

Summary of results of ASGA's Sports Industry Survey, September-December 2003

Item	Retailers (91)		Non-retailers (14)		Total (105)	
	Average	Rank	Average	Rank	Average	Rank
Parallel importing	3.80	10	3.79	5	3.80	8
School sports participation trends	3.88	8	3.93	3	3.89	7
Adult participation trends	3.99	5	4.21	2	4.02	4
Counterfeit goods	3.75	11	3.57	6	3.72	11
Competition with non sports-industry product	3.54	12	3.00	12	3.47	14
Growth in sports store numbers	4.03	4	3.50	8	3.96	5
Supplier retail & factory outlets	4.58	1	2.86	13	4.35	1
Access to sporting facilities	3.47	14	3.57	6	3.49	13
Level of government funding	3.11	15	3.43	10	3.15	15
Industry data - sales, margins, trends etc	4.21	2	4.43	1	4.24	2
Occupancy issues - cost, lease terms etc	3.87	9	2.86	13	3.73	10
Staff issues - cost, flexibility, hours etc	3.95	7	2.57	15	3.76	9
Product innovation	3.97	6	3.50	8	3.90	6
Profile of sport in the community	4.07	3	3.86	4	4.04	3
Impact of changing work patterns	3.53	13	3.36	11	3.50	12
Total	3.85	-	3.50	-	3.80	-

Note: Possible responses ranged from 1 (not relevant) to 5 (extremely relevant)