



Campbell Rinker Study I

Marketing Research to Aid Sponsorship Development

*as presented at the Sixth Annual North American Scottish Leadership Conference
at the Scottish Home in Chicago*

Dirk Rinker will present the Campbell Rinker study at the Homecoming Scotland Leadership Conference to be held on Monday, July 27, 2009 at Queen Margaret University near Edinburgh, Scotland. See the notification on COSCA's website: www.cosca.net/HomecomingScotlandLeadershipConference

Background of Study

How does one approach a potential sponsor of a event with an American-Scottish theme, such as a Highland Games, a Burns Night, a Tartan Week Gala, or any other such event? Sponsors want to know, "What's in it for us?" They require informed knowledge of the audience to be reached at such a project. Accordingly, three years ago it was decided to commission a quantitative study defining who Scottish-Americans are and what they represent as a group. Its purpose was to aid sponsorship development by researching "attitudes, awareness, and interest among Americans, (Scottish and Non-Scottish) for engaging with Scotland and/or its culture and to identify how corporate sponsors of Tartan Day or similar events are perceived by Americans".

The results are in, and Alan Bain (pictured left), President Emeritus of the American-Scottish Foundation (ASF), described this comprehensive, professionally researched demographic project endorsed by the Scottish North American Leadership Conference www.americanscottishfoundation.com, the Illinois St. Andrew Society www.chicago-scots.org, and Whyte & Mackay www.whyteandmackay.co.uk.

The Campbell Rinker Research Group compared demographic traits among a random sample of 150,000 U.S. households with Scottish surnames and also conducted an online survey among 4,213 U. S. adults.



Alan Bain.

Goals of Study

The specific goals of the study were to...



- * Determine the attitudes, awareness, and interest among Americans (and Scottish Americans) for engaging with Scotland and/or its culture through events, tourism, commerce, or purchases of Scottish goods.
- * Discern whether segments exist within the American population for marketing celebrations of Scottish culture.
- * Identify how corporate sponsors of Tartan Day or similar cultural events are perceived by Americans.

Some Useful Information for Sponsors to Know:

◆ At the present time most people actively involved with Scottish organizations are middle aged, upper middle class men & women, many with ancestral ties to Scotland or an interest in Scottish themes.

◆ A strong majority of respondents were American, have ancestral ties to Scotland, are proud of their Scottish heritage, feel a connection to Scotland, and feel their Scottishness contributes to their sense of self.

◆ Very generally, attitudes are positive about Scotland & Scottish traits (thrifty, independent/strong-willed/determined, tenacious/hard-working/self-sufficient, patriotic, loyal, and honest).

◆ Of interest to sponsoring travel agencies, airlines, cruise lines: 42% indicate their Scottish heritage influences where they travel and 23% have visited Scotland from 1 to 4 years ago. In the past 12 months, respondents spent on average \$2,938 on travel to cultural destinations.



◆ Nine in ten say it is most important to pass along elements of Scottish culture to future generations, and 87% actually share their knowledge with their children/grandchildren.

◆ Fun, pride in Scottish culture & heritage, and enjoyment in the company of Scots-minded people are 3 most frequently mentioned reasons for attending Scottish events. These themes carry throughout the survey and provide cues to Scottish organizations of how to promote events and engage members. These factors also provide cues as to how Scottish organizations may best acquire, engage, and retain members.

◆ Three in four joined a Scottish organization to preserve Scottish customs and believe in the Scottish organization's mission.

◆ The least frequently mentioned reasons for attending included the chance to offer philanthropic support for charitable missions of Scottish organizations & that they were invited by family/friends.

◆ By far, the most-frequented event was the Highland Games, attended by 90% of respondents, followed by the Robert Burns Supper.

◆ Fifty one percent indicated there should be a National Association of Scottish/Saint Andrews/Caledonian Societies.

◆ Respondents are charitable and philanthropic donors, giving an average of nearly \$4,000 annually per capita.

◆ The highest proportion of respondents expressed interest in philanthropic support for arts and culture through their Scottish organization; 52% were willing to support an Endowment for the Scottish Arts and a School of the Scottish Arts. Support for Scottish dance and literature is lower.



◆ More than six in ten would be inclined to support scholarship programs for deserving youth. Significantly lower levels of support are seen for teacher exchange and internship programs.

◆ Approximately 49% would be inclined to support a Scottish American Museum, while 45% would support a Scottish American Library and 40% a Scottish American Hall of Fame. 64% feel the Scottish American Hall of Fame should involve nominations and support from all Scottish organizations.

◆ Close to four in ten were inclined to support the development of a nationwide Scottish Retirement Foundation, a Scottish Retirement Community or an In-home Health Care Initiative.

Extracts of the completed study is available at the cost of \$75, including postage and handling. For those who have a special interest in a particular aspect of the study, Campbell Rinker is willing to create (for additional cost) individual reports that address particular interests of potential sponsors, either by industry group, activity or geographical area.

Campbell Rinker (www.campbellrinker.com/) is a leader in the field of marketing research among non-profits and the companies that serve them. They help non-profits understand the web of motivations, perceptions and attitudes that surround and influence the decision to give, join or volunteer, leading to strategies that improve nonprofit effectiveness.

