

The demand for British bred horses: reasons for buying British

Georgina Crossman*
March 2006



British Equestrian Federation

Objectives of the study

Two main objectives:

1. To consider the demand for British bred horses.
2. To gain a 'snap shot' of the current horse buying market place.

Research methods

An online questionnaire was utilised.

Semi-structured interviews were undertaken. These were either face-to-face or telephone interviews.

Results

A total of 1,308 responses to the questionnaire were received. Of those 1,280 were from respondents based in Great Britain.

Ten interviews were carried out.

Key findings

Respondents were asked "Would you buy a British bred horse?"

- 2% of respondents would not buy a British bred horse.
- 70% of respondents would buy a British bred horse.
- 28% of respondents were not concerned about the nationality of the horse they bought.

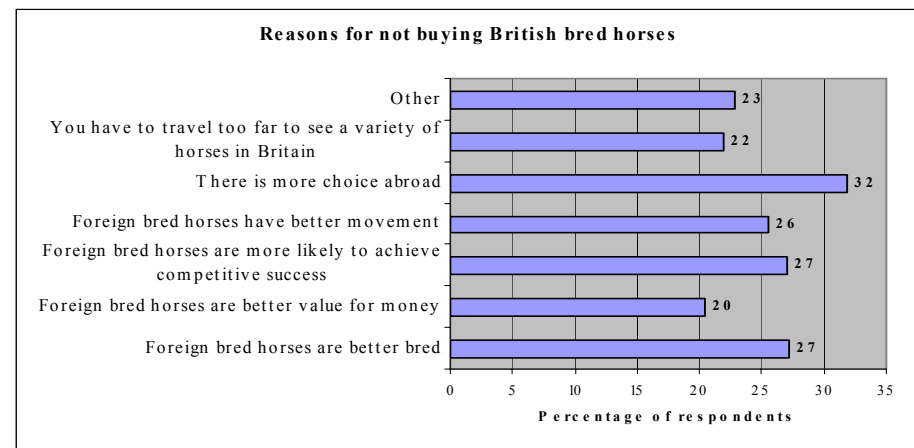
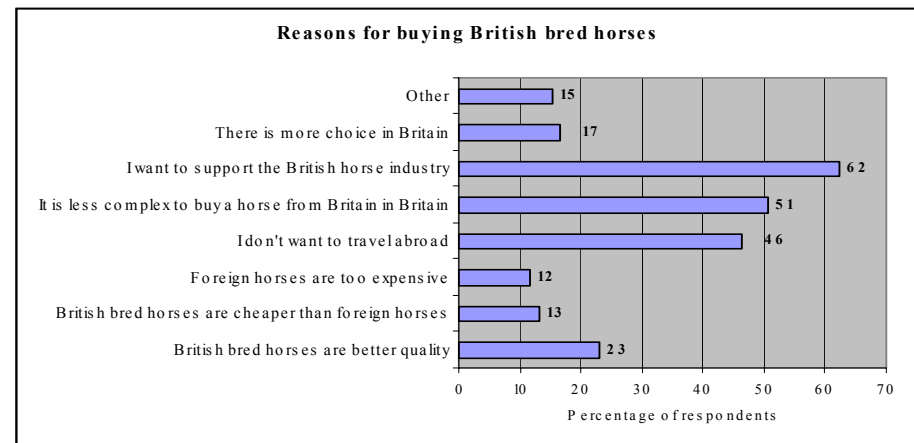
Respondents were asked "Do you think foreign bred horses are better than British bred horses?"

- 13% did feel foreign bred horses were better than British bred horses.
- 29% didn't feel foreign bred horses were better than British bred horses.
- 58% of respondents had no strong opinion.

Conclusions

A number of conclusions to the study were offered. These included:

- Careful consideration of how the large percentage of respondents who want to support the British horse industry could be built upon.
- Methods in which the reasons given for not buying a British bred horse could be overcome to maximise the number of consumers in the British bred horse buying market place.



The demand for British bred horses: pricing analysis by country and area of breeding

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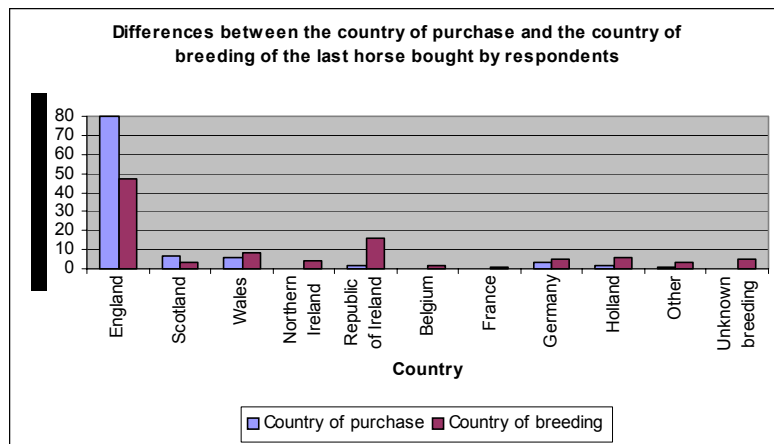
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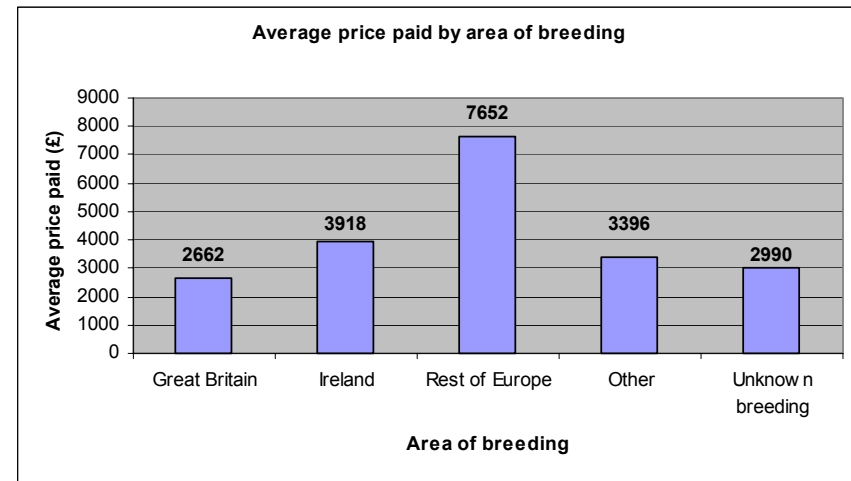
Ten interviews were carried out.

Key findings

Significant differences were found when considering the country of purchase of the last horse bought and the country of that horse's breeding. These differences can be seen in the figure below.



Significant differences were also found when the average price paid for the last horse was considered. The horses were grouped into the following areas: Great Britain, Ireland, rest of Europe, other and unknown breeding. The figure below shows the average price paid by area.



When the results were analysed significant differences were found between the average prices paid for horses bred in Great Britain and Ireland, and Great Britain and rest of Europe.

Conclusions

The average price paid for horses bred in Great Britain is considerably lower than that for horses bred in mainland Europe. Ways to overcome this pricing difference should be formulated to ensure British bred horses realise their financial potential. This could be through increasing publicity of the success of British bred horses, particularly stallions and their offspring, and ensuring that buyers are confident in the consumer legislation that protects them in this country.