



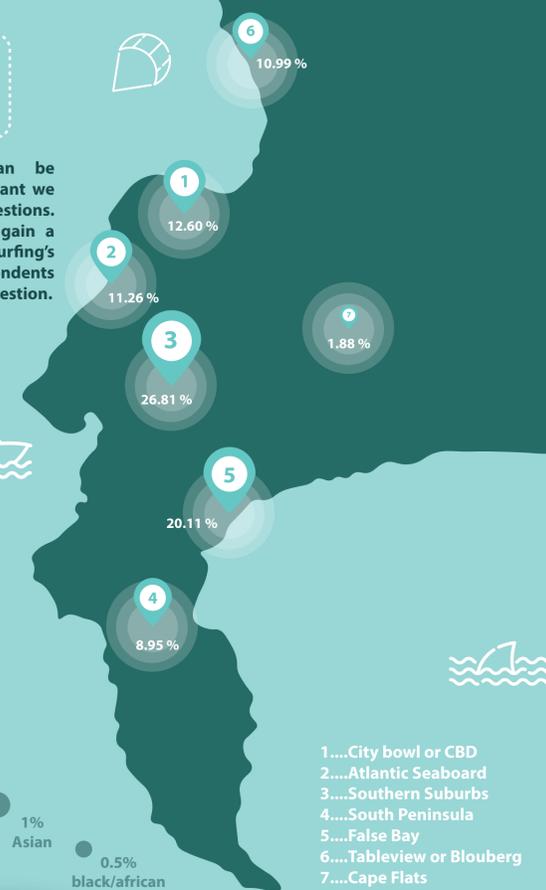
CAPE TOWN'S SURF ECONOMY



The following infographic displays the results found through a survey that was performed in 2019 in order to further investigate and understand Cape Town's surf culture and associated economy. 373 participants were surveyed and the results are intended...

1. Participant Demographics

Note: Demographic questions can be sensitive in nature, thus, it is important we clearly state the purpose of these questions. These questions were designed to gain a better understanding of the scale of surfing's lack of diversity in Cape Town. Respondents could choose not to respond to this question.



81% MALE
19% FEMALE

90% white/caucasian

8.5% coloured

1% Asian

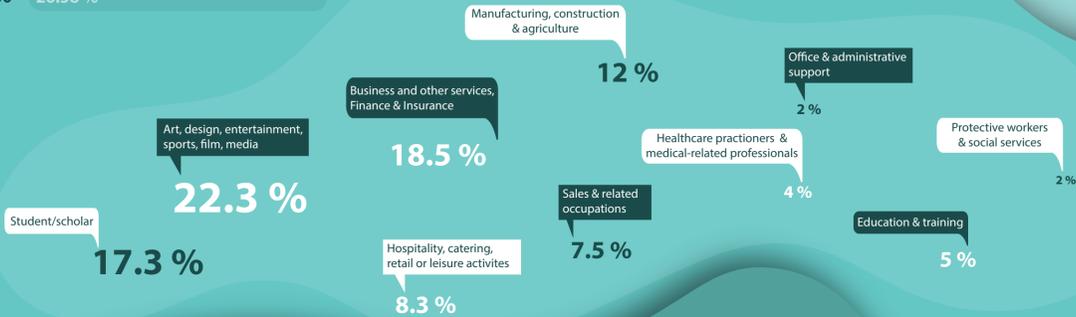
0.5% black/african

2. Income & Education

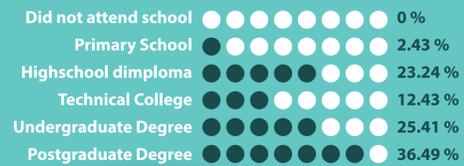
WHAT IS YOUR MONTHLY INCOME?



WHICH BEST DESCRIBES YOUR CURRENT PROFESSION?



WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE COMPLETED?



3. Surfer Statistics

WHY DID YOU START SURFING?



HOW OFTEN DO YOU SURF?



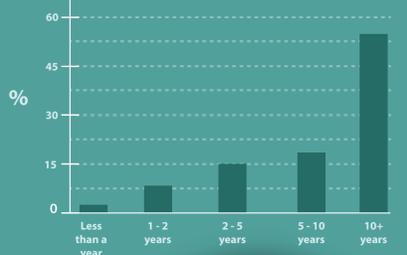
WHAT IS YOUR PREFERRED DISCIPLINE OF WAVERIDING?



WHICH BEST DESCRIBES YOUR SURFING ABILITY?



HOW LONG HAVE YOU BEEN SURFING FOR?

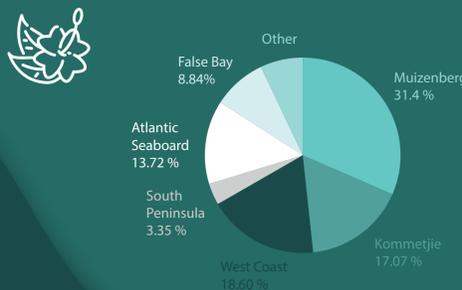


HOW DID YOU LEARN TO SURF?

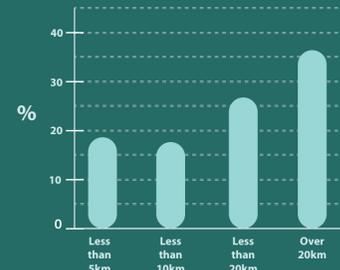


4. Travel & Surf Spots

WHERE DO YOU MOST FREQUENTLY SURF?



HOW FAR DO YOU TYPICALLY TRAVEL TO SURF (ONE-WAY)?



5. Surf Economics

NUMBER OF BOARDS SHAPED IN CAPE TOWN PER YEAR



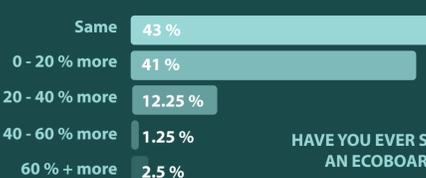
The boards are sold for an average of R4,000.

*The following information was obtained through anecdotal evidence from an expert sample and was not an outcome of the survey.

HOW MANY SURFBOARDS DO YOU OWN?



HOW MUCH MORE WOULD YOU BE WILLING TO PAY FOR AN ECOBOARD WHEN COMPARED TO A CONVENTIONAL SURFBOARD?



HAVE YOU EVER SURFED AN ECOBOARD?



WHAT IS THE MOST IMPORTANT FACTOR THAT DETERMINES YOUR BUYING DECISION WHEN IT COMES TO SURFBOARDS?



MAIN FACTOR YOU CONSIDER WHEN CHOOSING A SPOT TO SURF?



MOST POPULAR LOCAL BRANDS

York/Lifestyle
Reef
Spider
Dave Stubbs
Ferral
Mami Wata
Wawa
Hurricane
Glen Row Surfboards
Chomper Surfcraft

MOST POPULAR INTERNATIONAL BRANDS

Ripcurl
Oneill
Billabong
RVCA
Quicksilver
Hurley
Xcel
Vans
FireWire
Patagonia

