



**PORTS OF JERSEY**  
YOUR ISLAND GATEWAY

**PORTS OF JERSEY**

**BOAT OWNERS SURVEY 2019**

12 March 2019

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This is a report of the findings from an online survey of boat owners in Jersey, conducted between 29 January and 17 February 2019 by the Ports of Jersey.

*The survey was conducted by Ports of Jersey. Analysis and reporting by Island Global Research.*

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# 1. SUMMARY OF KEY FINDINGS

## Profile of Survey Respondents

- 93% of respondents are ordinarily resident in Jersey.
- 80% of respondents have at least one specific boating qualification.
- 78% of respondents are a member of a boating association or yacht club.

## Marine media

- 64% use marine websites or apps.
- 71% of respondents find the Jersey Cruising Guide particularly useful.
- 68% said that a weather source media/publication is particularly useful.

## Vessel and berth

- 69% own a Motorboat, and 62% stated their engine type was diesel.
- 64% of respondents own vessels that are at least 10 years old.
- Two thirds insure their vessel through a Jersey company.
- Berthing contracts were mostly Annual (90%).
- Around a third of respondents berth at Elizabeth Marina, and almost a quarter berth at St Helier Marina.



# 1. SUMMARY OF KEY FINDINGS

## Use of vessel and facilities

- Trailer launched vessels were used for approximately 100 hours or more a year by 38% of respondents.
- 37% of respondents with sailing boats spend 11-30 days aboard during the year.
- 44% of respondents with motorboats spend 11-30 days aboard during the year.
- 65% of respondents use the drying pads provided by Jersey Marinas, and 61% use La Collette Boat Park facilities.
- Just over 85% do not use a guardiennage service on Jersey, and 61% do their own anti-fouling.
- 53% of respondents re-fuel their vessel at Victoria Pier.
- 9% of respondents use the pump-out service at Elizabeth Marina.

## Satisfaction and improvements

- Over 86% of respondents are “Satisfied” or “Very Satisfied” with the cleanliness of all areas asked about.
- Over 90% of respondents are satisfied with maintenance of the lighting, plumbing, facilities and pontoons
- The marine leisure centre was rated very positively. For example, 98% of respondents are “Satisfied” or “Very Satisfied” with how helpful staff at the centre are.
- There was a more mixed perception of the services provided. 80% of respondents are “Satisfied” and a further 14% are “Very Satisfied” with general signage, however over 50% are “Dissatisfied” or “Very Dissatisfied” with the Wi-Fi and parking.
- 31% of respondents believe that Jersey could benefit from services and facilities found at other Marinas.



# 2. METHODOLOGY

Island Global Research have been commissioned to analyse and present the findings for a survey designed and run by the Ports of Jersey.

An online survey comprising 27 questions, collected data between 29 January and 17 February 2019. An invitation to complete the survey online was sent to a Ports of Jersey mailing list of 1,350 boat owners. The survey was completed by 273 boat owners; this is a good response rate of 20%.

The survey was structured to ask questions on the following:

- Profiling questions, including age, residency, boat qualifications and boating association membership.
- Marine media, including websites, apps, media and publications used, and which are found to be most useful.
- Characteristics about respondents' vessel and berthing.
- Use of respondents' vessels.
- Use of and satisfaction with the facilities and services provided by the Ports of Jersey.
- Ideas for improvements to the facilities and services provided by the Ports of Jersey.

In producing this report we have reported overall results. The answers to selected questions where a large percentage of respondents selected 'Other' have been re-categorised. This was carried out with the aim of highlighting other frequently selected options not already included to provide key insights.



# 3. PROFILE OF RESPONDENTS

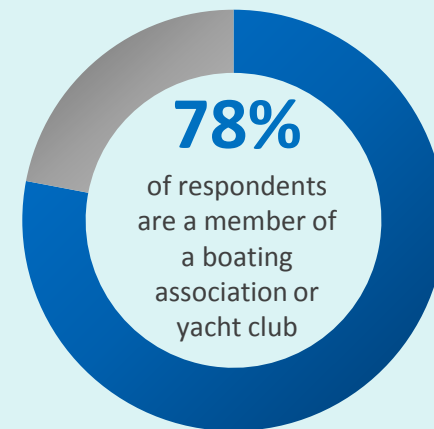
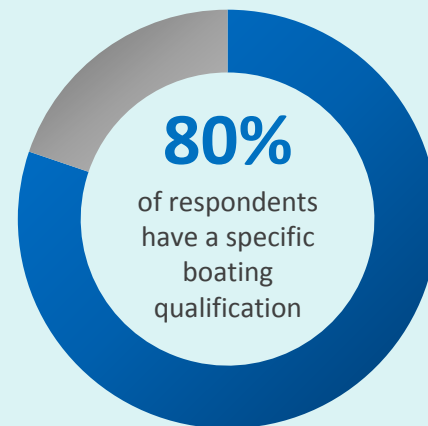
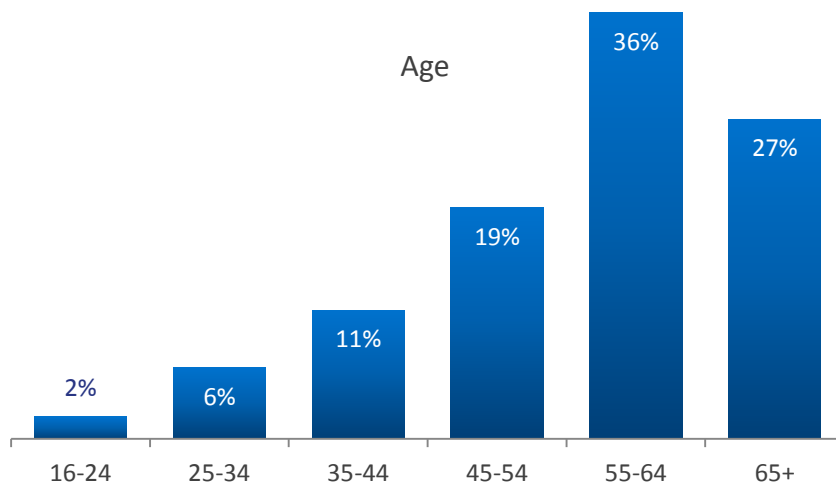
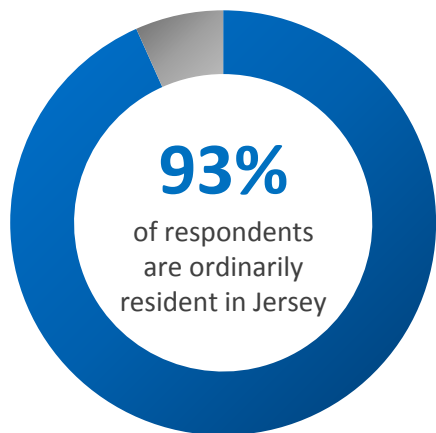


# SURVEY SAMPLE

The survey was completed by 273 boat owners, of which 93% are ordinarily resident in Jersey. Over half of respondents are aged 55+.

80% of respondents have a specific boating qualification. This group were asked to specify which qualification. Frequently stated were variations of Day Skipper, Yacht Master, Power Boat, International Certificate of Competence, and VHF licences.

78% of respondents are a member of a boating association or yacht club. Those who stated they are a member of an association or club were asked to specify which. The club most frequently named was St Helier Yacht Club, followed by Royal Yacht Association, Royal Channel Islands Yacht Club, St Helier Boat Owners Association and St Aubin's Boat Owners Association.





# 4. MARINE MEDIA





# MEDIA USED

Respondents were asked “Do you use any marine websites or apps?” If they said that they did they were asked to specify which ones.

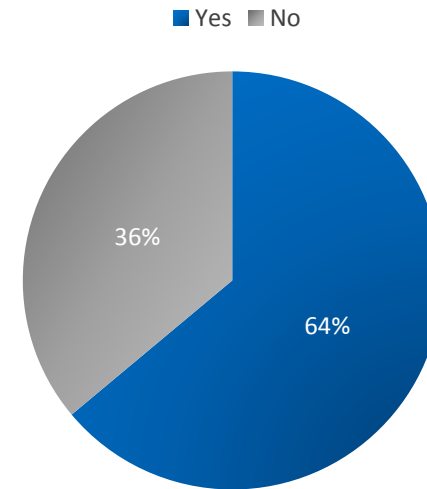
Almost two thirds of respondents stated they do use marine websites or marine apps. This commonly includes Passeport Escales, Navionics, Wind Guru, Windy.com, Vessel Finder, Wind Finder, Marine Traffic and Marine Weather.

Respondents were also asked “Which marine media / publications do you find particularly useful?”

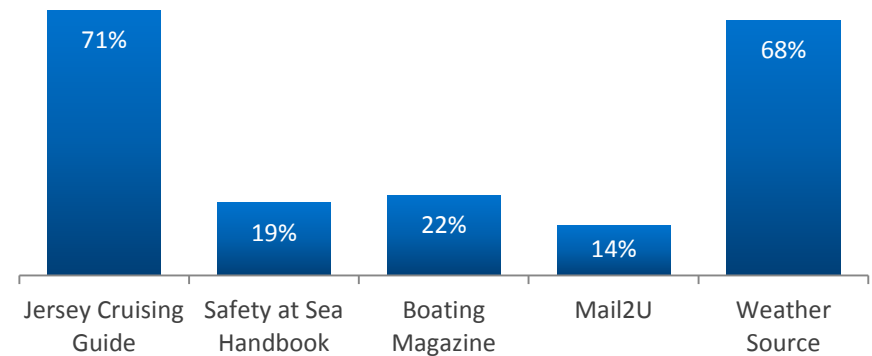
71% of respondents said they find the Jersey Cruising Guide particularly useful. This is notably more than the other individual sources asked about.

The 68% of respondents that selected “Weather Source” were asked to specify what. Answers included XCWeather, Wind Guru, Ports of Jersey, Jersey Met, Wind Finder, Gov.je and Magic Seaweed.

Do you use any marine websites or apps?



Which marine media / publications do you find particularly useful?



# 5.VESSEL AND BERTH



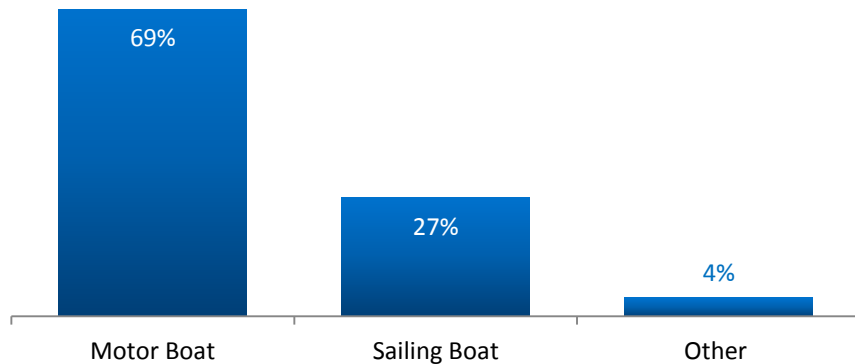
# TYPE OF VESSEL

Respondents were asked what type of vessel they own, and what type of engine it has.

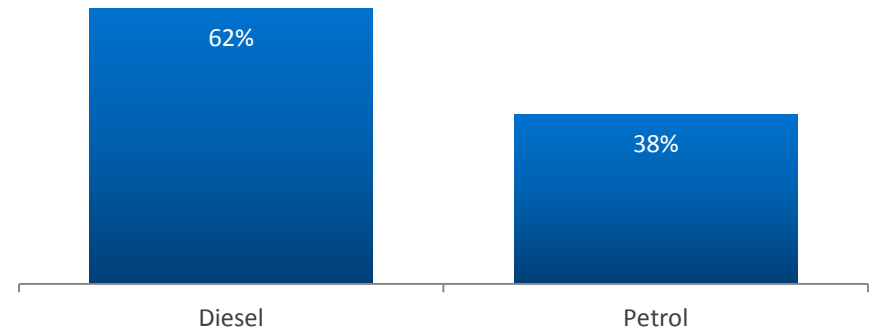
Over two thirds of respondents have a Motor Boat, while just over a quarter own a Sailing Boat.

Diesel is the more common choice of engine. 62% of respondents that own a boat with an engine selected diesel, and the remaining 38% have a vessel with a petrol engine. *(Less than 1% said that this question was not applicable and have been excluded.)*

What type of vessel do you own?



What type of engine does it have?



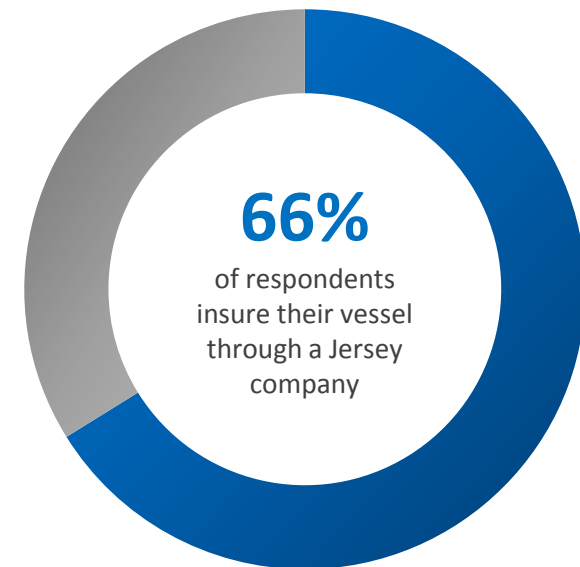
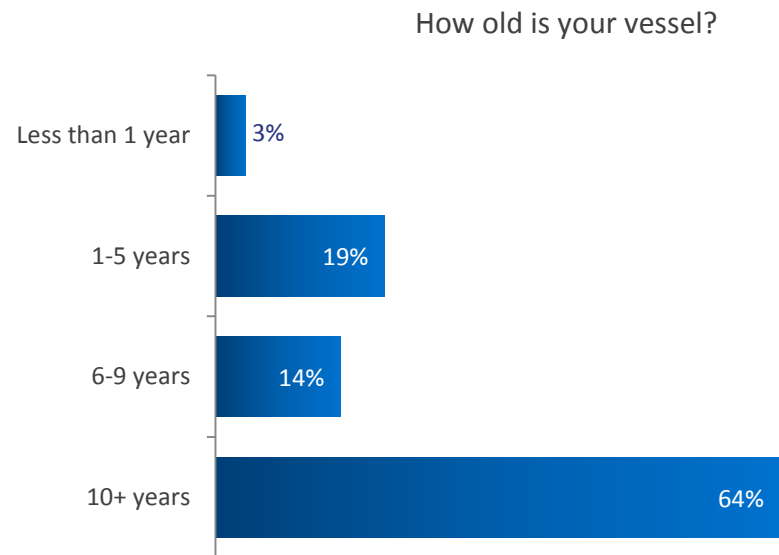
'Not Applicable' have been excluded



# AGE OF VESSEL & INSURANCE

Respondents were asked “How old is your vessel?” The bar chart below indicates that almost two thirds of respondents’ vessels were aged 10 years and above. Just over 20% of respondents stated their vessel to be aged up to 5 years old.

Two thirds of respondents insure their vessel through a Jersey company. This makes sense as the majority of respondents are ordinarily resident in Jersey.



# BERTH LOCATION AND CONTRACT

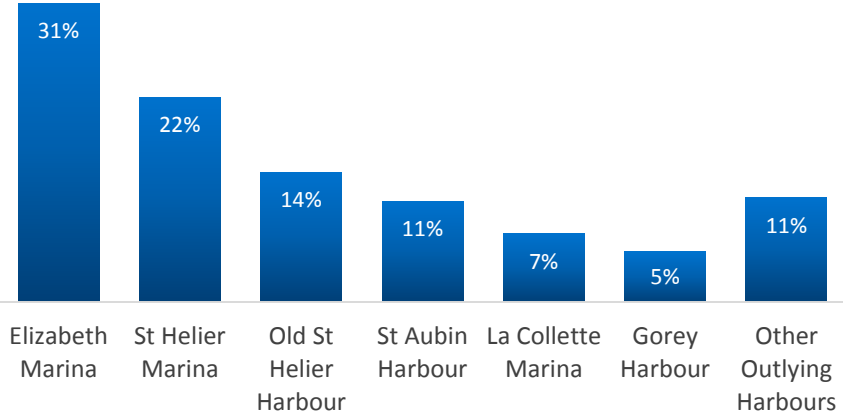
Respondents were asked where they currently berth their vessel. Almost a third berth their vessel at Elizabeth Marina, and almost a quarter at St Helier Marina.

A quarter of respondents originally selected Outlying Harbours and were asked to specify which one(s). Further analysis of these responses indicates that 11% berth at St Aubin Harbour, 5% at Gorey Harbour and 11% at other outlying harbours.

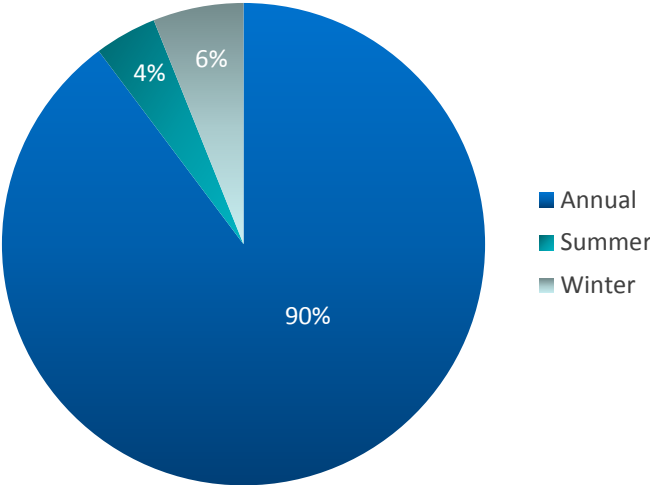
Respondents were also asked “What type of berth contract do you currently have?”. The pie chart to the right shows the majority of boat owners hold an annual berth contract, with the remainder being almost evenly split between summer and winter contracts.

All but 2 of the respondents who berth at Elizabeth Marina have an annual contract. Those with summer contracts are more likely to berth at the outlying harbours. Those with winter contracts are more likely to berth at St Helier Marina. (N.B. Small sample sizes).

Where do you currently berth your vessel?



What type of berth contract do you currently have?



# 6. USE OF VESSELS AND FACILITIES





# TIME SPENT ON BOARD

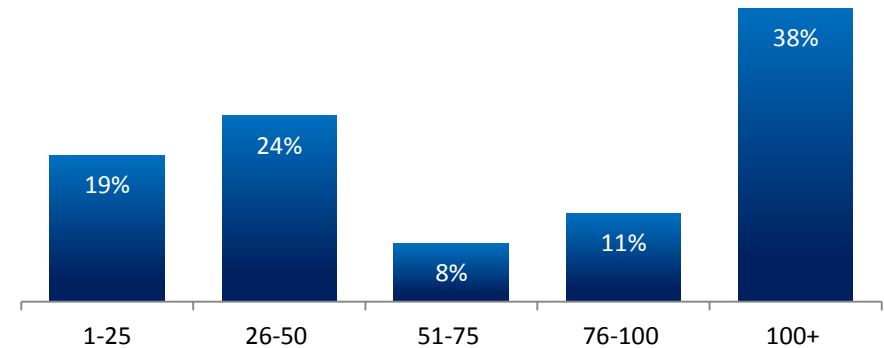
Respondents were asked: "Roughly how much time do you spend on board your vessel during the year?"

38% of respondents with a trailer launched vessel said they spend more than 100 hours aboard during the year.

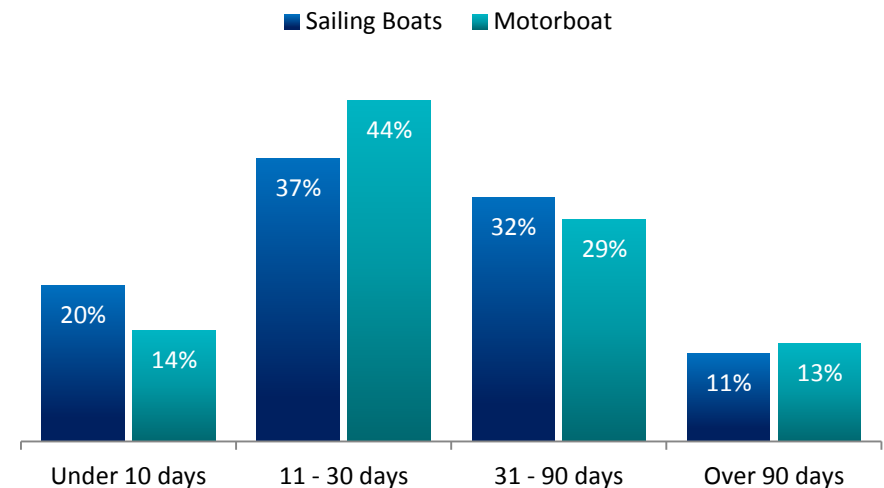
The results for sailing boats and motorboats are similar:

- 37% of respondents with sailing boats spend 11-30 days aboard during the year.
- A further 43% of respondents with sailing boats spend more than 30 days aboard, including 13% who spend more than 90 days aboard.
- 44% of respondents with motorboats spend 11-30 days aboard during the year.
- A further 42% of respondents with motorboats spend more than 30 days aboard, including 13% who spend more than 90 days aboard.

Trailer launched vessels - approximate hours used



Approximate days aboard



# FACILITIES & SERVICES USED

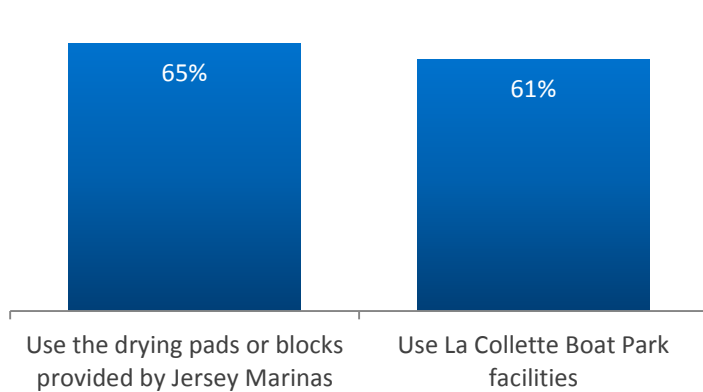
Respondents were asked about their usage of the Marina Services.

Almost two thirds of respondents use the drying pads/blocks provided by Jersey Marinas, and a slightly smaller percentage of respondents use the facilities at La Collette Boat Park.

Just 14% of respondents of respondents have been using a guardiennage service, whilst 61% do their own anti-fouling.

Facilities

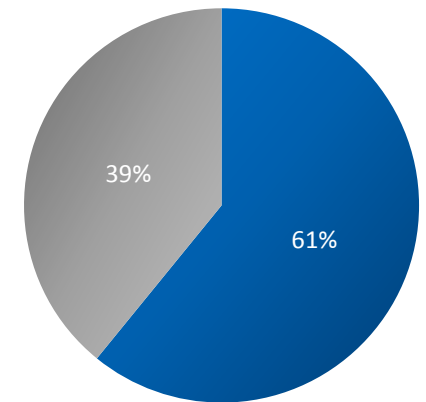
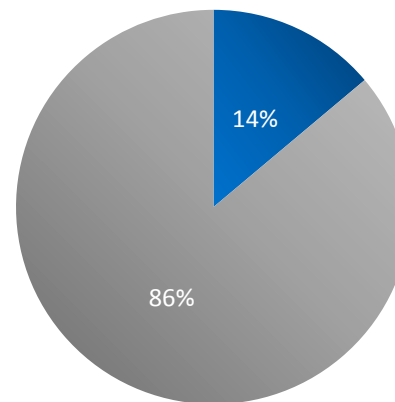
Services



Do you use a guardiennage service?

Do you do your own anti-fouling?

■ Yes ■ No



# RE-FUELLING

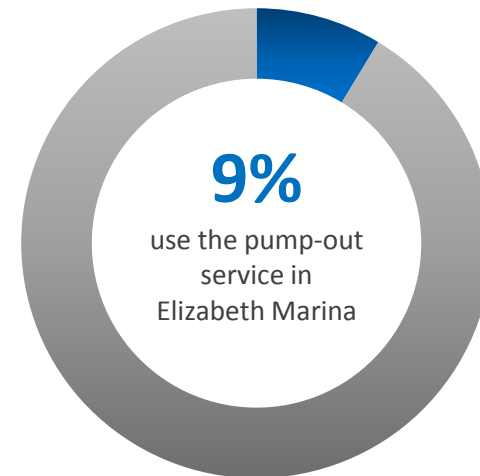
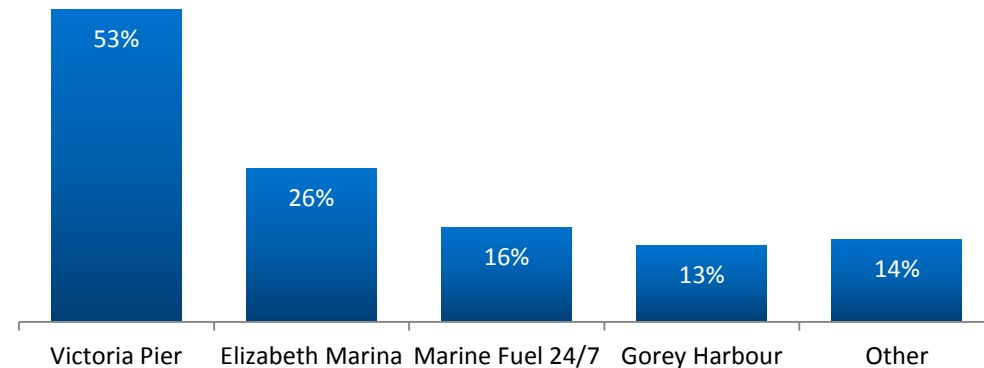
Where do you re-fuel your vessel?

Respondents were asked: "Where do you re-fuel your vessel?".

Over half of respondents refuel at Victoria Pier, and over a quarter refuel at Elizabeth Marina.

Marine Fuel 24/7 and Gorey Harbour are less common choices. (N.B. The bar chart to the left includes the option "Gorey Harbour", following reclassification of common responses in the 'other' category.

Less than 10% of respondents use the pump-out service in Elizabeth Marina.





# 7. SATISFACTION AND IMPROVEMENTS



# CLEANLINESS & MAINTENANCE

Respondents were asked to how satisfied they are with a number of factors.

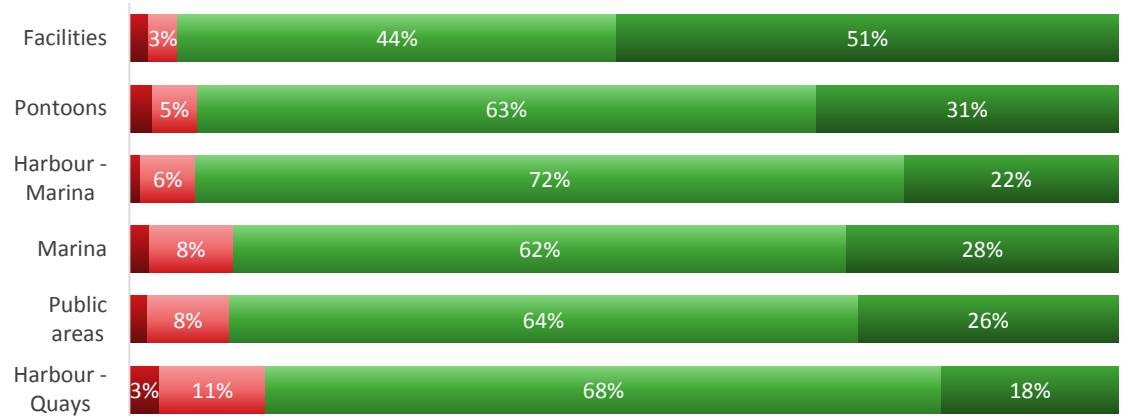
Overall, the responses regarding cleanliness and marina maintenance were very positive:

- Over 86% of respondents are “Satisfied” or “Very Satisfied” with the cleanliness of all areas asked about. For example, 95% of respondents are satisfied with the cleanliness of the facilities, including 51% who are very satisfied
- Over 90% of respondents are satisfied with maintenance of the lighting, plumbing, facilities and pontoons

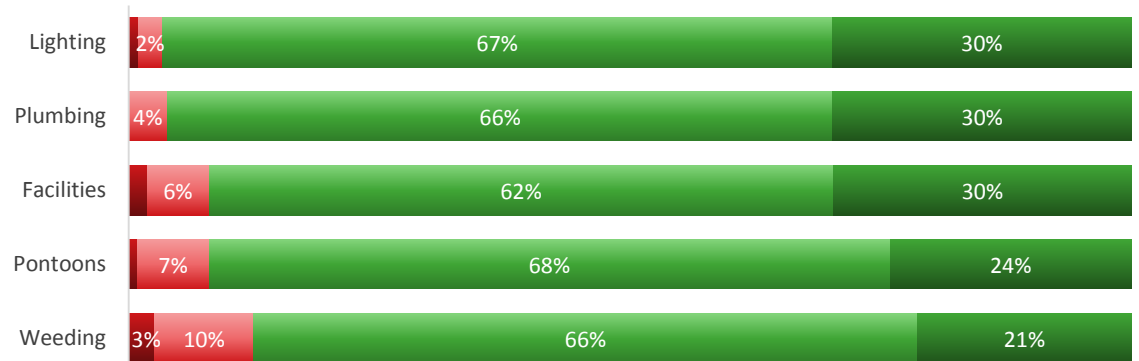
However, the results indicate there could be slightly less satisfaction with cleanliness of the Marina, public areas and Quays than the other areas asked about. There may also be slightly lower satisfaction with the weeding than other aspects of maintenance.



## Cleanliness



## Marina Maintenance



'N/A' were excluded from these figures. The bars with no label indicates that the percentage was 2% or less.

# SERVICES AND MARINE LEISURE CENTRE

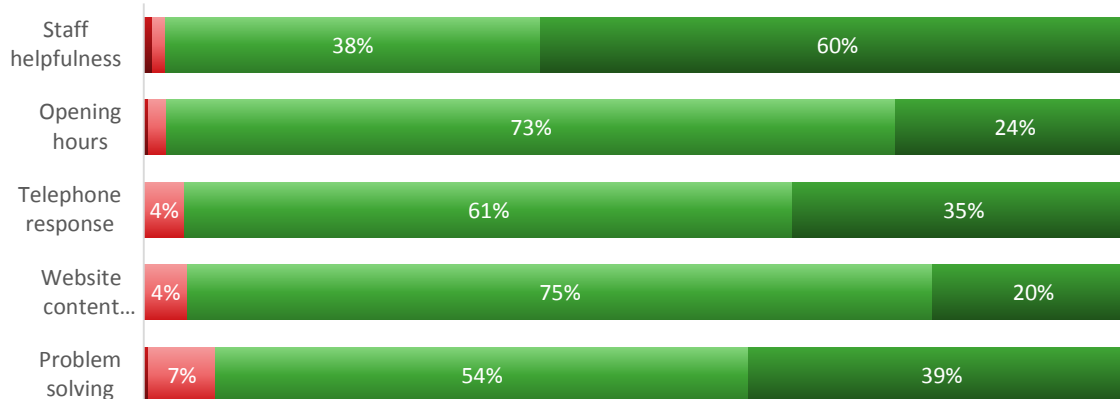
In relation to the Marine Leisure Centre specifically, there were high levels of satisfaction. For example, almost all respondents were positive about how helpful the staff at the centre are, including 60% who are “Very Satisfied” with staff helpfulness.

In contrast, there was a more mixed perception of the services provided and far fewer people said they were “Very Satisfied”:

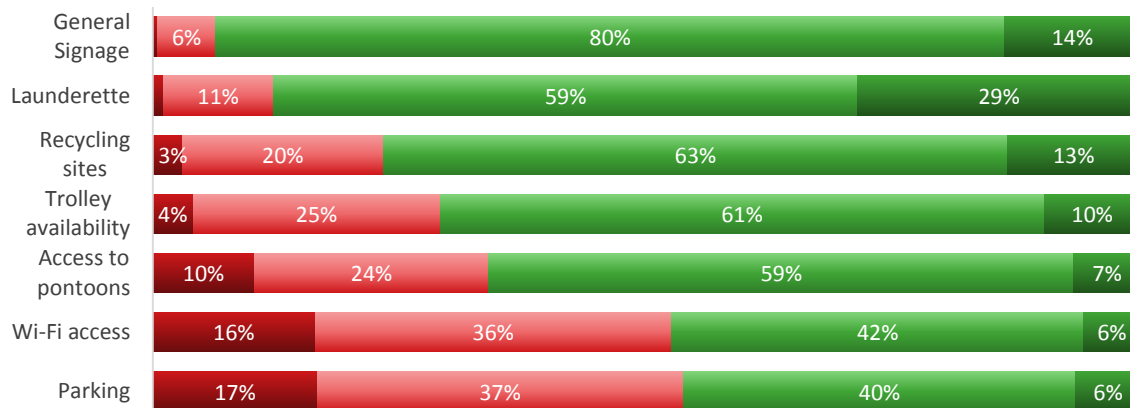
- There is high satisfaction with the General Signage. 80% of respondents are “Satisfied” and a further 14% are “Very Satisfied” with this factor.
- At the other end of the spectrum, parking and Wi-Fi access received the least satisfactory ratings. Overall, 54% and 52% of respondents are “Dissatisfied” or “Very Dissatisfied” with these factors respectively.
- There is likely to be more satisfaction with the recycling sites, trolley availability and parking amongst respondents who berth at St Helier Marina than those who berth at Elizabeth Marina. (N.B. Small sample sizes).
- Respondents who berth at Elizabeth and St Helier Marina are likely to be around twice as likely as those who berth at other harbours to be dissatisfied with the Wi-Fi. (N.B. Small sample sizes).



## Marine Leisure Centre



## Services provided



'N/A' were excluded from these figures. The bars with no label indicates that the percentage was 2% or less.

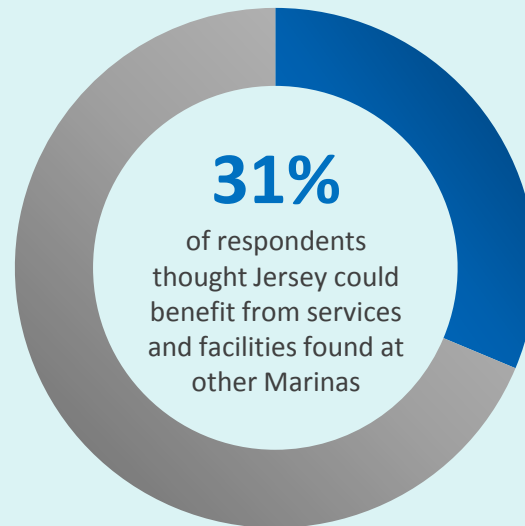


# JERSEY MARINA IMPROVEMENTS

Respondents were asked: “Are there other marinas whose services and facilities you think Jersey Marinas could benefit from?”.

31% of respondents believe that Jersey could benefit from services and facilities found at other Marinas.

This group were asked to indicate which marina and what the benefits were. Several of the comments reflected the lower levels of satisfaction with some of the facilities e.g. better Wi-Fi and parking, and improved vessel-related facilities.





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