**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**

- **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.**

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

**The Racing Sector**
- Supports: 1,064 jobs
- Adds: $63 million in value to the state economy

**Total Economic Impact of:**
- $97 million

**The Competition Sector**
- Supports: 9,997 jobs
- Adds: $470 million in value to the state economy

**Total Economic Impact of:**
- $810 million

**The Recreation Sector**
- Supports: 6,183 jobs
- Adds: $298 million in value to the state economy

**Total Economic Impact of:**
- $504 million

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**ECONOMIC IMPACT**

**Equine Therapy**
- Supports: 213 jobs
- Adds: $8.9 million in value to the state economy

**Equine Rescues & Sanctuaries**
- Supports: 32 jobs
- Adds: $1.4 million in value to the state economy

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