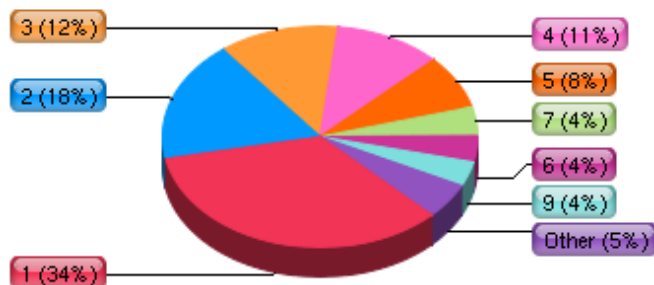


# Website - Public Data National Kitesurf Survey

May 18, 2010

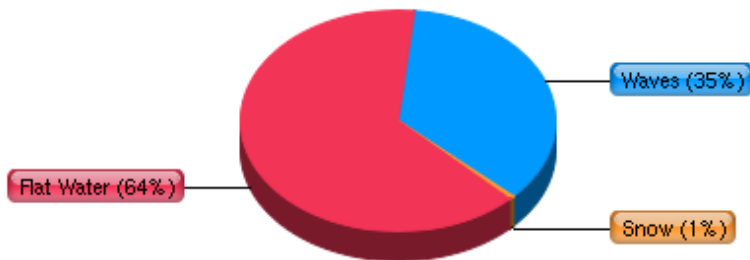
1. How many years have you been kite surfing?



Item	Count	Percent %
1	304	34%
2	156	18%
3	110	12%
4	97	11%
5	70	8%
7	37	4%
6	34	4%
9	32	3%
8	17	2%
10	17	2%
More than 10	11	1%
1-2yrs	1	0%

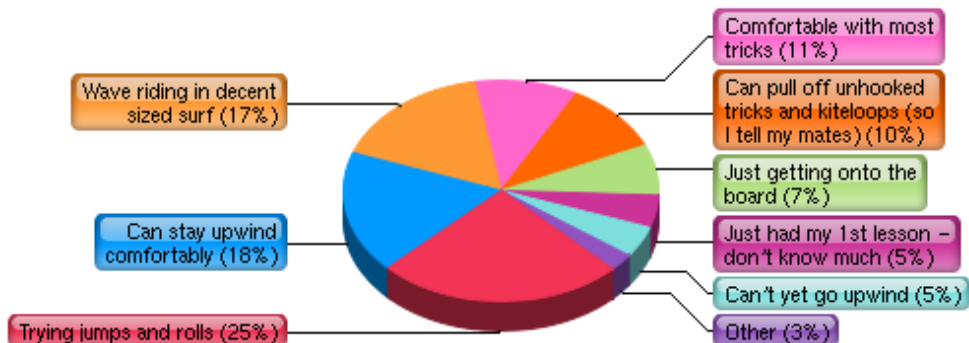
Average: 3.09

2. What type of kiting do you prefer?



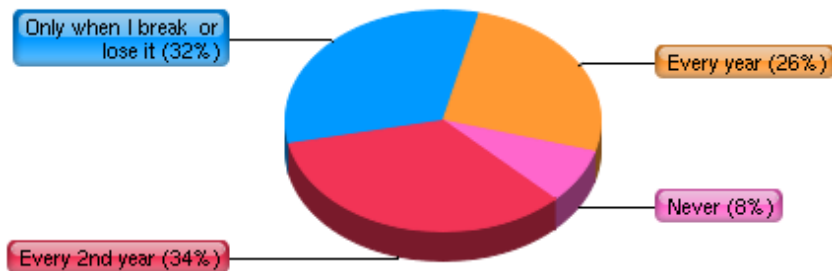
Item	Count	Percent %
Flat Water	578	64%
Waves	318	35%
Snow	5	1%

3. What level or manoeuvres/tricks are you comfortable with?



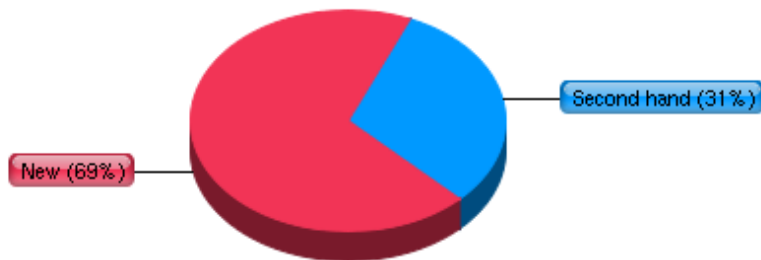
Item	Count	Percent %
Trying jumps and rolls	341	38%
Can stay upwind comfortably	241	27%
Wave riding in decent sized surf	226	25%
Comfortable with most tricks	144	16%
Can pull off unhooked tricks and kiteloops (so I tell my mates)	140	16%
Just getting onto the board	100	11%
Just had my 1st lesson - don't know much	64	7%
Can't yet go upwind	62	7%
Still body dragging	23	3%
About to quit job to join the Pro Circuit	11	1%

4. How often do you upgrade your gear?



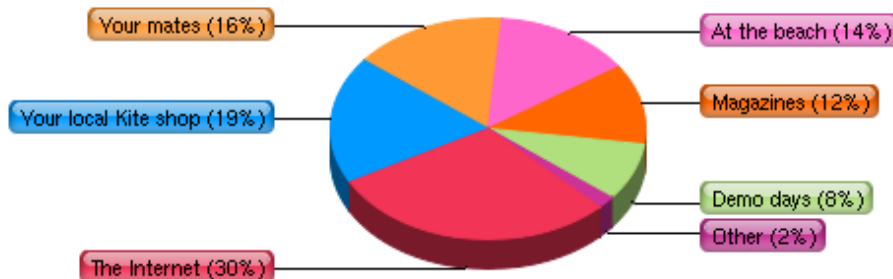
Item	Count	Percent %
Every 2nd year	299	34%
Only when I break or lose it	281	32%
Every year	226	26%
Never	70	8%

5. Do you generally buy new or second hand gear?



Item	Count	Percent %
New	601	69%
Second hand	271	31%

6. Where do you research what to buy next?



Item	Count	Percent %
The Internet	657	75%
Your local Kite shop	414	47%
Your mates	352	40%
At the beach	315	36%
Magazines	261	30%
Demo days	188	21%
Other	40	(N/A)
Others: Other		
Seabreeze	4	0%
kitestock	2	0%
sea breeze	2	0%
all	1	0%
All of the above	1	0%
all the above	1	0%
boy friend	1	0%
Boyfriend gives it to me(FREE)	1	0%
Bro-deals	1	0%
forums seabreeze	1	0%
freaking evrywhere	1	0%
friends	1	0%
home	1	0%
hubby	1	0%
husband buys it	1	0%
I am fidel with FLysurfer as I enjoy their product	1	0%
i didnt	1	0%
I own a kite school	1	0%
Internet	1	0%
Just get same brand new stuff	1	0%
kite thrills	1	0%
local Team rider for Airush	1	0%
mouth	1	0%
My boyfriend tells me	1	0%
my Dad tells me	1	0%

Item	Count	Percent %
My husband	1	0%
my sponsor	1	0%
Naish sponsor me	1	0%
partner, friends	1	0%
Seabreeze forums	1	0%
Seabreeze!	1	0%
Sponsored	1	0%
stick to what I know and demo	1	0%
Straight from the team riders who are working on R&D for next seasons kites at our local.	1	0%
team rider	1	0%

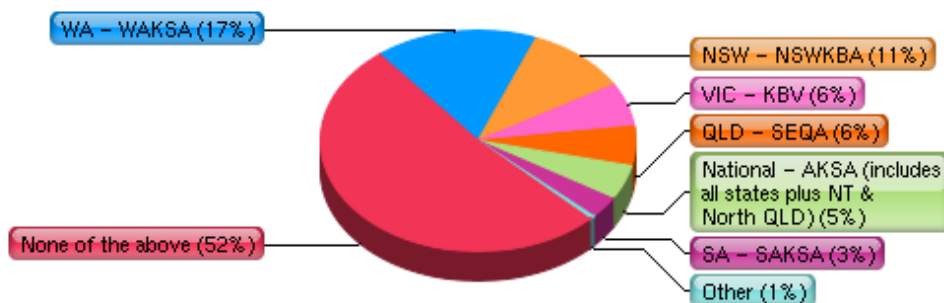
7. Where do you usually go to buy your equipment?



Item	Count	Percent %
The local kite shop	472	54%
Seabreeze.com.au	169	19%
Within Australia over the internet	103	12%
From a mate	49	6%
Overseas over the internet	27	3%
Ebay	9	1%
Other	50	(N/A)
Others: Other		
importer	2	0%
wholesaler	2	0%
2nd hand or demo from flexifoil dealer (Mate)	1	0%
all	1	0%
All of the above	1	0%
All of the above except overseas	1	0%
both local shops and overseas using the internet	1	0%
both Seabreeze and local shop	1	0%
contact within the industry	1	0%
Delta designs Margaret River.	1	0%
direct	1	0%

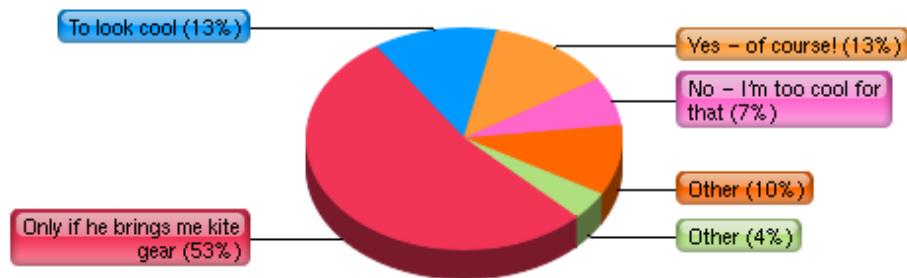
Item	Count	Percent %
Direct for Auswind	1	0%
direct from griffin	1	0%
Direct from importer	1	0%
extreme kites	1	0%
Friend instructor sells gear	1	0%
From Mike at Mikes Kites	1	0%
hubby	1	0%
I don't have any equipment I just borrow it.	1	0%
I own a local kite shop	1	0%
inside	1	0%
Kite Republic	1	0%
kite shop that gives the best deal	1	0%
kite thrills	1	0%
kitepower	1	0%
LF dealer	1	0%
Local agent for Griffin Kites	1	0%
Local dealers	1	0%
local distributor	1	0%
Local kite shop and over internet 50:50	1	0%
local naish dealer,600 k's away	1	0%
Local shop and other shops by mail order over the phone	1	0%
mates in the industry	1	0%
Naihs directly	1	0%
Other	1	0%
overseas	1	0%
overseas shop	1	0%
RPS The Boardstore of course...	1	0%
Sponsor	1	0%
Sponsored	1	0%
Sponsorship deal - I get it directly from the factory	1	0%
team rider	1	0%
travelling overseas	1	0%
USA	1	0%
varies	1	0%
wherever is best service	1	0%
Within Australia in person when visiting or over the phone	1	0%
within australia via shops and internet	1	0%

8. Do you belong to any of the following Kite Surfing Associations?



Item	Count	Percent %
None of the above	457	54%
WA - WAKSA	148	17%
NSW - NSWKBA	93	11%
VIC - KBV	56	7%
QLD - SEQA	51	6%
National - AKSA (includes all states plus NT & North QLD)	45	5%
SA - SAKSA	28	3%
TAS - TASKSA	5	1%

9. Why do some kitesurfers wear their boardshorts over their wetsuits?

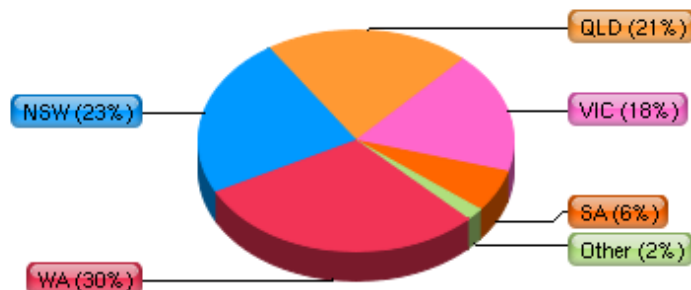


Item	Count	Percent %
Only if he brings me kite gear	435	53%
To look cool	105	13%
Yes - of course!	104	13%
No - I'm too cool for that	58	7%
To stop ball slap (after a massive boost)	15	2%
To distinguish themselves from surfers	14	2%
To Keep warm	5	1%
Other	84	(N/A)
Others: Other		
no idea	3	0%
other	2	0%
protect wetsuit	2	0%
apparently to conceal your package	1	0%
Beats me, I live in Queensland, what's a wetsuit?	1	0%
because they are homophobic	1	0%
Cause they are idiots	1	0%
Cause they're wankers	1	0%
cheaper to buy a pair of boardshorts than a new wetsuit	1	0%
Cos they are tools!	1	0%
cover up their insecurities :)	1	0%
dickheads	1	0%
Do not want to look like a seal meal for sharks	1	0%
Don't know	1	0%
dont know	1	0%
feel a bit exposed with seat harness and just a wetty	1	0%
feel odd in just a wetsuit	1	0%
for the harness to move easier on the waist	1	0%
gay	1	0%
hard to find the right bikini bottoms to wear under the wetsuit, boardies stop the VPL :)	1	0%
hide the bulge at the back of their wetsuit if they're too busy kiting to go to the toilet	1	0%
I don't know	1	0%
I have no idea	1	0%

Item	Count	Percent %
i have no idea, seems strange thing to do	1	0%
I have no idea?	1	0%
i'm told it's to prevent the budgy look	1	0%
I've been asking myself the same question!	1	0%
Identification	1	0%
Insecurities	1	0%
It adds steez. Were not windsurfers...	1	0%
It really does look better, right?!	1	0%
Just because	1	0%
Just cause we can	1	0%
keys etc	1	0%
Keys, Line Extensions, Credit card, cable ties	1	0%
LOL	1	0%
no bloody idea	1	0%
no idea (i don't)	1	0%
No idea - I always wonder...	1	0%
No idea don't care	1	0%
no idea it looks stupid	1	0%
Only guys do that...I'm a chick so no ball slap either	1	0%
Poor fashion sense	1	0%
slip for toeside	1	0%
small package	1	0%
so the stand out and you can tell whos who	1	0%
so you dont show off your sausage factory	1	0%
sp you cant see the size of their package!	1	0%
Superman wore his undies on the outside	1	0%
they are sheep, following fashion	1	0%
They dont' want people staring at their junk	1	0%
They have AIDS	1	0%
they look ridiculous, got something to hide?	1	0%
they think it look cool ?	1	0%
To avoid looking too cool.	1	0%
to distinguish themselves as a true kook	1	0%
To distinguish themselves from Windsurfers	1	0%
to hide the junk	1	0%
to hide the lumps	1	0%
To hide their package	1	0%
to keep warm and stop the package from showing	1	0%
To look like knobs!	1	0%
to protect my wetsuit	1	0%
To protect their wetsuits from all that sitting around on the beach waiting for the wind to pick up	1	0%
To protect their wettie? who knows?	1	0%
to protect wetsuit	1	0%
To stop sand rash on wetie	1	0%
tossers	1	0%
Up to the individual I guess	1	0%
Wake Boarding influenced - Behind the boat you dont want people staring at the bulge... It looks better hidden.	1	0%
wankers	1	0%
Want to hide my knob! We're not cyclists and we have our dignity.	1	0%
well i use to think it was to protect the arse end of the wet suit but considering the cost of boardies i dont so now days	1	0%
wetsuit t-shirt & boardies	1	0%
wetsuits? dont need those in BrisVegas	1	0%
What this is not kite cred???	1	0%

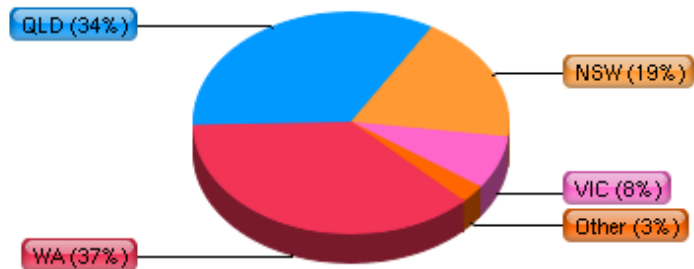
Item	Count	Percent %
when you are learing, to protect your expensive wetsuit!	1	0%
Who knows	1	0%
who knows!	1	0%
wtf	1	0%

10. Where do you kite most?



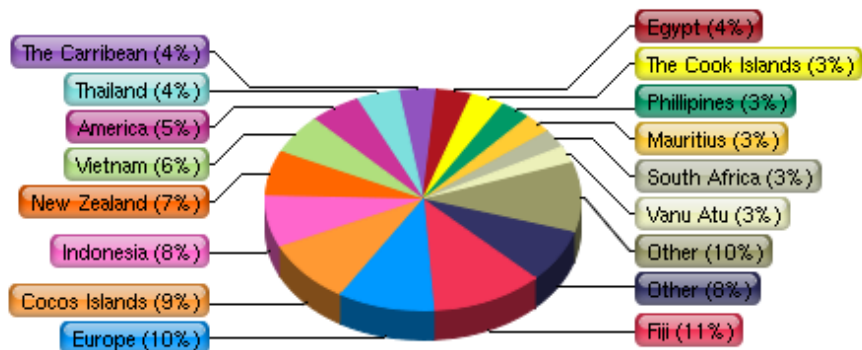
Item	Count	Percent %
WA	242	30%
NSW	190	23%
QLD	172	21%
VIC	143	18%
SA	50	6%
NT	8	1%
TAS	7	1%

11. Which State do you visit most on a domestic kiting holiday?



Item	Count	Percent %
WA	182	37%
QLD	167	34%
NSW	91	19%
VIC	38	8%
SA	9	2%
TAS	4	1%

12. Where have you kited overseas during the past five years?



Item	Count	Percent %
Fiji	73	23%
Europe	62	20%
Cocos Islands	59	19%
Indonesia	48	15%
New Zealand	42	13%
Vietnam	37	12%
America	33	11%
Thailand	28	9%
The Carribean	25	8%
Egypt	23	7%
The Cook Islands	22	7%
Phillipines	20	6%
Mauritius	18	6%
South Africa	17	5%
Vanu Atu	16	5%
New Caledonia	14	4%
South America	11	4%
Tonga	9	3%
Malaysia	6	2%
Papua New Guinea	5	2%
Other	65	12%
cocos island	1	0%
Egipt	1	0%
Oman	1	0%
Paid for Ras Sudr, Egypt May 2010	1	0%
Others: Other		
Hawaii	3	1%
tahiti	3	1%
Bali	2	1%
Cabo Verde	2	1%
Canada	2	1%
Costa Rica	2	1%
dubai	2	1%

Item	Count	Percent %
greece	2	1%
Maui	2	1%
Mozambique	2	1%
Samoa	2	1%
Spain	2	1%
Canarian Islands	1	0%
Cape Verde Islands	1	0%
Chile	1	0%
Cook Islands	1	0%
Costa Rica	1	0%
Cyprus	1	0%
did not	1	0%
dominican republic	1	0%
Finland	1	0%
Fraser Island Qld	1	0%
Fuerteventura	1	0%
greece	1	0%
Hawai	1	0%
Hawaii, Maui	1	0%
i havn't	1	0%
Italy, Poland, Germany	1	0%
lombok	1	0%
Malawi	1	0%
Maldives	1	0%
Maui & Oahu Hawaii	1	0%
Mexico	1	0%
Mexico - Baja	1	0%
morocco	1	0%
never kited over seas	1	0%
none	1	0%
Norway	1	0%
NZ	1	0%
PNG	1	0%
Qatar	1	0%
Spain	1	0%
Spanish Islands	1	0%
tahiti-moorea	1	0%
Tenerife, Tarifa	1	0%
Thailand	1	0%
thursday island	1	0%
Turkey	1	0%
Turkey	1	0%
turky	1	0%
Wallis Island	1	0%

## 13. How do you rate the kiting in the overseas places you have visited on a scale of 1-5?

Table 1 of 2	Item	Kited all day every day	Kited most days	Kited 50% of the time	Not really enough wind
#0	Fiji	15%	41%	16%	25%
#1	Vanu Atu		19%	25%	56%
#2	New Caledonia	38%	46%	15%	
#3	Cocos Islands	40%	49%	11%	
#4	Papua New Guinea		40%	20%	40%
#5	New Zealand		28%	58%	13%
#6	Vietnam	29%	34%	20%	11%
#7	Indonesia	6%	19%	35%	35%
#8	Thailand	3%	10%	41%	45%
#9	Phillipines	10%	60%	20%	10%
#10	Malaysia	17%		17%	67%
#11	Cook Islands	5%	55%	27%	9%
#12	Europe	10%	42%	32%	17%
#13	America	31%	38%	16%	16%
#14	the carribbean	29%	42%	13%	17%
#15	South Africa	21%	43%	29%	7%
#16	South America	45%	27%	18%	9%
#17	Mauritius	39%	39%	17%	6%
#18	Tonga		44%	22%	33%
#19	Egypt	48%	43%	5%	5%
#20	Cook Islands	5%	55%	27%	9%
#21	Cabo Verde	100%			
#22	Cabo Verde	100%			
#23	Thailand	3%	10%	41%	45%
#24	lombok			100%	
#25	Hawaii		33%	67%	

Table 1 of 2	Item	Kited all day every day	Kited most days	Kited 50% of the time	Not really enough wind
#26	Hawaii		33%	67%	
#27	Hawaii		33%	67%	
#28	Fuerteventura			100%	
#29	Qatar			100%	
#30	Mozambique		50%	50%	
#31	Mozambique		50%	50%	
#32	Bali		50%	50%	
#33	Bali		50%	50%	
#34	none				
#35	Mexico	100%			
#36	Costa Rica	67%	33%		
#37	Maldives			100%	
#38	Mexico - Baja				100%
#39	tahiti-moorea			100%	
#40	turky	100%			
#41	never kited over seas			100%	
#42	Canada		50%	50%	
#43	Canada		50%	50%	
#44	Tenerife, Tarifa				
#45	Spain	33%	33%	33%	
#46	Spain	33%	33%	33%	
#47	Turkey		100%		
#48	tahiti		67%	33%	
#49	tahiti		67%	33%	

Table 1 of 2	Item	Kited all day every day	Kited most days	Kited 50% of the time	Not really enough wind
#50	tahiti		67%	33%	
#51	Finland				100%
#52	morocco				
#53	dubai				100%
#54	dubai				100%
#55	Fraser Island Qld			100%	
#56	Wallis Island		100%		
#57	Cape Verde Islands	100%			
#58	Hawai			100%	
#59	Maui	50%	50%		
#60	Maui	50%	50%		
#61	Samoa		50%	50%	
#62	Samoa		50%	50%	
#63	Maui & Oahu Hawaii		100%		
#64	dominican republic		100%		
#65	thursday island			100%	
#66	Spanish Islands				100%
#67	i havn't				
#68	did not				
#69	Hawaii, Maui		100%		
#70	greece	33%		67%	
#71	greece	33%		67%	
#72	Norway		100%		
#73	Malawi			100%	

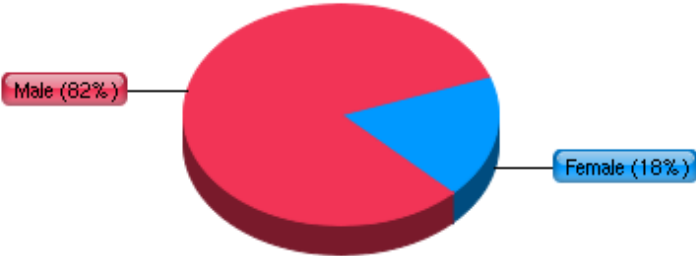
Table 1 of 2	Item	Kited all day every day	Kited most days	Kited 50% of the time	Not really enough wind
#74	NZ			100%	
#75	Costa Rica	67%	33%		
#76	Costa Rica	67%	33%		
#77	Italy, Poland, Germany				
#78	Spain	33%	33%	33%	
#79	Turkey		100%		
#80	Cyprus				100%
#81	Chile			100%	
#82	Canarian Islands	100%			
#83	PNG		100%		
#84	greece	33%		67%	
#85	Average %	18.1%	35.9%	27.0%	17.7%

Table 2 of 2	Totally bummed!	Total
#0	3%	68
#1		16
#2		13
#3		55
#4		5
#5	3%	40
#6	6%	35
#7	4%	48
#8		29
#9		20
#10		6
#11	5%	22
#12		60
#13		32
#14		24
#15		14
#16		11

Table 2 of 2	Totally bummed!	Total
#17		18
#18		9
#19		21
#20	5%	22
#21		2
#22		2
#23		29
#24		1
#25		3
#26		3
#27		3
#28		1
#29		1
#30		2
#31		2
#32		2
#33		2
#34		0
#35		1
#36		3
#37		1
#38		1
#39		1
#40		1
#41		1
#42		2
#43		2
#44		0
#45		3
#46		3
#47		2
#48		3
#49		3
#50		3
#51		1
#52		0
#53		2
#54		2
#55		1
#56		1
#57		1
#58		1
#59		2
#60		2
#61		2
#62		2
#63		1
#64		1

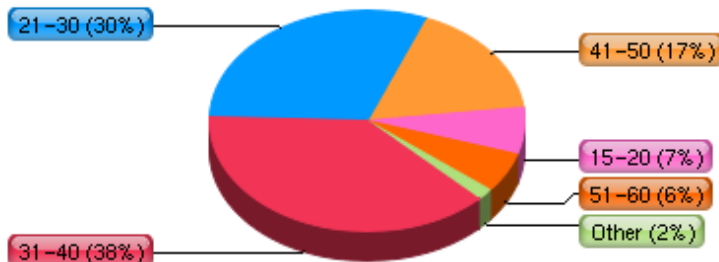
Table 2 of 2	Totally bummed!	Total
#65		1
#66		1
#67		0
#68		0
#69		1
#70		3
#71		3
#72		1
#73		1
#74		1
#75		3
#76		3
#77		0
#78		3
#79		2
#80		1
#81		1
#82		1
#83		1
#84		3
#85	1.3%	700.0

14. What gender are you?



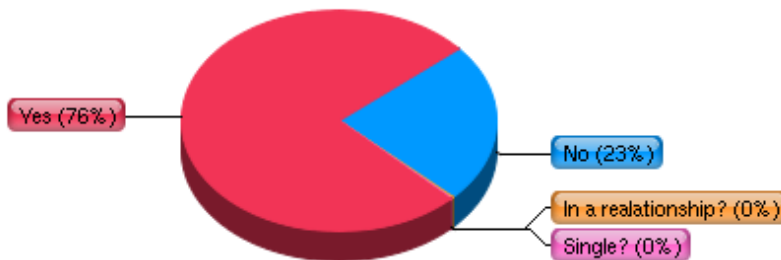
Item	Count	Percent %
Male	655	82%
Female	145	18%

15. What age group do you own up to?



Item	Count	Percent %
31-40	306	38%
21-30	245	30%
41-50	137	17%
15-20	55	7%
51-60	47	6%
Over 60 - Congratulations	9	1%
Under 15 - Congratulations again!	5	1%

16. Are you currently in a relationship?



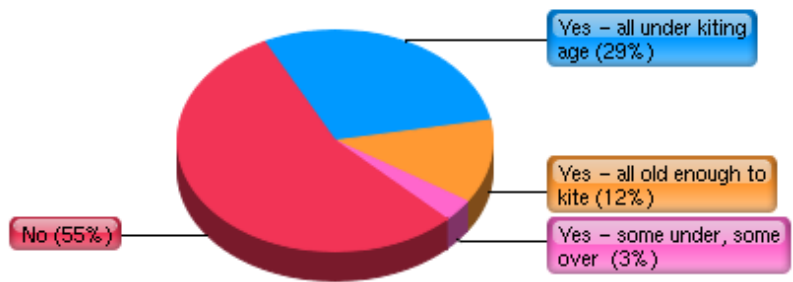
Item	Count	Percent %
Yes	612	76%
No	188	23%
In a relationship?	2	0%
Single?	1	0%

17. Does your partner kitesurf as well?



Item	Count	Percent %
No	446	73%
Yes	166	27%

18. Do you have dependents?



Item	Count	Percent %
No	335	55%
Yes - all under kiting age	179	29%
Yes - all old enough to kite	74	12%
Yes - some under, some over	20	3%