

Austin Healey Club Southern Counties Club

SURVEY RESULTS 2021

Thank You

At the beginning of May 2021 the Southern counties Centre conducted an on line survey to understand the views and needs of the current membership.

The survey closed on the 23rd May and we are delighted at the enthusiastic response from those that participated. A big thank you.

Responses



Southern Counties Membership Numbers:

- 236 invitations sent out to all members with email addresses.
- 7 emails bounced back.
- 177 emails had been opened.
- 102 (57.6%) completed surveys received.

Responses



The response level of 57.6% by normal standards demonstrates a good result and is representative poll of members across all the Southern Counties areas, Sussex, Kent and Surrey..

What it has shown is that a number of members 49 (19.1%) can not be reliably reached by email and you will note from the survey results, email as being the preferred method of communication.

Can we ask everyone to check that their email addresses in the Clubs database is up to date, accurate and that you have opted in to email communications from the club.

You can update your email address and options by going to the national Austin healey Club website www.austinhealeyclub.com and login to the members area. There you can check your email address for accuracy and contact the webmaster to give your consent to receive emails if you opted out during the joining process.

Results



- ▶ The survey was considered to enable the committee to understand what it needed to enable a higher level of engagement of members along with an understanding of the best method to communicate .
- ▶ The survey consisted of 20 questions designed to cover the disparate nature of the membership whether that consisted of recreational driving, restoration, technical aspects along with organising Nogg n Natter venues or merely have an interest in the Austin Healey brand.
- ▶ The results are collated and charts constructed using the Survey Monkey's web based software and the best way to present that is to provide you with the direct link to the survey results on the Survey monkeys website. See the link details at the end of this short presentation.

Results

- ▶ Most of the charts are self explanatory but some graphs will make more sense with a short explanation and further analysis here. It maybe helpful to you if you read these notes in conjunction with reviewing the survey .

Results



- ▶ Q 1. Self explanatory.
- ▶ Q 2. On this question, the responses are collated and a score given . The score is given in the chart and viewing the date below the chart shows you how many people ranked each item 1st,2nd etc. E.g. Recreational Driving, 62 ranked this as 1st, whereby competition 44 ranked this as 8th.
- ▶ Q3. This demonstrates that currently 90% of members who do recreational driving use them on short journeys, however 68% use them on longer journeys whilst 46% are involved in European trips. 23% of members use them for some type of competition content.
- ▶ Q4 Self explanatory however lots of free text.

Results



- ▶ Q 5. This shows we have an even spread between those who maintain their own cars and those who rely on a third party. 37 are either restoring or are in the process of improving their cars.
- ▶ Q 6. Self explanatory.
- ▶ Q 7. self explanatory.
- ▶ Q8 This response is very interesting demonstrating how important having the Revcounter magazine popping through the letter box, however the web site plays an important role too.
- ▶ Q9 Self explanatory and clearly work needs to be done to improve attendance figures.

Results



- ▶ Q 10. This shows how we can respond to Q9 but clearly shows the high level of desire members wish to know of other members within their local vicinity.
- ▶ Q 11. Highlights the need to have a high level of email address integrity.
- ▶ Q 12 A lot of respondents skipped this question nevertheless its still a vital channel of information for some members.
- ▶ Q 13 The pattern here is that whatever the type of member you are your keen to communicate with other members and share relevant knowledge.
- ▶ Q14 Self explanatory. Guess it depends on where the venue is and the time of the year.

Results

- ▶ Q15 Clearly distance is the primary consideration.
- ▶ Q16 Self explanatory.
- ▶ Q17 Self explanatory.
- ▶ Q18 We crossed this question with the data from Q17 and the difference between each area was within 0.1%.
- ▶ Q19 Distance again.
- ▶ Q20 Lots of suggestions to consider.

Future



A sub committee is currently going through the results to form an action requirements list for the committee to consider as the basis of forming an implementation plan.

Once this has been finalised we will publish the plan on the web site and inform you of its presence via email. We will also publish in the Revcounter.

Once again, a big thank you to all the members who took the time to participate and apologies if you were one of the members who we didn't manage to reach via email.

The feed back has provided us with purposeful information and we are now undertaking analysis to enable the committee to formalise a plan with the confidence of providing a broader engagement of the membership.

We would stress that we do rely on support from members to make this a success and judging by the response to the survey, we know you are up for it!

Link



Click on the link below to go to the survey results

<https://www.surveymonkey.com/results/SM-GMQP9CRV9/>

Any questions about the survey should be addressed to John Williams at
ahcscsitesgmail.com