

**Fairhaven Marketing Committee
2007 survey questions**

1. What would you say is your average customer?

Male_____ Female_____ Couple_____ Family_____

<20_____ 20 – 35_____ 35 – 55_____ 55+ _____

2. During each season what percentage do you feel your customers come from?

Holiday Season: Whatcom_____ Skagit _____ Lower BC_____ Snohomish_____

Oct 1 – Jan 20

 East King County_____ Seattle_____ Other_____

Summer Season: Whatcom_____ Skagit _____ Lower BC_____ Snohomish_____

May 1 – Sept. 30

 East King County_____ Seattle_____ Other_____

Winter/Spring Season: Whatcom_____ Skagit _____ Lower BC_____ Snohomish_____

Jan. 21 – Apr. 30

 East King County_____ Seattle_____ Other_____

3. Where would you like to see our marketing efforts concentrated?

Holiday Season: Whatcom_____ Skagit _____ Lower BC_____ Snohomish_____

 East King County_____ Seattle_____ Other_____

Summer Season: Whatcom_____ Skagit _____ Lower BC_____ Snohomish_____

 East King County_____ Seattle_____ Other_____

Winter/Spring Season: Whatcom_____ Skagit _____ Lower BC_____ Snohomish_____

 East King County_____ Seattle_____ Other_____

4. Which month(s) would you like to see our advertising efforts concentrated?

J F M A M J J A S O N D

5. What advertising mediums would you like to see us utilize?

TV_____ Radio_____ Print_____ Buss Boards/Outdoor _____ Other_____

6. Additional comments and feedback?

7. If you have not contributed to the marketing effort before, why? And what might persuade you to contribute in the future?

8. What is your business category?

Retail_____ Restaurant/Lodging_____ Property Owner_____ Professional Service / Health_____

Recreation_____