

***American Horse Publications launches fourth Equine Industry Survey, sponsored by Zoetis.***

American Horse Publications (AHP) launched its fourth Equine Industry Survey at [www.ahphor.com/survey](http://www.ahphor.com/survey)

. Horse owners who live in the United States, are 18 years of age and older, and who currently own or manage at least one horse are invited to complete the survey by April 1, 2018.

The survey, which is hosted every three years, will gauge participation trends and management practices in the U.S. equine industry, identify critical issues facing the equine industry as perceived by those who own or manage horses, and better understand issues pertaining to horse health.

The online survey is made possible by a sponsorship from Zoetis, the leading animal health company dedicated to improving equine wellness, every day. Zoetis has sponsored the survey since its inception in 2009.

“We are proud to once again sponsor the AHP Equine Industry Survey,” said Sally Amtmann, senior equine marketing manager, Zoetis. “We hope that the survey will continue to help identify successes and opportunities for improvement in the equine industry that horse owners, veterinarians and professionals can unite to resolve.”

“AHP is grateful for its partnership with Zoetis to provide ongoing and vital data on the trends in horse care, management, and welfare of horses in the U.S.,” said Christine W. Brune, AHP executive director. “We appreciate the cooperation of our members and the industry in promoting this survey and will strive to maintain or exceed responses in 2018.”

The study is anonymous; this means that no one – not even members of the research team – will be able to associate information that is given with respondents. When the survey results are tallied, only aggregated results will be presented.

## February 2018 - Share Your Opinion!

Written by CRM

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The survey sponsor and AHP members who promote the survey will receive complete results of the 2018 survey to release through their own channels up to 60 days prior to release of the survey results to the AHP membership. The general equine industry may request a summary of this new information by contacting the AHP office at [ahorsepubs@aol.com](mailto:ahorsepubs@aol.com) after September 15, 2018.

Horse owners and enthusiasts are invited to promote the survey by sharing the survey link ( [www.ahphorsesurvey.com](http://www.ahphorsesurvey.com) ) with horse-owner groups and individual horse owners. The more information we collect, the better we make our world for horses.

The 2018 AHP Equine Industry Survey is being conducted by American Horse Publications (AHP). Dr. C. Jill Stowe is providing consulting services for data collection and analysis to the AHP. Dr. Stowe is an associate professor of Agricultural Economics at the University of Kentucky.

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*Press release provided by American Horse Publications.*