

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 biked 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



Done

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