

FSC Cruising survey (using SurveyMonkey) July 2015

Process

In August 2013 the Cruising Section developed a survey (using SurveyMonkey on-line software) to identify the attractions and barriers to taking part in its cruises. It also provided an opportunity to find out more about the demographics of the group. The survey was repeated in July 2015. Questions were kept the same in order to allow valid comparison between the two surveys. The survey link was posted on the FSC Cruisers Google group, which has 225 members. There were 56 respondents (25% return rate, a bit higher than in 2013). The results were analysed 5 days after issue (same as in 2013).

Summary of results

- There were very few significant changes from 2013. The respondents were slightly older.
- Most respondents were in the 55-70 age bracket, had been sailing keelboats for more than 15 years and usually sailed with just their partner.
- Most respondents were aware of most cruising events. The Topic Nights were the most highly recognised event.
- The most preferred nearby destination was Rockingham, closely followed by Mandurah. The least preferred was Warnbro Sound. The most preferred distant destination was Shark Bay, closely followed by Abrolhos. The least preferred were Bali then Albany.
- The most preferred cruise format was a weekend cruise with an overnight stay. The least preferred format was a day sail during the week.
- The biggest factor influencing the decision to join a cruise was lack of time. The least influential factor was lack of sailing skills.
- The strongest motivations for joining a cruise were to meet people and go to new destinations.
- Three-quarters of respondents perceived Cruising events to be either quite social, or very social.

Observations and interpretations

The demographic holds no surprises, but it is worth noting the low number of respondents who sail with young children (4%).

Of concern is the heavy skew towards older sailors with a lot of experience. This implies we do not have enough newcomers to sustain the Cruising Section in the long term, a situation which must be addressed. This is not straightforward, involving marketing, socialising, mentoring, education and many other facets of running a successful recreational group.

The perception of the Cruising Section as a sociable group is very positive; we must maintain our efforts to be inclusive.

The motivations to join a cruise reflect the answers to other questions – sociability and new destinations. The main deterrent to joining is lack of time. Whilst this might appear to be outside our control, we can and must work to raise Cruising events higher on the list of members' leisure priorities.

The notices of cruises appear to be getting out to the members in a timely fashion.

The popularity of overnight weekend cruises is strong. The interest in weekday cruises is low.

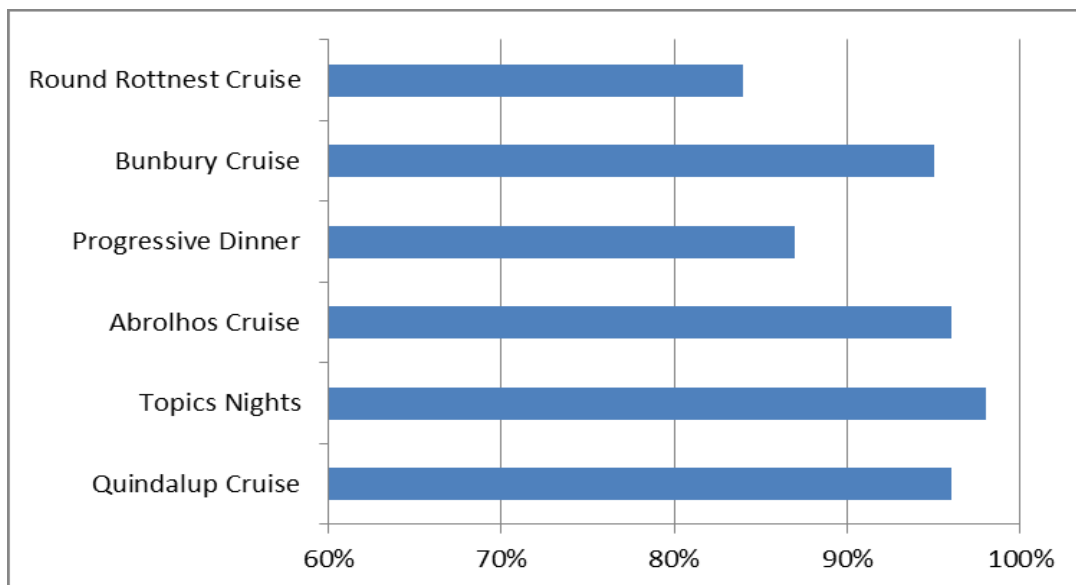
The preferred destinations were all very closely rated. Rockingham has just taken over from Rottneest as the preferred local destination. Of the more distant destinations, Abrolhos and Shark Bay are the most popular choices. Bali and Albany were the least favoured. Quindalup remains 5th on the list.

Recommendations

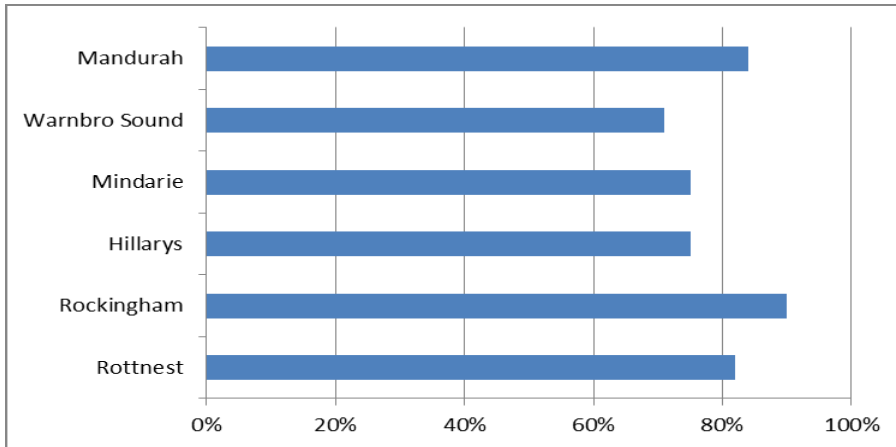
1. Develop and implement a 5 year plan to increase the number of “young” (under 50, let's say) newcomers to cruising.
2. Maintain our spread of destinations for weekend cruises.
3. Maintain the Abrolhos cruise in our calendar, possibly extending it to Shark Bay.

Appendix: survey results.

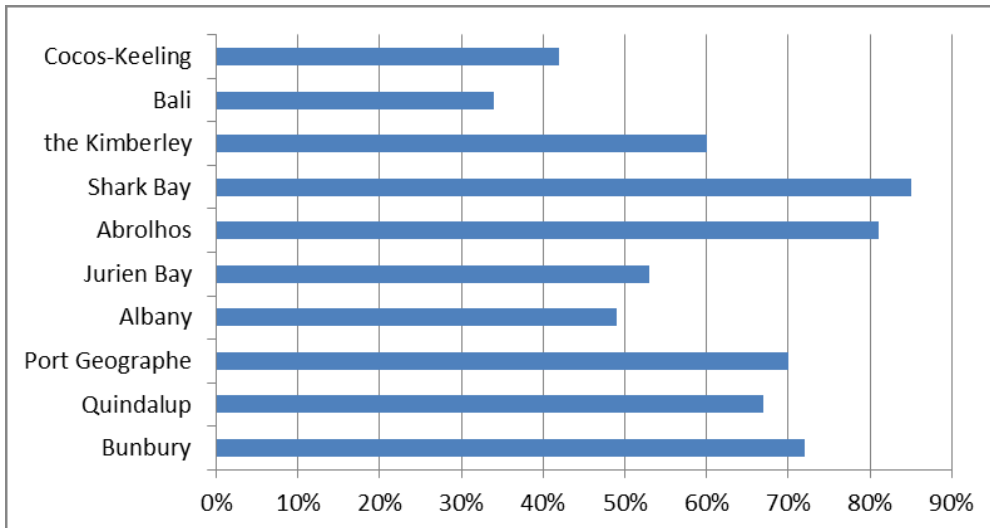
1. Which of the following Cruising Section events are you aware of?



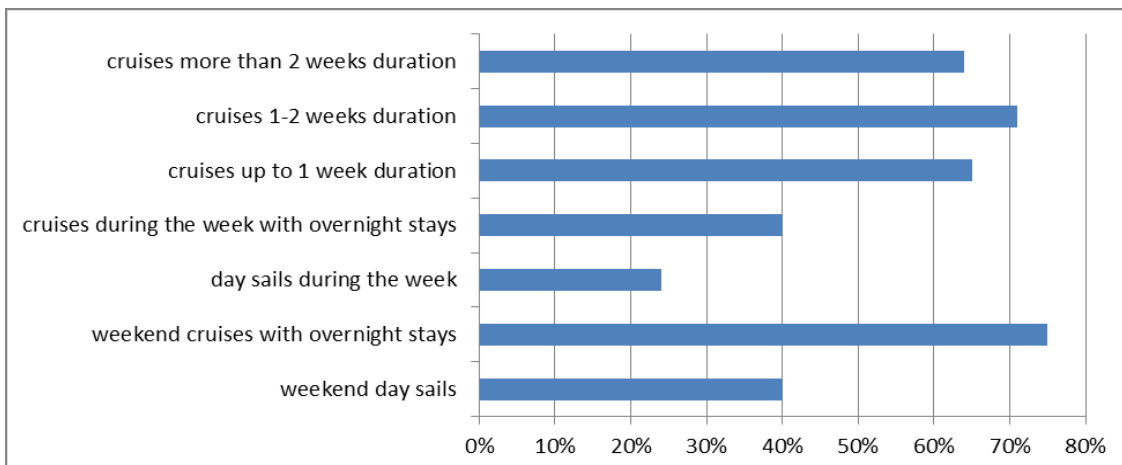
2. Which of the following nearby cruise destinations would you be interested in going to? (tick as many as you wish)



3. Which of the following more distant destinations would you be interested in sailing to? (tick as many as you wish)



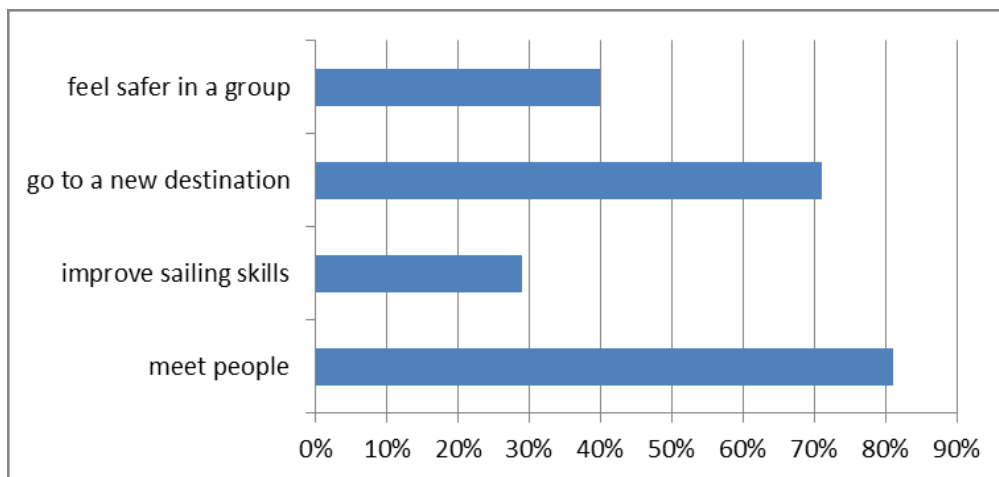
4. What duration and timing of cruises would interest you (tick as many as you wish)



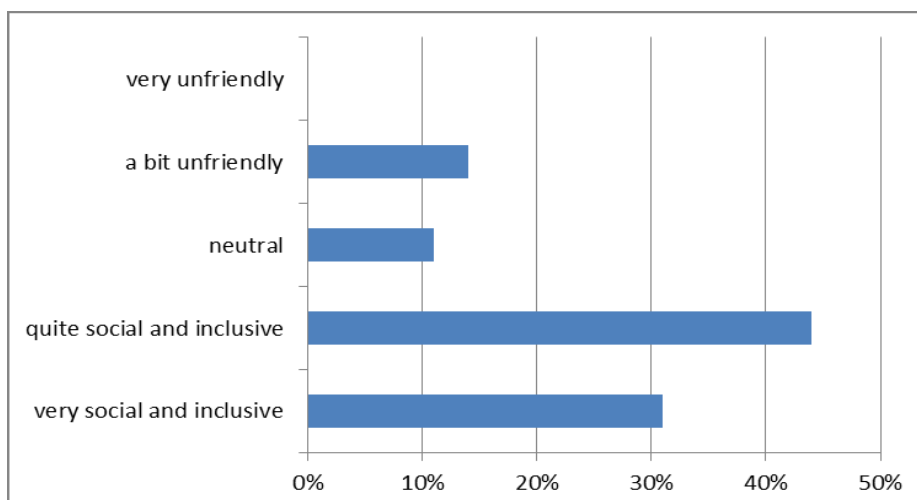
5. Please rate the following factors as to how much they have affected your decision to join an organised cruise.

	strongly disagree	slightly disagree	neutral	slightly agree	strongly agree
lack of time	15%	13%	26%	11%	35%
shortage of crew	42%	13%	17%	23%	6%
uninteresting destinations	29%	22%	35%	12%	2%
unsociable participants	56%	11%	15%	17%	0%
lack of sailing skills	71%	18%	4%	4%	4%
notices of events not received in sufficient time	40%	21%	25%	12%	2%

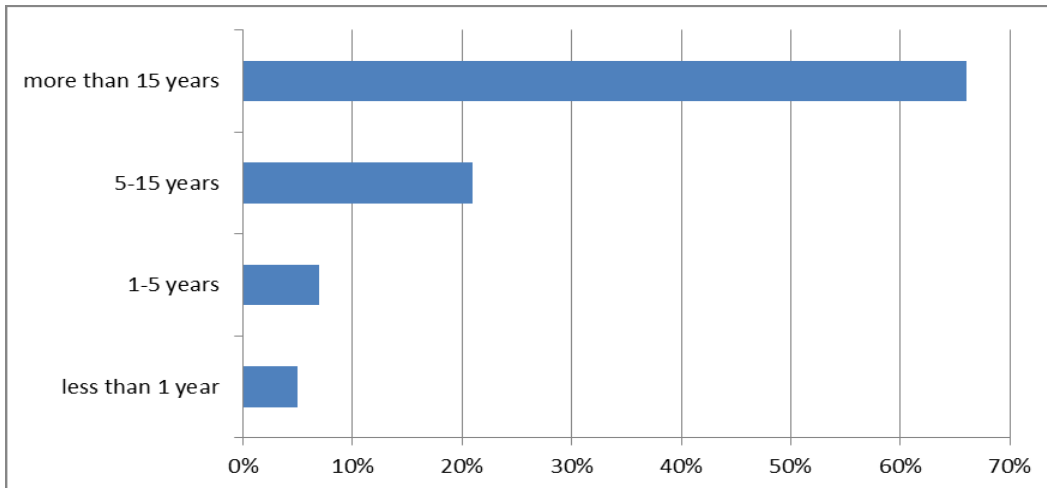
6. What would motivate you to join a cruise?



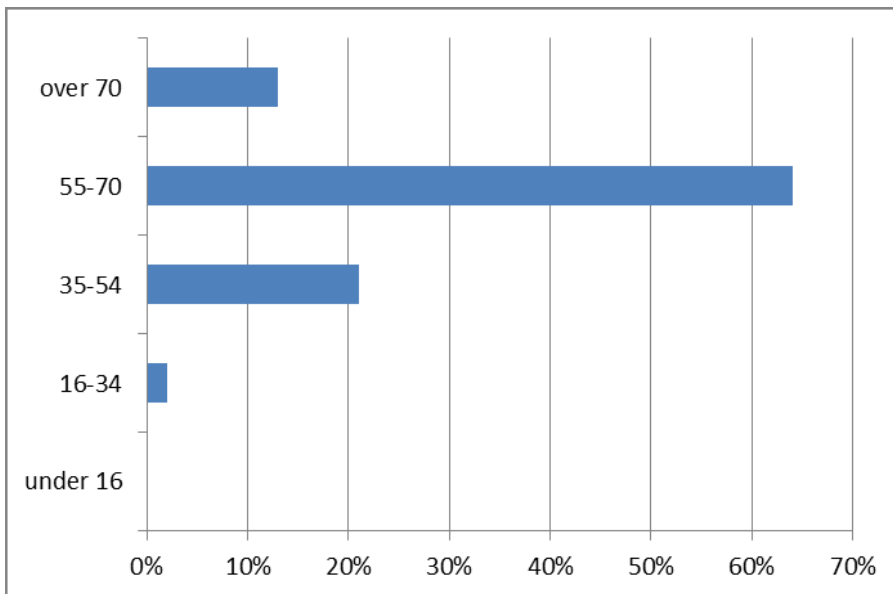
7. Which of the following phrases best describes your perception of Cruising Section events?



8. How many years have you been sailing keel boats?



9. What age bracket do you fit into?



10. Which of the following best describes your usual crew? (tick only one box)

