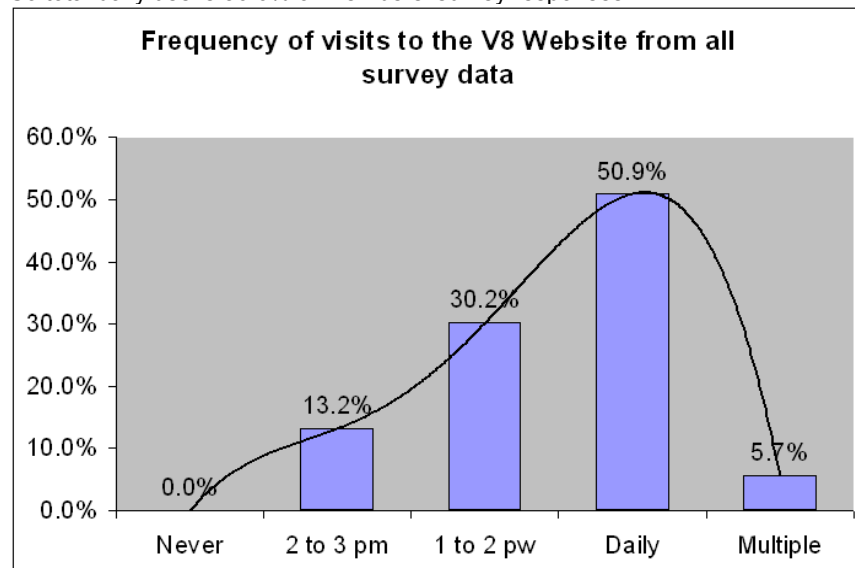


## Graphical analysis of members' views from the V8 Register Feedback Survey 2010

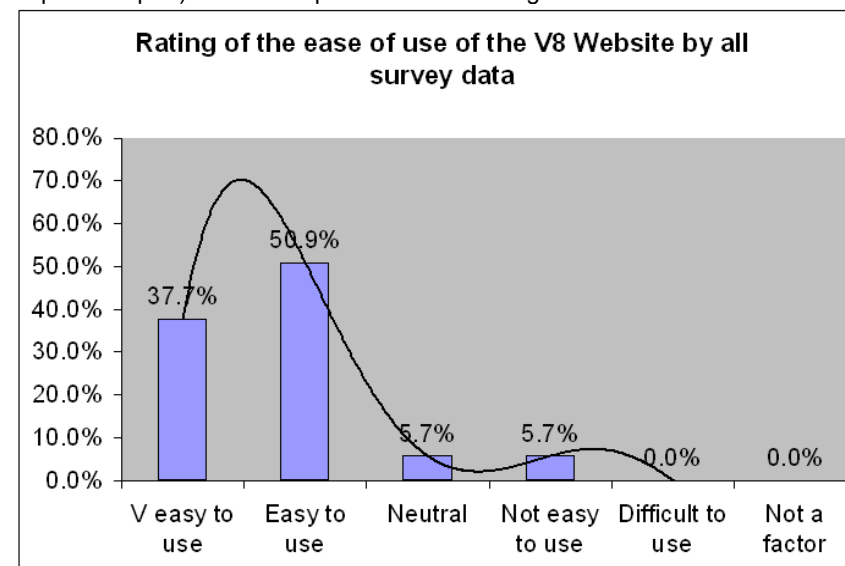
### How frequently do members visit the V8 Website?

So total daily use is 56.6% of members' survey responses.



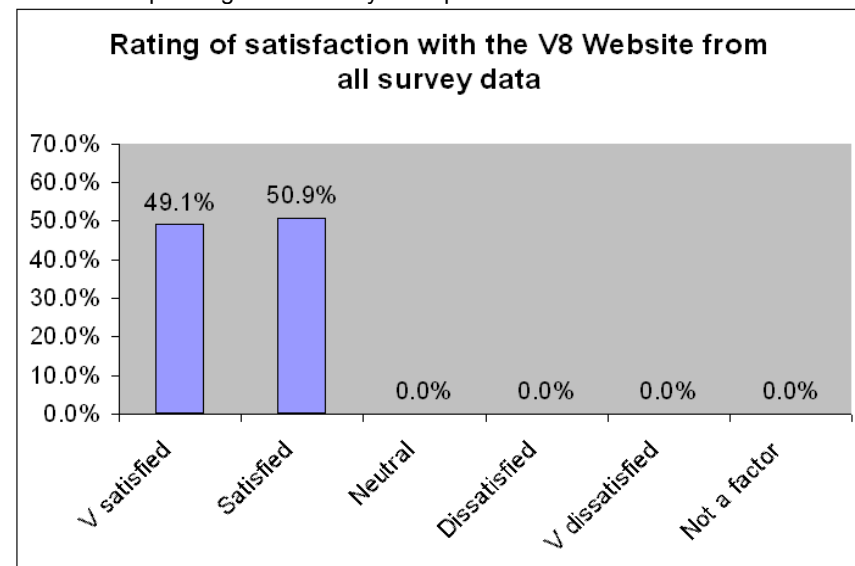
### How do members rate the ease of use of the V8 Website?

For around one in eight members responding to the survey rated the ease of use as either neutral or not easy to use. From the comments we have had (see separate report) it seems improved website navigation is the concern.



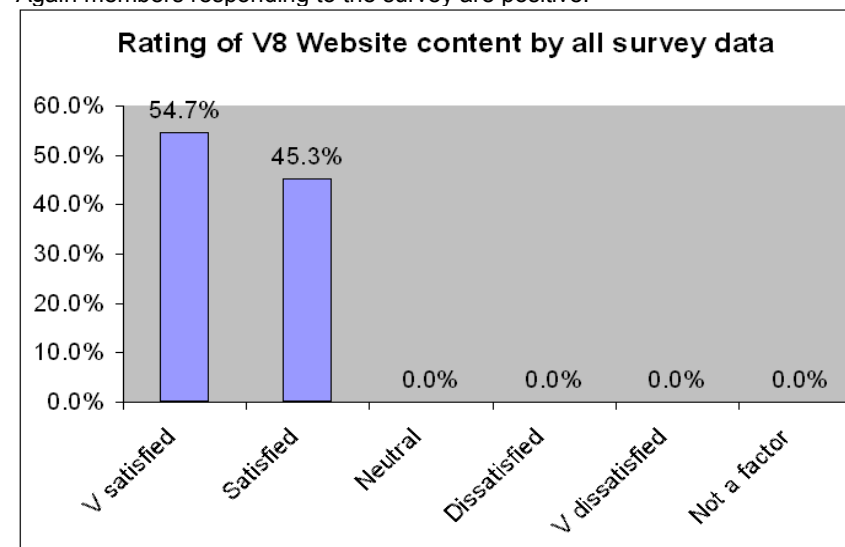
### How do members rate the V8 Website?

Members responding to the survey were positive about the V8 Website.



### How do members rate the content on the V8 Website?

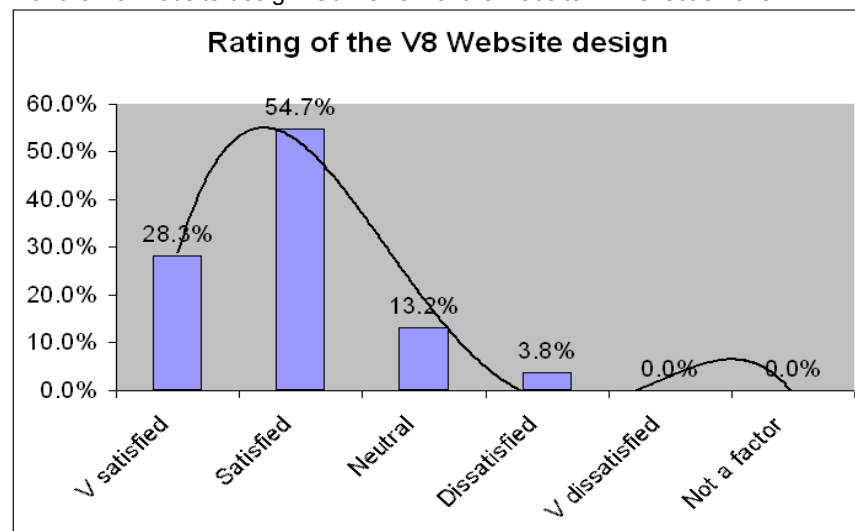
Again members responding to the survey are positive.



## Graphical analysis of members' views from the V8 Register Feedback Survey 2010

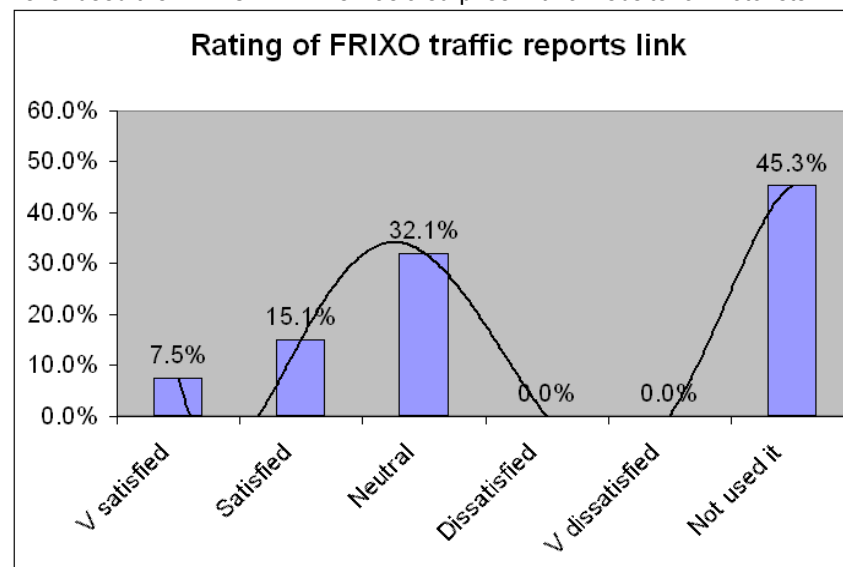
### How do members rate the V8 Website design?

For around one in six members responding to the survey they were not satisfied with the V8 Website design. Our review of the website will reflect on this.



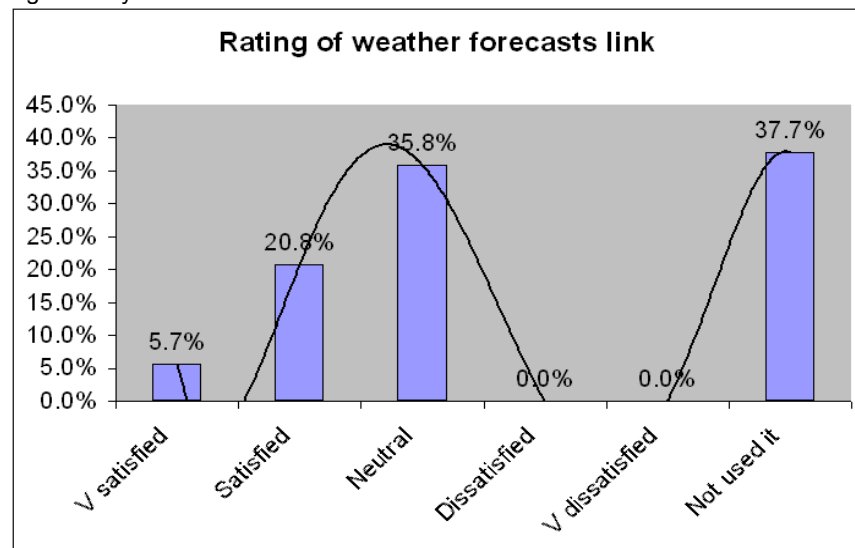
### Members' rating of the FRIXO traffic reports link?

Only 22.6% of members responding to the survey were satisfied and 45.3% had never used the FRIXO link. This was a surprise with a website for motorists.



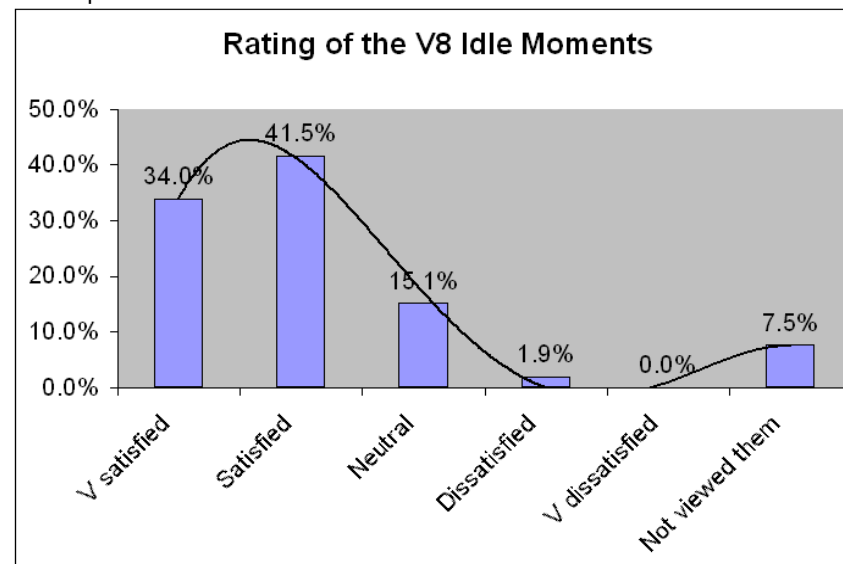
### Members' rating of the link to websites with weather forecasts?

Only a quarter of members responding to the survey were satisfied and significantly 37.7% had not used the weather forecasts link.



### Members' ratings of the V8 Idle Moments series?

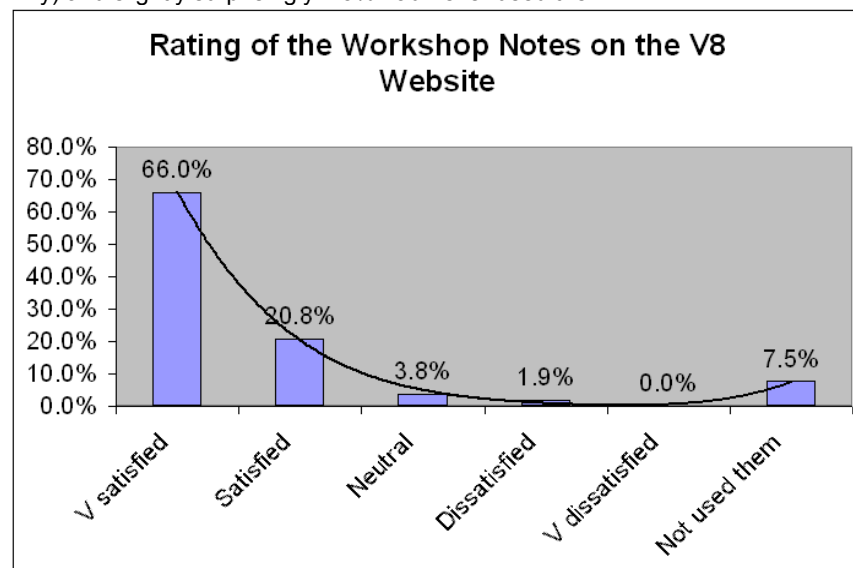
Three quarters are satisfied with what is an active feature of the V8 Website.



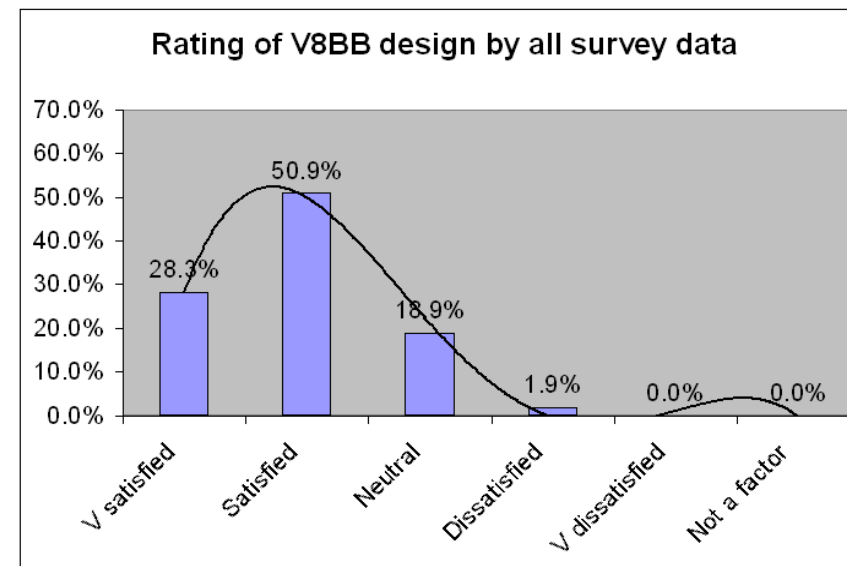
## Graphical analysis of members' views from the V8 Register Feedback Survey 2010

### Members' rating of the workshop notes on the V8 Website?

One member responded he was dissatisfied (we are trying to get clarification as to why) and slightly surprisingly 7.5% had never used them.

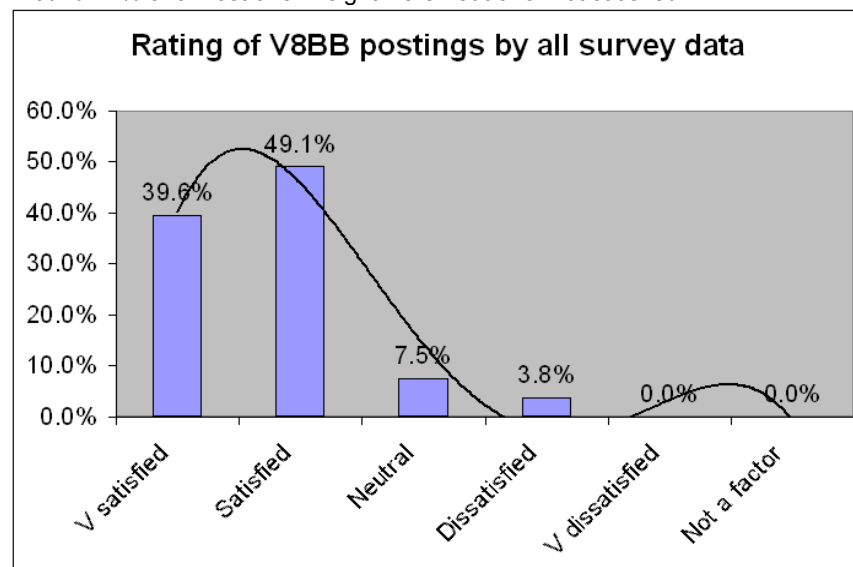


### Members' rating of the design of the V8BB?

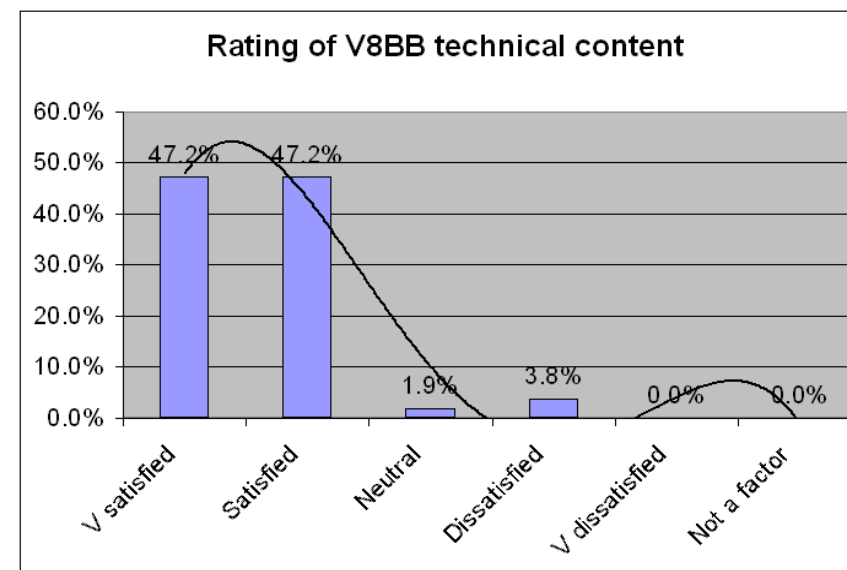


### Members' rating of the quality of the postings on the V8BB?

Around 11% or almost one in eight were neutral or not satisfied.



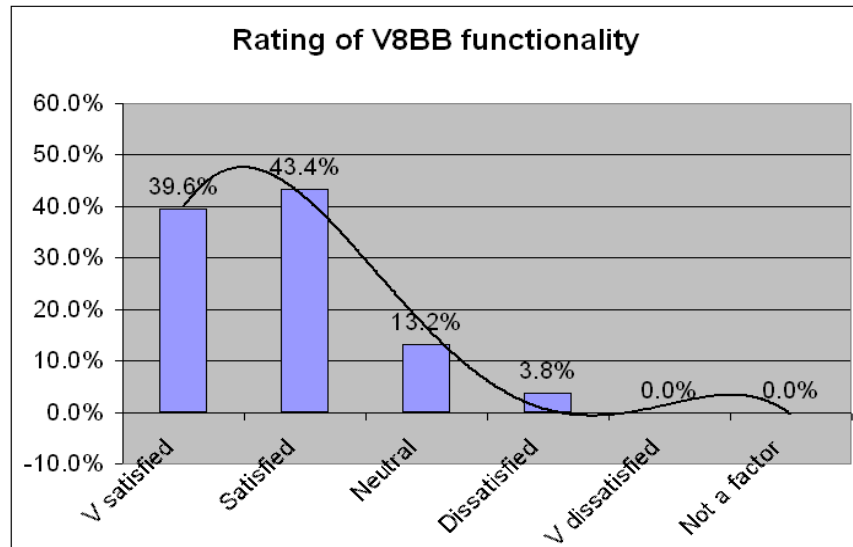
### Members' rating of the technical content in V8BB postings?



## Graphical analysis of members' views from the V8 Register Feedback Survey 2010

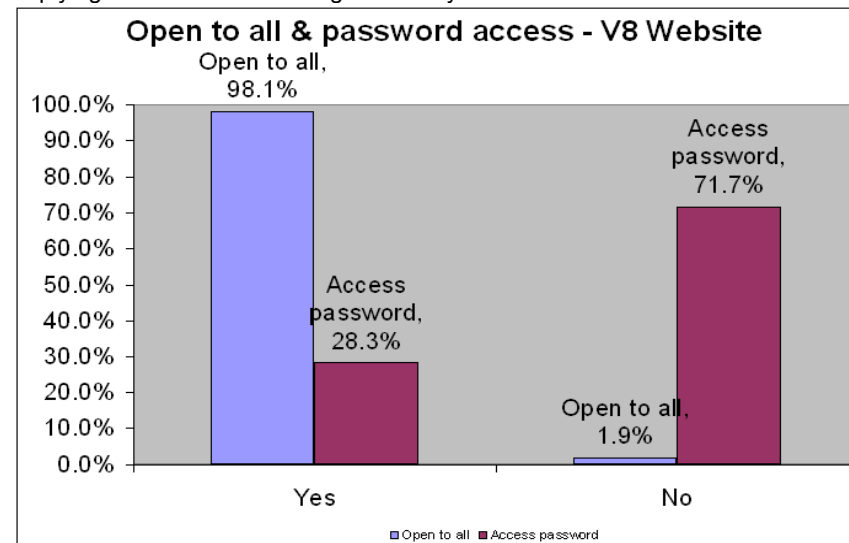
### Members' rating of the V8BB functionality?

A minority of members responding to the survey and at other times do feel the bespoke V8BB system we have should be replaced by the type of sophisticated forum seen elsewhere. However many members do like the simple notice board style of V8BB. A review of the system we use for the V8BB is underway.



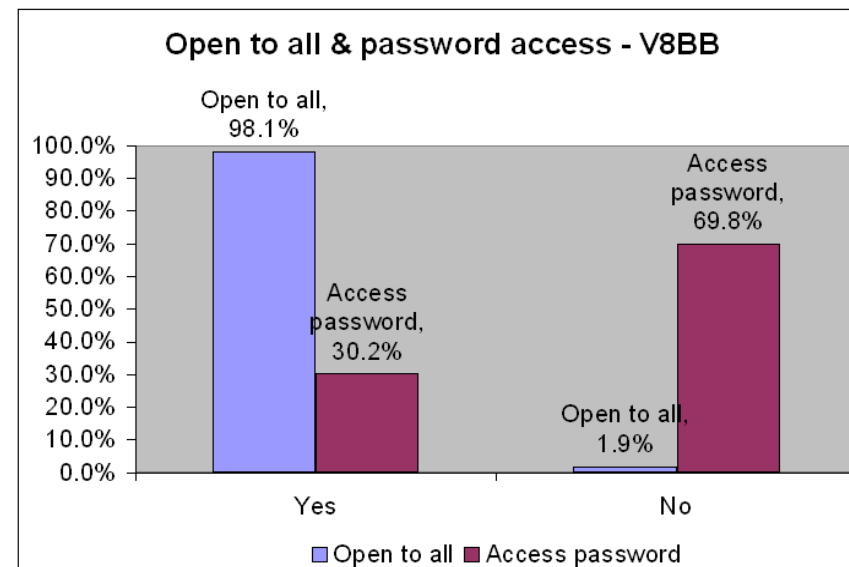
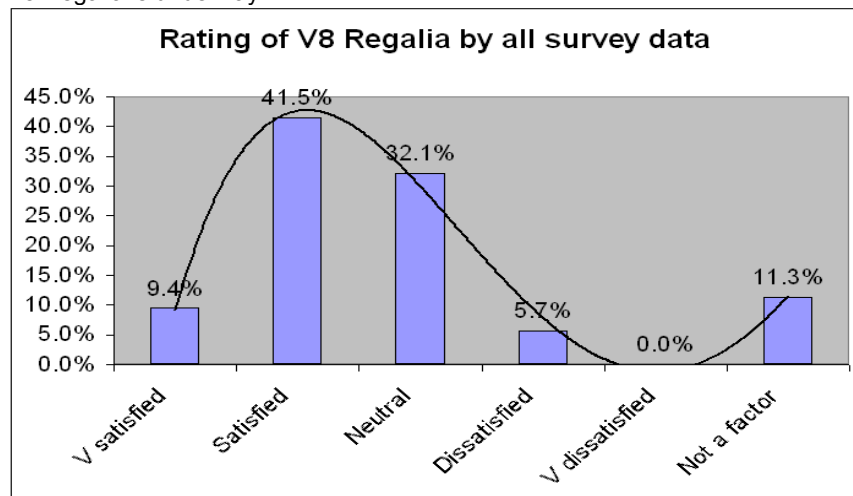
### Members' views on "open to all" & password access for the V8 Website and V8BB

There is virtually unanimous support from members responding to the survey to continuing with the policy of "open to all" access to both the V8 Website and V8BB, but there is significant support for password access with "open to all" access implying some form of user registration system.



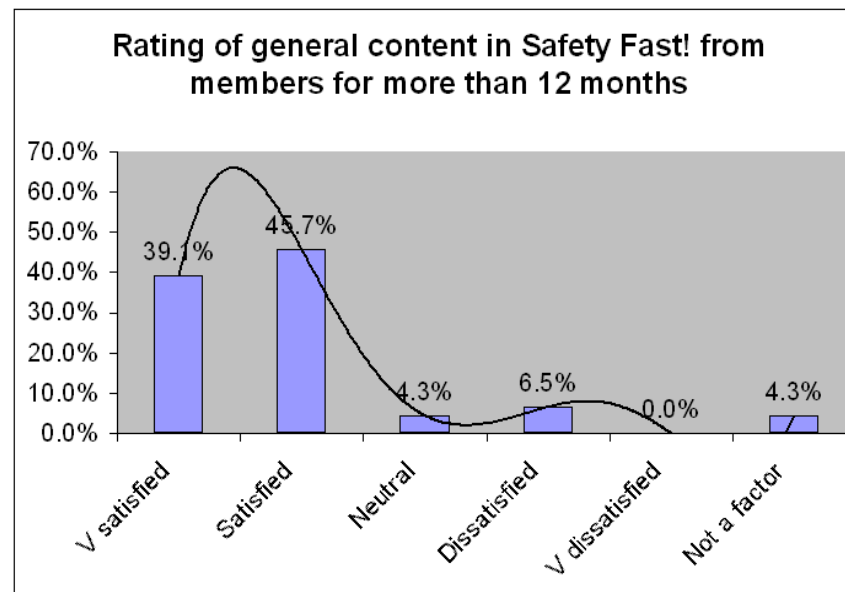
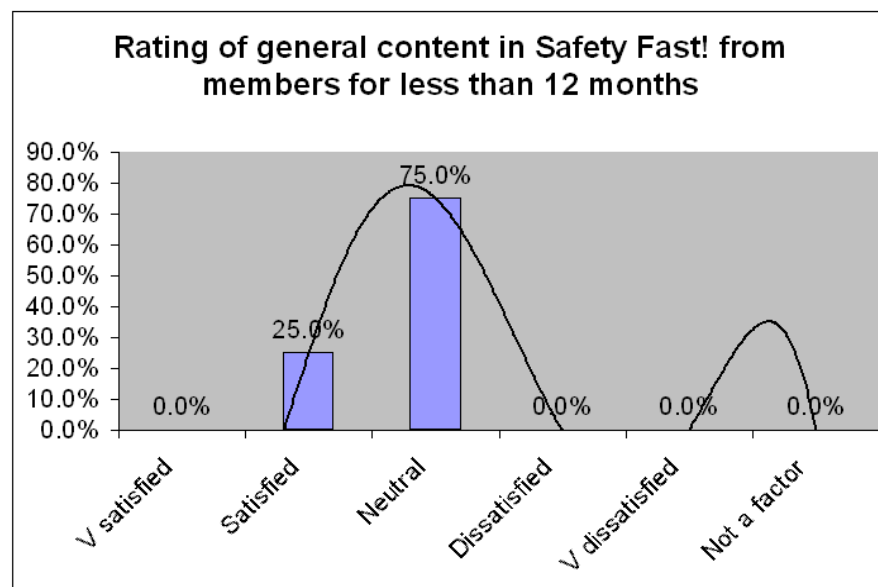
### Members' views on V8 Regalia?

A major review of both the range of regalia items and the online sales system for V8 Regalia is underway.



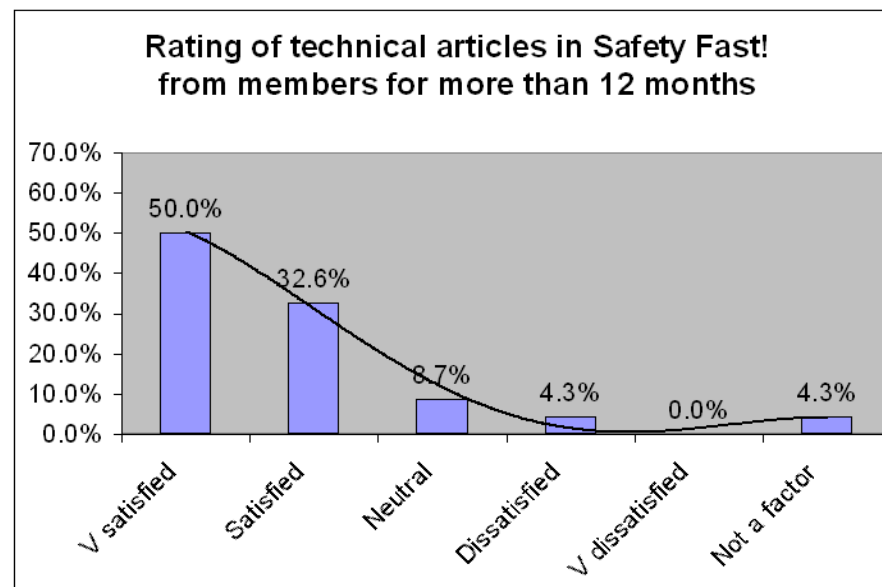
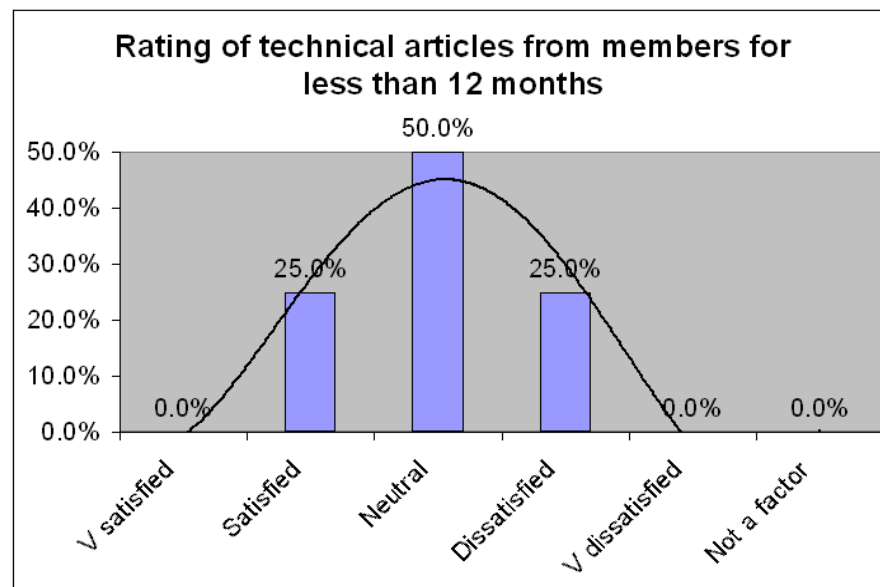
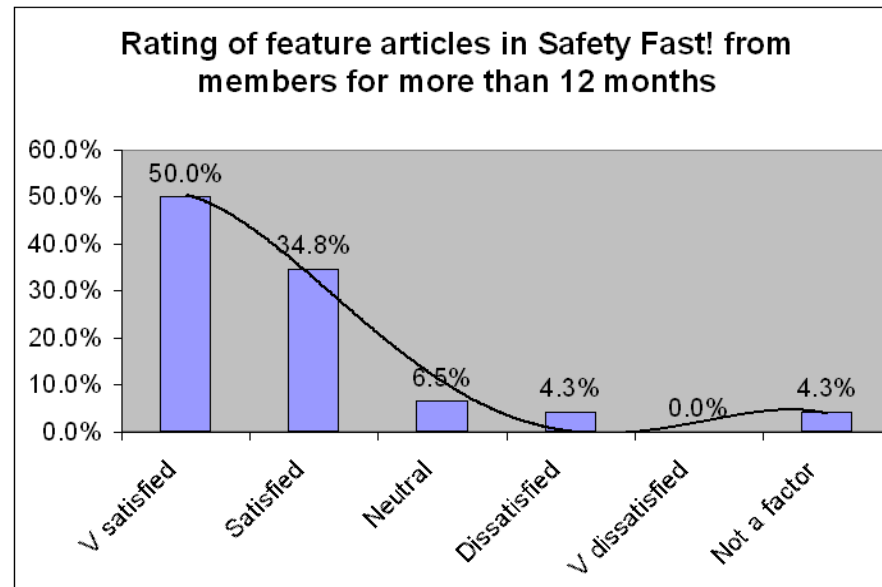
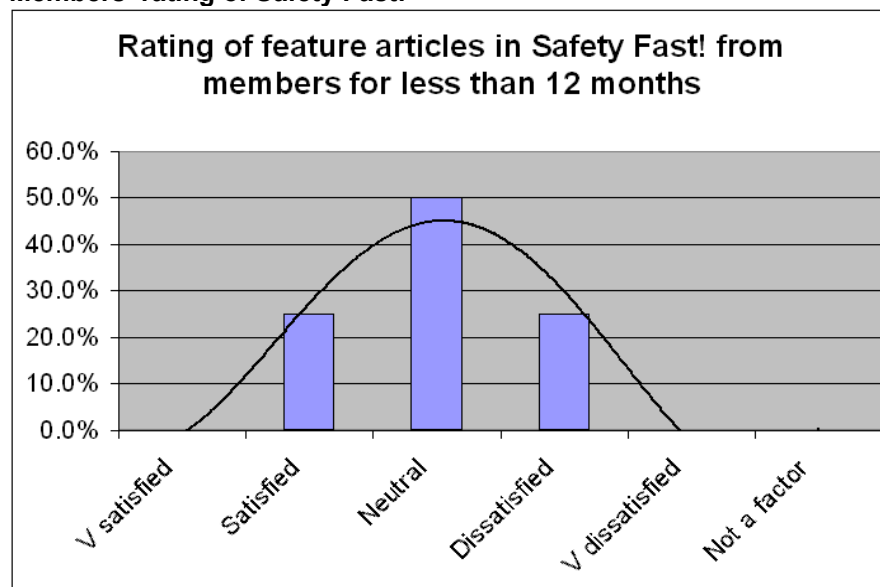
## Graphical analysis of members' views from the V8 Register Feedback Survey 2010

How do new members' ratings compare with those of longer term members?



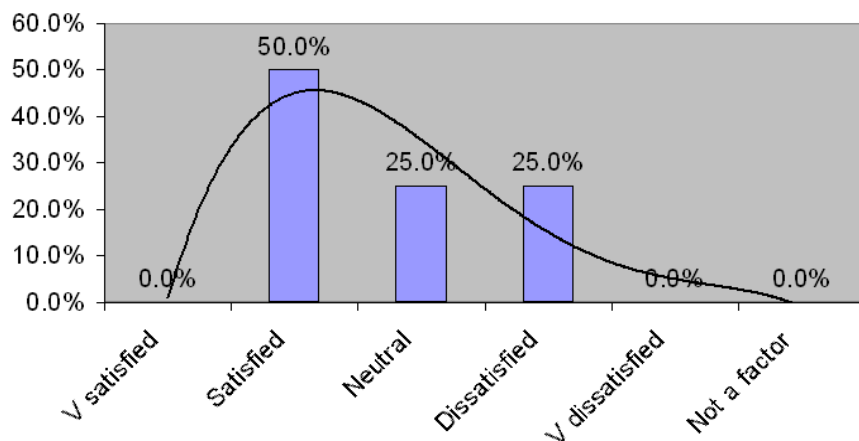
## Graphical analysis of members' views from the V8 Register Feedback Survey 2010

### Members' rating of Safety Fast!



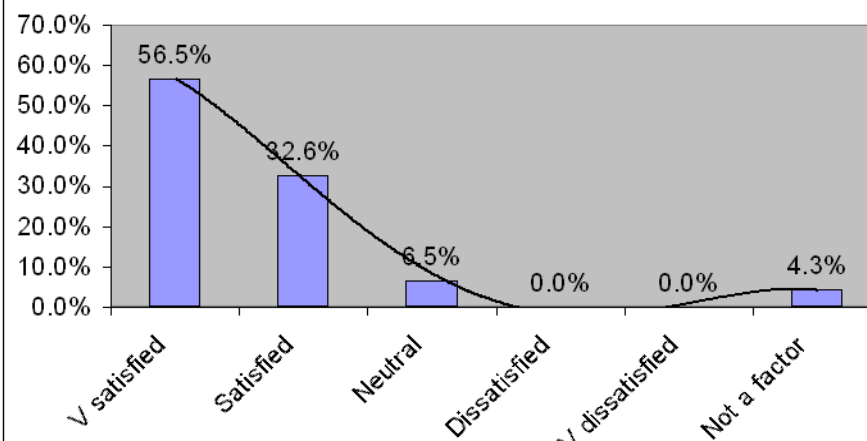
## Graphical analysis of members' views from the V8 Register Feedback Survey 2010

**Rating of V8 columns in Safety Fast! from members for less than 12 months**



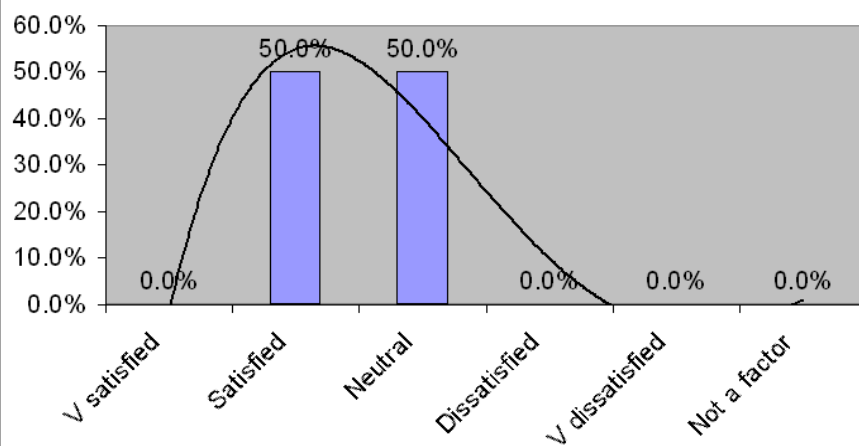
The 25% dissatisfaction rate in the new member group is a concern, particularly for the V8 Scribe! I will try and get from the new members an indication of what they feel leads them to be dissatisfied. The satisfaction with the V8 Newsletter is better.

**Rating of V8 Columns in Safety Fast! from members for more than 12 months**

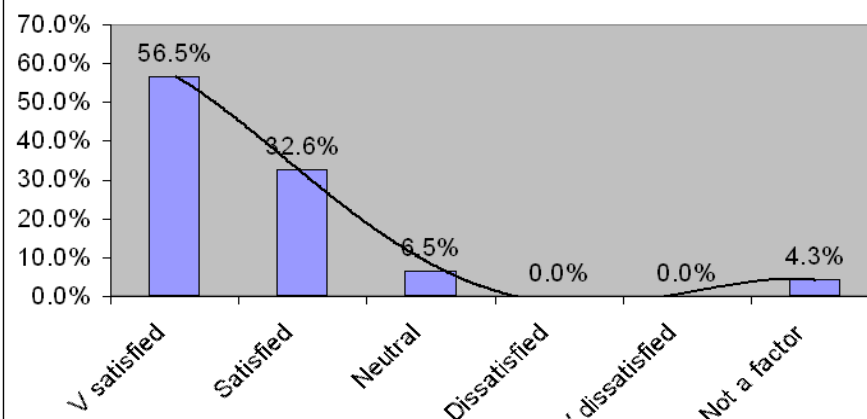


One new member has said "I find the magazine, whilst a useful source of tips for my MGZT and MGRV8, reads a bit like an old boys club! I'm also a member of the MGOC and get their magazine and find it an easier read but it has less/almost no articles on the RV8!"

**Rating of V8 Newsletters in Safety Fast! from members for less than 12 months**



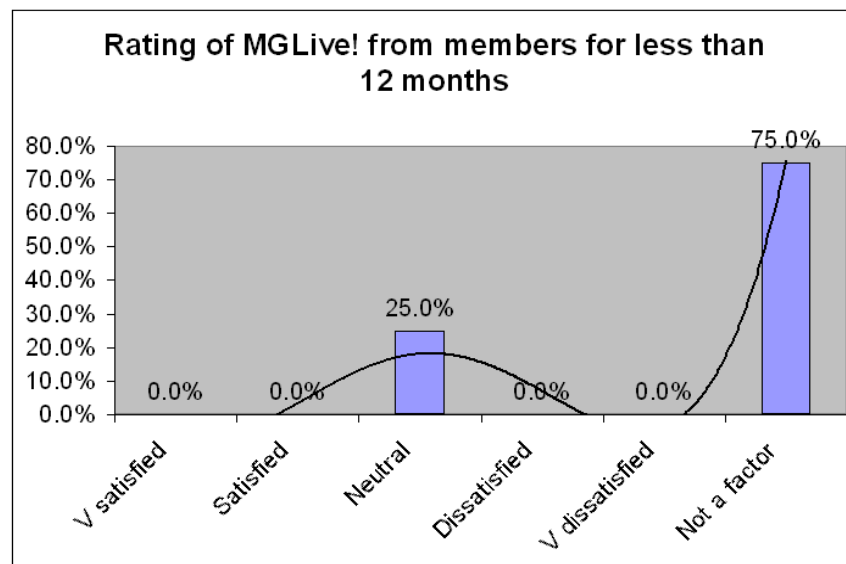
**Rating of V8 Newsletters in Safety Fast! from members with more than 12 months**



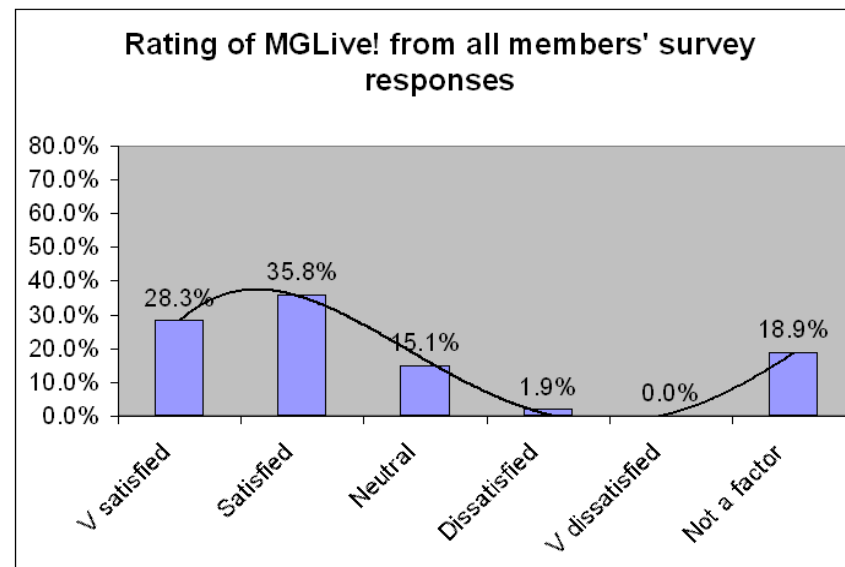
## Graphical analysis of members' views from the V8 Register Feedback Survey 2010

### Members' rating of MGLive!, the MG Car Club's principal annual meeting

Amongst longer term members, 64% are satisfied with MGLive! with almost 30% are very satisfied. The "dissatisfied" rating is from a single member who was also dissatisfied with the V8 Workshop Notes series too.



As the new members have been members for less than 12 months, it's very likely they have only seen reports of one MGLive! event and possibly attended the last MGLive! This could account for the 75% rating as "not a factor".



See also pages 9 and 10 below for members' ratings of the Club website and statistics on the survey group.

### Online survey form

This was taken down at noon on Thursday 16<sup>th</sup> December 2010 after a run of 10 days during which time 53 survey forms were completed and returned. See the form at: <http://www.v8register.net/subpages/news071210v8feedbacksurvey.htm>

All forms came from Club members except the second form (received within two hours of the launch of the online survey) which was submitted by an **unidentified frequent user (daily) of the V8 Website and V8BB with an RV8** who ended his survey form by noting he was not an MG Car Club member and did not intend joining! He was generally satisfied with the V8 Website and V8BB and indicated he did **not** feel it should be "open to all" and that there should be password access! He asked would "it be possible to have photos incorporated into the V8BB posts". On the face of it a brazen freeloader.

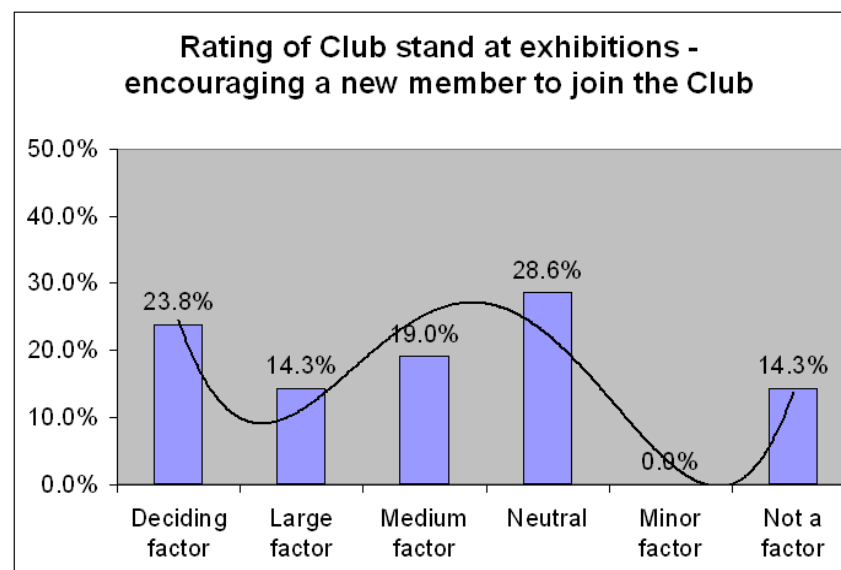
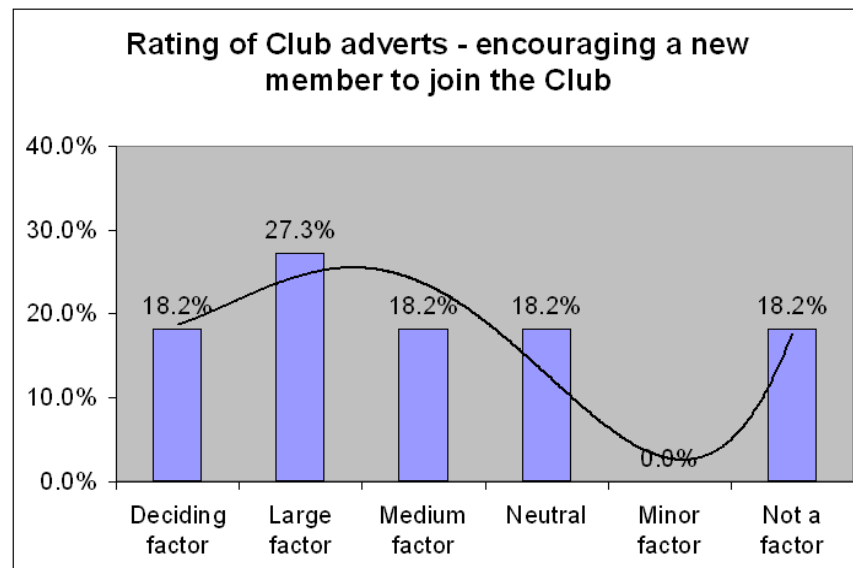
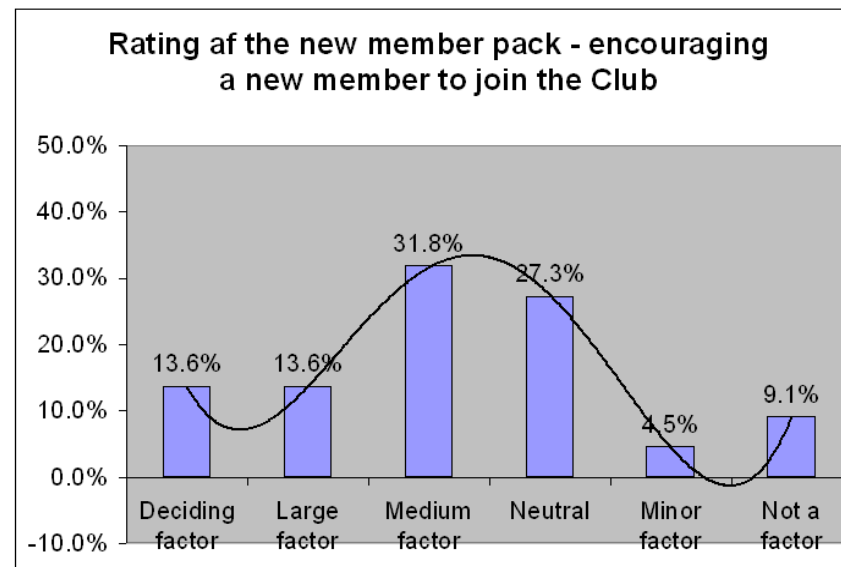
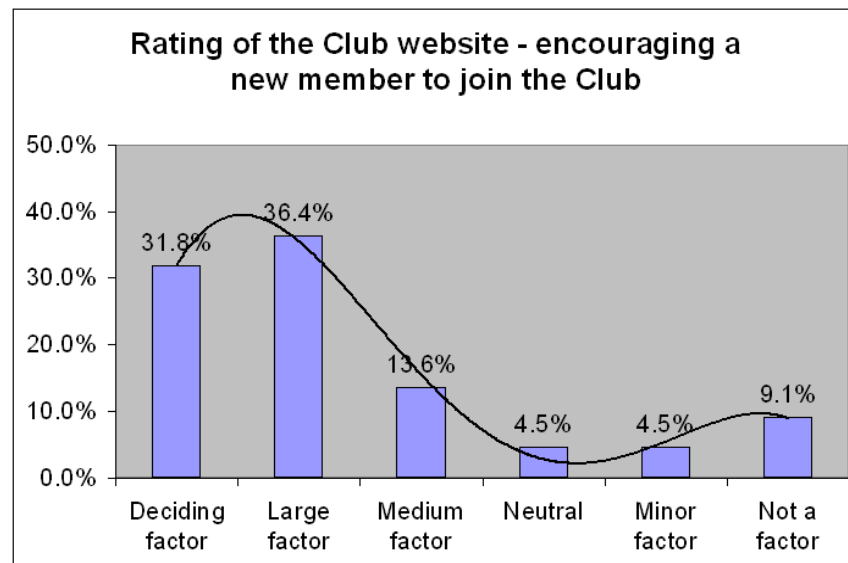
### Comments included in the survey forms in the section inviting comment

These have been gathered in a separate report which will follow.

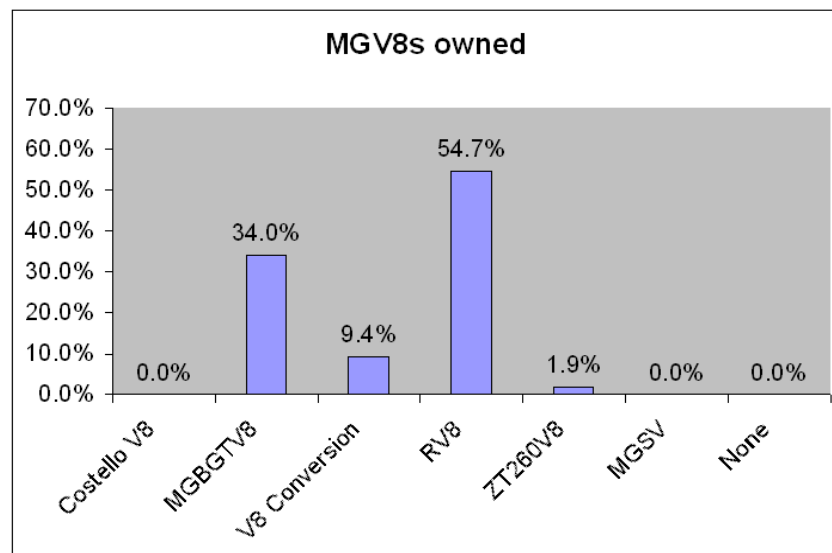
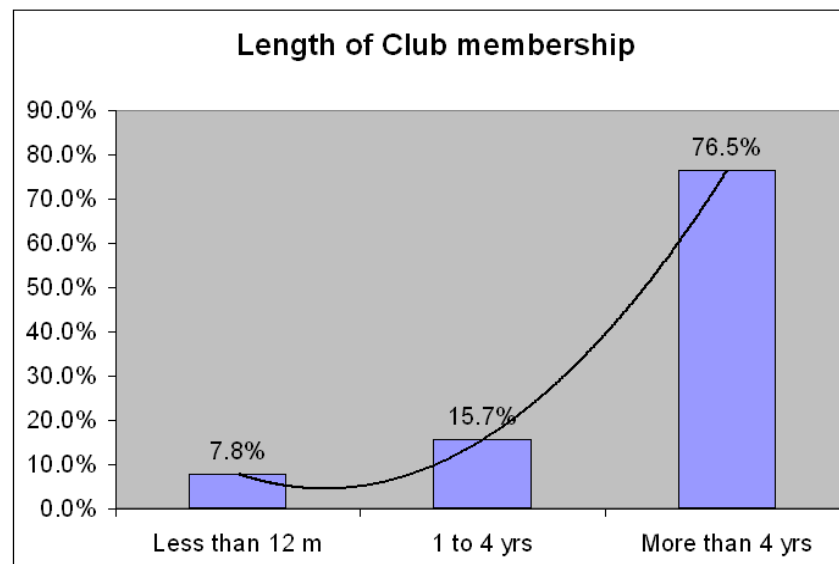
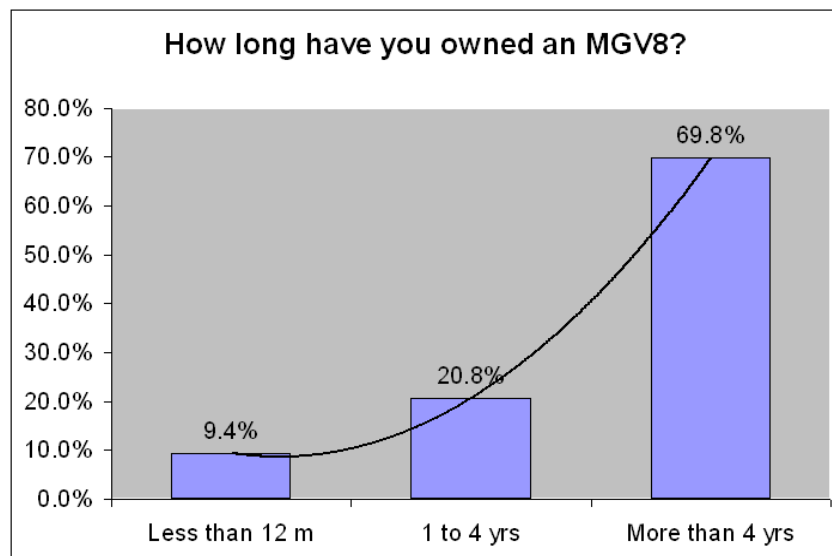


## Graphical analysis of members' views from the V8 Register Feedback Survey 2010

### Members' ratings of the MG Car Club website?

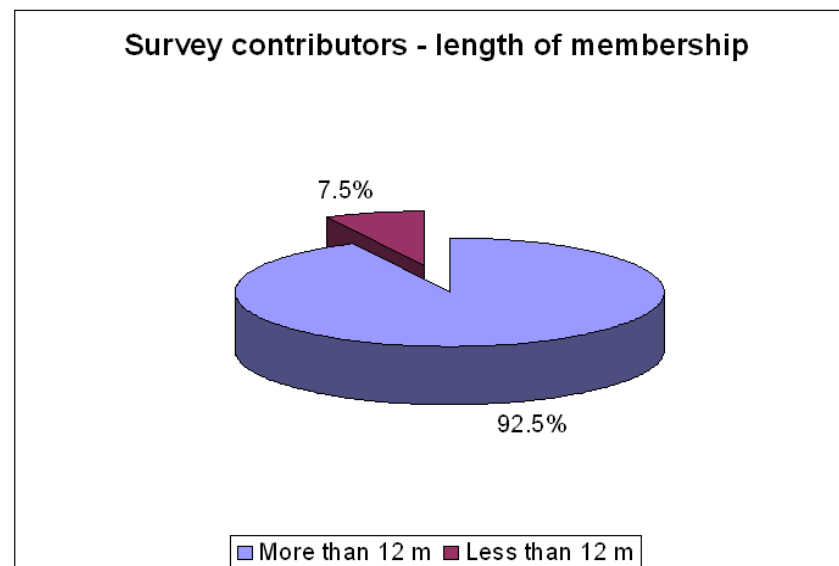


## Graphical analysis of members' views from the V8 Register Feedback Survey 2010



### MGV8s owned by members completing a survey form

The typical length of membership of members with the MGBGV8 model is over 10 years and many 20 plus years whereas RV8 members are typically 5 to 10 years. In the responses I could sense the long term members were happy with the V8 Register and felt no need to rate what they are happy with, so this may possibly explain the relatively lower survey response from MGBGV8 members.



Unfortunately only four new members for less than 12 months responded to the survey but their comments were useful in providing an indication of what other new members might feel.

These charts will accompany a written V8 Register end of year report.