

STANDUP PADDLING SURVEY 2 0 1 1

The world's first
comprehensive
demographic survey by

SUP
M A G A Z I N E

STANDUP PADDLING SURVEY

SUPtheMag.com data collected June 1-June 23, 2011

SUP

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At SUP magazine, we're 100% dedicated to building and growing this new sport. **In June of 2011, we conducted the most comprehensive standup paddling survey ever in order to capture key demographic information that, until now, has gone undocumented.** 937 paddlers filled out the survey. We wondered: Who are these new athletes? What motivates them? Where do they live and paddle? Now that we have this information, we want to share it with you — the standup industry.

Here you go: The most statistically viable view of the standup athlete ever shown. There is a lot of information here to be excited about.

937 RESPONSES

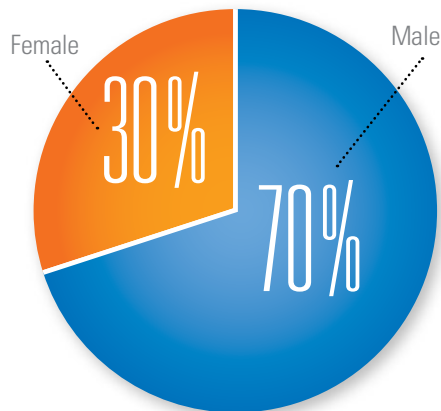
Total number of responses: 937

MEDIAN AGE 37

What's your Age?

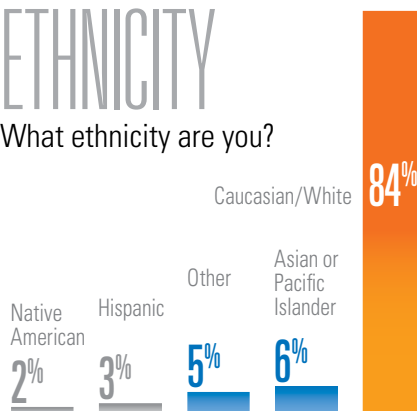
GENDER

What's your gender?



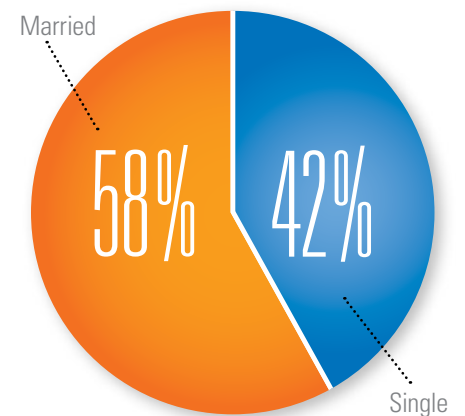
ETHNICITY

What ethnicity are you?



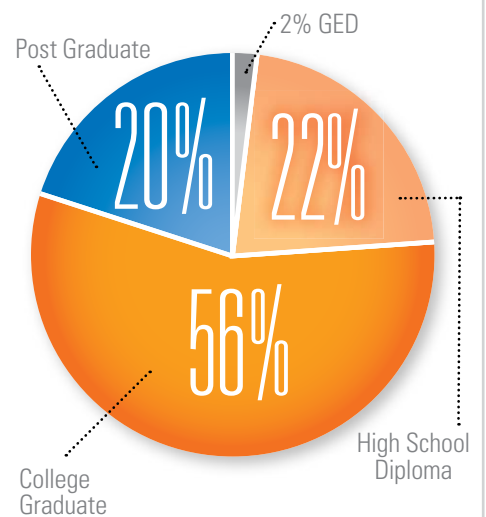
MARITAL STATUS

Marital Status?



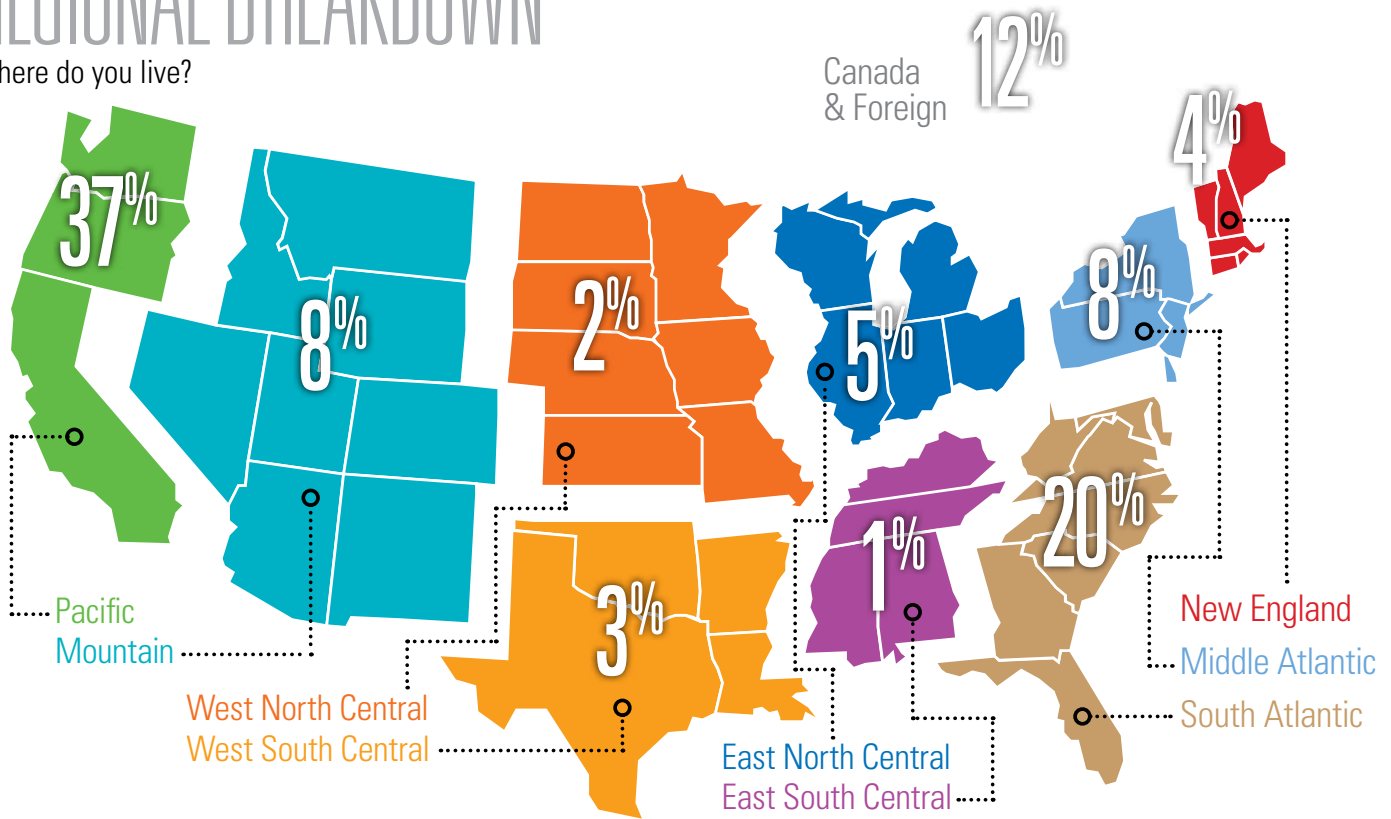
EDUCATION

What is your highest level of education attained?



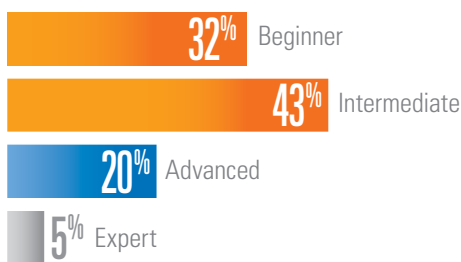
REGIONAL BREAKDOWN

Where do you live?



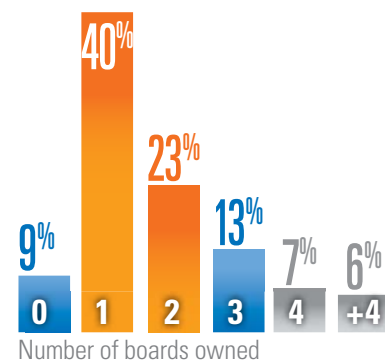
TYPE OF PADDLER

What type of paddler are you?



BOARDS OWNED

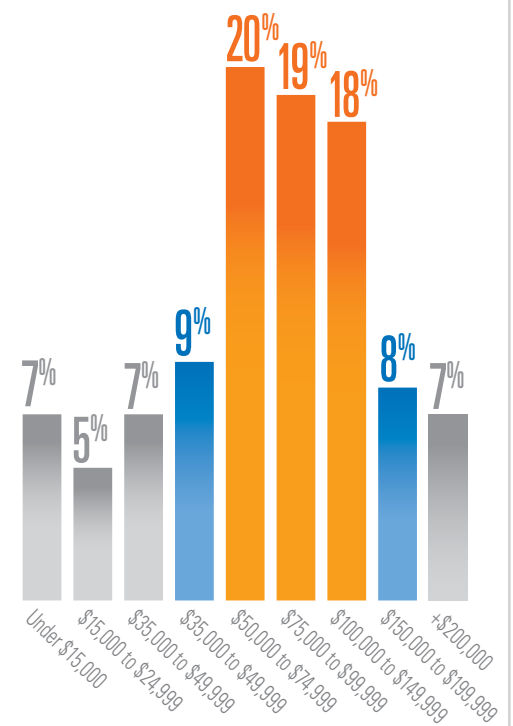
How many standup boards do you own?



YEARLY INCOME

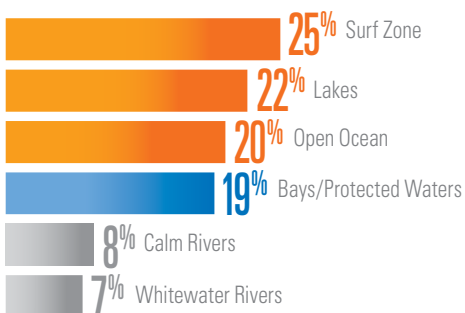
Which one of the following ranges includes your total yearly household income before taxes?

(Include all members of household)



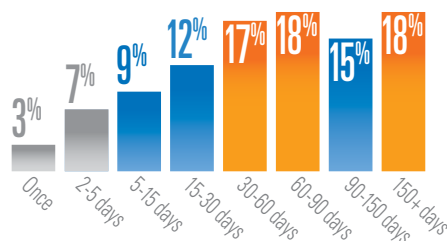
WATER PADDLED

What type water do you like to paddle the most?



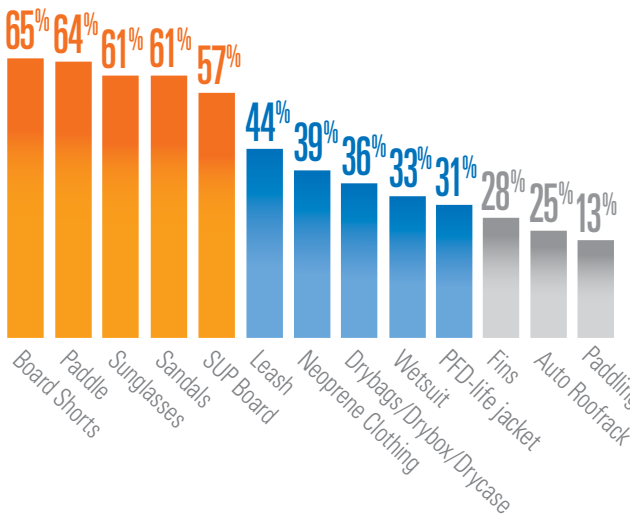
DAYS PADDLED

How many days do you paddle per year?



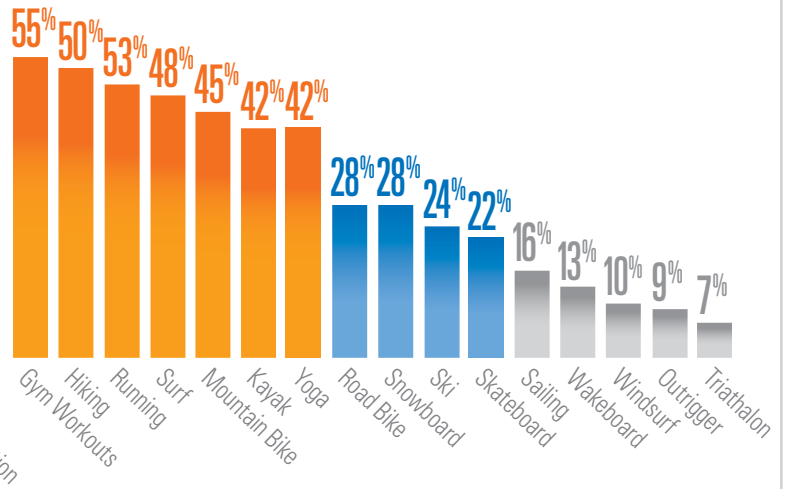
ITEMS PURCHASED

Which of the following have you purchased in the past year?
(Multiple answers)



OTHER SPORTS?

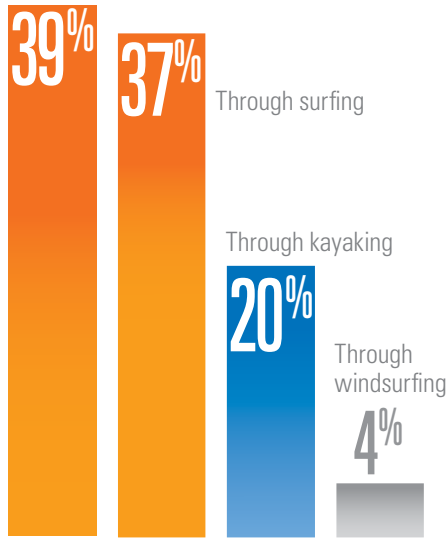
What other sports do you participate in?
(Multiple answers)



SUP DISCOVERY

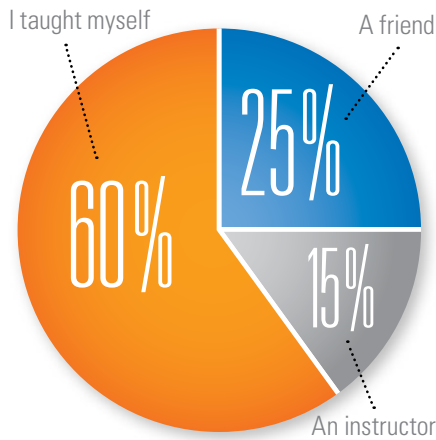
How did you discover standup paddling?

Found on my own, separate from other watersports



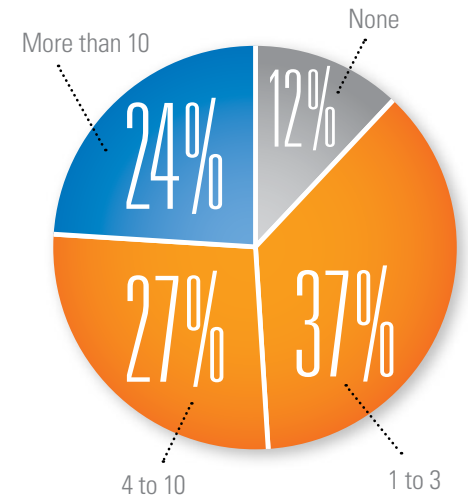
WHO TAUGHT YOU?

Who taught you to standup paddle?



HAVE SUP FRIENDS?

How many of your friends standup paddle?



SURVEY SUMMARY

Many of the answers were what we had guessed. The average paddler is in his 30's, affluent, white, highly educated and fitness-oriented. They are active at the specialty store cash register too. Some of the answers surprised us. Over half paddle more than once per week, own more than one board, and have more than 4 friends to paddle with. In short, those who have adopted standup are jumping in with both feet. It's a sport inspiring an unprecedented enthusiasm. See you on the water.

