

Club Locator Service (PTS) Report for Years 2012 (partial) through 2016

Summary:

| Time Period >>>>>>> | SEP- DEC 2012 | CY 2013 | CY2014 | CY2015 | CY2016 | Total |
|---------------------------------------|---------------------|------------|--------|--------|--------|--------|
| # of Inquiries Received | 140 | 322 | 429 | 235 | 211 | 1337 |
| # of Referrals to Clubs or MAL | 212 | 434 | 562 | 292 | 257 | 1757 |
| # who joined JCNA | 24 | 56 | 83 | 19 | 3 | 185 |
| Success rate: (# joined / # inquired) | 17.14% | 17.39% | 19.35% | 8.09% | 1.42% | 13.84% |

Referrals by Region:

NW – 61

SC – 252

MAL – 119

SW – 278

NE – 370

NC – 265

SE – 412

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 about half since then. The reason for the decline is unknown.
- The "success rate" (# joined / # inquiries) for 2012 - 2014 is believed to be low but fairly accurate. The lower "success rate" for 2015 - 2016 is NOT accurate and is believed to actually be significantly higher. The lower rate is only because with other things I'm trying to do I have simply not had time to compare my database of referrals against the JCNA Master Roster to calculate the percentages.
- I do not track 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.
- There were fewer inquiries in 2016 than on any previous full year and more of those were received by mail than through the JCNA website (172 mail / 38 web / 1 email). It appears that the website is working properly and inquires can be made through it, so the reason for the decline is unknown.

Google Map (public link from JCNA website) – 9,696 views as of 07 FEB): The URL for the map showing the location of all JCNA-affiliated clubs is <https://drive.google.com/open?id=1EnCwdMySxo9jpnbsfILdnfH44pc&usp=sharing> . NOTE: A major update/overhaul of the map is planned for 2017.

Google Fusion Table (for JCNA use only – not public): I've created a Google Fusion Table showing the location of all MALS, all JCNA-affiliated clubs and all Jaguar dealers in North America as of 12 NOV 2016. The link is

<https://www.google.com/fusiontables/DataSource?docid=1KnkFaPAf5uWSGUBrJMp3BqVHSY1Lr7FacEXtqhZK>.

Click on the “Map of Name” and filter by “class” to show the location of any combination of Jaguar Dealers, JCNA-affiliated clubs and Members at Large. The Fusion Tables can be a powerful tool in helping to determine locations that would be of interest for creating new clubs. As time permits I will examine new ways to display information that can be useful to JCNA.

Respectfully,

Ed Avis

JCNA Club Locator Service Coordinator

