



## 2010 MGOC Member Participation Survey



# Background

- From January 22-February 6, 2010 a survey of members was conducted on behalf of the MGOC Board of Directors to understand better how to serve its members.
- 109 members responded to the survey representing 40.8% of members (not considering those members who represented two people). The response rate is highly statistically reliable.
- The following is a summary report of the findings with recommendations for the Board to Consider.



# Respondents by Geographic Area

County	County Count	Percent of total
Contra Costa County	22	20.4%
Alameda County	15	13.9%
<b>East Bay Sub Total</b>	<b>37</b>	<b>34.3%</b>
Santa Clara County	19	17.6%
Santa Cruz County	8	7.4%
Monterey County	1	0.9%
<b>South Bay Sub Total</b>	<b>28</b>	<b>25.9%</b>
Marin County	10	9.3%
Sonoma County	6	5.6%
Solano County	2	1.9%
Mendocino County	1	0.9%
<b>North Bay Sub Total</b>	<b>19</b>	<b>17.6%</b>
San Mateo County	10	9.3%
San Francisco County	5	4.6%
<b>West Bay Sub Total</b>	<b>15</b>	<b>13.9%</b>
Out of State or No. CA Counties	7	6.5%
Stanislaus County	2	1.9%
<b>Out of State or No. CA</b>	<b>9</b>	<b>8.3%</b>
<b>Total Respondents</b>	<b>108</b>	<b>100.0%</b>
<b>Non Response</b>	1	

- Six of every 10 members reside in the East Bay or South Bay



# Age of Members

## MGOC Membership Participation Survey

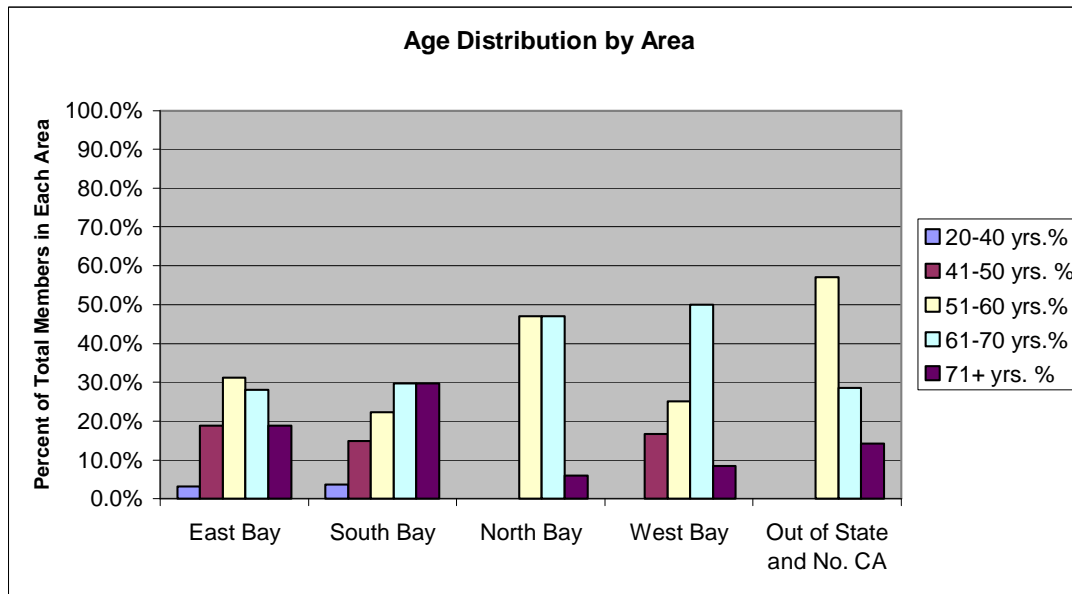
Your age (Optional):		
Answer Options	Response Average	Response Count
Years:	60.69	95
	<i>answered question</i>	<b>95</b>
	<i>skipped question</i>	<b>14</b>

- An obvious goal is to continue to recruit younger members.



# Age of Members by Area of Residence

Years of Age of Member by Area of Residence	20-40 yrs.	20-40 yrs.%	41-50 yrs.	41-50 yrs. %	51-60 yrs.	51-60 yrs.%	61-70 yrs.	61-70 yrs.%	71+ yrs.	71+ yrs. %	Total Respondents	Row % Total
East Bay	1	3.1%	6	18.8%	10	31.3%	9	28.1%	6	18.8%	32	100.0%
South Bay	1	3.7%	4	14.8%	6	22.2%	8	29.6%	8	29.6%	27	100.0%
North Bay	0	0.0%	0	0.0%	8	47.1%	8	47.1%	1	5.9%	17	100.0%
West Bay	0	0.0%	2	16.7%	3	25.0%	6	50.0%	1	8.3%	12	100.0%
Out of State and No. CA	0	0.0%	0	0.0%	4	57.1%	2	28.6%	1	14.3%	7	100.0%
<b>Total</b>	<b>2</b>	<b>2.1%</b>	<b>12</b>	<b>12.6%</b>	<b>31</b>	<b>32.6%</b>	<b>33</b>	<b>34.7%</b>	<b>17</b>	<b>17.9%</b>	<b>95</b>	<b>100.0%</b>



- The East and South Bay should be targeted for younger members.



# Average Number of MGs Owned per Member

## MGOC Membership Participation Survey

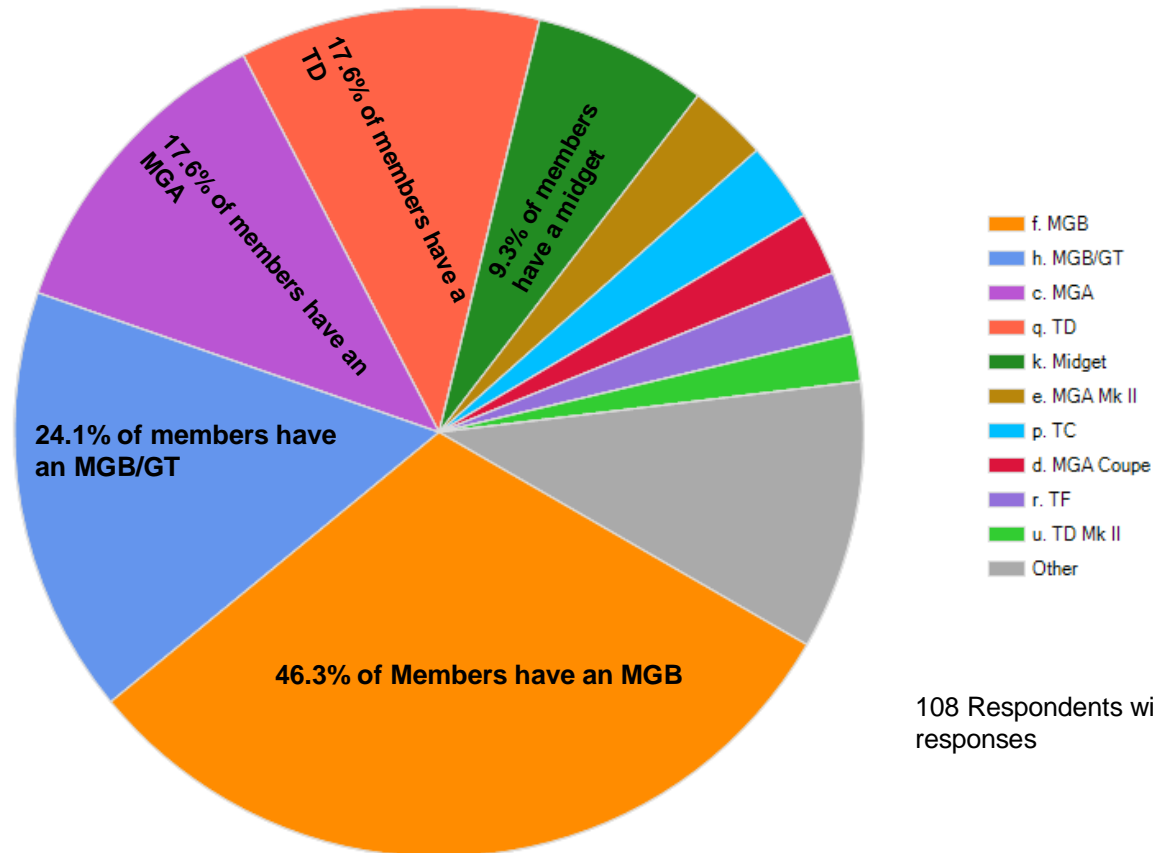
How many MGs do you currently own?			
Answer Options	Response Average	Response Total	Response Count
The number of MGs I own is:	1.81	195	108
		<i>answered question</i>	<b>108</b>
		<i>skipped question</i>	<b>1</b>

- Each member has on average of (1.8) ~ 2 MGs per member.



## Percent of Members reporting having Each Type of MG

What is the Model of your MG(s)? (Check each model that you own.)



•More members have MGBs than any other model.



## Average Length of MGOC Membership

### MGOC Membership Participation Survey

How many years have you been a member of the MGOC?

Answer Options	Response Average	Response Total	Response Count
Years:	8.13	878	108
		<i>answered question</i>	<b>108</b>
		<i>skipped question</i>	<b>1</b>

- On average club members have been in the club for over 8 years Showing a long-standing commitment. Should we recognize this at one of our special events, such as MGs By the Bay?



# Length of MG Ownership

## MGOC Membership Participation Survey

How many years have you owned your MG(s)? (If you have more than one MG, just tell us how many years you have owned the MG you drive most frequently.)

Answer Options	Response Average	Response Total	Response Count
Years:	17.09	1,846	108
	<i>answered question</i>		<b>108</b>
	<i>skipped question</i>		<b>1</b>

- People own their MGs for a long time. Should we have special recognition for length of ownership?



# Participation in Club Activities

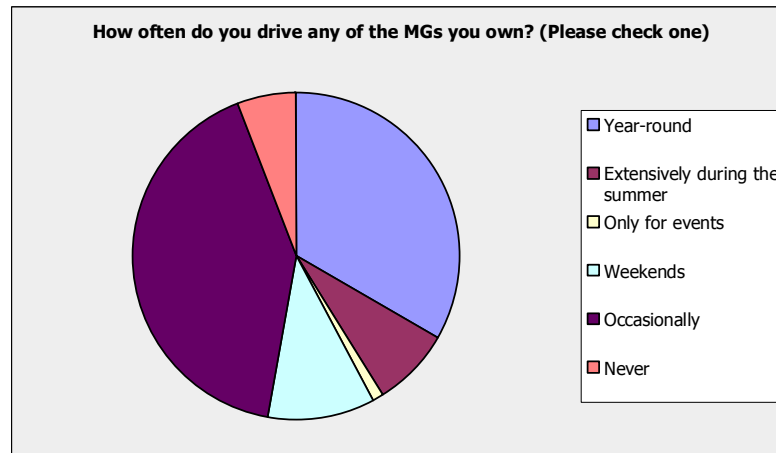
- **How and in what ways do Members Participate in the MGOC?**



# Frequency of Driving

## MGOC Membership Participation Survey

How often do you drive any of the MGs you own? (Please check one)		
Answer Options	Response Percent	Response Count
Year-round	33.3%	34
Extensively during the summer	7.8%	8
Only for events	1.0%	1
Weekends	10.8%	11
Occasionally	41.2%	42
Never	5.9%	6
<b>answered question</b>		<b>102</b>
<b>skipped question</b>		<b>7</b>

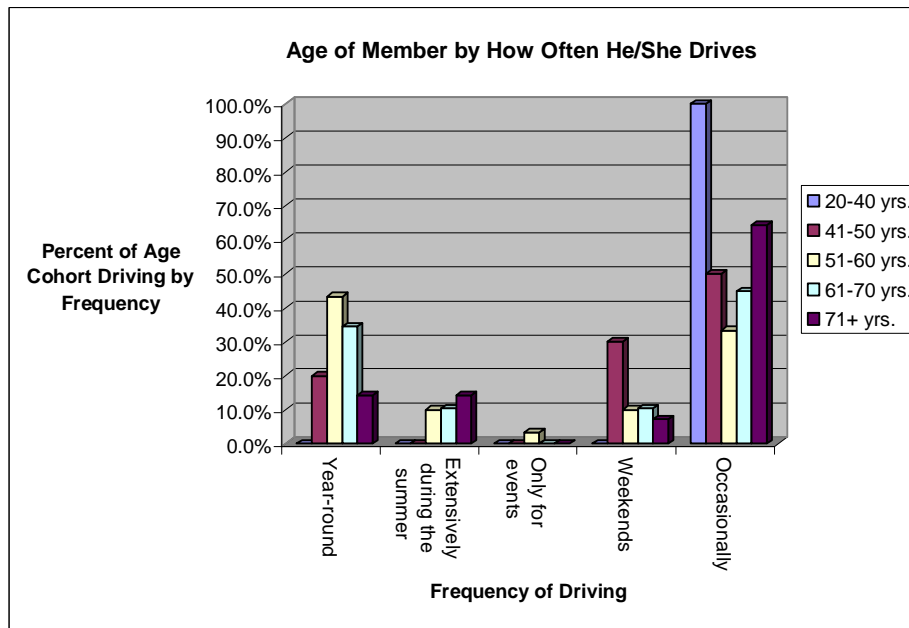


- While a third of our members drive year round, almost half (47.1%) drive only occasionally or never! How do we shift this distribution?



# Frequency of Driving by Age

How Often Do You Drive the MGs You Own?	Age of Member					Ave. Age	Total
	20-40 yrs.	41-50 yrs.	51-60 yrs.	61-70 yrs.	71+ yrs.		
Year-round	0.0%	20.0%	43.3%	34.5%	14.3%	60.4	31.8%
Extensively during the summer	0.0%	0.0%	10.0%	10.3%	14.3%	62.6	9.4%
Only for events	0.0%	0.0%	3.3%	0.0%	0.0%	56.0	1.2%
Weekends	0.0%	30.0%	10.0%	10.3%	<b>7.1%</b>	58.2	11.8%
Occasionally	100.0%	50.0%	33.3%	44.8%	<b>64.3%</b>	60.6	45.9%
Total	2	10	30	29	14	60.4	85
Total %	100.0%	100.0%	100.0%	100.0%	100.0%	60.4	100.0%



- A much higher percentage of our oldest members (71+ yrs.) drive occasionally compared to younger age cohorts. Maybe younger members should team up with older members so that older members can participate more in our events?



## Frequency of Driving by Number of MGs Owned

### MGOC Membership Participation Survey

How many MGs do you currently own?							
	How often do you drive any of the MGs you own? (Please check one)					Response Sum	Response Totals
	Year-round	Extensively during the summer	Only for events	Weekends	Occasionally		
The number of MGs I own is:	34 replies (2.35)	8 replies (1.38)	1 reply (3.00)	10 replies (2.20)	42 replies (1.45)	177	1.86 (95)
<i>answered question</i>	34	8	1	10	42	95	
						<i>skipped question</i>	1

- Those member who drive year round, tend to own more MGs.



# Participation in MGOC Events

## MGOC Membership Participation Survey

How many MGOC events did you attend in 2009? (Please consider club meetings as an event.)

Answer Options	Response Average	Response Total	Response Count
The number of events I attended in 2009 was:	2.24	228	102
	<i>answered question</i>		<b>102</b>
	<i>skipped question</i>		<b>7</b>

In years prior to 2009, let's say 2006-2008, how many MGOC events, on average, did you attend per year? (Please consider club meetings as an event.)

Answer Options	Response Average	Response Total	Response Count
Average annual events attended in previous years:	3.61	357	99
	<i>answered question</i>		<b>99</b>
	<i>skipped question</i>		<b>10</b>

- Last year, on average, members attended about two events, but this average is a decrease of 38% over the average events attended in each of the previous three years. *How do we increase participation?*

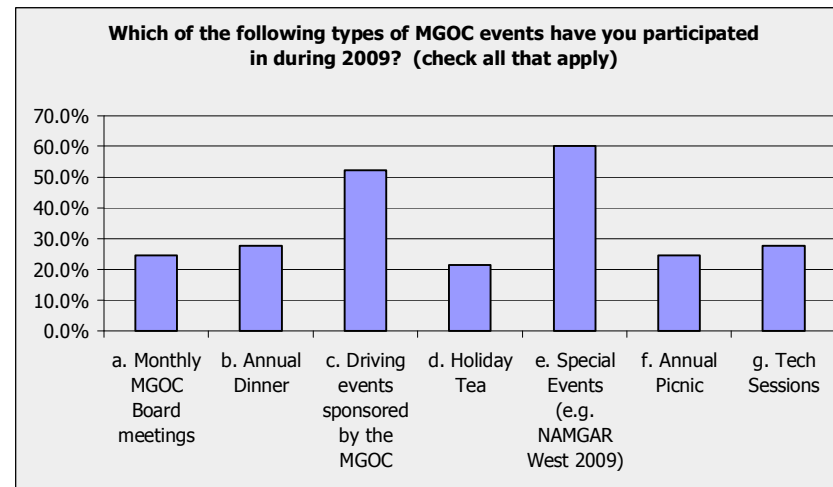


# Type of Event Participation

## MGOC Membership Participation Survey

Which of the following types of MGOC events have you participated in during 2009? (check all that apply)

Answer Options	Response Percent	Response Count
a. Monthly MGOC Board meetings	24.6%	16
b. Annual Dinner	27.7%	18
c. Driving events sponsored by the MGOC	52.3%	34
d. Holiday Tea	21.5%	14
e. Special Events (e.g. NAMGAR West 2009)	60.0%	39
f. Annual Picnic	24.6%	16
g. Tech Sessions	27.7%	18
<b>answered question</b>		<b>65</b>
<b>skipped question</b>		<b>44</b>



- Special Events like MGs by the Bay or NAMGAR West enjoyed the highest participation and are clearly important to our members. What new activities can we do at these events?



# Top Three Special Activities Desired

## MGOC Membership Participation Survey

Would you like to see the MGOC to do more joint events with other car clubs?

Answer Options	Response Percent	Response Count
Yes	64.6%	62
No	3.1%	3
Don't Know	32.3%	31
<i>answered question</i>		<b>96</b>
<i>skipped question</i>		<b>13</b>

Would you like to see the MGOC host road rallyes or funkhanas?

Answer Options	Response Percent	Response Count
Yes	50.0%	48
No	11.5%	11
Don't Know	38.5%	37
<i>answered question</i>		<b>96</b>
<i>skipped question</i>		<b>13</b>

Should the MGOC host a charity event?

Answer Options	Response Percent	Response Count
Yes	32.3%	31
No	14.6%	14
Don't Know	53.1%	51
<i>answered question</i>		<b>96</b>
<i>skipped question</i>		<b>13</b>

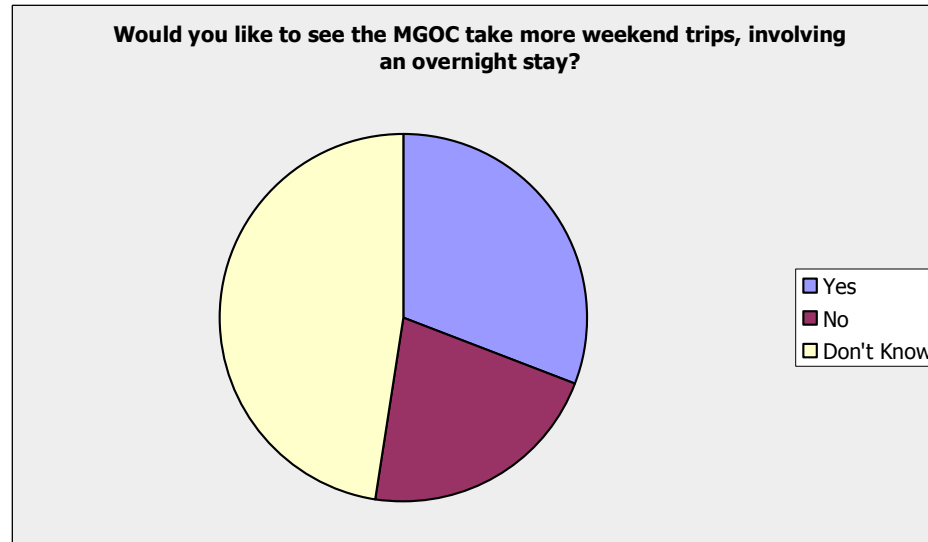
- Six of every ten members would like to see us do joint events with other clubs and half would like us to sponsor road rallyes or funkhanas, but a majority of members are undecided about sponsoring a charity event. Could these activities be combined with special events?



## Would you like to see the MGOC host more weekend trips involving an overnight stay?

### MGOC Membership Participation Survey

Would you like to see the MGOC take more weekend trips, involving an overnight stay?		
Answer Options	Response Percent	Response Count
Yes	30.9%	30
No	21.6%	21
Don't Know	47.4%	46
<i>answered question</i>		<b>97</b>
<i>skipped question</i>		<b>12</b>



- While almost a third of all respondents would like to see the MGOC sponsor weekend trips, almost half are undecided.

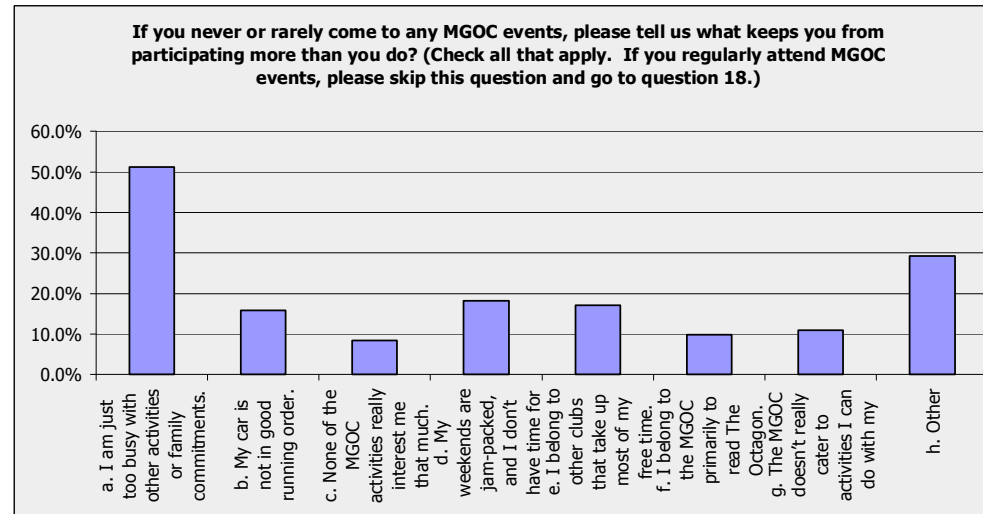


# Why Members Don't Participate in

## MGOC Membership Participation Survey

If you never or rarely come to any MGOC events, please tell us what keeps you from participating more than you do? (Check all that apply. If you regularly attend MGOC events, please skip this question and go to question 18.)

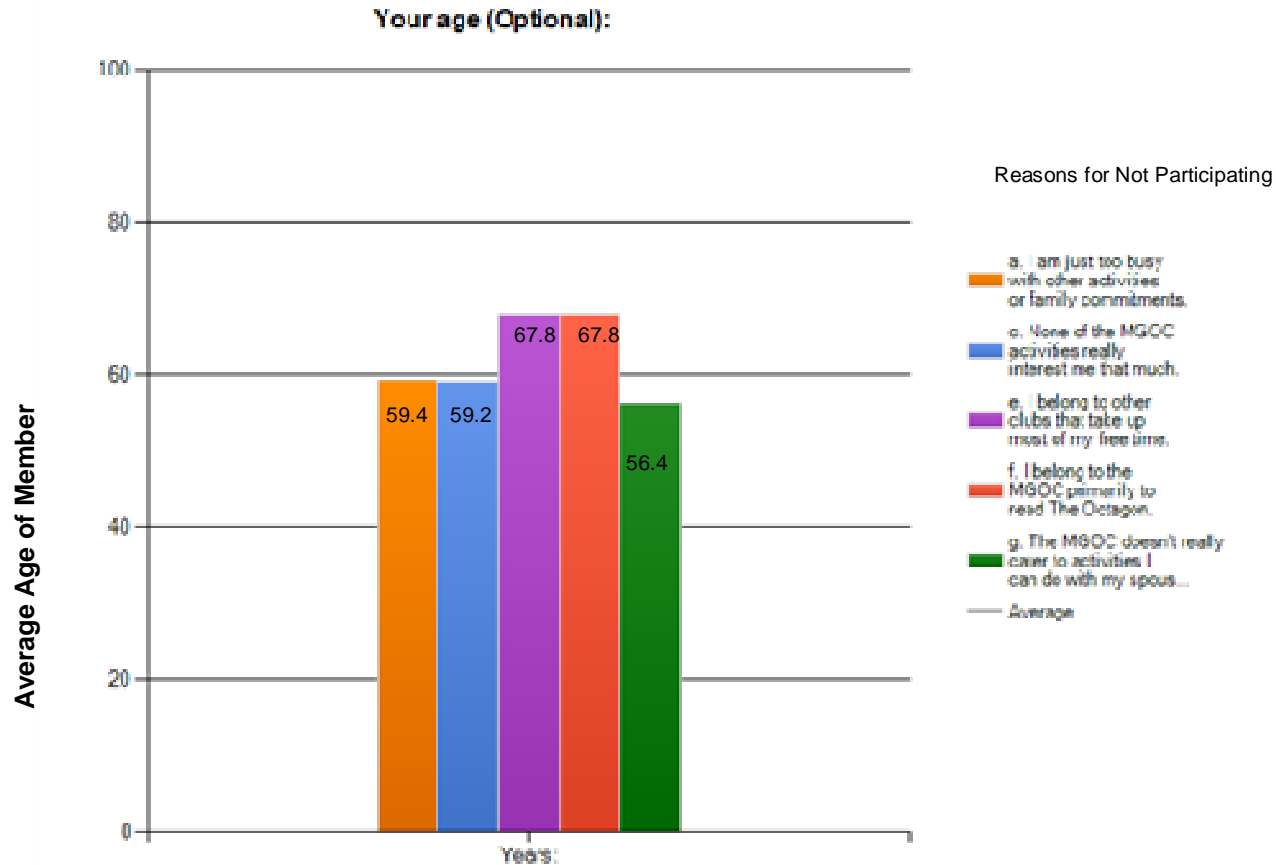
Answer Options	Response Percent	Response Count
a. I am just too busy with other activities or family commitments.	51.2%	42
b. My car is not in good running order.	15.9%	13
c. None of the MGOC activities really interest me that much.	8.5%	7
d. My weekends are jam-packed, and I don't have time for MGOC events.	18.3%	15
e. I belong to other clubs that take up most of my free time.	17.1%	14
f. I belong to the MGOC primarily to read The Octagon.	9.8%	8
g. The MGOC doesn't really cater to activities I can do with my spouse (or significant other) or that he/she is interested in.	11.0%	9
h. Other	29.3%	24
Other (Please describe.)		39
<b>answered question</b>		<b>82</b>
<b>skipped question</b>		<b>27</b>



- Over half (51.2%) of members who never or rarely attend events state that they are too busy with other activities or family commitments. Perhaps we need to have more events that will appeal to families?



## Reasons for Non Participation by Member's Age



- Two-thirds of older members who don't participate say it is because they belong to other clubs or are only members of the MGOC to receive the *Octagon*. This latter result is a measure of the importance of the Octagon.

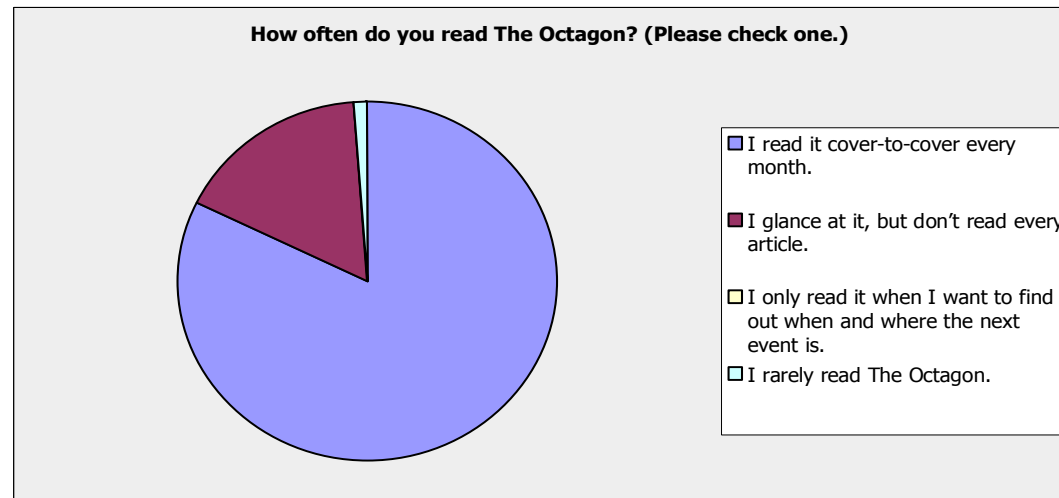


# How Often is the *Octagon* Read

## MGOC Membership Participation Survey

How often do you read The Octagon? (Please check one.)

Answer Options	Response Percent	Response Count
I read it cover-to-cover every month.	82.2%	83
I glance at it, but don't read every article.	16.8%	17
I only read it when I want to find out when and where the next event is.	0.0%	0
I rarely read The Octagon.	1.0%	1
<b>answered question</b>		<b>101</b>
<b>skipped question</b>		<b>8</b>



- The *Octagon* is read cover-to-cover by 8 out of every 10 members indicating its importance to our members and its value as a communications tool.



## **Satisfaction With the MGOC**

- **Overall how satisfied are members with their Club and what affects their satisfaction**

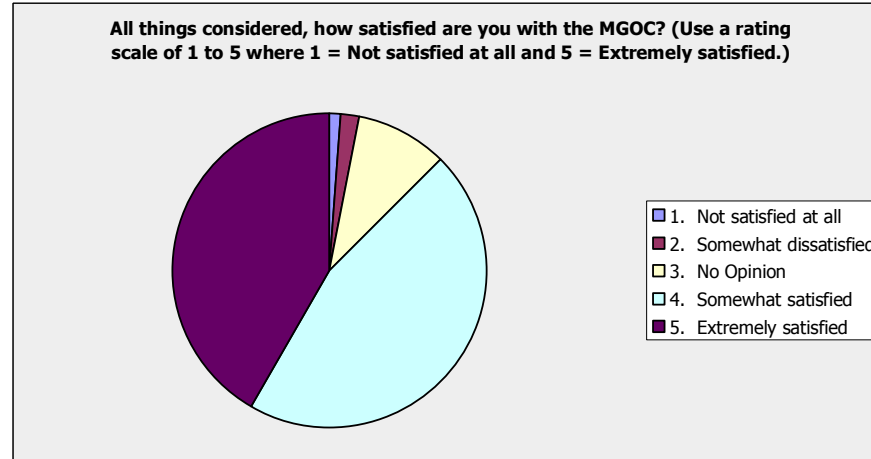


# Overall Satisfaction With the MGOC

## MGOC Membership Participation Survey

All things considered, how satisfied are you with the MGOC? (Use a rating scale of 1 to 5 where 1 = Not satisfied at all and 5 = Extremely satisfied.)

Answer Options	Response Percent	Response Count
1. Not satisfied at all	1.0%	1
2. Somewhat dissatisfied	2.1%	2
3. No Opinion	9.4%	9
4. Somewhat satisfied	45.8%	44
5. Extremely satisfied	41.7%	40
Average Rating	<b>4.25</b>	
	<i>answered question</i>	<b>96</b>
	<i>skipped question</i>	<b>13</b>



- In general MGOC members are very satisfied with the Club. About 88% are either “somewhat” (45.8%) or “extremely” (41.7%) satisfied with the Club. The average satisfaction rating is 4.25, while high, shows there is still room for improvement.



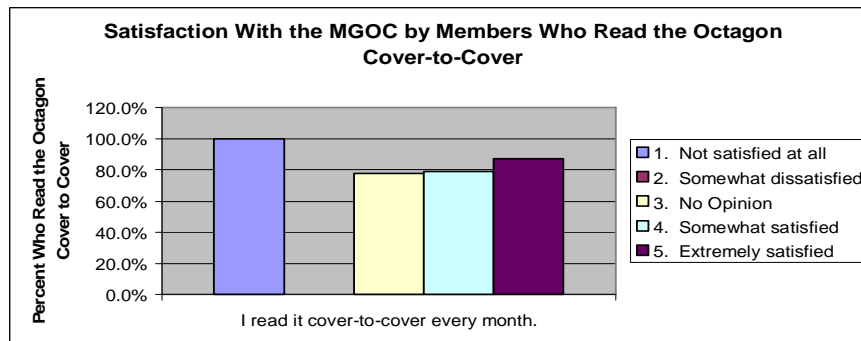
# Satisfaction of Members Who Read the Octagon

## MGOC Membership Participation Survey

How often do you read The Octagon? (Please check one.)

All things considered, how satisfied are you with the MGOC? (Use a rating scale of 1 to 5 where 1 = Not satisfied at all and 5 = Extremely satisfied.)

Answer Options	1. Not satisfied at all	2. Somewhat dissatisfied	3. No Opinion	4. Somewhat satisfied	5. Extremely satisfied	Response Count
I read it cover-to-cover every month.	1	0	7	34	35	77
Col. %	100.0%	0.0%	77.8%	79.1%	87.5%	81.1%
I glance at it, but don't read every article.	0	2	2	9	4	17
Col. %	0.0%	100.0%	22.2%	20.9%	10.0%	17.9%
I only read it when I want to find out when and where the next event is.	0	0	0	0	0	0
Col. %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I rarely read The Octagon.	0	0	0	0	1	1
Col. %	0.0%	0.0%	0.0%	0.0%	2.5%	1.1%
Total	1	2	9	43	40	40
Col. %	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<i>answered question</i>						<b>95</b>
<i>skipped question</i>						<b>1</b>
Answer Options	1. Not satisfied at all	2. Somewhat dissatisfied	3. No Opinion	4. Somewhat satisfied	5. Extremely satisfied	Response Count
I read it cover-to-cover every month.	100.0%	0.0%	77.8%	79.1%	87.5%	



- Those who read the *Octagon* cover-to-cover are quite satisfied with the Club once again indicating the importance of the *Octagon*.



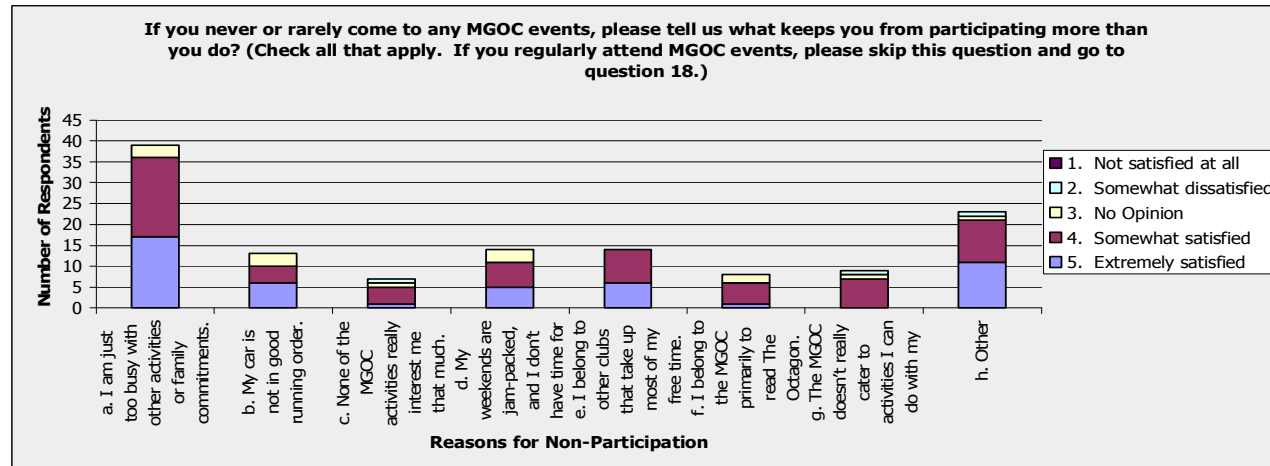
# Satisfaction Among Members Who Rarely Come to Events

## MGOC Membership Participation Survey

All things considered, how satisfied are you with the MGOC? (Use a rating scale of 1 to 5 where 1 = Not satisfied at all and 5 = Extremely satisfied.)							
Answer Options	1. Not satisfied at all	2. Somewhat dissatisfied	3. No Opinion	4. Somewhat satisfied	5. Extremely satisfied	Response Count	%Somewhat or Extremely Satisfied
<b>If you never or rarely come to any MGOC events, please tell us what keeps you from participating more than you do? (Check all that apply. If you regularly attend MGOC events, please skip this question and go to question 18.)</b>							
a. I am just too busy with other activities or family commitments.	0	0	3	19	17	39	92.3%
b. My car is not in good running order.	0	0	3	4	6	13	76.9%
c. None of the MGOC activities really interest me that much.	0	1	1	4	1	7	71.4%
d. My weekends are jam-packed, and I don't have time for MGOC events.	0	0	3	6	5	14	78.6%
e. I belong to other clubs that take up most of my free time.	0	0	0	8	6	14	100.0%
f. I belong to the MGOC primarily to read The Octagon.	0	0	2	5	1	8	75.0%
g. The MGOC doesn't really cater to activities I can do with my spouse (or significant other) or that he/she is interested in.	0	1	1	7	0	9	77.8%
h. Other	0	1	1	10	11	23	91.3%
Other (Please describe.)						36	

answered question  
skipped question

77  
19



•Even among members who rarely attend events, satisfaction is high