

## Appendix 5: Competitor Sets

As part of the service, each site will be able to select a competitor set to directly compare their performance by comparison of the core metrics. Optional metrics will only be reported at a national level.

This process will allow Fitness Market Monitor participants to drill down a little further and segment key operating characteristics.

Participants will be able to create a permutation by opting to include characteristics from each of the boxes below:

Public and Private	✓
Public Leisure Operators	
Private Leisure Operators	
<i>Include other sites within the company</i>	
<i>Exclude other sites within the company</i>	

Hotels	✓
Hotel groups <i>(If this box is ticked, no other selections can be made from any other field)</i>	

Membership	✓
<b>EITHER</b> membership numbers (live adult members):	
1 – 1,499	
1,500 – 3,499	
3,500 +	
<b>OR</b> by average monthly membership subscription (using current month results):	
< £35 per month	
£35 – £50 per month	
> £50 per month	
<b>OR</b> by facilities:	
With swimming pool (indoor pool 15m or longer)	
Without swimming pool	

Region or nearest sites	✓
<b>EITHER</b> by region:	
Midlands and Eastern	
London	
North, Scotland and Wales	
South East	
South West and Wales	
<b>OR</b> by Nearest Sites:	
Nearest 25*	
* The results will indicate, to the nearest 10 miles, how far away the furthest site in the set is located.	

The number of permutations above have been selected to maximise the potential return (i.e. if too many options were given the numbers in each competitor set may be too small to protect anonymity). It should be noted that in all reporting a minimum of 4 companies must be included within each competitor set and names of the companies will not be disclosed. Should the desired segmented set not include a minimum of 4 companies then no results will be available.

At the initial setting of the competitor set, the software will flag and freeze the sites involved for constant selection throughout the 12 month period. This will ensure the results, trends and comparisons will remain consistent. Prior to the end of the 12 month period, each site will be able to renew their competitor set and then the system will again lock in the new set for the year.

In each competitor set each site can choose to include or exclude other sites from the same company.

## Appendix 6: FMM logo