

WAKEBOARDING[®] MAGAZINE

2009 READER SURVEY

*Source: 2009 WAKEBOARDING Online Reader Survey conducted by Walker Communications
Percentages based on total respondents unless otherwise noted*

460 North Orlando Ave. Winter Park, FL 32789 · Phone: 407.628.4802 · Fax: 407.628.7061
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Reader Activity Profile

Average Number of Years Wakeboarding	4.7 years
Beginner	17.60%
Intermediate	49.40%
Advanced Intermediate	26.70%
Expert	4.30%
Professional/Instructor	1.50%
Average Length of Wakeboarding Season	5.3 months
Average Number of Days Subscriber and/or Other Household Members rode in the Past Year	28.8 days
Average Number of Miles Traveled to Wakeboard	19.5 miles
Owns or Rents Waterfront Property	32.1%

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Computer Usage

Own a Computer	95.00%
Own a Web Capable Phone	59.70%

Wakeboarding Related Websites Visited in Past 12 Months:

Wakeboardingmag.com	76.50%
Wakeworld.com	49.60%
Wakeboarder.com	44.80%
Alliancewake.com	40.80%
Wakeboard.com	23.70%
TheWakePlace.com	16.40%
Wakepics.com	11.30%
Wakeskating.com	8.80%
LiquidCircus.com	8.30%
DailyWake.com	7.10%
Wakelounge.com	4.60%
TheWakeboardReport.com	4.10%
WakeOrigin.com	2.50%
GripTape.com	1.70%
Other	18.90%

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Accessories and Equipment

Accessory	Own	Plan to Buy
Rope & handle	77.90%	20.70%
Bindings	79.40%	19.70%
Flotation vest	82.60%	17.10%
Wetsuit	59.70%	14.40%
Board bag	43.60%	12.10%
Helmets	35.50%	9.60%
Aftermarket speakers	37.80%	9.50%
Weight system	39.60%	8.00%
Tower	44.90%	6.10%
Lights	18.10%	6.00%
Pylon	12.60%	3.30%

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Boat Ownership

Power Type

Inboard	39.30%
V Drive	35.20%
Outboard	9.80%
Sterndrive	9.80%
Jetboat	2.70%

Average Length of Boat

21.9 Ft.

Average Cost of Boat

\$33,700

Bought New vs. Used

New	52.50%
Used	47.00%

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Magazine Readers Plan to Buy Boats

Plans to Buy a Boat in Next 12 Months	10.30%
Plans to Buy a boat in Next 24 Months	12.10%
Plans to Buy a Boat at a Later Date	22.90%

Planning to Buy a New or Used Boat*

New	40.30%
Used	56.10%

Type of Boat Planning to Buy*

V Drive	60.10%
Inboard	39.20%
Outboard	5.80%
Sterndrive	4.70%
Jetboat	3.20%
Not sure/don't know	9.40%

Average Amount Planning to Spend on Boat - \$36,600

**of those planning to buy a boat

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Wakeboard Ownership

WakeBoarding Magazine readers own an average 3.5 wakeboards per household.

<u>2004</u>		<u>2006</u>		<u>2009</u>	
Hyperlite	59.8%	Hyperlite	58.4%	Hyperlite	50.70%
Liquid Force	26.2%	Liquid Force	34.4%	Liquid Force	38.00%
O'Brien	14.5%	O'Brien	16.4%	CWB	17.9%
CWB	10.9%	CWB	16.4%	Ronix	16.30%
Blindside	5.90%	Blindside	5.6%	O'Brien	15.60%
Double Up	5.10%	Double Up	4.4%	Byerly	7.10%
Connelly	3.10%	Hydroslide	2.4%	Gator	6.50%
Wake Tech	2.00%	Wake Tech	2.3%	Slingshot	4.50%
Jobe	1.60%	Jobe/J-Star	2.3%	Body Glove	4.30%
Core	1.20%	Body Glove	1.6%	Double Up	3.80%
FM	0.80%	Krown	0.5%	Blindside	3.60%
Hydroslide	0.80%	OTE	0.1%	Hydroslide	2.70%
Origin	0.80%	FM	0.7%	Waketech	2.00%
LBZ	0.40%			Jobe/J-star	1.70%
				Company	1.20%
				FM	0.80%
				Humanoid	0.30%
				Krown	0.30%
				OTE	0.50%
				Sine	0.30%

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Wakeboard Plan to Buy

<u>2004</u>		<u>2006</u>		<u>2009</u>	
Hyperlite	48.7%	Hyperlite	30.10%	Ronix	22.60%
Liquid Force	25.9%	Liquid Force	24.50%	Liquid Force	20.60%
CWB	11.1%	CWB	9.90%	Hyperlite	16.30%
O'Brien	4.8%	O'Brien	8.50%	CWB	10.00%
Double Up	3.7%	Blindside	3.40%	Slingshot	7.80%
Blindside	2.6%	Double Up	2.50%	Byerly	7.50%
Connelly	1.1%	Hydroslide	2.30%	Company	7.30%
Wake Tech	0.5%	Jobe/J-Star	1.60%	Gator	5.50%
Jobe	0.5%	Wake Tech	1.40%	O'Brien	4.50%
		Body Glove	1.30%	Body Glove	1.80%
		FM	0.50%	Jobe/J-star	1.80%
		Krown	0.30%	OTE	1.80%
				Waketech	1.50%
				Hydroslide	1.30%
				Krown	1.00%
				Humanoid	1.00%
				Blindside	0.80%
				Double Up	0.80%
				FM	0.80%

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Wakeskate Brand Preferences

Already Own		Plan to Purchase in Next 12 Months	
Hyperlite	45.90%	Liquid Force	13.30%
Liquid Force	33.30%	Hyperlite	10.60%
Cassette	12.60%	Ronix	9.50%
CWB	7.00%	Gator Boards	5.10%
Gator Boards	4.80%	CWB	4.50%
Ronix	4.80%	Obscura	2.00%
O'Brien	4.10%	Cassette	1.80%
Kampus	3.70%	Oak	1.80%
Oak	1.90%	O'Brien	1.50%
Integrity	1.50%	Integrity	1.20%
Devotid	1.10%	Kampus	0.80%
Sattelyte	1.10%	Omen	0.80%
Distortion	0.40%	Devotid	0.50%
Double Up	0.40%	Double Up	0.50%
LevelThirtn	0.40%	LevelThirtn	0.50%
Omen	0.40%	Distortion	0.20%

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Wake Surfboard Brand Preferences

	Already Own	Plan to Purchase in Next 12 Months
Hyperlite	40.10%	11.40%
Liquid Force	17.00%	9.80%
Ronix	6.60%	8.10%
Inland Surfer	12.30%	5.50%
O'Brien	6.60%	4.30%
CWB	10.80%	4.10%
Phase5	5.70%	3.80%
Shredstixx	2.80%	2.20%
Surftech	0.50%	1.50%
Shoreline	0.50%	1.00%
Trick Boards	0.90%	0.80%
Calibrated	0.50%	0.20%

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Wakeboard Camps and Cable Parks

Wakeboard Camps & Schools

Have attended a Wakeboard Camp or School	16.40%
Have attended a Wake Camp or School and Plan to Attend Again	8.60%
Haven't attended a Wake Camp or School but Plan to	21.40%
Haven't Attended a Wake Camp or School and Don't Plan to	52.60%

Cable Parks

Days Per Year spent at a Cable Park

1-24	26.40%
25-49	1.80%
50-74	0.80%
75-99	0.30%
100-149	0.80%
150-199	0.30%
200-249	0.50%
250-299	0.20%
300-365	0.50%
Don't Go to Cable Parks	66.30%

Average Number of Days Spent at a Cable Park – 7.0

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Clothing Brand Preferences

Brand	Purchased In Past 12 Months	Plan to Purchase in Next 12 Months
Billabong	57.00%	38.30%
Reef	46.10%	34.30%
Quiksilver	43.90%	32.70%
Hurley	39.20%	28.50%
Fox	33.80%	28.40%
Oakley	32.00%	26.90%
O'Neill	34.00%	26.70%
Liquid Force	23.70%	25.20%
Volcom	32.20%	25.20%
Jet Pilot	15.20%	21.40%
Rip Curl	18.10%	17.70%
Roxy	16.80%	11.60%
Alpinestars	12.50%	9.80%
Rusty	9.40%	9.60%
Lost	9.60%	8.80%
RVCA	7.10%	8.30%
Body Glove	12.70%	8.10%
No Fear	7.20%	7.30%
Ten-Eighty	4.90%	5.60%
UGP	4.00%	5.50%
Analog	4.70%	5.00%
Metal Mulisha	3.60%	4.10%
Sessions	2.70%	3.60%
Ezekiel	4.50%	3.20%
Imperial Motion	1.60%	2.00%

Average Amount Spent on Apparel in Past 12 Months: \$415.30

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Sandals and Footwear Purchase & Plan to Buy

Purchased Sandals in the Past 12 Months: 79.6%

Average Pairs of Sandals Purchased in Past 12 Months: 1.5

Brands of Sandals Most Commonly:

Purchased	Plan to Buy
1. Reef	1. Reef
2. Quiksilver	2. Sanuk
3. NIKE	3. O'Neill
4. O'Neill	4. Quiksilver
5. Sanuk	5. NIKE
6. DC Shoes	6. Vans

Purchased WakeSkate Shoes in Past 12 Months: 25.20%

Brands Most Commonly:

Purchased	Plan to Buy
1. Reef	1. Reef
2. NIKE	2. NIKE
3. DVS	3. Fox
4. UGP	4. DVS
5. Fox	5. Jet Pilot
6. Jet Pilot	6. UGP

Average Amount Spent on Sandals and/or Footwear in the Past 12 Months: \$164.70

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Sunglasses and Watch Purchase & Plan to Buy

Average Pairs of Sunglasses Purchased in Past 12 Months: 1.0

Average Amount Spent on Sunglasses in the Past 12 Months: \$116.70

Brands of Sunglasses Most Commonly:

Purchased	Plan to Buy
1. Oakley	1. Oakley
2. Spy	2. Spy
3. Von Zipper	3. Von Zipper
4. Smith	4. Smith
5. Dragon	5. Dragon
6. Electric	6. Fox

Purchased Watches in Past 12 Months: 24.50%

Brands Most Commonly:

Purchased	Plan to Buy
1. Nixon	1. Nixon
2. Freestyle	2. G-Shock
3. Vestal	3. Oakley
4. Oakley	4. Freestyle
5. Rip Curl	5. Rip Curl
6. Quiksilver	6. Billabong

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Other Publications Read Regularly

WakeBoarding's readership surpasses all other publication readership by more than two-to-one.

Alliance	30.70%
Maxim	16.10%
ESPN	14.90%
Snowboarder	14.60%
Surfer	9.00%
Boating	8.50%
TransWorld Motocross	7.80%
Boating World	6.30%
Boating Life	5.50%
TransWorld SKATEboarding	5.50%
Racer X	4.80%
Powerboat	4.30%
Trailer Boats	4.10%
Kite Boarding	3.80%
The Skateboard Mag	3.80%
Ride BMX	3.50%

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