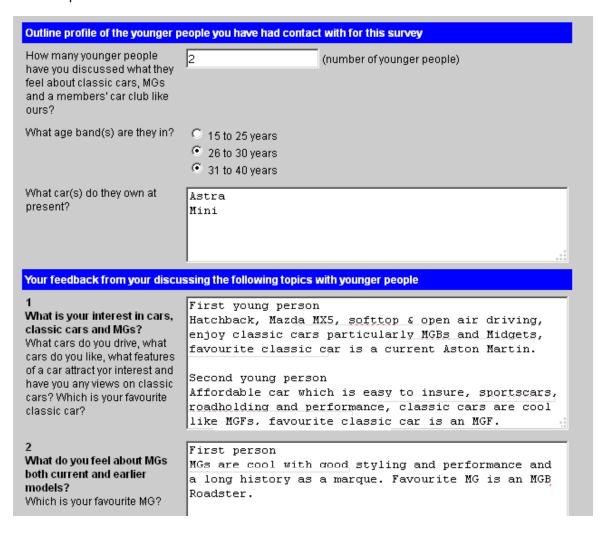
Example of a completed survey form

When you are able to discuss the five topics on this survey form with a younger person, the aim is to get their views and what they feel about cars, classic cars and motor clubs so we have a better idea of how the Club can provide what would attract them as members.



Younger Members Survey

Second person

Current MGs are a bit staid and suit older drivers but earlier MGs are attractive, particularly the period styling. Favourite MG is an MGBGTV8.

How do you decide what cars vou like?

In terms of styling, colours, driving experience, insurance abailability and costs, how popular the car is with your friends and what cars are "cool?

First person

Open top styling, fun to drive, bold colours like Tartan Red, affordable insurance costs and a car which is different to my friends' cars. Mazda MX5s and MGBs are cool.

Second person

Good styling and colours, enjoyable drive, low cost insurance, and a car my friends like. Golf GTis and BMWs are cool.

Where do you get information on cars?

From the internet, social media (which ones), commercial magazines or newspapers, car clubs or other sources - for example from someone they know who is a car enthusiast?

First person

Internet for most information and social media like Facebook. Don't read newspapers but occasionally see a motor magazine. Often talk about cars when I meet up with friends.

Second person

Internet and magazines for information, Facebook group discusses cars, see my Dad's copies of motor magazines and talk with him about cars.

What would you want from joining a a car club?

For example access to an online social group, social events, motorsport events, technical information, insurance and other discounts?

First person

Events where other younger people go, access to social media like the Club's Facebook page and a forum, insurance discounts and news of MGs. Second person

Would want information and events I cannot get online, events for younger people, online forum and a Facebook group, insurance discounts & MG adverts.

Which social media do the younger people you have met Instagram O use?

Facebook 🧐

Twitter 🤍

YouTube 🔍

Forum or bulletin board . •

Younger Members Survey

Profile of the younger people you have met to discuss these topics?	
Age	C 15 to 25 € 26 to 30 € 31 to 40
Gender	○ Male ○ Female ○ Other
Email address of each younger person	First person Maz Driver mazdamx5@fosterwyatt.com
	Second person Monty Gammons monty@fosterwyatt.com
Any other comments or vews from the younger people you have met to discuss these topics?	They see classic car clubs have many old people and very few younger people at events. The events are dull, need a place where younger people can meet up with other younger people and make friends.
Any comments or views you have on the Club's aim of attracting younger members, how that might be done and any suggestions or ideas?	Both contacts feel it is a good idea and long overdue. They felt it would help to have a few younger people involved in running events and parts of the Club too so the older members have a better idea of what younger people want from motor events and a club.
Survey participant's information	
Full name	Hamish Oliver
Are you an MG Car Club member?	© Yes ◯ No
MG Car Club membership number	88888
Telephone	01888 888NNN
Email	hamisholiver@fosterwyatt.com
Just click SEND to your survey form to the V8 Webmaster SEND	
	Thank you completing this survey form V8 Register - MG Car Club