

2013 bicycle retail survey

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2013 bicycle retail survey

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1. Demographics

Thank you for your participation in the 2013 bicycle retail industry survey. All responses will remain confidential. Once the data is collated, it will be made available as a summary for the industry to assist in planning along with government lobbying activities and the promotion of the industry.

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Q1 Edit Question Add Question Logic Move Copy Delete

1. Location of store

- ACT
- NSW
- NT
- QLD
- SA
- TAS
- VIC
- WA

+ Add Question Split Page Here

Q2 Edit Question Add Question Logic Move Copy Delete

2. Location

Metropolitan
Regional

+ Add Question ▼ Split Page Here

Q3 Edit Question ▼ Add Question Logic Move Copy Delete

3. Is there more than one bicycle store owned by this business (is it part of a chain)

Yes
No

+ Add Question ▼

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2. Retail floor space

+ Add Question ▼

Q4 Edit Question ▼ Move Copy Delete

4. What is your retail floor space?

Square metres

+ Add Question ▼

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3. Business staffing

+ Add Question ▼

Q5 Edit Question ▼ Move Copy Delete

5. How many staff do you employ?

Full time

Part time

Casual

+ Add Question ▼

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4. Peak body membership

+ Add Question ▼

Q6 Edit Question ▼ Edit Question Logic (1) Move Copy Delete

6. Are you a member of

- BIA
- CPF
- RCTA
- Non of these organisations

+ Add Question ▼

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5. Membership

+ Add Question ▼

Q7 Edit Question ▼ Move Copy Delete

7. How many years have you been a member?

Number of years

+ Add Question ▼ Split Page Here

Q8 Edit Question ▼ Add Question Logic Move Copy Delete

8. Have you accessed one of the above bodies for information on -

- Australian standards
- Consumer protection laws
- Information on training programs
- Employment contracts
- Staff awards/wage scales
- Workshop charging rates
- Have not accessed any of the bodies

Other (please specify)

+ Add Question ▼ Split Page Here

Q9 Edit Question ▼ Add Question Logic Move Copy Delete

9. Have you taken advantage of any RCTA/BIA member special offers?

- Discounted merchant rates from Westpac
- Discounted fees through Tower Point of Sale Software
- Discounted gas and electricity through PowerDirect
- Have not accessed any of the above organisations

Other (please specify)

+ Add Question ▼

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6. Industry updates

+ Add Question ▼

Q10 Edit Question ▼ Edit Question Logic (2) Move Copy Delete

10. Do you read the information updates/newsletters from BIA and RCTA?

- BIA monthly industry update - always
- BIA monthly industry update - usually
- BIA monthly industry update - sometimes
- BIA monthly industry update - never
- RCTA Quarterly newsletter - always
- RCTA Quarterly newsletter - usually
- RCTA Quarterly newsletter - sometimes
- RCTA Quarterly newsletter - never

+ Add Question ▼

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7. Industry updates

+ Add Question ▼

Q11 Edit Question ▼ Move Copy Delete

11. What do you find most beneficial from the newsletters/industry updates?

[Empty text input field]

+ Add Question ▼ Split Page Here

Q12 Edit Question ▼ Move Copy Delete

12. How would you improve the way the RCTA and BIA communicate with you?

[Empty text input field]

+ Add Question ▼

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8. Bicycle Mechanics

+ Add Question ▼

Q13 Edit Question ▼ Edit Question Logic (1) Move Copy Delete

13. Have you or any of your bicycle mechanics completed any Government funded Australian bicycle mechanics courses

Yes

No

+ Add Question ▼

+ Add Page

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9. Accredited bike mechanic training

+ Add Question ▼

Q14 Edit Question ▼ Add Question Logic Move Copy Delete

14. If yes, how many

- 1
- 2
- 3
- 4
- 5

Other (please specify)

+ Add Question ▼ Split Page Here

Q15 Edit Question ▼ Add Question Logic Move Copy Delete

15. Have you or any of your staff enrolled in a Government funded bike mechanics training course in 2012

- Yes
- No

+ Add Question ▼

+ Add Page

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10. Non-Government funded training

+ Add Question ▼

Q16 Edit Question ▼ Edit Question Logic (1) Move Copy Delete

16. Have you or your staff completed any non government funded mechanics training programs in 2012 - eg. Specialized bikes, Campagnolo EPS, Rock Shox

Yes

No

+ Add Question ▼

+ Add Page

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11. Non Government funded training

+ Add Question ▼

Q17 Edit Question ▼ Add Question Logic Move Copy Delete

17. If yes, how many of your staff have completed training?

1

2

3

4

5

Other (please specify)

+ Add Question ▼

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12. Staff employment

+ Add Question ▼

Q18 Edit Question ▼ Add Question Logic Move Copy Delete

18. Have you advertised any staff positions in 2012?

1 mechanic

2 mechanics

3 mechanics

- 1 sales staff
- 2 sales staff
- 3 sales staff
- business manager

Other (please specify)

+ Add Question ▼ Split Page Here

Q19 Edit Question ▼ Add Question Logic Move Copy Delete

19. How many new staff have you employed in 2012?

- 1 mechanic
- 2 mechanics
- 3 mechanics
- 1 sales staff
- 2 sales staff
- 3 sales staff
- Business manager

Other (please specify)

+ Add Question ▼ Split Page Here

Q20 Edit Question ▼ Add Question Logic Move Copy Delete

20. Have you had any positions which you have been unable to fill in 2012?

- 1 mechanic
- 2 mechanics
- 3 mechanics
- 1 sales staff member
- 2 sales staff members
- 3 sales staff members
- Business manager

Other (please specify)

+ Add Question ▼

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13. Store website

+ Add Question ▼

Q21 Edit Question ▼ Edit Question Logic (1) Move Copy Delete

21. Does your store have a website?

Yes

No

+ Add Question ▼

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14. Future store website

+ Add Question ▼

Q22 Edit Question ▼ Edit Question Logic (2) Move Copy Delete

22. Do you intend to get a store website in 2013?

Yes

No

+ Add Question ▼

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15. Website purchasing

+ Add Question ▼

Q23 Edit Question ▼ Edit Question Logic (1) Move Copy Delete

23. Can consumers make purchases through your website?

Yes

No

+ Add Question ▼

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16.

+ Add Question ▼

Q24 Edit Question ▼ Move Copy Delete

24. What percentage of your sales would be made through the website?

Percentage

+ Add Question ▼

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17. Website maintenance

+ Add Question ▼

Q25 Edit Question ▼ Add Question Logic Move Copy Delete

25. How often do you/your staff update your website?

Hourly

Daily

Weekly

Monthly

Do not update

Other (please specify)

+ Add Question ▼ Split Page Here

Q26 Edit Question ▼ Move Copy Delete

26. How many hours per week do you spend updating your website?

Number of hours

+ Add Question ▼

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18. Point of Sale software

+ Add Question ▼

Q27 Edit Question ▼ Add Question Logic Move Copy Delete

27. Which Point of Sale software program do you use

Light Speed

MYOB

Tower

Microsoft Dynamics

Do not use Point of Sale software

Other (please specify)

+ Add Question ▼ Split Page Here

Q28 Edit Question ▼ Add Question Logic Move Copy Delete

28. Do you use product scanners

Yes

No

+ Add Question ▼

+ Add Page

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19. Electric bikes

+ Add Question ▼

Q29 Edit Question ▼ Add Question Logic Move Copy Delete

29. Do you currently sell electric bikes or kits?

- Yes
- No

+ Add Question ▼ Split Page Here

Q30 Edit Question ▼ Add Question Logic Move Copy Delete

30. Do you intend to sell electric bikes or kits in 2013?

- Yes
- No

+ Add Question ▼

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20. Store sales

+ Add Question ▼

Q31 Edit Question ▼ Move Copy Delete

31. Please indicate the number of bicycles sold in your store in 2012

Road bikes	<input type="text"/>
Mountain bikes	<input type="text"/>
BMX bikes	<input type="text"/>
Commuter bikes	<input type="text"/>
Time trial/triathlon bikes	<input type="text"/>
Electric	<input type="text"/>
Other	<input type="text"/>

+ Add Question ▼ Split Page Here

Q32 Edit Question ▼ Move Copy Delete

32. What is the breakdown of sales between bikes and parts and accessories

Percentage of store income from bicycle sales

Percentage of store income from parts and accessories

Percentage of store income from bicycle service

+ Add Question ▼

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21. Advertising

+ Add Question ▼

Q33 Edit Question ▼ Add Question Logic Move Copy Delete

33. Where did you purchase advertising space in 2012?

- Local newspaper
- Bicycle magazine
- Bicycle website
- Local radio
- Billboard
- Local cycling venue
- Did not advertise store

Other (please specify)

+ Add Question ▼ Split Page Here

Q34 Edit Question ▼ Add Question Logic Move Copy Delete

34. WHAT WILL IT BE IN 2012 - SAME OPTIONS

N

+ Add Question ▼ Split Page Here

Q35 Edit Question ▼ Add Question Logic Move Copy Delete

35. Did your level of advertising change in 2012 from the previous year?

- Increase
- Decrease

No change

Other (please specify)

+ Add Question ▼

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22. Sponsorship

+ Add Question ▼

Q36

Edit Question ▼

Add Question Logic

Move

Copy

Delete

36. In 2012, which of these did you provide sponsorship to?

Individual rider

Cycling team

Cycling club

Cycling event

Community event

Did not sponsor in 2012

Other (please specify)

+ Add Question ▼

Split Page Here

Q37

Edit Question ▼

Add Question Logic

Move

Copy

Delete

37. WHAT WILL IT BE IN 2013

N

+ Add Question ▼

Split Page Here

Q38

Edit Question ▼

Add Question Logic

Move

Copy

Delete

38. Did your level of sponsorship change in 2012 from the previous year?

Increase

Decrease

No change

Other (please specify)

+ Add Question ▼

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23.

+ Add Question ▼

Q39 Edit Question ▼ Add Question Logic Move Copy Delete

39. Do you service/fit/repair parts and accessories if they have been purchased from outside your store (eg Wiggle/Chain Reaction)?

- Always
- Usually
- Rarely
- Never
- Other (please specify)

+ Add Question ▼

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24. Issues of concern

+ Add Question ▼

Q40 Edit Question ▼ Move Copy Delete

40. Please rate these issues as a concern to your business

	no concern	minimal concern	mid concern	high concern	extreme concern
Offshore internet sales					
Getting your own business online					
Wholesalers in Australia selling directly online					
Not getting qualified and skilled staff					
Increase number of brands					

- on the market
- Keeping up with bike technology
- Increase in business lease costs
- Increase in utility costs
- Increase in wage costs
- Supply of goods from wholesalers
- Other (please specify)

+ Add Question ▼ Split Page Here

Q41 Edit Question ▼ Add Question Logic Move Copy Delete

41. Do you believe 2013 will be better than 2012?

- Yes
- No
- Same

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