

PUBLIC PERCEPTION OF HORSES IN SPORT



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Public perception of horses in sport

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World Horse Welfare



Perceptions of UK public and 'horse people' re the use of horses in sport

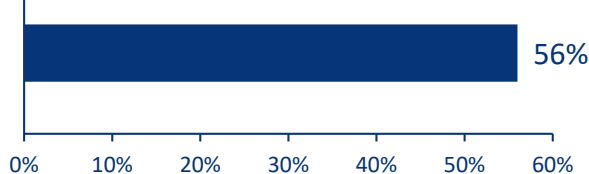
I do not support the continued involvement of horses in sport in any circumstances



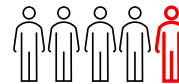
I support the continued involvement of horses in sport only if their welfare improves



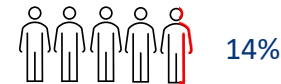
There should be more safety and welfare measures in place in horse sports



Representative sample of public



People who regularly interact with horses

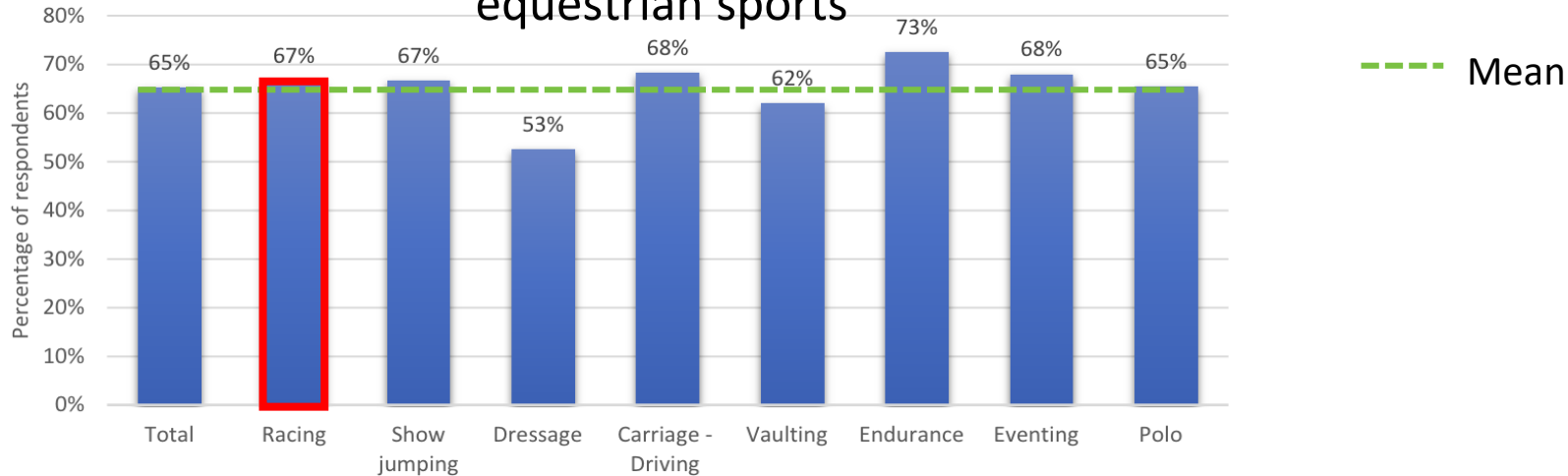


YouGov research conducted in UK 29–30 May, 2024; N=4,195

What do people think about racing?

14,000 respondents from 14 countries

Percentage of respondents with concerns about equine welfare in various equestrian sports



So what?



Trust is central to public acceptance



First step:
Establish what the
public thinks



Engagement science project: UK, 2024



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- Research project facilitated by World Horse Welfare, with substantial funding from the Racing Foundation and contributions from the wider British equine sector
- Aim: To determine drivers of public acceptance of a diverse range of horse sports, including racing
- Methods
 - Interviews with 12 horse sport stakeholders
 - Nationally representative survey (UK, >5,000 people)
 - ✓ Questions based on results of stakeholder interviews and work in other industries
 - ✓ Quantitative and qualitative analysis



WorldHorseWelfare

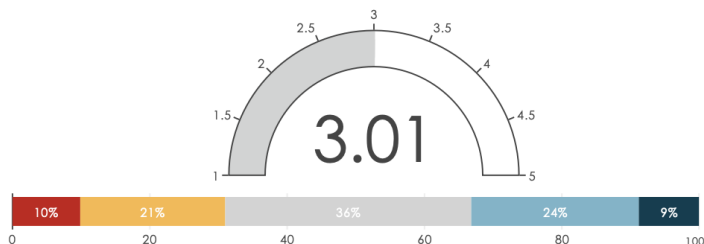
Voconiq. National survey of UK citizen attitudes towards UK equestrian sport industries. 2024

www.worldhorsewelfare.org
Registered charity no. 206658 and SC038384

Trust & acceptance of horse sport in the UK

Trust in horse sports, overall

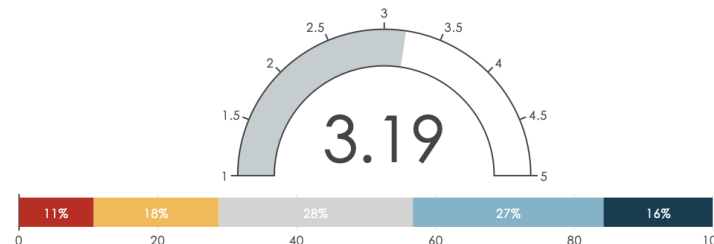
3.01



Rural industries in Australia: 3.40
Live Export Industry, Australia : 2.96

Accept horse sports, overall

3.19



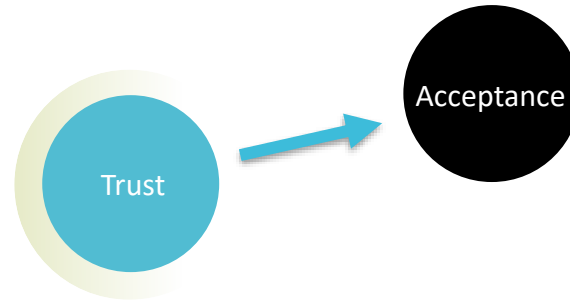
Rural industries in Australia: 3.90
Live Export Industry, Australia: 3.01



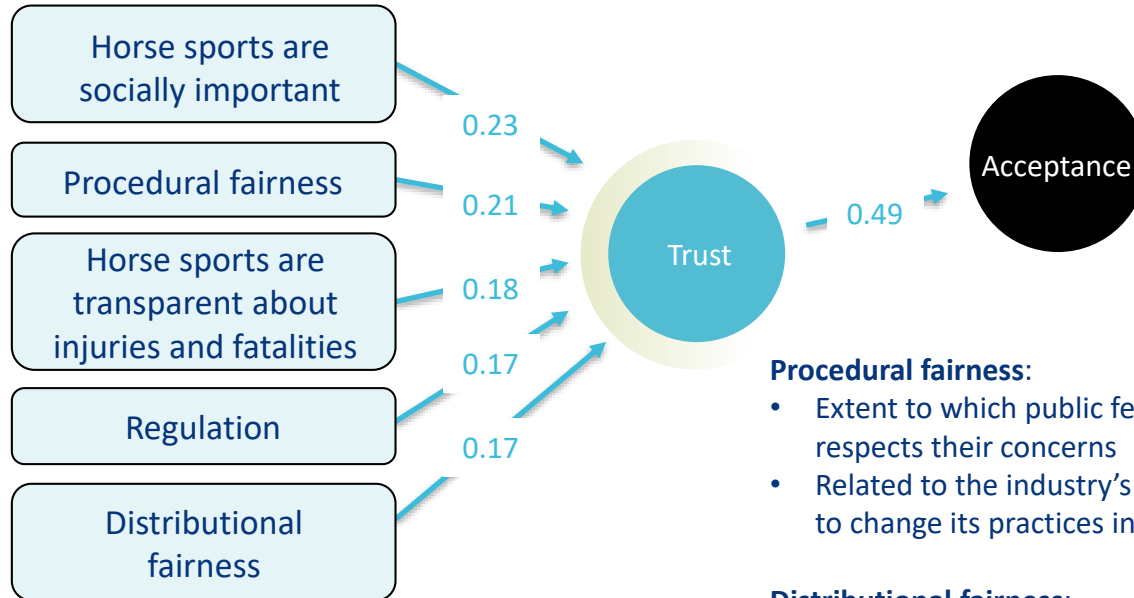
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What are the main drivers of acceptance of horse sport in the UK?



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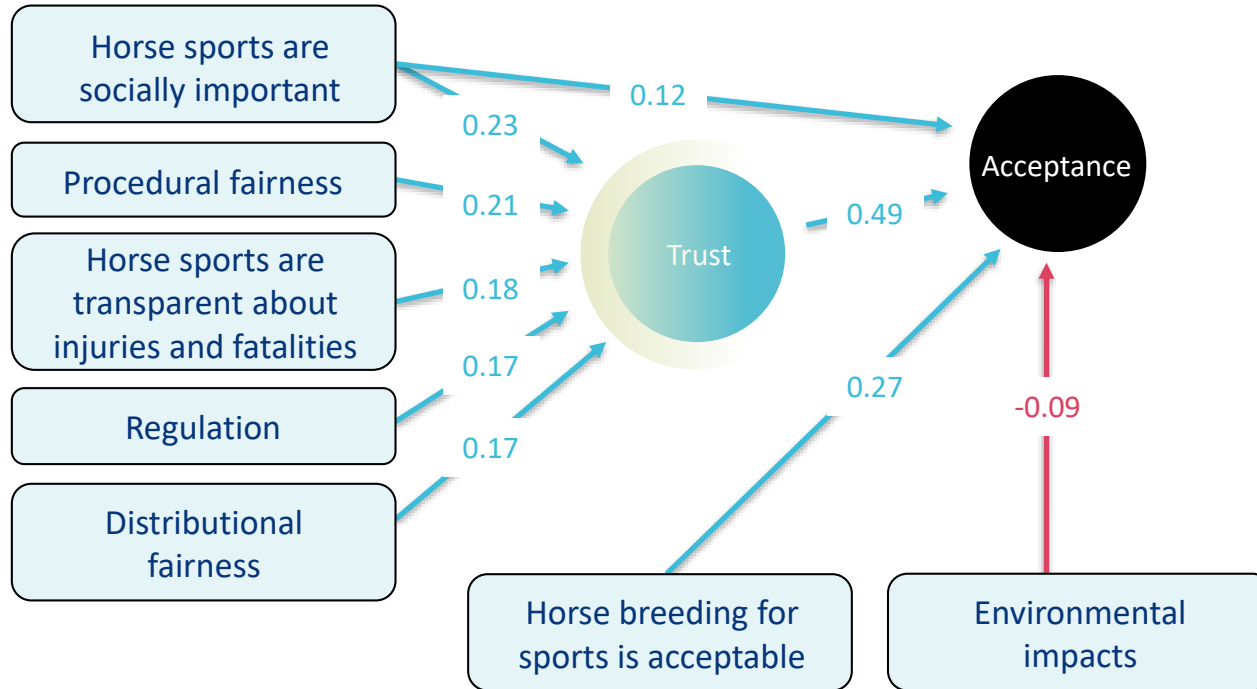
Procedural fairness:

- Extent to which public feel as if horse sport listens to and respects their concerns
- Related to the industry's overall responsiveness and willingness to change its practices in response to those concerns

Distributional fairness:

- Extent to which public feel that they receive fair share of the benefits that horse sport generates

What are the main drivers of acceptance of horse sport in the UK?



Equine welfare is threaded through most of the drivers of trust and acceptance

