



SAMPLE PAGES



# 2009 Surfboard Report August 2009

# Table of Contents

---

|                                  |    |
|----------------------------------|----|
| <b>Introduction</b>              | 3  |
| Methodology                      | 3  |
| <b>The Surfer - Demographics</b> | 4  |
| <b>Surfboards</b>                | 18 |
| Brands                           |    |
| Influence                        |    |
| Distribution                     |    |
| Frequency of purchase            |    |
| Pricing                          |    |
| <b>Q3 2009 Specialty Retail</b>  | 31 |
| <b>Surf Size of Market</b>       | 46 |
| Participation                    | 46 |
| \$/Units                         | 48 |
| <b>Terms</b>                     | 49 |

# Introduction

## **METHODOLOGY**

The Surfing 2009 study was conducted during summer of 2009—surveys were collected during the period of June/ July 2009. A total of 732 surfers participated in the survey. Their ages ranged from 12 years to 60+ years old. More details regarding the demographics of the 2009 surfer can be found in Section 1, The Surfer.

Questions addressed on past and present behaviors, as well as current opinions.

The surfers 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 surfboard. The brand of the prize was not revealed.

## **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.



# The Surfer

- Demographics (state of origin, gender and age).
- Frequency of participation and years of surfing experience.
- Types of surfing (shortboarder and longboarder).

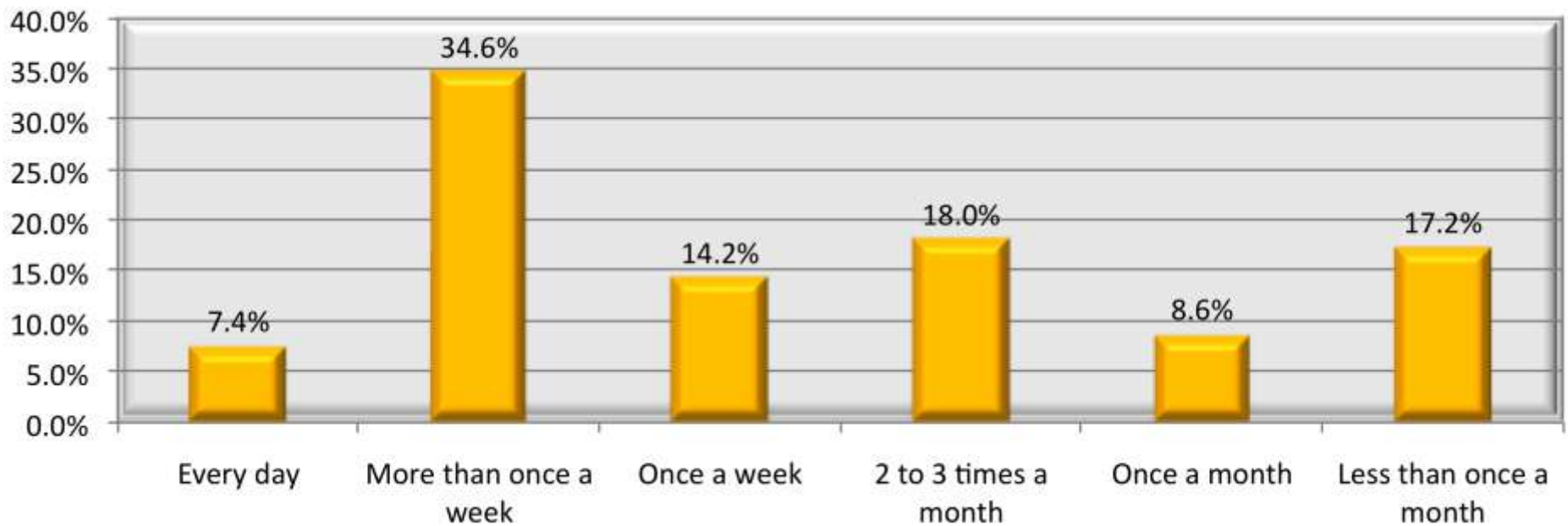


# *Frequency Of Participation*



# Frequency of Participation

- More than half of the participants (56.2%) of the 2009 study are frequent surfers (at least once a week).
- This pattern is consistent for the past three years in the Board-Trac studies.

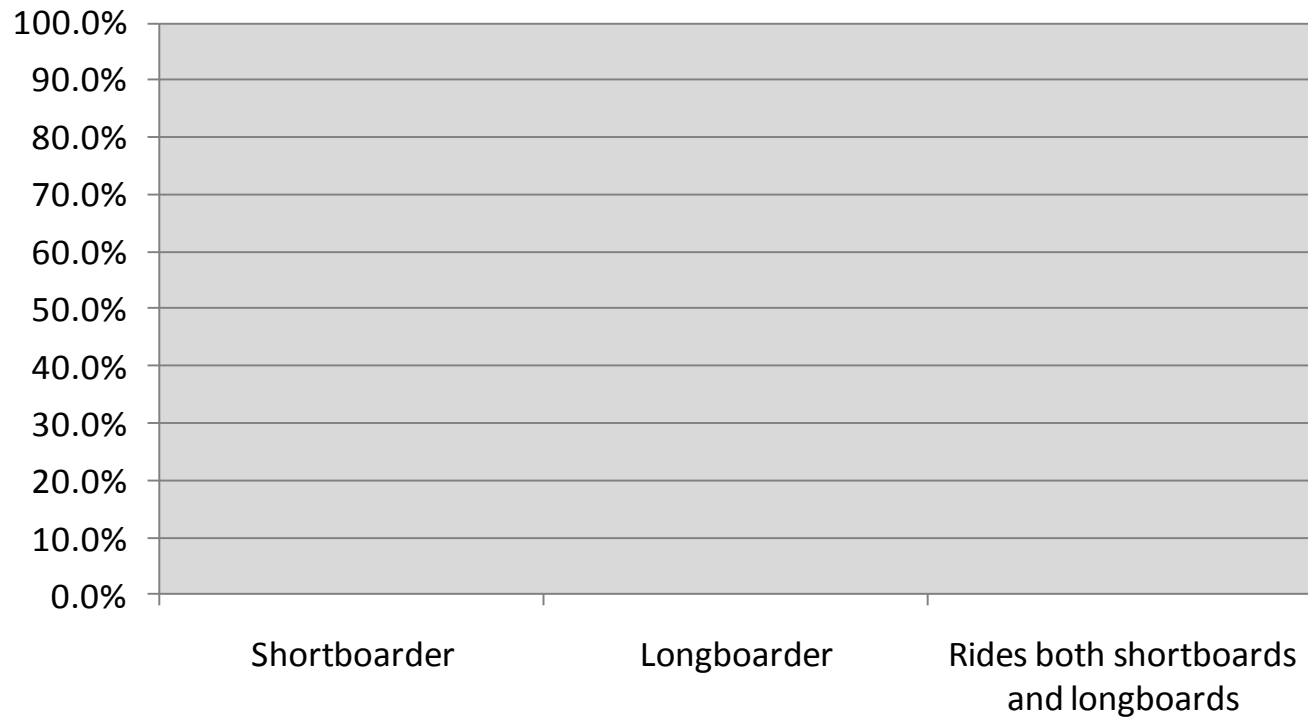


# *Types Of Surfing*



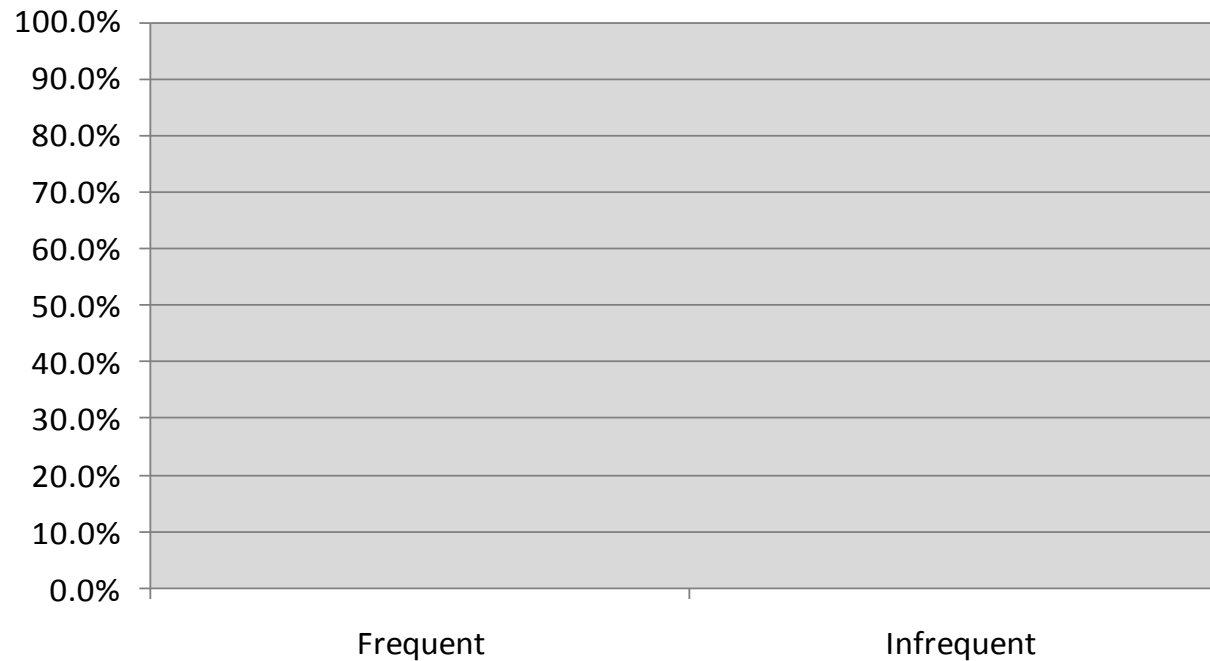
# Types Of Surfing

- x% of the participants of the 2009 study reported that they ride only shortboards.
- x% reported that they ride only longboards.
- X % reported that they ride both and shortboards and longboards.



# Shortboarder

- The average age of the 2009 shortboarder is x years old.
- Most of the shortboarders in the study are xxx participants



# *Surfboards*

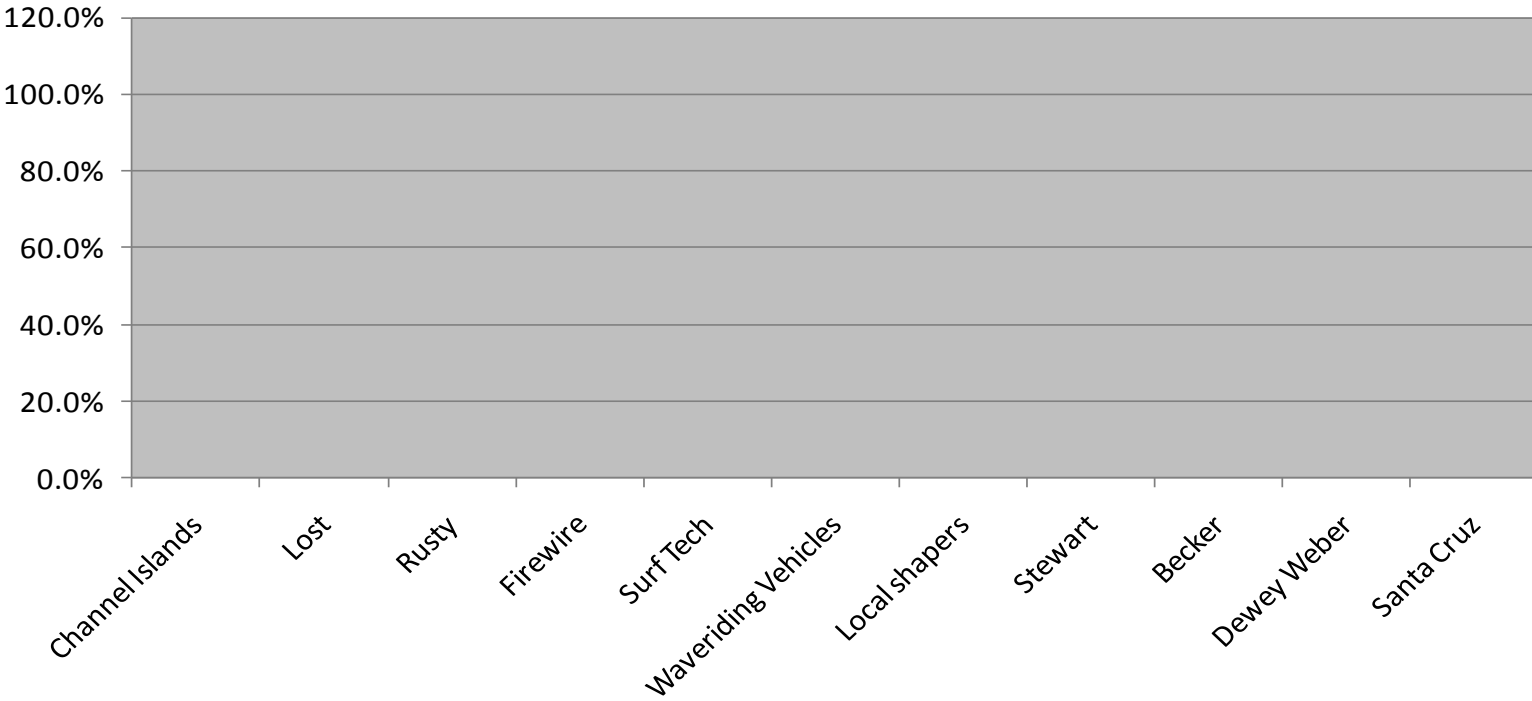
## *(Shortboards and Longboards)*

- Top Surfboard Brands
- Influences
- Location Of Purchase
- Frequency Of Purchase
- Average Units Purchased Per Year
- Average Amount Spent



# Favorite Surfboard Brands

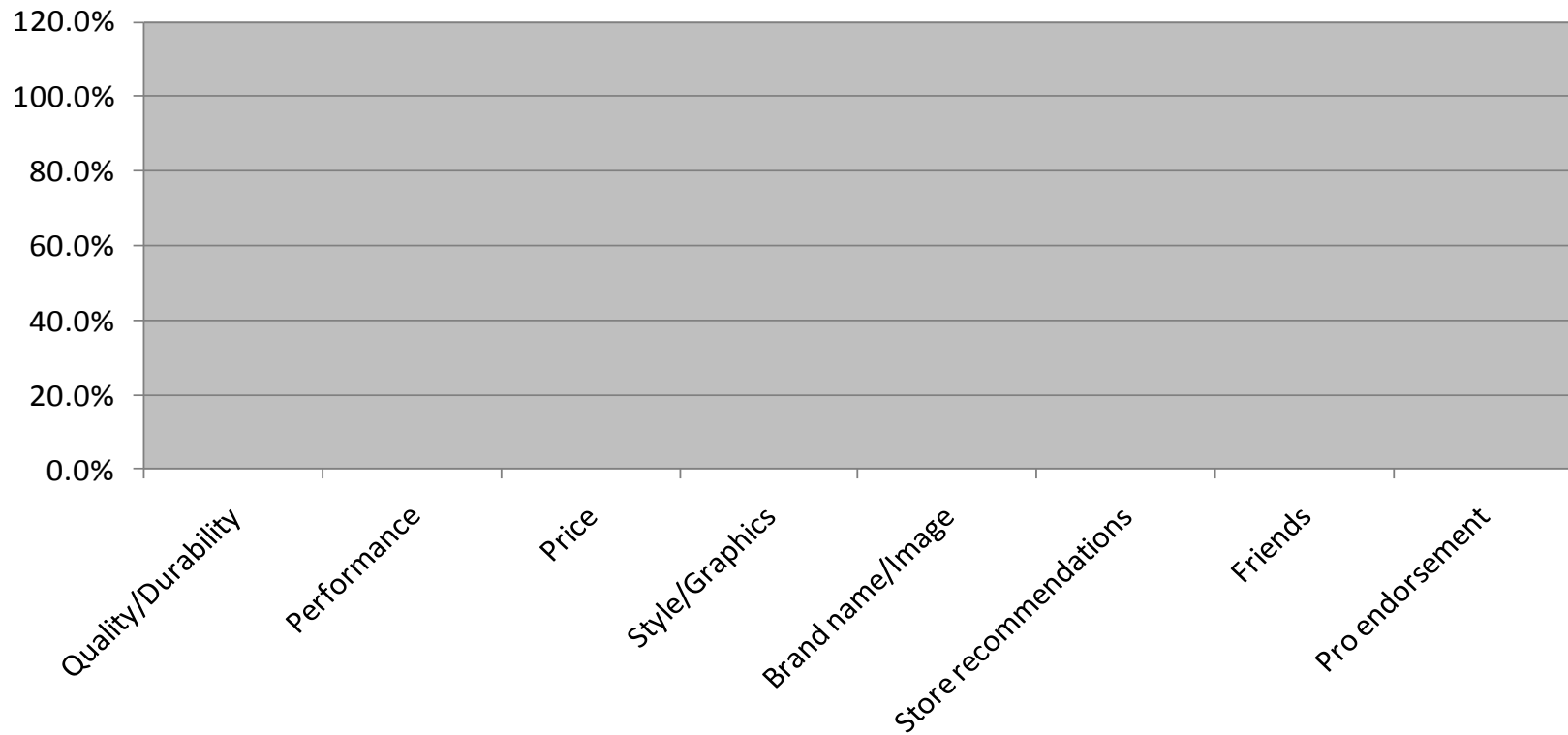
- XXXXXXXXXXXXXXXXXX



# Surfboards/Influences

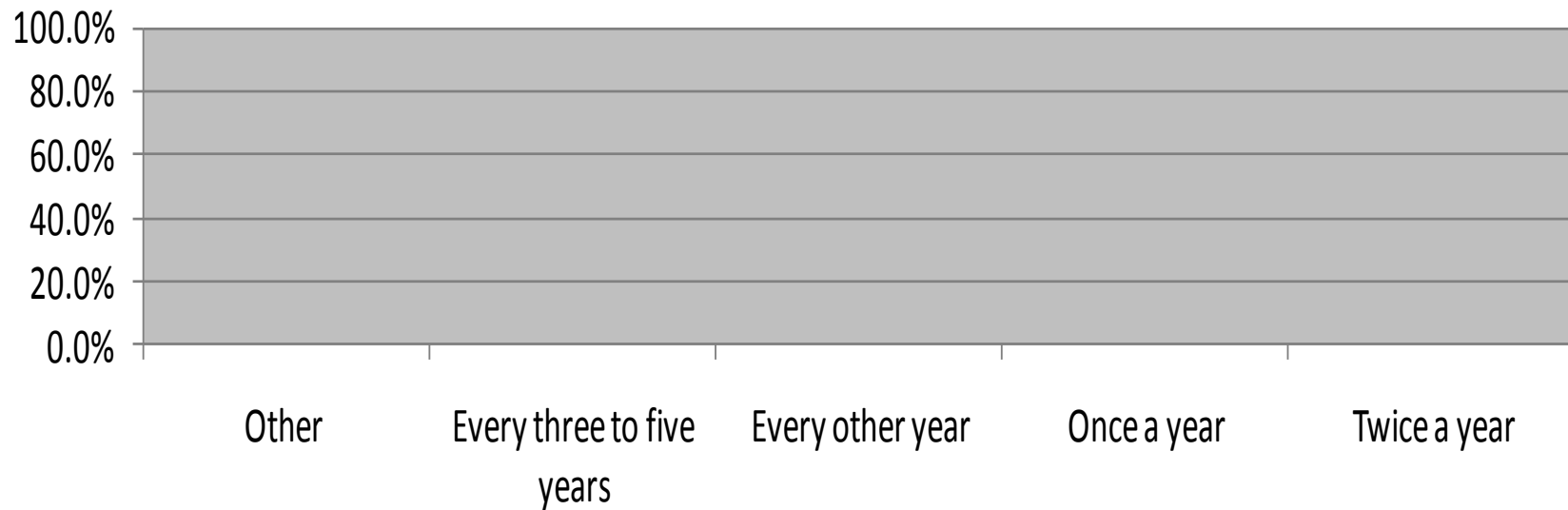
## Multiple Response Question

- The number one factor that surfers value in selecting a surfboard brand is xxxxxxxxxxxxxxxx



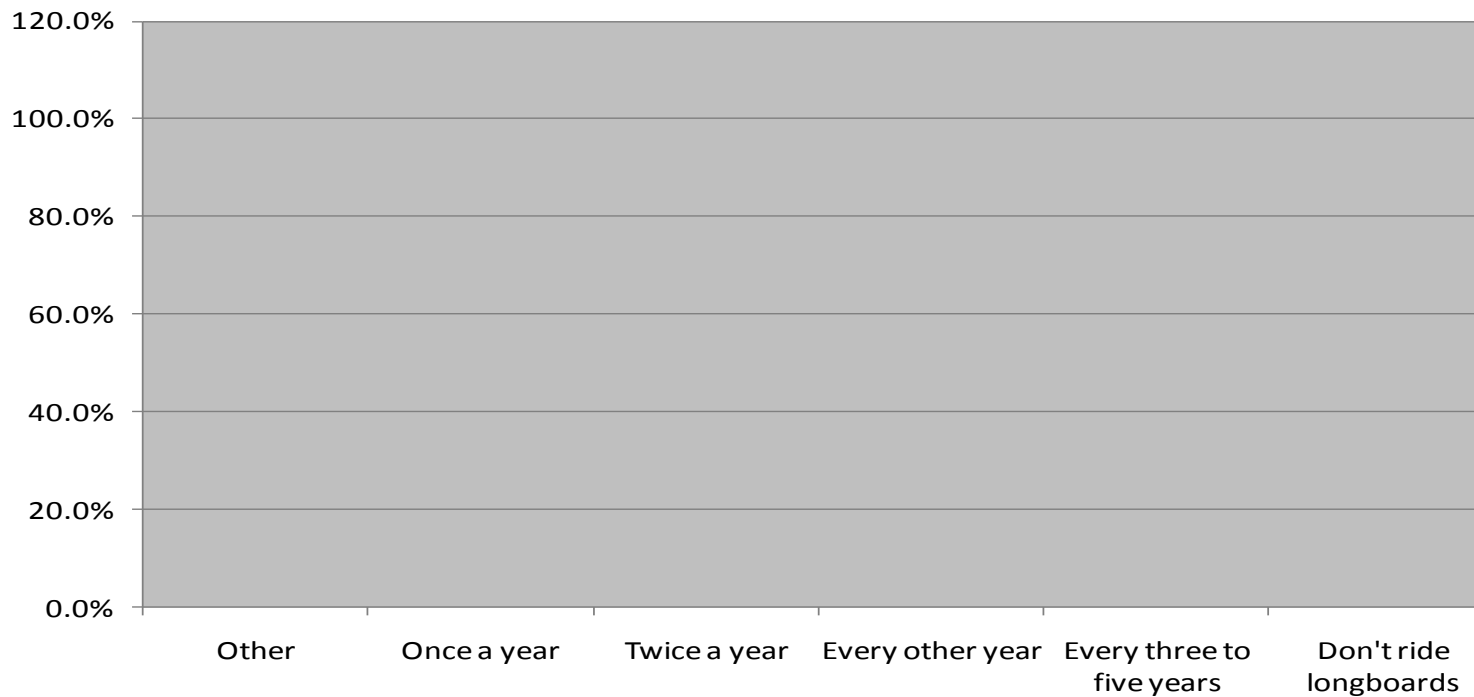
# Shortboards, Frequency Of Purchase

- X% of the respondents buy a board every three to five years, while X% purchase once a year.



# Longboards, Frequency Of Purchase

- Most of the respondents reported that they buy longboards every XXXXXXXX.
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX



*Q3 2009*  
*Retail Research*

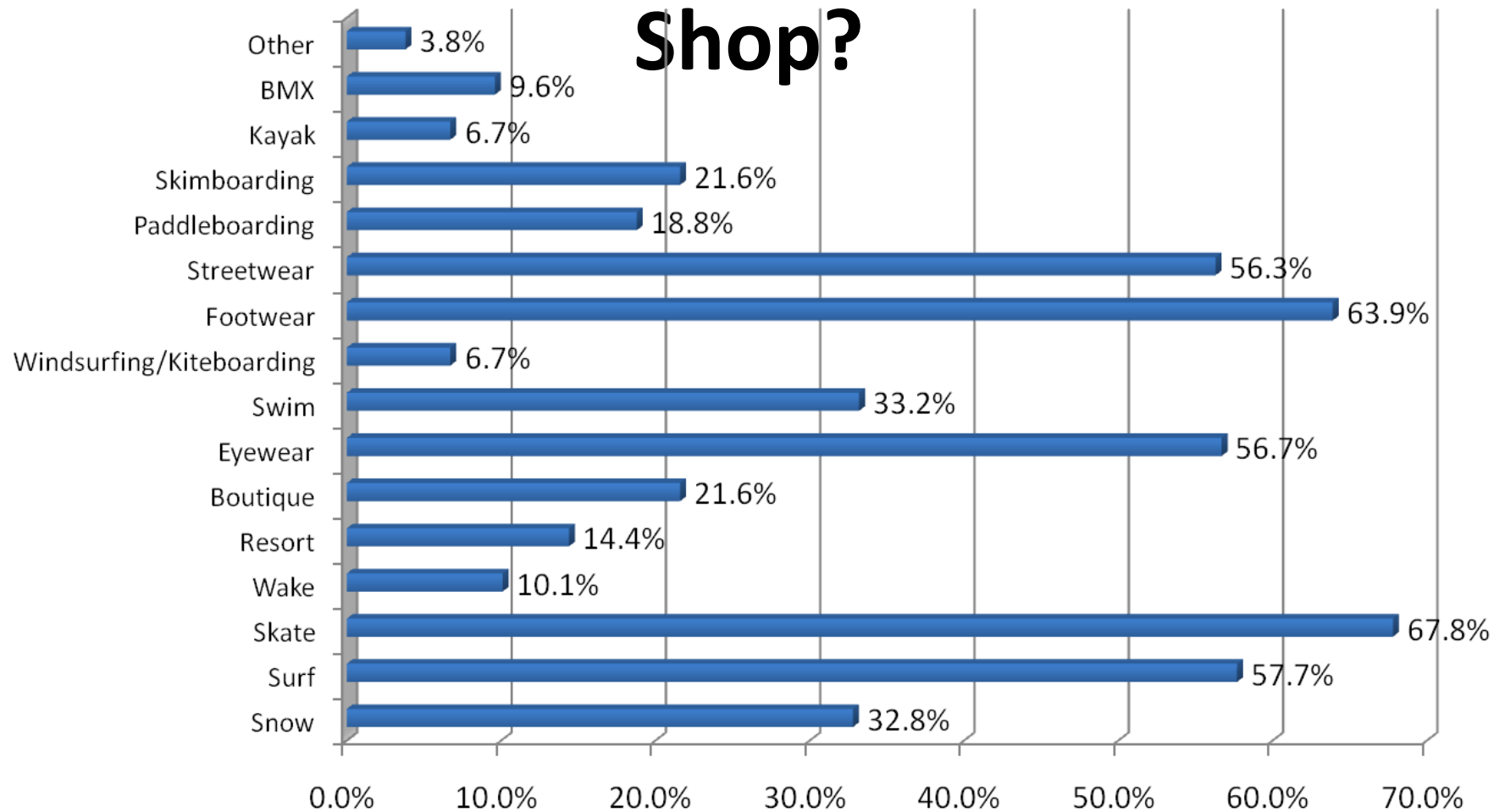


# Overview

- 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.



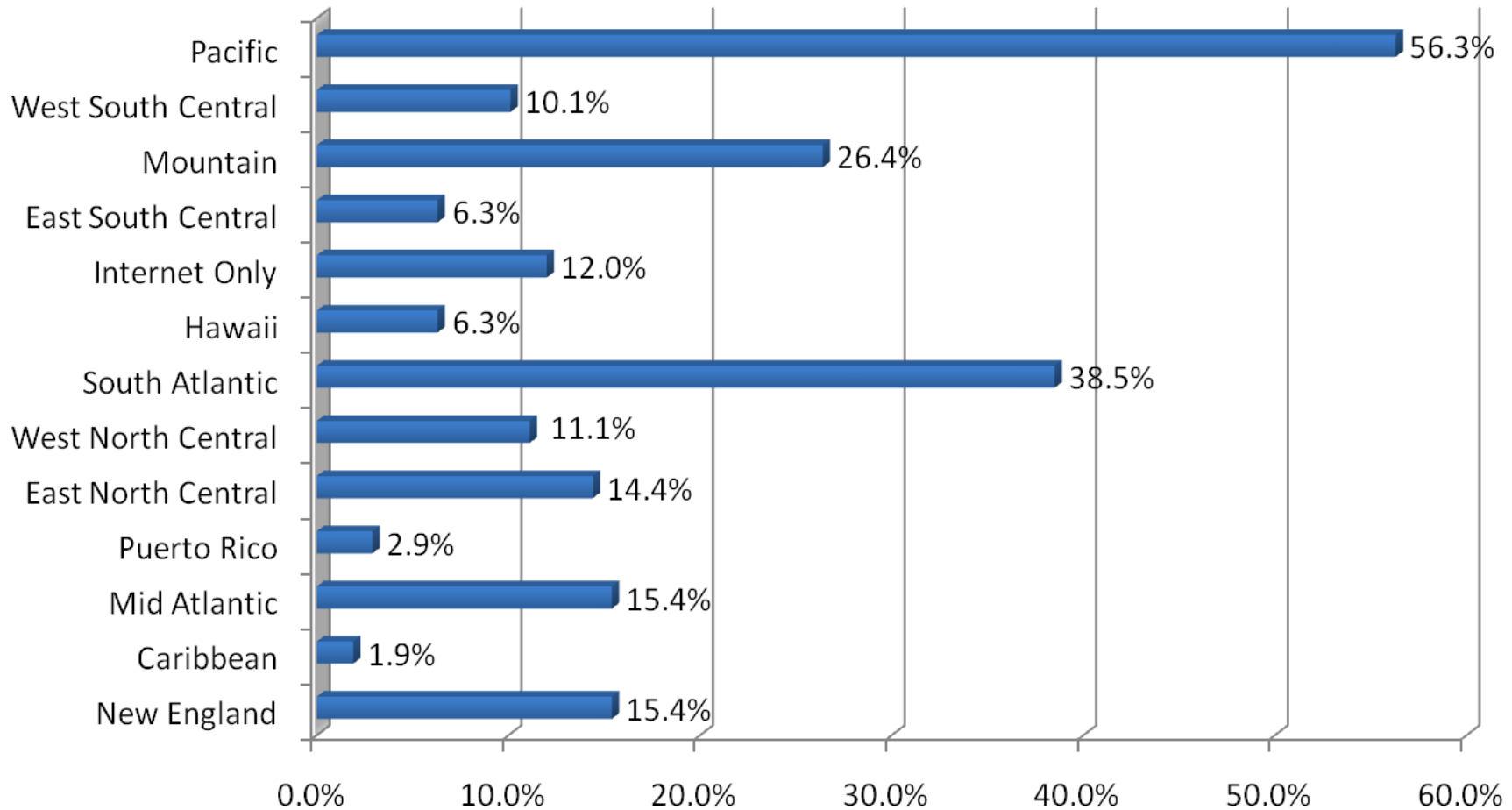
# Which Of The Following Categories Represent The Product Segments In Your Shop?



Multiple response question

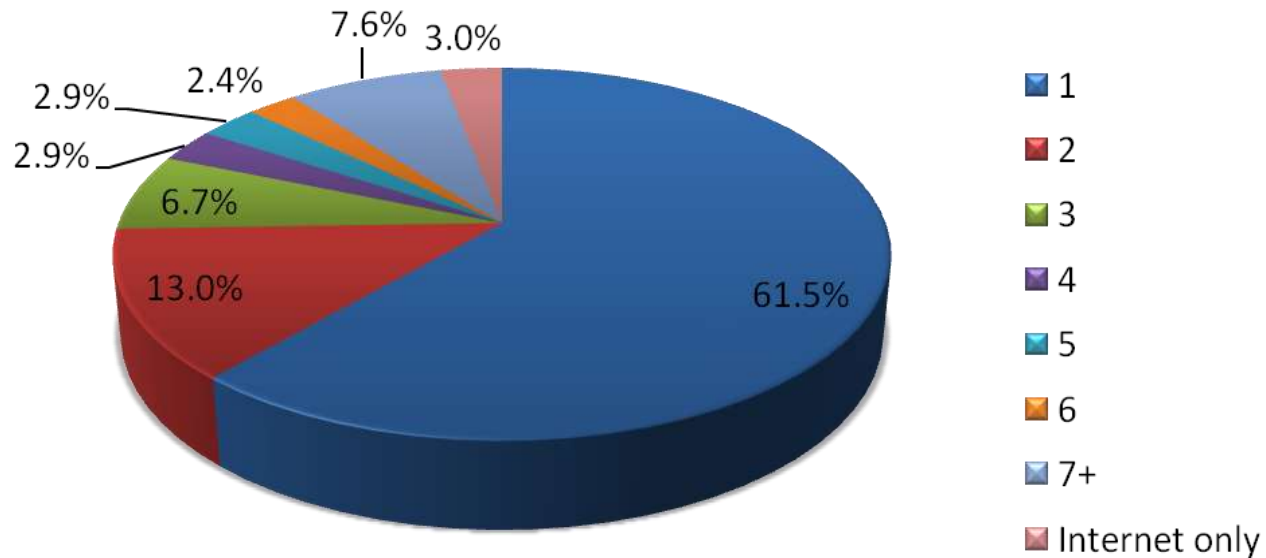


# Which Of The Following Best Describes The Markets You Serve With Your Retail Shops?

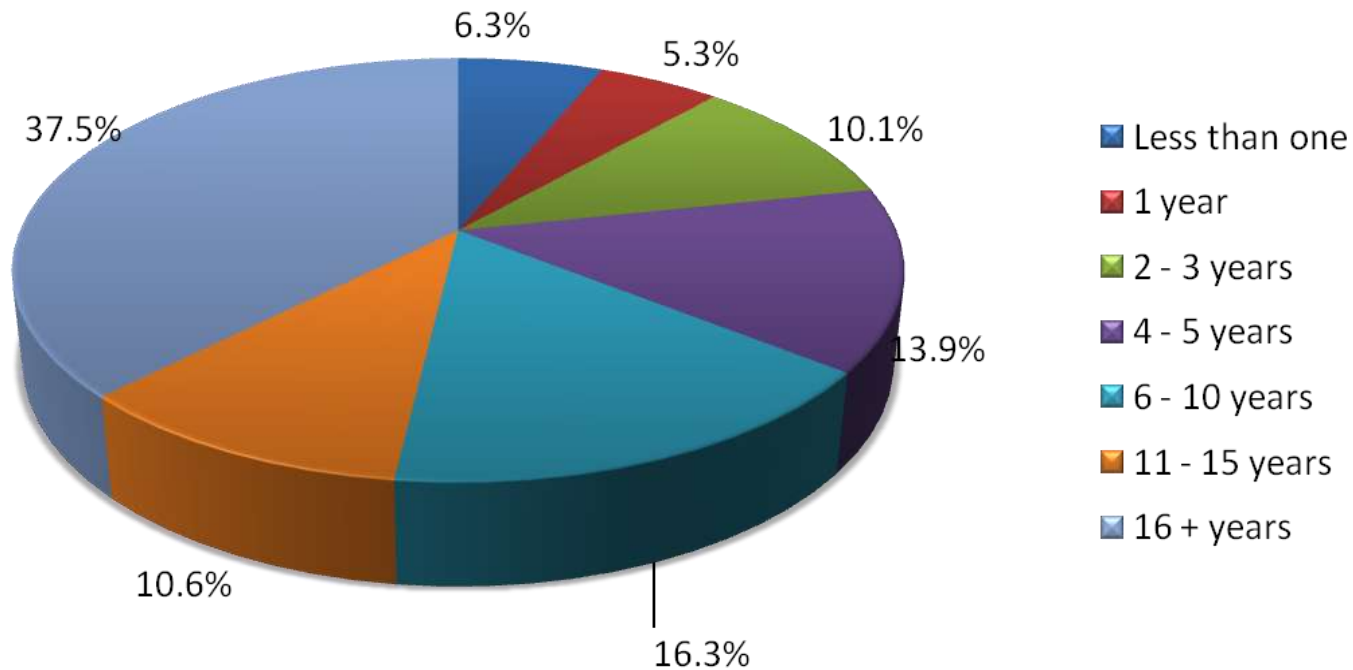


Includes multiple regions

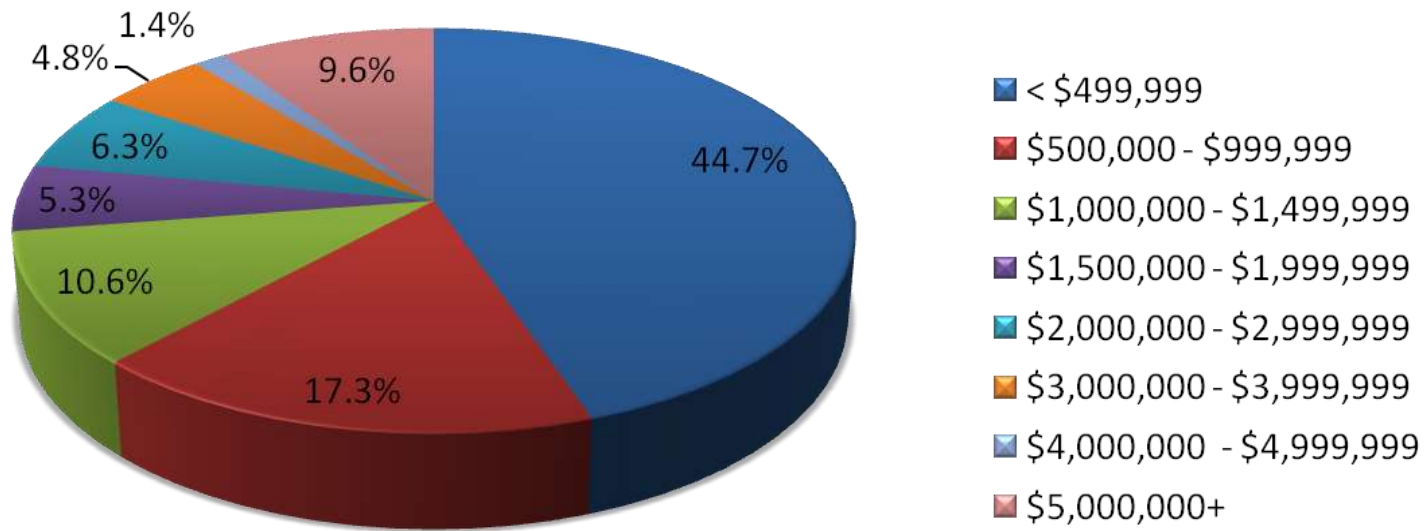
# Select The Number Of Store Locations That You Represent



# How Many Years Have You Been in Business?



# What Is Your Annual Average Sales Volume Per Store?



# On Average, How Many Surfboard Brands Do You carry?

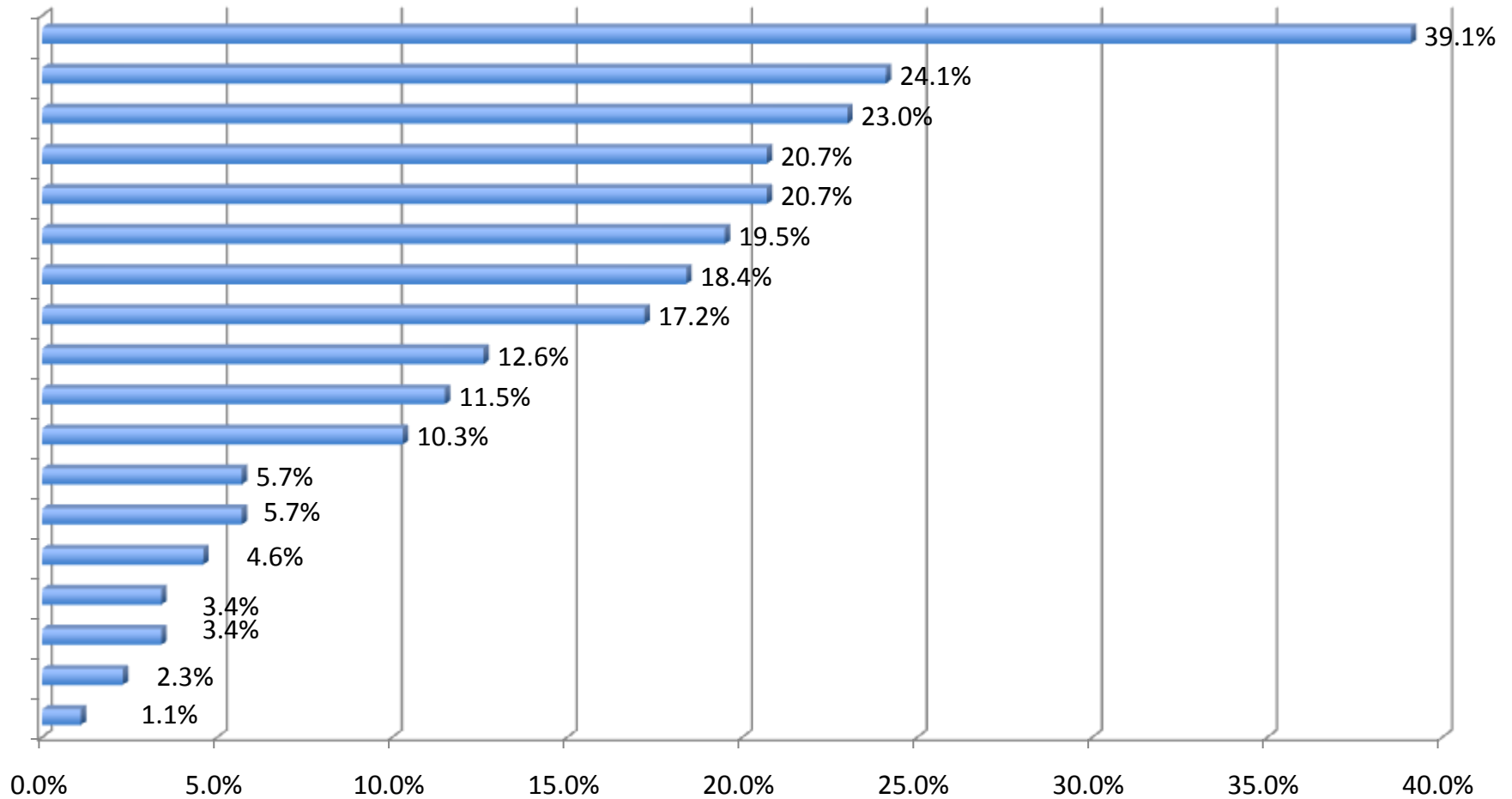
0.0%

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9+

Average number of surfboard brands carried: 2.9



# Top Selling Surfboard Brands



Among those who sell surfboard products



# Approximately What Percentage Of Your Store's Square Footage Is Devoted To Surfboard Hardgoods?

0.0%

% of Square Footage

- < 10%
- 11% - 29%
- 30% - 49%
- 50% +

Among those who carry surf brands



# Current Demand Trend By Surfboard Type

|                             | Top 2 Boxes | Same      | Bottom 2 Boxes |
|-----------------------------|-------------|-----------|----------------|
|                             | Way Up/Up   | No Change | Down/Way Down  |
| High performance Thrusters  |             |           |                |
| High Performance Quads      |             |           |                |
| Fish                        |             |           |                |
| Single Fin                  |             |           |                |
| Eggs                        |             |           |                |
| High Performance Longboards |             |           |                |
| Traditional Longboards      |             |           |                |
| Paddleboards                |             |           |                |
| Softboards                  |             |           |                |



# *Size of Market*



# Surfing Participation

(000)

6+ years of age that surfed once or more within year

2009 is based on the number of participants as of 12/31/08



|             | Retail Sales Among Active Participants* | Units | Average Price |
|-------------|---|-------|---------------|
| Shortboards | \$                                      | x     | \$            |
| Longboards  | \$                                      | x     | \$            |

|             | Retail Sales Among Passive Participants** | Units | Average Price |
|-------------|---|-------|---------------|
| Shortboards | \$  | x     | \$            |
| Longboards  | \$  | x     | \$            |

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

\*\*Based on self-reported survey data, ages 6+ among active participants – surf less than once per week



## **TERMS & CONDITIONS**

- Any proprietary information provided by a participating Subscriber to Board-Trac for the purposes of questionnaire development, specific questions or custom reports will be treated as confidential, unless otherwise indicated by the Subscriber or if the information becomes public information.

## **CONFIDENTIALITY**

- Subscribers agree not to use Board-Trac's name, or the results identified within this study, either express or implied, in any advertising, promotions or sales material. Any report delivered will have been prepared for the internal use only of the Subscriber and will not be distributed, in whole or in part, outside of the Subscriber without Board-Trac's prior written consent. However, Board-Trac, Inc. reserves the right to identify all the Subscribers of the study.
- Board-Trac, Inc. reserves the right to reuse the non-proprietary data and the analysis of the industry-related information in its continuing analysis of the industry. Board-Trac, Inc. retains the rights to publish any data from the study after the final report has been completed.
- Board-Trac, Inc. retains all title and interest to the data and reports associated with the agreement.

## **OWNERSHIP**

- Subscriber shall not acquire any intellectual property rights under this agreement. Subscriber acknowledges that, as between Board-Trac, Inc. and Subscriber, the confidential information and all related trademarks, copyrights and other intellectual property rights, are (and at all times will be) the property of Board-Trac, Inc., even if suggestions, comments, and/or ideas made by Subscriber are incorporated into the confidential information or related materials during the period of this agreement.

