

Your Opinion Matters...

Series 2 Club Membership Survey

Thank you for taking part in this membership survey, the results of which will allow us to make the changes necessary to develop and take the club forward in the most fulfilling way for all our members. Every completed survey received by 31 December 2011 will be entered into a prize draw, first out of the hat receives a year's free club subscription and five runners up will receive a Series 2 Club teddy bear. If you don't wish to remove the survey from your issue of Built 2 Last, you will find a downloadable version on the Series 2 Club website at www.series2club.co.uk/members_index.html or feel free to return a photocopy of the magazine. No personal details will be published, if you wish to omit your details you can (please indicate your area however), but please bear in mind that we won't be able to enter you in the prize draw. A summary of results will be published in the Spring 2012 edition of Built 2 Last magazine. Completed forms should be returned to the Series 2 Club Ltd. BM7035, London, WC1N 3XX.

Member Name:	Membership Number:
Club Area:	Postal/Zip Code:

1. What age are you?

0-20 Yrs 21-30 Yrs 31-40 Yrs 41-50 Yrs 51-70Yrs 70 + Yrs

2. How many Series 2 Land Rovers do you own?

None (as yet) 1-2 3-5 5 or more

3. How long have you been a member of the Series 2 Club?

Up to 1 Yr 1-2 Yrs 3-5 Yrs 6-8 Yrs 9-10Yrs 10 + Yrs

4. What was your main reasons for joining the club?

Select your top answer, if you feel answers are equal, pick up to three answers...

Club magazine Supplier discounts Access to technical expertise
 General historic interest Access to shows Club social events
 International Rally Members website/forum Club shop
 VRO office Meet like-minded enthusiasts Other: _____

5. What do you feel the club does best?

Select your top answer, if you feel answers are equal, pick up to three answers...

Club magazine Supplier discounts Access to technical expertise
 General historic interest Shows Club social events
 International Rally Website/forum Club shop
 VRO office Meet like-minded enthusiasts Other: _____

6. What do you feel the club could do better?

Select your top answer, if you feel answers are equal, pick up to three answers...

Club magazine Supplier discounts Access to technical expertise
 General historic interest Shows Club social events
 International Rally Website/forum Club shop
 VRO office Meet like-minded enthusiasts Other: _____

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7. How often have you been contacted by a club representative in the last 12 months?

- Not at all Less than 3 times 3-5 times
 6-7 times 8-11 times 12 times or more

8. What is your preferred method of receiving club communications and information?

(Please select your top answer, if you feel that there are reasons of equal value select multiple answers to a maximum of three)

- Letter Email Telephone
 Club magazine Club website Club forum
 Local area newsletter Local area micro-site Other: _____

9. What is your preferred method of communicating with the club and club representatives?

(Please select your top answer, if you feel that there are reasons of equal value select multiple answers to a maximum of three)

- Letter Email Telephone
 Club forum Face to face Other: _____

10. How satisfied are you with the level of contact from club representatives?

- Very satisfied Mostly satisfied Neither satisfied nor dissatisfied
 Mostly dissatisfied Dissatisfied

11. What events organised through or by the club have you attended in the last 12 months?

Tick all that apply...

- Pub meet Club organised show Workshop meet
 International Rally Other social event, road run etc.. Other: _____

12. How likely are you to attend next year's International Rally at Ripon Racecourse?

- Definitely Possibly Unlikely
 Definitely Not If not please comment: _____

13. What factors would most influence your decision to attend the annual International Rally?

Tick all that apply...

- Cost of fuel Cost of entry Quality of facilities
 The location/distance to travel Meeting up with friends No interest in camping weekends
 The annual general meeting Availability of off-roading It is a family weekend
 Quality of green lane runs Other: _____

Which one item is most likely to deter you from attending?

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14. What factors are most likely to encourage you to attend the rally?

- Location of event
- Social aspects
- Organised events
- The annual general meeting
- The provision of off-roading
- Focus on a family weekend
- Affordable ticket price
- Quality of green lane runs
- Focus on land rovers
- Quality of road runs
- Clear itinerary
- Other: _____

Which one item is most likely to encourage you to attend?

15. If you have attended a rally, did you stay for the AGM?

- Yes
- No but I would have liked to
- No, I had no interest

16. How interested are you in attending regional rallies/camping events?

- Very interested
- Slightly interested
- Neither interested or disinterested
- Not interested
- I already attend a regional event

17. Which of the following club services have you used in the last 12 months?

Tick all that apply...

- Club shop
- VRO office
- Website
- Forum
- Local area micro-site
- Members discounts
- None
- Other: _____

18. Which of the following club services do you intend to use in the next 12 months?

Tick all that apply...

- Club shop
- VRO office
- Website
- Forum
- Local area micro-site
- Members discounts
- None
- Other: _____

19. What additional services would you ideally like to see the club offer in the future?

Tick all that apply...

- Supply/sourcing of parts
- Online purchase from club shop
- Vehicle valuations
- PDF/online version of Built 2 last
- Historical technical literature
- More members only web content
- More committee information
- More locally focused events
- Other: _____

20. What is your preferred method of membership renewal?

- Cheque
- Telephone payment
- Credit Card
- PayPal

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21. What aspect of the club magazine do you most like?

Select multiple answers to a maximum of three...

Technical articles

Show/area reports

General interest articles

Club information

Photographs

Supplier information

All

Other: _____

22. What additional magazine content would you like to see?

Select multiple answers to a maximum of three...

Readers letters

Competitions

Suppliers offers

Technical Articles

Photographs

General interest articles

Club Information

Show/area reports

Other: _____

23. How satisfied are you with the information you receive on the long term, short term and day to day running of the club? Please make any additional comments at the end of the survey...

I am satisfied

Mostly satisfied

Neither satisfied nor dissatisfied

Mostly dissatisfied

Dissatisfied

24. How satisfied are you with your series 2 club membership?

Please make any additional comments at the end of the survey...

I am satisfied

Mostly satisfied

Neither satisfied nor dissatisfied

Mostly dissatisfied

Dissatisfied

25. How likely are you to renew your membership in the coming 12 months?

Please make any additional comments at the end of the survey...

Very likely

Likely

Not likely at all

Additional Comments (please use an additional sheet of paper if required)...