



# SAMPLE PAGES

**2009 Skateboarding  
Report**

September 2009

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# 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

The first section of this report provides information about:

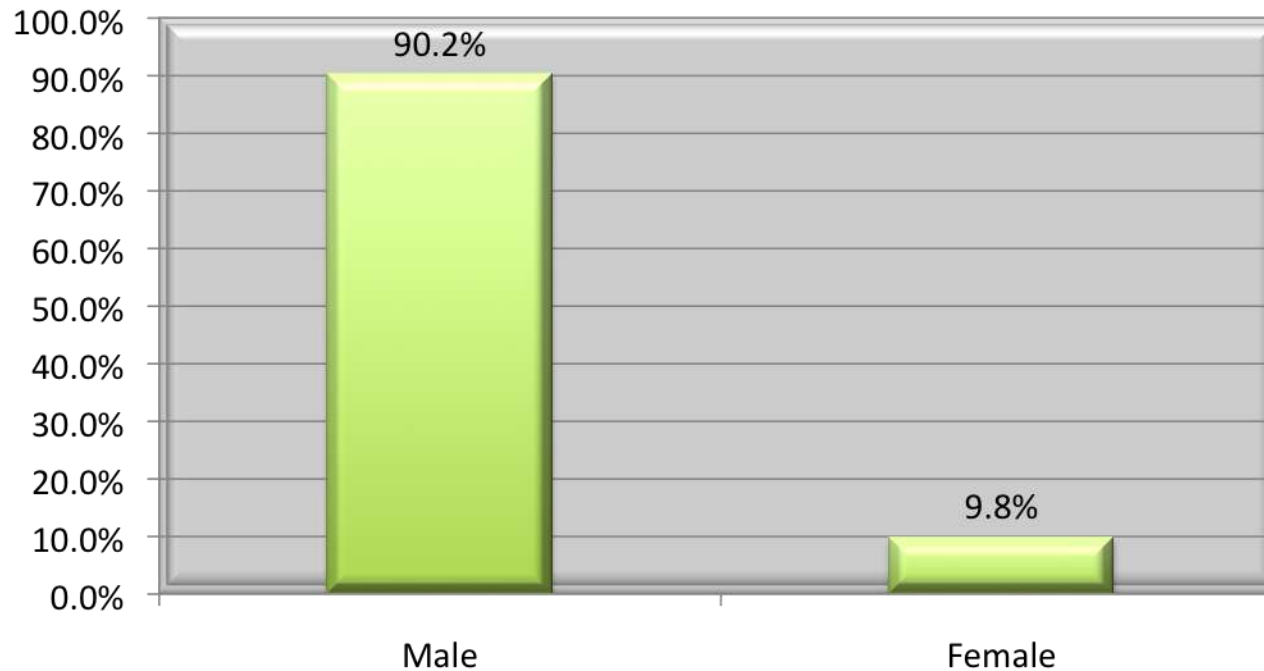
- Demographics (state and country of origin, gender and age).
- Frequency of participation and years of skateboarding experience.
- Types of skateboarding.



# GENDER

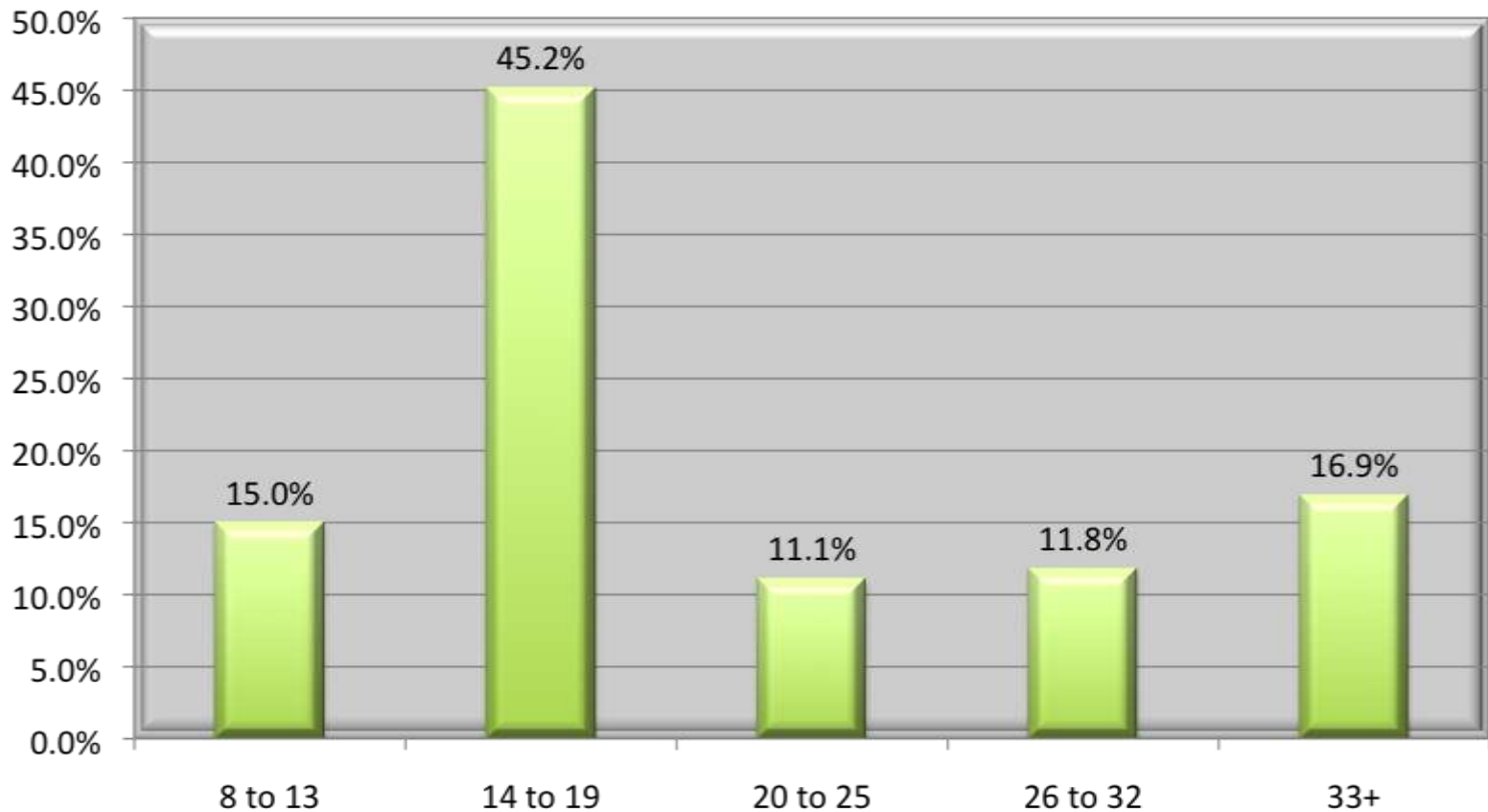


- The majority of the respondents were males (90.2%). Females accounted for 9.8% of the total sample.
- There are no remarkable differences in gender since 2008, but since 2006 there is a significant increase of female skateboarders, when they accounted for only 5% of the total sample.



# AGE

- The average skateboarder is 21.5 years old, somewhat older than 2008, when it was 19 years old.
- In line with previous years, most of the respondents are in the 14-19 age range.
- The trend toward older participants has been developing since 2004 and continues this year as well.
- It can be said that as a skateboarder ages, he/she does not drop the sport continues doing it.



# Section II: Hardgoods

The first section of this report provides information about:

- Decks
- Trucks
- Wheels
- Longboards
- Helmets, Wax & Grip Tape



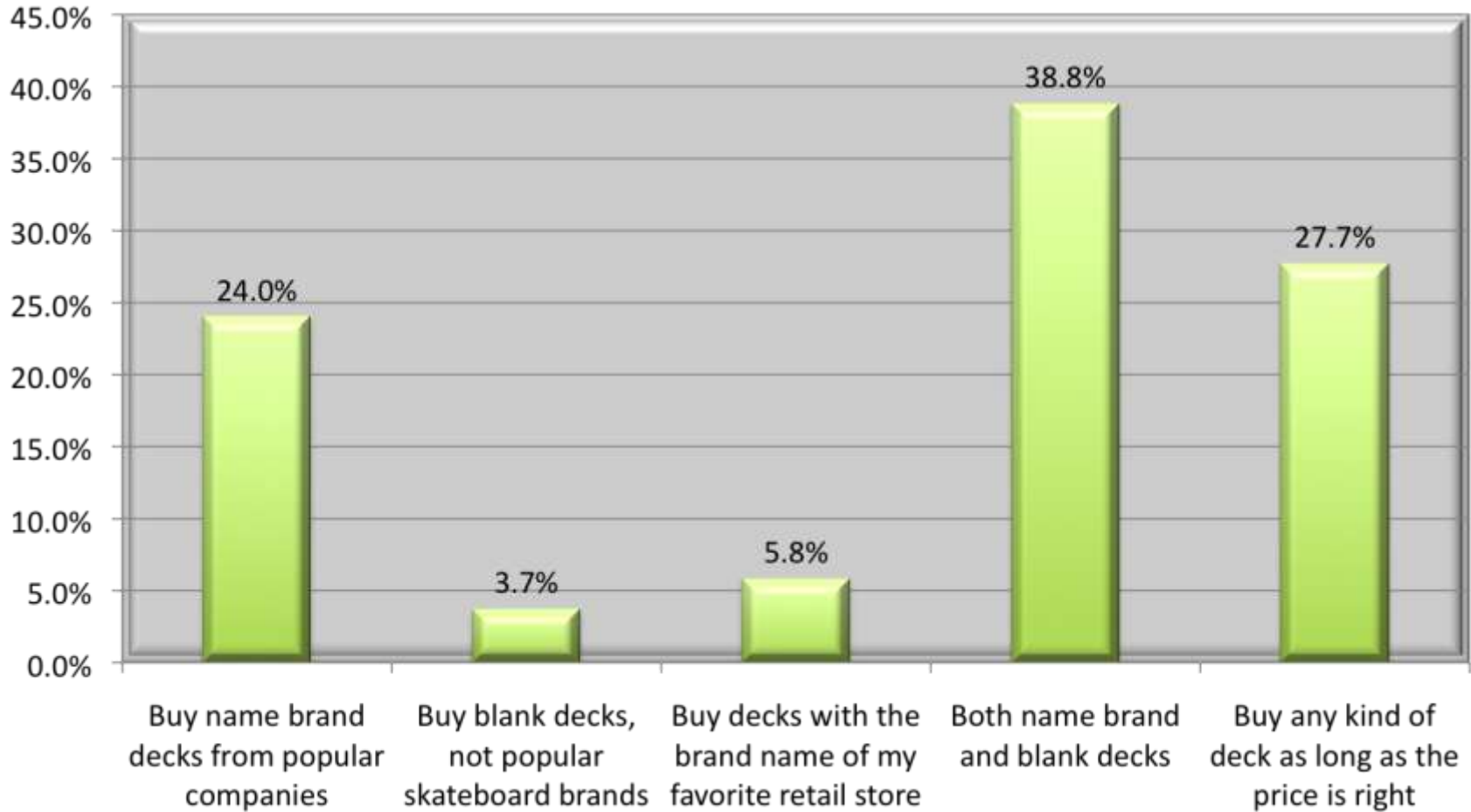
# Decks

- Top Deck Brands
- Influences
- Frequency of Purchase
- Average Units Purchased Per Year
- Average Amount Spent



# INFLUENCES ON DECKS' PURCHASE

- The largest proportion of the respondents buy both name brand and blank decks.
- 27.7% are indicated that price is a factor when it comes to decks' purchase.



# Section III: Softgoods

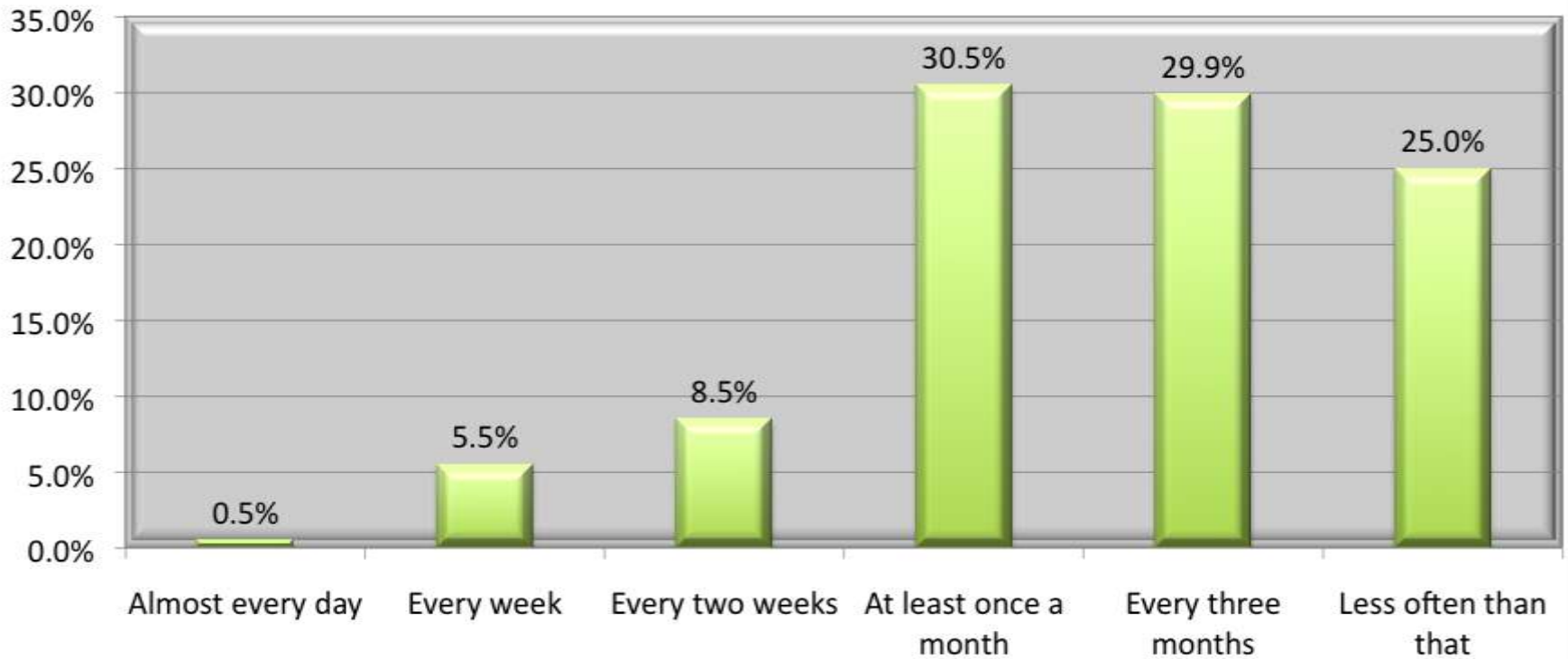
The third section of this report provides information about:

- Clothes, Shoes and Accessories
- T-Shirts
- Backpacks
- Shorts
- Jeans
- Skate Shoes
- Sandals
- Sunglasses
- Watches



# FREQUENCY OF CLOTHES PURCHASE

- The largest proportion of the respondents purchase clothes at least once a month.
- The majority of respondents are purchasing clothes less often than once a month.



# Section IV: Lifestyle

The Forth section of this report provides information about:

- Cross Over sports
- Music
- Magazines
- Electronics & Games
- Online Activity & Shopping
- FUEL TV-Awareness, Viewership & Favorite Shows



# CROSS OVER SPORTS MULTIPLE RESPONSE QUESTION

- Snowboarding is the most popular cross over sport, followed by BMX and surfing.
- Paintball is also popular among skateboarders.

