

<b>Question 1: Age</b>	384 answered	
under 25	1	0.26%
25-35	0	0.00%
36-45	6	1.56%
46-55	76	19.79%
56-65	147	38.28%
66-75	143	37.24%
over 76	11	2.86%
<b>Question 2: Which Best Describes Your Current Status</b>	390 answered	
self-employed	79	20.26%
Employed full-time	112	28.72%
Employed part-time	24	6.15%
Retired	171	43.85%
other (nothing specified)	4	1.03%
<b>Question 3: If you are employed, in which sector?</b>	251 answered	
consultancy	28	11.16%
education	5	1.99%
engineering	45	17.93%
finance	18	7.17%
hospitality/leisure	4	1.59%
motor trade	14	5.58%
government	6	2.39%
IT	8	3.19%
Legal	6	2.39%
property	23	9.16%
manufacturing	15	5.98%
medical	19	7.57%
media	1	0.40%
research	0	0.00%
sales	6	2.39%
other	54	21.51%

<b>Question 4: Are you a member of other Car Clubs?</b>	395 answered	
yes (see note Q4)	286	72.41%
no	110	27.85%
<b>Question 5: Is your current XK your first?</b>	395 answered	
yes	319	80.76%
no	76	19.24%
<b>Question 6: Do you own any other classic cars?</b>	394 answered	
no	144	36.55%
yes (see note Q6)	253	64.21%
<b>Question 7: Is your XK...</b>	392 answered	
restored and on the road?	261	66.58%
unrestored and on the road?	64	16.33%
unrestored and off the road?	67	17.09%
<b>Question 8: If your car is restored, did you</b>	307 answered	
undertake the work yourself?	57	18.57%
do as much as you could, but with a specialist's help?	141	45.93%
employ a restoration company for the entire project?	109	35.50%
<b>Question 9: How do you maintain your car?</b>	393 answered	
Maintain it yourself?	151	38.42%
Use a specialist?	75	19.08%
A bit of both	167	42.49%
<b>Question 10: How much do you spend annually on your classic car(s)?</b>	393 answered	
Less than £1000	70	17.81%
£1000 to £5000	217	55.22%
£5000 to £10,000	71	18.07%
£10,000 to £20,000	35	
<b>Question 11: How many miles do you drive annually?</b>	387 answered	
Answers not analysed as we did not make the question clear enough - answers weren't consistent.		

<b>Question 12: Are you involved in historic motor sport as a competitor?</b>	394 answered	
No	364	92.39%
Yes	31	7.87%
<b>Question 13: Which of the following events have you taken part in during the past year</b>	265 answered	
Club Weekend	53	20.00%
Club tour	70	26.42%
Other tour	67	25.28%
Club representative's event	50	18.87%
Seminar/technical event	31	11.70%
Other tour	112	42.26%
<b>Question 14: How do you read the magazine?</b>	394 answered	
Paper copy	256	64.97%
Digital edition	27	6.85%
both	111	28.17%
<b>Question 15: If you read the digital magazine, do you have any comment about it?</b>	124 answered	
Good/excellent	50	40.32%
Suggestions	7	5.65%
Sign-in issues	2	1.61%
General technical issues	20	16.13%
Not really a digital fan	12	9.68%
<b>Question 16: How long do you spend reading the magazine?</b>	393 answered	
30 minutes	68	17.30%
1 hour	156	39.69%
over an hour	169	43.00%
<b>Question 17: Do you keep the paper magazine for future reference?</b>	390 answered	
No	59	15.13%
Yes	331	84.87%

<b>Question 18: What do you most enjoy reading?</b>	394 answered	
Club news	140	35.53%
Club events - news and reports	125	31.73%
Competition and other event news	74	18.78%
Lifestyle features	61	15.48%
Driving stories	182	46.19%
Restoration articles	335	85.03%
Interesting cars and their owners	271	68.78%
New products	171	43.40%
Market news/auction results	165	41.88%
cars for sale	135	34.26%
<b>Question 19: What would you like to see more of?</b>	370 answered	
Club news	36	9.73%
Club events - news and reports	45	12.16%
Competition and other event news	32	8.65%
Driving stories	118	31.89%
Restoration articles	230	62.16%
Interesting cars and their owners	202	54.59%
New products	124	33.51%
Market news/auction results	111	30.00%
cars for sale	92	24.86%
<b>Question 20: How relevant is the content of the magazine to you? (Where 1 = not relevant at all, 10 = very relevant)</b>	376 answered	
1	2	0.53%
2	2	0.53%
3	2	0.53%
4	13	3.46%
5	17	4.52%
6	30	7.98%
7	80	21.28%
8	124	32.98%
9	62	16.49%
10	45	11.97%

<b>Question 21: Would you consider contributing to the magazine?</b>	384 answered	
No	211	54.95%
Yes (see note Q21)	179	46.61%
<b>Question 22: Do you have an interesting story about you and your XK?</b>	221 answered	
Most people replied either simply 'yes' or 'no' to this question. Those who recounted their stories - these have been passed to the editorial team.		
<b>Question 23: Which motoring magazines do you read regularly?</b>	324 answered	
Classic & Sports Car	154	47.53%
Octane	68	20.99%
Jaguar World	64	19.75%
Classic Cars	103	31.79%
Other (see note Q23)	149	45.99%
<b>Question 24: How useful and relevant are the advertisements in the magazine? (Where 1 = not relevant at all, and 10 = very relevant)</b>	374 answered	
1	4	1.07%
2	4	1.07%
3	15	4.01%
4	11	2.94%
5	33	8.82%
6	59	15.78%
7	90	24.06%
8	91	24.33%
9	35	9.36%
10	33	8.82%
<b>Question 25: Have you responded to an advertiser during the last</b>	384 answered	
3 months	83	21.61%
6 months	74	19.27%
12 months	103	26.82%
Never	124	32.29%

<b>Question 26: Are there any specialists not currently advertising who you would recommend to Club members?</b>	137 answered	
Very useful answers, thank you - passed to the advertising team.		
<b>Question 27: Are you happy to leave your contact details? (Do note that the survey analysis will not show any names)</b>	385 answered	
No - I wish to remain anonymous	163	42.34%
If yes, please leave your name, email address & postcode below	222	57.66%
<b>Notes</b>		
<b>Q4</b> - of those who answered yes, Jaguar Drivers' Club, Jaguar Enthusiast's Club, the XK Club and MG Clubs were the most common.		
<b>Q6</b> - of those who answered yes, a Jaguar XK, Jaguar Mk II, MGB, MGA and Austin-Healey 3000 were the most common additional cars.		
<b>Q21</b> - many of you have already contributed, and more are happy to do so in future. Unfortunately several people who indicated they would like to contribute completed the survey anonymously so we can't contact you. If you would be interested, but did not leave us details, please contact us: sarah@e-typeclub.com		
<b>Q23. Practical Classics, Motor Sport</b> Magazine and other Club magazines were the most popular.		