

# THE IMPORTANCE OF HORSE WELFARE



# ABOUT THE SURVEY

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**Type:** Online survey

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**When:** 2021.06.22 – 2021.07.06

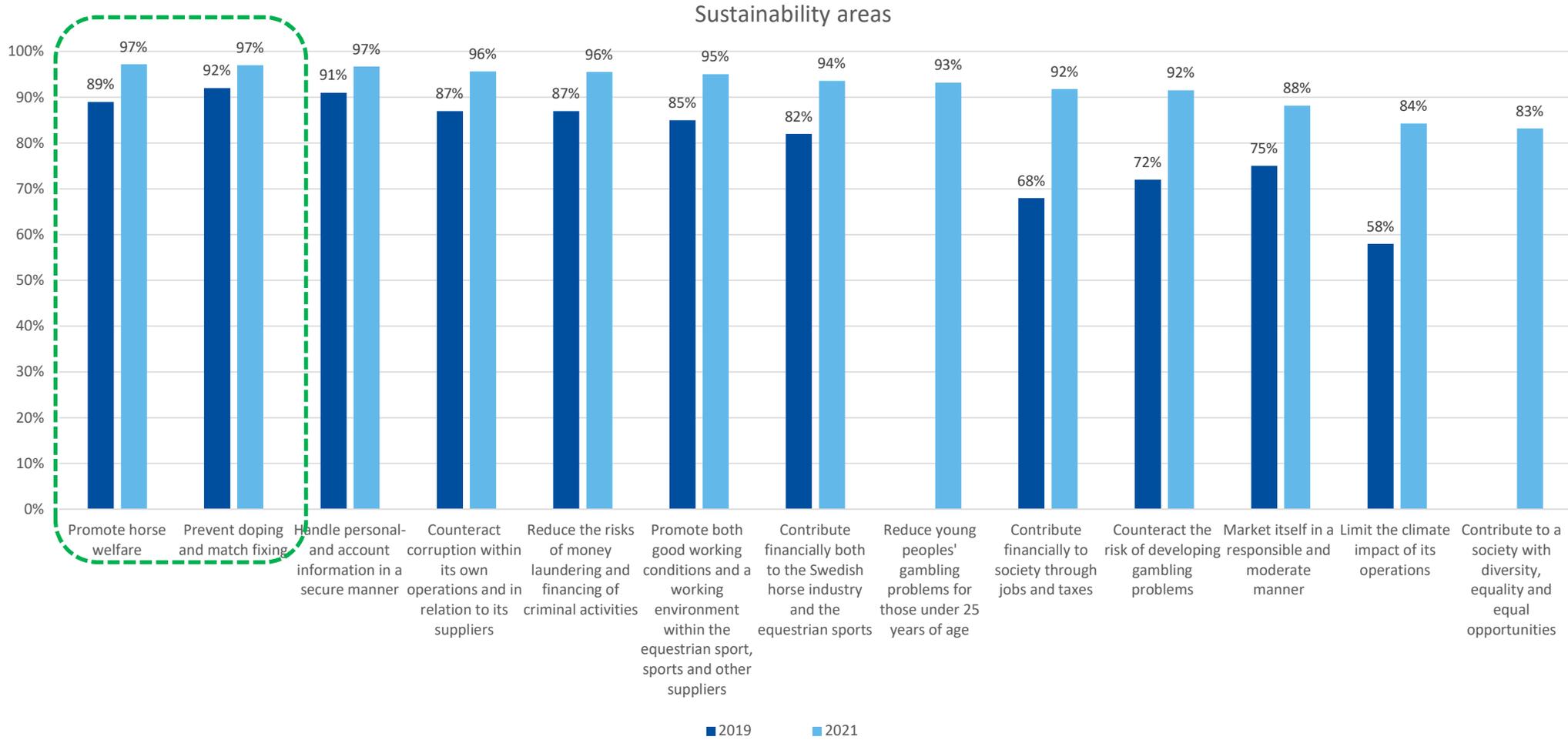
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**Sample:** ATG customers who has placed at least one bet during the last 12 months period

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**N:** 837 IP

# GRADE OF IMPORTANCE - CUSTOMER PERSPECTIVE



# ABOUT THE SURVEY

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**Type:** Online survey

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**When:** 2022-04-21 –2022-05-08

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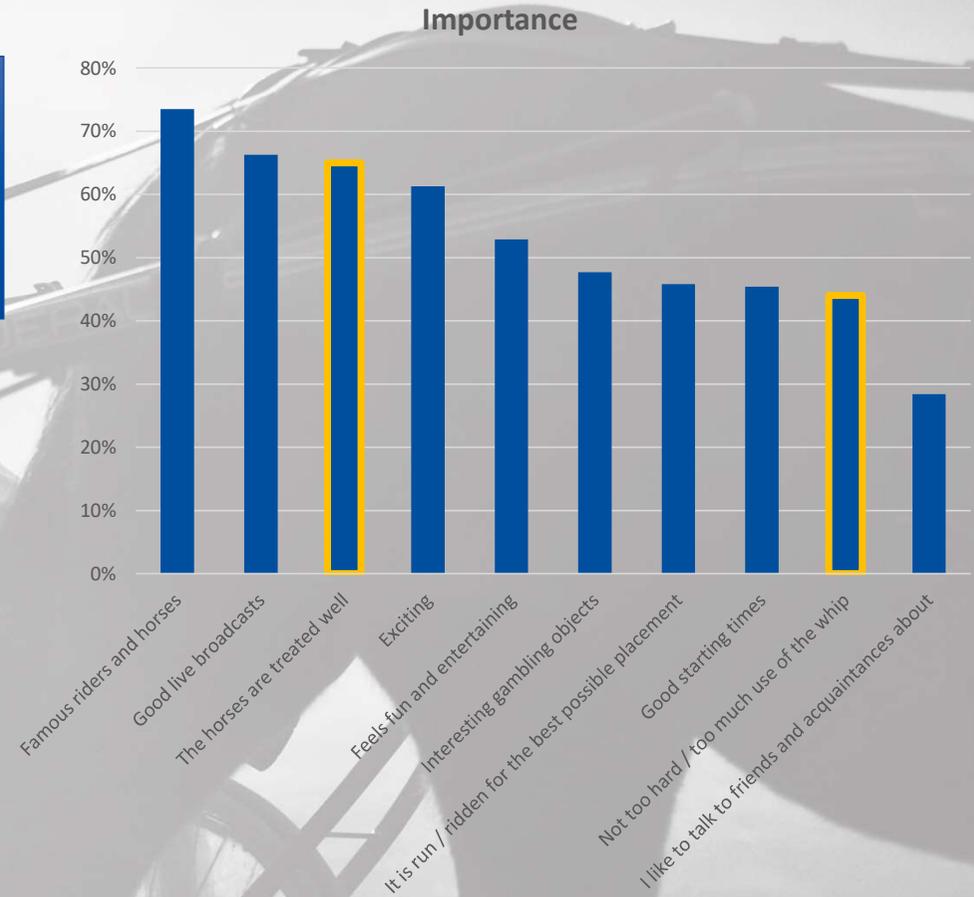
**Sample:** ATG users who watch national and international races on  
ATG Live (ATG.se)

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**N:** 1450 IP

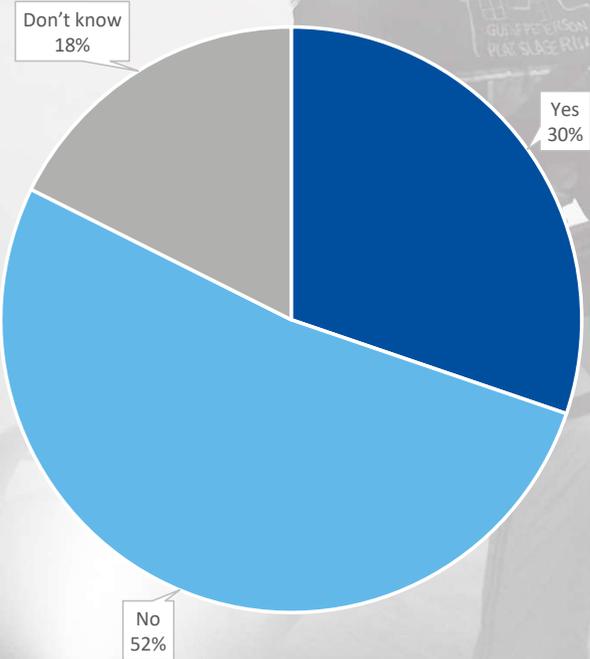
# THE IMPORTANCE OF HORSE WELFARE

According to ATG customers, horse welfare is one of the most important aspects when they are betting on horses

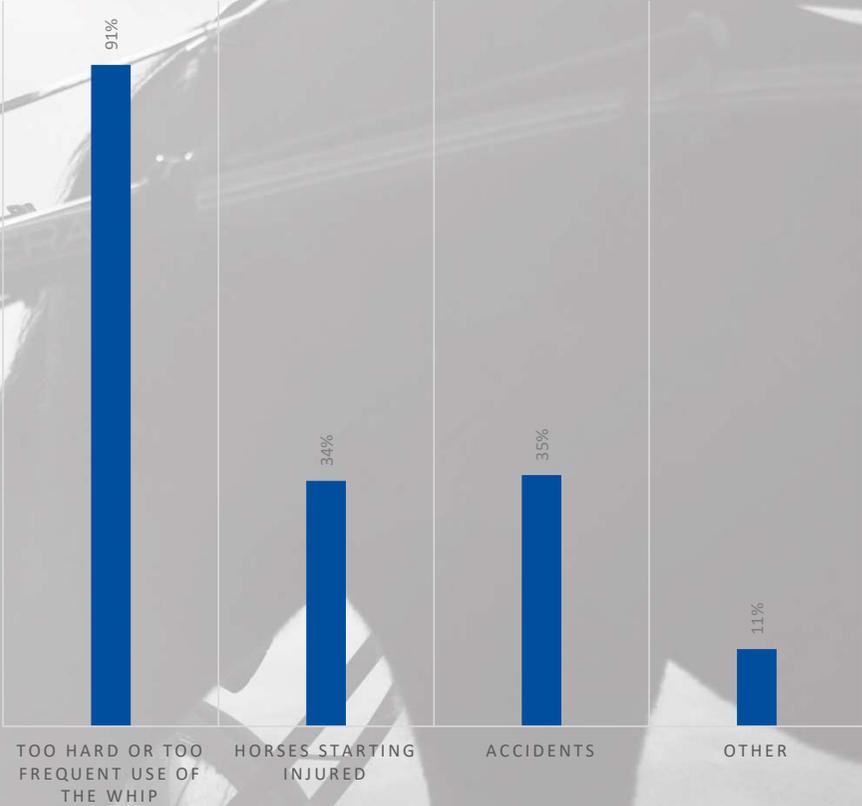


# HORSE WELFARE – INCIDENTS

In the past year, have you noticed cases where horses are being badly treated within the framework of the competitions that ATG offers odds on?



WHAT INCIDENTS HAVE YOU NOTICED?



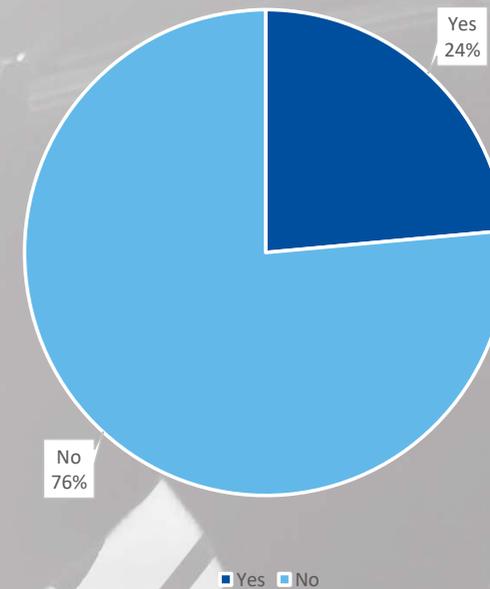
Customers who have noticed incidents

## POTENTIAL CUSTOMERS - GAMBLING REFRAINMENT

¼ of the respondents actively chose to refrain from betting on races from a specific country because horses have been treated badly

All countries lose customers because of how the horses are being treated

Have you actively chosen to refrain from betting on races from a specific country because you feel that the horses are being badly treated?



# SUMMARY



According to ATG customers, horse welfare is one of the most important aspects of betting on horse racing

30% of all the respondents have noticed cases where horses are being badly treated during the last year – Most incidents are connected to the excessive use of the whip

¼ of the respondents actively refrain from betting on races from a specific country because horses have been treated badly

Horse welfare has a large effect on potential customers - The countries with most remarked incidents are the ones affected the most

## Existing customers

Horse welfare is one of the most important aspects according to ATG customers when they consider gambling on horses

## Potential customers

Improving horse welfare should have a positive effect on the number of customers

## Potential customer loss

if we don't adapt to our customers- and society's- expectations



IF WE ENSURE GOOD HORSE WELFARE – THAT’S GIVES US A SOCIAL LICENSE TO OPERATE AND SECURE A BRIGHT FUTURE FOR HORSE RACING AND BETTING!

A person wearing a helmet and riding gear is driving a horse-drawn carriage on a dirt path. The path is flanked by lush green trees and bushes. In the background, a large open field with some structures is visible under a bright sky. The overall scene is peaceful and scenic.

THANKS!  
GLAD MIDSOMMAR

