



Colorado Automobile Dealers Association

CADA Membership Survey 2007

➤ To be completed by dealer Owner or General Manager

Multiple Dealerships:

This survey is for ____ (#) dealerships

A. Trends, Issues and Challenges

1. What major challenges and problems do you anticipate having to face within the auto retail industry over the next two to three years? **Please rank your top five challenges with 1 being most important.**

- _____ a) Competition/marketplace
- _____ b) Price/profitability
- _____ c) Consolidation of dealerships
- _____ d) Manufacturer mergers or bankruptcies; loss of brands
- _____ e) Manufacturer requirements and cost transfers
- _____ f) Product desirability, availability, and quality
- _____ g) Environmental protection (CA-LEV) and regulation of vehicle emissions
- _____ h) Regulations/regulatory compliance
- _____ i) Personnel – ability to attract and retain
- _____ j) Employee health-care coverage costs
- _____ k) Technology needs changes, updates, and costs at dealership
- _____ l) Manufacturer mergers or bankruptcies: loss of brands
- _____ m) Other _____

2. For the issue listed above that you ranked as 1, please **explain why** this is the most troubling to you?

3. During the next three years do you see your present operations (buildings, land, employees, dealerships, etc.) expanding, decreasing, or staying the same?

- Expanding
- Decreasing
- Staying the same

B. CADA's Priorities

CADA is actively involved in the following issues. Please indicate how important the issue is to you and how you view CADA's actions on the issue.

4. Franchise Laws

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention Same amount of attention Less attention

Comments: _____

5. Prevention and/or support for defense of litigation against dealers

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention Same amount of attention Less attention

Comments: _____

6. Regulatory issues, including licensing laws and compliance enforcement

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention Same amount of attention Less attention

Comments: _____

7. Tax policy, general business climate

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

8. Employment / Personnel Laws

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

9. Environmental laws affecting the industry (Cal-LEV and the federal Clean Air Act)

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

10. Environmental laws affecting dealerships

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

11. F & I compliance

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

12. Health care costs

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

13. Manufacturer cost shifting, control

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

14. Manufacturer two-tier pricing schemes

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

15. Statistical reporting (Auto Outlook, Economic impact studies, Salary survey)

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

16. Dealership and retail auto industry public image

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

17. Salesperson public image

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

18. Education/training - Legal and compliance seminars

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

19. Education/training – Non-legal “skills” seminars such as sales techniques

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

20. CADA endorsed services assisting dealers with cost containment and expense control

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

21. How important is it that CADA staff, other than sales representatives, visit your dealership?

- Critical Very important Somewhat important Not important

CADA needs to give this issue

- More attention The same amount of attention Less attention

Comments: _____

22. Please list any other issues critical to your business for which CADA should focus priority.

a. _____

b. _____

c. _____

C. CADA Member Benefits, Services and Endorsed Services

23. Are you currently using any services or suppliers that you would recommend for endorsement by CADA? (Endorsed vendors provide unique products and services to dealerships statewide.)

- Yes
 No

If yes, please list: _____

24. Are there any employee training needs for which you have no satisfactory provider?

- Yes
 No

If yes, please list: _____

D. Membership Satisfaction

25. How would you rate CADA on the following? (Please check one box for each item.)

	Excellent	Good	Fair	Poor	No Opinion
a. Interest in opinions of members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Lobbying success	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Expertise in industry issues and problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Reporting useful information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Planning for the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Insurance programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Forms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Endorsements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Bonds for dealers and salespersons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Education program and quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Representation of members by Board of Directors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Overall value to you and to your staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. CADA staff availability (by phone, email or in person)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. How responsive is the association staff to your needs?

- Very responsive Somewhat responsive
 Somewhat unresponsive Not at all responsive

If you answered somewhat unresponsive or not at all responsive please let us know what we did or should have done, or how we can improve:

E. Demographics

27. Are you the dealer principal?

Yes

No

28. Gender (*Optional*)

Male

Female

29. Age (*Optional*)

18-30

30-40

40-50

50-60

60-70

70+

F. Other Comments

30. Please provide any other comments or feedback you would like:

Please return this survey to:

Resource Center for Associations

CADA Membership Survey

10200 W. 44th Avenue #304

Wheat Ridge, CO 80033

Fax: 303.422.8894

→ SURVEY DEADLINE: November 21, 2007

***THANK YOU FOR TAKING THE TIME TO
COMPLETE THIS SURVEY***