



ASOA Friday Focus Poll – Results from Friday, May 4th, 2018
Marketing Via Radio

If your practice uses radio advertisements as a part of your marketing efforts, what percentage of your marketing budget is dedicated to it?

| Responses | Responses | % |
|---|------------|--------|
| 10% | 32 | 10.42% |
| 20% | 21 | 6.84% |
| 30% | 6 | 1.95% |
| 40% | 4 | 1.30% |
| 50% or greater | 6 | 1.95% |
| My practice does not advertise on the radio | 238 | 77.52% |
| Total Responses | 307 | |

