

Younger Members Survey

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.

Outline profile of the younger people you have had contact with for this survey	
How many younger people have you discussed what they feel about classic cars, MGs and a members' car club like ours?	<input type="text" value="2"/> (number of younger people)
What age band(s) are they in?	<input type="radio"/> 15 to 25 years <input checked="" type="radio"/> 26 to 30 years <input type="radio"/> 31 to 40 years
What car(s) do they own at present?	<input type="text" value="Astra"/> <input type="text" value="Mini"/>
Your feedback from your discussing the following topics with younger people	
1 What is your interest in cars, classic cars and MGs? What cars do you drive, what cars do you like, what features of a car attract your interest and have you any views on classic cars? Which is your favourite classic car?	<div>First young person Hatchback, Mazda MX5, <u>softtop</u> & open air driving, enjoy classic cars particularly <u>MGBs</u> and <u>Midgets</u>, favourite classic car is a current <u>Aston Martin</u>.</div> <div>Second young person Affordable car which is easy to insure, <u>sportscars</u>, <u>roadholding</u> and performance, classic cars are cool like <u>MGs</u>, favourite classic car is an <u>MGF</u>.</div>
2 What do you feel about MGs both current and earlier models? Which is your favourite MG?	<div>First person <u>MGs</u> are cool with <u>good</u> styling and performance and a long history as a <u>marque</u>. Favourite MG is an <u>MGB</u> <u>Roadster</u>.</div>

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	<p>Second person</p> <p>Current MGs are a bit staid and suit older drivers but earlier MGs are attractive, particularly the period styling. Favourite MG is an MGBGTV8.</p>
<p>3</p> <p>How do you decide what cars you like?</p> <p>In terms of styling, colours, driving experience, insurance availability and costs, how popular the car is with your friends and what cars are "cool?"</p>	<p>First person</p> <p>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.</p> <p>Second person</p> <p>Good styling and colours, enjoyable drive, low cost insurance, and a car my friends like. Golf GTis and BMWs are cool.</p>
<p>4</p> <p>Where do you get information on cars?</p> <p>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?</p>	<p>First person</p> <p>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.</p> <p>Second person</p> <p>Internet and magazines for information, Facebook group discusses cars, see my Dad's copies of motor magazines and talk with him about cars.</p>
<p>5</p> <p>What would you want from joining a car club?</p> <p>For example access to an online social group, social events, motorsport events, technical information, insurance and other discounts?</p>	<p>First person</p> <p>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.</p> <p>Second person</p> <p>Would want information and events I cannot get online, events for younger people, online forum and a Facebook group, insurance discounts & MG adverts.</p>
<p>Which social media do the younger people you have met use?</p>	<p>Instagram <input type="radio"/></p> <p>Facebook <input checked="" type="radio"/></p> <p>Twitter <input type="radio"/></p> <p>YouTube <input type="radio"/></p> <p>Forum or bulletin board <input checked="" type="radio"/></p>

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**Profile of the younger people
you have met to discuss
these topics?**

Age ☐ 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 views
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