

AHC Northern Centre

MEMBER SURVEY 2020 RESULTS



Thank You

During November and December 2020, the Northern Centre conducted an on line survey to gather the northern member's views on our centre's activities and events. The Survey closed on 20th December and we are delighted at the enthusiastic response from those that participated. A Big Thank You to everyone that completed the 10 minute survey.

Responses



Northern Centre has:

349 current members, for which,
300 have registered, opted-in, e-mail addresses.
300 e-mails were sent out to invite participation,
66 bounced or remained unopened.
234 emails were successfully delivered,
131 (56%) completed surveys were received .

Responses



By normal survey measures, 56% is a great response and is a representative poll of members across all the northern sub-centres. Thank you to everyone who responded.

What it also shows us though, is that we have a number of members in the Northern Centre, 115 (33%), that we cannot reliably reach by e-mail. I'm sure that you do actually want to hear the news and updates from your club. Can I ask everyone to check that their email address recorded in the Club's database is up to date, accurate and that you have opted in to email communications from the Club.

You can update your email address and options by going to the National Austin Healey Club website www.austinhealeyclub.com and login to the member's area. There you can check your email address for accuracy and contact the webmaster to give your consent to receive e-mails if you opted out during the joining process.

Results



- ▶ The survey was designed to be simple and quick, providing us with your feedback to give us a clearer picture of what it is that members currently get from the club, what the blockers are, and what it is that you want from the club going forward.
- ▶ The results are collated and the charts constructed using Survey Monkey's web based software and the best way to present that, is to provide you with a direct link to the survey results on Survey Monkey's website. The link is provided at the end of this short presentation.
- ▶ Most of the charts are self explanatory but some of the graphs will make more sense with a short explanation and further analysis here. You should read these notes in conjunction with the survey.

Results



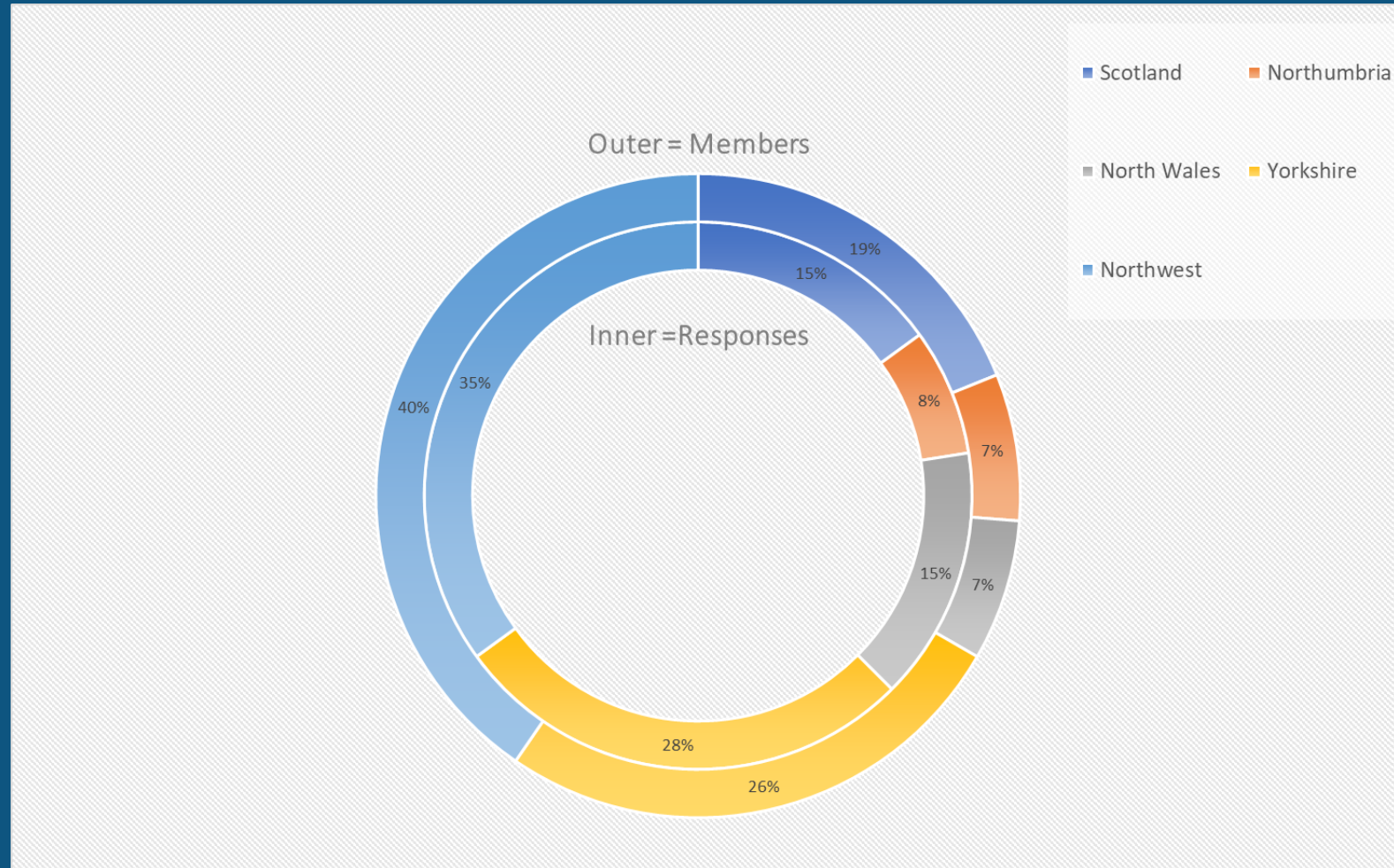
- ▶ Q 1. Self explanatory.
- ▶ Q 2. On this question, the responses are collated and a score given to each item in relation to your ranking order. This score is presented in the chart. The data below the chart shows how many people ranked each item 1st, 2nd, etc.
- ▶ Q3. This shows the distribution of responses to the survey by sub centre. Some members chose to be associated with more than one sub centre and some were not associated to any subcentre.

To put this data into context, I have prepared a chart that shows the distribution of northern members by sub centre alongside responses.

Results



Q 3. Sub Centre Members vs Responses

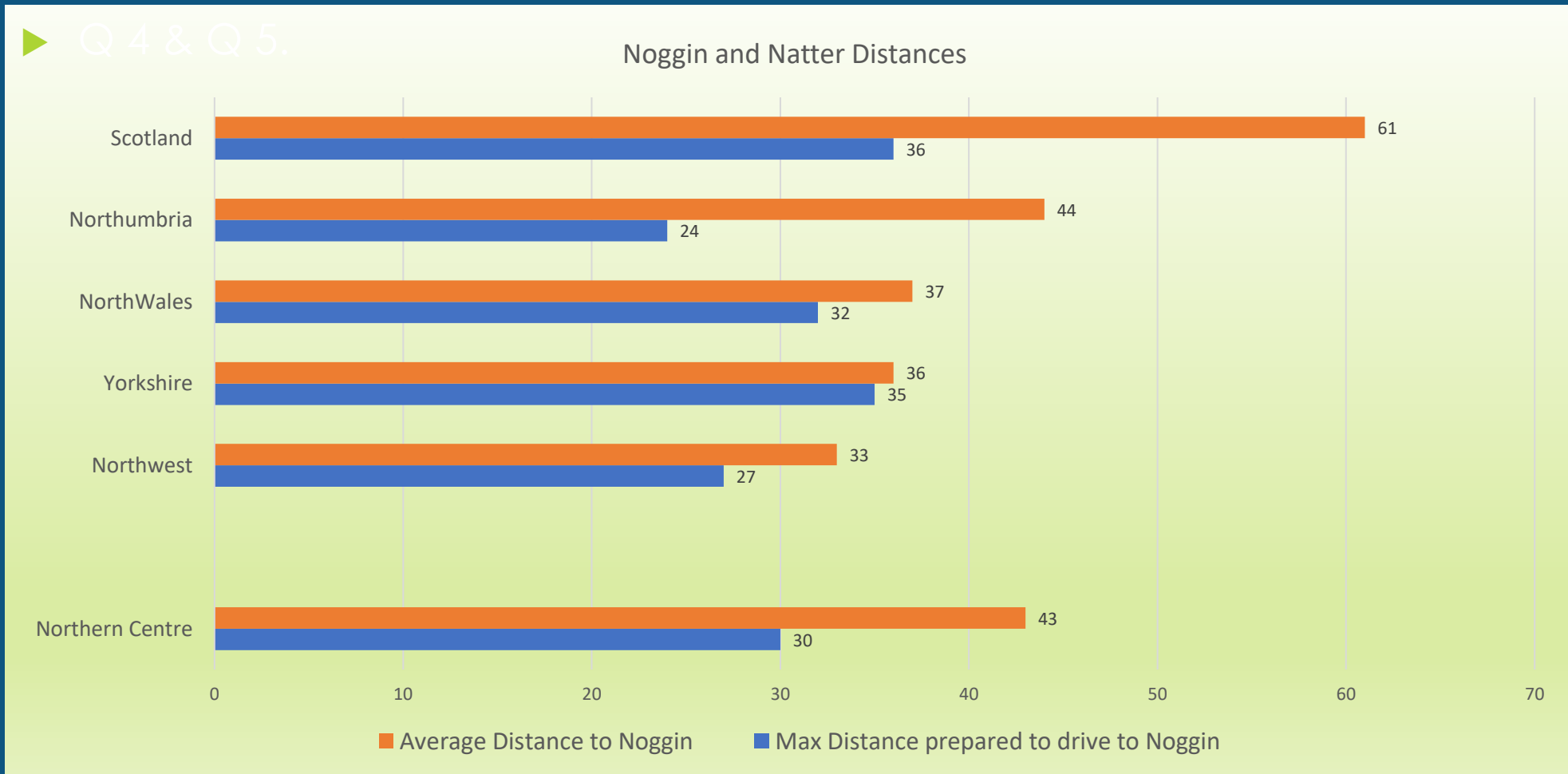


For example:
The North Wales
Subcentre
represents 7% of
Northern Centre
membership and
provided 15% of the
survey responses.

Results



Q4 & Q5 The Charts on the Survey page show the results for the whole centre. This chart breaks the results down by subcentre.



Results



- ▶ Q 6. Self explanatory
- ▶ Q 7. If you place your mouse over the item description on each row, the whole description is displayed. The results are displayed in the order of each item with the largest “Frequently” option. This approximates to the most likely order of best attended events.
- ▶ Q 8. It appears that whilst a healthy 19% of the respondents are willing to assist in the running of the centre in some capacity, the vast majority are happy to enjoy the club by joining in with attendance at events.

Results

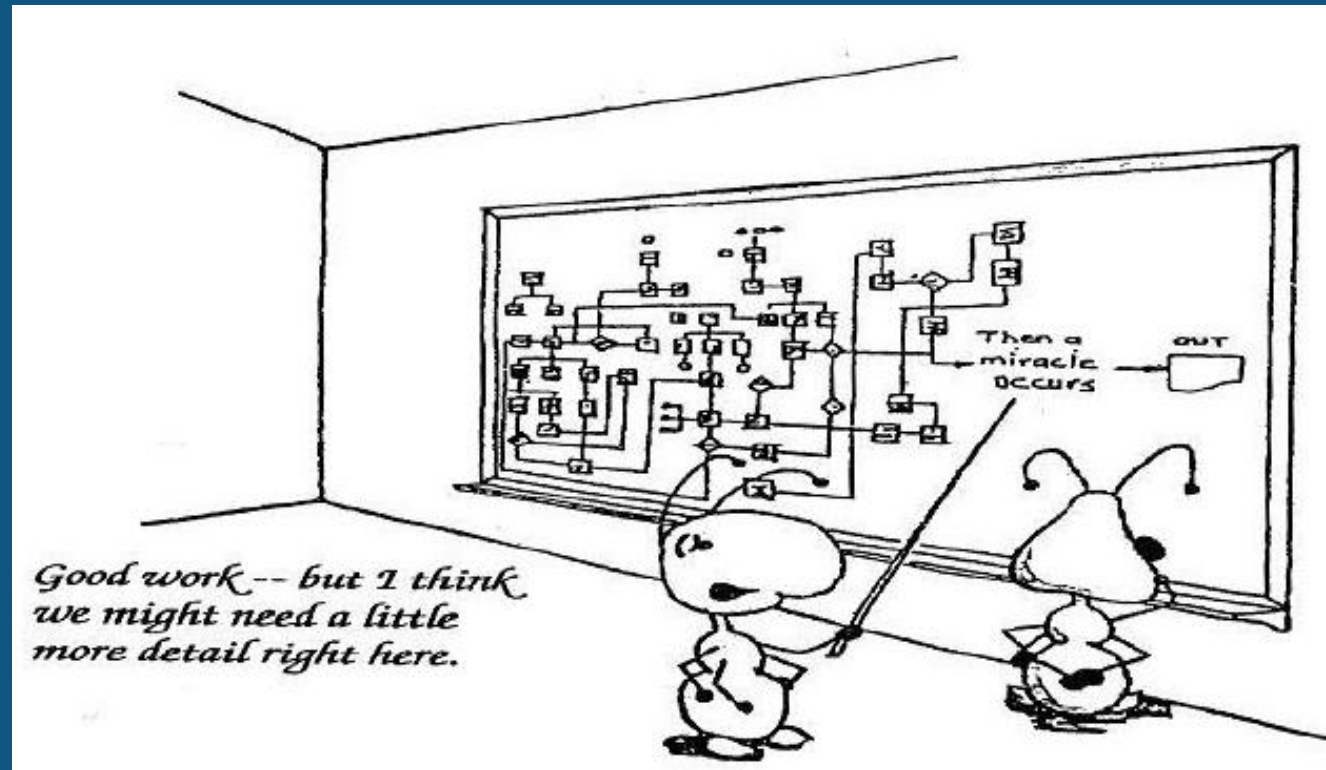


- ▶ Q 9 & 10. On these questions, the responses are collated and a score given for the ranking order of each item. The items are listed in order of this score. The data below the chart shows how many people ranked each item 1st, 2nd, etc.
- ▶ Q 11. Self explanatory.
- ▶ Q 12-14. If you consider that the “About the same” reply means that the respondent’s attendance is not dependent on either option, then you can make a valid comparison by looking at the “agree” to “disagree” responses.
- ▶ Q 15. These are your thoughts and suggestions. In some cases, they have been edited slightly to de-identify the respondent.

Future



The Northern Centre Committee are currently analysing the results and reviewing our activities. This will result in changes and additions to our programme which we hope you will see as a positive improvement in what we do. Once we have an achievable plan of action for this year, we will publish that on the Centre's website.



Future



Once again, a Big Thank You to everyone who took the time to participate and apologies if you were one of the members who we didn't manage to reach via email or Revcounter. The feedback we received was positive and clear and we are certain that we will be able to introduce some of the ideas and changes that the survey has provided.

We would stress that we do rely on support from members to make this a success and judging by the response to the survey, we know you are up for it!

Link



Click on the link below to go to the survey results

<https://www.surveymonkey.com/results/SM-HZVTHRC57/>

Any questions about the survey should be addressed to Douglas McClymont at
membership@dhc-northern.org.uk