

Supply of school uniforms

Report of findings by IFF Research - Annexes

August 2012

OFT1436axs

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A METHODOLOGY AND SAMPLING

Online survey

- A.1 An online survey was chosen as the most suitable methodological approach for this project. Some of the information that the survey requested required the respondent to do a small amount of internal research. The online setup allowed the respondent to pause the survey and return to it once the data has been obtained. This online approach also allows for validating data, in this case, prices, to ensure all data collected was valid and in the correct format. Overall, this can lead to a more complete and better quality data set.
- A.2 In order to allow for accurate comparisons to be made the sample structure was designed to mirror the 2006 study. As a result, all secondary schools and around one in five primary schools were included in the research. The large sample of primary schools in England allowed a stratified sample to be drawn based on school type and size to ensure a representative cohort of schools was surveyed. The lower number of schools in Scotland, Wales and Northern Ireland meant base sizes were not conducive to stratify the sample, and thus for schools in these countries the sample was drawn randomly. Table A.1 shows the distribution of sample selected.

Table A.1: Sample selected for mail-out

	Primary		Secondary		Total	
	n	%	n	%	N	%
England	3,000	35	3,095	36	6,065	70
Wales	500	6	221	3	721	8
Scotland	750	7	340	4	1,090	13
Northern Ireland	500	6	217	3	717	8

TOTAL	4,750	55	3,873	45	8,623	100
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- A.3 A multi-stage research framework was designed to maximise the response rate and to maintain interest in the survey amongst schools. Prior to the online survey launching, all eligible schools were sent an advance letter detailing the aims and objectives of the study as well as instructions on how to take part. Each school was assigned a unique password to enter the survey.
- A.4 Firstly, a letter was sent in advance to alert schools to the survey. A week after the advance letter was sent and the survey was live a telephone reminder stage was conducted to encourage schools to take part in the study, and also to collect accurate email addresses of the person most appropriate to complete the survey. Both the online and telephone data collection were administered using the same data collection software which thus ensured that only schools which had not completed the survey were included in the telephone reminder stage. During the telephone reminder phase a short interview was conducted with the head teacher or bursar or (in instances where these contacts could not be reached), their secretary/ personal assistant. During this interview schools who had not received the advance letter were sent an email version and respondents who had received it were asked whether they would have any problems in completing before the deadline.
- A.5 The email addresses collected in the telephone reminder stage were used in a third follow up exercise shortly before fieldwork closed. A short email was sent to respondents gently reminding them of the submission deadline and briefly explaining the purpose of the study.

Questionnaire Design

- A.6 An advantage of using an online completion method over a paper completion method is that the survey can be programmed and designed so that the appropriate sections appear depending on which school is answering. Therefore the survey was designed to account for the difference in school uniform items between pupils at primary and secondary schools and between boys and girls at secondary school.

- A.7 As this research into the supply of school uniforms is only relevant to items of uniform that it is compulsory for a pupil to wear, a validation process was incorporated into the online survey design. The definition of 'a compulsory item of uniform' may be interpreted differently by different schools so the validation process allowed a series of follow up questions to ensure a consistent definition could be applied to all schools. Where prices were collected, an online survey also allowed the verification of price information given by schools to ensure an accurate and valid data set. To ensure accurate comparison of these prices, and to account for variations for different age groups, respondents were asked to give prices for a specific age and measurement.
- A.8 As noted previously, the use of an online survey allowed respondents to pause and return to the survey at a later date if they needed to collect additional information that wasn't free to hand. A downloadable, more user friendly print out version of the questionnaire was attached to the online interface to allow schools to download this and use it as a reference tool when searching for answers to the more complicated elements of the survey.

Response Profile

- A.9 A total of 1,636 schools completed the survey. Although the advance letter was addressed to the Head Teacher or Bursar, a wide range of school staff were involved in the completion including admin/office staff, governors and business managers. Table A.2 shows the number of responses by country and education level whilst Table A.3 details the equivalent response rates.

Table A.2 Achieved sample

	Primary		Secondary		Total	
	n	%	n	%	N	%
England	571	35	586	36	1,157	71
Wales	60	4	41	3	101	6
Scotland	140	9	56	3	196	12
Northern Ireland	118	7	64	4	182	11
Total	889	55	747	46	1,636	100

Table A.3 Response rates

	Primary	Secondary	Total
	%	%	%
England	19	19	19
Wales	12	19	14
Scotland	19	16	18
Northern Ireland	24	29	25
Total	19	19	19

Weighting

- A.10 Data were weighted by level of education (primary or secondary) and nation (England, Wales, Scotland or Northern Ireland) to reflect the population of primary and secondary schools in the UK. Table A.4 sets out the breakdown of the sample, both weighted and unweighted.

Table A.4 Sample breakdown: weighted and unweighted

	Primary		Secondary		Total	
	Unweighted	Weighted	Unweighted	Weighted	Unweighted	Weighted
	%	%	%	%	%	%
England	35	66	36	13	71	79
Wales	4	6	3	1	6	7
Scotland	9	8	3	1	12	9
Northern Ireland	7	4	4	1	11	5
Total	55	84	46	16	100	100

Mystery shopping

A.11 Alongside the main online survey, a mystery shopping exercise was conducted. The exercise consisted of two elements:

- A price verification exercise. Where schools identified an item of uniform as available only from a single retailer, and where this arrangement was enforced, the price given in the online survey was verified by telephoning that retailer.
- A price gathering exercise. Where items of school uniform were selected as restricted in availability to a single retailer or to the school itself, a price for a generic version of this item was shopped for at a nearby retailer of school uniforms. Accompanying this was a smaller price gathering exercise amongst the major retailers and supermarkets.

A.12 Only schools which had identified items of uniform for which they restricted availability to one retailer, and where this retailer had been named, were included in the price verification sample. Retailers were then mystery shopped for the restricted items with the shopper posing as a parent of a child at the school concerned.

- A.13 For the price gathering exercise, items that were to be shopped for were selected if they had large incidences of being identified as subject to restrictions on availability either to one retailer or to the school itself by schools in the online survey. A general retailer of school uniform items within no more than 30 miles from the school itself was identified by an online search. Online retailers were also included but did not have to be located within 30 miles of the school assuming parents could order items from anywhere in the United Kingdom. A price was then taken for the respective uniform items using a set of dimensions for primary and secondary schools. Any item shopped for had to be generic and without any colour, logo or branding associated with a particular school. Callers posed as parents of a child at the school and had the school name to hand for reference to maintain the credibility of the call. Any retailer used was cross referenced with the sample of retailers used in the price verification exercise to ensure these retailers for the school in question were not called.
- A.14 The price gathering exercise was also supplemented by taking prices from large high street retailers, including supermarkets, department stores and variety stores for each school uniform item. The majority of these price checks were performed online.

Notes on comparing findings with the 2006 survey

- A.15 A number of changes were made to the survey questionnaire used in 2012 in order to improve the accuracy and reliability of the data collected. These changes do however affect the extent to which the findings of the two surveys can be compared. We describe the changes and their implications below.

Items of compulsory uniform for which availability was either restricted to one retailer, appointed by the school or to the school itself

- A.16 On the basis of information gathered in 2012, we found evidence that the previous 2006 study may have underestimated to a minor degree the proportion of schools with items of compulsory uniform for which availability was restricted either to one retailer or to the school itself.

- A.17 In 2006, schools which said they had "no such items" had their interviews terminated at an early stage, whereas in 2012 such schools were still asked for detailed information about specific items.
- A.18 This detailed questioning revealed a few cases where the school did have items of compulsory uniform whose availability was restricted to one retailer or to the school itself, despite the original claim. This group was small – representing three per cent of the primary and one per cent of the secondary schools in the 2012 study.

Definition of compulsory uniform items

- A.19 In 2006 respondents were asked whether items of clothing worn by pupils were 'compulsory', 'optional' or 'not part of the school uniform'. In this year's survey, to avoid over counting (where for example a girl could have a choice of skirt or trousers but would not require both), a validation process was incorporated if certain combinations of items were reported to be compulsory or optional, to identify whether they are compulsory, 'compulsory with alternatives',¹ optional or not part of their school uniform at all.
- A.20 As such it is not possible to make direct comparisons between the 2006 and 2012 findings with regard to the proportion of schools where each item was compulsory.
- A.21 It may also be the case that 2006 results overestimate the cost to parents, as the study did not make allowance for items of school uniform that might be allowable alternatives.

¹ Recognising that some school uniform items are interchangeable and can be worn at the pupil's discretion whilst remaining compulsory overall, we checked whether:

- one or both of these items must be worn (that is, these should be classed as compulsory)
- one of the items must be worn but pupils can decide which one of these they wish to wear (but they must wear one), or
- one or both of these items form part of the uniform but pupils do not have to wear them.

Channel of purchase

- A.22 In 2006 respondents were asked to state, for each compulsory item of uniform, whether the item:
- can be bought from school uniform retailers generally
 - must be bought from one retailer, appointed by the school, or
 - must be bought from the school itself.
- A.23 In 2012 the equivalent question was amended to provide a greater level of granularity and to take into account the possibility that combinations of these arrangements were possible. Specifically, respondents were asked to state, for each compulsory item of uniform, whether the item could be bought:
- from a single retailer that is designated by the school
 - from retailers that are designated by the school but there is more than one retailer (or chain of retailers)
 - from the school itself
 - from both designated retailers and from the school itself, and/or
 - from any retailer (as long as the item conforms to the school style).
- A.24 As such it is not possible to make direct comparisons between the 2006 and 2012 findings with regard to the proportion of schools imposing different types of restriction on purchasing arrangements, as the 2012 answer categories do not align precisely with those used in 2006.
- A.25 Detriment calculations in the current study are based on data for items which must be bought (a) 'from a single retailer that is designated by the school' or (b) 'from the school itself'. In contrast, detriment calculations for the 2006 study were based on data for items which (c) 'must be purchased from a retailer designated by the school' or (d) 'must be purchased from the school itself', allowing for the possibility at (c) that items could be purchased from one of multiple retailers designated by the school.

A.26 Again, this affects the extent to which it is possible to compare levels of detriment between the two surveys.²

² The OFT is to publish a detailed note explaining the methodology behind the 2012 detriment calculations and potential reasons for differences between the 2012 and 2006 figures.

B SAMPLE PROFILE

B.1 This section provides more detailed information about the characteristics of the achieved sample, specifically how it breaks down into the key sub-groups that were used for analysis.

School status, location and gender of pupils

B.2 Table B.1 shows the breakdown by school status, location and gender of pupils.

Table B.1: Breakdown of achieved sample by sub-group

	%
School status	
Academy*	12
Community*	35
Foundation*	14
Voluntary Aided*	15
Voluntary Controlled*	11
Northern Ireland – Roman Catholic Maintained	1
Northern Ireland – Controlled	2
Northern Ireland – Other	1
All Scottish	9
Location	
Urban	64
Rural	36
Gender of pupils	

Mixed	98
Single sex	2

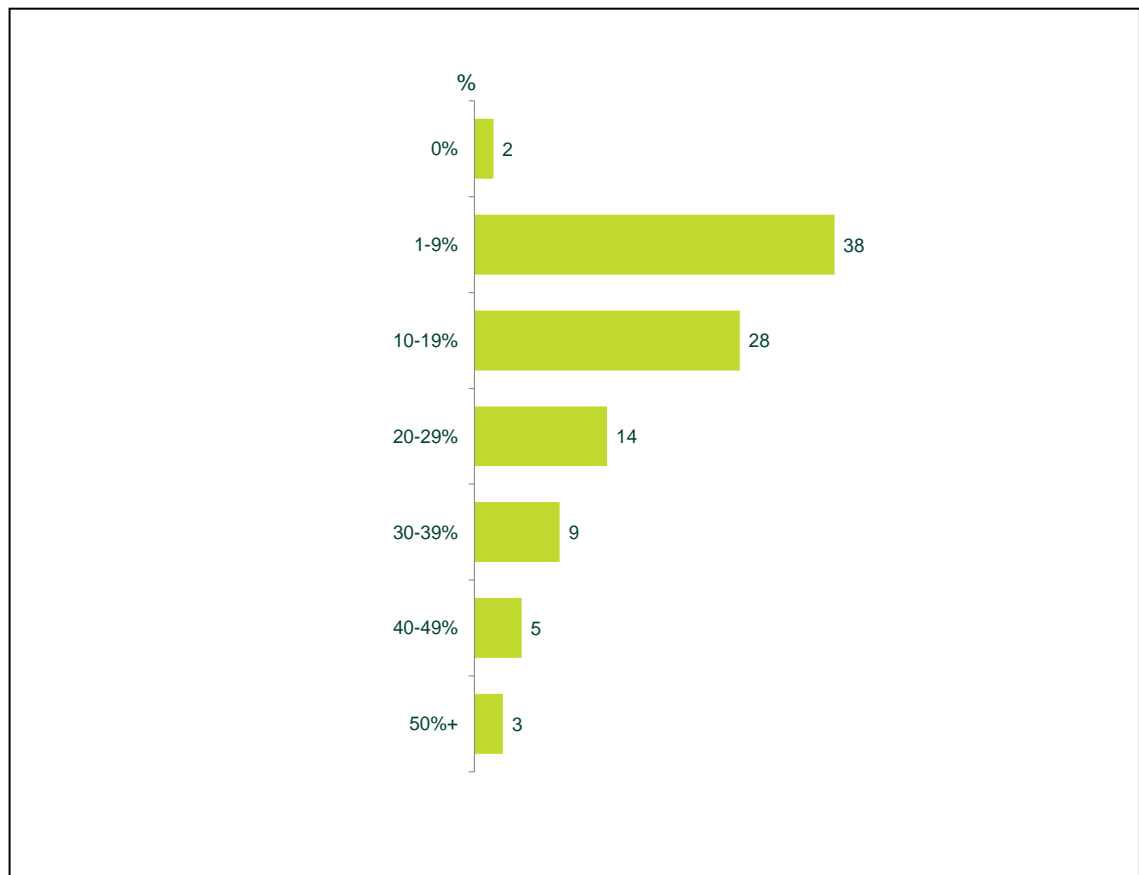
* These categories apply to schools in England and Wales only.

Free school meals entitlement

B.3 The number of children receiving free school meals is seen as a good proxy for the proportion of children from lower income families at each school. This is because to be eligible for free school meals children's parents must generally receive Income Support, Income Based Jobseekers Allowance or Child Tax Credit, provided they are not entitled to Working Tax Credit and have an annual income less than £16,190.

B.4 The proportion of pupils entitled to free school meals is shown in Figure B.1.

Figure B.1: Proportion of pupils entitled to free school meals



Base: all schools (1,614).

C MAIN SURVEY: DETAILED FINDINGS

C.1 The following section sets out some of the more detailed findings that, for reasons of brevity, are not shown in the main body of the report.

School uniforms: policies and purchasing

Compulsory uniforms

C.2 Four-fifths (79 per cent) of UK state schools specify that their pupils must wear a uniform of some kind (even if this is restricted to one item only).

C.3 Uniforms are more likely to be compulsory in the following types of school:

- schools in England and Northern Ireland (82 per cent and 93 per cent respectively), compared with 63 per cent in Scotland and 56 per cent in Wales
- in England and Wales only: Academy (91 per cent), Voluntary Aided (86 per cent) and Foundation (81 per cent) schools, compared with Community schools (72 per cent)
- single sex schools (100 per cent) compared with mixed schools (78 per cent), and
- schools in urban (81 per cent) rather than rural (73 per cent) locations.

Restrictions on choice of retailer

C.4 Three-quarters (74 per cent) of schools reported that at least one item of compulsory uniform had to be bought from one or more designated retailers or from the school itself.

C.5 The following types of school were most likely to impose such restrictions:

- schools in Northern Ireland (83 per cent) compared with 75 per cent or less of schools in other UK countries,

- Academies: 85 per cent reported restricting choice of supplier.

Which uniform items are compulsory?

- C.6 Each school which reported specifying a uniform of any kind was provided with a list of school uniform items and asked to specify whether each item was compulsory, 'compulsory with alternatives'³, optional or not part of their school uniform at all.
- C.7 A different list of items was provided for primary and secondary schools to account for the difference in uniforms between primary schools (where many items are unisex) and secondary schools.

Primary schools

- C.8 The following items were compulsory in over one-fifth of primary schools with uniforms:
- shirt or blouse (28 per cent)
 - t-shirt (26 per cent)
 - sweatshirt (21 per cent).
- C.9 If compulsory items and items which are compulsory with alternatives⁴ are added together, the following items are compulsory or have a compulsory equivalent in over one-quarter of schools with uniforms:
- trousers (78 per cent)

³ Recognising that some school uniform items are interchangeable and can be worn at the pupil's discretion whilst remaining compulsory overall, we checked whether:

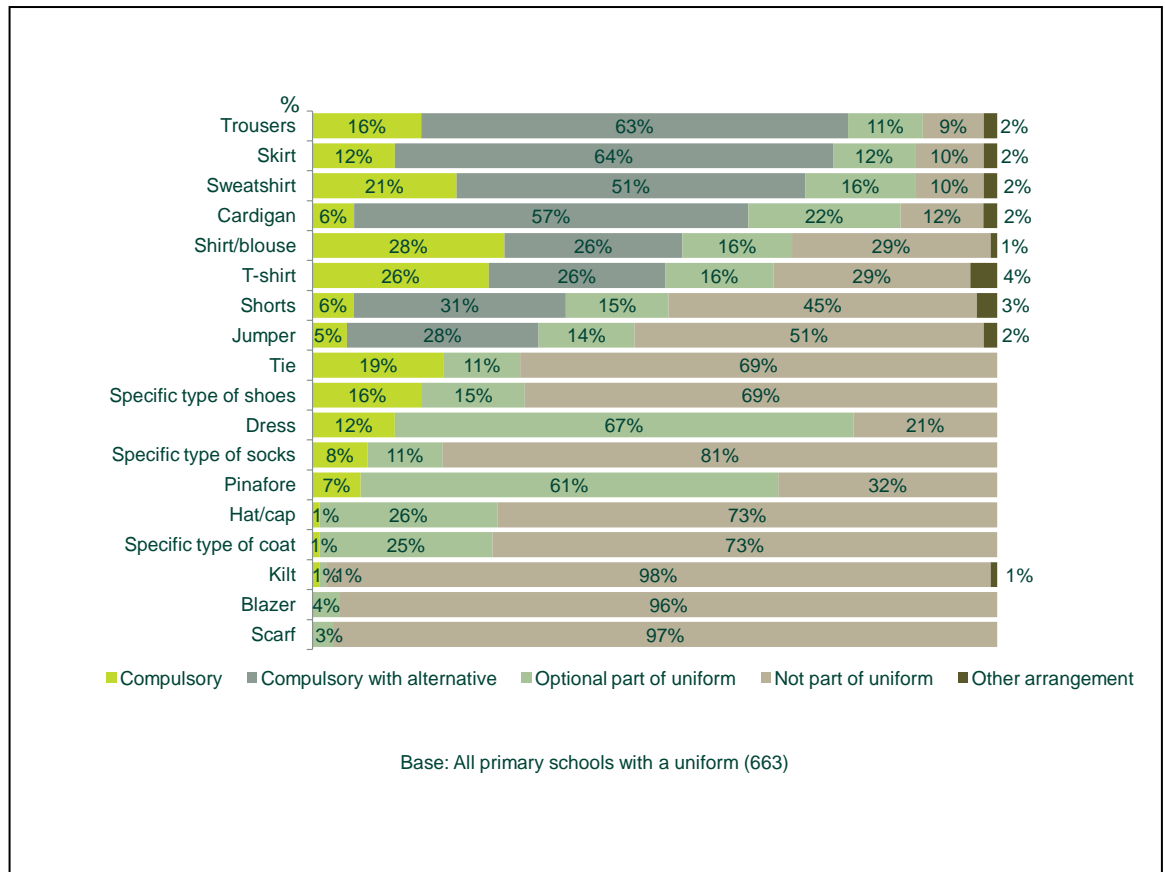
- One or both of these items must be worn (that is, these should be classed as compulsory);
- One of the items must be worn but pupils can decide which one of these they wish to wear (but they must wear one); or
- One or both of these items form part of the uniform but pupils do not have to wear them.

⁴ Where one of the items must be worn but pupils can decide which one of these they wish to wear (but they must wear one).

- skirt (76 per cent)
- sweatshirt (73 per cent)
- cardigan (63 per cent)
- shirt or blouse (54 per cent)
- t-shirt (51 per cent)
- shorts (37 per cent)
- jumper (33 per cent)

C.10 Figure C.1 shows a full comparison of primary school items of uniform according to whether they are compulsory, 'compulsory with alternatives', optional or not part of the school uniform at all.

Figure C.1: Primary school uniform items which are compulsory



Base: all primary schools which have compulsory items of uniform (663)

Secondary schools

C.11 The number of compulsory uniform items and the proportion of schools enforcing them are greater for secondary than primary schools. The following items are compulsory in over one-quarter of secondary schools with uniforms:

- trousers (boys: 88 per cent)
- tie (boys: 75 per cent; girls: 60 per cent)
- blazer (boys: 57 per cent; girls: 52 per cent)
- shirt (boys: 74 per cent; girls: 31 per cent)
- shoes (boys: 39 per cent; girls: 33 per cent)
- blouse (girls: 30 per cent)

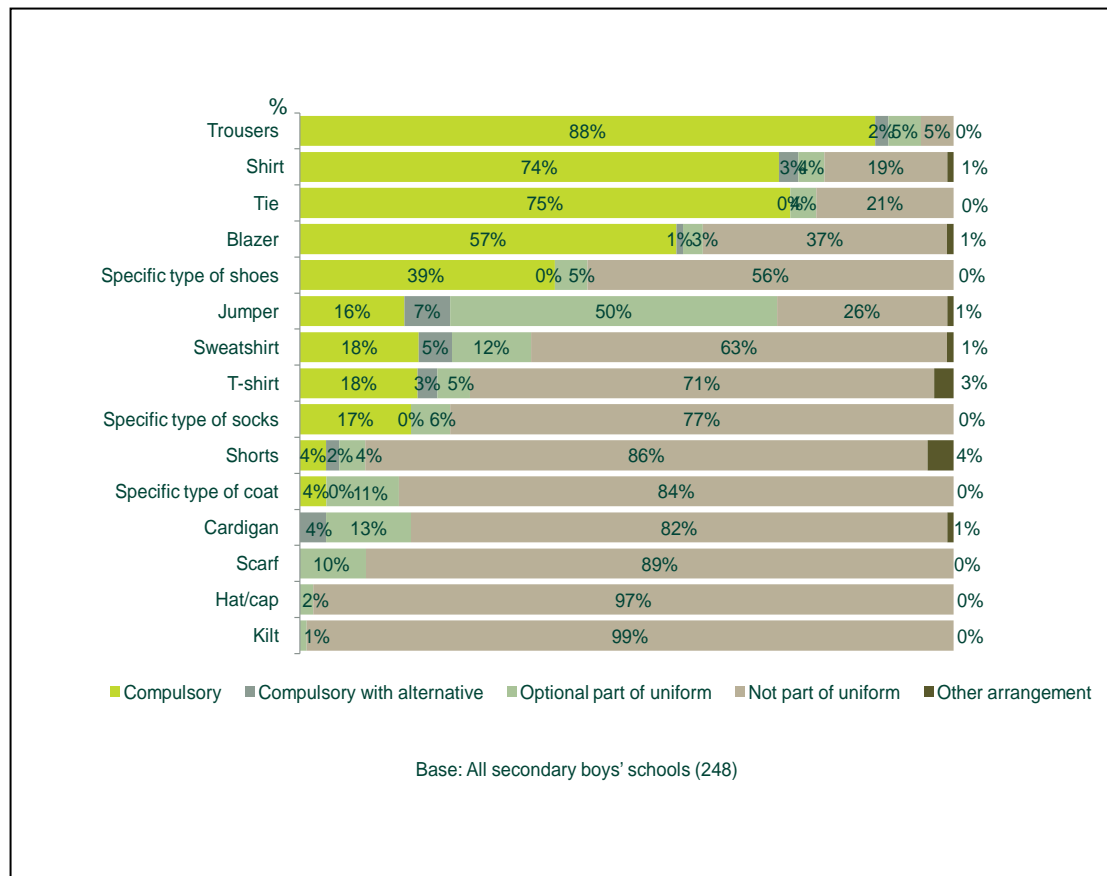
C.12 If compulsory items and items which are compulsory with alternatives⁵ are added together, the following items are compulsory or have a compulsory equivalent in more than one-fifth of schools with uniforms:

- trousers (boys: 90 per cent; girls: 80 per cent)
- skirt (girls: 84 per cent)
- tie (boys: 75 per cent; girls: 60 per cent)
- shirt (boys: 77 per cent; girls: 49 per cent)
- blazer (boys: 59 per cent; girls: 54 per cent)
- blouse (girls: 48 per cent)
- shoes (boys: 39 per cent; girls: 33 per cent)
- jumper (boys: 23 per cent; girls: 28 per cent)
- sweatshirt (boys: 23 per cent; girls: 24 per cent)
- t-shirt (boys: 21 per cent; girls: 22 per cent)

⁵ Where one of the items must be worn but pupils can decide which one of these they wish to wear (but they must wear one).

C.13 Figure C.2 shows a full comparison of secondary school boys' items of uniform according to whether they are compulsory, 'compulsory with alternatives', optional or not part of the school uniform at all.

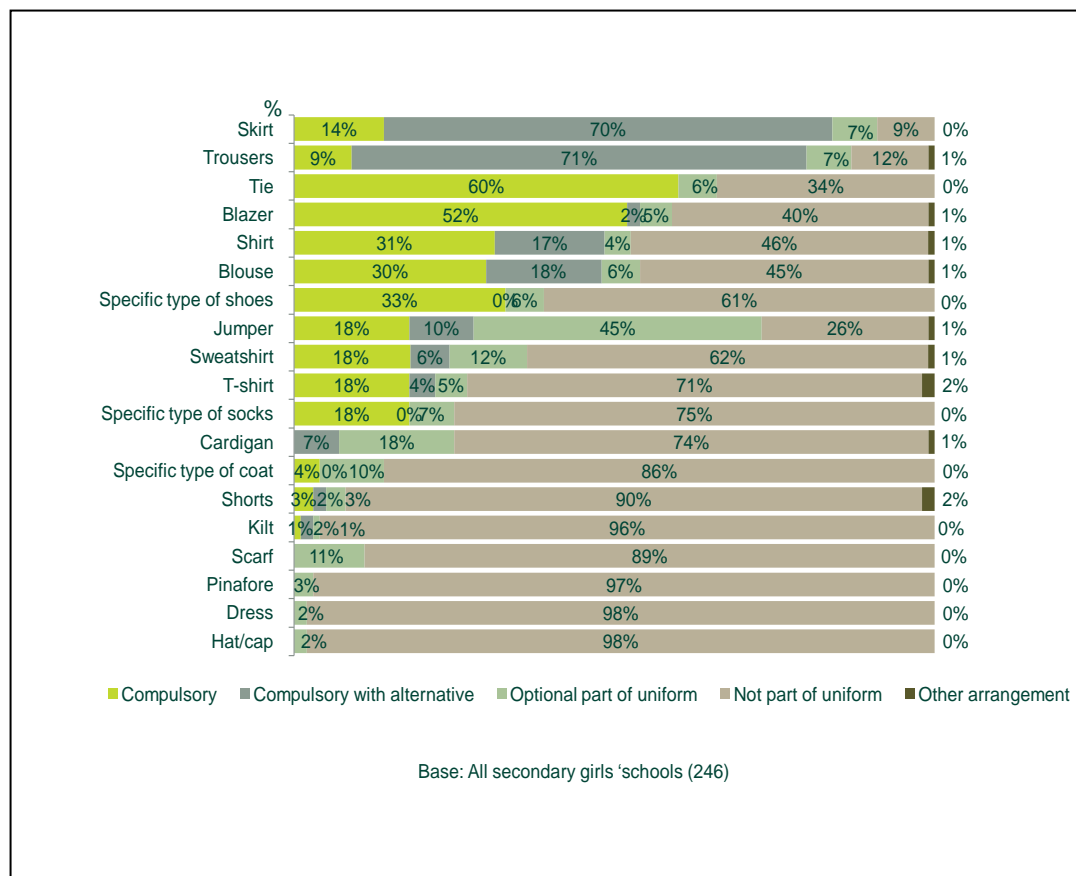
Figure C.2: Secondary school boys' uniform items which are compulsory



Base: all secondary schools which have compulsory items of boys' uniform (680)

C.14 Figure C.3 shows a full comparison of secondary school girls' items of uniform according to whether they are compulsory, 'compulsory with alternatives', optional or not part of the school uniform at all.

Figure C.3: Secondary school girls' uniform items which are compulsory



Base: all secondary schools which have compulsory items of girls' uniform (675)

Logos and badges

C.15 Respondents were asked to indicate, for each compulsory item of uniform, whether:

- the item comes with a school logo, badge or name already attached or included in the design
- a school logo, badge or name is required but can be bought separately and attached, or

- no logo, badge or name is required.

Primary schools

C.16 Focusing only on items for which quantitative analysis is possible⁶, over 40 per cent of primary schools reported that the following compulsory items of uniform bore a logo, badge or name:

- sweatshirt (82 per cent)
- cardigan (66 per cent)
- jumper (52 per cent)
- t-shirt (48 per cent).

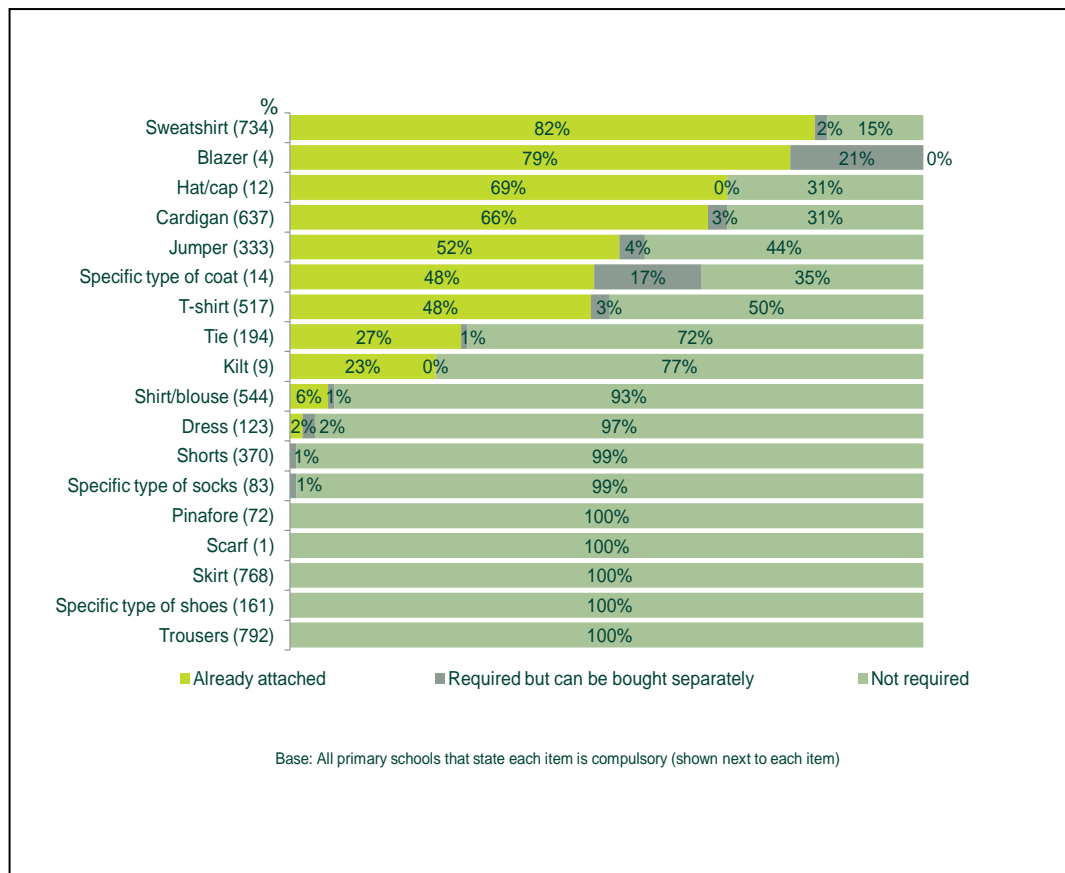
C.17 It was rare (less than five per cent of cases) that where a logo, badge or name was required, the logo could be bought separately.

C.18 Figure C.4 shows a full comparison of primary school uniform items according to whether:

- the item comes with a school logo, badge or name already attached or included in the design
- a school logo, badge or name is required but can be bought separately and attached, or
- No logo, badge or name is required.

⁶ That is, where the number of responses is 50 or above.

Figure C.4: Requirement for logos, badges or names on primary school uniform items



Base: all primary schools that state each uniform item is compulsory (base shown for each item)

Secondary schools

C.19 Focusing again only on items for which quantitative analysis is possible,⁷ over 40 per cent of secondary schools reported that the following compulsory items of uniform bore a logo, badge or name:

- sweatshirt (boys: 90 per cent; girls: 92 per cent)
- t-shirt (boys: 77 per cent; girls: 77 per cent)
- jumper (boys: 75 per cent; girls: 76 per cent)

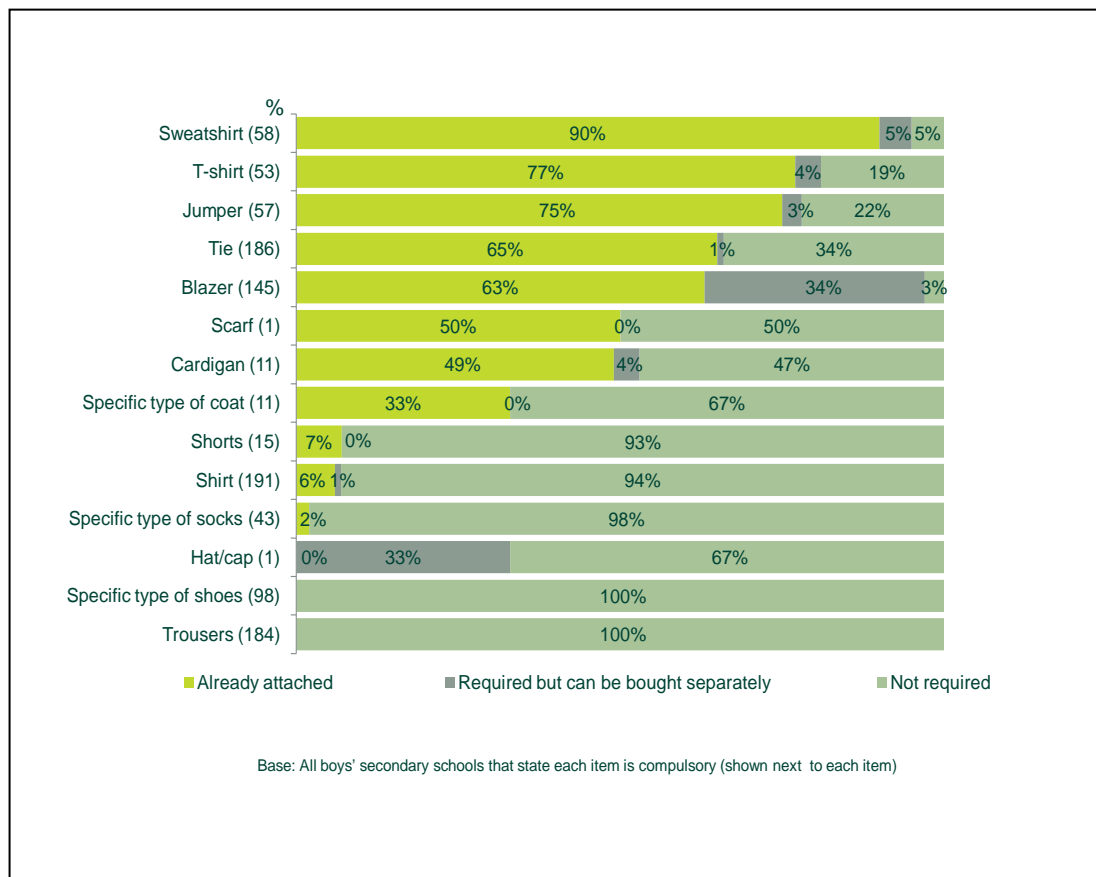
⁷ That is, where the number of responses is 50 or above.

- tie (boys: 65 per cent; girls: 65 per cent)
- blazer (boys: 63 per cent; girls: 62 per cent).

C.20 It was rare (five per cent of cases or less) that a logo, badge or name was required and could be bought separately, although one-third of schools (boys: 34 per cent; girls: 35 per cent) where a blazer with a badge was part of the compulsory uniform reported that it was possible to buy a blazer badge separately.

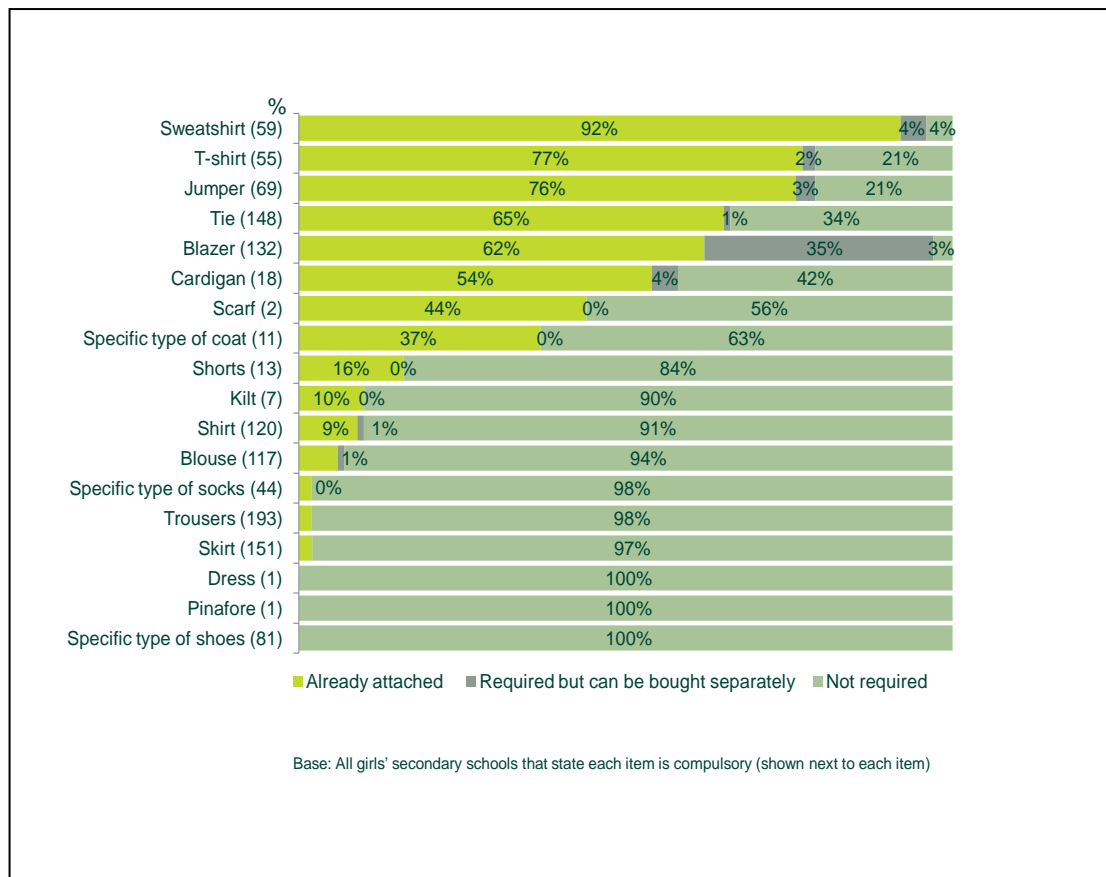
C.21 The full breakdown of responses for secondary school uniform items is shown in Figures C.5 and C.6.

Figure C.5: Requirement for logos, badges or names on boys' secondary school uniform items



Base: all secondary schools that state each uniform item is compulsory for boys (base shown for each item)

Figure C.6: Requirement for logos, badges or names on girls' secondary school uniform items



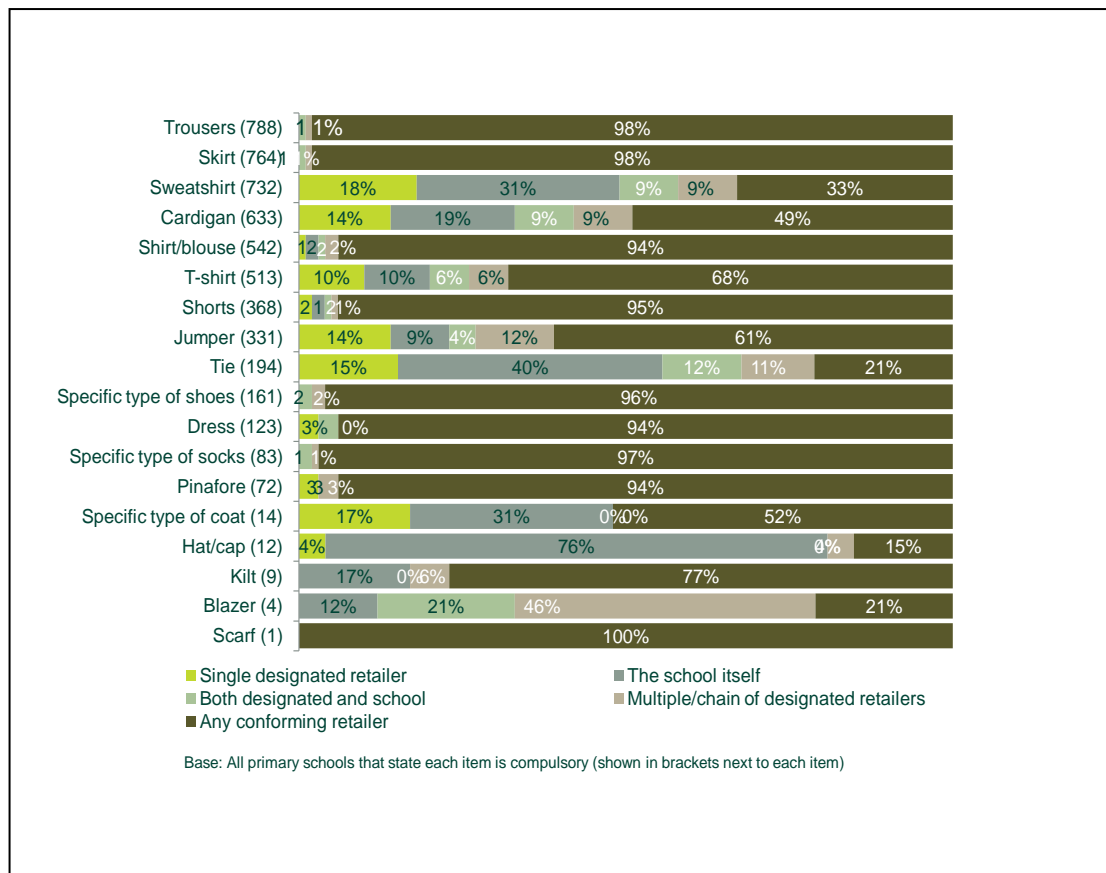
Base: all secondary schools that state each uniform item is compulsory for girls (base shown for each item)

Where compulsory items may be bought

C.22 Figure C.7 shows a full comparison of compulsory primary school items of uniform according to whether they could be bought:

- from a single retailer that is designated by the school
- from retailers that are designated by the school but there is more than one retailer (or chain of retailers)
- from the school itself
- from both designated retailers and from the school itself, and
- from any retailer (as long as the item conforms to the school style).

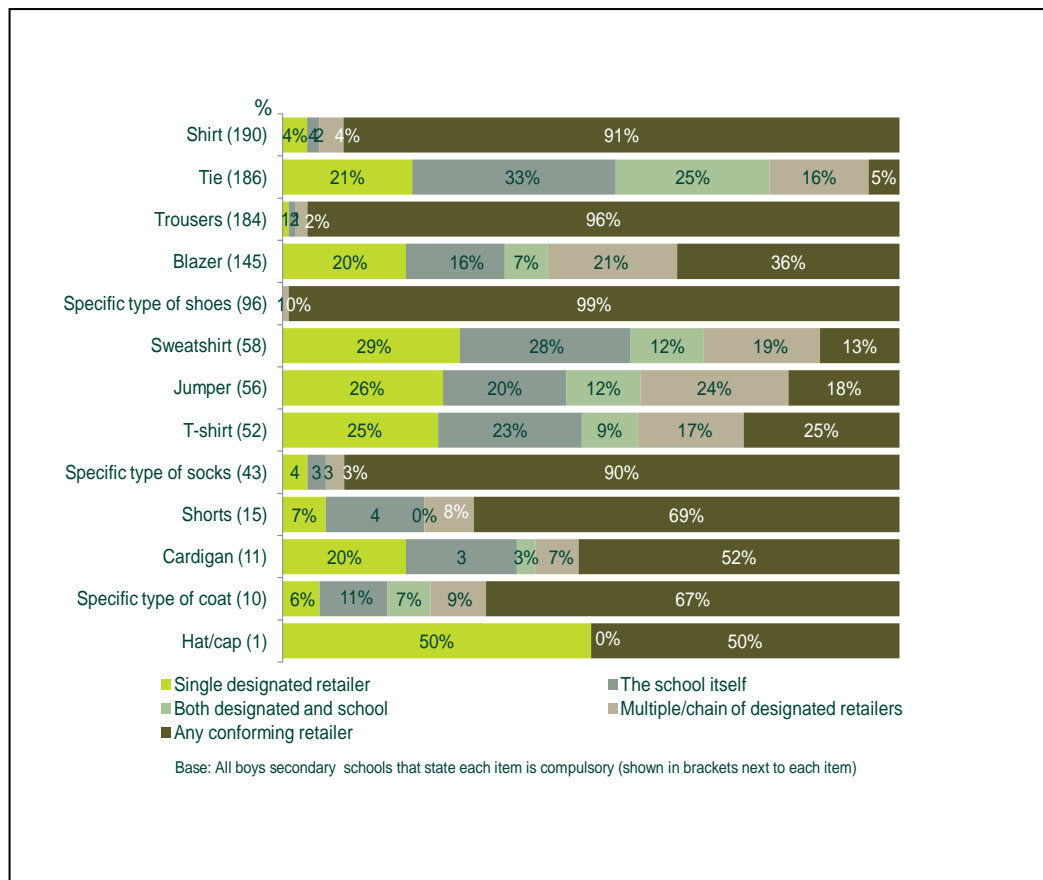
Figure C.7: Where compulsory primary school uniform items may be bought



Base: all primary schools that state each uniform item is compulsory (base shown for each item)

C.23 Figure C.8 shows the same comparison for secondary school boys' items of uniform.

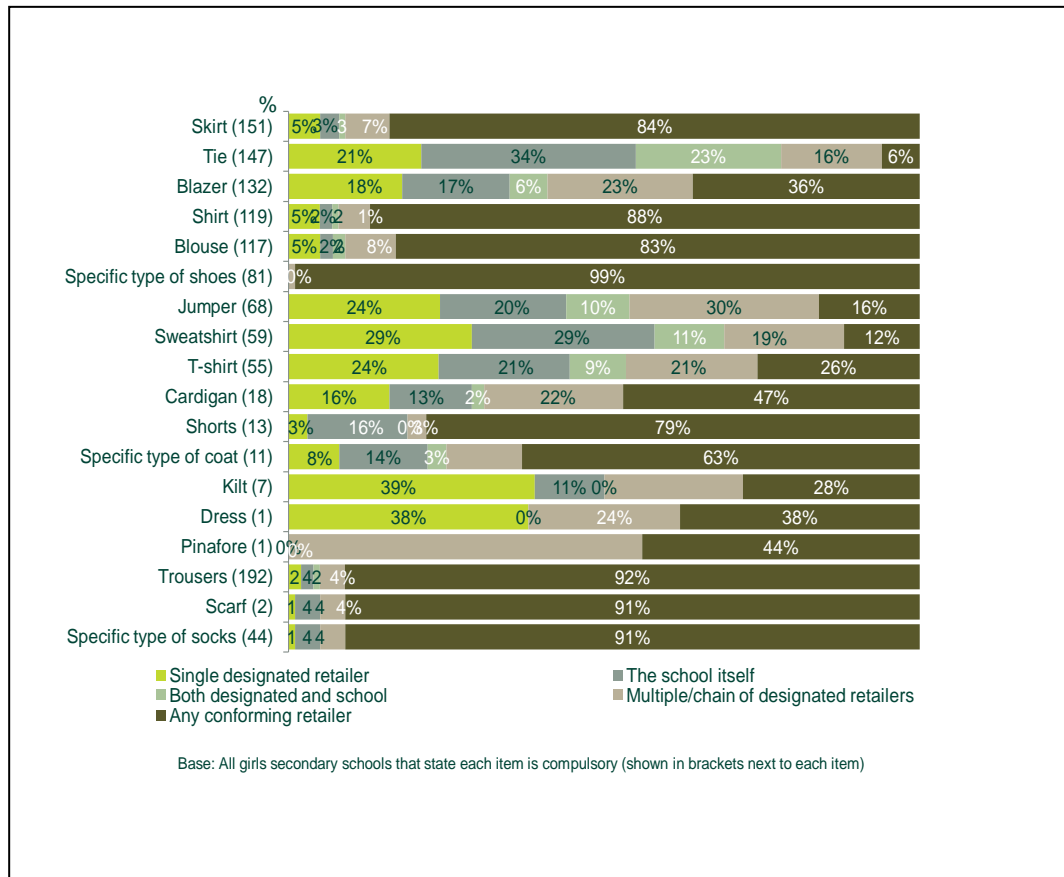
Figure C.8: Where compulsory secondary school boys' uniform items may be bought



Base: all secondary schools that state each uniform item is compulsory for boys (base shown for each item)

C.24 Figure C.9 shows the same comparison for secondary school girls' items of uniform.

Figure C.9: Where compulsory secondary school girls' uniform items may be bought



Base: all secondary schools that state each uniform item is compulsory for girls (base shown for each item)

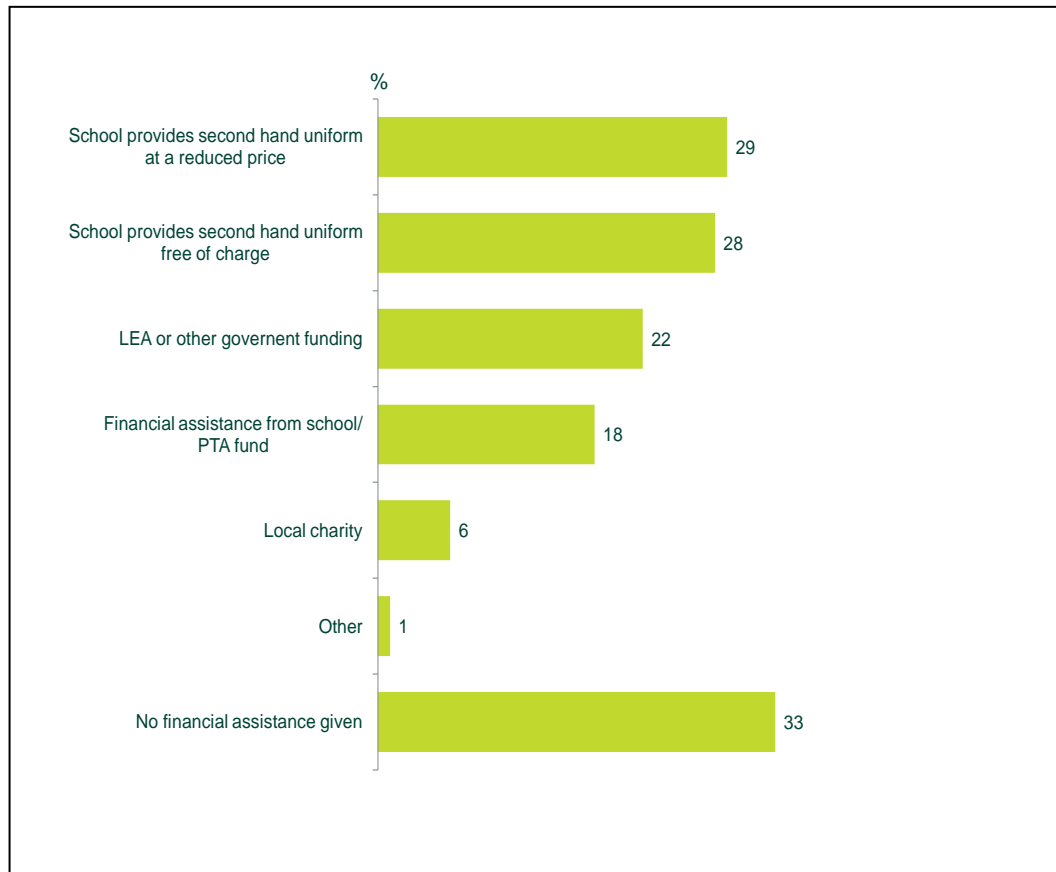
Financial assistance schemes

C.25 Two-thirds (67 per cent) of schools with compulsory uniform reported that at least one type of assistance is offered to parents in purchasing uniform.

C.26 The most common form of assistance offered was the provision of second hand uniform at a reduced price (29 per cent) or free of charge (28 per cent). Approximately one-fifth of schools offered LEA or other government funding, or financial assistance from the school or its PTA

fund (22 and 18 per cent respectively). The full breakdown is shown in Figure C.10.

Figure C.10: Proportion of schools providing assistance in purchasing compulsory uniform



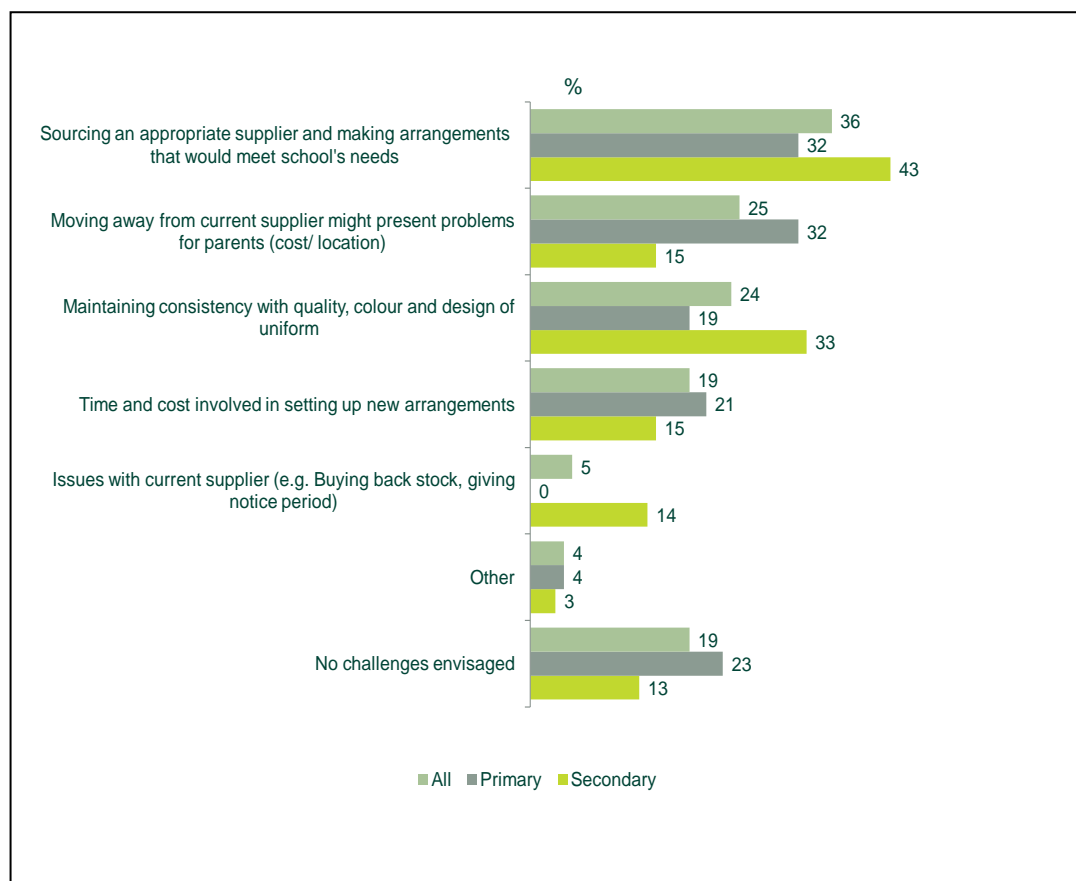
Base: all schools with compulsory uniform (1,384)

Reviewing current arrangements where availability is restricted to a single school

C.27 Thirty nine per cent of schools which restricted availability of uniform items in some way stated that they planned to review the arrangement they currently have with the supplier. Those who did not plan to do so were asked why not. The vast majority (85 per cent) reported that they did not feel any need to do so as they had had no problems with their current supplier; eight per cent were not planning to review their arrangements as they had recently changed supplier.

C.28 Schools were also asked what, if any, challenges they thought they might face if they wished to move away from their current supplier (Figure C.11). The main challenge was deemed to be sourcing an appropriate supplier and making arrangements that would meet the school's needs (36 per cent). One-quarter (25 per cent) felt that moving away from their current supplier might present problems for parents, particularly in terms of the cost of purchasing from and the location of the new supplier. This view was more common among primary schools, where one-third (32 per cent) anticipated this challenge. A further quarter (24 per cent) expressed concern about maintaining consistency with the quality, colour and design of the uniform. One-fifth (19 per cent) felt that moving from their current supplier would present no challenges.

Figure C.11: Challenges faced in moving away from current supplier



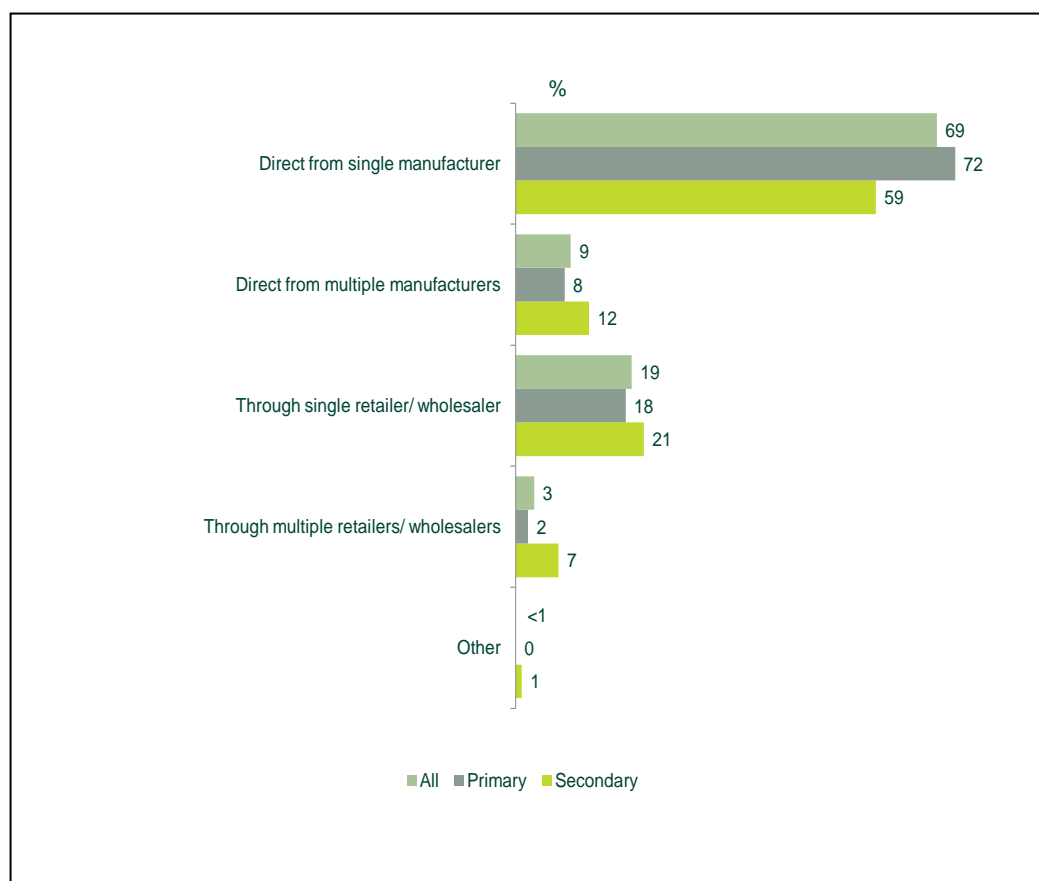
Base: all schools which enforce restrictions on availability of items (148)

Arrangements where availability is restricted to the school

Nature of relationship

C.29 Where schools specified that at least one compulsory item of uniform had to be bought from the school itself, they were asked how this item/ these items were procured. Just over two-thirds (69 per cent) of schools procured the relevant items direct from a single manufacturer, while one-fifth (19 per cent) did so through a single retailer or wholesaler (Figure C.12). Primary schools were more likely than secondary schools to buy direct from a single manufacturer (72 per cent and 59 per cent respectively).

Figure C.12: How school supplied items were procured



Base: all schools where at least one item of uniform must be bought through the school (404)

C.30 Ninety-three per cent of schools which procured at least one uniform item direct from a single manufacturer or retailer/ wholesaler reported

that all uniform items were sold by the same manufacturer or wholesaler. The proportion was higher among primary schools (95 per cent) than secondary schools (87 per cent).

Financial benefits

- C.31 Almost one-quarter (23 per cent) of primary schools and approximately one in six secondary schools (16 per cent in respect of boys' items of uniform and 15 per cent in respect of girls' items) reported that they expected to make a profit from the sale of uniform items which had to be bought through the school.
- C.32 Two-fifths (37 per cent) of primary schools which were able to comment on the expected financial outcome thought they would make a profit on the sale of sweatshirts, while just under one-third expected to profit from the sales of T-shirts (32 per cent) and cardigans (30 per cent). One-fifth (21 per cent) expected to make a profit from the sale of ties.
- C.33 In terms of the expected financial outcome per item of uniform for secondary schools, the only item for which there was a sufficiently large base for reporting was ties (both for boys and girls). Approximately one-fifth (boys: 21 per cent; girls: 18 per cent) of schools which were able to comment on the expected financial outcome thought they would make a profit, whilst fewer than five per cent (boys: four per cent; girls: three per cent) anticipated making a loss. The remainder expected to break even.

D MYSTERY SHOPPING DATA TABLES

D.1 The following section presents the underlying data from both mystery shopping stages of the survey. Due to the relatively low sample sizes involved, these findings should be taken as indicative only.

Price verification

D.2 The 'Questionnaire' prices quoted in the following tables refer only to those schools that were included within the verification study and not to the main questionnaire survey responses as a whole. The percentage difference shown in the tables is calculated from the difference between all the individual prices collected, not the difference between the average prices.

Primary Schools

Table D.1: Primary school compulsory items – average prices

		Questionnaire price	Mystery shop verified price	% Difference	Price check base size
Jumper	All	11.81	11.31	-4.2	7
	Urban	10.89	10.34	-5.1	5
	Rural	14.13	13.75	-2.7	2
Sweatshirt	All	9.30	9.06	-2.6	22
	Urban	9.36	9.19	-1.8	15
	Rural	9.16	8.76	-4.4	7
Cardigan	All	11.07	11.17	+0.9	17
	Urban	10.81	10.99	+1.7	12
	Rural	11.70	11.60	-0.9	5
T-shirt	All	6.49	5.03	-22.5	12
	Urban	6.63	5.03	-24.1	7
	Rural	6.29	5.05	-19.7	5
Shorts	All	5.80	4.47	-22.9	3
	Urban	6.95	4.95	-28.8	2
	Rural	3.50	3.50	0	1

Dress	All	18.23	19.47	+6.8	2
	Urban	18.23	19.47	+6.8	2
	Rural	-	-	-	0
Pinafore	All	12.95	14.99	+15.8	1
	Urban	12.95	14.99	+15.8	1
	Rural	-	-	-	0
Tie	All	3.56	3.27	-8.1	4
	Urban	3.56	3.27	-8.1	4
	Rural	-	-	-	0

Secondary Schools

Table D.2: Secondary schools boys compulsory items – average prices

		Questionnaire price	Mystery shop verified price	% Difference	Price check base size
Boys - Blazer	All	34.58	34.93	+1.0	17
	Urban	34.23	33.41	-2.4	13
	Rural	35.75	39.87	+11.5	4
Boys - Jumper	All	16.38	16.64	+1.6	10
	Urban	15.86	16.31	+2.8	9
	Rural	21.00	20.00	-4.8	1
Boys - Sweatshirt	All	14.54	14.77	+1.6	4
	Urban	14.48	12.40	-14.4	3
	Rural	14.75	18.38	+24.6	1
Boys - T-shirt	All	9.38	10.94	+16.6	7
	Urban	9.40	11.22	+19.6	6
	Rural	9.25	9.25	0	1
Boys -	All	9.25	15.11	+63.4	2

Shirt					
	Urban	9.25	16.24	+75.6	1
	Rural	13.99	13.99	0	1
Boys - Shorts	All	7.65	5.95	-22.2	1
	Urban	7.65	5.95	-22.2	1
	Rural	-	-	-	0
Boys - Tie	All	5.67	5.93	+4.6	22
	Urban	5.61	5.90	+5.2	20
	Rural	6.25	6.25	0	2
Boys - Socks	All	5.00	5.95	+19.0	1
	Urban	-	-	-	0
	Rural	5.00	5.95	+19.0	1

Table D.3: Secondary schools girls compulsory items – average prices

		Questionnaire price	Mystery shop verified price	% Difference	Price check base size
Girls - Blazer	All	30.73	30.59	-0.5	9
	Urban	30.28	30.28	0	6
	Rural	33.16	31.83	-4.0	3
Girls - Jumper	All	19.34	19.72	+2.0	7
	Urban	18.42	18.83	+2.2	6
	Rural	28.00	28.00	0	1
Girls - Sweatshirt	All	13.30	12.64	-5.0	6
	Urban	12.98	13.08	+0.8	3
	Rural	13.63	12.20	-10.5	3
Girls -	All	11.75	16.25	+38.3	2

Cardigan					
	Urban	11.75	16.25	+38.3	2
	Rural	-	-	-	0
Girls - T-shirt	All	9.93	9.57	-3.6	8
	Urban	9.80	9.80	0	4
	Rural	10.07	9.31	-7.5	4
Girls – Shirt	All	11.01	11.75	+6.7	3
	Urban	12.25	10.12	-17.4	2
	Rural	8.50	14.99	+76.4	1
Girls - Blouse	All	12.50	15.71	+25.7	7
	Urban	12.50	15.71	+25.7	7
	Rural	-	-	-	0
Girls – Trousers	All	27.99	25.00	-10.7	1
	Urban	27.99	25.00	-10.7	1
	Rural	-	-	-	0
Girls – Kilt	All	26.50	27.50	+3.8	2
	Urban	26.50	27.50	+3.8	2
	Rural	-	-	-	0
Girls - Tie	All	5.46	5.40	-1.1	9
	Urban	4.63	4.89	+5.6	4
	Rural	6.18	6.39	+3.4	5

Price gathering

D.3 Please note that the average price stated for each item is a straight average calculation of prices from all the retailers mystery shopped. Thus the averages take no account of volumes sold in each outlet and a large supermarket's price has no greater weighting than a small outfitter. At the overall level the average price is shown both excluding and including online searches. This has not been shown at a country level as we have assumed that the online price would apply UK-wide.

Primary Schools

Table D.4: Primary school compulsory items – average prices by location

		Average price (exc online searches)	% Difference from National average price	Price check base size
Jumper	All	11.20	n/a	16
	Urban	10.71	-4.4	10
	Rural	12.41	+ 10.8	6
Sweatshirt	All	8.31	n/a	57
	Urban	8.39	+ 1.0	35
	Rural	8.22	-1.1	22
Cardigan	All	11.00	n/a	30
	Urban	11.04	+ 0.4	19
	Rural	10.94	-0.5	11
T-Shirt	All	4.39	n/a	18
	Urban	4.66	+ 6.2	12
	Rural	3.64	-17.1	6
Tie	All	3.15	n/a	14
	Urban	3.09	-1.9	10
	Rural	3.34	+ 6.0	4

Table D.5: Primary school compulsory items – average prices by store type

		Average price	Price check base size
Jumper	Department store	9.50	2
	Retailer	11.20	16
	Supermarket	4.50	4
	Variety store	6.38	4

Sweatshirt	Department store	8.00	1
	Retailer	8.31	57
	Supermarket	3.25	3
	Variety store	5.00	4
Cardigan	Department store	11.00	1
	Retailer	11.00	30
	Supermarket	3.88	4
	Variety store	8.75	4
T-Shirt	Department store	6.50	2
	Retailer	4.39	18
	Supermarket	3.63	4
	Variety store	5.88	4
Tie	Department store	-	0
	Retailer	4.39	14
	Supermarket	2.37	1
	Variety store	3.00	1

Table D.6: Primary school questionnaire survey compared with mystery shopping – average prices

	Questionnaire survey	Mystery shop (general retailers)	% difference to questionnaire	Mystery shop (Supermarket)	% difference to quest.	Mystery Shop (All online)	% difference to quest.
Jumper	10.31	11.20	+8.6	4.50	-56.4	6.25	-39.4
Sweatshirt	8.61	8.31	-3.5	3.25	-62.3	4.56	-47.0
Cardigan	10.32	11.00	+6.6	3.88	-62.4	6.83	-33.8
T-Shirt	6.00	4.39	-26.8	3.63	-39.5	5.10	-15.0
Tie	3.32	4.39	+32.2	2.37	-28.6	2.69	-19.0

Secondary Schools

Table D.7: Secondary schools boys compulsory items – average prices by location

		Average price (exc online searches)	% Difference from National average price	Price check base size
Boys - Blazer	All	22.06	n/a	31
	Urban	22.13	+0.3	26
	Rural	21.69	-1.7	5
Boys - Jumper	All	11.96	n/a	17
	Urban	10.46	-12.5	9
	Rural	13.65	+14.1	8
Boys - Sweatshirt	All	8.55	n/a	17
	Urban	8.50	-0.6	11
	Rural	8.63	+0.9	6
Boys – T- Shirt	All	5.29	n/a	11
	Urban	5.07	-4.2	7
	Rural	5.69	+7.6	4
Boys - Trousers	All	11.95	n/a	15
	Urban	11.53	-3.5	12
	Rural	14.57	+21.9	3
Boys Tie	All	3.75	n/a	47
	Urban	3.76	+0.3	34
	Rural	3.72	-0.8	13

Table D.8: Secondary schools boys compulsory items- average prices by store type

		Average price	Price check base size
Boys - Blazer	Department store	22.00	1
	Retailer	22.06	31
	Supermarket	-	0
	Variety store	22.33	3
Boys - Jumper	Department store	11.50	2
	Retailer	11.96	17
	Supermarket	5.50	3
	Variety store	7.75	3
Boys - Sweatshirt	Department store	8.00	1
	Retailer	8.55	17
	Supermarket	4.67	3
	Variety store	7.00	3
Boys – T-Shirt	Department store	9.00	1
	Retailer	5.29	11
	Supermarket	4.67	3
	Variety store	4.93	3
Boys - Trousers	Department store	8.50	2
	Retailer	11.95	15
	Supermarket	5.50	2
	Variety store	8.63	4
Boys - Tie	Department store	4.00	1
	Retailer	3.75	47
	Supermarket	4.00	1
	Variety store	4.00	1

Table D.9: Secondary schools boys questionnaire survey compared with mystery shopping – average prices

	Questionnaire survey	Mystery shop (General retailers)	% difference to questionnaire	Mystery shop (Supermarket)	% difference to quest.	Mystery Shop (All online)	% difference to quest.
Boys - Blazer	29.60	22.06	-25.5	-	n/a	22.25	-24.8
Boys - Jumper	14.98	11.96	-20.2	5.50	-63.3	7.83	-47.7
Boys - Sweatshirt	12.34	8.55	-30.7	4.67	-62.2	6.14	-50.2
Boys – T-Shirt	9.70	5.29	-45.5	4.67	-51.9	5.40	-44.3
Boys - Trousers	15.57	11.95	-23.2	5.50	-64.7	7.81	-49.8
Boys Tie	4.59	3.75	-18.3	4.00	-12.9	4.00	-12.9

Table D.10: Secondary schools girls compulsory items – average prices by location

		Average price (exc online searches)	% Difference from National average price	Price check base size
Girls - Blazer	All	25.28	n/a	32
	Urban	25.25	-0.1	27
	Rural	25.50	+0.8	5
Girls - Jumper	All	13.38	N/a	17
	Urban	13.32	-0.4	14
	Rural	13.65	+1.8	3
Girls - Sweatshirt	All	9.60		19
	Urban	10.00	+4.2	14

	Rural	8.49	-11.6	5
Girls – T-Shirt	All	5.21		14
	Urban	4.72	-9.4	9
	Rural	6.06	+ 16.3	5
Girls - Skirt	All	16.42		35
	Urban	16.82	+ 2.4	28
	Rural	14.72	-10.4	7
Girls - Tie	All	3.40	n/a	27
	Urban	3.36	-1.2	22
	Rural	3.58	+ 5.3	5

Table D.11: Secondary schools girls compulsory items – average prices by store type

		Average price	Price check base size
Girls - Blazer	Department store	22.00	1
	Retailer	25.28	32
	Supermarket	-	0
	Variety store	22.00	3
Girls - Jumper	Department store	11.50	2
	Retailer	13.38	17
	Supermarket	5.50	3
	Variety store	7.17	3
Girls - Sweatshirt	Department store	8.00	1
	Retailer	9.60	19
	Supermarket	4.67	3
	Variety store	7.00	3
Girls – T-Shirt	Department store	10.00	1
	Retailer	5.21	14
	Supermarket	3.33	3

	Variety store	7.33	3
Girls - Skirt	Department store	14.75	2
	Retailer	16.42	35
	Supermarket	5.33	3
	Variety store	9.25	4
Girls - Tie	Department store	4.00	1
	Retailer	3.40	27
	Supermarket	4.00	1
	Variety store	4.00	1

Table D.12: Secondary schools girls questionnaire survey compared with mystery shopping – average prices

	Questionnaire survey	Mystery shop (General retailers)	% difference to questionnaire	Mystery shop (Supermarket)	% difference to questionnaire	Mystery Shop (All online)	% difference to questionnaire
Girls - Blazer	27.74	25.28	-8.9	-	-	22.00	-20.7
Girls - Jumper	14.80	13.38	-9.6	5.50	-62.8	7.63	-48.4
Girls - Sweatshirt	12.38	9.60	-22.5	4.67	-62.3	6.14	-50.4
Girls – T-Shirt	9.25	5.21	-43.7	3.33	-64.0	6.00	-35.1
Girls - Skirt	15.35	16.42	+7.0	5.33	-65.3	9.17	-40.3
Girls – Tie	4.51	3.40	-24.6	4.00	-11.3	4.00	11.3

E ADVANCE LETTER

Head Teacher/Bursar

SCHOOL NAME

School Address Line 1

School Address Line 2

School Address Line 3

POSTCODE

Direct line

(020) 7211 8440

Our ref MPI-PRE-STUD/1144

Date XX March 2012 Email hugh.little@oft.gsi.gov.uk

Dear Sir or Madam

The Supply of School Uniforms

The OFT is undertaking research into the supply of school uniforms in state schools.

The purpose of the survey⁸ is:

- to update the information that we have about supply arrangements for school uniforms
- to improve our understanding of how and why schools make such arrangements
- to determine the cost implications for parents arising from these arrangements.

⁸ The research is being carried out under Sections 5 and 6 of the Enterprise Act 2002. Section 5 provides for obtaining, compiling and keeping under review information about matters relating to the carrying out of its functions and section 6 provides OFT with the function of making the public aware of the ways in which competition may benefit consumers in, and the economy of, the UK.

We will use the information to consider whether further engagement with schools and parents in relation to the supply of uniforms would be appropriate. Our ultimate aim is that schools' supply arrangements should allow parents to benefit from choice and value for money, but also reflect schools' best interests.

An independent market research agency, IFF Research has been commissioned to undertake this research on our behalf. I would be grateful if you would **complete the questionnaire online by Friday 30 March**. Please go to www.iffresearch.com/schooluniformsurvey and enter your unique password (**ID NUMBER**) to access the survey.

We are seeking details of the arrangements in place at your school for the supply of school uniforms during the teaching year 2011-12. If your school does not have a uniform policy it is still useful to have your answers and will only take a couple of minutes to complete, so please do still complete the questionnaire.

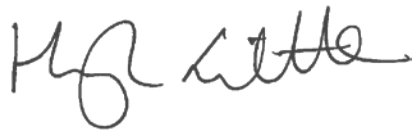
If your school has a uniform policy where certain items of clothing are required to be purchased from designated retailers or from your school, you may need to have the school uniform price list and school uniform accounts to hand.

If you are not the most appropriate person to complete this survey, please pass this survey invitation to the most suitable person. Depending on the complexity of your school uniform arrangements, it may require more than one person to complete the questionnaire.

If you have any queries about the research, please contact Jolyon Fairburn-Beech or Briony Gunstone at IFF Research on 0800 804 8043 or OFTSchoolUniformStudy@IFFResearch.com. Alternatively you can contact me on the telephone number above.

Thank you in advance for your assistance with this important piece of research.

Yours faithfully

A handwritten signature in black ink, appearing to read "Hugh Little". The signature is fluid and cursive, with the first name "Hugh" written in a larger, more prominent script than the last name "Little".

Hugh Little
Principal Case Officer
Markets and Projects – Goods/Consumer Group

F ONLINE SURVEY QUESTIONNAIRE

School Uniform Market Survey

Online

S Screener

Introductory Screen

About this survey:

This survey has been commissioned by the Office of Fair Trading (OFT).

The survey will ask you about your school's current school uniform policies -with reference to how and where parents of pupils in your school buy various items of their uniform.

There will be some information that you may need to collect, but once you have this information the survey will take about 20 minutes to complete. This information includes your current uniform policy, uniform price list, suppliers arrangements and current retailers which stock your uniform and the relationship you have with them. It is possible to pause the survey part way through, if you would like to save your answers and come back to it later on.

How the information will be used

The information you give as part of the survey will be used to inform the OFT's work on the school uniform market.

The purpose of the survey is:

- **to update the information that we have about supply arrangements for school uniforms**
- **to improve our understanding of how and why schools take such decisions**
- **to determine the cost implications for parents arising from these arrangements.**

We will use the information to consider whether further engagement with schools and parents in relation to the supply of uniforms would be appropriate. Our ultimate aim is that school's supply arrangements should allow parents to benefit from choice and value for money but also reflect schools' best interests.

The survey information is being collected and analysed by IFF Research, an independent market research company. IFF Research is a company member of the Market Research Society

(MRS) and abides by the society's Code of Conduct. It will not be possible to identify your individual response in any published results from the survey and IFF Research will hold your details only for the life of the project. Your details will not be passed to any third party.

If you have any questions about the research or have any technical problems with the online survey you can contact Briony Gunstone or Jolyon Fairburn-Beech at IFF Research:

email: OFTSchoolUniformStudy@IFFResearch.com

tel: 0800 804 8043

How to navigate the survey

Please use the forward and back arrow navigation buttons to move between pages in the survey. Please do not use the 'back' button in your browser, as this may cause you to lose the survey temporarily, and require you to 'refresh' the page.

There is also a 'pause' button that you can use if you would like to save your answers to the survey and come back to it later on.

Please click the "forward" button below to enter the survey.

A Introduction

We would like to begin by asking you a few questions about your school's uniform policy. Please note: the questions do not apply to secondary pupils in the sixth form or equivalent

ASK ALL

- A1 **Does your school specify a uniform of any kind that its pupils must wear, even if this is restricted to just one item?**

Please select one only

Yes: there is at least one item of compulsory uniform	1	ASK A2
No: there are no compulsory uniform items	2	GO TO H2

ASK ALL WITH COMPULSORY UNIFORM (CODE 1 AT A1)

- A2 **Thinking about the 2011-2012 academic year, were there any items of compulsory uniform that can only be bought either from designated retailers or from the school itself?**

Please select one only

Yes	1
No	2

B Items of School Uniform: Primary

ASK SECTION B IF PRIMARY SCHOOL WITH COMPULSORY UNIFORM (A1=1)

This section will ask you specifically about items of uniform that your pupils wear to school. Please answer the following questions in relation to both boys and girls. Please note that we are referring only to school uniform and the items listed do not refer to any pieces of clothing in a sports/P.E kit.

ASK ALL

B1 For each of the following items, please indicate whether the item is:

- **a compulsory piece of school uniform (a piece of uniform where the style is specified, that must be worn at some point, by boys, girls or both during the school year for example, a red jumper that must be worn during winter);**
- **an optional piece or uniform (a piece of uniform where the style is specified, that a pupil may choose to wear but does not have to for example, a red jumper may be worn at the student's discretion); or**
- **not part of the uniform for children at your school (the school does not specify this item)**

Please select one option only for each item

	Compulsory Piece of Uniform	Optional Piece of Uniform	Not Part of Uniform
A. Blazer	1	2	3
B. Jumper	1	2	3
C. Sweatshirt	1	2	3
D. Cardigan	2	2	3
E. T-shirt	3	2	3
F. Shirt/Blouse	4	2	3
G. Trousers	1	2	3
H. Skirt	1	2	3
I. Kilt	1	2	3
J. Shorts	5	2	3

K. Dress	6	2	3
L. Pinafore	7	2	3
M. Tie	8	2	3
N. Hat/cap	9	2	3
O. Scarf	1	2	3
P. Specific coat	10	2	3
Q. Specific shoes	11	2	3
R. Specific socks	12	2	3

ASK IF MORE THAN ONE OF JUMPER/CARDIGAN/SWEATSHIRT/BLAZER CODED AS COMPULSORY OR OPTIONAL

B2 We would now like to clarify some of your answers to the previous question. We recognise that some school uniform items are interchangeable and can be worn at the pupil's discretion whilst remaining compulsory overall. We need to confirm what the situation is at your school in relation to these items.

For example your uniform may include a jumper and a blazer:

- It may be the case that one or both of these items must be worn (that is, these should be classed as compulsory).
- Alternatively your policy may state that one of a jumper or a blazer must be worn but pupils can decide which one of these they wish to wear (but they must wear one).
- On the other hand, it may be that one or both of these items form part of the uniform but pupils do not have to wear them (for example, a jumper may be worn in the winter, but is not compulsory)

Please bear this example in mind when answering the following questions. Please select the most appropriate statement for each item shown in the grid below.

Which of the following statements best applies to these items of uniform?

SHOW ITEMS SELECTED AS COMPULSORY OR OPTIONAL (1,2) AT B1 SINGLE CODE FOR EACH ITEM.

	This item is compulsory	At least one of these items in the list below is compulsory, but	This item is optional	Other (Specify)
--	-------------------------	--	-----------------------	-----------------

		pupils have a choice between which of these items they wear (Please select all items this applies to)		
Blazer	1	2	3	4
Jumper	1	2	3	4
Sweatshirt	5	6	7	8
Cardigan	9	10	11	12

ASK IF BOTH T-SHIRT AND SHIRT/BLOUSE CODED COMPULSORY/OPTIONAL AT B1

B3 Which of the following statements best applies to these items of uniform?

SHOW ITEMS SELECTED AS COMPULSORY OR OPTIONAL (1,2) AT B1 SINGLE CODE FOR EACH ITEM.

	This item is compulsory	At least one of these items must be worn, but pupils have a choice between which of these items they wear (Please select all items that this applies to)	This item is optional	Other (Specify)
T-shirt	13	14	15	16
Shirt/Blouse	1	2	3	4

ASK IF MORE THAN ONE OF TROUSERS/SHIRT/KILT/SHORTS CODED COMPULSORY/OPTIONAL AT B1

B4 Which of the following statements best applies to these items of uniform?

SHOW ITEMS SELECTED AS COMPULSORY OR OPTIONAL (1,2) AT B1 SINGLE CODE FOR EACH ITEM.

	This item is compulsory	At least one of these items must be worn, but pupils have a choice between which of	This item is optional	Other (Specify)
--	-------------------------	---	-----------------------	-----------------

		these items they wear (Please select all items that this applies to)		
Trousers	17	18	19	20
Skirt	21	22	23	24
Kilt	25	26	27	28
Shorts	29	30	31	32

SCRIPTING INSTRUCTIONS FOR FOLLOWING SECTION:

Blazer	DISPLAY IF: B2a = 1,2 or (B1a=1 AND B1b=3 AND B1c=3 AND B1d=3)
Jumper	DISPLAY IF: B2b = 1,2 or (B1b=1 AND B1a=3 AND B1c=3 AND B1d=3)
Sweatshirt	DISPLAY IF: B2c = 1,2 or (B1c=1 AND B1a=3 AND B1b=3 AND B1d=3)
Cardigan	DISPLAY IF: B2d = 1,2 or (B1d=1 AND B1a=3 AND B1b=3 AND B1c=3)
T-shirt	DISPLAY IF: B3a=1,2 or (B1e=1 AND B1f=3)
Shirt/Blouse	DISPLAY IF: B3b=1,2 or (B1e=3 AND B1f=1)
Trousers	DISPLAY IF: B4a=1,2 or (B1g=1 AND B1h=3 AND B1i=3 AND B1j=3)
Skirt	DISPLAY IF: B4b=1,2 or (B1h=1 AND B1g=3 AND B1i=3 AND B1j=3)
Kilt	DISPLAY IF: B4c=1,2 or (B1i =1 AND B1g=3 AND B1h=3 AND B1j=3)
Shorts	DISPLAY IF: B4d=1,2 or (B1j=1 AND B1g=3 AND B1h=3 AND B1i=3)
Dress	DISPLAY IF: B1K=1
Pinafore	DISPLAY IF: B1L=1
Tie	DISPLAY IF: B1M=1
Hat/cap	DISPLAY IF: B1N=1

Scarf	DISPLAY IF: B1O=1
Specific coat	DISPLAY IF: B1P=1
Specific shoes	DISPLAY IF: B1Q=1
Specific socks	DISPLAY IF: B1R=1

ASK IF ANY ITEMS SELECTED AS COMPULSORY AT B1 / DURING VALIDATION PROCESS

B5 For each of the following items, please indicate whether:

- The item comes with a school logo/badge/name already attached or included in the design of the item
- A school logo/badge/name is required, but it can be bought separately and attached
- No logo/badge/name is required

	Item comes with a school logo/badge/name already attached	A school logo/badge/name is required, but it can be bought separately	No logo/badge/name is required
A. Blazer	1	2	3
B. Jumper	1	2	3
C. Sweatshirt	1	2	3
D. Cardigan	1	2	3
E. T-shirt	1	2	3
F. Shirt/Blouse	1	2	3
G. Trousers	1	2	3
H. Skirt	1	2	3
I. Kilt	1	2	3
J. Shorts	1	2	3

K. Dress	1	2	3
L. Pinafore	1	2	3
M. Tie	1	2	3
N. Hat/cap	1	2	3
O. Scarf	1	2	3
P. Specific coat	1	2	3
Q. Specific shoes	1	2	3
R. Specific socks	1	2	3

ASK ALL ITEMS SELECTED AS COMPULSORY AT B1

B6 For each item of uniform listed below, please select the appropriate statement about how parents at the school are able to purchase this item (please note this should be a new item, this question does not relate to second hand items).

Please select one statement for each item

PLEASE SHOW ONLY CODES SELECTED AS COMPULSORY/OPTIONAL AT B1; SINGLE CODE FOR EACH ITEM

	Must be bought from a single retailer that is designated by the school	Must be bought from retailers that are designated by the school but there are more than one retailers (or chain of retailers) for this item	Available from both designated retailers and from the school itself, and must be bought from one of these	Must be bought from the school itself	Parents are completely free to purchase the item (conforming to school's style) from wherever they want	Don't know
--	--	---	---	---------------------------------------	---	------------

A. Blazer	1	2	3	4	5	6
B. Jumper	2	2	3	4	5	6
C. Sweatshirt	1	2	3	4	5	6
D. Cardigan	3	2	3	4	5	6
E. T-shirt	4	3	3	4	5	6
F. Shirt/Blouse	5	4	3	5	5	6
G. Trousers	6	5	3	6	5	6
H. Skirt	1	2	3	4	5	6
I. Kilt	7	6	3	7	5	6
J. Shorts	8	7	3	8	5	6
K. Dress	9	8	3	9	5	6
L. Pinafore	10	9	3	10	5	6
M. Tie	11	2	3	11	5	6
N. Hat/cap	12	10	3	12	5	6
O. Scarf	1	2	3	4	5	6
P. Specific coat	1	2	3	4	5	6
Q. Specific shoes	1	2	3	4	5	6
R. Specific socks	1	2	3	4	5	6

ASK ONLY FOR ITEMS SUPPLIED THROUGH A SINGLE DESIGNATED RETAILER OR THROUGH THE SCHOOL (B6=1, 3, 4)

B7 Please state how much each of the following items of uniform costs.

Please fill in a cost for a typical 7 year old child (height approx 122cm (48”). Please give your answer as accurately as possible. (for all prices less than £1 (for example, 95 pence) please record this as 0.95)

PLEASE DISPLAY COLUMNS 1 AND 2 FOR ALL CODES SELECTED AS DESIGNATED RETAILER OR SCHOOL (B15=1, 3, 4). SHOW COLUMN 3 FOR ALL ITEMS WHERE LOGO CAN BE PURCHASED

MAX VALUE FOR WRITE IN BOX = 999.99

	DISPLAY IF B6=1 Single designated retailer's Selling Price of Item (££.pp) Excluding attachable logo where applicable	DISPLAY IF B6=3,4 School's Selling Price of Item (££.pp) Excluding attachable logo where applicable	DISPLAY IF LOGO SELECTED AT B5 (2): Price of Logo/name/badge (££.pp) to be attached
A. Blazer	£XX.XX etc.	£XX.XX etc.	
B. Jumper			
C. Sweatshirt			
D. Cardigan			
E. T-shirt			
F. Shirt/Blouse			
G. Trousers			
H. Skirt			
I. Kilt			
J. Shorts			
K. Dress			
L. Pinafore			
M. Tie			
N. Hat/cap			

O. Scarf			
P. Specific coat			
Q. Specific shoes			
R. Specific socks			

ASK IF ANY ITEM MUST BE BOUGHT FROM SCHOOL (B6=3,4)

B8 From all items of uniform that are sold by your school, what is the financial (expected) outcome for your school?

Please select one option only

Make a Profit	1
Make a Loss	2
Break even	3
Don't Know	4

ASK IF B8=1,2,3

B9 Do you know the financial (expected) outcome for your school on an item by item basis?

Yes	1
No	2

ASK IF SCHOOL DOES KNOW ON AN ITEM BY ITEM BASIS (B9 = 1)

B10 For each of the following items of uniform which must be bought from the school, what is the financial (expected) outcome for your school?

Please select one option per item

PLEASE DISPLAY ALL CODES SELECTED CODED 3,4 AT B6; SINGLE CODE FOR EACH ITEM

	Profit	Loss	Break even	Don't know
A. Blazer	1	2	3	4
B. Jumper	1	2	3	4

C. Sweatshirt	1	2	3	4
D. Cardigan	1	2	4	4
E. T-shirt	2	2	5	4
F. Shirt/Blouse	3	2	6	4
G. Trousers	1	2	3	4
H. Skirt	4	2	7	4
I. Kilt	5	2	8	4
J. Shorts	6	2	9	4
K. Dress	7	2	10	4
L. Pinafore	8	2	11	4
M. Tie	9	2	12	4
N. Hat/cap	10	2	13	4
O. Scarf	1	2	3	4
P. Specific coat	1	2	3	4
Q. Specific shoes	1	2	3	4
R. Specific socks	1	2	3	4

ASK IF BOUGHT FROM RETAILER (B6 =1)

- B11 You have identified that some or all of your uniform items are sold through a single retailer designated by the school. Please state whether the school would prevent another retailer from stocking and selling the items sold by the current designated retailer and/or if the school would prevent pupils from wearing these items if bought from another outlet that is, an undesignated retailer.**

Yes, the status of the retailer as the as the only place for pupils to purchase the uniform item(s) is enforced	1
No, other retailers may stock and sell the item(s) of uniform to pupils which pupils may wear to school without facing punishment.	2

C Items of School Uniform: Secondary School Boys

ASK SECTION C IF MIXED OR BOYS SECONDARY SCHOOL WITH COMPULSORY UNIFORM (A1=1)

This section will ask you specifically about items of uniform that your pupils wear to school. Please answer the following questions in relation to Boys only. Please note that we are referring only to school uniform and the items listed do not refer to any pieces of clothing in a sports/P.E kit.

ASK ALL

C1 For each of the following items, please indicate whether the item is:

- a compulsory piece of school uniform (a piece of uniform where the style is specified that must be worn at some point by boys during the school year for example, a red jumper that must be worn during winter);
- an optional piece or uniform (a piece of uniform where the style is specified, that a pupil may choose to wear but it is not necessary for example, a red jumper may be worn at the student's discretion); or
- not part of the uniform for children at your school (the school does not specify this item)

Please select one option only for each item

	Compulsory Piece of Uniform	Optional Piece of Uniform	Not Part of Uniform
A. Blazer	1	2	3
B. Jumper	1	2	3
C. Sweatshirt	1	2	3
D. Cardigan	1	2	3
E. T-shirt	1	2	3
F. Shirt	1	2	3

G. Trousers	1	2	3
H. Kilt	1	2	3
I. Shorts	1	2	3
J. Tie	1	2	3
K. Hat/cap	1	2	3
L. Scarf	1	2	3
M. Specific coat	1	2	3
N. Specific shoes	1	2	3
O. Specific socks	1	2	3

ASK IF MORE THAN ONE OF BLAZER/JUMPER/CARDIGAN/SWEATSHIRT CODED
COMPULSORY/OPTIONAL AT C1

C2 We would now like to clarify some of your answers to the previous question. We recognise that some school uniform items are interchangeable and can be worn at the pupil's discretion whilst remaining compulsory overall. We need to confirm what the situation is at your school in relation to these items.

For example your uniform may include a jumper and a blazer:

- **It may be the case that one or both of these items must be worn (that is, these should be classed as compulsory).**
- **Alternatively your policy may state that one of a jumper or a blazer must be worn but pupils can decide which one of these they wish to wear (but they must wear one).**
- **On the other hand, it may be that one or both of these items form part of the uniform but pupils do not have to wear them (for example, a jumper may be worn in the winter, but is not compulsory)**

Please bear this example in mind when answering the following questions. Please select the most appropriate statement for each item shown in the grid below.

Which of the following statements best applies to these items of uniform?

SHOW ITEMS SELECTED AS COMPULSORY OR OPTIONAL (1,2) AT C1 SINGLE CODE FOR EACH ITEM.

	This item is compulsory	At least one of these items in the list below is compulsory, but pupils have a choice between which of these items they wear (Please select all items that this applies to)	This item is optional	Other (Specify)
Blazer	33	34	35	36
Jumper	37	38	39	40
Sweatshirt	41	42	43	44
Cardigan	45	46	47	48

ASK IF BOTH T-SHIRT/BLOUSE CODED COMPULSORY/OPTIONAL AT C1

C3 Which of the following statements best applies to these items of uniform?

SHOW ITEMS SELECTED AS COMPULSORY OR OPTIONAL (1,2) AT C1 SINGLE CODE FOR EACH ITEM.

	This item is compulsory	At least one of these items must be worn, but pupils have a choice between which of these items they wear (Please select all items that this applies to)	This item is optional	Other (Specify)
T-shirt	49	50	51	52
Shirt/Blouse	1	2	3	4

ASK IF MORE THAN ONE OF TROUSERS/KILT/SHORTS CODED COMPULSORY/OPTIONAL AT C1

C4 Which of the following statements best applies to these items of uniform?

SHOW ITEMS SELECTED AS COMPULSORY OR OPTIONAL (1,2) AT C1 SINGLE CODE FOR EACH ITEM.

	This item is compulsory	At least one of these items must be worn, but pupils have a choice between which of these items they wear (Please select all items that this applies to)	This item is optional	Other (Specify)
Trousers	53	54	55	56
Kilt	1	2	3	4
Shorts	1	2	3	4

SCRIPTING INSTRUCTIONS FOR FOLLOWING SECTION:

Blazer	DISPLAY IF: C2a=1,2 or (C1a=1 AND C1b=3 AND C1c=3 AND C1d=3)
Jumper	DISPLAY IF: C2b=1,2 or (C1b=1 AND C1a=3 AND C1c=3 AND C1d=3)
Sweatshirt	DISPLAY IF: C2c=1,2 or (C1c=1 AND C1a=3 AND C1b=3 AND C1d=3)
Cardigan	DISPLAY IF: C2d=1,2 or (C1d=1 AND C1b=3 AND C1c=3 AND C1a=3)
T-shirt	DISPLAY IF C3a=1,2 or (C1e=1 AND C1f=3)
Shirt	DISPLAY IF: C3b=1,2 or (C1f=1 AND C1e=3)
Trousers	DISPLAY IF: C4a=1,2 or (C1g=1 AND C1h=3 AND C1i=3)
Kilt	DISPLAY IF: C4b=1,2 or (C1h=1 AND C1g=3 AND C1i=3)
Shorts	DISPLAY IF: C4c=1,2 or (C1i=1 AND C1h=3 AND C1g=3)
Tie	DISPLAY IF: C1J=1
Hat/cap	DISPLAY IF: C1K=1

Scarf	DISPLAY IF: C1L=1
Specific coat	DISPLAY IF: C1M=1
Specific shoes	DISPLAY IF: C1N=1
Specific socks	DISPLAY IF: C1O=1

ASK IF ANY ITEMS SELECTED AS COMPULSORY AT C1 C2 C3 OR C4

C5 **For each of the following items, please indicate whether:**

- **The item comes with a school logo/badge/name already attached or included in the design of the item**
- **A school logo/badge/name is required, but it can be bought separately and attached**
- **No logo/badge/name is required**

PLEASE SHOW ONLY CODES SELECTED AS COMPULSORY/OPTIONAL AT C1 / DURING VALIDATION PROCESS; SINGLE CODE FOR EACH ITEM

	Item comes with a school logo/badge/name already attached	A school logo/badge/name is required, but it can be bought separately	No logo/badge/name is required
A. Blazer	1	2	3
B. Jumper	1	2	3
C. Sweatshirt	1	2	3
D. Cardigan	1	2	3
E. T-shirt	1	2	3
F. Shirt	1	2	3
G. Trousers	1	2	3
H. Kilt	1	2	3
I. Shorts	1	2	3
J. Tie	1	2	3

K. Hat/cap	1	2	3
L. Scarf	1	2	3
M. Specific coat	1	2	3
N. Specific shoes	1	2	3
O. Specific socks	1	2	3

C6 **For each item of uniform listed below, please select the appropriate statement about how parents at the school are able to purchase this item (please note this should be a new item, this question does not relate to second hand items).**

Please select one statement for each item

PLEASE SHOW ONLY CODES SELECTED AS COMPULSORY/OPTIONAL AT C1 / DURING VALIDATION PROCESS; SINGLE CODE FOR EACH ITEM

	Must be bought from a single retailer that is designated by the school	Must be bought from retailers that are designated by the school but there are more than one retailer (or chain of retailers) for this item	Available from both designated retailers and from the school itself, and must be bought from one of these	Must be bought from the school itself	Parents are completely free to purchase the item (conforming to school's style) from wherever they want	Don't know
A. Blazer	1	2	3	4	5	6
B. Jumper	1	2	3	4	5	6
C. Sweatshirt	1	2	3	4	5	6
D. Cardigan	1	2	3	4	5	6
E. T-shirt	1	2	3	4	5	6
F. Shirt	1	2	3	4	5	6
G. Trousers	1	2	3	4	5	6
H. Kilt	1	2	3	4	5	6

I. Shorts	1	2	3	4	5	6
J. Tie	1	2	3	4	5	6
K. Hat/cap	1	2	3	4	5	6
L. Scarf	1	2	3	4	5	6
M. Specific coat	1	2	3	4	5	6
N. Specific shoes	1	2	3	4	5	6
O. Specific socks	1	2	3	4	5	6

ASK ONLY FOR ITEMS SUPPLIED THROUGH A SINGLE DESIGNATED RETAILER OR THROUGH THE SCHOOL (C6=1, 3, 4)

C7 **Please state how much each of the following items of uniform costs.**

Please fill in a cost for a typical 13 year old boy (approximate measurements: height – 160cm (63”), chest – 79cm (31”), waist – 69cm (27”). Please give your answer as accurately as possible. (for all prices less than £1 (for example, 95 pence) please record this as 0.95)

PLEASE DISPLAY ALL CODES SELECTED AS DESIGNATED RETAILER OR SCHOOL (C6=1, 3, 4)

MAX VALUE FOR WRITE IN BOX = 999.99

	DISPLAY IF C6=1 Single designated retailer's Selling Price of Item (££.pp) Excluding attachable logo where applicable	DISPLAY IF C6=3,4 School's Selling Price of Item (££.pp) Excluding attachable logo where applicable	DISPLAY IF LOGO SELECTED AT C5 (2): Price of Logo/name/badge (££.pp) to be attached
A. Blazer	£XX.XX	£XX.XX	
B. Jumper			
C. Sweatshirt			
D. Cardigan			
E. T-shirt			

F. Shirt			
G. Trousers			
H. Kilt			
I. Shorts			
J. Tie			
K. Hat/cap			
L. Scarf			
M. Specific coat			
N. Specific shoes			
O. Specific socks			

ASK IF MUST BE BOUGHT FROM SCHOOL (C6=3, 4)

C8 From all items of uniform that are sold by your school, what is the financial (expected) outcome for your school?

Please select one option only

Make a Profit	1
Make a Loss	2
Break even	3
Don't Know	4

ASK IF C8=1,2,3

C9 Do you know the financial (expected) outcome on an item by item basis?

Yes	1	ASK C10
No	2	GO TO C11

ASK IF SCHOOL DOES KNOW ON AN ITEM BY ITEM BASIS (C9 = 1)

C10 For each of the following items of uniform which must be bought from the school, what is the financial (expected) outcome for your school?

Please select one option per item

PLEASE DISPLAY ALL CODES SELECTED CODED 3 OR 4 AT C6; SINGLE CODE FOR EACH ITEM

	Profit	Loss	Break even	Don't know
A. Blazer	1	2	3	4
B. Jumper	1	2	3	4
C. Sweatshirt	1	2	3	4
D. Cardigan	1	2	3	4
E. T-shirt	1	2	3	4
F. Shirt	1	2	3	4
G. Trousers	1	2	3	4
H. Kilt	1	2	3	4
I. Shorts	1	2	3	4
J. Tie	1	2	3	4
K. Hat/cap	1	2	3	4
L. Scarf	1	2	3	4
M. Specific coat	1	2	3	4
N. Specific shoes	1	2	3	4

ASK IF BOUGHT FROM RETAILER (C6 =1)

C11 You have identified some or all of your uniform items are sold through a single retailer designated by the school. Please state whether the school would prevent another retailer from stocking and selling the items sold by the current designated retailer or if the school would prevent pupils from wearing these items if bought from another outlet that is, an undesignated retailer.

Yes, the status of the retailer as the as the only place for pupils to purchase the uniform item(s) is enforced	1
No, other retailers may stock and sell the item(s) of uniform to pupils which pupils may wear to school without facing punishment.	2

D Items of School Uniform: Secondary School Girls

ASK SECTION D IF MIXED OR GIRLS SCHOOL WITH COMPULSORY UNIFORM (A1=1)

D1 **This section will ask you specifically about items of uniform that your pupils wear to school. Please answer the following questions in relation to Girls only. Please note that we are referring only to school uniform and the items listed do not refer to any pieces of clothing in a sports/ P.E kit.**

ASK ALL

For each of the following items, please indicate whether the item is:

- **a compulsory piece of school uniform (a piece of uniform where the style is specified that must be worn at some point during the school year for example, a red jumper that must be worn during winter);**
- **an optional piece of uniform (a piece of uniform where the style is specified, that a pupil may choose to wear but it is not necessary for example, a red jumper may be worn at the student's discretion); or**
- **not part of the uniform for children at your school (the school does not specify this item)**

Please select one option only for each item

	Compulsory Piece of Uniform	Optional Piece of Uniform	Not Part of Uniform
A. Blazer	1	2	3
B. Jumper	1	2	3
C. Sweatshirt	1	2	3
D. Cardigan	1	2	3
E. T-shirt	1	2	3
F. Shirt	1	2	3
G. Blouse	1	2	3
H. Trousers	1	2	3
I. Skirt	1	2	3
J. Kilt	1	2	3

K. Shorts	1	2	3
L. Dress	1	2	3
M. Pinafore	1	2	3
N. Tie	1	2	3
O. Hat/cap	1	2	3
P. Scarf	1	2	3
Q. Specific coat	1	2	3
R. Specific shoes	1	2	3
S. Specific socks	1	2	3

ASK IF MORE THAN ONE OF BLAZER/JUMPER/SWEATSHIRT/CARDIGAN CODED
 COMPULSORY/OPTIONAL AT D1

DP: PLEASE SHOW QUESTION AND EXAMPLE FOR D2,D3 AND D4

D2 We would now like to clarify some of your answers to the previous question. We recognise that some school uniform items are interchangeable and can be worn at the pupil's discretion whilst remaining compulsory overall. We need to confirm what the situation is at your school in relation to these items.

For example your uniform may include a jumper and a blazer:

- **It may be the case that one or both of these items must be worn (that is, these should be classed as compulsory).**
- **Alternatively your policy may state that one of a jumper or a blazer must be worn but pupils can decide which one of these they wish to wear (but they must wear one).**
- **On the other hand, it may be that one or both of these items form part of the uniform but pupils do not have to wear them (for example, a jumper may be worn in the winter, but is not compulsory)**

Please bear this example in mind when answering the following questions. Please select the most appropriate statement for each item shown in the grid below.

Which of the following statements best applies to these items of uniform?

SHOW ITEMS SELECTED AS COMPULSORY OR OPTIONAL (1,2) AT D1 SINGLE CODE FOR EACH ITEM.

	This item is compulsory	At least one of these items must be worn, but pupils have a choice between which of these items they wear (Please select all items that this applies to)	This item is optional	Other (Specify)
Blazer	57	58	59	60
Jumper	61	62	63	64
Sweatshirt	65	66	67	68
Cardigan	69	70	71	72

ASK IF MORE THAN ONE OF T-SHIRT/BLOUSE/SHIRT CODED COMPULSORY/OPTIONAL AT D1

D3 Which of the following statements best applies to these items of uniform?

SHOW ITEMS SELECTED AS COMPULSORY OR OPTIONAL (1,2) AT D1 SINGLE CODE FOR EACH ITEM.

	This item is compulsory	At least one of these items must be worn, but pupils have a choice between which of these items they wear (Please select all items that this applies to)	This item is optional	Other (Specify)
T-shirt	73	74	75	76
Shirt	1	2	3	4
Blouse	1	2	3	4

ASK IF MORE THAN ONE OF TROUSERS/KILT/SKIRT/SHORTS SELECTED AS COMPULSORY/OPTIONAL AT D1

D4 Which of the following statements best applies to these items of uniform?

SHOW ITEMS SELECTED AS COMPULSORY OR OPTIONAL (1,2) AT D1 SINGLE CODE FOR EACH ITEM.

	This item is compulsory	At least one of these items must be worn, but pupils have a choice between which of these items they wear (Please select all items that this applies to)	This item is optional	Other (Specify)
Trousers	77	78	79	80
Kilt	1	2	3	4
Skirt	1	2	3	4
Shorts	1	2	3	4

SCRIPTING INSTRUCTIONS FOR FOLLOWING SECTION:

Blazer	DISPLAY IF: D2a=1,2 or (D1a=1 AND D1b=3 and D1c=3 and D1d=3)
Jumper	DISPLAY IF: D2b=1,2 or (D1b=1 AND D1a=3 AND D1c=3 AND D1d=3)
Sweatshirt	DISPLAY IF: D2c=1,2 or (D1c=1 AND D1a=3 and D1b=3 AND D1d=3)
Cardigan	DISPLAY IF: D2d=1,2 or (D1d=1 AND D1a=3 and D1b=3 AND D1c=3)
T-shirt	DISPLAY IF: D3a=1,2 or (D1e=1 AND D1f=3 and D1g=3)
Shirt	DISPLAY IF: D3b=1,2 or (D1f=1 AND D1e=3 and D1g=3)
Blouse	DISPLAY IF: D3c=1,2 or (D1g=1 AND D1e=3 and D1f=3)
Trousers	DISPLAY IF: D4a=1,2 or (D1h=1 AND D1i=3 and D1j=3 and D1k=3)
Skirt	DISPLAY IF: D4c=1,2 or (D1i=1 AND D1h=3 and D1k=3 and D1j=3)
Kilt	DISPLAY IF: D4b=1,2 or (D1j=1 AND D1h=3 and D1k=3 and D1i=3)
Shorts	DISPLAY IF: D4d=1,2 or (D1k=1 AND D1h=3 and D1i=3 and D1j=3)

Dress	DISPLAY IF: D1L=1
Pinafore	DISPLAY IF: D1M=1
Tie	DISPLAY IF: D1N=1
Hat/cap	DISPLAY IF: D1O=1
Scarf	DISPLAY IF: D1P=1
Specific coat	DISPLAY IF: D1Q=1
Specific shoes	DISPLAY IF: D1R=1
Specific socks	DISPLAY IF: D1S=1

ASK IF ANY ITEMS SELECTED AS COMPULSORY/OPTIONAL AT D1,D2,D3,D4

D5 For each of the following items, please indicate whether:

- **The item comes with a school logo/badge/name already attached or included in the design of the item**
- **A school logo/badge/name is required, but it can be bought separately and attached**
- **No logo/badge/name is required**

PLEASE SHOW ONLY CODES SELECTED AS COMPULSORY AT D1 / DURING VALIDATION PROCESS; SINGLE CODE FOR EACH ITEM

	Item comes with a school logo/badge/name already attached	A school logo/badge/name is required, but it can be bought separately	No logo/badge/name is required
A. Blazer	1	2	3
B. Jumper	1	2	3
C. Sweatshirt	1	2	3
D. Cardigan	1	2	3
E. T-shirt	1	2	3

F. Shirt	1	2	3
G. Blouse	1	2	3
H. Trousers	1	2	3
I. Skirt	1	2	3
J. Kilt	1	2	3
K. Shorts	1	2	3
L. Dress	1	2	3
M. Pinafore	1	2	3
N. Tie	1	2	3
O. Hat/cap	1	2	3
P. Scarf	1	2	3
Q. Specific coat	1	2	3
R. Specific shoes	1	2	3
S. Specific socks	1	2	3

ASK ALL ITEMS SELECTED AS COMPULSORY AT D1,D2,D3,D4

D6 For each item of uniform listed below, please select the appropriate statement about how parents at the school are able to purchase this item (please note this should be a new item, this question does not relate to second hand items).

Please select one statement for each item

PLEASE SHOW ONLY CODES SELECTED AS COMPULSORY AT D1 / DURING VALIDATION PROCESS; SINGLE CODE FOR EACH ITEM

	Must be bought from a single retailer that is designated by the school	Must be bought from retailers that are designated by the school but there are more than one retailers (or chain of retailers) for this item	Available from both designated retailers and from the school itself, and must be bought from one of these	Must be bought from the school itself	Parents are completely free to purchase the item from wherever they want	Don't know
A. Blazer	1	2	3	4	5	6
B. Jumper	1	2	3	4	5	6
C. Sweatshirt	1	2	3	4	5	6
D. Cardigan	1	2	3	4	5	6
E. T-shirt	1	2	3	4	5	6
F. Shirt	1	2	3	4	5	6
G. Blouse	1	2	3	4	5	6
H. Trousers	1	2	3	4	5	6
I. Skirt	1	2	3	4	5	6
J. Kilt	1	2	3	4	5	6
K. Shorts	1	2	3	4	5	6
L. Dress	1	2	3	4	5	6
M. Pinafore	1	2	3	4	5	6
N. Tie	1	2	3	13	5	6

O. Hat/cap	1	2	3	4	5	6
P. Scarf	1	2	3	4	5	6
Q. Specific coat	1	2	3	4	5	6
R. Specific shoes	1	2	3	4	5	6
S. Specific socks	1	2	3	4	5	6

ASK ONLY FOR ITEMS SUPPLIED THROUGH A SINGLE DESIGNATED RETAILER OR THROUGH THE SCHOOL (D6=1, 3, 4)
PLEASE STATE HOW MUCH EACH OF THE FOLLOWING ITEMS OF UNIFORM COSTS.

D7 Please state how much each of the following items of uniform costs.

Please fill in a cost for a typical 13 year old girl (approximate measurements: Height - 157cm (62”), Chest - 81cm (32”), Waist - 63cm (25”)). Please give your answer as accurately as possible. (for all prices less than £1 (for example, 95 pence) please record this as 0.95)

PLEASE DISPLAY ALL CODES SELECTED AS DESIGNATED RETAILER OR SCHOOL (D6=1, 3, 4)
MAX VALUE FOR WRITE IN BOX = 999.99

	DISPLAY IF D6=1 Single designated retailer's Selling Price of Item (££.pp) Excluding attachable logo where applicable	DISPLAY IF D6=3,4 School's Selling Price of Item (££.pp) Excluding attachable logo where applicable	DISPLAY IF LOGO SELECTED AT D5 (2): Price of Logo/name/badge (££.pp) to be attached
A. Blazer	£XX.XX	£XX.XX	
B. Jumper			
C. Sweatshirt			
D. Cardigan			
E. T-shirt			

F. Shirt			
G. Blouse			
H. Trousers			
I. Skirt			
J. Kilt			
K. Shorts			
L. Dress			
M. Pinafore			
N. Tie			
O. Hat/cap			
P. Scarf			
Q. Specific coat			
R. Specific shoes			
S. Specific socks			

ASK IF MUST BE BOUGHT FROM SCHOOL (D6=3, 4)

D8 From all items of uniform that are sold by your school, what is the financial (expected) outcome for your school?

Please select one option only

Make a Profit	4
Make a Loss	5
Break even	6
Don't Know	7

ASK IF D8= 1,2,3

D9 Do you know the financial (expected) outcome on an item by item basis?

Yes	8
No	9

ASK IF SCHOOL DOES KNOW ON AN ITEM BY ITEM BASIS (D9 = 1)

D10 For each of the following items of uniform which must be bought from the school, what is the financial (expected) outcome for your school?Please select one option per item

PLEASE DISPLAY ALL CODES SELECTED CODED 3 OR 4 AT D6; SINGLE CODE FOR EACH ITEM

	Profit	Loss	Break even	Don't know
A. Blazer	10	11	12	13
B. Jumper	1	2	3	4
C. Sweatshirt	1	2	3	4
D. Cardigan	1	2	3	4
E. T-shirt	1	2	3	4
F. Shirt	1	2	3	4
G. Blouse	1	2	3	4
H. Trousers	1	2	3	4
I. Skirt	1	2	3	4
J. Kilt	1	2	3	4
K. Shorts	1	2	3	4
L. Dress	1	2	3	4
M. Pinafore	1	2	3	4
N. Tie	1	2	3	4

O. Hat/cap	1	2	3	4
P. Scarf	1	2	3	4
Q. Specific coat	1	2	3	4
R. Specific shoes	1	2	3	4
S. Specific socks	1	2	3	4
T. Blazer	1	2	3	4
U. Jumper	1	2	3	4

ASK IF BOUGHT FROM RETAILER (D6 =1)

D11 You have identified some or all of your uniform items are sold through a single retailer designated by the school. Please state whether the school would prevent another retailer from stocking and selling the items sold by the current designated retailer or if the school would prevent pupils from wearing these items if bought from another outlet that is, an undesignated retailer.

Yes, the status of the retailer as the as the only place for pupils to purchase the uniform item(s) is enforced	14
No, other retailers may stock and sell the item(s) of uniform to pupils which pupils may wear to school without facing punishment.	15

E Supply arrangements with a single designated retail outlet

ASK SECTION E IF SELECTED YES AT B11 C11 OR D11

This section comprises questions about the agreement you have where there is only one designated retailer supplying certain items of uniform. Please note none of the answers you give in this survey will be directly attributable to you, your school or your supplier(s).

ASK ALL

- E1 **For [items ticked as sold by a sole supplier], are all of these provided by the same supplier?**

Yes	1	ASK E2
No	2	GO TO SECTION F

ASK IF SOLE SUPPLIER (E1=1)

- E2 **Please provide the supplier's name.**

Please note that none of the answers you have given in this survey will be directly attributable to you and your school.

WRITE IN

ASK ALL

- E3 **How do you ensure that the sole retail outlet has exclusive right to sell your school's uniform?**

Please select any of the following options that apply.

MULTI-CODE

A formal written contract between the school and the retail outlet	1
An informal understanding between the school and the retail outlet	2
A pupil wearing an item of uniform not bought from the retail outlet is considered to be wearing the incorrect uniform and could be punished or asked to replace the item.	3
Parents are told they must buy uniform from the specific outlet(s)	4

Other means used to support exclusivity (Please specify)	5
Don't know	6

ASK ALL

E4 How was the retail outlet in question chosen by the school?

Please select any of the following options that apply.

MULTICODE

Through a selection process where more than one retailer was invited to bid	1	ASK E5
No selection process: retailer contacted school directly and it was expedient to use this retailer	2	GO TO E8
No selection process: school contacted a retailer directly (for example, via a recommendation)	3	GO TO E8
No selection process but not sure how the arrangement was arrived at	4	GO TO E8
Other (Please specify)	5	GO TO E8
Don't know	6	GO TO E8

ASK IF THROUGH SELECTION PROCESS (E4=1)

E5 You said more than one retailer was invited to bid. How many retailers were considered?

Please enter your answer in the box below

WRITE IN – DK OPTION

ASK IF THROUGH SELECTION PROCESS (E4=1)

E6 What criteria were used to judge which retailer(s) was/ were the best?

Please enter your answer in the box below

WRITE IN – DK OPTION

ASK IF THROUGH SELECTION PROCESS (E4=1)

E7 Including this current academic year (please count this as 1 year), please estimate how long this arrangement has been in place?

Please state your answer in number of years. Please give your answer in the box below

WRITE IN

ASK IF SOLE SUPPLIER (E1=1)

E8 What are the school's reasons for having a sole supply agreement?

Please select any that apply

MULTI-CODE

Retailers are not prepared to stock the uniform or procure specially made items unless they are given the sole right to sell the uniform	1
Consistency in the appearance of the uniform	2
Reduction in the amount of time needed to organise school uniform	3
Security of supply – the relationship gives certainty that uniforms will be available	4
Other (Please specify)	5
Don't know	6

E9 Does the school benefit financially (including gifts, equipment etc) from this arrangement?

Please select one option only

Yes – the school benefits financially (including gifts, equipment etc.) from the sole supplier	1	ASK E10
No – the school does not benefit financially (including gifts, equipment etc.) from the sole supplier	2	GO TO E12
Don't know	3	GO TO E12

ASK IF SCHOOL BENEFITS FINANCIALLY (E9=1)

E10 How are the contributions recorded in the school accounts?

Please select one option only

MULTICODE

One-off payment	1
Ongoing or regular payments	2
Donation or gift	3
Other (Please specify)	4
A benefit (in kind) for example, o computer	5
Don't know	6

E11 What is the estimated annual value of the contributions?

Please enter your answer in the box below.

WRITE IN £

ASK IF SOLE SUPPLIER (E1=1)

E12 Do you plan to review the arrangement you currently have with the retail outlet(s) that stock(s) your uniform?

Please select one option only

Yes	1	ASK E13
No	2	GO TO E14
Don't know	3	GO TO E15

ASK IF REVIEW PLANNED (E12=1)

E13 When do you plan on conducting this review?

Please state your answer as a calendar or academic year.

DP INSTRUCTION: PLEASE INSERT TWO DROP DOWN BOXES - ONE FOR CALENDAR YEAR, ONE FOR ACADEMIC YEAR (RESPONDENT SHOULD ONLY BE ABLE TO USE ONE)
--

ASK IF NO REVIEW PLANNED (E12=2)

E14 Why do you not plan on reviewing the current arrangement you have with the retail outlet that stocks your uniform?

Please enter your answer in the box below

WRITE IN

ASK IF SOLE SUPPLIER (E1=1)

E15 What challenges, if any, would you face if you wished to move away from the current arrangement?

Please enter your answer in the box below

WRITE IN

E16 Have you granted a sole retail outlet exclusive permission to use your logo?

Please select one option only

Yes	1	ASK E17
No	2	GO TO SECTION F

Don't know	3	GO TO SECTION F
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ASK IF GRANTED PERMISSION TO USE LOGO (E16=1)

E17 How was this permission given?

Please select one option only

SINGLE CODE

Formally: based on a legal contract, active steps are taken to prevent unauthorised use by another retailer	1
Formally: based on a legal contract but active steps are not taken to prevent unauthorised use by another retailer	2
Informally: no contact or active steps taken to prevent unauthorised use	3
Other: please specify	4
Don't know	5

E18 Is your logo copyrighted or trademarked? Please select one option only

Yes	1
No	2
Don't know	3

F Items of Uniform Sold Through the School

ASK SECTION F IF ANY ITEMS SELECTED 4 AT B6, C6 OR D6

This section looks at compulsory or optional items of uniform that must be purchased through the school, specifically: [LIST ITEMS CODED 4 AT B6, C6 or D6]. Please answer the following questions with regard to the 2011-12 academic year.

ASK ALL

F1 How were these items/was this item procured?

Please select one option only

SINGLE CODE

Direct from a single manufacturer	1
Direct from multiple manufacturers	2
Through a single retailer/wholesaler	3
Through multiple retailers/wholesalers	4
Other (please specify)	5
Don't know	6

ASK IF ONLY ONE RETAILER/MANUFACTURER (F1=1,3)

F2 Are ALL of these items supplied by the same [if F1=1:single manufacturer] [if F1=3 : single retailer/wholesaler]?

Yes	1
No	2
Don't know	3

IF F2=2 DISPLAY: When answering the following questions, please refer only to the supplier associated with the most expensive item of uniform

F3 How was this supplier chosen?

Please select one option only

SINGLE CODE

Through a selection process where more than one supplier was invited to bid	1
---	---

The school had already established a relationship with the supplier	2
The supplier contacted the school directly and it was expedient to use this supplier	3
Other (Please specify)	4
Don't know	5

ASK IF SUPPLIER CHOSEN THROUGH SELECTION PROCESS (F3=1)

F4 **You said more than one supplier was invited to bid. How many suppliers were considered?**

Please enter your answer in the box below

WRITE IN

ASK IF SUPPLIER CHOSEN THROUGH SELECTION PROCESS (F3=1)

F5 **What criteria were used to judge which supplier was the best?**

Please enter your answer in the box below

WRITE IN

ASK F6 IF F1=1,3 (1)

F6 **Including this current academic year (count this as 1 year), please estimate how long has this arrangement been in place.**

Please state your answer in number of years. Please give your answer in the box below

WRITE IN

ASK F7 IF F1=1,3 (1)

F7 **What were your reasons for adopting this arrangement?**

Please select all that apply

MULTI-CODE

Retailers would not stock the items the school sells	1
Convenience for the parents in being able to purchase uniform from the school	2
Keeps costs down for the parents relative to purchasing from a uniform retailer	3
Availability: Ensures enough uniforms will be available for all pupils	4
Other (Please specify)	5

Don't know	6
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ASK IF MORE THAN ONE SELECTED AT F7

F8 **What would you say was the main reason for adopting this arrangement?**

Please one option only

SINGLE CODE PLEASE DISPLAY ALL CODES SELECTED AT F8

Retailers would not stock the items the school sells	1
Convenience for the parents in being able to purchase uniform for the school	2
Keeps costs down for the parents relative to purchasing from a uniform retailer	3
Availability: Ensures enough uniforms will be available for all pupils	4
Other (text from F7)	5
Don't know	6

G School Uniform Financial Assistance Schemes

The following questions relate to the financial assistance, if any, you give to parents of pupils at your school in purchasing items of uniform.

ASK ALL

G1 **Please specify which assistance schemes are available to parents in the 2011-2012 academic year?**

Please select all that apply

MULTI-CODE

No financial assistance given	1
LEA or other government funding	2
School provides second hand uniform free of charge	3
School provides second hand uniform at a reduced price	4
Financial assistance from school/ PTA fund	5
Local charity	6
Other Assistance Scheme (Specify)	7

G2 **Please specify approximately how many pupils are receiving assistance from each of the following schemes in the 2011-2012 academic year?**

DISPLAY ONLY THOSE TICKED AT G1 – COMPULSORY TO ANSWER

	WRITE IN NUMERIC – ALLOW DK
LEA or other government funding	
School provides second hand uniform free of charge	
School provides second hand uniform at a reduced price	
Financial assistance from school/ PTA fund	
Local charity	
[Text from G1]	

H Views on School Uniform

Now, a few questions on your attitudes to school uniform and your school uniform policy in general.

ASK ALL WITH A UNIFORM (A1=1)

H1 **Do you see any disadvantages in allowing parents to purchase uniform items from any retailer they choose?**

Yes	1
No	2
Don't know	3

ASK IF YES (H1=1)

H1a What are these disadvantages?

WRITE IN

ASK ALL SCHOOLS

H2 **The answers you have given so far are in reference to the 2011-12 academic year. Do you plan to [IF A1=1 make any changes to uniform policy in the next five years] [IF A1=2 make any changes to uniform policy in the next five years (including the introduction of a uniform if one wasn't needed in 2011-12)]?**

Please select one option only

Yes	1
No	2
Don't know	3

ASK IF PLANNING CHANGES (H2=1)

H3 **What changes do you plan to make in particular?**

Please give your answer in the box below

MULTICODE OK

Introduce a uniform policy where there was not one in 2011-12	1
Changes to the design of the uniform	2
Changes to the number of compulsory items	3
Changes to the logo	4

Changing the sole supplier	5
Changing the number of suppliers/retailers	6
Changes to the number of financial assistance schemes available to pupils	7
Changes in the cost of any items sold through the school	8
Other(Specify)	9
Don't Know	10

ASK ALL

ASK ALL SCHOOLS WITH A COMPULSORY UNIFORM (A1=1) AND HAVE NO FUTURE PLANS (H2=2,3)

H4 **What would encourage your school to adopt a uniform policy where:**

- **more suppliers stocked your uniform, or**
- **generic items were chosen in favour of specialised and items bearing logos?**

Please give your answer in the box below

WRITE IN

I Respondent Details

ASK ALL

Finally we would like to gather some information about yourself in order to compile a list of participants and in case we need to contact you to clarify some of your answers.

- 11 **Please enter your position in the school. This information allows us to build a profile of participants.**

Please give your answer in the box below

WRITE IN

ASK ALL

- 12 **And what is your name? We ask for this information in case we need to contact you to clarify any of your answers.**

Please give your answer in the box below

WRITE IN

ASK ALL

- 13 **Would you be willing for IFF or the Office for Fair Trading (OFT) to re-contact you this year if we are doing any further research in this area? Please note that none of the answers you have given in this survey will be directly attributable to you if your contact details are passed on to OFT.**

Please select one option only

Yes	1
No	2

Finally I would just like to confirm that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct. Thank you very much for your help today.

G MYSTERY SHOPPING: PRICE VERIFICATION QUESTIONNAIRE

School Uniform Survey - Mystery Shopping Telephone

Generic Items Element

A

OUTLET NAME:

DATE OF CALL:

TIME OF CALL:

Type of Shop	(✓)
Specialised School Uniform Outlet	
Variety Store	
Department Store	
Supermarket	

Age of Pupil	(✓)
Primary (SECTION B)	
Secondary (SECTION C)	

B Items of Uniform: Primary Schools:

B1 You are looking to purchase for a 7 year old son/daughter

The son/daughter is a pupil at a primary school in the local area.

Where a price is taken, the item in question must be a generic item of uniform that has no logo or branding relating to a particular school, but the school name can be referenced if prompted for.

Dimensions for Child: He/She is about 120cm/ 4 feet tall.

School Name for Reference:

WRITE IN

Item	Colour of Item	IF YES: Price of Item (£xx.xxp)	Unable to obtain price for this item (✓)
Jumper			
Sweatshirt			
T-Shirt			
Cardigan			
Tie			

<p>Any additional comments:</p> <ul style="list-style-type: none"> • Why any prices were not given • Issues regarding accuracy of prices given • Any problems obtaining price information • Any additional information given by the person providing the information

--

C Items of Uniform: Secondary Schools

C1 Indicate which gender you are shopping for:

Gender	(✓)
Boys	
Girls	

C2 You are looking to purchase for a 13 year old son/daughter

The son/daughter is a pupil at a secondary school in the local area. Where a price is taken, the item in question must be a generic item of uniform that has no logo or branding relating to a particular school, but the school name can be referenced if prompted for.

Dimensions for Boys: He is about 160cm/ 5 feet 2 inches tall with a chest size of 79cm/ 31 inches and a waist size of 69 cm/27 inches.

Dimensions for Girls: She is about 157cm/ 5 feet 1 inches tall with a chest size of 81cm/ 32 inches and a waist size of 63 cm/25 inches.

School Name for Reference:

WRITE IN

Item	Colour of Item	IF YES: Price of Item (£xx.xxp)	Unable to obtain price for this item (✓)
Blazer			
Jumper			

Sweatshirt			
T-Shirt			
Tie			
(BOYS ONLY): Trousers			
(GIRLS ONLY): Skirt			

Any additional comments:

- **Why any prices were not given**
- **Issues regarding accuracy of prices given**
- **Any problems obtaining price information**
- **Any additional information given by the person providing the information**

H MYSTERY SHOPPING: PRICE GATHERING QUESTIONNAIRE

School Uniform Survey - Mystery Shopping Telephone

Generic Items Element

D

OUTLET NAME:

DATE OF CALL:

TIME OF CALL:

Type of Shop	(✓)
Specialised School Uniform Outlet	
Variety Store	
Department Store	
Supermarket	

Age of Pupil	(✓)
Primary (SECTION B)	
Secondary (SECTION C)	

E Items of Uniform: Primary Schools:

E1 You are looking to purchase for a 7 year old son/daughter

The son/daughter is a pupil at a primary school in the local area.

Where a price is taken, the item in question must be a generic item of uniform that has no logo or branding relating to a particular school, but the school name can be referenced if prompted for.

Dimensions for Child: He/She is about 120cm/ 4 feet tall.

School Name for Reference:

WRITE IN

Item	Colour of Item	IF YES: Price of Item (£xx.xxp)	Unable to obtain price for this item (✓)
Jumper			
Sweatshirt			
T-Shirt			
Cardigan			
Tie			

<p>Any additional comments:</p> <ul style="list-style-type: none"> • Why any prices were not given • Issues regarding accuracy of prices given • Any problems obtaining price information • Any additional information given by the person providing the information

--

F Items of Uniform: Secondary Schools

F1 Indicate which gender you are shopping for:

Gender	(✓)
Boys	
Girls	

F2 You are looking to purchase for a 13 year old son/daughter

The son/daughter is a pupil at a secondary school in the local area. Where a price is taken, the item in question must be a generic item of uniform that has no logo or branding relating to a particular school, but the school name can be referenced if prompted for.

Dimensions for Boys: He is about 160cm/ 5 feet 2 inches tall with a chest size of 79cm/ 31 inches and a waist size of 69 cm/27 inches.

Dimensions for Girls: She is about 157cm/ 5 feet 1 inches tall with a chest size of 81cm/ 32 inches and a waist size of 63 cm/25 inches.

School Name for Reference:

WRITE IN

Item	Colour of Item	IF YES: Price of Item (£xx.xxp)	Unable to obtain price for this item (✓)
Blazer			
Jumper			

Sweatshirt			
T-Shirt			
Tie			
(BOYS ONLY): Trousers			
(GIRLS ONLY): Skirt			

Any additional comments:

- **Why any prices were not given**
- **Issues regarding accuracy of prices given**
- **Any problems obtaining price information**
- **Any additional information given by the person providing the information**