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# MG Car Club Membership Survey Results

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December 2007

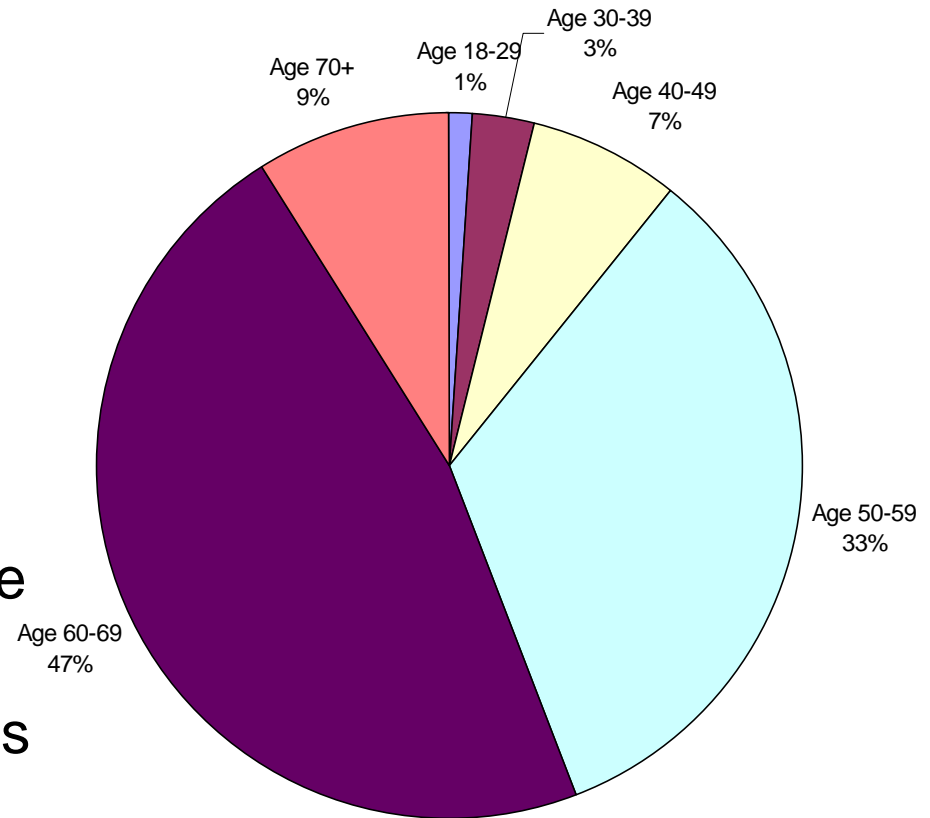
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# Survey Background

- Survey forms were sent out with the June 30, 2007 membership renewals to “Primary” MG Car Club members.
  - 579 surveys posted
  - 374 returned. Response rate = 65%
  - Questions covered the following topics:
    - Communication
    - National Meetings, Monthly Meetings
    - Club Finances
    - Social Functions
    - Touring
    - Sporting
    - Register Runs
    - Technical
  - Some questions could have multiple answers
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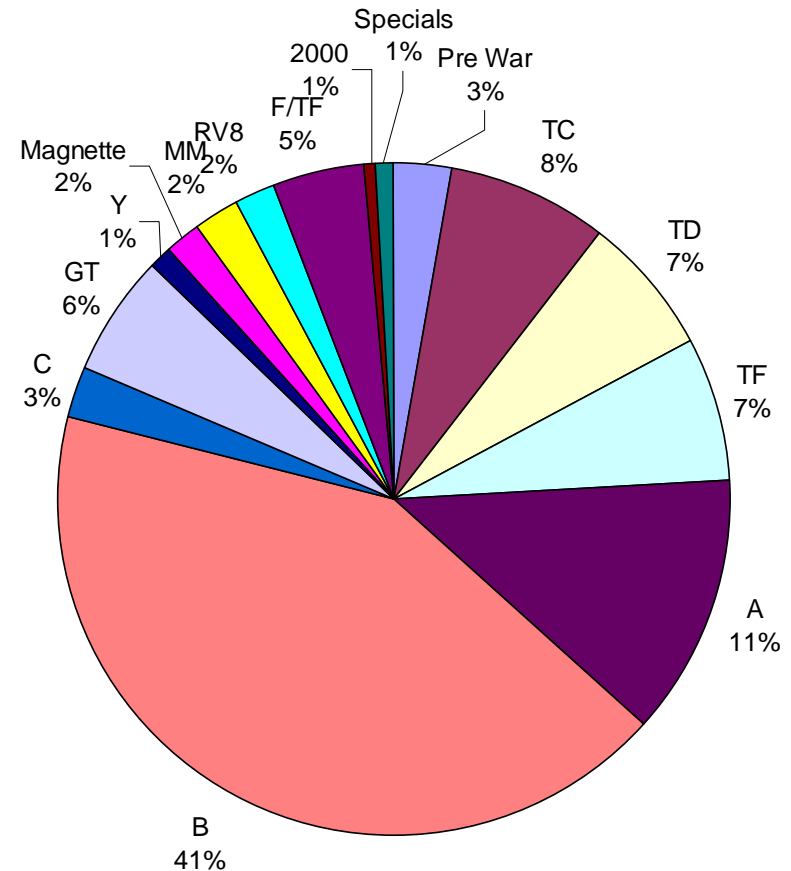
# Demographics of Club Membership

- 89% of members who responded to the survey are aged over 50 years of age.
- Only 3% of members who responded are under 40!
- 92% respondents are male.
- 81% of respondents live in the Sydney Metropolitan area.
- The next most populous areas are South Coast (6%) and Central Coast (4%).



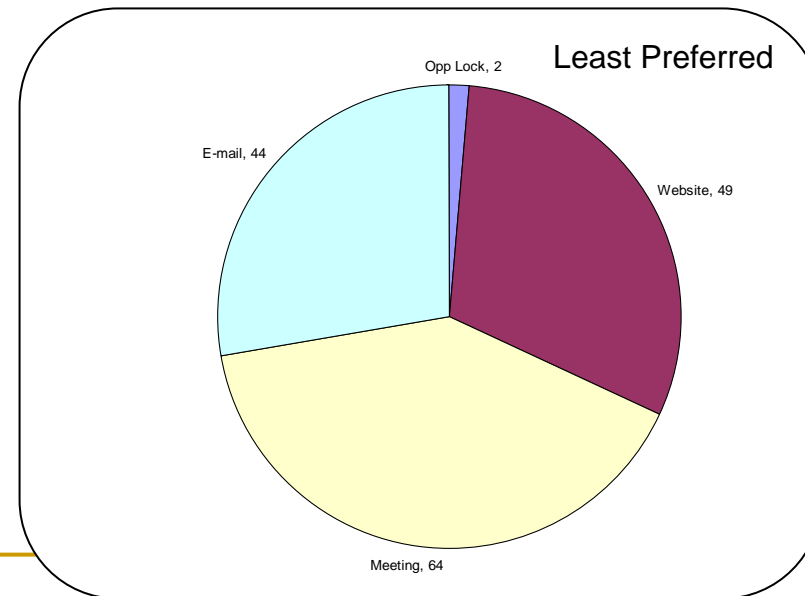
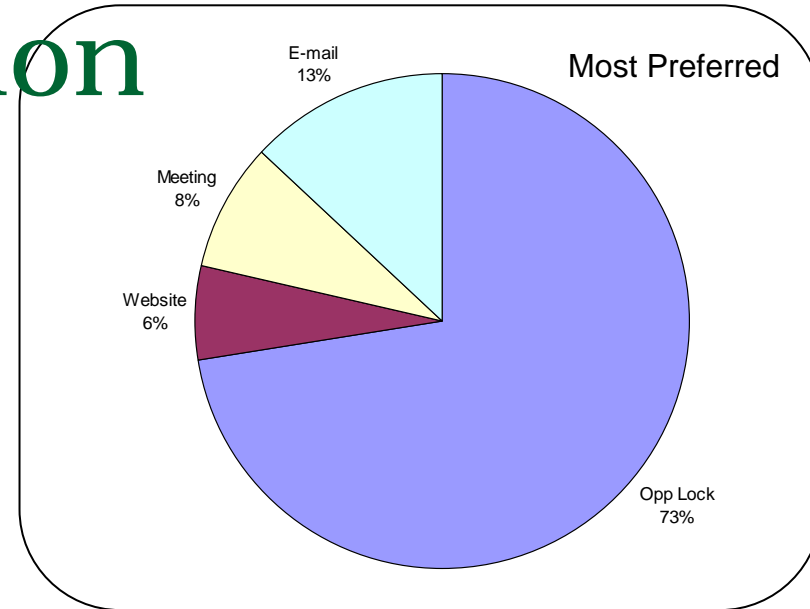
# MG's Owned By Members

- Not surprisingly the MGB is the most popular model.
- This is followed by the MGA and post war T-types.
- These 5 models represent 75% of total models.
- Modern MGs represent only 6% of survey respondents.



# Q1: Communication

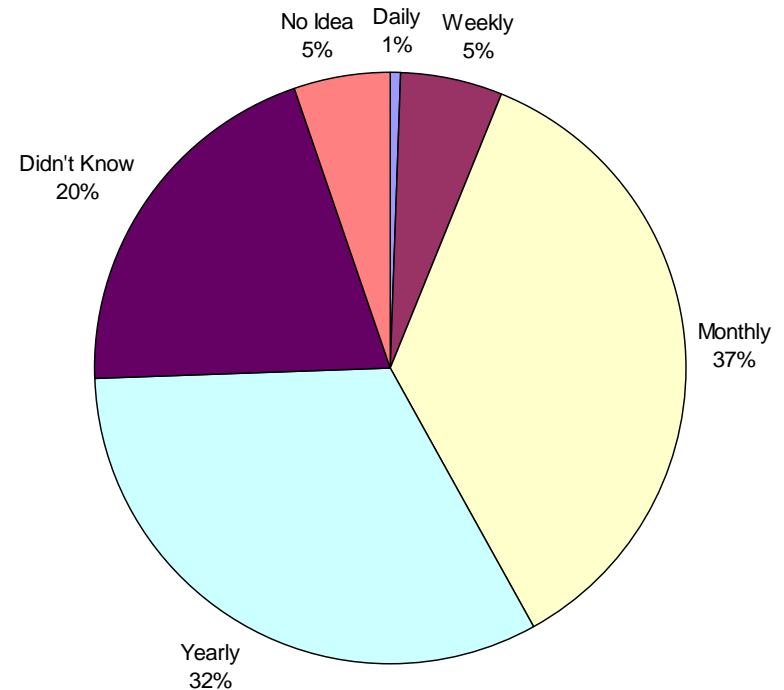
- Most Preferred medium is Opposite Lock: 313 respondents (73%)
- Least Preferred medium are Meetings: 64 respondents (40%).
- The results show that the Club magazine is still regarded as the key method of communication.
- This is not surprising as 700+ magazines are posted each month.



# Q2 & 3: Website & Internet Access

- Over 90% of respondents have access to the internet from either home or work.
- 46% of respondents visit the club's website at least once a month.
- This illustrates the growing importance of the website as a means of communication.

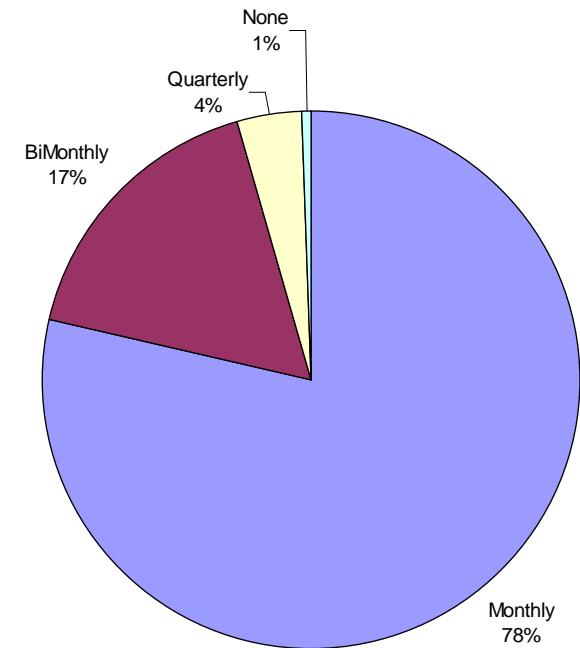
Q3 How Often Visit Club Website



# Q4: Club Magazine

- 78% of respondents would like the magazine to continue to be published monthly.

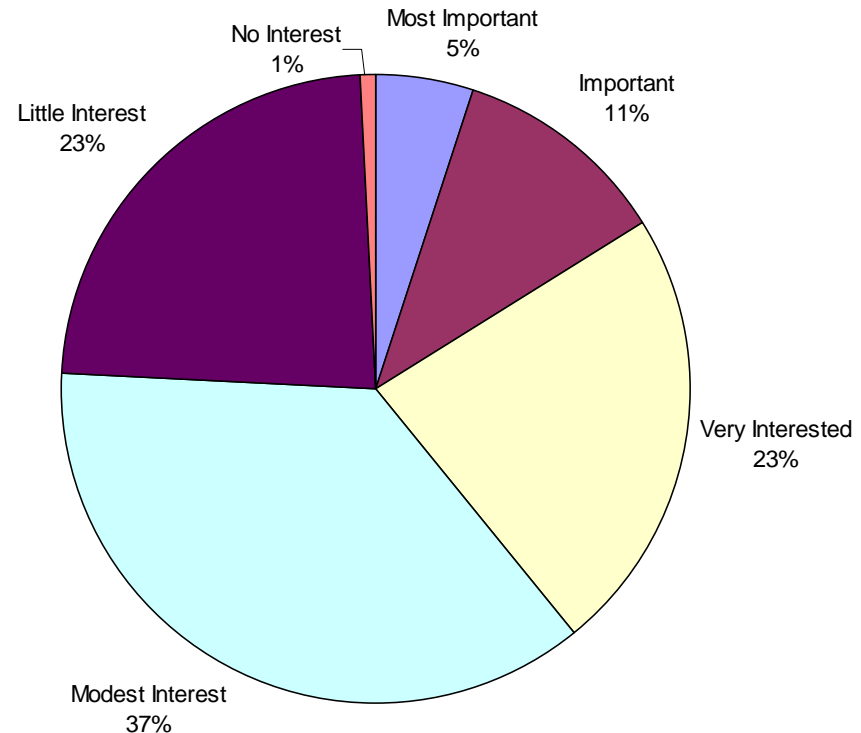
Q4: Delivery Preference for Club Magazine



# Q5: National Meeting

- 5% indicated that the Nat Meet was a must attend event. Correlated to membership this equates to around 50 people which is the 'core' group who attend every year.
- 39% of respondents indicated a good deal of interest in attending Nat Meets.
- The majority (60%) of respondents indicated only modest interest.

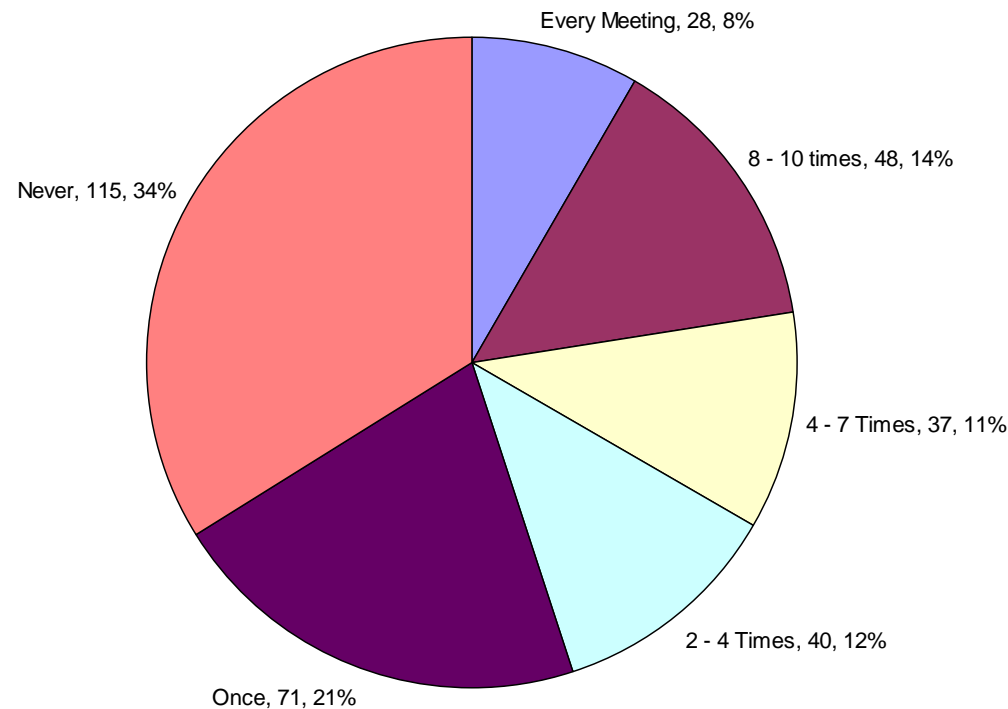
Q5: National Meeting Importance



# Q6: Monthly Meetings

Q6: How often do you attend the monthly club meeting each year?

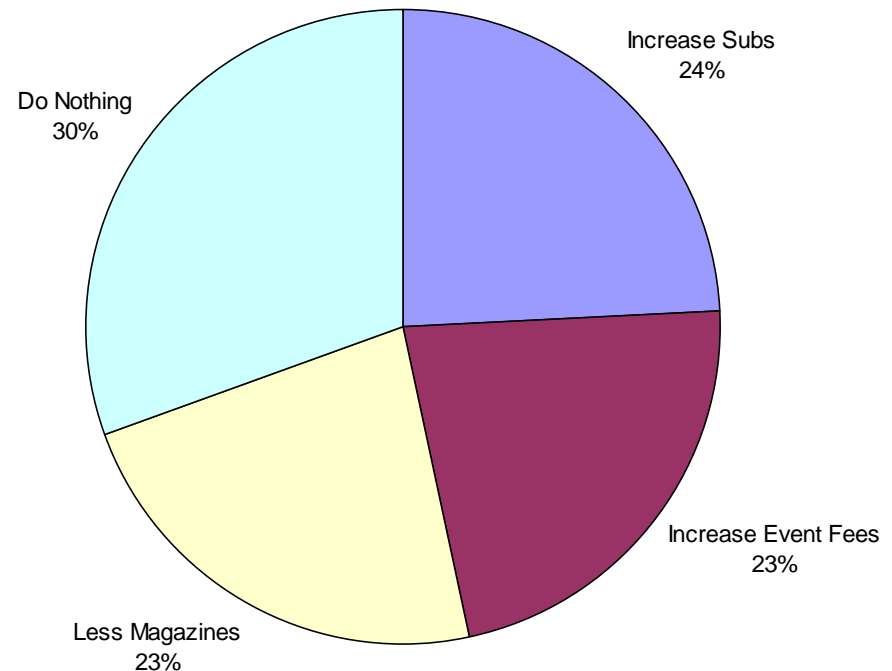
- 34% of respondents have never attended a monthly meeting.
- Main reasons for not attending are:
  - Distance = 58
  - No time = 34
  - Work Commitments = 22
  - Clash = 22
  - No interest = 14.



# Q 8 – 10: Club Finances

Q10: To increase the finances of the club which option would you prefer?

- Three questions related to the Club's finances were asked.
- The first two asked if the respondent took an interest in the finances of the Club and if they read the annual profit/loss report.
  - The first got a positive response of 63%
  - The second a positive response of 71%
- The last question canvassed opinions of 4 ways to reduce club expenditure. The results are illustrated in the pie chart.



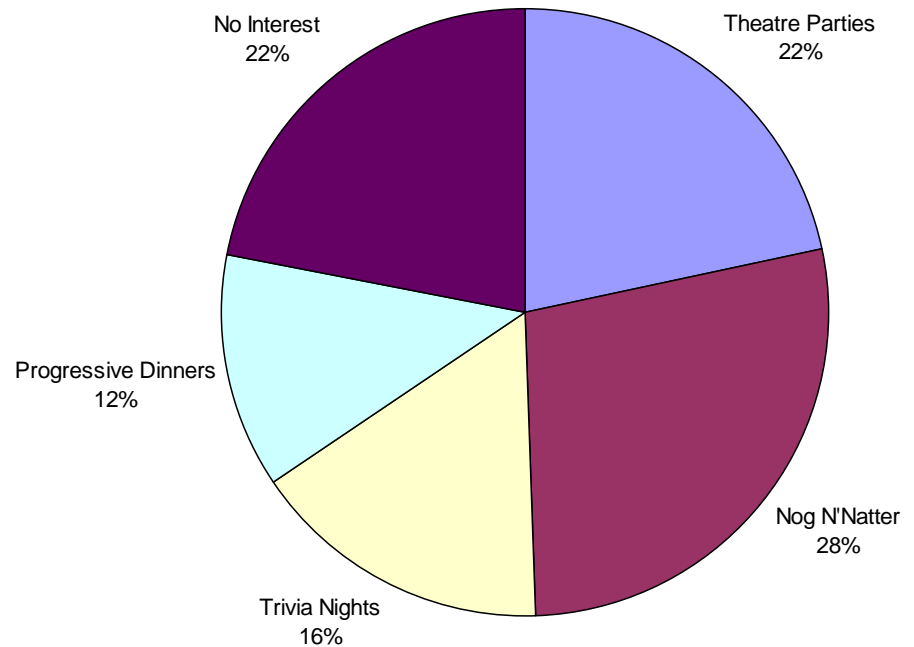
# Suggestions to Improve Finances of the Club

- More professional management
- maximize use of website & emails
- reduce size (no of pages) & colour pages, don't reduce number of mags per year
- charity events helps both ways
- look for opportunities to improve use of funds
- subscription levels will depend upon strategy advised
- reduce cost of magazine by returning to A4 and black & white
- needs proper budgeting and cost control
- there are many more options than just these 4
- as a great number of members are retirees, a small increase is an option
- discontinue coloured covers and centre pages of opposite lock
- club fees are not expensive Jag Club \$88 and Rolls Royce \$103
- invest monies at a safe higher interest
- go back to a black & white magazine
- better selection of regalia & advertise what is available to purchase
- manage functions and activities to ensure they run at a profit
- no expensive committee dinners, try a bbq or build a tunnel & put radar at each end or buy a refinery and sell petrol
- cut out loss mailing activities
- in order to answer question 10 sensibly please tell me what you intend to do with accumulated profits above those already derived if the club increases its fees
- move magazine to online with email notification of new issue
- budget properly
- do we have a 5 or 10 year plan and what is the clubs financial mission statement
- smaller opposite lock
- how about we make a profit and stop eating into capital
- member fee and a non-member fee for all club events
- increase charge on social events to at least break even
- social events should not run at a loss
- why do the finances need improving
- I don't know about non-profit, but I thought the club was in a very good financial position and therefore am curious why the financial position needs to be improved
- a drive to gain a wider group of MG drivers not currently in the club
- perhaps the only reason to raise money is to obtain the clubs own meeting room perhaps in an industrial estate as Melbourne club has done, however, I fear prices have increased too much for this to happen
- the club is quite financially sound. What plans are afoot to secure own home in our own right
- plan an annual budget to balance income versus expenses
- seek out more paid adds for magazine
- increase membership
- the club should accumulate a small amount of funds for future benefit but other than that should aim to distribute to benefit it's current members
- increase charges on racing events as total membership seem to support a small number of participants

# Q11: Social

- Most requested social event was for a Nog N' Natter, followed by Theatre Parties.
- 22% of respondents indicated no interest.
- Additional suggestions on following pages

Q11 Interest in Social Functions



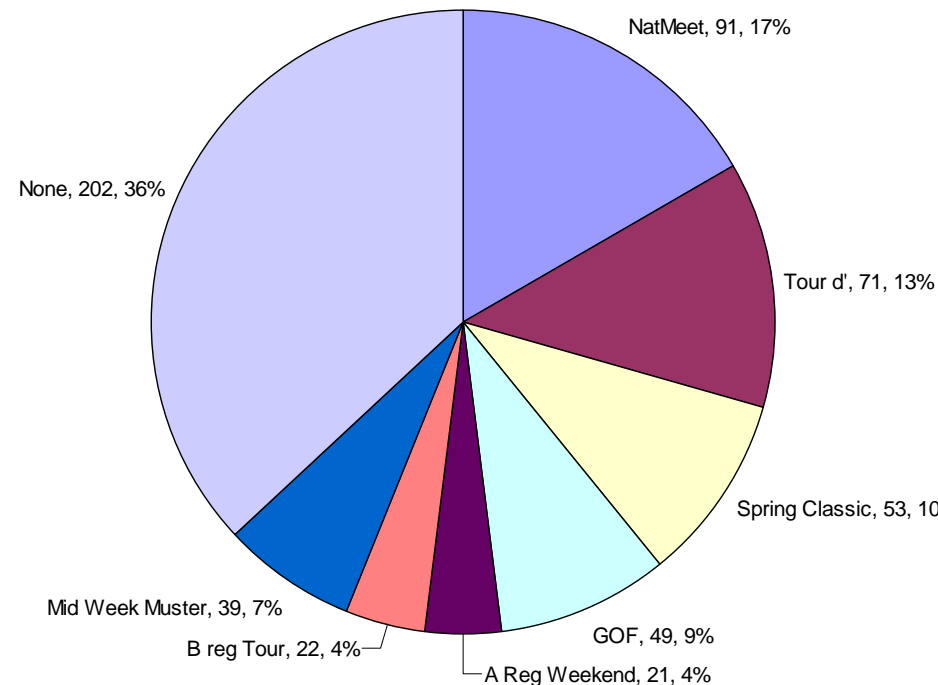
# Social: Other Suggestions

- 1 or 2 outdoor meetings in a park like Lane Cove
- all are appropriate but not time to attend
- all social NO DRESSING UP
- attract sporting numbers back to the club
- bowling nights/cricket match with other car clubs
- car runs
- charity events help both ways
- combine with other british marque clubs
- country member
- country member so hard to be involved in anything
- driver training such as Porsche Club does
- enjoy the organised runs
- feel they are too expensive - theatres etc
- happy with present mix b/fast & lunch runs
- harbour cruise/roy auto club dinner/museums etc
- I live in Tamworth & would love to help if needed
- I think the driving events are social events
- interested but no time to spare
- interested in breakfasts
- interested in drive days to a destination
- keep up the good work it's a great club
- live too far away
- live too far away to attend
- look for opportunities to improve club funds
- love everything but have a distance problem
- lunch in informal restaurants
- make Gerry Graham "Global Dictator"
- maximise use of website & emails
- more bbq's
- more breakfast and mid week runs
- more breakfast runs
- more emphasis on technical tips
- more midweek runs
- more night runs or night bbq's
- more outings like the bfast runs but not so early
- more professional management
- more register runs & lunches
- more restaurant dinner nights & shows
- more runs in the country to meet other members
- need more functions for younger members
- nights set aside for tech discussion on all makes
- no time
- no time for social functions
- not a very good active member
- not at this time
- only live in sydney 3 nights a week
- organise more interesting runs
- play night & film night/country lunches etc
- pre meeting bbq - social day bbq's
- put on more breakfast runs
- social events are great maybe I should try harder
- social events should not run at a loss
- summer late afternoon runs to Nthrn Beaches
- swap parts sale days
- ten pin bowling nights
- time and distance a problem at this time
- too old
- was keen 10yrs ago now lost interest in club
- we aren't really involved with the club
- when I retire I will attend more social functions
- will probably attend when I retire from business
- work commitments at this time
- would like to see regular register meetings

# Q12: Touring

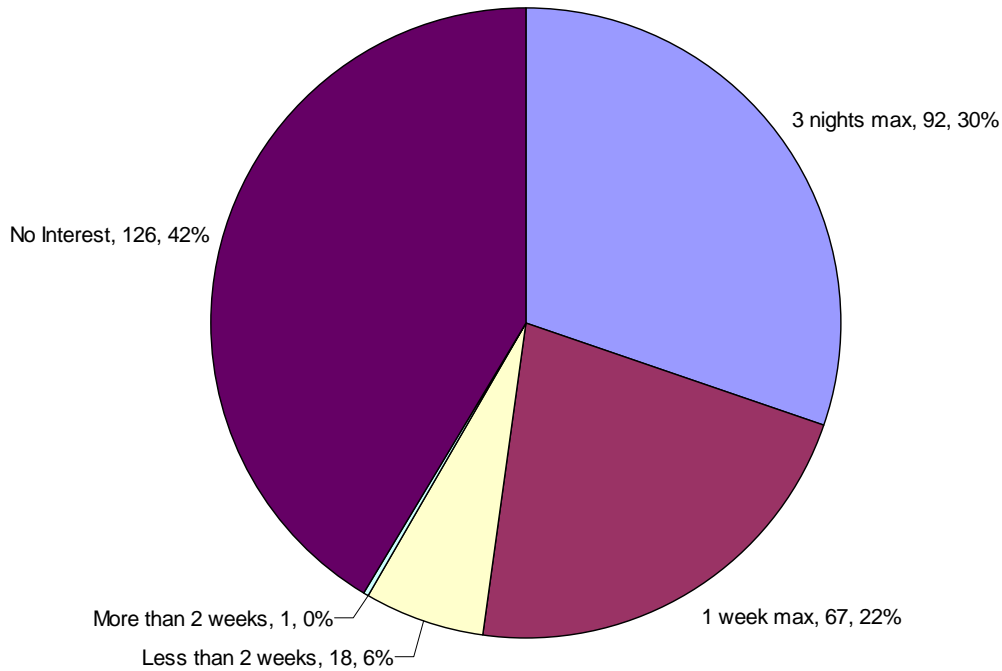
- 36% of respondents have never participated in a multi day tour.
- Nat Meet and Tour d' are the most popular multi day tours – but are also the oldest.

Q12 Multi Day Tour Participants

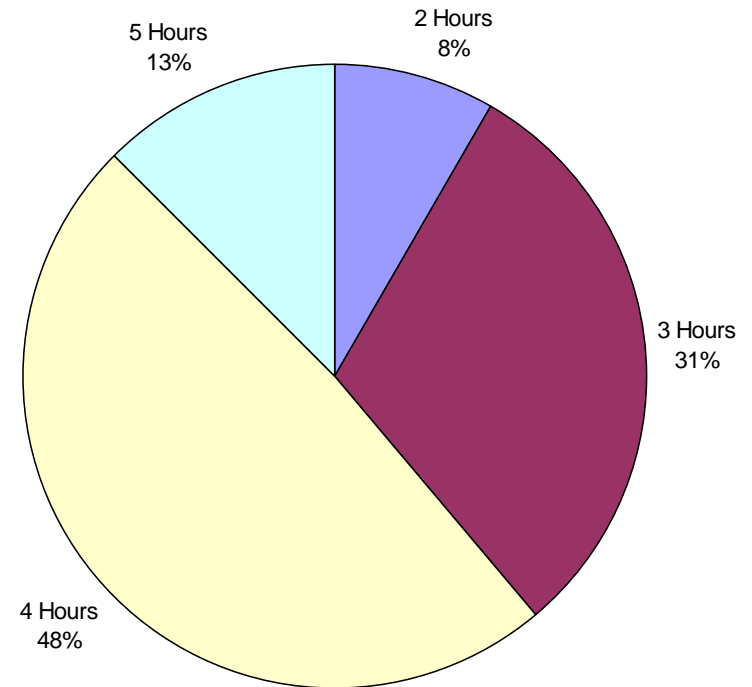


# Q13 & Q14 Touring

Q14 Extended Tour Preference



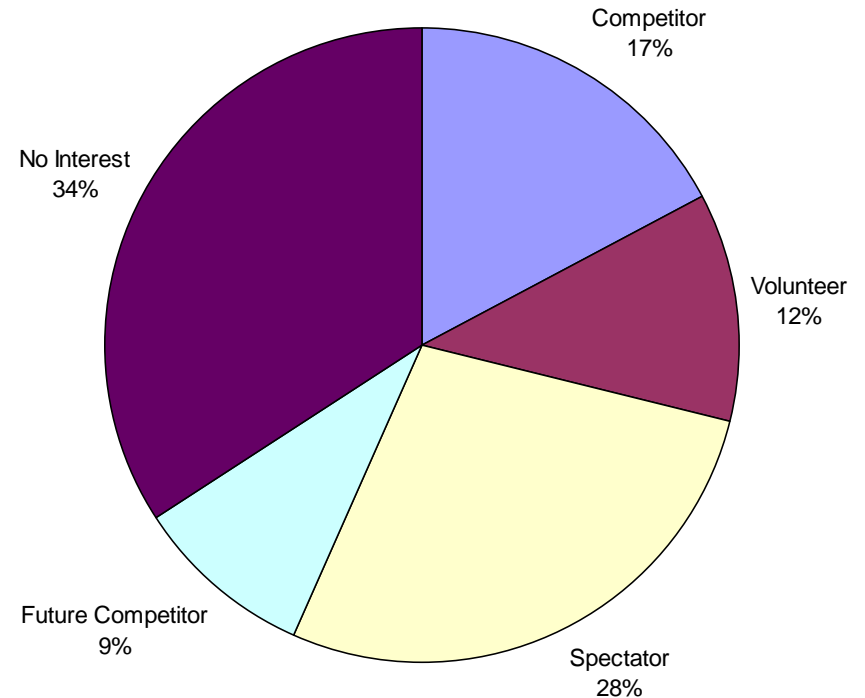
Q13 Touring Hours Preference



# Q15: Sporting Interest

Q15 Sporting Interest

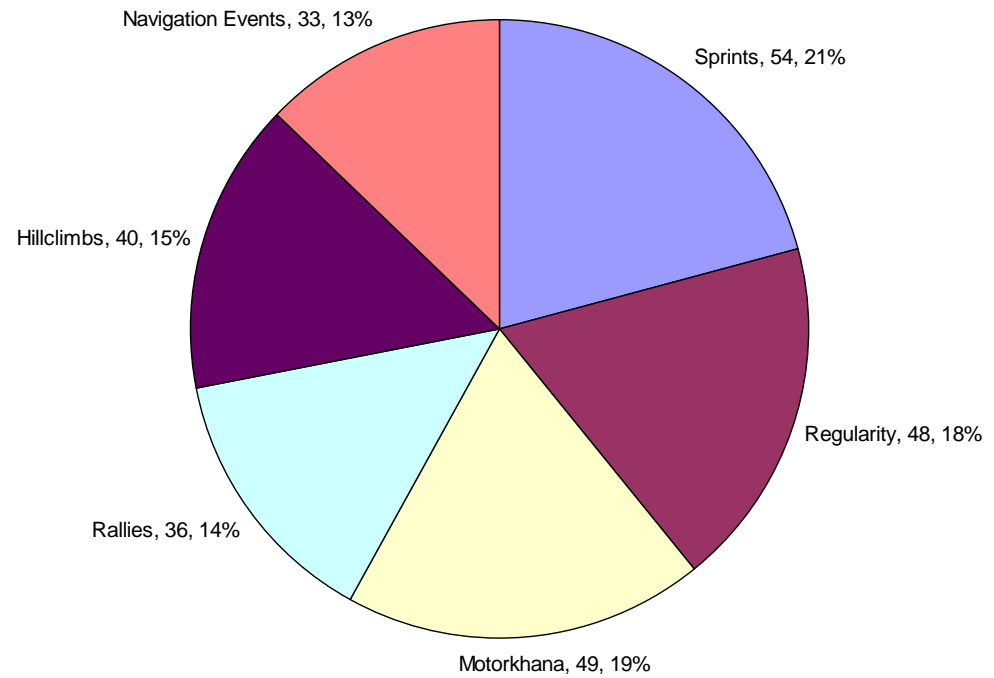
- Approx 1/3 of respondents have no interest in Sporting events.
- 74 respondents (44%) indicated that they would volunteer to assist at competition events.



# Q17: Sporting Events

- There was a reasonably even distribution of 1<sup>st</sup> preferences across all events.
- Least preferred events had a similar distribution.

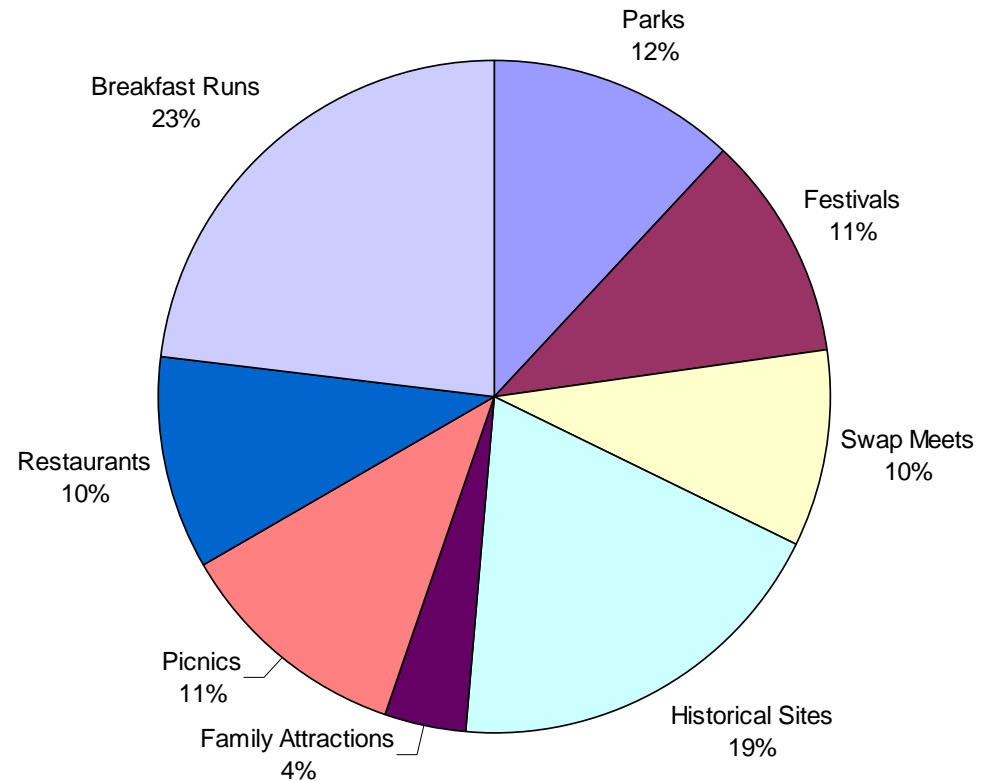
Q17 Most Preferred Sporting Events



# Q19: Register Runs

Q19 Most Preferred Destination for Register Runs

- 74% (222) of respondents have previously attended a Register Run.
- Top 2 preferred destinations are:
  - Breakfast Runs
  - Historical Sites
- Bottom 2 least preferred destinations are:
  - Family Attractions
  - Swap Meets



# Q20: Technical

- The most preferred technical topic is restoration.
- Least preferred is Technical Nights but only 26 ranked this as 5.

Q20: Most Preferred Technical Interests

