American horse owners and riders needed for AHC survey

Last call for responses in the American Horse Council's National Economic Impact Study, which ends Sept. 4.

American Horse Council

August 18, 2017

The American Horse Council Foundation (AHCF) has announced that it will be extending the deadline to take the survey to update the National Economic Impact Study to September 4th.

“We decided to extend the deadline due to a last-minute surge in responses, combined with the ‘back to school’ audience to ensure everyone was really given an opportunity to complete the survey,” said AHC President Julie Broadway. “We continue to encourage people to share the survey link on available platforms such as email, social media, blogs, websites, etc. We want as many people as possible to complete the survey.”

For those interested in sharing the survey, please use the following link:
https://innovationgroup.qualtrics.com/jfe/form/SV_0oaYvVhgaWHgpvL?Source=Request

This study documents the economic effects of racing, showing, recreation, rodeo and other segments of the horse industry on the state and national economy. It provides invaluable data on the number of horses, jobs, and related industries that are impacted by horse ownership, and it shows the diverseness of the industry we all love. The economic data that we collect from this study will help us chart a course for the future, and give the general public and members of Congress the most accurate portrait of the economic impact the diverse equine industry has.

As a reminder, all data is completely confidential, and will not be shared. As such, the AHC encourages survey respondents to share as much economic data as they can in order to ensure the most accurate economic impact portrait of the diverse equine industry. The AHC particularly encourages everyone to provide information on your horse-related expenses since they will form the primary basis of the economic impact.

If you have any questions, please contact the AHC at info@horsecouncil.org.