

MCA SURVEY RESULTS



Thank you to everyone who participated in the recent MCA Membership Survey. You provided valuable information to the MCA's officers and Board of Directors in their goals, both present and long-range, to keep the MCA the largest and best Mustang club in the World. Between 25-30% of the membership responded to the survey, that was a record number of responses. On these pages are most of the tabulation results. We didn't include the questions that required write-in comments due to space constraints.

Which of the following actions have you or other members of your household taken in the last 12 months as a result of reading *Mustang Times*?

TOP FIVE RESULTS LISTED

- 55.8% Visited advertiser's website to get more information
- 53.4% Attended an event
- 44.4% Purchased an advertised product
- 26.3% Visited local dealer to see product
- 22.3% Brought an ad to someone else's attention

Do you belong to a local Mustang Club?

- 63% Yes
- 37% No

Is it a Regional Club of the MCA?

- 86.3% Yes
- 13.7% No

Do you attend local Mustang shows / cruise-ins?

- 82.5% Yes
- 17.5% No

Have you attended or participated in any of the following in the last 12 months?

- 83.8% Mustang Shows
- 71.4% Car Club Events
- 21.7% Racing Events
- 14.2% Auto Auctions
- 8.9% Road Rallies
- 6.3% Concours d'Elegance

Value of MCA Membership benefits:

REFLECTS ONLY ANSWERS TO HIGHLY VALUABLE

- 73.5% *Mustang Times* subscription
- 49.2% Member access to MCA Web site
- 33.0% Discounts on admission to MCA shows
- 31.7% Free Classified ads in *Mustang Times*
- 33.2% Discounts on MCA merchandise
- 39.8% Discounts with sponsors / advertisers

Do you attend any National MCA events?

- 51.1% Yes
- 48.9% No

What activities would you like to see at MCA National / Grand National events?

- 58.1% Pony Trail / Cruise
- 55.7% Judged Classes
- 53.4% Show 'n Shine
- 40.3% Popular Vote
- 36.3% Track Events
- 35.3% Static Show
- 26.7% Drag Racing
- 22.9% Auto Cross / Solo events

Would you re-join MCA?

- 94.7% Yes
- 4.9% No

INTERNET

In the last 30 days, what specifically did you use the internet for?

TOP FIVE RESULTS LISTED

- 93.7% Email
- 78.8% Made a purchase for personal use
- 63.5% Browsed the internet
- 57.2% Purchased automotive merchandise
- 56.9% Booked or researched travel plans

How often do you use the internet in an average month?

- 65.2% Daily
- 25.7% More than once a day
- 6% 1-2 times per week
- 9.1% 3-6 times per week
- 4% Less than once a week

Have you visited www.mustang.org?

- 81.4% Yes
- 18.6% No

What information would be useful on the MCA website?

TOP FIVE RESULTS LISTED

- 68.9% New Products
- 67.4% Event Coverage
- 64.8% How-To Articles
- 58.8% Classifieds
- 52.7% News

EXPENDITURES AND PURCHASES

How many Mustang vehicles do you and members of your household own or personally use?

5,615 (Remember, only 25-30% of the membership responded)
Majority are Stock and used as a driver

Do you refer to *Mustang Times* advertisers when making automotive hobby related purchases?

- 84.7% Yes
- 15.3% No

SURVEY RESULTS

Results were tabulated by a company independent from the Mustang Club of America.