\$1,779,082	\$1,664,166	\$471,327	\$840,065

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
AMERICAN SADDLEBRED HORSE ASSOCIATION OF CANADA																	
REGISTRATIONS																	
2008	10	1	2	33	7	0	0	0	0	0	0	0	53	0	53		53
REGISTRATIONS -- NON-PURE																	
2009	0	0	0	3	0	0	0	0	0	0	0	0	3	0	3	0	3
2007	0	0	0	3	0	0	0	0	0	0	0	0	3	0	3	0	3
2006	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
2005	0	0	0	4	0	0	0	0	0	0	0	0	4	0	4	0	4
2004	2	0	0	2	0	0	0	0	0	0	0	0	4	0	4	0	4
2003	3	0	0	3	0	0	0	2	0	0	0	0	8	0	8	0	8
REGISTRATIONS -- PURE																	
2009	2	1	0	25	2	0	0	0	0	0	0	0	30		30		30
2007	2	0	0	17	2	3	0	0	0	0	0	0	24	0	24	0	24
2006	4	0	0	19	4	4	0	0	0	0	0	0	31	0	31	0	31
2005	13	2	1	16	2	0	0	0	0	0	0	0	34	0	34	0	34
2004	2	2	0	8	8	5	0	0	0	0	0	0	25	1	26	0	26
2003	4	1	0	11	6	3	0	0	0	0	0	0	25	1	26		26
TRANSFERS - NON-PURE																	
2009	1	0	0	3	0	0	0	1	0	0	0	0	5	0	5		5
2008	1	0	0	2	0	0	0	0	0	0	0	0	3	0	3		3
2007	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2006	0	0	0	2	0	0	0	0	0	0	0	0	2	0	2	0	2
2005	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2004	0	0	0	2	0	0	0	0	0	0	0	0	2	0	2	0	2
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
TRANSFERS - PURE																	
2009	1	1	1	16	0	0	0	0	0	0	0	0	19	25	44	0	44
2008	4	1	0	23	5	3	0	0	0	0	0	0	36	47	83	0	83
2007	2	0	0	0	22	4	1	1	13	0	0	0	43	0	43	0	43
2006	8	0	0	22	2	0	0	0	0	0	0	0	32	18	50	0	50
2005	9	1	0	26	7	3	0	0	0	0	0	0	46	38	84	0	84
2004	7	3	0	19	8	1	0	0	0	0	0	0	38	4	42	0	42
2003	10	1	2	42	6	5	0	0	0	0	0	0	66	3	69		69

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
EXPORTS																	
2008	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2007	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2006	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2005	0	0	0	3	2	1	0	0	0	0	0	0	6	0	6	0	6
2004	0	0	0	1	1	0	0	0	0	0	0	0	2	0	2	0	2
2003	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
Annual Members																	
2009	16	1	2	67	9	6	0	0	0	0	0	0	101	0	101		101
2008	16	1	1	73	12	7	0	0	0	0	0	0	110	0	110		110
2007	12	1	1	34	8	4	0	0	0	0	0	0	60	0	60	0	60
2006	22	2	1	45	7	3	0	0	0	0	0	0	80	0	80	0	80
2005	22	1	1	37	10	7	0	0	0	0	0	0	78	0	78	0	78
2004	26	1	1	46	11	6	0	0	0	0	0	0	91	1	92	0	92
2003	29	1	3	33	8	6	0	1	0	0	0	0	81	1	82	0	82

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN HORSE BREEDERS ASSOCIATION																	
REGISTRATIONS -- NON-PURE																	
2009	5	0	1	2	2	14	1	0	0	0	0	0	25	1	26		26
2008	8	0	0	1	1	37	2	0	1	0	0	0	50	2	52	0	52
2007	9	0	2	2	5	47	0	0	0	0	0	0	65	0	65	0	65
2006	12	0	1	1	2	43	0	1	0	0	0	0	60	5	65	0	65
2005	10	0	1	5	2	40	0	0	3	0	0	0	61	1	62	0	62
2004	19	0	0	3	3	50	0	0	1	0	0	0	76	0	76	0	76
2003	14	0	4	3	3	49	1	0	1	0	0	0	75	2	77	0	77
REGISTRATIONS -- PURE																	
2009	31	1	3	42	28	136	1	1	1	0	0	2	246	6	252	2	254
2008	52	4	9	38	34	244	3	4	3	1	0	0	392	11	403	0	403
2007	48	3	2	52	34	247	0	4	5	0	1		396	9	405	0	405
2006	66	6	18	41	33	206	1	6	2	0	0	0	379	20	399	0	399
2005	97	3	2	49	36	280	11	4	1	0	0	0	483	9	492	0	492
2004	65	2	2	49	30	277	6	5	1	0	0	0	437	14	451	0	451
2003	62	0	7	59	36	239	5	5	0	0	1	0	414	16	430	1	431
TRANSFERS -- NON-PURE																	
2009	18	0	4	3	2	37	1	0	1	0	0	0	66	10	76	0	76
2008	10	0	2	2	7	57	2	0	1	1	0	0	82	7	89	0	89
2007	13	1	4	3	9	74	0	1	0	1	0	0	106	5	111	0	111
2006	20	0	2	6	2	97	1	2	1	0	0	0	131	3	134	0	134
2005	17	0	3	5	4	77	2	1	1	0	0	0	110	5	115	0	115
2004	31	0	2	4	6	94	0	1	1	0	0	0	139	13	152	0	152
2003	27	0	6	4	8	93	4	1	2	0	0	0	145	7	152	0	152
TRANSFERS -- PURE																	
2009	59	1	8	56	49	240	2	4	4	0	0	0	423	38	461	0	461
2008	88	1	19	45	62	319	4	9	4	1	0	0	552	25	577	0	577
2007	67	1	2	54	50	336	4	11	3	0	0	0	528	31	559	0	559
2006	71	2	9	38	75	339	6	6	2	0	0	1	549	24	573		573
2005	86	0	14	42	39	354	20	6	1	0	1	1	564	26	590	0	590
2004	85	0	2	39	24	382	6	8	2	0	0	0	548	18	566	0	566
2003	83	1	9	49	58	392	14	6	1	0	1	0	614	11	625	1	626

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
EXPORTS																	
2009	6	0	0	1	2	12	0	0	0	0	0	0	21	0	21	0	21
2008	12	0	0	1	1	12	0	1	0	0	0	0	27	0	27	0	27
2007	9	0	0	10	2	22	0	1	0	0	0	0	44	0	44	0	44
2006	17	1	0	6	1	32	1	0	0	0	0	0	58	0	58	0	58
2005	21	0	0	9	9	37	1	0	0	0	0	0	77	0	77	0	77
2004	17	0	0	13	0	40	0	1	1	0	0	0	72	0	72	0	72
2003	8	0	0	6	5	48	1	0	0	0	0	0	68	0	68	0	68
Semen Transfers																	
2006	4	0	0	0	0	1	0	0	0	0	0	0	5	0	5	0	5
2005	0	0	0	0	1	4	0	0	0	0	0	0	5	0	5	0	5
2004	4	0	0	0	0	2	0	0	0	0	0	0	6	0	6	0	6
2003	0	0	0	0	0	3	0	0	0	0	0	0	3	0	3	0	3
Annual Members																	
2009	118	3	17	60	75	502	19	19	5	0	0	2	820	82	902	3	905
2008	163	3	16	62	91	559	18	29	9	2	0	3	955	108	1063	2	1065
2007	158	3	12	57	83	535	19	26	6	0	0	1	900	110	1010	0	1010
2006	162	3	10	43	79	482	20	23	5	1	0	2	830	110	940	0	940
2005	161	3	10	41	62	497	33	23	6	1	0	2	839	104	943	0	943
2004	163	2	9	36	67	478	25	23	4	1	0	2	810	109	919	1	920
2003	182	2	10	42	67	500	26	18	4	0	1	1	853	96	949	1	950
Junior Members																	
2009	1	0	0	0	0	5	0	0	0	0	0	0	6	0	6	0	6
2008	4	0	0	2	1	10	0	1	0	0	0	0	18	1	19	0	19
2007	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2006	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	1
2005	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2004	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
Life Members																	
2009	16	1	0	9	0	35	1	0	0	0	0	0	62	2	64	0	64
2008	20	1	0	6	1	52	1	1	0	0	0	0	82	4	86	0	86
2007	17	0	0	5	1	50	1	1	0	0	0	0	75	4	79	0	79
2006	15	0	0	5	1	49	0	1	0	0	0	0	71	4	75	0	75
2005	15	0	0	5	2	46	0	1	0	0	0	0	69	4	73		73
2004	15	0	0	5	2	47	0	1	0	0	0	0	70	3	73	0	73
2003	14	0	0	5	2	49	0	1	0	0	0	0	71	2	73	0	73

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CLYDESDALE HORSE ASSOCIATION OF CANADA																	
REGISTRATIONS -- PURE																	
2009	181	115	74	33	1	41	2	8	4	0	0	0	459	1	460	0	460
2008	182	106	97	57	8	34	11	2	4	0	0	0	501	0	501	0	501
2007	163	59	83	64	9	39	15	8	3	0	0	0	443		443		443
2006	142	79	79	38	5	31	9	9	9	0	0	0	401	0	401	0	401
2005	177	105	85	50	7	41	8	3	9	0	0	0	485	2	487	0	487
2004	141	80	53	46	5	12	12	6	9	0	0	0	364	0	364	0	364
2003	167	78	76	55	10	27	8	7	7	0	0	0	435	1	436	0	436
TRANSFERS -- PURE																	
2009	216	54	61	46	6	21	9	2	1	0	0	0	416	66	482	0	482
2008	221	75	82	55	4	39	15	5	10	0	0	0	506	71	577	2	579
2007	214	79	65	35	13	33	17	9	1	0	0	0	466	91	557	2	559
2006	215	75	79	71	4	31	13	13	9	0	0	0	510	44	554	1	555
2005	247	83	77	49	18	48	8	13	5	0	0	0	548	44	592	4	596
2004	206	67	77	33	13	43	23	5	11	0	33	2	513	0	513	0	513
2003	184	39	92	45	18	52	7	7	6	0	0	0	450	21	471	9	480
EXPORTS																	
2009	48	19	11	7	0	3	1	0	0	0	0	0	89	0	89	0	89
2008	57	22	15	9	1	3	1	0	0	0	0	0	108	0	108	0	108
2007	52	39	18	10	1	0	3	0	0	0	0	0	123	0	123	0	123
2006	62	32	28	25	0	4	2	0	0	0	0	0	153		153		153
2005	76	33	15	12	6	0	0	0	0	0	0	0	142	0	142	0	142
2004	77	31	30	14	8	0	3	0	0	0	0	0	163	0	163	0	163
2003	59	11	17	10	8	3	2	0	1	0	0	0	111	0	111	0	111
SEMEN TRANSFERS																	
2008	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1
2007	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1
2006	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2005	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2004	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
<i>Annual Members</i>																	
2009	124	20	21	19	8	35	13	14	3	0	0	0	257	18	275	0	275
2008	129	20	20	16	9	31	14	11	4	0	0	0	254	15	269	0	269
2007	126	22	23	12	11	30	16	11	5	0	0	0	256	21	277	0	277
2006	127	25	28	20	10	30	13	11	7	0	0	0	271	21	292	0	292
2005	114	25	30	17	12	32	16	7	5	0	0	0	258	20	278	0	278
2004	115	28	26	16	15	40	15	8	6	0	0	0	269	20	289	0	289
2003	104	22	28	16	14	36	11	7	6	0	0	0	244	19	263	1	264
<i>Life Members</i>																	
2009	63	9	26	13	5	14	10	8	4	1	0	0	153	5	158	1	159
2008	61	9	24	13	5	14	9	8	4	1	0	0	148	5	153	2	155
2007	59	10	23	14	5	13	8	8	3	1	0	0	144	5	149	2	151
2006	56	10	21	14	4	9	5	7	3	1	0	0	130	4	134	2	136
2005	55	10	19	14	4	8	4	6	3	1	0	0	124	4	128	2	130
2004	47	10	15	14	4	6	4	6	3	1	0	0	110	4	114	2	116
2003	47	9	16	14	4	5	4	6	3	1	0	0	109	4	113	2	115

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN CONNEMARA PONY SOCIETY																	
REGISTRATIONS -- NON PURE																	
2009	2	0	2	6	1	0	0	0	0	0	0	0	11	0	11	0	11
2008	1	0	1	24	4	1	0	0	0	0	0	0	31	0	31	0	31
2007	1	0	0	1	0	0	0	0	0	0	0	0	2	0	2	0	2
REGISTRATIONS -- PURE																	
2009	9	1	3	4	2	6	0	0	0	0	0	0	25	0	25	0	25
2008	10	0	1	32	8	4	0	0	0	0	0	0	55	1	56	0	56
2007	0	0	1	1	0	0	0	0	0	0	0	0	2	0	2	0	2
TRANSFERS -- NON-PURE																	
2009	0	0	0	1	1	0	0	0	0	0	0	0	2	0	2	0	2
2008	1	0	0	9	1	0	0	0	0	0	0	0	11	0	11	0	11
2007	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1
TRANSFERS -- PURE																	
2009	1	1	0	7	1	4	0	0	0	0	0	0	14	1	15	0	15
2008	2	0	1	18	5	0	0	0	0	0	0	0	26	3	29	3	32
2007	0	0	1	1	0	0	0	0	0	0	0	0	2	0	2	0	2
EXPORTS																	
2009	0	0	0	0	0	2	0	0	0	0	0	0	2	0	2	0	2
2008	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
2007	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
Annual Members																	
2009	12	4	3	20	14	3	0	1	0	0	0	0	57	0	57	1	58
2008	9	1	2	19	15	5	0	0	0	0	0	0	51	0	51	1	52
2007	12	2	1	11	10	2	0	0	0	0	0	0	38	0	38	0	38
Associate Annual Members																	
2009	1	0	0	2	1	0	0	0	0	0	0	0	4	0	4	0	4
2008	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2007	0	0	3	0	0	0	0	0	0	0	0	0	3	0	3	0	3
Junior Members																	
2009	2	0	0	2	1	0	0	0	0	0	0	0	5	0	5	0	5
2008	1	0	1	2	0	0	0	0	0	0	0	0	4	0	4	0	4
2007	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN FJORD HORSE ASSOCIATION																	
REGISTRATIONS-- PURE																	
2009	19	1	12	15	7	3	4	0	0	0	0	0	61	2	63	0	63
2008	16	4	10	30	6	2	2	0	0	0	0	0	70	1	71	0	71
2007	13	2	28	23	8	3	1	0	0	0	0	0	78	9	87	0	87
2006	22	7	21	25	18	3	4	0	0	0	0	0	100	10	110		110
2005	14	9	40	34	12	4	2	0	0	0	0	0	115	8	123	0	123
2004	31	5	24	18	17	3	1	0	0	0	0	0	99	11	110	0	110
2003	17	9	39	24	28	5	1	0	0	0	0	0	123	7	130	0	130
TRANSFERS -- PURE																	
2009	15	9	12	25	12	3	2	0	0	0	0	0	78	14	92	1	93
2008	14	7	19	29	18	8	4	1	0	0	0	0	100	13	113	1	114
2007	36	8	28	50	26	4	4	0	0	0	0	0	156	28	184	0	184
2006	37	4	23	31	23	3	7	0	0	0	0	0	128	15	143	2	145
2005	49	10	23	36	28	3	0	0	0	0	0	0	149	25	174	0	174
2004	36	23	29	30	39	2	4	0	0	0	0	0	163	52	215	0	215
2003	36	26	39	25	24	2	3	0	0	0	0	0	155	29	184	1	185
EXPORTS																	
2009	0	0	1	1	7	0	0	0	0	0	0	0	9	0	9	0	9
2008	4	2	4	1	8	1	0	1	0	0	0	0	21	0	21	0	21
2007	5	0	1	4	7	0	1	0	0	0	0	0	18	0	18	0	18
2006	7	0	5	2	6	0	0	0	0	0	0	0	20	0	20	0	20
2005	8	1	13	3	13	0	0	0	0	0	0	0	38	0	38	0	38
2004	5	4	3	6	16	0	0	0	0	0	0	0	34	0	34	0	34
2003	10	9	12	5	9	1	0	0	0	0	0	0	46	0	46	0	46
Annual Members																	
2009	39	9	13	41	24	8	2	5	1	0	0	0	142	11	153	0	153
2008	36	7	15	40	23	5	3	4	2	0	0	0	135	8	143	0	143
2007	38	9	22	39	23	5	2	2	1	0	0	0	141	17	158	0	158
2006	37	8	24	36	27	7	4	3	1	0	0	0	147	16	163	0	163
2005	35	11	23	33	28	7	4	3	1	0	0	0	145	16	161	0	161
2004	36	12	25	35	32	8	3	2	1	0	0	0	154	18	172	0	172
2003	36	16	24	38	30	7	5	3	1	0	0	0	160	20	180	0	180

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN HACKNEY SOCIETY																	
REGISTRATIONS -- PURE																	
2009	39	0	7	0	0	3	0	1	0	0	0	0	50	0	50	0	50
2008	30	0	0	1	6	2	0	0	0	0	0	0	39	0	39	0	39
2007	29	3	0	0	0	0	0	4	0	0	0	0	36	1	37	0	37
2006	48	4	0	0	0	0	0	3	0	0	0	0	55	1	56	0	56
2005	48	1	0	0	1	1	0	0	0	0	0	0	51	0	51	0	51
2004	48	1	0	0	1	0	0	2	0	0	0	0	52	1	53	0	53
2003	48	0	0	1	0	2	0	2	0	0	0	0	53	2	55	0	55
TRANSFERS -- PURE																	
2009	32	0	1	0	2	9	0	1	0	0	0	0	45	32	77	0	77
2008	56	2	0	0	10	1	0	0	0	0	0	0	69	22	91	0	91
2007	41	4	0	0	0	7	0	5	0	0	0	0	57	37	94	0	94
2006	46	4	0	0	0	8	0	1	0	0	0	0	59	12	71		71
2005	57	2	0	2	0	5	0	0	0	0	0	0	66	30	96		96
2004	52	1	0	0	1	5	0	0	0	0	0	0	59	15	74	0	74
2003	40	2	0	2	0	10	0	2	0	0	0	0	56	31	87	0	87
EXPORTS																	
2009	1	0	0	0	0	0	0	1	0	0	0	0	2	0	2	0	2
2008	7	1	0	0	1	1	0	0	0	0	0	0	10	0	10	0	10
2007	8	0	0	0	0	1	0	3	0	0	0	0	12	0	12	0	12
2006	17	0	0	0	0	0	0	0	0	0	0	0	17	0	17	0	17
2005	13	0	0	1	0	0	0	0	0	0	0	0	14	0	14	0	14
2004	16	0	0	0	0	1	0	0	0	0	0	0	17	0	17	0	17
2003	8	0	0	0	0	3	0	0	0	0	0	0	11	0	11	0	11
Annual Members																	
2009	98	9	5	1	0	11	0	2	0	0	0	0	126	4	130	0	130
2008	100	6	3	2	0	9	0	4	0	0	0	0	124	6	130	0	130
2007	98	4	3	0	1	7	0	2	0	0	0	0	115	5	120	0	120
2006	102	9	3	1	1	10	0	4	0	0	0	0	130	9	139	0	139
2005	111	5	3	1	1	11	0	3	0	0	0	0	135	12	147	0	147
2004	126	5	2	1	2	13	0	3	0	0	0	0	152	12	164	0	164
2003	124	6	2	2	1	14	0	3	0	0	0	0	152	13	165	0	165

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
<i>Junior Members</i>																	
2009	22	0	0	0	0	1	0	0	0	0	0	0	23	0	23	0	23
2008	28	0	0	0	0	1	0	0	0	0	0	0	29	0	29	0	29
2007	28	0	0	0	1	1	0	0	0	0	0	0	30	0	30	0	30
2006	29	0	0	0	0	2	0	0	0	0	0	0	31	0	31	0	31
2005	23	0	0	0	0	1	0	0	0	0	0	0	24	2	26	0	26
2004	13	0	0	0	0	1	0	0	0	0	0	0	14	3	17	0	17
2003	15	0	0	0	0	0	0	0	0	0	0	0	15	3	18	0	18
<i>Life Members</i>																	
2009	11	0	0	0	0	1	0	0	0	0	0	0	12	3	15	0	15
2008	11	0	0	0	0	1	0	0	0	0	0	0	12	3	15	0	15
2007	10	0	0	0	0	1	0	0	0	0	0	0	11	3	14	0	14
2006	14	0	0	0	0	2	0	0	0	0	0	0	16	4	20	0	20
2005	14	0	0	0	0	2	0	0	0	0	0	0	16	4	20	0	20
2004	14	0	0	0	0	2	0	0	0	0	0	0	16	4	20	0	20
2003	14	0	0	0	0	2	0	0	0	0	0	0	16	4	20	0	20

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN HAFLINGER ASSOCIATION																	
REGISTRATIONS -- PURE																	
2009	47	0	0	0	0	64	0	4	0	0	0	0	115	0	115	0	115
2008	55	0	2	0	2	93	2	6	1	0	0	0	161	1	162		162
2007	67	0	0	0	2	90	2	14	0	0	0	0	175	0	175	0	175
2006	97	0	1	1	3	107	2	7	0	0	0	0	218	0	218	0	218
2005	93	0	2	0	4	160	2	4	0	0	0	0	265		265		265
2004	79	0	1	0	2	114	1	8	0	0	0	0	205	0	205	1	206
2003	113	0	0	0	3	109	1	22	0	0	0	0	248	0	248	0	248
TRANSFERS -- PURE																	
2009	73	0	0	1	1	105	3	8	0	0	0	0	191	5	196	0	196
2008	104	0	0	1	6	137	4	8	2	0	0	0	262	18	280	0	280
2007	102	0	0	1	4	154	11	3	0	0	0	0	275	44	319	0	319
2006	92	0	1	0	11	146	2	9	0	0	0	0	261	40	301	0	301
2005	98	0	2	0	5	160	3	6	0	0	0	0	274	105	379	1	380
2004	101	0	1	0	8	129	1	5	0	0	0	0	245	89	334	2	336
2003	104	0	0	0	6	146	2	5	0	0	0	0	263	108	371	2	373
SEMEN TRANSFERS																	
2009	-	-	-	-	-	-	-	-	-	-	-	-	0		0	0	0
2008	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2007	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2006	0	0	0	0	0	1	0	0	0	0	0	0	1	0	1	0	1
2005	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1
2004	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2003	1	0	0	0	0	0	0	0	0	0	0	0	1	4	5	1	6
EXPORTS																	
2009	-	-	-	-	-	-	-	-	-	-	-	-	0		0	0	0
2008	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2007	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2006	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2005	0	0	0	0	0	1	0	0	0	0	0	0	1		1		1
2004	2	0	0	0	0	2	0	0	0	0	0	0	4	0	4	0	4
2003	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
<i>Annual Members</i>																	
2009	98	0	3	3	6	95	4	8	1	0	0	0	218	0	218	0	218
2008	104	0	3	3	8	107	3	7	1	0	0	0	236	0	236	0	236
2007	107	0	3	2	10	102	3	8	1	0	0	0	236	0	236	0	236
2006	131	0	3	2	9	107	1	11	0	0	0	0	264	1	265	0	265
2005	116	0	3	2	8	95	1	9	0	0	0	0	234	1	235	0	235
2004	123	0	2	2	8	85	1	7	0	0	0	1	229	0	229	0	229
2003	114	0	1	1	6	79	0	9	0	0	0	1	211	3	214	0	214
<i>Junior Members</i>																	
2009	0	0	0	0	1	4	0	0	0	0	0	0	5	0	5	0	5
2008	1	0	0	0	0	3	0	0	0	0	0	0	4	0	4	0	4
2007	1	0	0	0	0	3	0	0	0	0	0	0	4	0	4	0	4
2006	4	0	0	0	0	0	0	0	0	0	0	0	4	0	4	0	4
2005	3	0	0	0	0	0	0	0	0	0	0	0	3	0	3	0	3
2004	3	0	0	0	0	0	0	0	0	0	0	0	3	0	3	0	3
2003	5	0	0	0	0	1	0	0	0	0	0	0	6	0	6	0	6
<i>Life Members</i>																	
2009	8	0	0	0	1	2	0	0	0	0	0	0	11	0	11	0	11
2008	9	0	0	0	1	2	0	0	0	0	0	0	12	0	12	0	12
2007	9	0	0	0	1	2	0	0	0	0	0	0	12	0	12	0	12
2006	9	0	0	0	1	1	1	0	0	0	0	0	12	0	12	0	12
2005	8	0	0	0	1	1	1	0	0	0	0	0	11	0	11	0	11
2004	8	0	0	0	1	1	1	0	0	0	0	0	11	0	11	0	11
2003	7	0	0	0	1	1	1	0	0	0	0	0	10	0	10	0	10

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN ICELANDIC HORSE FEDERATION																	
REGISTRATIONS -- PURE																	
2009	4	14	0	2	32	0	0	0	0	0	0	0	52	0	52	0	52
2008	11	5	0	3	50	0	0	0	0	0	0	0	69	0	69	0	69
2007	23	6	2	6	33	0	0	0	0	0	0	0	70	1	71	0	71
2006	22	3	1	4	67	1	15	0	0	0	0	0	113	1	114	0	114
2005	14	7	0	4	103	0	2	0	0	0	0	0	130	2	132		132
2004	16	15	1	6	46	0	2	0	0	0	0	0	86	2	88	0	88
2003	12	6	2	5	92	0	2	0	0	0	0	0	119	1	120	0	120
TRANSFERS -- PURE																	
2009	16	4	1	4	44	0	4	0	0	0	0	0	73	5	78	0	78
2008	10	2	0	4	44	1	5	2	0	0	0	0	68	6	74	1	75
2007	19	7	0	7	63	1	1	0	0	0	0	0	98	4	102	1	103
2006	13	4	0	3	28	1	8	1	0	0	0	0	58	7	65	4	69
2005	14	8	0	2	65	0	4	0	0	0	0	0	93	18	111	9	120
2004	20	10	1	8	61	1	0	0	0	0	0	0	101	10	111	12	123
2003	18	5	1	11	137	0	3	0	0	0	0	0	175	7	182	12	194
EXPORTS																	
2009	2	0	0	0	9	0	0	0	0	0	0	0	11	0	11	0	11
2008	1	1	0	0	7	0	0	0	0	0	0	0	9	0	9	0	9
2007	4	2	0	1	15	1	0	0	0	0	0	0	23	0	23	0	23
2006	1	2	0	1	12	0	1	1	0	0	0	0	18		18		18
2005	6	1	0	1	15	0	0	0	0	0	0	0	23	0	23	0	23
2004	3	6	0	1	33	0	0	0	0	0	0	0	43	0	43	0	43
2003	2	2	1	1	32	0	1	0	0	0	0	0	39	0	39	0	39
Dual Annual Members																	
2005	6	3	1	2	6	1	0	1	0	0	0	0	20	0	20	0	20
Individual Annual Members																	
2009	49	9	4	7	46	3	3	5	1	0	0	0	127	7	134	1	135
2008	50	10	6	9	60	4	3	5	0	0	0	0	147	8	155	1	156
2007	51	9	6	10	56	4	5	3	0	0	0	0	144	11	155	1	156
2006	48	10	6	12	49	3	2	3	0	0	0	0	133	9	142	1	143
2005	36	4	4	11	40	2	4	1	0	0	0	0	102	8	110	0	110
2004	34	7	3	13	42	3	3	2	0	0	0	0	107	8	115	0	115
2003	36	4	4	16	46	3	2	2	0	0	0	0	113	4	117	0	117

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
<i>Junior Members</i>																	
2009	2	1	0	0	9	0	0	0	0	0	0	0	12	0	12	0	12
2008	7	1	0	0	5	0	1	0	0	0	0	0	14	0	14	0	14
2007	4	1	0	0	3	0	1	0	0	0	0	0	9	0	9	0	9
2006	4	0	0	0	2	0	1	0	0	0	0	0	7	0	7	0	7
2005	3	0	0	0	1	0	2	0	0	0	0	0	6	0	6	0	6
2004	1	0	0	0	2	0	0	0	0	0	0	0	3	0	3	0	3
2003	2	0	0	0	3	0	0	0	0	0	0	0	5	0	5	0	5
<i>Life Members</i>																	
2009	6	0	0	2	4	0	0	0	0	0	0	0	12	0	12	0	12
2008	6	0	0	2	4	0	0	0	0	0	0	0	12	0	12	0	12
2007	5	0	0	2	5	0	0	0	0	0	0	0	12	0	12	0	12
2006	5	0	0	2	4	0	0	0	0	0	0	0	11	0	11	0	11
2005	7	0	0	2	4	0	0	0	0	0	0	0	13	0	13	0	13
2004	8	0	0	2	4	0	0	0	0	0	0	0	14	0	14	1	15
2003	9	0	0	2	4	0	0	0	0	0	0	0	15	0	15	1	16

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
MINIATURE HORSE ASSOCIATION OF CANADA																	
REGISTRATIONS -- PURE																	
2009	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
2008	0	0	1	4	0	3	0	0	0	0	0	0	8	0	8	0	8
2007	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
2006	0	0	9	0	0	0	0	0	0	0	0	0	9	0	9	0	9
2005	0	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	1
2004	2	0	1	0	0	0	0	0	0	0	0	0	3	0	3	0	3
2003	0	0	3	1	0	0	0	0	0	0	0	0	4	0	4	0	4
TRANSFERS -- PURE																	
2009	0	0	0	1	0	0	0	0	0	0	0	0	1	3	4	0	4
2008	0	0	0	5	0	5	0	0	0	0	0	0	10	0	10	0	10
2007	1	0	3	1	0	0	0	0	0	0	0	0	5	0	5	0	5
2006	0	0	2	0	0	0	0	0	0	0	0	0	2	0	2	0	2
2005	1	0	1	0	0	0	0	0	0	0	0	0	2	0	2	0	2
2004	3	0	3	1	0	0	0	0	0	0	0	0	7	0	7	0	7
2003	0	0	6	2	1	0	0	0	0	0	0	0	9	0	9	0	9
EXPORTS																	
2009	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
2008	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2007	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2006	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2005	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2004	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
Annual Members																	
2009	2	0	1	1	0	2	0	0	0	0	0	0	6	0	6	0	6
2008	3	0	2	1	1	1	0	0	0	0	0	0	8	0	8	0	8
2007	2	1	3	2	1	1	0	0	0	0	0	0	10	0	10	0	10
2006	3	1	3	1	1	0	0	0	0	0	0	0	9	0	9	0	9
2005	5	1	3	2	2	0	0	0	0	0	0	0	13	0	13	0	13
2004	4	1	3	3	2	0	0	0	0	0	0	0	13	0	13	0	13
2003	2	1	2	6	2	0	0	0	0	0	0	0	13	0	13	0	13

<i>Registries at the Canadian Livestock Records Corporation (CLRC)</i>																	
	<i>ON</i>	<i>MB</i>	<i>SK</i>	<i>AB</i>	<i>BC</i>	<i>QC</i>	<i>NB</i>	<i>NS</i>	<i>PE</i>	<i>NL</i>	<i>NT</i>	<i>YT</i>	<i>TOTAL</i>	<i>US</i>	<i>TOTAL</i>	<i>OTHER</i>	<i>TOTAL</i>
<i>Junior Members</i>																	
<i>2009</i>	2	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0	2
<i>2008</i>	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
<i>2007</i>	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
<i>2006</i>													0		0		0
<i>2005</i>													0		0		0
<i>2004</i>													0		0		0
<i>2003</i>													0		0		0

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN MORGAN HORSE ASSOCIATION, INC.																	
REGISTRATIONS -- NON-PURE																	
2009	3	5	0	5	1	1	0	1	0	0	0	0	16	0	16	0	16
2008	4	4	1	8	5	1	0	1	0	0	0	0	24	0	24	0	24
2007	4	1	7	11	4	4	0	1	1	0	0	0	33	0	33	0	33
2006	10	8	4	9	2	0	2	1	0	0	0	0	36	0	36	0	36
2005	15	4	3	13	6	1	0	1	0	0	0	0	43	0	43	0	43
2004	9	1	4	7	7	1	2	1	0	0	0	0	32	0	32	0	32
2003	14	2	2	16	7	4	2	0	0	0	0	0	47	0	47	0	47
REGISTRATIONS -- PURE																	
2009	67	16	30	153	39	12	2	10	0	0	0	0	329	2	331	0	331
2008	62	31	48	153	53	10	3	4	0	0	0	1	365	1	366	0	366
2007	71	11	54	207	42	13	8	3	0	0	0	0	409	4	413	0	413
2006	96	19	62	244	42	11	3	7	4	0	0	0	488	4	492	0	492
2005	110	26	50	235	55	14	8	12	1	0	0	0	511	4	515		515
2004	72	16	61	218	73	10	4	6	5	0	0	0	465	3	468	0	468
2003	83	17	63	234	84	12	11	14	2	0	0	2	522	0	522	0	522
TRANSFERS -- NON-PURE																	
2009	5	0	3	6	3	0	1	2	0	0	0	0	20	0	20	0	20
2008	3	1	2	10	5	0	0	1	0	0	0	0	22	1	23	0	23
2007	3	2	2	3	5	2	0	1	1	0	0	0	19	0	19	0	19
2006	8	0	13	10	1	0	0	0	0	0	0	0	32	0	32	0	32
2005	8	1	2	6	3	2	0	0	0	0	0	0	22	2	24	5	29
2004	7	0	2	6	9	0	0	0	0	0	0	0	24	0	24	6	30
2003	12	3	1	13	10	1	1	0	0	0	0	0	41	1	42	0	42
TRANSFERS -- PURE																	
2009	70	27	54	176	42	12	1	10	2	0	0	0	394	101	495	0	495
2008	71	15	55	174	51	15	2	7	2	1	0	0	393	114	507	0	507
2007	72	12	55	230	59	12	10	6	0	0	0	0	456	79	535	0	535
2006	97	13	69	225	73	22	3	10	7	0	0	0	519	79	598	0	598
2005	127	19	89	236	91	22	6	14	1	0	0	0	605	76	681		681
2004	113	11	73	243	96	27	7	6	3	1	0	0	580	82	662	1	663
2003	126	11	111	294	118	25	14	14	0	0	0	2	715	69	784	0	784

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
EXPORTS																	
2009	30	4	1	25	1	2	0	0	1	0	0	0	64	0	64	0	64
2008	22	4	1	16	8	0	0	0	0	0	0	0	51	0	51	0	51
2007	24	4	11	49	9	3	0	0	0	0	0	0	100	0	100	0	100
2006	57	2	12	67	9	4	0	1	2	0	0	0	154	0	154	0	154
2005	69	3	11	78	15	6	1	0	0	0	0	0	183		183		183
2004	46	5	27	83	15	4	0	0	3	1	0	0	184	0	184	0	184
2003	32	3	22	81	22	5	0	1	0	0	0	0	166	0	166	0	166
Annual Members																	
2009	136	26	34	208	82	26	21	37	4	0	0	2	576	0	576	0	576
2008	144	27	34	218	88	31	21	38	5	1	0	2	609	0	609	0	609
2007	156	26	44	224	86	31	24	45	5	0	0	1	642	0	642	0	642
2006	158	27	43	221	103	32	23	44	6	0	0	2	659	0	659	0	659
2005	168	26	47	218	109	33	25	50	6	1	0	2	685	0	685	0	685
2004	174	30	54	234	107	41	26	47	4	0	0	1	718	0	718	0	718
2003	184	32	59	244	117	34	25	54	5	1	0	1	756	0	756	0	756
Associate Annual Members																	
2009	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1
2008	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	2
2007	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	0	2
2006	0	0	0	0	0	0	0	0	0	0	0	0	0	4	4	1	5
2005	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	1	3
2004	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	1	3
2003	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	1	2
Life Members																	
2009	28	15	8	29	18	10	10	7	0	0	0	0	125	1	126	0	126
2008	29	14	9	30	18	10	10	7	0	0	0	0	127	1	128	0	128
2007	25	14	9	31	18	9	10	8	0	0	0	0	124	2	126	0	126
2006	26	15	9	27	18	9	10	8	0	0	0	0	122	1	123	0	123
2005	27	16	9	24	20	9	10	9	0	0	0	0	124	2	126	0	126
2004	25	16	9	24	19	9	9	12	0	0	0	0	123	3	126	0	126
2003	24	17	8	26	18	9	10	11	0	0	0	0	123	3	126	0	126

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
<i>Youth Members</i>																	
2009	10	1	0	19	1	0	3	3	0	0	0	0	37	0	37	0	37
2008	12	0	3	25	4	0	1	3	0	0	0	0	48	0	48	0	48
2007	14	3	3	33	5	3	2	3	0	0	0	0	66	0	66	0	66
2006	24	3	3	39	11	7	4	4	1	0	0	0	96	0	96	0	96
2005	26	3	6	32	10	6	1	10	0	0	0	0	94	0	94	0	94
2004	28	1	10	20	5	7	1	6	0	0	0	0	78	0	78	0	78
2003	13	0	1	8	3	3	1	7	0	0	0	1	37	0	37	0	37
<i>Youth Members without a subscription</i>																	
2009	8	1	0	18	1	0	1	3	0	0	0	0	32	0	32	0	32
2008	9	2	1	20	3	0	2	6	0	0	0	0	43	0	43	0	43
2007	11	2	1	21	4	2	3	7	0	0	0	0	51	0	51	0	51
2006	13	3	2	26	3	1	2	5	0	0	0	0	55	0	55	0	55
2005	7	2	3	16	2	2	3	9	0	0	0	0	44	0	44	0	44
2004	8	1	2	14	1	1	1	7	0	0	0	0	35	0	35	0	35
2003	7	1	4	17	1	1	4	7	0	0	0	0	42	0	42	0	42

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN PALOMINO HORSE ASSOCIATION																	
REGISTRATIONS -- PURE																	
2009	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2008	0	0	0	2	0	0	0	0	0	0	0	0	2	0	2	0	2
2007	0	0	0	0	0	2	0	0	0	0	0	0	2	0	2	0	2
2006	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1
2005	4	0	0	0	0	0	0	0	0	0	0	0	4	0	4	0	4
2004	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
TRANSFERS -- PURE																	
2009	-	-	-	-	-	-	-	-	-	-	-	-	0	0	0	0	0
2008	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2007	1	0	0	0	0	1	0	0	0	0	0	0	2	0	2	0	2
2006	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1
2005	2	0	0	0	1	1	0	0	0	0	0	0	4	0	4	0	4
2004	1	2	0	0	0	2	0	0	0	0	0	0	5	0	5	0	5
2003	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1
Annual Members																	
2009	11	0	0	0	0	0	0	0	0	0	0	0	11	0	11	0	11
2008	12	0	0	0	0	2	0	1	0	0	0	0	15	0	15	0	15
2007	15	0	0	1	0	1	0	1	0	0	0	0	18	0	18	0	18
2006	10	0	0	1	0	1	0	1	0	0	0	0	13	0	13	0	13
2005	11	0	0	0	0	1	0	1	0	0	0	0	13	0	13	0	13
2004	9	0	0	0	0	1	0	1	0	0	0	0	11	0	11	0	11
2003	9	0	0	0	0	1	0	1	0	0	0	0	11	0	11	0	11
Life Member																	
2009	5	0	1	1	1	0	0	0	0	0	0	0	8	0	8	0	8
2008	5	0	1	1	1	0	0	0	0	0	0	0	8	0	8	0	8
2007	5	0	1	1	1	0	0	0	0	0	0	0	8	0	8	0	8
2006	5	0	1	1	1	0	0	0	0	0	0	0	8	0	8	0	8
2005	5	0	1	1	1	0	0	0	0	0	0	0	8	0	8	0	8
2004	3	0	1	1	1	0	0	0	0	0	0	0	6	0	6	0	6
2003	4	0	1	1	0	0	0	0	0	0	0	0	6	0	6	0	6

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN PERCHERON ASSOCIATION																	
REGISTRATIONS -- PURE																	
2009	120	394	19	88	7	62	19	14	2	0	0	0	725	6	731	0	731
2008	195	432	38	111	23	67	37	12	3	0	0	0	918	0	918	0	918
2007	145	454	37	84	21	72	32	6	5	0	0	0	856	2	858	7	865
2006	162	512	38	122	33	71	21	6	7	0	0	0	972	2	974		974
2005	155	401	99	153	21	102	35	4	7	0	0	0	977	2	979		979
2004	160	621	62	115	28	88	36	10	4	0	0	2	1126	1	1127		1127
2003	135	405	141	146	23	79	28	6	5	0	0	0	968	2	970	0	970
TRANSFERS -- PURE																	
2009	159	102	37	84	20	78	24	7	1	0	0	0	512	163	675	0	675
2008	170	149	22	101	30	81	35	9	3	0	0	0	600	240	840	0	840
2007	143	222	46	99	24	87	24	2	8	1	0	0	656	91	747	2	749
2006	182	251	29	227	19	103	36	9	14	0	4	0	874	62	936		936
2005	185	350	87	100	40	86	26	22	5	0	0	0	901	101	1002		1002
2004	192	421	99	97	32	102	38	18	5	0	0	0	1004	56	1060	0	1060
2003	208	206	81	108	22	111	17	5	7	0	0	0	765	75	840	0	840
EXPORTS																	
2009	12	33	5	5	0	12	0	0	0	0	0	0	67	0	67	0	67
2008	16	55	1	11	0	3	0	0	0	0	0	0	86	0	86	0	86
2007	14	111	6	17	0	4	2	0	0	0	0	0	154	0	154	0	154
2006	44	119	0	65	0	6	0	1	0	0	0	0	235	0	235	0	235
2005	26	71	11	31	0	14	7	7	0	0	0	0	167	0	167	0	167
2004	61	107	13	18	0	7	6	2	0	0	0	0	214	0	214	0	214
2003	33	43	3	22	0	8	4	0	0	0	0	0	113	0	113	0	113
SEMEN TRANSFERS																	
2009	0	1	0	0	0	3	0	0	0	0	0	0	4	9	13	0	13
2008	0	0	0	1	0	2	0	0	0	0	0	0	3	15	18	0	18
2007	0	0	0	0	0	0	0	0	0	0	0	0	0	7	7	0	7
2006	0	0	0	0	0	2	0	0	0	0	0	0	2	12	14	0	14
2005	0	0	0	0	0	1	0	0	0	0	0	0	1	8	9		9
2004	0	0	0	0	0	0	0	0	0	0	0	0	0	16	16		16
2003	0	0	0	0	0	1	0	0	0	0	0	0	1	14	15	0	15

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
Annual Members																	
2009	154	44	35	66	20	86	40	23	4	0	0	1	473	6	479	1	480
2008	166	52	34	75	23	91	39	22	5	0	0	1	508	6	514	1	515
2007	168	51	36	74	19	96	44	19	6	0	0	1	514	6	520	1	521
2006	175	51	38	65	22	107	46	20	5	0	0	1	530	7	537	1	538
2005	174	62	46	65	22	104	43	21	7	0	0	0	544	7	551	1	552
2004	178	60	42	66	20	102	39	20	9	0	0	1	537	5	542	1	543
2003	175	58	49	78	24	113	42	19	6	0	0	0	564	6	570	1	571
Life Members																	
2009	33	8	12	18	2	3	1	4	0	0	0	0	81	2	83	0	83
2008	34	7	12	19	2	3	1	4	0	0	0	0	82	2	84	0	84
2007	40	7	17	26	2	4	1	4	0	0	0	0	101	3	104	0	104
2006	40	8	17	26	2	4	1	4	0	0	0	0	102	3	105	0	105
2005	40	9	17	27	2	4	1	4	0	0	0	0	104	3	107	0	107
2004	39	9	17	27	2	4	1	4	0	0	0	0	103	3	106	0	106
2003	39	9	17	28	2	4	1	4	0	0	0	0	104	3	107	0	107
Patron Member																	
2009	1	1	0	0	0	0	0	0	0	0	0	0	2	0	2	0	2
2008	1	1	1	0	0	0	0	0	0	0	0	0	3	0	3	0	3
2007	1	1	1	0	0	0	0	0	0	0	0	0	3	0	3	0	3
2006	1	1	1	0	0	0	0	0	0	0	0	0	3	0	3	0	3
2005	0	1	1	0	0	0	0	0	0	0	0	0	2	0	2	0	2
2004	0	1	1	0	0	0	0	0	0	0	0	0	2	0	2	0	2
2003	0	1	1	0	0	0	0	0	0	0	0	0	2	0	2	0	2

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
PERUVIAN HORSE ASSOCIATION OF CANADA																	
REGISTRATIONS -- PURE																	
2009	3	0	0	25	19	0	0	0	0	0	0	0	47	7	54	0	54
2008	6	0	0	23	12	0	0	0	0	0	0	0	41	7	48	0	48
2007	5	0	2	31	28	0	0	0	0	0	0	0	66	3	69	0	69
2006	3	1	2	32	20	0	0	0	0	0	0	0	58	2	60		60
2005	5	0	1	38	18	0	0	0	0	0	0	0	62	2	64	0	64
2004	2	0	2	35	15	0	0	0	0	0	0	0	54	7	61	0	61
2003	6	1	1	36	17	0	0	0	0	0	0	0	61	15	76	0	76
TRANSFERS -- PURE																	
2009	3	0	1	21	23	1	0	0	0	0	0	0	49	7	56	4	60
2008	8	3	4	26	30	0	0	0	0	0	0	0	71	18	89	0	89
2007	4	0	2	31	30	0	0	0	0	1	0	0	68	14	82		82
2006	7	0	3	27	33	0	0	0	0	0	0	0	70	16	86		86
2005	11	0	2	53	30	1	0	0	0	0	0	0	97	8	105	10	115
2004	4	1	2	35	35	0	0	0	0	0	0	0	77	14	91		91
2003	15	2	5	57	32	0	0	0	0	0	0	0	111	18	129	1	130
EXPORTS																	
2009	0	0	0	5	2	0	0	0	0	0	0	0	7	0	7	0	7
2008	0	0	0	4	2	0	0	0	0	0	0	0	6	0	6	0	6
2007	1	0	0	5	8	0	0	0	0	0	0	0	14	0	14	0	14
2006	0	0	1	4	7	0	0	0	0	0	0	0	12	0	12	0	12
2005	0	0	0	13	6	0	0	0	0	0	0	0	19	0	19	0	19
2004	0	0	1	12	9	0	0	0	0	0	0	0	22	0	22	0	22
2003	3	0	1	10	6	0	0	0	0	0	0	0	20	0	20	0	20
SEMEN TRANSFERS																	
2009	-	-	-	-	-	-	-	-	-	-	-	-	0	0	0	0	0
2008	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2007	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2006	0	0	0	1	0	0	0	0	0	0	0	0	1	1	2	0	2
2005	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1
2004	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1		1
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
Aficionados																	
2009	5	2	1	3	1	0	0	0	0	0	0	0	12	0	12	0	12
2008	6	2	0	5	3	0	0	0	0	0	0	0	16	1	17	0	17
2007	6	1	0	6	3	0	0	0	0	0	0	0	16	3	19	0	19
2006	5	1	0	7	6	1	0	0	0	0	0	0	20	2	22	0	22
2005	5	1	0	8	5	0	0	0	0	0	0	0	19	1	20	0	20
2004	5	0	0	5	4	0	0	0	0	0	0	0	14	1	15	0	15
2003	5	0	0	5	4	0	0	1	0	0	0	0	15	0	15	0	15
Annual Members																	
2009	12	3	3	42	34	0	1	1	0	1	0	0	97	14	111	1	112
2008	13	3	3	43	35	0	1	1	0	1	0	0	100	14	114	1	115
2007	11	3	5	51	43	0	1	1	0	1	0	0	116	11	127	0	127
2006	10	3	5	49	45	1	1	0	0	0	0	0	114	12	126	0	126
2005	12	4	6	55	45	2	1	0	0	0	0	0	125	14	139	0	139
2004	12	4	9	64	41	0	1	0	0	0	0	0	131	17	148		148
2003	8	4	7	67	37	3	1	0	0	0	0	0	127	16	143	1	144
Life Members																	
2009	0	0	2	7	1	0	0	0	0	0	0	0	10	0	10	0	10
2008	0	0	2	7	1	0	0	0	0	0	0	0	10	0	10	0	10
2007	0	0	2	7	1	0	0	0	0	0	0	0	10	1	11	0	11
2006	1	0	2	7	2	0	0	0	0	0	0	0	12	1	13	0	13
2005	1	0	2	7	2	0	0	0	0	0	0	0	12	1	13	0	13
2004	1	0	2	7	2	0	0	0	0	0	0	0	12	1	13	0	13
2003	1	0	2	7	2	0	0	0	0	0	0	0	12	1	13	0	13

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN PONY SOCIETY																	
REGISTRATIONS -- PURE																	
2009	9	2	0	11	3	3	0	0	0	0	0	0	28	1	29	0	29
2008	3	1	7	2	0	3	0	0	0	0	0	0	16	5	21	0	21
2007	5	8	0	1	1	5	0	0	0	0	0	0	20	7	27	0	27
2006	8	3	2	6	0	5	0	0	0	0	0	0	24	0	24	0	24
2005	4	2	4	1	2	3	0	0	0	0	0	0	16	0	16	0	16
2004	1	2	2	4	0	4	0	0	0	0	0	0	13	0	13	0	13
2003	6	0	0	7	0	3	0	2	0	0	0	0	18	0	18	0	18
TRANSFERS - PURE																	
2009	13	0	0	2	0	8	0	0	0	0	0	0	23	5	28	1	29
2008	8	4	0	17	0	5	0	0	0	0	0	0	34	6	40	0	40
2007	3	0	0	3	1	1	0	0	0	0	0	0	8	10	18	0	18
2006	9	0	0	13	10	5	0	0	0	0	0	0	37	12	49	0	49
2005	13	0	1	6	0	4	0	0	0	0	0	0	24	1	25	0	25
2004	4	0	0	12	2	2	0	1	0	0	0	0	21	1	22	0	22
2003	5	0	0	10	0	3	0	0	0	0	0	0	18	1	19	0	19
EXPORTS																	
2009	-	-	-	-	-	-	-	-	-	-	-	-	0	0	0	0	0
2008	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2007	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2006	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2005	2	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0	2
2004	1	0	0	0	0	0	0	1	0	0	0	0	2	0	2	0	2
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
Annual Members																	
2009	30	1	1	3	1	4	0	0	0	0	0	0	40	1	41	0	41
2008	24	2	1	3	1	6	0	0	0	0	0	0	37	1	38	0	38
2007	27	2	1	4	1	6	0	0	0	0	0	0	41	3	44	0	44
2006	24	1	1	3	1	5	0	0	0	0	0	0	35	0	35	0	35
2005	25	0	1	1	1	6	0	0	0	0	0	0	34	0	34	0	34
2004	26	1	1	4	0	8	0	0	0	0	0	0	40	0	40	0	40
2003	20	1	0	3	0	6	0	1	0	0	0	0	31	0	31	0	31

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
<i>Junior Members</i>																	
2009	13	0	0	0	0	0	0	0	0	0	0	0	13	0	13	0	13
2008	9	0	0	0	0	0	0	0	0	0	0	0	9	0	9	0	9
2007	6	0	0	0	0	0	0	0	0	0	0	0	6	0	6	0	6
2006	7	0	0	0	0	0	0	0	0	0	0	0	7	0	7	0	7
2005	13	0	0	0	0	0	0	0	0	0	0	0	13	0	13	0	13
2004	15	0	0	0	0	0	0	0	0	0	0	0	15	0	15	0	15
2003	8	0	0	0	0	0	0	0	0	0	0	0	8	0	8	0	8
<i>Life Members</i>																	
2009	19	2	1	4	2	1	0	0	0	0	0	0	29	0	29	0	29
2008	19	2	1	4	2	1	0	0	0	0	0	0	29	0	29	0	29
2007	19	2	1	4	2	1	0	0	0	0	0	0	29	0	29	0	29
2006	21	2	2	5	4	1	0	0	0	0	0	0	35	0	35	0	35
2005	21	2	2	6	4	1	0	0	0	0	0	0	36	0	36	0	36
2004	24	2	3	6	5	1	0	0	0	0	0	0	41	0	41	0	41
2003	41	3	3	8	9	2	0	0	0	0	0	0	66	1	67	0	67

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN SPORT HORSE ASSOCIATION																	
IDENTIFICATIONS																	
2009	192	22	0	32	37	10	5	5	0	3	0	0	306	0	306	3	309
2008	123	26	1	41	31	15	10	5	3	0	0	0	255	11	266	2	268
2007	197	76	4	49	44	16	12	3	1	0	0	0	402	5	407	7	414
2006	322	1	7	79	65	20	3	4	0	0	0	0	501	13	514	9	523
2005	254	3	32	45	47	23	1	3	0	0	0	0	408	8	416	4	420
2004	156	4	10	24	42	26	10	4	0	0	0	0	276	5	281	1	282
2003	134	0	1	24	42	4	2	7	0	0	0	0	214	8	222	0	222
TRANSFERS - NON-PURE																	
2009	201	12	2	38	28	15	6	5	0	1	0	0	308	26	334	27	361
2008	156	5	6	37	34	19	4	8	3	2	0	1	275	31	306	29	335
2007	226	5	4	56	35	18	13	1	1	1	0	0	360	36	396	20	416
2006	221	1	6	66	65	21	0	2	1	0	0	0	383	40	423	49	472
2005	195	3	8	56	70	43	2	2	0	0	0	0	379	62	441	39	480
2004	157	7	3	30	58	14	5	7	0	0	0	0	281	33	314	22	336
2003	135	4	3	23	60	8	3	1	0	0	0	0	237	25	262	12	274
EXPORTS																	
2009	8	0	1	1	4	0	0	0	0	0	0	0	14	0	14	0	14
2008	9	0	0	1	1	0	0	0	0	0	0	0	11	0	11	0	11
2007	13	0	0	3	2	1	0	0	0	0	0	0	19	0	19	0	19
2006	13	0	4	1	4	0	0	0	0	0	0	0	22	0	22	0	22
2005	9	0	2	4	5	2	0	0	0	0	0	0	22	0	22	0	22
2004	6	0	0	3	3	0	0	0	0	0	0	0	12	0	12	0	12
2003	9	0	0	3	5	1	1	0	0	0	0	0	19	0	19	0	19
Annual Members																	
2009	211	3	3	49	33	22	8	2	0	1	0	0	332	10	342	0	342
2008	210	2	3	49	39	24	16	8	1	0	0	0	352	16	368	1	369
2007	271	6	2	51	74	24	10	10	1	1	0	0	450	13	463	0	463
2006	282	3	1	48	88	24	6	8	0	0	0	0	460	17	477	0	477
2005	279	2	3	44	90	28	7	9	0	0	0	0	462	21	483	0	483
2004	291	2	3	60	70	37	7	14	1	0	0	0	485	19	504	1	505
2003	298	4	3	52	83	23	4	10	0	0	0	0	477	35	512	0	512

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
Associate Annual Member																	
2009	8	0	0	5	1	0	0	1	0	0	0	0	15	0	15	0	15
2008	9	0	0	3	2	0	0	1	0	0	0	0	15	1	16	0	16
2007	16	0	0	3	6	0	1	2	0	0	0	0	28	2	30	0	30
2006	23	0	0	6	7	2	0	2	0	0	0	0	40	2	42	0	42
2005	39	0	0	4	6	2	1	3	0	0	0	0	55	1	56	0	56
2004	42	0	0	3	9	1	3	0	0	0	0	0	58	3	61	0	61
2003	19	0	0	1	9	0	1	1	0	0	0	0	31	2	33	0	33
Life Members																	
2009	92	0	5	12	8	3	1	0	1	0	0	0	122	8	130	1	131
2008	91	0	5	12	8	3	1	0	1	0	0	0	121	8	129	1	130
2007	92	0	5	12	8	3	1	0	1	0	0	0	122	8	130	1	131
2006	89	0	5	12	7	2	1	0	1	0	0	0	117	8	125	0	125
2005	89	0	6	9	7	2	1	0	1	0	0	0	115	8	123	0	123
2004	87	0	6	7	6	2	1	0	1	0	0	0	110	8	118	0	118
2003	84	0	6	7	8	2	1	0	1	0	0	0	109	7	116	0	116
Youth Members																	
2009	3	0	0	1	0	2	1	0	0	0	0	0	7	0	7	0	7
2008	5	0	0	0	0	0	0	0	0	0	0	0	5	0	5	0	5
2007	6	0	0	2	0	0	0	0	0	0	0	0	8	0	8	0	8
2006	0	0	0	1	1	0	0	0	0	0	0	0	2	0	2	0	2
2005	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2004	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN REGISTRY OF THE TENNESSEE WALKING HORSE																	
REGISTRATIONS -- PURE																	
2009	0	3	2	36	11	0	0	0	0	0	0	0	52	1	53	0	53
2008	0	5	5	56	10	0	0	0	0	0	0	0	76	1	77	0	77
2007	1	5	3	58	5	0	0	0	0	0	0	0	72	1	73	0	73
2006	5	7	6	73	14	0	0	1	0	0	0	0	106	2	108	0	108
2005	0	4	6	73	5	0	0	0	0	0	0	0	88	4	92	0	92
2004	1	2	7	87	12	0	0	0	0	0	0	0	109	0	109	0	109
2003	2	3	2	77	6	0	0	0	0	0	0	0	90	1	91	0	91
TRANSFERS -- PURE																	
2009	1	3	4	65	8	1	0	0	0	0	0	0	82	4	86	0	86
2008	4	2	5	74	4	0	0	0	0	0	0	0	89	3	92	0	92
2007	1	3	6	68	11	0	0	0	0	0	0	0	89	1	90	0	90
2006	7	5	8	94	15	0	1	0	0	0	0	0	130	3	133	0	133
2005	1	2	6	77	13	0	0	0	0	0	0	1	100	4	104	0	104
2004	1	2	6	102	6	0	0	0	0	0	0	0	117	2	119	0	119
2003	2	2	11	101	11	0	0	0	0	0	0	0	127	1	128	0	128
EXPORTS																	
2009	0	0	0	2	0	0	0	0	0	0	0	0	2	0	2	0	2
2008	0	0	0	2	0	0	0	0	0	0	0	0	2	0	2	0	2
2007	0	0	1	0	0	0	0	0	0	0	0	0	1	0	1	0	1
2006	0	0	0	9	2	0	0	0	0	0	0	0	11	0	11	0	11
2005	0	0	0	4	1	0	0	0	0	0	0	0	5	0	5	0	5
2004	0	0	0	5	0	0	0	0	0	0	0	0	5	0	5	0	5
2003	0	0	0	8	0	0	0	0	0	0	0	0	8	0	8	0	8
Annual Members																	
2009	4	3	7	56	14	2	0	2	0	0	0	0	88	2	90	0	90
2008	8	4	8	64	16	0	0	1	0	0	0	0	101	3	104	0	104
2007	5	4	10	43	16	0	0	1	0	0	0	0	79	3	82	0	82
2006	8	4	14	66	21	0	0	1	0	0	0	0	114	5	119	0	119
2005	6	3	12	63	17	0	0	1	0	0	0	0	102	4	106	0	106
2004	3	4	11	82	13	0	0	1	0	0	0	0	114	1	115	0	115
2003	7	4	14	91	17	0	0	0	0	0	0	0	133	6	139	0	139

<i>Registries at the Canadian Livestock Records Corporation (CLRC)</i>																	
	<i>ON</i>	<i>MB</i>	<i>SK</i>	<i>AB</i>	<i>BC</i>	<i>QC</i>	<i>NB</i>	<i>NS</i>	<i>PE</i>	<i>NL</i>	<i>NT</i>	<i>YT</i>	<i>TOTAL</i>	<i>US</i>	<i>TOTAL</i>	<i>OTHER</i>	<i>TOTAL</i>
<i>Life Members</i>																	
2009	2	3	1	34	3	0	0	0	0	0	0	0	43	0	43	0	43
2008	2	2	1	35	5	0	0	0	0	0	0	0	45	0	45	0	45
2007	2	2	1	34	5	0	0	0	0	0	0	0	44	0	44	0	44
2006	2	2	1	33	5	0	0	0	0	0	0	0	43	0	43	0	43
2005	2	2	1	33	5	0	0	0	0	0	0	0	43	0	43	0	43
2004	3	2	1	33	5	0	0	0	0	0	0	0	44	0	44	0	44
2003	2	1	1	34	4	0	0	0	0	0	0	0	42	0	42	0	42

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN TRAKEHNER HORSE SOCIETY																	
REGISTRATIONS -- NON-PURE																	
2009	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2008	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
2007	2	0	0	0	0	1	0	0	0	0	0	0	3	0	3	0	3
2006	2	0	0	2	1	1	0	0	0	0	0	0	6	0	6	0	6
2005	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1
2004	1	0	0	1	0	0	0	0	0	0	0	0	2	0	2	0	2
2003	3	1	0	0	1	0	0	0	0	0	0	0	5	0	5	0	5
REGISTRATIONS --- PURE																	
2009	10	2	3	6	11	14	0	0	0	0	0	0	46	0	46	0	46
2008	11	0	1	3	11	5	0	0	0	0	0	0	31	0	31	0	31
2007	7	0	0	0	7	7	0	0	0	0	0	0	21	1	22	0	22
2006	12	0	0	5	8	4	0	0	0	0	0	0	29	0	29	0	29
2005	13	0	0	2	6	5	1	0	0	0	0	0	27	0	27	0	27
2004	8	3	0	13	19	0	0	0	0	0	0	0	43	2	45	0	45
2003	22	6	0	3	23	1	0	0	0	0	0	0	55	1	56	0	56
TRANSFERS -- NON-PURE																	
2009	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1
2008	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1
2007	4	0	0	0	0	1	0	0	0	0	0	0	5	0	5	0	5
2006	0	0	0	0	2	0	0	0	0	0	0	0	2	0	2	0	2
2005	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1
2004	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	2
2003	0	2	0	0	0	0	0	0	0	0	0	0	2	0	2	0	2
TRANSFERS -- PURE																	
2009	4	0	0	3	11	9	0	0	0	0	0	0	27	4	31	4	35
2008	9	2	0	13	16	1	0	0	0	0	0	0	41	7	48	0	48
2007	11	3	0	6	12	4	0	0	0	1	0	0	37	6	43	0	43
2006	14	2	0	1	15	1	0	0	0	0	0	0	33	2	35	1	36
2005	13	4	1	5	12	5	0	0	0	0	0	0	40	3	43	1	44
2004	9	11	0	8	6	0	0	0	0	0	0	0	34	5	39	1	40
2003	18	11	0	3	14	1	0	0	0	0	0	0	47	3	50	6	56

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
EXPORTS																	
2009	0	0	0	0	3	2	0	0	0	0	0	0	5	0	5	0	5
2008	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	1
2007	0	1	0	2	2	0	0	0	0	0	0	0	5	0	5	0	5
2006	1	0	0	1	1	0	0	0	0	0	0	0	3	0	3	0	3
2005	2	1	0	2	0	0	0	0	0	0	0	0	5	0	5	0	5
2004	0	4	0	3	0	0	0	0	0	0	0	0	7	0	7	0	7
2003	0	2	0	1	1	0	0	0	0	0	0	0	4	0	4	0	4
Annual Members																	
2009	48	9	1	18	33	19	0	2	0	1	0	0	131	0	131	0	131
2008	38	6	3	11	19	16	0	2	0	0	0	0	95	0	95	0	95
2007	42	3	3	15	26	17	0	0	0	2	0	0	108	6	114	0	114
2006	40	6	4	13	23	23	0	2	0	0	0	0	111	4	115	0	115
2005	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2004	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
Family Members																	
2009	5	0	0	0	2	0	0	0	0	0	0	0	7	0	7	0	7
2008	3	0	0	2	1	0	0	0	0	0	0	0	6	0	6	0	6
2007	6	0	0	1	2	0	0	0	0	0	0	0	9	0	9	0	9
2006	3	0	1	2	1	0	0	0	0	0	0	0	7	0	7	0	7
2005	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2004	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
Life Members																	
2009	14	1	1	3	8	3	0	0	0	0	0	0	30	0	30	0	30
2008	15	1	1	4	6	4	0	0	0	0	0	0	31	1	32	0	32
2007	14	1	1	4	6	4	0	0	0	0	0	0	30	1	31	0	31
2006	12	1	1	3	6	1	0	0	0	0	0	0	24	1	25	0	25
2005	12	1	1	0	4	0	0	0	0	0	0	0	18	1	19	0	19
2004	12	1	1	0	4	0	0	0	0	0	0	0	18	1	19	0	19
2003	12	1	1	0	4	0	0	0	0	0	0	0	18	1	19	0	19

<i>Registries at the Canadian Livestock Records Corporation (CLRC)</i>																	
	<i>ON</i>	<i>MB</i>	<i>SK</i>	<i>AB</i>	<i>BC</i>	<i>QC</i>	<i>NB</i>	<i>NS</i>	<i>PE</i>	<i>NL</i>	<i>NT</i>	<i>YT</i>	<i>TOTAL</i>	<i>US</i>	<i>TOTAL</i>	<i>OTHER</i>	<i>TOTAL</i>
<i>Associate Members</i>																	
<i>2009</i>	4	2	0	4	2	0	0	0	0	0	0	0	12	0	12	0	12
<i>2008</i>	5	2	0	6	3	0	0	0	0	0	0	0	16	1	17	0	17
<i>2007</i>	4	2	1	1	3	0	0	0	0	0	0	0	11	1	12	0	12
<i>2006</i>	6	3	0	1	5	0	0	1	0	0	0	0	16	2	18	0	18
<i>2005</i>	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
<i>2004</i>	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
<i>2003</i>	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
CANADIAN WARMBLOOD HORSE BREEDERS ASSOCIATION																	
REGISTRATIONS																	
2009	88	25	33	219	87	47	0	11	1	0	0	1	512	7	519	0	519
2008	79	28	20	226	80	33	0	9	0	0	0	0	475	14	489	0	489
2007	97	29	28	214	132	39	0	7	0	0	0	0	546	8	554	1	555
2006	108	28	38	313	98	45	1	3	0	0	0	0	634	6	640	0	640
2005	128	9	35	271	94	35	0	6	0	0	0	0	578	12	590		590
2004	117	18	41	244	154	32	0	4	0	0	0	0	610	13	623	0	623
2003	92	23	32	240	112	37	0	4	0	0	0	0	540	10	550	0	550
APPROVED ANIMALS																	
2009	42	7	3	52	30	27	0	6	0	0	0	0	167	12	179	11	190
2008	35	5	3	42	37	17	1	6	0	0	0	0	146	16	162	16	178
2007	31	22	1	50	50	19	0	5	0	0	0	0	178	13	191	15	206
2006	67	4	4	56	43	19	0	2	0	0	0	0	195	10	205	11	216
2005	73	7	11	77	38	15	0	2	0	0	0	0	223	7	230	5	235
2004	76	19	8	76	82	21	0	10	1	0	0	1	294	8	302	5	307
2003	100	13	12	106	76	34	0	6	0	0	0	0	347	10	357	3	360
TRANSFERS																	
2009	105	23	26	287	113	65	0	7	0	1	0	2	629	68	697	40	737
2008	94	16	26	285	159	40	1	4	0	2	0	0	627	46	673	27	700
2007	108	14	18	323	209	39	0	8	0	0	0	0	719	63	782	28	810
2006	139	28	36	327	131	32	2	3	0	0	0	0	698	60	758	46	804
2005	152	29	35	324	103	30	0	1	0	0	0	0	674	48	722	45	767
2004	124	30	21	316	161	31	0	6	2	0	1	0	692	56	748	43	791
2003	89	33	31	329	160	24	0	3	1	0	0	0	670	60	730	58	788
EXPORTS																	
2009	2	0	0	9	10	1	0	0	0	0	0	0	22	0	22	0	22
2008	7	0	1	17	11	0	0	0	0	0	0	0	36	0	36	0	36
2007	3	1	1	18	20	1	0	0	0	0	0	0	44	0	44	0	44
2006	4	1	5	20	11	1	0	0	0	0	0	0	42	0	42	0	42
2005	13	1	3	32	14	2	0	1	0	0	0	0	66	0	66	0	66
2004	4	1	3	39	11	0	0	1	0	0	0	0	59	0	59	0	59
2003	2	4	4	40	27	1	0	0	0	0	0	0	78	0	78	0	78

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
Annual Members																	
2009	133	25	31	203	100	88	2	14	2	0	0	0	598	24	622	0	622
2008	136	20	24	218	116	66	2	14	1	0	0	0	597	32	629	0	629
2007	153	22	22	205	118	70	1	16	0	0	0	0	607	28	635	0	635
2006	159	20	31	188	114	58	1	4	1	0	0	0	576	23	599	0	599
2005	149	19	26	188	121	72	0	7	1	0	0	0	583	23	606	0	606
2004	126	22	38	175	122	68	0	9	0	0	0	0	560	22	582	0	582
2003	122	26	40	171	123	55	0	7	0	0	0	0	544	20	564	0	564
Associate Annual Members																	
2009	13	0	2	15	6	2	0	0	0	0	0	0	38	3	41	0	41
2008	11	2	2	18	12	1	0	0	0	0	0	0	46	3	49	0	49
2007	8	0	2	12	5	1	0	0	0	0	0	0	28	6	34	0	34
2006	6	0	0	10	6	1	0	0	0	0	0	0	23	1	24	1	25
2005	11	0	1	7	5	2	0	0	0	0	0	0	26	2	28	0	28
2004	16	0	2	5	7	2	0	0	0	0	0	0	32	1	33	0	33
2003	5	1	3	7	8	1	0	0	0	0	0	0	25	0	25	0	25
Life Members																	
2009	8	0	0	21	18	5	0	1	0	0	0	0	53	0	53	0	53
2008	7	0	0	21	17	5	0	1	0	0	0	0	51	0	51	0	51
2007	6	0	0	21	17	5	0	1	0	0	0	0	50	0	50	0	50
2006	6	0	0	21	17	4	0	1	0	0	0	0	49	0	49	0	49
2005	6	0	0	20	16	4	0	0	0	0	0	0	46	0	46	0	46
2004	5	0	0	19	15	4	0	0	0	0	0	0	43	0	43	0	43
2003	4	0	0	19	16	3	0	0	0	0	0	0	42	0	42	0	42

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
WELSH PONY & COB SOCIETY OF CANADA																	
REGISTRATIONS -- NON-PURE																	
2009	36	0	3	28	11	3	4	1	0	0	0	0	86	1	87	0	87
2008	33	1	16	53	10	4	0	0	2	0	0	0	119	1	120	0	120
2007	33	2	8	31	15	12	0	3	0	0	0	0	104	6	110	0	110
2006	32	7	7	40	23	0	1	0	0	0	0	0	110	3	113	0	113
2005	62	5	14	17	24	0	2	1	0	0	0	0	125	4	129	0	129
2004	37	8	5	14	14	1	0	0	0	0	0	0	79	5	84		84
2003	43	7	4	17	13	0	0	1	3	0	0	0	88	4	92	0	92
REGISTRATIONS -- PURE																	
2009	54	11	13	69	31	12	0	2	1	0	0	0	193	2	195	0	195
2008	41	11	41	99	25	9	1	0	1	0	0	0	228	3	231	0	231
2007	63	22	28	72	23	7	1	3	1	0	0	0	220	5	225	1	226
2006	51	28	33	86	21	5	1	2	0	0	0	0	227	2	229	0	229
2005	85	35	42	79	22	5	5	2	1	0	0	0	276	3	279	0	279
2004	73	38	17	58	30	0	3	4	0	0	0	0	223	6	229	0	229
2003	89	34	41	44	24	6	2	5	0	0	0	1	246	2	248	0	248
TRANSFERS -- NON-PURE																	
2009	23	3	5	24	10	2	0	0	0	0	0	0	67	6	73	0	73
2008	28	1	4	16	14	1	1	0	2	0	0	0	67	3	70	0	70
2007	27	1	4	17	21	0	1	0	0	0	0	0	71	9	80	0	80
2006	27	2	2	20	13	0	0	0	0	0	0	0	64	6	70	0	70
2005	31	4	14	16	22	0	0	1	0	0	0	0	88	3	91	0	91
2004	25	4	1	16	15	1	1	0	0	0	0	0	63	5	68	0	68
2003	19	4	3	8	13	0	1	0	0	0	0	0	48	4	52	0	52
TRANSFERS -- PURE																	
2009	99	18	10	104	28	12	0	3	2	0	0	0	276	35	311	4	315
2008	80	38	47	102	53	21	3	4	3	0	0	0	351	23	374	14	388
2007	97	34	12	105	38	19	2	7	1	0	0	0	315	51	366	11	377
2006	69	44	66	135	34	7	1	1	0	0	0	0	357	56	413	7	420
2005	81	37	25	78	40	9	1	3	0	0	0	0	274	24	298	3	301
2004	109	46	32	94	62	8	3	8	1	0	0	0	363	35	398	15	413
2003	104	46	34	75	39	10	0	12	1	0	0	1	322	33	355	7	362

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
EXPORTS																	
2009	5	2	1	2	2	0	0	0	1	0	0	0	13	0	13	0	13
2008	11	6	2	6	3	0	0	0	0	0	0	0	28	0	28	0	28
2007	14	2	0	8	6	0	1	1	0	0	0	0	32	0	32	0	32
2006	23	3	13	12	4	0	0	0	0	0	0	0	55	0	55	0	55
2005	17	3	1	15	11	1	0	0	0	0	0	0	48	0	48	0	48
2004	27	7	3	19	7	1	1	1	0	0	0	0	66	0	66	0	66
2003	29	8	1	11	8	0	1	0	0	0	0	0	58	0	58	0	58
Annual Members																	
2009	100	17	14	52	35	10	3	5	0	0	0	0	236	9	245	1	246
2008	82	21	15	52	45	11	2	3	1	0	0	0	232	9	241	0	241
2007	105	22	14	68	54	18	3	6	2	0	0	0	292	16	308	0	308
2006	107	24	15	73	61	14	2	6	1	0	0	0	303	13	316	0	316
2005	114	25	18	59	52	11	3	6	2	0	0	0	290	18	308	0	308
2004	113	25	23	56	55	9	2	8	2	0	0	0	293	18	311	0	311
2003	101	29	23	43	48	12	2	9	2	0	0	0	269	16	285	0	285
Corporate Members																	
2009	16	2	3	20	9	3	1	0	0	0	0	0	54	3	57	0	57
2008	19	3	3	18	10	2	1	0	1	0	0	0	57	3	60	0	60
2007	5	2	1	7	1	0	1	0	0	0	0	0	17	2	19	0	19
2006	7	2	1	8	2	0	1	0	0	0	0	0	21	3	24	0	24
2005	6	1	2	5	2	0	1	1	0	0	0	0	18	1	19	0	19
2004	8	1	1	3	3	2	1	1	0	0	0	0	20	1	21	0	21
2003	8	3	1	7	3	2	1	1	0	0	0	0	26	1	27	0	27
Junior Members																	
2009	8	1	2	26	1	3	0	0	0	0	0	0	41	0	41	0	41
2008	9	1	3	15	2	0	0	0	0	0	0	0	30	0	30	0	30
2007	9	0	5	9	5	1	0	1	0	0	0	0	30	0	30	0	30
2006	13	0	4	9	2	2	0	1	0	0	0	0	31	1	32	0	32
2005	14	0	3	5	6	0	0	2	0	0	0	0	30	1	31	0	31
2004	11	1	3	6	2	0	0	3	0	0	0	0	26	1	27	0	27
2003	12	2	1	7	4	1	0	1	0	0	0	0	28	1	29	0	29
Life Members																	
2009	18	6	2	12	5	3	0	1	0	1	0	0	48	4	52	2	54
2008	18	6	2	13	5	3	0	1	0	1	0	0	49	4	53	2	55
2007	19	5	2	10	6	3	0	1	0	1	0	0	47	4	51	2	53
2006	18	5	2	10	6	2	0	1	0	1	0	0	45	4	49	2	51
2005	18	5	2	10	6	2	0	0	0	1	0	0	44	4	48	2	50
2004	17	5	1	11	5	2	0	0	0	1	0	0	42	6	48	2	50
2003	17	5	1	11	5	2	0	0	0	1	0	0	42	5	47	2	49

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
<i>Canadian Donkey & Mule Association</i>																	
REGISTRATIONS -- NON PURE																	
2009	17	1	0	3	4	0	0	0	0	0	0	0	25	0	25	0	25
2008	1	0	0	3	0	0	0	0	0	0	0	0	4	0	4	0	4
2007	5	0	0	5	1	0	0	2	0	0	0	0	13	0	13	0	13
2006	0	2	1	2	0	0	0	0	0	0	0	0	5	0	5	0	5
2005	2	1	0	0	0	0	0	0	0	0	0	0	3	0	3	0	3
2004	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
2003	0	0	0	2	0	0	0	0	0	0	0	0	2	1	3	0	3
REGISTRATIONS -- PURE																	
2009	31	6	5	84	16	0	0	0	0	0	0	0	142	0	142	0	142
2008	12	4	9	70	23	0	0	0	0	0	0	0	118	0	118	0	118
2007	11	3	9	106	9	2	0	10	0	0	0	0	150	0	150	0	150
2006	13	3	6	118	9	0	0	0	0	0	0	0	149	0	149	0	149
2005	17	3	5	126	4	0	0	0	0	0	0	0	155	1	156	0	156
2004	14	0	14	119	4	0	0	3	0	0	0	0	154	3	157	0	157
2003	4	2	13	154	2	0	0	4	0	0	0	0	179	1	180	0	180
Identifications																	
2009	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1
2008	-	-	-	-	-	-	-	-	-	-	-	-	0	0	0	0	0
2007	0	0	0	0	0	1	0	0	0	0	0	0	1	0	1	0	1
2006	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
2005	1	0	0	2	0	0	0	0	0	0	0	0	3	0	3	0	3
2004	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2003	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
TRANSFERS -- NON-PURE																	
2009	2	0	0	0	0	0	0	0	0	0	0	0	2	35	37	0	37
2008	1	0	1	9	0	0	0	0	0	0	0	0	11	2	13	0	13
2007	4	0	0	6	1	1	0	0	0	0	0	0	12	9	21	0	21
2006	4	1	1	5	0	0	0	0	0	0	0	0	11	5	16	0	16
2005	1	0	0	9	0	0	0	0	0	0	0	0	10	6	16	0	16
2004	1	0	3	4	0	0	0	0	0	0	0	0	8	0	8	0	8
2003	0	0	2	8	1	0	0	0	0	0	0	0	11	1	12	0	12

Registries at the Canadian Livestock Records Corporation (CLRC)

	ON	MB	SK	AB	BC	QC	NB	NS	PE	NL	NT	YT	TOTAL	US	TOTAL	OTHER	TOTAL
TRANSFERS -- PURE																	
2009	12	4	8	65	13	0	0	0	0	0	0	0	102	54	156	0	156
2008	16	4	8	92	5	0	0	0	0	0	0	0	125	22	147	0	147
2007	15	2	13	104	11	2	0	2	0	0	0	0	149	19	168	0	168
2006	15	3	6	157	12	0	0	2	0	0	0	0	195	9	204	0	204
2005	11	1	4	107	11	0	0	0	0	0	0	0	134	3	137	0	137
2004	15	1	15	129	7	0	2	0	0	0	0	0	169	11	180	0	180
2003	8	2	8	189	6	0	0	6	0	0	0	0	219	4	223	0	223
EXPORTS																	
2009	0	0	0	7	2	0	0	0	0	0	0	0	9	0	9	0	9
2008	0	0	0	22	1	0	0	0	0	0	0	0	23	0	23	0	23
2007	0	0	0	25	0	0	0	0	0	0	0	0	25	0	25	0	25
2006	1	0	0	54	1	0	0	1	0	0	0	0	57	0	57	0	57
2005	0	0	0	40	1	0	0	0	0	0	0	0	41	0	41	0	41
2004	0	0	0	42	2	0	0	0	0	0	0	0	44	0	44	0	44
2003	0	0	0	77	4	0	0	3	0	0	0	0	84	0	84	0	84
Annual Members																	
2009	25	5	8	51	16	1	0	1	0	0	0	0	107	4	111	0	111
2008	28	3	9	58	16	1	0	2	0	0	0	0	117	4	121	0	121
2007	28	4	12	63	16	0	0	1	0	0	0	0	124	3	127	0	127
2006	32	2	19	58	11	1	0	1	0	0	0	0	124	6	130	0	130
2005	29	4	14	66	10	1	0	0	0	0	0	0	124	6	130	0	130
2004	32	2	15	67	10	1	0	1	0	0	0	0	128	11	139	0	139
2003	29	5	17	75	12	2	1	1	1	0	0	0	143	9	152	1	153
Family Annual Members																	
2009	2	6	1	23	4	0	0	1	0	0	0	0	37	0	37	0	37
2008	2	4	1	22	3	1	0	1	0	0	0	0	34	0	34	0	34
2007	3	4	1	23	2	1	0	1	0	0	0	0	35	0	35	0	35
2006	4	3	2	27	2	1	0	1	0	0	0	0	40	0	40	0	40
2005	4	3	2	27	3	0	0	1	0	0	0	0	40	0	40	0	40
2004	4	3	3	34	4	0	0	1	0	0	0	0	49	0	49	0	49
2003	6	2	2	37	4	0	0	1	0	0	0	0	52	0	52	0	52
Junior Members																	
2009	0	0	0	2	0	0	0	0	0	0	0	0	2	0	2	0	2
2008	0	0	0	3	0	0	0	0	0	0	0	0	3	0	3	0	3
2007	2	0	1	3	0	0	0	0	0	0	0	0	6	0	6	0	6
2006	1	0	1	2	0	0	0	0	0	0	0	0	4	0	4	0	4
2005	1	0	1	2	0	0	0	0	0	0	0	0	4	0	4	0	4
2004	1	0	0	3	0	0	0	0	0	0	0	0	4	0	4	0	4
2003	1	0	0	1	0	0	0	0	0	0	0	0	2	0	2	0	2

<i>Registries at the Canadian Livestock Records Corporation (CLRC)</i>																	
	<i>ON</i>	<i>MB</i>	<i>SK</i>	<i>AB</i>	<i>BC</i>	<i>QC</i>	<i>NB</i>	<i>NS</i>	<i>PE</i>	<i>NL</i>	<i>NT</i>	<i>YT</i>	<i>TOTAL</i>	<i>US</i>	<i>TOTAL</i>	<i>OTHER</i>	<i>TOTAL</i>
<i>Life Members</i>																	
2009	2	0	0	3	1	0	0	0	0	0	0	0	6	0	6	0	6
2008	2	0	0	3	1	0	0	0	0	0	0	0	6	0	6	0	6
2007	-	-	-	-	-	-	-	-	-	-	-	-	0		0		0
2006	2	0	0	3	1	0	0	0	0	0	0	0	6	0	6	0	6
2005	2	0	0	3	1	0	0	0	0	0	0	0	6	0	6	0	6
2004	2	0	0	3	1	0	0	0	0	0	0	0	6	0	6	0	6
2003	1	0	0	3	1	0	0	0	0	0	0	0	5	0	5	0	5

CLRC Registry Totals

FOAL REGISTRATIONS *		Annual Members		Dual Annual Members		Aficionados	
2009	3817	2009	4743	2009		2009	12
2008	4341	2008	5020	2008		2008	17
2007	4496	2007	5146	2007		2007	19
2006	5009	2006	5158	2006		2006	22
2005	5204	2005	5021	2005	20	2005	20
2004	4921	2004	5106	2004		2004	15
2003	4975	2003	5151	2003		2003	15
Total	32763	Total	35345	Total	20	Total	120
OWNERSHIP TRANSFERS		Junior Members		Youth Members		Corporate Members	
2009	4613	2009	109	2009	44	2009	57
2008	5237	2008	112	2008	53	2008	60
2007	5395	2007	86	2007	74	2007	19
2006	5761	2006	86	2006	98	2006	24
2005	5954	2005	83	2005	94	2005	19
2004	5858	2004	69	2004	78	2004	21
2003	5888	2003	68	2003	37	2003	27
Total	38706	Total	613	Total	478	Total	227
HORSES EXPORTED		Life Members		Youth without a subscription		Family Members	
2009	338	2009	834	2009	32	2009	44
2008	420	2008	858	2008	43	2008	40
2007	614	2007	855	2007	51	2007	44
2006	857	2006	837	2006	55	2006	47
2005	859	2005	824	2005	44	2005	40
2004	950	2004	807	2004	35	2004	49
2003	827	2003	826	2003	42	2003	52
Total	4865	Total	5841	Total	302	Total	316
SEMEN EXPORTS		Associate Members		Patron Members		* Includes Identifications for Canadian Sport Horse and Approved Animals and Registrations for Canadian Warmblood	
2009	14	2009	73	2009	2		
2008	19	2008	84	2008	3		
2007	8	2007	81	2007	3		
2006	22	2006	90	2006	3		
2005	16	2005	92	2005	2		
2004	23	2004	101	2004	2		
2003	24	2003	61	2003	2		
Total	126	Total	582	Total	17		

CLRC		AQHA		STANDARD BRED CANADA		APHA (PAINT)		TOTALS	
FOAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS	
2009	3817	2009	10612	2009	2991	2009	2090	2009	22753
2008	4341	2008	12596	2008	3378	2008	2315	2008	26451
2007	4496	2007	11502	2007	3754	2007	2418	2007	26210
2006	5009	2006	13569	2006	4112	2006	2569	2006	29393
2005	5204	2005	13039	2005	4404	2005	2688	2005	29838
2004	4921	2004	13898	2004	4518	2004	3287	2004	31069
2003	4975	2003	13472	2003	4576	2003	3450	2003	30788
Total	32763	Total	88688	Total	27733	Total	18817	Total	196502
OWNERSHIP TRANSFERS		TOTAL TRANSFERS		CTHS (THOROUGHBRED)		BELGIANS		TOTAL TRANSFERS	
TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS	
2009	4613	2009	13704	2009	2005	2009	551	2009	18763
2008	5237	2008	16288	2008	2364	2008	671	2008	22083
2007	5395	2007	15870	2007	2540	2007	589	2007	21823
2006	5761	2006	15935	2006	2635	2006	667	2006	22365
2005	5954	2005	15610	2005	2781	2005	781	2005	22263
2004	5858	2004	15727	2004	2612	2004	876	2004	22259
2003	5888	2003	15628	2003	2575	2003	743	2003	22198
Total	38706	Total	108762	Total	17512	Total	4878	Total	151754
HORSES EXPORTED		TOTAL EXPORTS		ARABIAN		TOTAL TRANSFERS		TOTAL EXPORTS	
TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS	
2009	338	2009	2305	2009	687	2009	446	2009	2643
2008	420	2008	2722	2008	786	2008	558	2008	3142
2007	614	2007	2961	2007	911	2007	558	2007	3575
2006	857	2006	3320	2006	832	2006	669	2006	4177
2005	859	2005	3553	2005	941	2005	699	2005	4412
2004	950	2004	3966	2004	957	2004	674	2004	4916
2003	827	2003	3682	2003	997	2003	682	2003	4509
Total	4865	Total	22509	Total	6111	Total	4286	Total	27374
SEMEN EXPORTS		TOTAL SEMEN EXPORTS		TOTAL SEMEN EXPORTS		TOTAL SEMEN EXPORTS		TOTAL SEMEN EXPORTS	
TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS		TOTAL REGISTRATIONS	
2009	14	2009	14	2009	14	2009	14	2009	14
2008	19	2008	19	2008	19	2008	19	2008	19
2007	8	2007	8	2007	8	2007	8	2007	8
2006	22	2006	22	2006	22	2006	22	2006	22
2005	16	2005	16	2005	16	2005	16	2005	16
2004	23	2004	23	2004	23	2004	23	2004	23
2003	24	2003	24	2003	24	2003	24	2003	24
Total	126	Total	126	Total	126	Total	126	Total	126

Statistics Canada -- Census of Agriculture Horses and Ponies / Number and Farms Reporting

CANADA	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	358,122	394,953	356,201	443,889	460,569	453,965	10%	-10%	25%	4%	-1%
# of Farms Reporting	69,178	69,148	58,509	56,707	53,925	54,169	0%	-15%	-3%	-5%	0%
Avg. # per farm	5.2	5.7	6.1	7.8	8.5	8.4	10%	7%	28%	9%	-1%
BRITISH COLUMBIA	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	39,356	42,034	39,785	49,305	53,366	53,246	7%	-5%	24%	8%	0%
# of Farms Reporting	6,414	6,561	6,303	7,123	6,820	6,697	2%	-4%	13%	-4%	-2%
Avg. # per farm	6.1	6.4	6.3	6.9	7.8	8	5%	-2%	10%	13%	3%
ALBERTA	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	118,708	135,025	109,237	149,960	159,962	155,533	14%	-19%	37%	7%	-3%
# of Farms Reporting	19,291	20,921	17,782	17,951	17,807	17,219	8%	-15%	1%	-1%	-3%
Avg. # per farm	6.2	6.5	6.1	8.4	9	9	5%	-6%	38%	7%	0%
SASKATCHEWAN	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	60,180	67,484	53,843	66,372	71,306	65,914	12%	-20%	23%	7%	-8%
# of Farms Reporting	13,474	13,420	10,564	9,472	9,048	8,531	0%	-21%	-10%	-4%	-6%
Avg. # per farm	4.5	5	5.1	7	7.9	7.7	11%	2%	37%	13%	-3%
MANITOBA	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	31,284	40,691	44,130	68,783	62,791	46,580	30%	8%	56%	-9%	-26%
# of Farms Reporting	5,593	5,540	4,203	4,155	3,730	3,646	-1%	-24%	-1%	-10%	-2%
Avg. # per farm	5.6	7.3	10.5	16.6	16.8	12.8	30%	44%	58%	1%	-24%
ONTARIO	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	74,986	74,961	75,132	76,553	83,337	97,285	0%	0%	2%	9%	17%
# of Farms Reporting	14,535	13,523	12,358	11,829	11,258	12,333	-7%	-9%	-4%	-5%	10%
Avg. # per farm	5.2	5.5	6.1	6.5	7.4	7.9	6%	11%	7%	14%	7%
QUEBEC	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	24,682	25,481	25,787	25,108	22,284	26,522	3%	1%	-3%	-11%	19%
# of Farms Reporting	7,047	6,607	5,307	4,518	3,838	4,259	-6%	-20%	-15%	-15%	11%
Avg. # per farm	3.5	3.9	4.9	5.6	5.8	6.2	11%	26%	14%	4%	7%

Statistics Canada -- Census of Agriculture Horses and Ponies / Number and Farms Reporting

NEW BRUNSWICK	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	2,972	3,339	3,133	2,757	2,661	2,973	12%	-6%	-12%	-3%	12%
# of Farms Reporting	930	839	667	552	471	476	-10%	-21%	-17%	-15%	1%
Avg. # per farm	3.2	4	4.7	5	5.6	6.2	25%	18%	6%	12%	11%
NOVA SCOTIA	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	3,297	3,171	2,957	2,907	3,009	3,705	-4%	-7%	-2%	4%	23%
# of Farms Reporting	1,049	927	780	648	592	643	-12%	-16%	-17%	-9%	9%
Avg. # per farm	3.1	3.4	3.8	4.5	5.1	5.8	10%	12%	18%	13%	14%
PRINCE EDWARD ISLAND	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	2,317	2,357	1,891	1,869	1,565	1,921	2%	-20%	-1%	-16%	23%
# of Farms Reporting	687	657	432	379	289	288	-4%	-34%	-12%	-24%	0%
Avg. # per farm	3.4	3.6	4.4	4.9	5.4	6.7	6%	22%	11%	10%	24%
NEWFOUNDLAND	1981	1986	1991	1996	2001	2006	% change '81 to '86	% change '86 to '91	% change '91 to '96	% change '96 to '01	% change '01 to '06
# of Animals	340	410	309	275	288	286	21%	-25%	-11%	5%	-1%
# of Farms Reporting	158	153	113	80	72	77	-3%	-26%	-29%	-10%	7%
Avg. # per farm	2.2	2.7	2.7	3.4	4	3.7	23%	0%	26%	18%	-8%

Wagering in Canada 2003 to 2010 - Canadian Pari-Mutuel Agency (CPMA)*

		GROSS BET	% ASSOC.	PROV. TAX	PROV. LEVY	FED. LEVY	APO			GROSS BET	% ASSOC.	PROV. TAX	PROV. LEVY	FED. LEVY	APO		
CAN	2003	\$1,814,318,570	\$329,479,516	\$43,353,013	\$32,700,041	\$14,487,460	\$1,387,515,160	MB	2003	\$44,800,678	\$5,740,759	\$4,370,297	\$0	\$357,565	\$34,130,742		
	2004	\$1,791,120,775	\$327,279,203	\$34,741,895	\$38,770,693	\$14,298,987	\$1,372,742,369		2004	\$43,896,952	\$5,601,419	\$4,305,277	\$0	\$350,200	\$33,516,185		
	2005	\$1,738,103,681	\$314,252,318	\$34,234,744	\$37,085,698	\$13,871,722	\$1,333,469,126		2005	\$42,247,990	\$5,290,302	\$4,141,138	\$1,902	\$336,554	\$32,698,970		
	2006	\$1,724,256,612	\$304,299,127	\$30,309,426	\$39,232,888	\$13,754,476	\$1,321,455,430		2006	\$31,235,952	\$4,131,754	\$1,613	\$3,005,600	\$246,629	\$23,558,831		
	2007	\$1,731,009,809	\$301,354,201	\$29,737,194	\$39,061,647	\$13,797,214	\$1,327,812,974		2007	\$31,937,426	\$4,383,701	\$460	\$3,081,299	\$251,400	\$23,680,494		
	2008	\$1,717,538,211	\$297,110,601	\$29,357,067	\$38,350,791	\$13,665,128	\$1,315,893,234		2008	\$30,219,879	\$4,164,383	\$0	\$2,913,094	\$237,211	\$22,391,106		
	2009	\$1,612,039,722	\$280,101,328	\$24,999,865	\$36,661,754	\$12,851,713	\$1,235,289,273		2009	\$28,339,789	\$3,937,803	\$0	\$2,744,439	\$222,065	\$20,791,767		
	2010	\$1,458,092,554	\$251,864,614	\$17,340,541	\$34,416,162	\$11,623,419	\$1,115,231,367		2010	\$26,405,548	\$3,665,375	\$0	\$2,548,538	\$206,961	\$19,424,708		
	BC	2003	\$210,765,482	\$38,068,123	\$8,554,265	\$849	\$1,680,995		\$164,167,082	ON	2003	\$1,205,521,474	\$226,895,418	\$6,035,891	\$32,117,454	\$9,629,252	\$924,016,960
		2004	\$213,765,301	\$40,483,192	\$0	\$6,843,860	\$1,705,394		\$165,932,011		2004	\$1,177,010,488	\$221,541,534	\$5,893,810	\$31,316,827	\$9,399,834	\$906,263,837
2005		\$213,101,727	\$39,939,813	\$0	\$6,787,502	\$1,700,308	\$163,991,624	2005	\$1,125,644,131		\$209,539,230	\$5,638,425	\$29,675,723	\$8,988,733	\$868,580,846		
2006		\$208,160,783	\$38,498,554	\$0	\$6,553,726	\$1,660,762	\$160,638,177	2006	\$1,120,682,463		\$202,430,865	\$5,619,632	\$29,014,225	\$8,950,133	\$865,081,680		
2007		\$216,415,456	\$39,686,773	\$0	\$6,673,069	\$1,726,676	\$165,972,762	2007	\$1,121,396,642		\$199,647,446	\$5,620,682	\$28,597,628	\$8,954,475	\$868,058,824		
2008		\$216,638,365	\$39,276,280	\$47	\$6,609,246	\$1,729,792	\$166,406,478	2008	\$1,113,363,670		\$196,284,824	\$5,598,275	\$28,113,953	\$8,869,439	\$860,629,186		
2009		\$198,474,728	\$35,823,858	\$0	\$5,985,784	\$1,584,427	\$152,588,544	2009	\$1,088,775,950		\$192,654,276	\$5,456,615	\$27,315,086	\$8,689,558	\$840,789,894		
2010		\$183,052,680	\$33,025,591	\$185	\$5,441,535	\$1,461,004	\$140,263,735	2010	\$1,039,195,575		\$184,163,779	\$5,209,711	\$25,849,717	\$8,294,530	\$796,713,772		
AB		2003	\$151,895,856	\$24,897,210	\$7,595,451	\$581,734	\$1,214,202	\$116,322,883	QC		2003	\$170,067,238	\$29,676,609	\$13,347,448	\$0	\$1,356,096	\$125,477,961
		2004	\$156,725,839	\$25,956,318	\$7,836,284	\$610,006	\$1,251,568	\$119,481,772			2004	\$167,642,221	\$29,497,452	\$13,165,432	\$0	\$1,336,906	\$123,197,983
	2005	\$159,535,523	\$26,014,158	\$7,976,457	\$620,570	\$1,272,376	\$122,295,675	2005		\$166,630,301	\$29,432,679	\$13,098,710	\$0	\$1,327,921	\$122,428,843		
	2006	\$171,194,429	\$26,817,165	\$8,561,367	\$659,338	\$1,365,778	\$130,769,881	2006		\$153,785,151	\$27,215,148	\$12,031,301	\$0	\$1,220,845	\$111,750,218		
	2007	\$180,246,443	\$27,179,952	\$8,996,301	\$703,988	\$1,431,195	\$137,854,013	2007		\$142,353,354	\$25,366,383	\$11,020,201	\$0	\$1,127,916	\$103,279,544		
	2008	\$182,436,158	\$27,126,401	\$9,122,578	\$705,331	\$1,446,359	\$139,431,191	2008		\$136,087,181	\$25,196,155	\$10,555,683	\$0	\$1,077,181	\$97,877,507		
	2009	\$158,329,866	\$23,634,609	\$7,916,574	\$606,576	\$1,260,819	\$120,922,570	2009		\$97,903,687	\$18,792,018	\$7,472,071	\$0	\$779,515	\$70,106,748		
	2010	\$151,747,538	\$22,606,180	\$7,587,106	\$576,083	\$1,207,927	\$115,523,544	2010		\$19,185,629	\$3,429,933	\$513,740	\$0	\$151,980	\$14,763,725		
	SK	2003	\$1,873,272	\$324,592	\$171,343	\$1	\$15,121	\$1,334,159		NB	2003	\$8,597,258	\$1,177,808	\$945,650	\$1	\$68,504	\$6,313,820
		2004	\$1,357,566	\$214,678	\$123,707	\$0	\$10,701	\$1,016,881			2004	\$8,462,800	\$1,141,756	\$930,898	\$0	\$67,442	\$6,380,099
2005		\$2,148,883	\$341,293	\$171,796	\$0	\$16,942	\$1,670,038	2005	\$6,018,601		\$789,909	\$662,040	\$0	\$47,879	\$4,453,789		
2006		\$12,355,398	\$1,753,399	\$1,101,027	\$0	\$97,417	\$9,321,723	2006	\$5,474,415		\$712,841	\$602,206	\$0	\$43,530	\$4,105,334		
2007		\$12,145,477	\$1,707,556	\$1,143,668	\$5,660	\$95,563	\$8,925,564	2007	\$5,695,191		\$741,003	\$626,538	\$0	\$45,212	\$4,272,360		
2008		\$12,066,140	\$1,724,205	\$1,106,954	\$9,151	\$94,842	\$8,775,870	2008	\$5,689,815		\$715,751	\$626,805	\$0	\$45,101	\$4,302,494		
2009		\$12,733,296	\$1,862,968	\$1,111,253	\$9,870	\$100,090	\$9,418,701	2009	\$6,059,741		\$750,168	\$666,653	\$0	\$47,924	\$4,471,744		
2010		\$10,356,232	\$1,508,960	\$914,694	\$277	\$80,972	\$7,510,285	2010	\$6,212,499		\$779,303	\$683,285	\$12	\$48,775	\$4,582,078		

*Wagering in Canada 2003 to 2010 - Canadian Pari-Mutuel Agency (CPMA)**

		<i>GROSS BET</i>	<i>% ASSOC.</i>	<i>PROV. TAX</i>	<i>PROV. LEVY</i>	<i>FED. LEVY</i>	<i>APO</i>
NS	2003	\$11,218,986	\$1,506,075	\$1,234,047	\$3	\$88,957	\$8,387,256
	2004	\$13,333,427	\$1,746,478	\$1,466,630	\$0	\$105,583	\$10,039,870
	2005	\$13,566,242	\$1,741,465	\$1,492,200	\$0	\$107,413	\$10,338,308
	2006	\$11,896,532	\$1,527,641	\$1,308,731	\$0	\$93,896	\$9,047,813
	2007	\$11,998,332	\$1,527,286	\$1,319,958	\$3	\$94,779	\$9,187,202
	2008	\$12,630,016	\$1,560,424	\$1,381,228	\$16	\$98,911	\$9,801,924
	2009	\$12,633,271	\$1,542,808	\$1,369,749	\$0	\$98,093	\$9,610,149
	2010	\$12,746,648	\$1,528,733	\$1,383,482	\$0	\$99,134	\$9,747,111
PE	2003	\$8,307,827	\$1,052,414	\$958,868	\$0	\$66,700	\$6,382,923
	2004	\$7,674,730	\$968,359	\$882,197	\$0	\$61,452	\$5,878,924
	2005	\$7,565,591	\$977,676	\$873,067	\$0	\$60,594	\$5,680,029
	2006	\$7,778,295	\$1,015,186	\$897,287	\$0	\$62,111	\$5,845,055
	2007	\$7,389,489	\$949,654	\$851,866	\$0	\$58,682	\$5,510,590
	2008	\$6,997,653	\$898,738	\$810,250	\$0	\$55,115	\$5,232,452
	2009	\$6,814,413	\$870,738	\$789,717	\$0	\$53,489	\$5,085,836
	2010	\$7,099,179	\$904,811	\$818,349	\$0	\$55,473	\$5,218,756
NL	2003	\$1,270,501	\$140,509	\$139,753	\$0	\$10,068	\$981,373
	2004	\$1,251,451	\$128,018	\$137,659	\$0	\$9,910	\$1,034,808
	2005	\$1,644,693	\$185,793	\$180,912	\$0	\$13,002	\$1,331,004
	2006	\$1,693,194	\$196,575	\$186,261	\$0	\$13,374	\$1,336,718
	2007	\$1,431,997	\$164,447	\$157,521	\$0	\$11,314	\$1,071,621
	2008	\$1,409,334	\$163,440	\$155,248	\$0	\$11,176	\$1,045,026
	2009	\$1,974,982	\$232,082	\$217,234	\$0	\$15,733	\$1,503,319
	2010	\$2,091,027	\$251,947	\$229,990	\$0	\$16,662	\$1,483,653

* Data Source: Canadian Pari-Mutuel Agency (CPMA)

Standardbred Racing Opportunities / Activities by Province 2000 to 2010*

		RACE DAYS	# OF RACES	# OF HORSES	GROSS PURSES	AVG. PURSE PER RACE
BC	2000	122	1,100	583	\$4,894,133	\$4,449
	2001	149	1,339	606	\$6,538,132	\$4,883
	2002	142	1,275	665	\$6,299,400	\$4,941
	2003	114	1,357	778	\$6,459,097	\$4,760
	2004	107	1,301	770	\$6,355,802	\$4,885
	2005	108	1,284	787	\$6,945,485	\$5,409
	2006	112	1,234	743	\$7,458,889	\$6,044
	2007	111	1,152	653	\$6,916,113	\$6,004
	2008	115	1,180	666	\$9,342,840	\$7,918
	2009	107	1,122	759	\$7,168,300	\$6,389
	2010	89	985	610	\$5,819,100	\$5,908
AB	2000	156	1,401	601	\$7,206,873	\$5,144
	2001	144	1,292	618	\$9,762,726	\$7,556
	2002	148	1,330	667	\$11,365,992	\$8,546
	2003	166	1,589	895	\$12,436,901	\$7,827
	2004	164	1,635	947	\$13,109,437	\$8,018
	2005	162	1,618	1,008	\$13,476,752	\$8,329
	2006	168	1,657	977	\$13,307,767	\$8,031
	2007	146	1,480	847	\$12,265,763	\$8,288
	2008	134	1,254	756	\$11,353,031	\$9,053
	2009	105	1,019	697	\$7,178,969	\$7,045
	2010	113	1,108	673	\$6,955,701	\$6,278
SK	2000	38	346	128	\$533,425	\$1,542
	2001	30	269	111	\$516,900	\$1,922
	2002	12	112	90	\$233,640	\$2,086
	2003	10	64	59	\$103,330	\$1,615
	2004	14	94	87	\$122,200	\$1,300
	2005	14	108	125	\$224,750	\$2,081
	2006	22	154	149	\$276,130	\$1,793
	2007	24	195	170	\$268,500	\$1,377
	2008	24	184	171	\$268,155	\$1,457
	2009	24	194	183	\$292,405	\$1,507
	2010	25	213	240	\$306,850	\$1,441

		RACE DAYS	# OF RACES	# OF HORSES	GROSS PURSES	AVG. PURSE PER RACE
MB	2000	0 (FAIRS)	0 (FAIRS)	169	0 (FAIRS)	
	2001	0 (FAIRS)	0 (FAIRS)	146	0 (FAIRS)	
	2002	0 (FAIRS)	0 (FAIRS)	115	0 (FAIRS)	
	2003	21	186	155	\$313,048	\$1,683
	2004	21	187	161	\$303,082	\$1,621
	2005	21	202	189	\$381,095	\$1,887
	2006	22	200	166	\$382,811	\$1,914
	2007	24	231	189	\$415,058	\$1,797
	2008	23	205	167	\$376,683	\$1,837
	2009	22	192	182	\$374,672	\$1,951
	2010	21	176	186	\$359,076	\$2,040
ON	2000	1,520	13,681	6,071	\$111,426,121	\$8,145
	2001	1,693	15,233	6,729	\$169,077,911	\$11,099
	2002	1,778	15,999	6,951	\$187,416,494	\$11,714
	2003	1,400	16,221	10,668	\$184,922,176	\$11,400
	2004	1,441	16,981	11,046	\$190,338,336	\$11,209
	2005	1,442	16,763	10,876	\$181,975,738	\$10,856
	2006	1,448	16,548	10,874	\$184,803,213	\$11,168
	2007	1,362	15,533	9,946	\$178,059,172	\$11,463
	2008	1,336	15,846	10,239	\$176,607,119	\$11,145
	2009	1,368	16,018	10,068	\$183,999,882	\$11,487
	2010	1,364	15,952	9,644	\$167,931,299	\$10,527
QC	2000	493	4,439	2,146	\$31,998,675	\$7,209
	2001	497	4,469	2,507	\$41,232,750	\$9,226
	2002	468	4,215	2,633	\$40,088,825	\$9,511
	2003	405	4,104	2,857	\$20,480,445	\$4,990
	2004	325	3,627	2,739	\$16,492,475	\$4,547
	2005	342	3,523	2,771	\$16,348,500	\$4,641
	2006	329	3,400	2,745	\$17,100,350	\$5,030
	2007	291	3,082	2,557	\$21,066,600	\$6,835
	2008	218	2,281	2,201	\$11,954,050	\$5,241
	2009	40	399	572	\$1,204,350	\$3,018
	2010	16	169	408	\$548,750	\$3,247

Standardbred Racing Opportunities / Activities by Province 2000 to 2010*

		RACE DAYS	# OF RACES	# OF HORSES	GROSS PURSES	AVG. PURSE PER RACE
NB	2000	0 (FAIRS)	0 (FAIRS)	89	0 (FAIRS)	
	2001	56	503	116	\$871,975	\$1,734
	2002	68	616	139	\$842,744	\$1,368
	2003	68	695	518	\$989,564	\$1,424
	2004	69	685	507	\$954,106	\$1,393
	2005	65	568	529	\$753,965	\$1,327
	2006	58	584	466	\$723,522	\$1,239
	2007	67	664	507	\$1,012,369	\$1,525
	2008	67	667	496	\$1,019,505	\$1,528
	2009	59	571	496	\$998,117	\$1,748
	2010	66	656	506	\$971,727	\$1,481
NS	2000	0 (FAIRS)	0 (FAIRS)	148	0 (FAIRS)	
	2001	42	382	226	\$1,570,856	\$4,112
	2002	135	1,215	311	\$1,495,922	\$1,231
	2003	94	1,071	676	\$1,446,928	\$1,351
	2004	112	1,329	842	\$1,682,219	\$1,266
	2005	111	1,359	846	\$1,667,590	\$1,227
	2006	83	1,061	760	\$1,523,148	\$1,436
	2007	104	1,108	707	\$1,571,223	\$1,418
	2008	111	1,272	800	\$1,716,742	\$1,350
	2009	103	1,279	858	\$1,636,182	\$1,279
	2010	107	1,319	813	\$1,795,977	\$1,362

		RACE DAYS	# OF RACES	# OF HORSES	GROSS PURSES	AVG. PURSE PER RACE
PE	2000	0 (FAIRS)	0 (FAIRS)	134	0 (FAIRS)	
	2001	126	1,138	223	\$1,164,677	\$1,023
	2002	131	1,178	325	\$2,001,825	\$1,699
	2003	100	1,203	878	\$1,922,402	\$1,598
	2004	92	1,118	878	\$1,754,543	\$1,569
	2005	101	1,222	954	\$2,571,019	\$2,104
	2006	112	1,382	1,060	\$2,813,585	\$2,036
	2007	108	1,321	1,020	\$2,790,158	\$2,112
	2008	111	1,381	1,018	\$2,910,690	\$2,108
	2009	111	1,370	1,061	\$2,913,835	\$2,127
	2010	109	1,399	1,074	\$2,855,056	\$2,041
NL**	2000					
	2001					
	2002					
	2003	30	139	34	\$47,500	\$342
	2004	-	-	-	\$0	\$0
	2005	25	168	60	\$48,375	\$288
	2006	31	231	74	\$90,035	\$390
	2007	31	257	86	\$96,750	\$376
	2008	22	190	86	\$78,125	\$411
	2009	25	184	79	\$89,644	\$487
	2010	26	217	82	\$117,300	\$541

* Data Source: Standardbred Canada

** No data available for 2000 to 2002

Thoroughbred Racing Opportunities / Activities by Province 2000 to 2010*

		RACE DAYS	# OF RACES	# OF HORSES	GROSS PURSES	AVG. PURSE PER RACE
BC	2000	94	832	1,135	\$9,503,511	\$11,422
	2001	96	824	1,090	\$11,555,775	\$14,024
	2002	80	846	1,151	\$12,504,660	\$14,781
	2003	81	744	1,026	\$12,055,226	\$16,203
	2004	82	731	1,062	\$13,313,404	\$18,213
	2005	92	798	1,049	\$12,591,501	\$15,779
	2006	86	738	1,108	\$12,204,823	\$16,538
	2007	78	669	1,011	\$9,891,341	\$14,785
	2008	81	703	1,055	\$11,974,593	\$17,034
	2009	86	712	1,107	\$11,001,927	\$15,452
	2010	78	607	930	\$8,507,461	\$14,016
AB	2000	112	1,154	1,454	\$8,029,317	\$6,958
	2001	110	1,163	1,379	\$11,911,024	\$10,242
	2002	109	1,169	1,495	\$12,677,366	\$10,845
	2003	113	1,236	1,613	\$14,830,244	\$11,999
	2004	118	1,364	1,789	\$16,658,558	\$12,213
	2005	117	1,151	1,692	\$13,045,701	\$11,334
	2006	119	1,322	1,797	\$15,783,075	\$11,939
	2007	111	1,242	1,719	\$16,439,453	\$13,236
	2008	107	1,184	1,792	\$15,215,606	\$12,851
	2009	89	1,068	1,667	\$12,201,708	\$11,425
	2010	84	968	1,537	\$9,544,191	\$9,860
SK	2000	40	295	392	\$814,100	\$2,760
	2001	45	290	352	\$745,490	\$2,571
	2002	32	264	357	\$710,405	\$2,691
	2003	30	262	365	\$662,025	\$2,527
	2004	29	257	377	\$704,500	\$2,741
	2005	29	233	414	\$660,791	\$2,836
	2006	29	222	425	\$719,779	\$3,242
	2007	29	235	454	\$832,376	\$3,542
	2008	29	238	472	\$950,938	\$3,996
	2009	30	244	477	\$891,857	\$3,655
	2010	28	232	487	\$911,670	\$3,930

		RACE DAYS	# OF RACES	# OF HORSES	GROSS PURSES	AVG. PURSE PER RACE
MB	2000	75	591	834	\$4,486,450	\$7,591
	2001	74	605	858	\$5,196,371	\$8,589
	2002	74	591	887	\$5,947,271	\$10,063
	2003	73	589	914	\$5,984,183	\$10,160
	2004	69	583	900	\$5,655,448	\$9,701
	2005	75	590	883	\$4,961,352	\$8,409
	2006	70	549	852	\$4,830,794	\$8,799
	2007	69	554	881	\$5,293,248	\$9,555
	2008	68	541	848	\$5,413,926	\$10,007
	2009	65	502	786	\$4,292,561	\$8,551
	2010	65	504	857	\$4,670,273	\$9,266
ON	2000	267	2,514	3,176	\$86,883,514	\$34,560
	2001	281	2,729	3,619	\$102,526,755	\$37,569
	2002	282	2,722	3,619	\$117,285,925	\$43,088
	2003	278	2,667	3,930	\$116,858,252	\$43,816
	2004	248	2,328	3,728	\$99,623,000	\$42,793
	2005	268	2,466	3,712	\$82,139,695	\$33,309
	2006	263	2,403	3,731	\$88,102,780	\$36,664
	2007	253	2,357	3,686	\$95,141,210	\$40,365
	2008	247	2,284	3,705	\$93,665,153	\$41,009
	2009	245	2,227	3,721	\$89,816,485	\$40,331
	2010	245	2,228	3,777	\$93,441,541	\$41,940

* Data Source: The Jockey Club / Equibase

Highlight: Data Sourced from provincial regulator

Quarter Horse Racing Opportunities / Activities by Province 2000 to 2010*

		RACE DAYS	# OF RACES	# OF HORSES	GROSS PURSES	AVG. PURSE PER RACE		RACE DAYS	# OF RACES	# OF HORSES	GROSS PURSES	AVG. PURSE PER RACE	
BC	2000	12	16	41	\$55,077	\$3,442	MB	2000	9	9	41	\$43,460	\$4,829
	2001	14	23	41	\$81,798	\$3,556		2001	14	24	78	\$67,596	\$2,817
	2002	11	13	36	\$48,768	\$3,751		2002	19	30	79	\$119,821	\$3,994
	2003	10	15	39	\$46,145	\$3,076		2003	20	31	77	\$170,140	\$5,488
	2004	7	11	31	\$37,536	\$3,412		2004	19	19	45	\$96,300	\$5,068
	2005	7	8	23	\$29,694	\$3,712		2005	5	8	34	\$72,897	\$9,112
	2006	1	1	4	\$3,498	\$3,498		2006	2	4	19	\$55,292	\$13,823
	2007	3	3	10	\$13,272	\$4,424		2007	3	4	26	\$69,737	\$17,434
	2008	1	2	9	\$10,445	\$5,223		2008	4	7	30	\$92,404	\$13,201
	2009	5	5	9	\$16,137	\$3,227		2009	4	6	27	\$74,755	\$12,459
	2010	5	5	10	\$17,019	\$3,404		2010	4	6	27	\$76,844	\$12,807
AB	2000	52	145	347	\$532,089	\$3,670	ON	2000	19	114	83	\$214,087	\$1,878
	2001	56	136	322	\$621,458	\$4,570		2001	20	116	103	\$246,326	\$2,124
	2002	55	151	317	\$724,670	\$4,799		2002	22	127	109	\$279,150	\$2,198
	2003	59	173	398	\$1,082,854	\$6,259		2003	26	156	122	\$318,029	\$2,039
	2004	76	217	481	\$1,447,304	\$6,670		2004	25	144	103	\$313,993	\$2,181
	2005	71	186	408	\$1,188,956	\$6,392		2005	21	127	115	\$283,031	\$2,229
	2006	71	171	360	\$1,205,712	\$7,051		2006	25	183	195	\$1,228,230	\$6,712
	2007	67	158	335	\$1,336,834	\$8,461		2007	30	258	247	\$2,505,605	\$9,712
	2008	71	156	320	\$1,294,630	\$8,299		2008	31	287	333	\$3,772,160	\$13,143
	2009	64	147	320	\$1,252,626	\$8,521		2009	35	327	443	\$3,974,436	\$12,154
	2010	65	137	297	\$1,064,466	\$7,770		2010	45	418	548	\$6,163,693	\$14,746
SK	2000	6	23	67	\$48,760	\$2,120	*Data Source: American Quarter Horse Association (AQHA)						
	2001	7	23	66	\$48,008	\$2,087							
	2002	20	51	82	\$108,800	\$2,133							
	2003	26	56	71	\$93,550	\$1,671							
	2004	17	27	60	\$53,381	\$1,977							
	2005	13	22	54	\$41,006	\$1,864							
	2006	7	7	28	\$30,748	\$4,393							
	2007	11	15	43	\$46,686	\$3,112							
	2008	12	16	41	\$52,629	\$3,289							
	2009	13	14	39	\$51,969	\$3,712							
	2010	9	11	35	\$45,021	\$4,093							

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	2566	23	0.9%
Nova Scotia	2566	75	2.9%
Prince Edward Island	2566	29	1.1%
New Brunswick	2566	63	2.5%
Quebec	2566	264	10.3%
Ontario	2566	722	28.1%
Manitoba	2566	156	6.1%
Saskatchewan	2566	243	9.5%
Alberta	2566	446	17.4%
British Columbia	2566	536	20.9%
Yukon / Northwest Territories	2566	9	0.4%

Gender	Max. Sample	Responses	% of Sample
Female	2566	2029	79.1%
Male	2566	537	20.9%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	2536	56	2.2%	
20 to 29	2536	317	12.5%	
30 to 39	2536	290	11.4%	
40 to 49	2536	544	21.5%	
50 to 59	2536	714	28.2%	Median
60 to 69	2536	436	17.2%	
Over 70	2536	179	7.1%	
Unknown Age	30			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	1819	299	16.4%	
\$40,000 to \$60,000 per year	1819	361	19.8%	
\$60,000 to \$80,000 per year	1819	293	16.1%	Median
\$80,000 to \$100,000 per year	1819	246	13.5%	
Over \$100,000 per year	1819	620	34.1%	
Non-respondents	747			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	2566	351	13.7%
Majority of household income	2566	199	7.8%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	2496	1813	72.6%
No	2496	683	27.4%
Non-respondents	70		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	2566	2493	97.2%	5671
				adults per household who ride 3582
				average # of adults per household who ride 1.4

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	2566	712	27.7%	1263
				children per household who ride 714
				average # of children per household who ride 1.0

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	2566	2146	83.6%	
Dogs	2146	1804	84.1%	3370
Cats	2146	1367	63.7%	3338
Other Pets	2146	188	8.8%	672
				average # of dogs per household 1.9
				average # of cats per household 2.4
				average # of other pets per household 3.6

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	2566	2324	90.6%	17712
Non-owners, expect to own in 5 years	242	125	51.7%	
				average # of horses owned 7.6

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	2566	218	8.5%	1024
				average equivalent horses owned 4.7

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	2324	1640	70.6%	3819
				average # of horses owned 2.3

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	2324	684	29.4%	13893
				average # of horses owned 20.3

Use the Internet	Max. Sample	Responses	% of Sample
Yes	2566	2270	88.5%
Non-users who expect to use next year	240	47	19.6%
Have e-mail	2270	2172	95.7%
Have high speed internet service	2270	1807	79.6%
Purchase horse products over internet	2270	1065	46.9%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	2324	1491	64.2%	409272
% of acreage used for horses				22.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	1491	888	59.6%	12878
No	1491	564	37.8%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	2566	176	6.9%
Less than five years	2566	82	3.2%
Five to 10 years	2566	174	6.8%
More than 10 years	2566	2058	80.2%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	2566	242	9.4%
Less than five years	2566	200	7.8%
Five to 10 years	2566	296	11.5%
More than 10 years	2566	1825	71.1%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	2324	604	26.0%	1759
Less	2324	497	21.4%	2609
The same #	2324	1221	52.5%	7830
Non-respondents	2			
net increase / decrease in herd size			-4.8%	-850

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	2123	647	30.5%	2722
Less	2123	656	30.9%	5154
The same #	2123	820	38.6%	5274
Non-respondents	201			
net increase / decrease in herd size			-13.7%	-2432

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	2324	443	19.1%
Less	2324	694	29.9%
The same #	2324	1181	50.8%
Don't know	2324	6	0.3%
Non-owners who expect to own	242	125	51.7%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	2324	310	13.3%
Less	2324	447	19.2%
The same #	2324	1561	67.2%
Don't know	2324	6	0.3%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	1491	943	63.2%	\$141,108,795
average investment in property improvements per property owner				\$ 149,638

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	2324	1972	84.9%	\$ 21,836,727
# of horses owned				14662
average capital invested in tack per horse				\$ 1,489
average capital invested in tack per horse owner				\$ 11,073

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	2324	1351	58.1%	\$ 25,814,212
# of horses owned				13416
average capital investment in horse-related equipment per horse				\$ 1,924
average capital invested in horse-related equipment per horse owner				\$ 19,107

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	2566	2467	96.1%	6129
Pay fees to	2566	2258	88.0%	5844
How much per year	2566	2068	80.6%	\$ 526,908
average # of clubs / associations pay fees to				2.6

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	17712	43	0.2%	2.4
Nova Scotia	17712	439	2.5%	6.3
Prince Edward Island	17712	148	0.8%	5.9
New Brunswick	17712	370	2.1%	6.5
Quebec	17712	847	4.8%	3.8
Ontario	17712	3743	21.1%	5.9
Manitoba	17712	3697	20.9%	25.3
Saskatchewan	17712	2888	16.3%	13.1
Alberta	17712	3488	19.7%	8.4
British Columbia	17712	2009	11.3%	4.2
Yukon / Northwest Territories	17712	40	0.2%	5.9

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	2324	\$ 36,093,855	5962
Estimated current market value	2324	\$ 73,056,186	12177
average capital investment per horse		\$ 6,054	
average estimated market value per horse		\$ 6,000	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	2324	344	14.8%	703

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	2324	919	39.5%	2413

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	2324	369	15.9%	1456

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	2324	745	32.1%	4942

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	840	80	9.5%	511
Competition / sport market	840	291	34.6%	1280
Breeding stock market	840	49	5.8%	259
Pleasure riding market	840	359	42.7%	1951
Work horse market	840	39	4.6%	213
Meat market	840	22	2.6%	5049

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	17712	4076	23.0%
Mature horses	17712	13636	77.0%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	13636	951	7.0%
Competition	13636	3236	23.7%
Recreational riding / driving	13636	3162	23.2%
Breeding	13636	3246	23.8%
Riding lessons	13636	416	3.1%
Trail rides / tourist activities	13636	156	1.1%
Work	13636	608	4.5%
Companionship or full retirement	13636	626	4.6%
PMU production	13636	75	0.6%
Meat production	13636	295	2.2%
Other use	13636	873	6.4%
Horses for multiple uses	13636		

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	4076	1273	31.2%
Western sport competition	4076	706	17.3%
Racing	4076	382	9.4%
Breed sport competition	4076	37	0.9%
Pleasure riding	4076	980	24.0%
Breeding stock	4076	234	5.7%
Ranch work / farm work	4076	292	7.2%
Meat production	4076	78	1.9%
Other use	4076	93	2.3%
Horses for multiple uses	4076	1	0.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	2324	1443	62.1%	\$ 3,659,262
		# of horses		11037
		average expenditure per horse		\$ 332
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	2324	1217	52.4%	\$ 6,298,656
		# of horses		10096
		average expenditure per horse		\$ 624
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	2324	1482	63.8%	\$ 1,155,238
		# of horses		9609
		average expenditure per horse		\$ 120
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	2324	951	40.9%	\$ 1,580,293
		# of horses		6666
		average expenditure per horse		\$ 237
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	2324	2020	86.9%	\$ 1,360,455
		# of horses		13245
		average expenditure per horse		\$ 103
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	2324	1843	79.3%	\$ 3,612,784
		# of horses		9407
		average expenditure per horse		\$ 384
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	2324	1125	48.4%	\$ 2,996,990
		# of horses		2778
		average expenditure per horse		\$ 1,079
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	2324	1974	84.9%	\$ 3,216,334
		# of horses		11429
		average expenditure per horse		\$ 281

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	2324	592	25.5%	\$ 320,080
		# of horses		1187
		average expenditure per horse		\$ 270
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	2324	315	13.6%	\$ 150,450
		# of horses		1372
		average expenditure per horse		\$ 110
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	1491	980	65.7%	\$ 4,137,797
		average expenditure per property owner		\$ 4,222
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	2324	1521	65.4%	\$ 1,222,056
		average expenditure per horse owner		\$ 803
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	2324	398	17.1%	\$ 451,355
		average expenditure per horse owner		\$ 1,134
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	2324	906	39.0%	\$ 5,404,896
		# of horses boarded		1466
		average expenditure per horse		\$ 3,687
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	1379	332	24.1%	\$ 1,189,300
		# of horses in training		533
		average expenditure per horse		\$ 2,231
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	2566	543	21.2%	\$ 934,536
		average cost per participant		\$ 1,721
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	2566	1418	55.3%	\$ 1,913,738
		average cost per participant		\$ 1,350

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	2566	604	23.5%
Farrier visits	2566	1237	48.2%
Vet visits	2566	1456	56.7%
Immunizations	2566	1483	57.8%
De-worming schedules	2566	1425	55.5%
Breeding	2566	640	24.9%
Competition	2566	643	25.1%
Drug testing	2566	183	7.1%
Horse ownership	2566	1000	39.0%
Medication treatment	2566	1303	50.8%
Other	2566	58	2.3%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	2566	468	18.2%
Leave less than 10 times	2566	828	32.3%
Leave between 10 and 20 times	2566	458	17.8%
Leave more than 20 times	2566	613	23.9%
Never leave the province	1899	1278	67.3%
Leave the province less than 10 times	1899	538	28.3%
Leave the province more than 10 times	1899	83	4.4%
Never leave the country	621	331	53.3%
Leave the country less than 10 times	621	263	42.4%
Leave the country more than 10 times	621	27	4.3%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	2566	557	21.7%	5279
average # of other peoples' horses cared for				9.5

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	2566	692	27.0%
Cattle	692	365	52.7%
Poultry	692	193	27.9%
Donkeys	692	89	12.9%
Other	692	326	47.1%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	2324	1978	85.1%	13106
Registered with more than one registry	1978	427	21.6%	1263
Have registration papers	1978	1788	90.4%	12304
Have papers from Canadian registry	1978	1317	66.6%	7038
Not registered, but could be	2324	429	18.5%	1141
Expected # of horses to be registered	429	182	42.4%	656

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	2324	644	27.7%	1458
Micro-chipped	2324	254	10.9%	1912
Tattoo'd	2324	505	21.7%	1702
Branded	2324	562	24.2%	3349

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	2566	214	8.3%
Coach, instructor or trainer	2566	445	17.3%
Farm, stable or ranch manager	2566	692	27.0%
Breeder	2566	522	20.3%
Industry professional	2566	167	6.5%
Pleasure rider	2566	1916	74.7%
Competitor	2566	941	36.7%
Show organizer, judge, official	2566	389	15.2%
Owner	2566	2064	80.4%
Product sales	2566	129	5.0%
TOTALS	2566	7479	291.4%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	2445	117	4.8%
Coach, instructor or trainer	2445	155	6.3%
Farm, stable or ranch manager	2445	111	4.5%
Breeder	2445	186	7.6%
Industry professional	2445	39	1.6%
Pleasure rider	2445	769	31.5%
Competitor	2445	412	16.9%
Show organizer, judge, official	2445	58	2.4%
Owner	2445	579	23.7%
Product sales	2445	19	0.8%
Non-respondents	121		
TOTALS	2566	2445	100.1%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	2566	302	11.8%	2769
annual revenue generated from horse boarding				\$ 7,783,350
average annual revenue per boarding facility				\$ 33,988

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	2324	332	14.3%	1339
				# of people riding
				12773
				average # of riders per year per horse in use
				9.5

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	316	141	44.6%
Less	316	37	11.7%
The same #	316	138	43.7%
Non-respondents	16		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	2566	301	11.7%	\$ 2,230,494
				# of riders coached
				12529
				# of adult riders
				5515
				# of youth riders
				7014
				average # of students per coach
				41.6
				average revenue per coach
				\$ 11,678

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	2566	330	12.9%	\$ 5,020,860
				average annual revenue per trainer
				\$ 22,926

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	2566	2170	84.6%	75844
				Annual paid salary
				\$ 4,963,310
				# of paid hours per week
				6897
				# of unpaid hours per week
				68947
				average # of paid hours per week
				62.7
				average weekly salary
				\$ 868
				average hourly pay
				\$ 13.84

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	913	1	0.1%
Halter / line classes	913	46	5.0%
Breed-specific competitions	913	48	5.3%
Dressage	913	299	32.7%
Hunter / Jumper	913	461	50.5%
Eventing	913	101	11.1%
Driving	913	81	8.9%
Endurance riding	913	20	2.2%
Reining	913	46	5.0%
Competitive trail riding	913	32	3.5%
Saddleseat	913	16	1.8%
Polo	913	1	0.1%
Barrel racing / pole bending	913	46	5.0%
Chuck wagon racing	913	0	0.0%
Cutting	913	13	1.4%
Rodeo	913	8	0.9%
Roping	913	18	2.0%
Team cattle penning	913	27	3.0%
Western pleasure	913	156	17.1%
Gymkhana	913	37	4.1%
Pony Club	913	1	0.1%
4H Club competitions	913	1	0.1%
Other	913	70	7.7%
TOTALS			167.6%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	913	738	5460	7.4
# of show days	913	732	10761	14.7
# of show days in province	913	709	8561	12.1
# of show days in other provinces	913	132	905	6.9
# of show days outside Canada	913	91	1154	12.7
average # of show days per active competitor in 2009				14.7

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	913	324	35.5%
Expect less show days	913	255	27.9%
Expect same # of show days	913	325	35.6%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	913	415	45.5%	\$ 1,058,764
average annual cost per competitor				\$ 2,551

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	913	625	68.5%	\$ 1,794,141
# of competitions				4417
# of show days				8366
average annual cost per competitor				\$ 2,871

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	913	217	23.8%	\$ 282,910
average annual cost per competitor				\$ 1,304

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	913	417	45.7%	\$ 168,665
average annual cost per competitor				\$ 404

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	913	247	27.1%	\$ 748,330
average annual cost per competitor				\$ 3,030

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	238	0	0.0%
Halter / line classes	238	12	5.0%
Breed-specific competitions	238	3	1.3%
Dressage	238	46	19.3%
Hunter / Jumper	238	120	50.4%
Eventing	238	13	5.5%
Driving	238	8	3.4%
Endurance riding	238	0	0.0%
Reining	238	3	1.3%
Competitive trail riding	238	1	0.4%
Saddleseat	238	4	1.7%
Polo	238	0	0.0%
Barrel racing / pole bending	238	15	6.3%
Chuck wagon racing	238	0	0.0%
Cutting	238	1	0.4%
Rodeo	238	4	1.7%
Roping	238	3	1.3%
Team cattle penning	238	4	1.7%
Western pleasure	238	49	20.6%
Gymkhana	238	19	8.0%
Pony Club	238	12	5.0%
4H Club competitions	238	11	4.6%
Other	238	21	8.8%
TOTALS	238		146.7%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	238	238	1270
average # of show days per active competitor in 2009			5.3

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	238	74	31.1%
Expect less show days	238	38	16.0%
Expect same # of show days	238	95	39.9%
Non respondents	31		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	466	151	32.4%	\$ 497,679
# of children competing				238
average annual cost per competitor				\$ 2,091

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	466	60	12.9%	\$ 61,844
average annual cost per competitor				\$ 260

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	466	106	22.7%	\$ 36,785
average annual cost per competitor				\$ 155

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	466	222	47.6%	\$ 397,760
total # of children using coaching services				305
average annual cost per competitor				\$ 1,304

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	238	128	53.8%	\$ 78,050
average annual cost per competitor				\$ 610

Own Stallions Standing at Stud Yes	Max. Sample	Responses	% of Sample	How Many
	240	146	60.8%	296
	average # of stallions per owner			2.0
	# of registered stallions			288
Collect for Artificial Insemination Yes	Max. Sample	Responses	% of Sample	
	146	33	22.6%	
# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	240	112	46.7%	1468
	# of stallions servicing mares			243
	average # of mares serviced per stallion			6.0
	annual revenue generated by stallion services			\$ 110,780
# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	112	60	53.6%	515

Own Mares of Breeding Age Yes	Max. Sample	Responses	% of Sample	How Many
	240	238	99.2%	3101
	average # of mares per owner			13.0
	# of registered mares			1985
	% of registered mares			64.0%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	238	168	70.6%	1268
	average # mares bred per owner			7.5
	annual cost for outside stud services			\$ 188,300
average cost for stud services per mare			\$ 149	

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
	238	55	23.1%	159
	More mares bred in 2010			
	238	83	34.9%	362
	Less mares bred in 2010			
Same # of mares bred in 2010				
Non-respondents				

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
	238	45	18.9%	94
	More mares bred than 2010			
	238	48	20.2%	196
	Less mares bred than 2010			
Same # of mares bred than 2010				
Non-respondents				

Use the Services of a Horse Trainer Yes	Max. Sample	Responses	% of Sample	How Much
	240	82	34.2%	\$ 344,040
	# of horses			189
	average annual expenditure per horse			\$ 1,820

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	213	183	85.9%	903
Thoroughbred	213	27	12.7%	254
Standardbred	213	152	71.4%	617
Quarter Horse	213	4	1.9%	32

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	213	42	19.7%	97
Less horses racing in 2010	213	42	19.7%	96
Same # of horses racing in 2010	213	122	57.3%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	213	54	25.4%	183
Less horses racing in 2011	213	28	13.1%	83
Same # of horses racing in 2011	213	124	58.2%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	213	173	81.2%	8928
# of race days in province				7601
# of race days out of province				821
# of race days out of country				121

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	213	90	42.3%	696
Train other peoples' horses	90	86	95.6%	369
Horses with a trainer	120	82	68.3%	339
annual expenditure for horse training services				\$ 1,792,000
average expenditure for horse training services per horse				\$ 5,286

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	213	192	90.1%	\$ 78,614
average expenditure for licence / association fees per participant				\$ 409

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	213	186	87.3%	\$ 446,343
average expenditure for nomination / sustaining fees per participant				\$ 2,400

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	213	179	84.0%	\$ 590,575
average expenditure for starter fees per participant				\$ 3,299

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	213	173	81.2%	\$ 175,145
average expenditure on travel for racing per participant				\$ 1,012

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	536	0	0.0%
Nova Scotia	536	0	0.0%
Prince Edward Island	536	0	0.0%
New Brunswick	536	0	0.0%
Quebec	536	0	0.0%
Ontario	536	0	0.0%
Manitoba	536	0	0.0%
Saskatchewan	536	0	0.0%
Alberta	536	0	0.0%
British Columbia	536	536	100.0%
Yukon / Northwest Territories	536	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	536	456	85.1%
Male	536	80	14.9%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	530	18	3.4%	
20 to 29	530	51	9.6%	
30 to 39	530	49	9.2%	
40 to 49	530	126	23.8%	
50 to 59	530	177	33.4%	Median
60 to 69	530	82	15.5%	
Over 70	530	27	5.1%	
Unknown Age	6			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	383	61	15.9%	
\$40,000 to \$60,000 per year	383	78	20.4%	
\$60,000 to \$80,000 per year	383	71	18.5%	Median
\$80,000 to \$100,000 per year	383	44	11.5%	
Over \$100,000 per year	383	129	33.7%	
Non-respondents	153			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	536	74	13.8%
Majority of household income	536	37	6.9%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	513	381	74.3%
No	513	132	25.7%
Non-respondents	23		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	536	515	96.1%	1175
				adults per household who ride 720
				average # of adults per household who ride 1.4

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	536	140	26.1%	248
				children per household who ride 148
				average # of children per household who ride 1.1

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	536	462	86.2%	
Dogs	462	379	82.0%	721
Cats	462	312	67.5%	646
Other Pets	462	54	11.7%	190
				average # of dogs per household 1.9
				average # of cats per household 2.1
				average # of other pets per household 3.5

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	536	475	88.6%	2009
Non-owners, expect to own in 5 years	61	31	50.8%	
				average # of horses owned 4.2

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	536	25	4.7%	88
				average equivalent horses owned 3.5

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	475	387	81.5%	870
				average # of horses owned 2.2

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	475	88	18.5%	1139
				average # of horses owned 12.9

Use the Internet	Max. Sample	Responses	% of Sample
Yes	536	484	90.3%
Non-users who expect to use next year	36	11	30.6%
Have e-mail	484	477	98.6%
Have high speed internet service	484	421	87.0%
Purchase horse products over internet	484	238	49.2%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	475	314	66.1%	22214
% of acreage used for horses				38.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	314	148	47.1%	1034
No	314	159	50.6%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	536	23	4.3%
Less than five years	536	23	4.3%
Five to 10 years	536	52	9.7%
More than 10 years	536	422	78.7%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	536	61	11.4%
Less than five years	536	52	9.7%
Five to 10 years	536	71	13.2%
More than 10 years	536	360	67.2%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	475	128	26.9%	261
Less	475	85	17.9%	385
The same #	475	271	57.1%	915
Non-respondents	-9			
net increase / decrease in herd size				-6.2% -124

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	433	137	31.6%	386
Less	433	107	24.7%	566
The same #	433	189	43.6%	671
Non-respondents	42			
net increase / decrease in herd size				-9.0% -180

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	475	96	20.2%
Less	475	134	28.2%
The same #	475	254	53.5%
Don't know	475		
Non-owners who expect to own	61	31	50.8%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	475	60	12.6%
Less	475	83	17.5%
The same #	475	341	71.8%
Don't know	475		

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	314	215	68.5%	\$24,068,725
average investment in property improvements per property owner				\$ 111,948

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	475	430	90.5%	\$ 4,418,575
# of horses owned				1731
average capital invested in tack per horse				\$ 2,553
average capital invested in tack per horse owner				\$ 10,276

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	475	293	61.7%	\$ 4,468,050
# of horses owned				1483
average capital investment in horse-related equipment per horse				\$ 3,013
average capital invested in horse-related equipment per horse owner				\$ 15,249

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	536	509	95.0%	1185
Pay fees to	536	466	86.9%	1081
How much per year	536	438	81.7%	\$ 93,368
average # of clubs / associations pay fees to				2.3

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	2009	0	0.0%	0.0
Nova Scotia	2009	0	0.0%	0.0
Prince Edward Island	2009	0	0.0%	0.0
New Brunswick	2009	0	0.0%	0.0
Quebec	2009	0	0.0%	0.0
Ontario	2009	0	0.0%	0.0
Manitoba	2009	0	0.0%	0.0
Saskatchewan	2009	0	0.0%	0.0
Alberta	2009	0	0.0%	0.0
British Columbia	2009	2009	100.0%	4.2
Yukon / Northwest Territories	2009	0	0.0%	0.0

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	475	\$ 6,192,888	1002
Estimated current market value	475	\$ 11,716,446	1655
average capital investment per horse		\$ 6,181	
average estimated market value per horse		\$ 7,079	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	475	55	11.6%	70

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	475	154	32.4%	239

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	475	46	9.7%	177

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	475	122	25.7%	823

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	132	3	2.3%	12
Competition / sport market	132	48	36.4%	164
Breeding stock market	132	4	3.0%	6
Pleasure riding market	132	72	54.5%	760
Work horse market	132	5	3.8%	8
Meat market	132	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	2009	346	17.2%
Mature horses	2009	1680	83.6%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	1680	47	2.8%
Competition	1680	491	29.2%
Recreational riding / driving	1680	663	39.5%
Breeding	1680	184	11.0%
Riding lessons	1680	48	2.9%
Trail rides / tourist activities	1680	51	3.0%
Work	1680	124	7.4%
Companionship or full retirement	1680	73	4.3%
PMU production	1680	0	0.0%
Meat production	1680	0	0.0%
Other use	1680	2	0.1%
Horses for multiple uses	1680		

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	346	111	32.1%
Western sport competition	346	68	19.7%
Racing	346	32	9.2%
Breed sport competition	346	20	5.8%
Pleasure riding	346	88	25.4%
Breeding stock	346	12	3.5%
Ranch work / farm work	346	8	2.3%
Meat production	346	0	0.0%
Other use	346	4	1.2%
Horses for multiple uses	346	3	0.9%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	475	322	67.8%	\$ 358,241
		# of horses		1561
		average expenditure per horse		\$ 229
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	475	307	64.6%	\$ 1,032,935
		# of horses		1618
		average expenditure per horse		\$ 638
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	475	300	63.2%	\$ 149,347
		# of horses		1280
		average expenditure per horse		\$ 117
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	475	179	37.7%	\$ 147,709
		# of horses		859
		average expenditure per horse		\$ 172
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	475	420	88.4%	\$ 191,283
		# of horses		1521
		average expenditure per horse		\$ 126
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	475	391	82.3%	\$ 685,980
		# of horses		2062
		average expenditure per horse		\$ 333
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	475	223	46.9%	\$ 548,400
		# of horses		410
		average expenditure per horse		\$ 1,338
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	475	434	91.4%	\$ 547,007
		# of horses		1756
		average expenditure per horse		\$ 312

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	475	138	29.1%	\$ 66,540
		# of horses		238
		average expenditure per horse		\$ 280
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	475	52	10.9%	\$ 28,539
		# of horses		207
		average expenditure per horse		\$ 138
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	314	205	65.3%	\$ 763,065
		average expenditure per property owner		\$ 3,722
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	475	319	67.2%	\$ 202,567
		average expenditure per horse owner		\$ 635
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	475	94	19.8%	\$ 67,110
		average expenditure per horse owner		\$ 714
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	475	176	37.1%	\$ 1,070,910
		# of horses boarded		251
		average expenditure per horse		\$ 4,267
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	260	58	22.3%	\$ 159,750
		# of horses in training		116
		average expenditure per horse		\$ 1,377
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	536	83	15.5%	\$ 67,085
		average cost per participant		\$ 808
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	536	319	59.5%	\$ 405,480
		average cost per participant		\$ 1,271

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	536	128	23.9%
Farrier visits	536	267	49.8%
Vet visits	536	320	59.7%
Immunizations	536	288	53.7%
De-worming schedules	536	290	54.1%
Breeding	536	86	16.0%
Competition	536	94	17.5%
Drug testing	536	24	4.5%
Horse ownership	536	168	31.3%
Medication treatment	536	240	44.8%
Other	536	20	3.7%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	536	72	13.4%
Leave less than 10 times	536	170	31.7%
Leave between 10 and 20 times	536	88	16.4%
Leave more than 20 times	536	173	32.3%
Never leave the province	431	336	78.0%
Leave the province less than 10 times	431	84	19.5%
Leave the province more than 10 times	431	10	2.3%
Never leave the country	94	37	39.4%
Leave the country less than 10 times	94	50	53.2%
Leave the country more than 10 times	94	6	6.4%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	536	111	20.7%	1053
average # of other peoples' horses cared for				9.5

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	536	148	27.6%
Cattle	148	52	35.1%
Poultry	148	67	45.3%
Donkeys	148	13	8.8%
Other	148	80	54.1%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Registered with more than one registry	475	384	80.8%	1455
Have registration papers	384	88	22.9%	190
Have papers from Canadian registry	384	337	87.8%	1285
Not registered, but could be	384	224	58.3%	693
Expected # of horses to be registered	475	87	18.3%	155
	87	26	29.9%	54

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	475	96	20.2%	202
Micro-chipped	475	33	6.9%	106
Tattoo'd	475	87	18.3%	148
Branded	475	119	25.1%	337

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	536	8	1.5%
Coach, instructor or trainer	536	65	12.1%
Farm, stable or ranch manager	536	92	17.2%
Breeder	536	67	12.5%
Industry professional	536	27	5.0%
Pleasure rider	536	438	81.7%
Competitor	536	161	30.0%
Show organizer, judge, official	536	70	13.1%
Owner	536	438	81.7%
Product sales	536	19	3.5%
TOTALS	536	1385	258.3%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	508	4	0.8%
Coach, instructor or trainer	508	25	4.9%
Farm, stable or ranch manager	508	27	5.3%
Breeder	508	21	4.1%
Industry professional	508	5	1.0%
Pleasure rider	508	244	48.0%
Competitor	508	63	12.4%
Show organizer, judge, official	508	9	1.8%
Owner	508	106	20.9%
Product sales	508	4	0.8%
Non-respondents	28		
TOTALS	536	508	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	536	57	10.6%	504
annual revenue generated from horse boarding				\$ 1,039,250
average annual revenue per boarding facility				\$ 24,169

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	475	80	16.8%	223
			# of people riding	1285
			average # of riders per year per horse in use	5.8

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	76	41	53.9%
Less	76	2	2.6%
The same #	76	33	43.4%
Non-respondents	4		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	536	51	9.5%	\$ 458,754
			# of riders coached	1840
			# of adult riders	840
			# of youth riders	1000
			average # of students per coach	36.1
			average revenue per coach	\$ 13,107

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	536	54	10.1%	\$ 235,040
			average annual revenue per trainer	\$ 6,352

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	536	457	85.3%	9622
Annual paid salary	457	22	4.8%	\$ 563,140
# of paid hours per week	457	22	4.8%	571
# of unpaid hours per week	435	413	94.9%	9051
			average # of paid hours per week	26.0
			average weekly salary	\$ 492
			average hourly pay	\$ 18.97

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	159	0	0.0%
Halter / line classes	159	3	1.9%
Breed-specific competitions	159	4	2.5%
Dressage	159	50	31.4%
Hunter / Jumper	159	77	48.4%
Eventing	159	20	12.6%
Driving	159	17	10.7%
Endurance riding	159	3	1.9%
Reining	159	11	6.9%
Competitive trail riding	159	6	3.8%
Saddleseat	159	1	0.6%
Polo	159	1	0.6%
Barrel racing / pole bending	159	11	6.9%
Chuck wagon racing	159	0	0.0%
Cutting	159	2	1.3%
Rodeo	159	4	2.5%
Roping	159	9	5.7%
Team cattle penning	159	8	5.0%
Western pleasure	159	26	16.4%
Gymkhana	159	9	5.7%
Pony Club	159	0	0.0%
4H Club competitions	159	1	0.6%
Other	159	11	6.9%
TOTALS			172.3%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	159	141	1211	8.6
# of show days	159	138	2364	17.1
# of show days in province	159	133	1867	14.0
# of show days in other provinces	159	14	91	6.5
# of show days outside Canada	159	26	402	15.5
average # of show days per active competitor in 2009				17.1

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	159	58	36.5%
Expect less show days	159	48	30.2%
Expect same # of show days	159	53	33.3%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	159	102	64.2%	\$ 211,270
average annual cost per competitor				\$ 2,071

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	159	115	72.3%	\$ 254,420
# of competitions				963
# of show days				1786
average annual cost per competitor				\$ 2,212

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	159	26	16.4%	\$ 30,278
average annual cost per competitor				\$ 1,165

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	159	76	47.8%	\$ 24,152
average annual cost per competitor				\$ 318

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	159	37	23.3%	\$ 75,380
average annual cost per competitor				\$ 2,037

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	62	0	0.0%
Halter / line classes	62	3	4.8%
Breed-specific competitions	62	0	0.0%
Dressage	62	17	27.4%
Hunter / Jumper	62	29	46.8%
Eventing	62	5	8.1%
Driving	62	1	1.6%
Endurance riding	62	0	0.0%
Reining	62	0	0.0%
Competitive trail riding	62	1	1.6%
Saddleseat	62	0	0.0%
Polo	62	0	0.0%
Barrel racing / pole bending	62	6	9.7%
Chuck wagon racing	62	0	0.0%
Cutting	62	0	0.0%
Rodeo	62	0	0.0%
Roping	62	0	0.0%
Team cattle penning	62	0	0.0%
Western pleasure	62	12	19.4%
Gymkhana	62	6	9.7%
Pony Club	62	4	6.5%
4H Club competitions	62	3	4.8%
Other	62	6	9.7%
TOTALS	62		150.1%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	62	62	298
average # of show days per active competitor in 2009			4.8

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	62	22	35.5%
Expect less show days	62	7	11.3%
Expect same # of show days	62	26	41.9%
Non respondents	7		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	101	36	35.6%	\$ 45,465
			# of children competing	62
			average annual cost per competitor	\$ 733

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	101	13	12.9%	\$ 5,325
			average annual cost per competitor	\$ 86

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	101	28	27.7%	\$ 5,435
			average annual cost per competitor	\$ 88

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	101	62	61.4%	\$ 130,410
			total # of children using coaching services	91
			average annual cost per competitor	\$ 1,433

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	101	35	34.7%	\$ 13,980
			average annual cost per competitor	\$ 225

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
	36	17	47.2%	27
	average # of stallions per owner			1.6
	# of registered stallions			27
Yes				
Collect for Artificial Insemination	Max. Sample	Responses	% of Sample	
	17	2	11.8%	
	Yes			
# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	36	14	38.9%	111
	# of stallions servicing mares			23
	average # of mares serviced per stallion			4.8
	annual revenue generated by stallion services			\$ 35,100
# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	14	10	71.4%	40
	Yes			

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
	36	36	100.0%	1186
	average # of mares per owner			32.9
	# of registered mares			166
	% of registered mares			14.0%
Yes				
# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	36	25	69.4%	104
	average # mares bred per owner			4.2
	annual cost for outside stud services			\$ 45,250
average cost for stud services per mare			\$ 435	
Yes				
# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
	36	7	19.4%	32
	More mares bred in 2010			
	Less mares bred in 2010			17
	Same # of mares bred in 2010			
Non-respondents			0	
Yes				
# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
	36	9	25.0%	29
	More mares bred than 2010			
	Less mares bred than 2010			9
	Same # of mares bred than 2010			
Non-respondents			3	
Yes				
Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	36	21	58.3%	\$ 80,390
	# of horses			64
	average annual expenditure per horse			\$ 1,256
Yes				

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	8	8	100.0%	29
Thoroughbred	8	3	37.5%	15
Standardbred	8	5	62.5%	14
Quarter Horse	8	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	8	2	25.0%	5
Less horses racing in 2010	8	2	25.0%	4
Same # of horses racing in 2010	8	4	50.0%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	8	0	0.0%	2
Less horses racing in 2011	8	0	0.0%	3
Same # of horses racing in 2011	8	4	50.0%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	8	6	75.0%	342
# of race days in province				342
# of race days out of province				0
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	8	4	50.0%	23
Train other peoples' horses	4	4	100.0%	14
Horses with a trainer	4	2	50.0%	10
annual expenditure for horse training services				\$ 1,000
average expenditure for horse training services per horse				\$ 100

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	8	8	100.0%	\$ 1,312
average expenditure for licence / association fees per participant				\$ 164

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	8	7	87.5%	\$ 5,900
average expenditure for nomination / sustaining fees per participant				\$ 843

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	8	6	75.0%	\$ 3,500
average expenditure for starter fees per participant				\$ 583

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	8	7	87.5%	\$ 8,000
average expenditure on travel for racing per participant				\$ 1,143

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	446	0	0.0%
Nova Scotia	446	0	0.0%
Prince Edward Island	446	0	0.0%
New Brunswick	446	0	0.0%
Quebec	446	0	0.0%
Ontario	446	0	0.0%
Manitoba	446	0	0.0%
Saskatchewan	446	0	0.0%
Alberta	446	446	100.0%
British Columbia	446	0	0.0%
Yukon / Northwest Territories	446	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	446	358	80.3%
Male	446	88	19.7%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	439	2	0.5%	
20 to 29	439	68	15.5%	
30 to 39	439	49	11.2%	
40 to 49	439	101	23.0%	Median
50 to 59	439	116	26.4%	
60 to 69	439	71	16.2%	
Over 70	439	32	7.3%	
Unknown Age	7			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	291	30	10.3%	
\$40,000 to \$60,000 per year	291	53	18.2%	
\$60,000 to \$80,000 per year	291	35	12.0%	
\$80,000 to \$100,000 per year	291	40	13.7%	Median
Over \$100,000 per year	291	133	45.7%	
Non-respondents	155			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	446	50	11.2%
Majority of household income	446	31	7.0%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	436	334	76.6%
No	436	102	23.4%
Non-respondents	10		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	446	436	97.8%	1006
				adults per household who ride 643
				average # of adults per household who ride 1.5

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	446	109	24.4%	204
				children per household who ride 102
				average # of children per household who ride 0.9

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	446	351	78.7%	
Dogs	351	299	85.2%	575
Cats	351	213	60.7%	545
Other Pets	351	35	10.0%	122
				average # of dogs per household 1.9
				average # of cats per household 2.6
				average # of other pets per household 3.5

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	446	425	95.3%	3488
Non-owners, expect to own in 5 years	21	8	38.1%	
				average # of horses owned 8.2

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	446	45	10.1%	167
				average equivalent horses owned 3.7

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	425	273	64.2%	668
				average # of horses owned 2.4

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	425	152	35.8%	2820
				average # of horses owned 18.6

Use the Internet	Max. Sample	Responses	% of Sample
Yes	446	402	90.1%
Non-users who expect to use next year	34	6	17.6%
Have e-mail	402	391	97.3%
Have high speed internet service	402	323	80.3%
Purchase horse products over internet	402	201	50.0%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	425	257	60.5%	111087
% of acreage used for horses				22.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	257	164	63.8%	2577
No	257	88	34.2%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	446	17	3.8%
Less than five years	446	9	2.0%
Five to 10 years	446	19	4.3%
More than 10 years	446	389	87.2%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	446	21	4.7%
Less than five years	446	22	4.9%
Five to 10 years	446	44	9.9%
More than 10 years	446	351	78.7%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	425	108	25.4%	410
Less	425	96	22.6%	433
The same #	425	216	50.8%	1368
Non-respondents	5			
net increase / decrease in herd size			-0.7%	-23

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	397	123	31.0%	621
Less	397	145	36.5%	1039
The same #	397	129	32.5%	768
Non-respondents	28			
net increase / decrease in herd size			-12.0%	-418

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	425	86	20.2%
Less	425	137	32.2%
The same #	425	195	45.9%
Don't know	425	7	1.6%
Non-owners who expect to own	21	8	38.1%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	425	65	15.3%
Less	425	97	22.8%
The same #	425	256	60.2%
Don't know	425	7	1.6%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	257	150	58.4%	\$24,879,300
average investment in property improvements per property owner				\$ 165,862

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	425	291	68.5%	\$ 4,425,380
# of horses owned				2906
average capital invested in tack per horse				\$ 1,523
average capital invested in tack per horse owner				\$ 15,207

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	425	262	61.6%	\$ 6,177,700
# of horses owned				2728
average capital investment in horse-related equipment per horse				\$ 2,265
average capital invested in horse-related equipment per horse owner				\$ 23,579

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	446	431	96.6%	1143
Pay fees to	446	398	89.2%	1110
How much per year	446	360	80.7%	\$ 88,304
average # of clubs / associations pay fees to				2.8

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	3488	0	0.0%	
Nova Scotia	3488	0	0.0%	
Prince Edward Island	3488	0	0.0%	
New Brunswick	3488	0	0.0%	
Quebec	3488	0	0.0%	
Ontario	3488	0	0.0%	
Manitoba	3488	0	0.0%	
Saskatchewan	3488	0	0.0%	
Alberta	3488	3488	100.0%	8.4
British Columbia	3488	0	0.0%	
Yukon / Northwest Territories	3488	0	0.0%	

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	425	\$ 8,420,476	1148
Estimated current market value	425	\$ 19,155,108	2500
average capital investment per horse		\$ 7,335	
average estimated market value per horse		\$ 7,662	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	425	61	14.4%	86

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	425	170	40.0%	398

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	425	88	20.7%	251

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	425	154	36.2%	670

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	180	6	3.3%	41
Competition / sport market	180	70	38.9%	212
Breeding stock market	180	16	8.9%	76
Pleasure riding market	180	76	42.2%	345
Work horse market	180	6	3.3%	28
Meat market	180	6	3.3%	50

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	3488	1009	28.9%
Mature horses	3488	2473	70.9%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	2473	51	2.1%
Competition	2473	787	31.8%
Recreational riding / driving	2473	547	22.1%
Breeding	2473	706	28.5%
Riding lessons	2473	36	1.5%
Trail rides / tourist activities	2473	45	1.8%
Work	2473	143	5.8%
Companionship or full retirement	2473	96	3.9%
PMU production	2473	0	0.0%
Meat production	2473	0	0.0%
Other use	2473	61	2.5%
Horses for multiple uses	2473	1	0.0%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	1009	241	23.9%
Western sport competition	1009	260	25.8%
Racing	1009	51	5.1%
Breed sport competition	1009	13	1.3%
Pleasure riding	1009	257	25.5%
Breeding stock	1009	45	4.5%
Ranch work / farm work	1009	122	12.1%
Meat production	1009	15	1.5%
Other use	1009	6	0.6%
Horses for multiple uses	1009		

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	425	249	58.6%	\$ 297,961
			# of horses	1640
			average expenditure per horse	\$ 182
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	425	205	48.2%	\$ 1,781,668
			# of horses	2013
			average expenditure per horse	\$ 885
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	425	275	64.7%	\$ 230,185
			# of horses	1746
			average expenditure per horse	\$ 132
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	425	139	32.7%	\$ 99,510
			# of horses	1109
			average expenditure per horse	\$ 90
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	425	372	87.5%	\$ 213,293
			# of horses	2185
			average expenditure per horse	\$ 98
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	425	284	66.8%	\$ 556,405
			# of horses	1152
			average expenditure per horse	\$ 483
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	425	222	52.2%	\$ 749,839
			# of horses	719
			average expenditure per horse	\$ 1,043
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	425	360	84.7%	\$ 566,680
			# of horses	2487
			average expenditure per horse	\$ 228

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	425	134	31.5%	\$ 74,330
			# of horses	271
			average expenditure per horse	\$ 274
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	425	59	13.9%	\$ 30,310
			# of horses	190
			average expenditure per horse	\$ 160
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	257	161	62.6%	\$ 730,000
			average expenditure per property owner	\$ 4,534
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	425	291	68.5%	\$ 261,625
			average expenditure per horse owner	\$ 899
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	425	62	14.6%	\$ 69,550
			average expenditure per horse owner	\$ 1,122
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	425	182	42.8%	\$ 1,232,454
			# of horses boarded	308
			average expenditure per horse	\$ 4,001
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	273	91	33.3%	\$ 433,750
			# of horses in training	141
			average expenditure per horse	\$ 3,076
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	446	100	22.4%	\$ 170,055
			average cost per participant	\$ 1,701
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	446	272	61.0%	\$ 374,689
			average cost per participant	\$ 1,378

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	446	85	19.1%
Farrier visits	446	238	53.4%
Vet visits	446	249	55.8%
Immunizations	446	270	60.5%
De-worming schedules	446	264	59.2%
Breeding	446	134	30.0%
Competition	446	128	28.7%
Drug testing	446	22	4.9%
Horse ownership	446	202	45.3%
Medication treatment	446	234	52.5%
Other	446	22	4.9%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	446	66	14.8%
Leave less than 10 times	446	159	35.7%
Leave between 10 and 20 times	446	94	21.1%
Leave more than 20 times	446	98	22.0%
Never leave the province	351	219	62.4%
Leave the province less than 10 times	351	125	35.6%
Leave the province more than 10 times	351	7	2.0%
Never leave the country	132	69	52.3%
Leave the country less than 10 times	132	58	43.9%
Leave the country more than 10 times	132	4	3.0%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	446	80	17.9%	832
average # of other peoples' horses cared for				10.4

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	446	141	31.6%
Cattle	141	87	61.7%
Poultry	141	21	14.9%
Donkeys	141	25	17.7%
Other	141	40	28.4%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	425	383	90.1%	2951
Registered with more than one registry	383	100	26.1%	350
Have registration papers	383	350	91.4%	2709
Have papers from Canadian registry	383	272	71.0%	1740
Not registered, but could be	425	90	21.2%	184
Expected # of horses to be registered	90	44	48.9%	96

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	425	141	33.2%	302
Micro-chipped	425	51	12.0%	200
Tattoo'd	425	79	18.6%	177
Branded	425	127	29.9%	576

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	446	16	3.6%
Coach, instructor or trainer	446	77	17.3%
Farm, stable or ranch manager	446	103	23.1%
Breeder	446	119	26.7%
Industry professional	446	33	7.4%
Pleasure rider	446	345	77.4%
Competitor	446	208	46.6%
Show organizer, judge, official	446	69	15.5%
Owner	446	413	92.6%
Product sales	446	24	5.4%
TOTALS	446	1407	315.6%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	429	12	2.8%
Coach, instructor or trainer	429	25	5.8%
Farm, stable or ranch manager	429	15	3.5%
Breeder	429	49	11.4%
Industry professional	429	8	1.9%
Pleasure rider	429	92	21.4%
Competitor	429	113	26.3%
Show organizer, judge, official	429	13	3.0%
Owner	429	99	23.1%
Product sales	429	3	0.7%
Non-respondents	17		
TOTALS	446	429	99.9%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	446	38	8.5%	432
annual revenue generated from horse boarding				\$ 1,771,500
average annual revenue per boarding facility				\$ 59,050

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	425	48	11.3%	158
			# of people riding	499
			average # of riders per year per horse in use	3.2

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	45	23	51.1%
Less	45	4	8.9%
The same #	45	18	40.0%
Non-respondents	3		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	446	53	11.9%	\$ 392,020
			# of riders coached	1201
			# of adult riders	895
			# of youth riders	306
			average # of students per coach	22.7
			average revenue per coach	\$ 11,879

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	446	50	11.2%	\$ 602,370
			average annual revenue per trainer	\$ 20,771

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	446	380	85.2%	9787
Annual paid salary	380	9	2.4%	\$ 590,700
# of paid hours per week	380	9	2.4%	790
# of unpaid hours per week	371	362	97.6%	8997
			average # of paid hours per week	87.8
			average weekly salary	\$ 1,262
			average hourly pay	\$ 14.38

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	205	0	0.0%
Halter / line classes	205	15	7.3%
Breed-specific competitions	205	14	6.8%
Dressage	205	77	37.6%
Hunter / Jumper	205	115	56.1%
Eventing	205	24	11.7%
Driving	205	14	6.8%
Endurance riding	205	4	2.0%
Reining	205	5	2.4%
Competitive trail riding	205	9	4.4%
Saddleseat	205	7	3.4%
Polo	205	0	0.0%
Barrel racing / pole bending	205	3	1.5%
Chuck wagon racing	205	0	0.0%
Cutting	205	1	0.5%
Rodeo	205	1	0.5%
Roping	205	1	0.5%
Team cattle penning	205	4	2.0%
Western pleasure	205	29	14.1%
Gymkhana	205	5	2.4%
Pony Club	205	0	0.0%
4H Club competitions	205	0	0.0%
Other	205	11	5.4%
TOTALS			165.4%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	205	167	1256	7.5
# of show days	205	166	3101	18.7
# of show days in province	205	160	2444	15.3
# of show days in other provinces	205	39	244	6.3
# of show days outside Canada	205	22	391	17.8
average # of show days per active competitor in 2009				18.7

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	205	67	32.7%
Expect less show days	205	66	32.2%
Expect same # of show days	205	69	33.7%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	205	122	59.5%	\$ 363,240
average annual cost per competitor				\$ 2,977

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	205	139	67.8%	\$ 623,940
# of competitions				908
# of show days				2229
average annual cost per competitor				\$ 4,489

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	205	50	24.4%	\$ 93,690
average annual cost per competitor				\$ 1,874

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	205	95	46.3%	\$ 67,110
average annual cost per competitor				\$ 706

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	205	65	31.7%	\$ 313,150
average annual cost per competitor				\$ 4,818

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	33	0	0.0%
Halter / line classes	33	1	3.0%
Breed-specific competitions	33	1	3.0%
Dressage	33	6	18.2%
Hunter / Jumper	33	15	45.5%
Eventing	33	4	12.1%
Driving	33	1	3.0%
Endurance riding	33	0	0.0%
Reining	33	1	3.0%
Competitive trail riding	33	0	0.0%
Saddleseat	33	1	3.0%
Polo	33	0	0.0%
Barrel racing / pole bending	33	0	0.0%
Chuck wagon racing	33	0	0.0%
Cutting	33	0	0.0%
Rodeo	33	1	3.0%
Roping	33	0	0.0%
Team cattle penning	33	0	0.0%
Western pleasure	33	7	21.2%
Gymkhana	33	2	6.1%
Pony Club	33	0	0.0%
4H Club competitions	33	2	6.1%
Other	33	6	18.2%
TOTALS	33		145.4%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	33	33	175
average # of show days per active competitor in 2009			5.3

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	33	14	42.4%
Expect less show days	33	6	18.2%
Expect same # of show days	33	13	39.4%
Non respondents	0		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	68	25	36.8%	\$ 68,835
# of children competing				33
average annual cost per competitor				\$ 2,086

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	68	12	17.6%	\$ 30,989
average annual cost per competitor				\$ 939

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	68	18	26.5%	\$ 5,440
average annual cost per competitor				\$ 165

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	68	29	42.6%	\$ 65,290
total # of children using coaching services				38
average annual cost per competitor				\$ 1,718

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	68	22	32.4%	\$ 26,000
average annual cost per competitor				\$ 788

Own Stallions Standing at Stud Yes	Max. Sample	Responses	% of Sample	How Many
	68	43	63.2%	83
	average # of stallions per owner			1.9
	# of registered stallions			83
Collect for Artificial Insemination Yes	Max. Sample	Responses	% of Sample	
	43	12	27.9%	
# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	68	35	51.5%	335
	# of stallions servicing mares			68
	average # of mares serviced per stallion			4.9
	annual revenue generated by stallion services			\$ 18,930
# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	35	18	51.4%	78

Own Mares of Breeding Age Yes	Max. Sample	Responses	% of Sample	How Many
	68	67	98.5%	593
	average # of mares per owner			8.9
	# of registered mares			577
	% of registered mares			97.3%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	67	49	73.1%	308
	average # mares bred per owner			6.3
	annual cost for outside stud services			\$ 46,950
average cost for stud services per mare			\$ 152	

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
	67	12	17.9%	32
	More mares bred in 2010			
	67	31	46.3%	112
	Less mares bred in 2010			
Same # of mares bred in 2010				
Non-respondents				

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
	67	9	13.4%	18
	More mares bred than 2010			
	67	14	20.9%	38
	Less mares bred than 2010			
Same # of mares bred than 2010				
Non-respondents				

Use the Services of a Horse Trainer Yes	Max. Sample	Responses	% of Sample	How Much
	68	26	38.2%	\$ 82,100
	# of horses			43
	average annual expenditure per horse			\$ 1,909

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	17	12	70.6%	40
Thoroughbred	17	3	17.6%	3
Standardbred	17	9	52.9%	37
Quarter Horse	17	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	17	4	23.5%	19
Less horses racing in 2010	17	3	17.6%	10
Same # of horses racing in 2010	17	9	52.9%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	17	5	29.4%	8
Less horses racing in 2011	17	0	0.0%	0
Same # of horses racing in 2011	17	11	64.7%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	17	14	82.4%	409
# of race days in province				330
# of race days out of province				79
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	17	2	11.8%	20
Train other peoples' horses	2	2	100.0%	0
Horses with a trainer	14	9	64.3%	20
annual expenditure for horse training services				\$ 199,000
average expenditure for horse training services per horse				\$ 9,950

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	17	16	94.1%	\$ 3,115
average expenditure for licence / association fees per participant				\$ 195

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	17	15	88.2%	\$ 11,275
average expenditure for nomination / sustaining fees per participant				\$ 752

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	17	15	88.2%	\$ 1,300
average expenditure for starter fees per participant				\$ 87

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	17	15	88.2%	\$ 16,000
average expenditure on travel for racing per participant				\$ 1,067

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	243	0	0.0%
Nova Scotia	243	0	0.0%
Prince Edward Island	243	0	0.0%
New Brunswick	243	0	0.0%
Quebec	243	0	0.0%
Ontario	243	0	0.0%
Manitoba	243	0	0.0%
Saskatchewan	243	243	100.0%
Alberta	243	0	0.0%
British Columbia	243	0	0.0%
Yukon / Northwest Territories	243	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	243	180	74.1%
Male	243	63	25.9%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	241	5	2.1%	
20 to 29	241	20	8.3%	
30 to 39	241	36	14.9%	
40 to 49	241	44	18.3%	
50 to 59	241	67	27.8%	Median
60 to 69	241	46	19.1%	
Over 70	241	23	9.5%	
Unknown Age	2			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	164	34	20.7%	
\$40,000 to \$60,000 per year	164	38	23.2%	
\$60,000 to \$80,000 per year	164	26	15.9%	Median
\$80,000 to \$100,000 per year	164	24	14.6%	
Over \$100,000 per year	164	42	25.6%	
Non-respondents	79			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	243	14	5.8%
Majority of household income	243	8	3.3%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	240	143	59.6%
No	240	97	40.4%
Non-respondents	3		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	243	238	97.9%	533
				adults per household who ride 371
				average # of adults per household who ride 1.6

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	243	85	35.0%	157
				children per household who ride 104
				average # of children per household who ride 1.2

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	243	201	82.7%	
Dogs	201	178	88.6%	354
Cats	201	113	56.2%	267
Other Pets	201	15	7.5%	37
				average # of dogs per household 2.0
				average # of cats per household 2.4
				average # of other pets per household 2.5

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	243	220	90.5%	2888
Non-owners, expect to own in 5 years	23	13	56.5%	
				average # of horses owned 13.1

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	243	12	4.9%	48
				average equivalent horses owned 4.0

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	220	115	52.3%	310
				average # of horses owned 2.7

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	220	105	47.7%	2578
				average # of horses owned 24.6

Use the Internet	Max. Sample	Responses	% of Sample
Yes	243	194	79.8%
Non-users who expect to use next year	45	9	20.0%
Have e-mail	194	185	95.4%
Have high speed internet service	194	144	74.2%
Purchase horse products over internet	194	100	51.5%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	220	174	79.1%	157973
% of acreage used for horses				19.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	174	119	68.4%	2335
No	174	51	29.3%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	243	23	9.5%
Less than five years	243	9	3.7%
Five to 10 years	243	15	6.2%
More than 10 years	243	193	79.4%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	243	23	9.5%
Less than five years	243	16	6.6%
Five to 10 years	243	22	9.1%
More than 10 years	243	182	74.9%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	220	70	31.8%	235
Less	220	50	22.7%	490
The same #	220	100	45.5%	1343
Non-respondents	0			
net increase / decrease in herd size				-8.8% -255

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	203	83	40.9%	433
Less	203	69	34.0%	1020
The same #	203	51	25.1%	793
Non-respondents	17			
net increase / decrease in herd size				-20.3% -587

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	220	47	21.4%
Less	220	70	31.8%
The same #	220	101	45.9%
Don't know	220	2	0.9%
Non-owners who expect to own	23	13	56.5%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	220	35	15.9%
Less	220	50	22.7%
The same #	220	133	60.5%
Don't know	220	2	0.9%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	174	105	60.3%	\$ 8,129,670
average investment in property improvements per property owner				\$ 77,425

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	220	158	71.8%	\$ 1,890,250
# of horses owned				2280
average capital invested in tack per horse				\$ 829
average capital invested in tack per horse owner				\$ 11,964

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	220	150	68.2%	\$ 2,360,300
# of horses owned				2058
average capital investment in horse-related equipment per horse				\$ 1,147
average capital invested in horse-related equipment per horse owner				\$ 15,735

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	243	236	97.1%	526
Pay fees to	243	216	88.9%	498
How much per year	243	199	81.9%	\$ 41,132
average # of clubs / associations pay fees to				2.3

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	2888	0	0.0%	
Nova Scotia	2888	0	0.0%	
Prince Edward Island	2888	0	0.0%	
New Brunswick	2888	0	0.0%	
Quebec	2888	0	0.0%	
Ontario	2888	0	0.0%	
Manitoba	2888	0	0.0%	
Saskatchewan	2888	2888	100.0%	13.1
Alberta	2888	0	0.0%	
British Columbia	2888	0	0.0%	
Yukon / Northwest Territories	2888	0	0.0%	

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	220	\$ 2,023,445	761
Estimated current market value	220	\$ 5,039,325	1815
average capital investment per horse		\$ 2,659	
average estimated market value per horse		\$ 2,776	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	220	51	23.2%	140

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	220	118	53.6%	388

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	220	49	22.3%	193

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	220	94	42.7%	891

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	107	0	0.0%	0
Competition / sport market	107	31	29.0%	326
Breeding stock market	107	10	9.3%	76
Pleasure riding market	107	44	41.1%	221
Work horse market	107	9	8.4%	109
Meat market	107	13	12.1%	121

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	2888	797	27.6%
Mature horses	2888	2093	72.5%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	2093	1	0.0%
Competition	2093	386	18.4%
Recreational riding / driving	2093	547	26.1%
Breeding	2093	745	35.6%
Riding lessons	2093	62	3.0%
Trail rides / tourist activities	2093	11	0.5%
Work	2093	204	9.7%
Companionship or full retirement	2093	113	5.4%
PMU production	2093	0	0.0%
Meat production	2093	20	1.0%
Other use	2093	3	0.1%
Horses for multiple uses	2093	1	0.0%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	797	212	26.6%
Western sport competition	797	144	18.1%
Racing	797	0	0.0%
Breed sport competition	797	1	0.1%
Pleasure riding	797	246	30.9%
Breeding stock	797	62	7.8%
Ranch work / farm work	797	66	8.3%
Meat production	797	63	7.9%
Other use	797	4	0.5%
Horses for multiple uses	797		

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	220	119	54.1%	\$ 125,560
			# of horses	946
			average expenditure per horse	\$ 133
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	220	111	50.5%	\$ 366,580
			# of horses	1402
			average expenditure per horse	\$ 261
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	220	154	70.0%	\$ 56,212
			# of horses	1244
			average expenditure per horse	\$ 45
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	220	73	33.2%	\$ 35,775
			# of horses	438
			average expenditure per horse	\$ 82
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	220	194	88.2%	\$ 90,005
			# of horses	1925
			average expenditure per horse	\$ 47
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	220	124	56.4%	\$ 160,291
			# of horses	795
			average expenditure per horse	\$ 202
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	220	95	43.2%	\$ 153,384
			# of horses	217
			average expenditure per horse	\$ 707
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	220	146	66.4%	\$ 150,050
			# of horses	1136
			average expenditure per horse	\$ 132

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	220	55	25.0%	\$ 14,380
			# of horses	93
			average expenditure per horse	\$ 155
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	220	25	11.4%	\$ 11,446
			# of horses	87
			average expenditure per horse	\$ 132
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	174	117	67.2%	\$ 302,600
			average expenditure per property owner	\$ 2,586
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	220	158	71.8%	\$ 93,089
			average expenditure per horse owner	\$ 589
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	220	38	17.3%	\$ 40,020
			average expenditure per horse owner	\$ 1,053
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	220	51	23.2%	\$ 155,460
			# of horses boarded	102
			average expenditure per horse	\$ 1,524
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	146	33	22.6%	\$ 151,110
			# of horses in training	76
			average expenditure per horse	\$ 1,988
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	243	31	12.8%	\$ 134,815
			average cost per participant	\$ 4,349
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	243	169	69.5%	\$ 166,695
			average cost per participant	\$ 986

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	243	36	14.8%
Farrier visits	243	98	40.3%
Vet visits	243	98	40.3%
Immunizations	243	121	49.8%
De-worming schedules	243	124	51.0%
Breeding	243	62	25.5%
Competition	243	45	18.5%
Drug testing	243	14	5.8%
Horse ownership	243	87	35.8%
Medication treatment	243	110	45.3%
Other	243	3	1.2%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	243	38	15.6%
Leave less than 10 times	243	81	33.3%
Leave between 10 and 20 times	243	42	17.3%
Leave more than 20 times	243	62	25.5%
Never leave the province	185	109	58.9%
Leave the province less than 10 times	185	62	33.5%
Leave the province more than 10 times	185	14	7.6%
Never leave the country	76	64	84.2%
Leave the country less than 10 times	76	11	14.5%
Leave the country more than 10 times	76	1	1.3%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	243	51	21.0%	404
average # of other peoples' horses cared for				7.9

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	243	102	42.0%
Cattle	102	81	79.4%
Poultry	102	7	6.9%
Donkeys	102	10	9.8%
Other	102	40	39.2%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Registered with more than one registry	220	185	84.1%	2195
Have registration papers	185	30	16.2%	95
Have papers from Canadian registry	185	164	88.6%	2088
Not registered, but could be	185	103	55.7%	780
Expected # of horses to be registered	220	48	21.8%	140
	48	20	41.7%	87

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	220	32	14.5%	91
Micro-chipped	220	26	11.8%	290
Tattoo'd	220	27	12.3%	39
Branded	220	80	36.4%	402

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	243	3	1.2%
Coach, instructor or trainer	243	38	15.6%
Farm, stable or ranch manager	243	86	35.4%
Breeder	243	65	26.7%
Industry professional	243	21	8.6%
Pleasure rider	243	194	79.8%
Competitor	243	83	34.2%
Show organizer, judge, official	243	49	20.2%
Owner	243	212	87.2%
Product sales	243	16	6.6%
TOTALS	243	767	315.5%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	232	3	1.3%
Coach, instructor or trainer	232	13	5.6%
Farm, stable or ranch manager	232	10	4.3%
Breeder	232	32	13.8%
Industry professional	232	1	0.4%
Pleasure rider	232	75	32.3%
Competitor	232	30	12.9%
Show organizer, judge, official	232	2	0.9%
Owner	232	64	27.6%
Product sales	232	2	0.9%
Non-respondents	11		
TOTALS	243	232	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	243	26	10.7%	221
annual revenue generated from horse boarding				\$ 338,370
average annual revenue per boarding facility				\$ 14,712

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	220	25	11.4%	238
			# of people riding	5333
			average # of riders per year per horse in use	22.4

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	24	9	37.5%
Less	24	3	12.5%
The same #	24	12	50.0%
Non-respondents	1		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	243	28	11.5%	\$ 195,700
			# of riders coached	462
			# of adult riders	185
			# of youth riders	277
			average # of students per coach	16.5
			average revenue per coach	\$ 8,509

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	243	30	12.3%	\$ 125,000
			average annual revenue per trainer	\$ 5,682

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	243	205	84.4%	3983
Annual paid salary	205	6	2.9%	\$ 69,400
# of paid hours per week	205	6	2.9%	122
# of unpaid hours per week	199	193	97.0%	3861
			average # of paid hours per week	20.3
			average weekly salary	\$ 222
			average hourly pay	\$ 10.94

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	83	0	0.0%
Halter / line classes	83	9	10.8%
Breed-specific competitions	83	4	4.8%
Dressage	83	17	20.5%
Hunter / Jumper	83	26	31.3%
Eventing	83	3	3.6%
Driving	83	11	13.3%
Endurance riding	83	2	2.4%
Reining	83	13	15.7%
Competitive trail riding	83	2	2.4%
Saddleseat	83	2	2.4%
Polo	83	0	0.0%
Barrel racing / pole bending	83	16	19.3%
Chuck wagon racing	83	0	0.0%
Cutting	83	4	4.8%
Rodeo	83	3	3.6%
Roping	83	5	6.0%
Team cattle penning	83	10	12.0%
Western pleasure	83	24	28.9%
Gymkhana	83	3	3.6%
Pony Club	83	1	1.2%
4H Club competitions	83	0	0.0%
Other	83	4	4.8%
TOTALS			191.4%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	83	61	381	6.2
# of show days	83	61	593	9.7
# of show days in province	83	61	448	7.3
# of show days in other provinces	83	21	134	6.4
# of show days outside Canada	83	3	16	5.3
average # of show days per active competitor in 2009				9.7

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	83	33	39.8%
Expect less show days	83	24	28.9%
Expect same # of show days	83	24	28.9%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	83	35	42.2%	\$ 37,485
average annual cost per competitor				\$ 1,071

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	83	54	65.1%	\$ 76,428
# of competitions				322
# of show days				516
average annual cost per competitor				\$ 1,415

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	83	19	22.9%	\$ 15,780
average annual cost per competitor				\$ 831

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	83	46	55.4%	\$ 12,325
average annual cost per competitor				\$ 268

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	83	19	22.9%	\$ 50,010
average annual cost per competitor				\$ 2,632

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	36	0	0.0%
Halter / line classes	36	1	2.8%
Breed-specific competitions	36	0	0.0%
Dressage	36	8	22.2%
Hunter / Jumper	36	16	44.4%
Eventing	36	0	0.0%
Driving	36	1	2.8%
Endurance riding	36	0	0.0%
Reining	36	2	5.6%
Competitive trail riding	36	0	0.0%
Saddleseat	36	0	0.0%
Polo	36	0	0.0%
Barrel racing / pole bending	36	5	13.9%
Chuck wagon racing	36	0	0.0%
Cutting	36	1	2.8%
Rodeo	36	1	2.8%
Roping	36	3	8.3%
Team cattle penning	36	2	5.6%
Western pleasure	36	13	36.1%
Gymkhana	36	6	16.7%
Pony Club	36	1	2.8%
4H Club competitions	36	4	11.1%
Other	36	4	11.1%
TOTALS	36		189.0%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	36	36	191
average # of show days per active competitor in 2009			5.3

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	36	11	30.6%
Expect less show days	36	5	13.9%
Expect same # of show days	36	16	44.4%
Non respondents	4		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	63	22	34.9%	\$ 14,970
# of children competing				36
average annual cost per competitor				\$ 416

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	63	10	15.9%	\$ 5,150
average annual cost per competitor				\$ 143

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	63	17	27.0%	\$ 3,570
average annual cost per competitor				\$ 99

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	63	35	55.6%	\$ 46,550
total # of children using coaching services				46
average annual cost per competitor				\$ 1,012

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	63	20	31.7%	\$ 9,300
average annual cost per competitor				\$ 258

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
	36	28	77.8%	59
	average # of stallions per owner			2.1
	# of registered stallions			54
Yes				
Collect for Artificial Insemination	Max. Sample	Responses	% of Sample	
	28	3	10.7%	
	Yes			
# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	36	24	66.7%	272
	# of stallions servicing mares			54
	average # of mares serviced per stallion			5.0
	annual revenue generated by stallion services			\$ 11,650
# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	24	9	37.5%	67
	Yes			

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
	36	36	100.0%	431
	average # of mares per owner			12.0
	# of registered mares			385
	% of registered mares			89.3%
Yes				
# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	36	29	80.6%	266
	average # mares bred per owner			9.2
	annual cost for outside stud services			\$ 17,050
average cost for stud services per mare			\$ 64	
Yes				
# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
	36	11	30.6%	47
	More mares bred in 2010			
	Less mares bred in 2010			106
	Same # of mares bred in 2010			
Non-respondents			0	
Yes				
# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
	36	8	22.2%	19
	More mares bred than 2010			
	Less mares bred than 2010			65
	Same # of mares bred than 2010			
Non-respondents			0	
Yes				
Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	36	14	38.9%	\$ 84,650
	# of horses			50
	average annual expenditure per horse			\$ 1,693
Yes				

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	4	2	50.0%	2
Thoroughbred	4	1	25.0%	1
Standardbred	4	1	25.0%	1
Quarter Horse	4	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	4	2	50.0%	2
Less horses racing in 2010	4	1	25.0%	3
Same # of horses racing in 2010	4	0	0.0%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	4	2	50.0%	7
Less horses racing in 2011	4	0	0.0%	0
Same # of horses racing in 2011	4	1	25.0%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	4	3	75.0%	40
# of race days in province				31
# of race days out of province				10
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	4	1	25.0%	23
Train other peoples' horses	1	1	100.0%	22
Horses with a trainer	3	1	33.3%	1
annual expenditure for horse training services				\$ 8,400
average expenditure for horse training services per horse				\$ 8,400

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	4	3	75.0%	\$ 305
average expenditure for licence / association fees per participant				\$ 102

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	4	3	75.0%	\$ 100
average expenditure for nomination / sustaining fees per participant				\$ 33

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	4	3	75.0%	\$ -
average expenditure for starter fees per participant				\$ -

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	4	3	75.0%	\$ 1,400
average expenditure on travel for racing per participant				\$ 467

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	156	0	0.0%
Nova Scotia	156	0	0.0%
Prince Edward Island	156	0	0.0%
New Brunswick	156	0	0.0%
Quebec	156	0	0.0%
Ontario	156	0	0.0%
Manitoba	156	156	100.0%
Saskatchewan	156	0	0.0%
Alberta	156	0	0.0%
British Columbia	156	0	0.0%
Yukon / Northwest Territories	156	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	156	127	81.4%
Male	156	29	18.6%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	156	2	1.3%	
20 to 29	156	15	9.6%	
30 to 39	156	13	8.3%	
40 to 49	156	27	17.3%	
50 to 59	156	54	34.6%	Median
60 to 69	156	33	21.2%	
Over 70	156	12	7.7%	
Unknown Age	0			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	105	23	21.9%	
\$40,000 to \$60,000 per year	105	15	14.3%	
\$60,000 to \$80,000 per year	105	18	17.1%	Median
\$80,000 to \$100,000 per year	105	20	19.0%	
Over \$100,000 per year	105	29	27.6%	
Non-respondents	51			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	156	20	12.8%
Majority of household income	156	12	7.7%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	154	104	67.5%
No	154	50	32.5%
Non-respondents	2		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	156	153	98.1%	336
				adults per household who ride 240
				average # of adults per household who ride 1.6

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	156	46	29.5%	104
				children per household who ride 54
				average # of children per household who ride 1.2

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	156	135	86.5%	
Dogs	135	119	88.1%	227
Cats	135	91	67.4%	231
Other Pets	135	8	5.9%	31
				average # of dogs per household 1.9
				average # of cats per household 2.5
				average # of other pets per household 3.9

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	156	147	94.2%	3697
Non-owners, expect to own in 5 years	9	0	0.0%	
				average # of horses owned 25.1

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	156	15	9.6%	248
				average equivalent horses owned 16.5

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	147	68	46.3%	186
				average # of horses owned 2.7

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	147	79	53.7%	3511
				average # of horses owned 44.4

Use the Internet	Max. Sample	Responses	% of Sample
Yes	156	140	89.7%
Non-users who expect to use next year	14	3	21.4%
Have e-mail	140	136	97.1%
Have high speed internet service	140	97	69.3%
Purchase horse products over internet	140	69	49.3%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	147	124	84.4%	67954
% of acreage used for horses				22.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	124	90	72.6%	3373
No	124	29	23.4%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	156	8	5.1%
Less than five years	156	1	0.6%
Five to 10 years	156	7	4.5%
More than 10 years	156	136	87.2%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	156	9	5.8%
Less than five years	156	4	2.6%
Five to 10 years	156	5	3.2%
More than 10 years	156	137	87.8%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	147	34	23.1%	121
Less	147	40	27.2%	487
The same #	147	71	48.3%	1631
Non-respondents	2			
net increase / decrease in herd size				-9.9% -366

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	142	37	26.1%	214
Less	142	58	40.8%	1041
The same #	142	47	33.1%	1222
Non-respondents	5			
net increase / decrease in herd size				-22.4% -827

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	147	18	12.2%
Less	147	68	46.3%
The same #	147	60	40.8%
Don't know	147	1	0.7%
Non-owners who expect to own	9	0	0.0%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	147	11	7.5%
Less	147	40	27.2%
The same #	147	95	64.6%
Don't know	147	1	0.7%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	124	81	65.3%	\$ 9,275,500
average investment in property improvements per property owner				\$ 114,512

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	147	98	66.7%	\$ 1,318,300
# of horses owned				3286
average capital invested in tack per horse				\$ 401
average capital invested in tack per horse owner				\$ 13,452

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	147	97	66.0%	\$ 2,217,727
# of horses owned				3182
average capital investment in horse-related equipment per horse				\$ 697
average capital invested in horse-related equipment per horse owner				\$ 22,863

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	156	150	96.2%	381
Pay fees to	156	129	82.7%	369
How much per year	156	119	76.3%	\$ 49,254
average # of clubs / associations pay fees to				2.9

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	3697	0	0.0%	
Nova Scotia	3697	0	0.0%	
Prince Edward Island	3697	0	0.0%	
New Brunswick	3697	0	0.0%	
Quebec	3697	0	0.0%	
Ontario	3697	0	0.0%	
Manitoba	3697	3697	100.0%	25.3
Saskatchewan	3697	0	0.0%	
Alberta	3697	0	0.0%	
British Columbia	3697	0	0.0%	
Yukon / Northwest Territories	3697	0	0.0%	

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	147	\$ 1,543,475	607
Estimated current market value	147	\$ 6,620,158	2358
average capital investment per horse		\$	2,543
average estimated market value per horse		\$	2,808

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	147	27	18.4%	112

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	147	65	44.2%	382

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	147	36	24.5%	418

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	147	71	48.3%	1370

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	76	4	5.3%	41
Competition / sport market	76	26	34.2%	145
Breeding stock market	76	8	10.5%	68
Pleasure riding market	76	33	43.4%	278
Work horse market	76	3	3.9%	29
Meat market	76	2	2.6%	725

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	3697	849	23.0%
Mature horses	3697	2848	77.0%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	2848	134	4.7%
Competition	2848	414	14.5%
Recreational riding / driving	2848	262	9.2%
Breeding	2848	857	30.1%
Riding lessons	2848	18	0.6%
Trail rides / tourist activities	2848	0	0.0%
Work	2848	62	2.2%
Companionship or full retirement	2848	48	1.7%
PMU production	2848	75	2.6%
Meat production	2848	275	9.7%
Other use	2848	702	24.6%
Horses for multiple uses	2848	1	0.0%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	849	313	36.9%
Western sport competition	849	161	19.0%
Racing	849	15	1.8%
Breed sport competition	849	0	0.0%
Pleasure riding	849	174	20.5%
Breeding stock	849	79	9.3%
Ranch work / farm work	849	67	7.9%
Meat production	849	0	0.0%
Other use	849	41	4.8%
Horses for multiple uses	849		

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	147	98	66.7%	\$ 385,898
			# of horses	2693
			average expenditure per horse	\$ 143
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	147	91	61.9%	\$ 313,590
			# of horses	1297
			average expenditure per horse	\$ 242
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	147	95	64.6%	\$ 77,510
			# of horses	1902
			average expenditure per horse	\$ 41
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	147	71	48.3%	\$ 58,295
			# of horses	853
			average expenditure per horse	\$ 68
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	147	127	86.4%	\$ 108,060
			# of horses	3021
			average expenditure per horse	\$ 36
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	147	115	78.2%	\$ 195,565
			# of horses	1659
			average expenditure per horse	\$ 118
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	147	69	46.9%	\$ 119,125
			# of horses	208
			average expenditure per horse	\$ 573
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	147	121	82.3%	\$ 205,745
			# of horses	1729
			average expenditure per horse	\$ 119

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	147	34	23.1%	\$ 13,870
			# of horses	63
			average expenditure per horse	\$ 220
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	147	16	10.9%	\$ 6,270
			# of horses	183
			average expenditure per horse	\$ 34
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	124	86	69.4%	\$ 298,622
			average expenditure per property owner	\$ 3,472
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	147	98	66.7%	\$ 84,885
			average expenditure per horse owner	\$ 866
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	147	29	19.7%	\$ 34,150
			average expenditure per horse owner	\$ 1,178
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	147	29	19.7%	\$ 165,222
			# of horses boarded	45
			average expenditure per horse	\$ 3,672
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	97	25	25.8%	\$ 49,100
			# of horses in training	26
			average expenditure per horse	\$ 1,888
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	156	25	16.0%	\$ 43,251
			average cost per participant	\$ 1,730
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	156	106	67.9%	\$ 113,015
			average cost per participant	\$ 1,066

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	156	36	23.1%
Farrier visits	156	82	52.6%
Vet visits	156	87	55.8%
Immunizations	156	100	64.1%
De-worming schedules	156	97	62.2%
Breeding	156	57	36.5%
Competition	156	42	26.9%
Drug testing	156	12	7.7%
Horse ownership	156	80	51.3%
Medication treatment	156	89	57.1%
Other	156	0	0.0%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	156	31	19.9%
Leave less than 10 times	156	53	34.0%
Leave between 10 and 20 times	156	33	21.2%
Leave more than 20 times	156	30	19.2%
Never leave the province	116	70	60.3%
Leave the province less than 10 times	116	39	33.6%
Leave the province more than 10 times	116	7	6.0%
Never leave the country	46	30	65.2%
Leave the country less than 10 times	46	14	30.4%
Leave the country more than 10 times	46	2	4.3%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	156	30	19.2%	272
average # of other peoples' horses cared for				9.1

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	156	62	39.7%
Cattle	62	43	69.4%
Poultry	62	11	17.7%
Donkeys	62	5	8.1%
Other	62	24	38.7%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	147	138	93.9%	2352
Registered with more than one registry	138	23	16.7%	133
Have registration papers	138	128	92.8%	2298
Have papers from Canadian registry	138	90	65.2%	1190
Not registered, but could be	147	35	23.8%	252
Expected # of horses to be registered	35	14	40.0%	193

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	147	52	35.4%	205
Micro-chipped	147	31	21.1%	771
Tattoo'd	147	34	23.1%	175
Branded	147	42	28.6%	1099

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	156	4	2.6%
Coach, instructor or trainer	156	27	17.3%
Farm, stable or ranch manager	156	57	36.5%
Breeder	156	52	33.3%
Industry professional	156	8	5.1%
Pleasure rider	156	120	76.9%
Competitor	156	68	43.6%
Show organizer, judge, official	156	39	25.0%
Owner	156	142	91.0%
Product sales	156	10	6.4%
TOTALS	156	527	337.7%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	151	4	2.6%
Coach, instructor or trainer	151	6	4.0%
Farm, stable or ranch manager	151	7	4.6%
Breeder	151	25	16.6%
Industry professional	151	1	0.7%
Pleasure rider	151	29	19.2%
Competitor	151	32	21.2%
Show organizer, judge, official	151	6	4.0%
Owner	151	40	26.5%
Product sales	151	1	0.7%
Non-respondents	5		
TOTALS	156	151	100.1%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	156	16	10.3%	139
annual revenue generated from horse boarding				\$ 171,260
average annual revenue per boarding facility				\$ 19,029

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	147	20	13.6%	69
			# of people riding	1051
			average # of riders per year per horse in use	15.2

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	20	9	45.0%
Less	20	3	15.0%
The same #	20	8	40.0%
Non-respondents	0		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	156	18	11.5%	\$ 88,960
			# of riders coached	341
			# of adult riders	171
			# of youth riders	170
			average # of students per coach	18.9
			average revenue per coach	\$ 6,843

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	156	13	8.3%	\$ 75,100
			average annual revenue per trainer	\$ 7,510

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	156	130	83.3%	4021
Annual paid salary	130	5	3.8%	\$ 228,000
# of paid hours per week	130	5	3.8%	185
# of unpaid hours per week	125	120	96.0%	3836
			average # of paid hours per week	37.0
			average weekly salary	\$ 877
			average hourly pay	\$ 23.70

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	69	0	0.0%
Halter / line classes	69	6	8.7%
Breed-specific competitions	69	3	4.3%
Dressage	69	23	33.3%
Hunter / Jumper	69	45	65.2%
Eventing	69	4	5.8%
Driving	69	11	15.9%
Endurance riding	69	4	5.8%
Reining	69	5	7.2%
Competitive trail riding	69	3	4.3%
Saddleseat	69	1	1.4%
Polo	69	0	0.0%
Barrel racing / pole bending	69	4	5.8%
Chuck wagon racing	69	0	0.0%
Cutting	69	5	7.2%
Rodeo	69	0	0.0%
Roping	69	2	2.9%
Team cattle penning	69	3	4.3%
Western pleasure	69	14	20.3%
Gymkhana	69	1	1.4%
Pony Club	69	0	0.0%
4H Club competitions	69	0	0.0%
Other	69	3	4.3%
TOTALS			198.1%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	69	59	399	6.8
# of show days	69	59	761	12.9
# of show days in province	69	59	701	11.9
# of show days in other provinces	69	7	45	6.4
# of show days outside Canada	69	3	10	3.3
average # of show days per active competitor in 2009				12.9

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	69	24	34.8%
Expect less show days	69	19	27.5%
Expect same # of show days	69	26	37.7%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	69	30	43.5%	\$ 65,438
average annual cost per competitor				\$ 2,181

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	69	50	72.5%	\$ 94,075
# of competitions				331
# of show days				630
average annual cost per competitor				\$ 1,882

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	69	11	15.9%	\$ 8,150
average annual cost per competitor				\$ 741

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	69	29	42.0%	\$ 7,960
average annual cost per competitor				\$ 274

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	69	20	29.0%	\$ 32,700
average annual cost per competitor				\$ 1,635

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	14	0	0.0%
Halter / line classes	14	2	14.3%
Breed-specific competitions	14	0	0.0%
Dressage	14	1	7.1%
Hunter / Jumper	14	9	64.3%
Eventing	14	0	0.0%
Driving	14	2	14.3%
Endurance riding	14	0	0.0%
Reining	14	0	0.0%
Competitive trail riding	14	0	0.0%
Saddleseat	14	0	0.0%
Polo	14	0	0.0%
Barrel racing / pole bending	14	0	0.0%
Chuck wagon racing	14	0	0.0%
Cutting	14	0	0.0%
Rodeo	14	1	7.1%
Roping	14	0	0.0%
Team cattle penning	14	2	14.3%
Western pleasure	14	5	35.7%
Gymkhana	14	0	0.0%
Pony Club	14	1	7.1%
4H Club competitions	14	1	7.1%
Other	14	0	0.0%
TOTALS	14		171.3%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	14	14	61
average # of show days per active competitor in 2009			4.4

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	14	5	35.7%
Expect less show days	14	5	35.7%
Expect same # of show days	14	2	14.3%
Non respondents	2		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	28	9	32.1%	\$ 63,139
			# of children competing	14
			average annual cost per competitor	\$ 4,510

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	28	3	10.7%	\$ 1,310
			average annual cost per competitor	\$ 94

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	28	5	17.9%	\$ 2,060
			average annual cost per competitor	\$ 147

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	28	11	39.3%	\$ 16,800
			total # of children using coaching services	19
			average annual cost per competitor	\$ 884

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	28	10	35.7%	\$ 9,100
			average annual cost per competitor	\$ 650

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	25	17	68.0%	51
			average # of stallions per owner	3.0
			# of registered stallions	51

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	17	5	29.4%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	25	13	52.0%	539
			# of stallions servicing mares	46
			average # of mares serviced per stallion	11.7
			annual revenue generated by stallion services	\$ 6,700

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	13	8	61.5%	205

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	25	25	100.0%	449
			average # of mares per owner	18.0
			# of registered mares	440
			% of registered mares	98.0%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	25	16	64.0%	367
			average # mares bred per owner	22.9
			annual cost for outside stud services	\$ 16,250
			average cost for stud services per mare	\$ 44

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	25	4	16.0%	17
Less mares bred in 2010	25	9	36.0%	76
Same # of mares bred in 2010	25	12	48.0%	
Non-respondents	0			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	25	4	16.0%	7
Less mares bred than 2010	25	7	28.0%	66
Same # of mares bred than 2010	25	14	56.0%	
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	25	5	20.0%	\$ 15,400
			# of horses	4
			average annual expenditure per horse	\$ 3,850

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	4	4	100.0%	42
Thoroughbred	4	0	0.0%	0
Standardbred	4	4	100.0%	42
Quarter Horse	4	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	4	2	50.0%	5
Less horses racing in 2010	4	0	0.0%	0
Same # of horses racing in 2010	4	2	50.0%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	4	1	25.0%	2
Less horses racing in 2011	4	1	25.0%	5
Same # of horses racing in 2011	4	2	50.0%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	4	3	75.0%	118
# of race days in province				66
# of race days out of province				48
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	4	3	75.0%	32
Train other peoples' horses	3	3	100.0%	16
Horses with a trainer	1	1	100.0%	10
annual expenditure for horse training services				\$ 216,000
average expenditure for horse training services per horse				\$ 21,600

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	4	4	100.0%	\$ 1,948
average expenditure for licence / association fees per participant				\$ 487

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	4	4	100.0%	\$ 4,750
average expenditure for nomination / sustaining fees per participant				\$ 1,188

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	4	4	100.0%	\$ 550
average expenditure for starter fees per participant				\$ 138

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	4	4	100.0%	\$ 3,350
average expenditure on travel for racing per participant				\$ 838

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	722	0	0.0%
Nova Scotia	722	0	0.0%
Prince Edward Island	722	0	0.0%
New Brunswick	722	0	0.0%
Quebec	722	0	0.0%
Ontario	722	722	100.0%
Manitoba	722	0	0.0%
Saskatchewan	722	0	0.0%
Alberta	722	0	0.0%
British Columbia	722	0	0.0%
Yukon / Northwest Territories	722	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	722	545	75.5%
Male	722	177	24.5%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	712	16	2.2%	
20 to 29	712	90	12.6%	
30 to 39	712	72	10.1%	
40 to 49	712	148	20.8%	
50 to 59	712	188	26.4%	Median
60 to 69	712	143	20.1%	
Over 70	712	55	7.7%	
Unknown Age	10			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	520	66	12.7%	
\$40,000 to \$60,000 per year	520	98	18.8%	
\$60,000 to \$80,000 per year	520	88	16.9%	
\$80,000 to \$100,000 per year	520	69	13.3%	Median
Over \$100,000 per year	520	199	38.3%	
Non-respondents	202			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	722	130	18.0%
Majority of household income	722	82	11.4%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	704	532	75.6%
No	704	172	24.4%
Non-respondents	18		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	722	703	97.4%	1620
				adults per household who ride 977
				average # of adults per household who ride 1.4

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	722	197	27.3%	318
				children per household who ride 156
				average # of children per household who ride 0.8

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	722	614	85.0%	
Dogs	614	514	83.7%	929
Cats	614	383	62.4%	955
Other Pets	614	41	6.7%	195
				average # of dogs per household 1.8
				average # of cats per household 2.5
				average # of other pets per household 4.8

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	722	649	89.9%	3743
Non-owners, expect to own in 5 years	73	42	57.5%	
				average # of horses owned 5.8

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	722	86	11.9%	324
				average equivalent horses owned 3.8

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	649	469	72.3%	1044
				average # of horses owned 2.2

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	649	179	27.6%	2699
				average # of horses owned 15.1

Use the Internet	Max. Sample	Responses	% of Sample
Yes	722	644	89.2%
Non-users who expect to use next year	63	10	15.9%
Have e-mail	644	619	96.1%
Have high speed internet service	644	499	77.5%
Purchase horse products over internet	644	287	44.6%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	649	373	57.5%	30172
% of acreage used for horses				25.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	373	259	69.4%	2677
No	373	109	29.2%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	722	69	9.6%
Less than five years	722	13	1.8%
Five to 10 years	722	37	5.1%
More than 10 years	722	578	80.1%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	722	73	10.1%
Less than five years	722	39	5.4%
Five to 10 years	722	102	14.1%
More than 10 years	722	505	69.9%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	649	146	22.5%	433
Less	649	149	23.0%	585
The same #	649	351	54.1%	1610
Non-respondents	3			
net increase / decrease in herd size				-4.1% -152

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	607	166	27.3%	662
Less	607	184	30.3%	1046
The same #	607	257	42.3%	1149
Non-respondents	42			
net increase / decrease in herd size				-10.3% -384

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	649	111	17.1%
Less	649	190	29.3%
The same #	649	343	52.9%
Don't know	649	5	0.8%
Non-owners who expect to own	73	42	57.5%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	649	78	12.0%
Less	649	116	17.9%
The same #	649	450	69.3%
Don't know	649	5	0.8%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	373	239	64.1%	\$54,340,000
average investment in property improvements per property owner				\$ 227,364

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	649	421	64.9%	\$ 6,150,200
# of horses owned				3063
average capital invested in tack per horse				\$ 2,008
average capital invested in tack per horse owner				\$ 14,609

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	649	349	53.8%	\$ 7,295,800
# of horses owned				2709
average capital investment in horse-related equipment per horse				\$ 2,693
average capital invested in horse-related equipment per horse owner				\$ 20,905

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	722	690	95.6%	1898
Pay fees to	722	629	87.1%	1831
How much per year	722	572	79.2%	\$ 165,162
average # of clubs / associations pay fees to				2.9

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	3743	0	0.0%	
Nova Scotia	3743	0	0.0%	
Prince Edward Island	3743	0	0.0%	
New Brunswick	3743	0	0.0%	
Quebec	3743	0	0.0%	
Ontario	3743	3743	100.0%	5.9
Manitoba	3743	0	0.0%	
Saskatchewan	3743	0	0.0%	
Alberta	3743	0	0.0%	
British Columbia	3743	0	0.0%	
Yukon / Northwest Territories	3743	0	0.0%	

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	649	\$ 13,440,751	1468
Estimated current market value	649	\$ 22,875,750	2616
average capital investment per horse		\$ 9,156	
average estimated market value per horse		\$ 8,745	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	649	104	16.0%	216

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	649	238	36.7%	684

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	649	105	16.2%	258

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	649	205	31.6%	885

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	234	53	22.6%	358
Competition / sport market	234	94	40.2%	353
Breeding stock market	234	7	3.0%	12
Pleasure riding market	234	65	27.8%	177
Work horse market	234	14	6.0%	37
Meat market	234	1	0.4%	3

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	3743	838	22.4%
Mature horses	3743	2904	77.6%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	2904	466	16.0%
Competition	2904	763	26.3%
Recreational riding / driving	2904	620	21.3%
Breeding	2904	531	18.3%
Riding lessons	2904	162	5.6%
Trail rides / tourist activities	2904	25	0.9%
Work	2904	33	1.1%
Companionship or full retirement	2904	237	8.2%
PMU production	2904	0	0.0%
Meat production	2904	0	0.0%
Other use	2904	60	2.1%
Horses for multiple uses	2904	7	0.2%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	838	343	40.9%
Western sport competition	838	55	6.6%
Racing	838	248	29.6%
Breed sport competition	838	2	0.2%
Pleasure riding	838	140	16.7%
Breeding stock	838	3	0.4%
Ranch work / farm work	838	22	2.6%
Meat production	838	0	0.0%
Other use	838	25	3.0%
Horses for multiple uses	838	0	0.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	649	391	60.2%	\$ 1,947,339
		# of horses		2877
		average expenditure per horse		\$ 677
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	649	302	46.5%	\$ 2,191,506
		# of horses		2769
		average expenditure per horse		\$ 791
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	649	415	63.9%	\$ 454,316
		# of horses		2544
		average expenditure per horse		\$ 179
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	649	305	47.0%	\$ 997,253
		# of horses		2361
		average expenditure per horse		\$ 422
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	649	553	85.2%	\$ 598,765
		# of horses		3142
		average expenditure per horse		\$ 191
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	649	578	89.1%	\$ 1,590,999
		# of horses		2427
		average expenditure per horse		\$ 656
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	649	324	49.9%	\$ 1,026,240
		# of horses		798
		average expenditure per horse		\$ 1,286
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	649	571	88.0%	\$ 1,283,740
		# of horses		2979
		average expenditure per horse		\$ 431

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	649	159	24.5%	\$ 124,110
		# of horses		404
		average expenditure per horse		\$ 307
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	649	98	15.1%	\$ 57,850
		# of horses		385
		average expenditure per horse		\$ 150
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	373	255	68.4%	\$ 1,280,490
		average expenditure per property owner		\$ 5,022
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	649	421	64.9%	\$ 416,185
		average expenditure per horse owner		\$ 989
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	649	106	16.3%	\$ 182,040
		average expenditure per horse owner		\$ 1,717
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	649	299	46.1%	\$ 2,044,278
		# of horses boarded		508
		average expenditure per horse		\$ 4,024
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	358	70	19.6%	\$ 225,200
		# of horses in training		110
		average expenditure per horse		\$ 2,047
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	722	193	26.7%	\$ 375,820
		average cost per participant		\$ 1,947
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	722	349	48.3%	\$ 669,600
		average cost per participant		\$ 1,919

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	722	205	28.4%
Farrier visits	722	380	52.6%
Vet visits	722	458	63.4%
Immunizations	722	448	62.0%
De-worming schedules	722	409	56.6%
Breeding	722	200	27.7%
Competition	722	223	30.9%
Drug testing	722	86	11.9%
Horse ownership	722	322	44.6%
Medication treatment	722	400	55.4%
Other	722	8	1.1%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	722	142	19.7%
Leave less than 10 times	722	187	25.9%
Leave between 10 and 20 times	722	144	19.9%
Leave more than 20 times	722	177	24.5%
Never leave the province	508	351	69.1%
Leave the province less than 10 times	508	138	27.2%
Leave the province more than 10 times	508	21	4.1%
Never leave the country	159	51	32.1%
Leave the country less than 10 times	159	100	62.9%
Leave the country more than 10 times	159	11	6.9%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	722	184	25.5%	2067
average # of other peoples' horses cared for				11.2

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	722	150	20.8%
Cattle	150	66	44.0%
Poultry	150	58	38.7%
Donkeys	150	24	16.0%
Other	150	83	55.3%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	649	544	83.8%	2800
Registered with more than one registry	544	110	20.2%	262
Have registration papers	544	495	91.0%	2641
Have papers from Canadian registry	544	392	72.1%	1715
Not registered, but could be	649	112	17.3%	288
Expected # of horses to be registered	112	50	44.6%	161

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	649	248	38.2%	484
Micro-chipped	649	57	8.8%	405
Tattoo'd	649	181	27.9%	780
Branded	649	156	24.0%	863

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	722	130	18.0%
Coach, instructor or trainer	722	154	21.3%
Farm, stable or ranch manager	722	224	31.0%
Breeder	722	149	20.6%
Industry professional	722	57	7.9%
Pleasure rider	722	459	63.6%
Competitor	722	264	36.6%
Show organizer, judge, official	722	92	12.7%
Owner	722	583	80.7%
Product sales	722	40	5.5%
TOTALS	722	2152	297.9%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	681	63	9.3%
Coach, instructor or trainer	681	56	8.2%
Farm, stable or ranch manager	681	41	6.0%
Breeder	681	39	5.7%
Industry professional	681	16	2.3%
Pleasure rider	681	135	19.8%
Competitor	681	107	15.7%
Show organizer, judge, official	681	18	2.6%
Owner	681	198	29.1%
Product sales	681	8	1.2%
Non-respondents	41		
TOTALS	722	681	99.9%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	722	104	14.4%	1141
annual revenue generated from horse boarding				\$ 3,988,970
average annual revenue per boarding facility				\$ 49,862

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	649	100	15.4%	385
			# of people riding	1791
			average # of riders per year per horse in use	4.7

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	99	39	39.4%
Less	99	16	16.2%
The same #	99	44	44.4%
Non-respondents	1		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	722	97	13.4%	\$ 862,340
			# of riders coached	7634
			# of adult riders	3110
			# of youth riders	4524
			average # of students per coach	78.7
			average revenue per coach	\$ 13,909

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	722	122	16.9%	\$ 3,807,350
			average annual revenue per trainer	\$ 44,272

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	722	591	81.9%	39391
Annual paid salary	591	49	8.3%	\$ 3,237,450
# of paid hours per week	591	49	8.3%	4716
# of unpaid hours per week	542	493	91.0%	34675
			average # of paid hours per week	96.2
			average weekly salary	\$ 1,271
			average hourly pay	\$ 13.20

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	247	1	0.4%
Halter / line classes	247	8	3.2%
Breed-specific competitions	247	19	7.7%
Dressage	247	99	40.1%
Hunter / Jumper	247	151	61.1%
Eventing	247	40	16.2%
Driving	247	16	6.5%
Endurance riding	247	4	1.6%
Reining	247	5	2.0%
Competitive trail riding	247	4	1.6%
Saddleseat	247	4	1.6%
Polo	247	0	0.0%
Barrel racing / pole bending	247	2	0.8%
Chuck wagon racing	247	0	0.0%
Cutting	247	1	0.4%
Rodeo	247	0	0.0%
Roping	247	1	0.4%
Team cattle penning	247	0	0.0%
Western pleasure	247	37	15.0%
Gymkhana	247	2	0.8%
Pony Club	247	0	0.0%
4H Club competitions	247	0	0.0%
Other	247	25	10.1%
TOTALS			169.5%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	247	195	1505	7.7
# of show days	247	196	2654	13.5
# of show days in province	247	190	2154	11.3
# of show days in other provinces	247	22	164	7.5
# of show days outside Canada	247	27	261	9.7
average # of show days per active competitor in 2009				13.5

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	247	88	35.6%
Expect less show days	247	68	27.5%
Expect same # of show days	247	90	36.4%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	247	146	59.1%	\$ 385,566
average annual cost per competitor				\$ 2,641

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	247	168	68.0%	\$ 542,190
# of competitions				1291
# of show days				2072
average annual cost per competitor				\$ 3,227

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	247	64	25.9%	\$ 64,377
average annual cost per competitor				\$ 1,006

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	247	112	45.3%	\$ 36,553
average annual cost per competitor				\$ 326

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	247	61	24.7%	\$ 146,900
average annual cost per competitor				\$ 2,408

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	57	0	0.0%
Halter / line classes	57	2	3.5%
Breed-specific competitions	57	1	1.8%
Dressage	57	10	17.5%
Hunter / Jumper	57	37	64.9%
Eventing	57	3	5.3%
Driving	57	2	3.5%
Endurance riding	57	0	0.0%
Reining	57	0	0.0%
Competitive trail riding	57	0	0.0%
Saddleseat	57	2	3.5%
Polo	57	0	0.0%
Barrel racing / pole bending	57	2	3.5%
Chuck wagon racing	57	0	0.0%
Cutting	57	0	0.0%
Rodeo	57	0	0.0%
Roping	57	0	0.0%
Team cattle penning	57	0	0.0%
Western pleasure	57	7	12.3%
Gymkhana	57	1	1.8%
Pony Club	57	5	8.8%
4H Club competitions	57	0	0.0%
Other	57	4	7.0%
TOTALS	57		133.4%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	57	57	391
average # of show days per active competitor in 2009			6.9

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	57	13	22.8%
Expect less show days	57	10	17.5%
Expect same # of show days	57	22	38.6%
Non respondents	12		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	111	33	29.7%	\$ 275,650
			# of children competing	57
			average annual cost per competitor	\$ 4,836

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	111	14	12.6%	\$ 17,040
			average annual cost per competitor	\$ 299

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	111	25	22.5%	\$ 16,955
			average annual cost per competitor	\$ 297

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	111	47	42.3%	\$ 69,970
			total # of children using coaching services	60
			average annual cost per competitor	\$ 1,166

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	111	24	21.6%	\$ 14,550
			average annual cost per competitor	\$ 255

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	45	26	57.8%	52
			average # of stallions per owner	2.0
			# of registered stallions	51

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	26	8	30.8%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	45	15	33.3%	168
			# of stallions servicing mares	37
			average # of mares serviced per stallion	4.5
			annual revenue generated by stallion services	\$ 32,000

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	15	9	60.0%	108

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	45	44	97.8%	291
			average # of mares per owner	6.6
			# of registered mares	270
			% of registered mares	92.8%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	44	26	59.1%	153
			average # mares bred per owner	5.9
			annual cost for outside stud services	\$ 47,000
			average cost for stud services per mare	\$ 307

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	44	12	27.3%	21
Less mares bred in 2010	44	15	34.1%	31
Same # of mares bred in 2010	44	17	38.6%	
Non-respondents	0			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	44	9	20.5%	15
Less mares bred than 2010	44	4	9.1%	8
Same # of mares bred than 2010	44	31	70.5%	
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	45	9	20.0%	\$ 54,100
			# of horses	15
			average annual expenditure per horse	\$ 3,607

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	127	109	85.8%	633
Thoroughbred	127	18	14.2%	231
Standardbred	127	87	68.5%	370
Quarter Horse	127	4	3.1%	32

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	127	23	18.1%	48
Less horses racing in 2010	127	25	19.7%	60
Same # of horses racing in 2010	127	76	59.8%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	127	34	26.8%	130
Less horses racing in 2011	127	12	9.4%	52
Same # of horses racing in 2011	127	78	61.4%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	127	99	78.0%	5848
# of race days in province				5433
# of race days out of province				2
# of race days out of country				85

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	127	59	46.5%	538
Train other peoples' horses	59	58	98.3%	311
Horses with a trainer	67	45	67.2%	157
annual expenditure for horse training services				\$ 859,100
average expenditure for horse training services per horse				\$ 5,472

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	127	116	91.3%	\$ 52,691
average expenditure for licence / association fees per participant				\$ 454

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	127	111	87.4%	\$ 290,355
average expenditure for nomination / sustaining fees per participant				\$ 2,616

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	127	107	84.3%	\$ 218,800
average expenditure for starter fees per participant				\$ 2,045

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	127	102	80.3%	\$ 106,400
average expenditure on travel for racing per participant				\$ 1,043

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	264	0	0.0%
Nova Scotia	264	0	0.0%
Prince Edward Island	264	0	0.0%
New Brunswick	264	0	0.0%
Quebec	264	264	100.0%
Ontario	264	0	0.0%
Manitoba	264	0	0.0%
Saskatchewan	264	0	0.0%
Alberta	264	0	0.0%
British Columbia	264	0	0.0%
Yukon / Northwest Territories	264	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	264	243	92.0%
Male	264	21	8.0%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	264	12	4.5%	
20 to 29	264	55	20.8%	
30 to 39	264	56	21.2%	
40 to 49	264	59	22.3%	Median
50 to 59	264	53	20.1%	
60 to 69	264	21	8.0%	
Over 70	264	8	3.0%	
Unknown Age	0			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	196	58	29.6%	
\$40,000 to \$60,000 per year	196	43	21.9%	Median
\$60,000 to \$80,000 per year	196	26	13.3%	
\$80,000 to \$100,000 per year	196	23	11.7%	
Over \$100,000 per year	196	46	23.5%	
Non-respondents	68			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	264	40	15.2%
Majority of household income	264	18	6.8%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	261	191	73.2%
No	261	70	26.8%
Non-respondents	3		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	264	259	98.1%	569
				adults per household who ride 389
				average # of adults per household who ride 1.5

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	264	94	35.6%	179
				children per household who ride 124
				average # of children per household who ride 1.3

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	264	224	84.8%	
Dogs	224	187	83.5%	316
Cats	224	142	63.4%	387
Other Pets	224	23	10.3%	62
				average # of dogs per household 1.7
				average # of cats per household 2.7
				average # of other pets per household 2.7

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	264	224	84.8%	847
Non-owners, expect to own in 5 years	40	25	62.5%	
				average # of horses owned 3.8

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	264	5	1.9%	7
				average equivalent horses owned 1.4

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	224	190	84.8%	412
				average # of horses owned 2.2

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	224	35	15.6%	435
				average # of horses owned 12.4

Use the Internet	Max. Sample	Responses	% of Sample
Yes	264	235	89.0%
Non-users who expect to use next year	27	1	3.7%
Have e-mail	235	203	86.4%
Have high speed internet service	235	170	72.3%
Purchase horse products over internet	235	81	34.5%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	224	118	52.7%	9285
% of acreage used for horses				21.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	118	50	42.4%	300
No	118	58	49.2%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	264	7	2.7%
Less than five years	264	18	6.8%
Five to 10 years	264	28	10.6%
More than 10 years	264	206	78.0%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	264	40	15.2%
Less than five years	264	48	18.2%
Five to 10 years	264	31	11.7%
More than 10 years	264	147	55.7%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	224	71	31.7%	153
Less	224	38	17.0%	132
The same #	224	116	51.8%	428
Non-respondents				
net increase / decrease in herd size				2.5%
				21

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	178	52	29.2%	162
Less	178	41	23.0%	212
The same #	178	85	47.8%	335
Non-respondents	46			
net increase / decrease in herd size				-5.9%
				-50

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	224	56	25.0%
Less	224	31	13.8%
The same #	224	138	61.6%
Don't know	224		
Non-owners who expect to own	40	25	62.5%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	224	40	17.9%
Less	224	20	8.9%
The same #	224	165	73.7%
Don't know	224		

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	118	66	55.9%	\$ 5,897,200
average investment in property improvements per property owner				\$ 89,352

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	224	104	46.4%	\$ 2,212,150
# of horses owned				585
average capital invested in tack per horse				\$ 3,781
average capital invested in tack per horse owner				\$ 21,271

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	224	89	39.7%	\$ 1,298,009
# of horses owned				487
average capital investment in horse-related equipment per horse				\$ 2,665
average capital invested in horse-related equipment per horse owner				\$ 14,584

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	264	261	98.9%	545
Pay fees to	264	241	91.3%	513
How much per year	264	216	81.8%	\$ 39,356
average # of clubs / associations pay fees to				2.1

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	847	0	0.0%	
Nova Scotia	847	0	0.0%	
Prince Edward Island	847	0	0.0%	
New Brunswick	847	0	0.0%	
Quebec	847	847	100.0%	3.8
Ontario	847	0	0.0%	
Manitoba	847	0	0.0%	
Saskatchewan	847	0	0.0%	
Alberta	847	0	0.0%	
British Columbia	847	0	0.0%	
Yukon / Northwest Territories	847	0	0.0%	

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	224	\$ 2,095,200	467
Estimated current market value	224	\$ 3,247,149	495
average capital investment per horse		\$	4,487
average estimated market value per horse		\$	6,560

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	224	25	11.2%	53

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	224	93	41.5%	163

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	224	23	10.3%	65

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	224	51	22.8%	125

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	58	2	3.4%	4
Competition / sport market	58	9	15.5%	31
Breeding stock market	58	1	1.7%	1
Pleasure riding market	58	46	79.3%	105
Work horse market	58	0	0.0%	0
Meat market	58	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	847	100	11.8%
Mature horses	847	761	89.8%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	761	57	7.5%
Competition	761	185	24.3%
Recreational riding / driving	761	338	44.4%
Breeding	761	79	10.4%
Riding lessons	761	60	7.9%
Trail rides / tourist activities	761	11	1.4%
Work	761	1	0.1%
Companionship or full retirement	761	17	2.2%
PMU production	761	0	0.0%
Meat production	761	0	0.0%
Other use	761	14	1.8%
Horses for multiple uses	761		

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	100	30	30.0%
Western sport competition	100	13	13.0%
Racing	100	0	0.0%
Breed sport competition	100	0	0.0%
Pleasure riding	100	26	26.0%
Breeding stock	100	29	29.0%
Ranch work / farm work	100	0	0.0%
Meat production	100	0	0.0%
Other use	100	1	1.0%
Horses for multiple uses	100	1	1.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	224	116	51.8%	\$ 306,068
			# of horses	654
			average expenditure per horse	\$ 468
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	224	96	42.9%	\$ 356,412
			# of horses	561
			average expenditure per horse	\$ 635
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	224	120	53.6%	\$ 92,258
			# of horses	394
			average expenditure per horse	\$ 234
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	224	83	37.1%	\$ 110,785
			# of horses	508
			average expenditure per horse	\$ 218
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	224	194	86.6%	\$ 66,799
			# of horses	695
			average expenditure per horse	\$ 96
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	224	200	89.3%	\$ 188,691
			# of horses	754
			average expenditure per horse	\$ 250
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	224	97	43.3%	\$ 174,152
			# of horses	190
			average expenditure per horse	\$ 917
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	224	196	87.5%	\$ 270,642
			# of horses	668
			average expenditure per horse	\$ 405

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	224	41	18.3%	\$ 15,050
			# of horses	59
			average expenditure per horse	\$ 255
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	224	29	12.9%	\$ 8,980
			# of horses	86
			average expenditure per horse	\$ 104
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	118	62	52.5%	\$ 346,270
			average expenditure per property owner	\$ 5,585
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	224	104	46.4%	\$ 67,550
			average expenditure per horse owner	\$ 650
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	224	20	8.9%	\$ 14,400
			average expenditure per horse owner	\$ 720
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	224	100	44.6%	\$ 379,980
			# of horses boarded	141
			average expenditure per horse	\$ 2,695
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	156	31	19.9%	\$ 63,790
			# of horses in training	30
			average expenditure per horse	\$ 2,126
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	264	55	20.8%	\$ 48,025
			average cost per participant	\$ 873
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	264	100	37.9%	\$ 83,680
			average cost per participant	\$ 837

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	264	67	25.4%
Farrier visits	264	90	34.1%
Vet visits	264	125	47.3%
Immunizations	264	141	53.4%
De-worming schedules	264	125	47.3%
Breeding	264	40	15.2%
Competition	264	61	23.1%
Drug testing	264	5	1.9%
Horse ownership	264	58	22.0%
Medication treatment	264	124	47.0%
Other	264	0	0.0%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	264	82	31.1%
Leave less than 10 times	264	98	37.1%
Leave between 10 and 20 times	264	29	11.0%
Leave more than 20 times	264	33	12.5%
Never leave the province	160	123	76.9%
Leave the province less than 10 times	160	29	18.1%
Leave the province more than 10 times	160	8	5.0%
Never leave the country	37	21	56.8%
Leave the country less than 10 times	37	13	35.1%
Leave the country more than 10 times	37	2	5.4%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	264	55	20.8%	359
average # of other peoples' horses cared for				6.5

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	264	38	14.4%
Cattle	38	15	39.5%
Poultry	38	9	23.7%
Donkeys	38	6	15.8%
Other	38	29	76.3%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	224	182	81.3%	539
Registered with more than one registry	182	38	20.9%	90
Have registration papers	182	168	92.3%	519
Have papers from Canadian registry	182	114	62.6%	337
Not registered, but could be	224	26	11.6%	59
Expected # of horses to be registered	26	12	46.2%	40

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	224	36	16.1%	66
Micro-chipped	224	30	13.4%	75
Tattoo'd	224	38	17.0%	165
Branded	224	8	3.6%	15

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	264	7	2.7%
Coach, instructor or trainer	264	51	19.3%
Farm, stable or ranch manager	264	76	28.8%
Breeder	264	24	9.1%
Industry professional	264	12	4.5%
Pleasure rider	264	243	92.0%
Competitor	264	92	34.8%
Show organizer, judge, official	264	37	14.0%
Owner	264	111	42.0%
Product sales	264	4	1.5%
TOTALS	264	657	248.7%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	259	4	1.5%
Coach, instructor or trainer	259	18	6.9%
Farm, stable or ranch manager	259	6	2.3%
Breeder	259	8	3.1%
Industry professional	259	6	2.3%
Pleasure rider	259	156	60.2%
Competitor	259	46	17.8%
Show organizer, judge, official	259	2	0.8%
Owner	259	13	5.0%
Product sales	259	0	0.0%
Non-respondents	5		
TOTALS	264	259	99.9%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	264	32	12.1%	186
annual revenue generated from horse boarding				\$ 318,900
average annual revenue per boarding facility				\$ 15,186

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	224	22	9.8%	78
			# of people riding	393
			average # of riders per year per horse in use	5.0

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	17	7	41.2%
Less	17	2	11.8%
The same #	17	8	47.1%
Non-respondents	5		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	264	33	12.5%	\$ 139,920
			# of riders coached	836
			# of adult riders	235
			# of youth riders	601
			average # of students per coach	25.3
			average revenue per coach	\$ 11,660

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	264	33	12.5%	\$ 121,400
			average annual revenue per trainer	\$ 7,588

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	264	235	89.0%	4193
Annual paid salary	235	4	1.7%	\$ 87,360
# of paid hours per week	235	4	1.7%	80
# of unpaid hours per week	231	227	98.3%	4113
			average # of paid hours per week	20.0
			average weekly salary	\$ 420
			average hourly pay	\$ 21.00

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	86	0	0.0%
Halter / line classes	86	0	0.0%
Breed-specific competitions	86	0	0.0%
Dressage	86	23	26.7%
Hunter / Jumper	86	17	19.8%
Eventing	86	3	3.5%
Driving	86	4	4.7%
Endurance riding	86	2	2.3%
Reining	86	4	4.7%
Competitive trail riding	86	3	3.5%
Saddleseat	86	0	0.0%
Polo	86	0	0.0%
Barrel racing / pole bending	86	6	7.0%
Chuck wagon racing	86	0	0.0%
Cutting	86	0	0.0%
Rodeo	86	0	0.0%
Roping	86	0	0.0%
Team cattle penning	86	1	1.2%
Western pleasure	86	7	8.1%
Gymkhana	86	17	19.8%
Pony Club	86	0	0.0%
4H Club competitions	86	0	0.0%
Other	86	6	7.0%
TOTALS			108.3%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	86	68	443	6.5
# of show days	86	64	738	11.5
# of show days in province	86	59	574	9.7
# of show days in other provinces	86	12	79	6.6
# of show days outside Canada	86	8	61	7.6
average # of show days per active competitor in 2009				11.5

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	86	32	37.2%
Expect less show days	86	18	20.9%
Expect same # of show days	86	36	41.9%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	86	44	51.2%	\$ 93,470
average annual cost per competitor				\$ 2,124

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	86	54	62.8%	\$ 109,210
# of competitions				348
# of show days				617
average annual cost per competitor				\$ 2,022

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	86	30	34.9%	\$ 50,200
average annual cost per competitor				\$ 1,673

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	86	26	30.2%	\$ 9,005
average annual cost per competitor				\$ 346

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	86	29	33.7%	\$ 26,590
average annual cost per competitor				\$ 917

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	22	0	0.0%
Halter / line classes	22	0	0.0%
Breed-specific competitions	22	0	0.0%
Dressage	22	2	9.1%
Hunter / Jumper	22	9	40.9%
Eventing	22	0	0.0%
Driving	22	0	0.0%
Endurance riding	22	0	0.0%
Reining	22	0	0.0%
Competitive trail riding	22	0	0.0%
Saddleseat	22	0	0.0%
Polo	22	0	0.0%
Barrel racing / pole bending	22	1	4.5%
Chuck wagon racing	22	0	0.0%
Cutting	22	0	0.0%
Rodeo	22	0	0.0%
Roping	22	0	0.0%
Team cattle penning	22	0	0.0%
Western pleasure	22	1	4.5%
Gymkhana	22	4	18.2%
Pony Club	22	1	4.5%
4H Club competitions	22	1	4.5%
Other	22	0	0.0%
TOTALS	22		86.2%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	22	22	96
average # of show days per active competitor in 2009			4.4

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	22	4	18.2%
Expect less show days	22	4	18.2%
Expect same # of show days	22	9	40.9%
Non respondents	5		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	70	15	21.4%	\$ 18,920
		# of children competing		22
		average annual cost per competitor		\$ 860

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	70	3	4.3%	\$ 1,370
		average annual cost per competitor		\$ 62

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	70	6	8.6%	\$ 1,965
		average annual cost per competitor		\$ 89

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	70	28	40.0%	\$ 53,040
		total # of children using coaching services		41
		average annual cost per competitor		\$ 1,294

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	70	7	10.0%	\$ 700
		average annual cost per competitor		\$ 32

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
	13	4	30.8%	6
	average # of stallions per owner			1.5
	# of registered stallions			5
Yes				
Collect for Artificial Insemination	Max. Sample	Responses	% of Sample	
	4	2	50.0%	
	Yes			
# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	13	3	23.1%	10
	# of stallions servicing mares			4
	average # of mares serviced per stallion			2.5
	annual revenue generated by stallion services			\$ 1,000
# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	3	1	33.3%	2
	Yes			

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
	13	13	100.0%	72
	average # of mares per owner			5.5
	# of registered mares			72
Yes				
# of registered mares			100.0%	
# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	13	13	100.0%	44
	average # mares bred per owner			3.4
	annual cost for outside stud services			\$ 11,800
average cost for stud services per mare			\$ 268	
Yes				
# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
	13	6	46.2%	8
	More mares bred in 2010			
	Less mares bred in 2010			9
	Same # of mares bred in 2010			
Non-respondents			0	
# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
	13	3	23.1%	3
	More mares bred than 2010			
	Less mares bred than 2010			3
	Same # of mares bred than 2010			
Non-respondents			0	
Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	13	2	15.4%	\$ 27,400
	# of horses			4
	average annual expenditure per horse			\$ 6,850
Yes				

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	6	6	100.0%	23
Thoroughbred	6	2	33.3%	4
Standardbred	6	4	66.7%	19
Quarter Horse	6	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	6	1	16.7%	1
Less horses racing in 2010	6	2	33.3%	5
Same # of horses racing in 2010	6	3	50.0%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	6	3	50.0%	6
Less horses racing in 2011	6	0	0.0%	0
Same # of horses racing in 2011	6	3	50.0%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	6	4	66.7%	292
# of race days in province				0
# of race days out of province				292
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	6	2	33.3%	7
Train other peoples' horses	2	2	100.0%	0
Horses with a trainer	4	4	100.0%	16
annual expenditure for horse training services				\$ 75,600
average expenditure for horse training services per horse				\$ 4,725

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	6	3	50.0%	\$ 4,150
average expenditure for licence / association fees per participant				\$ 1,383

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	6	4	66.7%	\$ -
average expenditure for nomination / sustaining fees per participant				\$ -

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	6	4	66.7%	\$ -
average expenditure for starter fees per participant				\$ -

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	6	2	33.3%	\$ -
average expenditure on travel for racing per participant				\$ -

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	63	0	0.0%
Nova Scotia	63	0	0.0%
Prince Edward Island	63	0	0.0%
New Brunswick	63	63	100.0%
Quebec	63	0	0.0%
Ontario	63	0	0.0%
Manitoba	63	0	0.0%
Saskatchewan	63	0	0.0%
Alberta	63	0	0.0%
British Columbia	63	0	0.0%
Yukon / Northwest Territories	63	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	63	33	52.4%
Male	63	30	47.6%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	62	0	0.0%	
20 to 29	62	6	9.7%	
30 to 39	62	5	8.1%	
40 to 49	62	17	27.4%	
50 to 59	62	16	25.8%	Median
60 to 69	62	11	17.7%	
Over 70	62	7	11.3%	
Unknown Age	1			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	48	9	18.8%	
\$40,000 to \$60,000 per year	48	8	16.7%	
\$60,000 to \$80,000 per year	48	14	29.2%	Median
\$80,000 to \$100,000 per year	48	7	14.6%	
Over \$100,000 per year	48	10	20.8%	
Non-respondents	15			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	63	5	7.9%
Majority of household income	63	3	4.8%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	58	34	58.6%
No	58	24	41.4%
Non-respondents	5		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	63	58	92.1%	131
				adults per household who ride 72
				average # of adults per household who ride 1.2

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	63	15	23.8%	17
				children per household who ride 13
				average # of children per household who ride 0.9

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	63	51	81.0%	
Dogs	51	42	82.4%	66
Cats	51	39	76.5%	86
Other Pets	51	4	7.8%	4
				average # of dogs per household 1.6
				average # of cats per household 2.2
				average # of other pets per household 1.0

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	63	59	93.7%	370
Non-owners, expect to own in 5 years	4	3	75.0%	
				average # of horses owned 6.3

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	63	9	14.3%	20
				average equivalent horses owned 2.2

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	59	45	76.3%	90
				average # of horses owned 2.0

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	59	14	23.7%	280
				average # of horses owned 20.0

Use the Internet	Max. Sample	Responses	% of Sample
Yes	63	49	77.8%
Non-users who expect to use next year	10	3	30.0%
Have e-mail	49	46	93.9%
Have high speed internet service	49	45	91.8%
Purchase horse products over internet	49	24	49.0%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	59	39	66.1%	3743
% of acreage used for horses				21.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	39	15	38.5%	227
No	39	22	56.4%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	63	8	12.7%
Less than five years	63	3	4.8%
Five to 10 years	63	5	7.9%
More than 10 years	63	42	66.7%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	63	4	6.3%
Less than five years	63	10	15.9%
Five to 10 years	63	8	12.7%
More than 10 years	63	41	65.1%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	59	17	28.8%	94
Less	59	12	20.3%	17
The same #	59	29	49.2%	121
Non-respondents	1			
net increase / decrease in herd size			20.8%	77

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	48	15	31.3%	139
Less	48	12	25.0%	47
The same #	48	21	43.8%	91
Non-respondents	11			
net increase / decrease in herd size			24.9%	92

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	59	10	16.9%
Less	59	17	28.8%
The same #	59	32	54.2%
Don't know	59	0	0.0%
Non-owners who expect to own	4	3	75.0%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	59	7	11.9%
Less	59	11	18.6%
The same #	59	41	69.5%
Don't know	59	0	0.0%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	39	23	59.0%	\$ 1,264,000
average investment in property improvements per property owner				\$ 54,957

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	59	40	67.8%	\$ 278,400
# of horses owned				258
average capital invested in tack per horse				\$ 1,079
average capital invested in tack per horse owner				\$ 6,960

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	59	35	59.3%	\$ 520,650
# of horses owned				249
average capital investment in horse-related equipment per horse				\$ 2,091
average capital invested in horse-related equipment per horse owner				\$ 14,876

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	63	59	93.7%	160
Pay fees to	63	56	88.9%	158
How much per year	63	47	74.6%	\$ 9,183
average # of clubs / associations pay fees to				2.8

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	370	0	0.0%	
Nova Scotia	370	0	0.0%	
Prince Edward Island	370	0	0.0%	
New Brunswick	370	370	100.0%	6.5
Quebec	370	0	0.0%	
Ontario	370	0	0.0%	
Manitoba	370	0	0.0%	
Saskatchewan	370	0	0.0%	
Alberta	370	0	0.0%	
British Columbia	370	0	0.0%	
Yukon / Northwest Territories	370	0	0.0%	

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	59	\$ 498,850	173
Estimated current market value	59	\$ 833,000	259
average capital investment per horse		\$ 2,884	
average estimated market value per horse		\$ 3,216	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	59	8	13.6%	12

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	59	22	37.3%	52

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	59	7	11.9%	17

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	59	13	22.0%	33

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	17	2	11.8%	2
Competition / sport market	17	4	23.5%	16
Breeding stock market	17	0	0.0%	0
Pleasure riding market	17	10	58.8%	27
Work horse market	17	1	5.9%	1
Meat market	17	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	370	48	13.0%
Mature horses	370	321	86.8%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	321	32	10.0%
Competition	321	94	29.3%
Recreational riding / driving	321	50	15.6%
Breeding	321	94	29.3%
Riding lessons	321	0	0.0%
Trail rides / tourist activities	321	0	0.0%
Work	321	18	5.6%
Companionship or full retirement	321	19	5.9%
PMU production	321	0	0.0%
Meat production	321	0	0.0%
Other use	321	14	4.4%
Horses for multiple uses	321	0	0.0%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	48	8	16.7%
Western sport competition	48	3	6.3%
Racing	48	6	12.5%
Breed sport competition	48	0	0.0%
Pleasure riding	48	24	50.0%
Breeding stock	48	4	8.3%
Ranch work / farm work	48	3	6.3%
Meat production	48	0	0.0%
Other use	48	0	0.0%
Horses for multiple uses	48	0	0.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	59	47	79.7%	\$ 56,754
			# of horses	220
			average expenditure per horse	\$ 258
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	59	32	54.2%	\$ 41,760
			# of horses	105
			average expenditure per horse	\$ 398
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	59	43	72.9%	\$ 37,980
			# of horses	164
			average expenditure per horse	\$ 232
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	59	31	52.5%	\$ 29,726
			# of horses	129
			average expenditure per horse	\$ 230
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	59	49	83.1%	\$ 26,705
			# of horses	259
			average expenditure per horse	\$ 103
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	59	50	84.7%	\$ 66,815
			# of horses	174
			average expenditure per horse	\$ 384
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	59	27	45.8%	\$ 75,425
			# of horses	44
			average expenditure per horse	\$ 1,714
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	59	45	76.3%	\$ 63,828
			# of horses	192
			average expenditure per horse	\$ 332

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	59	9	15.3%	\$ 5,250
			# of horses	20
			average expenditure per horse	\$ 263
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	59	11	18.6%	\$ 1,870
			# of horses	124
			average expenditure per horse	\$ 15
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	39	26	66.7%	\$ 79,800
			average expenditure per property owner	\$ 3,069
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	59	40	67.8%	\$ 19,450
			average expenditure per horse owner	\$ 486
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	59	17	28.8%	\$ 12,800
			average expenditure per horse owner	\$ 753
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	59	21	35.6%	\$ 96,996
			# of horses boarded	29
			average expenditure per horse	\$ 3,345
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	31	4	12.9%	\$ 1,300
			# of horses in training	1
			average expenditure per horse	\$ 1,300
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	63	20	31.7%	\$ 52,050
			average cost per participant	\$ 2,603
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	63	35	55.6%	\$ 38,269
			average cost per participant	\$ 1,093

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	63	12	19.0%
Farrier visits	63	25	39.7%
Vet visits	63	39	61.9%
Immunizations	63	39	61.9%
De-worming schedules	63	38	60.3%
Breeding	63	23	36.5%
Competition	63	15	23.8%
Drug testing	63	5	7.9%
Horse ownership	63	28	44.4%
Medication treatment	63	38	60.3%
Other	63	3	4.8%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	63	9	14.3%
Leave less than 10 times	63	27	42.9%
Leave between 10 and 20 times	63	12	19.0%
Leave more than 20 times	63	10	15.9%
Never leave the province	49	22	44.9%
Leave the province less than 10 times	49	21	42.9%
Leave the province more than 10 times	49	6	12.2%
Never leave the country	27	19	70.4%
Leave the country less than 10 times	27	8	29.6%
Leave the country more than 10 times	27	0	0.0%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	63	7	11.1%	32
average # of other peoples' horses cared for				4.6

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	63	18	28.6%
Cattle	18	5	27.8%
Poultry	18	7	38.9%
Donkeys	18	3	16.7%
Other	18	11	61.1%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Registered with more than one registry	59	53	89.8%	270
Have registration papers	53	18	34.0%	47
Have papers from Canadian registry	53	48	90.6%	243
Not registered, but could be	53	42	79.2%	211
Expected # of horses to be registered	59	13	22.0%	36
	13	7	53.8%	13

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	59	12	20.3%	21
Micro-chipped	59	12	20.3%	29
Tattoo'd	59	19	32.2%	44
Branded	59	5	8.5%	10

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	63	16	25.4%
Coach, instructor or trainer	63	9	14.3%
Farm, stable or ranch manager	63	14	22.2%
Breeder	63	11	17.5%
Industry professional	63	3	4.8%
Pleasure rider	63	33	52.4%
Competitor	63	17	27.0%
Show organizer, judge, official	63	11	17.5%
Owner	63	54	85.7%
Product sales	63	4	6.3%
TOTALS	63	172	273.1%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	55	7	12.7%
Coach, instructor or trainer	55	3	5.5%
Farm, stable or ranch manager	55	2	3.6%
Breeder	55	5	9.1%
Industry professional	55	1	1.8%
Pleasure rider	55	11	20.0%
Competitor	55	2	3.6%
Show organizer, judge, official	55	2	3.6%
Owner	55	22	40.0%
Product sales	55	0	0.0%
Non-respondents	8		
TOTALS	63	55	99.9%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	63	5	7.9%	37
annual revenue generated from horse boarding				\$ 27,500
average annual revenue per boarding facility				\$ 6,875

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	59	9	15.3%	38
				# of people riding
				65
				average # of riders per year per horse in use
				1.7

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	9	2	22.2%
Less	9	0	0.0%
The same #	9	7	77.8%
Non-respondents	0		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	63	5	7.9%	\$ 600
				# of riders coached
				22
				# of adult riders
				8
				# of youth riders
				14
				average # of students per coach
				4.4
				average revenue per coach
				\$ 600

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	63	6	9.5%	\$ 20,000
				average annual revenue per trainer
				\$ 6,667

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	63	52	82.5%	1421
				Annual paid salary
				\$ 43,600
				# of paid hours per week
				129
				# of unpaid hours per week
				1292
				average # of paid hours per week
				21.5
				average weekly salary
				\$ 140
				average hourly pay
				\$ 6.50

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	19	0	0.0%
Halter / line classes	19	3	15.8%
Breed-specific competitions	19	2	10.5%
Dressage	19	4	21.1%
Hunter / Jumper	19	4	21.1%
Eventing	19	4	21.1%
Driving	19	2	10.5%
Endurance riding	19	1	5.3%
Reining	19	0	0.0%
Competitive trail riding	19	3	15.8%
Saddleseat	19	1	5.3%
Polo	19	0	0.0%
Barrel racing / pole bending	19	0	0.0%
Chuck wagon racing	19	0	0.0%
Cutting	19	0	0.0%
Rodeo	19	0	0.0%
Roping	19	0	0.0%
Team cattle penning	19	0	0.0%
Western pleasure	19	4	21.1%
Gymkhana	19	0	0.0%
Pony Club	19	0	0.0%
4H Club competitions	19	0	0.0%
Other	19	3	15.8%
TOTALS			147.6%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	19	14	80	5.7
# of show days	19	14	164	11.7
# of show days in province	19	14	95	6.8
# of show days in other provinces	19	5	37	7.4
# of show days outside Canada	19	2	13	6.5
average # of show days per active competitor in 2009				11.7

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	19	7	36.8%
Expect less show days	19	4	21.1%
Expect same # of show days	19	5	26.3%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	19	11	57.9%	\$ 16,640
average annual cost per competitor				\$ 1,513

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	19	13	68.4%	\$ 24,300
# of competitions				71
# of show days				140
average annual cost per competitor				\$ 1,869

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	19	4	21.1%	\$ 1,920
average annual cost per competitor				\$ 480

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	19	9	47.4%	\$ 3,880
average annual cost per competitor				\$ 431

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	19	3	15.8%	\$ 1,300
average annual cost per competitor				\$ 433

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	9	0	0.0%
Halter / line classes	9	3	33.3%
Breed-specific competitions	9	0	0.0%
Dressage	9	1	11.1%
Hunter / Jumper	9	4	44.4%
Eventing	9	1	11.1%
Driving	9	1	11.1%
Endurance riding	9	0	0.0%
Reining	9	0	0.0%
Competitive trail riding	9	0	0.0%
Saddleseat	9	0	0.0%
Polo	9	0	0.0%
Barrel racing / pole bending	9	1	11.1%
Chuck wagon racing	9	0	0.0%
Cutting	9	0	0.0%
Rodeo	9	0	0.0%
Roping	9	0	0.0%
Team cattle penning	9	0	0.0%
Western pleasure	9	3	33.3%
Gymkhana	9	0	0.0%
Pony Club	9	0	0.0%
4H Club competitions	9	0	0.0%
Other	9	1	11.1%
TOTALS	9		166.5%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	9	9	37
average # of show days per active competitor in 2009			4.1

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	9	4	44.4%
Expect less show days	9	1	11.1%
Expect same # of show days	9	3	33.3%
Non respondents	1		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	12	6	50.0%	\$ 6,000
# of children competing				9
average annual cost per competitor				\$ 667

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	12	3	25.0%	\$ 470
average annual cost per competitor				\$ 52

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	12	5	41.7%	\$ 1,110
average annual cost per competitor				\$ 123

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	12	7	58.3%	\$ 12,200
total # of children using coaching services				7
average annual cost per competitor				\$ 1,743

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	12	5	41.7%	\$ 3,000
average annual cost per competitor				\$ 333

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	3	3	100.0%	4
			average # of stallions per owner	1.3
			# of registered stallions	4

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	3	0	0.0%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	3	2	66.7%	10
			# of stallions servicing mares	2
			average # of mares serviced per stallion	5.0
			annual revenue generated by stallion services	\$ -

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	2	1	50.0%	4

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	3	3	100.0%	19
			average # of mares per owner	6.3
			# of registered mares	19
			% of registered mares	100.0%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	3	2	66.7%	6
			average # mares bred per owner	3.0
			annual cost for outside stud services	\$ -
			average cost for stud services per mare	\$ -

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	3	0	0.0%	0
Less mares bred in 2010	3	0	0.0%	0
Same # of mares bred in 2010	3	3	100.0%	
Non-respondents	0			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	3	1	33.3%	1
Less mares bred than 2010	3	0	0.0%	0
Same # of mares bred than 2010	3	2	66.7%	
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	3	0	0.0%	\$ -
			# of horses	0
			average annual expenditure per horse	

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	16	16	100.0%	33
Thoroughbred	16	0	0.0%	0
Standardbred	16	16	100.0%	33
Quarter Horse	16	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	16	4	25.0%	9
Less horses racing in 2010	16	4	25.0%	6
Same # of horses racing in 2010	16	8	50.0%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	16	3	18.8%	6
Less horses racing in 2011	16	6	37.5%	9
Same # of horses racing in 2011	16	7	43.8%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	16	16	100.0%	475
# of race days in province				286
# of race days out of province				137
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	16	7	43.8%	13
Train other peoples' horses	7	6	85.7%	2
Horses with a trainer	9	7	77.8%	16
annual expenditure for horse training services				\$ 21,900
average expenditure for horse training services per horse				\$ 1,369

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	16	14	87.5%	\$ 2,855
average expenditure for licence / association fees per participant				\$ 204

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	16	14	87.5%	\$ 3,860
average expenditure for nomination / sustaining fees per participant				\$ 276

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	16	13	81.3%	\$ 53,280
average expenditure for starter fees per participant				\$ 4,098

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	16	13	81.3%	\$ 6,415
average expenditure on travel for racing per participant				\$ 493

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	29	0	0.0%
Nova Scotia	29	0	0.0%
Prince Edward Island	29	29	100.0%
New Brunswick	29	0	0.0%
Quebec	29	0	0.0%
Ontario	29	0	0.0%
Manitoba	29	0	0.0%
Saskatchewan	29	0	0.0%
Alberta	29	0	0.0%
British Columbia	29	0	0.0%
Yukon / Northwest Territories	29	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	29	16	55.2%
Male	29	13	44.8%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	29	1	3.4%	
20 to 29	29	1	3.4%	
30 to 39	29	0	0.0%	
40 to 49	29	7	24.1%	
50 to 59	29	8	27.6%	Median
60 to 69	29	7	24.1%	
Over 70	29	5	17.2%	
Unknown Age	0			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	26	6	23.1%	
\$40,000 to \$60,000 per year	26	8	30.8%	Median
\$60,000 to \$80,000 per year	26	3	11.5%	
\$80,000 to \$100,000 per year	26	4	15.4%	
Over \$100,000 per year	26	5	19.2%	
Non-respondents	3			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	29	6	20.7%
Majority of household income	29	4	13.8%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	28	19	67.9%
No	28	9	32.1%
Non-respondents	1		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	29	28	96.6%	64
				adults per household who ride 33
				average # of adults per household who ride 1.2

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	29	5	17.2%	6
				children per household who ride 1
				average # of children per household who ride 0.2

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	29	19	65.5%	
Dogs	19	12	63.2%	18
Cats	19	13	68.4%	41
Other Pets	19	1	5.3%	5
				average # of dogs per household 1.5
				average # of cats per household 3.2
				average # of other pets per household 5.0

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	29	25	86.2%	148
Non-owners, expect to own in 5 years	4	2	50.0%	
				average # of horses owned 5.9

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	29	10	34.5%	45
				average equivalent horses owned 4.5

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	25	17	68.0%	35
				average # of horses owned 2.1

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	25	8	32.0%	113
				average # of horses owned 14.1

Use the Internet	Max. Sample	Responses	% of Sample
Yes	29	25	86.2%
Non-users who expect to use next year	4	1	25.0%
Have e-mail	25	24	96.0%
Have high speed internet service	25	23	92.0%
Purchase horse products over internet	25	9	36.0%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	25	19	76.0%	1522
% of acreage used for horses				35.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	19	10	52.6%	65
No	19	9	47.4%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	29	7	24.1%
Less than five years	29	1	3.4%
Five to 10 years	29	2	6.9%
More than 10 years	29	18	62.1%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	29	4	13.8%
Less than five years	29	1	3.4%
Five to 10 years	29	1	3.4%
More than 10 years	29	23	79.3%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	25	2	8.0%	3
Less	25	9	36.0%	28
The same #	25	14	56.0%	116
Non-respondents	0			
net increase / decrease in herd size			-16.9%	-25

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	24	3	12.5%	14
Less	24	10	41.7%	31
The same #	24	11	45.8%	79
Non-respondents	1			
net increase / decrease in herd size			-11.5%	-17

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	25	4	16.0%
Less	25	9	36.0%
The same #	25	12	48.0%
Don't know	25	0	0.0%
Non-owners who expect to own	4	2	50.0%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	25	3	12.0%
Less	25	5	20.0%
The same #	25	17	68.0%
Don't know	25	0	0.0%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	19	11	57.9%	\$ 785,000
average investment in property improvements per property owner				\$ 71,364

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	25	17	68.0%	\$ 160,700
# of horses owned				95
average capital invested in tack per horse				\$ 1,692
average capital invested in tack per horse owner				\$ 9,453

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	25	12	48.0%	\$ 114,900
# of horses owned				109
average capital investment in horse-related equipment per horse				\$ 1,054
average capital invested in horse-related equipment per horse owner				\$ 9,575

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	29	28	96.6%	55
Pay fees to	29	27	93.1%	55
How much per year	29	25	86.2%	\$ 5,245
average # of clubs / associations pay fees to				2.0

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	148	0	0.0%	
Nova Scotia	148	0	0.0%	
Prince Edward Island	148	148	100.0%	5.9
New Brunswick	148	0	0.0%	
Quebec	148	0	0.0%	
Ontario	148	0	0.0%	
Manitoba	148	0	0.0%	
Saskatchewan	148	0	0.0%	
Alberta	148	0	0.0%	
British Columbia	148	0	0.0%	
Yukon / Northwest Territories	148	0	0.0%	

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	25	\$ 261,650	80
Estimated current market value	25	\$ 790,750	143
average capital investment per horse		\$	3,271
average estimated market value per horse		\$	5,530

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	25	5	20.0%	5

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	25	12	48.0%	11

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	25	7	28.0%	9

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	25	11	44.0%	39

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	12	4	33.3%	5
Competition / sport market	12	3	25.0%	15
Breeding stock market	12	2	16.7%	11
Pleasure riding market	12	3	25.0%	14
Work horse market	12	0	0.0%	0
Meat market	12	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	148	26	17.6%
Mature horses	148	120	81.1%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	120	56	46.7%
Competition	120	12	10.0%
Recreational riding / driving	120	9	7.5%
Breeding	120	20	16.7%
Riding lessons	120	5	4.2%
Trail rides / tourist activities	120	7	5.8%
Work	120	0	0.0%
Companionship or full retirement	120	2	1.7%
PMU production	120	0	0.0%
Meat production	120	0	0.0%
Other use	120	9	7.5%
Horses for multiple uses	120	0	0.0%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	26	8	30.8%
Western sport competition	26	0	0.0%
Racing	26	9	34.6%
Breed sport competition	26	0	0.0%
Pleasure riding	26	5	19.2%
Breeding stock	26	0	0.0%
Ranch work / farm work	26	4	15.4%
Meat production	26	0	0.0%
Other use	26	0	0.0%
Horses for multiple uses	26	0	0.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	25	16	64.0%	\$ 21,670
			# of horses	51
			average expenditure per horse	\$ 425
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	25	11	44.0%	\$ 11,380
			# of horses	40
			average expenditure per horse	\$ 285
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	25	14	56.0%	\$ 16,365
			# of horses	78
			average expenditure per horse	\$ 210
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	25	12	48.0%	\$ 17,670
			# of horses	41
			average expenditure per horse	\$ 431
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	25	19	76.0%	\$ 10,970
			# of horses	109
			average expenditure per horse	\$ 101
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	25	20	80.0%	\$ 32,305
			# of horses	61
			average expenditure per horse	\$ 530
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	25	11	44.0%	\$ 11,400
			# of horses	18
			average expenditure per horse	\$ 633
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	25	22	88.0%	\$ 23,906
			# of horses	130
			average expenditure per horse	\$ 184

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	25	3	12.0%	\$ 510
			# of horses	5
			average expenditure per horse	\$ 102
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	25	2	8.0%	\$ -
			# of horses	5
			average expenditure per horse	\$ -
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	19	12	63.2%	\$ 22,900
			average expenditure per property owner	\$ 1,908
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	25	17	68.0%	\$ 20,170
			average expenditure per horse owner	\$ 1,186
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	25	7	28.0%	\$ 10,450
			average expenditure per horse owner	\$ 1,493
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	25	9	36.0%	\$ 58,356
			# of horses boarded	15
			average expenditure per horse	\$ 3,890
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	4	1	25.0%	\$ -
			# of horses in training	3
			average expenditure per horse	\$ -
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	29	9	31.0%	\$ 9,800
			average cost per participant	\$ 1,089
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	29	9	31.0%	\$ 9,600
			average cost per participant	\$ 1,067

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	29	9	31.0%
Farrier visits	29	11	37.9%
Vet visits	29	16	55.2%
Immunizations	29	14	48.3%
De-worming schedules	29	14	48.3%
Breeding	29	12	41.4%
Competition	29	8	27.6%
Drug testing	29	3	10.3%
Horse ownership	29	14	48.3%
Medication treatment	29	14	48.3%
Other	29	0	0.0%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	29	9	31.0%
Leave less than 10 times	29	7	24.1%
Leave between 10 and 20 times	29	5	17.2%
Leave more than 20 times	29	6	20.7%
Never leave the province	18	6	33.3%
Leave the province less than 10 times	18	8	44.4%
Leave the province more than 10 times	18	4	22.2%
Never leave the country	12	10	83.3%
Leave the country less than 10 times	12	2	16.7%
Leave the country more than 10 times	12	0	0.0%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	29	8	27.6%	23
average # of other peoples' horses cared for				2.9

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	29	5	17.2%
Cattle	5	2	40.0%
Poultry	5	3	60.0%
Donkeys	5	0	0.0%
Other	5	5	100.0%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Registered with more than one registry	25	25	100.0%	131
Have registration papers	25	4	16.0%	57
Have papers from Canadian registry	25	22	88.0%	125
Not registered, but could be	25	22	88.0%	106
Expected # of horses to be registered	25	4	16.0%	6
	4	3	75.0%	4

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	25	5	20.0%	24
Micro-chipped	25	3	12.0%	6
Tattoo'd	25	13	52.0%	80
Branded	25	6	24.0%	9

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	29	13	44.8%
Coach, instructor or trainer	29	7	24.1%
Farm, stable or ranch manager	29	7	24.1%
Breeder	29	13	44.8%
Industry professional	29	2	6.9%
Pleasure rider	29	13	44.8%
Competitor	29	3	10.3%
Show organizer, judge, official	29	3	10.3%
Owner	29	22	75.9%
Product sales	29	6	20.7%
TOTALS	29	89	306.7%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	28	7	25.0%
Coach, instructor or trainer	28	2	7.1%
Farm, stable or ranch manager	28	1	3.6%
Breeder	28	3	10.7%
Industry professional	28	0	0.0%
Pleasure rider	28	4	14.3%
Competitor	28	1	3.6%
Show organizer, judge, official	28	3	10.7%
Owner	28	7	25.0%
Product sales	28	0	0.0%
Non-respondents	1		
TOTALS	29	28	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	29	4	13.8%	13
annual revenue generated from horse boarding				\$ 4,750
average annual revenue per boarding facility				\$ 2,375

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	25	4	16.0%	8
				# of people riding
				47
				average # of riders per year per horse in use
				5.9

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	4	2	50.0%
Less	4	2	50.0%
The same #	4	0	0.0%
Non-respondents	0		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	29	2	6.9%	\$ 6,000
				# of riders coached
				20
				# of adult riders
				5
				# of youth riders
				15
				average # of students per coach
				10.0
				average revenue per coach
				\$ 3,000

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	29	2	6.9%	\$ -
				average annual revenue per trainer

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	29	24	82.8%	680
				Annual paid salary
				\$ 18,000
				# of paid hours per week
				40
				# of unpaid hours per week
				640
				average # of paid hours per week
				20.0
				average weekly salary
				\$ 173
				average hourly pay
				\$ 8.65

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	3	0	0.0%
Halter / line classes	3	0	0.0%
Breed-specific competitions	3	0	0.0%
Dressage	3	1	33.3%
Hunter / Jumper	3	4	133.3%
Eventing	3	1	33.3%
Driving	3	0	0.0%
Endurance riding	3	0	0.0%
Reining	3	0	0.0%
Competitive trail riding	3	0	0.0%
Saddleseat	3	0	0.0%
Polo	3	0	0.0%
Barrel racing / pole bending	3	0	0.0%
Chuck wagon racing	3	0	0.0%
Cutting	3	0	0.0%
Rodeo	3	0	0.0%
Roping	3	0	0.0%
Team cattle penning	3	0	0.0%
Western pleasure	3	0	0.0%
Gymkhana	3	0	0.0%
Pony Club	3	0	0.0%
4H Club competitions	3	0	0.0%
Other	3	0	0.0%
TOTALS			199.9%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	3	1	6	6.0
# of show days	3	1	10	10.0
# of show days in province	3	1	10	10.0
# of show days in other provinces	3	0	0	
# of show days outside Canada	3	0	0	
average # of show days per active competitor in 2009				10.0

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	3	1	33.3%
Expect less show days	3	0	0.0%
Expect same # of show days	3	2	66.7%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	3	2	66.7%	\$ 2,600
average annual cost per competitor				\$ 1,300

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	3	1	33.3%	\$ 1,000
# of competitions				6
# of show days				10
average annual cost per competitor				\$ 1,000

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	3	1	33.3%	\$ 200
average annual cost per competitor				\$ 200

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	3	1	33.3%	\$ 200
average annual cost per competitor				\$ 200

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	3	0	0.0%	\$ -
average annual cost per competitor				

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	1	0	0.0%
Halter / line classes	1	0	0.0%
Breed-specific competitions	1	0	0.0%
Dressage	1	0	0.0%
Hunter / Jumper	1	0	0.0%
Eventing	1	0	0.0%
Driving	1	0	0.0%
Endurance riding	1	0	0.0%
Reining	1	0	0.0%
Competitive trail riding	1	0	0.0%
Saddleseat	1	0	0.0%
Polo	1	0	0.0%
Barrel racing / pole bending	1	0	0.0%
Chuck wagon racing	1	0	0.0%
Cutting	1	0	0.0%
Rodeo	1	0	0.0%
Roping	1	0	0.0%
Team cattle penning	1	0	0.0%
Western pleasure	1	1	100.0%
Gymkhana	1	0	0.0%
Pony Club	1	0	0.0%
4H Club competitions	1	0	0.0%
Other	1	0	0.0%
TOTALS	1		100.0%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	1	1	1
average # of show days per active competitor in 2009			1.0

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	1	0	0.0%
Expect less show days	1	0	0.0%
Expect same # of show days	1	1	100.0%
Non respondents	0		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	1	1	100.0%	\$ 50
# of children competing				1
average annual cost per competitor				\$ 50

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
average annual cost per competitor				\$ -

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
average annual cost per competitor				\$ -

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
total # of children using coaching services				0
average annual cost per competitor				

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
average annual cost per competitor				\$ -

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	6	2	33.3%	2
			average # of stallions per owner	1.0
			# of registered stallions	1

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	2	0	0.0%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	6	2	33.3%	6
			# of stallions servicing mares	2
			average # of mares serviced per stallion	3.0
			annual revenue generated by stallion services	\$ 1,500

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	2	1	50.0%	4

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	6	6	100.0%	17
			average # of mares per owner	2.8
			# of registered mares	15
			% of registered mares	88.2%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	6	3	50.0%	5
			average # mares bred per owner	1.7
			annual cost for outside stud services	\$ 1,000
			average cost for stud services per mare	\$ 200

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	6	0	0.0%	0
Less mares bred in 2010	6	3	50.0%	4
Same # of mares bred in 2010	6	3	50.0%	
Non-respondents	0			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	6	1	16.7%	1
Less mares bred than 2010	6	0	0.0%	0
Same # of mares bred than 2010	6	5	83.3%	
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	6	1	16.7%	\$ -
			# of horses	3
			average annual expenditure per horse	\$ -

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	13	10	76.9%	33
Thoroughbred	13	0	0.0%	0
Standardbred	13	10	76.9%	33
Quarter Horse	13	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	13	2	15.4%	4
Less horses racing in 2010	13	3	23.1%	6
Same # of horses racing in 2010	13	7	53.8%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	13	0	0.0%	0
Less horses racing in 2011	13	4	30.8%	8
Same # of horses racing in 2011	13	8	61.5%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	13	11	84.6%	345
# of race days in province				254
# of race days out of province				58
# of race days out of country				30

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	13	4	30.8%	22
Train other peoples' horses	4	4	100.0%	3
Horses with a trainer	9	7	77.8%	18
annual expenditure for horse training services				\$ 90,000
average expenditure for horse training services per horse				\$ 5,000

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	13	11	84.6%	\$ 2,893
average expenditure for licence / association fees per participant				\$ 263

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	13	11	84.6%	\$ 20,100
average expenditure for nomination / sustaining fees per participant				\$ 1,827

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	13	11	84.6%	\$ 11,650
average expenditure for starter fees per participant				\$ 1,059

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	13	11	84.6%	\$ 17,650
average expenditure on travel for racing per participant				\$ 1,605

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	75	0	0.0%
Nova Scotia	75	75	100.0%
Prince Edward Island	75	0	0.0%
New Brunswick	75	0	0.0%
Quebec	75	0	0.0%
Ontario	75	0	0.0%
Manitoba	75	0	0.0%
Saskatchewan	75	0	0.0%
Alberta	75	0	0.0%
British Columbia	75	0	0.0%
Yukon / Northwest Territories	75	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	75	48	64.0%
Male	75	27	36.0%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	73	0	0.0%	
20 to 29	73	5	6.8%	
30 to 39	73	6	8.2%	
40 to 49	73	10	13.7%	
50 to 59	73	27	37.0%	Median
60 to 69	73	16	21.9%	
Over 70	73	9	12.3%	
Unknown Age	2			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	61	8	13.1%	
\$40,000 to \$60,000 per year	61	16	26.2%	
\$60,000 to \$80,000 per year	61	9	14.8%	Median
\$80,000 to \$100,000 per year	61	9	14.8%	
Over \$100,000 per year	61	19	31.1%	
Non-respondents	14			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	75	8	10.7%
Majority of household income	75	4	5.3%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	71	46	64.8%
No	71	25	35.2%
Non-respondents	4		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	75	72	96.0%	168
				adults per household who ride 104
				average # of adults per household who ride 1.4

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	75	14	18.7%	20
				children per household who ride 7
				average # of children per household who ride 0.5

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	75	60	80.0%	
Dogs	60	51	85.0%	116
Cats	60	45	75.0%	118
Other Pets	60	5	8.3%	11
				average # of dogs per household 2.3
				average # of cats per household 2.6
				average # of other pets per household 2.2

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	75	72	96.0%	439
Non-owners, expect to own in 5 years	3	0	0.0%	
				average # of horses owned 6.1

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	75	9	12.0%	73
				average equivalent horses owned 8.1

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	72	53	73.6%	156
				average # of horses owned 2.9

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	72	19	26.4%	283
				average # of horses owned 14.9

Use the Internet	Max. Sample	Responses	% of Sample
Yes	75	65	86.7%
Non-users who expect to use next year	7	3	42.9%
Have e-mail	65	60	92.3%
Have high speed internet service	65	55	84.6%
Purchase horse products over internet	65	35	53.8%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	72	58	80.6%	4834
% of acreage used for horses				26.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	58	28	48.3%	263
No	58	29	50.0%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	75	10	13.3%
Less than five years	75	4	5.3%
Five to 10 years	75	3	4.0%
More than 10 years	75	54	72.0%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	75	3	4.0%
Less than five years	75	5	6.7%
Five to 10 years	75	6	8.0%
More than 10 years	75	60	80.0%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	72	19	26.4%	34
Less	72	12	16.7%	38
The same #	72	40	55.6%	269
Non-respondents	1			
net increase / decrease in herd size			-0.9%	-4

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	66	22	33.3%	72
Less	66	23	34.8%	124
The same #	66	21	31.8%	148
Non-respondents	6			
net increase / decrease in herd size			-11.8%	-52

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	72	9	12.5%
Less	72	32	44.4%
The same #	72	30	41.7%
Don't know	72	1	1.4%
Non-owners who expect to own	3	0	0.0%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	72	8	11.1%
Less	72	22	30.6%
The same #	72	41	56.9%
Don't know	72	1	1.4%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	58	41	70.7%	\$ 10,270,400
average investment in property improvements per property owner				\$ 250,498

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	72	50	69.4%	\$ 821,173
# of horses owned				375
average capital invested in tack per horse				\$ 2,190
average capital invested in tack per horse owner				\$ 16,423

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	72	49	68.1%	\$ 1,199,876
# of horses owned				361
average capital investment in horse-related equipment per horse				\$ 3,324
average capital invested in horse-related equipment per horse owner				\$ 24,487

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	75	72	96.0%	181
Pay fees to	75	70	93.3%	180
How much per year	75	67	89.3%	\$ 33,037
average # of clubs / associations pay fees to				2.6

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	439	0	0.0%	
Nova Scotia	439	439	100.0%	6.3
Prince Edward Island	439	0	0.0%	
New Brunswick	439	0	0.0%	
Quebec	439	0	0.0%	
Ontario	439	0	0.0%	
Manitoba	439	0	0.0%	
Saskatchewan	439	0	0.0%	
Alberta	439	0	0.0%	
British Columbia	439	0	0.0%	
Yukon / Northwest Territories	439	0	0.0%	

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	72	\$ 1,399,100	195
Estimated current market value	72	\$ 2,530,300	259
average capital investment per horse		\$	7,175
average estimated market value per horse		\$	9,769

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	72	7	9.7%	8

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	72	34	47.2%	80

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	72	7	9.7%	17

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	72	21	29.2%	102

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	21	6	28.6%	48
Competition / sport market	21	6	28.6%	18
Breeding stock market	21	1	4.8%	9
Pleasure riding market	21	7	33.3%	19
Work horse market	21	1	4.8%	1
Meat market	21	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	439	56	12.8%
Mature horses	439	380	86.6%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	380	102	26.8%
Competition	380	92	24.2%
Recreational riding / driving	380	96	25.3%
Breeding	380	25	6.6%
Riding lessons	380	22	5.8%
Trail rides / tourist activities	380	6	1.6%
Work	380	16	4.2%
Companionship or full retirement	380	12	3.2%
PMU production	380	0	0.0%
Meat production	380	0	0.0%
Other use	380	3	0.8%
Horses for multiple uses	380	6	1.6%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	56	7	12.5%
Western sport competition	56	1	1.8%
Racing	56	21	37.5%
Breed sport competition	56	1	1.8%
Pleasure riding	56	15	26.8%
Breeding stock	56	0	0.0%
Ranch work / farm work	56	0	0.0%
Meat production	56	0	0.0%
Other use	56	11	19.6%
Horses for multiple uses	56	0	0.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	72	63	87.5%	\$ 132,366
		# of horses		337
		average expenditure per horse		\$ 393
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	72	42	58.3%	\$ 112,125
		# of horses		218
		average expenditure per horse		\$ 514
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	72	50	69.4%	\$ 31,165
		# of horses		222
		average expenditure per horse		\$ 140
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	72	51	70.8%	\$ 78,770
		# of horses		341
		average expenditure per horse		\$ 231
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	72	66	91.7%	\$ 42,455
		# of horses		311
		average expenditure per horse		\$ 137
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	72	58	80.6%	\$ 124,700
		# of horses		270
		average expenditure per horse		\$ 462
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	72	45	62.5%	\$ 119,775
		# of horses		148
		average expenditure per horse		\$ 809
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	72	61	84.7%	\$ 86,946
		# of horses		305
		average expenditure per horse		\$ 285

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	72	13	18.1%	\$ 4,790
		# of horses		25
		average expenditure per horse		\$ 192
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	72	12	16.7%	\$ 2,950
		# of horses		64
		average expenditure per horse		\$ 46
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	58	43	74.1%	\$ 246,750
		average expenditure per property owner		\$ 5,738
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	72	50	69.4%	\$ 41,115
		average expenditure per horse owner		\$ 822
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	72	19	26.4%	\$ 12,835
		average expenditure per horse owner		\$ 676
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	72	24	33.3%	\$ 142,140
		# of horses boarded		40
		average expenditure per horse		\$ 3,554
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	40	19	47.5%	\$ 105,300
		# of horses in training		30
		average expenditure per horse		\$ 3,510
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	75	19	25.3%	\$ 27,885
		average cost per participant		\$ 1,468
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	75	46	61.3%	\$ 44,240
		average cost per participant		\$ 962

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	75	21	28.0%
Farrier visits	75	36	48.0%
Vet visits	75	48	64.0%
Immunizations	75	46	61.3%
De-worming schedules	75	47	62.7%
Breeding	75	22	29.3%
Competition	75	21	28.0%
Drug testing	75	7	9.3%
Horse ownership	75	33	44.0%
Medication treatment	75	42	56.0%
Other	75	1	1.3%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	75	13	17.3%
Leave less than 10 times	75	30	40.0%
Leave between 10 and 20 times	75	7	9.3%
Leave more than 20 times	75	21	28.0%
Never leave the province	58	27	46.6%
Leave the province less than 10 times	58	24	41.4%
Leave the province more than 10 times	58	6	10.3%
Never leave the country	30	22	73.3%
Leave the country less than 10 times	30	7	23.3%
Leave the country more than 10 times	30	1	3.3%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	75	20	26.7%	129
average # of other peoples' horses cared for				6.5

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	75	24	32.0%
Cattle	24	12	50.0%
Poultry	24	9	37.5%
Donkeys	24	3	12.5%
Other	24	13	54.2%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	72	65	90.3%	370
Registered with more than one registry	65	15	23.1%	38
Have registration papers	65	58	89.2%	355
Have papers from Canadian registry	65	45	69.2%	238
Not registered, but could be	72	10	13.9%	17
Expected # of horses to be registered	10	3	30.0%	5

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	72	19	26.4%	58
Micro-chipped	72	7	9.7%	21
Tattoo'd	72	20	27.8%	77
Branded	72	15	20.8%	33

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	75	12	16.0%
Coach, instructor or trainer	75	13	17.3%
Farm, stable or ranch manager	75	27	36.0%
Breeder	75	20	26.7%
Industry professional	75	3	4.0%
Pleasure rider	75	46	61.3%
Competitor	75	35	46.7%
Show organizer, judge, official	75	15	20.0%
Owner	75	61	81.3%
Product sales	75	4	5.3%
TOTALS	75	236	314.6%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	70	8	11.4%
Coach, instructor or trainer	70	6	8.6%
Farm, stable or ranch manager	70	2	2.9%
Breeder	70	4	5.7%
Industry professional	70	0	0.0%
Pleasure rider	70	10	14.3%
Competitor	70	17	24.3%
Show organizer, judge, official	70	2	2.9%
Owner	70	20	28.6%
Product sales	70	1	1.4%
Non-respondents	5		
TOTALS	75	70	100.1%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	75	15	20.0%	82
annual revenue generated from horse boarding				\$ 85,600
average annual revenue per boarding facility				\$ 7,133

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	72	21	29.2%	70
			# of people riding	184
			average # of riders per year per horse in use	2.6

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	19	8	42.1%
Less	19	4	21.1%
The same #	19	7	36.8%
Non-respondents	2		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	75	10	13.3%	\$ 67,000
			# of riders coached	144
			# of adult riders	61
			# of youth riders	83
			average # of students per coach	14.4
			average revenue per coach	\$ 8,375

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	75	15	20.0%	\$ 16,600
			average annual revenue per trainer	\$ 1,277

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	75	68	90.7%	2165
Annual paid salary	68	7	10.3%	\$ 125,660
# of paid hours per week	68	7	10.3%	264
# of unpaid hours per week	61	54	88.5%	1901
			average # of paid hours per week	37.7
			average weekly salary	\$ 345
			average hourly pay	\$ 9.15

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	33	0	0.0%
Halter / line classes	33	1	3.0%
Breed-specific competitions	33	1	3.0%
Dressage	33	3	9.1%
Hunter / Jumper	33	16	48.5%
Eventing	33	2	6.1%
Driving	33	4	12.1%
Endurance riding	33	0	0.0%
Reining	33	3	9.1%
Competitive trail riding	33	1	3.0%
Saddleseat	33	0	0.0%
Polo	33	0	0.0%
Barrel racing / pole bending	33	2	6.1%
Chuck wagon racing	33	0	0.0%
Cutting	33	0	0.0%
Rodeo	33	0	0.0%
Roping	33	0	0.0%
Team cattle penning	33	1	3.0%
Western pleasure	33	8	24.2%
Gymkhana	33	0	0.0%
Pony Club	33	0	0.0%
4H Club competitions	33	0	0.0%
Other	33	7	21.2%
TOTALS			127.2%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	33	23	151	6.6
# of show days	33	24	333	13.9
# of show days in province	33	24	236	9.8
# of show days in other provinces	33	10	96	9.6
# of show days outside Canada	33	0	0	
average # of show days per active competitor in 2009				13.9

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	33	13	39.4%
Expect less show days	33	6	18.2%
Expect same # of show days	33	14	42.4%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	33	18	54.5%	\$ 63,120
average annual cost per competitor				\$ 3,507

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	33	22	66.7%	\$ 62,073
# of competitions				149
# of show days				323
average annual cost per competitor				\$ 2,822

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	33	9	27.3%	\$ 16,765
average annual cost per competitor				\$ 1,863

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	33	16	48.5%	\$ 6,150
average annual cost per competitor				\$ 384

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	33	13	39.4%	\$ 102,300
average annual cost per competitor				\$ 7,869

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	3	0	0.0%
Halter / line classes	3	0	0.0%
Breed-specific competitions	3	1	33.3%
Dressage	3	0	0.0%
Hunter / Jumper	3	1	33.3%
Eventing	3	0	0.0%
Driving	3	0	0.0%
Endurance riding	3	0	0.0%
Reining	3	0	0.0%
Competitive trail riding	3	0	0.0%
Saddleseat	3	1	33.3%
Polo	3	0	0.0%
Barrel racing / pole bending	3	0	0.0%
Chuck wagon racing	3	0	0.0%
Cutting	3	0	0.0%
Rodeo	3	1	33.3%
Roping	3	0	0.0%
Team cattle penning	3	0	0.0%
Western pleasure	3	0	0.0%
Gymkhana	3	0	0.0%
Pony Club	3	0	0.0%
4H Club competitions	3	0	0.0%
Other	3	0	0.0%
TOTALS	3		133.2%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	3	3	19
average # of show days per active competitor in 2009			6.3

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	3	0	0.0%
Expect less show days	3	0	0.0%
Expect same # of show days	3	3	100.0%
Non respondents	0		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	7	3	42.9%	\$ 4,500
# of children competing				3
average annual cost per competitor				\$ 1,500

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	7	2	28.6%	\$ 190
average annual cost per competitor				\$ 63

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	7	2	28.6%	\$ 250
average annual cost per competitor				\$ 83

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	7	2	28.6%	\$ 1,500
total # of children using coaching services				2
average annual cost per competitor				\$ 750

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	7	4	57.1%	\$ 1,400
average annual cost per competitor				\$ 467

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	7	5	71.4%	11
			average # of stallions per owner	2.2
			# of registered stallions	11

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	5	1	20.0%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	7	3	42.9%	14
			# of stallions servicing mares	6
			average # of mares serviced per stallion	2.3
			annual revenue generated by stallion services	\$ 2,900

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	3	2	66.7%	5

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	7	7	100.0%	38
			average # of mares per owner	5.4
			# of registered mares	38
			% of registered mares	100.0%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	7	4	57.1%	14
			average # mares bred per owner	3.5
			annual cost for outside stud services	\$ 3,000
			average cost for stud services per mare	\$ 214

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	7	2	28.6%	1
Less mares bred in 2010	7	1	14.3%	7
Same # of mares bred in 2010	7	4	57.1%	
Non-respondents	0			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	7	1	14.3%	1
Less mares bred than 2010	7	1	14.3%	7
Same # of mares bred than 2010	7	5	71.4%	
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	7	4	57.1%	\$ -
			# of horses	6
			average annual expenditure per horse	\$ -

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	12	12	100.0%	47
Thoroughbred	12	0	0.0%	0
Standardbred	12	12	100.0%	47
Quarter Horse	12	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	12	1	8.3%	2
Less horses racing in 2010	12	2	16.7%	2
Same # of horses racing in 2010	12	9	75.0%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	12	2	16.7%	3
Less horses racing in 2011	12	3	25.0%	6
Same # of horses racing in 2011	12	7	58.3%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	12	12	100.0%	584
# of race days in province				384
# of race days out of province				195
# of race days out of country				6

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	12	7	58.3%	14
Train other peoples' horses	7	5	71.4%	1
Horses with a trainer	5	3	60.0%	74
annual expenditure for horse training services				\$ 9,000
average expenditure for horse training services per horse				\$ 122

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	12	12	100.0%	\$ 6,970
average expenditure for licence / association fees per participant				\$ 581

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	12	12	100.0%	\$ 16,300
average expenditure for nomination / sustaining fees per participant				\$ 1,358

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	12	11	91.7%	\$ 15,795
average expenditure for starter fees per participant				\$ 1,436

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	12	11	91.7%	\$ 15,450
average expenditure on travel for racing per participant				\$ 1,405

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	23	23	100.0%
Nova Scotia	23	0	0.0%
Prince Edward Island	23	0	0.0%
New Brunswick	23	0	0.0%
Quebec	23	0	0.0%
Ontario	23	0	0.0%
Manitoba	23	0	0.0%
Saskatchewan	23	0	0.0%
Alberta	23	0	0.0%
British Columbia	23	0	0.0%
Yukon / Northwest Territories	23	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	23	15	65.2%
Male	23	8	34.8%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	21	0	0.0%	
20 to 29	21	6	28.6%	
30 to 39	21	3	14.3%	
40 to 49	21	5	23.8%	Median
50 to 59	21	4	19.0%	
60 to 69	21	3	14.3%	
Over 70	21	0	0.0%	
Unknown Age	2			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	16	3	18.8%	
\$40,000 to \$60,000 per year	16	3	18.8%	
\$60,000 to \$80,000 per year	16	1	6.3%	
\$80,000 to \$100,000 per year	16	6	37.5%	Median
Over \$100,000 per year	16	3	18.8%	
Non-respondents	7			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	23	3	13.0%
Majority of household income	23	0	0.0%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	22	20	90.9%
No	22	2	9.1%
Non-respondents	1		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	23	22	95.7%	51
				adults per household who ride 22
				average # of adults per household who ride 1.0

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	23	6	26.1%	9
				children per household who ride 4
				average # of children per household who ride 0.7

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	23	20	87.0%	
Dogs	20	14	70.0%	33
Cats	20	12	60.0%	53
Other Pets	20	2	10.0%	15
				average # of dogs per household 2.4
				average # of cats per household 4.4
				average # of other pets per household 7.5

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	23	19	82.6%	43
Non-owners, expect to own in 5 years	4	1	25.0%	
				average # of horses owned 2.3

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	23	2	8.7%	4
				average equivalent horses owned 2.0

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	19	18	94.7%	37
				average # of horses owned 2.1

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	19	1	5.3%	6
				average # of horses owned 6.0

Use the Internet	Max. Sample	Responses	% of Sample
Yes	23	23	100.0%
Non-users who expect to use next year	0	0	
Have e-mail	23	23	100.0%
Have high speed internet service	23	23	100.0%
Purchase horse products over internet	23	16	69.6%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	19	8	42.1%	91
% of acreage used for horses				26.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	8	1	12.5%	4
No	8	7	87.5%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	23	4	17.4%
Less than five years	23	1	4.3%
Five to 10 years	23	6	26.1%
More than 10 years	23	11	47.8%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	23	4	17.4%
Less than five years	23	3	13.0%
Five to 10 years	23	5	21.7%
More than 10 years	23	11	47.8%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	19	8	42.1%	14
Less	19	3	15.8%	9
The same #	19	8	42.1%	15
Non-respondents	0			
net increase / decrease in herd size				11.6%

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	16	6	37.5%	12
Less	16	4	25.0%	17
The same #	16	6	37.5%	8
Non-respondents	3			
net increase / decrease in herd size				-11.6%

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	19	5	26.3%
Less	19	3	15.8%
The same #	19	11	57.9%
Don't know	19	0	0.0%
Non-owners who expect to own	4	1	25.0%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	19	2	10.5%
Less	19	1	5.3%
The same #	19	16	84.2%
Don't know	19	0	0.0%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	8	6	75.0%	\$ 1,521,000
average investment in property improvements per property owner				\$ 253,500

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	19	17	89.5%	\$ 87,099
# of horses owned				43
average capital invested in tack per horse				\$ 2,026
average capital invested in tack per horse owner				\$ 5,123

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	19	8	42.1%	\$ 75,200
# of horses owned				17
average capital investment in horse-related equipment per horse				\$ 4,424
average capital invested in horse-related equipment per horse owner				\$ 9,400

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	23	22	95.7%	39
Pay fees to	23	19	82.6%	34
How much per year	23	18	78.3%	\$ 2,312
average # of clubs / associations pay fees to				1.8

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	43	43	100.0%	2.4
Nova Scotia	43	0	0.0%	
Prince Edward Island	43	0	0.0%	
New Brunswick	43	0	0.0%	
Quebec	43	0	0.0%	
Ontario	43	0	0.0%	
Manitoba	43	0	0.0%	
Saskatchewan	43	0	0.0%	
Alberta	43	0	0.0%	
British Columbia	43	0	0.0%	
Yukon / Northwest Territories	43	0	0.0%	

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	19	\$ 137,620	35
Estimated current market value	19	\$ 151,500	38
average capital investment per horse		\$ 3,932	
average estimated market value per horse		\$ 3,987	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	19	1	5.3%	1

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	19	11	57.9%	14

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	19	1	5.3%	1

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	19	2	10.5%	3

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	2	0	0.0%	0
Competition / sport market	2	0	0.0%	0
Breeding stock market	2	0	0.0%	0
Pleasure riding market	2	2	100.0%	4
Work horse market	2	0	0.0%	0
Meat market	2	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	43	3	7.0%
Mature horses	43	40	93.0%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	40	5	12.5%
Competition	40	10	25.0%
Recreational riding / driving	40	16	40.0%
Breeding	40	4	10.0%
Riding lessons	40	3	7.5%
Trail rides / tourist activities	40	0	0.0%
Work	40	0	0.0%
Companionship or full retirement	40	2	5.0%
PMU production	40	0	0.0%
Meat production	40	0	0.0%
Other use	40	0	0.0%
Horses for multiple uses	40	0	0.0%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	3	0	0.0%
Western sport competition	3	1	33.3%
Racing	3	0	0.0%
Breed sport competition	3	0	0.0%
Pleasure riding	3	2	66.7%
Breeding stock	3	0	0.0%
Ranch work / farm work	3	0	0.0%
Meat production	3	0	0.0%
Other use	3	0	0.0%
Horses for multiple uses	3	0	0.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	19	15	78.9%	\$ 18,305
			# of horses	38
			average expenditure per horse	\$ 482
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	19	13	68.4%	\$ 42,700
			# of horses	39
			average expenditure per horse	\$ 1,095
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	19	12	63.2%	\$ 7,550
			# of horses	22
			average expenditure per horse	\$ 343
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	19	4	21.1%	\$ 3,300
			# of horses	14
			average expenditure per horse	\$ 236
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	19	19	100.0%	\$ 9,650
			# of horses	45
			average expenditure per horse	\$ 214
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	19	17	89.5%	\$ 8,345
			# of horses	36
			average expenditure per horse	\$ 232
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	19	8	42.1%	\$ 5,550
			# of horses	12
			average expenditure per horse	\$ 463
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	19	13	68.4%	\$ 12,580
			# of horses	28
			average expenditure per horse	\$ 449

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	19	3	15.8%	\$ 800
			# of horses	4
			average expenditure per horse	\$ 200
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	19	4	21.1%	\$ 260
			# of horses	7
			average expenditure per horse	\$ 37
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	8	6	75.0%	\$ 63,500
			average expenditure per property owner	\$ 10,583
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	19	17	89.5%	\$ 12,670
			average expenditure per horse owner	\$ 745
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	19	4	21.1%	\$ 2,900
			average expenditure per horse owner	\$ 725
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	19	14	73.7%	\$ 49,500
			# of horses boarded	26
			average expenditure per horse	\$ 1,904
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	11	0	0.0%	\$ -
			# of horses in training	0
			average expenditure per horse	
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	23	8	34.8%	\$ 5,750
			average cost per participant	\$ 719
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	23	6	26.1%	\$ 4,520
			average cost per participant	\$ 753

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	23	1	4.3%
Farrier visits	23	6	26.1%
Vet visits	23	12	52.2%
Immunizations	23	11	47.8%
De-worming schedules	23	11	47.8%
Breeding	23	3	13.0%
Competition	23	5	21.7%
Drug testing	23	5	21.7%
Horse ownership	23	6	26.1%
Medication treatment	23	10	43.5%
Other	23	0	0.0%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	23	5	21.7%
Leave less than 10 times	23	11	47.8%
Leave between 10 and 20 times	23	3	13.0%
Leave more than 20 times	23	1	4.3%
Never leave the province	15	9	60.0%
Leave the province less than 10 times	15	6	40.0%
Leave the province more than 10 times	15	0	0.0%
Never leave the country	6	6	100.0%
Leave the country less than 10 times	6	0	0.0%
Leave the country more than 10 times	6	0	0.0%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	23	7	30.4%	99
average # of other peoples' horses cared for				14.1

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	23	3	13.0%
Cattle	3	1	33.3%
Poultry	3	1	33.3%
Donkeys	3	0	0.0%
Other	3	1	33.3%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Registered with more than one registry	19	13	68.4%	27
Have registration papers	13	1	7.7%	1
Have papers from Canadian registry	13	12	92.3%	25
Not registered, but could be	13	8	61.5%	17
Expected # of horses to be registered	19	3	15.8%	3
	3	3	100.0%	3

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	19	2	10.5%	3
Micro-chipped	19	3	15.8%	4
Tattoo'd	19	5	26.3%	9
Branded	19	0	0.0%	0

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	23	5	21.7%
Coach, instructor or trainer	23	2	8.7%
Farm, stable or ranch manager	23	3	13.0%
Breeder	23	1	4.3%
Industry professional	23	1	4.3%
Pleasure rider	23	17	73.9%
Competitor	23	8	34.8%
Show organizer, judge, official	23	4	17.4%
Owner	23	19	82.6%
Product sales	23	2	8.7%
TOTALS	23	62	269.4%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	23	5	21.7%
Coach, instructor or trainer	23	0	0.0%
Farm, stable or ranch manager	23	0	0.0%
Breeder	23	0	0.0%
Industry professional	23	1	4.3%
Pleasure rider	23	8	34.8%
Competitor	23	1	4.3%
Show organizer, judge, official	23	1	4.3%
Owner	23	7	30.4%
Product sales	23	0	0.0%
Non-respondents	0		
TOTALS	23	23	99.8%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	23	2	8.7%	5
annual revenue generated from horse boarding				\$ 13,000
average annual revenue per boarding facility				\$ 6,500

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	19	3	15.8%	7
				# of people riding
				20
				average # of riders per year per horse in use
				2.9

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	3	1	33.3%
Less	3	1	33.3%
The same #	3	1	33.3%
Non-respondents	0		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	23	4	17.4%	\$ 19,200
				# of riders coached
				29
				# of adult riders
				5
				# of youth riders
				24
				average # of students per coach
				7.3
				average revenue per coach
				\$ 9,600

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	23	4	17.4%	\$ 3,500
				average annual revenue per trainer
				\$ 1,750

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	23	20	87.0%	490
				Annual paid salary
				\$ -
				# of paid hours per week
				0
				# of unpaid hours per week
				490
				average # of paid hours per week
				average weekly salary
				average hourly pay

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	7	0	0.0%
Halter / line classes	7	1	14.3%
Breed-specific competitions	7	1	14.3%
Dressage	7	0	0.0%
Hunter / Jumper	7	4	57.1%
Eventing	7	0	0.0%
Driving	7	2	28.6%
Endurance riding	7	0	0.0%
Reining	7	0	0.0%
Competitive trail riding	7	1	14.3%
Saddleseat	7	0	0.0%
Polo	7	0	0.0%
Barrel racing / pole bending	7	2	28.6%
Chuck wagon racing	7	0	0.0%
Cutting	7	0	0.0%
Rodeo	7	0	0.0%
Roping	7	0	0.0%
Team cattle penning	7	0	0.0%
Western pleasure	7	7	100.0%
Gymkhana	7	0	0.0%
Pony Club	7	0	0.0%
4H Club competitions	7	0	0.0%
Other	7	0	0.0%
TOTALS			257.2%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	7	7	23	3.3
# of show days	7	7	38	5.4
# of show days in province	7	6	27	4.5
# of show days in other provinces	7	2	15	7.5
# of show days outside Canada	7	0	0	
average # of show days per active competitor in 2009				5.4

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	7	1	14.3%
Expect less show days	7	1	14.3%
Expect same # of show days	7	5	71.4%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	7	6	85.7%	\$ 9,320
average annual cost per competitor				\$ 1,553

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	7	7	100.0%	\$ 6,355
# of competitions				23
# of show days				38
average annual cost per competitor				\$ 908

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	7	3	42.9%	\$ 1,550
average annual cost per competitor				\$ 517

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	7	5	71.4%	\$ 820
average annual cost per competitor				\$ 164

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	7	0	0.0%	\$ -
average annual cost per competitor				

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	1	0	0.0%
Halter / line classes	1	0	0.0%
Breed-specific competitions	1	0	0.0%
Dressage	1	1	100.0%
Hunter / Jumper	1	0	0.0%
Eventing	1	0	0.0%
Driving	1	0	0.0%
Endurance riding	1	0	0.0%
Reining	1	0	0.0%
Competitive trail riding	1	0	0.0%
Saddleseat	1	0	0.0%
Polo	1	0	0.0%
Barrel racing / pole bending	1	0	0.0%
Chuck wagon racing	1	0	0.0%
Cutting	1	0	0.0%
Rodeo	1	0	0.0%
Roping	1	0	0.0%
Team cattle penning	1	0	0.0%
Western pleasure	1	0	0.0%
Gymkhana	1	0	0.0%
Pony Club	1	0	0.0%
4H Club competitions	1	0	0.0%
Other	1	0	0.0%
TOTALS	1		100.0%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	1	1	1
average # of show days per active competitor in 2009			1.0

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	1	1	100.0%
Expect less show days	1	0	0.0%
Expect same # of show days	1	0	0.0%
Non respondents	0		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	4	1	25.0%	\$ 150
# of children competing				1
average annual cost per competitor				\$ 150

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	4	0	0.0%	\$ -
average annual cost per competitor				\$ -

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	4	0	0.0%	\$ -
average annual cost per competitor				\$ -

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	4	1	25.0%	\$ 2,000
total # of children using coaching services				1
average annual cost per competitor				\$ 2,000

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	4	1	25.0%	\$ 20
average annual cost per competitor				\$ 20

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # of stallions per owner			
	# of registered stallions			0
Collect for Artificial Insemination	Max. Sample	Responses	% of Sample	
Yes	0	0		
# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # of mares serviced per stallion			0
	annual revenue generated by stallion services			\$ -
# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	0	0		0

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # of mares per owner			
	# of registered mares			0
	% of registered mares			

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # mares bred per owner			
	annual cost for outside stud services			\$ -
	average cost for stud services per mare			

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	0	0		0
Less mares bred in 2010	0	0		0
Same # of mares bred in 2010	0	0		
Non-respondents	0			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	0	0		0
Less mares bred than 2010	0	0		0
Same # of mares bred than 2010	0	0		
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	0	0		\$ -
	average annual expenditure per horse			0

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	5	4	80.0%	21
Thoroughbred	5	0	0.0%	0
Standardbred	5	4	80.0%	21
Quarter Horse	5	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	5	1	20.0%	2
Less horses racing in 2010	5	0	0.0%	0
Same # of horses racing in 2010	5	4	80.0%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	5	2	40.0%	19
Less horses racing in 2011	5	0	0.0%	0
Same # of horses racing in 2011	5	3	60.0%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	5	5	100.0%	475
# of race days in province				475
# of race days out of province				0
# of race days out of country				0

Horse Training for Racing*	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	5	1	20.0%	4
Train other peoples' horses	1	1	100.0%	0
Horses with a trainer	4	3	75.0%	17
annual expenditure for horse training services				\$ 83,000
average expenditure for horse training services per horse				\$ 4,882

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	5	5	100.0%	\$ 2,375
average expenditure for licence / association fees per participant				\$ 475

Annual Expenditure on Nomination and Sustaining Fees*	Max. Sample	Responses	% of Sample	How Much
	5	5	100.0%	\$ 9,110
average expenditure for nomination / sustaining fees per participant				\$ 1,822

Annual Expenditure on Starter Fees*	Max. Sample	Responses	% of Sample	How Much
	5	5	100.0%	\$ 5,300
average expenditure for starter fees per participant				\$ 1,060

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	5	5	100.0%	\$ 480
average expenditure on travel for racing per participant				\$ 96

* Corrected May 11, 2011

* Corrected May 11, 2011

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	9	0	0.0%
Nova Scotia	9	0	0.0%
Prince Edward Island	9	0	0.0%
New Brunswick	9	0	0.0%
Quebec	9	0	0.0%
Ontario	9	0	0.0%
Manitoba	9	0	0.0%
Saskatchewan	9	0	0.0%
Alberta	9	0	0.0%
British Columbia	9	0	0.0%
Yukon / Northwest Territories	9	9	100.0%

Gender	Max. Sample	Responses	% of Sample
Female	9	8	88.9%
Male	9	1	11.1%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	9	0	0.0%	
20 to 29	9	0	0.0%	
30 to 39	9	1	11.1%	
40 to 49	9	0	0.0%	
50 to 59	9	4	44.4%	Median
60 to 69	9	3	33.3%	
Over 70	9	1	11.1%	
Unknown Age	0			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	9	1	11.1%	
\$40,000 to \$60,000 per year	9	1	11.1%	
\$60,000 to \$80,000 per year	9	2	22.2%	
\$80,000 to \$100,000 per year	9	0	0.0%	
Over \$100,000 per year	9	5	55.6%	Median
Non-respondents	0			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	9	1	11.1%
Majority of household income	9	0	0.0%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	9	9	100.0%
No	9	0	0.0%
Non-respondents	0		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	9	9	100.0%	18
				adults per household who ride 11
				average # of adults per household who ride 1.2

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	9	1	11.1%	1
				children per household who ride 1
				average # of children per household who ride 1.0

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	9	9	100.0%	
Dogs	9	9	100.0%	15
Cats	9	4	44.4%	9
Other Pets	9	0	0.0%	0
				average # of dogs per household 1.7
				average # of cats per household 2.3
				average # of other pets per household

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	9	9	100.0%	40
Non-owners, expect to own in 5 years	0	0		
				average # of horses owned 4.4

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	9	0	0.0%	0
				average equivalent horses owned

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	9	5	55.6%	11
				average # of horses owned 2.2

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	9	4	44.4%	29
				average # of horses owned 7.3

Use the Internet	Max. Sample	Responses	% of Sample
Yes	9	9	100.0%
Non-users who expect to use next year	0	0	
Have e-mail	9	8	88.9%
Have high speed internet service	9	7	77.8%
Purchase horse products over internet	9	5	55.6%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	9	7	77.8%	398
% of acreage used for horses				28.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	7	4	57.1%	23
No	7	3	42.9%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	9	0	0.0%
Less than five years	9	0	0.0%
Five to 10 years	9	0	0.0%
More than 10 years	9	9	100.0%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	9	0	0.0%
Less than five years	9	0	0.0%
Five to 10 years	9	1	11.1%
More than 10 years	9	8	88.9%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	9	1	11.1%	1
Less	9	3	33.3%	5
The same #	9	5	55.6%	14
Non-respondents	0			
net increase / decrease in herd size				-10.0%

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	9	3	33.3%	7
Less	9	3	33.3%	11
The same #	9	3	33.3%	10
Non-respondents	0			
net increase / decrease in herd size				-10.0%

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	9	1	11.1%
Less	9	3	33.3%
The same #	9	5	55.6%
Don't know	9	0	0.0%
Non-owners who expect to own	0	0	

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	9	1	11.1%
Less	9	2	22.2%
The same #	9	6	66.7%
Don't know	9	0	0.0%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	7	6	85.7%	\$ 678,000
average investment in property improvements per property owner				\$ 113,000

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	9	6	66.7%	\$ 74,500
# of horses owned				40
average capital invested in tack per horse				\$ 1,863
average capital invested in tack per horse owner				\$ 12,417

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	9	7	77.8%	\$ 86,000
# of horses owned				33
average capital investment in horse-related equipment per horse				\$ 2,606
average capital invested in horse-related equipment per horse owner				\$ 12,286

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	9	9	100.0%	16
Pay fees to	9	7	77.8%	15
How much per year	9	7	77.8%	555
average # of clubs / associations pay fees to				2.1

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	40	0	0.0%	
Nova Scotia	40	0	0.0%	
Prince Edward Island	40	0	0.0%	
New Brunswick	40	0	0.0%	
Quebec	40	0	0.0%	
Ontario	40	0	0.0%	
Manitoba	40	0	0.0%	
Saskatchewan	40	0	0.0%	
Alberta	40	0	0.0%	
British Columbia	40	0	0.0%	
Yukon / Northwest Territories	40	40	100.0%	5.9

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	9	\$ 80,400	26
Estimated current market value	9	\$ 96,700	39
average capital investment per horse		\$	3,092
average estimated market value per horse		\$	2,479

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	9	0	0.0%	0

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	9	2	22.2%	2

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	9	0	0.0%	0

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	9	1	11.1%	1

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	1	0	0.0%	0
Competition / sport market	1	0	0.0%	0
Breeding stock market	1	0	0.0%	0
Pleasure riding market	1	1	100.0%	1
Work horse market	1	0	0.0%	0
Meat market	1	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	40	4	10.0%
Mature horses	40	36	90.0%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	36	0	0.0%
Competition	36	2	5.6%
Recreational riding / driving	36	14	38.9%
Breeding	36	1	2.8%
Riding lessons	36	0	0.0%
Trail rides / tourist activities	36	0	0.0%
Work	36	7	19.4%
Companionship or full retirement	36	7	19.4%
PMU production	36	0	0.0%
Meat production	36	0	0.0%
Other use	36	5	13.9%
Horses for multiple uses	36	0	0.0%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	4	0	0.0%
Western sport competition	4	0	0.0%
Racing	4	0	0.0%
Breed sport competition	4	0	0.0%
Pleasure riding	4	3	75.0%
Breeding stock	4	0	0.0%
Ranch work / farm work	4	0	0.0%
Meat production	4	0	0.0%
Other use	4	1	25.0%
Horses for multiple uses	4	0	0.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	9	7	77.8%	\$ 9,100
			# of horses	20
			average expenditure per horse	\$ 455
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	9	7	77.8%	\$ 48,000
			# of horses	34
			average expenditure per horse	\$ 1,412
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	9	4	44.4%	\$ 2,350
			# of horses	13
			average expenditure per horse	\$ 181
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	9	3	33.3%	\$ 1,500
			# of horses	13
			average expenditure per horse	\$ 115
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	9	7	77.8%	\$ 2,470
			# of horses	32
			average expenditure per horse	\$ 77
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	9	6	66.7%	\$ 2,688
			# of horses	17
			average expenditure per horse	\$ 158
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	9	4	44.4%	\$ 13,700
			# of horses	14
			average expenditure per horse	\$ 979
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	9	5	55.6%	\$ 5,210
			# of horses	19
			average expenditure per horse	\$ 274

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	9	3	33.3%	\$ 450
			# of horses	5
			average expenditure per horse	\$ 90
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	9	7	77.8%	\$ 1,975
			# of horses	34
			average expenditure per horse	\$ 58
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	7	7	100.0%	\$ 3,800
			average expenditure per property owner	\$ 543
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	9	6	66.7%	\$ 2,750
			average expenditure per horse owner	\$ 458
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	9	2	22.2%	\$ 5,100
			average expenditure per horse owner	\$ 2,550
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	9	1	11.1%	\$ 9,600
			# of horses boarded	1
			average expenditure per horse	\$ 9,600
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	3	0	0.0%	\$ -
			# of horses in training	0
			average expenditure per horse	
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	9	0	0.0%	\$ -
			average cost per participant	
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	9	7	77.8%	\$ 3,950
			average cost per participant	\$ 564

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	9	4	44.4%
Farrier visits	9	4	44.4%
Vet visits	9	4	44.4%
Immunizations	9	5	55.6%
De-worming schedules	9	6	66.7%
Breeding	9	1	11.1%
Competition	9	1	11.1%
Drug testing	9	0	0.0%
Horse ownership	9	2	22.2%
Medication treatment	9	2	22.2%
Other	9	1	11.1%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	9	1	11.1%
Leave less than 10 times	9	5	55.6%
Leave between 10 and 20 times	9	1	11.1%
Leave more than 20 times	9	2	22.2%
Never leave the province	8	6	75.0%
Leave the province less than 10 times	8	2	25.0%
Leave the province more than 10 times	8	0	0.0%
Never leave the country	2	2	100.0%
Leave the country less than 10 times	2	0	0.0%
Leave the country more than 10 times	2	0	0.0%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	9	4	44.4%	9
average # of other peoples' horses cared for				2.3

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	9	1	11.1%
Cattle	1	1	100.0%
Poultry	1	0	0.0%
Donkeys	1	0	0.0%
Other	1	0	0.0%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	9	6	66.7%	16
Registered with more than one registry	6	0	0.0%	0
Have registration papers	6	6	100.0%	16
Have papers from Canadian registry	6	5	83.3%	11
Not registered, but could be	9	1	11.1%	1
Expected # of horses to be registered	1	0	0.0%	0

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	9	1	11.1%	2
Micro-chipped	9	1	11.1%	5
Tattoo'd	9	2	22.2%	8
Branded	9	4	44.4%	5

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	9	0	0.0%
Coach, instructor or trainer	9	2	22.2%
Farm, stable or ranch manager	9	3	33.3%
Breeder	9	1	11.1%
Industry professional	9	0	0.0%
Pleasure rider	9	8	88.9%
Competitor	9	2	22.2%
Show organizer, judge, official	9	0	0.0%
Owner	9	9	100.0%
Product sales	9	0	0.0%
TOTALS	9	25	277.7%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	9	0	0.0%
Coach, instructor or trainer	9	1	11.1%
Farm, stable or ranch manager	9	0	0.0%
Breeder	9	0	0.0%
Industry professional	9	0	0.0%
Pleasure rider	9	5	55.6%
Competitor	9	0	0.0%
Show organizer, judge, official	9	0	0.0%
Owner	9	3	33.3%
Product sales	9	0	0.0%
Non-respondents	0		
TOTALS	9	9	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	9	3	33.3%	9
annual revenue generated from horse boarding				\$ 24,250
average annual revenue per boarding facility				\$ 8,083

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	9	0	0.0%	0
				# of people riding
				0
				average # of riders per year per horse in use

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	0	0	
Less	0	0	
The same #	0	0	
Non-respondents	0		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	9	0	0.0%	\$ -
				# of riders coached
				0
				# of adult riders
				0
				# of youth riders
				0
				average # of students per coach
				average revenue per coach

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	9	1	11.1%	\$ 14,500
				average annual revenue per trainer
				\$ 14,500

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	9	8	88.9%	91
				Annual paid salary
				8
				\$ -
				# of paid hours per week
				8
				0
				# of unpaid hours per week
				8
				8
				100.0%
				91
				average # of paid hours per week
				average weekly salary
				average hourly pay

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	2	0	0.0%
Halter / line classes	2	0	0.0%
Breed-specific competitions	2	0	0.0%
Dressage	2	2	100.0%
Hunter / Jumper	2	2	100.0%
Eventing	2	0	0.0%
Driving	2	0	0.0%
Endurance riding	2	0	0.0%
Reining	2	0	0.0%
Competitive trail riding	2	0	0.0%
Saddleseat	2	0	0.0%
Polo	2	0	0.0%
Barrel racing / pole bending	2	0	0.0%
Chuck wagon racing	2	0	0.0%
Cutting	2	0	0.0%
Rodeo	2	0	0.0%
Roping	2	0	0.0%
Team cattle penning	2	0	0.0%
Western pleasure	2	0	0.0%
Gymkhana	2	0	0.0%
Pony Club	2	0	0.0%
4H Club competitions	2	0	0.0%
Other	2	0	0.0%
TOTALS			200.0%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	2	2	5	2.5
# of show days	2	2	5	2.5
# of show days in province	2	2	5	2.5
# of show days in other provinces	2	0	0	
# of show days outside Canada	2	0	0	
average # of show days per active competitor in 2009				2.5

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	2	0	0.0%
Expect less show days	2	1	50.0%
Expect same # of show days	2	1	50.0%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	2	2	100.0%	\$ 3,500
average annual cost per competitor				\$ 1,750

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	2	2	100.0%	\$ 150
# of competitions				5
# of show days				5
average annual cost per competitor				\$ 75

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	2	0	0.0%	\$ -
average annual cost per competitor				

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	2	2	100.0%	\$ 510
average annual cost per competitor				\$ 255

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	2	0	0.0%	\$ -
average annual cost per competitor				

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	0	0	
Halter / line classes	0	0	
Breed-specific competitions	0	0	
Dressage	0	0	
Hunter / Jumper	0	0	
Eventing	0	0	
Driving	0	0	
Endurance riding	0	0	
Reining	0	0	
Competitive trail riding	0	0	
Saddleseat	0	0	
Polo	0	0	
Barrel racing / pole bending	0	0	
Chuck wagon racing	0	0	
Cutting	0	0	
Rodeo	0	0	
Roping	0	0	
Team cattle penning	0	0	
Western pleasure	0	0	
Gymkhana	0	0	
Pony Club	0	0	
4H Club competitions	0	0	
Other	0	0	
TOTALS	0		

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	0	0	0
average # of show days per active competitor in 2009			

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	0	0	
Expect less show days	0	0	
Expect same # of show days	0	0	
Non respondents	0		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
# of children competing				0
average annual cost per competitor				

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
average annual cost per competitor				

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
average annual cost per competitor				

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
total # of children using coaching services				0
average annual cost per competitor				

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
average annual cost per competitor				

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	1	1	100.0%	1
			average # of stallions per owner	1.0
			# of registered stallions	1

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	1	0	0.0%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	1	1	100.0%	3
			# of stallions servicing mares	1
			average # of mares serviced per stallion	3.0
			annual revenue generated by stallion services	\$ 1,000

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	1	1	100.0%	2

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	1	1	100.0%	5
			average # of mares per owner	5.0
			# of registered mares	3
			% of registered mares	60.0%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	1	1	100.0%	1
			average # mares bred per owner	1.0
			annual cost for outside stud services	\$ -
			average cost for stud services per mare	\$ -

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	1	1	100.0%	1
Less mares bred in 2010	1	0	0.0%	0
Same # of mares bred in 2010	1	0	0.0%	
Non-respondents	0			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	1	0	0.0%	0
Less mares bred than 2010	1	0	0.0%	0
Same # of mares bred than 2010	1	1	100.0%	
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	1	0	0.0%	\$ -
			# of horses	0
			average annual expenditure per horse	

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	0	0		0
Thoroughbred	0	0		0
Standardbred	0	0		0
Quarter Horse	0	0		0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	0	0		0
Less horses racing in 2010	0	0		0
Same # of horses racing in 2010	0	0		

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	0	0		0
Less horses racing in 2011	0	0		0
Same # of horses racing in 2011	0	0		

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	0	0		0
# of race days in province				0
# of race days out of province				0
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	0	0		0
Train other peoples' horses	0	0		0
Horses with a trainer	0	0		0
annual expenditure for horse training services				\$ -
average expenditure for horse training services per horse				

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	0	0		\$ -
average expenditure for licence / association fees per participant				

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	0	0		\$ -
average expenditure for nomination / sustaining fees per participant				

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	0	0		\$ -
average expenditure for starter fees per participant				

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	0	0		\$ -
average expenditure on travel for racing per participant				

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	242	4	1.7%
Nova Scotia	242	3	1.2%
Prince Edward Island	242	4	1.7%
New Brunswick	242	4	1.7%
Quebec	242	40	16.5%
Ontario	242	73	30.2%
Manitoba	242	9	3.7%
Saskatchewan	242	23	9.5%
Alberta	242	21	8.7%
British Columbia	242	61	25.2%
Yukon / Northwest Territories	242	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	242	200	82.6%
Male	242	42	17.4%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	240	8	3.3%	
20 to 29	240	52	21.7%	
30 to 39	240	37	15.4%	
40 to 49	240	47	19.6%	Median
50 to 59	240	47	19.6%	
60 to 69	240	31	12.9%	
Over 70	240	18	7.5%	
Unknown Age	2			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	164	45	27.4%	
\$40,000 to \$60,000 per year	164	33	20.1%	
\$60,000 to \$80,000 per year	164	29	17.7%	Median
\$80,000 to \$100,000 per year	164	22	13.4%	
Over \$100,000 per year	164	35	21.3%	
Non-respondents	78			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	242	35	14.5%
Majority of household income	242	22	9.1%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	224	176	78.6%
No	224	48	21.4%
Non-respondents	18		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	242	225	93.0%	491
				adults per household who ride 236
				average # of adults per household who ride 1.0

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	242	71	29.3%	130
				children per household who ride 62
				average # of children per household who ride 0.9

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	242	166	68.6%	
Dogs	166	120	72.3%	170
Cats	166	87	52.4%	150
Other Pets	166	24	14.5%	71
				average # of dogs per household 1.4
				average # of cats per household 1.7
				average # of other pets per household 3.0

Own Horses	Max. Sample	Responses	% of Sample	How Many
Non-owners, expect to own in 5 years	242	125	51.7%	0
Lease horses	242	45	18.6%	73
				average # of horses leased 1.6

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	242	0	0.0%	0
				average equivalent horses owned

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	125	2		0
				average # of horses owned 0.0

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	125	0		0
				average # of horses owned

Use the Internet	Max. Sample	Responses	% of Sample
Yes	242	219	90.5%
Non-users who expect to use next year	14	4	28.6%
Have e-mail	219	208	95.0%
Have high speed internet service	219	190	86.8%
Purchase horse products over internet	219	71	32.4%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	125	2	1.6%	193
% of acreage used for horses				26.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	2	1	50.0%	0
No	2	0	0.0%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	242	28	11.6%
Less than five years	242	15	6.2%
Five to 10 years	242	26	10.7%
More than 10 years	242	157	64.9%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	242	242	100.0%
Less than five years	242	8	3.3%
Five to 10 years	242	3	1.2%
More than 10 years	242	7	2.9%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	125	3	2.4%	5
Less	125	5	4.0%	7
The same #	125	12	9.6%	0
Non-respondents	105			
net increase / decrease in herd size				-2

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	12	0	0.0%	0
Less	12	3	25.0%	7
The same #	12	9	75.0%	0
Non-respondents	113			
net increase / decrease in herd size				-7

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	125	5	4.0%
Less	125	0	0.0%
The same #	125	15	12.0%
Don't know	125	105	84.0%
Non-owners who expect to own	117	125	106.8%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	125	3	2.4%
Less	125	0	0.0%
The same #	125	17	13.6%
Don't know	125	105	84.0%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	2	1	50.0%	\$ 500,000
average investment in property improvements per property owner				\$ 500,000

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	45	18	40.0%	\$ 76,525
# of horses owned				0
average capital invested in tack per horse				
average capital invested in tack per horse owner				\$ 4,251

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	45	1	2.2%	\$ 500
# of horses owned				0
average capital investment in horse-related equipment per horse				
average capital invested in horse-related equipment per horse owner				\$ 500

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	242	204	84.3%	393
Pay fees to	242	174	71.9%	361
How much per year	242	154	63.6%	\$ 27,076
average # of clubs / associations pay fees to				2.1

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	0	0		
Nova Scotia	0	0		
Prince Edward Island	0	0		
New Brunswick	0	0		
Quebec	0	0		
Ontario	0	0		
Manitoba	0	0		
Saskatchewan	0	0		
Alberta	0	0		
British Columbia	0	0		
Yukon / Northwest Territories	0	0		

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	45	\$ -	0
Estimated current market value	45	\$ 72,849	0
average capital investment per horse			
average estimated market value per horse			

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	45	0	0.0%	0

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	45	1	2.2%	2

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	45	1	2.2%	1

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	45	2	4.4%	2

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	2	0	0.0%	0
Competition / sport market	2	1	50.0%	2
Breeding stock market	2	1	50.0%	1
Pleasure riding market	2	0	0.0%	0
Work horse market	2	0	0.0%	0
Meat market	2	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	73	4	5.5%
Mature horses	73	69	94.5%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	69	21	30.4%
Competition	69	29	42.0%
Recreational riding / driving	69	18	26.1%
Breeding	69	0	0.0%
Riding lessons	69	1	1.4%
Trail rides / tourist activities	69	2	2.9%
Work	69	0	0.0%
Companionship or full retirement	69	0	0.0%
PMU production	69	0	0.0%
Meat production	69	0	0.0%
Other use	69	0	0.0%
Horses for multiple uses	69	-2	-2.9%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	4	0	0.0%
Western sport competition	4	0	0.0%
Racing	4	0	0.0%
Breed sport competition	4	1	25.0%
Pleasure riding	4	1	25.0%
Breeding stock	4	0	0.0%
Ranch work / farm work	4	0	0.0%
Meat production	4	0	0.0%
Other use	4	0	0.0%
Horses for multiple uses	4	2	50.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	45	3	6.7%	\$ 720
		# of horses		1
		average expenditure per horse		\$ 720
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	45	3	6.7%	\$ 3,500
		# of horses		4
		average expenditure per horse		\$ 875
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	45	10	22.2%	\$ 3,030
		# of horses		8
		average expenditure per horse		\$ 379
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	45	2	4.4%	\$ -
		# of horses		0
		average expenditure per horse		
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	45	21	46.7%	\$ 10,315
		# of horses		22
		average expenditure per horse		\$ 469
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	45	20	44.4%	\$ 3,800
		# of horses		18
		average expenditure per horse		\$ 211
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	45	2	4.4%	\$ 2,300
		# of horses		5
		average expenditure per horse		\$ 460
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	45	21	46.7%	\$ 11,317
		# of horses		19
		average expenditure per horse		\$ 596

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	45	4	8.9%	\$ 760
		# of horses		7
		average expenditure per horse		\$ 109
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	45	1	2.2%	\$ 200
		# of horses		1
		average expenditure per horse		\$ 200
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	2	0	0.0%	\$ -
		average expenditure per property owner		
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	45	18	40.0%	\$ 7,330
		average expenditure per horse owner		\$ 407
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	45	0	0.0%	\$ -
		average expenditure per horse owner		
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	45	23	51.1%	\$ 138,900
		# of horses boarded		24
		average expenditure per horse		\$ 5,788
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	92	11	12.0%	\$ 500
		# of horses in training		17
		average expenditure per horse		\$ 29
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	242	32	13.2%	\$ 25,260
		average cost per participant		\$ 789
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	242	18	7.4%	\$ 8,300
		average cost per participant		\$ 461

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	242	17	7.0%
Farrier visits	242	18	7.4%
Vet visits	242	20	8.3%
Immunizations	242	17	7.0%
De-worming schedules	242	15	6.2%
Breeding	242	4	1.7%
Competition	242	7	2.9%
Drug testing	242	2	0.8%
Horse ownership	242	6	2.5%
Medication treatment	242	18	7.4%
Other	242	2	0.8%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	242	24	9.9%
Leave less than 10 times	242	34	14.0%
Leave between 10 and 20 times	242	16	6.6%
Leave more than 20 times	242	25	10.3%
Never leave the province	75	56	74.7%
Leave the province less than 10 times	75	15	20.0%
Leave the province more than 10 times	75	4	5.3%
Never leave the country	19	8	42.1%
Leave the country less than 10 times	19	8	42.1%
Leave the country more than 10 times	19	3	15.8%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	242	68	28.1%	869
average # of other peoples' horses cared for				12.8

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	242	17	7.0%
Cattle	17	8	47.1%
Poultry	17	7	41.2%
Donkeys	17	5	29.4%
Other	17	10	58.8%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Registered with more than one registry	45	24	53.3%	44
Have registration papers	24	4	16.7%	4
Have papers from Canadian registry	24	13	54.2%	32
Not registered, but could be	24	8	33.3%	27
Expected # of horses to be registered	125	3	2.4%	3
	3	1	33.3%	1

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	45	12	26.7%	14
Micro-chipped	45	0	0.0%	0
Tattoo'd	45	9	20.0%	9
Branded	45	4	8.9%	23

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	242	17	7.0%
Coach, instructor or trainer	242	39	16.1%
Farm, stable or ranch manager	242	25	10.3%
Breeder	242	5	2.1%
Industry professional	242	27	11.2%
Pleasure rider	242	149	61.6%
Competitor	242	57	23.6%
Show organizer, judge, official	242	47	19.4%
Owner	242	21	8.7%
Product sales	242	14	5.8%
TOTALS	242	401	165.8%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	213	17	8.0%
Coach, instructor or trainer	213	18	8.5%
Farm, stable or ranch manager	213	8	3.8%
Breeder	213	1	0.5%
Industry professional	213	15	7.0%
Pleasure rider	213	95	44.6%
Competitor	213	27	12.7%
Show organizer, judge, official	213	22	10.3%
Owner	213	4	1.9%
Product sales	213	6	2.8%
Non-respondents	29		
TOTALS	242	213	100.1%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	242	8	3.3%	73
annual revenue generated from horse boarding				\$ 48,750
average annual revenue per boarding facility				\$ 12,188

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	45	4	8.9%	6
			# of people riding	12
			average # of riders per year per horse in use	2.0

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	4	0	0.0%
Less	4	0	0.0%
The same #	4	4	100.0%
Non-respondents	0		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	242	33	13.6%	\$ 70,500
			# of riders coached	2389
			# of adult riders	1783
			# of youth riders	606
			average # of students per coach	72.4
			average revenue per coach	\$ 3,711

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	242	28	11.6%	\$ 725,800
			average annual revenue per trainer	\$ 51,843

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	242	102	42.1%	2268
Annual paid salary	102	2	2.0%	\$ 60,000
# of paid hours per week	102	2	2.0%	32
# of unpaid hours per week	100	98	98.0%	2236
			average # of paid hours per week	16.0
			average weekly salary	\$ 577
			average hourly pay	\$ 36.06

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	54	0	0.0%
Halter / line classes	54	0	0.0%
Breed-specific competitions	54	0	0.0%
Dressage	54	20	37.0%
Hunter / Jumper	54	43	79.6%
Eventing	54	10	18.5%
Driving	54	0	0.0%
Endurance riding	54	0	0.0%
Reining	54	1	1.9%
Competitive trail riding	54	0	0.0%
Saddleseat	54	0	0.0%
Polo	54	1	1.9%
Barrel racing / pole bending	54	1	1.9%
Chuck wagon racing	54	0	0.0%
Cutting	54	0	0.0%
Rodeo	54	0	0.0%
Roping	54	0	0.0%
Team cattle penning	54	0	0.0%
Western pleasure	54	4	7.4%
Gymkhana	54	1	1.9%
Pony Club	54	0	0.0%
4H Club competitions	54	0	0.0%
Other	54	5	9.3%
TOTALS			148.2%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	54	43	265	6.2
# of show days	54	44	647	14.7
# of show days in province	54	39	529	13.6
# of show days in other provinces	54	11	91	8.3
# of show days outside Canada	54	4	26	6.5
average # of show days per active competitor in 2009				14.7

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	54	16	29.6%
Expect less show days	54	23	42.6%
Expect same # of show days	54	13	24.1%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	54	30	55.6%	\$ 77,410
average annual cost per competitor				\$ 2,580

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	54	32	59.3%	\$ 60,740
# of competitions				209
# of show days				358
average annual cost per competitor				\$ 1,898

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	54	23	42.6%	\$ 23,217
average annual cost per competitor				\$ 1,009

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	54	24	44.4%	\$ 7,676
average annual cost per competitor				\$ 320

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	54	10	18.5%	\$ 500
average annual cost per competitor				\$ 50

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	11	0	0.0%
Halter / line classes	11	0	0.0%
Breed-specific competitions	11	0	0.0%
Dressage	11	2	18.2%
Hunter / Jumper	11	12	109.1%
Eventing	11	1	9.1%
Driving	11	0	0.0%
Endurance riding	11	0	0.0%
Reining	11	0	0.0%
Competitive trail riding	11	0	0.0%
Saddleseat	11	0	0.0%
Polo	11	0	0.0%
Barrel racing / pole bending	11	1	9.1%
Chuck wagon racing	11	0	0.0%
Cutting	11	0	0.0%
Rodeo	11	0	0.0%
Roping	11	0	0.0%
Team cattle penning	11	0	0.0%
Western pleasure	11	1	9.1%
Gymkhana	11	0	0.0%
Pony Club	11	3	27.3%
4H Club competitions	11	0	0.0%
Other	11	2	18.2%
TOTALS	11		200.1%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	11	11	24
average # of show days per active competitor in 2009			2.2

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	11	6	54.5%
Expect less show days	11	3	27.3%
Expect same # of show days	11	4	36.4%
Non respondents	-2		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	38	9	23.7%	\$ 4,310
# of children competing				11
average annual cost per competitor				\$ 392

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	38	5	13.2%	\$ 1,190
average annual cost per competitor				\$ 108

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	38	8	21.1%	\$ 510
average annual cost per competitor				\$ 46

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	38	24	63.2%	\$ 44,500
total # of children using coaching services				35
average annual cost per competitor				\$ 1,271

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	38	0	0.0%	\$ -
average annual cost per competitor				\$ -

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
	1	0	0.0%	0
	average # of stallions per owner			0
# of registered stallions			0	

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
	0	0	

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	1	0	0.0%	0
	# of stallions servicing mares			0
	average # of mares serviced per stallion			
	annual revenue generated by stallion services			\$ -

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	0	0		0

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
	1	1	100.0%	1
	average # of mares per owner			1.0
	# of registered mares			1
	% of registered mares			100.0%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	1	0	0.0%	0
	average # mares bred per owner			
	annual cost for outside stud services			\$ -
average cost for stud services per mare				

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
	1	0	0.0%	0
	More mares bred in 2010			
	Less mares bred in 2010			1
	Same # of mares bred in 2010			
Non-respondents			0	

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
	1	0	0.0%	0
	More mares bred than 2010			
	Less mares bred than 2010			0
	Same # of mares bred than 2010			
Non-respondents			0	

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	1	1	100.0%	\$ -
	# of horses			3
	average annual expenditure per horse			\$ -

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	16	8	50.0%	55
Thoroughbred	16	0	0.0%	0
Standardbred	16	8	50.0%	55
Quarter Horse	16	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	16	1	6.3%	2
Less horses racing in 2010	16	4	25.0%	11
Same # of horses racing in 2010	16	9	56.3%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	16	6	37.5%	32
Less horses racing in 2011	16	1	6.3%	3
Same # of horses racing in 2011	16	8	50.0%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	16	11	68.8%	756
# of race days in province				704
# of race days out of province				2
# of race days out of country				50

Horse Training for Racing*	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	16	6	37.5%	36
Train other peoples' horses	6	5	83.3%	28
Horses with a trainer	10	3	30.0%	26
annual expenditure for horse training services				\$ 83,000
average expenditure for horse training services per horse				\$ 3,192

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	16	14	87.5%	\$ 5,590
average expenditure for licence / association fees per participant				\$ 399

Annual Expenditure on Nomination and Sustaining Fees*	Max. Sample	Responses	% of Sample	How Much
	16	14	87.5%	\$ 74,750
average expenditure for nomination / sustaining fees per participant				\$ 5,339

Annual Expenditure on Starter Fees*	Max. Sample	Responses	% of Sample	How Much
	16	14	87.5%	\$ 35,600
average expenditure for starter fees per participant				\$ 2,543

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	16	14	87.5%	\$ 1,800
average expenditure on travel for racing per participant				\$ 129

* Corrected May 11, 2011

* Corrected May 11, 2011

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	1640	18	1.1%
Nova Scotia	1640	53	3.2%
Prince Edward Island	1640	17	1.0%
New Brunswick	1640	45	2.7%
Quebec	1640	190	11.6%
Ontario	1640	469	28.6%
Manitoba	1640	68	4.1%
Saskatchewan	1640	115	7.0%
Alberta	1640	273	16.6%
British Columbia	1640	387	23.6%
Yukon / Northwest Territories	1640	5	0.3%

Gender	Max. Sample	Responses	% of Sample
Female	1640	1332	81.2%
Male	1640	308	18.8%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	1621	42	2.6%	
20 to 29	1621	231	14.3%	
30 to 39	1621	176	10.9%	
40 to 49	1621	358	22.1%	
50 to 59	1621	454	28.0%	Median
60 to 69	1621	254	15.7%	
Over 70	1621	106	6.5%	
Unknown Age	19			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	1179	174	14.8%	
\$40,000 to \$60,000 per year	1179	246	20.9%	
\$60,000 to \$80,000 per year	1179	196	16.6%	Median
\$80,000 to \$100,000 per year	1179	157	13.3%	
Over \$100,000 per year	1179	406	34.4%	
Non-respondents	461			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	1640	185	11.3%
Majority of household income	1640	84	5.1%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	1606	1223	76.2%
No	1606	383	23.8%
Non-respondents	34		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	1640	1603	97.7%	3543
				adults per household who ride 2171
				average # of adults per household who ride 1.4

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	1640	441	26.9%	751
				children per household who ride 405
				average # of children per household who ride 0.9

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	1640	1390	84.8%	
Dogs	1390	1150	82.7%	2012
Cats	1390	892	64.2%	2093
Other Pets	1390	138	9.9%	550
				average # of dogs per household 1.7
				average # of cats per household 2.3
				average # of other pets per household 4.0

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1640	1638	99.9%	3819
Non-owners, expect to own in 5 years	2	2	100.0%	
				average # of horses owned 2.3

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	1640	136	8.3%	434
				average equivalent horses owned 3.2

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1638	1640	100.1%	3819
				average # of horses owned 2.3

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1638	0	0.0%	0
				average # of horses owned

Use the Internet	Max. Sample	Responses	% of Sample
Yes	1640	1480	90.2%
Non-users who expect to use next year	133	25	18.8%
Have e-mail	1480	1418	95.8%
Have high speed internet service	1480	1209	81.7%
Purchase horse products over internet	1480	703	47.5%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	1638	842	51.4%	105718
% of acreage used for horses				13.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	842	395	46.9%	1195
No	842	422	50.1%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	1640	114	7.0%
Less than five years	1640	62	3.8%
Five to 10 years	1640	129	7.9%
More than 10 years	1640	1299	79.2%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	1640	2	0.1%
Less than five years	1640	184	11.2%
Five to 10 years	1640	261	15.9%
More than 10 years	1640	1174	71.6%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	1638	377	23.0%	574
Less	1638	328	20.0%	1096
The same #	1638	913	55.7%	1968
Non-respondents	20			
net increase / decrease in herd size				-13.7% -522

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	1434	376	26.2%	705
Less	1434	450	31.4%	1926
The same #	1434	608	42.4%	1267
Non-respondents	204			
net increase / decrease in herd size				-32.0% -1221

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	1638	365	22.3%
Less	1638	333	20.3%
The same #	1638	917	56.0%
Don't know	1638	23	1.4%
Non-owners who expect to own	2	2	100.0%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	1638	213	13.0%
Less	1638	189	11.5%
The same #	1638	1213	74.1%
Don't know	1638	23	1.4%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	842	531	63.1%	\$ 47,439,795
average investment in property improvements per property owner				\$ 89,340

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	1638	1011	61.7%	\$ 11,630,902
# of horses owned				3265
average capital invested in tack per horse				\$ 3,562
average capital invested in tack per horse owner				\$ 11,504

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	1638	831	50.7%	\$ 12,154,327
# of horses owned				2313
average capital investment in horse-related equipment per horse				\$ 5,255
average capital invested in horse-related equipment per horse owner				\$ 14,626

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	1640	1596	97.3%	3780
Pay fees to	1640	1458	88.9%	3578
How much per year	1640	1351	82.4%	\$ 284,963
average # of clubs / associations pay fees to				2.5

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	3819	37	1.0%	2.2
Nova Scotia	3819	156	4.1%	3.1
Prince Edward Island	3819	35	0.9%	2.1
New Brunswick	3819	90	2.4%	2.1
Quebec	3819	412	10.8%	2.2
Ontario	3819	1044	27.3%	2.3
Manitoba	3819	186	4.9%	2.8
Saskatchewan	3819	310	8.1%	2.7
Alberta	3819	668	17.5%	2.5
British Columbia	3819	870	22.8%	2.3
Yukon / Northwest Territories	3819	11	0.3%	3.5

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	1638	\$ 17,544,710	2611
Estimated current market value	1638	\$ 29,740,837	3044
average capital investment per horse		\$ 6,720	
average estimated market value per horse		\$ 9,770	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	1638	191	11.7%	236

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	1638	562	34.3%	861

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	1638	130	7.9%	206

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	1638	337	20.6%	764

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	384	39	10.2%	221
Competition / sport market	384	140	36.5%	245
Breeding stock market	384	17	4.4%	58
Pleasure riding market	384	171	44.5%	282
Work horse market	384	12	3.1%	34
Meat market	384	5	1.3%	6

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	3819	380	10.0%
Mature horses	3819	3426	89.7%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	3426	199	5.8%
Competition	3426	1217	35.5%
Recreational riding / driving	3426	1390	40.6%
Breeding	3426	108	3.2%
Riding lessons	3426	66	1.9%
Trail rides / tourist activities	3426	58	1.7%
Work	3426	99	2.9%
Companionship or full retirement	3426	259	7.6%
PMU production	3426	0	0.0%
Meat production	3426	0	0.0%
Other use	3426	24	0.7%
Horses for multiple uses	3426	6	0.2%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	380	131	34.5%
Western sport competition	380	39	10.3%
Racing	380	28	7.4%
Breed sport competition	380	5	1.3%
Pleasure riding	380	151	39.7%
Breeding stock	380	6	1.6%
Ranch work / farm work	380	10	2.6%
Meat production	380	0	0.0%
Other use	380	10	2.6%
Horses for multiple uses	380	0	0.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	1638	912	55.7%	\$ 1,111,567
		# of horses		2549
		average expenditure per horse		\$ 436
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	1638	766	46.8%	\$ 1,625,416
		# of horses		2501
		average expenditure per horse		\$ 650
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	1638	976	59.6%	\$ 569,130
		# of horses		2235
		average expenditure per horse		\$ 255
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	1638	562	34.3%	\$ 530,533
		# of horses		1853
		average expenditure per horse		\$ 286
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	1638	1415	86.4%	\$ 715,206
		# of horses		3245
		average expenditure per horse		\$ 220
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	1638	1344	82.1%	\$ 1,841,377
		# of horses		3656
		average expenditure per horse		\$ 504
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	1638	733	44.7%	\$ 1,687,946
		# of horses		1110
		average expenditure per horse		\$ 1,521
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	1638	1425	87.0%	\$ 1,694,066
		# of horses		3782
		average expenditure per horse		\$ 448

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	1638	410	25.0%	\$ 199,290
		# of horses		618
		average expenditure per horse		\$ 322
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	1638	211	12.9%	\$ 69,280
		# of horses		426
		average expenditure per horse		\$ 163
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	842	539	64.0%	\$ 1,198,125
		average expenditure per property owner		\$ 2,223
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	1638	1011	61.7%	\$ 610,320
		average expenditure per horse owner		\$ 604
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	1638	233	14.2%	\$ 210,530
		average expenditure per horse owner		\$ 904
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	1638	788	48.1%	\$ 4,559,352
		# of horses boarded		1181
		average expenditure per horse		\$ 3,861
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	911	187	20.5%	\$ 352,130
		# of horses in training		219
		average expenditure per horse		\$ 1,608
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	1640	421	25.7%	\$ 542,516
		average cost per participant		\$ 1,289
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	1640	839	51.2%	\$ 898,693
		average cost per participant		\$ 1,071

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	1640	406	24.8%
Farrier visits	1640	846	51.6%
Vet visits	1640	1028	62.7%
Immunizations	1640	1028	62.7%
De-worming schedules	1640	957	58.4%
Breeding	1640	295	18.0%
Competition	1640	448	27.3%
Drug testing	1640	119	7.3%
Horse ownership	1640	650	39.6%
Medication treatment	1640	886	54.0%
Other	1640	40	2.4%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	1640	326	19.9%
Leave less than 10 times	1640	570	34.8%
Leave between 10 and 20 times	1640	306	18.7%
Leave more than 20 times	1640	396	24.1%
Never leave the province	1272	914	71.9%
Leave the province less than 10 times	1272	318	25.0%
Leave the province more than 10 times	1272	40	3.1%
Never leave the country	358	199	55.6%
Leave the country less than 10 times	358	148	41.3%
Leave the country more than 10 times	358	10	2.8%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1640	274	16.7%	2520
average # of other peoples' horses cared for				9.2

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	1640	400	24.4%
Cattle	400	181	45.3%
Poultry	400	123	30.8%
Donkeys	400	57	14.3%
Other	400	193	48.3%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Registered with more than one registry	1638	1307	79.8%	2696
Have registration papers	1307	239	18.3%	363
Have papers from Canadian registry	1307	1182	90.4%	2449
Not registered, but could be	1307	853	65.3%	1598
Expected # of horses to be registered	1638	222	13.6%	279
	222	65	29.3%	82

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	1638	460	28.1%	691
Micro-chipped	1638	148	9.0%	246
Tattoo'd	1638	313	19.1%	506
Branded	1638	307	18.7%	484

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	1640	126	7.7%
Coach, instructor or trainer	1640	229	14.0%
Farm, stable or ranch manager	1640	281	17.1%
Breeder	1640	133	8.1%
Industry professional	1640	89	5.4%
Pleasure rider	1640	1282	78.2%
Competitor	1640	645	39.3%
Show organizer, judge, official	1640	195	11.9%
Owner	1640	1412	86.1%
Product sales	1640	56	3.4%
TOTALS	1640	4448	271.2%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	1576	66	4.2%
Coach, instructor or trainer	1576	78	4.9%
Farm, stable or ranch manager	1576	43	2.7%
Breeder	1576	24	1.5%
Industry professional	1576	19	1.2%
Pleasure rider	1576	580	36.8%
Competitor	1576	305	19.4%
Show organizer, judge, official	1576	28	1.8%
Owner	1576	422	26.8%
Product sales	1576	11	0.7%
Non-respondents	64		
TOTALS	1640	1576	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	1640	135	8.2%	949
annual revenue generated from horse boarding				\$ 2,170,430
average annual revenue per boarding facility				\$ 21,704

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1638	182	11.1%	339
			# of people riding	899
			average # of riders per year per horse in use	2.7

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	174	86	49.4%
Less	174	20	11.5%
The same #	174	68	39.1%
Non-respondents	8		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	1640	153	9.3%	\$ 614,414
			# of riders coached	2249
			# of adult riders	937
			# of youth riders	1312
			average # of students per coach	14.7
			average revenue per coach	\$ 6,752

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	1640	168	10.2%	\$ 2,438,290
			average annual revenue per trainer	\$ 22,788

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	1640	1457	88.8%	46821
Annual paid salary	1457	45	3.1%	\$ 2,071,350
# of paid hours per week	1457	45	3.1%	2838
# of unpaid hours per week	1412	1367	96.8%	43983
			average # of paid hours per week	63.1
			average weekly salary	\$ 885
			average hourly pay	\$ 14.04

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	631	0	0.0%
Halter / line classes	631	24	3.8%
Breed-specific competitions	631	27	4.3%
Dressage	631	226	35.8%
Hunter / Jumper	631	338	53.6%
Eventing	631	75	11.9%
Driving	631	43	6.8%
Endurance riding	631	13	2.1%
Reining	631	19	3.0%
Competitive trail riding	631	26	4.1%
Saddleseat	631	9	1.4%
Polo	631	0	0.0%
Barrel racing / pole bending	631	27	4.3%
Chuck wagon racing	631	0	0.0%
Cutting	631	2	0.3%
Rodeo	631	4	0.6%
Roping	631	11	1.7%
Team cattle penning	631	8	1.3%
Western pleasure	631	103	16.3%
Gymkhana	631	22	3.5%
Pony Club	631	0	0.0%
4H Club competitions	631	0	0.0%
Other	631	45	7.1%
TOTALS			151.3%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	631	506	3505	6.9
# of show days	631	500	7100	14.2
# of show days in province	631	489	5700	11.7
# of show days in other provinces	631	77	499	6.5
# of show days outside Canada	631	59	872	14.8
average # of show days per active competitor in 2009				14.2

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	631	227	36.0%
Expect less show days	631	180	28.5%
Expect same # of show days	631	220	34.9%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	631	404	64.0%	\$ 967,099
average annual cost per competitor				\$ 2,394

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	631	436	69.1%	\$ 1,204,930
# of competitions				2901
# of show days				5708
average annual cost per competitor				\$ 2,764

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	631	135	21.4%	\$ 189,673
average annual cost per competitor				\$ 1,405

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	631	283	44.8%	\$ 122,804
average annual cost per competitor				\$ 434

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	631	172	27.3%	\$ 278,860
average annual cost per competitor				\$ 1,621

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	129	0	0.0%
Halter / line classes	129	6	4.7%
Breed-specific competitions	129	3	2.3%
Dressage	129	33	25.6%
Hunter / Jumper	129	77	59.7%
Eventing	129	10	7.8%
Driving	129	3	2.3%
Endurance riding	129	0	0.0%
Reining	129	1	0.8%
Competitive trail riding	129	1	0.8%
Saddleseat	129	3	2.3%
Polo	129	0	0.0%
Barrel racing / pole bending	129	8	6.2%
Chuck wagon racing	129	0	0.0%
Cutting	129	1	0.8%
Rodeo	129	0	0.0%
Roping	129	2	1.6%
Team cattle penning	129	1	0.8%
Western pleasure	129	28	21.7%
Gymkhana	129	12	9.3%
Pony Club	129	5	3.9%
4H Club competitions	129	4	3.1%
Other	129	12	9.3%
TOTALS	129		163.0%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	129	129	767
average # of show days per active competitor in 2009			5.9

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	129	45	34.9%
Expect less show days	129	21	16.3%
Expect same # of show days	129	56	43.4%
Non respondents	7		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	280	89	31.8%	\$ 238,727
		# of children competing		129
		average annual cost per competitor		\$ 1,851

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	280	40	14.3%	\$ 43,205
		average annual cost per competitor		\$ 335

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	280	65	23.2%	\$ 25,390
		average annual cost per competitor		\$ 197

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	280	138	49.3%	\$ 259,590
		total # of children using coaching services		184
		average annual cost per competitor		\$ 1,411

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	280	70	25.0%	\$ 40,630
		average annual cost per competitor		\$ 315

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
	47	8	17.0%	8
	average # of stallions per owner			1.0
	# of registered stallions			8
Yes				
Collect for Artificial Insemination	Max. Sample	Responses	% of Sample	
	8	0	0.0%	
	Yes			
# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	47	5	10.6%	18
	# of stallions servicing mares			5
	average # of mares serviced per stallion			3.6
	annual revenue generated by stallion services			\$ 2,700
# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	5	2	40.0%	4
	Yes			

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
	47	45	95.7%	96
	average # of mares per owner			2.1
	# of registered mares			90
	% of registered mares			93.8%
Yes				
# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	45	23	51.1%	36
	average # mares bred per owner			1.6
	annual cost for outside stud services			\$ 28,250
average cost for stud services per mare			\$ 785	
Yes				
# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
	45	10	22.2%	12
	More mares bred in 2010			
	Less mares bred in 2010			20
	Same # of mares bred in 2010			
Non-respondents			0	
Yes				
# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
	45	9	20.0%	18
	More mares bred than 2010			
	Less mares bred than 2010			3
	Same # of mares bred than 2010			
Non-respondents			1	
Yes				
Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	47	12	25.5%	\$ 25,940
	# of horses			13
	average annual expenditure per horse			\$ 1,995
Yes				

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	125	114	91.2%	383
Thoroughbred	125	14	11.2%	93
Standardbred	125	99	79.2%	286
Quarter Horse	125	1	0.8%	4

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	125	22	17.6%	61
Less horses racing in 2010	125	26	20.8%	57
Same # of horses racing in 2010	125	74	59.2%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	125	33	26.4%	119
Less horses racing in 2011	125	16	12.8%	41
Same # of horses racing in 2011	125	74	59.2%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	125	102	81.6%	5107
# of race days in province				4493
# of race days out of province				453
# of race days out of country				42

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	125	53	42.4%	340
Train other peoples' horses	53	51	96.2%	195
Horses with a trainer	71	53	74.6%	105
annual expenditure for horse training services				\$ 815,000
average expenditure for horse training services per horse				\$ 7,762

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	125	114	91.2%	\$ 40,449
average expenditure for licence / association fees per participant				\$ 355

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	125	109	87.2%	\$ 131,995
average expenditure for nomination / sustaining fees per participant				\$ 1,211

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	125	105	84.0%	\$ 185,575
average expenditure for starter fees per participant				\$ 1,767

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	125	100	80.0%	\$ 98,365
average expenditure on travel for racing per participant				\$ 984

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	685	1	0.1%
Nova Scotia	685	19	2.8%
Prince Edward Island	685	8	1.2%
New Brunswick	685	14	2.0%
Quebec	685	35	5.1%
Ontario	685	179	26.1%
Manitoba	685	79	11.5%
Saskatchewan	685	105	15.3%
Alberta	685	153	22.3%
British Columbia	685	88	12.8%
Yukon / Northwest Territories	685	4	0.6%

Gender	Max. Sample	Responses	% of Sample
Female	685	498	72.7%
Male	685	187	27.3%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	676	6	0.9%	
20 to 29	676	34	5.0%	
30 to 39	676	78	11.5%	
40 to 49	676	139	20.6%	
50 to 59	676	213	31.5%	Median
60 to 69	676	151	22.3%	
Over 70	676	55	8.1%	
Unknown Age	9	676		

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	476	81	17.0%	
\$40,000 to \$60,000 per year	476	82	17.2%	
\$60,000 to \$80,000 per year	476	67	14.1%	
\$80,000 to \$100,000 per year	476	67	14.1%	Median
Over \$100,000 per year	476	179	37.6%	
Non-respondents	209			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	685	131	19.1%
Majority of household income	685	93	13.6%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	667	415	62.2%
No	667	252	37.8%
Non-respondents	18		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	685	666	97.2%	1637
				adults per household who ride 1175
				average # of adults per household who ride 1.8

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	685	200	29.2%	382
				children per household who ride 247
				average # of children per household who ride 1.2

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	685	591	86.3%	
Dogs	591	534	90.4%	1188
Cats	591	388	65.7%	1095
Other Pets	591	27	4.6%	53
				average # of dogs per household 2.2
				average # of cats per household 2.8
				average # of other pets per household 2.0

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	685	685	100.0%	13893
Non-owners, expect to own in 5 years	0	0		
				average # of horses owned 20.3

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	685	81	11.8%	585
				average equivalent horses owned 7.2

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	685	0	0.0%	0
				average # of horses owned

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	685	684	99.9%	13893
				average # of horses owned 20.3

Use the Internet	Max. Sample	Responses	% of Sample
Yes	685	573	83.6%
Non-users who expect to use next year	92	18	19.6%
Have e-mail	573	548	95.6%
Have high speed internet service	573	410	71.6%
Purchase horse products over internet	573	291	50.8%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	685	647	94.5%	303360
% of acreage used for horses				25.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	647	492	76.0%	11683
No	647	142	21.9%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	685	34	5.0%
Less than five years	685	5	0.7%
Five to 10 years	685	19	2.8%
More than 10 years	685	603	88.0%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	685	0	0.0%
Less than five years	685	8	1.2%
Five to 10 years	685	32	4.7%
More than 10 years	685	643	93.9%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	685	224	32.7%	1180
Less	685	164	23.9%	1506
The same #	685	295	43.1%	5862
Non-respondents	2			
net increase / decrease in herd size				-2.3% -326

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	676	271	40.1%	2017
Less	676	203	30.0%	3221
The same #	676	202	29.9%	4007
Non-respondents	9			
net increase / decrease in herd size				-8.7% -1204

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	685	73	10.7%
Less	685	361	52.7%
The same #	685	248	36.2%
Don't know	685	3	0.4%
Non-owners who expect to own	0	0	

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	685	94	13.7%
Less	685	258	37.7%
The same #	685	330	48.2%
Don't know	685	3	0.4%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	647	411	63.5%	\$ 93,169,000
average investment in property improvements per property owner				\$ 226,689

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	685	491	71.7%	\$ 10,104,300
# of horses owned				11397
average capital invested in tack per horse				\$ 887
average capital invested in tack per horse owner				\$ 20,579

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	685	519	75.8%	\$ 13,659,385
# of horses owned				11103
average capital investment in horse-related equipment per horse				\$ 1,230
average capital invested in horse-related equipment per horse owner				\$ 26,319

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	685	667	97.4%	1955
Pay fees to	685	626	91.4%	1904
How much per year	685	564	82.3%	\$ 214,909
average # of clubs / associations pay fees to				3.0

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	13893	6	0.0%	6.0
Nova Scotia	13893	283	2.0%	14.9
Prince Edward Island	13893	113	0.8%	14.1
New Brunswick	13893	280	2.0%	20.0
Quebec	13893	435	3.1%	12.4
Ontario	13893	2699	19.4%	15.1
Manitoba	13893	3511	25.3%	44.4
Saskatchewan	13893	2578	18.6%	24.6
Alberta	13893	2820	20.3%	18.6
British Columbia	13893	1139	8.2%	12.9
Yukon / Northwest Territories	13893	29	0.2%	7.3

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	685	\$ 18,549,145	3351
Estimated current market value	685	\$ 43,242,500	9133
average capital investment per horse		\$	5,535
average estimated market value per horse		\$	4,735

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	685	153	22.3%	2017

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	685	356	52.0%	4525

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	685	238	34.7%	2785

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	685	406	59.3%	7186

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	454	41	9.0%	290
Competition / sport market	454	150	33.0%	1033
Breeding stock market	454	31	6.8%	200
Pleasure riding market	454	188	41.4%	1669
Work horse market	454	27	5.9%	179
Meat market	454	17	3.7%	5043

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	13893	3692	26.6%
Mature horses	13893	10162	73.1%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	10162	731	7.2%
Competition	10162	1991	19.6%
Recreational riding / driving	10162	1754	17.3%
Breeding	10162	3138	30.9%
Riding lessons	10162	349	3.4%
Trail rides / tourist activities	10162	96	0.9%
Work	10162	509	5.0%
Companionship or full retirement	10162	367	3.6%
PMU production	10162	75	0.7%
Meat production	10162	295	2.9%
Other use	10162	849	8.4%
Horses for multiple uses	10162	8	0.1%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	3692	1142	30.9%
Western sport competition	3692	667	18.1%
Racing	3692	354	9.6%
Breed sport competition	3692	31	0.8%
Pleasure riding	3692	828	22.4%
Breeding stock	3692	228	6.2%
Ranch work / farm work	3692	282	7.6%
Meat production	3692	78	2.1%
Other use	3692	83	2.2%
Horses for multiple uses	3692		

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	685	527	76.9%	\$ 2,527,975
		# of horses		8470
		average expenditure per horse		\$ 298
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	685	447	65.3%	\$ 4,645,740
		# of horses		7574
		average expenditure per horse		\$ 613
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	685	495	72.3%	\$ 579,578
		# of horses		7349
		average expenditure per horse		\$ 79
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	685	386	56.4%	\$ 1,025,760
		# of horses		4796
		average expenditure per horse		\$ 214
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	685	583	85.1%	\$ 614,934
		# of horses		9961
		average expenditure per horse		\$ 62
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	685	478	69.8%	\$ 1,682,607
		# of horses		5716
		average expenditure per horse		\$ 294
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	685	390	56.9%	\$ 1,306,744
		# of horses		1663
		average expenditure per horse		\$ 786
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	685	527	76.9%	\$ 1,488,451
		# of horses		7611
		average expenditure per horse		\$ 196

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	685	177	25.8%	\$ 118,030
		# of horses		557
		average expenditure per horse		\$ 212
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	685	103	15.0%	\$ 80,970
		# of horses		945
		average expenditure per horse		\$ 86
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	647	441	68.2%	\$ 2,939,672
		average expenditure per property owner		\$ 6,666
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	685	491	71.7%	\$ 598,406
		average expenditure per horse owner		\$ 1,219
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	685	165	24.1%	\$ 240,825
		average expenditure per horse owner		\$ 1,460
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	685	95	13.9%	\$ 706,644
		# of horses boarded		261
		average expenditure per horse		\$ 2,707
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	376	134	35.6%	\$ 836,670
		# of horses in training		297
		average expenditure per horse		\$ 2,817
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	685	90	13.1%	\$ 366,760
		average cost per participant		\$ 4,075
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	685	561	81.9%	\$ 1,006,745
		average cost per participant		\$ 1,795

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	685	181	26.4%
Farrier visits	685	372	54.3%
Vet visits	685	407	59.4%
Immunizations	685	438	63.9%
De-worming schedules	685	453	66.1%
Breeding	685	341	49.8%
Competition	685	187	27.3%
Drug testing	685	62	9.1%
Horse ownership	685	344	50.2%
Medication treatment	685	398	58.1%
Other	685	15	2.2%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	685	118	17.2%
Leave less than 10 times	685	224	32.7%
Leave between 10 and 20 times	685	136	19.9%
Leave more than 20 times	685	192	28.0%
Never leave the province	552	309	56.0%
Leave the province less than 10 times	552	204	37.0%
Leave the province more than 10 times	552	39	7.1%
Never leave the country	243	124	51.0%
Leave the country less than 10 times	243	106	43.6%
Leave the country more than 10 times	243	14	5.8%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	685	215	31.4%	1878
average # of other peoples' horses cared for				8.7

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	685	275	40.1%
Cattle	275	176	64.0%
Poultry	275	63	22.9%
Donkeys	275	27	9.8%
Other	275	123	44.7%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	685	647	94.5%	10366
Registered with more than one registry	647	184	28.4%	896
Have registration papers	647	593	91.7%	9823
Have papers from Canadian registry	647	456	70.5%	5413
Not registered, but could be	685	204	29.8%	859
Expected # of horses to be registered	204	116	56.9%	573

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	685	172	25.1%	753
Micro-chipped	685	106	15.5%	1666
Tattoo'd	685	183	26.7%	1187
Branded	685	251	36.6%	2842

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	685	70	10.2%
Coach, instructor or trainer	685	178	26.0%
Farm, stable or ranch manager	685	387	56.5%
Breeder	685	384	56.1%
Industry professional	685	52	7.6%
Pleasure rider	685	486	70.9%
Competitor	685	239	34.9%
Show organizer, judge, official	685	147	21.5%
Owner	685	632	92.3%
Product sales	685	59	8.6%
TOTALS	685	2634	384.6%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	657	33	5.0%
Coach, instructor or trainer	657	59	9.0%
Farm, stable or ranch manager	657	60	9.1%
Breeder	657	161	24.5%
Industry professional	657	6	0.9%
Pleasure rider	657	95	14.5%
Competitor	657	80	12.2%
Show organizer, judge, official	657	8	1.2%
Owner	657	153	23.3%
Product sales	657	2	0.3%
Non-respondents	28		
TOTALS	685	657	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	685	159	23.2%	1747
annual revenue generated from horse boarding				\$ 5,564,170
average annual revenue per boarding facility				\$ 44,513

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	685	146	21.3%	994
			# of people riding	11862
			average # of riders per year per horse in use	11.9

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	138	55	39.9%
Less	138	17	12.3%
The same #	138	66	47.8%
Non-respondents	8		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	685	116	16.9%	\$ 1,545,580
			# of riders coached	7891
			# of adult riders	2795
			# of youth riders	5096
			average # of students per coach	68.0
			average revenue per coach	\$ 19,081

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	685	134	19.6%	\$ 1,816,770
			average annual revenue per trainer	\$ 18,730

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	685	610	89.1%	26255
Annual paid salary	610	62	10.2%	\$ 2,631,960
# of paid hours per week	610	62	10.2%	3577
# of unpaid hours per week	548	486	88.7%	22678
			average # of paid hours per week	57.7
			average weekly salary	\$ 816
			average hourly pay	\$ 14.15

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	228	1	0.4%
Halter / line classes	228	22	9.6%
Breed-specific competitions	228	21	9.2%
Dressage	228	53	23.2%
Hunter / Jumper	228	80	35.1%
Eventing	228	16	7.0%
Driving	228	38	16.7%
Endurance riding	228	7	3.1%
Reining	228	26	11.4%
Competitive trail riding	228	6	2.6%
Saddleseat	228	7	3.1%
Polo	228	0	0.0%
Barrel racing / pole bending	228	18	7.9%
Chuck wagon racing	228	0	0.0%
Cutting	228	11	4.8%
Rodeo	228	4	1.8%
Roping	228	7	3.1%
Team cattle penning	228	19	8.3%
Western pleasure	228	49	21.5%
Gymkhana	228	14	6.1%
Pony Club	228	1	0.4%
4H Club competitions	228	1	0.4%
Other	228	20	8.8%
TOTALS			168.8%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	228	189	1690	8.9
# of show days	228	188	3014	16.0
# of show days in province	228	181	2332	12.9
# of show days in other provinces	228	44	315	7.2
# of show days outside Canada	228	28	256	9.1
average # of show days per active competitor in 2009				16.0

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	228	81	35.5%
Expect less show days	228	52	22.8%
Expect same # of show days	228	92	40.4%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	228	84	36.8%	\$ 207,140
average annual cost per competitor				\$ 2,466

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	228	157	68.9%	\$ 528,471
# of competitions				1307
# of show days				2300
average annual cost per competitor				\$ 3,366

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	228	59	25.9%	\$ 70,020
average annual cost per competitor				\$ 1,187

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	228	110	48.2%	\$ 38,185
average annual cost per competitor				\$ 347

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	228	65	28.5%	\$ 468,970
average annual cost per competitor				\$ 7,215

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	98	0	0.0%
Halter / line classes	98	6	6.1%
Breed-specific competitions	98	0	0.0%
Dressage	98	11	11.2%
Hunter / Jumper	98	31	31.6%
Eventing	98	2	2.0%
Driving	98	5	5.1%
Endurance riding	98	0	0.0%
Reining	98	2	2.0%
Competitive trail riding	98	0	0.0%
Saddleseat	98	1	1.0%
Polo	98	0	0.0%
Barrel racing / pole bending	98	6	6.1%
Chuck wagon racing	98	0	0.0%
Cutting	98	0	0.0%
Rodeo	98	4	4.1%
Roping	98	1	1.0%
Team cattle penning	98	3	3.1%
Western pleasure	98	20	20.4%
Gymkhana	98	7	7.1%
Pony Club	98	4	4.1%
4H Club competitions	98	7	7.1%
Other	98	7	7.1%
TOTALS	98		119.1%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	98	98	479
average # of show days per active competitor in 2009			4.9

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	98	23	23.5%
Expect less show days	98	14	14.3%
Expect same # of show days	98	35	35.7%
Non respondents	26		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	148	53	35.8%	\$ 254,642
# of children competing				98
average annual cost per competitor				\$ 2,598

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	148	15	10.1%	\$ 17,449
average annual cost per competitor				\$ 178

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	148	33	22.3%	\$ 10,885
average annual cost per competitor				\$ 111

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	148	60	40.5%	\$ 93,670
total # of children using coaching services				86
average annual cost per competitor				\$ 1,089

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	148	58	39.2%	\$ 37,420
average annual cost per competitor				\$ 382

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	192	138	71.9%	288
			average # of stallions per owner	2.1
			# of registered stallions	280

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	138	33	23.9%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	192	107	55.7%	1450
			# of stallions servicing mares	238
			average # of mares serviced per stallion	6.1
			annual revenue generated by stallion services	\$ 108,080

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	107	58	54.2%	511

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	192	192	100.0%	3004
			average # of mares per owner	15.6
			# of registered mares	1894
			% of registered mares	63.0%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	192	145	75.5%	1232
			average # mares bred per owner	8.5
			annual cost for outside stud services	\$ 160,050
			average cost for stud services per mare	\$ 130

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	192	45	23.4%	147
Less mares bred in 2010	192	67	34.9%	341
Same # of mares bred in 2010	192	79	41.1%	
Non-respondents	1			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	192	36	18.8%	76
Less mares bred than 2010	192	44	22.9%	193
Same # of mares bred than 2010	192	109	56.8%	
Non-respondents	3			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	192	69	35.9%	\$ 318,100
			# of horses	173
			average annual expenditure per horse	\$ 1,839

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	71	60	84.5%	448
Thoroughbred	71	12	16.9%	144
Standardbred	71	45	63.4%	276
Quarter Horse	71	3	4.2%	28

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	71	19	26.8%	34
Less horses racing in 2010	71	12	16.9%	28
Same # of horses racing in 2010	71	38	53.5%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	71	14	19.7%	28
Less horses racing in 2011	71	11	15.5%	39
Same # of horses racing in 2011	71	42	59.2%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	71	59	83.1%	2915
# of race days in province				2254
# of race days out of province				366
# of race days out of country				29

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	71	30	42.3%	303
Train other peoples' horses	30	29	96.7%	129
Horses with a trainer	39	26	66.7%	208
annual expenditure for horse training services				\$ 665,000
average expenditure for horse training services per horse				\$ 3,197

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	71	63	88.7%	\$ 32,275
average expenditure for licence / association fees per participant				\$ 512

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	71	62	87.3%	\$ 150,005
average expenditure for nomination / sustaining fees per participant				\$ 2,419

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	71	59	83.1%	\$ 89,000
average expenditure for starter fees per participant				\$ 1,508

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	71	58	81.7%	\$ 72,980
average expenditure on travel for racing per participant				\$ 1,258

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	1491	8	0.5%
Nova Scotia	1491	58	3.9%
Prince Edward Island	1491	19	1.3%
New Brunswick	1491	39	2.6%
Quebec	1491	118	7.9%
Ontario	1491	373	25.0%
Manitoba	1491	124	8.3%
Saskatchewan	1491	174	11.7%
Alberta	1491	257	17.2%
British Columbia	1491	314	21.1%
Yukon / Northwest Territories	1491	7	0.5%

Gender	Max. Sample	Responses	% of Sample
Female	1491	1134	76.1%
Male	1491	357	23.9%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	1471	22	1.5%	
20 to 29	1471	93	6.3%	
30 to 39	1471	157	10.7%	
40 to 49	1471	329	22.4%	
50 to 59	1471	453	30.8%	Median
60 to 69	1471	299	20.3%	
Over 70	1471	118	8.0%	
Unknown Age	20			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	1072	182	17.0%	
\$40,000 to \$60,000 per year	1072	210	19.6%	
\$60,000 to \$80,000 per year	1072	170	15.9%	Median
\$80,000 to \$100,000 per year	1072	150	14.0%	
Over \$100,000 per year	1072	360	33.6%	
Non-respondents	419			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	1491	201	13.5%
Majority of household income	1491	132	8.9%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	1467	990	67.5%
No	1467	477	32.5%
Non-respondents	24		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	1491	1469	98.5%	3408
				adults per household who ride 2359
				average # of adults per household who ride 1.6

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	1491	440	29.5%	800
				children per household who ride 479
				average # of children per household who ride 1.1

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	1491	1328	89.1%	
Dogs	1328	1174	88.4%	2372
Cats	1328	908	68.4%	2445
Other Pets	1328	86	6.5%	337
				average # of dogs per household 2.0
				average # of cats per household 2.7
				average # of other pets per household 3.9

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1491	1489	99.9%	15991
Non-owners, expect to own in 5 years	2	1	50.0%	
				average # of horses owned 10.7

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	1491	132	8.9%	805
				average equivalent horses owned 6.1

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1489	842	56.5%	2493
				average # of horses owned 3.0

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1489	646	43.4%	13498
				average # of horses owned 20.9

Use the Internet	Max. Sample	Responses	% of Sample
Yes	1491	1290	86.5%
Non-users who expect to use next year	181	36	19.9%
Have e-mail	1290	1235	95.7%
Have high speed internet service	1290	938	72.7%
Purchase horse products over internet	1290	627	48.6%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	1489	1491	100.1%	409227
% of acreage used for horses				22.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	1491	886	59.4%	12875
No	1491	562	37.7%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	1491	72	4.8%
Less than five years	1491	32	2.1%
Five to 10 years	1491	65	4.4%
More than 10 years	1491	1296	86.9%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	1491	2	0.1%
Less than five years	1491	55	3.7%
Five to 10 years	1491	120	8.0%
More than 10 years	1491	1310	87.9%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	1489	399	26.8%	1454
Less	1489	364	24.4%	2204
The same #	1489	722	48.5%	6971
Non-respondents	4			
net increase / decrease in herd size				-4.7% -750

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	1431	478	33.4%	2414
Less	1431	472	33.0%	4381
The same #	1431	481	33.6%	4732
Non-respondents	58			
net increase / decrease in herd size				-12.3% -1967

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	1489	240	16.1%
Less	1489	557	37.4%
The same #	1489	688	46.2%
Don't know	1489	4	0.3%
Non-owners who expect to own	2	1	50.0%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	1489	201	13.5%
Less	1489	353	23.7%
The same #	1489	931	62.5%
Don't know	1489	4	0.3%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	1491	943	63.2%	\$ 141,108,795
average investment in property improvements per property owner				\$ 149,638

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	1489	993	66.7%	\$ 15,497,273
# of horses owned				13335
average capital invested in tack per horse				\$ 1,162
average capital invested in tack per horse owner				\$ 15,607

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	1489	1094	73.5%	\$ 22,492,362
# of horses owned				12736
average capital investment in horse-related equipment per horse				\$ 1,766
average capital invested in horse-related equipment per horse owner				\$ 20,560

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	1491	1467	98.4%	3797
Pay fees to	1491	1339	89.8%	3602
How much per year	1491	1233	82.7%	\$ 350,891
average # of clubs / associations pay fees to				2.7

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	15991	22	0.1%	2.8
Nova Scotia	15991	404	2.5%	7.2
Prince Edward Island	15991	137	0.9%	7.2
New Brunswick	15991	333	2.1%	8.5
Quebec	15991	660	4.1%	5.6
Ontario	15991	3211	20.1%	8.7
Manitoba	15991	3634	22.7%	29.5
Saskatchewan	15991	2738	17.1%	15.7
Alberta	15991	3101	19.4%	12.1
British Columbia	15991	1713	10.7%	5.5
Yukon / Northwest Territories	15991	38	0.2%	5.4

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	1489	\$ 25,008,148	4880
Estimated current market value	1489	\$ 54,567,389	10892
average capital investment per horse		\$ 5,125	
average estimated market value per horse		\$ 5,010	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	1489	250	16.8%	2137

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	1489	647	43.5%	5004

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	1489	313	21.0%	2908

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	1489	582	39.1%	7614

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	662	55	8.3%	415
Competition / sport market	662	221	33.4%	1151
Breeding stock market	662	41	6.2%	242
Pleasure riding market	662	289	43.7%	1817
Work horse market	662	36	5.4%	195
Meat market	662	20	3.0%	5047

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	15991	3848	24.1%
Mature horses	15991	12132	75.9%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	12132	810	6.7%
Competition	12132	2594	21.4%
Recreational riding / driving	12132	2678	22.1%
Breeding	12132	3185	26.3%
Riding lessons	12132	388	3.2%
Trail rides / tourist activities	12132	141	1.2%
Work	12132	576	4.7%
Companionship or full retirement	12132	529	4.4%
PMU production	12132	75	0.6%
Meat production	12132	295	2.4%
Other use	12132	860	7.1%
Horses for multiple uses	12132	1	0.0%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	3848	1206	31.3%
Western sport competition	3848	678	17.6%
Racing	3848	353	9.2%
Breed sport competition	3848	35	0.9%
Pleasure riding	3848	926	24.1%
Breeding stock	3848	231	6.0%
Ranch work / farm work	3848	251	6.5%
Meat production	3848	78	2.0%
Other use	3848	92	2.4%
Horses for multiple uses	3848		

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	1489	1217	81.7%	\$ 3,397,275
		# of horses		10464
		average expenditure per horse		\$ 325
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	1489	1064	71.5%	\$ 6,001,074
		# of horses		9646
		average expenditure per horse		\$ 622
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	1489	1038	69.7%	\$ 865,008
		# of horses		8828
		average expenditure per horse		\$ 98
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	1489	876	58.8%	\$ 1,489,587
		# of horses		6443
		average expenditure per horse		\$ 231
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	1489	1314	88.2%	\$ 935,165
		# of horses		12017
		average expenditure per horse		\$ 78
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	1489	1124	75.5%	\$ 2,738,373
		# of horses		7404
		average expenditure per horse		\$ 370
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	1489	775	52.0%	\$ 2,002,035
		# of horses		2279
		average expenditure per horse		\$ 878
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	1489	1221	82.0%	\$ 2,334,514
		# of horses		10159
		average expenditure per horse		\$ 230

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	1489	336	22.6%	\$ 188,165
		# of horses		818
		average expenditure per horse		\$ 230
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	1489	190	12.8%	\$ 113,426
		# of horses		1174
		average expenditure per horse		\$ 97
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	1491	980	65.7%	\$ 4,137,797
		average expenditure per property owner		\$ 4,222
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	1489	993	66.7%	\$ 897,896
		average expenditure per horse owner		\$ 904
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	1489	323	21.7%	\$ 384,020
		average expenditure per horse owner		\$ 1,189
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	1489	188	12.6%	\$ 1,224,420
		# of horses boarded		359
		average expenditure per horse		\$ 3,411
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	801	207	25.8%	\$ 971,180
		# of horses in training		376
		average expenditure per horse		\$ 2,583
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	1491	167	11.2%	\$ 397,321
		average cost per participant		\$ 2,379
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	1491	1135	76.1%	\$ 1,602,059
		average cost per participant		\$ 1,412

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	1491	406	27.2%
Farrier visits	1491	783	52.5%
Vet visits	1491	907	60.8%
Immunizations	1491	949	63.6%
De-worming schedules	1491	955	64.1%
Breeding	1491	506	33.9%
Competition	1491	348	23.3%
Drug testing	1491	103	6.9%
Horse ownership	1491	663	44.5%
Medication treatment	1491	840	56.3%
Other	1491	30	2.0%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	1491	303	20.3%
Leave less than 10 times	1491	477	32.0%
Leave between 10 and 20 times	1491	272	18.2%
Leave more than 20 times	1491	424	28.4%
Never leave the province	1173	771	65.7%
Leave the province less than 10 times	1173	338	28.8%
Leave the province more than 10 times	1173	64	5.5%
Never leave the country	402	218	54.2%
Leave the country less than 10 times	402	163	40.5%
Leave the country more than 10 times	402	21	5.2%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1491	385	25.8%	2933
average # of other peoples' horses cared for				7.6

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	1491	515	34.5%
Cattle	515	286	55.5%
Poultry	515	136	26.4%
Donkeys	515	51	9.9%
Other	515	235	45.6%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1489	1335	89.7%	11869
Registered with more than one registry	1335	328	24.6%	1121
Have registration papers	1335	1218	91.2%	11189
Have papers from Canadian registry	1335	923	69.1%	6334
Not registered, but could be	1489	326	21.9%	1004
Expected # of horses to be registered	326	146	44.8%	605

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	1489	342	23.0%	1021
Micro-chipped	1489	202	13.6%	1813
Tattoo'd	1489	323	21.7%	1398
Branded	1489	398	26.7%	3093

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	1491	114	7.6%
Coach, instructor or trainer	1491	282	18.9%
Farm, stable or ranch manager	1491	619	41.5%
Breeder	1491	477	32.0%
Industry professional	1491	101	6.8%
Pleasure rider	1491	1170	78.5%
Competitor	1491	519	34.8%
Show organizer, judge, official	1491	257	17.2%
Owner	1491	1335	89.5%
Product sales	1491	93	6.2%
TOTALS	1491	4967	333.0%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	1442	58	4.0%
Coach, instructor or trainer	1442	95	6.6%
Farm, stable or ranch manager	1442	96	6.7%
Breeder	1442	180	12.5%
Industry professional	1442	19	1.3%
Pleasure rider	1442	400	27.7%
Competitor	1442	201	13.9%
Show organizer, judge, official	1442	23	1.6%
Owner	1442	360	25.0%
Product sales	1442	10	0.7%
Non-respondents	49		
TOTALS	1491	1442	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	1491	277	18.6%	2498
annual revenue generated from horse boarding				\$ 7,460,840
average annual revenue per boarding facility				\$ 26,934

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	1489	234	15.7%	1177
			# of people riding	12382
			average # of riders per year per horse in use	10.5

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	226	96	42.5%
Less	226	30	13.3%
The same #	226	100	44.2%
Non-respondents	8		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	1491	187	12.5%	\$ 1,821,194
			# of riders coached	8746
			# of adult riders	3167
			# of youth riders	5579
			average # of students per coach	46.8
			average revenue per coach	\$ 14,340

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	1491	212	14.2%	\$ 3,687,720
			average annual revenue per trainer	\$ 24,917

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	1491	1371	92.0%	48817
Annual paid salary	1371	86	6.3%	\$ 3,939,970
# of paid hours per week	1371	86	6.3%	5171
# of unpaid hours per week	1285	1199	93.3%	43646
			average # of paid hours per week	60.1
			average weekly salary	\$ 881
			average hourly pay	\$ 14.65

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	501	1	0.2%
Halter / line classes	501	37	7.4%
Breed-specific competitions	501	37	7.4%
Dressage	501	136	27.1%
Hunter / Jumper	501	171	34.1%
Eventing	501	45	9.0%
Driving	501	67	13.4%
Endurance riding	501	17	3.4%
Reining	501	37	7.4%
Competitive trail riding	501	25	5.0%
Saddleseat	501	9	1.8%
Polo	501	0	0.0%
Barrel racing / pole bending	501	37	7.4%
Chuck wagon racing	501	0	0.0%
Cutting	501	13	2.6%
Rodeo	501	7	1.4%
Roping	501	16	3.2%
Team cattle penning	501	23	4.6%
Western pleasure	501	107	21.4%
Gymkhana	501	30	6.0%
Pony Club	501	1	0.2%
4H Club competitions	501	1	0.2%
Other	501	45	9.0%
TOTALS			156.8%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	501	412	3356	8.1
# of show days	501	409	5844	14.3
# of show days in province	501	395	4554	11.5
# of show days in other provinces	501	76	505	6.6
# of show days outside Canada	501	50	601	12.0
average # of show days per active competitor in 2009				14.3

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	501	171	34.1%
Expect less show days	501	130	25.9%
Expect same # of show days	501	196	39.1%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	501	247	49.3%	\$ 478,100
average annual cost per competitor				\$ 1,936

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	501	353	70.5%	\$ 831,656
# of competitions				2742
# of show days				4640
average annual cost per competitor				\$ 2,356

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	501	109	21.8%	\$ 130,443
average annual cost per competitor				\$ 1,197

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	501	247	49.3%	\$ 74,414
average annual cost per competitor				\$ 301

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	501	127	25.3%	\$ 565,960
average annual cost per competitor				\$ 4,456

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	157	0	0.0%
Halter / line classes	157	9	5.7%
Breed-specific competitions	157	1	0.6%
Dressage	157	25	15.9%
Hunter / Jumper	157	55	35.0%
Eventing	157	5	3.2%
Driving	157	8	5.1%
Endurance riding	157	0	0.0%
Reining	157	3	1.9%
Competitive trail riding	157	1	0.6%
Saddleseat	157	1	0.6%
Polo	157	0	0.0%
Barrel racing / pole bending	157	13	8.3%
Chuck wagon racing	157	0	0.0%
Cutting	157	1	0.6%
Rodeo	157	4	2.5%
Roping	157	3	1.9%
Team cattle penning	157	4	2.5%
Western pleasure	157	39	24.8%
Gymkhana	157	16	10.2%
Pony Club	157	7	4.5%
4H Club competitions	157	10	6.4%
Other	157	12	7.6%
TOTALS	157		137.9%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	157	157	820
average # of show days per active competitor in 2009			5.2

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	157	46	29.3%
Expect less show days	157	23	14.6%
Expect same # of show days	157	58	36.9%
Non respondents	30		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	300	91	30.3%	\$ 354,221
		# of children competing		157
		average annual cost per competitor		\$ 2,256

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	300	29	9.7%	\$ 28,474
		average annual cost per competitor		\$ 181

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	300	63	21.0%	\$ 17,080
		average annual cost per competitor		\$ 109

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	300	125	41.7%	\$ 175,810
		total # of children using coaching services		178
		average annual cost per competitor		\$ 988

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	300	102	34.0%	\$ 58,200
		average annual cost per competitor		\$ 371

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	228	142	62.3%	292
			average # of stallions per owner	2.1
			# of registered stallions	284

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	142	33	23.2%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	228	108	47.4%	1433
			# of stallions servicing mares	239
			average # of mares serviced per stallion	6.0
			annual revenue generated by stallion services	\$ 109,280

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	108	59	54.6%	512

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	228	226	99.1%	3054
			average # of mares per owner	13.5
			# of registered mares	1938
			% of registered mares	63.5%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	226	159	70.4%	1231
			average # mares bred per owner	7.7
			annual cost for outside stud services	\$ 182,300
			average cost for stud services per mare	\$ 148

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	226	52	23.0%	150
Less mares bred in 2010	226	78	34.5%	356
Same # of mares bred in 2010	226	95	42.0%	
Non-respondents	1			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	226	43	19.0%	88
Less mares bred than 2010	226	48	21.2%	196
Same # of mares bred than 2010	226	131	58.0%	
Non-respondents	4			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	228	77	33.8%	\$ 335,240
			# of horses	179
			average annual expenditure per horse	\$ 1,873

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	114	99	86.8%	617
Thoroughbred	114	17	14.9%	143
Standardbred	114	78	68.4%	442
Quarter Horse	114	4	3.5%	32

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	114	24	21.1%	57
Less horses racing in 2010	114	22	19.3%	53
Same # of horses racing in 2010	114	66	57.9%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	114	24	21.1%	100
Less horses racing in 2011	114	19	16.7%	62
Same # of horses racing in 2011	114	67	58.8%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	114	96	84.2%	5341
# of race days in province				4696
# of race days out of province				238
# of race days out of country				81

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	114	56	49.1%	477
Train other peoples' horses	56	54	96.4%	204
Horses with a trainer	56	36	64.3%	223
annual expenditure for horse training services				\$ 768,100
average expenditure for horse training services per horse				\$ 3,444

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	114	100	87.7%	\$ 49,058
average expenditure for licence / association fees per participant				\$ 491

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	114	96	84.2%	\$ 283,275
average expenditure for nomination / sustaining fees per participant				\$ 2,951

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	114	91	79.8%	\$ 253,275
average expenditure for starter fees per participant				\$ 2,783

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	114	88	77.2%	\$ 122,685
average expenditure on travel for racing per participant				\$ 1,394

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	117	5	4.3%
Nova Scotia	117	8	6.8%
Prince Edward Island	117	7	6.0%
New Brunswick	117	7	6.0%
Quebec	117	4	3.4%
Ontario	117	63	53.8%
Manitoba	117	4	3.4%
Saskatchewan	117	3	2.6%
Alberta	117	12	10.3%
British Columbia	117	4	3.4%
Yukon / Northwest Territories	117	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	117	45	38.5%
Male	117	72	61.5%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	115	0	0.0%	
20 to 29	115	8	7.0%	
30 to 39	115	8	7.0%	
40 to 49	115	21	18.3%	
50 to 59	115	30	26.1%	Median
60 to 69	115	33	28.7%	
Over 70	115	15	13.0%	
Unknown Age	2	115		

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	91	20	22.0%	
\$40,000 to \$60,000 per year	91	23	25.3%	
\$60,000 to \$80,000 per year	91	12	13.2%	Median
\$80,000 to \$100,000 per year	91	10	11.0%	
Over \$100,000 per year	91	26	28.6%	
Non-respondents	26			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	117	42	35.9%
Majority of household income	117	30	25.6%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	113	60	53.1%
No	113	53	46.9%
Non-respondents	4		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	117	114	97.4%	254
				adults per household who ride 127
				average # of adults per household who ride 1.1

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	117	31	26.5%	41
				children per household who ride 14
				average # of children per household who ride 0.5

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	117	80	68.4%	
Dogs	80	64	80.0%	93
Cats	80	49	61.3%	113
Other Pets	80	2	2.5%	36
				average # of dogs per household 1.5
				average # of cats per household 2.3
				average # of other pets per household 18.0

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	117	100	85.5%	868
Non-owners, expect to own in 5 years	17	10	58.8%	
				average # of horses owned 8.7

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	117	53	45.3%	258
				average equivalent horses owned 4.9

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	100	66	66.0%	139
				average # of horses owned 2.1

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	100	33	33.0%	729
				average # of horses owned 22.1

Use the Internet	Max. Sample	Responses	% of Sample
Yes	117	103	88.0%
Non-users who expect to use next year	13	5	38.5%
Have e-mail	103	87	84.5%
Have high speed internet service	103	84	81.6%
Purchase horse products over internet	103	27	26.2%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	100	58	58.0%	4960
% of acreage used for horses				51.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	58	41	70.7%	718
No	58	16	27.6%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	117	29	24.8%
Less than five years	117	1	0.9%
Five to 10 years	117	6	5.1%
More than 10 years	117	76	65.0%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	117	17	14.5%
Less than five years	117	5	4.3%
Five to 10 years	117	10	8.5%
More than 10 years	117	82	70.1%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	100	18	18.0%	69
Less	100	21	21.0%	164
The same #	100	57	57.0%	436
Non-respondents	4			
net increase / decrease in herd size				-10.9% -95

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	91	18	19.8%	99
Less	91	33	36.3%	421
The same #	91	40	44.0%	247
Non-respondents	9			
net increase / decrease in herd size				-37.1% -322

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	100	16	16.0%
Less	100	37	37.0%
The same #	100	44	44.0%
Don't know	100	3	3.0%
Non-owners who expect to own	17	10	58.8%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	100	20	20.0%
Less	100	20	20.0%
The same #	100	57	57.0%
Don't know	100	3	3.0%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	58	37	63.8%	\$ 16,465,570
average investment in property improvements per property owner				\$ 445,015

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	100	66	66.0%	\$ 1,317,600
# of horses owned				677
average capital invested in tack per horse				\$ 1,946
average capital invested in tack per horse owner				\$ 19,964

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	100	62	62.0%	\$ 1,587,076
# of horses owned				638
average capital investment in horse-related equipment per horse				\$ 2,488
average capital invested in horse-related equipment per horse owner				\$ 25,598

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	117	112	95.7%	259
Pay fees to	117	110	94.0%	247
How much per year	117	101	86.3%	\$ 55,639
average # of clubs / associations pay fees to				2.2

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	868	7	0.8%	2.3
Nova Scotia	868	79	9.1%	13.2
Prince Edward Island	868	20	2.3%	4.0
New Brunswick	868	28	3.2%	5.6
Quebec	868	15	1.7%	3.8
Ontario	868	515	59.3%	11.2
Manitoba	868	137	15.8%	34.3
Saskatchewan	868	2	0.2%	1.0
Alberta	868	43	5.0%	6.1
British Columbia	868	22	2.5%	5.5
Yukon / Northwest Territories	868	0	0.0%	0.0

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	100	\$ 2,131,100	245
Estimated current market value	100	\$ 2,877,700	437
average capital investment per horse		\$	8,698
average estimated market value per horse		\$	6,585

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	100	25	25.0%	49

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	100	57	57.0%	260

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	100	25	25.0%	92

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	100	45	45.0%	267

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	48	38	79.2%	274
Competition / sport market	48	1	2.1%	3
Breeding stock market	48	1	2.1%	3
Pleasure riding market	48	5	10.4%	17
Work horse market	48	3	6.3%	9
Meat market	48	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	868	181	20.9%
Mature horses	868	708	81.6%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	708	530	74.9%
Competition	708	6	0.8%
Recreational riding / driving	708	27	3.8%
Breeding	708	101	14.3%
Riding lessons	708	0	0.0%
Trail rides / tourist activities	708	0	0.0%
Work	708	0	0.0%
Companionship or full retirement	708	44	6.2%
PMU production	708	0	0.0%
Meat production	708	0	0.0%
Other use	708	0	0.0%
Horses for multiple uses	708	0	0.0%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	181	6	3.3%
Western sport competition	181	3	1.7%
Racing	181	169	93.4%
Breed sport competition	181	0	0.0%
Pleasure riding	181	3	1.7%
Breeding stock	181	0	0.0%
Ranch work / farm work	181	0	0.0%
Meat production	181	0	0.0%
Other use	181	0	0.0%
Horses for multiple uses	181	0	0.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	100	73	73.0%	\$ 837,960
			# of horses	818
			average expenditure per horse	\$ 1,024
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	100	61	61.0%	\$ 595,840
			# of horses	565
			average expenditure per horse	\$ 1,055
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	100	75	75.0%	\$ 222,240
			# of horses	624
			average expenditure per horse	\$ 356
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	100	61	61.0%	\$ 295,395
			# of horses	687
			average expenditure per horse	\$ 430
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	100	76	76.0%	\$ 172,450
			# of horses	788
			average expenditure per horse	\$ 219
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	100	88	88.0%	\$ 707,175
			# of horses	740
			average expenditure per horse	\$ 956
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	100	42	42.0%	\$ 180,050
			# of horses	219
			average expenditure per horse	\$ 822
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	100	72	72.0%	\$ 437,323
			# of horses	727
			average expenditure per horse	\$ 602

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	100	15	15.0%	\$ 18,460
			# of horses	70
			average expenditure per horse	\$ 264
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	100	25	25.0%	\$ 16,840
			# of horses	267
			average expenditure per horse	\$ 63
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	58	37	63.8%	\$ 393,300
			average expenditure per property owner	\$ 10,630
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	100	66	66.0%	\$ 119,070
			average expenditure per horse owner	\$ 1,804
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	100	34	34.0%	\$ 92,400
			average expenditure per horse owner	\$ 2,718
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	100	46	46.0%	\$ 339,546
			# of horses boarded	126
			average expenditure per horse	\$ 2,695
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	12	0	0.0%	\$ -
			# of horses in training	0
			average expenditure per horse	
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	117	33	28.2%	\$ 163,700
			average cost per participant	\$ 4,961
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	117	62	53.0%	\$ 304,880
			average cost per participant	\$ 4,917

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	117	34	29.1%
Farrier visits	117	56	47.9%
Vet visits	117	61	52.1%
Immunizations	117	63	53.8%
De-worming schedules	117	63	53.8%
Breeding	117	42	35.9%
Competition	117	41	35.0%
Drug testing	117	20	17.1%
Horse ownership	117	50	42.7%
Medication treatment	117	62	53.0%
Other	117	3	2.6%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	117	13	11.1%
Leave less than 10 times	117	16	13.7%
Leave between 10 and 20 times	117	8	6.8%
Leave more than 20 times	117	64	54.7%
Never leave the province	88	45	51.1%
Leave the province less than 10 times	88	34	38.6%
Leave the province more than 10 times	88	9	10.2%
Never leave the country	43	20	46.5%
Leave the country less than 10 times	43	19	44.2%
Leave the country more than 10 times	43	4	9.3%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	117	39	33.3%	325
average # of other peoples' horses cared for				8.3

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	117	18	15.4%
Cattle	18	7	38.9%
Poultry	18	6	33.3%
Donkeys	18	4	22.2%
Other	18	6	33.3%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	100	86	86.0%	847
Registered with more than one registry	86	15	17.4%	41
Have registration papers	86	75	87.2%	821
Have papers from Canadian registry	86	73	84.9%	676
Not registered, but could be	100	5	5.0%	13
Expected # of horses to be registered	5	4	80.0%	12

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	100	10	10.0%	29
Micro-chipped	100	4	4.0%	58
Tattoo'd	100	56	56.0%	457
Branded	100	44	44.0%	226

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	117	115	98.3%
Coach, instructor or trainer	117	19	16.2%
Farm, stable or ranch manager	117	38	32.5%
Breeder	117	41	35.0%
Industry professional	117	9	7.7%
Pleasure rider	117	34	29.1%
Competitor	117	6	5.1%
Show organizer, judge, official	117	4	3.4%
Owner	117	82	70.1%
Product sales	117	8	6.8%
TOTALS	117	356	304.2%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	117	117	100.0%
Coach, instructor or trainer	117	0	0.0%
Farm, stable or ranch manager	117	0	0.0%
Breeder	117	0	0.0%
Industry professional	117	0	0.0%
Pleasure rider	117	0	0.0%
Competitor	117	0	0.0%
Show organizer, judge, official	117	0	0.0%
Owner	117	0	0.0%
Product sales	117	0	0.0%
Non-respondents	0		
TOTALS	117	117	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	117	18	15.4%	291
annual revenue generated from horse boarding				\$ 1,272,750
average annual revenue per boarding facility				\$ 106,063

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	100	12	12.0%	57
				# of people riding
				96
				average # of riders per year per horse in use
				1.7

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	11	1	9.1%
Less	11	0	0.0%
The same #	11	10	90.9%
Non-respondents	1		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	117	4	3.4%	\$ 1,500
				# of riders coached
				8
				# of adult riders
				6
				# of youth riders
				2
				average # of students per coach
				2.0
				average revenue per coach
				\$ 750

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	117	32	27.4%	\$ 2,081,000
				average annual revenue per trainer
				\$ 99,095

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	117	90	76.9%	11081
				Annual paid salary
				\$ 1,578,400
				# of paid hours per week
				1566
				# of unpaid hours per week
				9515
				average # of paid hours per week
				120.5
				average weekly salary
				\$ 2,335
				average hourly pay
				\$ 19.38

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	1	0	0.0%
Halter / line classes	1	0	0.0%
Breed-specific competitions	1	0	0.0%
Dressage	1	0	0.0%
Hunter / Jumper	1	0	0.0%
Eventing	1	0	0.0%
Driving	1	0	0.0%
Endurance riding	1	0	0.0%
Reining	1	0	0.0%
Competitive trail riding	1	0	0.0%
Saddleseat	1	0	0.0%
Polo	1	0	0.0%
Barrel racing / pole bending	1	0	0.0%
Chuck wagon racing	1	0	0.0%
Cutting	1	0	0.0%
Rodeo	1	0	0.0%
Roping	1	0	0.0%
Team cattle penning	1	0	0.0%
Western pleasure	1	0	0.0%
Gymkhana	1	0	0.0%
Pony Club	1	0	0.0%
4H Club competitions	1	0	0.0%
Other	1	0	0.0%
TOTALS			0.0%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	1	0	0	
# of show days	1	0	0	
# of show days in province	1	0	0	
# of show days in other provinces	1	0	0	
# of show days outside Canada	1	0	0	
average # of show days per active competitor in 2009				

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	1	0	0.0%
Expect less show days	1	0	0.0%
Expect same # of show days	1	0	0.0%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
average annual cost per competitor				

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
# of competitions				0
# of show days				0
average annual cost per competitor				

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
average annual cost per competitor				

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
average annual cost per competitor				

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	1	0	0.0%	\$ -
average annual cost per competitor				

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	2	0	0.0%
Halter / line classes	2	0	0.0%
Breed-specific competitions	2	0	0.0%
Dressage	2	1	50.0%
Hunter / Jumper	2	1	50.0%
Eventing	2	0	0.0%
Driving	2	0	0.0%
Endurance riding	2	0	0.0%
Reining	2	0	0.0%
Competitive trail riding	2	0	0.0%
Saddleseat	2	0	0.0%
Polo	2	0	0.0%
Barrel racing / pole bending	2	0	0.0%
Chuck wagon racing	2	0	0.0%
Cutting	2	0	0.0%
Rodeo	2	0	0.0%
Roping	2	0	0.0%
Team cattle penning	2	0	0.0%
Western pleasure	2	1	50.0%
Gymkhana	2	0	0.0%
Pony Club	2	0	0.0%
4H Club competitions	2	0	0.0%
Other	2	0	0.0%
TOTALS	2		150.0%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	2	2	12
average # of show days per active competitor in 2009			6.0

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	2	2	100.0%
Expect less show days	2	0	0.0%
Expect same # of show days	2	0	0.0%
Non respondents	0		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	11	2	18.2%	\$ 70,150
# of children competing				2
average annual cost per competitor				\$ 35,075

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	11	1	9.1%	\$ 8,000
average annual cost per competitor				\$ 4,000

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	11	1	9.1%	\$ 300
average annual cost per competitor				\$ 150

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	11	3	27.3%	\$ 2,100
total # of children using coaching services				5
average annual cost per competitor				\$ 420

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	11	2	18.2%	\$ 1,520
average annual cost per competitor				\$ 760

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # of stallions per owner			
	# of registered stallions			0
Collect for Artificial Insemination	Max. Sample	Responses	% of Sample	
Yes	0	0		
# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # of mares serviced per stallion			0
	annual revenue generated by stallion services			\$ -
# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	0	0		0

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # of mares per owner			
	# of registered mares			0
	% of registered mares			

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # mares bred per owner			
	annual cost for outside stud services			\$ -
	average cost for stud services per mare			

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	0	0		0
Less mares bred in 2010	0	0		0
Same # of mares bred in 2010	0	0		
Non-respondents	0			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	0	0		0
Less mares bred than 2010	0	0		0
Same # of mares bred than 2010	0	0		
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	0	0		\$ -
	average annual expenditure per horse			0

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	114	103	90.4%	524
Thoroughbred	114	15	13.2%	99
Standardbred	114	85	74.6%	401
Quarter Horse	114	3	2.6%	24

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	114	23	20.2%	65
Less horses racing in 2010	114	20	17.5%	55
Same # of horses racing in 2010	114	68	59.6%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	114	32	28.1%	86
Less horses racing in 2011	114	14	12.3%	49
Same # of horses racing in 2011	114	67	58.8%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	114	92	80.7%	5498
# of race days in province				5003
# of race days out of province				358
# of race days out of country				71

Horse Training for Racing*	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	114	47	41.2%	364
Train other peoples' horses	47	44	93.6%	194
Horses with a trainer	67	48	71.6%	258
annual expenditure for horse training services				\$ 1,049,100
average expenditure for horse training services per horse				\$ 4,066

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	114	105	92.1%	\$ 43,721
average expenditure for licence / association fees per participant				\$ 416

Annual Expenditure on Nomination and Sustaining Fees*	Max. Sample	Responses	% of Sample	How Much
	114	101	88.6%	\$ 265,070
average expenditure for nomination / sustaining fees per participant				\$ 2,624

Annual Expenditure on Starter Fees*	Max. Sample	Responses	% of Sample	How Much
	114	98	86.0%	\$ 168,045
average expenditure for starter fees per participant				\$ 1,715

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	114	98	86.0%	\$ 84,685
average expenditure on travel for racing per participant				\$ 864

* Corrected May 11, 2011

* Corrected May 11, 2011

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	186	0	0.0%
Nova Scotia	186	4	2.2%
Prince Edward Island	186	3	1.6%
New Brunswick	186	5	2.7%
Quebec	186	8	4.3%
Ontario	186	39	21.0%
Manitoba	186	25	13.4%
Saskatchewan	186	32	17.2%
Alberta	186	49	26.3%
British Columbia	186	21	11.3%
Yukon / Northwest Territories	186	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	186	133	71.5%
Male	186	53	28.5%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	183	0	0.0%	
20 to 29	183	8	4.4%	
30 to 39	183	13	7.1%	
40 to 49	183	39	21.3%	
50 to 59	183	63	34.4%	Median
60 to 69	183	44	24.0%	
Over 70	183	16	8.7%	
Unknown Age	3			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	128	24	18.8%	
\$40,000 to \$60,000 per year	128	17	13.3%	
\$60,000 to \$80,000 per year	128	22	17.2%	
\$80,000 to \$100,000 per year	128	16	12.5%	Median
Over \$100,000 per year	128	49	38.3%	
Non-respondents	58			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	186	33	17.7%
Majority of household income	186	26	14.0%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	186	104	55.9%
No	186	82	44.1%
Non-respondents	0		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	186	186	100.0%	428
				adults per household who ride 317
				average # of adults per household who ride 1.7

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	186	46	24.7%	87
				children per household who ride 48
				average # of children per household who ride 1.0

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	186	158	84.9%	
Dogs	158	138	87.3%	300
Cats	158	96	60.8%	296
Other Pets	158	8	5.1%	14
				average # of dogs per household 2.2
				average # of cats per household 3.1
				average # of other pets per household 1.8

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	186	185	99.5%	5433
Non-owners, expect to own in 5 years	1	1	100.0%	
				average # of horses owned 29.4

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	186	26	14.0%	129
				average equivalent horses owned 5.0

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	185	24	13.0%	85
				average # of horses owned 3.5

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	185	161	87.0%	5348
				average # of horses owned 33.2

Use the Internet	Max. Sample	Responses	% of Sample
Yes	186	165	88.7%
Non-users who expect to use next year	21	4	19.0%
Have e-mail	165	159	96.4%
Have high speed internet service	165	110	66.7%
Purchase horse products over internet	165	81	49.1%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	185	180	97.3%	120191
% of acreage used for horses				23.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	180	147	81.7%	4953
No	180	30	16.7%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	186	13	7.0%
Less than five years	186	0	0.0%
Five to 10 years	186	3	1.6%
More than 10 years	186	169	90.9%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	186	1	0.5%
Less than five years	186	0	0.0%
Five to 10 years	186	6	3.2%
More than 10 years	186	177	95.2%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	185	68	36.8%	505
Less	185	55	29.7%	543
The same #	185	61	33.0%	2387
Non-respondents	1			
net increase / decrease in herd size				-0.7% -38

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	184	67	36.4%	832
Less	184	71	38.6%	1500
The same #	184	46	25.0%	1628
Non-respondents	1			
net increase / decrease in herd size				-12.3% -668

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	185	26	14.1%
Less	185	100	54.1%
The same #	185	58	31.4%
Don't know	185	1	0.5%
Non-owners who expect to own	1	1	100.0%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	185	30	16.2%
Less	185	77	41.6%
The same #	185	77	41.6%
Don't know	185	1	0.5%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	180	115	63.9%	\$ 21,845,500
average investment in property improvements per property owner				\$ 189,961

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	185	135	73.0%	\$ 1,843,550
# of horses owned				4306
average capital invested in tack per horse				\$ 428
average capital invested in tack per horse owner				\$ 13,656

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	185	135	73.0%	\$ 3,310,409
# of horses owned				4217
average capital investment in horse-related equipment per horse				\$ 785
average capital invested in horse-related equipment per horse owner				\$ 24,522

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	186	185	99.5%	547
Pay fees to	186	180	96.8%	529
How much per year	186	161	86.6%	\$ 60,143
average # of clubs / associations pay fees to				2.9

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	5433	0	0.0%	0.0
Nova Scotia	5433	64	1.2%	16.0
Prince Edward Island	5433	28	0.5%	9.3
New Brunswick	5433	159	2.9%	39.8
Quebec	5433	165	3.0%	20.6
Ontario	5433	743	13.7%	19.1
Manitoba	5433	1568	28.9%	65.3
Saskatchewan	5433	1278	23.5%	39.9
Alberta	5433	1149	21.1%	23.9
British Columbia	5433	279	5.1%	13.3
Yukon / Northwest Territories	5433	0	0.0%	0.0

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	185	\$ 4,345,300	951
Estimated current market value	185	\$ 12,848,008	3184
average capital investment per horse		\$ 4,569	
average estimated market value per horse		\$ 4,035	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	185	43	23.2%	1614

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	185	86	46.5%	2937

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	185	94	50.8%	1995

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	185	132	71.4%	4371

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	146	9	6.2%	109
Competition / sport market	146	51	34.9%	450
Breeding stock market	146	20	13.7%	140
Pleasure riding market	146	48	32.9%	513
Work horse market	146	10	6.8%	116
Meat market	146	8	5.5%	4227

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	5433	1871	34.4%
Mature horses	5433	3560	65.5%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	3560	128	3.6%
Competition	3560	478	13.4%
Recreational riding / driving	3560	361	10.1%
Breeding	3560	2136	60.0%
Riding lessons	3560	42	1.2%
Trail rides / tourist activities	3560	15	0.4%
Work	3560	128	3.6%
Companionship or full retirement	3560	135	3.8%
PMU production	3560	75	2.1%
Meat production	3560	20	0.6%
Other use	3560	43	1.2%
Horses for multiple uses	3560		

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	1871	781	41.7%
Western sport competition	1871	247	13.2%
Racing	1871	108	5.8%
Breed sport competition	1871	21	1.1%
Pleasure riding	1871	309	16.5%
Breeding stock	1871	187	10.0%
Ranch work / farm work	1871	143	7.6%
Meat production	1871	15	0.8%
Other use	1871	59	3.2%
Horses for multiple uses	1871	1	0.1%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	185	149	80.5%	\$ 618,232
			# of horses	2938
			average expenditure per horse	\$ 210
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	185	128	69.2%	\$ 956,420
			# of horses	2936
			average expenditure per horse	\$ 326
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	185	140	75.7%	\$ 140,180
			# of horses	2130
			average expenditure per horse	\$ 66
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	185	108	58.4%	\$ 212,099
			# of horses	1721
			average expenditure per horse	\$ 123
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	185	156	84.3%	\$ 166,770
			# of horses	3785
			average expenditure per horse	\$ 44
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	185	126	68.1%	\$ 558,456
			# of horses	2247
			average expenditure per horse	\$ 249
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	185	114	61.6%	\$ 444,870
			# of horses	354
			average expenditure per horse	\$ 1,257
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	185	147	79.5%	\$ 315,585
			# of horses	3104
			average expenditure per horse	\$ 102

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	185	36	19.5%	\$ 18,810
			# of horses	99
			average expenditure per horse	\$ 190
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	185	23	12.4%	\$ 12,610
			# of horses	212
			average expenditure per horse	\$ 59
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	180	132	73.3%	\$ 900,400
			average expenditure per property owner	\$ 6,821
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	185	135	73.0%	\$ 137,857
			average expenditure per horse owner	\$ 1,021
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	185	48	25.9%	\$ 71,925
			average expenditure per horse owner	\$ 1,498
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	185	27	14.6%	\$ 143,940
			# of horses boarded	71
			average expenditure per horse	\$ 2,027
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	76	72	94.7%	\$ 339,420
			# of horses in training	163
			average expenditure per horse	\$ 2,082
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	186	34	18.3%	\$ 186,500
			average cost per participant	\$ 5,485
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	186	146	78.5%	\$ 204,350
			average cost per participant	\$ 1,400

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	186	50	26.9%
Farrier visits	186	115	61.8%
Vet visits	186	119	64.0%
Immunizations	186	125	67.2%
De-worming schedules	186	136	73.1%
Breeding	186	130	69.9%
Competition	186	46	24.7%
Drug testing	186	22	11.8%
Horse ownership	186	105	56.5%
Medication treatment	186	117	62.9%
Other	186	7	3.8%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	186	37	19.9%
Leave less than 10 times	186	81	43.5%
Leave between 10 and 20 times	186	32	17.2%
Leave more than 20 times	186	35	18.8%
Never leave the province	148	88	59.5%
Leave the province less than 10 times	148	51	34.5%
Leave the province more than 10 times	148	10	6.8%
Never leave the country	61	35	57.4%
Leave the country less than 10 times	61	22	36.1%
Leave the country more than 10 times	61	4	6.6%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	186	42	22.6%	230
average # of other peoples' horses cared for				5.5

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	186	76	40.9%
Cattle	76	50	65.8%
Poultry	76	16	21.1%
Donkeys	76	7	9.2%
Other	76	26	34.2%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	185	182	98.4%	4885
Registered with more than one registry	182	63	34.6%	415
Have registration papers	182	170	93.4%	4677
Have papers from Canadian registry	182	131	72.0%	2178
Not registered, but could be	185	59	31.9%	404
Expected # of horses to be registered	59	46	78.0%	336

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	185	45	24.3%	311
Micro-chipped	185	48	25.9%	1225
Tattoo'd	185	48	25.9%	334
Branded	185	74	40.0%	1378

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	186	14	7.5%
Coach, instructor or trainer	186	28	15.1%
Farm, stable or ranch manager	186	121	65.1%
Breeder	186	185	99.5%
Industry professional	186	12	6.5%
Pleasure rider	186	134	72.0%
Competitor	186	48	25.8%
Show organizer, judge, official	186	36	19.4%
Owner	186	175	94.1%
Product sales	186	16	8.6%
TOTALS	186	769	413.6%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	186	0	0.0%
Coach, instructor or trainer	186	0	0.0%
Farm, stable or ranch manager	186	0	0.0%
Breeder	186	186	100.0%
Industry professional	186	0	0.0%
Pleasure rider	186	0	0.0%
Competitor	186	0	0.0%
Show organizer, judge, official	186	0	0.0%
Owner	186	0	0.0%
Product sales	186	0	0.0%
Non-respondents	0		
TOTALS	186	186	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	186	30	16.1%	182
annual revenue generated from horse boarding				\$ 435,350
average annual revenue per boarding facility				\$ 18,928

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	185	20	10.8%	131
			# of people riding	123
			average # of riders per year per horse in use	0.9

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	19	4	21.1%
Less	19	3	15.8%
The same #	19	12	63.2%
Non-respondents	1		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	186	8	4.3%	\$ 5,520
			# of riders coached	66
			# of adult riders	34
			# of youth riders	32
			average # of students per coach	8.3
			average revenue per coach	\$ 1,104

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	186	16	8.6%	\$ 52,420
			average annual revenue per trainer	\$ 4,368

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	186	173	93.0%	6366
Annual paid salary	173	14	8.1%	\$ 164,800
# of paid hours per week	173	14	8.1%	318
# of unpaid hours per week	159	145	91.2%	6048
			average # of paid hours per week	22.7
			average weekly salary	\$ 226
			average hourly pay	\$ 9.97

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	47	0	0.0%
Halter / line classes	47	12	25.5%
Breed-specific competitions	47	4	8.5%
Dressage	47	16	34.0%
Hunter / Jumper	47	7	14.9%
Eventing	47	3	6.4%
Driving	47	12	25.5%
Endurance riding	47	2	4.3%
Reining	47	4	8.5%
Competitive trail riding	47	2	4.3%
Saddleseat	47	2	4.3%
Polo	47	0	0.0%
Barrel racing / pole bending	47	3	6.4%
Chuck wagon racing	47	0	0.0%
Cutting	47	2	4.3%
Rodeo	47	0	0.0%
Roping	47	0	0.0%
Team cattle penning	47	3	6.4%
Western pleasure	47	13	27.7%
Gymkhana	47	1	2.1%
Pony Club	47	1	2.1%
4H Club competitions	47	0	0.0%
Other	47	2	4.3%
TOTALS			181.0%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	47	32	192	6.0
# of show days	47	31	343	11.1
# of show days in province	47	29	237	8.2
# of show days in other provinces	47	9	48	5.3
# of show days outside Canada	47	3	26	8.7
average # of show days per active competitor in 2009				11.1

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	47	18	38.3%
Expect less show days	47	9	19.1%
Expect same # of show days	47	20	42.6%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	47	17	36.2%	\$ 26,140
average annual cost per competitor				\$ 1,538

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	47	27	57.4%	\$ 51,000
# of competitions				172
# of show days				299
average annual cost per competitor				\$ 1,889

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	47	16	34.0%	\$ 9,200
average annual cost per competitor				\$ 575

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	47	21	44.7%	\$ 8,800
average annual cost per competitor				\$ 419

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	47	21	44.7%	\$ 44,570
average annual cost per competitor				\$ 2,122

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	15	0	0.0%
Halter / line classes	15	1	6.7%
Breed-specific competitions	15	0	0.0%
Dressage	15	2	13.3%
Hunter / Jumper	15	2	13.3%
Eventing	15	0	0.0%
Driving	15	1	6.7%
Endurance riding	15	0	0.0%
Reining	15	1	6.7%
Competitive trail riding	15	0	0.0%
Saddleseat	15	0	0.0%
Polo	15	0	0.0%
Barrel racing / pole bending	15	1	6.7%
Chuck wagon racing	15	0	0.0%
Cutting	15	0	0.0%
Rodeo	15	2	13.3%
Roping	15	0	0.0%
Team cattle penning	15	0	0.0%
Western pleasure	15	1	6.7%
Gymkhana	15	1	6.7%
Pony Club	15	0	0.0%
4H Club competitions	15	1	6.7%
Other	15	1	6.7%
TOTALS	15		93.5%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	15	15	63
average # of show days per active competitor in 2009			4.2

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	15	7	46.7%
Expect less show days	15	1	6.7%
Expect same # of show days	15	2	13.3%
Non respondents	5		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	29	6	20.7%	\$ 8,850
# of children competing				15
average annual cost per competitor				\$ 590

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	29	0	0.0%	\$ -
average annual cost per competitor				\$ -

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	29	5	17.2%	\$ 3,060
average annual cost per competitor				\$ 204

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	29	9	31.0%	\$ 13,600
total # of children using coaching services				13
average annual cost per competitor				\$ 1,046

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	29	10	34.5%	\$ 13,950
average annual cost per competitor				\$ 930

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	123	88	71.5%	211
			average # of stallions per owner	2.4
			# of registered stallions	207

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	88	25	28.4%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	123	69	56.1%	1201
			# of stallions servicing mares	183
			average # of mares serviced per stallion	6.6
			annual revenue generated by stallion services	\$ 68,300

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	69	38	55.1%	440

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	123	123	100.0%	1458
			average # of mares per owner	11.9
			# of registered mares	1414
			% of registered mares	97.0%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	123	97	78.9%	1020
			average # mares bred per owner	10.5
			annual cost for outside stud services	\$ 119,450
			average cost for stud services per mare	\$ 117

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	123	26	21.1%	100
Less mares bred in 2010	123	47	38.2%	287
Same # of mares bred in 2010	123	49	39.8%	
Non-respondents	1			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	123	17	13.8%	43
Less mares bred than 2010	123	30	24.4%	161
Same # of mares bred than 2010	123	74	60.2%	
Non-respondents	2			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	123	51	41.5%	\$ 265,850
			# of horses	136
			average annual expenditure per horse	\$ 1,955

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	14	11	78.6%	47
Thoroughbred	14	2	14.3%	3
Standardbred	14	9	64.3%	44
Quarter Horse	14	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	14	4	28.6%	8
Less horses racing in 2010	14	4	28.6%	7
Same # of horses racing in 2010	14	6	42.9%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	14	3	21.4%	7
Less horses racing in 2011	14	1	7.1%	0
Same # of horses racing in 2011	14	9	64.3%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	14	12	85.7%	335
# of race days in province				303
# of race days out of province				32
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	14	3	21.4%	20
Train other peoples' horses	3	3	100.0%	0
Horses with a trainer	10	5	50.0%	16
annual expenditure for horse training services				\$ 70,000
average expenditure for horse training services per horse				\$ 4,375

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	14	11	78.6%	\$ 3,410
average expenditure for licence / association fees per participant				\$ 310

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	14	12	85.7%	\$ 20,100
average expenditure for nomination / sustaining fees per participant				\$ 1,675

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	14	11	78.6%	\$ 8,000
average expenditure for starter fees per participant				\$ 727

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	14	9	64.3%	\$ 8,800
average expenditure on travel for racing per participant				\$ 978

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	412	1	0.2%
Nova Scotia	412	17	4.1%
Prince Edward Island	412	1	0.2%
New Brunswick	412	2	0.5%
Quebec	412	46	11.2%
Ontario	412	107	26.0%
Manitoba	412	32	7.8%
Saskatchewan	412	30	7.3%
Alberta	412	113	27.4%
British Columbia	412	63	15.3%
Yukon / Northwest Territories	412	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	412	360	87.4%
Male	412	52	12.6%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	411	29	7.1%	
20 to 29	411	117	28.5%	
30 to 39	411	67	16.3%	Median
40 to 49	411	74	18.0%	
50 to 59	411	83	20.2%	
60 to 69	411	35	8.5%	
Over 70	411	6	1.5%	
Unknown Age	1			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	305	34	11.1%	
\$40,000 to \$60,000 per year	305	44	14.4%	
\$60,000 to \$80,000 per year	305	44	14.4%	
\$80,000 to \$100,000 per year	305	45	14.8%	Median
Over \$100,000 per year	305	138	45.2%	
Non-respondents	107			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	412	75	18.2%
Majority of household income	412	31	7.5%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	409	333	81.4%
No	409	76	18.6%
Non-respondents	3		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	412	409	99.3%	979
				adults per household who ride 603
				average # of adults per household who ride 1.5

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	412	118	28.6%	202
				children per household who ride 88
				average # of children per household who ride 0.7

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	412	347	84.2%	
Dogs	347	297	85.6%	526
Cats	347	213	61.4%	488
Other Pets	347	37	10.7%	91
				average # of dogs per household 1.8
				average # of cats per household 2.3
				average # of other pets per household 2.5

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	412	385	93.4%	1849
Non-owners, expect to own in 5 years	27	19	70.4%	
				average # of horses owned 4.8

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	412	21	5.1%	31
				average equivalent horses owned 1.5

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	385	305	79.2%	712
				average # of horses owned 2.3

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	385	80	20.8%	1137
				average # of horses owned 14.2

Use the Internet	Max. Sample	Responses	% of Sample
Yes	412	396	96.1%
Non-users who expect to use next year	16	2	12.5%
Have e-mail	396	381	96.2%
Have high speed internet service	396	341	86.1%
Purchase horse products over internet	396	245	61.9%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	385	201	52.2%	48564
% of acreage used for horses				12.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	201	115	57.2%	1066
No	201	78	38.8%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	412	1	0.2%
Less than five years	412	7	1.7%
Five to 10 years	412	30	7.3%
More than 10 years	412	370	89.8%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	412	27	6.6%
Less than five years	412	25	6.1%
Five to 10 years	412	51	12.4%
More than 10 years	412	311	75.5%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	385	94	24.4%	207
Less	385	84	21.8%	201
The same #	385	209	54.3%	1002
Non-respondents				
net increase / decrease in herd size			0.3%	6

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	363	117	32.2%	340
Less	363	103	28.4%	370
The same #	363	143	39.4%	766
Non-respondents	22			
net increase / decrease in herd size			-1.6%	-30

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	385	99	25.7%
Less	385	82	21.3%
The same #	385	206	53.5%
Don't know	385		
Non-owners who expect to own	27	19	70.4%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	385	59	15.3%
Less	385	56	14.5%
The same #	385	272	70.6%
Don't know	385		

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	201	142	70.6%	\$ 20,748,900
average investment in property improvements per property owner				\$ 146,119

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	385	296	76.9%	\$ 4,958,280
# of horses owned				1646
average capital invested in tack per horse				\$ 3,012
average capital invested in tack per horse owner				\$ 16,751

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	385	227	59.0%	\$ 6,682,900
# of horses owned				1464
average capital investment in horse-related equipment per horse				\$ 4,565
average capital invested in horse-related equipment per horse owner				\$ 29,440

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	412	408	99.0%	1326
Pay fees to	412	396	96.1%	1311
How much per year	412	366	88.8%	\$ 116,077
average # of clubs / associations pay fees to				3.3

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	1849	4	0.2%	4.0
Nova Scotia	1849	58	3.1%	3.6
Prince Edward Island	1849	3	0.2%	3.0
New Brunswick	1849	9	0.5%	4.5
Quebec	1849	120	6.5%	2.9
Ontario	1849	337	18.2%	3.6
Manitoba	1849	165	8.9%	5.2
Saskatchewan	1849	386	20.9%	13.3
Alberta	1849	509	27.5%	4.6
British Columbia	1849	258	14.0%	4.4
Yukon / Northwest Territories	1849	0	0.0%	0.0

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	385	\$ 10,928,375	845
Estimated current market value	385	\$ 18,449,798	1453
average capital investment per horse		\$ 12,933	
average estimated market value per horse		\$ 12,698	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	385	58	15.1%	73

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	385	174	45.2%	307

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	385	50	13.0%	84

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	385	120	31.2%	431

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	133	2	1.5%	5
Competition / sport market	133	77	57.9%	351
Breeding stock market	133	6	4.5%	6
Pleasure riding market	133	44	33.1%	79
Work horse market	133	4	3.0%	16
Meat market	133	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	1849	372	20.1%
Mature horses	1849	1480	80.0%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	1480	30	2.0%
Competition	1480	906	61.2%
Recreational riding / driving	1480	140	9.5%
Breeding	1480	249	16.8%
Riding lessons	1480	12	0.8%
Trail rides / tourist activities	1480	1	0.1%
Work	1480	59	4.0%
Companionship or full retirement	1480	68	4.6%
PMU production	1480	0	0.0%
Meat production	1480	0	0.0%
Other use	1480	14	0.9%
Horses for multiple uses	1480	1	0.1%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	372	143	38.4%
Western sport competition	372	115	30.9%
Racing	372	4	1.1%
Breed sport competition	372	2	0.5%
Pleasure riding	372	82	22.0%
Breeding stock	372	2	0.5%
Ranch work / farm work	372	20	5.4%
Meat production	372	0	0.0%
Other use	372	5	1.3%
Horses for multiple uses	372		

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	385	209	54.3%	\$ 346,420
			# of horses	881
			average expenditure per horse	\$ 393
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	385	167	43.4%	\$ 486,851
			# of horses	819
			average expenditure per horse	\$ 594
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	385	280	72.7%	\$ 242,683
			# of horses	1175
			average expenditure per horse	\$ 207
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	385	146	37.9%	\$ 165,435
			# of horses	644
			average expenditure per horse	\$ 257
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	385	372	96.6%	\$ 241,732
			# of horses	1502
			average expenditure per horse	\$ 161
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	385	350	90.9%	\$ 823,009
			# of horses	1136
			average expenditure per horse	\$ 724
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	385	203	52.7%	\$ 662,656
			# of horses	353
			average expenditure per horse	\$ 1,877
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	385	359	93.2%	\$ 661,324
			# of horses	1414
			average expenditure per horse	\$ 468

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	385	165	42.9%	\$ 96,195
			# of horses	279
			average expenditure per horse	\$ 345
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	385	73	19.0%	\$ 35,251
			# of horses	228
			average expenditure per horse	\$ 155
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	201	143	71.1%	\$ 541,650
			average expenditure per property owner	\$ 3,788
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	385	296	76.9%	\$ 261,050
			average expenditure per horse owner	\$ 882
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	385	61	15.8%	\$ 80,875
			average expenditure per horse owner	\$ 1,326
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	385	217	56.4%	\$ 1,648,788
			# of horses boarded	355
			average expenditure per horse	\$ 4,644
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	475	125	26.3%	\$ 421,370
			# of horses in training	175
			average expenditure per horse	\$ 2,408
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	412	141	34.2%	\$ 253,850
			average cost per participant	\$ 1,800
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	412	257	62.4%	\$ 525,230
			average cost per participant	\$ 2,044

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	412	106	25.7%
Farrier visits	412	235	57.0%
Vet visits	412	273	66.3%
Immunizations	412	273	66.3%
De-worming schedules	412	252	61.2%
Breeding	412	97	23.5%
Competition	412	194	47.1%
Drug testing	412	40	9.7%
Horse ownership	412	178	43.2%
Medication treatment	412	230	55.8%
Other	412	12	2.9%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	412	8	1.9%
Leave less than 10 times	412	124	30.1%
Leave between 10 and 20 times	412	121	29.4%
Leave more than 20 times	412	145	35.2%
Never leave the province	390	190	48.7%
Leave the province less than 10 times	390	175	44.9%
Leave the province more than 10 times	390	26	6.7%
Never leave the country	201	96	47.8%
Leave the country less than 10 times	201	96	47.8%
Leave the country more than 10 times	201	10	5.0%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	412	79	19.2%	953
average # of other peoples' horses cared for				12.1

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	412	97	23.5%
Cattle	97	54	55.7%
Poultry	97	23	23.7%
Donkeys	97	14	14.4%
Other	97	43	44.3%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	385	332	86.2%	1386
Registered with more than one registry	332	79	23.8%	153
Have registration papers	332	306	92.2%	1327
Have papers from Canadian registry	332	205	61.7%	619
Not registered, but could be	385	75	19.5%	124
Expected # of horses to be registered	75	24	32.0%	40

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	385	216	56.1%	417
Micro-chipped	385	40	10.4%	177
Tattoo'd	385	80	20.8%	148
Branded	385	107	27.8%	258

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	412	3	0.7%
Coach, instructor or trainer	412	78	18.9%
Farm, stable or ranch manager	412	65	15.8%
Breeder	412	65	15.8%
Industry professional	412	11	2.7%
Pleasure rider	412	319	77.4%
Competitor	412	409	99.3%
Show organizer, judge, official	412	74	18.0%
Owner	412	355	86.2%
Product sales	412	14	3.4%
TOTALS	412	1393	338.2%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	412	0	0.0%
Coach, instructor or trainer	412	0	0.0%
Farm, stable or ranch manager	412	0	0.0%
Breeder	412	0	0.0%
Industry professional	412	0	0.0%
Pleasure rider	412	0	0.0%
Competitor	412	412	100.0%
Show organizer, judge, official	412	0	0.0%
Owner	412	0	0.0%
Product sales	412	0	0.0%
Non-respondents	0		
TOTALS	412	412	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	412	45	10.9%	309
annual revenue generated from horse boarding				\$ 522,290
average annual revenue per boarding facility				\$ 16,322

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	385	60	15.6%	131
			# of people riding	282
			average # of riders per year per horse in use	2.2

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	58	22	37.9%
Less	58	9	15.5%
The same #	58	27	46.6%
Non-respondents	2		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	412	66	16.0%	\$ 160,700
			# of riders coached	949
			# of adult riders	370
			# of youth riders	579
			average # of students per coach	14.4
			average revenue per coach	\$ 3,737

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	412	64	15.5%	\$ 302,000
			average annual revenue per trainer	\$ 7,190

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	412	371	90.0%	11255
Annual paid salary	371	10	2.7%	\$ 1,289,600
# of paid hours per week	371	10	2.7%	1865
# of unpaid hours per week	361	351	97.2%	9390
			average # of paid hours per week	186.5
			average weekly salary	\$ 2,480
			average hourly pay	\$ 13.30

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	406	1	0.2%
Halter / line classes	406	15	3.7%
Breed-specific competitions	406	19	4.7%
Dressage	406	124	30.5%
Hunter / Jumper	406	248	61.1%
Eventing	406	52	12.8%
Driving	406	22	5.4%
Endurance riding	406	9	2.2%
Reining	406	14	3.4%
Competitive trail riding	406	9	2.2%
Saddleseat	406	9	2.2%
Polo	406	1	0.2%
Barrel racing / pole bending	406	23	5.7%
Chuck wagon racing	406	0	0.0%
Cutting	406	4	1.0%
Rodeo	406	4	1.0%
Roping	406	11	2.7%
Team cattle penning	406	12	3.0%
Western pleasure	406	44	10.8%
Gymkhana	406	17	4.2%
Pony Club	406	0	0.0%
4H Club competitions	406	0	0.0%
Other	406	29	7.1%
TOTALS			152.8%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	406	349	3280	9.4
# of show days	406	347	6767	19.5
# of show days in province	406	336	5130	15.3
# of show days in other provinces	406	82	618	7.5
# of show days outside Canada	406	62	953	15.4
average # of show days per active competitor in 2009				19.5

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	406	145	35.7%
Expect less show days	406	118	29.1%
Expect same # of show days	406	140	34.5%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	406	256	63.1%	\$ 671,124
average annual cost per competitor				\$ 2,622

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	406	291	71.7%	\$ 1,239,303
# of competitions				2600
# of show days				5225
average annual cost per competitor				\$ 4,259

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	406	115	28.3%	\$ 191,270
average annual cost per competitor				\$ 1,663

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	406	196	48.3%	\$ 113,360
average annual cost per competitor				\$ 578

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	406	125	30.8%	\$ 375,240
average annual cost per competitor				\$ 3,002

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	39	0	0.0%
Halter / line classes	39	2	5.1%
Breed-specific competitions	39	2	5.1%
Dressage	39	8	20.5%
Hunter / Jumper	39	22	56.4%
Eventing	39	2	5.1%
Driving	39	1	2.6%
Endurance riding	39	0	0.0%
Reining	39	0	0.0%
Competitive trail riding	39	1	2.6%
Saddleseat	39	3	7.7%
Polo	39	0	0.0%
Barrel racing / pole bending	39	3	7.7%
Chuck wagon racing	39	0	0.0%
Cutting	39	0	0.0%
Rodeo	39	1	2.6%
Roping	39	1	2.6%
Team cattle penning	39	1	2.6%
Western pleasure	39	6	15.4%
Gymkhana	39	3	7.7%
Pony Club	39	0	0.0%
4H Club competitions	39	0	0.0%
Other	39	4	10.3%
TOTALS	39		154.0%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	39	39	296
average # of show days per active competitor in 2009			7.6

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	39	10	25.6%
Expect less show days	39	10	25.6%
Expect same # of show days	39	21	53.8%
Non respondents			

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	69	28	40.6%	\$ 154,489
# of children competing				39
average annual cost per competitor				\$ 3,961

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	69	8	11.6%	\$ 5,540
average annual cost per competitor				\$ 142

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	69	19	27.5%	\$ 5,120
average annual cost per competitor				\$ 131

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	69	32	46.4%	\$ 60,520
total # of children using coaching services				38
average annual cost per competitor				\$ 1,593

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	69	24	34.8%	\$ 13,500
average annual cost per competitor				\$ 346

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # of stallions per owner			
# of registered stallions			0	
Collect for Artificial Insemination	Max. Sample	Responses	% of Sample	
	0	0		
# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # of mares serviced per stallion			0
	annual revenue generated by stallion services			\$ -
# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	0	0		0

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # of mares per owner			
# of registered mares			0	
% of registered mares				

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	average # mares bred per owner			
annual cost for outside stud services			\$ -	
average cost for stud services per mare				

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	More mares bred in 2010			
	Less mares bred in 2010			0
Same # of mares bred in 2010			0	
Non-respondents			0	

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
	0	0		0
	More mares bred than 2010			
	Less mares bred than 2010			0
Same # of mares bred than 2010			0	
Non-respondents			0	

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	0	0		\$ -
	average annual expenditure per horse			0

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	2	2	100.0%	13
Thoroughbred	2	1	50.0%	10
Standardbred	2	1	50.0%	3
Quarter Horse	2	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	2	1	50.0%	1
Less horses racing in 2010	2	1	50.0%	5
Same # of horses racing in 2010	2	0	0.0%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	2	0	0.0%	0
Less horses racing in 2011	2	0	0.0%	0
Same # of horses racing in 2011	2	1	50.0%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	2	2	100.0%	80
# of race days in province				80
# of race days out of province				0
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	2	2	100.0%	3
Train other peoples' horses	2	2	100.0%	3
Horses with a trainer	0	0		0
annual expenditure for horse training services				\$ -
average expenditure for horse training services per horse				

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	2	2	100.0%	\$ 500
average expenditure for licence / association fees per participant				\$ 250

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	2	2	100.0%	\$ 10,000
average expenditure for nomination / sustaining fees per participant				\$ 5,000

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	2	2	100.0%	\$ 10,150
average expenditure for starter fees per participant				\$ 5,075

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	2	2	100.0%	\$ 5,700
average expenditure on travel for racing per participant				\$ 2,850

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	769	8	1.0%
Nova Scotia	769	10	1.3%
Prince Edward Island	769	4	0.5%
New Brunswick	769	11	1.4%
Quebec	769	156	20.3%
Ontario	769	135	17.6%
Manitoba	769	29	3.8%
Saskatchewan	769	75	9.8%
Alberta	769	92	12.0%
British Columbia	769	244	31.7%
Yukon / Northwest Territories	769	5	0.7%

Gender	Max. Sample	Responses	% of Sample
Female	769	670	87.1%
Male	769	99	12.9%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	760	18	2.4%	
20 to 29	760	92	12.1%	
30 to 39	760	88	11.6%	
40 to 49	760	174	22.9%	
50 to 59	760	234	30.8%	Median
60 to 69	760	117	15.4%	
Over 70	760	37	4.9%	
Unknown Age	9			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	537	102	19.0%	
\$40,000 to \$60,000 per year	537	122	22.7%	
\$60,000 to \$80,000 per year	537	82	15.3%	Median
\$80,000 to \$100,000 per year	537	78	14.5%	
Over \$100,000 per year	537	153	28.5%	
Non-respondents	232			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	769	39	5.1%
Majority of household income	769	10	1.3%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	760	570	75.0%
No	760	190	25.0%
Non-respondents	9		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	769	759	98.7%	1652
				adults per household who ride 1106
				average # of adults per household who ride 1.5

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	769	230	29.9%	417
				children per household who ride 264
				average # of children per household who ride 1.1

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	769	678	88.2%	
Dogs	678	569	83.9%	1019
Cats	678	443	65.3%	1046
Other Pets	678	77	11.4%	232
				average # of dogs per household 1.8
				average # of cats per household 2.4
				average # of other pets per household 3.0

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	769	685	89.1%	2299
Non-owners, expect to own in 5 years	84	60	71.4%	
				average # of horses owned 3.4

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	769	21	2.7%	97
				average equivalent horses owned 4.6

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	685	580	84.7%	1290
				average # of horses owned 2.2

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	685	95	13.9%	1009
				average # of horses owned 10.6

Use the Internet	Max. Sample	Responses	% of Sample
Yes	769	700	91.0%
Non-users who expect to use next year	65	15	23.1%
Have e-mail	700	671	95.9%
Have high speed internet service	700	565	80.7%
Purchase horse products over internet	700	305	43.6%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	685	400	58.4%	41011
% of acreage used for horses				25.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	400	180	45.0%	1041
No	400	206	51.5%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	769	8	1.0%
Less than five years	769	48	6.2%
Five to 10 years	769	83	10.8%
More than 10 years	769	622	80.9%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	769	95	12.4%
Less than five years	769	95	12.4%
Five to 10 years	769	104	13.5%
More than 10 years	769	485	63.1%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	685	182	26.6%	325
Less	685	111	16.2%	518
The same #	685	392	57.2%	1187
Non-respondents	0			
net increase / decrease in herd size				-8.4% -193

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	590	179	30.3%	457
Less	590	146	24.7%	835
The same #	590	265	44.9%	776
Non-respondents	95			
net increase / decrease in herd size				-16.4% -378

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	685	133	19.4%
Less	685	142	20.7%
The same #	685	409	59.7%
Don't know	685		
Non-owners who expect to own	84	60	71.4%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	685	87	12.7%
Less	685	65	9.5%
The same #	685	532	77.7%
Don't know	685		

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	400	256	64.0%	\$ 14,537,800
average investment in property improvements per property owner				\$ 56,788

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	685	418	61.0%	\$ 5,059,374
# of horses owned				2052
average capital invested in tack per horse				\$ 2,466
average capital invested in tack per horse owner				\$ 12,104

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	685	362	52.8%	\$ 4,128,927
# of horses owned				1613
average capital investment in horse-related equipment per horse				\$ 2,560
average capital invested in horse-related equipment per horse owner				\$ 11,406

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	769	752	97.8%	1421
Pay fees to	769	668	86.9%	1346
How much per year	769	613	79.7%	\$ 89,439
average # of clubs / associations pay fees to				2.0

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	2299	11	0.5%	1.6
Nova Scotia	2299	51	2.2%	5.7
Prince Edward Island	2299	19	0.8%	4.8
New Brunswick	2299	35	1.5%	3.2
Quebec	2299	346	15.1%	2.7
Ontario	2299	335	14.6%	2.8
Manitoba	2299	138	6.0%	4.9
Saskatchewan	2299	403	17.5%	6.3
Alberta	2299	354	15.4%	4.1
British Columbia	2299	585	25.4%	2.8
Yukon / Northwest Territories	2299	22	1.0%	6.3

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	685	\$ 4,713,992	1314
Estimated current market value	685	\$ 6,795,505	1596
average capital investment per horse		\$	3,588
average estimated market value per horse		\$	4,258

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	685	77	11.2%	108

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	685	231	33.7%	351

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	685	48	7.0%	200

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	685	132	19.3%	795

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	156	1	0.6%	1
Competition / sport market	156	26	16.7%	38
Breeding stock market	156	6	3.8%	8
Pleasure riding market	156	113	72.4%	875
Work horse market	156	9	5.8%	18
Meat market	156	1	0.6%	1

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	2299	285	12.4%
Mature horses	2299	2029	88.3%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	2029	25	1.2%
Competition	2029	365	18.0%
Recreational riding / driving	2029	1276	62.9%
Breeding	2029	104	5.1%
Riding lessons	2029	33	1.6%
Trail rides / tourist activities	2029	56	2.8%
Work	2029	60	3.0%
Companionship or full retirement	2029	93	4.6%
PMU production	2029	0	0.0%
Meat production	2029	0	0.0%
Other use	2029	19	0.9%
Horses for multiple uses	2029		

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	285	45	15.8%
Western sport competition	285	26	9.1%
Racing	285	5	1.8%
Breed sport competition	285	3	1.1%
Pleasure riding	285	178	62.5%
Breeding stock	285	5	1.8%
Ranch work / farm work	285	19	6.7%
Meat production	285	0	0.0%
Other use	285	2	0.7%
Horses for multiple uses	285	2	0.7%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	685	392	57.2%	\$ 272,278
		# of horses		1478
		average expenditure per horse		\$ 184
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	685	341	49.8%	\$ 692,587
		# of horses		1522
		average expenditure per horse		\$ 455
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	685	385	56.2%	\$ 163,212
		# of horses		1718
		average expenditure per horse		\$ 95
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	685	224	32.7%	\$ 120,970
		# of horses		835
		average expenditure per horse		\$ 145
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	685	596	87.0%	\$ 177,199
		# of horses		1693
		average expenditure per horse		\$ 105
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	685	553	80.7%	\$ 363,231
		# of horses		2452
		average expenditure per horse		\$ 148
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	685	288	42.0%	\$ 514,085
		# of horses		494
		average expenditure per horse		\$ 1,041
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	685	599	87.4%	\$ 576,754
		# of horses		1851
		average expenditure per horse		\$ 312

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	685	142	20.7%	\$ 50,780
		# of horses		211
		average expenditure per horse		\$ 241
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	685	69	10.1%	\$ 18,589
		# of horses		162
		average expenditure per horse		\$ 115
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	400	259	64.8%	\$ 496,195
		average expenditure per property owner		\$ 1,916
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	685	418	61.0%	\$ 214,970
		average expenditure per horse owner		\$ 514
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	685	105	15.3%	\$ 62,850
		average expenditure per horse owner		\$ 599
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	685	278	40.6%	\$ 1,255,956
		# of horses boarded		364
		average expenditure per horse		\$ 3,450
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	336	51	15.2%	\$ 87,460
		# of horses in training		43
		average expenditure per horse		\$ 2,034
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	769	127	16.5%	\$ 51,790
		average cost per participant		\$ 408
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	769	378	49.2%	\$ 229,944
		average cost per participant		\$ 608

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	769	151	19.6%
Farrier visits	769	331	43.0%
Vet visits	769	414	53.8%
Immunizations	769	427	55.5%
De-worming schedules	769	402	52.3%
Breeding	769	119	15.5%
Competition	769	114	14.8%
Drug testing	769	29	3.8%
Horse ownership	769	261	33.9%
Medication treatment	769	353	45.9%
Other	769	12	1.6%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	769	192	25.0%
Leave less than 10 times	769	280	36.4%
Leave between 10 and 20 times	769	99	12.9%
Leave more than 20 times	769	146	19.0%
Never leave the province	525	444	84.6%
Leave the province less than 10 times	525	71	13.5%
Leave the province more than 10 times	525	10	1.9%
Never leave the country	81	62	76.5%
Leave the country less than 10 times	81	17	21.0%
Leave the country more than 10 times	81	1	1.2%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	769	121	15.7%	700
average # of other peoples' horses cared for				5.8

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	769	209	27.2%
Cattle	209	91	43.5%
Poultry	209	75	35.9%
Donkeys	209	34	16.3%
Other	209	97	46.4%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	685	546	79.7%	1385
Registered with more than one registry	546	100	18.3%	189
Have registration papers	546	487	89.2%	1255
Have papers from Canadian registry	546	326	59.7%	711
Not registered, but could be	685	106	15.5%	183
Expected # of horses to be registered	106	30	28.3%	63

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	685	116	16.9%	153
Micro-chipped	685	75	10.9%	133
Tattoo'd	685	92	13.4%	172
Branded	685	111	16.2%	185

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	769	3	0.4%
Coach, instructor or trainer	769	57	7.4%
Farm, stable or ranch manager	769	108	14.0%
Breeder	769	50	6.5%
Industry professional	769	24	3.1%
Pleasure rider	769	769	100.0%
Competitor	769	181	23.5%
Show organizer, judge, official	769	63	8.2%
Owner	769	557	72.4%
Product sales	769	15	2.0%
TOTALS	769	1827	237.5%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	769	0	0.0%
Coach, instructor or trainer	769	0	0.0%
Farm, stable or ranch manager	769	0	0.0%
Breeder	769	0	0.0%
Industry professional	769	0	0.0%
Pleasure rider	769	769	100.0%
Competitor	769	0	0.0%
Show organizer, judge, official	769	0	0.0%
Owner	769	0	0.0%
Product sales	769	0	0.0%
Non-respondents	0		
TOTALS	769	769	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	769	52	6.8%	202
annual revenue generated from horse boarding				\$ 322,740
average annual revenue per boarding facility				\$ 8,275

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	685	63	9.2%	261
			# of people riding	1285
			average # of riders per year per horse in use	4.9

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	64	34	53.1%
Less	64	4	6.3%
The same #	64	26	40.6%
Non-respondents			

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	769	38	4.9%	\$ 34,000
			# of riders coached	470
			# of adult riders	246
			# of youth riders	224
			average # of students per coach	12.4
			average revenue per coach	\$ 1,360

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	769	34	4.4%	\$ 33,600
			average annual revenue per trainer	\$ 1,400

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	769	675	87.8%	20800
Annual paid salary	675	8	1.2%	\$ 118,980
# of paid hours per week	675	8	1.2%	132
# of unpaid hours per week	667	659	98.8%	20668
			average # of paid hours per week	16.5
			average weekly salary	\$ 286
			average hourly pay	\$ 17.33

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	175	0	0.0%
Halter / line classes	175	6	3.4%
Breed-specific competitions	175	6	3.4%
Dressage	175	64	36.6%
Hunter / Jumper	175	66	37.7%
Eventing	175	15	8.6%
Driving	175	19	10.9%
Endurance riding	175	6	3.4%
Reining	175	8	4.6%
Competitive trail riding	175	13	7.4%
Saddleseat	175	1	0.6%
Polo	175	0	0.0%
Barrel racing / pole bending	175	9	5.1%
Chuck wagon racing	175	0	0.0%
Cutting	175	0	0.0%
Rodeo	175	2	1.1%
Roping	175	0	0.0%
Team cattle penning	175	4	2.3%
Western pleasure	175	38	21.7%
Gymkhana	175	14	8.0%
Pony Club	175	0	0.0%
4H Club competitions	175	1	0.6%
Other	175	14	8.0%
TOTALS			146.8%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	175	135	555	4.1
# of show days	175	133	840	6.3
# of show days in province	175	128	783	6.1
# of show days in other provinces	175	10	54	5.4
# of show days outside Canada	175	2	8	4.0
average # of show days per active competitor in 2009				6.3

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	175	62	35.4%
Expect less show days	175	49	28.0%
Expect same # of show days	175	64	36.6%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	175	103	58.9%	\$ 227,835
average annual cost per competitor				\$ 2,212

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	175	116	66.3%	\$ 91,615
# of competitions				435
# of show days				625
average annual cost per competitor				\$ 790

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	175	29	16.6%	\$ 14,470
average annual cost per competitor				\$ 499

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	175	71	40.6%	\$ 7,582
average annual cost per competitor				\$ 107

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	175	41	23.4%	\$ 67,170
average annual cost per competitor				\$ 1,638

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	53	0	0.0%
Halter / line classes	53	1	1.9%
Breed-specific competitions	53	0	0.0%
Dressage	53	10	18.9%
Hunter / Jumper	53	22	41.5%
Eventing	53	3	5.7%
Driving	53	1	1.9%
Endurance riding	53	0	0.0%
Reining	53	0	0.0%
Competitive trail riding	53	0	0.0%
Saddleseat	53	0	0.0%
Polo	53	0	0.0%
Barrel racing / pole bending	53	5	9.4%
Chuck wagon racing	53	0	0.0%
Cutting	53	0	0.0%
Rodeo	53	0	0.0%
Roping	53	0	0.0%
Team cattle penning	53	0	0.0%
Western pleasure	53	15	28.3%
Gymkhana	53	6	11.3%
Pony Club	53	4	7.5%
4H Club competitions	53	5	9.4%
Other	53	7	13.2%
TOTALS	53		149.0%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	53	53	231
average # of show days per active competitor in 2009			4.4

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	53	18	34.0%
Expect less show days	53	7	13.2%
Expect same # of show days	53	25	47.2%
Non respondents	3		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	161	35	21.7%	\$ 31,873
# of children competing				53
average annual cost per competitor				\$ 601

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	161	13	8.1%	\$ 10,115
average annual cost per competitor				\$ 191

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	161	23	14.3%	\$ 3,275
average annual cost per competitor				\$ 62

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	161	71	44.1%	\$ 104,760
total # of children using coaching services				100
average annual cost per competitor				\$ 1,048

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	161	32	19.9%	\$ 9,710
average annual cost per competitor				\$ 183

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
	32	18	56.3%	23
	average # of stallions per owner			1.3
# of registered stallions			22	
Yes	Max. Sample	Responses	% of Sample	
	18	1	5.6%	
Collect for Artificial Insemination	Max. Sample	Responses	% of Sample	
Yes	18	1	5.6%	
# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	32	13	40.6%	44
	# of stallions servicing mares			15
	average # of mares serviced per stallion			2.9
	annual revenue generated by stallion services			\$ 4,130
# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	13	7	53.8%	17

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
	32	31	96.9%	162
	average # of mares per owner			5.2
# of registered mares			135	
# of registered mares			83.3%	
Yes	Max. Sample	Responses	% of Sample	How Many
	32	31	96.9%	162

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	31	20	64.5%	39
	average # mares bred per owner			2.0
annual cost for outside stud services			\$ 13,850	
average cost for stud services per mare			\$ 355	
Max. Sample	Responses	% of Sample	How Many	
31	20	64.5%	39	

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
	31	7	22.6%	10
	31	6	19.4%	7
	31	18	58.1%	
Non-respondents	0			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
	31	7	22.6%	10
	31	7	22.6%	7
	31	17	54.8%	
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	32	9	28.1%	\$ 12,990
	# of horses			7
average annual expenditure per horse			\$ 1,856	
Yes	Max. Sample	Responses	% of Sample	How Much
	32	9	28.1%	\$ 12,990

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	3	3	100.0%	15
Thoroughbred	3	1	33.3%	1
Standardbred	3	2	66.7%	14
Quarter Horse	3	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	3	0	0.0%	0
Less horses racing in 2010	3	0	0.0%	0
Same # of horses racing in 2010	3	3	100.0%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	3	1	33.3%	2
Less horses racing in 2011	3	1	33.3%	3
Same # of horses racing in 2011	3	1	33.3%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	3	3	100.0%	254
# of race days in province				52
# of race days out of province				202
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	3	1	33.3%	4
Train other peoples' horses	1	1	100.0%	3
Horses with a trainer	2	2	100.0%	11
annual expenditure for horse training services				\$ 600
average expenditure for horse training services per horse				\$ 55

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	3	2	66.7%	\$ 650
average expenditure for licence / association fees per participant				\$ 325

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	3	3	100.0%	\$ 500
average expenditure for nomination / sustaining fees per participant				\$ 167

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	3	3	100.0%	\$ -
average expenditure for starter fees per participant				\$ -

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	3	2	66.7%	\$ -
average expenditure on travel for racing per participant				\$ -

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	111	0	0.0%
Nova Scotia	111	2	1.8%
Prince Edward Island	111	1	0.9%
New Brunswick	111	2	1.8%
Quebec	111	6	5.4%
Ontario	111	41	36.9%
Manitoba	111	7	6.3%
Saskatchewan	111	10	9.0%
Alberta	111	15	13.5%
British Columbia	111	27	24.3%
Yukon / Northwest Territories	111	0	0.0%

Gender	Max. Sample	Responses	% of Sample
Female	111	81	73.0%
Male	111	30	27.0%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	110	1	0.9%	
20 to 29	110	8	7.3%	
30 to 39	110	12	10.9%	
40 to 49	110	18	16.4%	
50 to 59	110	30	27.3%	Median
60 to 69	110	25	22.7%	
Over 70	110	16	14.5%	
Unknown Age	1			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	82	13	15.9%	
\$40,000 to \$60,000 per year	82	16	19.5%	
\$60,000 to \$80,000 per year	82	16	19.5%	Median
\$80,000 to \$100,000 per year	82	11	13.4%	
Over \$100,000 per year	82	26	31.7%	
Non-respondents	29			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	111	21	18.9%
Majority of household income	111	15	13.5%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	111	73	65.8%
No	111	38	34.2%
Non-respondents	0		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	111	111	100.0%	292
				adults per household who ride 179
				average # of adults per household who ride 1.6

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	111	33	29.7%	59
				children per household who ride 38
				average # of children per household who ride 1.2

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	111	100	90.1%	
Dogs	100	86	86.0%	178
Cats	100	72	72.0%	176
Other Pets	100	5	5.0%	40
				average # of dogs per household 2.1
				average # of cats per household 2.4
				average # of other pets per household 8.0

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	111	103	92.8%	933
Non-owners, expect to own in 5 years	8	5	62.5%	
				average # of horses owned 9.1

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	111	15	13.5%	45
				average equivalent horses owned 3.0

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	103	43	41.7%	120
				average # of horses owned 2.8

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	103	59	57.3%	813
				average # of horses owned 13.8

Use the Internet	Max. Sample	Responses	% of Sample
Yes	111	93	83.8%
Non-users who expect to use next year	18	4	22.2%
Have e-mail	93	86	92.5%
Have high speed internet service	93	69	74.2%
Purchase horse products over internet	93	43	46.2%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	103	96	93.2%	36589
				% of acreage used for horses
				42.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	96	83	86.5%	800
No	96	11	11.5%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	111	9	8.1%
Less than five years	111	3	2.7%
Five to 10 years	111	5	4.5%
More than 10 years	111	93	83.8%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	111	8	7.2%
Less than five years	111	3	2.7%
Five to 10 years	111	7	6.3%
More than 10 years	111	93	83.8%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	103	22	21.4%	73
Less	103	37	35.9%	142
The same #	103	43	41.7%	416
Non-respondents	1			
				net increase / decrease in herd size
				-7.4%
				-69

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	100	26	26.0%	123
Less	100	42	42.0%	223
The same #	100	32	32.0%	235
Non-respondents	3			
				net increase / decrease in herd size
				-10.7%
				-100

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	103	14	13.6%
Less	103	44	42.7%
The same #	103	44	42.7%
Don't know	103	1	1.0%
Non-owners who expect to own	8	5	62.5%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	103	12	11.7%
Less	103	29	28.2%
The same #	103	61	59.2%
Don't know	103	1	1.0%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	96	61	63.5%	\$ 16,762,000
				average investment in property improvements per property owner
				\$ 274,787

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	103	73	70.9%	\$ 1,001,700
				# of horses owned
				749
				average capital invested in tack per horse
				\$ 1,337
				average capital invested in tack per horse owner
				\$ 13,722

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	103	71	68.9%	\$ 1,657,950
				# of horses owned
				680
				average capital investment in horse-related equipment per horse
				\$ 2,438
				average capital invested in horse-related equipment per horse owner
				\$ 23,351

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	111	111	100.0%	279
Pay fees to	111	104	93.7%	266
How much per year	111	96	86.5%	\$ 23,553
				average # of clubs / associations pay fees to
				2.6

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	933	0	0.0%	0.0
Nova Scotia	933	21	2.3%	10.5
Prince Edward Island	933	0	0.0%	0.0
New Brunswick	933	3	0.3%	1.5
Quebec	933	60	6.4%	10.0
Ontario	933	332	35.6%	8.3
Manitoba	933	65	7.0%	9.3
Saskatchewan	933	96	10.3%	10.7
Alberta	933	162	17.4%	12.5
British Columbia	933	194	20.8%	8.4
Yukon / Northwest Territories	933	0	0.0%	0.0

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	103	\$ 2,471,950	358
Estimated current market value	103	\$ 3,502,600	643
average capital investment per horse		\$ 6,905	
average estimated market value per horse		\$ 5,447	

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	103	16	15.5%	21

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	103	40	38.8%	129

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	103	18	17.5%	38

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	103	50	48.5%	179

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	54	2	3.7%	8
Competition / sport market	54	25	46.3%	74
Breeding stock market	54	1	1.9%	5
Pleasure riding market	54	23	42.6%	97
Work horse market	54	2	3.7%	4
Meat market	54	1	1.9%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	933	170	18.2%
Mature horses	933	755	80.9%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	755	48	6.4%
Competition	755	201	26.6%
Recreational riding / driving	755	250	33.1%
Breeding	755	52	6.9%
Riding lessons	755	45	6.0%
Trail rides / tourist activities	755	35	4.6%
Work	755	86	11.4%
Companionship or full retirement	755	32	4.2%
PMU production	755	0	0.0%
Meat production	755	0	0.0%
Other use	755	5	0.7%
Horses for multiple uses	755	1	0.1%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	170	25	14.7%
Western sport competition	170	14	8.2%
Racing	170	36	21.2%
Breed sport competition	170	0	0.0%
Pleasure riding	170	60	35.3%
Breeding stock	170	0	0.0%
Ranch work / farm work	170	34	20.0%
Meat production	170	0	0.0%
Other use	170	2	1.2%
Horses for multiple uses	170		

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	103	77	74.8%	\$ 276,420
			# of horses	707
			average expenditure per horse	\$ 391
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	103	59	57.3%	\$ 401,740
			# of horses	765
			average expenditure per horse	\$ 525
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	103	68	66.0%	\$ 46,232
			# of horses	563
			average expenditure per horse	\$ 82
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	103	59	57.3%	\$ 196,032
			# of horses	621
			average expenditure per horse	\$ 316
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	103	93	90.3%	\$ 71,520
			# of horses	882
			average expenditure per horse	\$ 81
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	103	72	69.9%	\$ 169,875
			# of horses	434
			average expenditure per horse	\$ 391
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	103	62	60.2%	\$ 158,100
			# of horses	216
			average expenditure per horse	\$ 732
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	103	84	81.6%	\$ 184,457
			# of horses	647
			average expenditure per horse	\$ 285

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	103	27	26.2%	\$ 16,550
			# of horses	89
			average expenditure per horse	\$ 186
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	103	10	9.7%	\$ 16,600
			# of horses	120
			average expenditure per horse	\$ 138
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	96	57	59.4%	\$ 352,400
			average expenditure per property owner	\$ 6,182
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	103	73	70.9%	\$ 53,625
			average expenditure per horse owner	\$ 735
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	103	22	21.4%	\$ 23,050
			average expenditure per horse owner	\$ 1,048
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	103	10	9.7%	\$ 119,220
			# of horses boarded	19
			average expenditure per horse	\$ 6,275
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	51	11	21.6%	\$ 29,200
			# of horses in training	27
			average expenditure per horse	\$ 1,081
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	111	20	18.0%	\$ 10,400
			average cost per participant	\$ 520
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	111	75	67.6%	\$ 105,580
			average cost per participant	\$ 1,408

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	111	40	36.0%
Farrier visits	111	67	60.4%
Vet visits	111	61	55.0%
Immunizations	111	68	61.3%
De-worming schedules	111	74	66.7%
Breeding	111	39	35.1%
Competition	111	21	18.9%
Drug testing	111	8	7.2%
Horse ownership	111	48	43.2%
Medication treatment	111	65	58.6%
Other	111	2	1.8%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	111	20	18.0%
Leave less than 10 times	111	36	32.4%
Leave between 10 and 20 times	111	28	25.2%
Leave more than 20 times	111	26	23.4%
Never leave the province	90	57	63.3%
Leave the province less than 10 times	90	32	35.6%
Leave the province more than 10 times	90	1	1.1%
Never leave the country	33	12	36.4%
Leave the country less than 10 times	33	21	63.6%
Leave the country more than 10 times	33	0	0.0%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	111	67	60.4%	827
average # of other peoples' horses cared for				12.3

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	111	45	40.5%
Cattle	45	28	62.2%
Poultry	45	11	24.4%
Donkeys	45	6	13.3%
Other	45	28	62.2%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	103	92	89.3%	633
Registered with more than one registry	92	16	17.4%	45
Have registration papers	92	84	91.3%	528
Have papers from Canadian registry	92	62	67.4%	362
Not registered, but could be	103	21	20.4%	55
Expected # of horses to be registered	21	11	52.4%	23

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	103	24	23.3%	59
Micro-chipped	103	6	5.8%	25
Tattoo'd	103	27	26.2%	102
Branded	103	34	33.0%	174

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	111	7	6.3%
Coach, instructor or trainer	111	35	31.5%
Farm, stable or ranch manager	111	111	100.0%
Breeder	111	34	30.6%
Industry professional	111	11	9.9%
Pleasure rider	111	78	70.3%
Competitor	111	28	25.2%
Show organizer, judge, official	111	23	20.7%
Owner	111	96	86.5%
Product sales	111	11	9.9%
TOTALS	111	434	390.9%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	111	0	0.0%
Coach, instructor or trainer	111	0	0.0%
Farm, stable or ranch manager	111	111	100.0%
Breeder	111	0	0.0%
Industry professional	111	0	0.0%
Pleasure rider	111	0	0.0%
Competitor	111	0	0.0%
Show organizer, judge, official	111	0	0.0%
Owner	111	0	0.0%
Product sales	111	0	0.0%
Non-respondents	0		
TOTALS	111	111	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	111	51	45.9%	667
annual revenue generated from horse boarding				\$ 1,341,920
average annual revenue per boarding facility				\$ 39,468

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	103	26	25.2%	202
			# of people riding	304
			average # of riders per year per horse in use	1.5

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	22	10	45.5%
Less	22	2	9.1%
The same #	22	10	45.5%
Non-respondents	4		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	111	24	21.6%	\$ 138,000
			# of riders coached	4739
			# of adult riders	1165
			# of youth riders	3574
			average # of students per coach	197.5
			average revenue per coach	\$ 9,200

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	111	29	26.1%	\$ 464,700
			average annual revenue per trainer	\$ 23,235

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	111	104	93.7%	4331
Annual paid salary	104	16	15.4%	\$ 398,440
# of paid hours per week	104	16	15.4%	609
# of unpaid hours per week	88	72	81.8%	3722
			average # of paid hours per week	38.1
			average weekly salary	\$ 479
			average hourly pay	\$ 12.58

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	26	0	0.0%
Halter / line classes	26	1	3.8%
Breed-specific competitions	26	0	0.0%
Dressage	26	9	34.6%
Hunter / Jumper	26	16	61.5%
Eventing	26	7	26.9%
Driving	26	2	7.7%
Endurance riding	26	0	0.0%
Reining	26	3	11.5%
Competitive trail riding	26	1	3.8%
Saddleseat	26	0	0.0%
Polo	26	0	0.0%
Barrel racing / pole bending	26	0	0.0%
Chuck wagon racing	26	0	0.0%
Cutting	26	2	7.7%
Rodeo	26	1	3.8%
Roping	26	3	11.5%
Team cattle penning	26	0	0.0%
Western pleasure	26	4	15.4%
Gymkhana	26	0	0.0%
Pony Club	26	0	0.0%
4H Club competitions	26	0	0.0%
Other	26	2	7.7%
TOTALS			188.2%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	26	25	137	5.5
# of show days	26	25	319	12.8
# of show days in province	26	25	261	10.4
# of show days in other provinces	26	3	17	5.7
# of show days outside Canada	26	3	41	13.7
average # of show days per active competitor in 2009				12.8

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	26	5	19.2%
Expect less show days	26	7	26.9%
Expect same # of show days	26	14	53.8%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	26	15	57.7%	\$ 35,500
average annual cost per competitor				\$ 2,367

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	26	23	88.5%	\$ 49,150
# of competitions				129
# of show days				303
average annual cost per competitor				\$ 2,137

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	26	8	30.8%	\$ 17,000
average annual cost per competitor				\$ 2,125

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	26	16	61.5%	\$ 5,605
average annual cost per competitor				\$ 350

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	26	5	19.2%	\$ 4,800
average annual cost per competitor				\$ 960

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	14	0	0.0%
Halter / line classes	14	0	0.0%
Breed-specific competitions	14	0	0.0%
Dressage	14	1	7.1%
Hunter / Jumper	14	8	57.1%
Eventing	14	0	0.0%
Driving	14	1	7.1%
Endurance riding	14	0	0.0%
Reining	14	1	7.1%
Competitive trail riding	14	0	0.0%
Saddleseat	14	0	0.0%
Polo	14	0	0.0%
Barrel racing / pole bending	14	1	7.1%
Chuck wagon racing	14	0	0.0%
Cutting	14	0	0.0%
Rodeo	14	0	0.0%
Roping	14	0	0.0%
Team cattle penning	14	0	0.0%
Western pleasure	14	3	21.4%
Gymkhana	14	1	7.1%
Pony Club	14	1	7.1%
4H Club competitions	14	2	14.3%
Other	14	0	0.0%
TOTALS	14		135.4%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	14	14	64
average # of show days per active competitor in 2009			4.6

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	14	2	14.3%
Expect less show days	14	2	14.3%
Expect same # of show days	14	6	42.9%
Non respondents	4		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	25	6	24.0%	\$ 102,200
			# of children competing	14
			average annual cost per competitor	\$ 7,300

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	25	0	0.0%	\$ -
			average annual cost per competitor	\$ -

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	25	3	12.0%	\$ 525
			average annual cost per competitor	\$ 38

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	25	9	36.0%	\$ 29,950
			total # of children using coaching services	13
			average annual cost per competitor	\$ 2,304

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	25	9	36.0%	\$ 9,600
			average annual cost per competitor	\$ 686

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	20	8	40.0%	13
			average # of stallions per owner	1.6
			# of registered stallions	12

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	8	2	25.0%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	20	6	30.0%	41
			# of stallions servicing mares	10
			average # of mares serviced per stallion	4.1
			annual revenue generated by stallion services	\$ 17,200

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	6	3	50.0%	18

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	20	20	100.0%	1076
			average # of mares per owner	53.8
			# of registered mares	62
			% of registered mares	5.8%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	20	14	70.0%	34
			average # mares bred per owner	2.4
			annual cost for outside stud services	\$ 8,900
			average cost for stud services per mare	\$ 262

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	20	6	30.0%	9
Less mares bred in 2010	20	6	30.0%	10
Same # of mares bred in 2010	20	8	40.0%	
Non-respondents	0			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	20	5	25.0%	8
Less mares bred than 2010	20	2	10.0%	4
Same # of mares bred than 2010	20	13	65.0%	
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	20	6	30.0%	\$ 22,000
			# of horses	21
			average annual expenditure per horse	\$ 1,048

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	8	6	75.0%	49
Thoroughbred	8	1	12.5%	25
Standardbred	8	5	62.5%	24
Quarter Horse	8	0	0.0%	0

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	8	0	0.0%	0
Less horses racing in 2010	8	0	0.0%	0
Same # of horses racing in 2010	8	7	87.5%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	8	2	25.0%	4
Less horses racing in 2011	8	0	0.0%	0
Same # of horses racing in 2011	8	5	62.5%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	8	7	87.5%	325
# of race days in province				185
# of race days out of province				0
# of race days out of country				0

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	8	4	50.0%	61
Train other peoples' horses	4	4	100.0%	15
Horses with a trainer	3	2	66.7%	8
annual expenditure for horse training services				\$ 2,500
average expenditure for horse training services per horse				\$ 313

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	8	7	87.5%	\$ 7,475
average expenditure for licence / association fees per participant				\$ 1,068

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	8	7	87.5%	\$ 4,350
average expenditure for nomination / sustaining fees per participant				\$ 621

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	8	6	75.0%	\$ 6,000
average expenditure for starter fees per participant				\$ 1,000

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	8	7	87.5%	\$ 4,300
average expenditure on travel for racing per participant				\$ 614

Respondents per Province	Max. Sample	Responses	% of Sample
Newfoundland	155	0	0.0%
Nova Scotia	155	6	3.9%
Prince Edward Island	155	2	1.3%
New Brunswick	155	3	1.9%
Quebec	155	18	11.6%
Ontario	155	56	36.1%
Manitoba	155	6	3.9%
Saskatchewan	155	13	8.4%
Alberta	155	25	16.1%
British Columbia	155	25	16.1%
Yukon / Northwest Territories	155	1	0.6%

Gender	Max. Sample	Responses	% of Sample
Female	155	123	79.4%
Male	155	32	20.6%

Age Group	Max. Sample	Responses	% of Sample	Median
18 to 19	154	1	0.6%	
20 to 29	154	20	13.0%	
30 to 39	154	39	25.3%	
40 to 49	154	33	21.4%	Median
50 to 59	154	40	26.0%	
60 to 69	154	16	10.4%	
Over 70	154	5	3.2%	
Unknown Age	1			

Annual Household Income	Max. Sample	Responses	% of Sample	Median
Less than \$40,000 per year	121	31	25.6%	
\$40,000 to \$60,000 per year	121	23	19.0%	
\$60,000 to \$80,000 per year	121	27	22.3%	Median
\$80,000 to \$100,000 per year	121	12	9.9%	
Over \$100,000 per year	121	28	23.1%	
Non-respondents	34			

Majority of Income from Horse Industry	Max. Sample	Responses	% of Sample
Majority of personal income	155	70	45.2%
Majority of household income	155	45	29.0%

Attended College or University	Max. Sample	Responses	% of Sample
Yes	153	119	77.8%
No	153	34	22.2%
Non-respondents	2		

Adults in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	155	155	100.0%	331
				adults per household who ride 245
				average # of adults per household who ride 1.6

Children in the Household	Max. Sample	Responses	% of Sample	How Many
Yes	155	49	31.6%	85
				children per household who ride 54
				average # of children per household who ride 1.1

Own Dogs, Cats or Other Pets	Max. Sample	Responses	% of Sample	How Many
Yes	155	136	87.7%	
Dogs	136	119	87.5%	222
Cats	136	82	60.3%	189
Other Pets	136	14	10.3%	59
				average # of dogs per household 1.9
				average # of cats per household 2.3
				average # of other pets per household 4.2

Own Horses	Max. Sample	Responses	% of Sample	How Many
Yes	155	137	88.4%	981
Non-owners, expect to own in 5 years	18	11	61.1%	
				average # of horses owned 7.2

Own Horses through Syndicate	Max. Sample	Responses	% of Sample	How Many
Yes	155	24	15.5%	96
				average equivalent horses owned 4.0

Own 5 or Less Horses	Max. Sample	Responses	% of Sample	How Many
Yes	137	78	56.9%	195
				average # of horses owned 2.5

Own 6 or More Horses	Max. Sample	Responses	% of Sample	How Many
Yes	137	59	43.1%	786
				average # of horses owned 13.3

Use the Internet	Max. Sample	Responses	% of Sample
Yes	155	145	93.5%
Non-users who expect to use next year	10	2	20.0%
Have e-mail	145	139	95.9%
Have high speed internet service	145	116	80.0%
Purchase horse products over internet	145	76	52.4%

Own Property where Horses Reside	Max. Sample	Responses	% of Sample	# of Acres
Yes	137	95	69.3%	14420
% of acreage used for horses				21.0%

Property Counted as a Census Farm in 2006	Max. Sample	Responses	% of Sample	# of Horses
Yes	95	56	58.9%	568
No	95	36	37.9%	

Duration of Riding or Driving Horses	Max. Sample	Responses	% of Sample
Don't ride or drive	155	2	1.3%
Less than five years	155	1	0.6%
Five to 10 years	155	5	3.2%
More than 10 years	155	145	93.5%

Length of Horse Ownership	Max. Sample	Responses	% of Sample
Don't own horses	155	18	11.6%
Less than five years	155	5	3.2%
Five to 10 years	155	10	6.5%
More than 10 years	155	122	78.7%

Own More or Less Horses than 3 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	137	40	29.2%	129
Less	137	22	16.1%	71
The same #	137	75	54.7%	568
Non-respondents	0			
net increase / decrease in herd size				5.9%

Own More or Less Horses than 5 Years Ago	Max. Sample	Responses	% of Sample	How Many
More	132	45	34.1%	192
Less	132	33	25.0%	213
The same #	132	54	40.9%	428
Non-respondents	5			
net increase / decrease in herd size				-2.1%

Horses Expected to Own in 5 Years	Max. Sample	Responses	% of Sample
More	137	31	22.6%
Less	137	39	28.5%
The same #	137	67	48.9%
Don't know	137	0	0.0%
Non-owners who expect to own	18	11	61.1%

Horses Expected to Own Next Year	Max. Sample	Responses	% of Sample
More	137	23	16.8%
Less	137	25	18.2%
The same #	137	89	65.0%
Don't know	137	0	0.0%

Capital Invested in Horse Related Property Improvements	Max. Sample	Responses	% of Sample	How Much
	95	63	66.3%	\$ 14,973,200
average investment in property improvements per property owner				\$ 237,670

Capital Invested in Tack	Max. Sample	Responses	% of Sample	How Much
	137	104	75.9%	\$ 2,386,750
# of horses owned				805
average capital invested in tack per horse				\$ 2,965
average capital invested in tack per horse owner				\$ 22,950

Capital Invested in Horse Equipment	Max. Sample	Responses	% of Sample	How Much
	137	91	66.4%	\$ 1,722,500
# of horses owned				776
average capital investment in horse-related equipment per horse				\$ 2,220
average capital invested in horse-related equipment per horse owner				\$ 18,929

Horse Related Clubs / Associations	Max. Sample	Responses	% of Sample	How Much
Belong to	155	152	98.1%	477
Pay fees to	155	146	94.2%	461
How much per year	155	139	89.7%	\$ 48,252
average # of clubs / associations pay fees to				3.2

Horses Owned per Province	Max. Sample	# of Horses	% of Sample	Horse(s) Per Owner
Newfoundland	981	0	0.0%	0.0
Nova Scotia	981	31	3.2%	5.2
Prince Edward Island	981	51	5.2%	25.5
New Brunswick	981	5	0.5%	1.7
Quebec	981	74	7.5%	4.6
Ontario	981	354	36.1%	7.4
Manitoba	981	89	9.1%	17.8
Saskatchewan	981	149	15.2%	11.5
Alberta	981	130	13.3%	5.9
British Columbia	981	92	9.4%	4.8
Yukon / Northwest Territories	981	6	0.6%	6.0

Capital Investment in Horses	Max. Sample	Reported	How Many
Investment to purchase	137	\$ 2,515,100	541
Estimated current market value	137	\$ 6,553,550	855
average capital investment per horse		\$	4,649
average estimated market value per horse		\$	7,665

Horses Purchased so Far This Year	Max. Sample	Responses	% of Sample	How Many
Yes	137	29	21.2%	95

Horses Purchased in the Past 2 Years	Max. Sample	Responses	% of Sample	How Many
Yes	137	79	57.7%	586

Sold Horses in 2010	Max. Sample	Responses	% of Sample	How Many
Yes	137	39	28.5%	117

Sold Horses in 2008 and 2009	Max. Sample	Responses	% of Sample	How Many
Yes	137	58	42.3%	580

Horses Sold by Market	Max. Sample	Responses	% of Sample	How Many
Racing market	65	10	15.4%	38
Competition / sport market	65	30	46.2%	132
Breeding stock market	65	0	0.0%	0
Pleasure riding market	65	22	33.8%	82
Work horse market	65	3	4.6%	16
Meat market	65	0	0.0%	0

Primary Use for Horses	Max. Sample	# of Horses	% of Sample
Young horses not yet in use	981	181	18.5%
Mature horses	981	808	82.4%

Primary Use for Mature Horses	Max. Sample	# of Horses	% of Sample
Racing	808	91	11.3%
Competition	808	249	30.8%
Recreational riding / driving	808	140	17.3%
Breeding	808	88	10.9%
Riding lessons	808	190	23.5%
Trail rides / tourist activities	808	0	0.0%
Work	808	14	1.7%
Companionship or full retirement	808	19	2.4%
PMU production	808	0	0.0%
Meat production	808	0	0.0%
Other use	808	17	2.1%
Horses for multiple uses	808	0	0.0%

Intended Use for Young Horses	Max. Sample	# of Horses	% of Sample
FEI sport competition	181	75	41.4%
Western sport competition	181	31	17.1%
Racing	181	22	12.2%
Breed sport competition	181	2	1.1%
Pleasure riding	181	43	23.8%
Breeding stock	181	1	0.6%
Ranch work / farm work	181	5	2.8%
Meat production	181	0	0.0%
Other use	181	2	1.1%
Horses for multiple uses	181	0	0.0%

Annual Expenditure for Non-Forage Feed	Max. Sample	Responses	% of Sample	How Much
	137	101	73.7%	\$ 485,169
			# of horses	851
			average expenditure per horse	\$ 570
Annual Expenditure for Hay	Max. Sample	Responses	% of Sample	How Much
	137	91	66.4%	\$ 674,396
			# of horses	964
			average expenditure per horse	\$ 700
Annual Expenditure for Feed Supplements	Max. Sample	Responses	% of Sample	How Much
	137	92	67.2%	\$ 101,977
			# of horses	549
			average expenditure per horse	\$ 186
Annual Expenditure for Bedding Products	Max. Sample	Responses	% of Sample	How Much
	137	82	59.9%	\$ 220,551
			# of horses	806
			average expenditure per horse	\$ 274
Annual Expenditure for Grooming & Care Products	Max. Sample	Responses	% of Sample	How Much
	137	126	92.0%	\$ 228,912
			# of horses	1021
			average expenditure per horse	\$ 224
Annual Expenditure for Vet Services / Prescription Drugs	Max. Sample	Responses	% of Sample	How Much
	137	121	88.3%	\$ 344,153
			# of horses	713
			average expenditure per horse	\$ 483
Annual Expenditure for Emergency Vet Services	Max. Sample	Responses	% of Sample	How Much
	137	87	63.5%	\$ 257,470
			# of horses	311
			average expenditure per horse	\$ 828
Annual Expenditure for Farrier Services	Max. Sample	Responses	% of Sample	How Much
	137	119	86.9%	\$ 282,852
			# of horses	805
			average expenditure per horse	\$ 351

Annual Expenditure for Horse Therapies	Max. Sample	Responses	% of Sample	How Much
	137	54	39.4%	\$ 44,250
			# of horses	187
			average expenditure per horse	\$ 237
Annual Expenditure for Horse Dental Care	Max. Sample	Responses	% of Sample	How Much
	137	20	14.6%	\$ 17,350
			# of horses	131
			average expenditure per horse	\$ 132
Annual Expenditure for Horse Related Farm Maintenance	Max. Sample	Responses	% of Sample	How Much
	95	69	72.6%	\$ 553,850
			average expenditure per property owner	\$ 8,027
Annual Expenditure for Tack Replacement	Max. Sample	Responses	% of Sample	How Much
	137	104	75.9%	\$ 124,330
			average expenditure per horse owner	\$ 1,195
Annual Expenditure for Horse Related Equipment Replacement	Max. Sample	Responses	% of Sample	How Much
	137	28	20.4%	\$ 22,640
			average expenditure per horse owner	\$ 809
Annual Expenditure for Boarding Services	Max. Sample	Responses	% of Sample	How Much
	137	48	35.0%	\$ 241,590
			# of horses boarded	104
			average expenditure per horse	\$ 2,323
Use Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
	111	9	8.1%	\$ 34,000
			# of horses in training	14
			average expenditure per horse	\$ 2,429
Use Horse Transportation Services	Max. Sample	Responses	% of Sample	How Much
	155	29	18.7%	\$ 96,750
			average cost per participant	\$ 3,336
Trailer / Haul Own Horses	Max. Sample	Responses	% of Sample	How Much
Yes	155	103	66.5%	\$ 227,450
			average cost per participant	\$ 2,208

Types of Records Kept	Max. Sample	Responses	% of Sample
Feed records	155	55	35.5%
Farrier visits	155	91	58.7%
Vet visits	155	100	64.5%
Immunizations	155	101	65.2%
De-worming schedules	155	94	60.6%
Breeding	155	36	23.2%
Competition	155	54	34.8%
Drug testing	155	18	11.6%
Horse ownership	155	64	41.3%
Medication treatment	155	96	61.9%
Other	155	3	1.9%

Horse Movement per Year	Max. Sample	Responses	% of Sample
Never leave home property	155	21	13.5%
Leave less than 10 times	155	35	22.6%
Leave between 10 and 20 times	155	37	23.9%
Leave more than 20 times	155	52	33.5%
Never leave the province	124	75	60.5%
Leave the province less than 10 times	124	37	29.8%
Leave the province more than 10 times	124	12	9.7%
Never leave the country	49	19	38.8%
Leave the country less than 10 times	49	26	53.1%
Leave the country more than 10 times	49	4	8.2%

Care for Other Peoples' Horses	Max. Sample	Responses	% of Sample	How Many
Yes	155	89	57.4%	1153
average # of other peoples' horses cared for				13.0

Other Livestock on Property	Max. Sample	Responses	% of Sample
Yes	155	30	19.4%
Cattle	30	18	60.0%
Poultry	30	11	36.7%
Donkeys	30	4	13.3%
Other	30	19	63.3%

Registered Horses	Max. Sample	Responses	% of Sample	How Many
Yes	137	121	88.3%	707
Registered with more than one registry	121	26	21.5%	115
Have registration papers	121	101	83.5%	637
Have papers from Canadian registry	121	82	67.8%	383
Not registered, but could be	137	32	23.4%	65
Expected # of horses to be registered	32	12	37.5%	23

Horse Identification	Max. Sample	Responses	% of Sample	How Many
Passport documents	137	39	28.5%	123
Micro-chipped	137	15	10.9%	32
Tattoo'd	137	47	34.3%	189
Branded	137	35	25.5%	85

Participation Categories	Max. Sample	Responses	% of Sample
Active in horse racing	155	22	14.2%
Coach, instructor or trainer	155	154	99.4%
Farm, stable or ranch manager	155	87	56.1%
Breeder	155	35	22.6%
Industry professional	155	29	18.7%
Pleasure rider	155	112	72.3%
Competitor	155	80	51.6%
Show organizer, judge, official	155	47	30.3%
Owner	155	126	81.3%
Product sales	155	11	7.1%
TOTALS	155	703	453.6%

Primary Participation Category	Max. Sample	Responses	% of Sample
Active in horse racing	155	0	0.0%
Coach, instructor or trainer	155	155	100.0%
Farm, stable or ranch manager	155	0	0.0%
Breeder	155	0	0.0%
Industry professional	155	0	0.0%
Pleasure rider	155	0	0.0%
Competitor	155	0	0.0%
Show organizer, judge, official	155	0	0.0%
Owner	155	0	0.0%
Product sales	155	0	0.0%
Non-respondents	0		
TOTALS	155	155	100.0%

Provide Horse Boarding Services	Max. Sample	Responses	% of Sample	How Many
Yes	155	50	32.3%	515
annual revenue generated from horse boarding				\$ 2,383,700
average annual revenue per boarding facility				\$ 61,121

Other People Ride or Drive their Horses	Max. Sample	Responses	% of Sample	How Many
Yes	137	73	53.3%	302
				# of people riding
				3917
				average # of riders per year per horse in use
				13.0

More or Less People than 5 Years Ago	Max. Sample	Responses	% of Sample
More	67	38	56.7%
Less	67	7	10.4%
The same #	67	22	32.8%
Non-respondents	6		

Provide Riding Lessons or Coaching	Max. Sample	Responses	% of Sample	How Much
Yes	155	109	70.3%	\$ 1,751,534
				# of riders coached
				5322
				# of adult riders
				3367
				# of youth riders
				1955
				average # of students per coach
				48.8
				average revenue per coach
				\$ 25,385

Provide Horse Trainer Services	Max. Sample	Responses	% of Sample	How Much
Yes	155	101	65.2%	\$ 1,979,890
				average annual revenue per trainer
				\$ 31,934

Hours Spent for Care of Horses	Max. Sample	Responses	% of Sample	How Much
Yes	155	135	87.1%	6549
				Annual paid salary
				\$ 851,500
				# of paid hours per week
				1466
				# of unpaid hours per week
				5083
				average # of paid hours per week
				69.8
				average weekly salary
				\$ 780
				average hourly pay
				\$ 11.17

Sport / Competition Disciplines (All Participating)	Max. Sample	Responses	% of Sample
Racing	76	0	0.0%
Halter / line classes	76	1	1.3%
Breed-specific competitions	76	2	2.6%
Dressage	76	26	34.2%
Hunter / Jumper	76	48	63.2%
Eventing	76	11	14.5%
Driving	76	7	9.2%
Endurance riding	76	0	0.0%
Reining	76	6	7.9%
Competitive trail riding	76	0	0.0%
Saddleseat	76	1	1.3%
Polo	76	0	0.0%
Barrel racing / pole bending	76	5	6.6%
Chuck wagon racing	76	0	0.0%
Cutting	76	2	2.6%
Rodeo	76	0	0.0%
Roping	76	1	1.3%
Team cattle penning	76	1	1.3%
Western pleasure	76	16	21.1%
Gymkhana	76	3	3.9%
Pony Club	76	0	0.0%
4H Club competitions	76	0	0.0%
Other	76	4	5.3%
TOTALS			167.1%

Competitions in 2009	Max. Sample	Responses	How Many	Average
# of competitions	76	59	374	6.3
# of show days	76	59	844	14.3
# of show days in province	76	57	678	11.9
# of show days in other provinces	76	13	68	5.2
# of show days outside Canada	76	8	53	6.6
average # of show days per active competitor in 2009				14.3

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	76	25	32.9%
Expect less show days	76	24	31.6%
Expect same # of show days	76	27	35.5%

Adult Competitors Using Services of Riding Coach	Max. Sample	Responses	% of Sample	How Much
	76	28	36.8%	\$ 34,720
average annual cost per competitor				\$ 1,240

Adults ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	76	48	63.2%	\$ 105,795
# of competitions				264
# of show days				571
average annual cost per competitor				\$ 2,204

Adults ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	76	15	19.7%	\$ 21,500
average annual cost per competitor				\$ 1,433

Adults ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	76	37	48.7%	\$ 11,881
average annual cost per competitor				\$ 321

Adults ... Horse Trainer Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	76	7	9.2%	\$ 24,000
average annual cost per competitor				\$ 3,429

Children Competing Most Often	Max. Sample	Responses	% of Sample
Racing	32	0	0.0%
Halter / line classes	32	0	0.0%
Breed-specific competitions	32	0	0.0%
Dressage	32	3	9.4%
Hunter / Jumper	32	12	37.5%
Eventing	32	1	3.1%
Driving	32	2	6.3%
Endurance riding	32	0	0.0%
Reining	32	0	0.0%
Competitive trail riding	32	0	0.0%
Saddleseat	32	0	0.0%
Polo	32	0	0.0%
Barrel racing / pole bending	32	1	3.1%
Chuck wagon racing	32	0	0.0%
Cutting	32	0	0.0%
Rodeo	32	0	0.0%
Roping	32	1	3.1%
Team cattle penning	32	1	3.1%
Western pleasure	32	6	18.8%
Gymkhana	32	2	6.3%
Pony Club	32	3	9.4%
4H Club competitions	32	0	0.0%
Other	32	2	6.3%
TOTALS	32		106.4%

Children ... Competing in 2009	Max. Sample	Competitors	How Many
# of Canadian horse shows	32	32	165
average # of show days per active competitor in 2009			5.2

Expectations for 2010 Competitions	Max. Sample	Responses	% of Sample
Expect more show days	32	9	28.1%
Expect less show days	32	4	12.5%
Expect same # of show days	32	9	28.1%
Non respondents	10		

Children ... Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	35	18	51.4%	\$ 16,109
# of children competing				32
average annual cost per competitor				\$ 503

Children ... Travel Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	35	6	17.1%	\$ 5,540
average annual cost per competitor				\$ 173

Children ... Food Costs to Compete	Max. Sample	Responses	% of Sample	How Much
	35	11	31.4%	\$ 3,420
average annual cost per competitor				\$ 107

Children ... Using Coaching Services	Max. Sample	Responses	% of Sample	How Much
	35	13	37.1%	\$ 14,430
total # of children using coaching services				18
average annual cost per competitor				\$ 802

Horse Transport Costs for Children Competing	Max. Sample	Responses	% of Sample	How Much
	35	13	37.1%	\$ 3,400
average annual cost per competitor				\$ 106

Own Stallions Standing at Stud	Max. Sample	Responses	% of Sample	How Many
Yes	10	2	20.0%	3
			average # of stallions per owner	1.5
			# of registered stallions	3

Collect for Artificial Insemination	Max. Sample	Responses	% of Sample
Yes	2	1	50.0%

# of Mares Serviced in 2010	Max. Sample	Responses	% of Sample	How Many
	10	2	20.0%	14
			# of stallions servicing mares	3
			average # of mares serviced per stallion	4.7
			annual revenue generated by stallion services	\$ 500

# of Mares Owned by Other People	Max. Sample	Responses	% of Sample	How Many
	2	1	50.0%	1

Own Mares of Breeding Age	Max. Sample	Responses	% of Sample	How Many
Yes	10	10	100.0%	51
			average # of mares per owner	5.1
			# of registered mares	49
			% of registered mares	96.1%

# of Mares Bred in 2010	Max. Sample	Responses	% of Sample	How Many
	10	7	70.0%	20
			average # mares bred per owner	2.9
			annual cost for outside stud services	\$ 2,600
			average cost for stud services per mare	\$ 130

# of Mares Bred in 2010 compared to 2009	Max. Sample	Responses	% of Sample	How Many
More mares bred in 2010	10	5	50.0%	6
Less mares bred in 2010	10	0	0.0%	1
Same # of mares bred in 2010	10	4	40.0%	
Non-respondents	1			

# of Mares Expected to be Bred in 2011	Max. Sample	Responses	% of Sample	How Many
More mares bred than 2010	10	2	20.0%	2
Less mares bred than 2010	10	0	0.0%	0
Same # of mares bred than 2010	10	8	80.0%	
Non-respondents	0			

Use the Services of a Horse Trainer	Max. Sample	Responses	% of Sample	How Much
Yes	10	1	10.0%	\$ 10,000
			# of horses	5
			average annual expenditure per horse	\$ 2,000

Horses Active in Racing	Max. Sample	Responses	% of Sample	How Many
	22	21	95.5%	184
Thoroughbred	22	6	27.3%	115
Standardbred	22	13	59.1%	61
Quarter Horse	22	2	9.1%	8

# of Horses Racing in 2010	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2010	22	3	13.6%	7
Less horses racing in 2010	22	5	22.7%	7
Same # of horses racing in 2010	22	13	59.1%	

# of Horses Expected to Race in 2011	Max. Sample	Responses	% of Sample	How Many
More horses racing in 2011	22	4	18.2%	10
Less horses racing in 2011	22	4	18.2%	19
Same # of horses racing in 2011	22	13	59.1%	

Days of Horse Racing	Max. Sample	Responses	% of Sample	How Many
	22	18	81.8%	1218
# of race days in province				1108
# of race days out of province				74
# of race days out of country				15

Horse Training for Racing	Max. Sample	Responses	% of Sample	How Many
Licensed trainer	22	19	86.4%	191
Train other peoples' horses	19	18	94.7%	128
Horses with a trainer	3	1	33.3%	1
annual expenditure for horse training services				\$ 3,000
average expenditure for horse training services per horse				\$ 3,000

Annual Expenditure on Licence / Association Fees	Max. Sample	Responses	% of Sample	How Much
	22	21	95.5%	\$ 9,210
average expenditure for licence / association fees per participant				\$ 439

Annual Expenditure on Nomination and Sustaining Fees	Max. Sample	Responses	% of Sample	How Much
	22	19	86.4%	\$ 27,130
average expenditure for nomination / sustaining fees per participant				\$ 1,428

Annual Expenditure on Starter Fees	Max. Sample	Responses	% of Sample	How Much
	22	18	81.8%	\$ 16,370
average expenditure for starter fees per participant				\$ 909

Annual Expenditure on Travel for Racing	Max. Sample	Responses	% of Sample	How Much
	22	16	72.7%	\$ 41,530
average expenditure on travel for racing per participant				\$ 2,596