



EQUESTRIAN ACTIVITY IN BRITAIN

NATIONAL EQUESTRIAN SURVEY 2019

BRITISH EQUESTRIAN TRADE ASSOCIATION

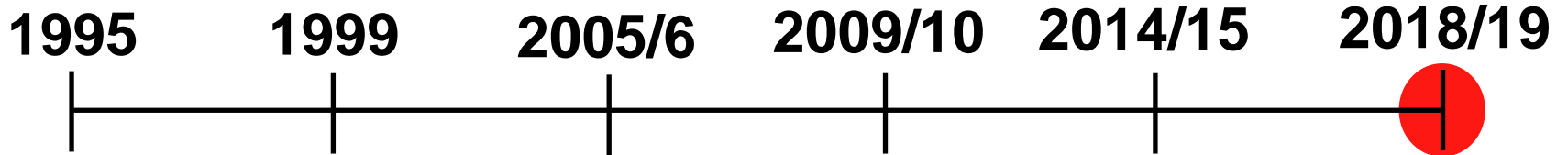
JUNE 2019



THE NATIONAL EQUESTRIAN SURVEY

25 YEARS OF TRACKING

THE EQUESTRIAN INDUSTRY



THE NEXT INSTALMENT...

27M 

THE NUMBER OF PEOPLE IN GB WITH SOME INTEREST IN THE EQUESTRIAN INDUSTRY

3M 

RIDERS THAT HAVE RIDDEN AT LEAST ONCE IN THE LAST 12 MONTHS

 **1.8M**

THE NUMBER OF REGULAR RIDERS (RIDING AT LEAST ONCE A MONTH FOR THE LAST 12 MONTHS)

 **374K**



GB HORSE OWNING HOUSEHOLDS (1.4% OF GB HOUSEHOLDS)

 **£4.7BN**

THE SCALE OF ANNUAL SPENDING IN THE EQUESTRIAN SECTOR PER ANNUM

847,000 

ESTIMATED HORSE POPULATION IN GB

 **13 YEARS OLD**

THE AVERAGE AGE OF A HORSE

5M  **HOUSEHOLDS**

THE NUMBER OF GB HOUSEHOLDS WITH AT LEAST ONE EX-RIDER

55% 

THE PROPORTION OF RIDERS THAT HAVE TAKEN AT LEAST ONE BREAK FROM RIDING

22% 

THE PROPORTION OF EX-RIDERS THAT SAY THEY CANNOT GET BACK INTO RIDING BECAUSE THEY HAVE LOST ACCESS TO A HORSE (UP 120%)

3.5 TIMES
PER WEEK



AVERAGE FREQUENCY RIDING (52 MINUTES/AVERAGE RIDE TIME)



THANK YOU

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