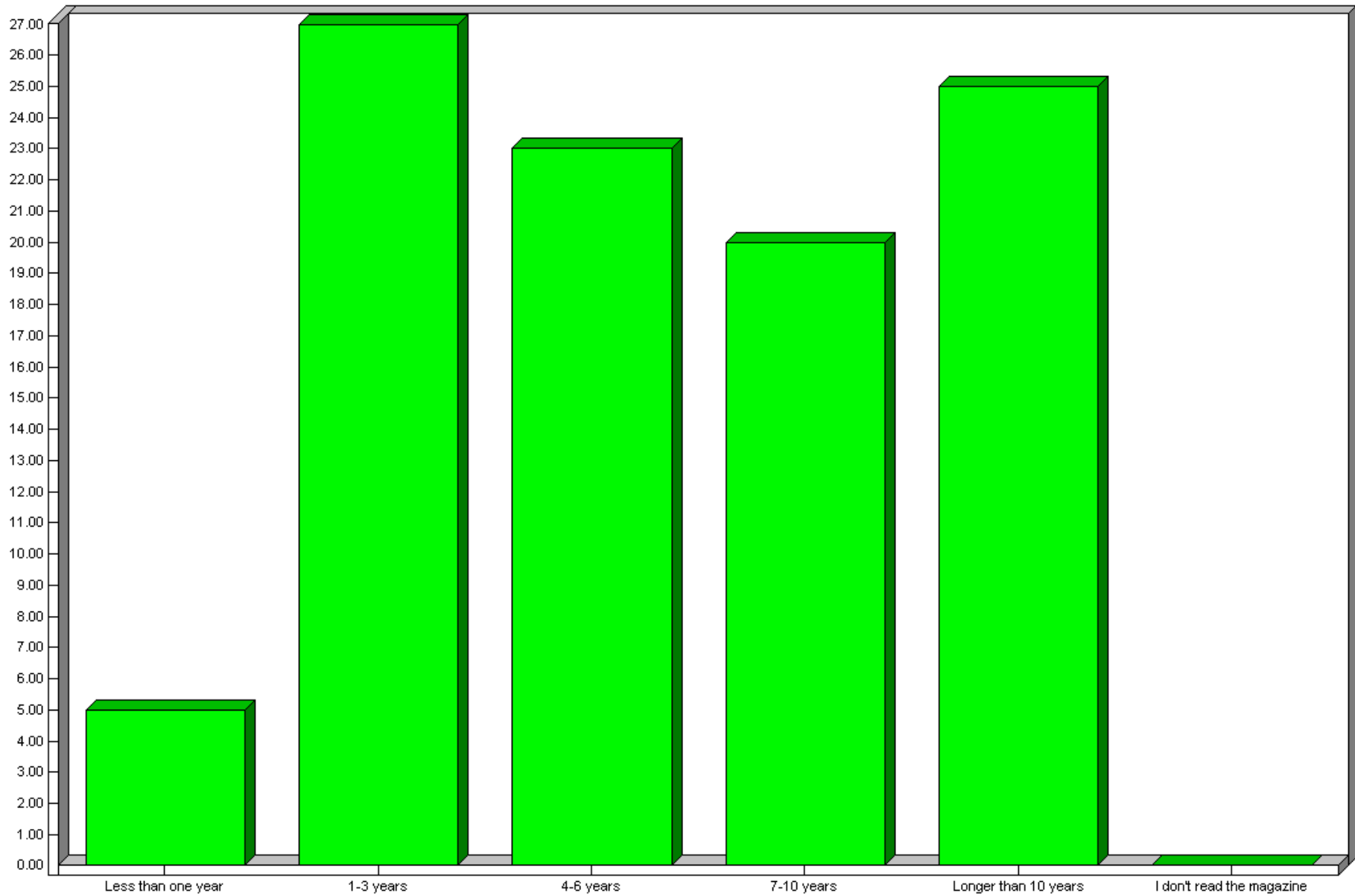


# Magazine Survey 2007

- Sent out 4079 surveys
- Generated 133 bouncebacks
- Received 638 responses
- 16% response rate

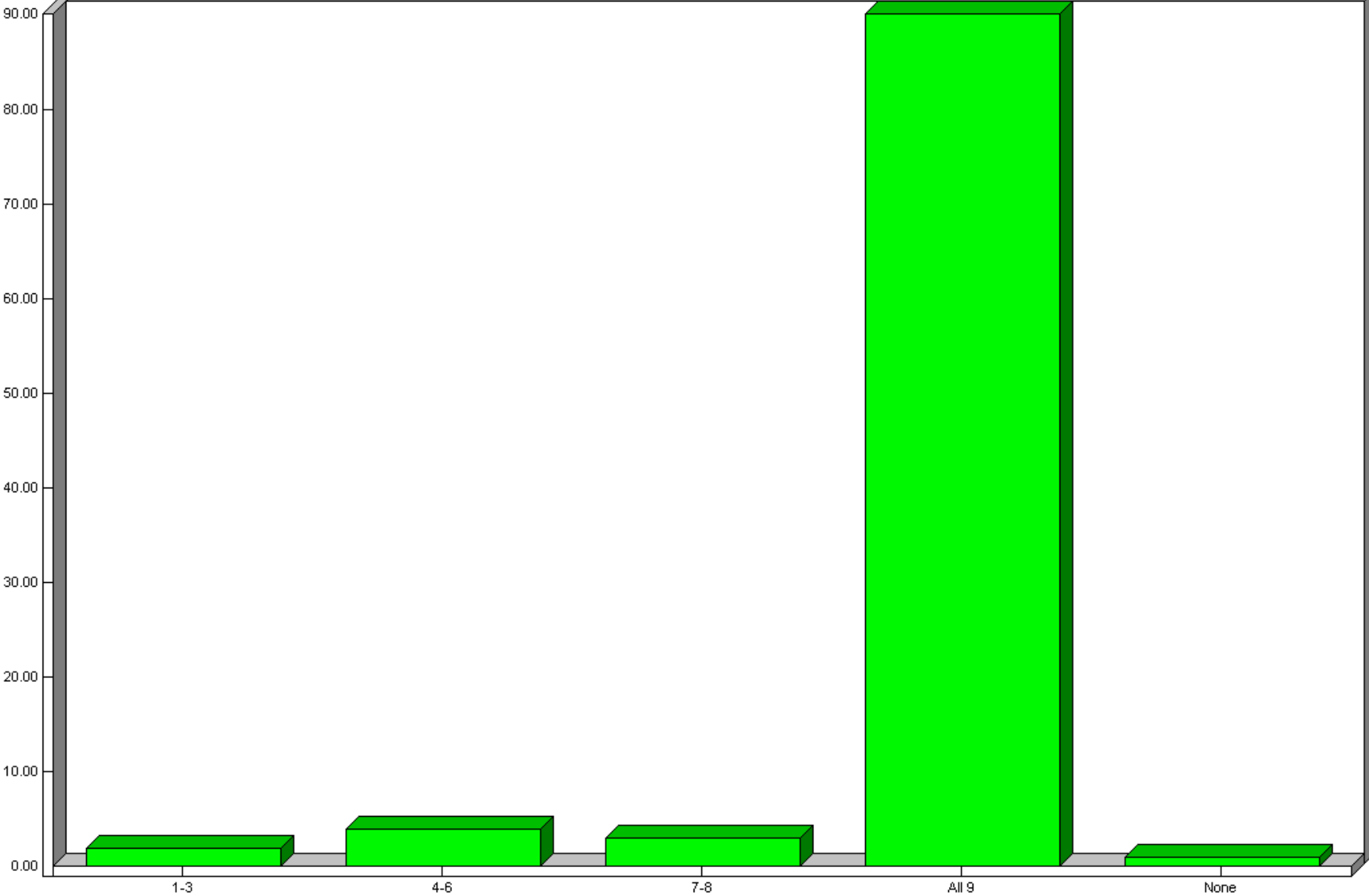
How long have you been an Adventure Cyclist magazine reader?



**Q.1a How long have you been an Adventure Cyclist magazine reader?**

| Choice                    | Count | % of Sample Answering | % of Total Sample |
|---------------------------|-------|-----------------------|-------------------|
| Less than one year        | 29    | 4.6%                  | 4.5%              |
| 1-3 years                 | 169   | 26.5%                 | 26.5%             |
| 4-6 years                 | 148   | 23.2%                 | 23.2%             |
| 7-10 years                | 129   | 20.3%                 | 20.2%             |
| Longer than 10 years      | 162   | 25.4%                 | 25.4%             |
| I don't read the magazine | 0     | 0.0%                  | 0.0%              |

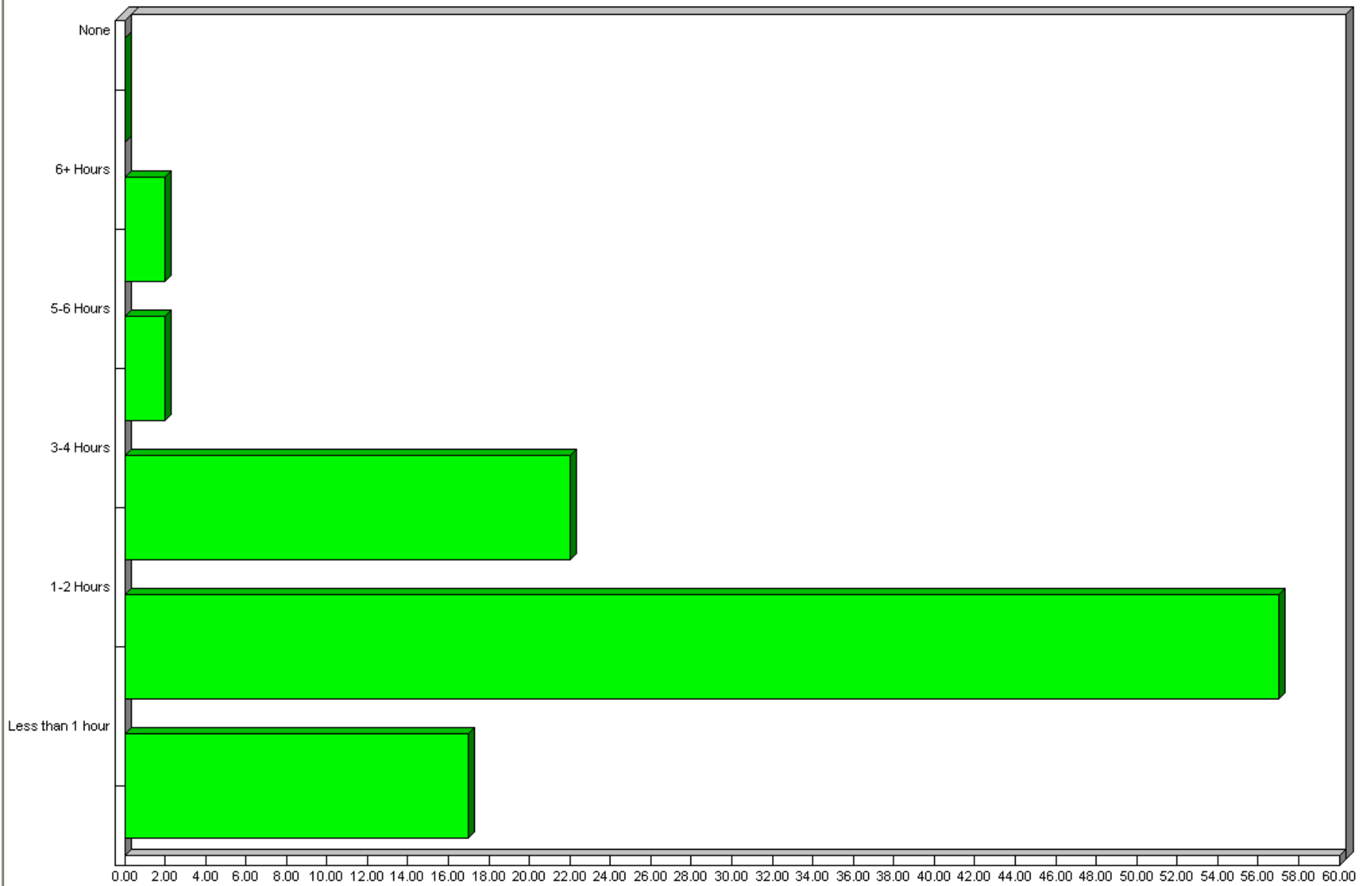
How many issues of Adventure Cyclist magazine do you read each year?



**Q.1b How many issues of Adventure Cyclist magazine do you read each year?**

| Choice | Count | % of Sample<br>Answering | % of Total<br>Sample |
|--------|-------|--------------------------|----------------------|
| 1-3    | 13    | 2.0%                     | 2.0%                 |
| 4-6    | 28    | 4.4%                     | 4.4%                 |
| 7-8    | 17    | 2.7%                     | 2.7%                 |
| All 9  | 574   | 90.3%                    | 90.0%                |
| None   | 4     | 0.6%                     | 0.6%                 |

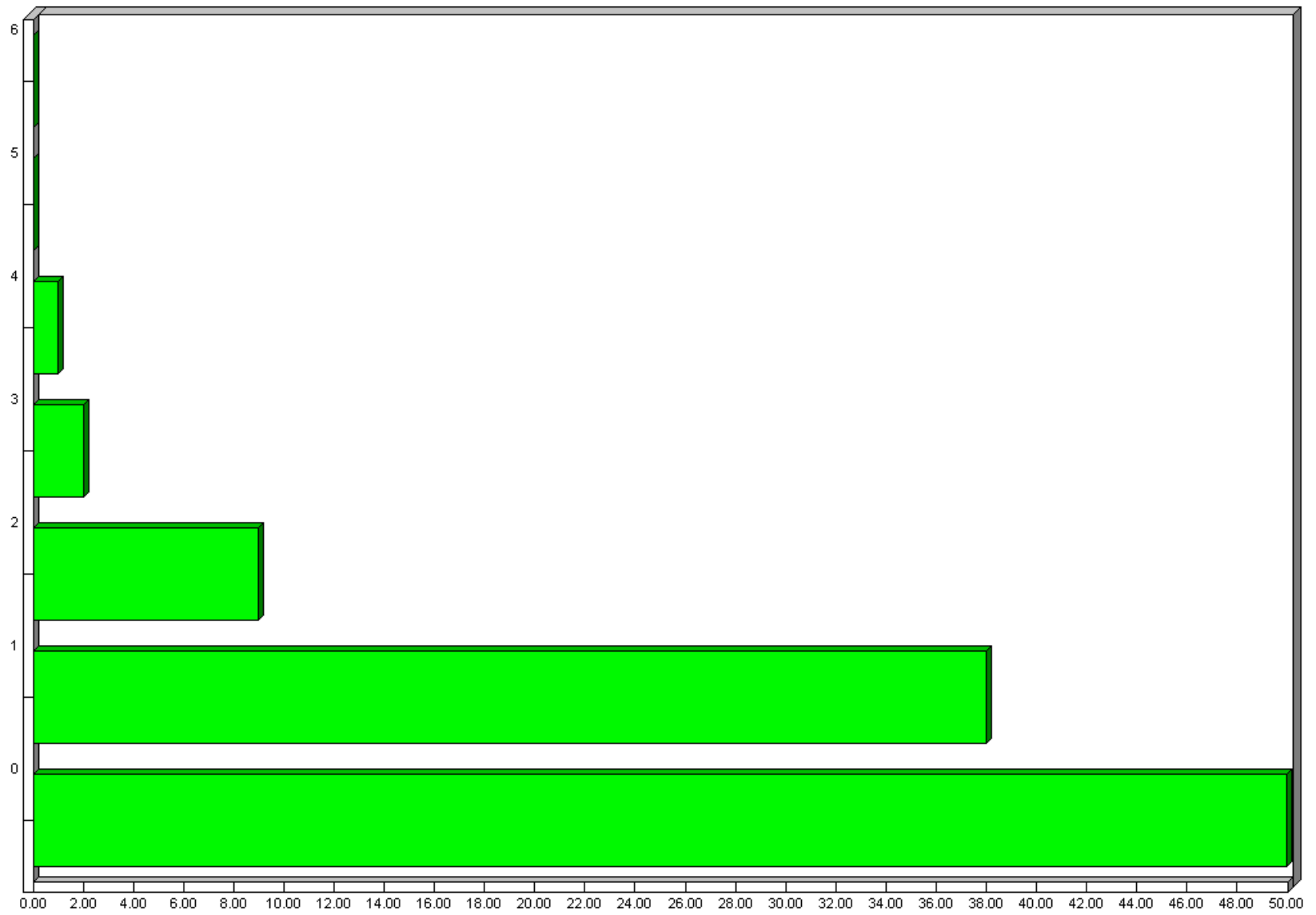
How much time do you spend reading each issue of Adventure Cyclist magazine?



**Q.1c How much time do you spend reading each issue of Adventure Cyclist magazine?**

| Choice           | Count | % of Sample<br>Answering | % of Total<br>Sample |
|------------------|-------|--------------------------|----------------------|
| Less than 1 hour | 110   | 17.3%                    | 17.2%                |
| 1-2 Hours        | 363   | 57.0%                    | 56.9%                |
| 3-4 Hours        | 139   | 21.8%                    | 21.8%                |
| 5-6 Hours        | 14    | 2.2%                     | 2.2%                 |
| 6+ Hours         | 10    | 1.6%                     | 1.6%                 |
| None             | 1     | 0.2%                     | 0.2%                 |

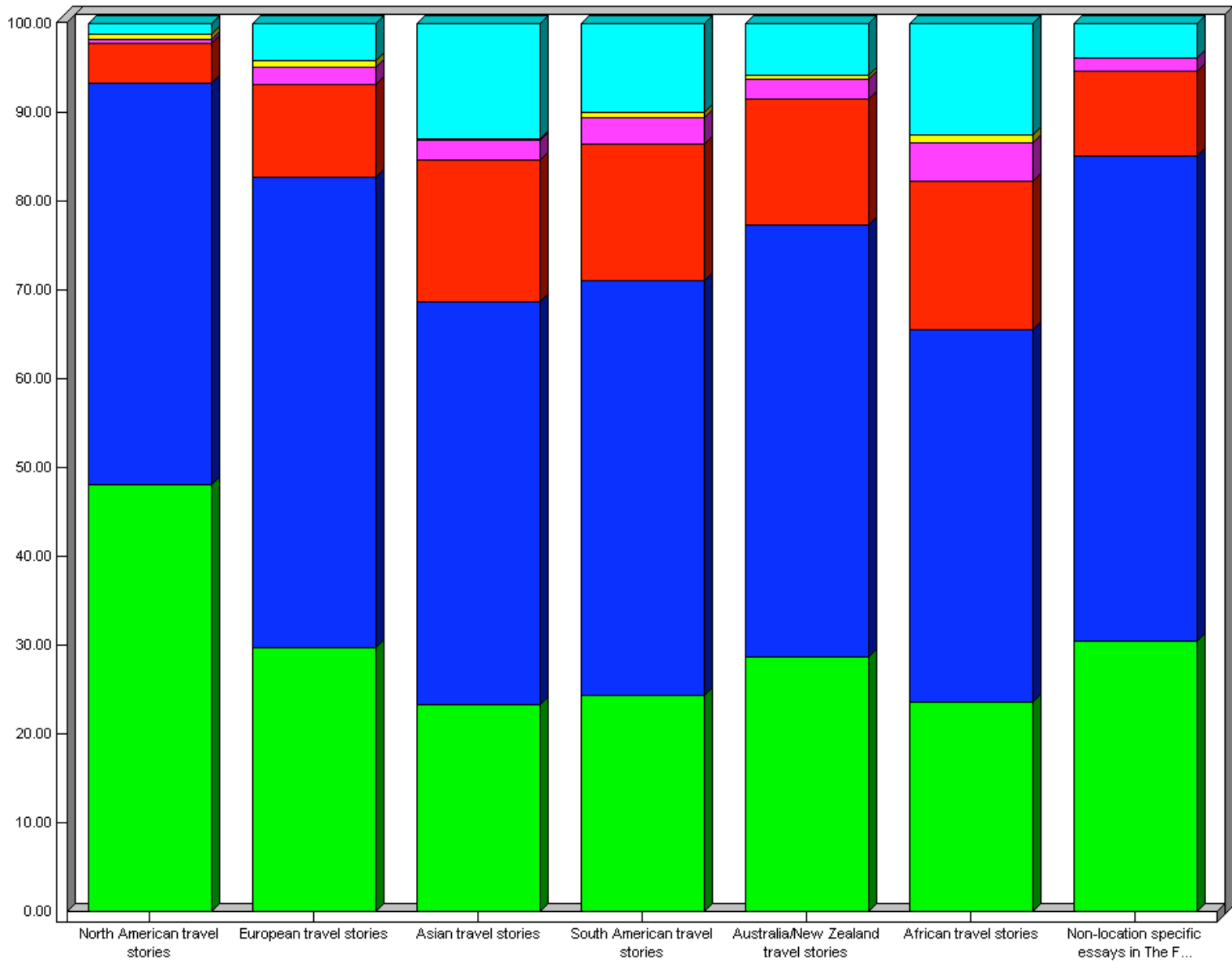
How many other people read your copy of Adventure Cyclist magazine?



**Q.1d How many other people read your copy of Adventure Cyclist magazine?**

| Choice | Count | % of Sample<br>Answering | % of Total<br>Sample |
|--------|-------|--------------------------|----------------------|
| 0      | 317   | 49.8%                    | 49.7%                |
| 1      | 243   | 38.1%                    | 38.1%                |
| 2      | 55    | 8.6%                     | 8.6%                 |
| 3      | 12    | 1.9%                     | 1.9%                 |
| 4      | 7     | 1.1%                     | 1.1%                 |
| 5      | 0     | 0.0%                     | 0.0%                 |
| 6      | 3     | 0.5%                     | 0.5%                 |

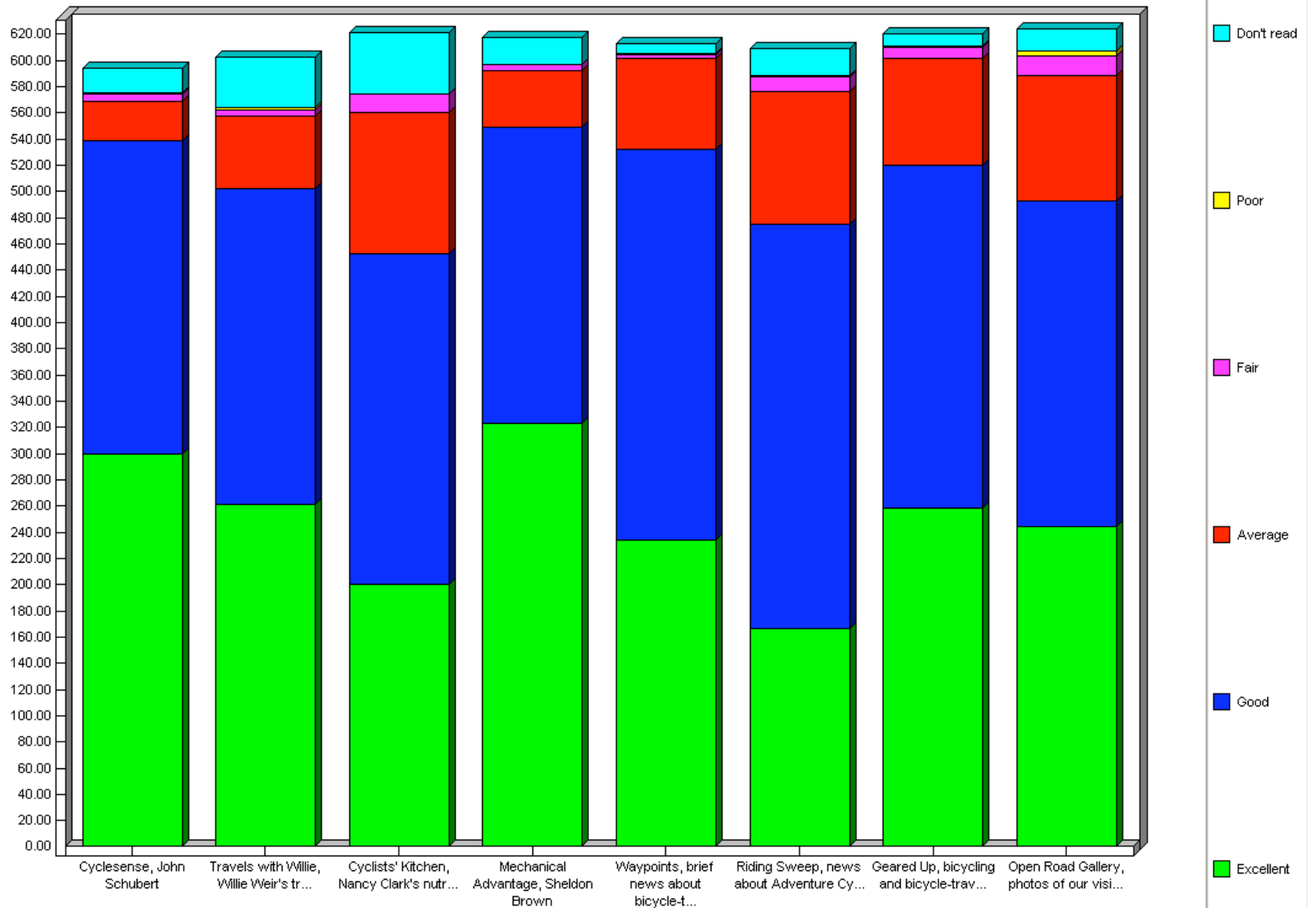
Features (move under 4a) - A



## Q.Q2a Features

| Topic  | Excellent | Good | Average | Fair | Poor | Don't read | Not Answered |
|--|-----------|------|---------|------|------|------------|--------------|
| North American travel stories                  | 296       | 277  | 28      | 3    | 3    | 8          | 23           |
| European travel stories                        | 183       | 325  | 64      | 12   | 5    | 26         | 23           |
| Asian travel stories                           | 142       | 275  | 97      | 14   | 1    | 79         | 30           |
| South American travel stories                  | 148       | 283  | 93      | 18   | 4    | 61         | 31           |
| Australia/New Zealand travel stories           | 177       | 300  | 87      | 14   | 3    | 36         | 21           |
| African travel stories                         | 144       | 254  | 102     | 26   | 5    | 77         | 30           |
| Non-location specific essays in The Final Mile | 186       | 333  | 58      | 9    | 0    | 24         | 28           |

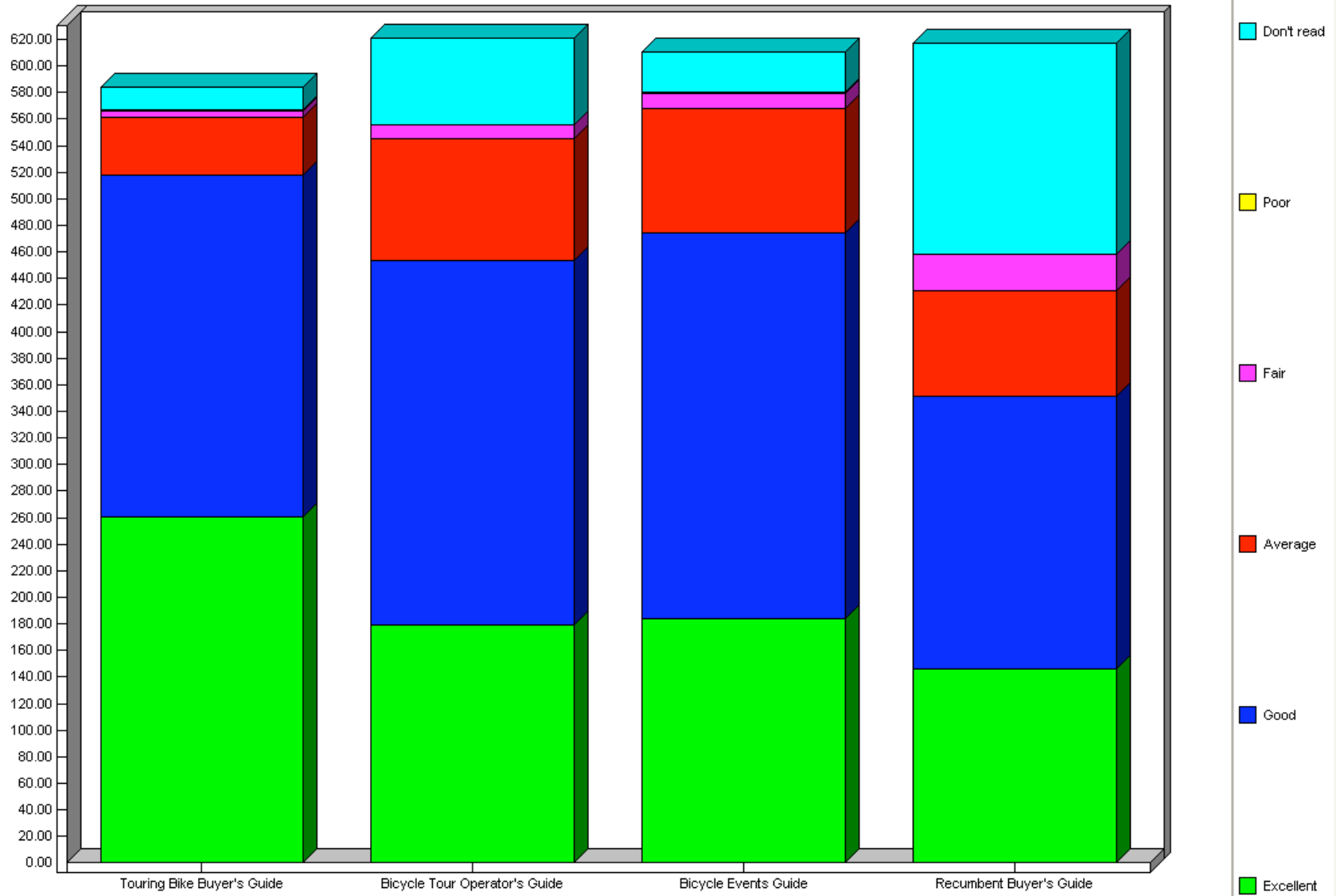
Columns - A



**Q.Q2b Columns - A**

| Topic   | Excellent | Good | Average | Fair | Poor | Don't read | Not Answered |
|---|-----------|------|---------|------|------|------------|--------------|
| Cyclesense, John Schubert                                   | 300       | 239  | 30      | 5    | 1    | 19         | 44           |
| Travels with Willie, Willie Weir's travel adventures        | 261       | 241  | 55      | 5    | 2    | 38         | 36           |
| Cyclists' Kitchen, Nancy Clark's nutrition information/tips | 200       | 252  | 108     | 14   | 0    | 47         | 17           |
| Mechanical Advantage, Sheldon Brown                         | 323       | 226  | 43      | 5    | 0    | 20         | 21           |
| Waypoints, brief news about bicycle-travel                  | 234       | 298  | 69      | 3    | 1    | 8          | 25           |
| Riding Sweep, news about Adventure Cycling                  | 166       | 309  | 101     | 11   | 1    | 21         | 29           |
| Geared Up, bicycling and bicycle-travel gear review         | 258       | 262  | 81      | 9    | 1    | 9          | 18           |
| Open Road Gallery, photos of our visiting cyclists          | 244       | 249  | 95      | 15   | 4    | 17         | 14           |

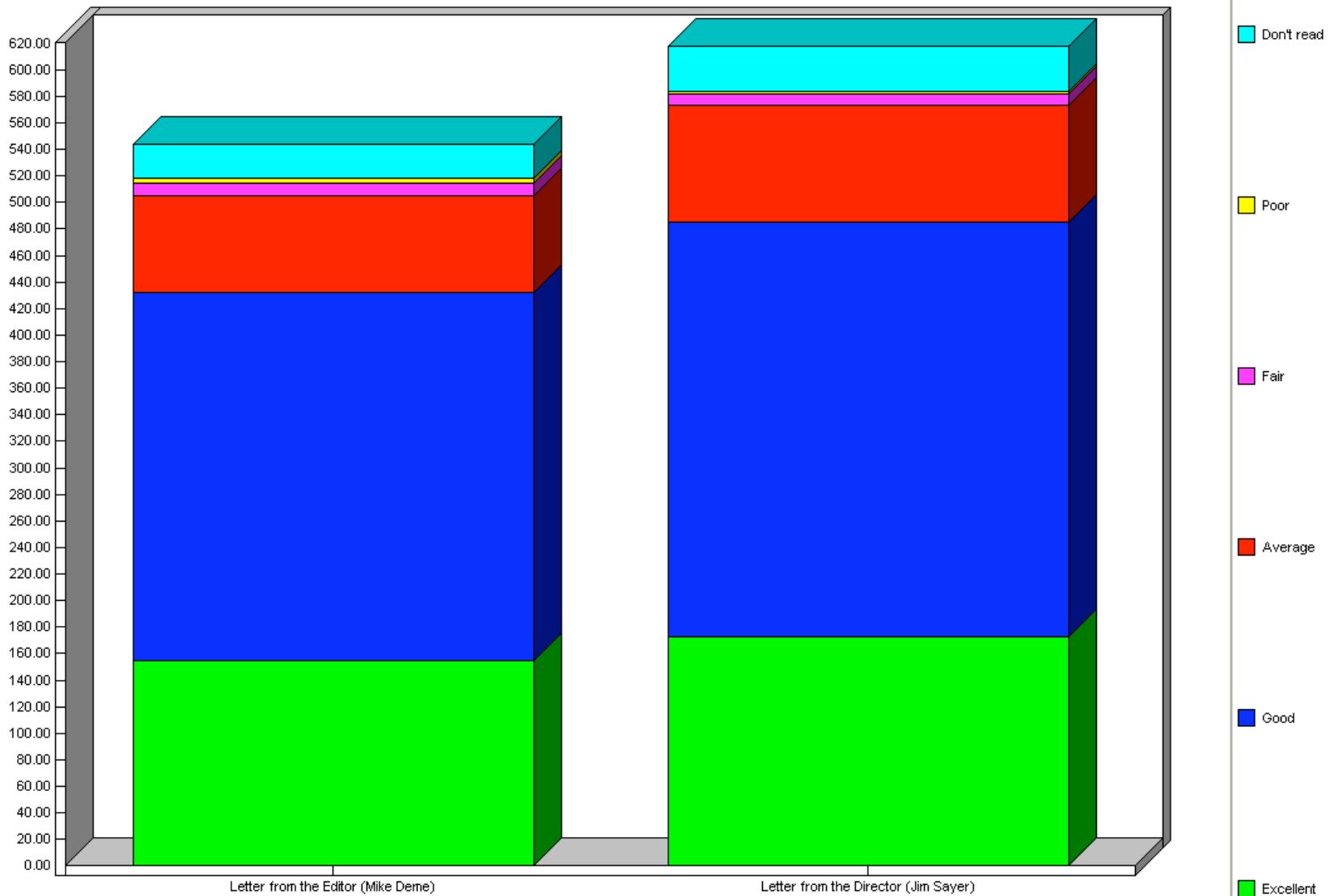
Buyer's Guides (found in selected issues) - A



**Q.Q2c Buyer's Guides (found in selected issues) - A**

| Topic                         | Excellent | Good | Average | Fair | Poor | Don't read | Not Answered |
|-------------------------------|-----------|------|---------|------|------|------------|--------------|
| Touring Bike Buyer's Guide    | 261       | 257  | 43      | 5    | 1    | 17         | 54           |
| Bicycle Tour Operator's Guide | 179       | 275  | 91      | 11   | 0    | 65         | 17           |
| Bicycle Events Guide          | 184       | 290  | 94      | 11   | 1    | 31         | 27           |
| Recumbent Buyer's Guide       | 146       | 205  | 80      | 27   | 0    | 159        | 21           |

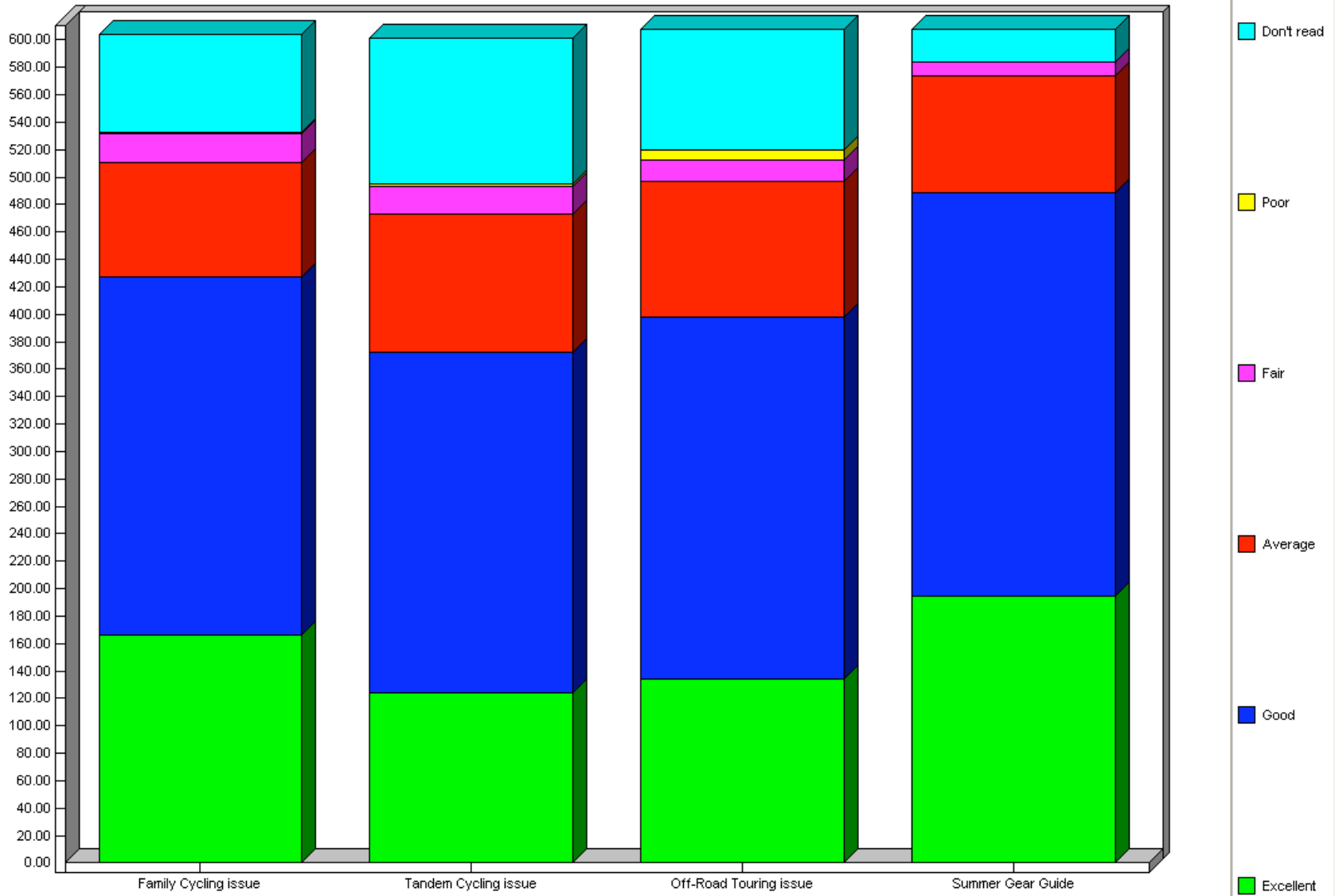
Other - A



**Q.Q2d Other - A**

| Topic                                | Excellent | Good | Average | Fair | Poor | Don't read | Not Answered |
|--------------------------------------|-----------|------|---------|------|------|------------|--------------|
| Letter from the Editor (Mike Deme)   | 155       | 277  | 73      | 9    | 4    | 26         | 94           |
| Letter from the Director (Jim Sayer) | 173       | 312  | 88      | 9    | 2    | 34         | 20           |

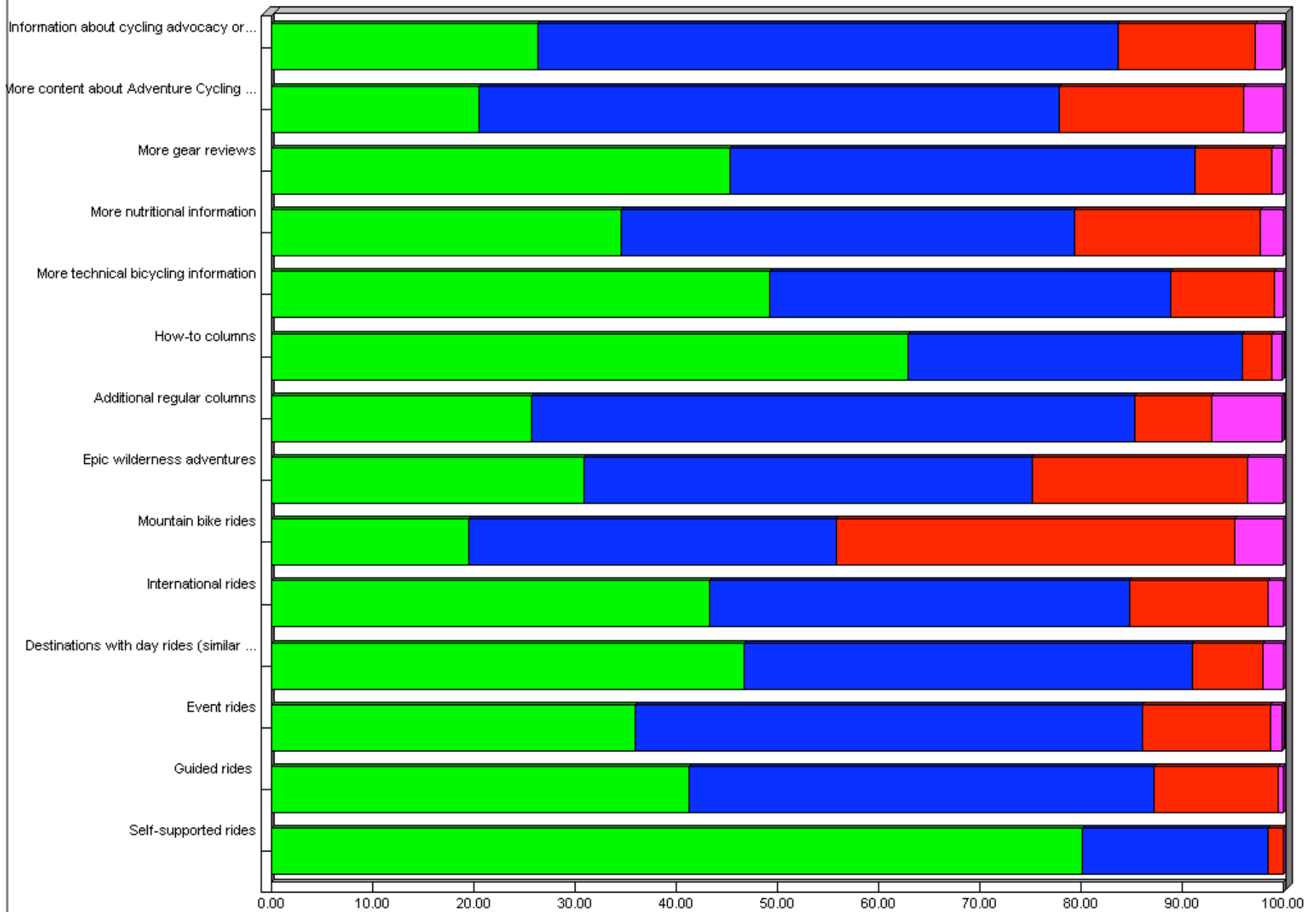
Please rate the following specially themed issues: - A



**Q.Q3 Please rate the following specially themed issues: - A**

| Topic                  | Excellent | Good | Average | Fair | Poor | Don't read | Not Answered |
|------------------------|-----------|------|---------|------|------|------------|--------------|
| Family Cycling issue   | 166       | 261  | 84      | 21   | 1    | 71         | 34           |
| Tandem Cycling issue   | 124       | 248  | 101     | 20   | 2    | 106        | 37           |
| Off-Road Touring issue | 134       | 264  | 99      | 15   | 8    | 88         | 30           |
| Summer Gear Guide      | 195       | 294  | 85      | 10   | 0    | 24         | 30           |

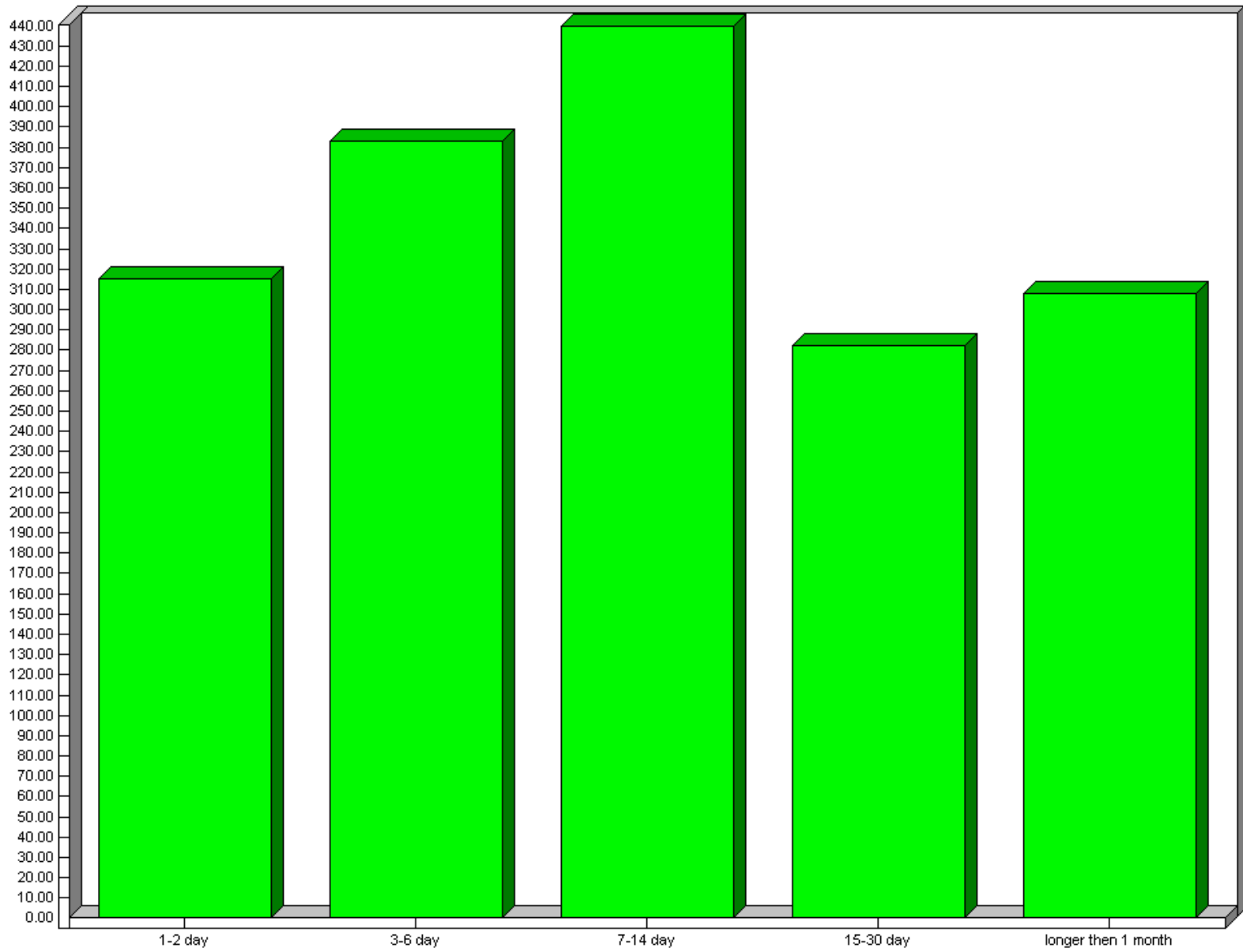
As we look to the future of the magazine, what stories or additional features are you interested in seeing in the magazine? - A



**Q.Q4a As we look to the future of the magazine, what stories or additional features are you interested in seeing in the magazine? - A**

| Topic  | Very Interested | Somewhat Interested | Not Interested | No Opinion | Not Answered |
|--|-----------------|---------------------|----------------|------------|--------------|
| Self-supported rides   | 501             | 115                 | 9              | 0          | 13           |
| Guided rides   | 258             | 287                 | 76             | 3          | 14           |
| Event rides  | 221             | 307                 | 78             | 7          | 25           |
| Destinations with day rides (similar to Chuck Haney's stories)   | 287             | 272                 | 43             | 12         | 24           |
| International rides  | 269             | 258                 | 85             | 9          | 17           |
| Mountain bike rides  | 120             | 223                 | 242            | 29         | 24           |
| Epic wilderness adventures                                       | 194             | 277                 | 133            | 22         | 12           |
| Additional regular columns                                       | 157             | 362                 | 46             | 43         | 30           |
| How-to columns   | 392             | 205                 | 18             | 7          | 16           |
| More technical bicycling information                             | 309             | 248                 | 64             | 5          | 12           |
| More nutritional information                                     | 216             | 279                 | 114            | 14         | 15           |
| More gear reviews  | 281             | 284                 | 47             | 7          | 19           |
| More content about Adventure Cycling Association and its members | 129             | 359                 | 114            | 24         | 12           |
| Information about cycling advocacy or outreach opportunities     | 165             | 358                 | 85             | 17         | 13           |

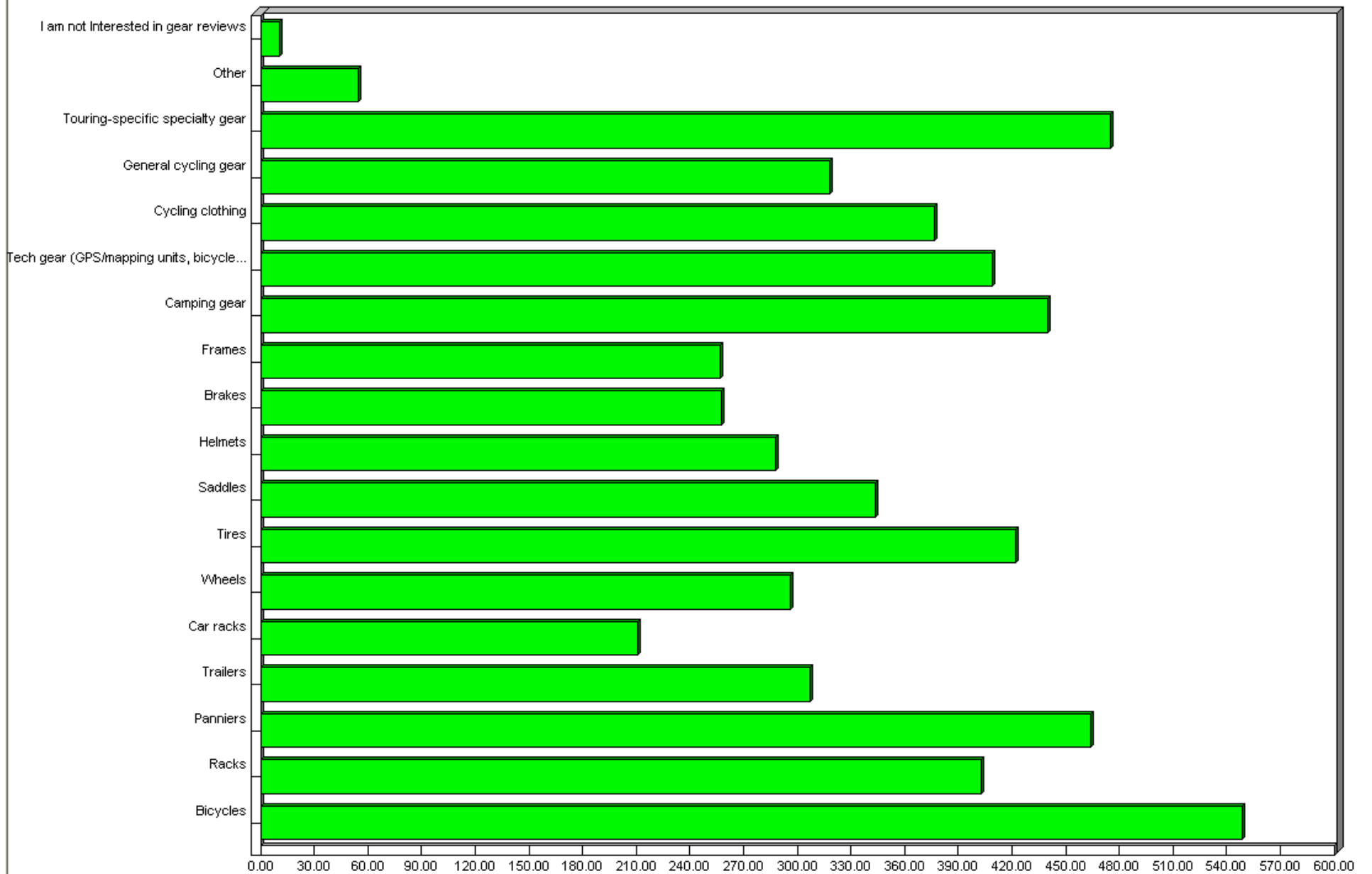
What length of trip do you prefer to read about? (check all that apply)



**Q.4b What length of trip do you prefer to read about? (check all that apply)**

| Choice              | Count | Percent of Total<br>Sample |
|---------------------|-------|----------------------------|
| 1-2 day             | 315   | 49.4%                      |
| 3-6 day             | 383   | 60.0%                      |
| 7-14 day            | 440   | 69.0%                      |
| 15-30 day           | 282   | 44.2%                      |
| longer then 1 month | 308   | 48.3%                      |

What kind of gear do you like to see reviewed in Adventure Cyclist magazine? (check all that apply)



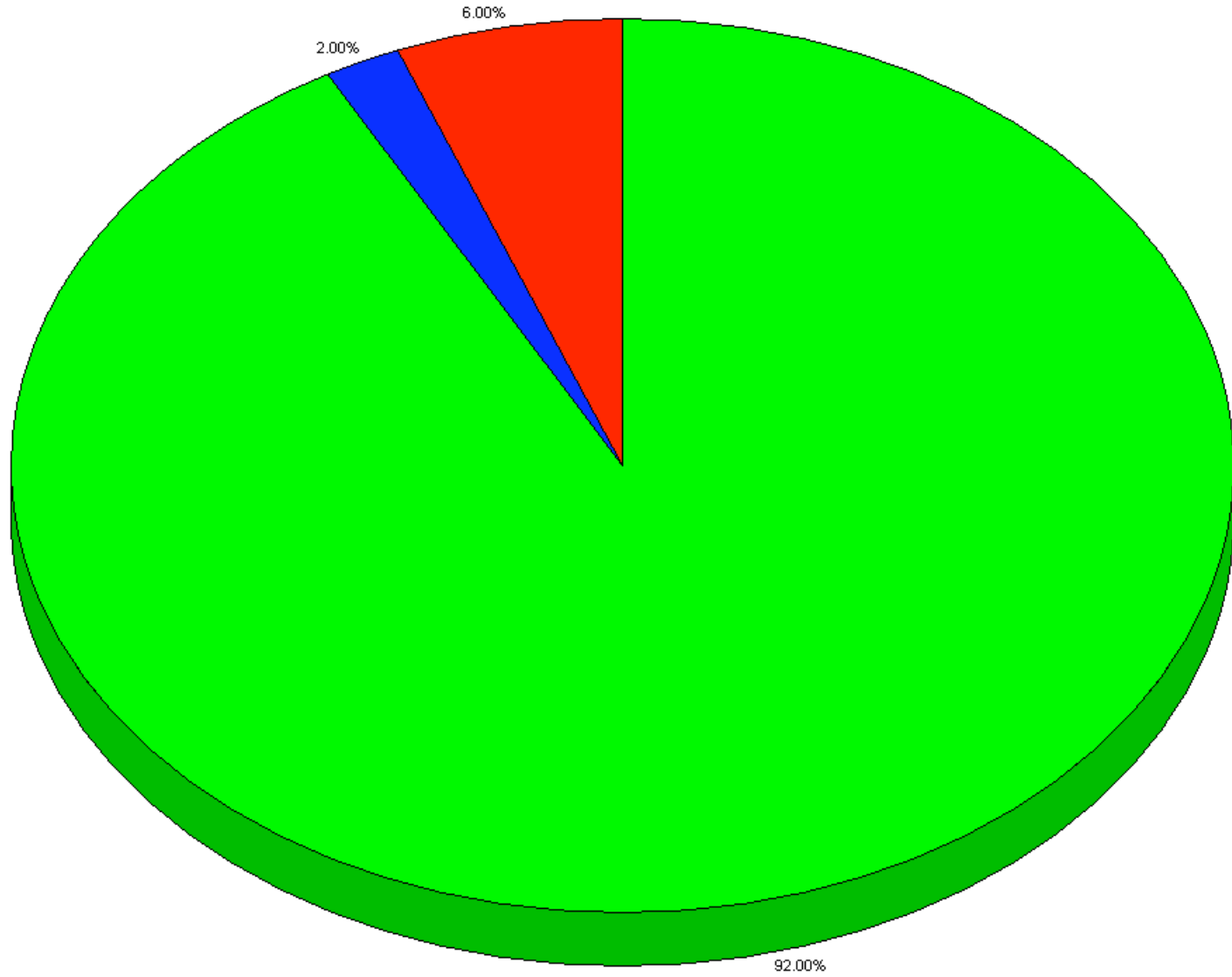
**Q.5 What kind of gear do you like to see reviewed in Adventure Cyclist magazine? (check all that apply)**

| Choice   | Count | % of Total Sample |
|--|-------|-------------------|
| Bicycles   | 549   | 86.1%             |
| Racks  | 403   | 63.2%             |
| Panniers   | 464   | 72.7%             |
| Trailers   | 307   | 48.1%             |
| Car racks  | 211   | 33.1%             |
| Wheels   | 296   | 46.4%             |
| Tires  | 422   | 66.1%             |
| Saddles  | 344   | 53.9%             |
| Helmets  | 288   | 45.1%             |
| Brakes   | 258   | 40.4%             |
| Frames   | 257   | 40.3%             |
| Camping gear                                     | 440   | 69.0%             |
| Tech gear (GPS/mapping units, bicycle computers) | 409   | 64.1%             |
| Cycling clothing                                 | 377   | 59.1%             |
| General cycling gear                             | 318   | 49.8%             |
| Touring-specific specialty gear                  | 475   | 74.5%             |
| Other  | 55    | 8.6%              |
| I am not Interested in gear reviews              | 11    | 1.7%              |

## Q.5 What kind of gear do you like to see reviewed in Adventure Cyclist magazine? - Other

- I really like your gear reviews!
- lights
- anything to do with recumbents
- tandems
- Tandem Specific components
- flashers
- Recumbent gear
- useful gear for touring trips
- commuter
- lights;
- Maps, Books
- RECUMBENT!!!!
- more detailed maps in each article, sometimes i see a map but i have no idea of it total perspective.
- good photo options for touring
- tools, other magazines
- gloves
- Safety gear.
- child seats, tagalongs, etc
- Comprehensive list of touring bikes for review, not just two or three and do a good review that would enhance our purchase decisions.
- What's New
- toughness of gear and weight limits for heavier riders and best online sites to buy bike gear
- on the road camping areas
- I love reading about gear
- recumbents, shipping bikes
- seems like most bikes you show are low end machines. May do spend on better equipment. Don't forget Campy either. Our group of 10 use it and tour a lot. GREAT stuff.
- Trips in eastern Europe and the Baltics and the Balkins
- internally geared hubs
- ERT0406 and 451 specific options
- kught weight cooking gear for camping
- Travel with children/grandchildren
- Clothing options for weather (hot, cold, wet, etc)
- Recumbent specific stuff
- Suitable for long rides
- How to for the novice. You assume that we are all experts.
- lower cost bicycles
- Cycling first aid-being prepared
- mirrors & lights
- BEST WAY TO GET MY BIKE FROM THE UK TO THE USA & BACK. BIKE BOXES ETC.
- Al of the above at one time or another
- International manufacturers not just US
- recumbents
- tandems
- food tourists may use
- recumbents
- recumbents
- More on recumbents for touring
- Misc Odd Gear
- recumbents!
- tandems and recumbents
- unconventional solutions to common problems
- touring shoes that are stiff, but not clip ins
- touring recumbents - singles, tandems, trikes
- cleaning/maintenance options
- specific cycle touring maps
- water filters

Do you like the design and layout of Adventure Cyclist magazine?



Yes

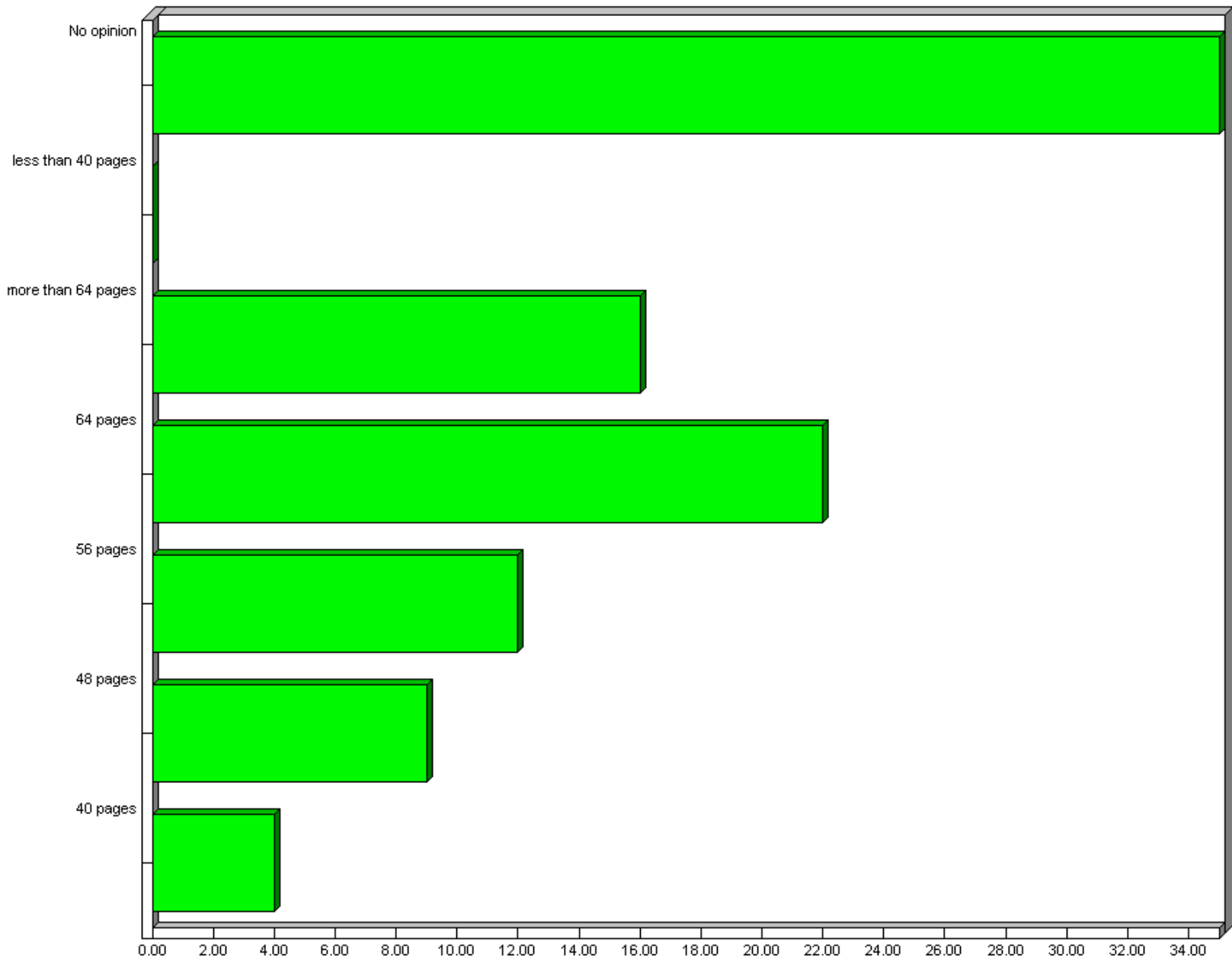
No

No opinion

**Q.6a Do you like the design and layout of Adventure Cyclist magazine?**

| Choice     | Count | Percentage of<br>Sample<br>Answering | Percentage of<br>Total Sample |
|------------|-------|--------------------------------------|-------------------------------|
| Yes        | 581   | 92.2%                                | 91.1%                         |
| No         | 10    | 1.6%                                 | 1.6%                          |
| No opinion | 39    | 6.2%                                 | 6.1%                          |

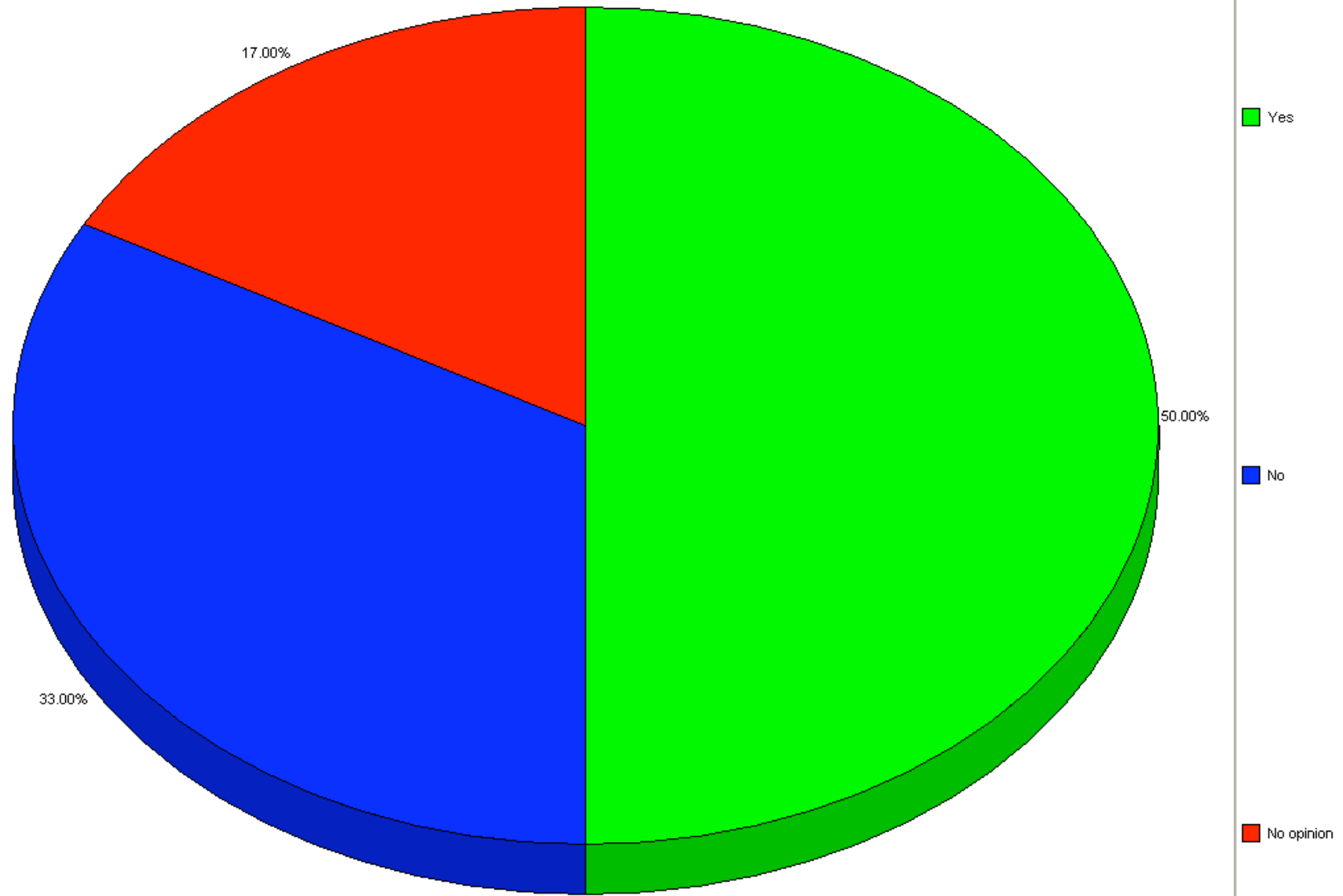
The length of Adventure Cyclist magazine has varied over the last year between 40 and 64 pages. What is your ideal length for the magazine?



**Q.6b The length of Adventure Cyclist magazine has varied over the last year between 40 and 64 pages. What is your ideal length for the magazine?**

| Choice             | Count | Percentage of Total Sample |
|--------------------|-------|----------------------------|
| 40 pages           | 28    | 4.4%                       |
| 48 pages           | 59    | 9.2%                       |
| 56 pages           | 77    | 12.1%                      |
| 64 pages           | 141   | 22.1%                      |
| more than 64 pages | 104   | 16.3%                      |
| less than 40 pages | 3     | 0.5%                       |
| No opinion         | 223   | 35.0%                      |

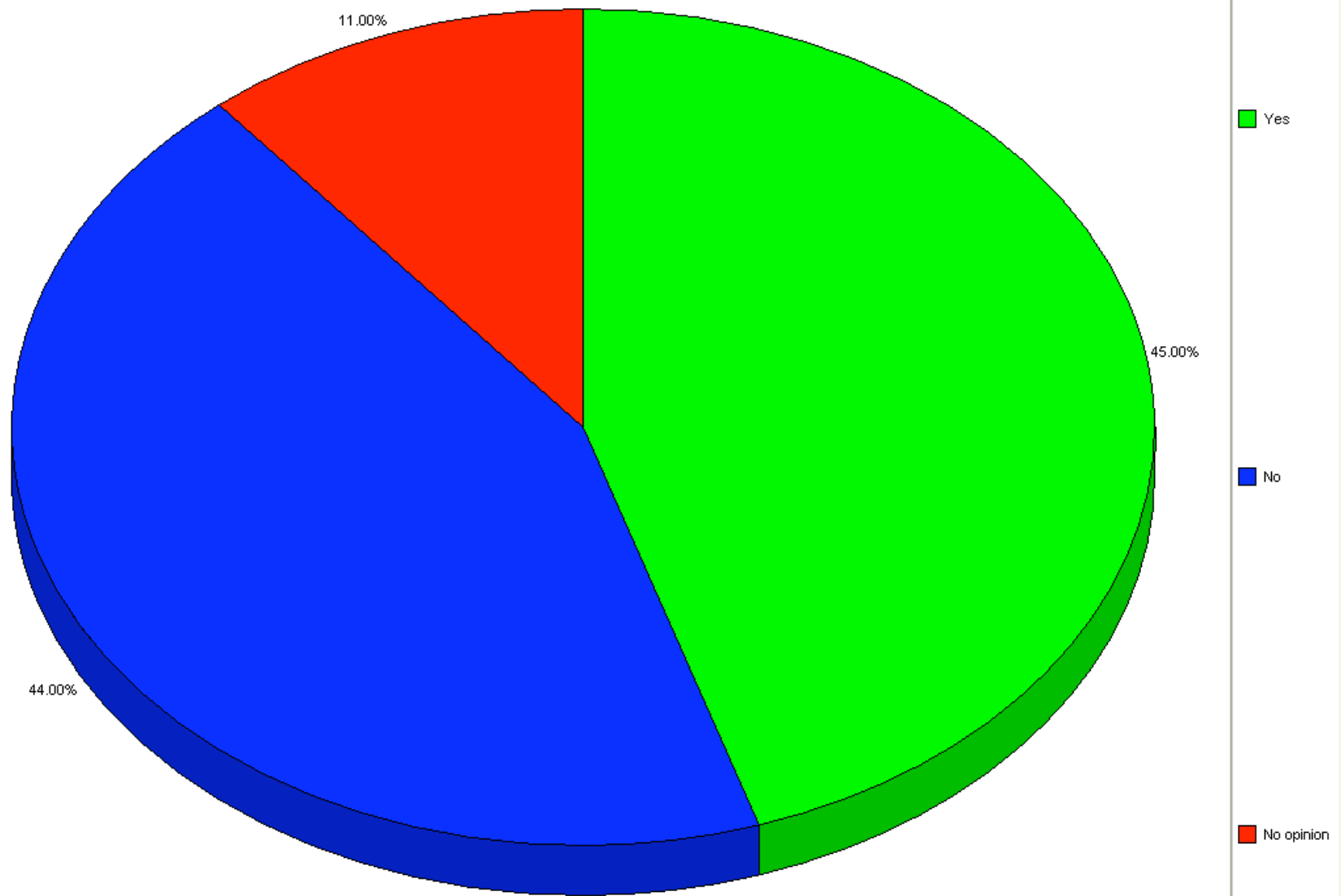
Would you be willing to pay a higher membership rate in order to support additional pages and content in Adventure Cyclist magazine?



**Q.6c Would you be willing to pay a higher membership rate in order to support additional pages and content in Adventure Cyclist magazine?**

| Choice     | Count | Percentage of Sample Answering | Percentage of Total Sample |
|------------|-------|--------------------------------|----------------------------|
| Yes        | 315   | 49.8%                          | 49.4%                      |
| No         | 211   | 33.4%                          | 33.1%                      |
| No opinion | 106   | 16.8%                          | 16.6%                      |

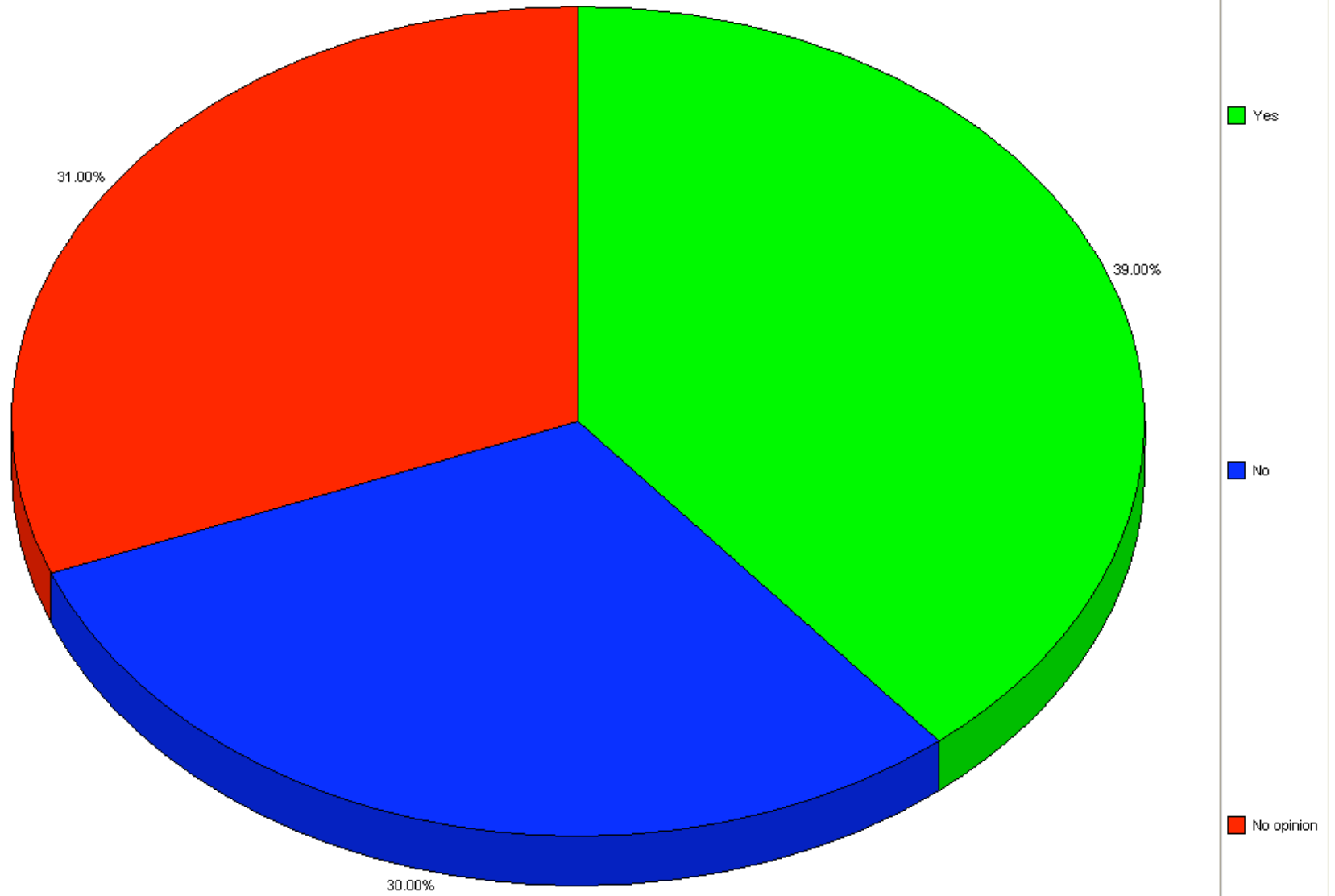
Would you be willing to pay a higher membership rate in order to support publishing 12 issues of Adventure Cyclist magazine each year (we currently print 9 issues per year)?



**Q.6d Would you be willing to pay a higher membership rate in order to support publishing 12 issues of Adventure Cyclist magazine each year (we currently print 9 issues per year)?**

| Choice     | Count | Percentage of Sample Answering | Percentage of Total Sample |
|------------|-------|--------------------------------|----------------------------|
| Yes        | 285   | 44.9%                          | 44.7%                      |
| No         | 278   | 43.8%                          | 43.6%                      |
| No opinion | 72    | 11.3%                          | 11.3%                      |

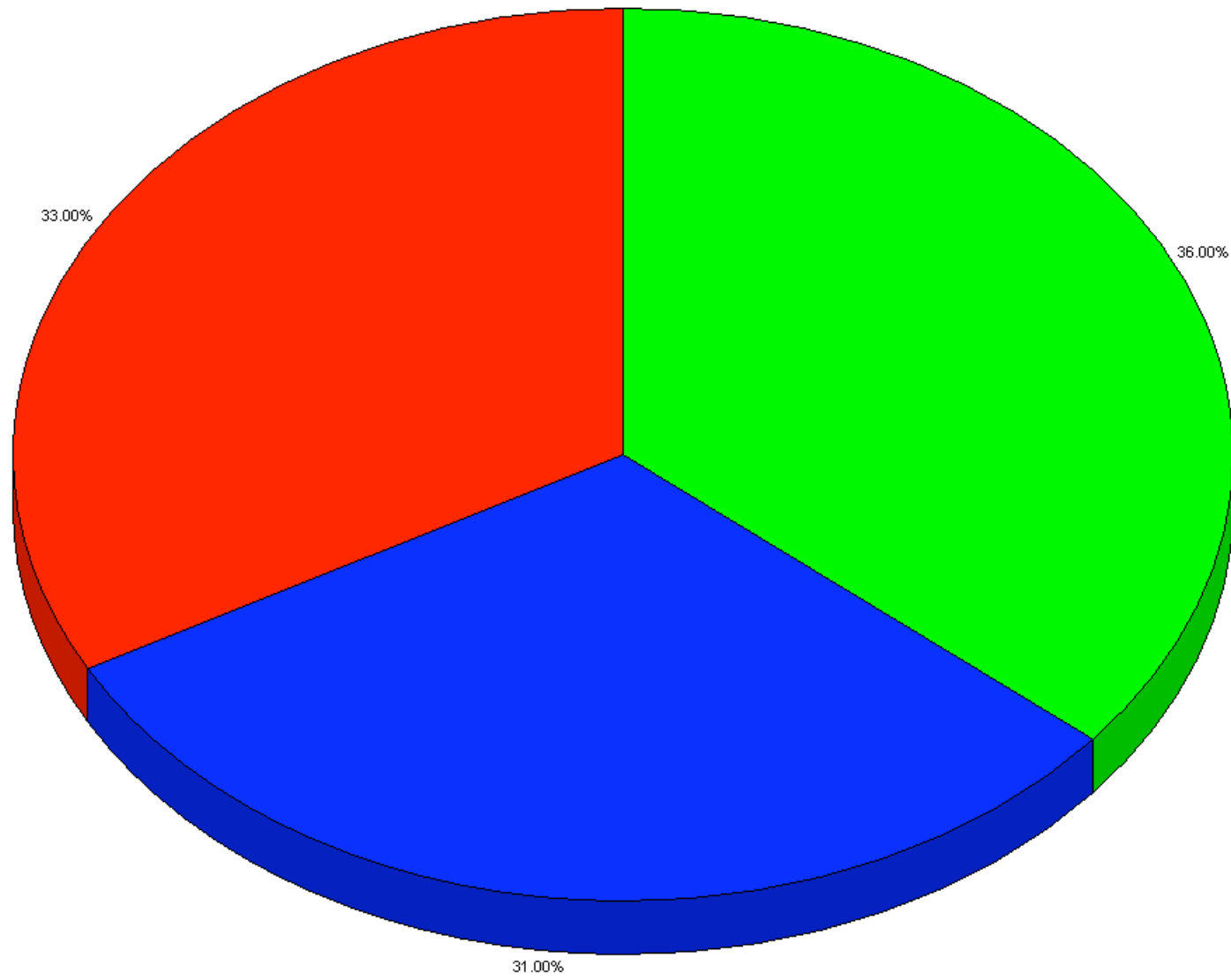
Would you like to see more extensive, web-only Adventure Cyclist magazine content on Adventure Cycling Association's website?



**Q.7a Would you like to see more extensive, web-only Adventure Cyclist magazine content on Adventure Cycling Association's website?**

| Choice     | Count | Percentage of Sample Answering | Percentage of Total Sample |
|------------|-------|--------------------------------|----------------------------|
| Yes        | 248   | 39.1%                          | 38.9%                      |
| No         | 188   | 29.7%                          | 29.5%                      |
| No opinion | 198   | 31.2%                          | 31.0%                      |

Would you like Adventure Cycling Association to offer a fully-functional electronic version of Adventure Cyclist magazine available online?



Yes

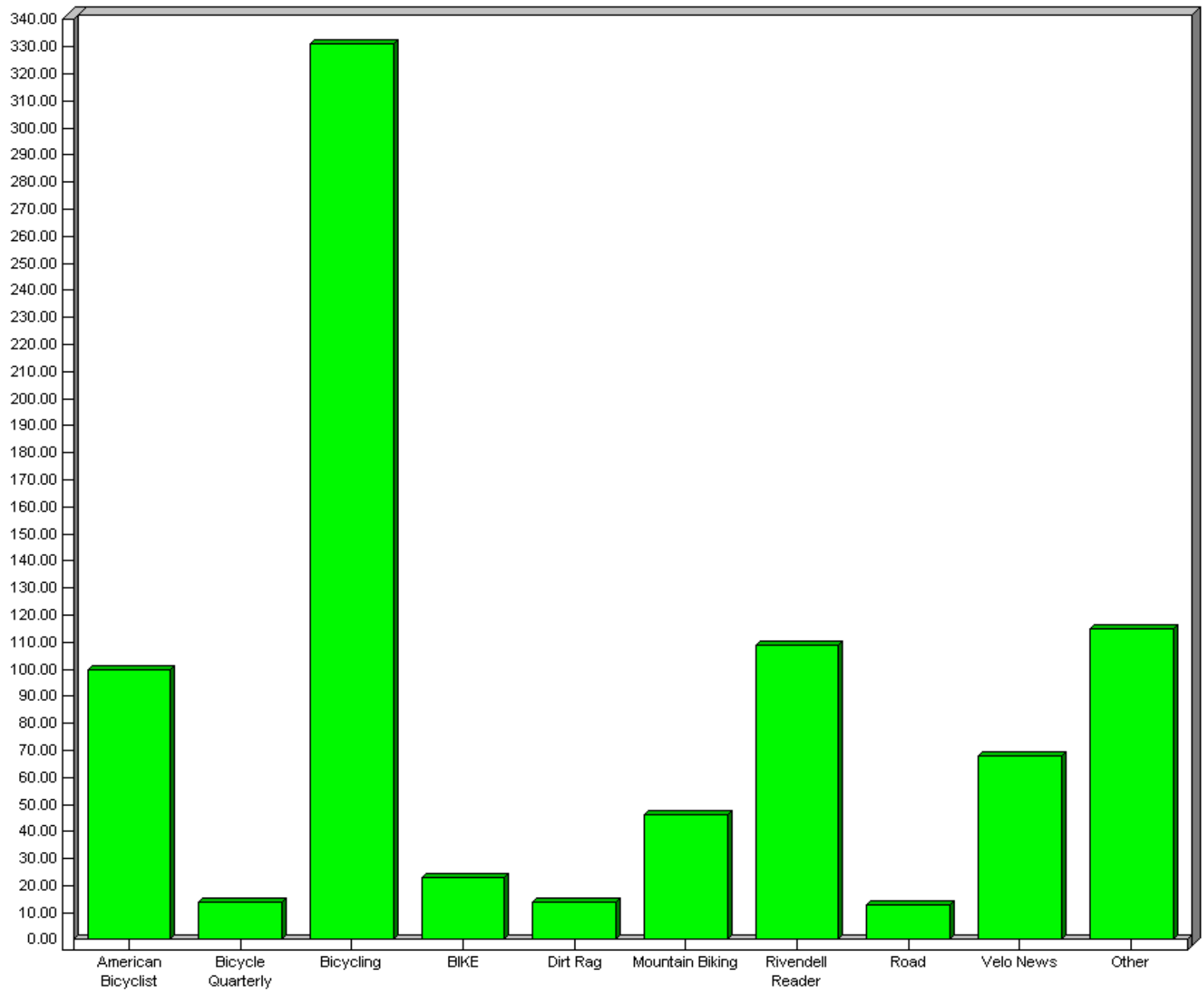
No

No opinion

**Q.7b Would you like Adventure Cycling Association to offer a fully-functional electronic version of Adventure Cyclist magazine available online?**

| Choice     | Count | Percentage of Sample Answering | Percentage of Total Sample |
|------------|-------|--------------------------------|----------------------------|
| Yes        | 226   | 35.6%                          | 35.4%                      |
| No         | 200   | 31.5%                          | 31.3%                      |
| No opinion | 209   | 32.9%                          | 32.8%                      |

What other cycling related magazines do you subscribe to/read?(check all that apply)



**Q.8 What other cycling related magazines do you subscribe to/read?(check all that apply)**

| Choice             | Count | Percent of Total<br>Sample |
|--------------------|-------|----------------------------|
| American Bicyclist | 100   | 15.7%                      |
| Bicycle Quarterly  | 14    | 2.2%                       |
| Bicycling          | 331   | 51.9%                      |
| BIKE               | 23    | 3.6%                       |
| Dirt Rag           | 14    | 2.2%                       |
| Mountain Biking    | 46    | 7.2%                       |
| Rivendell Reader   | 109   | 17.1%                      |
| Road               | 13    | 2.0%                       |
| Velo News          | 68    | 10.7%                      |
| Other              | 115   | 18.0%                      |

## Q.8 What other cycling related magazines do you subscribe to/read? - Other

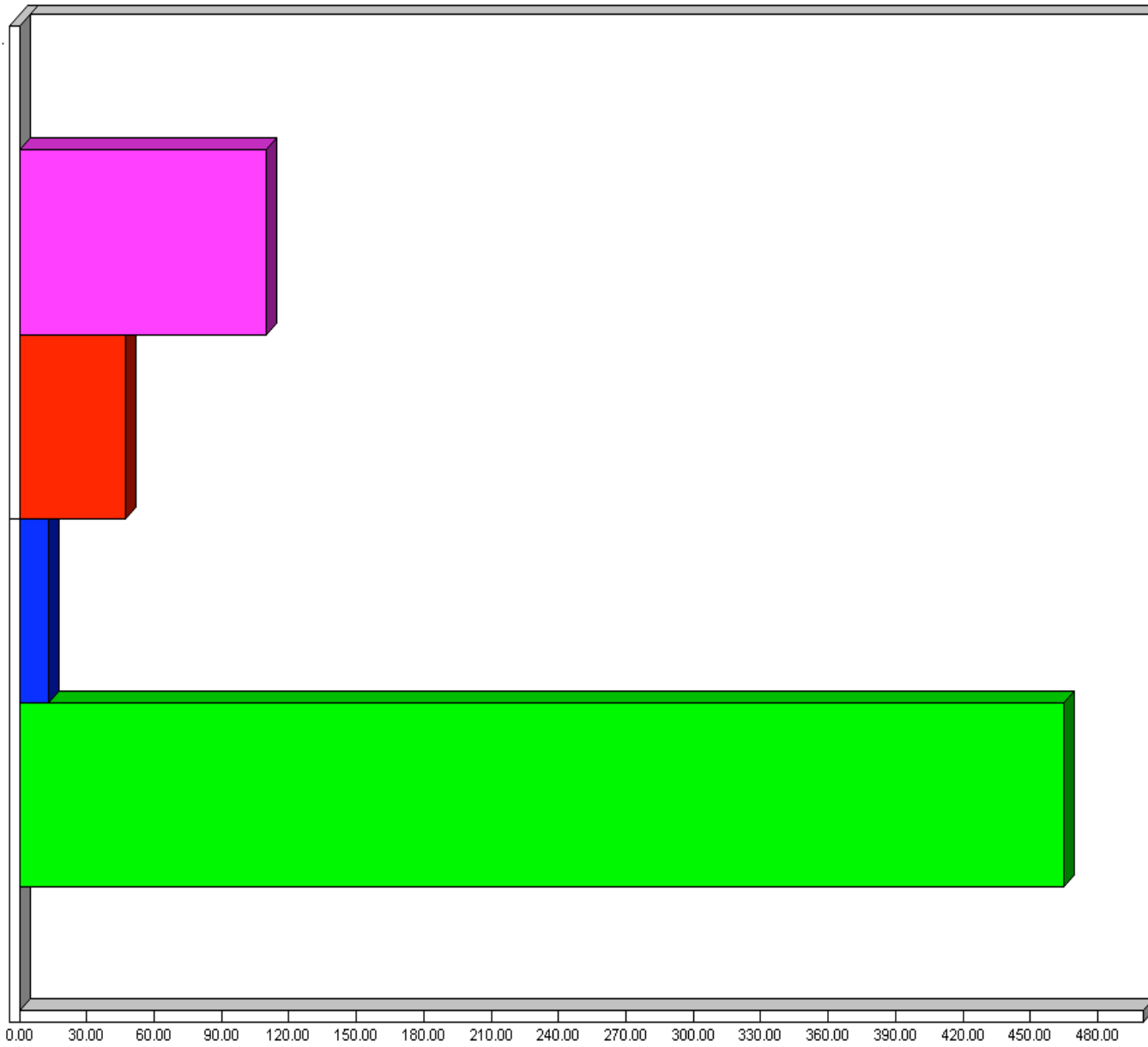
- Northwest Cycling
- Rails to Trails
- none
- Australian Cyclist
- cycling news
- None
- VeloMag (from Quebec)
- Australian Cyclist
- recumbent & tandem rider
- BikeMidwest (newsmagazine)
- Tandem and Recumbant
- RCN
- ERRC Magazine
- mountain bike action
- Cycling Sports
- Recumbent And Tandem Rider
- Rails and Trails
- none
- Cycling Plus-one of the best soruces for touring bikes, equipment, local rides in the UK (a great idea for the US); tours around the world. Check it out. It's worth the high price to get it.
- Bicycling via LAB membership
- Outside
- Rails tp Trails Conservancy
- rail to trails
- Bicycling and Mtn Biking, UK mags irregularly
- Road Bike Action
- Bike Culture
- rails to trails
- cycle sport
- Cycling Plus, Cycle Sport America
- CycleSport; Rails-to-Trails; Road Bike Action
- Rails to Trails
- rails to trails
- Rails to Trails
- VeloVision
- velo news online
- Ride On, Bicycling Australia, Mountain Biking Australia
- Cycle Sport America
- Triathlete
- german language magazines
- Spoaks
- German: TOUR, Radfahren, Bike
- Tour (German)
- A to B
- Road Rider (Ezine)
- Active.com
- Rails to Trails Conservancy
- None
- Rails-to-Trails
- Recumbent Cyclist News, ERRC Magazine
- Rails to Trails
- Rails To Trails magazine
- Washington Area Bicyclist Assn. (WABA)
- None
- velo vision (england)
- Cycle Sports
- British - Bicycling, the best
- proycling, cycle sport, cycling weekly
- Motorcycle - I read travel literature of all types
- Your my only guy
- Outside Magazine, Men's journal
- Cycle Plus
- Rails to trails
- Get Bicycling fr League of Am Cyclist. Would not buy it.
- Recumbent Cyclist News
- na
- Cycling Plus, Recumbent Cyclist News, A to B, Velovision
- Cycling Plus
- bike advocacy magazines
- Recumbent Cyclist News
- LAB, RTC newsletters
- none
- Recumbent & Tandem Rider
- Tandem & Recumbent
- Cycle (CTC publication), Pedal (Canada)

- None
- cyclingnews.com/63xc.com
- none
- none
- LAB Magazine
- Road Bike Rider (on-line e-mailed newsletter)
- Rails to Trails
- National Bike Association magazine in Norway, where I live
- No other publications
- none of th above
- Rails to Trails
- local newsletters
- Bicycling Australia
- Mass Bike (Coalition), Bike Culture
- Mountain Bike
- Road Bike Rider-on line
- roadbikeriders.com
- none
- Rails to Trails
- none
- none
- Rails to Trails
- trail runner
- ProCycling

- ERRC
- Recumbent
- rail to trail
- RTC (Rail to Trail Conservancy)
- tandem and recumbent magazine
- CTC magazine (UK), Cycling Plus (UK)
- BentRider Online
- Mtn Bkike Action
- RoadBikeRider
- None
- Adv Cyclist is best, tho!!
- UMCA Magazine
- RCN, Bentrider Online, Family & Tandem
- Rails to Trails
- Recumbent Cyclist News, Easy Riders Recumbent Club, Recumbent & Tandem Rider
- Cycling Plus
- no other regular
- Cyclist
- Oregon Cycling
- MBA, RBA
- None

What do you think about the amount of advertising content in Adventure Cyclist?

What do you think about the amount of...



It is just right

There is too much

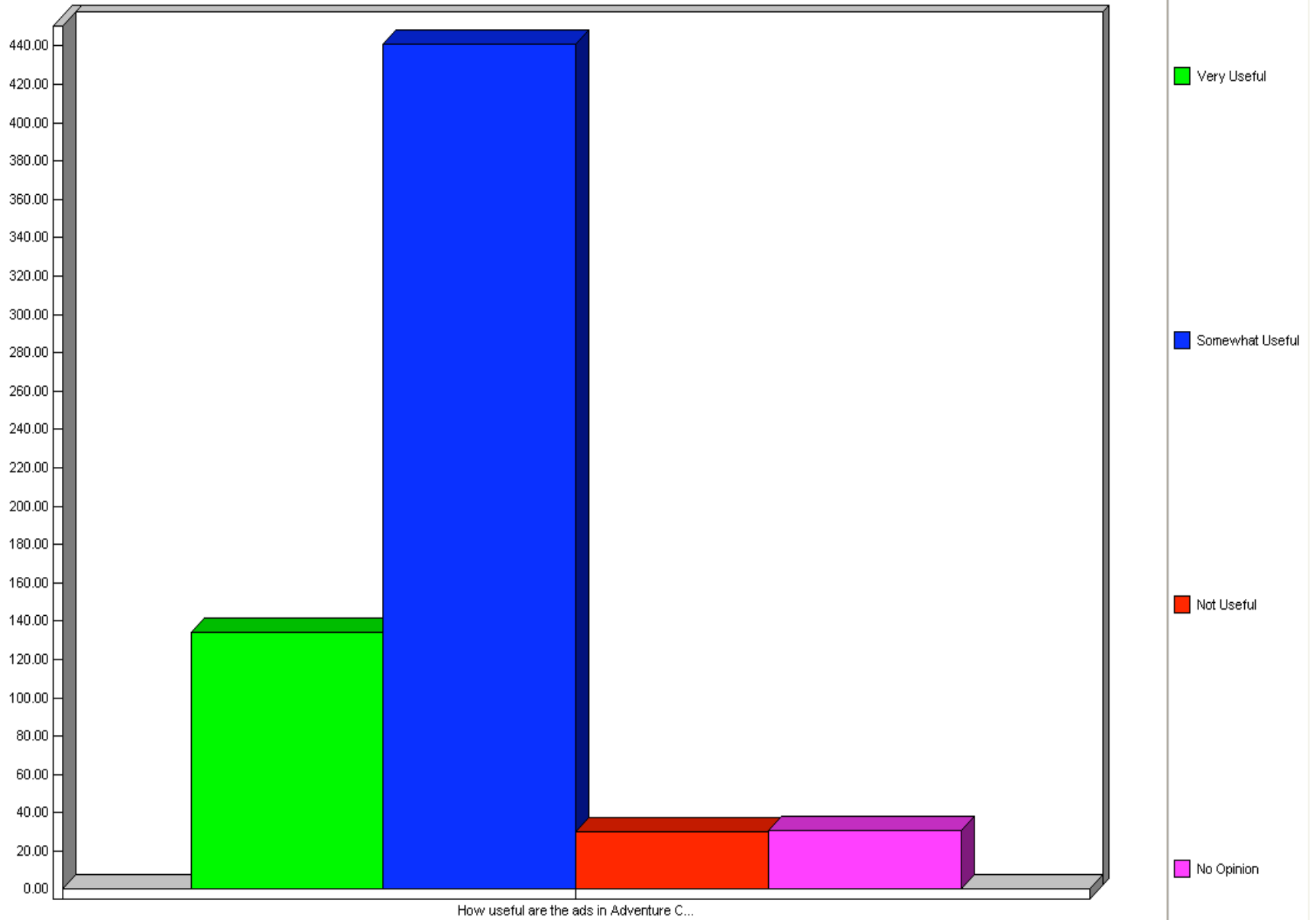
There is not enough

No opinion

**Q.Q9a** What do you think about the amount of advertising content in Adventure Cyclist?

| Topic   | It is just right | There is too much | There is not enough | No opinion | Not Answered |
|---|------------------|-------------------|---------------------|------------|--------------|
| What do you think about the amount of advertising content in Adventure Cyclist? | 465              | 13                | 47                  | 110        | 3            |

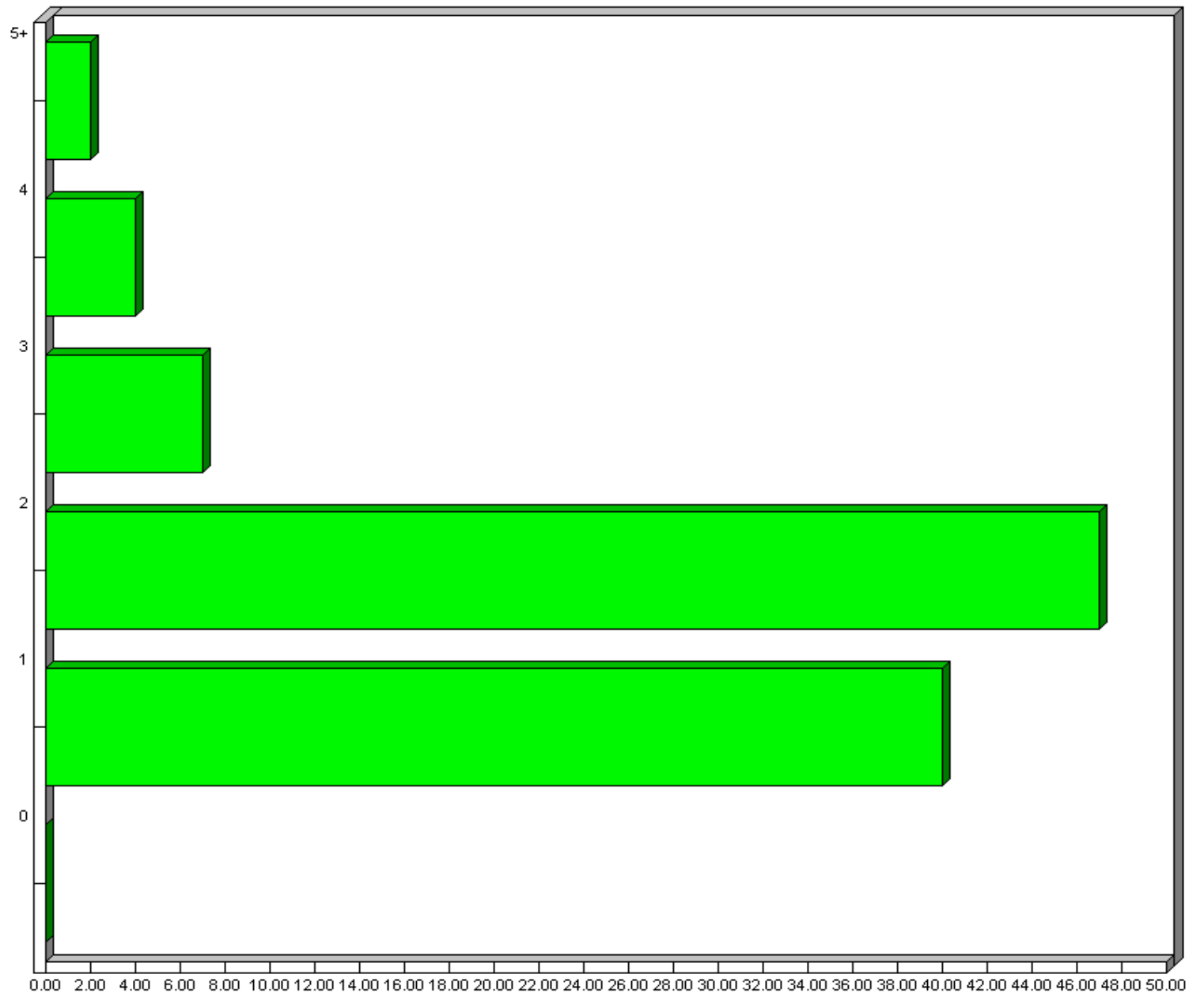
How useful are the ads in Adventure Cyclist?



**Q.Q9b** How useful are the ads in Adventure Cyclist?

| Topic  | Very Useful | Somewhat Useful | Not Useful | No Opinion | Not Answered |
|--|-------------|-----------------|------------|------------|--------------|
| How useful are the ads in Adventure Cyclist? | 134         | 441             | 30         | 31         | 2            |

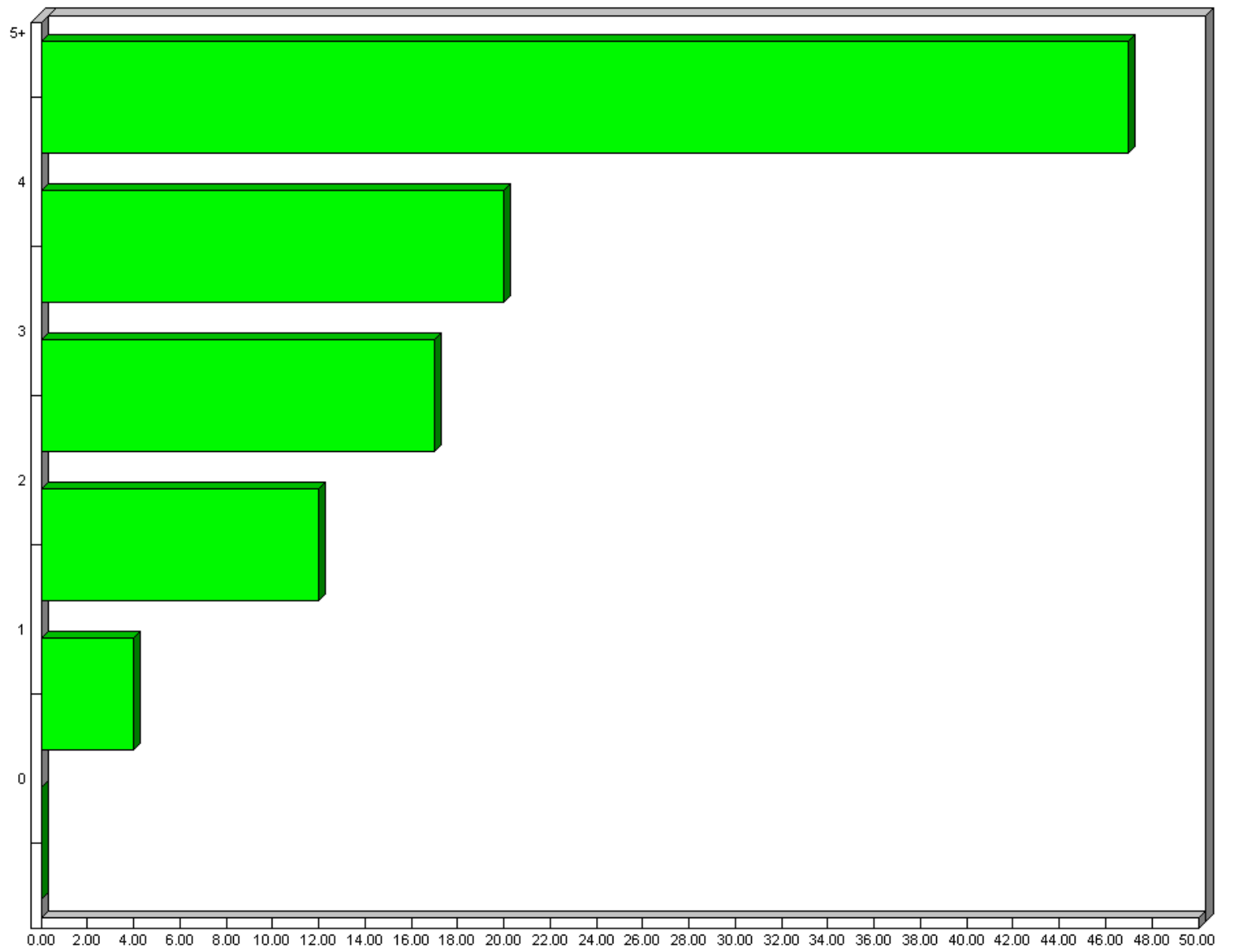
What is the total number of cyclists in your household?



**Q.10a What is the total number of cyclists in your household?**

| Choice | Count | Percentage of Sample Answering | Percentage of Total Sample |
|--------|-------|--------------------------------|----------------------------|
| 0      | 1     | 0.2%                           | 0.2%                       |
| 1      | 252   | 39.8%                          | 39.5%                      |
| 2      | 298   | 47.1%                          | 46.7%                      |
| 3      | 44    | 7.0%                           | 6.9%                       |
| 4      | 25    | 3.9%                           | 3.9%                       |
| 5+     | 13    | 2.1%                           | 2.0%                       |

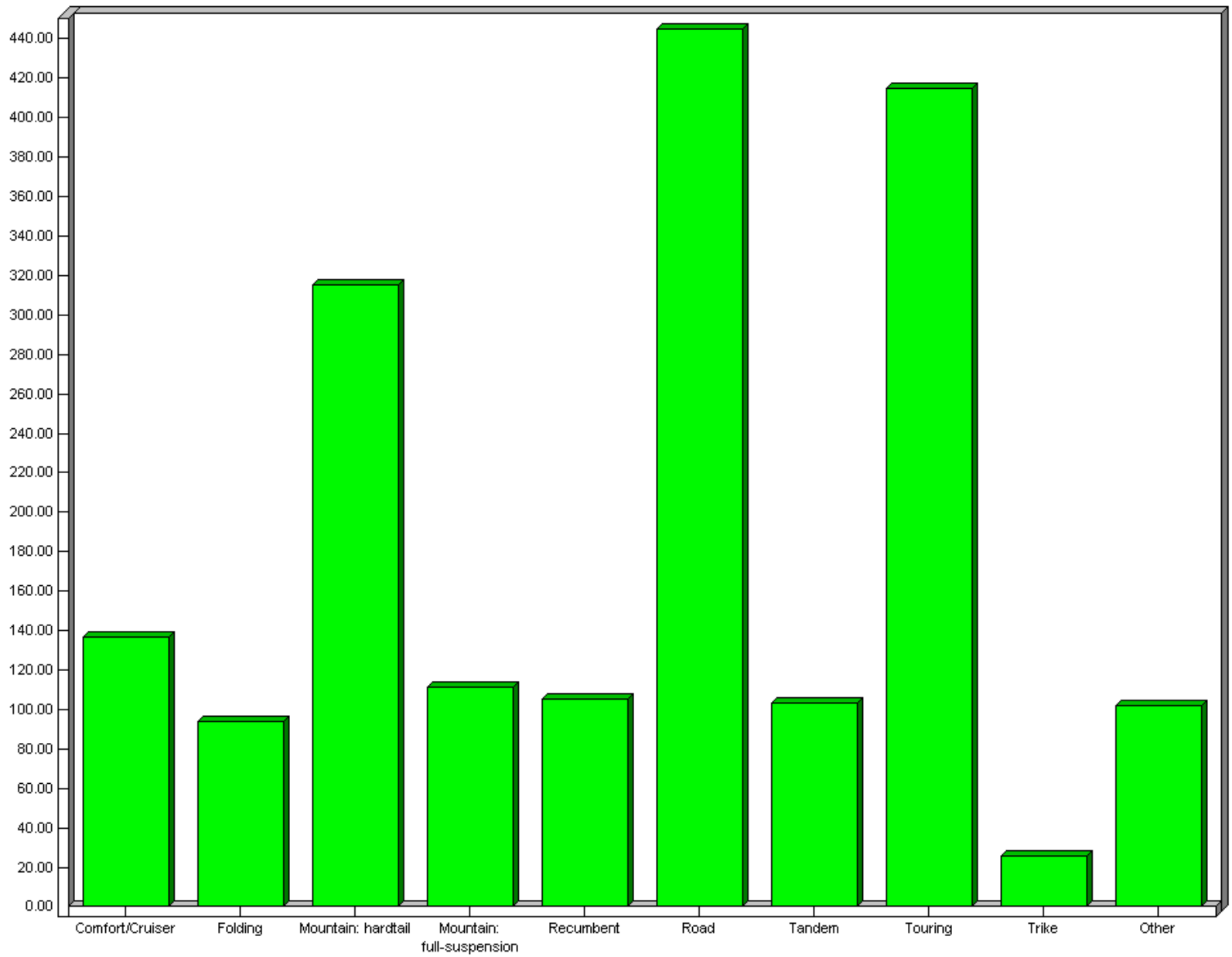
What is the total number of bikes in your household?



**Q.10b What is the total number of bikes in your household?**

| Choice | Count | Percentage of Sample Answering | Percentage of Total Sample |
|--------|-------|--------------------------------|----------------------------|
| 0      | 1     | 0.2%                           | 0.2%                       |
| 1      | 23    | 3.6%                           | 3.6%                       |
| 2      | 77    | 12.1%                          | 12.1%                      |
| 3      | 111   | 17.5%                          | 17.4%                      |
| 4      | 128   | 20.1%                          | 20.1%                      |
| 5+     | 296   | 46.5%                          | 46.4%                      |

What type of bike(s) do you own? (check all that apply)



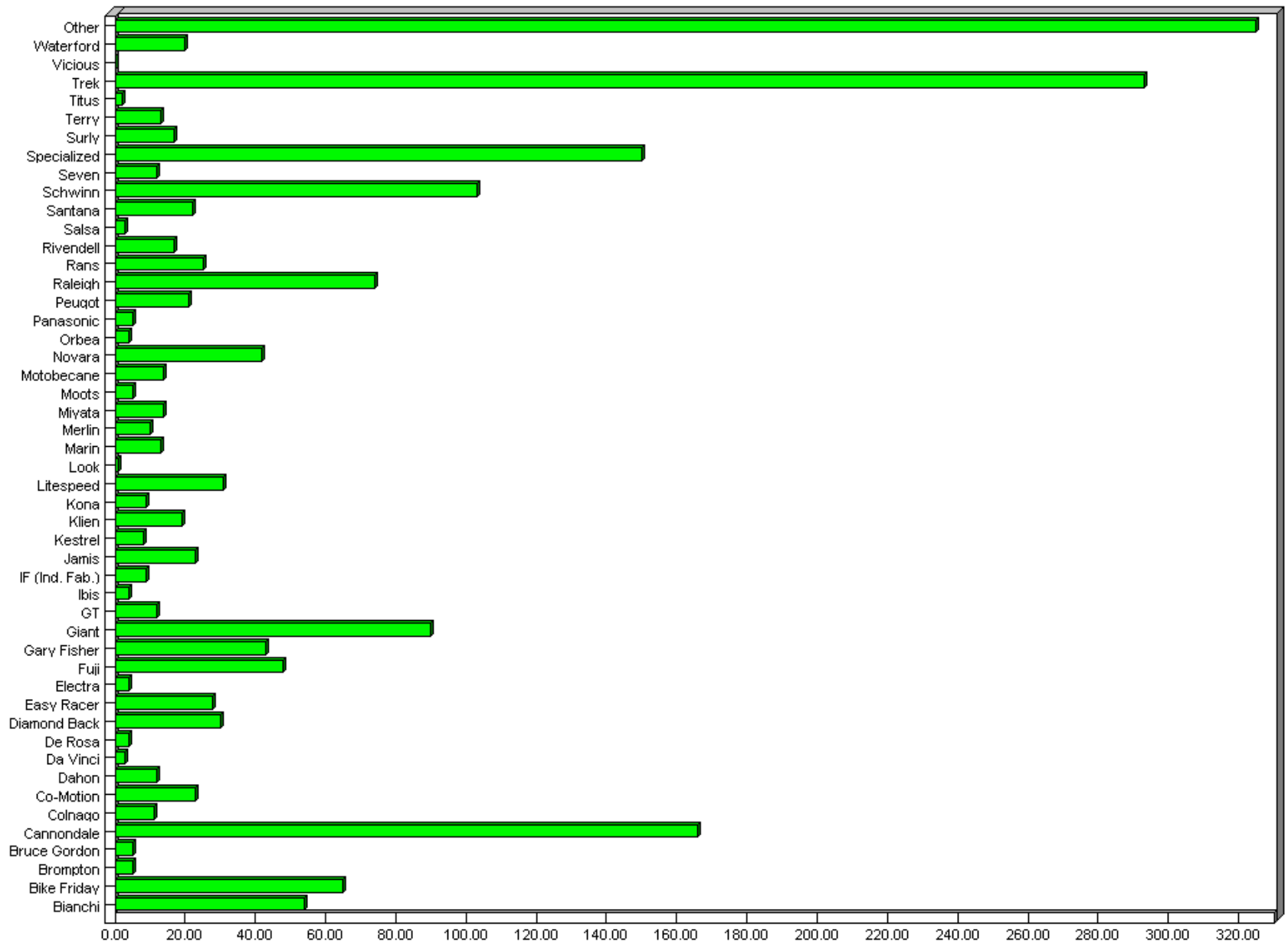
**Q.10c What type of bike(s) do you own? (check all that apply)**

| Choice                    | Count | Percent of Total<br>Sample |
|---------------------------|-------|----------------------------|
| Comfort/Cruiser           | 137   | 21.5%                      |
| Folding                   | 94    | 14.7%                      |
| Mountain: hardtail        | 315   | 49.4%                      |
| Mountain: full-suspension | 111   | 17.4%                      |
| Recumbent                 | 105   | 16.5%                      |
| Road                      | 445   | 69.7%                      |
| Tandem                    | 103   | 16.1%                      |
| Touring                   | 415   | 65.0%                      |
| Trike                     | 26    | 4.1%                       |
| Other                     | 102   | 16.0%                      |

### Q.10c What type of bike(s) do you own? - Other

- hybrid
- Hybrid Road
- semi-recumbent
- commuter
- Commuter (fenders, lights, racks, etc)
- Triple
- Road racing
- kid's tandem attachment
- Hybrid, Electric,
- Rans crankforward
- Hybrid
- Schwinn Mirada
- fixed wheel track
- commuting single speed
- Cross Over
- hybrid/touring
- commuter
- a fixer upper older road bike
- Trail-a-bike
- hybrid
- commuter
- time trial
- triathlon
- hybrid
- commuter
- Hybrid
- Track
- hybrid
- hybrid
- off road hybrid
- velomobile
- S&S coupled road
- Hybrid City Bike
- Hybrid
- handcycle
- Fixed Gear Commuter
- old Citybike
- commuting
- trail behind
- city (commuter)
- bmx for grandkids
- 1954 English racer
- single speed
- Single Speed Cross
- None
- Hybrid
- hybrid
- Beater
- hybrid
- Cyclocross
- hybrid
- Cross
- Commuter
- cyclocross
- track and fixed gear
- Cyclocross
- fixed gear
- cyclocross
- 25 year-old Trek 500 for commuting
- cross bike, trailer,tagalong
- fixed gear
- Krates, vintage
- Junker(s)
- Break-apart touring bike
- hybrid
- Moulton MK3
- fixed gear
- Hybrid
- racing
- Commuter
- Commuter
- hybrid
- cyclocross, vintage English touring
- cross bike
- Track, TT
- Crank Forward
- Hybrid
- Hybrid
- hybrid
- Spinner
- BSA 3 speed late 1940's touring bike!
- Cross bike
- single speed mnt bike
- Pterosail (4)
- hybrid
- BMX
- commuter
- track
- hybrid
- The tandem and touring bikes are recumbents
- schwin stingray
- hybrid/cross bike
- cross/touring
- fixed gear / track
- single speed urban commuter
- commuting
- kids bikes

What brand of bike(s) do you own? (check all that apply)



**Q.10d What brand of bike(s) do you own? (check all that apply)**

| Choice         | Count | % of Total Sample |
|----------------|-------|-------------------|
| Bianchi        | 54    | 8.5%              |
| Bike Friday    | 65    | 10.2%             |
| Brompton       | 5     | 0.8%              |
| Bruce Gordon   | 5     | 0.8%              |
| Cannondale     | 166   | 26.0%             |
| Colnago        | 11    | 1.7%              |
| Co-Motion      | 23    | 3.6%              |
| Dahon          | 12    | 1.9%              |
| Da Vinci       | 3     | 0.5%              |
| De Rosa        | 4     | 0.6%              |
| Diamond Back   | 30    | 4.7%              |
| Easy Racer     | 28    | 4.4%              |
| Electra        | 4     | 0.6%              |
| Fuji           | 48    | 7.5%              |
| Gary Fisher    | 43    | 6.7%              |
| Giant          | 90    | 14.1%             |
| GT             | 12    | 1.9%              |
| Ibis           | 4     | 0.6%              |
| IF (Ind. Fab.) | 9     | 1.4%              |
| Jamis          | 23    | 3.6%              |
| Kestrel        | 8     | 1.3%              |
| Klien          | 19    | 3.0%              |
| Kona           | 9     | 1.4%              |
| Litespeed      | 31    | 4.9%              |
| Look           | 1     | 0.2%              |
| Marin          | 13    | 2.0%              |
| Merlin         | 10    | 1.6%              |
| Miyata         | 14    | 2.2%              |
| Moots          | 5     | 0.8%              |
| Motobecane     | 14    | 2.2%              |
| Novara         | 42    | 6.6%              |
| Orbea          | 4     | 0.6%              |
| Panasonic      | 5     | 0.8%              |
| Peugot         | 21    | 3.3%              |
| Raleigh        | 74    | 11.6%             |
| Rans           | 25    | 3.9%              |

|             |     |       |
|-------------|-----|-------|
| Rivendell   | 17  | 2.7%  |
| Salsa       | 3   | 0.5%  |
| Santana     | 22  | 3.4%  |
| Schwinn     | 103 | 16.1% |
| Seven       | 12  | 1.9%  |
| Specialized | 150 | 23.5% |
| Surly       | 17  | 2.7%  |
| Terry       | 13  | 2.0%  |
| Titus       | 2   | 0.3%  |
| Trek        | 293 | 45.9% |
| Vicious     | 0   | 0.0%  |
| Waterford   | 20  | 3.1%  |
| Other       | 325 | 50.9% |

#### Q.10d What brand of bike(s) do you own? - Other

- Univega
- Greenspeed
- Panasonic
- torelli
- Klein, Bacchetta
- Bacchetta, Burley Vagabond
- Bob Jackson
- Vision
- Vision
- Vittorio, Van Dessel
- Koga-Miyata
- robert beckman - sakit
- Unavega, Santana, Vision
- Norco & Avanti
- Burly
- Mondonico
- vision; univega
- Koga, Richard Sachs
- Nashbar
- I am not sure what brand my folder is but I don't know if it is in this list.
- Marinoni
- Gemini
- Linear
- FELT
- Moseman and Bilenky Tandems
- Greenspeed
- Sun
- Bridgestone
- Lotus
- serotta
- Catrike
- Koga-Miyata
- evans tourer, falcon fixed, trice explorer
- lemond
- Rodriguez
- Santa Cruz, Scott
- Cramerotti and Mikado
- wilier
- Bridgestone
- BikeE
- Volae
- K2
- Burley, Bacchetta, BikeE
- Viscount, and Centurian
- Lemond; an old Astro Daimler.
- torelli
- Falcon
- Performance House Brand
- K2
- Lemond
- Vitus, Daccordi
- Ellsworth
- volae, burley recumbents
- appel, cervelo
- eddie merckx; custom made
- Calfee
- Habenaro
- Grove Innovations offroad tandem
- nishiki, Viscount
- Bike E & Wiz Wheelz
- Mikado (Quebec made, since bought out by Rocky Mountain Bicycles)
- Burley
- McReynolds (custom)
- Tirreno Razza (Performance Bike)
- Calfee
- Steve Rex

- Breezer and an Assenmacher
  - Simonetti (custom cro moly frame)
  - Gunnar
  - Burley Samba
  - (old)Zebrakenko, (ancient) Royce Union
  - lemond
  - Iron Horse
  - Downtube, Airborne
  - park pre
  - vision
  - 2 specialized
  - J.P.Weigle, Redline, Infinity
  - Batavus
  - bmc
  - Hampsten
  - Avanti, Malvern Star, Raceline, Haro,
- TBE
- caloi, action bent
  - norco
  - Holland Custom Titanium
  - top end
  - Custom
  - Guylaine, Canyon, CiclyB
  - Red Bull, Utopia, Pinarello, Canyon
  - Bridgestone
  - BARBER,INFINITY,MONDIA,
  - Murray
  - K-2, Mongoose
  - mongoose
  - Santa Cruz
  - HPVelotecnik
  - cervelo
  - serota
  - Supercycle, NORCO
  - seratta
  - Tommaso and Scott
  - Lamond
  - Sears, Mongoose

- Dunelt, Univega, Bike E
  - Melton
  - haro
  - Seven Cycles
  - zebrakenko
  - Burley
  - Gitane, Hercules, Bridgestone
  - None
  - Lemond: Big Sky
  - Burley
  - Lemond
  - Serotta
  - Burley Pine Grove
  - Iron Mountain; LeMond
  - airborne
  - Bridgestone
  - Serotta
  - Performance
  - K-2
  - Lamond
  - Lemond
  - Serotta
  - Huffy
  - Airnimal,Peterbuilt,Reynolds,Norco
  - Bachetta
  - wiz wheelz, ICE (england)
  - Airborne
  - serotta
  - Vitus
  - Habanero, Steve Potts, Allegro,
- A.D.Stump
- Rodriguez, Merckx, Gitane, Pennine
  - Lemond
  - Serotta (two)
  - Santa Cruz
  - Norco
  - Cervelo
  - 'X' (cross frame built up as a road bike)

- 2 Visions
- Bredgestone
- Rocky Mountasin
- Ritchey
- Davidson, Rodreguez (Seattle made custom bikes)
- vision
- gitane, columbine, santa cruz
- Lightning
- organic engines
- KHS
- Fat City Cycles, K2,Fuso,
- Lotus & Stanton
- K2
- Mercier
- Softride
- Custom: Tamarack
- Sun EZ 3
- serranto
- Scott & Santa Cruz
- Greenspeed
- Benetto
- Orange
- Nishiki, Mongose
- Bacchetta, Greenspeed
- Infinity (LWB recumbent)
- Rodriguez - Stellar
- Felt
- Bridgestone 700
- Ventana, Santa Cruz
- Volae
- Niskniki
- Hollands custom road frame
- Mercian, Zebrakenko
- Santos
- many and varied/collector
- Braxton
- Roadmaster Mountain Bike
- Seratta

- Bike E, Moulton
- burley, greenspeed
- FELT
- Pro Flex
- serotta
- lemond
- ? can't remember :)
- Lemond
- biria
- RANS, Stik Boy
- Lamond
- Cignal
- Serrota, Rock Lobster, Strong
- Bontrager & Lemond
- Guru Maestro
- K2 frame (modified) - own build
- Moulton; Croll
- Mongoose
- airborne zeppelin
- Haluzak, Longbike, Lemle, Roulant
- KHS
- EZ
- Catrike; Mikado (Canadian)
- univega
- clark kent
- bridgestones(2)
- Lemond
- sampson
- Giant
- univega; claud butler tandem
- Gunnar
- REI
- breezer
- Felt
- Bridgestone, Aandeviel
- nishiki,
- DeSalvo
- Iron Horse
- Bacchetta

- Breezer
- Montague
- lamont. and unvago
- Bontrager
- HP Velotechnik
- Burley, Uni-Vega
- Fetish frames
- Thorn Touring; Scott
- Longbikes
- Marconi
- Bontrager
- K2
- Zinn
- bmw
- Titanflex
- 2 visions
- Bridgestone
- Thorn, Bob Jackson
- Burley
- Marinoni-2
- Vision
- Shimaro
- 1977 Motobecane (France) Grand Jubilee
- bacchetta
- Centurion
- Burly Tandem, Lemond Spinner
- Ritchey
- Olympia recumbent
- Guerciotti
- rodriguez
- Breezer
- Steeleman
- BSA
- Norco
- proteus
- bacchetta
- Focus, Felt
- Romic

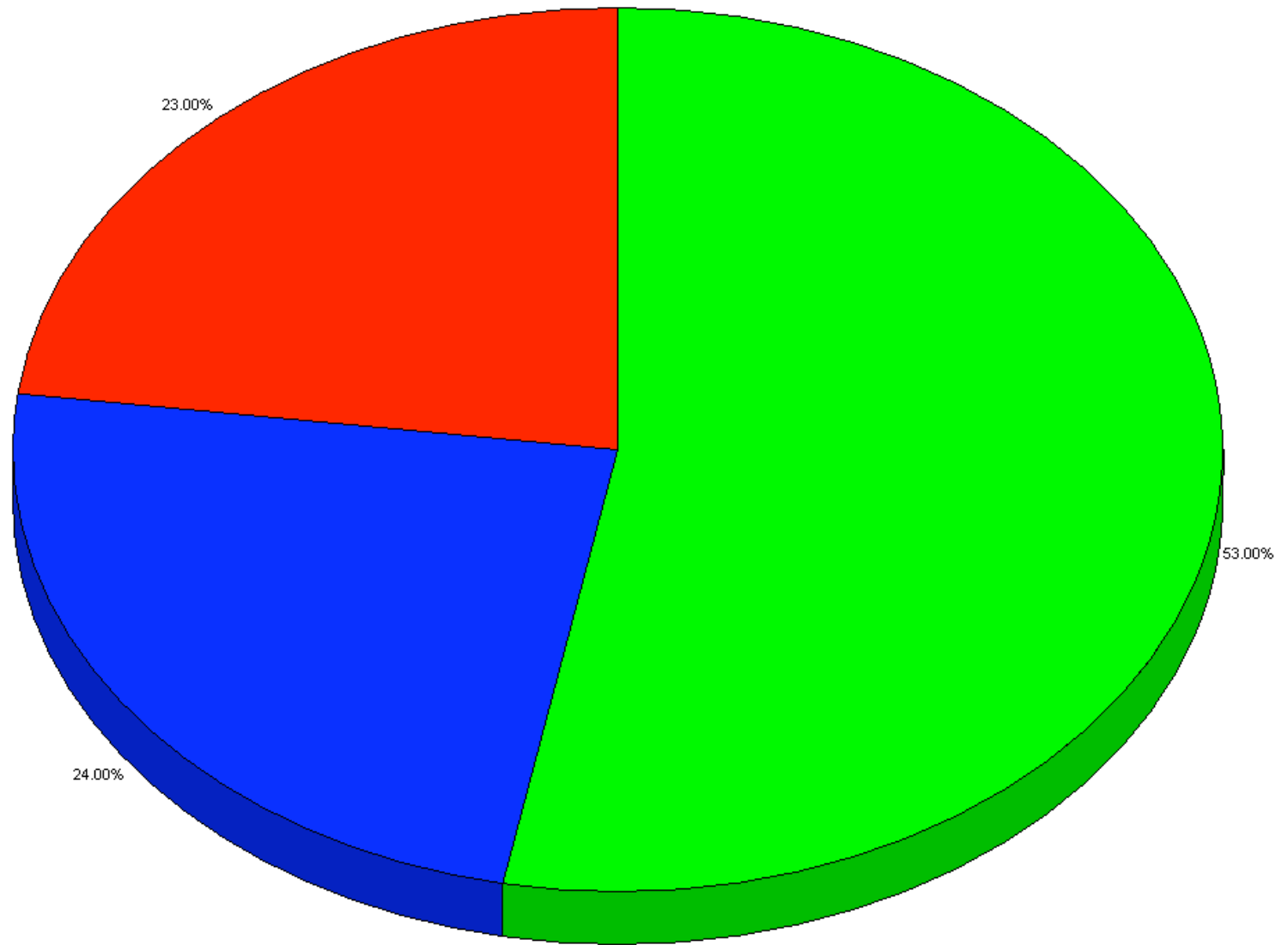
- one battered flying pigeon chinese bike
- Nishiki
- Tommasini
- Velocity
- mercier
- santa cruz
- Bike E
- Klsh
- Mercian
- univega
- Jeffery Bock
- Pterosail
- tommaso
- Bacchetta, WhizWheelz
- Bike E
- Stevenson, Bushnell, Jack Taylor, Meile, Counterpoint
- Sekine
- Ageis
- Lightning, Rodriguez, Moulton
- Univega
- Kick Bike
- Bridgestone
- Bacchetta; Sekai
- Burley
- Bridgestone
- Koga Miyata
- LeMond
- Argos (UK)
- Vision
- Homebuilt
- custom made & olmo
- Haro
- Felt
- Richard Sachs
- Yeti
- Rodriguez
- Cervelo

- BMC, Time, Mongoose
- Star, Nashiki
- Burley, Haro, Hollands,  
D'Capputo, Longbikes
- Lotus
- Vision, Mongoose
- Bridgestone
- Santana; Ritchey; LeMond;  
Tommasini
- Sekai

- Univega
- TiCycles
- Serotta
- Nashbar, Ritchie
- Bridgestone, Royal
- Trail Gator Tow Bar
- Serotta, Bushnell
- Windsor
- Rocky Mountain, Serrota
- Norco

- Nishiki, Mariposa, Fat Chance
- Soma, Breezer, Vision
- Lemond
- MANTIS(A BUNCH) WILLITS, BOB  
JACKSON, 1892 LACLEDE,
- fila, burley
- Polschlapek
- BMX - Serrota

Do you plan to ride in a cycling event/cross-state ride in the next 12 months?



Yes

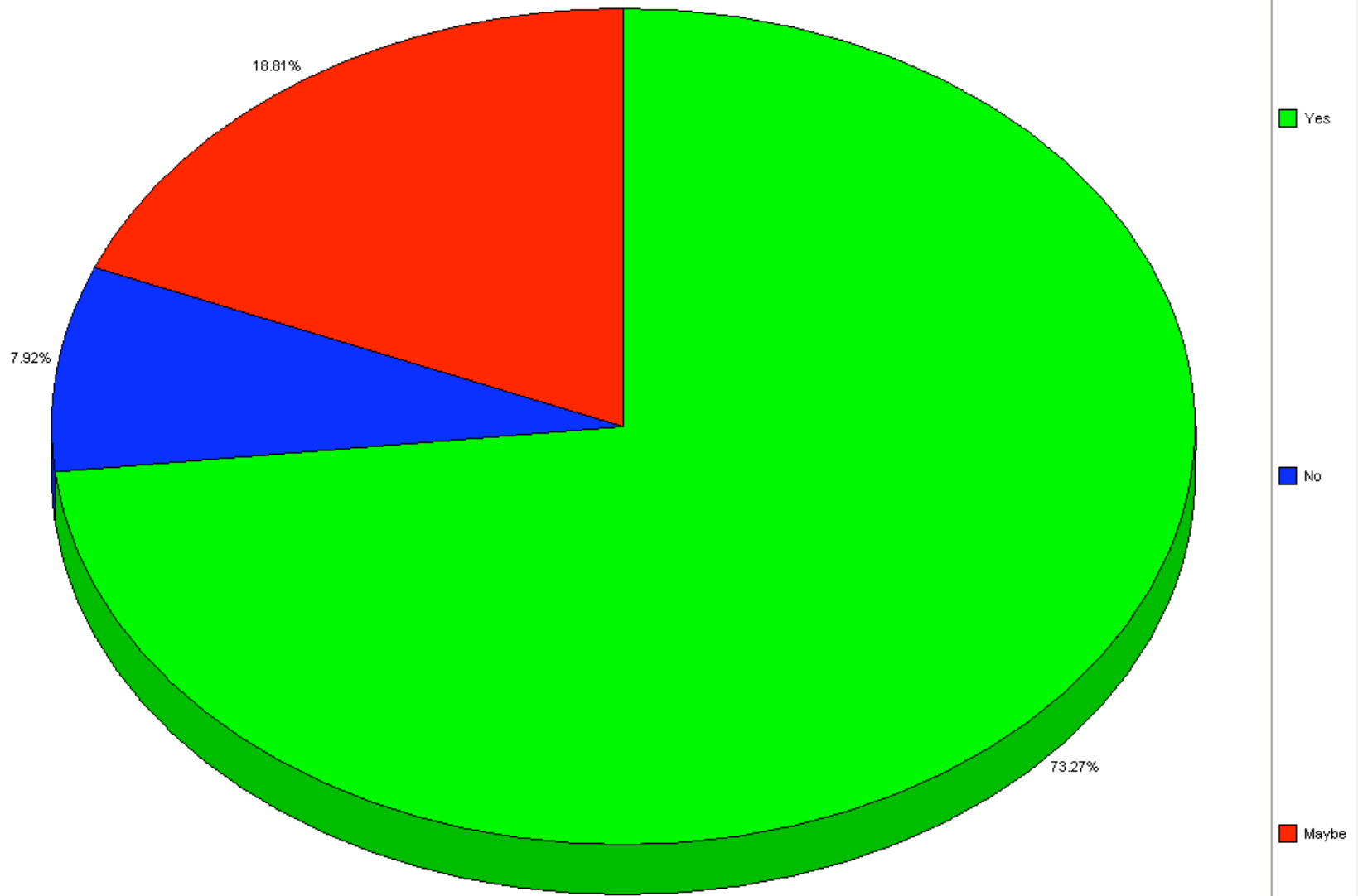
No

Maybe

**Q.11a Do you plan to ride in a cycling event/cross-state ride in the next 12 months?**

| Choice | Count | Percentage of<br>Sample<br>Answering | Percentage of<br>Total Sample |
|--------|-------|--------------------------------------|-------------------------------|
| Yes    | 339   | 53.2%                                | 53.1%                         |
| No     | 152   | 23.9%                                | 23.8%                         |
| Maybe  | 146   | 22.9%                                | 22.9%                         |

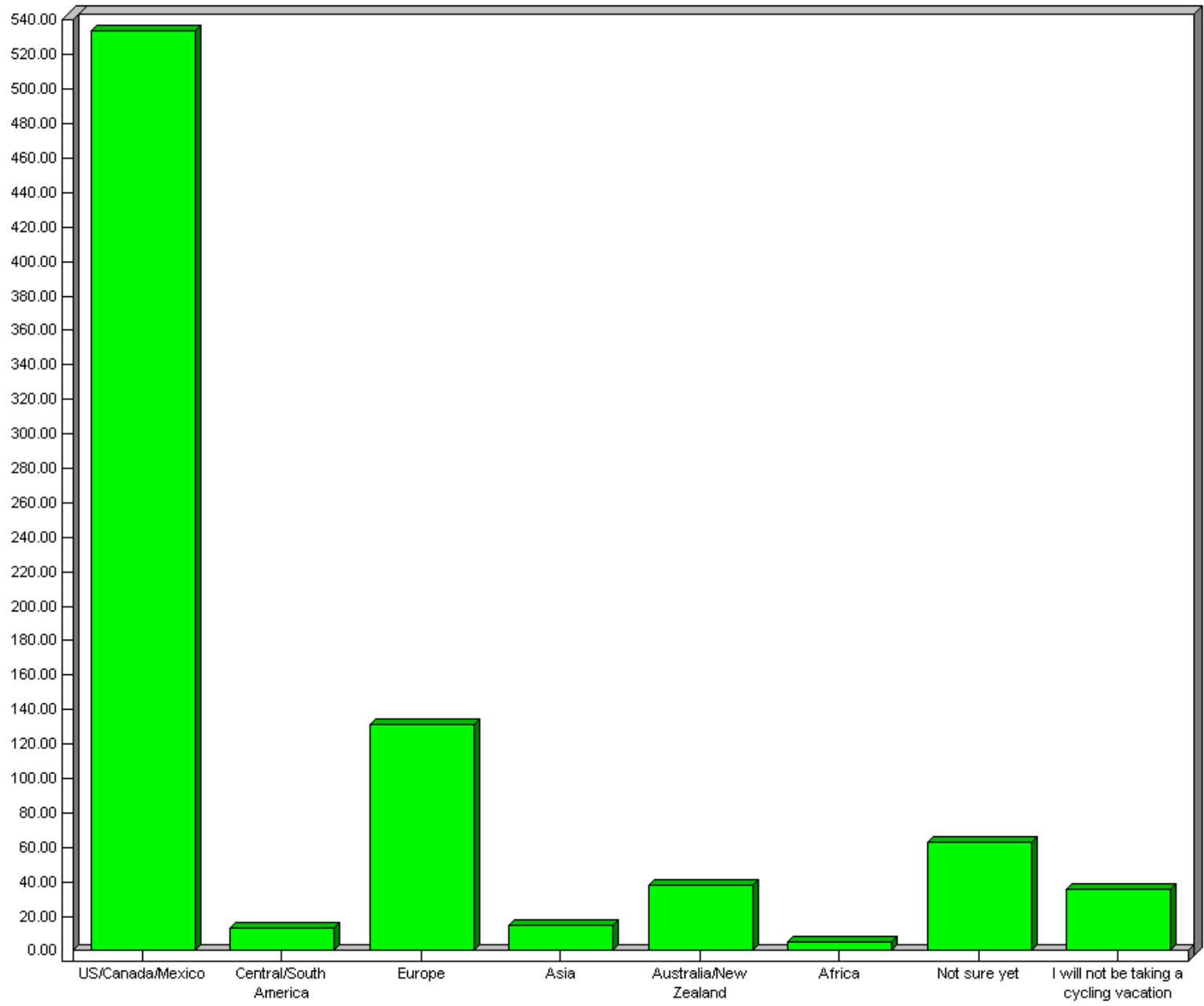
Do you plan to take a cycling vacation in the next 12 months?



**Q.11b Do you plan to take a cycling vacation in the next 12 months?**

| Choice | Count | Percentage of<br>Sample<br>Answering | Percentage of<br>Total Sample |
|--------|-------|--------------------------------------|-------------------------------|
| Yes    | 467   | 73.7%                                | 73.2%                         |
| No     | 48    | 7.6%                                 | 7.5%                          |
| Maybe  | 119   | 18.8%                                | 18.7%                         |

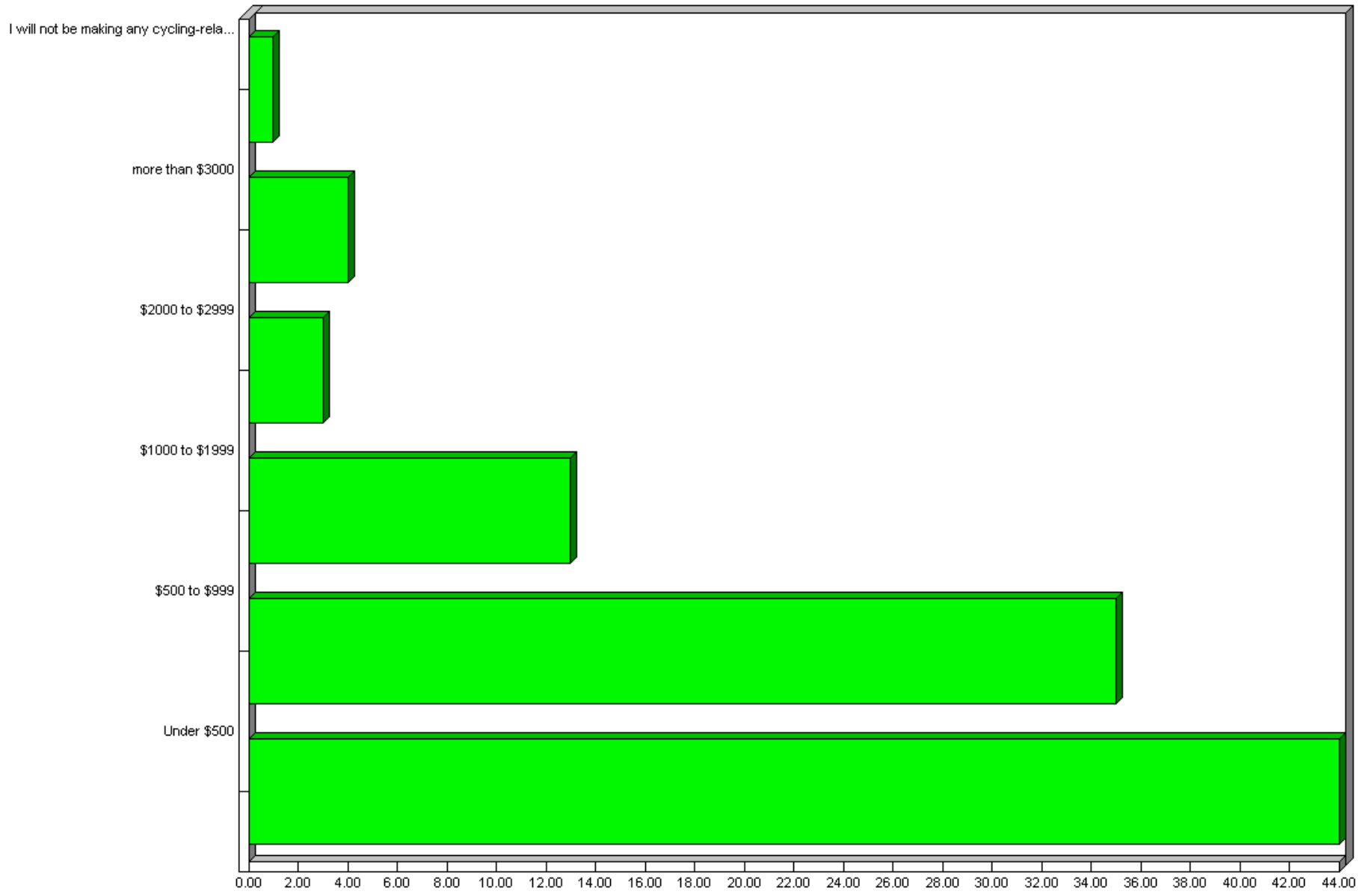
What region(s) of the world do you plan to visit on a cycling vacation in the next 12 months? (check all that apply)



**Q.11c What region(s) of the world do you plan to visit on a cycling vacation in the next 12 months? (check all that apply)**

| Choice                                  | Count | % of Total Sample |
|---|-------|-------------------|
| US/Canada/Mexico                        | 534   | 83.7%             |
| Central/South America                   | 13    | 2.0%              |
| Europe                                  | 131   | 20.5%             |
| Asia                                    | 15    | 2.4%              |
| Australia/New Zealand                   | 38    | 6.0%              |
| Africa                                  | 5     | 0.8%              |
| Not sure yet                            | 63    | 9.9%              |
| I will not be taking a cycling vacation | 36    | 5.6%              |

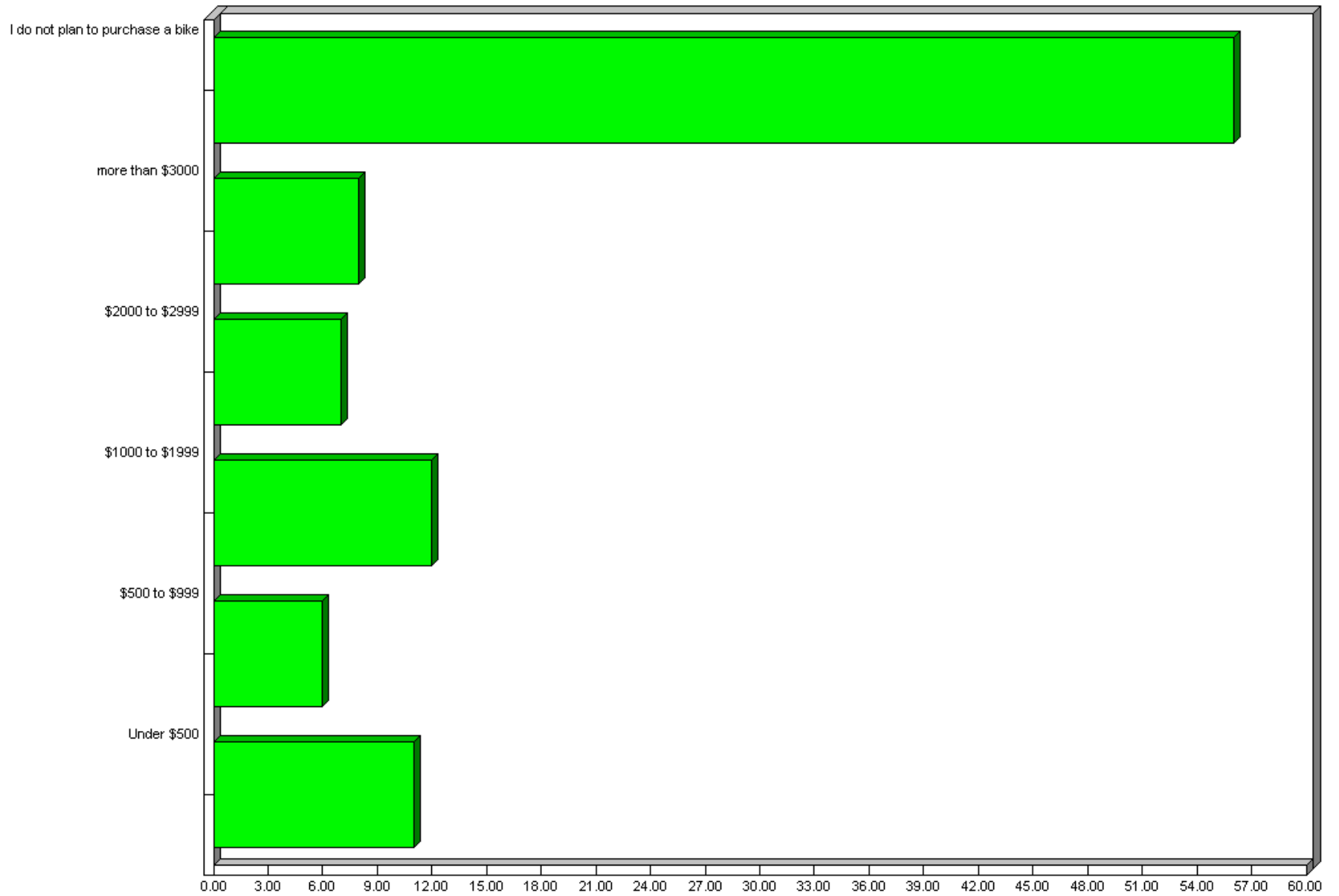
How much will you spend on cycling-related purchases in the next 12 months (excluding a bike purchase)?



**Q.12a How much will you spend on cycling-related purchases in the next 12 months (excluding a bike purchase)?**

| Choice   | Count | % of Sample Answering | % of Total Sample |
|--|-------|-----------------------|-------------------|
| Under \$500  | 279   | 44.1%                 | 43.7%             |
| \$500 to \$999                                     | 219   | 34.6%                 | 34.3%             |
| \$1000 to \$1999                                   | 81    | 12.8%                 | 12.7%             |
| \$2000 to \$2999                                   | 18    | 2.8%                  | 2.8%              |
| more than \$3000                                   | 28    | 4.4%                  | 4.4%              |
| I will not be making any cycling-related purchases | 8     | 1.3%                  | 1.3%              |

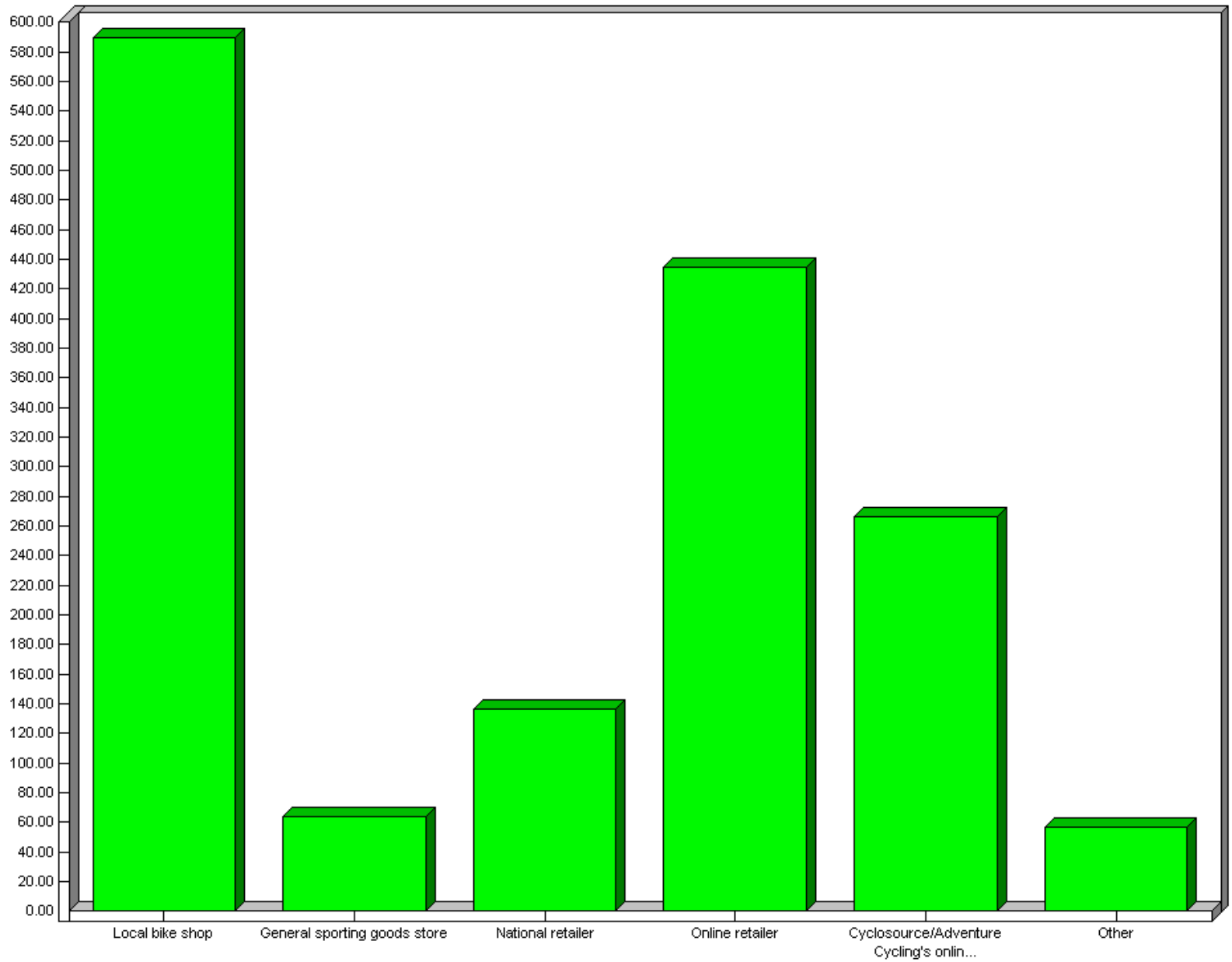
How much will you spend on bike purchases in the next 12 months?



**Q.12b How much will you spend on bike purchases in the next 12 months?**

| Choice                           | Count | % of Sample Answering | % of Total Sample |
|----------------------------------|-------|-----------------------|-------------------|
| Under \$500                      | 73    | 11.5%                 | 11.4%             |
| \$500 to \$999                   | 39    | 6.1%                  | 6.1%              |
| \$1000 to \$1999                 | 74    | 11.7%                 | 11.6%             |
| \$2000 to \$2999                 | 45    | 7.1%                  | 7.1%              |
| more than \$3000                 | 48    | 7.6%                  | 7.5%              |
| I do not plan to purchase a bike | 356   | 56.1%                 | 55.8%             |

Where do you shop for cycling-related purchases? (Check all that apply)



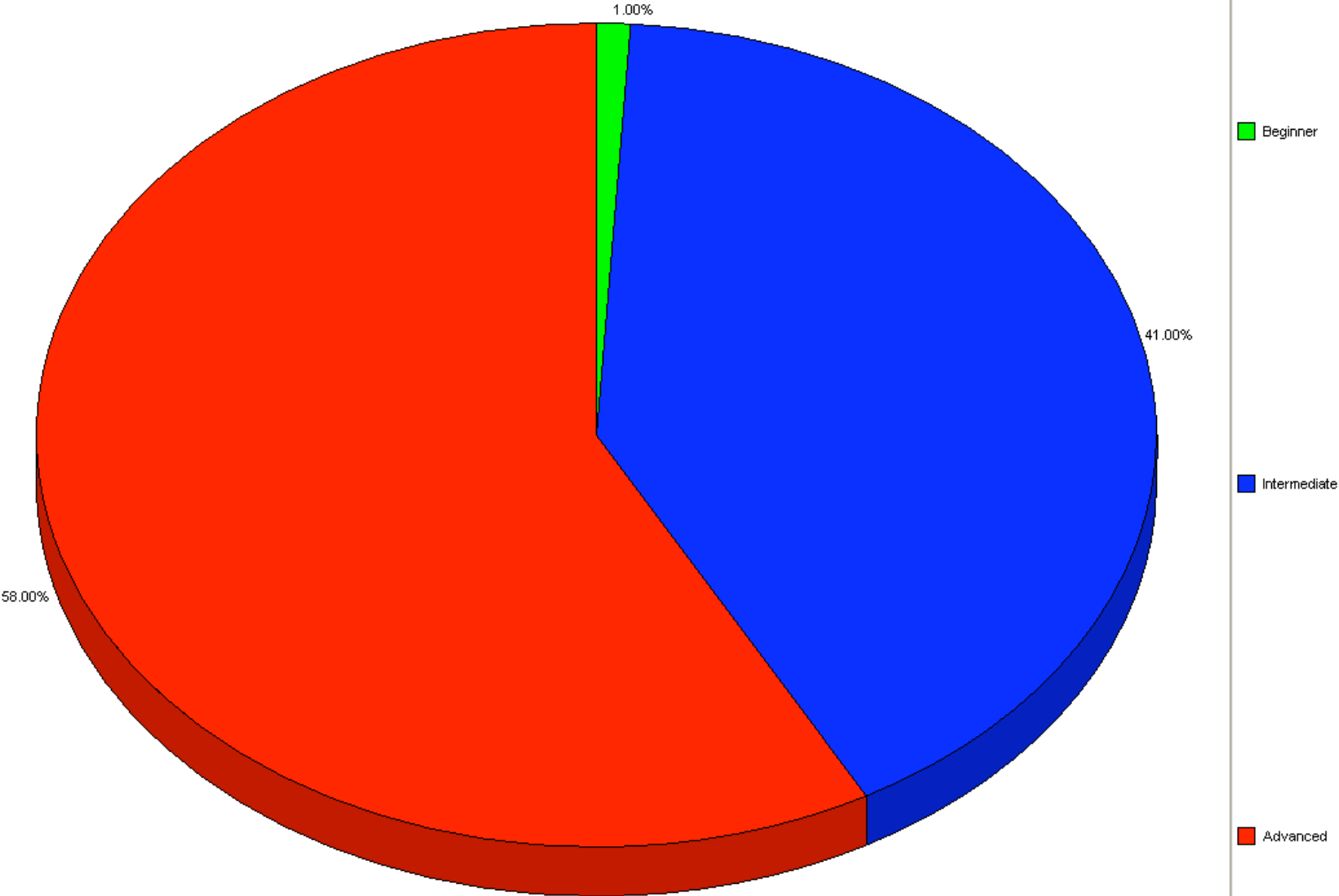
**Q.12c Where do you shop for cycling-related purchases? (Check all that apply)**

| Choice                                       | Count | % of Total Sample |
|--|-------|-------------------|
| Local bike shop                              | 590   | 92.5%             |
| General sporting goods store                 | 64    | 10.0%             |
| National retailer                            | 137   | 21.5%             |
| Online retailer                              | 435   | 68.2%             |
| Cyclosource/Adventure Cycling's online store | 266   | 41.7%             |
| Other  | 57    | 8.9%              |

### Q.12c Where do you shop for cycling-related purchases? - Other

- hostelshoppe; rivendell
- REI/Seattle
- ERRC Magazine
- Nashbar/Performance
- REI Co-op
- hostelshoppe
- Outdoors retailers (hiking equipment)
- rei
- At work - I get pro deals
- eBay
- Ebay
- REI
- catalog
- Plano Cycling
- catalogue
- bicycle company (Eriksen)
- ebay
- I don't
- Hostel Shoppe--online
- REI
- Garage Sales, club sales.
- ebay
- Colorado Cyclist, Performance
- REI
- manufacturer and trade shows (events)
- Performance/REI
- rei
- wholesale
- QBP
- EBay
- swap meets
- REI, Performance
- catalog
- Ebau
- Mountain Equipment Coop
- Rivendell bicycle works
- craigslist
- online specialty outfits - Rivendell, bent suppliers
- Hostel Shop
- local outdoor store
- REI, Performance Bicycle
- REI
- Message Boards - Bentrider Online, etc.
- REI
- Bike Friday
- Direct from Manufacturer
- TET Cycles
- REI
- eBay, MTBR, etc.
- REI Coop
- catalogs
- Rivendale
- campmor
- local bike shop in cities I am visiting, especially in Europe.
- FRIEND IN THE INDUSTRY
- Mountain Equipment Coop Canada

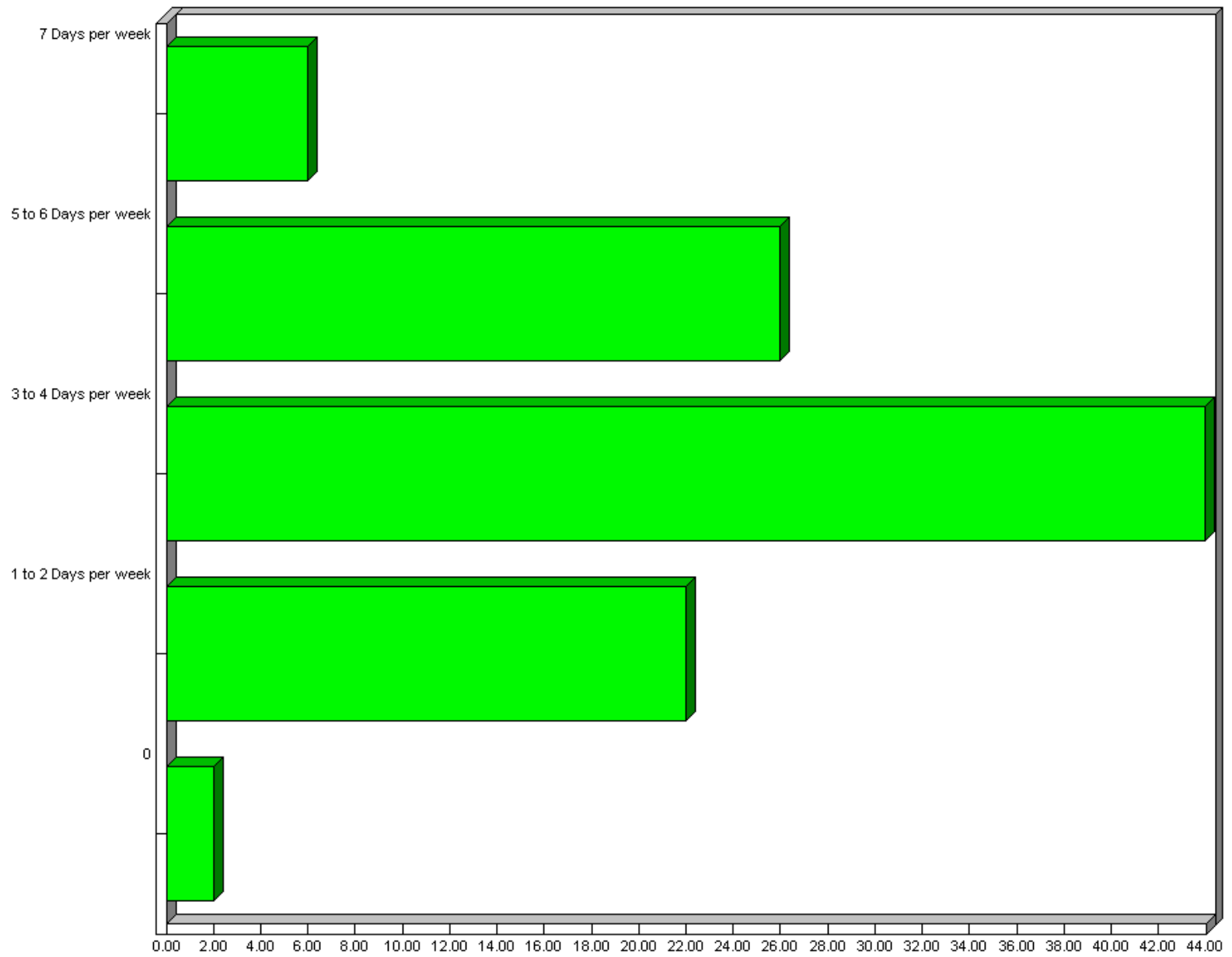
What is your cycling skill level?



**Q.13a What is your cycling skill level?**

| Choice       | Count | Percentage of<br>Sample<br>Answering | Percentage of<br>Total Sample |
|--------------|-------|--------------------------------------|-------------------------------|
| Beginner     | 8     | 1.3%                                 | 1.3%                          |
| Intermediate | 259   | 40.8%                                | 40.6%                         |
| Advanced     | 368   | 58.0%                                | 57.7%                         |

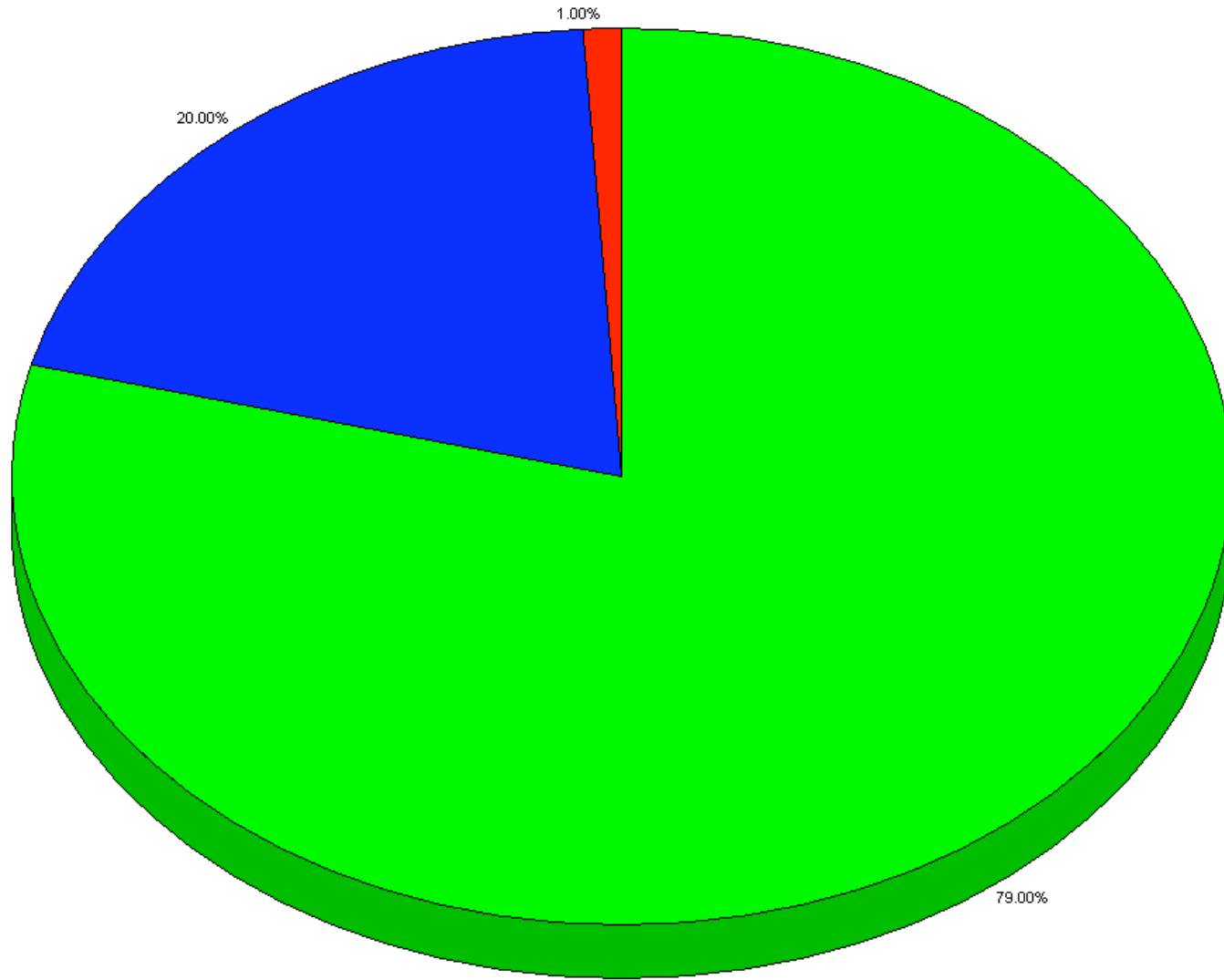
How many days do you normally ride per week?



**Q.13b How many days do you normally ride per week?**

| Choice               | Count | Percentage of Sample Answering | Percentage of Total Sample |
|----------------------|-------|--------------------------------|----------------------------|
| 0                    | 10    | 1.6%                           | 1.6%                       |
| 1 to 2 Days per week | 140   | 22.0%                          | 21.9%                      |
| 3 to 4 Days per week | 280   | 44.1%                          | 43.9%                      |
| 5 to 6 Days per week | 165   | 26.0%                          | 25.9%                      |
| 7 Days per week      | 40    | 6.3%                           | 6.3%                       |

Gender



Male

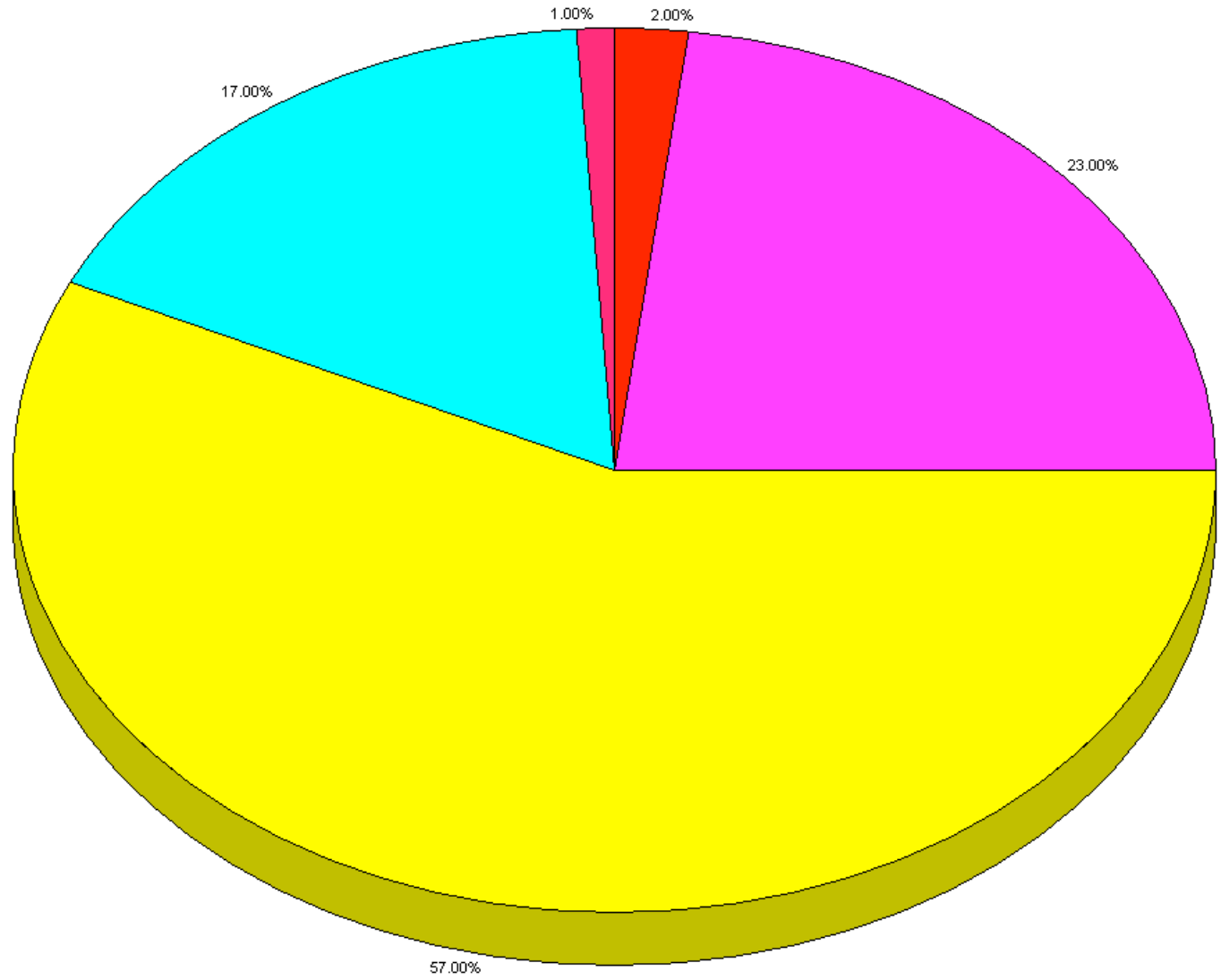
Female

Prefer not to answer

#### Q.14 Gender

| Choice               | Count | Percentage of Sample Answering | Percentage of Total Sample |
|----------------------|-------|--------------------------------|----------------------------|
| Male                 | 501   | 79.1%                          | 78.5%                      |
| Female               | 126   | 19.9%                          | 19.7%                      |
| Prefer not to answer | 6     | 0.9%                           | 0.9%                       |

Age

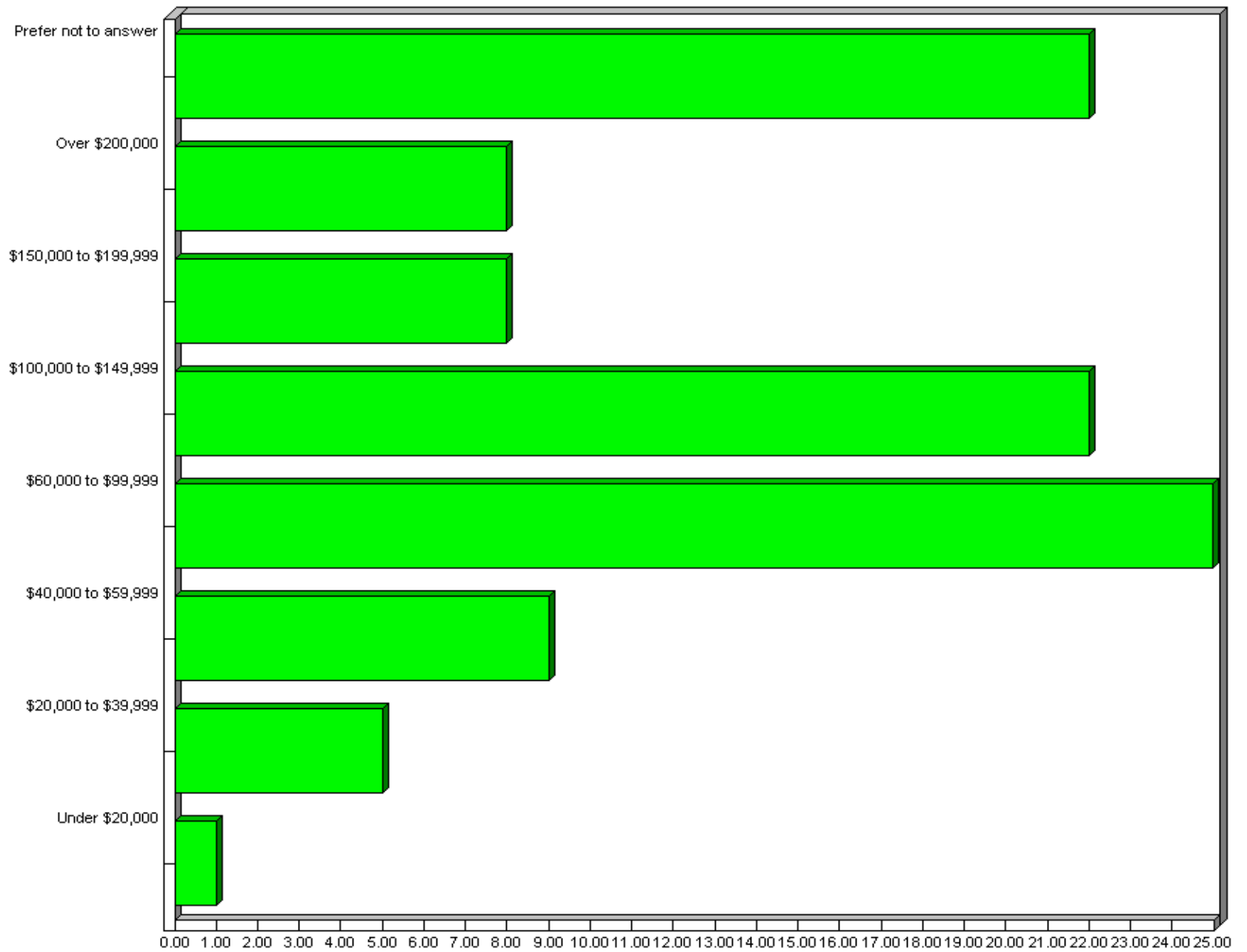


- Under 18
- 18-24
- 25-34
- 35-49
- 50-64
- 65-79
- over 80
- Prefer not to answer

### Q.15 Age

| Choice               | Count | % of Sample Answering | % of Total Sample |
|----------------------|-------|-----------------------|-------------------|
| Under 18             | 0     | 0.0%                  | 0.0%              |
| 18-24                | 1     | 0.2%                  | 0.2%              |
| 25-34                | 14    | 2.2%                  | 2.2%              |
| 35-49                | 144   | 22.7%                 | 22.6%             |
| 50-64                | 361   | 57.0%                 | 56.6%             |
| 65-79                | 106   | 16.7%                 | 16.6%             |
| over 80              | 4     | 0.6%                  | 0.6%              |
| Prefer not to answer | 3     | 0.5%                  | 0.5%              |

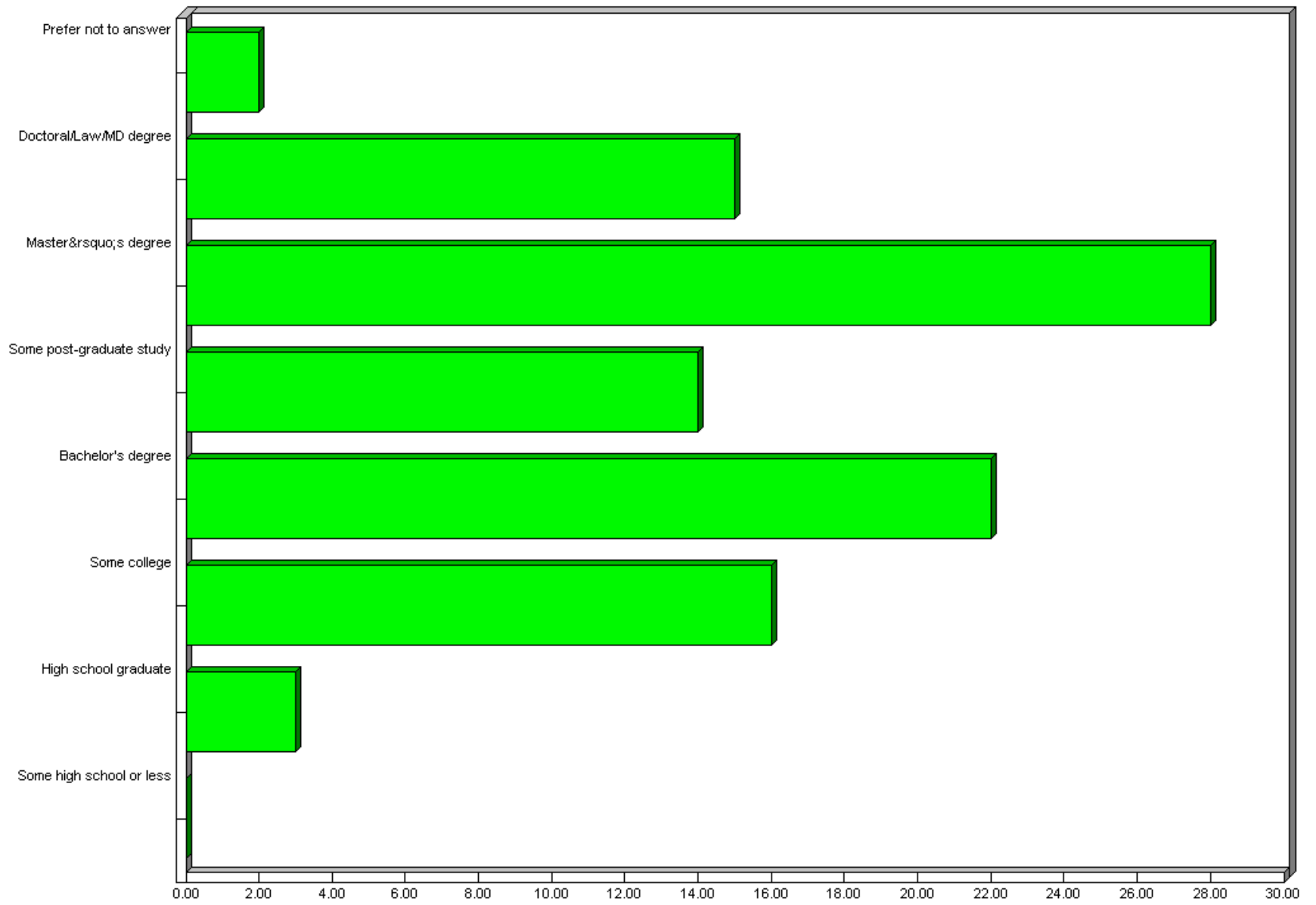
Total Household Income



## Q.16 Total Household Income

| Choice                 | Count | % of Sample Answering | % of Total Sample |
|------------------------|-------|-----------------------|-------------------|
| Under \$20,000         | 9     | 1.4%                  | 1.4%              |
| \$20,000 to \$39,999   | 32    | 5.1%                  | 5.0%              |
| \$40,000 to \$59,999   | 56    | 8.9%                  | 8.8%              |
| \$60,000 to \$99,999   | 155   | 24.5%                 | 24.3%             |
| \$100,000 to \$149,999 | 136   | 21.5%                 | 21.3%             |
| \$150,000 to \$199,999 | 52    | 8.2%                  | 8.2%              |
| Over \$200,000         | 51    | 8.1%                  | 8.0%              |
| Prefer not to answer   | 141   | 22.3%                 | 22.1%             |

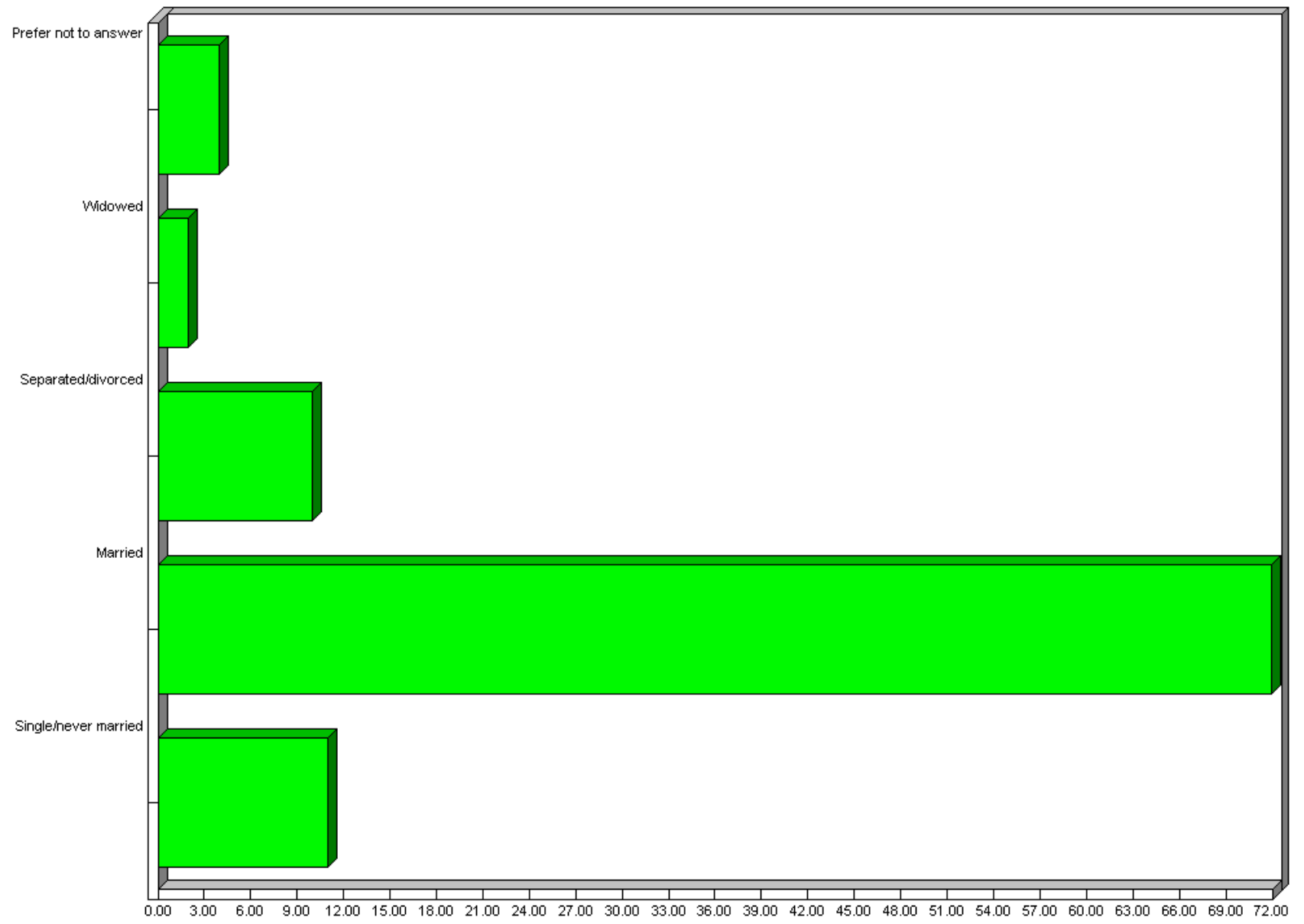
Education (highest level completed)



**Q.17 Education (highest level completed)**

| Choice                   | Count | % of Sample Answering | % of Total Sample |
|--------------------------|-------|-----------------------|-------------------|
| Some high school or less | 1     | 0.2%                  | 0.2%              |
| High school graduate     | 17    | 2.7%                  | 2.7%              |
| Some college             | 101   | 16.0%                 | 15.8%             |
| Bachelor's degree        | 137   | 21.6%                 | 21.5%             |
| Some post-graduate study | 88    | 13.9%                 | 13.8%             |
| Master's degree          | 178   | 28.1%                 | 27.9%             |
| Doctoral/Law/MD degree   | 96    | 15.2%                 | 15.0%             |
| Prefer not to answer     | 15    | 2.4%                  | 2.4%              |

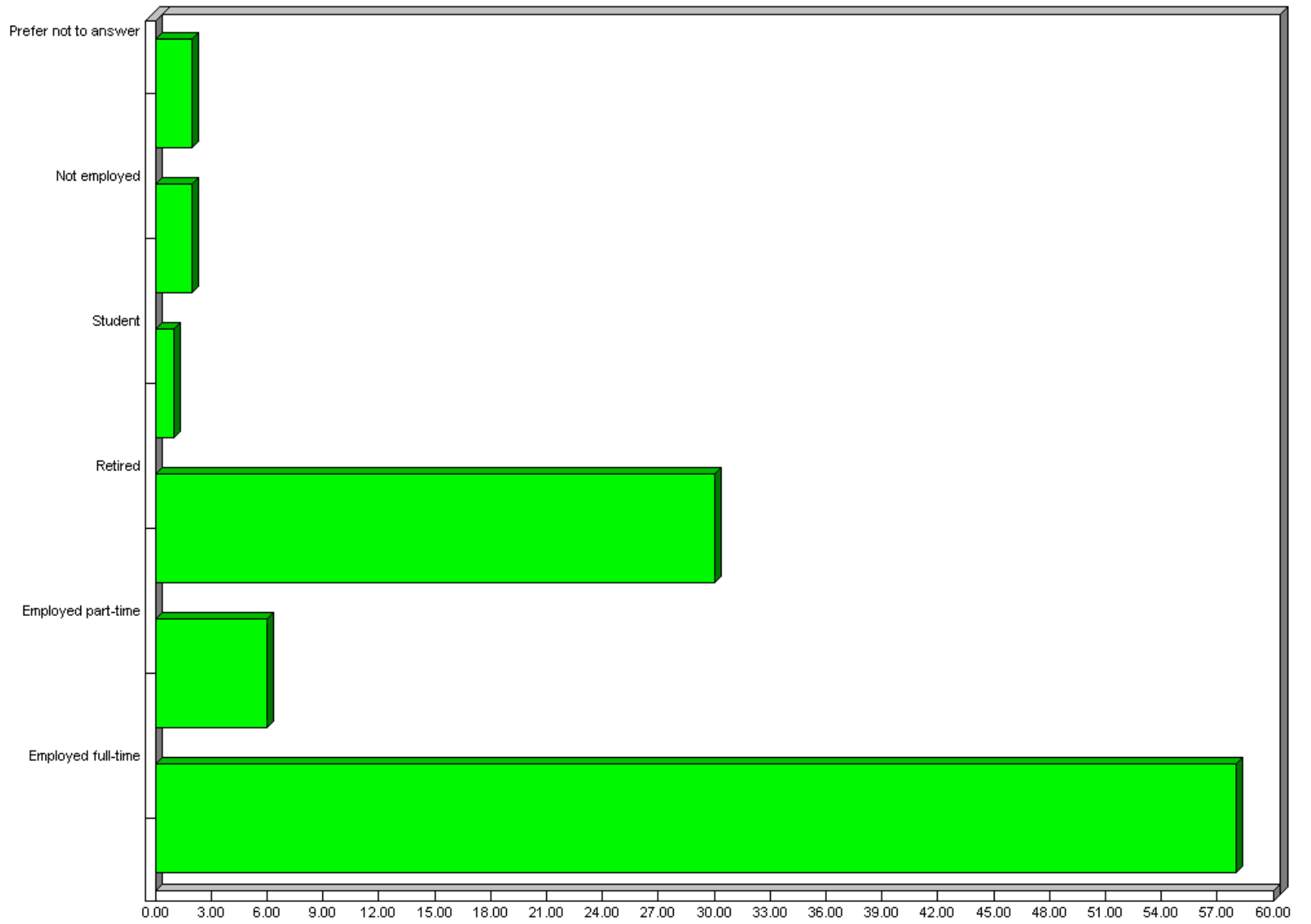
Marital Status



### Q.18 Marital Status

| Choice               | Count | % of Sample Answering | % of Total Sample |
|----------------------|-------|-----------------------|-------------------|
| Single/never married | 71    | 11.2%                 | 11.1%             |
| Married              | 458   | 72.5%                 | 71.8%             |
| Separated/divorced   | 65    | 10.3%                 | 10.2%             |
| Widowed              | 13    | 2.1%                  | 2.0%              |
| Prefer not to answer | 25    | 4.0%                  | 3.9%              |

Employment



### Q.19 Employment

| Choice               | Count | % of Sample Answering | % of Total Sample |
|----------------------|-------|-----------------------|-------------------|
| Employed full-time   | 371   | 58.4%                 | 58.2%             |
| Employed part-time   | 40    | 6.3%                  | 6.3%              |
| Retired              | 192   | 30.2%                 | 30.1%             |
| Student              | 6     | 0.9%                  | 0.9%              |
| Not employed         | 12    | 1.9%                  | 1.9%              |
| Prefer not to answer | 14    | 2.2%                  | 2.2%              |

## Q.20 COMMENTS: (Please try to be as concise as possible)

- You guys ROCK!
- Thank you for what you do.
- Please add more MAPS to touring articles!
- Would like to see more frame/component surveys technical info
- Don't take yourself so seriously. The magazine is good at what it does. It's light and readable and contains excellent information.
- I would like to read negative gear reviews. Things you've tried that didn't work. And a focus on 'Why is new gear necessary when I have so much "old gear" ??
- I am primarily a long-distance, self-supported rider. I would love to see more articles on this type of touring. But I love the entire magazine and all the work that you do with maps, etc. thanks
- The writing in the magazine is too often POOR, and so is the editing. **Deme's writing is atrocious.** I wish the magazine had a higher standard for writing in the English language.
- I'm an international reader (Tasmania, Australia). We have an under-developed touring environment, so I enjoy to see what happens in the USA and around the world. Plus that's where I'll ride!
- I'm pretty new to this, but I think the magazine is appropriate for my level of touring. I'm just sorry I didn't start supporting you guys when I went to school in Missoula in the early 80's.
- I'm 54, working full time. Cycling is my passion. If I had time, I'd do a lot of plastic touring in the US/Europe. For now, I'm a serious recreational day cyclist. Prob. not typical Adv. cyclist self contained tourer, but I really like the mag. I like the hard copy--it's one of the few mags I still get that aren't electronic, and I like it. I'd access an electronic version, read everything, but I sure would miss the mag. I read it all, even things I have no interest in doing. Sorry this wasn't concise. Thanks for your work.
- I like your magazine very much--it's one of the few that I keep back issues of--I haven't yet done a long bike trip, but when I do, I know the old issues will be full of information. Keep up the good work.
- Keep up the good work!
- I enjoy the magazine a lot, especially the stories about other rider's adventures to places I'm likely not to ride myself. It's sort like armchair sailing to distant lands and waters!
  - the magazine -- and the organization -- are too focused on the interests of people who have the time/money (and limited family obligations) to take tours lasting weeks or months. I like the magazine, but you are out of touch with the needs of bicyclists who have real jobs and families who are interested in practical ways to take trips of a day or two either by themselves, in a small self-directed group, or with spouse and kids.
- I subscribe to several outdoor organizations. Rails to Trails, Sierra Club and Appalachian Trail Conservancy. I've ranked the organizations by my personal priorities and Adventure Cyclist is #1. Thanks Brian
- I would like to see more technical articles about the advantages and disadvantages of features. Sheldon Brown's article about brakes is a great example.
- With your travel story make sure you include a detailed map. Thanks
- can,t wait untill next issue.
- I would like to see space on your web-site were comments about each of your bike touring routes can be recorded giving those interested in that specific route an opportunity to learn from other's experience and connect with other riders interested in a specific route.

- Love the magazine. Could probably get used to reading more of it online if that would help you keep production costs down.
- Developing new bike routes and the updating of existing routes is the most important function of Adventure Cycling. Don't lose that focus. We use and love the maps. Just did a tour using portions of the Northern Tier, Lewis and Clark, TransAM, and Pacific Coast routes. Some sections of those routes (Routes 18 and 101, for example) are getting high traffic. Alternates should be explored or extensive lobbying with the states to widen some of those highways. Maps first, then the peripheral stuff like gear and stories.
- I enjoy this magazine more than any other biking/ or non biking magazine. I read and reread every issue and share them with my wife.
- You are doing a great job of putting bike routes in the US together. Would it be possible to do some in Europe or is cost and issue?
- Have more recumbent/trike articles
- I like the magazine a lot. The quality of the articles varies pretty widely because they're written by people with varying degrees of skill, and for some reason I still think of the editor as the new kid who has a bit of an annoying attitude (I've been with you since the BikeCentennial days). In general, though, I like the increased use of pictures the past few years and I love some of the columns (more Willie!). Part of the magazine's charm is that it ISN'T big and slick - I hope you don't change that. And I LOVE the April Fool's spread each year -- but PLEASE put a tiny little clue in there for the newbies.
- More consistent recumbent coverage please and thank you.
- I rated the travel articles as good but, obviously, the quality varies widely. Some are excellently written and some are on the level of an 8th grade "How I spent My Summer Vacation" essay.
- I feel the association is doing too many stories abroad. There are so many locations to visit and write about here in North America. I wish you would concentrate on these locations because I feel MOST of your readers will likely visit them with their bikes and maybe families rather than Africa, Asia, and South America. Just my opinion but I really do think you have lost touch with that fact. I am more likely to be excited about a place you write about that I may actually go visit on my bike.
- I love the photography and graphics too. This magazine always makes me want to get out and ride, and to take my bike to faraway places! Thanks for a great read.
- need more senior info, long rides, other than camping
- love your mag. family bike rides/tours/great international tour-rides are good targets. bike and equipment reviews are invaluable. touring specific bike reviews and equipment are make or break for our tours. keep up the great work!
- I would like to read more articles submitted by AC members about their own trips. I would also be very interested in reading more do it yourself type gear, maintenance, and travel. Sheldon Brown's articles are great, but often I'm looking for more arm chair, mid-winter daydreaming type stuff.
- I would like to see more national/international touring routes + maps/books on these. Your US route maps are fabulous, we plan on doing the Underground Railroad in the next few years, and are intrigued by the National Route. Info on routes/touring is the reason I joined ACA - keep doing what you do best!
- Hope you cover Recumbent Bicycles on a more consistent program of including them more often, there are a lot of us out here! And should be more!
- Love the magazine; would like to see more features on major trails in North America (i.e. accessibility of camping, supply points, etc.). How about some features on events that feature Adventure Cycling's routes, like the Great Divide Race?
- After doing the TransAm in 2002, I no longer do tours longer than two weeks. The only exception was in 2006, 4 weeks in Switzerland and one week in Southern France.
- would like Adventure Cycling to do another trans america trail with motels.

- A couple of recent articles were very entertaining, but stretched credibility a bit (the couch bike, or the guy who was chased by a wolf when riding in Alaska).
- I am retired, still enjoy traveling, camping, mostly alone, live in a remote area, find it difficult to connect with others of similar ability, skill level and interest. Still find it difficult to make time to join events, but look forward to making time.
- Keep at it! I am still learning, and interested in finding ways to use the bike in my everyday life as well as recreation.... how about a commuter column every once in a while?
- Love your organization & magazine; I think that writing about local rides (with maps) like in Cycling Plus would be a great added section to the magazine.
- I enjoy the magazine tremendously
- I LOVE Adventure Cycling Magazine!! It's the only magazine I read cover to cover EVERY issue. Keep up the good work.
- I love this magazine and read it cover to cover as soon as it arrives!!!!
- More articles on U.S. and Canada bike trips
- i like what you do.
- Great magazine and the only source I know of truly devoted to touring - your niche and you do it well
- Waypoints should have more actual "News You Can Use.." Willie Weir is a good story teller but his sermonizing and pontificating are just too much. John Schubert is God.
- Would like to have more information on Adventure Cycling Tours (ACT). Each magazine issue should provide a segment on an ACT with photos and comments of participants.
- i'm a little sick of all the "travel around the globe" articles about carrying your bike across Malaysian mud swamps. Can we focus a bit more on trips here in America, that might be fodder for ME and my family to emulate? I'm frankly never going to Malaysia, and like to dream with your articles, but there seems to be an over-abundance of them, and a paucity of articles about bikers riding in unique places in the States. Give me some ideas of what I might do!
- I think of Adventure Cyclist Magazine more as a Trade Journal than a glossy magazine.
- I think you should change the style of writing of your major stories. I am not a polished writer, but I notice that other magazines have stories presented in a more interesting manner that seems to hold my attention. Your articles seem to be written by someone like myself. The facts are presented cogently, but the story doesn't come out and grab you. This is my opinion. J  
M F
- I couldn't answer the questions about paying more money for the magazine because I'm a life member.
- Magazine is getting too much advertising. It's getting like all the other rags that just pitch commercial junk.
- I would like to see articles that speak to the little less adventurous bike touring. We are getting older and no matter how much I would love to bike across the US it's just not going to happen but maybe we could do something a little less intense. More articles on tour planning would be a great help. More on recumbents. They are more and more popular. Your magazine is the only magazine that I read mostly cover to cover
- I would definitely like to see a shift in magazine content toward the "adventure" part of Adventure Cyclist, with a focus on more member stories of multi-day, self-supported touring, with a further focus on North America. I find the personal stories - testing physical and mental limits, self-exploration, the hi and lows of earning every mile - make for far more engaging reading than guided trips. Thank you for the opportunity to comment.
- i rEAD YOU MAGAZINE COVER TO COVER, EVERY ISSUE!! every page!!
- Maps, maps, and more maps. I tend to live vicariously through the authors of your articles. But sometimes have a hard time

imagining locations that are being described in the articles. e.g. "had lunch next to the beautiful waterfall off of route 5 (see point A on map)".

- I have a life membership because I want to support your routing, not to read a magazine. I don't really need another magazine to read. Having said that, I always read nutritional and technical articles - articles that can make a difference in what I buy and how I eat and ride. I read tour reviews/enjoyment articles only if I have time/desire.
- You could also have asked whether interviewees had been on a AC ride or took part in a leader course. Yes to both.
- I love your magazine AND organization!
- I hope you can keep a balance of articles between tours and self-supported rides. I'm not interested in group tours or bike events, but many people are.
- I really enjoy Adventure Cyclist and plan to do my first multi day tour within the next 12 months.
- Interesting magazine, and good to have info available, and maps, for trip planning
- Adventure Cycling whets my appetite. I keep saying ..."some day."
- Nancy Pelosi and her merry band of do-nothing Democrats took our money and then let us down.
- I enjoy the tour stories but would like more information for a beginner touring cyclist. More how to's and tips on self supported touring would be great. Also tour suggestions for beginners. What you need for a weekend tour, a week tour, would be interesting. Also more in Pacific NW and British Columbia.
- I've been a cyclist for 62 years. My first bike was a used, no-name purchased with 25 silver dollars, and it was heavier than me.
- Due to an accident (non-cycling) I am no longer able to ride with any regularity. The magazine makes this transition from my former 3500mis./yr almost bearable.
- I find the personal articles written about trips to be too long and somewhat tedious. I would rather more about the logistics of doing it than the personal experiences of the trips.
- I enjoy Adventure Cycling and look forward to each new issue which I read cover to cover.
- I would be interested in how many cyclists do long (transcontinental type rides.
- keep up the good work!
- I love your magazine. You need to do 12 issues a year. I appreciate that you have really been focusing on gear and tour related gear lately. The Recumbent issue was done very well and is a good theme example of what you can do for other types of issues in the future. I haven't seen much in the articles about the routes that you guys do. I don't remember seeing an article on the leadership course. Maybe an article on that would be a good one. Keep up the good work, it's read and appreciated!
- Great magazine and organization. Have you ever considered a column of touring tips sent in by your readers?
- I'm in the bike tour business
- Great magazine, great website, fantastic organisation
- Please, no more Katie Leigh articles!
- Receiving Adventure Cyclist Magazine is a little like my love of chocolate. I look forward to receiving it, I enjoy every morsel, and I'm a little sad I'm finished with it. I don't know of any other publication that is as satisfying. I look forward to every issue it and hope it continues to improve and inspire. Thank you very much for such a fine magazine.
- I would like more articles on bike touring outside of the United states. I want more touring articles on cycling back roads away from heavy traffic especially in Europe and Asia and South East Asia. I prefer articles on self guided tours.
- I live in Hong Kong where riding is dangerous so don't get out much, but the magazine is a regular highlight for us. Looking forward to a cycling trip in U.S. with the family next summer.

- I would like to see more articles that do a better job of describing the people along the way.
- A longer magazine would be great. Although being a poor student, I'd rather not have membership rates go up too much.
- I like your magazine
- Keep up the good work!!
- Based on my experience, the editors need to be more responsive to submitted articles. I had to contact AC several times to find out that my article was received then waited 2 years to find out that AC had no interest in publishing it. I have had 3 articles published elsewhere and I don't plan to submit any more to AC.
  - Adventure Cycling has a niche. Stick to it.
  - I love the magazine; it is very positive and inspirational. I enjoy reading about regular people doing cool stuff. So many mags are focussed on super-athletes and million dollar equipment. Keep on keeping it real!
  - I read the mag cover to cover the minute it arrives. I save all my issues and pull them out to re-read from time to time. My husband and I love the magazine and have learned a lot about cycling, which has prompted us to take longer and more adventuresome journeys. Any bike story is a good story. More of what you have delivered so far could only be great. An on-line version might be a good option for cost & environmental reasons and it would be a choice for some. However, I look at a computer all day at work and I prefer to read a hard copy magazine. It's easier on the eyes.
  - We have two young children and are just beginning to pursue bike touring as a family recreation. We are enthusiastic new members of A C and need all the advice we can glean from your publication. We prefer paper to web pages. Your Great!
  - I dropped all my other bike mag subscriptions & became a life member of AC because you are the only magazine w/useful information & you don't sell advertising w/underdressed people posed w/bicycle parts. Thank you.
  - Keep up the good work.
  - I love the magazine and look forward to its arrival. I read it cover to cover.
  - It would be good to launch a data base for adventure cycling (I'll expand on it in a separate letter).
  - I find it impossible to maintain interest in a single issue publication.
  - The magazine is generally great. Lots of useful information about bike gear, maintenance and mechanics. Great job!
  - I'd like to see a regular How To Fix It or a bike maintenance column with good pictures of what it looks like--Bike Maintenance for Dummies would be good.
  - I used your magazine articles to decide on my dream touring bike, which is a Rock'n Road from Bruce Gordon. I was in San Francisco and took a bus to Petiluma and met Bruce and paid him and had a nice chat. I really like this bike and I started looking from your articles. thanks.
  - Thanks for the encouraging and informational magazine.
  - Love the organization and the magazine!
  - Would like to read about more first hand accounts of 7-21 day rides in the US and the equipment used. Example a short intro of each story with list of bicycle, tires, various types of equipment used etc.
    - Adventure Cyclist are great people
    - I wasn't sure how to answer the questions about excellence of articles. I love pretty much everything I read in A.C., and I read it all - eventually. I found it hard to keep up this year when the issues came so close together. I'm still working my way through - I read every last page, but don't really want more.
    - I'd love to see a trip detailed on linking rail trails in West Virginia. More info on traveling with a bike overseas. More photos of great places to ride!

- I stopped riding when you started writing!The cost got too high for me in the '70s [\$200 x 8]and the traffic ... 1 road trip with #1 son in 72 from Huntington NY to Rochester NY on the 'BLUE Lines'.Re:Least Heat Moon I subscribed to support Mapping.
- One of my favorite magazines. I read it pretty much cover to cover but my favorite stories are about touring in the United States, especially rural America.
- I have not been pleased by some of your recent articles that, in my view, describe irresponsible and/or just silly examples of people doing trips on bikes. The couch bike in Canada and the recent article about an admittedly unprepared tourist who ran out of food are examples that come to mind. In the right context each warrant coverage in your magazine, but not in the length or manner of your coverage, which, intentionally or not, encourages behaviors that make touring cycling seem far closer to the lunatic fringe than it ever should be portrayed.
- Enjoyed using your adventure cycle maps for a recent trip from WA to WY.
- I think there is a special demographic that you are uniquely able to appeal. The baby boom generation are becoming empty nester and love bicycling. This is exemplified by the people who are on the various event rides and company tours we have been on. Also, I think that the socioeconomics are quite high. This could have a big effect on your articles and advertising. Your tours are great but we'd prefer more supported events.
- Your Magazine is quite good - in addition to survey answers - I think the layout/design needs a 'little' tinkering (but this is such a subject aspect) (:
- Generally, you folks do a good job.
- I usually read the mag. cover to cover. Not so interested in Asian trips as I know that I am not interested in going to some of the countries. But they are still interesting.
- I greatly enjoy Adventure Cycling. I think it's th best out there. I wish you could review the Fuji Touring bike as that will be my next purchae
- I love your magazine it is the best out there, so should be expanded. I would like to see more articles that have less fluff about the trips and and are more practical guides ie a basic story about the trip but the a section on; how to get there, where to stay/camp, how they got to the starting point and tranported bikes/ or rented., places to get supplies, terrain issues and weather, guide books used, cost per day, bikes used/ tech problems. Some of your article have some of this stuff, but not all. Also, I am a heavy rider..260lbs, 43, m, and i commute by bike 5-7days a wk, and ride 6000-8000miles per year--I never see articles about the durability of wheels, tires, and bikes for bigger riders and most of the clothing items are for the skinny folk...and it would be nice to see a shoe review for the touring rider and the commuters. With that, let's talk about commuters who have
- Touring equipment reviews are appreciated and technical discussions also (even if they are occasionally inaccurate).
- **you guys do a good job. keep the magazine non-political...republicans ride bicycles to!**
- Great magazine. I look forward to every issue.
- Some years ago I took an AC Road Bike training class in Wisconsin. During the class, the participants discussed many things, including the magazine content. It was very disillusioning to hear the group leader admit that you can't really fairly review (or be critical) of products as you are so dependent on these same folks for advertising dollars. What might be an interesting REVIEW (or BUYERS GUIDE) of road bikes turns in to nothing more than a listing of the manufacturer's specs. Ever since participating in the training tour, I rarely scan your magazine. Consumer Reports you are not. It does seem to me that you do have somewhat of a conflict of interests between brining information to your readers and keeping your advertisers and potential advertisers happy. Joe Rizzo, Winfield, IL
- Would love to see articles on food preparation while actually touring: nutritional value--what & how to cook--recipes--tips for preserving food/kinds of food best for touring--where to buy food. Thank you. Parker Hudson

- The magazine is excellent. Please continue to cover the whole expanding spectrum of rides and riders - from hard-core self supported tours to leisurely recreational rides.
  - I like the previous methodology for the touring bike review where there was more editorial content not just listing of sources. Get Willy, John and Sheldon more involved in the touring issue.
  - Great magazine, keep it up!!!!
  - Enjoy the magazine and the association. Like articles on cross country touring, especially those with good practical advice for neophytes.
  - i love your organization and magazine. it was years ago when i saw willy weir and joe kurmanskie speak that i really got inspired and later became a lifetime member. cycling is my passion,both commuting (and car-free lifestyle) and touring. i hope to do longer tours upon retirement. i'm so grateful to have your magazine!
  - Marital status selections should include "partnered"
  - As many articles as possible should be written about locations that are affordable, attainable and accessible to the majority of riders.
- Thanks for providing us an opportunity, through this survey, to give our opinions.
- Keep up the good work- I love all things bicycle.
  - Getting AC in the mail is a real highlight for the day it arrives. I read the magazine cover to cover that evening. It is a real throwback, 100% quality cover-to-cover. I love it.
  - It's a fine magazine. I am not favorable to on-line publications; too cumbersome compared to print. Despite some of my answers, I do enjoy reading about other's adventures whether domestic or foreign. Keep up the good work.
  - Your magazine is inspiring. Whatever changes you make do not lose that quality.
  - I find the travel articles lacking in imagination. Same old formula, different locations. I'd prefer technical info, how-to info, bike reviews that aren't related to advertiser dollars being gained or lost. And more than two offerings of Intro to touring workshop weekends that fill way too fast.
  - I'm interested in more short tours in my local area (Colorado) Myself and friends can not carve out 30 days in a summer but I can do several 3 day trips I would shop more at your online store if there was more stuff. Have you considered partnerships that drop ship merchandise so you don't have to carry the inventory I would like to see more of what is happening on the political front. What cities are leaders and which are not. There are also many bike related charities that no-one knows about, and these efforts are also inspiring. I think it would be neat, though difficult, to have a few 3-4 day loop routes per state published for road and dirt. I can get my friends involved in touring if they felt that was an option. Get Local. Figure out a way to connect the local members. I have tried to find out who is local in Colorado that are members, but if they do not use the website for chatting, it is impossible I owed a company very similar to yours in many ways. Membership, member magazine, website, store, events etc. If the members can be enabled and empowered to some degree, they are your best recruiting device. Some of your marketing materials are less than compelling. Feel free to call and chat if you like. Curtis Olson 719-964-8765
  - Stay true to the Travel by bicycle preferably the self-contained manner. You are the only source of information, stories & gear/tech articles for the "expedition minded soul". Keep me dreaming on 2 wheels....do not become mainstream to attract more membership...us cycletourists will have nowhere to go!! Thanx & keep the rubber side down
  - I always look forward to the magazine and I stop everything to immediately start reading it. Dinner is sometimes late due to this. After I finish it I pass it along to my LBS
  - I love the magazine. I read it on airplanes so I am more interested in print than online content (until the airlines start offering WiFi). I'm a little tired of your adventure-story formula that starts with a vignette from the middle of the trip. There is nothing wrong with telling

a good story from beginning to end. I really enjoy the occasional quirky, uncategorizable article like the one about the guys touring on a converted couch. More articles on touring history would be welcome too. The whole January '07 issue was a standout, in terms of its content that doesn't fit your traditional categories. Personally I'm not so interested in reading the family-touring articles, but I encourage their presence if they are helping to nurture a new generation of touring cyclists. I'm most interested in articles about North American touring because that's where I'm likeliest to be able to go. I'll be interested in seeing some articles on Quebec's Route Verte now that it's officially open. Although I'm not in the market for a new bike right away, I always enjoy the bike reviews. My next purchase would be a folding bike for air travel, so I'm specifically interested in reviews of those bikes.

**• Great magazine. However, if I'm looking for a particular article in a past issue, I don't know of an easy way to find it outside of leafing through issue after issue! Have you ever thought about producing something akin to "QST View" (American Radio Relay League) with 5 or 10 years worth of past issues on CD (or DVD) that includes a search "engine"? QST View works very well; you should investigate it. Thanks. bob.lovig@sbcglobal.net**

- Put on-line interactive route maps on your web site (see routeslip.com). Develop Adventure Cyclist affiliated local bike clubs.
- Thanks for asking my opinion on things. I would like to see more articles, but realize that is a lot of work for your staff. Thanks for the excellent journals.
- I think that the magazine is excellent. I love everything about it and read it cover to cover. I really like the letters from the editor and the exec. director. They provide good overviews of the issue and the organization news. As a new mom, I have less time to ride, and I'm not sure when I'll be able to make another cycle trip, but I love reading the magazine, which reminds me that I need to get back in the saddle. Keep up the good work!
- I use your maps but find some roads too busy. Planning a southern tier run next March. Purchased the maps but may not use them due to routing. Too much Texas ...had enough of G.Bush so that state is a bad choice. Used some of your eastern coast maps that tour in 2002. Again places like south of Jacksonville NC and most of SC were horrid to ride. In SC it would have been better to climb monster hills than ride with no shoulder. You missed beautiful roads in Maryland that a local bike shop put us on. Still love your organization. I am a serious rider. Kenneth Silvestri Niantic, CT
- Your doing a good job, just keep doing it and keep growing.
- Keep up the good work!
- In rating the content of Adventure Cyclist, it's all great, but I read the articles regarding tours, bike and equipment reviews and skim the rest.
- I appreciate the professionalism of Adventure Cycling publication. Others use the vernacular of teenagers and twenty-something and might as well be addressed to "dude." I'd like to see some way for local Adventure Cyclists to connect, perhaps a membership directory available to members only, so that aspiring tourists could get together without embarking on a major expedition. Thanks.
- I think an article(s) about "rails to trails" trips and tours would be interesting. Also maps and tours of up to 7 days in different states with low traffic volume would be of high interest to us. More 2 - 7 day trips rather than cross-country trips would appeal to more people because of time, money and conditioning.
- Always inspires me to go ride.
- I am an occasional recreation rider, but have been a Century+ rider 15 years ago.
- This asks about the existing stories and content, not what we would prefer to see. The existing is pretty good, but I don't really care to read about someone's vacation trip in all areas of the world at this time. I would find articles about the indigenous (sp) use of bicycles much more interesting, and if that were in conjunction with a trip, ok. More about credit card and supported tours would also be great. I am not interested in self supported at this time in my life, though a day trip is ok. Century and double century rides would be

great, especially if you could talk about the route so that one could replicate it without the group (paid) support in a day's trip.

- I love your magazine. When it comes, I sit right down and read it from cover to cover. You do a fabulous job. Would just like to see it more often and sometimes a few more articles. Highlighting long term members who are an inspiration to the rest of us would be fun.

Thank you for your hard work and dedication to this wonderful sport and for asking us for feedback.

- Survey was too long and the Q/As were not open enough.

- I always enjoy receiving Adventure Cyclist Magazine because even though I don't have much time to ride these days, and even though I seem to be too busy to even plan any real cycling trips, the magazine is a nice reminder of "what's out there"! I don't care so much for the articles on technical issues -- if I'm going to buy a new bike or upgrade my gear it would be a different story, and then I'm sure the technical stuff would come in handy. But as it is, I mostly enjoy reading the stories of people who are out there on the road exploring with their bikes. I find that some of the authors are better writers than others -- some of the stories are pretty lame - perhaps a function of page limits that are too tight? It's pretty hard for people to do a decent job of compressing a week- or month- or year-long "epic" journey into a couple of pages. It might be nice to give some of the good writers a bit more space when they've got a really good story to tell.

Anyway, the magazine is a nice way to be reminded that there are rides out there for when the opportunity arises. I should add that one thing I have found quite USELESS is the "Companions Wanted" (or whatever it's called) page where people write about trips they're planning and look for others with whom to ride. Usually the dates of the big rides these people are planning seem to coincide roughly with the date when I receive my magazine. I can't see how it would be useful to anyone thinking of a cross-country trip to see that someone else is looking for a companion but is leaving in a couple of weeks. Who has THAT kind of flexibility?

Thanks.

- No comments--you're all doing a great job!

- I like the magazine pretty much as is. Tend to read it cover to cover when it first arrives. Have saved the last four years as reference but seldom go back.

- Include more maps in the stories!

- It is annoying to read a travel article that is not accompanied by a map showing the locations mentioned by the author. Sometimes the maps that are shown lack relevant detail. I know you're not NAT GEO but you do publish maps, right?

- I love your magazine. I wait for it constantly. I have to pace myself and only read one commentary or article per sitting, or I'd read it all the day it arrives. Keep up the good work. If I can't ride off to Africa, at least I can read and dream about it.

- Julie invited me to renew my suscription, but I have problem with my magazines. at this time I don't received the may issued.I have the Pedal pioneers guide and the Developing a U:S bikeway system because I am learning and I will like to do something in Mexico. I will let you know my idea because I need your help. Thanks

- Like the magazine, BUT Do not like that many time-sensitive items have already passed by the time the magazine arrives (organized rides, companions wanted, etc.).

- Read AC mag from cover to cover! It's great!

- I love the magazine. Though I've only done a few self-supported rides, I enjoy reading about them. I seem to be gravitating more toward "credit-card" touring, but am still interested in 60-80 miles per day in that format. I have registered for a coast-to-coast ride for the Summer of 2008 and am very excited about this prospect.

- Eventually I hope to do one or two tours; hopefully next summer. I keep saying I'll sign up but just haven't yet. I'm glad to have Adventure Cycling sponsor these supported rides...I can still dream about doing one one day.

- I look forward to reading the Magizine each month the production schedule was annoying in I never knew weather I didn't recieve my copy or if it hadn't shipped yet It has gotten better

- Enjoy the magazine and people at ACA when have need to call.
- I look forward to the next issue!
- All marketing questions, don't go too commercial on me.
- Sorry, but my main criticism of the magazine is its editing. So many grammatical errors and misspellings (except from certain writers) detract from the quality. I wish the Editor would study grammar and style, use a dictionary regularly, and maybe run drafts through an accomplished member or local professor to get the bugs out!
  - Would like to see more articles advising bicycle travelers on good sense equipment purchase and use. Obscure does not always work or can be repaired on the road.
- I enjoy the Adventure Cycling magazine as is.
- I join to support the organization's work. The magazine is a nice extra as long as it doesn't use too many of the dollars available for bicycle education and route development.
- I am bicycling very little now as I am recovering from spine surgery, but will increase the riding as I will be able to.
- I was not sure how to answer "Skill Level" as I have never been rated. Maybe this would be a source for an article. Maybe you could establish a standard for rating skill levels. Love your work. Keep it up.
- one of these days i will take the big bike ride. i enjoy reading/dreaming the magazine.
- I'm satisfied with the magazine and dues schedule as they are.
- You have a great magazine. My only criticism is that there are a lot of typos. This is unforgivable! (But I forgive you) Use spell check and have humans proof!
- I would be willing to pay more for more content or online version depending on how well-implemented the changes are. I think you have a good organization and will continue to support it in whatever form it takes.
- I enjoy the articles of exotic people and places. But would like more about normal people. Articles on commuting would be useful.
- I would suggest better editing/proofreading. There seems to be more than one magazine's share of typos. Also, I would like more USA/Canada touring articles.
- Primarily a touring rider. 72 days across country last year.
- Overall, the magazine seems to address the needs of its readers.
- I appreciate the fact that AdvCycl mainly runs full length articles as opposed to the 2 or 3 paragraph "sound bites" that dominate most magazines these days. It is the only publication out there that really covers the kind of riding I enjoy. Be careful not to add much more advertising, it is about at the max from my perspective. I hope you are paying Mike Deme enough so that he doesn't have to tend bar anymore.
- Enjoyed your issue on recumbents. People are aging and more people are going to be using recumbents. Please have more articles on recumbents.
- Another theme which would make an excellent special issue (given current North American demographics): Cycling into Retirement (not that this is near and dear to my heart - as we approach the age we can retire).
- Great magazine and great organization !!!!
- I enjoyed the photo articles Janick/ Pierre and Chuck Haney. I read only Adventure Cyclist & Pedal as regards hard copies
- Love the magazine. Read it cover to cover the day it comes. Thanks!
- I think your magazine is already GREAT!! Don't make too many changes. The page I always look at first is the Companions Wanted page and you didn't even have that page surveyed in this questionnaire.
- You provide a nice, focused alternative to the rubbish in Bicycling and other newstand magazines.

- I enjoy the stories about US tour travel. I am not able to tour outside the US so I have no interest in tours outside US. Your photo on the covers make me salivate. Keep up the great work.
  - I need to be convinced that I can reduce/eliminate the risk of transit damage to my bicycle if I arrange to book a long overdue trip to the USA from the UK. I would like to hear the opinions of those cyclists who have successfully transported their bikes, long distance, in order to participate in events in the USA.
  - Keep it about touring, and thanks for the job you do.
  - Love this mag. would like more info on regular touring and riding as we don't race
  - I have enjoyed your magazine for many years. I first became a member after my first long distance ride from Seattle to San Diego. I have done many long distance trips in the 90's and plan to do more in the near future. I am very interested in learning about recumbant touring since my husband and I plan to do that during our retirement years.
  - I LOVE Adventure Cyclist - it keeps me dreaming of touring on my bicycle, and keeps me in touch with ways to do it. In general I've liked all the variations you have tried, but keep the focus on getting out there and using bicycles as part of life!
  - Magazine often arrives with cover torn
  - Compared to other print media, the magazine is dowdy. My students say it looks like it's for OLD people. Is that intentional? Even the prose style is pretty old-fashioned. I skim this magazine, and if it weren't that it comes with membership, I wouldn't subscribe at all.
  - 1) Since the population is "aging", how 'bout some articles related to dealing with the common physical challenges faced by "seniors" who want to keep on biking. 2) Articles on how to get more children & youth onto bikes --counteracting the TV/computer/couch potato syndrome!
  - love the mag, read and re-read it all the time, save the issues, dream and dream some more, don't tinker to just tinker, you are what america should be about-small groups collectively making life better for the good of the country.
  - Would like articles on: - Who offers a curriculum on bicycle maintenance - Who makes bike boxes for bikes with couplers
  - I THINK THE ADVENTURE CYCLING ORGNIZATION IS AMONG THE BEST IN THE COUNTRY. YOU PROVIDE A WIDE SPECTRUM OF SERVICES AND DO A GREAT JOB OF BICYCLE ADVOCACY.
  - What I like best about the magazine is the "companions wanted" page! And articles about new routes.
  - Would like to purchase a recumbent but finding a local shop where I can try them out seems impossible. Can you help?
  - Great magazine. i look forward to receiving it. Would like to see more articles on Bike Culture and cycling as transportation.
  - Like to see more sag bike tours offered in other areas besides the Western US and using hotels soley.
  - There are three magazines I read from cover to cover - and Adventure Cycling is one of them! Keep up the good work
  - One of AC's mission is advocacy, yet it gets minimal space now, and only one question in this survey. I encourage you to drop the Letter from the Editor - whch adds little value, and perhaps the non-technical articles from Schubert - and use the space for advocacy.
- Hans van Naerssen
- I would like to see more articles about 1-3 day trips in the U.S. Trips I could drive to and ride as we tour the country. Include rail/trails and regular road routes, etc.
  - Your Bike Guides are too US centric. It would be good once in a while to look at bikes from outside US - perhaps as an exclusive article - this may also help with inernational advertising.
  - More articles about bike tours, and related off bike activities (camping, hiking, etc)
  - Two worn-out hips and a knee. YOu might want to have articles on medical disabilities caused(?) by bicycling.
  - I always look forward to Adventure Cyclist-I really like it all-the boxes marked 'good' are for real! All content is at least good-some is better.

- We are 71 & 72 years old. Our activities are limited, but our GOALS AND DREAMS are on the list.
- I always look forward to receiving your magazine - I read it from cover to cover as soon as I get it - Keep up the good work
- Would like pictures to be captioned. And listen: I know we're supposed to urge everybody to wear a helmet, but could we please have pictures of people without their helmets so we can see what they LOOK LIKE!!!! Also, a survey is nice, but why don't you ask for comments and/or suggestions of about two hundred words or so. You could feature the most interesting in a new column. A column of reader's helpful hints would be nice, too
- Enjoy the diversity of the magazine. Have saved back issues and can't wait to retire and do more touring!
- **I thought the attitude of writer and subsequent editing in a recent Tanzania article was condescending toward the Masai people. It seems to reflect a remaining residue of the 1950's racist colonial attitude and a lack of cultural sensitivity. It reminded me of the white South African attitudes toward blacks I encountered during my Peace Corp Lesotho experiences during the the 1970 apartheid era.**
- **keep up the april fools issue**
- It's the best magazine and organization I've ever been associated with because it serves a multitude of needs. Do more of the regional visits and stay a while to ride with us. I see your leadership / travel programs but what about general awareness of adventure cycling? What about having a presence (table) at the various rides (MS, etc...) to personally introduce people to the magazine and organization? If it wasn't for my BOB trailer purchase, I wouldn't have known you existed. Thanks for asking, Bob Nadler.
- **You have a good magazine and I need it but you have not captured my attention or come close to deserve my loyalty. I am not a fanatic about riding or the sophisticated rider who knows all that's needed for the perfect bike or riding experience. What I am a fanatic about is not giving up on riding for me. I have been riding for 55 of my 60 years and plan on keep riding forever.**
- I have really enjoyed reading Adventure Cyclist and encouraged friends and neighbors to cycle, in addition to requesting the magazine be sent to friends. Keep up the great work!!
- Regarding how often I ride: I try to ride once a week, but on average I ride about 10 to 15 times a year. Wish it were more.
- Some experienced articles on work commuting
- Most of all we like articles about new Rails-to-Trails, bike routes and trips people have taken, etc.
- I'm waiting for a complete transcontinental bike trail system with overnight facilities (motels etc.) along the way so that we can avoid riding with motor vehicle traffic.
- I like the travel/road bike focus of your magazine. It is suited to what I like to do whereas other magazines are gear oriented. Now all I need is more time to take longer tours!
- Great magazine!
- I'd like to see maps with your stories.
- I read my copy cover to cover every word. In ten years it has given me time to ride across the USA twice and cycle tour Europe twice. I also plan to cycle tour until I am tired. About fifteen years or more. Michael Fitzgerald
- Your recognition and coverage of recumbents has increased over the last 2 or 3 years - hooray for you! Try to identify every single photo in your magazine, even on the flyleaf and TOC. I like the new monthly distribution. Maps and how-to-go-there sidebars are very helpful with articles. North American touring is much more accessible to me and therefore much more interesting than overseas touring articles. Short reports on some of your AC sponsored tours would be nice, to help in deciding on tours I might like to join next year. Adventure Cyclist gets read cover-to-cover when it comes to my house, I love it!
- No Comment

- I would like to see more focus on 1 to 3 day self-supported rides available within all the regions of the USA. There is too much focus on the Rocky Mountain area. And I would like to hear of some folk who took several day rides but found motels or bed and breakfasts to stay in instead of camping.
- This was a damn long survey
- I enjoy the variety in the magazine. Especially enjoy reading about new and interesting places to tour.
- I remember the pre-advertising days of the magazine and recently read about AC trying to get more advertising. Is increased advertising space and revenue a necessity? I ignore the ads like I ignore the internet side bar ads and any pop-ups that don't get automatically blocked.
- Please, please, please do not go "gearhead" on us. Your articles have always been unique -- ones I'd never see in Bicycling magazine. If you started to include gearhead articles, I would drop my membership in your organization.
- I believe in the concept of Adventure Cycling, but don't find the magazine particularly interesting.
- I love adventure cyclist. I would like more information on cycling vacations which my non-cycling spouse could enjoy.
- More focus/advice on average touring for the masses instead of glorified trips of the most lucky.
- While I am new to your cyclist magazine...I am a life long cyclist with experience in Korea, Germany, Qatar, and rides across several states in the USA.
- I would like to see more articles from people that do trips in the Michigan, Ohio, Kentucky and Indiana regions.
- I would love more articles on packing for and what to bring on self supported cross country touring. Mistakes people have made, trailer vs non trailer, type of bike, mnt vs road, etc.
- I offered ratings as good instead of excellent because I find many of the articles are superficial. An example is the recent feature on recumbents. The lead article was poorly illustrated and highly speculative in content. Other articles have been guilty of the same lack of depth. Overall, however, I enjoy reading the magazine, and hope for more of the same and better. Maps ... please add overview maps of routes with enough detail to allow us to plan overnight stops and beginning/end points.
- Note that my choices about the articles reflect my preferences, not really the quality of the articles, which is uniformly very good.
- To maintain & grow audience continue to focus on bicycle touring across north america
- I generally don't like to read about supported rides.
- Keep up the good work!
- I would like more articles on how to pack your panniers, doing road repairs, and quick items to cook.
- no comment
- Long time member, keep up the good work. Avoid politics, that's for other organizations.
- I hope you don't become an all add magazine Please forget about making money. Thanks
- I enjoy your magazine, and read it from cover to cover. I like article such as the guy who carries a television with him, and the article about the couch bike.
- I appreciate learning about opportunities to begin to get comfortable with self-contained bike travel, perhaps some relatively safe routes and 'game plan, check lists' for beginners.
- In travel stories, include a map, and mark all the places mentioned in the story on the map.
- I would like to see shorter stories. Sometimes the in-depth tour sagas go on too long and get tedious, so I don't finish reading them. Sometimes just the facts and good pictures are enough.
- I really like what the Bicycle Quarterly has become lately. In a limited way they are attempting to recreate the bicycle technical trials once performed in France over 90 years ago. I know it would cost but it would be great if you were to do the same for touring bikes and

gear...real world coast-down tests for tire rolling resistance; real world tests of actual loaded touring bikes and comparisons of different loading combinations and fork rakes etc. The idea is to drive forward the design of bikes and gear rather than simply reporting on how a piece of gear worked and what colors it comes in.

- I love Adventure Cycling Magazine! My wife and I read it cover-to-cover, as soon as it arrives each month, so would love to see you expand it to 12 issues per year. Keep up the great work!
- I don't own a computer( I use the public library at this time)so online only resources are of limited use to me. That will change at some point but I don't know when. I also keep all issues of all magazines & most catalogs. More technical articles on touring bikes, gearing,etc. would really interest me most. Thanks, Terry.
- I READ YOUR MAGAZINE TO KEEP IN TOUCH WITH A HOBBY I PLAN TO REVISIT WHEN WE GET TO THE EMPTY NEST STAGE OF OUR LIVES.
- I really enjoy the magazine. I "believe" the gear reviews more than in most main-stream bicycling magazines. What I would like to see is more comprehensive gear reviews done in a manner like Consumers Reports or Cooks Illustrated where many similar products are reviewed head-to-head. Maybe there could be a "best-buy" and "best regardless of price category". I'd like to be assured that you do not receive compensation for any reviews. I also like the feature in Bicycle Quarterly where the manufacturer has a chance to respond back to criticism and compliments. Thank you!
- Would be interested in stories about event rides or group tours in the U.S. Thanks.
- Your maps are great.
- looks like Koga Miyata is now also available in the US. Best fully equipped touring bikes ever. Have a look at <http://www.koga.com/us/> if you don't already know them (I don't work for them, I'm just a proud Dutchie...).
- love the mag, one of it's strengths is that it is different from all the others, but still very relevant
- I find the articles too simple, not enough depth. I keep reading to learn something in detail and usually do not. I often feel talked down to!
- I appreciate your issue on recumbents. I've toured across the US, Ireland and New Zealand on recumbents and would like you to include more articles on the wide range of different bikes/trikes all sharing the general label, 'recumbent.'
- I pretty much like your magazine the way it is.
- I would like to see more event rides offered in June and July.
- Thanks for a great magazine and resource!
- **I like AC's covers, but the font could be snazzier. Just a simple font change on the main title could give the cover a big lift. I like the REAL photos on the cover, and the fact that they are NOT highly PhotoShopped photos of models (like BICYCLING's covers...yuck!). Please DO NOT jazz up the covers with a lot of useless glitz and glamour!! AC is by far my favorite cycle magazine, although I do read others also. Keep AC simple but effective. Keep the folksy approach. Keep the photos of cyclists and scenics, and photos of those two (cyclists & scenics) together. That's what we want to see. It works! The reader wants to feel he is out there on the road, on an adventure (and you have been doing a good job of this!). Go easy on the changes 'cause we love AC the way it is already! :-)** Keep in mind that you are trying to make a good thing slightly better; don't throw the readership for a loop by making wholesale changes. Finally, keep up the good work!!! We appreciate you!
- Add to every touring story a brief listing of the equipment used. Such as type of tent, sleeping bag, stove, etc. The basics.
- Your mag is the only one with touring info. I want more about all things involved with touring.
- You are doing a fine job. Keep it up.

- Love your organization and message. Like the variety of articles and stories in your mag. Keep up the good work.
  - Your Magazine is a bench mark for other publications. Items such as full bleed to the edge pictures. Two page pictures for the intro to an article with no or little interrupting words. Your cover has minimal punches. Others would do well to follow your example. Outstanding!
  - Best vacation I ever had was San Juan Islands trip with Glenda Marker as our leader many years ago. Wish you still had that type of trip.
  - While I think there are quite a few advertisements in the magazine, I would support additional ad space sales to publish 12 issues a year.
  - I dislike favoring advertisers in your product reviews to the exclusion of other companies. That's phony.
  - Adventure Cyclist Magazine is the only magazine I read every issue cover to cover
  - Keep up the good work
  - I'd like more ride maps included, even just portions.
  - I think that sometimes you lose sight of the fact that there are a lot of beginning touring cyclists who may be looking at Adventure Cycling for guidance and all they see is the top end bikes, equipment and world travel. The younger riders cannot afford this and a lot quit. You should devote some space for the beginner and beginner type trips. When I began 33 years ago you had to learn on your own there was no place to find info. Now you are in a unique position to bring the new riders young and old into touring, but you may be scaring them away with the prices of the equipment you review. Sure show the top of the line gear, but there is servicable equipment and bikes for a lot less. Remember it is the desire to tour that makes the ride good not the cost of the gear. The best story ever for beginners was the one on 24 hour trips. I have a lot more thoughts on this but will save space and stop. Note-I took my first tour on a Wards 10 speed with 24 inch steel wheels, steel 1 piece crank and no panniers and that trip on the C&O Canal ranks as the greatest adventure I have had in cycle touring.
  - I wish you could get the April Fools edition to us before April Fools day, not weeks after.
  - If you ever have opportunity, Cycling Plus is the model bicycling magazine. You may find some good ideas from there. Adventure Cycling is excellent as well. Thanks for the survey.
  - I would dearly like to be more in personal contact with you guys and girls from Adventure Cyclist as an European I have been to your headquarter already for three times - unfortunately I have been too shy to talk more with you. I like your style and the way you deal with your topics which is very refreshing compared to similar publications in Europe. Hope you keep up your standards.
  - Overall a very good publication. Being from Canada I would like to see some more trip details about some of the excellent cycling opportunities north of the 49th.
  - I've been a life member for so long that I don't read all the articles. I'm primarily a member to support the other programs (such as route mapping and trips). One suggestion to pass on to travel article contributors: please minimize the use of place names in your story ("the first day we rode from Futztown to Wheelberg") These places mean something only to people who have been there--and most readers haven't been there. I just pass right over articles like this. That's why I enjoy the writing of Willy Weir--he mentions places he's been but there's a story line or a discovery from his travel that carries the article independent of his travelogue.
- Keep up your great work!  
Allen Hancock
- There were a lot of questions that the answer could be different depending on specifics.
  - WOULD LIKE TO SEE MEDICAL ARTICLES WRITTEN RELATED TO TOURING
  - Sorry I was unable to answer some of the questions fully as I am now on a 90 day cycle adventure
  - My husband is the advanced cyclist -- I'm a joinalong, recreational cyclist. We love your magazine, and your maps were such a wealth of information when we biked the Northern Tier in 2000. THANKS!!

Sample Answering: 290 responses