Horspool's Algorithm:

length of text/pattern	approx. 100/10	approx. 200/10	approx. 300/10
Brute Force	162 comparisons	230 comparisons	347 comparisons
Horspool	38 comparisons	47 comparisons	60 comparisons

Horspool is approximately 5 times better than brute force given a random piece of english text when the pattern is located at the end of the text.
Horspool can be as bad as brute force when the given string has limited number of unique characters such as DNA. Using random DNA string, Horspool was still nearly 2 times better than Brute force. Using an artificial text such as "aaaaa….ab" and use "ab" as pattern, I could make Horspool as bad as brute force.