

Methodology

The surveys were available May 29, to August 28, 2023 and were promoted through:

- US Sailing social media Instagram & Facebook
- US Sailing Weekly Lift & Quarterdeck publications
- One Design Leadership Forum Facebook
- Scuttlebutt Sailing News
- QR codes at US Sailing Championships

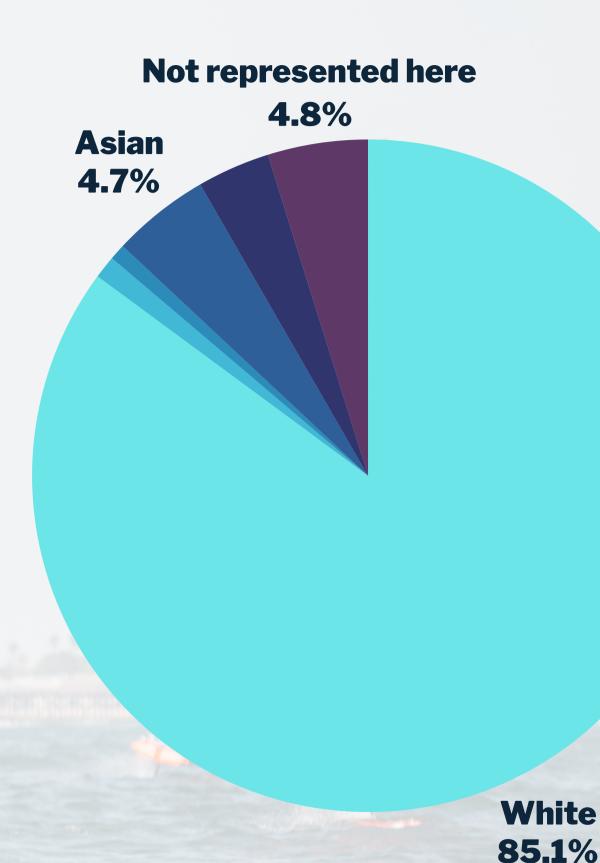
In 2022 US Sailing / One Design Committee conducted a survey to better understand and develop trends over time on one design sailing. One outcome was discovering less than 7% of those surveyed were under 24 years old.

This past year (2023) we conducted a second survey to better understand our younger sailors, the Next Generation Sailors. The targeted ages were 18- to 30-year-olds. The "NextGen" survey was comprised of 29 questions that the average respondent completed it in less than 10 minutes. Please note that the survey is biased towards youth who are actively racing as evidenced with over 91% indicating that they currently race. Interestingly, the 2022 revealed that 95% of the respondents raced.

USA 163

Race of Participants

The responders were overwhelmingly white (85%), 5% Asian, 3.5% preferred not to say and 5% indicated their identity was not listed. Less than 1% (7) indicated they were American Indian / Alaskan or Hawaiian.

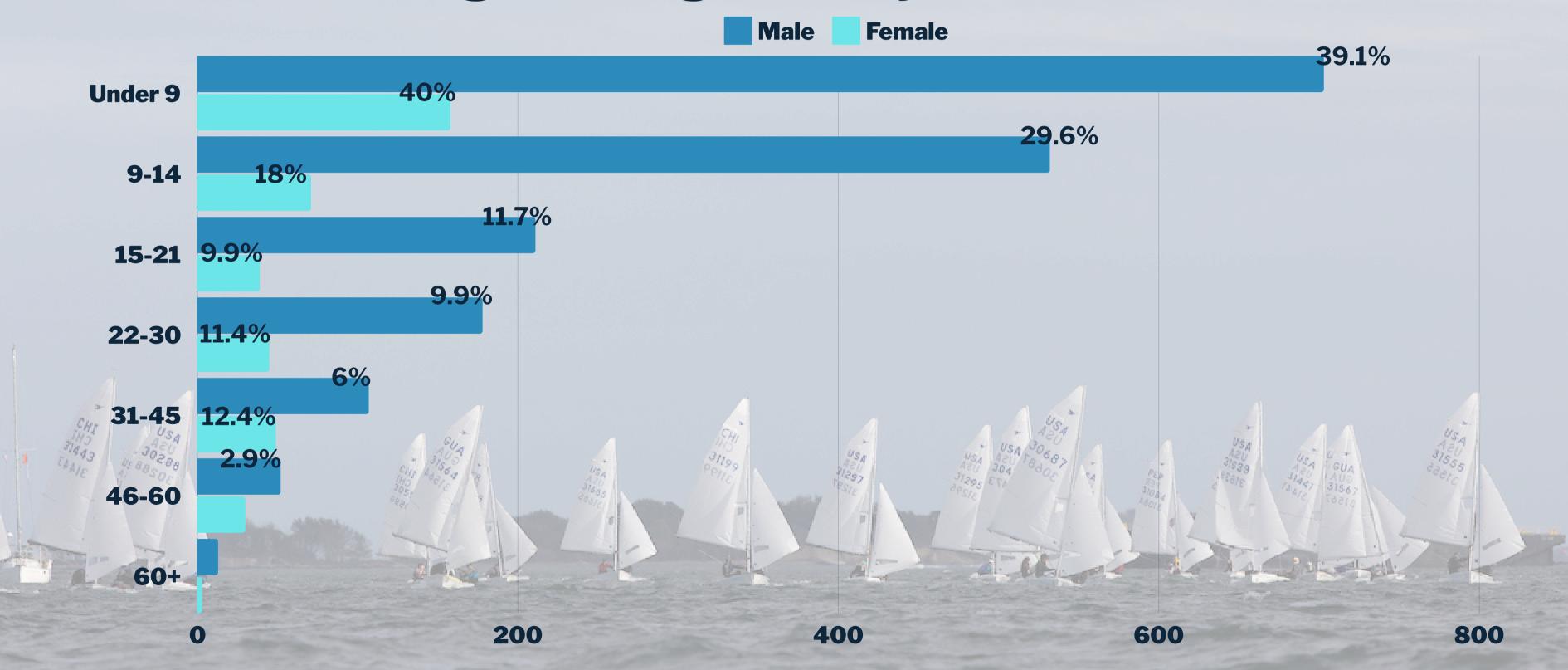


Non-Binary 2.1% Gender of Survey
Participants
Female
35.8% The majority (60%) were male, 36% female, 2.1% non-binary, 1.5% preferred not to say. Male 60.1%

Prefer Not to Say 1% Female 18% Gender of 2019 General One Design Survey Participants Male 80.1%

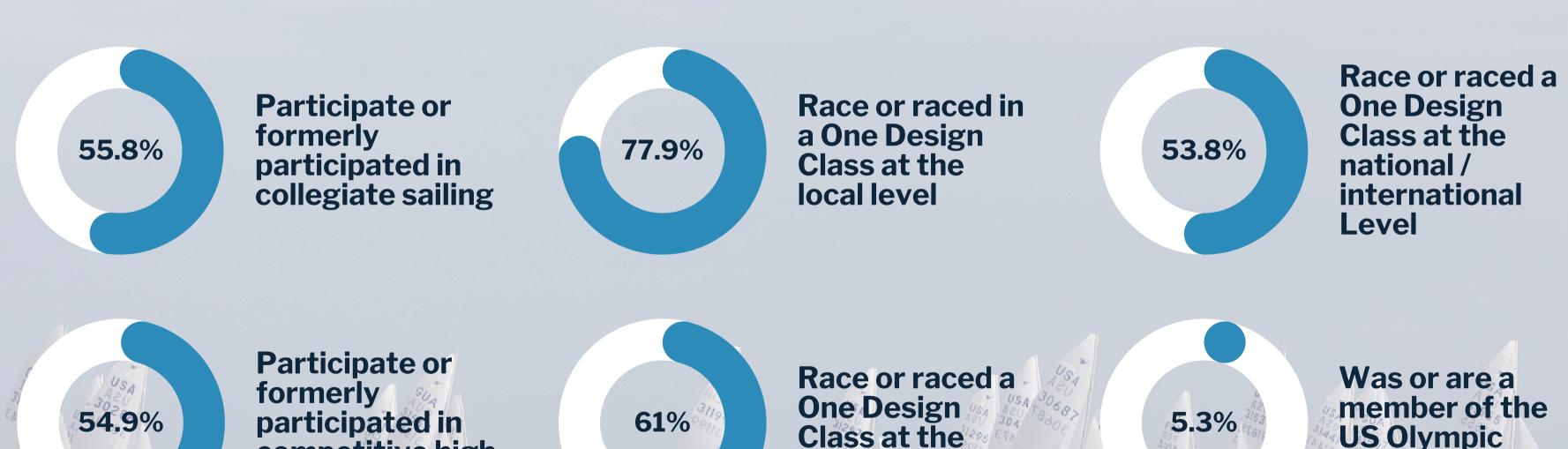


2019 General One Design Survey Over 77% of respondents began sailing at an age of 21 yrs. old or less



Regarding sailing history, 77% Race or raced in a One Design Class at the local level

Over half of respondents are/were international-level racers, indicating a an audience focused on high-level competition



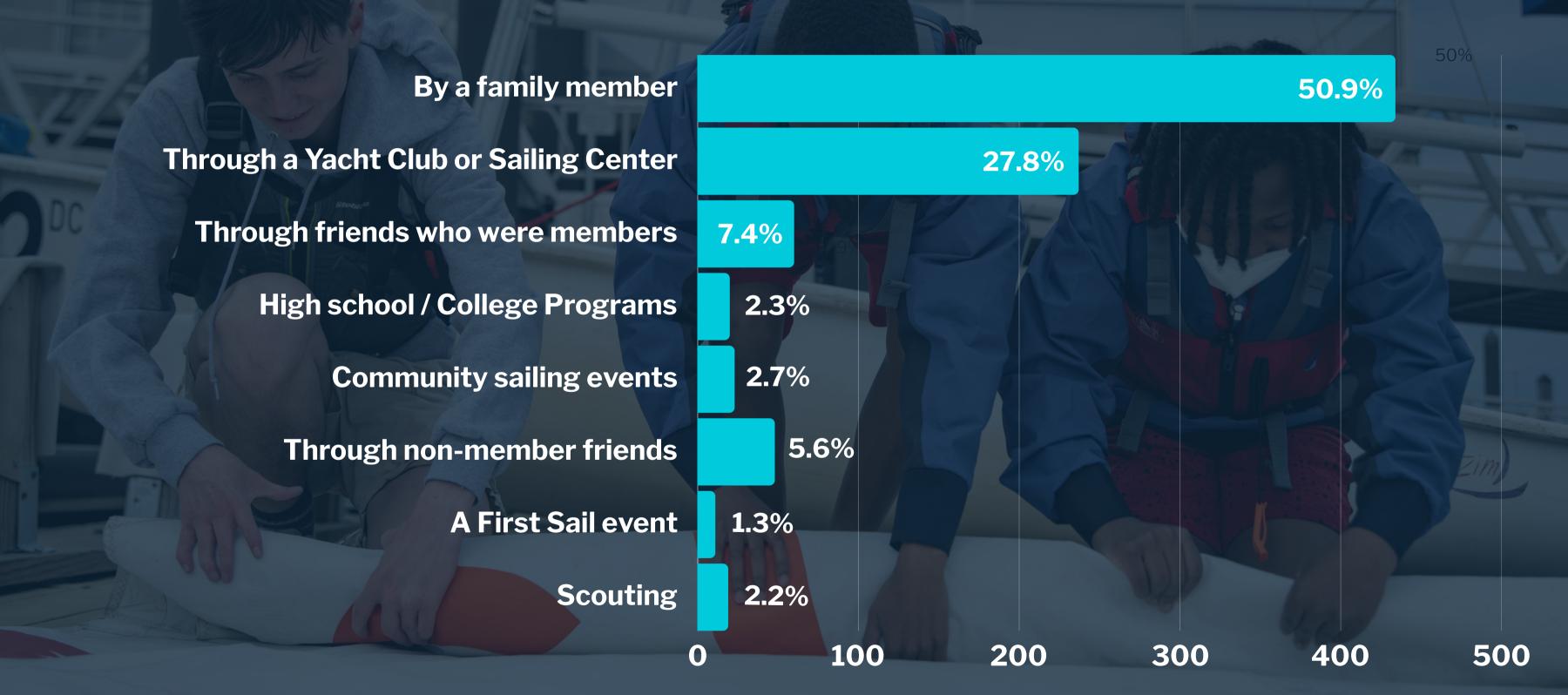
regional level

Sailing Team

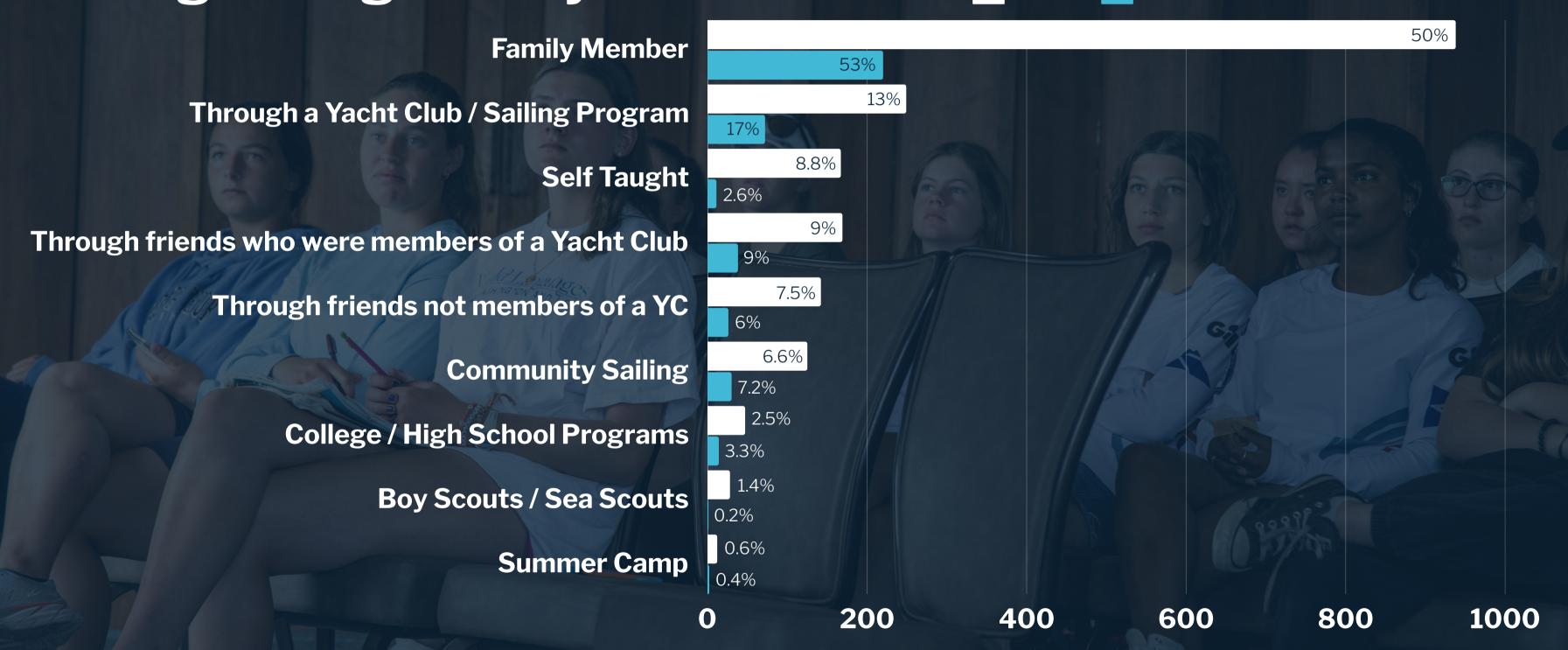
competitive high

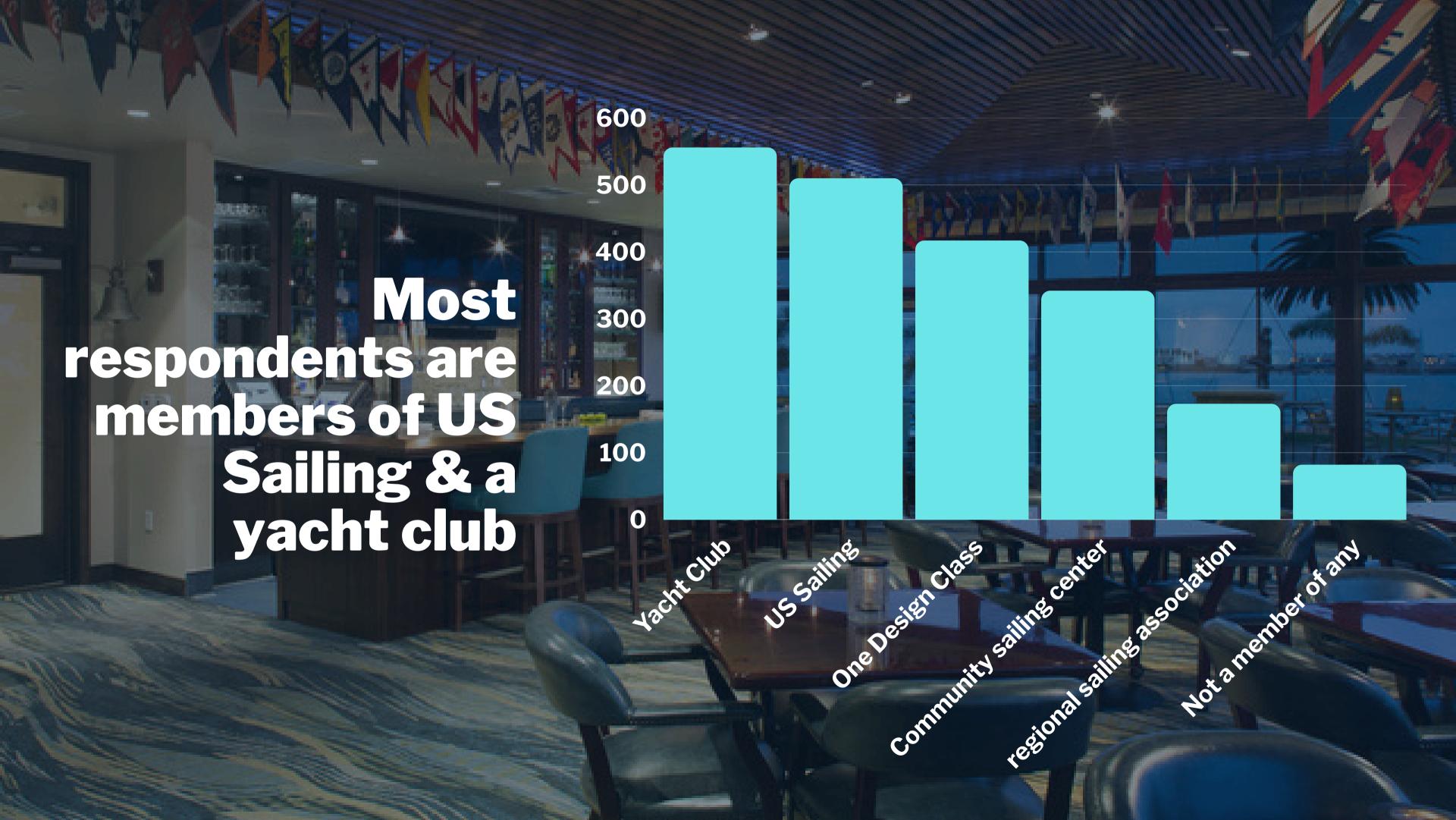
school sailing





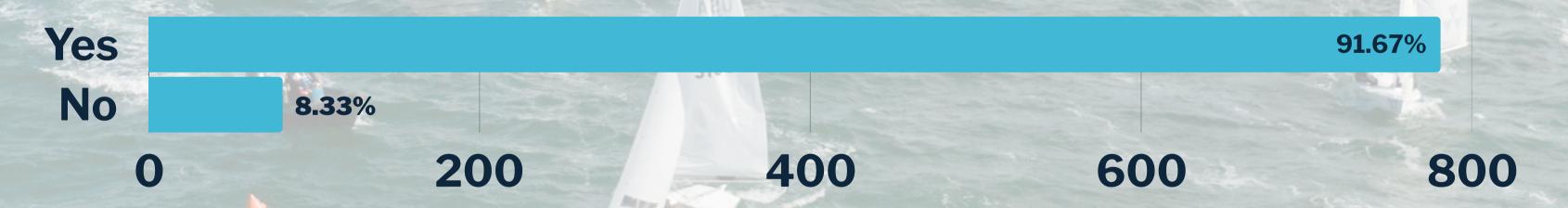
2019 General One Design Survey Most respondents were introduced to sailing through family members ■ Male ■ Female



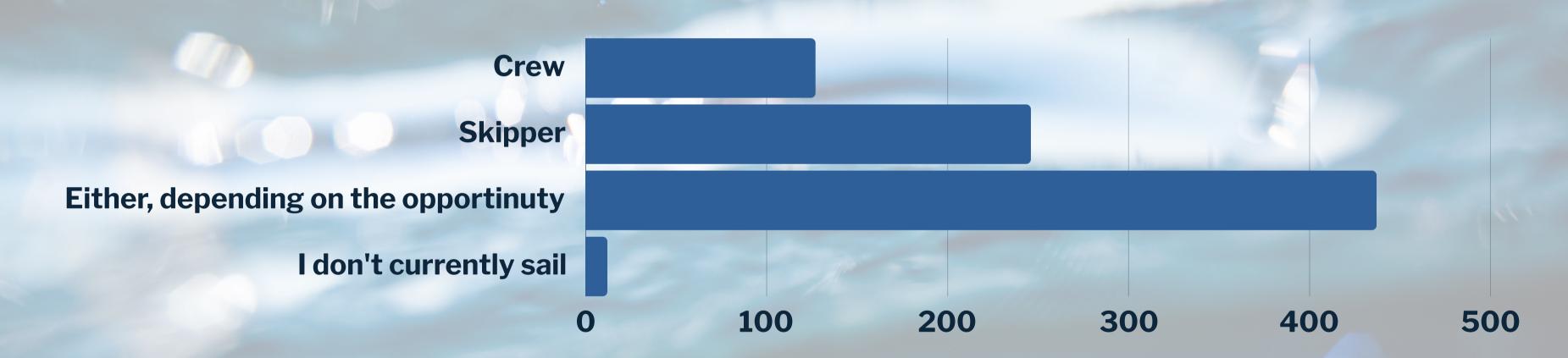


An overwhelming majority of respondents are one design racers

Do you currently race?



Are you a skipper, crew, or both?



Top 10 classes sailed

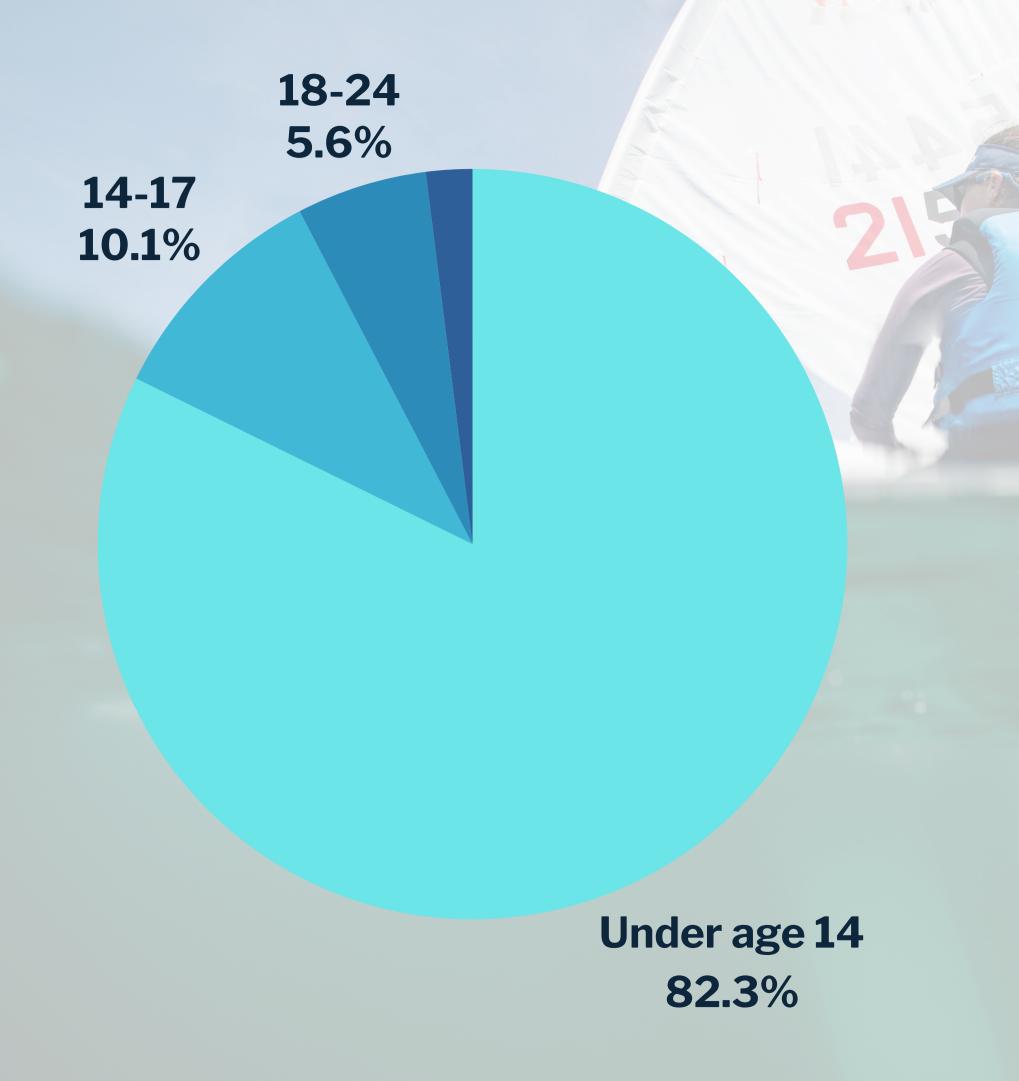
ILCA / Laser, Club 420, Lightning,

J/70, CFJ, Snipe, E-Scow, J/24, J22,

Melges, 15, and Thistle.

Melges, 15, and Thistle.

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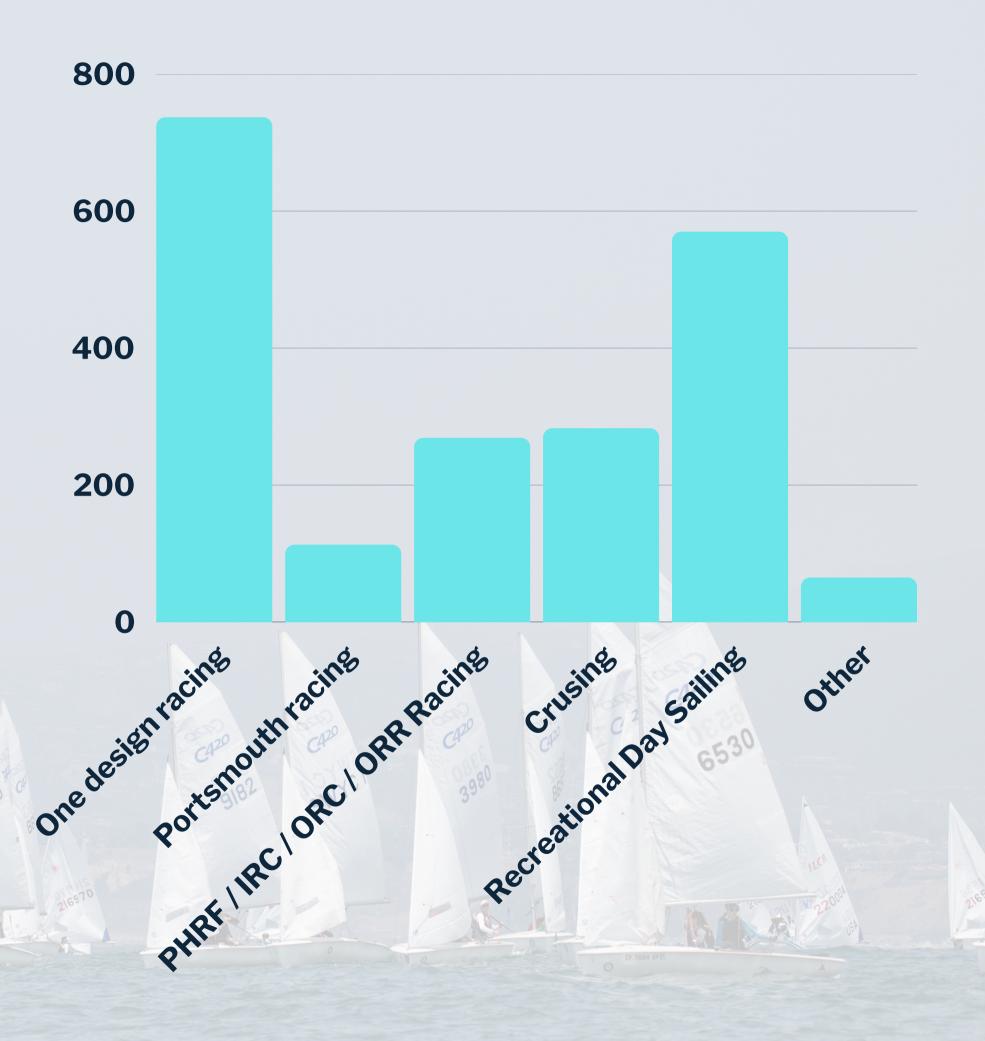


What age did you start racing?

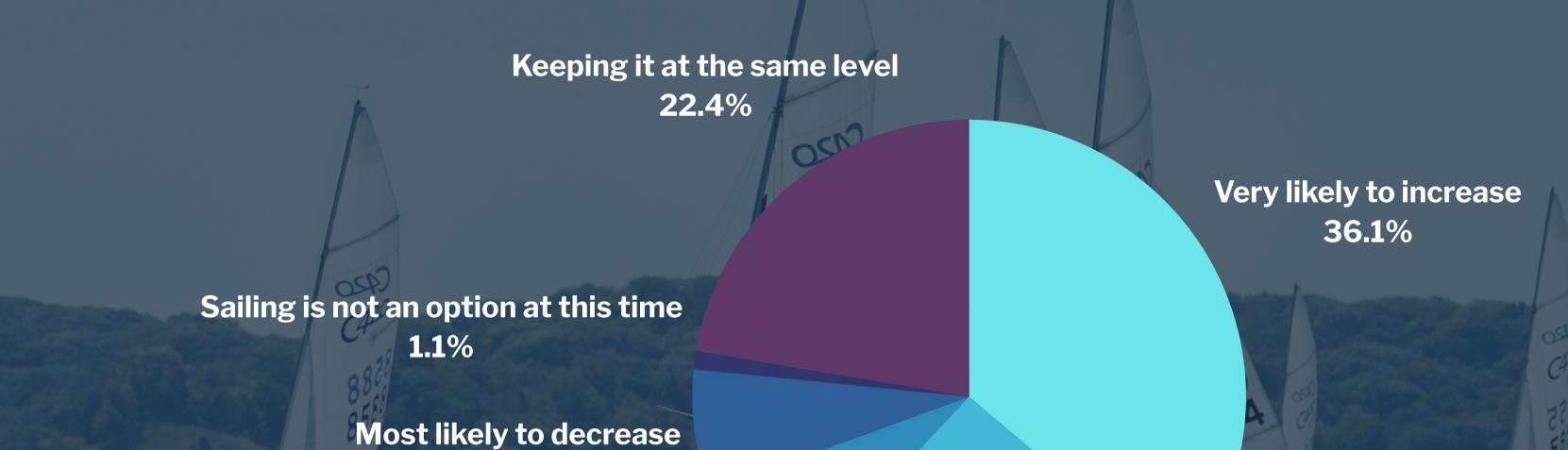
Most respondents began sailing as young kids

A majority of participants are do one design racing or recreational day sailing

Indicate which of the following sailing activities you participated in within the past 24 months



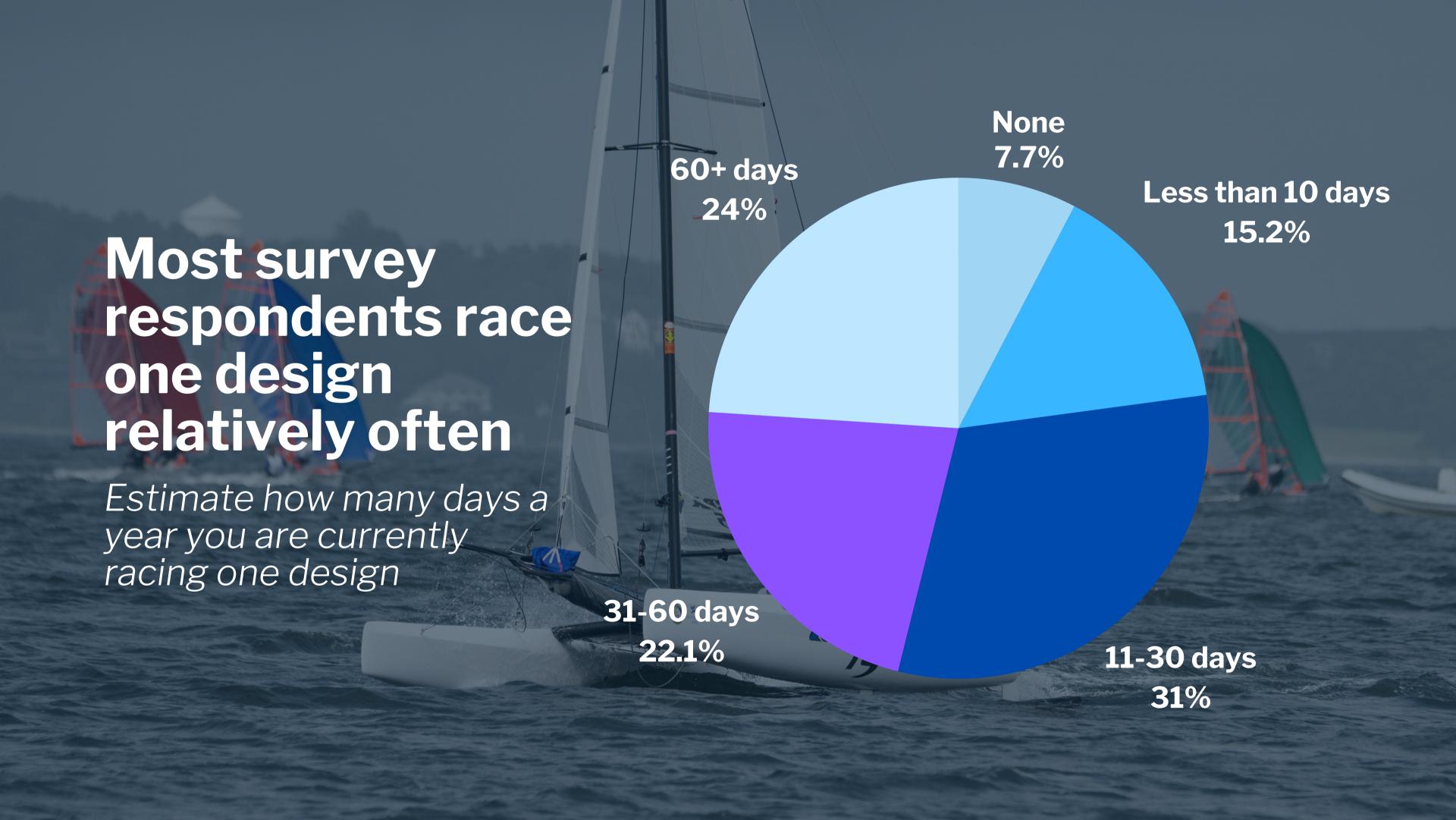
Do you plan to make changes in your sailing activity level?



Not very likely to increase 7.4%

7.1%

Somewhat likely to increase 25.9%



Most respondents agree that having club boats would increase their sailing opportunities





No

15.2%

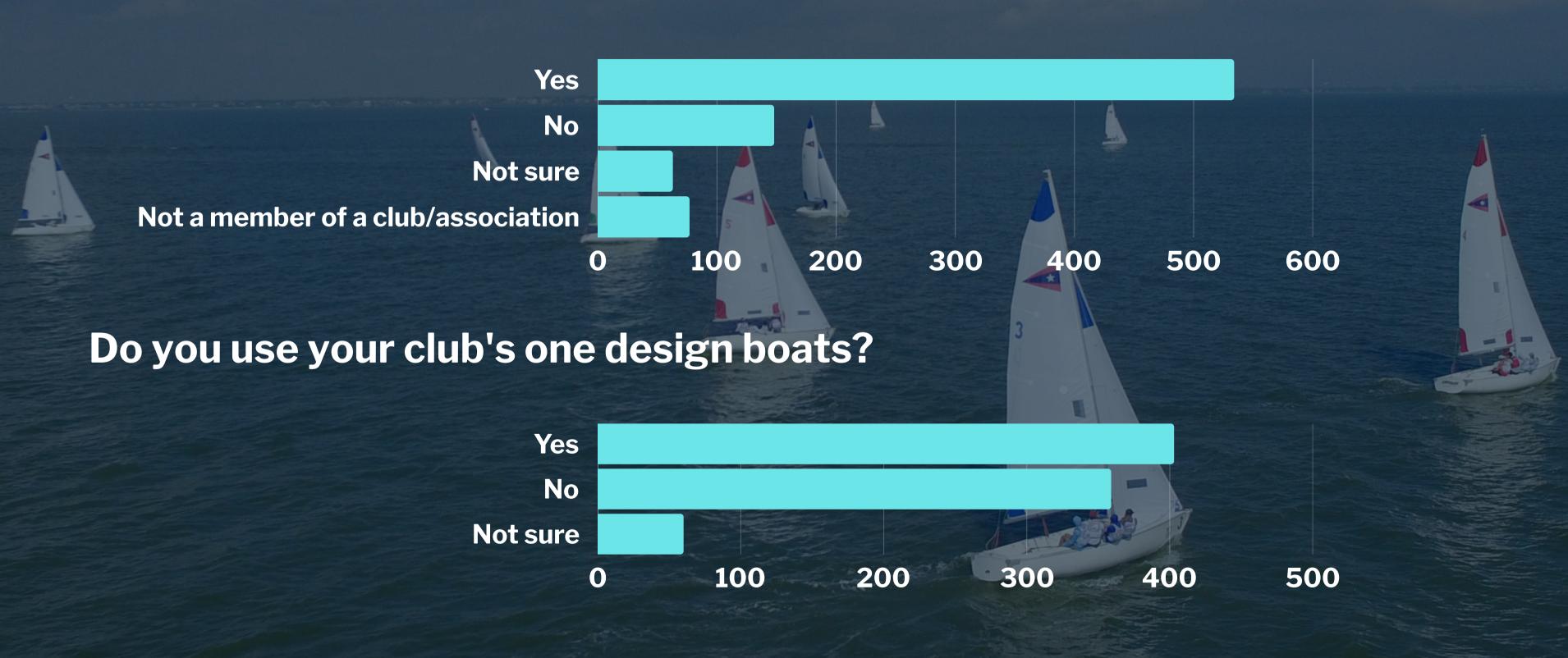


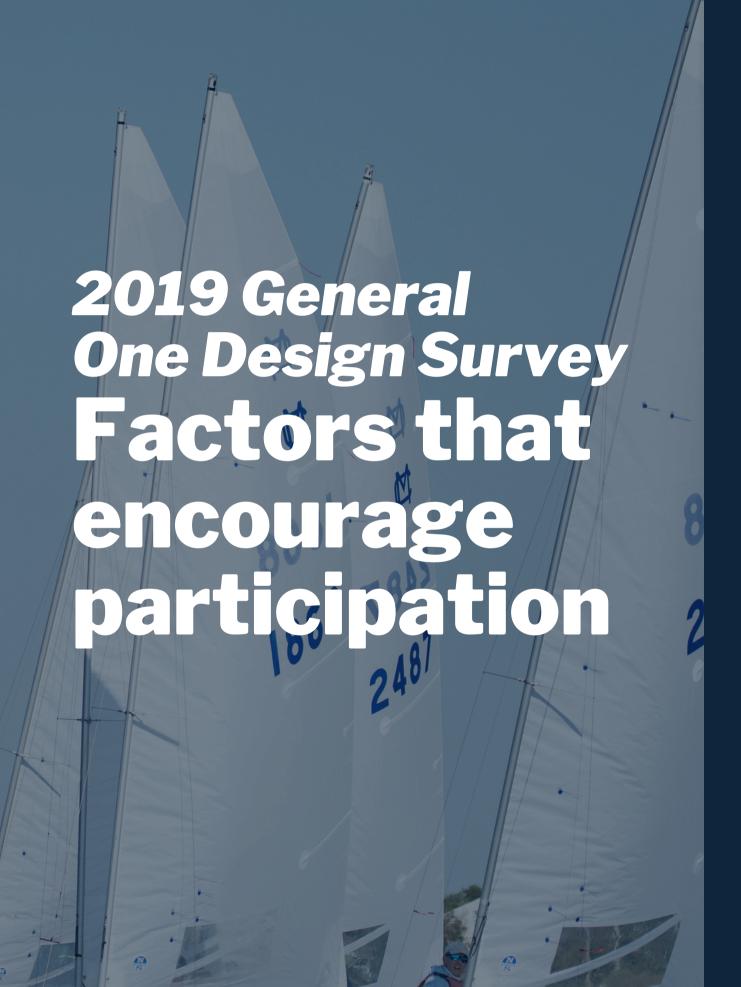






Does your club / sailing organization own one-design boats that areavailable to members to use or charter?

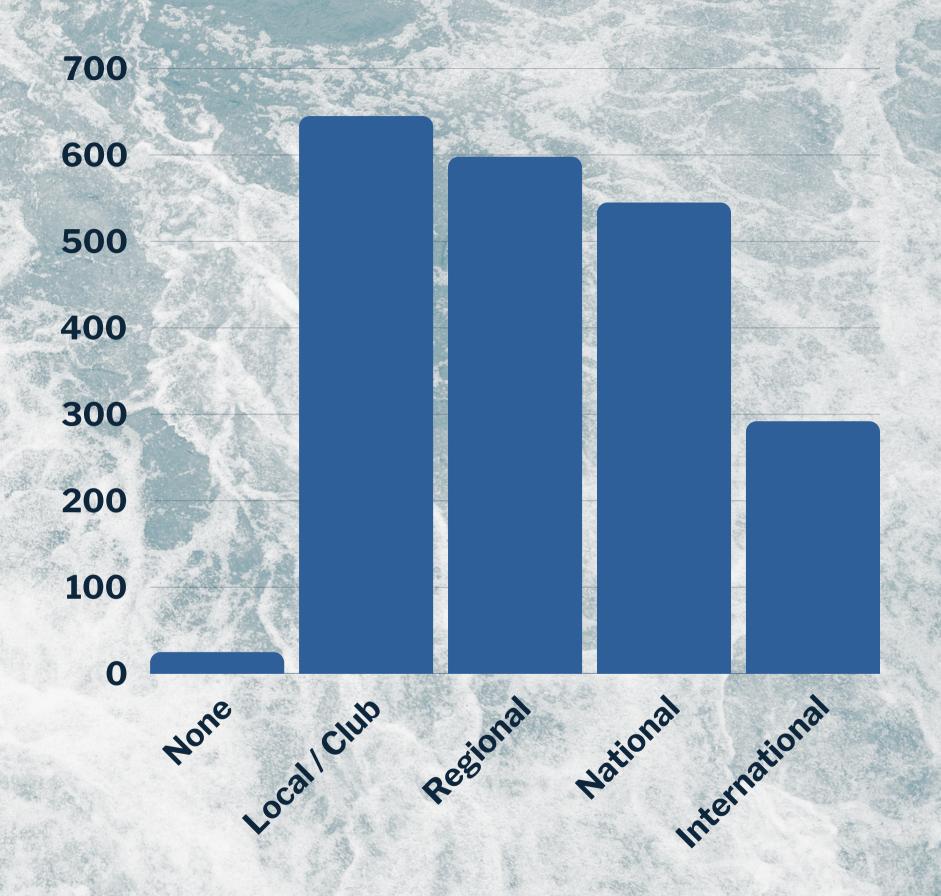


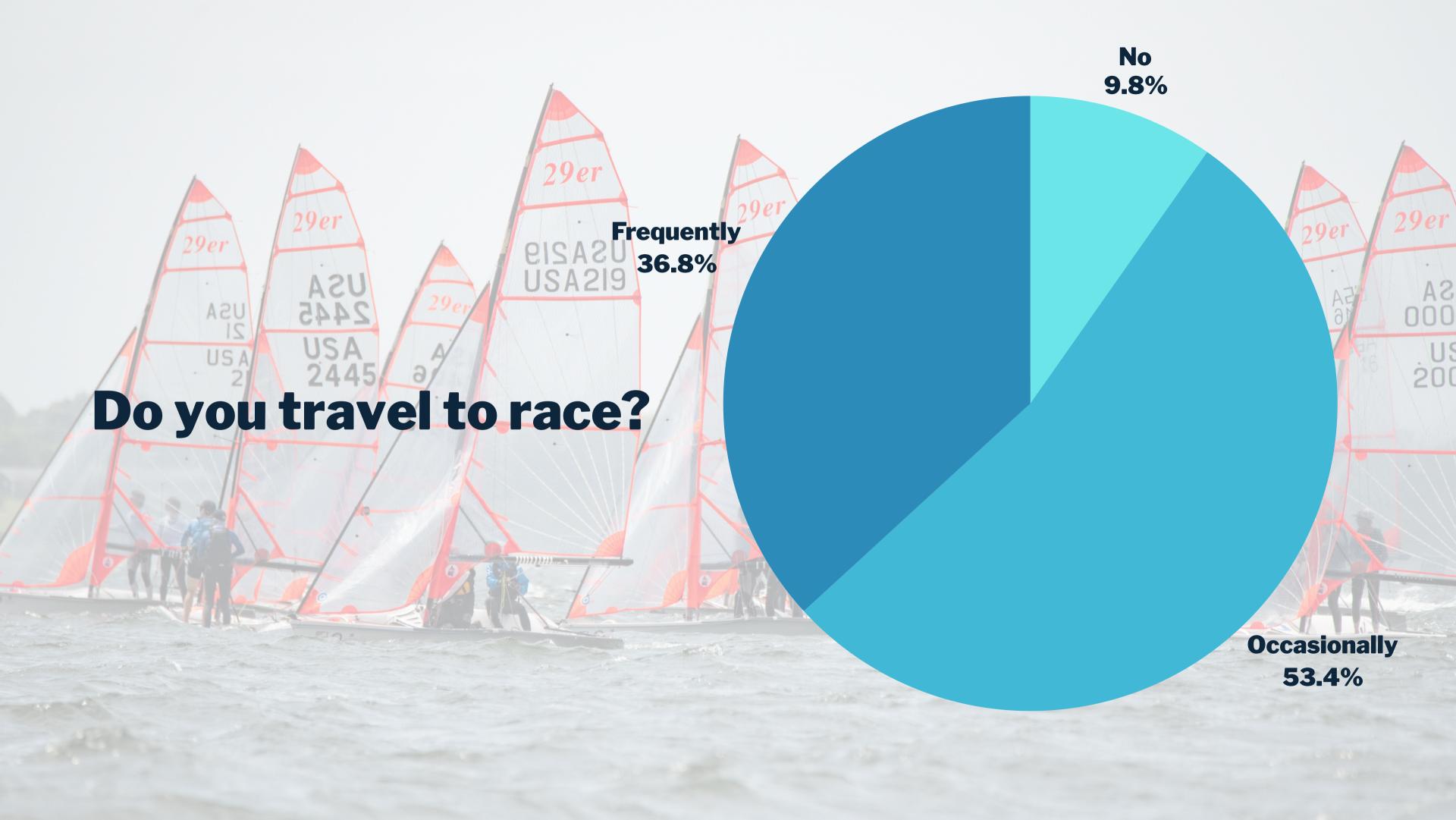


- 1. For the competition
- 2. Want to improve sailing skills
- 3. Social activities
- 4. Boat tinkering
- 5. Spending time with family

Most respondents aspire to compete on a local level

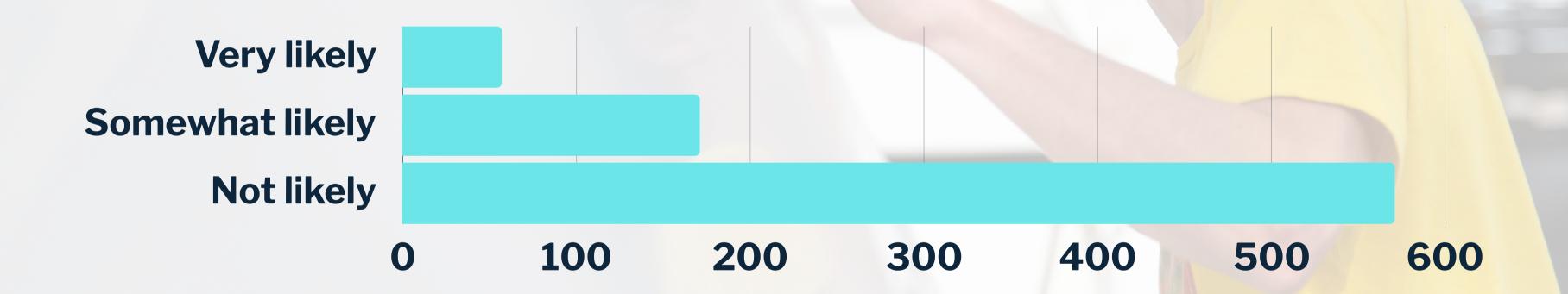
What are your goals for participation in one design events?



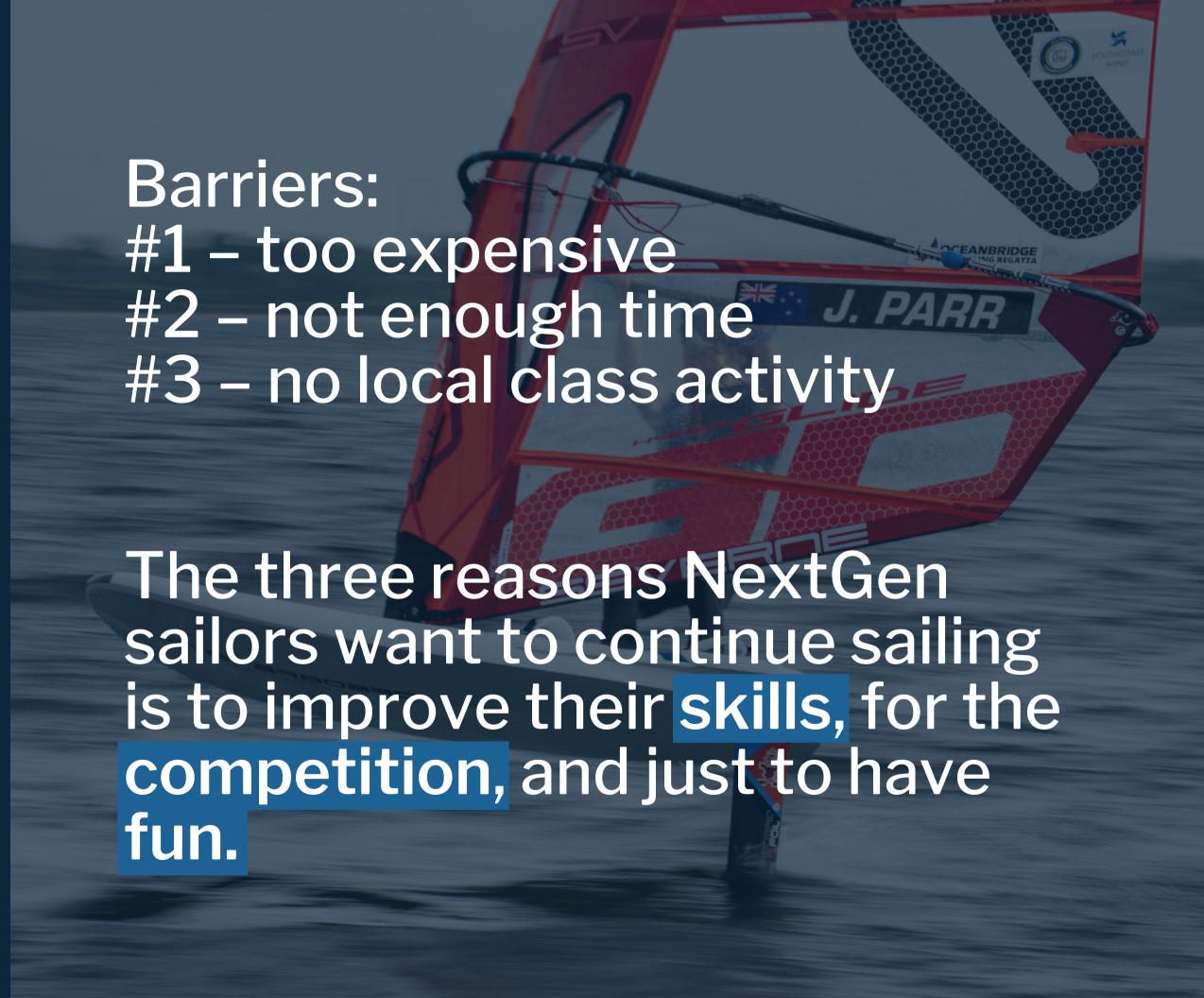


Respondents are not likely to buy a one design boat in their near future

How likely are you to purchase a one-design sailboat (used or new) within the next 12 months?



Barriers & Incentives to Sailing



Outcomes

- NextGen sailors as well as "older generation" sailors were introduced to sailing in their youth (less than 14 years old). This demonstrates the importance of nurturing our youth in the sport of sailing, especially our children and grandchildren.
- Affordability is a limiting factor, as only 15% owned their own boat. Club owned boats that are available for "loan" are an important resource – 49% use club owned boats.
- 75% of NextGen sailors would increase their sailing if club or loaner boats were available.

Outcomes

- The one-design classes that offer grant programs provide
 NextGen sailors access through leasing or ownership options.
 NextGen sailors that desire to compete at the regional and
 national levels take advantage of the opportunity. Over 48% were
 likely to utilize a grant program.
- The 2022 survey indicated one design sailors are an aging user group with 46% over 61 years old and 26% in the 45- to 60-year-old bracket. Keeping the NextGen sailors engaged is imperative for the sport.