



## Equine Industry Survey

**Horse owners asked to participate in a horse industry survey.**

October 27, 2009

Small farmers and hobby farmers who own horses are invited to participate in a survey conducted by the American Horse Publications before Jan. 15, 2010.

AHP's Equine Industry Survey is designed to gauge participation trends in the U.S. equine industry. In addition, the survey seeks to gather information regarding the most important issues facing the industry.

Those eligible to participate in the survey are men and women, 18 years of age and older, who currently own, manage, or lease at least one horse and live in the United States. Dr. C. Jill Stowe, an assistant professor of agricultural economics at the University of Kentucky, is providing consulting services for data collection and analysis to the AHP.

The study is anonymous. No one, including members of the research team, will be able to associate information you give with responses. When the survey results are tallied, only aggregated results will be presented.

To take the survey, [click here](#).

The survey is sponsored by Intervet/Schering-Plough Animal Health and Pfizer Animal Health, who are avid supporters of the horse industry.

AHP is a nonprofit association that promotes better understanding and communications within the equine publishing industry. Its members include equine-related publications, websites, professionals, students, organizations and businesses. AHP's member publications, websites and newsletters reach 3 million people in the horse industry in the United States and around the world.