



SAMPLE PAGES



2009 Skateboarding Shoe Report

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Consumer Research





INTRODUCTION

METHODOLOGY

The skateboarders were polled online via websites associated with the action sports industry. As an incentive to complete the study, participants were entered into a drawing for \$200 in cash or a new skateboard. The brand of the prize was not revealed until the winner was announced (after the study).

The Skateboarding Report 2009 was conducted during summer of 2009—surveys were collected during the period of June/July 2009. A total of 1,170 skateboarders participated in the survey. Their ages ranged from 8 years to 60+ years old. More details regarding the demographics of the 2009 skateboarder can be found in Section 1, The Skateboarder.

Some of the questions addressed to these participants touch on past behaviors and others asked them to describe their current opinions.

DATA ANALYSIS

Descriptive analytics were used for the information provided in this report. For the purposes of the analysis we cross-tabulate each one of the questions asked in the 2009 survey with three variables: gender, age and frequency of participation. We compared means and percentages and reported the significant differences of the cross-tabulated variables. For the mean comparison we applied t-tests and for the comparison of percentages we applied z-tests. All the results were based on two-sided tests with significance level 0.05. In other words, there is a 95% confidence that the reported differences between males vs. females, each pair of age groups and frequent vs. infrequent participants are actual and not due to chance.



Section I: The Skateboarder

- Demographics (state and country of origin, gender and age).
- Frequency of participation and years of skateboarding experience.
- Types of skateboarding.

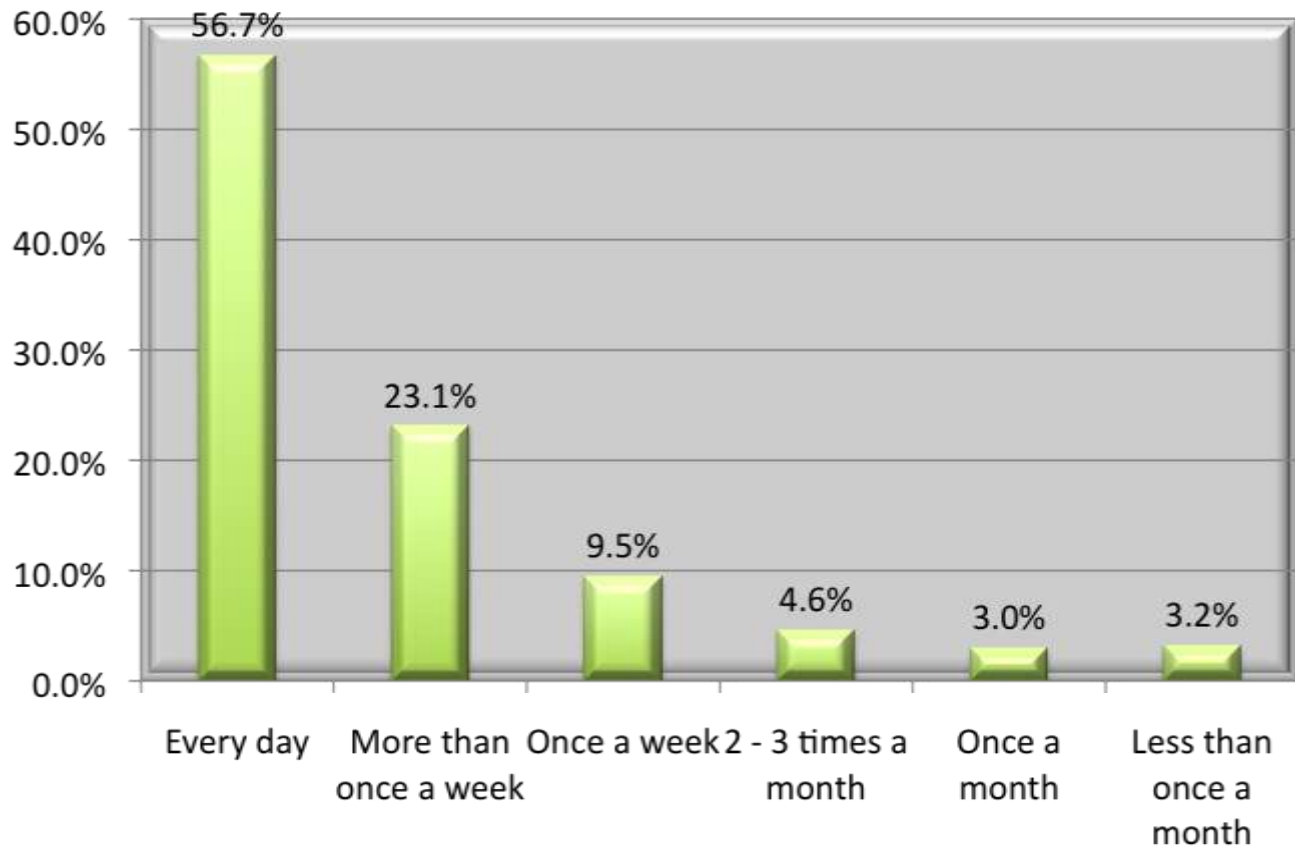


Frequency Of Participation



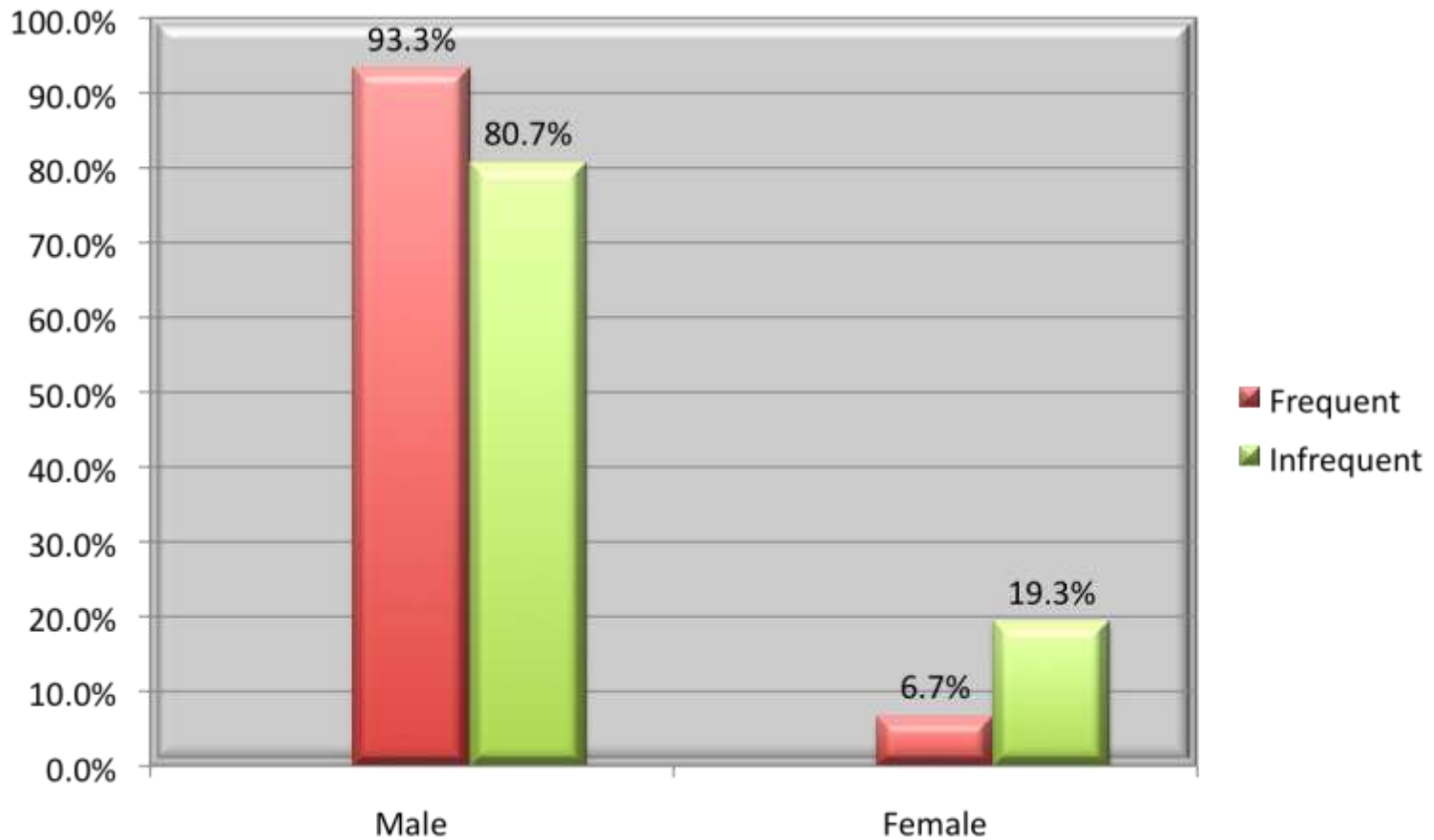
FREQUENCY OF PARTICIPATION

- Most of the respondents in this study skateboard every day.
- There is a slight decrease in those who skateboard everyday since last year (60.9%), as well as a small increase among those who skateboard once a month or less (1.9% in 2008 vs. 6.2% this year).



FREQUENCY OF PARTICIPATION-GENDER

- As might be anticipated males are more likely to be frequent skateboarders than females. 93.3% of the frequent participants are males.



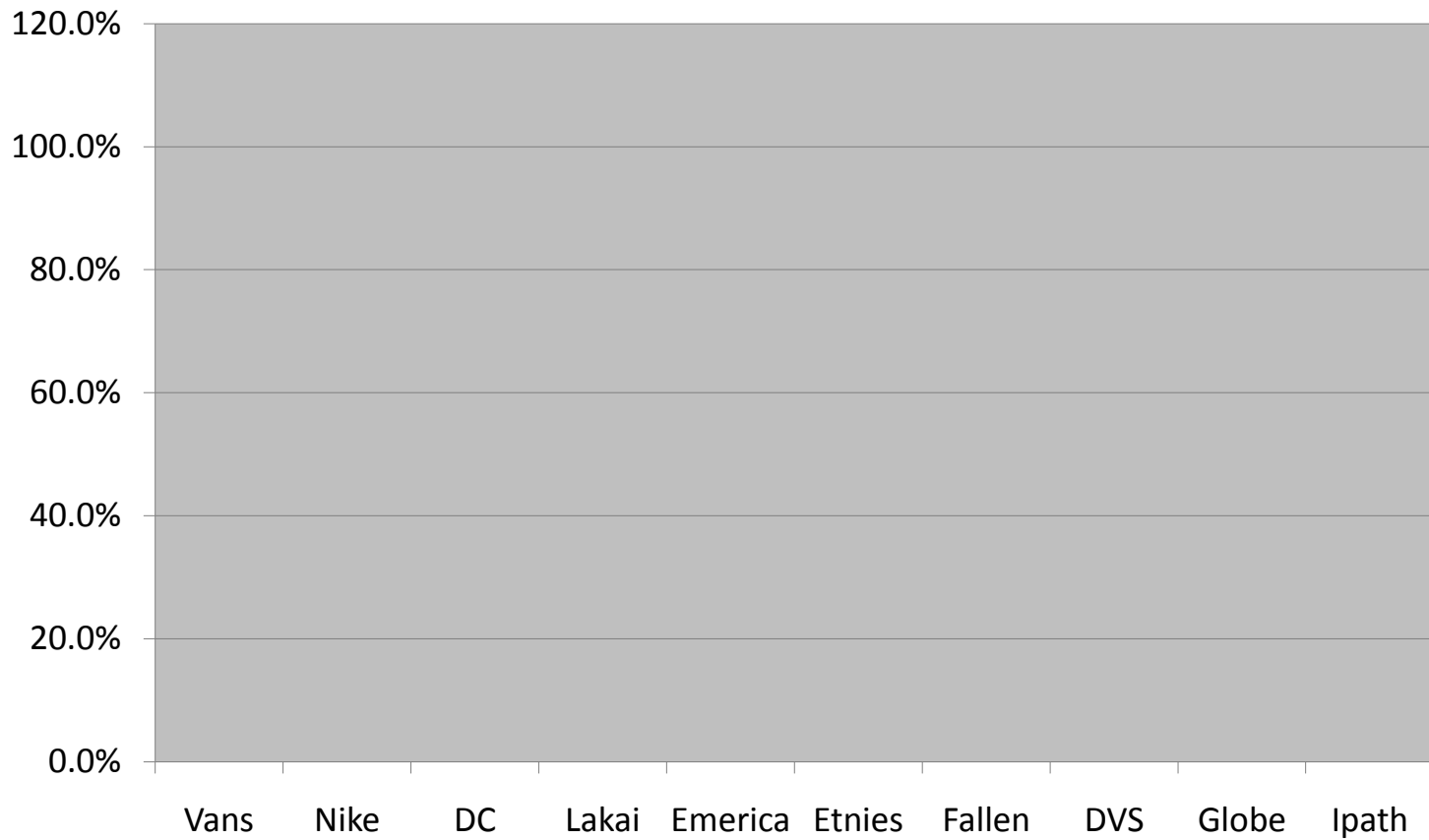
Section II: Skate Shoes

- Top Brands
- Average Units Purchased Per Year
- Average Amount Spent
- Purchase Locations



FAVORITE SKATE SHOES BRANDS

- XXX



FAVORITE SKATE SHOES BRANDS/CROSS-TABS

- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

	Male	Female	8 to 13 (A)	14 to 19 (B)	20 to 25 (C)	26 to 32 (D)	33+ (E)	Frequent	Infrequent
			17.6%	20.9%	30.1%	27.8%	48.4%** (A)(B) (C)(D)		
	12.0%	21.7%**							
				11.0%** (E)	13.6%** (E)		3.2%		
	5.8%	16.9%**							
								5.0%	11.1%**

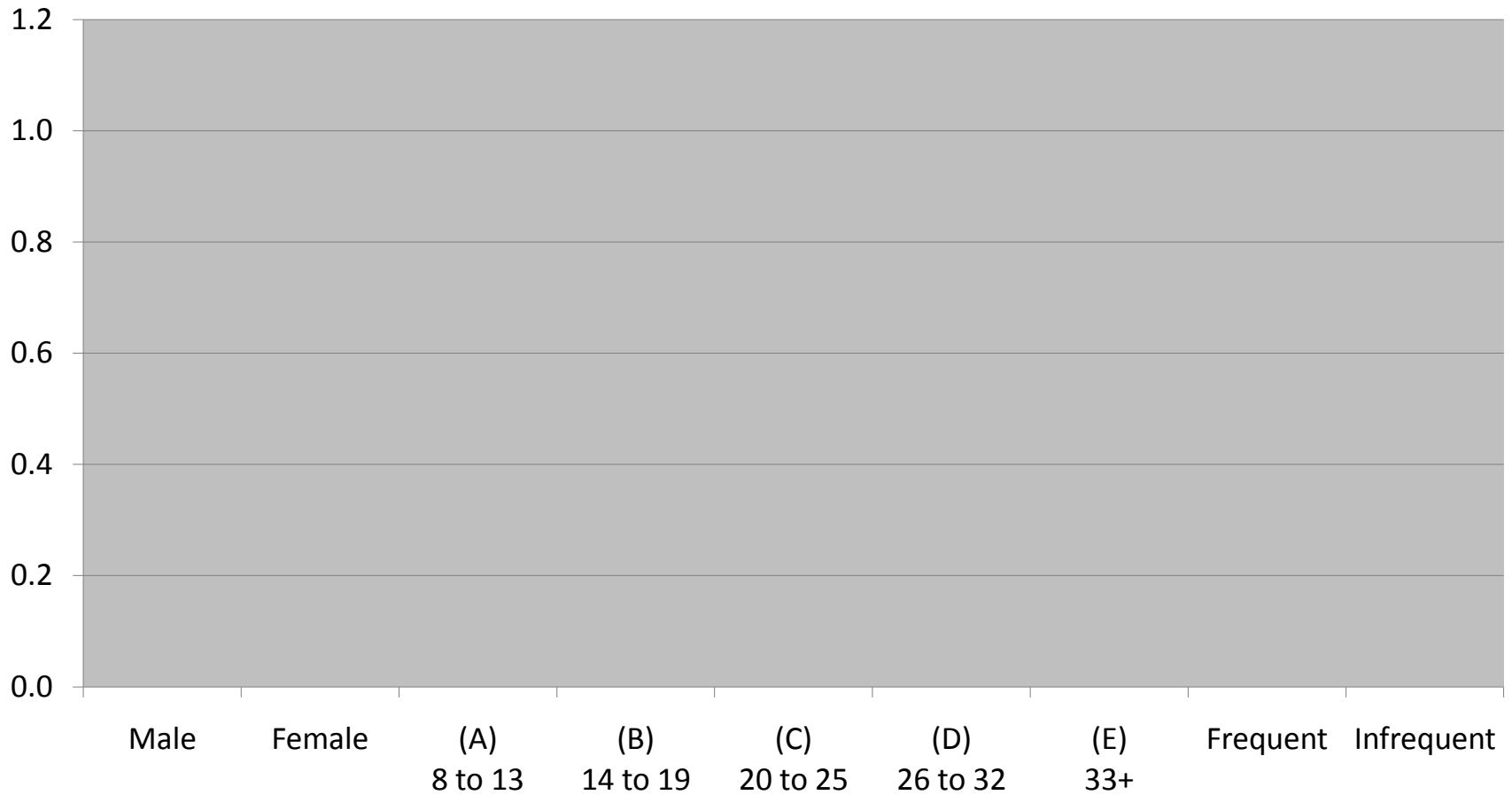




SKATE SHOES: AVERAGE UNITS (PAIRS) PURCHASED

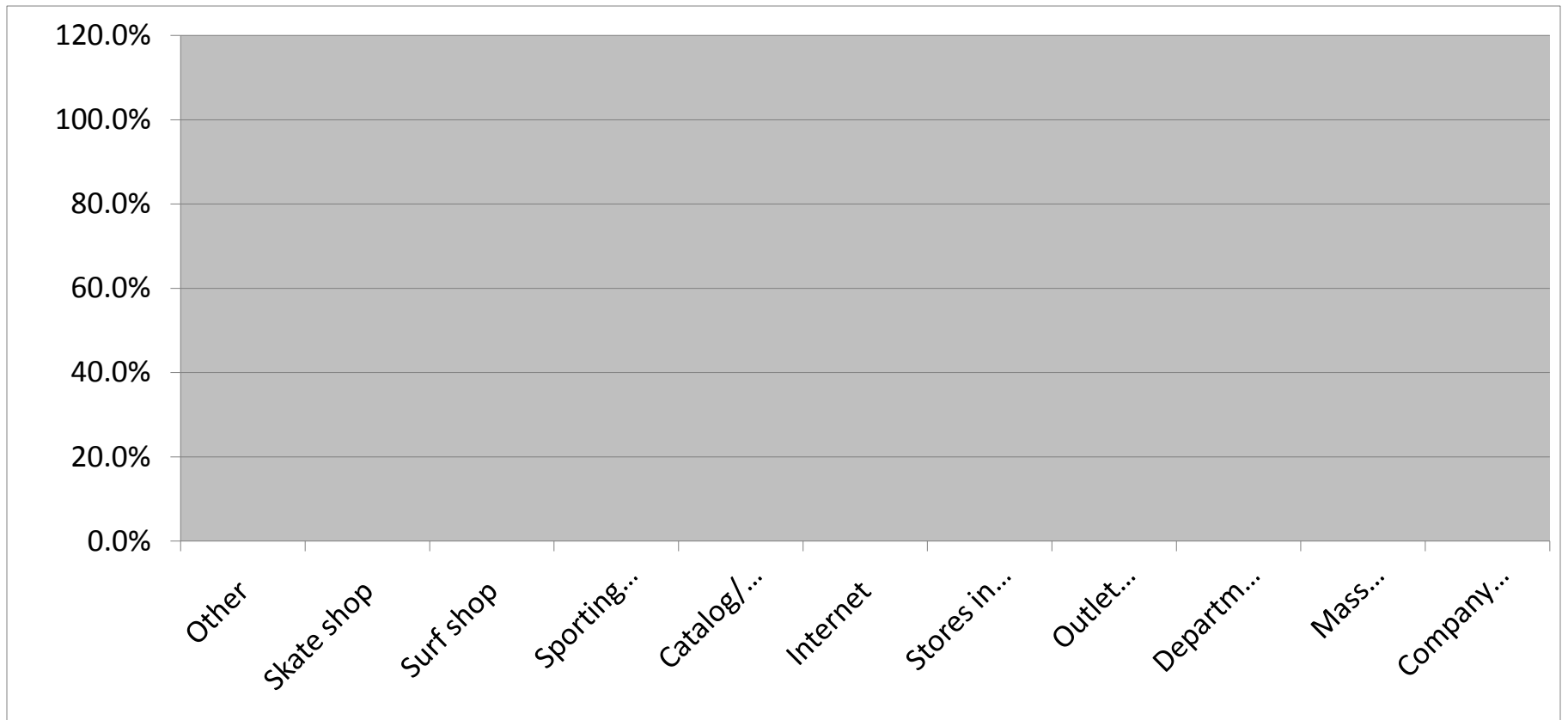


- XX



LOCATION OF SOFTGOODS PURCHASE

- XX
- XX



Section III.
Q3 2009 Retail Research



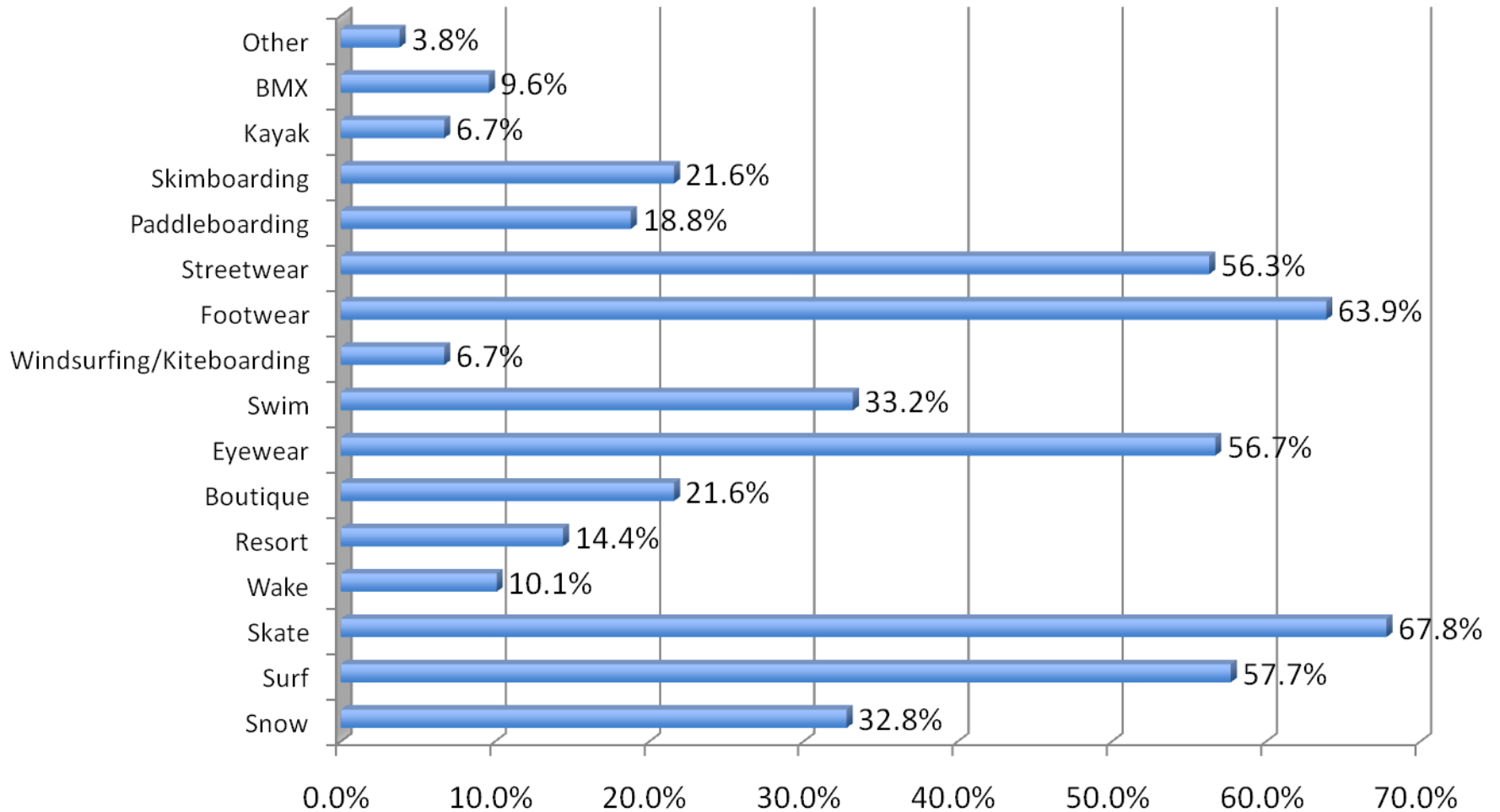


OVERVIEW

- An e-mail inviting specialty retailers in the action sports industry to participate in this new cooperative research study being conducted by Board-Trac and the Board Retailers Association (BRA) was initially sent on October 19, 2009.
 - The results analysis includes answers from all respondents who took the Q3 2009 survey in the 30 day period from Monday, October 19, 2009 to Saturday, November 14, 2009. 208 completed responses were received to the survey during this time.
 - The purpose of this research is to provide retailers and manufacturers with a better understanding of the current state of the retail market within action sports.
- Details within the report include: sales and margin trends/comparisons, sales drivers, 2009 business outlook, top selling skateboard, surfboard and snowboard equipment, as well as, shoes, sandals, sunglasses, watches, clothing brands and much more.



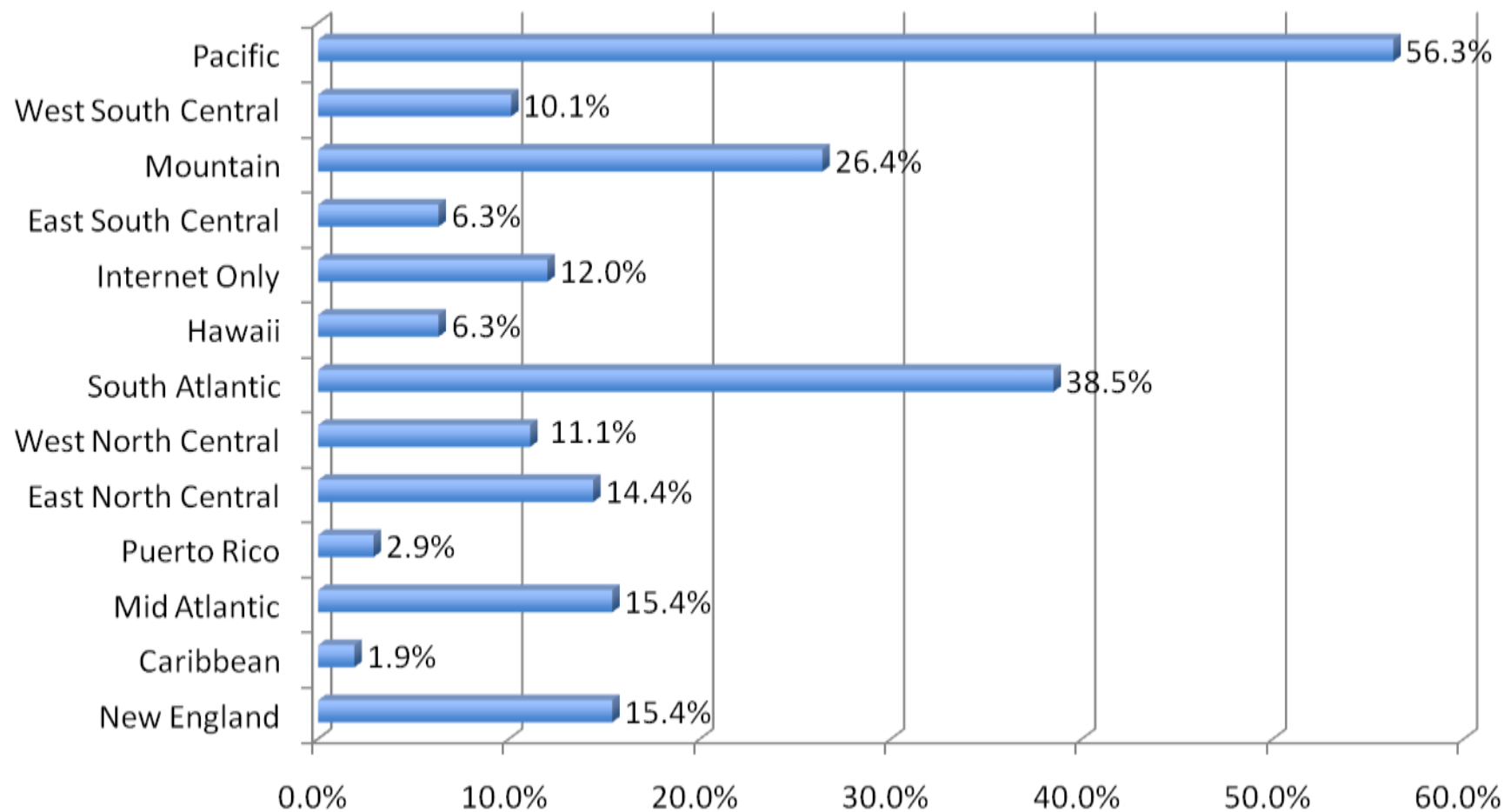
WHICH OF THE FOLLOWING CATEGORIES REPRESENT THE PRODUCT SEGMENTS IN YOUR SHOP?



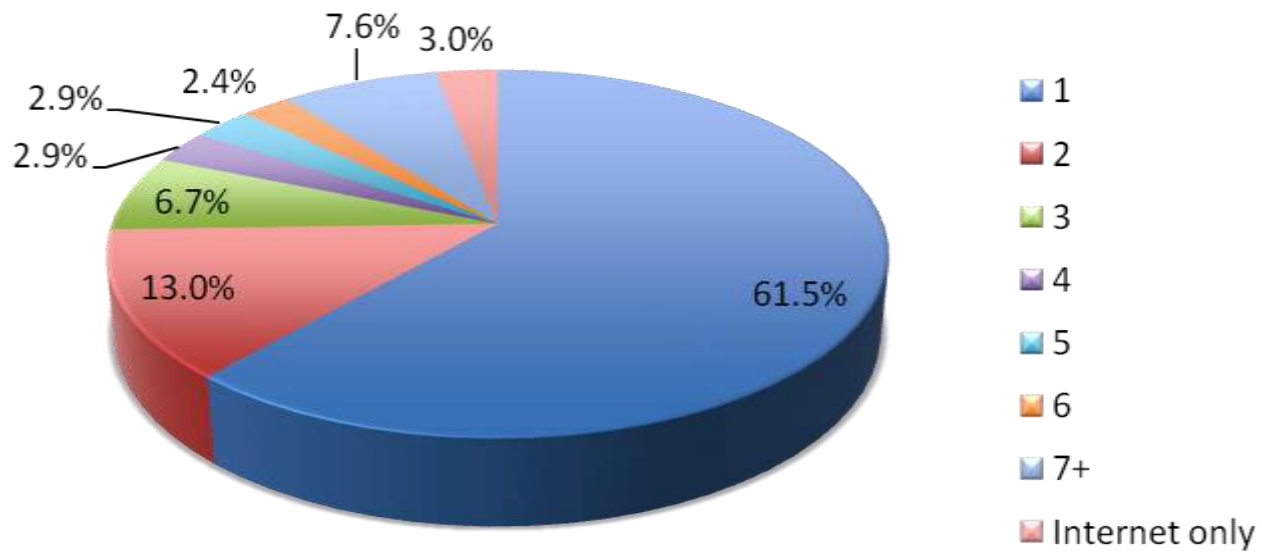
Multiple response question



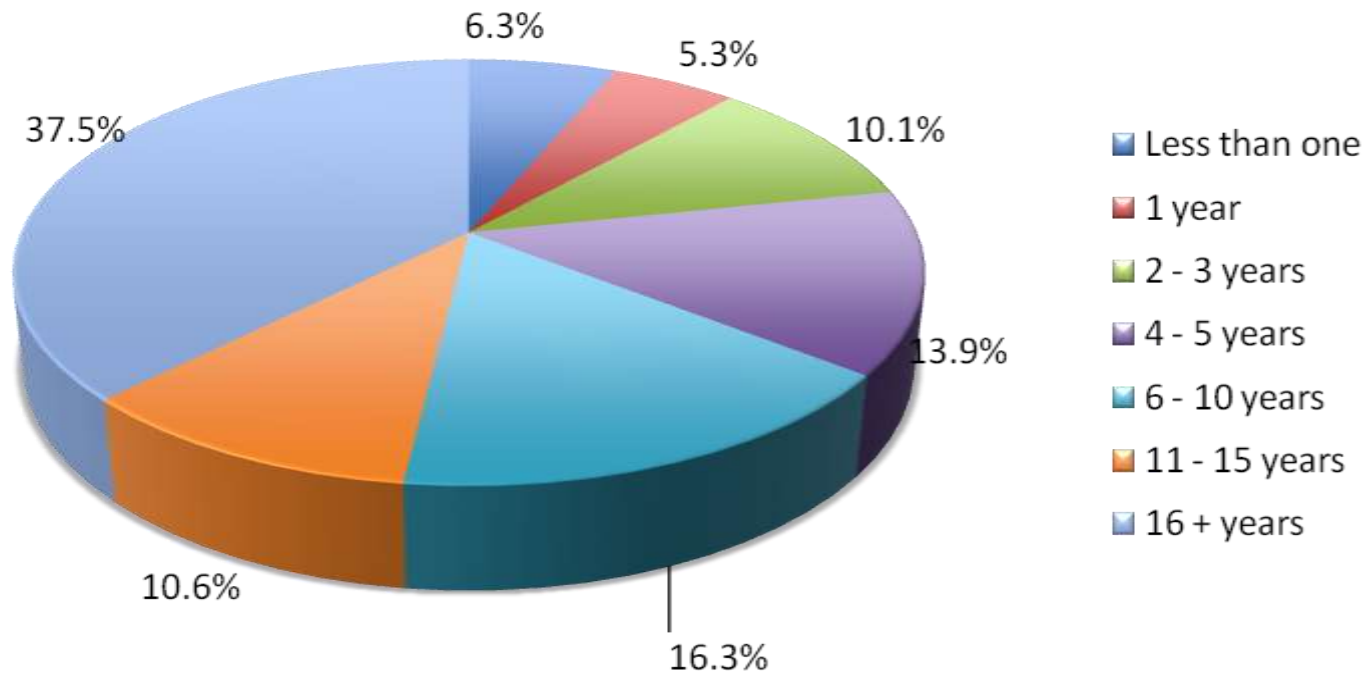
WHICH OF THE FOLLOWING BEST DESCRIBES THE MARKETS YOU SERVE WITH YOUR RETAIL SHOPS?



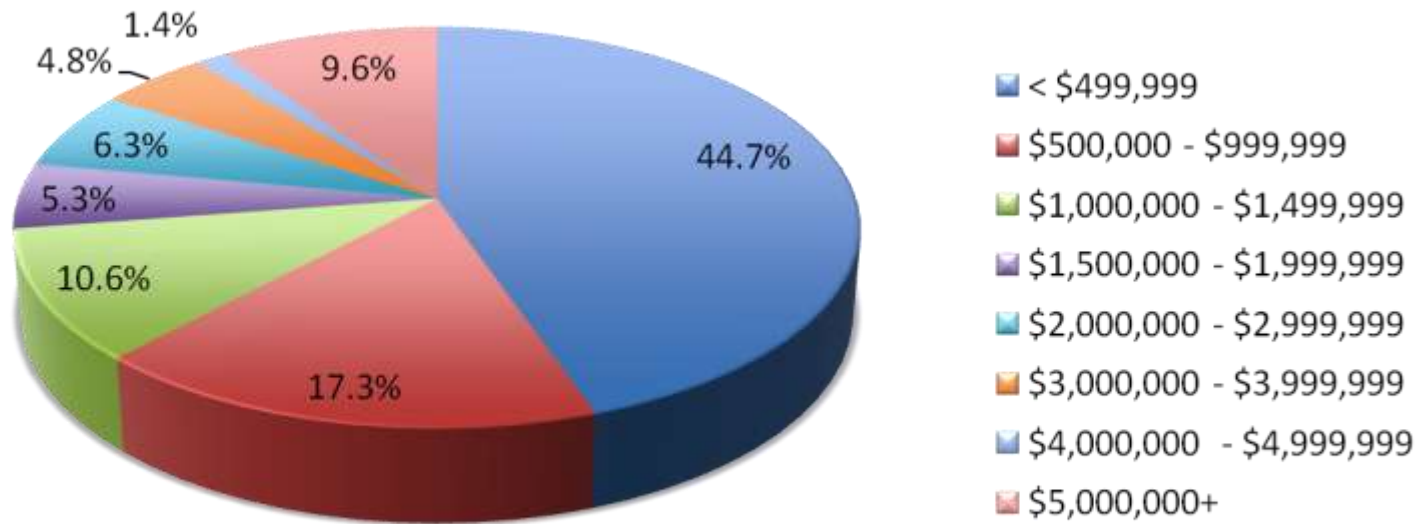
SELECT THE NUMBER OF STORE LOCATIONS THAT YOU REPRESENT



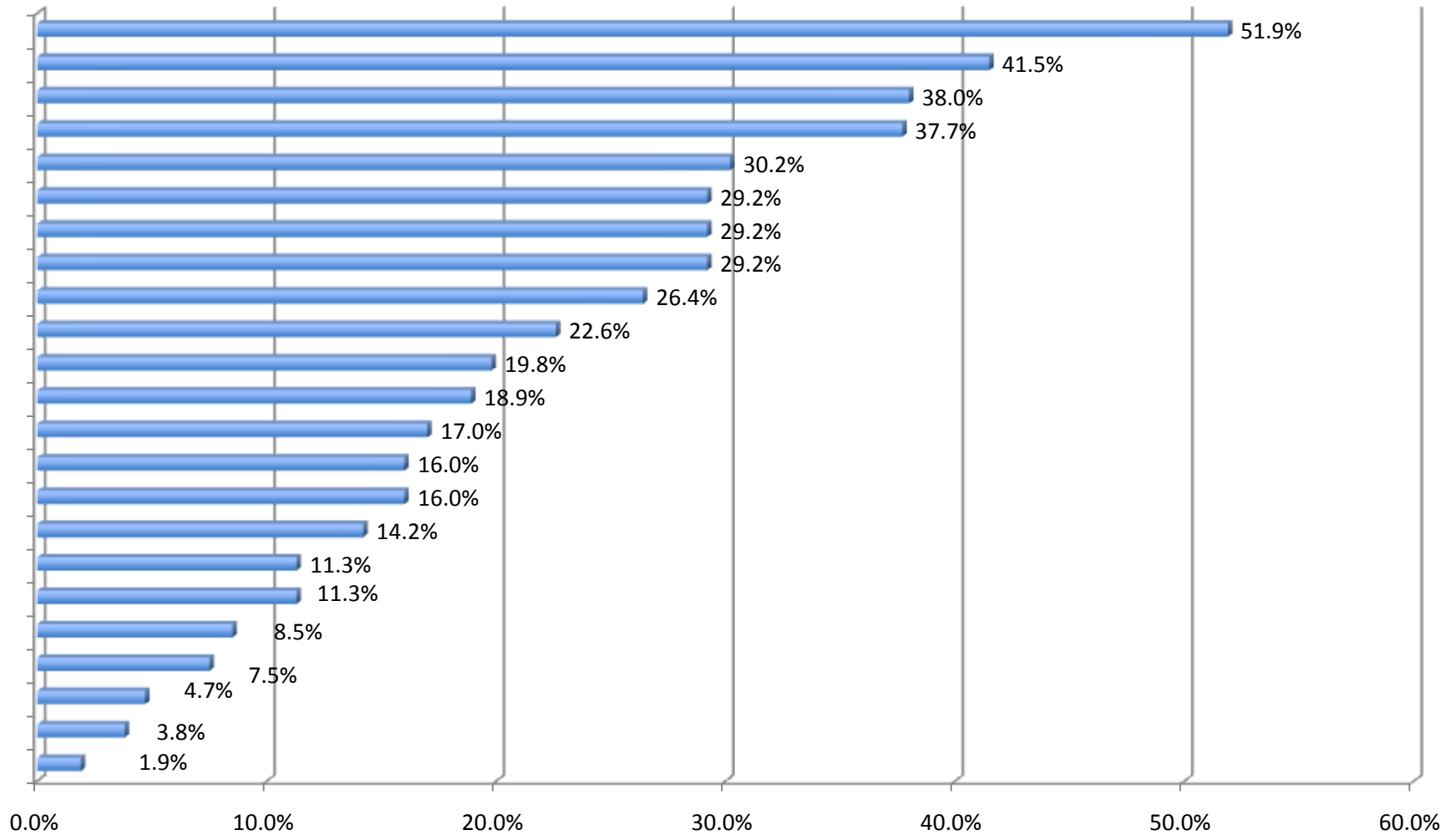
HOW MANY YEARS HAVE YOU BEEN IN BUSINESS?



WHAT IS YOUR ANNUAL AVERAGE SALES VOLUME PER STORE?



TOP SELLING SHOE BRANDS



Among those who sell skate shoes



HOW MANY DIFFERENT BRANDS DO YOU CARRY?


	Mean # of Brands carried
Shoes	x



Section IV.

Size of Market





SKATEBOARD PARTICIPATION

(000)

6+ years of age that skateboarded once or more within year
2009 is based on the number of participants as of 12/31/08





2009	Retail Sales Among Active Participants*	Units	Average Price
Skate Shoes	\$	#	\$

2009	Retail Sales Among Passive Participants**	Units	Average Price
Skate Shoes	\$	#	\$

*Based on self-reported survey data, ages 6+ among active participants – skateboarded at least once a week

**Based on self-reported survey data, ages 6+ among active participants – skateboarded less often than once a week



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- Board-Trac, Inc. retains all title and interest to the data and reports associated with the agreement.

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