

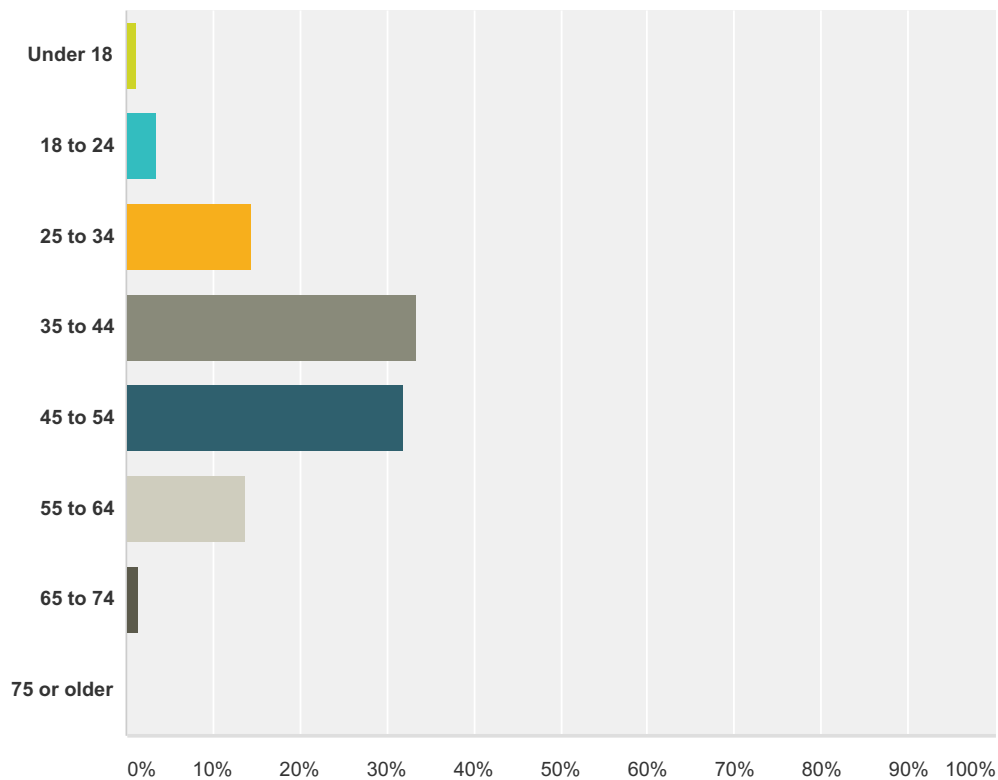
### Q1 Enter your email address for a chance to win a SUP prize pack worth over \$700 and to redeem your free eBook!

Answered: 784 Skipped: 0

Answer Choices	Responses
Address 1:	0.00% 0
Address 2:	0.00% 0
City/Town:	0.00% 0
Company:	0.00% 0
Country:	100.00% 784
Email Address:	100.00% 784
Name:	100.00% 784
Phone Number:	0.00% 0
State/Province:	100.00% 784
ZIP/Postal Code:	0.00% 0

### Q2 What is your age?

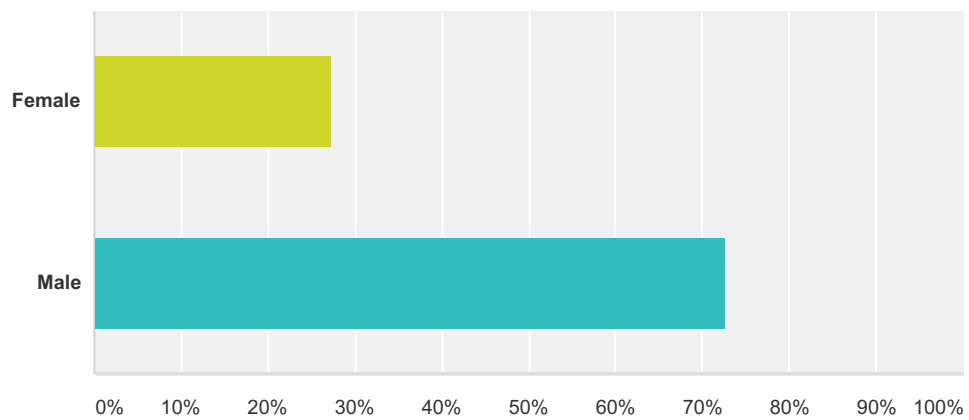
Answered: 779 Skipped: 5



Answer Choices	Responses
Under 18	1.16% 9
18 to 24	3.59% 28
25 to 34	14.38% 112
35 to 44	33.50% 261
45 to 54	31.96% 249
55 to 64	13.86% 108
65 to 74	1.54% 12
75 or older	0.00% 0
<b>Total</b>	<b>779</b>

### Q3 What is your gender?

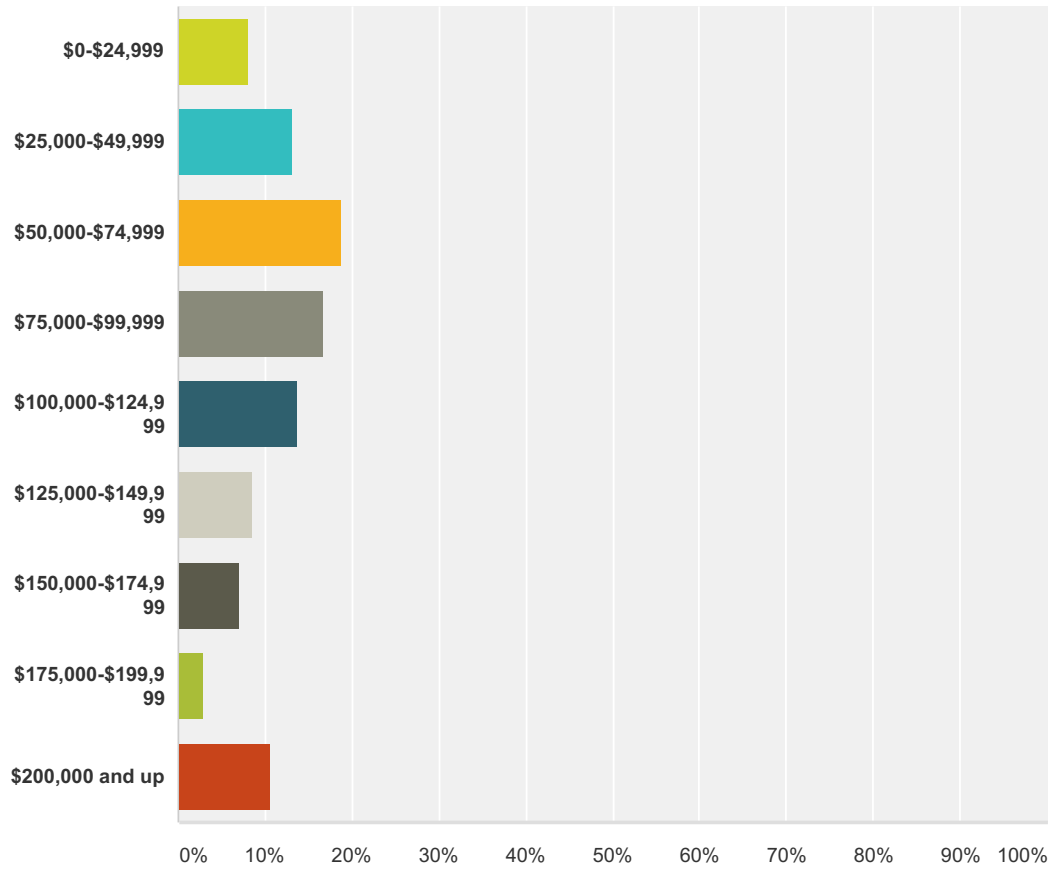
Answered: 766 Skipped: 18



Answer Choices	Responses
Female	27.28% 209
Male	72.72% 557
<b>Total</b>	<b>766</b>

### Q4 What is your approximate average household income?

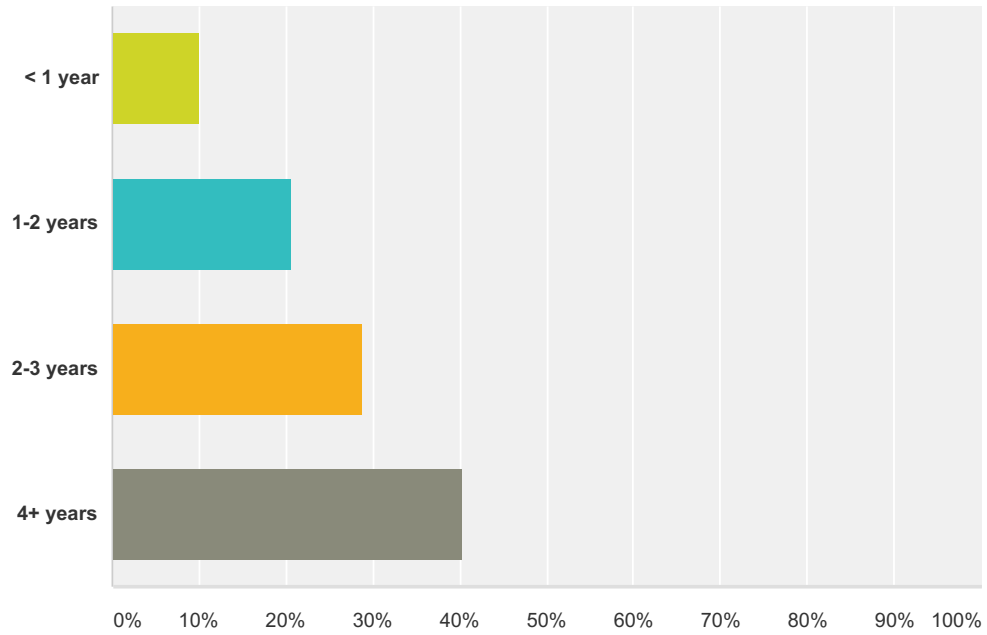
Answered: 742 Skipped: 42



Answer Choices	Responses
\$0-\$24,999	8.09% 60
\$25,000-\$49,999	13.21% 98
\$50,000-\$74,999	18.87% 140
\$75,000-\$99,999	16.71% 124
\$100,000-\$124,999	13.75% 102
\$125,000-\$149,999	8.63% 64
\$150,000-\$174,999	7.14% 53
\$175,000-\$199,999	2.96% 22
\$200,000 and up	10.65% 79
<b>Total</b>	<b>742</b>

### Q5 How many years have you been stand up paddling?

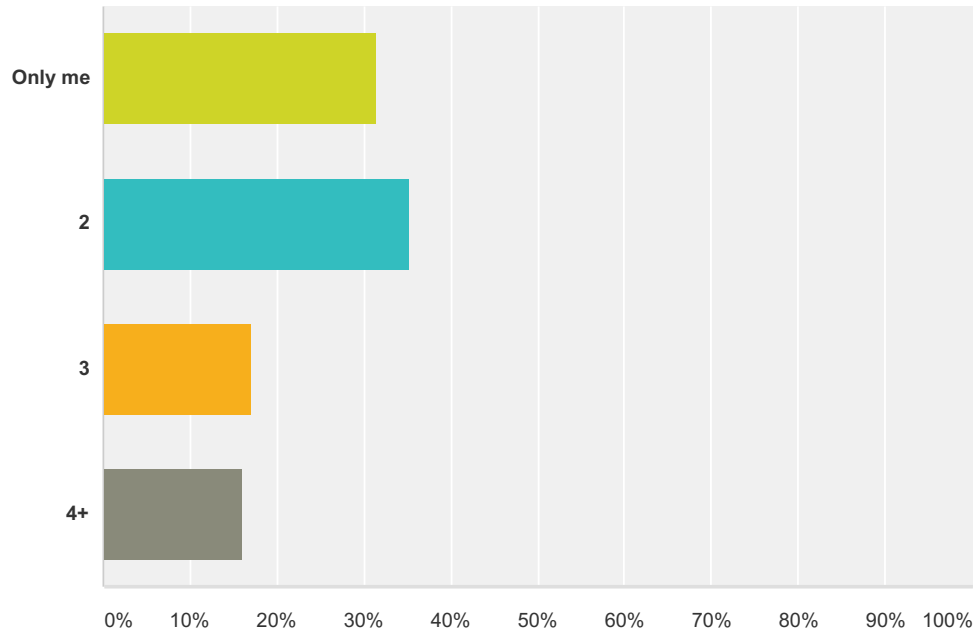
Answered: 768 Skipped: 16



Answer Choices	Responses
< 1 year	10.03% 77
1-2 years	20.70% 159
2-3 years	28.91% 222
4+ years	40.36% 310
<b>Total</b>	<b>768</b>

**Q6 Including yourself, how many people in your family paddle?**

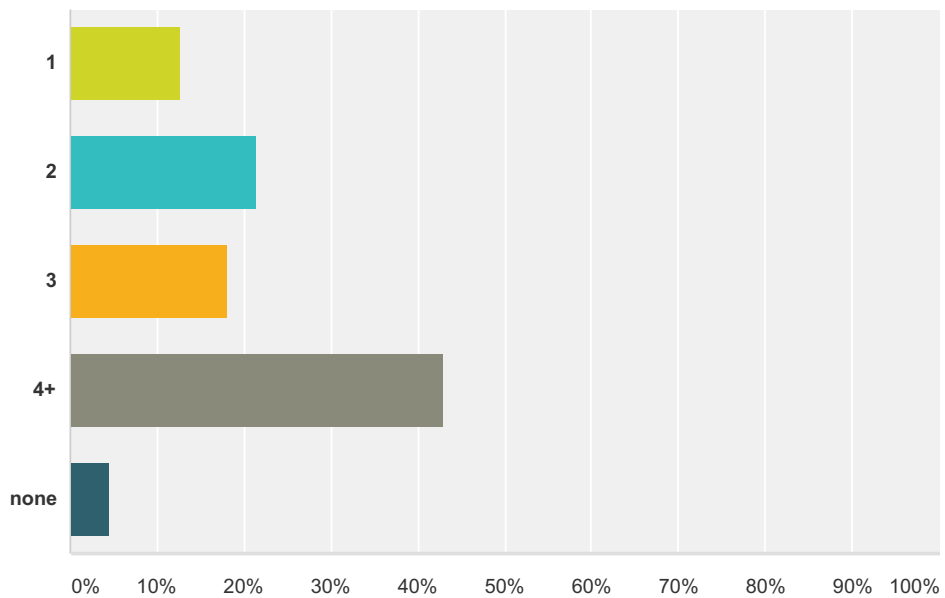
Answered: 767 Skipped: 17



Answer Choices	Responses	Count
Only me	31.42%	241
2	35.33%	271
3	17.21%	132
4+	16.04%	123
<b>Total</b>		<b>767</b>

### Q7 How many stand up paddle boards do you and your household own?

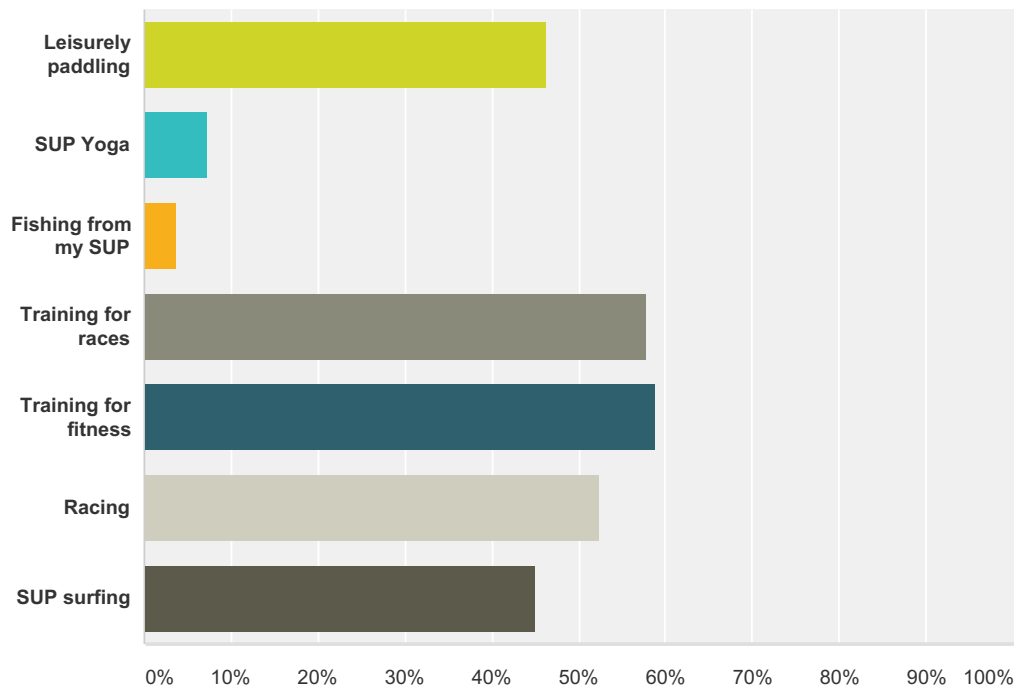
Answered: 773 Skipped: 11



Answer Choices	Responses
1	12.68% 98
2	21.47% 166
3	18.11% 140
4+	43.08% 333
none	4.66% 36
<b>Total</b>	<b>773</b>

### Q8 What best describes how you spend your time paddling?

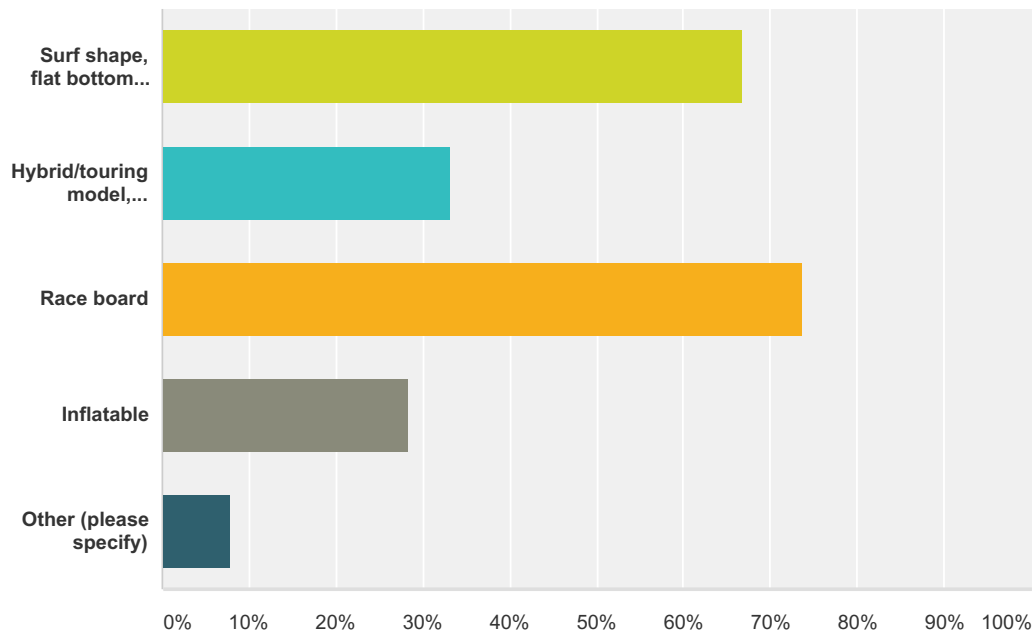
Answered: 772 Skipped: 12



Answer Choices	Responses
Leisurely paddling	46.24% 357
SUP Yoga	7.25% 56
Fishing from my SUP	3.76% 29
Training for races	57.77% 446
Training for fitness	58.81% 454
Racing	52.46% 405
SUP surfing	45.08% 348
<b>Total Respondents: 772</b>	

### Q9 What kind of stand up paddle board (s) do you and your family own?

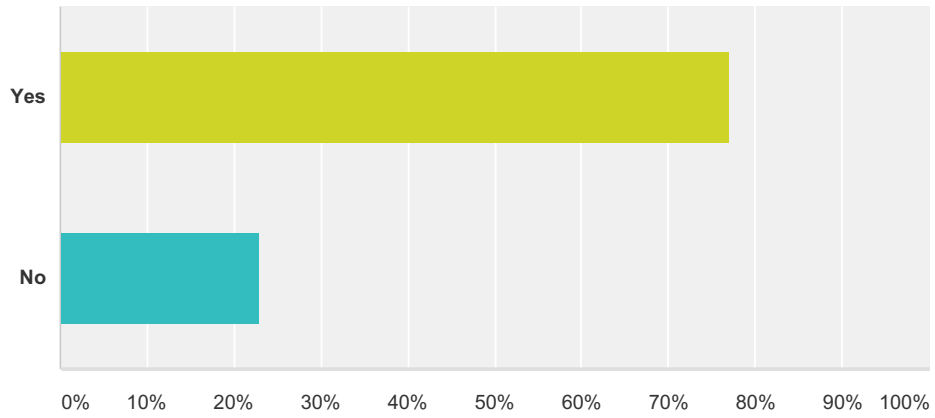
Answered: 766 Skipped: 18



Answer Choices	Responses
Surf shape, flat bottom with rounded rails	66.71% 511
Hybrid/touring model, semi-displacement/displacement hull	33.29% 255
Race board	73.63% 564
Inflatable	28.46% 218
Other (please specify)	7.96% 61
<b>Total Respondents: 766</b>	

### Q10 Have you purchased a board in the last year?

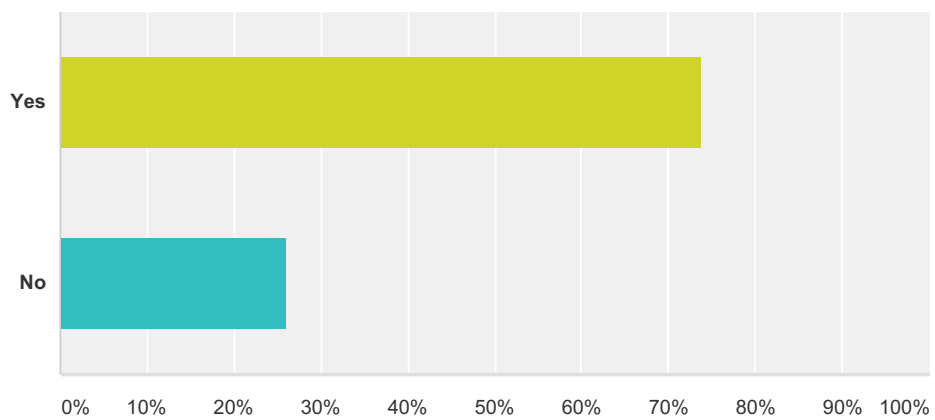
Answered: 770 Skipped: 14



Answer Choices	Responses	
Yes	77.01%	593
No	22.99%	177
<b>Total</b>		<b>770</b>

### Q11 Do you plan on purchasing a board in the next year?

Answered: 772 Skipped: 12

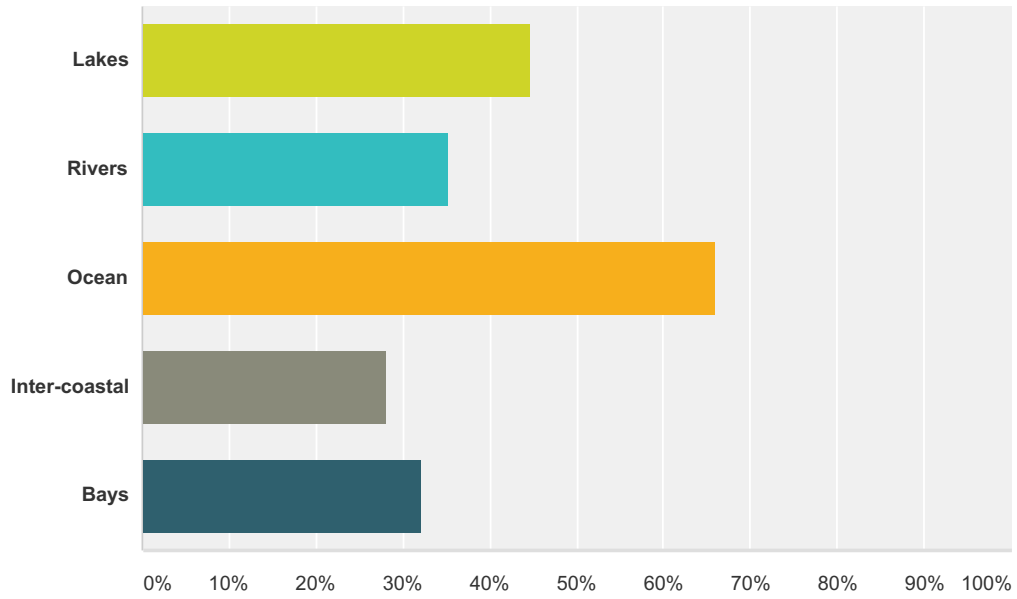


Answer Choices	Responses	
Yes	73.83%	570
No	26.17%	202
<b>Total</b>		<b>772</b>

### Q12 Where do you usually stand up paddle?

Answered: 769 Skipped: 15

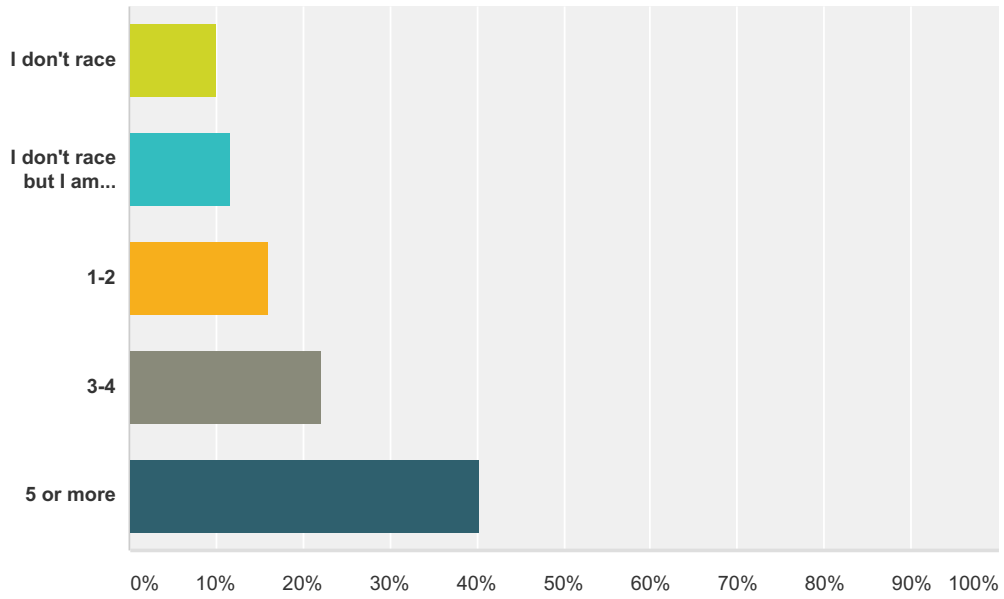




Answer Choices	Responses
Lakes	44.73% 344
Rivers	35.37% 272
Ocean	66.06% 508
Inter-coastal	28.09% 216
Bays	32.25% 248
<b>Total Respondents: 769</b>	

### Q13 How many races do you attend each year?

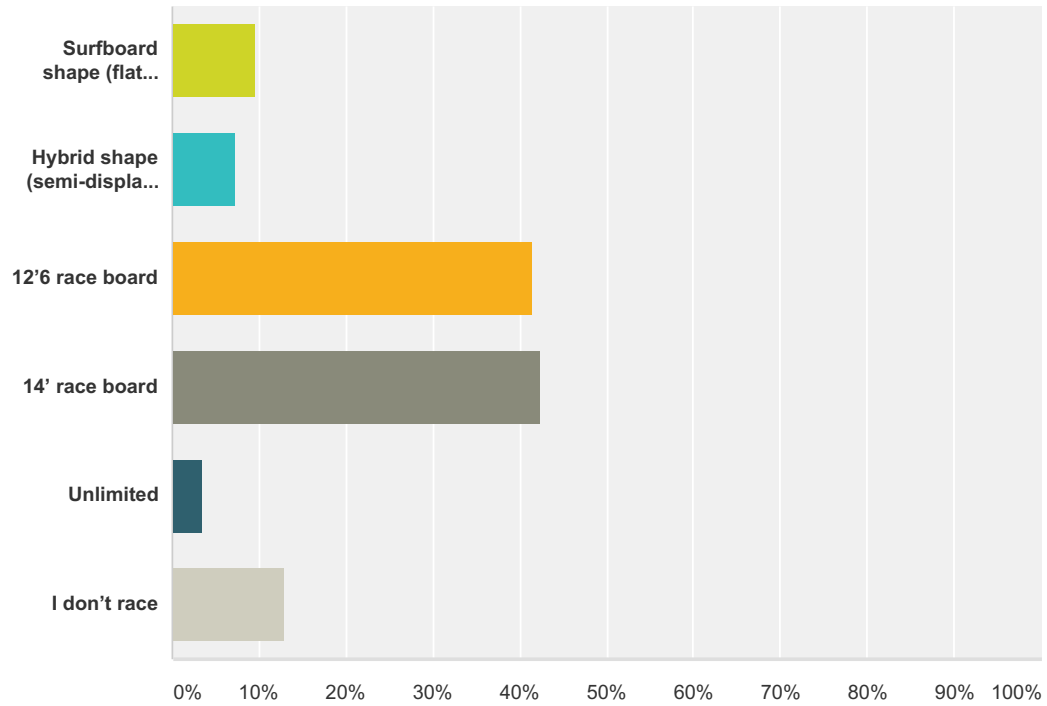
Answered: 776 Skipped: 8



Answer Choices	Responses
I don't race	9.92% 77
I don't race but I am planning to soon	11.73% 91
1-2	15.98% 124
3-4	22.16% 172
5 or more	40.21% 312
<b>Total</b>	<b>776</b>

### Q14 What kind of board do you usually race?

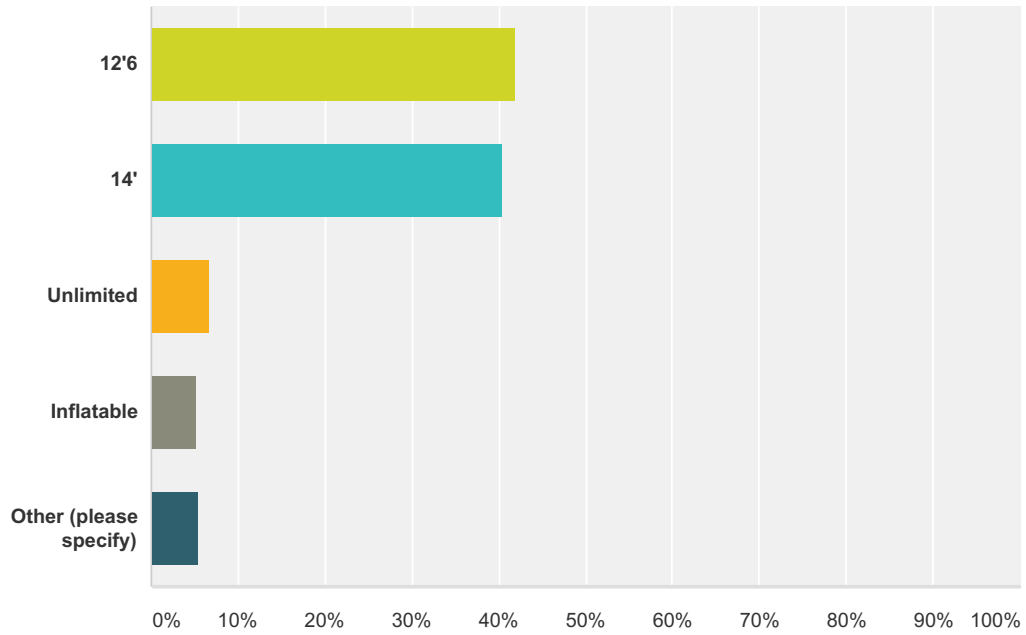
Answered: 769 Skipped: 15



Answer Choices	Responses
Surfboard shape (flat bottom, round rails)	9.62% 74
Hybrid shape (semi-displacement, displacement, touring shape)	7.28% 56
12'6 race board	41.48% 319
14' race board	42.39% 326
Unlimited	3.51% 27
I don't race	12.87% 99
<b>Total Respondents: 769</b>	

**Q15 If given the choice for one board class for all future SUP races which would you choose?**

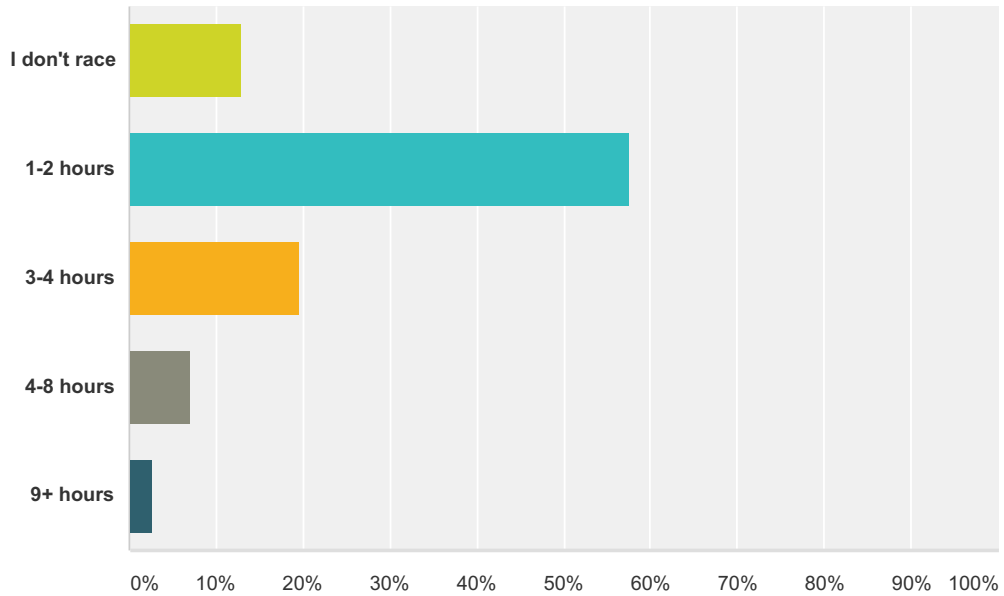
Answered: 680 Skipped: 104



Answer Choices	Responses	Count
12'6	42.06%	286
14'	40.44%	275
Unlimited	6.76%	46
Inflatable	5.29%	36
Other (please specify)	5.44%	37
<b>Total</b>		<b>680</b>

**Q16 What is your average one-way travel time to a SUP race? (I would drive 1-hour to a SUP race)**

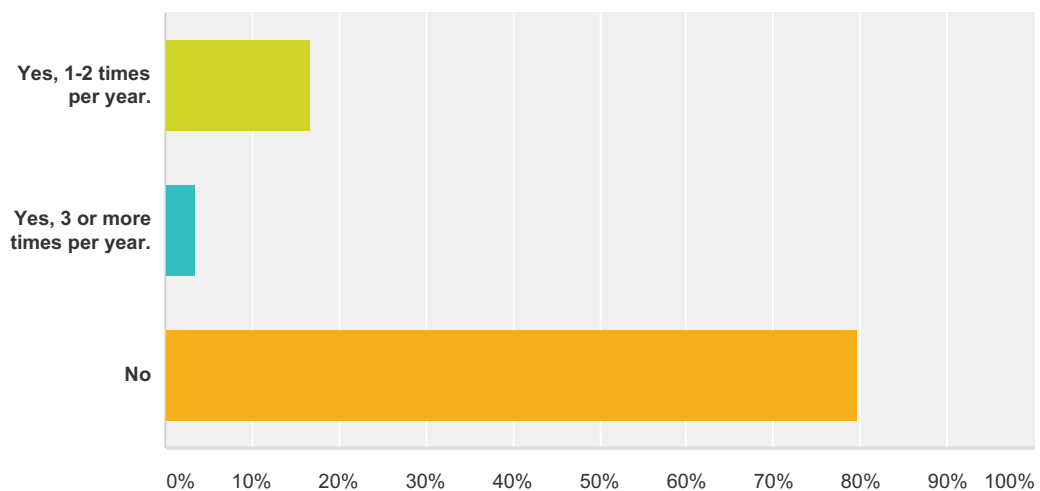
Answered: 773 Skipped: 11



Answer Choices	Responses
I don't race	12.94% 100
1-2 hours	57.70% 446
3-4 hours	19.53% 151
4-8 hours	7.12% 55
9+ hours	2.72% 21
<b>Total</b>	<b>773</b>

### Q17 Do you fly to stand up paddle races?

Answered: 770 Skipped: 14

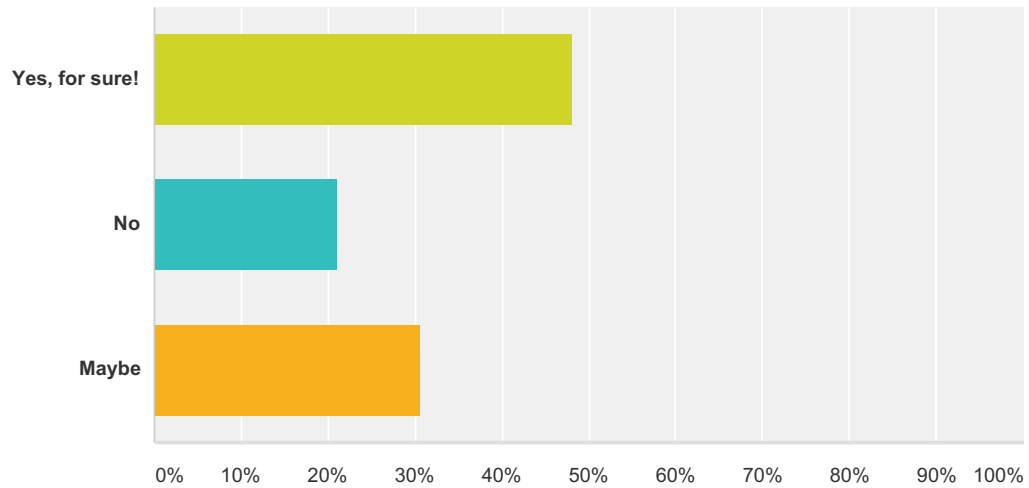


Answer Choices	Responses
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Yes, 1-2 times per year.	16.75%	129
Yes, 3 or more times per year.	3.51%	27
No	79.74%	614
<b>Total</b>		<b>770</b>

### Q18 Would you fly to more races if it was easier to travel with a SUP?

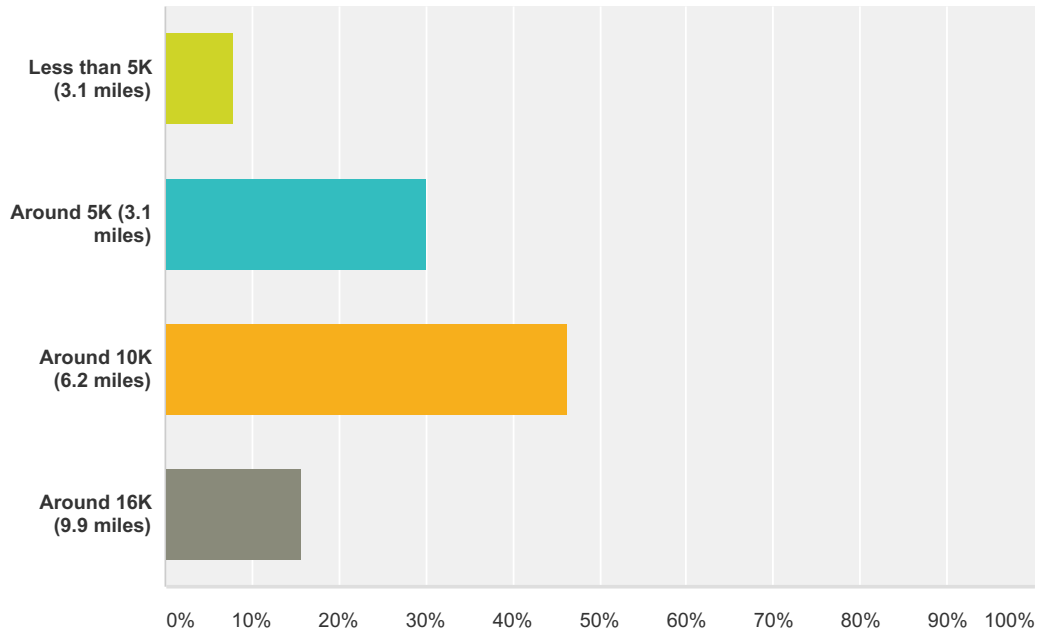
Answered: 764 Skipped: 20



Answer Choices	Responses
Yes, for sure!	48.30% 369
No	21.07% 161
Maybe	30.63% 234
<b>Total</b>	<b>764</b>

### Q19 What course distance is your ideal race distance?

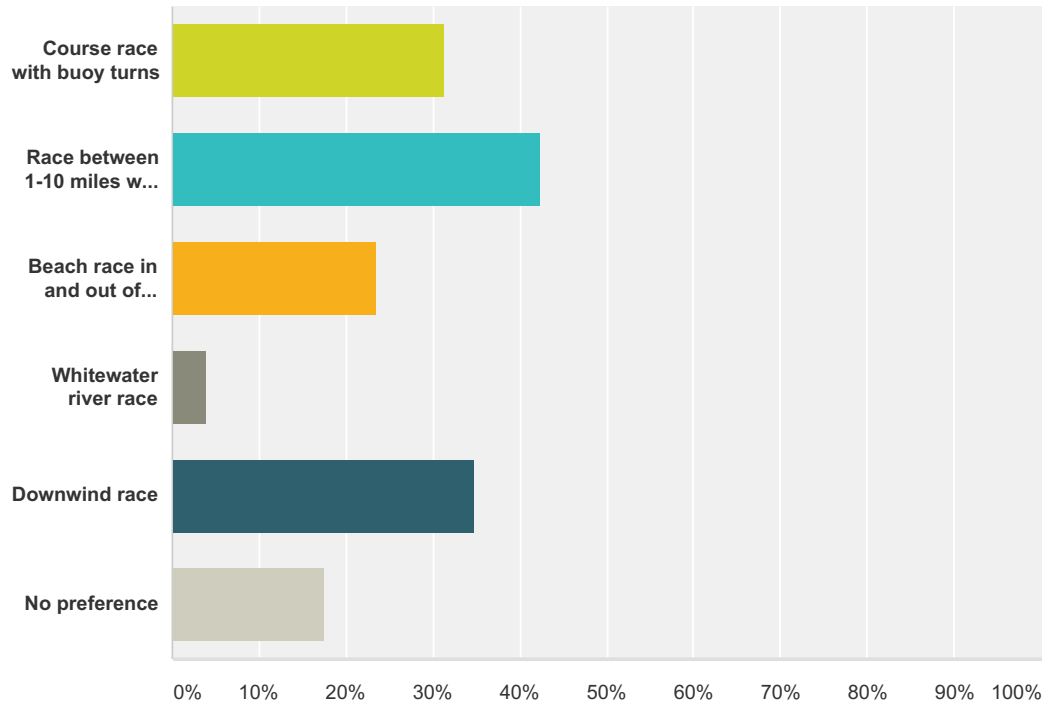
Answered: 726 Skipped: 58



Answer Choices	Responses
Less than 5K (3.1 miles)	7.99% 58
Around 5K (3.1 miles)	30.17% 219
Around 10K (6.2 miles)	46.28% 336
Around 16K (9.9 miles)	15.56% 113
<b>Total</b>	<b>726</b>

### Q20 What style of race do you prefer?

Answered: 749 Skipped: 35

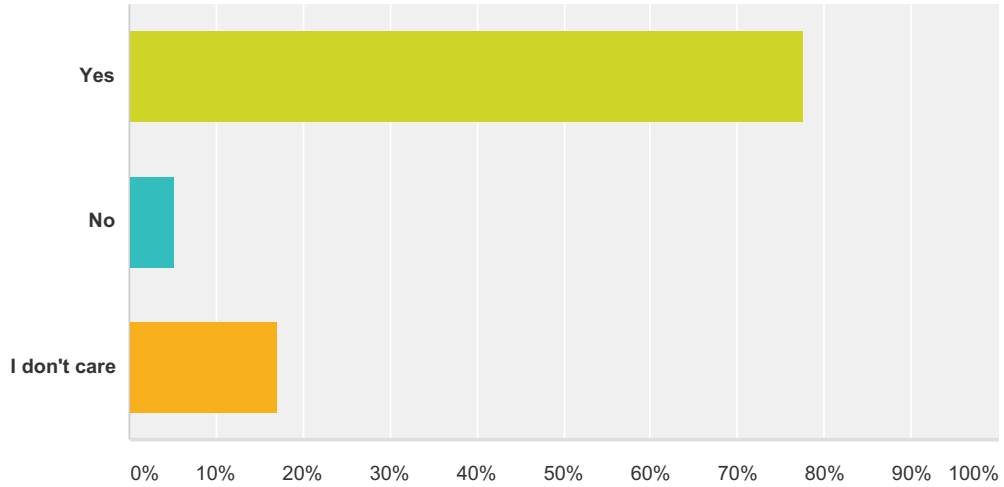


Answer Choices	Responses
Course race with buoy turns	31.24% 234
Race between 1-10 miles with less than 6 buoy turns.	42.32% 317
Beach race in and out of waves with buoy turns	23.63% 177
Whitewater river race	3.87% 29
Downwind race	34.85% 261
No preference	17.49% 131
<b>Total Respondents: 749</b>	

### Q21 Would you like to see standardization of SUP racing rules?

Answered: 756 Skipped: 28

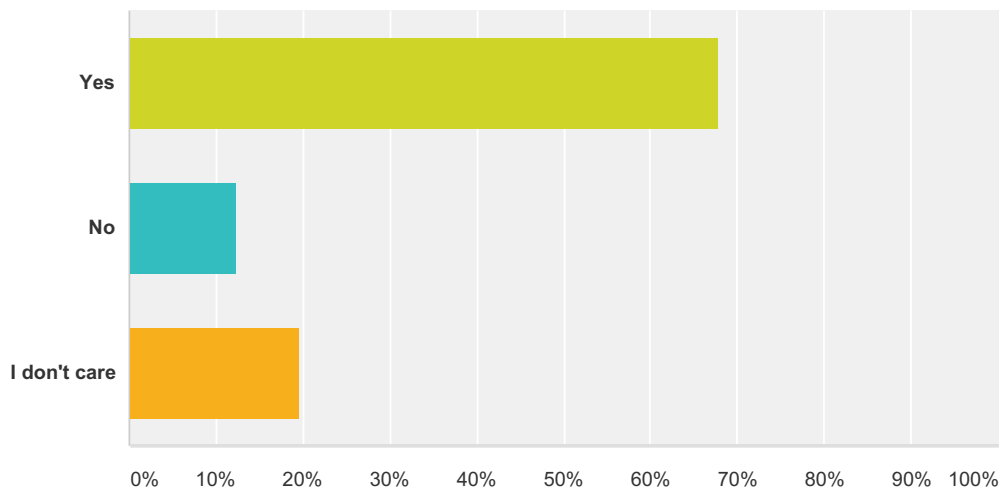




Answer Choices	Responses
Yes	77.65% 587
No	5.29% 40
I don't care	17.06% 129
<b>Total</b>	<b>756</b>

**Q22 Would you like to see some standardization for race distances and styles? Example: Similar to running races that offer a standardized 5K, 10K, half-marathon. All SUP races will not be standardized in this circumstance but there would be some uniformity of distances from race to race.**

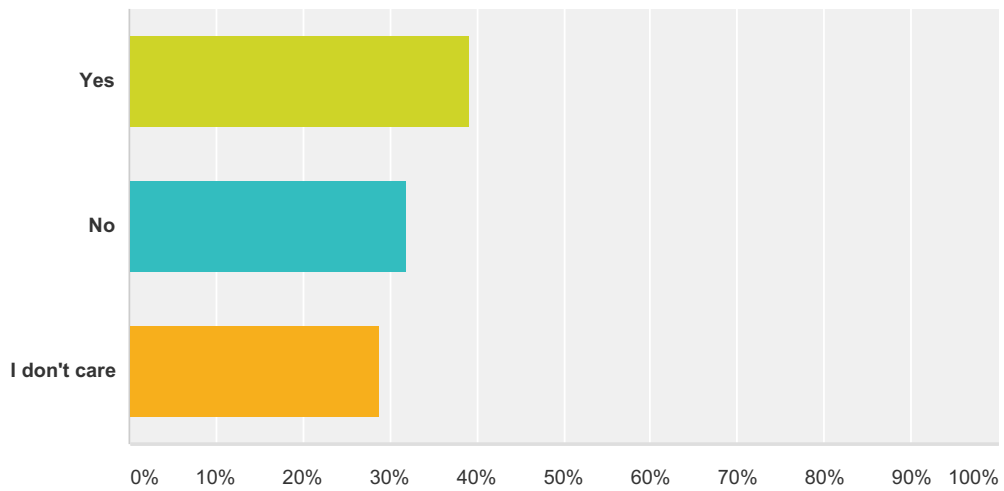
Answered: 758 Skipped: 26



Answer Choices	Responses
Yes	67.94% 515
No	12.40% 94
I don't care	19.66% 149
<b>Total</b>	<b>758</b>

### Q23 Do you enjoy races with running at the start, finish or middle of the race?

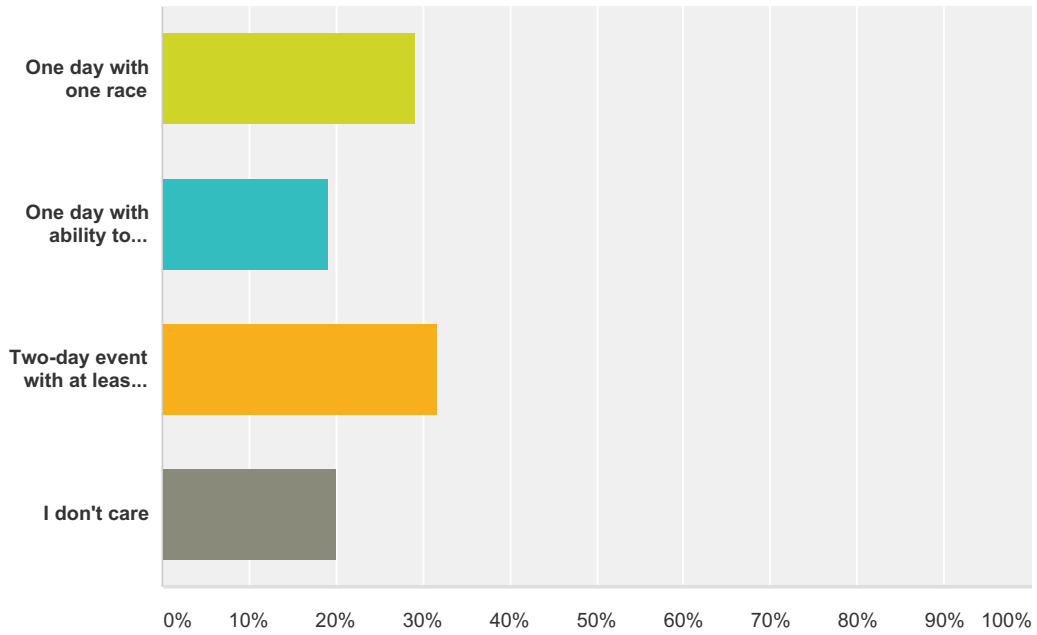
Answered: 755 Skipped: 29



Answer Choices	Responses
Yes	39.21% 296
No	31.92% 241
I don't care	28.87% 218
<b>Total</b>	<b>755</b>

### Q24 Do you prefer a one or two-day event?

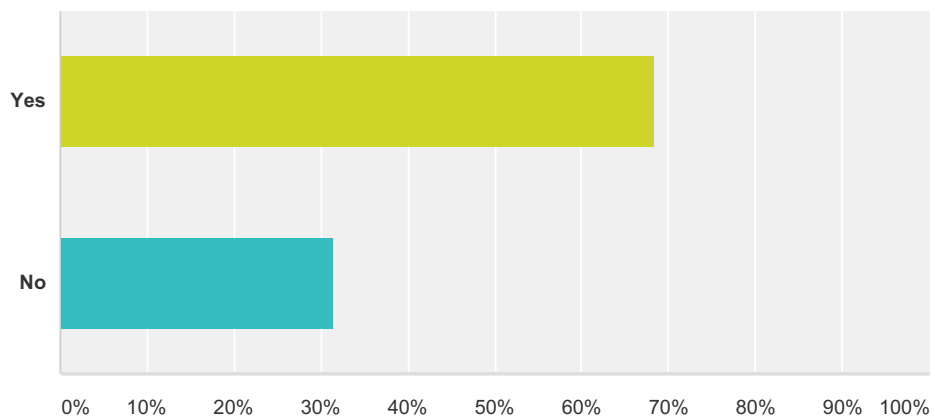
Answered: 762 Skipped: 22



Answer Choices	Responses
One day with one race	29.13% 222
One day with ability to participate in more than one race on that day	19.16% 146
Two-day event with at least one race per day	31.76% 242
I don't care	19.95% 152
<b>Total</b>	<b>762</b>

**Q25 Would you like to have board width restrictions implemented at races?  
Example: No boards allowed narrower than 23" inches wide unless entered in unlimited class.**

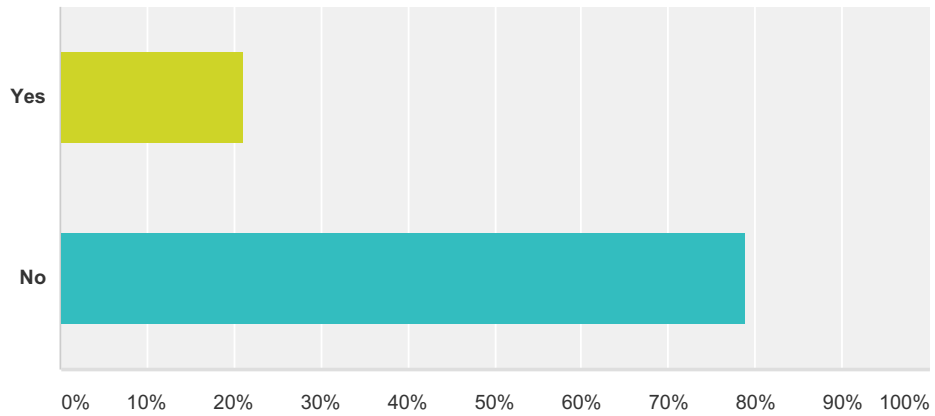
Answered: 744 Skipped: 40



Answer Choices	Responses
Yes	68.41% 509
No	31.59% 235
<b>Total</b>	<b>744</b>

### Q26 Are you a sponsored paddler receiving free or discounted equipment?

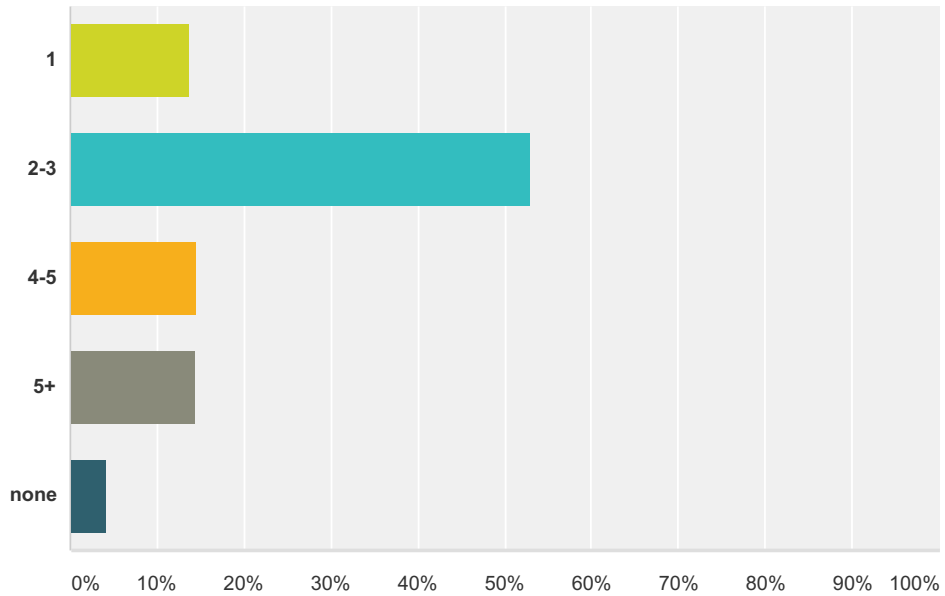
Answered: 769 Skipped: 15



Answer Choices	Responses
Yes	21.07% 162
No	78.93% 607
<b>Total</b>	<b>769</b>

### Q27 How many stand up paddles do you own?

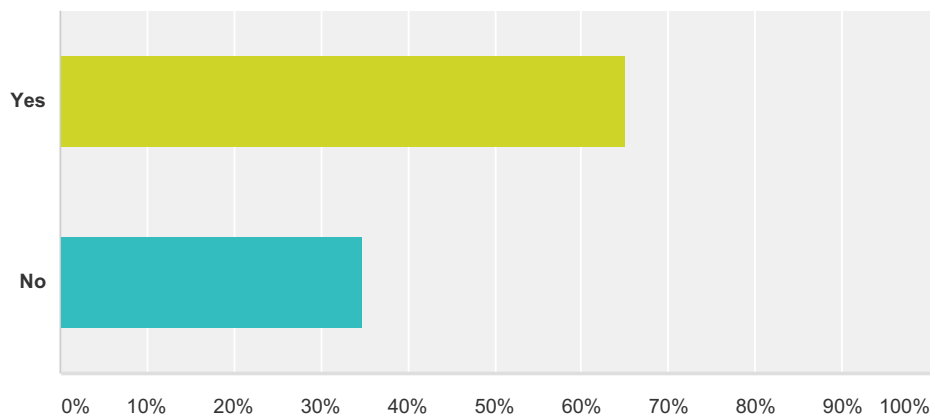
Answered: 773 Skipped: 11



Answer Choices	Responses	Count
1	13.71%	106
2-3	53.04%	410
4-5	14.62%	113
5+	14.36%	111
none	4.27%	33
<b>Total</b>		<b>773</b>

### Q28 Do you stand up paddle surf?

Answered: 768 Skipped: 16

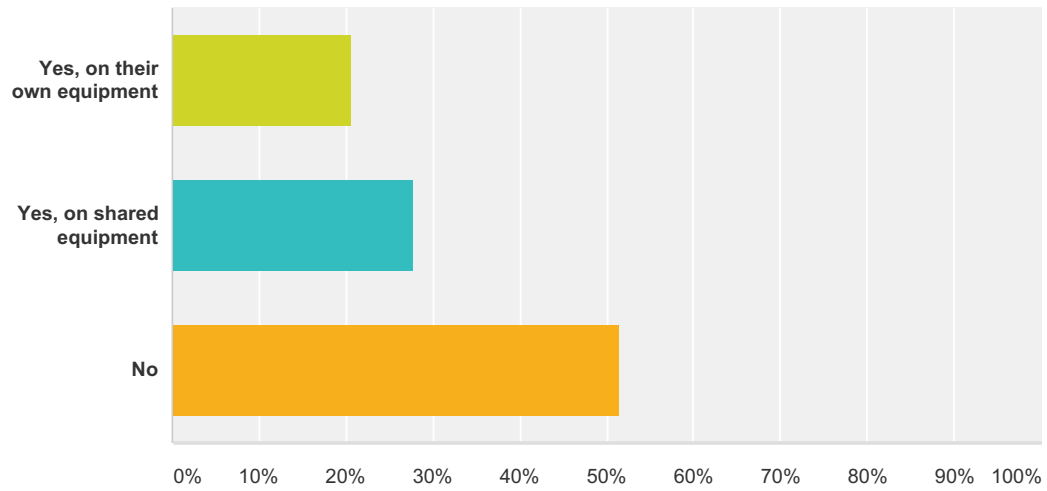


Answer Choices	Responses	Count
Yes	65.10%	500
No	34.90%	268

Total	768
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### Q29 Do your children paddle?

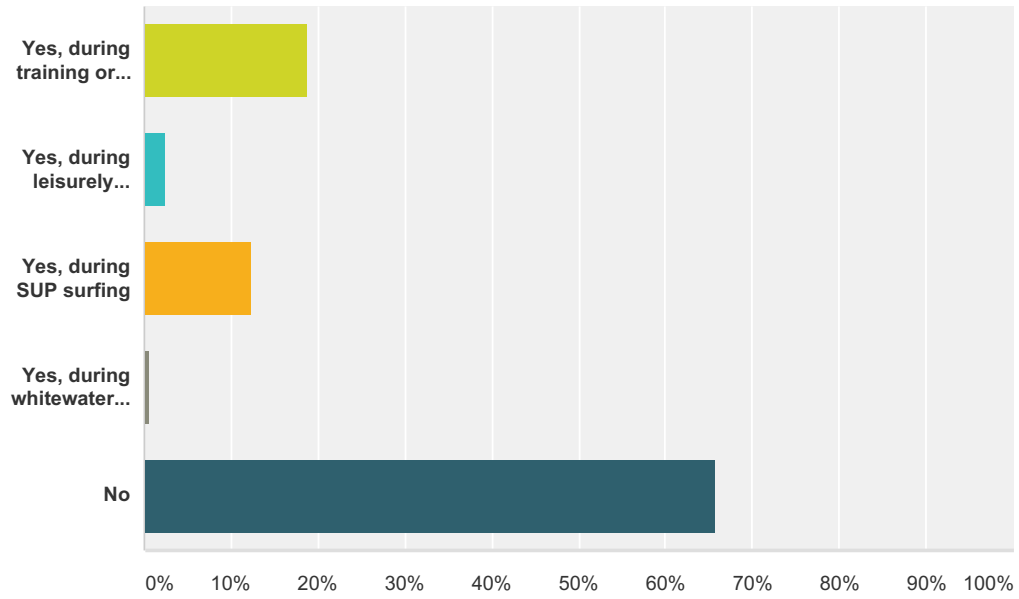
Answered: 747 Skipped: 37



Answer Choices	Responses
Yes, on their own equipment	20.62% 154
Yes, on shared equipment	27.84% 208
No	51.54% 385
<b>Total</b>	<b>747</b>

### Q30 Have you suffered an injury from paddling?

Answered: 760 Skipped: 24



Answer Choices	Responses
Yes, during training or racing	18.82% 143
Yes, during leisurely paddling	2.50% 19
Yes, during SUP surfing	12.37% 94
Yes, during whitewater paddling	0.66% 5
No	65.66% 499
<b>Total</b>	<b>760</b>