American Horse Publications | 2025 Equine Industry Survey

Ask Copy | AVS - January 2025

**GENERAL EMAIL**:

The U.S. horse industry faces many challenges. Help address these issues by completing (and sharing) the Equine Industry Survey. American Horse Publications (AHP) distributes this survey to gauge participation trends and equine management practices in the U.S. Since 2009, AHP has conducted six surveys, all sponsored by Zoetis, to help guide decision makers in navigating these issues. **We hope you will help by completing our 2025 Equine Industry Survey**. And if you are interested in receiving a summary of the results this summer, you can leave your email address at the end of the survey.  
  
In past surveys, we have collected over 10,000 responses to help understand the state of horse management in the U.S. **Help us reach (and exceed) our 10,000 goal!** Here is a link to the survey: <https://www.ahpequineindustrysurvey.com/>

Thank you for your time and helping to make a better world for our horses.

**PERSONAL ASK**:

I have a special ask – please consider distributing the 2025 Equine Industry Survey to your colleagues, membership, family, friends really anyone eligible (must be 18 or older, live in the U.S. and own or manage at least one horse). The survey takes about 15 minutes to complete, and I can provide graphics and copy to assist while you help us reach our goal of 10,000 responses. Thank you for your consideration in helping to make a better world for our horses. Here is a link to the survey: <https://www.ahpequineindustrysurvey.com/>

**SOCIAL POST**:

1. TAKE THIS SURVEY AND SHARE! Complete the 2025 Equine Industry Survey sponsored by Zoetis, then share with colleagues, family, friends . . . anyone eligible to take it (they must own or manage at least one horse, be 18 years of age or older, and live in the United States).
2. The 2025 Equine Industry Survey is out! Complete the survey sponsored by Zoetis, then share with colleagues, family, friends, anyone eligible to take it (they must own or manage at least one horse, be 18 years of age or older, and live in the United States).
3. SUBMIT then SHARE - DO IT then DISTRIBUTE - FILL OUT then FORWARD - take the 2025 Equine Industry Survey then post to help us reach our goal of 10,000 responses. Take this 15-20 minute survey to help guide industry leaders and advocates, business owners, scientists, and others to optimize the health and well-being of our horses, ponies, mules, and donkeys, as well as the equine industry more generally.

Link: [http://www.ahpequineindustrysurvey.com/](http://www.ahpequineindustrysurvey.com/?fbclid=IwZXh0bgNhZW0CMTAAAR3xWNtwX_8SX0e3I4UNGfelPVL8mJ4T63YvCu3ajvASNf9gMTSE8UZMukM_aem_rpnii71oZKIZIac8H4a43Q) Tags: [#ahphorsesurvey2025](https://www.facebook.com/hashtag/ahphorsesurvey2025?__eep__=6&__cft__%5b0%5d=AZUtRWrjXNnwNRDkfNJbZcfklYAyqyK7Ns1AeYgP3TNXSsi2-suU9PwqzbAy8OpblyyVq2qkJk9Zv9_Y65FS_0PWXkXsS73PoCNQy3uWZsxnl5xS-tm-oxxHqziodUw9NooskYFQc3fmmBNnnX2FadIpus0UzdOZ2LMG5DK12g_DwQQkEB0oiLTYUKZcxhWOgsOHAOmc1TMBfrw7Ls7lLmgz&__tn__=*NK-R) [#ahpequinemedia](https://www.facebook.com/hashtag/ahpequinemedia?__eep__=6&__cft__%5b0%5d=AZUtRWrjXNnwNRDkfNJbZcfklYAyqyK7Ns1AeYgP3TNXSsi2-suU9PwqzbAy8OpblyyVq2qkJk9Zv9_Y65FS_0PWXkXsS73PoCNQy3uWZsxnl5xS-tm-oxxHqziodUw9NooskYFQc3fmmBNnnX2FadIpus0UzdOZ2LMG5DK12g_DwQQkEB0oiLTYUKZcxhWOgsOHAOmc1TMBfrw7Ls7lLmgz&__tn__=*NK-R)

**VIDEO SCRIPT**: 15-second

I am XXX with XXX urging owners and managers 18 years and older to take our Equine Industry Survey. Help optimize equine health and well-being by completing the 15-minute survey before March 31. Don’t hesitate – participate! Visit ahpequineindustrysurvey.com today!