

RESULTS — OWNER EXPERIENCE

NATIONAL RACEHORSE OWNERS SURVEY

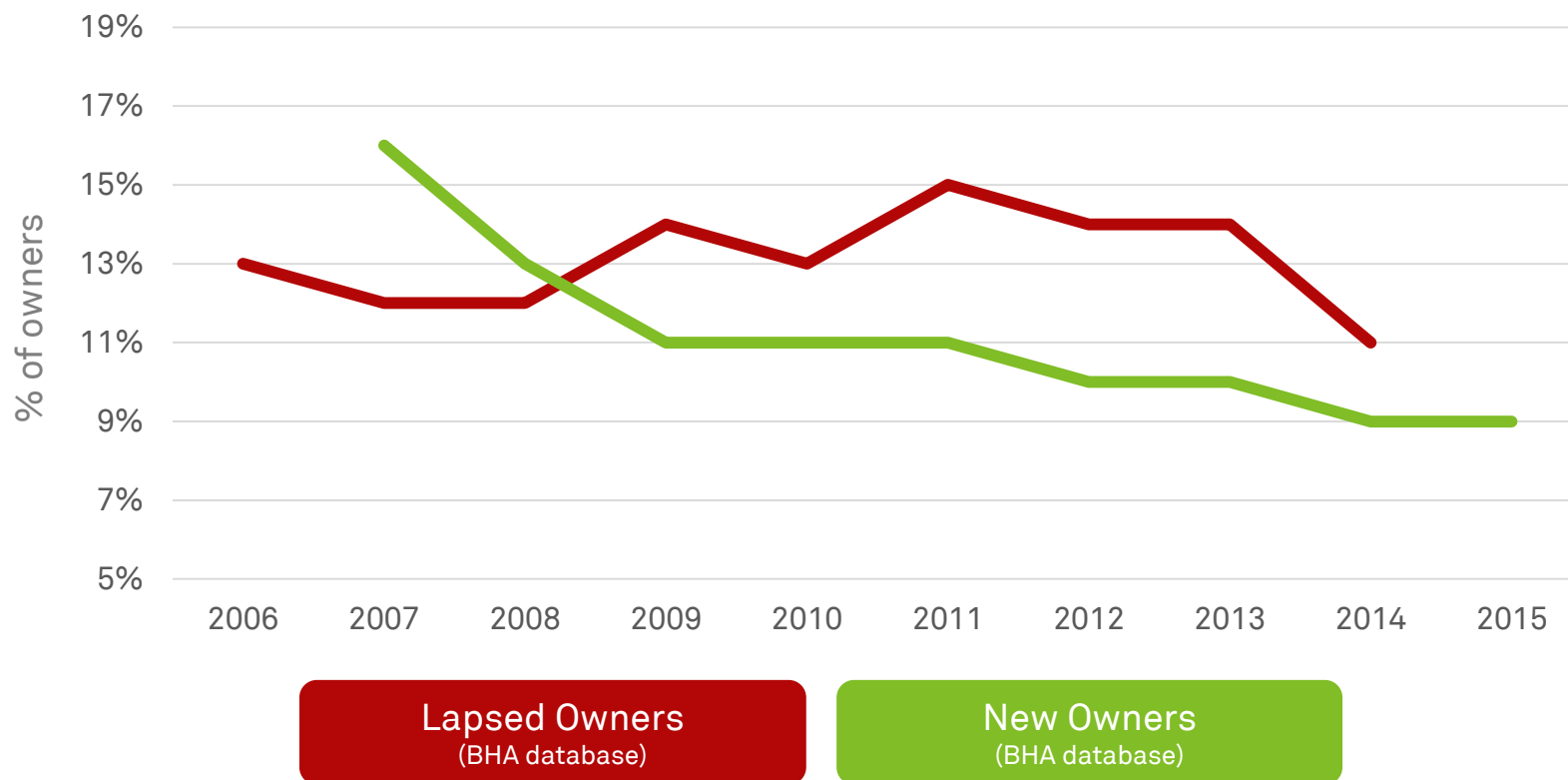
2016



OWNER RETENTION AND ACQUISITION 2006-2015

Since 2008, the industry has been losing more owners than it has been acquiring.

How do we **retain** and **recruit** more owners?





RESULTS — OWNER EXPERIENCE

- 1) 73% of Racehorse Owners started out with others.
- 2) Nearly one in four owners have taken a break, most due to finances or horse injury.
- 3) The most influential steps to ownership are speaking to a trainer or other owners.
- 4) New owners take more decision steps and are more likely to research online.
- 5) Ownership is born out of family history, keen interest in racing or attraction to the excitement.
- 6) New and syndicate owners think of the excitement above the expense.
- 7) Owners are not likely to recommend owning a racehorse to their friends.
- 8) Costs and prize money are primary lapse reasons; racecourse and trainer experience crucial.
- 9) 3 out of 4 lapsed owners would return to owning if the circumstances were right.
- 10) ROA members are much more likely to remain in ownership for longer.

73%

of Racehorse Owners
started out with others

33%

Started with
friends/family

29%

Started through a
syndicate

27%

Started
solely

HAVE OWNERS TAKEN A BREAK?

Nearly one in four owners have taken a break, most due to finances or horse injury.

The expense of owning was unsustainable for a few years.

Male, 55-64

Wanted to remain as sole owner but found I could no longer afford it.

Male, 65-74

Appalling financial return on ownership.

Female, 55-64

Low prize money not paying training fees.

Male, 18-24



1 in 4

owners have taken a break
(22%)

Our horse was fatally injured during a race.

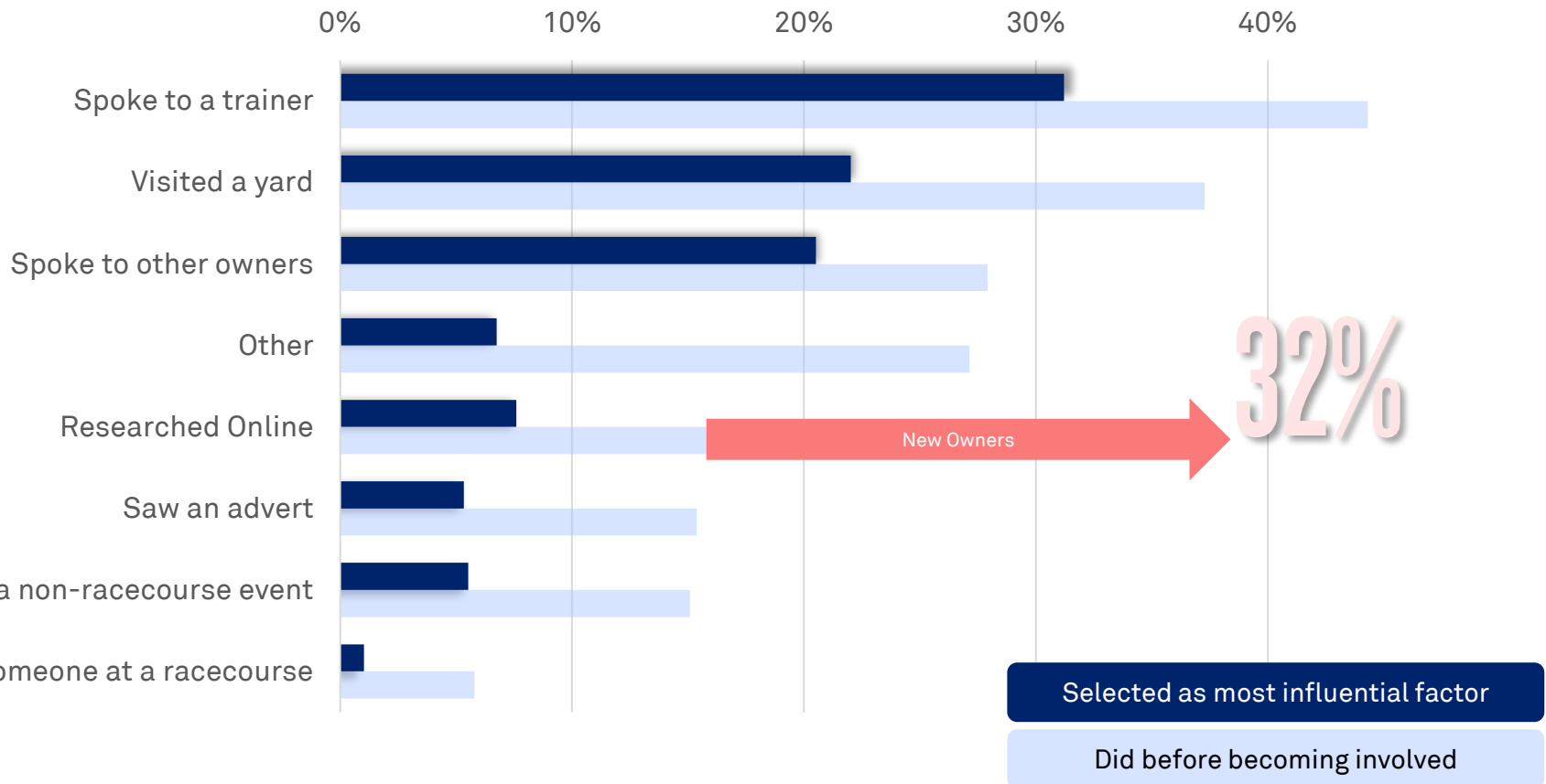
Male, 65-74

Lost horse due to injury. Also first horse was talented, others not so good.

Male, 55-64

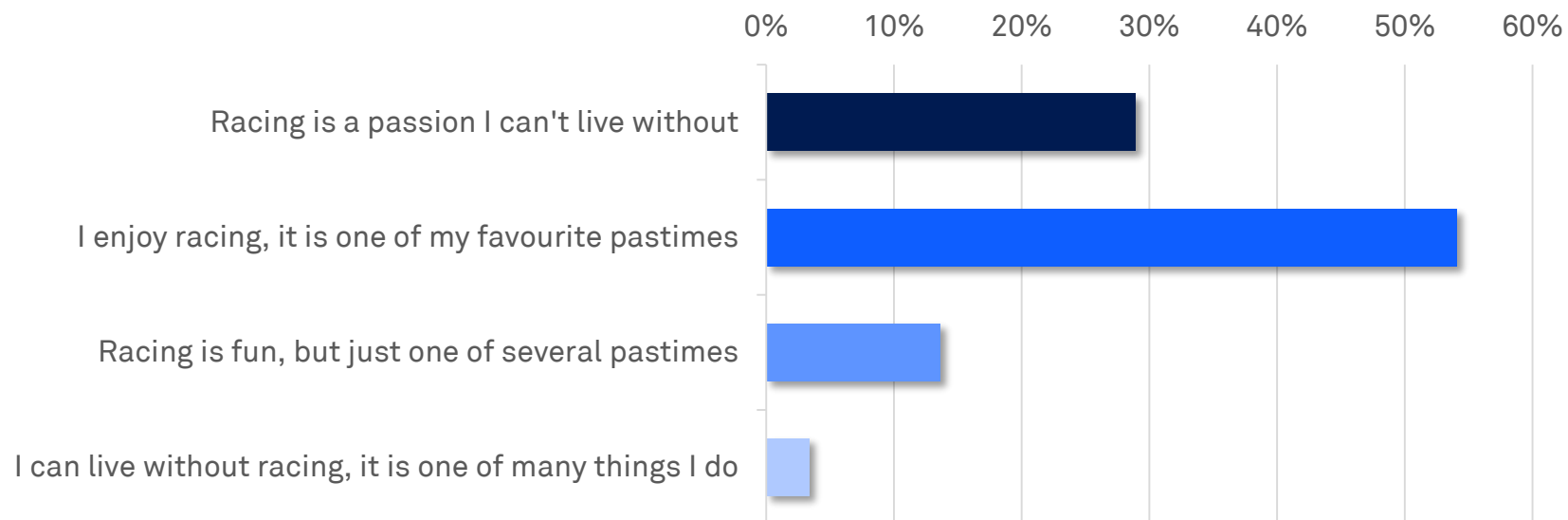
OWNERSHIP DECISION STEPS

The most influential steps to ownership are speaking to a trainer or to other owners.



83%

of Racehorse owners say
racing is one of their
favourite pastimes, or
they can't live without it





RACEHORSE OWNERSHIP IS...(UNPROMPTED) — BY TENURE, BY OWNER TYPE

New and syndicate owners think of the excitement above the expense.

NEW OWNERS



EXPERIENCED



LAPSED



SOLE ONLY OWNERS

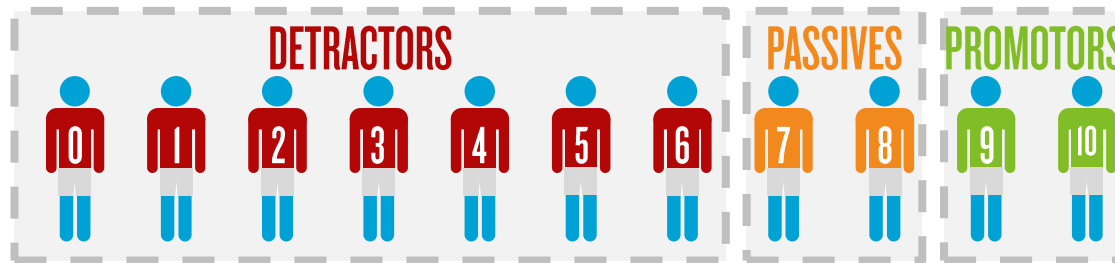


SYNDICATE ONLY OWNERS



NET PROMOTER SCORE

Net promoter score gives a measurement of the likelihood to recommend your goods and/or services.



Net Promoter Score

=

% Promoters

-

% Detractors

SCALE

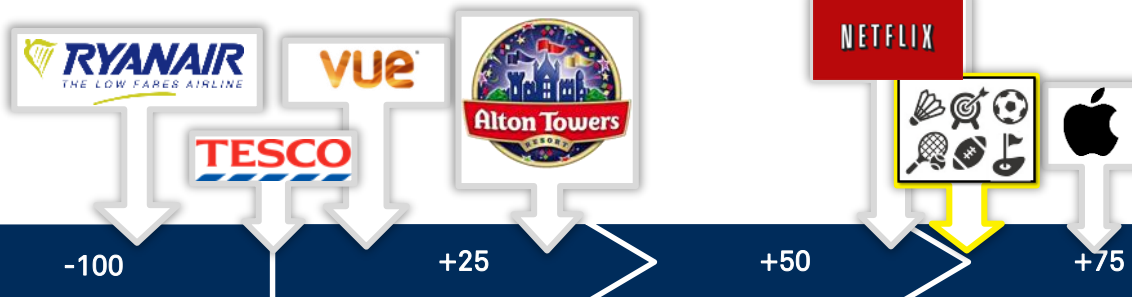
-100

+25

+50

+75

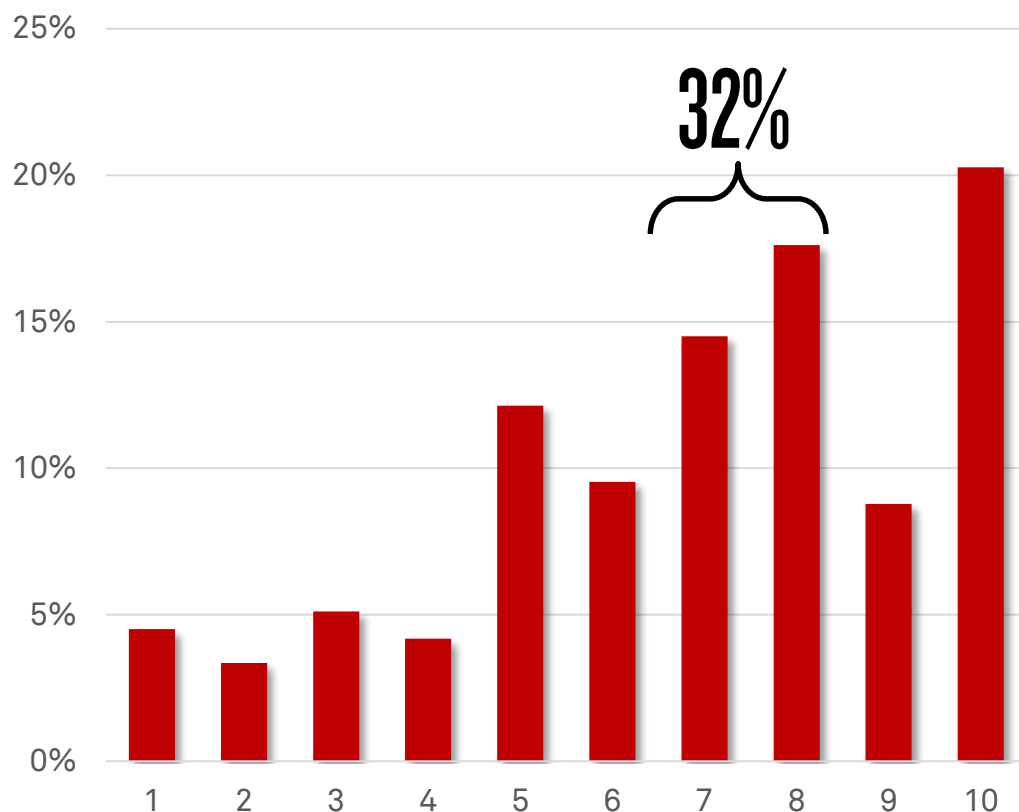
+100



To find out more about Net Promoter Score: www.en.wikipedia.org/wiki/Net_Promoter

NET PROMOTER SCORE — OVERALL

Owners are not likely to recommend owning a racehorse to their friends, driven by the high proportion of passives (7 or 8 out of 10).

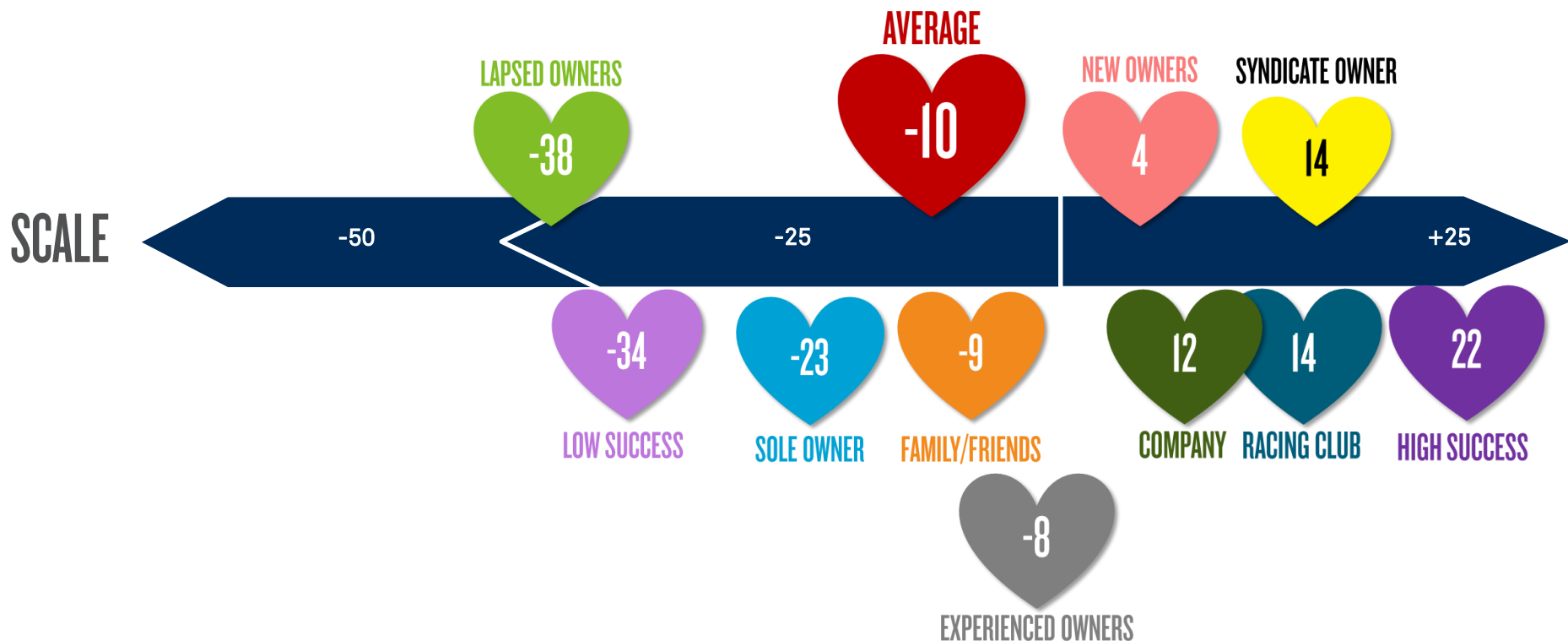


NET PROMOTER SCORE

Owners are not very likely to recommend ownership to others

NET PROMOTER SCORE — BY OWNER TENURE, TYPE

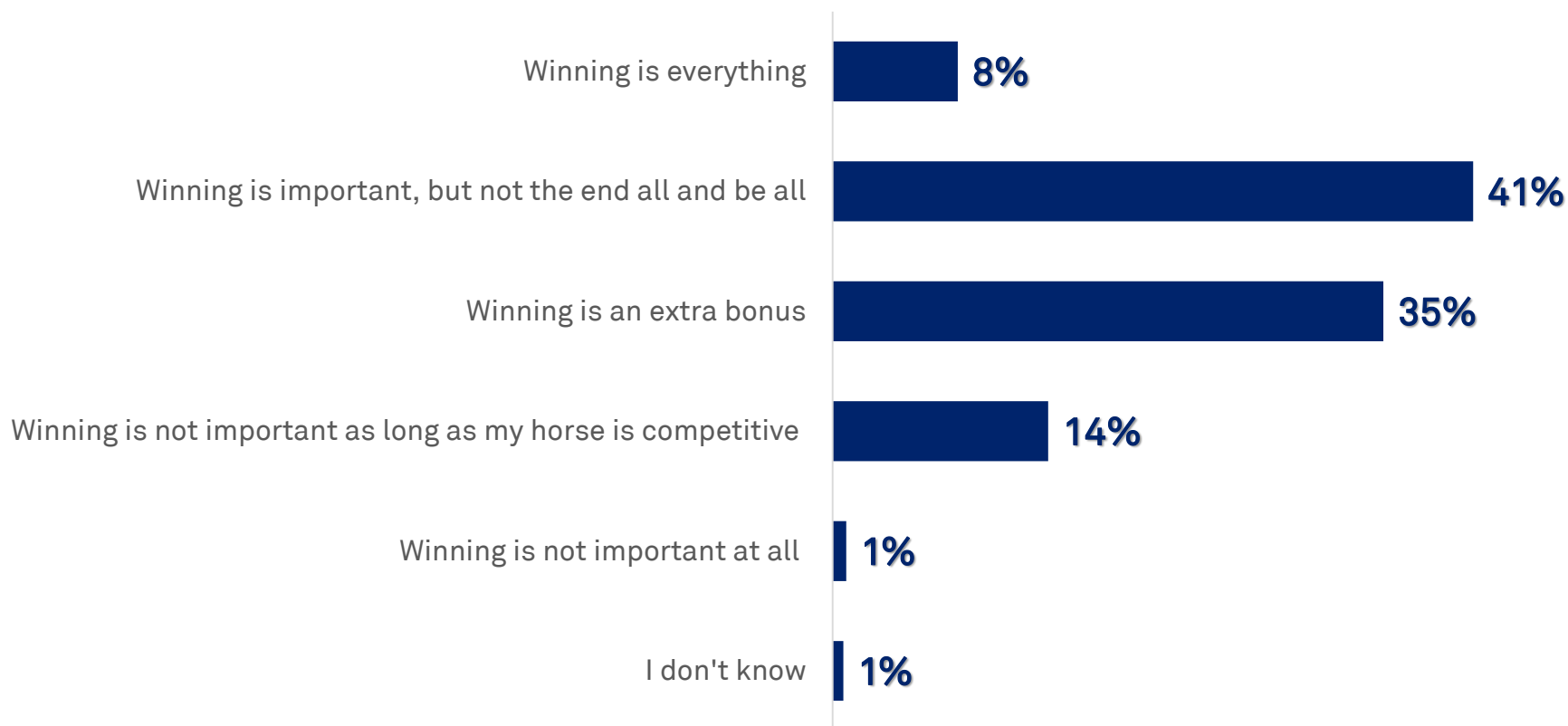
New and syndicate owners are most likely to recommend it to others, as are those that enjoy a high level of success.





IMPORTANCE OF WINNING RACES

Winning is an important bonus, not the end all and be all.





WHY DID OWNERS LAPSE?

Costs and prize money are most cited lapse reasons, but racecourse (44%) and trainer (29%) experience are crucial.



IF PRIZE MONEY INCREASED...

45%

of current owners would
**increase number of
horses** in training if prize
money increased

Q. If prize money were to increase from current values by, for example, 20%, which of these five statements best describes how you would be affected?

1,329 responses

PROPENSITY TO RETURN — LAPSED OWNERS

3 out of 4 lapsed owners would return to owning if the circumstances were right.

I miss the involvement and excitement of ownership. I do feel that trainers don't do enough to attract owners both old and new

Male, 45-54

Owning racehorses is a brilliant experience. To be able to see them train and build up to the races is also really exciting

Male, 25-34

I do not have the time to really take advantage of my involvement. Will definitely get back involved when I can

Female, 55-64



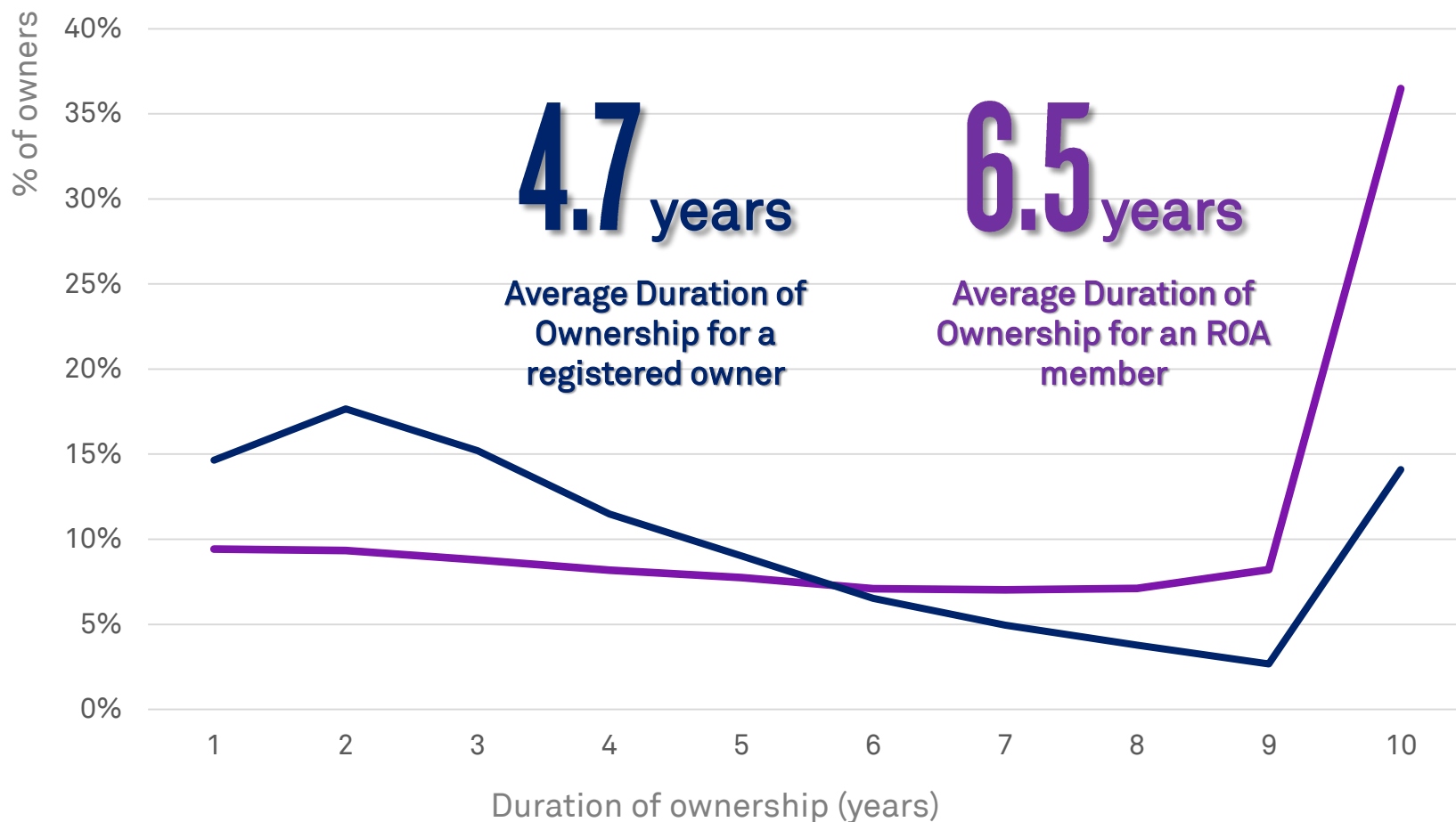
73%

of lapsed owners would probably or definitely return

Loved having a racehorse and the experience but due to having my own horses undertaking health treatment, I had to give up

Female, 18-24

ROA members are much more likely to remain in ownership for longer.



All Registered Owners
(BHA database)

ROA Members
(BHA database)



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