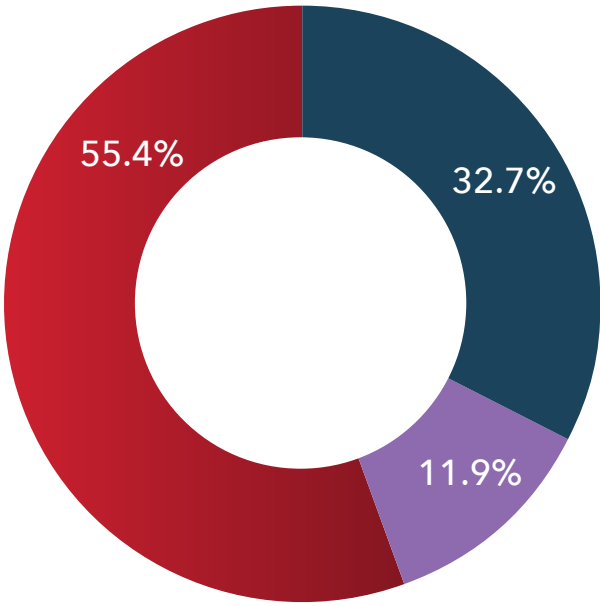


QUICK POLL

NCMPR
National Council for Marketing & Public Relations

OCTOBER 2020

HOW HAS THE PANDEMIC AFFECTED YOUR BUDGET?



DID YOUR MARKETING BUDGET GET REVISED BECAUSE OF THE PANDEMIC?

- Our marketing budget was reduced.
- Our marketing budget was increased.
- Our marketing budget stayed the same.

WHAT IS YOUR MARKETING BUDGET FOR 2020-21?



Small colleges (with fewer than 5,000 students): 47.5% of respondents

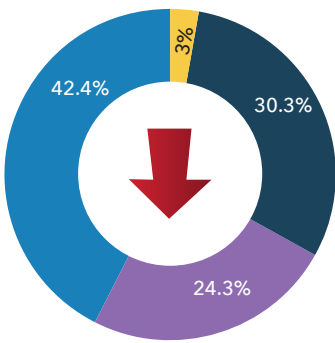


Medium colleges (with 5,000-15,000 students): 32.7% of respondents



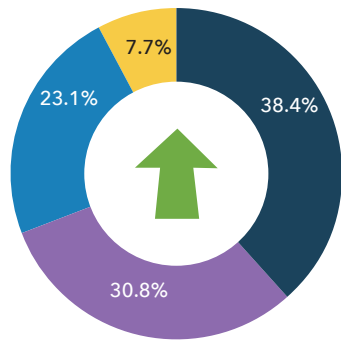
Large colleges (with more than 15,000 students): 19.8% of respondents

- Less than \$50,000
- \$50,000-\$100,000
- \$100,000-\$250,000
- More than \$250,000
- We don't have a designated marketing budget.



IF YOUR MARKETING BUDGET WAS CUT, BY HOW MUCH WAS IT REDUCED?

- By 5% or less
- Between 5% and 10%
- Between 10% and 20%
- More than 20%



IF YOUR MARKETING BUDGET WAS INCREASED, BY HOW MUCH WAS IT INCREASED?

- By 5% or less
- Between 5% and 10%
- Between 10% and 20%
- More than 20%

HOW DO YOU SPEND YOUR ADVERTISING DOLLARS?

(Note: Respondents provided their top 3.)

