

MISSOURI

MEETINGS & EVENTS

2007 Readership Survey Results



The 2007 **Missouri Meetings & Events** Magazine Readership Survey was conducted to more clearly define the magazine's meeting and event planner audience and to provide information about the size, frequency and type of meetings and events that our readers influence.

Here are a few highlights. Please visit our Web site, MissouriMeetingsAndEvents.com, to view results of the complete survey.

	<u>2004</u>	<u>2007</u>
How long have you been involved with meeting or event planning?		
1 - 3 years	15%	20%
4 - 6 years	24%	24%
7 - 10 years	25%	17%
More than 10 years	36%	38%

	<u>2004</u>	<u>2007</u>
How much time do you usually cumulatively spend reading an issue of MM&E?		
Less than 1 hour	65%	35%
1 - 3 hours	26%	65%

	<u>2004</u>	<u>2007</u>
How many people, other than yourself, read your copy of MM&E?		
5 or more	6%	8%
3	17%	8%
2	6%	14%
1	17%	25%
None	46%	47%

	<u>2004</u>	<u>2007</u>
Do you keep back issues of the magazine for later reference?		
Yes	59%	76%
No	41%	24%

	<u>2004</u>	<u>2007</u>
Do you plan meetings/events outside of Missouri?		
Yes	N/A	46%
No	N/A	54%

2004 2007

During the past 12 months, did you do any of the following as a result of reading MM&E?

Called an advertiser listed on the advertiser index	19%	18%
Cut out an ad	23%	15%
Cut out articles	34%	41%
Visited an advertiser's web-site.	43%	67%

How much of your time is spent with meeting and event planning functions?

75% - 100%	11%	22%
50% - 74%	11%	25%
11% - 49%	34%	28%
1% - 10%	40%	25%

How many off-site meetings/events are you involved in planning per year?

None	8%	11%
1 - 2	40%	29%
3 - 5	26%	29%
6 - 10	11%	11%
11+	9%	20%

Annually, on average, how many hotel rooms nights do you utilize with your off-site meeting/ events?

None	17%	21%
1 - 10	28%	14%
11 - 20	3%	9%
21 - 50	11%	11%
51 - 100	11%	12%
101 - 500	15%	23%
500+	14%	10%