

The University of Michigan
Center for Research on Active Lifestyle Behavior

The Windsurfing Consumer Research Report



Windsurfers are out there! You just have to know how to reach them. The data in this report will help you come up with ideas about how to do just that.

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EXECUTIVE SUMMARY

Purpose of the Research Report

The purpose behind this research is to help you attract new consumer constituents into windsurfing. Connecting with and attracting new consumer markets only occurs if you understand what people want from their active lifestyles and what they specifically want from windsurfing. The underlying goal of this knowledge, of course, is to determine what you can do to serve their needs.

Before we begin the presentation of the data we have gathered about the windsurfing consumer it is important to point out that people will move through several phases when they enter the sport (see Figure 1). They begin as prospects where they are merely attracted to the sport. Then something causes them to enter through the first major barrier into the learning or beginner phase. We don't have accurate statistics here, but as many as 70 percent of beginners, perhaps more, will not progress through the second barrier to the advanced beginner phase. They will drop out way before that point. If they do progress to the next level the barriers are less formidable and the retention rate seems higher. Again, though, we have no good data on this. There are two key points you need to be aware of. First, it appears that if you don't have clearly laid out steps of progression you will have more of a problem with participant drop-out. Second, if the windsurfing industry does not maximize skill attainment opportunities for participants and find ways to minimize the barriers, you will lose participants.

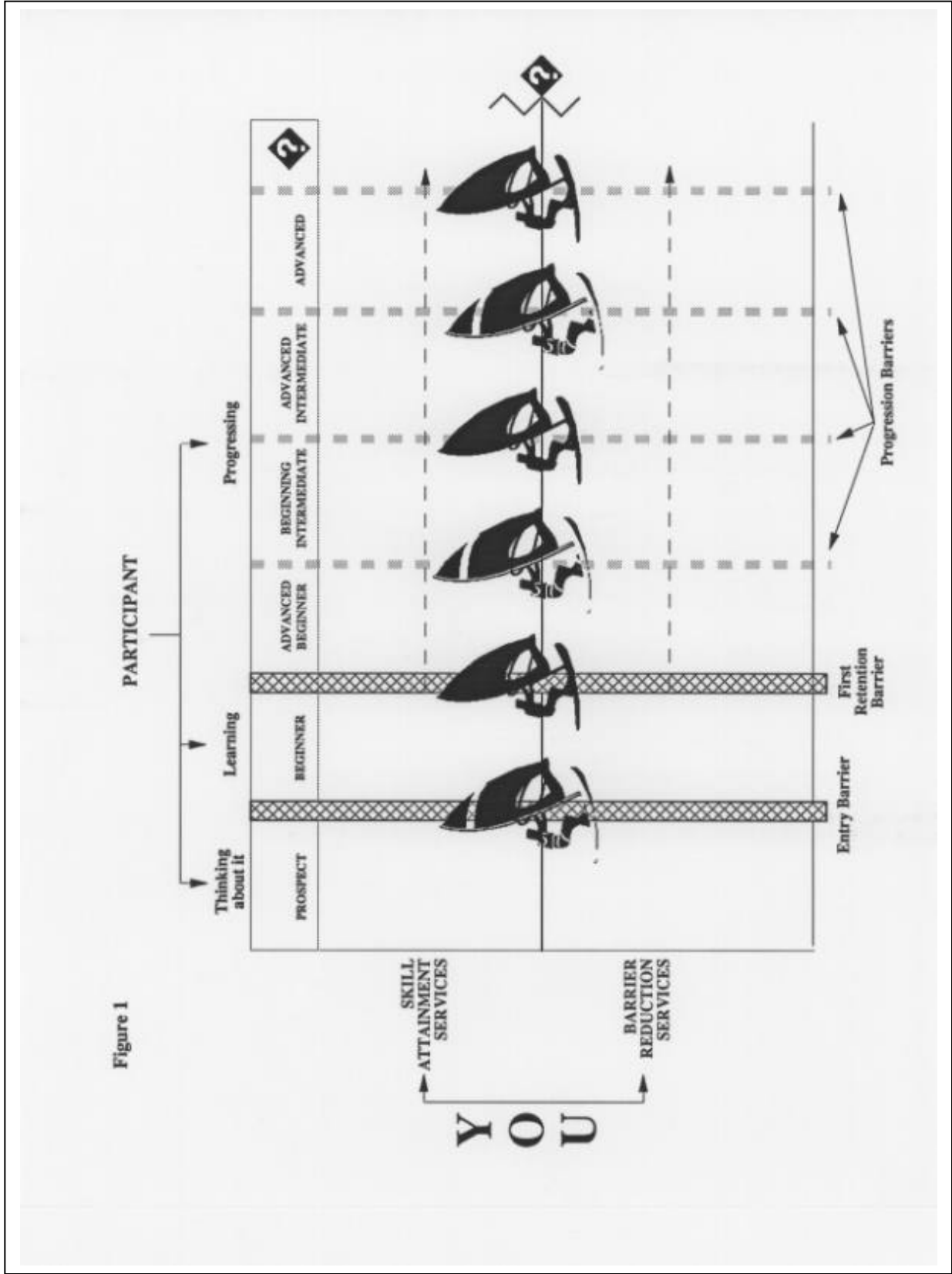


Figure 1

EXECUTIVE SUMMARY

Research Protocol

A. Subjects:

The findings presented in this report are based on data obtained from the following subjects:

- We conducted nine focus groups of five to six windsurfers per group. Four groups consisted of windsurfers who were hooked on the sport and five consisted of prospects. The hooked windsurfers ranged from advanced beginners with one year of experience to accomplished bump and jump types who spent their summers at the Gorge. All had made it through the first barrier from strict beginner to at least the advanced beginner phase where they had experienced the speed associated with windsurfing. They all subscribed to Windsurfing magazine and resided in Ann Arbor, Michigan or in the surrounding area. They ranged in age from 22 to over 50. Two were graduate students at The University of Michigan, the remainder had careers. Four focus groups of prospects were conducted in the San Francisco Bay area and the ages ranged from 21 to 33. Four groups consisted of individuals who had just signed up for the Cal-State Berkeley windsurfing school (Caladventures). One focus group of prospects came from the student population at the University of Michigan.
- Since we were limited in terms of funds our access to a widely dispersed sample of windsurfers was severely curtailed. We decided to contact seventy windsurfers via internet who were active participants of rec.windsurfing –the usenet discussion group. These individuals are, as you can imagine, computer and engineer types. The vast majority are from the US and a handful from Europe, NZ and Australia. Ages ranged from 18 to around 50 with the majority falling between 30 and 45 years of age. Many had been sailing for more than 5 years and described themselves as intermediates. A few believed they were advanced. Less than 5 were women.
- Over two hundred participants of other sports including climbing, golf, bicycling, running, skiing, triathlons, weight training and tennis were also contacted via internet. We asked these individuals to give us their impression of windsurfing. We categorized these individuals as prospects

The information gathered from these individuals can help us identify how to help encourage growth of the sport by making it more enjoyable and exciting to those who decide to participate.

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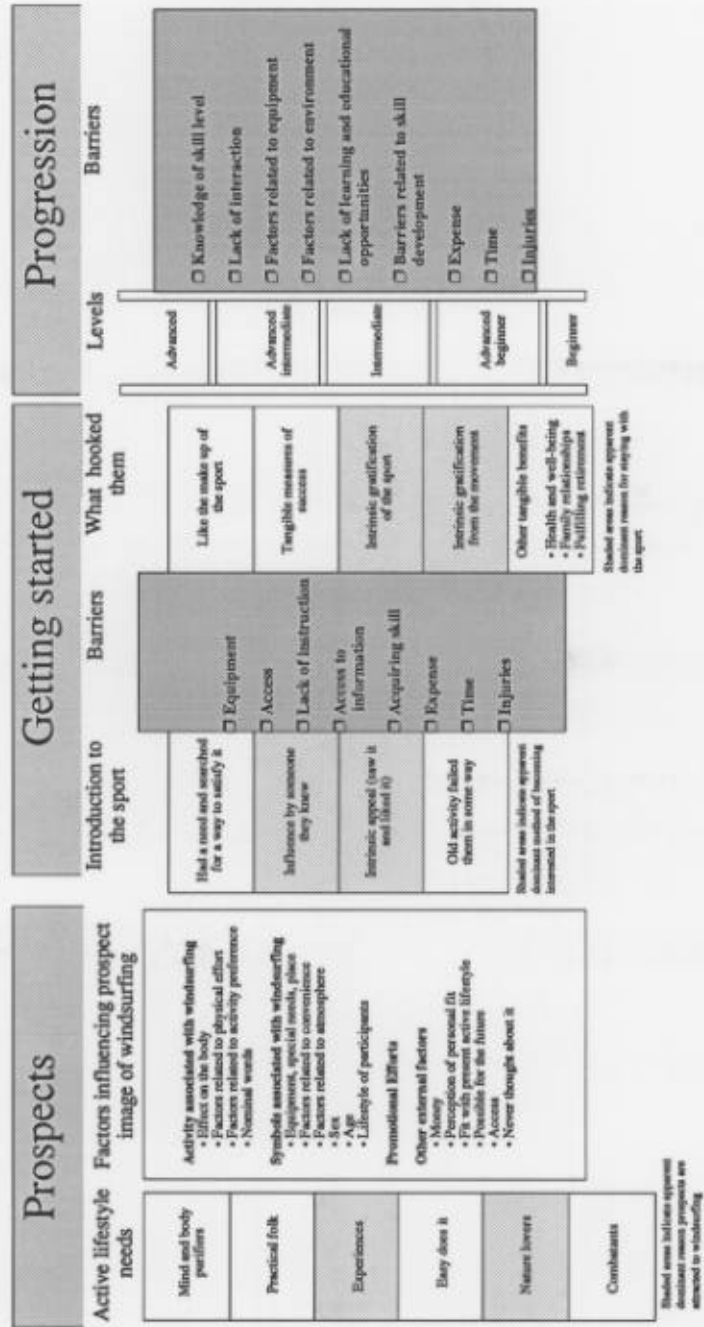
Presentation of the Data

A general summary of the type of data we gathered is presented in Figure 2. There are three sets of data.

- The first set gives us some insights about how prospects view the sport.
- The second set gives us some idea about how people get started, the barriers they face and what eventually hooked them on the sport.
- The third set of data deals with the skill progression phase of the windsurfer. We tried to identify how windsurfers define their level of achievement and the barriers to their progression.

You will find that we present the data in the exact wording of the subjects (including the occasional profanity!). The value of this approach is that real people tell you exactly what **THEY THINK** and feel about windsurfing in their own words. This is called qualitative research and it has its positive and negative points. On the positive side your markets come to life since they are not reduced to mere numbers. On the negative side the subjects we interviewed are not a statistically representative sample of all US windsurfers. The data simply give you a guide as to what the market thinks and feels about the sport. Given the general failure of statistically representative data to provide us with fruitful business expansion ideas, qualitative data can and does frequently lead to innovative marketing strategies. If you need a guide that will help you maximize your use of the data presented in this report I suggest you obtain *Marketing Active Lifestyles: an action ready approach to increasing participation in sport*. Contact me if you wish to purchase a copy.

Figure 2



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Overview of the findings

Part 1 – Prospects

A. Active lifestyle needs

A wide array of research on satisfactions derived from active lifestyle participation indicates that there are six groups of participants. These include:

Mind and body purifiers: These individuals have a love affair with intense exercise for body and mind purification. The main evaluation criteria is how the activity touches their inner strength (both physical and mental).

Practical folk: These individuals want good value for their effort and reliable accomplishments of fitness, health, weight reduction, etc.. Pleasure associated with the movement takes a back seat to these more practical considerations.

Experiences: These individuals put the greatest emphasis on the activity experience itself. They're quite knowledgeable and work their sport very hard. They usually choose a solo sport and they'll pay top dollar for their equipment if it will enhance their overall experience.

Easy does it: These people want low intensity, preferably social, activity. They care little about the time or equipment factors.

Nature lovers: The folk go for whatever allows them to work with nature.

Combatants: These participants want to be able to measure their progress. They like to compete against an opponent (person, environment, clock). They don't get emotional about the activity itself. It's simply a chance to put ones talent to the test.

Windsurfers generally fall into two groups – experiences and nature lovers. The type of person who finds windsurfing attractive also falls within these categories. Climbers, skiers and bicyclers are especially prone to claim an attraction to windsurfing for these reasons. Fitness participants are more likely to have a functional (practical) reason for active lifestyle participation and will state that windsurfing has no fitness benefits.

B. The image prospect have of windsurfing

Image of windsurfing is one of the key factors enticing people to it. You need to know if windsurfing confuses people, looks interesting or scary to them. Such thoughts may not be on the conscious level, but arise from a deeper, unconscious state. However, hardly anyone selects a

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specific active lifestyle by accident. It is usually a careful, deliberate decision. Before people are willing to spend money or time, they want to be certain that this is something they can do and something that will fill their active lifestyle needs. We have identified four categories of data that image the image your prospects have of windsurfing. They include:

Activity associated with windsurfing:

- Effects on the body –There is doubt about the cardiovascular, strength and muscle building benefits of windsurfing.
- Factors related to physical effort –Some believe it is a difficult sport to learn, you must be athletic, there is an element of danger and takes too long to learn.
- Factors related to activity preference –Some just don't like this type of physical activity, and believe water is a boring terrain. Others, however, find the natural setting, and working with nature an attractive feature of windsurfing.

Symbols associated with windsurfing

- Equipment, special needs, place –Some dislike the special needs of the sport such as equipment, having to go to a special place to participate, and simply dislike water.
- Factors related to convenience –Windsurfing is not a convenient sport to do. You must organize your lifestyle around the sport rather than vice versa.
- Factors related to atmosphere –Not a social sport.
- Sex –Occasionally seen as a macho sport.
- Age –Not a big factor. However this may be due to the age range of our subjects.
- Lifestyle of participants –Windsurfing is basically viewed as a “too-cool” yuppie, California type sport.

Promotional effort

How people perceive their athletic talent often influences the way they interpret your promotional messages. We found three kinds of windsurfing prospects. One cluster are turned on by the speed. A second group finds the high speed appealing but lacks the immediate belief they could ever reach that level of skill. A third cluster finds no appeal at all in the high speed dimension, and in fact, see the sport as quite scary. They are more interested in the more relaxed and slower speed approach.

Other external factors

- Money –basically seen as an expensive sport.
 - Perception of personal fit –some people just don't see themselves as the windsurfing type.
 - Fit with present active lifestyle –people who are already intensely involved in another sport frequently do not believe they have the time for windsurfing.
 - Possible for the future –A handful have placed windsurfing on their list of things to do in the future
- Access –Perceived lack of easy access to the sport seems like quite a big problem with prospects.
- Never thought about it –these folk have never thought about windsurfing as an option.

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Part 2 – Getting Started

A. Introduction to the sport

We know from our previous research that people who become involved in an active lifestyle do so under four conditions:

- They have a need and search for a way to satisfy it (improve mental well-being, get into shape, erase self-doubts and experience success)
- They are influenced by someone they know or are introduced to the activity in an organized setting such as a camp or YMCA.
- The activity fascinates them –that is, there is an intrinsic appeal. They simply see people doing it and like the idea of doing it themselves.
- An old activity fails them in some manner and they search for a replacement.

We were struck by the important role windsurfers play by introducing their friends to the sport. There was little question that windsurfing had an intrinsic appeal to our subjects but without friends most would not have followed through on their desire to take up the sport. Two key issues came to our attention with this information:

1. What image of windsurfing is the key to attracting prospects? Our subjects commonly mentioned the speed aspect. The prevalent image today seems to be that of young folk jumping and surfing waves. Is this having an appealing affect or is it turning people off from the sport?
2. As people progress in the sport they tend to abandon their long, stable boards for shorter boards. Does this cut back on the opportunity for present windsurfers to introduce the sport to their friends? If so, this important avenue for entry into the sport is being removed seriously limiting access to newcomers.

B. Barriers

We need to educate dealers on how to communicate with the average windsurfer. Only the more advanced of our subjects had anything nice to say about dealers. The group may be a serious drawback to the enjoyable experience of beginners during the entry phase.

Access to equipment, good instruction and information geared toward the beginner is a problem. Poor early experiences with windsurfing often related to poor equipment, the wrong size of equipment or to a desire to do what their friends were doing –going fast before they had the skill to cope with strong winds. Judging by the early experiences our subjects had it is quite amazing most did not quit. It is from sheer determination and perseverance that they made it through to the next level. Equipment cost is certainly a factor, but it appears that, just as they were determined to overcome the difficulties of learning the sport, this group of individuals are quite good at getting around the cost factor. Used equipment, renting, borrowing from friends and the attraction to the challenge all helped our subjects get through the cost barrier.

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C. What hooked them

Once again our previous active lifestyle research suggests that people continue with an active lifestyle for five reasons:

Like the make-up of the sport

- Like the combination of water, wind, natural elements

Tangible measures of success

- See improvement and achieve success
- Can win, be the best, achieve recognition
- Love the competition

Intrinsic gratification from the sport

- Love the challenge
- Accomplishing something difficult

Intrinsic gratification from the movement

- Fun and enjoyment
- Thrill and exhilaration
- Hedonic experiences

Other tangible benefits

- Health and well-being
- Family relationships
- Fulfilling retirement

It was quite clear to us that the two “hooking” mechanisms of windsurfing for this group fell within the intrinsic gratification they obtained from the sport and the movement. They found it challenging, the speed aspect had an addicting element to it and the pure sensation of power they could generate from wind, water, sail and board was something they had trouble describing. Windsurfing does not require other people to thoroughly enjoy it. Exercise really was not a factor, nor was the notion of having to have some measure of success by competing against other people important to this group. They found competing against the elements rather than against each other a more rewarding experience.

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Part 3 – Progression

A. Levels

Sports that have defined levels through which participants can progress seem to provide incentives for people to stay with them. Windsurfing is an extremely complicated sport for most people to understand. When an individual first takes up the sport it is quite clear that the first step is simply to stay on the board and move it. After that – then what? One subject described the general feeling of all subjects with the following statement:

Most of your progression comes by necessity. First thing you learn how to sail – then turn around. You then want to be able to waterstart so you can use a short board. I guess jibing is the big milestone that everyone tries to perfect. I guess after jibing it's kind of undefined what you can do. It's up to the person. Some people go for flat out speed, some go for the bump and jump approach.

B. Barriers to progression

- **Lack of interaction**

Our subjects thanked us for inviting them to the focus groups. Those over 30 years of age were quite astounded there were so many other people like them out there windsurfing. They enjoyed discussing problems and other issues related to windsurfing. In fact, one outcome of this research has been the establishment of a windsurfing interest group in the Ann Arbor area. They hunger for information, interaction, hands on knowledge of equipment and someone who will talk to them at their level.

- **Lack of learning opportunities**

This seems to be an important problem that needs to be addressed by the industry and USWA. It is simply quite difficult to enter this sport and to find ways to move from one level to the next.

- **Barriers related to skill development**

This relates back to the lack of defined levels through which people can progress. We need to establish steps for progressing from one skill level to the next and some programs to help people move forward.

- **Hooked on speed to the detriment of other dimensions of the sport**

The speed aspect of the sport is clearly addicting which is no surprise to anyone within the industry. However, this is preventing people from sailing as much as they could. Speed is what appears to be attracting people to the sport and speed is what they want. It is possible to go fast without developing many of the other skills associated with the sport. Many of our subjects could not jibe and did not appreciate the technical details associated with sailing.

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• Lack of an education medium

We included two categories here – Windsurfing magazine and USWA. These are two important educational mediums for windsurfers and neither one is really fulfilling this role effectively. Many found Windsurfing magazine frustrating to read, and felt it geared its articles only to the more advanced. None of our subjects were members of the USWA. They were generally unfamiliar with the organization and doubted if they would benefit by being members. In essence, while there is a huge void in educational opportunities for our windsurfers similar to our subjects, neither Windsurfing magazine nor USWA is presently meeting that need.

PART ONE

Prospects

Active lifestyle needs

Mind and body purifiers
Practical folk
Experiences
Easy does it
Nature lovers
Combatants

Shaded areas indicate apparent dominant reason prospects are attracted to windsurfing

Factors influencing prospect image of windsurfing

Activity associated with windsurfing

- **Effect on the body**
 - Fitness and cardiovascular benefits
 - Muscle building and weight control
 - General exercise benefits
 - Rush and mental benefits
- **Factors related to physical effort**
 - Difficulty
 - Demands on the body
 - Danger
- **Factors related to activity preference**
 - Skill deficiency
 - Terrain
 - Natural
 - Features of the activity
 - Compared with present active lifestyle
 - Hate water sports
- **Nominal words**

Symbols associated with windsurfing

- Equipment, special needs, place
- Factors related to convenience
- Factors related to atmosphere
- Sex
- Age
- Lifestyle of participants

Promotional Efforts

Other external factors

- Money
- Perception of personal fit
- Fit with present active lifestyle
- Possible for the future
- Access
- Never thought about it

Market comments about active lifestyle needs

There are six categories of participants. These comments are samples from a variety of sports to give you an idea of the type of people in each group.

Mind and body purifiers: Have a love affair with intense exercise for body and mind purification The main evaluation criteria is how the activity touches their inner strength (both physical and mental).

- I'm saving golf for my dotage. I find nowadays that I need to do exercise that pushes me physically and tests me. I do play tennis in the summer, but I'm not really a games person. I am very self-motivated and would much rather slog my guts out in a hard aerobics or step class than compete on a one-to-one basis with someone. I find I look upon my exercise as a personal thing and I enjoy it immensely.
- Triathlons are more physical. Pushing yourself to your physical limits, both in terms of speed and endurance, and stretching those limits, can be a transforming experience.
- Running gives me the satisfaction on knowing I am physically fit, that I can endure some pretty demanding physical challenges, and that I am healthy. I also get a great feeling of accomplishment from my running. My running is my own, I couldn't do without it, and God help the person who tried to take it away from me.
- Triathlon is an endurance sport that places demand on all parts of your body; cardiovascular, legs, upper body, mental discipline.

Practical Folks: Want good value for their effort and reliable accomplishments of fitness, health, weight reduction, etc.. Pleasure associated with the movement takes a back seat to these more practical.

- None of those three exercises are very good at developing overall strength or cardiovascular endurance. Tennis will, however, give you some arm strength.
- I would most likely not build muscle tissue from any of the above three. I enjoy tennis as an aerobic form of exercise. I have never been windsurfing, but I think it would be good to build upper body strength. Golf, well, maybe a lot of walking, but that's it.
- Well, I don't believe you'd get much aerobic benefit or any strength training increases from golf. I feel golf is purely a recreational sport that you'd do for enjoyment and not for any strong health benefits.

- Tennis would definitely help you aerobically and also help build up leg strength. I'd love to learn the game.
- I use a NordicTrack, and a Cateye exercise bike, for fitness. That means I can exercise exactly when I want, with a minimum of extra time lost to travel to a golf course, tennis court, or whatever. Also, I'm not sociable enough to like team sports, or sports that require an opponent.
- I have never golfed. The game looks boring to me. Also, I would never consider it as part of a fitness program. My reasoning is: have you ever seen the number of fat people out on the golf course? There are quite a few. But I rarely see a fat person in one of the local races.
- Aerobics never held any attraction for me. I've always looked at aerobic exercise in terms of how it could benefit my running. Given my time constraints (and the benefit of research in the area), I decided that the best way to get better at running was by going out and running. I still believe that, although I recognize that a modicum of aerobic dance would strengthen problem areas and help to minimize running injuries. I understand that Frank Shorter does some aerobic dance for precisely this reason. Still, I haven't been able to "get into" it, as it makes me too sore to do much running.
- Being a ex runner (I used to do about 100 mi a week when I ran cross country) I see completing a triathlon as a great thing. I have thought of getting in the condition that I feel I could complete a triathlon (mini that is, not an IronMan), but I do not have the time, nor the desire to do one now. I have played about a dozen rounds of golf in total. When I ran track if the weather was too poor to pole-vault (yes, I that was a stupid sport, but a hell of a rush - pre bungee jumping days best adrenaline rush available!) we would get in a quick round of golf. Also within the last few years, I have shot a round or so a year. I see golf as a good sport, but I don't have the five or six hours to blow twice or three times a week. Also, golf is not that good of an exercise. I guess I'd have to shoot five rounds a week to get the same exercise as just a couple days of tennis. Lastly, I love windsurfing, but its not an activity I can do very often living in northern California. I know of people that do it all summer, but the winters don't exactly allow it very often. I first learned to windsurf about 14 years ago, and have done it very few times (about a dozen). It

also is a fun sport, but unless you live on a windy lake or on the ocean, It is a huge hassle to do the sport. It also is VERY expensive. Not that I wouldn't pay for it, its just that all around it requires a lifestyle that supports the sport, rather than a sport that fits a lifestyle.

Experiences: Put the greatest emphasis on the activity experience itself. They're quite knowledgeable and work at their sport very hard. They may choose a solo sport and they'll pay top dollar for their equipment if it will enhance their overall experience.

- The total focus of climbing would not be present in golf, tennis, or windsurfing. You really have to concentrate on not falling and moving and the adrenaline focuses you quite well. I don't think these other sports will have that since there's not as much an element of danger. tennis - highly skilled and fairly aerobic but too stationary for me. Windsurfing - this could be exciting and might be interesting. I'm not personally able to maintain an exercise program just for the sake of exercising. I need to have other goals, like to climb a mountain or go on a big hike, then I'm able to motivate myself to train at something else to help achieve these goals.
- Climbing takes me away from the city to lands of incredible scenery, and puts me on the summits from which the best views of that scenery are to be had. The air is fresh, the breeze is cool, and the silence is golden. It forces me to slow down and focus 100% on a near-at-hand (or foot) problem of basic survival, forgetting the tensions of a more hectic yet mundane lifestyle back in the city. Climbing is a very reflective sport, as typically half of the time is spent in solitude on a quiet belay ledge, feeding rope in/out to another climber, out of view in another world. There is also the satisfaction of achieving the summit, via a blank wall that at first looked impossible to surmount, and still appears so to any onlookers. The feast of wild blueberries picked at the top, and the cold plunge into the waters of the lake after a hot day on the rock.. and the soothing sauna after dark (climbers of both sexes tend to have decent bod's and few inhibitions..).
- Golf is something I may do when I am too old to do anything else. It seems to be a very good social event. With games involving some sort of ball, it is enough to amuse and occupy the masses, but what does it contribute to their personal enlightenment. as Jean-

Luc Piccard said in some Next Generation episode : 'their stomach is full, but their spirit is empty' (I know, I know, pretty geeky quoting star trek — it seemed appropriate, and I am an engineer). Climbing is a mind and body event. Focus in both is important to succeed. I recently was exposed to tai chi and found a great similarity to how I view climbing.

- Windsurfing- a feeling of achievement. I love to windsurf. I just got back from a week in the Columbia river gorge. For me it's a high adrenaline sport - I don't care how good I am, I just want to go fast. I like the opportunity to spend time by myself. You just don't seem to achieve much. It's fun, but you don't look up at the end of the day and say "jeez, I don't believe I did that".

Easy does it: Want low intensity activity, preferably social. They generally care little about the time or equipment factors.

- I prefer golf because I get to enjoy the outdoors without beating myself to death. Too much time commitment in the triathlon because you have to train all the time. Golf, you just go out and play. I will never have the desire to compete in a triathlon, nor do I understand why people compete in triathlons.
- Walking is completely wonderful unless the weather is terrible, and even then, indoor walking is great!!! Walking is everything that is wonderful and nothing that is not. Walking is invigorating, calming, positive (attitude), semi-gentle to the body and yet gets everything moving and all the kinks out. My impression of those who walk: There aren't near enough of us. It isn't in vogue like so many other physical activities are. Some who walk can't afford other transportation and so maybe this activity will never be able to rise in status. When I walk here in Las Cruces, NM often times males (especially Hispanic) will honk their horn just as they are passing to try to startle me so they can feel dominant and macho. Often they holler crude references to physical attributes that are none of their concern. A couple of years ago I lived in Lubbock, TX where none of this occurred, but many people made comments to me in a friendly way to indicate that maybe I should not be walking or that just wasn't done. Things like did I need a ride, or where was I going, and that they didn't want anything to happen to me like being bothered by anyone or caught in bad weather. My own opinion is that walking is a perfectly good activity that promotes physical, mental, and maybe even spiritual health, as

well as independence. It is unfairly put down by our society in an effort that auto manufacturers can sell their product on not only the basis of what it is, but also on the basis of moving the purchaser into a higher status.

- I don't bicycle avidly, but I can see why people like it, because you get the exercise and yet can relax and look at scenery too. People like my dad bicycle. People who exercise for fun.
- I prefer golf because I get to enjoy the outdoors without beating myself to death. Too much time commitment in the triathlon because you have to train all the time. Golf, you just go out and play. I will never have the desire to compete in a triathlon, nor do I understand why people compete in triathlons.
- I would consider golfing, skiing, bicycling, walking, and aerobic dance. I like the activity of them, I especially enjoy being out of doors. The activities are gentle to moderate which lets me move about, limber up, and get a little exercise, but is not strenuous.
- Really fun. Easy. I like bikers. They generally have strong legs and are fairly healthy.

Nature lovers: Go for whatever allows them to work with nature. They read about the activity and are intensely involved as participants. They are commonly involved in two or more nature sports and are limited only by their finances.

- Climbing compared to Windsurfing: I think I would love windsurfing if I once got the hang of it. Only tried it once for a few minutes (got nowhere). Has the same appeal as sailing (which I love) — finding a way to work with natural forces to achieve my goal.
- Golf, has no mental side. You can try to improve you physical ability and increase you score but beyond the Zen of the swing I don't think there is anything else to learn. All so a golf coarse is a contrived setting, not a natural one. I prefer the basics. What could be more natural then a struggle with gravity. Golf is wimpy. Walking around a expensive contrived field is not much of an exercise.
- I think I would really enjoy windsurfing. It is a very "zen" activity to me. You're harnessing nature and having fun. There is no opponent, it's just an activity.
- A golf coarse is a contrived setting, not a natural

one. I prefer the basics. What could be more natural then a struggle with gravity.

- Tennis is a very artificial sport for me, with good views of brick walls and fences.. not exactly close enough to nature for me to retain it as a regular sport/hobby.
- Windsurfing- Might be fun. One real appeal here is the setting, and this is certainly a factor in climbing. I really like being outdoors, looking at mountainsides, streams, vistas, hawks soaring. Many sports are very urban — football inside a stadium of concrete on an artificial and manicured piece of grass covered with a grid of lines and numbers — or better yet artificial turf! Golf takes place in an artificial setting, but I find it pleasant for the most part, maybe I will take up golf when my body falls apart.

Combatants: Being able to measure progress in performance. They like to compete against an opponent (person, environment, clock). They don't get emotional about the activity itself. It's simply a chance to put ones talent to the test.

- I do bike ride, both road bike and mountain bike. Biking is fun, but you can't really measure your progress like golf. It's great exercise though!
- First of all I'm playing the golf course first, and my opponent second. If I can't beat the course, then I can't beat my opponent. This is missing in the triathlon, and tennis. I've never windsurfed, but can imagine that I would enjoy it very much. What I get from golf is hard to explain. It's being outside in nature, and also playing a game. The game has many levels. It can be to just beat the opponent, for pure fun, or to play well on a tough course. A five iron from 170 yards that gets inside 5 feet is a thing of beauty, also the feel of hitting a sweet shot is great. I'm very competitive, and golf let's me get my "fix". golf sound like a drug doesn't it. Well, I can say that if I go for more than two weeks without playing I get edgy to play again. I'm a golf addict, and I love it. Gut impression of triathlon would be a total race. I'd have to be in excellent shape to even come close to winning. I'm not, and I wouldn't want to spend that much time to get in that shape. Also I hate to run (funky knees) so I wouldn't like the running part. I swim now so that part would be OK. The bike part would be OK also since I bike around, but nothing close to the competitive range. I like to enjoy myself

swimming, and biking, and a race, to me, wouldn't be fun.

- Firstly, I would never participate in a triathlon - its too strenuous for my liking and one has to put too much training if one is going to do well. Golf is okay - I have only played once - I suppose I would play more often if it weren't so expensive! Windsurfing - Same goes for golf, also I don't see myself as a windsurfing type of person! I get a sense of fulfillment(when I play well), a competitiveness which I certainly wouldn't get from windsurfing and a great feeling. It feels good to go out there and play tennis - This would apply to golf as well If I played it more often, but not the other 2!!! Of the 3, I would say golf comes closest to tennis - they are very similar - both competitive, both fun and both fulfilling and "relaxing". Windsurfing is OK - but only if u are doing it for social reasons and not competitiveness (there goes that word again :)) while triathlon is simply out of the question for me!! - too much work involved!!

- Overall sense of well being, both from knowing (and seeing) that I am in shape, and from each new accomplishment (i.e. new personal running record at a distance, i.e. new 5k PR or marathon PR). A great sense of personal satisfaction in knowing that I have enough dedication to do the training required to do a marathon.

- Satisfaction of doing something that most people perceive as difficult. Goal-setting and achieving such goals. Runner's High! Competition — either at road racing events or passing slower runners at the track or on the streets during my daily running. Weight loss, weight maintenance. Looking better, have a better opinion of one's self, being stronger and more fit than most people. Having lots of energy. Talking about running with other runners (like my dad) is a great high. Bragging. Meeting other runners at races and daily running courses. Getting up early in the morning. Eating better. Relaxation. Lowered resting heart rate. Seeing the sunrise on a run. Running in different states and locations and all of that scenery. Seeing (and hopefully meeting) more beautiful female runners at road races and common runner courses. Also, the satisfaction of moving to a state with a better climate for running: that is

- I still have a hard time thinking of aerobic dance as a "real" sport (although I know_ it's a great workout). It doesn't allow me to objectively track my progress as I can by evaluating my running times for a given course - there's less opportunity for goal setting and a

sense of challenge. There's little avenue for competition (lots of road races available to run). It doesn't have the same scenery :-).

Market comments about factors influencing prospect image of windsurfing

Activity associated with windsurfing

- Effect on the body
 - Fitness and cardiovascular benefits
 - Muscle building and weight control
 - General exercise benefits
 - Rush and mental benefits
- Factors related to physical effort
 - Difficulty
 - Demands on the body
 - Danger
- Factors related to activity preference
 - Skill deficiency
 - Terrain
 - Natural
 - Features of the activity
 - Compared with present active lifestyle
 - Hate water sports
- Nominal words

Symbols associated with windsurfing

- Equipment, special needs, place
- Factors related to convenience
- Factors related to atmosphere
- Sex
- Age
- Lifestyle of participants

Promotional Efforts

Other external factors

- Money
- Perception of personal fit
- Fit with present active lifestyle
- Possible for the future
- Access
- Never thought about it

A. Activity associated with the active lifestyle

1. Effect on the body

Fitness and cardiovascular benefits

- I'm sure that the physical benefits gained from windsurfing could be gained from a correctly configured calisthenics workout. But then it probably would be less enjoyable.
- It is more of a skill sport, though I would guess it has some aerobic value though perhaps not as much as tennis.
- As far as cardiovascular benefits, I'm sure it must have some effect, at least when you get somewhat good at it and can keep up the exercise for a prolonged period of time.
- Not very aerobic, though, but looks like fun.
- The aerobic workout is typically less
- While there is certainly skill involved in bicycle racing (and triathlons), the main determining factor for success is physical conditioning. This makes sports such as cycling, triathlons, running, Nordic skiing, etc., seem physically gnarlier than windsurfing, thus providing a bigger/better boost to my physically wimpy self-image. Now, in my advancing middle age I also realize that I tend to be better at physically demanding things rather than skill/coordination tasks, but this could be because I feel it is more important to succeed at the physically demanding tasks, I don't know...
- You don't get fitness & weight loss.
- Something fun to do on a weekend when you don't have anything else to do. I don't see it as a "get in shape" sort of activity, more of a leisure type activity.

Muscle building and weight control

- Although I have never been windsurfing, I think it would be good to build upper body strength.
- Good upper body workout, especially forearms, but really nothing cardio-vascular wise. Lots of fun, and that counts for a lot!

General exercise benefits

- I don't consider it exercise, only fun to spend time doing. I get a workout from swimming, biking,

running and weightlifting.

- I haven't evaluated it from an exercise standpoint, It's sort of like cross country-skiing for me, I like to cross country-ski, but I try to stay fit in order to ski rather than ski to stay fit, because I can't ski regularly enough to get a fitness benefit from it. Windsurfing is probably good for your lats, deltoids, traps, triceps, etc., but only if you do it several times a week.
- I wouldn't exactly call windsurfing a fitness exercise. To me, it's like skateboarding. It takes skill, and you may expend some energy doing it, but it's more for fun than it is to get a whole lot of exercise.
- Not very good at developing overall strength or cardiovascular endurance.
- I think of windsurfing as more fun than exercise
- Don't know too much about this one. It would seem to be good for building upper body strength/endurance, not really building the muscle. Also, if you spent a lot of time in the water and swam a bit, that would help with the aerobic aspects.
- Not geared for physical training

Rush and mental benefits

- windsurfing? now that sounds cool... seems like it has the potential to induce the same kind of mental state one could get from fencing or martial arts...that singular concentrative state of mind...

2. Factors related to the physical effort Difficulty

- I give a lot of credit to people who try it before learning to sail. There's a lot to sailing, and to accomplish that and ride a surf board, sound's pretty challenging to say the least. I'm sure there's no "high" like speeding across a bay or lake ... with just a sail and board ...
- Impressions: Hmm.. Never tried windsurfing, but it must be a very demanding sport from the very beginning, when you get into the waves a try to hang on. It seems also to me like a sport you must begin with when you are young(before you come an adult).

- It's not an easy sport,

- Looks fun but difficult.
- Looks like a frustrating, difficult sport to learn. I say that with many years experience as a sailor, a boater and a jet-ski rider. So on-the-water skills or balance isn't the problem. In fact, it's probably comparable to skiing except you can stop and sit down on the slope. :-)
- Looks like fun but I would probably be too frustrated trying to learn at my age.
- Looks very difficult to me, but not quite as "rebellious" as climbing or (pure) surfing. Of course, people on the cutting edge of windsurfing would probably disagree with me.
- Only things I know about it is that it's hard to learn
- If I was back in school in an area that had good windsurfing, I might be interested. But I usually do not excel in sports that require dynamics and fast reflexes.
- In the initial stage too difficult ,
- Windsurfing is too hard
- I have never tried it but probably hard to do.
- Sorry, never tried windsurfing. The only water sport I've done is swimming, so I really can't compare.....I'm not sure what I think of it. Never given it too much thought, really..... I'm sure it takes a lot of skill.
- Well, from talking to people I know I'm going to be in the water most of the time. I thought basically the idea is that you're trying to balance yourself and take advantage of the wind—that's where the power is from what I understand & that hasn't really changed from talking to people. mostly I understand that you'll be in the water

Demands on the body

- I think that to be a good windsurfer, you really need to have a certain amount of athleticism and strength, and it's not a sport that just anybody can "pick up".
- It looks like a lot of fun and you will probably have to have more strength and physical activity then skiing. You are holding on to a sail and standing on a board and moving it on waves and turning, with skiing

you are always going down hill, unless there is another skiing I know nothing about, going uphill. It looks a lot more difficulty then people think. Your arm strength should be strong and legs, of course. I am not sure if I would try it, but does look like fun! My husband tried it when he was in Hawaii and said it was hard.

- Windsurfing — love to do it sometime; looks like it would be a strain on the arms, shoulders and back but once you get the hang of it, is probably a blast.
- Windsurfing would appear to take a considerable amount of strength— both upper and lower body.
- You need to be quite strong.

Danger

- Windsurfing is 'too dangerous for me'. There is the challenge to defy the elements. Yet, I would rather prefer to combat a thinking opponent across the net.
- Windsurfing is dangerous, and anyway I can't swim and I would find it boring after a while.
- I would probably get hurt. It seems like one of those sports that allows teenage boys (or men who think they're still teenagers) show off to impress girls.

Time consumption to learn

- Never had a desire to even try it, because I don't have time needed to become proficient at it.
- One or two of my family enjoy it although I have never really seen the beauty of it. It looks a great sport if you have the time and determination to start.
- Windsurfing requires too much skill and would require more time to master than I'm willing to devote to it.
- More effective use of time, if I'm going to allocate time for exercise. Can be done (swimming/ weight training) without travel to the ocean or a lake. Opinion of participants; in shape and like to have fun.

3. Factors related to activity preference

Skill deficiency

- I can't swim very well, so I don't windsurf.
- I don't really like "skill" sports. I like to work hard physically to get better.

- I don't swim very well. I haven't tried it. With a life jacket I can imagine finding it amusing for a short time. Especially off the coast of a Greek island.
- It requires finesse that I don't have.
- Windsurfing is cool.. I grew up on a medium size river here in Alabama and wish that windsurfing had been around then..Here in Huntsville, we are surrounded by lakes and rivers but I have become slug-like and find golf much more relaxing
- I don't know how. I didn't know how to climb either.
- I love water and at some point wanted to be involved in water sports like sailing, rowing and windsurfing. Vancouver, where I live, has many great facilities for these activities. Unfortunately, I wear a hearing aid and I cannot take the risk of getting it wet.
- I always felt the little that I've been exposed to windsurfing and I've tried it a couple times without any instruction. I thought the two things that were required were a good sense of balance and a good sense of wind/wind direction. Neither of which I have. I'm hoping the more I do it the more confident I get and the more balance I pick up in that particular activity. Again I feel ill spend a lot of time jumping on the board and jumping off or falling off

Terrain

- This might be a sport I would be interested in. Maybe not quite as exciting or with as many views but still good.
- Looks like fun I guess, but I've never tried it. I don't think it could ever capture my spirit as climbing has done because the terrain and scenery are too constant and the possibilities seem too limited. Of course, I don't know what I'm talking about here, but this is what my impression is....
- You cannot stop and look at the view! It is something you do for an hour or so when the weather is good. Hiking/climbing is some thing one can do all year round, and for days at a time (family permitting!).
- One real appeal here is the setting, and this is certainly a factor in climbing. I really like being outdoors, looking at mountainsides, streams, vistas,

hawks soaring. Many sports are very urban — football inside a stadium of concrete on an artificial and manicured piece of grass covered with a grid of lines and numbers — or better yet artificial turf!

- The only reason that I can offer why I haven't taken up windsurfing (except for the initial cost of a board) is that I'm not much attracted to the venue: it's all flat, there's no "up". But I intend to try later this summer, so get back to me!
- It is obviously fun judging by films on Eurosport (An European-wide satellite channel). The aspects of speed and jumps are present but I suppose you can't so easily find the feeling of extreme solitude present in a high mountain environment. The scenery is better in skiing. Conducting an off-piste descent in a high mountain environment is always an adventure where you are your own responsibility, or with few friends you can trust. I can't imagine how one can find similar experiences in windsurfing.

Natural

- I grew up sailing, but have never tried windsurfing. I would like try it some day, should I ever have the opportunity. Being on the water under sail is very rewarding in its own way. The independence and simplicity of windsurfing is very attractive.
- I think I would enjoy windsurfing a great deal. I enjoy being on the water, and prefer environmentally friendly (human powered) over motorized (e.g. jet ski) sports. I just never made the time/\$\$ investment to do it.
- I think I would love windsurfing if I once got the hang of it. Only tried it once for a few minutes (got nowhere). Has the same appeal as sailing (which I love) — finding a way to work with natural forces to achieve my goal.
- I think I would really enjoy windsurfing. It is a very "Zen" activity to me. You're harnessing nature and having fun. There is no opponent, it's just an activity. I'm a fairly good athlete, and I think it wouldn't take me too long to have fun in that sport.
- Seems like an elegant undertaking entailing grace and some degree of physical ability. Never done it, myself, but seems fun to try.
- The things that I would not get with those activities is seclusion and breath taking scenery. Also, that

slight fear factor that I mention above can't be had with these activities. Oh yeah, and that back-to-nature-self-sufficiency feeling you get with backpacking is not there. Let not forget the sense of accomplishment.

Features of the activity

- I have never done that. Looks like fun,
- Windsurfing looks like it can be a blast! In high winds, with waves, going really fast, etc. You can definitely get on the edge there! You can have the chance to push your abilities and succeed, or crash and burn (then try again).
- I have never tried it (never learned to swim. It looks like fun, though.
- I have never wind-surfed but it looks like fun.
- I have never windsurfed. It looks enjoyable.
- It looks like it would be fun and I would like to try it sometime.
- I'm sure I'd enjoy it.
- It looks great!
- It looks interesting, but I never tried it.
- It looks like fun, I have tried sailing and wouldn't mind giving windsurfing a try.
- Looks cool. Did it once... really sucked at it. Somebody buy me one of these things!
- Looks cool... never done it... Am ready to be tough if a female homo sapiens is ready to teach...
- Um, never did it. Looks like fun though. I don't surf, sail or swim though - so I think I'd suck at it!
- Windsurfing - Never done it. Seems like a fun water sport.
- Windsurfing. Not big on watersports, but it looks like a kick. I might try it, "Thrill seeking" again.
- Windsurfing: Ah, good question! I have never gone windsurfing, but by all indications it is certainly good heady fun!

- The first thing is fun...windsurfing is something that would be very enjoyable to get good at; second thing, it's —relaxing challenging outdoor solace. It looks as if its going to take a little more involvement than just sailing, you're holding yourself up and balancing, it looked to me that if winds were light it would be relaxing...but with the rocks and choppy waters it could be a very challenging sport, one which you could do on your own and finally tying in a little with that it would require a level of skill, which the better you learned about the skill, the better you'd get in the sport and the better you'd be...something else that would be worthwhile to attain.

- I need to play the sport "year 'round" I cannot do that with windsurfing.

- Actually, I've got to get around to windsurfing sometime soon. It looks like you don't get a grubby doing this. It looks a bit less contemplative: that is, just fun and excitement but no Zen and no inner struggles.

- I've never been windsurfing but we have a cottage on a small lake and we have a small 2 seater sailboat. I find that pretty exciting. I've seen people on our lake trying to windsurf and it's just not a lot of wind. I don't know if it's harder to do if there's a lot of wind. Whenever the wind picked up a little they would try to do it and not be very successful. I'd like to try it. I don't know if I'll ever have the chance. Once they got up and going they seemed to do all right but when it came time to turn a around they'd fall off. They'd struggle to get back up. Any type of water sport I enjoy, whether you're good at it or bad at it I think each has its own role. If some guy is cutting through the water I find it exciting to watch him do it. I don't think you can really get hurt except if you can't swim.

- To me it's more of a recreation activity. I have only seen it as a sport on ESPN and MTV sports. They had indoor windsurfing in Paris and I thought that was kind of neat. That was more of a sport. Most people I think use it as recreation. I water ski but I don't consider myself doing a sport. It's more for fun. I think more people would want to take it up for the fun than the competition. Most people are on a lake for a weekend and it seems better tuned to recreation.

- I don't think of it as a sport either. I didn't realize that there were competitions. It doesn't really surprise me that there are. Would I ever do it as a sport? No, I wouldn't. For one thing, in Michigan you're not going to do it that much. I skied quite a bit but I've never

had an interest in competing because I never got to a level where I was good enough to compete. It's sort of like running — that's exercise not a sport.

- Here it is not exactly a big thing. There is only one local spot where you see them doing it and it is certainly not an action packed ride for the few who are trying.
- Honestly, windsurfing is more of a past time.
- I enjoy the idea of wind surfing. A good friend of mine does it. He loves it. I watch it in Hawaii every time I go.
- I've never tried it. I used to surf a bit, and windsurfing never appealed in comparison, though this is spoken from a position of complete ignorance.
- It requires a lifestyle that supports the sport, rather than a sport that fits a lifestyle.
- Looks interesting, but I prefer "real" sailboats. I'm not too thrilled about watersports, though. I'd rather go skiing (downhill).
- More of a hobby than a sport. I predict a fast fade for this sport.
- Windsurfing seems like more of an adventure sport.
- Years ago I owned and sailed a catamaran (20 footer). Sailing cats feels much like flying a glider. A sailboard is a poor man's catamaran.
- Surfing always gave me a very big rush. It is one of the best sports in the world for that (leaving out those sports which put your life at risk).

Compared with present active lifestyle

• Climbing for me is a form of exploration, of adventure, and of catharsis. My climbing is as non-competitive as possible, in fact, I most enjoy climbing alone, either roped or unroped. I have nothing against these sports, in fact, I encourage more people to take them up, and to avoid climbing. They can be fun, but as I noted, failure in these sports is only annoying; the requirements of the activity are not as high. They also seem more 2D to me – there is not the depth of learning possible in climbing. In climbing, you learn how to move on rock/ice/whatever by a variety of means (slab climbing, friction, jams, fingerlocks, etc.) Climbing just seems much more 3D.

- For me it doesn't have the mental challenge climbing has, but it's good fun.
- I don't really know. There is a quiet solitude which is important to me as well as a connection to the mountain that I find very important. I suppose this is similar in windsurfing.
- I get a sense of fulfillment (when I play well), a competitiveness which I certainly wouldn't get from windsurfing. Windsurfing is OK - but only if you are doing it for social reasons and not competitiveness.
- I have never windsurfed, but I used to be an avid surfer. A lot of the things I like about golf also applied to surfing (less of a competition and more of a personal ritual — just you, the board, and the ocean). I imagine windsurfing is similar.
- It is great fun but has few of the obvious risk or error/consequence of rock climbing. A good buzz, especially on hot days.
- It looks like fun, but I'd probably rather be climbing. I think it would be hard to come up with a sport/activity that combines the technical, physical, and mental properties of climbing in a serene and varied setting.
- It much more easy to set a ranking between you and your friends in tennis than windsurfing
- No competition. No club. Just fun. A lot of fun, if the wind is OK.
- Not very strategic — it's more technical. Let me explain what I mean... when I say strategic, I mean that the rock is not the tool by which you climb, but it is the means. Your tool here is your mind and your belief in your ability. Your ability is in what you believe to be possible and how you are willing to think about the task. By technical I mean that there is a specific way to achieve your goal by placing the wind at a particular point relative to your sail. Your tool here (as I see it) is the board and your will. Your ability is in your technique. I don't think either is a brute strength sport — both require thought and (dare I say it?) planning, but the types of thought required are different and for me interest in a sport doesn't depend solely on the physical aspect. But then I lift weights... Not much of a mental challenge, but it lets me work out the day's frustrations.
- Part of what I like about tennis is the physics of it.

Golf has physics too, and so (I imagine) does windsurfing.

- Similar experiences to those of skiing. Frustration at first, can't do all the turns, but increasing satisfaction as the skills improve. The same feelings of speed and excitement. Frustration if the wind drops. I think it's the water equivalent of skiing (but I've never surfed). It's a bit more of a solo sport.
- The total focus of climbing would not be present in windsurfing. You really have to concentrate on not falling and moving and the adrenaline focuses you quite well. I don't think these other sports will have that since there's not as much an element of danger. My gut impressions of windsurfing - this could be exciting and might be interesting.
- There's not really a sense of man against man competition, just man against the elements.
- Windsurfing is not a sport. Call it a hobby. Call it a recreational activity. Call it fun. But don't call it a sport. It's just you and the equipment to see how well you do. Yes, you compare your score against other people, but if the other person is better than you, you will lose. In sports, if the other person/team is better, you try to counter-balance that advantage.
- Windsurfing is something I haven't done yet, but it seems like it's closer to climbing than the other two. No one to beat (unless you're in a competition), just you and the wind and water. I'd probably like the sport if I could do it on a regular basis.
- Windsurfing seems to have a lot in common with rock-climbing: generally done non-competitively, one on one with the elements, etc. However, two things I wouldn't like about it: at the end of the day you're back in at the boat harbor, in full normal civilization. And it is solo: climbing has the joy of getting somewhere and doing something as a team. Climbing has the great mixture of team work (the whole climb) and individual accomplishment (the climbing itself). Gut: A lot of equipment to deal with (funny line from a rock climber!) and wrong environment (water vs. woods).
- Windsurfing strikes me as very similar to climbing. You can make it as serious or as safe as you want. You can dedicate your life to it, or you can do it a couple of times a year on your vacation. Thousands of people do it every day in perfect safety, but the big winds and the big waves are out there for anyone who

wants them.

- Now climbing is a part of my life. It really affects my life style, way of thinking, etc. I don't think I, as a particular person, can't get this totality from any other sports.
- Windsurfing - Well, I love the water and action, but I really am not that attracted. There is no ball, not the same kind of mental strain as in running, etc... As pure relaxation though, I'd try it out but with no intention to compete.

Hate water sports

- Windsurfing I have never tried, and since I am not a very big water sport lover, I probably won't.
- I don't like water too much, so I haven't much thought about it.
- I hate getting wet. Interestingly, I love playing golf in the rain - not a downpour, but a wet course is nice.
- I have no comment on it. It looks fun but I'm not fond of water sports.
- Generally, I don't get off on water sports. It's not that I'm afraid of water, but I usually just don't care for them.

Nominal words

- Hmm. Wet and windy.
- The Columbia River Basin is the mecca for it.

B. Symbols associated with the active lifestyle

Factors related to clothing, equipment, place

- I thought about windsurfing, as a new activity after I had accomplished my goals in triathlon, but I hate cold water, and I don't really like wind.
- Isn't it much depending on the weather.

- Never done it. I have friends who do. Santa Monica Bay is too cold for me (water temp 55-63 degrees).
- Too windy. Weather has provided a big enough activation barrier that I haven't tried the sport.
- windsurfing looks like fun, but I don't need any more gear, activities (now)
- I have never windsurfed but would like to try. In Colorado even in the summer the water is cold and places are limited as to where you can go.
- requires too much planning, training, travel, time, and expense. Requires too much equipment and I am not a big fan of water sports.
- require equipment and you have to travel to a place where you can do them. They are not handy. People are young, irresponsible thrill-seekers

Factors related to convenience

- Don't want to invest in a board, and have to trek it around and store it.
- I can train for tri's without a car to get to the lake and intermix training with my bike commute, and recreation run/swims with friends.
- I don't need to go somewhere special to do my running or cycling.
- I use a Nordic Track, and a Cateye exercise bike, for fitness. That means I can exercise exactly when I want, with a minimum of extra time lost to travel.
- Never tried windsurfing. Don't think I could be fagged to load the sail on my car, drive to the coast (not very far at all !), unpack, wait for waves (this is Wales!) etc.
- Windsurfing - My clubs fit in the car, and I don't have to immerse myself in water.
- Windsurfing looks like a lot of fun. With the balance of an alpine ski instructor and the familiarity with water of a competitive swimmer, I think that it would be a good sport for me. The hassles of porting the gear to some lake and waiting for proper windy (but not too windy) conditions
- Windsurfing—very little done around here. (St.

Louis). I would never consider it part of a fitness program because it would require a trip to a lake somewhere. That implies weekends only.

- My schedule does not allow for windsurfing, and while I know that windsurfing would provide a full body workout, I am more comfortable with the interval training workout I currently use. People are more interested in enjoyment rather than conditioning

Factors related to atmosphere

- It doesn't seem as friendly and sociable as climbing,
- It's a solo sport. I already do solo sports (running and swimming) and I want something involving other people to compliment these solo sports.
- No interaction between friends.

Sex

- A bit macho-sport, which makes me have a slight dislike of the sport immediately.

Age

- windsurfing... not at 42! I prefer sailing.
- Windsurfing would be fun, but no suitable venue near my home. Also perhaps for much younger age group than myself (60 plus). My impression of people pursuing the above activities are that they are much more athletic than I am.

Lifestyle of people involved

- For too-cool folks who wish they were wave-surfers.
- Sport for those who have no life - the invasion of the surfers into the mid-west.
- Wild, carefree, probably worth trying at least once.
- I see blonde haired, blue eyed, speedo-wearing surfer dudes...
- Yuppie. :) Sorry, I'm from California. It's just too Californian. :) I'd probably give it a try if it was easily available.

- all I see are young caucasian men (and some women) models on T.V. so my views are pretty biased...
- People who generally aggressive in life. I know of a number of older people (>50) that windsurf, including Seymour Cray.
- Spirited, California-folk.
- I don't think much of the sport. As far as the people go, I can't really say because the only ones I really see are the surfheads out in California.
- The people who participate are either having fun on weekends, or are "beach bums" and windsurf 24 hours a day
- Windsurfing - never really thought of it as a sport but rather a leisure activity...tends to attract "free spirit" males -the "surfer image"
- Fun. Mainly male, general surfer types or executives (middle age) having fun. Seems to be all about fun as opposed to fitness.
- A "lifestyle" sport. Maybe doesn't take the same commitment of surfing, but it still takes extensive knowledge, experience, equipment, etc.
- Fad, driven mostly by the media. Offbeat enthusiasts and folks with money to burn.
- I don't see the surfer dudes riding windsurfers. Windsurfing is a little bit more conservative. There's sailing and surfing and then there's windsurfing in between. With sailing it is not very hard. You don't have to worry about balance. If you know wind direction and how to fill out a sail you don't have to worry about falling off. Surfing is really hard because there's nothing to hold onto. Windsurfing is in between. At least you have something to hold onto. Windsurfing is more of an individual sport than sailing. Even when I waterski there's other people in the boat. You can't share windsurfing. If you have a sunfish you can both go sailing. If you want to go windsurfing you need 2 boards.
- Surfboards are radical looking with wild graphics — more like younger generation kind of thing. I see the windsurfer as being less wild — you have a sail which is usually mild, there's not wild graphics. I don't see people windsurfing with colorful wetsuits or outfits.
- I picture a windsurfer to be 28-37. I don't picture them to be family people or younger. They're the old high school athlete who's trying to stay involved. I don't know what the demographics are but you need the money to buy it and those are the type of people who have the money — they take the tennis lessons, go to Vic Tannys. They don't want to seem to let that part of them go — they want to seem young without being too young and that's just their way of exercising.
- I'd say it's definitely more conservative than surfing. A lot of that is part of the Hollywood images we associate with surfing. You always have these guys with a lock of hair down one side and goofy looking shorts and Volkswagen vans. You have to be a little bit nuts to try surfing — but windsurfing doesn't seem that narrow. It seems like it would be open to a lot of different people — even relatively older people. It's more conservative in the sense that it's not limited to surfer dudes types.
- It's more relaxing too. People who are windsurfers are not thrill seekers. They are Saturday afternooners — there's a nice breeze so let's go sailing.
- When you think of sailing you think of some 50 year old guy — some fat cat with the big old boat sitting there drinking beer half of the day and maybe he goes out — with a motor. Windsurfing you'd have to definitely be in shape, you'd have to have a bit of sport ambition. . . I don't think all of sailing is dull by any means. Being in a Cat is exciting. . . that's the other side of sailing and windsurfing is probably something like that.

C. Promotional Influence

How people perceives their athletic talent often influences the way they interpret your messages. Certain types of people simply feel they do not have the physique to participate — they feel they are overweight, lack the necessary strength, or lack the endurance. Another element is the perceived athletic talent factor. While some people can envision themselves doing almost any form of physical activity, others feel a certain degree of athletic inferiority.

Here's a dialog we had with three male prospects. They ranged in age from 23-26 and had just graduated from a fairly expensive university. We were trying to find out what image of windsurfing we should present

in advertising and brochures that would not challenge a prospect's view of his or her athletic ability. In this instance we had just finished showing our prospects a video tape of high speed windsurfing. In the video participants were jumping off waves, traveling at least 30 mph and doing rather radical and advanced maneuvers.

Prospect 1. *Well, we don't have waves like that around here!*

Prospect 2. *I have never seen anything like that. I think of windsurfing not as waves but more like a breeze.*

Prospect 3. *That's kind of crazy — that's not Michigan windsurfing. If I could do that every weekend — wow, I would spend the money! If I had the chance to try something like that I would.*

Prospect 2. *If you advertised windsurfing like that in Michigan you'd be committing a kind of fraud. You can't do that here — not even in Lake Michigan. You don't get waves like that. People wouldn't even buy it I don't think.*

Prospect 1. *I'm really taken aback by the video. It seems kind of dare devilish. Not a lot of people could do that but I think that's a rather extreme side of the sport. A lot of people can go back and forth. In a way that's appealing but I couldn't see myself doing that. I could see myself doing the gentler kind of windsurfing.*

Prospect 2. *At first I thought it was pretty scary. At my age (23) if I saw people going back and forth gently I might try it. If I saw this video first I wouldn't try it. It's definitely exciting and deep down I want to do it, but I don't think that video would get me into the sport.*

Prospect 3. *Getting air seemed to be the big thing in that video: that really appeals to me. I love a good thrill like that. One appealing thing with sailing is using the wind to propel you. That's exciting and fun. Anytime you can control nature it's a challenge. If you can use the water and wind to move. . . That's why skiing has an appeal. You are controlling gravity to get speed. You've got skateboarding, rollerblading and you've got skiing and you've got this. It's kind of all the same category. Zipping across the terrain and only having this small thing separating you from it. You're going fast and there's something about that I find appealing.*

Prospect 1. *I'd like to know how long it took those guys to get this good. I've never tried it before but I've heard stories — I'd like to know how long it took them to learn how to do it like that. I'd like to know what type of injuries you can get. I don't want to sound wimpy or anything, but it seems that if you don't know what you are doing you're going to get hurt. You are probably going to build up to that level of expertise. Those guys had a string attached from their waist to the sail. What happens if they wipe out? There's some element of fear there. I've seen some boating accidents where I've seen people really hurt. That part turns me off and then again it kind of makes me want to try it. But I'm a little on the cautious side — it's just part of my nature and I'm not sure if I can change that.*

As we pursued this research further it became clear to us that we had three kinds of windsurfing prospects. One cluster of prospects are turned on by the speed and, convinced that they have the athletic talent, will plunge right in with the sport. The second cluster of prospects find the high speed appealing but lack the immediate belief that they could ever reach that level of skill. The third cluster of prospects find no appeal at all in high speed and in fact, see the sport as quite scary. They are more interested in a more relaxing and slower speed approach. Each cluster of prospects require a different promotional strategy in order to move them into the beginner phase of the sport.

Your interpreted message

As you try to reach your prospect market your messages can easily become so distorted that it is quite often completely changed. People even add their own dimension to the message — things you never said or implied. When people do not understand an active lifestyle they make up something that seems logical to them. In the case of windsurfing the sport seems to automatically attract those who find the high speed appealing. Most people who are hooked on the sport talk about how the natural speed and the apparent complexity of the skill required played a large role in enticing them. However, this segment of the market does not appear to be large enough to sustain the industry at a healthy economic level. It's important for the windsurfing industry to find ways of attracting more people like prospects 1 and 2. So we put together a second video that showed the slower side of the sport with an instructor showing a beginner how to learn how to sail. Here are the comments we received:

Prospect 1. *That's more what I picture windsurfing*

to be— just kind of gliding across the water.

Prospect 2. *Yes, I'd call that windsurfing. That high speed video — I'd call that something different. I can't give you a name — wet and wild — I don't know. I'd call it something different, though. It's two different things.*

Prospect 1. *I think the first video is free style. The second video is more like novice windsurfing. But, if I saw the second video I wouldn't give the sport a second look. First, they made it look difficult — the lady was not having fun. All they do is mention all the problems. I want to think about all the good things.*

Prospect 2. *Yes. It showed how complicated it was — you had to have the board in the right direction and sometimes it spins around. I think ,oh geez, I don't need that — I just want to go. The slow one actually looked harder than the freestyle one. In the freestyle they were at least all out there having a good time.*

Prospect 1. *If you showed a video of people cruising around the lake real fast — not the free-style stuff — just in a straight line going fast and then showed the free-style one and then the learning one. I'd show the in-between first. Tell people that if they practice enough they can do this and then this if they want to, but here's what you have to do to reach that level.*

Prospect 2. *Yes. You need to have it as spicy as can be but still keep it plausible. The high speed video wasn't really plausible. The learning one is just boring. I'd like to try windsurfing — especially now after we've spent so much time talking about it. I think it would definitely be a sport I could get into. But, there would have to be something that would push me. For one thing I'd have to have more money. I'd have to have a way of getting into it. I'd have to have some way of pushing me into it. I have a pretty good idea that I'd really like the sport.*

It other words, as these two windsurfing prospects suggest, it's very important to check all your planned communication strategy. Make sure that when the message travels through your prospect's brain it comes out the other side in the manner you intend. Keep testing your message strategy in the marketplace until you get it right.

Other comments to the videos from other focus groups

- It would be great to go that fast, but I don't have such high hopes. I just want to be able to move a little bit and not fall in all the time.
- Those people in the video looked like gender jocks. I am wondering if I have to have muscles like some of those men. I hope not.
- The guys look like your typical beach person in California. They looked very athletic, young like they were in the early twenties or so. I would think that most of them are around 18-25.

The video made me think of surfing with the waves behind them. I thought that was kind of unusual because you usually see windsurfing as sort of — well at least I've never pictured it that way. I always pictured is as sort of an open area of water — not actually where waves are hitting the beach. I was kind of interested in that.

D. Other external factors

Money

- It's definitely a lay out — you have to have a care, wetsuit, equipment. You'd have to do it at least every other weekend to make it pay.
- It's not like basketball where you can spend \$5 to play. You need a lake, water, equipment. I don't think you'd want to just go out and buy equipment like that. It takes a lot of practice. You wouldn't want to spend money on a board unless you had time to practice — sail someone else's for a while. You can go down to Gallup Park and rent a paddle boat cheap — you can do it without too much outlay of effort. But, I'm not sure where you could go to rent a windsurf board. It would be cool if there was one.
- But, then you've got to go truck it to a lake somewhere. You've got to have a rack on your car. . .
- Even if there was a place to rent you'd probably have to pay 20 bucks or something for an hour. In that hour you'd probably end up falling off sixty times —

you'd begin to wonder — is this worth my 20 dollars? You'd have to rent 3 or 4 times before you'd start to have a good time.

- Twenty or thirty bucks a day would be reasonable. I probably wouldn't ask for lessons. They should have boards at the resort areas in Michigan.

- When you waterski and you have a boat you can do other things — you can fist and just ride around. It's a different kind of investment. But if you windsurf and there's no wind you're out of luck. There's a whole list of things you'd have to consider.

- Expensive (gee, do I sound like a cheap person, or what!)

- expensive to get started - but I'd like to try it (have to know someone who's into it - like climbing)

- Is expensive,

- It has a greater start up cost than climbing or regular surfing. I learned more about wind surfing after I took a real sailing class.

- I used to race sailboats when I was in high school. If I hadn't spent all my money on climbing gear, I might own a windsurfer.

- It seems windsurfing could get expensive also.

- Looks fun and challenging. I'd try it if I had the time and money.

- Looks like a heck of a lot of fun, but I don't need another sport requiring a few thousand dollars worth of equipment, nor one where I have to drive a few hours before participating.

- Once someone has learned to windsurf, it's expensive to buy a board/sail (or even to rent one) to continue; it's certainly not a cheap sport to take up!

- Startup cost is high

- Too expensive, and very location-based

- Windsurfing is expensive

Perception of personal fit

- I cannot really comment having never participated. But I can understand the desire to “fight the wind” and

the sensation of speed over the water surface. However I do not have the inclination to windsurf.

- I don't see myself as a windsurfing type of person!

- I have a sizable spare tire and wouldn't look too great on a sailboard.

- None really; looks like fun if you're into that kind of stuff.

- Windsurfing is fun, but I'm just not a water sports type of guy.

- Windsurfing: I'm not much for water sports, so I don't have a strong opinion since never tried it. It seems OK, but just not for me.

Fit with present active lifestyle

- I am 43 years old and don't really see my life style changing that much. I am happily re-married and have a beautiful 2 year old daughter. My wife is also very active (31 years old) and has won 6 or 7 out of the 12 Tri's she has entered. She also has the Family Ironman record by 9 minutes (11:01)

- I've never been. It seems interesting, but there are other things I'd rather do.

- I've never windsurfed, and not sure I would care to. Windsurfing just doesn't appeal to me. I've got other activities to keep me occupied.

- I don't have a board and I don't have the time for it. As you might have guessed, I'm too busy to do all the things which I'm addicted to now. (Did I mention racquetball?)

- I have never tried windsurfing but it might be fun. The serious climbers here always seemed to have other sports that they like to do for a year or so and then return to climbing until they found another one. Hang gliding and kayaking were popular before everyone moved.

- I wish I had more time to devote to them. Right now, I need to put more time into aerobic-type exercises rather than anaerobic.

- Never tried it. Looks like good fun, but body surfing, sailing, golf, squash, cycling, hiking tend to gobble

what little time I have.

- Sounds wet and fun but I've never tried it, I can only afford one hobby. Time and finance won't allow more.
- Windsurfing - Appeals to me, though I do not participate. The big problem here is lack of a suitable unpolluted body of water, (okay, not really a *big* problem around here..), and too much of a conflict with my other pre-existing outdoor activities (sunny days..).
- Windsurfing I've never tried it, though it looks like fun. It would be a good second activity over golf. If it's too windy to golf, you can go windsurfin'.
- Windsurfing is a great cross over from climbing as is kayaking.

Possible for the future

- I think it's a very nice water sport. I'm an oceanographer and have done a lot of scuba diving (for work and fun) so I like water sports. Never had the time to fit windsurfing in my schedule. I'll probably try it when my kid is old enough to come along. I've sailed a bit when I was younger. Somehow the idea of being able to take off independently from any mechanic device is fascinating to me. Just think, the only impediment between you and your board is just your ability to withstand the elements, otherwise you should be able to windsurf across the ocean.
- It's attractive. I'll probably try it someday when I'm too old and weak to rock climb during the summer.
- Never tried it, which is surprising (to me as well). Before our kids were born and when they were very young, we were into sailboat racing (15 foot Albacores) and were nationally ranked. But windsurfing wasn't there yet, and I just haven't had the occasion to learn. If I were to take a week's vacation at a resort where they had windsurfing and instruction, I'm sure I'd try it out.
- This I have never done as difficult as it is to believe for a water loving person like me. I haven't gotten around to it yet. Would like to do it though. Ride the waves on a board. Having a lot of fun.

Access

- I know there is a sailing club but I've never really seen any information about it. I just found out last term about the scuba diving program. If I had known about that 2 years ago I would have definitely taken it.
- Lets see. I like skiing backpacking little bit of scrambling although no serious rock climbing I was thinking of trying windsurfing I want something to do that's close to home so that I don't have to get in the car and drive an hour or whatever to go do it and I live right by the bay so ...live in Berkeley
- I've done lots of different things similar to mike here and its interesting because one of my interests in windsurfing is location which is just what he was talking about I am and have taken a few of the Caliventures courses and so I've related to backpacking snow skiing or which is obviously seasonal for so many other things the bay is right there I live in Altameda once again I'm interested because its so close so accessible

OK you mentioned you've done windsurfing down in LA...it was a number of years ago and it wasn't ...no class work or anything..just my two roommates that knew how to do it and one actually instructed at one time and so it was kind of like get out there on a board and do it. I was thinking of starting regular surfing out in the ocean. But then it just seemed like it would be much easier to just start windsurfing— first because its because its so close. It seems like it is..to me it just seemed like it would be easier to learn than maybe regular surfing

- I have never been windsurfing. It looks like it would be a blast. Until I live in an area that would allow me to try windsurfing, I reserve my opinions on this one.
- I kind of compare it with scuba diving where you have to go through steps to get certified. There's places you can go to do it and get the equipment. I compare windsurfing with this because there are certain steps you have to go through. You have to get the equipment somehow.
- I would like to do it, but where I live there is no facility for it.
- I've always wanted to try it but have never had the right circumstances in which to begin.
- In central Illinois?!?!?!?

- Looks like fun, but I don't have the time or access to sufficient warm water to try it.
- Might be fun — little opportunity in Arizona.
- My reaction to windsurfing is that it would probably be fun once I learned how, but I don't have an easy means (and therefore not the inclination) to learn.
- Never tried it, but it looks like fun. Need a windsurfer and a lake, though.
- Never tried it; never have lived on a beach. Who knows?
- One has to live near the coast. I don't.
- One problem it suffers from *for most people* is that it can't be done on a regular enough basis to have much fitness benefit because it requires an open body of non-frozen water, a decent breeze, and (usually) daylight. Unless you live on a tropical island with a steady breeze, like Guadeloupe where I did some windsurfing, it's hard to do regularly.
- We don't have a lot of open water access in our area (drought) and therefore it is difficult to get time on the water to start.
- We don't have much water here.
- Windsurfing a pain if you don't live on water.
- Windsurfing is something I would consider doing. If I lived near a lake I'd probably be doing that now instead.
- Windsurfing is something that usually requires some place to windsurf and I am also not a beachy kind of person.
- Windsurfing- accessibility (easier to go to a tennis court than to find water.
- Windsurfing: Need an ocean nearby. Not easy to fit in a hectic schedule.
- windsurfing: Too far away from the ocean. If I lived in California or Florida I would be out doing that to and yes I think to do it the way it should be done it should be on Large bodies of water with big waves!
- With this activity, I would suspect one would have to

live close to a body of water.

- Illinois does not have an abundance of lakes (like MI does), and this would present a problem.
- Need equipment, a lake, wind, and skill. Not sure if it is much exercise. Very limited in length of season in CO. I have never windsurfed, but our lakes here are cold so that the windsurfers I see always tend to wear a wet suit. Seems like fun, but not really sure I would consider it exercise.

Never thought about it

- Don't know a whole lot about it.
- Don't know about windsurfing. Never tried it, though I'd like to.
- Don't know anything about it.
- Haven't the foggiest — never tried it probably never will.
- I don't have an impression about windsurfing — sorry.
- I don't know much about windsurfing
- I dunno since I had little to no experience in these 3 sports.
- I have no opinion as I've never done it.
- I have no opinion. I don't know what it is. What is it?
- I'm sure it's quite nice. But I really don't know since I've never done it before.
- Windsurfing... I honestly have no idea.

PART TWO

Getting started

Introduction to
the sport

Barriers

What hooked
them

Had a need and searched for a way to satisfy it	<input type="checkbox"/> Equipment	Like the make up of the sport
Influence by someone they knew	<input type="checkbox"/> Access	Tangible measures of success
Intrinsic appeal (saw it and liked it)	<input type="checkbox"/> Lack of instruction	Intrinsic gratification of the sport
Old activity failed them in some way	<input type="checkbox"/> Access to information	Intrinsic gratification from the movement
	<input type="checkbox"/> Acquiring skill	
	<input type="checkbox"/> Expense	
	<input type="checkbox"/> Time	
	<input type="checkbox"/> Injuries	Other tangible benefits
		<ul style="list-style-type: none"> • Health and well-being • Family relationships • Fulfilling retirement

Shaded areas indicate apparent dominant method of becoming interested in the sport

Shaded areas indicate apparent dominant reason for staying with the sport

Market comments about introduction to windsurfing

A.	Had a need and searched for a way to satisfy it	<ul style="list-style-type: none"> • Wanted to improve mental well-being ✱ • Wanted to get into shape (Less than 1%) • Wanted to erase self doubts ✱ • Wanted to experience success ✱ • Wanted to improve a relationship (less than 1%)
B.	Influenced by some external factor	<ul style="list-style-type: none"> • Personal friend/ boyfriend/girlfriend/ husband/wife/ other family member (30%) • Promotion/clinic (9%) • Convenience ✱ • Exposed through TV (3 %)
C.	Intrinsic appeal (saw and like the idea)	<ul style="list-style-type: none"> • Just looked like fun 23%) • Attraction to the activity itself (16%)
D.	Old active lifestyle failed them in some way and they search for a replacement	<ul style="list-style-type: none"> • Wanted to keep active after an injury (less than 1%) • Was doing another active lifestyle and it was not satisfying enough (less than 1%) • Wanted more variety in an active lifestyle ✱ • Characteristics were better than present active lifestyle (12%) • Natural extension of present active lifestyle ✱

✱ While these categories appear in other sports they do not appear to be factors in windsurfing

The percentages provided are based on the responses given by the survey sample. For example, about 30 percent of the sample were introduced to windsurfing through friends and family; 9 percent through promotions and clinics; and 3 percent became interested after seeing the sport on television.

A. Had a need and searched for a way to satisfy it Wanted to get into shape

- I lived in San Francisco Bay Area most of my life, wanted to loose 40-60 lbs, wanted to pick a sport that would be fun, so I asked around to find our what sports are “best” in the Bay Area. Found the BA was one of the top spots in the world for windsurfing as is golfing in Monterey. Tried golf, thought it was OK but didn’t compare to the fun of windsurfing.

Wanted to improve a family relationship

- I started 5 or 6 years ago. I had a 13 year old son and I thought that it was time we got together. There’s not too many things a teenager and a father will find similarly challenging.

B. Influenced by some external factor

Family member

- I was initially attracted to the sport by my father during a summer holiday. We both wanted to sail and not being able to afford a boat we had saw an advert for an old second hand windsurfer going cheaply, so we bought it.

- My dad got me started in 1984. He was fascinated by the idea. I did it for about 2 years (each summer) until we moved to a place where windsurfing was not possible.

- My brother got me started 12 years ago. He lives on Long Beach Island in NJ so it was pretty convenient.

- My sister got started in the sport and then she got my brother into it. We have a cottage up North and I was the only one not windsurfing. Someone on the beach had a board for sale. It was only \$100 and I figured well, for \$100 bucks I should probably try this on. But, I was really afraid of the water so I had to get used to that. This was August 1991. I’ve only had one full summer sailing. We also have this sail boat but you need two people and I didn’t have anyone else I could ask to sail on a regular basis. So I said — “OK, I’ll try this out, maybe it’s fun. I figured it was worth a shot.

Friend

- Why did I decide to do windsurfing? It's something that I’d heard about from friends, actually a specific friend who was living in the area (in Berkley? She lives in San Francisco before she moved back east and she thought it was a fun sport. I'd always thought it sort of looked like fun, looked like there’s so much freedom involved in terms of movement. So I thought it would be fun and I wanted to take advantage of being out here in school. And sort of with Caladventures right here it pays to take advantage of the lower rates that I would get as a student. It would probably be more expensive for me to try to do that outside the school.

- A friend in San Diego lives on the SD bay and they have a windsurfer and I tried it down there a couple of times. They were trying to give me some help. Just really didn't get the hang of it. I felt that my balance was a problem and I didn't really know what to do to sail. Once I did get up I didn't feel I knew what which way the wind was coming although in SD the winds are very very light. I talked to people and they also mentioned that may have been a problem in trying to learn. I thought learning in light winds would be the easy way to go but they said learning in light winds made it difficult because there is nothing to really catch...so I tried in SD one, or two or three times probably and I tried once in Bermuda last year on my honeymoon

- A woman that I was interested in that was learning. She became my girlfriend for a couple years. She’s now long gone, but the addiction remains!

- My girlfriend at the time was a lake sailor from Canada, but she didn’t like the high wind of the SAN FRANCISCO Bay area. She got me started, as a beginner. Also, a leisurely day at the lake (Shoreline), waiting for the wind to come up, really hooked me on windsurfing as was one of the most relaxed, stress-free days I had had in a long time.

- You want the truth? OK, I was going out with a woman that wanted to learn. We made it through ski season, but broke up in the spring. I was curious so I followed through and learned.

- I had been sailing sailboats for many years. When I was in high school, many of my friends were getting into windsurfing. I had learned to windsurf the summer before while on vacation. They finally convinced me to buy a board. I still kept my sailboat,

but once I had started windsurfing I never looked back, and I sold my boat.

- Heard of a beginners clinic and friends said “Why don’t we give it a try?”
- I got interested when I was working at a snow ski shop, and a friend kept saying how much he liked it. I had tried a friend’s board in Aruba about 2 years before, but didn’t really do it enough to learn how.
- I had a friend that was a hard-core shortboarder. Since we skied, mountain biked, snowboarded at an advanced level, I respected his opinion about the thrill of shortboard sailing. Many aspects of the sport (the challenge mindset, thrill/speed addiction, etc.) were analogous to these other activities. After moving to the San Francisco bay from Boulder, skiing was 4 hours away instead of 1 hour, so it was limited to weekends. World class windsurfing was only 20 minutes from home. Originally land locked, I dreamed about surfing when I was a kid. So when in Rome....
- I was introduced to the sport through a friend of mine who compared the sensation of windsurfing to skiing (we used to ski together a lot). Not having any sailing experience at all, the idea of going fast on water just powered by the wind was new and appealing to me.
- Introduced to sport by a friend and then dropped it for awhile. Reason being that it would be just too expensive to get into sport with equipment. This was approximately 5 years ago.
- My roommate of 7 years ago was into windsurfing and I ended up learning through him.
- Two things attracted me. One was that I grew up surfing and sailing in Maine, and then moved to the Midwest. Windsurfing seemed like a natural thing to take up. The other was that I visited a friend who had taken it up. I tried it, had to be towed home, and decided that I had to get one.
- My friend got me started. I had seen it years before and decided I wanted to do it. But, I didn’t have the opportunity to do it. It wasn’t a sport that I thought you could do by yourself. It didn’t strike me as something you could rent a board and go sailing. It took until I met someone who was doing it. It didn’t take any coercion. When I found out she did it I said “when?” But I needed someone else to get me started. I water ski and I love it but I don’t have any friends

with boats. It’s not a sport you can just go to the lake and hitch a ride. I took lessons when I first started which is a pretty good thing.

- At work I had a friend and he’d been sailing for about 10 years. He’s an intermediate — he never got beyond that point. He was talking about windsurfing all the time. One day he said — “Hey, do you want to come to the store with me?” He showed me all this stuff and I’m thinking “Wow, this technical stuff is great — this is really impressive! Somehow I walked out of the store with a sailboard. He helped me set it up. I said, “OK, on the next windy day you’re going to take me out and show me how to use this right?” About a week later the best winds of the summer arrived — about 30 knots — and we go out there and I’m just trying to stand on the board. The second time out was just as bad. On the third try it was a calm day and I finally got to sail and since then I have kept going . I just got my wife started last summer.

Promotion / Clinic

- I leaned at Club Med my first time. After that I took a few lessons at a local sailing spot at home (Connecticut)
- Kinda hard to say. I had just moved from Vermont to Idaho for a job, and a group of people were getting together to buy windsurfers on a group deal (Sailboard Warehouse), I kinda got persuaded to go in, and then got hooked. I spent the first months in 5-10 winds and then got my first real taste of speed (read “I planed”). The speed hooked me, as well as the natural aspects of the sport (no oil, no gas, no loud noise... other than an occasional splat from a slam), and the individual aspects.
- We waterskied with friends in 1974. One of them was a surfer and heard about windsurfing (by hearsay I think), tried it, and next year (1975) started a windsurfing school where we began (all the group of waterskiers).
- I think I probably started sailing in 1984. My father and I used to sail in Barton Pond. My father saw an advertisement, I think, that was about windsurfing. So we went to the store, looked at a windsurfer and decided to get one.
- I was at a YMCA summer camp and windsurfing was one of the activities . . . so I did that. I sort or learned it there but people weren’t very committed.

There was one board for ten people. There were some people who always thought it was too cold and would never go out. I guess I was a freshman in high school. I kind of dropped it for a while after than until I saw some shop that was having a special on boards so I picked up one of those and basically started teaching myself.

- I started windsurfing around 13 years ago. I used to live in Spain on an island call Majorca. My high school offered a windsurfing course for 1/2 price.
- I came across the bay into Berkley to learn windsurfing probably because of cost. I hadn't looked too much into lessons except that I had heard they were more expensive than Caladventures. Secondly, I did know a couple people who had come here and enjoyed it and I think Caladventures has a program where you can get a two month pass or something and use the equipment. That's also appealing. I could take the lessons and hopefully take advantage of the two months afterward and learn to use what I learned
- I heard about the courses like the sailing through some friends who had taken sailing and I knew you could get a pass after you take sailing. You're allowed to go out in the boats. I heard about things like that from a friend. So basically I just decided to come in
- Actually, I had been carrying around a brochure for a long time i just waited for the right time which was summer

TV

- I sailed Hobie 16's growing up, but also the coverage on TV, such as MTV-sports.
- I can't really recall when I first got the idea. It was right after I got out of school when I first got interested in it. I'm not sure where I first saw it. I got hold of a Windrider magazine and was looking through that and that kind of got my interest going. Also, at the time the America's Cup was on the this was when they were running it down in Australia. It was during the winter here. The water looked so warm and inviting down there and they showed some windsurfers — the setting was beautiful. I said: Wow, I've got to get into that. It was a while after that I got going in it. I taught myself, although I did take a couple of lessons and picked up some things from friends. It was a combination of seeing it and having friends who did it. I got the bug and I started hanging out with

people who did it. One thing led to another.

C. Intrinsic appeal (saw it and liked the idea)

Just looked like fun

- I sailed sailboats for 20 years. When I started sailing on the Columbia River. I saw windsurfers, and they were going very fast, looked like fun.
- It just sounded really cool (in 1982), and I like watersports
- It looked like fun. I was staying up in Tahoe, and there was a nice little rental place down on the beach at Donner Lake, and since I was right there, I went for it.
- Looked cool and I like sailing.
- Looked like fun.
- I saw these people and they were going really fast and they didn't have a motor. They were standing on these boards and holding these things up and I thought — man that looks like fun.
- I started windsurfing in the Caribbean when I was on vacation. I noticed a woman out there sailing and thought - that's a small bikini. When she came in I realized there was no bikini at all. I said to myself I've got to take up that sport!

• I've always wanted to do windsurfing and never really had the opportunity because I was in graduate school. I used to go sailing in Atlantic City with my roommate who had a boat - we'd see some windsurfing regattas and saw people screaming and doing lay down jibes around markers and I couldn't believe it. When I came to Michigan about three and half years ago I heard about the sailing club and I went out there and they had some windsurfers. I learned how to sail better first. Then I started fooling around with the windsurfers. They had some big sable ones.

Attraction to the activity itself

- Hard to say, maybe it's the speed and thrill of screaming across the water, passing those noisy, smelly jet-skis'! Or, maybe it's just the peace and tranquillity you experience when your planning off into the sunset after a smoking day on the water! Yup, it's both!

- In the early days the sport didn't interest me. People didn't go very fast. They would stand there and float a little bit but it wasn't very exciting looking to me. But then I saw some guys windsurfing and they were cruising along and I thought that the sport had come a long way. I got interested and did some reading. Then I was camping on Higgins Lake and I watched these guys on a board struggle and struggle. It just drove me nuts. I thought to myself - "just let me try it! I can make that thing go. They never did go more than 20 feet. I decided I was going to try it. I probably looked as ridiculous as those guys.
- Hard to say. One or two friends had tried it (Summer 88) and I just thought it looked fun. I am an adventure sports type person (Rockclimbing, canoeing, orienteering, more recently paragliding....) so I suppose the fact that it was a vaguely exotic sport counted for something, too.
- I grew up on the beach in southern California; so, I have naturally been attracted to all kinds of water sports.
- I have always liked water sports and activities. I was considering getting a Hobie 16' with a friend, he began thinking about a windsurfer instead. I instantly supported that idea. I liked the individual independence that a windsurfer had over a Hobie. A few weeks later we both bought boards. He lost interest and dropped the sport but my interest has only increased.
- I used to go to the Twin City lakes (Lake Calhoun, Lake Harriet), in the summer to get tan, and walk around. Just basically to do stuff. I would always see windsurfers, and on windy days would see how fast they could go. I then told myself, that no matter what I did, I'd get into that sport. (That was probably the most costly decision that I ever made)
- I used to sail (Hobies). I've always like going fast across the water. I saw a windsurfer ripping across a lake down in New Mexico once and got interested then but didn't actually try it until using a friend's rig about a year later.
- It was better than working on my car all weekend. I'd always loved boats but never had one. I'm sort of an aerodynamicist and I love the water
- My wife and I needed something to do in a really boring place to live (Nebraska) and we both wanted to be captain - that leaves out lasers and other small dinghy's as the crew is clearly not captain. We also sail big boats bareboat charters in places like the BVI and the St Lucia/Grenadines area. Former recreational sports have included serious rock climbing, summer and winter mountaineering (including ice climbing in Scotland), bicycling (including some racing), general camping and backpacking, ...
- Several different things. It struck me as a surfing sport for yuppies. I would always drive by Candlestick park near the San Francisco airport and see guys out there going faster than my car. I like fast sports. It seemed much safer than other high-speed sports. I have a natural attraction for water sports.
- What most attracted me to the sport was the feeling that I could freely move over the sea without any engine (well chocolate) and completely decide in what direction move...It is me alone against nature and without traffic posts (even without sharks in Spain(sorry)). So I took the chance to learn the sport by joining a one-week summer course in Benicassim (Mediterranean coast). It was really hard for the first week, resulting in an awful lot of pain in my back and stiffness in unusual muscles, but when I got back home I always thought it was fun and tried again. Two months later I got my first board and started perfecting and maximizing the ratio pain/fun.
- Well I guess part of the attraction is that you're doing it yourself. I put flying sort of with it because you have a sense of movement. You can move freely and as fast as you want depending on the wind. To me that's freedom. There's something...I mean on the east coast when you think about surfing and things like that...you associate things like that with being in Calif. Sort of an imagery that comes along with being in...mostly LA. And I remember when my husband and I were deciding to move out here. We were in a store one time and he saw a surf board..."oh! we're going to need this cause were going to Calif. right." And I think part of my reason for taking this course also has to do with being part of that experience here. I think the culture is a little bit different here and you're...I just sort of aspire to do more of those things just because of the weather
- I'm looking to get a California experience. I like being outdoors. I'm from the east coast originally and I've gone through some harsh winters so I can appreciate the fact that people in Calif tend to do a lot of activities outdoors.It is an outdoor activity and I like being outside

D. Old active lifestyle failed them in some way and searched for a replacement

Wanted to keep active after an injury

- I looked to it as an alternative to water skiing. After breaking ribs for the second time water skiing, I thought I could learn a “slower” sport while recovering. It turns out that it has a lot of -advantages over water skiing: it’s cheaper, doesn’t require a motor, doesn’t require a minimum of three people, is more challenging, more social, and easier to do it on a vacation.

Old active lifestyle not satisfying enough

- I used to surf, but grew tired of the crowds. In 1979, I ran into Matt Schweitzer out in Malibu windsurfing, that was when I became interested in the sport. I bought my first board in ’84, and I now have 5 boards.
- I had been looking for something. I was a water skier for years but it really gets boring. There’s only so far you can go and only so much you can do. I got started on this when my daughter came home and said — “You’ve got to try this, you’ll love it.” I’m now excited about water sports — I’m truly excited. I can go out by myself. The equipment is very expensive, but it’s something I can do.

Better variation of sport person was already doing

- I was trying to decide between windsurfing and sailing. Eventually I’d like to do sailing as well. To me they’re very closely related. In fact the reason I ended up deciding on windsurfing instead of sailing is that I was going to take sailing with my husband. But I couldn’t swim very well and they said “Whoa! Probably not a good idea.” But windsurfing is something I could do by myself.
- Living in SF I’ve seen some windsurfers and while I doubted I’d ever get that good it just looked like a lot of fun. I’ve sailed a couple times but on boats and I don’t know how sail. But the little bit I’ve been sailing I felt like on a big boat I wasn’t able to pick up the sense of sailing and wind direction and things like that. I thought that learning to windsurf would give me a better sense of sailing in general and I would eventually take sailings lessons as well. But primarily it looked like a lot of fun and if I could get half as good as the women and men that are out on the Bay it would be a lot of fun.

- I began sailing at the local boatyard but the managers were real jerks. There was a windsurfing option for \$20 and one guy that ran it who they left alone.

- I sail boats a lot, I ski. It seemed like a nice blend of water sports and speed.

- Initially, I was attracted to windsurfing due to its simplicity in both equipment maintenance and transporting. Prior to windsurfing, I owned a Hobie 14 and really enjoyed the sport. However, dragging the boat out from the backyard, hitching to the car, driving on the highway with heart in my throat and eyes on the rearview mirror and dealing with frequent bad electrical connections on the trailer lights really got old. In addition, rigging up/down a Hobie 14 single-handed is not much fun either.

- The lack of regatta sailing activities in my area, the lack of funds for a competitive sail boat, but on the other hand the great weather in Florida and the relatively inexpensive equipment required for windsurfing (as opposed to sailing).

- They had windsurfers at the Yale sailing center (BIC boards with big foam balls at the tops of the masts) and they were easier to rig than the 420’s, so when I was lazy, I would take one out. I then moved from there and bought a Vinta 340 and learned that the sport is fast and fun, and got addicted to the speed and thrill.

- Windsurfing is a very “humbling” sport. Unlike on a sailboat where once the sails are trimmed and tell-tells are flying, there is not much else to do unless go cruise or join a sailing club to race. This may be the reason why sailboat racing attract more sailors than windsurfing races. On a windsurfer, everything little movements/adjustments on the water is extremely responsive and every time just when I think I have finally got good, a catapult usually humble me down. In my opinion, most windsurfer got enough satisfaction factor out of a constant learning curve without having to enter a race.

- Windsurfing is much easier than sailing, a roof rack (not even an expensive one) is all I needed. I don’t have to worry about the vehicle towing capacity which means that I can sell the gas guzzler and trade in for a subcompact.

- It interested me because it was a sport that is quick to set up. It takes about 45 minutes to set a boat up off the trailer when you launch it. And, so to do some-

thing like that after work, take the boat out to Whitmore Lake, take 45 minutes to set it up, and then you know you have another 45 minutes to take it down. That makes sailing on an impromptu level impossible. Whereas, I could throw my board on the car, be down in Gallup Pond and be out on the water in 10 minutes.

Market comments about how they learned to windsurf

Learned by myself

- Went out and bought a Alpha 12' 210 liter board and 6.0 sail and then tried it for first time. Yes bought a board before ever trying it! Learned in the lower Columbia by watching other people, reading some tutorials in magazines, asking other people. Started going to the Gorge with friends. Sailed 1 whole season in the Gorge without a harness (too much fun to bother learning something new)
- Trial and error.....(unfortunately)
- I learned the sport the "hard way". I had no instruction, was learning in afternoon wind of 15-20 knots, and spent many afternoons struggling. The only good thing was that I was learning on a Windsurfer One-Design.
- I learned by doing, falling, and cursing. I think surfing and living in So. California played an important role, insofar as it took me six months from uphauling to wave jumping.
- I learned to windsurf mainly by trial and error and learning from several 'Self aid' books, I did have 1 lesson but it did not really work very well and I did not enjoy it.
- No lessons, no help, no problems either, I just did it.
- On our own, a group of us had talked to one guy and learned about leaning mast forward or back...etc.... Then we just spent lots of time on a little pond in a building complex. Eventually progressed to morning winds at the canyon reservoir.. year later we were at the gorge (started out on a 12ft board in the gorge... soon were down to 9'5", now I have an 8'5" and am looking for a 7'11".
- I had done quite a bit of small boat sailing but my dad had sold our boat so I didn't have access to watercraft. I decided to learn to windsurf, so I bought a board with the help of my dad (Mistral Maui \$895 complete in '83), and I went to the lake in April and figured it out with the help of a windsurfing school book. I got a free lesson with the board, but let my girlfriend use it since I didn't want to wait until May to learn the sport.
- I taught myself, although there were places to learn, for a price. 2 lessons - only one of which was useful, then a LOT of time on the water and listening to friends I met sailing. Some, but not much help was

found in the magazines. There appears to be no substitute for practice at this point. Videos were not included in the process. We've never bothered to buy a VCR.

- I sailed (attempted) the first time on a friends rig, that I discovered later (after I was more experienced) had too much sail for learning, and spent most of that first day in the water. I actually *learned* the sport while spending 3 years out in the middle of the Pacific (literally). Learning was mostly trial and error, with some help from a couple of the other more experienced guys on the island. Watching Ian Boyd's "Tricks of the Trade" and the first 'Gorge video "Hard Winds a-Blowin'" got a friend and I started into tricks, and I've been at 'em ever since.
- Well, I knew how to sail, so I read books on windsurfing, then took a simple longboard course and then sailed longboards in San Diego's Mission Bay. I didn't buy equipment because I was a student at the time, so I'd practice when I got a chance: various vacations and stuff. I always wanted to learn short board stuff, but didn't like the cold conditions in San Francisco. Last summer a friend peer pressured me into learning to water start: thrash around, read books, watch Rhonda Smith videos, drift to sea, finally I learned water start so that I could really learn short board stuff. I went on vacation in Maui and learned in nice warm, clear water more about high wind sailing and water start and waves.
- Diligence, diligence, and more of the same. I started with a big floating barge that I bought for \$300.00, about 4 years ago. After 1 1/2 seasons, I sold it to someone here at work for \$200.00 and used that money to buy a brand new O'Brien Excelerator. My first transitional. On my first board, I'd say it took me about 3 solid weeks to learn how to uphaul and how to steer the darn thing when I got going. Then came beach starts. On my transitional, I learned how to waterstart, and how to do long board jibes. This was also the point that I became hooked on the sport, because I had decent equipment, and could go relatively fast. Last year, I bought an O'Brien Epoxy Lite, 19lbs. 110 liters. I'm still trying to learn short board jibes, but I'm getting better. Now, I can do jumps. Last year, in September, I made my pilgrimage to the Gorge. I was able to learn how to do jibes there more than any other place, and it's even turned me into a wind snob. Since I came back from that trip, I can't bear to go out unless its at least blowing 20-30mph, and I don't even use my Excellerator anymore. I plan on going back the last week of August

this year.

- We just figured it out by making every possible mistake. Also we asked others for advice.
- Self taught with a small group of other people. We started with race boards (12' + in length) and met once a week in a light wind area and had informal racing.
- I learned how to windsurf at my own. Being a bit technical minded, I just got on a borrowed board and once figured out how to get the sail out of the water, rest is just trails and errors. Articles from the magazines and books really didn't help much because the classification of "light" wind, "strong" wind "beginner" or "advance" are all very subjective. The best way for me to learn is on the water. I taught several friends like that.

Clinic / School / Club

- Initially through group lessons. Then incrementally through reading rec.windsurfing and magazines.
- A few of us tried things out and shared information when I started. There were a few books. Later I went to a ABK clinic, also had instruction at a Club Med in St. Lucia. I went to lots of one night clinics too.
- I took lessons from the Northwestern University Sailing club.
- I took a two-day lesson, followed by purchasing a board and going to a beginner's spot about 5-10 times. I then graduated to more advanced spots.
- In Boston we have a not-for-profit organization called "Community Boating" dedicated to teaching sailing to everyone. In the mid 80s they added a program on windsurfing. They provide a couple of hours of classroom instruction, simulators, on-the-water instruction, rigged equipment, chase boats and staff that really watch out to see if someone needs help. A 30-day membership with unlimited instruction and use of the equipment is up to \$80 now. An entire season sailing on the Charles is about \$300.
- Learned at neighborhood man-made lake; they had a lessons program.
- I took one lesson about 1981 while at a conference at UC Santa Barbara. In 83 at another conference in the Virgin Islands, I struggled some more on my own. Shortly later I bought a heavy old long board which I

used for years in Moriches Bay, but never got into the planing stage. Around 88 or so I bought a Kerma Osprey but continued a slow learner until 1990 when I started driving to exposed sites rather than wearing myself out tacking out our narrow bay. Then I hooked up more with the locals, and bought a custom from the local maker, Tom Boland, who is always full of advice. Last year I got an Electric Rock, which is very well suited to local conditions.

- One lesson at the Yale sailing center for \$10 bucks and then many days swimming among jelly fish and paddling in. Then I got OK at it. In part two, with the Vinta, I was around a half dozen people who were better than me (they had water starts and harness down) and they helped me along.
- Took a weekend group lesson. Rented 5 times, bought a used beginner rig, sailed alot, went to free and paid clinics, met people better than myself, etc...Still go to clinics to get even better.
- Paid for lessons from local sail shop. After that, watched the fast guys and copied their strategies
- Beginner lessons at Spinnaker Sailing, Shoreline Park, Mountain View, CA Then using the Mistral School. "Self-taught" waterstarting, but really learned how by taking waterstart lessons in Cancun(Vela). "Self-taught" jibing, but really learned how by taking lessons in the Gorge(Big Winds), mostly and Maui(HST), review. Also, learned an awful lot by teaching lessons, both beginner and high wind. It really tuned me into the why and wherefore.
- The place I bought my first board gave lessons. They were short, but quite good. After that it was time on the water. For jibing and waterstarts I bought the Windsurfing Hawaii videos. They are excellent and worth every penny. I mostly sailed where I was the only sailor so I had no one to learn from.

Friends

- I was introduced by a friend who sailed the original windsurfer. I was a former 505 sailor and thought the stock windsurfer pretty tame. Everything about it was 'low-tech' so I was not especially interested. However, we sailed on a warm lake on Sunday afternoons and I enjoyed it from that standpoint. Later, I visited the same friend in Hawaii and saw the hot shots there sailing much shorter boards with fully battened sails. I realized then that windsurfing had something to offer

me. I then went out and bought an F2 Comet which I enjoyed a lot. I spent several years sailing in moderate winds and was frustrated learning to waterstart. The problem (as I perceived it) was that there was never enough wind at the places I sailed. I tried the Ocean a couple of times but scared myself because uphauling in high winds and big waves was a nightmare.

Eventually I rented 'Short Board Sailing Techniques', watched very carefully and then went out to Coyote Point (higher winds near San Fran airport) and immediately waterstarted. I've never looked back. I now have two boards, one a glass semi-wave board, the other an epoxy race/slalom board. I have a variety of half decent sails and sail mostly on the Ocean in Santa Cruz. I still can't jibe my short boards, although I must confess I don't try that much and when I do, I come pretty close.

- I learned the basics through my friend who just had taken some windsurfing lessons before going on vacation. I also borrowed a large board for about a dozen times to learn how to keep my balance and more or less "navigate" the boat. The following summer I purchased my first board: Bic-750 Designed by Ken Winner (140 liters). I got a great deal for this brand new 1 year old model (1985). The learning curve was much steeper with my own gear. I was then hooked and lucky enough that at the end of that year I had a job offer in Hawaii (on the Big Island). I spent 5 years in Hawaii spending most of my weekends on the water. I now live in New Mexico (yes the desert!) and was surprise to find some windsurfing fanatics. Of course the normal size sail is about 7.0 m**2 for NM.

- Watched a friend give instructions to some other friends. Did exactly what he said, uphauled, sailed out turned around and came back. Rented a few times after that then bought my own board. After that I just kept on trying new things. After 3 years decided I needed more help and started going to the ABK camps. These were informative and fun. To be recommended.

- In November 1982 on a sunny weekend, a friend and I took some hallucinogens and he suggested we go windsurfing. He had a second board and off we went. Course I couldn't do much but I was intrigued. Next summer I made a point of trying another friend's board and again didn't succeed much, but I immediately bought a used board and sailed as often as possible. Slowly. All learning from friends who are better than me. Never a formal lesson.

- I learned to windsurf in mostly in Hampton Harbor, N.H. Two of my friends had just bought rigs, and I couldn't wait to try it once I saw them having so much fun. I borrowed their equipment a few times, but it wasn't long before I bought my first rig!

- My friend followed from Colorado, and lent me a progression of board from sidewalk sized to just over ten feet, and I progressed for about a year at a learning site here called Shoreline Lake. My friend insisted that I waste as little time as possible on long boards, as many of the shortboard skills (planing jibes, etc.) have little relationship to slogging around on a lake. I learned to waterstart, and immediately moved to open bay sailing. Note the tremendous advantage (and probably deciding factor) of having old, large equipment available for free to progress on. I spent a week on a "sidewalk", a week on an 11ft board, and about two months on an F2 Bullet, which is a GS board about 10', no dagger. If I had been forced to buy this gear, even used, I probably would never have gotten interested. My first actual board purchase was a Bic Astro Rock, which I still use on light wind days. Availability of this kind of gear, cheap or free, would be a big boost to beginners. Once hooked, you don't mind the expense as much.

On Vacation

- I learned to sail on a huge board I rented while on vacation on the southern coast of France in 1982. I basically figured out things myself, but I had a good idea about what to do from talking to friends who were already windsurfing. In addition, I was already an experienced sailor, and understood how the sail interacted with the wind and so on.

- A time or two at Donner Lake. I enjoyed it enough so I tried it again in Hawaii (on the north shore of Kauai). By then I was hooked.

- I first stepped on a board on Lake Garda (northern Italy), then bought one in Florida and basically taught every step to myself. This is not too bad if you have enough experience from sailing.

- I was on holiday in the south of France, my sister was on the coast with a French family who owned a board and had promised to give her a go. Meanwhile I was camping with my parents around and about. Anyway, we ended up at a beautiful lake, which happened to have a windsurfing school there, too. My

HOW THEY LEARNED THE SPORT — MARKET COMMENTS

parents enrolled me for a week long course (5 x 1 hr)
and I have never looked back. I was a quick learner,
and got a real buzz out of it. It took a good 9 months
before I got a board back home.

Market comments about barriers

Equipment

Access

Lack of instruction

Access to information

Acquiring skill

Expense

Time

Injuries

A. Equipment

- When I first got into it there was this active group down at Gallup Pond. There was a guy in town who was renting windsurfers down there. Then the city wouldn't let him do it anymore for liability reasons. But you could go down there and rent boards — he also sold boards.
- I can't teach anybody — my board is a short board. I don't have a long board anymore. I'd gladly take them along, but I wouldn't be the right person because I don't have the right equipment.
- In Spain I lived right on the beach and there were a lot of people who had windsurfers at that time. So, I said I'd give it a try and I got hooked. When I came here as an undergrad I didn't windsurf. Over in Spain the sea was right there — I hit an elevator button and I was on the beach. But over here you need a car. You have to have the equipment and you have to have the time.
- Getting the right equipment. There was a constant tension between getting skilled enough to know how to use better equipment, and getting good enough equipment to enable learning the next step. Used to get slammed a lot with backwinded RAF sails in 30+mph winds. Finding the right sails and matching masts took the longest. Took me two years to realize the value of getting a quiver of sails that were all one type/manufacture instead of mix and match used sails.
- Keeping the board level (the Maui was fairly unstable compared to other beginner boards), but I used it for 5 years after that because it was a board I could grow into. i.e. it had footstraps and retractable daggerboard
- Non-standard equipment between manufacturers.
- Not having good enough equipment to keep up with the learning curve I was on. I outgrew the transitional board I started with in a month (It really helps to have steady winds to learn in and to go at it day after day.) but didn't have a short board available until a few months down the line, and then I had to put up with what was available on the local market (not much).
- Slipping off a board whose surface wasn't well designed,
- Some manufacturers sell a “package” deal with

board/mast/booms/sail(singular). The problem is that the sail doesn't fit into any quiver that I might try to buy. A 5.6 sail came with the board, but the closest sail line had sizes 4.6, 5.2, 5.8, 6.2. I could not build a quiver from the first sail I bought !! The 5.6 was too close to the 5.2 and 5.8 to be different enough, but too far from the 4.6 and 6.2 to go without. Therefore, I had wasted my money buying a “package”. I eventually sold the sail, but I bought an entirely different brand of sails for my quiver (now about 8 sails strong, in 2 quivers). I can't imagine rewarding the manufacturer (Fanatic) for screwing me this way. I also don't have especially warm feelings about the retailer (Any Mountain). I also have a very long memory, and I'm not going to buy any more equipment from Fanatic.

- The club that I learned at had old, heavy equipment. The whole setup seemed really discouraging to people.
- The main frustration was the volume of the original boards and the so-called ideal boom height. I think I mastered the “catapult” early on.
- When I was learning shortboarding, a windsurf shop owner sold me (as a first shortboard), a too small shortboard to learn much on (a 9 foot semi-sinker). It required too much wind to get planning, and then the winds were so strong that almost everything happened too fast to learn. Mostly I did a lot of amazing wipeouts that year. The next year I bought a 9 foot 4 inch, higher volume (about 125 liters) board and THEN I started really learning. I weigh 140 lbs, so that board was a floater for me.

B. Access

1. Suitable places to learn/participate

- Lake Michigan is not a good place to learn: it has big waves and small wind.
- For somebody to say “Well, I want to get into windsurfing,” and drive out to Washtenaw Windsurfing. You sort of need somebody whose willing to take the time to help you make the choices and then get you started. And, you have to have a place to start.
- None really, except maybe the temperature and a lack of good launch sites. Once I bought my first board (a Fanatic Cobra 12') and started windsurfing for real, I was pretty much hooked. But this was early spring in Norway. The temperature both in and above

water was around 40 degrees (F). The dry suit and all that was a hassle. The area I was living in at the time didn't really have any good launch places either. I had to go upwind tacking through a narrow sound to get out to where the good winds were. It would have been impossible to sail short boards from there, but then this was before short boards came on the market...

- One other frustration was that I learned before I could drive so this meant that I could only go windsurfing when my dad went which wasn't that often so my learning was really spread over several summers.
- I was in charge of 6 windsurfers in the Georgia Tech Sailing Club. I taught quite a few people how to sail windsurfers (as well as other sailboats). Several continued in the sport, but most just tried it a few times and then went on to other things. The wind wasn't really good enough on the lake to experience all windsurfing has to offer.

2. Access to rental gear / sport

- My major frustrations were to have to borrow a board to go sailing when I could go. Few rental shops were around my area those days so I had to rely on a friend's board.
- The reason I didn't start for so long is because it's not something you could go to the lake and do one your own. I didn't know where to go to get into the sport. You see people out there doing it and you wonder "Where do I go to get into that? Do I have to buy it?"

3. Weather conditions

- A lack of wind. There isn't more wind today than there was back then but today thanks to services like the Weather Channel and the University of Mich. weather underground it is much easier to find the wind. Even more current wind and wind forecast information would be nice.
- In our society we are accustomed to scheduling our recreation to fit into our lives. I set aside 2 weeks to learn how to windsurf. For the first 10 days the wind blew consistently over 10 mph. They only had 6-meter sails back then. I was totally unable to follow the instruction with 'that much wind.' I was totally over-powered constantly. On the 11th day the wind dropped down to about 5 mph and miraculously I could tack and jibe at will. Its been pretty nice ever

since then.

- Lack of wind.
- The lack of wind in the summer time, but then I could always lay out in the sun. No, really, no frustrations at all.
- The temperature of the water around Montreal is always a problem a I didn't have a wet suit then. I think the biggest frustration was the numerous attempts I made to try to sail in absolutely dead calm days just because I HAD TO GO OUT AND TRY! My biggest thrill was when my BIC first got on a plane...totally out of control but what speed (I thought then). I think I might of jump to a small board too fast, it took me a little longer to control the Bic 750 but I kept it for a long time (after replacing every piece of equipment which came with it).

C. Lack of direction

1. Lack of instruction

- At that time, no one really knew how to instruct. There were quite a number of conflicting theories.
- I don't remember ever seeing windsurfing lessons being offered anywhere. I was at home on the water and waves, but reading the wind was completely new to me.
- No lessons. Lots of contradicting advice.
- Not being able to stand up without falling in, and not knowing anyone who windsurfed that could show me how to do it. Shredders normally don't want to be saddled with trying to teach a newbie how to sail, and that's the biggest frustration for ANY sailor. I've done it. When the wind's blowing, I want to sail, not help a newcomer. That sounds a little crass, but we don't get much wind in Minnesota, so when it blows, you can't waste ANY time.
- That no one mentioned never to sail with an off shore wind and that the sport was new and no one really knew what they were doing.
- We didn't have any group lessons, had to learn on our own. Things have changed in the last 5 years.
- We were reduced to depending on ourselves and being restricted to weekends which had mixed

weather. Luckily, some family friends who had a windsurfing son bought us (my brother and I) the Peter Hart book 'Improve your windsurfing', an invaluable aid.

- Wind-snobs on the beach who were too cocky to share experiences.

2. Lack of reading material and access to information

- They only specify equipment for smaller people — not that I'm gigantic. But, I'm way above the weight limits of what their charts say. I'm 200 lbs which is not that heavy for a male, but I guess 200 lb males don't windsurf. When I asked them what kind of board I needed they told me I needed a 200 liter board. I finally decided to buy the Bic Calypso which is 170 liters. The dealer said I was going to be sailing with my ankles in water. My Bic Calypso is just fine. Where do these guys get the charts from? Especially with the wetsuits, harnesses and lifejackets. I wear an extra large life jacket and I know there's a lot guys a lot bigger than me. Now I have a board that is 120 liters and it floats me just fine.

- I've never gone on the basis of any kind of chart. I bought a "beginners" board and that didn't work very well for me at all. I borrowed from anyone else I knew at the lake — tried other things and found one that worked really well and then I went and bought one.

- I'm fairly athletic and I knew I didn't want one of those beginner boards. I wanted to start on something that was fun and challenging and I had to fight with the salesperson because they wanted to sell me a beginner board.

- For me it's the characteristics of the board and what it can do for me. I've never been a part of a group so it's really neat to sit here and listen to people talk about their problems. I don't care who made the board famous, but I want a board I can control, that has a rig I can pull up and hold and it would be neat to go someplace and learn how to waterstart

- I don't give a rip about what the greatest guys in the industry had. What I cared about was that I was upright and moving and turning. It's how I felt on the board. I go for what feels good. I'm a lot more familiar with what people use but I don't want to have the greatest equipment — I want to do something.

- If you just look at a magazine and try to buy something — that's information overload! I started last summer so I know a few things — the difference between a long board and a short board. There are so many boards in Windsurfing magazine that if I didn't know what I did know that would have blown me away.

- Initially, it was getting the information.

- Lack of cheap instructional materials such as books or tapes. I still have a hard time finding windsurfer magazine.

- Most of the store people I have talked to don't know much. They hardly know what liters mean. I think you've hit on one of the big problems. It's hard to find anyone who is informed. That's why a club would be nice. It's very hard to find anybody who knows equipment.

- I went into a place that used to sell windsurfing equipment and I asked "where's your windsurfing stuff. They said — "Oh, that's old hat. No one wants to do that anymore."

- Shop owners don't know anything about windsurfing and you never see them out on the water.

- A friend of mine was visiting last Summer and had been sailing for a little while. We went up to Washtenaw Windsurfing. They guy in the shop didn't really care less whether we bought a board or not. My friend talked to him and said "I'm just a beginner and I want a board that I can grow into."

- I found it really hard. Maybe it's because I'm a female. I have trouble with dealers and getting them to take me seriously.

- I've gone into shops — I don't know, it just feels like they don't consider women are serious about the sport.

- I think these guys that run shops do it as a way to support their habit. I haven't found a real good shop where they'll talk to you. Some of the places don't even know what the prices are going to be. I'm just really unimpressed with the level of service you get. Boy, if you're trying to do this in any kind of business you wouldn't make a profit with their attitude.

3. Not knowing how to proceed

- I did have some frustrations learning due to not understanding the skill ladder,
- Looking back my major problems were related to trying to sail in conditions that were beyond my ability and equipment. That is, not understanding that my half batten 5.5 sail could not be used in any (0 to 40) wind conditions.
- The major frustrations while learning were mainly lack of knowledge of how to correct problems. Learning through trial and error is time consuming and frustrating.

For somebody to say "Well, I want to get into windsurfing," and drive out to Washtenaw Windsurfing. You sort of need somebody whose willing to take the time to help you make the choices and then get you started. And, you have to have a place to start.

E. Skill

1. Acquiring general skill

The one time that I did it balancing was the most difficult part of it — standing on the board, trying to get stable. I never actually overcame that. That was my strongest impression. I just couldn't balance very well. I could tell that it was a fun sport and I'm sure balancing is something you need to practice. There was a bunch of us at the beach and one guy happened to have aboard and we were just taking turns trying it out. We were camping on Lake Michigan. The three of four women in the group who tried it did a lot better than I did. But, It didn't sink in right away with me. I don't have that great a sense of balance so it didn't really surprise me that I had trouble.

- I taught a friend to sail. She did great, probably because we spent a lot of time on the simulator before going out on the water. We spent probably 45 minutes on the simulator, as compared to 10-12 minutes in a regular class. She did great on the water, even though it was 16-18 mph winds. However, she didn't do great enough to ever do it again, as far as I know. It was "OK", but it was a lot of hassle for just an "OK" time.
- Balance and sail control, but that all comes with persistence (a previous knowledge of sailing helped with the steering concepts).

- My wife and I took lessons about 5 years ago and three years ago introduced a couple to the sport. We found it pretty easy to get them to sail and they then went to take lessons and finally bought our old equipment (Alphas that weighed about 45 lbs.) They only sailed a little at the local 5 mph lake. They haven't really gotten into the sport. In my view people do not get into windsurfing for the following reasons: It is the hardest sport to learn (IMO). It is very demanding, extremely expensive and the most equipment intensive sport I have ever encountered. My guess is that the only more expensive sport must be polo.

- Doing those endo's while still being hooked in. Actually, I caught on pretty quick. I had water starts down in a day, that was one of those "What the heck was so hard about that?" deals.

- Getting launched until I learned to hang out.

- Getting to the point where I actually sailed. My biggest mistake was waiting too long to get a harness, but they were rare back then.

- Inability to do what was necessary to stay in an upright (sailing) position

- The learning is difficult, but that is one of the attractions. You always have more to learn.

- The major frustrations were actually turning the board around and mastering steering the thing, but this was not really a major stumbling block.

- Waterstarting, getting in the straps, going upwind on a short board, and now jibing. I've had lots of advice from friends and from the net. I'm sure tuition would help immensely.

- Well, it's a very difficult thing to learn. I think I had a advantage because I knew how to sail and the points of sail and concepts like "center of effort" and "center of pressure". It's hard when the waves are big, and it's hard when the wind is gusty.

- When I switched to a slalom board waterstarts were a major hurdle to get over.

- Then I had a friend back in Bell lab where I had been working who was very much into it. We had a conference in New Hampshire. As luck would have it the wind was great on one the these big lakes up there

and we cut out of the conference and we went down to the lake and it was blowing. All the windsurfers were out on the shortboards. No one would rent me a board because they said it was too windy. My friend had a 9'6" fanatic. I couldn't stand on that to save my life - it was freezing and I didn't have the right clothing but he showed me how to shore start and I would go 2 feet and get launched but it was enough and I saw him go really fast. I said I have to do this. I came back here and bought a samba. I spend every minute I could frustrated learning how to do it. When I learned how to water start I was hooked forever.

- We love the water so we went to Whitmore Lake. We took a lesson the simulator. It was a real nice day and we went out and sailed around and it was great. Two days later we went back and it was blowing like crazy. We walked into the store and they said — "Hey, you guys are back, great!" We rented boards and went down to the lake and were promptly in dire trouble. We were blown across the lake and we had to be rescued. They didn't say a word to us about the wind being too heavy for beginners. That was a very humbling experience. We kept going out and finally bought a board and then another board. Now that my son is in California I have started sailing with my 14 year old. I've since had another experience like that on Whitmore Lake where I've been blown across the lake and managed to get back and laid on the beach exhausted for the next hour. Last summer I finally got to the point where I could go out and actually sail and have a good time. But, I don't get out enough. My goal is to get out more.

- I have a really good sense of balance so I had little trouble standing on the board for the first time. But, after that I had trouble maneuvering.

- The sport is hard to learn. It takes a lot of patience. Unless you're a rather driven person — you have to have a strong desire to learn.

- That's the way I learn — by trying it. You know — being dumped, getting back up and trying it some more. I've never seen any videos or anything. Just reading articles and I think my background in sailing has helped. For me, it's a lot of "how does this feel?" It's too much effort, then something's wrong.

2. Wanting to improve quickly

- As with anything, starting out the most frustrating thing is learning how to improve yourself. Most people tend to want to fix everything at once instead

of working in small steps..

- Being impatient with my own progress

- Learning just about every new skill takes too damn long!

- Not being as good as I wanted to be and trying things that were above my skill level.

- I've introduced folks to windsurfing. Most give up after a couple of days from frustration... I found that those who persevere tend to be involved in other sports as well (e.g. a marathon runner friend of mine would not quit on his first day until he was able to sail out and come back. 't was a long day... but he is a good sailor now). Perhaps this just means that they learned from their other sports that practice and perseverance is the name of the game.

- I kept my beginner board, and frequently take friends who say they are interested in learning. Since most days do not blow here, or at least portions of the day, I am able to spend time teaching them. Many enjoy it, but most get frustrated when they cannot learn in just one afternoon. Some of my friends have now gone several times, but none has yet purchased equipment or really gotten into it.

- I have "poisoned" about 4 people into the sport of windsurfing. My 1 colleague sails with me on a regular basis and we are about the same skill level now. I see that you must keep encouraging beginners into the sport as those that expect to pick it up right away become frustrated very fast. It also proves beneficial to sail with someone better to give them support and make the acquisition of skill and balance come that much faster.

3. Being out of shape to do the activity

- Being sorely out of shape.

- I was pretty heavy at the time I was learning, and did not have the arm strength to compensate for my excess weight. I fell a LOT. I now realize that I learned better technique this way, instead of relying on brute force.

4. Overcoming the fear associated with the activity

- I tried to persuade my wife, but the fact that she can't swim made her afraid of the open water and she thinks her size (5'2", 110lb) is not good for windsurf-

ing.

- How scared I feel now depends on the weather conditions. There's always the fear you can't get back. When I fell in the first time I wasn't quite so scared anymore. I kept getting more and more daring. I was able to tack back and forth 5 or 6 times without falling in.

- Actually, I think the reason it took me so long to sign up for the course is because I was afraid of the course. People told me it was going to be cold and I was crazy to take windsurfing. I thought, God I don't want to freeze to death! Then I realized that you get a wet suit and I thought OK, that will help. I feel like I'm getting myself prepared to be a little bit cold. That makes it more challenging to me because it's something some people wouldn't even attempt. I said, well I'll try it.

- My husband didn't sign up because he's not a good swimmer. Not that I am but he doesn't feel comfortable in the water for a very long time. He says he sinks when he doesn't move

5. Overcoming improvement plateaus

- The classic Catch-22: When learning to waterstart, you need a lot of wind. To get a lot of wind, you need to go to places that require water starting skills...

- Uphauling is exhausting. Beginner's spots don't have enough wind to learn waterstarting. You need to spend a lot of time on a board just to learn the basic coordination needed to get it on a plane and moving.

- I had a beginning board and it was real pathetic to see me out on the lake. A guy finally suggested that I try his daughter's board. He followed me around and gave me some tips. I realized I was doing fine on a board that was shorter and lighter. I couldn't uphaul my sail but his was a breeze. That worked really great for me so I bought one like it. I realized my beginner board was holding me back.

6. Not being as good as other people

- Not being as good as everyone else seemed to be. Not progressing past a certain point.

- Some see the pro's doing loops and skimming along at lightning speeds and get discouraged because they can't do the same thing after a couple of sessions.

However, I do find our circle of friends constantly (always listening to our last windsurfing outing) inquiring as to where to rent and when the next time we will go sailing so they may join in.

F. Expense

- Usually the first reaction people have is the cost of the equipment, and usually that's where they lose interest. And the lessons are not cheap either. I did get one friend to take lessons, and he found this sport is real interesting. For him, his motivation in the beginning is he is going to Hawaii for vacation, he wants to learn windsurfing before he goes so he can have fun windsurfing in Maui. He probably will not buy the equipment and just rent it for a few months in case he decides this is not a sport for him.

- I teach windsurfing. Every second year, our club has an introductory windsurfing course and I usually introduce between 3-4 friends to the sport every year. About 50% are interested in the sport. About 10% actually start windsurfing. The problem is usually the complexity of the equipment and buying it, so we now have a Mistral Equipe, a few sails, a boom and a mast that our members can use for a low yearly fee (about \$30). Even so, interest hasn't been very high, possibly because our club is aimed at students and students often go away for the summer or they have jobs and very little free time.

- I have introduced several people to windsurfing, but none of them advanced beyond longboards. Some of this is due to age (35+) and some to the cost of progressing to shortboards, both time and money.

- I have tried introducing people to windsurfing and met with a fair amount of success, the problem is that you need to do a lot of hard work such as rigging etc. the first time and finding equipment for them and being able to sail yourself is a problem. But once on the board, my friends have been quite happy to sail. The equipment/rental costs keeps them from pursuing it.

- I have introduced approximately a dozen friends to windsurfing. Six have become avid windsurfers, five have not pursued the sport beyond the introductory sessions, and one is showing continued interest but has not committed to any equipment. If they catch a ride on the first few sessions, they understand the appeal, but they do not necessarily go out and change their lifestyle. The cost of the equipment is a huge

hang-up. Up here you need to borrow a \$200. steamer wet suit just to try. People seem to borrow their friend's old equipment for a time before they begin acquiring their own. Wetsuit, booties, PFD, car racks and the all-important hot t-shirts precede the package deals on production boards and rigs at the local sports shop.

- The thing I liked about windsurfing more than other types of sailing was that it was cheap. I could afford a board — I couldn't afford a boat. For me the factor of setting up time was short.
- The expense is also a factor. It's hard for many people to get into it for that reason. Then when you get into it and you get good it becomes even more expensive. Traveling is also prohibitive because most resorts cater to a specific economic level.
- Expense of equipment
- High cost of new gear to be more able to sail all the conditions I encountered.
- High initial cost.
- Expense but I don't think this is a much of a problem now-a-days though because you can get some pretty hi-tech stuff for relatively cheap. I know I could get a lot better stuff for \$2,000 now than I did 5 years ago.
- I was frustrated financially, in the sense that I spent a bit of money that I really didn't have to, just to learn what a reasonable set of equipment was.
- Maybe economic, but I was very patient.
- The cost.
- Cost is a killer
- Why does a mass produced board have to cost \$1000. They sell boards for \$200-\$300 but they are not good quality.
- I have a couple of things in mind that, as soon as I have some money I'm going to buy it. You know, this fin just isn't right — I need a brand new fin. Their marketing is working great. They've got me wanting all kinds of stuff but I just don't have the money.
- I think the equipment is somewhat levelling off. Maybe 4 or 5 years ago you had a triangular sail, then they had the half batons, then the full batons, and then

the cambers. But in the last 2 or 3 years there hasn't been that dramatic a change. A 3 year old sail is probably just as good as one of the latest sails. But in terms of board, it's just amazing. The weights have come down so much. But in the past 3 years I don't think they've even changed that much. Maybe they're a pound lighter and a little stronger.

- I think the only thing that has changed radically in the past 3 years is the price. The price of the equipment has really gone up. Board prices seem to have stayed the same, but the price for sail, booms, masts — these have really gone up a lot. The high end is incredible — \$800 for a sail, \$400 for a boom or mast, it's like geez! The lowest end is really getting expensive too. They sell so many of them too. I don't know the volumes of sales, but you'd think the price would go down at some point.
- I went into sticker shock when I found I could rent a board for what I could rent one for. So I picked up a used board for \$125.
- I think that's why I got into it — the board I got was \$100. It was a low investment.
- I think that's one of the difficulties with sport. The board you need to buy to learn on is going to last you maybe a season before you outgrow it and you want something that's high performance. And it's a reality that if you get into the sport you're going to have 2 or 3 boards for various conditions. So it's a relatively economical sport to get into, but once you get into it your costs are going to be there if you want to keep progressing with your technique.

G. Finding time to participate

- Errm, not being able to get enough consistent time on the water to improve.
- Not enough time to sail.

H. Injuries

- My back gets sore when the sail get too big. So I have a 5 meter sail and I can pop that out of the water without any trouble. Anything more than that give me a backache. So, I have been strengthening my back muscles.

Sample comments about what hooked them on windsurfing

Like the make-up of the sport

- Like the combination of water, wind,
natural elements

Tangible measures of success

- See improvement and achieve success
- Can win, be the best, achieve recognition
- Love the competition

Intrinsic gratification from the sport

- Love the challenge
- Accomplishing something difficult

Intrinsic gratification from the movement

- Fun and enjoyment
- Thrill and exhilaration
- Hedonic experiences

Other tangible benefits

- Health and well-being
- Family relationships
- Fulfilling retirement

Like the make up of the sport

- I like being outdoors. I love the water. It's the fact I can combine water and wind. Sometimes it's exciting, sometimes it's boring but it's always relaxing. When there's no wind it's boring.
- I think it is the fact that it is an individual thing. I always liked the water and I liked boats. You're in control I guess and I like to be in control.

Tangible measures of success

- Racing does interest me but I don't have the time to practice. I crewed on a 40 foot sailboat down on Lake St. Claire for a couple of summers and it was fun. But you had to do it every week, whether it was windy or not. I'd rather go out when I have time to go out. I prefer the flexibility of not racing. I'd have to learn how to tack too, and I can't. I can't tack worth squat.
- I'm generally on the water by myself and that's wonderful. I know my neighbors are watching because every once and a while I see the glint of binoculars. Their comments are interesting. At the beginning I'm sure I was the laugh of them all but now they say — gee you're really getting good. I love that.

Intrinsic gratification from the sport

- It's a very solitary sport. If you want to go out there and be by yourself and do your own thing, you don't need anybody to help you.
- There's always a challenge. In most sports you can reach a level of competency and say, O.K. to go to the next step you've got to devote yourself. Like in golf — if you want to be a scratch golfer you've got to devote yourself. But with windsurfing there's always something to learn . . . you get a regular jibe down, well then OK let's try duck jibing. That's a big drive — there's always something to learn.
- The thing that has really kept me in windsurfing is the challenge. First on a long board, then on a short board, figuring out even higher winds, then figuring out waves. So for me, it's been me against the elements more than me against someone else.
- Growing up with my father with the two of us racing sailboats that competitive element is there. I really enjoy just going out and windsurfing too and just battling the elements, but I like the competition as well.

- For me there's just one more notch that I keep wanted to achieve. There are just so many skills that you can master. I think that's a big part of it for me.
- Being a type A, if I go on vacation I like to be accomplishing something. So on vacation I decide I'm really going to get this down pat. I never really get it down pat, but I end up more advanced than when I started.

Intrinsic gratification from the movement

- I don't know how fast I've been — it feels like 60 miles per hour and it's the most relaxing feeling when you're cranked up and planing and it feels right. I just lean back and cook.
- I do it just for the exhilaration. I really like skipping across the surface of the water and fight against the wind and watching the wake fly behind you. I just like outdoor sports — I can't peg it to anything specific.
- I consider it a sport but it's more like a hobby. When you compare it with golf — I don't know how you can call that a sport. Golf just doesn't appeal to me.
- I like to go fast.
- I like the thrill of it — skipping across the water. When you're back in the harness and you are feeling in control it's challenging. It helps you in your sailing skills. It's like another hobby — it's something to look forward to.
- You get moving; you hear the slapping of the water on the board . . . "Yeah!" and you see some of the other people who are really good . . . "Whoa! I want to do this!" That's definitely the way it was for me.
- As soon as you start moving, and you're under control, it's like you get this adrenaline rush. You're like . . . "Oh yes!"
- It's really hard to explain. Once you struggle along and you catch a gust of wind and hang on then you're hooked. It's a feel I think. The power and the sense of speed.
- The first gust that you catch that makes you go . . . you're hooked.
- The sheer adrenaline that you get going a nice, fast reach. . . it got to the point for me, where if the wind wasn't blowing like stink, then I wasn't interested in

sailing.

- You generally get more younger folks. You get more adventuresome types. It tends to be more of an adrenaline rush kind of sport. It seem to be more of a younger sport.
- The younger folk love it, get into it, but can't afford the equipment and don't enjoy it as much. And the older fold have the established jobs, travel everywhere, have a great windsurfing like, have the best equipment and they're just kicking butt out there.
- I'm always looking for ways to make my board go faster, buy a bigger sail to go a little faster. It has everything I want in a sport. And, it's also more of a solo sport, or you can make it a solo sport. That was interesting to me also. It's certainly addicting.
- I really love it. It's quite a challenge. I don't know if I'll get tired of it or not

Other tangible benefits

- It's a hobby. I will look for any way to make it comfortable for me, so I can stay out longer. There's no question that after a strenuous day, there's some exercise, but I don't look at it that way.
- It's not a good sport to stay in shape with. The better you are the easier it is physically. That's why you can go out on Lake Michigan and see these incredibly good

windsurfers with their pot bellies sticking out over their wetsuits. One of the things that attracts me to the sport was the number of people doing it in their 50s and 60s and how many people were incredibly good in their 50s and 60s and 70s. It's a sport I'm going to be able to stay with for a very long time. When I went to Cancun I was struck by the number of people who had bought condos down there to go windsurfing. I met this couple who were Christmas tree farmers in Wisconsin. They can't do anything from Jan to March so they bought this condo so they can windsurf.

- I don't think it's particularly aerobic except when you start and you are uphauling all the time. For the most part it seems like muscle strain more than anything.
- Windsurfing is not a regular exercise because it is so unpredictable when you can go. It's only in the summer and generally on the weekend. You can't count on it.
- Generally the better you get, the less work you do. You use your body weight to offset all the forces of the sail. Theoretically, you can just hang there without exerting any effort, except standing up and you're just going 30 miles per hour.
- I found it to be technically . . . more like a balance thing than physically demanding. I'm sort of strong and tall, so that kind of helps. So I don't know if it was physical — I don't get really tired. I either run out of daylight or something like that takes me in.

PART THREE

Progression

Levels

Barriers

Advanced	<input type="checkbox"/> Knowledge of skill level <input type="checkbox"/> Lack of interaction <input type="checkbox"/> Factors related to equipment <input type="checkbox"/> Factors related to access <ul style="list-style-type: none">→ Suitable place to participate→ Access to rental gear→ Weather conditions
Advanced intermediate	<input type="checkbox"/> Factors related to environment <input type="checkbox"/> Lack of learning and educational opportunities <ul style="list-style-type: none">→ Lack of instructors→ Poor communication medium for the developing windsurfer (focus is on windsurfing magazines)→ Comments about a consumer report→ Don't know how to proceed
Intermediate	<input type="checkbox"/> Barriers related to skill development <ul style="list-style-type: none">→ Acquiring necessary skill→ Wanting to improve quickly→ Overcoming improvement plateaus→ Not being as good as other people→ Lack of challenges
Advanced beginner	<input type="checkbox"/> Expense <input type="checkbox"/> Time to participate <input type="checkbox"/> Injuries
Beginner	

PROGRESSION BARRIERS — LACK OF INTERACTION
COMMENTS SPECIFIC TO USWA

- Last summer I spent about a month in San Francisco. I was very impressed with a group of windsurfer that were out there. They're very well organized. They have connections in the city, they have phone numbers at the different locations and they have wind meters. So you can call up if you're at work, you can dial up this number and the computer tells you exactly what the wind reading is, the direction and the tack — how it's changed over the past two hours. They have a lot of services and they're promoting the sport.
- USWA, I've never seen much ...what would be in it for me? I don't really race that much. Why would I pay X dollars when I could be buying a new fin or something like that. I've never even considered it.
- If they could provide services — there are a lot of things I could thing they could do. Like, if you were a member they could give you free information about locations, what the wind are like — like the Triple A offers. They give you maps, they give you useful information.
- I'd join if they provided good services for me as an individual. Otherwise why should I join? It's just \$20 down the drain. I'm never going to participate in the Olympics.
- The only thing I know about the USWA is that they had a credit card. I saw the ads of some professional telling me to join. Who is he?
- If there was a local windsurfing thing, I would much rather give my money to them that a US one. There are so many lakes — it is such a big country and they are more likely to take care of the big windsurfing spots like the Gorge or San Francisco.
- The Gorge and San Francisco are the two biggest things I have read on the computer network. But that doesn't really affect me.
- Twenty dollars is nothing for somebody really devoted to the sport. But if they need to provide some service — perhaps they can spiff up their newsletter. Or if they can provide some information about different beaches or locations or whatever.
- If I had known about the free equipment transportation I would join just like that. Like my one trip to California, it was like 90 bucks each way for taking my board.
- I guess for me, what is important is water access and water quality. Down at the Gorge over the past three or four years that I've been there, I can definitely tell the difference. I used to be able to shallow a mouthful of water — now I'm in the bathroom for quite a while. If they had some lobbying power it would be good. I guess if I saw some results of their efforts, I guess I would be willing to support it.
- If I thought they were helping with environmental issues, yes I would be willing to support USWA.
- I think another way the USWA can go is to come up with a framework for a club concept because it's going to depend on groups of people to help make it visible. It can't depend on these small shops that are constantly going out of business. If the sport is going to be promoted it's going to come from within.
- I know nothing about them.
- Actually I have to confess a fair amount of ignorance with regard to the USWA. I'm afraid I never been one to join clubs/organizations of *any* kind. I'm sure I must've heard of something that they've done, but nothing comes immediately to mind. Did they have something to with PSN televising a few windsurfing events last year (most of which stunk due to weather/ non-wind conditions but that was hardly PSN's fault)?
- Don't know much about it.
- Don't know anything about it.
- Never heard of it.
- I don't know much about USWA, but the main thing I think we need is access to the water. In the SF area, there are lots of spots on the Bay, but they often don't have parking or areas to rig or showers or have mud. Also, it's great to have rental stuff at the various sites for beginners to learn.
- Don't know anything about the USWA. Belong to the SFBA.
- I know very little about the USWA, so I can't really comment
- First time I hear about it.
- As far as comment regarding to USWA I don't have much to say since I don't know exactly what do

PROGRESSION BARRIERS — LACK OF INTERACTION
COMMENTS SPECIFIC TO USWA

USWA do. However, USWA should not narrow their target audiences to the present windsurfer. There are many ex-windsurfers who have kids starting to get involved in the sport. Summer camps as such is an excellent media to promote the sport.

- USWA? What's that? If it is related to racing, windsurf racing just is not something I think of, which is surprising because I race on skis, bikes and speedskates. Otherwise, I have seen no presence of the USWA, sorry.

- I don't belong as I don't see them doing anything for me or my local sailing sites. I do belong (and support with time and money) several local Windsurfing Associations.

- I'm not much of a "joiner" and I'm not sure whether racing is what I think of as windsurfing. I guess my biggest reason for supporting an organization like USWA would be to have an organization that represents windsurfers, e.g. you mentioned PFD legislation (I wear one, but don't think it should be mandatory).

- I don't know much about them.

- Well, sorry but I never heard of US Windsurfing organizations. So it goes. Now that I have kids, I sail only a few times a year.

- Never heard of this association before. Just yesterday when I looked around in rec.windsurfing, I found someone mentioned there's a survey. So I figured that I can be part of the survey and here I am.

- Don't know about USWA, don't want to race, don't like organized sports, don't read the sports pages. Not interested in Olympics. Want to do, not watch. Do belong to the Rio Vista Windsurfing Association to support the Delta access.

- RE: USWA, I don't hear much from them.

- I have been a member of the USWA for 2 years only because I want to contribute something to the sport. The newsletters are geared toward racing in which I have no interest and I have not seen any other things I can apply to my own situation. I really feel to grow the sport we have to try to poison our friends by either taking them sailing or to the local boardshop clinics. They will most likely lose interest going it alone.

- I wish I could help you here. I'm afraid I don't know enough about USWA to have anything to say.

Sorry!

- I have absolutely no comments about the USWA, as I know very little about it. The local associations (SFBA, etc.) seem to do useful work—they maintain windtalkers and work at the political level to represent us and insure good access to windy spots. I should stress that access to windy locations is really a major issue here. I have risked my life several times to get in and out of the water at windy locations. If there was a way I could pay for good access, I would.

- Our local club joined USWA last year, and holds 3-4 races a year, none of which are USWA "approved" - our races are far more recreationally directed than the USWA regulations allow. There needs to be a strictly casual recreational racing category for small clubs and for people who are interested in getting into racing but aren't sure. Oh, and non-USWA members should be allowed to race in this category. One of the largest barriers to getting our races certified is the low level of USWA membership in our local area. People are just not willing to shell out an extra \$10 or \$20 to join the USWA for altruistic reasons. There must be a tangible benefit.

- As long as USWA appears to be for the elite group who are serious racers, I don't think it will grow much. There needs to be much more effort put into providing services for the casual recreational user if some larger percentage of sailboarders are going to be persuaded to join. I personally joined ONLY because I feel that the sport needs a national organization and voice. I don't feel that I actually personally get anything out of it.

- More organized effort to get involved in local issues would help. For example, a series of booklets including, but not limited to, topics like race organization, sailing site access issues, basic equipment, and basic sailing techniques. When I teach beginners, I use a booklet put out by BIC - this is wrong. There should be a USWA booklet on basic techniques, and it should be updated regularly as equipment changes. Note that the RYA in Britain offers courses and certifications of various levels of sailing and related topics like navigation. The USWA would do well to look at this organization and emulate the relevant parts. A strong effort should be made to develop teaching techniques and provide teacher certification just like the RYA and the American Red Cross.

- These sorts of certification almost always breed a small group of people who have over-inflated ideas of

their own ability due to the fact that they have one or another type of certification, but that seems to be human nature and should not be an argument against developing courses and certifications.

- The insurance offered (sort-of) through USWA is still too expensive - the minimum cost of \$200 is unrealistic - my house insurance, including contents, costs around \$300/year. Even though the risks for boards are higher, I have trouble believing they are that much higher. I'd be interested in insurance which covered loss by theft and accident (auto or in transport, but NOT while sailing). I feel I should be responsible for sailing correctly, and boards are pretty fragile.

- I think it's a great organization, I'm a member. I'm disappointed by the small number of members relative to the number of people "hooked" on the sport. There are probably more "weekend warriors" in the Bay Area than there are members of USWA. I'd like to see them pursue a better insurance policy with insurance companies. The current one is awful, but it's one of the only ones available. There are a number of things they could do to expand, but without the membership and the money the fees generate, I don't see where they can now.

- I know little about the USWA. I do know they are more active in San Francisco, Berkeley, and Rio Vista. I hope this information was useful.

- I am not currently a member of the USWA but I plan to join sometime soon. Pray for wind!

- I have heard of USWA but have never been a member, because I didn't feel that I would gain any benefit from membership. Is there a newsletter or something that would give me info. on the sport, or is there a school course for beginners that is available for people who want to teach? I don't want to race, so I don't need any kind of official sail number. I could talk all day but I better get back to work. Good luck with your survey. I would sell this information to those marketing bozos I'm sure USWA can put the money to better use than them. I don't think it is unethical since you are a non-profit organization.

* I am aware of the existence on the USWA, but am not familiar with their activities.

- RE: USWA - Don't know (or care) much about the USWA.

3. Equipment

- Durability of equipment is really hard to judge. I wish there was a Consumer Reports magazine for it that could say this mast is more likely to break or this board has a severe delamination problem. Equipment failure is just too frequent. I never wanted to become an epoxy patchup expert. It requires a lot of money just to maintain one's stuff and it doesn't last very long. I have broken 1 boom, put holes in lots of sails, broken battens, over 15 ding repairs in the board seams, etc. There is no unbiased source of quality reporting. Which board is really more durable, which boom, or mast? Which sail will not fall apart after a few seasons; stuff like that.

- Equipment that is not really designed to last more than 1-2 years

- The equipment race. Always thinking you need the latest and greatest, (i.e. fins). I have finally settled on the equipment that is right for me and have stuck with it. Last year was actually the first year I did not buy ANY equipment and I can still sail.

- You mean, of course, besides the wind, having to work when it's really blowing, sand getting stuck in equipment, rigging the wrong sail, leaving equipment home, lending equipment to friends who never return it (or never return),... I guess that I am continually frustrated by the equipment distribution system in this country. There are some good mail-order catalogs but their prices are ridiculously high. Locally (in greater Boston) we have one good discounter where you can get good stuff cheap, but you can never count on them to have anything you want in stock. Also, the store is run by 'children' who will never hold down a real job in this lifetime. The other store has everything, but at catalog prices. There are a few alternatives if you're willing to drive 1-3 hours. I figure it takes me about a full weekend to find a sail or a board at a reasonable price. It's also difficult to get new people into the sport. Normally, someone has to lay down about \$1000 to get started right- and their first few hours wont make them feel any better.

4. Access

Suitable places to participate

- I don't live on an ocean. I would like to surf sail a lot more. Not enough wind. The usual.
- Lack of good water access. Many of the existing sites are becoming extremely over-crowded.
- Not enough access to sites with good wind
- Not enough time to windsurf, and the budget crunch in California has forced closure of some of the hottest windsurfing lakes.
- Not enough wind and waves!
- Water access is #1.

Weather conditions

- No wind in Seattle in the summer!
- Not enough wind!

5. Environment

Overcoming intimidation barriers

• Equipment completely ignores women's needs. For example, we went on vacation recently to Corpus Christi, where we rented BIC equipment. The smallest board (8'4") had a fat thick tail that was floatier than her custom ASD 8'6". Her 8'6" had a nicer, easier, more responsive ride than even the very smallest of the small production boards. And this is her everyday board, NOT her high wind board. 7'11" to 8'2" are not uncommon sizes for women's high wind boards around here. For reference, she weighs 120 lbs: not unusually tiny. It is simply *impossible* to buy production boards for women, at least for S.F. Bay/Rio Vista conditions. For Maui and the Gorge, even worse. Of course, those three places are not the norm, but it's where I live/sail. Jayne Lecky (I think) mentioned this in Baja to me several years ago. She wanted a course-board, but it would cost \$1800, because she would have to have it custom made in order to fit her. The only course-boards available were the 12' boards for the 200lb+ men on the World Cup tour. Likewise, the rest of the equipment. Rigs, in particular, are a problem. Women need (in general) very small sails, and don't stress the equipment nearly

as much as guys like me (211 lbs). Yet, they don't have the option of buying smaller, thinner LIGHTER masts than men. Same for booms. The Windsurfing Hawaii (and others) Power Taper boom are a good first step, but are not a complete solution. These over-strong, over-heavy rigs are what the women have to lift over their heads and handle during the critical waterstart period of the sport. Given that women, at least of my age, are generally in less good condition than the men (due to a historical emphasis away from athletics for women in grade/high school), it is amazing to me that there are as many women as there are in the sport. This will be less true in the future, as the younger women don't have/aren't taught the same biases against exercise that older women are. It's really critical to get sailors past the waterstart stage, so they can go anywhere and feel comfortable sailing (except maybe big waves). *Anyone* who can waterstart can go to the Gorge, S.F., Corpus Christi, Baja, Cancun, Hawaii and sail and have a good time. That's also when they can appreciate good equipment (and feel comfortable spending money on it!!).

- Macho-ism and a childish "mines bigger" mentality, particularly among the younger men. It really puts off the women, and, I can't be in a sport that caters exclusively to men. That's why I gave up rock climbing. If my girlfriend can't feel comfortable sailing, then my opportunities for sailing, and spending time/money sailing will be limited.

Other people

- Cigarette Boats: My in-laws have a place on Lake Michigan which I used to love to sail on. Now the Cigarette boats are flying up and down the coast at 80 m.p.h. (really!) and they scare the (*#! out of me. Lake Lansing will be my surf spot now, but I will miss the waves.

- Idiots on the water who don't know the "rules of the road". Please note that this does NOT include beginners. I have more patience with beginners as they are learning and can't always control their gear correctly. This deals more with the people who already know how to windsurf well and have this, "I don't care if you have the right of way, I'm on this screaming run and want to push it", or the "gee let's jibe 5 feet from shore so I can show off right at the launch site (or jibe around that down sailor to see how close I can get" attitude.

- People don't follow right-of-way rules. People going

in over their head and needing rescue that should have never been in that situation in the first place.

- People who will not stop to help a sailor in trouble. I've seen many people break down out on the water and try for 1/2 - 1 hour to flag someone down for help and people wouldn't even stop. One person who I towed in had another sailor jibe around him while he was sitting on his board giving the "distress signal". The other sailor just sailed away (he jibed about 15 feet away from him and around him).

6. Lack of learning and educational opportunities

Lack of instructors

- I just got a new Mistral Malibu and I'm having a bit of trouble adjusting. Also there are no instructors at the local shop (they're still in school). So next week comes lessons!!
- Lack (actually non-existence) of classes that teach racing skills for people wishing to start racing. I think a lot more people would enter races if there were classes designed to teach you the basics and skills. Now and then you see races where they have "Novice classes", but many people won't sign up because they don't know the basics. There also are not a lot of races for this class of sailor. You either jump in with the "big boys" or don't race.

The industry should subsidize places. Perhaps you could subsidize lessons. I've looked all over the place trying to get help to set up a club here but there's not help. I can't get people to come and do clinics. The market is weird as far as instruction goes.

Most people don't learn by taking lessons — they learn from boyfriends or girlfriends. They set you up and then leave you to struggle on your own. That's really the only way to learn — struggle on your own

They have these things I read about in Windsurfing magazine where they have these days where all the manufacturers bring their boards and you can try them out. But, I would have been so intimidated about going to try them out when I didn't know anything. It's an interesting concept and now I would do it but not as a beginner.

When I took lessons I did pretty well and I like it a lot. I spent the next six weeks going to the lake and trying

to get the board to fit me, falling off the board, unable to sail more than one foot — it was very frustrating. Here I had sailed a long way across the lake on the first day on a different board. I'm glad I took the lesson because I knew I could do it. Otherwise I think I would have given up. All I was doing was uphauling. I had a really old board and a really heavy sail — the boom was way too high for me.

It's frustrating at first because you spend your entire time trying to uphaul. And I started with a 6.0 sail which is kind of big. I didn't have lessons at the start. My sister gave me some basic info — how to turn and stuff. I started out on a really big board and a really floaty board.

If there were more places where you could just go out and rent stuff. And have courses, like the way I learned. I don't think I would have done anything if I hadn't had the chance to take a course. There were people there who showed you the theory and the basics. We had a class for a couple of hours, then we would go out on the water and they would show us how to set up the equipment, the safety/ Then you go out more confident and you want to do it. I think that's important.

These week long trips to Florida are very expensive.

I think a lot of people try windsurfing, and they're not taught well. Then they have this stigma about it, that it's very difficult. Almost everybody that I've taught has actually surfed within half an hour, gone out and come back. So I think they'll have a good memory about it and may pick it up later on again. They've tried it and they know they can do it.

But that's the common discouragement I have found with beginners. It's sort of like — "I can't figure this out. It's too complicated for me."

I'm not sure where to go to get racing information. I've seen articles about in Windsurfing Magazine. I have thought about racing but I've been really hesitant because I don't know where to go to do it.

I'd be interested in the competitive aspect. Just knowing where else I can sail, where the races are and how to get involved would help me turn on to races.

Good reading material and access to information (Comments specific to windsurfing magazines)

Do not see a benefit

- I don't read the magazines, you could say that I am not a buff, I like talking about windsurfing to people I meet, but my commitment starts and ends on the launch site.

Too high end oriented

- Good but too high end oriented. They should promote low end equipment too and how you can have fun in light air (which is what MOST of the US has anyway)
- I read them for pleasure. Much of what they write about is out of my range in ability and price.
- I subscribed for one year and got tired of the mostly "high wind" oriented technical articles
- The available mag's focus on equipment that recreational sailors often don't need or want and never have said an unkind word about any product (probably sponsorship).
- Windsurfing: heavy on glamour and high-end aspects.
- Fins are a good example. The latest windsurfing magazine has an article about fins but they are talking about things that are so advanced and even after I read the article carefully I still can't tell if a different shaped fin will do me any good. I would be interested in an article from intermediate folks who had tested some fins and told me if any would make a difference to an intermediate person. I can't tell what my current fin is doing and I have no idea how to test it.
- I subscribe because it's the only magazine there is. I'm not a stupid person — but I can't get out of it what an expert can. I do get a little bit here and there. It's not a bad magazine but its far over my head. At this point I find it entertaining — I like looking at the vacation spots — it's cheap inspiration. I would like to have an additional magazine on the market that caters to people like me.
- The articles are too complicated.

- I have a really hard time reading some of the articles. If you don't have the lingo down you're lost. Even if you do have the lingo you have to read it so many times — it's like reading the IRS guide. Quite frankly I get more information for catalogs. They way they lay out the pictures and prices. In the magazine I read some of the articles and I think — "You know, this is absurd!"

Lack of general identification

- I think the windsurfing magazines to not cater to the needs of the everyday normal windsurfer. We cannot go to exotic places, we are not getting steady everyday winds that you get in maybe three or four places.
- There does not seem to be any magazine for the everyday ordinary windsurfer but then again, if there was nobody would buy it because it would be boring!
- When I was first learning I thought the magazines were too expert oriented, but now I think they are to low level. I think this may be due more to my perspective than to any actual change in the magazines.

Have other access to information

- I get more useful information from the news group and by talking to friends.
- I get my technical information from friends mostly
- My main source for product info is friends, followed by what I get on the net. For techniques, I rely both on friends and videos.
- I don't read that many of them, but when I do they seem informative and colorful, although mostly ad's.
- I don't really read the magazines that much, but occasionally when my friend buys a few.
- Windsurf magazine was cool, but I stopped reading them.

Difficult to obtain

- I like "Performance Windsurf Report", but it's hard to find,

Money

- I think they are overpriced, but generally contain useful information when you can find it.

Time

- They are reasonable, but I have too much to read so I don't subscribe anymore.

Too Commercial, too much focus on advertising

- Frankly, I gave up on the magazines several years ago. Like many sport magazines, they have a relationship with their advertisers that leads them to say every product is wonderful. Also, I don't have any desire to purchase new equipment at this point.
- I don't get the windsurfing magazines. They are merely ads for things I cannot afford.
- I don't read magazines, they seem too commercial.
- I have looked at them but I find far too much advertising
- I have looked several times at others but most are filled with advertisements for various products to the exclusion of any real information.
- The board reviews have become too commercial.
- The magazines DEPEND on their advertisers. Last time I looked, many got more revenue from advertisers than from subscribers. There are whole classes of magazines (more in engineering than sports) that GIVE the magazines away to readers, as long as you fill out a personal profile so they can sell your demographics to the advertisers.
- The main magazine, 'Windsurfing', is pretty useless. They should just eliminate all the articles and leave the ads.
- The only one that I'm familiar with is Windsurfing Magazine. It is pretty good. I would appreciate a better equipment review- they are very careful about not offending their advertisers.
- The Windsurfing magazine is too advertising oriented. Cannot really blame them for that since industry is source of income for them.
- The windsurfing magazines that are available are fine if you take them as they are - glossy adverts for equipment you wish you could own, exotic places you wish you could visit and techniques you wish you could master. The problem is that you will only get a

tiny piece of any of the above, if you manage to get any at all.

- "Windsurfing" (ex Windrider) is a piece of junk; editors can't spell or write (effect vs. affect), and their reporting is heavily biased by their advertisers. They don't know the meaning of criticism. It's clear that they are focused on selling their magazine to the advertisers not the readers. Performance WS report is a little better, but I've only read one issue.

Too repetitive

- All are basically the same and after a few years you find they don't have anything new to say.
- They are getting a little repetitive (I've been reading Windsurf, Windrider, windsurfing, Northwest Sailboard for about five years now). Need some original fiction, unique articles, etc... Some new humor.
- They're okay. They do get kind of repetitive.

Information is out of date

- Some of their stuff is OK, but they are 6 to 12 months behind what the local racers (and even me) know what is happening in the sport. Seen an article on curved blade fins for wave boards? I've had one for 2 or 3 weeks now and it is great.

Trash, useless

- "California Windsurfing": a re-labeled Gorge magazine when they discovered that more people with more money live in California (DUH...) Kind of worthless, but I still pick it up because it's free and sometimes has good pictures. There is a new magazine around which claims to give unbiased board reviews, etc. I'm going to give that some serious consideration.

General content

- Windsurfing magazine is an embarrassment. The articles are pure pap. The pictures and advertisements are great, and I particularly like the fact that they do not advertise alcohol and cigarettes. I probably keep the subscription as much to encourage their ad policy as for the information I get from them.

I think Windsurfing magazine's pictures are the most ridiculous attempts to explain things that I have ever seen. I've been around long enough and I've looked at

some videos and I can actually make sense of these frame by frame analyses. I know the gals at work that windsurf just scratch their heads after reading some of the articles in the magazine.

Based on preferences

- I subscribe to Wind Magazine (French one) which is very good because very “lively” (you can write to them by videotext, and they answer immediately), and does very tough equipment tests. Bad points is that they develop a lot of “star system” around top sailors.

Doubts

About what the magazine can do for them

- I read them but can’t stand them. The equipment articles are just a waste of time for someone like me who now has all custom gear, and the ‘how-to’ articles are worthless.

About the value or truth of the articles

- I subscribe to Windsurfing magazine: **Good points** – technical articles by competent sailors (Cort Larned, Ken Winner) early snapshots of what’s happening in Hawaii (the descriptions of first RAF sails made me wait to renew my sail quiver, waiting for the new models, and there was no indication of this trend at the time in Europe). **Bad points** – mediocre staff writers, with short and uninformative articles - equipment test is too biased to please the advertisers

- The only one I’ve noticed around the local shops is “Wind Surfing”, which I’ve already subscribed to for years. It’s pretty decent. The equipment reviews are useful. The Windfinder section is so-so (is there such a thing as a bad review for these guys). I’ve been to some the places they *recommend* and they aren’t all they’re cut up to be (i.e. Soda Lakes on the west side of Denver, in the 2 years I’ve been back here I’ve discovered that you have to be seriously desperate to wait around for the shifting and gusty winds that show up for a couple hours sometime during the day). I know there are some east and west coast specific mag’s around, but I haven’t really had a chance to peruse them.

- They do occasionally give some good information, regarding new equipment or details of resorts. However, most of the articles are fairly lightweight.

- “West Coast Windsurfing”: a kind of local rag, mostly articles of the “Boy was it windy” kind. Good

for keeping up on sales, events, sometimes even controversy. Too many “girlie” shots and a lot of catering to the “wind for brains”, “party till you barf” crowd. Worth a buck.

- I don’t feel any sports magazine can truly capture the essence of the depicted sport. This sounds cliché’, but windsurfing is definitely a “Zen” sport.

See benefit but underestimate value

- I rarely get good sailing techniques, equipment report, what’s new, sailing spots of the world from magazines. Don’t know how they stand up these days. I also used to get a French magazine called “Planche”. It was definitely aimed at a younger audience but they also had equipment review and always GREAT photographic shots.

- I read Windsurfing and the one published in the gorge, I think it’s called 3.5. Windsurfing is a toady to the equipment manufacturers, and 3.5 is written for people who’ve never seen a sail bigger than 4.5, or a board bigger than 8’8". I read them cause they’re there and better than nothing, but I don’t find either one particularly useful. The travel section of Windsurfing is OK.

- The German Surf magazine has excellent tests and equipment reviews, but their articles on tuning and using the equipment are not up to par with Windsurfing Magazine.

- The last issue with info about Tahiti was misleading. I was in Mo’orea, and there was only one day with enough wind to plane, and no where to rent good equipment.

- Their equipment reviews are utterly worthless - although one can occasionally wade through all that sticky goo to find a new product that solves a real problem.

- They are far too glossy, with far too little technical content. It really surprises me that they don’t do thorough reviews of sails each year. The reviews they do give seem to be too subjective.

- Very biased equipment reports. They ought to try what Sail World magazine been doing for years, instead of making subjective comparison, just supply accurate specifications of the products. USWA

should be more visible in this magazine and Windsurfing magazine should promote USWA for their own benefit in the long run!

- Mostly pap. The only thing I like are product reviews, but I have trouble with mostly positive reviews from magazines that make most of their income from those same people advertising in their magazine. I'll buy an average of one magazine/year.
- Wind Surfing mag is good to inform me of what new equipment is coming out. It is hard to rely on a magazine like that for any "honest" information. Who wants to alienate one's advertisers? They will never say anything negative about any of their major accounts. Wind Surfing is like Motor Trend— some truth with lots of hype.
- Windsurfing is a joke. I take all the equipment reviews with a grain of salt. It's the general consensus that the reviews are designed to sell the gear, not give a realistic review. In the past few years, NOTHING gets a bad review, everything they review is always GREAT. Even when they have something negative about a board, they say it in a way that says it really isn't bad but a great board. It also makes you a little suspicious when the person writing the article is sponsored by one of the manufacturers and that manufacturers gear is always top ranked! The general feeling is that they won't say anything bad about a piece of gear fearing that they'll lose an advertiser. Consequently, I don't even read the reviews any more. If they want real reviews, they should honestly say what they feel about the equipment, good or bad, then when done they need to rank the gear from best to worst, none of this, "everything is great" stuff. I would think that by reviewing gear this way, it'll also help develop all the equipment out there. How often do you see car magazines always give "everything's great" reviews for cars? I've also started seeing a lot of "lies" in their pictures lately. By this I mean taking photos so that in the photo it looks like something great is going on when in fact it never happened (example, the sailor being dropped from a helicopter and then stating that he got major air off the wave, in one of this springs editions). All of these things have given me a bad taste for "Windsurfing" mag and I may cancel after this year if it doesn't improve. One thing all publishers could do is concentrate more on local (US) sailing areas rather than exotic places that most of us can't go to. Better articles (how and general) for people who are still learning (at the waterstart stage) would also be appreciated.

- "Windsurfing" magazine: glossy mag. Equipment reviews subject to pressure from advertisers, so you have to read between the lines carefully. Subject to avoiding technical evaluations, even on subjects that are *EASY* to evaluate, such as fins.

- Windsurfing magazines tell you what is good about a product, but won't tell you what is bad about a product (i.e. problems with Bic bases breaking etc.). They don't want to bite the hand that feeds them. Magazines are a good resource for specs. when buying used equipment. I guess they are a good information source for beginners who know nothing about windsurfing, but I think they tend to mislead newbies into thinking that the BIG manufacturers make the best equipment, when this is really not true.

Doubts about the motives of the magazine

- Since they are dependent on advertising, the magazines cannot be as candid as one would like - I've never heard of a board or rig being described as a dog, not even good for learning; but yet there is lots of junk on the market.
- THEY SUCK!! Especially Windsurfing. That rag tries to pass off free advertising and lies as "informative articles" on the unsuspecting public.
- They are good for keeping up interest in the sport. Their product reviews don't appear to be very unbiased however. They rarely say anything negative about a product or even describe its limitations. I have always assumed that this is because they could hurt their advertising income.
- Windsurfing has a credibility problem since they pander to whoever buys space in the magazine.

Netnews versus magazines

Personalized information

- Magazines usually don't tell me anything new. I get QUITE a lot of advice from the net (this is why the magazines can't help as much as the net does).

Information is more of personal interest

- As for Rec.windsurfing, I am more inter-

ested in local events (like swap meet), personal experiences with windsurfing places/equipment, etc.

- I have found discussions on misc.fitness valuable and they can be more personal than any magazine can.
- No comparison. I've never seen a discussion on separating masts in any journal. Due to popular demand it's now a FAQ
- Rec.windsurfing is a reliable source of information as long as one understands that the writers there are not professionals and the articles are always expressions of personal opinions.
- Rec.windsurfing is "up-to-date", somebody, somewhere talks about some new gear, trick, whatever while there is usually a lag of a couple of months before it is mentioned in a windsurfing magazine. Because Rec.windsurfing is interactive you can get responses to specific requests. On the other hand you don't get pictures or photographs, so the message doesn't come across as well.
- There are some total pin-head idiots on any news group, but what I like about the Net is that there are true, flat-out experts that post great stuff.
- "Windsurfing" is OK to keep up with the market, the net is a reliable source for personal opinions and specific questions.

Information is more reliable

- I have found some excellent advice on Rec.windsurfing.
- In general, Rec.windsurfing postings are more direct, more honest and less protective of manufacturers (see recent Seatrend durability thread, where the team rider was shot down repeatedly, as facts overcame his marketing blather). At the same time, there is less hard data of the kind available in Windsurfing Magazine. The problem is that the Windsurfing test riders have the data, but they *compress the variance*, so it's hard to know which is better than what, and by how much. BY THE WAY,, this hurts some manufacturers unjustly, as I when I read the review, I expand the variance right back out. For example, a board rating scale that goes from 8.5 to 9.9 is expanded to 8.5=0.0 and 9.9= 9.9. A board that is just slightly lower, say a 9.3 as compared to a 9.4, might

get expanded to 20-30 percent worse than the 9.4 board, when it's really just slightly worse. (The numbers in my example don't work out, but you get the idea) Also, durability is hardly tested, as only things that break during their month-long stay in Aruba (or wherever) are noted. Last year's problems are never noted. This obviously hurts the resale market, and adds uncertainty for the new board buyer.

- Since subscribing to Rec.windsurfing, I am able to find more unbiased opinions from people who are \$ conscious and wary of "gimmicks" or new equipment that is really for those on the professional level. For me, the mag's keep me abreast of what's going on in the new equipment scene and what's available. Any other info I take with a grain of salt.
- The net is great for local tips about sites. There is also a technical expertise that is not profit oriented. For example, a physiotherapist recently wrote a nice posting on how some poor injured comrade across the seas should rehabilitate his cartilage tear. The problem with the equipment gossip on the net is that: everything depends, and experiences are scattered. You do get some ideas about equipment that are not written about in magazines, for example the delamination problem with certain brand names of boards.

Gives insights into common folk

- I don't get much info from rec.windsurfing, but it does give me an idea of what "common-folk" are thinking.

Entertainment

- I take the word of the people on the net with a grain of salt. I don't know them so I don't know how credible they are. This industry has a lot of opinionated people. The information in magazines I feel are from professionals, with a lot more product knowledge and experience. More credibility
- Rec.windsurfing is a lot of babble, but it beats working.
- Sad enough to say, Gorge and other high wind area sailors are the most vocal group in the Rec.windsurfing. I posted few questions regarding light wind sails or Race board a while back, the responses were extremely poor.
- The information on Rec.windsurfing is sometimes useful, but not sufficiently organized to rely on it.

Allows good interaction

- I like being able to get many people's opinion, the net allows that easily. Some of the stuff you hear on the net is flaky, so I combine the information with other "trusted" opinions as well.
- Rec.windsurfing is great. If you have a specific query, chances are you'll get a decent response. My previous posts asking for advice on physical exercises and jumping both got quite some attention. Also I e-mailed people who asked me for a summary. The magazines and the newsgroup serve different purposes, at least, they are not in direct competition. To learn a maneuver, or keep up with the scene, you are best off in the magazines. However the net scores when it comes to local information, personal tips, buy/and sell even.
- Using the net for information is quick, reliable, and bi-directional (I can converse with net people whereas with a magazine, this is not possible). Plus, there's an implied honesty with net people — they're not in it for the buck (like the magazines probably are); they're in it because they want to be and because they like windsurfing (they want to help).

General comments about a consumer report

I think you would get alot more members if a Consumer Reports type magazine was yearly published rating the durability of all Windsurfing Equipment. I would also like to see absolute ratings of boards and sails. Ex. at 15 knots, a 160lb person with a Neil Pryde sail can go 33 mph - not what Windsurfing says now (the speed is a 3 out of 3). I would also like to see customer satisfaction information (what kind of service did you get when you had problems with whatever equipment). — Boris

Comments about the above suggestion:

- I somewhat disagree. I think windsurfing mag did a great job this year on the equipment as far as durability and comparisons to level etc. I found it extremely useful format. You can't make a statement like "at 15 knots, a 160lb person with a Neil Pryde sail can go 33 mph" for there are too many variables come into play,

like sailor ability,

- Check out the tests in Surf. They scale the ratings from 1 to 100 and have so far never given a 100. The 1991 and 1992 tests were especially complete. This year, they spread their tests over multiple issues and didn't give as detailed descriptions of the sails as previously. The board tests were still excellent and quite reliable. They do not test fins, which IMHO is a shame. There are no good sources of information on fins.
- Sounds pretty good to me.
- This kind of data is hard to provide and unreliable even if you did provide it. BUT, I would like to see more hard data, in general, particularly for fins, which are easy to test, and even have been, by Windsurfing magazine, but not lately, when the new blade-type fins have been available. Also, I would like to see this for sails, which is harder, but still doable. Sails could have a force/wind scale, as well as a "gustability" test. Let the manufacturer rig it, so there's no question of proper rigging. There may be other scales for ease-of-handling (how easy the cambers pop, etc.).
- For boards, a relative speed scale would be good enough. 3 or so good sailors same weight, similar skill, sail boards against each other, then switch. At least a speed scale of relative ordering could be obtained. Same for jibing.
- There's nothing really wrong with the Windsurfing methodology, they just won't give you the real data. They compress the variance, and a lot of info gets lost. There *IS* a problem, of course, and that is that the easiest testing to do is on the *race* version of everything. Most people don't buy this type of equipment, so special emphasize would have to be made to get ratings about things like ease-of-use, which is much harder to quantify. Many people would prefer a board that is easy-to-jibe rather than the fastest board. How do you quantify "easy-to-jibe" ? I would also like to see customer satisfaction information, and for *RETAILERS* as the service varies a lot even for the same equipment. Some retailers are good, and some will do anything to get your money today. Some don't really know what they're doing.
- Boris' idea about a consumer report on w/s equipment sounds great. Again, it shouldn't be influenced by any particular sponsor.
- Well..... the reason people read Consumer Reports

for info on cars, TVs, stereos, etc. is that no advertising is accepted. Mags like Road&Track or Stereo Review are notorious for rating everything as “excellent” or better, so they are not useful. As I’m sure you realize, a rating like “15 kt +160 lb = 33 mph board speed” is pretty silly. Absolute speeds are very sensitive to surface conditions, precise rigging tension, etc. I suppose a lab could rig a bunch of sails on a heavily telemetered test stand and report lift vs. windspeed and luff angle. Anyway, as I warned you, I get so little time on the water that I’m not likely to learn anything really useful (or to buy stuff. Heck, I have this neat FiberSpar mast I’ve stuck in my garage for 5 months and haven’t had a chance to try once!) So it goes.

- Boris has a great idea there. This is what I was alluding to above. Most people (myself included) could benefit from guidance of this type when buying new equipment. Do we really need that blade fin or \$800. camber induced sail? I think not. One drawback of this sport is that we, the buyers, usually make a big purchase on a recommendation alone and hope it was correct. Sometimes it just doesn’t cut it. That’s where the USENET is helpful. Everyday people giving their honest “on the water” evaluation of products they purchased. Try and find that in any Mag. One thing which just recently benefits the user is the demo days that are catching on. I think this is a good chance to evaluate all the stuff on the water and to introduce newcomers to the sport. Hopefully the wind cooperates.
- A reasonable suggestion. Absolute numbers would be useful. Unfortunately they may be hard to get: conditions are hard to repeat, and the person who does the testing may be a factor. Still, it’s true that a speed of 3/3 is not very informative. I don’t think this is easy to solve.
- Too many variables are required to get absolute speed ratings, e.g. skill of sailor, direction of board relative to the wind, size of chop etc.
- This sounds like a good idea. However, I have just moved to a location with a lot of windsurfing, so I may try out equipment now before I buy. Before, I read reviews and just picked out what seemed like the best equipment. I have based a lot of my decisions on rec.windsurfing and windsurfing magazines. However, a rating of different boards/sails would definitely be helpful.

- Setting up a Consumer Reports type magazine seems

like a good thing for USWA. I would certainly contribute with my problems/horror stories. I think you would get alot more members if a Consumer Reports type magazine was yearly published rating the durability of all Windsurfing Equipment. I would also like to see absolute ratings of boards and sails. Ex. at 15 knots, a 160lb person with a Neil Pryde sail can go 33 mph - not what WindSurfing says now (the speed is a 3 out of 3). I would also like to see customer satisfaction information (what kind of service did you get when you had problems with whatever equipment).

Not knowing who to proceed

You plateau and you run out of new things to do. That’s what’s relegated me to a recreational level. I got to a plateau and lost interest. I got involved in other things more and windsurfing kind of fell into the background.

The education process is an interesting one. The only good education things I see available are these 1 or 2 week camps — in Aruba or Hawaii! You have to pick your vacation to go do these things. Compared with skiing where you have all these graduated classes and instructors who have studied it and taken tests and are really good instructors and good with people. That’s not available in windsurfing.

The other thing in comparing it with skiing is the readily available rental of equipment. I knew when I got started I was going to progress fairly rapidly so I didn’t want to buy equipment that wouldn’t last us long. I couldn’t afford to buy a beginner’s board and then a year later buy a transition board and then a year later buy a smaller board. We started out with a transition board.

I just started getting Windsurfing magazine. I filled out that little card and I get all kinds of information. Before I went into the shop and didn’t know anything — now at least I have some idea of what’s out there.

There’s so much to know. For someone just getting into it—just look at the variety of equipment. It’s very confusing. Until the get things standardized — I mean having to go out and buy different bits and pieces just to buy another sail. It’s ridiculous.

There’s this huge wall you have to climb over — I

have no idea how to do this, I don't know how to get started and it costs so much. I can't afford to make a mistake. I couldn't justify spending the money unless I could say I would do it a lot. So I kind of talked myself into it. You need to get initiated into it slowly.

The technological advances that are made every year make the equipment quickly outdated. They continually come out with new stuff — my stuff is pushing 5 years old.

I read a lot before I got started and read catalogs. I sort of figured out that I didn't want one of those big floaty boards. I couldn't handle a short board so I bought a transition board. Price is a problem. I've got one board that I bought for \$500 in a sale, another I bought in a swap sale for \$500 and a new rig for another \$500. The next board I want is over \$1000 without the rig and that's pretty steep for folks just starting out in a hobby. I have to negotiate with myself for a long time before I spend that kind of money on a hobby.

One thing I relied on heavily early on was that stupid magazine. I'd go through and look at all the ratings and I'd say "O.K., this board is the highest. I'm not even going to look at these other boards." Now, mostly I won't buy anything until I've sailed it a few times, regardless of what the magazine says.

I would be interested in a lecture. I'm always interested in finding out ways to rig my sail and get more power.

What's best for me are the clinics where there is a pro there and you rig your own sail. I can do what I think is the right outhaul and downhaul and they can show me if I'm right. I think we need more things where we are actually on the water, where they actually critique you. That is better than just going to a lecture.

7. Barriers related to skill development

Acquiring the necessary skill

- I'm confident I'll be able to jibe. I'm also confident that I will be able to ride reasonable waves before too long. I'm getting better at launching through big sets and haven't broken anything for ages. Actually that's not true, I just got my epoxy board back after ripping the mast track out in the shore break!

- Aerials. Have yet to successfully pull off that first

loop (I think it's because the failures are so spectacular).

- Gibing and trying to find the right board for my local conditions.

- High-wind gibes, when there's high wind, and slogging when there's not!

- I seem to have hit a wall (terminal intermediate). I can waterstart, go fast, jump, but seem to have an allergy to the planing jibe. Last summer I was starting to get them down pretty well (30-50% completion rate), and this year I have a longer board (9'2" 119l) so I hope I can get through the jibing crisis. My other frustration, and part of my jibing problem is that it is hard to find enough wind unless I go to the gorge, and that is 4 hours away. Since I have a family I don't get out to sail enough to maintain a level of expertise.

- I still cannot jibe or waterstart well. My goal this year is to at least become competent.

- I'm still learning!

- I'm still not very fast.

- Learning to jibe.

- Now I'm learning to get into the foot straps and balance the board and carve jibe.

- On the skill side, planing jibes in sub-4.5 conditions are difficult. As a heavyweight (220lbs) I have difficulty sailing board less than 8'8" in length, yet for big wind I need a wavy shape. The Bic Tempo I recently purchased seems a reasonable compromise, but in 4.0 conditions and below, it is also too large.

Not being as good as other people

- My frustrations now are not being as good as the guys in the various magazines, the actual cost of the sport, as the gear is soooooo expensive, and mastering all the different gibing and jumping techniques.

Lack of challenges

You get spoiled. When I came back from Cancun I was frustrated. I had bought a new board and new sails and there was no wind. When there was wind it was swirly and gusty.

The biggest problem is that once you get reasonably good most places in the country don't get good winds.

Now if the wind's not blowing 20 m.p.h. I won't go out. It's not worth it ...especially out here.

This is a miserable place once you know how to sail. It's a great place to learn. I wish I didn't live here. I know people who have given up their careers so they can move to a place to windsurf

8. Expense

- Cost of equipment .

- Having to purchase new equipment too often. No low cost marketing and emphasis for entry level people. People can have fun in less than 10 knots on \$500 worth of equipment. All the marketing goes the other way. Buy the fastest, best, most costly stuff around. This makes it difficult to get new members into our local club.

- The cost of equipment is frustrating, but you get what you pay for (in most cases), and R and D costs money. And I haven't seen any local high end manufacturers getting rich from a huge profit margin, like the companies who spend most of their money on marketing instead of quality. I try to avoid products that require a lot of marketing to sell. If the product was really good they wouldn't have to waste so much of the purchase price on advertising (kind of like bad movies). The best sailmakers in the gorge spend very little on advertising, but don't have a problem selling sails. Maybe they would still be able to make good equipment with mass marketing, but When Rushwind tried this with Gaastra the quality of the overseas made production marketed Rushwind sails was not as good as the ones made in the gorge.

- High cost of race sails

- It tends to be very expensive

- My largest frustration currently is that the sport it way too expensive. I have an old Bic Rock n' Roll and I want to get something smaller but don't have enough money.(housing in Boulder is really expensive) By the time you get a decent board, sails, and accessories you could be out \$2,000 easily. How am I supposed to afford that? Even in the used market stuff is expensive. That's the biggest problem with this sport, the cost drives people to other sports.

- On the general subject, I'd say the sport is still wayyyy too expensive. Living in the bay area, we get pretty good deals, as there is some competition in the area. I always buy last year's sails new, and they are still expensive. Case in point: 1992 North Prisma 5.5, 400+ tax. For one sail! We're used to it, but it's got to be a detriment to the sport.

- Price of equipment.

- The equipment is too expensive now a day and there seems to be a large gap between the quality of expansive/inexpensive equipment and lightwind/highwind equipment. The industry seems to forget that MAJORITY of the windsurfers in this country DO NOT live near the Gorge, Cayote Point, or Maui and most of them whom promoted the sport several years back can no longer get off work when wind is blowing due to work responsibility and family. Most hard-core windsurfers who carry their boards to work are currently spending most of the \$, however, they will eventually be "one-of-us". The One-Design board by Mistral and the recent entry to the Olympic event is probably the most exciting thing ever happened in the windsurfing community. (I believe USWA had something to do with it.) However, the price tag on a complete rig is outrageous. I can buy a used sailboat carrying 4 friends (which I have one) with that kind of price.

- The expense.

- The price of new equipment! It seems that all the manufacturing companies are using high technologies in the materials and productions of the equipment which has the direct effect of driving the cost way up. What ever happen to the \$600 complete package offered by so many companies a few years ago. I realize that a \$300 plastic board doesn't perform like a carbon layered reinforced board. My personal opinion is that I don't need high performance equipment to go sailing one Saturday a month at the local lake. I'm sorry to say that equipment manufacturers probably will never see my money. I'm buying used equipment! I'll let the other guys pay full price if they want to.

- The price of the sport. I can't believe that Neil Pryde can make a brand new sail in Hong Kong, or Taiwan, and still be able to sell it for over \$750.00. And the worst part about it, is that I end up buying it. It's crazy. Boards without fins, straps, or mastfoot, for over \$1700.00. Tsk, tsk, tsk.

- the cost of new equipment is way too high. A person can easily spend \$10,000 to get a full quiver of sails, 2 boards, fins, masts, booms, etc., etc.

9. Time to participate

- Lack of time to do more windsurfing!
- Not enough time; bad European weather screwing up my weekend plans (oh, for California weather!!!);
- Not enough water time (ain't this always the case? :). I logged over 1,500 hours of sailing (that's planing time mind you) in the three years I was in the Pacific. I *might* have logged a hundred in the 2 years that I've been back here in CO. Having to *pay* for permits to sail just about anywhere around here.
- The frustration for me is time. I live <2 miles from Berkeley marina, and work about 4 blocks from Alameda Crown Beach, two very good Bay sites. I can afford equipment and/or rental. So I ought to be able to work out sailing time, if any professional person can. However, between work and family commitments, my normal sailing time is an hour or two at a time, after work or on a weekend day. Therein lies the frustration. If I add in getting my stuff on the car, getting it off the car at the beach, rigging, then derigging and getting it back on the car when I'm done, my one hour sailing time is now down to 0 time on the water. Even a two hour stretch of time gives me very little sailing. I've gone on several windsurfing vacations where everything is ready and rigged at the beach. I can go down, grab the gear (which is good, high quality stuff), come in to the beach when the wind changes for a new sail, and put it away when I'm done. If I could work that out here, I'd sail a LOT more. Unfortunately, that option doesn't exist here. Alameda does have a rental concession, but it's expensive, it closes early, it's not even open during the week till June (which misses two months of sailing around here) and the equipment isn't so great. Berkeley used to have a rental truck, but it's now gone. I'd be willing to pay either for a good quality rental or for a rental locker at the beach where I could leave my equipment, preferably rigged. I'd be willing to pay by the season, or by the day, or whatever. I sailed once in Japan. There, they have clubs near the beach. You pay for club membership which buys you a place to keep your board and sails, access to a clubhouse with a locker room, a drink

machine and a place to hang out, and some general camaraderie. Actually, it was a lot like a ski lodge. I'd love to join such a club, but they don't exist here.

- Time, still. I would love to be out all the time, but life gets in the way, you KNOW what I mean! I am in the college club, which affords a certain amount of expertise and advise. I have recently started carve gybing with regularity, so I am still progressing.
- water time (what else is new!) I have been sailing only a few times a year for the last five or six years . I am rearranging my life to change that.

10. Injuries

- Not enough time on the water. Two years ago I broke my leg stepping off a board onto sandbar when I thought I was in 20 feet of water. Broken ankles lower legs are very common and easily avoided if people are aware of the possibility and their causes. Sailed 4 years in the Gorge and still never completed a gibe. Only got out 4 times last year. Kind of hard to perfect a gibe at that rate.