



Bikes Belong Survey: Effect of High Gas Prices on Bike Sales

Bikes Belong is committed to putting more people on bicycles more often. Recently, U.S. gas prices have exceeded \$4 per gallon, forcing many Americans to reconsider how they get around. We believe bicycling is a simple solution.

We want to hear from you—bike store owners and managers—about how rising gas prices have affected your sales. If you're a bicycle retailer, please take three minutes to complete this survey. We value your input and appreciate your support of Bikes Belong. Thank you.

1. Comparing 2008 to 2007, what sales trends in transportation-related bikes (e.g. hybrid, city, and commuter bikes), accessories (e.g. racks, panniers), and service have you seen?

	Significant increase	Moderate increase	No increase	Moderate decrease	Significant decrease	Doesn't apply/Don't know
Bikes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. What portion of your customers who have made a recent transportation-related purchase (including service) have said that they were motivated to by high gas prices?

- All
- Most
- More than half
- Some
- None

Doesn't apply/Don't know

3. What impact, if any, do you think high gas prices have had on your recent sales of transportation-related bikes, accessories, and service?

	A significant positive impact	A modest positive impact	No impact	A modest negative impact	A significant negative impact	Doesn't apply/Don't know
Bikes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

4. What percentage of your new customers have started to bicycle for transportation reasons over the last 3 months?

- 50% or more
- 25–49%
- 10–24%
- 5–9%
- Less than 5%
- 0%
- Doesn't apply/Don't know

5. Of customers who started to bicycle for transportation over the last 3 months, what is the approximate split of those who buy new bikes and those who purchase accessories or service for existing bikes?

% New bikes-% Old bikes

- 100-0
- 75-25
- 50-50
- 25-75

- 0-100
- Doesn't apply/Don't know

6. Have your transportation-related bicycle sales exceeded your expectations for this year?

- Yes
- No
- Doesn't apply/Don't know

7. Please share a brief story, if you have one, describing how high gas prices have changed sales for your business.

8. Where are you located?

City/Town:

State:

Thanks for taking the survey and for supporting Bikes Belong!

Done >>