

Jersey Registered Boat Owners Satisfaction Survey Results

2018



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1.1. Introduction

This report contains the results and data overview from the customer satisfaction survey targeting boat owners with vessels registered in Jersey, the data was collected during a one month period from February to March 2018.

Not all respondents completed all questions in the survey, therefore, there are some variances in the number of responses received on the question compared to the overall total amount of surveys received.

While taking the variance of responses into consideration, the following formula was used to provide accurate percentage figures for each individual question: $(\text{Number of responses} \div \text{total of responses}) \times 100$

Total percentages may not add up to 100% as percentages have been rounded.

The survey was sent out in an electronic email to all registered boat owners with emails in Jersey Marinas system. 1,301 emails were sent, 1,115 were successfully delivered with 747 emails opened.

The Jersey Marinas distribution list was cleansed prior to sending the surveys due to a large number of obsolete email addresses remaining in the system from historic registrations.

A total of 206 online surveys were completed.

Questions were asked across a range of areas including:

- Vessel owners – demographics, qualifications, memberships, publications and apps used;
- Types of vessels owned and their usage;
- Any marina services used;
- Jersey Marinas facilities and service.

Questions were asked on customer satisfaction in areas of:

- **Cleanliness:** Facilities, pontoons, public areas / walkways, harbour – marinas and harbour – quays
- **Services provided:** Trolley availability, recycling sites, parking, launderette, Wi-Fi access and access to holding pontoons
- **Marina maintenance:** Lighting, plumbing, weeding, pontoons and facilities
- **Marine leisure centre:** Opening hours, staff helpfulness, telephone response problem solving and website content and layout

Responses received about the individual aspects were added together in order to ascertain the overall satisfaction levels in the key areas.

Overall satisfaction levels on the four key areas the survey addressed are:

Cleanliness

Overall satisfaction:	77%
Overall dissatisfaction:	8%
No opinion:	16%

Services Provided

Overall satisfaction:	54%
Overall dissatisfaction:	23%
No opinion:	23%

Marina Maintenance

Overall satisfaction:	75%
Overall dissatisfaction:	8%
No opinion:	17%

Marine Leisure Centre

Overall satisfaction:	80%
Overall dissatisfaction:	4%
No opinion:	16%

1.2. Boat Owner Demographics

16-24	1%
25-34	6%
35-44	14%
45-54	23%
55-64	32%
65+	26%

81% of the total respondents are aged over 45, with the largest proportion being in the 55-64 age group at 32%.

91% of those who responded are ordinarily resident in Jersey.

67% insure their vessel through a Jersey based company, 33% use elsewhere.

1.3. Boat Association and Yacht Club Memberships

St Helier Yacht Club	57%
Royal Yachting Association	48%
Royal Channel Island Yacht Club	31%
St Helier Boat Owners Association	25%
Other	22%
Gorey Boat Owners Association	8%
St Aubin Boat Owners Association	8%

74% of respondents said they hold membership with a boating association or yacht/sailing club.

SHYC was the most popular followed by the RYA.

1.4. Sailing Experience

VHF Radio	64%
ICC	42%
RYA Powerboat	40%
RYA Day Skipper	40%
RYA Yachtmaster	22%
RYA First Aid	22%
RYA Sea Survival	18%
RYA Competent Crew	11%
RYA Coastal Skipper	8%

88% of respondents have boating qualifications.

The most common qualification held is the VHF Radio Course with 64% of respondents having achieved this.

The most popular boating qualifications are closely matched between the RYA Day Skipper, RYA Powerboat Level 1 and the International Certificate of Competence.

1.5. Marine Related Resources

Apps and Websites

90% of respondents provided feedback on marine websites and apps they use.

Of these, 86% said they use Jersey MET for weather information.

Navionics is the most popular chart and plotting apps between respondents – the app is the most popular boating app in the world.

Other notable mentions include windguru and windy for weather information.

Publications

75% of respondents identified publications they use to aid their boating.

78% said they use the 'Jersey Cruising Guide' for information; 55% use either the Jersey Marinas produced 'Mariners Pocket Book' or 'Mariners Handbook'.

1.6. Vessel Information

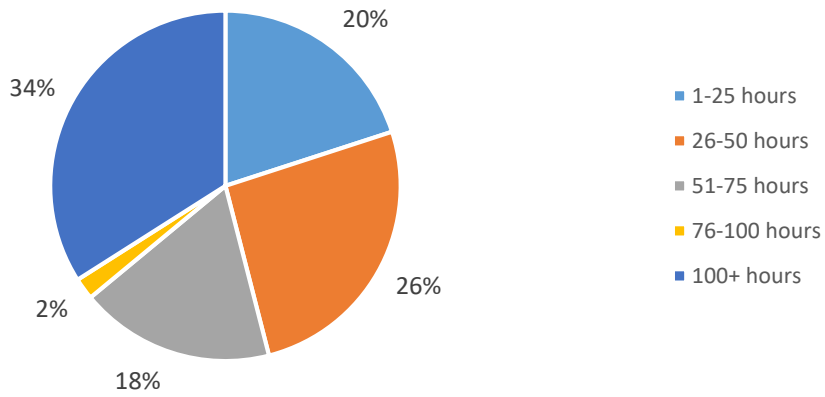
Motorboats are the most popular type of vessel with 73%. Of these, diesel powered vessels account for 63%.

Sailing boats were owned by 25% of respondents and 2% of vessels fall into the 'other' category, consisting of PWC's, rowing boats and dinghies.

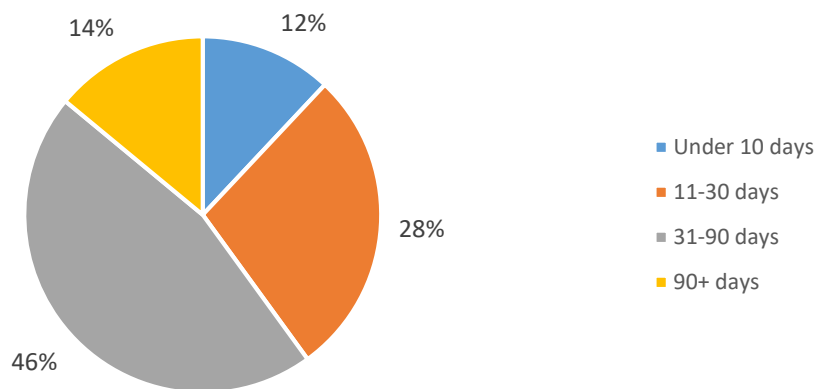
66% of vessels owned are over 10 years old. 17% have been purchased within the last five years.

Vessel usage - 1.7.

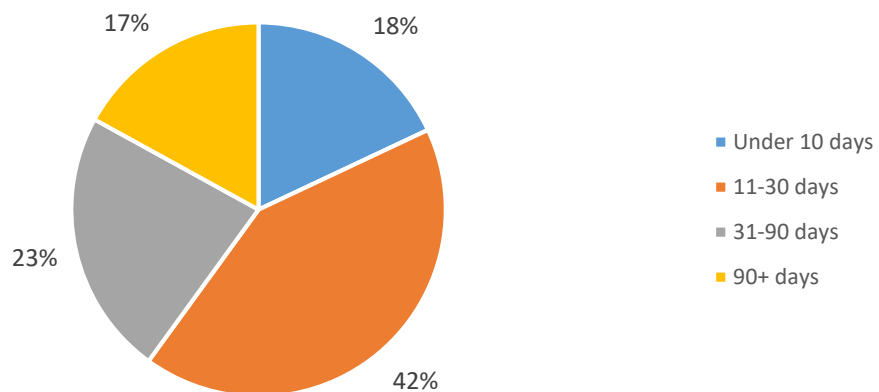
Trailer Launched Vessels



Sailing Boats



Motorboat



1.8. Berths and Contracts

94% of respondents said they have annual berth contracts with Jersey Marinas.

Just 2% said they have summer contracts, and 2% winter contracts.

3% of respondents replied N/A

With around a quarter of respondents already stating they have trailer launched vessels, this statistic is debatable.

1.9. Services Used

44% of customers use the **drying pads** or blocks provided by Jersey Marinas.

33% of customers said they use the **La Collette Boat Park** facilities.

90% of respondents use a **guardiennage service**.

58% do their own **anti-fouling**.

7% use the **pump out service** in Elizabeth Marina

Refuelling

- 53% of respondents refuel their vessel on Victoria Pier.
- 30% use Elizabeth Marina.
- 27% use Marine Fuel 24/7.

Many listed Gorey under the others section as somewhere they refuel their vessel.

1.10. Positive Aspects of the Services and Facilities Provided by Jersey Marinas

Staff	56%
Maintenance	13%
Cleanliness	11%
Facilities	11%
Location	11%
Safety	10%

49% of respondents used the survey to provide feedback on the most positive areas around the services and facilities provided by Jersey Marinas

Of the comments received, the friendliness and helpfulness of the marina staff ranked the highest with 56% of replies mentioning that aspect.

Word Cloud showing the most popular words and phrases from the responses.



1.11. Other Marinas

Respondents were asked if there were other marinas with facilities that they thought Jersey could benefit from, 36% replied with suggestions.

The most popular suggestions from other marinas were:

- Parking facilities;
- Attendants to greet visitors in dory;
- Floating bathroom facilities;
- Improved general areas around all marinas, facilities, cafes, bars etc.

1.12. Final suggestions that could enhance the Services and facilities provided by Jersey Marinas

52% of respondents provided input on what they believe could enhance Jersey Marinas services and facilities, the most popular are ranked below. Of those that responded, below are the stats relating to what they has to Say.

Parking	16%
Holding Pontoon	11%
Wifi	8%
Costs	7%
Staff visibility / attendants on pontoons	6%
Cleanliness	5%

There was a wide range of suggestions offered throughout the marinas. The highest ranking suggestion was improved parking, comments covered all town marinas.

Holding pontoon issues were a frustration for many boat owners, some comments covering staff visibility were linked to this.

Many customers have expressed the need for improved Wi-Fi with a simplified logging on procedures.

1.13. Satisfaction Rankings

Customers were asked to rank their satisfaction levels across four key areas, these key areas were broken down into individual aspects:

- **Cleanliness:** Facilities, Pontoons, Public areas / Walkways, Marina, Harbour – Marinas, Harbour – Quays.
- **Services Provided:** Trolley Availability, Recycling Sites, Parking, Launderette, Wi-Fi access, Access to holding pontoons, General Signage.
- **Marina Maintenance:** Lighting, Plumbing, Weeding, Pontoons, Facilities.
- **Marine Leisure Centre:** Opening hours, Staff helpfulness, Telephone response, Problem solving, Website content and layout.

The results per category have been compiled and are shown over the following pages.

Cleanliness

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Facilities	36%	38%	5%	2%	18%
Pontoons	24%	58%	5%	2%	12%
Public areas/walkways	27%	58%	6%	2%	8%
Marina	23%	53%	5%	1%	18%
Harbour - Marina	18%	56%	5%	1%	21%
Harbour - Quays	17%	55%	10%	2%	16%

Services Provided

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Trolley availability	11%	47%	17%	3%	22%
Recycling sites	15%	59%	10%	2%	14%
Parking	7%	29%	34%	18%	12%
Launderette	10%	28%	3%	0%	59%
Wi-Fi access	3%	36%	23%	8%	29%
Access to holding pontoons	7%	39%	24%	12%	17%

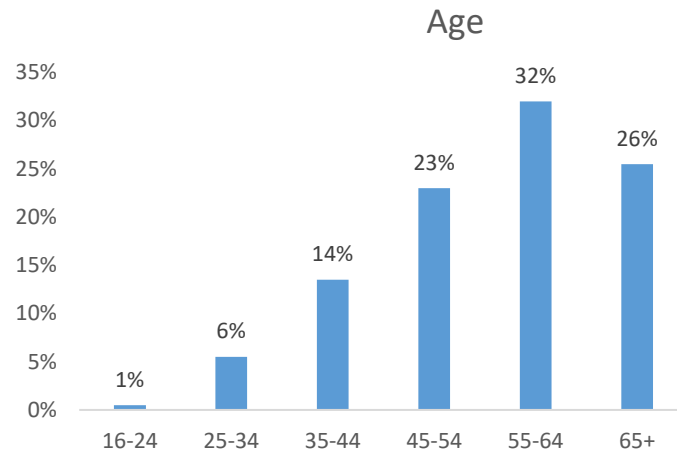
Marina Maintenance

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Lighting	23%	57%	2%	1%	17%
Plumbing	23%	54%	3%	3%	17%
Weeding	15%	52%	9%	4%	20%
Pontoons	17%	57%	8%	2%	16%
Facilities	23%	55%	4%	2%	15%

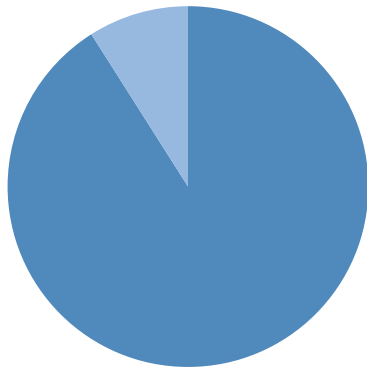
Marine Leisure Centre

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	No Opinion
Opening hours	22%	63%	2%	0%	12%
Staff helpfulness	53%	37%	1%	0%	9%
Telephone response	25%	49%	5%	1%	20%
Problem solving	30%	49%	6%	1%	15%
Website content and layout	13%	59%	6%	1%	22%

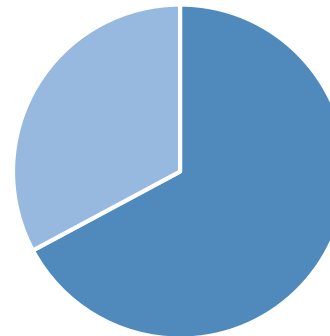
Boat Owner Demographics



Jersey Resident



Do you insure your vessel through a Jersey company

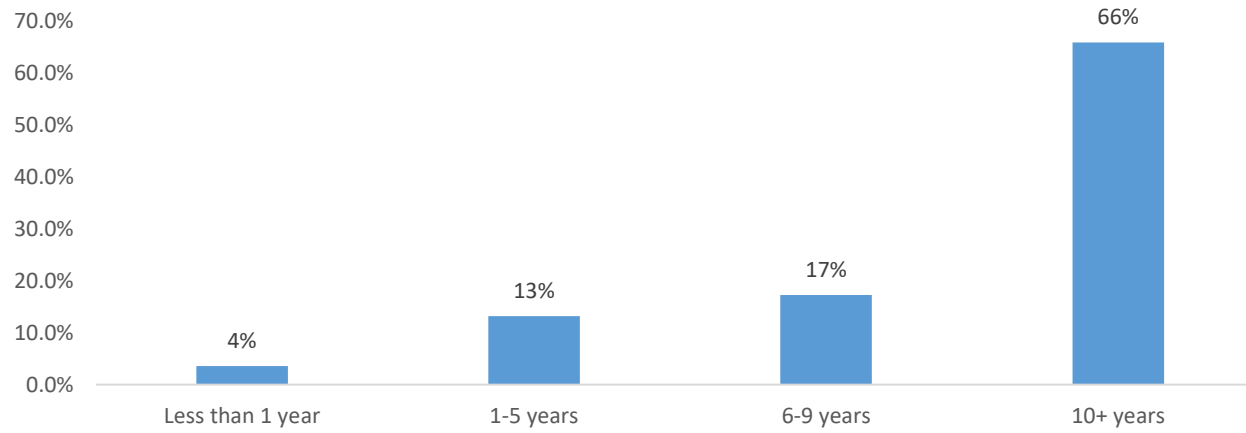


■ Yes
■ No

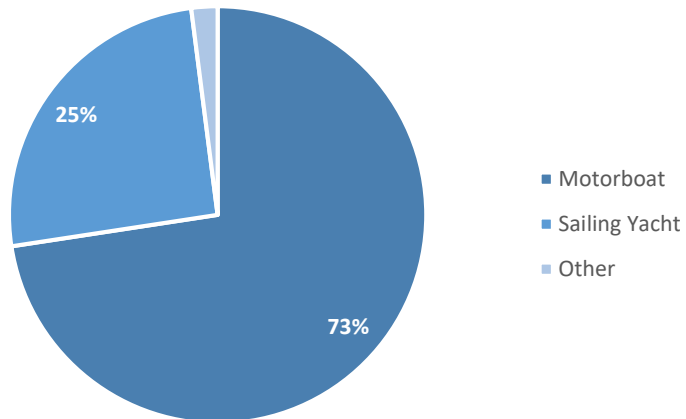
■ Yes ■ No

Vessel Information

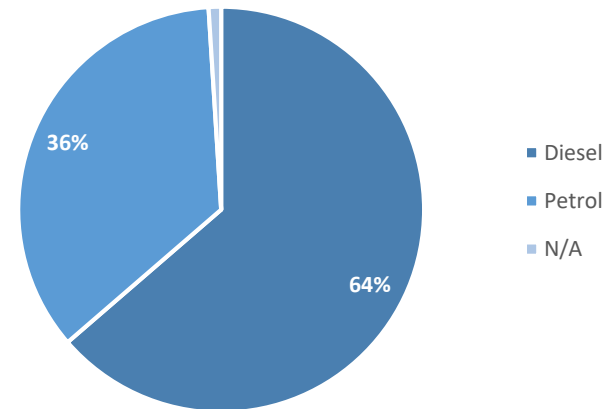
Age of vessel



Vessel Type

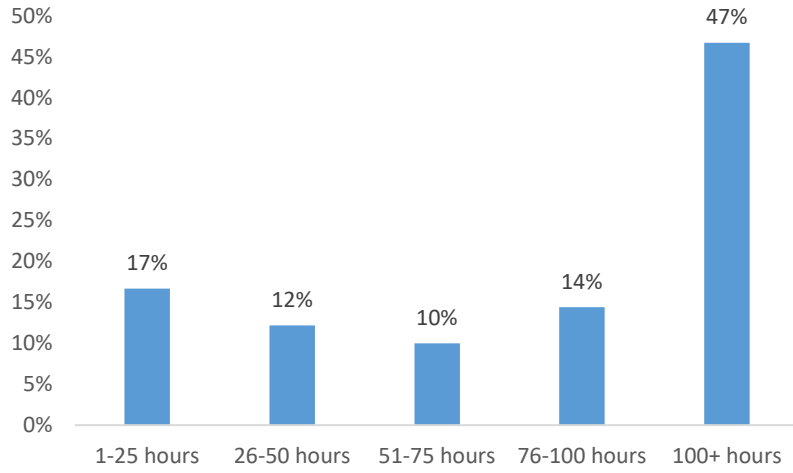


Engine Type

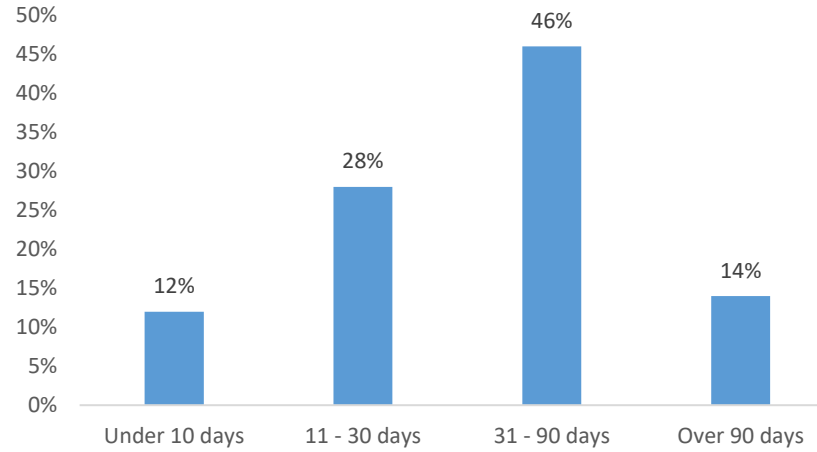


Vessel Usage

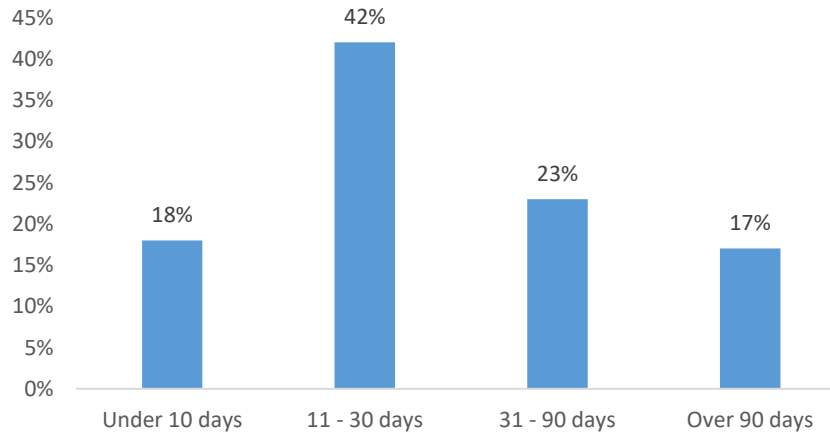
Trailer launched vessels-approximate hours used



Sailing Boats - approximate days aboard

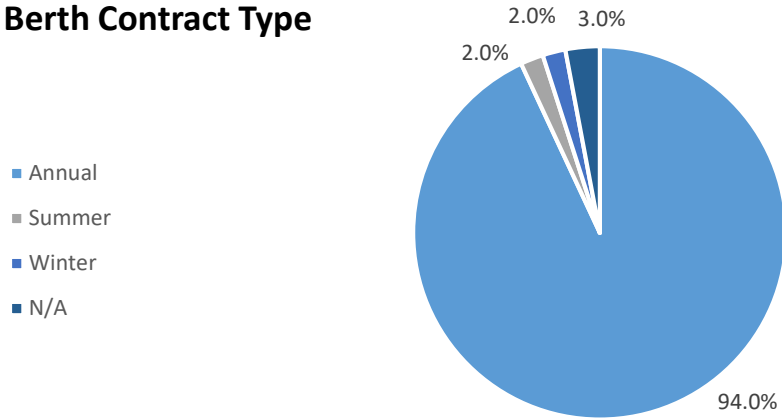


Motorboat - Days Aboard

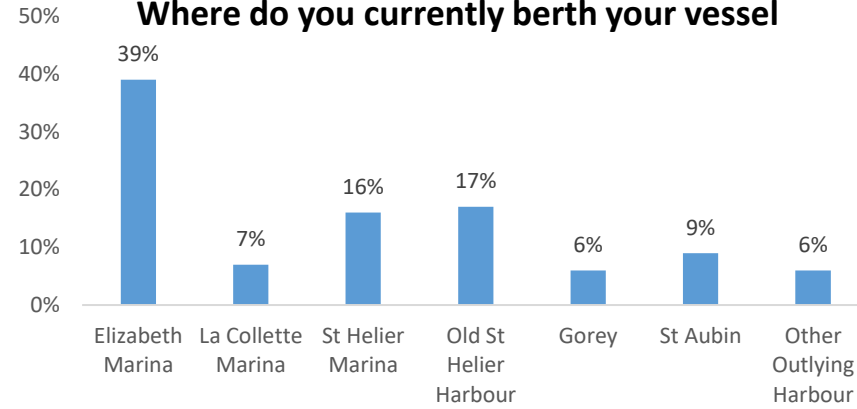


Berths and Contracts

Berth Contract Type

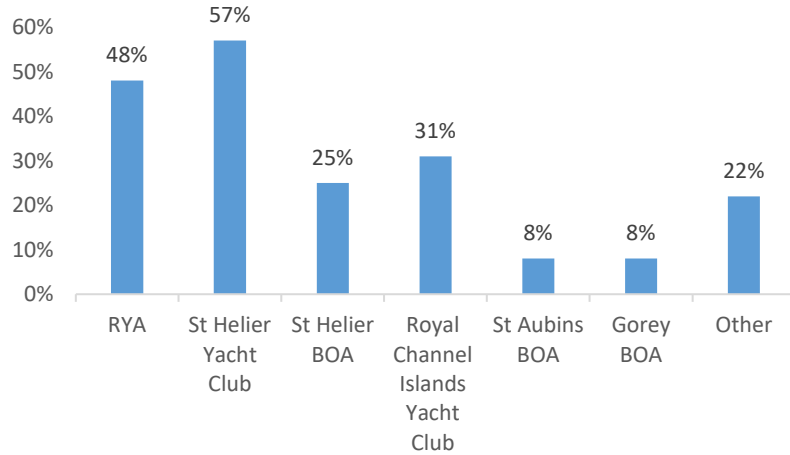


Where do you currently berth your vessel

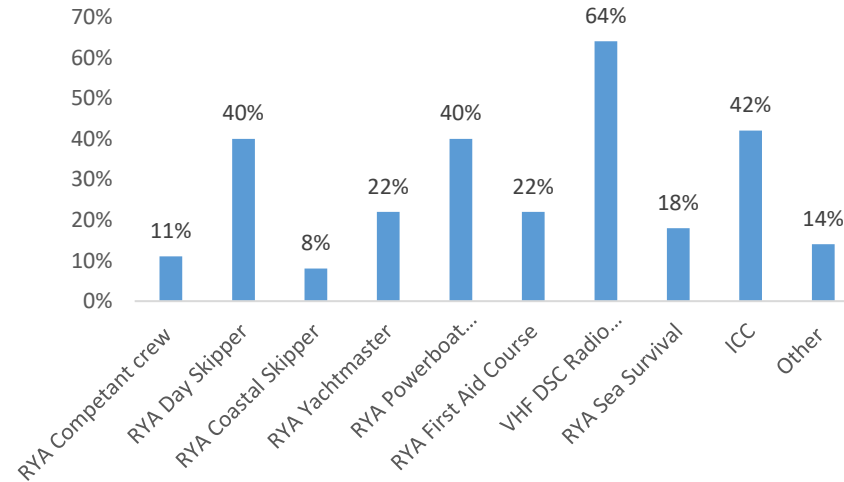


Boating Qualification and Membership

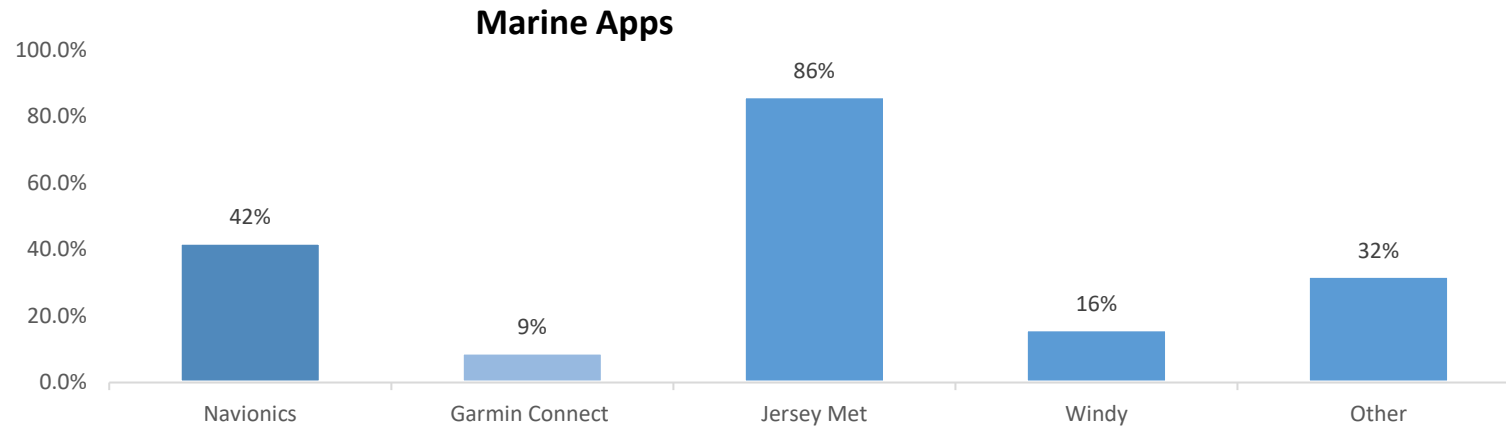
Club membership



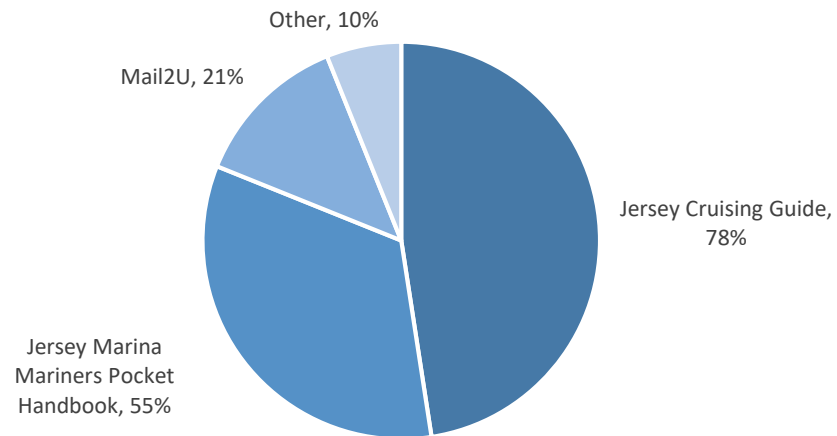
Qualifications by type



Web & Publications

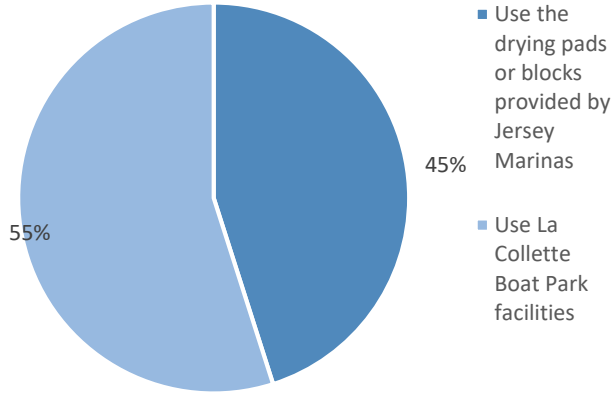


Most useful publications

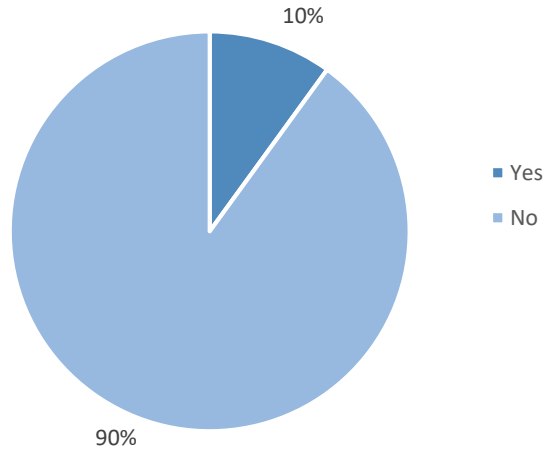


Services Used

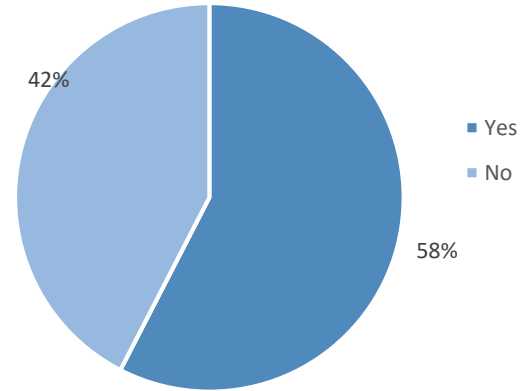
Drying Blocks



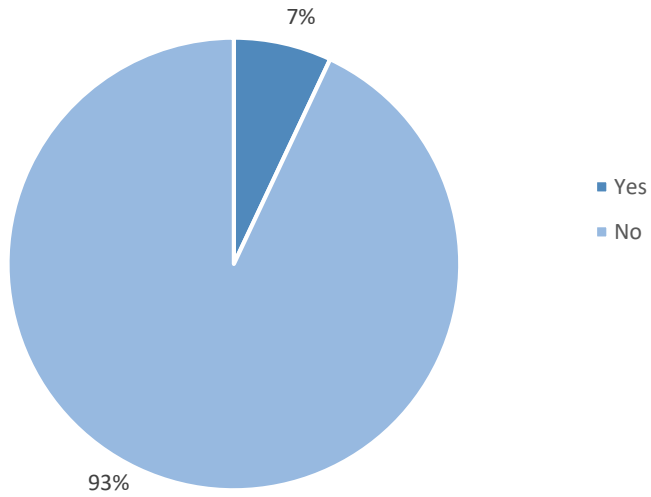
Use Guardiennage service



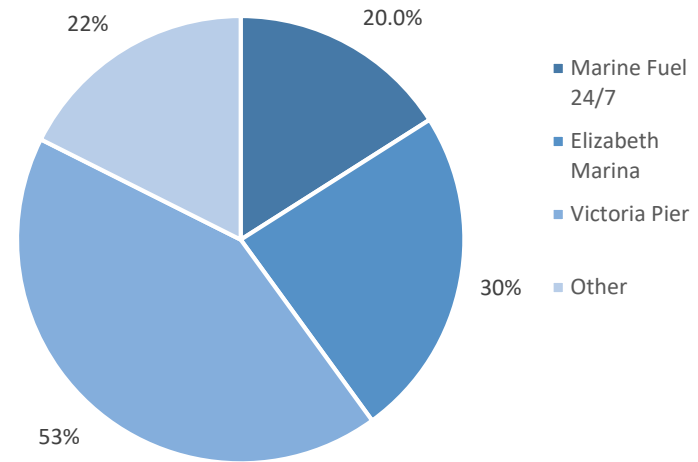
Do you do your own anti-fouling



Pump-out Service



Where do you re-fuel your vessel



3.1. Year by Year Comparisons – Figures at a glance

Age	2014	2016	2017	2018
16-24	0%	1%	1%	1%
25-34	4%	2%	4%	6%
35-44	11%	9%	8%	14%
45-54	26%	29%	23%	23%
55-64	31%	32%	34%	32%
65+	28%	26%	30%	26%

Jersey resident	2014	2016	2017	2018
Yes	95%	93%	54%	91%
No	5%	7%	46%	9%

Age of vessel	2014	2016	2017	2018
< one year	1%	4%	3%	4%
1-5 years	14%	13%	10%	13%
6-9 years	22%	21%	22%	17%
10+ years	63%	62%	66%	66%

Locally bought?	2014	2016	2017	2018
Yes	65%	63%	42%	
No	35%	37%	58%	

Jersey insurance	2014	2016	2017	2018
Yes	69%	63%	41%	67%
No	31%	38%	59%	33%

Preferred fuel	2014	2016	2017	2018
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Marina fuel 24/7	11%	6%	27%	20%
Elizabeth	27%	20%	22%	30%
Victoria	40%	55%	51%	53%
Other	22%	20%	46%	22%

Club member	2014	2016	2017	2018
Yes	78%	80%	66%	74%
No	22%	20%	34%	26%

Registered club	2014	2016	2017	2018
SHYC	33%	31%	31%	57%
RYA	31%	31%	51%	48%
RCIYC	13%	10%	16%	31%
SHBOA	8%	7%	5%	25%
GBOA	3%	1%	2%	8%
SABOA	4%	1%	1%	8%
SBBOA	1%	1%	0%	N/A
Other	7%	17%	N/A	22%

Qualifications	2014	2016	2017	2018
Yes	73%	83%	76%	88%
No	27%	17%	24%	12%

Quals. By type	2014	2016	2017	2018
Day skipper	21%	20%	21%	40%
ICC	17%	14%	11%	42%
Powerboat	11%	11%	16%	40%
Radio	12%	13%	11%	64%
Yachtmaster	17%	21%	20%	22%
Sea safety	3%	7%	N/A	18%

Other	19%	14%	N/A	N/A
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Use marine apps	2014	2016	2017	2018
Yes	73%	83%	62%	90%
No	27%	17%	38%	10%

Most read publications	2014	2016	2017	2018
Boating mags	21%	70%	55%	N/A
Local publications	47%	13%	28%	78%
Poj Media	32%	17%	28%	55%

Vessel info	2014	2016	2017	2018
Sailing yacht	30%	31%	34%	26%
Motorboat	68%	62%	61%	73%
Other	2%	7%	5%	2%

Engine type	2014	2016	2017	2018
Petrol	34%	21%	76%	36%
Diesel	65%	78%	23%	63%
N/A	1%	1%	1%	1%

Contract type	2014	2016	2017	2018
Summer	2%	3%	9%	2%
Winter	2%	3%	2%	2%
Annual	96%	94%	89%	94%

Berth location	2014	2016	2017	2018
Elizabeth	36%	41%	30%	39%
La Collette	8%	13%	4%	7%

St Helier	13%	17%	12%	16%
Old St Helier	18%	15%	14%	17%
Outlying harbours	25%	14%	40%	22%

Services used	2014	2016	2017	2018
Use drying pads/blocks	47%	56%	41%	44%
Vessel cleaned by 3 rd party	33%	44%	59%	42%

Access pump out service	2014	2016	2017	2018
Yes	7%	9%	11%	7%
No	93%	91%	89%	93%

Use Gardienne service	2014	2016	2017	2018
Yes	6%	4%	7%	10%
No	94%	96%	93%	90%

Winterise vessel	2014	2016	2017	2018
Yes	30%	21%	N/A	
No	70%	79%	N/A	

Do own anti-fouling	2014	2016	2017	2018
Yes	66%	58%	58%	58%
No	34%	42%	42%	42%

3.1. Year by Year Comparisons – Figures at a glance - Continued

Cleanliness

Facilities	2014	2016	2017	2018
Satisfied	98%	88%	86%	74%
Dissatisfied	2%	2%	3%	7%

Pontoons	2014	2016	2017	2018
Satisfied	93%	86%	86%	82%
Dissatisfied	7%	7%	8%	7%

Public areas / walkways	2014	2016	2017	2018
Satisfied	94%	87%	94%	85%
Dissatisfied	6%	4%	2%	8%

Harbours - Marina	2014	2016	2017	2018
Satisfied	89%	74%	78%	74%
Dissatisfied	11%	10%	4%	6%

Harbours - Quay	2014	2016	2017	2018
Satisfied	83%	66%	75%	72%
Dissatisfied	17%	11%	8%	12%

Marina Maintenance

Lighting	2014	2016	2017	2018
Satisfied	97%	90%	87%	80%
Dissatisfied	3%	1%	3%	3%

Plumbing	2014	2016	2017	2018
Satisfied	96%	84%	91%	77%
Dissatisfied	3%	2%	2%	6%

Weeding	2014	2016	2017	2018
Satisfied	80%	66%	74%	67%
Dissatisfied	20%	2%	6%	13%

Pontoons	2014	2016	2017	2018
Satisfied	91%	83%	87%	74%
Dissatisfied	9%	8%	7%	10%

Facilities	2014	2016	2017	2018
Satisfied	93%	86%	90%	78%
Dissatisfied	7%	3%	2%	6%

Services provided

Trolley availability	2014	2016	2017	2018
Satisfied	60%	61%	61%	58%
Dissatisfied	40%	43%	15%	20%

Recycling sites	2014	2016	2017	2018
Satisfied	84%	74%	71%	74%
Dissatisfied	16%	4%	13%	12%

Parking	2014	2016	2017	2018
Satisfied	30%	41%	37%	36%
Dissatisfied	70%	46%	34%	52%

Launderette	2014	2016	2017	2018
Satisfied	94%	40%	51%	38%
Dissatisfied	6%	3%	3%	3%

WiFi access	2014	2016	2017	2018
Satisfied	67%	40%	48%	39%
Dissatisfied	33%	32%	31%	31%

Access to holding pontoons	2014	2016	2017	2018
Satisfied	54%	42%	57%	46%
Dissatisfied	46%	29%	24%	36%

Marine Leisure Centre

Opening hours	2014	2016	2017	2018
Satisfied	96%	75%	80%	85%
Dissatisfied	4%	7%	3%	2%

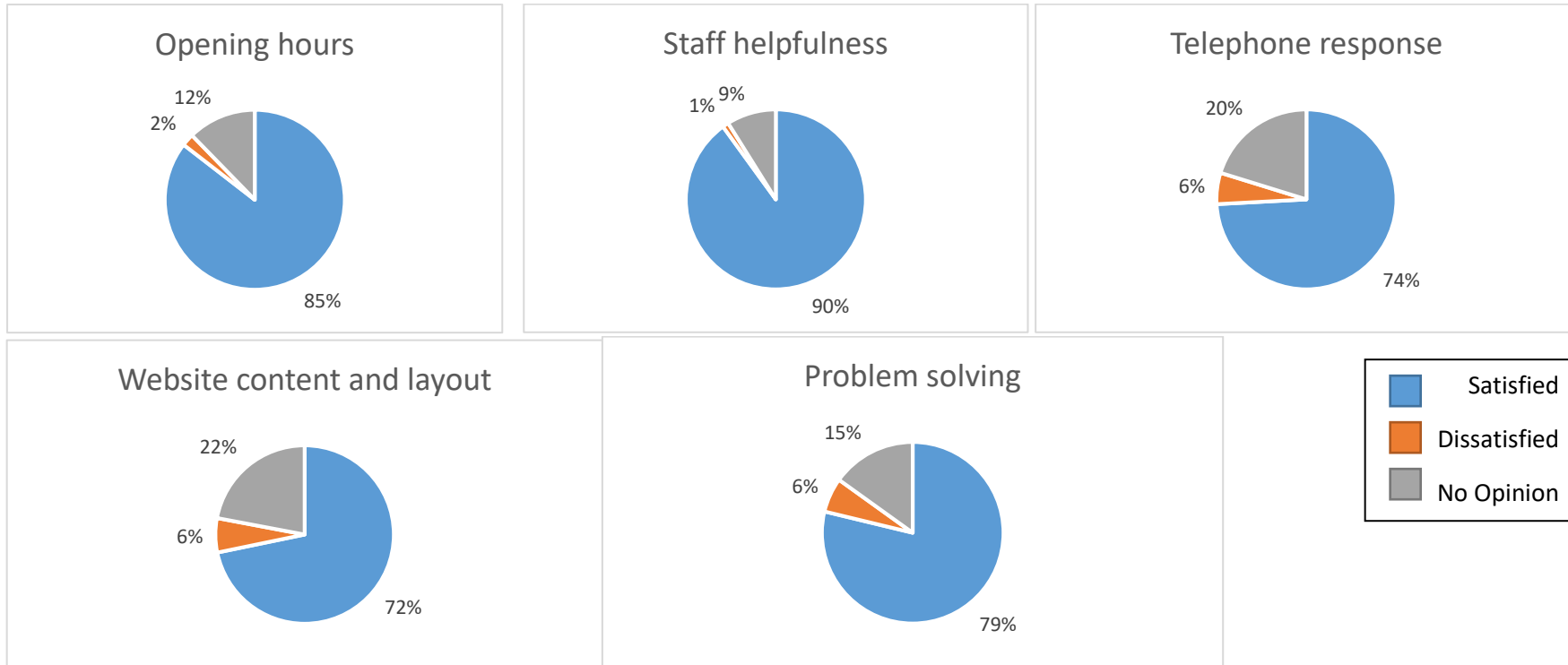
Staff helpfulness	2014	2016	2017	2018
Satisfied	94%	89%	86%	90%
Dissatisfied	6%	1%	3%	1%

Telephone response	2014	2016	2017	2018
Satisfied	90%	67%	68%	74%
Dissatisfied	10%	7%	3%	6%

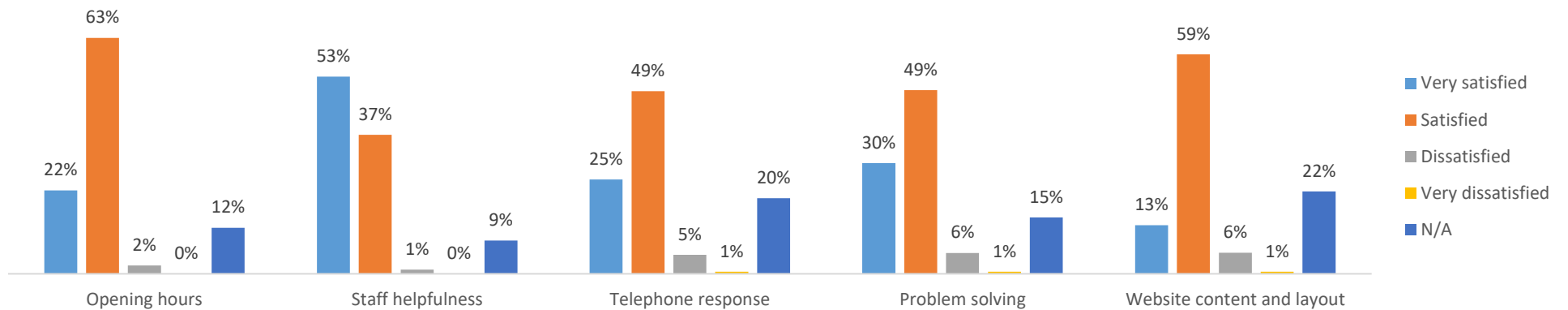
Problem solving	2014	2016	2017	2018
Satisfied	91%	75%	74%	79%
Dissatisfied	9%	5%	4%	7%

Website content	2014	2016	2017	2018
Satisfied	92%	70%	71%	72%
Dissatisfied	8%	3%	5%	7%

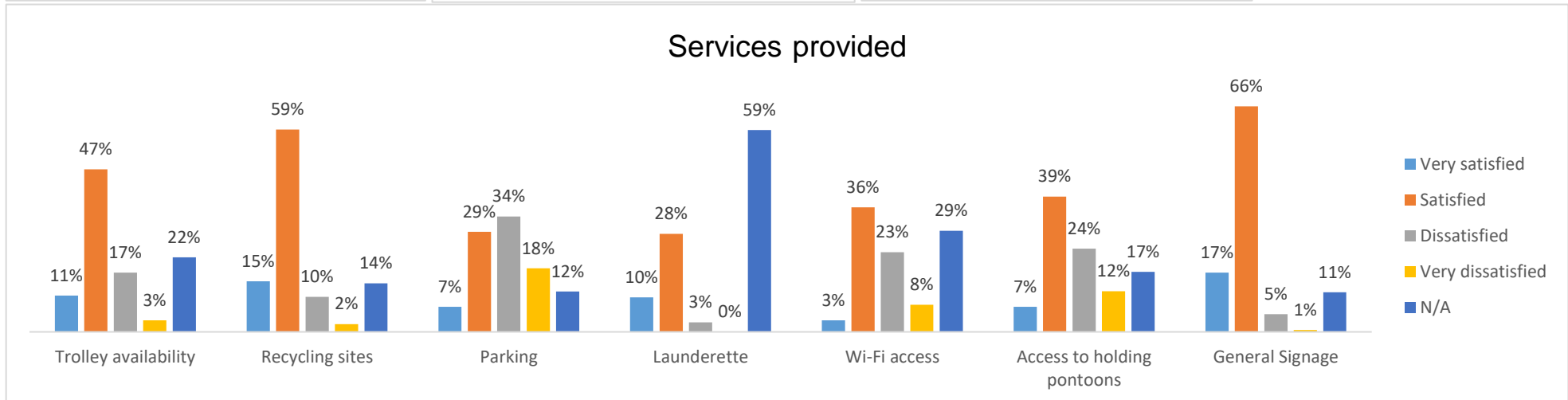
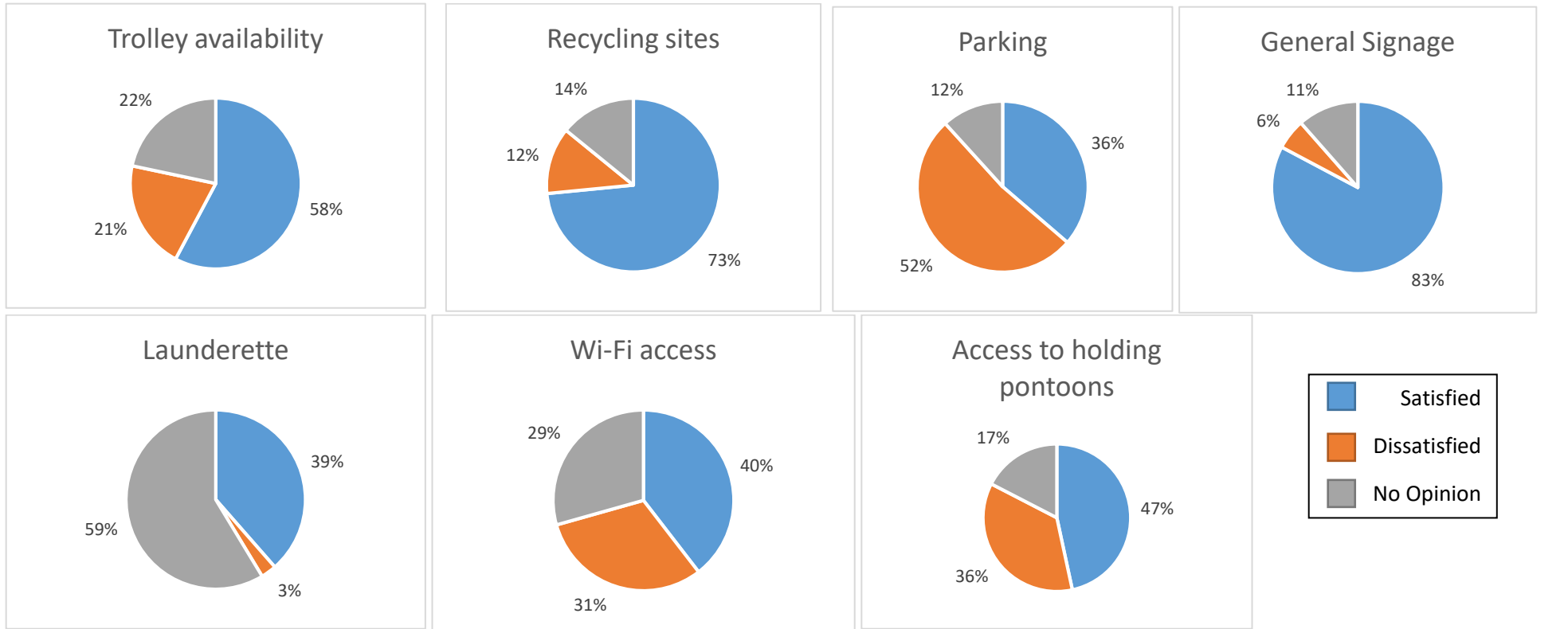
Marine Leisure Centre



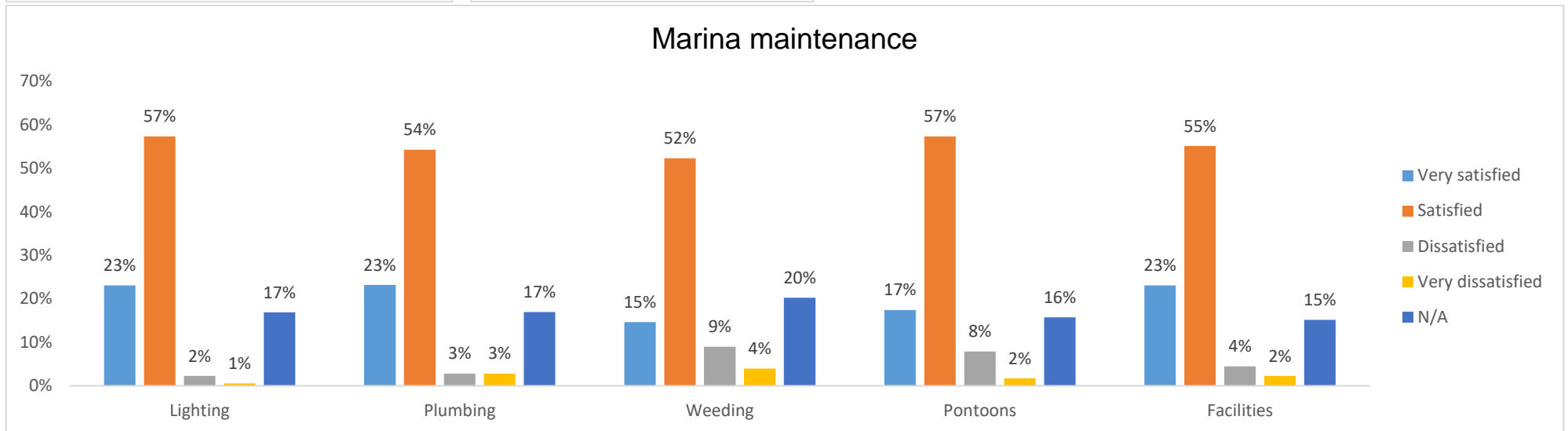
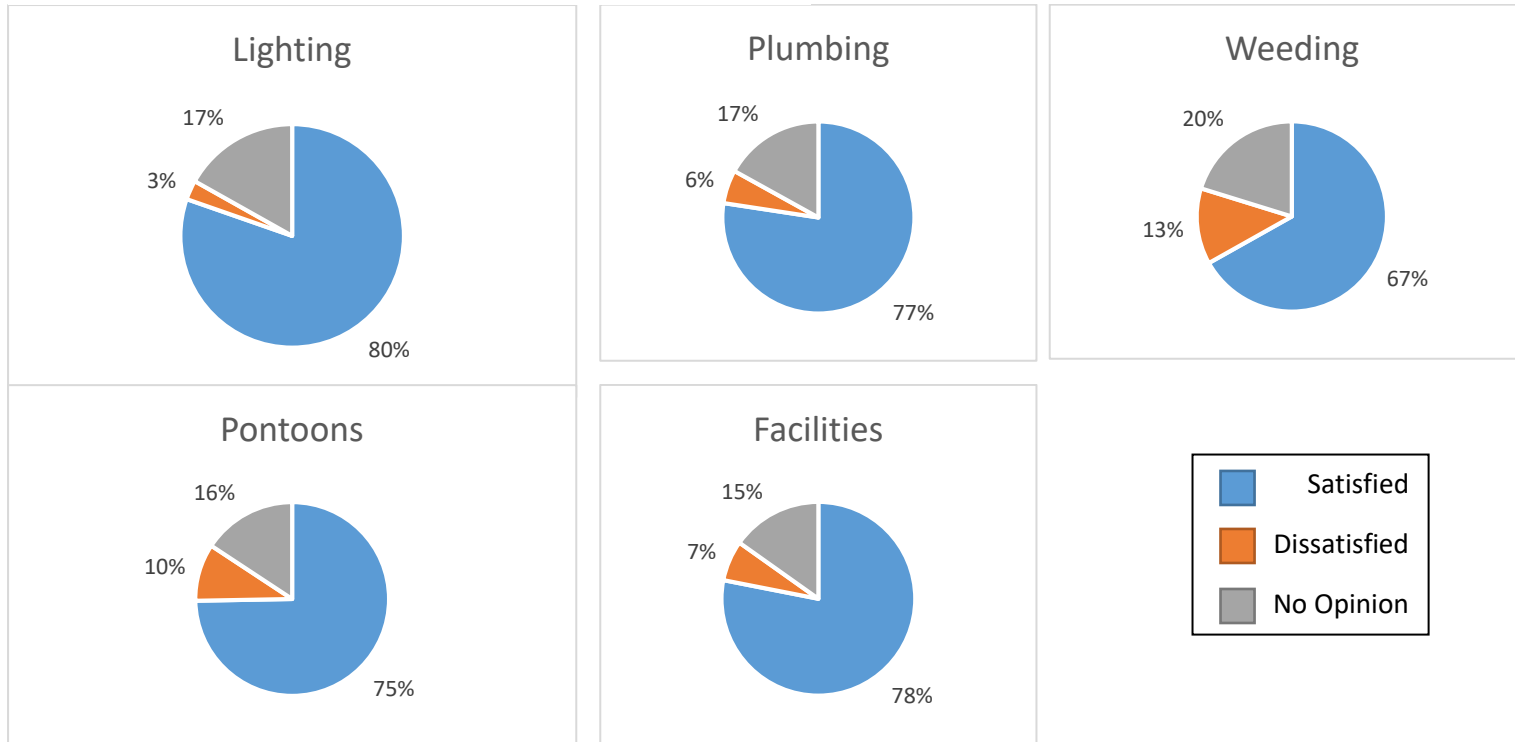
Marine Leisure Centre



Marina Maintenance



Marine Leisure Centre



Cleanliness

