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What is the Bike Opinions Panel?

The Bike Opinions Panel is a research initiative which captures the views of people who ride bikes and enjoy cycling. Panel members are invited to complete online surveys on a wide range of topics relating to bikes and occasionally questions on other subjects. The panel is made up of riders of many different ages and biking interests.

Who runs the Bike Opinions Panel?

The Bike Opinions Panel is run by Future Publishing, a global publisher of cycling magazines and websites. You can learn more about Future Publishing by [clicking here](#).

What is the survey information used for?

Future Publishing uses the Bike Opinions Panel to obtain information on the bikes market which not only helps inform development of its own magazines and websites, but is also valued by manufacturers and retailers in the bikes industry.

Panelists answers to surveys are always analysed in grouped form i.e. as a collection of opinions, meaning no-one is ever personally identifiable in any of the results.

Whenever possible, we communicate highlights and interesting findings from the surveys back to panel members.

Why join the Bike Opinions Panel?

The Bike Opinions Panel offers a chance to give your views and participate in interesting surveys about bikes and cycling. To thank you for your participation in these surveys, we will enter you into prize draws which will be held after the closing date following each survey.

What sort of prizes will be available?

Prizes will typically be vouchers to spend at a retailer. The value of prize draws will change according to the length of the survey – longer or more involved studies will have prizes of higher value. Details of each prize draw, including closing dates, will be made available with each new survey invite.

Only signed up Panel members (aged over 16), who have replied to the surveys, will be eligible to take part in the prize draws.

How many online surveys will I get invited to?

We invite the majority of panel members to answer around three or four surveys a year. The exact number will vary depending on your riding interests. Some studies target specific types of people e.g. mountain bikers and on such occasions invites to the survey will not be sent to the entire panel.

Is there a minimum period of membership to Bike Opinions?

No. However you can unsubscribe to the panel at any time by sending an email to: surveys@futurenet.com notifying us that you no longer want to receive Bike Opinions survey invites.

How much time do I have to complete a survey?

Typically most surveys are open for around 2 weeks. This varies depending on the topic of the survey and how many responses we require. The closing date for each survey will be detailed in the invite.

We send out reminders when a survey is closing so we can ensure as many eligible Panel members have the chance to take part in each survey and prize draw as possible.

Do I have to complete the whole survey in one go?

If you get interrupted or need to do something else whilst completing a survey you can save your responses by clicking on the 'SAVE' button. When you return to the questionnaire by the link in your invite you will be able start from where you last saved.

Can I pass survey invites onto friends and family?

No. Each invite you receive will be associated with a unique survey link personal to you. You will only be able to complete the survey once and therefore can't pass the link on to others.

Can I register more than once to the Bike Opinions Panel?

No. We do not allow people to have multiple registrations and receive more than one invite to each study. We are interested in the opinions of individuals and do not wish to have people filling in the same survey for us more than once.

What do I do if I have a problem with an online survey?

If you have any difficulties completing the questionnaire, you can send a message to: surveys@futurenet.com. Please assist us in resolving any problem by providing us with the following:

- The survey name
- Your name and postcode
- A description of the problem you are experiencing

I don't seem to get many or any invites to surveys even though I signed up to the panel?

It is possible that your survey invitations may be referred to your junk mail or SPAM folder by your provider. Please check these folders and add survey@webhost.snapsurveys.com to your safe list. If you use a work email address you may need to get your IT department to register this address.

Also, some survey invites are targeted to specific types of rider or a small selection of riders from the panel, so you won't always receive invites for every study.

Why do invites come from survey@webhost.snapsurveys.com?

Snap Surveys Ltd is the software we use to create, send and analyse our surveys. This is a well known market research tool which is used by many companies to conduct surveys.

You will not be able to reply directly to invites via this email address if you have a query. Queries are to be directed to surveys@futurenet.com as outlined above.

Will my details be used for purposes other than receiving invites to surveys?

No, we take your privacy very seriously. All information collected is used strictly for market research purposes by Future Publishing and remains confidential. We carry out all surveys in accordance with the Market Research Society Code of Conduct. See <http://www.mrs.org.uk> for details.

We will not pass on your personal data to any third parties and you will not receive anything from another company without your permission.

To clarify, you will only ever receive invites to take part in research by signing up to the Bike Opinions panel.

Who can I contact if I have any additional questions about the panel?

If you have further questions about the Bike Opinions Panel please email surveys@futurenet.com who is a market research manager responsible for the day to day running of the project.



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