

EURQUOISE

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Sail Training International



## Measure Awareness and Perceptions

Understand current awareness levels and perceptions of Sail Training International and The Tall Ships Races among prospective participants and their parents.



## Identify Motivations and Barriers

Clearly uncover the main factors driving interest in the events and the barriers preventing potential participation.



## Recommend Strategic Actions

Provide clear, actionable recommendations for marketing, communications, and recruitment.

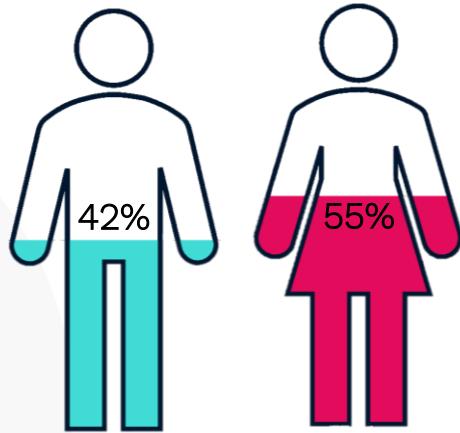


# Sample Profile

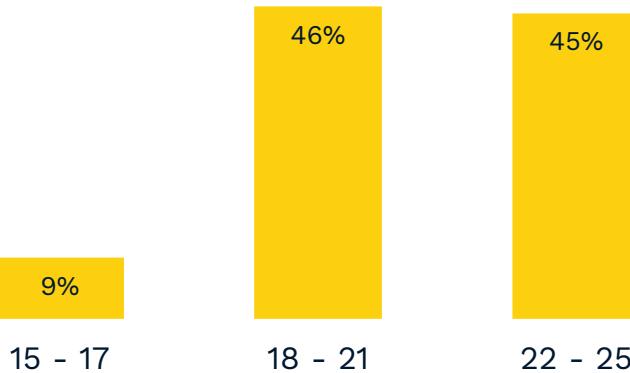
# Gender and Age Distribution

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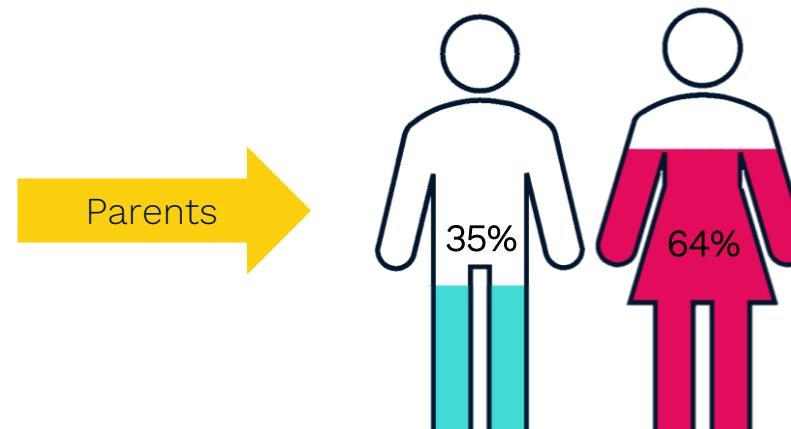
Gender:



Age:



Gender:



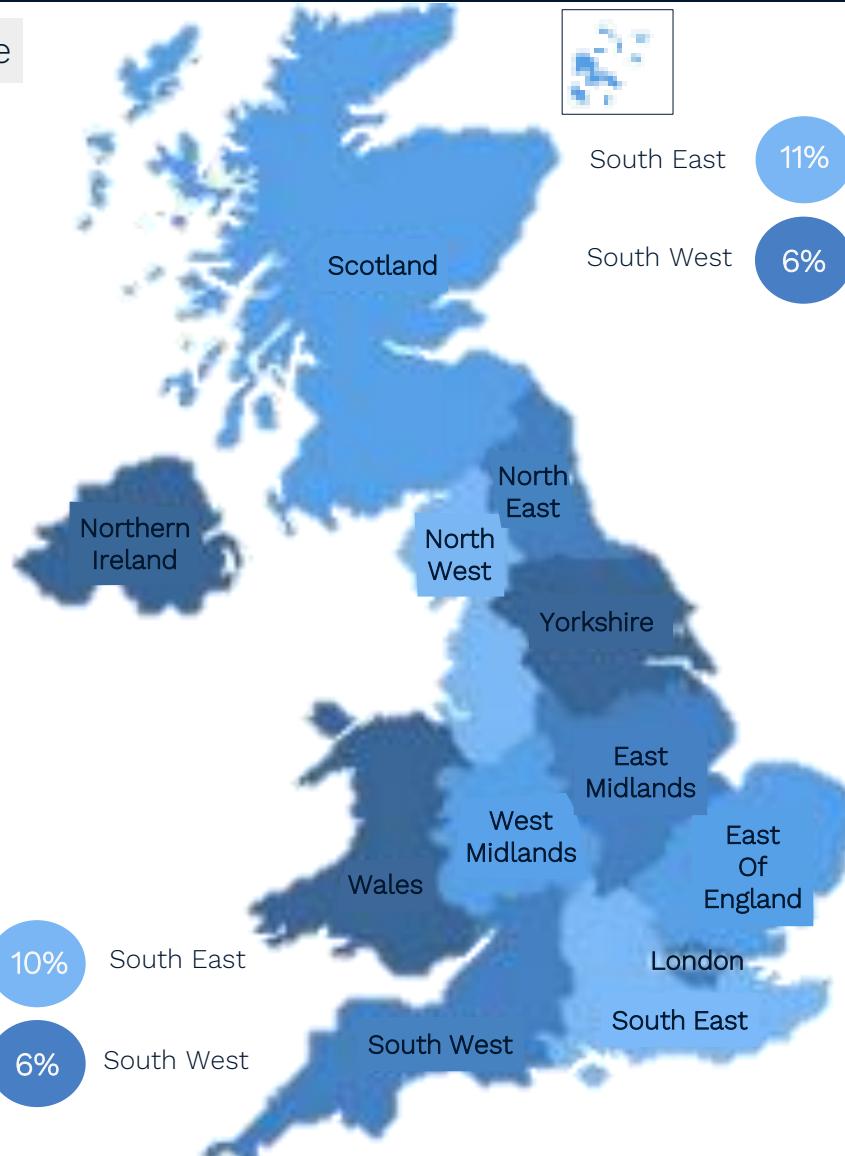
# Location:

A good regional spread was achieved within the sample

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Young People

Scotland	5%
North East	6%
Northern Ireland	1%
Yorkshire	7%
East Midlands	9%
West Midlands	12%
North West	10%
Wales	3%
East Of England	6%
London	24%
South East	10%
South West	6%



Parents

South East	11%
South West	6%
Scotland	5%
North East	6%
Northern Ireland	1%
Yorkshire	7%
East Midlands	8%
West Midlands	12%
North West	13%
Wales	4%
East Of England	7%
London	21%

Sample: 500

The majority (80%) of respondents across both groups were based inland rather than on the coast, with a ratio of 4 to 1. Looking at settlement type, urban residents made up the largest group, followed by those in suburban areas and then rural locations.

\*These figures are in line with the national statistics of population spread within the UK



## Hobbies & Activities

# Preferences

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Q2. Prompted: What types of hobbies & activities do you/ does your young person enjoy participating in during your/their free time?



Sample: 1000

■ Young People

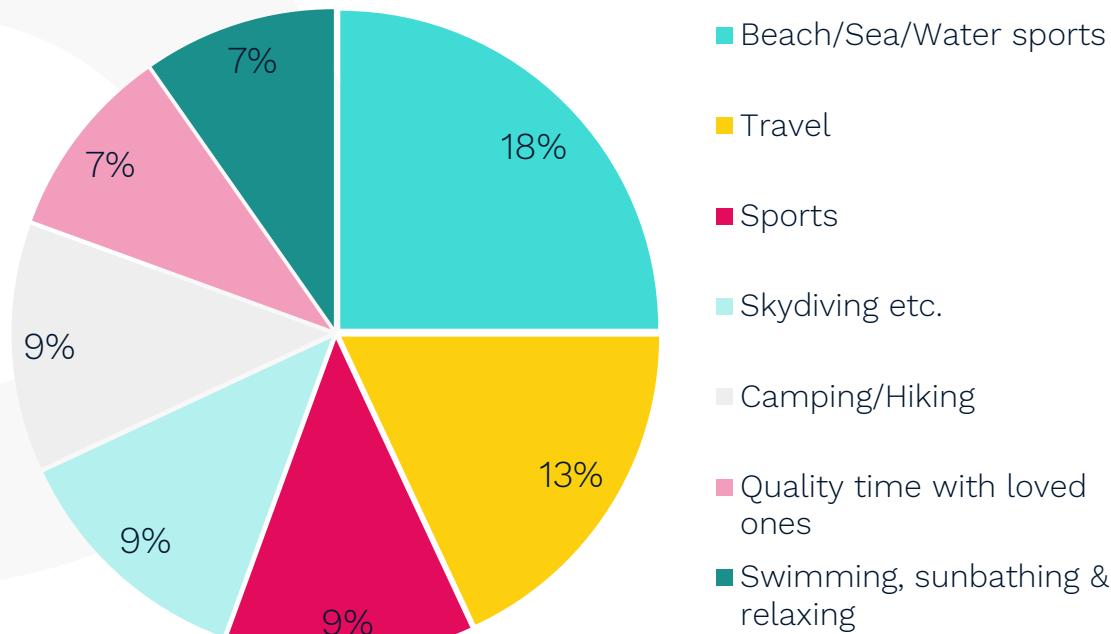
■ Parents

Sample: 500

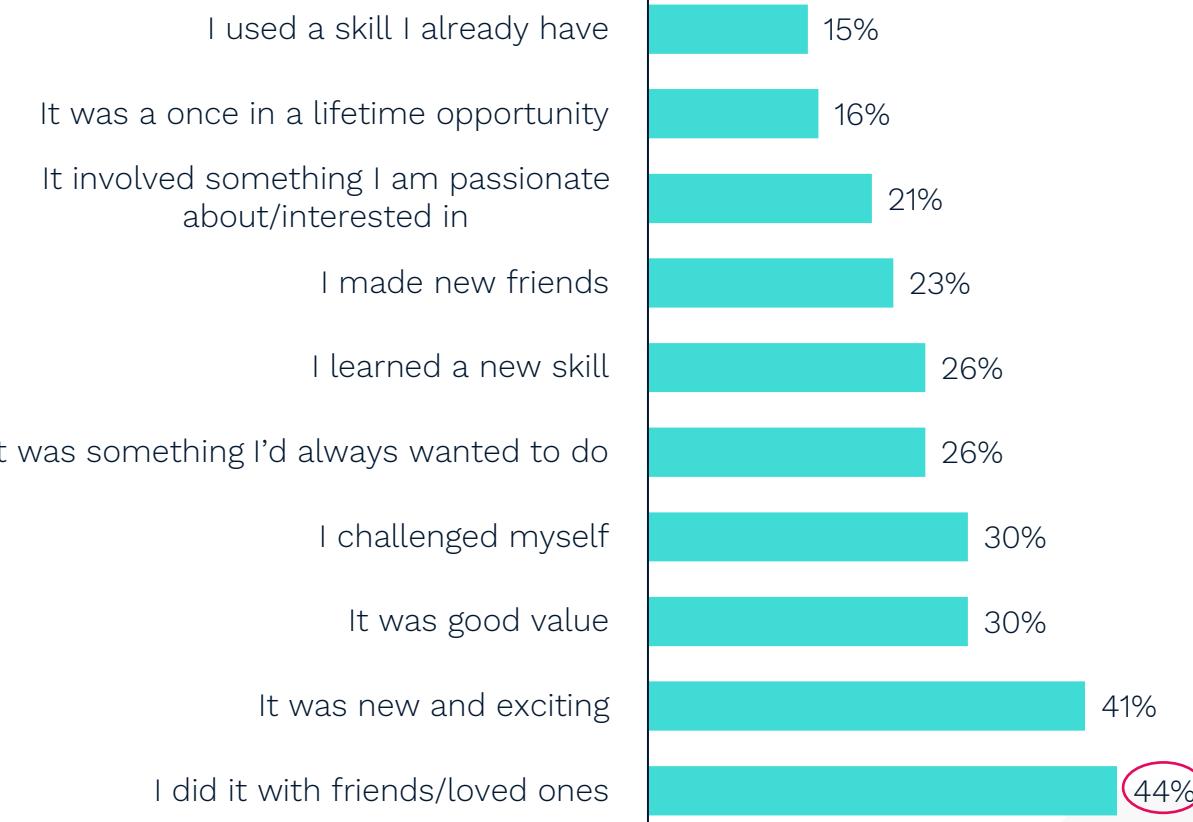
# Past Experiences

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Q3. Unprompted: What is the best holiday activity you have participated or been involved in? (Main activities. YP only)



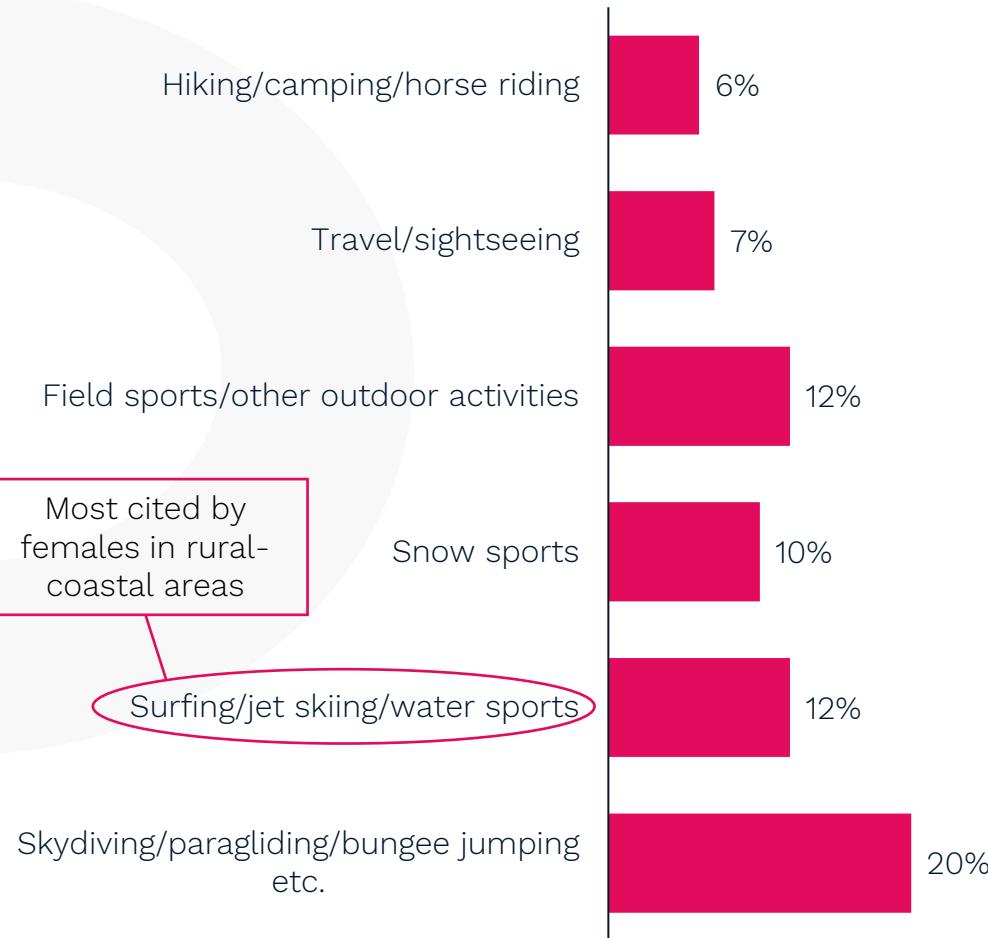
Q4. Prompted: What made that activity stand out? (YP only)



# Aspirations

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Q6. Unprompted: Is there a specific experience or activity that you've always wanted to do? (main activities. YPs only)



Sample: 582

- Happiness (31%), excitement (23%), and bravery (17%) were all feelings believed to be gained by these types of experiences/activities.
  - Bravery, nervousness, and excitement were highly attributed to skydiving/paragliding etc., while happiness, satisfaction, and gratitude were feelings most associated with water sports.
- Young people prioritise **new skills and experiences** (25%), **fun/joy** (22%), **adrenaline/adventure** (17%), and **courage/confidence** (15%) as things they'd like to achieve from these activities, these are strong driving factors to leverage in any communications with this audience.

# Agreement Statements: Priorities

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## Focus on physical activities

### Young People

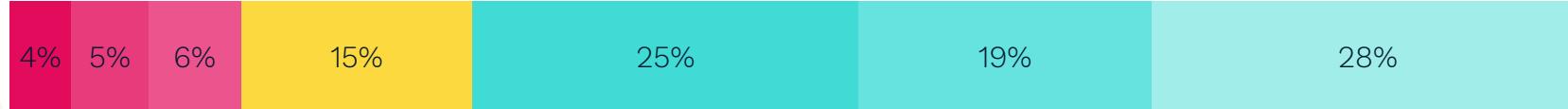
strongly disagree – 1



7 – strongly agree

### Parents

strongly disagree – 1



7 – strongly agree

31% of YPs and 47% of parents agree that they/their children prioritise experiences that focus on physical activity while 23% of YPs and 15% of parents disagreed.

## Activities I am/they are passionate about

### Young People

strongly disagree – 1



7 – strongly agree

### Parents

strongly disagree – 1



7 – strongly agree

36% of YPs and 52% of parents agree that they/their children prioritise activities that they are passionate about. 19% of YPs and 14% of parents disagreed.

# Agreement Statements: Beliefs

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## Participation is useful for developing life skills

### Young People

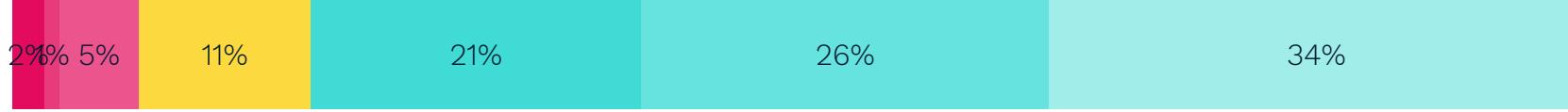
strongly disagree – 1



7 – strongly agree

### Parents

strongly disagree – 1



7 – strongly agree

37% of YPs and 60% of parents agree that participating in holiday activities and experiences is useful in developing life skills while 17% of YPs and 8% of parents disagreed.

## A good way to make new friends

### Young People

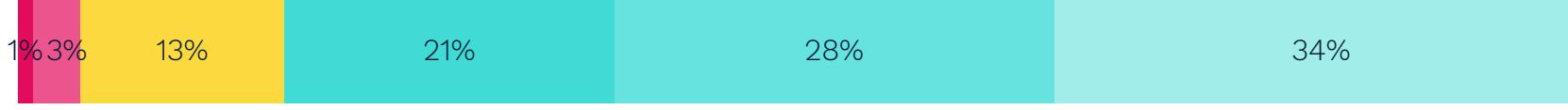
strongly disagree – 1



7 – strongly agree

### Parents

strongly disagree – 1



7 – strongly agree

43% of YPs and 62% of parents agree that participating in holiday activities and experiences is a good way to make new friends. 13% of YPs and 4% of parents disagreed.

# Agreement Statements: Interest

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## Opportunity to travel abroad for a Summer activity

### Young People

strongly disagree – 1



7 – strongly agree

### Parents

strongly disagree – 1



7 – strongly agree

44% of YPs and 57% of parents agree that that they/their child would be interested in having the opportunity to travel abroad for a Summer experience.

## Do something challenging and different from routine

### Young People

strongly disagree – 1



7 – strongly agree

### Parents

strongly disagree – 1



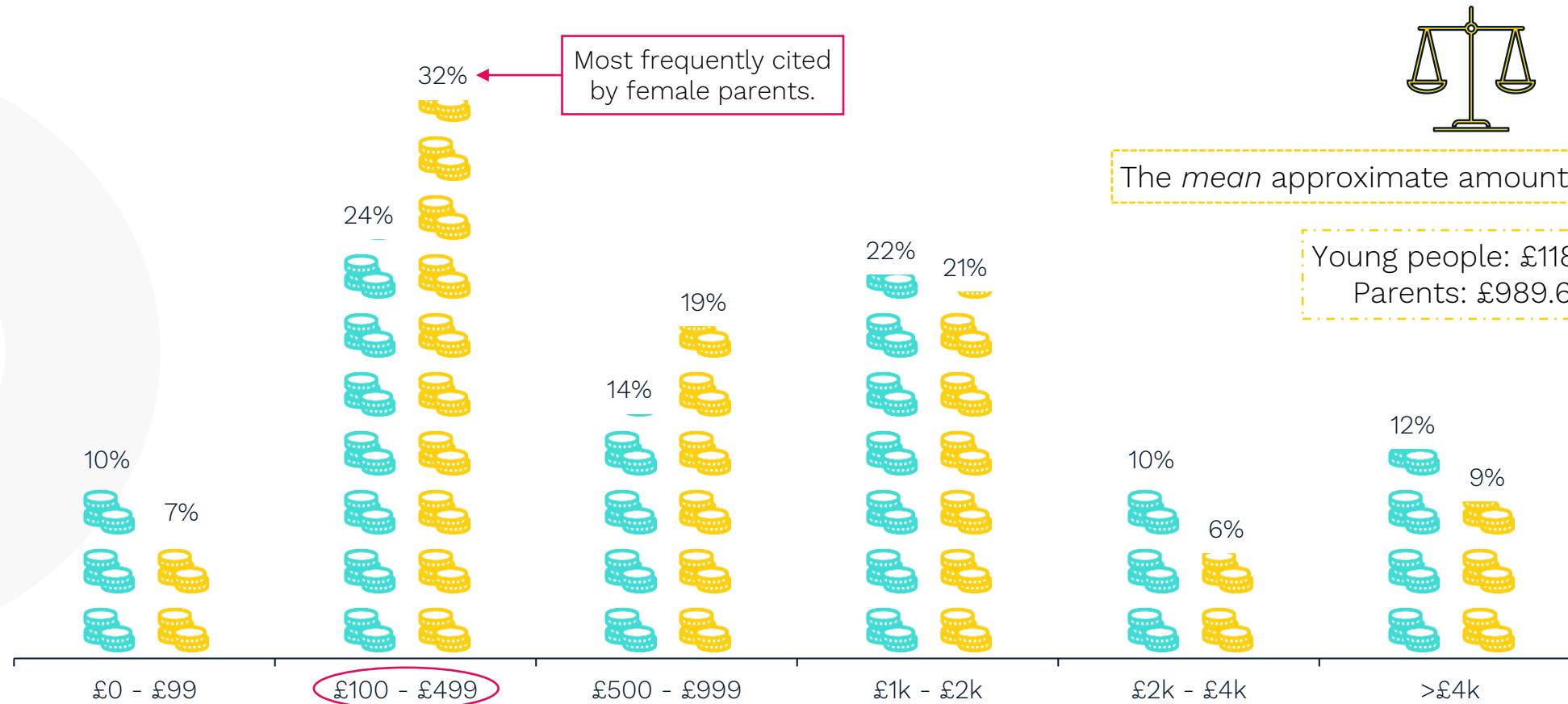
7 – strongly agree

39% of YPs and 59% of parents agree that they like the sound of doing/their child doing something challenging and out of their routine during their Summer holiday. 18% of YPs and 5% of parents disagreed.

# Budget

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Q5. Approximately how much do you/your parents spend on holiday activities each year?



The mean approximate amounts per group were:

Young people: £1181.20  
Parents: £989.64

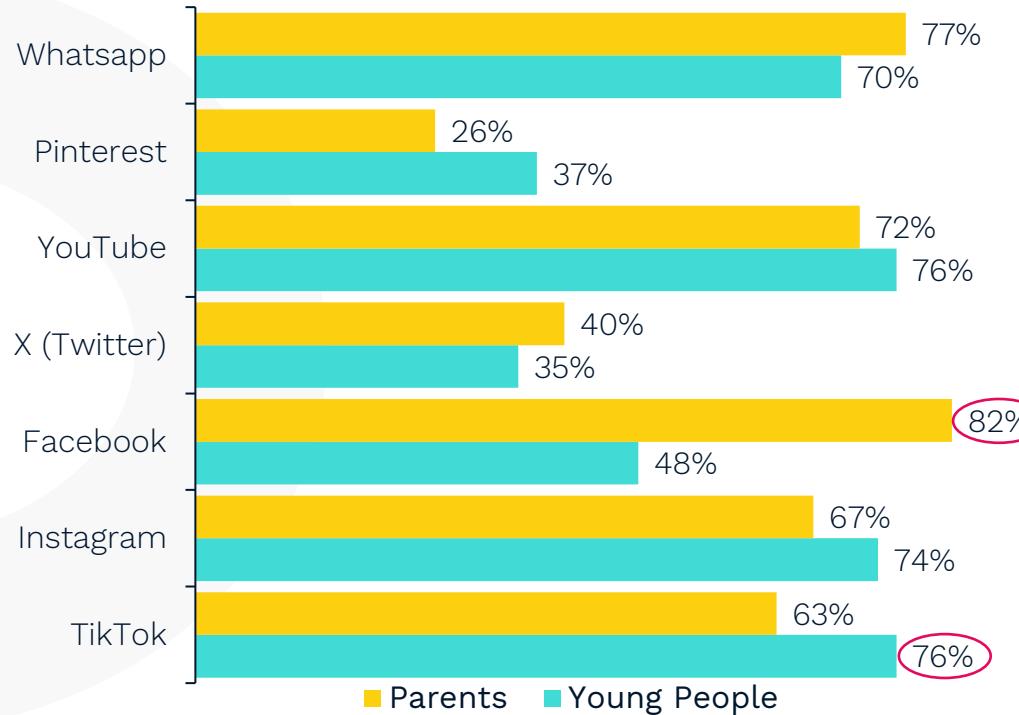
Sample = 515   Young People   Parents   Sample = 332

\*It is important to note that 48% of YP and 34% of parents weren't sure and *did not* provide an approximate amount.

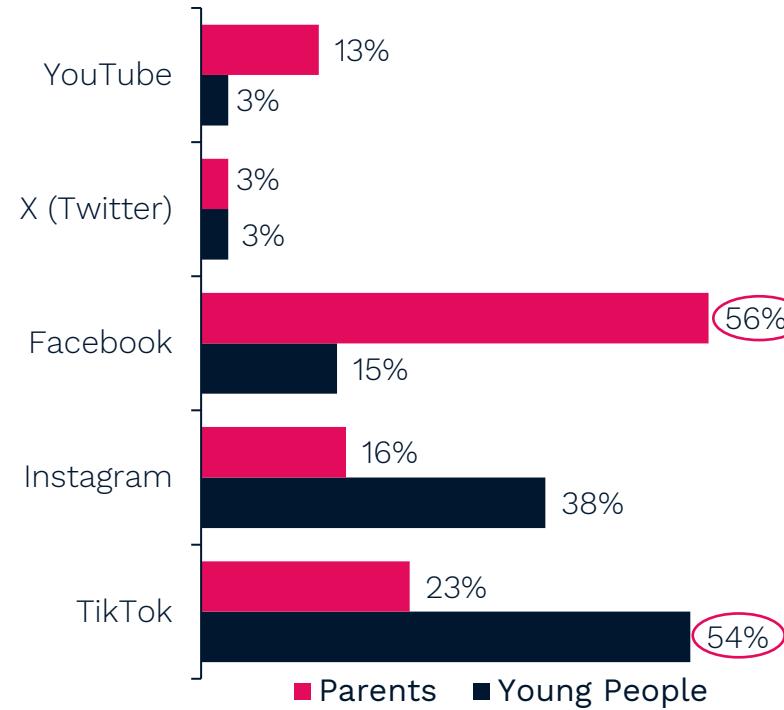
# Social Media Preferences & Usage

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Q9. Preference



Q10. Information gathering



TikTok, Instagram and Facebook are predominantly used by young females, whereas X (Twitter) is significantly more popular among males across both groups.

# Measuring STI Brand Awareness



# Unprompted Awareness

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Q11. What holiday experience or activity organisations are you aware of?

## Young People

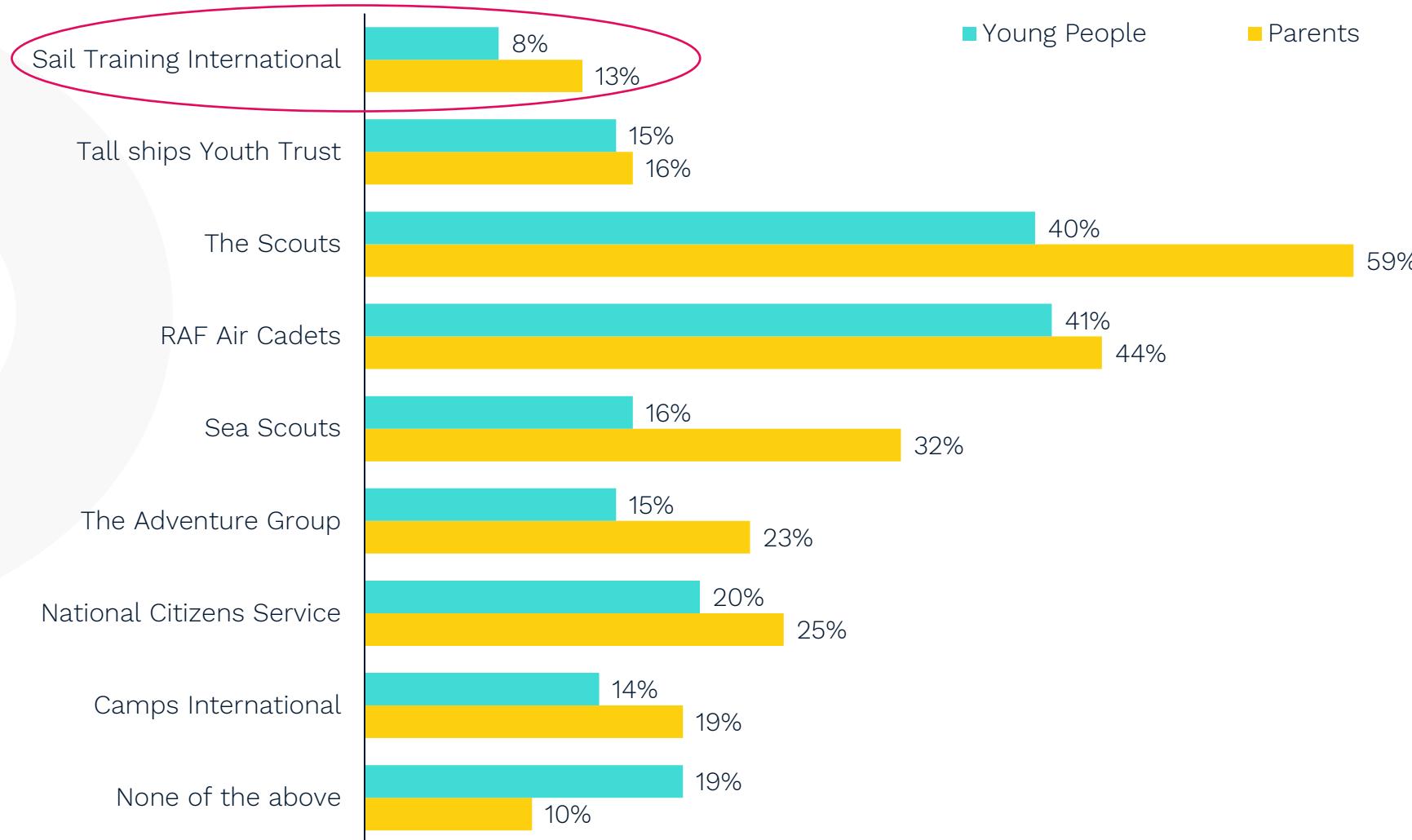
## Parents

58% of YP and  
30% of parents  
could not name  
any.

# Prompted Awareness

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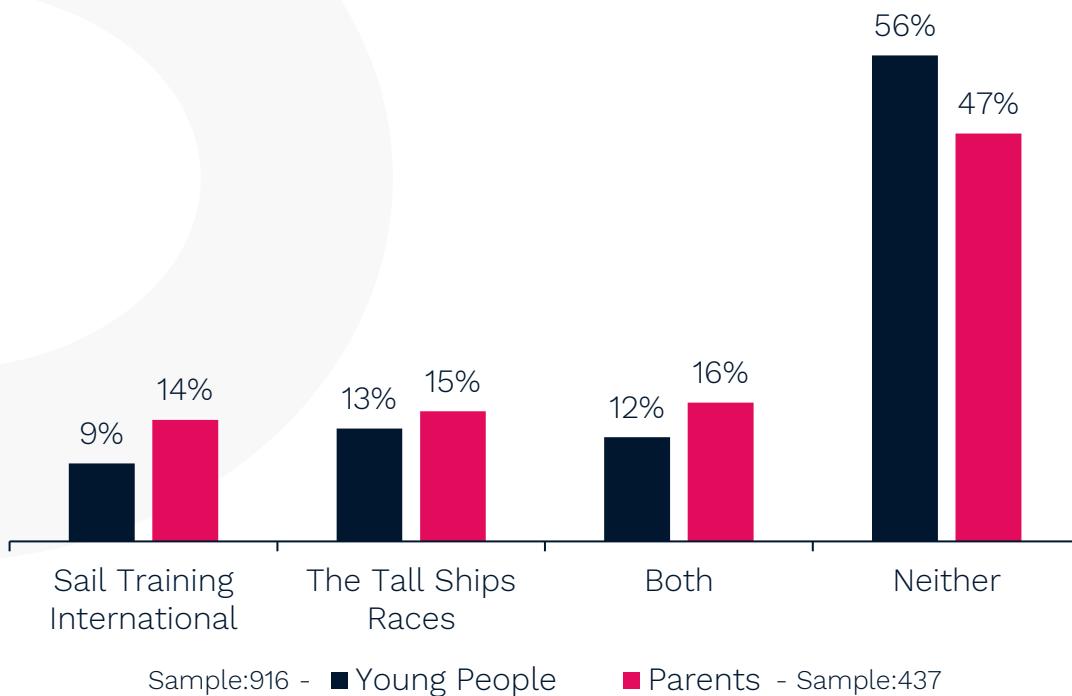
Q12. Which of the following experience/activity providers have you heard of?  
(Comparative awareness)



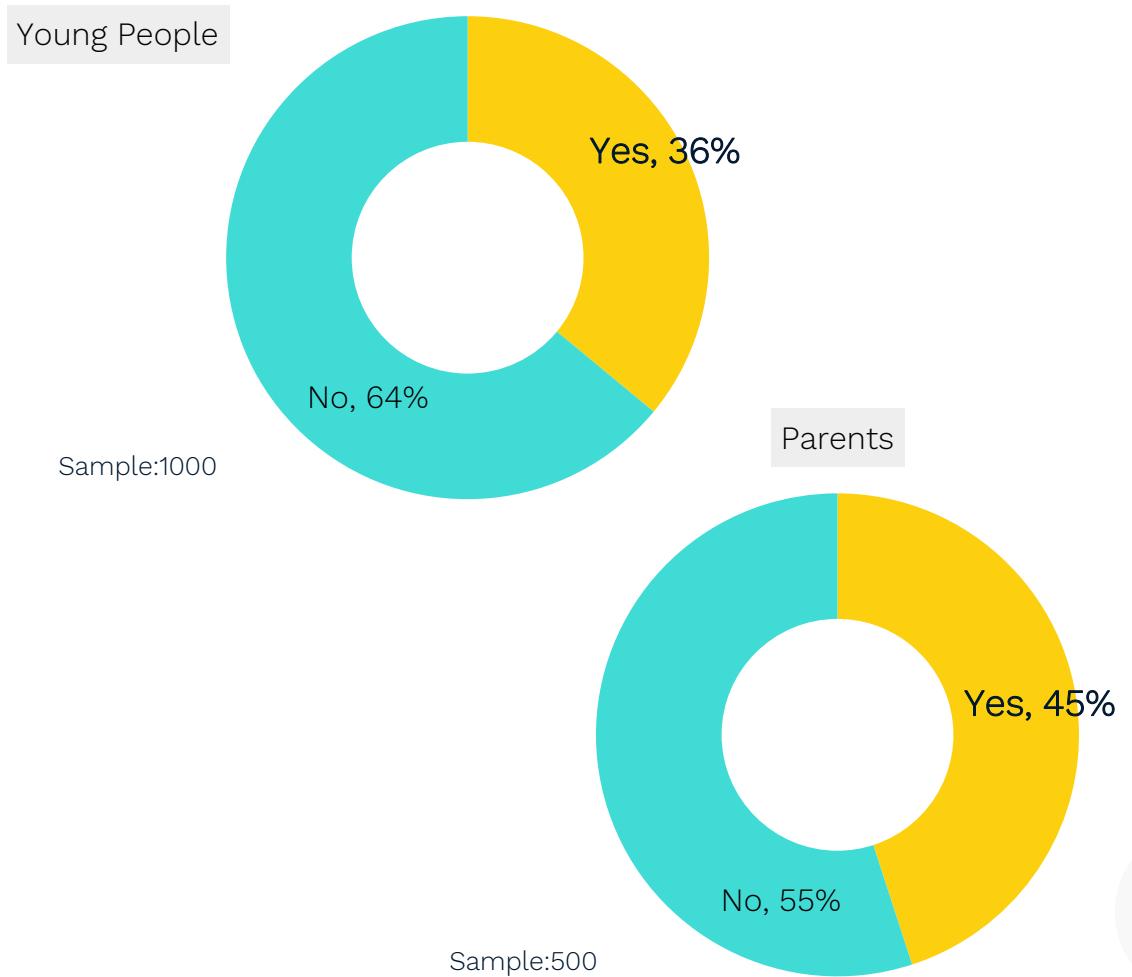
# Prompted Awareness cont

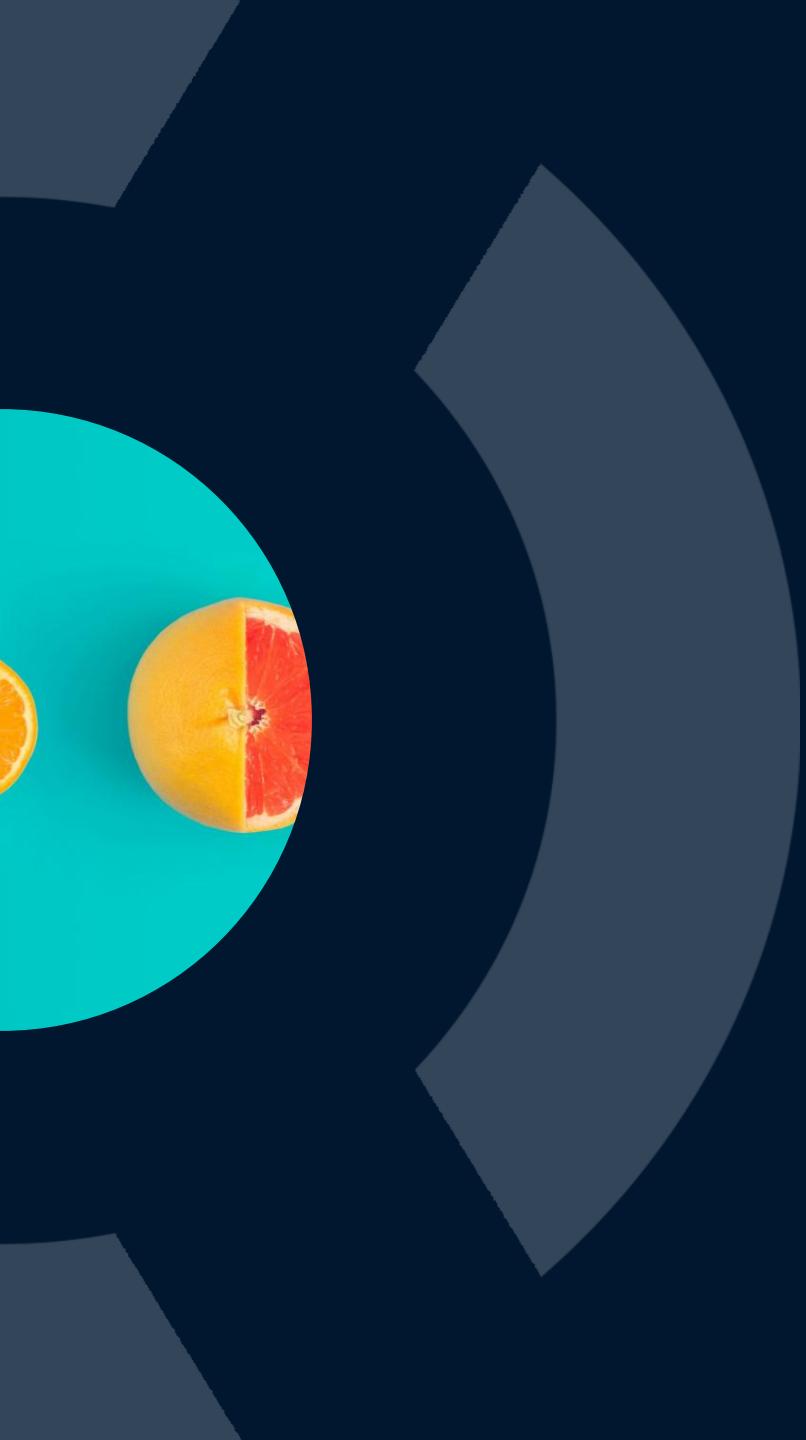
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Q13. Which of the following have you heard of?  
(Targeted awareness)



Q15. Did you know that The Tall Ships Races take place in Europe every year during the summer holidays and are open to young people aged 15 – 25?



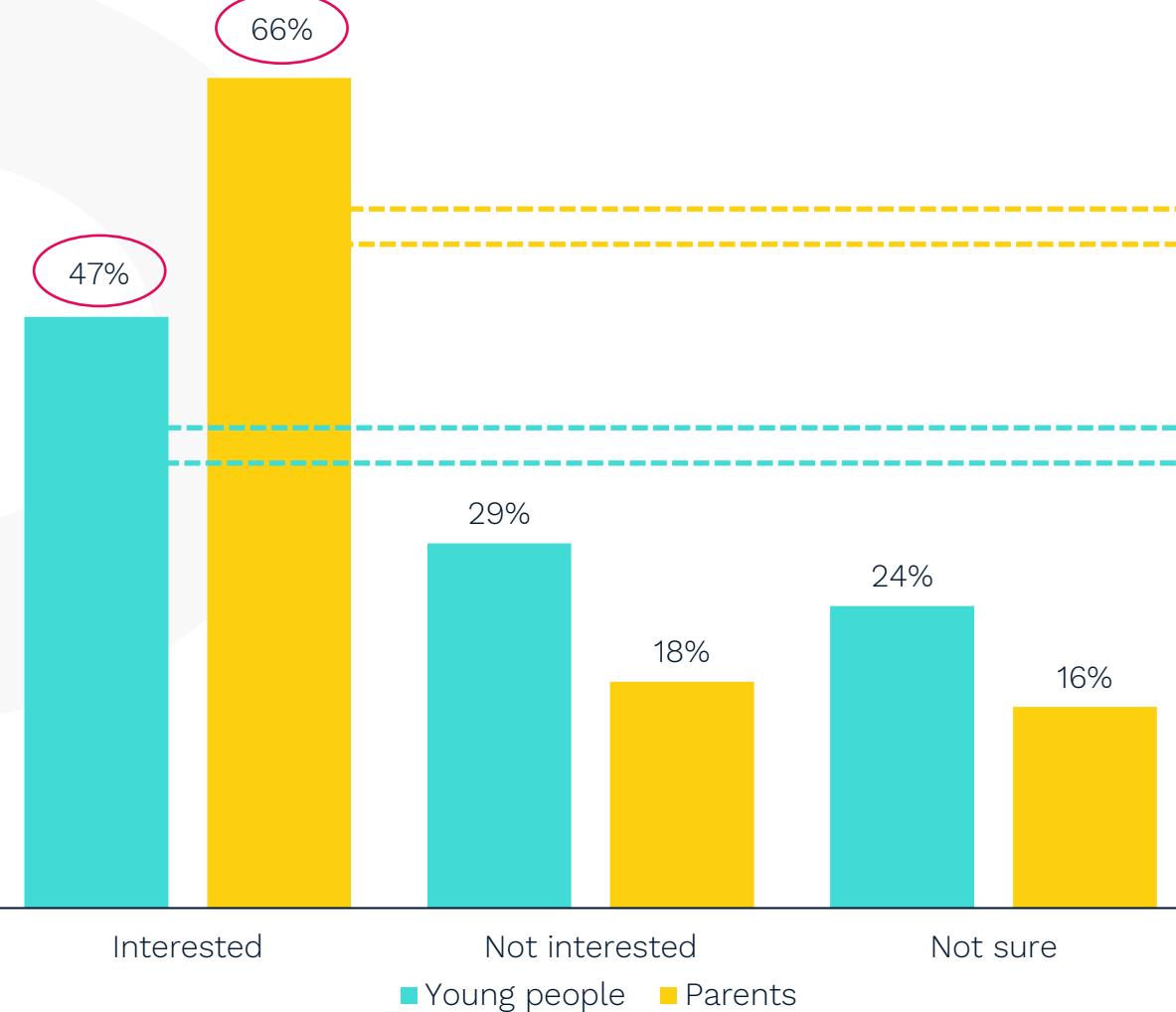


# Interest in Taking Part in The Tall Ships Races

# Overall Interest

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Q16. Would you be interested in being/your child being part of the crew running a ship?



Overall: 66% of parents were interested

18% were not interested

16% weren't sure

Overall: 47% of young people were interested

29% were not interested

24% weren't sure

There was a significant bias towards male interest (53%) in being part of the crew running a ship among the YP group. This was also true for parents whose children are male (70%).

# Interest Distribution - Young People

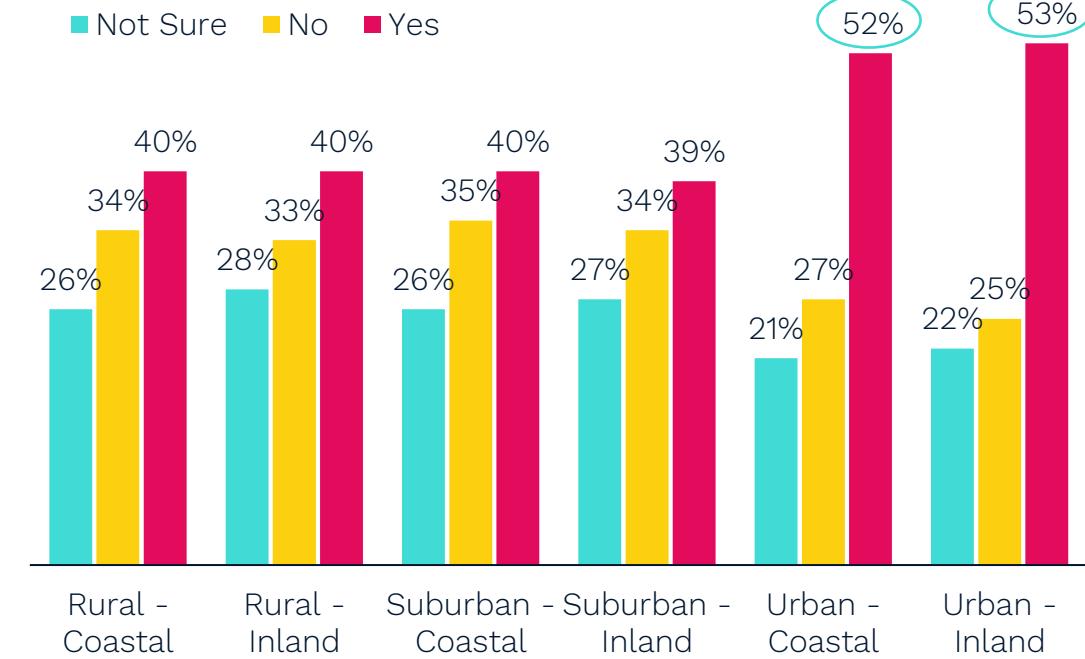
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Young People: Age X Interest

	15-17	18-21	22-25
Not Sure	30%	27%	24%
No	40%	31%	29%
Yes	30%	42%	55%

\*Young people from households where the parent/guardian is unemployed/not working due to long-term sickness show substantially lower levels of interest than those in any other employment group, highlighting concerns over funding and eligibility.

Young People: Location X Interest

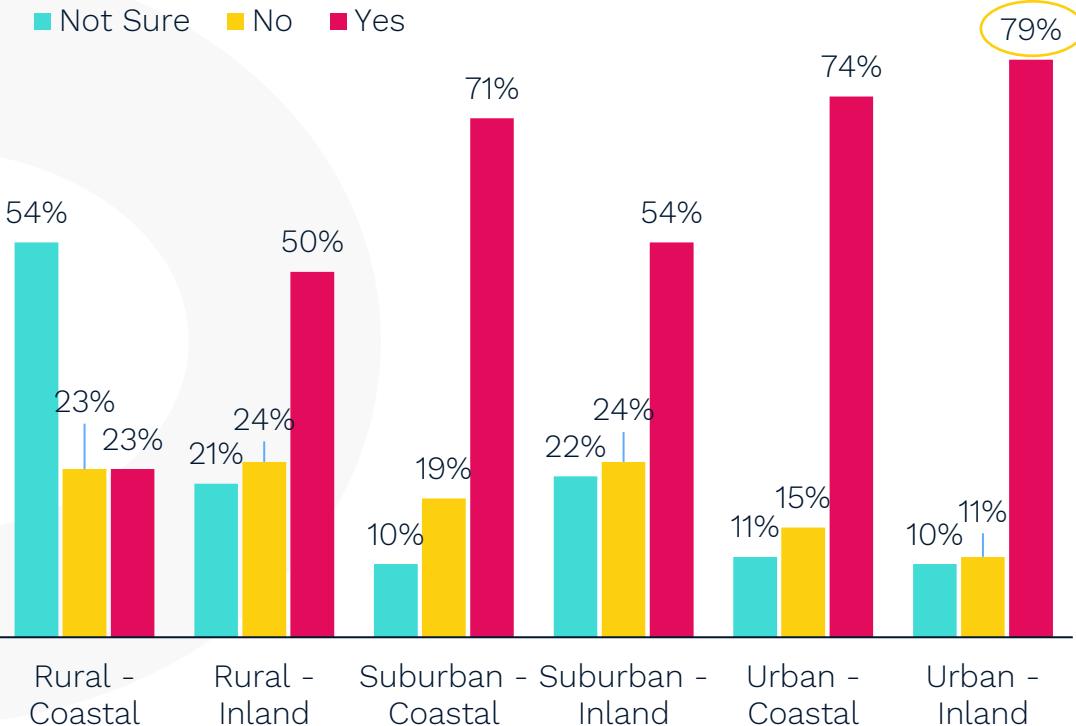


The main reasons the YP group shared for not being interested were that they 'wouldn't enjoy it' (35%), and they 'don't like/have a fear of the sea' (24%).

# Interest Distribution - Parents

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Parents: Location X Interest



Parents: Employment X Interest

Parents in households where the main income earner is in a higher managerial/professional role showed the highest interest (89%).

Those whose main income earner is in a supervisory/junior managerial role showed the lowest interest (51%).

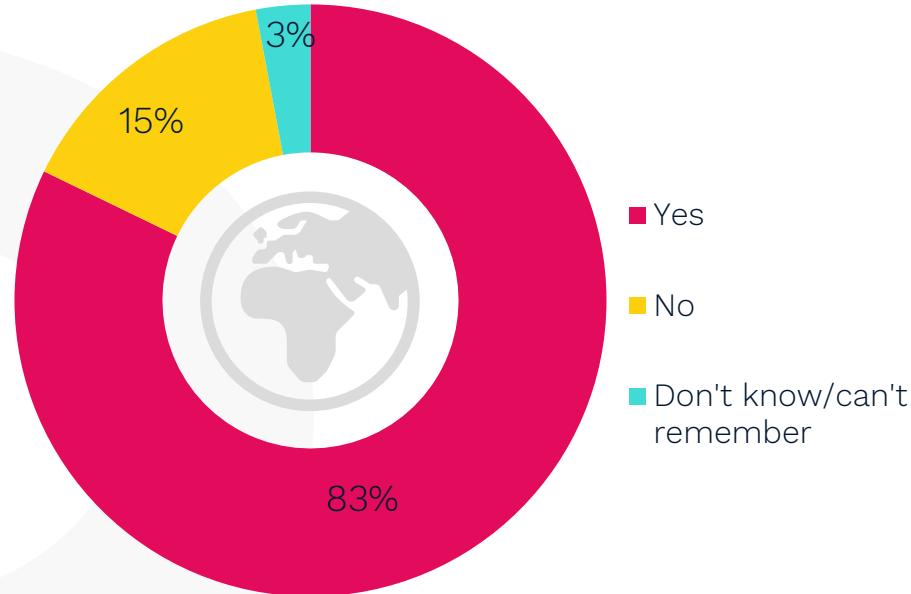
There are significant differences between employment status and interest within the parents' group which were not present for the YPs.

Of the parents who said they **would not** be interested, 40% stated that their child wouldn't enjoy it or wouldn't be interested, and 13% said their child doesn't like the sea or can't swim.

# Interest - Travel

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Q31. Have you/has your child ever been abroad?

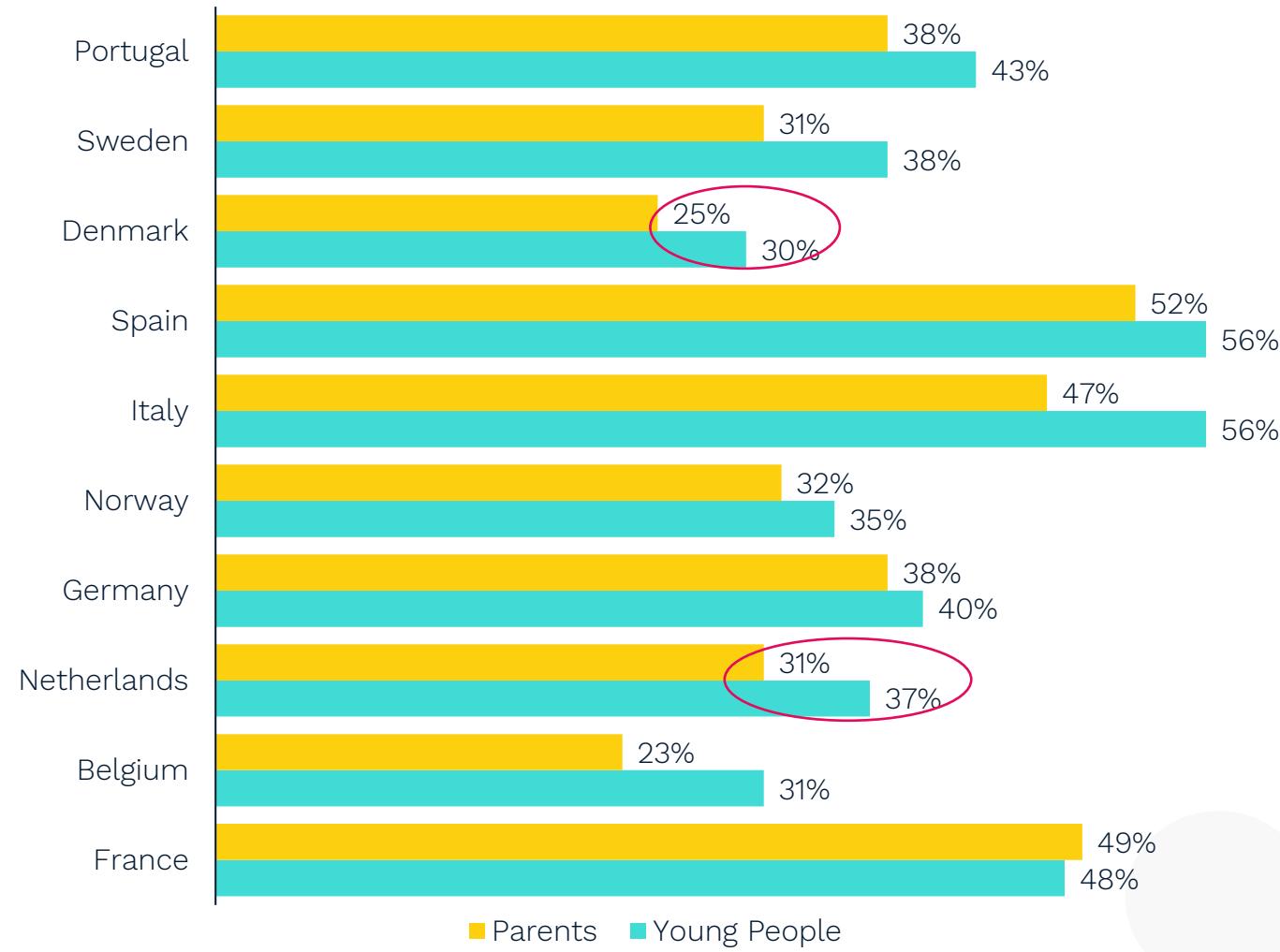


Sample: 1500

65% of YPs and 71% of parents would be interested in traveling to/their child traveling to and visiting 2 different cities at the beginning and end of the voyage.



Q22. Which of the following European countries would you/your child be interested in visiting?



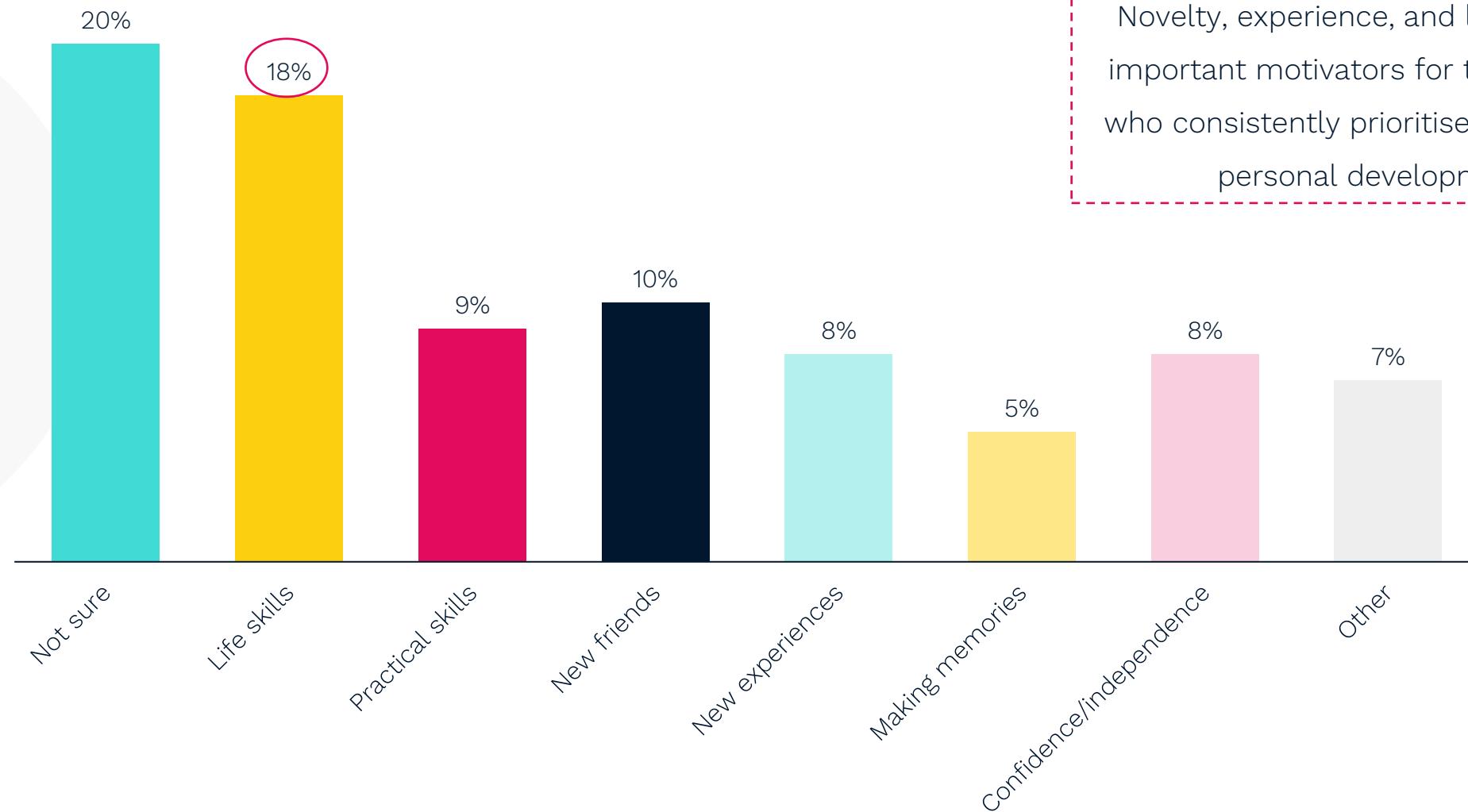


# Perceptions of The Tall Ships Races

# Benefits - unprompted

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Q28. What do you think you might gain from taking part in the Tall Ships Races? (YP only)



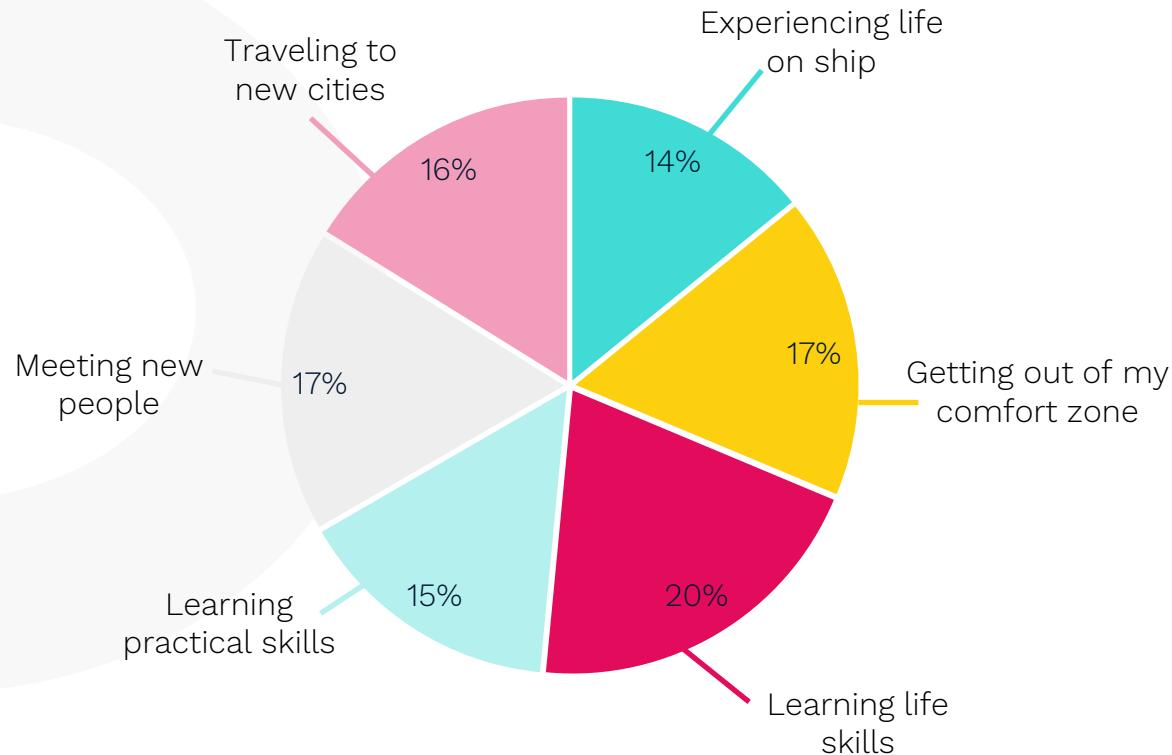
Novelty, experience, and life skills are important motivators for the YP group, who consistently prioritise learning and personal development.

# Benefits - prompted

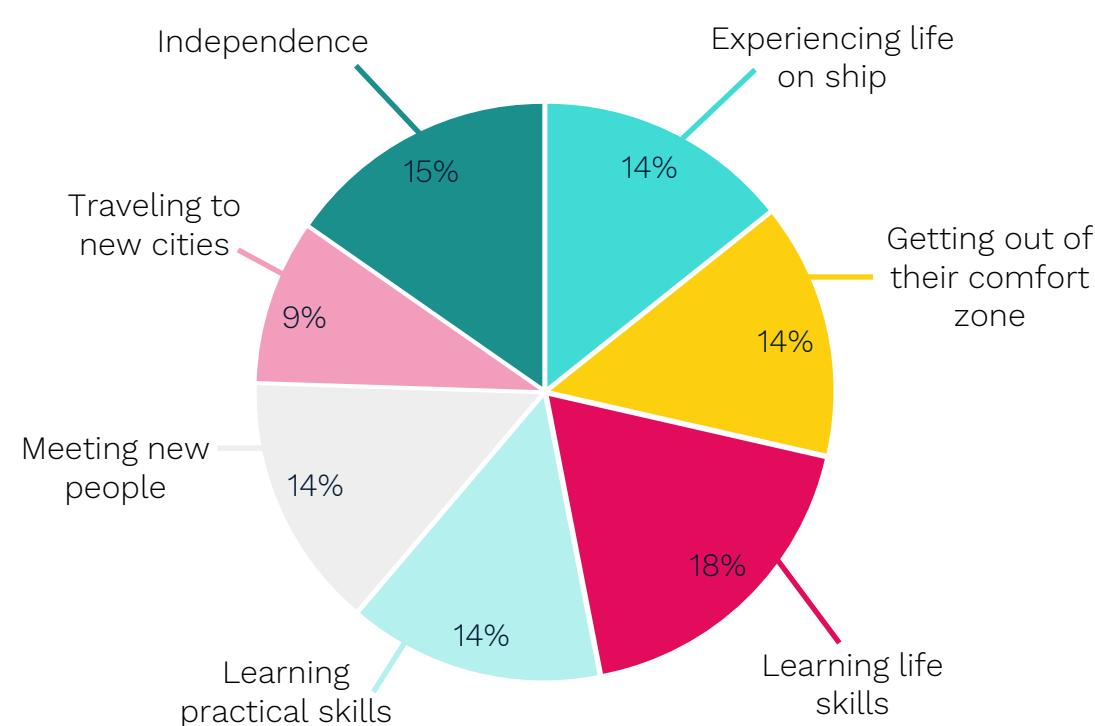
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Q18. What do you think the greatest benefit would be of taking part in The Tall Ships Races?

## Young People



## Parents

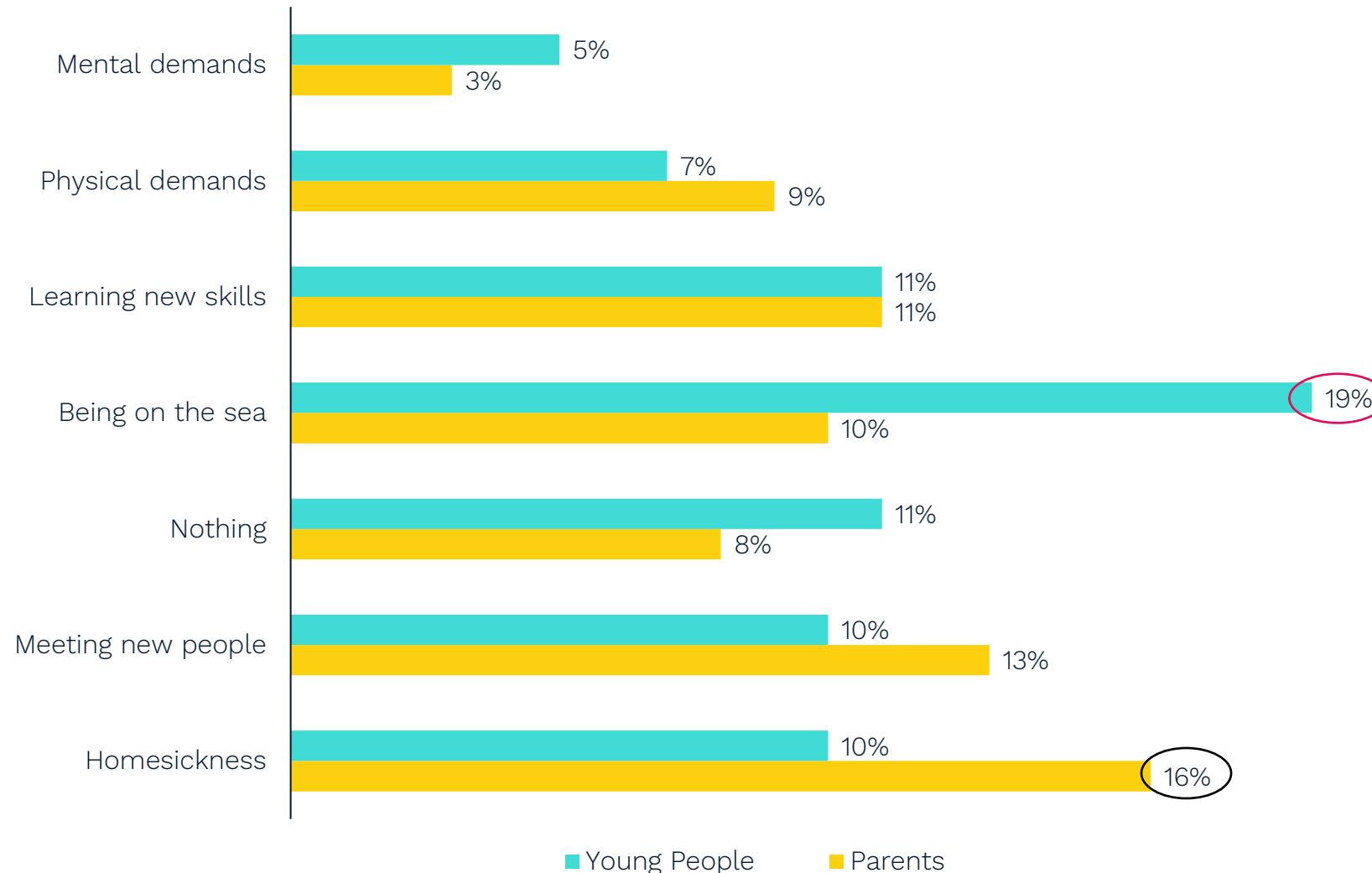


\*Independence was not listed in the YP survey

# Challenges - unprompted

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Q19. What would you/your child find the most challenging about taking part in The Tall Ships Race?



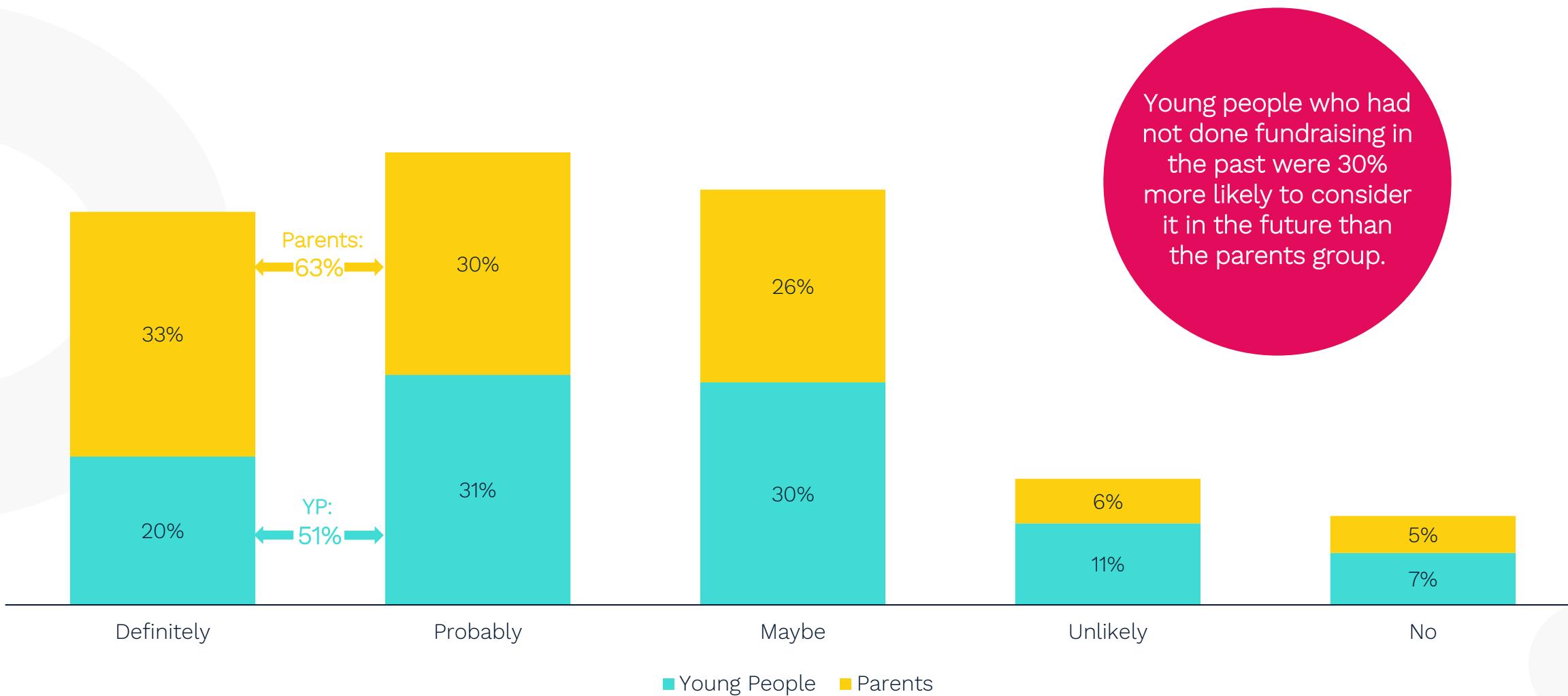


## Fundraising and Useful Information

# Fundraising

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Q24. Would you be prepared to fundraise/fundraise with your child to help finance a voyage on board The Tall Ships?

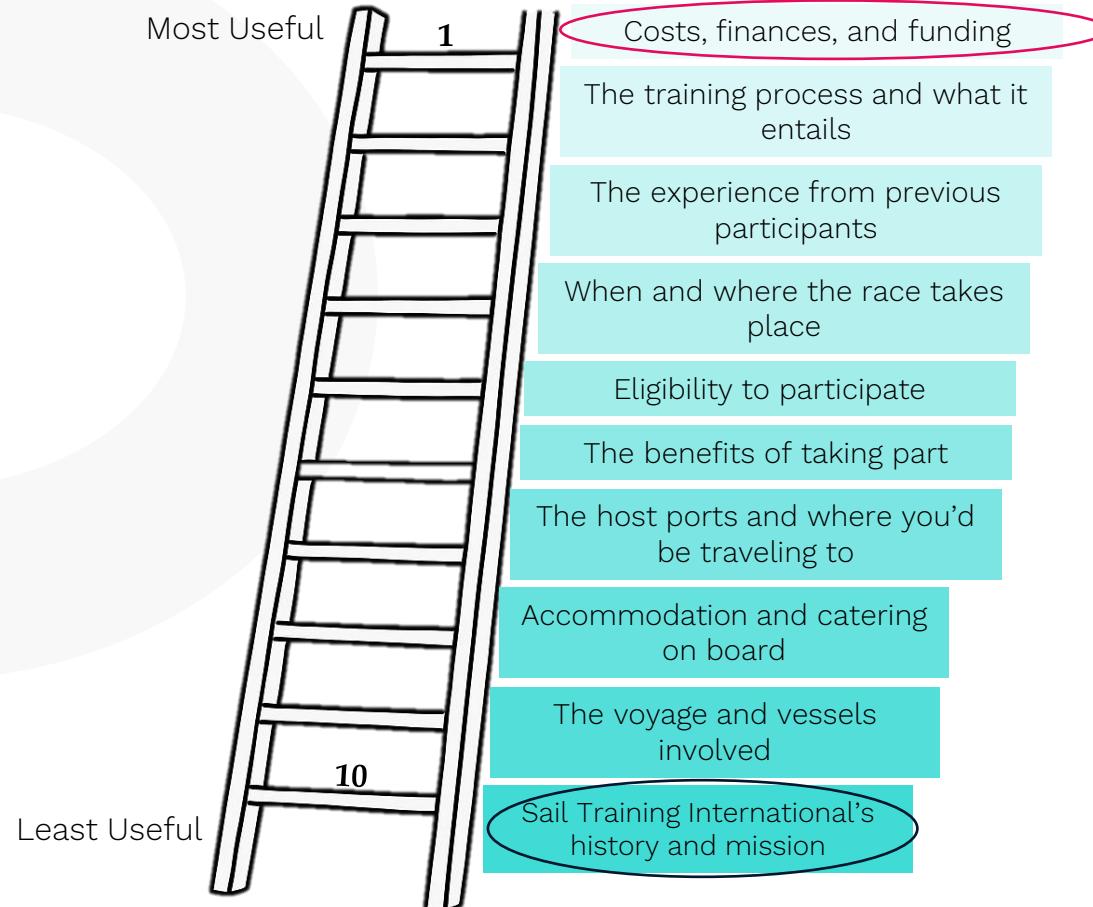


# Useful Information

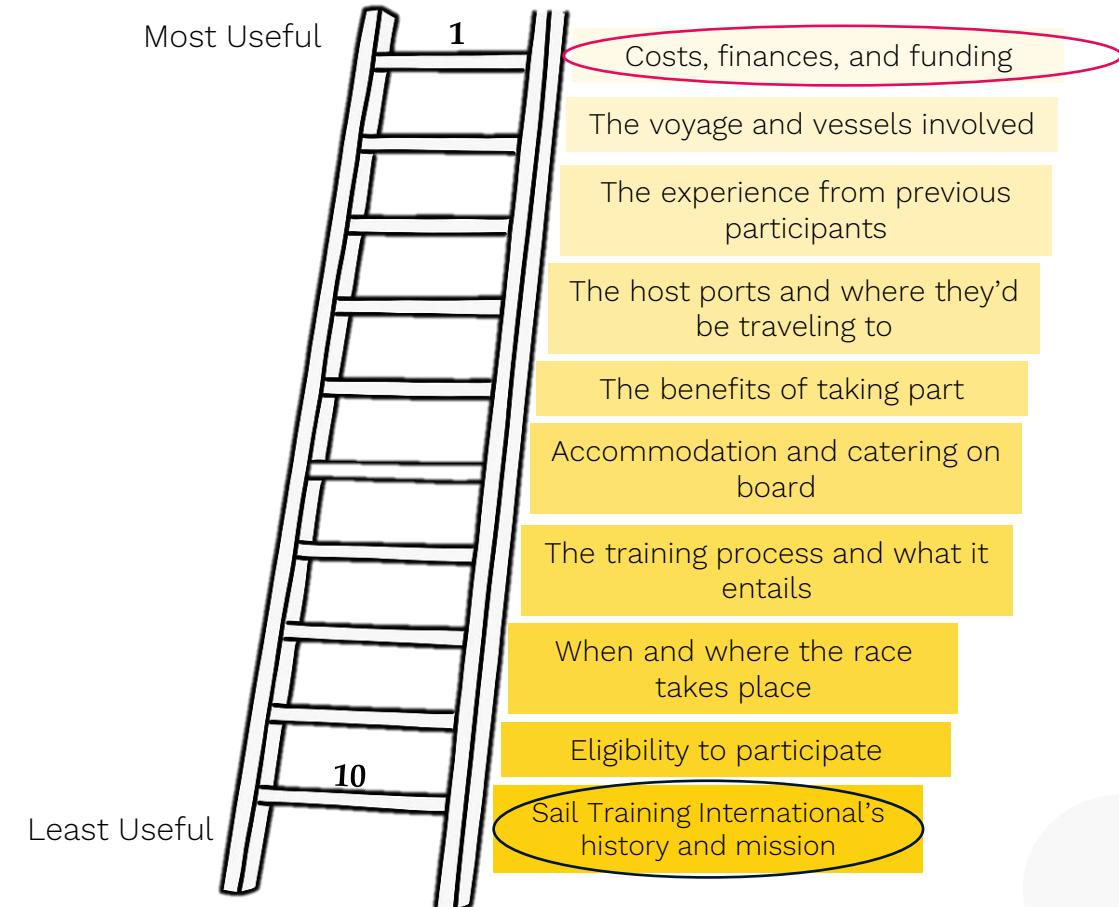
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Q23. What would be the most useful in helping you decide if The Tall Ships Races would be right for you/your child?

## Young People



## Parents

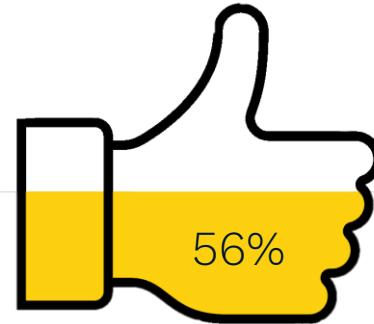


# Useful Information cont.

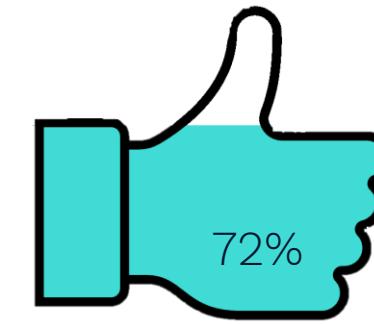
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Q29. Would you like to find out more about taking part in The Tall Ships Races and Sail Training International?

Young People:



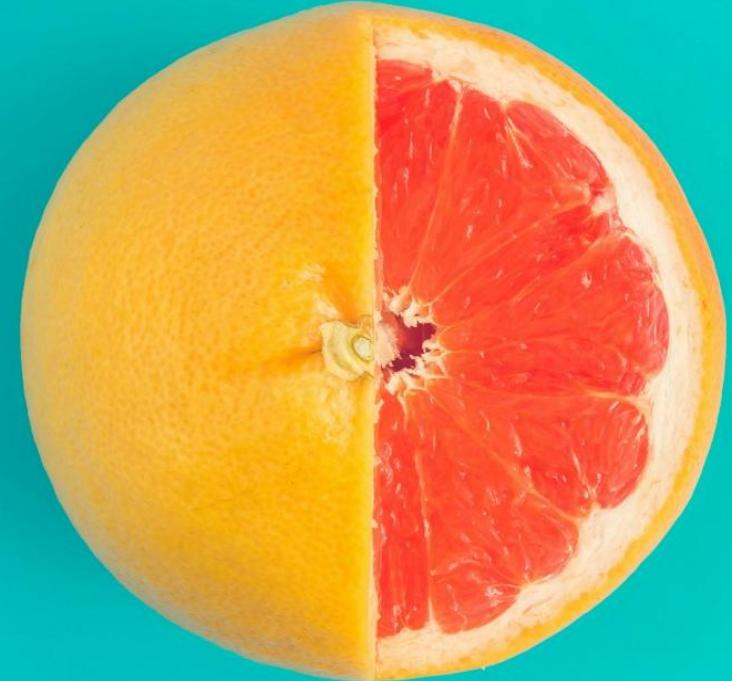
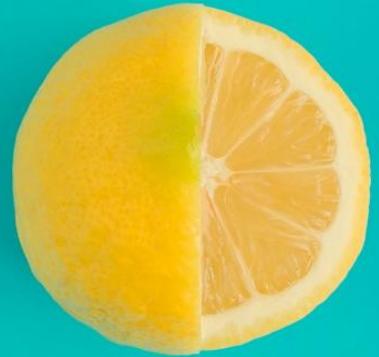
Parents:



56% of YPs would like more information on The Tall Ships Races, preferring to look on the website (34%) and social media (30%).

72% of parents would like more information on The Tall Ships Races, they would also go to the website (58%) and social media (36%).

More than half of YPs and almost 75% of parents are interested in looking further into The Tall Ships Races – 51% of parents and 19% of YP who were *unsure about their interest* in the event said that they would like to find out more.



## Conclusions and Recommendations

# What We've Learned – Low Awareness with High Interest

- It's not that people aren't interested, they simply aren't aware of the possibilities.
- Travel, learning new skills, challenging themselves, and meeting new people are strong drivers for young peoples' engagement.
- Parents know their children.
- Costs, finances, and funding is a big concern.

# Where Sail Training & The Tall Ships Races Stand Today - And Opportunities for the Future

- Location and Gender
- Expectations can be daunting
- Low baseline awareness in key markets
- Benefits vs Challenges

What's working in Sail Trainings' favour:

- The target audience is motivated to engage in experiences where they can learn new skills
- Word of mouth is making waves
- Young people are bold, and their parents are encouraging

Where the opportunity lies:

- Be visible
- Partner with other organisations

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