

## Sport & Leisure Research May 2005

Although the UK has some of the longest working hours in Europe, Britons also know how to play hard...

Between 1994 and 2003, household expenditure on recreation and culture rose by 66.6%<sup>1</sup>

The average household spends £56 a week on recreation and culture<sup>2</sup>

39,902 overseas holidays are taken by Brits every year<sup>3</sup>

The average household spends £3.70 a week on gambling and betting<sup>4</sup>

Attendance at football league matches has been increasing since 1994<sup>5</sup>

1-4: Source: National Statistics

5: Source: [www.stats.football365.co.uk](http://www.stats.football365.co.uk)

Here at DJS Research we have also seen an increase in the amount of sport and leisure related projects we conduct. Our experience falls into 3 main sectors:

- Gambling
- Tourism
- Sport

### **Gambling**

We have conducted extensive research into the online gambling industry. This has included branding, customer retention, customer loyalty and research with affiliates.

One of our clients in this sector said:

*"What a wonderful service! Approachable, professional, knowledgeable and enthusiastic. Quick turn-around time on projects, and excellent quality of results. DJS comes highly recommended!"*

### **Tourism**

Whilst at HI Europe, Ali Sims, one of our Directors gained extensive experience in the tourism sector, more specifically, package holidays. Projects included:

- On site interviews with holiday makers about their accommodation, food etc

- On site interviews and groups with children attending Children's Clubs and their parents
- Interviews with parents to shape family focused propositions such as Superfamily (Thomson) and Family First (Airtours)
- Research into the pricing of holidays
- Research into the concept of budget holidays

The research included a mix of on site and off site qualitative research (groups, depths, triads) and quantitative research.

### **Sports**

For the National Association for Sports Development (NASD) we have conducted a number of user and non-user surveys to help them understand their audience. They said...

*"DJS responded to our query promptly and comprehensively. Danny dealt with us personally and was careful to ensure he fully understood our requirements. The work was completed to time and to a high standard and the research report was clear and succinct"*

We have also undertaken work for Glossop Rugby Union Football Club. Mick Owen - Head of Coaching at Glossop said...

*"Working with Danny was a joy from start to finish. He took care to make sure that the consultation asked the questions we needed to ask; was energetic and enthusiastic throughout the process; didn't make a single promise that he couldn't keep and delivered the feedback, which was quite challenging for some of us, in a sensitive but professional way"*

So if you work in the leisure or sports industry and have a specific project in mind or are just toying with an idea, we would love to hear from you – either fill out the form on our website by clicking here: **Contact Us** or contact Danny Sims for sports related research or Danny or Ali for leisure on 01663-732721.

If you require any further general information about the topic of Market Research, as well as <http://www.djsresearch.com/> you may also want to try...

<http://www.marketresearchworld.net/> - a useful market research resource.