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## **Sports Direct and JJB Sports Merger Inquiry**

**A research report prepared for  
The Competition Commission  
November 2009**

**Provided by:** GfK NOP Consumer Services

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## APPENDIX – Questionnaire



## 1 Executive Summary

1. The Competition Commission (CC) asked GfK NOP to conduct research at Sports Direct and JJB Sports stores to understand purchasing behaviour for sports and leisure goods. The research was undertaken via face-to-face interviews among those who had made a purchase in the store on the day of interview. Interviewing was carried out at 7 selected Sports Direct Stores: [X]. Interviewing was also carried out at 11 other Sports Direct stores selected according to the proximity of competitor stores to reflect the situation of the 7 selected stores both pre and post merger (with a mix of city centre/ out of town stores); and 5 JJB Sports stores, selected to ensure a mix of city centre and out of town locations.
2. The demographic profile of Sports Direct customers was younger than the national average but slightly older than at JJB Sports stores. By gender and social grade, the customer profile was in line with the national profile at both Sports Direct and JJB Sports stores.
3. For 39% of Sports Direct customers this was the first time they had purchased anything from that particular store in the last three months, whilst 18% had purchased there more than five times during that period. The average number of purchase occasions at the store, including the current visit, was 3.7. Sports Direct customers were marginally more frequent purchasers than JJB Sports customers (2.6 purchase occasions in last three months).
4. Just over two thirds of Sports Direct customers had planned to visit the store in advance and most (81%) set off for the store from home. Just over half travelled to the store by car (54%), most of the remainder being split evenly between those who had travelled by bus and those who had walked to the store. The average journey length to the Sports Direct store was 17 minutes. JJB Sports customers were more likely to have travelled to the store by car (66%), but the time taken to make the journey to the store was similar.



5. Most customers bought just one product category at the store, the most common among Sports Direct customers being casual clothing (34%), followed by casual footwear (21%). JJB Sports customers were more likely to have purchased sports equipment and football shirts than Sports Direct customers. There was a relatively even split between those buying goods for themselves and those buying for others, at both Sports Direct and JJB Sports stores.
6. When asked whether they had looked at any other shops or on the internet for the main item they purchased, the majority (83%) of Sports Direct customers said they had not looked anywhere else. Among the minority that had, the most common response was 'general clothing or footwear retailers', very few mentioned the internet (2%) or specific competitors as places where they had looked before deciding to buy. Slightly more JJB Sports customers had looked elsewhere, notably at a Sports Direct store (10%).
7. Over half (57%) of Sports Direct customers cited price as the reason for purchase at that store followed by 'best range/ more stock' (18%) and 'knew they had what I wanted' (17%). The mention of price as a reason for purchase was particularly evident among those shopping at stores with a JJB Sports within 2 miles, and those shopping at out of town stores. In contrast, price was much less of a reason among JJB Sports customers, who tended to place more emphasis on the knowledge that the goods were available in the store and the convenience of location.
8. The average amount spent by Sports Direct customers was [£], this being slightly [£] than the amount spent by JJB Sports customers ([£]). When asked what they would have done if all prices in the store had been 5% higher, most would still have bought the goods at the store (81% Sports Direct and 79% JJB Sports customers), although a slightly higher proportion of JJB Sports customers would have gone elsewhere (13% compared with 8% of Sports Direct customers) rather than buying other goods at the store or not buying the goods at all.



9. When asked where else they would have tried, if they had known in advance that the store was not there, 21% of Sports Direct customers said they would have purchased at a JJB Sports store. The next highest mention was another branch of Sports Direct or 'Don't know' (both 18%) or a supermarket (11%), whilst fewer mentioned JD or the internet. A higher proportion of those shopping at stores with a JJB Sports within two miles would have gone to a JJB Sports store (40%). JJB Sports customers were most likely to say they would have tried another branch of JJB Sports (28%), whilst 17% would have gone to a Sports Direct store.
  
10. The journey to the alternative store would be similar to the actual journey made on the occasion when interviewed. 85% of Sports Direct customers would travel to the alternative store from home, just over half (56%) would do so by car, and the average journey would take 19.6 minutes.



## 2 Research Objectives

11. GfK NOP was commissioned to undertake a market research survey to understand purchasing behaviour for sports and leisure items, specifically at Sports Direct and JJB Sports. This report details the findings from that survey.
  
12. The specific information objectives for the survey were to assess:
  - How consumers behave when purchasing sports and leisure items, including: whether customers shop at the item or basket level, the reasons for purchasing from a particular store, and the consideration of alternative stores.
  
  - How consumers would change behaviour if the store purchased from was no longer there.
  
  - The level of price sensitivity in the sports and leisure retail market and the extent this affects choice of retailer.
  
  - The demographic profile of the purchaser.

### 3 Research Design

13. The research was undertaken via a face-to-face survey with customers who had made a purchase in the store on that visit, with interviews taken as customers left the store.
14. Interviewing was carried out at 7 selected Sports Direct Stores: [X]. Interviewing was also carried out at 11 other Sports Direct stores selected according to the proximity of competitor stores, to reflect the situation of the 7 selected stores both pre and post merger (with a mix of city centre/ out of town stores); and 5 JJB Sports stores, which were again selected to ensure a mix of city centre and out of town locations.

**TABLE 1: Stores sampled<sup>1</sup>**

	<b>Store type</b>	<b>Store(s)</b>
<b>Sports Direct</b>	No JD or JJB within 10 miles	[X]
	Only JD within 2 miles	[X]
	Only JJB within 2 miles	[X]
	JD & JJB within 2 miles	[X]
	JD within 2 miles and JJB within 2-5 miles	[X]
	JD within 2 miles and JJB within 5-10 miles	[X]
	With only JJB within 5-10 miles	[X]
<b>JJB</b>		Oldham, Leicester, Luton, Bristol* & West Bromwich*

\*Located out of town. All others are located in city centres

15. At each store, respondents were selected using a random sampling approach whereby interviewers approached the next customer leaving the store. Only those 16 years or over that had made a purchase in-store on that visit qualified for interview.
16. Prior to the main stage of fieldwork a cognitive pilot was conducted to test the questionnaire and approach. This consisted of two fieldwork shifts carried out at different Sports Direct stores.

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<sup>1</sup> Analysis of the results by the proximity of JJB and JD found that differences related to the proximity of JJB and whether this competitor was within 2 miles. Throughout this report, comparisons have therefore been made for the following three Sports Direct store groups: a) stores with no JJB or JD within 10 miles, b) stores with a JJB within 2 miles and c) stores without a JJB within 2 miles (but within 10 miles). For the latter two groups, some of these stores may have a JD nearby.



17. Fieldwork for the main stage was carried out between 17<sup>th</sup> and 29<sup>th</sup> September, between 11am and 5pm at every store, during the week and at the weekend. 2,943 interviews were achieved in total, between 81 and 157 per store.



## 4 Purchaser Profile

18. The profile of Sports Direct customers is shown in the table below, compared against the JJB Sports customer profile (and the national profile). The two customer profiles match each other closely, in line with the national profile on gender and social grade but with a higher proportion of 16-34 year olds than found nationally.
19. A couple of observations can be made about the profile of Sports Direct customers compared with JJB Sports customers. Firstly, whilst the gender split is even across both stores, the JJB Sports profile was slightly younger (48% aged under 35 years compared with 40% for Sports Direct), which we expect to be typical of samples obtained via in-store interviewing. JJB customers were also marginally more likely to be higher social grade (50% ABC1 compared with 46% for Sports Direct).

**TABLE 2: Purchaser Profile**

	<b>Sports Direct</b>	<b>JJB Sports</b>	<b>UK</b>
Base: All	2,303 (%)	640 (%)	(%)
16 – 24 years	20	25	15
25 – 34 years	20	23	16
35 – 44 years	27	28	19
45 – 54 years	18	13	16
55 – 64 years	9	6	15
65+ years	5	5	20
Male	52	51	49
Female	48	49	51
AB	17	17	20
C1	29	33	30
C2	23	22	21
DE	28	26	30
Refused	3	1	



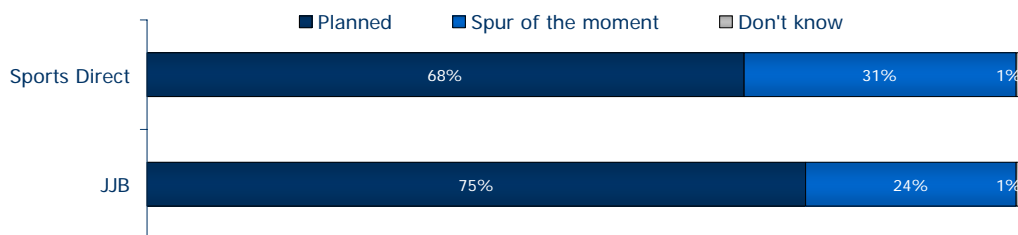
20. By store, there were only a few differences in customer profile. Stores without a JD or JJB Sports within 10 miles had fewer customers aged under 35 years (30% vs. 40% total) and a higher proportion of social grade ABC1s (65% vs. 46% total). However, this mainly reflects the population profiles of these towns ([X]). In contrast, city centre stores attracted more 16-24 year olds (22% vs. 13% out of town) and a higher proportion of students and those not working (33% vs. 22% out of town).
  
21. Across the 7 selected stores, differences in customer profile in part reflected the local population profile of the area. So, [X] had a higher proportion of ABC1s and [X] had a lower proportion of ABC1s and more not working. However, there were a few other differences that did not reflect local population characteristics. In particular, [X] attracted more 16-24 year olds, more students and fewer working. In contrast, [X] had fewer 16-24 year olds, more social grade ABC1s and more workers.

## 5 Purchasing Behaviour

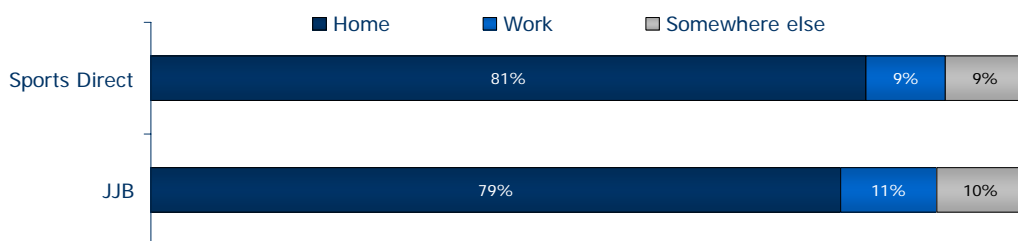
22. Just over two thirds of Sports Direct customers had planned to visit the store before they started their journey (68% compared with 75% for JJB Sports customers) and for the other third it was a 'spur of the moment' decision.
23. For most of those shopping at Sports Direct stores their journey to the store originated at home (81%). This was similar to the pattern among JJB Sports customers. At both stores the remainder were split evenly between those who had travelled from work or from somewhere elsewhere.

**Figure 1: Q6/7 – Decision to visit store & journey start point**

### Decision to visit store:



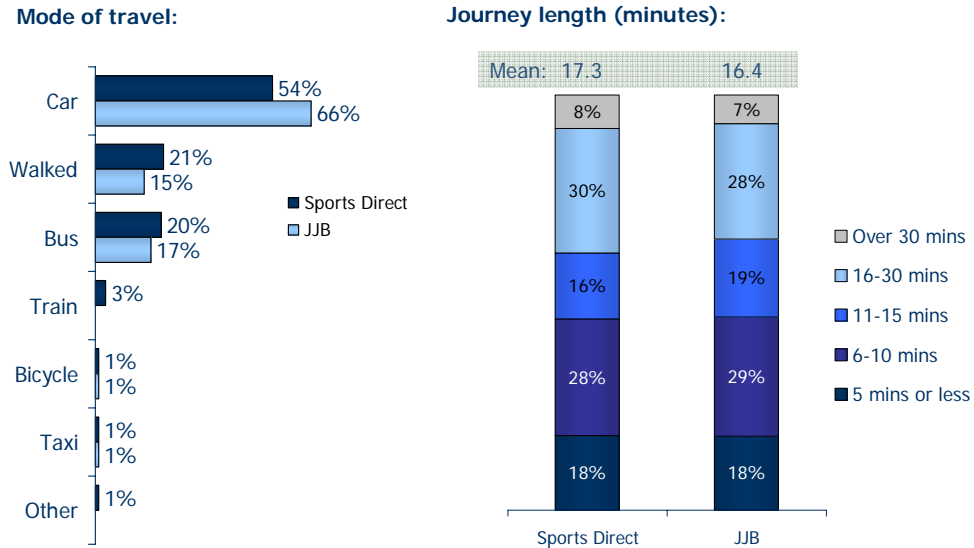
### Journey start point:



Base: All - Sports Direct (2,303); JJB (640)

24. The majority of customers had travelled to the store by car, but the proportion so doing was higher among JJB Sports customers (66% compared with 54% for Sports Direct).
25. The average journey time to the store for Sports Direct customers was 17 minutes. This was one minute more than the average journey for JJB Sports customers.

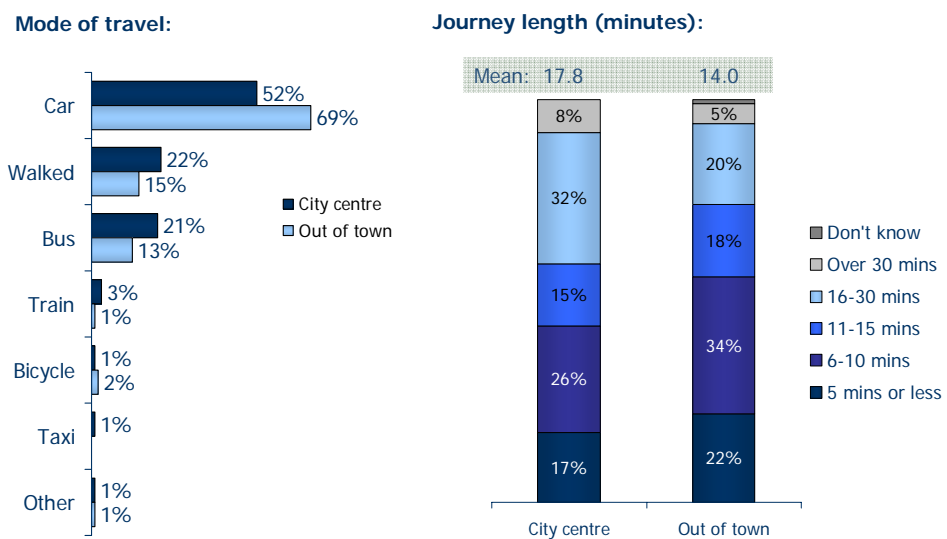
**Figure 2: Q8 – How travelled to store and time taken**



Base: All - Sports Direct (2,303); JJB (640)

26. By store location, a higher proportion of those shopping at out of town Sports Direct stores had travelled to the store by car (69% compared with 52% for city centre customers). As a result the average journey time for out of town shoppers (14 minutes) was slightly less than those buying from stores in a city centre (18 minutes).

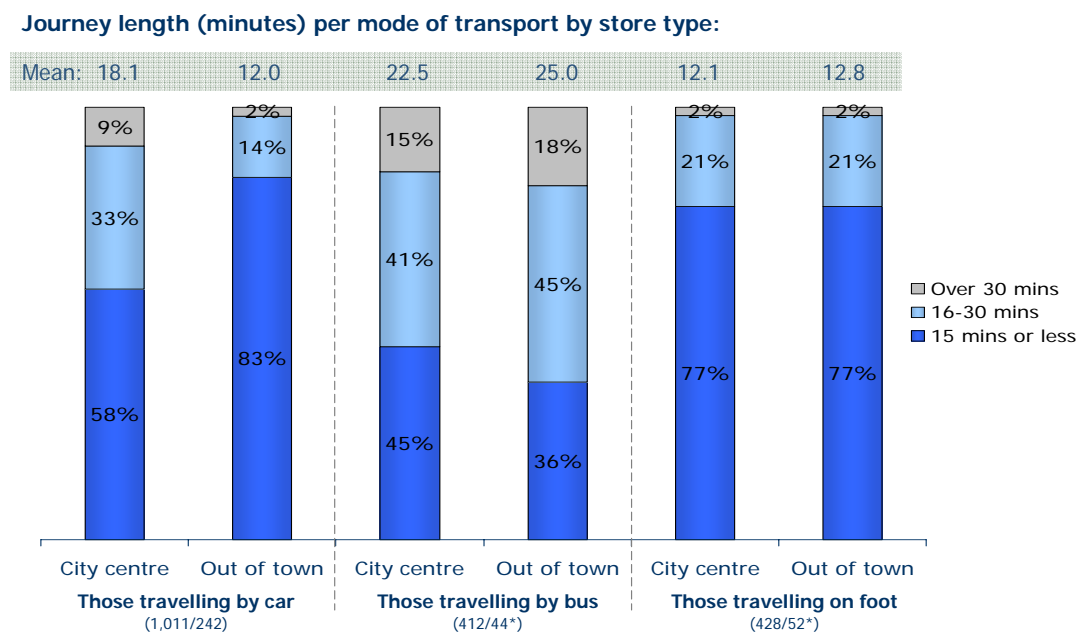
**Figure 3: Q8 – How travelled to store, and time taken, by store location (Sports Direct customers)**



Base: All Sports Direct – City centre (1,951); Out of town (352)

27. However, whilst the average journey time among those travelling by bus or on foot was similar regardless of the store location, those travelling by car to an out of town store took less time on average to get there than those customers who had driven to a city centre store (12 minutes compared with 18 minutes).

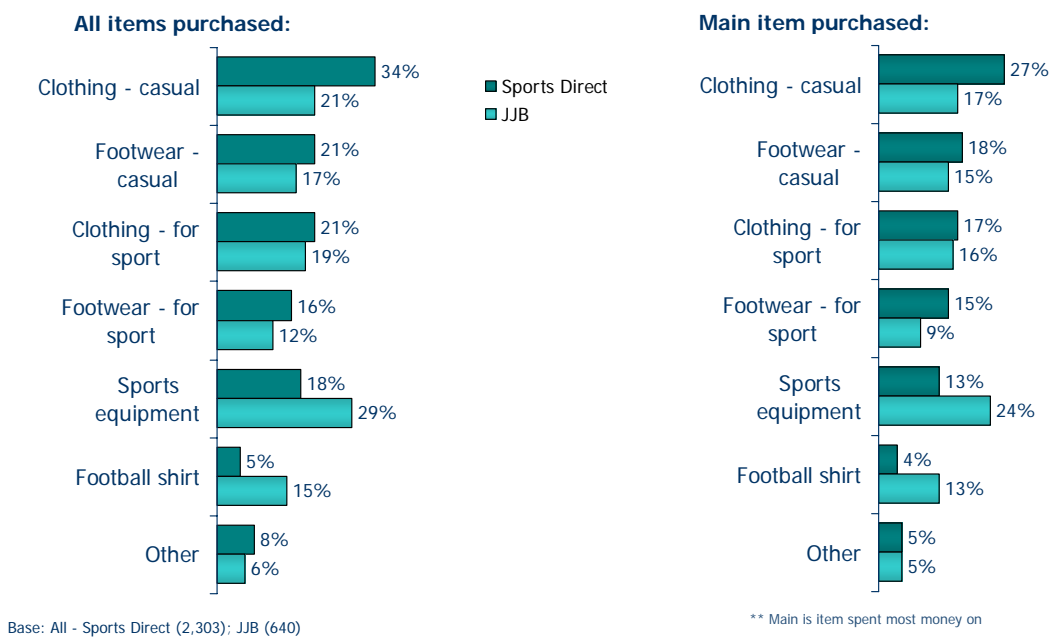
**Figure 4: Q8 – Time taken to get to store by store location and mode of transport (Sports Direct customers only)**



28. Customers were asked what they had bought in the shop during their visit from a showcard list of different categories. There was a spread of purchases but the most common item among those shopping at Sports Direct was casual clothing (34%), followed by casual footwear (21%) and sports clothing (21%). JJB Sports customers were more likely to have bought Sports equipment (29% compared with 18% at Sports Direct) and football shirts (15% compared with 5%). Most customers had only bought one category, the average number of categories purchased across all customers being 1.2 (for both Sports Direct and JJB Sports customers).

29. Those who had bought more than one category at the shop were asked what item they had spent most on. Including responses from those whose main purchase was the only category they purchased, casual clothing (27%) was the most common category among Sports Direct customers and sports equipment (24%) among JJB Sports customers.

**Figure 5: Q1a/b – Items purchased on this occasion**



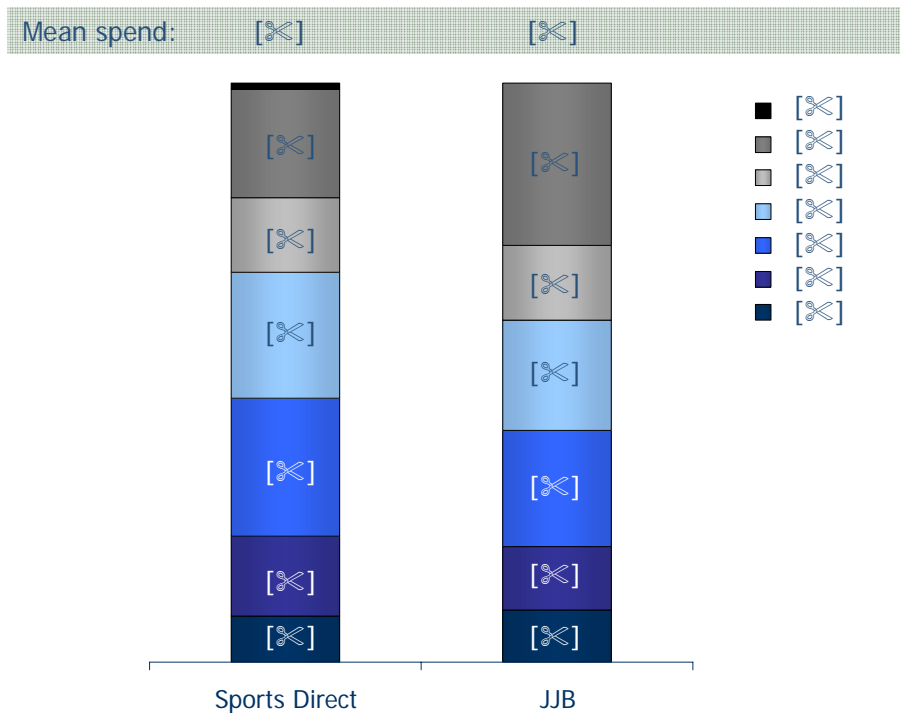
30. By store situation, more customers at Sports Direct stores without a JJB Sports or JD within 10 miles had bought sports goods - sports clothing, footwear or equipment - whilst fewer had bought casual clothing or footwear. In contrast, the opposite was true of those shopping at stores with a JJB Sports within 2 miles, more of whom had bought casual clothing or footwear at the Sports Direct store.

31. Some of these differences appear to be related to the demographic profile of the area where the stores are situated. The Sports Direct stores without a JD or JJB Sports within 10 miles ([X]) had a more upmarket and older customer profile, and these customers were more likely to buy sports goods. Differences in purchases by customer demographic were noted as follows (most of these differences were also apparent at JJB Sports stores):

- More female customers bought clothing (for sport or casual)
- ABC1s tended to buy items (clothing/ footwear) for taking part in sport, whilst more C2DEs bought casual clothing or footwear
- A higher proportion of male shoppers and ABC1s bought sports equipment
- Fewer customers aged 55 year or over bought footwear for taking part in sports

32. On average, Sports Direct customers spent [£] at the store during their visit, this being [£] than JJB Sports customers [£]. The average spend was higher among those buying footwear (main item) at both Sports Direct and JJB Sports (average basket spend of [£] and [£] respectively). JJB Sports customers buying clothes (main item) spent [£] than their Sports Direct counterparts (average basket spend of [£] compared with [£] at Sports Direct). On the other hand, the average amount spent by JJB Sports customers whose main purchase was sports equipment was notably [£] than those buying other types of goods at JJB Sports.

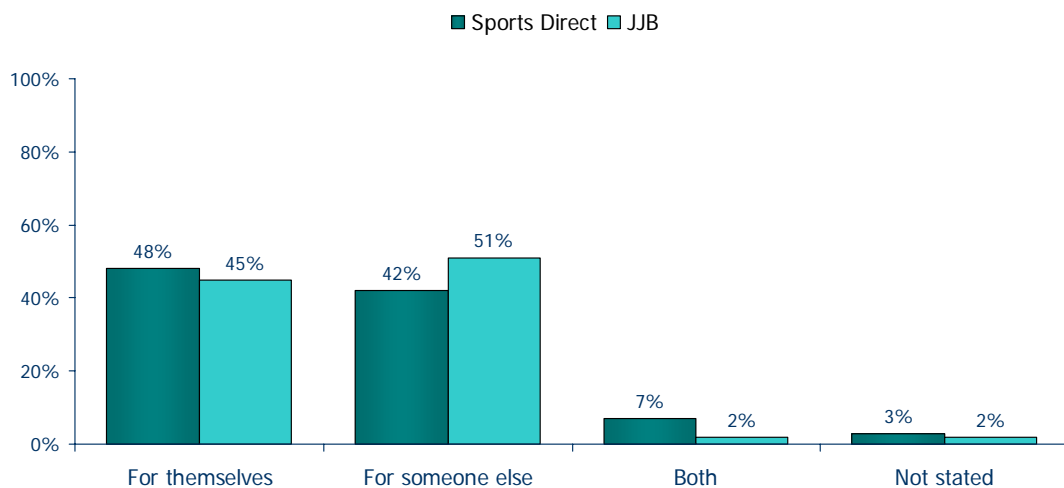
**Figure 6: Q5 – Amount spent on this occasion**



Base: All - Sports Direct (2,303); JJB (640)

33. When asked if they were purchasing for themselves or someone else, there was a relatively even split among Sports Direct customers between those buying for themselves (48%) and those buying for others (42%), with 7% buying for both. A slightly higher proportion of JJB Sports customers (51%) were buying for someone else.

**Figure 7: Q2 – Who purchased for on this occasion**

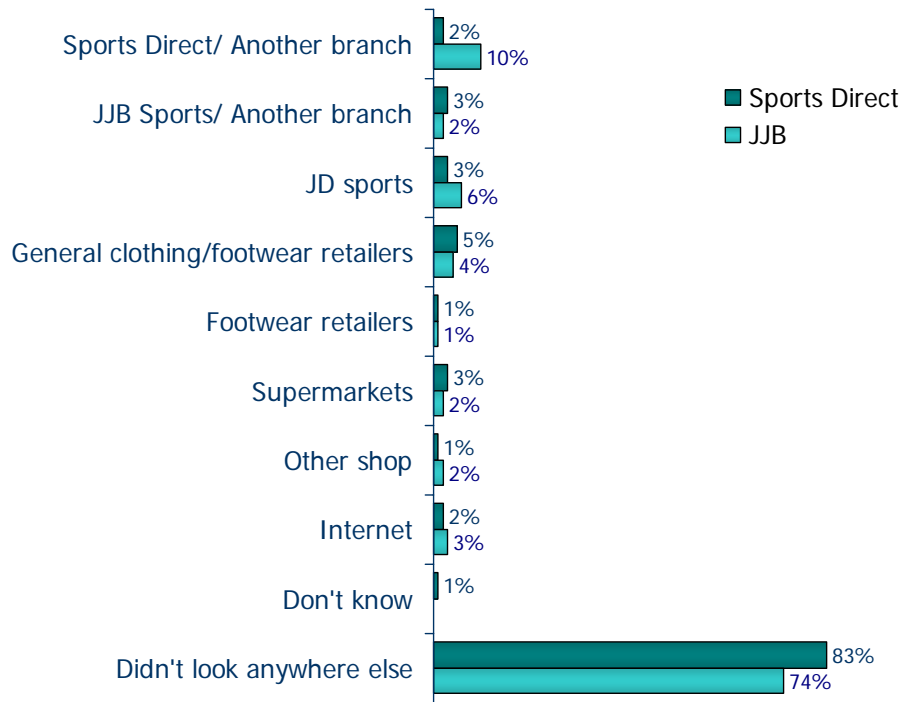


Base: All - Sports Direct (2,303); JJB (640)

34. Customers were asked if they went to any other shops, or searched the Internet, to look for the main item they bought, before deciding to purchase from this particular shop. The majority of Sports Direct customers (83%) said they did not look anywhere else, slightly higher than the corresponding proportion among JJB Sports customers (74%).

35. Among the minority of Sports Direct customers that did look elsewhere, no particular stores stood out strongly with the most common mention being 'general clothing/footwear retailers' (5%). However, those shopping at JJB Sports were most likely to say Sports Direct (10%). For both sets of customers, internet searches were mentioned by only a very small proportion of those interviewed.

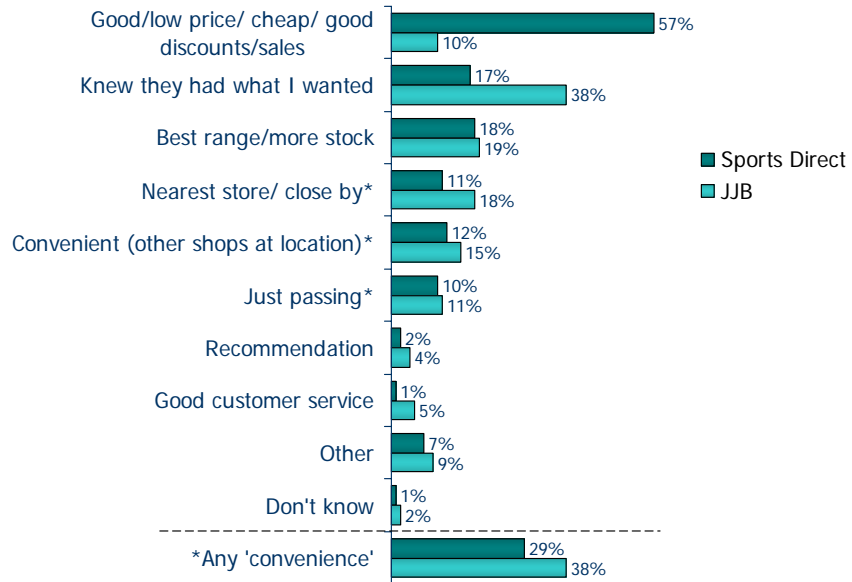
**Figure 8: Q12/Q13 – Other places looked at (for main item) before deciding to buy from this shop**



Base: All - Sports Direct (2,303); JJB (640)

36. By different store types, the proportion that looked elsewhere before making the purchase varied very little by the proximity of the Sports Direct store to a competitor store, however those shopping at out of town Sports Direct stores were less likely to have looked elsewhere (88%, compared with 82% among city centre shoppers).
37. Customers were asked why they decided to purchase from this particular shop rather than somewhere else, with answers recorded spontaneously. By far the highest reason given by Sports Direct customers was price (57%) followed by 'best range/more stock' (18%), and then 'knew they had what I wanted' (17%). By comparison, price was much less of a reason among JJB Sports customers, among whom the most common response was 'knew they had what I wanted' (38%) followed by 'best range/more stock' (19%). Furthermore, a higher proportion of JJB Sports customers gave reasons related to the convenience of the location.

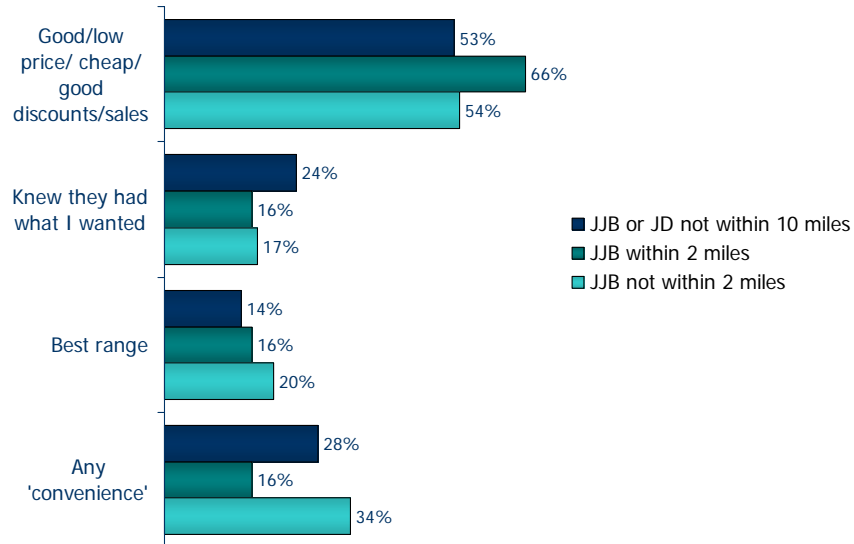
**Figure 9: Q14 – Reasons for purchasing at this shop on this occasion**



Base: All - Sports Direct (2,303); JJB (640)

38. Reasons varied according to the proximity of the store to competitors. Customers shopping at Sports Direct stores with a JJB Sports within 2 miles were more likely to mention price as a factor (66%, compared with 57% overall) and were less likely to mention convenience of location (16%, compared to 29% overall).

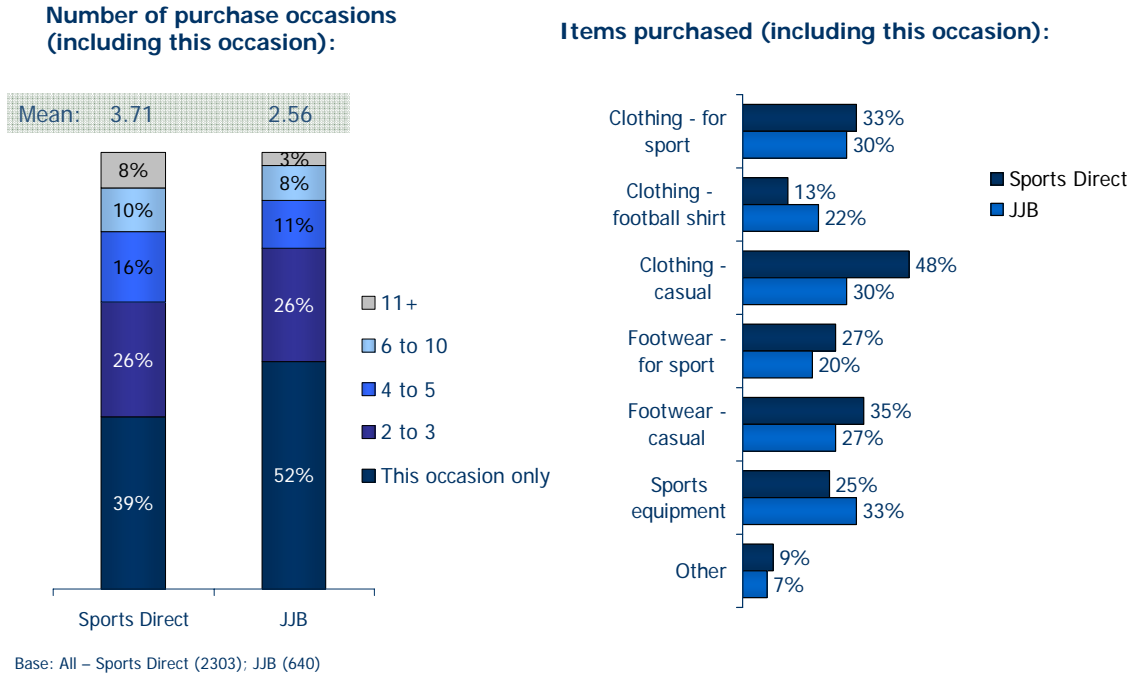
**Figure 10: Q14 – Reasons for purchasing at this shop on this occasion by store situation**



Base: All Sports Direct customers – JJB or JD not within 10 miles (263); Stores with a JJB within 2 miles (250); Stores without a JJB within 2 miles (250)

39. By location, customers shopping at out of town Sports Direct stores were more likely to mention factors relating to the convenience of the location (43%) as reasons, compared with 27% for city centre stores.
40. For 39% of Sports Direct customers this was the only time they had purchased from this shop in the last three months, compared with just over half (52%) for JJB Sports customers. On average, Sports Direct customers had purchased items on 3.7 occasions in the three month period, including the current visit. This compares with 2.6 occasions among those buying from JJB Sports. For both fascias the categories purchased over the three month period reflect the pattern of purchases at the time of interview, with casual clothing being the most common among Sports Direct customers, and sports equipment among JJB Sports customers.

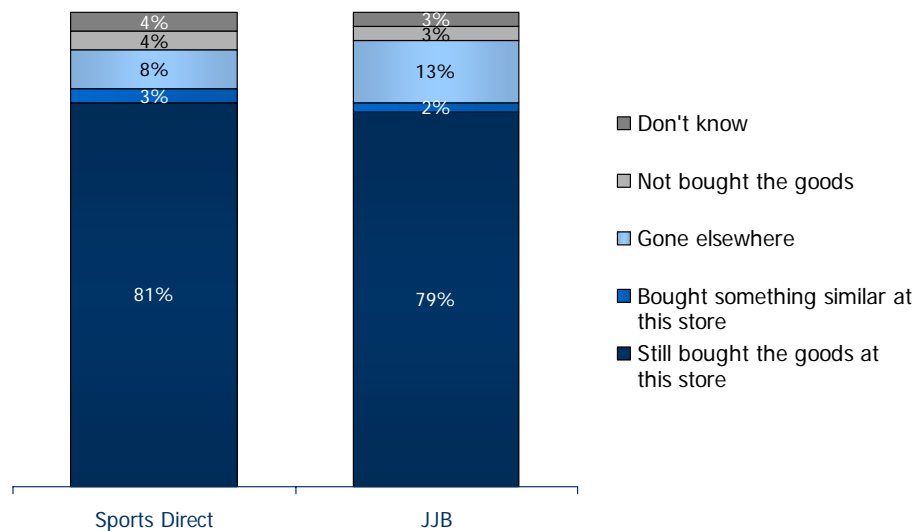
**Figure 11: Q3/Q4 – Occasions/Items purchased in the last three months**



## 6 Price Sensitivity and Behaviour in Absence of Store

41. When asked what they would have done if all the prices in the shop had been 5% higher, about four in five customers at both fascias said they would still have bought the goods at that store. However, a slightly higher proportion of JJB Sports customers (13%) would have gone elsewhere, compared with those shopping at Sports Direct (8%).

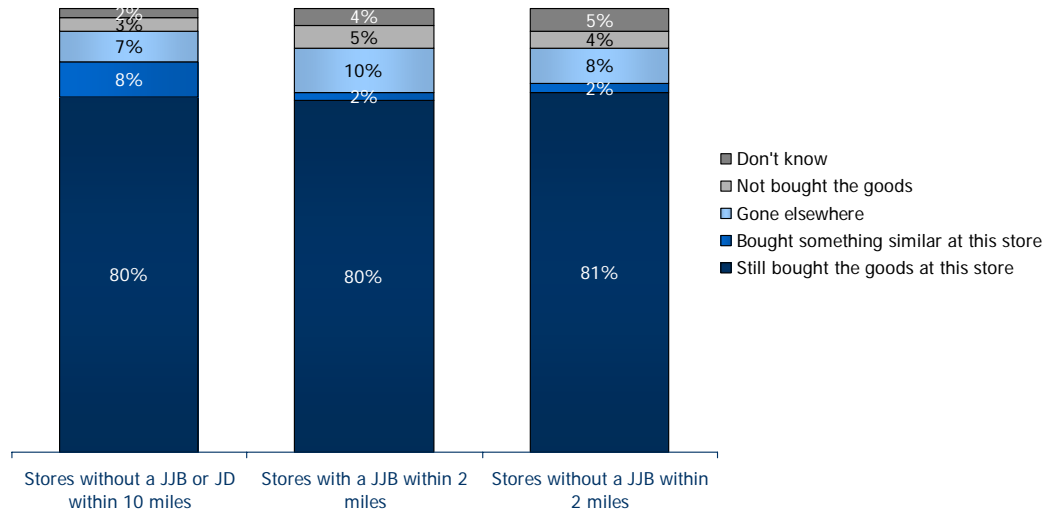
**Figure 12: Q15 – Behaviour if all prices in store increased by 5%**



Base: All those that remember amount paid – Sports Direct (2285); JJB (639)

42. Among different types of Sports Direct stores, there was little difference in claimed behaviour by proximity to a JJB Sports store or whether the customer was shopping at a city centre or out of town store.

**Figure 13: Q15 – Behaviour if all prices in store increased by 5% by store location**

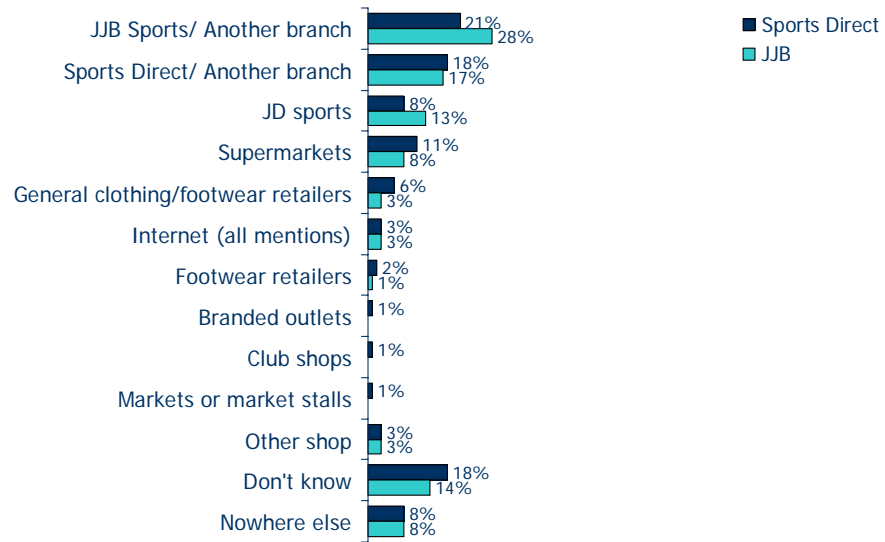


Base: All Sports Direct customers who remembered amount paid – Stores without a JJB or JD within 10 miles (263); Stores with a JJB within 2 miles (529); Stores without a JJB within 2 miles (1493)

43. Customers were also asked where they would have tried to buy the main item they purchased, if they had known (before setting off) that the shop was not there. Some Sports Direct customers would have gone to JJB Sports (21%), and others would have gone to another branch of Sports Direct (18%). JJB Sports customers were more likely to say they would have tried another branch of JJB Sports (28%). Other competitors such as JD were mentioned only occasionally, and very few cited the internet (3%) as an alternative.

**Figure 14: Q9 – Place customer would have tried in absence of store**

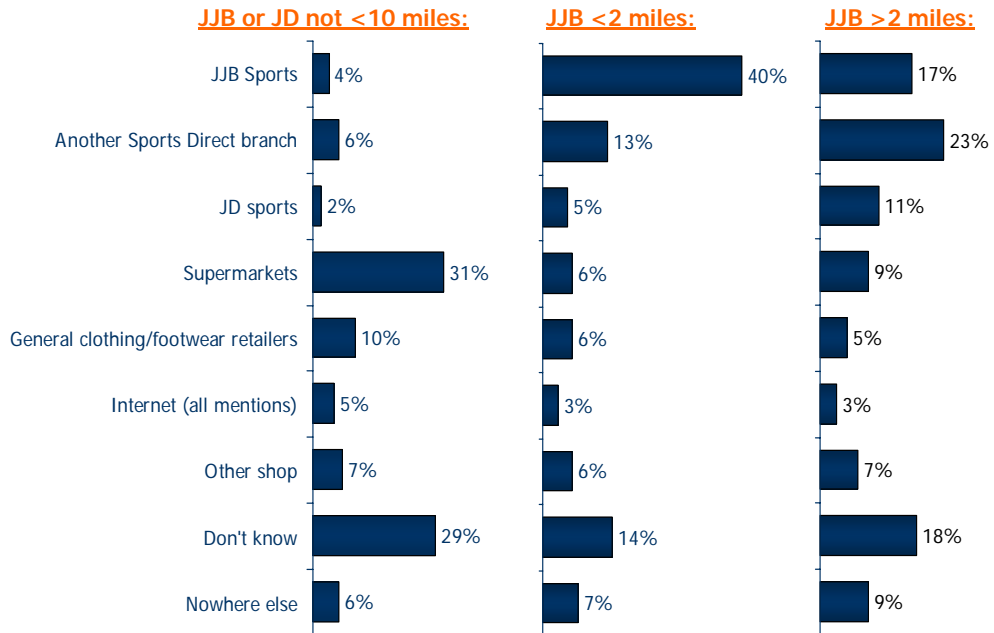
Place customer would have tried instead, if they knew shop was not there:



Base: All – Sports Direct (2303); JJB (640)

44. Looking at the different situation of Sports Direct stores, a much higher proportion of those shopping at Sports Direct stores with a JJB Sports within two miles would have tried JJB Sports (40%). In contrast, a higher proportion of those without a JJB Sports or JD within 10 miles would have tried a supermarket (31%) or were unsure as to where they would have tried.

**Figure 15: Q9 – Place customer would have tried in absence of store by store situation**

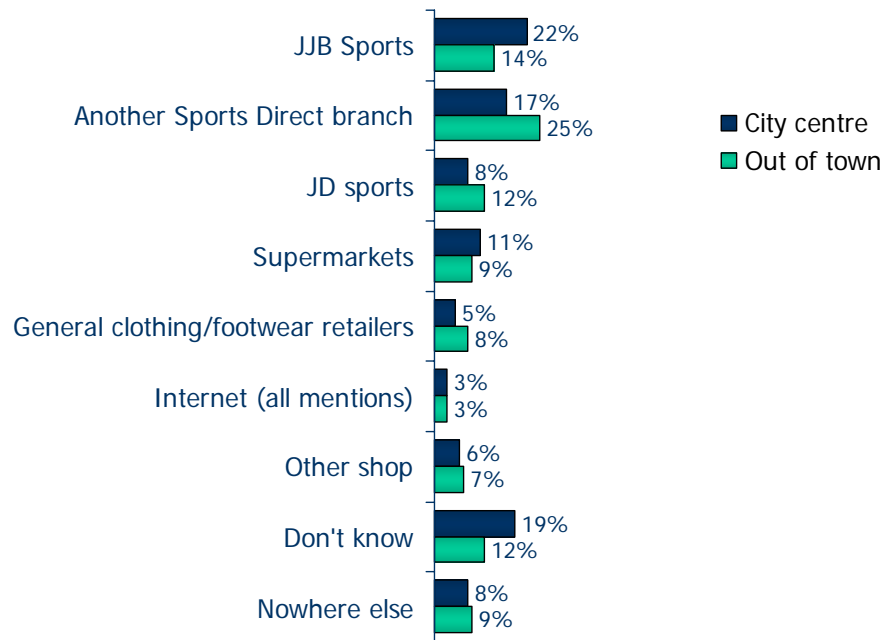


Base: All Sports Direct customers – Stores without a JJB or JD within 10 miles (263); Stores with a JJB within 2 miles (541); Stores without a JJB within 2 miles (1,499)

45. Identification of the alternative store varied slightly depending on the category purchased. In particular, Sports Direct customers buying footwear (main item) were most likely to say they would try another branch of Sports Direct (22%), whereas ‘a supermarket’ was the most common response among those buying sports equipment (19%) at Sports Direct.
  
46. There was no difference in response by level of spend, but a few differences according to the demographic profile of the Sports Direct customer:
  - More under 34 year olds would have tried JJB Sports or JD
  - Fewer over 55 year olds would have tried JD, or were unsure where they would have gone
  - More females would have tried another Sports Direct
  - A higher proportion of ABC1s would have tried a supermarket, whilst more C2DEs would have tried another Sports Direct or JD

47. By store location, those shopping at a Sports Direct located in a city centre were more likely to say they would have tried JJB Sports or be unsure where they would have tried as an alternative. In contrast, those shopping at an out of town store were more likely to have gone to another branch of Sports Direct.

**Figure 16: Q9 – Place customer would have tried in absence of store by store location – Sports Direct Customers**



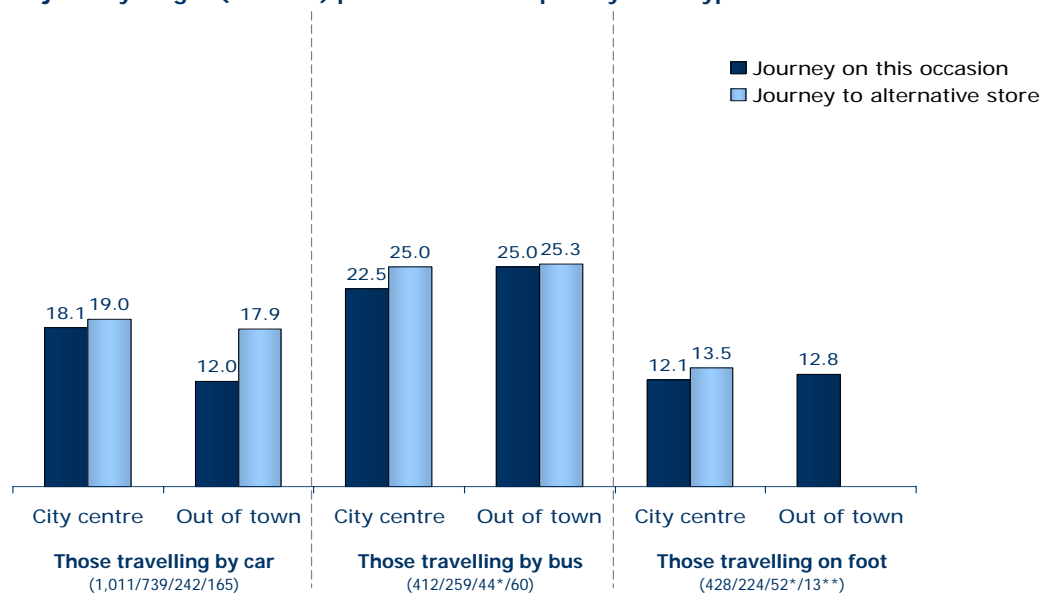
Base: All Sports Direct customers – City centre (1951), Out of town (352)

48. Those who indicated they would have gone to another shop were then asked a series of questions about the location of this alternative, how they would have travelled there and how long it would have taken to make the journey. For two thirds of Sports Direct customers, the alternative shop was located on a high street (68%) and the majority would have travelled to this store from home (85%).

49. Just over half (56%) of Sports Direct customers would have travelled to the alternative shop by car, similar to the proportion that used the car to access the store purchased from on this occasion. On average this journey would have taken 19.6 minutes, only slightly longer than the actual journey made. The greatest difference in time taken to make the alternative journey was amongst those who drove by car to an out of town Sports Direct to make their purchase. Their journey to an alternative store would be somewhat longer (average 18 minutes compared with their actual journey time of 12 minutes).

**Figure 17: Q11c – Journey length to alternative store compared to journey length on this occasion (Sports Direct)**

Mean journey length (minutes) per mode of transport by store type:



Base: All Sports Direct/ \*Small sample size/\*\*Sample size too small to report

50. Among JJB Sports customers, the mode used and time taken for the journey to the alternative store was also similar to the journey they made on the interview occasion. Again, the most affected group would be those who travelled by car to an out of town store, who would need to travel for a further 2 minutes to get to the alternative.



## **APPENDIX –** Questionnaire

**PROJECT:** SPORTS SURVEY

**Job Number:** (1) (2) (3) (4) (5) (6)  

4	3	7	7	8	3
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**Issue Control:** FINAL (MAIN F/W) ISSUE - 11/09/09  
**NAME:** (BLOCK CAPITALS)

**Serial No.:**



 (7-10)

**ADDRESS:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Card No.:** **01** (11/12)

**Interviewer Area Code:**



 (13)

**Interviewer No.:** (14) (15) (16) (17) (18)

**TELEPHONE NUMBER:** \_\_\_\_\_

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 (19) (20) (21)

(22) (23) (24) (25) (26) (27) (28)

**(Office Use Only):**



  
 (29) (30) (31) (32)

**POST CODE:**

**Sample Point:**

**Time Started:** (33) (34) : (35) (36) **7** **Time Finished:** (37) (38) : (39) (40)  
 (42) (43) (44) (45)

**Accompanied:**



 (41)

**Date of interview:**

**OCCUPATION OF CHIEF INCOME EARNER**

Qa Which member of your household, would you say is the CHIEF INCOME EARNER? (Refer to definition below)\*  
 Self:  Spouse/Partner  Other adult (specify)  .....

**Accompanied:**  
 Circle Code above 41

Is the CHIEF INCOME EARNER:

- Qb Working (either full or part time) ..... 1  
 Retired/not working with PRIVATE PENSION/MEANS ..... 2 ASK Qc  
 Unemployed less than 6 months ..... 3  
 Unemployed more than 6 months ..... 4  
 Retired with STATE BENEFIT/PENSION ONLY ..... 5 CODE SOCIAL GRADE AS 'E'  
 Not working with STATE BENEFIT ONLY ..... 6  
 Student ..... 7 CODE SOCIAL GRADE AS 'C1'

**Initials of Supervisor:**  
 \_\_\_\_\_

Qc OCCUPATION OF CHIEF INCOME EARNER

Job title .....  
 Job description .....  
 Industry ..... Size of Company .....  
 Qualifications .....  
 If manager/supervisor/self-employed - No of people responsible for .....

**CLASSIFICATION DETAILS**

**SEX:** Male-----1 (46)  
 Female -----2

**CLASS:** AB -----1 (50)  
 C1 2  
 C2 3  
 DE 4

**STORE LOCATION:**

**AGE:** Write in exact age:  





 (47-48)

**WORKING STATUS:** (51)  
 Full-time (30+ hours a week) ----- 1  
 Part-time (8-29 hours a week)----- 2  
 Not working (less than 8 hours a week) ----- 3  
 Student ----- 4

WRITE IN NAME:

WRITE IN SHIFT NUMBER:

(52-54)

(49)  
 Under 16----- 1 **CLOSE**  
 16 - 24----- 2  
 25 - 34----- 3  
 35 - 44----- 4 **Continue**  
 45 - 54----- 5  
 55 - 64----- 6  
 65+ ----- 7

**CE EMAIL ADDRESS REQUESTED:**

Yes 1 (55)  
 No 2

I declare that I have carried out this interview with the above named person in full, face-to-face in accordance with the job instructions, interviewers' manual, my training and The Market Research Society Code of Conduct.

**INTERVIEWER NAME: (PRINT BELOW) SIGN BELOW:**

**DATE:**

\* The Chief Income Earning can be of either sex, with no preference to either and is the person with the largest income, whether from employment, pensions, state benefits, etc. If two or more related people in the household have equal income, enter the person who is oldest. Social grading of unrelated people living in the same household will be based on their own individual occupations. Widows receiving maintenance, with no higher occupations, will be graded on their husband's occupation. Couples living as married/co-habitants are treated as married and therefore related for classification purposes. (Source: MRS Occupation Groupings, Autumn 2004)

Q.No.		Code	Route																											
	<p><b>INTRODUCTION:</b> Good morning/afternoon/evening. My name is ..... from GfK NOP, an independent market research company. We are currently conducting a short survey for the Government about sports and leisure retail. Could you spare a few minutes to answer some questions?</p> <p><b>REASSURANCES, ONLY READ OUT IF NECESSARY:</b></p> <ul style="list-style-type: none"> <li>▪ Interview will take about 5 minutes or so, depending on your answers</li> <li>▪ All your answers will be treated in strict confidence according to the Market Research Society Code of Conduct</li> <li>▪ Everything you say is confidential and any responses will not be attributed to you</li> <li>▪ There will be no attempt to sell you anything, either during or as a result of this survey</li> <li>▪ This research is being used as part of a government inquiry, and your views are important to help with this inquiry</li> <li>▪ This is genuine market research being carried out on behalf of a government department</li> </ul>																													
S.1.	Can I just check, have you just bought something in this shop today?	(156)																												
	Yes	1	<b>Continue.</b>																											
	No	2	<b>CLOSE.</b>																											
S.2.	Do you, or any members of your family work in any of the following industries? <b>READ OUT:</b>	(157)																												
	Banking	1	<b>Continue.</b>																											
	Journalism	2																												
	Market Research	3	<b>CLOSE.</b>																											
	Sports manufacturing	4																												
	Sports retailing	5																												
	None of these	6	<b>Continue.</b>																											
Q.1a	<b>SHOW CARD A</b> What did you buy in this shop today? <b>PROBE FULLY, CODE ALL THAT APPLY.</b>																													
Q.1b	<b>SHOW CARD A</b> What did you spend the most money on? <b>SINGLE CODE ONLY</b>																													
		<table border="1"> <thead> <tr> <th></th> <th>Q.1a Bought Today</th> <th>Q.1b Main Item</th> </tr> </thead> <tbody> <tr> <td></td> <td style="text-align: center;">(158)</td> <td style="text-align: center;">(159)</td> </tr> <tr> <td style="text-align: right;">Clothing - for taking part in sport</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> </tr> <tr> <td style="text-align: right;">Clothing - football shirt</td> <td style="text-align: center;">2</td> <td style="text-align: center;">2</td> </tr> <tr> <td style="text-align: right;">Clothing - casual</td> <td style="text-align: center;">3</td> <td style="text-align: center;">3</td> </tr> <tr> <td style="text-align: right;">Footwear - for taking part in sport</td> <td style="text-align: center;">4</td> <td style="text-align: center;">4</td> </tr> <tr> <td style="text-align: right;">Footwear - casual</td> <td style="text-align: center;">5</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: right;">Sports equipment</td> <td style="text-align: center;">6</td> <td style="text-align: center;">6</td> </tr> <tr> <td style="text-align: right;">Other (write in &amp; ring)</td> <td style="text-align: center;">7</td> <td style="text-align: center;">7</td> </tr> </tbody> </table>		Q.1a Bought Today	Q.1b Main Item		(158)	(159)	Clothing - for taking part in sport	1	1	Clothing - football shirt	2	2	Clothing - casual	3	3	Footwear - for taking part in sport	4	4	Footwear - casual	5	5	Sports equipment	6	6	Other (write in & ring)	7	7	(158-159)
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Footwear - casual	5	5																												
Sports equipment	6	6																												
Other (write in & ring)	7	7																												
	-----	7	7																											
			<b>Q.2.</b>																											
Q.2.	Thinking about all your purchases in this shop today, were you buying for yourself, someone else or both? <b>SINGLE CODE ONLY</b>	(160)																												
	Self	1																												
	Someone else	2																												
	Both	3	<b>Q.3.</b>																											

Q.No.		Code	Route
Q.3.	How many <u>other</u> times have you purchased items at this particular shop in the last three months?  <p style="text-align: right;"><b>WRITE IN NUMBER:</b> <input type="text"/> <input type="text"/></p>	(161-162)	<b>SEE BELOW</b>
Q.4.	<p><b>ASK Q.4 IF SHOPPED BEFORE IN STORE IN LAST 3 MONTHS (NOT ZERO AT Q.3). OTHERS GO TO Q.5.</b></p> <p><b>SHOW CARD A</b> What goods have you bought in this shop on previous occasions in the last three months? <b>PROBE FULLY, CODE ALL THAT APPLY.</b></p> <p style="text-align: right;">           Clothing - for taking part in sport      1            Clothing - football shirt                      2            Clothing - casual                                      3            Footwear - for taking part in sport          4            Footwear - casual                                      5            Sports equipment                                      6            Other (write in &amp; ring)                              7            -----         </p>	(163)	<b>Q.5.</b>
Q.5.	<p><b>ASK ALL</b></p> <p>How much did you spend in this shop today, to the nearest pound? <b>INTERVIEWER: ROUND UP OR DOWN TO NEAREST POUND.</b></p> <p style="text-align: right;">£ <input type="text"/> <input type="text"/> <input type="text"/></p>	(164-166)	<b>Q.6.</b>
Q.6.	<p>Had you planned to visit this shop today before you started your journey, or did you decide to visit the shop on the spur of the moment?</p> <p style="text-align: right;">           Planned    1            Spur of the moment                              2            Don't know    3         </p>	(167)	<b>Q.7.</b>
Q.7.	<p>Did you travel here from your home, work or somewhere else?</p> <p style="text-align: right;">           Home    1            Work    2            Somewhere else                                      3         </p>	(168)	<b>Q.8a</b>
Q.8a	<p>How did you travel to this shop today?</p> <p style="text-align: right;">           Car    1            Bus    2            Train    3            Bicycle    4            Tram    5            Taxi    6            Walked    7            Other    8         </p>	(169)	<b>Q.8b</b>
Q.8b	<p>How long did it take you to travel to this shop?</p> <p style="text-align: right;"><b>WRITE IN NUMBER OF MINUTES:</b> <input type="text"/> <input type="text"/></p>	(170-171)	<b>Q.9.</b>

Q.No.		Code	Route
Q.9.	<p>If you knew before you left home/work/other location (as Q.7) today that this particular shop was not here, where would you have tried to buy the clothing/footwear/sports equipment (<b>MAIN ITEM AT Q.1a/b</b>) from instead? <b>DO NOT READ OUT.</b></p> <p><b>SINGLE CODE ONLY.</b></p> <p style="text-align: right;">Sports Direct/Another branch of Sports Direct 1</p> <p style="text-align: right;">JJB Sports/Another branch of JJB Sports 2</p> <p style="text-align: right;">JD Sports 3</p> <p style="text-align: right;">General Clothing and clothing/footwear retailers (e.g. Marks &amp; Spencer, Debenhams, TK Maxx, Primark, Next etc) 4</p> <p style="text-align: right;">Footwear retailers (e.g. Clarks, Brantano, Schuh, Barratts, etc) 5</p> <p style="text-align: right;">Branded outlets (e.g. Nike, Adidas, etc) 6</p> <p style="text-align: right;">Club Shops (e.g. Football, Rugby, Tennis, fitness club) 7</p> <p style="text-align: right;">Catalogue showrooms 8</p> <p style="text-align: right;">Catalogues 9</p> <p style="text-align: right;">Markets or market stalls 0</p> <p style="text-align: right;">Supermarkets (e.g. Tesco, Asda, Sainsburys, etc) X</p> <p style="text-align: right;">Other shop (write in) ----- V</p> <p style="text-align: right;">----- (173)</p> <p style="text-align: right;">Used the internet - general mention 1</p> <p style="text-align: right;">Used the internet - specific company (write in &amp; ring) ----- 2</p> <p style="text-align: right;">----- Don't know/not sure 3</p> <p style="text-align: right;">Would <u>not</u> have gone anywhere else 4</p>		
	<b>ASK Q.10 IF ANOTHER STORE MENTIONED(Code 1-8, X or V at Q.9). REST GO TO Q.12.</b>		
Q.10.	<p>And is that shop based on the high street or an out of town location?</p> <p style="text-align: right;">High Street 1</p> <p style="text-align: right;">Out of Town 2</p> <p style="text-align: right;">Don't know 3</p>	(174)	<b>Q.11a</b>
Q.11a	<p>Would you have travelled there from your home, work or somewhere else?</p> <p style="text-align: right;">Home 1</p> <p style="text-align: right;">Work 2</p> <p style="text-align: right;">Somewhere else 3</p>	(175)	<b>Q.11b</b>
Q.11b	<p>How would you have travelled to this shop?</p> <p style="text-align: right;">Car 1</p> <p style="text-align: right;">Bus 2</p> <p style="text-align: right;">Train 3</p> <p style="text-align: right;">Bicycle 4</p> <p style="text-align: right;">Tram 5</p> <p style="text-align: right;">Taxi 6</p> <p style="text-align: right;">Walked 7</p> <p style="text-align: right;">Other 8</p>	(176)	<b>Q.11c</b>
Q.11c	<p>How long would it have taken you to get there?</p> <p style="text-align: right;"><b>WRITE IN NUMBER OF MINUTES:</b> <input type="text"/> <input type="text"/></p>	(177-178)	<b>Q.12a</b>

Q.No.		Code	Route
Q.12.	<b>ASK ALL</b> Did you go to any other shops today, or search the internet, to look for the clothing/ footwear/sports equipment ( <b>MAIN ITEM AT Q.1a/b</b> ) you bought before deciding to buy from this particular shop?  <div style="text-align: right;">             Yes 1              -----              No 2           </div>	(213)	<b>Q.13.</b> <hr style="border-top: 1px dashed black;"/> <b>Q.14.</b>
Q.13.	<b>Where else did you look? DO NOT READ OUT. PROMPT: Where else? CODE ALL THAT APPLY.</b>  <div style="text-align: right;">             Sports Direct/Another branch of Sports Direct 1              JJB Sports/Another branch of JJB Sports 2              JD Sports 3              General Clothing and clothing/footwear retailers (e.g. Marks &amp; Spencer, Debenhams, TK Maxx, Primark, Next etc) 4              Footwear retailers (e.g. Clarks, Brantano, Schuh, Barratts, etc) 5              Branded outlets (e.g. Nike, Adidas, etc) 6              Club Shops (e.g. Football, Rugby, Tennis, fitness club) 7              Catalogue showrooms 8              Catalogues 9              Markets or market stalls 0              Supermarkets (e.g. Tesco, Asda, Sainsburys, etc) X              Other shop (write in &amp; ring) V              -----              Used the internet - general mention 1              Used the internet - specific company (write in &amp; ring) 2              -----              Don't know/not sure 3              Would <u>not</u> have gone anywhere else 4           </div>	(214)	<b>Q.14.</b>
Q.14.	<b>ASK ALL</b> Why did you choose to buy at this particular shop today rather than somewhere else? <b>DO NOT READ OUT. PROMPT: Why else? CODE ALL THAT APPLY.</b>  <div style="text-align: right;">             Nearest store/close by 1              Convenient as other shops in location 2              Just passing the shop 3              Good customer service 4              Knew they had what I was looking for 5              Best range/more stock 6              Good/low price/cheap/good discounts/sales 7              Recommended by someone else 8              Other (write in &amp; ring) 9              -----              Don't know/not sure 0           </div>	(216)	<b>Q.15.</b>

Q.No.		Code	Route
Q.15.	<p><b>INTERVIEWER: CHECK BACK TO AMOUNT SPENT AT Q.5.</b></p> <p><b>SHOW CARD B</b> If all the prices in this shop had been 5% higher, what would you have done? <b>CHECK GRID:</b> This means you would have paid ..... <b>(READ OUT AMOUNT FROM GRID)</b> for the items you bought rather than ... <b>(READ OUT AMOUNT AT Q.5).</b></p> <p style="text-align: right;">Still bought the goods at this store 1</p> <p style="text-align: right;">Bought something similar at this store 2</p> <p style="text-align: right;">Gone elsewhere to buy 3</p> <p style="text-align: right;">Not bought the goods 4</p> <p style="text-align: right;">Don't know 5</p>	(217)	

**GO TO CLASSIFICATION ON FRONT PAGE -  
THANK RESPONDENT, OFFER THE EMAIL ADRESSS FOR CONTACTING THE COMPETITION COMMISSION  
ABOUT THIS INQUIRY AND CLOSE.**

**PLEASE ENSURE THAT LOCATION AND SHIFT NUMBER ARE FILLED ON THE FRONT PAGE.**