SOHO is currently planning a membership development campaign. We want to ensure that our programming and membership support are integrated. It is important that we make a connection with our audiences to inspire their participation, and to differentiate ourselves from other organizations. As recipients of our newsletters, you have been able to share in our actions and outreach over the years. As you know your opinions matter to us.

**Member information will be held in strict confidence** and used for purposes of organizational planning and grant seeking. Though you may complete the survey anonymously, if you wish to use your name and address, please do.

Increasingly, grant applications are asking for membership information such as gender, age, occupation, etc. Your cooperation in supplying this data will help SOHO in the competitive grant marketplace. **Again, all information will be kept confidential; SOHO does not share personal information.**

Since your time is valuable, this survey has been simplified as much as possible. Completing and returning it is very important and is one way you can help shape SOHO’s future.

1. Gender: ____ Female  ____ Male
2. Marital Status: ____ Single  ____ Married  ____ Partnered  ____ Divorced  ____ Widowed
3. Age: (Please indicate range.)
   ____ Under 18  ____ 18-25  ____ 26-35  ____ 36-45  ____ 46-55  ____ 56-65  ____ 66-75  ____ over 75
4. Occupation: __________ Position Title: __________ Industry: __________
5. Is your job affiliated with preservation in any way? ____ Yes  ____ No
   If Yes, please describe:
6. Are there children in your household? ____ Yes  ____ No  If Yes, please list ages: ____________________________
7. What are your main areas of life interest? (Please include areas pertaining to work, family, hobbies, leisure time etc.):
8. What are your preservation interests? (Check all that apply)
   ____ Advocacy in general  ____ Education  ____ Tax incentives
   ____ Economic development  ____ Archaeology  ____ Own old house
   ____ House museums  ____ Smart growth/Livable communities
   ____ Cultural heritage tourism  ____ Historic landscapes/Gardens
   ____ Live in historic district  ____ Serve on historic commission or committee
   Other: ____________________________
9. What do you consider the most pressing issues in your community?
10. To what other organizations/clubs/societies do you belong? (Please indicate if you are an officer or board member/trustee)
11. In your experience, how effective is SOHO in comparison with any other preservation organizations you have been involved with?
   ____ Highly effective, as good as the best  ____ Average
   ____ Effective, better than most  ____ Ineffective, not as good as most
   ____ Above average  ____ Don’t know
12. Compared to other civic and public affairs organizations, how effective is this organization?
   ____ Highly effective, as good as the best
   ____ Effective, better than most
   ____ Above average
   ____ Ineffective, not as good as most
   ____ Average
   ____ Don’t know

13. Does SOHO clearly and consistently communicate its message? __________
   Is the message powerful enough? __________

14. What programs and services that SOHO provides do you find valuable to you personally or professionally?
   ______ Lectures/workshops
   ______ Craftsman & Spanish Revival Weekend
   ______ Assistance to local commissions and nonprofits
   ______ People In Preservation Awards
   ______ Newsletter
   ______ Stewardship of historic sites for the city and county, i.e. Whaley House and Adobe Chapel
   ______ Educational and assisting City and County agencies and boards and government officials regarding the value of preservation

15. What programs and services would you do differently? (Expand, intensify, refocus, delete?)

16. Are there activities/programs in which SOHO is not currently engaged that you feel it should undertake?

17. What SOHO events or programs have you participated in during the last two years? Plan to attend in the near future?

18. Would you be interested in any of the following? (Please rank using 1 as the most important.)
   ______ Walking tours/bus tours/special interest tours
   ______ Hands-on workshops
   ______ Behind-the-scenes/special access tours
   ______ Advanced preservation education
   ______ Marketing/PR opportunities for your business
   ______ Internships
   ______ Other (Explain)

19. If you are not currently a member, please consider joining or renewing your membership on line today
   ______ YES! I am a member!
   ______ YES! I am renewing or joining today!
   ______ Refer a friend, family member, or co-worker to SOHO for membership. (Please provide applicable contact information)

Your membership contribution funds SOHO’s continued leadership in making preservation a vital, viable priority in our communities.

Optional:
Survey Completed by (Name):
Address: __________________________
E-mail: ____________________________ Phone: __________________________

Would you like someone to contact you? ____ Yes   ____ No

Please mail your completed survey to SOHO 2476 San Diego Avenue, San Diego, California 92110
Online survey access at www.sohosandeigo.org