

**PADDYPOWER.**

**Betting Shop Exit Survey Analysis**

**April 2013**

## Introduction

The research commissioned by Paddy Power sought to establish whether customers visited a Paddy Power shop as part of a pre-existing visit to the shopping parade, or as a stand-alone trip. In particular the questionnaire for customers sought to establish the main purpose of their shopping trip.

## Survey Methodology

New surveys were commissioned for each of the locations below. These centres were chosen as they represent an inner London, outer London and northern town.

**Exit survey:** An exit survey of c. 100 respondents was undertaken with Paddy Power customers at each site.

The survey work was undertaken by Independent Market Research Company, RMG Clarity, during April 2013.

**Example 1: Redditch, Midlands**

**Example 2: Kilburn, London**

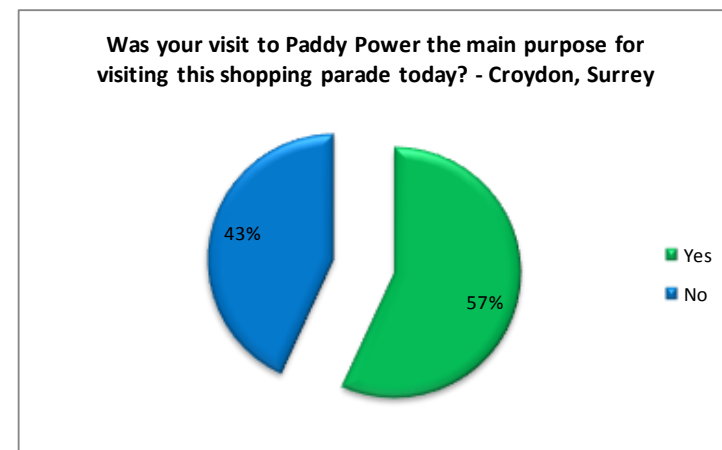
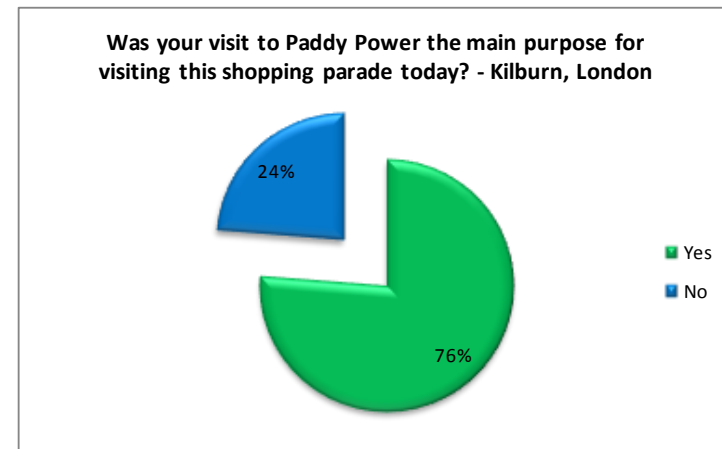
**Example 3: Croydon, Surrey**

## Main Purpose of Visit

It is clear that, in all three locations (76% Kilburn, 65% Redditch and 57% Croydon), the customers' main purpose for visiting the shopping parade was to visit Paddy Power. This was the principal reason for undertaking a shopping trip.

As such, two thirds of customers would not have visited the parade at this time if Paddy Power (or another betting shop) were not located here. Without the presence of Paddy Power, respondents may have chosen another location for their purchases.

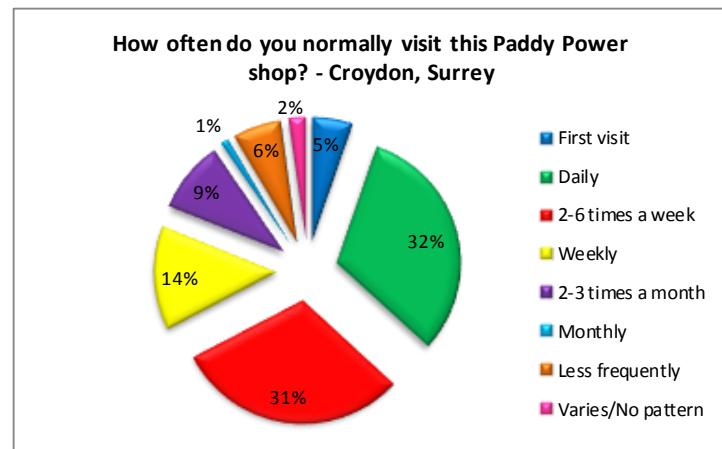
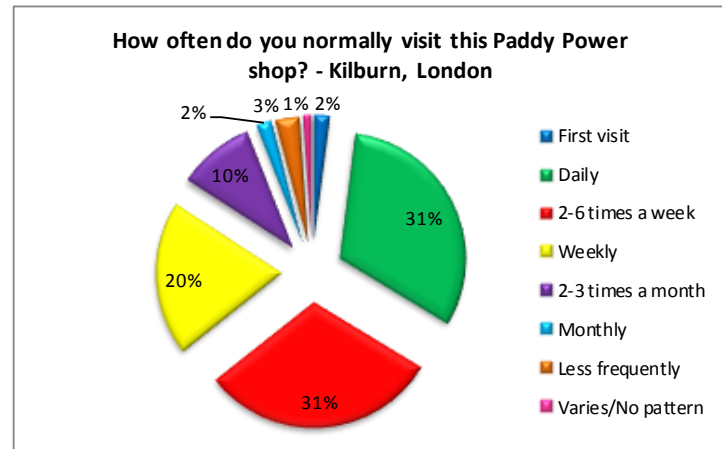
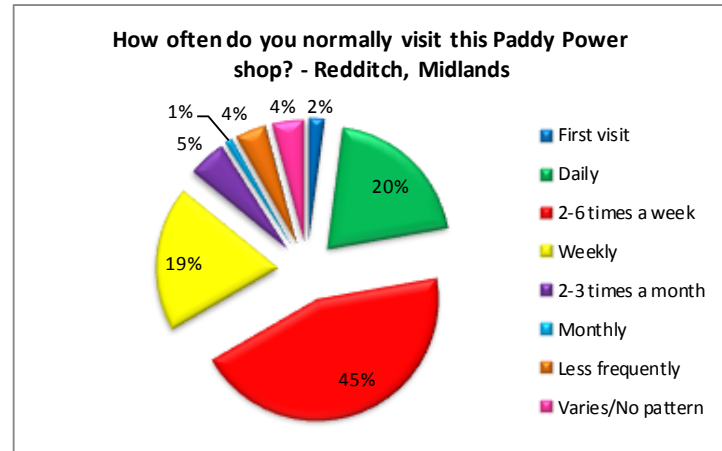
For the one third of customers whose main purpose of visiting the shopping parade was not to visit Paddy Power, the majority of respondents either went shopping or visited cafes/restaurants/bars as their principal motivation for a shopping trip and then combined it with going to Paddy Power.



## Frequency

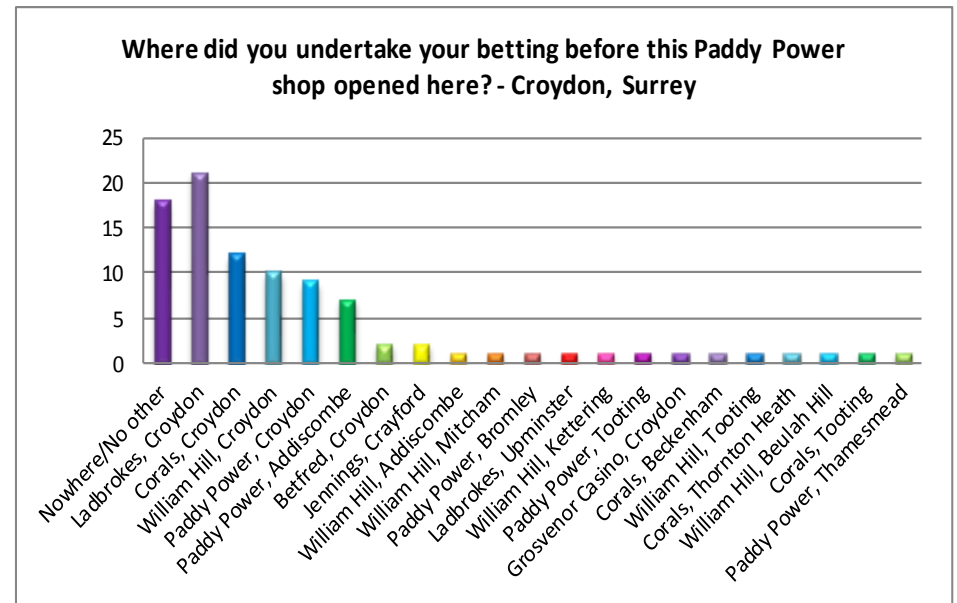
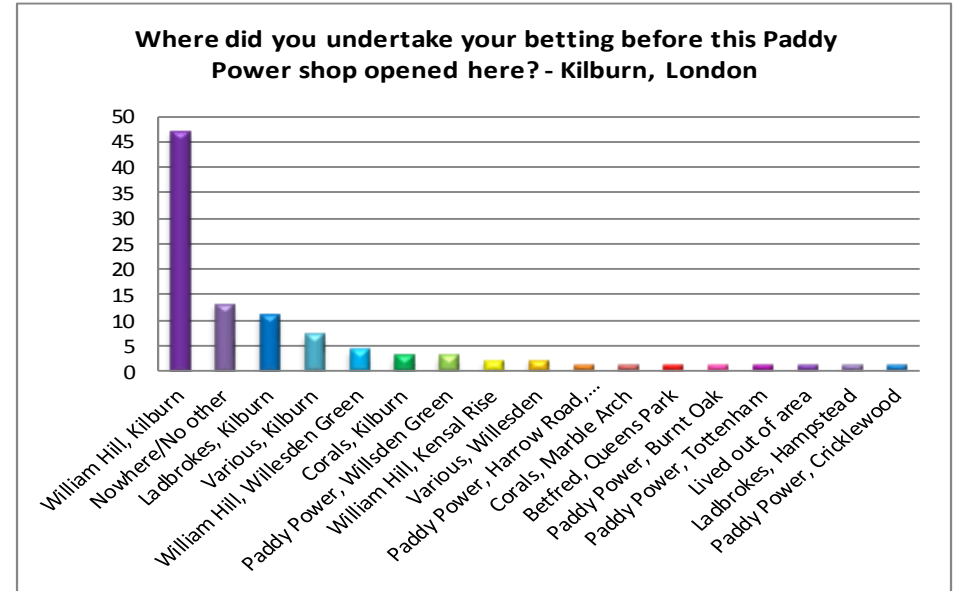
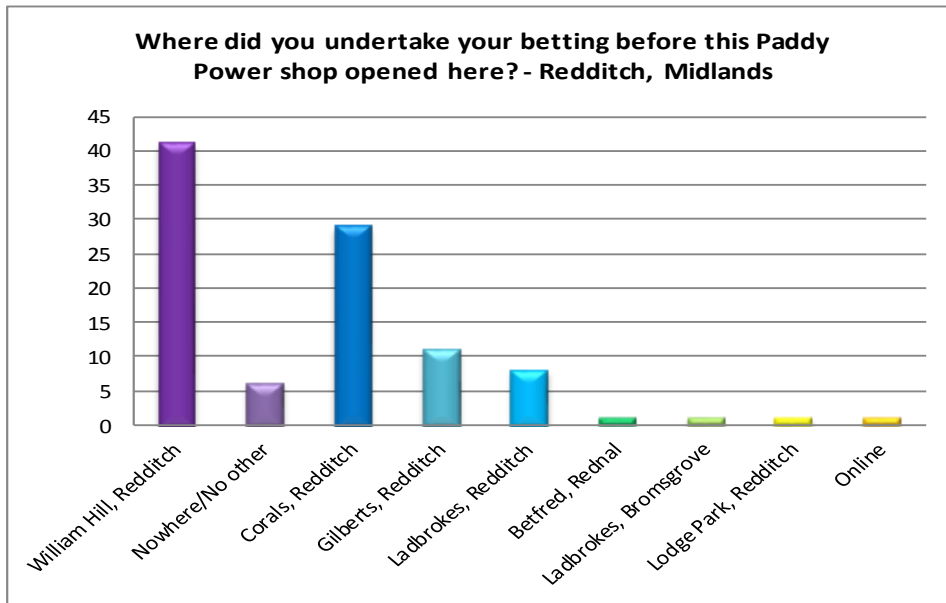
In terms of the frequency of trips to Paddy Power, 20% of the customers in Redditch, 31% of the customers in Kilburn and 32% of the customers in Croydon said that they visited that Paddy Power shop daily. Furthermore, 45% of the customers in Redditch, 31% of the customers in Kilburn and 31% of the customers in Croydon visited the Paddy Power shop 2-6 times a week.

This demonstrates regular and frequent visits that increase shopping parade footfall.



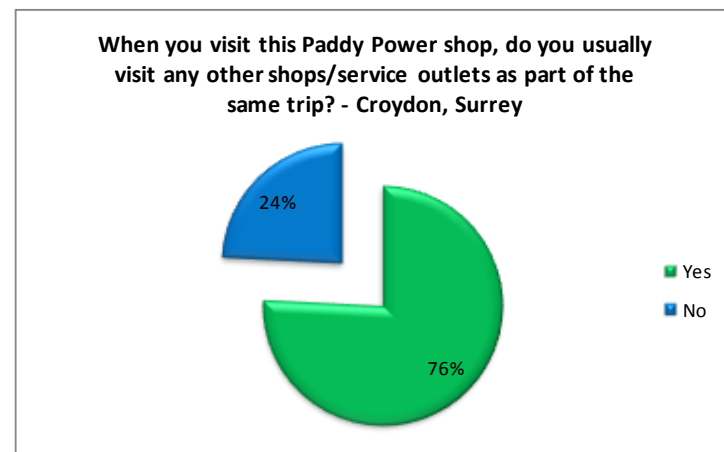
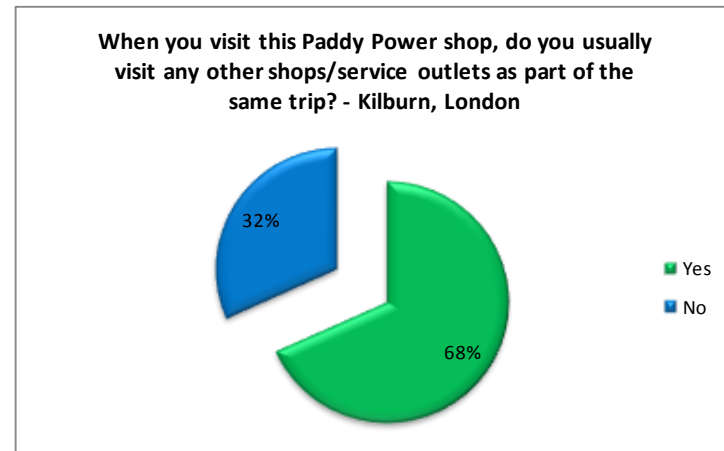
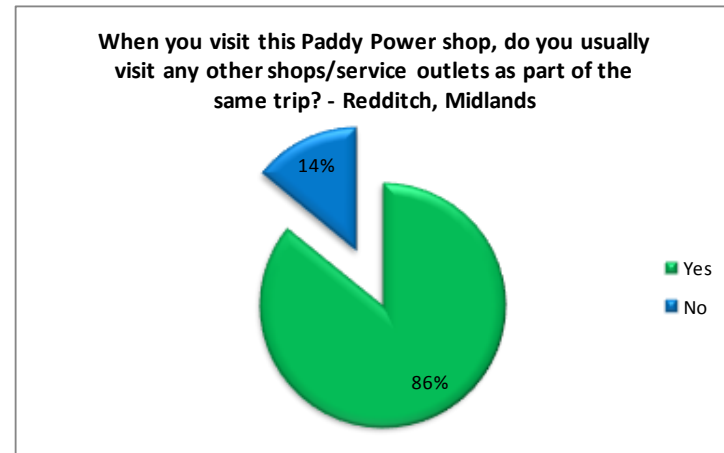
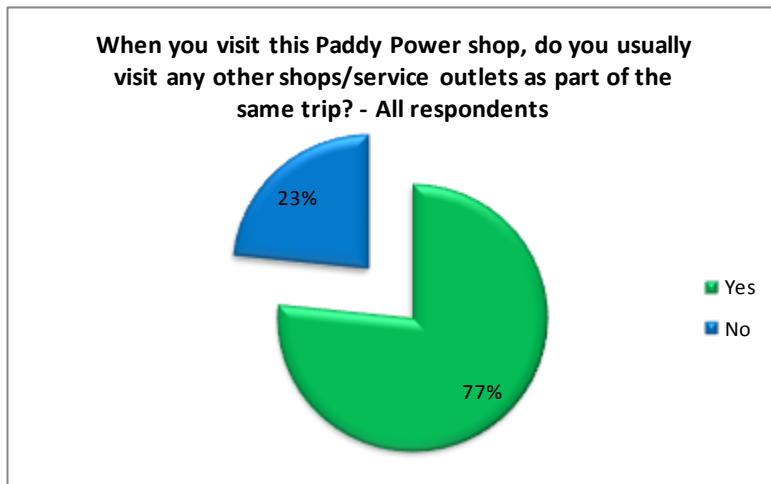
## Previous Spending

Most customers previously visited William Hill and Ladbrokes at shops nearby prior to the Paddy Power shop opening.



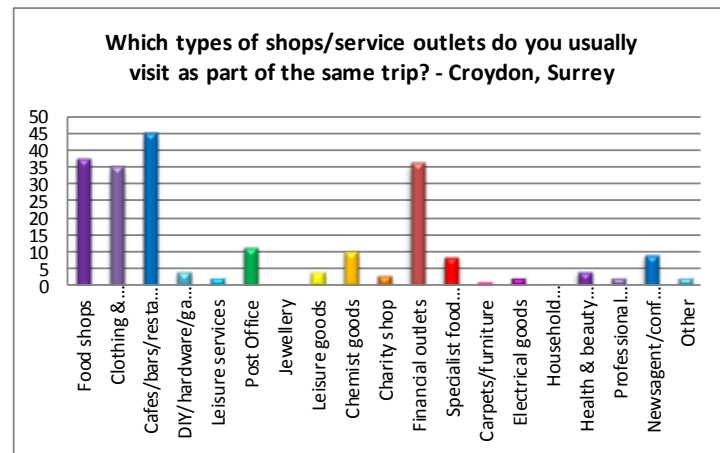
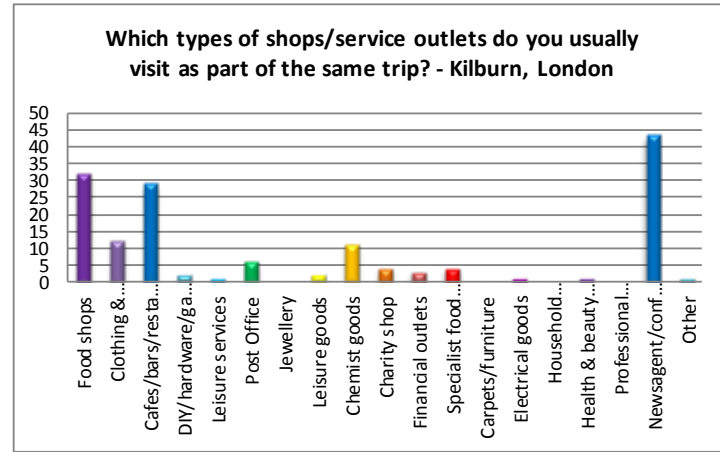
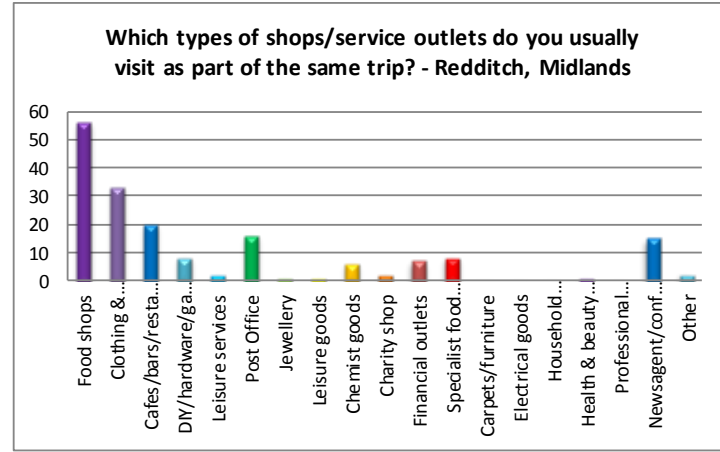
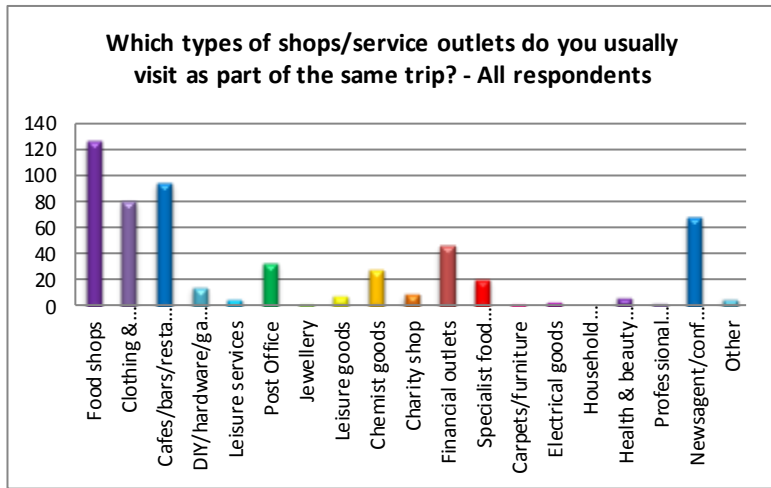
## Linked Trips

Out of those whose main purpose it was to visit Paddy Power, the vast majority of customers in all three locations (Redditch 86%, Kilburn 68% and Croydon 76%) also visited other shops and services nearby.



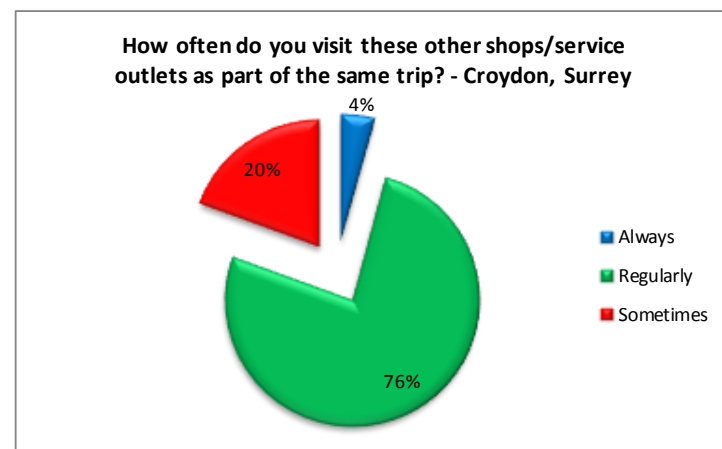
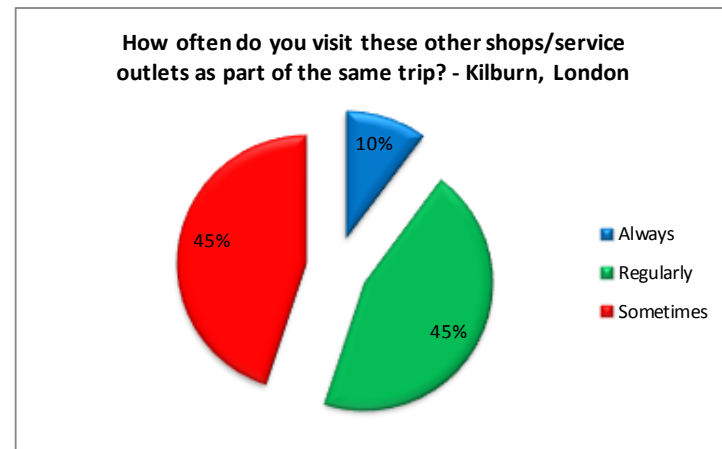
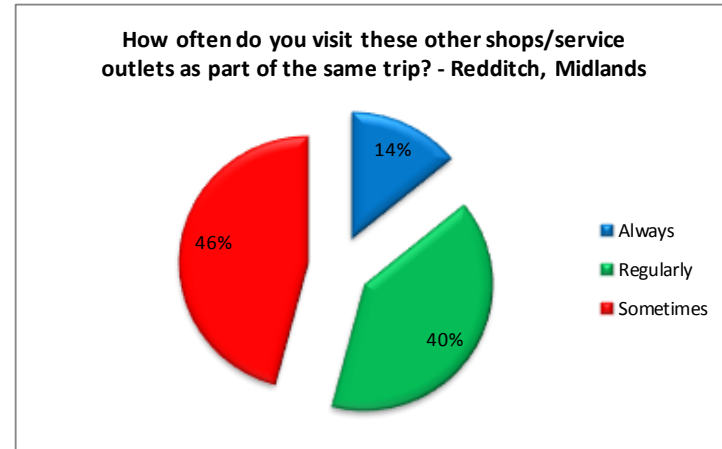
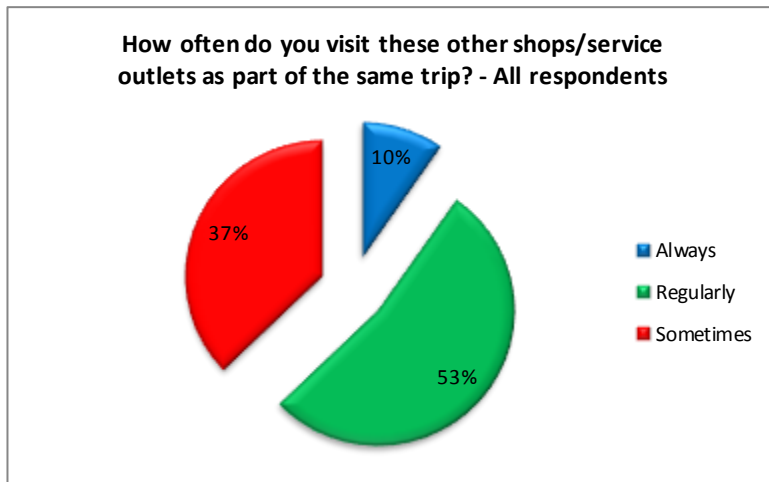
# Linked Trips

When asked what type of shop/services those customers visited, a mix of answers was received with the most popular including food shops, clothing shops, cafes/restaurants/bars and newsagents. Customers who visited Paddy Power would then go on to spend elsewhere at a variety of shops which spreads their spending to more than one shop within the parade and town.



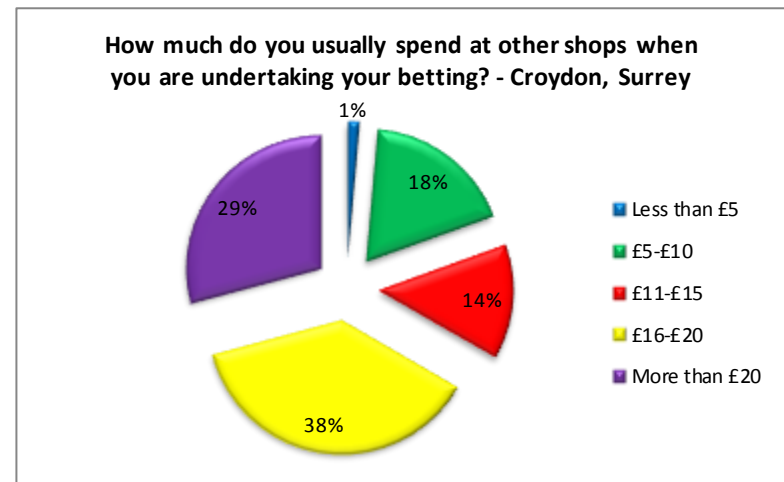
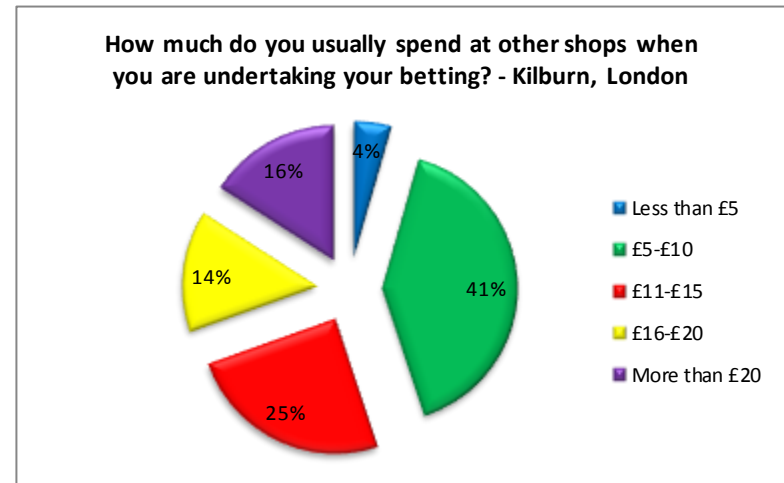
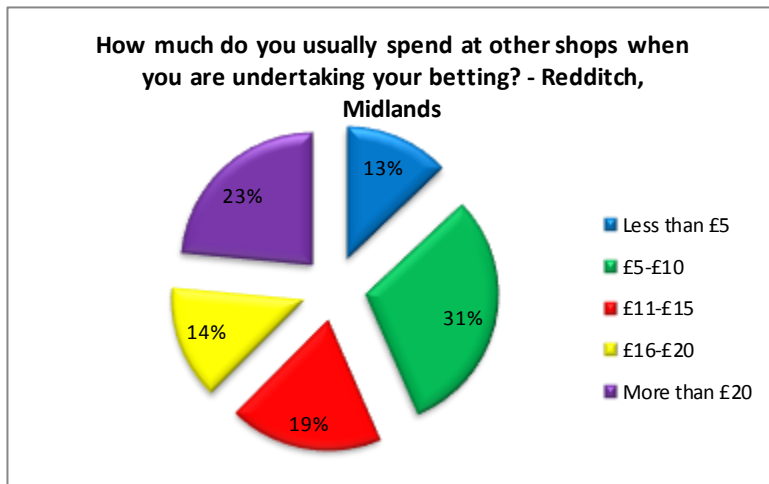
## Frequency of Linked Trips

When customers were asked how often do they visit these other shops/services as part of their trip to Paddy Power, some did on every trip, but most did so regularly or sometimes with 76% of customers in Croydon undertaking linked trips regularly, and 46% of customers in Redditch and 45% of customers in Kilburn undertaking linked trips sometimes.



## Average Spend at Other Shops

In Redditch and Kilburn, the majority of customers spent £5-£10 at other shops whilst the majority of customers in Croydon spent £16-£20 elsewhere. The average spend at other shops when also visiting the Paddy Power shop was £13.40 for Redditch, £12.90 for Kilburn and £17.20 for Croydon.



## Summary

The surveys undertaken provide independent empirical evidence that betting shops generate footfall and are part of wider linked trips and spending within a centre. Contrary to popular belief, the majority of betting shop customers do not just visit a parade to place a bet, but they will also visit other shops and services, spending money elsewhere within the centre, which contributes to the viability of shopping parades.

We are able to provide the original survey data and excel spread sheets upon request.