

PUPPY BREEDERS SURVEY 2020**40 RESPONSES****Q1- WHAT TYPE OF BREEDER ARE YOU?**

Member of the Assured Breeder Scheme	15%
Council Licenced Breeder	12.50%
Breeder with Affix	75%
Breeder without Affix	12.50%
Anything else	

Q2- WHERE DO YOU LIVE IN THE UK?

South East England	5%
South West & West Country	7.50%
Midlands	37%
East Anglia	10%
Scotland	10%
North East	10%
North West	5%
Northern Ireland	5%
Wales	2.50%
South Yorkshire	2.50%
Yorkshire	5%

Q3-HOW LONG HAVE YOU BREEDING CHOWS?

16+ Years	62.50%
1-5 Years	15%
Less than a year	7.50%
6-10 Years	12.50%
11-15 Years	2.50%

Q4 WHAT ARE THE MOST IMPORTANT FACTORS TO YOU WHEN BREEDING YOUR CHOW?

Health	100%
Coat Colour	12.50%
Smooth Coat	5%
Rough Coat	10%
Temperament	92.50%
Type	70%
Demand	0%

Q5 DO YOU CARRY OUT THE FOLLOWING HEALTH TESTS

All recommended Health Test inc BC Bronze award	20%
BVA Hips	5%
BVA Elbows	2.50%
BVA Eyes	15%
Breed Coucil Bronze Health Certificate	17.50%
I don't health test	37.50%
Parents X Rayed we started BVA testing	2.50%
Vet Check	2.50%
Hips and Elbows	12%
Have done in the past but not any more	2.50%

Q6 DO YOU FEEL HEALTH TESTING SHOULD BE MADE COMPULSORY ?	
For Members of KC Assured Breeder Scheme	32.50%
For Council Breeders	15%
For all KC Registered Litters	30%
I don't feel health testing should be made compulsory	37.50%
Q7 HOW DO YOU SELL YOUR PUPPIES ?	
Kennel Club 'Find a Puppy Website'	55%
On internet through commercial sites	17.50%
Word of Mouth	77.50%
On Fb groups	12.50%
Usual People to have known and had one before	2.50%
Recommendation	2.50%
Q8 DO YOU CHARGE THE SAME AMOUNT FOR YOUR PUPPIES REGARDLESS OF COAT, COLOUR OR SEX	
Yes	95%
No	5%
Q9 HOW MUCH DO YOU CHARGE FOR YOUR PUPPIES ?	
£1,500	2.50%
£1,600	12.50%
£1,700	7.50%
£1,800	32.50%
£1,950	2.50%
£2,000	32.50%
£2,200	2.50%
£2,300	2.50%
£2,500	5%
Q10 WHAT DO YOU GIVE YOUR PUPPY BUYERS WHEN THEY COLLECT THEIR PUPPY?	
KC registered Papers/ Transfer of Ownership	100%
Contract of Sale	92.50%
Pedigree	95%
Microchip Papers	100%
Puppy Pack	97.50%
Puppy Food	100%
Vaccination Certificate	87.50%
Advice on Neutering and Worming Leaflet	2.50%
Breed Informations and Basic Care Sheets	2.50%
DNA Certificate of proof of Parentage	2.50%
A lifetime of support	2.50%
A great deal of back up	2.50%
Extra Grooming day free , Kennelling	2.50%

Q11 WHAT AFTERCARE DO YOU GIVE ?	
Lifelong advice and commitment for the owner and puppy	100%
1 Year Advice and commitment for the owner and puppy	0%
No further Advice given	0%

Q12 DO YOU ENDORSE YOUR PUPPIES?	
Not for Breeding	60%
Not for Export	52.50%
I do not Endorse my puppies	32.50%
NO but I would if it wasn't someone I know	2.50%
I would enquire what the purpose of	2.50%
I haven't but will endorsing my puppies	2.50%

CHOW CHOW BREEDERS SURVEY 2020

Firstly , I would like to thank everyone who took part in the Survey.The survey was carried out by 40 breeders who bred a litter or litters of puppies between 2017 and 2020. 90% of the people that did the survey were Hobby Show/Breeders.I know this because many either emailed me , private messaged me or commented on posts that they had done the survey.

Out of the 40 people only 4 were over the £2000 bracket. The most expensive were 2 for £2500 in Scotland and the 3rd highest in the South East at £2300.The average price for a puppy in the survey was £1886 (£1800-£1900)

This shows that puppy prices have not gone up drastically amongst the Show Community and it could suggest the higher prices we see on the Commercial Websites etc could just be breeders in to making money.

It is nice to see that all people that filled in the Survey that 'health' was their main priority , followed by 'temperament' and then 'Type'.

Health testing is important amongst breeders , 52% who filled in the Survey do some form of health testing and 19% of people do the Full Health tests inc BC Bronze Health Certificate.

Nearly all agreed that they give some sort of puppy packs and pedigree etc and all give lifetime commitment,

As the Breed Council are setting up a Breeders/Puppy List. It is very encouraging and promising to know the small show community in Chows are breeding for the benefit of the breed and with reasonable puppy prices.