

# RESULTS — OWNER EXPERIENCE

## NATIONAL RACEHORSE OWNERS SURVEY

2016



Part of ESP Properties  
A WPP Company





# 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%**

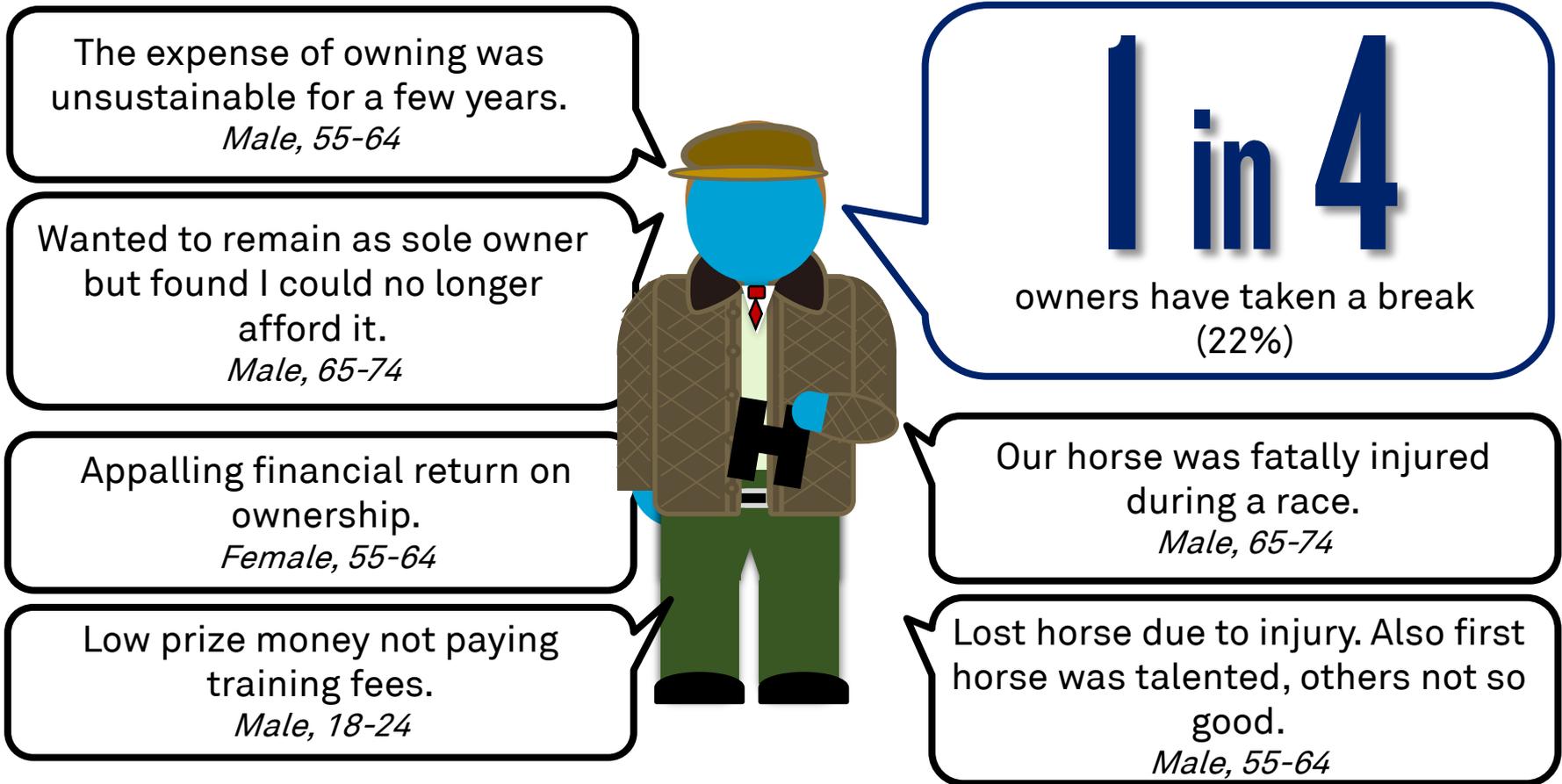
Started through a  
syndicate

**27%**

Started  
solely

# HAVE OWNERS TAKEN A BREAK?

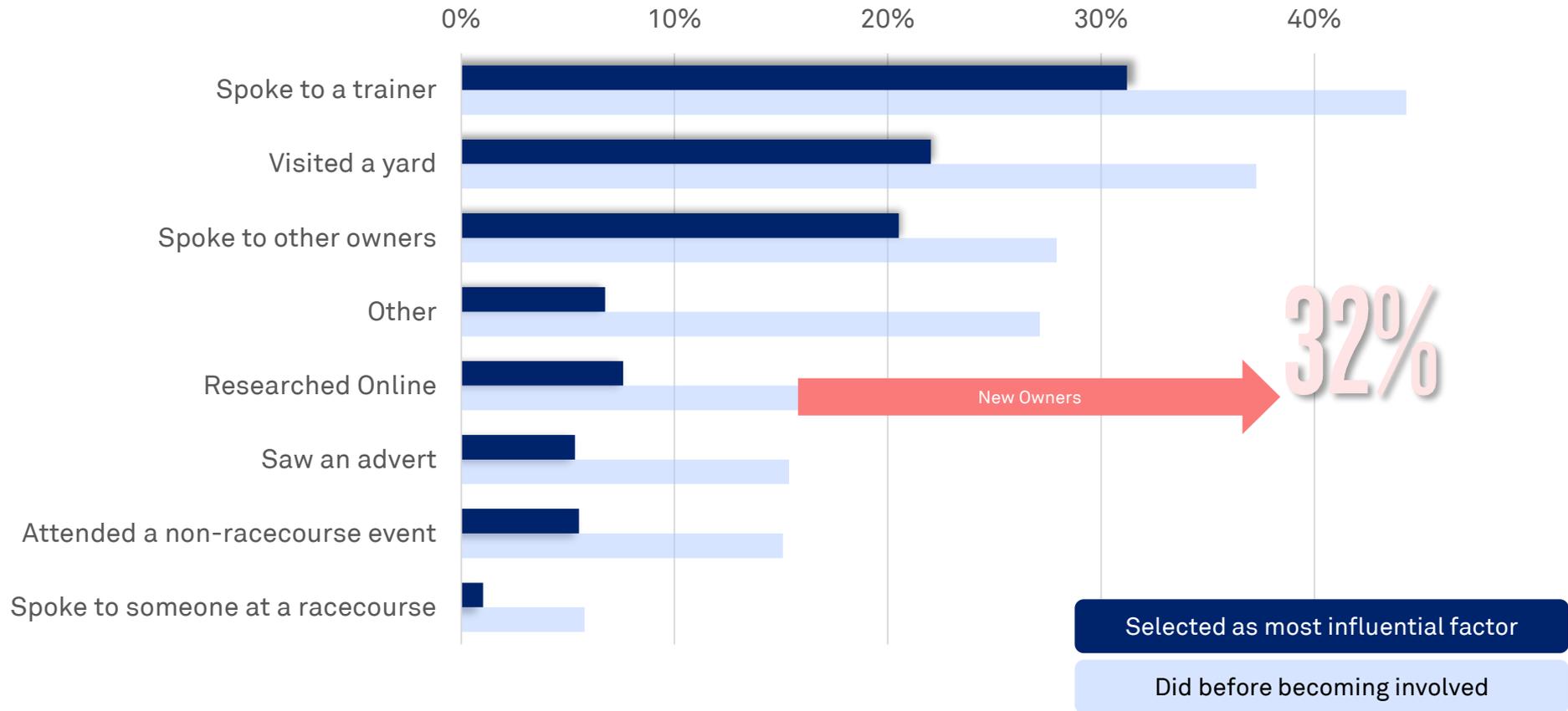
Nearly one in four owners have taken a break, most due to finances or horse injury.





# OWNERSHIP DECISION STEPS

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



All Owners

Q. Did you do any of the following before deciding to become involved in owning a racehorse?

2,203 responses

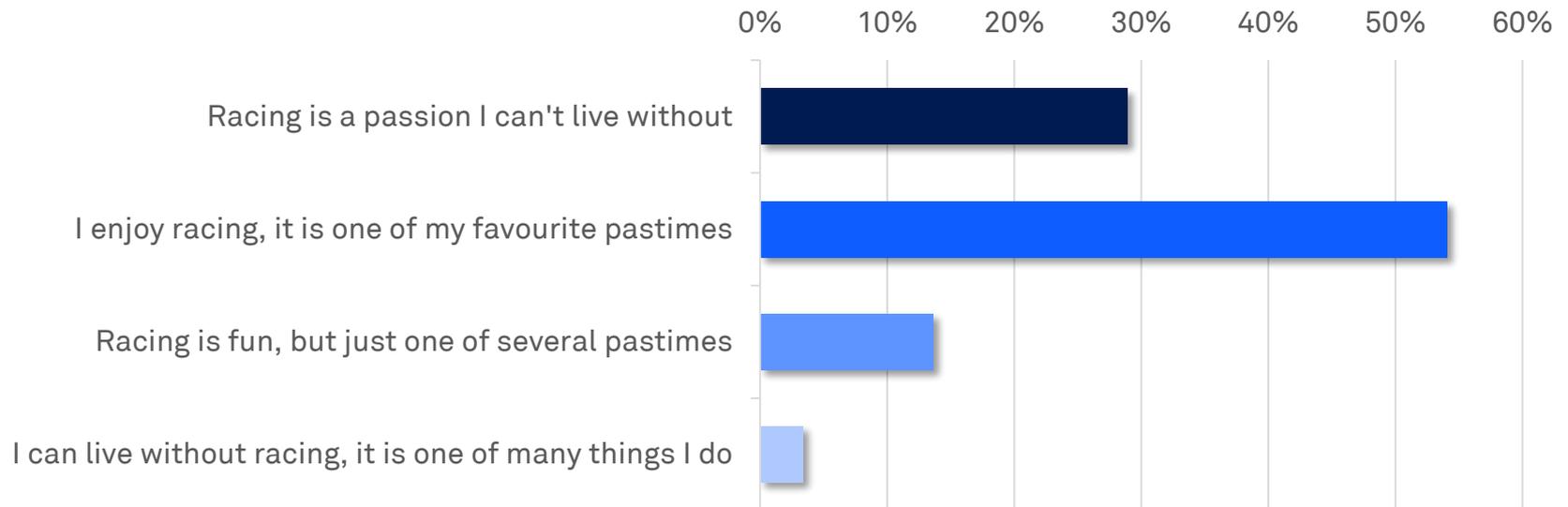
All Owners

Q. Which was the most influential in your decision to become involved in owning a racehorse?

2,203 responses

# 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



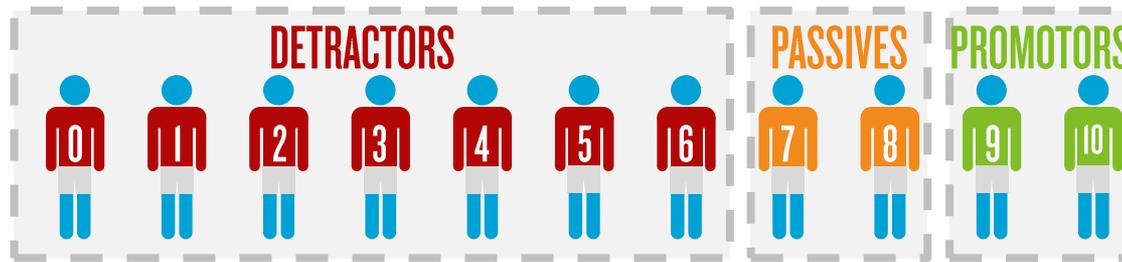
## SOLE ONLY OWNERS



## SYNDICATE ONLY OWNERS



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

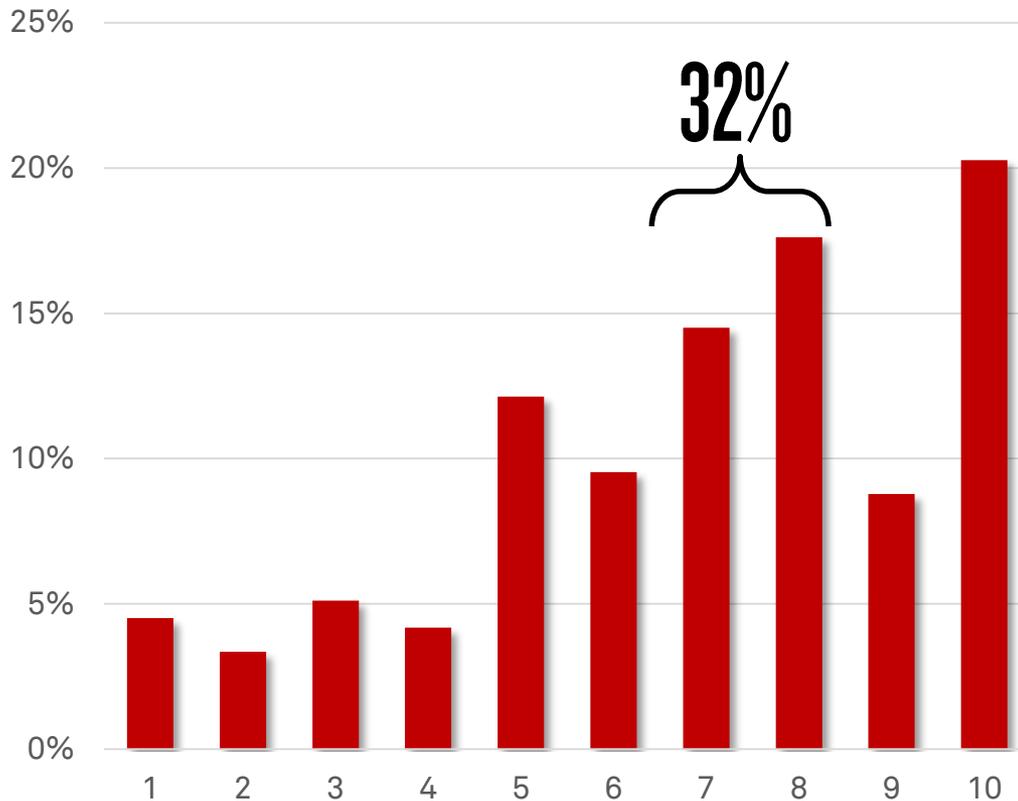


$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$



To find out more about Net Promoter Score: [www.en.wikipedia.org/wiki/Net\\_Promoter](http://www.en.wikipedia.org/wiki/Net_Promoter)

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).

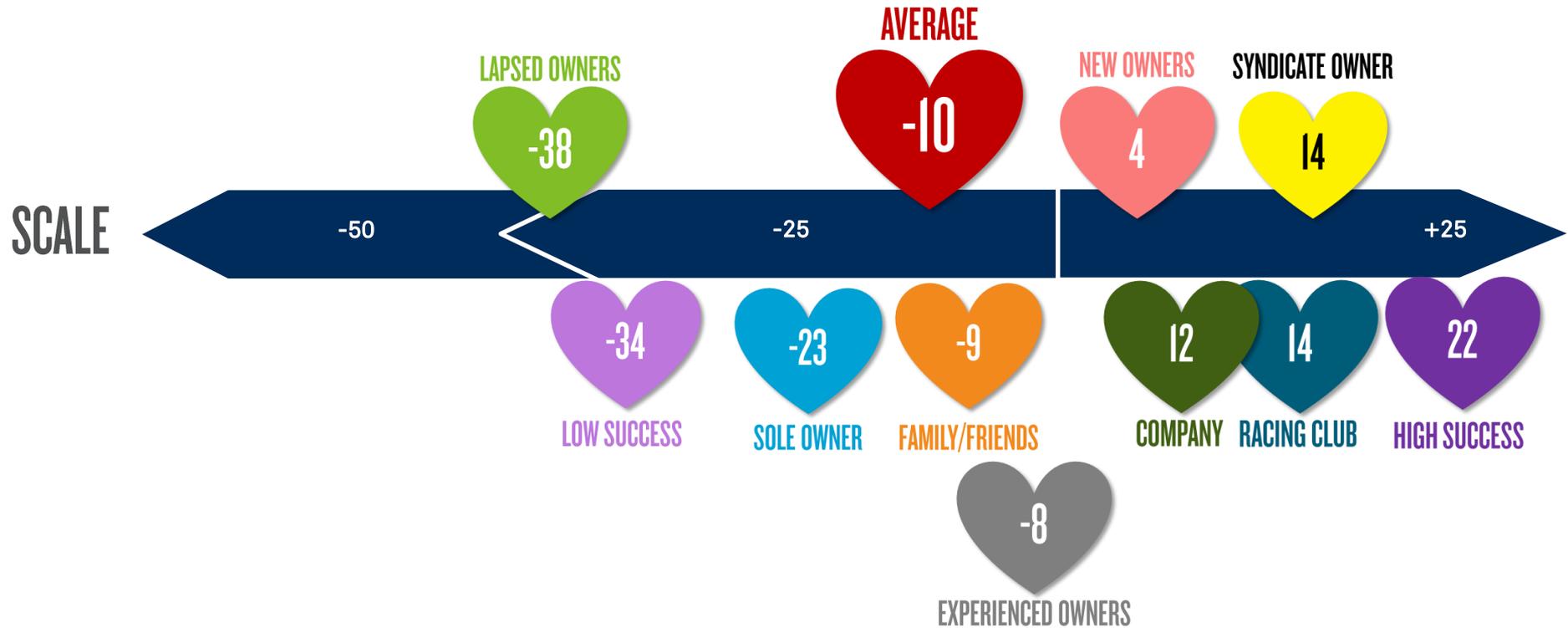


## NET PROMOTER SCORE

Owners are not very likely to recommend ownership to others

# NET PROMOTER SCORE — BY OWNER TENURE, TYPE

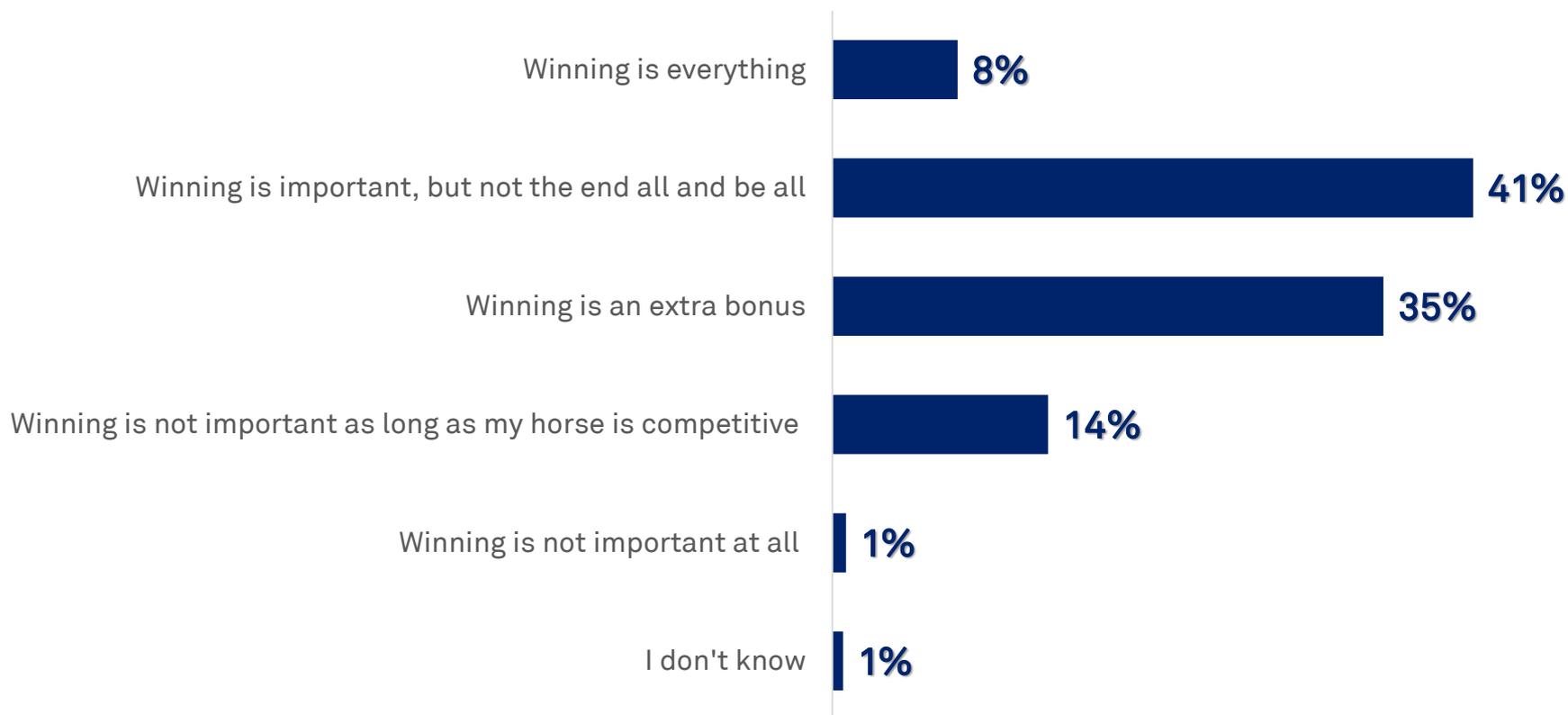
New and syndicate owners are most likely to recommend it to others, as are those that enjoy a high level of success.





# 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

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

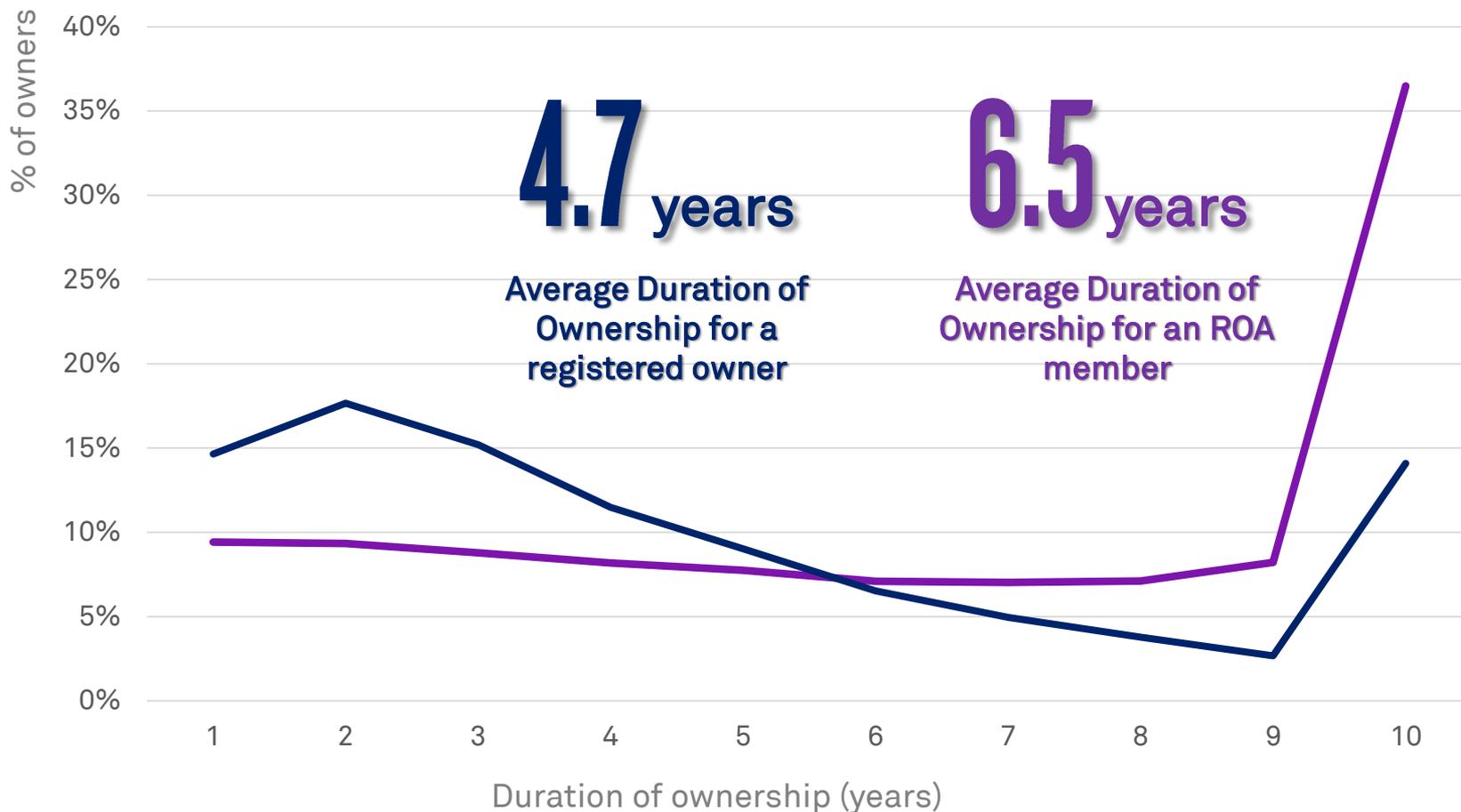
Loved having a racehorse and the experience but due to having my own horses undertaking health treatment, I had to give up

*Female, 18-24*



# DURATION OF OWNERSHIP — 2006-2015

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



**4.7** years

Average Duration of Ownership for a registered owner

**6.5** years

Average Duration of Ownership for an ROA member

All Registered Owners  
(BHA database)

ROA Members  
(BHA database)



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