

Puppy Price Survey Results 2017

Previous Study

The last puppy price survey was carried out during 2014 based on 68 responses and showed that there was a wide variation in prices in relation to location ranging from less than £1,000 (2) to over £2,500 (1), however the most commonly recorded price at that time was in the region of £1,500 (26). The majority of responses were from the midlands, northern and southern counties.

Location

The latest survey was confined to breeders in the UK and received 70 responses covering all of the listed regions, with the largest contribution coming from the Midlands. The average price charged was £1,800, a £300 increase on the average price of £1,500 in 2014 with the most commonly recorded prices were £1,750 - £2000 (28) responses and £1,500 - £1,750 (23). As seen in Fig 1 prices vary considerably between regions.

Prices per Region

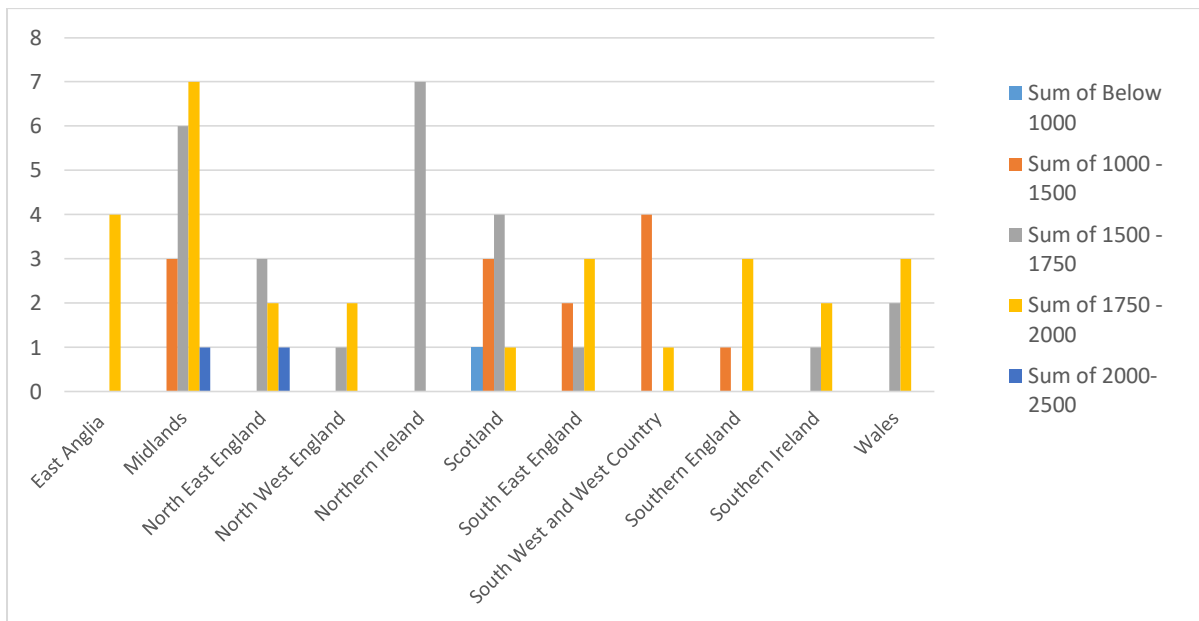


Fig 1 Showing price ranges for each region

Health testing by Region

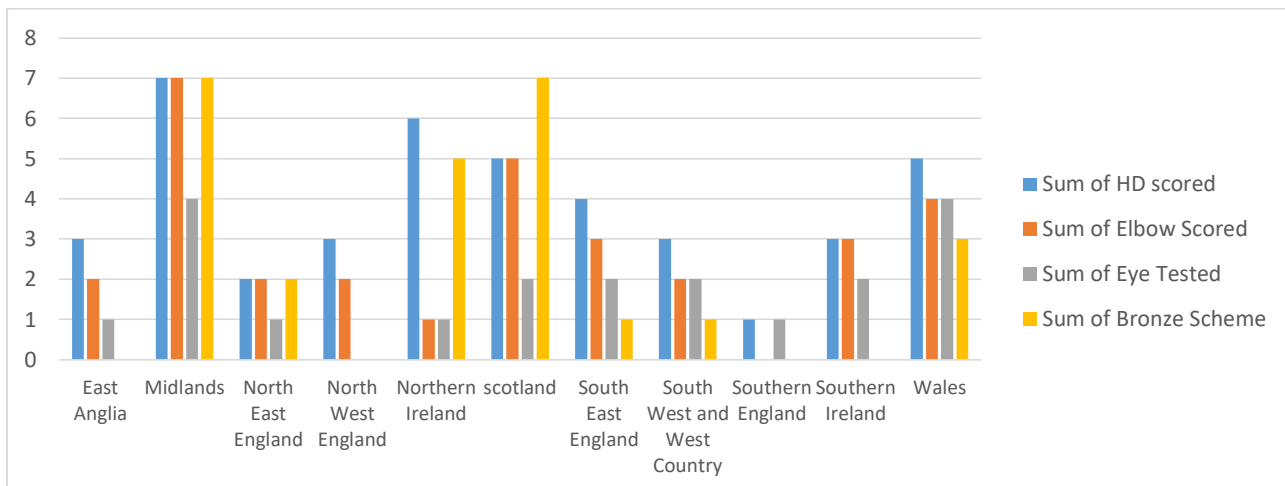


Fig 2 shows health testing by region

Health testing by price

	< £1000	£1,000- £1,500	£1,500-£1,750	£1,750-£2000	£2,000-£2,500
Total dogs	2	13	23	30	2
Hip scored	1	5	17	19	0
Elbow scored	1	4	10	16	0
Eye Tested	1	4	6	11	1
Bronze Scheme	1	7	12	11	0

Fig 3 showing health tests carried out by price charged per puppy

Health testing for Hips, Elbows, Eyes and The Bronze Health Scheme are recommended for all Chows prior to breeding them, preferably carried out when the chow is mature. The Bronze Scheme is recommended for all chows over the age of 15 months to enable data on general health to be collected and used to monitor chow health in the general population.

Price paid per puppy does not guarantee that the parents will have had any of the recommended health assessments. Prospective purchasers are advised to ask for copies of the health certificates or forms of any testing carried out and if necessary consult their own vet about the results if clarification is needed.

Microchipping is now a legal requirement for ALL puppies and it is the breeder's responsibility to ensure puppies are microchipped before they go to their new homes. Puppies should be 8 weeks or over before they go to new homes

Free insurance

63 breeders offer Free Insurance, usually covering the first 4 – 6 weeks of age

Vaccination first or full vaccination

63 breeders expect their puppies to have received at least their first vaccination before they go to new homes

	< £1000	£1,000- £1,500	£1,500-£1,750	£1,750-£2000	£2,000-£2,500
Total dogs	2	13	23	30	2
1st Vaccination done	2	10	20	29	2

Assured breeder Scheme. Of the 70 respondents 13 are members of the Assured Breeder Scheme, the largest number (8) charge between £1,750 and £2,000 for their puppies

Additional information

Only 2 of the respondents have said that they would not give pedigrees with their puppies

10 respondents have said that they would not supply copies of health testing

4 respondents have said that the puppy would not be KC registered, 2 of these have said that one or both of the parents would not be KC registered