

Constant Contact Survey Results






Survey Name: Matchmakers Survey 2009

Response Status: Partial & Completed


Filter: None

Jan 14, 2009 2:38:04 PM







* How much of your business/income comes from personal matchmaking?

Answer	0%	100%	Number of Response(s)	Response Ratio
0%			12	13.3 %
1-25%			11	12.2 %
26%-50%			6	6.6 %
51%-75%			19	21.1 %
76%-100%			42	46.6 %
No Response(s)			0	0.0 %
Totals			90	100%

* How much of your business/income comes from coaching?

Answer	0%	100%	Number of Response(s)	Response Ratio
0%			37	41.1 %
1-25%			33	36.6 %
26%-50%			12	13.3 %
51%-75%			5	5.5 %
76%-100%			3	3.3 %
No Response(s)			0	0.0 %
Totals			90	100%

* How much of your business/income comes from online dating?

Answer	0%	100%	Number of Response(s)	Response Ratio
0%			63	70.0 %
1-25%			18	20.0 %
26%-50%			2	2.2 %
51%-75%			1	1.1 %
76%-100%			5	5.5 %
No Response(s)			1	1.1 %
Totals			90	100%

* How many offices do you have?

Answer	0%	100%	Number of Response(s)	Response Ratio
1			65	72.2 %
2			9	10.0 %
3-5			6	6.6 %
6-10			4	4.4 %
10+			6	6.6 %
No Response(s)			0	0.0 %
Totals			90	100%

* How many staff members do you have?

Answer	0%	100%	Number of Response(s)	Response Ratio
0			20	22.2 %
1-5			53	58.8 %
6-10			7	7.7 %
10+			10	11.1 %
No Response(s)			0	0.0 %
Totals			90	100%

Of those staff members, how many are matchmakers?

Answer	0%	100%	Number of Response(s)	Response Ratio
1-5			58	64.4 %
6-10			5	5.5 %
10+			5	5.5 %
No Response(s)			22	24.4 %
Totals			90	100%

* How many clients does each matchmaker in your company (or you) work with?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than 10			23	25.5 %
10-20			14	15.5 %
21-49			16	17.7 %
50-99			5	5.5 %
100-249			17	18.8 %
250-499			9	10.0 %
500+			6	6.6 %
No Response(s)			0	0.0 %
Totals			90	100%

*** Do you show photos to your clients before their date?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Always			29	32.2 %
Never			41	45.5 %
Sometimes			20	22.2 %
No Response(s)			0	0.0 %
Totals			90	100%

*** Do you offer date coaching?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			71	78.8 %
No			19	21.1 %
No Response(s)			0	0.0 %
Totals			90	100%

*** Do you offer date feedback?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			83	92.2 %
No			7	7.7 %
No Response(s)			0	0.0 %
Totals			90	100%

*** Do you offer any sort of satisfaction guarantee or refund policy for dissatisfied members?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			25	27.7 %
No			25	27.7 %
No formal guarantee, but we occasionally give refunds			40	44.4 %
No Response(s)			0	0.0 %
Totals			90	100%

If you have been certified by the Matchmaking Institute, has the Certification been a positive factor? (If no, skip)

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			35	38.8 %
No			16	17.7 %
No Response(s)			39	43.3 %
Totals			90	100%

* Are you a member of the Matchmakers Network, Matchmaking Institute's trade association?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			40	44.4 %
No			50	55.5 %
No Response(s)			0	0.0 %
Totals			90	100%

* What's the gender makeup of your paying clients?

Answer	0%	100%	Number of Response(s)	Response Ratio
Male only			11	12.2 %
Male 90% - Female 10%			2	2.2 %
Male 80% - Female 20%			4	4.4 %
Male 70% - Female 30%			4	4.4 %
Male 60% - Female 40%			8	8.8 %
Male 50% - Female 50%			17	18.8 %
Male 40% - Female 60%			23	25.5 %
Male 30% - Female 70%			12	13.3 %
Male 20% - Female 80%			3	3.3 %
Male 10% - Female 90%			4	4.4 %
Female only			1	1.1 %
No Response(s)			1	1.1 %
Totals			90	100%

* Are your clients:

Answer	0%	100%	Number of Response(s)	Response Ratio
Straight			75	83.3 %
Gay			5	5.5 %
Both			9	10.0 %
No Response(s)			1	1.1 %
Totals			90	100%

* Are your clients primarily:

Answer	0%	100%	Number of Response(s)	Response Ratio
African-American			0	0.0 %
Asian			7	7.7 %
Asian Indian			2	2.2 %
Caucasian			48	53.3 %
Hispanic/Latino			0	0.0 %
Middle Eastern			0	0.0 %
Native American			0	0.0 %
Follow the general population			32	35.5 %
No Response(s)			1	1.1 %
Totals			90	100%

* Are your clients primarily:

Answer	0%	100%	Number of Response(s)	Response Ratio
Agnostic			2	2.2 %
Buddhist			0	0.0 %
Catholic			2	2.2 %
Christian			17	18.8 %
Greek Orthodox			0	0.0 %
Hindu			2	2.2 %
Jewish			3	3.3 %
Mormon LDS			0	0.0 %
Muslim			0	0.0 %
Spiritual, but not religious			19	21.1 %
Follow the general population			44	48.8 %
No Response(s)			1	1.1 %
Totals			90	100%


* How many new paying clients do you get each month?

Answer	0%	100%	Number of Response(s)	Response Ratio
0-2			22	24.4 %
3-5			17	18.8 %
6-9			11	12.2 %
10-24			19	21.1 %
25-99			11	12.2 %
100-249			4	4.4 %
250-499			2	2.2 %
500-999			2	2.2 %
1000+			0	0.0 %
No Response(s)			2	2.2 %
Totals			90	100%


* How much does a typical client pay for either an annual membership, or for 10 to 12 introductions, (depending on your pricing model)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$1000			28	31.1 %
\$1,000-\$1,999			8	8.8 %
\$2,000-2,999			12	13.3 %
\$3,000-\$5,000			29	32.2 %
\$5,000-\$9,999			6	6.6 %
\$10,000+			5	5.5 %
No Response(s)			2	2.2 %
Totals			90	100%

* What were your gross revenues in 2007?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$50,000			37	41.1 %
\$50,000-\$99,999			15	16.6 %
\$100,000-\$199,999			10	11.1 %
\$200,000-\$499,999			7	7.7 %
\$500,000-\$749,999			4	4.4 %
\$750,000-\$999,999			0	0.0 %
\$1,000,000-\$1,499,999			4	4.4 %
\$1,500,000-\$1,999,999			0	0.0 %
\$2,000,000-\$2,999,999			0	0.0 %
\$3,000,000-\$4,999,999			3	3.3 %
\$5,000,000-\$9,999,999			1	1.1 %
10,000,000-\$19,999,999			4	4.4 %
\$20,000,000+			0	0.0 %
No Response(s)			5	5.5 %
Totals			90	100%

* What do you project your gross revenues will be in 2008?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$50,000			24	26.6 %
\$50,000-\$99,999			20	22.2 %
\$100,000-\$199,999			11	12.2 %
\$200,000-\$499,999			11	12.2 %
\$500,000-\$749,999			6	6.6 %
\$750,000-\$999,999			2	2.2 %
\$1,000,000-\$1,499,999			1	1.1 %
\$1,500,000-\$1,999,999			2	2.2 %
\$2,000,000-\$2,999,999			0	0.0 %
\$3,000,000-\$4,999,999			2	2.2 %
\$5,000,000-\$9,999,999			2	2.2 %
\$10,000,000-\$19,999,999			2	2.2 %
\$20,000,000+			2	2.2 %
No Response(s)			5	5.5 %
Totals			90	100%

* How much net income do you think your business will produce in 2008?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$50,000			38	42.2 %
\$50,000-\$99,999			20	22.2 %
\$100,000-\$199,999			10	11.1 %
\$200,000-\$499,999			7	7.7 %
\$500,000-\$749,999			2	2.2 %
\$750,000-\$999,999			2	2.2 %
\$1,000,000+			6	6.6 %
No Response(s)			5	5.5 %
Totals			90	100%

* Geographically, where do most of your clients live?

Answer	0%	100%	Number of Response(s)	Response Ratio
Within 50 miles of our offices			50	55.5 %
Within 100 miles of our offices			12	13.3 %
Within 250 miles of our offices			5	5.5 %
More than 250 miles away / Multi-State			1	1.1 %
Nationally			21	23.3 %
No Response(s)			1	1.1 %
Totals			90	100%

What is your primary market?

* [Based on the 20 most populated metropolitan statistical areas and metropolitan divisions in the United States, according to the July 1, 2007 U.S. Census Bureau estimates]

Answer	0%	100%	Number of Response(s)	Response Ratio
New York-Northern New Jersey-Long Island			10	11.1 %
Los Angeles-Long Beach-Santa Ana			8	8.8 %
Chicago-Naperville-Joliet			4	4.4 %
Dallas-Fort Worth-Arlington			1	1.1 %
Philadelphia-Camden-Wilmington			0	0.0 %
Houston-Sugar Land-Baytown			1	1.1 %
Miami-Fort Lauderdale-Pompano Beach			2	2.2 %
Washington-Arlington-Alexandria			1	1.1 %
Atlanta-Sandy Springs-Marietta			4	4.4 %
Boston-Cambridge-Quincy			1	1.1 %
Detroit-Warren-Livonia			0	0.0 %
San Francisco-Oakland-Fremont			2	2.2 %
Phoenix-Mesa-Scottsdale			1	1.1 %
Riverside-San Bernardino-Ontario			0	0.0 %
Seattle-Tacoma-Bellevue			1	1.1 %
Minneapolis-St. Paul-Bloomington			3	3.3 %
San Diego-Carlsbad-San Marcos			0	0.0 %
St. Louis			1	1.1 %
Tampa-St. Petersburg-Clearwater			1	1.1 %
Baltimore-Towson			1	1.1 %
Other			46	51.1 %
No Response(s)			2	2.2 %
Totals			90	100%

What is(are) your secondary market(s)? (Choose one or more metropolitan areas)

Answer	0%	100%	Number of Response(s)	Response Ratio
New York-Northern New Jersey-Long Island			5	5.5 %
Los Angeles-Long Beach-Santa Ana			7	7.7 %
Chicago-Naperville-Joliet			1	1.1 %
Dallas-Fort Worth-Arlington			4	4.4 %
Philadelphia-Camden-Wilmington			5	5.5 %
Houston-Sugar Land-Baytown			4	4.4 %
Miami-Fort Lauderdale-Pompano Beach			3	3.3 %
Washington-Arlington-Alexandria			2	2.2 %
Atlanta-Sandy Springs-Marietta			3	3.3 %
Boston-Cambridge-Quincy			4	4.4 %
Detroit-Warren-Livonia			0	0.0 %
San Francisco-Oakland-Fremont			6	6.6 %
Phoenix-Mesa-Scottsdale			4	4.4 %
Riverside-San Bernardino-Ontario			0	0.0 %
Seattle-Tacoma-Bellevue			1	1.1 %
Minneapolis-St. Paul-Bloomington			0	0.0 %
San Diego-Carlsbad-San Marcos			4	4.4 %
St. Louis			0	0.0 %
Tampa-St. Petersburg-Clearwater			5	5.5 %
Baltimore-Towson			0	0.0 %
Other			32	35.5 %
Totals			90	100%

In which markets would you be looking at expanding?

40 Response(s)

* Do you believe the financial crisis and economic downturn have impacted your business in a negative way?

Answer	0%	100%	Number of Response(s)	Response Ratio
Not at all			20	22.2 %
A little			47	52.2 %
Quite a bit			13	14.4 %
A lot			5	5.5 %
Can't say			5	5.5 %
No Response(s)			0	0.0 %
Totals			90	100%