

Market Research

Marketing Feedback Method	How/Where/When to be Administered	Amount	Topic	What we'll learn	Cost
Public Forums	Neighborhood Assoc. meetings	50 at ea. Event for 500 total	New Programs, feedback for comprehensive plan	Expectations, interests, acceptable prices, priorities	\$30 payroll + \$10 for flyers
Facility Surveys	Each Center	1,000 surveys – expect 300 returned	Critique of current programs, customer preferences	If times, prices, of programs are meeting needs	\$100 for paper, printing, and dissemination
Survey	Ethnic neighborhoods, restaurants & churches	1,000 surveys, expect 400 returned	Critique of current programs and suggestions for future program and acceptable prices	Needs, wants, expectations of ethnic minority populations and if needs are met elsewhere	\$100 for paper, printing, and dissemination.
Day Camp Evaluation	End of program hand out or direct mail	300 printed, 150 returned	Description of program, age appropriate, staff and future program suggestions	Are programs meeting needs, times are good, and program quality	\$20 for printing and dissemination.