

## 2012 SAMOA Member Survey Results by Ron Petrich

As promised, the following represents the results of the SAMOA member Survey, which was available to all members during the period February 10 – March 9. The goal of the survey is twofold. First, we want to find out what prompted you to join SAMOA, and what attributes of the club keep you renewing your membership each year. And we also want to know what we are doing well, and what areas of club management need improvement and/or enrichment. We want to know what types of events are of interest to you, and what types are not.

The survey results are presented below both in tabular and text form. Although the raw data is important, your written comments to several questions add context and meaning to the data. Our car club, like any other, is comprised of individuals who each bring something to the table, some more – some less. It is hoped that completing this exercise will prompt some of our members to both continue and/or increase their involvement in various club activities, whether participating, leading or managing.

We received survey responses from 74 club members. This response represents 35% of the membership at the time of the survey. What is more significant, however, is that we have had participation from nearly 55% of all memberships, which is an outstanding response. The average tenure of those responding to the survey is 6.0 years in SAMOA, while the club average is 5.1 years. And finally, 100% of all respondents own at least one Miata!

### 1. How did you hear about SAMOA (choose one)?

Car tag	<b>3</b>	4 %
Newspaper	<b>10</b>	13 %
Another Miata owner	<b>19</b>	26 %
Online forum	<b>13</b>	18 %
Web Search	<b>11</b>	15 %
Family	<b>3</b>	4 %
Dealer	<b>9</b>	12 %
Friend	<b>4</b>	5 %
Don't Remember	<b>2</b>	3 %

### 2. Why did you join SAMOA (choose all that apply)?

Meet other Miata owners	<b>58</b>	32 %
Participate in club events	<b>61</b>	34 %
Get technical support for my Miata	<b>33</b>	18 %
Free membership offer	<b>15</b>	8 %
Family	<b>5</b>	3 %
Autocross Opportunity	<b>2</b>	1 %
Recreation	<b>4</b>	2 %
Track Days	<b>1</b>	1 %
Member Discounts	<b>1</b>	1 %
Totals	<b>180</b>	100 %

### 3. Why did you purchase your Miata?

- It is a great car
- Nice car
- I had a roadster when I was younger and when we became empty nesters it was time to have affordable fun again
- Always wanted one
- Have wanted one for over 10 years, finally got around to buying one. I wanted a special performance edition one so when the 2004/2005 Mazdaspeed version came out I decided to wait a couple years to buy it so I wouldn't take the depreciation hit. Found/bought a nearly new (19K miles) Mazdaspeed for half what it went for new. The wait was worth it...I'll have this little gem for a loooooong time
- Wanted a fun car. Uncomplicated. Easy to drive. And a convertible
- Best car in the world – spend time with family (better than walking). Just kidding sorta
- I know several people that own them and they think they can't be beat for the money. Couldn't afford a Porsche with all the amenities that my MX-5 provides
- Wanted a small car with stick shift to drive back roads to work
- Fell in love during test drive (was looking for a coupe)
- Fun car...
- I didn't purchase it I married into it
- I live in Cool and was working in downtown sacramento. A Miata seemed like the best way to make the commute enjoyable
- Price was affordable and SAMOA was the club with more events every month than other car clubs
- BECAUSE IT'S A MIATA!
- Read about them in the beginning (1989) and was impressed. First drove one in 1993 but the dealer wouldn't bargain so I passed. When the kid left home and we no longer had a tuition payment I found one in good condition and reasonably priced so I bought it. I'm on my third one
- Best Boxster substitute
- I finally realized what everyone had been saying, that these cars are FUN to drive
- I didn't, my spouse did...I just ride in it
- It was the affordable sports car at that time
- Because it is FUN!!!
- Didn't want to ride motorcycles alone anymore. We both agreed to try a sports car
- I always have one convertible car. It was cheap and gets great gas mileage. Martha and I like to go for drives and see new things. Bonus was it is a great driving car
- Always wanted a small sports car, and always liked the way the Miatas looked from year one
- Have always wanted a Miata since they first came out
- Rented one in 1990. Not practical to own at that time. In 2002 I was single and looking for a change. The memory of that car in 1990 got me into owning one
- I wanted a sports car. The 08 looked fantastic and the reliability is phenomenal. I could go on and on
- Had a good reputation
- Found an 8 year old Mazdaspeed with only 8k miles. I owned it 10 minutes later
- We wanted a reasonably priced roadster after we retired to have fun with
- Love the car, love to drive it!
- to have fun! Ok, really, back in the 90's I had a girlfriend who had an all black one with tan leather interior and she let me drive it. Got hooked on it right away and always wanted one till I got mine 2 years ago
- Did not like to drive the same cars as others drove on the road
- Had many British sports cars in the past, got tired of working on them. The Miata was the first car I did not have to work on
- I wanted a convertible and knew someone with a Miata when it was a brand-new Mazda model in 1990. It was a terrific little car then, too!

- I wanted a RWD sports car that was reasonably priced. And I wanted to upgrade the handling and performance to put it on a par with more expensive, powerful cars without the huge investment. That also made it much more fun to drive
- Needed a good combination of affordability, style and driving experience
- It is a cute, affordable car
- My first car was a brand new 1962 MG Midget, for which I paid \$1750 cash. I loved that car, and the Miata represents a return to my lost youth. And I just want to have fun
- To take it to the track and autocross
- Wanted a convertible "sports car" and after comparing the Mazda with other small cars the Miata still had enough trunk space to do the things I needed to do at the time. We bought in November 2008 and still love the car!
- Sold our boat and wanted a fun vehicle
- Been looking at them for some time (5+ years). Always wanted a 2 seat sports car. First looked at the Datsun 240Z & Fiat 124 sport spyder way back in 1974
- Bought on a whim. Discovered and enjoyed ever since
- Because Ford went with the Ital design rather than the Ghia design for the Capri. The Miata was very close to the Ghia design
- Thought about turning it into a Monster Miata but I have since fallen in love with the little car just the way it is and will probably keep it mostly stock and butcher up a junker to make it a V8 powered monster later
- I received it as a Father's Day gift (though I had been hinting at one for a while)
- I retired and always wanted a small sports car
- I've been in love with the Miata since I first saw it in 1989. I tried one on for size, but at 6'4" tall, I thought at that time I wouldn't fit. Later, I drove the then new BMW Z3 and loved the open air feel of a sports car, but couldn't afford the Beemer. I went looking for a 3 series droptop and came across my car. I asked the guy if I could play around with the seat to make it fit, and lo and behold, it did. I bought it and have never looked back
- Going through a mid-life crisis. Wanted to ride a motorcycle but had some issues so I decided I needed a little convertible car. Miata was my first choice
- Wanted a reliable sports car in 1992 and the Miata drove and handled much better than the Capri and was certainly better looking
- Love driving a roadster and it is practical for my long work commutes
- Wanted a reliable, sporty convertible to take advantage of sunny California weather
- Realizing my dream of owning a convertible
- Wanted a fun convertible
- My son took me for a ride in his Miata. After the ride I had to get one
- I have wanted one for many years. When I was searching for a car, I found a deal that I could not resist. It was a 2008 model with only 8,400 miles on it. It was in beautiful condition and it coincided with my mid-life crisis
- I do not own a Miata
- I wanted something fun and reliable
- I wanted a retractable top
- Had never noticed Miata's before a friend drove one out to our home...told her I would buy it if she ever wanted to sell...2 years later...it's mine!!! It's a '91 and was a very good buy. LOVE IT!!
- I couldn't afford a Corvette at the time
- I love sports cars, and the Miata is affordable and fun to drive
- It looked like a fun car to own
- Not sure
- After seeing the SAMOA website we thought it would be a fun group so we bought our Miata and joined the club
- Liked it
- Liked it when it first came out. Drove a friends and loved it
- Always wanted one. Now retired and wanted something other than my Yukon to drive

- My Chrysler Conquest melted its cylinder head (too lean with turbo). I went shopping and discovered the new 1999 Miata
- My fiancé wanted it
- We had driven our friend's Miata
- I got a good deal
- I had been driving Chrysler "K" cars for years and needed something a bit more exciting, but affordable. One test drive in my former 1996 Montego Blue and I was hooked
- A friend with a Miata thought it might be fun if we also had one...it is

4. For how many years have you been a SAMOA member?

0 to 2	<b>25</b>	34 %
3 to 5	<b>16</b>	22 %
6 to 10	<b>11</b>	15 %
11 +	<b>22</b>	29 %
<b>Average</b>	<b>6.0 years</b>	

5. How many SAMOA events have you attended in the last 12 months (excluding monthly meetings)?

None	<b>13</b>	18 %
1 to 2	<b>22</b>	29 %
3 to 5	<b>19</b>	26 %
6 +	<b>20</b>	27 %
<b>Average</b>	<b>3.6 events</b>	

6. What types of SAMOA events have you attended in the last 12 months (Check all that apply)?

Drives	<b>54</b>	31 %
Car shows and displays	<b>14</b>	8 %
Autocross participation	<b>10</b>	6 %
Overnight trips	<b>27</b>	16 %
Social (meals, parties, picnics)	<b>36</b>	21 %
Tech sessions	<b>4</b>	2 %
Museum tours	<b>13</b>	7 %
Professional auto races	<b>2</b>	2 %
I attended no events	<b>13</b>	7 %
<b>Totals</b>	<b>173</b>	<b>100 %</b>

7. What did you enjoy most about the events that you attended?

- The good runs and fantastic friends
- Meeting people
- My fiancé and all the other great folks
- The members
- Sharing the event... talking with other members and learning new insights. We all see things differently
- Seeing interesting sights I had not yet seen, food and fun people, driving fast(er) on winding roads with a group of experienced drivers
- Getting together with all the members
- I enjoyed meeting the unique people who own Miatas and their dedication to their vehicles
- Zooming

- Talking with other Miata owners about performance aspects of the car, seeing options that are available, finding solutions to little issues the car has. I look forward to the autocross events to gain further skill in getting the most out of the handling and power the Miata has to offer in a safe environment. I also look forward to the meetings, was not able to attend the last one due to a job related issue
- Games, drinking, eating, fun...
- To enjoy the countryside and NOT drive like a bat out of hell
- Nice group of folks and the drives were delightful
- Pretty country visited
- Competition during autocross. For other events the sum of nice drive & nice people, interesting destinations that made the combination greater than any one aspect alone would have been
- We always enjoy the Fort Bragg trip. We usually attend more events during a year, but this year was particularly busy for us. We'll try to do better in the future
- Driving the Miata on fun roads, socializing with other Miata owners
- Meeting other members and drives at a sedate pace on good scenic roads
- Talking to other Miata people
- The camaraderie
- Seeing all the cars
- Socialization and making new friends (Miata people are great). The scenic drives
- Exposure to areas, places, wineries and restaurants that I never went to myself
- The fun and ease in which they were conducted
- Mini golf and the Lake Tahoe trip was a blast
- Great group of people...lots of fun. The club officers and organization are first class
- We enjoy meeting the other members and driving roads we may not otherwise choose to drive
- Just being with other folks, enjoyed going places we haven't been before, don't care about the speed just enjoyed the driving
- Overnight trips and drives
- The group – we are a fun bunch of people
- Windwalker picnic
- The other members
- Driving the Miata is always fun and being with other Miatas makes it more enjoyable. Ft. Bragg is R&R for me and enjoyable to be with my Miata friends. Social events gives everybody a chance to get better acquainted
- The meetings are a lot of fun and going to different parts of California that I normally would not visit
- Everybody getting together before and after runs, socializing
- Camaraderie
- Camaraderie and meeting new people
- Mainly a lot of fun driving with the club
- Driving and talking with other owners about their cars
- Driving far away on unfamiliar twisty roads that I have never been before
- Getting together with other Miata crazies like me
- I like the rallies and visiting with other SAMOA members
- Robin's sense of humor
- I get carsick when I am a passenger so I attended no events
- Mostly the driving on twisty roads at speeds more challenging than normal. Also the friendships of other club members
- The organization and planning
- Good conversation and fun times
- Zippy drives on windy roads, coordinated with other participants... pretty little cars in the sun... tangy fresh air surrounded by nature
- Everyone is very friendly
- Getting together with people of similar interests
- Seeing the look on people's faces as 20+ Miatas drive by. And of course the great bunch of people

- The drives and social interaction
- Driving
- Driving and talking to other drivers during breaks
- My car did not break down on my first cruise, and it gave me something car-related to do with my son
- The air of friendship and support
- Leading an event
- The followup with other Miata owners while on drives
- Socializing and finding new roads to places we've never been
- The drive
- The drive with approximately 12 cars and the lunch stop
- The drives/events, the camaraderie, true stories, the cars, the sport and the fun
- Driving the beautiful Sierra...and the foothills east of Sacramento

8. How many SAMOA meetings have you attended in the last 12 months?

None	<b>20</b>	27 %
1 to 4	<b>23</b>	31 %
5 to 8	<b>6</b>	8 %
9 to 12	<b>25</b>	34 %
Average	4.8 meetings	

9. Please rank the following statements about SAMOA meetings and events:

	Agree	Neutral	Disagree
Meeting at the same restaurant each month is a good idea	<b>45</b> 61%	<b>26</b> 35%	<b>3</b> 4%
I like the current meeting format	<b>47</b> 64%	<b>24</b> 32%	<b>3</b> 4%
We should invite guest speakers to our meetings	<b>40</b> 54%	<b>32</b> 43%	<b>2</b> 3%
I like a variety of events	<b>65</b> 88%	<b>7</b> 9%	<b>2</b> 3%
Our events are safe and I feel comfortable when participating	<b>58</b> 78%	<b>12</b> 16%	<b>4</b> 6%
Faster drivers should be allowed in separate groups on our events	<b>47</b> 64%	<b>21</b> 28%	<b>6</b> 8%
All driving events should employ radios	<b>50</b> 67%	<b>22</b> 30%	<b>2</b> 3%
We should have more events in association with other car clubs	<b>27</b> 36%	<b>37</b> 50%	<b>10</b> 14%
I would like to be an event leader	<b>16</b> 22%	<b>34</b> 46%	<b>24</b> 32%

10-11. Select the type(s) of SAMOA events that you would like to participate in (check all that apply):

Drives	<b>69</b>	20 %
Car shows (concoors, corrals, etc)	<b>35</b>	10 %
Autocross	<b>22</b>	6 %
Track days	<b>15</b>	4 %
Overnight trips	<b>45</b>	13 %
Social (parties, meals, pot luck, picnics, etc)	<b>55</b>	16 %
Tech sessions	<b>36</b>	10 %
Fun competitions (poker rally, scavenger hunt, funkana, etc)	<b>41</b>	12 %
Winery Tours	<b>3</b>	1 %
Unsanctioned Runs	<b>1</b>	1 %
Major Regional Event	<b>7</b>	2 %
Museum Tours	<b>1</b>	1 %
Charity/Fundraising Events	<b>15</b>	4 %
<b>Totals</b>	<b>345</b>	100 %

12. Please rank the following statements about SAMOA member communications:

	Agree	Neutral	Disagree
I like the SAMOA newsletter	<b>64</b>	<b>8</b>	<b>2</b>
	86%	11%	3%
I like the current practice of requiring a password to read the current issue of the newsletter	<b>44</b>	<b>19</b>	<b>11</b>
	59%	26%	15%
The newsletter should be printed and mailed to all members	<b>3</b>	<b>13</b>	<b>58</b>
	4%	18%	78%
If the newsletter is printed and mailed, I would be willing to pay a higher annual dues to defray such costs	<b>9</b>	<b>21</b>	<b>44</b>
	13%	28%	59%
The newsletter should be longer with input from more members	<b>14</b>	<b>50</b>	<b>10</b>
	19%	68%	13%
Our website provides all of the information that I want	<b>47</b>	<b>27</b>	<b>-</b>
	64%	36%	-
Our website provides adequate security	<b>49</b>	<b>24</b>	<b>1</b>
	66%	33%	1%
Our website should provide more listings of events held by other clubs	<b>21</b>	<b>44</b>	<b>9</b>
	28%	59%	13%
Our website should allow paid vendor advertising	<b>24</b>	<b>38</b>	<b>12</b>
	33%	51%	16%
I like to receive emails from the BOO announcing upcoming events	<b>55</b>	<b>16</b>	<b>3</b>
	74%	22%	4%
It is easy to contact BOO members when needed	<b>50</b>	<b>23</b>	<b>1</b>
	68%	31%	1%

13. May we ask you to write an article for the newsletter?

Yes	<b>29</b>	39 %
No	<b>45</b>	61 %

14. Comments about SAMOA communications (included in 19 below).

15-16. Are you interested in becoming a SAMOA BOO member?

Yes	<b>8</b>	11 %	Technical(2) Events(1) Treasurer(1) Media(1) Newsletter(1)
No	<b>52</b>	70 %	Secretary(1) Any Position(1)
Maybe	<b>14</b>	19 %	

17. Please rank the following statements about SAMOA finances and benefits:

	Agree	Neutral	Disagree
SAMOA's annual dues of \$24 represents a fair value for benefits received	<b>69</b> 93%	<b>5</b> 7%	<b>-</b> -
I am aware of the club's member benefits	<b>58</b> 78%	<b>12</b> 16%	<b>4</b> 6%
I like SAMOA's policy of a first-year free membership to new first-time Miata owners	<b>63</b> 86%	<b>10</b> 14%	<b>1</b> -
The amount of financial detail provided by the Treasurer each month is adequate	<b>54</b> 73%	<b>20</b> 27%	<b>-</b> -
I like the current practice of requiring a refundable deposit for the club birthday picnic	<b>56</b> 76%	<b>17</b> 23%	<b>1</b> -

18. Comments about SAMOA finances (included in 19 below).

19. Other Survey Comments.

- I live so far away, it makes it difficult to be an active participating member
- Looking forward to attending further events and meetings and getting to know other Miata owners
- As to writing a newsletter article – I would if I had something to say
- Please move the meetings back to Celia's – I thought that was a great place for a meeting and the food was very good. I've been to the Black Bear Restaurant (not during a SAMOA meeting) and found the food to be very 2nd rate. And Celia's, though not exactly on my way home from work in Citrus Heights (2 miles from highway 80), had much better food and was worth the extra travel. But I realize I'm only one person and the Black Bear might be more convenient for lots of other people. Thank you for letting me speak my mind, though
- Comments during the meeting can sometimes get a little raunchy. Too many double entendres and slightly off colored jokes. Judging from the groans and crowd reaction my sense is not everyone enjoys that humor
- I don't attend meetings because I feel all the info I need is found on the website. Also, I am less into the social aspect and am more interested in driving than the typical member
- I hope that members take advantage of this survey and provide us officers information and feedback regarding how we are doing for the members
- Best car club in the Western states
- SAMOA is a great club. Very glad that we joined
- I do not have an opinion on any of the business or monthly meeting topics as I live in Auburn and attending the meetings on a week night in West sacramento is not something I am going to do. We have only been members for 3 months and have gone on two wonderful drive events. We can't wait to do more
- I like the Black Bear, good food and plenty of elbow room, sometimes the meetings seem to drag on a bit but overall are fun and all the members are great and the officers are also great
- Cannot make it all the time – job – but enjoy it

- More drives, runs and fun stuff
- I don't participate as much as I used to because the variety of events is just not there - and more members need to participate in making that change. It seems like the same roads are driven over and over (that gets boring), and that the same people put on the events, which is not equitable. I hate to be critical and not provide solutions, though! How do you motivate people to do the work? I do enjoy the members and appreciate the amount of work it takes to run the club and put on events. The BOO works hard and it's appreciated
- I think this survey is a great idea. I hope that it generates the significant responses that would make it worthwhile
- The club's website is one we and our webmaster can take great pride in
- I haven't been attending the monthly meetings because it seems that they are located to benefit certain people. For me to drive there is about 35 miles one way
- I do enjoy the club and the functions and I wish we would participate more than we do. It's something we need to work on
- Meetings & Drives are difficult for me to attend because of the distance I live from Sacramento. Not any reflection on SAMOA just a comment. One thought, joining drives in progress when getting to the start place and time is a PITA. How to do this? Can it be done? Too much hassle? Thoughts? Ideas
- Keep the communication going, it's a very good thing
- I would like to see more short Saturday driving events which include a stop for lunch (restaurant) and return by approximately 2:00 PM. Not too interested in long all day events, although, I did enjoy the Tahoe drive
- I have said before, if possible, to go through all the past runs and list them with a brief description on the website. This would allow folks who want to lead a run, but cannot think of one, to pick one from years past and either re-do it verbatim or put their spin on it
- Do you provide nice emblems to place on our Miatas to indicate we are members? It has to be nice to not devalue our prizes vehicles. I would be willing to pay for something nice only offered to paid members
- You mean besides the rewards of fun times and being a great source of technical information? And the awesome true stories and jokes galore? And the groan worthy banter on the radios when Robin and Ron are lead and sweep? LOL. Fun times, need I say more
- I do not attend events since my car spends half the year in the Phoenix area and I end up working a good part of the time that the summer events take place. I do get to dinner meetings on occasion
- I would like some runs to go the posted speed limit. Some of us are lovers not racers
- My husband seems to like the club and participating in your events, and it keeps him out of trouble. I have other priorities but do appreciate that a club such as yours promotes friendships and community values. But your cars are all so dang fast
- Appreciate that SAMOA is interested in knowing what it's members are thinking
- Sorry, I thought I already took the survey
- I would like to see the monthly meetings closer towards the Placer County area, again just closer. The meetings right now are too far away for several members, need to mix it up, accommodating for all
- In regards to the newsletter: only members that want a printed copy should pay to offset the publication cost, not the entire membership. The length of the newsletter is just right...just need more input from members (gulp – guilty as charged). The website keeps getting better and better
- Robin for President for 7 more years
- You should not have required fields
- Regarding question #13 (May we ask you to write an article for the newsletter?). No is a harsh answer. I would have answered maybe if given that choice. I plan to be more active in the future than I have the past couple years