

# Bike Shop Survey



## 1. Introduction

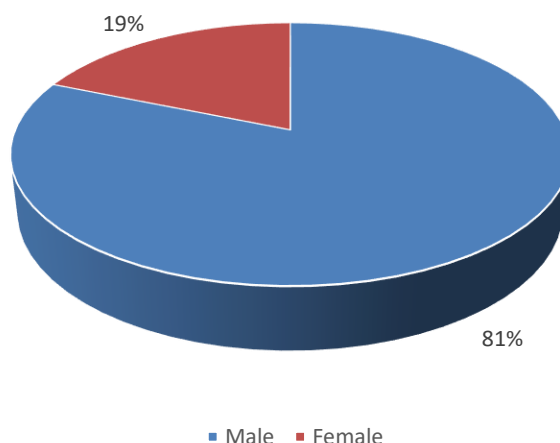
We decided to put together a quick survey to ask local cyclists about their experiences with local bike shops (LBS). This gave people an opportunity to sing their praises, but also to highlight what they could do better / differently.

## 2. Results

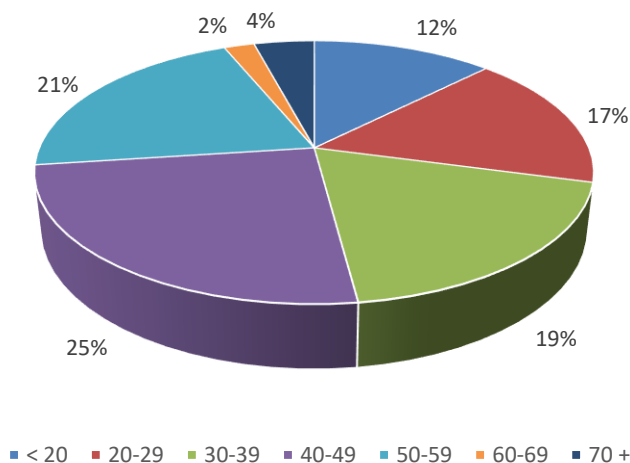
We had a total of **48 responses**, to the survey, which is not as many as we had hoped for, but when you consider that we only have just over 100 members, then it's not too bad!

First, we asked people to tell us a bit about themselves, including their age and gender. We had **four times as many men as women** responding, which broadly reflects the split of cyclists on the UK's roads. However, there was a much better coverage in terms of the age of respondents, with **all age groups represented from under 20 to 70+**.

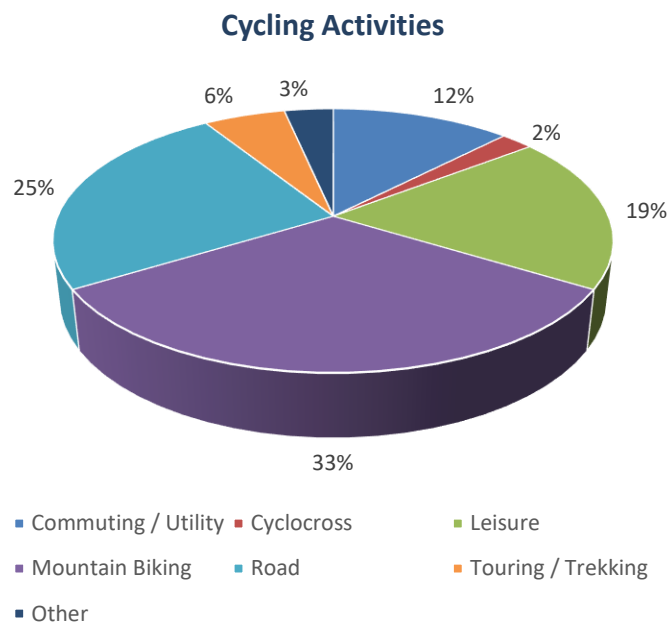
Gender of Respondents



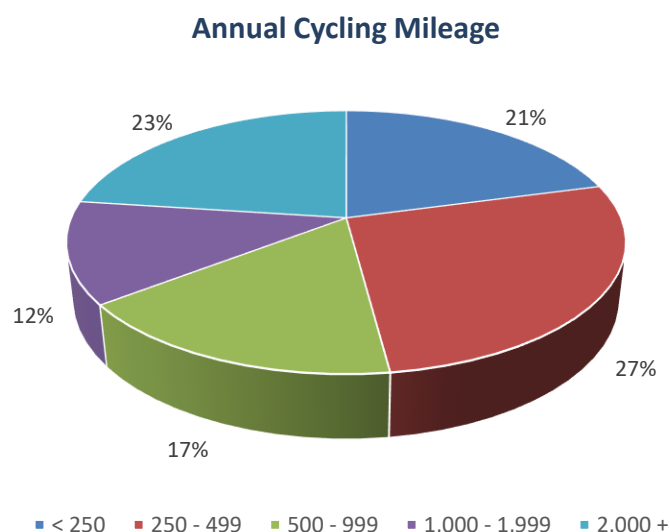
Age of Respondents



We asked people to say what sort of cycling activities they took part in. Respondents could tick as many boxes as applied. Surprisingly the top answer was **mountain biking (33%)**, followed by **road biking (25%)** and **leisure cycling (19%)**.



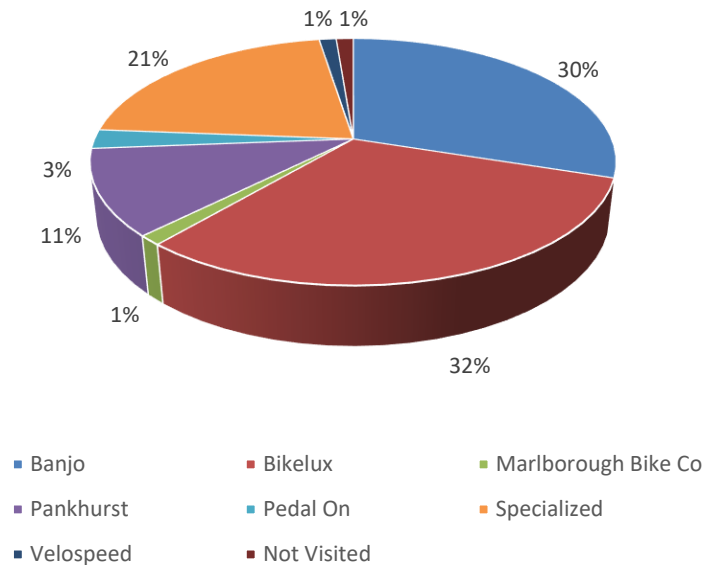
We then asked our local cyclists to give us a rough idea of their annual mileage. There was a fairly even spread, with the top answer being **250-499 miles (27%)** followed by **over 2,000 miles (23%)** and **less than 250 miles (21%)**.



The responses to these two questions just go to show what a diverse range of customers our LBS are serving and what a challenge it is to cater for all their different needs.

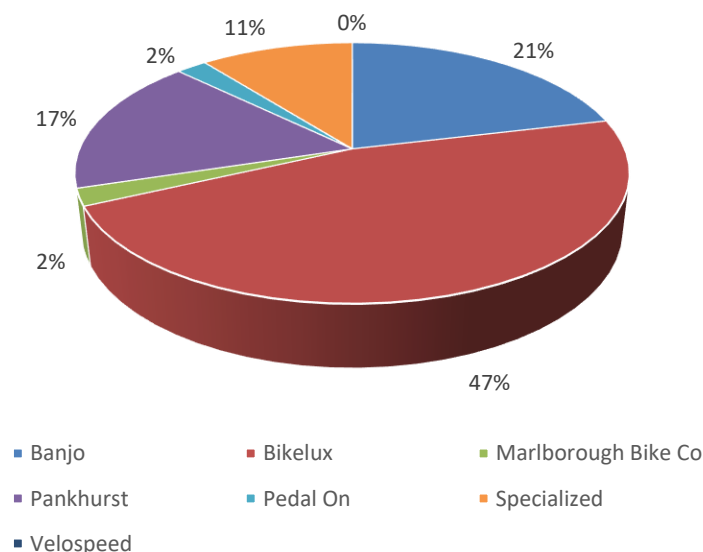
Next, we asked people to indicate **which LBS they had visited in the last year**. Many responses showed that people had visited more than one shop and one person said that they had been to four of West Berkshire’s finest. In the popularity stakes, **Bikelux (32%)** just pipped **Banjo Cycles (30%)** to the top spot, with **Specialized Concept Store (21%)** coming third.

**Bike Shops Visited in Last Year**

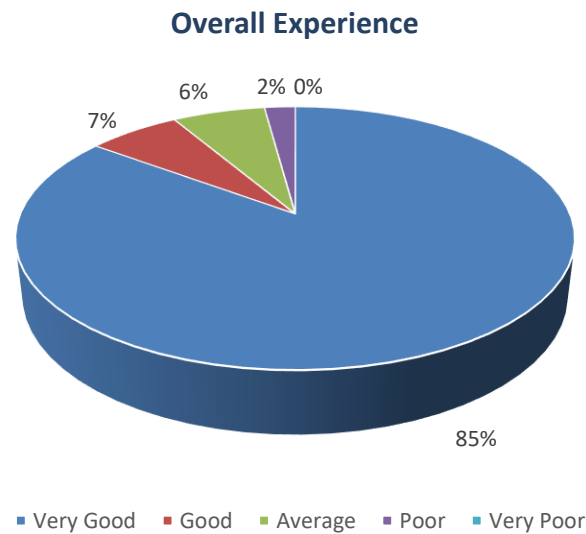


We then asked people **which bike shop they had visited most recently** and to base their answers to the rest of the questions on this experience. The split between the responses were slightly different this time, with **Bikelux (47%)** being most popular, followed by **Banjo Cycles (21%)** and **Pankhurst Cycles (17%)** claiming third place.

**Most Recent Bike Shop Visited**



Customers were asked to rate the **overall experience** of their last visit. A whopping **85% said that their experience had been 'very good'**, while just **2% said that it had been 'poor'**. This is a phenomenal level of customer satisfaction and shows what a great job our bike shops are doing.

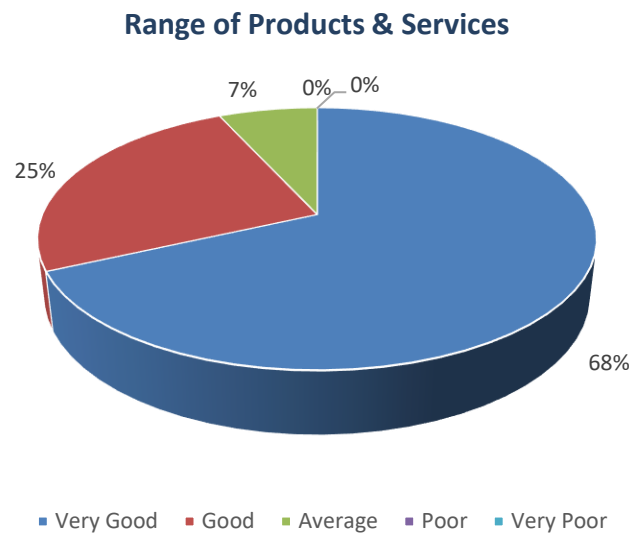


When invited to comment on anything that was particularly good / bad about their experience, most responses related to one or more of the following categories:

- **Friendly**
- **Knowledgeable**
- **Helpful**
- **Great customer service**
- **Reasonable prices**
- **Fair and honest**
- **Advice and sales tailored to the customer's needs.**

There were just a couple of negatives - someone thought that a member of staff was **'a bit condescending'**, and another thought that there was a **'small range of bikes in stock'** and that they were **'served by a trainee who didn't know all processes'**. However, the negative comments are vastly outweighed by the positive ones, and anyway, it's always good to have something to work on!

We then started to drill down into the nitty-gritty about particular aspects of local bike shops' offer, starting with the **range of products and services available**. Of those who responded to the survey, **93% thought this was 'very good or 'good'**.

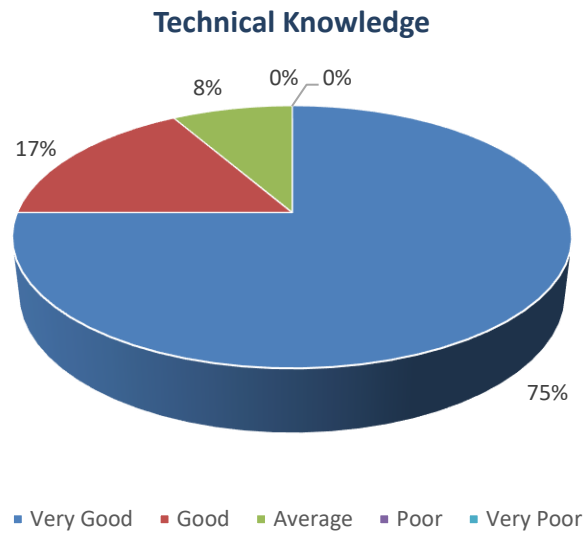


We asked if there were any **additional products or services that people would like**. Clearly, an LBS can't carry the same level of stock, or number of product ranges as a big online warehouse. However, there were very few comments or complaints and most people thought that the range of products and services was bang-on and that bike shops were often happy to order in products from their suppliers if something was not in stock.

A few suggestions were made for additions to the existing offer, including:

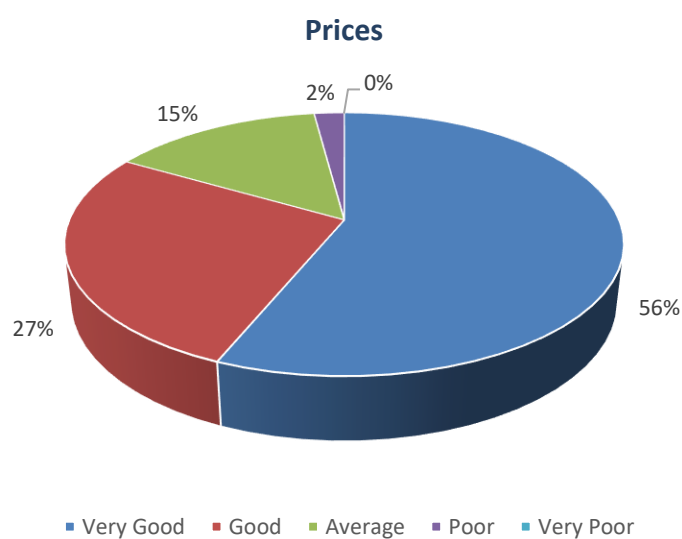
- **Bianchi bikes**
- **Rental options on indoor trainers**
- **Touring / bike packing products**
- **Electric bikes**
- **More choice on women's bikes**
- **Better range of GPS**

We asked customers to rate the **technical knowledge of staff** at their LBS. With an ever-more diverse range of bikes on offer, manufacturers constantly updating their ranges and new technology being incorporated into bikes each year, it must be difficult to keep pace. However, we needn't have worried - **92% of people thought that the technical knowledge of staff was 'very good' or 'good'**.



The only negative comment here was from one person who thought their LBS was **too focused on 20-40 sports customers**.

Now, we have heard a lot in recent years about how shops are struggling to compete with online retailers, so we were nervous about asking what cyclists thought of **prices at their LBS**. Surprisingly **83% of customers rated this as 'very good' or 'good'**.



There were a couple of comments about prices of jerseys and basic workshop items like brake blocks, but people thought prices were fair and recognized that they were paying for expert advice.

Finally, we asked if there was anything else that people wanted to tell us about their local bike shop. Mostly cyclists wanted to sing their praises, reiterating previous comments about them being friendly and helpful, the great technical knowledge of the staff, and the excellent customer service, with staff willing to go the extra mile. Several people went so far as to say that their LBS was the best they had been to and they wouldn't trust their bike with anyone else.

We did manage to tease out a few additional highlights, which included:

- **Excellent knowledge about suspension tuning**
- **Not being “snobby”**
- **Catering for all ages, abilities and budgets**
- **Good community support – organising Saturday rides, summer cyclocross and sponsorship**
- **Getting your bike set up correctly – something an on-line retailer can't do**
- **Being able to “try before you buy”**

There were also a few suggested areas for improvement:

- **One person thought their LBS was in a “terrible location”**
- **Another said that “when it is busy it can be quite a wait to be served”**
- **Someone thought that “shops should ask customers if they are Spokes members and offer discount if they are”<sup>1</sup>**

### **3. Conclusions**

When we decided to run this survey, we weren't quite sure what to expect. However, the results have been very positive, showing just how happy West Berkshire's cyclists are with their local bike shops.

With stories of shops in other areas being forced to close or sell out to one of the big chains, it is good to hear that local bike shops across West Berkshire are doing so well in terms of winning customers and keeping them happy.

If you haven't been to your LBS, then hopefully this will inspire you to check them out.

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<sup>1</sup> Spokes has negotiated 10% discount on bikes and parts at a number of LBS – you just need to show your membership card.