

2009 - 2010 AHP Equine Industry Survey

Summary Statistics

- Description:** This Excel file contains summary statistics for each question in the 2009-2010 AHP Equine Industry Survey. It also includes more detailed analysis for most questions. These results are contained in Figures 1-19, which are included as worksheets following Question 37. These are the figures referred to in the document accompanying this file. The survey is described in more detail below.
- Purpose:** The purpose of this survey is threefold. The first objective is to obtain information regarding past, present, and expected future participation in the equine industry. The second objective is to identify which issues currently facing the equine industry are perceived as being most critical to those who own, lease, or manage horses. The third objective is to analyze issues pertaining to horse health.
- Timeline:** The survey was conducted online from Oct. 15, 2009, through Jan. 31, 2010. Survey respondents live in the United States, are at least 18 years of age, and own, manage, or lease at least one horse.
- Sponsors:** This survey is being conducted for American Horse Publications (AHP). AHP is a non-profit association which promotes better understanding and communications within the equine publishing industry; members include equine-related publications, professionals, students, organizations and businesses. Dr. C. Jill Stowe is providing consulting services for data collection and analysis to the AHP; Dr. Stowe is currently an assistant professor of Agricultural Economics at the University of Kentucky. The survey is sponsored by Intervet/Schering-Plough Animal Health and Pfizer Animal Health.

AHP Equine Industry Survey

Please choose the appropriate age category (check one):

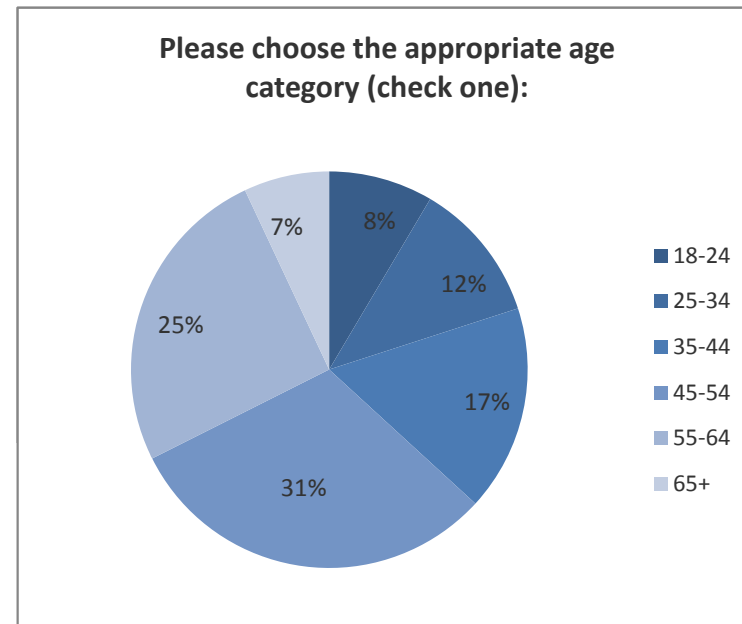
Answer Options	Response Percent	Response Count
18-24	8.5%	950
25-34	11.5%	1,281
35-44	16.8%	1,876
45-54	30.8%	3,438
55-64	25.4%	2,841
65+	7.0%	785
<i>answered question</i>		11,171
<i>skipped question</i>		17

skip	0.15%	17
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*The total number of usable responses for this survey is 11,171.

Brief discussion:

The age distribution in our sample closely resembles that of the equine participant population based on results from previous surveys; over 60% of the respondents are 45 and older.



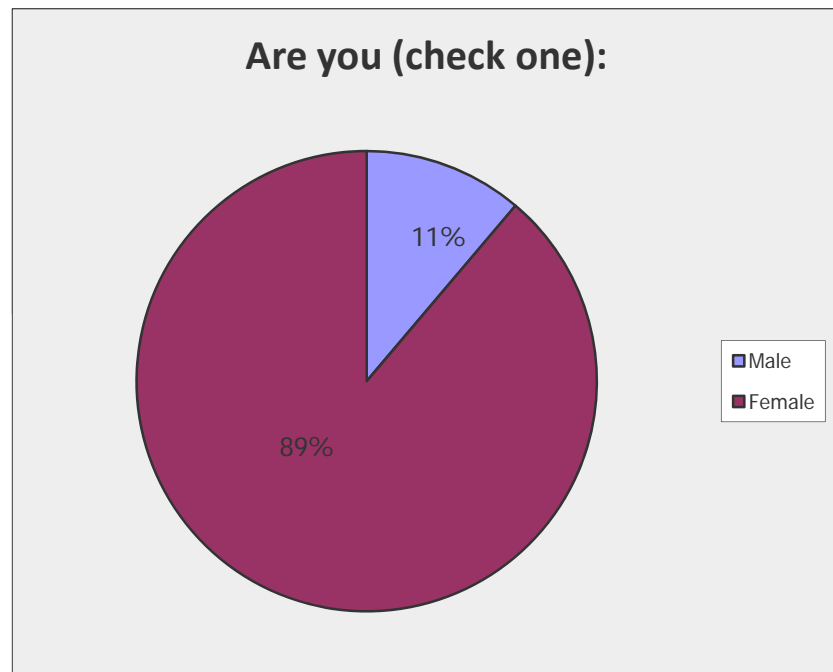
AHP Equine Industry Survey

Are you (check one):		
Answer Options	Response Percent	Response Count
Male	11.2%	1,242
Female	88.8%	9,825
<i>answered question</i>		11,067
<i>skipped question</i>		121

skip	1.08%	121
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Brief discussion:

The gender distribution in our sample also closely resembles that of the equine participant population based on results from previous surveys; almost 90% of the respondents are female.



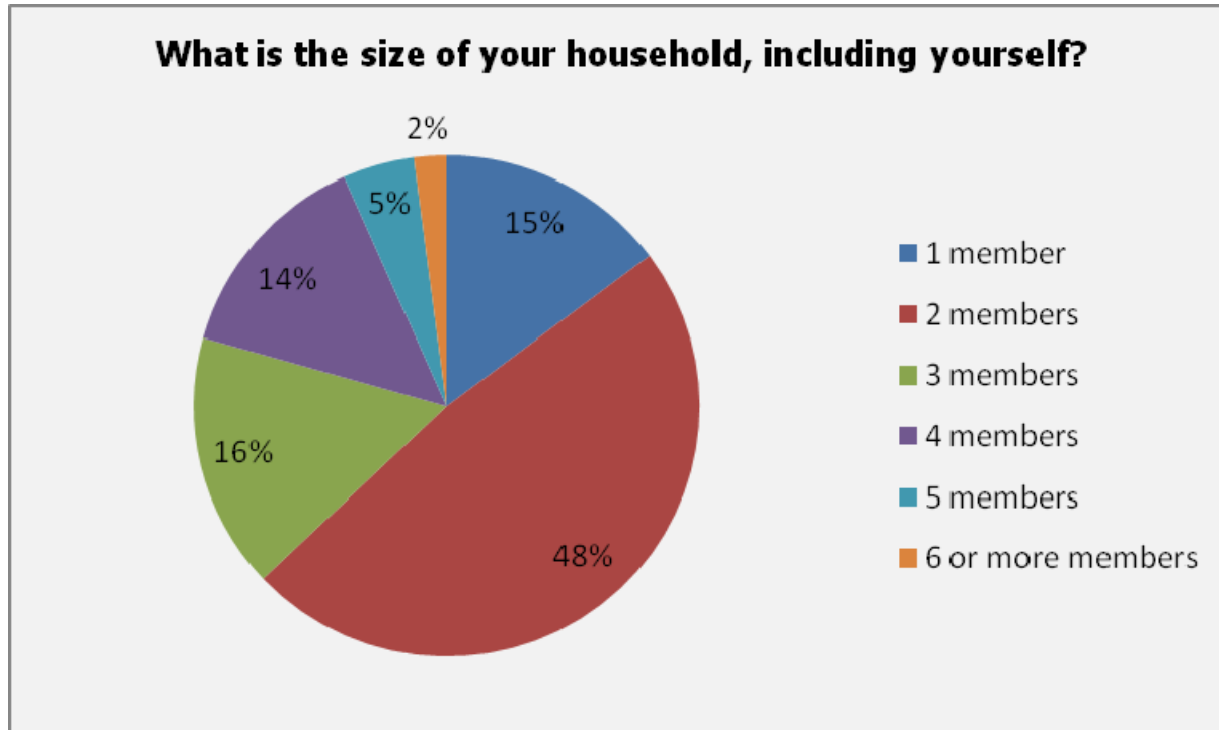
AHP Equine Industry Survey

What is the size of your household, including yourself?		
Answer Options	Response Average	Response Count
Members in household	2.54	11,144
	<i>answered question</i>	11,144
	<i>skipped question</i>	44

skip 0.4% 44

Brief Discussion:

Almost half of the households represented in the survey have only 2 members; this may be due to the age distribution of the sample. Individuals in the 45+ age range are more likely to be empty nesters. Households with 3, 4, and 5 members are almost equally represented and account for another 45% of the sample.



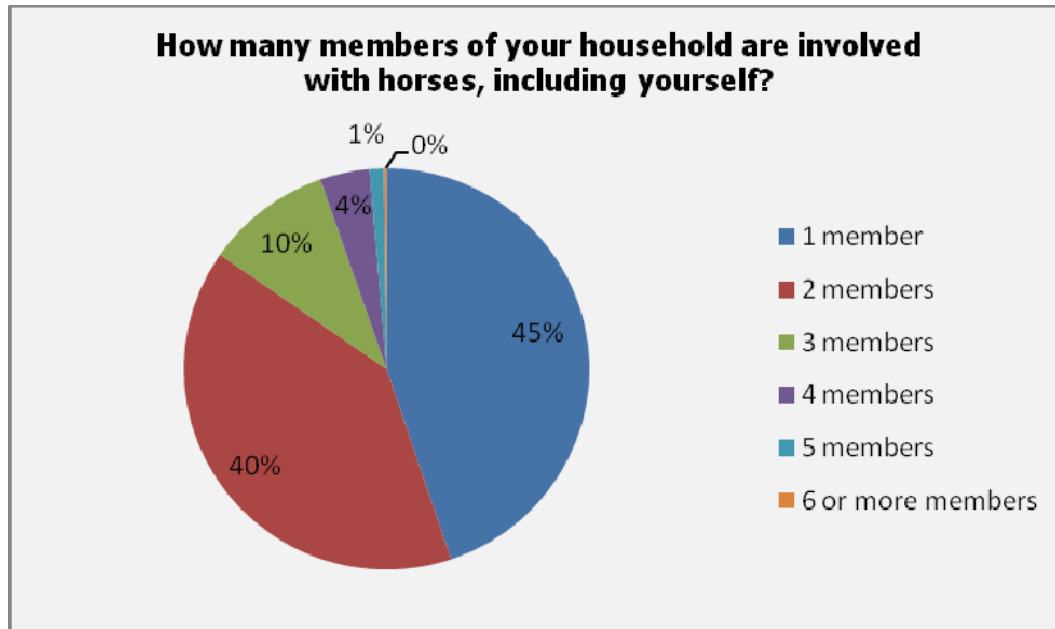
AHP Equine Industry Survey

How many members of your household are involved with horses, including yourself?

Answer Options	Response Average	Response Count
Members in household who are involved with horses	1.78	11,128
	<i>answered question</i>	11,128
	<i>skipped question</i>	60
skip	0.5%	60

Brief discussion:

45% of the sample consists of households with only 1 member involved with horses. Again, this is likely correlated to "empty-nest" households with one individual (usually the female) being involved with horses. Another 40% of the sample consists of households with 2 members involved with horses.



AHP Equine Industry Survey

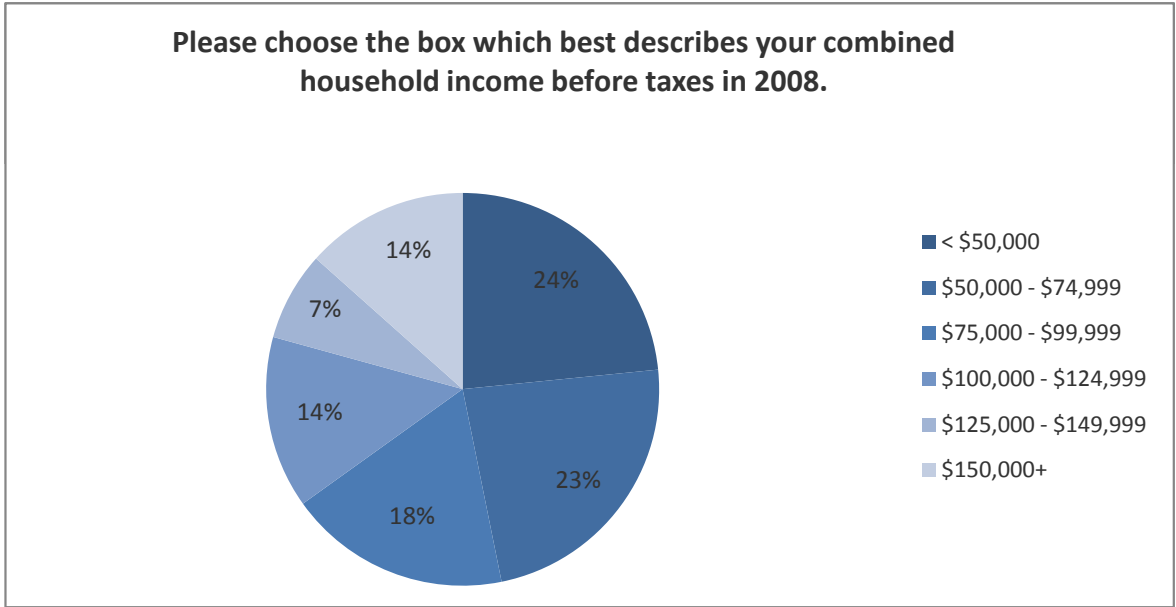
Please choose the box which best describes your combined household income before taxes in 2008.

Answer Options	Response Percent	Response Count
< \$50,000	23.4%	2,523
\$50,000 - \$74,999	23.4%	2,518
\$75,000 - \$99,999	18.3%	1,966
\$100,000 - \$124,999	14.2%	1,523
\$125,000 - \$149,999	7.3%	788
\$150,000+	13.4%	1,445
answered question		10,763
skipped question		425

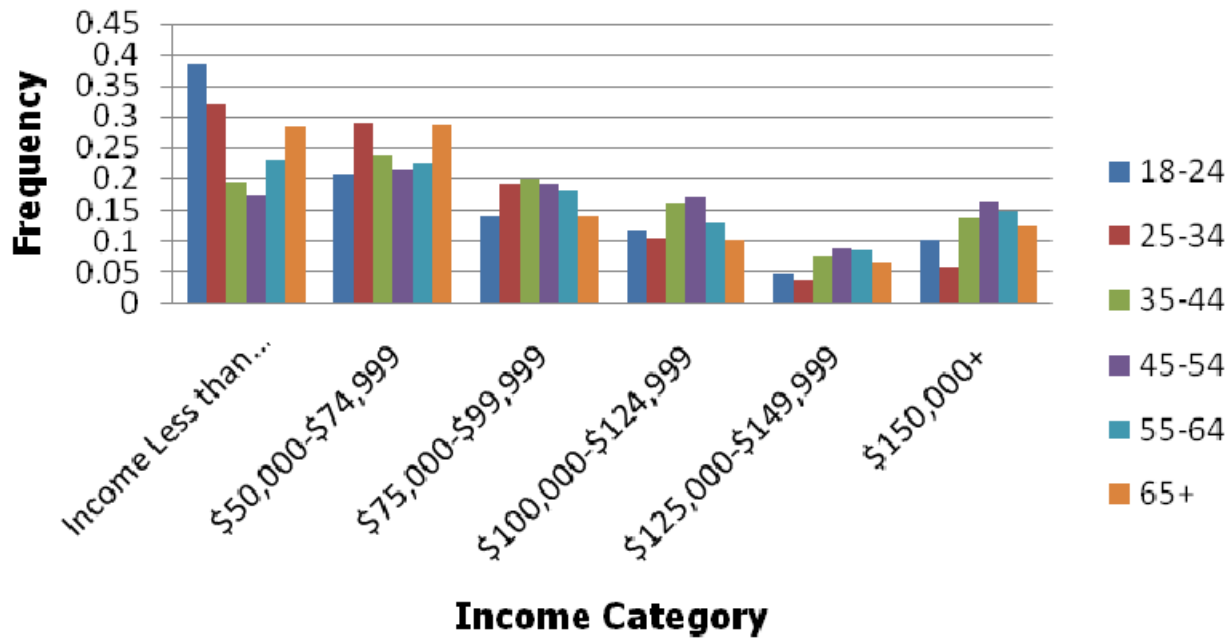
skip	3.8%	425
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Brief discussion:

Households with combined income of less than \$75,000 represent about 47% of the sample . The 2005 National Economic Impact Study (American Horse Council) found that about 34% of horse owners have incomes of less than \$50,000 (compared to 23.4% in this sample), while 28% have incomes greater than \$100,000 (compared to 34.9% in this sample).



Distribution of Ages by Income Category



This chart shows the distribution of ages by income category. To read this chart, consider the following example. Nearly 40% of 18-24 year-olds have incomes less than \$50,000; just over 20% have incomes between \$50,000 and \$74,999. A little under 15% are in the \$75,000-\$99,999 range, and a little over 10% earn between \$100,000 and \$124,999. Finally, less than 5% make \$125,000-\$149,999, but 10% make \$150,000 or more.

AHP Equine Industry Survey

What is your 5-digit zip code?

Answer Options	Response Average	Response Total	Response Count
Zip code	82,850.04	925,600,644	11,171
<i>answered question</i>			11,171
<i>skipped question</i>			17

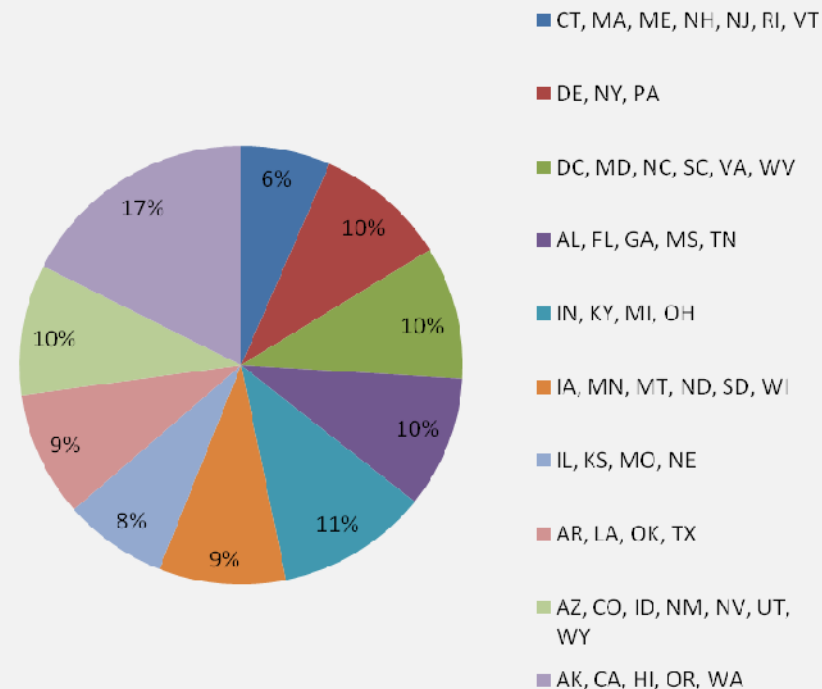
skip 0.2% 17

Brief discussion:

A strength of this survey, in accordance with the aims of survey, is that the geographic regions of the United States are almost uniformly represented.

Region	Zip Codes Included	States included in each region
0	00000-09999	CT, MA, ME, NH, NJ, RI, VT
1	10000-19999	DE, NY, PA
2	20000-29999	DC, MD, NC, SC, VA, WV
3	30000-39999	AL, FL, GA, MS, TN
4	40000-49999	IN, KY, MI, OH
5	50000-59999	IA, MN, MT, ND, SD, WI
6	60000-69999	IL, KS, MO, NE
7	70000-79999	AR, LA, OK, TX
8	80000-89999	AZ, CO, ID, NM, NV, UT, WY
9	90000-99999	AK, CA, HI, OR, WA

Percentage of Responses by Zip Code Region



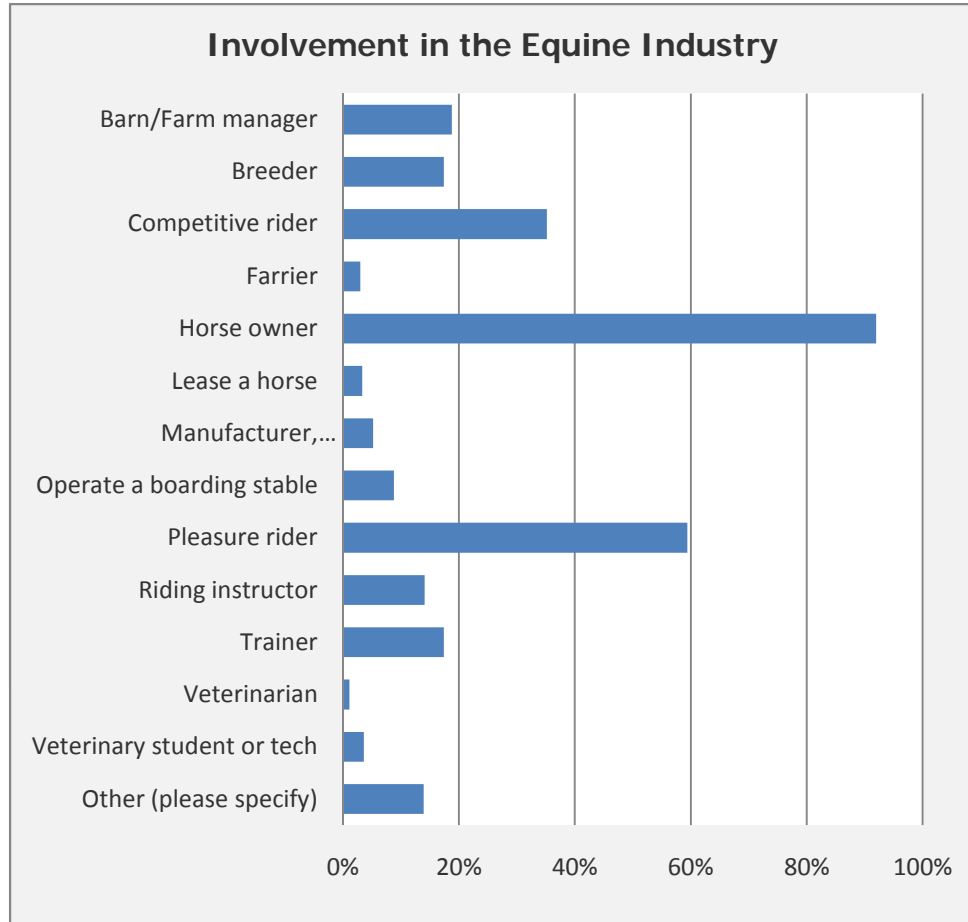
AHP Equine Industry Survey

What is your involvement in the equine industry?
(Please check all that apply.)

Answer Options	Response Percent	Response Count
Barn/Farm manager	18.8%	2,034
Breeder	17.4%	1,889
Competitive rider	35.2%	3,811
Farrier	3.0%	327
Horse owner	92.0%	9,973
Lease a horse	3.3%	355
Manufacturer, distributor, sales of equine products/services	5.2%	567
Operate a boarding stable	8.8%	949
Pleasure rider	59.4%	6,433
Riding instructor	14.1%	1,528
Trainer	17.4%	1,885
Veterinarian	1.1%	119
Veterinary student or tech	3.6%	395
Other (please specify)	13.9%	1,505
answered question		10,839
skipped question		349

Brief discussion:

Over 90% of the respondents are horse owners; a majority are also pleasure riders, as we would expect.



AHP Equine Industry Survey

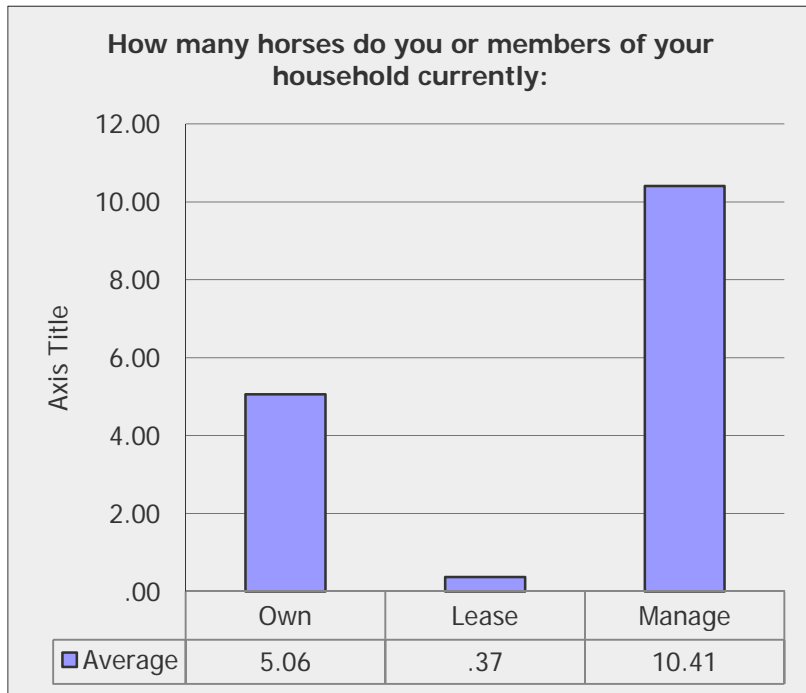
How many horses do you or members of your household currently:

Answer Options	Response Average	Response Total	Response Count
Own	5.06	53,528	10,579
Lease	.37	822	2,243
Manage	10.41	37,465	3,600
<i>answered question</i>			10,825
<i>skipped question</i>			363

skip 3.2% 363

Brief discussion:

On average, survey respondents own about 5 horses and manage over 10. Few survey respondents lease horses.



AHP Equine Industry Survey

Based on your answer in #8, how do these numbers...

Own

Answer Options	More	Same	Less	Response Count
Compare to 2007?	2,649	5,666	2,288	10,603
Compare to the expected number of horses in 2011?	1,596	6,376	1,877	9,849

Lease

Answer Options	More	Same	Less	Response Count
Compare to 2007?	304	2,421	268	2,993
Compare to the expected number of horses in 2011?	143	2,419	238	2,800

Manage

Answer Options	More	Same	Less	Response Count
Compare to 2007?	968	2,355	727	4,050
Compare to the expected number of horses in 2011?	678	2,439	623	3,740

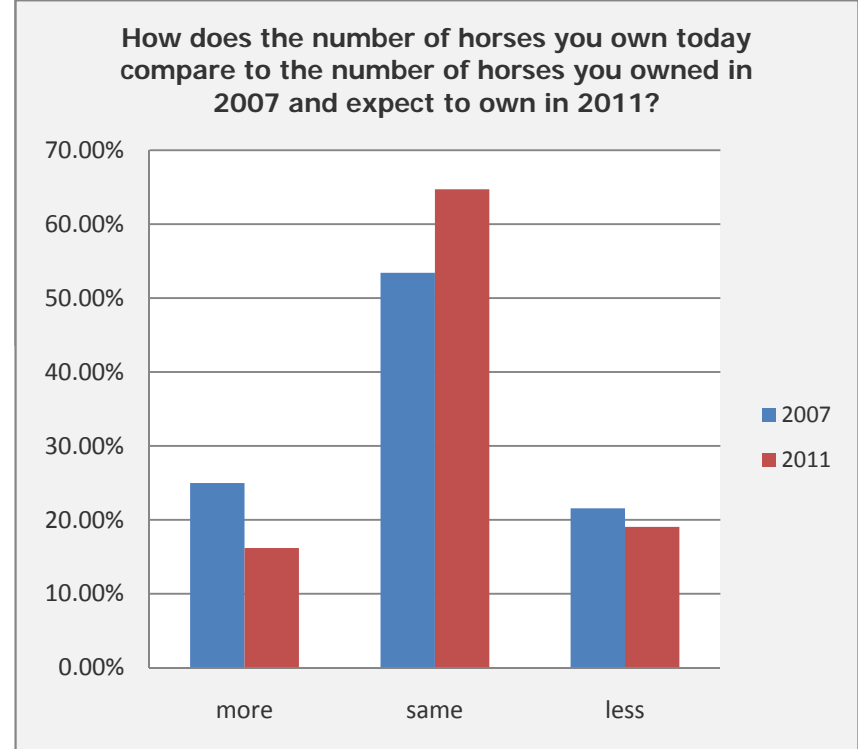
	Question Totals
<i>answered question</i>	10,776
<i>skipped question</i>	412

skip 3.7% 412

Brief discussion

The majority of respondents own, lease, and/or manage the same number of horses today as they did two years ago in 2007. In addition, the majority of respondents anticipate owning, leasing, and/or managing the same number of horses in two years (2011) as they do today.

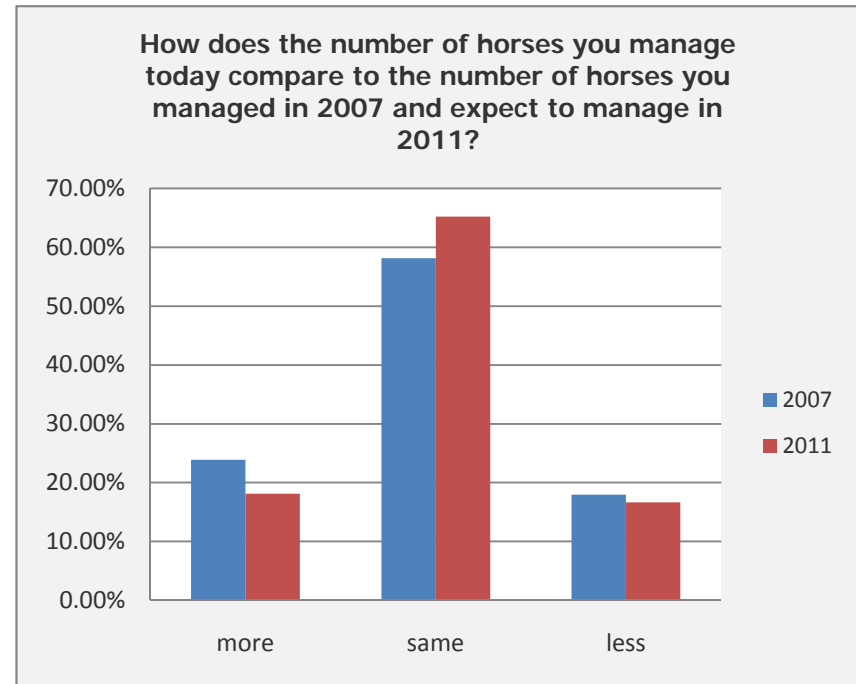
Owning horses



Leasing horses



Managing horses



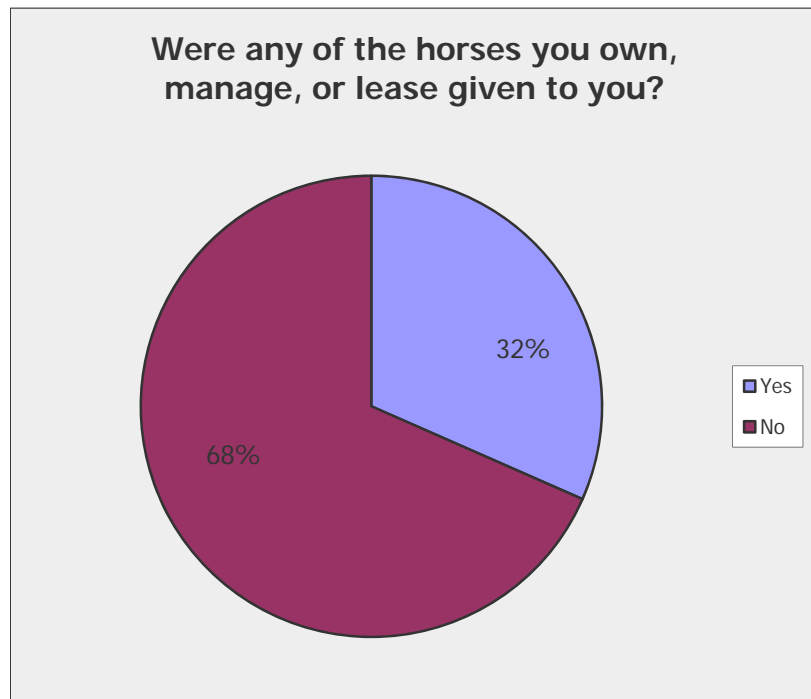
AHP Equine Industry Survey

Were any of the horses you own, manage, or lease given to you?		
Answer Options	Response Percent	Response Count
Yes	31.6%	3,394
No	68.4%	7,341
<i>answered question</i>		10,735
<i>skipped question</i>		453

skip	4.05%	453
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Brief discussion:

Nearly 32% of respondents had a horse given to them. Some of this may be attributed to recent economic conditions as well as the ban on slaughter. Only 3% of respondents that had at least one horse given to them are affiliated with equine rescue in some way.



AHP Equine Industry Survey

How many horses over 15 years of age do you own, manage, or lease?

Answer Options	Response Average	Response Total	Response Count
Horses age 15 or over	2.08	22,304	10,698
		<i>answered question</i>	10,698
		<i>skipped question</i>	490
skip		4.4%	490

Brief discussion:

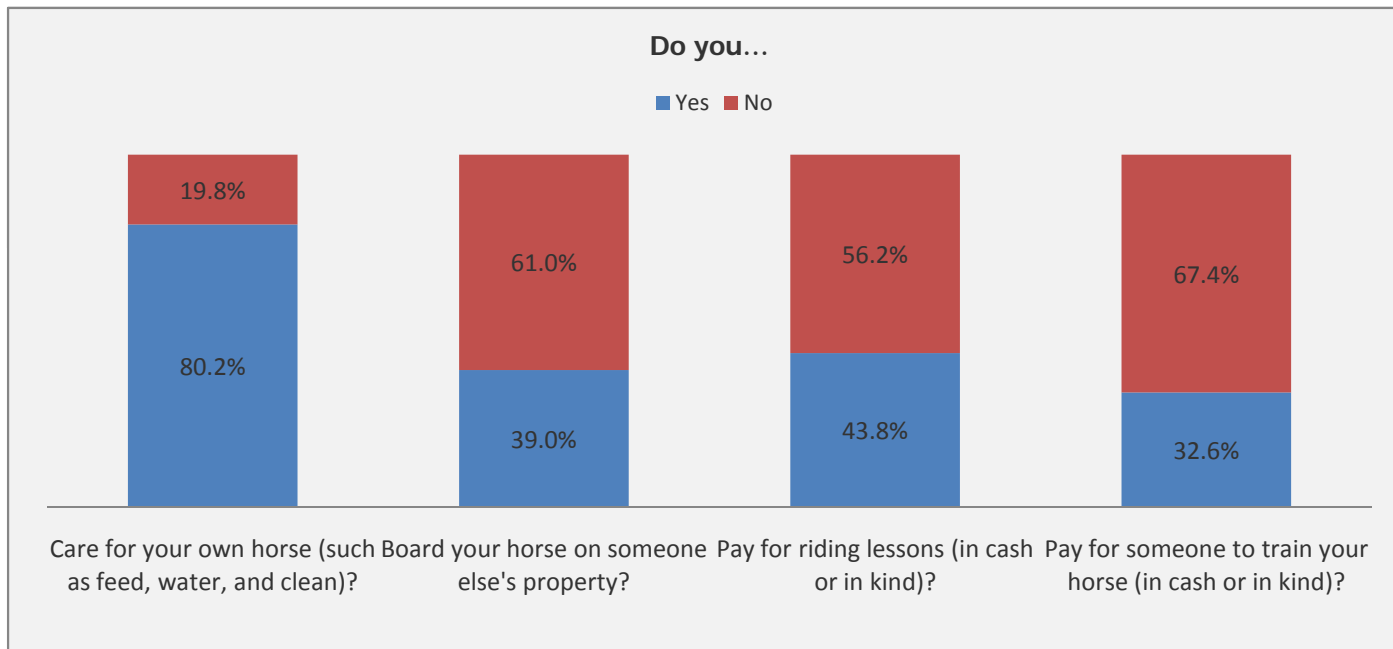
On average, respondents have two horses over ages 15+. Later, we'll see that care of the older horse is an important health issue to many respondents.

AHP Equine Industry Survey

Do you...			
Answer Options	Yes	No	Response Count
Care for your own horse (such as feed, water, and clean)?	8,489	2,096	10,585
Board your horse on someone else's property?	3,981	6,233	10,214
Pay for riding lessons (in cash or in kind)?	4,440	5,708	10,148
Pay for someone to train your horse (in cash or in kind)?	3,294	6,812	10,106
	answered question		10,798
	skipped question		390
	skip	3.5%	390

Brief discussion:

Roughly 80% of respondents care for their own horses, indicating that they either keep their horses on their own property or visit daily the horses they have boarded. Close to 40% of respondents board their horses elsewhere. Nearly 44% of respondents pay for riding lessons, but only 33% pay for someone else to train their horse.



AHP Equine Industry Survey

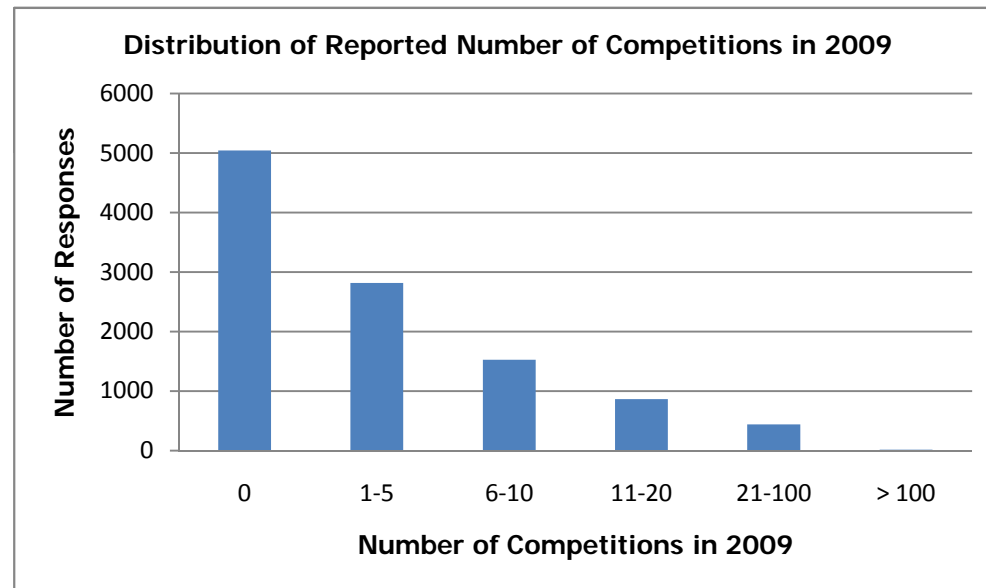
Please estimate the total number of competitions that you will participate in for the year 2009.

Answer Options	Response Average	Response Total	Response Count
2009 competitions	5.26	56,284	10,705
	<i>answered question</i>		10,705
	<i>skipped question</i>		483

skip 4.3% 483

Brief discussion:

On average, respondents expect to participate in about 5 competitions per year. When examining the distribution of responses below, however, one observes that almost 50% of the respondents did not compete in 2009.

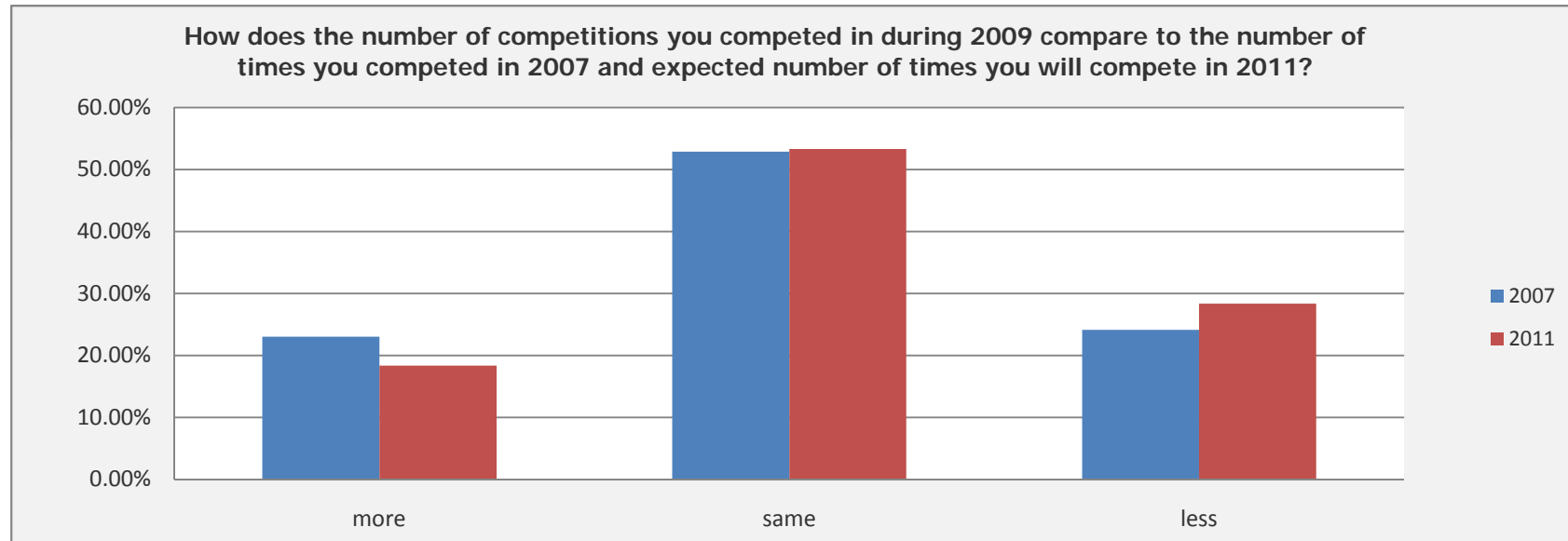


AHP Equine Industry Survey

How does your answer in #13...				
Competitions				
Answer Options	More	Same	Less	Response Count
Compare to 2007?	2,398	5,513	2,517	10,428
Compare to the expected number of competitions in 2011?	1,825	5,304	2,821	9,950
				Question Totals
<i>answered question</i>				10,451
<i>skipped question</i>				737
skip	6.6%			737

Brief discussion:

For a majority of the respondents, the number of competitions in 2009 was the same as in 2007, with roughly equal proportions indicating that the number was more or less than in 2007. When asked about participation in the expected number of competitions in 2011, a majority again expected to compete with the same frequency, but this time, a larger percentage believe that they will be competing less in 2011.



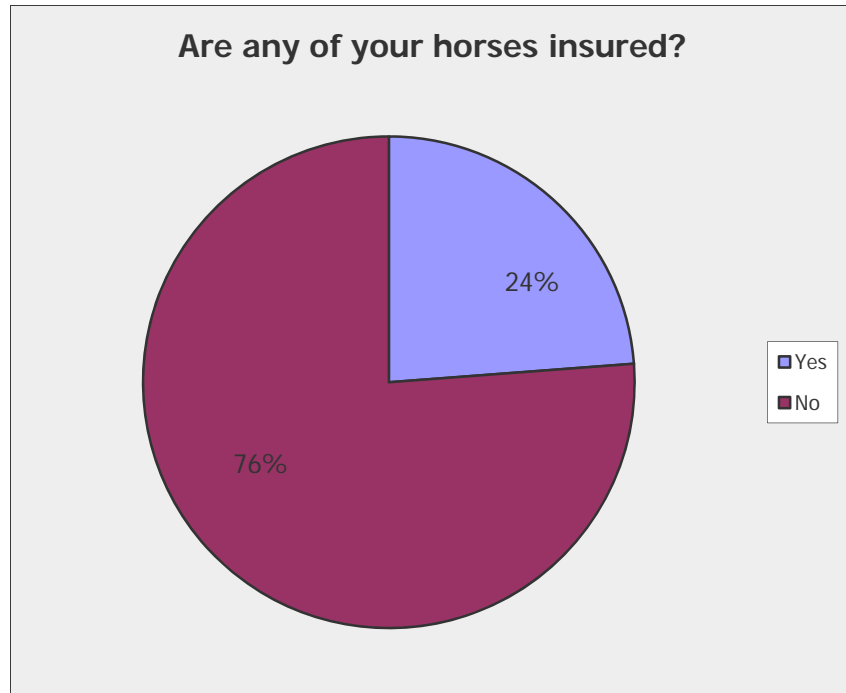
AHP Equine Industry Survey

Are any of your horses insured?		
Answer Options	Response Percent	Response Count
Yes	23.8%	2,559
No	76.2%	8,200
If yes, how many?		2,548
<i>answered question</i>		10,759
<i>skipped question</i>		429

skip 3.8% 429

Brief discussion:

Nearly 24% of respondents have at least one horse insured.



AHP Equine Industry Survey

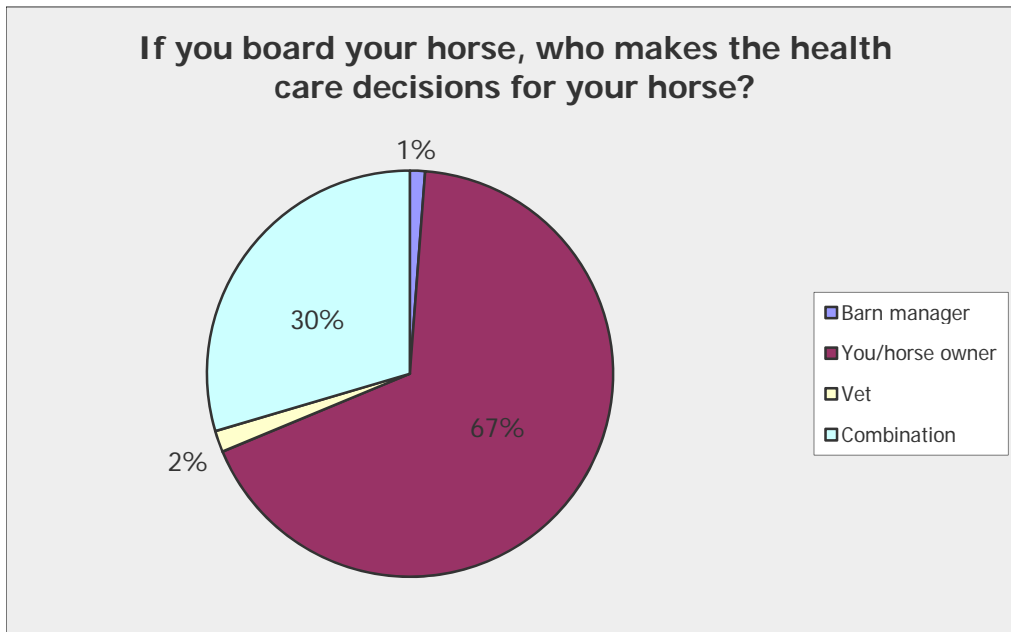
If you board your horse, who makes the health care decisions for your horse?

Answer Options	Response Percent	Response Count
Barn manager	1.2%	64
You/horse owner	67.6%	3,636
Vet	1.7%	90
Combination	29.6%	1,591
Other (please specify)		489
<i>answered question</i>		5,381
<i>skipped question</i>		5,807

skip 51.9% 5,807

Brief discussion:

Two-thirds of the respondents make health care decisions for their own horses, while another 30% indicate that care is shared among a variety of individuals. Over 50% of the respondents failed to answer this question; this is significantly different from most other questions.



AHP Equine Industry Survey

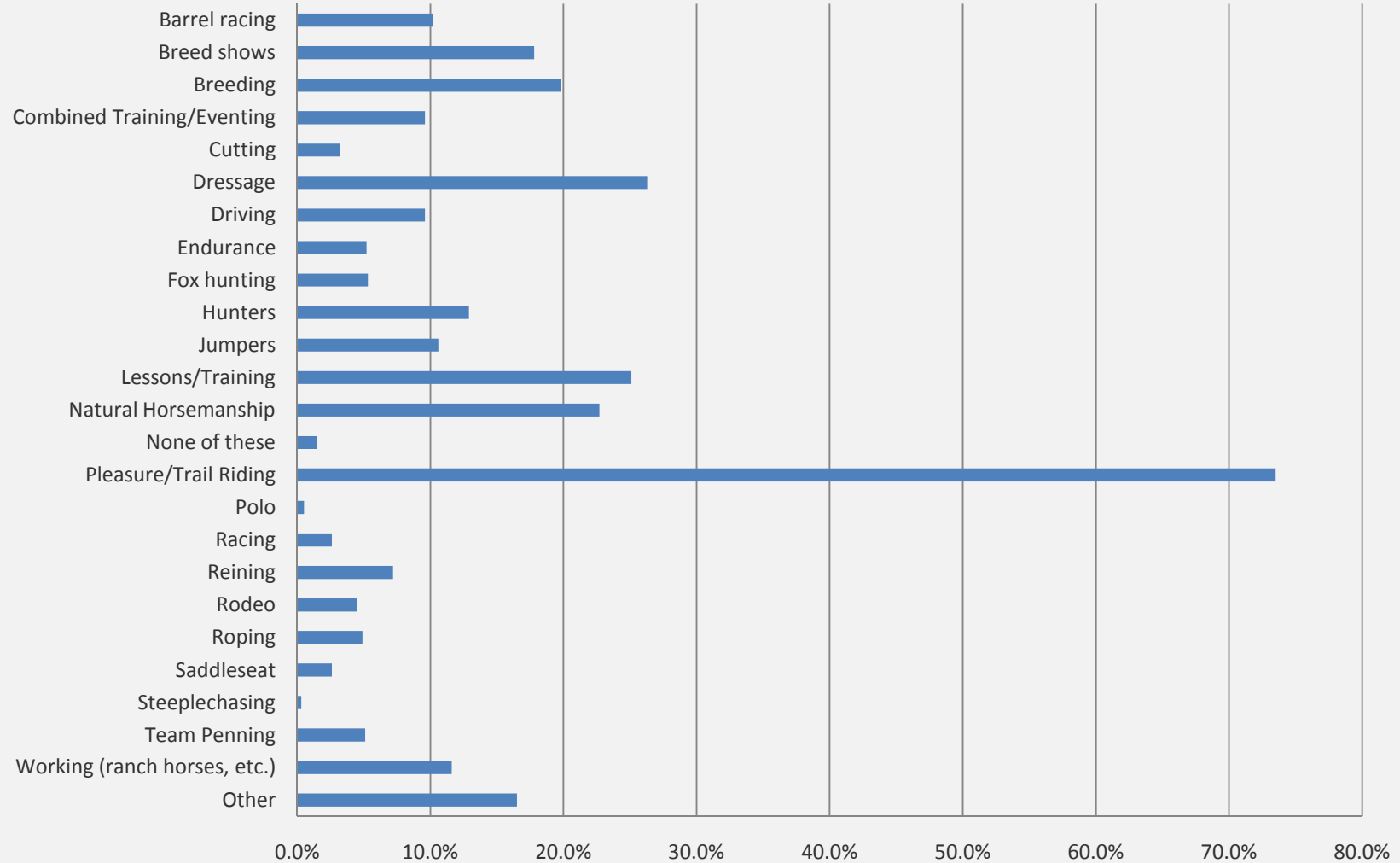
How do you use your horses? (Please check all that apply.)		
Answer Options	Response Percent	Response Count
Barrel racing	10.2%	1,094
Breeding	19.8%	2,136
Breed shows	17.8%	1,917
Combined	9.6%	1,032
Cutting	3.2%	350
Dressage	26.3%	2,838
Driving	9.6%	1,036
Endurance	5.2%	564
Fox hunting	5.3%	570
Hunters	12.9%	1,387
Jumpers	10.6%	1,141
Lessons/Training	25.1%	2,702
Natural Horsemanship	22.7%	2,446
Pleasure/Trail Riding	73.5%	7,919
Polo	0.5%	57
Racing	2.6%	282
Reining	7.2%	772
Rodeo	4.5%	481
Roping	4.9%	529
Saddleseat	2.6%	278
Steeplechasing	0.3%	30
Team Penning	5.1%	553
Working (ranch horses, None of these	11.6%	1,248
Other (please specify)	16.5%	1,781
answered question		10,776
skipped question		412

skip 3.7% 412

Brief discussion:

As expected, many horses are used for pleasure and trail riding. Somewhat surprisingly, the next most frequently reported use is dressage.

How do you use your horses?



AHP Equine Industry Survey

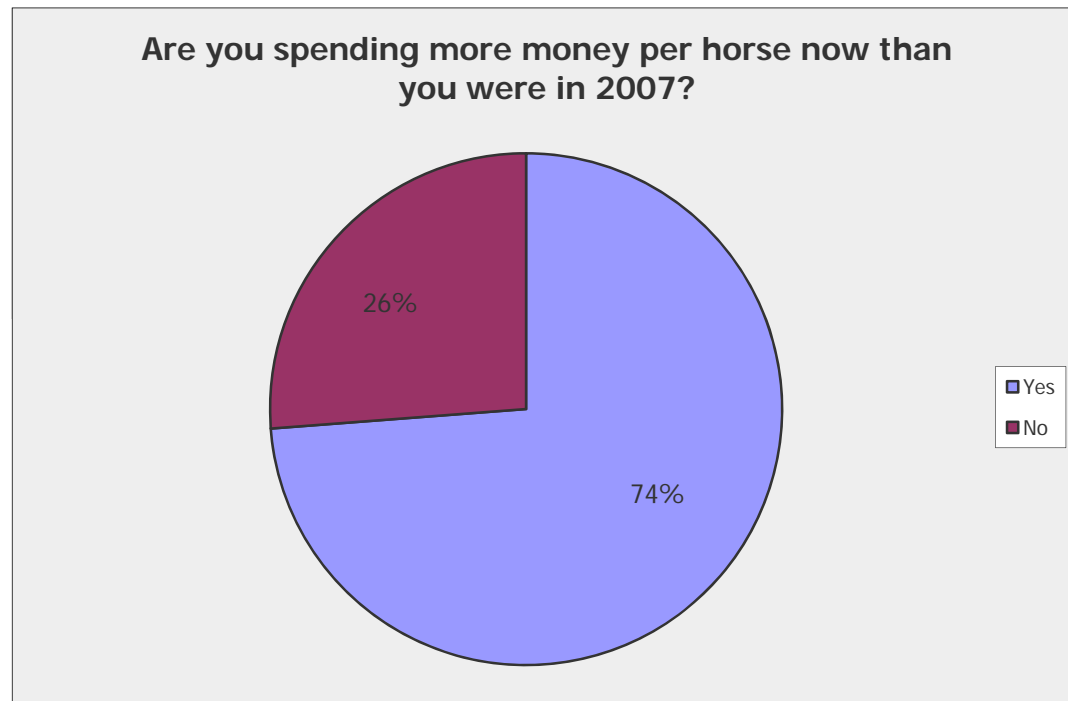
Are you spending more money per horse now than you were in 2007?

Answer Options	Response Percent	Response Count
Yes	73.8%	7,768
No	26.2%	2,751
<i>answered question</i>		10,519
<i>skipped question</i>		669

skip 6.0% 669

Brief discussion:

Nearly 3/4 of the respondents are spending more per horse now than in 2007; this isn't surprising due to general inflation as well as rising oil prices and poor weather conditions which caused feed prices to spike.



AHP Equine Industry Survey

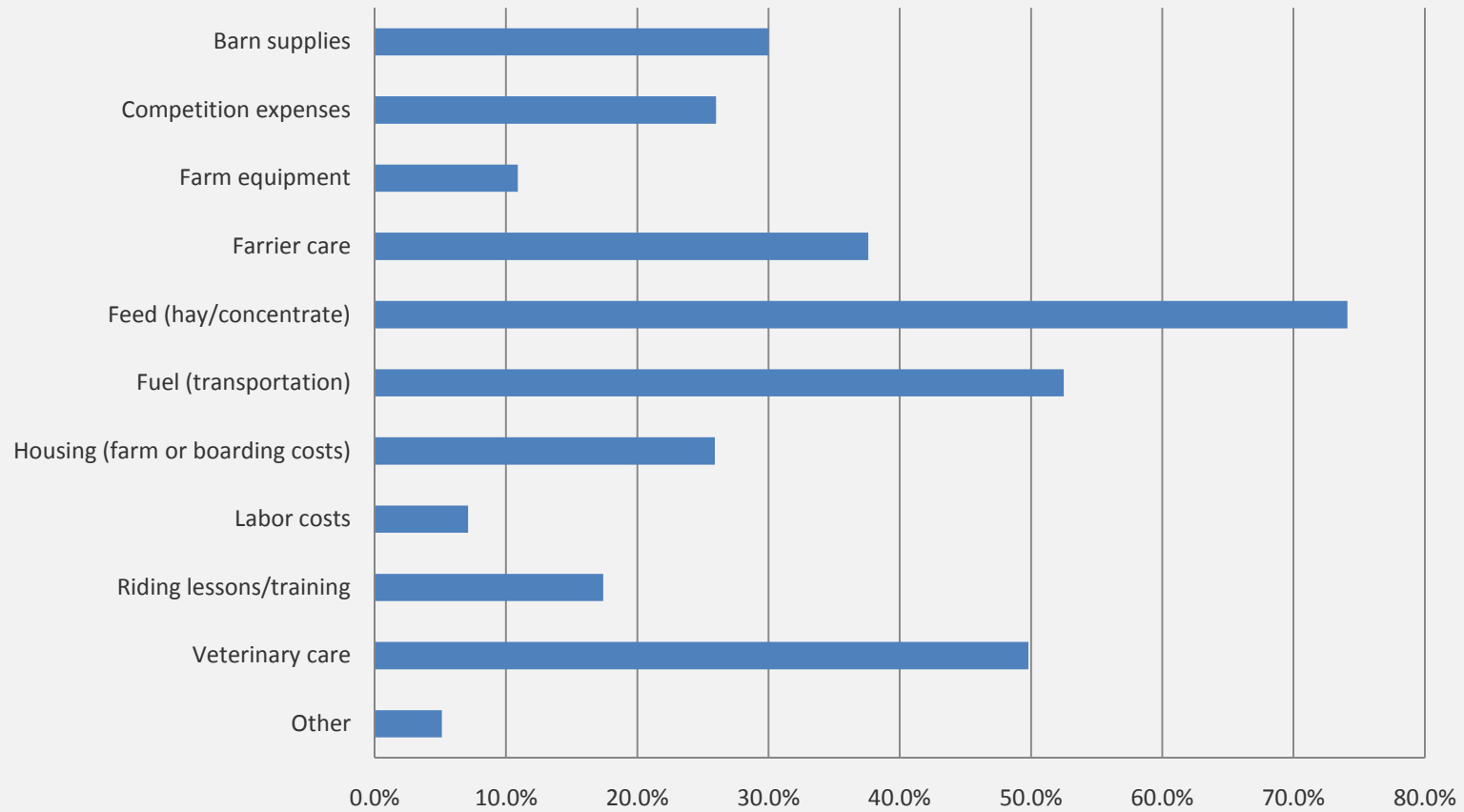
In which areas have expenses increased the most? (Please choose three.)		
Answer Options	Response Percent	Response Count
Feed (hay/concentrate)	74.1%	7,657
Housing (farm or boarding costs)	25.9%	2,672
Veterinary care	49.8%	5,141
Farrier care	37.6%	3,886
Fuel (transportation)	52.5%	5,426
Riding lessons/training	17.4%	1,799
Barn supplies	30.0%	3,094
Competition expenses	26.0%	2,682
Farm equipment	10.9%	1,128
Labor costs	7.1%	729
Other (please specify)	5.1%	527
	<i>answered question</i>	10,327
	<i>skipped question</i>	861
skip	7.7%	861

Brief discussion:

Respondents indicate that the greatest increases in expenses have occurred with feed, fuel, and veterinary care.

In which areas have expenses increased the most?

(Participants asked to choose 3)



AHP Equine Industry Survey

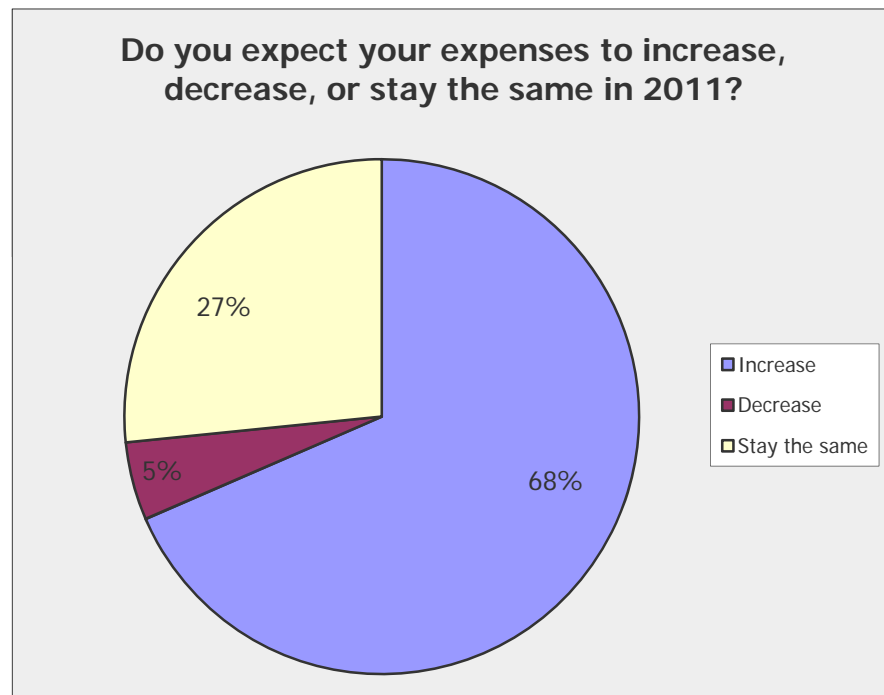
Do you expect your expenses to increase, decrease, or stay the same in 2011?

Answer Options	Response Percent	Response Count
Increase	68.5%	7,294
Decrease	4.9%	518
Stay the same	26.6%	2,835
answered question		10,647
skipped question		541

skip 4.8% 541

Brief discussion:

Again, unsurprisingly, over 2/3 of the respondents expect their horse-related expenses to increase in 2011. Only 5% predict that their expenses will decrease.



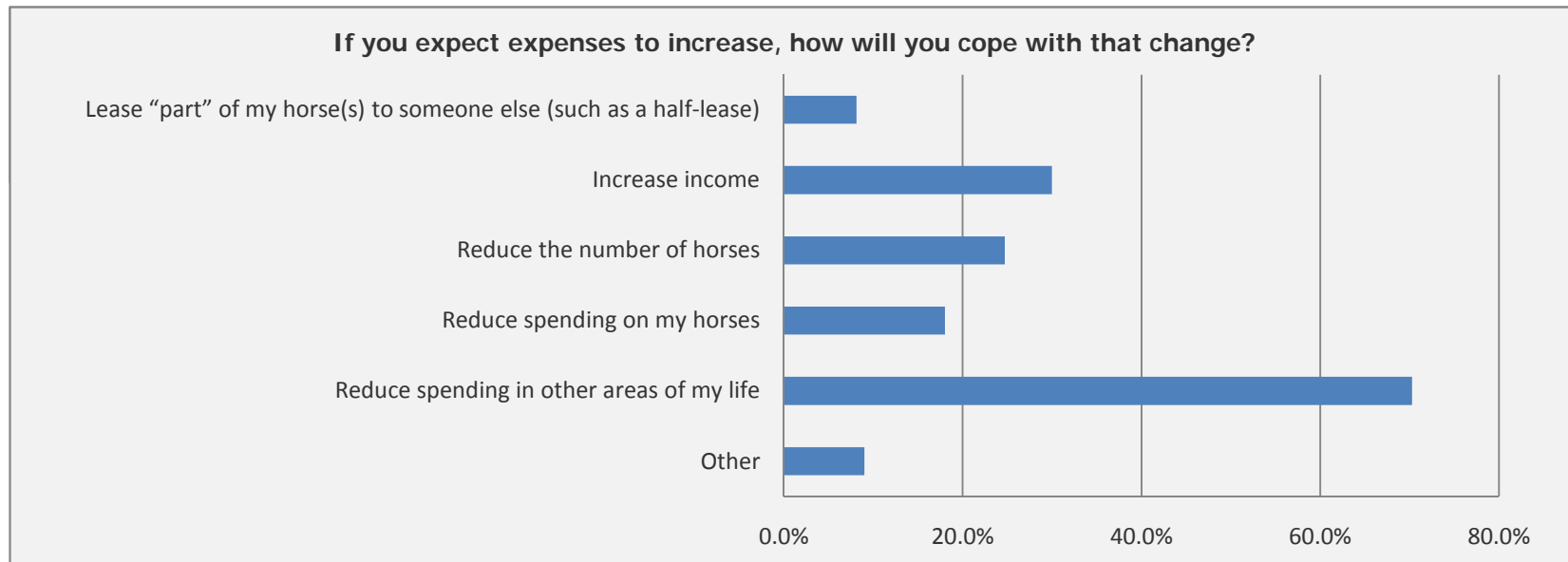
AHP Equine Industry Survey

If you expect expenses to increase, how will you cope with that change? (Please check all that apply.)

Answer Options	Response Percent	Response Count
Reduce spending in other areas of my life	70.3%	6,052
Reduce spending on my horses	18.0%	1,551
Reduce the number of horses	24.7%	2,125
Increase income	30.0%	2,580
Lease "part" of my horse(s) to someone else (such as a half-lease)	8.1%	700
Other (please specify)	9.0%	775
answered question		8,612
skipped question		2,576
skip	23.0%	2,576

Brief discussion:

Horse people are a dedicated bunch! Over 70% of the respondents indicated that they would decrease spending in other areas of their lives to compensate for the increased cost of keeping horses.



AHP Equine Industry Survey

**In your opinion, what are the top three issues facing the equine industry?
(Please choose three.)**

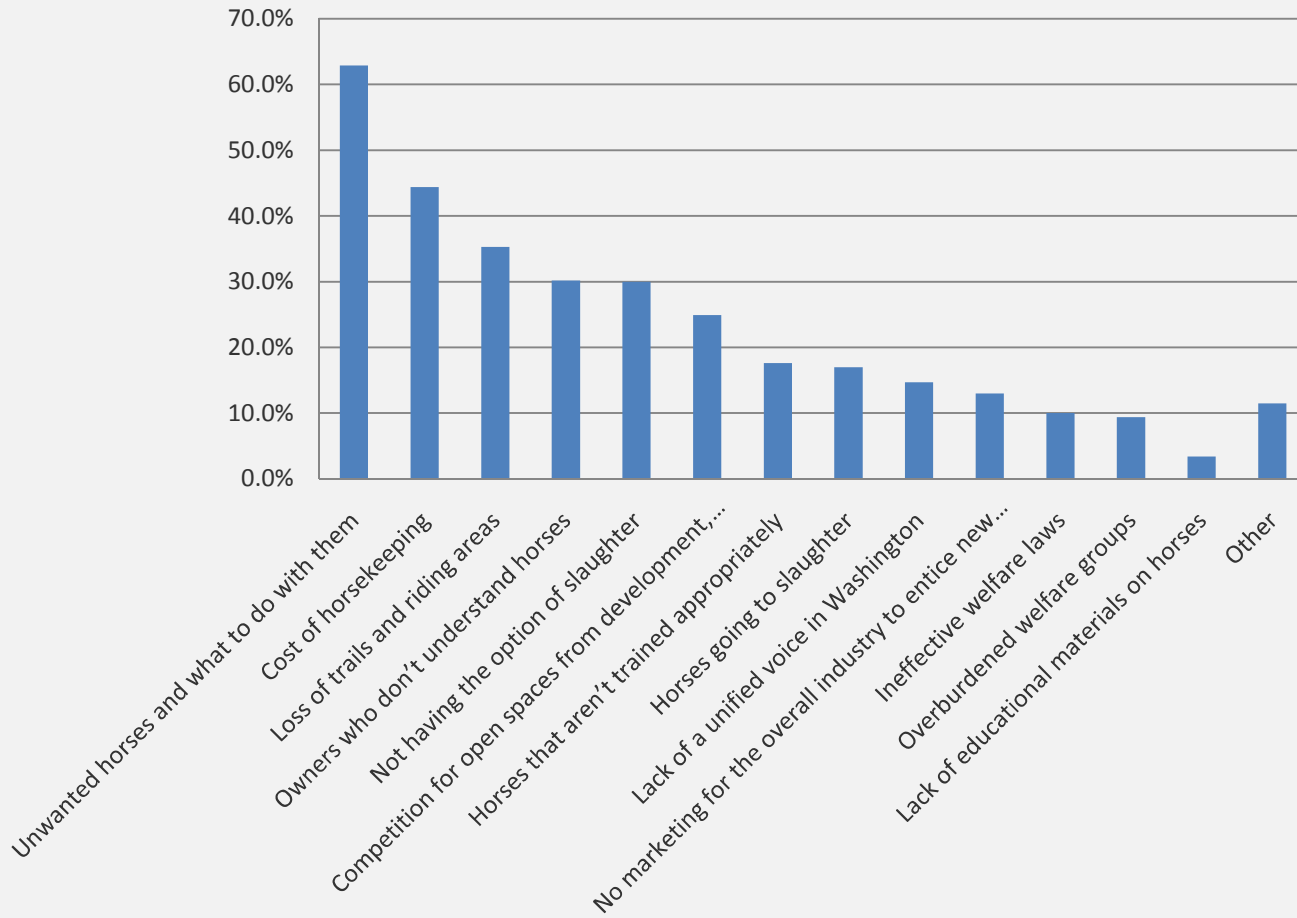
Answer Options	Response Percent	Response Count
Unwanted horses and what to do with them	62.9%	6,627
Overburdened welfare groups	9.4%	994
Owners who don't understand horses	30.2%	3,176
Horses that aren't trained appropriately	17.6%	1,856
Lack of educational materials on horses	3.4%	358
Cost of horsekeeping	44.4%	4,676
Loss of trails and riding areas	35.3%	3,714
Horses going to slaughter	17.0%	1,791
Not having the option of slaughter	30.0%	3,162
Ineffective welfare laws	10.0%	1,055
No marketing for the overall industry to entice new owners	13.0%	1,364
Lack of a unified voice in Washington	14.7%	1,550
Competition for open spaces from development, producers of biofuels, etc.	24.9%	2,622
Other (please specify)	11.5%	1,214
	<i>answered question</i>	10,531
	<i>skipped question</i>	657

skip	5.9%	657
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Brief discussion:

A majority of the respondents indicated that the issue of "Unwanted horses and what to do with them" represented the top issue facing the equine industry. The cost of horsekeeping, the loss of trails and riding areas, owners who don't understand horses, and not having the option of slaughter were also selected as key issues needing attention.

In your opinion, what are the top three issues facing the equine industry? (Please choose three.)



AHP Equine Industry Survey

Of the above problems, which issue do you think needs to be addressed first? (Please choose one of the three issues you chose above.)

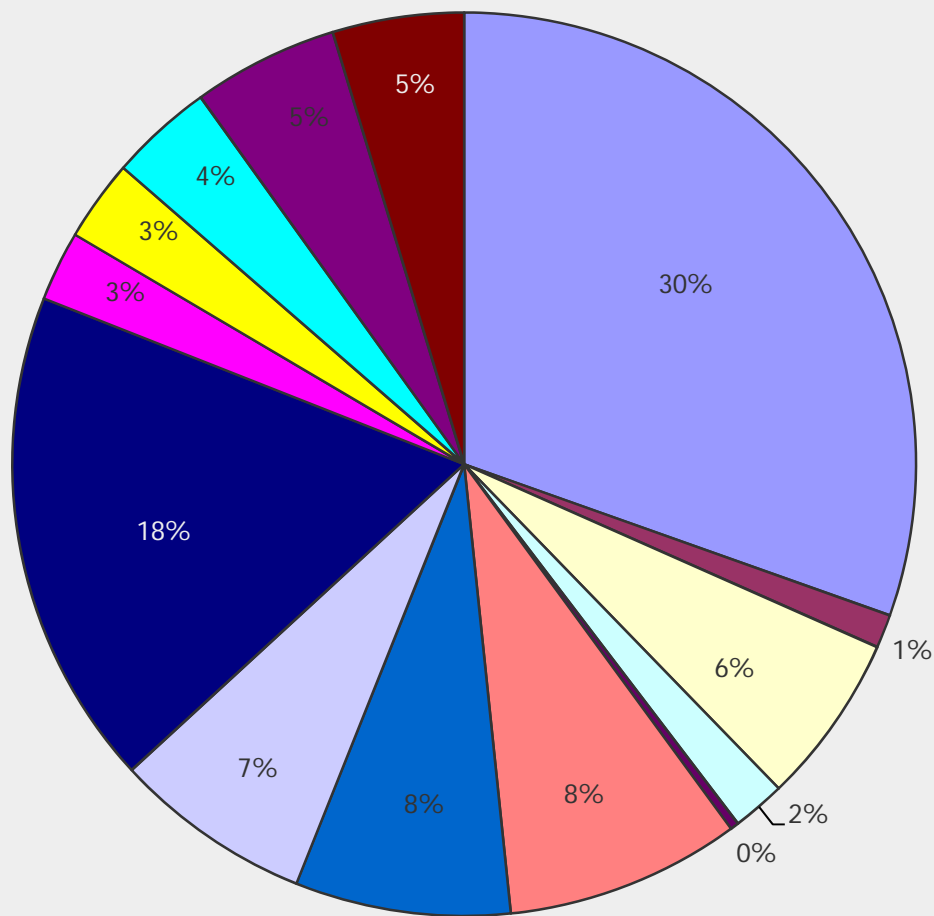
Answer Options	Response Percent	Response Count
Unwanted horses and what to do with them	30.4%	3,181
Overburdened welfare groups	1.2%	126
Owners who don't understand horses	6.1%	642
Horses that aren't trained appropriately	1.9%	194
Lack of educational materials on horses	0.3%	36
Cost of horsekeeping	8.4%	883
Loss of trails and riding areas	7.7%	807
Horses going to slaughter	7.1%	738
Not having the option of slaughter	17.8%	1,862
Ineffective welfare laws	2.5%	258
No marketing for the overall industry to entice new owners	2.9%	302
Lack of a unified voice in Washington	3.7%	392
Competition for open spaces from developers, production of biofuels, etc.	5.2%	539
Other	4.7%	496
	answered question	10,456
	skipped question	732

skip	6.5%	732
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Brief discussion:

The top two issues facing the equine industry which respondents believe need to be addressed first are the unwanted horses (and what to do with them) and a related issue, not having the option of slaughter.

Of the issues facing the horse industry, which do you think needs to be addressed first?



- Unwanted horses and what to do with them
- Overburdened welfare groups
- Owners who don't understand horses
- Horses that aren't trained appropriately
- Lack of educational materials on horses
- Cost of horsekeeping
- Loss of trails and riding areas
- Horses going to slaughter
- Not having the option of slaughter
- Ineffective welfare laws
- No marketing for the overall industry to entice new owners
- Lack of a unified voice in Washington
- Competition for open spaces from developers, production of biofuels, etc.
- Other

AHP Equine Industry Survey

Please propose a solution for the issue you chose in #23.

Answer Options	Response Count
	8,219
<i>answered question</i>	8,219
<i>skipped question</i>	2,969

skip 26.5% 2,969

Brief discussion:

Roughly half of the responses were analyzed; results are in the final written document. The complete set of responses have been made available in a separate Excel file.

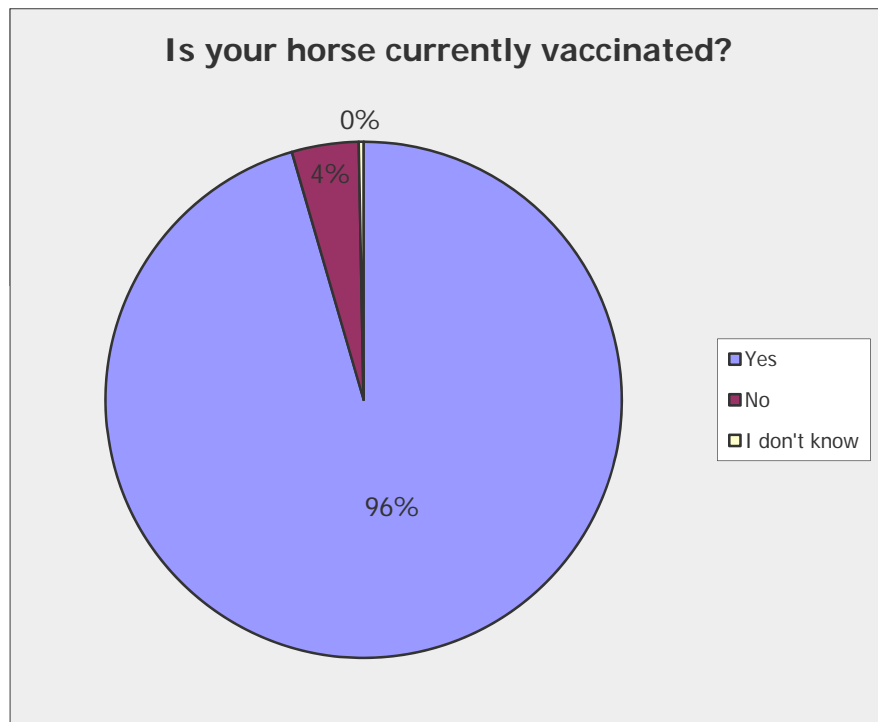
AHP Equine Industry Survey

Is your horse currently vaccinated?		
Answer Options	Response Percent	Response Count
Yes	95.6%	9,985
No	4.2%	435
I don't know	0.3%	28
answered question		10,448
skipped question		740

skip 6.6% 740

Brief discussion:

Nearly 96% of the respondents indicated that their horses are currently vaccinated.



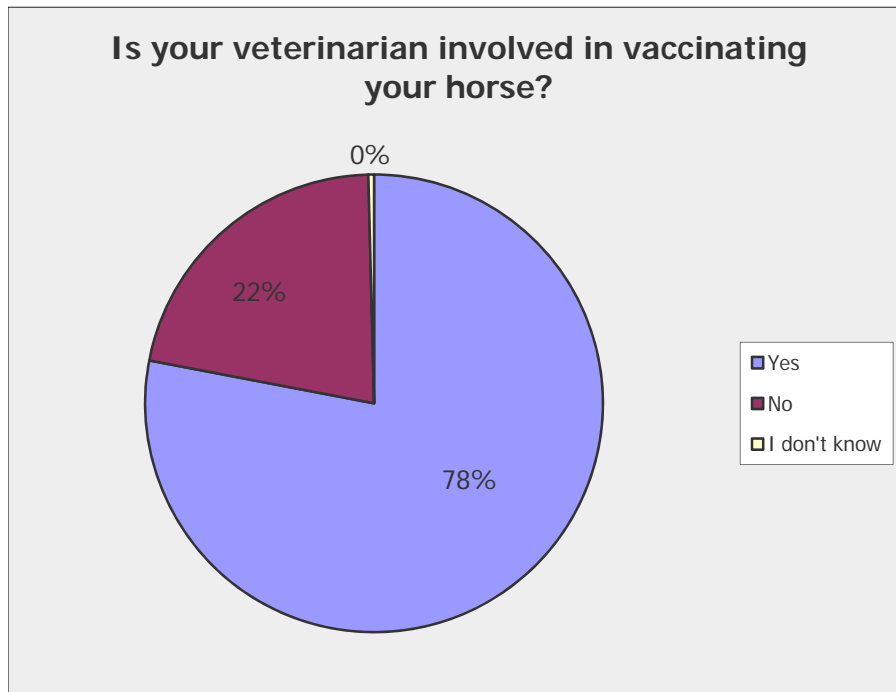
AHP Equine Industry Survey

Is your veterinarian involved in vaccinating your horse?		
Answer Options	Response Percent	Response Count
Yes	78.0%	8,128
No	21.6%	2,247
I don't know	0.4%	44
answered question		10,419
skipped question		769

skip 6.9% 769

Brief discussion:

Over 3/4 of the respondents indicated that their veterinarian is involved with vaccinating their horses.



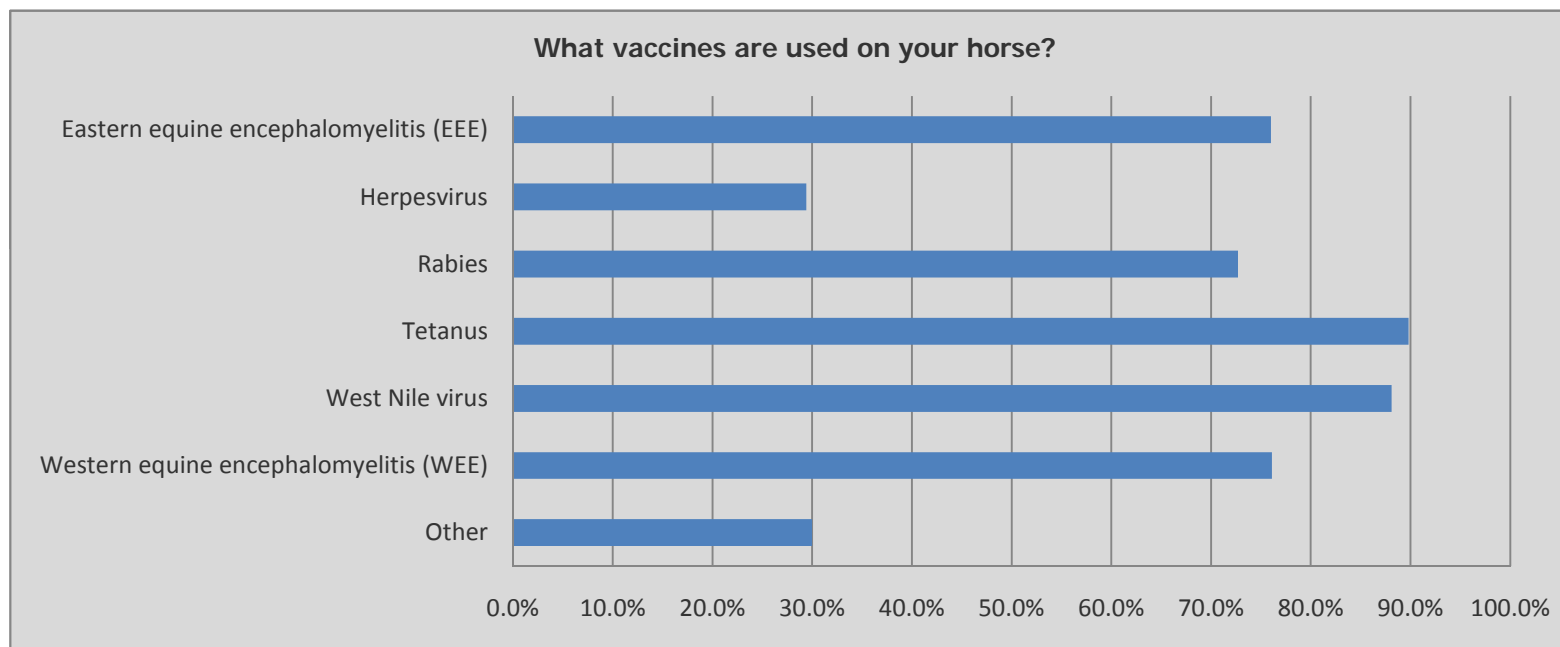
AHP Equine Industry Survey

What vaccines are used on your horse? (Please check all that apply.)

Answer Options	Response Percent	Response Count
Rabies	72.7%	7,438
Tetanus	89.8%	9,194
Eastern equine	76.0%	7,779
Western equine	76.1%	7,788
West Nile virus	88.1%	9,020
Herpesvirus	29.4%	3,007
Other (please specify)	30.0%	3,073
<i>answered question</i>		10,237
<i>skipped question</i>		951
skip	8.5%	951

Brief discussion:

At least 70% of the respondents indicated that their horses are vaccinated against Tetanus (89.8%), West Nile (88.1%), WEE (76.1%), EEE (76.0%), and Rabies (72.7%).



AHP Equine Industry Survey

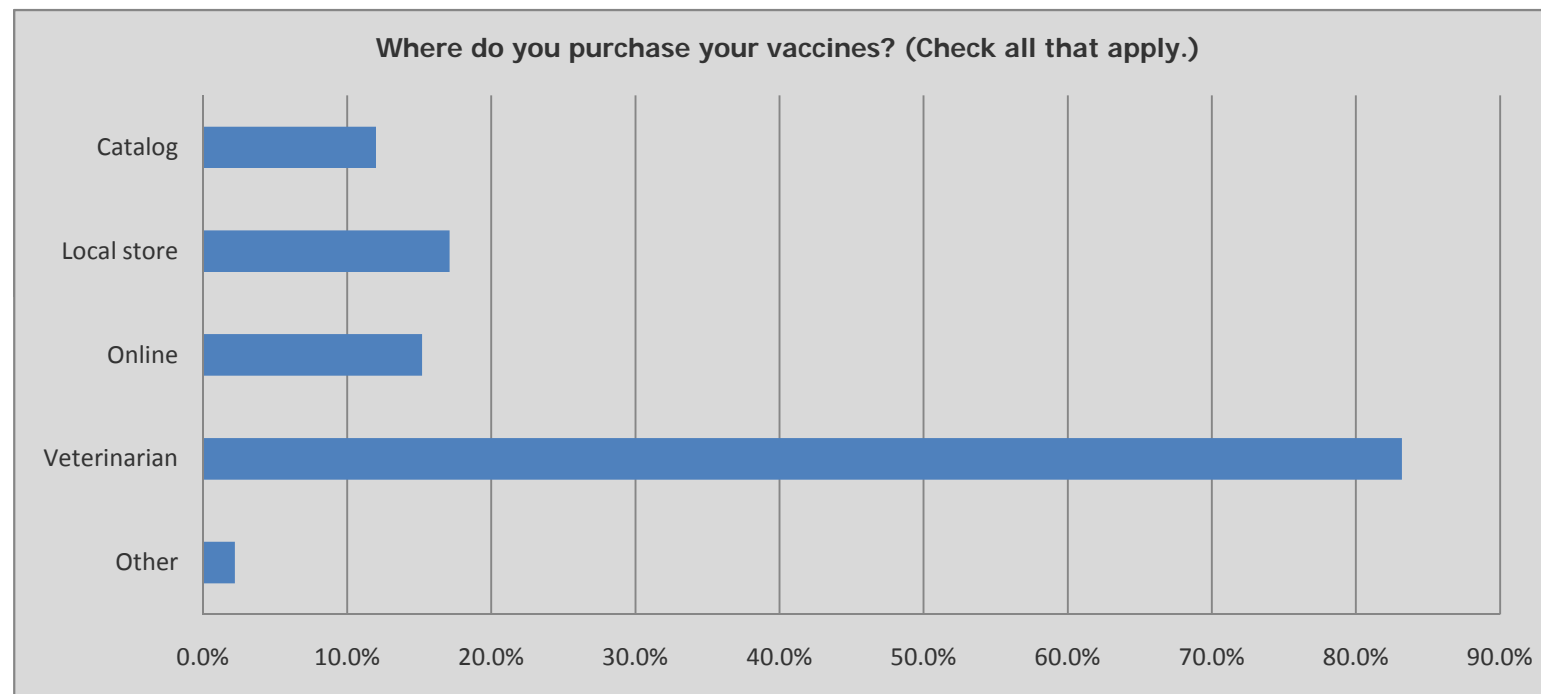
Where do you purchase your vaccines? (Please check all that apply.)

Answer Options	Response Percent	Response Count
Veterinarian	83.2%	8,533
Local store	17.1%	1,753
Catalog	12.0%	1,231
Online	15.2%	1,564
Other (please specify)	2.2%	227
answered question		10,262
skipped question		926

Brief discussion:

Nearly 85% of respondents purchase at least some of their horses' vaccinations from their vet. A small percentage also purchase them from local stores, catalogs, and online.

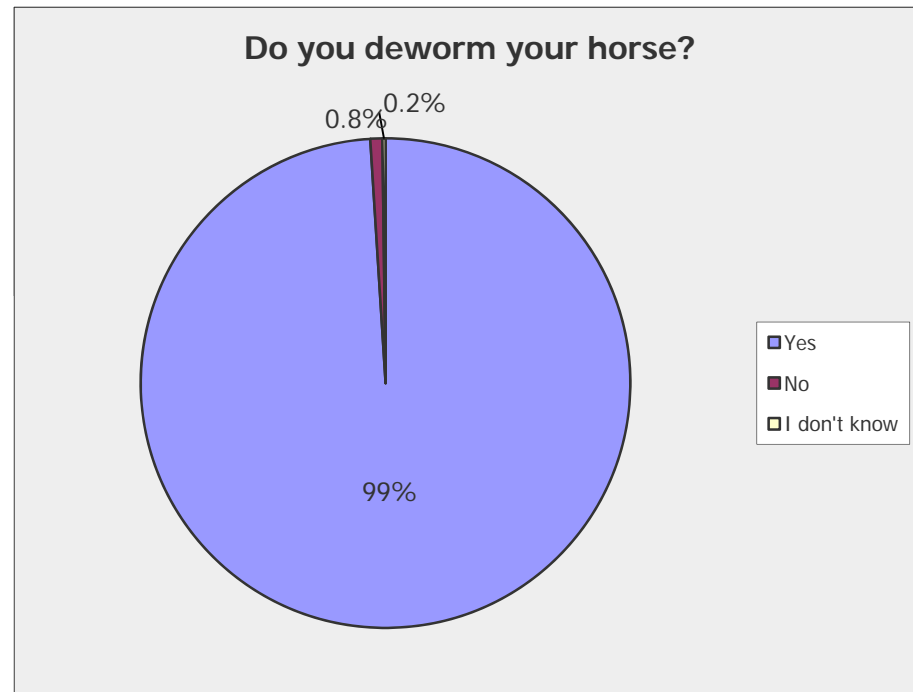
skip 8.3% 926



AHP Equine Industry Survey

Do you deworm your horse?		
Answer Options	Response Percent	Response Count
Yes	99.0%	10,306
No	0.8%	83
I don't know	0.2%	21
answered question		10,410
skipped question		778

skip 7.0% 778



Brief discussion:

99% of the respondents deworm their horses. This is relevant in light of recent evidence that consistent, periodic deworming may not be necessary.

AHP Equine Industry Survey

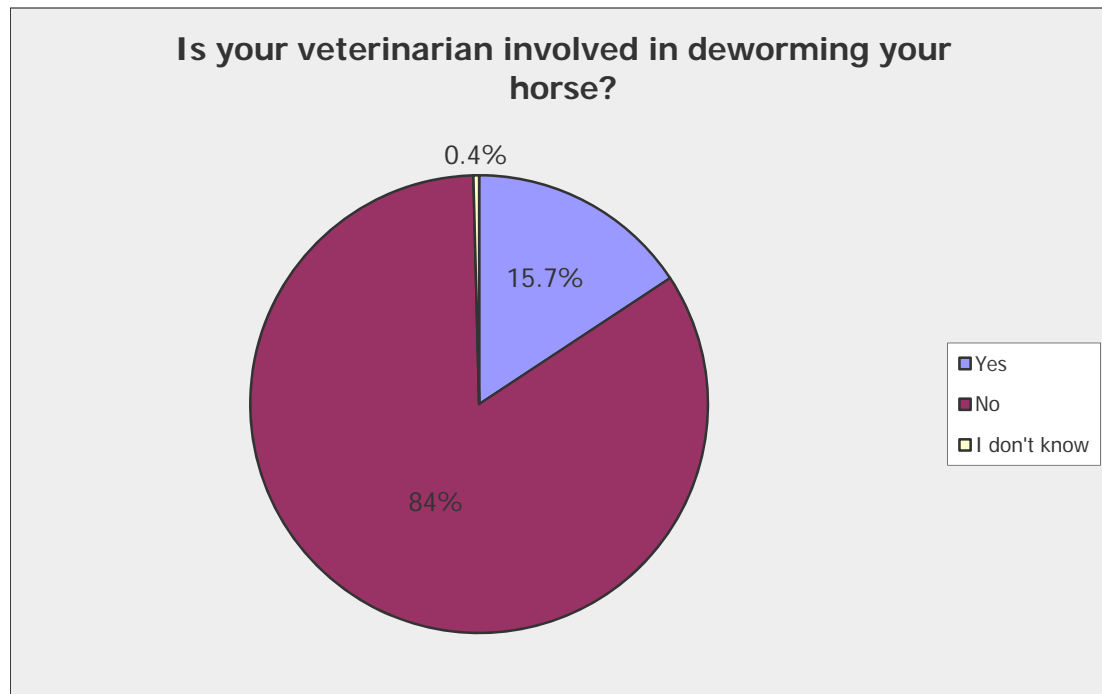
Is your veterinarian involved in deworming your horse?

Answer Options	Response Percent	Response Count
Yes	15.7%	1,641
No	83.8%	8,743
I don't know	0.4%	43
<i>answered question</i>		10,427
<i>skipped question</i>		761

skip 6.8% 761

Brief discussion:

Unsurprisingly, nearly 85% of the respondents do not involve their veterinarians in the deworming process.



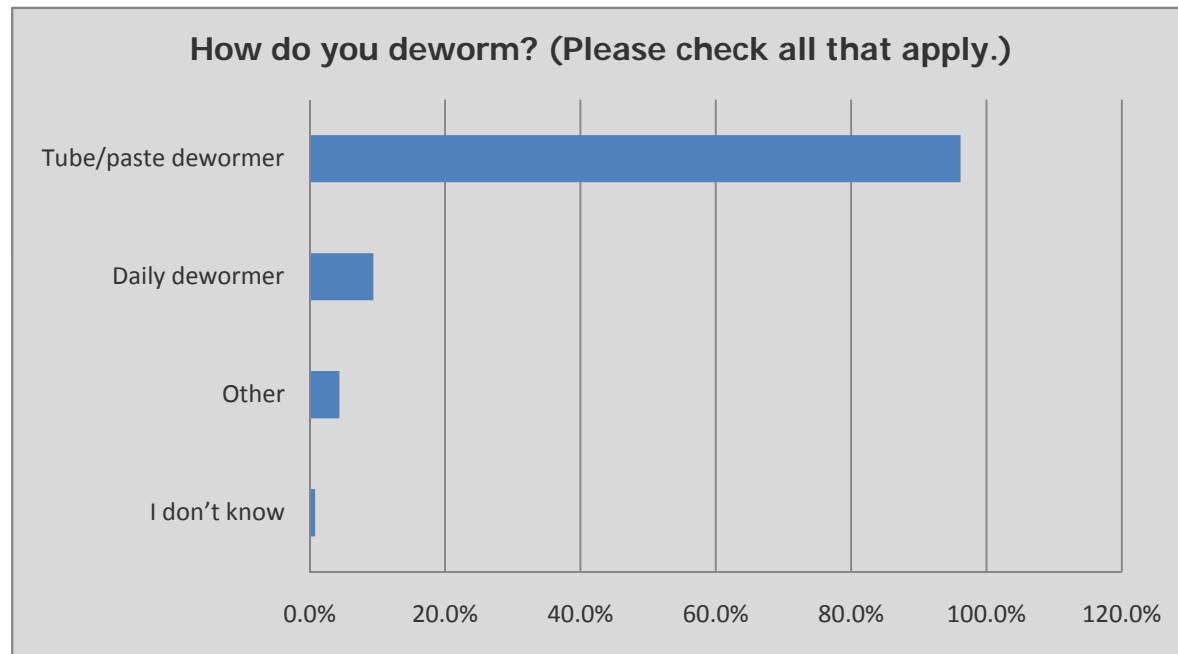
AHP Equine Industry Survey

How do you deworm? (Please check all that apply.)		
Answer Options	Response Percent	Response Count
Tube/paste dewormer	96.2%	10,035
Daily dewormer	9.4%	975
Other	4.4%	454
I don't know	0.8%	81
answered question		10,427
skipped question		761

skip 6.8% 761

Brief discussion:

Over 96% of the respondents use a tube or paste dewormer; in addition, almost 10% use a daily dewormer. This indicates that some individuals use both tube/paste and daily dewormers.



AHP Equine Industry Survey

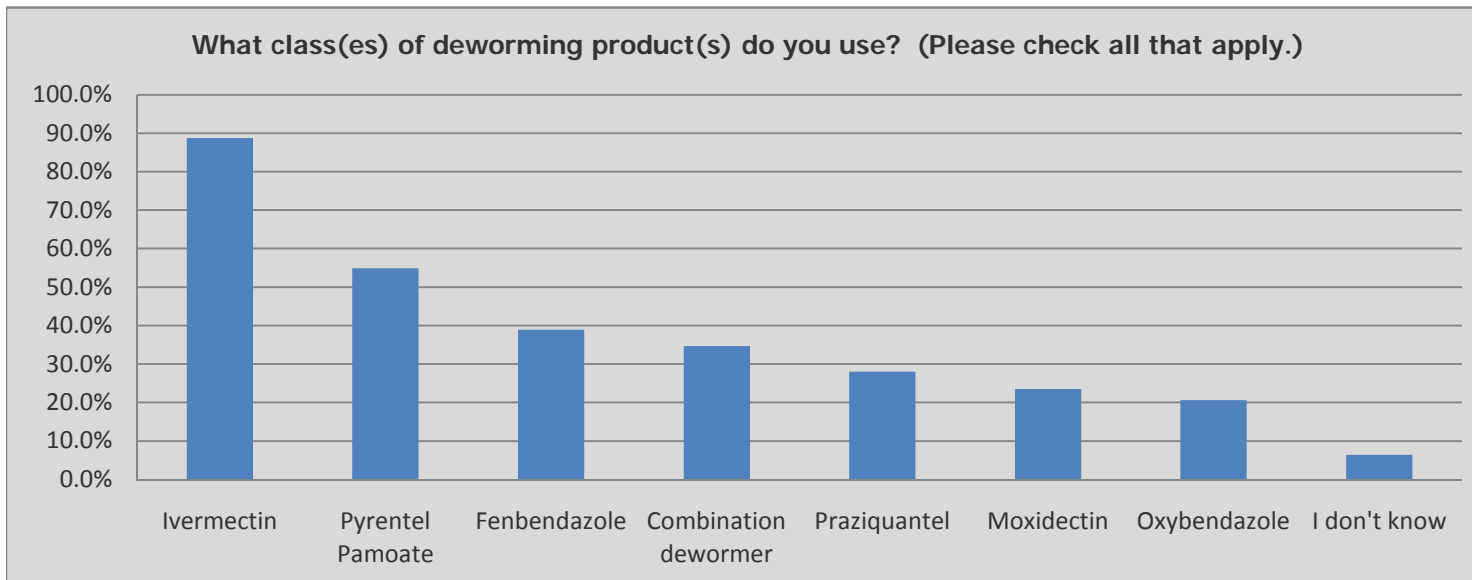
What class(es) of product(s) do you use? (Please check all that apply.)

Answer Options	Response Percent	Response Count
Ivermectin	88.7%	9,175
Moxidectin	23.5%	2,430
Fenbendazole	38.9%	4,017
Oxybendazole	20.6%	2,135
Pyrentel Pamoate	54.9%	5,677
Praziquantel	28.0%	2,898
Combination dewormer	34.7%	3,588
I don't know	6.4%	665
<i>answered question</i>		10,339
<i>skipped question</i>		849

Brief discussion:

Of the named classes of products, Ivermectin is the most frequently used (88.7%), while Oxybendazole is the least frequently used (20.6%).

skip 7.6% 849



AHP Equine Industry Survey

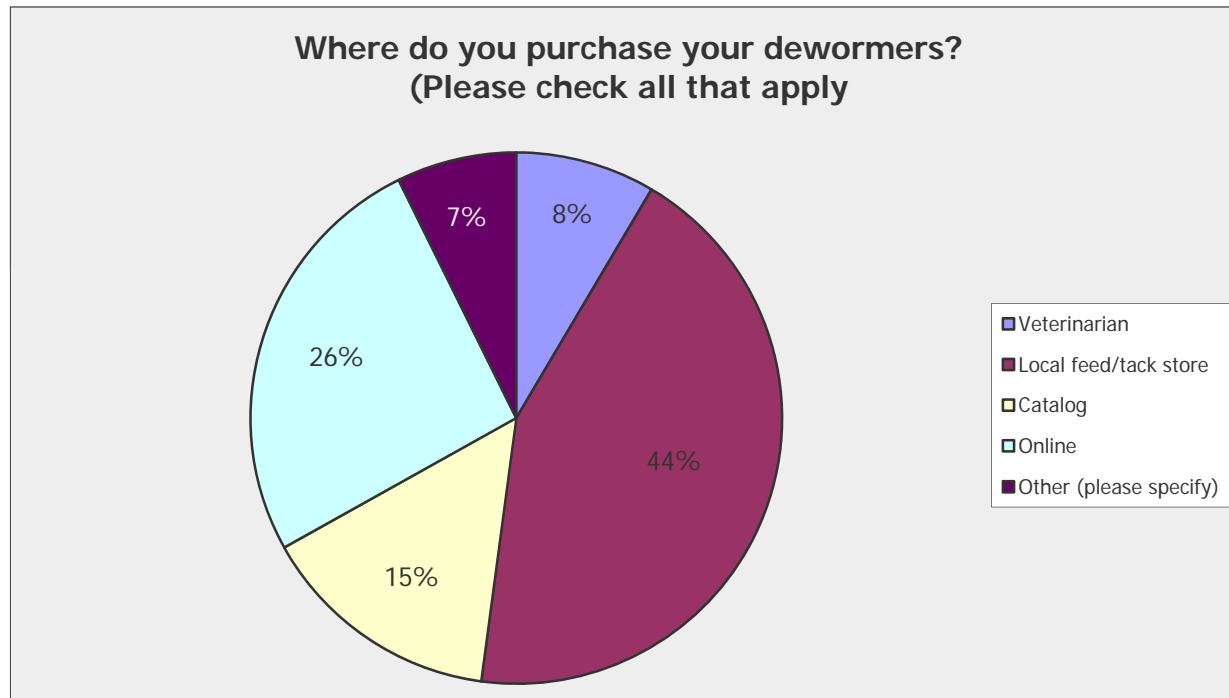
Where do you purchase your dewormers? (Please check all that apply.)

Answer Options	Response Percent	Response Count
Veterinarian	8.5%	884
Local feed/tack store	43.6%	4,533
Catalog	14.8%	1,542
Online	25.8%	2,681
Other (please specify)	7.3%	760
answered question		10,400
skipped question		788

Brief discussion:

44% of respondents purchase their dewormers at their local feed/tack store; another 26% purchase their dewormers online.

skip 7.0% 788



AHP Equine Industry Survey

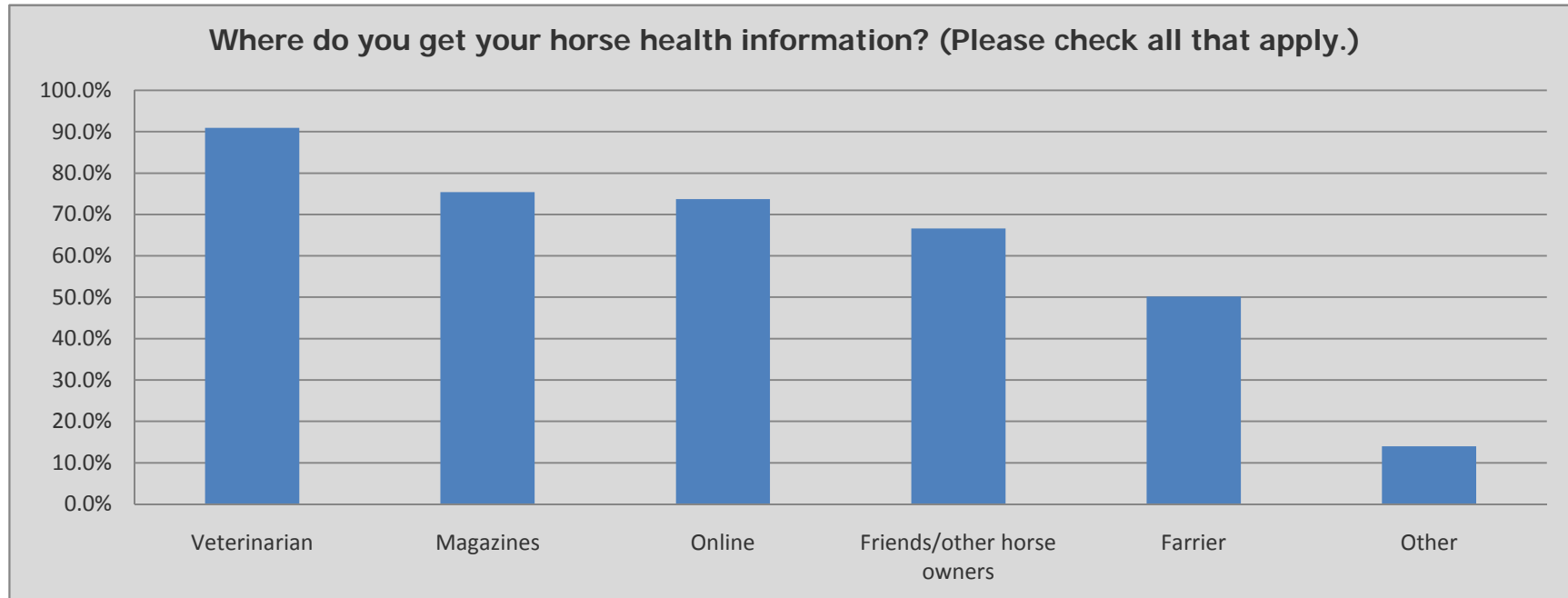
Where do you get your horse health information? (Please check all that apply.)

Answer Options	Response Percent	Response Count
Magazines	75.4%	7,869
Online	73.7%	7,689
Veterinarian	90.9%	9,487
Farrier	50.2%	5,245
Friends/other horse owners	66.6%	6,956
Other (please specify)	14.0%	1,466
	answered question	10,439
	skipped question	749

skip 6.7% 749

Brief discussion:

Respondents most frequently receive their horse health information from their veterinarians (90.9%), but they also frequently depend on magazines (75.4%), online resources (73.7%), friends or other horse owners (66.2%), and their farriers (50.2%). In other words, horse owners depend on a variety of resources to meet their horse health information needs.



AHP Equine Industry Survey

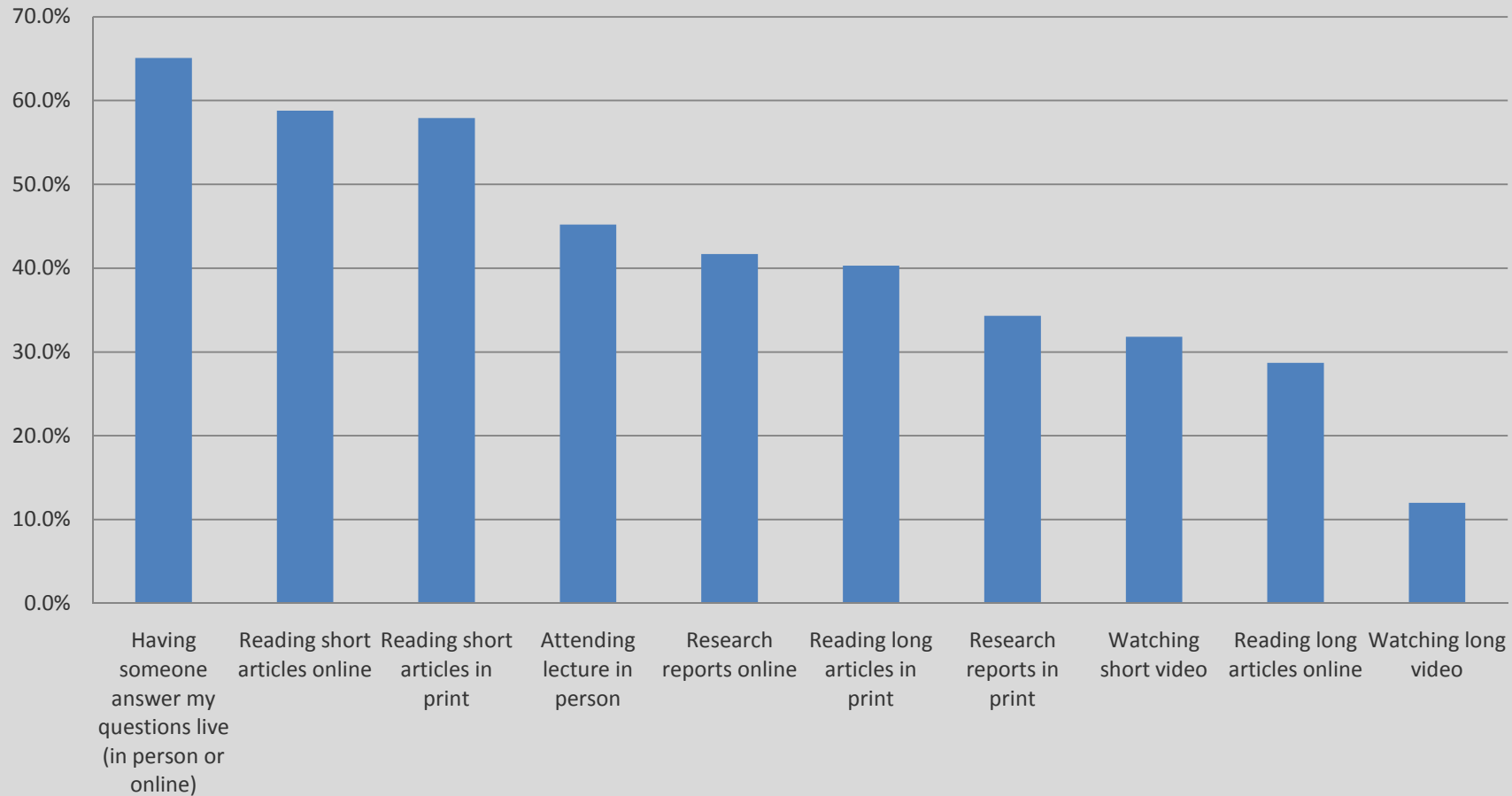
How do you prefer to receive your horse health information? (Please check all that apply.)		
Answer Options	Response Percent	Response Count
Reading long articles in print	40.3%	4,185
Reading long articles online	28.7%	2,983
Reading short articles in print	57.9%	6,019
Reading short articles online	58.8%	6,113
Research reports in print	34.3%	3,564
Research reports online	41.7%	4,328
Watching long video	12.0%	1,251
Watching short video	31.8%	3,306
Attending lecture in person	45.2%	4,700
Having someone answer my questions live (in person or online)	65.1%	6,760
	<i>answered question</i>	10,391
	<i>skipped question</i>	797
skip	7.1%	797

Brief discussion:

Respondents most prefer having their horse health information questions answered live (65.1%); a majority also prefer reading short articles online or in print (58.8% and 57.9%, respectively).

How do you prefer to receive your horse health information?

(Please check all that apply)



AHP Equine Industry Survey

What horse health issues concern you? (Please check all that apply.)

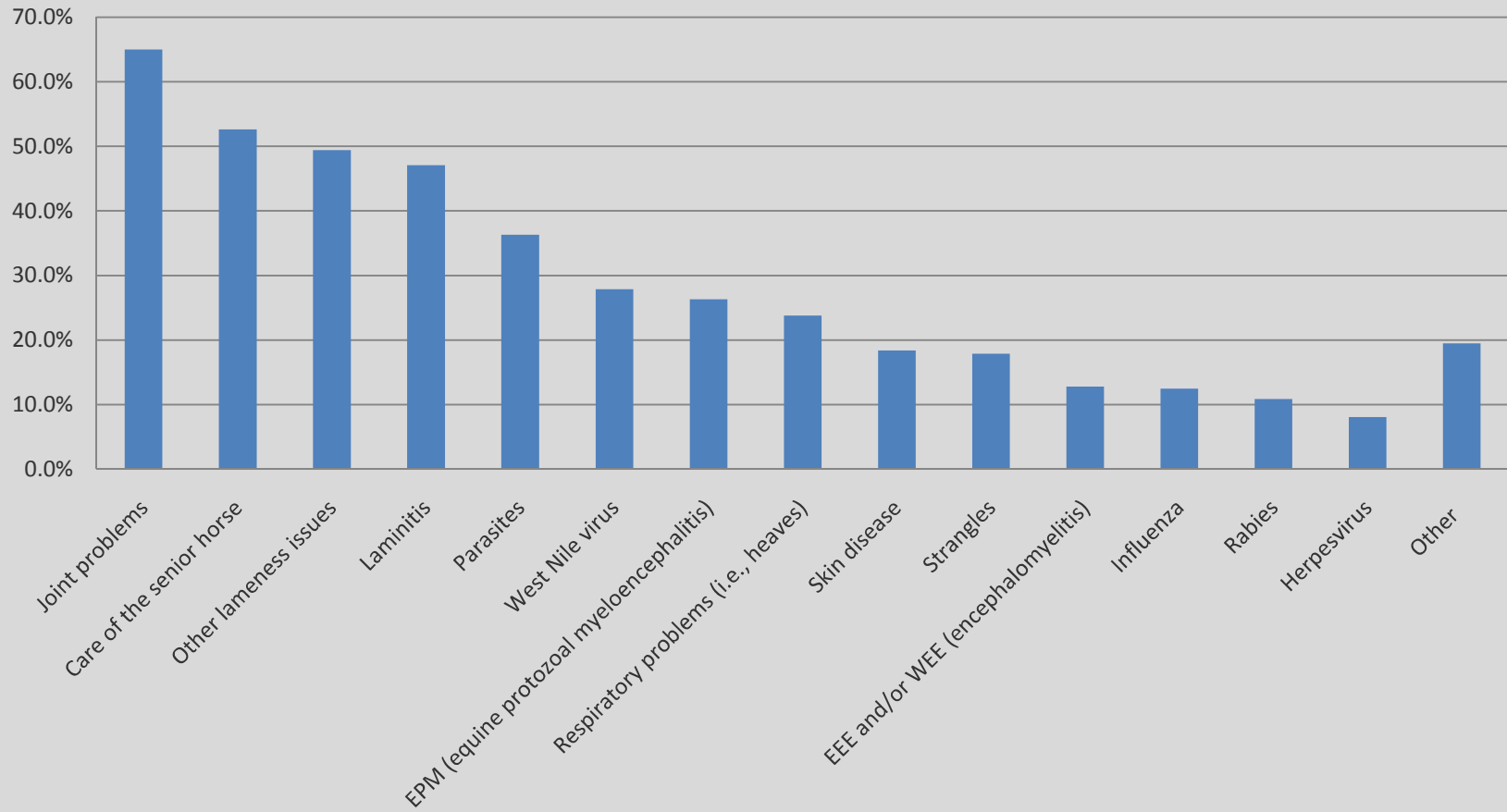
Answer Options	Response Percent	Response Count
West Nile virus	27.9%	2,827
Strangles	17.9%	1,820
Rabies	10.9%	1,104
Influenza	12.5%	1,266
EEE and/or WEE (encephalomyelitis)	12.8%	1,297
Herpesvirus	8.1%	820
EPM (equine protozoal myeloencephalitis)	26.3%	2,662
Parasites	36.3%	3,677
Skin disease	18.4%	1,863
Laminitis	47.1%	4,772
Joint problems	65.0%	6,592
Other lameness issues	49.4%	5,009
Respiratory problems (i.e., heaves)	23.8%	2,416
Care of the senior horse	52.6%	5,338
Other (please specify)	19.5%	1,978
	<i>answered question</i>	10,140
	<i>skipped question</i>	1,048

skip	9.4%	1,048
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Brief discussion:

Joint problems represent the horse health issue of most concern to respondents; care of the senior horse is the only other health issue receiving a majority of responses. This is interesting but not entirely surprising since the respondents in our sample, on average, own two horses over the age of 15.

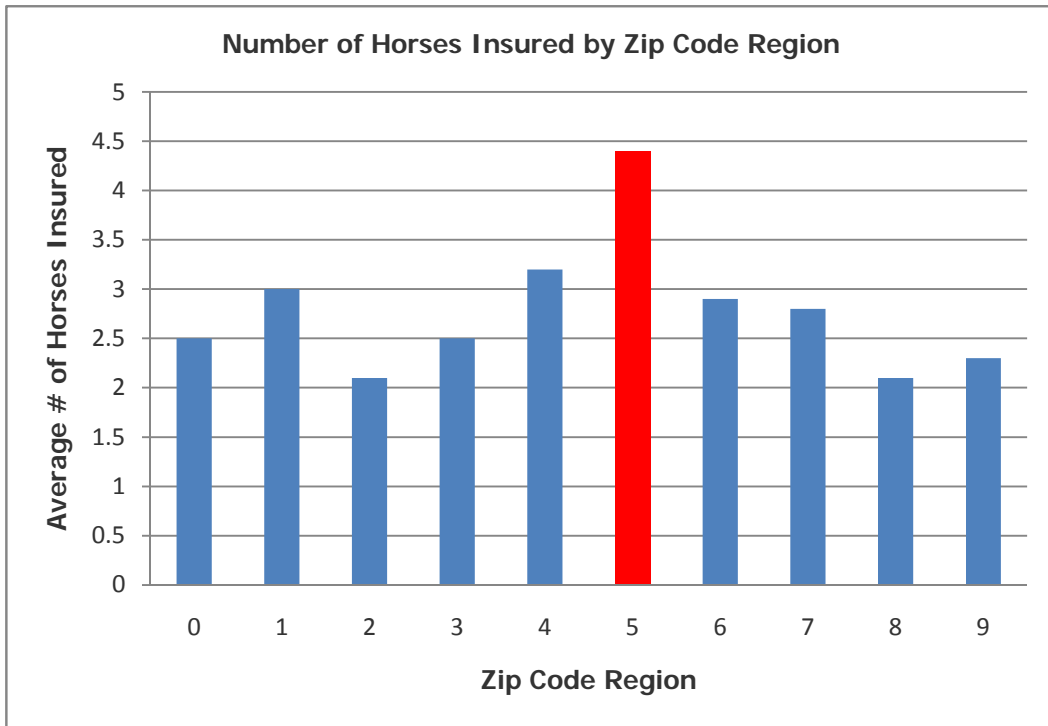
What horse health issues concern you? (Please check all that apply.)



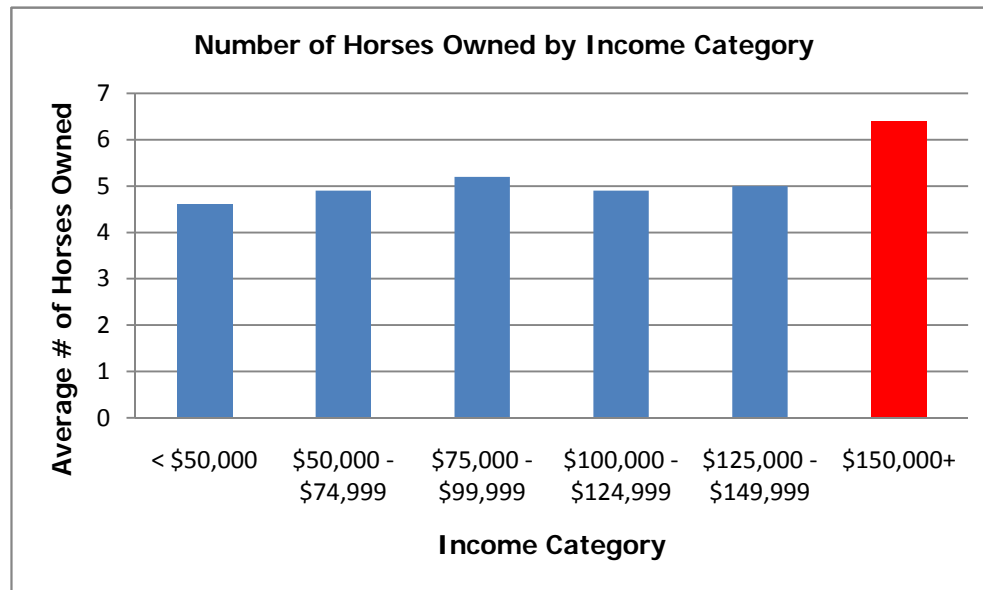
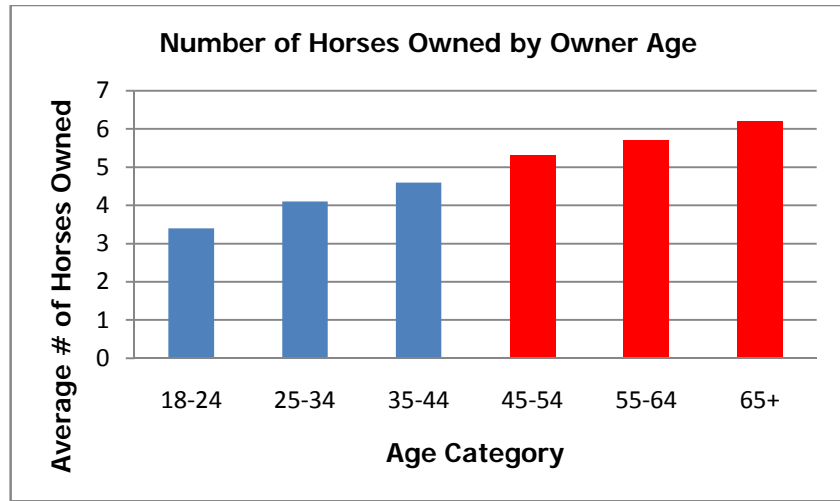
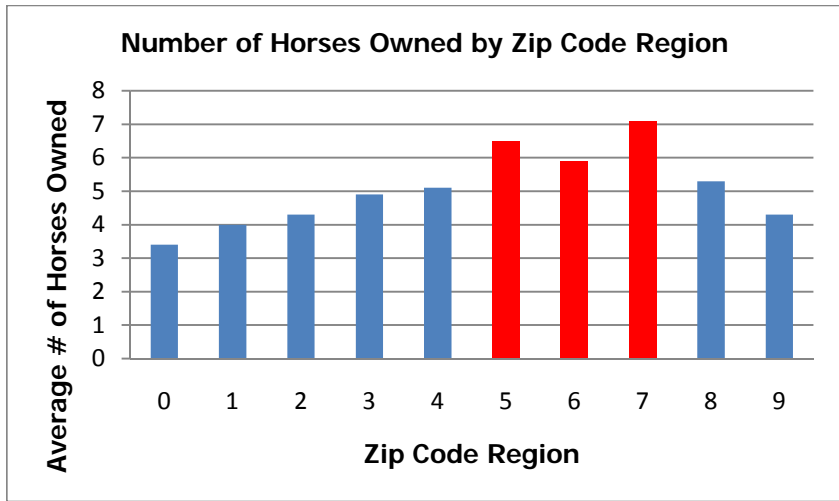
AHP Equine Industry Survey

If you are willing to be contacted for future research surveys relevant to the equine industry, please include your e-mail address in the box below.

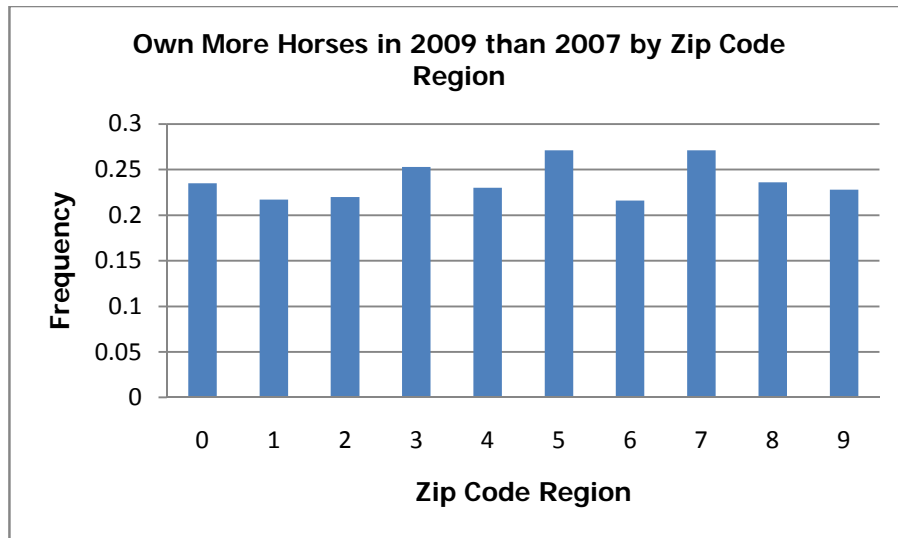
Answer Options	Response Percent	Response Count
No, thank you	36.9%	3,832
I am willing to be contacted for further research	63.1%	6,544
	<i>answered question</i>	10,376
	<i>skipped question</i>	812
skip	7.3%	812



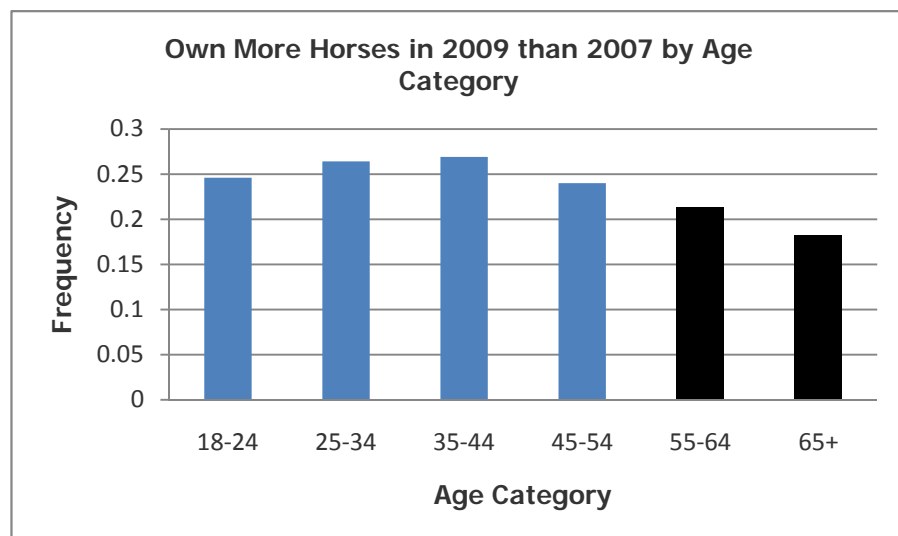
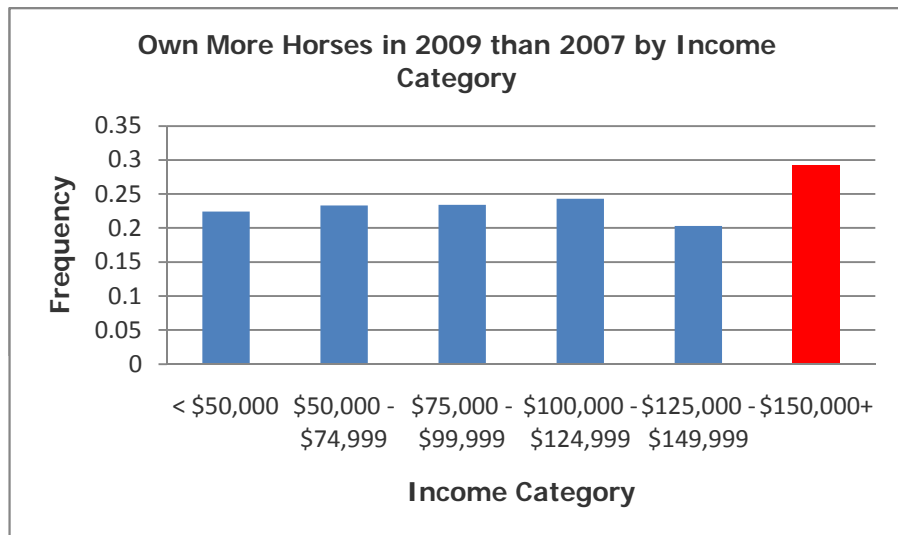
Please refer to the "Question 6" tab for Zip Code Region key.

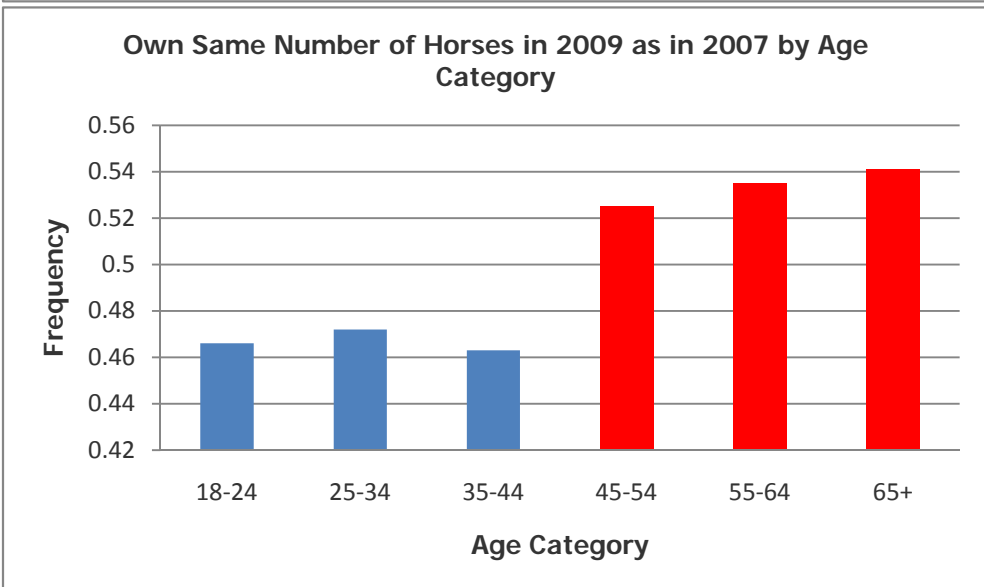
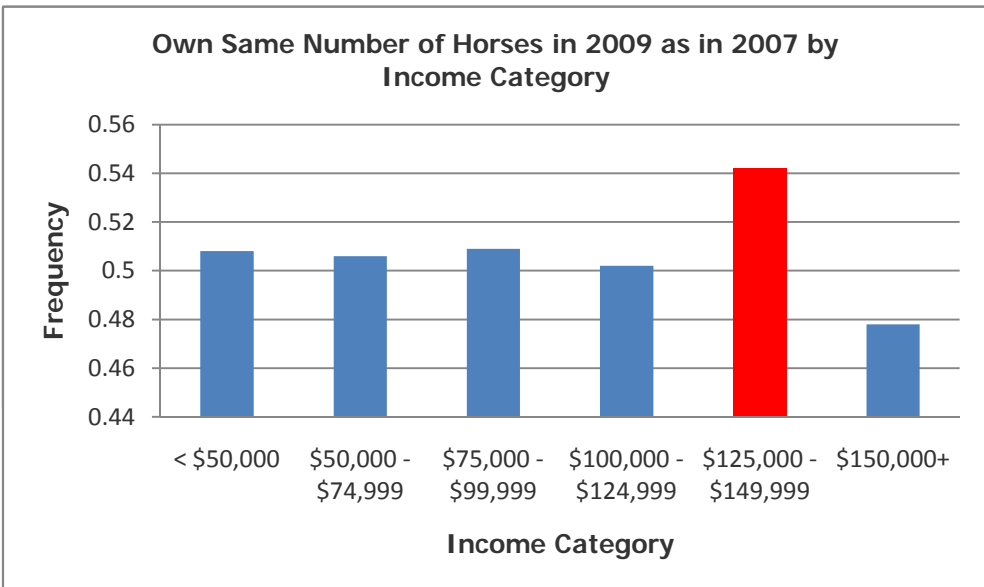
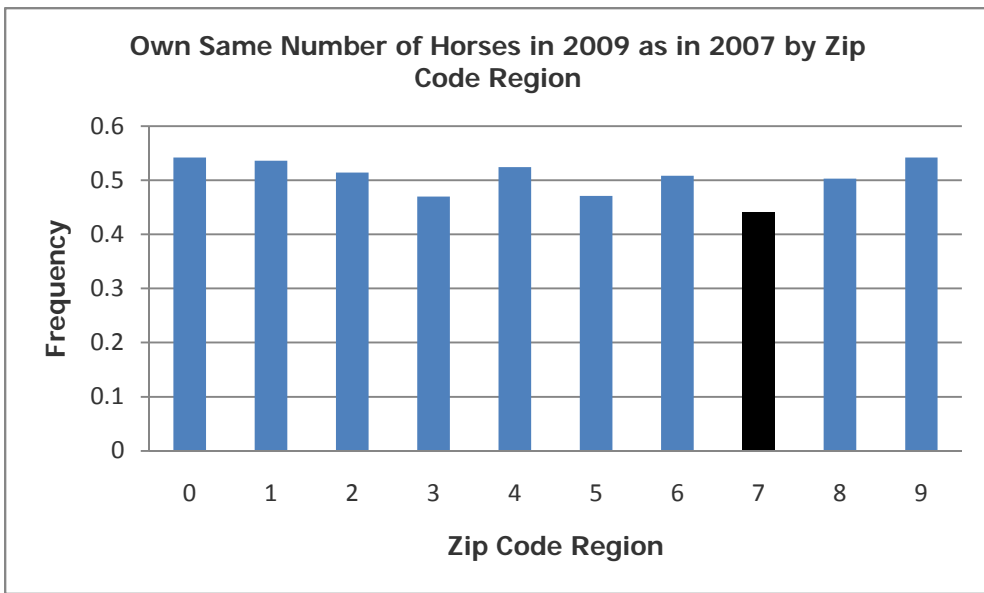


Please refer to the "Question 6" tab for Zip Code Region key.

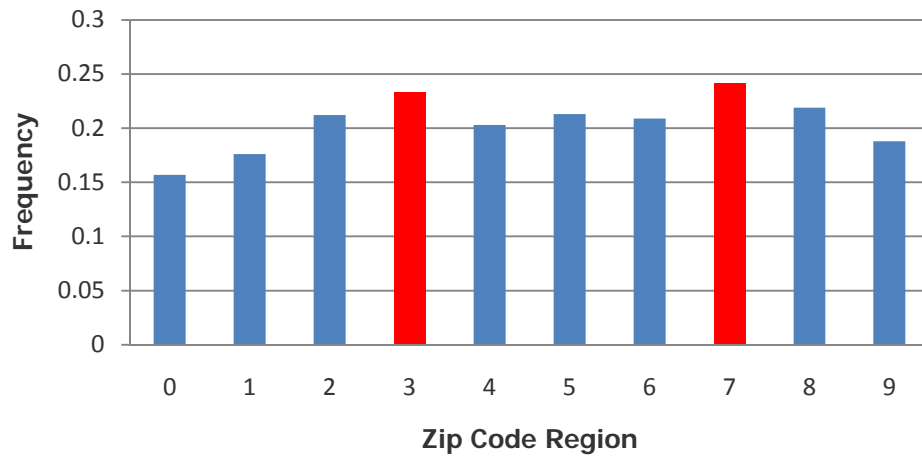


Please refer to the "Question 6" tab for Zip Code Region key.





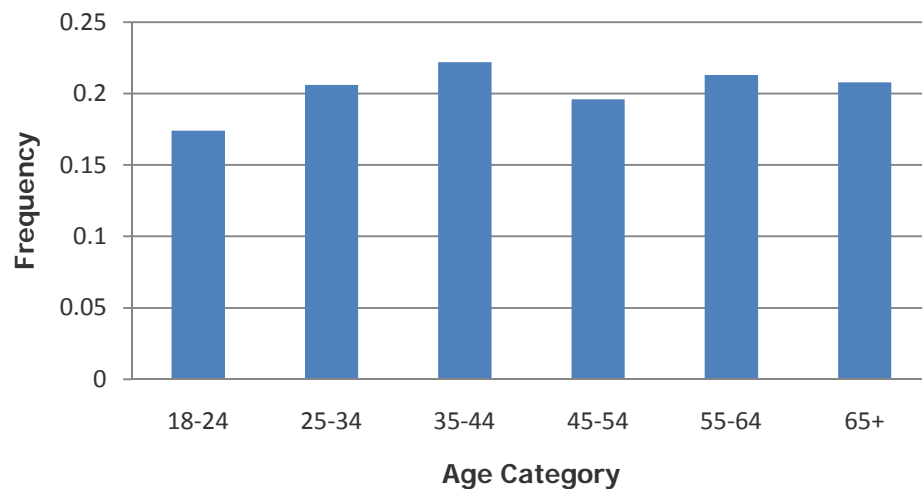
Own Fewer Horses in 2009 than in 2007 by Zip Code Region

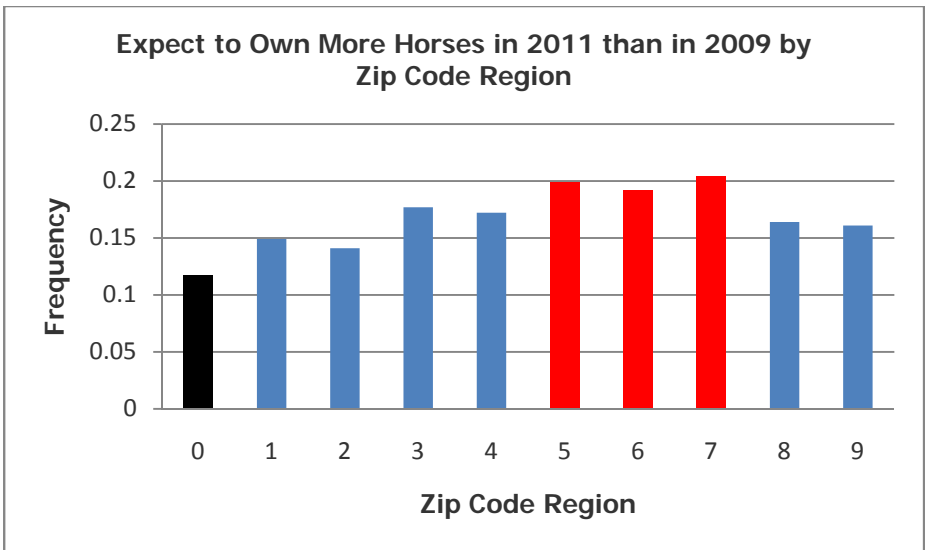


Own Fewer Horses in 2009 than in 2007 by Income Category

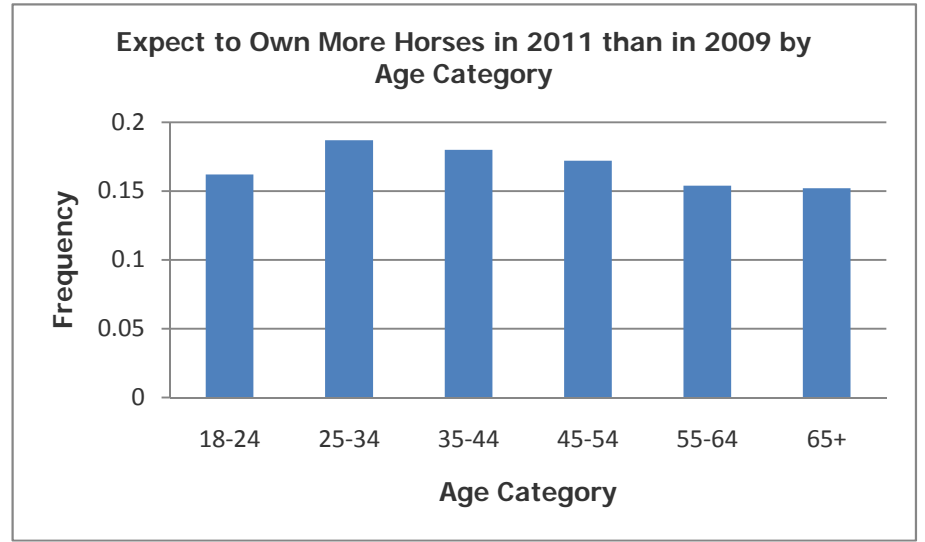
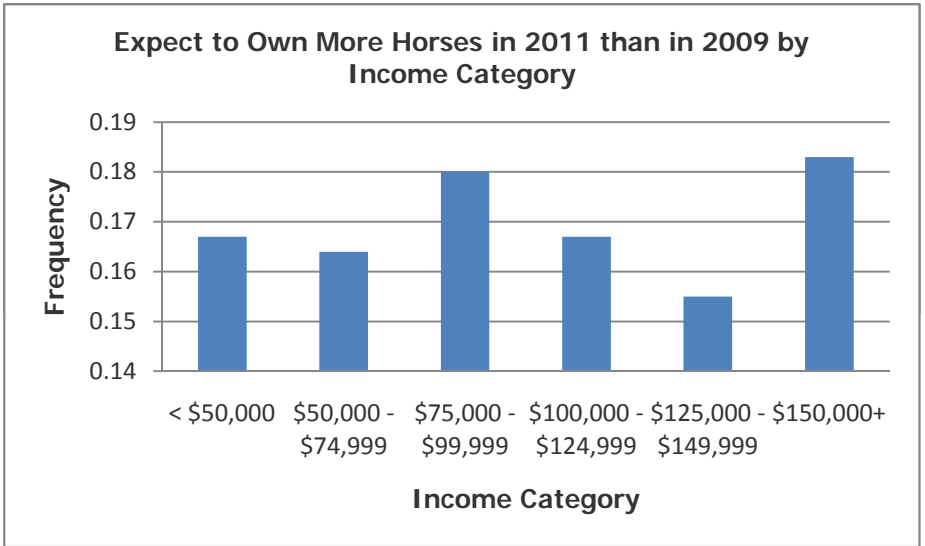


Own Fewer Horses in 2009 than in 2007 by Age Category

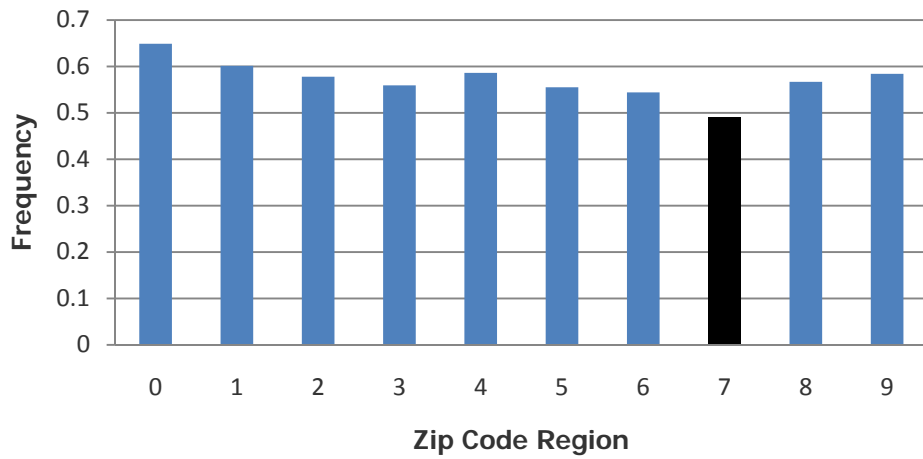




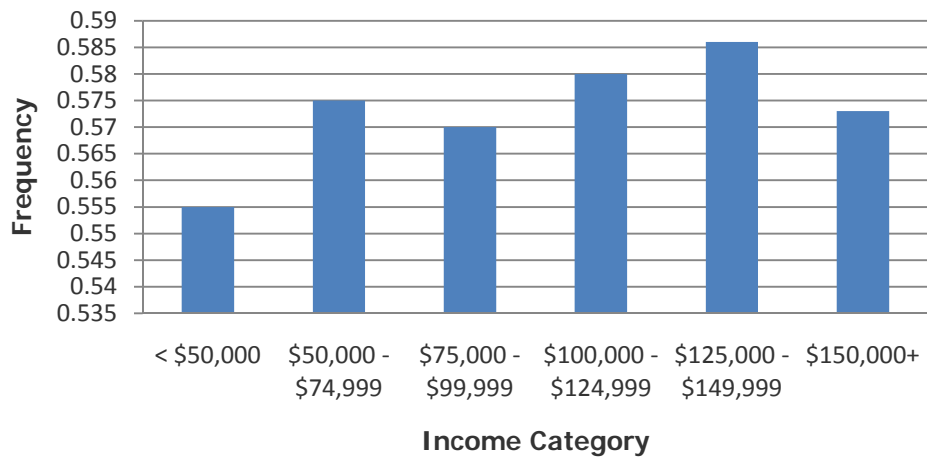
Please refer to the "Question 6" tab for Zip Code Region key.



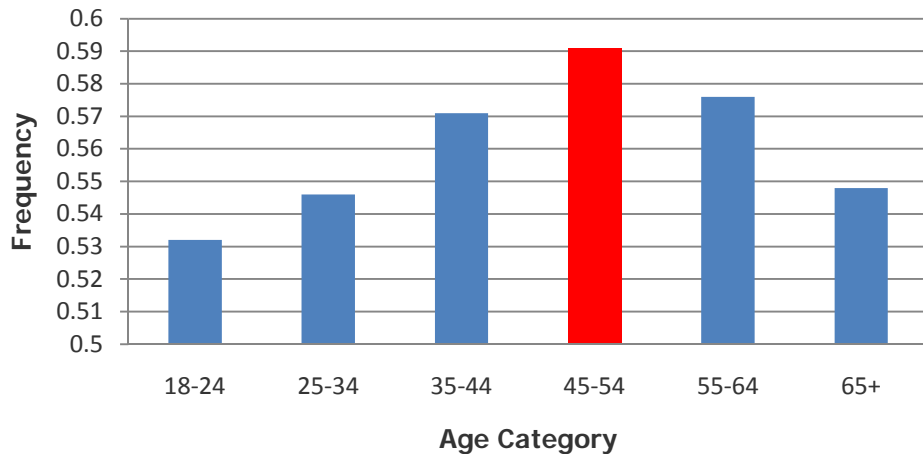
Expect to Own Same Number of Horses in 2011 as in 2009 by Zip Code Region

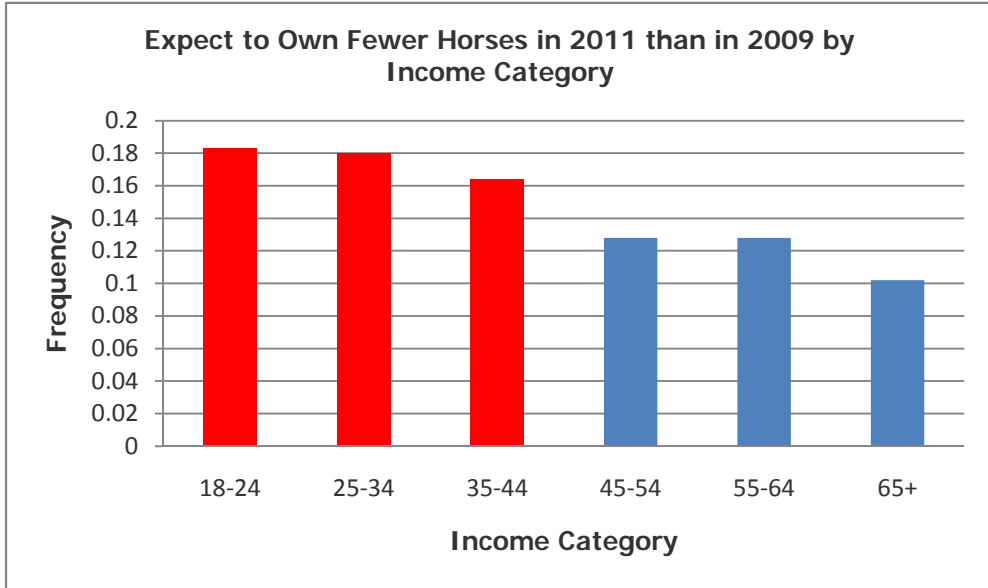
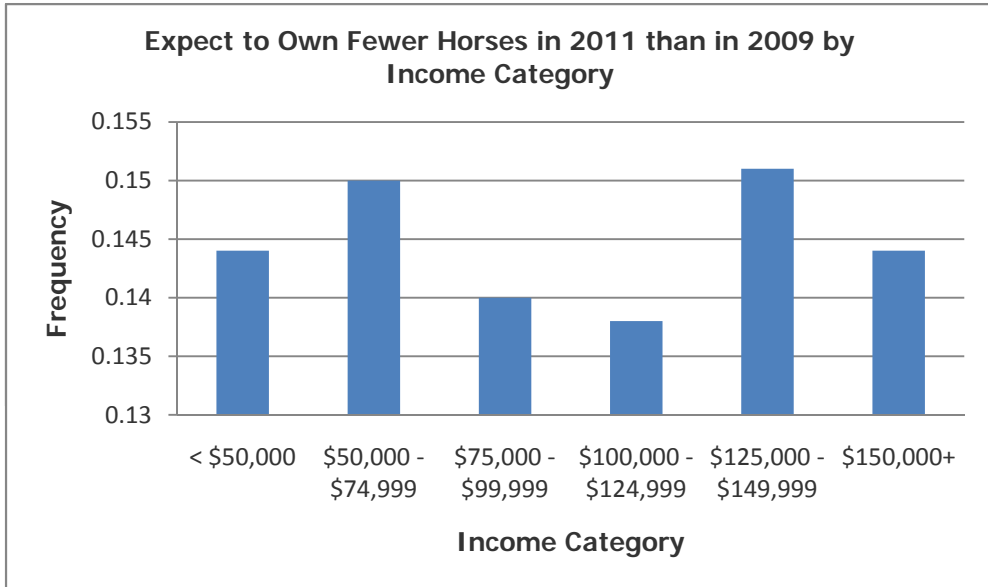
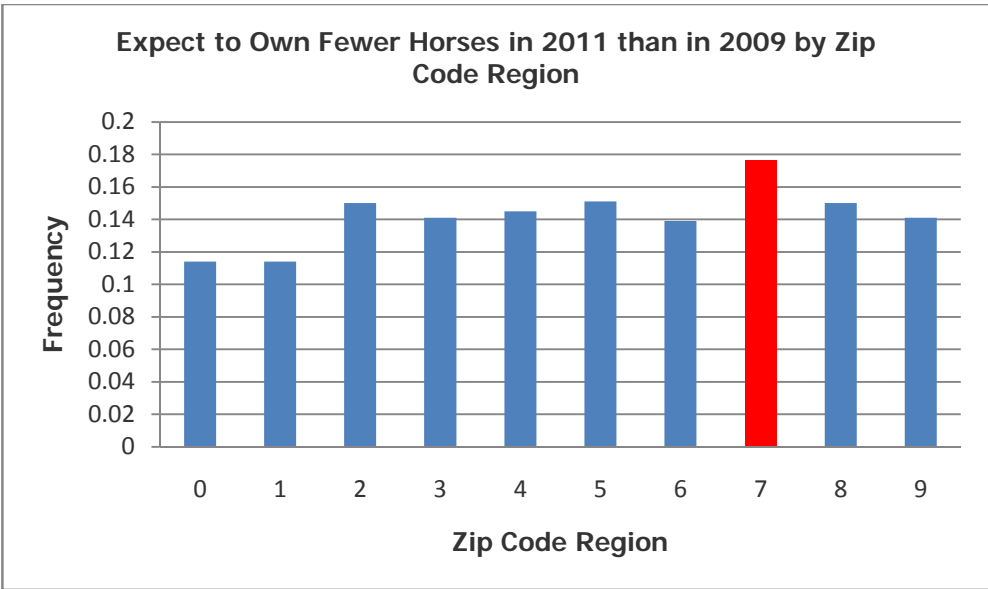


Expect to Own Same Number of Horses in 2011 as in 2009 by Income Category



Expect to Own Same Number of Horses in 2011 as in 2009 by Age Category

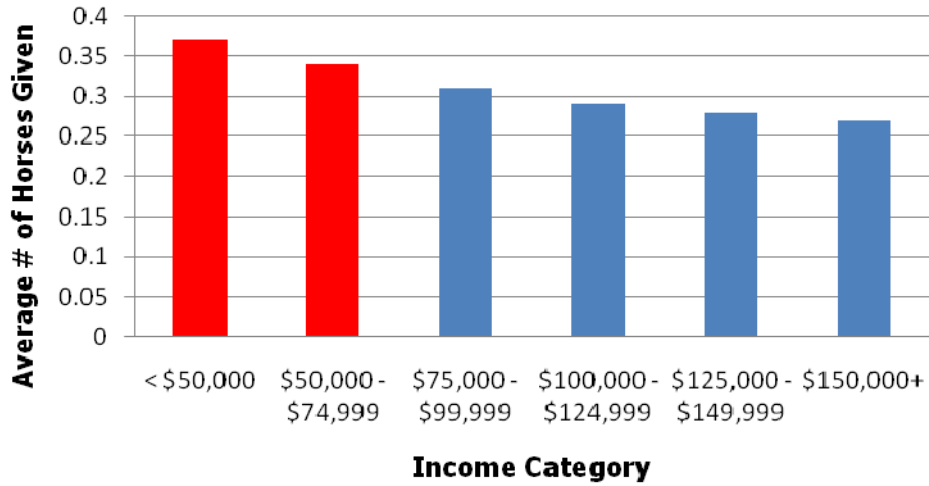




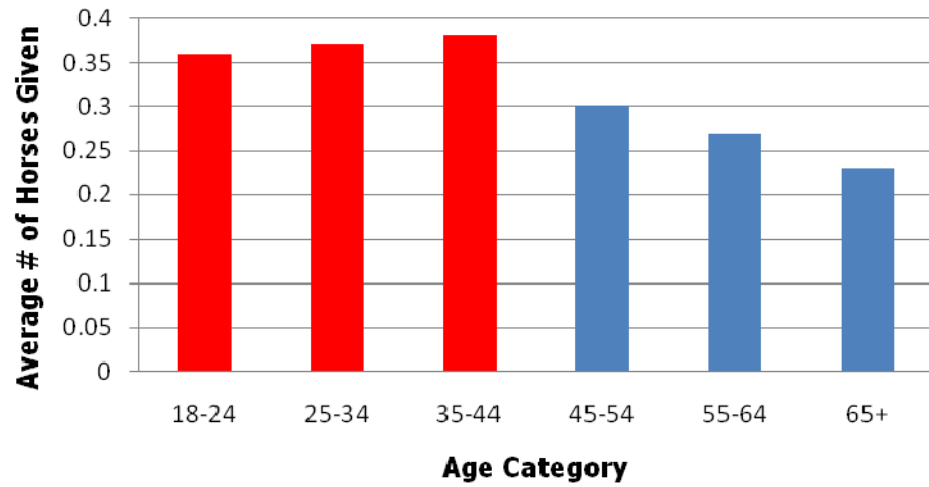
Number of Horses Leased by Income Category

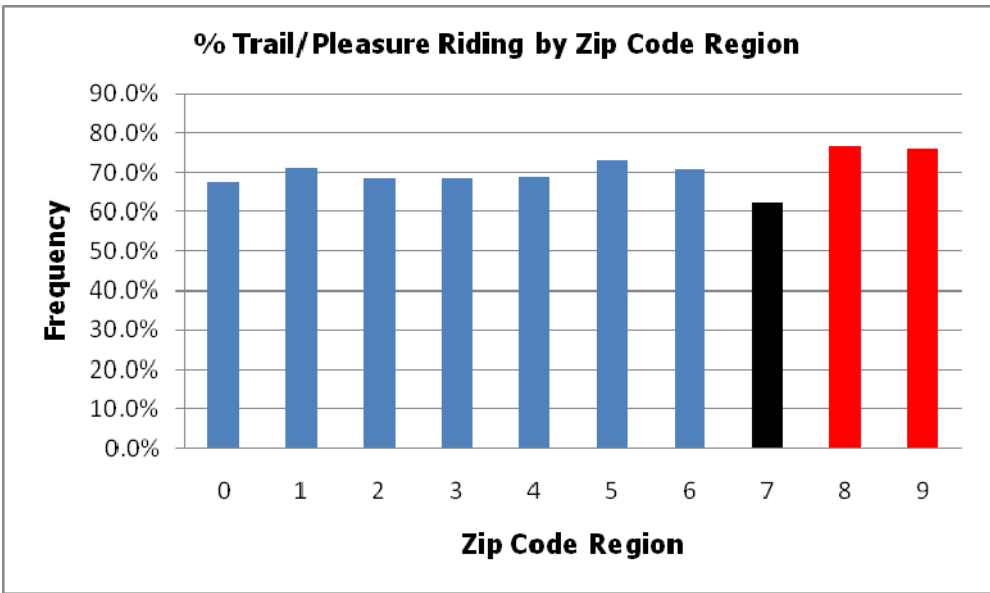


Number of Horses Given by Income Category

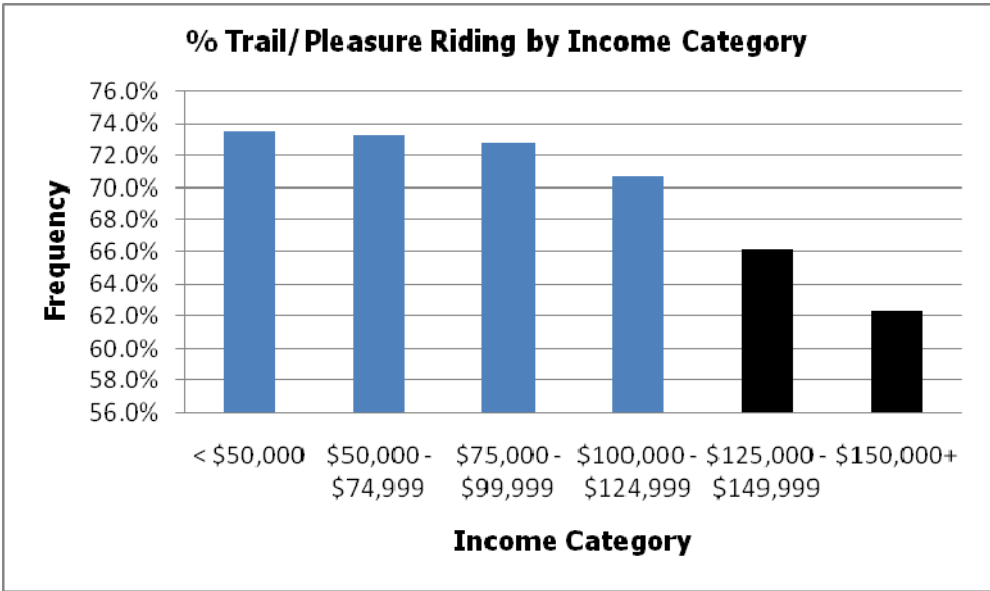


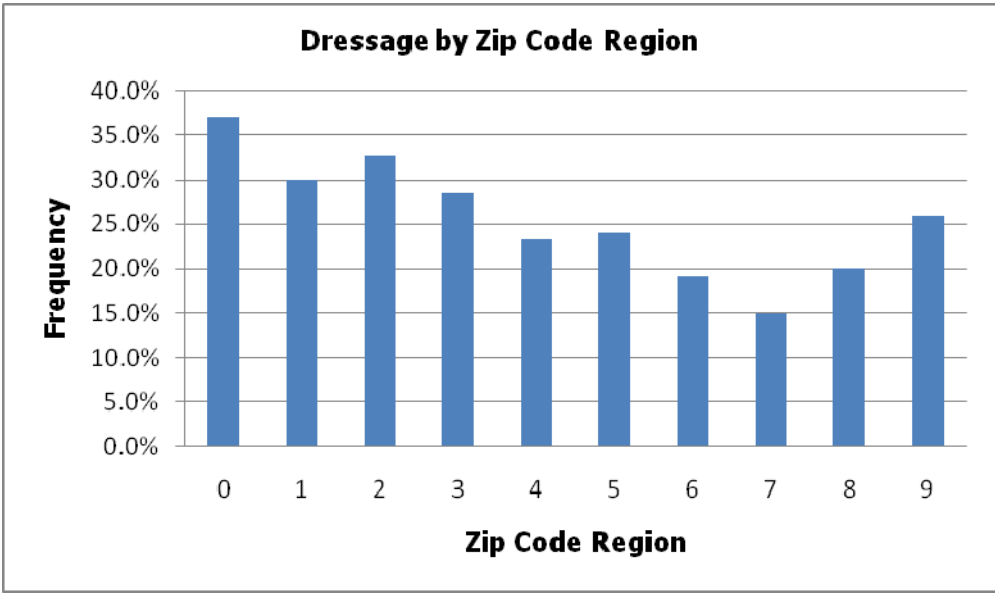
Number of Horses Given by Age Category



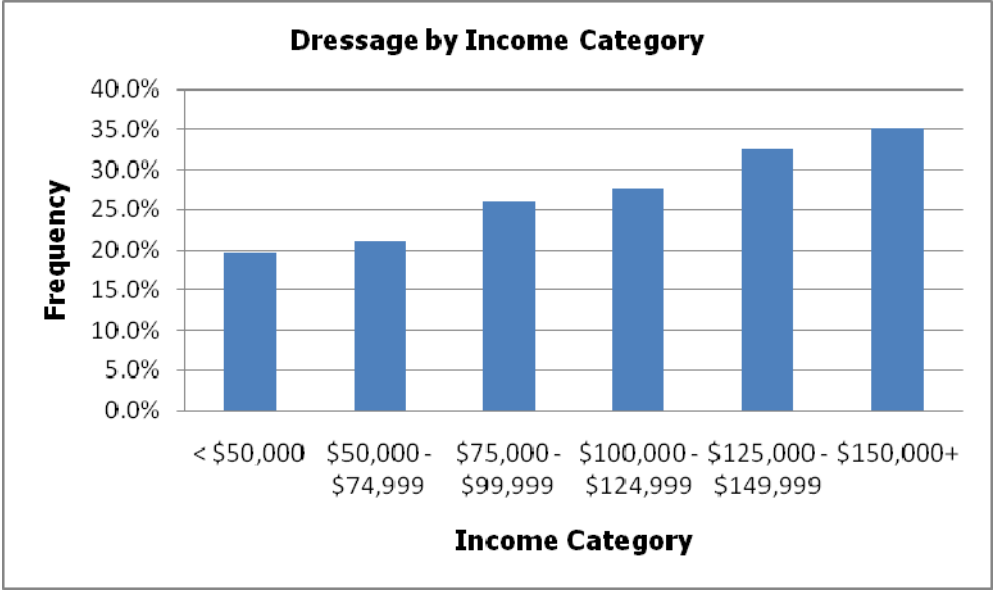


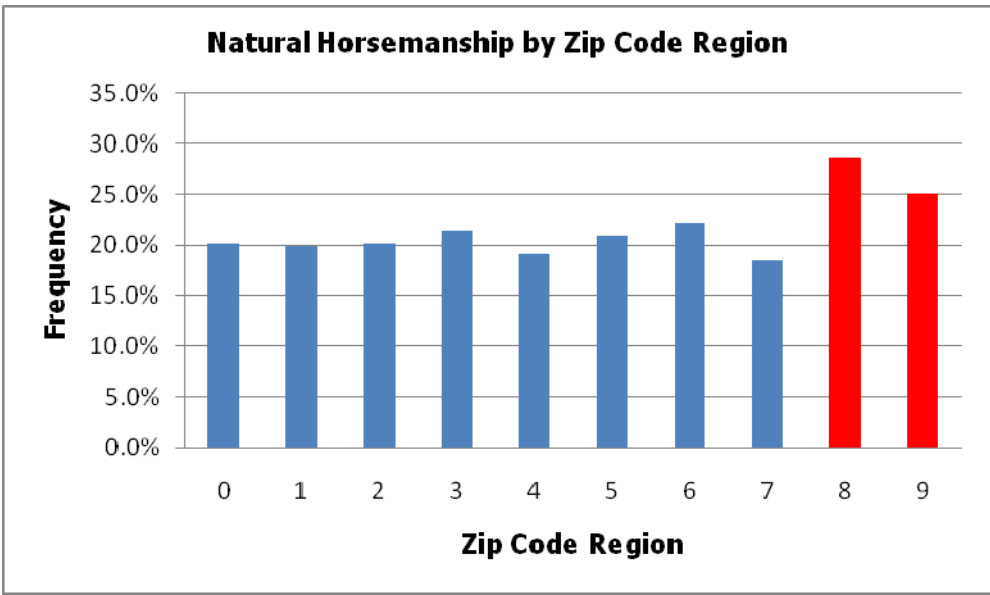
Please refer to the "Question 6" tab for Zip Code Region key.



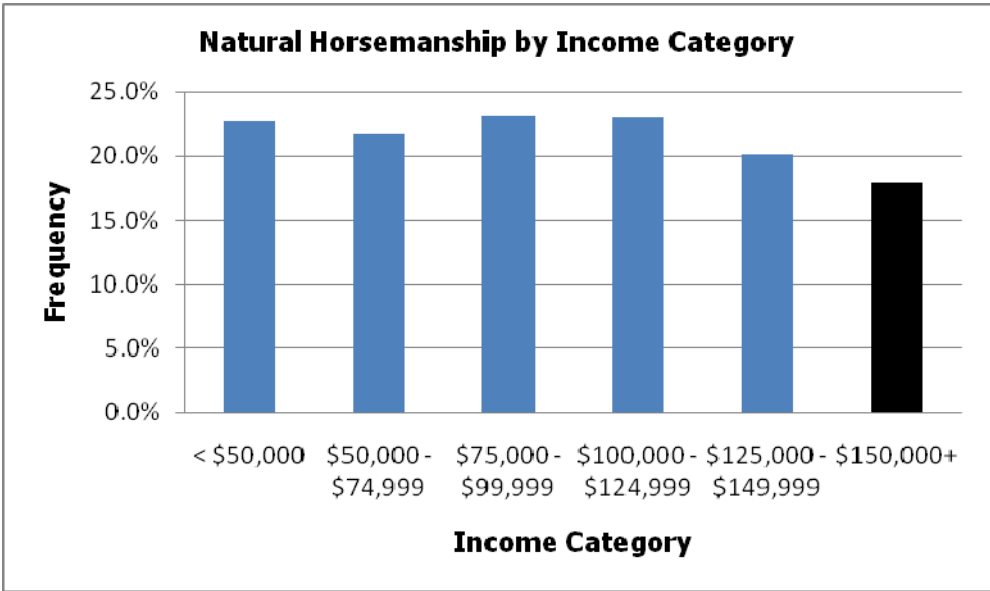


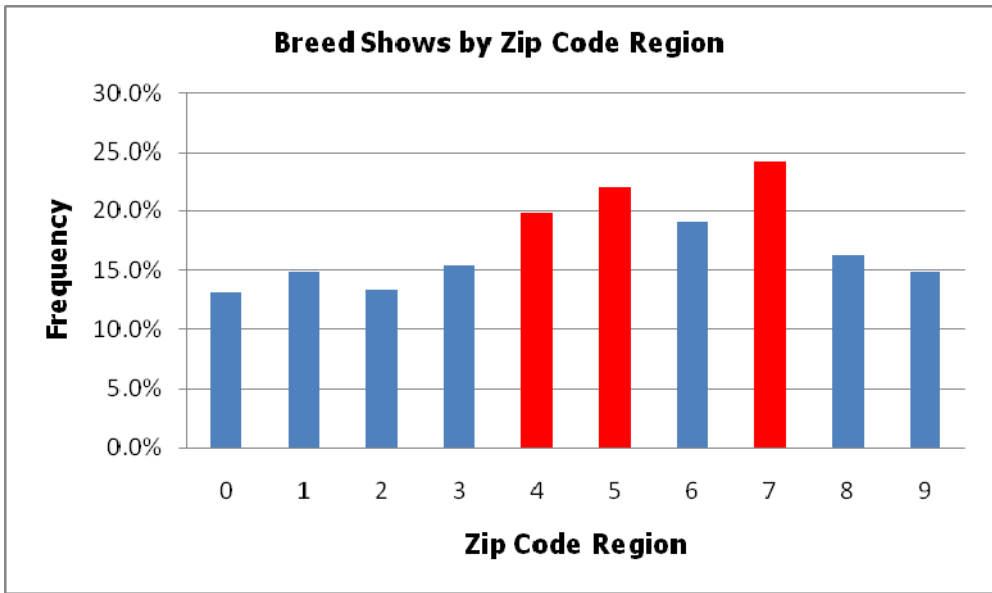
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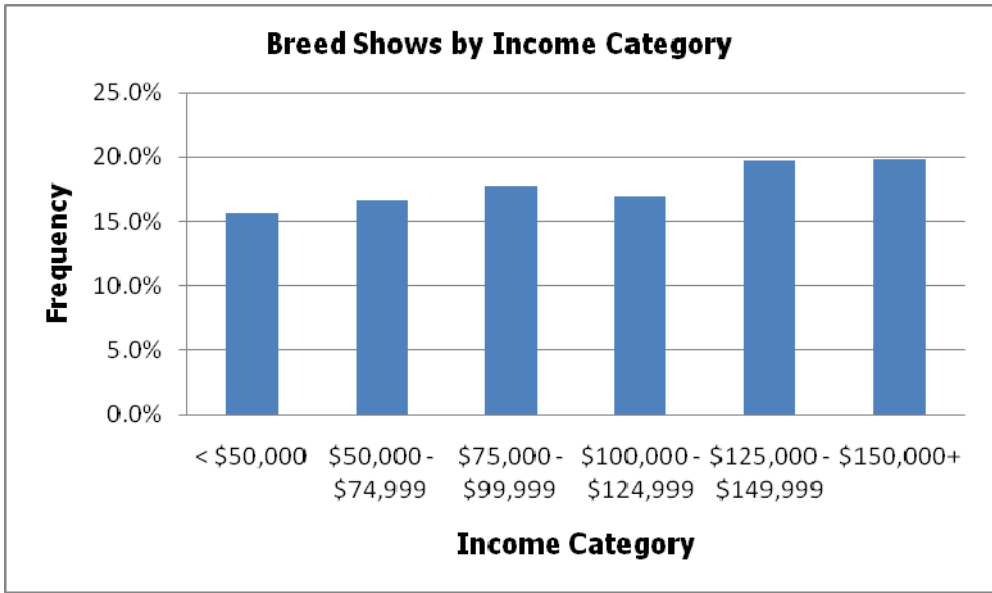


Please refer to the "Question 6" tab for Zip Code Region key.

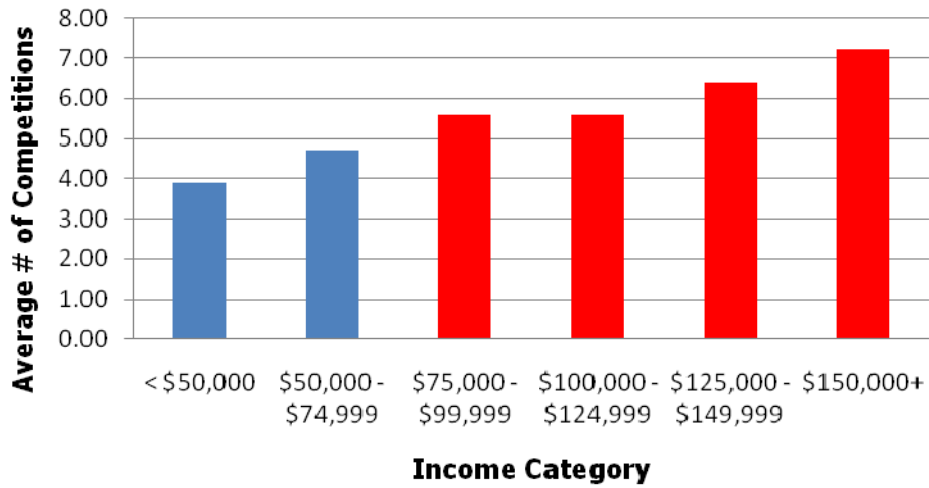




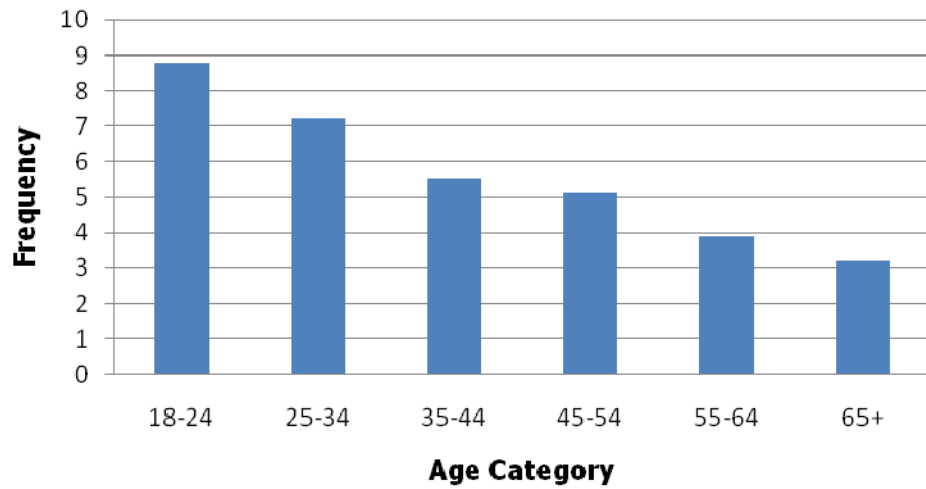
Please refer to the "Question 6" tab for Zip Code Region key.



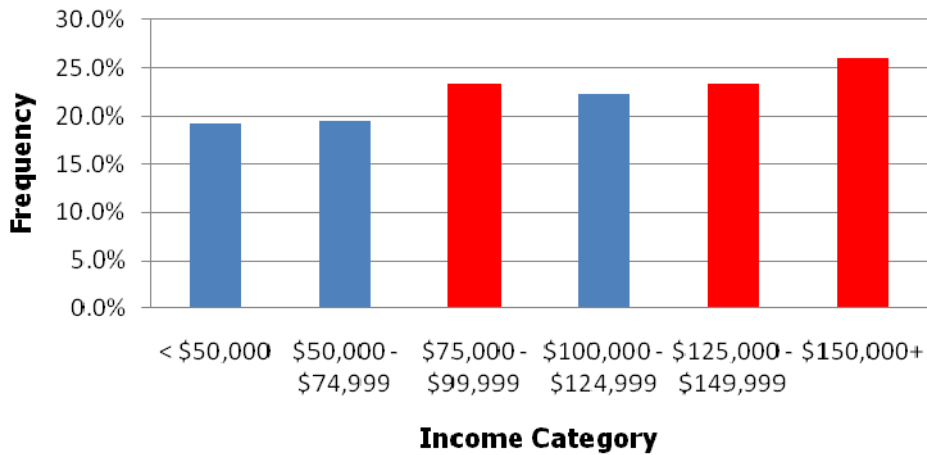
Number of Competitions by Income Category



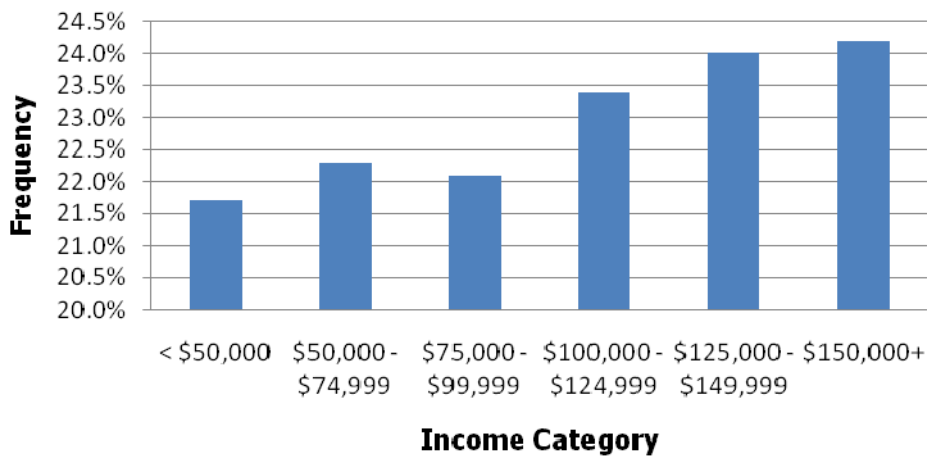
Number of Competitions by Age Category



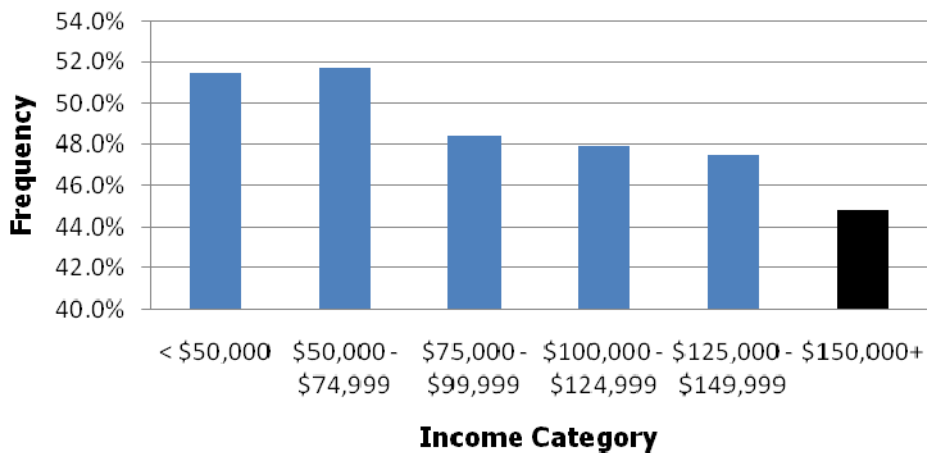
Increase in Competitions from 2007 by Income Category



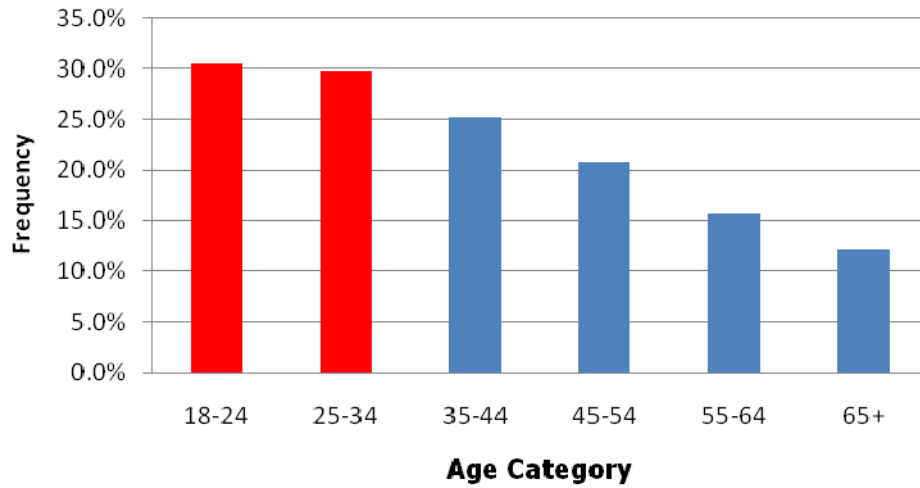
Decrease in Competitions from 2007 by Income Category



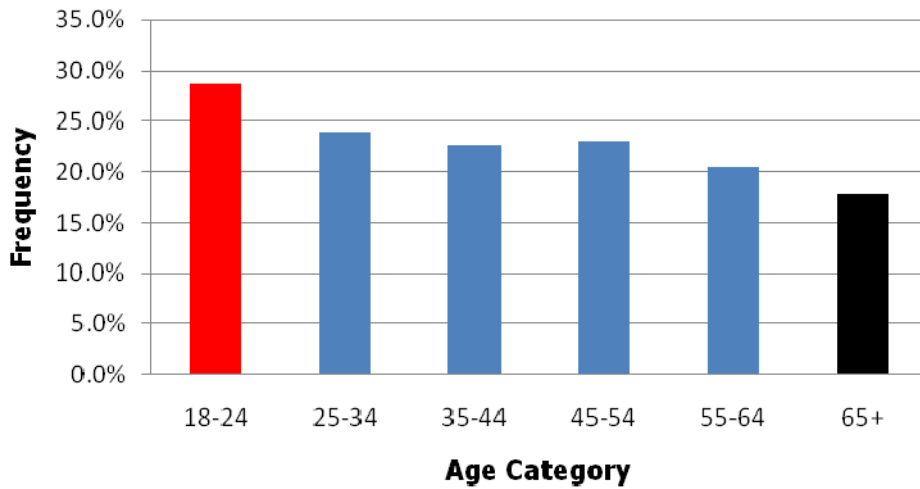
Same Number of Competitions as 2007 by Income Category



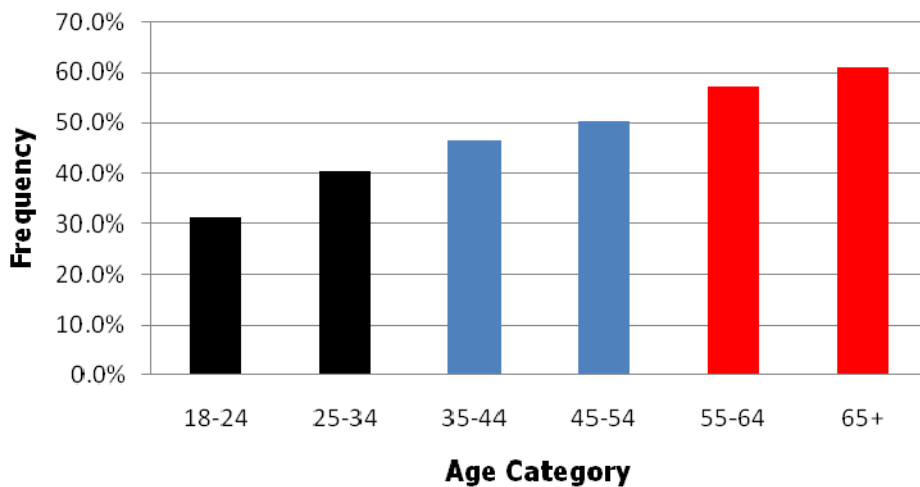
Increase in Competitions from 2007 by Age Category

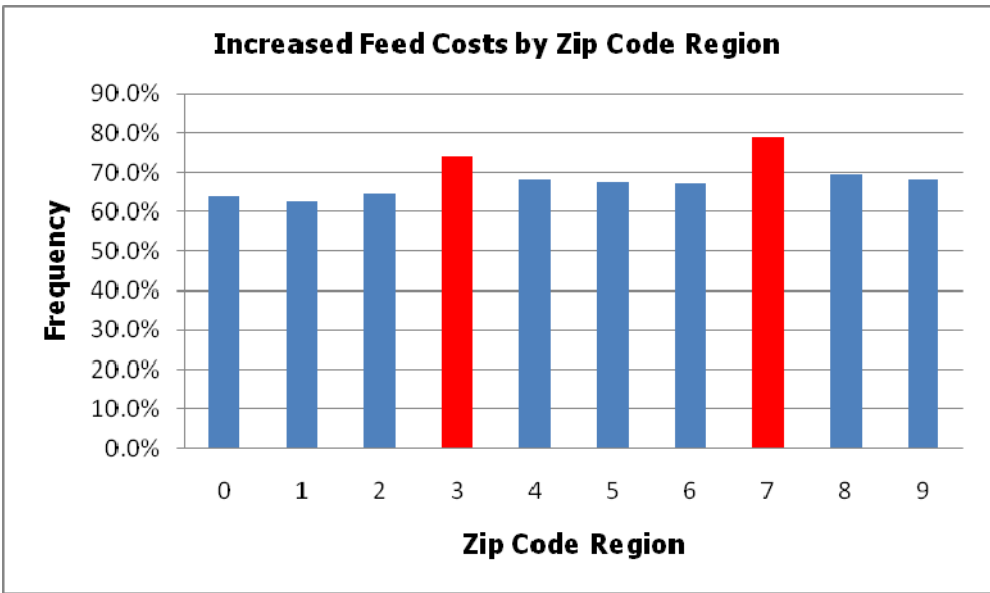


Decrease in Competitions from 2007 by Age Category

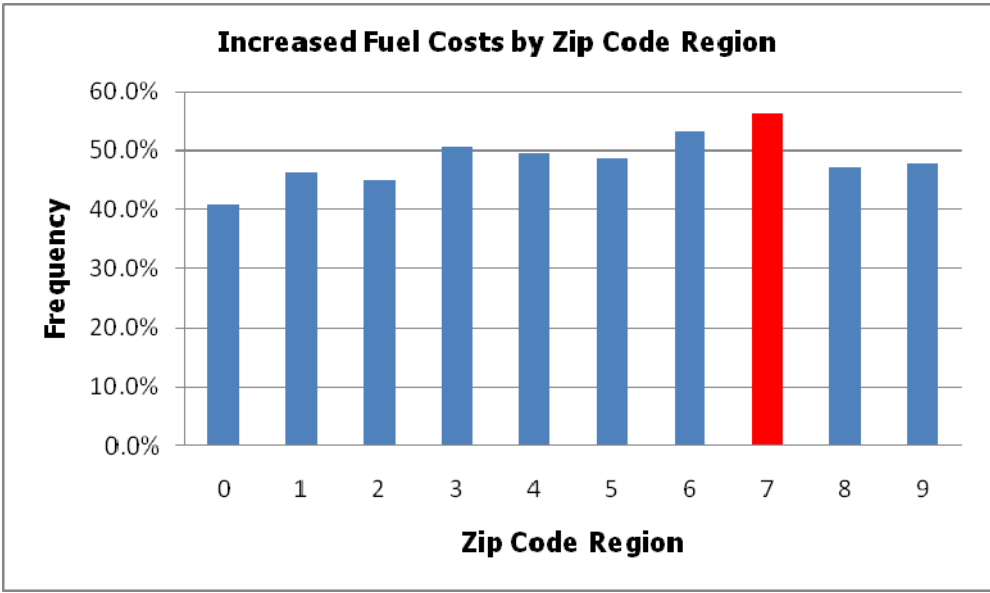


Same Number of Competitions as 2007 by Age Category

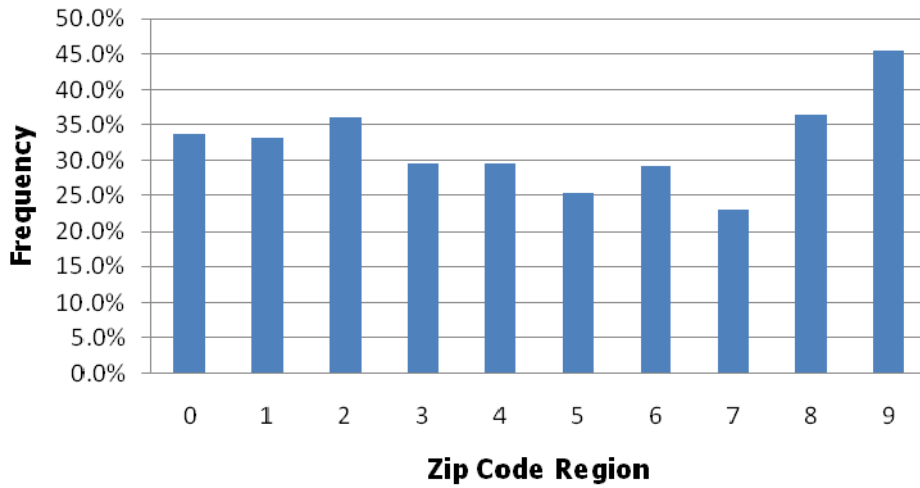




Please refer to the "Question 6" tab for Zip Code Region key.

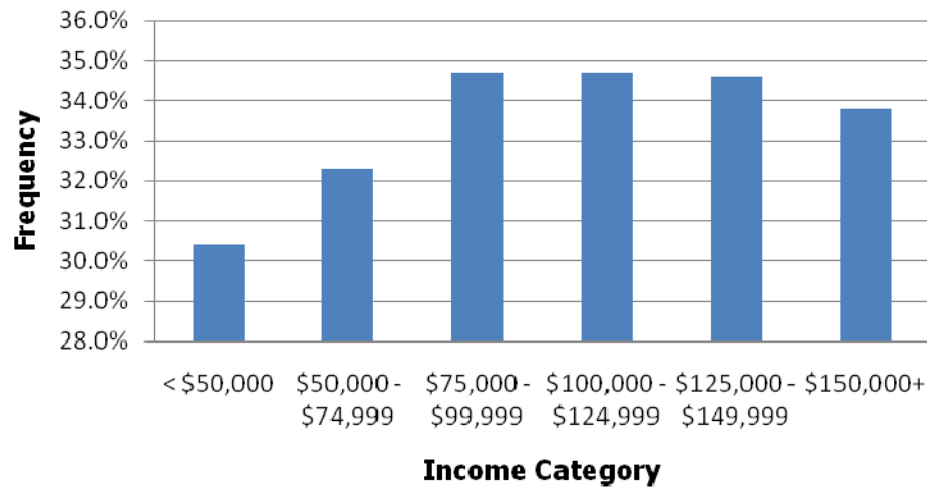


Trail Loss as a Major Issue by Zip Code Region

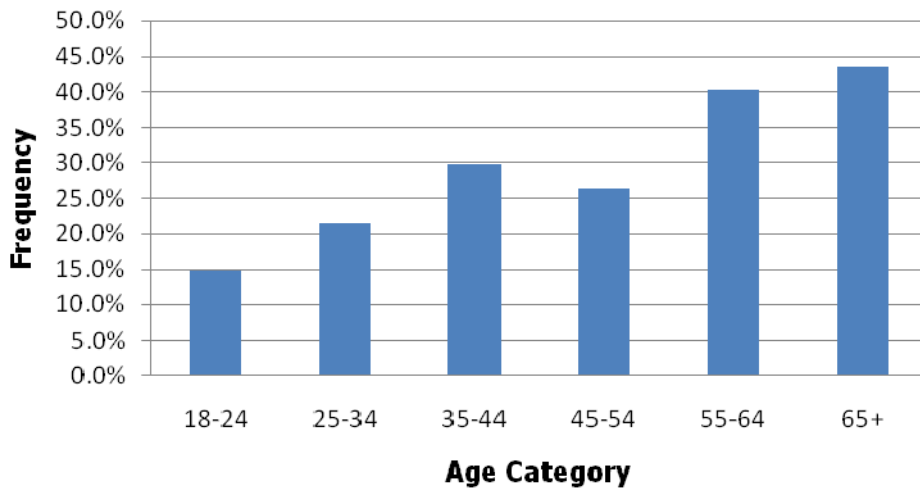


Please refer to the "Question 6" tab for Zip Code Region key.

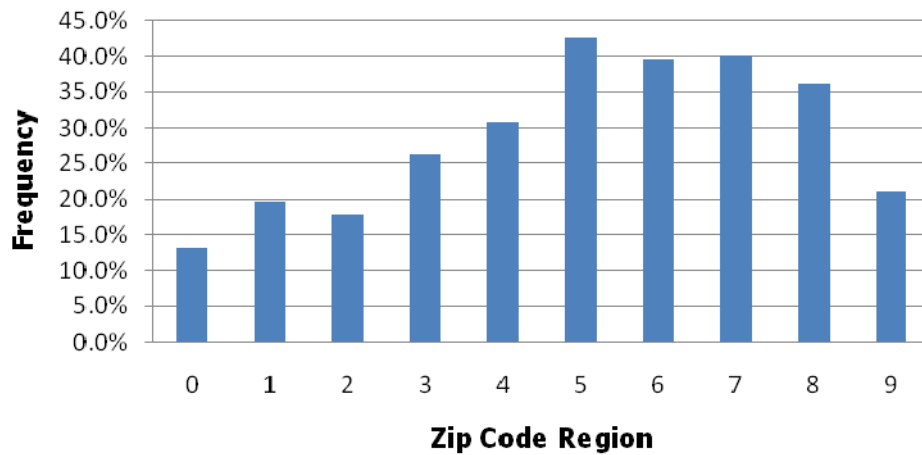
Trail Loss as a Major Issue by Income Category



Trail Loss as a Major Issue by Age Category

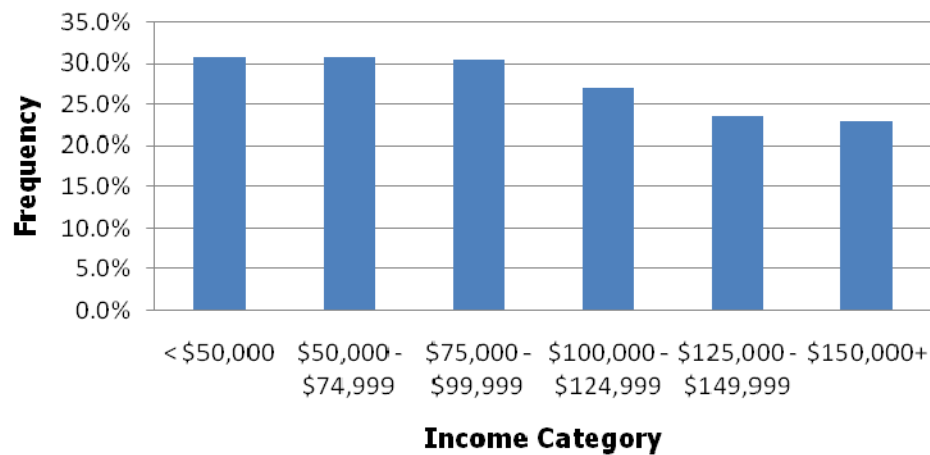


No Option of Slaughter as a Major Issue by Zip Code Region

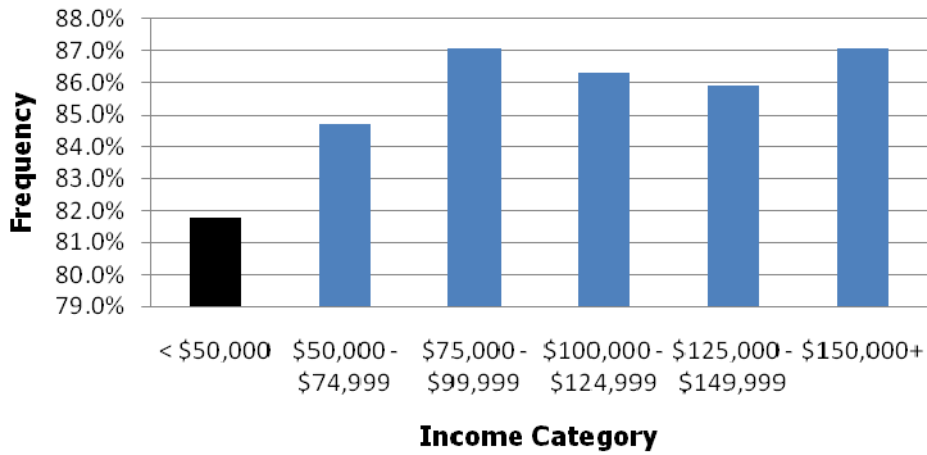


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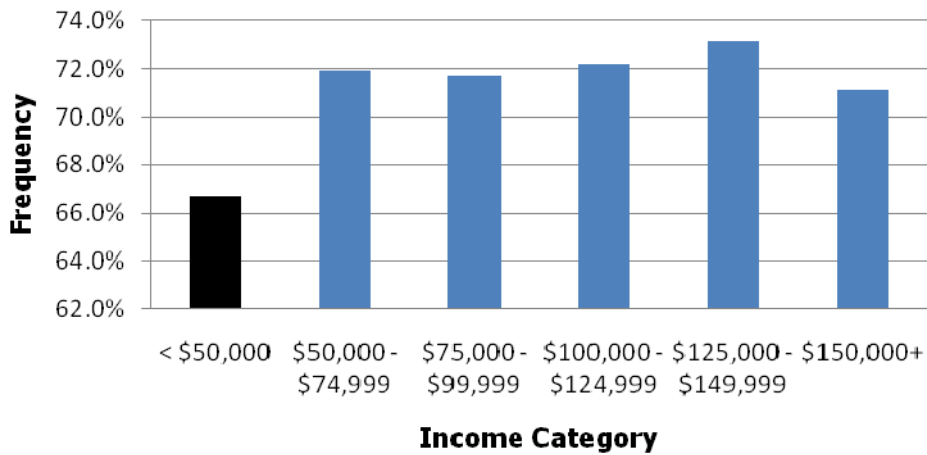
No Option of Slaughter as a Major Issue by Income Category

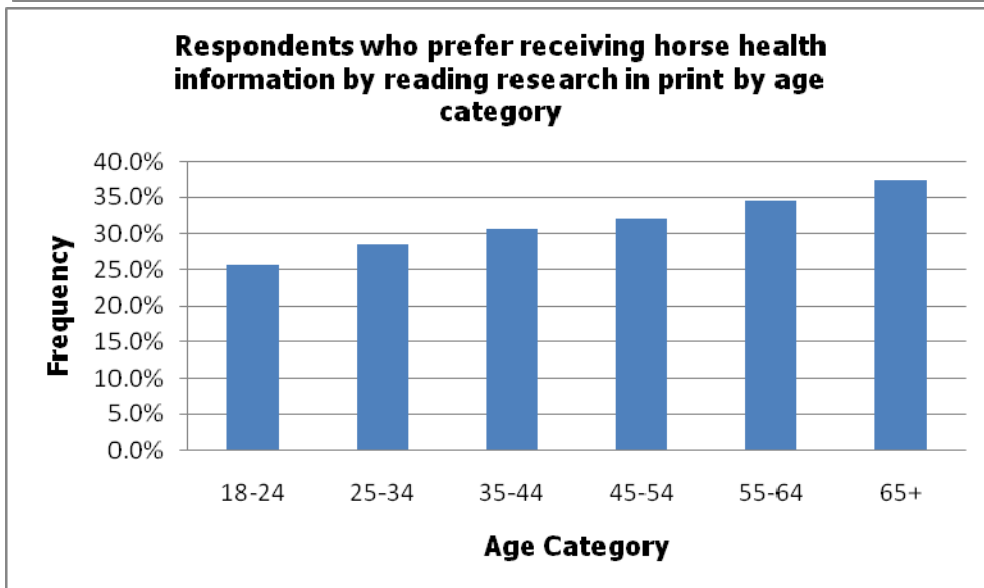
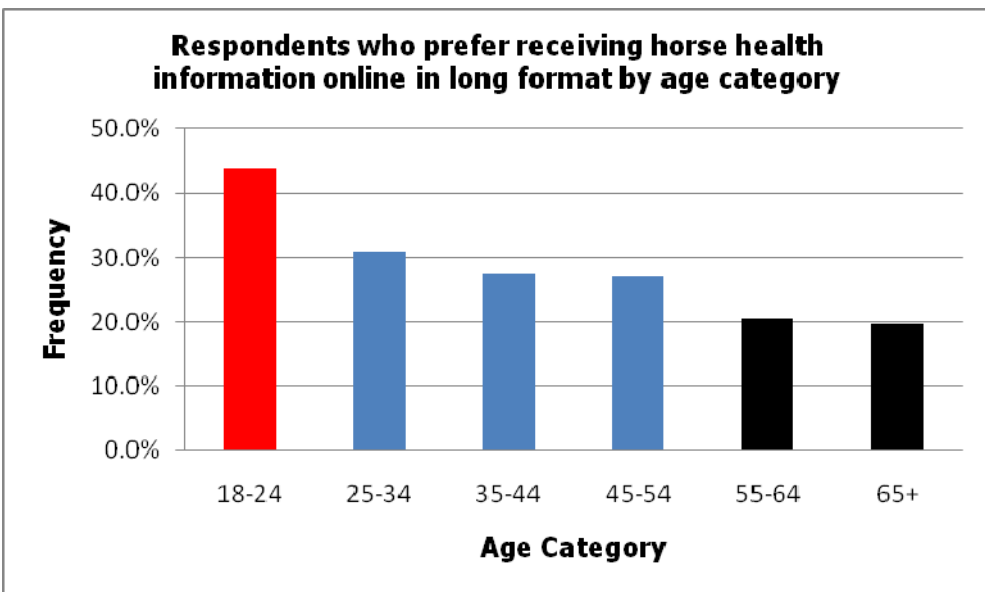
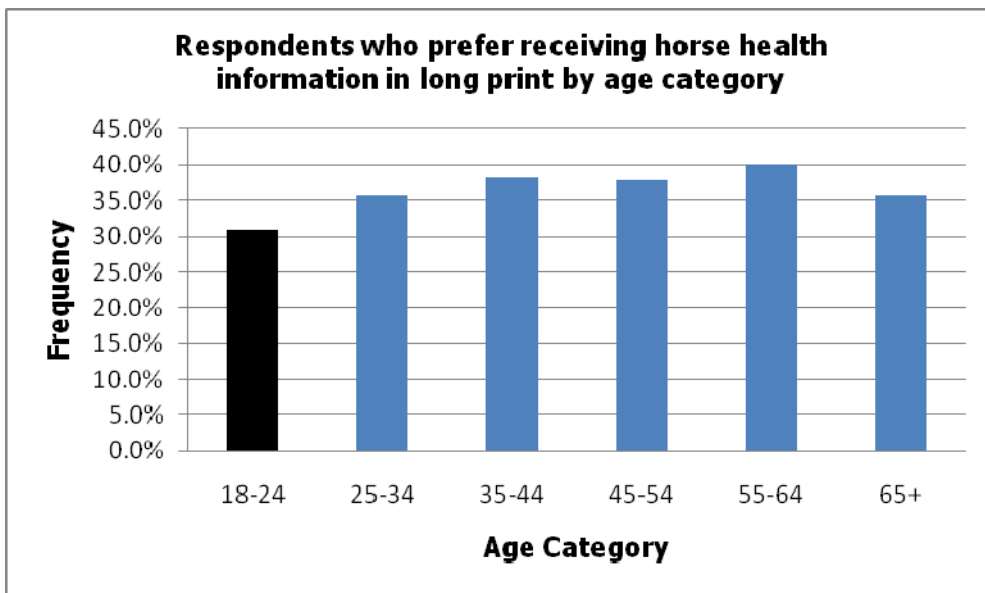


Veterinarians as a Source of Horse Health Information by Income Category

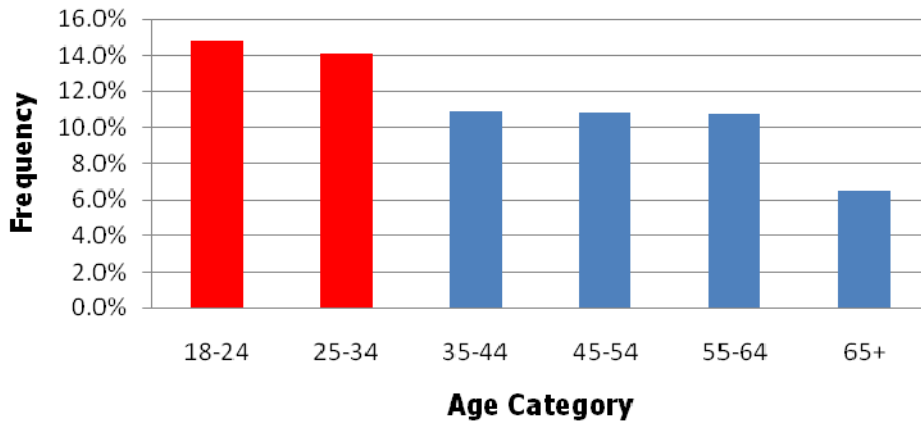


Magazines as a Source of Horse Health Information by Income Category

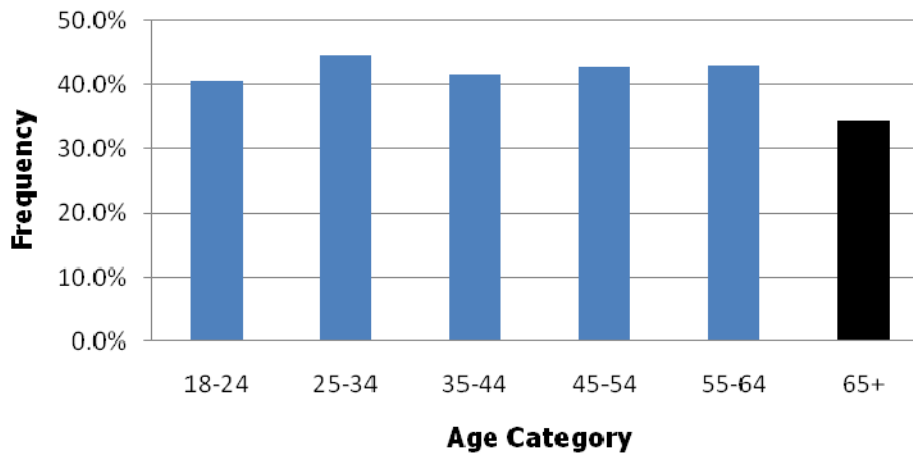




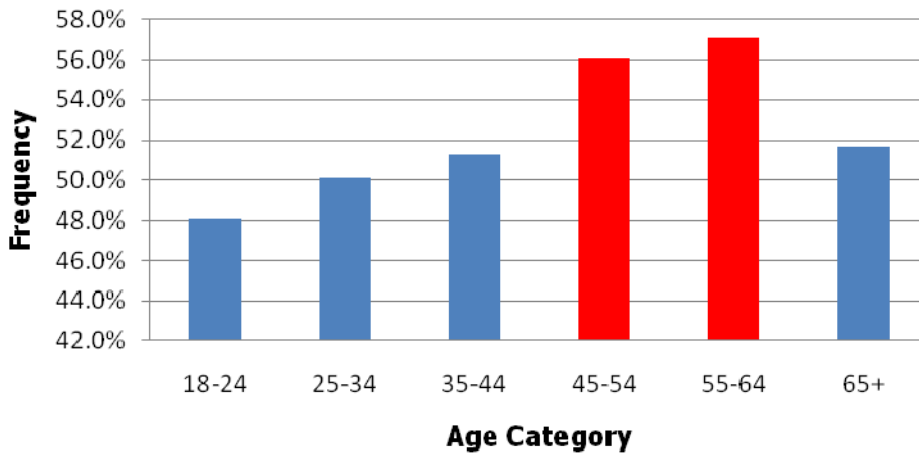
Respondents who prefer receiving horse health information by watching a video in long format by age category



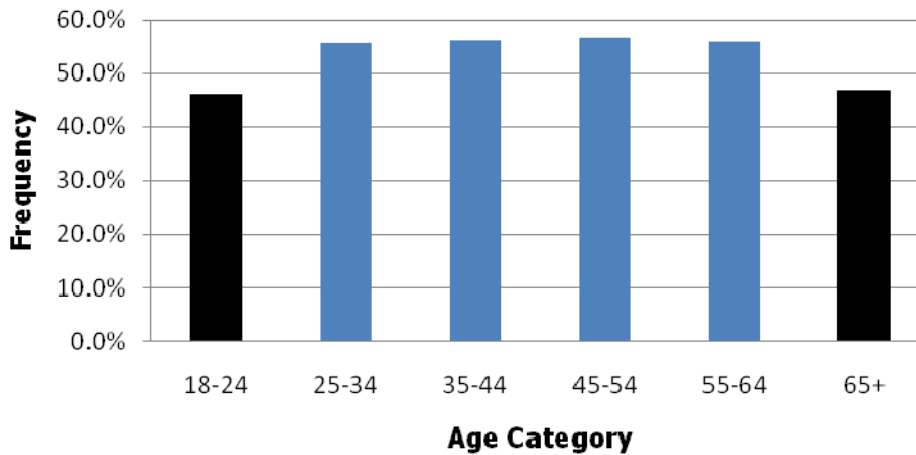
Respondents who prefer receiving horse health information from a lecture by age category



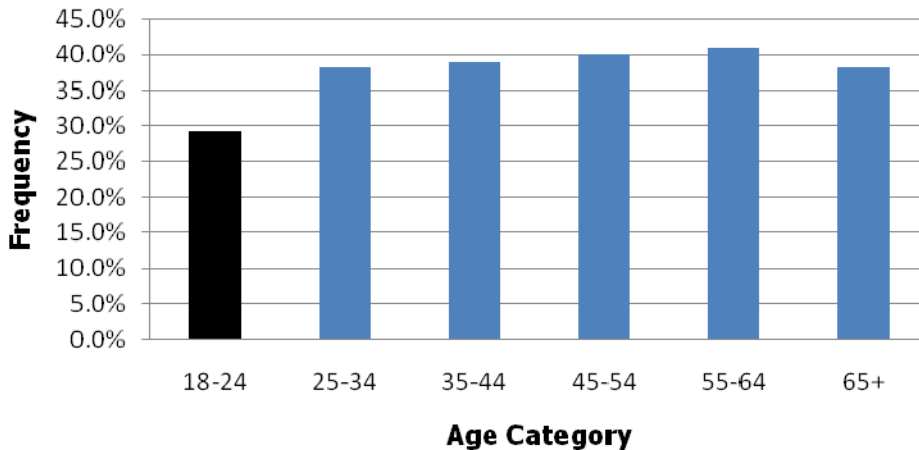
Respondents who prefer receiving horse health information in short print by age category



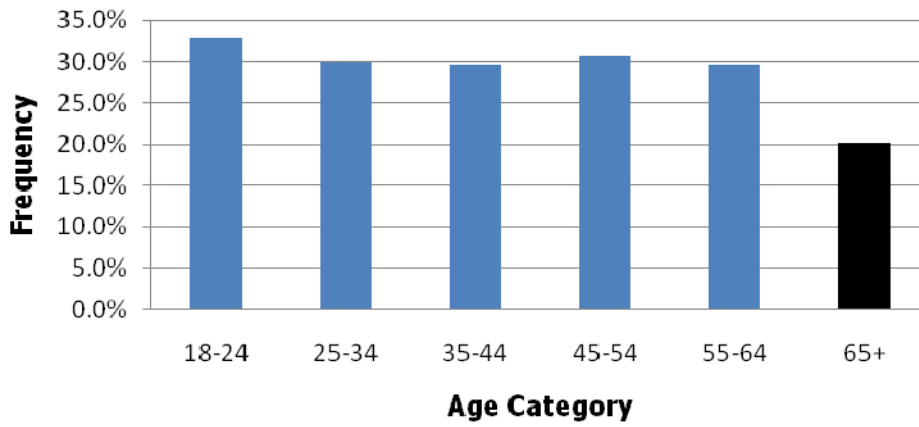
Respondents who prefer receiving horse health information online in short format by age category



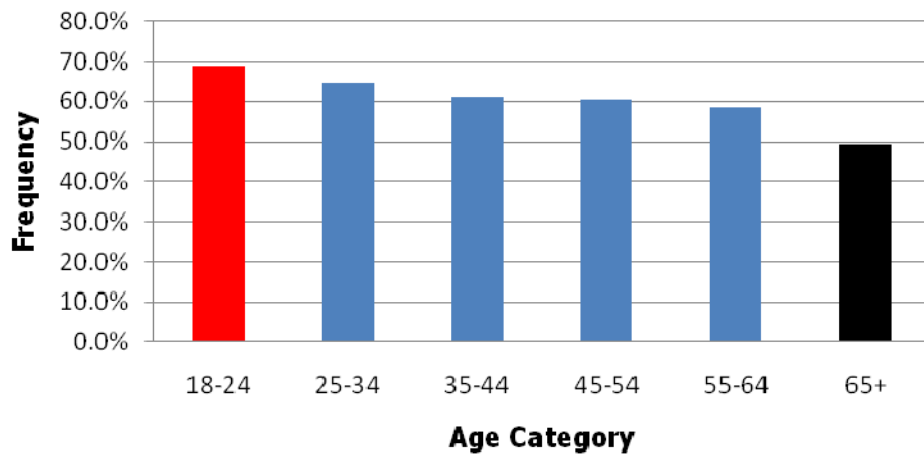
Respondents who prefer receiving horse health information by reading research online by age category



Respondents who prefer receiving horse health information by watching a video in short format by age category



Respondents who prefer receiving horse health information live (in person or online) by age category



Respondents who prefer lectures to receive horse health information by Income Category

