

# Puppy Survey - Results

The point of this survey was to try and find out why people were buying non standard colour bulldogs over well bred standard colour dogs and to try and pinpoint where the Breed Council needed to aim their education

We had 1007 responses from 13<sup>th</sup> July through to 13<sup>th</sup> October 2020

Not everyone answered every question but these are the results on each individual question

387 surveys were completed anonymously.

# SURVEY

# RESULTS

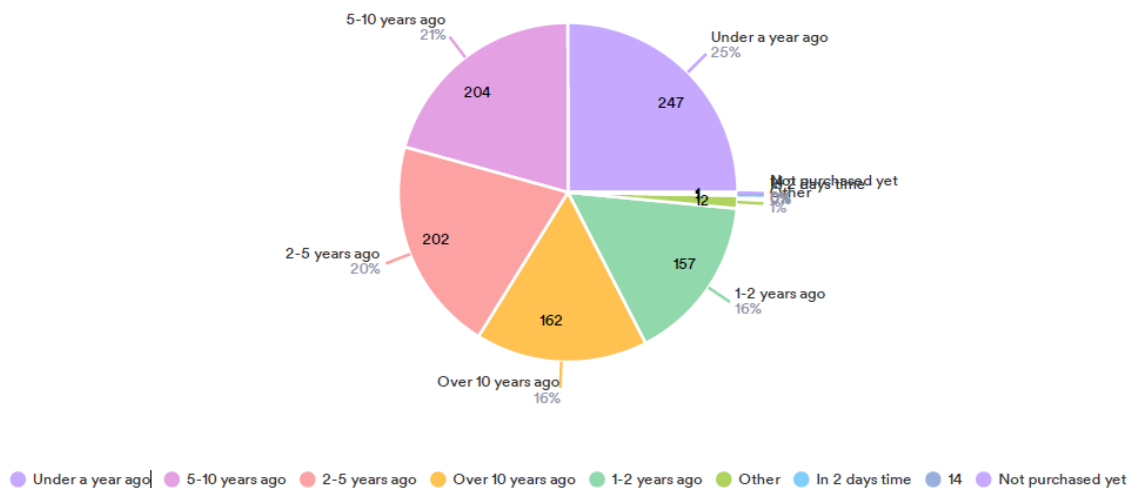
COMPILED BY TANIA HOLMES

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FEBRUARY 2021

### How long ago did you purchase your dog

987 Responses- 20 Empty



From the bulldogs covered in this survey 25% of the responses were based on dogs purchased within the last year.

- 36% were purchased within the last 1-5 years
- 21% between 5 and 10 years ago
- 16% over 10 years ago
- 27% came under other ie: hadn't purchased their puppy yet but were due to shortly.

84% (over three quarters) had or were about to purchase their bulldog within the past 10 years so within the current Fad Colour boom

16% were purchased over 10 years ago when the vast majority of dogs would have been of Standard Colour

### How old was your pup when you took it home

961 Responses- 46 Empty

Data	Responses
8 weeks	205
10 weeks	86
12 weeks	85
8 weeks	80
9 weeks	65
12 weeks	25
13 weeks	18
14 weeks	16
16 weeks	16

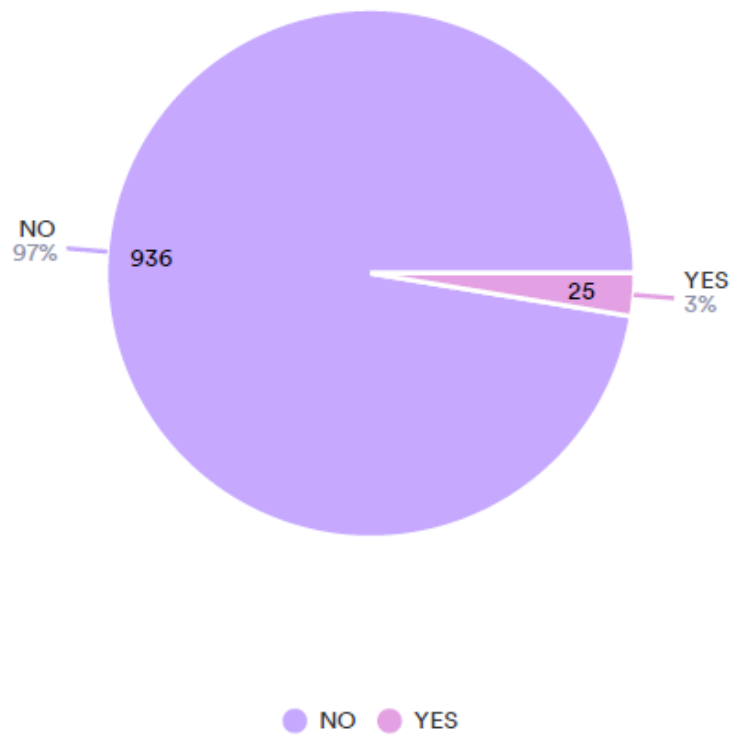
The majority of people brought their puppy home at 8 weeks old

No one that responded to this survey knowingly took home an underage bulldog pup

Only 3% of these dogs had been imported but that doesn't rule out incorrect age details being given on these pups

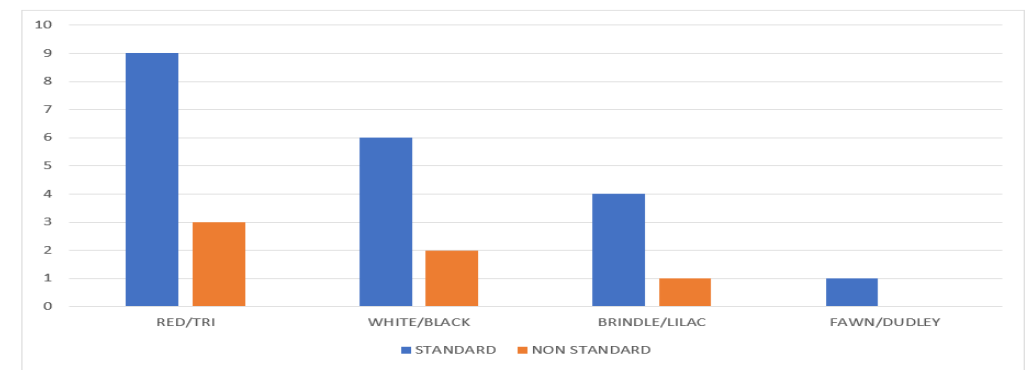
## Was your dog imported

961 Responses- 46 Empty



Imported dogs broke down to

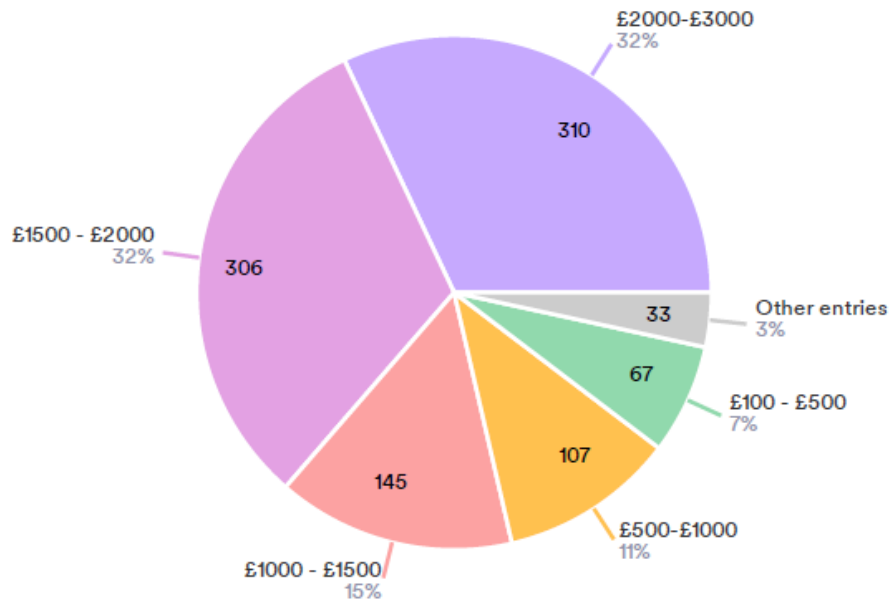
- 9 x Red
- 6 x White
- 4 x Brindle
- 3 x Tricolour
- 2 x Black and white
- 1 x Fawn
- 1 x Lilac



When split into the most popular Standard and Non-Standard colours the comparison is reasonably similar

## What did you pay

968 Responses- 39 Empty



- 32% of responses paid 2-3K for their dog
- 32% also paid £1.5-2K
- 15% paid between £1K and £1.5K
- 18% paid less than £1K
- 11% paid £500 to £1000
- 7% paid £100 - £500
- And 3% cited "other"

From these 33 dogs

2 were Free and

4 were priced at 5-10K and were

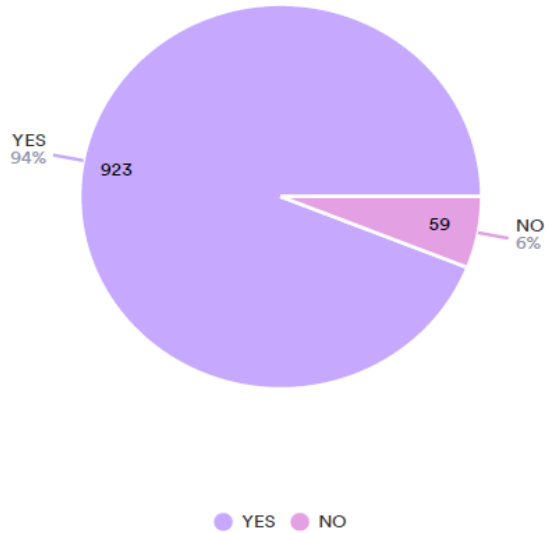
These dogs were

- 1 x Black
- 1 x Merle
- 1 x Lilac
- 1 x Blue

This shows that although the majority of people (64%) paid between 1K and 2K for their bulldog - from the dogs that cost between 5K and 10K all of them (100%) were non standard colours

### Was the bulldog your first choice of breed

982 Responses- 25 Empty



### What breed was your first choice

57 Responses- 949 Empty

Data	Responses
Cocker spaniel	8
Basset hound But we saw her in rescue so decided to help her	6
Rottweiler	4
Pitbull	2
EBT	2
American bulldog	2
We were unsure on a breed, our main concern was that the puppy came from a reputable, healthy home where we could see the mom and puppies had been well looked after. That the owners could answer all questions regarding the breed and pups came with all the papers.	2
Love all big dogs	2
Bloodhound	1

94% (923) of people who purchased a bulldog stated that the breed was their first choice. This shows the continued popularity of the bulldog and that people still genuinely love this breed. From the 59 (6%) who's first choice wasn't a Bulldog, the top answer was Cocker Spaniel – go figure???

### Why did you want a bulldog?

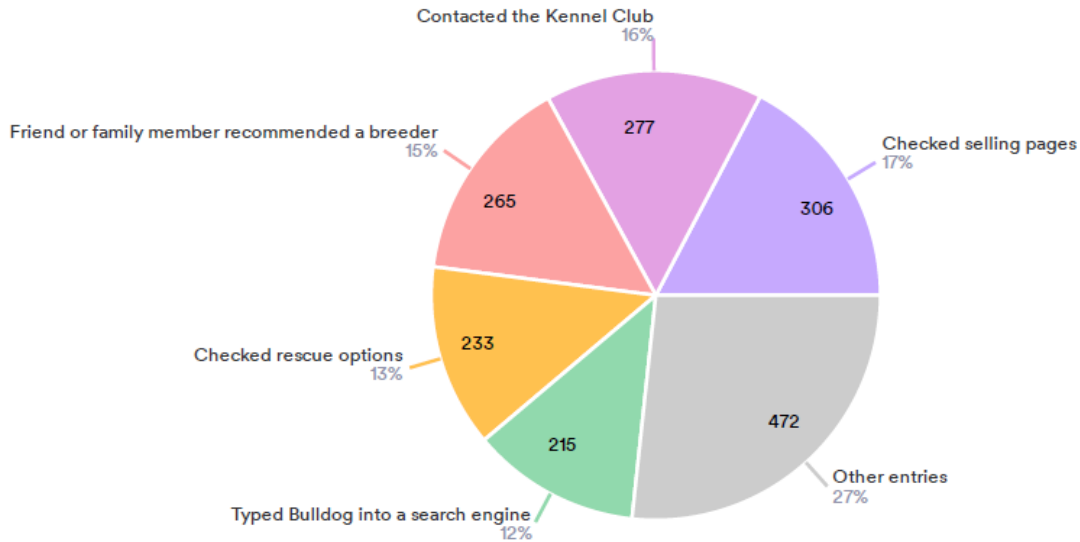
924 Responses- 83 Empty

Data	Responses
Like the character and all the breeds similar I.e boxer, mastiff etc	27
Just love their temperament	7
Looks and temperament	7
Love the breed	6
As previous, rescue	6
Always loved the breed	5
I have grown up with Rescue Mongrels and Jack Russells and researched what would be good breed for hubby & kids not used to dogs	5
Lovely breed	5
Character	5

Almost everyone who gave a reason as to why they wanted a bulldog cited Character and Temperament as their reason for choosing the Bulldog. Further research within Bulldog Rescue shows that Temperament is often the reason why non-standard bulldogs are put up for rehoming including those crossed with other breeds or bred purely for a non-standard colour.

## How did you start your search?

1768 Responses- 41 Empty



When deciding how they were going to start their search:

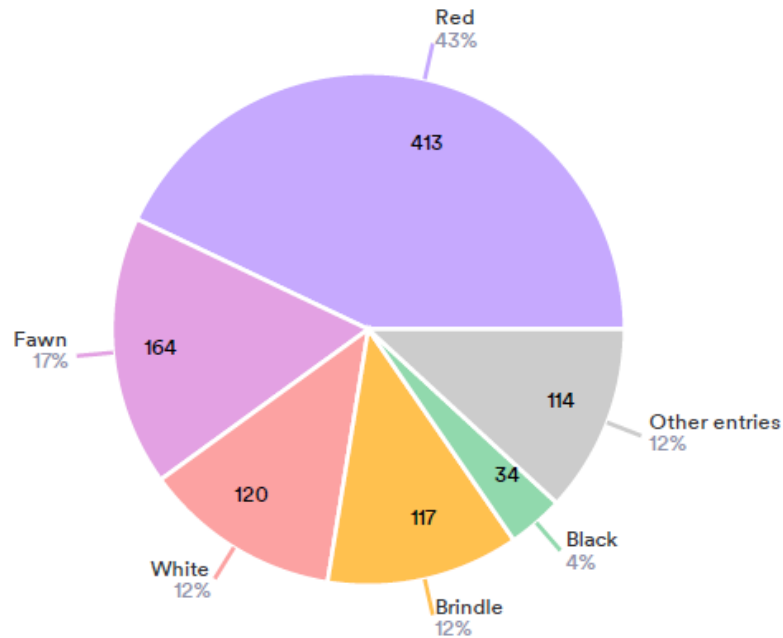
- 15% said they contacted the Kennel Club and
- 15% was via a recommendation.
- 17% went straight to the selling pages
- 12% just typed "Bulldog" into a search engine
- 13% checked the rescue option but then decided on a puppy instead
- 0% went to the Breed Council

From this we have concluded that only 30% of all would-be bulldog buyers went to a responsible source to find their breeder

However, 29% used the internet which means this is an area that needs working on

## What colour is your bulldog

962 Responses- 45 Empty



When it came to colour:

- 43% of the dogs included on our survey were Red
- 17% were Fawn
- 12% were white
- 12% were brindle
- 4% were black and
- 12% that made up the "other entries"

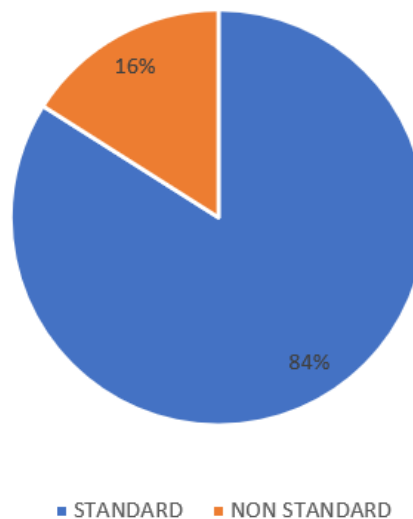
## BREAKDOWN OF STANDARD COLOUR VS NON STANDARD

From these 114 "other" dogs:

- 81% were Standard.
- 12% were non-Standard

Which broke down to:

- 32 x Lilac
- 32 x Blue
- 21 x Chocolate
- 10 x Merle
- 7 x non specific Tri Colour
- 6 x Didn't state Colour
- 4 x Black
- 1 x Tangerine
- 1 x Sable



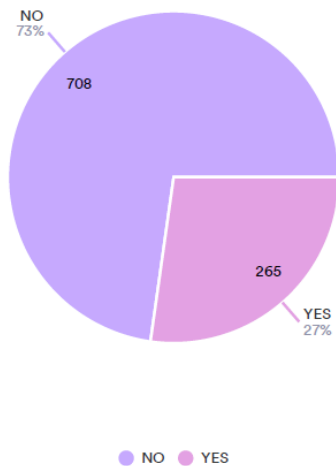
This sadly highlights that many people (12% in this survey) don't know or don't care what colour a bulldog should be which highlights a further area that the public need educating on



The majority of those that responded had a standard colour dog but we asked everyone if the colour was an important factor in choosing their dog and the responses came back as

### Was the colour of your dog important

973 Responses- 34 Empty



73% said the colour was not important and 27% said it was

### Why

805 Responses- 201 Empty

Data	Responses
Because each dog is different and amazing in their own ways	27
Preferred blue but like recognised colours as well.	7
Rescue	6
He's a member of family not a decoration or art installation	5
Just wanted a bulldog	5
They're all beautiful	4
not interested in colours, colours do not define a dog	4
I'm more interested in the nature of the dog	4
My mum just wanted a bull dog...didn't care what colour. She had four altogether most were red but one was brindle	4

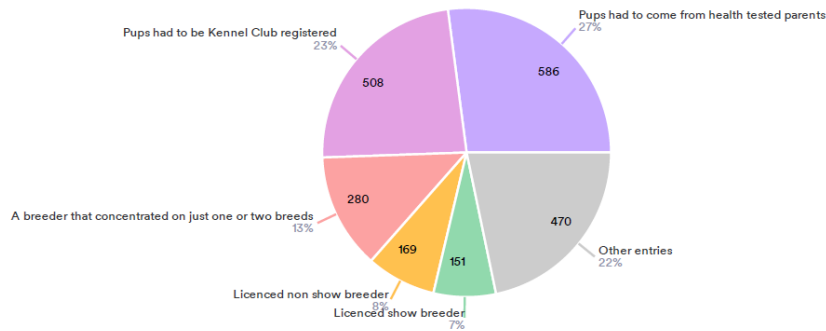
When it came to choosing a colour most people figured that all Bulldogs were equal and that colour wasn't important, but when the figures were broken down the 265 (27%) of those who said colour was important

- 153 x Were Standard Colour
- 12 x Were Non Standard Colour

I think this shows that whatever reason they felt colour was important they definitely wanted *either* a standard or non standard colour meaning that 73% of responders already knew what colour dog they wanted ahead of their search. Another area that education can be focused?

### What did you consider important in a breeder?

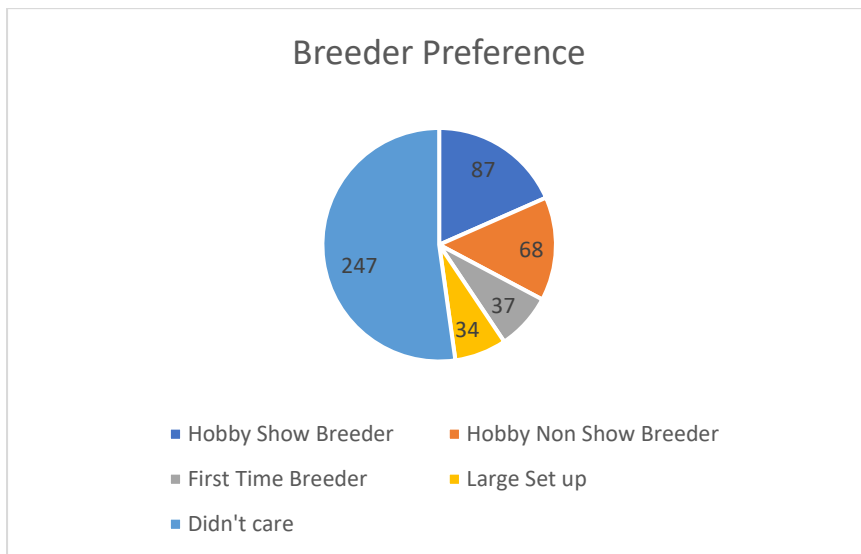
2164 Responses- 81 Empty



When it came to what people thought was important in a breeder

- 27% said the parents must be health tested
- 23% said the litter must be KC registered
- 13% felt a breeder should only concentrate on one breed
- 8% wanted a licenced non show breeder
- And 7% wanted a licenced show breeder

From the 471 (22%) of dogs that made up the "Other Entries"

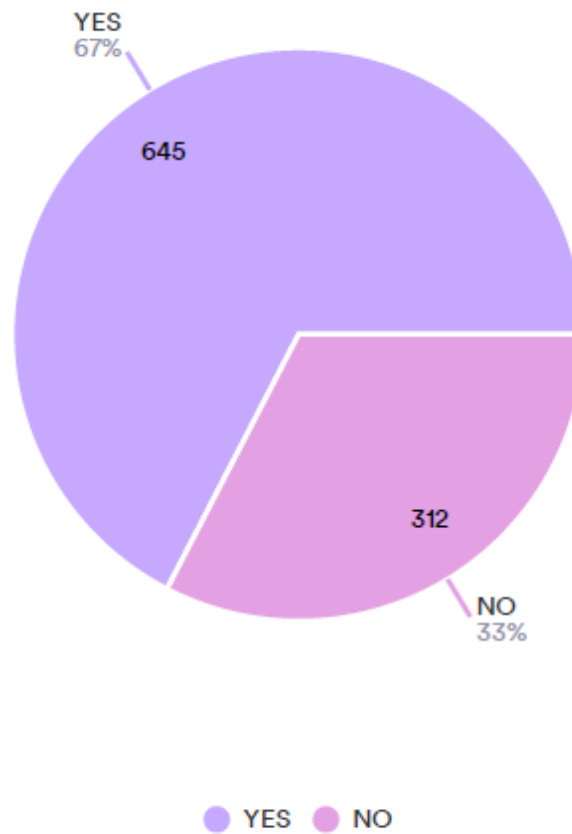


- 87 looked for a Hobby show breeder and
- 68 looked for a Hobby non show breeder
- 37 people looked for a First Time Breeder
- 34 wanted a breed with a large set up
- The rest did not care who had bred it which totalled a huge 247 people and made up over half of the "other entries"

This worries me greatly and I think we need to really push the education towards what makes a good breeder. A non show licenced breeder could be a puppy farm but the licence gives them a false sense of security when looking. A non show hobby breeder is (in my personal opinion) only in it for the money. Large set ups will be almost definitely non standard establishments

## Have you and your breeder stayed in touch

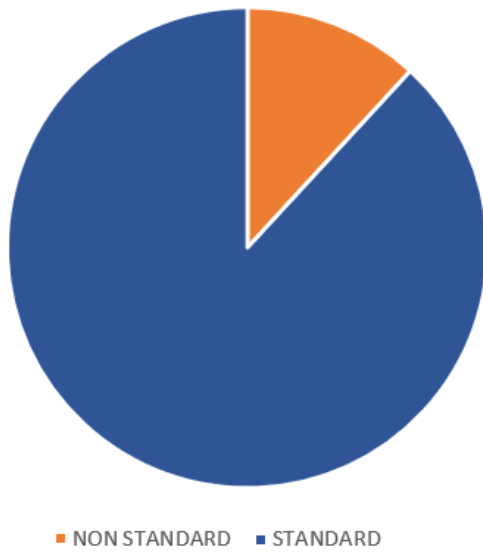
957 Responses- 50 Empty



What was very refreshing was to see that 67% of all the breeders stayed in touch with their pups.

From the 312 that did not:

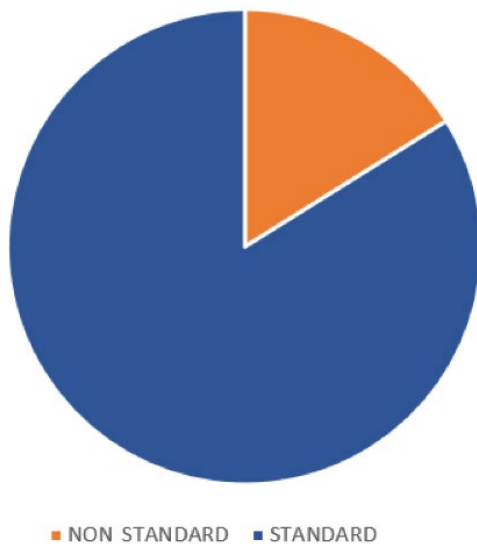
### DID NOT STAY IN TOUCH



37 were breeders on Non-Standard Colours and 275 were breeders of Standard Colour

Of the 645 breeders that did stay in touch:

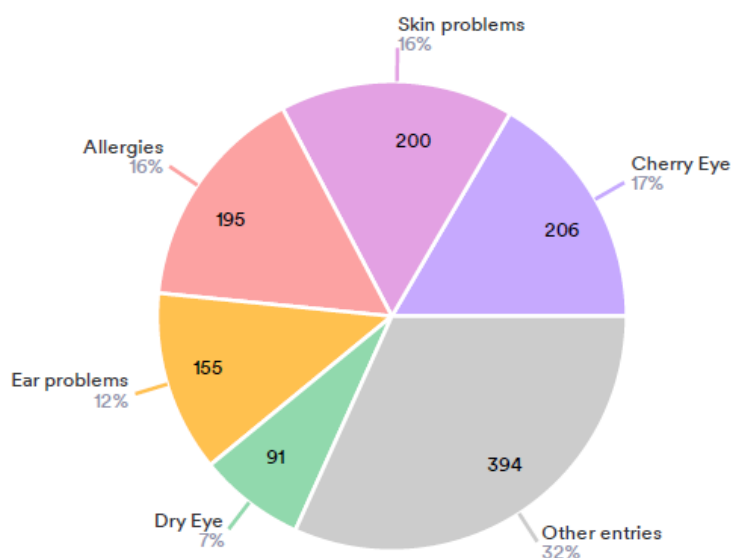
### DID STAY IN TOUCH



104 were breeder of Non-Standard Colours and 541 of standard colours

## What health issues have you encountered

1241 Responses- 351 Empty



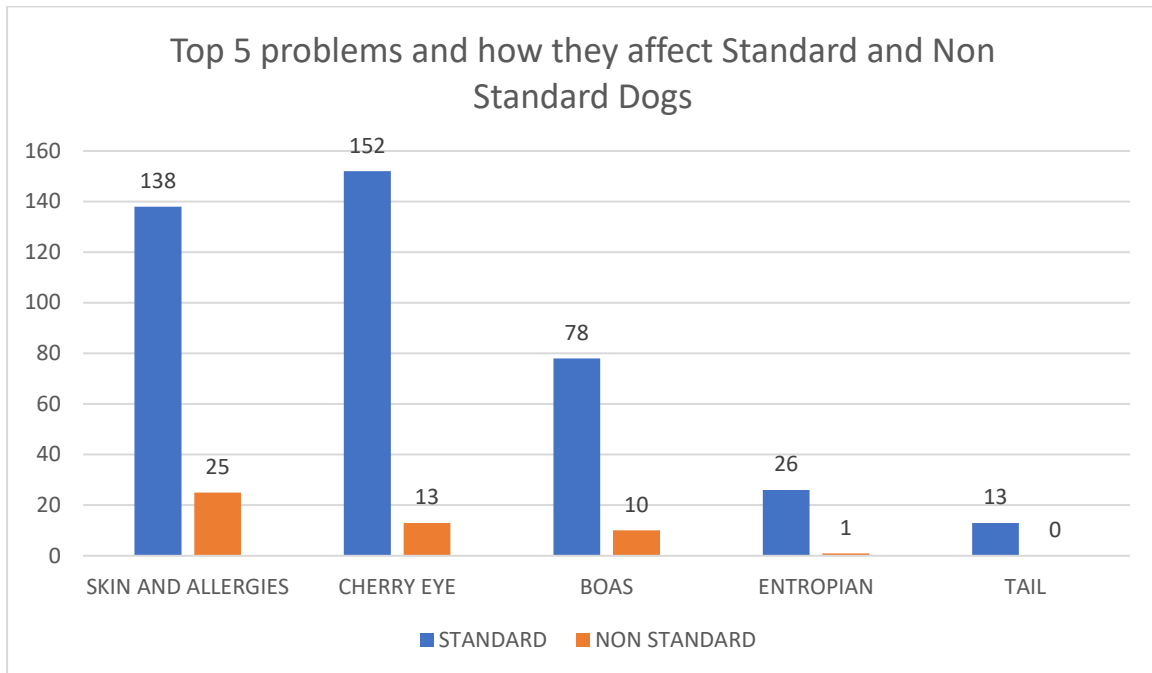
When it came to Health problems, the results were remarkably interesting:

- A total of 32% said their dog suffered skin problems
- 16% said this was due to allergies
- 12% said their dog suffered Ear Problems
- 17% said their dog had suffered Cherry Eye
- 7% said their dog suffered with Dry Eye but it is unsure how many of the 17% above had the gland removed or stitched

From the 32% (394) dogs that make up "Other Entries" these broke down as follows:

- Anal Gland Issues: 4
- Back problems: 2
- BOAS: 88
- Neurological: 4
- Development problems: 7
- Head Tremors: 3
- Heart Related problems: 10
- Hernia: 2
- HD: 2
- Distichiasis: 2
- ID Cysts: 1
- Organ Failure: 2
- Prolapse Urethra: 2
- Tail amputations: 14
- None: 220
- Ocular Dermoid: 1
- Other not specified: 27

Making the top health issues currently in our breed as

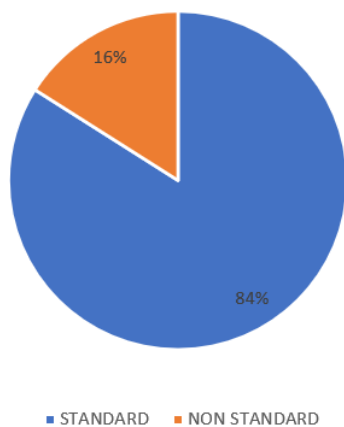


IS COAT COLOUR A FACTOR?

- SKIN: 15% WERE NON STANDARD
- CHERRY EYE: 8% WERE NON STANDARD
- BOAS: 11% WERE NON STANDARD
- ENTROPIAN: 3% WERE NON STANDARD
- TAIL: 0% WERE NON STANDARD

COMPARED TO OVERALL SURVEYED COLOURS

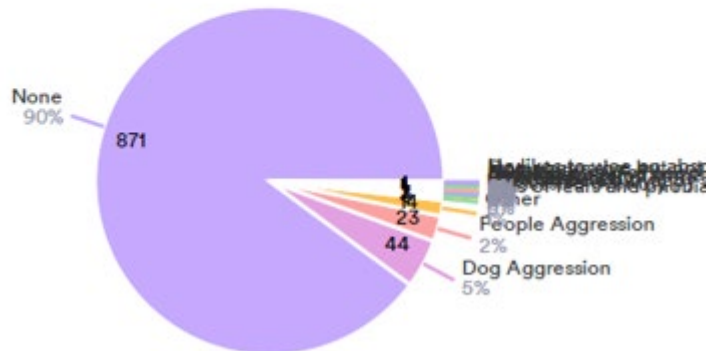
BREAKDOWN OF STANDARD COLOUR VS NON STANDARD



This suggests that coat colour may have an influence on skin conditions but not on other common bulldog issues

## What Behaviour problems have you had

969 Responses- 52 Empty



There were a number of behaviour problems cited but for the purpose of this survey I have broken this down to just aggression.

90% of those that completed the survey said their dog displayed no behaviour problems at all

From these 871 dogs:

85% are standard colours and

15% are non standard colours

Which is in line with the number of returned surveys

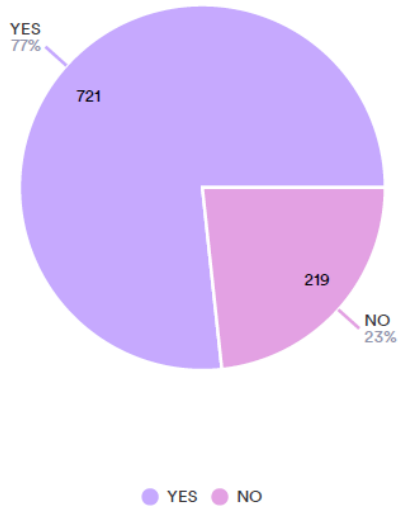
Aggression towards humans equalled: 23 dogs of which 12 were red or fawn (53%) and 4 were chocolate or black (17%)

For those that feel the non standard coats attribute to an increased predisposition to aggression this might be something we can look into further as both Red and Black coats can be genetically Black

Aggression towards other dogs equalled 44 dogs of which 24 (54%) were red or fawn and 5 were black, blue or merle (11%)

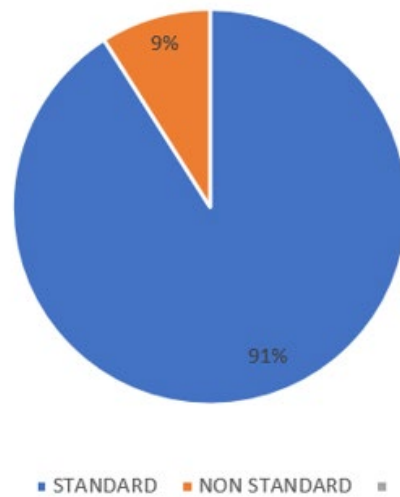
### Has your breeder been supportive

940 Responses- 67 Empty

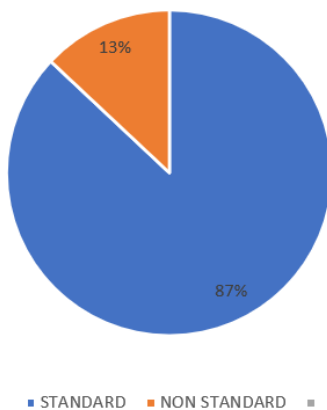


77% of those that responded said their breeder had been supportive with behaviour problems their puppy developed.

From the 77% of supportive breeders, nonstandard breeders made up 9%



And the 23% of non-supportive breeders 13% was made up from non-standard breeders

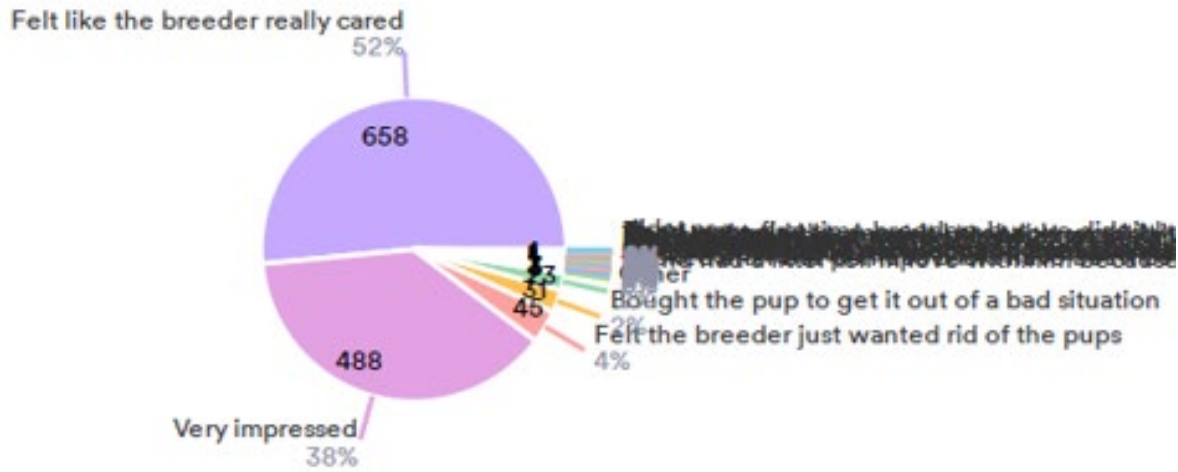


Although the balance is tipped slightly with standard dog breeders already I think this is an opportunity that Standard Breeders can truly monopolise on by ensuring they have second to non after care when they sell their pups – especially as pets.



## How did you feel when looking at the litter

1277 Responses- 98 Empty



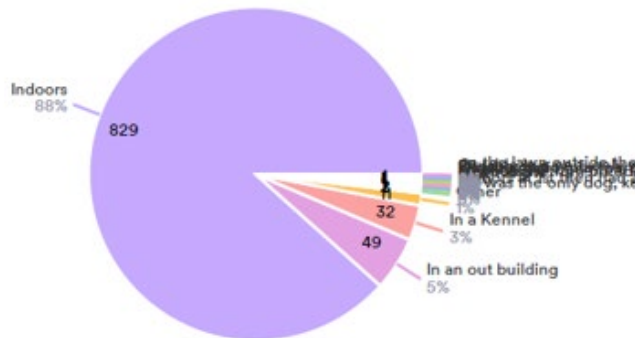
Almost everyone was impressed with their breeders set up and felt like they really cared.

Those that felt they needed to buy the pup to get it out was made up of only 4 non-standard dogs with a shameful 17 dogs of standard colour

The majority of litters were raised in the home

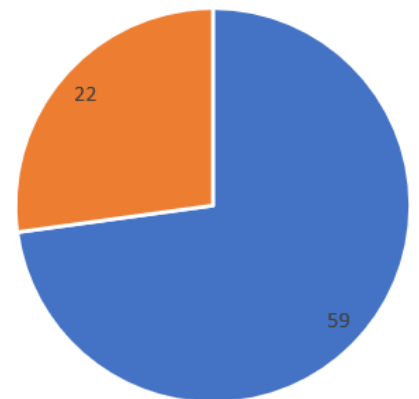
## Was the Litter

938 Responses- 69 Empty



From those raised in a kennel or out building 22 were non standard colours and 59 were standard colour which is disproportionate of the overall colours in this survey.

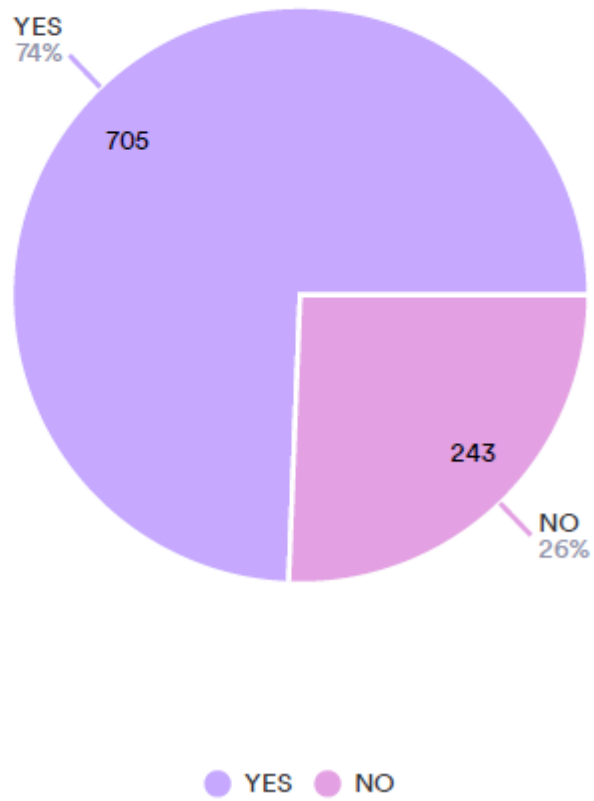
Showing that a non-standard colour dog is less likely to be raised in a home



■ STANDARD ■ NON STANDARD

## Is your bulldog still alive

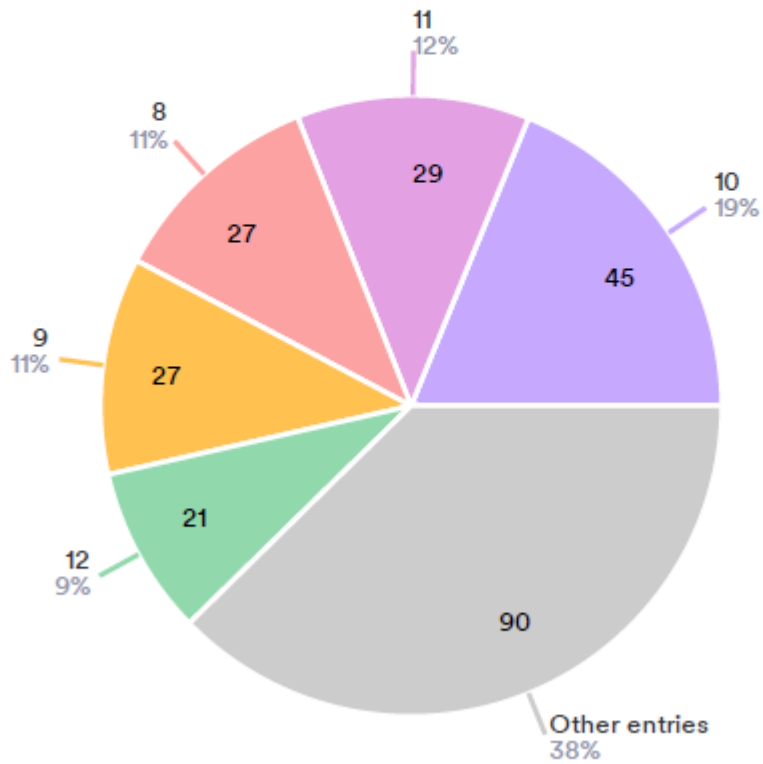
948 Responses- 59 Empty



74% of the dog in this survey were still alive

## How old was your bulldog at death

239 Responses- 768 Empty

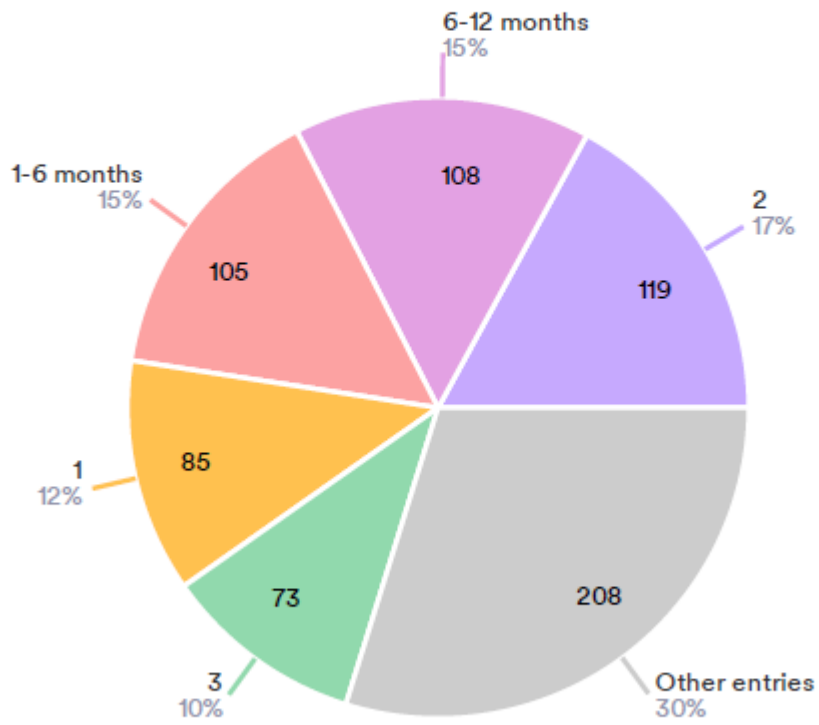


From those no longer alive and who's owner gave an age – all made it to more than 8 years old, with 19% making it to 10 years

The oldest dog on our survey was 15 at the time of his death.

## How old is your bulldog now

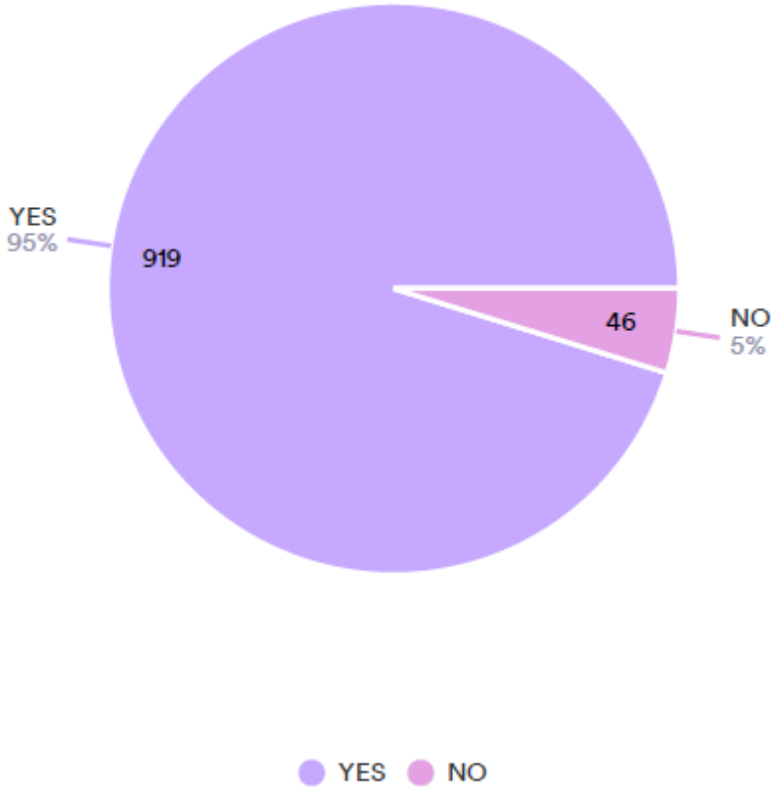
698 Responses- 309 Empty



From those still alive at the time of the survey the majority were between the ages of birth to 2 years.

# Would you get another bulldog?

965 Responses- 42 Empty



Despite any issues that arose during their bulldog's lifetime, almost everyone said they would get another, which once again shows the continued popularity of this breed

## How does/did being with your bulldog make you feel

1006 Responses- 1 Empty



4.84

Avg. Response

1006

Responses



And from everyone that commented on how their bulldog made them feel, the average response was Very Happy

In Summary I feel this survey needs to be repeated in 1 to 5 years time to see if there is a difference between the Standard and Non Standard issues highlighted. This survey was very much geared towards dogs of Standard breeding which made up the majority of the responses.

I feel there are several areas within this survey that the Education Committee can jump on when trying to point people in the right direction BEFORE they buy their pups

Tania Holmes

10 February 2021