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In December 2007, USA Dragon Boating, LLC conducted a survey of dragon boat participants in the USA and world wide. The primary objective of the survey was to collect basic demographic information about dragon boat paddlers.

The survey was done electronically via the internet and was made available to approximately 3,000 dragon boat paddlers in worldwide, the majority of the list was from the USA. Additional responses occurred when the survey link was forwarded to clubs, teams and individuals. The survey was completely anonymous and administered through a third party survey site. The survey was viewed by 449 people and started by 352. Of the people that started, 298 (85%) completed the survey. The majority of the survey answers came from paddlers in the USA and Great Britain. The number of responses from other countries was statistically insignificant. The following report is for the US, a separate report will be generated for the GB responses.

One thing that should be pointed out is that the survey was distributed primarily to higher level participants in the sport. These are people who are more active and engaged in the sport. What is missing is information on the true “festival” paddler. A festival paddler is one that participates at a few practices and one local race each year. Future surveys will try to capture this audience and build a better snap shot of the demographics of this important group of dragon boating participants.

Demographics The majority of the participants in the survey were female, non-Hispanic whites with a four year college degree or higher. Females made up close to 60% of the total respondents and 79% of the total respondents were non-Hispanic whites. The most common age group for the participants was the 46 to 55 years old group. The most frequently cited personal income was \$50,000 to \$75,000 and the most frequently cited household income was \$75,000 to \$100,000.

Paddling Experience / Choices Forty three percent of respondents belong to a dragon boat club, either small or large. Thirty three percent are members of a team that is not part of a club. National Team members make up 7% of those surveyed. Race organizers were 4% of the sample.

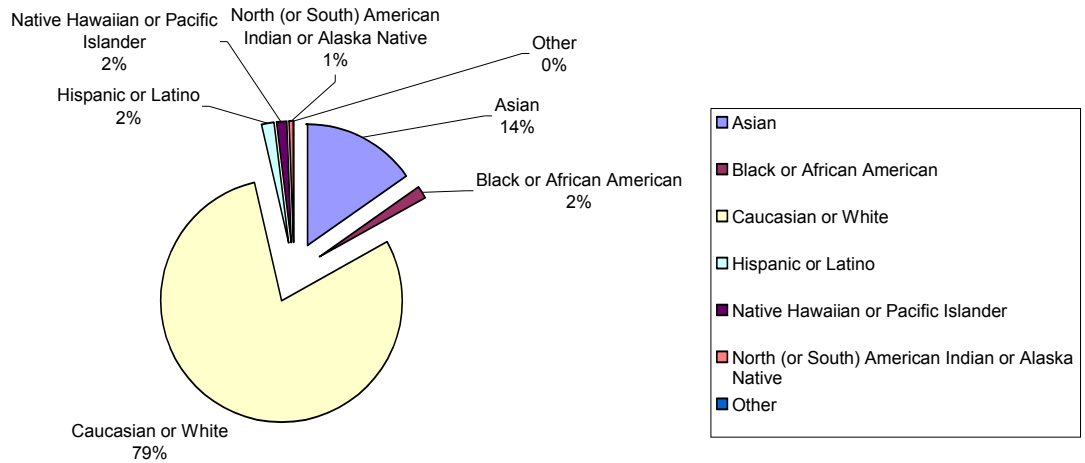
Over 80% of the participants plan on attending three or more races in 2008. Over 25% plan on attending six or more races in 2008. More than 85% of the paddlers plan to travel 50 miles or more to two or more of those races.

What is important to dragon boaters when deciding which events to attend? The most frequently cited answer was the cost of getting to a race. The second most cited factor was the rules or officiating used at the event. Third was the distance to the event while fourth was the cost or quality of the lodging.

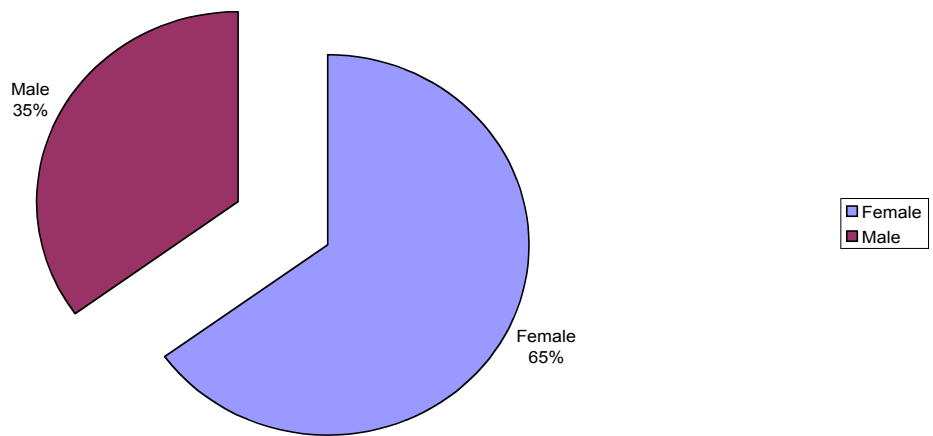
What is NOT important to dragon boaters when selecting an event? The lowest ranked item was access to shopping, followed closely by access to nightlife and the availability of event logo merchandise. Other items that ranked low were access to tourist attractions and festival entertainment.

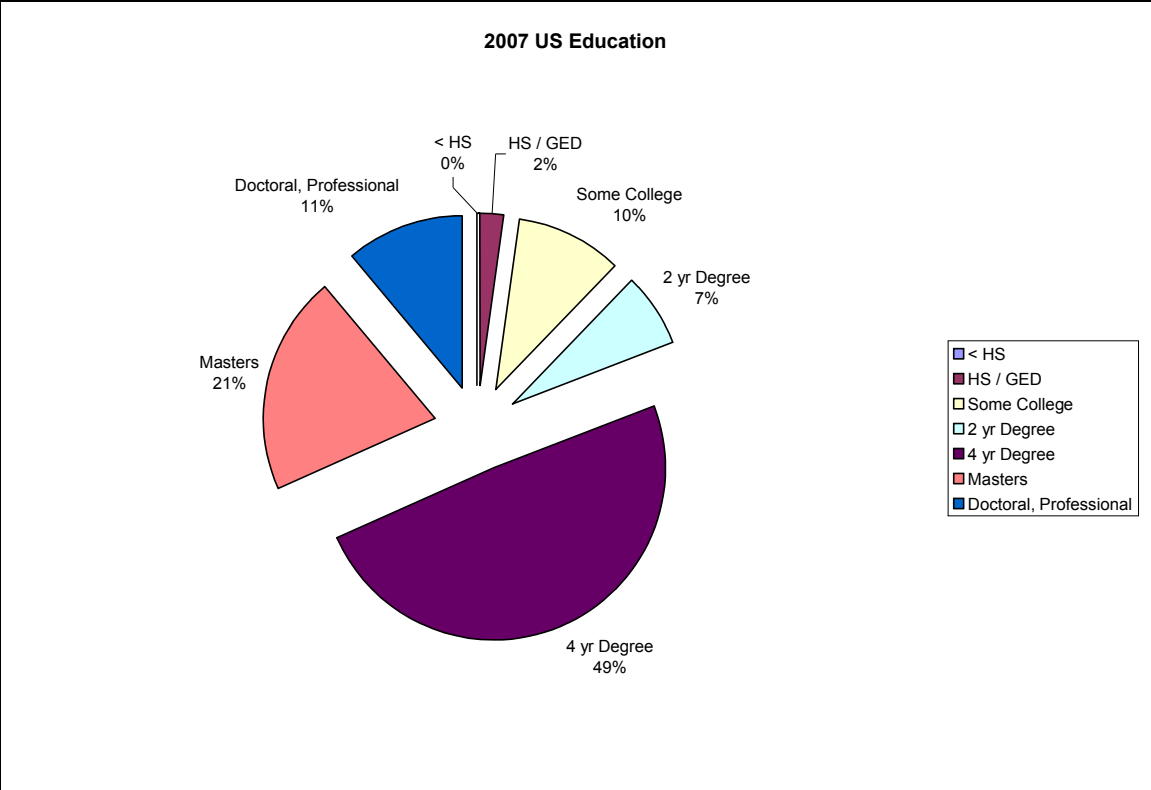
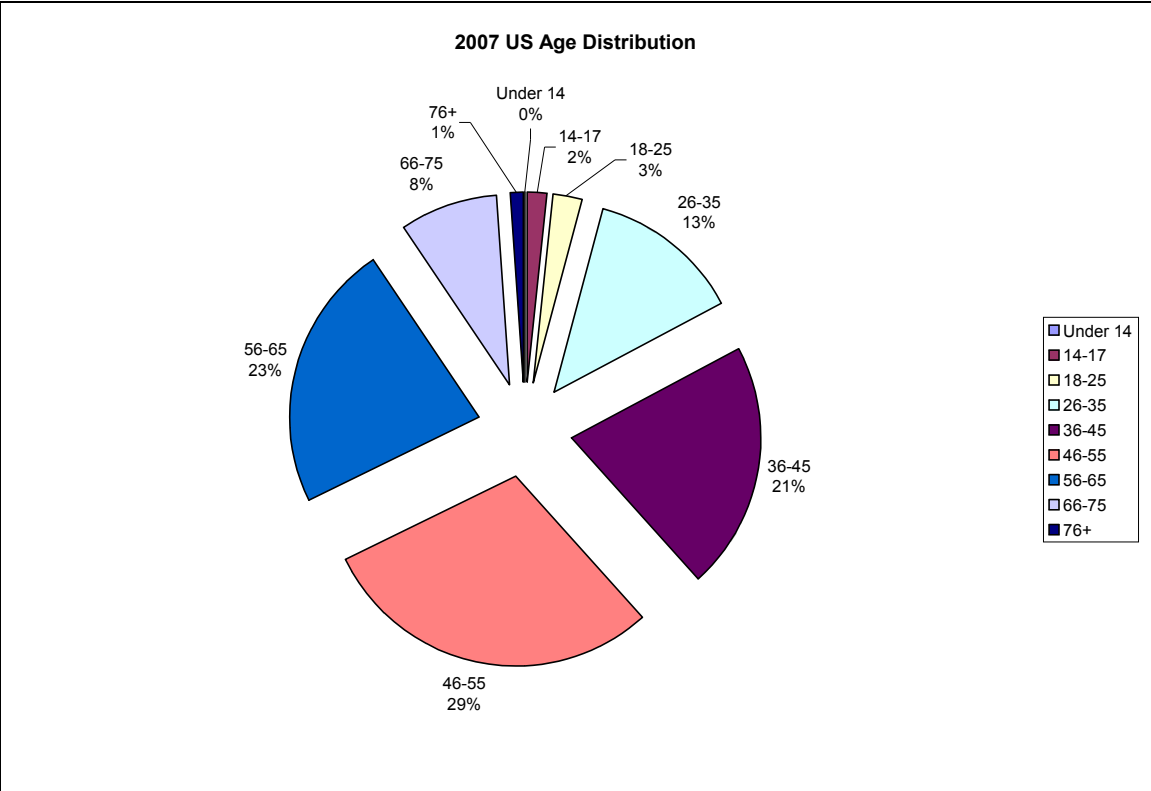
On average, the survey shows that the average participant spends over \$1,000 each year on travel related dragon boat expenses. This does not include food and lodging which came in at \$270 and \$650 respectively on an annual basis. The average US paddler pays \$325 annually in dues and fees and spends an additional \$250 on dragon boat related equipment each year.

2007 US Race Distribution

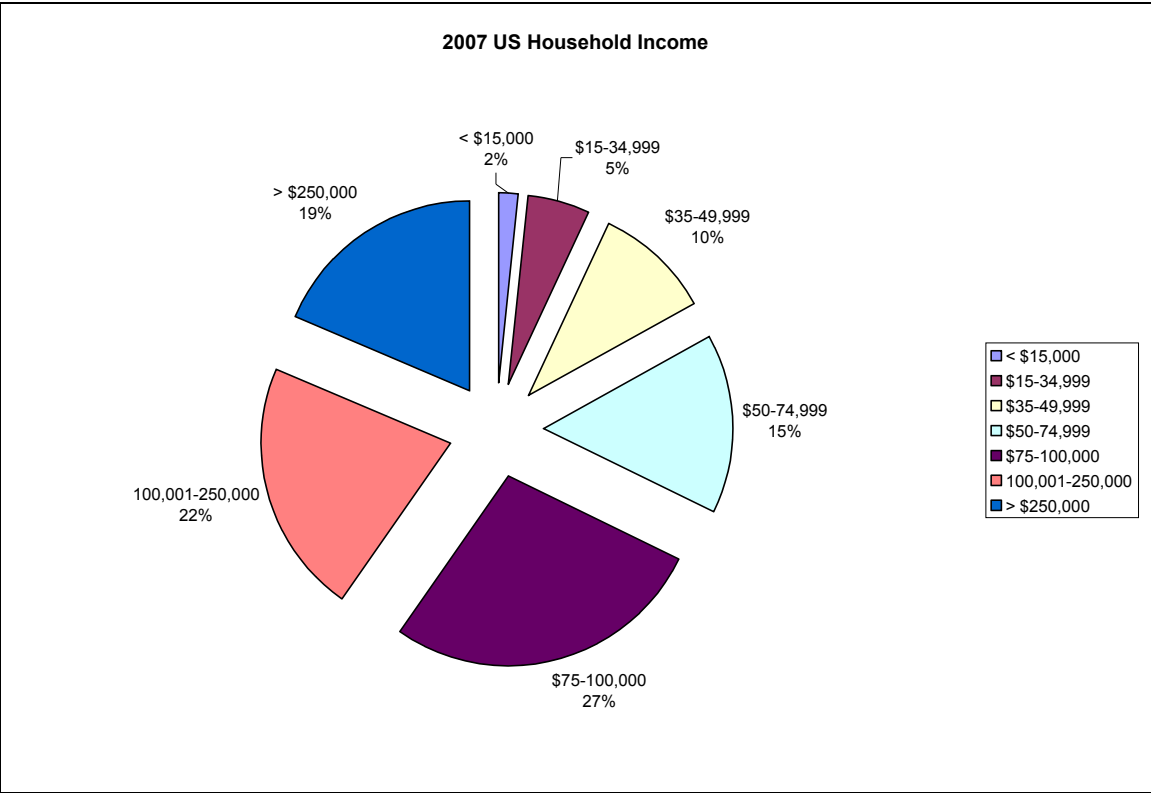
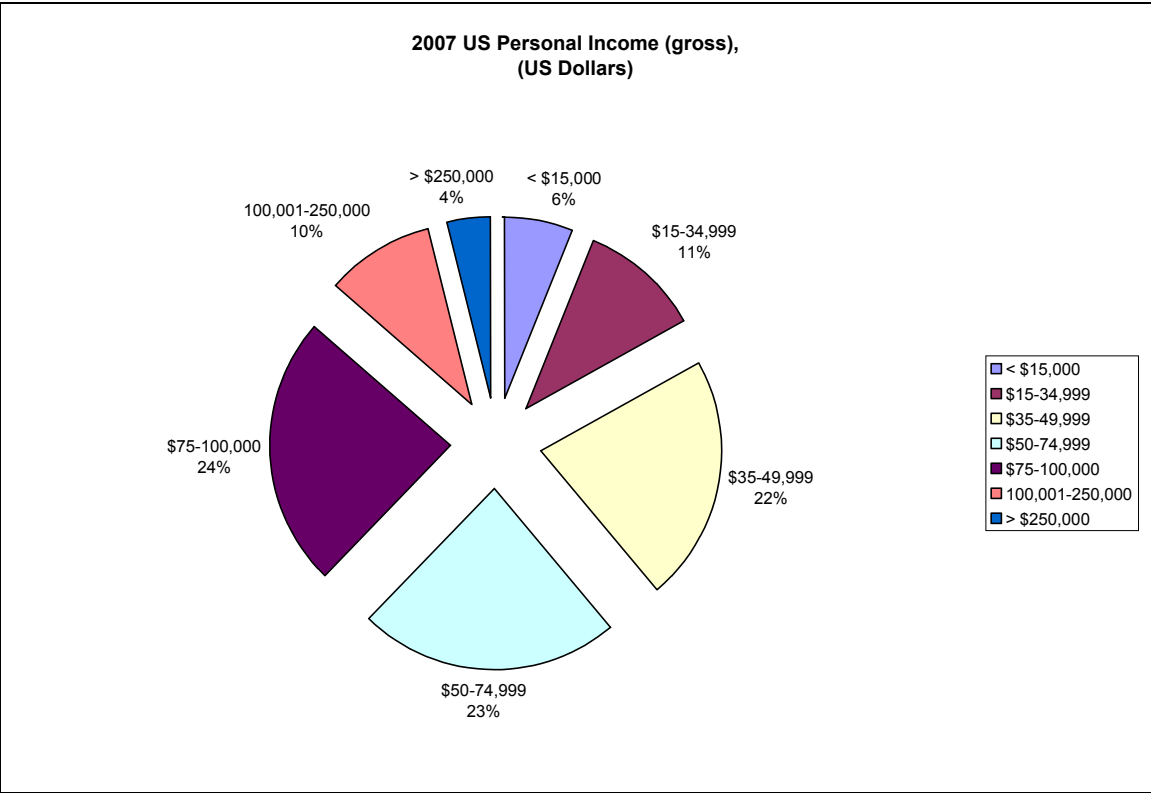


2007 US Gender

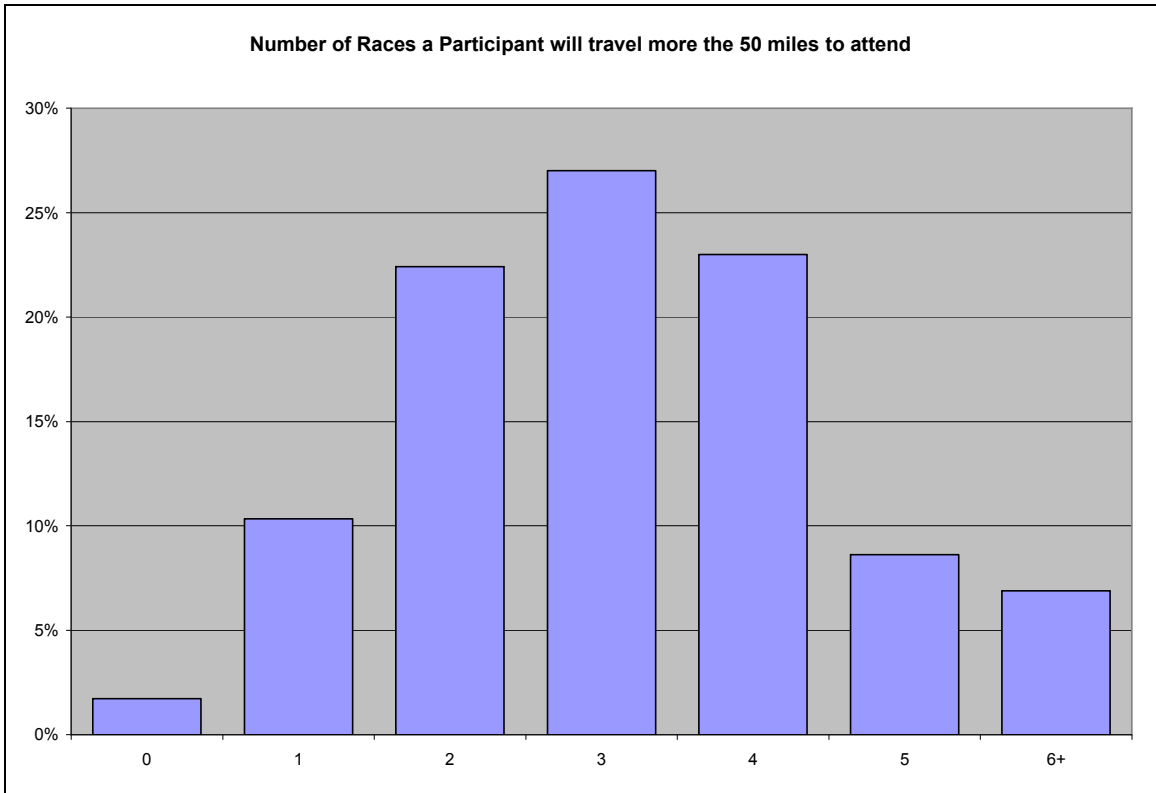
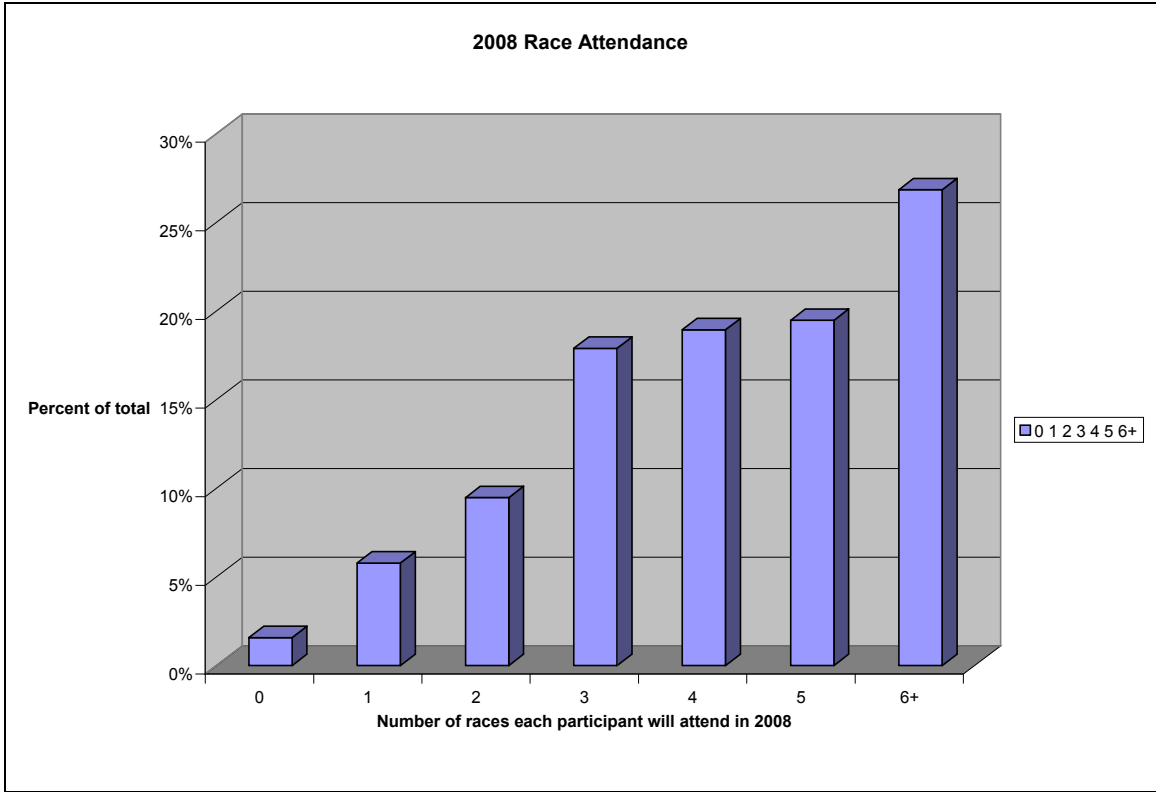




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Rank of Importance Related to Attending a Dragon Boat Race

This question asked the participant to rank on a scale of 1 to 5, 1 being not important and 5 being most important, 18 different factors that might go into a decision to attend a dragon boat race. The answers were then weighted from zero points for a not important to 4 points for most important (one point increments). The answers shown are from most important to least important.

Cost of getting to the event	1
Rules or Officiating	2
Distance to the event	3
Cost or Quality of Hotels / Lodging	4
Competitiveness of event	5
Availability of team tents	6
Distance from venue to hotels	7
Location of venue within a city	8
Food / Beverage available at venue	9
Cost or Quality of Restaurants	10
Number of teams entered	11
Proximity of airport	12
Brand or type of dragon boats used	13
Festival entertainment	14
Access to Tourist Attractions	15
Event logo merchandise	16
Access to Night Life	17
Access to Shopping	18

Equipment

The survey asked participants which types of dragon boat equipment they currently own.

Life Vest or PFD – 86%

Wooden Club Paddle – 47%

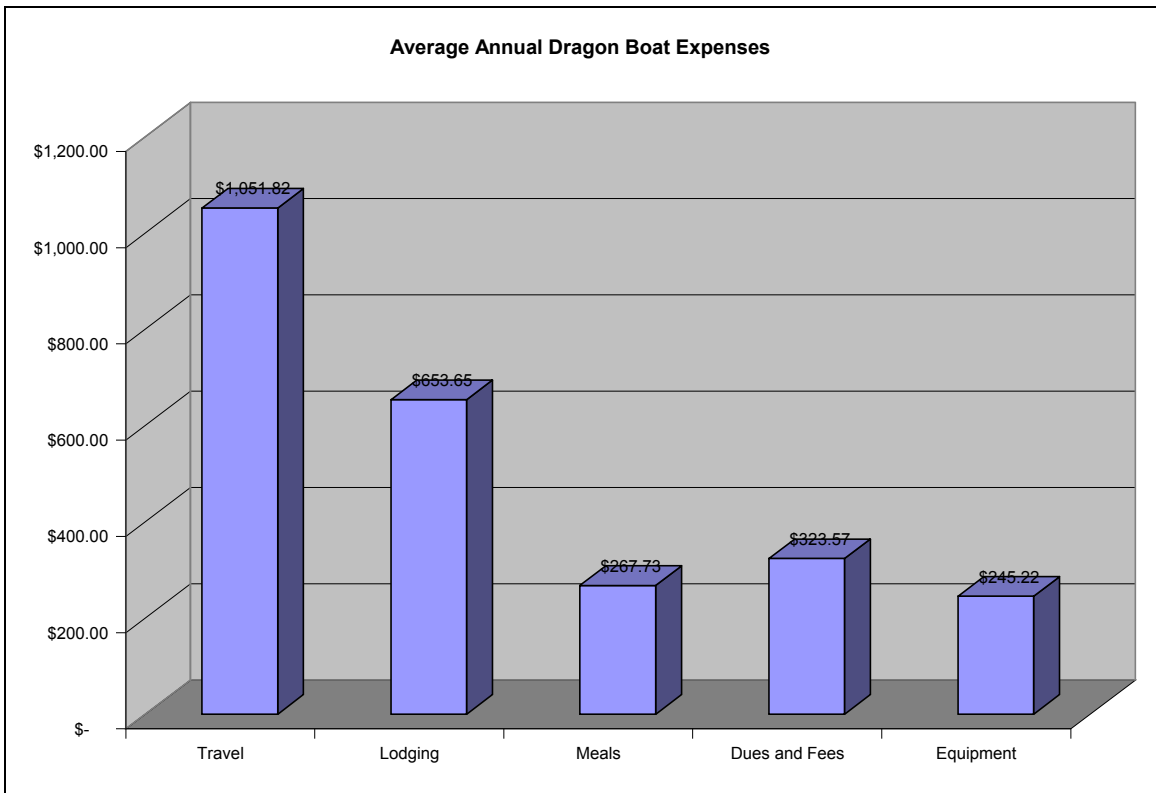
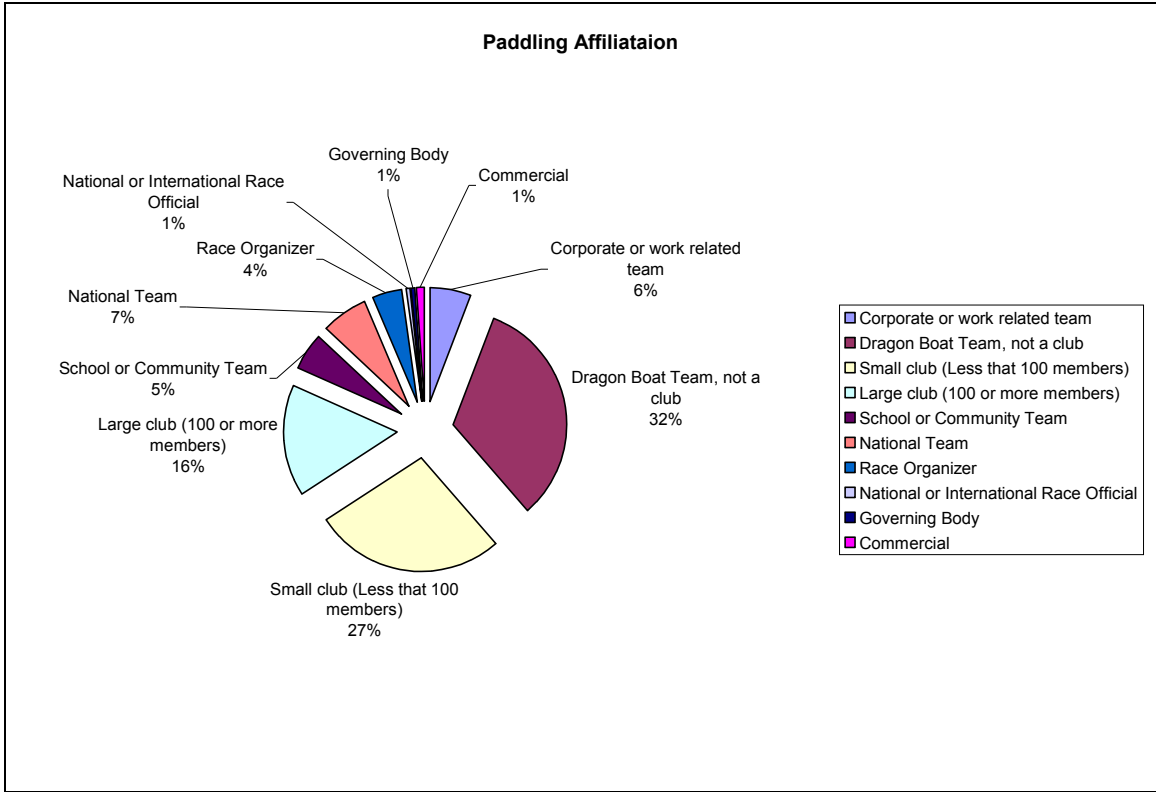
Wooden High Performance Paddle – 29%

Composite or Carbon Fiber Paddle – 48%

Paddle Bag – 54%

Paddling Ergometer – 12%

From these answers we determined that 35% owned more than one type of paddle with 5% who owned all three types listed. 10% do not own a paddle.



Conclusion

The average dragon boat enthusiast in the USA is a mature, well-educated participant with a household income well above that of the average US household (Median Household Income in 2004 was \$44,334 – US Census Bureau Quickfacts). On a percentage basis, significantly more women participate in dragon boating than other outdoor activities. According to the Outdoor Industry Foundation, the typical outdoor activity participant in the United States (which includes all paddle sports) is male (56% to 44 %), younger (47% under age 35), and earns less money (73% of households earn less than \$80K annually).

Cost is one of the largest determining factors when a participant is considering traveling to a dragon boat race. By far the number one concern was the cost of attending an event. Dragon boat racers do travel to events and those that are traveling will attend between 2 and 6 races that are more than 50 miles from their home. The amount of money they spend doing this is significant, frequently more than \$1,000 on travel alone. Another aspect that ranked high was the quality or cost of hotels.

The quality of the event is another major conclusion of this survey. After cost, the second highest concern was the quality of the event. Racers are looking for well run, well officiated races that are fair. The on water aspects of the event are most important to the average participant. Interestingly, of the off water aspects listed the availability of team tents ranked high, much higher than festival entertainment.

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