

Club Locator Service (PTS) Report for Calendar Years 2012 (partial) through 2018

Summary:

Time Period	SEP-DEC 2012	CY 2013	CY 2014	CY 2015	CY 2016	CY 2017	CY 2018	TOTAL
# of Inquiries Received	140	322	429	235	209	194	154	1529
# of Referrals to Clubs or MAL	210	419	523	292	256	208	161	1887
# Who joined JCNA	24	56	83	19	4	4	5	190
Success rate: (# joined/# inquired)	17.14%	17.39%	17.35%	8.09%	1.91%	2.06%	3.24	12.43%

Referrals by Region:

NW 71	SC 295	MAL 142
SW 360	NE 454	
NC 325	SE 501	
Other – 1 (not enough information in request to make a referral)		

Notes:

- Some requests were referred to multiple clubs therefore the total number of referrals exceeds the total number of club locator requests received.
- Some requests came from areas distant from, but within possible driving distance of, a local club. In these cases, the prospective member was referred to both the local club and to the MAL program.
- The number of requests received peaked in 2014 and has declined sharply since then. The reason for the decline is unknown but suspect a result of 2014 of the Dealer Discount Program.
- The "success rate" (# joined / # inquiries) for 2012 - 2014 is believed to be low but fairly accurate. The lower "success rate" for 2015 – 2017 (4.2%) is NOT accurate and is believed to actually be significantly higher. Per Ed Avis's 2018 notes "determining the success rate is very time consuming" and he did not calculate. For 2018, I used the JCNA listing of new members, including MAL's for the year.
- Neither Ed nor I tracked how many of those who joined remain in JCNA after joining.
- It is not known how many referrals are actually pursued (or how vigorously) by local clubs.
- Regarding MAL's, in 2018 for those locations not near a local club, I included both the club information as well as MAL in one response and didn't track. Will update for future reports.

Google Map (public link from JCNA website): The URL for the map showing the location of all JCNA-affiliated clubs is

<https://drive.google.com/open?id=1EnCwdMySxo9jpnbsfILdnfH44pc&usp=sharing> . Ed Avis is the only one with access to the Google Fusion Map for changes. Ed mentioned Google is ending support for the fusion table/map function and is unsure if those that are already listed will be deleted or not. I will follow with to determine 2019 status.

Respectfully,
Nedra Rummell
JCNA Club Locator Service Coordinator