

## Marketing 812: Assignment 2

### \*1. How many adults in your household/apartment own a bike?

- 0
- 1
- 2
- 3
- 4+

Out of how many adults?

### 2. How many adults in your household/apartment commute by bicycle to work or school at least twice a week?

- 0
- 1
- 2
- 3
- 4

Other (please specify)

### 3. On average, how often do adults in your household get their bike professionally tuned-up (lubricating the drivetrain and chain, adjusting the brakes and shifters etc.)?

- Never
- Every 2 years
- Once a year
- Twice a year
- Check here if you service your own bike

Other (please specify)

### 4. In your opinion, is getting your bike serviced at a shop inconvenient?

Yes

No

Sometimes

#### \*5. What are the biggest reasons you find getting your bike serviced inconvenient?

- Booking an appointment
- Spending time taking your bike to the shop and picking it up
- Shop not being able to service your bike right away
- Being without your bike for multiple days
- Too expensive
- Not knowing how much labor will cost you until the job is done
- I don't get my bike tuned up or I don't have a bike.

If you don't get your bike tuned up or professionally serviced, can you please tell us why?

#### 6. What part of the city do you live?

#### 7. Where do you work (part of the city) or go to school?

#### 8. If you service your bike at a shop, how loyal are you to any one bike shop?

I don't get my bike serviced or I go wherever is convenient

I go to a few different shops

I go to a local shop but I would be willing to change

I will never go to a different bike shop again



