



market decisions
CORPORATION



Clark County Equine Impact

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Research Objectives & Methodology

❖ The research objectives for this analysis were:

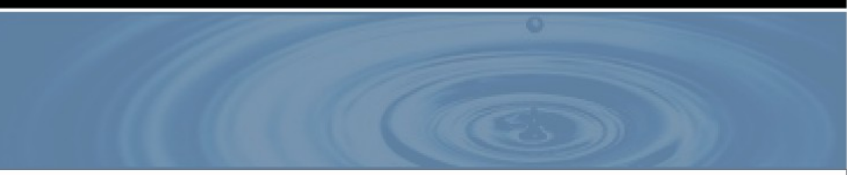
- Measure the economic impacts of equine ownership in Clark County,
 - Direct expenditures
 - Expenditures related to equine ownership
- Identify current and future equine activities,
- Determine what additional facilities are needed, and
- Estimate the number of equines in Clark County.

❖ Methodology:

- The research data was collected by web surveys conducted during April and May, 2009.
- The main survey was available on the CCEHC website. A total of n=295 households completed the survey.
- A random survey of n=1,503 Clark County households was used to establish the incidence of equine ownership.

Executive Summary

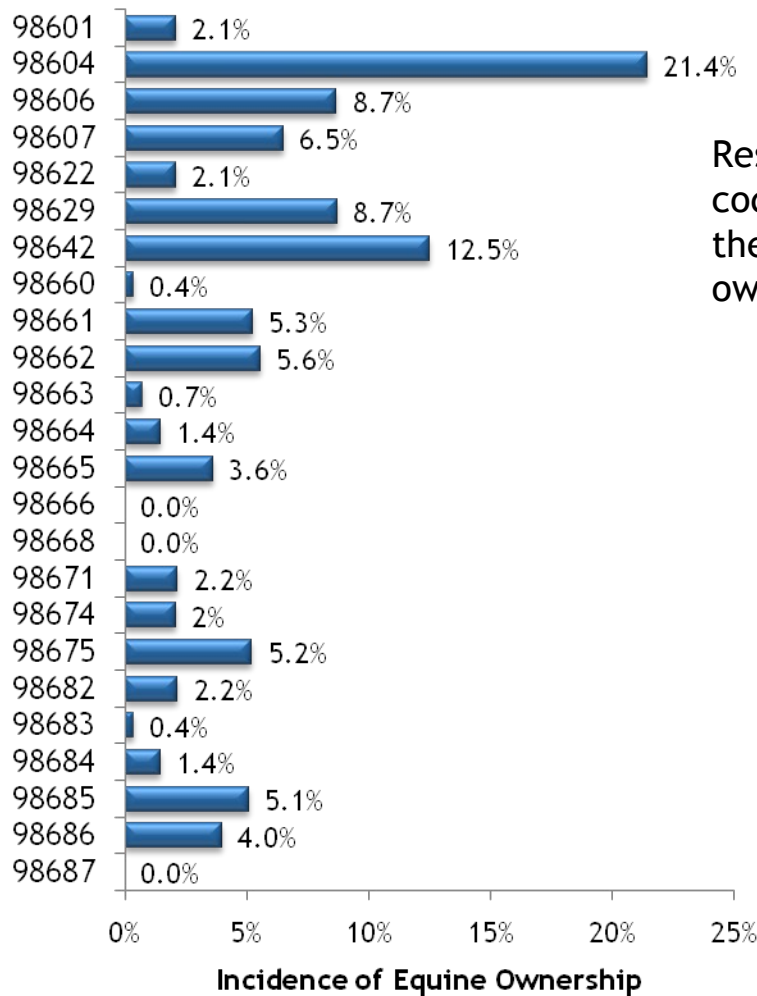
- ❖ 4.8% of Clark County households own equines: ~7,633 households.
 - The average number owned is 3.79 (compared to 3.83 three years ago).
 - The estimated number of equines in Clark County is 28,902 (plus-or-minus 722).
- ❖ Equine owners spend \$50,231,789 on basic care and maintenance of their animals.
- ❖ Equine-related products and services add \$18,177,448 annually, and boarding another \$14,583,802
 - 38% of owners board their animals; an average of 2.2 are boarded.
 - 63% of owners in City of Vancouver ZIP codes board, vs. 29% of those outside of those ZIP codes.
- ❖ Annual expenditures related to equine ownership include:
 - Buildings (barns, stables, arenas, etc): \$19,607,557
 - Trailers: \$7,754,084
 - Vehicles: \$16,355,968
 - Transportation (includes fuel, maintenance, licensing): \$21,366,853
- ❖ Total of all expenditures: \$148,277,500 annually.



Equine Ownership

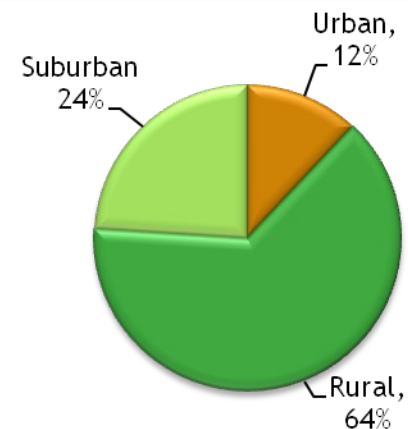
Equine Ownership by ZIP Code

❖ Equine ownership is highest in the Battle Ground and Ridgefield areas.



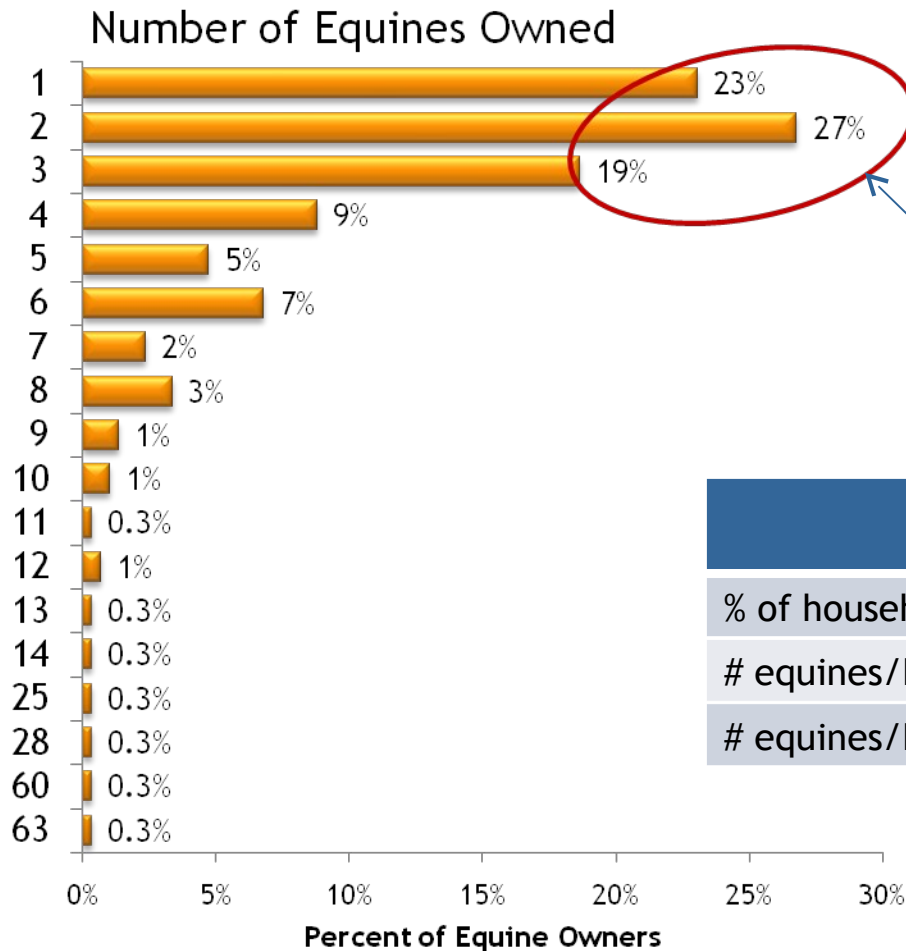
Respondents in the City of Vancouver ZIP codes account for 24% of those completing the survey, but only 14% of equine ownership.

Nearly two-thirds of equine owners are found in the rural areas.



Numbers of Equines Owned

❖ Equine owners have an average of 3.79 animals. The largest percentage have two.



Households with 1, 2, or 3 animals comprise over two-thirds (68.5%) of all equine owners.

	Average	Total
% of households w/equines	4.8%	7,633
# equines/HH now	3.79	28,902
# equines/HH 3 years ago	3.83	29,264

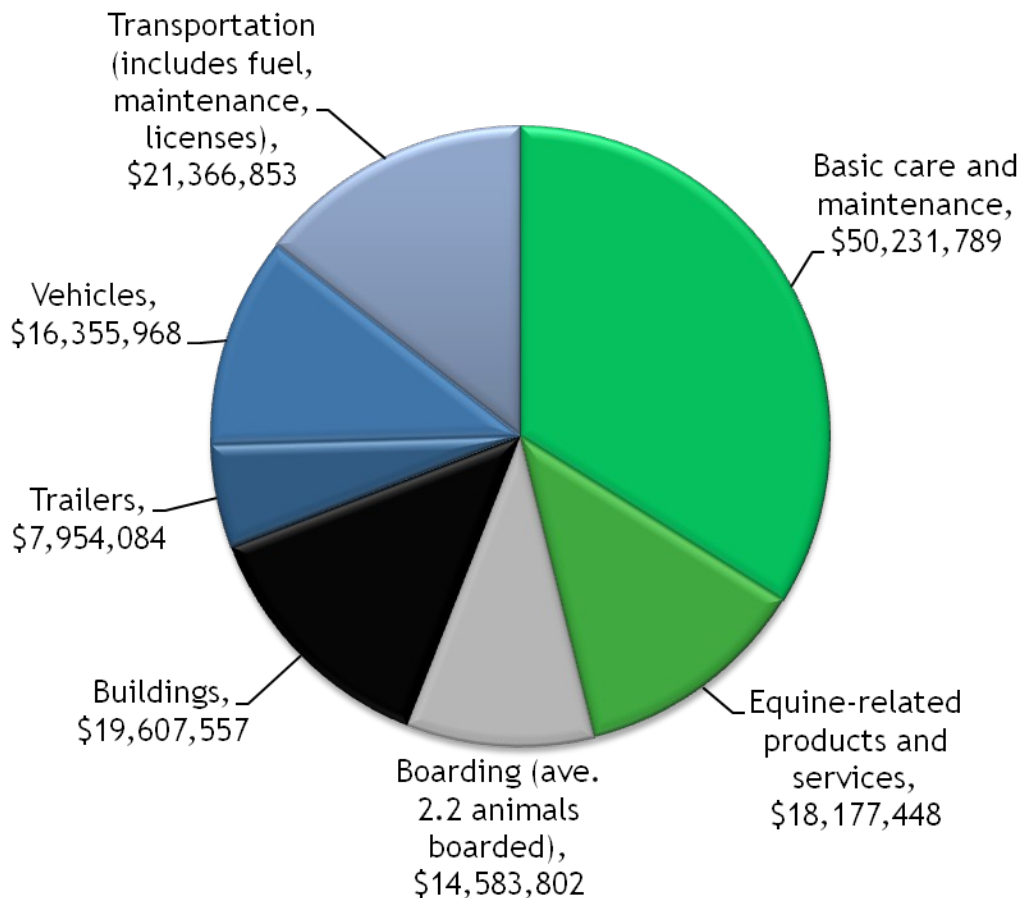


Expenditures



Overall Breakdown of Expenditures

- ❖ Basic care and maintenance - feed, shoeing, veterinary care, fly spray, feed supplements, etc. - is the largest single category of expenditure.



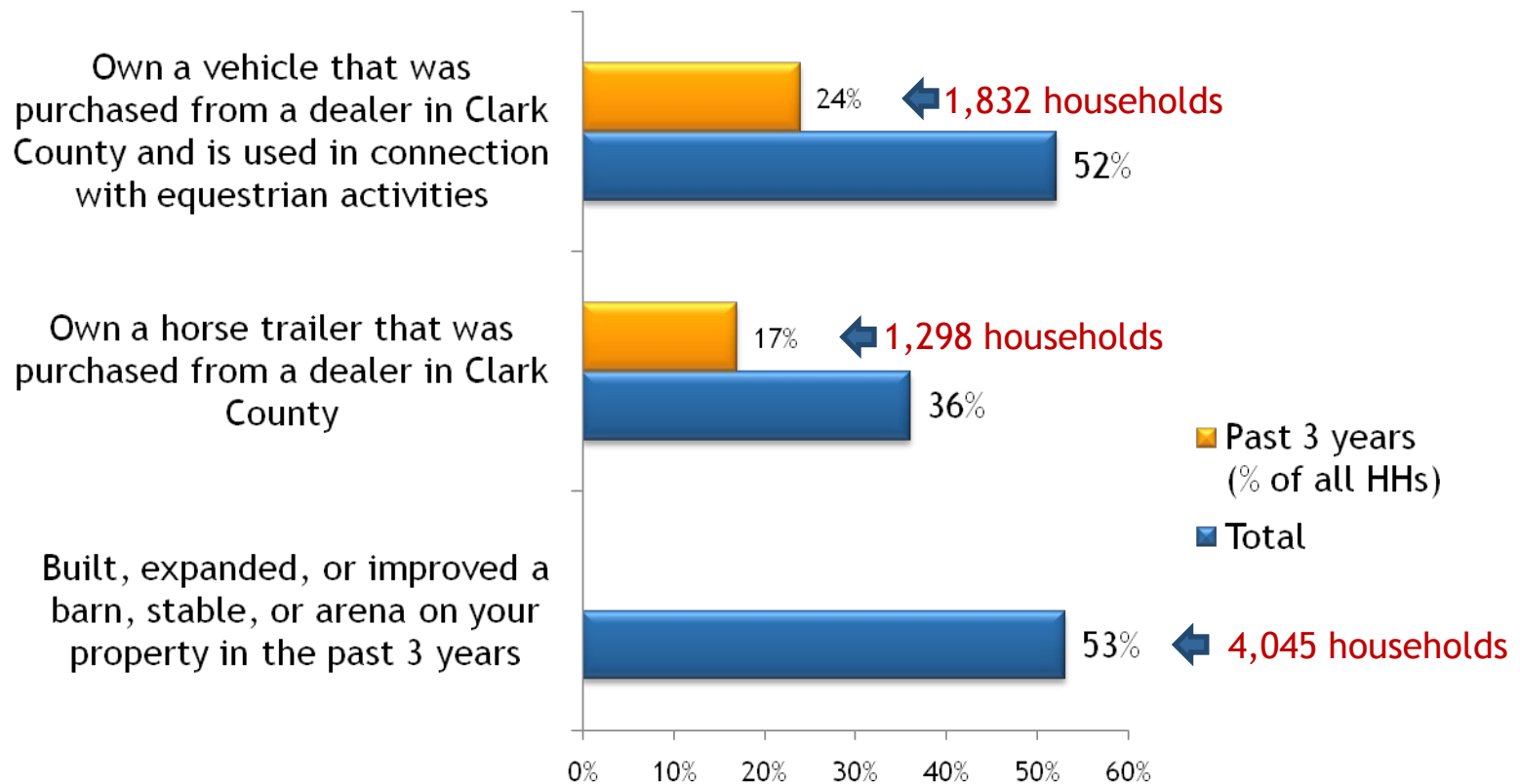
Direct Expenditures on Equines

- ❖ Owners who stable their own animals spend just under \$200 per month per animal. Those who board spend an additional \$190/month/animal.

	Average/ month	Average/ equine	Total
Basic care and maintenance (feed, shoeing, veterinary care, fly spray, feed supplements, etc.)	\$548	\$145	\$50,231,789
Equine-related products and services, such as blankets, fly masks, lunge lines, whips, boots and wraps, show clothes, etc.	\$198	\$52	\$18,177,448
Boarding (38% of owners board their animals)	\$419	\$190	\$14,584,802
Total of direct expenditures			\$82,993,039

Buildings, Trailers, and Vehicles

- ❖ Over half of equine owners have undertaken some type of construction related to their equine ownership.
- ❖ About a quarter have purchased a vehicle used for equestrian activities from a Clark County dealer in the past three years, and one in six have purchased a trailer in that time.





Expenditures for Buildings, Trailers, and Vehicles

❖ Transportation and buildings are the largest categories of expenditure.

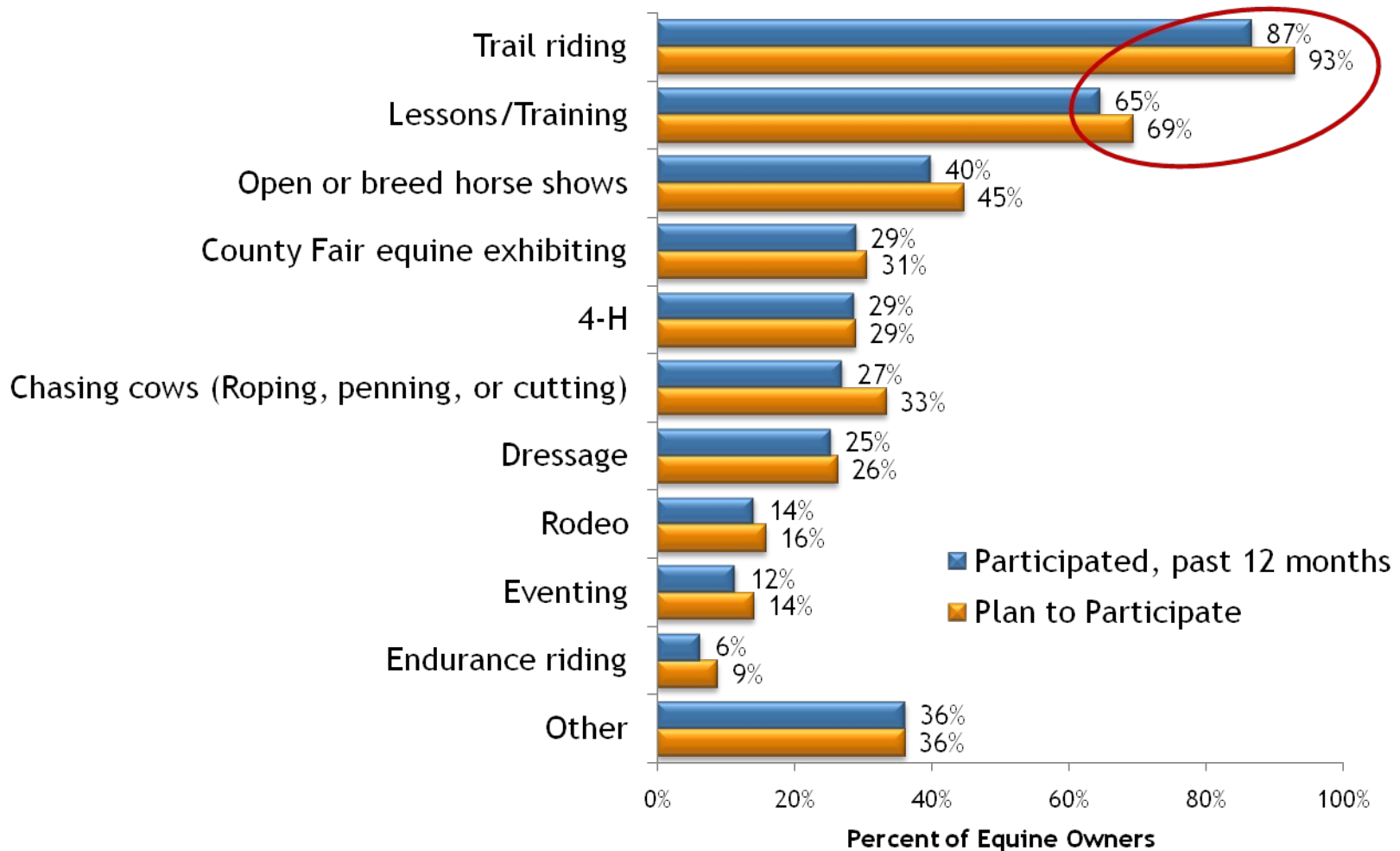
	Average cost	Total
Purchased a vehicle used for equestrian activities from a Clark County dealer, past 3 years	\$26,785	\$16,355,968
Purchased a horse trailer from a Clark County dealer, past 3 years	\$18,390	\$7,954,084
Built, expanded, or improved a barn, stable, or arena in the past 3 years	\$14,540	\$19,607,557
Transportation of equines or any other equine-related use of vehicle(s) (includes fuel, vehicle maintenance, and licenses)	\$233/month	\$21,366,853
Total of direct expenditures		\$65,284,461

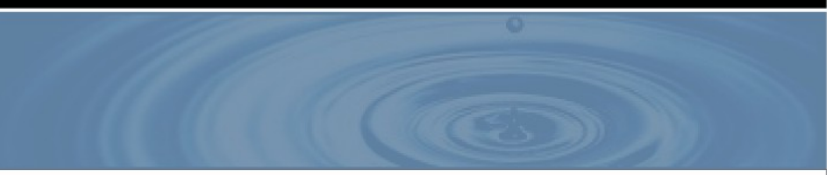


Equestrian Activities

Equestrian Activities

❖ Trail riding and lessons are the most popular equestrian activities in Clark County.



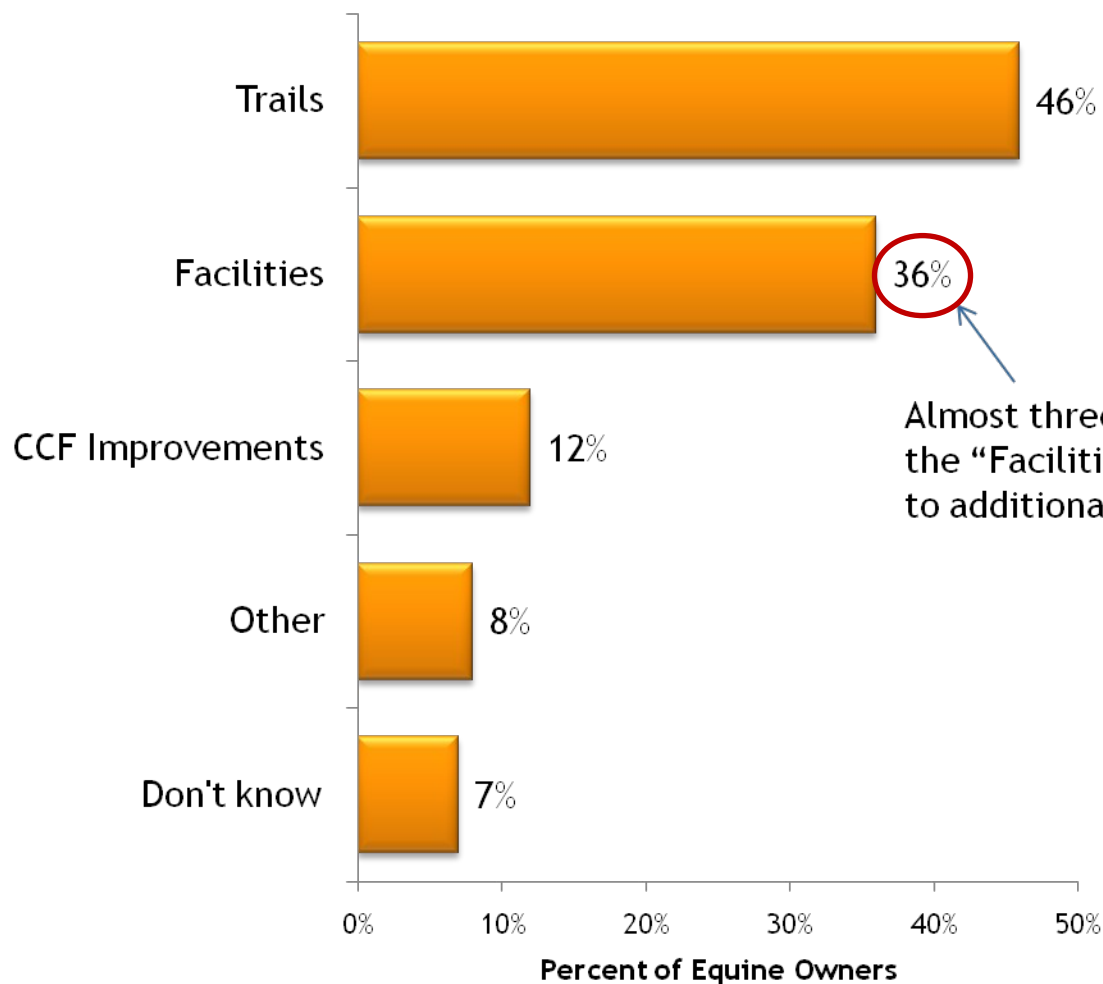


Needs for Additional Facilities



Needs for Additional Facilities

❖ Trails and/or additional facilities are the needs cited most often.



Almost three-quarters (73%) of the “Facilities” mentions pertain to additional riding arenas.