

**The New Jersey Equine Industry, 2007:
Its Impact on the Economy, Agriculture, and Open Space
Conducted by the Rutgers Equine Science Center**

FAST FACTS

Purpose of this study

- Economic and land use impact assessment
- Begin regular benchmarking of the industry
- Profile all components of the state's equine industry, including pleasure & sport/recreation
- Go beyond a simple enumeration
- **Target population**
 - Operations in New Jersey with any equine
 - Horse owners in New Jersey who do not keep animals on-site
 - Major New Jersey racetracks (*supplementary survey by Rutgers team*)
- **Survey sample**
 - 9,949 pieces mailed
 - 3,400 responded
 - Random geographic contacts
 - 4 racing venues
 - 2,050 summarized

Top-line Facts

- 42,500 equine animals housed in state
 - on 7,200 operations
 - 12,500 equine in racing-related activities
 - 8,200 racing-related Standardbreds
 - 4,300 racing-related Thoroughbreds
- \$3.5 billion equine-related assets
 - \$582 million in equine animals
 - \$2.9 billion in land and buildings (not including racetracks)

Economic Impact

- \$647 million annually (not including racetracks)
 - \$476.8 million – direct expenditures
 - \$170.2 million – additional impacts generated in related industries
 - **Racing-related operations - \$278.2 million total**
 - \$200 million direct
 - \$78.2 million additional
 - **Non-racing-related operations - \$262.4 million total**
 - \$187.9 million direct
 - \$74.5 million additional
 - **Other horse owners - \$117.8 million total**
 - \$88.9 million direct
 - \$28.9 million additional

Economic Impact of Racetracks

- \$502.3 million annually
 - \$282.4 million - direct revenues
 - \$219.9 million – additional impacts generated in related industries

Jobs Generated

- Nearly 13,000 total jobs generated (operations and racetracks)
 - 9,150 total jobs generated by operations
 - 5,670 jobs – direct employment
 - 3,480 jobs – additional employment generated in related industries
 - 3,820 total jobs generated by racetracks
 - 2,080 jobs – direct employment
 - 1,740 jobs – additional employment generated in related industries

Acres to Support 7,200 Equine Facilities

- 176,000 total acres housing horse operations
- 96,000 of total acres directly related to equine activities
 - 78,000 of equine-related acres devoted to pasture and hay production