



## Recipient P.R. & Marketing Survey Summary Results

On-line Survey completed February 2007

Total Respondents 105

What is your organization's biggest marketing or public relations challenge?		
Issue	Percentage	Number
Building audiences	49.0%	47
Advertising	35.4%	34
Other	22.9%	22
Publicity/Press releases	20.8%	20
Ticket sales	14.6%	14
Finding a venue	6.2	6
Finding/developing programs & artists	6.2	6
Other included: fund raising, budget constraints, lack of staff, name recognition		

Who does your marketing and public relations for your organization?		
Issue	Percentage	Number
Full time person	20.8%	20
Half-time person	8.3%	8
Volunteer	22.9%	22
Board member	19.8%	19
No one	3.1%	3
Other	25.0%	24
Other included: Executive Director, less than half-time, interns, consultant, more than one full-time person,		

How much funding do you allocate annually to promote your projects?		
	Percentage	Number
\$1 to \$499	12.5%	12
\$500 to 999	18.8%	18
\$1,000 to \$9,999	30.2%	29
\$10,000 to \$49,999	20.8%	20
\$50,000 to \$99,999	6.2%	6
\$100,000 and above	11.5%	11

Of the following services, which would be of most benefit to your organization?			
	Very Interested	Somewhat Interested	Not Interested
Public awareness	89%	11%	0%
Marketing assistance	66%	27%	6%
Selling day of event discount tickets	11%	33%	57%
Educational Seminars	14%	53%	33%
County-wide events calendar	66%	29%	5%