



Crewtoo Releases First Seafarer Happiness Report Detailing Key Concerns

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Leading Maritime Social Media Site Surveys Seafarers to Track Trends in Satisfaction with Living and Working at Sea

MIDDLETOWN, R.I. and LIVERPOOL, UK, May 11, 2015 (GLOBE NEWSWIRE) -- Crewtoo™, the leading social media platform for seafarers, has launched the Crewtoo Seafarers Happiness Index to monitor important benchmarks of seafarer satisfaction on a regular basis. The inaugural report, published today, shows a seafarer satisfaction level of 6.42 on a scale of 1 to 10 about key issues including general happiness, contact with family, shore leave, wage levels, food, fitness and health, training, interaction onboard, workload, and access to welfare facilities. Data for the first report is based on surveys conducted in the first three months of 2015. Subsequent reports will be published approximately every three months based on surveys conducted on an ongoing basis. Crewtoo, founded in 2011, is part of KVH Media Group and KVH Industries, Inc., (Nasdaq:KVHI).

"It is all well and good to talk about seafarers and the realities of life at sea, but until now there has been very little confirmation as to how seafarers actually feel about their jobs," says Anneley Pickles, head of Crewtoo business development. "For us, it comes down to one fundamental issue: Are seafarers happy? We felt it vital to develop a means of measuring and reporting this issue, which led to the creation of the Crewtoo Seafarers Happiness Index."

The issues that concerned seafarers the most, as detailed in the first report, included the need for onboard Internet access, the risk of stress and fatigue from increasing workloads, and the lack of shore leave. For example, seafarers mentioned that Internet access onboard "makes life at sea easier" and a number of respondents expressed the concern that "if connectivity does not become common on vessels, the industry might be unable to attract any new seafarers in the future."

Crewtoo began surveying its approximately 110,000 members in January, asking them to rate their satisfaction about life at sea using a scale of 1-10 with a score of 10 being the happiest, and 1 being the unhappiest. The Crewtoo Seafarers Happiness Index data includes responses from globally based crews, and answers were received from across all ranks and nationalities including seafarers from the Philippines, U.K., Poland, Croatia, Germany, U.S., Canada, India, and Turkey, as well as a number of African nations. The age of survey respondents ranged from 16 to the late 60s. Masters made up the largest proportion of responses by rank; some 11% of respondents stated that they were currently serving in the role of captain. The majority of responses were from seafarers working on bulk carriers and container vessels.

The Crewtoo Seafarers Happiness Index is designed to be part of an ongoing campaign to raise awareness about crews' opinions and to assist with the continual improvement of conditions onboard to retain and recruit seafarers. Quantifying and qualifying how happy people are with the various elements of their working life at sea helps to build a picture of the industry and of the successes, but also the issues and problems to be addressed.

"Satisfied, well fed, fit, and engaged seafarers are vital to the present and future of the industry," says Ms. Pickles. "Happy people stick around, happy people work well, they embrace challenges, they look to excel and share with others. In short, happiness matters and it needs to be measured, assessed, and understood. The lessons then need to be applied to ensure that we are looking after seafarers properly and responding to their wants and needs."

For a copy of the Crewtoo Seafarers Happiness Index report, please visit <http://survey.crewtoo.com/happiness>.

Note to Editors: For more information about Crewtoo, please visit crewtoo.com.

About Crewtoo

Crewtoo is the world's largest online network of the seafaring community, with more than 110,000 members. Crewtoo was launched in 2011 by KVH Media Group, a leading provider of commercially licensed news, music, TV, and movie entertainment content for a wide range of industries including maritime, retail, and hotels. KVH Media Group brands include NEWSlink™, MOVIElink™, SPORTSlink™, TVlink™, and MUSIClink™. KVH Media Group's parent company, KVH Industries, is a leading provider of in-motion satellite TV and communications systems, having designed, manufactured, and sold more than 175,000 mobile satellite antennas for applications on vessels, vehicles, and aircraft. KVH is based in Middletown, RI, with research, development, and manufacturing operations in Middletown, RI, and Tinley Park, IL. The company's global presence includes offices in Belgium, Brazil, Cyprus, Denmark, Hong Kong, Japan, the Netherlands, Norway, Singapore, and the United Kingdom.

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For further information, please contact:

Sue Henney
Marketing Manager

KVH Media Group & Videotel
+44.151.243.1605 ☐
shenney@kvh.com
or ☐
Phil Page, Elaborate Communications
+44.1296.682104 ☐
ppage@elabor8.co.uk

Jill Connors
Media & Communications Manager
KVH Industries, Inc.
+1.401.851.3824 ☐
jconnors@kvh.com

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KVH Industries, Inc.