

MCA Readership Survey Results Summarized

A total of approximately 11 percent of the membership of The Mustang Club of America responded to the MCA Readership-Membership Survey published this summer in *The Mustang Times*.

The overall participation far exceeded expectations of members of the MCA Board of Directors.

MCA members who participated in the survey responded as follows:

- ✓ What is your age: 16-21, 9%; 22-35, 37%; 36-50, 28%; 51-up, 26%.
- ✓ Marital status: 22% single, 78% married.
- ✓ Number of children: average of two.
- ✓ Number of years an MCA member: average of 3.5.
- ✓ What model Mustangs, Shelbys, or Bosses do you own: 1964½-73: 65%; 1974-79, 1%; 1979-up, 43%.
- ✓ Is there an MCA Regional Group in your area: Yes, 70%; No, 30%.

✓ If so, are you a member: Yes, 65%; No, 35%.

✓ Do you show any of your Mustangs: Yes, 67%; No, 33%.

✓ Do you belong to any other car clubs: Yes, 46%; No, 54%.

✓ Have you attended any National MCA Shows: Yes, 58%; No, 42%.

✓ If yes, do you think MCA needs more activities for children: Yes, 41%; No, 59%.

✓ For spouses: Yes, 55%; No, 45%.

✓ Do you think the MCA Grand National should be: In Atlanta every year, 9%; In Atlanta every two years and other cities alternate years, 22%; In other cities and in Atlanta occasionally, 69%.

✓ Do you read your *Mustang Times*: Regularly, 98%; Occasionally, 2%.

✓ How do you rate the quality of *Mustang Times*: Excellent, 30%; Very good, 50%; Good, 17%; Fair, 3%; Poor, 0%.

✓ If you are a member of another na-

tional car club which has a regular publication, how does *Mustang Times* compare: Better, 37%; Equal, 45%; Worse, 18%.

✓ Do you think MCA should offer standardized trophies for all national events: Yes, 76%; No, 24%.

✓ Should these trophies also be available for regional groups (local events): Yes, 65%; No, 35%.

✓ Should MCA offer a popular vote class at National Shows: Yes, 75%; No, 25%.

✓ If yes, who should vote: Spectators, 22%; Participants, 22%; Both, 56%.

✓ Have you ever purchased an MCA accessory: Yes, 56%; No, 44%.

Would you like to see an expanded line of MCA accessories: Yes, 77%; No, 23%.

✓ Have you ever placed a classified advertisement in *Mustang Times*: Yes, 16%; No, 84%.

Note: Of the surveys received, all questions on every survey were not answered. Percentages are based only on the answers provided.

MCA National President Charles Hampton thanked those members who participated in the survey.

"I was very pleased with the response to this survey and want to express my appreciation to those members who took the time to fill out these questionnaires.

"In addition to the results above, there were several additional 'essay' questions involved in the survey. These comments take more time to analyze, but we will be providing more information on those items in later issues of *The Mustang Times*."

Hampton said the overall results of the survey indicate "our members are generally pleased with MCA and seem to be very pleased with their club publication. It was gratifying to see these comments."

Three MCA Members Win One-Year Paid Renewal

Three MCA members who participated in the Readership-Membership Survey were awarded a free one-year paid renewal to the national organization. Winners were drawn at random from those responses which included a name and address.

Winners of the one-year paid renewal are Mark Craig, MCA #23172, Nashville, TN; Roy Peters, MCA #22231, Franklin, OH; and Phillip Pinti, MCA #20210, Warminster, PA.

The Mustang Times/November, 1991

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