

Port of Olympia Fuel Dock Survey

Administered by

The Social & Economic Sciences Research Center
Of Washington State University
Summer 2014



Survey Methods – Study Population

- Approximately 1,448 boat owners with homeport in Budd Inlet marinas:
 - Swantown Marina
 - Fiddlehead Marina Inc.
 - Martin Marina
 - West Bay
 - Olympia Yacht Club
 - One Tree Island Marina

Survey Methods – Instruments

- 7 survey questions formatted on back of business-reply postcard.
- Postcard and a letter describing the study mailed to boat owners in June 2014.
- A numeric ID included on the card allowed us to send a replacement postcard to non-respondents in September.
- Postcards received at SESRC through September and keypunched by SESRC staff.

The Postcard Survey

Please answer the following regarding your boat(s) moored at: [MARINA NAME].

1. How many boats do you own that are moored at this marina?

___ Number of boats

2. What type of boat(s) do you have at this marina?

Sail Power

3. What size is this/are these boat(s)? *If more than one boat, please indicate the size of each.*

<20' 20'-30' 30'-40' 40'-50' 50'-60' 60'-70' Other _____

4. Most of the time, where do you purchase fuel for your boat(s)?

Boston Harbor Zittel's Other (specify): _____

5. What kind of fuel do you usually purchase for your boat(s)?

Gas Diesel

6. Approximately how many gallons of fuel do you purchase for your boat(s) each year?

_____ Gallons of fuel

7. Would you purchase fuel at Swantown if there was a facility located there?

Yes No

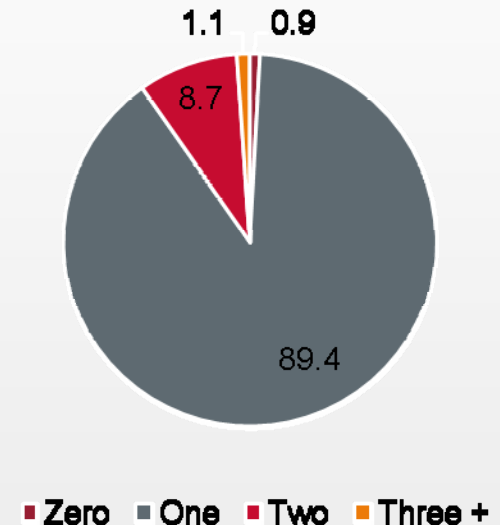
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Survey Results

Marina	Completes	RTS	IE	Total	Rate
Swantown	319	13		528	60%
Fiddlehead	57	2		138	41%
Martin	36	1		71	51%
West Bay	79	24	10	405	20%
Olympia Yacht	152	0		266	57%
One-Tree	4	0		40	10%
Total	647			1448	45%

Survey Results: Q1. How many boats do you own that are moored at this marina?

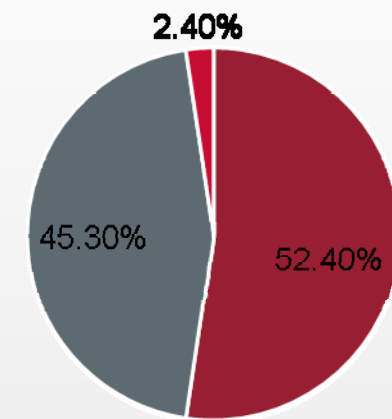
	Frequency	Valid Percent
0	6	0.9%
1	576	89.4%
2	56	8.7%
3	1	0.2%
4	2	0.3%
5	1	0.2%
7	1	0.2%
8	1	0.2%
Total	644	100%
Missing	3	
Total	647	



9 in 10 boat owners surveyed have just one boat moored at a marina.

Survey Results: Q2. What type of boat(s) do you have at this marina?

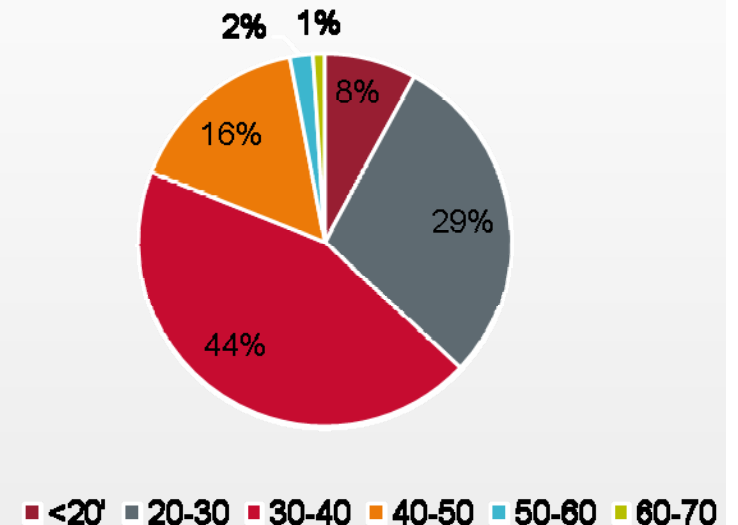
	Frequency	Valid Percent
Sail	331	52.4%
Power	286	45.3%
Both Power and Sail	15	2.4%
Total	632	100%
Missing	15	
Total	647	



Just over half of the boat owners surveyed own sail boats.

Survey Results: Q3. What size boat(s) do you have moored at this marina?

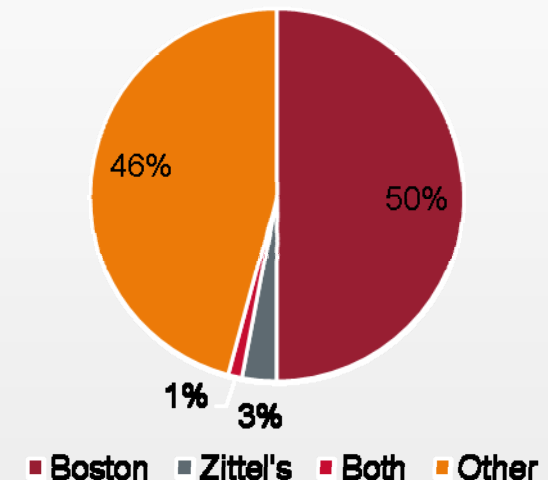
	Frequency	Valid Percent
Less than 20 ft	55	8.0%
20 to 30 ft	197	28.6%
30 to 40 ft	301	43.7%
40 to 50 ft	111	16.1%
50 to 60 ft	14	2.0%
60 to 70 ft	9	1.3%
Other	2	0.3%
Total	689	100%
Missing	6	
Total	647	



Three out of four boats represented in the survey were between 20' and 40'.

Survey Results: Q4. Most of the time, where do you purchase fuel for your boat(s)?

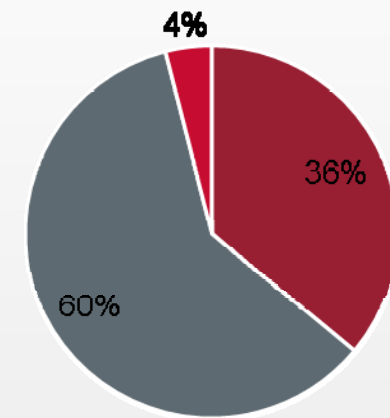
	Frequency	Valid Percent
Boston Harbor	300	50.2%
Zittel's	18	3.0%
Other	140	23.4%
Boston and Zittel's	7	1.2%
Land-based station	133	22.2%
Total	598	100%
Missing	49	
Total	647	



Almost half of those surveyed (45.6%) purchase their fuel outside Thurston County or from a land-based gas station.

Survey Results: Q5. What kind of fuel do you usually purchase for your boat(s)?

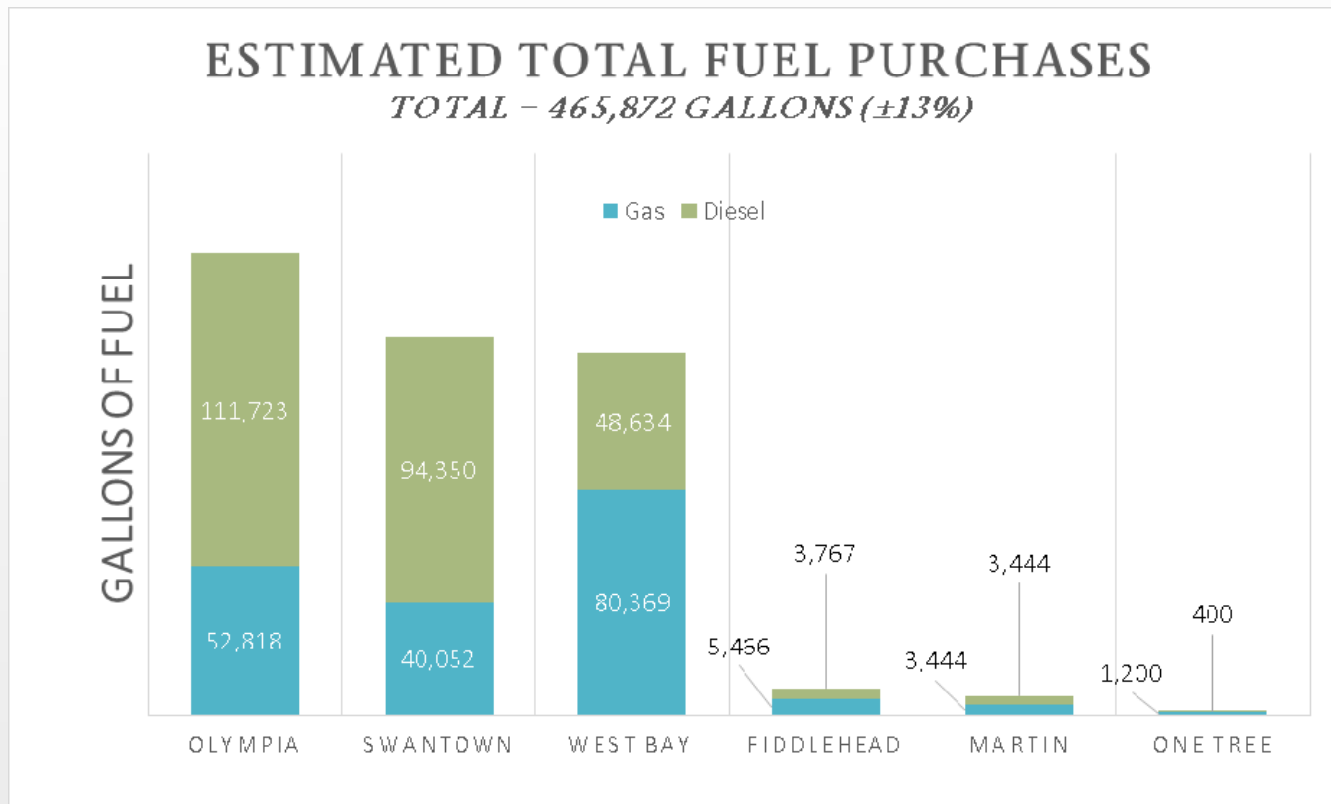
	Frequency	Valid Percent
Gas	228	36.0%
Diesel	380	60.0%
Both	25	4.0%
Total	633	100%
Missing	14	
Total	647	



■ Gas ■ Diesel ■ Both

Approximately two-thirds of the fuel purchased by boat owners is diesel.

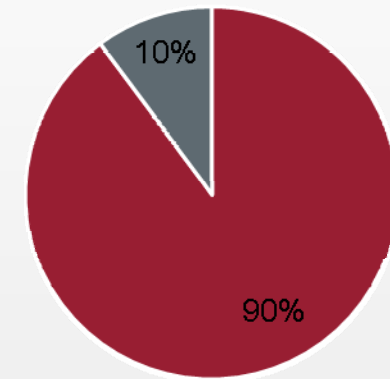
Survey Results/Analysis: Q6. Approximately how many gallons of fuel do you purchase for your boat(s) each year?



Survey responders reported a total of 200,119 gallons of fuel purchased annually. Based on these data we estimate 465,872 gallons of fuel are purchased by the entire fleet each year ($\pm 13\%$ @ 95% confidence level).

Survey Results: Q7. Would you purchase fuel at Swantown if there was a facility located there?

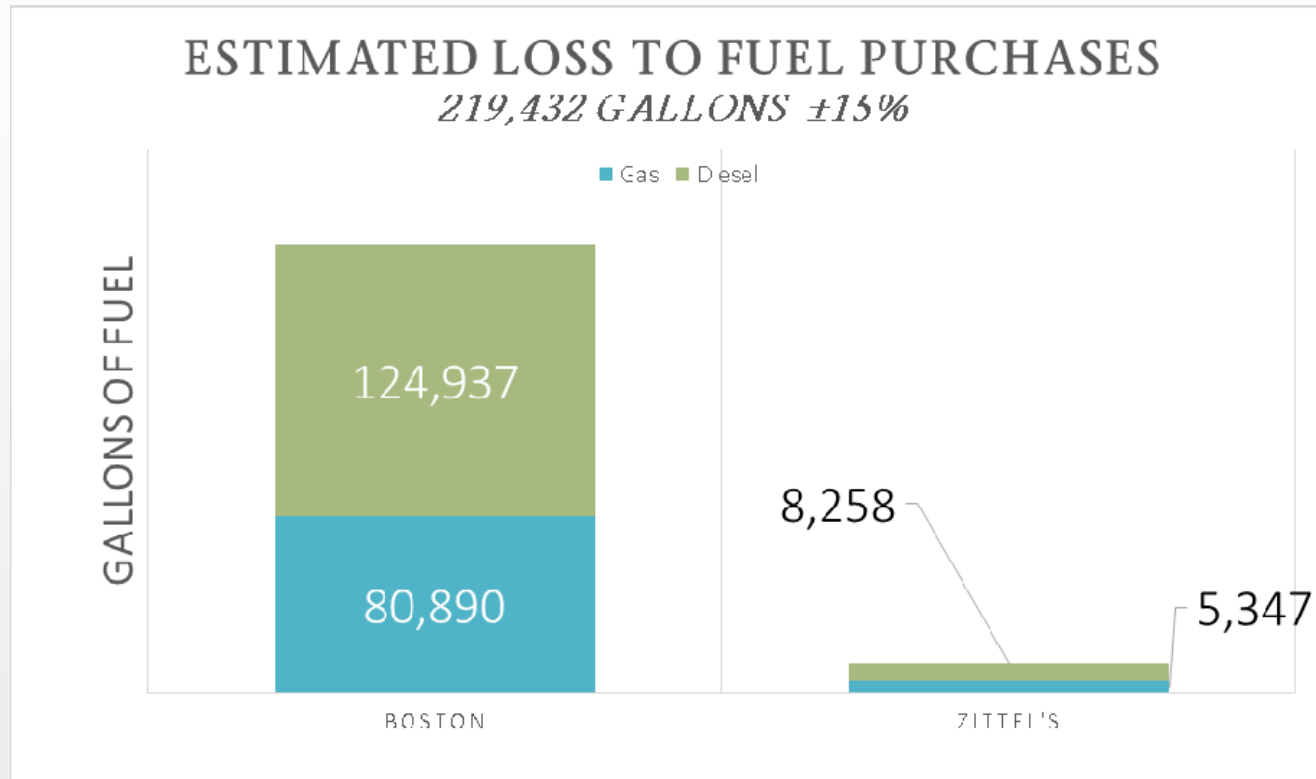
	Frequency	Valid Percent
Yes	565	89.8%
No	64	10.2%
Total	629	100%
Missing	18	
Total	647	



■ Yes ■ No

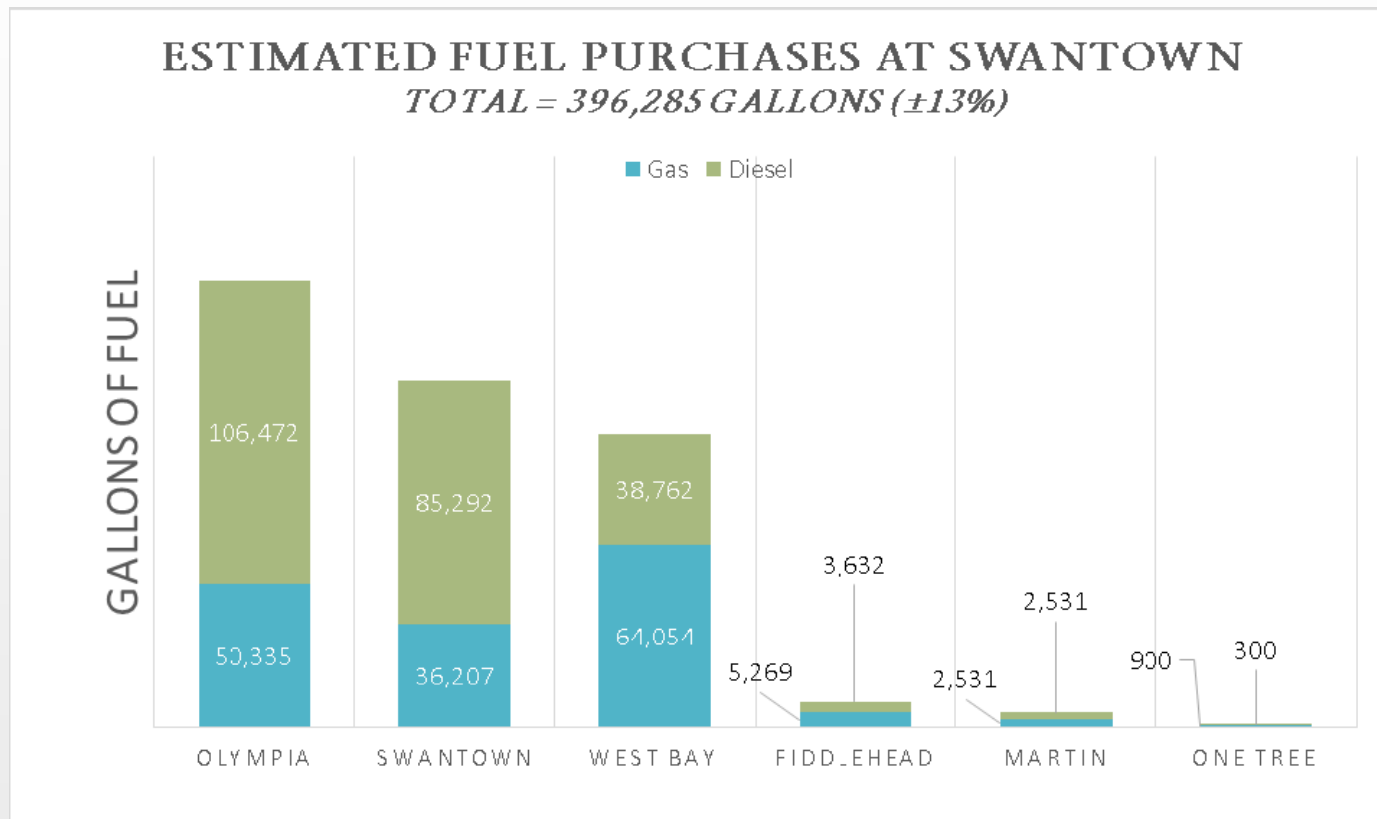
Nine out of ten boat owners (89.8%) surveyed said they would buy fuel at a Swantown facility.

Survey Analysis: Will a new facility compete with existing facilities? If so, how much?



If all boat owners who said they would purchase fuel at the new proposed Swantown dock and who currently buy fuel at Boston or Zittel's actually did purchase all of their fuel at Swantown, we estimate a maximum 219,432 gallons would be lost, annually, in sales to Boston and Zittel's ($\pm 15\%$ @ 95% confidence level).

Survey Analysis: What are the potential fuel sales for the proposed fuel dock?



If all of the boat owners at these six marinas who said they would purchase fuel at the proposed Swantown fuel dock actually did buy all of their fuel there, we estimate this would account for 396,285 gallons of fuel ($\pm 13\%$ @ 95% confidence level).



Thank You!

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