





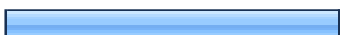

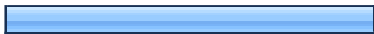









1. State/Territory

		Response Percent	Response Count
ACT		1.4%	1
NSW		20.3%	14
NT		1.4%	1
QLD		4.3%	3
SA		8.7%	6
TAS		1.4%	1
VIC		53.6%	37
WA		8.7%	6
answered question			69
skipped question			1

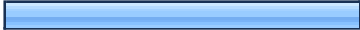

2. Location

		Response Percent	Response Count
Metropolitan		59.4%	41
Regional		40.6%	28
answered question			69
skipped question			1







3. Have you attended Ausbike in previous years? (please check all appropriate boxes)

		Response Percent	Response Count
2008		33.8%	23
2009		30.9%	21
2010		45.6%	31
2011		57.4%	39
2012		48.5%	33
Have never attended Ausbike		20.6%	14
answered question			68
skipped question			2

4. Do you plan to attend Ausbike in 2013

		Response Percent	Response Count
Yes		57.4%	39
No		42.6%	29
answered question			68
skipped question			2


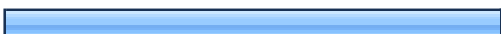
5. What are your reasons for not attending?

		Response Percent	Response Count
Too far to travel		47.8%	11
Can't afford day out of shop		52.2%	12
Doesn't interest me		8.7%	2
I attend brand specific product launches		34.8%	8
Only attend every second year		4.3%	1
Its a consumer show		17.4%	4
	Other (please specify)		7
	answered question		23
	skipped question		47

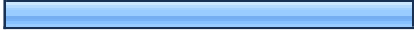


6. What would you change that would make you interested in attending Ausbike?

	Response Count
	14
answered question	14
skipped question	56






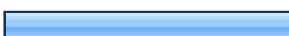
7. Do you believe you will attend Ausbike in 2014

		Response Percent	Response Count
Yes		20.0%	5
No		80.0%	20
	answered question		25
	skipped question		45







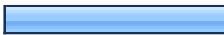

8. Which day/s do you plan to attend Ausbike?

		Response Percent	Response Count
Friday		65.8%	25
Saturday		36.8%	14
Sunday		26.3%	10
answered question			38
skipped question			32

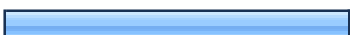

9. Why are you attending Ausbike?

		Response Percent	Response Count
Have a look at new products of brands I stock		62.2%	23
Check out brands/products I don't currently stock		73.0%	27
Look at any new trends in the market		67.6%	25
I was invited by my wholesaler		8.1%	3
Get a 'feeling' of how other shops are going		8.1%	3
Socialise with others from the industry		45.9%	17
Other (please specify)			5
answered question			37
skipped question			33



10. Are there any industry specific workshops you would like to see held at Ausbike?

		Response Percent	Response Count
Not interested in attending workshops		32.3%	10
How to develop an effective website		16.1%	5
How to use social media to promote your shop		22.6%	7
Industrial relations		3.2%	1
Product specific eg Di2 (please list topic in other below)		12.9%	4
New electric bike innovations		38.7%	12
Store layout and how it affects sales		35.5%	11
Sales techniques		16.1%	5
	Other (please specify)		3
answered question			31
skipped question			39

11. Will you be attending the industry drinks?

		Response Percent	Response Count
Yes		55.6%	20
No		44.4%	16
answered question			36
skipped question			34

12. The BIA will host an industry ride on Beach road St Kilda at 7am on Saturday the 12th of October, led by 6 time Tour De France Rider and Olympian Stephen Hodge. It will be a networking ride for approximately 1.5hours followed by a social breakfast. Are you interested in joining with the industry for the ride and breakfast?

		Response Percent	Response Count
Yes		33.3%	12
No		66.7%	24
	Other (please specify)		0
answered question			36
skipped question			34

13. If you are attending please list - shop name - name/s of those attending - email - phone

	Response Count
	12
answered question	12
skipped question	58