

# One Design Sailing



*Individual survey results*  
*2,293 Responses 59% Completion rate*





# **US Sailing One Design Committee surveyed individual sailors and one design classes**

- **Surveys develop baseline**
- **Develop growth strategies**
- **Assist One Design Classes and Organizations in supporting the sport**
- **Surveys will be repeated to track trends**



# Methodology

for the individual survey:

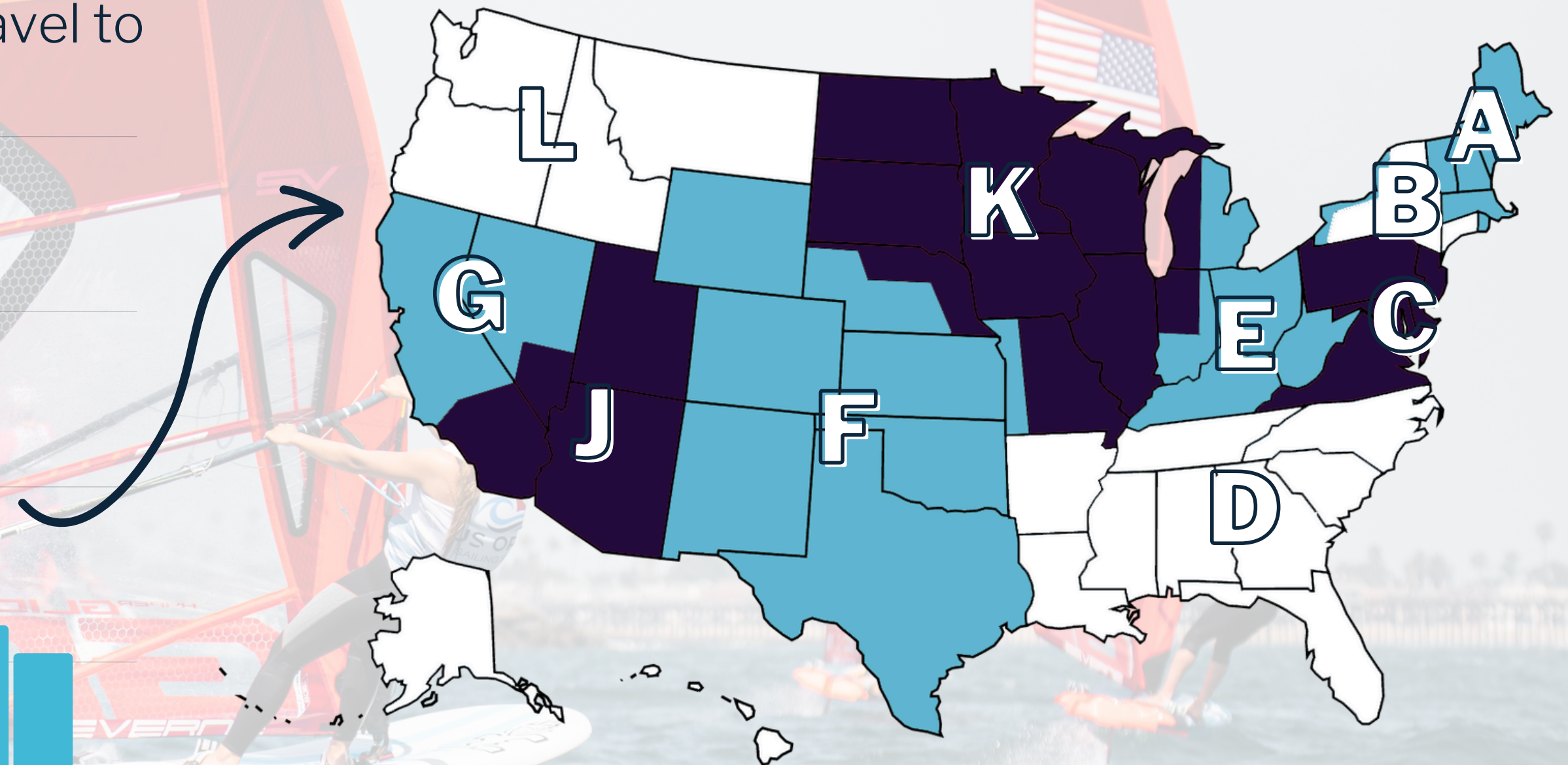
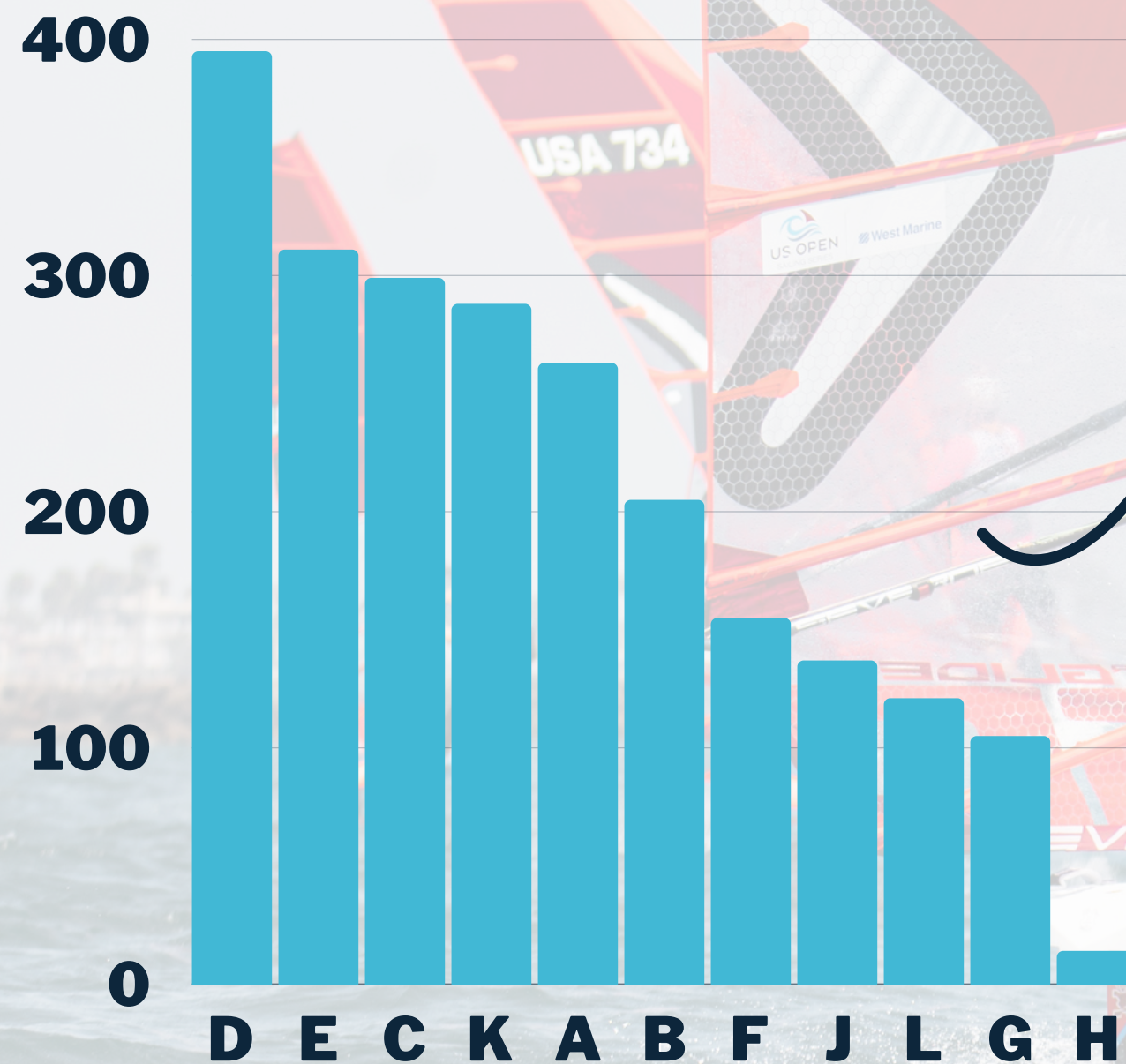
The surveys were available October 6, to December 6, 2022 and were promoted through:

- Class Leadership contacted through US Sailing Class information
- US Sailing Weekly Lift & Quarterdeck publications
- One Design Leadership Forum Facebook
- Scuttlebutt Sailing News
- US Sailing Championships Event



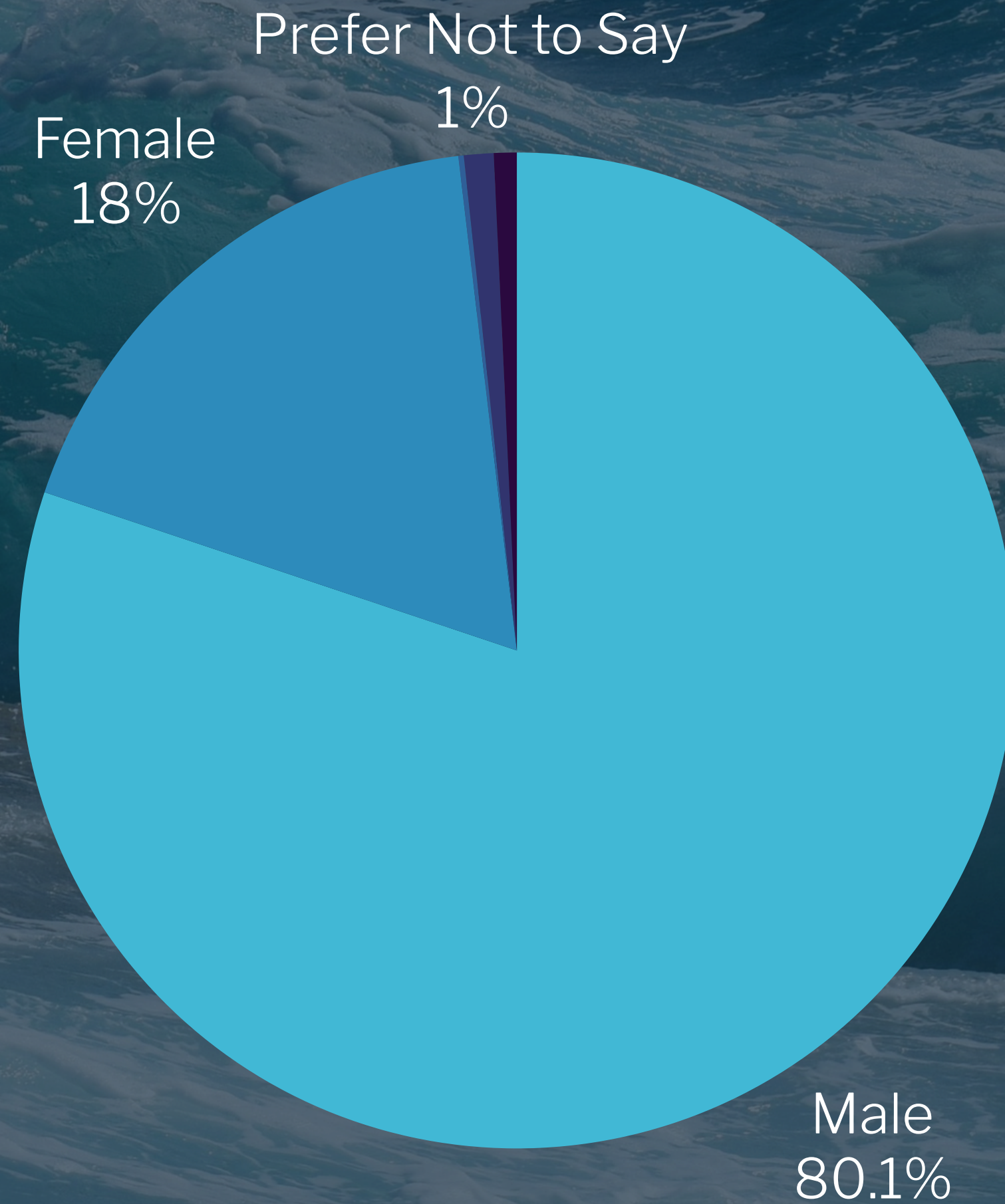
# Regional Representation

In what region do you typically sail?  
We are looking for your "home"  
region, not one you may travel to  
for a big event.

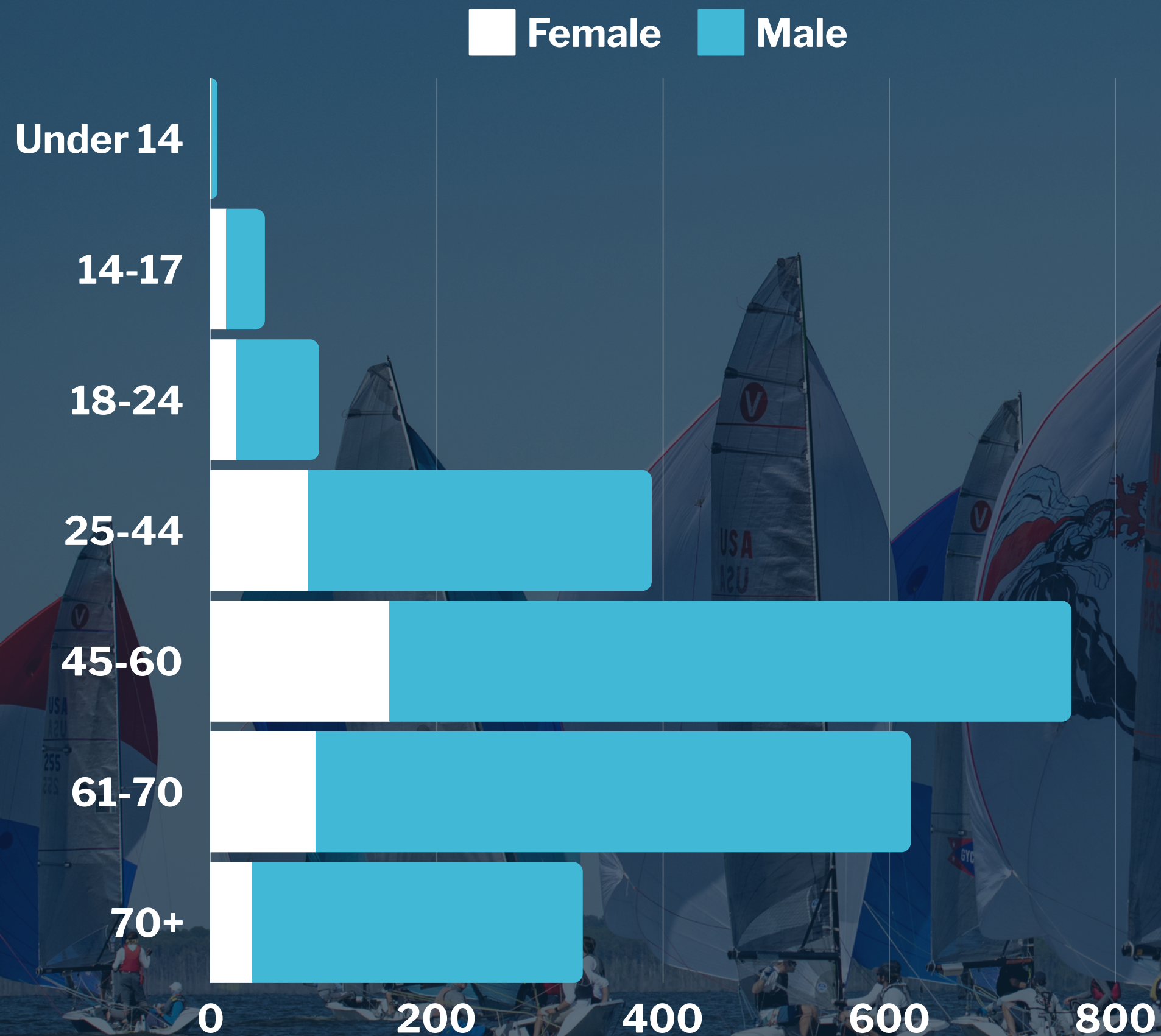




# Gender of Survey Participants







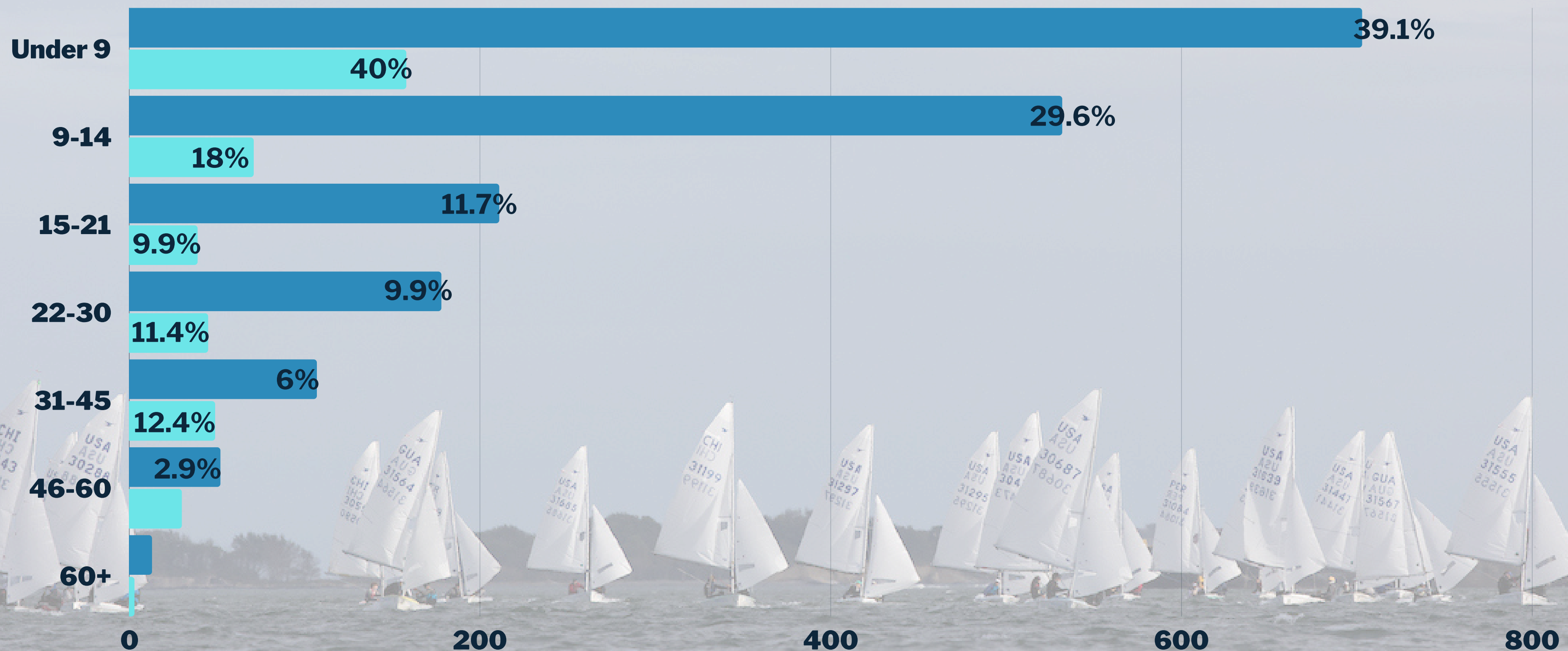
## Most respondents were men age 45-60

- Over 61% of the respondents are between 45 and 70 years old
- Less than 7% are under 24 years old



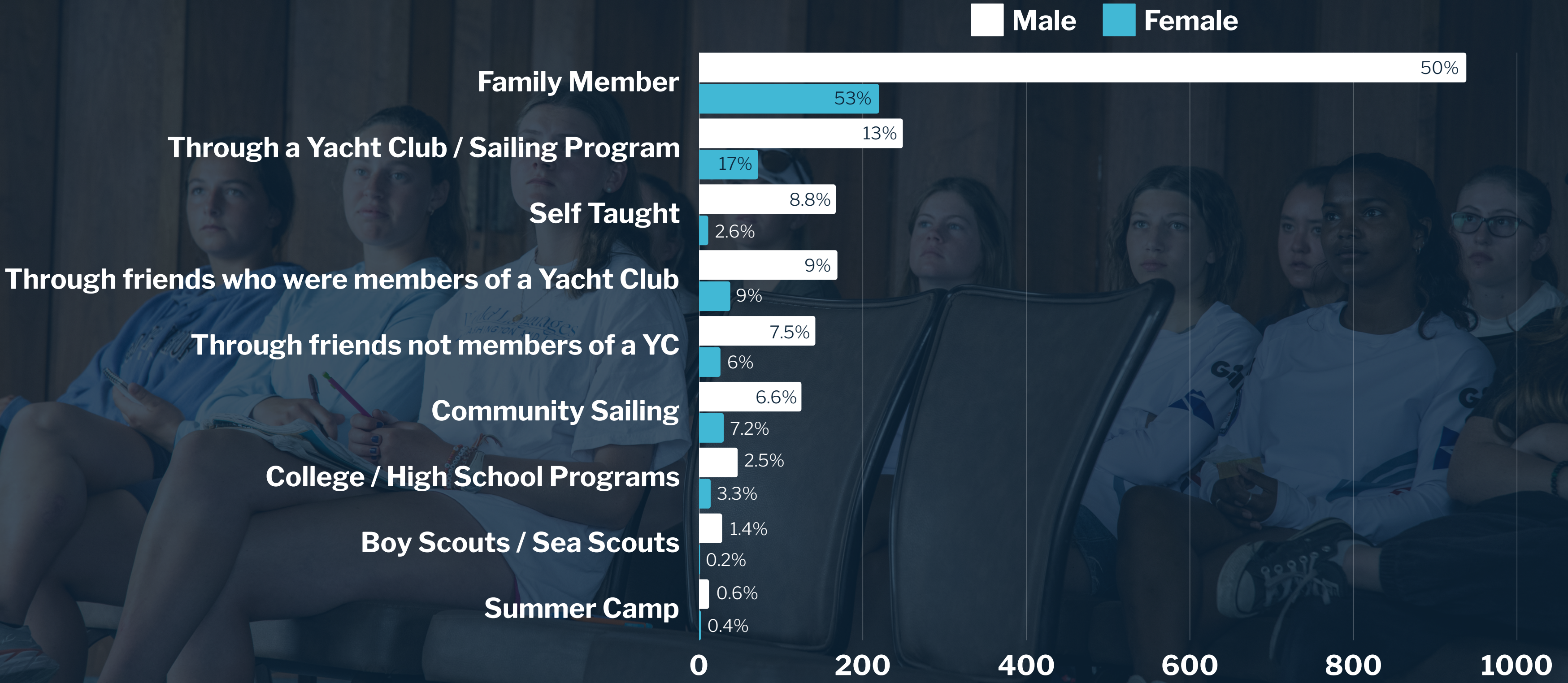
# Over 77% of respondents began sailing at an age of 21 yrs. old or less

Male Female





# Most respondents were introduced to sailing through family members





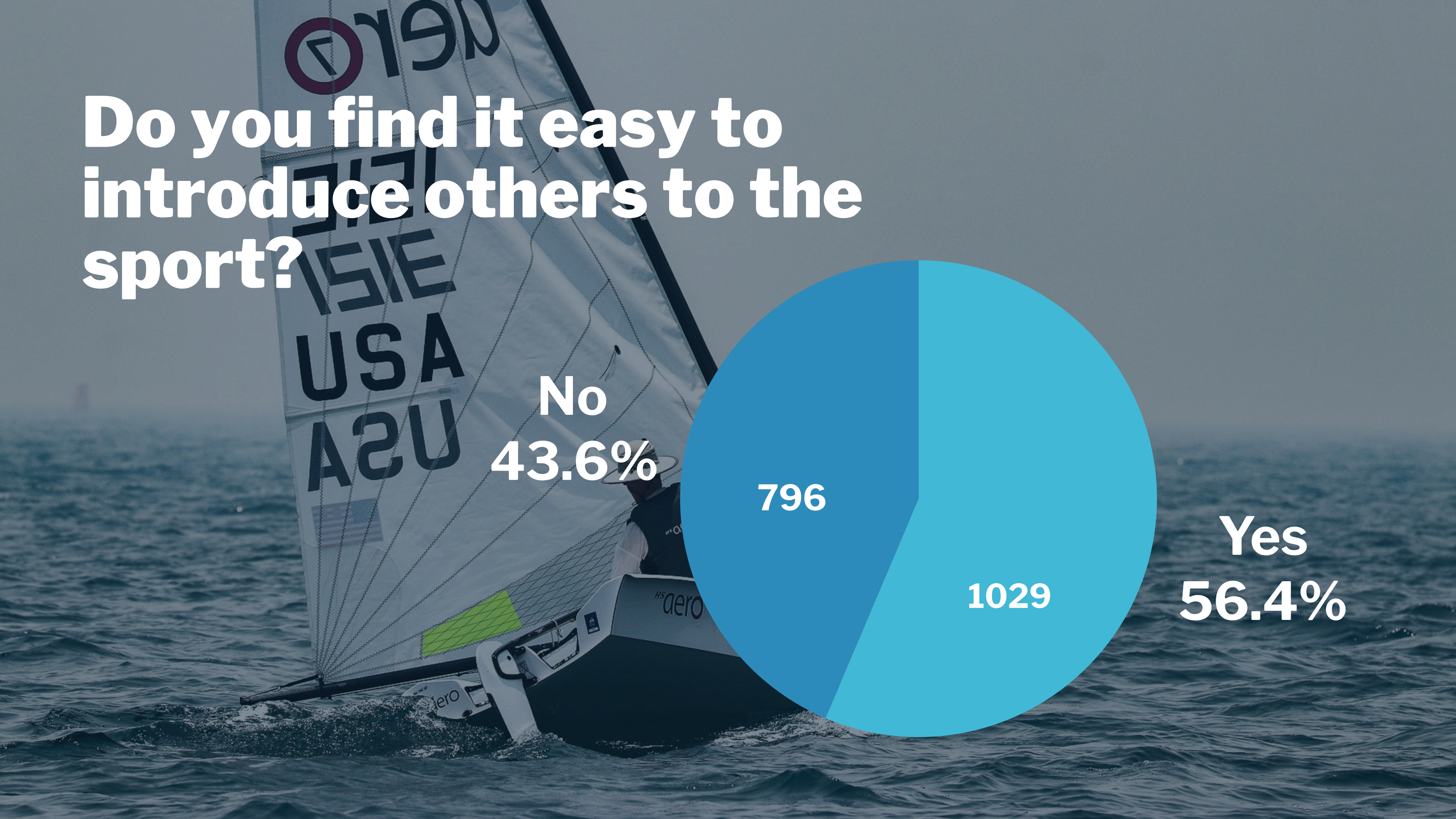
# Do you find it easy to introduce others to the sport?

No  
43.6%

796

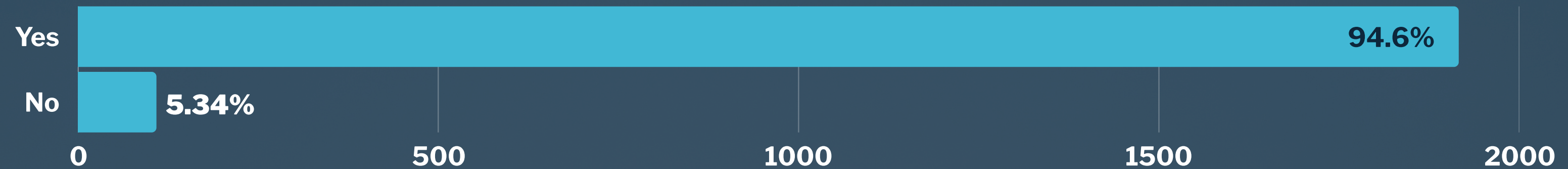
1029

Yes  
56.4%

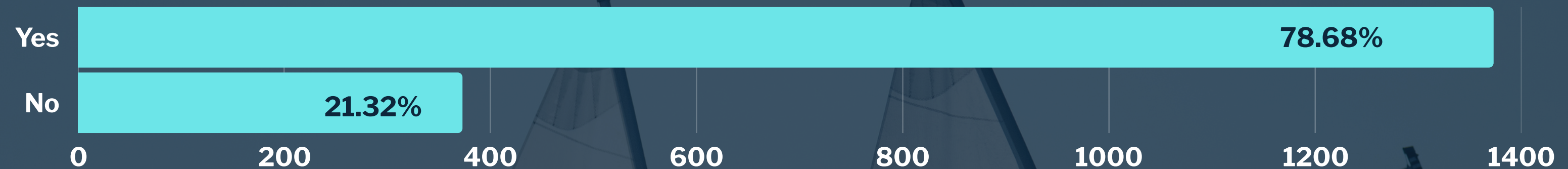




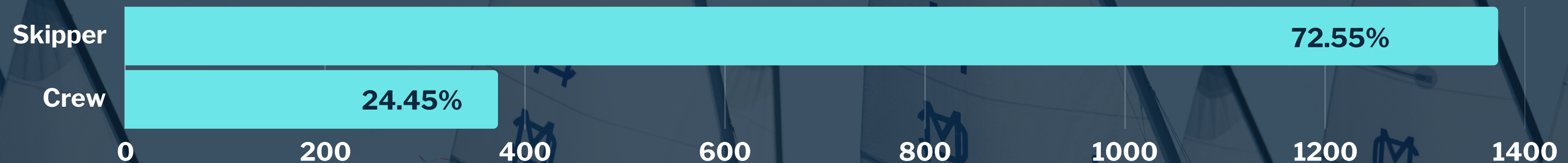
## Do you race?



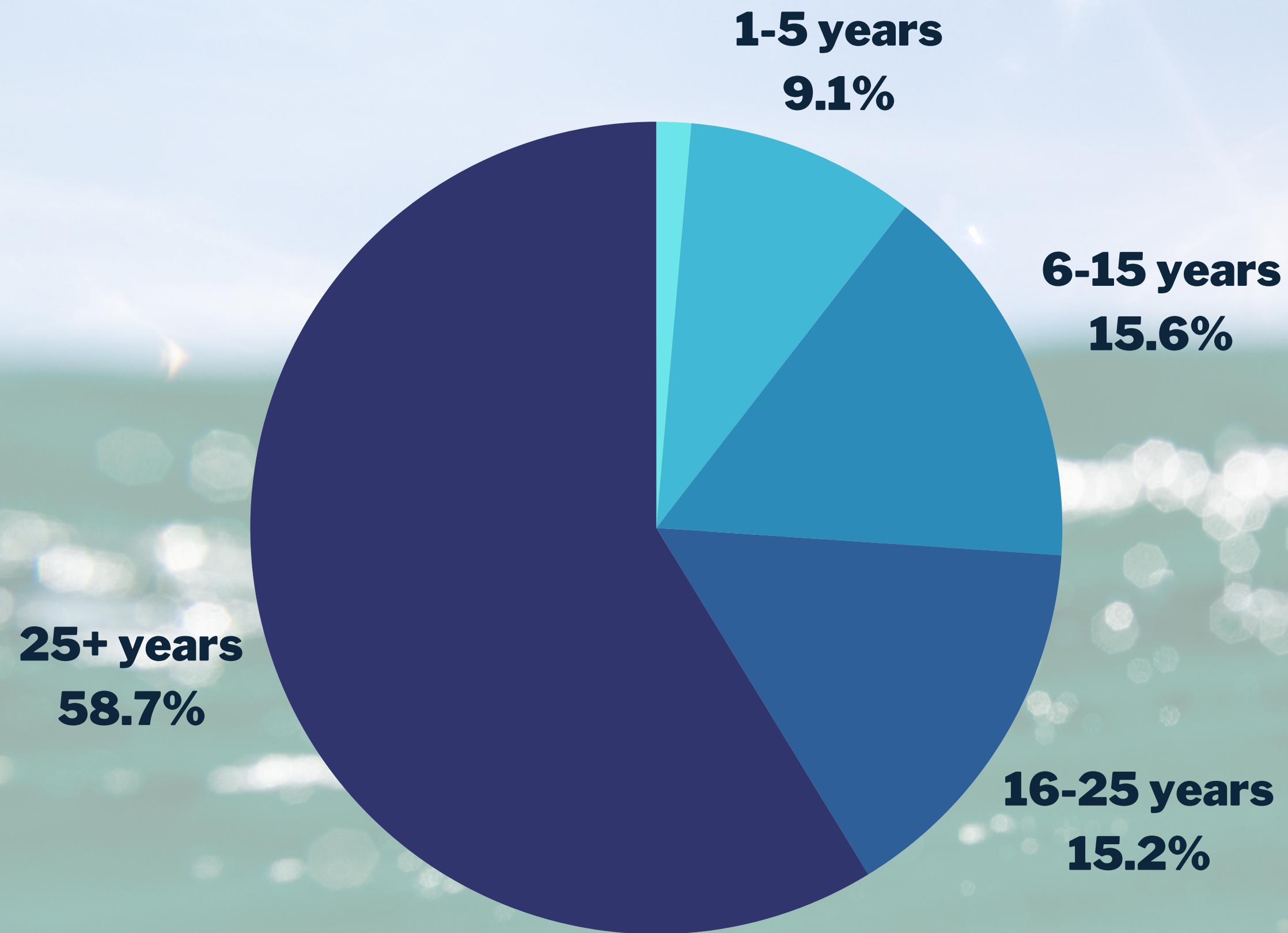
## Do you own the boat you race?



## Do you skipper or crew?







## How long have you been racing?

More than half of the respondents have been sailing for 25 plus years



# Do you travel for sailing events?

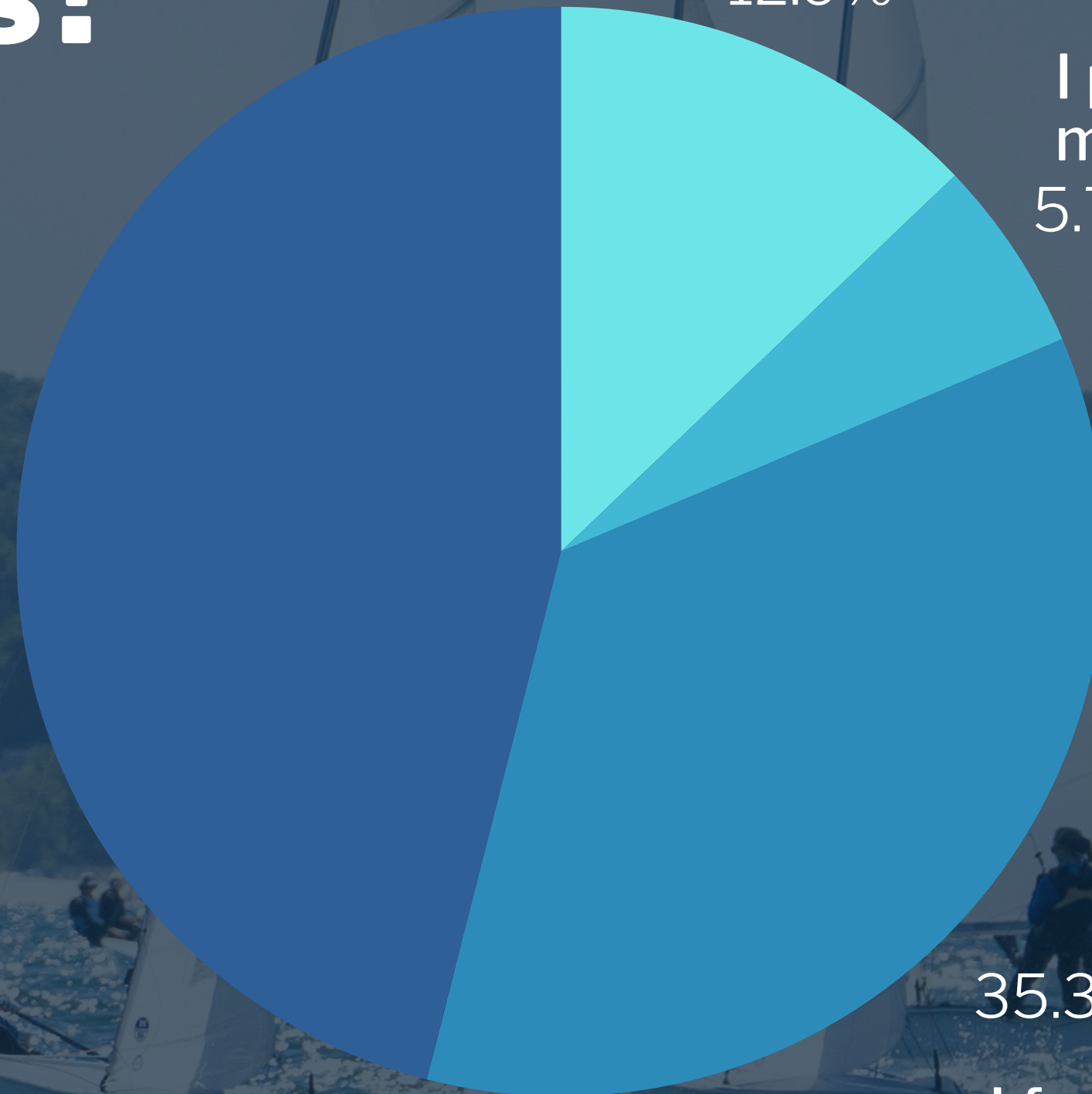
I rarely travel outside my region to race  
46%

I never travel outside my region to race  
12.9%

I primarily travel outside my region to race  
5.7%

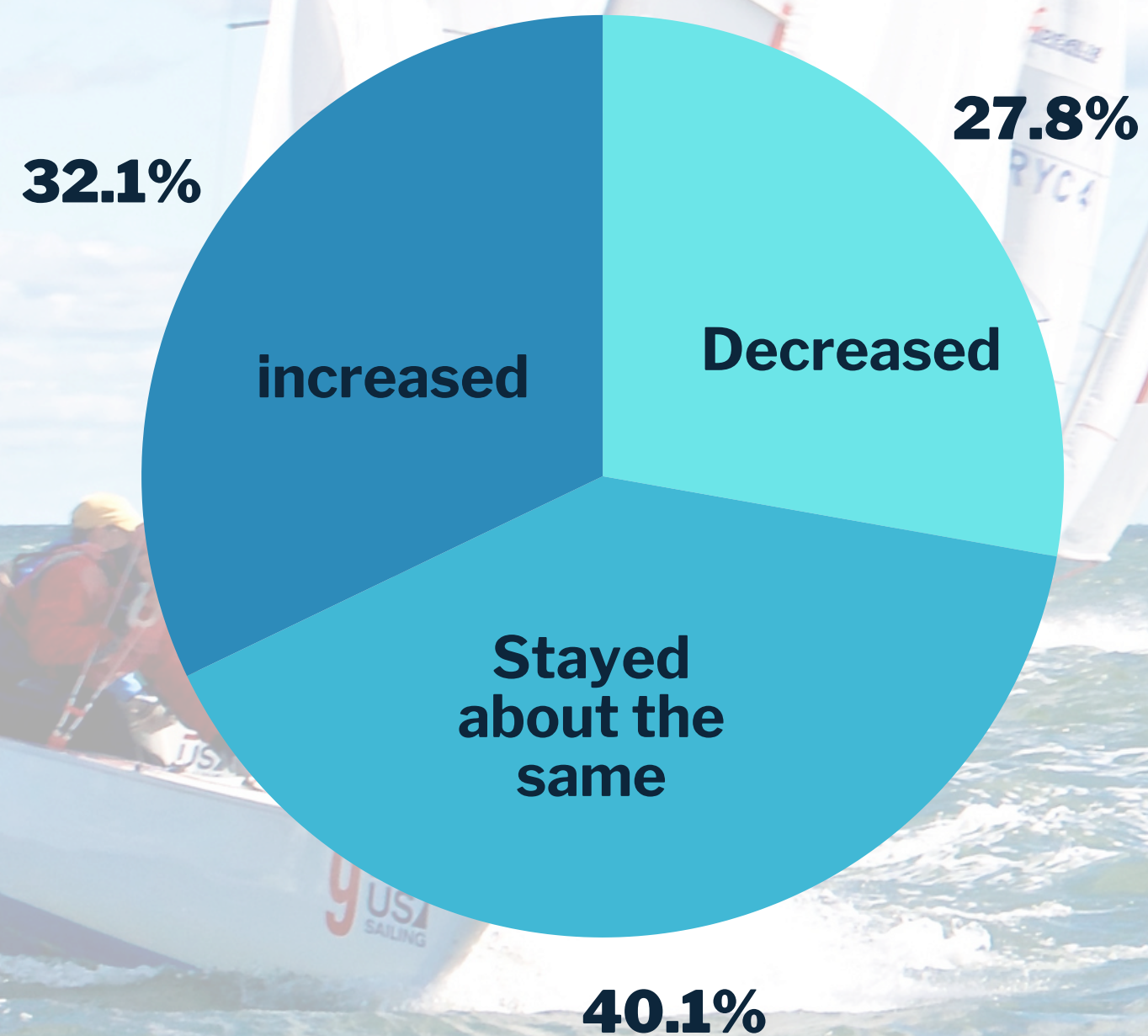
35.3%

I frequently travel outside my region to race

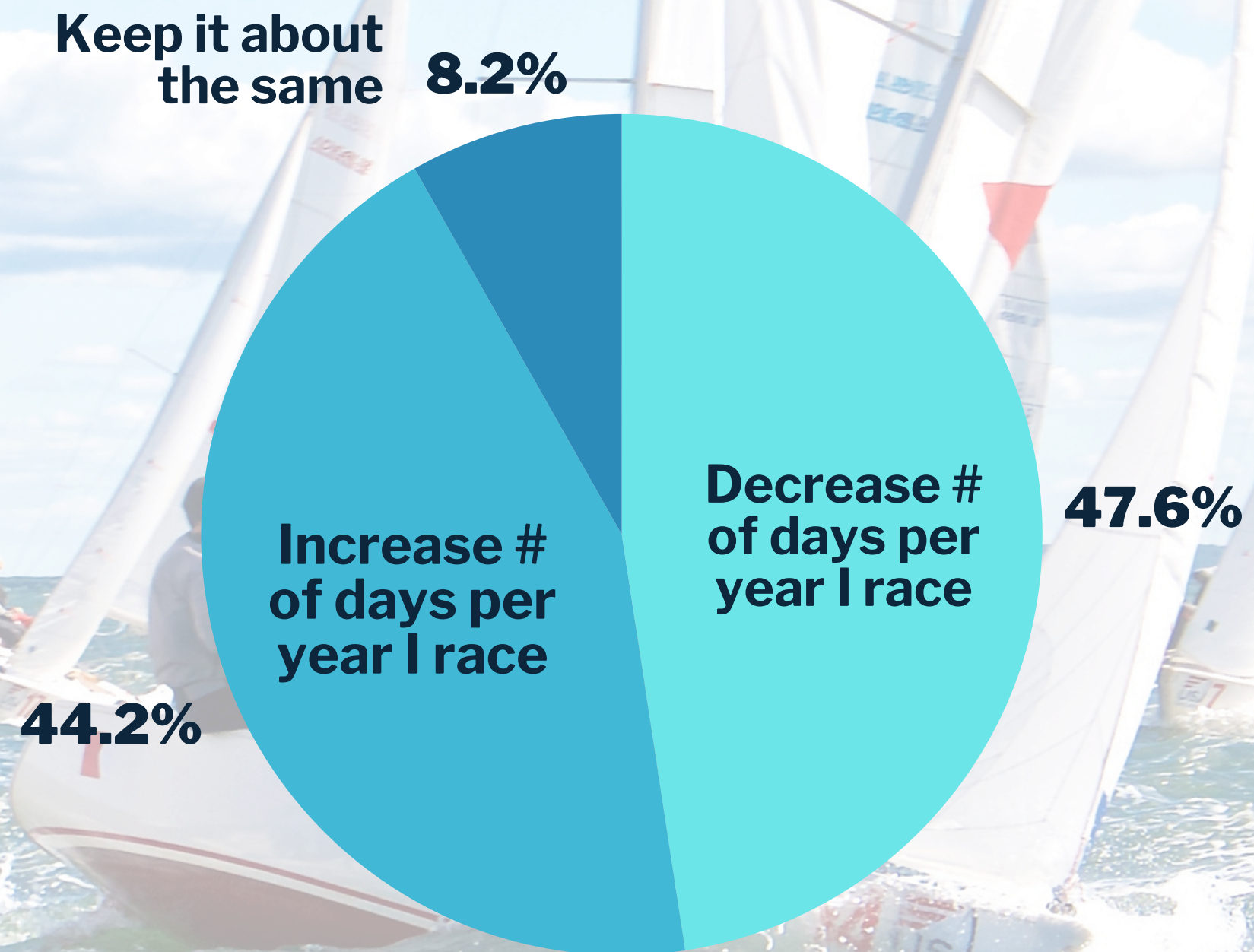




**In the last two years, which best describes the number of days you raced?**

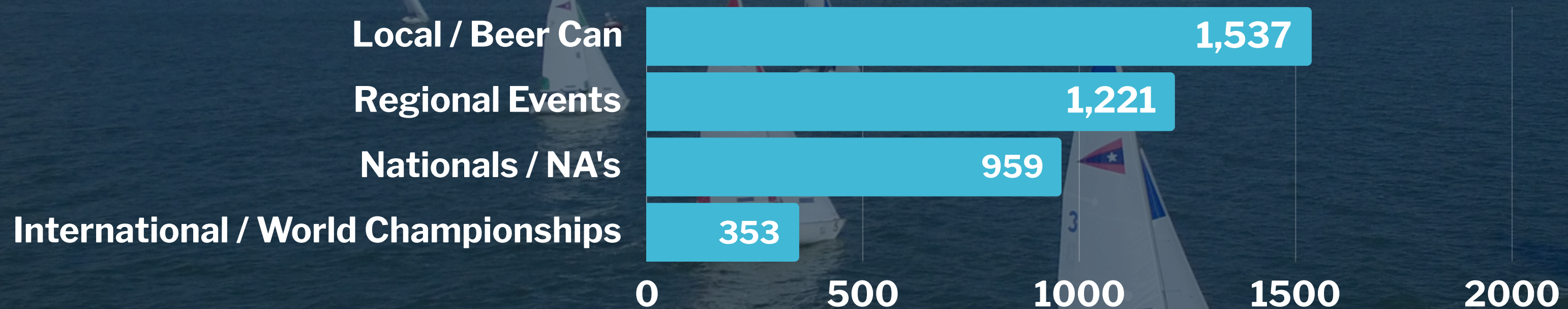


**In the next two years, which best describes the number of days you plan to race?**





# A large majority of respondents participated in Local / "Beer Can" racing



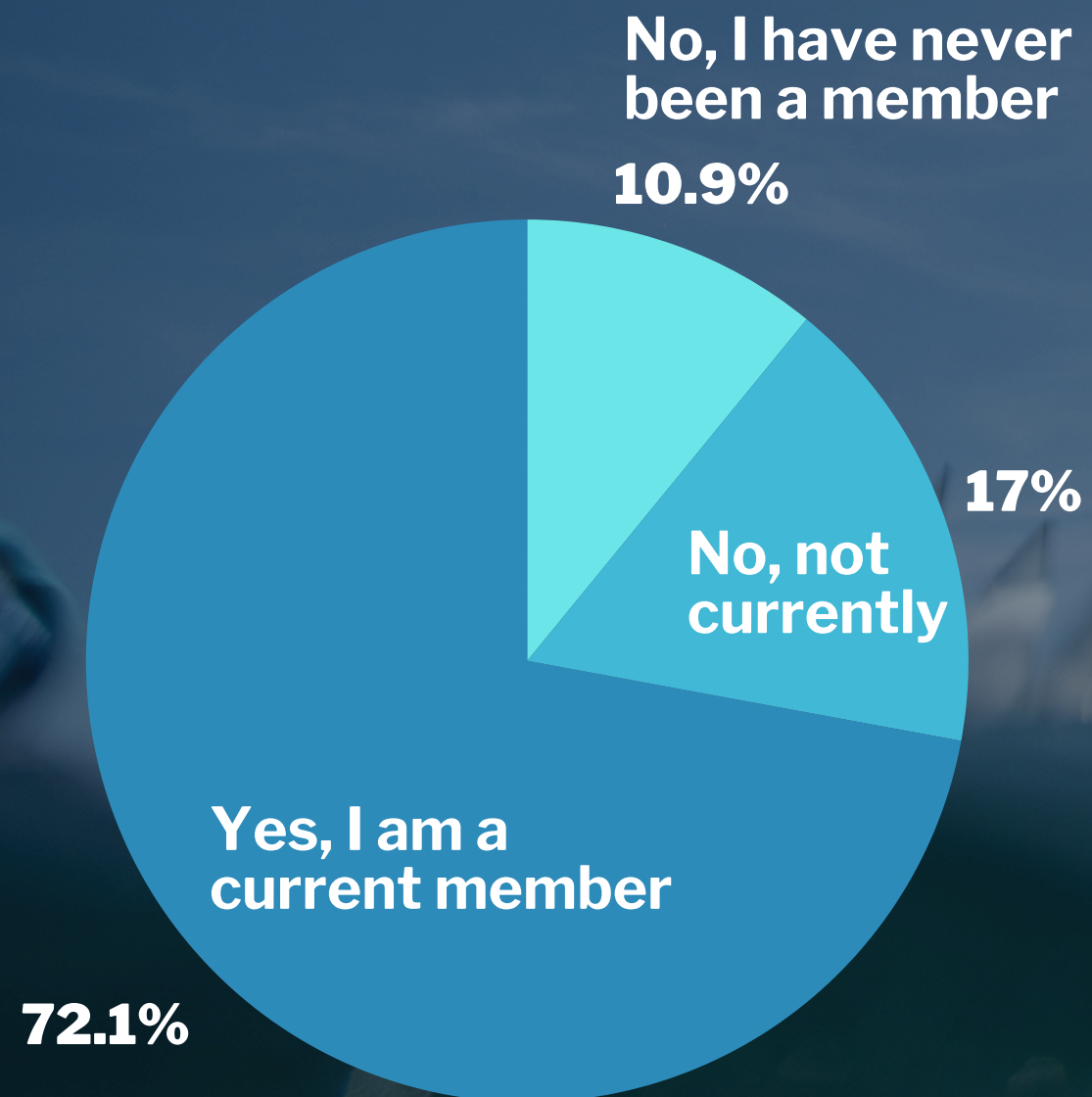
"Local sailing where I live is quite competitive, but I think that can make it fun. Having lots of learning opportunities and adult programing helps a ton."

Note that respondents  
answered multiple categories

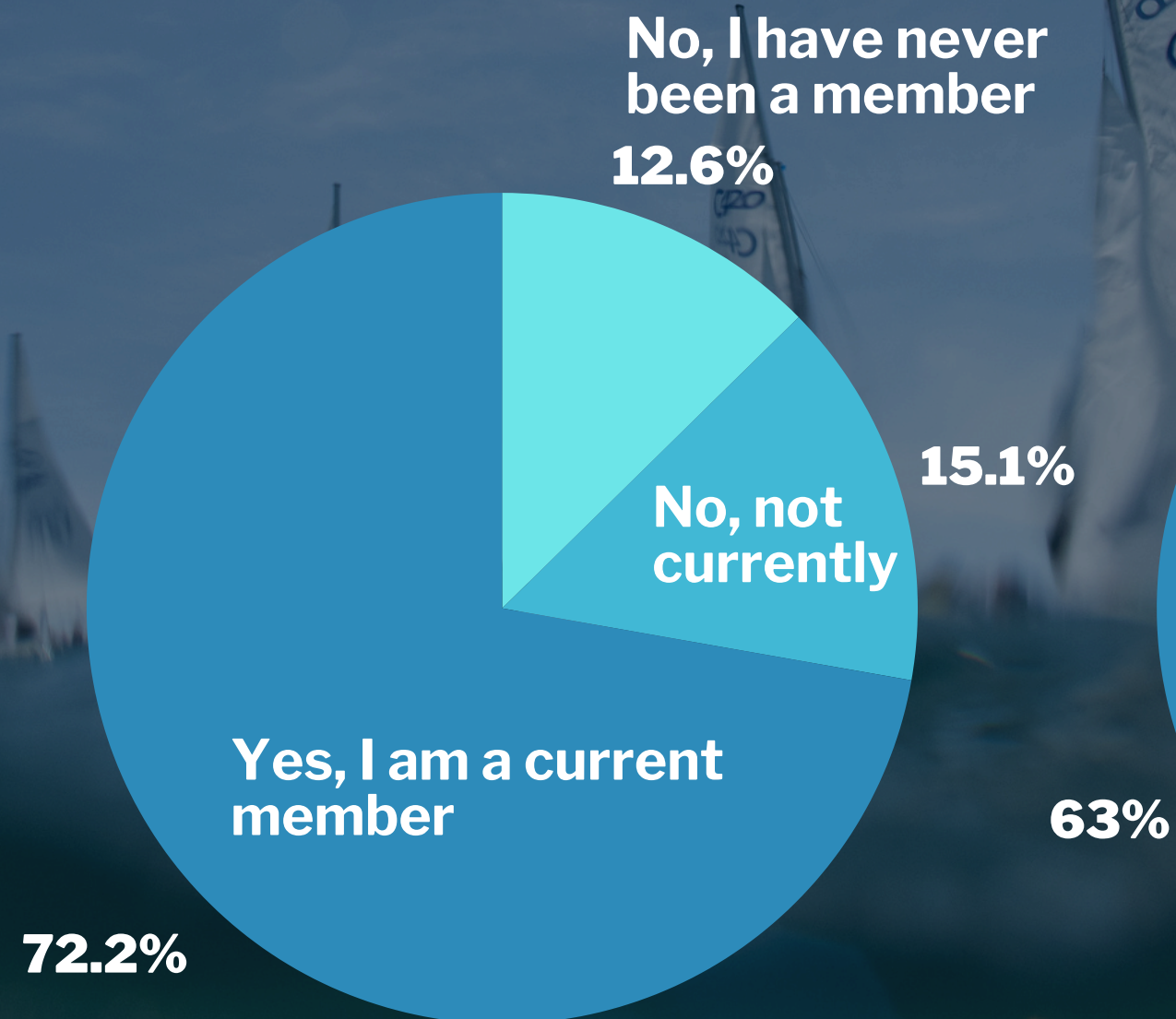


# Memberships

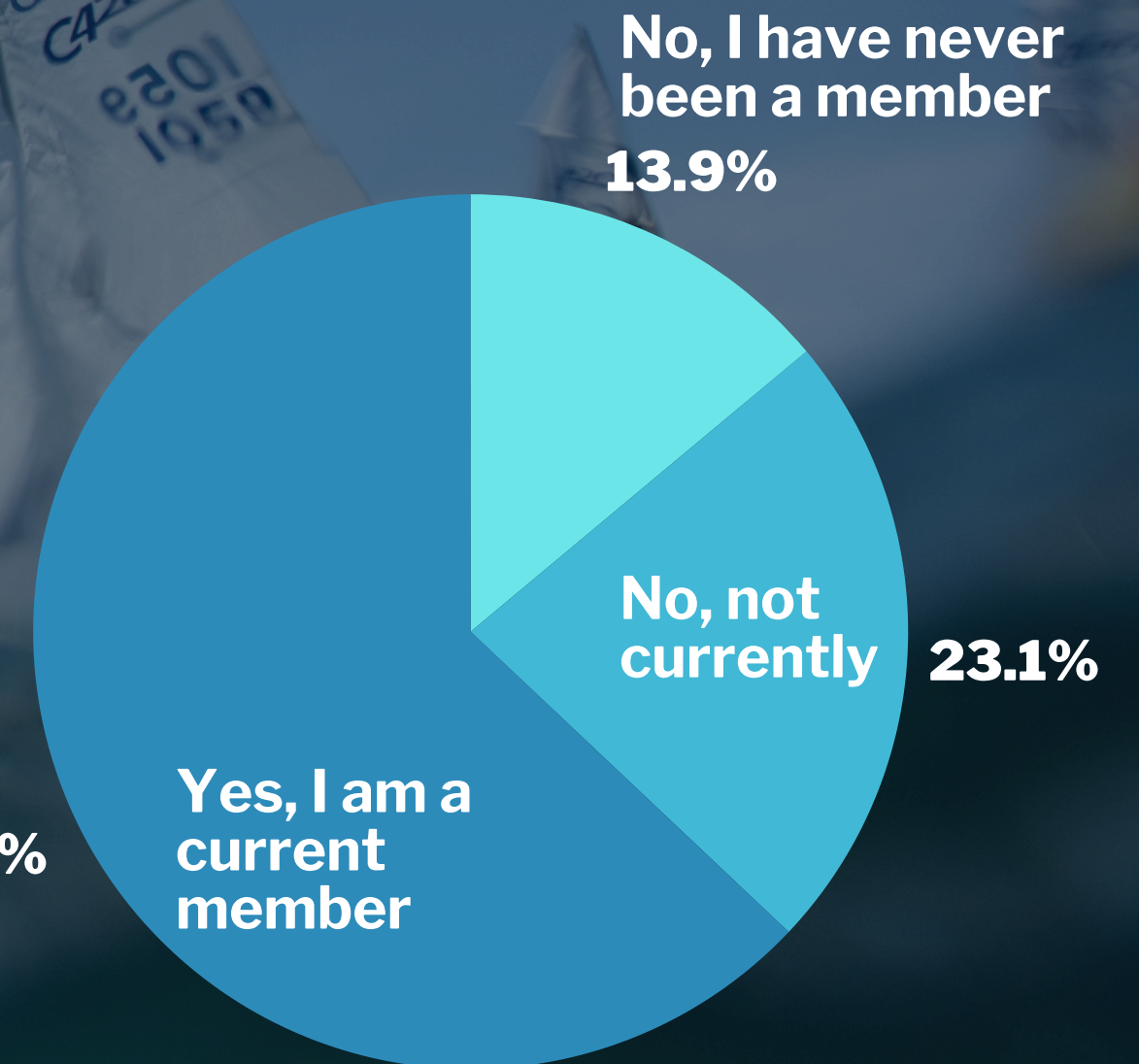
## One Design Class Assc.



## Your Local Fleet



## US Sailing






A background image showing several sailboats with white sails on a body of water under a clear sky. The sails have blue numbers and logos on them. One sail clearly shows the number '1868' and another shows '2487'.

# **Factors that encourage participation**

- 1. For the competition**
- 2. Want to improve sailing skills**
- 3. Social activities**
- 4. Boat tinkering**
- 5. Spending time with family**



The background of the slide is a photograph of ocean waves, showing white foam and blue-green water. The text is overlaid on the left side of this image.

**Top five barriers to participation in one design racing, ranked by survey participants from a list of 12 options**


- 1. Not enough time**
- 2. Other (see next slide)**
- 3. No boat to sail on**
- 4. Not fun anymore**
- 5. No crew**



## **"Other" responses included...**

- **Weak fleet participation**
- **Family obligations, namely childcare**
- **Aging, medical problems or disability**
- **Disorganized yacht club / RC**





**"Make it less expensive: work with clubs to offer basic affordable programs. Free, open house style sail boat rides, samplings of various experiences on different boats."**

**"Regattas need to be more 'entry level friendly' by welcoming questions, offering easy explanation of rules, and encouraging participation."**

**"Advertise and promote Youth programs. Educate youth sailors on how to get started. Yacht clubs need to give scholarships or financial aid. Give kids without a lot of money an opportunity for competitive sailing not just learn to sail."**

**"Crew match nights. Dock talks that are for everyone, not just skippers - training crew in actual races."**



# Outcomes

- The age profile is concerning
- The gender and age profile makes diversity a huge goal / need
- Entice youth, collegiate and mid-lifers back to sailing
- Youth (18 – 26) were not a large participant of responses
- Need to survey Youth (18 – 26) to develop a data point
- Competition is very important as are social activities
- Sailing needs to fun!
- Need to repeat the survey every 2 years to develop trends





# One Design Sailing

*Class Association survey results  
50 respondents*





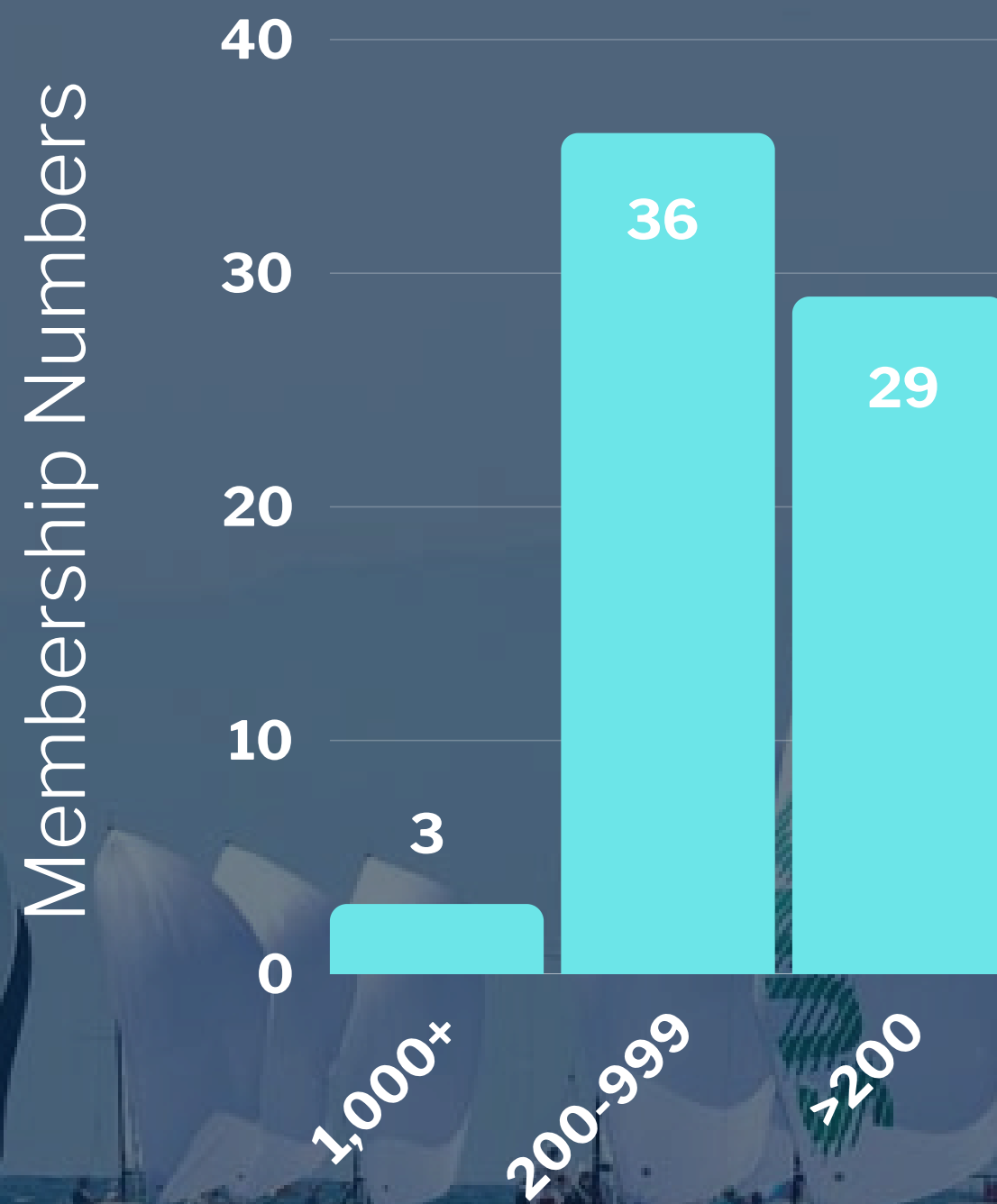
# Methodology

To attain results for the Class Survey:

- Contacted all class leaders in the US Sailing contact list and emailed this group various times while the survey was open.
- Promoted the survey US Sailing's publications the Weekly Lift and Quarterdeck.
- Promoted the survey on the private One Design Leadership Forum Facebook page.
- Promoted the survey on Scuttlebutt Sailing News.
- Asked participants at US Sailing Championships to complete the survey.
- Survey was open from October 6 to December 6, 2022.



# Of the 50 One Design Classes that completed the survey, membership data indicated:





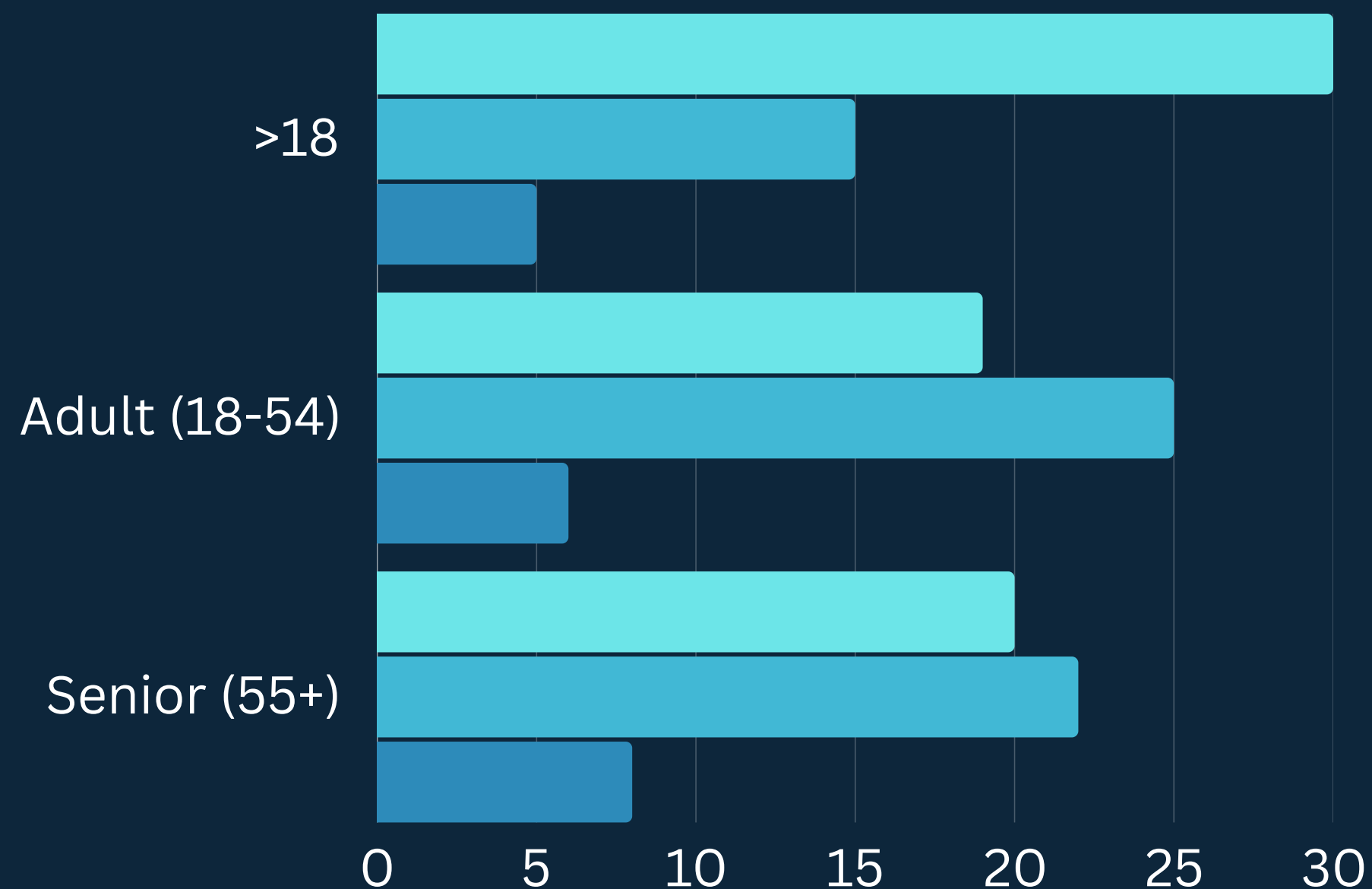
**The largest growth was seen in the adult age group (18-54), while the largest decline was seen in the senior age group (55+)**

In the last 24 months, what is your class' trend in membership in three different

age groups:

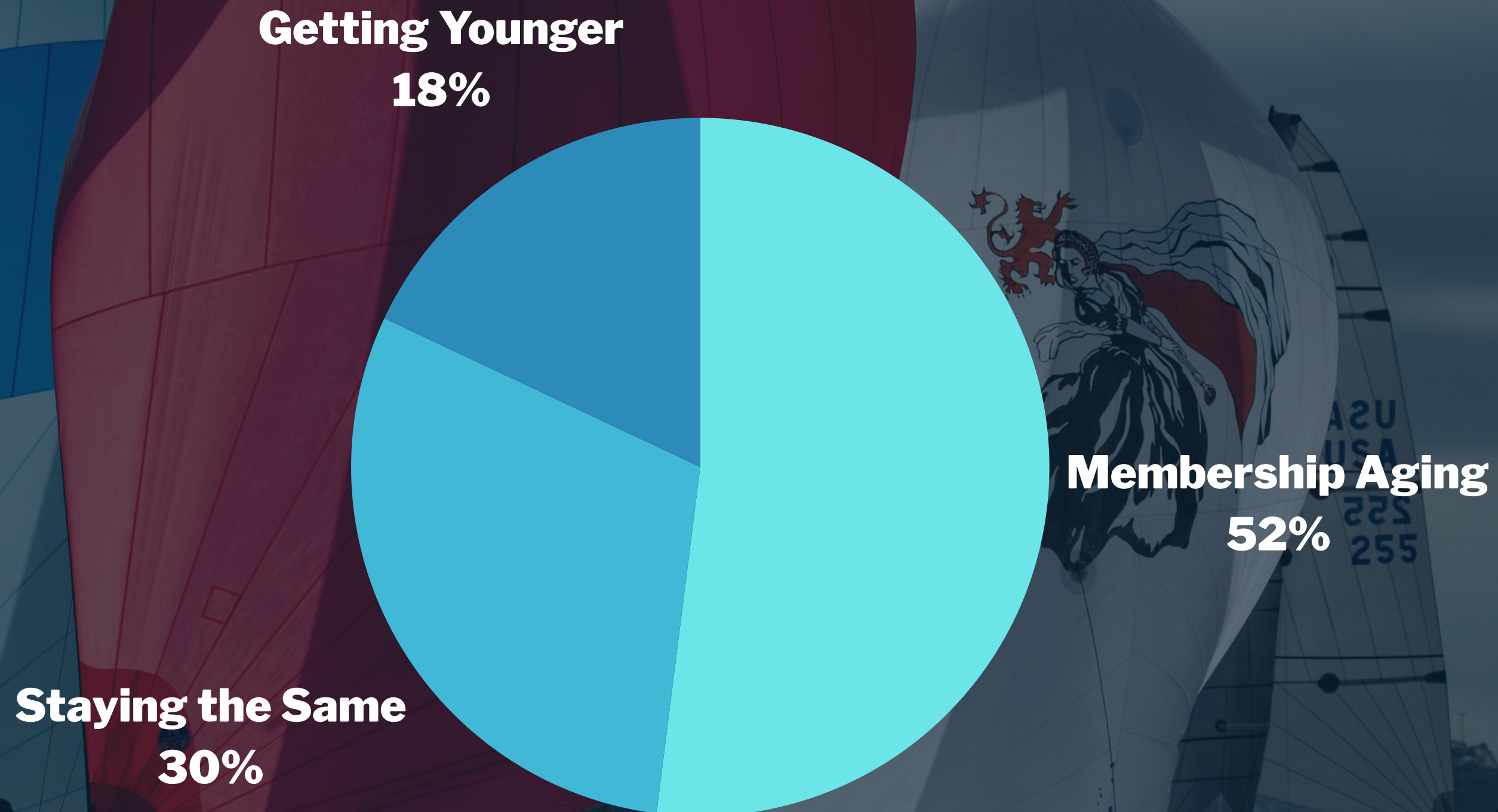
No Change Growth

Decline



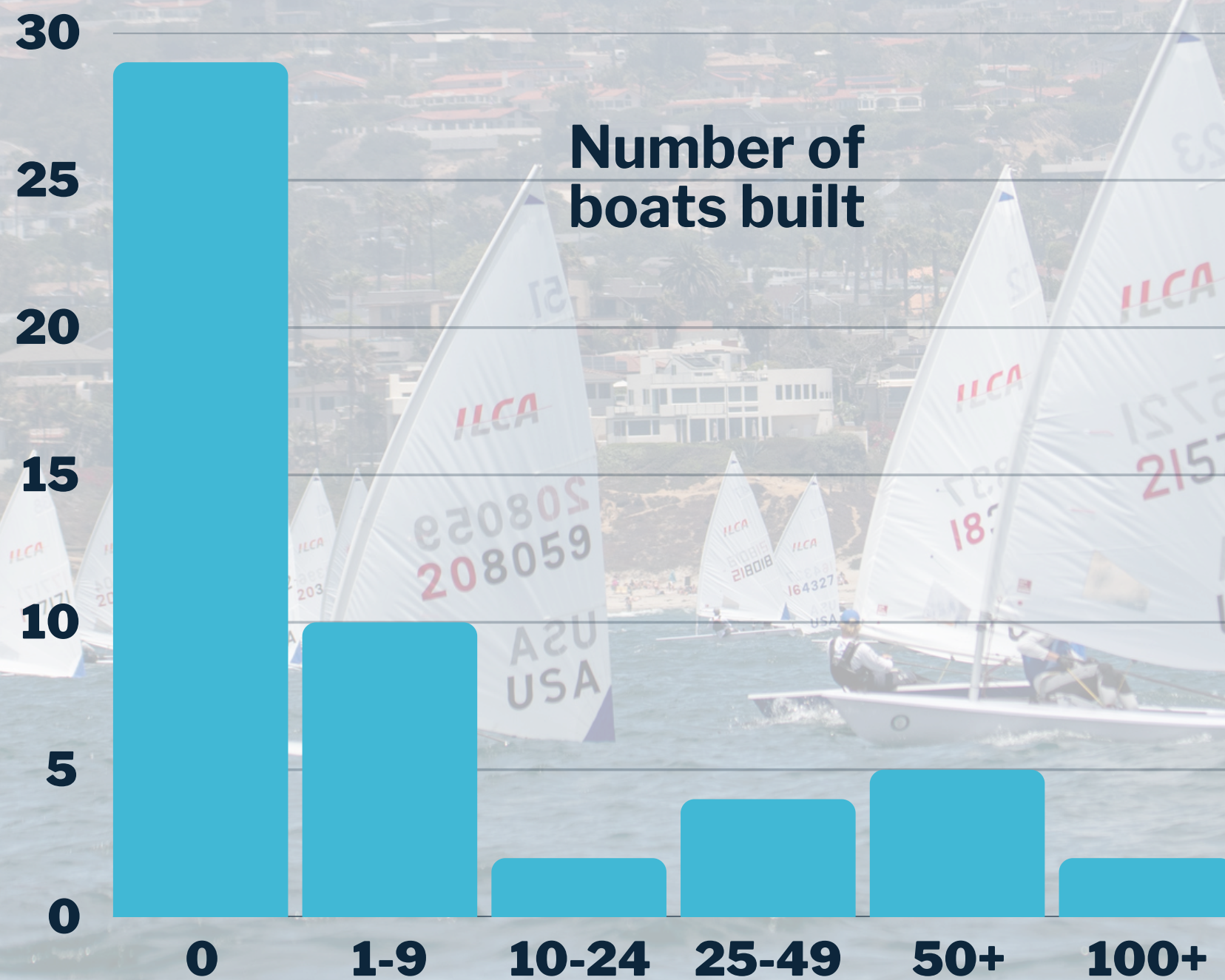


**24% of respondents track demographics data, while 76% do not. Of the of classes who do:**





# Most of the One Design Classes reported new boats were built in the past two years.



## The used boat market was also active:

- 50% One Design Classes reported demand exceeded supply.
- 34% reported demand & supply are equal.
- 16% indicated supply is higher than demand.
- A total of 1,949 used boats changed hands in 37 One Design Classes.
- 5 Classes reported that 100 plus used boats changed hands in their respective classes.

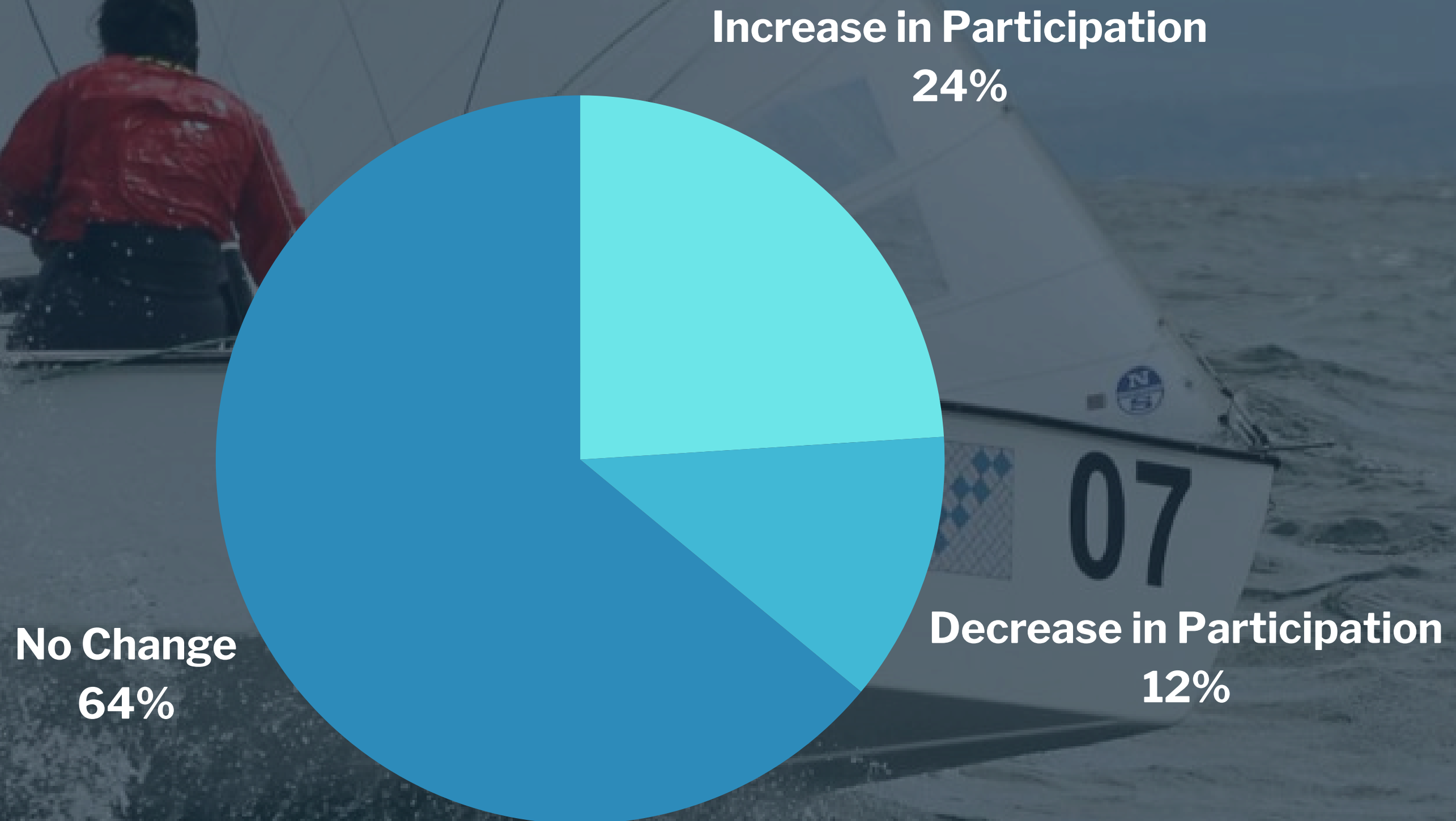


# Boat to Membership Ratio

Class	boats built	paid members	paid members / boats built
Star Class Int Yacht Racing Assn	8,582	1,365	15.9%
International Lightning Class Association	15,600	1,359	8.7%
AMYA Soling 1 Meter RC	13,000	1,000	7.7%
Flying Scot Sailing Association	6,260	923	14.7%
Club 420 Class Association	9,200	788	8.6%
United States Sunfish Class Association	750,000	650	0.1%
Thistle Class Association	4,053	645	15.9%
MC Sailing Association	2,890	631	21.8%
International Hobie Class Association	100,000	567	0.6%
Catalina 22 National Sailing Association	15,809	548	3.5%
Snipe Class International Racing Association	31,820	477	1.5%
Catalina 22 National Sailing Association	15,800	475	3.0%
National Class E Scow Association	300	364	121.3%
International Etchells Class	1,500	350	23.3%



# Classes reported participation at National Championships in the last 3 years:

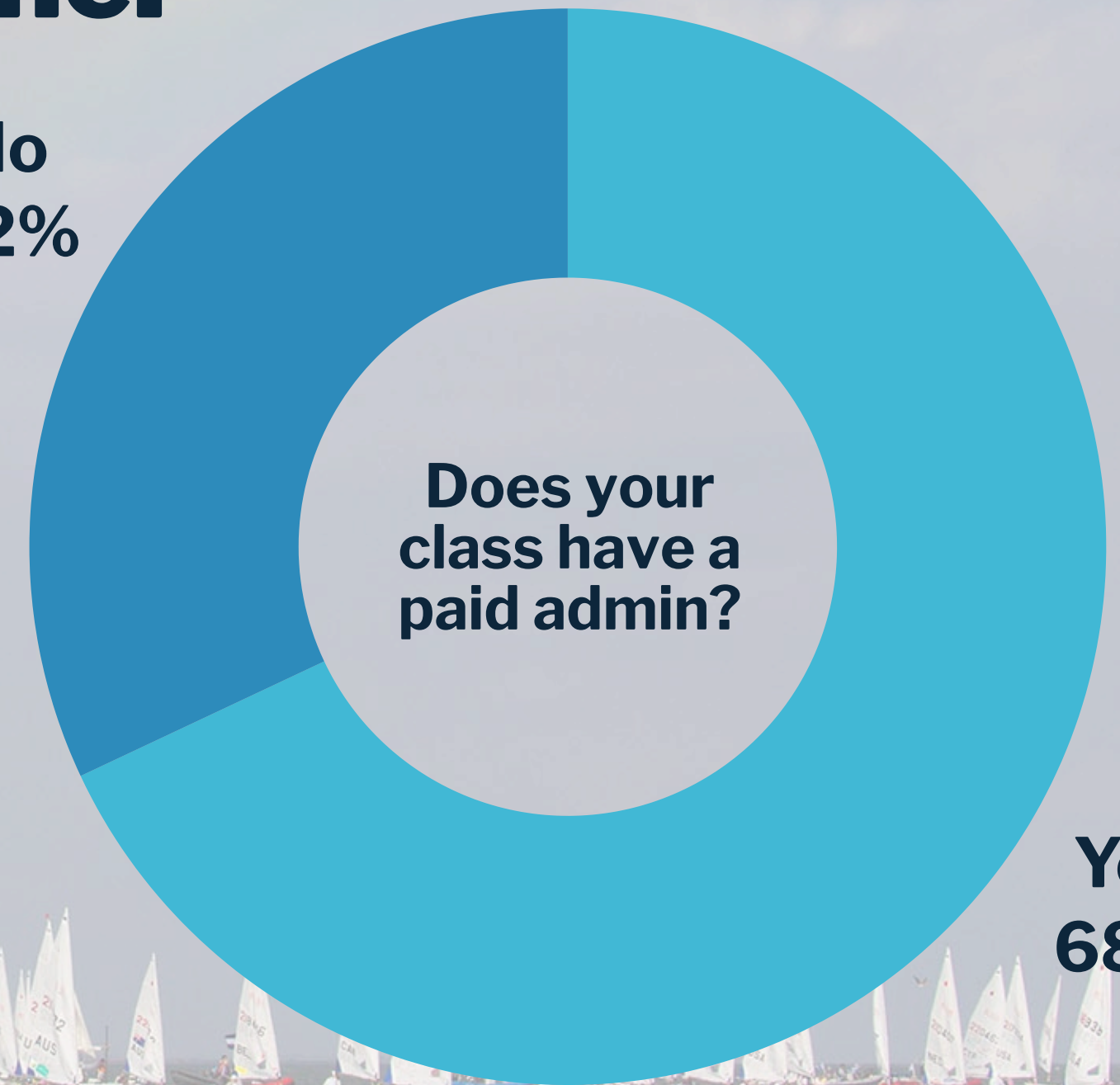




# Most classes have a paid class administrator, and a majority of paid class admin are part time.

73% of the classes reported that they have a form of charitable status while 27% do not

No  
32%

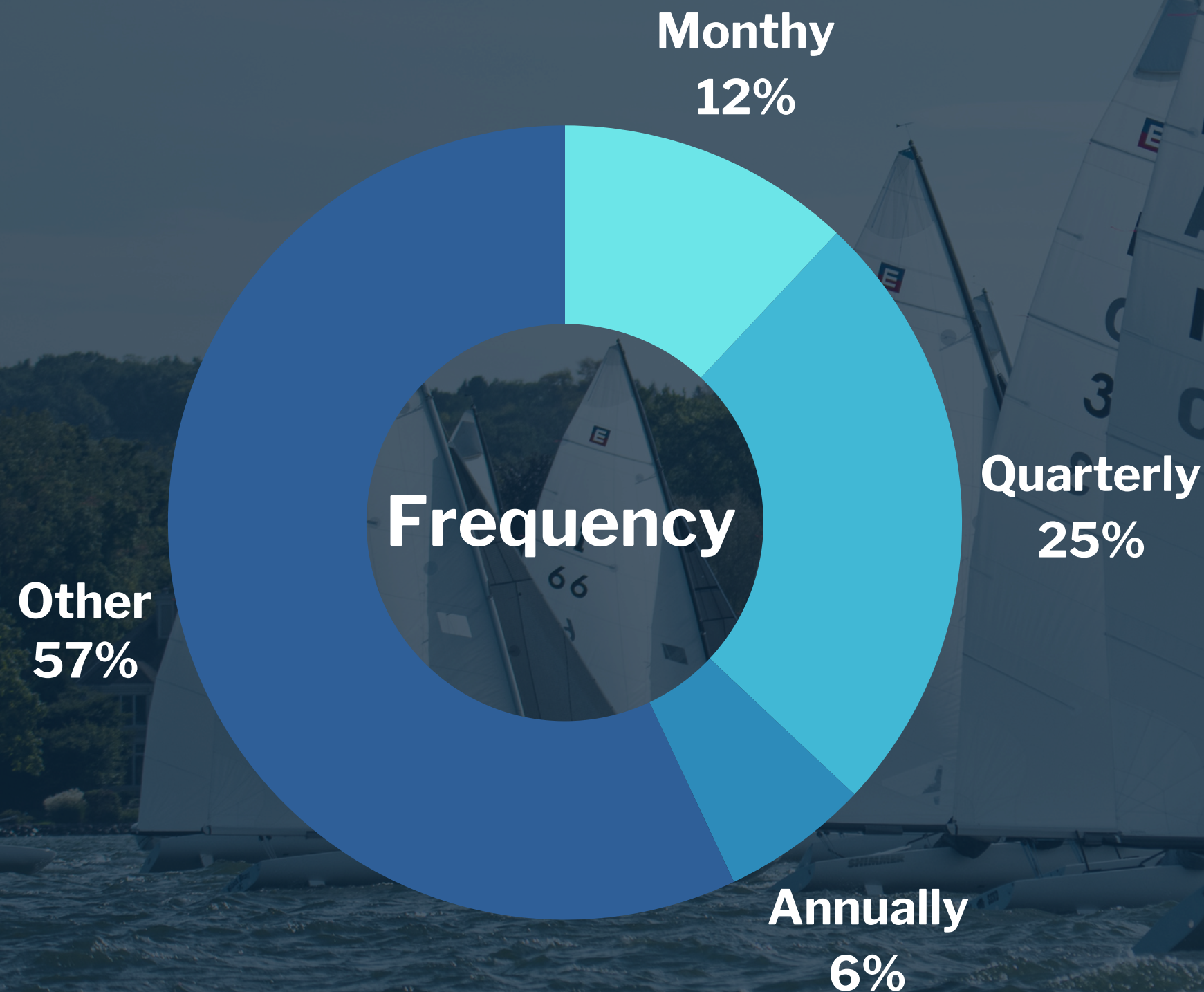


Yes  
68%

Does your  
class have a  
paid admin?



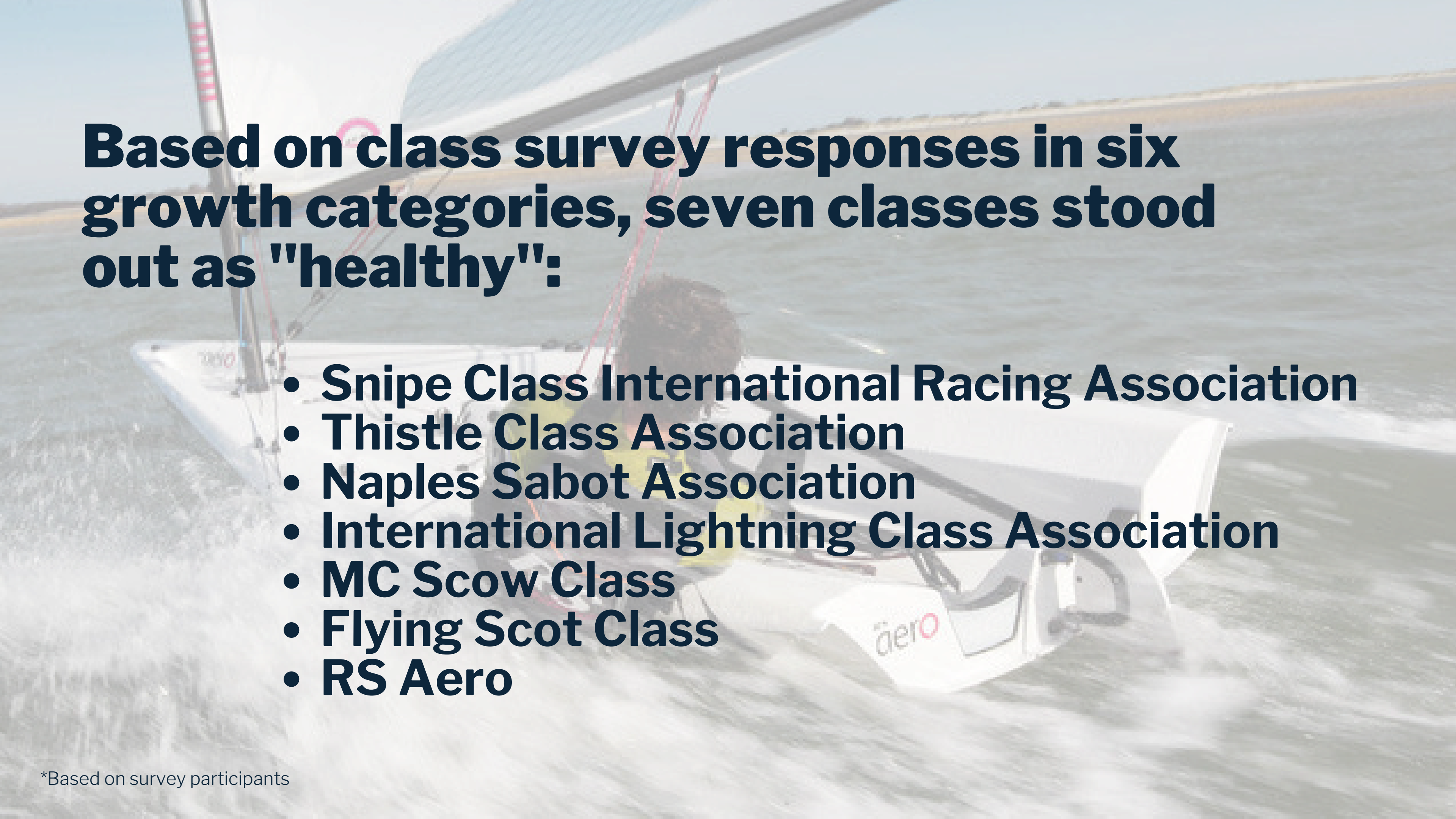
# A little more than half of classes have a newsletter, with a quarter publishing online.



## Newsletter

- When asked whether the class has a newsletter 51% indicated “yes” and 49% do not.
- Over 75% indicated that newsletter is transmitted in an electronic format, 22% indicated both electronic and print while 2% only in print.
- Other may include seasonal or as needed.



A background image of a sailboat racing on the water. The boat is white with a large sail and a person is visible on the deck. The text is overlaid on the image.

**Based on class survey responses in six growth categories, seven classes stood out as "healthy":**

- **Snipe Class International Racing Association**
- **Thistle Class Association**
- **Naples Sabot Association**
- **International Lightning Class Association**
- **MC Scow Class**
- **Flying Scot Class**
- **RS Aero**

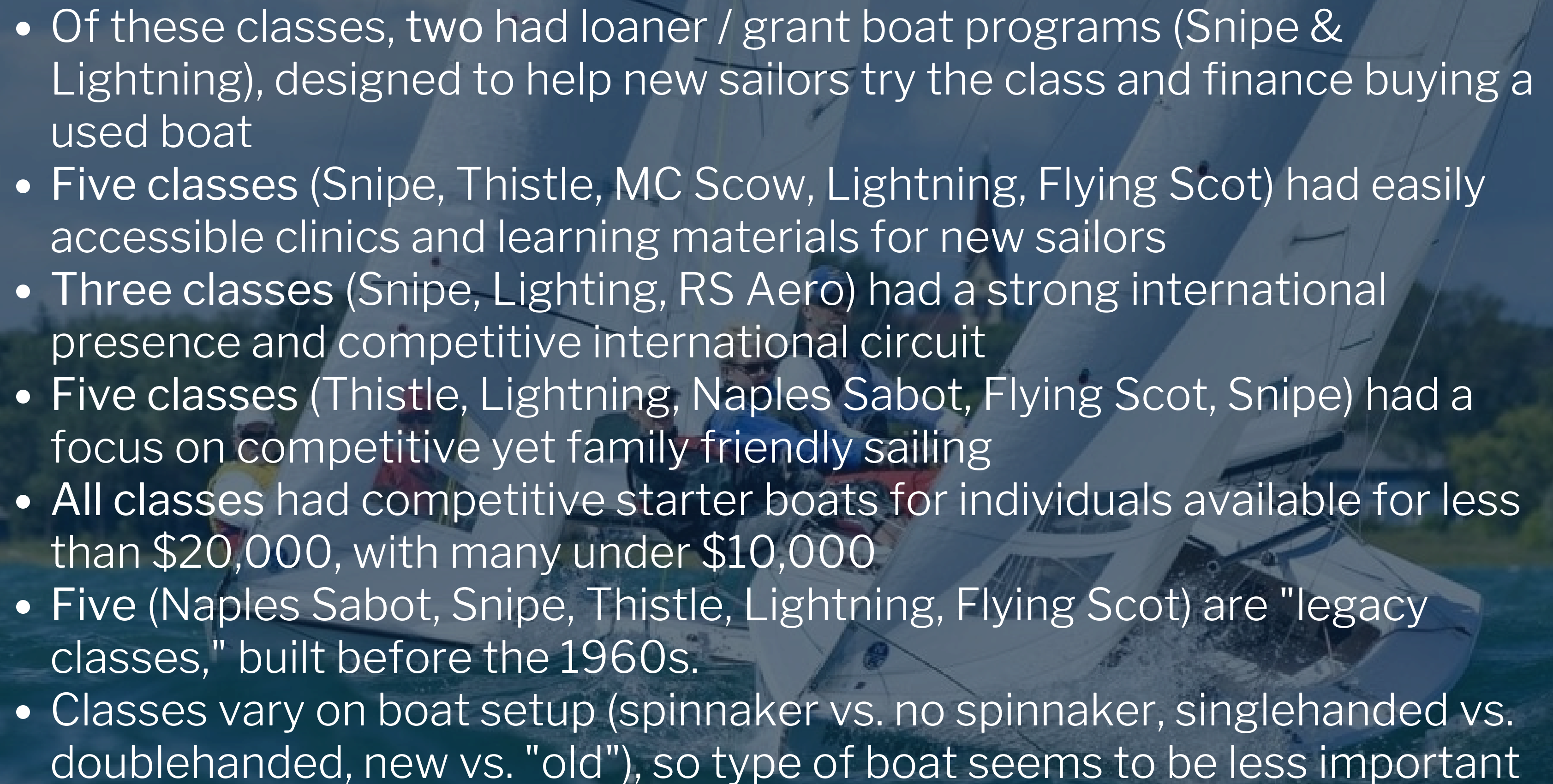
\*Based on survey participants



# **Categories measured:**

- **Growth in youth membership**
- **Total membership**
- **New boats produced in the last two years**
- **Demand for used boats**
- **Growth at National and North American champs**
- **Growth of women in membership**



- 
- Of these classes, two had loaner / grant boat programs (Snipe & Lightning), designed to help new sailors try the class and finance buying a used boat
  - Five classes (Snipe, Thistle, MC Scow, Lightning, Flying Scot) had easily accessible clinics and learning materials for new sailors
  - Three classes (Snipe, Lightning, RS Aero) had a strong international presence and competitive international circuit
  - Five classes (Thistle, Lightning, Naples Sabot, Flying Scot, Snipe) had a focus on competitive yet family friendly sailing
  - All classes had competitive starter boats for individuals available for less than \$20,000, with many under \$10,000
  - Five (Naples Sabot, Snipe, Thistle, Lightning, Flying Scot) are "legacy classes," built before the 1960s.
  - Classes vary on boat setup (spinnaker vs. no spinnaker, singlehanded vs. doublehanded, new vs. "old"), so type of boat seems to be less important



# Feedback & Comments Received

- Local clinics (most repeated comment) - Be more welcoming and helpful to get newcomers up to speed.
- Promote learn to sail/race locally - Make local access to water a priority
- More socials - Promote fun & social over racing - Support non-racing sailing activities.
- "Our club has found boat share for non boat owners and many opportunities to sail in different types of sailboats. I suggest you examine this program as a model by Sarasota Sailing Squadron."
- Developing local regatta circuits - Fun beer can racing during the week
- "There is a need to get more women involved in the sport... the NCWSA (North Coast Women's Sailing Association) at Edgewater Yacht Club in Cleveland is a great example of how to do this."
- Exposure on popular media, TV, schools, free events.



# Class Survey Outcomes

- Develop inclusive strategies to retain / attract the 18 – 26-year-old population
- Create and support initiatives that promote local sailing organizations to provide an inclusive sailing environment.
- Publish / highlight class best practices
- Host a forum (zoom) for class leadership
- Expand the Siebel Sailors Program
- Feature specific classes that are successful
- Promote US Sailing's "First Sail" program
- Link membership renewals for Local, Class and US Sailing



**With thanks to the following who  
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