

Economic Impact of the Horse Industry

IN WISCONSIN



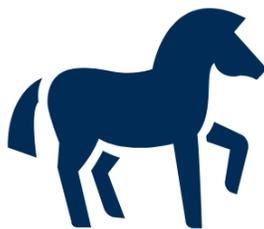
Total Value Added to the Wisconsin Economy:
\$1.28 billion

Total Employment Impact:
26,407 Jobs



Direct Contribution to GDP:
\$723 million

Direct Employment Impact:
19,181 Jobs



150,325

horses in Wisconsin—ranking it in the **top twenty** for horse population

Horse Ownership, Equine Institutions & Profit Making Organizations, and Tourism Spending by Participants and Spectators combine for a



\$2.24 billion economic impact



In total, **30.5%** of households—or **727,000 in Wisconsin**—contain horse enthusiasts.

20,000



Number of Wisconsin residents volunteering their time for horse-related activities.

423,000

acres of land in Wisconsin is used for horse-related purposes.



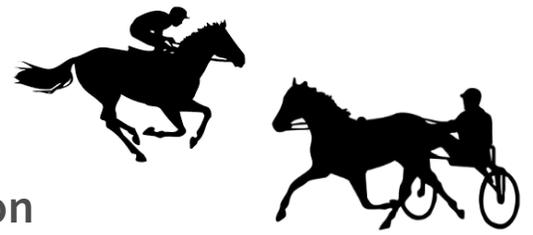
ECONOMIC IMPACT The Racing Sector



supports
1,064 jobs

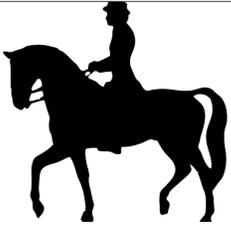


adds **\$63 million**
in value to the
state economy



Racing Sector
Total Economic
Impact of:
\$97 million

ECONOMIC IMPACT The Competition Sector



supports
9,997 jobs



adds **\$470 million**
in value to the state
economy

Competition
Sector
Total Economic
Impact of:
\$810 million

ECONOMIC IMPACT The Recreation Sector



supports
6,183 jobs



adds **\$298 million**
in value to the state
economy

Recreation Sector
Total Economic
Impact of:
\$504 million

ECONOMIC IMPACT Equine Therapy



supports
213 jobs

adds **\$8.9 million**
in value to the
state economy



ECONOMIC IMPACT Equine Rescues & Sanctuaries



supports
32 jobs



adds
\$1.4 million
in value to the
state economy



Information provided by
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