

OUTCOMES OF THE 2008 AUDAX ALPINE CLASSIC PARTICIPANT SURVEY

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Executive Summary

This report documents the findings of a study conducted on behalf of Audax Australia, which aimed to profile participants in the 2008 Audax Alpine Classic cycling event, in addition to measuring participant satisfaction and to quantify the tourism benefits to the host community attributable to the event.

The Audax Alpine Classic is a non-competitive cycling event held annually on the roads surrounding Bright in regional Victoria. The event is conducted by the Australian arm of the Audax movement, which originated in Italy in 1897. Audax events are not races as such, but are best described as a challenge involving cycling long distances within a prescribed time limit. The Audax Alpine Classic is regarded as the toughest single-day non-competitive cycling event in Australia, and is held on the Australia Day weekend each year. The event is renowned for the taxing mountain climbs it passes over, which are often exacerbated by extremely hot temperatures. Five distance options are offered to participants ranging from 70 kilometres to 200 kilometres, of which the time limit is 13 hours and 30 minutes. A total of 2,050 cyclists participated in the 2008 event.

A survey instrument was developed by researchers from Southern Cross University, The University of Queensland and Canberra University, and was administered online via the *Survey Monkey* web survey hosting site. The survey was opened one day following the event (28th January) and closed four weeks later on February 25th. The instrument comprised eight sections (35 questions), and solicited information regarding demographics, cycling behaviours, their visit to the Bright region, and also a number of operational questions requested by the event organisers.

A total of 1006 usable responses were received by the survey cut-off date, which represented a response rate of 49.1%. A prize draw was conducted to enhance response rates, in which participants were asked to provide their participant number, which was entered into the draw for one of two free entries to the 2009 event. Data collected were entered into and analysed using the SPSS statistical software package.

As with any survey research, some areas of the questionnaire experienced moderate levels of non-response. As such, graphs and tables throughout the report indicate the

number (n=) of responses used to inform the analysis. These frequency accounts should be considered in interpreting the significance of individual findings.

The main findings of this report were:

- Participants in the 2008 Audax Alpine Classic were, in general, very well educated; most were employed on a full-time basis in professional occupations; and the proportion of participants whom earn moderate to high incomes (\geq \$1000 per week), was well above that of the Australian population.
- Most participants were experienced, competent cyclists that engage in recreational cycling at home on a regular basis, for whom cycling is a central component of their social identity.
- The majority of participants travelled to Bright as couples; 70% of respondents were away from home for either two or three nights; and 94% of respondents travelled to Bright by private or rented vehicle.
- 95.6% of respondents were ‘satisfied’ or ‘extremely satisfied’ with their experience at the 2008 Audax Alpine Classic.
- Non-local participants in the event exhibited an approximate mean trip expenditure of \$393.77 per person, which approximated to a net economic benefit to the Bright economy of \$814,176.44.

1. Participant Demographic Characteristics

Section 1 describes the demographic attributes of respondents to the 2008 Audax Alpine Classic Participant survey. Age and gender distributions are first reported, followed by education, employment and occupational characteristics, personal income, and respondents' state of usual residence.

1.1 Age & Gender Distribution

Figure 1.1 illustrates the distribution of age categories for males and females surveyed. Of the total sample, 85.6% were male and 14.4% female. The distribution of age categories indicated that the majority of respondents were aged between 40 and 54 years, with this range accounting for 49.1% of the sample. Persons aged less than 30 were most notably underrepresented, accounting for just 6.1% of the sample.

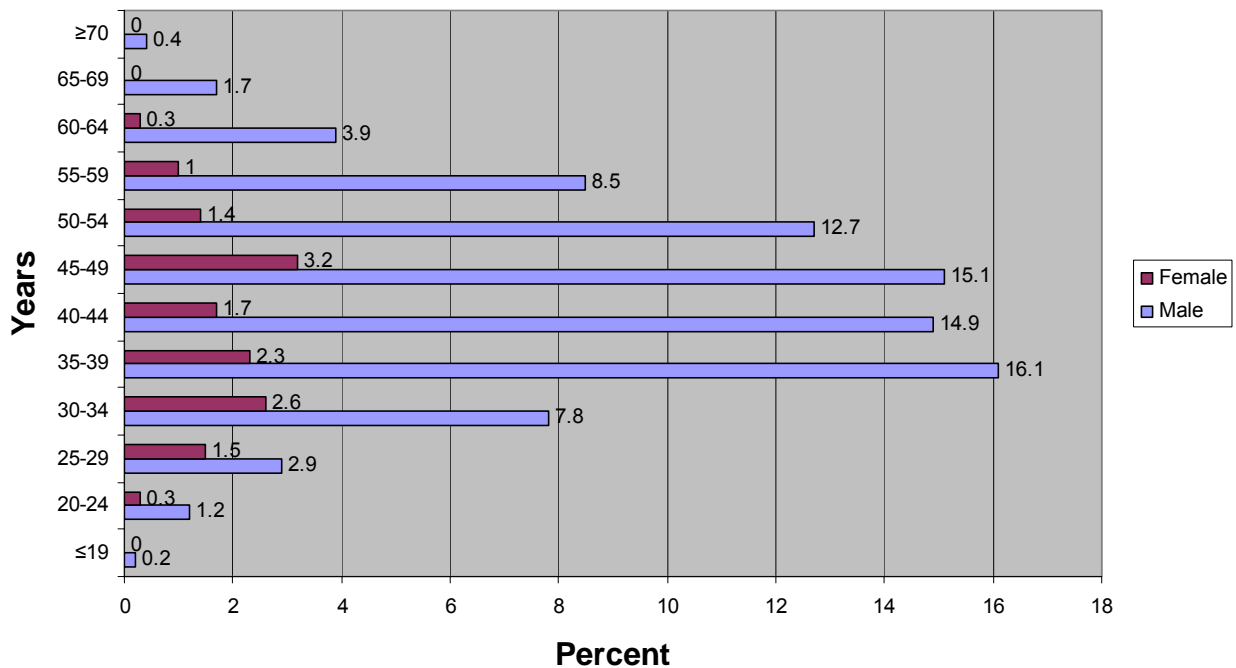
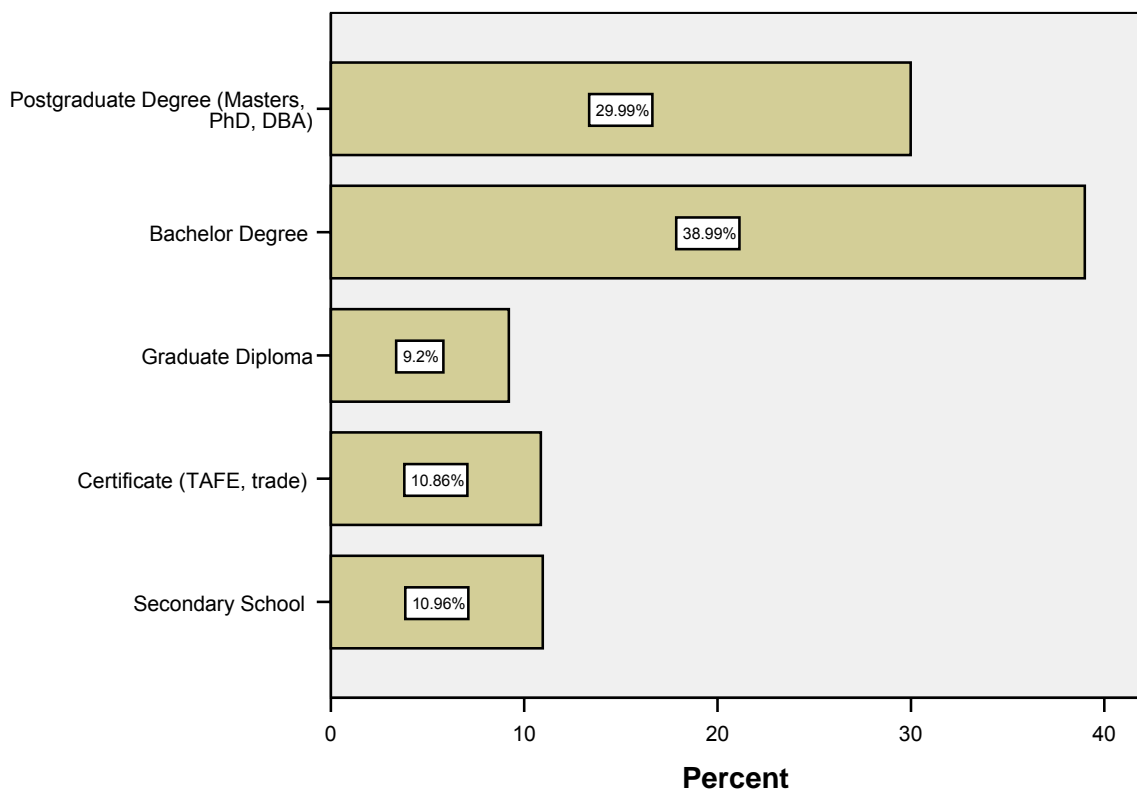


Figure 1.1 Distribution of age & gender amongst the sample (n=973)

1.2 Education, Employment & Occupation

Figure 1.2 indicates that respondents were generally very well educated, with 69% of the sample possessing either a Bachelor or postgraduate degree. Further, the proportions of respondents with a Bachelor degree or postgraduate degree far exceeded the Australian national proportion as determined in the 2006 Australian Population and Housing Census. Only 2.1%¹ of Australians possessed postgraduate qualifications, compared with 29.9% of this sample, while the national proportion of persons holding a Bachelor degree was 9.3%, compared with 38.9% for this sample. The proportion of respondents with a Graduate Diploma was 9.2%, which again exceeded the 2006 Australian proportion of 1.2%. Those holding a qualification at Certificate level (14.4%) was slightly lower than the 2006 national proportion of 13.4%.

Figure 1.2: Participants' highest level of education' (n=967)



¹ Proportions calculated using population total of 19,855,288 from 2006 Australian population census: Australian Bureau of Statistics. (2007). *2006 Census Quickstats: Australia*, Canberra.

Persons employed full-time comprised the dominant segment of the sample, with 83.4% being employed for 30 or more hours each week (refer Table 1.1). The remainder of respondents were employed part-time (< 30 hours per week) (10.6%), were retired (4.0%), were engaged in full-time study (0.9%), or were unemployed (1.0%).

Table 1.1 Current employment status of respondents (n=966)

Employment Status	%
Employed Full time*	83.4
Employed Part time	10.6
Retired	4.0
Full time* student	.9
Unemployed, not looking for work	.7
Unemployed, looking for full time* work	.2
Unemployed, looking for part time work	.1

* Defined by the ABS as 30 or more hours per week

The high levels of education previously reported were reflected in the occupations engaged in by participants (refer Table 1.2). The majority of respondents were employed in professional occupations (55.9%), or were administrators or managers (23.1%). Other occupations such as trades, clerical and transport workers made up smaller proportions of the sample.

Table 1.2: Participants' occupation by category (n=971)

Occupational Category	%
Professional	55.9
Manager / Administrator	23.1
Retired	4.9
Tradespersons / Trades Related Worker	4.1
Associate Professional	3.8
Intermediate Clerical, Sale and Service Worker	2.9
Self Employed	1.6
Full Time Student	1.2
Labourer and Related Worker	.9
Do not work	.8
Intermediate Production and Transport Worker	.4
Elementary Clerical, Sales and Service Worker	.2

1.3 Personal Weekly Income

Figure 1.3 summarises respondents' gross weekly income. Not surprisingly, given the educational and employment status of the respondents, the dominant income category was \$1,800 or more (38.5%). Persons who earn \$1,000 per week or more accounted for 80.6% of the sample. Persons earning \$600 per week or less accounted for 12.7% of respondents.

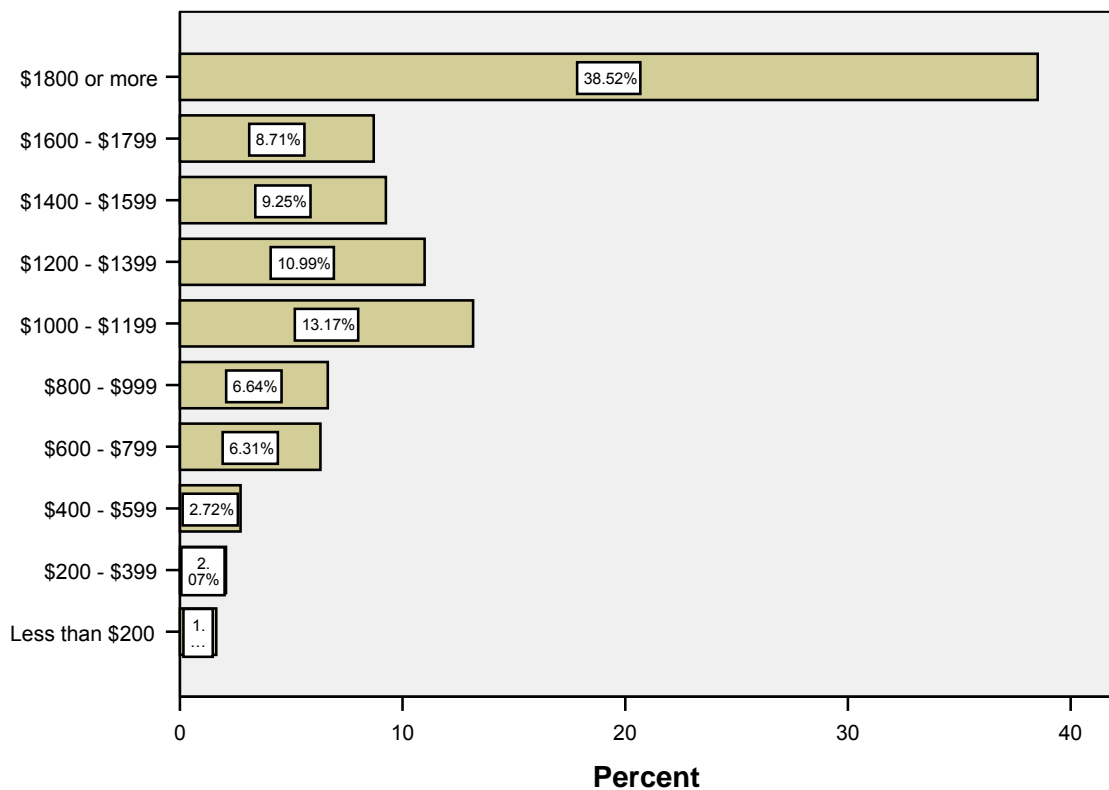


Figure 1.3 Personal annual income before tax (n=919)

Table 1.3 provides a comparison of the incomes of participants in the 2008 Audax Alpine Classic with the incomes of the Australian population, arrived at from the 2006 Population and Housing Census². This comparison demonstrates that participants in the event generally earn higher than average incomes, as evidenced by the significantly higher proportions of respondents in the higher income categories, compared to the proportions for the Australian population.

² Source: Australian Bureau of Statistics. (2007). *2006 Census of population and housing, Gross individual income (weekly) by age by sex*. ABS Cat No. 2068.0 – 2006 Census tables. Canberra

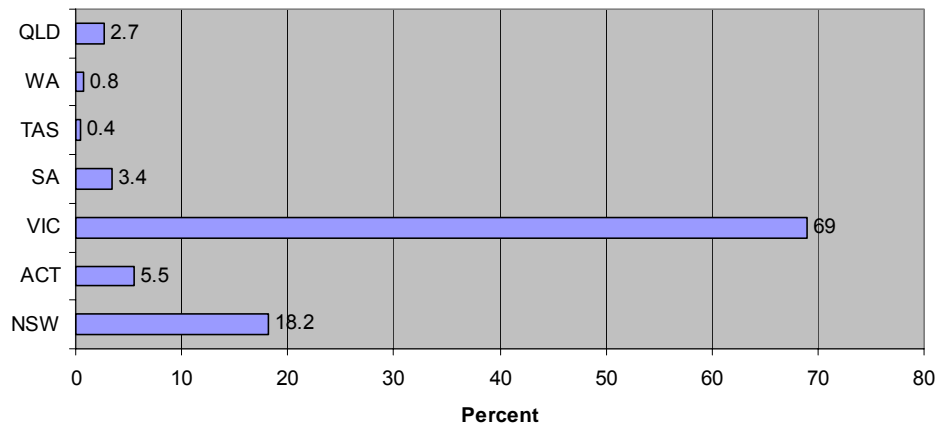
Table 1.3: Comparison of study sample (n=919) gross weekly incomes with the Australian population

Income Category	Study Sample (%)	Australian Population (%)
≤\$399	9.6	10.4
\$400 - \$599	2.7	10.9
\$600 - \$799	13.6	8.5
\$800 - \$999	11.8	6.3
\$1,000 - \$1,599	33.4	9.6
≥\$1,800	38.5	4.8

1.4 Usual Place of Residence

Figure 1.4 illustrates the distribution of respondents by state of usual residence. Given the event’s Victorian location, respondents from Victoria were not surprisingly the most prevalent (69%). Respondents from NSW represented 18.2%, while those from the ACT accounted for 5.5% of the sample. Respondents from other Australian states and territories comprised a negligible proportion of the sample.

Figure 1.4 Respondents’ usual place of residence (n=960)



2. Participant Cycling Behaviours & Characteristics

Section 2 presents a description of the respondents to this survey in terms of their participation in the 2008 Audax Alpine Classic, and their behaviours as recreational cyclists. A profile of respondents' self-reported competence as cyclists is also provided, along with a profile of their social identity attributable to cycling.

2.1 Participation in the 2008 Audax Alpine Classic

Of the 1006 respondents, 62% had participated in previous Audax Alpine Classic events, while 38% had not. Table 2.1 presents a summary of the proportions of respondents in terms of the event distance they participated in this year.

Table 2.1: Which distance did you participate in the 2008 Audax Alpine Classic? (n=1006)

Event	%
200km	60.7
130km	17.2
140km	11.5
70km	8.3
72km	2.2

2.2 Recreational Cycling Participation

- Participants spend an average 8.46 hours engaging in recreational³ cycling each week (standard deviation 3.9 hours, n=967).
- The average number of recreational kilometres cycled per week is 134.78km (standard deviation 92.5km, n=969).
- On average, respondents had been regular recreational cyclists for 10.7 years (standard deviation 9.2 years, n=973).
- The average number of cycling events (competitive and non-competitive) engaged in each year by respondents was 8.22 (standard deviation is 11.9, n=972).

³ 'Recreational' cycling excluded rides to work, to the shops, to school, and all other utilitarian purposes

2.3 Cycling Organisation Membership

- 27.9% of respondents were members of the Audax movement, 72.1% were not (n=998)
- 65.8% of respondents were members of a cycling organisation (e.g. cycle racing club, touring group, advocacy group, BUG), while 34.2% were not (n=973)

2.4 Participants' Competence in Cycling

Section 2.4 presents a profile of the respondents in terms of five measures of competency as a cyclist. Respondents provided a self-reported score on a five-point scale ranging from 'not competent at all' to 'extremely competent' for each of the five measures. In general, respondents considered themselves as competent cyclists, with many of the scores tending to concentrate in the 'somewhat competent' and 'extremely competent' categories for each of the five measures. This result could reasonably be expected, as the nature of the Audax Alpine Classic in terms of the terrain and distances to be covered are not generally suitable for beginner or inexperienced cyclists.

Table 2.2 Safely ride in a 'bunch' of cyclists (n=976)

Rating	%
Not competent at all	.7
Somewhat incompetent	1.5
Neutral	3.0
Somewhat competent	44.2
Extremely competent	50.6

Table 2.3: Competency ratings for basic mechanical tasks (e.g. change flat tyre, adjust gears and components) (n=976)

Rating	%
Not competent at all	.6
Somewhat incompetent	4.7
Neutral	4.0
Somewhat competent	50.0
Extremely competent	40.7

Table 2.4: Competency ratings for take corners at speed (n=976)

Rating	%
Not competent at all	.4
Somewhat incompetent	4.5
Neutral	8.7
Somewhat competent	47.4
Extremely competent	38.9

Table 2.5: Competency ratings for ride in a straight line (n=975)

Rating	%
Not competent at all	.1
Somewhat incompetent	.3
Neutral	.4
Somewhat competent	29.2
Extremely competent	69.9

Table 2.6: Competency ratings for ride defensively in traffic (n=974)

Rating	%
Somewhat incompetent	.7
Neutral	1.8
Somewhat competent	34.3
Extremely competent	63.1

2.5 Participants' Social Identity Associated with Cycling

Section 2.5 presents a profile of respondents in terms of their social identification with cycling. This facet of the survey assessed in essence, how much the participants in this event perceive cycling as a central component of their lives. Again, this measure was self-reported by respondents who were asked to rate their agreement or disagreement with four statements pertaining to social identity, using a five-point scale ranging from 'strongly disagree' to 'strongly agree'.

The results presented in Table 2.7 through 2.10 suggest that participants in the 2008 Audax Alpine Classic strongly socially identify with cycling. A total of 65.5% of respondents indicated that they strongly agree with the statement 'cycling is an

important component in my life', while almost half (53.9%) agreed with the statement 'I organise a lot of my time around my cycling commitments'.

Table 2.7: Cycling is an important component of my life (n=976)

Rating	%
Strongly disagree	.1
Disagree	.3
Neutral	1.8
Agree	32.3
Strongly agree	65.5

Table 2.8: I like people to recognise me as a cyclist (n=976)

Rating	%
Strongly disagree	.8
Disagree	2.0
Neutral	25.6
Agree	41.0
Strongly agree	30.5

Table 2.9: I organise a lot of my time around my cycling commitments (n=975)

Rating	%
Strongly disagree	.4
Disagree	5.4
Neutral	16.6
Agree	48.6
Strongly agree	28.9

Table 2.10: Cycling is one of the most enjoyable things I do (n=974)

Rating	%
Strongly disagree	.2
Disagree	.2
Neutral	3.4
Agree	42.3
Strongly agree	53.9

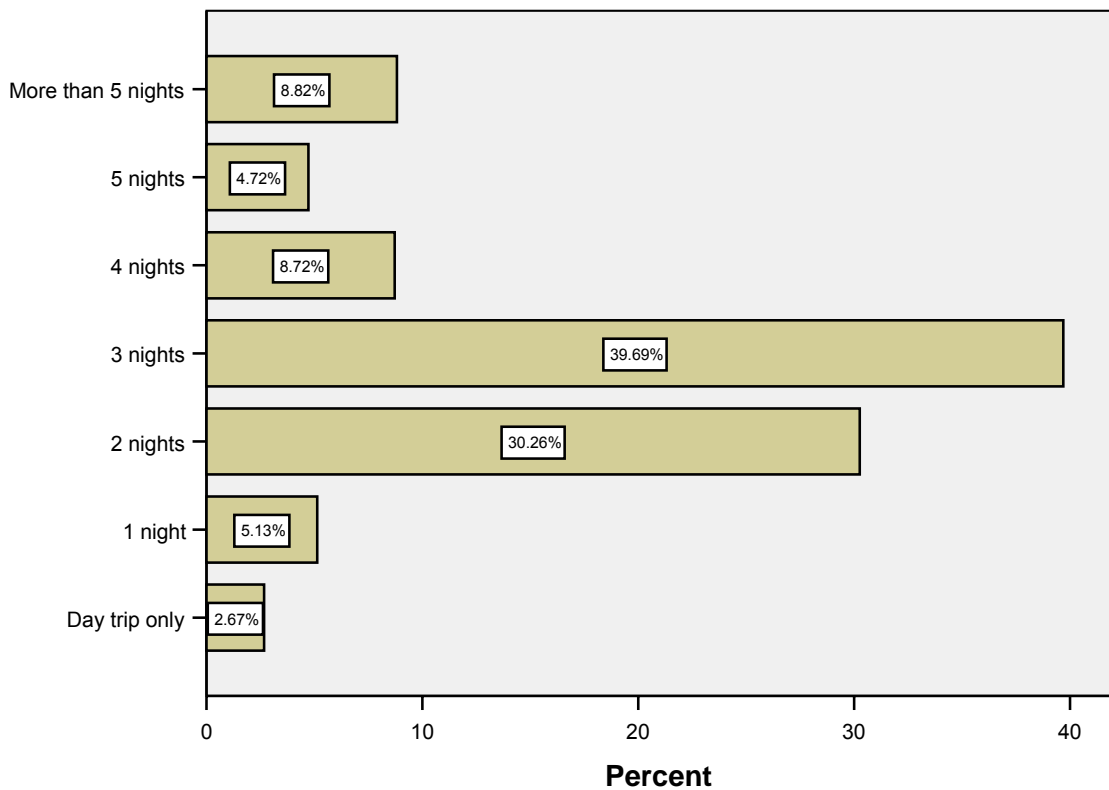
3. Visitation Characteristics & Travel Party Composition

Section 3 examines the visitation characteristics to the Bright region amongst participants in the 2008 Audax Alpine Classic. Duration of visit and travel party composition are reported in Sections 3.1 and 3.2 respectively, while Sections 3.3 and 3.4 examine participants’ means of transport to Bright and the types of accommodation utilised. Finally, Sections 3.5 and 3.6 identify other activities undertaken by participants whilst visiting Bright, and propensity for repeat visitation in the future respectively.

3.1 Duration of Visit

According to Figure 3.1, the 2008 Audax Alpine Classic appears to stimulated a generous amount of overnight travel, with 97.3% of respondents requiring at least one night spent away from home in order to participate in the event. Considering that a majority of respondents (70%) spent either two or three nights away from home, participation in the Audax Alpine Classic is best described as a ‘short break’ holiday over the long weekend during which the event is held.

Figure 3.1: Number of nights participants were away from home associated with the 2008 Audax Alpine Classic (n=975)



Interestingly, the 2008 event appears to have stimulated overnight visitation to Bright amongst the small proportion of participants who usually reside close by (i.e. within a 40 kilometre radius of the Bright post office). The statutory body responsible for collecting tourism data in Australia, Tourism Australia, uses a distance of 40 kilometres from home to classify a person as an overnight visitor, thus the use of a 40 kilometre distance here.

Table 3.1 (overleaf) shows that 80 respondents resided within a 40 kilometre radius of the Bright post office, and that 72 of these local residents opted to stay one or more nights in Bright for the event. Forty-six of these people stayed for either two or three nights.

Table 3.1 also indicates that 895 (91.8%) of respondents to this question normally reside more than 40 kilometres from the Bright post office. A total of 877 stayed one or more nights in Bright for the purpose of participating in the 2008 Audax Alpine Classic, which means that 89.9% of respondents to this survey can be considered 'tourists' according to the parameters adopted by Tourism Australia.

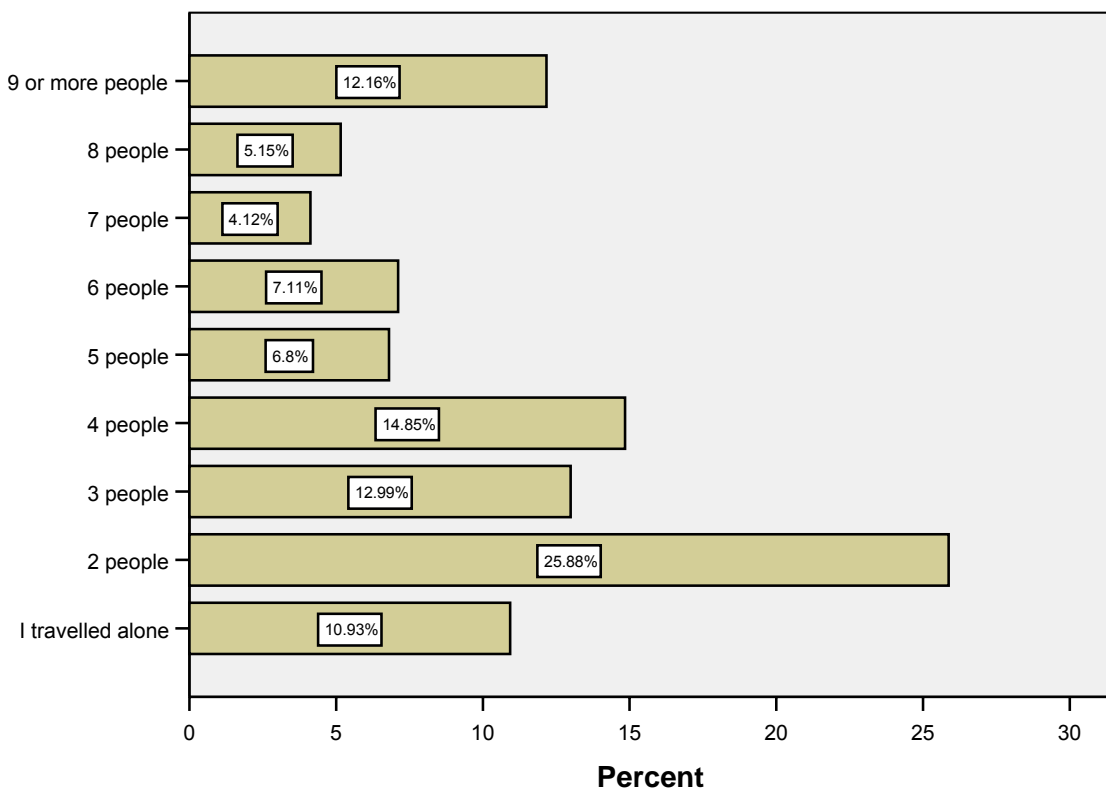
Table 3.1: Crosstabulation analysis of trip durations for local residents (who usually reside within a 40km radius of the Bright post office) versus visitors to the area (n=975)

Do you normally reside within a 40km radius of the Bright post office?		Trip Duration							Total
		0 – Day trip only	1 Night	2 Nights	3 Nights	4 Nights	5 Nights	More than 5 Nights	
Yes	n=	8	2	21	25	10	5	9	80
	%	10.0%	2.5%	26.3%	31.3%	12.5%	6.3%	11.3%	100.0%
No	n=	18	48	274	362	75	41	77	895
	%	2.0%	5.4%	30.6%	40.4%	8.4%	4.6%	8.6%	100.0%

3.2 Travel Party Composition

Figure 3.2 illustrates the distribution of visitor group compositions represented in the sample. Groups of two were the dominant category (25.9%), followed by groups of four (14.9%), and groups of three (12.9%).

Figure 3.2: Number of people in travel groups, including the respondent (n=970)



3.3 Means of Transport to Bright

Respondents were asked to indicate how they made their way to Bright for the event. Travel by privately owned or rented vehicle was the most popular mode of transport with 94% of respondents travelling this way (refer Table 3.2). All other categories of transport lagged significantly behind, with air travel coming in second (4.4%), while the remainder comprised only a negligible percentage of responses. Fifty-two respondents made use of a second mode of transport (summarised in Table 3.3), of which a privately owned or rented vehicle was again the most prevalent response. Presumably this second mode of transport was combined with air travel to Victoria by interstate participants.

Table 3.2: Mode of transport utilised by respondents to travel to Bright for the Audax Alpine Classic (first mode of transport selected, n=965)

Transport Mode	%
Private / Rented Motor Vehicle	94.0
Air	4.4
Bicycle	.6
Rail	.5
Coach	.3
Boat / Ferry	.1
Walk	.1

Table 3.3: Mode of transport utilised by respondents to travel to Bright for the Audax Alpine Classic (second mode of transport selected, n=52)

Transport Mode	%
Private / Rented Motor Vehicle	78.8
Bicycle	13.5
Rail	5.8
Boat / Ferry	1.9

3.4 Use of Accommodation

Tables 3.4 and 3.5 summarise the spectrum of accommodation used by respondents for their visit to Bright for the Audax Alpine Classic. As responses in this instance were not mutually exclusive (i.e. multiple responses were possible), Table 3.4 presents the first type of accommodation selected by respondents, while Table 3.5 presents the second type of accommodation selected, where respondents selected more than one category.

Standard motels and self-contained flats/units were the most common form of accommodation used by participants, with these forms of accommodation used by 39.6% of respondents. Camping and cabins were also popular, with 27.7% of respondents opting for these styles of accommodation. A total of 27 respondents indicated that they utilised a second form of accommodation, of which a friend or relative's home (22.2%) and cabin accommodation (14.8) were the most common responses here.

Table 3.4: Type of accommodation used by respondents (first accommodation style selected, n=958)

Accommodation Type	%
Standard hotel / motel / resort	22.9
Rented fully self-contained flat / unit	16.7
Tent/camping	15.0
Cabin	12.7
Rented home	11.4
Friend / relative's home	5.1
4 star hotel or resort	4.4
Caravan / motorhome	3.8
B & B / host farm	2.5
Rented serviced apartment	1.6
Own home	1.1
Youth hostel / backpackers	.9
Own holiday house / flat	.6
Luxury hotel or resort 5 star	.5
Ski lodge	.6
In car	.1

Table 3.5: Type of accommodation used by respondents (second accommodation style selected, n=27)

Accommodation Style	%
Friend / relative's home	22.2
Cabin	14.8
Rented fully self-contained flat / unit	14.8
4 star hotel or resort	14.8
B & B / host farm	7.4
Caravan / motorhome	7.4
Rented home	7.4
Rented serviced apartment	7.4
Luxury hotel or resort 5 star	3.7

3.5 Activities Undertaken

In order to generate a better understanding of the range of activities engaged in by whilst visiting Bright for the Audax Alpine Classic, respondents were requested to indicate in their own words which activities they participated in. Responses were

analysed by way of thematic coding, then frequency counts were converted into a percentage of the total number of respondents to the question. Table 3.6 summarises the range of activities undertaken by respondents, presented in order of their final ranking. Respondents were able to select more than one response, therefore the percentage column does not total to 100%.

Table 3.6: Other activities undertaken by respondents during their visit to Bright for the 2008 Audax Alpine Classic (n=320)

Activity	%
Dining/Cafes/Beverage	92.8
Visited local attractions	57.5
Recreational activities	54.7
Driving/Sightseeing	36.6
Walking/Hiking	35.9
Shopping	26.9
Socialising	10
Relaxation e.g. spa/massage	7.2
Other cycling	6.3
Bonjour Bright & other festivities	5.9
Adventure activities	5.9

Given the large percentage of respondents who were visitors to the region, it was not surprising to see eating out at restaurants and/or cafes as the most prevalent activity. Local attractions such as wineries, markets, national parks and cheese factories were also very popular amongst respondents. More than half (54.7%) participated in recreational activities such as swimming and playing golf; walking could also be considered a recreational activity, however it was decided to allocate walking or hiking as a separate activity because of a high percentage of responses (35.9%). Driving around the area to engage in sightseeing was quite prevalent (36.6%), as was shopping in local businesses and markets (26.9%).

3.6 Propensity for Future Visitation to the Bright Region

Respondents were asked to indicate their propensity to return to Bright in the future for the following three purposes:

1. For a holiday (not including special events);

2. To attend other special events (not including the Alpine Classic; and
3. To participate in future Alpine Classics.

Respondents reported the likeliness they would return to Bright for the three reasons listed above using a five-point scale ranging from ‘not likely at all’ to ‘extremely likely’. A response option of ‘not applicable’ was also provided for respondents who were unable to provide a response at the time. Tables 3.7 through 3.9 present the results of this aspect of the survey.

Overall, the respondents indicated a high level of propensity to return to Bright for the three purposes measured. More than three-quarters (77.1%) were ‘likely’ or ‘extremely likely’ to return to Bright for a holiday, not including special events, while 45.6% were ‘likely’ or ‘extremely likely’ to return to Bright to attend other special events other than future Audax Alpine Classics. Of most significance for the event’s organisers was that 97.1% intend to return to participate in future editions of the Audax Alpine Classic.

Table 3.7: For a holiday (not including special events, n=962)

Rating	%
N/A	.8
Not likely at all	1.7
Unlikely	7.6
Undecided	12.8
Likely	42.0
Extremely likely	35.1

Table 3.8: To attend other special events (not including the Alpine classic, n=954)

Rating	%
N/A	1.2
Not likely at all	2.9
Unlikely	16.8
Undecided	33.5
Likely	30.0
Extremely likely	15.6

Table 3.9: To participate in future Alpine Classics (n=963)

Rating	%
N/A	.4
Unlikely	.3
Undecided	2.2
Likely	19.2
Extremely likely	77.9

4. Participant Satisfaction & Feedback

This section provides an overview of how satisfied respondents were with their experience participating in the 2008 Audax Alpine Classic. Event organisers also requested the inclusion of several questions relating to operational issues of the event. Section 4.1 addressed the outcomes of the operational issues addressed in the survey, while Section 4.2 reports participants' overall satisfaction with the event. Section 4.3 presents detailed feedback from responses regarding suggested improvements and alterations for future events.

4.1 Operational Issues Feedback

Organisers wished to obtain feedback from participants regarding a number of operational issues surrounding the event that required action in the near future. These issues related to the timing of the event given the hot temperatures that often prevail in January, the event's pricing structure, and other management aspects. Respondents were asked to indicate their level of agreement with seven statements using a five-point scale ranging from 'strongly disagree' to 'strongly agree', with a further response option of 'not applicable' also provided for respondents who were unable or unwilling to provide a response. Tables 4.1 through 4.7 summarise the spread of responses.

Table 4.1 illustrates that respondents did not believe that the Audax Alpine Classic would be a better event if handed over to a professional event management company. A total of 85.4% of respondents strongly disagreed or disagreed with this statement.

Table 4.1: Do you believe that the Audax Alpine Classic would be a better event if it were organised by a professional event management company? (n=998)

Rating	%
N/A	.1
Strongly disagree	44.9
Disagree	40.5
Neutral	13.2
Agree	1.0
Strongly agree	.3

A mixed response was evident regarding whether respondents believed that January was too hot to conduct the event (Table 4.2). A high proportion (41.9%) disagreed

with this statement, however, on the other hand, 28.5% allocated a neutral response, while 17.4% agreed that the temperatures generally prevailing in January are too hot for the event.

Table 4.2: Do you believe that January is too hot to hold this event? (n=998)

Rating	%
N/A	0
Strongly disagree	8.3
Disagree	41.9
Neutral	28.5
Agree	17.4
Strongly agree	3.9

Table 4.3 reflects the data reported in Table 4.2, in that most respondents disagreed (34.2%) or were ambivalent (30.4%) with the notion of moving the event to a cooler month. Again, only a moderate proportion showed support for moving the event.

Table 4.3: Do you believe that the event should be held during a cooler month? (n=994)

Rating	%
N/A	.1
Strongly disagree	10.1
Disagree	34.2
Neutral	30.4
Agree	20.9
Strongly agree	4.3

When asked if distances should be shortened if the event was to remain in the month of January, overwhelming support was shown for distances not to be shortened. Respondents who indicated they disagree or strongly disagree with shortening the event's distances accounted for 90.4% of responses here. Presumably these respondents may feel that shortening the distances could take away a degree of challenge associated with the event.

Table 4.4: If the event is to remain in January, do you believe that the distances should be shortened? (n=999)

Rating	%
N/A	.3
Strongly disagree	46.7
Disagree	43.7
Neutral	6.5
Agree	2.2
Strongly agree	.5

Table 4.5 shows that respondents generally do not believe there are too many riders in the event. A total of 87% of respondents disagreed or strongly disagreed with the statement suggesting there may be too many riders in the event.

Table 4.5: Do you believe that there are now too many riders in the event? (n=993)

Rating	%
N/A	.1
Strongly disagree	30.4
Disagree	56.6
Neutral	10.7
Agree	1.4
Strongly agree	.8

Strong support was shown for the current entry system which gives preference to Audax members and previous participants, with 75.2% of respondents indicating support for the current system (refer Table 4.6). Interestingly, subsequent crosstabulation analysis revealed that strong support was still evident for the current entry system amongst respondents who had not participated in a previous Audax Alpine Classic, with 65.4% of first-time participants allocating an 'agree' or 'strongly agree' response in favour of the current entry system.

Table 4.6: I support the current entry system whereby Audax members and previous participants are given preference over first-time participants (n=996)

Rating	%
N/A	1.4
Strongly disagree	7.4
Disagree	5.9
Neutral	10.0
Agree	41.4
Strongly agree	33.8

The final operational issue about which participant feedback was sought related to the event's current pricing structure. The data presented in Table 4.7 indicates that the majority of respondents support the existing price structure, with 59% of respondents disagreeing or strongly disagreeing with a statement suggesting that the current price structure is not fair. Respondents who believed the current price structure is not fair accounted for only 9% of responses. It should be noted however, that a notable proportion of responses (31.4%) were ambivalent in their response to this question.

Table 4.7: The current pricing structure between the shorter event and the longer event is not fair (n=995)

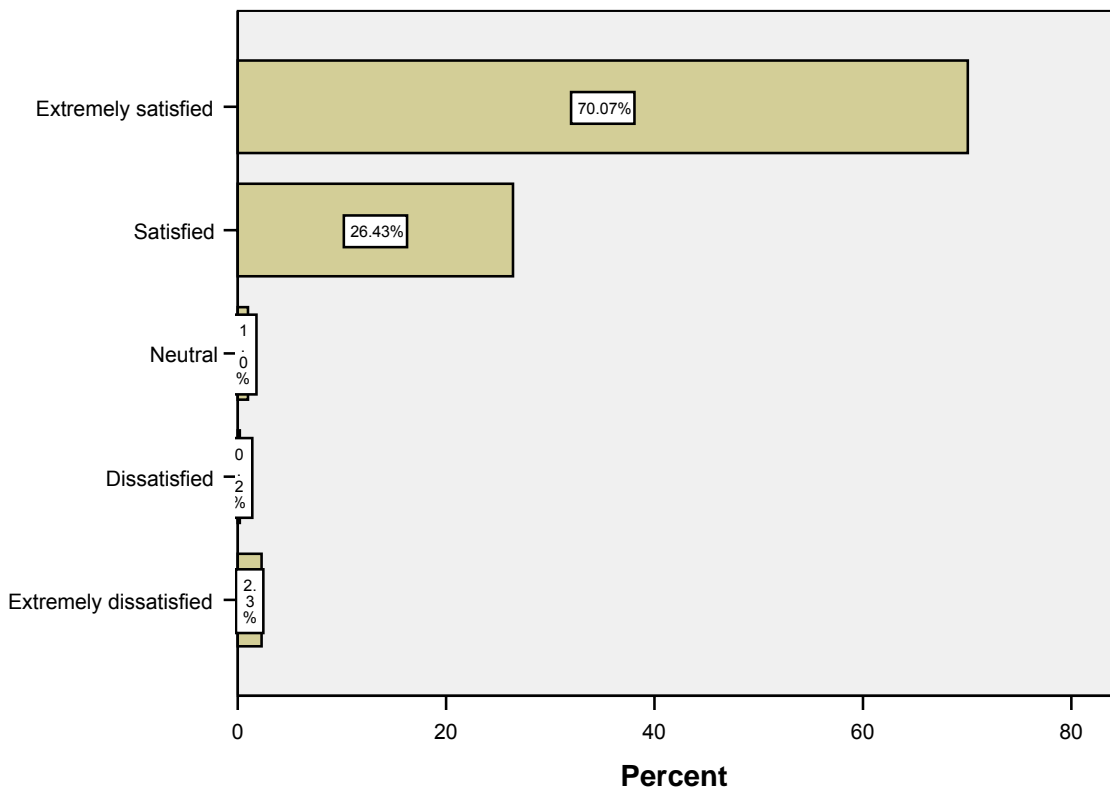
Rating	%
N/A	.6
Strongly disagree	17.3
Disagree	41.7
Neutral	31.4
Agree	7.7
Strongly agree	1.3

4.1 Overall Satisfaction with the Event

Respondents were asked to rate their overall satisfaction with their experience at the 2008 Audax Alpine Classic. This question employed a five-point scale ranging from ‘extremely dissatisfied’ to ‘extremely satisfied’. Figure 4.1 indicates that an overwhelming majority of respondents (70.1%) were ‘extremely satisfied’ with their experience, while 26.4% were ‘satisfied’. Only a very small proportion indicated a negative response, and these accounted for just 2.5% of responses.

The mean score for this question was 4.62 from a possible 5 (standard deviation 0.74), which means that the event organisers can be proud in knowing that they delivered an event which emphatically met the expectations of participants.

Figure 4.1: Distribution of responses relating to participants’ overall satisfaction with their experience at the 2008 Audax Alpine Classic (n=999)



4.3 Suggested Improvements & Alterations for the Future

Respondents were asked to suggest ways in which the event could be improved in the future, however a spectrum of responses was received which was far too broad to list individually in this report. Several recurring themes were evident, of which a selection of responses are reported below.

Improvements to the supply of water to participants

A few of my mates got gastro from the water. I think you need to make more emphasis on bringing your own water, or only drinking bottled water

A supply of fresh water half way up the Falls Creek climb, found that many other riders around our group were running short

Better quality of water available in Bright

Frequent water stops are very important and more should be introduced in order to encourage fluid replacement especially on very hot days. This would discourage water sparing.

Gatorade would be better instead of cordial at the water stops.

I didn't know where all the water stops were. A simple map with this on it would be good.

I was aware of several riders running out of water before Falls Creek. Given the relatively mild heat conditions of the ride I think it would be prudent to provide a water stop half to 3/4 of the way to the summit.

Improved Traffic Management

The final lane should be closed to pedestrians and cars. It was quite unsafe with finishing cyclists having to ride around people/cars to avoid an accident. Was also disappointed that the motorcycle group decided to ride up Mt Buffalo the same day - another potentially very unsafe situation not to mention painfully noisy as they whizzed by. Could Mt Buffalo be closed to traffic between say 10am - 2pm that day?

For the cost of the entry the mountain roads should be closed

I had some close calls with the Indian Motor cycle group that were climbing Mt Buffalo during the 70km ride

I rode the 70km Mt Buffalo ride and felt that the vintage motorcycle club that held their ride concurrently with us showed little to no consideration on the road - e.g. they didn't slow down, sometimes passed rather close to a cyclist, and weren't mindful of cyclist descending rapidly.

Keep the finish line clear of spectators to help finishers get through easily.

[I am] concerned about potential for pedestrians being hit by cyclists at finish line. Require a bit more supervision at the finish

I think better marshalling was needed at the finish line which was a bit chaotic with cyclists crossing while adults/children wandered around in the area.

Improved catering at the event

A wider variety of food at Bright for the 200km such as extra fresh fruit and packaged fruit like tinned peaches/pears etc. An alternative to custard tarts. Also soft drink, either lemonade or coke and 'powerbar'. I had extra food and I ate some of it so I wasn't short of food but I find I can eat more if there is a variety.

Cheaper, more family-friendly food options at the evening gathering so that we can really enjoy the post-ride experience with family.

I thought there was a drop in the quality of the food/refreshments/etc at the various check points from 2007.

Improved signage

I would love to see more signage up to advertise so passers through know what is happening, it will bring more people to the ride and have more people enjoy a great ride

More signage to warn cars of cyclists and the dangers they may be taking. Asking for patience, near misses as cars overtook cyclists on blind corners were frightening.

Signage on roads could have been improved. Was difficult as a first time rider to know which direction to take a couple of times.

Improved waste management/enforcement of litter prohibition

Try and encourage riders to not drop their wrappers on the road!

Many riders drop wrappers of energy bars etc. on the route. More discouragement of this practice would possibly lessen this poor behaviour.

My single grievance was the steady stream of energy bar wrappers left littering the road by the leading riders. No need for it. Perhaps a ban on the carriage food wrappers.

Earlier start times to avoid heat

Given that the event is in the hot month of January, I would like a much earlier start time. I would be happy to start at 5 to avoid the heat and the sun, even it means that lighting requirements apply.

It seems January every year is consistently getting hotter. An earlier start time might compensate (say 5-45am) or changing the event to say Labour Day long weekend.

Start could be earlier e.g. 5.30 am

5. Expenditure Attributable to the 2008 Audax Alpine Classic

Respondents were asked to approximate how much money they spent on entertainment, retail purchases (excluding cycling equipment and provisions), accommodation, food and beverage, travel (including expenditure petrol and public modes of transport), cycling equipment and provisions, and ‘other’ items associated with their trip to the 2008 Audax Alpine Classic.

Table 5.1 summarises the expenditure by non-local participants among the seven expenditure categories. Accommodation by far accounted for the largest proportion of expenditure, with a mean expenditure figure of \$280.40, followed by food and beverage, of which the mean expenditure was \$170. The large standard deviations indicate a considerable variation in expenditure across the sample, which should be considered when evaluating the mean expenditure amounts.

Table 5.1: Summary of expenditure by non-local participants in the 2008 Audax Alpine Classic (total expenditure for the trip)

Expenditure Category	n=	Mean	Median	Standard Deviation
Entertainment costs	876	\$43.69	-	\$91.53
Retail (other than cycling equipment)	876	\$64.15	\$30.00	\$105.13
Accommodation costs	876	\$280.40	\$200.00	\$301.60
Food and beverage costs	876	\$170.00	\$127.50	\$153.98
Travel costs	875	\$106.73	\$80.00	\$140.76
Cycling equipment and provisions	876	\$124.25	\$50.00	\$384.24
Other costs	876	\$13.95	-	\$72.78

Table 5.2 provides an approximated calculation of expenditure per person for the entire trip, along with approximate total expenditure associated with the 2008 Audax Alpine Classic. Calculations here reveal an estimated mean trip expenditure figure of \$393.77 per person. In order to arrive at an approximate total expenditure figure for all non-local participants, the mean trip expenditure figure per person was multiplied by the number of non-local participants in the event. As such, the estimated total expenditure by non-local participants in the 2008 Audax Alpine Classic was \$741,075.14.

Table 5.2: Approximated expenditure associated with the 2008 Audax Alpine Classic

Income/Expenditure	\$
Mean reported gross expenditure by non-local event participants (n=875)	803.30
Mean expenditure per person (based on each respondent's expenditure covering 2.04 people) among non-local event participants	393.77
Approximate expenditure by non-local event participants (\$393.77 x number of non-local participants (n=1882 ⁴))	741,075.14
Goods and services purchased by the Audax Alpine Classic (excluding GST)	205,010
Monies paid by Audax Alpine Classic to suppliers within Alpine Shire (including GST)	76,101.30
Monies received by the Audax Alpine Classic from organisations within Alpine Shire (grant from Alpine Shire Council)	3,000

In order to calculate an approximate net economic benefit to the Bright region, it is necessary to factor in the 'leakage' of expenditure which occurs when products and services are purchased from outside the host community economy to facilitate the running of the event. Event organisers reported total net expenses (excluding GST) of \$205,010, of which \$135,827 was paid to suppliers outside Alpine Shire. Therefore \$76,101.30 worth of goods and services (adjusted to include GST) were purchased from suppliers within Alpine Shire by the event. As such, the approximate net economic benefit to the Bright region may be calculated as:

Expenditure by non-local participants	741,075.14
Monies paid to suppliers within Alpine Shire by AAC (including GST)	+76,101.30
Grants/sponsorship received by AAC from organisations within Alpine Shire	<u>-3,000.00</u>
Approximate net benefit to host community	\$814,176.44

It is extremely important to note the following limitations of these calculations:

⁴ 8.2% of respondents to this survey were classed as being 'non-local', therefore this figure was arrived at by multiplying the total number of participants in the event (2050) by .918 to generate an approximate number of non-local participants, whose expenditure may be considered 'new' money injected into the local economy.

1. In assessing the expenditure associated with the event, it is important to note that respondents who indicated that they reside within a 40km radius of the Bright post office were **excluded**. These people were considered local residents and as such, expenditure by this group cannot be considered as ‘new money’ injected into the Bright local economy.
2. The calculations do not take into account ‘time switching’, which occurs when a respondent already intended to visit Bright, but changed the timing of their visit to coincide with the Audax Alpine Classic. In calculating economic impacts associated with tourism, time switchers are generally excluded on the grounds that expenditure from this group would have occurred regardless of the event.
3. The purchase of goods and services associated with the 2008 Audax Alpine Classic from outside the Bright local economy by participants, was not able to be calculated. For example, fuel purchased in Melbourne to travel to Bright reported by a respondent as part of his or her expenditure has not been able to be filtered from these calculations. The same applies to airfares purchased interstate. On this basis, the actual amount of new money injected into the local economy may be less than the figure reported here.
4. The calculations here only take into account expenditure by **participants**. No attempt has been made to factor in expenditure by participants’ entourage (e.g. accompanying friends and family), and as such the net economic benefit to the community may be higher than reported here.

Appendix

a) Data collection questionnaire

1. Introduction

Thank you for taking the time to complete this survey about your participation in the 2008 Audax alpine Classic. This survey also includes questions about your motivations and attitudes to cycling in general.

This survey should take no longer than 15 minutes - and for some, no longer than 5 minutes. Click "Next" to get started with the survey. If you'd like to leave the survey at any time, just click "Exit this survey". Your answers will be saved.

By clicking on "Next", you are implying consent to participating in this research, and that you understand the information in the email sent to you on XX January 2008 by the Audax Alpine Classic organisers.

2. Your participation in the 2008 Audax Alpine Classic

1. Have you participated in a previous Audax Alpine Classic?

- Yes
 No

2. If you answered 'yes' to Question 1, how many times have you previously participated?

3. Are you a member of the Audax movement?

- Yes
 No

4. Which distance did you participate in the 2008 Audax Alpine Classic?

- 200km
 140km
 130km
 72km
 70km

5. The organisers are interested in your feelings about different aspects of the event. Please indicate how strongly you agree or disagree with the following statements

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	N/A
The Audax Alpine Classic would be a better event if it were organised by a professional event management company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
January is too hot to hold this event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The event should be held during a cooler month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If the event is to remain in January, the distances should be shortened	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are now too many riders in the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I support the current entry system whereby Audax members and previous participants are given preference over first-time participants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The pricing structure between the shorter event (70km, \$80) and the longer event (200km, \$95) is not fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How satisfied are you with your experience at the 2008 Alpine Audax Classic?

	Extremely dissatisfied	Dissatisfied	Neutral	Satisfied	Extremely Satisfied
I was...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Are there any improvements or changes you would like to see for next year's Audax Alpine Classic?

3. Reasons for participating

8. In a few words or sentences, please explain why you wanted to participate in the 2008 Audax Alpine classic?

9. This question asks about your motivations for participating in the 2008 Audax Alpine Classic. Please indicate how much you agree or disagree with the following statements.

One of my reasons for participating in the Audax Alpine Classic is...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
To learn about cycling?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To satisfy my curiosity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To explore new ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn about myself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To expand my knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To discover new things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be creative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To use my imagination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To build friendships with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To interact with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To develop close friendships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To meet new and different people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To reveal my thought, feelings, or physical skills to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be socially competent and skillful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To gain a feeling of belonging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To gain other's respect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To challenge my abilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be good at cycling?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To improve my skill and ability in cycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be active	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To develop physical skills and abilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To keep in shape physically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To use my physical abilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To develop physical fitness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To slow down	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Because I sometimes like to be alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To relax physically	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To relax mentally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To avoid the hustle and bustle of daily activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To rest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To relieve stress and tension	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To unstructure my time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. About you as a cyclist

The questions on this page relate to your cycling behaviours in general, and will contribute to wider research aimed at better understanding cyclists

10. On average, how many hours per week do you spend cycling?

11. On average, how many kilometres do you cycle on recreational rides (i.e. not including rides to work, shops, school etc.)?

12. For how many years have you been a regular recreational cyclist?

13. On average, how many cycling events (competitive and non-competitive) do you engage in each year?

14. Are you a member of a cycling organisation (e.g. cycle racing club, touring group, advocacy group, BUG)?

Yes

No

15. How competent are you in undertaking the following cycling-related tasks?

	Not competent at all	Somewhat incompetent	Neutral	Somewhat competent	Extremely competent
Safely ride in a 'bunch' of cyclists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Basic mechanical tasks e.g. change a flat tyre, adjusting gears and components	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take corners at speed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ride in a straight line	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ride defensively in traffic

16. Please rate how much you agree or disagree with the following statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Cycling is an important component of my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like people to recognise me as a cyclist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I organise a lot of my life to fit around my cycling commitments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling is one of the most enjoyable things I do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Your visit to Bright for the Audax Alpine Classic

17. Do you usually reside within a 40 kilometre radius of the Bright Post Office?

- Yes
 No

18. How many nights were you away from home in association with the 2008 Audax Alpine Classic?

- 0 (day trip only)
 1 night
 2 nights
 3 nights
 4 nights
 5 nights
 More than 5 nights

19. How many people were in your immediate travelling group (including yourself)?

- 1 travelled alone
 2 people
 3 people

- 4 people
- 5 people
- 6 people
- 7 people
- 8 people
- More than 8 people

20. What type(s) of accommodation did you stay at during your time in the Bright region (select all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Tent/camping | <input type="checkbox"/> 4 star hotel or resort |
| <input type="checkbox"/> Standard hotel/motel/resort | <input type="checkbox"/> Caravan/motorhome |
| <input type="checkbox"/> Cabin | <input type="checkbox"/> Rented house |
| <input type="checkbox"/> Friend/relative's home | <input type="checkbox"/> Rented serviced apartment |
| <input type="checkbox"/> Youth hostel/backpackers | <input type="checkbox"/> Own holiday house/flat |
| <input type="checkbox"/> B & B/host farm | <input type="checkbox"/> Luxury hotel or resort 5 star |
| <input type="checkbox"/> Rented fully self-contained flat/unit | <input type="checkbox"/> Other (please specify) |

21. Which mode(s) of transport did you utilise to travel to Bright for the Audax Alpine Classic? (select all that apply)

- | | | |
|--------------------------------|---|---|
| <input type="checkbox"/> Air | <input type="checkbox"/> Private/rented motor vehicle | <input type="checkbox"/> Boat/ferry |
| <input type="checkbox"/> Coach | <input type="checkbox"/> Taxi | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Rail | <input type="checkbox"/> Bicycle | |

22. Did you engage in any activities other than cycling during your visit to Bright? If you did, please indicate which activities you participated in.

23. How likely are you to return to the Bright region for the following purposes?

	Not likely at all	Unlikely	Undecided	Likely	Extremely Likely	N/A
For a holiday (not including other special events)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To attend other special events (not including the Alpine Classic)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To participate in future Alpine Classics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Would you have visited the Bright region during 2008 if were not for the Audax Alpine Classic?

- Yes
 No

6. Expenditure

25. What was the approximate expenditure associated with your participation in the 2008 Audax Alpine Classic? (If you did not have spending in each category, please put '0' instead of leaving blank.)

Entertainment \$	<input type="text"/>
Retail (other than cycling equipment & provisions) \$	<input type="text"/>
Accommodation \$	<input type="text"/>
Food and Beverage \$	<input type="text"/>
Travel (e.g. taxis, buses, petrol) \$	<input type="text"/>
Cycling Equipment & Provisions	<input type="text"/>
Other \$	<input type="text"/>

26. How many people are covered by this expenditure?

- Just me
 2 people

- 3 people
- 4 people
- 5 people
- Other (please specify)

7. About you

27. What is your gender?

- Male
- Female

28. What is your age group?

- | | |
|--------------------------------------|-----------------------------------|
| <input type="radio"/> Under 18 years | <input type="radio"/> 45-49 years |
| <input type="radio"/> 18-19 years | <input type="radio"/> 50-54 years |
| <input type="radio"/> 20-24 years | <input type="radio"/> 55-59 years |
| <input type="radio"/> 25-29 years | <input type="radio"/> 60-64 years |
| <input type="radio"/> 30-34 years | <input type="radio"/> 65-69 years |
| <input type="radio"/> 35-39 years | <input type="radio"/> 70 years + |
| <input type="radio"/> 40-44 years | |

29. What is the postcode of your usual residence?

30. Which of the following work categories best describes your current work?

- Manager/Administrator
- Professional

- Associate Professional
- Tradespersons/ Trades Related Worker
- Intermediate Clerical, Sale and Service Worker
- Intermediate Production and Transport Worker
- Elementary Clerical, Sales and Service Worker
- Labourer and Related Worker
- Full Time Student
- Retired
- Do not work
- Other (please specify)

31. Which of the following best describes your current work status?

- Employed full time (>35 hrs per week)
- Employed part-time
- Unemployed, looking for full-time work (>35 hrs per week)
- Unemployed, looking for part-time work
- Unemployed, not looking for work
- Full time student (>35 hrs per week)
- Retired

32. What is your highest level of education?

- Secondary School
- Certificate (TAFE, trade)
- Graduate Diploma
- Bachelor Degree
- Postgraduate Degree (Masters, PhD, DBA)
- Other (please specify)

33. Which category does your personal weekly income before tax (\$AUD) fall into?

- Less than \$200
- \$200 - \$399
- \$400 - \$599
- \$600 - \$799
- \$800 - \$999

- \$1,000 - \$1,199
- \$1,200 - \$1,399
- \$1,400 - \$1,599
- \$1,600 - \$1,799
- \$1,800 or more

8. Thank you & prize draw

Thank you for taking the time to fill out this survey.

34. If you would like to enter the draw for one of two FREE entries into the 2009 Audax Alpine Classic, please enter your unique brevet number from this year's event.

Please note that this information will be kept separate from your responses and will be used for prize draw purposes only. There are measures in place to safeguard the anonymity of your responses to this survey.

35. If there is something else you would like say about your participation in the 2008 audax Alpine Classic, please add your comments here.