

## Summary [See complete responses](#)

### Confidentiality Guaranteed

Please offer your honest and constructive ideas. You'll notice that we aren't collecting email or other identifying information, so please feel free to share your information as well as your perspective without any filters - we DON'T know who you are.

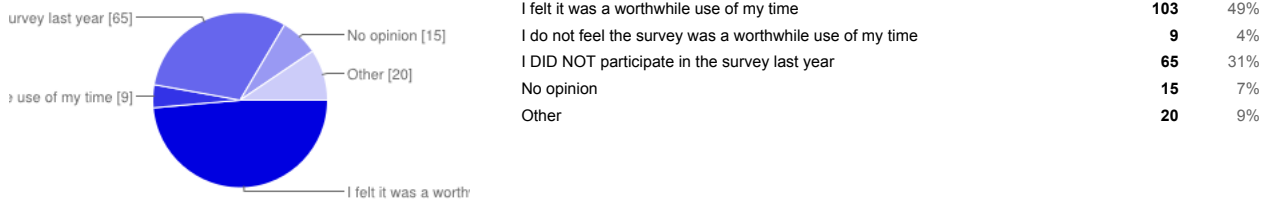
### Survey Content & Structure

Based on the prior survey, some folks asked for an up-front accounting of the survey so you know what you're getting into. The survey is comprised of 50 Questions Total, and can take as little as 5 minutes to complete depending on the level of your specific feedback: - 3 Questions about last year's survey - 14 Questions about your membership history, yourself, and your cars - 21 Questions about your event participation, preferences, and meetings - 7 Questions about communications and newsletter preferences - 5 Questions to gauge your opinion and ideas for the survey

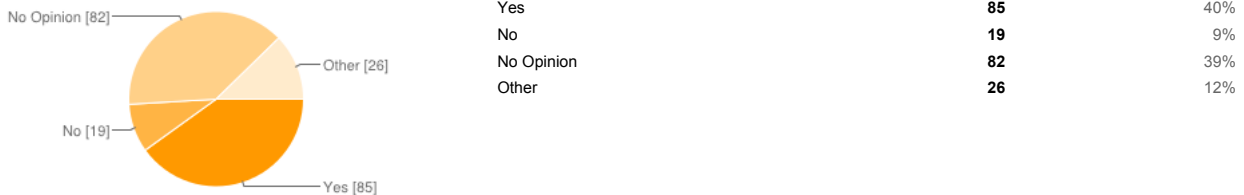
### LAST YEAR'S RESULTS

First things first - we summarized last year's survey and published the results in the November edition of Tobacco Roads. You can find it on page 12 of your paper copy, or go to the link below to review the summary. [http://cr-pca.org/NewsDates/TRArchive/2011\\_11\\_TR.pdf](http://cr-pca.org/NewsDates/TRArchive/2011_11_TR.pdf) (You may have to copy and paste this link into your browser)

#### A. If you participated in last year's survey, do you feel as though it was a worthwhile use of your time?



#### B. Did you feel that the results of the survey were either 1) useful to you; or 2) effectively used by the club's leadership?



#### C. Please feel free to suggest specific items to improve our survey process.

No feedback on progress based on survey results      Just keep doing it!      Seems to be straightforward      As I said, I wasn't a member last year, but a heads-up 2-3 times prior to the survey coming out would be nice. And, area directors could even bring a few forms to the meetings to make sure everyone interested in participating does.

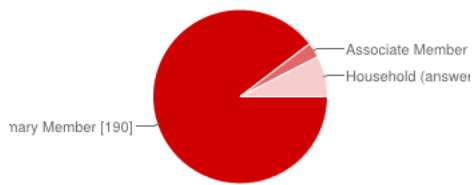
sex households.      Question #6 should be rephrased to take into consideration some households may not be a male and female partnership. Find some way to allow for same from ...      Implement the results of the survey.      Link from facebook very helpful and presume feedback will be greater

### TELL US ABOUT YOUR MEMBERSHIP HISTORY

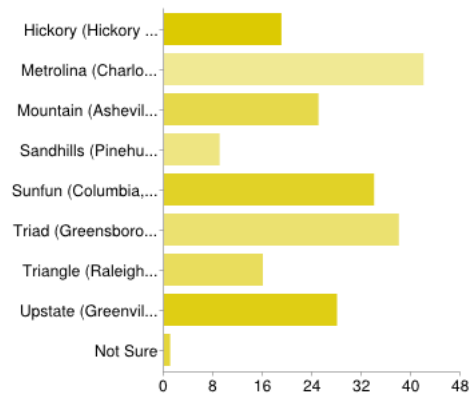
Please provide a brief history about your membership in PCA

#### 1. Are you answering this survey as a Primary Member, an Associate Member, or for a Household?

Primary Member	190	90%
Associate Member (family-active / affiliate)	6	3%
Household (answering for primary member & family/associate member)	16	8%

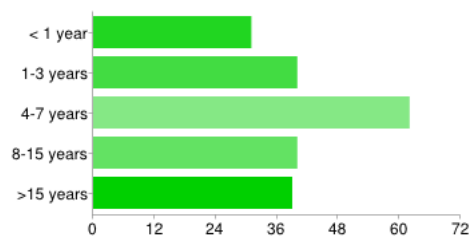


**2. Which area do you belong to?**



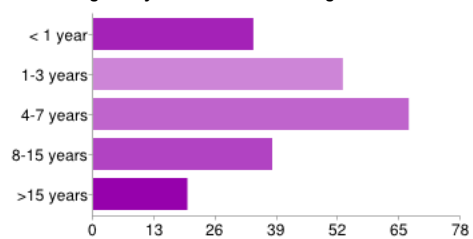
Hickory (Hickory and surrounding areas)	19	9%
Metrolina (Charlotte and surrounding areas)	42	20%
Mountain (Asheville, Hendersonville and surrounding areas)	25	12%
Sandhills (Pinehurst, Southern Pines and surrounding areas)	9	4%
Sunfun (Columbia, SC and surrounding areas)	34	16%
Triad (Greensboro, Winston-Salem and surrounding areas)	38	18%
Triangle (Raleigh, Durham and surrounding areas)	16	8%
Upstate (Greenville SC, Spartanburg and surrounding areas)	28	13%
Not Sure	1	0%

**3. How long have you been a PCA member?**



< 1 year	31	15%
1-3 years	40	19%
4-7 years	62	29%
8-15 years	40	19%
>15 years	39	18%

**4. How long have you been a Carolinas region member?**



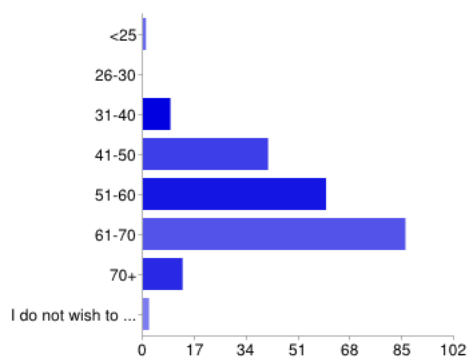
< 1 year	34	16%
1-3 years	53	25%
4-7 years	67	32%
8-15 years	38	18%
>15 years	20	9%

**TELL US ABOUT YOURSELF**

This information is anonymous and will only be used on a composite level to help us better understand the membership. (Please provide any comments at the end of this survey if you have a particular opinion about collecting this data.)

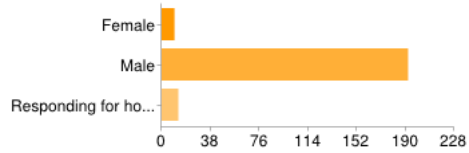
**5. What is your age?**

<25	1	0%
26-30	0	0%
31-40	9	4%
41-50	41	19%
51-60	60	28%
61-70	86	41%



70+	<b>13</b>	6%
I do not wish to provide this information	<b>2</b>	1%

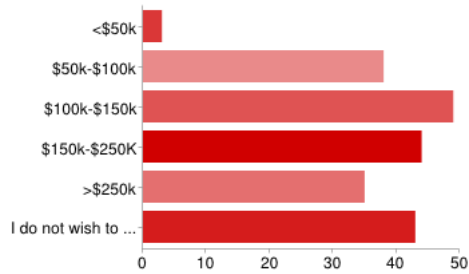
#### 6. What is your gender?



Female	<b>10</b>	5%
Male	<b>192</b>	91%
Responding for household (representing both genders)	<b>13</b>	6%

People may select more than one checkbox, so percentages may add up to more than 100%.

#### 7. What is your total household income?

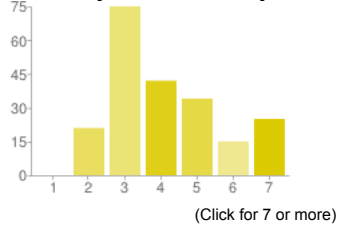


<\$50k	<b>3</b>	1%
\$50k-\$100k	<b>38</b>	18%
\$100k-\$150k	<b>49</b>	23%
\$150k-\$250k	<b>44</b>	21%
>\$250k	<b>35</b>	17%
I do not wish to provide this information	<b>43</b>	20%

## TELL US ABOUT YOUR GARAGE

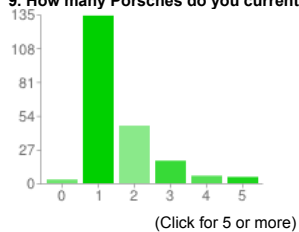
Please let us know more about your cars.

#### 8. How many TOTAL vehicles do you currently own in your household (including non-Porsche vehicles)?



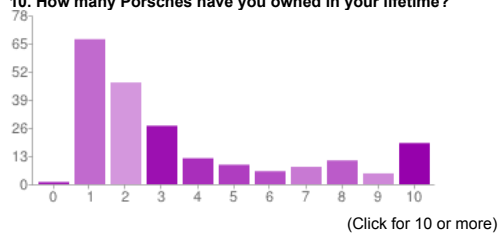
1	<b>0</b>	0%
2	<b>21</b>	10%
3	<b>75</b>	35%
4	<b>42</b>	20%
5	<b>34</b>	16%
6	<b>15</b>	7%
7 - (Click for 7 or more)	<b>25</b>	12%

#### 9. How many Porsches do you currently own?



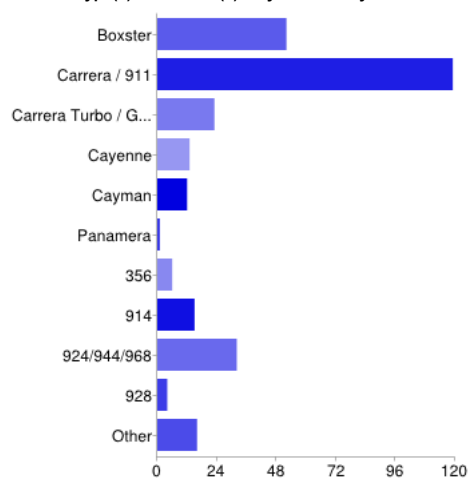
0	<b>3</b>	1%
1	<b>134</b>	63%
2	<b>46</b>	22%
3	<b>18</b>	8%
4	<b>6</b>	3%
5 - (Click for 5 or more)	<b>5</b>	2%

**10. How many Porsches have you owned in your lifetime?**



0	1	0%
1	67	32%
2	47	22%
3	27	13%
4	12	6%
5	9	4%
6	6	3%
7	8	4%
8	11	5%
9	5	2%
10 - (Click for 10 or more)	19	9%

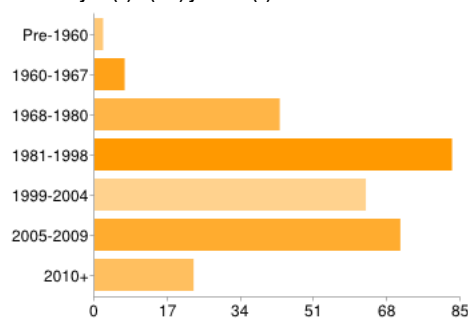
**11. What type(s) of Porsche(s) do you currently own?**



Boxster	52	25%
Carrera / 911	119	56%
Carrera Turbo / GT3 / GT2	23	11%
Cayenne	13	6%
Cayman	12	6%
Panamera	1	0%
356	6	3%
914	15	7%
924/944/968	32	15%
928	4	2%
Other	16	8%

People may select more than one checkbox, so percentages may add up to more than 100%.

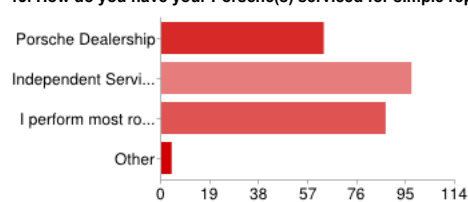
**12. What year(s) is(are) your car(s)?**



Pre-1960	2	1%
1960-1967	7	3%
1968-1980	43	20%
1981-1998	83	39%
1999-2004	63	30%
2005-2009	71	33%
2010+	23	11%

People may select more than one checkbox, so percentages may add up to more than 100%.

**13. How do you have your Porsche(s) serviced for simple repairs & routine maintenance?**

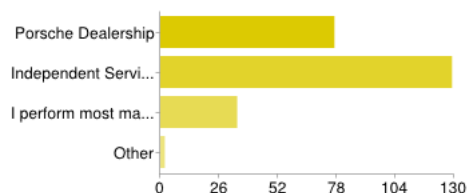


Porsche Dealership	63	30%
Independent Service Centers	97	46%
I perform most routine maintenance and simple service myself	87	41%
Other	4	2%

People may select more than one checkbox, so percentages may add up to more than 100%.

**14. Excluding simple/routine maintenance, how do you have your Porsche(s) serviced?**

Porsche Dealership	77	36%
Independent Service Centers	129	61%
I perform most major service myself	34	16%
Other	2	1%



People may select more than one checkbox, so percentages may add up to more than 100%.

## Section II: CLUB PARTICIPATION & EVENT QUESTIONS

Questions 15-35 (of 47)

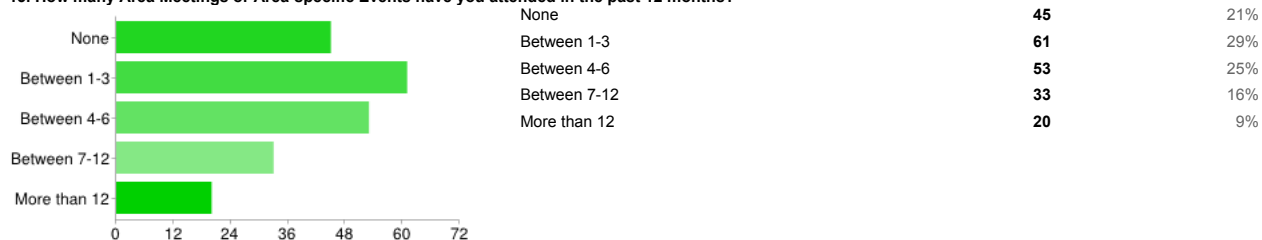
### FYI - "Region" versus "Areas"

Carolinas region has a two-tiered structure that includes 8 local areas within the region. Area Directors run your local area meetings, lead the local areas, and represent the areas at the region level. The Area Directors serve on the region board, along with the region's elected officers and several other regional board and staff positions. The region coordinates activities and budget across the 8 areas.

### EVENT / MEETING PARTICIPATION

This section is meant to collect information specific to your event and meeting participation, experiences and preferences.

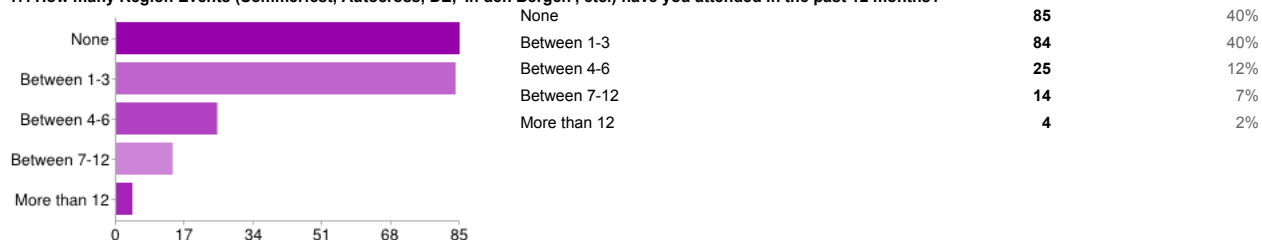
#### 15. How many Area Meetings or Area-specific Events have you attended in the past 12 months?



#### 16. If you have not attended any Area Meetings or Events in the past 12 months, why?

Got no time. N/A I club race and also have young children. Because I do not have a Porsche suitable for street use, and we are so busy with our children's activities, we just don't really have the time. n/a Too busy with kids, work, etc. Usually pretty far from my location and inconvenient I recently joined. Attended regularly at first, but found the meetings to be boring. I haven't attended in the last 6 months. new to the club... Illness Wives business demands. no time most are social. My wife and I are dedicated track rat and that is where we socialize. Working Just interested in DE events and live 5 ...

#### 17. How many Region Events (Sommerfest, Autocross, DE, 'In den Bergen', etc.) have you attended in the past 12 months?

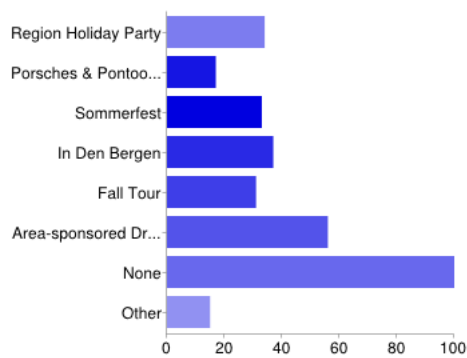


#### 18. If you have not attended any Regional Events in the past 12 months, why?

N/A see above household schedule precluded participation Joined last month. new to club New member. Illness Combination of being very busy and too much distance to events. Too far to drive for many. I wish there was a way to know if local members would be there...I am new to the area, and several members were at a DE I just went to that I didn't know beforehand My wife has a CPA business. Never been to one. Don't know anyone. And have had only enough time to get 6-7 DEs in a year. Not a member. Just joined last month None fit into my schedule Children, scheduling, personal time conflicts. Work travel I en ...

#### 19. SOCIAL & WEEKEND EVENTS: What Region Events have you registered for or participated in over the past 12 months?

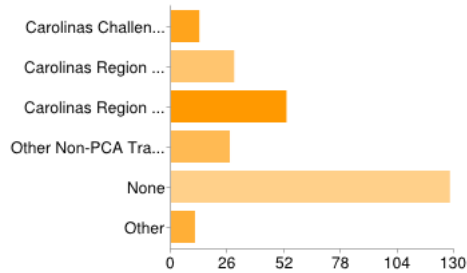
Region Holiday Party 34 16%



Event Category	Count	Percentage
Porsches & Pontoons Summer Cookout	17	8%
Sommerfest	33	16%
In Den Bergen	37	17%
Fall Tour	31	15%
Area-sponsored Drive & Dines (Tours/Lunches)	56	26%
None	100	47%
Other	15	7%

People may select more than one checkbox, so percentages may add up to more than 100%.

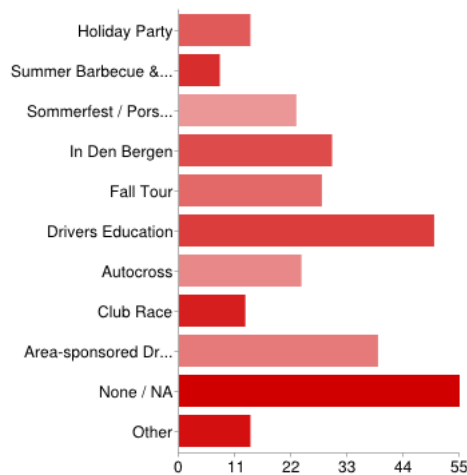
**20. DRIVING/TRACK EVENTS: What Events have you registered for or participated in over the past 12 months?**



Event Category	Count	Percentage
Carolinas Challenge Region Club Race	13	6%
Carolinas Region Autocross	29	14%
Carolinas Region Drivers Education	53	25%
Other Non-PCA Track, Autocross, or Racing Events	27	13%
None	128	60%
Other	11	5%

People may select more than one checkbox, so percentages may add up to more than 100%.

**21. Of the Events that you have attended, which one(s) have you enjoyed most?**



Event Category	Count	Percentage
Holiday Party	14	7%
Summer Barbecue & Pool Party	8	4%
Sommerfest / Porschefest	23	12%
In Den Bergen	30	15%
Fall Tour	28	14%
Drivers Education	50	26%
Autocross	24	12%
Club Race	13	7%
Area-sponsored Drive & Dines (Tours/Lunches)	39	20%
None / NA	55	28%
Other	14	7%

People may select more than one checkbox, so percentages may add up to more than 100%.

**22. What other Events would you suggest?**

None Overall, I think the Region offers a nice variety of events....unfortunately, the local area does not. More driving tours that come close to Florence, SC so I can join in. Like to have a track day to see how fast the 911 can go. More emphasis on driving events. High performance cars were ment to be driven not sit in a garage waiting for a car show Rally (I think that is the term where you aim for a specific speed, and gather like a scavenger hunt kind of thing), shorter drives to hang out and have a milkshake in the afternoon, hands-on tech sessions NO. Increase the number of DE's. Find lar ...

**SOCIAL/WEEKEND EVENTS**

Help us improve weekend and social events in the region.

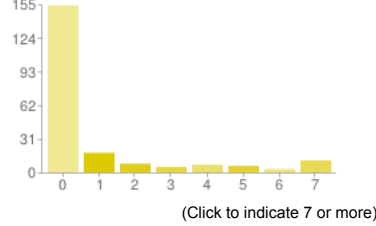
**23. Do you have any comments about our social & weekend events to help us improve them in the future?**

N/A none No disrespect intended, however some events seem more about 'drinking' than about 'Porsche.' very much enjoy sommerfest type multi event weekends. cost wise and event wise they are very enjoyable. Add some driving events to iin den bergen and it would be better for those of us who are not golfers and polishers. Maybe Area Directors could visit nearby club meetings to help introduce the areas to one another. no I am not very social, I got the car for the speed and handling / plus

### PERFORMANCE DRIVING EVENTS

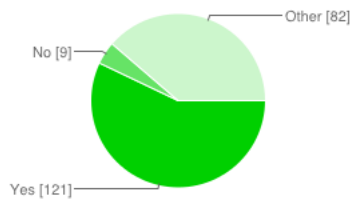
Please share your thoughts on Carolinas Region track and autocross events.

**24. How many Driver's Education events did you attend in the past year?**



Number of Events	Count	Percentage
0	154	73%
1	18	8%
2	8	4%
3	5	2%
4	7	3%
5	6	3%
6	3	1%
7 - (Click to indicate 7 or more)	11	5%

**25. Do you feel that the current registration fees for Driver's Education events provide a fair value?**

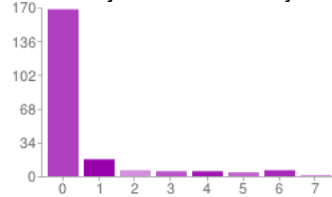


Response	Count	Percentage
Yes	121	57%
No	9	4%
Other	82	39%

**26. Please provide any suggestions to help us improve our Driver's Ed program in the future. Do you have a track preference and a reason for that preference?**

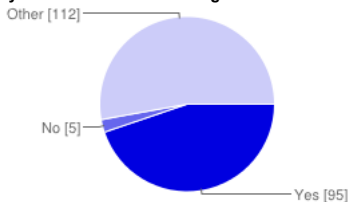
CMP is safe and fun N/A Only been to one, and I really enjoyed it. CMP Instructors are paying more than other offered events in the area you should look at this from a competitive perspective for example for a three day school at VIR my cost is \$120 down to free for other groups VIR: Close and best track in the region. N/A I notice that PCA is moving away from CMP. Don't know why but it is the only track convenient to me. About 1 1/2 hrs away. I would enjoy a DE, but the cost is a little much Figure out a good way to cover cars with insurance. Liability insurance doesn't exist, and collision insur ...

**27. How many autocross events did you attend in the past year?**



Number of Events	Count	Percentage
0	168	79%
1	17	8%
2	6	3%
3	5	2%
4	5	2%
5	4	2%
6	6	3%
7	1	0%

**28. Do you feel that the current registration fees for autocross events provide a fair value?**

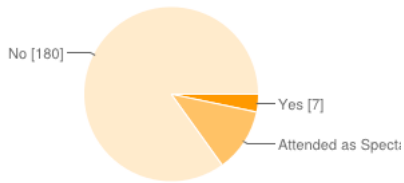


Response	Count	Percentage
Yes	95	45%
No	5	2%
Other	112	53%

**29. Do you have any comments to help us improve the autocross program in the future?**

More demo/trainingmb N/A Events run super smooth and efficient. Wish the location could be more centralized - being from the Mountain Region makes an Autocross an all-day affair. Maybe add some "relief" on volunteering when folks need to drive more than an hour to the location? N/A I would attend more if they weren't on Sunday. I haven't been to one, but it seems to be handled well. N/A N/A stop making the courses so tight. one of the ones at Knights stadium was a 1st gear course the whole way. Not fun Larger course venues. Rent somewhere larger so we can get into 3rd gear. N/A NA No opinion More

**30. Did you participate in the club race last year, or register for this year's race?**



Yes	<b>7</b>	3%
Attended as Spectator	<b>25</b>	12%
No	<b>180</b>	85%

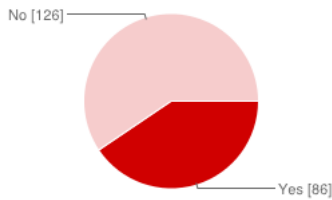
**31. Please share your experience or suggestions to help us improve our club race program in the future.**

N/A I'd like to see it take place earlier in the year  
 possible. racers! N/A n/a NA  
 Need to learn more, but I want to participate as soon as  
 N/A Excellent event, need more  
 Communicating to participants and the entire region board before hand will help in a smooth event - not everyone has been to the event, so don't assume that they know what to do and what to expect. Managing the budget is crucial - this is one event that can make or break the region - it should be treated as such. As a spectator I found the event to be a blast. I do not have a track car at this time but I enjoyed watching the other e ...

**CONCOURS**

Indicate if you would like to expand the current concours events in the region.

**32. Would you be interested in a Concours Series hosted at the regional level, with multiple events in a season?**

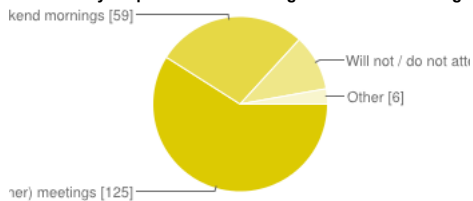


Yes	<b>86</b>	41%
No	<b>126</b>	59%

**AREA MEETINGS & EVENTS**

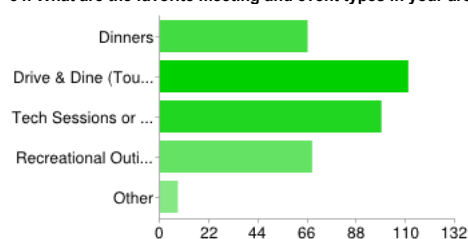
Help us tailor the meetings and events in the local area to best meet your needs.

**33. What is your preference for timing of local Area Meeting dates/times?**



Weeknight (dinner) meetings	<b>125</b>	59%
Weekend mornings	<b>59</b>	28%
Will not / do not attend	<b>22</b>	10%
Other	<b>6</b>	3%

**34. What are the favorite meeting and event types in your area, or what would you prefer?**



Dinners	<b>66</b>	34%
Drive & Dine (Tours/Lunches)	<b>111</b>	56%
Tech Sessions or Dealer Demos	<b>99</b>	50%
Recreational Outings (other activities, wine tastings, etc.)	<b>68</b>	35%
Other	<b>8</b>	4%

People may select more than one checkbox, so percentages may add up to more than 100%.



**35. Please share your suggestions to improve local area meetings and events in the future.**

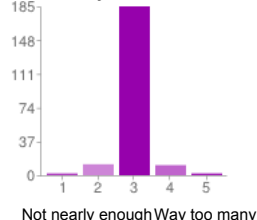
N/A Replace area directors... We would like to have drive, hike and dine, or other outdoor activities combined with a drive.  
 combine the meeting with a drive and dine Keep them in easy-to-access venues, so that people from the entire area can get there quickly and easily on a weeknight. Some of our area members would have to drive over an hour to get here, then extra to get through the city to some venues N/A bring back the winery tour Keep up the good work, keep it simple and reasonable cost. More about the cars. I can socialize any time but a Porsche club meeting should have some substance to ...

**SECTION III: COMMUNICATION & NEWSLETTER PREFERENCES**

Questions 36-42 (of 47)

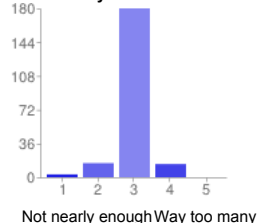
**COMMUNICATION PREFERENCES (EMAIL)**

**36. How do you feel about the frequency of region emails?**



1 - Not nearly enough	2	1%
2	12	6%
3	185	87%
4	11	5%
5 - Way too many	2	1%

**37. How do you feel about the frequency of area emails?**



1 - Not nearly enough	3	1%
2	15	7%
3	180	85%
4	14	7%
5 - Way too many	0	0%

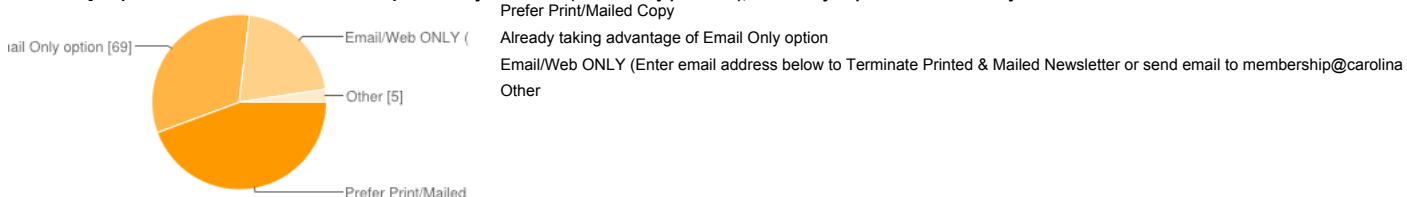
**38. Do you have any suggestions to help us improve regional or area email communications?**

When sending out emails do not list everyone on the "cc" so ALL emails can be compromised Use the "bcc" for addressees. This is particularly a problem with area emails I'm happy of email addresses. N/A I am not on some of the lists, apparently, like I just heard about Ron Reed's shutterfly emails. Need to have better coordination of email addresses. Doing just fine. provide links to all porsche organizations & information ie: 944online, 914world, porsche manuals, rennlist, excellence, etc..... I think they are well done. The emails communicate the upcoming events. My preference is still traditional mailing, bu ...

**TOBACCO ROADS NEWSLETTER**

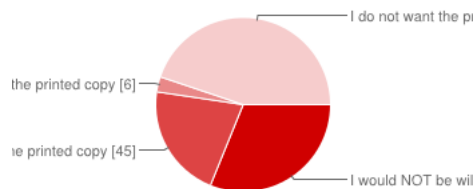
We'd like your input to help us control our newsletter costs and improve your membership experience in the future. NOTE: Tobacco Roads production and mailing costs historically comprise the largest single region expense. The region is considering ways to reduce future costs, such as the recent offering to deliver the publication via electronic-only means. To immediately terminate your mailed paper copy of Tobacco Roads, send an email to membership@carolinas-pca.com with your request, or enter your email in the "Other" field below.

**39. Would you prefer to receive Tobacco Roads in print and by email/web (as currently provided), or would you prefer to receive it by email/web ONLY?**



**40. Would you be willing to pay regional dues (in addition to the national dues of \$46 annually) to continue receiving a printed copy of Tobacco Roads?**

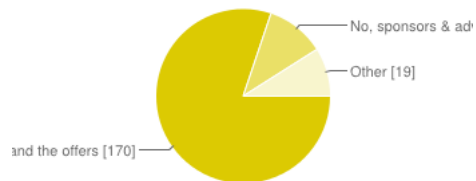
I would NOT be willing to pay more, but I want the printed copy	66	31%
I WOULD pay up to \$10 per year more for the printed copy	45	21%



I WOULD pay up to \$20 per year more for the printed copy  
I do not want the printed copy

6 3%  
95 45%

**41. Do you patronize our regional sponsors? Do you enjoy special offers or discounts club sponsors sometime provide?**



Yes, I enjoy the ads and the offers  
No, sponsors & advertisers have little value for me  
Other

170 80%  
23 11%  
19 9%

**42. Do you have any comments about these topics, or suggestions help us improve the monthly newsletter?**

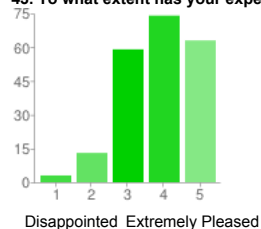
Print versus electronic is not the issue. We should improve TR via changing from b&w to color, make the editor a paid position, and get more articles. Why not include articles (with permission, of course) from Excellence, or other regions? This is our face to the community and the world. It should be modern, clean and desirable. You hypochondiac on extra cost for the TR in paper delivery but provide no transparency regarding club finances nor has any been provided in the last 12 years I do view on line, Howe Sri old fashioned and still like to hold it in my hand. I also keep for future re ...

**SECTION IV: SURVEY CONCLUSION**

Questions 43-47 (of 47) Please provide us with any general suggestions or feedback to help us improve the club and to improve future surveys.

**GENERAL FEEDBACK - SATISFACTION WITH THE CAROLINAS REGION PCA**

**43. To what extent has your experience in the Carolinas Region PCA met your expectations?**



1 - Disappointed  
2  
3  
4  
5 - Extremely Pleased

3 1%  
13 6%  
59 28%  
74 35%  
63 30%

**44. Please suggest ways that we can improve the club or enhance your experience with the club.**

More active programs to attract and introduce new members to our broad range of activities N/A not much coverage on the club racing activities in the newsletter. I'd like to know more about my fellow racers. Track girls at DE events. Dissatisfied with local area. Wish we were closer to another area so we could attend meetings. On a different note, (and no disrespect intended,) at my life stage, I am not interested in racing, autocross, driver's ed., etc...wish there was a person on staff who was totally dedicated to those of us who simply enjoy 'cruising.' Perhaps there's not enough of us (cruis ...

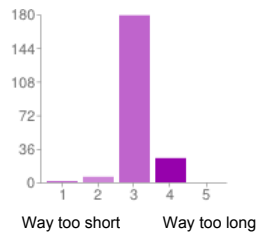
**45. If not addressed in this survey, can you share what reasons you have for being a PCA member?**

N/A General camaraderie ,share technical info I do enjoy the discounts and we have made lots of new friends. Our present Porsche is our 1st Porsche, and we have grown to respect and admire the brand. I am learning more about the vehicle by being a PCA member and have met many super-friendly folks. For us, we enjoy the simple, pure fun of just driving, whether as a single marque or among the Region members. Having that small PCA window decal reminds us that we are members of a select group...folks that enjoy Porsche! tech...discounts... Exchanging information about the cars, driving and the social ...

**46. Was this survey reasonable in terms of length & details collected?**

1 - Way too short  
2

1 0%  
6 3%



3  
4  
5 - Way too long

179 84%  
26 12%  
0 0%

**47. Please suggest ways that we can improve or enhance the future survey process.**

N/A      Thanks for the survey! Glad to be able to share my thoughts.      I have experience administering surveys and I think one is well-designed and should provide good feedback. Thank you for the work on it.      Send paper copies to area directors to take to meetings to make sure everyone who wants to participate has the opportunity. Also, communication about the survey approaching during the prior months.      HI DOUG!!!      N/A      For statistical purposes, the survey would be more easily compiled to you if minimize the "comments", stick with y/n answers or ratings like 1-5 or 1-10 opinions.      Mobile friendly version ...

**THANK YOU!**

Your participation in this survey is invaluable to the region's future success. You must click to "Submit" button in order to complete the survey. If you'd like to send comments directly to me after taking the survey, feel free to contact me at: [vice-president@carolinas-pca.com](mailto:vice-president@carolinas-pca.com). Doug Smith

