XK Club Membership Survey January 2017

366 took part. Total membership (current) 1258

% of members responded: 29.09%

Question 1: Age	346 answered	
under 25	1	0.29%
25-35	2	0.58%
36-45	3	0.87%
46-55	34	9.83%
56-65	102	29.48%
66-75	168	48.55%
over 76	36	10.40%
Question 2: Which Best Describes Your Current Status	342 answered	
self-employed	62	18.13%
Employed full-time	65	19.01%
Employed part-time	19	5.56%
Retired	190	55.56%
other (nothing specified)	6	1.75%
Question 3: If you are employed, in which sector?	205 answered	
consultancy	19	9.27%
education	3	1.46%
engineering	24	11.71%
finance	17	8.29%
hospitality/leisure	4	1.95%
motor trade	17	8.29%
government	3	1.46%
IT	6	2.93%
Legal	5	2.44%
property	18	8.78%
manufacturing	14	6.83%
medical	14	6.83%
media	6	2.93%
research	2	0.98%
sales	16	7.80%
other	38	18.54%

Question 4: Are you a member of other Car Clubs?	350 answered	
yes (see note Q4)	277	79.14%
no	73	20.86%
Question 5: Is your current XK your first?	348	
yes	264	75.86%
no	84	24.14%
Question 6: Do you own any other classic cars?	350 answered	
no	86	24.57%
yes (see note Q6)	265	75.71%
Question 7: Is your XK...	346 answered	
restored and on the road?	272	78.61%
unrestored and on the road?	30	8.67%
unrestored and off the road?	44	12.72%
Question 8: If your car is restored, did you	281 answered	
undertake the work yourself?	38	13.52%
do as much as you could, but with a specialist's help?	126	44.84%
employ a restoration company for the entire project?	117	41.64%
Question 9: How do you maintain your car?	340 answered	
Maintain it yourself?	94	27.65%
Use a specialist?	84	24.71%
A bit of both	162	47.65%
Question 10: How much do you spend annually on your classic car(s)?	345 answered	
Less than £1000	42	12.17%
£1000 to £5000	173	50.14%
£5000 to £10,000	82	23.77%
£10,000 to £20,000	48	13.91%
Question 11: How many miles do you drive annually?	337 answered	
Answers not analysed as we did not make the question clear enough - answers weren't consistent.		

Question 12: Are you involved in historic motor sport as a competitor?	347 answered	
No	302	87.03%
Yes	47	13.54%
Question 13: Which of the following events have you taken part in during the past year	254 answered	
Club Weekend	60	23.62%
Club tour	67	26.38%
Other tour	82	32.28%
Club representative's event	57	22.44%
Seminar/technical event	35	13.78%
Other tour	109	42.91%
Question 14: How do you read the magazine?	350 answered	
Paper copy	237	67.71%
Digital edition	10	2.86%
both	103	29.43%
Question 15: If you read the digital magazine, do you have any comment about it?	75 answered	
Good/excellent	34	45.33%
Suggestions	4	5.33%
Sign-in issues	6	8.00%
General technical issues	17	22.67%
Not really a digital fan	14	18.67%
(See tab Q15 for details)		
Question 16: How long do you spend reading the magazine?	349 answered	
30 minutes	78	22.35%
1 hour	120	34.38%
over an hour	151	43.27%
Question 17: Do you keep the paper magazine for future reference?	348 answered	
No	49	14.08%
Yes	299	85.92%

Question 18: What do you most enjoy reading?	349 answered	
Club news	134	38.40%
Club events - news and reports	116	33.24%
Competition and other event news	72	20.63%
Lifestyle features	50	14.33%
Driving stories	167	47.85%
Restoration articles	261	74.79%
Interesting cars and their owners	245	70.20%
New products	131	37.54%
Market news/auction results	212	60.74%
cars for sale	163	46.70%
Question 19: What would you like to see more of?	306 answered	
Club news	33	10.78%
Club events - news and reports	54	17.65%
Competition and other event news	29	9.48%
Driving stories	90	29.41%
Restoration articles	155	50.65%
Interesting cars and their owners	179	58.50%
New products	99	32.35%
Market news/auction results	109	35.62%
cars for sale	77	25.16%
Question 20: How relevant is the content of the magazine to you? (Where 1 = not relevant at all, 10 = very relevant)	335 answered	
1	0	0.00%
2	1	0.30%
3	3	0.90%
4	6	1.79%
5	18	5.37%
6	33	9.85%
7	74	22.09%
8	107	31.94%
9	45	13.43%
10	48	14.33%

Question 21: Would you consider contributing to the magazine?	344 answered	
No	181	52.62%
Yes (see note Q21)	172	50.00%
Question 22: Do you have an interesting story about you and your XK?	203 answered	
Most people replied either simply 'yes' or 'no' to this question. Those who recounted their stories - these have been passed to the editorial team.		
Question 23: Which motoring magazines do you read regularly?	308 answered	
Classic & Sports Car	137	44.48%
Octane	100	32.47%
Jaguar World	48	15.58%
Classic Cars	73	23.70%
Other (see note Q23)	157	50.97%
Question 24: How useful and relevant are the advertisements in the magazine? (Where 1 = not relevant at all, and 10 = very relevant)	336 answered	
1	5	1.49%
2	6	1.79%
3	15	4.46%
4	18	5.36%
5	31	9.23%
6	44	13.10%
7	66	19.64%
8	83	24.70%
9	37	11.01%
10	31	9.23%
Question 25: Have you responded to an advertiser during the last	335 answered	
3 months	67	20.00%
6 months	54	16.12%
12 months	117	34.93%
Never	97	28.96%

Question 26: Are there any specialists not currently advertising who you would recommend to Club members?	95 answered	
Very useful answers, thank you - passed to the advertising team.		
Question 27: Are you happy to leave your contact details? (Do note that the survey analysis will not show any names)	346 answered	
No - I wish to remain anonymous	134	38.73%
If yes, please leave your name, email address & postcode below	213	61.56%
Notes		
Q4 - of those who answered yes, Jaguar Drivers' Club, Jaguar Enthusiast's Club, the E-type Club, the VSCC and Goodwood Road Racing Club were the most common.		
Q6 - of those who answered yes, a Jaguar E-type, Jaguar Mk II, Austin-Healey 3000 and Porsche 911 were the most common additional cars.		
Q21 - many of you have already contributed, and more are happy to do so in future. Unfortunately several people who indicated they would like to contribute completed the survey anonymously so we can't contact you. If you would be interested, but did not leave us details, please contact us: sarah@xkclub.com		
Q23. Other Club magazines were the most popular.		