

NEW ZEALAND **Road Cyclist** MAGAZINE

2013 READER SURVEY RESULTS

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QUICK LOOK:

Male	85%
Median age group	46-50
Readers with a household income over \$80,000	71%

2013 NEW ZEALAND ROAD CYCLIST MAGAZINE READER SURVEY RESULTS

A one page promotion in Issue 16 (May/June 2013) of NZRC invited readers to visit www.nzroadcyclist.co.nz to complete the 2013 Reader Survey.

A total of 659 participants took part in the survey.

	2013
A: READING NEW ZEALAND ROAD CYCLIST	
1 How long have you been reading New Zealand Road Cyclist?	
Less than 1 year	21%
1-2 years	35%
2+ years	44%
2 How much time in total do you usually spend reading NZRC?	
Less than 1 hour	5%
1-2 hours	28%
2-3 hours	35%
More than 3 hours	32%
3 On average how many other people read or look at your copy of NZRC?	
None	27%
1	33%
2	28%
3	7%
4	4%
5 or more	1%
Total readers per copy	2.4
4 How often do you visit the NZRC website?	
Yearly	17%
Monthly	40%
Fortnightly	7%
Weekly	9%
Daily	2%
Never	25%
5 Do you follow the NZRC Facebook page?	
Yes	20%
No	79%

	2013
B: BIKE OWNERSHIP	
1 How many road bikes are currently owned in your household?	
None	1%
1	24%
2	34%
3	21%
4	11%
5	5%
6	2%
7 or more	2%
2 How many road bikes do you personally own?	
None	1%
1	43%
2	39%
3	12%
4 or more	5%
3 What other types of bikes do you own?	
None	18%
Mountain Bike	74%
BMX	4%
Fixed Speed	6%
Track	3%
Downhill	1%
Tandem	4%
Commuter	3%
Cyclocross	3%
Other	7%
4 When did you purchase your most recent road bike?	
2013	18%
2012	32%
2011	18%
2010	16%
2009	7%
2008	3%
Before 2008	6%
5 Was the road bike?	
Brand new	83%
Second hand	17%
6 What brands of road bike do you own?	
Argon 18	1%
Avanti	28%
Bauer	2%
Bianchi	2%
BMC	2%
Cannondale	7%
Carrera	1%
Cervelo	2%
Colnago	3%
Cube	.5%
EMC	4%

6 What brands of road bike do you own? <i>continued</i>	2013
Felt	2%
Giant	20%
Jamis	3%
Kestrel	1%
Lapierre	1%
Look	2%
Masi	1%
Merida	8%
Orbea	2%
Pinarello	6%
Ridley	1%
Scott	13%
Specialized	20%
Trek	12%
Wilier Triestina	1%
Other	22%

7 How much did you spend on your most expensive road bike?	
Under \$1000	5%
\$1000-\$1999	10%
\$2000-\$2999	19%
\$3000-\$3999	16%
\$4000-\$4999	18%
\$5000-\$5999	9%
\$6000-\$6999	7%
\$7000-\$7999	4%
\$8000+	12%

8 Do you plan to purchase a road bike in the next 12 months?	
Yes	26%
No	74%

9 If you answered YES to question 8, which brands of road bike are you considering purchasing?	
Argon 18	0%
Avanti	9%
Bianchi	1%
BMC	2%
Cannondale	6%
Carrera	1%
Canyon	1%
Cervelo	3%
Colnago	4%
Cube	1%
De Rosa	2%
EMC	2%
Felt	2%
Giant	7%
Jamis	1%
Kestrel	0%
Lapierre	2%
Look	4%
Malvern Star	1%
Masi	1%
Merida	5%

	2013
Neil Pryde	1%
Orbea	2%
Pinarello	8%
Ridley	2%
Scott	7%
Specialized	14%
Trek	8%
Wilier Triestina	2%
Ritchey Bikes	0%
Other	2%

10 How much are you planning to spend?	
Under \$1000	5%
\$1000-\$1999	5%
\$2000-\$2999	15%
\$3000-\$3999	12%
\$4000-\$4999	20%
\$5000-\$5999	11%
\$6000-\$6999	11%
\$7000-\$7999	6%
\$8000+	15%

C: RIDING AND LIFESTYLE

2013

2013	
1 How long have you been road cycling?	
Less than 1 year	5%
1-2 years	7%
2-3 years	12%
3-4 years	7%
4-5 years	12%
5-6 years	3%
6-7 years	9%
More than 7 years	45%
2 On average how often do you enter road cycling events?	
Every weekend	6%
2-3 times per month	11%
Once a month	11%
1-3 times per year	61%
Never	11%
3 How many days a week do you normally ride?	
Daily	6%
4-6 times per week	40%
2-3 times per week	43%
Weekly	8%
Fortnightly	2%
Every 3 weeks	0%
Monthly	1%
4 What other activities do you participate in?	
Mountain biking	56%
Running	31%
Triathlon	10%
Swimming	19%
Track Cycling	3%
Cycle Cross	3%
Cycle Touring	16%
Surfing	6%
Golf	11%
Cricket	2%
Rugby	2%
Gym	24%
Other	28%

D: BRAND USE AND SHOPPING

2013

2013	
1 Where do you buy most of your cycling supplies from?	
Bike stores	59%
Websites	41%
2 Which bike stores have you purchased from in the last 12 months?	
Bike Barn	14%
Avanti Plus	38%
Giant Concept Store	7%
Specialized Concept Store	23%
Independent bike stores	59%
Other	18%
3 Which websites have you purchased from in the last 12 months?	
Chain Reaction	24%
Wiggle	35%
Avanti Plus	10%
Torpedo 7	61%
bikecycle.co.nz	4%
NZ Cycling	2%
Pro Bike Kit	22%
Other	16%
4 How much have you spent on cycling supplies in the last 12 months?	
\$500 or less	21%
\$500-\$1000	40%
\$1001-\$2000	21%
\$2001-\$3000	9%
\$3001 or more	9%
5 What brand of tyres are currently fitted to your road bike/s?	
Bontrager	3%
Continental	47%
Kenda	10%
Maxxis	10%
Michelin	9%
Schwalbe	13%
Specialized	10%
Vittoria	24%
Clement	1%
Other	6%
6 What brand of pedals are presently fitted to your road bike?	
Keywin	4%
Look	24%
Shimano	60%
Speedplay	4%
Time	4%
Other	4%

	2013
7 What brands of wheels do you use?	
American Classic	4%
Bontrager	4%
Campagnolo	4%
DT Swiss	6%
Easton	4%
ENVE Composites	1%
Fast Forward	0%
Fulcrum	16%
HED	1%
Mavic	34%
Oval	1%
Reynolds	4%
Ritchey	1%
SRAM	2%
Shimano	36%
Token	1%
Zipp	5%
Roval	2%
Other	14%
8 What brand of helmet do you currently wear?	
Avanti	1%
Bell	24%
Catlike	1%
Giro	31%
Lazer	4%
Louis Garneau	2%
Limar	9%
Mavic	1%
Met	2%
Rudy Project	2%
Scott	2%
Specialized	16%
Uvex	2%
Other	3%
9 What brand of eyewear do you currently wear while riding?	
Adidas	17%
Bolle	3%
BBB	6%
Tifosi	13%
Oakley	21%
Smith	2%
Specialized	3%
Rudy Project	5%
Uvex	2%
Other	28%
10 What brand of shoes do you presently wear when riding?	
Bontrager	3%
Bont	2%
Diadora	6%
Giro	3%
Lake	2%
Mavic	3%

	2013
Nike	2%
Northwave	6%
Pearl Izumi	1%
Scott	2%
Sidi	10%
Shimano	18%
Specialized	25%
Louis Garneau	9%
Fizik	1%
Other	8%
11 What brand of riding gloves do you currently wear?	
Bellweather	4%
Castelli	3%
Mavic	2%
Nike	1%
Northwave	1%
Oakley	1%
Pearl Izumi	10%
Scott	3%
Shimano	3%
Zero	4%
Louis Garneau	12%
Specialized	24%
Giro	6%
Tineli	3%
Other	25%
12 What brand of lights [if any] do you use for night riding?	
Cateye	23%
Glowworm	2%
Gemini	1%
Kathmandu	8%
Lezyne	9%
Moon	8%
Nitelights	14%
Blackburn	4%
Topeak	5%
Other	17%
13 What brand is the favourite cycling jersey you own?	
2XU	4%
Avanti	5%
Assos	2%
Champion Systems	6%
Castelli	6%
Capo	1%
Endura	1%
Giordana	1%
Louis Garneau	6%
Mavic	1%
Pearl Izumi	4%
Nalini	4%
Rapha	1%
Sportful	1%
Specialized	4%
Tineli	22%

13 What brand is the favourite cycling jersey you own? <i>cont.</i>	2013
Trek	2%
Ultimo	5%
Elite Bike Gear	1%
Volta	1%
Cannondale	1%
Other	21%
14 What brand are the favourite cycling shorts that you own?	
2XU	7%
Avanti	2%
Assos	2%
Bellweather	1%
Champion Systems	4%
Castelli	6%
Capo	1%
Craft	1%
Endura	1%
Giordana	1%
Ground Effect	4%
Louis Garneau	8%
Mavic	1%
Northwave	1%
Nalini	3%
Pearl Izumi	5%
RAPHA	1%
Sportful	1%
Specialized	6%
Tineli	18%
Trek	1%
Ultimo	2%
Elite Bike Gear	1%
Volta	3%
Sugoi	1%
Other	20%
15 Do you use a cycle computer or power meter?	
Yes	92%
No	7%
Other	1%

E: DEMOGRAPHICS

	2013
1 Are you?	
Male	85%
Female	15%
2 What is your age?	
18 and under	3%
18-24	2%
25-30	5%
31-35	3%
36-40	9%
41-45	16%
46-50	20%
51-55	16%
56-64	19%
65+	7%
3 What is your marital status?	
Single	14%
Defacto	13%
Married	73%
4 What is your total household [all members] income?	
Less than \$40,000	8%
\$40,000-\$49,999	3%
\$50,000-\$59,999	6%
\$60,000-\$69,999	6%
\$70,000-\$79,999	7%
\$80,000-\$89,999	8%
\$90,000-\$99,999	10%
\$100,000-\$124,999	19%
\$125,000 or more	33%