

SURVEY RESULTS

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RESPONSE RATE

Many thanks to the 891 AROC members who completed the March 2010 survey. The survey was sent to all AROC members with email addresses. A notice was also posted in the Alfa Owner directing recipients to the <http://aroc-usa.org> website (and from there to the survey website) if they had not received or chosen not to answer the survey invitation directly. 884 useable responses were received through the e-mail invitation; only 7 from the website. Safeguards in place insured only one response per e-mail address.

The direct e-mail invitation resulted in slightly over a 36% response rate of members who had valid email addresses. (About 10% of AROC's members with email addresses had the questionnaire blocked by their spam filters.) Another 493 recipients opened the email attachment but chose not to respond to the survey.

BRIEF SUMMARY

The overall results were quite favorable to AROC in terms of satisfaction with their membership, the club's activities and the Alfa Owner. There is, of course, some dissatisfaction with the club. This seems to be concentrated among long-term members (over 20 years) with Giulietta and Giulia cars, who bemoan the fact that the Alfa Owner has transitioned from a technical do-it-yourself manual to a more broadly positioned medium. This was a quite explicit and vocal group, but only accounted for about five percent of the responses. However, approximately 15% of respondents who were otherwise satisfied with their membership also cited a need for technical articles, not only for early cars but for later models, especially spiders.

QUESTION BY QUESTION RESULTS

Below are question by question results. Many questions had possible multiple answers. Where this occurred, the total number of responses to the question is the first number listed; the total number of respondents is the second number. The first number listed was used to calculate statistics, except as noted.

Question 1: Years membership in AROC (n = 891)

less than 5	23%
6-10 years	17%
11-20 years	23%
over 20 years	37%

Comment: Since the last new Alfa Romeo sold in the U.S. to the "mass market" was in 1995 it's not surprising that 60% of members have held AROC membership for more than 10 years. On the other hand, the fact that 22% of the respondents were "newbies," (less than 5 years) is a very encouraging signal that AROC offers new Alfa owners a "home" that they value.

Aside: I am also an officer of the local Jaguar club. For 25 years this organization subsidized Jaguar Club membership for every new and used Jaguar sold at the local dealership. The renewal rate (once the free year's membership was up) was and remains dismal - less than 5%. Most Jaguar buyers who buy their new and used vehicles from the dealer seem to view cars as appliances, and see no value in joining a club whose members view cars as more important than simply transportation devices. I also consulted to a BMW dealer that sponsored the local BMW club.

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As a rule, about half of three series buyers were initially interested in BMW club membership. This proportion dropped precipitously with five and seven series buyers.

Question 2: Local chapter affiliations (n = 875)

About 5% of respondents did not list any - or did not know to which local club they belonged. About 10% of respondents had multiple local club memberships.

Question 3: Number of Alfas owned within immediate family (n = 891)

None	4%
One	54%
Two	23%
Three	8%
More than 3	11%

Question 4: Types of Alfas that are owned: (n cars = 1331; n members = 887)

1967-1995 Spiders	38%
1965-1980 Coupes & Sedans	18%
1954-1965 Giulietta & Giulia	14%
1975-1986 trans-axle coupes & sedans	10%
1991-1995 164 sedans	7%
1987-1989 Milano	7%
All other Alfas	6%

Question 5: Local club participation **2009** (n participation = 1253; n members = 884)

Statistics based on members.

Social activities	36%
Driving activities	28%
None	28%
Other club activities	8%

Comment: These results are a little mystifying. I cannot imagine what club activities would be "other" (not social or driving). Very worrisome is the 28% that did not participate in local club activities.

Question 6: Club leadership activities during membership: (n = 1358) (n members = 865)

Statistics based on members.

Local chapter activity	43%
None	41%
National club activity	5%

Comment: These figures are a little misleading since a minority of members had/have multiple leadership positions. Actually 64% (549/865) assumed no leadership positions during their membership. This is typical. Conversely 25% of the respondents had been, or are, a local chapter officer.

Question 7: Driven Alfas to non-AROC sponsored events: (n = 891)

Yes	54%
No	45%

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Question 8: Evaluation of Alfa Owner: (n = 865) (Lower scores are better)

<i>The Alfa Owner is a valuable part of my AROC membership.</i>	score = 1.5
<i>I especially enjoy the Alfa History photos.</i>	score = 1.5
<i>I read each issue...from cover to cover.</i>	score = 1.6
<i>I use the vendors that advertise in the <u>Alfa Owner</u>.</i>	score = 1.7
<i>I enjoy "The Morningstar Report."</i>	score = 1.9
<i>The "Calendar of Events" is a valuable resource.</i>	score = 2.1
<i>The first section I read is "Il Mercato."</i>	score = 2.5

Comment: The Events Calendar is only as good as the local chapters make it. All local chapter activities should be listed. Open-ended responses (next question) also asked for more event listings. The onus here is on local chapter officers.

Question 9: How can Alfa Owner be improved? (n = 501)

Here's the top 5 suggestions:

- (1) *More technical articles (all series of cars.)*
- (2) *Alfa Owner is better than ever.*
- (3) *Packaging issues - magazine arriving damaged.*
- (4) *More about Alfa history.*
- (5) *More articles from members.*

Question 10: Purchased Alfa club merchandise from magazine or website? (n = 879)

None - 46%

Yes - 54%, 56% from Owner.

Question 11: Items purchased: (n items = 1285; n members = 512)

Top five

Shirt	20%
Decal	18%
Hat	14%
Books/manuals	12%
Pin	8%

Question 12: Other merchandise desired? (n = 293)

Quite varied - here's a sampling, not necessarily in order

Scale model cars

Alfa logo merchandise without AROC logo

Good jacket or fleece

More books

Embroidered patches

Question 13: Attended National convention? (n = 891)

No	47%
2-5 times	22%
1 time	21%
More than five	10%

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Question 14: If never attended national convention, why not? (n = 429) Lower scores are more important.

Conventions are too far away.	score = 2.0
I don't like to drive my Alfa that far.	score = 2.4
Conventions are too costly.	score = 2.7
Convention activities don't interest me.	score = 2.9

Question 15: Participation in national conventions for those that attended; (n = 472) Higher scores indicate higher participation.

Banquet	score = 3.2
Award Brunch	score = 2.8
Tech Seminars/Sight-seeing drives	score = 2.8
Concours	score = 2.7
Art Show	score = 2.5
Rallies	score = 2.4
Time Trials	score = 2.1
Autocross	score = 2.0

Comment: While a director I analyzed participation in the driving events for four previous conventions (Portland, Chicago, Detroit and Tulsa.) TSD Rallies on average had lowest participation (about 5% of attendees), Gimmick Rallies participation was slightly higher. Time Trials, while numbers limited, typically did not enroll its maximum number of participants. Here maximum number of participants was about 15% at the smaller conventions (Tulsa, Portland) and less than 10% at larger conventions. Autocross participation was about 5% higher than time trials, also falling off at larger conventions. Clearly, these technical driving activities appeal only to a small number of loyal users.

Question 16: One most important reason for maintaining AROC membership: (n =494)

Remarks here largely followed earlier explanations. (A large number of respondents noted "Look at my earlier comments." The privacy locks in place did not permit this.) Here's a sample:

Largest set of comments dealt with satisfaction: Typical: *I am fine with membership.*

By far, the largest comments about "improvement" dealt not with the national club but with local club activities. (Need a closer chapter, open more chapters, need more local club activities, term-limit local chapter officers.)

The following set of comments are not in numerical order:

Lower membership costs. Make national membership optional.

More technical and "how-to" articles in Alfa Owner.

Longer lead time for Events Calendar.

Provide added value - negotiate discounts for repairs and part for members.

Help bring Alfa back to US.

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Question 17: Additional thoughts. (n = 249)

As in question 16, the largest number of comments were laudatory. Many comments were quite extensive, demonstrating a real concern for the club and its importance to the respondent.

Improvement/negative comments examples are below.

Improve the website - make it unique and valuable to membership. Have members-only section.

Customer ratings of local repair shops.

Survey was incorrectly place in spam folder. (Comment: This was blamed on AROC!) Also some negative comments about survey design.

Alfa Owner is representative of the national board, not the majority of owners.

The national Board of Directors does not contain officers from all parts of the US.

I enjoy driving my Alfa Romeo. I do not enjoy racing it. The Club seems focused on high-speed and technical driving events.

Profiles of contributors to Alfa Owner and of advertisers would provide validation of their expertise.

COMMENTS BY SURVEY AUTHOR

Most respondents appear to really care about their AROC membership - even those that express some dissatisfaction and/or frustration with the club. Club members recognize the difficult path the club has without any new car sales. But a large number of members perceptively observe that future new Alfa Romeo owners may very well have no interest in a club whose membership is focused on "older" cars.

I would be happy to discuss survey results with individual members, either via e-mail or even by phone (918-430-5968). Just remember that I am in the Central Time Zone!

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AROC Survey Response Graphs

Constant Contact Survey Results

Survey Name: AROC survey 1

Response Status: Partial & Completed

Filter: None

Jun 21, 2010 8:20:04 AM

* For how many years have you been a member of AROC?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 5 years			200	22.4 %
6-10 years			150	16.8 %
11-20 years			208	23.3 %
More than 20 years			330	37.0 %
No Response(s)			3	<1 %
Totals			891	100%

* What is(are) your local AROC chapter affiliation(s)? List all to which you belong.

875 Response(s)

* How many Alfa Romeo cars do you and other immediate household members own?

Answer	0%	100%	Number of Response(s)	Response Ratio
None			39	4.3 %
One			475	53.3 %
Two			199	22.3 %
Three			75	8.4 %
More than three			100	11.2 %
No Response(s)			3	<1 %
Totals			891	100%

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Answer	0%	100%	Response(s)	Ratio
Pre-war and 6C Series thru 1953			4	<1 %
(1950-1968), 1900 Series, 2000 102 Series, 2600 106 Series			30	3.3 %
(1954-1965), Giulietta & Giulia - All			189	21.3 %
(1965-1980) - Coupes & Sedans			233	26.2 %
(1967-1995) - Spiders			501	56.4 %
(1971-77) Montreal			25	2.8 %
(1975-1986) Alfetta series - trans-axle coupes & sedans			133	14.9 %
(1987-89) - Milano			93	10.4 %
(1991-95) - 164 Sedans			96	10.8 %
No current ownership of Alfas			35	3.9 %
Other			27	3.0 %
Totals			887	100%

*

In which local AROC chapter activities did you participate in 2009? Check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Social activities			448	50.6 %
Driving activities			354	40.0 %
None			348	39.3 %
Other			103	11.6 %
Totals			884	100%

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Which statements reflect your AROC and/or local club activity during your AROC membership. Check all that apply. (Contrast to question 5 which asked for ONLY your 2009 activities.)

Answer	0%	100%	Number of Response(s)	Response Ratio
I have served on the AROC (national) board.			32	3.6 %
I have been an officer of my local chapter.			212	24.5 %
I have been a Chairperson of a national event.			39	4.5 %
I have been a Chairperson of a local Alfa club event.			125	14.4 %
I helped organize a national event.			109	12.6 %
I helped organize a local club event.			248	28.6 %
I have NOT assumed any leadership positions in AROC.			549	63.4 %
Other			44	5.0 %
Totals			865	100%

In the past 5 years have you driven your Alfa(s) in/to events other than those sponsored by AROC?

Answer	0%	100%	Number of Response(s)	Response Ratio
No			401	45.0 %
Yes, explain below			477	53.5 %
No Response(s)			13	1.4 %
Totals			891	100%

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* Please evaluate the club's monthly Alfa Owner magazine.
 1 = Strongly Agree, 2 = Agree, 3 = Disagree, 4 = Strongly Disagree

Answer	1	2	3	4	Number of Response(s)	Rating Score*
The ALFA OWNER is a valuable part of my AROC membership.					865	1.5
I read each issue of the ALFA OWNER from cover to cover.					865	1.6
I use the vendors that advertise in the ALFA OWNER.					865	1.7
I enjoy "The Morningstar Report."					865	1.9
The first section I read is "Il Mercato."					865	2.5
The "Calendar of Events" is a valuable resource.					865	2.1
I especially enjoy the Alfa History photos.					865	1.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How can the Alfa Owner be improved? Please be as specific as possible.

501 Response(s)

Have you purchased Alfa club merchandise from either the magazine or website? Check all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
No			400	45.5 %
Yes, from the ALFA OWNER			347	39.4 %
Yes, from the AROC website			271	30.8 %
Totals			879	100%

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If you HAVE NEVER attended a National convention please tell us why. Please also answer if you ever attended conventions and no longer do.

1 = Agree Strongly, 2 = Agree, 3 = Disagree, 4 = Disagree Strongly

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Convention activities don't interest me.					386	2.9
Conventions are too far away.					429	2.0
Conventions are too costly.					371	2.7
I don't like to drive my Alfa that far.					387	2.4
Other					93	1.6

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

If you HAVE attended a National convention please describe your participation.

1 = Never, 2 = Seldom, 3 = Usually, 4 = Always

Answer	1	2	3	4	Number of Response(s)	Rating Score*
Time Trials					345	2.1
Autocross					338	2.0
Concours					395	2.7
Rallies					339	2.4
Sight-seeing drives/excursions					361	2.8
Tech Seminars					398	2.8
Art Show					352	2.5
Just spectating					374	3.3
Banquet					401	3.2
Awards Brunch					360	2.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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What Alfa Romeo information sources do you use?

1 = Often, 2 = Occasionally, 3 = Seldom, 4 = Never

Answer	1	2	3	4	Number of Response(s)	Rating Score*
The AROC-USA website					762	2.3
Your local club website					722	2.2
Alfa Bulletin Board					747	2.0
Alfa Digest					654	2.8
Alfa 750/101 board					587	3.3
Other(s) - List below					295	2.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Do you belong to another car club in addition to AROC? If so please list.

Answer	0%	100%	Number of Response(s)	Response Ratio
No			500	56.1 %
Yes			363	40.7 %
No Response(s)			28	3.1 %
Totals			891	100%

Consider ONE of the other car clubs to which you belong (Identify in Comment section.) How does membership in AROC compare?

1 = Agree strongly, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Disagree strongly

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
AROC is my primary membership.						470	2.3
ALFA OWNER is a more valuable resource than other club's publication						427	2.8
Other club has better merchandise selection.						394	3.0
Other club membership is MORE EXPENSIVE than AROC.						399	3.3
Other club has MORE VARIED driving activities than my local Alfa club.						395	2.7
Other club has GREATER NUMBER of social activities						392	2.8
AROC provides BETTER VALUE than other car club memberships						402	2.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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What is the ONE MOST IMPORTANT reason for maintaining your AROC membership?

791 Response(s)

What is the ONE BEST WAY your AROC membership can be improved?

494 Response(s)

Thanks for participating in our survey. Please feel free to add any comments or thoughts you may have about your AROC membership in the space provided below.

249 Response(s)
