








1. Please provide location details

		Response Percent	Response Count
City/Town:		98.6%	698
ZIP/Postal Code:		99.7%	706
answered question			708
skipped question			40

2. Do you usually ride a

		Response Percent	Response Count
City bike		10.6%	75
Single speed		2.1%	15
Road bike		58.8%	417
Mountain bike		28.2%	200
BMX		0.3%	2
Other (please specify)			84
answered question			709
skipped question			39

3. How much did you spend on bicycle/s or bicycle related products in the past 12 months?

	Response Average	Response Total	Response Count
Amount	2,957.10	1,650,062	558
	answered question		558
	skipped question		190

4. In the last 12 months have you purchased bicycle/s or bicycle related goods from?

	Yes	No	Response Count
An Australian store	96.2% (629)	3.8% (25)	654
An Australian website	63.0% (345)	37.0% (203)	548
An international website	76.2% (459)	23.8% (143)	602
Not sure	4.5% (6)	95.5% (126)	132
	answered question		663
	skipped question		85










5. In the past 12 months, what percentage of your purchases would have been made from (please do not enter % symbol)

	Response Average	Response Total	Response Count
An Australian retail store (%)	63.30	41,462	655
An Australian on line retail site (%)	23.07	11,141	483
An international on line retail site (%)	53.60	29,214	545
	answered question		658
	skipped question		90













6. In the next two years, what percentage of your purchases do you expect to be made from (please do not enter % symbol)

	Response Average	Response Total	Response Count
An Australian retail store (%)	58.32	37,089	636
An Australian on line retailer (%)	20.47	9,724	475
An international on line retailer (%)	50.34	28,142	559
	answered question		648
	skipped question		100





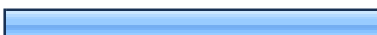




7. If you have purchased from an on line retailer in the past 12 months, where is the main on line retailer you have purchased from located?

	Response Percent	Response Count
Local area 	6.6%	41
Same State 	5.2%	32
Interstate 	24.1%	149
United Kingdom 	56.6%	350
USA 	10.7%	66
New Zealand 	11.7%	72
Asia 	5.5%	34
Not Sure 	0.6%	4
Do not purchase on line 	11.5%	71
Other (please specify)		12
	answered question	618
	skipped question	130









8. In what year did have start purchasing bicycle related goods online?

		Response Percent	Response Count
Prior to 2001		6.0%	39
2001		1.1%	7
2002		1.5%	10
2003		2.6%	17
2004		2.9%	19
2005		5.4%	35
2006		8.3%	54
2007		12.3%	80
2008		12.6%	82
2009		15.5%	101
2010		18.7%	122
Do not purchase on line		13.3%	87
answered question			653
skipped question			95









9. What type of goods have you purchased on line (Please select one or more answers)?

		Response Percent	Response Count
Complete bikes		10.5%	68
Frames		10.3%	67
Helmets		23.1%	150
Clothing		69.9%	453
Tubes and Tyres		60.0%	389
Wheels		26.9%	174
Books, DVD's and Magazines		22.7%	147
Other parts and accessories		73.5%	476
have not purchased on line		12.7%	82
	Other (please specify)		57
answered question			648
skipped question			100

10. Why do you purchase goods in a store?

		Response Percent	Response Count
Convenience		66.1%	423
Customer service		61.9%	396
Price		10.9%	70
Range		12.3%	79
After sales service		49.4%	316
Availability of goods		30.5%	195
Relationship with staff		54.4%	348
Do not purchase goods in store		3.3%	21
	Other (please specify)		64
		answered question	640
		skipped question	108




11. Why do you purchase goods on line?

		Response Percent	Response Count
Convenience		49.9%	326
Customer service		8.0%	52
Price		83.8%	547
Range		57.9%	378
Availability of goods		53.8%	351
After sales service		3.1%	20
Relationship with staff		1.4%	9
Do not purchase on line		11.5%	75
	Other (please specify)		21




answered question 653

skipped question 95





12. When servicing your bike, do you

		Response Percent	Response Count
Do it yourself		45.7%	298
Get a friend to do it		1.8%	12
Use a local bike store		52.5%	342
	answered question		652
	skipped question		96

13. If you purchase bicycle parts or spares on line, do you

		Response Percent	Response Count
Fit them yourself		85.1%	492
Get a friend to fit them		3.8%	22
Get a local store to fit them		11.1%	64
answered question			578
skipped question			170

14. Who do you believe has the greatest impact on variations to the price of cycling goods?

		Response Percent	Response Count
Manufacturer		8.3%	54
Importer/distributor		61.0%	395
Retailer		24.2%	157
Government		6.5%	42
answered question			648
skipped question			100

15. How safe do you feel riding on the Road? 1 - Unsafe to 5 - Safe

		Rating Count
1	100.0% (44)	44
2	100.0% (94)	94
3	100.0% (210)	210
4	100.0% (255)	255
5	100.0% (58)	58
answered question		647
skipped question		101