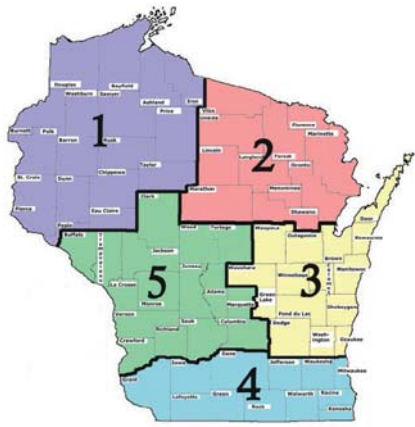


Estimated Number and Percentages of Households with Horses by WSHC District



WSHC District	Estimated Number of Households with Horses	Percentage of Total Wisconsin Households with Horses
1	17,260 – 18,736	16%
2	10,069 – 11,011	10%
3	28,932 – 31,653	28%
4	20,566 – 22,695	20%
5	26,604 – 28,983	26%
Total	103,432 – 113,078	100%



The Wisconsin State Horse Council, Inc. is a non-profit organization representing horsemen and women and the equine industry. The WSHC promotes the horse through leadership, education, and service and takes a proactive role in the growth of the industry.



Wisconsin State Horse Council
 920-623-0393
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Horses in Wisconsin: *Serious Business*

Economic Impact = \$1.4 billion*



*UW-River Falls Survey Research Center; Dr. David Trechter; March 2008



Economic Impact of Wisconsin's 325,000 horses

Value of horses in our state \$1.1 billion

The horse industry is a significant portion of Wisconsin's \$232 billion GDP (2007)

The equine industry annually generates...

- \$32 million in horse-associated revenues.
- \$799 million in expenses.
- \$1.4 billion in sales.

It provides 36,000 jobs that generate...

- \$286 million in labor income.
- \$373 million in total income.
- \$113 million in taxes (local + state + federal).

Horse enterprises...

- add \$3.25 billion to value of properties in Wisconsin.
- own \$85 million worth of equipment used with horses.
- would require \$2.2 billion to replace that equipment.

Equine Economic Impact on Property

- ✓ 9 out of 10 horse owners keep their horses on their own property.
- ✓ 73% of these horse owners report using fewer than 40 acres for their horses.



A Snapshot of Wisconsin Horse Owners

- ✓ Our 325,000 horses are owned by 113,000 households
- ✓ Ownership is evenly spread across the state with the exception of the sparsely populated northern counties, which have somewhat fewer horse owners.

Median Number of Horses	3.0
Median Value of Horses	\$10,000
Median Total Horse-Related Earnings	\$300
Median Total Horse-Related Expenses	\$7,365



- ✓ The state's top breed is the American Quarter Horse. 63% of horse owners own at least one.

How Wisconsin Horse Owners Use Their Horses

