



Horseplayers, Fans, Animal Welfare Supporters & Public Super-Majorities Favor Uniform National Drug Testing and Enforcement

National polls demonstrates strong support for USADA, an independent, science-based entity to provide uniform medication rules and oversight

Across every audience there are super-majorities in support of USADA- led uniform medication rules and national oversight in Thoroughbred racing, according to two recent polls by the Coalition for Horse Racing Integrity.

The surveys assessed perceptions of the Thoroughbred horseracing industry and probed support for national uniform medication reform among horseracing bettors who regularly wager on races and among the general public including likely voters, horseracing fans, and those people who are especially concerned about animal welfare issues.

The Horseplayers who drive the economics of racing most concerned about performance-enhancing drugs and bet less today as a result

Bettors, whose wagering is the economic lifeblood of the sport, are deeply concerned about performance enhancing drugs (PEDs). Drugs and integrity issues are two of the top three issues facing the sport according to bettors. When asked whether a variety of descriptive terms applied to the sport, nine in ten bettors associated horseracing with “drugs” (91%) or “doping / PEDs,” (90%).

Indeed, more than four in five bettors (83%) say there were racetracks or states that they avoid and 77% of horseracing bettors consider the possibility of illegal drug use when handicapping. Among those who form an opinion about whether trainers are using performance enhancing drugs (PEDs), three in five (60%) say they typically bet less on the race, compared with less than one in twenty (4%) who say they bet more.

The broader public also is concerned about drug in horseracing. Almost as many members of the general public say they associate horseracing with “doping/PEDs” (44%) as say they have a favorable view of Thoroughbred horseracing (47%).

Universal support for uniform medication rules among bettors & fans

Two in three (67%) horseracing bettors have heard about efforts to establish uniform medication rules. There is much less awareness among the general public, with only about one in six (17%) who have heard a lot or some about efforts to establish uniform medication rules.



The notion of nationally uniform medication rules is an extremely popular one. Fully 90% of adults support having all states work from the same set of medication rules and the more an audience knows about horseracing the more they favor uniform medication rules. An extraordinary 96% majority of horseracing fans and virtually all (98%) of horseracing bettors agree that all racing states should work from the same set of medication rules. Rapid adoption of uniform medication rules matters also. 92% of horseracing bettors say they want to see uniform medication policies happen faster than they are happening now.

Super-majorities of all parties favor USADA-led independent & science-based oversight of thoroughbred racing drug and medication policies

Nationwide, super-majorities support USADA providing uniform medication rules and oversight, enabled through federal legislation. Fully five in six likely voters (85%) support legislation to enable a third party organization as do 91% of animal welfare supporters and an identical 91% of horseracing fans. Seven in ten horseracing bettors (72%) support the proposal as well.

Finally, support for meaningful and national drug testing cuts across all the usual partisan divides. Republican (81%), Democrat (86%), and independents (87%) all strongly support USADA-provided autonomous oversight.



83% of Americans favor

Legislation to create an oversight role for USADA, an independent science-based organization, to provide uniform medication and PED regulation across all racing jurisdictions including:

91% of horseracing fans

91% of animal welfare supporters

Methodology

Penn Schoen Berland (PSB) conducted two separate surveys on behalf of the Coalition for Horse Racing Integrity. The two surveys had different questionnaires, but some items overlapped between the studies.

Penn Schoen Berland conducted online interviews among n=1,226 American adults ages 18+ on March 31- April 7, 2015. The margin of error for this study is +/-2.80 % at the 95% confidence level and larger for subgroups.

PSB also conducted online interviews among n= 396 known bettors or handicappers, contacted from a select industry email list of proven horseplayers on April 27-May 6, 2015. The margin of error for this study is +/- 4.92% at the 95% confidence level for bettors and larger for subgroups.

Some percentages may add to more or less than 100% due to rounding.

Detailed results, including specific audience definitions, can be found at the Coalition for Horseracing Integrity's website (www.horseracingintegrity.com).

