

September 2010

Survey conducted for the Arabian Jockey Club by Corliss Hazard

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2010 Arabian Horse Racing Survey

Executive Summary

Survey Objective

The survey was conducted to gather information useful for determining future marketing and development plans, retention plans, and other programs to create a healthier industry for Arabian racing. The Arabian Jockey Club performed this market research so results could be made available to the AJC state affiliates, Arabian racing sponsors and to the general public to aid various entities in their endeavors for the industry. The survey was purposely designed to open the door for followup surveys or other action to explore or to respond to specific needs of Arabian racing industry.

Method of development

Survey question suggestions were solicited from the Arabian Jockey Club Race Committee members, the Presidents of the U.S. Arabian racing affiliates, and other thought leaders in the Arabian racing community who currently serve or have served in the past on state or national boards. These suggestions were compiled into a survey draft, which was further edited and refined. Extensive demographic questions initially proposed in the draft were omitted to reduce the length of the survey giving more attention to an array of more specific subjects directly related to the sport of Arabian racing. Comment/essay box response questions were included to obtain detailed information not included in statistical analysis.

Sampling and data collection method

The survey was open to the public and a total of 1265 people responded to the survey. The survey was promoted with a universal link invitation to the general public and Arabian horse enthusiast which received 989 responses. This universal link was distributed by the Arabian Horse Association and by Arabian Jockey Club via e-news campaigns, and was also freely distributed by recipients and posted on message boards. 1485 people were specifically invited by email to participate in the survey and 276 responded. These invitees are opt-in members of email lists composed primarily of Arabian racing participants and enthusiasts. The survey itself was conducted on an internet website, with trackable links to monitor percentage response from each collector, and URL tracing was implemented to omit multiple responses from the same source. The anonymity of respondents was protected, however the respondents were given opportunity through comment/essay box response questions to disclose their identity. These questions were provided in order for respondents to ask for additional information or to opt to be included in future surveys or questionnaires. This information for legal reasons is kept disclosed in this survey results report. Procedures to address these respondents will be addressed in later report by the Arabian Jockey Club.

Sample Description

Respondents are widely defined as those who have or had some interest in Arabian horses or horse racing. Respondents were not obligated to answer every question of the survey. In the following sample descriptions the number who answered a particular question is noted.

1. Primary Level of Involvement with horses (1256 answered question)

43.2%	Horse Owner
42.0%	Owner/Breeder
7.4%	Trainer
2.1%	Horse Industry Employee
4.4%	Enthusiast or Fan
3.0%	Vendor
2.0%	Race Track Personnel
2.0%	Jockey
2.0%	Bettor

2. Residence (1205 answered question)

92.7%	United States
7.3%	Outside of United States

3. Age (1220 answered question)

32.5%	56-65
27.3%	46-55
15.7%	36-45
13.7%	66-75
5.0%	29-35
2.6%	18-22
2.0%	23-28
1.5%	76 and up

4. Gender (1208 answered question)

78.8%	Female
21.2%	Male

Horse Ownership and Breeding

5. Number of horses of any breed owned (1127 answered question)

40.1%	1-3 (434 responses)
27.3%	5-10 (296 responses)
18.4%	11-25 (199 responses)
5.8%	26-50 (63 responses)
5.3%	0 (57 responses)
1.9%	51-100 (21 responses)
1.2%	100 or more (13 responses)

6. Number of Arabian horses owned (1083 answered question)

44.9%	1-3 (486 responses)
25.6%	5-10 (277 responses)
14.2%	11-25 (154 responses)
9.0%	100 or more (90 responses)
8.3%	0 (49 responses)
4.5%	26-50 (17 responses)
1.6%	51-100 (10 responses)

7. Number of Arabian horses owned, currently racing (1070 answered question)

90.4%	0 (967 responses)
5.0%	1-2 (53 responses)
2.1%	3-4 (22 responses)
1.9%	5-10 (20 responses)
.7%	11 or more (8 responses)

8. Arabian horses of young racing age (from age 3 to 5) owned, not currently racing (1061 answered question)

53.2%	0 (564 responses)
29.6%	1-2 (314 responses)
10.5%	3-4 (111 responses)
4.6%	5-10 (49 responses)
2.2%	11 or more (23 responses)

9. Arabian horses (race prospects) of age 2 owned (1063 answered question)

74.1%	0 (788 responses)
19.1%	1-2 (203 responses)
3.8%	3-4 (40 responses)
2.4%	5-10 (26 responses)
.6%	11 or more (6 responses)

10. Arabian mares owned or leased, bred for racing foals in 2010 (1055 answered question)

86.9%	0 (917 responses)
8.0%	1-2 (84 responses)
2.0%	5-10 (21 responses)
1.7%	3-4 (18 responses)
1.4%	11 or more (15 responses)

Overview of Analysis

The vast majority of the respondents are female owners or breeders residing in the United States and nearly 60% are between the ages of 46 and 65. 967 respondents are not currently racing Arabians. From 13,517 to 18,928 Arabian horses are owned by the total sampling. Of these horses, 1145 to 1815 are described as young racing age not currently racing, and 519 to 892 horses are two-year-old racing prospects. From 408 to 615 Arabian mares owned or leased by the respondents were bred in 2010 to produce foals for racing- this is the supply number available in order to meet racing opportunities in 2014, without reaching into the pool of horses not specifically bred for race purpose or without importing horses for racing.

INTENTIONS FOR RACING:

11. Arabian mares owned or leased expected to breed 2011 for racing (1067 answered question)

83.2%	0 (901 responses)
11.8%	1-2 (92 responses)
2.0%	5-10 (35 responses)
1.8%	3-4 (24 responses)
1.2%	11 or more (10 responses)

12. Number of horses of any breed planned for racing in 2011 (1055 answered question)

81.5%	0 (860 responses)
9.9%	1-2 (104 responses)
3.9%	3-4 (41 responses)
2.7%	5-10 (28 responses)
2.1%	11 or more (22 responses)

13. Number of Arabian horses planned for racing 2011 (1062 answered question)

84.8%	0 (901 responses)
8.7%	1-2 (92 responses)
3.3%	3-4 (35 responses)
2.3%	5-10 (24 responses)
.9%	11 or more (10 responses)

14. If Arabian race meet was available within driving distance, number of horses which would race 2011 (1027 answered question)

69.6%	0 (715 responses)
20.0%	1-2 (205 responses)
5.6%	3-4 (57 responses)
3.0%	5-10 (31 responses)
1.9%	11 or more (19 responses)

15. Expected horse purchases in 2011 for racing (365 answered question)

56.0%	will race horses currently owned (213 responses)
23.0%	will purchase horses (84 responses)
68.0%	will race horses currently owned and also purchase horses (68 responses)

16. Previous involvement in a racing partnership (1034 answered question)

83.5%	no (863 responses)
16.5%	yes (171 responses)

17. Interest in exploring race partnerships in the future (1027 answered question)

58.3%	no (599 responses)
41.7%	yes (428 responses)

HORSE RACING PARTICIPATION AND BEHAVIOR:

18. Racing involvement (1127 answered question)

- 30.3% not raced a horse and would never try it (342 responses)
- 24.7% not raced a horse and interested in learning more to possibly try it (278 responses)
- 16.5% not raced a horse but know a lot about racing (186 responses)
- 13.5% currently racing or have raced a horse in the last year (152 responses)
- 8.3% raced a horse in the last 10 years (93 responses)
- 6.7% raced a horse more than 10 years ago (76 responses)

19. Reasons for racing a horse, ranked in order of importance- 1 being most important (684 answered question)

1. Being with or around horses
2. Pride of ownership
3. Testing ground for athletic ability of horses to use in breeding selection
4. The horses enjoy racing
5. Thrill of participating in the racing sport
6. Earning money
7. Prestige for the Arabian breed in general
8. Camaraderie with people of the same interest

20. Preference of training, whether currently racing or considering racing (836 answered question)

- 62.6% send horse to a trainer (523 responses)
- 34.4% train it themselves (313 responses)

21. Racetracks visited in the past 10 yrs (1096 answered question)

- 38.4% 1-2 (421 responses)
- 22.4% 0 (245 responses)
- 21.7% 5 or more (238 responses)
- 17.5% 3-4 (192 responses)

22. How many Arabian races attended as spectator or participant in the last yr (1091 answered question)

- 72.0% 0 (785 responses)
- 13.7% 5 or more (149 responses)
- 10.8% 1-2 (118 responses)
- 3.6% 3-4 (39 responses)

23. Willingness to send horses out of home area to race even if there are no close tracks offering races. (684 answered question)

- 58.3% yes (399 responses)
- 41.7% no (285 responses)

24. Claiming race previously entered or would plan to enter. (981 answered question)

- 50.6% no (496 responses)
- 33.5% yes (330 responses)
- 15.8% do not know what is a claiming race (155 responses)

25. Favorite distance of a race - 1 is highest ranking. (750 answered question)

1. 1 mile or more
2. 6 to 7 ½ furlongs
3. less than or up to 5 1/2 furlongs

26. Distance preference specifically of a race less than or up to 5 1/2 furlongs. (681 answered question)

- 43.6% acceptable (297 responses)
- 30.1% do not like very much (205 responses)
- 19.8% do not like at all (135 responses)
- 6.5% favorite (44 responses)

27. Distance preference specifically of a race 6 to 7 ½ furlongs. (707 answered question)

- 69.6% acceptable (492 responses)
- 15.4% favorite (109 responses)
- 6.9% do not like very much (57 responses)
- 8.1% do not like at all (49 responses)

28. Distance preference specifically of a race 1 mile or more. (730 answered question)

- 52.6% favorite (384 responses)
- 33.6% acceptable (245 responses)
- 8.1% do not like at all (59 responses)
- 5.8% do not like very much (42 responses)

29. Most attractive length of meet- a group of racing days in the same location (697 answered question)

- 43.5% 3-4 months (303 responses)
- 25.0% Less than 2 months (174 responses)
- 19.3% 5-8 months (134 responses)
- 12.3% 9-12 months (86 responses)

30. Opinion about a breed rep at each track working with the racing office (880 answered question)

- 34.8% very much needed (306 responses)
- 34.7% may be of value (305 responses)
- 29.4% no opinion (259 responses)
- 1.1% not needed (10 responses)

31. Interest in Futurity programs for a 3 yr old stakes race (842 answered question)

- 45.6% yes (384 responses)
- 43.3% no (365 responses)
- 11.0% do not understand Futurities (93 responses)

32. Interested in using the AHA Breeders Sweepstakes Program for racehorse breed incentive program (866 answered question)

- 35.1% yes (313 responses)
- 33.3% no (288 responses)
- 30.6% don't know (265 responses)

33. Amount an owner would pay to nominate a Mare into a breeder incentive program (818 answered question)

- 30.0% would likely not participate (245 responses)
- 23.6% \$50-\$100 (193 responses)
- 22.4% \$101-\$250 (183 responses)
- 16.3% \$251-\$500 (133 responses)
- 5.4% \$501-\$1000 (44 responses)
- 1.8% \$1001-\$1500 (15 responses)
- 0.4% \$1501-\$2000 (3 responses)
- 0.2% \$2000 or more (2 responses)

34. Amount an owner would pay to nominate a Stallion into a breeder incentive program (799 answered question)

- 31.5% would likely not participate (252 responses)
- 20.0% \$251-\$500 (134 responses)
- 16.8% \$50-\$100 (160 responses)
- 16.1% \$101-\$250 (129 responses)
- 8.6% \$501-\$1000 (69 responses)
- 3.8% \$1001-\$1500 (30 responses)
- 1.6% \$1501-\$2000 (13 responses)
- 1.5% \$2000 or more (12 responses)

35. Amount an owner would pay to nominate a Runner into a breeder incentive program (780 answered question)

- 33.5% would likely not participate (261 responses)
- 20.8% \$101-\$250 (162 responses)
- 19.2% \$50-\$100 (150 responses)
- 17.1% \$251-\$500 (133 responses)
- 6.0% \$501-\$1000 (47 responses)
- 2.1% \$1001-\$1500 (16 responses)
- 0.8% \$1501-\$2000 (6 responses)
- 0.6% \$2000 or more (5 responses)

36. Member of any local or state racing association for Arabians (918 answered question)

- 78.5% no (721 responses)
- 15.0% yes (138 responses)
- 6.4% didn't know existed (59 responses)

37. Criteria most important in choosing a track to run a horse - ranked in order of importance, 1 being most important (653 answered question)

1. Track that best suits the horse regardless of other factors
2. Track is close to where I live
3. Working with the track management and employees is a pleasure
4. Track offers the highest purses (prize money)
5. Racing at the track results in lower expenses than other tracks
6. Track offers the most racing days in a meet

VIEWS ABOUT HORSE SELECTION:

38. Currently, respondent personally rides horses for leisure or other purpose (1007 answered question)

- 88.0% yes (886 responses)
12.0% no (121 responses)

39. Opinion about Arabian racehorse general suitability (978 answered question)

- 51.7% suitable for track racing and endurance competition (506 responses)
29.0% suitable for other sport (284 responses)
9.2% suitable for pleasure riding horses (90 responses)
5.2% exclusively for track racing (51 responses)
4.8% suitable for showing (47 responses)

40. Current selection criteria for a horse to buy, lease or breed (973 answered question)

- 65.1% will be able to participate only in non-race activities (show, endurance, pleasure, etc) (624 responses)
41.2% will participate in track racing as well as in other activities (401 responses)
9.6% will perform exclusively in track racing (93 responses)

41. Percent of the time various mediums are investigated for selection of horses (960 answered question)

- 81.4% Farm Websites
77.1% Internet Classifieds
74.9% Print Ads in Horse Publications
65.2% Internet Ads and Banners
61.0% Trainer Recommendations
51.4% Open Houses and Special Farm Events
43.7% Print Ads in City or Local Newspapers
41.6% Live Auctions
32.7% Seminars
32.7% Online Auctions

42. Selection of horses to buy, lease or breed is based on price. (983 answered question)

- 74.8% no (735 responses)
25.2% yes (248 responses)

43. Acceptable price to pay for an Arabian Racing Prospect. (923 answered question)

- 31.6% I don't know (292 responses)
27.6% \$3,001-\$6,000 (255 responses)
15.7% less than \$3,000 (145 responses)
14.0% \$6,001-\$10,000 (129 responses)
7.2% \$10,001-\$20,000 (66 responses)
3.1% \$20,001-\$50,000 (29 responses)
0.7% \$50,001-\$100,000 (6 responses)
0.1% \$100,001 and up (1 response)

44. Acceptable price to pay for a Thoroughbred Racing Prospect. (894 answered question)

- 38.4% I don't know (343 responses)
11.5% \$3,001-\$6,000 (103 responses)
11.3% \$6,001-\$10,000 (101 responses)
10.9% \$10,001-\$20,000 (97 responses)
9.5% \$20,001-\$50,000 (85 responses)
9.1% less than \$3,000 (81 responses)
5.5% \$50,001-\$100,000 (49 responses)
3.9% \$100,001 and up (35 responses)

45. Acceptable price to pay for a Show Horse Prospect. (903 answered question)

24.6%	\$3,001-\$6,000 (222 responses)
19.5%	\$6,001-\$10,000 (176 responses)
18.9%	less than \$3,000 (171 responses)
16.6%	I don't know (150 responses)
12.2%	\$10,001-\$20,000 (110 responses)
6.9%	\$20,001-\$50,000 (62 responses)
1.0%	\$50,001-\$100,000 (9 responses)
1.0%	\$100,001 and up (3 responses)

46. Acceptable price to pay for a Pleasure Horse Prospect (910 answered question)

51.2%	less than \$3,000 (466 responses)
28.1%	\$3,001-\$6,000 (256 responses)
9.9%	I don't know (90 responses)
8.6%	\$6,001-\$10,000 (78 responses)
1.1%	\$10,001-\$20,000 (10 responses)
0.9%	\$20,001-\$50,000 (8 responses)
0.2%	\$50,001-\$100,000 (2 responses)
0.0%	\$100,001 and up (0 responses)

47. Acceptable price to pay for a Proven Arabian Race Winner (900 answered question)

34.2%	I don't know (308 responses)
17.4%	\$6,001-\$10,000 (157 responses)
17.0%	\$10,001-\$20,000 (153 responses)
11.9%	\$20,001-\$50,000 (107 responses)
8.8%	\$3,001-\$6,000 (79 responses)
5.9%	\$50,001-\$100,000 (53 responses)
3.1%	less than \$3,000 (28 responses)
1.7%	\$100,001 and up (15 responses)

48. Acceptable price to pay for a Proven Arabian Stakes Winner (896 answered question)

33.9%	I don't know (304 responses)
17.7%	\$20,001-\$50,000 (159 responses)
17.4%	\$10,001-\$20,000 (156 responses)
10.6%	\$6,001-\$10,000 (95 responses)
9.6%	\$50,001-\$100,000 (86 responses)
4.0%	\$3,001-\$6,000 (36 responses)
4.0%	\$100,001 and up (36 responses)
2.7%	less than \$3,000 (24 responses)

49. Acceptable price to pay for a Proven Show Horse (912 answered question)

19.7%	\$20,001-\$50,000 (180 responses)
19.2%	\$10,001-\$20,000 (175 responses)
19.1%	I don't know (174 responses)
18.0%	\$6,001-\$10,000 (164 responses)
9.5%	\$3,001-\$6,000 (87 responses)
6.6%	less than \$3,000 (60 responses)
5.7%	\$50,001-\$100,000 (52 responses)
2.2%	\$100,001 and up (20 responses)

50. Likelihood of buying a horse from a claiming race. (920 answered question)

25.4%	Probably not (234 responses)
24.2%	Don't know (223 responses)
20.4%	Somewhat likely (188 responses)
20.3%	Will never happen (187 responses)
9.6%	Very likely (88 responses)

COMMUNICATION:

51. Willingness to attend (at own expense) a national Racing Summit for all owners and trainers to meet and discuss plans for Arabian Racing? (891 answered question)

21.1% yes (382 responses)
42.9% no (321 responses)
36.0% not sure (188 responses)

52. Networking services used. (674 answered question)

77.9% Facebook (525 responses)
39.0% Forums (263 responses)
37.1% Yahoo Groups (250 responses)
17.8% Linked In (120 responses)
8.9% MySpace (54 responses)
6.4% Twitter (43 responses)

53. Online wagering used (819 answered question)

83.0% don't have one (680 responses)
8.4% don't know what it is (69 responses)
3.8% TVG (32 responses)
3.8% other (31 responses)
2.4% YouBet (20 responses)
2.0% XpressBet (16 responses)

54. Live race broadcast viewing (833 answered question)

41.8% do not watch racing from off track (348 responses)
32.3% satellite (269 responses)
17.9% free internet websites of a racetrack (149 responses)
17.2% cable (143 responses)
8.6% other (72 responses)
4.0% XpressBet or other online betting company (43 responses)

55. Arabian Jockey Club website visitation (847 answered question)

45.0% Never (381 responses)
30.0% Rarely (254 responses)
19.2% Sometimes (163 responses)
4.4% Often (37 responses)
1.4% Don't know (12 responses)

56. Visitation of AJC Affiliate websites (ARAB, ARAC, COBRA, EARA, TABA). (841 answered question)

50.7% Never (426 responses)
21.8% Rarely (183 responses)
18.5% Sometimes (156 responses)
6.8% Often (57 responses)
2.3% Don't know (19 responses)

57. Visitation of the IFAHR website (841 answered question)

70.7% Never (595 responses)
13.8% Rarely (117 responses)
8.7% Sometimes (73 responses)
5.1% Often (43 responses)
1.5% Don't know (13 responses)

58. Reading frequency of Enews releases from various racing programs (844 answered question)

37.7% Never (318 responses)
23.2% Sometimes (196 responses)
21.8% Rarely (184 responses)
17.3% Never (146 responses)

INCREASING PARTICIPATION:

Essay/Comment responses received for the questions below are withheld from this statistical summary. These responses provide further insight in development of action items. It is imperative to determine a mechanism for prioritization and process of addressing this data that protects the confidentiality of the respondents but adequately addresses the needs.

59. If you have raced Arabians before on the track but are not doing it now, why did you stop racing? (222 responses)
60. If you are not currently racing Arabians on the track, what would encourage you to race Arabian horses? (584 responses)
61. Racetracks frequently visited (686 responses)
62. If you wouldn't enter your horse in a claiming race, why not? (386 responses)
63. What could your state or local racing Arabian association do to serve you better? (350 responses)
64. What could the Arabian Jockey Club do to serve you better? (324 responses)
65. What other questions requested on a survey like this? (149 responses)
66. Request to be contacted for more information or to answer another survey (358 responses)
67. Additional suggestions/comments/concerns related to participation or lack thereof in Arabian Racing (269 responses)

GROWTH OPPORTUNITIES & CONCLUSIONS:

Notes: Consideration should be given to filtering the the responses to eliminate the "not raced/never would race" respondents and re-running survey analysis. Data would likely change significantly and potentially be more reflective of the opinions and behavior of the Arabian Racing Industry and all valid potential participants. A revised analysis such as this would help eliminate potential bias from the data pool. Additionally, results may be skewed if respondents are co-owners of horses as numbers of horses may be accounted for more than once. However, the data that has been collected and analyzed from the total survey sample has legitimately high value in many areas especially in developing plans for retention and growth, and interpreting the opinion responses. Question 7 serves to check representative accuracy of this sample- survey results show from 307 to 482 Arabians owned are currently racing. The actual number of Arabians who raced in 2010 verified by AHA racing records is 338.

- A: A minimum of 449 Arabian mares are expected to be bred in 2011 for racing foals (Q11). This number represents a minimum of 41 mares above the number bred in 2010.
- B: From this sample, 427 to 674 Arabians are planned for racing in 2011 (Q13) (a 26% to nearly 100% growth compared to actual 338 Arabians raced in 2010). If a racetrack were within driving distance of the respondents locations, the number of horses to race would rise even more dramatically, suggesting a potential benefit of increased participation if the number of racing venues were increased.
- C: 740 to 1057 Arabians would race in 2011 if meets were logistically convenient (Q14) however (Q23) 399 persons express willingness to send horses out of their home area to race if there are no tracks nearby that offer races. The 2nd highest reason of importance in choosing a track to race a horse is that the track is close to where the person lives. However, the leading reason people choose a race track is because it best suits the horse, regardless of other factors including prize money (Q37).
- D: Races of a mile or longer rank as the favorite distance and less than or up to 5 1/2 furlongs rank lowest, however a good majority indicate all distances are acceptable (Q25-27).
- E: The most attractive length of meet is 3-4 months however a very significant 25% indicated their favorite length of a race meet is less than 2 months (Q29).
- F: Over 1/3 of the respondents have entered or would plan to enter a claiming race (Q19).
- G: 278 respondents have not raced a horse and are interested in learning more to possibly try it (Q18). This group represents potential owners and participants.

- H: In reasons for racing a horse ranked in order of importance, 684 respondents noted the most important reason for racing (Q19) was to “be with or around horses.” 313 people indicated they are or would like to train their horse themselves (Q20).
- I: A prime market of individuals exists with some level of interest (interest enough to answer a lengthy survey on the subject) that could be courted to enjoy the sport by seeing a race. 785 have not attended an Arabian race as spectator or participant in the last year, and 245 have not even visited a racetrack at all in 10 years (Q21 and 22).
- J: 384 people have interest in 3 yr old race futurities and 313 are interested in using the AHA Breeders Sweepstakes program, however the top limits each would pay for various award categories varies. (Q32-35). \$500 appears to be a threshold for expenditure for those interested in a racing sweepstakes program.
- K: 721 respondents are not members of any local or state racing association (Q36).
- L: 382 respondents are willing to attend a national Racing Summit at their own expense, to discuss plans for Arabian racing.
- M: 152 respondents indicate they will purchase horses to race in 2011 (Q15), and 428 express interest in exploring racing partnerships.
- N: Analysis of (Q40) indicates that of the sample who select horses to purchase for racing, 81.2% will select horses who are suited participate in racing as well as in other activities.
- O: Nearly 95% of the population sampled does not view the Arabian racehorse as for exclusive race use (Q39). 93 respondents indicate they select horses for the purpose of performing exclusively in track racing, and 401 indicate they select horses that can participate in track racing as well as other activities. 886 respondents personally ride horses for leisure or other purpose.
- P: 88 people are very likely to buy a horse from a claiming race, with another 188 who indicate a claim is somewhat likely (Q50).
- Q: Farm websites are the leading medium used in a horse search, followed by internet classifieds and print ads in horse publications (Q41).
- R: Questions pertaining to internet and website data suggest use in researching purchases as well as obtaining information in general. At the same time, the racing industry sites are not reported to be utilized at a high rate (Q55-57). With the filter mentioned in the note under this section heading, data may appear very differently, and there may be value in analyzing after removal of not raced/never race group.
- S: In addressing price perceptions, the sample suggests pleasure horse prospects should be the least priced. Thoroughbred Race Prospects are noted as being of higher value than Arabian Race Prospects. In the \$100,001 and up acceptable pricing arena, Proven Arabian Stakes Winners hold the lead over all given categories.
- T: Approximately 1/3 of the population overall does not know what is an acceptable price to pay for an Arabian racing prospect, winner or stakes winner, but almost 3/4 of the sample indicate they do not select horses based on price anyway (Q42). Of those who have an opinion about acceptable prices of Arabian race prospects, the largest number of people suggest \$3,000 to \$6,000, while the second largest group suggests \$6,000 to \$10,000. Approximately 11% believe an acceptable price for a prospect is over \$10,000 (Q42 &43).
- U: Across the board, a Thoroughbred Race Prospect is considered higher valued than an Arabian Race Prospect (Q44). 12% more people feel they know how to accurately value a show prospect. Values are indicated as roughly the same as for Arabian racehorses, however this population with more knowlege about the show market places slightly more confidence in the higher range of show prospect prices (Q45).
- V: The population feels extremely confident in knowlege about prices for pleasure horses, with only about 10% proclaiming they have no knowlege of these prices. Over half the population feels an acceptable price for a pleasure horse is less than \$3000(Q46).
- W: Over 1/3 of the sample population views an acceptable price of a proven Arabian race winner between the range of \$6,000 and \$20,000, and a proven Arabian stakes winner between the range of \$10,000 and \$50,000 (Q47).



If you are touched by the Arabian horse, you have a responsibility to engage with it and redeem it. You don't get to hide away from the problems of the industry or the concerns of your fellowship. And even if you try, you will be found, whether you like it or not.

The best we can do is work toward common goals with enlightened focus — to be so aware and fearless that we can live fully in the present reality with passionate enjoyment, redeeming every moment in preparation for an even better tomorrow.

"We are what we repeatedly do. Excellence, then, is not an act, but a habit." ~ Aristotle