

PUPPY BUYERS SURVEY 2020**169 RESPONSES****Q1- WHERE WOULD YOU LOOK FOR IN A PUPPY?**

I would look on the kennel Club Website 'Find a Puppy'	71 Responses
I would seek advice from the Chow Breed Council or secretary of a Breed Club	45 Responses
I would seek advice from a friend who has a Chow	14 Responses
I would look on a Chow Group on FB	14 Responses
I would go and see some Chows at a local dog show	11 Responses

Q2- WHAT ARE YOU PREPARED TO PAY FOR A CHOW PUPPY?

£1500-£2000	110 Responses
£2000-£2500	25 Responses
£1000-£1500	22 Responses
£1,000	7 Responses
£2500-£3000	4 Responses

Q3 - IS A KENNEL CLUB REGISTERED IMPORTANT TO YOU?

Yes	139 Responses
Not Bothered	20 Responses
No	10 Responses

Q4- DOES IT MATTER IF YOU PUPPY'S PARENTS ARE HEALTH TESTED?

Yes Health Testing is important	114 Responses
No Health Testing is not important	33 Responses
Don't mind either way	22 Responses

Q5 IF THE PUPPY'S PARENTS ARE HEALTH TESTED WOULD YOU LIKE?

All recommended health testing e.g hips, elbows, eyes, Bronze health test	125 Responses
Not bothered about Testing	28 Responses
Just Hips and Elbows	11 Responses
Just eyes	3 Responses
Just the Chow Bronze Health Scheme	2 Responses

Q6 DOES IT MATTER IF YOUR PUPPY IS FROM AN ASSURED BREEDER?

Very Important	71 Responses
Not Very Important	52 Responses
I really don't mind if the puppy is from a Non Assured Breeder	45 Responses
I really don't mind if the puppy from a non accredited breeder	1 Response

Q7- DOES IT MATTER IF YOUR PUPPY COMES FROM A COUNCIL LICENCED BREEDER?

Very Important	65 Responses
I really don't mind if the puppy in not from a Council Licenced Breeder	53 Responses
Not Very Important	51 Responses

Q8 WOULD YOU EXPECT TO PAY MORE FOR CERTAIN COLOURS E.G BLUE , FAWN OR CREAM?	
No, I would expect to pay the same amount for any of the colours	138 Responses
Yes I would expect to pay more for certain colours	24 Responses
I have no limit to what I would pay for certain colours	7 Responses
Q9 -WHAT MAKES YOU CHOOSE A PARTICULAR BREEDER?	
All recommended health tests done of the parents	69 Responses
The breeder has been in the Breed many years	56 Responses
Recommended by a friend	21 Responses
Multiple Champions in the pedigree	16 Responses
The price was the correct price	6 Responses
Lots of overseas Champions in the pedigree	1 Response
Q10- WOULD IT BOTHER YOU IF YOU DID NOT SEE THE MOTHER OF THE PUPPY?	
Yes	162 Responses
No	4 Responses
Not bothered either way	3 Responses
Q11- WOULD IT MATTER IF YOUR PUPPY HAS BEEN IMPORTED FROM ANOTHER COUNTRY ?	
Yes	118 Responses
No	40 Responses
Don't care either way	11 Responses
Q12- WHAT DO YOU EXPECT FROM YOUR BREEDER OF YOUR PUPPY?	
Lifelong advice and commitment for you and your puppy	137 Responses
Able to get advice for 1 year with no further commitment	26 Responses
Not bothered about getting advice or breeder commitment	6 Responses
Q13- WHEN YOU PICK YOUR PUPPY UP, WHAT IS IMPORTANT TO RECEIVE WITH YOUR PUPPY?	
KC Reg Papers, Contract of Sale, Puppy Pack, diet sheet and puppy food	141 Responses
KC Registered Papers	18 Responses
Just the puppy pack	7 Responses
Not bothered about contract or KC Reg Papers	3 Responses
Q14- WOULD YOU BE BOTHERED IF YOUR PUPPYS REGISTRATIONS PAPERS WERE ENDORSED NOT FOR BREEDING?	
No ,the puppy is only a pet	77 Responses
Don't mind either way	65 Responses
Yes as I would like to breed from my puppy	26 Responses
Q15-WOULD YOU BE BOTHERED IF YOUR PUPPYS REGISTRATION WAS ENDORSED NOT FOR EXPORT?	
No ,the puppy is only a pet	98 Responses
Not bothered either way	56 Responses
Yes as I want to show/breed abroad	15 Responses

Q16-HOW IMPORTANT IS IT TO YOU THAT THE BREEDER KNOWS THE DOGS BEHIND THE PEDIGREE? OF THE PUPPY	
Very important , it shows that the breeder has spent time in preparing for a mating	149 Responses
Not very important as long as I see the mother	15 Responses
I am not bothered at all about the dogs that appear in my puppy's pedigree	5 Responses
Q17-ARE YOU PREPARED TO WAIT FOR THE RIGHT PUPPY ?	
Yes ,when I have found the right breeder for me I will wait	153 Responses
Don't mind either way	10 Responses
No.when I want a puppy , I want a puppy	6 Responses
DO YOU KNOW WHAT THE CHOW BREED COUNCIL DOES?	
Yes I know what the Chow Breed Council does	105 Responses
No I have not heard of the Breed Council	56 Responses
I am not interested in such organisations	8 Responses