

National Data on *Windsurfers*

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This report contains statistics on windsurfing that were extracted from a 1991 national sample of American adults. The data were provided by the Simmons Market Research Bureau with the goal of improving our understanding of US adult active lifestyle behavior.

A note of caution: Although the sample size for the survey was quite large — approximately 23,000 people — due to the small number of people who windsurf, the data for windsurfers in this report is based on a sample of 129. So, while I can state with confidence that the statistics shown for other active adults is quite accurate, please read the windsurfing data with caution. The intent of this report is to add one more piece to our knowledge of windsurfers in the hope that it helps the industry better market the sport. It is a starting point from which we can continue to complete the information puzzle.

Enjoy

Christine Brooks

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The Big Picture

Background Information on U.S. Adult Activity Status

A comparison between 1984 and 1991

The information contained in this section is intended to provide you with an overall picture of adult activity status. This will help you understand how windsurfing fits into the **BIG PICTURE**.

In brief:

In this analysis we will focus on activities requiring a reasonable level of exertion—i.e. at least a walk. Table 1 outlines the activities analyzed during the two time periods. Golf is not included because of the high number of people who use a golf cart. You should note that some changes were made in the 1991 survey which possibly made it a more accurate assessment of adult moderate to vigorous activity than the 1984 survey.

In 1991 there were as many sedentary adults between the ages of 18-64 as there were in 1984.

1984: 47.1% inactive

1991: 46.7% inactive

In 1984 approximately 77 million adults between the ages of 18-64 (almost 53%) participated at least once in moderate to vigorous activity. In 1991 this figure reached approximately 82.8 million.

About 27 million (18.6%) were active more than 60 days in 1984. In 1991 approximately 39.4 million were active on more than 60 days.

Some of these increases can be attributed to population growth.

The 1991 data indicate a higher percentage of adults 18-64 who active on more than 60 days over the previous 12 months. However, this result may be due to a more the inclusion of more activities to the 1991 survey and thus a more accurate assessment of participation than the 1984 survey.

1984: 18.6% were active on more than 60 days

1991: 25.4% were active on more than 60 days

There were fewer adults 18-64 participating in **big four** (jogging, weight lifting, swimming and biking) in 1991 than in 1984.

1984: 45.9% participated at least once in one or all of these four activities

1991: 35.4% participated at least once in one or all of these four activities

Overall results suggest there were fewer adults 18-64 years old were active in the activities selected for analysis in 1991 than in 1984.

The Sample Design.

SMRB used a five-stage, stratified-area probability design. Personal interviews were completed with men and women in 23,555 households. Response rates were approximately 65%. Only adults 18-64 years old were analyzed reducing the sample in 1991 to 18,338 total respondents. Except where indicated all results were weighted to adjust for unequal probability of selection. As was true in the 1984 survey, the 1991 data tapes did not indicate the primary sampling units to which the respondents belonged. Therefore, variances, and consequently, standard errors, are underestimated. To adjust for this, standard errors were doubled and, as in 1984, standard errors of the results reported here are believed to be in the vicinity of 2% or less. In most cases they are less than 1%. That is, if we assume constant non sampling errors and we drew another sample of respondents from the adult population, we would expect the results to be within two percentage points of results obtained from the present sample.

Table 1 outlines the activities surveyed in 1984 and 1991. In 1991 respondents had a greater variety of activities to choose from, including fitness walking, the absence of which was considered to be a major weakness of the 1984 data. Two activities (squash and platform tennis) were eliminated in 1991. However, participation in both these activities was so small their elimination is believed to have little substantial effect on the outcome.

Table 1. Moderate to vigorous activities surveyed in 1984 and 1991

Activities Surveyed in 1984 and 1991	Changes made in 1991
Backpacking	WEIGHT TRAINING SPLIT INTO:
Biking	Dumbbells
Cross-country skiing	Machines
Downhill skiing	ADDITIONS
Handball	Fitness walking
Hiking	Aerobics
Ice skating	Karate
Jogging	Basketball
Paddleball	Football
Platform tennis	Hockey
Racquetball	Soccer
Roller skating	Softball/baseball
Skin diving	Volleyball
Squash	Windsurfing
Swimming	Surfing
Tennis	Outdoor rowing
Waterskiing	EXERCISE MACHINES
Weight training	Stationary bike
Other sports	Stairwalker
	Stationary rower
	ACTIVITIES NOT SURVEYED
	Squash
	Platform tennis

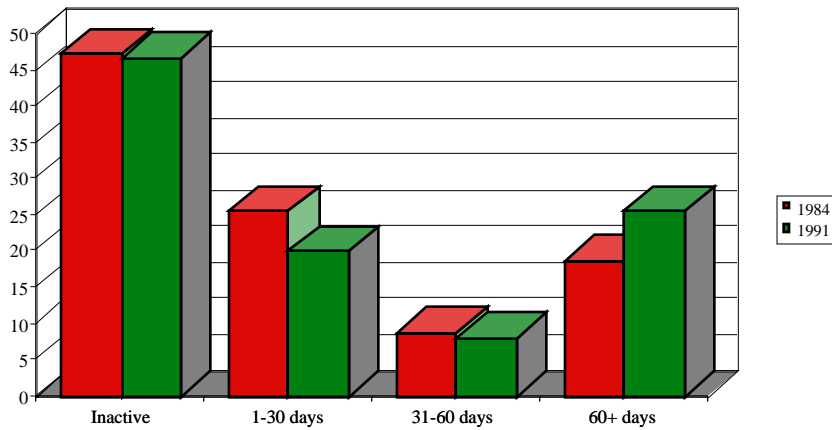
Results

Analysis 1. OVERALL ADULT PARTICIPATION

Respondents completed a written survey. They checked their level of participation in each activity according to categories: 0 participation days, 1 to 4 days, 5 to 9 days, 10 to 14, 15 to 19, 20 to 24, 25 to 29, 30 to 39, 40 to 49, 50 to 59, or 60 or more. In order to approximate total days of activity these categories were assigned a median value. For example, if the respondent checked the one to four day participation category that individual was credited with two days of participation; if the five to nine days of participation was checked, the respondent was credited with seven days, and so forth. If they reported more than 60 participation days respondents were credited with 70 days. The sum of these median values provided an estimate of the total number of days each respondent reported being active.

Figure 1 presents a comparison of the activity status of adults 18-64 years old in 1984 and 1991. A similar number were inactive during the two time periods (1984: 47.1%; 1991: 46.7%). In other words, the sedentary status of the population did not appear to differ between the two time periods. In 1991, though, 25.4% were active more than 60 days compared with 18.6% in 1984. Unfortunately, explaining this increase is somewhat problematic. There were additional activity choices in 1991 and this may have more effectively measured total participation. In 1984, for example, it was impossible to know if respondents perceived hiking to be similar to walking for exercise and therefore checked that activity if they walked, or if their walking behavior was simply overlooked. Similarly, the "other sport" category in 1984 may, or may not have adequately captured participation in team sports listed separately in 1991. So, it is unclear if the 1991 survey truly indicates a higher percentage of people active over 60 days, or if the survey refinements merely allowed for a more accurate assessment of total activity status.

Figure 1. Moderate to vigorous activity participation of adults 18 - 64 years old in 1984 and 1991



		1984	1991
Actives	Inactive	47.1%	46.8%
	1 - 30 days	25.6%	19.8%
	31 - 60 days	8.7%	8.0%
	60 + days	18.6%	25.4%

Analysis 2. PARTICIPATION IN FITNESS ACTIVITIES

There were fewer participants in the fitness cluster of activities (jogging, swimming, bicycling and weight training) in 1991 (45.9% in 1984 and 35.4% in 1991). Fewer adults 18-64 years old participated in all four activities, although the number of people participating over 60 days remained similar.

	Participated at least once		Participated over 60 days	
	1984	1991	1984	1991
TOTAL PARTICIPATION	45.9%	36.6%	13.1%	10.7%
PARTICIPATION IN EACH ACTIVITY				
Swimming	35%	23.1%	3.4%	2.3%
Bicycling	17%	11.8%	2.7%	2.0%
Jogging	14%	10.2%	4%	3.5%
Weight lifting	10%	8%	3.5%	3.4%

Analysis 3. PARTICIPATION IN OTHER ACTIVITIES

The most notable feature here is that fewer adults were active in all activities in 1991. The number of participants active over 30 days, however, was similar during the two time periods.

	Participated at least once		Participated over 30 days	
	1984	1991	1984	1991
Racquetball, tennis, squash, platform tennis	13.6%	9.9%	1.4%	1.1%
Hiking, backpacking, cross-country skiing	11.9%	10.1%	0.6%	0.7%
Water skiing, skin diving/snorkling downhill skiing	10.4%	6.4%	0.7%	0.5%

Analysis 4. PARTICIPATION OF MEN AND WOMEN

In comparing the participation rate of men and women we will divide the data into three groups: (a) overall participation (i.e. total days of participation in all activities— 19 activities in 1984 and 34 activities in 1991); (b) participation in fitness activities (jogging, weight lifting, bicycling and swimming); and (c) participation in fitness activities and walking.

A similar percentage of men (53%) and women (53.5%) participated at least once in moderate to vigorous activity in 1991 compared with 54% and 52% in 1984 respectively. In essence, there was little real change between the two time periods. Slightly more men (37.8%) than women (35.5%) participated in the four “fitness” activities but when walking was added female participants superseded men (Male 44.1% vs. Female 47%). These differences, while significant, are not substantial.

It appears that a slightly higher percentage of women were active over 60 days than their male counterparts. This difference appears to be due to the fact that more women walk on a frequent basis than men. In 1984, 21% of the men and 16% of the women were active more than 60 days. So, the 1991 data suggest a dramatic improvement in the frequency status of women. However, this change is more likely due to a better accounting of female participation in walking in 1991 and not to a higher percentage of women who are frequently active.

	Participated at least once				Participated over 60 days			
	Men		Women		Men		Women	
	1991	1984	1991	1984	1991	1984	1991	1984
Participation in all Activities	53.0%	54.0%	53.5%	52.0%	24.5%	21.0%	26.3%	16.0%
Jogging, weight lifting, bicycling, swimming	37.8%		35.5%		12.0%		9.5%	
Jogging, weight lifting bicycling, swimming walking	44.1%		47.0%		19.0%		20.8%	

Data not available

Conclusions regarding activity status:

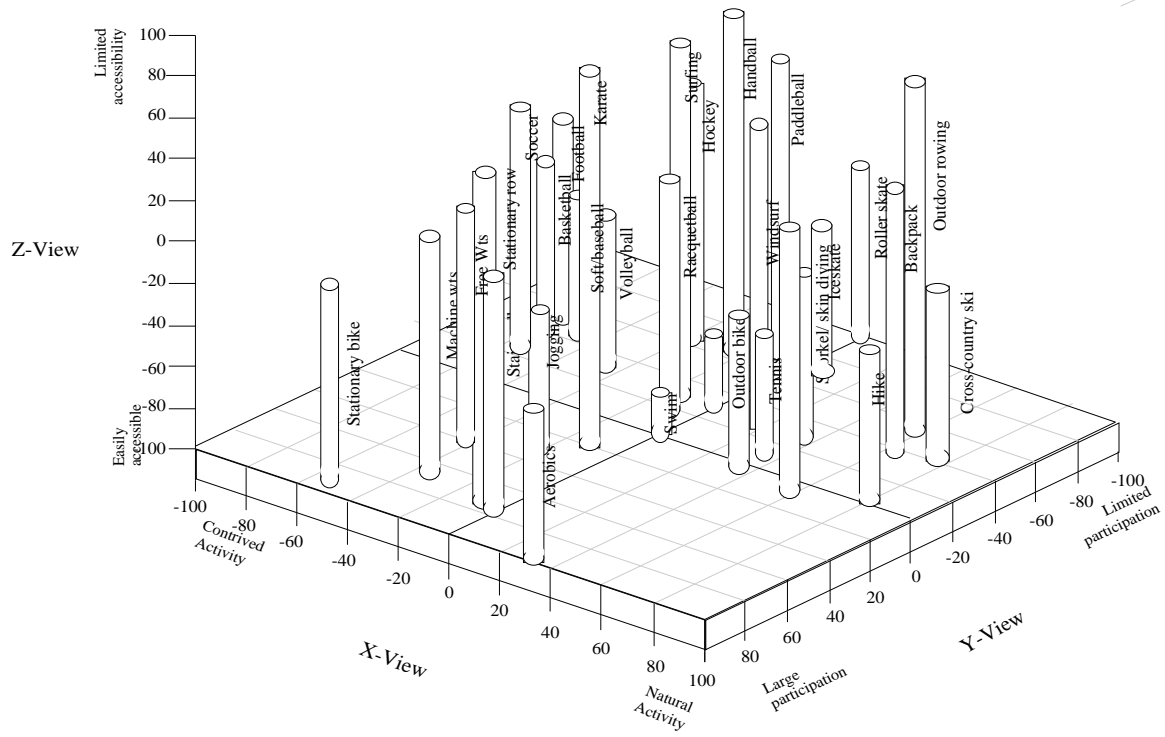
1. There has been no change in the sedentary status of adults 18-64 years old since 1984.
2. The 1991 data indicate a higher percentage of adults 18-64 who are regularly active.
However, this result may be due to a more the inclusion of more activities and thus a more accurate assessment of participation than the 1984 survey.
3. There were fewer adults 18-64 participating in the so-called 'fitness cluster' in 1991 than in 1984.
4. It appears that there were fewer adults 18-64 years old participating in all activities in 1991 when compared with 1984.

Cluster Participation Analysis

We can't participate in everything! But, it is not unusual for participants to have 3—5, sometimes more, activities where they will expend time and money. The question answered in this section is: Can we identify clusters of activities in which similar people tend to participate?

The map in Figure 2 plots the activities, and shows the 3-D view. Read the map by considering relationships from left to right (X-view), top to bottom (Z-view) and the depth (Y-view). The location of the activities on the map is based on the covariation of the frequency of participation for each respondent. Two activities are located near one another if the same individuals tend to participate. If the activities do not attract the same people, they are placed far apart. Labeling the dimensions is based upon the researcher's interpretation of the data.

Figure 2. Three dimensional analysis of adult participation in moderate to vigorous physical activity



To help you read the X, Y and Z views refer to Figure 3 and Table 2. If we examine the X-view, for example, the activities shift from a predominantly contrived setting (in the sense that one must organize groups of people or participate indoors) (level 1), to a more natural format (level 5). On the Y-view the activities move from those people with little athletic skill or physical condition can do (level 5), to the types of activities that require reasonably good physical condition and athletic skill (level 1). Finally, on the Z-view the activities move from those requiring very little equipment, have relatively easy access or participation opportunity, and have a fairly easy trial opportunity (level 5), to those with more limited access, high equipment and facility needs and limited exposure or trial opportunities (level 1).

Returning to Figure 2, and reading this in conjunction with Table 2, we can begin to see how the activities relate to, or differ from, each other. There are identifiable clustering of activities:

- hiking, backpacking, cross-country skiing and outdoor rowing are one cluster;
- machine weights, free weights, stair walker, jogging, aerobics, and stationary row are a second cluster;
- downhill skiing, tennis, snorkel/skin diving, water-skiing, windsurfing are a third cluster;
- soccer, basketball, football, soft/baseball, volleyball, basketball are an identifiable fourth grouping.

By referring to Table 2 we can compare both the similarities and differences between the activities within each cluster of activities and between clusters.

Figure 3. The X, Y and Z plots of the data presented in Figure 2

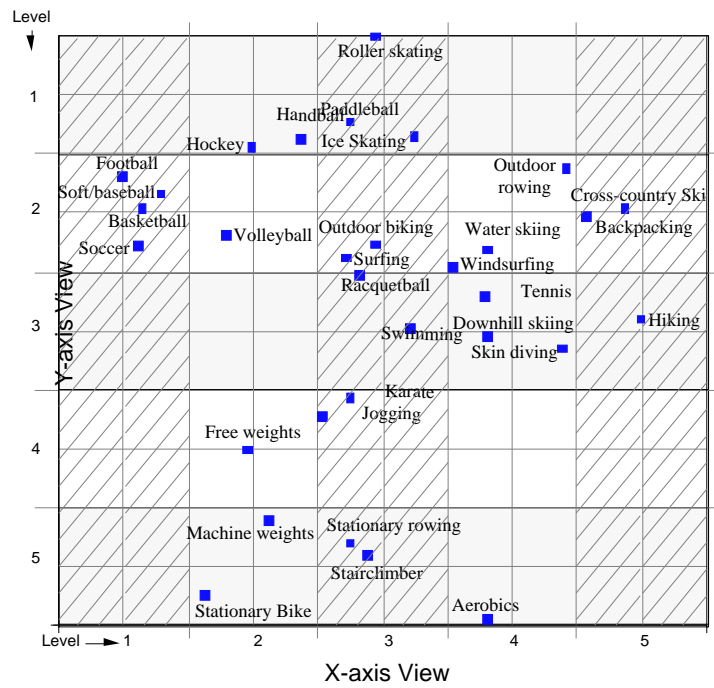
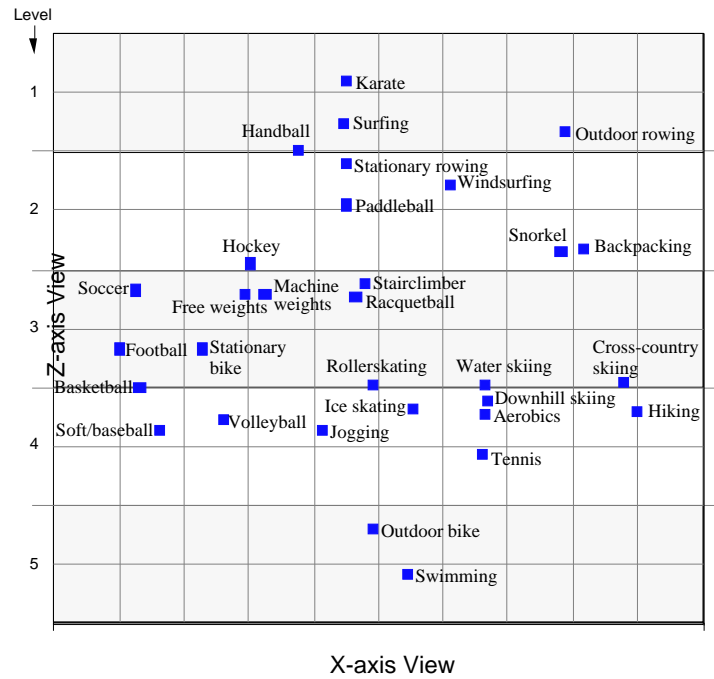


Table 2. Categorization of the activities according to their position on Figure 2 and Figure 3

	X- View		Y -View		Z-View	
Level 1	Football Soccer Basketball Soft/baseball	✓ Contrived type of activity i.e. nature is irrelevant	Rollerskating Paddleball Ice skating Handball Hockey	✓ Not entry level ✓ Not main form of activity ✓ Physical effort/skill needs are high	Karate Surfing Outdoor rowing Handball	Limited access Equipment/facility needs are high Trial period not easily accomplished
Level 2	Stationary bike Volleyball Free weights Hockey Machine weights Handball		Outdoor rowing Football Soft/baseball Basketball X country ski Backpacking Volleyball Soccer Outdoor biking Water skiing Surfing Windsurfing		Stationary rowing Windsirfing Paddleball Backpacking Snorkel Hockey	
Level 3	Jogging Karate Surfing Stationary rowing Paddleball Racquetball Roller skating Stairclimber Outdoor bike Ice skating Swimming		Racquetball Tennis Hiking Swimming Downhill skiing Skin diving		Stairclimber Soccer Free weights Machine weights Racquetball Football Stationary bike Rollerskating Waterskiing Cross country skiing	
Level 4	Windsurfing Tennis Waterskiing Downhill skiing Aerobics Snorkel/skin diving Outdoor rowing	✓ Natural type activity. Nature is an important component	Karate Jogging Free weights	✓ Entry level activity – suitable for people with low skill, out-of-shape	Basketball Downhill skiing Ice skating Hiking Aerobics Volleyball Soft/baseball Jogging Tennis	✓ Multi-purpose and easy access ✓ Very little equipment needed ✓ Participation opportunity is high
Level 5	Backpacking X-country ski Hiking		Machine weights Stationary rowing Stairclimber Stationary bike Aerobics		Outdoor bike Swimming	

For example, let's examine hiking, backpacking, and cross-country skiing. According to their position on Table 2 we find the following:

	X-View Nature of Activity	Y-View Required skill and Physical Condition	Z-View Participation Opportunity
Hiking:	Natural	Moderate	Moderately high
Backpacking	Natural	High	Limited
Cross-country ski	Natural	High	Moderate

These three activities are similar in that they are natural type activities, are moderate to high entry level and differ in their participation opportunity. In other words, we can expect the participants of these sports to prefer nature, to be in reasonable physical condition, and willing to expend extra effort to participate.

Now we will examine activities on the opposite side of the chart in Figure 2

	X-View Nature of Activity	Y-View Required skill and Physical Condition	Z-View Participation Opportunity
Stationary bike	Contrived	Low	Moderate
Machine weights	Contrived	Low	Moderate
Stair walker	Contrived	Low	Moderate

These activities are similar in that they are contrived, they require low levels of skill and participants do not have to be in good physical condition in order to participate. Indeed, for most people, these are the type of activities done in order to get oneself in better shape. These activities are also somewhat reasonably accessible to people through gyms, health clubs and other exercise facilities, although some effort is required in order to participate.

The two clusters differ in the nature of the activity (contrived versus natural), and the level of entry (low versus moderate to high). Other qualitative research we have done for the windsurfing and health club industry has provided some insight into the different type of people who participate in these two clusters. The outdoorsy group (hikers, backpackers and cross-country skiers) detest being indoors doing what they call "artificial exercise in a contrived setting for the purpose of developing artificial bodies". Many will exercise in a gym to keep their bodies in shape for hiking, or backpacking, but they do so only to maintain physical condition so they are able to backpack or hike.

We have also found that the folks who prefer a stationary bike, weights and other gym-type activity find hiking, backpacking and cross-country skiing too inconvenient and do not believe these are the type of activities that will get them back into shape quickly. They also want consistency in their exercise rather than the seasonal restrictions imposed by outdoor activities. They favor exercise that has a recognizable beginning and ending point — i.e. they will work out for half an hour four days per week and that's all. For these folk, exercise is generally a means of achieving a secondary goal such as weight loss, whereas for backpackers and hikers it is an intrinsically enjoyable lifestyle.

From the promoter's point of view a cluster analysis provides some insights into potential markets for sports. Take windsurfing, for example. Windsurfers are in the cluster of tennis players, downhill skiers, skin divers, water-skiers, and outdoor bikers. Participants of these activities are similar in terms of degree of naturalness and level of entry, but windsurfing and skin diving/snorkeling have a low participation opportunity compared with the other activities in this cluster. In this instance, the windsurfing industry has an identifiable market of potential participants but must solve the participation opportunity problem.

The Windsurfing Market

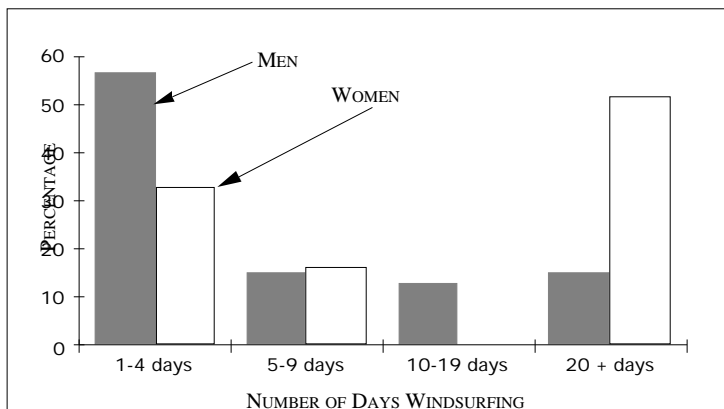
A. Number of Windsurfers

Interesting Statistics

- ☑ In 1991 0.5 percent of the population who were over 18 years of age claimed they windsurfed at least once during the previous 12 months
- ☑ This represents approximately 935,160 windsurfers
- ☑ Mean number of days windsurfing =14.4 days
- ☑ Total number of windsurfing days =13,466,304

B. Number of days windsurfing over previous 12 months

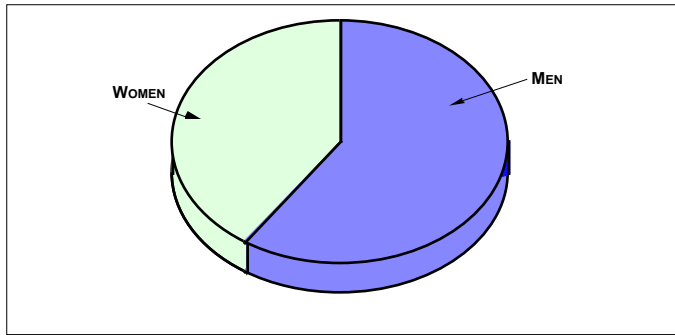
Number of Days Windsurfing	Men	Women
1-4 days	56.5%	32.5%
5-9 days	15.1%	16.1%
10-19 days	13.3%	0%
20+ days	15.1%	51.4



Demographics

A. Gender

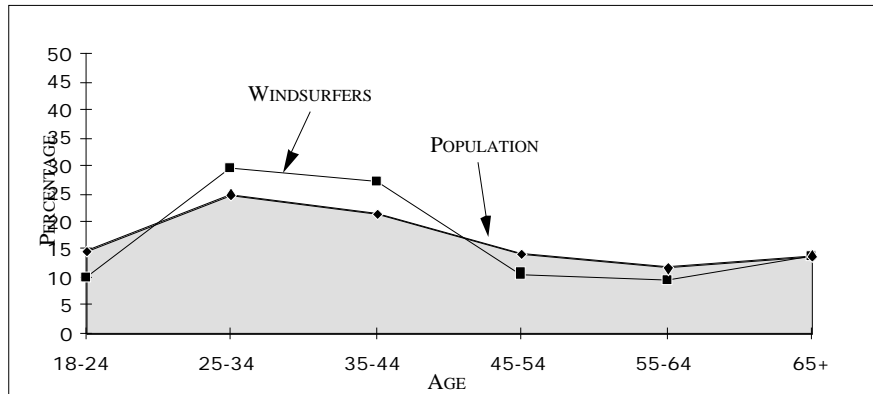
	Distribution of Windsurfers
Men	59.6%
Women	40.4%



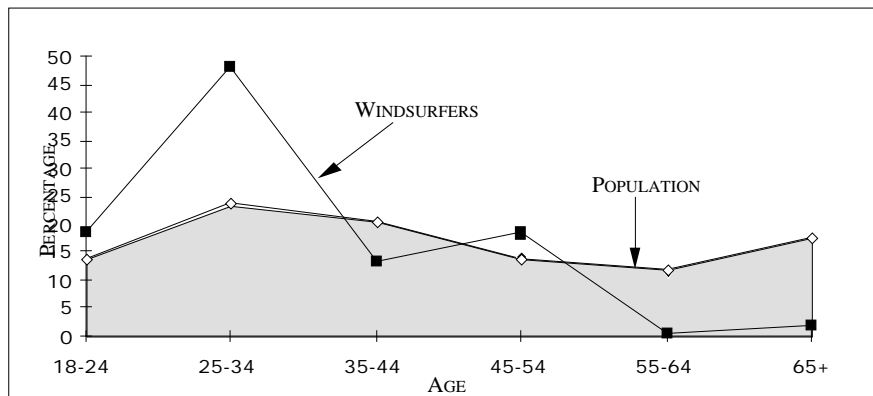
B. Age

Age	Distribution of Male Windsurfers	Distribution of Male Population	Distribution of Female Windsurfers	Distribution of Female Populations
18-24	9.8%	14.4%	18.6%	13.6%
25-34	29.5%	25.0%	47.7%	23.5%
35-44	26.9%	21.1%	13.2%	20.1%
45-54	10.5%	14.2%	18.2%	13.6%
55-64	9.6%	11.4%	0.3%	11.7%
65+	13.6%	13.9%	1.9%	17.6%

Men



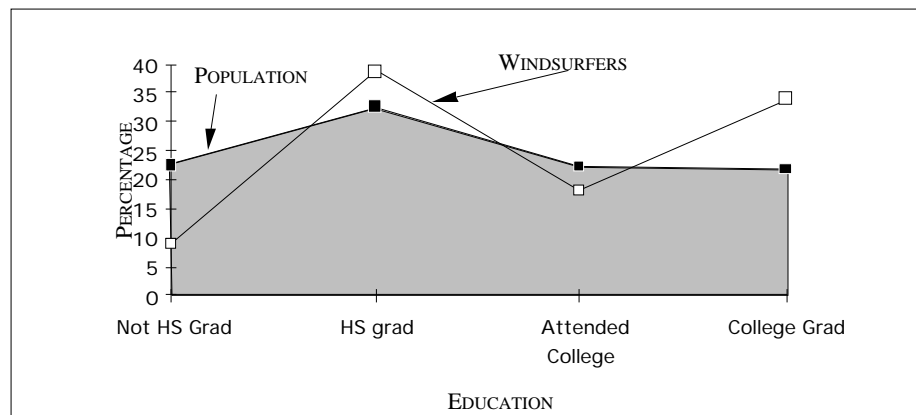
Women



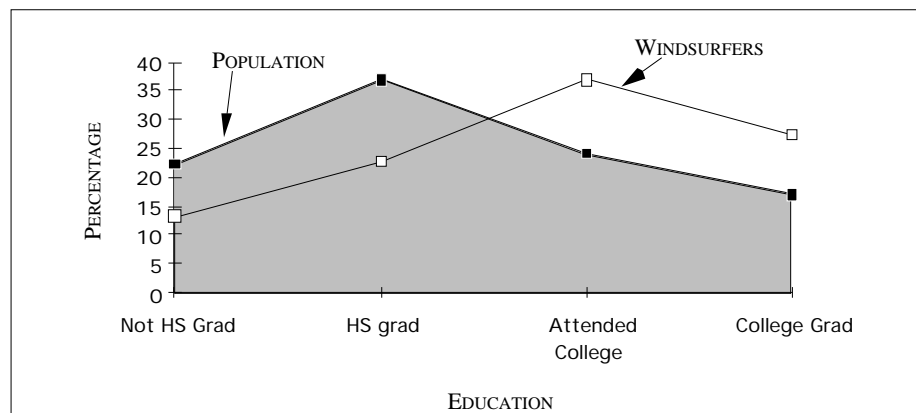
C. Education

Education	Distribution of Male Windsurfers	Distribution of Male Population	Distribution of Female Windsurfers	Distribution of Female Population
Did no Graduate HS	9.0%	22.7%	13.1%	22.4%
High School Graduate	38.8%	32.9%	22.7%	36.7%
Attended College	18.1%	22.4%	36.8%	23.9%
Graduated College	34.0%	22.0%	27.5%	17.0%

Men

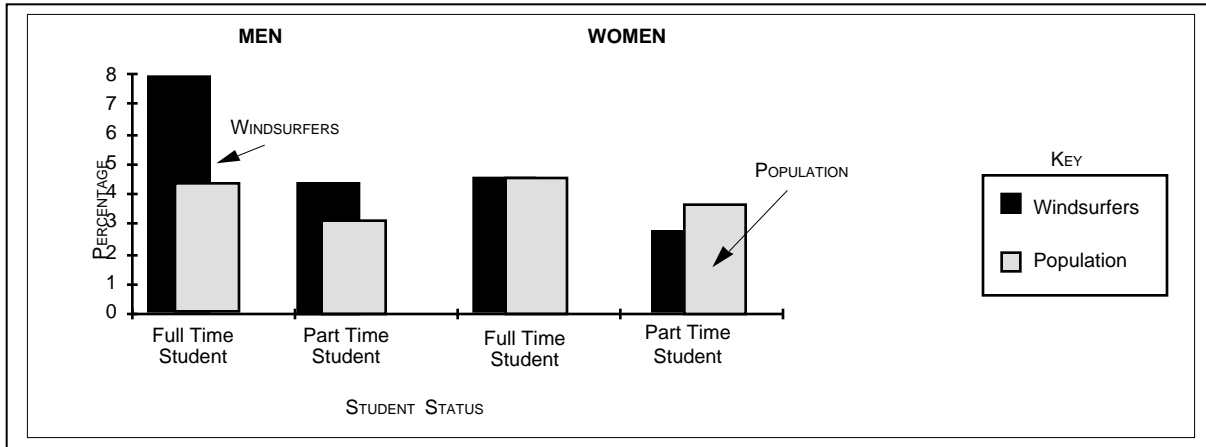


Women



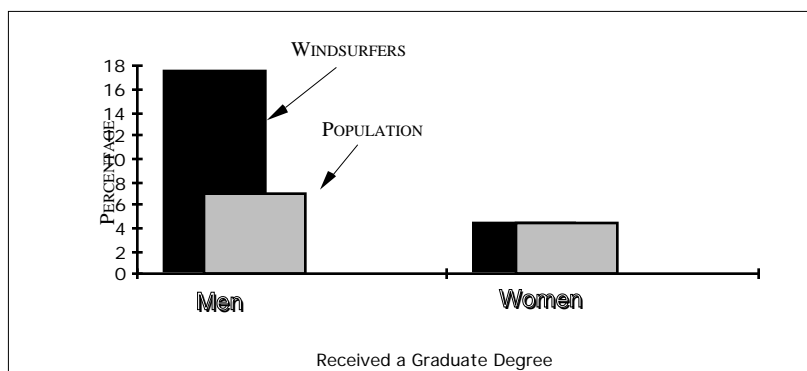
D. Student Status

	Distribution of Male Windsurfers	Distribution of Male Population	Distribution of Female Windsurfers	Distribution of Female Population
Full Time Student	7.9%	4.4%	4.5%	4.5%
Part Time Student	4.4%	3.2%	2.7%	3.7%



E. Attainment of Graduate Degree

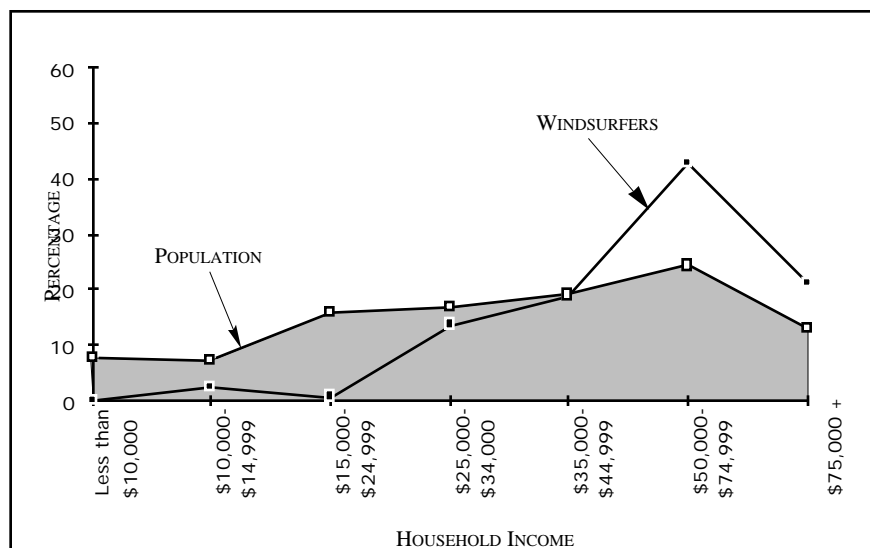
Received a Graduate Degree	Distribution of Windsurfers	Distribution of Population
Men	17.6%	7.0%
Women	4.4%	4.5%



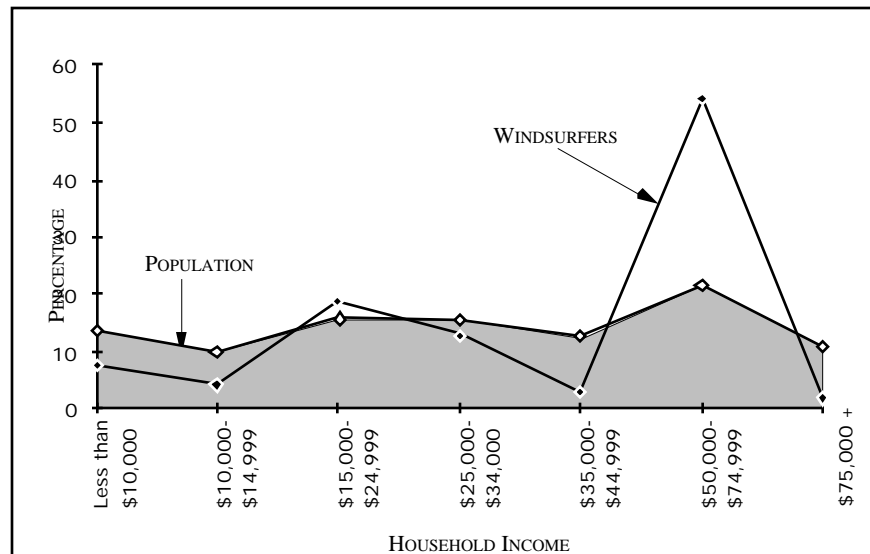
F. Household Income

	Distribution of Male Windsurfers	Distribution of Male Population	Distribution of Female Windsurfers	Distribution of Female Population
Less than \$10,000	0%	7.7%	7.9%	13.7%
\$10,000 - \$14,999	2.5%	7.5%	4.0%	10.1%
\$15,000 - \$24,999	0.7%	15.9%	18.6%	16.0%
\$25,000 - \$34,000	13.8%	16.8%	13.0%	15.3%
\$35,000 - \$44,999	18.6%	19.0%	2.7%	12.8%
\$50,000 - \$74,999	43.0%	24.3%	54.1%	21.6%
Over \$75,000	21.3%	13.0%	1.8%	10.6%

Men



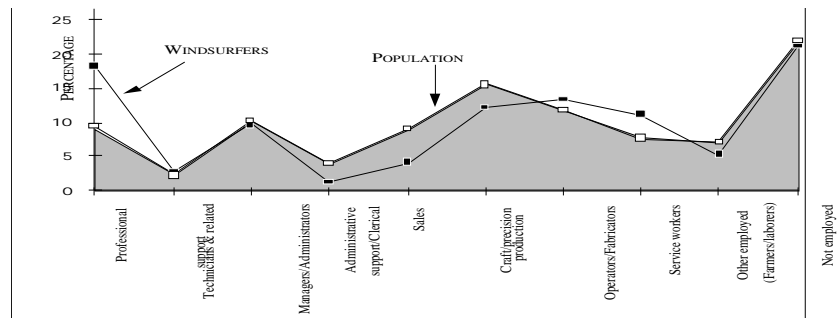
Women



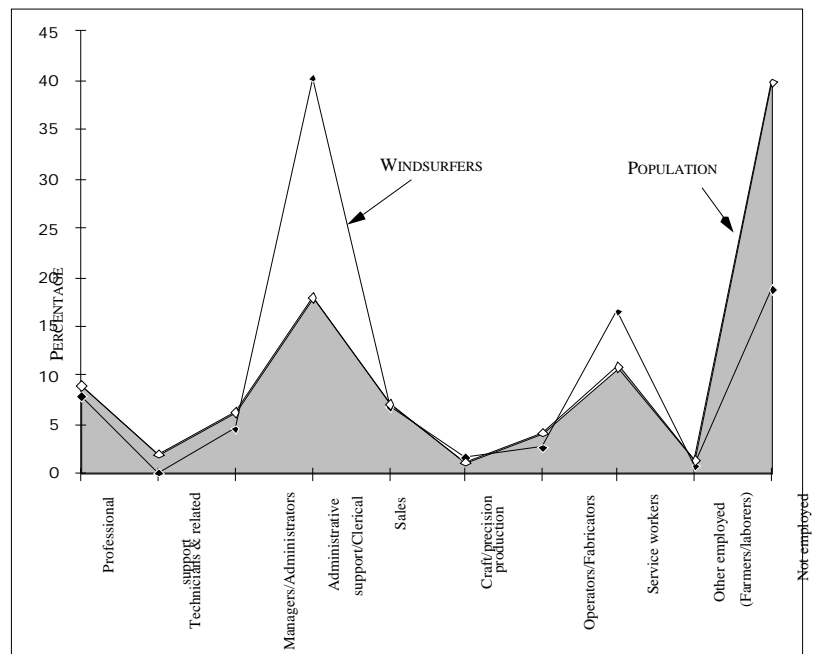
G. Occupation

	Distribution of Male Windsurfers	Distribution of Male Population	Distribution of Female Windsurfers	Distribution of Female Population
Professional	18.2%	9.4%	7.9%	9.0%
Technicians & related support	2.9%	2.4%	0.1%	2.1%
Managers/Administrators	9.8%	10.4%	4.5%	6.3%
Administrative support/clerical	1.4%	4.1%	40.4%	17.9%
Sales	4.2%	9.2%	6.7%	7.1%
Craft/Precision production	12.3%	15.6%	1.7%	1.3%
Operators/ Fabricators	13.4%	11.8%	2.6%	4.2%
Service workers	11.2%	7.7%	16.6%	10.8%
Other employed (farmers/laborers)	5.3%	7.2%	0.8%	1.4%
Not employed	21.2%	22.1%	18.8%	39.8%

Men



Women



Windsurfing Participation Rates

A. Number of windsurfing days: comparison with other sports

Activity	Mean Number Of participation Days by Participants	
Fitness walking	42.8	40 – 45 days
Dumbbells	42.1	
Stationary weights	41.4	
Karate	38.8	30 – 39 days
Aerobics	37.1	
Stationary bike	36.6	
Distance running	36.3	
Jogging	34.6	
Stairwalker	32.9	
Surfing	31.4	
Stationary rowing	30.1	
Outdoor bike	26.0	20 – 29 days
Softball/baseball	24.9	
Hockey	23.3	
Tennis	19.9	10 – 19 days
Soccer	19.9	
Swimming	18.7	
Basketball	18.7	
Football	16.2	
Windsurfing	14.4	
Snorkle/skin diving	14.3	
Backpacking	13.3	
Racquetball	13.1	
Volleyball	12.7	
Paddleball	12.6	
Hiking	12.2	
Outdoor rowing	10.8	
Handball	9.8	Less than 10 days
Waterski	7.4	
Downhill ski	6.9	
Rollerskate	5.0	
Iceskate	4.9	
Cross-country ski	4.9	

B. Percentage of population who windsurf: comparison with other sports

Activity	Percent of Adults 18 years and older who participated at least once	
Hockey	0.4	
Windsurfing	0.5	
Paddleball	0.5	
Handball	0.6	0.1 – 0.9% of the population
Outdoor rowing	0.7	
Surfing	0.8	
Soccer	1.0	
Karate	1.2	
Backpacking	1.4	
Snorkle/skin diving	1.6	
Triathlon	1.9	1.0 – 2.9% of the population
Stationary rowing	2.0	
Cross-country skiing	2.0	
Iceskate	2.2	
Distance running	2.3	
Football	2.4	
Stairwalker	3.0	
Waterski	3.2	
Downhill ski	3.3	
Stationary weights	3.6	3.0 – 4.9% of the population
Rollerskate	3.6	
Racquetball	4.0	
Dumbbells	4.7	
Basketball	4.7	
Volleyball	5.4	
Softball/baseball	6.3	
Hiking	6.4	
Aerobics	6.5	5.0 – 9.9% of the population
Tennis	7.0	
Jogging	7.0	
Stationary bike	9.2	
Outdoor bike	10.2	
Swimming	23.0	10% or more of the population
Fitness walking	23.2	

C. Total number or windsurfing days: comparison with other sports

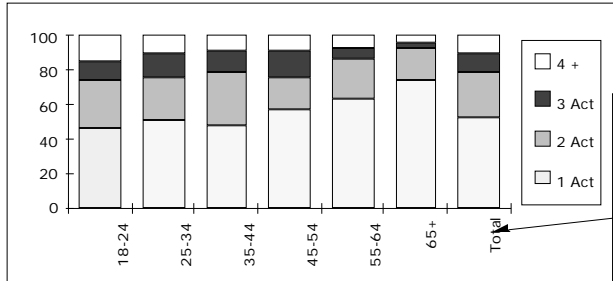
Activity	Total Number Of Participation days During 12 months	
Handball	10997.48	Less than 20 million bouts of participation
Paddleball	11783.02	
Windsurfing	13466.30	
Outdoor rowing	14139.62	
Hockey	17431.38	
Cross-country skiing	18329.14	
Iceskate	20162.05	20 – 49 million bouts of participation
Rollerskate	33665.76	
Backpacking	34825.36	
Soccer	37219.37	
Downhill ski	42587.79	
Snorkle/skin diving	42792.92	
Waterski	44289.18	
Surfing	46982.44	
Football	72718.04	50– 99 million bouts of participation
Karate	87082.10	
Racquetball	98004.77	
Stationary rowing	112593.26	100 - 200 million bouts of participation
Volleyball	128266.55	
Hiking	146034.59	
Distance running	156153.02	
Basketball	161754.27	
Stairwalker	184600.58	
Tennis	260535.58	200 - 500 million bouts of participation
Stationary weights	278752.49	
Softball/baseball	393397.10	
Dumbbells	370080.22	
Aerobics	451027.67	
Jogging	452991.50	
Outdoor bike	496008.86	
Stationary bike	629774.15	Over 500 million bouts of participation
Swimming	804424.63	
Fitness walking	1857152.93	

D. Total number or windsurfing participants: comparison with other sports

Activity	Total Number Of Participants	
Hockey	748.13	
Windsurfing	935.16	
Padleball	935.16	
Handball	1122.19	Less than 1 million participants
Jogging	1309.22	
Surfing	1496.26	
Soccer	1870.32	
Karate	2244.38	
Backpacking	2618.45	
Snorkle/skin diving	2992.51	
Stationary rowing	3740.64	
Cross-country skiing	3740.64	1 - 4.9 million participants
Iceskate	4114.70	
Distance running	4301.74	
Football	4488.77	
Stairwalker	5610.96	
Waterski	5985.02	
Downhill skiing	6172.06	
Rollerskate	6733.15	5 – 9.9 million participants
Stationary weights	6733.15	
Racquetball	7481.28	
Basketball	8790.50	
Dumbbells	8790.50	
Volleyball	10099.73	
Softball/baseball	11783.02	
Hiking	11970.05	
Aerobics	12157.08	
Jogging	13092.24	10 – 19.9 million participants
Tennis	13092.24	
Stationary bike	17206.94	
Outdoor bike	19077.26	
Swimming	43017.36	
Fitness walking	43391.42	Over 20 million participants

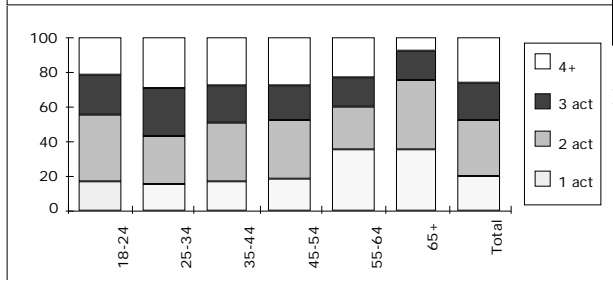
Activity Status of Windsurfers

A. Number of activities in which active adults participated



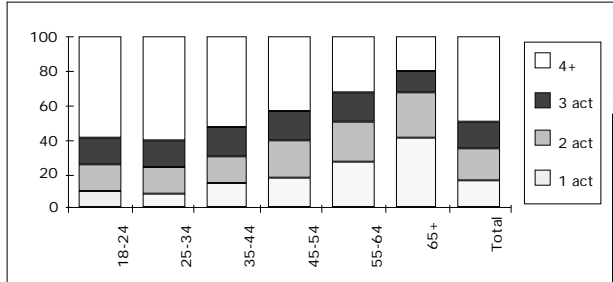
PEOPLE WHO ARE ACTIVE 1-30 DAYS OVER A 12 MONTH PERIOD

	1 ACTIVITY	2 ACTIVITIES	3 ACTIVITIES	4+ ACTIVITIES
18-24	46.9%	27.1%	10.9%	15.1%
25-34	51.6%	25.4%	11.9%	11.1%
35-44	47.7%	31.4%	12.0%	8.9%
45-54	56.5%	20.0%	14.6%	8.9%
55-64	63.0%	23.8%	6.6%	6.6%
65+	74.4%	19.3%	2.4%	3.9%
All Participants	53.5%	25.8%	10.9%	9.8%



PEOPLE WHO ARE ACTIVE 31-60 DAYS OVER A 12 MONTH PERIOD

	1 ACTIVITY	2 ACTIVITIES	3 ACTIVITIES	4+ ACTIVITIES
18-24	16.5%	38.5%	22.9%	22.1%
25-34	14.9%	28.3%	27.4%	29.4%
35-44	15.5%	34.6%	22.5%	27.4%
45-54	18.4%	33.6%	19.7%	28.3%
55-64	35.4%	23.7%	17.9%	23.0%
65+	35.0%	40.7%	16.4%	7.9%
All Participants	19.0%	32.6%	22.8%	25.6%

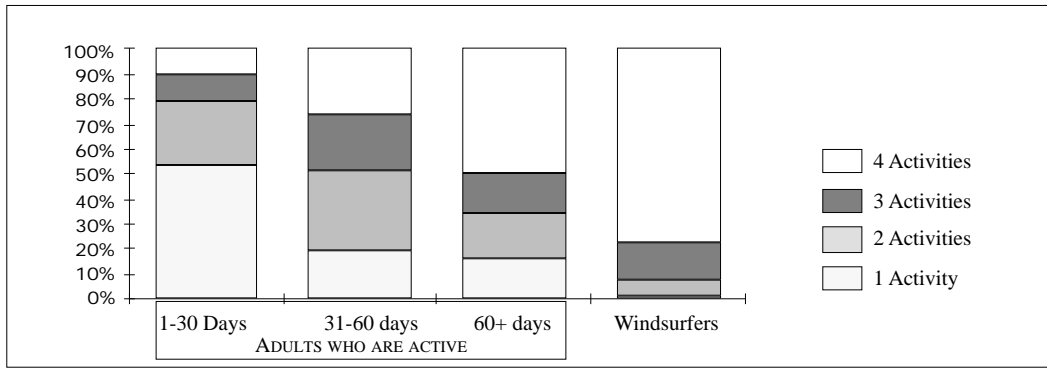


PEOPLE WHO ARE ACTIVE MORE THAN 60 DAYS OVER A 12 MONTH PERIOD

	1 ACTIVITY	2 ACTIVITIES	3 ACTIVITIES	4+ ACTIVITIES
18-24	10.0%	15.6%	16.2%	28.2%
25-34	9.0%	15.5%	14.4%	61.1%
35-44	13.8%	16.9%	16.0%	53.3%
45-54	18.1%	21.1%	17.1%	43.7%
55-64	27.1%	23.0%	17.4%	32.5%
65+	41.3%	25.5%	12.9%	20.3%
All Participants	16.3%	18.3%	15.6%	49.8%

**B. Number of Activities of Active Adults:
Comparison of Windsurfers with the The Three Active Status Groups**

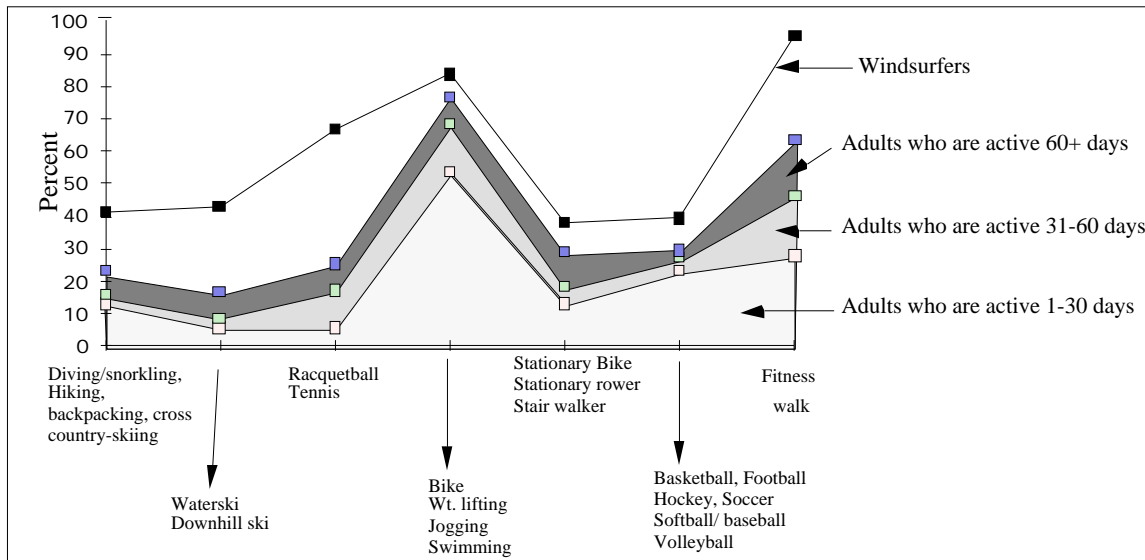
	ADULTS WHO ARE ACTIVE			WINDSURFERS
	1-30 DAYS	31-60 DAYS	60+ DAYS	
1 Activity	53.5%	19.0%	16.3%	1.1%
2 Activities	25.8%	32.6%	18.3%	7%
3 Activites	10.9%	22.8%	15.6%	14.3%
4 + Activities	9.8%	25.6%	49.8%	77.6%



C. Participation of windsurfers

This chart shows participation of adults (at least once over the previous 12 months) in various clusters of activities. Windsurfers are compared with people who are active 1-30 days, 31-60 days and 60+ days.

		1-30 DAYS	31-60 DAYS	60+ DAYS	WINDSURFERS
CLUSTER 1:	Diving/ snorkling, hiking, backpacking, cross-country skiing	12.8%	16.2%	22.9%	41.1%
CLUSTER 2	Waterski, downhill skiing	5.6%	8.5%	16.7%	42.7%
CLUSTER 3	Racquetball, tennis	5.6%	16.8%	25.1%	66.4%
CLUSTER 4	Bike, weight lifting, jogging, swimming	52.9%	68.5%	76.3%	83.6%
CLUSTER 5	Stationary bike, stationary rower, stairwalker	13.2%	18.5%	28.7%	37.8%
CLUSTER 6	Basketball, football hockey, soccer, softball/baseball volleyball	22.9%	26.7%	29.1%	39.4%
CLUSTER 7	Fitness walk	27.4%	46.1%	63.1%	95.0%



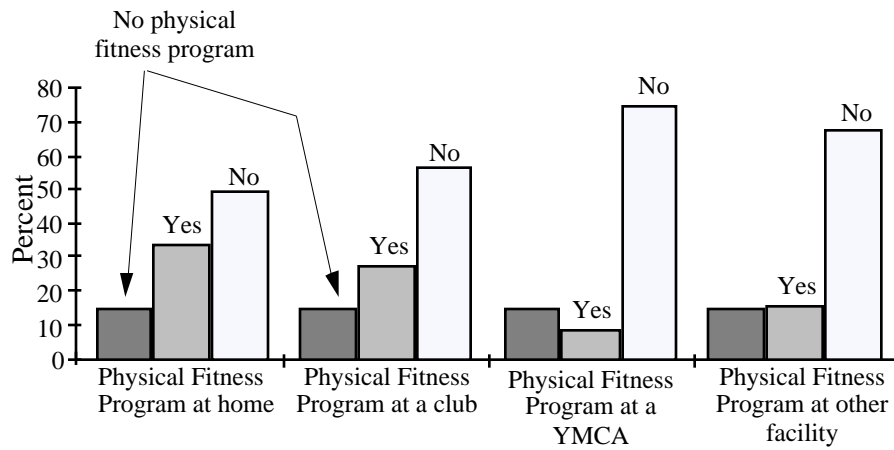
D. Number of days windsurfers spend doing other activities

ACTIVITY

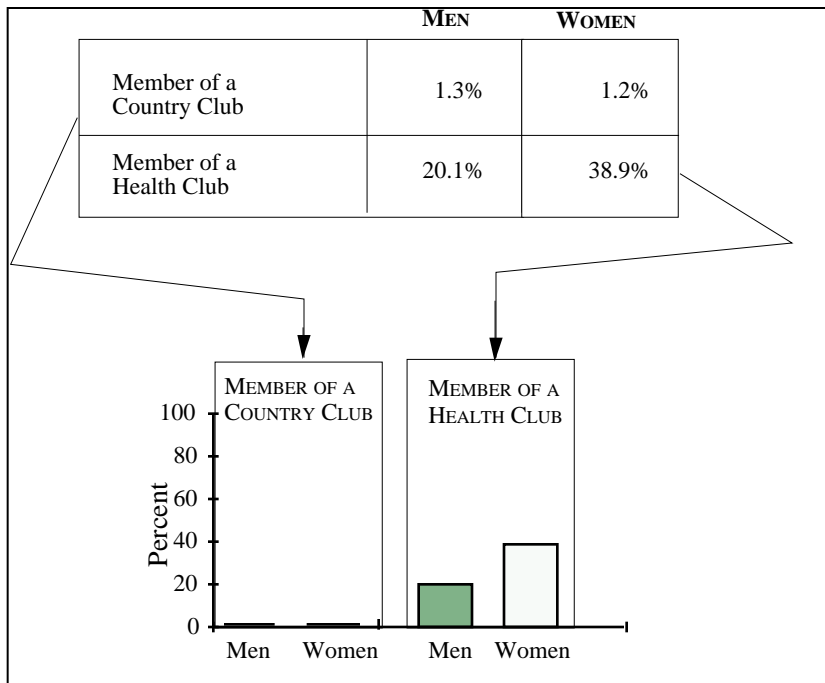
Handball	1.0	1 day	Mean # Days Active	<table border="1"> <tbody> <tr> <td>All wndsurfers</td> <td>189 days</td> </tr> <tr> <td>Male windsurfers</td> <td>198 days</td> </tr> <tr> <td>Female windsurfers</td> <td>180 days</td> </tr> </tbody> </table>	All wndsurfers	189 days	Male windsurfers	198 days	Female windsurfers	180 days
All wndsurfers	189 days									
Male windsurfers	198 days									
Female windsurfers	180 days									
Paddleball	1.0									
Rollerskate	1.0									
Iceskate	1.0									
Cross-country ski	1.0									
Outdoor rowing	1.2	>1 <3 days								
Downhill skiing	1.6									
Backpacking	2.3									
Dive/snorkle	2.4									
Football	2.4									
Hockey	2.7									
Soccer	2.9									
Waterski	3.1	>3 <5 days								
Stationary rower	3.2									
Hiking	3.4									
Racquetball	3.8									
Volleyball	4.0									
Karate	4.8									
Basketball	5.1	>5 <10 days								
Surfing	5.7									
Aerobics	6.4									
Stationary weights	7.1									
Soft/baseball	7.1									
Swimming	7.5									
Distance running	8.0									
Outdoor biking	8.9									
Stairwalker	11.1	>10 <20 days		<p>Note: Men average 10 days windsurfing</p> <p>Women average 21 days</p>						
Tennis	13.1									
Jogging	13.5									
Stationary bike	14.2									
Windsurf	14.4									
Dumbbells	17.5	>20 days								
Fitness walking	30.1									

E. Physical Fitness Program Participation of Windsurfers

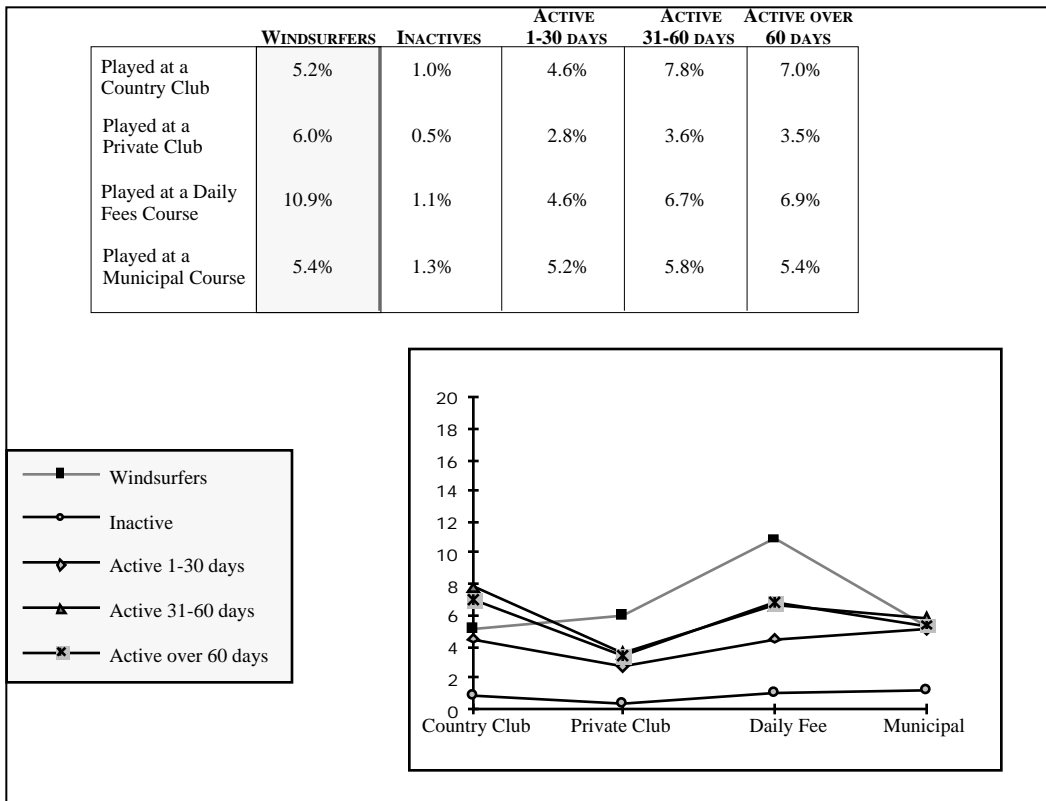
	No PHYSICAL FITNESS PROGRAM	YES	NO
Physical Fitness Program at home	15.8%	34.9%	49.4%
Physical Fitness Program at a club	15.8%	27.5%	56.7%
Physical Fitness Program at a YMCA	15.8%	9.5%	74.7%
Physical Fitness Program at other facility	15.8%	16.4%	67.8%



Club Membership Of windsurfers

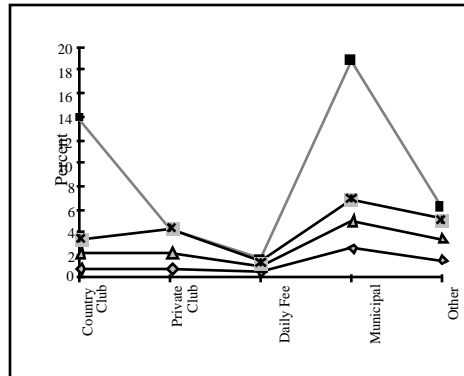
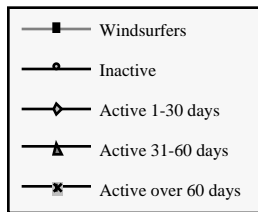


Where Windsurfers played Golf



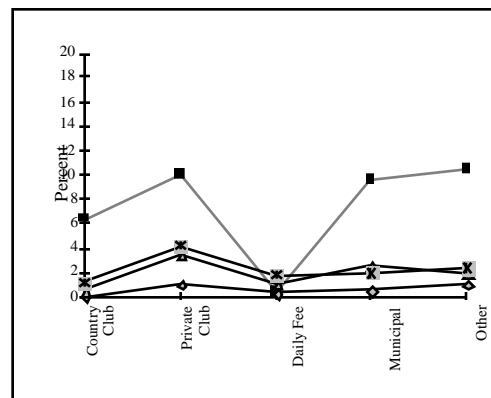
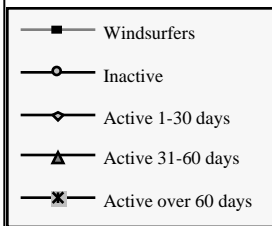
Where Windsurfers played tennis

	WINDSURFERS	INACTIVES	ACTIVE 1-30 DAYS	ACTIVE 31-60 DAYS	ACTIVE OVER 60 DAYS
Played at a Country Club	13.9%	Did not play tennis	0.8%	2.2%	3.5%
Played at a Private Club	4.2%		0.8%	2.2%	4.4%
Played at a Daily Fees Place	1.7%		0.5%	1.1%	1.4%
Played at a Municipal Place	18.8%		2.6%	5.0%	6.9%
Played at a some other Place	6.1%		1.5%	3.4%	5.1%



Where Windsurfers played racquetball

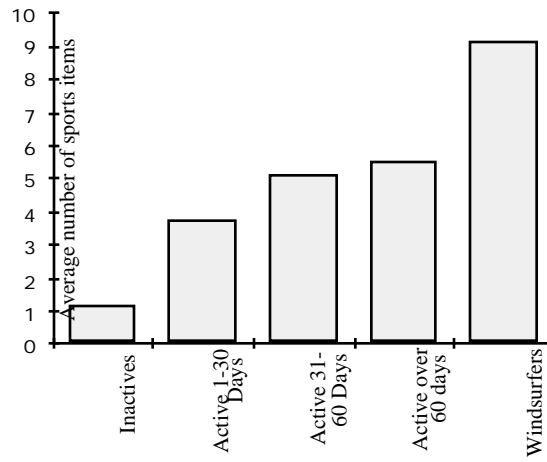
	WINDSURFERS	INACTIVES	ACTIVE 1-30 DAYS	ACTIVE 31-60 DAYS	ACTIVE OVER 60 DAYS
Played at a Country Club	6.4%	Did not play racquetball	0.1%	0.5%	1.2%
Played at a Private Club	10.0%		1.1%	3.5%	4.2%
Played at a Daily Fees Place	0.4%		0.3%	1.1%	1.8%
Played at a Municipal Place	9.5%		0.5%	2.6%	1.9%
Played at a some other Place	10.4%		1.0%	2.0%	2.3%



Number of Sports Items Owned

Sports items include the following

	Mean number of sports items owned
Inactives	1.2 items
Active 1-30 Days	3.8 items
Active 31-60 Days	5.1 items
Active over 60 Days	5.5 items
Windsurfers	9.1 items



Sports Television Viewing Behavior

	Windsurfers	Inactives	Active 1-30 days	Active 31-60 days	Active 60 or more days
College Baseball	19.9%	5.2%	8.0%	8.6%	11.7%
Professional Baseball	35.3%	21.3%	34.8%	36.4%	44.9%
College Basketball	31.2%	11.0%	21.0%	25.9%	30.6%
Professional Basketball	39.0%	14.1%	26.0%	27.1%	34.2%
College Football	39.1%	15.6%	28.1%	29.8%	35.9%
Professional Football	65.6%	25.2%	47.0%	51.1%	54.8%
Fishing	10.6%	9.5%	19.6%	18.4%	16.4%
Golf	14.0%	8.2%	16.0%	21.5%	20.0%
Skiing	32.1%	4.3%	8.5%	13.5%	14.7%
Professional Soccer	19.8%	1.9%	5.5%	7.1%	7.1%
Tennis	28.6%	6.0%	13.6%	17.4%	22.6%
Track and Field	17.3%	3.6%	8.2%	11.4%	11.7%

