**Sports - Market Scan**

**PROFILE**

* Gender (F.50% - M.50%)
* Age Group - Quotas Based on population
* Profession (screen outs)

1. Below you can see some athletic products. We would like to tell us, which of those products have you purchased during the last year.

| **Shoes** | **Bought - Yes** | **Bought - No** |
| --- | --- | --- |
| Lifestyle |  |  |
| Running | x |  |
| Football / Basketball/ Tennis |  |  |
| Gym & Training |  |  |

|  | **Bought - Yes** | **Bought - No** |
| --- | --- | --- |
| Athletic Shoes |  |  |
| Athletic Clothing | x |  |
| None of the above | Would you please tell why? | |

1. And more specifically, which of the following types, have you purchased?

| **Clothing** | **Bought - Yes** | **Bought - No** |
| --- | --- | --- |
| Tops & T-Shirts |  |  |
| Polos | x |  |
| Hoodies & Sweatshirts |  |  |
| Trousers & Tights |  |  |
| Shorts |  |  |
| Accessories & Equipment |  |  |
| Bags & Backpacks |  |  |

1. Below you can see some statements about **sports & lifestyle**. We would like to tell us to what extent does each of them fit with you.
2. Please tell us, which of following sports have you done during the last year. (yes - no)

|  | **Doesn’t fit at all** |  |  |  | **Fits completely** |
| --- | --- | --- | --- | --- | --- |
| **Sports & Health** |  |  |  |  |  |
| Sports form me, is a way of life. |  |  |  |  |  |
| I like training several times per week and always be in a good form |  |  |  |  |  |
| I follow a healthy lifestyle (I take care my diet, I often do sports). |  |  |  |  |  |
| I like to buy expensive brands |  |  |  |  |  |
| I want to buy whatever is new in the market |  |  |  |  |  |
| The more I buy, the more I want |  |  |  |  |  |
| Visit a sports store is something I do for myself. It is a pleasure |  |  |  |  |  |
| I usually buy athletic products that are on offer regardless of the brand |  |  |  |  |  |

* Walking
* Running
* Gym
* Football / Basketball / Volley
* Tennis
* Other sports (please specify)

1. An how often?

* Walking (1.several times per week, 2. two-three times per week, 3.Once per week, 4.Once per 15 days, 5.Once per month, 6.Very Rare)
* Running (1.several times per week, 2. two-three times per week, 3.Once per week, 4.Once per 15 days, 5.Once per month, 6.Very Rare)
* Gym (1.several times per week, 2. two-three times per week, 3.Once per week, 4.Once per 15 days, 5.Once per month, 6.Very Rare)
* Football / Basketball / Volley (1.several times per week, 2. two-three times per week, 3.Once per week, 4.Once per 15 days, 5.Once per month, 6.Very Rare)
* Tennis (1.several times per week, 2. two-three times per week, 3.Once per week, 4.Once per 15 days, 5.Once per month, 6.Very Rare)
* Other sports (please specify) (1.several times per week, 2. two-three times per week, 3.Once per week, 4.Once per 15 days, 5.Once per month, 6.Very Rare)

1. Now, let’s talk about the shoes that you have purchased during the last year. Did you buy them from…

* A physical Store
* An online Store
* Both

**DEEP DIVE (Shoes - online)**

1. How often did you buy athletic shoes from an **Online** **Store** during the last year?

* Every week
* Every 15 days
* Every month
* Every two months
* Every three months
* Twice per year
* Once per year

1. **How many items did you buy each time (on average)?**

* **\_\_\_\_\_\_\_**

1. **How much did you pay for each item?**

* **\_\_\_\_\_\_\_**

**DEEP DIVE (Shoes - Physical)**

1. How often did you buy athletic shoes from a **Physical Store** during the last year?

* Every week
* Every 15 days
* Every month
* Every two months
* Every three months
* Twice per year
* Once per year

1. **How many items did you buy each time (on average)?**

* **\_\_\_\_\_\_\_**

1. **How much did you pay for each item?**

* **\_\_\_\_\_\_\_**

**BRANDS**

1. Now, please check all the brand that you bought during the last year? You can choose more than one.

* List of brands

1. What is your main brand **today**? You can choose only one

* List of brands

1. What was your main **one year ago**? You can choose only one

* List of brands

**Drivers for Buying**

1. Think now the last time you bought athletic shoes. How **important** were the following **criteria** for you in order to **choose a specific brand**? If you had 10 points how would you share them in the following criteria depending on how important each one is for you. (10points scale - sum of columns should equal to 10).

* Price
* Design
* Image of the brand
* For multiple sports (running, training, gym etc)
* Good material
* Recommendation by athletes
* Advertising
* Availability
* Others like it
* Habit

**MEDIA**

1. From where are you look for information regarding athletic shoes?

* TV
* Magazines
* Internet - Google
* Social Media
* Brand Websites
* Physical Stores
* Online Stores
* Athletes
* Other (please specify)

**Demographics**

1. **Height**

* less than 1.50
* 1.51-1.60
* 1.61-1.70
* 1.71-1.80
* 1.81-1.90
* 1.90-2.00
* 2.00+

1. **Status**

* Single
* Married
* Divorced
* Living together
* Widow
* Don’t answer

1. **Kids**

* Yes
* No

1. **Region**

-  Attica

-  Thessaloniki

-  Central Greece

-  Peloponnesus

-  Thessaly

-  Epirus

-  Macedonia (not The/ki)

-  Thrace

-  Crete

-  Aegean Islands

-  Ionian Islands