

Key questions put to multiple retailers

Note: The question number or numbers in brackets shows the relevant area of the multiple retailers questionnaire.

A. Adherence to RRPs

- A1. Does the retailer generally adhere to RRPs? (Q34)
- A2. Do suppliers monitor whether prices are below RRP? (Q35 to Q39, Q41)
- A3. Are special promotions generally initiated by suppliers? (Q32, Q33, Q48)

B. Pressure by suppliers

- B1. Have supplier(s) influenced or sought to influence the retailers' prices? (Q35 to Q39)
- B2. Have supplier(s) stopped/controlled retailers advertising prices at below RRPs, or tried to do so? (Q35 to Q39, Q41)
- B3. Have supplier(s) stopped/controlled retailers providing a 'price-matching guarantee', or tried to do so? (Q40)
- B4. Does the retailer receive discretionary *ad hoc* support from supplier(s), for example for advertising, staff incentives, margin support, or incentives for customers? (Q25, Q32, Q33, Q48)
- B5. Is the discretionary support expressly linked to retailers selling at the RRP? (Q35 to Q39)

C. Refusal to supply

- C1. Have supplier(s) stopped supplies because of retailers' behaviour? (Q15)
- C2. Have supplier(s) refused to supply retailers because they set prices below RRPs? (Q15)

D. Pressure by retailers

- D1. Have retailers contacted the suppliers when a competitor has charged at below RRP, to complain, inform or ask for margin support? (Q44 to Q46)