



2020 MSCA Annual Survey Report Key Highlights & Summary

International Musto Skiff Class Association



ABOUT THE MUSTO SKIFF CLASS



MUSTO
SKIFF



The Musto Skiff Class Association (MSCA)

The Musto Skiff is a high-performance single-handed trapeze dinghy that is great fun to sail with a large community of sailors representing over 28 countries.

The Musto Skiff Class Association (MSCA) is run by the members for the members.

As a World Sailing International Class, the MSCA hosts annual World Championships in addition to supporting local class associations who host National Regattas, Open Meetings and training events throughout the year.

The class benefits from long-term partnerships with international sponsors and partners including Musto, Ovington Boats Ltd, Harken, Hyde Sails, Selden Masts, and ACO Ltd.

www.mustoskiff.com

ABOUT THIS SURVEY

The Survey Purpose

The 2020 MSCA Annual Survey is created by the Musto Skiff Class Association (MSCA) International Committee, in partnership with the class boat builder and partner, Ovington Boats Ltd.

The purpose of the survey is to gather feedback from class members and the wider sailing community on all Musto Skiff activities. This includes feedback on the boat experience, training, organised events, class marketing activities, sponsors and more. In each survey, MSCA members also have the opportunity to vote for International Committee Members and Country Representatives, as well as voting on proposed ideas for the future growth and longevity of the class.

The feedback is used to ensure the successful planning and delivery of future events. It also helps the International Committee to understand what members want from the class association, and how the class can position itself to attract new and talented sailors.

Methodology

The latest survey, which is the 17th annual survey to be conducted with the Musto Skiff class, was launched on 5th December 2020. All Musto Skiff class sailors, as well as the wider sailing community, were invited to take part. The digital survey was accessible via a link that was made available on all class social media platforms, the class website, and via the class eNews, which includes over 960 subscribers.

The wider sailing community (i.e. those who are interested in the class, but don't currently sail a Musto Skiff) were also invited to participate in the survey. This group was presented with a specific set of questions with the objective of gathering their views on the class and any potential interest to join the class.

Upon the close of the survey, all responses were collated and the results of the survey were reviewed by the International Committee members. This report includes key insights and results from 2020 MSCA Annual Survey.

Survey responses are always strictly confidential and any data gathered from the survey will only be reported in the aggregate. All survey information is coded and will remain confidential.

Accepted Limitations

Whilst the survey is aimed at Musto Skiff sailors and the wider sailing community, the MSCA committee accepts that the survey is posted publicly and open for anyone to respond. Results are, therefore, always considered alongside other information resources, historical trends, and information already known about the class, its members, and MSCA activities.

With the acceptance of some limitations with this type of survey, the MSCA Annual Survey continues to be a valuable resource to guide future decisions and considerations around class events, marketing, committee activities, and the boat experience.

2020 SURVEY RESPONSE STATISTICS

2020 SURVEY RESPONSE STATISTICS....

16 countries participated in the survey

89% of respondents owned a Musto Skiff

11% of respondents represented the wider sailing community



The majority of respondents were male

73% of respondents were MSCA members and sailed a Musto Skiff

27% of respondents sailed a Musto Skiff, but were not MSCA members



456 viewed the survey

121 completed the survey

16 minutes was the average completion time

60% completion rate at the close of the survey

2020 SURVEY SUMMARY – KEY HIGHLIGHTS

The 2020 MSCA Annual Survey Report Summary

- 121 responses representing 16 countries.
- The most represented counties included the UK, Australia, Netherlands and Germany.
- 89% of the survey participants owned a Musto Skiff, and 73% of this total were class members.
- 'All other sailors' (i.e., those not sailing a Musto Skiff) represented 11% of all survey participants.

2020 Sailor Statistics

- Within the 2020 survey, the 30 to 34 years age group had the highest representation at 17% of all Musto Skiff sailors. The next highest representation was the 45 to 49 year olds age group at 15%.
- For all other sailors, most were within the age groups of 35 to 39 years (at 18%) and the 50 to 54 years (also at 18%).
- All other sailors in the survey had a higher representation of youth sailors at 15% aged under 24 years compared to 8% for the Musto Skiff class participants.

Growth of the Musto Skiff Class

- 78% of all other sailors in the survey would consider joining the Musto Skiff class.
- 24% of all other sailors are currently looking for a Musto Skiff boat.
- 37% of Musto Skiff sailors also said they knew of other sailors interested in getting a Musto Skiff.

Marketing and Communications in 2020

- Overall, the class marketing and communication activities for 2020 were well received and positively rated by both the class and the wider sailing community.
- Facebook continues to be the most popular social media channel, but WhatsApp saw some significant growth over 2020. This trend was likely being driven by the pandemic lockdowns.
- The committee introduced a number of new online training video activities in 2020. All of these videos were rated as 'excellent' overall by the Musto Skiff class, with all other sailors in the survey rating the activities as 'good' overall. The committee will aim to develop more training-led video content over 2021.
- Based on this survey, an overwhelming majority of 96% of the class would support introducing a mailing list for members to communicate important class updates. The committee will now explore how best to introduce this in 2021.

Organised Events and Training in 2020

- 16% of Musto Skiff class members attended on the water training during 2020. This was predominantly due to the Covid-19 pandemic, with no formal training being organised by MSCA.
- Several informal training events went ahead in the Netherlands, the UK (both Scotland and England), Switzerland, and independently in several other countries.
- 92% of Musto Skiff class sailors want more training in their region. Delivering on this for class members will be a core focus of the international and local committees as lockdowns ease.

2020 SURVEY SUMMARY – KEY HIGHLIGHTS

2020 Nationals and Planning for 2021 Nationals

- 48% of Musto Skiff Class members attended their Nationals in 2020.
- 33% did not attend due to work commitments and 30% did not attend due to uncertainty around the Covid-19 pandemic.
- If it is deemed safe, 77% would attend their domestic National Championships / EuroCup in 2021.

Looking Ahead to the 2021 Worlds

- 49% would consider attending the 2021 Worlds planned for Lake Garda, and 36% said 'maybe'
- The main reason for not committing to the planned Worlds in 2021 was "Too much uncertainty around the Covid-19 pandemic" (at 26%), followed by "work commitments" (at 18%).
- 68% of Musto Skiff Class members would support hosting a World Championships in a location with a very small local fleet or no fleet at all.
- The most popular locations suggested for a future Worlds (in order) included: South Africa (Cape Town - Langebaan); the Caribbean (Barbados, Bahamas); the USA (San Francisco, Cascade Locks in Oregon); and a return to Spain (Palma).

Feedback and Results of the Small Rig Project Questions

- 79% agreed that a smaller set of sails will help to increase the interest/membership in the class.
- 79% would also support a smaller rig for the MUSTO Skiff class.
- The international committee will now develop this project further to progress the idea of creating an optional rig with the aim of encouraging a broader range of sailors to join the class.

Feedback and Results of the New Mainsail Design Project Vote

- 20% voted for Option 1 - 'Continue with existing mainsail; and do no further design work for another 2 years'
- 20% voted for Option 2 - 'Keep the existing mainsail profile, but change the sail cloth'
- 60% of class members participating in the 2020 survey voted for Option 3 – 'to develop and test a design for a new, more modern sail'
- Based on the outcome of this vote and feedback in the survey, the international committee will now work with the class boat builder, Ovington Boat's, to deliver on option 3 and develop this project further. This will be a lengthy process and the international committee will endeavour to keep the class members updated and involved at the key stages as the project moves forward.



**Thank you to everyone who participated in the
2020 MSCA Annual Survey.**

**We also want to extend our thanks to all of the Musto Skiff sailors
who supported the class in 2020 – we look forward to seeing all of
you on the water again in 2021!**

**With thanks to all our international and regional
class sponsors and partners:**



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This report was published on 25th February 2021. All statistics and information are based on the results of the 2020 MSCA Annual Survey, which was distributed to the global sailing community on 5th December 2020, with the survey closing on 30th December 2020.