

# 2019 INWR MEMBERSHIP SURVEY (PRELIMINARY)

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*The survey was conducted during the month of January 2019 and sent to all members and affiliates (663). One hundred and four (104) replies were received and compiled into this report.*

# THE AVERAGE INWR MEMBER.....

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- has been a PCA member for less than 10 years (61%)
- their membership in PCA was recommended by a friend (37%) or Dealership (20%)
- derives membership benefit by attending Social & Touring Events (77%), reading Panorama (70%), reading Uber Alles (50%)
- gets Event Information from “Email Blasts” (87%), Website (48%), Uber Alles (40%)
- attended as many as 6 events (65%) in 2018, plans to attend as many as 6 events in 2019 (69%)

# POPULAR EVENTS ON THE INWR CALENDAR.....

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➤ Any (Spokane, Pullman, Tri-Cities) Cars & Coffee (~100%) 

➤ Hayden Lake Picnic (53%) 

➤ Driver Skills (46%)


➤ Schweitzer Mountain Tour (42%)

➤ Drivers Education Track Event (35%)

➤ Wine Tour (38%)


# INWR EVENT ATTENDANCE IS LIMITED BY....

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- Calendar Date (81%) 
- Travel Distance (63%)
- Work Schedule (38%)
- Cost (32%)

# USES THE INWR WEBSITE FOR.....

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- Event schedules (83%) 
- Look at photos (63%)
- Read the newsletter, Uber Alles (61%)
- Event registration (57%)

# MORE OF THESE EVENTS SHOULD BE PLANNED.....

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➤ Single day tours (e.g. Schweitzer Mountain,....) ....58%



➤ Technical events( e.g. DIY maintenance).....51%



➤ Driver Skills events.....34%

➤ Lunches or Dinners without a formal drive.....28%

➤ Drivers Education.....26%

# SELECT THOUGHTS FROM THE RESPONDERS

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## *Tech Sessions*

..... Regarding maintenance of cars, it would be nice to have a way for owners of older cars to get together to discuss repairs or do repairs in a hands on forum. I would be glad to help with this if there is any interest.

I think the biggest item we are missing in our events calendar is tech sessions. Curtis (Messer Motoren Werke) offered one a couple years ago and it was well attended.