

UNDERSTANDING THE COST OF HORSE OWNERSHIP



According to the new Synchrony Equine Lifetime of Care study, horse owners are passionate and devoted to their animals, yet vastly underestimate the total cost of care.

KEY FINDINGS ALSO INCLUDE:

90%

of horse owners will keep their horses for life, with equine life expectancies reaching at least 25 years.

83%

of horse owners say they are prepared for expenses, but the actual costs may reach three or even four times higher than they expect – regardless of horse type.

	YEARLY ESTIMATED*	YEARLY REPORTED*	DIFFERENCE
 COMPETITIVE	\$7,951	\$36,851	363% more than quadruple
 RECREATIONAL	\$4,321	\$16,460	281% nearly quadruple
 BACKYARD OR PASTURED	\$3,309	\$11,538	363% more than triple

Annual all-in costs for owning a horse*

\$8,600
TO
\$26,000
PER YEAR

*not including events or operating expenses

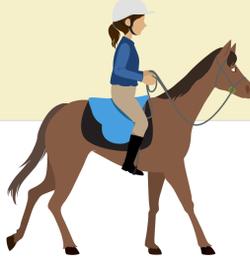


Lifetime cost of owning a horse (25 years)



COMPETITIVE HORSES

\$575,000
TO
\$1,000,000



RECREATIONAL HORSES

\$295,000
TO
\$400,000



BACKYARD HORSES

\$215,000
TO
\$290,000

