The world’s first comprehensive demographic survey by SUP Magazine.
At SUP magazine, we’re 100% dedicated to building and growing this new sport. In June of 2011, we conducted the most comprehensive standup paddling survey ever in order to capture key demographic information that, until now, has gone undocumented. 937 paddlers filled out the survey. We wondered: Who are these new athletes? What motivates them? Where do they live and paddle? Now that we have this information, we want to share it with you — the standup industry.

Here you go: The most statistically viable view of the standup athlete ever shown. There is a lot of information here to be excited about.
Many of the answers were what we had guessed. The average paddlers is in his 30’s, affluent, white, highly educated and fitness-oriented. They are active at the specialty store cash register too. Some of the answers surprised us. Over half paddle more than once per week, own more than one board, and have more than 4 friends to paddle with. In short, those who have adopted standup are jumping in with both feet. It’s a sport inspiring an unprecedented enthusiasm. See you on the water.