



REACHING A VALUABLE AUDIENCE

Waterski and Wakeboard market demographics vary by region around the world. Here are some useful statistics on participants in the USA.

AGE

- 33 - Average age
- 36% Females
- 64% Males
- 63% Married
- 70% of men are in the 25-45 age category
- 55% of women are in the 25-45 age category

INCOME

- 68% have an income of \$65,000 or more
- 52% have an income of \$90,000 or more

PURCHASES

- 50% spend more than \$500 on Hotel accommodation per weekend
- 61% rate quality as the vital factor for purchases
- 96% own two or more vehicles
- 60% use a Sport Utility Vehicle (SUV) for towing
- 49% spend more than \$750 on equipment per annum
- 92% own a powerboat

PARTICIPATION

- 43% travel more than 100 miles / 166 kms to take part in the sport
- 47% go wakeboarding
- 42% of the households involved contain 3+ participants
- 85% taught another to ski
- 32% attended a ski /wakeboard school in the past 12 mths
- 30% have practiced the sport over 100 times in the past 12 mths.