



Maserati Club UK

Results Questionnaire

More than 62% of Members viewed Survey invitation email

Approximately 25% provided full responses to the survey questionnaire

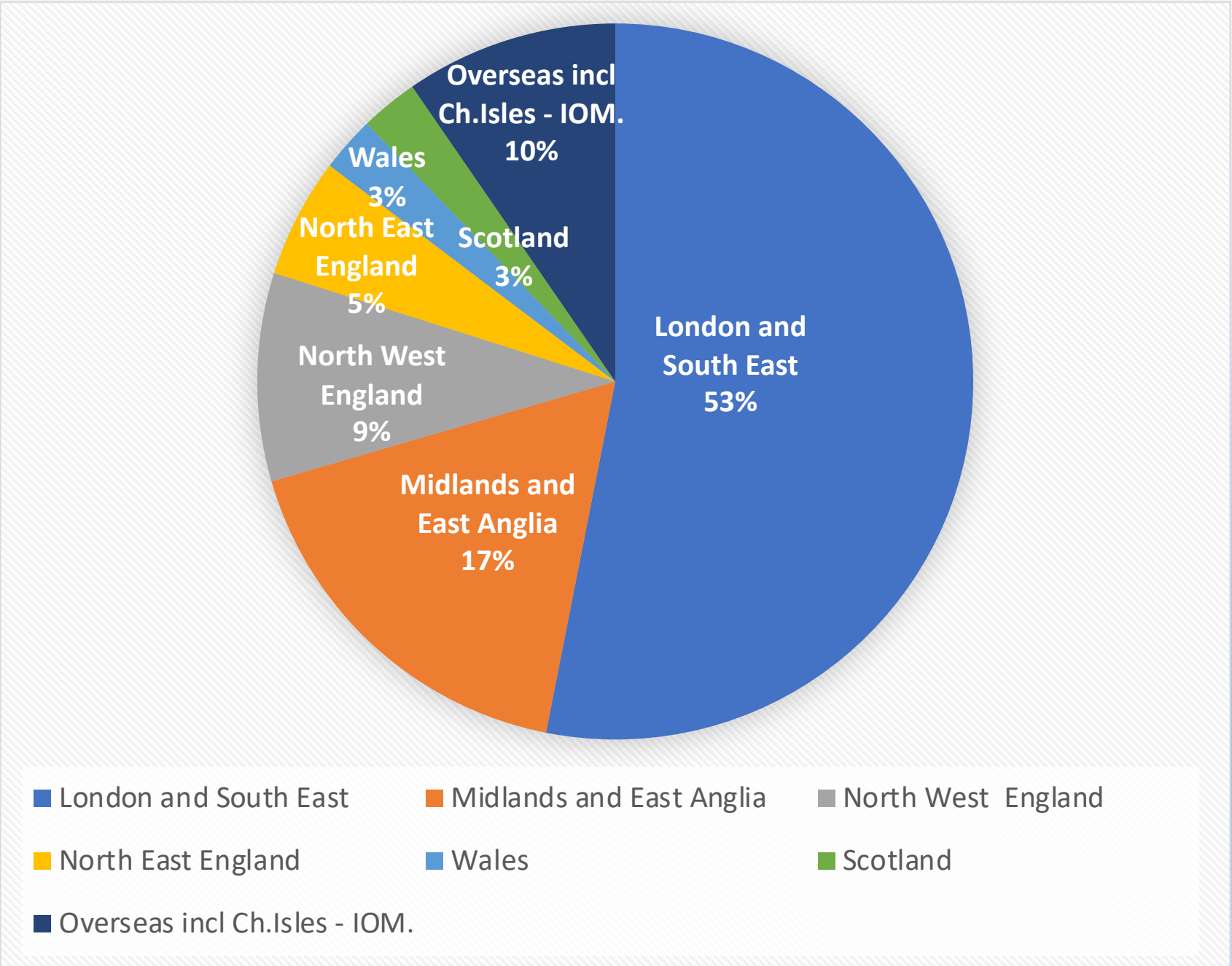


Geographic Distribution of Members

Percentage

London and South East	53.1
Midlands and East Anglia	17.4
North West England	9.4
North East England	5.4
Wales	2.5
Scotland	2.6
Overseas incl Ch. Isles - IOM	9.6

Geographic distribution of Members.
 Analysis uses data taken from
 Membership Database September
 2020

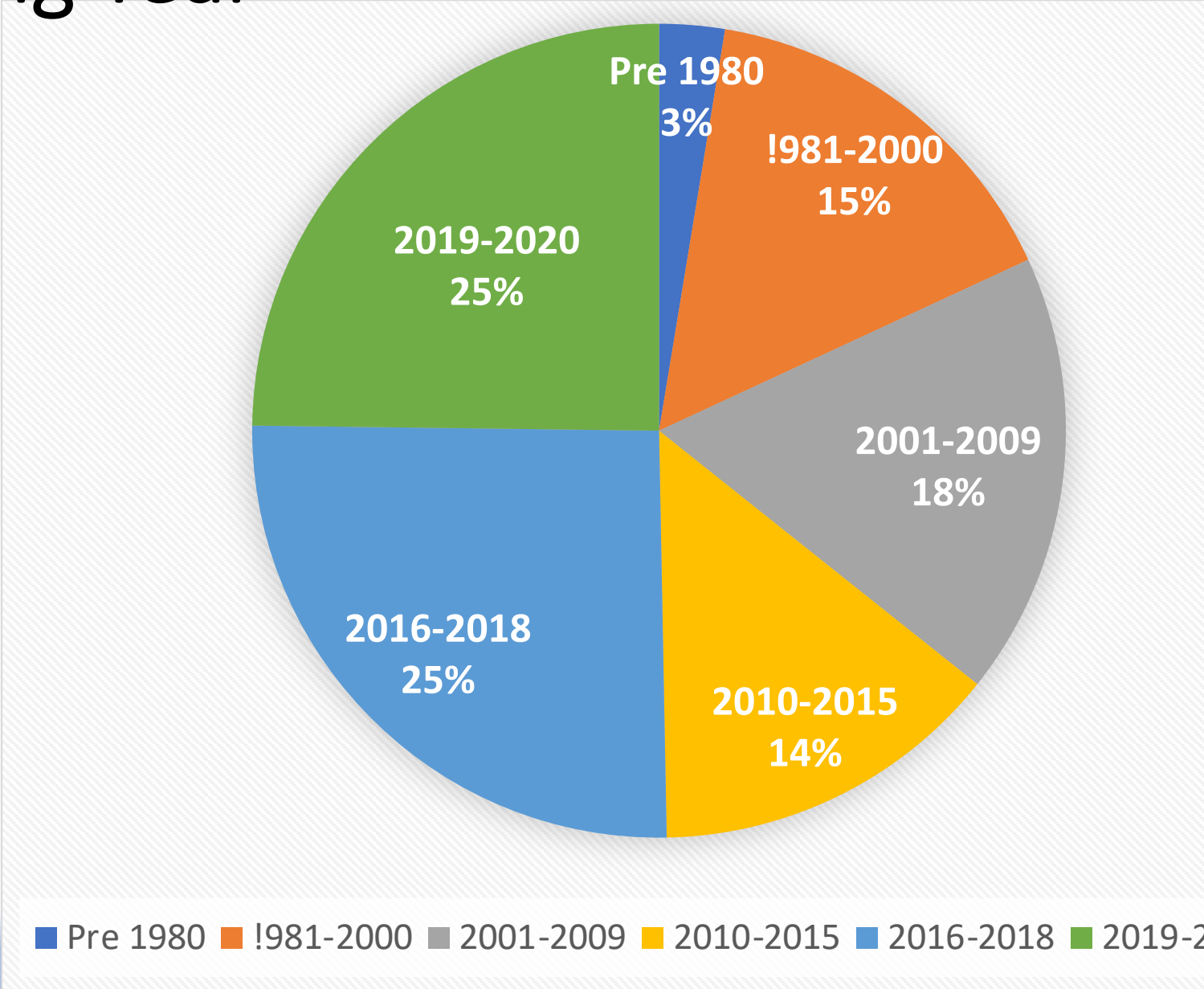


- London and South East
- Midlands and East Anglia
- North West England
- North East England
- Wales
- Scotland
- Overseas incl Ch. Isles - IOM.

Membership by Joining Year

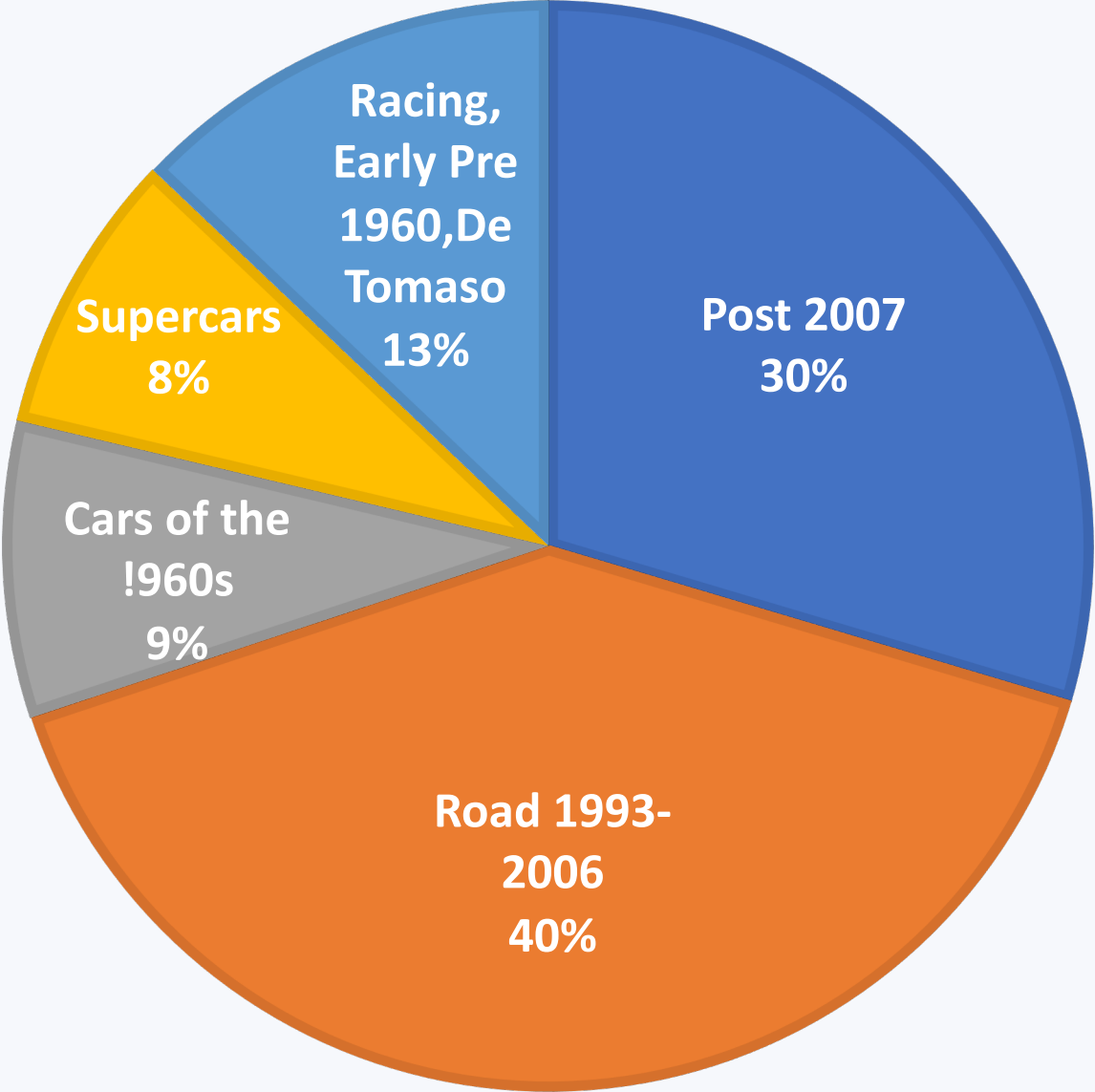
Members Percentages by Joining Year

Pre 1980	2.6%
1981-2000	15.5%
2001-2009	17.6%
2010-2015	14%
2016-2018	25.5%
2019-2020	24.8%



Membership Car Ages

Post 2007	30%
Road 1993-2006	40%
Cars of the 1960s	9%
Supercars	8%
Racing, Early Pre 1960,De Tomaso	13%

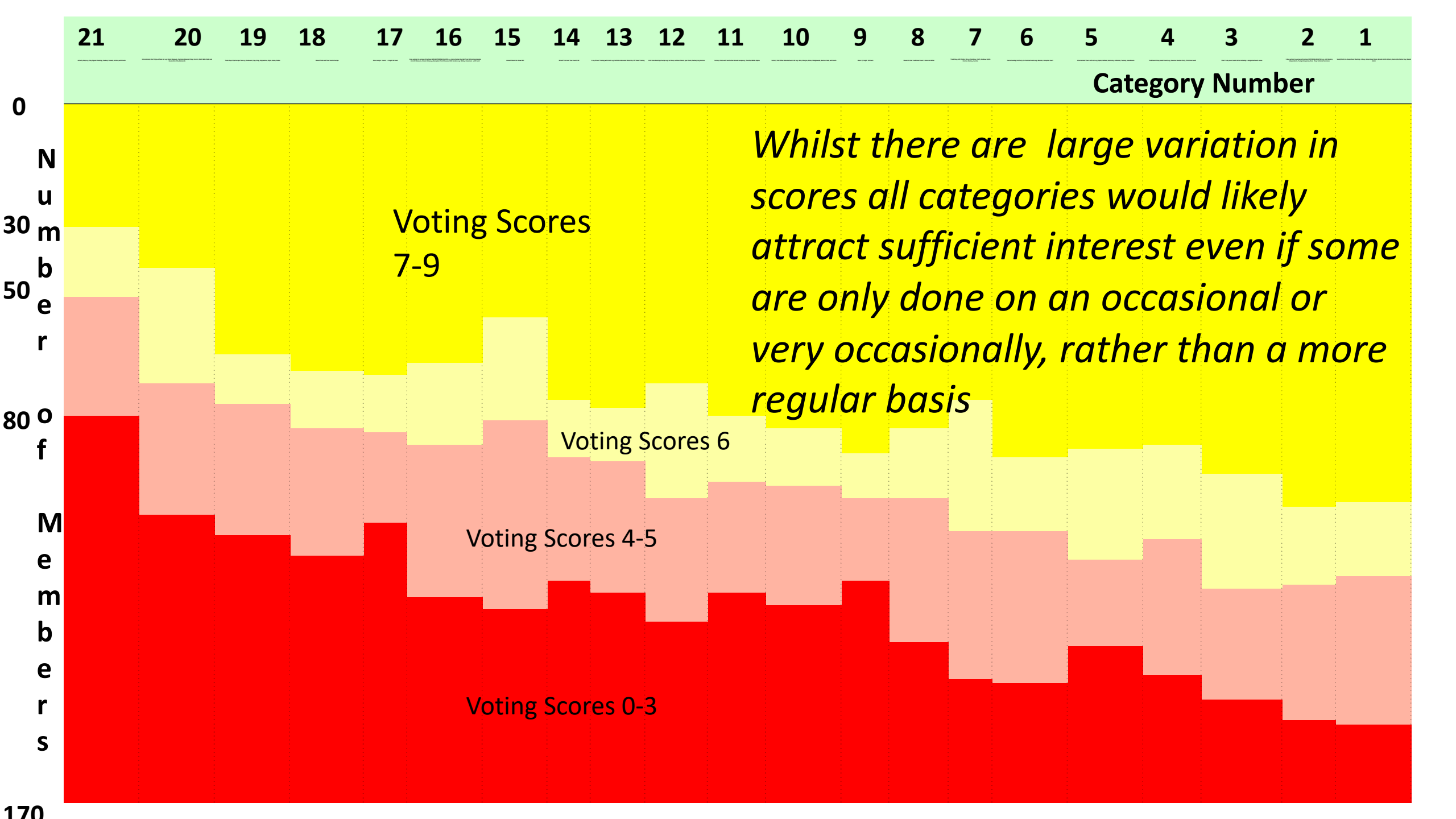


Please note some Members have more than one car and this data is their nominated car from the website. More than 100 Members do not note their cars and some info out of date

RANKING HIGHEST TO LOWEST SCORES

<p>Factory Visits UK e.g. Mini, Morgan, Aston, Wedgewood, Baxters Food, with lunch</p>	<p>More 2/3 night UK tours</p>	<p>Maser Club Traditional Events e.g. Cameron Millar</p>	<p>Track Days, Hill Climbs UK e.g. Pembrey Croft, Llandow, Castle Combe, Blyton, Cadwell Shelsey, Gurston</p>	<p>Club attending 3rd Party Car Related Events e.g. Bicester, Hampton Court</p>	<p>International Tours with cars e.g. Spain, Holland, Germany, Ardennes, Tuscany, Norway, Sweden</p>	<p>Traditional 1 day Social Events e.g. Summer Garden Party, Christmas Lunch</p>	<p>Short 1 day event scenic drive with chosen lunch venue</p>	<p>1 day outings various attractions MOTORING RELATED visit Dealers, Independents, Tuning Companies, Technical Seminars</p>	<p>Social/Visits to chosen Race Meetings UK e.g. Silverstone Classic, Brands Hatch Historic, Auto-Italia Italian Day, Brands Hatch</p>
10th	9th	8th	7th	6th	5th	4th	3rd	2nd	1st

RANKING HIGHEST					1 day outings NON	TO LOWEST SCORES				
Activity Days e.g. Clay Pigeon Shooting, Cookery Schools, Archery with lunch	International short trips without car e.g. Panini Museum, Factories Maserati Italy, Ferrari, Dutch Bulb Fields and Keukenhof, City Weekends	Track Days trips Europe Tour e.g. Zandv'rt Spa, Ring, Angouleme, Dijon, Assen, Zolder	Mixed Track and Tour Events Europe	More Longer Events > 3 night UK tours	MOTORING RELATED e.g. Horse Racing National Trust sites, Hendon Air Museum, Steam Railways, Tank Museum, RHS Gardens. Wisley, Rosemoor - with lunch	Annual Classic Car show NEC	Mixed Track and Tour Events UK	1 day Driver Training with lunch e.g. Institute Advanced Motorists and Off Road Training	Visit Race Meets Europe e.g. Le Mans, Le Mans Classic, Spa Classic, Nurburgring Historic	Factory Visits with lunch other brands Europe e.g Porsche, BMW, Alpina
	21st	20th	19th	18th	17th	16th	15th	14th	13th	12th



Summary of Questionnaire Results by Location, Car Age and Length of Membership

<u>Questionnaire Scores</u>	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
All Members who replied	583	701	801	811	816	833	847	861	882	896	908	909	932	976	986	986	1007	1025	1054	1097	1100
All Members leaving Membership number	306	394	440	452	453	488	497	479	514	489	497	506	519	586	524	537	570	582	592	594	592

<u>Overall Averages</u>	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
All Members who replied average	3.4	4.1	4.7	4.8	4.8	4.9	5.0	5.1	5.2	5.3	5.4	5.4	5.5	5.8	5.8	5.8	6.0	6.1	6.2	6.5	6.5
All Members leaving Membership number -Average	3.2	4.1	4.6	4.8	4.8	5.1	5.2	5.0	5.4	5.1	5.2	5.3	5.5	6.2	5.5	5.7	6.0	6.1	6.2	6.3	6.2

<u>Average Scores on all below</u>	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
Members Living in London and Home Counties	2.7	3.2	4.7	4.4	5.0	5.3	4.8	5.0	5.3	4.9	5.2	5.3	5.4	5.5	5.1	5.5	5.4	6.0	6.2	5.9	5.8
Members Living South of England	2.9	4.1	4.6	4.7	4.9	5.1	5.4	5.1	5.3	5.1	4.9	5.0	5.6	5.9	5.5	5.7	6.1	6.1	6.2	6.0	6.2
Members Living North England and Scotland	3.7	5.4	5.3	5.7	5.5	6.2	7.1	6.1	6.7	6.2	6.2	6.3	6.5	7.9	7.0	7.4	7.5	7.7	7.6	7.8	7.8

<u>Members Car Age</u>	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
Members with cars pre 1993	3.3	4.6	4.2	4.9	4.8	5.4	6.5	5.0	5.5	5.6	5.1	5.2	5.4	7.0	5.7	6.4	6.1	6.5	6.4	6.6	7.1
Members with Cars post 1993	2.9	3.7	4.6	4.4	4.6	4.9	4.9	5.0	5.3	4.7	5.3	5.3	5.3	5.8	5.3	5.6	5.9	6.0	6.3	6.1	5.7
Members cars post 2007	2.9	3.8	4.8	4.4	5.6	5.3	5.0	5.1	5.9	4.9	5.3	5.5	6.2	6.0	5.5	5.6	6.1	6.9	7.1	6.8	6.0

<u>Members Joining Date</u>	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
Members joined pre 1991	5.3	5.7	6.4	6.6	6.4	6.6	3.0	5.9	6.2	6.0	6.0	6.8	7.2	6.0	6.3	4.4	7.3	6.7	5.7	7.0	7.3
Members joined pre 2000	4.3	4.0	4.7	5.1	6.5	6.3	5.4	5.3	6.3	5.3	5.9	6.7	6.5	6.3	5.9	5.2	6.9	6.5	7.1	6.5	6.5
Members joined post 2000-2010	3.6	3.6	5.1	4.7	4.8	5.1	4.7	5.5	4.9	5.2	4.9	4.7	5.6	5.6	5.5	6.0	5.6	6.3	6.5	6.0	5.7
Members post 2010-2014	2.1	5.4	4.6	5.0	4.4	3.7	4.1	5.6	5.1	5.4	7.6	6.3	4.9	6.6	5.5	6.8	6.1	6.0	7.2	7.3	6.0
Members post 2015	3.7	5.5	6.1	6.4	5.8	7.0	8.6	6.8	7.5	7.3	6.8	6.8	7.1	8.7	8.2	8.0	8.1	8.4	8.3	8.5	8.8

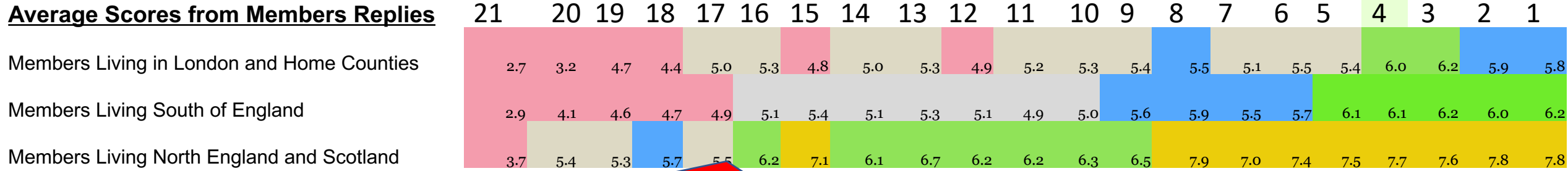
INTEREST LEVEL: COLOUR BANDS

lowest	< 5
mild	
positive	5.5-6
higher	6 - 7
highest	> 7

Enlarged text on next slide

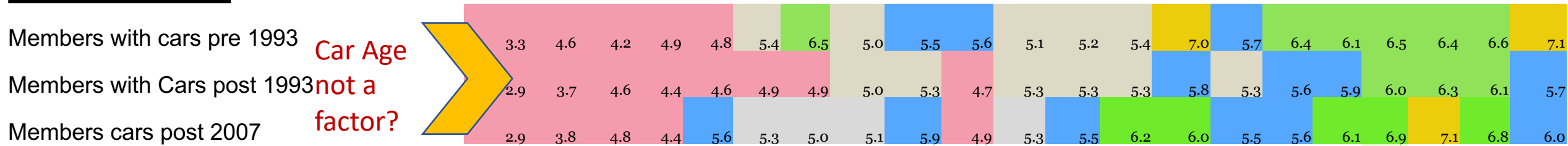
Average Scores of each Event category compared with differing criteria of Location, Joining Date and Car Age

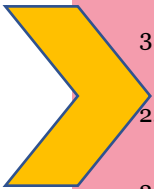
Average Scores from Members Replies



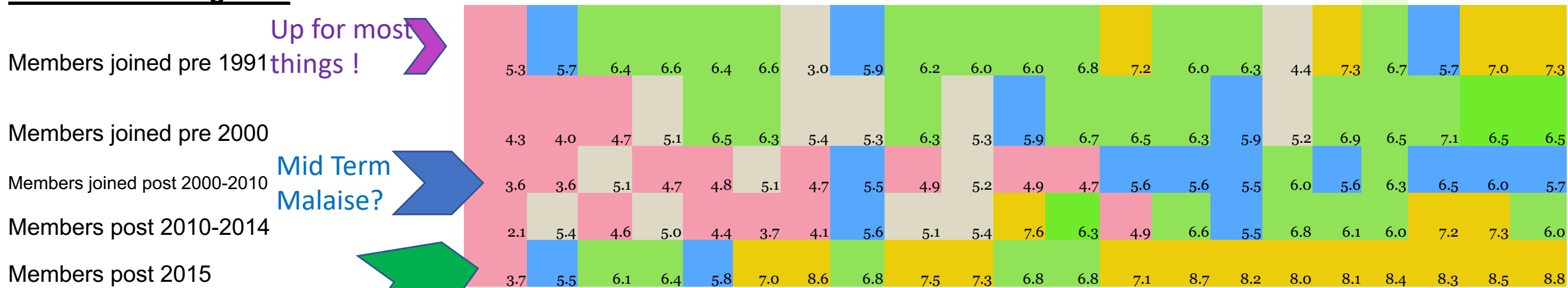
Northern Members positive on more categories 

Members Car Age



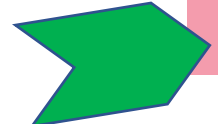
Car Age 
not a factor?

Members Joining Date



Up for most things! 

Mid Term Malaise? 



New Members (50+ % of all Members) up for most categories

COMMON MEMBERS COMMENTS

- GREAT IDEA TO HAVE SURVEY AND SOME GOOD IDEAS FOR EVENTS IN SURVEY(8)
- MORE LOCAL EVENTS AS REGIONS - NOT EVERYBODY LIVES IN THE SOUTH (6)
- MORE TRACK DAYS, MOTOR CIRCUIT, HILL CLIMB ACTUAL DRIVING EVENTS (6)
- CAN WE HAVE MORE OF EVERYTHING NOT JUST TRADITIONAL EVENTS , BECAUSE IF YOU ARE NOT QUICK ON THE BUTTON (8)
- NEED TO ACCOMMODATE MORE EVENTS FOR THE NEWER CARS (3)
- MORE SOCIAL VISITS TO RACE MEETINGS AND HISTORIC RACE MEETINGS PERHAPS WITH A BOX/MARQUEE (3)
- LOWER COST TOURS AND MORE TOURS (2)