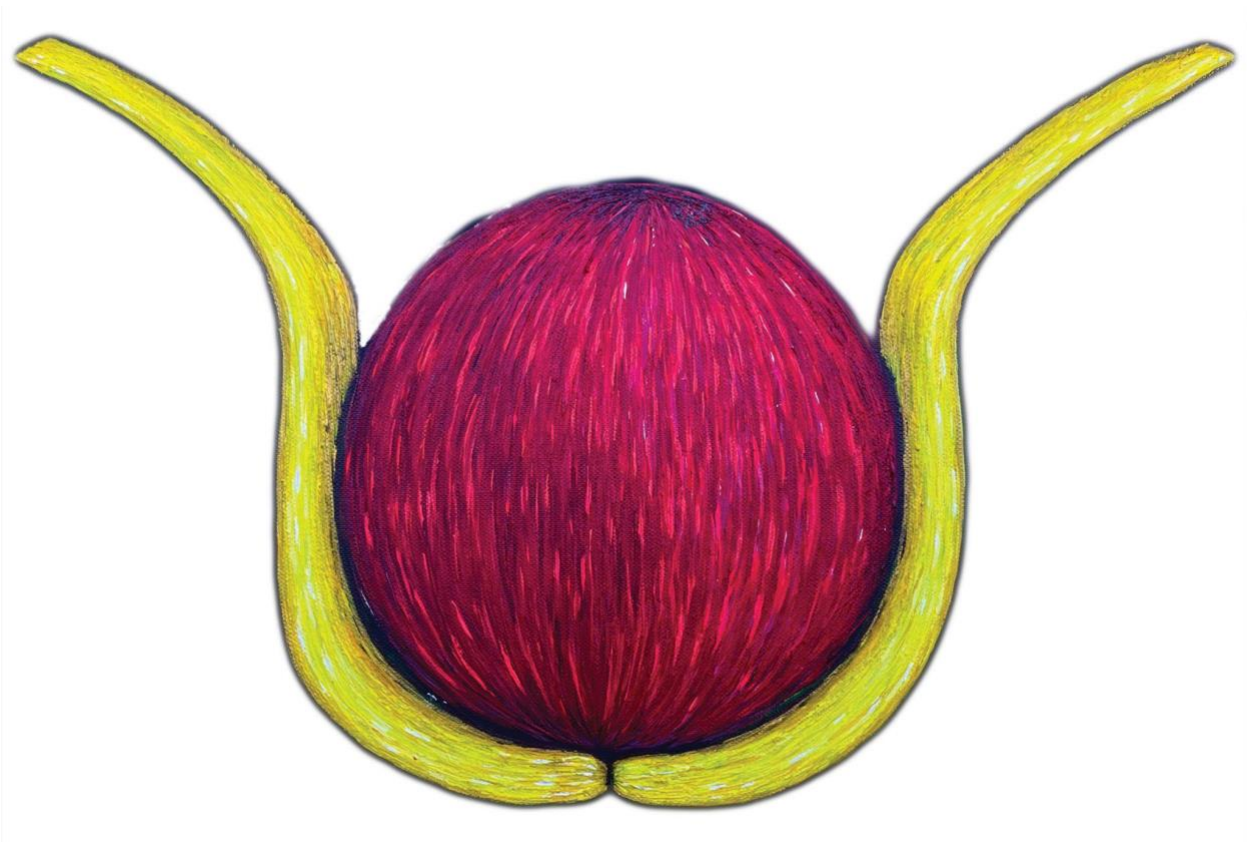


2021 Skater Representation Survey

Centering the perspective and experience of women & gender non-conforming skaters



Conducted & Analyzed By: Mariah Davenport
Presented By: Forbidden Fruit Skateboards

Introduction

The 2021 Skateboarder Representation survey was circulated amongst the recreational skateboarding community in February 2021. It was 25 questions long and focused on demographics, experiences within the skate community and experiences with the skate industry. The purpose of this study was to fill in the gaps and limitations of prior research by centering the experiences and perspectives of women and gender non-conforming skateboarders.

This report is a letter to the skateboarding industry, to have on record the herstory of skateboarding culture which continues to impact us all today. Below I will share my findings through data visualization and discuss just some of the results that best depict the collective experiences of marginalized skateboarders today.

Intentions of this report:

1. To bring awareness to the general population of skateboarders of the biases that women face in skateboarding
2. To provide a foundation of understanding for ways to make skateboarding spaces more accessible to women & gender non-conforming skaters
3. To advocate for welcoming women to have a stake in ownership of skateboarding

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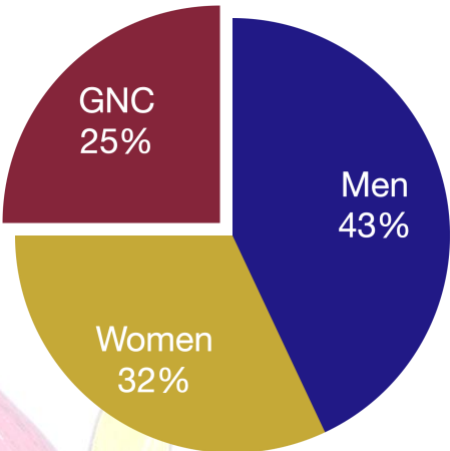
Demographics

Survey Sample Size

2,284 skaters from the U.S.

Gender

- 43% Men
- 32% Women
- 25% **Gender Non-Conforming (GNC)**
- Less Than 1% Did Not Respond

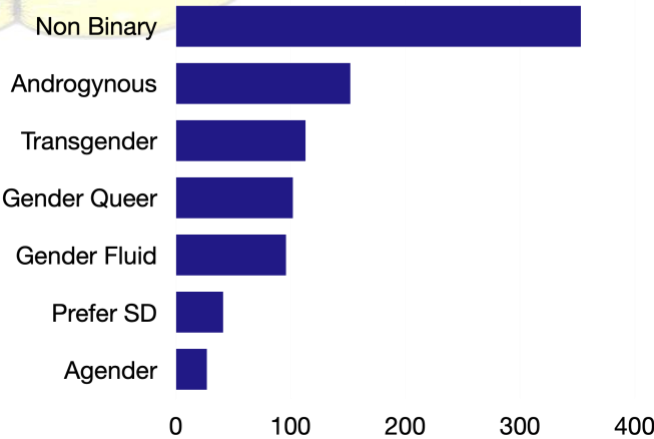


Note: Anytime the words men & women are used throughout this report, I am referring to cis gendered men & women (men & women whose gender expression is in alignment with the gender roles they were assigned at birth).

Gender Non-Conforming Category Breakdown

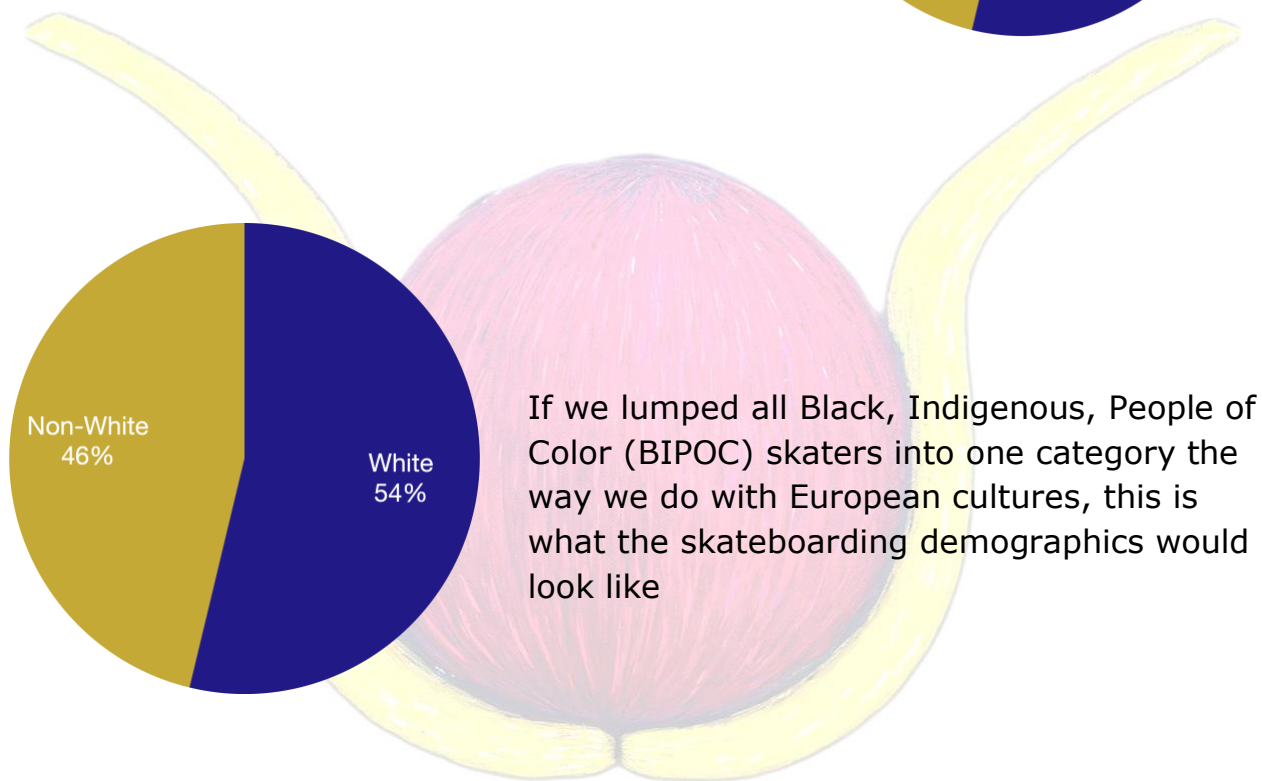
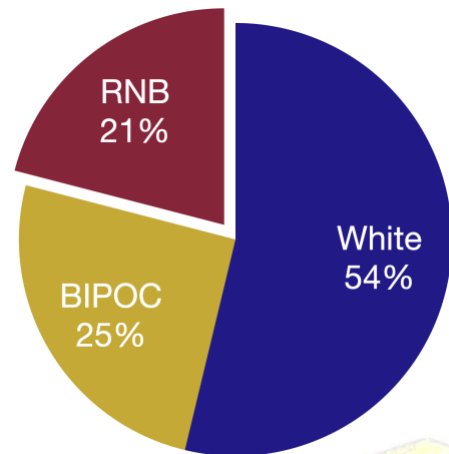
Sample Size: 566 skaters

- 62% Non-Binary
- 27% Androgynous
- 20% Transgender
- 18% Gender Queer
- 17% Gender Fluid
- 7% Prefer to self-describe
- 5% Agender



Race

- 53% White
- 25% **BIPOC**
- 21% **Racially Non-Binary (RNB)**
- 1% Did Not Respond



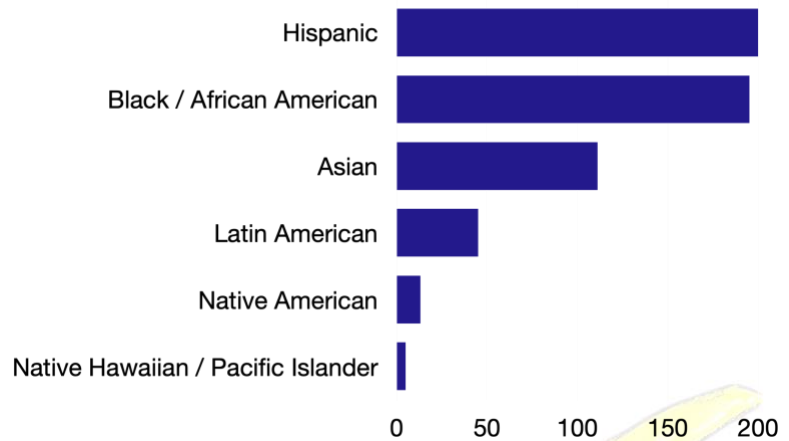
BIPOC Category Breakdown

Sample Size: 569 skaters

Note: Respondents were able to select more than one descriptor and/or type in their own preferred descriptor.

The BIPOC category consists of every non-white selection who only selected 1 race.

- 35% Hispanic
- 34% Black / African American
- 20% Asian
- 8% Latin American
- 2% Native American
- 1% Native Hawaiian / Pacific Islander

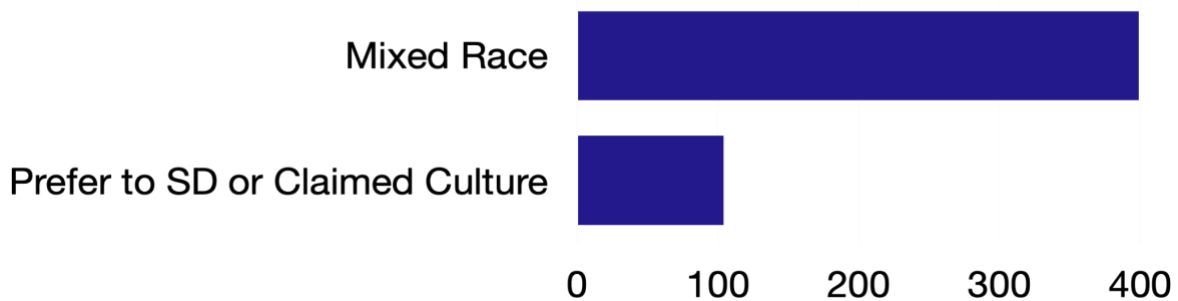


Racially Non-Binary (RNB) Category Breakdown

Sample Size: 472 skaters

Note: Respondents were able to select more than one descriptor and/or type in their own preferred descriptor.

The category descriptor "Racially Non-Binary" (RNB) was chosen as a way to not "other" any particular culture. Since race (like gender roles) is a social construct, I chose to break this section down into the most accurate depiction of each culture's self-identification. For this reason, the racially non-binary category consists of 85% mixed raced skaters and 13% skaters who preferred to self-describe or claim their culture instead of their skin tone.



Some Self-Described Cultures

Jewish

Mexican

Arab

Human

Asian-American

Chicano / Xicano

Arab-American

Caribbean

Lebanese

Middle Eastern

American

Basque

Black/Afrodecendent Hispanic
Immigrant from Latin America

Central American / Panameña

Central Asian

Earthling

Eastern European

Ethiopian

Filipino / Pinoy

Greek

Haitian

Half Italian / Half Indian

Indigenous-Diné

Irish-American

Irish-Italian-American

Jamaican

Jordanian

Mestizo

Middle Eastern Jew

Middle Eastern Arabic

Moroccan / North African

Native New Yorker Dominicano

Palestinian / Central American

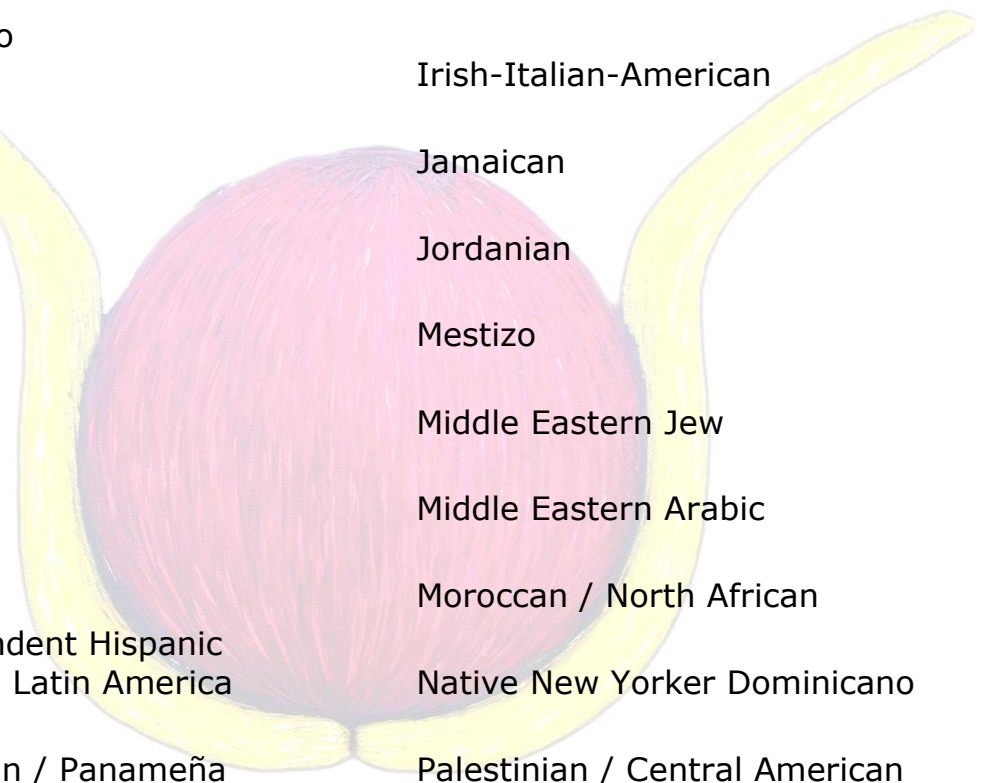
Puerto Rican

Russian Jew / Swiss Italian

Salvadoran & Pipil Native

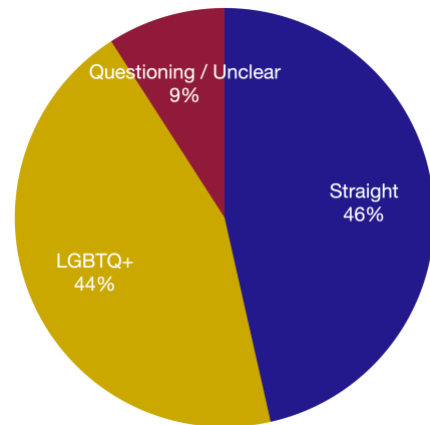
Siberian

West Indian



Sexuality

- 46% Straight
- 44% **LGBTQ+ Community**
- 9% Questioning or Unclear
- 1% Did Not Respond

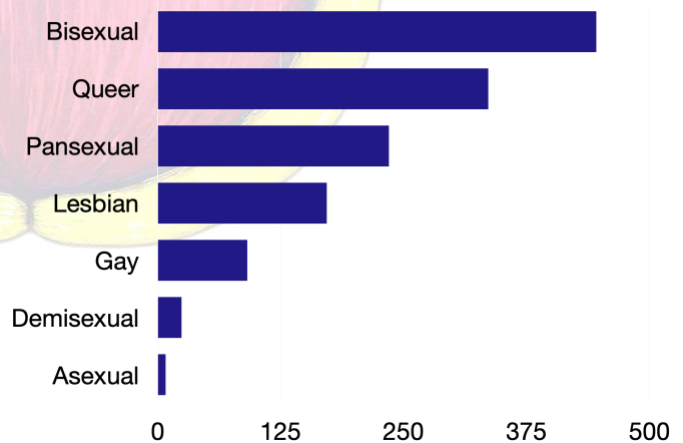


LGBTQ+ Category Breakdown

Sample Size: 993 skaters

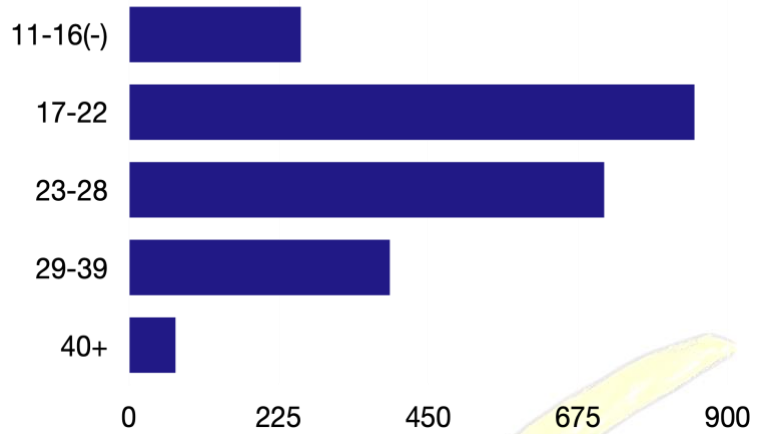
Note: Respondents were able to select more than one descriptor and/or type in their own preferred descriptor.

- 45% Bisexual
- 34% Queer
- 24% Pansexual
- 17% Lesbian
- 9% Gay
- 2% Demisexual
- 1% Asexual



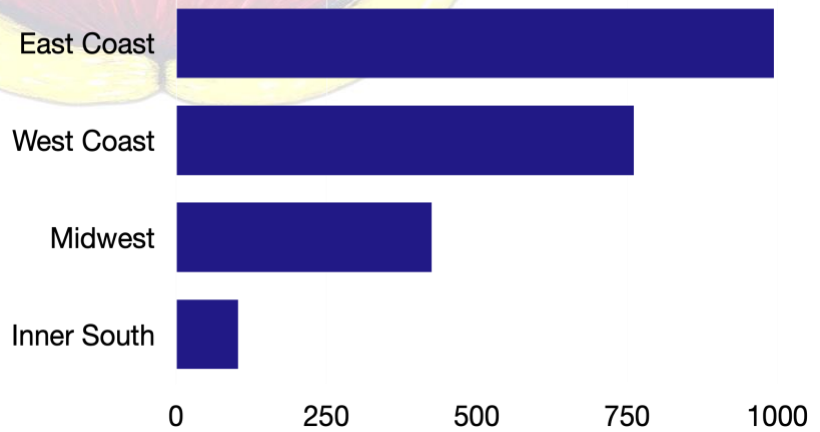
Current Age (as of Feb. 2021)

- 11% age 11-16 (& below)
- 37% age 17-22
- 31% age 23-28
- 17% age 29-39
- 3% age 40+



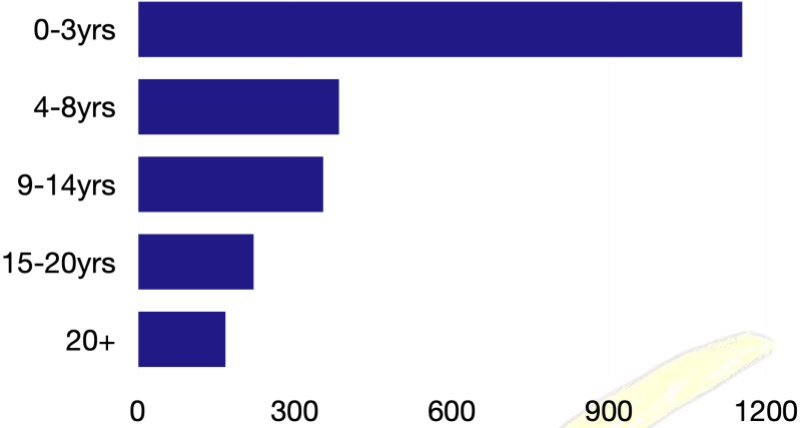
Geography

- 44% East Coast
- 33% West Coast
- 19% Midwest
- 5% Inner South



Experience (XP) Level

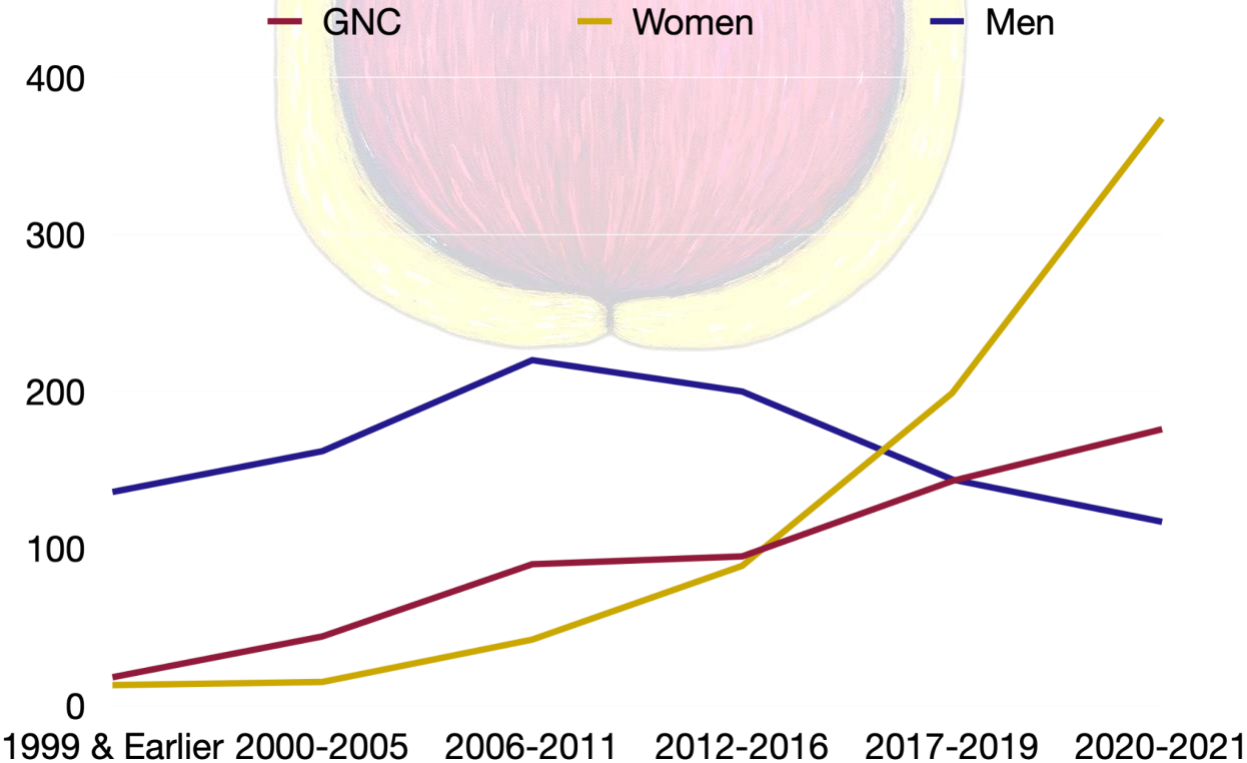
- 51% XP 0-3 years
- 17% XP 4-8 years
- 15% XP 9-14 years
- 10% XP 15-20 years
- 7% XP 20+ years



Of those with 0-3 years experience in Feb. 2021, 78% were women.

Era of Starting

Note: We used the questions of current age and experience level to determine the participation trends by era of starting and gender.



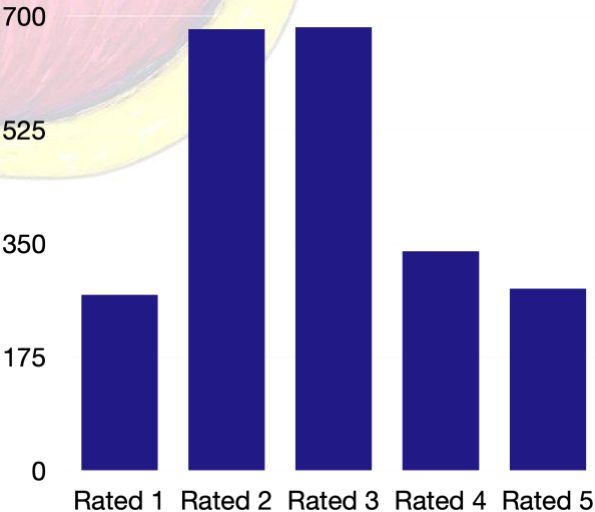
- Participation rates of women have increased 790% over the past 10 years
- Participation rates of men have decreased 47% over the past 10 years.

The logarithmic growth of participation rates among women is largely due to the ability for women to find representation for themselves on social media platforms to compensate for the lack of representation in mainstream media. Women and GNC skaters were finally able to see themselves in the act of skateboarding and building community to support one another’s progress from a distance. The more gradual growth leading up to this explosion is also credited to the on-the-ground work of women-led organizations and meetups. Some examples of these are Skate Like A Girl, Exposure Skate, Lisa Whitaker, Briana King’s Meetup Tour and many more. All of whom were teaching, advocating, filming, and organizing in order for more women to have access to the sport of skateboarding.

Representation

We asked: *How well represented do you feel by mainstream skateboarding media?*

- 30% Rated a 3
- 30% Rated a 2
- 15% Rated A 4
- 12% Rated A 5
- 12% Rated A 1
- 1% Did Not Respond



Ratings Breakdown



- 91% Men
- 74% White
- 77% Straight
- Most likely to be 40+ or 29-39 years old
- Most likely to have 20+ years of experience or have more than 9 years of experience



- 71% Men
- 67% Straight
- Less likely to be racially nonbinary (or mixed race)



- Most likely to be cis-women
- Slightly more likely to be from the West Coast
- All other demographic categories were equitable according to participation





- 79% Women & GNC skaters (more likely to be cis-women)
- More likely to be BIPOC or racially nonbinary (or mixed race)
- 60% LGBTQ+ Community
- More likely to have 0-3 years of experience



- 81% Women & GNC skaters (more likely to be GNC)
- 59% BIPOC & racially nonbinary
- 59% LGBTQ+ Community



Myth Of The Core Skater

According to the Public Skatepark Guide, a core skater is defined as someone who skates at least once a week over the course of a year. However, this term is often used to describe white male skaters who reflect the traditional image represented in mainstream media. In fact, many outlets have used this language in conjunction with visual images of women defined as the “new skaters” or “posers” who are using skateboarding as a fashion statement. The term “core skater” has become a code word for men who skate regularly and identify heavily with the images of what

skateboarding has historically been portrayed as. This association to **the concept of a core skater is one that is harmful for non-traditional skaters who share the same passion as their male counterparts.**

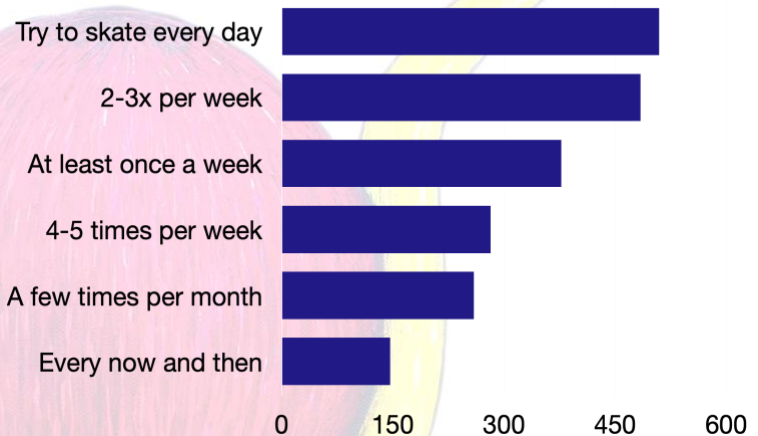
Note: According to the question "Why do you skateboard?", those who skateboard because it's a cool aesthetic were almost completely equal across all gender categories. Men were only slightly more likely than women & gender non-conforming skaters to select that they skate because it's cool.

The following stats are provided to debunk the idea that women are any less of core skaters and challenge the measurement used to define this term as well.

- 17% of all respondents skate "at least once a week"

- 21% of all respondents skate "2-3 times per week"

In both of these selections, all gender categories were equal according to participation.



While how often an individual skates was affected by gender in some respect, the real pattern that emerged to determine how often someone skates was based on age.

- 66% of skaters who "try to skate every day" were age 22 and younger
- 23-28-year-olds are most likely to skate at least once a week
- 29-39-years-olds are most likely to skate a few times per year
- 40+ year-olds are most likely to pick up a skateboard at least once a week

This pattern aligns with the routines and expectations within society at these ages. Age 22 and younger is when most people are still in school, making skateboarding a regular part of a healthy routine as kids come home to decompress from sitting in a room all day. As people begin to enter the workforce, the frequency in which they skate decreases, reaching its lowest between the ages of 29-39. This is when most people are dedicated to starting families or building their careers. It's possible that the increase in our 40s and above has to do with physical fitness and/or reconnecting with one's inner child.

The term "core skater" is not accurately defined by how often someone skates. We now know that how often someone skates is more closely connected to what stage of life they are currently in rather than how seriously they take their skateboarding. When using this term, one would be considerate in double checking their conditioning and questioning if they are referring to a stereotype of the core skater based on gender or skill level and, when necessary, use language that more effectively identifies the point being made.

While age was the core pattern influencing how often someone skateboards, 2 other disparities should be noted. Cis women and the LGBTQ+ community were more likely to fall into categories of participating less than once a week. Cis men and straight skaters were more likely to fall into categories of participating more than once a week. Gender non-conforming skaters were largely unaffected.

While these changes weren't as sharp as the differences in age groups, the pattern is noted. Rather than viewing these two groups as less of skateboarders, **it seems valuable to acknowledge the possibility of marginalized groups having issues with access.** This will be discussed deeper in the next section.

Race and geography showed no consistent pattern or notable disparities to mention.

Barriers to Entry

This section takes a look at the obstacles different skaters face in order to participate in skateboarding. Variables that were considered include how skaters received their first skateboard, where they prefer to skateboard, and their experiences interacting with the skateboarding industry. All of these factors contribute to the level of accessibility an individual has to skateboarding in general. As expected, **gender is notably the biggest barrier to entry in skateboarding**. While it is to a much lesser extent, race and sexuality are still showing patterns of disadvantage in skateboarding as well.

Men are 4x more likely than both women & gender non-conforming skaters to have their first skateboard bought for them.

This appears most often as a gift from a family member.

Women are 2.5x more likely than men and 3x more likely than gender non-conforming skaters to have bought their first skateboard themselves.

This statistic, along with hundreds of self-described comments, pointed to the phenomenon that women are starting to skateboard for the first time at later ages as they gain autonomy from parental structures and the imposed gender roles of their social conditioning. **Our survey shows that women make up 78% of those with 0-3 years of experience and 73% of those aged 17-22.** As it becomes more socially acceptable and represented by mainstream media that women do participate in skateboarding, their age of entry will likely shift to the typical 9–13-year-old starting age we see in boys and will receive their first skateboard as a gift as well. This requires a change in the general social beliefs about how a young girl “should” be and is not limited to experiences in the skateboarding community.

GNC skaters were slightly more likely to have their first skateboard handed down or donated to them in proportion to participation rates.

These results reflect the differences between social conditioning for men and women when it comes to skateboarding. While there is no single force to blame for this conditioning, it is something that needs to be acknowledged and discussed in order for the skateboarding community to move forward.

When we talk about “traditional” skateboarders, this typically refers to cisgendered (often white) male skaters. They are considered “traditional” because it is typical for men to be encouraged towards sports like skateboarding. Though it was a taboo sport in the early years, no parent looked at the sport of skateboarding for their son and decided it was an issue for their personality or development. This, however, is the case for skaters who were assigned female at birth. Because of existing social standards at the inception of skateboarding, women of that era were expected to act and behave a certain way. The expectation of what a “nice young lady” should be did not align with the image of skateboarding. **Instead of encouraging this rebellion amongst women, someone in a position of power took this as a signal that women just weren’t interested in the sport** (or worst-case scenario, they didn’t stop to consider women at all). This assumption, with a lack of women in positions of influence in skateboarding, led to brands not even bothering to market to women or representing our existence in the sport whatsoever.

As a result of this social belief system, parents who were raising daughters were more likely to discourage the act of skateboarding. This is even more true if the daughter had no brothers in the family to buffer the amount of exposure she would have had to the sport.

From my own experience, here are some of the messages I received at a young age about why girls “shouldn’t” be skateboarders:

1. If I skate, I’ll bruise up my legs and it will make me unattractive to men (this came from both family and doctors).

2. It's too dangerous to be the only girl in a skatepark with only teenage boys around (In other words, you could be sexually assaulted).
3. You'll never be able to tre flip because your legs are weaker than men (imagine this comment pre-social media, having never met or seen another skater girl besides myself).
4. If you skate as a girl, you must be a dyke (at a time and place where this was more dangerous than cool).

This was also at a time where a common social idea was that it was inappropriate or embarrassing to eat in front of boys, to have visible sweat stains, let alone fall or be bad at something that no one sees girls do.

To summarize, the messaging women received about skateboarding in the early 2000s:

1. Men don't find it attractive
2. Men will assault you
3. You'll never be as good as the men anyway

The effects this had on women was showcased in the answers to the open-ended question "Why do you skateboard?". While many men expressed their childhood connection to skateboarding as something that they could use as a tool for freedom or escape, women had a different collective experience. They more so mentioned their interest in skateboarding as a child but noted that it was their not being allowed to participate as a kid that sparked a desire to do it for themselves later in life.

To be a skater girl pre-2017 was an act of rebellion that has gone largely unnoticed until now. The few of us that stuck with it through both the personal challenges of progression and abuses from the outside world are now in a position to make space for other women and queer folks who have always been interested but have yet to find the right access point.

To be fair, it would not be productive to blame this structural issue on the men who participate in skateboarding. They did not create this cycle alone. We can't condemn men for not understanding that this is what was

playing out on our end. Coupled with never seeing marketing of skateboarding specifically for women, one belief system verified the other and created a loop where those who were conditioned as women were simply regarded as not interested in or not serious about skateboarding.

The purpose of this report is to create a foundation that allows us to stop perpetuating a narrative that has many still believing that women are lesser than in skateboarding. Since men are the players who hold economic and social power in this sport, we need men to stand by us in our attempt to change this narrative.

Slowly, as more skateboarders age and start families of their own, more kids are being raised with a supportive environment about skateboarding, including women. In fact, many of the young girls who are entering the scene with phenomenal talent now are a result of being uninhibited by the beliefs of larger society towards women in this sport. This is in huge part due to the social beliefs of a parent born into skateboarding culture.

While this is a beautiful thing to witness, we need to recognize that there are many places around the country and internationally where women are still being oppressed and limited by their gender roles. Because of these gender constructs in larger society, the participation rates and accessibility of this sport for women are greatly decreased. This is something we all need to work on correcting.

What I ask of those in power is to market to women in skateboarding *as skateboarders* and not how you're used to seeing us, as "pretty objects". **This practice reinforces beliefs of men who grew up in a world where female skaters barely exist and is also actively creating the only role model women have to enter the sport.** A role model that later is criticized by "core skaters" as being inauthentic.

We ask that you do more work to represent the types of women who are skateboarding in a way that YOU respect and not just what you expect. The best way to succeed at this is to hire more women who actually skate to compliment positions that are held by men. The goal is not to replace your perspective, but to offer a perspective that you were not conditioned into.

While the results for Race & Sexuality were less extreme, a similar pattern follows:

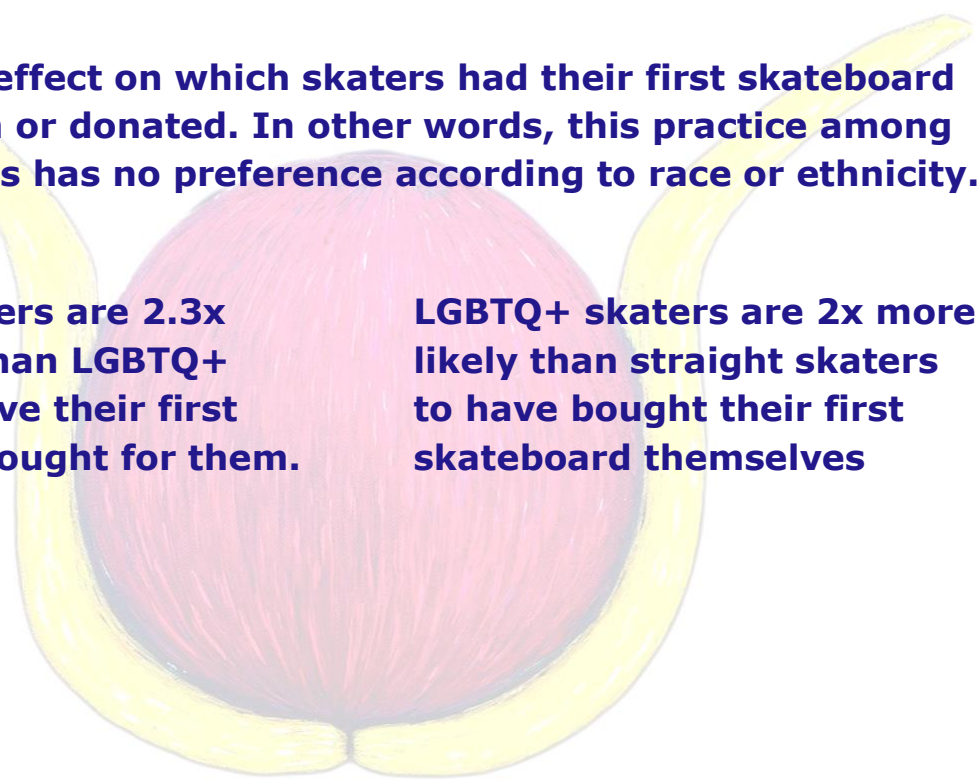
White skaters were slightly more likely than BIPOC and Racially nonbinary skaters to have their first skateboard bought for them.

BIPOC skaters were slightly more likely than white and racially nonbinary skaters to have bought their first skateboards themselves.

Race had no effect on which skaters had their first skateboard handed down or donated. In other words, this practice among skateboarders has no preference according to race or ethnicity.

Straight skaters are 2.3x more likely than LGBTQ+ skaters to have their first skateboard bought for them.

LGBTQ+ skaters are 2x more likely than straight skaters to have bought their first skateboard themselves



Industry Experience

Surprisingly, all gender categories are sponsored by non-skateboarding companies equal to their rate of participation. However,

Men are currently 6x more likely than women to be sponsored by skateboarding companies. This does not include resources provided via "Bro Flow"

Bro Flow is an unofficial practice amongst friend groups. If you have a friend that is sponsored by a major company and that friend regularly passes down free products to you, you are considered to be "bro flow". This is a practice of receiving free products not because you're part of the team, but because your friend is.

To put this into perspective, **for every 60 men that receive free skateboarding equipment only 10 women do.** This does not include the free product that is offered via "bro flow".

Men are 9x more likely than women to have sponsorships offered to them directly.

Overall, all demographic categories (across gender, race, age, sexuality, geography, & XP level) don't care about getting sponsored in equal proportion to their rate of participation in this survey.

73% of all who have sought out a sponsorship, but had no luck were men. Only 9% women.

I'd like to comment on this disparity from the perspective of a woman who grew up skateboarding in the early 2000s. This stat on the surface shows that more men are trying to get sponsored for skateboarding, which is likely true. However, the lack of women being measured here does not mean that more women have sought out sponsorship and have had luck. On the contrary, not only are women *not* seeking out sponsorships in the way men are, but it is for the reason that we don't believe that they exist for us. Overall, the survey showed that women are more likely to hold the belief

that they aren't good enough to even identify themselves as "a skater", let alone earn sponsorship for it.

64% of skaters who would like to be sponsored, but don't know how, are ages 22 and younger.

64% of skaters who are currently sponsored are between the ages of 23-39.

0% of currently sponsored skaters (who took this survey) are above 40 years old.

69% of skaters who have been offered a sponsorship directly are ages 23 and above.

Straight skaters are 3.8x more likely than LGBTQ+ skaters to have sponsorships offered to them directly.

BIPOC and racially nonbinary (RNB) skaters are 1.8x more likely than white skaters to have responded that they would like to be sponsored, but don't know how.

BIPOC and RNB skaters are 3.7x more likely than white skaters to be sponsored by non-skateboarding companies, but slightly (0.8x) less likely to be currently sponsored [by major skateboarding companies].

Getting sponsored with skateboarding equipment is how dedicated skaters are able to invest more time and resources into excelling in their skill. Without these resources, the ability of marginalized groups to dedicate themselves to becoming 'great skateboarders' is more dependent on income rather than skill alone.

In contrast, non-marginalized skaters' access to resources is dependent on social networks. Since the majority of stakeholders in the skateboarding industry are non-marginalized skaters, they are networking mostly within their peer group of other non-marginalized skaters. Thus, perpetuating the cycle of inequitable representation and access to opportunities within skateboarding.

Social Environment

When asked about who their skate community is 168 people selected that they prefer to skate alone because it's safer.

77% of those people are women & GNC skaters.

When asked about their preferred skate style,

women & GNC skaters were slightly more likely to choose that they prefer to skate empty parking lots as opposed to street, skateparks, or transition.

This correlation is something that is commonly missed in the skateboarding research conducted by men, especially pre-dating the women's skateboarding movement. As someone who grew up as a woman in skateboarding, I was able to connect these two selections because of personal past experiences. Going to a skatepark or any space where the collective community of male skateboarders are all in one place can be intimidating for women & gender non-conforming peoples. Being conditioned as girls, many were pushed away from wanting to be in these spaces by protective parenting and inherited trauma based on gender. These conditions make it less accessible to the non-traditional skate community to access resources provided to the skateboarding community. This is not because of any overt discrimination, but a lack of understanding about the needs of women & gender non-conforming people in skate spaces.

This is where many build on the argument that no one is stopping us from skating and these limits to access are at times self-imposed. While this isn't inherently wrong, it is insensitive to the experiences that women & queer people have historically had in male dominated spaces. While yes, these limits are self-imposed subconsciously, they are decided based on very

real experiences of domination and objectification that men do not have to consider when entering these spaces.

We ask that all skaters acknowledge this by learning to empathize with the struggle of womanhood and to do your own shadow work so that we can be less hyper vigilant in spaces that are meant for decompression. For this reason, skating in an empty parking lot promotes a sense of safety that is not instilled with women and gender non-conforming skaters in traditional skate spaces.

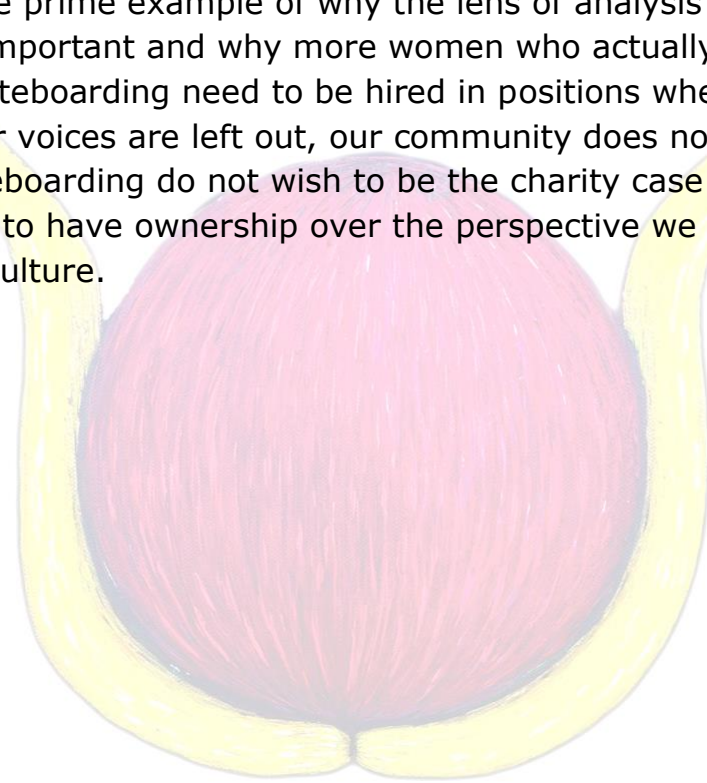
I'd also like to address this issue in regard to designing skateparks. Since most people who are currently involved in designing and building skateparks are men, I urge you to consider the following:

- Provide an out of the way space in public skateparks for ample flat ground space. Women and gender queer folks often gravitate towards parks that are adjacent to an empty tennis court or basketball court that they can take up space in.
- Create a portion of the park that is smaller in obstacle size, but wider in space so that new skaters can get a feel for traditional obstacles without being in the way of more experienced skaters.
- ALWAYS promote the construction of a bathroom in a public skate space. This is a huge deterrent for girls and GNC skaters.
- Build parks within populated places in the community as opposed to off the beaten path. This will make parents who aren't familiar with the sport more comfortable allowing their daughters to participate.
- Design to have lights at all skateparks and include emergency buttons in more wooded or unpopulated areas.

These are all details that are easily missed or unnecessary when designing only for male skateboarders. However, these details will make a huge difference in creating accessibility for historically marginalized skaters.

Additionally, without these results, the assumption of equality in respect to skateboarding has posed a major representation problem for women. Prior to the social media era, all skateboarding research has been conducted by going to skateparks or skate shops. Both of which have not been historically accessible or inviting towards women and GNC people. When fewer women were surveyed as a result of only considering these spaces, it was further assumed that women make up a miniscule portion of the skateboarding community. Most of my own upbringing was spent alone in my driveway or in an empty parking lot with a small group of friends.

This is one prime example of why the lens of analysis in skateboarding research is so important and why more women who actually participate in the sport of skateboarding need to be hired in positions where they have a voice. When our voices are left out, our community does not get served. Women in skateboarding do not wish to be the charity case for the “good guys”. We wish to have ownership over the perspective we bring to skateboarding culture.



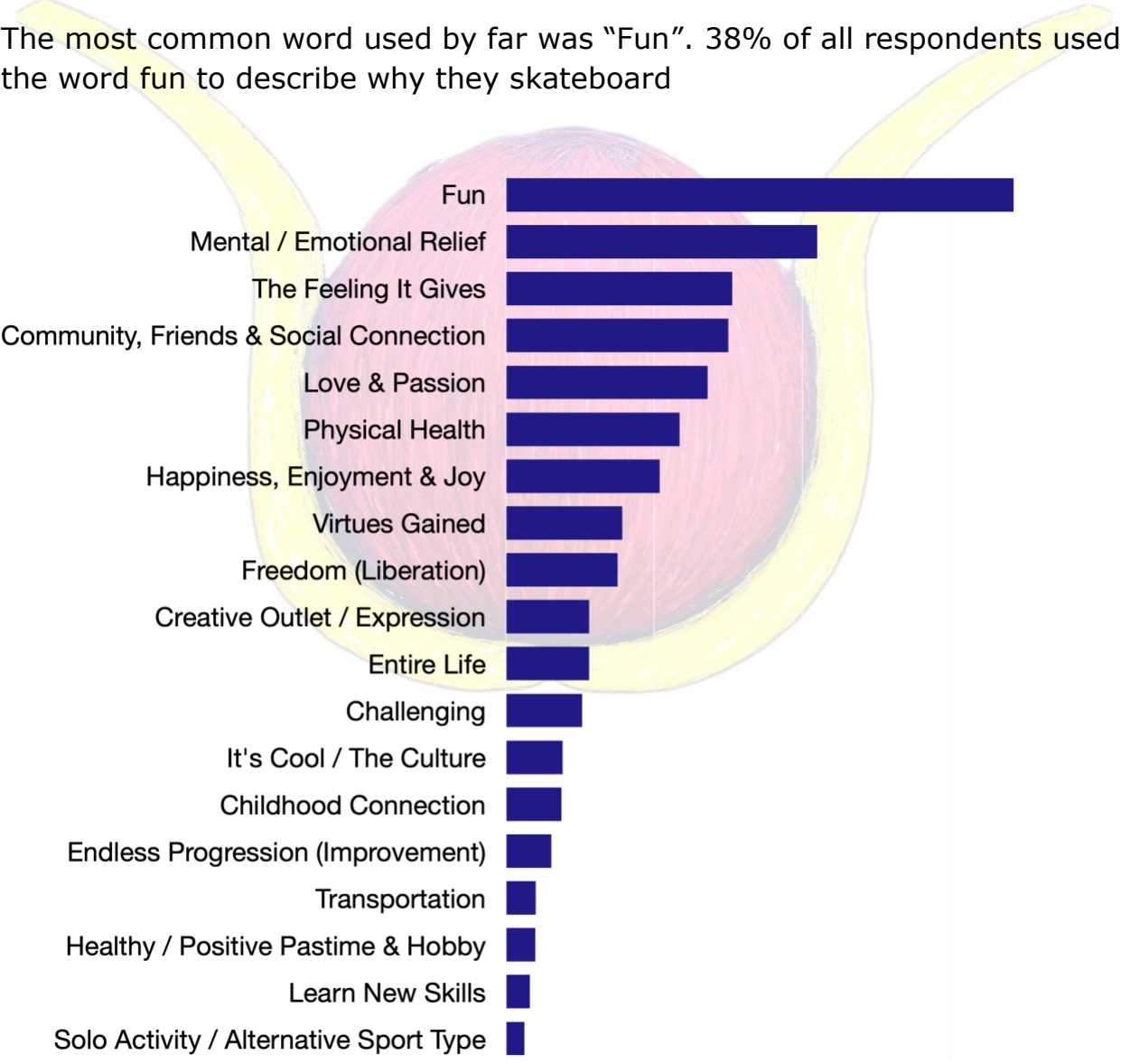
Highlights for the People

Why You Skateboard

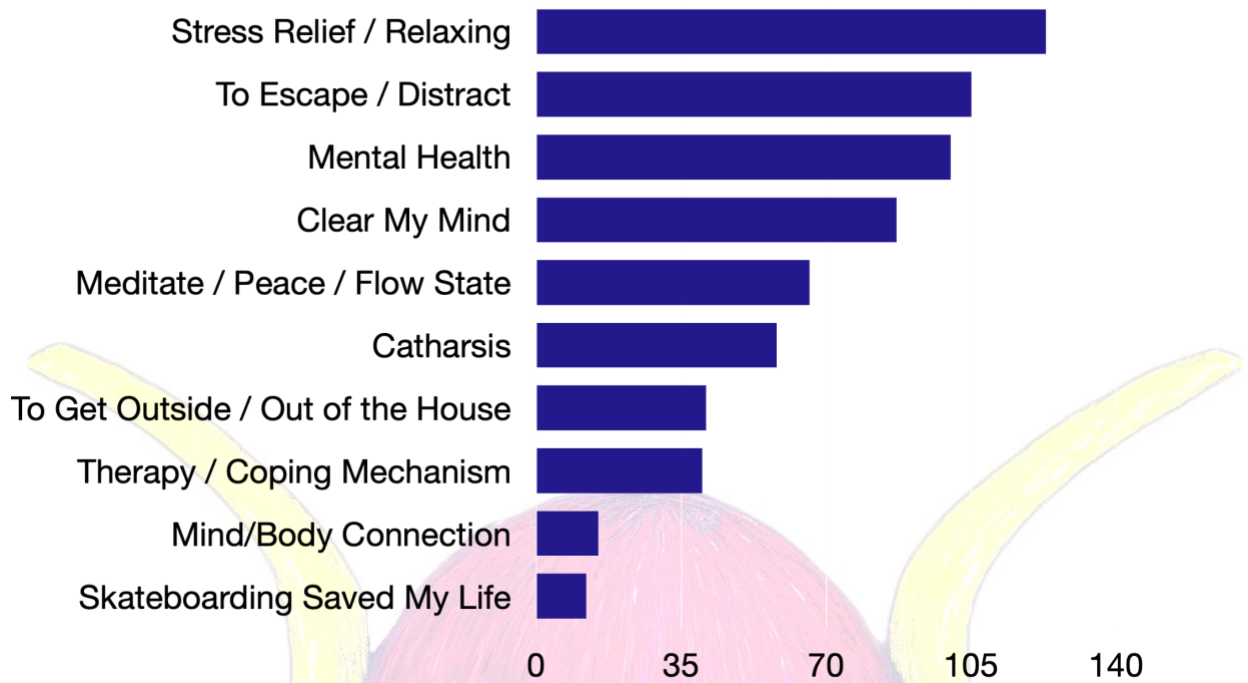
Skateboarding is the ultimate form of play.

Note: We left this question completely open ended. All 2,284 respondents were able to type in their own response. These results were based on how many times keywords were used and the interpretations of more abstract descriptions using common keywords as well.

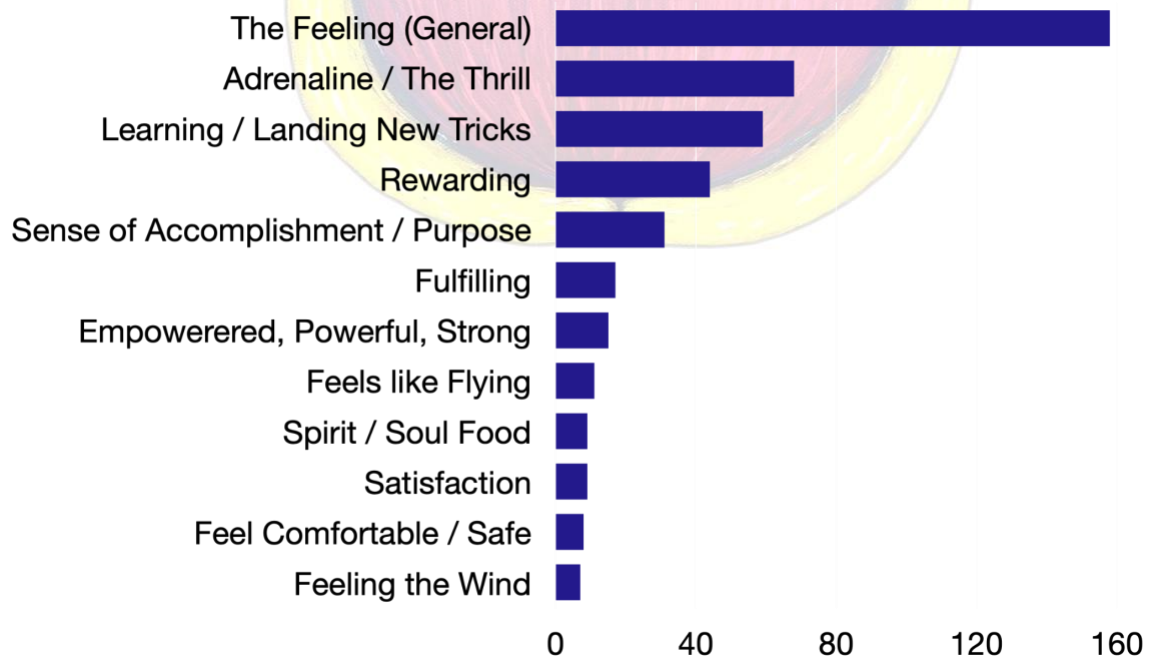
The most common word used by far was "Fun". 38% of all respondents used the word fun to describe why they skateboard



Mental / Emotional Relief Category Breakdown



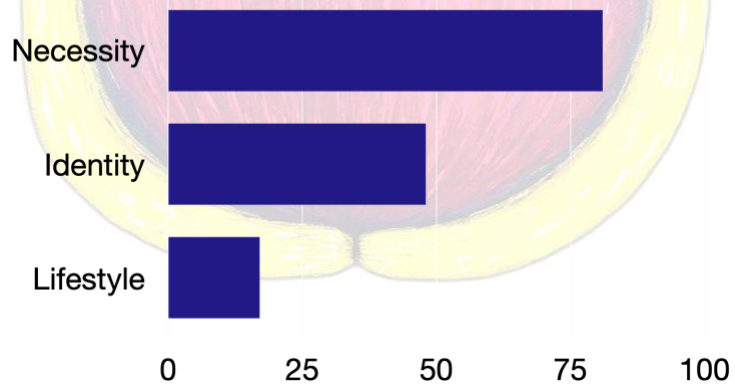
The Feeling It Gives Category Breakdown



Virtues Gained Category Breakdown



Entire Life Category Breakdown



Alternative Responses

In order of highest frequency to lowest.

Note: The responses in gray were only listed one time.

It's The Best Thing

Good Vibes

For Myself

Humbling

COVID Safe

Impress People

Experience, Exploration, & Travel

It's Good / Great

I'm Good At It

To Rebel

Representation

Career

Getting Hurt / Falling

Magical

Filming Skate Videos

Make Memories

Inspiring

Accessibility

Personal Relationship with Self

Gender Euphoria

Can Do It Anywhere

The Sound

It Just Makes Sense

To Stay Busy

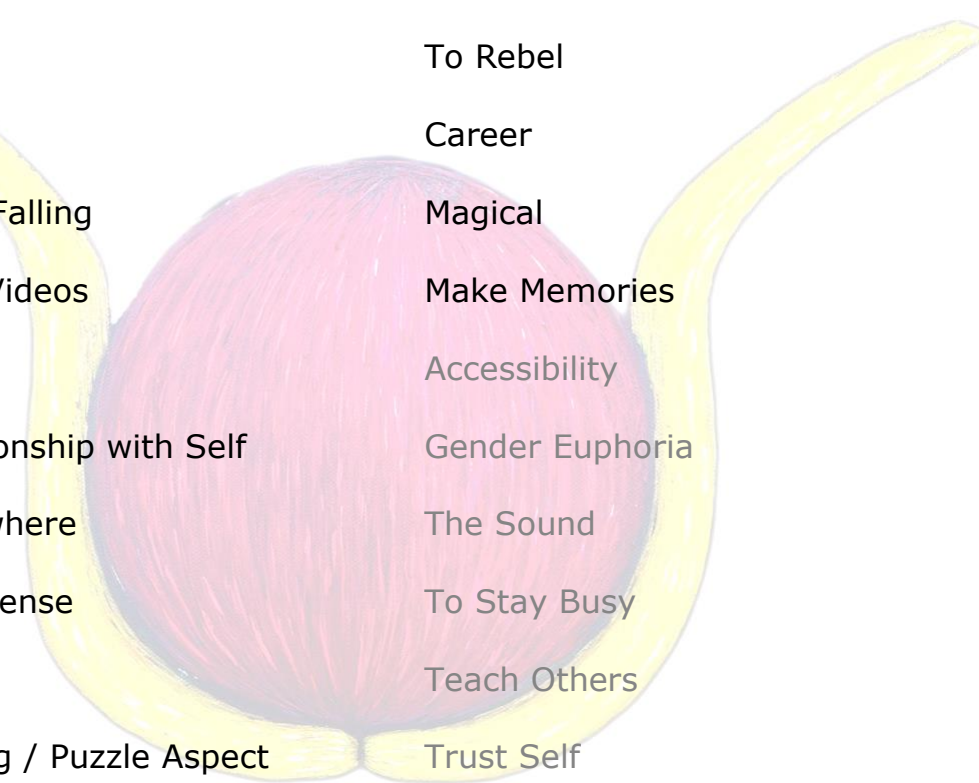
Perspective

Teach Others

Problem Solving / Puzzle Aspect

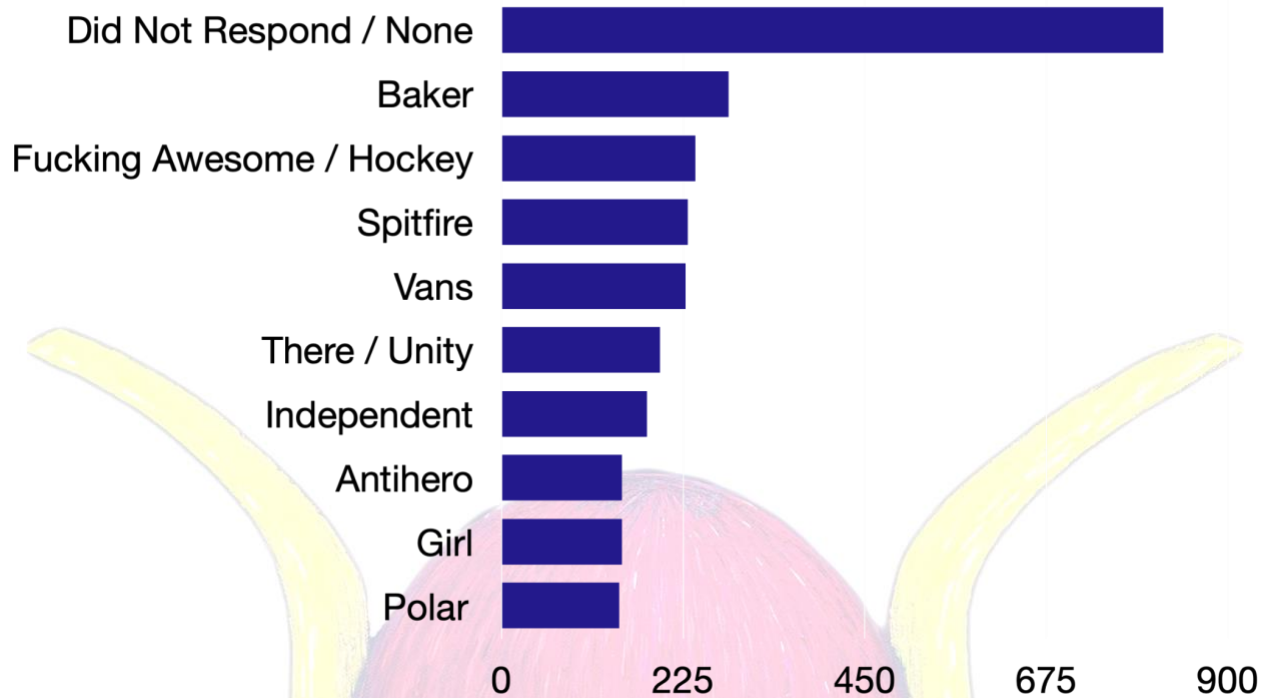
Trust Self

Dancing



Top 5 favorite skate brands

Question: What are your top 5 favorite skate brands?



Of those who did not respond or answered "None"

- 72% Women & GNC skaters
- More likely to be BIPOC
- 53% LGBTQ+ Community
- 64% 0-3 Years XP

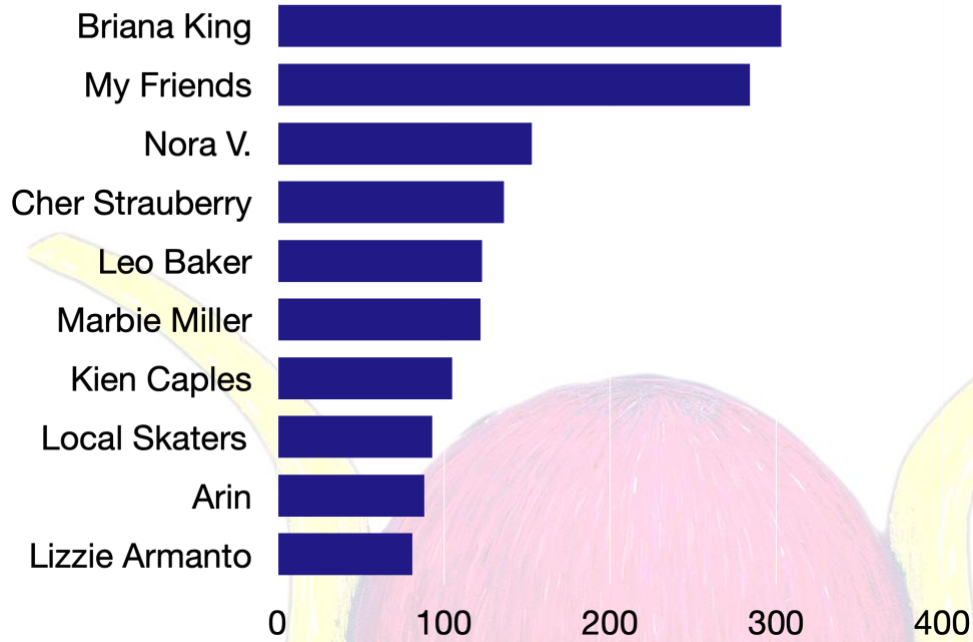
This breakdown shows a lack of representation for these groups in mainstream skateboarding media.

While they did not make the top 10, only 2 brands appealed to all gender categories more equitably. These brands were Santa Cruise & Element.

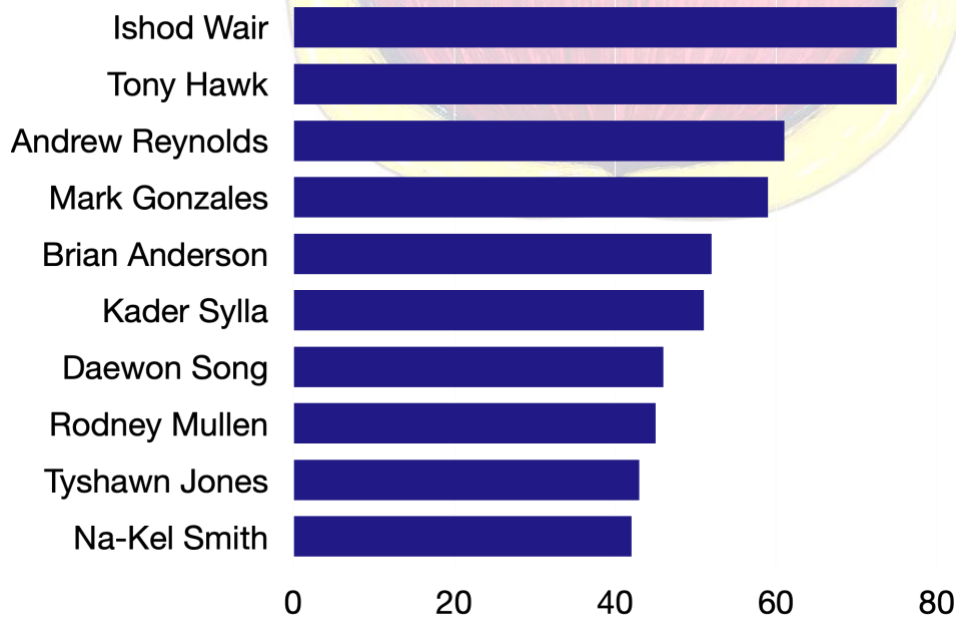
Skaters you look up to

Question: Which skaters do you look up to?

Top 10 Overall



Top Men



Note: This was a completely open-ended question where respondents were able to list more than one name.

Even though men made up 43% of our total survey, you'll notice that male skaters received significantly less mentions. These results are mainly due to the fact that men have far more options to choose from when it comes to representation. Men's votes were spread out in more pockets. Adversely, women and gender non-conforming skaters are given a much smaller selection of representation to look up to, making their votes collectively stronger.

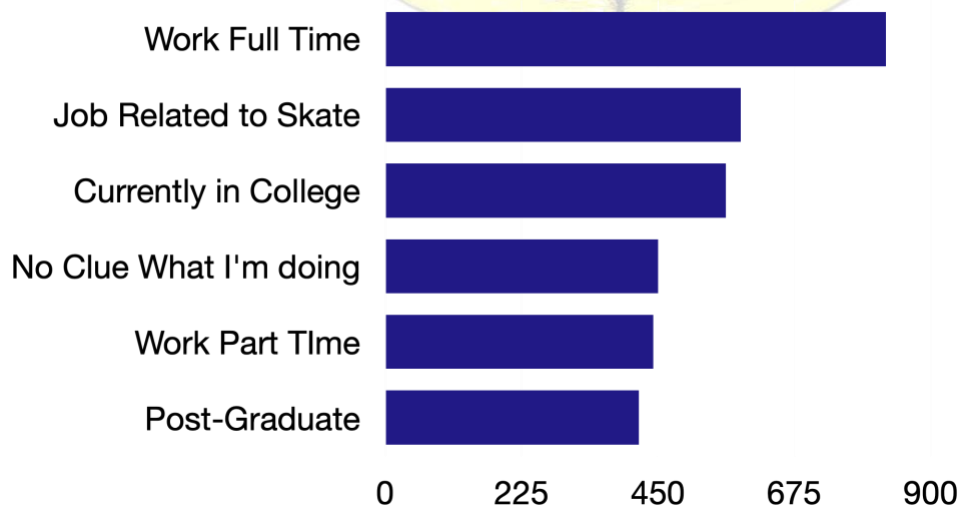
Skaters overwhelmingly looked up to skaters in the same gender category as themselves. Out of the 200+ skaters that were named, only 2 skaters appealed to all gender categories equally. These were Alexis Sablone & Andy Anderson. GNC skaters were slightly more likely than cis men and cis women to look up to their friends. This shows that representation is important. We can close the representation gap by centering more non-traditional skaters in mainstream media.

Education & Careers

Question: Are you currently pursuing education or a career outside of skateboarding?

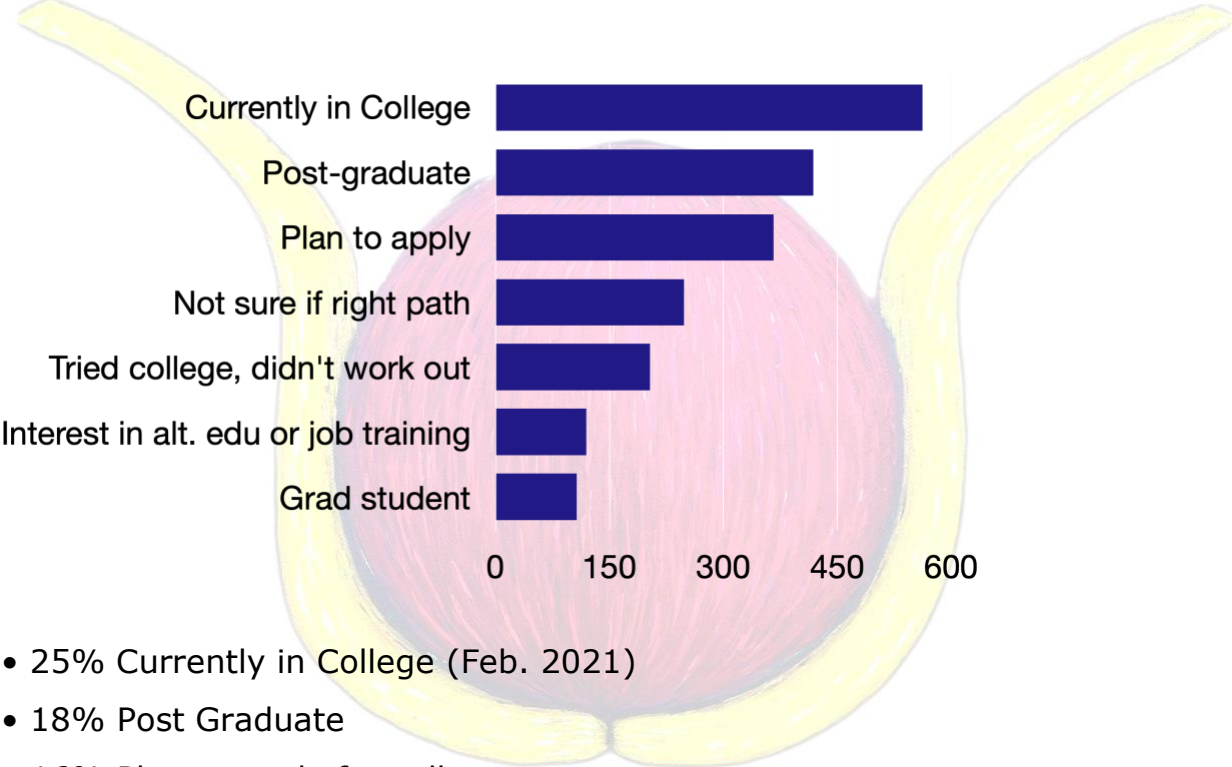
Note: Respondents were able to select more than one descriptor.

Overall



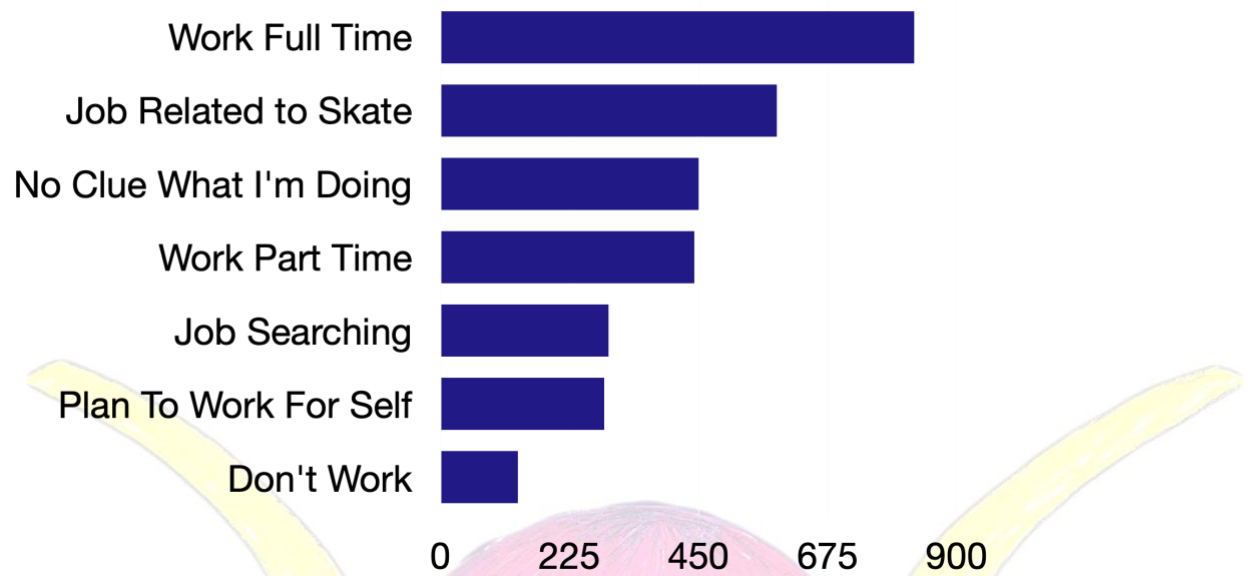
- 36% work full time (Feb. 2021)
- 26% Would like to (or already do) work in a job related to skateboarding
- 25% Are currently in college
- 20% Have no clue what they're doing
- 19% Work part time (Feb. 2021)
- 18% Post Graduate

Education



- 25% Currently in College (Feb. 2021)
- 18% Post Graduate
- 16% Plan to apply for college
- 11% Not sure if college is the right path for them
- 9% Tried college, didn't work out
- 5% Would be interested in alternative education or job training
- 5% Currently a graduate student or applying to grad school (Feb. 2021)
- 5% Don't plan to go to college

Career



- 36% Work full time
- 26% Would like to (or already do) work in a job related to skateboarding
- 20% Have no clue what they're doing
- 19% Work part time
- 13% Are currently job searching (Feb. 2021)
- 12% Plan to or already do work for themselves
- 6% Don't work

120 people shared what field they currently study or work in outside of skateboarding. Altogether they listed 56 different fields that skateboarders participate in.

Fields of Interest for Skateboarders

Arts/Artist

Educator

Military

Service or Retail

Skate Shop or Park

Full Time Parent

Musician

Photography

Media & Communication

Skate Coach

Skate Filmer

Actor

Civil Engineering

Cooking

Fashion

Film/Director

Finance

Graphic Design

Law

Music Producer / Audio Engineer

Science

Tattooing

Welding

Agriculture

Autism Services

Beekeeping

Bike Messenger

Climber

Coffee Roaster

Content Creator

Electrician

EMT

Environmental Science & Geology

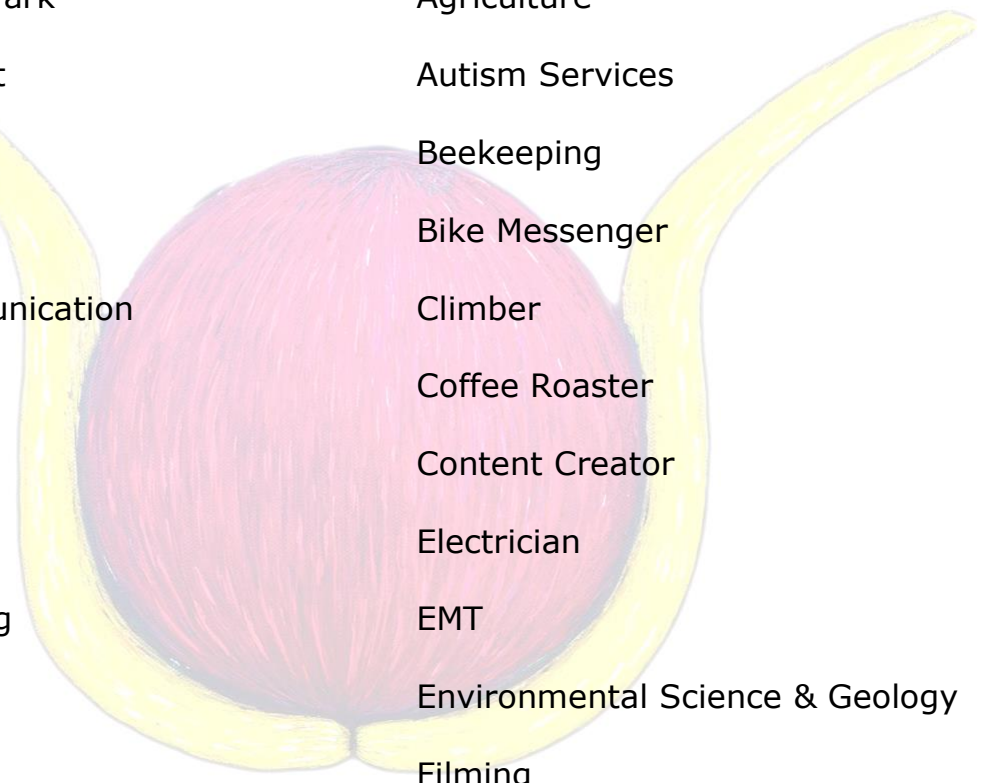
Filming

Furniture Design

Geography

Guitar Building

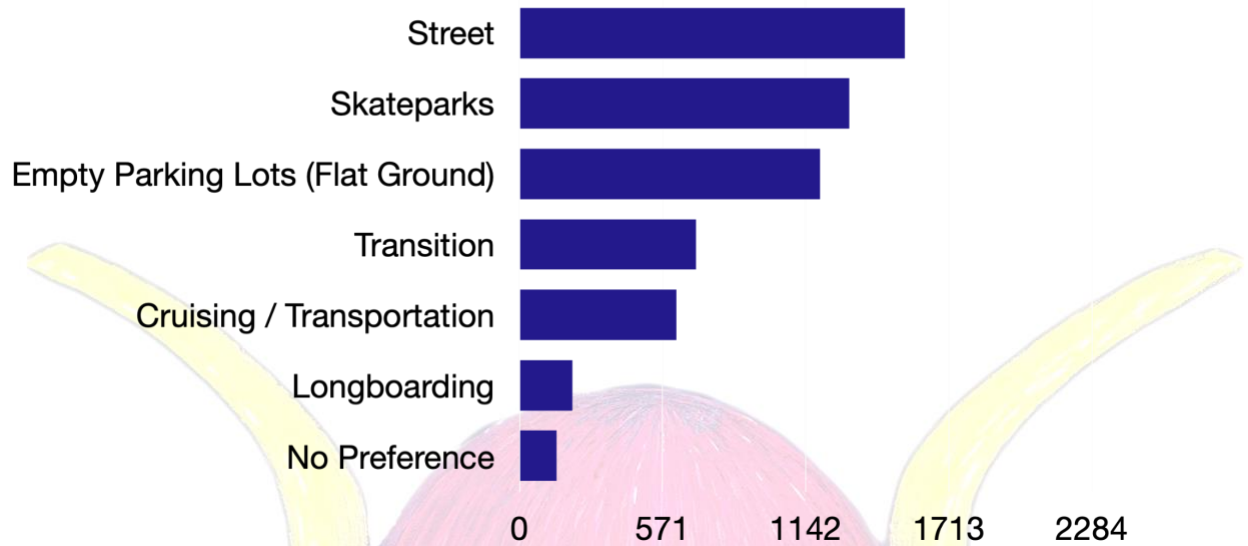
Humanitarian Volunteer Work



Preferred Skate Style

Question: What is your preferred skate style?

Note: Respondents were able to select more than one descriptor.



- 67% Street
- 58% Skateparks
- 52% Empty Parking Lots (Flat Ground)
- 31% Transition
- 27% Cruising / Transportation
- 9% Longboarding
- 6% No Preference

Sponsorship Experience

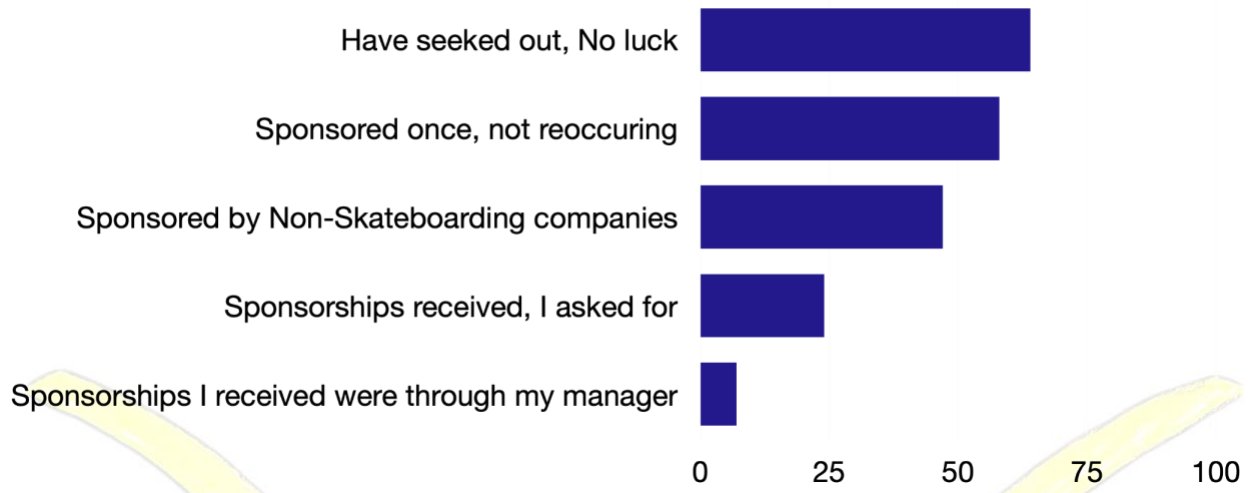
Question: What is your experience with skateboarding sponsorships?

Note: Respondents were able to select more than one descriptor.



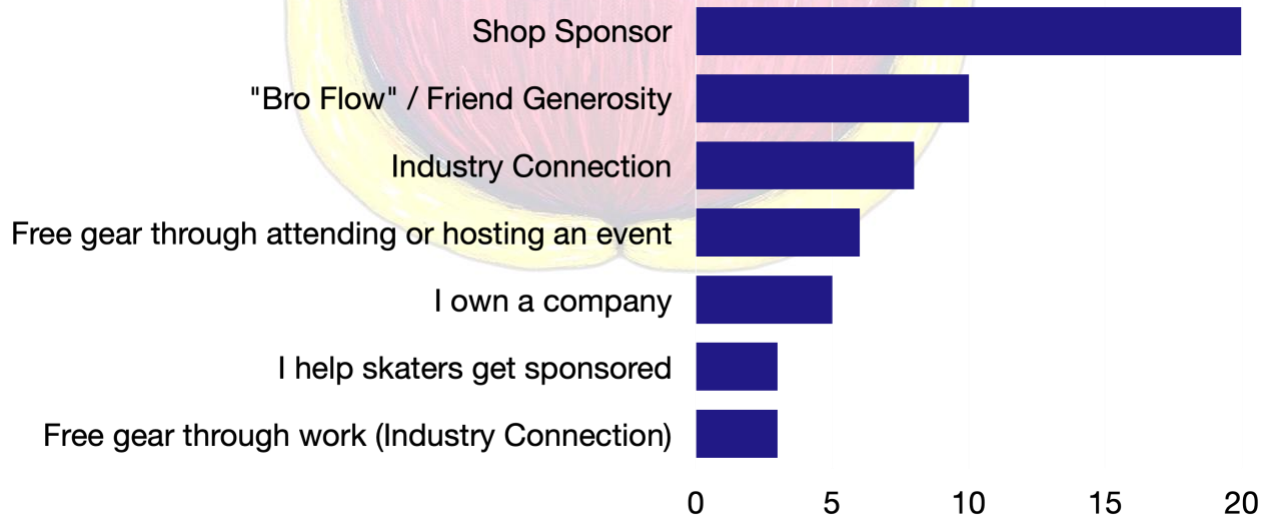
- 64% Have never been offered a sponsorship
- 48% Don't think they're good enough to be sponsored
- 42% Don't care about getting sponsorships
- 11% Would like to be sponsored, but don't know how
- 7% have been sponsored before, received some free items
- 6% Sponsorships received were offered directly
- 5% Currently Sponsored

Less Popular, But Still Notable



Alternative Experiences

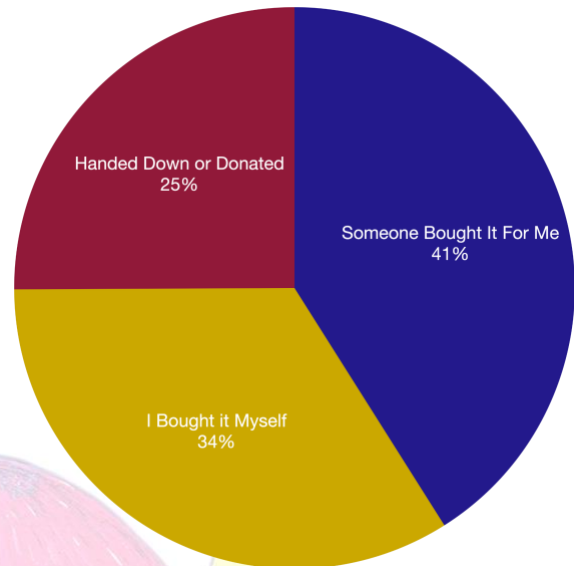
Note: Respondents were able to write in their own experience.



First Skateboard

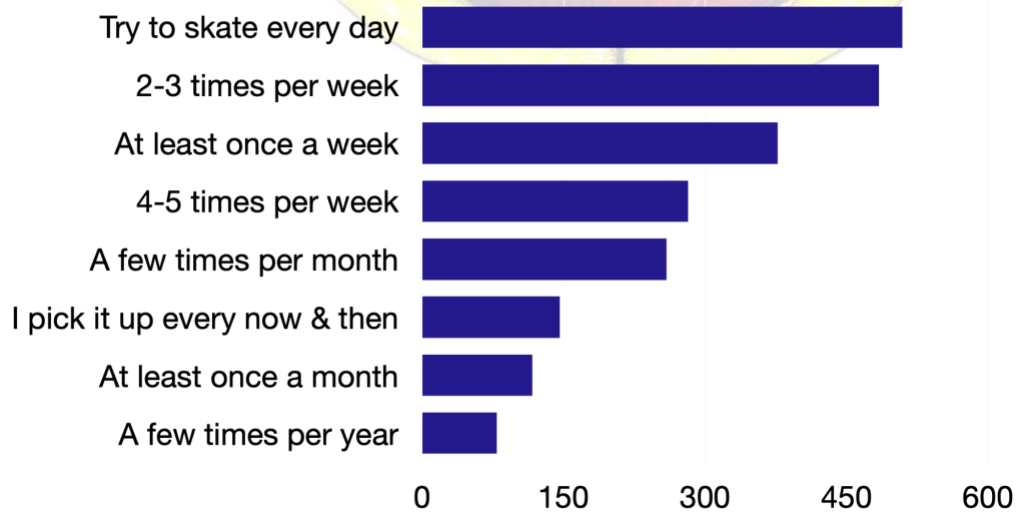
Question: How did you receive your first skateboard?

- 40% Had their first skateboard bought for them
- 33% Bought their first skateboard themselves
- 25% Had their first skateboards handed down or donated to them



Skate Frequency

Question: How often do you skateboard?

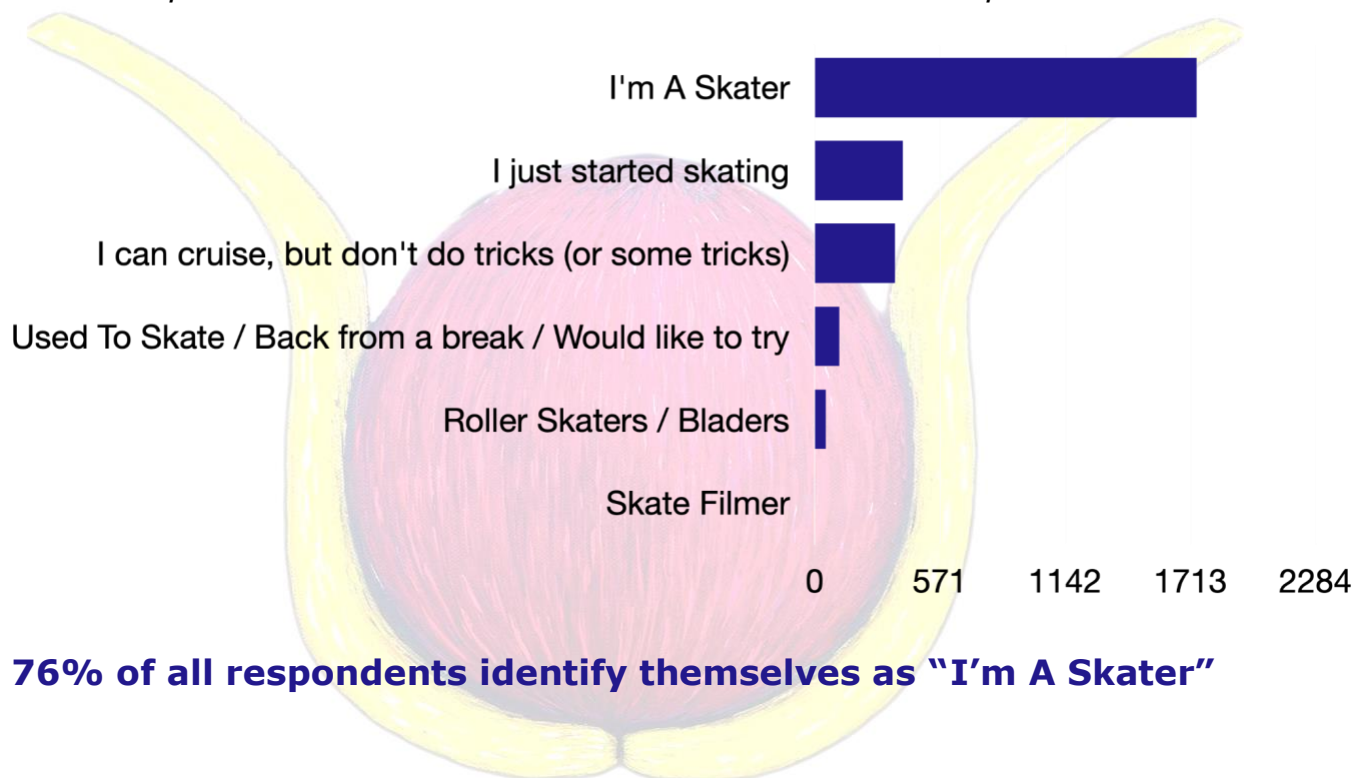


- 22% of respondents try to skate every day
- 21% of respondents skate 2-3 times per week
- 17% of respondents skate at least once a week
- 12% of respondents skate 4-5 times per week

Skater ID

Question: *What is your relationship to skateboarding?*

Note: *Respondents were able to select more than one descriptor.*

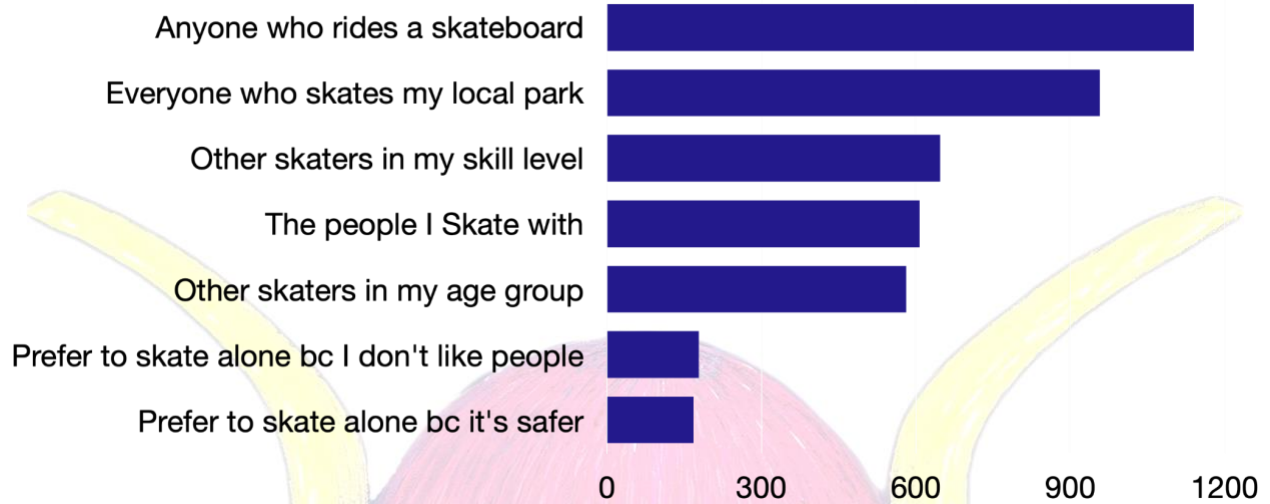


Your Skate Community

Question: Who do you consider to be your skate community?

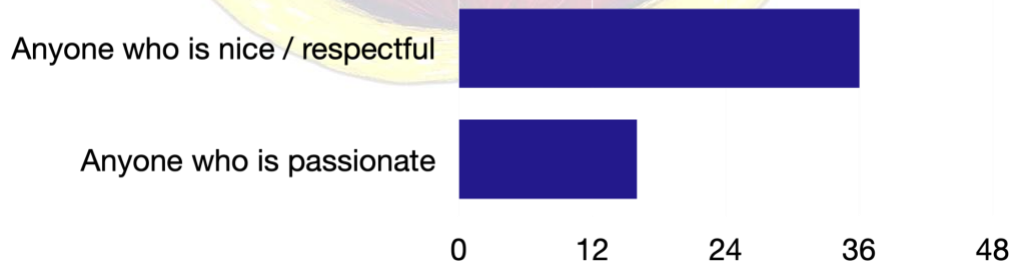
Note: Respondents were able to select more than one descriptor

Overall



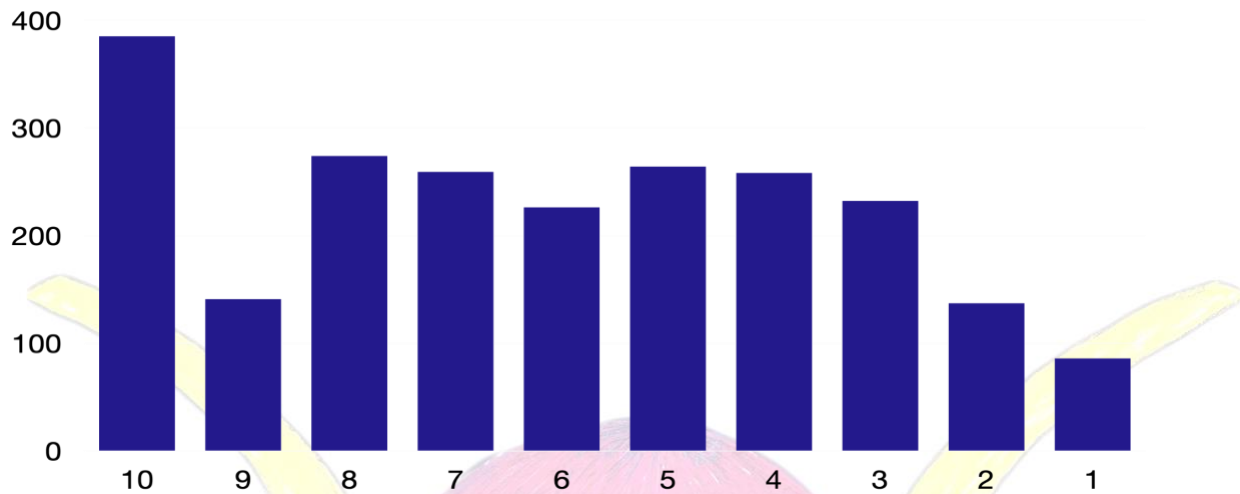
Alternate Descriptions

Note: Respondents were able to write in their own description as well. The following are written descriptions that occurred often in frequency.



Identification With General Skate Community

Question: How often do you see people you can identify with in the general skateboarding community?



Who Rated a 10

- 84% Men
- 78% Straight
- 64% White

Who Rated a 1

- 78% Women & GNC Skaters
- 62% RNB & BIPOC skaters (36% RNB)
- 53% LGBTQ+ Community

Who Rated a 2

- 89% Women & GNC Skaters

Who Rated a 3

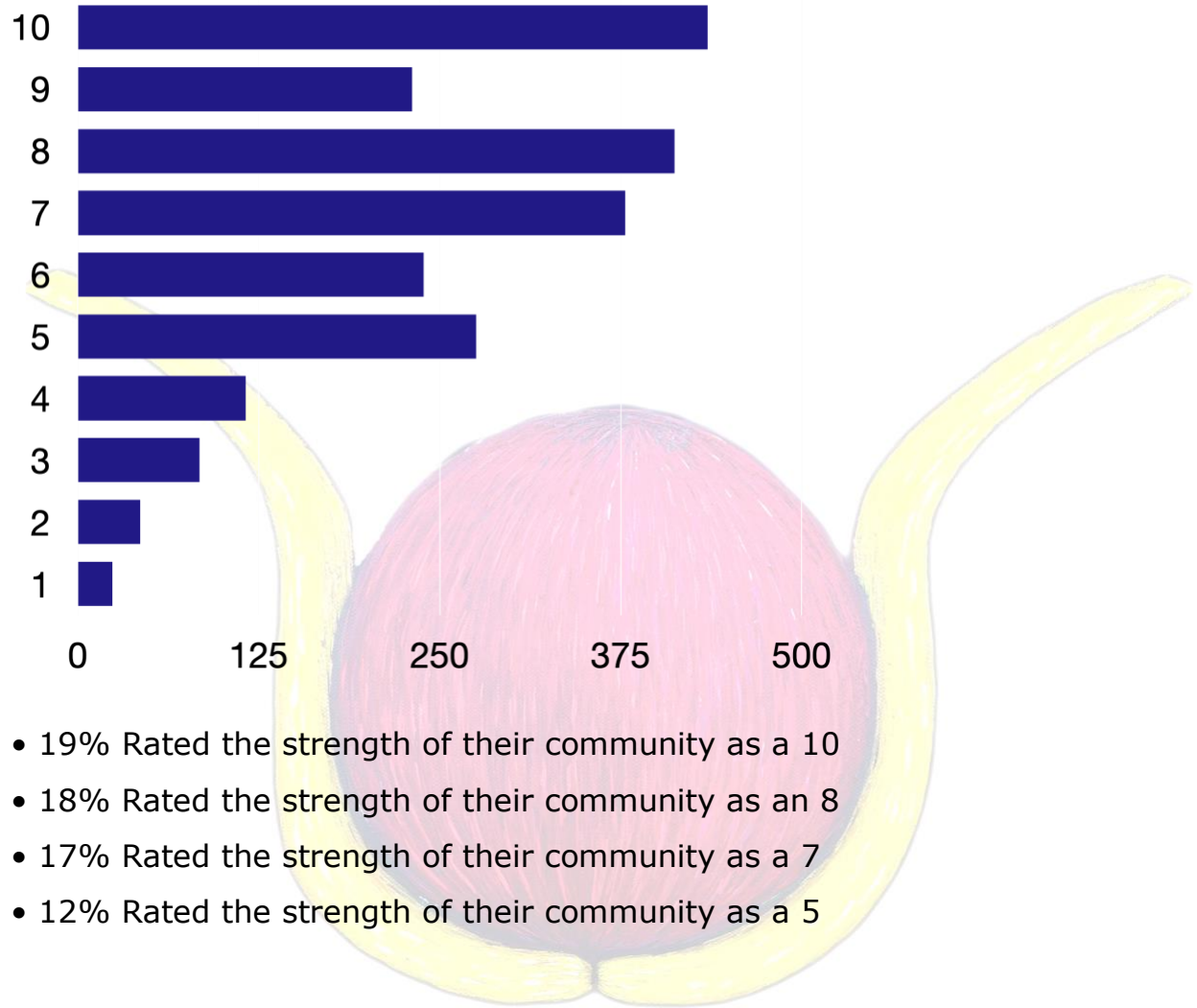
- 88% Women & GNC Skaters

Who Rated a 4

- 85% Women & GNC Skaters
- 60% LGBTQ+ Community
- 31% BIPOC (20% RNB)

Strength of your skate community

Question: Rate the strength of your skate community from 1-10



Gender Breakdown

Cis men were most likely to rate the strength of their skate community between 7-10.

Cis women were most likely to rate the strength of their skate community between 2-5.

GNC skaters were most likely to rate the strength of their skate community between 1-4.

Race / Ethnicity Breakdown

White skaters were most likely to rate the strength of their skate community as a 9.

Racially nonbinary skaters were most likely to rate the strength of their skate community as a 1.

BIPOC skaters were most likely to rate the strength of their skate community as either a 5 or a 10 (most likely affected by gender).

Other Notable Breakdowns

Midwest skaters were most likely to rate the strength of their skate community as a 1.

Skaters with XP levels between 4 & 20 years were most likely to rate the strength of their skate community as a 1.

Highlights for Businesses

The report package for businesses will contain a demographics breakdown of all above survey questions as well as these locked results:

Buying Variables

Question: How important are the following factors on your decision to purchase a certain deck? (Factors rated 1 to 5: Brand name, Who rides on the team, Name on the deck, Graphic Design, Shape & Size, Price of Deck)

Posting Behaviors

Question: *Do you post skateboarding content on your personal media accounts (if so, in what way do you do this)?*

Skate Content Platforms

Question: *From where do you receive skateboarding content?*

Following Skaters

Question: *I am most likely to follow a skateboarder's content if...*

Goals Through Skateboarding

Question: *What is your goal with skateboarding?*

If you would like deeper insights into the marketing behaviors for recreational skateboarders (centering women & gender non-conforming perspectives) please email me at mariah@forbiddenfruitskateboards.com