



Patron Survey Comparison Book 2023

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2023 Show Season Patron Survey Comparison - All Shows

	Population	724	223	467	365	342	664	587	158	53	345	818	588	1322	1109	555	527	1322	53	1269
		UFD	OUT	USG	MBS	GRB	GRW	MAS	CLG	CLD	GRR	WMH	LHG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Show Specific																				
What day did you attend the show?																				
Wednesday		-	-	-	10%	11%	-	-	-	-	-	-	-	-	-	10%	10%	11%	10%	1%
Thursday		26%	20%	20%	6%	9%	-	16%	-	2%	-	15%	14%	12%	-	14%	15%	26%	2%	24%
Friday		26%	27%	18%	21%	20%	-	24%	43%	51%	33%	24%	32%	28%	35%	29%	27%	51%	18%	33%
Saturday		42%	41%	54%	48%	52%	-	45%	44%	36%	50%	48%	38%	50%	52%	46%	48%	54%	36%	18%
Sunday		12%	16%	13%	20%	13%	-	18%	14%	13%	18%	16%	19%	14%	19%	16%	16%	20%	12%	8%
How many hours did you spend at the show?																				
Average Hours		3.67	3.29	3.45	3.14	3.15	3.73	2.40	2.36	2.65	2.3	2.90	2.75	3.40464	2.43	2.97	3.02	3.73	2.30	1.43
Where did you recently see or hear advertising for the show? (Check all that apply)																				
TV		18%	16%	24%	29%	26%	6%	24%	32%	22%	33%	34%	39%	25%	25%	25%	25%	39%	6%	33%
Facebook		29%	27%	29%	20%	25%	27%	20%	17%	26%	19%	18%	20%	26%	19%	23%	23%	29%	17%	12%
Internet		27%	20%	26%	22%	26%	21%	22%	19%	20%	14%	18%	21%	23%	24%	22%	21%	27%	14%	14%
Email		22%	31%	13%	20%	14%	11%	18%	17%	24%	8%	15%	21%	17%	27%	18%	17%	31%	8%	22%
Radio		12%	13%	24%	19%	23%	12%	21%	26%	4%	23%	24%	15%	21%	20%	18%	20%	26%	4%	22%
Friend		15%	9%	20%	13%	16%	31%	19%	11%	4%	13%	14%	10%	12%	19%	15%	14%	31%	4%	27%
Billboard		10%	9%	16%	9%	19%	14%	16%	13%	10%	15%	21%	14%	17%	19%	14%	15%	21%	9%	12%
Postcard / Direct Mail		-	-	-	-	-	-	-	-	-	3%	11%	22%	8%	12%	11%	11%	22%	3%	19%
Exhibitor		6%	4%	5%	10%	10%	3%	5%	3%	2%	3%	6%	5%	3%	9%	5%	5%	10%	2%	8%
Newspaper		-	-	-	-	-	-	-	3%	4%	-	-	-	2%	-	3%	3%	4%	2%	2%
Magazine		5%	11%	5%	1%	1%	3%	1%	1%	0%	1%	2%	3%	1%	2%	3%	2%	11%	0%	11%
Posters, Coupons or Flyers		2%	2%	2%	2%	3%	-	-	1%	0%	1%	4%	8%	2%	4%	2%	2%	8%	0%	8%
Streaming Ad		3%	1%	3%	2%	4%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	4%	1%	3%
Instagram		2%	1%	2%	1%	1%	4%	2%	0%	0%	2%	1%	0%	1%	2%	1%	1%	4%	0%	4%
TikTok		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Podcast Ad		0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
Other		7%	10%	8%	7%	6%	16%	12%	6%	6%	7%	8%	9%	8%	9%	8%	8%	16%	6%	10%
What drew you to the Show?																				
I just love this show		35%	35%	30%	26%	36%	34%	22%	17%	23%	8%	26%	33%	21%	20%	26%	26%	36%	8%	29%
When do you expect to purchase products or services like those at the show?																				
Within 6 months		-	-	-	24%	22%	-	11%	34%	36%	34%	33%	36%	19%	-	28%	33%	36%	11%	26%
6mo. - 1 yr		-	-	-	13%	11%	-	16%	21%	17%	31%	21%	27%	13%	-	19%	17%	31%	11%	20%
1-2 years		-	-	-	13%	13%	-	19%	10%	9%	16%	10%	8%	14%	-	12%	13%	19%	8%	11%
3-5 years		-	-	-	5%	5%	-	13%	1%	2%	2%	3%	3%	8%	-	5%	3%	13%	1%	12%
Not Sure		-	-	-	45%	49%	-	42%	35%	36%	17%	33%	27%	46%	-	37%	36%	49%	17%	32%
Did you attend a seminar at the show?																				
Yes		32%	15%	23%	-	-	11%	-	9%	0%	12%	19%	12%	5%	7%	13%	12%	32%	0%	32%
No		68%	85%	77%	-	-	89%	-	91%	100%	88%	81%	88%	95%	93%	87%	88%	100%	68%	32%
Did you enjoy the show?																				
Yes		91%	81%	87%	96%	95%	93%	84%	83%	80%	80%	90%	95%	94%	84%	88%	89%	96%	80%	17%
No		9%	19%	13%	4%	5%	7%	16%	17%	20%	20%	10%	5%	6%	16%	12%	11%	20%	4%	17%
How would you best describe your experience at the Show?																				
I loved it, would go again		51%	35%	41%	36%	52%	-	41%	17%	20%	11%	31%	34%	39%	34%	34%	35%	52%	11%	41%
I got ideas & product information		33%	31%	37%	46%	35%	-	21%	44%	49%	53%	45%	51%	41%	35%	40%	41%	53%	21%	31%
Didn't have what I was interested in		7%	15%	10%	12%	8%	-	15%	16%	10%	12%	11%	5%	10%	10%	11%	10%	16%	5%	11%
Didn't like it, won't go again		4%	8%	4%	2%	2%	-	4%	7%	10%	10%	5%	3%	2%	7%	5%	4%	10%	2%	9%
Other		6%	12%	9%	5%	4%	-	19%	16%	12%	15%	8%	8%	7%	13%	10%	9%	19%	4%	15%

2023 Show Season Patron Survey Comparison - All Shows

	Population	724	223	467	365	342	664	587	158	53	345	818	588	1322	1109	555	527	1322	53	1269
		UFD	OUT	USG	MBS	GRB	GRW	MAS	CLG	CLD	GRR	WMH	LHG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Do you plan to attend the show next year?																				
Yes		92%	92%	91%	82%	87%	84%	85%	77%	78%	72%	86%	92%	87%	91%	86%	86%	92%	72%	20%
No		8%	8%	9%	18%	13%	16%	15%	23%	22%	28%	14%	8%	13%	9%	14%	14%	28%	8%	20%

Demographics

What is your approximate household income?																				
0 - \$40,000		8%	7%	8%	5%	4%	7%	10%	4%	3%	4%	7%	7%	5%	6%	6%	6%	10%	3%	7%
\$40,000 - \$80,000		21%	18%	25%	13%	16%	26%	26%	21%	10%	20%	29%	27%	23%	22%	21%	21%	29%	10%	19%
\$80,000 - \$120,000		30%	30%	32%	19%	25%	25%	29%	20%	23%	29%	32%	33%	37%	28%	28%	29%	37%	19%	18%
\$120,000 - \$160,000		19%	24%	19%	24%	21%	19%	14%	18%	13%	21%	16%	15%	18%	19%	19%	19%	24%	13%	11%
\$160,000 - \$200,000		10%	12%	8%	16%	10%	10%	7%	16%	13%	11%	8%	11%	11%	10%	11%	10%	16%	7%	9%
Over \$200,000		13%	9%	8%	24%	25%	14%	13%	21%	37%	15%	9%	7%	8%	15%	15%	13%	37%	7%	30%

What is your highest level of education?																				
Some High School		1%	1%	2%	1%	0%	0%	3%	1%	0%	1%	1%	1%	1%	1%	1%	1%	3%	0%	3%
High School Diploma		18%	13%	21%	12%	12%	8%	16%	11%	7%	8%	12%	9%	12%	12%	12%	12%	21%	7%	14%
Associate Degree or Technical School		21%	25%	19%	16%	13%	14%	14%	13%	11%	10%	15%	13%	17%	15%	15%	14%	25%	10%	14%
Some College		20%	18%	22%	14%	20%	15%	16%	14%	18%	12%	19%	16%	18%	17%	17%	18%	22%	12%	10%
Bachelor Degree		26%	24%	25%	35%	32%	42%	33%	31%	30%	38%	29%	32%	32%	37%	32%	32%	42%	24%	19%
Post Graduate Degree		14%	21%	12%	22%	22%	21%	19%	30%	34%	30%	23%	28%	20%	19%	23%	22%	34%	12%	23%

What is your Marital Status?																				
Married / Living Together		81%	83%	82%	84%	86%	-	74%	88%	95%	88%	84%	77%	90%	81%	84%	84%	95%	74%	21%
Single		19%	17%	18%	16%	14%	-	26%	13%	5%	12%	16%	23%	10%	19%	16%	16%	26%	5%	21%

Do you have any children, under the age of 18, living with you?																				
Yes		26%	29%	35%	24%	32%	-	34%	14%	16%	21%	17%	15%	26%	88%	29%	26%	88%	14%	74%
No		74%	71%	65%	76%	68%	-	66%	86%	84%	79%	83%	85%	74%	12%	71%	74%	86%	12%	74%

Do you own your own home?																				
Yes		89%	87%	88%	90%	94%	77%	79%	97%	98%	93%	95%	96%	93%	88%	90%	91%	98%	77%	21%
No		11%	13%	13%	10%	6%	23%	21%	3%	2%	7%	5%	4%	7%	12%	10%	9%	23%	2%	21%

Please tell us how many people per age bracket were in your group																				
Under 18		14%	16%	18%	17%	13%	-	44%	23%	24%	9%	10%	16%	11%	7%	17%	16%	44%	7%	37%
18-24 (21-24 for GRW)		10%	7%	8%	9%	9%	22%	35%	19%	24%	2%	4%	6%	18%	6%	13%	9%	35%	2%	34%
25-34		12%	10%	14%	8%	11%	44%	42%	18%	20%	8%	9%	8%	6%	15%	16%	12%	44%	6%	38%
35-44		14%	13%	15%	8%	14%	43%	38%	28%	22%	10%	11%	7%	12%	14%	18%	14%	43%	7%	35%
45-54		15%	18%	14%	20%	17%	42%	38%	34%	38%	20%	16%	11%	16%	14%	22%	18%	42%	11%	31%
55-64		18%	16%	17%	23%	22%	31%	39%	53%	64%	27%	25%	19%	24%	20%	28%	23%	64%	16%	48%
over 65		16%	20%	14%	15%	15%	13%	34%	48%	48%	23%	25%	33%	14%	24%	24%	22%	48%	13%	35%
Average Age		42	49	45	48	47	40	41	56	55	53	52	53	46	49	48	48	56	40	16

Attending Groups are, on average, made up of:																				
Men		80%	65%	75%	61%	56%	44%	66%	48%	48%	48%	43%	40%	49%	78%	57%	52%	80%	40%	39%
Women		20%	35%	25%	39%	44%	56%	34%	52%	52%	52%	57%	60%	51%	22%	43%	48%	60%	20%	39%
Average Group Size		2.5	2.4	2.6	2.5	3.0	4.0	2.6	2.178	2.4	2.1	2.6	2.2	2.6	2.6	2.60	2.56	3.99	2.10	1.89

What is your main news source?																				
Internet		56%	50%	53%	38%	56%	-	-	48%	44%	45%	43%	39%	51%	54%	48%	49%	56%	38%	17%
TV		33%	36%	35%	48%	34%	-	-	38%	49%	38%	39%	44%	38%	35%	39%	38%	49%	33%	16%
Radio		6%	8%	6%	7%	8%	-	-	7%	2%	5%	8%	7%	7%	5%	6%	7%	8%	2%	6%
Newspaper		3%	6%	2%	4%	1%	-	-	4%	0%	5%	3%	5%	2%	3%	3%	3%	6%	0%	6%
None of the Above (Other)		2%	1%	4%	2%	1%	-	-	3%	5%	7%	7%	5%	3%	3%	4%	3%	7%	1%	6%

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		UFD	OUT	USG	MBS	GRB	GRW	MAS	CLG	CLD	GRR	WMH	LHG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Have you seen / visited our website?																				
Yes		70%	73%	60%	57%	50%	64%	53%	39%	61%	29%	35%	43%	50%	44%	52%	52%	73%	29%	44%
No		30%	27%	40%	43%	50%	36%	47%	61%	39%	71%	65%	57%	50%	56%	48%	48%	71%	27%	44%
How do you receive your television programming?																				
Streaming		27%	25%	31%	27%	34%	-	40%	27%	30%	28%	26%	24%	35%	25%	29%	27%	40%	24%	16%
Comcast Cable		23%	22%	15%	4%	16%	-	17%	24%	28%	25%	21%	26%	17%	23%	20%	22%	28%	4%	23%
Time Warner Cable		-	-	-	15%	-	-	-	-	-	-	-	-	-	-	15%	15%	15%	15%	0%
Antenna		11%	15%	15%	16%	11%	-	13%	10%	8%	11%	15%	18%	16%	6%	13%	13%	18%	6%	12%
YouTube TV		10%	10%	13%	15%	15%	-	13%	10%	10%	9%	8%	9%	11%	14%	11%	10%	15%	8%	7%
Charter Cable		7%	6%	14%	10%	17%	-	11%	10%	13%	8%	11%	3%	11%	14%	10%	11%	17%	3%	14%
DirecTV		9%	7%	9%	11%	10%	-	5%	8%	13%	5%	6%	8%	7%	8%	8%	8%	13%	5%	8%
AT&T Uverse		8%	6%	3%	7%	3%	-	3%	9%	13%	7%	15%	3%	3%	5%	7%	6%	15%	3%	12%
Dish Network		8%	7%	6%	4%	6%	-	4%	2%	3%	8%	6%	9%	8%	4%	6%	6%	9%	2%	7%
No TV		4%	4%	7%	4%	2%	-	9%	5%	0%	7%	8%	5%	4%	5%	5%	5%	9%	0%	9%
Other		9%	10%	3%	12%	5%	-	6%	3%	10%	6%	5%	7%	6%	5%	7%	6%	12%	3%	9%
What streaming music service do you use?																				
Spotify		26%	21%	28%	33%	26%	48%	40%	34%	29%	27%	24%	18%	28%	31%	30%	28%	48%	18%	30%
Pandora		23%	25%	29%	28%	30%	33%	21%	37%	35%	24%	25%	19%	31%	27%	28%	27%	37%	19%	19%
Amazon		19%	23%	17%	28%	23%	29%	22%	29%	32%	15%	18%	15%	28%	18%	23%	22%	32%	15%	17%
Sirius		26%	23%	19%	29%	21%	22%	17%	-	-	14%	19%	22%	28%	23%	22%	22%	29%	14%	15%
Apple Music		14%	14%	15%	18%	23%	27%	20%	15%	18%	10%	12%	10%	16%	16%	16%	15%	27%	10%	17%
iHeart Radio		5%	7%	9%	13%	9%	12%	12%	17%	3%	8%	13%	3%	15%	9%	10%	9%	17%	3%	14%
YouTube Music		-	-	-	-	-	-	-	8%	9%	-	-	-	-	-	8%	8%	9%	8%	1%
Google Music		3%	4%	4%	3%	3%	-	3%	2%	3%	2%	3%	3%	4%	2%	3%	3%	4%	2%	2%
Tidal		0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
Slacker		0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	2%
I do not use a streaming music service		25%	25%	24%	19%	20%	-	15%	-	-	27%	27%	38%	19%	20%	24%	24%	38%	15%	23%
Other		3%	6%	3%	2%	2%	6%	4%	17%	18%	4%	4%	4%	2%	2%	5%	4%	18%	2%	16%
Are you a premium subscriber to the streaming service?																				
Yes		45%	40%	40%	52%	43%	-	-	38%	45%	36%	35%	37%	42%	47%	42%	41%	52%	35%	17%
No		56%	60%	60%	48%	57%	-	-	62%	55%	64%	65%	63%	58%	53%	58%	59%	65%	48%	17%
What social media outlets do you regularly use?																				
Facebook		66%	74%	74%	69%	71%	78%	68%	77%	78%	69%	76%	69%	81%	63%	72%	73%	81%	63%	18%
Instagram		26%	32%	31%	31%	39%	61%	43%	31%	28%	32%	35%	24%	37%	31%	34%	32%	61%	24%	37%
LinkedIn		-	-	-	-	-	-	-	20%	23%	-	-	-	-	-	21%	21%	23%	20%	3%
Pinterest		6%	17%	12%	13%	18%	33%	12%	16%	13%	20%	27%	22%	27%	7%	17%	17%	33%	6%	27%
TikTok		16%	17%	17%	17%	17%	33%	26%	7%	10%	11%	14%	11%	18%	13%	16%	16%	33%	7%	25%
Snapchat		13%	14%	20%	17%	20%	34%	22%	4%	3%	10%	15%	9%	17%	14%	15%	14%	34%	3%	32%
Twitter		12%	16%	11%	13%	13%	21%	15%	9%	8%	12%	10%	10%	13%	17%	13%	13%	21%	8%	14%
None		26%	22%	22%	22%	20%	10%	19%	15%	15%	21%	17%	24%	14%	25%	19%	21%	26%	10%	16%
Other		1%	2%	2%	3%	2%	1%	2%	1%	3%	3%	2%	2%	1%	3%	2%	2%	3%	1%	3%
Do you follow any of our social media accounts?																				
Facebook		19%	21%	21%	12%	17%	25%	14%	9%	13%	7%	12%	12%	19%	15%	15%	14%	25%	7%	19%
Instagram		4%	3%	3%	1%	3%	7%	4%	2%	3%	1%	2%	1%	2%	2%	3%	2%	7%	1%	6%
I do not follow the show on social		79%	79%	0%	88%	82%	72%	86%	90%	84%	93%	88%	88%	81%	84%	78%	84%	93%	0%	93%

2023 Show Season Patron Survey Comparison - HB Shows

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	UFD	OUT	USG	MBS	GRB	GRW	MAS	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)

Show Specific

What day did you attend the show?

Wednesday	-	-	-	10%	11%	-	-	10%	10%	11%	10%	1%
Thursday	26%	20%	20%	6%	9%	-	16%	16%	18%	26%	6%	21%
Friday	26%	27%	18%	21%	20%	-	24%	23%	23%	27%	18%	9%
Saturday	42%	41%	54%	48%	52%	-	45%	47%	47%	54%	41%	13%
Sunday	12%	16%	13%	20%	13%	-	18%	15%	15%	20%	12%	8%

How many hours did you spend at the show?

Average Hours	3.67	3.29	3.45	3.14	3.15	3.73	2.40	3.26	3.29	3.73	2.40	1.33
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Where did you recently see or hear advertising for the show? (Check all that apply)

Facebook	29%	27%	29%	21%	25%	27%	20%	25%	27%	29%	20%	9%
Internet	27%	20%	26%	22%	26%	21%	22%	24%	22%	27%	20%	7%
TV	18%	16%	25%	29%	26%	6%	24%	21%	24%	29%	6%	23%
Email	22%	31%	13%	20%	14%	11%	18%	18%	18%	31%	11%	20%
Radio	12%	13%	24%	19%	23%	12%	21%	18%	19%	24%	12%	13%
Friend	15%	9%	20%	13%	16%	31%	19%	17%	16%	31%	9%	22%
Billboard	10%	9%	16%	9%	19%	14%	16%	13%	14%	19%	9%	11%
Exhibitor	6%	4%	5%	10%	10%	3%	5%	6%	5%	10%	3%	7%
Magazine	5%	11%	5%	1%	1%	3%	1%	4%	3%	11%	1%	10%
Streaming Ad	3%	1%	3%	2%	4%	1%	1%	2%	2%	4%	1%	3%
Posters, Coupons or Flyers	2%	2%	2%	2%	3%	-	-	2%	2%	3%	2%	1%
Instagram	2%	1%	2%	1%	1%	4%	2%	2%	2%	4%	1%	3%
Podcast Ad	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%
TikTok	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	7%	10%	8%	7%	6%	16%	12%	9%	8%	16%	6%	10%

Do you expect to purchase products like those displayed in the shows in the next:

Within 6 months	-	-	-	24%	22%	-	11%	19%	22%	24%	11%	13%
6mo. - 1 yr	-	-	-	13%	11%	-	16%	13%	13%	16%	11%	5%
1-2 years	-	-	-	13%	13%	-	19%	15%	13%	19%	13%	6%
3-5 years	-	-	-	5%	5%	-	13%	7%	5%	13%	5%	8%
Not Sure	-	-	-	45%	49%	-	42%	45%	45%	49%	42%	8%

Did you attend a seminar at the show?

Yes	32%	15%	23%	-	-	11%	-	20%	19%	32%	11%	20%
No	68%	85%	77%	-	-	89%	-	80%	81%	89%	68%	20%

Did you enjoy the show?

Yes	91%	81%	87%	96%	95%	93%	84%	90%	91%	96%	81%	16%
No	9%	19%	13%	4%	5%	7%	16%	10%	9%	19%	4%	16%

2023 Show Season Patron Survey Comparison - HB Shows

Population	724	223	467	365	342	664	587	626	626	664	587	77
	UFD	OUT	USG	MBS	GRB	GRW	MAS	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)

How would you best describe your experience at the Show?

I loved it, would go again	51%	35%	41%	36%	52%	-	41%	42%	41%	52%	35%	17%
I got ideas & product information	33%	31%	37%	46%	35%	-	21%	34%	34%	46%	21%	24%
Didn't have what I was interested in	7%	15%	10%	12%	8%	-	15%	11%	11%	15%	7%	8%
Didn't like it, won't go again	4%	8%	4%	2%	2%	-	4%	4%	4%	8%	2%	6%
Other	6%	12%	9%	5%	4%	-	19%	9%	8%	19%	4%	15%

Do you plan to attend the show next year?

Yes	92%	92%	91%	82%	87%	84%	85%	88%	87%	92%	82%	10%
No	8%	8%	9%	18%	13%	16%	15%	12%	13%	18%	8%	10%

Demographics

Approximately, what is your family income?

0 - \$40,000	8%	7%	8%	5%	4%	7%	10%	7%	7%	10%	4%	6%
\$40,000 - \$80,000	21%	18%	25%	13%	16%	26%	26%	21%	21%	26%	13%	14%
\$80,000 - \$120,000	30%	30%	32%	19%	25%	25%	29%	27%	29%	32%	19%	13%
\$120,000 - \$160,000	19%	24%	19%	24%	21%	19%	14%	20%	19%	24%	14%	10%
\$160,000 - \$200,000	10%	12%	8%	16%	10%	10%	7%	11%	10%	16%	7%	8%
Over \$200,000	13%	9%	8%	24%	23%	14%	13%	15%	13%	24%	8%	16%

How much formal education do you have? (Please check highest completed.)

Some High School	1%	1%	2%	1%	0%	0%	3%	1%	1%	3%	0%	3%
High School Diploma	18%	13%	21%	12%	12%	8%	16%	14%	13%	21%	8%	14%
Associate Degree or Technical School	21%	25%	19%	16%	13%	14%	14%	17%	16%	25%	13%	12%
Some College	20%	18%	22%	14%	20%	15%	16%	18%	18%	22%	14%	8%
Bachelor Degree	26%	24%	25%	35%	32%	42%	33%	31%	32%	42%	24%	19%
Post Graduate Degree	14%	21%	12%	22%	22%	21%	19%	19%	21%	22%	12%	11%

What is your Marital Status?

Married / Living Together	81%	83%	82%	84%	86%	-	74%	82%	82%	86%	74%	12%
Single	19%	17%	18%	16%	14%	-	26%	18%	18%	26%	14%	12%

Do you have any children, under the age of 18, living with you?

Yes	26%	29%	35%	24%	32%	-	34%	30%	30%	35%	24%	11%
No	74%	71%	65%	76%	68%	-	66%	70%	70%	76%	65%	11%

Do you own your own home?

Yes	89%	87%	88%	90%	94%	77%	79%	86%	88%	94%	77%	18%
No	11%	13%	13%	10%	6%	23%	21%	14%	13%	23%	6%	18%

2023 Show Season Patron Survey Comparison - HB Shows

	Population	724	223	467	365	342	664	587	626	626	664	587	77
		UFD	OUT	USG	MBS	GRB	GRW	MAS	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
What other activities do you participate in?													
Fishing		99%	84%	96%	61%	59%	-	-	80%	84%	99%	59%	40%
Boating		76%	59%	72%	81%	78%	-	-	73%	76%	81%	59%	21%
Swimming		-	-	-	63%	58%	-	-	60%	60%	63%	58%	5%
Shooting		52%	69%	58%	-	-	-	-	60%	58%	69%	52%	17%
Hunting		53%	74%	69%	29%	27%	-	-	50%	53%	74%	27%	47%
Canoeing / Kayaking		42%	52%	52%	51%	54%	-	-	50%	52%	54%	42%	12%
Bicycling		-	-	-	43%	46%	-	-	45%	45%	46%	43%	3%
Golf		-	-	-	42%	48%	-	-	45%	45%	48%	42%	6%
Ice Fishing		49%	31%	51%	-	-	-	-	44%	49%	51%	31%	20%
Hiking / Backpacking		31%	51%	44%	42%	38%	-	-	41%	42%	51%	31%	20%
RV Camping		26%	35%	29%	19%	33%	-	-	28%	29%	35%	19%	16%
Water-Skiing		-	-	-	31%	21%	-	-	26%	26%	31%	21%	10%
Snow Skiing		-	-	-	21%	23%	-	-	22%	22%	23%	21%	2%
Wake Boarding		-	-	-	16%	18%	-	-	17%	17%	18%	16%	2%
Snowmobiling		12%	10%	15%	-	-	-	-	13%	12%	15%	10%	5%
Wake Surfing		-	-	-	8%	14%	-	-	11%	11%	14%	8%	6%
Sailing		-	-	-	10%	10%	-	-	10%	10%	10%	10%	1%
Wind Surfing		-	-	-	2%	3%	-	-	2%	2%	3%	2%	1%
Other		5%	11%	5%	6%	7%	-	-	7%	6%	11%	5%	6%
Please tell us how many people per age bracket were in your group.													
Under 18		14%	16%	18%	17%	13%	-	44%	20%	16%	44%	13%	31%
18-24 (21-24 for GRW)		10%	7%	8%	9%	9%	22%	35%	14%	9%	35%	7%	29%
25-34		12%	10%	14%	8%	11%	44%	42%	20%	12%	44%	8%	36%
35-44		14%	13%	15%	8%	14%	43%	38%	21%	14%	43%	8%	35%
45-54		15%	18%	14%	20%	17%	42%	38%	23%	18%	42%	14%	28%
55-64		18%	16%	17%	23%	22%	31%	39%	24%	22%	39%	16%	23%
over 65		16%	20%	14%	15%	15%	13%	34%	18%	15%	34%	13%	22%
Average Age		42	49	45	48	47	40	41	45	45	49	40	9
Attending Groups are, on average, made up of:													
Men		80%	65%	75%	61%	56%	44%	66%	64%	65%	80%	44%	36%
Women		20%	35%	25%	39%	44%	56%	34%	36%	35%	56%	20%	36%
Average Group Size		2.5	2.4	2.6	2.5	3.0	4.0	2.6	2.79	2.60	3.99	2.40	1.59

2023 Show Season Patron Survey Comparison - HB Shows

	Population	724	223	467	365	342	664	587	626	626	664	587	77
		UFD	OUT	USG	MBS	GRB	GRW	MAS	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
What is your main news source?													
Internet		56%	50%	53%	48%	57%	-	-	53%	53%	57%	48%	9%
TV		33%	36%	35%	38%	34%	-	-	35%	35%	38%	33%	6%
Radio		6%	8%	6%	7%	8%	-	-	7%	7%	8%	6%	2%
Newspaper		3%	6%	2%	4%	1%	-	-	3%	3%	6%	1%	5%
None of the Above (Other)		2%	1%	4%	2%	1%	-	-	2%	2%	4%	1%	2%
Have you seen / visited our website?													
Yes		70%	73%	60%	57%	50%	64%	53%	61%	60%	73%	50%	24%
No		30%	27%	40%	43%	50%	36%	47%	39%	40%	50%	27%	24%
How do you receive your television programming?													
Streaming		27%	25%	31%	27%	34%	-	40%	31%	29%	40%	25%	15%
Comcast Cable		23%	22%	15%	4%	16%	-	17%	16%	17%	23%	4%	18%
Time Warner Cable		-	-	-	15%	-	-	-	15%	15%	15%	15%	0%
YouTube TV		10%	10%	13%	15%	15%	-	13%	12%	13%	15%	10%	5%
Antenna		11%	15%	15%	16%	11%	-	3%	12%	13%	16%	3%	13%
Charter Cable		7%	6%	14%	10%	17%	-	11%	11%	10%	17%	6%	11%
DirecTV		9%	7%	9%	11%	10%	-	5%	9%	9%	11%	5%	5%
AT&T Uverse		8%	6%	3%	7%	3%	-	13%	7%	7%	13%	3%	11%
Dish Network		8%	7%	6%	4%	6%	-	4%	6%	6%	8%	4%	4%
No TV		4%	4%	7%	4%	2%	-	9%	5%	4%	9%	2%	7%
Other		9%	10%	3%	12%	5%	-	6%	8%	8%	12%	3%	9%
What streaming music service do you use?													
Spotify		26%	21%	28%	33%	26%	48%	40%	32%	28%	48%	21%	27%
Pandora		23%	25%	29%	28%	30%	33%	21%	27%	28%	33%	21%	12%
Amazon		19%	23%	17%	28%	23%	29%	22%	23%	23%	29%	17%	12%
Sirius		26%	23%	19%	29%	21%	22%	17%	22%	22%	29%	17%	12%
Apple Music		14%	14%	15%	18%	23%	27%	20%	19%	18%	27%	14%	13%
iHeart		5%	7%	9%	13%	9%	12%	12%	10%	9%	13%	5%	8%
Google Music		3%	4%	4%	3%	3%	-	3%	3%	3%	4%	3%	1%
Tidal		0%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%
Slacker		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I do not use a streaming music service		25%	25%	24%	19%	20%	-	15%	21%	22%	25%	15%	11%
Other		3%	6%	3%	2%	2%	6%	4%	4%	3%	6%	2%	4%
Are you a premium subscriber to the streaming service?													
Yes		45%	40%	40%	52%	43%	-	-	44%	43%	52%	40%	12%
No		56%	60%	60%	48%	57%	-	-	56%	57%	60%	48%	12%

2023 Show Season Patron Survey Comparison - HB Shows

	<i>Population</i>	724	223	467	365	342	664	587	626	626	664	587	77
		UFD	OUT	USG	MBS	GRB	GRW	MAS	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Which social media outlets do you use regularly?													
Facebook		66%	74%	74%	69%	71%	78%	68%	71%	71%	78%	66%	12%
Instagram		26%	32%	31%	31%	39%	61%	43%	38%	32%	61%	26%	35%
Snapchat		13%	14%	20%	17%	20%	34%	22%	20%	20%	34%	13%	21%
Pinterest		6%	17%	12%	13%	18%	33%	26%	18%	17%	33%	6%	27%
TikTok		16%	17%	17%	17%	17%	21%	15%	17%	17%	21%	15%	6%
Twitter		12%	16%	11%	13%	13%	33%	12%	16%	13%	33%	11%	22%
None		26%	22%	22%	22%	20%	10%	19%	20%	22%	26%	10%	16%
Other		1%	2%	2%	3%	2%	1%	2%	2%	2%	3%	1%	3%
Do you follow any of our social media accounts?													
Facebook		19%	21%	21%	12%	17%	25%	14%	18%	19%	25%	12%	14%
Instagram		4%	3%	3%	1%	3%	7%	4%	4%	3%	7%	1%	6%
I don't follow the Show on social		79%	79%	79%	88%	82%	72%	86%	81%	79%	88%	72%	15%

2023 Show Season Patron Survey Comparison - MW Shows

Population 345 818 588 53 158 1322 1109 628 588 1322 53 1269

GRR WMH LHG CLD CLG GRV WMG (AVG) (MEDIAN) (HIGH) (LOW) (RANGE)

Show Specific

What day did you attend the show?

	GRR	WMH	LHG	CLD	CLG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Thursday	-	15%	14%	2%	-	12%	-	11%	13%	15%	2%	13%
Friday	33%	24%	32%	51%	43%	28%	35%	35%	33%	51%	24%	27%
Saturday	50%	48%	38%	36%	44%	50%	52%	45%	48%	52%	36%	15%
Sunday	18%	16%	19%	13%	14%	14%	19%	16%	16%	19%	13%	6%

How many hours did you spend at the show?

	GRR	WMH	LHG	CLD	CLG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Average Hours	2.3	2.90	2.75	2.65	2.36	3.405	2.43	2.68	2.65	3.40	2.30	1.10

Where did you recently see or hear advertising for the show? (Check all that apply)

	GRR	WMH	LHG	CLD	CLG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
TV	33%	34%	39%	22%	32%	25%	25%	30%	32%	39%	22%	17%
Facebook (prev Social Media/Facebook)	19%	18%	20%	26%	17%	26%	19%	21%	19%	26%	17%	9%
Internet	14%	18%	21%	20%	19%	23%	24%	20%	20%	24%	14%	11%
Radio	23%	24%	15%	4%	26%	21%	20%	19%	21%	26%	4%	22%
Email	8%	15%	21%	24%	17%	17%	27%	18%	17%	27%	8%	19%
Billboard	15%	21%	14%	10%	13%	17%	19%	15%	15%	21%	10%	11%
Friend (Formerly Friend/Exhibitor)	13%	14%	10%	4%	11%	12%	19%	12%	12%	19%	4%	15%
Postcard / Direct Mail	3%	11%	22%	-	-	8%	12%	11%	11%	22%	3%	19%
Exhibitor	3%	6%	5%	2%	3%	3%	9%	5%	3%	9%	2%	7%
Newspaper	-	-	-	4%	3%	2%	-	3%	3%	4%	2%	2%
Posters or Coupons	1%	4%	8%	0%	1%	2%	4%	3%	2%	8%	0%	8%
Streaming Ad	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%
Magazine	1%	2%	3%	0%	1%	1%	2%	1%	1%	3%	0%	3%
Instagram	2%	1%	0%	0%	0%	1%	2%	1%	1%	2%	0%	2%
Tik Tok	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Podcast	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	7%	8%	9%	6%	6%	8%	9%	7%	8%	9%	6%	3%

Do you expect to purchase products like those displayed in the shows in the next:

	GRR	WMH	LHG	CLD	CLG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Within 6 months	34%	33%	36%	36%	34%	19%	-	32%	34%	36%	19%	17%
6mo. - 1 yr	31%	21%	27%	17%	21%	13%	-	22%	21%	31%	13%	17%
1-2 years	16%	10%	8%	9%	10%	14%	-	11%	10%	16%	8%	7%
3-5 years	2%	3%	3%	2%	1%	8%	-	3%	2%	8%	1%	7%
Not Sure	17%	33%	27%	36%	35%	46%	-	32%	34%	46%	17%	29%

Did you attend a seminar at the show?

	GRR	WMH	LHG	CLD	CLG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Yes	12%	19%	12%	0%	9%	5%	7%	9%	9%	19%	0%	19%
No	88%	81%	88%	100%	91%	95%	93%	91%	91%	100%	81%	19%

2023 Show Season Patron Survey Comparison - MW Shows

	Population	345	818	588	53	158	1322	1109	628	588	1322	53	1269
	GRR	WMH	LHG	CLD	CLG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)	
Did you enjoy the show?													
Yes	80%	90%	95%	80%	83%	94%	84%	87%	84%	95%	80%	15%	
No	20%	10%	5%	20%	17%	6%	16%	13%	16%	20%	5%	15%	
How would you best describe your experience at the Show?													
I loved it, would go again	11%	31%	34%	20%	17%	39%	34%	27%	31%	39%	11%	29%	
I got ideas & product information	53%	45%	51%	49%	44%	41%	35%	45%	45%	53%	35%	17%	
Didn't have what I was interested in	12%	11%	5%	10%	16%	10%	10%	11%	10%	16%	5%	11%	
Didn't like it, won't go again	10%	5%	3%	10%	7%	2%	7%	6%	7%	10%	2%	8%	
Other	15%	8%	8%	12%	16%	7%	13%	11%	12%	16%	7%	9%	
Do you plan to attend the show next year?													
Yes	72%	86%	92%	78%	77%	87%	91%	83%	86%	92%	72%	20%	
No	28%	14%	8%	22%	23%	13%	9%	17%	14%	28%	8%	20%	
Demographics													
Approximately, what is your family income?													
0 - \$40,000	4%	7%	7%	3%	4%	5%	6%	5%	5%	7%	3%	4%	
\$40,000 - \$80,000	20%	29%	27%	10%	21%	23%	22%	22%	22%	29%	10%	19%	
\$80,000 - \$120,000	29%	32%	33%	23%	20%	37%	28%	29%	29%	37%	20%	17%	
\$120,000 - \$160,000	21%	16%	15%	13%	18%	18%	19%	17%	18%	21%	13%	8%	
\$160,000 - \$200,000	11%	8%	11%	13%	16%	11%	10%	11%	11%	16%	8%	9%	
Over \$200,000	15%	9%	7%	37%	21%	8%	15%	16%	15%	37%	7%	30%	
How much formal education do you have? (Please check highest completed.)													
Some High School	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	
High School Diploma	8%	12%	9%	7%	11%	12%	12%	10%	11%	12%	7%	6%	
Associate Degree or Technical School	10%	15%	13%	11%	13%	17%	15%	14%	13%	17%	10%	7%	
Some College	12%	19%	16%	18%	14%	18%	17%	16%	17%	19%	12%	7%	
Bachelor Degree	38%	29%	32%	30%	31%	32%	37%	33%	32%	38%	29%	10%	
Post Graduate Degree	30%	23%	28%	34%	30%	20%	19%	26%	28%	34%	19%	15%	
What is your Marital Status?													
Married / Living Together	88%	84%	77%	95%	88%	90%	81%	86%	88%	95%	77%	18%	
Single	12%	16%	23%	5%	13%	10%	19%	14%	13%	23%	5%	18%	
Do you have any children, under the age of 18, living with you?													
Yes	21%	17%	15%	16%	14%	26%	88%	28%	17%	88%	14%	74%	
No	79%	83%	85%	84%	86%	74%	12%	72%	83%	86%	12%	74%	

2023 Show Season Patron Survey Comparison - MW Shows

	Population	345	818	588	53	158	1322	1109	628	588	1322	53	1269
	GRR	WMH	LHG	CLD	CLG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)	
Do you own your own home?													
Yes	93%	95%	96%	98%	97%	93%	88%	94%	95%	98%	88%	10%	
No	7%	5%	4%	2%	3%	7%	12%	6%	5%	12%	2%	10%	
Please tell us how many people per age bracket were in your group													
Under 18	9%	10%	16%	24%	23%	11%	7%	14%	11%	24%	7%	17%	
18-24 (21-24 for GRW)	2%	4%	6%	24%	19%	18%	6%	11%	6%	24%	2%	22%	
25-34	8%	9%	8%	20%	18%	6%	15%	12%	9%	20%	6%	14%	
35-44	10%	11%	7%	22%	28%	12%	14%	15%	12%	28%	7%	21%	
45-54	20%	16%	11%	38%	34%	16%	14%	21%	16%	38%	11%	27%	
55-64	27%	25%	19%	64%	53%	24%	20%	33%	25%	64%	19%	45%	
over 65	23%	25%	33%	48%	48%	14%	24%	31%	25%	48%	14%	34%	
Average Age	53	52	53	55	56	46	49	52	53	56	46	10	
Attending Groups are, on average, made up of:													
Men	48%	43%	40%	48%	48%	49%	78%	51%	48%	78%	40%	38%	
Women	52%	57%	60%	52%	52%	51%	22%	49%	52%	60%	22%	38%	
Average Group Size	2.1	2.6	2.2	2.4	2.18	2.6	2.6	2.40	2.42	2.65	2.10	0.55	
What is your main news source?													
Internet	45%	43%	39%	44%	48%	51%	54%	46%	45%	54%	39%	15%	
TV	38%	39%	44%	49%	38%	38%	35%	40%	38%	49%	35%	14%	
Radio	5%	8%	7%	2%	7%	7%	5%	6%	7%	8%	2%	6%	
Newspaper	5%	3%	5%	0%	4%	2%	3%	3%	3%	5%	0%	5%	
None of the Above	7%	7%	5%	5%	3%	3%	3%	5%	5%	7%	3%	4%	
Have you seen / visited our website?													
Yes	29%	35%	43%	61%	39%	50%	44%	43%	43%	61%	29%	32%	
No	71%	65%	57%	39%	61%	50%	56%	57%	57%	71%	39%	32%	
How do you receive your television programming?													
Streaming	28%	26%	24%	30%	27%	35%	25%	28%	27%	35%	24%	10%	
Comcast Cable	25%	21%	26%	28%	24%	17%	23%	23%	24%	28%	17%	10%	
Antenna	11%	15%	18%	8%	10%	16%	6%	12%	11%	18%	6%	12%	
YouTube TV	9%	8%	9%	10%	10%	11%	14%	10%	10%	14%	8%	6%	
Charter Cable	8%	11%	3%	13%	10%	11%	14%	10%	11%	14%	3%	12%	
AT&T Uverse	7%	15%	3%	13%	9%	3%	5%	8%	7%	15%	3%	12%	
DirecTV	5%	6%	8%	13%	8%	7%	8%	8%	8%	13%	5%	8%	
Dish Network	8%	6%	9%	3%	2%	8%	4%	6%	6%	9%	2%	7%	
No TV	7%	8%	5%	0%	5%	4%	5%	5%	5%	8%	0%	8%	
Other	6%	5%	7%	10%	3%	6%	5%	6%	6%	10%	3%	7%	

2023 Show Season Patron Survey Comparison - MW Shows

Population 345 818 588 53 158 1322 1109 628 588 1322 53 1269
GRR WMH LHG CLD CLG GRV WMG (AVG) (MEDIAN) (HIGH) (LOW) (RANGE)

What social media outlet do you use at least once a week?												
Facebook	69%	76%	69%	78%	77%	81%	63%	73%	76%	81%	63%	18%
Instagram	32%	35%	24%	28%	31%	37%	31%	31%	31%	37%	24%	13%
LinkedIn	-	-	-	23%	20%	-	-	21%	21%	23%	20%	3%
Pinterest	20%	27%	22%	13%	16%	27%	7%	19%	20%	27%	7%	20%
TikTok	11%	14%	11%	10%	7%	18%	13%	12%	11%	18%	7%	11%
Twitter	12%	10%	10%	8%	9%	13%	17%	11%	10%	17%	8%	10%
Snapchat	10%	15%	9%	3%	4%	17%	14%	10%	10%	17%	3%	14%
None	21%	17%	24%	15%	15%	14%	25%	19%	17%	25%	14%	11%
Other	3%	2%	2%	3%	1%	1%	3%	2%	2%	3%	1%	2%

Do you follow any of our social media accounts?												
Facebook	7%	12%	12%	13%	9%	19%	15%	12%	12%	19%	7%	12%
Instagram	1%	2%	1%	3%	2%	2%	2%					
I do not follow the show on social	93%	88%	88%	84%	90%	81%	84%	87%	88%	93%	81%	12%

What streaming music service do you use?												
Pandora	24%	25%	19%	35%	37%	31%	27%	28%	27%	37%	19%	19%
Spotify	27%	24%	18%	29%	34%	28%	31%	27%	28%	34%	18%	16%
Amazon	15%	18%	15%	32%	29%	28%	18%	22%	18%	32%	15%	17%
Sirius	14%	19%	22%	-	-	28%	23%	21%	22%	28%	14%	14%
Apple Music	10%	12%	10%	18%	15%	16%	16%	14%	15%	18%	10%	8%
iHeart	8%	13%	3%	3%	17%	15%	9%	10%	9%	17%	3%	14%
YouTube Music	-	-	-	9%	8%	-	-	8%	8%	9%	8%	1%
Google Music	2%	3%	3%	3%	2%	4%	2%	3%	3%	4%	2%	2%
Slacker	0%	0%	0%	0%	2%	0%	0%	0%	0%	2%	0%	2%
Tidal	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I do not use a streaming music service	27%	27%	38%	-	-	19%	20%	26%	27%	38%	19%	18%
Other	4%	4%	4%	18%	17%	2%	2%	7%	4%	18%	2%	15%

Are you a premium subscriber to the streaming service?												
Yes	36%	35%	37%	45%	38%	42%	47%	40%	38%	47%	35%	11%
No	64%	65%	63%	55%	62%	58%	53%	60%	62%	65%	53%	11%

2023 Show Season Patron Survey Comparison - All Grand Rapids Shows

	Population	664	345	1322	587	1109	342	818	467	158	741	664	1322	342	980
		GRW	GRR	GRV	MAS	WMG	GRB	WMH	USG	CLG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Show Specific															
What day did you attend the show?															
Wednesday	-	-	-	-	-	-	11%	-	-	-	11%	11%	11%	11%	0%
Thursday	-	-	12%	16%	-	9%	15%	20%	-	-	14%	15%	20%	9%	11%
Friday	-	33%	28%	24%	35%	20%	24%	18%	43%	-	28%	26%	43%	18%	25%
Saturday	-	50%	50%	45%	52%	52%	48%	54%	44%	-	49%	50%	54%	44%	10%
Sunday	-	18%	14%	18%	19%	13%	16%	13%	14%	-	16%	15%	19%	13%	5%
How many hours did you spend at the show?															
Average Hours	3.73	2.3	3.4	2.40	2.43	3.15	2.90	3.45	2.36	-	2.90127	2.9	3.727	2.3	1.43
Where did you recently see or hear advertising for the show? (Check all that apply)															
TV	6%	33%	25%	24%	25%	26%	34%	25%	32%	-	26%	25%	34%	6%	27%
Facebook	27%	19%	26%	20%	19%	25%	18%	29%	17%	-	22%	20%	29%	17%	12%
Internet	21%	14%	23%	22%	24%	26%	18%	29%	19%	-	22%	22%	29%	14%	15%
Radio	12%	23%	21%	21%	20%	23%	24%	24%	26%	-	22%	23%	26%	12%	14%
Friend	31%	13%	12%	19%	19%	16%	14%	20%	11%	-	17%	16%	31%	11%	20%
Billboard	14%	15%	17%	16%	19%	19%	21%	16%	13%	-	17%	16%	21%	13%	7%
Email Notification	11%	8%	17%	18%	27%	14%	15%	13%	17%	-	16%	15%	27%	8%	19%
Postcard/Direct Mail	-	3%	8%	-	12%	-	11%	-	-	-	8%	9%	12%	3%	9%
Exhibitor	3%	3%	3%	5%	9%	10%	6%	5%	3%	-	5%	5%	10%	3%	7%
Newspaper	-	-	2%	-	-	-	-	-	3%	-	2%	2%	3%	2%	0%
Posters, Coupons or Flyers	-	1%	2%	-	4%	3%	4%	2%	1%	-	2%	2%	4%	1%	3%
Streaming Ad	1%	2%	2%	1%	2%	4%	2%	3%	1%	-	2%	2%	4%	1%	2%
Magazine	3%	1%	1%	1%	2%	1%	2%	5%	1%	-	2%	1%	5%	1%	4%
Instagram	4%	2%	1%	2%	2%	1%	1%	2%	0%	-	2%	2%	4%	0%	4%
Podcast Ad	0%	0%	0%	1%	0%	0%	0%	1%	0%	-	0%	0%	1%	0%	1%
TikTok	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	0%	0%	0%
Other	16%	7%	8%	12%	9%	6%	8%	8%	6%	-	9%	8%	16%	6%	10%
Did you use the Trolley and Dash Lot #9?															
Yes	4%	6%	6%	7%	5%	6%	7%	6%	5%	-	6%	6%	7%	4%	4%
No	96%	94%	94%	93%	95%	94%	93%	94%	95%	-	94%	94%	96%	93%	4%
Do you expect to purchase products like those displayed in the shows in the next:															
Within 6 months	-	34%	19%	11%	-	22%	33%	-	34%	-	25%	27%	34%	11%	24%
6mo. - 1 yr	-	31%	13%	16%	-	11%	21%	-	21%	-	19%	18%	31%	11%	20%
1-2 years	-	16%	14%	19%	-	13%	10%	-	10%	-	14%	14%	19%	10%	10%
3-5 years	-	2%	8%	13%	-	5%	3%	-	1%	-	5%	4%	13%	1%	12%
Not Sure	-	17%	46%	42%	-	49%	33%	-	35%	-	37%	38%	49%	17%	32%
Did you attend a seminar at the show?															
Yes	11%	12%	5%	-	7%	-	19%	23%	9%	-	12%	11%	23%	5%	18%
No	89%	88%	95%	-	93%	-	81%	77%	91%	-	88%	89%	95%	77%	18%
Did you enjoy the show?															
Yes	93%	80%	94%	84%	84%	95%	90%	87%	83%	-	88%	87%	95%	80%	15%
No	7%	20%	6%	16%	16%	5%	10%	13%	17%	-	12%	13%	20%	5%	15%
How would you best describe your experience at the Show?															
I loved it, would go again	-	11%	39%	41%	34%	52%	31%	41%	17%	-	33%	37%	52%	11%	41%
I got ideas & product information	-	53%	41%	21%	35%	35%	45%	37%	44%	-	39%	39%	53%	21%	31%
Didn't have what I was interested in	-	12%	10%	15%	10%	8%	11%	10%	16%	-	11%	11%	16%	8%	8%
Didn't like it, won't go again	-	10%	2%	4%	7%	2%	5%	4%	7%	-	5%	5%	10%	2%	9%
Other	-	15%	7%	19%	13%	4%	8%	9%	16%	-	11%	11%	19%	4%	15%

2023 Show Season Patron Survey Comparison - All Grand Rapids Shows

	Population	664	345	1322	587	1109	342	818	467	158	741	664	1322	342	980	
		GRW	GRR	GRV	MAS	WMG	GRB	WMH	USG	CLG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)	
Do you plan to attend the show next year?																
Yes		84%	72%	87%	85%	91%	87%	86%	91%	77%	84%	86%	91%	72%	19%	
No		16%	28%	13%	15%	9%	13%	14%	9%	23%	16%	14%	28%	9%	19%	
Demographics																
Approximately, what is your family income?																
0 - \$40,000		7%	4%	5%	10%	6%	4%	7%	8%	4%	6%	6%	10%	4%	6%	
\$40,000 - \$80,000		26%	20%	23%	26%	22%	16%	29%	25%	21%	23%	23%	29%	16%	13%	
\$80,000 - \$120,000		25%	29%	37%	29%	28%	25%	32%	32%	20%	28%	29%	37%	20%	17%	
\$120,000 - \$160,000		19%	21%	18%	14%	19%	21%	16%	19%	18%	18%	19%	21%	14%	8%	
\$160,000 - \$200,000		10%	11%	11%	7%	10%	10%	8%	8%	16%	10%	10%	16%	7%	9%	
Over \$200,000		14%	15%	8%	13%	15%	23%	9%	8%	21%	14%	14%	23%	8%	16%	
How much formal education do you have? (Please check highest completed.)																
Some High School		0%	1%	1%	3%	1%	0%	1%	2%	1%	1%	1%	3%	0%	3%	
High School Diploma		8%	8%	12%	16%	12%	12%	12%	21%	11%	12%	12%	21%	8%	14%	
Associate Degree or Technical School		14%	10%	17%	14%	15%	13%	15%	19%	13%	14%	14%	19%	10%	8%	
Some College		15%	12%	18%	16%	17%	20%	19%	22%	14%	17%	17%	22%	12%	10%	
Bachelor Degree		42%	38%	32%	33%	37%	32%	29%	25%	31%	33%	32%	42%	25%	17%	
Post Graduate Degree		21%	30%	20%	19%	19%	22%	23%	12%	30%	22%	21%	30%	12%	19%	
What is your Marital Status?																
Married / Living Together		-	88%	90%	74%	81%	86%	84%	82%	88%	84%	85%	90%	74%	16%	
Single		-	12%	10%	26%	19%	14%	16%	18%	13%	16%	15%	26%	10%	16%	
Do you have any children, under the age of 18, living with you?																
Yes		-	21%	26%	34%	88%	32%	17%	35%	14%	33%	29%	88%	14%	74%	
No		-	79%	74%	66%	12%	68%	83%	65%	86%	67%	71%	86%	12%	74%	
Do you own your own home?																
Yes		77%	93%	93%	79%	88%	94%	95%	88%	97%	89%	93%	97%	77%	21%	
No		23%	7%	7%	21%	12%	6%	5%	13%	3%	11%	7%	23%	3%	21%	
Please tell us how many people per age bracket were in your group																
Under 18		-	9%	11%	44%	7%	13%	10%	18%	23%	17%	12%	44%	7%	37%	
18-24 (21-24 for GRW)		22%	2%	18%	35%	6%	9%	4%	8%	19%	14%	9%	35%	2%	34%	
25-34		44%	8%	6%	42%	15%	11%	9%	14%	18%	19%	14%	44%	6%	38%	
35-44		43%	10%	12%	38%	14%	14%	11%	15%	28%	21%	14%	43%	10%	32%	
45-54		42%	20%	16%	38%	14%	17%	16%	14%	34%	23%	17%	42%	14%	28%	
55-64		31%	27%	24%	39%	20%	22%	25%	17%	53%	29%	25%	53%	17%	37%	
over 65		13%	23%	14%	34%	24%	15%	25%	14%	48%	23%	23%	48%	13%	35%	
Average Age		40	53	46	41	49	47	52	45	56	48	47	56	40	16	
Attending Groups are, on average, made up of:																
Men		44%	48%	49%	66%	78%	56%	43%	75%	48%	56%	49%	78%	43%	35%	
Women		56%	52%	51%	34%	22%	44%	57%	25%	52%	44%	51%	57%	22%	35%	
Average Group Size		4.0	2.1	2.6	2.6	2.6	3.0	2.6	2.6	2.2	2.70	2.61	3.99	2.10	1.89	

2023 Show Season Patron Survey Comparison - All Grand Rapids Shows

	Population	664	345	1322	587	1109	342	818	467	158	741	664	1322	342	980
		GRW	GRR	GRV	MAS	WMG	GRB	WMH	USG	CLG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
What streaming music service do you use?															
Spotify		48%	27%	28%	40%	31%	26%	24%	28%	34%	32%	28%	48%	24%	24%
Pandora		33%	24%	31%	21%	27%	30%	25%	29%	37%	28%	29%	37%	21%	17%
Amazon		29%	15%	28%	22%	18%	23%	18%	17%	29%	22%	22%	29%	15%	14%
Sirius		22%	14%	28%	17%	23%	21%	19%	19%	-	20%	20%	28%	14%	14%
Apple Music		27%	10%	16%	20%	16%	23%	12%	15%	15%	17%	16%	27%	10%	17%
iHeart Radio		12%	8%	15%	12%	9%	9%	13%	9%	17%	12%	12%	17%	8%	9%
YouTube Music		-	-	-	-	-	-	-	-	8%	8%	8%	8%	8%	0%
Google Music		-	2%	4%	3%	2%	3%	3%	4%	2%	3%	3%	4%	2%	2%
Tidal		1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
Slacker		0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%	2%
I do not use a streaming music service		-	27%	19%	15%	20%	20%	27%	24%	-	22%	20%	27%	15%	12%
Other		6%	4%	2%	4%	2%	2%	4%	3%	17%	5%	4%	17%	2%	15%
Are you a premium subscriber to the streaming service?															
Yes		-	36%	42%	-	47%	43%	35%	40%	38%	40%	40%	47%	35%	11%
No		-	64%	58%	-	53%	57%	65%	60%	62%	60%	60%	65%	53%	11%
What is your main news source?															
Internet		-	45%	51%	-	54%	57%	43%	53%	48%	50%	51%	57%	43%	14%
TV		-	38%	38%	-	35%	34%	39%	35%	38%	37%	38%	39%	34%	5%
Radio		-	5%	7%	-	5%	8%	8%	6%	7%	7%	7%	8%	5%	3%
Newspaper		-	5%	2%	-	3%	1%	3%	2%	4%	3%	3%	5%	1%	4%
None of the Above (Other)		-	7%	3%	-	3%	1%	7%	4%	3%	4%	3%	7%	1%	6%
Have you seen / visited our website?															
Yes		64%	29%	50%	53%	44%	50%	35%	60%	39%	47%	50%	64%	29%	35%
No		36%	71%	50%	47%	56%	50%	65%	40%	61%	53%	50%	71%	36%	35%
How do you receive your television programming?															
Streaming		-	28%	35%	40%	25%	34%	26%	31%	27%	31%	29%	40%	25%	15%
Comcast Cable		-	25%	17%	17%	23%	16%	21%	15%	24%	20%	19%	25%	15%	10%
Antenna		-	11%	16%	13%	6%	11%	15%	15%	10%	12%	12%	16%	6%	10%
Charter Cable		-	8%	11%	11%	14%	17%	11%	14%	10%	12%	11%	17%	8%	9%
YouTube TV		-	9%	11%	13%	14%	15%	8%	13%	10%	12%	12%	15%	8%	7%
DirecTV		-	5%	7%	5%	8%	10%	6%	9%	8%	7%	7%	10%	5%	5%
AT&T Uverse		-	7%	3%	3%	5%	3%	15%	3%	9%	6%	4%	15%	3%	12%
Dish Network		-	8%	8%	4%	4%	6%	6%	6%	2%	6%	6%	8%	2%	6%
No TV		-	7%	4%	9%	5%	2%	8%	7%	5%	6%	6%	9%	2%	7%
Other		-	6%	6%	6%	5%	5%	5%	3%	3%	5%	5%	6%	3%	3%

2023 Show Season Patron Survey Comparison - All Grand Rapids Shows

	Population	664	345	1322	587	1109	342	818	467	158	741	664	1322	342	980
		GRW	GRR	GRV	MAS	WMG	GRB	WMH	USG	CLG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
What radio stations do you listen to regularly?															
WBCT - 93.7 (B93) - Country	-	22%	28%	29%	20%	34%	27%	31%	19%	26%	28%	34%	19%	15%	
WLAV - 96.9 (97 LAV FM) - Classic Rock	-	17%	18%	16%	19%	21%	15%	19%	19%	18%	18%	21%	15%	6%	
WGRD - 97.9 - Alternative Rock	-	12%	11%	21%	15%	18%	11%	17%	12%	15%	14%	21%	11%	10%	
WCSG - 91.3 - Christian	-	21%	17%	15%	9%	13%	16%	7%	15%	14%	15%	21%	7%	14%	
WOOD-AM/FM (News Radio 1300AM & 106.9FM)	-	15%	11%	12%	9%	8%	13%	9%	21%	12%	12%	21%	8%	13%	
WSRW-FM - 105.7 (Star 105.7) - Light Rock	-	10%	14%	14%	7%	15%	17%	6%	15%	12%	14%	17%	6%	11%	
WBFX - 101.3 (101.3 BIG) - Oldies from 60s, 70s & 80s	-	13%	10%	10%	10%	10%	10%	10%	12%	10%	10%	13%	10%	3%	
WLHT - 95.7 (W-Lite) - Adult Contemporary	-	8%	9%	12%	6%	11%	11%	5%	7%	9%	9%	12%	5%	7%	
WTNR - 107.3 (Thunder) - Country	-	5%	7%	10%	6%	11%	8%	10%	9%	8%	8%	11%	5%	6%	
WSNX - 104.5 - Contemporary Hits	-	5%	7%	16%	6%	11%	6%	7%	4%	8%	6%	16%	4%	11%	
WJQK - 99.3 (JQ99.3) - Christian Rock	-	8%	10%	6%	5%	8%	9%	4%	10%	7%	8%	10%	4%	6%	
WFGR - 98.7 - Classic Hits	-	8%	8%	9%	6%	7%	8%	5%	7%	7%	7%	9%	5%	5%	
WHTS - 105.3 (HOT FM) - Adult Contemporary	-	6%	7%	12%	6%	10%	6%	6%	5%	7%	6%	12%	5%	7%	
WVGR - 104.1 (Michigan Radio / NPR)	-	10%	6%	8%	6%	5%	8%	4%	9%	7%	7%	10%	4%	7%	
The Q 94.5	-	7%	5%	5%	4%	7%	4%	5%	6%	6%	5%	7%	4%	3%	
ESPN - 96.1 - Sports	-	2%	3%	4%	12%	5%	2%	4%	6%	5%	4%	12%	2%	10%	
WTRV - 100.5 (The River) - Easy Adult Contemporary	-	5%	3%	4%	3%	4%	5%	1%	8%	4%	4%	8%	1%	7%	
WMRR - Rock 101.7	-	2%	3%	5%	4%	4%	4%	5%	2%	4%	4%	5%	2%	3%	
WMUS - 106.9 (107 The Moose) - Country	-	2%	5%	4%	2%	5%	3%	4%	3%	3%	4%	5%	2%	3%	
WGVU/NPR News 88.5 & 95.3 FM	-	3%	2%	3%	2%	2%	5%	1%	4%	3%	3%	5%	1%	4%	
WJRW / The Ticket - 106.1 FM / 1340 AM	-	1%	2%	3%	3%	2%	1%	3%	3%	2%	2%	3%	1%	3%	
WYCE - 88.1	-	3%	2%	3%	2%	1%	4%	1%	2%	2%	2%	4%	1%	3%	
104.9 FM / 1410 AM Magic	-	1%	1%	3%	1%	1%	1%	1%	0%	1%	1%	3%	0%	3%	
WYGR-AM 1570 (La Furia) - Spanish	-	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	
AM 810 / 99.3 FM WMJH - La Pondersoa	-	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	
Satellite Radio (XM/Sirius)	-	17%	26%	22%	25%	24%	17%	21%	16%	21%	22%	26%	16%	10%	
I don't listen to the radio regularly	-	14%	16%	-	21%	17%	16%	17%	19%	17%	17%	21%	14%	7%	
Other	-	10%	10%	15%	9%	7%	9%	11%	9%	10%	9%	15%	7%	9%	
What social media outlet do you use?															
Facebook	78%	69%	81%	68%	63%	71%	76%	74%	77%	73%	74%	81%	63%	18%	
Instagram	61%	32%	37%	43%	31%	39%	35%	31%	31%	38%	35%	61%	31%	30%	
LinkedIn	-	-	-	-	-	-	-	-	20%	20%	20%	20%	20%	0%	
Pinterest	33%	20%	27%	12%	7%	18%	27%	12%	16%	19%	18%	33%	7%	26%	
Snapchat	34%	10%	17%	22%	14%	20%	15%	20%	4%	17%	17%	34%	4%	30%	
TikTok	33%	11%	18%	26%	13%	17%	14%	17%	7%	17%	17%	33%	7%	25%	
Twitter	21%	12%	13%	15%	17%	13%	10%	11%	9%	13%	13%	21%	9%	12%	
Do not use social media	10%	21%	14%	19%	25%	20%	17%	22%	15%	18%	19%	25%	10%	15%	
Other	1%	3%	1%	2%	3%	2%	2%	2%	1%	2%	2%	3%	1%	2%	
Do you follow any of our social media accounts?															
Facebook	25%	7%	19%	14%	15%	17%	12%	21%	9%	15%	15%	25%	7%	19%	
Instagram	7%	1%	2%	4%	2%	3%	2%	3%	2%	3%	2%	7%	1%	6%	
I don't follow the Show on social media	72%	93%	81%	86%	84%	82%	88%	79%	90%	84%	84%	93%	72%	21%	

2023 Show Season Patron Survey Comparison - All Detroit Shows

	Population	724	223	53	333	223	724	53	671
	UFD	OUT	CLD	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)	
Show Specific									
What day did you attend the show?									
Thursday	26%	20%	2%	16%	20%	26%	2%	24%	
Friday	26%	27%	51%	35%	27%	51%	26%	25%	
Saturday	42%	41%	36%	40%	41%	42%	36%	6%	
Sunday	12%	16%	13%	14%	13%	16%	12%	4%	
How many hours did you spend at the show?									
Average Hours	41.68	3.29	2.65	15.87	3.29	41.68	2.65	39.04	
Where did you recently see or hear advertising for the show? (Check all that apply)									
Facebook	29%	27%	26%	27%	27%	29%	26%	3%	
Postcard/Direct Mail	-	-	22%	22%	22%	22%	22%	0%	
TV	18%	16%	24%	19%	18%	24%	16%	8%	
Internet	27%	20%	10%	19%	20%	27%	10%	17%	
Email	22%	31%	2%	18%	22%	31%	2%	29%	
Radio	12%	13%	20%	15%	13%	20%	12%	8%	
Friend	15%	9%	0%	8%	9%	15%	0%	15%	
Billboard	10%	9%	4%	8%	9%	10%	4%	6%	
Exhibitor	6%	4%	-	5%	5%	6%	4%	2%	
Magazine	5%	11%	0%	5%	5%	11%	0%	11%	
Posters, Coupons or Flyers	2%	2%	4%	3%	2%	4%	2%	2%	
Instagram	2%	1%	4%	2%	2%	4%	1%	4%	
Streaming Ad	3%	1%	0%	1%	1%	3%	0%	3%	
Podcast Ad	0%	0%	2%	1%	0%	2%	0%	2%	
TikTok	0%	0%	0%	0%	0%	0%	0%	0%	
Other	7%	10%	6%	8%	7%	10%	6%	4%	
Did you attend a seminar at the show?									
Yes	32%	15%	0%	15%	15%	32%	0%	32%	
No	68%	85%	100%	85%	85%	100%	68%	32%	
Did you enjoy the Show?									
Yes	91%	81%	80%	84%	81%	91%	80%	10%	
No	9%	19%	20%	16%	19%	20%	9%	10%	
How would you best describe your experience at the Show?									
I loved it, would go again	51%	35%	20%	35%	35%	51%	20%	31%	
I got ideas & product information	33%	31%	49%	37%	33%	49%	31%	18%	
Didn't have what I was interested in	7%	15%	10%	10%	10%	15%	7%	8%	
Didn't like it, won't go again	4%	8%	10%	7%	8%	10%	4%	6%	
Other	6%	12%	12%	10%	12%	12%	6%	6%	
Do you plan to attend the show next year?									
Yes	92%	92%	78%	87%	92%	92%	78%	14%	
No	8%	8%	22%	13%	8%	22%	8%	14%	
Demographics									
Approximately, what is your family income?									
0 - \$40,000	8%	7%	3%	6%	7%	8%	3%	4%	
\$40,000 - \$80,000	21%	18%	10%	16%	18%	21%	10%	11%	
\$80,000 - \$120,000	30%	30%	23%	28%	30%	30%	23%	7%	
\$120,000 - \$160,000	19%	24%	13%	19%	19%	24%	13%	11%	
\$160,000 - \$200,000	10%	12%	13%	12%	12%	13%	10%	3%	
Over \$200,000	13%	9%	37%	19%	13%	37%	9%	28%	
How much formal education do you have? (Please check highest completed.)									
Some High School	1%	1%	0%	1%	1%	1%	0%	1%	
High School Diploma	18%	13%	7%	12%	13%	18%	7%	11%	
Associate Degree or Technical School	21%	25%	11%	19%	21%	25%	11%	13%	
Some College	20%	18%	18%	19%	18%	20%	18%	2%	
Bachelor Degree	26%	24%	30%	26%	26%	30%	24%	6%	
Post Graduate Degree	14%	21%	34%	23%	21%	34%	14%	20%	
What is your Marital Status?									
Married / Living Together	81%	83%	95%	86%	83%	95%	81%	14%	
Single	19%	17%	5%	14%	17%	19%	5%	14%	
Do you have any children, under the age of 18, living with you?									
Yes	26%	29%	16%	24%	26%	29%	16%	13%	
No	74%	71%	84%	76%	74%	84%	71%	13%	
Do you own your own home?									
Yes	89%	87%	98%	91%	89%	98%	87%	10%	
No	11%	13%	2%	9%	11%	13%	2%	10%	
Please tell us how many people per age bracket were in your group									
Under 18	14%	16%	24%	18%	16%	24%	14%	10%	
18-24	10%	7%	24%	14%	10%	24%	7%	17%	
25-34	12%	10%	20%	14%	12%	20%	10%	10%	
35-44	14%	13%	22%	16%	14%	22%	13%	9%	
45-54	15%	18%	38%	24%	18%	38%	15%	23%	
55-64	18%	16%	64%	33%	18%	64%	16%	48%	
over 65	16%	20%	48%	28%	20%	48%	16%	32%	
Average Age	42	49	55	49	49	55	42	13	

2023 Show Season Patron Survey Comparison - All Detroit Shows

	Population	724	223	53	333	223	724	53	671
	UFD	OUT	CLD	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)	
Attending Groups are, on average, made up of:									
Men	80%	65%	48%	64%	65%	80%	48%	32%	
Women	20%	35%	52%	36%	35%	52%	20%	32%	
Average Group Size	2.5	2.4	2.4	2.42	2.42	2.45	2.40	0.05	
What streaming music service do you use?									
Pandora	23%	25%	32%	27%	25%	32%	23%	9%	
Spotify	26%	21%	-	24%	24%	26%	21%	5%	
Sirius	26%	23%	18%	22%	23%	26%	18%	9%	
iHeart Radio	5%	7%	35%	16%	7%	35%	5%	30%	
Amazon	19%	23%	3%	15%	19%	23%	3%	20%	
Apple Music	14%	14%	3%	10%	14%	14%	3%	11%	
Slacker	0%	0%	29%	10%	0%	29%	0%	29%	
YouTube Music	-	-	9%	9%	9%	9%	9%	0%	
Google Music	3%	4%	-	3%	3%	4%	3%	1%	
Tidal	0%	0%	0%	0%	0%	0%	0%	0%	
I do not use a streaming music service	25%	25%	0%	17%	25%	25%	0%	25%	
Other	3%	6%	18%	9%	6%	18%	3%	15%	
Are you a premium subscriber to the streaming service?									
Yes	45%	40%	45%	43%	45%	45%	40%	5%	
No	56%	60%	55%	57%	56%	60%	55%	5%	
What is your main news source?									
Internet	56%	50%	44%	50%	50%	56%	44%	12%	
TV	33%	36%	49%	39%	36%	49%	33%	16%	
Radio	6%	8%	2%	6%	6%	8%	2%	5%	
Newspaper	3%	6%	0%	3%	3%	6%	0%	6%	
Other	2%	1%	5%	3%	2%	5%	1%	4%	
Have you seen / visited our website?									
Yes	70%	73%	61%	68%	70%	73%	61%	12%	
No	30%	27%	39%	32%	30%	39%	27%	12%	
How do you receive your television programming?									
Streaming	27%	25%	13%	21%	25%	27%	13%	15%	
Antenna	11%	15%	28%	18%	15%	28%	11%	16%	
Comcast Cable	23%	22%	8%	17%	22%	23%	8%	15%	
YouTube TV	10%	10%	30%	16%	10%	30%	10%	20%	
DirecTV	9%	7%	13%	10%	9%	13%	7%	5%	
AT&T Uverse	8%	6%	13%	9%	8%	13%	6%	6%	
Dish Network	8%	7%	10%	9%	8%	10%	7%	3%	
Charter Cable	7%	6%	3%	5%	6%	7%	3%	5%	
No TV	4%	4%	0%	3%	4%	4%	0%	4%	
Other	9%	10%	10%	10%	10%	10%	9%	2%	
Which social media do you use at least once a week?									
Facebook	66%	74%	78%	73%	74%	78%	66%	11%	
Instagram	26%	32%	28%	28%	28%	32%	26%	7%	
LinkedIn	-	-	23%	23%	23%	23%	23%	0%	
TikTok	16%	17%	13%	15%	16%	17%	13%	5%	
Twitter	12%	16%	10%	13%	12%	16%	10%	6%	
Pinterest	6%	17%	8%	10%	8%	17%	6%	11%	
Snapchat	13%	14%	3%	10%	13%	14%	3%	11%	
None	26%	22%	15%	21%	22%	26%	15%	11%	
Other	1%	2%	3%	2%	2%	3%	1%	2%	
Do you follow any of our social media accounts?									
Facebook	19%	21%	13%	18%	19%	21%	13%	8%	
Instagram	4%	3%	3%	3%	3%	4%	3%	1%	
I don't follow the Show on social media	79%	79%	84%	81%	79%	84%	79%	5%	

2023 Sport Shows - Comparison

Population 724 223 467

UFD OUT USG (AVG) (MEDIAN) (HIGH) (LOW) (RANGE)

Show Specific

What day(s) did you attend the show?

	UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Thursday	26%	20%	20%	22%	20%	26%	20%	7%
Friday	26%	27%	18%	24%	26%	27%	18%	9%
Saturday	42%	41%	54%	45%	42%	54%	41%	13%
Sunday	12%	16%	13%	14%	13%	16%	12%	4%

How many hours did you spend at the show?

	UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Average Hours	3.67	3.29	3.45	3.47	3.45	3.67	3.29	0.38

Where did you recently see or hear any advertising for the show?

	UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Facebook	29%	27%	29%	28%	29%	29%	27%	2%
Internet	27%	20%	26%	25%	26%	27%	20%	7%
Email	22%	31%	13%	22%	22%	31%	13%	17%
TV	18%	16%	25%	20%	18%	25%	16%	9%
Radio	12%	13%	24%	17%	13%	24%	12%	13%
Friend	15%	9%	20%	15%	15%	20%	9%	11%
Billboard	10%	9%	16%	12%	10%	16%	9%	6%
Magazine	5%	11%	5%	7%	5%	11%	5%	6%
Exhibitor	6%	4%	5%	5%	5%	6%	4%	2%
Streaming Ad	3%	1%	3%	2%	3%	3%	1%	3%
Posters, Coupons or Flyers	2%	2%	2%	2%	2%	2%	2%	0%
Instagram	2%	1%	2%	2%	2%	2%	1%	2%
Podcast Ad	0%	0%	1%	1%	0%	1%	0%	1%
TikTok	0%	0%	0%	0%	0%	0%	0%	0%
Other	7%	10%	8%	8%	8%	10%	7%	3%

I came to the show:

	UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
To shop for fishing tackle	84%	-	72%	78%	78%	84%	72%	12%
To get out with friends and / or family	50%	56%	59%	55%	56%	59%	50%	9%
To see the special attractions and displays	33%	43%	36%	37%	36%	43%	33%	10%
I just love the show	35%	35%	30%	33%	35%	35%	30%	5%
To shop for hunting or archery equipment	-	37%	24%	30%	30%	37%	24%	12%
Attend the Cottage & Lakefront Living Show	-	24%	-	24%	24%	24%	24%	0%
To attend Seminars	26%	14%	20%	20%	20%	26%	14%	11%
See the Stage Show	-	18%	8%	13%	13%	18%	8%	10%
Book a charter trip or guide	9%	13%	-	11%	11%	13%	9%	4%
To shop for a fishing boat	14%	5%	12%	10%	12%	14%	5%	9%
To buy boat accessories (i.e. electronics)	11%	6%	11%	9%	11%	11%	6%	5%
Book a hunt	-	7%	-	7%	7%	7%	7%	0%
Book a trip to a lodge	8%	4%	-	6%	6%	8%	4%	4%
Book a trip or vacation	-	-	9%	-	-	-	-	-
Other	6%	20%	9%	12%	9%	20%	6%	14%

Did you or anyone in your attending group buy a boat at the show?

	UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Yes	2%	1%	2%	2%	2%	2%	1%	1%
No	98%	99%	98%	98%	98%	99%	98%	1%

2023 Sport Shows - Comparison

	Population 724 UFD	223 OUT	467 USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
If so, what kind?								
Aluminum Fishing Boat with motor	53%	0%	44%	33%	44%	53%	0%	53%
Bass or Walleye Boat	40%	0%	22%	21%	22%	40%	0%	40%
Pontoon Boat	0%	33%	22%	19%	22%	33%	0%	33%
Big Lake Fishing Boat	20%	0%	11%	10%	11%	20%	0%	20%
Canoe or Kayak	0%	0%	11%	4%	0%	11%	0%	11%
Aluminum Fishing Boat without motor	0%	0%	0%	0%	0%	0%	0%	0%
Runabout - Fish & Ski	0%	0%	0%	0%	0%	0%	0%	0%
Other	7%	67%	0%	24%	7%	67%	0%	67%
Did you attend a seminar?								
Yes	32%	15%	23%	23%	23%	32%	15%	17%
No	68%	85%	77%	77%	77%	85%	68%	17%
Please rate the seminars or workshops you attended:								
Poor	2%	4%	0%	2%	2%	4%	0%	4%
Fair	4%	4%	4%	4%	4%	4%	4%	0%
Good	24%	30%	28%	27%	28%	30%	24%	6%
Great	35%	33%	38%	35%	35%	38%	33%	5%
Excellent	36%	30%	30%	32%	30%	36%	30%	6%
Did you gather information on destination areas at this show?								
Yes	46%	60%	43%	50%	46%	60%	43%	17%
No	54%	40%	57%	50%	54%	57%	40%	17%
Did you book a trip at this show?								
Yes	5%	2%	2%	3%	2%	5%	2%	3%
No	95%	98%	98%	97%	98%	98%	95%	3%
Was it a destination trip with lodging?								
Yes	38%	40%	67%	48%	40%	67%	38%	29%
No	63%	60%	33%	52%	60%	63%	33%	29%
Was it a day trip / charter?								
Yes	72%	75%	43%	63%	72%	75%	43%	32%
No	28%	25%	57%	37%	28%	57%	25%	32%
Will you visit an area you learned about at the show?								
Yes	46%	53%	45%	48%	46%	53%	45%	7%
No	54%	47%	55%	52%	54%	55%	47%	7%
How many boat/sport shows did you attend this year?								
Only This Show	75%	67%	78%	74%	75%	78%	67%	11%
2 Shows	20%	28%	17%	22%	20%	28%	17%	11%
3 Shows	3%	4%	3%	3%	3%	4%	3%	0%
4 Shows	1%	1%	1%	1%	1%	1%	1%	0%
5 or More Shows	1%	1%	0%	0%	1%	1%	0%	0%
In the last 5 years, how many of those years did you attend a boat / sport show?								
This Year Only	18%	17%	20%	18%	18%	20%	17%	3%
2 Years	15%	19%	17%	17%	17%	19%	15%	3%
3 Years	20%	12%	19%	17%	19%	20%	12%	8%
4 Years	9%	7%	8%	8%	8%	9%	7%	2%
Every Year	38%	45%	36%	40%	38%	45%	36%	9%

2023 Sport Shows - Comparison

	Population 724	223	467						
	UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)	
How would you best describe your experience at the Show?									
I loved it, would go again	51%	35%	41%	42%	41%	51%	35%	16%	
I got ideas & product information	33%	31%	37%	34%	33%	37%	31%	7%	
Didn't have what I was interested in	7%	15%	10%	10%	10%	15%	7%	8%	
Didn't like it, won't go again	4%	8%	4%	5%	4%	8%	4%	4%	
Other	6%	12%	9%	9%	9%	12%	6%	6%	

Do you plan to attend the show next year?									
Yes	92%	92%	91%	92%	92%	92%	91%	1%	
No	8%	8%	9%	8%	8%	9%	8%	1%	

Industry Specific

Do you own a boat?									
Yes	74%	44%	69%	63%	69%	74%	44%	30%	
No	26%	56%	31%	37%	31%	56%	26%	30%	

What kind of boat do you own?									
Aluminum Fishing Boat with motor	47%	49%	52%	49%	49%	52%	47%	6%	
Bass or Walleye Boat	31%	20%	28%	26%	28%	31%	20%	11%	
Canoe or Kayak	17%	20%	23%	20%	20%	23%	17%	6%	
Big Lake Fishing Boat	17%	13%	17%	16%	17%	17%	13%	4%	
Pontoon Boat	15%	15%	15%	15%	15%	15%	15%	1%	
Runabout - Fish & Ski	8%	13%	8%	10%	8%	13%	8%	5%	
Aluminum Fishing Boat without motor	4%	9%	6%	6%	6%	9%	4%	4%	
Other	8%	7%	9%	8%	8%	9%	7%	3%	

Where did you buy your boat?									
From an Individual	53%	52%	66%	57%	53%	66%	52%	14%	
A Dealership	38%	39%	30%	36%	38%	39%	30%	9%	
A Boat Show	9%	9%	4%	7%	9%	9%	4%	5%	

Will you buy a boat this year?									
Yes	5%	0%	4%	3%	4%	5%	0%	4%	
Maybe / Not Sure	27%	18%	22%	22%	22%	27%	18%	9%	
No	71%	82%	75%	76%	75%	82%	71%	11%	

What kinds of boats interest you?									
Aluminum Fishing Boat with motor	40%	60%	46%	49%	46%	60%	40%	20%	
Bass or Walleye Boat	45%	29%	45%	40%	45%	45%	29%	17%	
Pontoon Boat	15%	31%	20%	22%	20%	31%	15%	16%	
Canoe or Kayak	10%	34%	19%	21%	19%	34%	10%	25%	
Big Lake Fishing Boat	18%	26%	18%	21%	18%	26%	18%	8%	
Runabout - Fish & Ski	5%	6%	11%	7%	6%	11%	5%	6%	
Aluminum Fishing Boat without motor	3%	6%	5%	4%	5%	6%	3%	3%	
Other	6%	6%	10%	7%	6%	10%	6%	5%	

Are you looking for a:									
New Boat	32%	26%	25%	28%	26%	32%	25%	7%	
Used Boat	18%	14%	28%	20%	18%	28%	14%	14%	
Either One	50%	60%	46%	52%	50%	60%	46%	14%	

How many days do you spend fishing annually?									
Average Days	54.14	26.06	46.2	42	46	54	26	28	

2023 Sport Shows - Comparison

	Population	724	223	467					
		UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Do you fly fish?									
Yes		24%	23%	27%	25%	24%	27%	23%	4%
No		77%	77%	73%	75%	77%	77%	73%	4%
What species do you primarily fish for?									
Walleye		44%	34%	21%	33%	34%	44%	21%	23%
Bass		32%	23%	21%	25%	23%	32%	21%	11%
Panfish or Perch		12%	22%	26%	20%	22%	26%	12%	14%
Salmon or Trout (Off Shore)		3%	3%	13%	6%	3%	13%	3%	10%
Salmon or Steelhead (Rivers)		3%	4%	7%	5%	4%	7%	3%	3%
Trout (Stream)		1%	2%	5%	3%	2%	5%	1%	4%
Muskie or Pike		3%	2%	2%	2%	2%	3%	2%	2%
Catfish or Carp		0%	1%	0%	0%	0%	1%	0%	0%
Other		2%	10%	6%	6%	6%	10%	2%	7%
What species do you secondarily fish for?									
Panfish or Perch		32%	31%	25%	30%	31%	32%	25%	7%
Bass		15%	18%	22%	18%	18%	22%	15%	6%
Walleye		20%	15%	16%	17%	16%	20%	15%	5%
Salmon or Trout (Off Shore)		8%	8%	10%	9%	8%	10%	8%	2%
Muskie or Pike		11%	8%	7%	9%	8%	11%	7%	4%
Salmon or Steelhead (Rivers)		6%	6%	9%	7%	6%	9%	6%	4%
Trout (Stream)		3%	4%	5%	4%	4%	5%	3%	2%
Catfish or Carp		2%	2%	2%	2%	2%	2%	2%	1%
Other		3%	8%	3%	5%	3%	8%	3%	5%
Have you ever taken a destination fishing trip?									
Yes		50%	38%	46%	45%	46%	50%	38%	12%
No		50%	62%	54%	55%	54%	62%	50%	12%
Have you ever taken a charter trip?									
Yes		75%	70%	71%	72%	71%	75%	70%	6%
No		25%	31%	29%	28%	29%	31%	25%	6%
Do you hunt?									
Yes		-	77%	72%	75%	75%	77%	72%	5%
No		-	23%	28%	25%	25%	28%	23%	5%
How many days do you spend hunting annually?									
Average Days		-	25.78	27.35	26.57	26.565	27	26	2
What do you PRIMARLY hunt for?									
Deer		-	83%	92%	87%	87%	92%	83%	9%
Turkey		-	23%	23%	23%	23%	23%	23%	0%
Small Game		-	22%	24%	23%	23%	24%	22%	2%
Waterfowl		-	12%	11%	11%	11%	12%	11%	1%
Predator		-	3%	6%	4%	4%	6%	3%	2%
Other		-	0%	3%	2%	2%	3%	0%	3%

2023 Sport Shows - Comparison

	Population	724	223	467					
		UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
What do you SECONDARILY hunt for?									
Small Game	-	44%	47%	45%	45%	47%	44%	3%	
Turkey	-	30%	30%	30%	30%	30%	30%	0%	
Deer	-	18%	16%	17%	17%	18%	16%	2%	
Waterfowl	-	13%	14%	13%	13%	14%	13%	1%	
Predator	-	10%	16%	13%	13%	16%	10%	6%	
Other	-	0%	0%	0%	0%	0%	0%	0%	
Do you bow hunt?									
Yes	-	75%	76%	75%	75%	76%	75%	1%	
No	-	25%	24%	25%	25%	25%	24%	1%	
Do you take an "outdoor vacation" every year?									
Yes	80%	76%	77%	78%	77%	80%	76%	4%	
No	20%	24%	23%	22%	23%	24%	20%	4%	
If yes, what kind of "outdoor vacation?"									
Fishing Trip in Michigan	68%	51%	70%	63%	68%	70%	51%	18%	
A stay at a cottage or resort	53%	49%	53%	52%	53%	53%	49%	5%	
Hunting Trip in Michigan	29%	57%	36%	41%	36%	57%	29%	29%	
Rving	21%	34%	27%	27%	27%	34%	21%	13%	
Tent Camping	24%	26%	31%	27%	26%	31%	24%	7%	
Fishing Trip out of State	36%	16%	30%	27%	30%	36%	16%	20%	
Hunting Trip out of State	10%	20%	16%	15%	16%	20%	10%	10%	
Other	4%	9%	3%	5%	4%	9%	3%	5%	
Demographics									
What is your approximate annual household income?									
0 - \$40,000	8%	7%	8%	8%	8%	8%	7%	2%	
\$40,000 - \$80,000	21%	18%	25%	21%	21%	25%	18%	7%	
\$80,000 - \$120,000	30%	30%	32%	30%	30%	32%	30%	2%	
\$120,000 - \$160,000	19%	23%	19%	20%	19%	23%	19%	5%	
\$160,000 - \$200,000	10%	12%	8%	10%	10%	12%	8%	4%	
Over \$200,000	13%	9%	8%	10%	9%	13%	8%	4%	
What is your highest level of education?									
Some High School	1%	1%	2%	1%	1%	2%	1%	1%	
High School Degree or Equivalent	18%	13%	21%	17%	18%	21%	13%	8%	
Associate Degree or Technical School	21%	25%	17%	21%	21%	25%	17%	8%	
Some College	20%	18%	22%	20%	20%	22%	18%	4%	
Bachelor Degree	26%	24%	25%	25%	25%	26%	24%	3%	
Post Graduate Degree	14%	21%	12%	16%	14%	21%	12%	9%	
What is your marital status?									
Married	81%	83%	82%	82%	82%	83%	81%	1%	
Single	19%	17%	18%	18%	18%	19%	17%	1%	
Do you have any children, under the age of 18, living with you?									
Yes	26%	29%	35%	30%	29%	35%	26%	9%	
No	74%	71%	65%	70%	71%	74%	65%	9%	
Do you own your own home?									
Yes	89%	87%	88%	88%	88%	89%	87%	1%	
No	11%	13%	13%	12%	13%	13%	11%	1%	

2023 Sport Shows - Comparison

Population 724 223 467
UFD OUT USG (AVG) (MEDIAN) (HIGH) (LOW) (RANGE)

Do you own?									
Truck	68%	74%	71%	71%	71%	74%	68%	6%	
Smart Phone	67%	61%	73%	67%	67%	73%	61%	12%	
SUV	52%	51%	58%	54%	52%	58%	51%	7%	
Car	37%	39%	37%	38%	37%	39%	37%	2%	
RV or Camper	20%	32%	24%	25%	24%	32%	20%	12%	
Vacation Home	14%	19%	13%	16%	14%	19%	13%	6%	
Van	8%	11%	6%	8%	8%	11%	6%	5%	

What activities do you participate in?									
Fishing	99%	84%	96%	93%	96%	99%	84%	15%	
Boating	76%	59%	72%	69%	72%	76%	59%	16%	
Hunting	53%	74%	69%	65%	69%	74%	53%	21%	
Shooting	52%	69%	58%	60%	58%	69%	52%	17%	
Canoeing / Kayaking	42%	52%	52%	49%	52%	52%	42%	11%	
Ice Fishing	49%	31%	51%	44%	49%	51%	31%	20%	
Hiking / Backpacking	31%	51%	44%	42%	44%	51%	31%	20%	
RV Camping	26%	35%	29%	30%	29%	35%	26%	9%	
Snowmobiling	12%	10%	58%	27%	12%	58%	10%	48%	
Other	5%	11%	5%	7%	5%	11%	5%	6%	

Please tell us how many people per age bracket were in your group:									
Under 18	14%	16%	18%	16%	16%	18%	14%	4%	
18 - 24	10%	7%	8%	8%	8%	10%	7%	3%	
25 - 34	12%	10%	14%	12%	12%	14%	10%	4%	
35 - 44	14%	13%	15%	14%	14%	15%	13%	2%	
45 - 54	15%	18%	14%	16%	15%	18%	14%	4%	
55 - 64	18%	16%	17%	17%	17%	18%	16%	2%	
Over 65	16%	20%	14%	17%	16%	20%	14%	7%	
Average Age	42	49	45	45.33	45.00	49.00	42.00	7.00	

How many people were in your attending group?									
Men	80%	65%	75%	73%	75%	80%	65%	14%	
Women	20%	35%	25%	27%	25%	35%	20%	14%	
Average Group Size	2.5	2.4	2.6	2.48	2.45	2.60	2.40	0.20	

What streaming music service do you use?									
Pandora	23%	25%	29%	26%	25%	29%	23%	5%	
Spotify	26%	21%	28%	25%	26%	28%	21%	7%	
Sirius	26%	23%	19%	23%	23%	26%	19%	7%	
Amazon	19%	23%	17%	20%	19%	23%	17%	6%	
Apple Music	14%	14%	15%	14%	14%	15%	14%	2%	
iHeart Radio	5%	7%	9%	7%	7%	9%	5%	4%	
Google Music	3%	4%	4%	3%	4%	4%	3%	1%	
Tidal	0%	0%	0%	0%	0%	0%	0%	0%	
Slacker	0%	0%	0%	0%	0%	0%	0%	0%	
I do not use a straming music service	25%	25%	24%	25%	25%	25%	24%	1%	
Other	3%	6%	3%	4%	3%	6%	3%	3%	

Are you a premium subscriber to the streaming service?									
Yes	45%	40%	40%	42%	40%	45%	40%	4%	
No	56%	60%	60%	58%	60%	60%	56%	4%	

2023 Sport Shows - Comparison

	<i>Population</i>	724	223	467					
		UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
What is your main news source?									
Internet		33%	50%	53%	45%	50%	53%	33%	21%
TV		56%	36%	35%	42%	36%	56%	35%	21%
Radio		6%	8%	6%	7%	6%	8%	6%	2%
Newspaper		3%	6%	2%	3%	3%	6%	2%	4%
Other		2%	1%	4%	2%	2%	4%	1%	2%
Have you seen / visited our website?									
Yes		70%	73%	60%	68%	70%	73%	60%	13%
No		30%	27%	40%	32%	30%	40%	27%	13%
How do you receive your television programming?									
Streaming		27%	25%	31%	27%	27%	31%	25%	6%
Comcast		23%	22%	15%	20%	22%	23%	15%	8%
Atenna		11%	15%	15%	14%	15%	15%	11%	4%
YouTube TV		10%	10%	13%	11%	10%	13%	10%	3%
Charter		7%	6%	14%	9%	7%	14%	6%	8%
DirecTV		9%	7%	9%	9%	9%	9%	7%	2%
Dish Network		8%	7%	6%	7%	7%	8%	6%	3%
AT&T U-Verse		8%	6%	3%	6%	6%	8%	3%	5%
No TV		4%	4%	7%	5%	4%	7%	4%	3%
Other		9%	10%	3%	7%	9%	10%	3%	7%
What TWO radio stations do you listen to most?									
WCSX - 94.7 (Classic Rock)		22%	23%	-	23%	23%	23%	22%	0%
WYCD - 99.5 (Detroit's Country)		15%	24%	-	20%	20%	24%	15%	9%
WXYT - 97.1 (The Ticket)		20%	17%	-	18%	18%	20%	17%	3%
WRIF - 101WRIF		13%	18%	-	15%	15%	18%	13%	4%
WDRQ - 93.1 NASH (Country)		10%	16%	-	13%	13%	16%	10%	6%
WDTW - 106.7 (The Fox)		14%	13%	-	13%	13%	14%	13%	1%
WJR - 760 WJR		12%	13%	-	12%	12%	13%	12%	1%
WWJ - AM - News Radio 950		12%	13%	-	12%	12%	13%	12%	1%
WNIC - 100.3		8%	12%	-	10%	10%	12%	8%	4%
WOMC - 104.3 (Oldies)		10%	9%	-	10%	10%	10%	9%	0%
WDVD - 96.3 (Today's Best Hits)		7%	8%	-	7%	7%	8%	7%	1%
WKQI - 95.5 (Channel 955)		5%	8%	-	7%	7%	8%	5%	2%
WUOM - 91.7 (NPR)		4%	4%	-	4%	4%	4%	4%	0%
WDZH - 98.7 (Current Hits)		3%	4%	-	3%	3%	4%	3%	0%
WMUZ - 103.5 (The Light)		2%	4%	-	3%	3%	4%	2%	2%
WFUM - 91.1 (NPR)		3%	1%	-	2%	2%	3%	1%	2%
Satellite Radio (XM / Sirius)		31%	26%	21%	26%	26%	31%	21%	10%
I don't listen to the radio regularly		19%	21%	17%	19%	19%	21%	17%	4%
Other		12%	10%	11%	11%	11%	12%	10%	2%

2023 Sport Shows - Comparison

	Population	724	223	467					
		UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
What outdoor magazines do you read?									
Woods-N-Water News		23%	34%	26%	28%	26%	34%	23%	11%
Michigan Out-of-Doors		19%	23%	20%	21%	20%	23%	19%	4%
Michigan Outdoor News		16%	22%	15%	18%	16%	22%	15%	6%
In-Fisherman		20%	7%	14%	14%	14%	20%	7%	13%
Field & Stream		13%	8%	9%	10%	9%	13%	8%	5%
Great Lakes Angler		10%	4%	10%	8%	10%	10%	4%	6%
Michigan Sportsman		8%	4%	12%	8%	8%	12%	4%	7%
Deer & Deer Hunting		-	-	5%	5%	5%	5%	5%	0%
Outdoor Life		5%	5%	5%	5%	5%	5%	5%	1%
Fishing Facts		2%	1%	3%	2%	2%	3%	1%	1%
None		44%	42%	47%	44%	44%	47%	42%	6%
Other		8%	11%	6%	8%	8%	11%	6%	6%
What social media outlets do you use?									
Facebook		66%	74%	74%	71%	74%	74%	66%	7%
Instagram		26%	32%	31%	30%	31%	32%	26%	7%
TikTok		16%	17%	17%	17%	17%	17%	16%	1%
Snapchat		13%	14%	20%	16%	14%	20%	13%	7%
Twitter		12%	16%	11%	13%	12%	16%	11%	5%
Pinterest		6%	17%	12%	12%	12%	17%	6%	11%
None		26%	22%	22%	23%	22%	26%	22%	4%
Other		1%	2%	2%	2%	2%	2%	1%	1%
Do you follow any of our social media accounts?									
facebook.com/ultimatesportshowtour		19%	21%	21%	20%	21%	21%	19%	2%
instagram.com/ultsportshows		4%	3%	3%	3%	3%	4%	3%	1%
I don't follow the Ultimate Sport Show Tour on s		79%	79%	79%	79%	79%	79%	79%	1%

Ultimate Fishing Show - Detroit - Patron Survey Results

Population	724	443	448	429	478	604	600	380	299	280
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013

Show Specific

What day(s) did you attend the show?

Thursday	26%	25%	30%	13%	32%	24%	23%	16%	21%	20%
Friday	26%	28%	35%	42%	19%	40%	39%	34%	33%	32%
Saturday	42%	43%	33%	38%	41%	32%	39%	44%	45%	39%
Sunday	12%	10%	17%	17%	16%	13%	9%	14%	12%	16%

How many hours did you spend at the show?

Average Hours	3.66	3.47	4.03	3.89	3.84	4.13	4.21	4.11	3.78	4.15
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Where did you recently see or hear any advertising for the show?

Facebook (18-22: Social Media)	29%	30%	36%	21%	20%	14%	7%	9%	7%	7%
Internet	27%	41%	42%	40%	35%	36%	42%	40%	39%	37%
Email	22%	29%	31%	30%	38%	36%	-	-	-	-
TV	18%	20%	36%	34%	28%	30%	29%	40%	37%	41%
Friend (prev. Friend or Exhibitor)	15%	10%	16%	16%	14%	17%	16%	18%	16%	20%
Radio	12%	16%	23%	27%	20%	19%	17%	18%	22%	29%
Billboard	10%	9%	12%	18%	23%	21%	17%	16%	18%	19%
Exhibitor	6%	-	-	-	-	-	-	-	-	-
Magazine	5%	4%	7%	10%	8%	11%	11%	14%	14%	11%
Streaming Ad	3%	-	-	-	-	-	-	-	-	-
Instagram	2%	-	-	-	-	-	-	-	-	-
Posters/Coupons	2%	2%	3%	3%	5%	7%	6%	5%	7%	8%
TikTok	0%	-	-	-	-	-	-	-	-	-
Podcast Ad	0%	-	-	-	-	-	-	-	-	-
Other	7%	5%	5%	4%	6%	4%	5%	5%	6%	3%

I came to the show:

To shop for fishing tackle	84%	86%	82%	83%	80%	76%	81%	76%	81%	84%
To get out with friends and / or family	50%	48%	56%	50%	51%	49%	49%	53%	46%	49%
Because I just love the show	35%	37%	45%	39%	42%	40%	43%	42%	41%	-
To see the special attractions and displays	33%	34%	37%	34%	42%	41%	40%	49%	38%	47%
To attend Seminars	26%	32%	35%	33%	27%	34%	34%	35%	30%	41%
To shop for a fishing boat	14%	15%	14%	15%	16%	14%	14%	14%	18%	19%
To buy boat accessories (i.e. electronics)	11%	13%	13%	13%	12%	14%	17%	14%	16%	17%
Book a charter trip or guide	9%	12%	10%	11%	15%	12%	13%	13%	15%	9%
Book a trip to a lodge	8%	10%	10%	14%	14%	12%	16%	15%	14%	11%
Other	6%	5%	7%	8%	6%	8%	8%	10%	9%	6%

Did you or anyone in your attending group buy a boat at the show?

Yes	2%	1%	1%	1%	3%	3%	2%	2%	1%	1%
No	98%	99%	99%	99%	97%	98%	98%	98%	99%	99%

If so, what kind?

Aluminum Fishing Boat with motor	53%	75%	57%	0%	43%	27%	42%	43%	75%	0%
Bass or Walleye Boat	40%	25%	14%	17%	21%	40%	33%	29%	0%	25%
Big Lake Fishing Boat	20%	0%	14%	0%	0%	7%	17%	0%	0%	0%
Pontoon Boat	0%	0%	14%	17%	14%	20%	17%	14%	0%	50%
Canoe or Kayak	0%	0%	0%	50%	0%	0%	8%	0%	0%	0%
Aluminum Fishing Boat without motor	0%	0%	0%	17%	7%	7%	0%	0%	0%	0%
Runabout - Fish & Ski	0%	0%	0%	0%	0%	13%	0%	0%	25%	25%
Other	7%	0%	0%	0%	14%	0%	0%	14%	0%	0%

Ultimate Fishing Show - Detroit - Patron Survey Results

	Population	724	443	448	429	478	604	600	380	299	280
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013	
Did you attend a seminar?											
Yes	32%	35%	41%	37%	31%	38%	38%	40%	-	-	
No	68%	65%	59%	63%	69%	63%	62%	60%	-	-	
Please rate the seminars or workshops you attended:											
Poor	2%	1%	1%	3%	1%	2%	1%	4%	-	-	
Fair	4%	5%	7%	6%	3%	8%	8%	8%	-	-	
Good	24%	25%	28%	27%	37%	28%	32%	26%	-	-	
Great	35%	32%	28%	30%	25%	30%	29%	33%	-	-	
Excellent	36%	40%	35%	36%	35%	31%	34%	31%	-	-	
Other, please specify	-	2%	5%	5%	2%	5%	3%	5%	-	-	
Did you gather information on destination areas at this show?											
Yes	46%	43%	50%	58%	59%	59%	60%	60%	70%	59%	
No	54%	57%	50%	42%	41%	42%	41%	40%	30%	41%	
Did you book a trip at this show?											
Yes	5%	4%	5%	9%	9%	7%	8%	9%	8%	5%	
No	95%	96%	95%	91%	91%	93%	92%	91%	92%	95%	
Was it a destination trip with lodging?											
Yes	38%	27%	60%	49%	47%	53%	52%	47%	43%	39%	
No	63%	73%	40%	51%	53%	48%	48%	53%	57%	62%	
Was it a day trip / charter?											
Yes	72%	79%	45%	56%	57%	54%	51%	58%	71%	58%	
No	28%	21%	55%	44%	43%	46%	49%	42%	29%	42%	
Will you visit an area you learned about at the show?											
Yes	46%	39%	51%	56%	57%	55%	53%	57%	60%	57%	
No	54%	61%	49%	44%	43%	45%	48%	43%	40%	43%	
How many boat/sport shows did you attend this year?											
Only This Show	75%	82%	72%	71%	67%	65%	65%	65%	65%	63%	
2 Shows	20%	14%	20%	21%	22%	25%	23%	27%	24%	26%	
3 Shows	3%	3%	6%	7%	8%	7%	10%	7%	9%	9%	
4 Shows	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	
5 or More Shows	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	
In the last 5 years, how many of those years did you attend a boat / sport show?											
This Year Only	18%	16%	7%	12%	10%	11%	10%	11%	10%	10%	
2 Years	15%	9%	8%	12%	10%	10%	9%	10%	10%	14%	
3 Years	20%	18%	12%	14%	10%	14%	14%	10%	13%	16%	
4 Years	9%	14%	9%	8%	8%	9%	10%	9%	11%	9%	
Every Year	38%	43%	65%	55%	62%	57%	57%	61%	56%	51%	
Did you enjoy the Ultimate Fishing Show?											
Yes	91%	85%	95%	91%	92%	92%	-	-	-	-	
No	9%	15%	5%	9%	8%	8%	-	-	-	-	

Ultimate Fishing Show - Detroit - Patron Survey Results

	Population	724	443	448	429	478	604	600	380	299	280
		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
How would you best describe your experience at the Show?											
I loved it, would go again		51%	46%	55%	52%	45%	50%	45%	48%	43%	-
I got ideas & product information		33%	28%	33%	33%	40%	40%	45%	41%	46%	-
Didn't have what I was interested in		7%	12%	7%	6%	5%	6%	8%	8%	9%	-
Didn't like it, won't go again		4%	4%	1%	3%	3%	5%	2%	3%	3%	-
Other		6%	10%	5%	7%	7%	-	-	-	-	-

Do you plan to attend the show next year?											
Yes		92%	93%	97%	93%	95%	95%	91%	92%	88%	91%
No		8%	7%	3%	7%	5%	5%	9%	8%	12%	9%

Industry Specific											
Do you own a boat?											
Yes		74%	72%	70%	72%	74%	75%	78%	75%	72%	73%
No		26%	28%	30%	28%	26%	25%	22%	25%	28%	27%

What kind of boat do you own?											
Aluminum Fishing Boat with motor		47%	42%	47%	46%	47%	50%	49%	49%	44%	49%
Bass or Walleye Boat		31%	29%	30%	30%	31%	29%	27%	30%	25%	28%
Big Lake Fishing Boat		17%	18%	16%	15%	17%	18%	17%	20%	23%	22%
Canoe or Kayak		17%	16%	21%	25%	22%	21%	20%	20%	17%	15%
Pontoon Boat		15%	14%	15%	12%	14%	14%	15%	15%	15%	10%
Runabout - Fish & Ski		8%	11%	11%	11%	13%	10%	12%	9%	14%	16%
Aluminum Fishing Boat without motor		4%	4%	9%	7%	8%	8%	7%	7%	6%	5%
Other		8%	6%	6%	10%	8%	7%	7%	8%	9%	7%

Where did you buy your boat?											
A Dealership		38%	42%	49%	43%	41%	43%	41%	43%	44%	37%
From an Individual		53%	47%	39%	47%	46%	48%	48%	47%	46%	56%
A Boat Show		9%	11%	12%	10%	13%	9%	11%	10%	10%	7%

Will you buy a boat this year?											
Yes		5%	5%	3%	3%	6%	4%	5%	4%	3%	6%
Maybe / Not Sure		25%	21%	27%	27%	25%	24%	24%	22%	33%	29%
No		71%	74%	70%	70%	69%	72%	71%	74%	64%	65%

What kinds of boats interest you?											
Bass or Walleye Boat		45%	39%	34%	48%	45%	38%	40%	37%	30%	31%
Aluminum Fishing Boat with motor		40%	35%	40%	30%	38%	34%	28%	31%	43%	30%
Big Lake Fishing Boat		18%	21%	16%	16%	17%	14%	15%	21%	28%	21%
Pontoon Boat		15%	16%	19%	20%	18%	16%	18%	19%	19%	17%
Canoe or Kayak		10%	9%	12%	13%	14%	11%	11%	11%	9%	6%
Runabout - Fish & Ski		5%	6%	11%	7%	7%	9%	10%	11%	13%	7%
Aluminum Fishing Boat without motor		3%	4%	2%	5%	3%	4%	5%	4%	3%	4%
Other		6%	4%	6%	6%	3%	3%	5%	2%	0%	6%

Are you looking for a:											
New Boat		32%	35%	35%	40%	39%	29%	31%	26%	31%	32%
Used Boat		18%	20%	23%	15%	19%	22%	25%	26%	20%	21%
Either One		50%	45%	42%	45%	42%	50%	44%	49%	49%	47%

How many days do you spend fishing annually?											
Average Days		54.14	47.5	52.44	47.46	52.72	48.78	44.28	46.56	46.26	50.16

Ultimate Fishing Show - Detroit - Patron Survey Results

	Population	724	443	448	429	478	604	600	380	299	280
		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
Do you fly fish?											
Yes		24%	22%	24%	29%	30%	28%	30%	33%	35%	29%
No		77%	78%	76%	71%	70%	72%	70%	68%	65%	71%
What species do you primarily fish for?											
Bass		32%	37%	30%	31%	28%	33%	30%	31%	31%	30%
Walleye		44%	35%	41%	41%	40%	39%	39%	37%	36%	34%
Panfish or Perch		12%	15%	13%	14%	13%	13%	15%	13%	17%	17%
Salmon or Trout (Off Shore)		3%	3%	4%	3%	5%	4%	3%	5%	5%	9%
Muskie or Pike		3%	3%	4%	3%	5%	3%	4%	4%	3%	4%
Salmon or Steelhead (Rivers)		3%	2%	2%	3%	3%	3%	3%	4%	4%	2%
Trout (Stream)		1%	1%	2%	2%	2%	2%	3%	2%	3%	3%
Catfish or Carp		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other		2%	3%	4%	2%	3%	2%	3%	3%	2%	1%
What species do you secondarily fish for?											
Panfish or Perch		32%	29%	34%	31%	33%	37%	30%	32%	30%	31%
Walleye		20%	25%	20%	21%	19%	21%	26%	22%	20%	21%
Bass		15%	16%	17%	14%	14%	13%	16%	14%	17%	14%
Muskie or Pike		11%	13%	10%	13%	13%	11%	11%	13%	10%	14%
Salmon or Trout (Off Shore)		8%	8%	6%	7%	7%	7%	8%	8%	8%	5%
Salmon or Steelhead (Rivers)		6%	5%	6%	6%	5%	4%	5%	6%	8%	8%
Trout (Stream)		3%	2%	4%	3%	5%	3%	2%	2%	3%	4%
Catfish or Carp		2%	1%	1%	2%	1%	1%	0%	0%	2%	1%
Other		3%	2%	3%	2%	2%	2%	2%	4%	2%	2%
Have you ever taken a destination fishing trip?											
Yes		50%	50%	59%	54%	56%	56%	58%	54%	54%	53%
No		50%	50%	41%	46%	44%	44%	42%	46%	47%	47%
Have you ever taken a charter trip?											
Yes		75%	75%	73%	79%	74%	72%	75%	73%	76%	74%
No		25%	25%	27%	22%	26%	28%	25%	27%	24%	26%
Do you take an "outdoor vacation" every year?											
Yes		80%	79%	76%	83%	82%	80%	80%	81%	81%	78%
No		20%	21%	24%	17%	18%	20%	20%	19%	19%	22%
If yes, what kind of "outdoor vacation?"											
Fishing Trip in Michigan		68%	69%	70%	70%	71%	67%	68%	73%	73%	73%
A stay at a cottage or resort		53%	56%	62%	51%	58%	56%	56%	58%	60%	58%
Fishing Trip out of State		36%	34%	40%	37%	39%	36%	39%	39%	36%	37%
Hunting Trip in Michigan		29%	32%	33%	29%	37%	33%	31%	36%	30%	36%
Tent Camping		24%	23%	26%	25%	23%	25%	26%	27%	27%	22%
Rving		21%	19%	19%	18%	19%	21%	21%	16%	23%	17%
Hunting Trip out of State		10%	8%	8%	8%	9%	9%	9%	11%	8%	10%
Other		4%	4%	5%	7%	4%	6%	6%	7%	4%	3%

Ultimate Fishing Show - Detroit - Patron Survey Results

Population 724 443 448 429 478 604 600 380 299 280
2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

Demographics

What is your approximate annual household income?

0 - \$40,000	8%	6%	5%	9%	7%	10%	12%	10%	11%	14%
\$40,000 - \$80,000	21%	24%	32%	30%	31%	33%	29%	34%	39%	32%
\$80,000 - \$120,000	30%	31%	34%	34%	33%	35%	33%	32%	32%	31%
\$120,000 - \$160,000 (or Over \$120,000)	19%	20%	15%	27%	29%	23%	26%	25%	18%	23%
\$160,000 - \$200,000	10%	10%	6%	-	-	-	-	-	-	-
Over \$200,000	13%	9%	8%	-	-	-	-	-	-	-

What is your highest level of education?

Some High School	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%
High School Degree or Equivalent	18%	15%	13%	14%	11%	13%	12%	8%	14%	12%
Associate Degree or Technical School	21%	20%	23%	20%	20%	23%	20%	20%	16%	22%
Some College	20%	19%	20%	22%	21%	20%	23%	24%	24%	27%
Bachelor Degree	26%	27%	26%	26%	28%	28%	27%	26%	24%	24%
Post Graduate Degree	14%	18%	17%	17%	18%	16%	18%	21%	22%	15%

What is your marital status?

Married	81%	83%	80%	81%	83%	83%	80%	78%	78%	78%
Living Together, Not Married	-	-	-	-	-	-	6%	7%	7%	9%
Single	19%	17%	20%	19%	17%	17%	14%	16%	15%	13%

Do you have any children, under the age of 18, living with you?

Yes	26%	46%	35%	36%	39%	40%	42%	42%	46%	48%
No	74%	54%	65%	64%	61%	60%	58%	58%	54%	52%

Do you own your own home?

Yes	89%	90%	89%	86%	90%	89%	92%	91%	91%	89%
No	11%	10%	11%	14%	10%	11%	8%	10%	9%	11%

Do you own?

Truck	68%	67%	66%	63%	60%	61%	60%	54%	49%	58%
Smart Phone	67%	67%	67%	65%	69%	64%	60%	61%	51%	46%
SUV	52%	55%	56%	54%	56%	49%	49%	49%	44%	43%
Car	37%	37%	42%	47%	50%	47%	54%	61%	56%	61%
RV or Camper	20%	18%	19%	19%	19%	18%	19%	18%	24%	19%
Vacation Home	14%	11%	16%	13%	19%	15%	17%	18%	14%	17%
Van	8%	9%	5%	8%	10%	12%	11%	13%	15%	17%

What activities do you participate in?

Fishing	99%	99%	98%	99%	99%	99%	97%	97%	99%	97%
Boating	76%	77%	73%	71%	79%	77%	71%	68%	44%	48%
Hunting	53%	46%	51%	52%	51%	52%	49%	51%	50%	54%
Shooting	52%	47%	46%	52%	53%	48%	46%	46%	42%	43%
Ice Fishing	49%	46%	48%	46%	46%	51%	50%	51%	51%	52%
Canoeing / Kayaking	42%	44%	42%	38%	42%	38%	36%	33%	28%	31%
Hiking / Backpacking	31%	31%	28%	29%	28%	29%	23%	21%	22%	29%
RV Camping	26%	22%	23%	22%	22%	23%	21%	2%	25%	25%
Snowmobiling	12%	9%	13%	8%	12%	9%	11%	11%	10%	10%
Other	5%	6%	9%	8%	7%	8%	7%	12%	12%	9%

Ultimate Fishing Show - Detroit - Patron Survey Results

	Population	724	443	448	429	478	604	600	380	299	280
		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
Please tell us how many people per age bracket were in your group:											
Under 18		14%	15%	12%	14%	13%	9%	-	-	-	-
18 - 24		10%	12%	10%	11%	10%	5%	10%	9%	11%	7%
25 - 34		12%	13%	12%	13%	11%	8%	14%	10%	11%	10%
35 - 44		14%	13%	12%	13%	12%	10%	9%	16%	15%	12%
45 - 54		15%	16%	15%	15%	17%	19%	19%	23%	20%	27%
55 - 64		18%	16%	19%	18%	19%	25%	33%	28%	22%	25%
Over 65		16%	16%	18%	16%	17%	23%	15%	14%	20%	19%
Average Age		#####	#####	#####	#####	#####	#####	#####	#####	#####	#####

Attending Groups are, on average, made up of:											
Men		80%	84%	83%	82%	84%	84%	82%	82%	-	-
Women		20%	16%	17%	18%	16%	16%	18%	18%	-	-
Average Group Size		2.5	2.4	2.5	2.5	2.5	2.4	1.6	2.5	-	2.7

What is your main news source?											
Internet		56%	50%	46%	45%	36%	37%	34%	33%	33%	36%
TV		33%	35%	39%	40%	50%	45%	48%	49%	48%	44%
Radio		6%	9%	9%	10%	10%	9%	9%	11%	10%	10%
Newspaper		3%	4%	6%	4%	4%	8%	7%	6%	8%	10%
Other		2%	3%	1%	2%	1%	1%	2%	2%	1%	1%

How do you receive your television programming?											
Streaming		27%	24%	16%	12%	6%	3%	4%	6%	2%	-
Comcast		23%	25%	28%	27%	31%	33%	32%	30%	31%	32%
Broadcast / Antenna		11%	12%	12%	14%	8%	6%	-	-	-	-
YouTube TV		10%	8%	2%	2%	-	-	-	-	-	-
DirecTV		9%	9%	10%	12%	16%	16%	15%	14%	13%	15%
AT&T U-Verse		8%	8%	11%	11%	15%	13%	12%	16%	16%	12%
Dish Network		8%	7%	8%	8%	9%	11%	8%	12%	12%	8%
Charter		7%	8%	8%	10%	13%	15%	10%	9%	6%	8%
No TV		4%	3%	2%	31%	2%	3%	6%	2%	3%	6%
Other		9%	10%	11%	11%	-	-	-	-	-	-

What outdoor magazines do you read?											
Woods-N-Water News		23%	25%	29%	27%	42%	38%	39%	40%	38%	47%
In-Fisherman		20%	23%	23%	26%	35%	35%	37%	36%	37%	36%
Michigan Out-of-Doors		19%	23%	24%	25%	37%	29%	28%	32%	28%	32%
Michigan Outdoor News		16%	19%	20%	19%	30%	25%	25%	27%	26%	25%
Field & Stream		13%	13%	20%	24%	32%	29%	32%	33%	33%	32%
Great Lakes Angler		10%	13%	12%	15%	19%	20%	19%	20%	18%	17%
Michigan Sportsman		8%	11%	9%	15%	17%	21%	20%	21%	21%	23%
Outdoor Life		5%	5%	6%	7%	12%	13%	12%	13%	12%	15%
Fishing Facts		2%	1%	2%	2%	3%	3%	5%	5%	4%	6%
None		44%	40%	35%	31%	-	-	-	-	-	-
Other		8%	13%	14%	14%	20%	21%	22%	25%	23%	20%

Ultimate Fishing Show - Detroit - Patron Survey Results

	Population	724	443	448	429	478	604	600	380	299	280
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013	
What streaming music service do you use?											
Spotify	26%	35%	23%	23%	19%	20%	-	-	-	-	-
Sirius	26%	-	-	-	-	-	-	-	-	-	-
Pandora	23%	36%	51%	57%	63%	68%	-	-	-	-	-
Amazon	19%	28%	32%	24%	30%	19%	-	-	-	-	-
Apple Music	14%	21%	16%	21%	22%	16%	-	-	-	-	-
iHeart	5%	13%	18%	21%	17%	21%	-	-	-	-	-
Google Music	3%	3%	6%	6%	10%	-	-	-	-	-	-
Tidal	0%	0%	0%	0%	-	-	-	-	-	-	-
Slacker	0%	1%	1%	2%	-	-	-	-	-	-	-
I do not use a streaming music service	25%	-	-	-	-	-	-	-	-	-	-
Other	3%	11%	15%	12%	8%	9%	-	-	-	-	-

Are you a premium subscriber to the streaming service?											
Yes	45%	54%	41%	40%	40%	27%	-	-	-	-	-
No	56%	46%	59%	60%	60%	73%	-	-	-	-	-

What TWO radio stations do you listen to most?											
WCSX - 94.7 (Classic Rock)	22%	15%	18%	20%	20%	16%	18%	15%	18%	18%	
WXYT - 97.1 (The Ticket)	20%	14%	16%	17%	24%	23%	23%	23%	25%	25%	
WYCD - 99.5 (Detroit's Country)	15%	15%	13%	11%	16%	13%	13%	14%	19%	18%	
WDTW - 106.7 (Classic Rock)	14%	6%	6%	5%	5%	8%	7%	7%	4%	6%	
WRIF - 101	13%	11%	13%	14%	11%	12%	12%	14%	11%	20%	
WJR - 760 WJR	12%	11%	15%	14%	18%	13%	16%	20%	18%	17%	
WWJ - AM - News Radio 950	12%	10%	16%	17%	15%	14%	17%	20%	21%	21%	
WDRQ - 93.1 NASH (Country)	10%	5%	7%	7%	8%	6%	4%	6%	7%	10%	
WOMC - 104.3 (Detroit's Greatest Hits)	10%	3%	9%	6%	9%	8%	8%	7%	13%	10%	
WNIC - 100.3	8%	3%	7%	6%	5%	5%	5%	6%	5%	5%	
WDVD - 96.3 (Today's Best Hits)	7%	2%	3%	2%	2%	3%	2%	3%	6%	3%	
WKQI - 95.5 (Channel 955)	5%	5%	4%	4%	4%	5%	4%	3%	6%	5%	
WUOM - 91.7 (NPR)	4%	1%	2%	4%	-	-	-	-	-	-	
WDZH - 98.7 (Current Hits)	3%	2%	1%	1%	2%	2%	2%	2%	2%	1%	
WFUM - 91.1 (NPR)	3%	2%	3%	2%	-	-	-	-	-	-	
WMUZ - 103.5 (The Light)	2%	0%	1%	1%	2%	2%	3%	3%	2%	2%	
Satellite Radio (XM / Sirius)	31%	28%	25%	25%	27%	27%	24%	23%	18%	15%	
I don't listen to the radio regularly	19%	20%	12%	11%	-	-	-	-	-	-	
Other	12%	15%	18%	20%	21%	20%	17%	18%	21%	18%	

Have you seen / visited our website?											
Yes	70%	80%	76%	78%	77%	81%	82%	82%	86%	88%	
No	30%	20%	24%	22%	23%	20%	19%	18%	14%	12%	

Which social media do you use at least once a week?											
Facebook	66%	69%	71%	59%	78%	74%	58%	55%	49%	60%	
Instagram	26%	24%	18%	14%	16%	12%	-	-	-	-	
TikTok	16%	14%	-	-	-	-	-	-	-	-	
Snapchat	13%	12%	7%	8%	7%	6%	-	-	-	-	
Twitter	12%	11%	11%	9%	8%	11%	-	-	-	-	
Pinterest	6%	4%	8%	8%	8%	9%	-	-	-	-	
None	26%	25%	24%	34%	-	-	-	-	-	-	
Other	1%	2%	1%	2%	18%	19%	-	-	-	-	

Ultimate Fishing Show - Detroit - Patron Survey Results

	<i>Population</i>	724	443	448	429	478	604	600	380	299	280
		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
Do you follow any of our social media accounts?											
facebook.com/ultimatesportshowtour		19%	23%	26%	17%	23%	-	-	-	-	-
instagram.com/ultsportshows		4%	-	-	-	-	-	-	-	-	-
I don't follow the USST on social		79%	77%	74%	83%	77%	-	-	-	-	-

Outdoorama - Patron Survey Results

Population	223	244	266	168	175	355	338	341	244	246
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013

Show Specific

What day(s) did you attend the show?

Thursday	20%	29%	23%	26%	18%	26%	25%	24%	25%	27%
Friday	27%	26%	26%	25%	34%	37%	38%	39%	38%	28%
Saturday	41%	34%	44%	37%	38%	29%	33%	36%	33%	37%
Sunday	16%	14%	17%	15%	18%	12%	12%	8%	11%	13%

How many hours did you spend at the show?

Average Hours	3.29	3	3.78	3.42	3.45	3.59	3.57	3.45	3.63	3.73
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Where did you recently see or hear any advertising for the show?

Email Notifacation	31%	28%	21%	30%	33%	28%	30%	29%	26%	26%
Facebook (18-22: Social Media)	27%	28%	35%	19%	25%	13%	9%	7%	8%	7%
Internet	20%	40%	38%	32%	38%	28%	15%	17%	22%	21%
TV	16%	30%	34%	37%	31%	36%	31%	38%	39%	36%
Radio Ad / Interviews	13%	15%	26%	19%	18%	26%	17%	20%	16%	21%
Magazine	11%	12%	10%	16%	18%	23%	17%	17%	21%	28%
Billboard	9%	7%	7%	10%	14%	15%	15%	15%	15%	18%
Friend (prev. Friend or Exhibitor)	9%	14%	13%	7%	11%	14%	10%	10%	13%	15%
Exhibitor	4%	-	-	-	-	-	-	-	-	-
Posters, Coupons or Flyers	2%	1%	1%	2%	7%	10%	5%	6%	6%	6%
Instagram	1%	-	-	-	-	-	-	-	-	-
Streaming Ad	1%	-	-	-	-	-	-	-	-	-
TikTok	0%	-	-	-	-	-	-	-	-	-
Podcast Ad	0%	-	-	-	-	-	-	-	-	-
Other	10%	3%	6%	7%	9%	5%	4%	4%	6%	5%

I came to the show to:

Get out with friends and/or family	56%	59%	55%	62%	60%	55%	53%	52%	56%	57%
See the special attractions and displays	43%	55%	49%	53%	56%	60%	52%	55%	60%	69%
Shop for hunting equipment	37%	41%	40%	38%	37%	41%	42%	37%	33%	45%
I just love the show	35%	32%	43%	35%	44%	43%	45%	35%	37%	-
Attend Cottage & Lakefront Living Show	24%	22%	25%	32%	28%	26%	27%	28%	25%	26%
See the stage show	18%	16%	12%	11%	-	-	-	-	-	-
Attend seminars	14%	16%	15%	16%	23%	21%	25%	20%	19%	24%
Book a charter trip or guide	13%	15%	16%	11%	18%	18%	16%	16%	13%	16%
Book a hunt	7%	15%	8%	12%	9%	13%	13%	11%	12%	14%
Book a vacation to a lodge	4%	7%	5%	6%	5%	8%	8%	6%	4%	9%
Shop for a fishing boat	5%	6%	6%	9%	8%	8%	12%	9%	10%	8%
Buy boat accessories	6%	6%	6%	4%	6%	9%	9%	7%	7%	6%
Other	20%	11%	16%	14%	16%	15%	11%	16%	12%	18%

Did you or anyone in your attending group buy a boat at the show?

Yes	1%	2%	0%	1%	1%	1%	1%	2%	0%	0%
No	99%	98%	100%	99%	99%	99%	99%	98%	100%	100%

If you or someone in your group purchased a boat at the show, please tell us what kind of boat they purchased:

Pontoon Boat	33%	20%	0%	50%	0%	50%	33%	0%	0%	0%
Canoe or Kayak	0%	40%	0%	0%	50%	0%	0%	50%	0%	0%
Big Lake Fishing Boat	0%	20%	100%	0%	0%	0%	33%	17%	0%	0%
Aluminum Fishing Boat with motor	0%	20%	0%	50%	0%	0%	67%	33%	0%	0%
Bass or Walleye Boat	0%	20%	0%	0%	50%	25%	33%	17%	100%	0%
Runabout - Fish & Ski	0%	20%	0%	0%	0%	0%	0%	0%	0%	0%
Aluminum Fishing Boat without motor	0%	0%	0%	0%	50%	25%	0%	0%	0%	0%
Other	67%	0%	0%	0%	0%	0%	0%	17%	0%	0%

Outdoorama - Patron Survey Results

Population 223 244 266 168 175 355 338 341 244 246
2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

Did you attend a seminar or workshop?

Yes	15%	15%	16%	14%	21%	23%	21%	17%	-	-
No	85%	85%	84%	86%	79%	78%	79%	83%	-	-

Please rate the seminars or workshops you attended:

Poor	4%	0%	0%	9%	0%	1%	0%	2%	-	-
Fair	4%	15%	8%	5%	19%	3%	2%	9%	-	-
Good	30%	30%	22%	41%	28%	23%	33%	30%	-	-
Great	33%	12%	30%	32%	19%	35%	31%	27%	-	-
Excellent	30%	42%	43%	18%	41%	39%	36%	32%	-	-
Other, please specify	-	0%	3%	5%	3%	3%	2%	4%	-	-

Did you gather information on destination areas at this show?

Yes	60%	58%	68%	70%	72%	71%	74%	69%	73%	73%
No	40%	42%	32%	30%	28%	30%	26%	31%	27%	27%

Did you book a trip at this show?

Yes	2%	4%	6%	6%	4%	4%	8%	6%	7%	7%
No	98%	96%	94%	94%	96%	96%	92%	94%	93%	93%

Was the trip you booked at the show a destination trip with lodging?

Yes	40%	38%	29%	50%	0%	33%	48%	28%	44%	60%
No	60%	63%	71%	50%	100%	67%	52%	72%	56%	40%

Was the trip you booked at the show a day trip / charter?

Yes	75%	86%	86%	44%	100%	80%	48%	78%	56%	60%
No	25%	14%	14%	56%	0%	20%	52%	22%	44%	40%

Will you visit an area you learned about at the show?

Yes	53%	41%	59%	57%	60%	60%	60%	57%	59%	63%
No	47%	59%	41%	43%	40%	40%	40%	44%	41%	37%

How many boat / sport shows did you attend this year?

Only this show	67%	67%	56%	57%	57%	55%	55%	59%	54%	55%
2 Shows	28%	27%	33%	34%	28%	32%	34%	29%	32%	34%
3 Shows	4%	5%	8%	8%	11%	10%	8%	9%	11%	7%
4 Shows	1%	0%	2%	1%	2%	2%	2%	2%	2%	3%
5 or More	1%	0%	1%	1%	3%	1%	1%	1%	1%	1%

In the last 5 years, how many of those years did you attend a boat / sport show?

This year only	17%	16%	16%	10%	12%	12%	12%	15%	13%	11%
2 Years	19%	14%	9%	9%	12%	11%	9%	10%	16%	13%
3 Years	12%	19%	11%	14%	11%	11%	12%	12%	14%	15%
4 Years	7%	11%	11%	7%	6%	11%	8%	10%	7%	9%
Every Year	45%	41%	53%	60%	59%	55%	59%	53%	50%	52%

Did you enjoy the Outdoorama Show?

Yes	81%	70%	88%	88%	86%	87%	-	-	-	-
No	19%	30%	12%	12%	14%	13%	-	-	-	-

Outdoorama - Patron Survey Results

Population 223 244 266 168 175 355 338 341 244 246
2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

How would you best describe your experience at the show?

I loved it, would go again	35%	24%	44%	32%	37%	43%	36%	36%	-	-
I got many ideas & product information	31%	35%	34%	48%	39%	39%	49%	42%	-	-
Didn't have what I was interested in	15%	19%	10%	13%	8%	16%	8%	13%	-	-
Waste of time / Didn't like it, won't go again	8%	9%	3%	3%	6%	3%	8%	9%	-	-
Other	12%	13%	9%	3%	9%	-	-	-	-	-

Do you plan to attend the show next year?

Yes	92%	90%	91%	90%	92%	91%	85%	77%	85%	86%
No	8%	10%	9%	10%	8%	9%	15%	23%	15%	14%

Industry Specific

Do you own a boat?

Yes	44%	53%	48%	62%	61%	57%	60%	51%	53%	52%
No	56%	47%	52%	38%	39%	43%	40%	49%	47%	48%

Please tell us what kind of boat(s) you own:

Aluminum Fishing Boat with motor	49%	47%	48%	47%	54%	59%	48%	53%	51%	55%
Canoe or Kayak	20%	31%	25%	33%	28%	31%	25%	23%	28%	24%
Bass or Walleye Boat	20%	22%	13%	18%	20%	14%	28%	17%	15%	14%
Pontoon Boat	15%	25%	18%	24%	15%	22%	15%	16%	19%	16%
Runabout - Fish & Ski	13%	10%	17%	11%	8%	17%	17%	14%	9%	15%
Big Lake Fishing Boat	13%	5%	14%	15%	11%	10%	10%	14%	12%	12%
Aluminum Fishing Boat without motor	9%	9%	8%	13%	7%	7%	6%	7%	12%	6%
Other	7%	12%	8%	9%	8%	10%	7%	9%	11%	4%

Where did you buy your boat?

From an Individual	52%	54%	53%	51%	56%	49%	50%	52%	49%	55%
Dealership	39%	31%	34%	37%	38%	41%	39%	35%	40%	36%
A Boat Show	9%	15%	13%	12%	6%	10%	11%	13%	11%	9%

Will you buy a boat this year?

Yes	0%	2%	1%	1%	4%	3%	3%	3%	2%	3%
Maybe / Not Sure	18%	17%	19%	24%	18%	16%	19%	18%	19%	18%
No	82%	81%	80%	75%	79%	81%	78%	79%	79%	79%

What kinds of boats interest you?

Aluminum Fishing Boat with motor	60%	30%	44%	58%	41%	47%	42%	45%	29%	50%
Canoe or Kayak	34%	25%	22%	24%	15%	21%	23%	20%	29%	13%
Pontoon Boat	31%	40%	40%	47%	29%	46%	25%	28%	39%	35%
Bass or Walleye Boat	29%	25%	32%	34%	38%	27%	36%	28%	25%	21%
Big Lake Fishing Boat	26%	15%	32%	26%	18%	18%	23%	16%	14%	13%
Runabout - Fish & Ski	6%	25%	20%	11%	9%	10%	19%	10%	22%	17%
Aluminum Fishing Boat without motor	6%	3%	4%	5%	3%	3%	4%	9%	12%	10%
Other	6%	10%	6%	5%	3%	10%	9%	4%	10%	10%

Are you looking for a:

New Boat	26%	35%	24%	33%	18%	32%	23%	34%	27%	18%
Used Boat	14%	18%	24%	26%	24%	20%	15%	26%	20%	18%
Either one	60%	48%	53%	41%	58%	49%	62%	40%	53%	64%

How many days do you spend fishing annually?

Average Days	26	31	27	24	25	25	27	23	25	31
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Outdoorama - Patron Survey Results

<i>Population</i>	223	244	266	168	175	355	338	341	244	246
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013

Do you fly fish?

Yes	23%	19%	21%	23%	24%	23%	24%	25%	28%	25%
No	77%	81%	79%	77%	76%	77%	76%	75%	72%	75%

What species do you PRIMARILY fish for?

Walleye	34%	27%	32%	30%	29%	29%	33%	31%	28%	26%
Bass	23%	32%	18%	20%	23%	22%	22%	21%	19%	14%
Panfish or Perch	22%	22%	27%	28%	24%	29%	23%	24%	29%	30%
Salmon or Steelhead (rivers)	4%	2%	5%	3%	5%	5%	5%	6%	5%	7%
Salmon or Trout (off shore)	3%	3%	4%	5%	5%	4%	4%	6%	4%	4%
Trout (Stream)	2%	3%	2%	4%	4%	4%	4%	3%	5%	10%
Muskie or Pike	2%	3%	4%	3%	5%	4%	3%	5%	3%	3%
Catfish or Carp	1%	1%	0%	1%	1%	1%	0%	0%	1%	2%
Other	10%	8%	8%	6%	4%	3%	6%	4%	7%	5%

What species do you secondarily fish for?

Panfish or Perch	31%	27%	29%	26%	33%	26%	28%	33%	23%	29%
Bass	18%	19%	23%	21%	16%	24%	13%	16%	19%	21%
Walleye	15%	19%	18%	18%	23%	21%	27%	18%	22%	18%
Salmon or Trout (off shore)	8%	6%	6%	9%	7%	5%	6%	7%	4%	4%
Muskie or Pike	8%	10%	5%	10%	5%	11%	9%	7%	7%	8%
Salmon or Steelhead (rivers)	6%	5%	6%	2%	6%	2%	7%	8%	10%	7%
Trout (stream)	4%	4%	6%	8%	6%	6%	4%	6%	7%	5%
Catfish or Carp	2%	2%	3%	3%	2%	2%	2%	1%	2%	4%
Other	8%	8%	5%	5%	4%	4%	6%	4%	6%	4%

Have you ever taken a destination fishing trip?

Yes	38%	44%	39%	41%	41%	46%	45%	43%	42%	44%
No	62%	56%	61%	59%	59%	54%	55%	57%	58%	56%

Have you ever taken a charter trip?

Yes	70%	67%	61%	70%	66%	67%	70%	66%	64%	61%
No	31%	33%	39%	30%	34%	33%	30%	34%	36%	39%

Do you take an "outdoor vacation" every year?

Yes	76%	81%	80%	79%	77%	82%	82%	76%	83%	80%
No	24%	19%	20%	21%	23%	18%	18%	24%	17%	20%

What kind of "outdoor vacation" do you take every year?

Hunting trip in Michigan	57%	49%	53%	52%	48%	58%	56%	65%	54%	58%
Fishing trip in Michigan	51%	43%	49%	52%	53%	57%	59%	54%	49%	49%
Stay at a cottage or resort	49%	61%	53%	51%	49%	57%	53%	50%	49%	59%
RVing	34%	32%	30%	27%	25%	23%	24%	24%	20%	28%
Tent camping	26%	30%	31%	35%	33%	33%	30%	30%	28%	35%
Hunting trip out of state	20%	20%	17%	14%	10%	18%	15%	20%	18%	16%
Fishing trip out of state	16%	15%	16%	21%	16%	19%	17%	16%	17%	21%
Other	9%	5%	9%	4%	7%	6%	5%	9%	11%	5%

Do you hunt?

Yes	77%	76%	79%	78%	79%	80%	79%	80%	80%	-
No	23%	24%	21%	22%	21%	20%	21%	20%	20%	-

How many days do you spend hunting annually?

Average Days	26	26	24	19	21	26	24	25	22	25
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Outdoorama - Patron Survey Results

Population	223	244	266	168	175	355	338	341	244	246
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013

What do you PRIMARILY hunt for?										
Deer	83%	90%	91%	91%	91%	89%	87%	88%	85%	-
Turkey	23%	17%	16%	10%	16%	16%	13%	14%	13%	-
Small Game	22%	16%	17%	14%	14%	16%	16%	19%	16%	-
Waterfowl	12%	7%	8%	8%	7%	9%	4%	10%	8%	-
Predator	3%	4%	5%	5%	2%	3%	3%	6%	2%	-
Other	0%	3%	2%	4%	3%	4%	-	5%	-	-

What do you SECONDARILY hunt for?										
Small Game	44%	45%	39%	46%	44%	39%	39%	34%	45%	-
Turkey	30%	37%	37%	35%	38%	43%	37%	41%	32%	-
Deer	18%	18%	17%	15%	17%	13%	16%	18%	16%	-
Waterfowl	13%	17%	13%	15%	8%	14%	13%	12%	13%	-
Predator	10%	5%	12%	11%	11%	11%	8%	8%	8%	-
Other	0%	4%	2%	5%	7%	4%	-	4%	-	-

Do you bow hunt?										
Yes	75%	74%	81%	84%	77%	78%	75%	74%	66%	62%
No	25%	26%	19%	16%	23%	22%	25%	26%	34%	39%

Demographics

What is your approximate annual household income?										
\$0 - \$40,000	7%	7%	13%	9%	12%	13%	11%	15%	15%	12%
\$40,000 - \$80,000	18%	23%	26%	28%	31%	37%	31%	34%	42%	41%
\$80,000 - \$120,000	30%	32%	31%	42%	36%	29%	37%	29%	23%	33%
\$120,000 - \$160,000 (or Over \$120,000)	24%	16%	17%	21%	21%	21%	21%	22%	21%	15%
\$160,000 - \$200,000	12%	11%	8%	-	-	-	-	-	-	-
Over \$200,000	9%	10%	4%	-	-	-	-	-	-	-

What is your highest level of education?										
Some High School	1%	1%	1%	1%	1%	2%	1%	2%	2%	0%
High School Degree or equivalent	13%	13%	21%	11%	14%	15%	15%	14%	14%	15%
Associate Degree or Technical School	25%	25%	26%	21%	20%	18%	23%	19%	18%	22%
Some College	18%	21%	19%	20%	24%	27%	24%	25%	22%	32%
Bachelor Degree	24%	24%	20%	29%	22%	23%	26%	24%	23%	19%
Post Graduate Degree	21%	16%	13%	18%	18%	16%	12%	17%	21%	12%

What is your Marital Status?										
Married	83%	79%	76%	79%	78%	83%	75%	75%	75%	75%
Living together, not married	-	-	-	-	-	-	7%	7%	6%	7%
Single	17%	21%	24%	21%	22%	17%	18%	17%	18%	18%

Do you have any children, under the age of 18, living with you?										
Yes	29%	44%	45%	42%	42%	45%	37%	40%	39%	59%
No	71%	56%	55%	58%	58%	55%	63%	60%	61%	41%

Do you own your home?										
Yes	87%	89%	84%	93%	91%	89%	92%	92%	85%	90%
No	13%	11%	16%	7%	9%	11%	8%	8%	15%	10%

Outdoorama - Patron Survey Results

Population 223 244 266 168 175 355 338 341 244 246
2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

Do you own:										
Truck	74%	73%	74%	78%	67%	68%	67%	63%	61%	65%
Smart Phone	61%	72%	69%	68%	74%	59%	60%	55%	53%	41%
SUV	51%	56%	46%	51%	55%	48%	46%	44%	49%	44%
Car	39%	44%	41%	43%	45%	51%	54%	55%	56%	56%
RV or Camper	32%	28%	24%	28%	24%	25%	24%	22%	23%	22%
Vacation Home	19%	25%	19%	22%	22%	26%	26%	24%	22%	20%
Van	11%	10%	8%	12%	12%	11%	10%	10%	14%	20%

What activities do you participate in?										
Fishing	84%	81%	85%	87%	84%	87%	84%	86%	81%	84%
Hunting	74%	74%	76%	75%	79%	78%	76%	79%	78%	80%
Shooting	69%	59%	65%	66%	62%	64%	59%	56%	60%	68%
Pleasure Boating	59%	59%	55%	63%	67%	62%	55%	50%	33%	36%
Canoeing / Kayaking	52%	49%	44%	53%	50%	44%	37%	36%	39%	36%
Hiking / Backpacking	51%	39%	38%	44%	38%	36%	33%	36%	41%	38%
RV Camping	35%	34%	33%	31%	26%	29%	30%	27%	30%	32%
Ice Fishing	31%	39%	39%	38%	38%	40%	36%	35%	34%	42%
Snowmobiling	10%	10%	13%	12%	14%	14%	11%	11%	8%	16%
Other	11%	8%	10%	9%	11%	10%	11%	10%	9%	8%

How many people per age bracket were in your group?										
Under 18	16%	19%	13%	15%	16%	15%	-	-	-	-
18-24	7%	8%	5%	6%	5%	5%	9%	6%	16%	10%
25-34	10%	11%	13%	12%	9%	10%	13%	12%	9%	9%
35-44	13%	11%	12%	11%	9%	10%	14%	16%	12%	16%
45-54	18%	15%	17%	16%	17%	22%	25%	23%	23%	20%
55-64	16%	18%	23%	20%	30%	22%	24%	30%	26%	19%
65 +	20%	17%	16%	20%	13%	14%	15%	12%	14%	9%
Average Age	49	48	48	49	50	49	47	48	46	45

Attending Groups are, on average, made up of:										
Men	65%	66%	67%	69%	65%	72%	67%	-	-	-
Women	35%	34%	33%	31%	35%	28%	33%	-	-	-
Average Group Size	2.4	2.6	2.4	2.5	2.6	2.5	2.6	2.7	2.7	3.2

What is your main news source?										
Internet	50%	45%	34%	41%	39%	32%	31%	31%	33%	29%
TV	36%	38%	45%	46%	46%	47%	53%	50%	56%	52%
Radio	8%	8%	12%	9%	11%	11%	9%	11%	8%	8%
Newspaper	6%	3%	4%	3%	4%	8%	6%	6%	4%	9%
Other	1%	5%	5%	1%	1%	2%	1%	2%	0%	2%

Have you seen / visited our website: www.Outdoorama.com or www.ShowSpan.com ?										
Yes	73%	67%	66%	74%	74%	79%	78%	76%	79%	84%
No	27%	33%	34%	26%	26%	22%	22%	25%	22%	16%

Which social media do you use at least once a week?										
Facebook	74%	70%	75%	56%	76%	72%	55%	58%	50%	51%
Instagram	32%	19%	16%	10%	10%	10%	-	-	-	-
Pinterest	17%	10%	7%	8%	13%	12%	-	-	-	-
TikTok	17%	10%	-	-	-	-	-	-	-	-
Twitter	16%	10%	9%	7%	7%	9%	-	-	-	-
Snapchat	14%	12%	11%	4%	7%	7%	-	-	-	-
Do not use social media	22%	18%	22%	37%	-	-	-	-	-	-
Other	2%	3%	2%	2%	20%	21%	-	-	-	-

Outdoorama - Patron Survey Results

Population	223	244	266	168	175	355	338	341	244	246
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013

Do you use the internet or social networks on your mobile phone or other mobile device?

Yes	90%	86%	86%	71%	73%	72%	-	-	-	-
No	10%	14%	14%	29%	27%	28%	-	-	-	-

Do you follow any of our social media accounts?

facebook.com/ultimatesportshowtour	21%	16%	20%	12%	-	-	-	-	-	-
instagram.com/ultsportshow	3%	-	-	-	-	-	-	-	-	-
I don't follow the USST on social media	79%	84%	80%	88%	-	-	-	-	-	-

How do you receive your television programming

Streaming	25%	24%	13%	11%	8%	5%	3%	2%	0%	-
Comcast Cable	22%	26%	27%	-	-	-	-	-	-	-
Broadcast TV / Antenna	15%	12%	13%	16%	14%	12%	8%	7%	8%	7%
YouTube TV	10%	5%	6%	4%	-	-	-	-	-	-
DirecTV	7%	11%	13%	14%	16%	14%	-	-	-	-
Dish Network	7%	4%	6%	9%	8%	10%	-	-	-	-
AT & T Uverse	6%	10%	7%	11%	12%	12%	-	-	-	-
Charter Cable	6%	7%	7%	7%	-	13%	-	-	-	-
No TV	4%	5%	5%	3%	5%	5%	3%	2%	2%	2%
Other	10%	10%	15%	15%	-	-	-	-	-	-

What TWO radio stations do you listen to most?

WYCD - 99.5	24%	17%	16%	18%	18%	20%	20%	19%	17%	27%
WCSX - 94.7 (Classic Rock)	23%	18%	20%	18%	19%	18%	15%	17%	20%	20%
WRIF - 101WRIF	18%	11%	14%	14%	14%	15%	16%	15%	15%	19%
WXYT - 97.1 (The Ticket)	17%	18%	10%	17%	17%	16%	20%	21%	20%	26%
WDRQ - 93.1 NASH (Country)	16%	9%	6%	7%	6%	9%	6%	6%	6%	7%
WWJ - AM - News Radio 950	13%	14%	14%	19%	18%	16%	22%	20%	20%	23%
WJR - 760WJR	13%	13%	18%	17%	17%	15%	19%	14%	21%	-
WDTW - 106.7 (Classic Rock)	13%	7%	7%	3%	4%	6%	5%	8%	-	-
WNIC - 100.3	12%	6%	5%	7%	3%	5%	7%	7%	9%	4%
WOMC - 104.3 (Oldies)	9%	8%	10%	11%	8%	7%	8%	8%	12%	11%
WKQI - 95.5 (Channel 955)	8%	6%	5%	3%	6%	6%	4%	5%	4%	-
WDVD - 96.3	8%	5%	4%	2%	6%	4%	5%	6%	4%	6%
WMUZ - 103.5 (The Light)	4%	3%	3%	2%	3%	2%	3%	2%	-	-
WUOM - 91.7 (NPR)	4%	2%	3%	2%	6%	-	-	-	-	-
WDZH - Amp 98.7 (Current Hits)	4%	2%	3%	3%	2%	2%	3%	2%	1%	-
WFUM - 91.1 (NPR)	1%	2%	2%	3%	2%	-	-	-	-	-
Satellite Radio (XM/Sirius)	26%	31%	24%	29%	26%	25%	24%	17%	-	-
I don't listen to the radio regularly	21%	17%	11%	11%	-	-	-	-	-	-
Other	10%	9%	15%	11%	17%	21%	16%	19%	29%	39%

What outdoor magazine do you regularly read?

Woods-N-Water News	34%	37%	42%	35%	63%	52%	50%	49%	42%	54%
Michigan Out-of-Doors	23%	33%	31%	28%	44%	43%	39%	39%	38%	46%
Michigan Outdoor News	22%	25%	24%	19%	37%	30%	29%	27%	32%	33%
Field & Stream	8%	16%	20%	13%	26%	27%	27%	23%	27%	32%
Outdoor Life	5%	12%	14%	11%	12%	23%	22%	18%	21%	26%
In-Fisherman	7%	10%	9%	7%	15%	11%	15%	11%	12%	16%
Michigan Sportsman	4%	7%	10%	12%	12%	15%	18%	16%	19%	17%
Great Lakes Angler	4%	4%	6%	5%	3%	5%	7%	5%	5%	5%
Fishing Facts	1%	0%	1%	0%	0%	2%	1%	1%	0%	1%
None	42%	34%	28%	34%	-	-	-	-	-	-
Other	11%	13%	12%	9%	17%	18%	22%	23%	25%	26%

Outdoorama - Patron Survey Results

<i>Population</i>	223	244	266	168	175	355	338	341	244	246
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013

What streaming music service do you use?

Pandora	25%	40%	52%	48%	67%	72%	-	-	-	-
Sirius	23%	-	-	-	-	-	-	-	-	-
Amazon	23%	33%	37%	35%	37%	26%	-	-	-	-
Spotify	21%	35%	22%	23%	22%	19%	-	-	-	-
Apple Music	14%	24%	15%	18%	19%	14%	-	-	-	-
iHeart	7%	9%	15%	17%	17%	17%	-	-	-	-
Google Music	4%	8%	8%	9%	11%	-	-	-	-	-
Tidal	0%	1%	0%	0%	0%	-	-	-	-	-
Slacker	0%	0%	1%	0%	5%	-	-	-	-	-
I do not use a streaming music service	25%	-	-	-	-	-	-	-	-	-
Other	6%	14%	10%	12%	6%	9%	-	-	-	-

Are you a premium subscriber to the streaming service?

Yes	40%	57%	39%	39%	29%	28%	-	-	-	-
No	60%	43%	61%	61%	71%	72%	-	-	-	-

Ultimate Sport Show - Grand Rapids - Patron Survey Results

Population	467	343	236	431	378	404	300	281	202	241
	2023	2022	2019	2018	2017	2016	2015	2014	2013	2012

Show Specific

What day did you attend the show?

Thursday	20%	17%	19%	28%	27%	24%	23%	24%	26%	23%
Friday	18%	22%	26%	43%	32%	39%	43%	43%	41%	42%
Saturday	54%	56%	43%	27%	34%	32%	34%	37%	37%	33%
Sunday	13%	9%	18%	9%	14%	12%	10%	10%	10%	12%

How many hours did you spend at the show?

Average Number of Hours	3.45	3.31	3.57	3.62	3.73	3.60	3.66	3.70	4.03	3.65
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Did you use the Dash Parking Lot Area 9 and Trolley?

Yes	6%	5%	-	-	-	-	-	-	-	-
No	94%	95%	-	-	-	-	-	-	-	-

How would you rate your experience with this parking option?

Poor	0%	-	-	-	-	-	-	-	-	-
Fair	12%	-	-	-	-	-	-	-	-	-
Good	20%	-	-	-	-	-	-	-	-	-
Great	28%	-	-	-	-	-	-	-	-	-
Excellent	40%	-	-	-	-	-	-	-	-	-

Where did you recently hear or see any advertising for the show?

Facebook (18-22: Social Media)	29%	30%	19%	19%	20%	8%	10%	9%	6%	7%
Internet	26%	36%	36%	32%	30%	27%	-	-	-	20%
TV	25%	25%	38%	42%	35%	37%	32%	39%	35%	38%
Radio Ad/Interviews	24%	25%	41%	32%	35%	29%	29%	27%	31%	28%
TikTok	23%	-	-	-	-	-	-	-	-	-
Friend (prev. Friend or Exhibitor)	20%	19%	15%	23%	23%	19%	20%	22%	23%	21%
Billboard	16%	19%	25%	30%	30%	22%	34%	31%	38%	34%
Email Notification	13%	13%	23%	20%	18%	-	18%	21%	12%	22%
Magazine	5%	5%	8%	12%	11%	15%	13%	12%	21%	15%
Exhibitor	5%	-	-	-	-	-	-	-	-	-
Streaming Ad	3%	-	-	-	-	-	-	-	-	-
Instagram	2%	-	-	-	-	-	-	-	-	-
Posters or Coupons	2%	1%	6%	13%	9%	8%	16%	10%	12%	5%
Podcast Ad	1%	-	-	-	-	-	-	-	-	-
Other	8%	4%	4%	5%	6%	4%	6%	7%	4%	3%

I came to the show:

To shop for fishing tackle	72%	68%	67%	73%	73%	71%	70%	70%	67%	71%
To get out with friends and / or family	59%	59%	50%	52%	56%	50%	53%	53%	53%	55%
To see the special displays	36%	38%	41%	43%	43%	42%	46%	39%	49%	50%
I just love the Show	30%	29%	36%	30%	34%	34%	32%	28%	-	-
To shop for hunting or archery gear	24%	27%	18%	23%	24%	22%	21%	20%	22%	28%
To attend Seminars	20%	22%	19%	27%	28%	24%	31%	24%	22%	23%
To shop for a boat	12%	9%	15%	16%	15%	16%	13%	15%	10%	13%
To buy boat accessories (i.e. electronics)	11%	15%	11%	13%	15%	14%	14%	14%	16%	13%
To book a trip or vacation	9%	10%	16%	15%	12%	14%	16%	14%	17%	17%
To see the Stage Show	8%	10%	9%	7%	15%	11%	15%	13%	13%	15%
Other	9%	7%	9%	9%	8%	7%	9%	12%	11%	13%

Did you or anyone in your attending group buy a boat at the show?

Yes	2%	1%	1%	2%	2%	2%	2%	3%	1%	1%
No	98%	99%	99%	98%	98%	99%	98%	98%	99%	99%

Ultimate Sport Show - Grand Rapids - Patron Survey Results

Population 467 343 236 431 378 404 300 281 202 241
2023 2022 2019 2018 2017 2016 2015 2014 2013 2012

If so, please tell us what kind?

Aluminum Fishing Boat with motor	44%	67%	33%	29%	33%	33%	40%	43%	50%	33%
Pontoon Boat	22%	0%	0%	0%	17%	17%	0%	14%	0%	0%
Bass or Walleye Boat	22%	33%	33%	43%	33%	0%	40%	29%	50%	33%
Big Lake Fishing Boat	11%	0%	33%	0%	0%	17%	20%	0%	0%	0%
Canoe or Kayak	11%	0%	0%	29%	33%	17%	20%	14%	50%	33%
Aluminum Fishing Boat without motor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Runabout - Fish & Ski Boat	0%	0%	0%	0%	0%	17%	0%	29%	0%	0%
Other	0%	0%	33%	14%	0%	0%	0%	0%	0%	0%

Did you attend a seminar or workshop?

Yes	23%	25%	25%	29%	28%	25%	31%	-	-	-
No	77%	76%	75%	71%	72%	75%	69%	-	-	-

Please rate the seminars or workshops you attended:

Poor	0%	0%	0%	2%	6%	1%	2%	-	-	-
Fair	4%	8%	9%	8%	7%	6%	10%	-	-	-
Good	28%	31%	29%	38%	37%	32%	26%	-	-	-
Great	38%	38%	27%	27%	26%	35%	30%	-	-	-
Excellent	30%	27%	36%	26%	25%	26%	31%	-	-	-
Other, please specify	-	1%	2%	3%	5%	3%	3%	-	-	-

Did you gather information on destination areas at the show?

Yes	43%	42%	62%	55%	57%	61%	61%	55%	51%	61%
No	57%	58%	38%	45%	43%	39%	39%	45%	49%	39%

Did you book a trip at the show?

Yes	2%	5%	8%	4%	4%	4%	6%	4%	4%	6%
No	98%	95%	92%	96%	96%	96%	94%	96%	96%	94%

Was the trip you booked at the show a destination trip with lodging?

Yes	67%	19%	59%	60%	43%	56%	67%	82%	75%	77%
No	33%	81%	41%	40%	57%	44%	33%	18%	25%	23%

Was the trip you booked at the show a day trip / charter?

Yes	43%	75%	29%	47%	64%	50%	22%	20%	25%	25%
No	57%	25%	71%	53%	36%	50%	78%	80%	75%	75%

Will you visit an area you learned about at the show?

Yes	45%	38%	60%	50%	56%	53%	52%	47%	49%	52%
No	55%	62%	40%	50%	44%	47%	48%	53%	51%	48%

How many sport shows did you attend this year?

Only This Show	78%	73%	69%	66%	63%	65%	64%	61%	60%	56%
2 Shows	17%	23%	23%	25%	26%	26%	27%	26%	31%	27%
3 Shows	3%	4%	6%	7%	7%	6%	8%	9%	8%	12%
4 Shows	1%	1%	1%	1%	3%	2%	1%	1%	1%	3%
5 or More Shows	0%	0%	1%	1%	1%	1%	0%	3%	1%	1%

In the last 5 years, how many of those years did you attend a sport show?

This Year Only	20%	23%	12%	13%	14%	11%	12%	13%	9%	7%
2 Years	17%	16%	11%	11%	12%	13%	12%	7%	8%	10%
3 Years	19%	23%	15%	15%	13%	13%	13%	14%	16%	20%
4 Years	8%	11%	10%	9%	8%	12%	9%	11%	14%	10%
Every Year	36%	26%	52%	52%	53%	52%	55%	56%	52%	52%

Ultimate Sport Show - Grand Rapids - Patron Survey Results

Population	467	343	236	431	378	404	300	281	202	241
	2023	2022	2019	2018	2017	2016	2015	2014	2013	2012

Have you seen/visited our website?

Yes	60%	57%	61%	71%	70%	66%	67%	72%	79%	82%
No	40%	43%	39%	29%	30%	34%	33%	28%	21%	18%

Did you enjoy the Show?

Yes	87%	78%	92%	93%	90%	93%	-	88%	93%	94%
No	13%	22%	8%	7%	10%	7%	-	12%	7%	6%

How would you best describe your experience at the show?

I loved it, would go again	41%	38%	44%	72%	45%	42%	-	-	-	-
I got ideas & product information	37%	29%	39%	40%	42%	47%	-	-	-	-
Didn't have what I was interested in	10%	15%	8%	9%	8%	8%	-	-	-	-
Waste of time / Didn't like it, won't go again	4%	9%	3%	3%	5%	3%	-	-	-	-
Other	9%	10%	5%	-	-	-	-	-	-	-

Do you plan to attend the show next year?

Yes	91%	92%	95%	92%	93%	88%	87%	85%	89%	93%
No	9%	8%	5%	9%	7%	12%	14%	15%	12%	7%

Industry Specific

Do you own a boat?

Yes	69%	68%	78%	80%	76%	79%	79%	77%	73%	78%
No	31%	32%	22%	20%	24%	22%	22%	23%	27%	22%

What kind of boat(s) do you own?

Aluminum Fishing Boat with motor	52%	50%	55%	58%	55%	59%	56%	55%	54%	62%
Bass or Walleye Boat	28%	34%	30%	29%	26%	26%	24%	28%	26%	20%
Canoe or Kayak	23%	22%	23%	26%	26%	23%	25%	27%	22%	27%
Big Lake Fishing Boat	17%	13%	11%	15%	17%	15%	18%	15%	16%	14%
Pontoon Boat	15%	13%	15%	14%	13%	12%	15%	14%	11%	10%
Runabout - Fish & Ski	8%	7%	13%	8%	9%	9%	15%	14%	11%	9%
Aluminum Fishing Boat without motor	6%	5%	6%	7%	8%	8%	8%	7%	6%	6%
Other	9%	7%	10%	8%	4%	6%	4%	6%	4%	7%

Where did you buy your boat?

From an Individual	66%	63%	56%	56%	58%	56%	60%	54%	59%	57%
A Dealership	30%	33%	39%	37%	37%	35%	36%	39%	33%	36%
A Boat Show	4%	3%	6%	7%	6%	9%	4%	7%	8%	8%

Will you buy a boat this year?

Yes	4%	2%	3%	4%	5%	4%	3%	4%	2%	2%
Maybe/Not Sure	22%	21%	26%	28%	25%	24%	19%	27%	23%	24%
No	75%	77%	71%	67%	71%	72%	78%	69%	75%	74%

Ultimate Sport Show - Grand Rapids - Patron Survey Results

Population 467 343 236 431 378 404 300 281 202 241
2023 2022 2019 2018 2017 2016 2015 2014 2013 2012

What kinds of boats interest you?

Aluminum Fishing Boat with motor	46%	47%	38%	48%	48%	52%	44%	49%	57%	42%
Bass or Walleye Boat	45%	46%	39%	41%	43%	42%	39%	33%	30%	39%
Pontoon Boat	20%	27%	14%	25%	25%	17%	27%	21%	23%	19%
Canoe or Kayak	19%	24%	20%	22%	22%	16%	20%	14%	15%	26%
Big Lake Fishing Boat	18%	21%	16%	21%	17%	15%	25%	11%	9%	19%
Runabout - Fish & Ski Boat	11%	19%	19%	6%	14%	15%	9%	13%	9%	8%
Aluminum Fishing Boat without motor	5%	3%	5%	4%	6%	8%	5%	2%	0%	3%
Other	10%	3%	9%	4%	3%	5%	3%	4%	4%	6%

Are you looking for a:

New Boat	25%	25%	18%	23%	20%	22%	24%	21%	24%	15%
Used Boat	28%	34%	26%	21%	20%	29%	14%	31%	15%	31%
Either One	46%	41%	55%	56%	59%	49%	62%	48%	61%	54%

How many days do you spend fishing annually?

Average	46.2	52.6	46.01	44.53	45.48	47.71	44.6	42.48	43.01	47.41
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What species do you primarily fish for?

Panfish or Perch	26%	25%	24%	31%	32%	34%	31%	27%	33%	30%
Walleye	21%	21%	26%	20%	23%	21%	23%	21%	13%	15%
Bass	21%	23%	22%	23%	19%	19%	18%	21%	22%	23%
Salmon or Trout (Off Shore)	13%	10%	10%	11%	9%	12%	14%	15%	14%	14%
Salmon or Steelhead (Rivers)	7%	6%	6%	5%	6%	5%	5%	6%	5%	4%
Trout (Stream)	5%	6%	2%	3%	3%	4%	5%	5%	4%	6%
Muskie or Pike	2%	3%	4%	4%	3%	3%	1%	4%	3%	5%
Catfish or Carp	0%	2%	2%	1%	1%	1%	1%	0%	1%	1%
Other	6%	4%	5%	3%	4%	2%	2%	2%	5%	2%

What species do you secondarily fish for?

Panfish or Perch	25%	34%	33%	26%	23%	26%	29%	28%	30%	28%
Bass	22%	17%	17%	16%	22%	18%	18%	17%	15%	14%
Walleye	16%	15%	20%	26%	20%	22%	17%	17%	20%	21%
Salmon or Trout (Off Shore)	10%	9%	8%	10%	8%	7%	10%	10%	7%	8%
Salmon or Steelhead (Rivers)	9%	8%	8%	6%	7%	10%	9%	10%	11%	11%
Muskie or Pike	7%	7%	6%	8%	9%	9%	7%	10%	5%	8%
Trout (Stream)	5%	5%	5%	3%	5%	5%	6%	6%	7%	7%
Catfish or Carp	2%	2%	2%	1%	2%	2%	1%	1%	2%	1%
Other	3%	3%	2%	3%	4%	2%	3%	2%	4%	2%

Do you fly fish?

Yes	27%	26%	27%	31%	29%	30%	32%	33%	29%	35%
No	73%	74%	73%	69%	71%	70%	68%	67%	71%	65%

Do you hunt?

Yes	72%	74%	70%	74%	74%	74%	73%	68%	66%	75%
No	28%	26%	30%	26%	26%	26%	27%	32%	34%	25%

How many days do you spend hunting annually?

Average number of days	27.35	29.38	23.95	26.89	26.04	26.17	27.71	24.73	29.12	27.98
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Ultimate Sport Show - Grand Rapids - Patron Survey Results

Population 467 343 236 431 378 404 300 281 202 241
2023 2022 2019 2018 2017 2016 2015 2014 2013 2012

What do you PRIMARILY hunt for every year?

Deer	92%	88%	92%	87%	92%	89%	91%	84%	-	-
Small Game	24%	24%	26%	30%	29%	30%	29%	30%	-	-
Turkey	23%	23%	19%	29%	28%	22%	23%	31%	-	-
Waterfowl	11%	16%	12%	13%	14%	13%	11%	15%	-	-
Predator	6%	8%	6%	9%	11%	8%	9%	8%	-	-
Other	3%	4%	3%	3%	3%	2%	3%	4%	-	-

What do you SECONDARILY hunt for?

Small Game	47%	52%	53%	51%	55%	55%	52%	55%	-	-
Turkey	30%	28%	34%	26%	27%	27%	26%	23%	-	-
Deer	16%	21%	12%	16%	16%	13%	16%	14%	-	-
Predator	16%	15%	16%	18%	21%	16%	17%	18%	-	-
Waterfowl	14%	13%	12%	9%	9%	10%	15%	20%	-	-
Other	0%	4%	2%	4%	4%	4%	6%	-	-	-

Do you bow hunt?

Yes	76%	72%	70%	70%	70%	69%	66%	68%	-	-
No	24%	28%	30%	30%	30%	31%	34%	32%	-	-

Have you ever taken a destination fishing trip?

Yes	46%	47%	54%	56%	49%	51%	51%	56%	48%	57%
No	54%	53%	46%	44%	51%	49%	49%	44%	52%	43%

Have you ever taken a charter trip?

Yes	71%	70%	74%	67%	63%	66%	72%	70%	67%	68%
No	29%	30%	26%	33%	37%	34%	28%	30%	33%	32%

Do you take an "outdoors vacation" every year?

Yes	77%	81%	77%	80%	79%	75%	80%	74%	76%	76%
No	23%	19%	23%	20%	21%	25%	20%	26%	24%	24%

If yes, what kind of outdoors vacation?

Fishing Trip in Michigan	70%	61%	63%	61%	71%	63%	65%	63%	58%	61%
A stay at a cottage or resort	53%	48%	53%	47%	47%	48%	47%	50%	51%	45%
Hunting Trip in Michigan	36%	39%	32%	40%	44%	37%	39%	40%	38%	37%
Tent Camping	31%	33%	22%	32%	32%	28%	24%	27%	30%	31%
Fishing Trip out of State	30%	28%	34%	36%	27%	34%	31%	38%	25%	34%
Rving	27%	26%	29%	25%	31%	28%	29%	24%	25%	24%
Hunting Trip out of State	16%	15%	16%	13%	11%	15%	12%	11%	9%	14%
Other	3%	5%	8%	8%	6%	4%	5%	4%	3%	6%

Demographics

What is your approximate annual household income?

0 - \$40,000	8%	8%	12%	12%	15%	14%	13%	13%	21%	23%
\$40,000 - \$80,000	25%	26%	33%	35%	42%	45%	44%	53%	39%	43%
\$80,000 - \$120,000	32%	34%	34%	35%	29%	27%	29%	23%	30%	23%
Over \$120,000	-	-	21%	17%	14%	14%	14%	10%	11%	10%
\$120,000 - \$160,000	19%	19%	-	-	-	-	-	-	-	-
\$160,000 - \$200,000	8%	7%	-	-	-	-	-	-	-	-
Over \$200,000	8%	5%	-	-	-	-	-	-	-	-

Ultimate Sport Show - Grand Rapids - Patron Survey Results

Population 467 343 236 431 378 404 300 281 202 241
2023 2022 2019 2018 2017 2016 2015 2014 2013 2012

What is your highest level of education?

Some High School	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
High School Degree or Equivalent	21%	12%	13%	15%	21%	18%	13%	16%	23%	18%
Associate Degree or Technical School	19%	24%	25%	20%	21%	21%	18%	13%	15%	23%
Some College	22%	19%	22%	24%	22%	25%	29%	27%	22%	21%
Bachelor Degree	25%	29%	27%	26%	24%	21%	27%	29%	27%	25%
Post Graduate Degree	12%	15%	12%	14%	10%	13%	11%	14%	13%	12%

What is your Marital Status?

Married	82%	80%	84%	87%	84%	83%	79%	83%	78%	79%
Living Together, Not Married	-	-	-	-	-	6%	6%	6%	8%	6%
Single	18%	20%	16%	13%	16%	12%	16%	11%	15%	15%

Do you have any children, under the age of 18, living with you?

Yes	35%	48%	39%	38%	40%	37%	38%	41%	38%	44%
No	65%	52%	61%	62%	60%	63%	62%	59%	62%	56%

Do you own your own home?

Yes	88%	87%	90%	90%	89%	89%	91%	90%	87%	91%
No	13%	13%	10%	10%	11%	11%	9%	11%	13%	9%

How many people per age bracket were in your group?

Under 18	18%	17%	12%	16%	15%	-	-	-	-	-
18 - 24	8%	9%	4%	6%	7%	10%	22%	10%	9%	-
25 - 34	14%	17%	10%	10%	12%	13%	27%	10%	12%	-
35 - 44	15%	15%	12%	9%	14%	14%	25%	15%	10%	-
45 - 54	14%	15%	16%	16%	15%	17%	36%	21%	20%	-
55 - 64	17%	14%	26%	22%	23%	26%	50%	26%	23%	-
Over 65	14%	13%	20%	20%	14%	19%	35%	18%	25%	-
Average Age	45	44	51	50	47	49	48	48	49	48

Attending Groups are, on average, made up of:

Men	75%	73%	40%	41%	77%	77%	75%	-	-	-
Women	25%	27%	26%	23%	23%	23%	25%	-	-	-
Average Group Size	2.6	2.6	2.5	2.4	2.5	2.5	2.4	-	3.1	2.8

Do you own:

Smart Phone	73%	77%	76%	74%	68%	68%	64%	53%	43%	34%
Truck	71%	76%	75%	69%	67%	72%	72%	69%	60%	59%
SUV	58%	54%	55%	52%	49%	50%	46%	49%	49%	46%
Car	37%	44%	50%	51%	54%	52%	58%	57%	60%	59%
RV or Camper	24%	32%	26%	28%	30%	29%	31%	26%	26%	23%
Vacation Home	13%	12%	15%	14%	12%	11%	16%	13%	13%	12%
Van	6%	9%	9%	11%	12%	14%	12%	15%	13%	17%

Ultimate Sport Show - Grand Rapids - Patron Survey Results

	Population	467	343	236	431	378	404	300	281	202	241
		2023	2022	2019	2018	2017	2016	2015	2014	2013	2012
What outdoor magazines do you read?											
Woods-N-Water News		26%	29%	25%	36%	38%	38%	36%	-	46%	38%
Michigan Out-of-Doors		20%	28%	20%	38%	38%	41%	32%	-	39%	37%
Michigan Outdoor News		15%	18%	16%	26%	24%	21%	24%	-	28%	28%
In-Fisherman		14%	15%	13%	25%	26%	26%	20%	-	26%	35%
Michigan Sportsman		12%	8%	9%	17%	20%	22%	21%	-	24%	28%
Great Lakes Angler		10%	7%	7%	14%	15%	14%	14%	-	13%	16%
Field & Stream		9%	14%	15%	27%	30%	29%	30%	-	40%	34%
Deer & Deer Hunting		5%	6%	5%	7%	10%	10%	9%	-	13%	10%
Outdoor Life		5%	5%	12%	18%	18%	17%	20%	-	28%	29%
Fishing Facts		3%	3%	2%	4%	3%	4%	3%	-	5%	2%
None		47%	40%	42%	-	-	-	-	-	-	-
Other		6%	10%	8%	21%	18%	20%	24%	-	24%	33%
What streaming music service do you use?											
Pandora		29%	41%	57%	55%	64%	-	-	-	-	-
Spotify		28%	42%	30%	23%	20%	-	-	-	-	-
Sirius		19%	-	-	-	-	-	-	-	-	-
Amazon		17%	19%	29%	22%	20%	-	-	-	-	-
Apple Music		15%	21%	12%	14%	11%	-	-	-	-	-
iHeart		9%	13%	25%	28%	31%	-	-	-	-	-
Google Music		4%	6%	8%	10%	-	-	-	-	-	-
Slacker		0%	1%	1%	2%	-	-	-	-	-	-
Tidal		0%	0%	0%	0%	-	-	-	-	-	-
I do not use a streaming music service		24%	-	-	-	-	-	-	-	-	-
Other		3%	13%	3%	5%	8%	-	-	-	-	-
Are you a premium subscriber to the streaming service?											
Yes		40%	45%	27%	31%	33%	-	-	-	-	-
No		60%	55%	73%	69%	67%	-	-	-	-	-

Ultimate Sport Show - Grand Rapids - Patron Survey Results

Population 467 343 236 431 378 404 300 281 202 241
 2023 2022 2019 2018 2017 2016 2015 2014 2013 2012

What TWO radio stations do you listen to most?

WBCT - 93.7 (B93) - Country	31%	25%	26%	34%	30%	29%	21%	24%	24%	25%
WLAV - 96.9 (97 LAV FM) - Classic R	19%	14%	21%	15%	17%	17%	22%	16%	18%	16%
WGRD - 97.9 - Alternative Rock	17%	14%	11%	10%	13%	12%	11%	10%	12%	10%
WTNR - 107.3 - Thunder New Country	10%	8%	3%	11%	9%	6%	7%	3%	10%	8%
WBFX - 101.3 (BIG) - Oldies from 60s	10%	7%	5%	7%	11%	7%	8%	6%	6%	8%
WOOD Radio (106.9 FM & 1300 AM)	9%	14%	13%	13%	14%	17%	12%	20%	15%	11%
WCSG - 91.3 - Family Friendly, Comr	7%	11%	8%	7%	11%	11%	8%	6%	6%	11%
WSNX - 104.5 - Contemporary Hits	7%	3%	3%	3%	5%	2%	2%	3%	3%	5%
WHTS - 105.3 (HOT FM) - Today's Hit	6%	2%	3%	3%	5%	4%	4%	3%	4%	5%
WSRW STAR - 105.7 - Light Rock	6%	3%	6%	2%	8%	4%	5%	7%	2%	8%
WLHT - 95.7 (W-Lite) - Adult Contemp	5%	3%	3%	2%	3%	2%	3%	4%	1%	1%
WFGR - 98.7 - Classic Hits	5%	3%	7%	8%	7%	5%	4%	5%	5%	8%
The Q 94.5	5%	4%	2%	-	-	-	-	-	-	-
WMRR - Rock 101.7	5%	3%	-	-	-	-	-	-	-	-
WMUS - 106.9 (107 The Moose) - Col	4%	4%	3%	4%	9%	4%	6%	4%	4%	5%
ESPN - 96.1 - Sports	4%	7%	6%	8%	7%	10%	8%	5%	7%	8%
WJQK - 99.3 (JQ99.3) - Positive Hits	4%	3%	4%	4%	5%	2%	1%	2%	2%	3%
WVGR - 104.1 (Michigan Radio / NPR	4%	4%	2%	4%	-	5%	6%	4%	9%	4%
The Ticket - Sports Talk Radio - 106.1	3%	2%	2%	-	-	-	-	-	-	-
WGVU / NPR 88.5 & 95.3 FM - News	1%	1%	1%	1%	3%	-	-	-	-	-
WYCE - 88.1	1%	0%	1%	-	-	-	-	-	-	-
WTRV - 100.5 (The River)	1%	2%	2%	2%	4%	3%	3%	5%	2%	3%
WNWZ - AM 1410 MAGIC	1%	0%	0%	1%	0%	0%	0%	-	-	-
WMJH - AM 810 (La Poderosa) - Spar	0%	0%	0%	0%	0%	0%	0%	-	-	-
WYGR - AM 1570 (La Furia) - Spanis	0%	0%	0%	1%	0%	0%	0%	-	-	-
Satellite Radio (XM / Sirius)	21%	17%	18%	24%	19%	19%	19%	19%	14%	14%
I don't listen to the radio regularly	17%	19%	10%	-	-	-	-	-	-	-
Other	11%	14%	21%	22%	20%	19%	25%	24%	28%	28%

What is your main news source?

Internet	53%	56%	36%	36%	38%	30%	33%	33%	28%	29%
TV	35%	32%	50%	48%	48%	55%	55%	53%	49%	53%
Radio	6%	7%	8%	10%	11%	7%	9%	9%	12%	11%
Newspaper	2%	2%	5%	5%	3%	6%	3%	5%	10%	6%
Other	4%	3%	1%	2%	0%	2%	0%	1%	1%	1%

How do you receive your television programming?

Streaming	31%	30%	8%	6%	4%	5%	2%	1%	-	-
Broadcast / Antenna	15%	11%	13%	10%	11%	12%	7%	9%	11%	9%
Comcast Cable	15%	18%	19%	19%	20%	16%	19%	22%	20%	17%
Charter Cable	14%	17%	16%	19%	21%	21%	21%	21%	20%	22%
YouTube TV	13%	6%	2%	-	-	-	-	-	-	-
DirecTV	9%	9%	20%	20%	19%	20%	21%	22%	24%	20%
Dish Network	6%	9%	15%	14%	16%	12%	18%	16%	15%	21%
AT&T Uverse	3%	3%	10%	8%	5%	9%	9%	8%	10%	7%
No TV	7%	7%	2%	4%	4%	5%	4%	2%	1%	5%
Other	3%	4%	2%	-	-	-	-	-	-	-

Ultimate Sport Show - Grand Rapids - Patron Survey Results

Population	467	343	236	431	378	404	300	281	202	241
	2023	2022	2019	2018	2017	2016	2015	2014	2013	2012

Which social media do you use at least once a week?

Facebook	74%	74%	62%	78%	76%	-	-	-	-	-
Instagram	31%	29%	12%	17%	13%	-	-	-	-	-
Snapchat	20%	20%	7%	11%	11%	-	-	-	-	-
TikTok	17%	15%	-	-	-	-	-	-	-	-
Pinterest	12%	10%	12%	10%	15%	-	-	-	-	-
Twitter	11%	8%	7%	7%	7%	-	-	-	-	-
Do not use social media	22%	18%	28%	-	-	-	-	-	-	-
Other	2%	2%	3%	16%	19%	-	-	-	-	-

Do you follow any of our social media accounts?

facebook.com/ultimatesportshowtour	21%	22%	17%	-	-	-	-	-	-	-
instagram.com/ultsportshows	3%	-	-	-	-	-	-	-	-	-
I don't follow the Ultimate Sport Show	79%	78%	84%	-	-	-	-	-	-	-

What activities do you participate in?

Fishing	96%	94%	95%	96%	95%	96%	98%	96%	94%	94%
Boating	72%	72%	75%	74%	77%	62%	64%	41%	30%	35%
Hunting	69%	70%	67%	70%	74%	71%	71%	66%	64%	68%
Shooting	58%	56%	52%	55%	62%	43%	43%	42%	41%	45%
Canoeing / Kayaking	52%	50%	45%	44%	46%	37%	35%	38%	33%	40%
Ice Fishing	51%	52%	44%	46%	49%	49%	52%	45%	45%	48%
Hiking / Backpacking	44%	46%	28%	31%	31%	30%	31%	31%	33%	33%
RV Camping	29%	33%	32%	32%	35%	32%	35%	26%	33%	32%
Snowmobiling	15%	15%	10%	11%	13%	11%	18%	12%	14%	16%
Other	5%	5%	6%	8%	7%	10%	5%	8%	8%	7%

2023 Boat Shows - Comparison

Population 365 342
MBS GRB (AVG)

Show Specific

What day(s) did you attend the show?

Wednesday	10%	11%	10%
Thursday	6%	9%	7%
Friday*	21%	20%	20%
Saturday*	48%	52%	50%
Sunday*	20%	13%	17%

*For MBS, Fri, Sat & Sun are each combined into one percentage., respectively

How many hours did you spend at the show?

Average Hours	3.14	3.15	3.15
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Where did you recently see or hear any advertising for the show?

TV	29%	26%	27%
Internet	22%	26%	24%
Facebook	21%	25%	23%
Radio	19%	23%	21%
Email	20%	14%	17%
Friend	13%	16%	14%
Billboard	9%	19%	14%
Exhibitor	10%	10%	10%
Streaming Ad	2%	4%	3%
Posters or Coupons	2%	3%	2%
Magazine	1%	1%	1%
Instagram	1%	1%	1%
TikTok	0%	0%	0%
Podcast Ad	0%	0%	0%
Other	7%	6%	6%

I came to the show:

To see new boats	70%	67%	69%
To have a fun/get together with friends	30%	46%	38%
To shop for a boat	41%	33%	37%
Because I just love the show	26%	36%	31%
To see the special attractions and displays	21%	21%	21%
To buy boat accessories (i.e. electronics)	16%	19%	17%
To buy ski / wakeboard / wake surf equipment	6%	9%	8%
To shop for a personal watercraft	4%	8%	6%
To find a new marina	1%	2%	1%
Other	11%	11%	11%

Did you or anyone in your attending group buy a boat at the show?

Yes	13%	10%	12%
No	87%	90%	88%

2023 Boat Shows - Comparison

	Population	365	342	
		MBS	GRB	(AVG)
If so, please tell us what kind?				
Pontoon Boat		61%	73%	67%
Aluminum Fishing Boat		14%	3%	8%
Runabout or Deckboat		14%	0%	7%
Sport Boat/Cruiser		7%	6%	6%
Canoe or Kayak		0%	6%	3%
Fiberglass Fishing Boat		5%	0%	2%
Personal Watercraft		0%	3%	2%
Ski Boat		2%	0%	1%
Motoryacht		0%	0%	0%
Sailboat		0%	0%	0%
Other		0%	9%	5%

When do you expect to purchase products or services like those at the show?				
Within 6 Months		24%	22%	23%
6 Months to a Year		13%	11%	12%
1 - 2 Years		13%	13%	13%
3 - 5 Years		5%	5%	5%
Not Sure		45%	49%	47%

How many boat shows will you attend this year?				
Only This Show		81%	83%	82%
2 Shows		15%	16%	15%
3 Shows		2%	1%	2%
4 Shows		0%	0%	0%
5 or More Shows		1%	1%	1%

In the last 5 years, how many of those years did you attend a boat show?				
This year only		28%	26%	27%
2 years		21%	20%	21%
3 years		18%	19%	18%
4 years		7%	9%	8%
Every year		26%	25%	26%

How would you best describe your experience at the show?				
I loved it, would go again		36%	52%	44%
I got ideas & product information		46%	35%	40%
Didn't have what I was interested in		12%	8%	10%
Didn't like it, won't go again		2%	2%	2%
Other		5%	4%	5%

Do you plan to attend the show next year?				
Yes		82%	89%	86%
No		18%	13%	15%

Industry Specific

Do you own a boat?				
Yes		80%	75%	78%
No		20%	25%	22%

2023 Boat Shows - Comparison

	Population 365 MBS	342 GRB	(AVG)
If so, please tell us what kind?			
Pontoon Boat	35%	39%	37%
Aluminum Fishing Boat	22%	17%	20%
Runabout or Deckboat	21%	15%	18%
Sport Boat / Cruiser	14%	21%	18%
Canoe or Kayak	14%	20%	17%
Ski Boat	17%	16%	16%
Personal Watercraft	15%	17%	16%
Fiberglass Fishing Boat	12%	7%	9%
Motoryacht	3%	7%	5%
Sailboat	4%	5%	5%
Other	4%	8%	6%

Where did you buy your boat?			
From an Individual	43%	53%	48%
A Dealership	44%	38%	41%
A Boat Show	13%	7%	10%
Internet	-	2%	2%

Will you buy a boat this year?			
Yes	14%	11%	12%
Maybe / Not Sure	36%	37%	37%
No	50%	51%	51%

What kinds of boats interest you?			
Pontoon Boat	52%	53%	53%
Sport Boat / Cruiser	15%	29%	22%
Runabout (or Deckboat)	24%	14%	19%
Aluminum Fishing Boat	20%	15%	18%
Ski Boat	17%	14%	16%
Personal Watercraft(s)	13%	16%	15%
Fiberglass Fishing Boat	13%	10%	12%
Canoe or Kayak	10%	10%	10%
Motoryacht	8%	7%	8%
Sailboat	6%	6%	6%
Other	6%	6%	6%

Are you looking for a:			
New Boat	36%	31%	33%
Used Boat	11%	25%	18%
Either One	53%	44%	49%

Does your family fish from your boat?			
Yes	62%	55%	58%
No	38%	45%	42%

Does your family sail?			
Yes	12%	12%	12%
No	88%	88%	88%

Does your family waterski?			
Yes	58%	45%	51%
No	42%	55%	49%

2023 Boat Shows - Comparison

	Population 365 MBS	342 GRB	(AVG)
Does your family wakeboard or wakesurf?			
Yes	34%	36%	35%
No	66%	64%	65%
Does your family tube?			
Yes	80%	78%	79%
No	20%	22%	21%
Does your family harbor hop on the Big Lake?			
Yes	19%	28%	24%
No	81%	72%	76%
Demographics			
What is your approximate annual household income?			
0 - \$40,000	5%	4%	5%
\$40,000 - \$80,000	13%	16%	14%
\$80,000 - \$120,000	19%	25%	22%
\$120,000 - \$160,000	24%	21%	22%
\$160,000 - \$200,000	16%	10%	13%
Over \$200,000	24%	23%	24%
What is your highest level of education?			
Some High School	1%	0%	0%
High School Degree or Equivalent	12%	12%	12%
Associate Degree or Technical School	16%	13%	15%
Some College	14%	20%	17%
Bachelor Degree	35%	32%	34%
Post Graduate Degree	22%	22%	22%
What is your Marital Status?			
Married or Living Together, Not Married	84%	86%	85%
Single	16%	14%	15%
Do you have any children, under the age of 18, living with you?			
Yes	24%	32%	28%
No	76%	64%	70%
Do you own your home?			
Yes	90%	94%	92%
No	10%	6%	8%

2023 Boat Shows - Comparison

	Population	365	342	
		MBS	GRB	(AVG)
What activities do you participate in?				
Pleasure Boating		81%	78%	79%
Swimming		63%	58%	60%
Fishing		61%	59%	60%
Canoeing / Kayaking		51%	54%	52%
Bicycling		43%	46%	45%
Golf		42%	48%	45%
Hiking / Backpacking		42%	38%	40%
Hunting		29%	27%	28%
RV Camping		19%	33%	26%
Water-skiing		31%	21%	26%
Snow Skiing		21%	23%	22%
Wakeboarding		16%	18%	17%
Wake Surfing		8%	14%	11%
Sailing		10%	10%	10%
Wind Surfing		2%	3%	2%
Other		6%	7%	6%

What is your approximate age?				
Under 18		17%	13%	15%
18 - 24		9%	9%	9%
25 - 34		8%	11%	10%
35 - 44		8%	14%	11%
45 - 54		20%	17%	18%
55 - 64		23%	22%	22%
Over 65		15%	15%	15%
Average Age		48	47	48

How many people were in your attending group?				
Men		61%	56%	58%
Women		39%	44%	42%
Average group size		2.5	3.0	2.74

What streaming music service do you use?				
Spotify		33%	26%	30%
Pandora		28%	30%	29%
Amazon		28%	23%	26%
Sirius		29%	21%	25%
Apple Music		18%	23%	20%
iHeart Radio		13%	9%	11%
Google Music		3%	3%	3%
Tidal		1%	0%	0%
Slacker		0%	0%	0%
I do not use a streaming music service		19%	20%	20%
Other		2%	2%	2%

Are you a premium subscriber to the streaming service?				
Yes		52%	43%	48%
No		48%	57%	52%

2023 Boat Shows - Comparison

	Population 365 MBS	342 GRB	(AVG)
What is your main news source?			
Internet	48%	57%	52%
TV	38%	34%	36%
Radio	7%	8%	7%
Newspaper	4%	1%	2%
Other	2%	1%	2%
Have you seen/visited our website?			
Yes	57%	50%	53%
No	43%	50%	47%
How do you receive your television programming?			
Streaming	27%	34%	31%
YouTube TV	15%	15%	15%
Time Warner Cable	15%	-	15%
Atenna	16%	11%	14%
Charter	10%	17%	13%
DirecTV	11%	10%	10%
Comcast	4%	16%	10%
AT&T U-Verse	7%	3%	5%
Dish Network	4%	6%	5%
No TV	4%	2%	3%
Other	12%	5%	8%
What boating magazine(s) do you read?			
Boating	11%	8%	9%
Midwest Outdoors	8%	-	8%
Great Lakes Sucttlebutt	7%	5%	6%
Boat U.S.	5%	6%	5%
Lakeland Boating	5%	6%	5%
Michigan Out of Doors	-	4%	4%
Woods-N-Water News	-	3%	3%
Michigan Sportsman	-	3%	3%
Powerboat	1%	4%	3%
Boaters World	2%	3%	3%
Michigan Hunting & Fishing	-	2%	2%
Trailer Boats	2%	2%	2%
Cruising World	1%	2%	1%
Water-ski	2%	1%	1%
Sail	1%	1%	1%
None	72%	78%	75%
Other	4%	3%	3%
What social media outlets do you regularly use?			
Facebook	69%	71%	70%
Instagram	31%	39%	35%
Snapchat	17%	20%	18%
TikTok	17%	17%	17%
Pinterest	13%	18%	15%
Twitter	13%	13%	13%
Do not use social media	22%	20%	21%
Other	3%	2%	3%

2023 Boat Shows - Comparison

	<i>Population</i>	365	342	
	MBS	GRB	(AVG)	
Do you follow any of our social media accounts?				
Facebook	12%	17%	14%	
Instagram	1%	3%	2%	
I don't follow the Show on social media	88%	82%	85%	

Milwaukee Boat Show - Patron Survey Results

Population	365	446	447	245	288	358	355	220	271	254
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013

Show Specific

What day(s) did you attend the show?

Friday	14%	16%	13%	14%	14%	15%	12%	16%	14%	14%
Saturday	34%	25%	23%	23%	23%	22%	20%	23%	26%	26%
Sunday	10%	11%	9%	15%	16%	7%	6%	3%	8%	9%
Wednesday	10%	10%	7%	7%	10%	9%	13%	13%	13%	7%
Thursday	6%	8%	13%	11%	7%	10%	10%	11%	11%	6%
Friday	7%	7%	11%	9%	19%	20%	22%	21%	15%	16%
Saturday	14%	20%	22%	20%	20%	21%	19%	20%	13%	16%
Sunday	10%	8%	12%	8%	6%	9%	5%	6%	8%	5%

How many hours did you spend at the show?

Average Hours	3.14	2.93	3.25	3.24	3.33	3.34	3.41	3.31	3.42	3.55
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Where did you recently see or hear any advertising for the show?

TV	29%	32%	51%	50%	42%	52%	48%	49%	52%	51%
Internet	22%	33%	29%	29%	28%	25%	26%	24%	28%	31%
Facebook (18-22: Social Media)	21%	20%	18%	18%	14%	12%	5%	4%	3%	5%
Email	20%	14%	18%	20%	21%	17%	-	-	-	-
Radio Ad / Interviews	19%	26%	39%	28%	38%	30%	28%	30%	30%	31%
Friend (prev. Friend or Exhibitor)	13%	13%	17%	17%	19%	16%	17%	16%	8%	12%
Exhibitor	10%	-	-	-	-	-	-	-	-	-
Billboard	9%	8%	9%	12%	10%	11%	13%	17%	11%	19%
Streaming Ad	2%	-	-	-	-	-	-	-	-	-
Posters or Coupons	2%	0%	3%	1%	4%	3%	4%	3%	4%	3%
Magazine	1%	2%	3%	2%	4%	2%	2%	3%	3%	2%
Instagram	1%	-	-	-	-	-	-	-	-	-
TikTok	0%	-	-	-	-	-	-	-	-	-
Podcast Ad	0%	-	-	-	-	-	-	-	-	-
Other	7%	6%	5%	4%	5%	5%	4%	7%	4%	4%

I came to the show:

To see new boats	70%	65%	67%	68%	72%	65%	69%	73%	69%	72%
To shop for a boat	41%	44%	40%	34%	39%	45%	43%	43%	47%	42%
To have a fun/get together with friends	30%	28%	37%	30%	30%	28%	31%	33%	29%	35%
Because I just love the show	26%	21%	26%	25%	29%	28%	25%	26%	24%	-
To see the special attractions and displays	21%	17%	20%	22%	20%	20%	20%	18%	19%	24%
To buy boat accessories (i.e. electronics)	16%	14%	16%	13%	13%	16%	12%	13%	17%	17%
To buy ski / wakeboard equipment	6%	6%	7%	6%	6%	6%	6%	8%	5%	7%
To shop for personal watercraft	4%	7%	5%	3%	3%	5%	4%	3%	3%	6%
To find a new marina	1%	2%	4%	1%	3%	2%	3%	1%	2%	2%
Other	11%	9%	8%	12%	13%	11%	12%	11%	11%	8%

Did you or anyone in your attending group buy a boat at the show?

Yes	13%	12%	12%	8%	12%	14%	13%	11%	12%	6%
No	87%	88%	88%	92%	88%	86%	87%	90%	89%	94%

Milwaukee Boat Show - Patron Survey Results

Population 365 446 447 245 288 358 355 220 271 254
2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

If so, please tell us what kind?

Pontoon Boat	61%	64%	64%	44%	38%	43%	48%	52%	45%	21%
Aluminum Fishing Boat	14%	16%	23%	33%	26%	33%	28%	22%	17%	43%
Runabout or Deckboat	14%	11%	5%	11%	9%	8%	7%	13%	21%	14%
Sport Boat/Cruiser	7%	2%	5%	6%	3%	6%	2%	4%	7%	7%
Fiberglass Fishing Boat	5%	0%	0%	0%	6%	4%	9%	0%	7%	0%
Ski Boat	2%	0%	3%	0%	6%	0%	0%	9%	0%	7%
Personal Watercraft	0%	2%	0%	6%	6%	4%	4%	0%	0%	7%
Canoe or Kayak	0%	0%	0%	6%	0%	0%	2%	0%	0%	0%
Motoryacht	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
Sailboat	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	7%	0%	0%	3%	4%	7%	0%	3%	0%

When do you expect to purchase products or services like those at the show?

Within 6 Months	24%	30%	32%	34%	36%	35%	35%	26%	44%	37%
6 Months to a Year	13%	17%	14%	14%	15%	13%	16%	18%	15%	15%
1 - 2 Years	13%	13%	15%	11%	11%	15%	12%	15%	14%	12%
3 - 5 Years	5%	4%	5%	5%	5%	5%	2%	6%	2%	4%
Not Sure	45%	36%	34%	37%	33%	32%	35%	36%	24%	31%

If you made purchases (non-concessions) at the show, what was the approximate amount you spent?

< \$100	64%	-	-	-	-	-	-	-	-	-
\$100 - \$1,000	13%	-	-	-	-	-	-	-	-	-
\$1,000 - \$5,000	3%	-	-	-	-	-	-	-	-	-
\$5,000 - \$10,000	2%	-	-	-	-	-	-	-	-	-
\$10,000 +	18%	-	-	-	-	-	-	-	-	-

How many boat shows did you attend this year?

Only This Show	81%	88%	80%	83%	81%	81%	79%	74%	77%	68%
2 Shows	15%	11%	17%	13%	14%	15%	18%	19%	18%	23%
3 Shows	2%	1%	1%	3%	3%	3%	2%	5%	4%	7%
4 Shows	0%	0%	0%	0%	1%	1%	2%	1%	1%	2%
5 or More Shows	1%	1%	1%	1%	1%	1%	0%	2%	0%	0%

In the last 5 years, how many of those years did you attend a boat show?

This year only	28%	33%	27%	24%	22%	23%	26%	16%	20%	18%
2 years	21%	20%	16%	18%	17%	19%	15%	15%	19%	21%
3 years	18%	20%	17%	16%	15%	16%	16%	20%	17%	21%
4 years	7%	8%	6%	9%	11%	9%	8%	14%	15%	6%
Every year	26%	19%	35%	33%	35%	34%	35%	36%	29%	35%

Did you enjoy the Milwaukee Boat Show?

Yes	96%	84%	94%	95%	94%	96%	-	-	-	-
No	4%	16%	6%	5%	6%	4%	-	-	-	-

How would you best describe your experience at the show?

I loved it, would go again	36%	33%	35%	31%	35%	43%	33%	36%	32%	-
I got ideas & product information	46%	39%	46%	54%	48%	55%	56%	55%	53%	-
Didn't have what I was interested in	12%	18%	12%	8%	8%	9%	6%	8%	11%	-
A waste of time / Didn't like it, won't go again	2%	3%	2%	0%	2%	1%	4%	1%	5%	-
Other	5%	7%	6%	6%	-	-	-	-	-	-

Do you plan to attend the show next year?

Yes	82%	82%	83%	85%	88%	84%	78%	86%	74%	82%
No	18%	18%	17%	15%	12%	17%	22%	15%	26%	18%

Milwaukee Boat Show - Patron Survey Results

Population	365	446	447	245	288	358	355	220	271	254
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013

Industry Specific

Do you own a boat?

Yes	80%	75%	79%	78%	76%	77%	79%	78%	79%	77%
No	20%	25%	21%	22%	24%	24%	21%	22%	21%	23%

If so, please tell us what kind?

Pontoon Boat	35%	31%	29%	31%	28%	25%	28%	20%	24%	16%
Aluminum Fishing Boat	22%	27%	35%	41%	33%	41%	38%	39%	41%	40%
Runabout or Deckboat	21%	18%	21%	24%	17%	19%	22%	22%	24%	25%
Ski Boat	17%	17%	16%	13%	15%	13%	13%	15%	14%	13%
Personal Watercraft	15%	10%	10%	12%	11%	8%	10%	11%	12%	8%
Canoe or Kayak	14%	19%	21%	17%	18%	20%	18%	25%	21%	19%
Sport Boat / Cruiser	14%	12%	12%	15%	15%	13%	13%	14%	14%	17%
Fiberglass Fishing Boat	12%	14%	11%	7%	11%	16%	13%	9%	14%	12%
Sailboat	4%	5%	4%	7%	7%	6%	7%	4%	6%	7%
Motoryacht	3%	2%	4%	2%	3%	3%	2%	4%	4%	2%
Other	4%	7%	6%	7%	10%	5%	5%	9%	5%	4%

Where did you buy your boat?

A Dealership	44%	49%	49%	54%	46%	54%	56%	55%	51%	60%
From an Individual	43%	38%	40%	29%	37%	38%	34%	31%	36%	33%
A Boat Show	13%	13%	11%	17%	16%	8%	10%	14%	14%	7%

Will you buy a boat this year?

Yes	14%	14%	14%	14%	13%	12%	22%	19%	27%	21%
Maybe / Not Sure	36%	40%	35%	36%	36%	40%	33%	36%	32%	37%
No	50%	47%	51%	51%	51%	48%	46%	46%	41%	42%

What kinds of boats interest you?

Pontoon Boat	52%	47%	39%	49%	41%	39%	43%	34%	38%	35%
Runabout (or Deckboat)	24%	27%	23%	22%	28%	21%	20%	20%	25%	21%
Aluminum Fishing Boat	20%	22%	32%	17%	34%	37%	29%	43%	37%	35%
Ski Boat	17%	15%	20%	11%	8%	12%	12%	15%	13%	12%
Sport Boat / Cruiser	15%	23%	24%	17%	23%	23%	14%	19%	16%	24%
Fiberglass Fishing Boat	13%	17%	20%	13%	11%	21%	12%	14%	16%	24%
Personal Watercraft(s)	13%	11%	14%	12%	11%	9%	9%	7%	6%	9%
Canoe or Kayak	10%	8%	8%	9%	14%	8%	6%	7%	10%	7%
Motoryacht	8%	7%	5%	4%	6%	10%	7%	5%	5%	7%
Sailboat	6%	4%	2%	4%	9%	4%	5%	4%	4%	4%
Other	6%	4%	5%	4%	8%	5%	4%	2%	3%	2%

Are you looking for a:

New Boat	36%	37%	34%	33%	36%	36%	43%	41%	48%	41%
Used Boat	11%	17%	21%	20%	19%	15%	15%	18%	16%	14%
Either One	53%	46%	45%	47%	45%	49%	43%	42%	36%	46%

Does your family fish from your boat?

Yes	62%	64%	67%	65%	64%	71%	69%	70%	76%	67%
No	38%	36%	33%	35%	36%	29%	31%	30%	24%	33%

Does your family sail?

Yes	12%	12%	9%	12%	13%	12%	15%	15%	11%	16%
No	88%	88%	91%	88%	87%	88%	85%	85%	89%	84%

Milwaukee Boat Show - Patron Survey Results

Population	365 2023	446 2022	447 2020	245 2019	288 2018	358 2017	355 2016	220 2015	271 2014	254 2013
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Does your family waterski?										
Yes	58%	56%	46%	49%	48%	45%	50%	46%	52%	48%
No	42%	44%	54%	51%	52%	56%	50%	54%	48%	52%

Does your family wakeboard or wake surf?										
Yes	34%	35%	24%	24%	29%	23%	25%	29%	29%	28%
No	66%	65%	76%	76%	71%	77%	75%	71%	71%	72%

Does your family tube?										
Yes	80%	78%	71%	67%	72%	69%	70%	66%	68%	65%
No	20%	22%	29%	33%	29%	31%	30%	34%	32%	36%

Does your family harbor hop on the Big Lake?										
Yes	19%	20%	19%	19%	20%	21%	19%	12%	19%	20%
No	81%	80%	81%	81%	80%	80%	81%	88%	81%	80%

How many years have you lived in a household that has owned a boat?										
Average number of years	22.75	21.59	24.59	25.65	23.12	24.76	27.12	22.58	21.99	23.33

How many days do you spend on the water in a year?										
Average number of days	42.37	44.75	40.3	41.67	41.22	41.79	39.87	41.36	40.17	39.36

Demographics

What is your approximate annual household income?										
0 - \$40,000	5%	2%	2%	5%	5%	4%	3%	4%	6%	9%
\$40,000 - \$80,000	13%	11%	18%	18%	19%	24%	28%	27%	26%	24%
\$80,000 - \$120,000	19%	26%	29%	32%	31%	36%	31%	37%	32%	32%
\$120,000 - \$160,000 (or Over \$120,000)	24%	17%	19%	44%	45%	37%	38%	32%	36%	35%
\$160,000 - \$200,000	16%	12%	14%	-	-	-	-	-	-	-
Over \$200,000	24%	31%	18%	-	-	-	-	-	-	-

What is your highest level of education?										
Some High School	1%	1%	2%	0%	0%	1%	0%	1%	1%	0%
High School Degree or Equivalent	12%	8%	14%	9%	12%	12%	10%	11%	10%	12%
Associate Degree or Technical School	16%	16%	18%	20%	15%	14%	17%	19%	23%	18%
Some College	14%	13%	16%	17%	16%	21%	17%	13%	18%	16%
Bachelor Degree	35%	38%	31%	33%	32%	37%	34%	37%	31%	31%
Post Graduate Degree	22%	24%	19%	21%	23%	17%	22%	20%	17%	22%

What is your Marital Status?										
Married or Living Together	84%	88%	85%	83%	88%	85%	86%	81%	85%	78%
Single	16%	12%	15%	17%	12%	15%	14%	12%	11%	15%

Do you have any children, under the age of 18, living with you?										
Yes	24%	44%	33%	35%	36%	40%	43%	39%	43%	41%
No	76%	56%	67%	65%	64%	60%	57%	61%	57%	59%

Do you own your home?										
Yes	90%	92%	92%	89%	90%	92%	93%	93%	96%	90%
No	10%	8%	8%	11%	10%	8%	7%	7%	4%	10%

Milwaukee Boat Show - Patron Survey Results

	Population	365	446	447	245	288	358	355	220	271	254
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013	
What activities do you participate in?											
Pleasure Boating	81%	73%	71%	70%	73%	66%	71%	67%	75%	74%	
Swimming	63%	50%	52%	52%	52%	42%	47%	48%	51%	49%	
Fishing	61%	64%	64%	66%	65%	72%	69%	70%	74%	74%	
Canoeing / Kayaking	51%	42%	41%	35%	41%	36%	34%	34%	28%	26%	
Bicycling	43%	41%	45%	41%	44%	46%	41%	41%	40%	36%	
Golf	42%	42%	36%	36%	37%	40%	42%	35%	42%	38%	
Hiking / Backpacking	42%	40%	32%	28%	31%	30%	31%	34%	35%	31%	
Water-skiing	31%	25%	27%	23%	26%	25%	24%	27%	32%	31%	
Hunting	29%	29%	35%	26%	26%	37%	34%	32%	39%	30%	
Snow Skiing	21%	19%	21%	15%	13%	16%	17%	18%	20%	18%	
RV Camping	19%	16%	17%	17%	17%	16%	17%	15%	15%	18%	
Wake Boarding	16%	14%	12%	12%	12%	13%	-	-	-	-	
Sailing	10%	9%	7%	10%	10%	8%	-	-	-	-	
Wake Surfing	8%	7%	-	-	-	-	-	-	-	-	
Wind Surfing	2%	1%	2%	1%	2%	3%	-	-	-	-	
Other	6%	7%	12%	12%	11%	10%	9%	12%	10%	10%	

Please tell us how any people per age bracket were in your group:											
# of people in my group under 18	17%	11%	10%	9%	11%	13%	-	-	-	-	
# of people in my group 18-24	9%	3%	4%	4%	5%	6%	7%	7%	6%	5%	
# of people in my group 25-34	8%	12%	9%	8%	7%	7%	8%	9%	8%	13%	
# of people in my group 35-44	8%	16%	11%	10%	9%	12%	13%	9%	14%	15%	
# of people in my group 45-54	20%	17%	19%	26%	18%	23%	23%	18%	17%	29%	
# of people in my group 55-64	23%	26%	31%	29%	26%	28%	34%	33%	43%	27%	
# of people in my group over 65	15%	14%	16%	13%	24%	12%	15%	24%	12%	11%	
Average Age of Attendee	48	49	50	50	52	49	49	52	50	47	

Attending Groups are, on average, made up of:											
Men	61%	59%	64%	63%	62%	65%	64%	65%	-	-	
Women	39%	41%	36%	38%	38%	35%	37%	35%	-	-	
Average group size	2.5	2.7	2.6	2.5	2.5	2.4	2.4	2.4	2.3	2.7	

What is your main news source?											
Internet	48%	44%	36%	27%	33%	29%	26%	31%	0.321	0.289	
TV	38%	41%	47%	55%	49%	50%	51%	43%	0.435	0.39	
Radio	7%	8%	11%	9%	12%	11%	13%	14%	0.102	0.165	
Newspaper	4%	6%	4%	7%	5%	8%	10%	11%	0.138	0.153	
Other	2%	1%	1%	3%	1%	1%	1%	1%	0.004	0.004	

Have you seen/visited our website?											
Yes	57%	53%	51%	50%	65%	68%	78%	75%	83%	82%	
No	43%	47%	49%	50%	35%	32%	22%	25%	17%	18%	

Milwaukee Boat Show - Patron Survey Results

	Population	365	446	447	245	288	358	355	220	271	254
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013	
How do you receive your television programming?											
Streaming	27%	25%	22%	12%	4%	1%	4%	3%	1%	-	
Broadcast TV / Antenna	16%	17%	18%	14%	14%	15%	11%	10%	7%	8%	
Time Warner Cable	15%	15%	19%	26%	31%	28%	32%	39%	43%	41%	
YouTube TV	15%	12%	4%	1%	-	-	-	-	-	-	
Direct TV	11%	11%	14%	22%	20%	21%	16%	15%	16%	13%	
Charter	10%	8%	8%	11%	9%	10%	12%	8%	8%	11%	
AT&T U-Verse	7%	7%	11%	14%	12%	14%	15%	13%	16%	12%	
Dish Network	4%	5%	4%	4%	5%	7%	5%	7%	6%	9%	
Comcast	4%	4%	4%	4%	4%	2%	3%	3%	3%	6%	
No TV	4%	4%	2%	1%	1%	2%	1%	1%	1%	0%	
Other	12%	9%	7%	5%	-	-	-	-	-	-	

What boating magazine(s) do you read?											
Boating	11%	8%	9%	12%	19%	24%	30%	23%	26%	41%	
Midwest Outdoors	8%	7%	11%	11%	24%	28%	27%	26%	23%	34%	
Great Lakes Sucttlebutt	7%	6%	10%	5%	17%	12%	16%	16%	8%	8%	
Lakeland Boating	5%	4%	4%	4%	14%	10%	13%	17%	14%	13%	
Boat U.S.	5%	7%	8%	5%	14%	9%	11%	26%	8%	14%	
Boaters World	2%	3%	3%	4%	12%	8%	8%	9%	10%	17%	
Water-ski	2%	2%	3%	3%	7%	6%	7%	6%	8%	2%	
Cruising World	1%	3%	2%	2%	9%	3%	2%	5%	1%	1%	
Powerboat	1%	2%	2%	3%	9%	9%	8%	11%	11%	10%	
Sail	1%	2%	3%	4%	7%	4%	8%	4%	3%	4%	
None	72%	73%	65%	63%	-	-	-	-	-	-	
Other	4%	4%	9%	9%	38%	30%	31%	31%	31%	27%	

What streaming music service do you use?											
Spotify	33%	44%	34%	35%	26%	23%	-	-	-	-	
Sirius	29%	-	-	-	-	-	-	-	-	-	
Amazon	28%	36%	32%	26%	30%	22%	-	-	-	-	
Pandora	28%	46%	51%	58%	64%	64%	-	-	-	-	
Apple Music	18%	30%	19%	25%	26%	20%	-	-	-	-	
iHeart	13%	20%	23%	21%	35%	24%	-	-	-	-	
Google Music	3%	7%	11%	10%	6%	-	-	-	-	-	
Tidal	1%	1%	0%	0%	-	-	-	-	-	-	
Slacker	0%	0%	2%	4%	-	-	-	-	-	-	
I do not use a streaming music service	19%	-	-	-	-	-	-	-	-	-	
Other	2%	11%	10%	8%	8%	6%	-	-	-	-	

Are you a premium subscriber to the streaming service?											
Yes	52%	58%	47%	38%	38%	35%	-	-	-	-	
No	48%	42%	53%	62%	62%	65%	-	-	-	-	

Milwaukee Boat Show - Patron Survey Results

	<i>Population</i>	365	446	447	245	288	358	355	220	271	254
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013	
What two radio stations do you listen to regularly?											
WISN-AM	16%	14%	20%	18%	28%	25%	-	-	-	-	
WTMJ-AM	16%	16%	21%	29%	31%	36%	-	-	-	-	
WKLH-FM	13%	14%	18%	17%	24%	24%	-	-	-	-	
WHQG-FM	8%	9%	8%	6%	11%	11%	-	-	-	-	
WMIL-FM	6%	4%	5%	6%	9%	12%	-	-	-	-	
WKTJ-FM	5%	4%	5%	9%	21%	15%	-	-	-	-	
WMYX-FM	3%	4%	4%	5%	8%	4%	-	-	-	-	
WUWM-FM	2%	2%	2%	1%	4%	4%	-	-	-	-	
WLUM-FM	2%	1%	2%	0%	3%	5%	-	-	-	-	
WXSS-FM	1%	1%	1%	0%	3%	2%	-	-	-	-	
WRIT-FM	1%	1%	1%	1%	7%	3%	-	-	-	-	
WKKV-FM	0%	0%	0%	0%	0%	1%	-	-	-	-	
WRNW-FM	0%	0%	0%	1%	0%	0%	-	-	-	-	
WJMR-FM	0%	1%	0%	0%	1%	1%	-	-	-	-	
WLDB-FM	0%	1%	0%	0%	0%	0%	-	-	-	-	
WAUK-FM	0%	0%	1%	1%	1%	2%	-	-	-	-	
Satellite Radio (XM/Sirius)	35%	32%	38%	32%	-	-	-	-	-	-	
I do not listen to the radio regularly	25%	25%	17%	19%	-	-	-	-	-	-	
Other	16%	16%	13%	17%	24%	28%	-	-	-	-	

What social media do you regularly use?											
Facebook	69%	70%	69%	62%	84%	78%	0.532	0.514	0.508	0.534	
Instagram	31%	28%	22%	14%	15%	16%	-	-	-	-	
Snapchat	17%	16%	14%	12%	16%	12%	-	-	-	-	
TikTok	17%	13%	-	-	-	-	-	-	-	-	
Pinterest	13%	11%	12%	9%	10%	13%	-	-	-	-	
Twitter	13%	9%	9%	9%	10%	10%	-	-	-	-	
Do not use social media	22%	20%	23%	31%	-	-	-	-	-	-	
Other (please specify)	3%	1%	3%	1%	12%	18%	-	-	-	-	

Do you follow any of our social media accounts?											
facebook.com/milwaukeeboatshow	12%	12%	15%	11%	17%	-	-	-	-	-	
instagram.com/milwboatshow	1%	-	-	-	-	-	-	-	-	-	
I do not follow MBS on social media	88%	88%	85%	89%	83%	-	-	-	-	-	

Grand Rapids Boat Show - Patron Survey Results

Population 342 345 228 265 438 320 444 214 174 154
2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

Show Specific

What day did you attend the show?

Wednesday	11%	15%	10%	10%	14%	14%	10%	5%	14%	20%
Thursday	9%	15%	15%	16%	16%	19%	18%	17%	16%	18%
Friday	20%	23%	23%	26%	36%	35%	32%	39%	30%	33%
Saturday	52%	38%	43%	36%	30%	33%	37%	33%	38%	26%
Sunday	13%	14%	20%	19%	14%	11%	13%	15%	8%	13%

How many hours did you spend at the show?

Average hours	3.15	3.09	3.24	3.12	3.13	3.45	3.36	3.17	2.99	3.23
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Did you use the Dash parking Lot Area 9 and Trolley?

Yes	6%	4%	6%	-	-	-	-	-	-	-
No	94%	96%	94%	-	-	-	-	-	-	-

How would you rate your experience with this parking option?

Poor	0%	-	-	-	-	-	-	-	-	-
Fair	5%	-	-	-	-	-	-	-	-	-
Good	10%	-	-	-	-	-	-	-	-	-
Great	24%	-	-	-	-	-	-	-	-	-
Excellent	62%	-	-	-	-	-	-	-	-	-

Where did you recently see or hear any advertising for the show:

TV	26%	32%	40%	50%	39%	44%	39%	42%	55%	40%
Internet	26%	32%	35%	35%	25%	28%	21%	23%	19%	28%
Facebook (18-22: Social Media)	25%	28%	31%	23%	21%	19%	12%	12%	4%	8%
Radio	23%	30%	34%	36%	35%	34%	28%	34%	33%	37%
Billboard	19%	22%	33%	30%	34%	30%	28%	19%	28%	27%
Friend (prev. Friend or Exhibitor)	16%	14%	18%	17%	19%	18%	16%	24%	15%	22%
Email Blast	14%	16%	20%	20%	13%	18%	15%	19%	10%	29%
Exhibitor	10%	-	-	-	-	-	-	-	-	-
Streaming Ad	4%	-	-	-	-	-	-	-	-	-
Posters or Coupons	3%	0%	6%	4%	10%	11%	7%	11%	5%	12%
Magazine	1%	2%	3%	4%	1%	2%	3%	6%	7%	7%
Instagram	1%	-	-	-	-	-	-	-	-	-
TikTok	0%	-	-	-	-	-	-	-	-	-
Podcast Ad	0%	-	-	-	-	-	-	-	-	-
Other	6%	8%	7%	4%	5%	7%	4%	6%	7%	5%

Why did you come to the show?

See New Boats	67%	68%	66%	67%	64%	64%	67%	74%	73%	72%
Fun / Get Together With Friends	46%	38%	49%	46%	36%	36%	38%	42%	31%	33%
Because I just love the show!	36%	29%	33%	34%	28%	24%	34%	29%	31%	-
Buy (shop for) a New Boat	33%	38%	25%	33%	38%	37%	37%	22%	20%	17%
See the special attractions and displays	21%	22%	27%	21%	25%	26%	21%	-	-	-
Buy New Boat Accessories	19%	23%	25%	21%	21%	20%	17%	17%	17%	16%
Buy New Water Sports Accessories	9%	10%	7%	6%	12%	8%	11%	16%	13%	13%
Shop for a personal watercraft	8%	6%	8%	8%	4%	5%	6%	-	-	-
Find a New Marina	2%	2%	1%	5%	3%	5%	4%	4%	5%	9%
Other	11%	9%	17%	12%	12%	12%	12%	14%	16%	17%

Did you or anyone in your attending group buy a boat at the show?

Yes	10%	12%	8%	9%	10%	13%	9%	12%	7%	5%
No	90%	88%	92%	91%	90%	87%	91%	88%	93%	95%

Grand Rapids Boat Show - Patron Survey Results

Population	342	345	228	265	438	320	444	214	174	154
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013

What kind of boat was purchased?

Pontoon Boat	73%	72%	59%	64%	70%	59%	60%	47%	58%	86%
Sport Boat / Cruiser	6%	5%	12%	5%	8%	5%	3%	8%	0%	0%
Canoe or Kayak	6%	0%	0%	23%	3%	5%	0%	0%	8%	14%
Aluminum Fishing Boat	3%	3%	0%	5%	0%	5%	3%	0%	8%	0%
Personal Watercraft	3%	0%	6%	0%	3%	2%	8%	8%	8%	0%
Ski Boat	0%	8%	6%	5%	3%	5%	10%	4%	0%	14%
Runabout or Deckboat	0%	5%	6%	0%	3%	15%	15%	8%	0%	0%
Fiberglass Fishing Boat	0%	3%	0%	0%	5%	2%	0%	0%	0%	0%
Motoryacht	0%	0%	6%	0%	0%	0%	3%	0%	8%	0%
Sailboat	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	9%	5%	6%	0%	15%	5%	3%	4%	8%	0%

When do you expect to purchase products like those at the show?

Within 6 Months	22%	41%	38%	37%	40%	43%	41%	43%	45%	39%
6 Months - 1 Year	11%	9%	15%	13%	11%	11%	12%	15%	14%	16%
1 - 2 Years	13%	12%	12%	9%	13%	10%	10%	9%	12%	9%
3 - 5 Years	5%	7%	4%	4%	6%	6%	5%	2%	4%	5%
Not Sure	49%	31%	30%	37%	29%	31%	32%	31%	24%	32%

If you made purchases (non-concessions) at the show, what was the approximate amount you spent?

< \$100	63%	-	-	-	-	-	-	-	-	-
\$100 - \$1,000	18%	-	-	-	-	-	-	-	-	-
\$1,000 - \$5,000	7%	-	-	-	-	-	-	-	-	-
\$5,000 - \$10,000	1%	-	-	-	-	-	-	-	-	-
\$10,000 +	11%	-	-	-	-	-	-	-	-	-

Did you enjoy the show?

Yes	95%	92%	97%	88%	92%	93%	95%	90%	90%	94%
No	5%	8%	4%	12%	8%	7%	5%	10%	10%	6%

How would you best describe your experience at the show?

I loved it, would go again	52%	47%	46%	37%	47%	46%	48%	42%	40%	-
I got many ideas & product information	35%	30%	37%	38%	42%	45%	49%	45%	51%	-
Didn't have what I was interested in	8%	15%	9%	16%	13%	15%	11%	18%	13%	-
Waste of time / Didn't like it, won't go again	2%	1%	1%	2%	3%	3%	3%	2%	6%	-
Other	4%	7%	7%	8%	7%	-	-	-	-	-

Do you plan to attend the show next year?

Yes	87%	89%	89%	87%	86%	92%	84%	86%	79%	83%
No	13%	11%	11%	13%	14%	8%	16%	14%	21%	17%

Industry Specific

Do you own a boat?

Yes	75%	73%	79%	75%	77%	77%	74%	75%	76%	75%
No	25%	28%	21%	25%	23%	23%	26%	25%	24%	25%

Grand Rapids Boat Show - Patron Survey Results

	Population	342	345	228	265	438	320	444	214	174	154
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013	
What kind of boat do you own?											
Pontoon Boat	39%	37%	34%	35%	35%	33%	30%	30%	31%	29%	
Sport Boat / Cruiser	21%	25%	30%	25%	27%	25%	23%	26%	23%	19%	
Canoe or Kayak	20%	22%	21%	28%	22%	24%	24%	26%	21%	18%	
Aluminum Fishing Boat	17%	16%	15%	29%	20%	19%	20%	25%	24%	24%	
Personal Watercraft	17%	14%	15%	14%	18%	18%	16%	14%	17%	13%	
Ski Boat	16%	17%	17%	13%	17%	20%	20%	16%	12%	15%	
Runabout or Deckboat	15%	14%	15%	13%	16%	16%	14%	12%	14%	22%	
Motoryacht	7%	8%	5%	5%	4%	5%	4%	5%	5%	4%	
Fiberglass Fishing Boat	7%	7%	5%	10%	6%	6%	11%	6%	9%	9%	
Sailboat	5%	4%	8%	9%	6%	6%	9%	11%	5%	8%	
Other	8%	6%	14%	7%	6%	9%	9%	8%	8%	11%	
Where did you buy your boat?											
From an Individual	53%	46%	47%	48%	41%	41%	42%	8%	9%	51%	
Dealership	38%	40%	38%	38%	41%	44%	48%	43%	45%	33%	
A Boat Show	7%	10%	10%	11%	14%	13%	7%	48%	43%	9%	
Internet	2%	3%	5%	3%	4%	3%	3%	2%	3%	7%	
Will you buy a boat this year?											
Yes	11%	18%	15%	8%	19%	14%	19%	13%	16%	13%	
Maybe / Not Sure	37%	32%	34%	39%	29%	38%	31%	47%	35%	33%	
No	51%	51%	51%	53%	52%	48%	50%	40%	49%	54%	
What kind of boats interest you?											
Pontoon Boats	53%	41%	39%	44%	41%	45%	46%	50%	35%	42%	
Sport Boat / Cruiser	29%	32%	40%	29%	31%	28%	27%	35%	29%	32%	
Personal Watercraft	16%	17%	21%	14%	15%	13%	16%	15%	9%	20%	
Aluminum Fishing Boat	15%	9%	9%	18%	17%	13%	17%	13%	19%	9%	
Ski Boats	14%	16%	16%	11%	17%	15%	20%	10%	10%	11%	
Runabout or Deckboat	14%	16%	12%	16%	19%	18%	19%	15%	19%	14%	
Canoe or Kayak	10%	13%	11%	18%	8%	9%	13%	13%	13%	15%	
Fiberglass Fishing Boat	10%	11%	12%	19%	9%	6%	15%	14%	14%	6%	
Motoryacht	7%	15%	8%	7%	12%	10%	13%	17%	11%	15%	
Sailboats	6%	7%	5%	4%	5%	4%	8%	7%	9%	14%	
Other	6%	11%	15%	9%	9%	6%	5%	10%	5%	8%	
Are you looking for a:											
New Boat	31%	31%	23%	31%	30%	26%	30%	25%	31%	22%	
Used Boat	25%	26%	30%	21%	30%	33%	21%	35%	25%	25%	
Either One	44%	43%	47%	47%	40%	41%	49%	40%	44%	54%	
Does your family fish from your boat?											
Yes	55%	49%	48%	62%	56%	56%	60%	89%	50%	57%	
No	45%	51%	52%	38%	44%	44%	40%	12%	50%	43%	
Does your family sail?											
Yes	12%	11%	16%	15%	15%	16%	17%	23%	33%	14%	
No	88%	89%	84%	85%	85%	85%	83%	77%	67%	86%	
Does your family waterski?											
Yes	45%	43%	47%	43%	55%	50%	56%	62%	58%	71%	
No	55%	57%	53%	57%	45%	50%	44%	39%	42%	29%	

Grand Rapids Boat Show - Patron Survey Results

	Population	342	345	228	265	438	320	444	214	174	154
		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
Does your family wakeboard?											
Yes		36%	27%	34%	29%	34%	33%	38%	35%	25%	29%
No		64%	73%	66%	71%	66%	67%	62%	65%	75%	71%

Does your family tube?											
Yes		78%	76%	77%	72%	77%	74%	77%	81%	75%	71%
No		22%	24%	23%	28%	23%	26%	23%	19%	25%	29%

Does your family harbor hop on the big lake?											
Yes		28%	33%	39%	29%	33%	31%	31%	16%	17%	29%
No		72%	67%	61%	71%	67%	70%	69%	84%	83%	71%

How many boat / sport shows did you attend this year?											
Only this show		83%	86%	83%	83%	83%	83%	82%	80%	82%	-
2		16%	12%	14%	11%	14%	14%	14%	17%	15%	-
3		1%	2%	3%	4%	2%	2%	4%	2%	3%	-
4		0%	0%	0%	2%	0%	1%	1%	1%	0%	-
5 or more		1%	1%	0%	0%	1%	0%	1%	1%	0%	-

In the last 5 years, how many of those years did you attend a boat / sport show?											
This year only		26%	27%	18%	20%	22%	23%	20%	21%	24%	-
2		20%	17%	14%	13%	20%	15%	18%	16%	21%	-
3		19%	23%	15%	22%	16%	15%	15%	23%	13%	-
4		9%	9%	10%	7%	10%	10%	11%	5%	7%	-
Every year		25%	24%	43%	38%	33%	37%	36%	35%	35%	-

Demographics

Approximately what is your family income?											
0 - \$40,000		4%	1%	6%	2%	4%	3%	6%	3%	6%	11%
\$40,000 - \$80,000		16%	10%	22%	23%	21%	21%	25%	30%	33%	37%
\$80,000 - \$120,000		25%	31%	30%	36%	34%	31%	32%	37%	27%	28%
\$120,000 - \$160,000 (or over \$120,000)		21%	18%	19%	38%	41%	45%	38%	29%	35%	25%
\$160,000 - \$200,000		10%	18%	10%	-	-	-	-	-	-	-
Over \$200,000		23%	22%	14%	-	-	-	-	-	-	-

How much formal education do you have?											
Some High School		0%	0%	0%	1%	1%	0%	1%	1%	1%	1%
High School Diploma		12%	8%	12%	8%	9%	7%	8%	11%	9%	17%
Associate Degree or Technical School		13%	17%	14%	14%	12%	12%	13%	13%	12%	9%
Some College		20%	15%	23%	23%	19%	20%	19%	18%	20%	20%
Bachelor Degree		32%	36%	36%	38%	34%	37%	38%	35%	36%	33%
Post Graduate Degree		22%	24%	16%	0.172	0.244	0.245	0.21	0.22	0.225	0.21

What is your Marital Status?											
Married/Living Together		86%	89%	86%	86%	88%	90%	84%	87%	83%	86%
Single		14%	11%	14%	14%	12%	10%	16%	13%	17%	14%

Do you have any children, under the age of 18, living with you?											
Yes		32%	44%	59%	59%	44%	45%	46%	44%	43%	45%
No		68%	56%	61%	61%	56%	55%	54%	56%	57%	55%

Grand Rapids Boat Show - Patron Survey Results

	Population	342	345	228	265	438	320	444	214	174	154
		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
Do you own your own home?											
Yes		94%	95%	93%	91%	93%	95%	92%	91%	93%	88%
No		6%	5%	7%	9%	7%	6%	8%	9%	7%	12%
What other activities do you do?											
Pleasure Boating		78%	80%	79%	72%	74%	79%	74%	76%	75%	74%
Fishing		59%	49%	49%	55%	54%	55%	-	-	-	-
Swimming		58%	47%	51%	54%	51%	50%	49%	48%	40%	41%
Canoeing / Kayaking		54%	54%	42%	53%	49%	44%	45%	41%	37%	34%
Golf		48%	45%	39%	45%	44%	43%	41%	41%	36%	30%
Bicycling		46%	53%	45%	50%	45%	53%	43%	48%	47%	49%
Hiking / Backpacking		38%	33%	28%	30%	26%	27%	31%	28%	30%	26%
RV Camping		33%	27%	25%	23%	29%	26%	27%	29%	22%	27%
Hunting		27%	24%	25%	31%	29%	24%	-	-	-	-
Snow Skiing		23%	24%	22%	24%	21%	20%	24%	25%	18%	20%
Water-skiing		21%	15%	21%	19%	28%	24%	27%	24%	21%	24%
Wake Boarding		18%	11%	13%	12%	20%	16%	17%	12%	8%	12%
Wake Surfing		14%	9%	-	-	-	-	-	-	-	-
Sailing		10%	9%	10%	10%	10%	8%	-	-	-	-
Wind Surfing		3%	1%	1%	2%	1%	3%	-	-	-	-
Other		7%	7%	10%	8%	8%	10%	9%	7%	7%	8%
How many people per age bracket were in your group?											
Under 18		13%	14%	15%	13%	11%	16%	-	-	-	-
18 - 24		9%	3%	8%	7%	7%	4%	8%	9%	7%	10%
25 - 34		11%	12%	12%	12%	16%	17%	12%	11%	15%	13%
35 - 44		14%	14%	16%	9%	12%	12%	14%	15%	14%	13%
45 - 54		17%	23%	16%	20%	19%	20%	28%	28%	23%	23%
55 - 64		22%	23%	19%	25%	22%	24%	28%	23%	26%	28%
Over 65		15%	11%	13%	14%	12%	8%	9%	14%	14%	14%
Average Age		47	48	46	48	46	46	46	47	47	47
Attending groups are, on average, made up of:											
Men		56%	56%	55%	56%	59%	57%	55%	61%	-	-
Women		44%	44%	45%	44%	41%	43%	45%	39%	-	-
Average group size		2.95	2.8	2.9	2.8	2.8	3.0	1.8	2.5	2.4	3.2
What is your main news source?											
Internet		57%	55%	51%	45%	45%	45%	38%	44%	39%	42%
TV		34%	34%	35%	44%	42%	43%	49%	43%	49%	43%
Radio		8%	7%	10%	5%	7%	8%	9%	8%	6%	8%
Newspaper		1%	3%	3%	4%	4%	4%	4%	5%	5%	5%
Other		1%	2%	1%	2%	3%	1%	0%	0%	1%	2%
Have you seen / visited our website?											
Yes		50%	57%	52%	49%	56%	65%	54%	65%	65%	63%
No		50%	43%	48%	51%	44%	35%	46%	35%	35%	37%

Grand Rapids Boat Show - Patron Survey Results

Population 342 345 228 265 438 320 444 214 174 154
2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

How do you receive your television programming

Streaming	34%	32%	19%	9%	14%	8%	9%	4%	2%	-
Charter Cable	17%	11%	15%	22%	26%	25%	25%	23%	23%	26%
Comcast Cable	16%	22%	19%	20%	24%	24%	30%	29%	29%	30%
YouTube TV	15%	13%	5%	4%	-	-	-	-	-	-
Broadcast / Antenna	11%	7%	10%	12%	9%	10%	5%	5%	8%	7%
DirecTV	10%	9%	15%	16%	17%	15%	15%	15%	14%	12%
Dish Network	6%	5%	6%	14%	11%	12%	9%	17%	13%	14%
AT&T Uverse	3%	4%	12%	5%	5%	11%	8%	7%	9%	7%
No TV	2%	6%	5%	3%	3%	4%	4%	3%	3%	3%
Other	5%	5%	2%	4%	-	-	-	-	-	-

Which TWO radio stations do you listen to most?

WBCT - 93.7 (B93) - Country	34%	23%	30%	24%	28%	21%	23%	20%	23%	31%
WLAV - 96.9 (97 LAV FM) - Classic Rock	21%	17%	11%	16%	16%	17%	19%	21%	16%	14%
WGRD - 97.9 - Alternative Rock	18%	10%	16%	10%	8%	12%	12%	10%	5%	12%
STAR - 105.7 (WSRW FM) - Light Rock	15%	7%	9%	9%	4%	8%	7%	11%	8%	10%
WCSG - 91.3 - Family Friendly	13%	10%	12%	10%	11%	15%	13%	10%	12%	9%
WTNR - 107.3 - Thunder New Country	11%	3%	5%	6%	7%	5%	4%	8%	10%	14%
WSNX - 104.5 - Contemporary Hits	11%	6%	8%	5%	7%	5%	8%	8%	3%	6%
WLHT - 95.7 (W-Lite) - Adult Contemporary	11%	5%	5%	5%	7%	5%	7%	9%	8%	5%
WBFX - 101.3 BIG - Oldies from 60s, 70s & 80s	10%	6%	4%	6%	4%	6%	6%	11%	8%	7%
WHTS - 105.3 (HOT FM) - Today's Hits	10%	4%	9%	5%	6%	6%	10%	6%	6%	4%
WOOD Radio - (106.9 FM & 1300 AM)	8%	15%	10%	14%	11%	17%	12%	13%	16%	16%
WJQK - 99.3 (JQ99.3) - Positive Hits	8%	3%	4%	3%	5%	6%	3%	3%	1%	3%
The Q 94.5	7%	5%	3%	2%	-	-	-	-	-	-
WFGR - 98.7 - Classic Hits	7%	4%	5%	4%	8%	11%	5%	12%	6%	6%
WVGR - 104.1 (Michigan Radio / NPR)	5%	7%	5%	5%	-	-	7%	6%	8%	10%
WMUS - 106.9 (107 The Moose) - Country	5%	3%	1%	3%	5%	1%	3%	5%	6%	11%
WMRR - Rock 101.7	4%	4%	-	-	-	-	-	-	-	-
WTRV - 100.5 (The River)	4%	1%	3%	2%	4%	3%	5%	7%	8%	6%
The Ticket 106.1 FM / 1340 AM	2%	2%	1%	2%	-	-	-	-	-	-
WGVU/NPR - News 88.5 & 95.3 FM	2%	1%	1%	1%	3%	3%	-	-	-	-
WYCE - 88.1	1%	1%	0%	1%	-	-	-	-	-	-
WNWZ - AM 1410 (La Maguina Musical)	1%	0%	0%	0%	0%	0%	0%	0%	-	-
WYGR - AM 1570 (La Furia) - Spanish	0%	0%	0%	0%	0%	0%	0%	0%	-	-
ESPN - 96.1 - Sports	0%	3%	3%	5%	8%	8%	10%	8%	6%	7%
WMJH - AM810 (La Ponderosa) - Spanish	0%	0%	0%	0%	0%	0%	0%	0%	-	-
Satellite Radio (XM / Sirius)	24%	20%	22%	22%	25%	23%	25%	17%	24%	16%
I don't listen to the radio regularly	17%	18%	14%	12%	-	-	-	-	-	-
Other	7%	10%	9%	12%	16%	17%	12%	15%	16%	18%

Grand Rapids Boat Show - Patron Survey Results

	Population	342	345	228	265	438	320	444	214	174	154
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013	
What boating or outdoor magazine(s) do you read regularly?											
Boating	8%	10%	11%	8%	21%	18%	23%	19%	23%	18%	
Boat US	6%	12%	10%	8%	13%	11%	11%	9%	9%	12%	
Lakeland Boating	6%	6%	8%	12%	17%	19%	17%	18%	21%	26%	
Great Lakes Scuttlebutt	5%	8%	9%	10%	13%	12%	13%	14%	-	-	
Power Boat	4%	1%	5%	2%	8%	7%	9%	7%	8%	13%	
Michigan Out of Doors	4%	4%	4%	6%	16%	15%	15%	18%	17%	21%	
Woods-N-Water News	3%	4%	2%	5%	11%	11%	14%	8%	11%	13%	
Boaters World	3%	5%	5%	3%	15%	9%	18%	14%	11%	17%	
Michigan Sportsman	3%	3%	2%	8%	10%	8%	12%	11%	8%	10%	
Michigan Hunting & Fishing	2%	2%	4%	6%	11%	9%	12%	14%	7%	9%	
Trailer Boats	2%	1%	2%	1%	3%	2%	2%	2%	3%	4%	
Cruising World	2%	1%	2%	1%	5%	2%	2%	6%	4%	9%	
Sail	1%	1%	1%	0%	3%	3%	6%	6%	5%	10%	
Waterski	1%	1%	1%	0%	4%	4%	5%	4%	7%	6%	
None	78%	68%	65%	62%	-	-	-	-	-	-	
Other	3%	4%	6%	6%	31%	35%	24%	25%	33%	22%	

What streaming music service to you use?											
Pandora	30%	47%	57%	65%	65%	74%	-	-	-	-	
Spotify	26%	44%	36%	33%	32%	26%	-	-	-	-	
Amazon	23%	26%	29%	29%	23%	24%	-	-	-	-	
Apple Music	23%	26%	20%	17%	22%	17%	-	-	-	-	
Sirius	21%	-	-	-	-	-	-	-	-	-	
iHeart	9%	20%	18%	22%	26%	25%	-	-	-	-	
Google Music	3%	5%	4%	3%	9%	-	-	-	-	-	
Slacker	0%	0%	0%	1%	-	-	-	-	-	-	
Tidal	0%	0%	0%	0%	-	-	-	-	-	-	
I do not use a streaming music service	20%	-	-	-	-	-	-	-	-	-	
Other	2%	7%	6%	6%	7%	12%	-	-	-	-	

Are you a premium subscriber to the streaming service?											
Yes	43%	59%	53%	38%	40%	31%	-	-	-	-	
No	57%	41%	47%	62%	60%	69%	-	-	-	-	

What social media outlets do you regularly use?											
Facebook	71%	74%	78%	73%	82%	82%	70%	69%	57%	62%	
Instagram	39%	37%	31%	24%	23%	17%	-	-	-	-	
Snapchat	20%	14%	16%	18%	16%	10%	-	-	-	-	
Pinterest	18%	12%	14%	15%	14%	18%	-	-	-	-	
TikTok	17%	16%	-	-	-	-	-	-	-	-	
Twitter	13%	13%	9%	7%	11%	9%	-	-	-	-	
Do not use social media	20%	14%	16%	19%	-	-	-	-	-	-	
Other	2%	2%	2%	2%	11%	12%	-	-	-	-	

Do you use the internet or social networks on your mobile phone or other mobile device?											
Yes	-	90%	87%	8%	87%	80%	-	-	-	-	
No	-	10%	13%	12%	13%	20%	-	-	-	-	

Do you follow any of our social media accounts?											
facebook.com/grboatshow	17%	19%	22%	15%	16%	-	-	-	-	-	
instagram.com/grboatshow	3%	-	-	-	-	-	-	-	-	-	
I don't follow GRB on social media	82%	81%	78%	85%	84%	-	-	-	-	-	

Grand Rapids International Wine, Beer & Food Festival

Patron Survey Results

Population	664	830	325	293	272	165	207	228	76	46
	2022	2021	2019	2018	2017	2016	2015	2014	2013	2012

Show Specific

What day(s) did you attend the festival?

Thursday	-	-	15%	12%	15%	20%	19%	16%	33%	17%
Friday	-	38%	25%	31%	30%	32%	31%	32%	32%	20%
Saturday	-	70%	72%	66%	64%	61%	59%	61%	49%	70%

How many hours did you spend at the festival?

Average Hours	3.73	3.43	3.81	3.89	3.73	4.36	4.54	4.31	5.00	4.07
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Did you use the Trolley and Dash lot #9?

Yes	4%	-	-	-	-	-	-	-	-	-
No	96%	-	-	-	-	-	-	-	-	-

How would you rate your experience with this parking option?

Excellent	39%	-	-	-	-	-	-	-	-	-
Great	30%	-	-	-	-	-	-	-	-	-
Good	26%	-	-	-	-	-	-	-	-	-
Fair	0%	-	-	-	-	-	-	-	-	-
Poor	4%	-	-	-	-	-	-	-	-	-

Where did you recently see or hear any advertising for the festival?

Friend (<i>prev. Friend or Exhibitor</i>)	31%	33%	30%	26%	28%	28%	35%	44%	43%	30%
Facebook (<i>18-22: Social Media</i>)	27%	30%	52%	54%	48%	31%	33%	31%	29%	32%
Internet	21%	26%	26%	30%	27%	33%	28%	27%	23%	38%
Billboard	14%	13%	17%	36%	35%	33%	24%	27%	31%	26%
Radio	12%	18%	19%	19%	27%	26%	19%	25%	31%	17%
Email	11%	10%	13%	14%	10%	9%	18%	11%	8%	6%
TV	6%	10%	13%	10%	10%	15%	12%	16%	20%	17%
Instagram	4%	4%	10%	4%	0%	1%	-	-	-	-
Exhibitor	3%	-	-	-	-	-	-	-	-	-
At a winery, brewery or distillery	3%	5%	6%	11%	11%	-	-	-	-	-
Magazine	3%	3%	3%	7%	8%	11%	14%	13%	19%	19%
Streaming Ad	1%	-	-	-	-	-	-	-	-	-
TikTok	0%	-	-	-	-	-	-	-	-	-
Other	16%	10%	7%	6%	8%	6%	8%	11%	11%	6%

What made you decide to attend the festival?

To try new wines	63%	50%	61%	58%	66%	72%	68%	77%	79%	89%
To try a new beer	53%	42%	46%	53%	56%	65%	55%	64%	56%	45%
To try new spirits/cocktails	52%	38%	39%	-	-	-	-	-	-	-
To sample from restaurants (<i>prev To try new foods</i>)	48%	33%	39%	39%	42%	44%	44%	52%	49%	55%
Entertainment (<i>prev Entertainment/party</i>)	39%	35%	36%	29%	44%	33%	49%	49%	41%	45%
To try new ciders	37%	31%	34%	36%	34%	36%	30%	34%	37%	-
I just love this festival	34%	35%	33%	38%	38%	34%	-	-	-	-
To attend pairing dinner (<i>prev To learn how to pair wine with :</i>	6%	5%	10%	6%	8%	7%	11%	15%	13%	32%
To attend a culinary demonstration	6%	-	-	-	-	-	-	-	-	-
To attend a tasting session (<i>prev To attend food seminars</i>)	4%	4%	7%	5%	6%	9%	8%	10%	9%	17%
Other (please specify)	7%	10%	9%	9%	-	-	-	-	-	-
All of the above	5%	11%	9%	13%	7%	8%	12%	-	-	-

Did you attend a pairing at the festival?

Yes	7%	9%	16%	8%	10%	13%	7%	15%	12%	13%
No	93%	91%	84%	92%	90%	87%	93%	86%	88%	87%

Grand Rapids International Wine, Beer & Food Festival

Patron Survey Results

Population 664 830 325 293 272 165 207 228 76 46
2022 2021 2019 2018 2017 2016 2015 2014 2013 2012

How was your experience? (number reflects each pairing's response combined)

Disappointing - Would Not Attend again	13%	-	-	-	-	-	-	-	-	-
Good - What I Expected	50%	-	-	-	-	-	-	-	-	-
Great Experience - Loved It!	99%	-	-	-	-	-	-	-	-	-
N/A	99%	-	-	-	-	-	-	-	-	-

Did you attend a Beverage Tasting Session, Food Stage Demonstration or Workshop?

Yes	11%	8%	20%	23%	19%	17%	26%	33%	31%	33%
No	89%	92%	80%	77%	81%	84%	74%	68%	69%	67%

How was your experience? (number reflects each tasting session and meijer food stage responses combined)

Disappointing - Would Not Attend again <i>(prev Poor)</i>	18%	5%	0%	0%	2%	0%	2%	0%	0%	0%
Fair	-	2%	9%	7%	6%	11%	7%	7%	4%	7%
Good - What I Expected <i>(prev Good)</i>	54%	35%	25%	23%	38%	26%	17%	16%	35%	21%
Great	-	28%	37%	30%	19%	26%	37%	34%	30%	43%
Great Experience - Loved It! <i>(prev Excellent)</i>	80%	33%	30%	40%	36%	41%	37%	42%	39%	36%
N/A <i>(prev Other)</i>	48%	4%	4%	5%	4%	7%	2%	7%	4%	0%

Did your visit include a hotel stay? *see survey for which hotels

Yes	21%	21%	24%	21%	19%	24%	34%	28%	22%	41%
No	79%	79%	76%	79%	82%	76%	66%	72%	78%	59%

How did you purchase your tasting tickets?

Online before the festival through the website	74%	40%	-	-	-	-	-	-	-	-
Online at festival - QR Code signage	37%	-	-	-	-	-	-	-	-	-
Online during the show through the EventsPass website	-	57%	-	-	-	-	-	-	-	-
Onsite from the Tasting Tickets booth (paper ticket voucher)	7%	18%	-	-	-	-	-	-	-	-
Onsite - Show office, I did not want use/don't have a cc	1%	-	-	-	-	-	-	-	-	-

Did you know you could purchase tasting tickets online?

Yes - I just prefer paper tickets	31%	66%	-	-	-	-	-	-	-	-
Yes - I didn't want to purchase on my phone	19%	-	-	-	-	-	-	-	-	-
Yes, I did not want/don't have a credit card	13%	-	-	-	-	-	-	-	-	-
Yes - I do not have a smartphone	0%	-	-	-	-	-	-	-	-	-
No	38%	34%	-	-	-	-	-	-	-	-

What did you think about the digital tasting tickets? (check all that apply)

Yes, it made purchasing drinks easier	36%	36%	-	-	-	-	-	-	-	-
I wish I had paper tickets like in the past	36%	35%	-	-	-	-	-	-	-	-
I've never been to the show - nothing to compare to	17%	20%	-	-	-	-	-	-	-	-
No preference	9%	9%	-	-	-	-	-	-	-	-
Other (please specify)	15%	-	-	-	-	-	-	-	-	-

Please rate your digital tasting ticket experience

Excellent <i>(prev Very Good)</i>	13%	20%	-	-	-	-	-	-	-	-
Great <i>(prev Good)</i>	20%	37%	-	-	-	-	-	-	-	-
Good <i>(prev Indifferent)</i>	30%	16%	-	-	-	-	-	-	-	-
Fair <i>(prev Poor)</i>	20%	16%	-	-	-	-	-	-	-	-
Poor <i>(prev Very Poor)</i>	16%	10%	-	-	-	-	-	-	-	-

Did you enjoy the Grand Rapids International Wine & Food Festival?

Yes	93%	91%	94%	97%	93%	94%	96%	96%	93%	94%
No	7%	9%	6%	3%	7%	6%	4%	4%	7%	7%

Grand Rapids International Wine, Beer & Food Festival

Patron Survey Results

Population 664 830 325 293 272 165 207 228 76 46
2022 2021 2019 2018 2017 2016 2015 2014 2013 2012

How would you rate your overall experience at the Festival?

Excellent (<i>prev I loved it, would go again</i>)	23%	71%	75%	80%	74%	73%	-	-	-	-
Great (<i>prev I got many ideas & product information</i>)	37%	15%	17%	12%	14%	14%	-	-	-	-
Good	29%	-	-	-	-	-	-	-	-	-
Fair (<i>prev Didn't have what I was interested</i>)	9%	8%	3%	5%	7%	8%	-	-	-	-
Poor (<i>prev A waste of time</i>)	2%	6%	5%	3%	5%	4%	-	-	-	-

Do you plan to attend the Festival next year?

Yes	84%	82%	82%	88%	80%	-	-	-	-	-
No	16%	18%	18%	12%	20%	-	-	-	-	-

Industry Specific

Where do you primarily purchase your wine / beer / hard cider / spirits?

Grocery Store	76%	75%	78%	81%	84%	49%	48%	48%	49%	37%
Wine Specialty / Liquor Store	68%	71%	68%	65%	72%	34%	33%	36%	43%	30%
Winery	36%	35%	41%	38%	40%	6%	8%	8%	3%	17%
Brew Pub (<i>prev Brewery</i>)	33%	36%	28%	41%	35%	3%	2%	2%	-	-
Sit-down Restaurant (<i>prev Restaurant</i>)	32%	39%	40%	42%	43%	6%	5%	1%	0%	4%
Convenience Store	24%	23%	16%	21%	23%	1%	2%	1%	0%	0%
Do not buy wine / beer / hard cider	1%	1%	1%	0%	0%	0%	1%	0%	0%	2%
Other	2%	1%	2%	1%	3%	1%	2%	4%	4%	9%

Approximately how many bottles of wine are in your household today?

0 to 10	60%	57%	59%	63%	56%	55%	58%	52%	49%	39%
10 to 20	21%	21%	22%	20%	24%	18%	20%	24%	22%	25%
20 to 30	8%	8%	6%	7%	6%	12%	9%	10%	9%	9%
30 to 40	3%	4%	5%	3%	3%	4%	4%	5%	7%	5%
40 to 100	5%	7%	4%	2%	6%	8%	5%	6%	12%	16%
Over 100	3%	3%	5%	6%	5%	4%	4%	4%	1%	7%

On average, what do you spend on a bottle of wine?

Less than \$20 (<i>Less than \$9, 2021 and before</i>)	66%	13%	13%	18%	22%	17%	17%	21%	20%	25%
\$21-\$50 (<i>\$10 - \$20, 2021 and before</i>)	36%	70%	77%	80%	75%	72%	75%	78%	74%	73%
\$51-\$80 (<i>\$20 - \$40, 2021 and before</i>)	3%	28%	24%	17%	18%	22%	13%	10%	16%	16%
\$81+ (<i>Over \$40, 2021 and before</i>)	0%	6%	3%	1%	4%	1%	2%	1%	0%	0%
Do not buy wine	4%	4%	3%	1%	1%	1%	1%	1%	1%	2%

What beverages do you enjoy?

Wine	86%	87%	90%	90%	90%	90%	88%	-	-	-
Spirits / Cocktails	84%	84%	57%	78%	85%	74%	65%	-	-	-
Beer	68%	72%	83%	60%	77%	75%	73%	-	-	-
Cider	53%	55%	67%	84%	58%	60%	46%	-	-	-
Coffee / Cold Brews	51%	55%	-	-	-	-	-	-	-	-
Seltzers	39%	42%	-	-	-	-	-	-	-	-
Non Alcoholic Beverages	22%	22%	55%	26%	33%	38%	22%	-	-	-
Other (please specify)	2%	-	-	-	-	-	-	-	-	-

How often do you eat at restaurants?

Once or twice a month	28%	30%	35%	37%	35%	36%	31%	35%	34%	33%
Once a week	44%	41%	43%	39%	40%	40%	45%	38%	37%	33%
2 - 6 times a week (<i>prev 2 - 4 times a week</i>)	28%	27%	20%	23%	25%	25%	23%	25%	28%	37%
Every day	0%	1%	1%	0%	1%	0%	1%	1%	1%	0%
Do not dine out at restaurants	0%	0%	1%	0%	0%	1%	1%	2%	0%	0%

Grand Rapids International Wine, Beer & Food Festival

Patron Survey Results

Population 664 830 325 293 272 165 207 228 76 46
2022 2021 2019 2018 2017 2016 2015 2014 2013 2012

What entertainment activities do you engage in?

Restaurant <i>(prev from Bar/Restaurant)</i>	95%	94%	93%	94%	93%	93%	96%	93%	89%	89%
Breweries	75%	70%	67%	73%	69%	73%	66%	71%	-	-
Concert	71%	69%	76%	74%	77%	74%	74%	71%	69%	61%
Vinyards	68%	-	-	-	-	-	-	-	-	-
Shopping	60%	64%	68%	65%	76%	65%	74%	68%	66%	74%
Movie Theater	57%	55%	70%	71%	72%	72%	68%	74%	66%	67%
Distilleries	55%	-	-	-	-	-	-	-	-	-
Sporting Event	55%	61%	58%	61%	64%	64%	61%	64%	45%	57%
Museum	51%	40%	49%	42%	54%	58%	56%	54%	59%	48%
Performance Theater	47%	37%	49%	45%	48%	55%	44%	48%	48%	52%
Consumer Shows	28%	33%	30%	29%	34%	29%	38%	39%	43%	37%
Other	1%	2%	3%	3%	2%	2%	3%	4%	7%	2%

Demographics

What is your approximate annual household income?

\$0-\$40,000	7%	7%	11%	13%	14%	13%	12%	13%	9%	12%
\$40,000-\$80,000	26%	24%	26%	27%	30%	33%	32%	30%	35%	44%
\$80,000-\$120,000	25%	29%	23%	33%	29%	30%	32%	33%	35%	17%
\$120,000-\$160,000	19%	16%	20%	27%	28%	24%	24%	24%	22%	27%
\$160,000-\$200,000	10%	11%	9%	-	-	-	-	-	-	-
Over \$200,000	14%	14%	11%	-	-	-	-	-	-	-

What is your highest level of education?

Some High School	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
High School Degree or equivalent	8%	6%	7%	5%	9%	4%	5%	4%	1%	9%
Associate Degree or Technical School	14%	12%	10%	12%	11%	12%	16%	11%	14%	13%
Some College	15%	15%	17%	13%	16%	17%	16%	14%	11%	11%
Bachelor Degree	42%	42%	40%	52%	41%	41%	37%	42%	51%	38%
Post Graduate Degree	21%	25%	25%	17%	22%	26%	27%	29%	23%	30%

Do you own your home?

Yes	77%	76%	75%	74%	73%	79%	78%	81%	79%	79%
No	23%	24%	25%	26%	27%	21%	22%	19%	21%	21%

Do you own:

Wine Collection	47%	52%	33%	34%	25%	28%	31%	28%	23%	35%
Boat (Under 30 Feet)	32%	29%	26%	26%	15%	12%	14%	23%	14%	16%
RV or Camper	28%	26%	15%	20%	13%	13%	14%	10%	13%	23%
Luxury or Performance Vehicle <i>(prev Luxury Car)</i>	27%	24%	21%	32%	12%	21%	12%	15%	20%	12%
Vacation Home	21%	22%	18%	14%	9%	12%	12%	13%	10%	5%
Boat (Over 30 Feet)	5%	5%	5%	8%	3%	3%	1%	5%	4%	2%
Sports Car <i>(prev Performance Vehicle)</i>	-	22%	31%	34%	14%	13%	11%	12%	16%	21%

Please tell us how many people in each age bracket (including yourself) attended the festival:

21-24	9%	10%	9%	9%	11%	9%	10%	12%	4%	16%
25-34	26%	26%	24%	27%	27%	27%	23%	23%	19%	31%
35-44	24%	22%	24%	21%	19%	24%	22%	19%	13%	36%
45-54	23%	26%	25%	28%	18%	22%	23%	29%	32%	62%
55-64	15%	12%	15%	13%	18%	13%	17%	14%	25%	20%
65 +	3%	4%	6%	2%	9%	6%	5%	3%	6%	9%
Average Age	40	40	42	40	42	41	41	40	44	44

Grand Rapids International Wine, Beer & Food Festival Patron Survey Results

Population 664 830 325 293 272 165 207 228 76 46
2022 2021 2019 2018 2017 2016 2015 2014 2013 2012

Attending Groups are, on average, made up of:

Men	44%	42%	36%	29%	43%	40%	-	-	-	-
Women	56%	58%	64%	71%	57%	60%	-	-	-	-
Average Group Size	4.0	4.0	4.6	4.9	2.5	3.3	3.8	3.6	4.0	4.9

Have you seen / visited our website: www.GRWineFestival.com or www.showspan.com?

Yes	64%	58%	62%	64%	57%	64%	65%	63%	65%	71%
No	36%	42%	38%	36%	43%	36%	35%	37%	35%	29%

Are you using our GR Wine Festival Mobile App?

Yes	22%	20%	17%	19%	19%	-	-	-	-	-
No	78%	80%	83%	81%	81%	-	-	-	-	-

What streaming music service do you use?

Spotify	48%	53%	45%	39%	40%	27%	-	-	-	-
Pandora	33%	34%	46%	57%	69%	63%	-	-	-	-
Amazon	29%	28%	28%	24%	25%	17%	-	-	-	-
Apple Music	27%	23%	22%	19%	14%	14%	-	-	-	-
Sirius	22%	-	-	-	-	-	-	-	-	-
iHeart Radio	12%	12%	12%	17%	20%	33%	-	-	-	-
Tidal	1%	1%	0%	2%	-	-	-	-	-	-
Slacker	0%	0%	1%	1%	-	-	-	-	-	-
Other (please specify)	6%	8%	9%	7%	9%	7%	-	-	-	-

What social media outlets do you use? (check all that apply)

Facebook	78%	79%	86%	87%	90%	85%	-	-	-	-
Instagram	61%	58%	57%	46%	38%	6%	-	-	-	-
Snapchat	34%	33%	28%	28%	32%	3%	-	-	-	-
TikTok	33%	27%	-	-	-	-	-	-	-	-
Pinterest	33%	22%	26%	29%	31%	2%	-	-	-	-
Twitter	21%	18%	17%	13%	20%	4%	-	-	-	-
Do Not Use Social Media	10%	9%	7%	6%	-	-	-	-	-	-
Other	1%	2%	2%	2%	6%	-	-	-	-	-

Do you follow any of our social media accounts? (check all that apply) Previously below:

Facebook/grwinefestival	25%	26%	42%	44%	36%	-	-	-	-	-
Instagram.com/grwinefestival	7%	10%	-	-	-	-	-	-	-	-
tiktok.com/@grwinefestival	1%	-	-	-	-	-	-	-	-	-
I don't follow GR Wine Festival on Social Media	72%	74%	58%	56%	64%	-	-	-	-	-

Michigan International Auto Show - Patron Survey Results

Population 587 452 236 238 414 374 507 349 245
2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

Show Specific

What day did you attend the show?

Thursday	16%	8%	13%	10%	24%	22%	24%	28%	21%	13%
Friday	24%	21%	32%	21%	33%	31%	37%	36%	44%	33%
Saturday	45%	52%	46%	51%	30%	33%	31%	27%	28%	41%
Sunday	18%	20%	11%	24%	15%	17%	12%	12%	10%	15%

How many hours did you spend at the show?

Average Hours	2.4	2.1	2.43	2.23	2.63	2.70	2.76	2.60	2.64	2.74
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Did you use the \$2 Dash Parking Lot Area 9 and Trolley?

Yes	7%	6%	-	-	-	-	-	-	-	-
No	93%	95%	-	-	-	-	-	-	-	-

How would you rate your experience with this parking option?

Excellent	39%	-	-	-	-	-	-	-	-	-
Great	17%	-	-	-	-	-	-	-	-	-
Good	29%	-	-	-	-	-	-	-	-	-
Fair	7%	-	-	-	-	-	-	-	-	-
Poor	7%	-	-	-	-	-	-	-	-	-

Where did you recently hear or see any advertising for the show?

TV	24%	38%	33%	57%	48%	55%	51%	48%	62%	58%
Internet	22%	31%	31%	38%	29%	30%	26%	25%	28%	23%
Radio (prev Radio Ad/Interviews)	21%	25%	36%	45%	35%	45%	35%	35%	37%	45%
Facebook (18-22: Social Media)	20%	25%	32%	22%	22%	15%	12%	11%	8%	10%
Friend (prev. Friend or Exhibitor)	19%	18%	22%	8%	16%	14%	16%	14%	19%	17%
Email Notification	18%	15%	14%	22%	21%	18%	20%	18%	13%	18%
Billboard	16%	16%	18%	23%	23%	28%	22%	27%	27%	29%
Exhibitor	5%	-	-	-	-	-	-	-	-	-
Instagram	2%	-	-	-	-	-	-	-	-	-
Streaming Ad	1%	-	-	-	-	-	-	-	-	-
Magazine	1%	1%	1%	1%	1%	2%	2%	2%	4%	7%
Podcast Ad	1%	-	-	-	-	-	-	-	-	-
TikTok	0%	-	-	-	-	-	-	-	-	-
Other	12%	7%	8%	5%	6%	5%	6%	6%	6%	2%

Why did you come to the show?

To see the [current year] Cars	77%	76%	71%	80%	78%	82%	77%	78%	79%	81%
I am a car enthusiast (prev We love cars)	52%	52%	54%	51%	45%	46%	48%	52%	55%	51%
Entertainment	40%	40%	42%	31%	27%	41%	39%	45%	39%	46%
To shop for my next new vehicle (prev vehicle to buy this	31%	31%	22%	34%	20%	25%	24%	26%	23%	18%
To see the Gilmore Collection of Cars	25%	24%	28%	34%	26%	31%	38%	36%	39%	34%
I just love this show	22%	21%	27%	33%	24%	26%	-	-	-	-
To see the Million Dollar Motorway	21%	18%	29%	33%	32%	35%	37%	35%	38%	42%
Label Motorsports / Cars & Coffee Grand Rapids	6%	8%	-	-	-	-	-	-	-	-
Shop for car accessories	3%	3%	2%	5%	2%	2%	2%	1%	2%	5%
Other	8%	8%	10%	9%	10%	8%	8%	12%	10%	7%

Michigan International Auto Show - Patron Survey Results

	Population	587	452	236	238	414	374	507	349	245	
		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
When do you expect to purchase your next brand new vehicle?											
Within 6 Months		11%	13%	6%	11%	10%	8%	11%	13%	15%	11%
6 Months to a Year		16%	18%	13%	21%	17%	22%	17%	24%	17%	14%
1 - 2 Years		19%	26%	26%	24%	26%	24%	25%	23%	26%	28%
3 - 5 Years		13%	14%	15%	13%	13%	13%	14%	13%	13%	17%
Not Sure		42%	30%	41%	31%	34%	33%	32%	27%	28%	30%

Did you enjoy the Michigan International Auto Show?											
Yes		84%	82%	94%	90%	93%	95%	91%	94%	92%	96%
No		16%	18%	6%	10%	7%	5%	9%	6%	8%	4%

How would you best describe your experience at the show?											
I loved it, would go again		41%	47%	55%	56%	48%	50%	-	-	-	-
I got ideas & product information		21%	17%	24%	21%	30%	36%	-	-	-	-
Didn't have what I was intersted in		15%	15%	10%	11%	10%	5%	-	-	-	-
Didn't like it, won't go again (<i>prev Waste of time</i>)		4%	5%	2%	3%	5%	-	-	-	-	-
Other		19%	17%	10%	9%	8%	10%	-	-	-	-

Do you plan to attend the show next year?											
Yes		85%	89%	90%	92%	88%	90%	-	86%	82%	90%
No		15%	11%	10%	8%	12%	10%	-	14%	18%	10%

Industry Specific

How many vehicles are in your household?											
0		0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
1		11%	13%	10%	12%	7%	13%	11%	12%	11%	13%
2		42%	44%	31%	40%	45%	46%	46%	48%	46%	47%
3		22%	21%	23%	24%	25%	22%	23%	26%	23%	22%
4		13%	12%	15%	12%	13%	11%	12%	9%	13%	12%
5 or More		11%	10%	20%	11%	9%	8%	8%	6%	7%	6%

What type of vehicle do you own or lease?											
Sport Utility Vehicle (SUV)		61%	66%	53%	53%	41%	36%	36%	33%	35%	33%
Truck (Pickup Truck, 2022 and before)		41%	34%	52%	40%	41%	38%	35%	29%	34%	29%
Mid Size Sedan		24%	28%	27%	33%	28%	31%	28%	36%	28%	41%
Sport Car		16%	17%	28%	23%	19%	18%	19%	16%	17%	16%
Crossover		15%	12%	8%	13%	27%	24%	22%	27%	24%	18%
Compact Car		14%	14%	20%	17%	22%	22%	27%	26%	25%	26%
Restored or Collectible		11%	7%	15%	13%	11%	8%	9%	9%	11%	9%
Mini-Van		8%	10%	14%	14%	11%	12%	15%	13%	14%	17%
Mid Size Luxury		8%	9%	9%	8%	8%	9%	8%	10%	13%	9%
Full Size Luxury		7%	7%	8%	6%	9%	9%	9%	9%	11%	10%
Hybrid		5%	3%	3%	3%	3%	4%	3%	3%	3%	1%
Electric		5%	3%	0%	2%	-	-	-	-	-	-
Van (Full Size)		1%	1%	3%	1%	2%	3%	4%	2%	5%	3%
Other		4%	6%	5%	10%	5%	4%	6%	5%	8%	5%

Was your last vehicle purchased:											
New		38%	39%	30%	46%	45%	46%	45%	46%	45%	46%
Used		62%	61%	70%	54%	55%	54%	57%	54%	55%	54%

Where was your last vehicle purchased?											
At a Dealership		80%	80%	78%	80%	86%	83%	78%	83%	80%	82%
From an Individual		20%	20%	22%	20%	14%	17%	22%	17%	20%	18%

Michigan International Auto Show - Patron Survey Results

Population 587 452 236 238 414 374 507 349 245
2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

How old is your newest personal vehicle?

Less than a year	11%	11%	14%	14%	10%	11%	9%	9%	9%	13%
1 year	7%	6%	5%	6%	9%	8%	6%	8%	11%	7%
2 years	10%	10%	13%	14%	17%	17%	12%	13%	13%	11%
3 years	10%	13%	8%	12%	13%	9%	13%	14%	10%	8%
4 years	11%	10%	12%	12%	10%	9%	10%	9%	9%	14%
5-10 years	35%	36%	33%	28%	29%	35%	36%	35%	34%	36%
Over 10 years	16%	14%	15%	14%	11%	11%	15%	12%	13%	10%

Demographics

What is your approximate annual household income?

0 - \$40,000	10%	7%	17%	14%	17%	17%	18%	16%	16%	16%
\$40,000 - \$80,000	26%	25%	39%	36%	37%	40%	38%	39%	38%	42%
\$80,000 - \$120,000	29%	29%	27%	25%	26%	25%	28%	25%	30%	30%
\$120,000 - \$160,000 (prev Over \$120,000)	14%	17%	7%	26%	20%	19%	16%	20%	17%	12%
\$160,000 - 200,000	7%	8%	5%	-	-	-	-	-	-	-
Over \$200,000	13%	13%	5%	-	-	-	-	-	-	-

What is your highest level of education?

Some High School	3%	2%	4%	1%	2%	2%	1%	2%	1%	2%
High School Degree or Equivalent	16%	14%	19%	15%	15%	13%	14%	11%	13%	14%
Associate Degree or Technical School	14%	11%	19%	15%	15%	18%	15%	14%	12%	12%
Some College	16%	16%	22%	22%	18%	13%	19%	19%	17%	21%
Bachelor Degree	33%	35%	28%	28%	32%	34%	31%	31%	35%	32%
Post Graduate Degree	19%	23%	8%	19%	18%	20%	19%	24%	23%	19%

What is your Marital Status?

Married / Living Together (Combined in 2015)	74%	75%	66%	75%	75%	79%	75%	76%	69%	74%
Single	26%	25%	34%	25%	25%	22%	25%	24%	23%	21%

Do you have any children, under the age of 18, living with you?

Yes	34%	44%	49%	42%	39%	40%	39%	38%	37%	42%
No	66%	56%	51%	58%	61%	60%	61%	62%	63%	58%

Do you own your own home?

Yes	79%	78%	70%	82%	80%	82%	80%	83%	80%	85%
No	21%	22%	30%	18%	20%	18%	20%	18%	20%	15%

Please tell us how many people in each age bracket (including yourself) attended the show.

Under 18	19%	19%	22%	18%	15%	15%	-	-	-	-
18 - 24	17%	12%	16%	12%	13%	11%	21%	18%	17%	17%
25 - 34	16%	17%	12%	12%	14%	12%	18%	15%	15%	13%
35 - 44	13%	16%	16%	14%	15%	9%	10%	14%	12%	18%
45 - 54	11%	15%	12%	14%	13%	16%	15%	16%	17%	20%
55 - 64	12%	10%	12%	16%	12%	18%	17%	17%	20%	20%
Over 65	12%	11%	9%	13%	18%	18%	18%	19%	19%	12%
Average Age	41	42	41	44	41	42	43	44	45	42

Attending groups are, on average, made up of: (In 2010-11 included kids under 16, not asked in 12-13)

Men	66%	64%	50%	63%	66%	64%	61%	63%	-	-
Women	34%	36%	50%	37%	35%	36%	39%	37%	-	-
Average Group Size	2.6	2.6	3.5	2.6	2.5	2.6	1.6	2.4	2.5	2.9

Michigan International Auto Show - Patron Survey Results

	Population	587	452	236	238	414	374	507	349	245	
		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
Have you seen / visited our website?											
Yes		53%	48%	32%	54%	47%	52%	56%	56%	54%	58%
No		47%	52%	68%	46%	53%	49%	44%	44%	46%	42%

How do you receive your television programming											
Streaming		40%	34%	25%	14%	9%	7%	5%	4%	3%	-
Comcast Cable		17%	19%	23%	24%	29%	28%	27%	31%	26%	28%
Atenna		13%	13%	12%	17%	11%	8%	9%	5%	8%	13%
YouTube		13%	10%	6%	2%	-	-	-	-	-	-
Charter Cable		11%	12%	13%	13%	19%	19%	16%	17%	17%	21%
DirecTV		5%	5%	10%	17%	10%	15%	15%	11%	14%	12%
Dish Network		4%	2%	6%	8%	11%	10%	9%	11%	13%	12%
AT&T U-Verse		3%	3%	7%	7%	8%	9%	11%	16%	14%	12%
No TV		9%	11%	10%	7%	4%	4%	8%	5%	6%	2%
Other		6%	5%	4%	5%	-	-	-	-	-	-

What radio stations do you listen to regularly? (What TWO radio stations do you listen to most?, 2022 and before)											
WBCT - 93.7 (B93) - Country		29%	16%	24%	22%	20%	22%	20%	21%	21%	20%
WGRD - 97.9 - Alternative Rock		21%	17%	16%	12%	15%	8%	15%	11%	14%	14%
WLAV - 96.9 (97 LAV FM) - Classic Rock		16%	9%	16%	18%	14%	13%	14%	15%	16%	14%
WSNX - 104.5 - Contemporary Hits		16%	7%	11%	10%	13%	9%	9%	9%	10%	11%
WCSG - 91.3 - Family Friendly, Commercial Free		15%	11%	10%	8%	11%	10%	9%	10%	12%	16%
STAR - 105.7 (WSRW FM) - Light Rock		14%	4%	9%	9%	6%	12%	7%	9%	10%	11%
WHTS - 105.3 (HOT FM) - Today's Hits		12%	5%	9%	11%	10%	11%	7%	8%	-	-
WLHT - 95.7 (W-Lite) - Adult Contemporary		12%	3%	8%	6%	6%	8%	8%	7%	-	-
WOOD - AM / FM (News Radio 1300 & 106.9FM)		12%	10%	8%	13%	13%	16%	10%	17%	14%	16%
WBFX - 101.3 (BIG) - Oldies from 60s, 70s & 80s		10%	4%	8%	7%	6%	5%	8%	8%	7%	10%
107.3 - Thunder Country		10%	2%	3%	3%	5%	3%	6%	6%	10%	7%
WFGR - 98.7 - Classic Hits		9%	6%	6%	7%	8%	7%	8%	9%	8%	9%
WVGR - 104.1 (Michigan Radio/NPR)		8%	6%	4%	5%	-	-	8%	11%	-	-
WJQK - 99.3 (JQ99.3) - Positive Hits		6%	3%	5%	6%	6%	5%	2%	3%	-	-
THE Q 94.5		5%	3%	-	4%	-	-	-	-	-	-
WMRR - Rock 101.7		5%	1%	-	-	-	-	-	-	-	-
WTRV - 100.5 (The River)		4%	2%	4%	3%	5%	5%	4%	5%	6%	6%
ESPN - 96.1 - Sports		4%	4%	4%	5%	7%	8%	8%	8%	-	-
WMUS - 106.9 (107 The Moose) - Country		4%	3%	5%	3%	2%	1%	2%	3%	3%	2%
WGVU/NPR - News 88.5 & 95.3 FM		3%	3%	1%	3%	5%	4%	-	-	-	-
MAGIC - 104.9FM / 1410AM		3%	-	-	-	-	-	-	-	-	-
WYCE - 88.1		3%	2%	2%	1%	-	-	-	-	-	-
THE TICKET - 106.1FM/1340AM		3%	1%	0%	2%	-	-	-	-	-	-
WMJH-AM810 (La Poderosa) - Spanish		0%	0%	0%	0%	1%	0%	0%	0%	-	-
WYGR-AM 1570 (La Furia) - Spanish		0%	0%	0%	0%	0%	0%	0%	0%	-	-
Satellite Radio (XM / Sirius)		22%	21%	15%	18%	23%	22%	19%	22%	22%	16%
Other		15%	8%	20%	13%	16%	22%	22%	15%	31%	33%

Michigan International Auto Show - Patron Survey Results

	Population	587	452	236	238	414	374	507	349	245
	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
What streaming music service do you use?										
Spotify	40%	55%	45%	37%	32%	24%	-	-	-	-
Amazon	22%	25%	31%	24%	19%	21%	-	-	-	-
Pandora	21%	33%	49%	53%	66%	71%	-	-	-	-
Apple Music	20%	26%	18%	21%	15%	14%	-	-	-	-
Sirius	17%	-	-	-	-	-	-	-	-	-
iHeart	12%	12%	25%	26%	25%	22%	-	-	-	-
Google Music	3%	5%	12%	13%	15%	-	-	-	-	-
Tidal	1%	1%	1%	4%	-	-	-	-	-	-
Slacker	0%	2%	2%	1%	-	-	-	-	-	-
I do not use a streaming music service	15%	-	-	-	-	-	-	-	-	-
Other	4%	9%	8%	5%	7%	-	-	-	-	-
What social media outlets do you regularly use? (Which social media do you use at least once a week?, 2022 and before)										
Facebook	68%	72%	80%	71%	83%	83%	65%	66%	66%	70%
Instagram	43%	41%	36%	29%	28%	23%	-	-	-	-
TikTok	26%	22%	-	-	-	-	-	-	-	-
Snapchat	22%	22%	25%	16%	20%	15%	-	-	-	-
Twitter	15%	15%	13%	13%	10%	14%	-	-	-	-
Pinterest	12%	8%	9%	12%	14%	17%	-	-	-	-
Do not use social media	19%	16%	12%	22%	-	-	-	-	-	-
Other	2%	4%	2%	3%	10%	10%	-	-	-	-
Do you follow any of our social media accounts? (check all that apply)										
Facebook/grautoshow	14%	9%	17%	16%	16%	-	-	-	-	-
Instagram.com/grautoshow	4%	3%	-	-	-	-	-	-	-	-
I don't follow MAS on Social Media	86%	88%	-	-	-	-	-	-	-	-

Cottage & Lakefront Living Show - Detroit - Patron Survey Results

Population 53 110 110 75 101 146 124 113 62 65
 2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

Show Specific

What day(s) did you attend the show?

Thursday	-	16%	25%	37%	8%	23%	14%	22%	15%	9%
Friday	51%	29%	32%	32%	26%	27%	40%	39%	32%	39%
Saturday	36%	28%	40%	25%	60%	35%	32%	32%	52%	37%
Sunday	13%	30%	27%	18%	16%	19%	16%	10%	15%	15%

How many hours did you spend at the show?

2.65	2.55	3.43	2.72	2.83	3.06	2.87	2.93	3.04	2.90
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Where did you recently see or hear any advertising for the show: (check all that apply)

Facebook (18-22: Social Media)	26%	13%	19%	15%	26%	9%	9%	3%	2%	2%
Email Blast/Notification	24%	13%	18%	28%	20%	21%	28%	28%	24%	14%
TV	22%	21%	24%	41%	29%	32%	34%	21%	52%	32%
Internet	20%	15%	24%	27%	28%	28%	12%	13%	10%	14%
Billboard	10%	12%	11%	6%	17%	13%	11%	14%	10%	9%
Radio	4%	21%	20%	28%	20%	20%	15%	16%	24%	22%
Friend (prev. Friend or Exhibitor)	4%	10%	12%	14%	11%	16%	9%	7%	13%	3%
Newspaper	4%	5%	8%	8%	11%	20%	16%	26%	23%	26%
Streaming Ad	2%	-	-	-	-	-	-	-	-	-
Exhibitor	2%	-	-	-	-	-	-	-	-	-
Instagram	0%	-	-	-	-	-	-	-	-	-
TikTok	0%	-	-	-	-	-	-	-	-	-
Magazine	0%	2%	3%	8%	4%	4%	2%	2%	2%	2%
Posters	0%	1%	1%	6%	8%	2%	2%	4%	2%	6%
Podcast Ad	0%	-	-	-	-	-	-	-	-	-
Other, please specify	6%	7%	8%	4%	2%	10%	5%	4%	5%	6%

What drew you to the show? (check all that apply)

Docks, Lifts & Seawalls	54%	39%	36%	31%	33%	34%	46%	42%	42%	30%
Boats/Water Toys	40%	39%	37%	37%	42%	33%	35%	38%	37%	-
Furniture, Accessories & Interior Designers	31%	39%	44%	37%	52%	46%	45%	51%	53%	45%
Gazebos/Outdoor Furniture	29%	35%	30%	24%	38%	26%	31%	30%	37%	20%
I Just Love The Show	23%	14%	30%	36%	24%	22%	23%	24%	11%	31%
Lake Maintenance Services	23%	13%	13%	9%	14%	17%	15%	17%	13%	17%
Cottage Art Show	19%	25%	27%	21%	24%	31%	24%	28%	24%	20%
Remodelers	17%	13%	5%	9%	17%	16%	18%	16%	10%	3%
Lakefront Marketplace	15%	21%	16%	29%	24%	24%	14%	17%	18%	25%
Log & Timberframe Home Builders	13%	10%	14%	16%	13%	19%	15%	12%	24%	22%
Builders (not log or timberframe)	10%	12%	16%	17%	12%	13%	11%	5%	15%	16%
Cottages/Lakefront Property for Sale	8%	13%	9%	4%	14%	15%	22%	14%	16%	14%
The Beach	6%	-	-	-	-	-	-	-	-	-
Cottage/Vacation Rentals	4%	7%	11%	10%	9%	9%	11%	13%	18%	9%
The Dock Party	0%	-	-	-	-	-	-	-	-	-
Seminars	0%	2%	5%	7%	3%	5%	5%	5%	2%	2%
Other, please specify	19%	15%	7%	13%	8%	8%	8%	18%	11%	9%

If you made purchases at the show, what was the approximate amount you spent?

< \$100	50%	56%	52%	67%	59%	55%	63%	67%	67%	69%
\$100-\$1,000	34%	17%	34%	25%	33%	36%	27%	23%	14%	22%
\$1,000-\$5,000	6%	17%	13%	8%	4%	0%	5%	5%	12%	8%
\$5,000-\$10,000	3%	3%	0%	0%	0%	9%	4%	4%	4%	2%
\$10,000+	6%	8%	1%	0%	4%	0%	2%	1%	4%	0%
Total % that made a purchase at the show			72%	68%	26%	7%	69%	70%	84%	78%

Cottage & Lakefront Living Show - Detroit - Patron Survey Results

Population 53 110 110 75 101 146 124 113 62 65
 2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

When do you expect to purchase products or services like those at the show?

Within 6 months	36%	35%	28%	17%	19%	17%	36%	27%	26%	-
6 mo.-1 yr	17%	20%	22%	0%	19%	17%	15%	25%	13%	-
1-2 yrs	9%	8%	9%	17%	19%	11%	9%	11%	10%	-
3-5 yrs	2%	3%	3%	17%	3%	0%	1%	2%	5%	-
Not Sure	36%	35%	38%	50%	39%	56%	39%	36%	46%	-

Did you attend a seminar?

Yes	0%	6%	11%	6%	13%	11%	7%	6%	2%	11%
No	100%	94%	89%	94%	87%	89%	94%	94%	98%	89%

Did you enjoy the Show?

Yes	80%	72%	91%	85%	89%	84%	82%	80%	81%	74%
No	20%	28%	9%	15%	11%	17%	19%	21%	19%	26%

How would you best describe your experience at the show?

I loved it, would go again	20%	27%	39%	32%	30%	31%	24%	28%	21%	13%
I got ideas & product information	49%	32%	35%	48%	54%	42%	49%	45%	48%	52%
Didn't have what I was interested in	10%	14%	4%	6%	11%	17%	15%	13%	18%	23%
Didn't like it, won't go again	10%	12%	4%	2%	-	10%	13%	13%	13%	13%
Other	12%	14%	18%	12%	6%	-	-	-	-	-

Do you plan to attend the show next year?

Yes	78%	84%	87%	92%	88%	81%	87%	67%	60%	55%
No	22%	16%	13%	8%	12%	19%	13%	33%	40%	45%

Industry Specific

Is your primary residence on the water?

Yes	33%	23%	20%	18%	24%	31%	22%	28%	23%	20%
No	67%	77%	80%	82%	76%	69%	78%	72%	77%	80%

Are you considering purchasing a primary home on the water?

Yes	15%	17%	22%	10%	17%	19%	21%	17%	15%	15%
No	85%	83%	78%	90%	83%	81%	79%	83%	85%	85%

When do you expect to purchase a primary home on the water?

Within 6 months	20%	29%	6%	17%	17%	16%	14%	7%	17%	13%
6 mo.-1 yr	0%	0%	0%	0%	17%	5%	19%	7%	33%	0%
1-2 yrs	60%	21%	22%	17%	17%	26%	38%	47%	17%	38%
3-5 yrs	0%	29%	33%	17%	17%	11%	0%	13%	0%	13%
Not Sure	20%	21%	39%	50%	33%	42%	29%	27%	33%	38%

Do you own a cottage, cabin or vacation property?

Yes	65%	65%	64%	65%	64%	58%	63%	60%	47%	58%
No	35%	35%	36%	35%	36%	42%	37%	40%	53%	42%

Is your cottage, cabin or vacation property on the water?

Yes	81%	85%	77%	83%	73%	80%	87%	82%	86%	84%
No	19%	15%	23%	17%	27%	21%	14%	18%	14%	16%

Cottage & Lakefront Living Show - Detroit - Patron Survey Results

	Population	53	110	110	75	101	146	124	113	62	65
		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
Are you considering purchasing a cottage or vacation property?											
Yes		6%	33%	36%	16%	35%	29%	37%	31%	46%	44%
No		94%	67%	64%	84%	65%	71%	63%	69%	55%	56%

When do you expect to purchase a cottage or vacation property?											
Within 6 months		0%	25%	0%	0%	0%	22%	12%	0%	27%	0%
6 months-1 year		100%	8%	15%	50%	18%	11%	18%	7%	0%	0%
1-2 years		0%	33%	23%	25%	36%	22%	24%	36%	20%	8%
3-5 years		0%	17%	31%	25%	36%	6%	6%	14%	20%	8%
Not Sure		0%	17%	31%	0%	9%	39%	41%	43%	33%	83%

Are you planning to rent a cottage or vacation property this year?											
Yes		50%	34%	36%	28%	45%	44%	41%	57%	-	-
No		50%	66%	64%	72%	55%	56%	59%	43%	-	-

Demographics

What is your approximate annual household income? (Optional)											
Less than \$40,000		3%	5%	9%	10%	3%	6%	8%	9%	5%	6%
\$40,000-\$80,000		10%	9%	13%	23%	16%	24%	23%	23%	28%	24%
\$80,000-\$120,000		23%	18%	28%	45%	32%	32%	33%	27%	20%	38%
\$120,000 - \$160,000 (prev Over \$120,000)		13%	15%	14%	6%	48%	37%	37%	42%	48%	32%
\$160,000 - \$200,000		13%	24%	15%	13%	-	-	-	-	-	-
Over \$200,000		37%	29%	21%	3%	-	-	-	-	-	-

What is your highest level of education											
Some High School		0%	2%	0%	3%	0%	0%	0%	2%	0%	0%
High School Degree or equivalent		7%	6%	3%	6%	6%	6%	7%	7%	12%	14%
Associate Degree or Technical School		11%	16%	19%	21%	13%	19%	13%	13%	18%	14%
Some College		18%	14%	23%	24%	17%	17%	14%	16%	21%	30%
Bachelor Degree		30%	34%	32%	31%	36%	35%	35%	34%	30%	23%
Post Graduate Degree		34%	28%	24%	16%	28%	23%	32%	28%	20%	19%

What is your Marital Status											
Married or Living Together		95%	90%	86%	85%	90%	89%	90%	85%	87%	92%
Single		5%	10%	14%	15%	10%	11%	10%	15%	13%	8%

Do you have any children, under the age of 18, living with you?											
Yes		16%	36%	40%	36%	49%	34%	47%	40%	36%	48%
No (None, 2022 and before)		84%	64%	60%	64%	51%	66%	53%	60%	64%	52%

Do you own your home?											
Yes		98%	96%	89%	93%	97%	96%	97%	94%	92%	95%
No		2%	4%	11%	7%	3%	4%	3%	6%	8%	5%

Please tell us how many people per age bracket were in your group:											
# of people in my group under 18		24%	4%	11%	4%	7%	7%	-	-	-	-
# of people in my group age 18-24		24%	4%	7%	5%	7%	2%	3%	4%	4%	2%
# of people in my group age 25-34		20%	3%	5%	6%	4%	4%	3%	8%	9%	0%
# of people in my group age 35-44		22%	6%	7%	11%	9%	6%	7%	4%	9%	9%
# of people in my group age 45-54		38%	26%	24%	15%	33%	28%	25%	20%	18%	33%
# of people in my group age 55-64		64%	38%	31%	39%	29%	35%	42%	46%	49%	48%
# of people in my group age over 65		48%	19%	15%	20%	12%	17%	20%	18%	11%	8%
Average Age		55	54	51	52	50	53	54	53	51	-

Cottage & Lakefront Living Show - Detroit - Patron Survey Results

	Population	53	110	110	75	101	146	124	113	62	65
		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
How Many Men & Women (over the age of 18) were in your group?											
Men		48%	44%	53%	50%	48%	52%	-	-	-	-
Women		52%	56%	47%	50%	52%	48%	-	-	-	-
Average number in attending group		2.4	2.2	2.7	2.7	2.4	2.3	2.5	2.4	2.6	2.6

What is your main news source?											
TV		49%	53%	45%	48%	45%	48%	0.47	0.42	0.46	0.5
Internet		44%	39%	37%	10%	36%	32%	0.37	0.31	0.29	0.38
Radio		2%	6%	13%	12%	12%	12%	0.06	0.17	0.17	0.13
Newspaper		0%	2%	4%	30%	4%	7%	0.1	0.1	0.04	0
Other, please specify		5%	0%	0%	3%	6%	1%	0.02	0.01	0.04	0

Have you seen/visited our website: www.CottageandLakefrontLiving.com or www.showspan.com?											
Yes		61%	47%	53%	40%	37%	51%	52%	44%	57%	57%
No		39%	53%	47%	60%	63%	49%	48%	56%	43%	43%

What magazines do you read regularly? (check all that apply)											
Michigan Blue		9%	3%	12%	5%	19%	14%	5%	3%	0%	5%
Michigan Out of Doors		6%	6%	16%	12%	23%	21%	22%	11%	14%	23%
Cottage Life		6%	6%	6%	7%	21%	-	-	-	-	-
Crain's Detroit Business		6%	4%	6%	9%	7%	3%	12%	15%	5%	7%
Michigan Living Magazine		6%	4%	5%	4%	12%	13%	12%	10%	8%	18%
Lake Michigan Shore Magazine		6%	-	-	-	-	-	-	-	-	-
Traverse Magazine		3%	5%	6%	5%	7%	10%	15%	8%	5%	11%
Michigan Gardener		3%	3%	4%	2%	7%	5%	6%	15%	8%	14%
Northern Home & Cottage		0%	3%	5%	5%	0%	4%	9%	3%	14%	9%
Cabin Life		0%	1%	7%	5%	9%	12%	14%	15%	14%	11%
Detroit Designs		0%	-	-	-	-	-	-	-	-	-
Cosmopolitan		0%	-	-	-	-	-	-	-	-	-
None		62%	65%	41%	39%	-	-	-	-	-	-
Other, please specify		12%	13%	27%	21%	26%	33%	32%	31%	38%	46%

What radio stations do you listen to regularly?											
WYCD - 99.5 (Detroit's Country)		15%	16%	14%	9%	6%	9%	10%	17%	23%	30%
WDRQ - 93.1 (NASH Country)		15%	7%	10%	9%	12%	7%	7%	8%	8%	14%
WOMC - 104.3 (Detroit's Greatest Hits)		10%	12%	9%	21%	11%	11%	11%	14%	23%	5%
WKQI - 95.5 (Channel 955)		10%	1%	5%	3%	11%	6%	10%	7%	0%	-
WCSX - 94.7 (Classic Rock)		8%	11%	15%	20%	20%	21%	14%	15%	8%	20%
WJR - 760 AM (News/Talk)		8%	11%	15%	8%	12%	17%	14%	24%	26%	-
WNIC - 100.3		8%	11%	11%	17%	16%	11%	13%	11%	8%	5%
WRIF - 101		8%	9%	10%	11%	14%	13%	11%	9%	2%	14%
WMUZ - 103.5 (The Light)		8%	1%	2%	3%	1%	2%	3%	3%	-	-
WWJ-AM - 950 (News Radio)		5%	16%	17%	15%	14%	22%	25%	16%	28%	25%
WDVD - 96.3 (Today's Best Hits)		5%	6%	3%	8%	16%	13%	8%	11%	15%	11%
WDTW - 106.7 (Classic Rock)		5%	2%	4%	5%	9%	8%	4%	5%	-	-
WXYT - 97.1 (The Ticket)		3%	7%	9%	9%	15%	14%	12%	16%	9%	16%
WDZH - 98.7 (Current Hits)		3%	1%	7%	0%	7%	2%	5%	1%	4%	-
WUOM - 91.7 (NPR)		0%	7%	5%	2%	5%	-	-	-	-	-
WFUM - 91.1 (NPR)		0%	2%	0%	2%	9%	-	-	-	-	-
Satellite Radio (XM/Sirius)		38%	34%	27%	27%	32%	27%	31%	-	-	-
I don't listen to the radio regularly		21%	13%	7%	9%	-	-	-	-	-	-
Other (please specify)		3%	11%	13%	18%	14%	15%	13%	28%	34%	34%

Cottage & Lakefront Living Show - Detroit - Patron Survey Results

Population 53 110 110 75 101 146 124 113 62 65
 2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

How do you receive your television programming?

Streaming	30%	10%	9%	5%	10%	4%	1%	0%	0%	-
Comcast Cable	28%	33%	37%	44%	43%	33%	29%	36%	45%	34%
DirectTV	13%	11%	14%	13%	18%	14%	13%	17%	3%	5%
AT&T Uverse	13%	9%	4%	5%	18%	12%	15%	17%	19%	12%
Charter Cable	13%	7%	11%	10%	-	15%	11%	7%	5%	9%
YouTube TV	10%	5%	1%	3%	-	-	-	-	-	-
Antenna (Broadcast/Antenna, 2022 and before)	8%	5%	11%	10%	7%	9%	6%	4%	3%	5%
Dish Network	3%	3%	5%	5%	4%	11%	6%	6%	10%	7%
No TV	0%	4%	3%	6%	0%	2%	3%	1%	2%	0%
Other (please specify)	10%	13%	5%	-	-	-	-	-	-	-

What social media outlets do you regularly use?

Facebook	78%	63%	81%	84%	81%	86%	64%	65%	61%	57%
Instagram	28%	26%	12%	7%	10%	5%	-	-	-	-
LinkedIn	23%	-	-	-	-	-	-	-	-	-
Pinterest	13%	9%	4%	7%	4%	7%	-	-	-	-
TikTok	10%	17%	-	-	-	-	-	-	-	-
Twitter	8%	9%	1%	0%	4%	0%	-	-	-	-
Snapchat	3%	9%	3%	2%	0%	3%	-	-	-	-
Do not use social media	15%	26%	-	-	-	-	-	-	-	-
Other	3%	0%	-	-	-	-	-	-	-	-

Do you follow any of our social media accounts? (check all that apply)

Facebook/detroitcottageshow	13%	9%	15%	13%	22%	12%	-	-	-	-
Instagram.com/miccottageshows	3%	-	-	-	-	-	-	-	-	-
I don't follow CLL on Social Media	84%	91%	85%	87%	78%	88%	-	-	-	-

What streaming music service do you use?

Pandora	35%	34%	42%	43%	70%	72%	95%	90%	91%	88%
Amazon	32%	33%	35%	30%	25%	27%	-	-	-	-
Spotify	29%	46%	42%	27%	28%	25%	14%	10%	5%	13%
Apple Music	18%	15%	15%	27%	13%	15%	-	-	-	-
YouTube Music	9%	-	-	-	-	-	-	-	-	-
iHeart	3%	10%	5%	17%	20%	12%	-	-	-	-
Google Music	3%	5%	9%	3%	8%	-	-	-	-	-
Tidal	0%	0%	2%	0%	-	-	-	-	-	-
Slacker	0%	0%	0%	0%	-	-	-	-	-	-
Other (please specify)	18%	5%	5%	3%	10%	7%	7%	21%	14%	0%

Are you a premium subscriber to the streaming service?

Yes	45%	51%	41%	26%	36%	33%	22%	8%	21%	22%
No	55%	49%	59%	74%	64%	67%	78%	92%	79%	78%

Cottage & Lakefront Living Show - Grand Rapids - Patron Survey Results

Population	158	222	120	157	206	229	141	85	67
	2023	2022	2019	2018	2017	2016	2015	2014	2013

Show Specific

What day(s) did you attend the show?

Friday	43%	42%	37%	50%	48%	18%	28%	33%	32%
Saturday	44%	42%	43%	38%	35%	50%	49%	41%	44%
Sunday	14%	18%	23%	16%	21%	34%	25%	27%	24%

How many hours did you spend at the show?

Average Hours	2.36	2.27	2.31	2.67	2.66	2.54	2.55	2.46	2.76
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Did you use the \$2 Dash Parking Lot Area 9 and Complimentary Trolley?

Yes	5%	2%	-	-	-	-	-	-	-
No	95%	98%	-	-	-	-	-	-	-

Where did you recently see or hear any advertising for the show: (check all that apply)

TV	32%	29%	29%	37%	35%	33%	41%	28%	38%
Radio	26%	21%	24%	18%	29%	28%	23%	26%	20%
Internet	19%	27%	26%	20%	20%	17%	16%	22%	23%
Facebook (18-22: Social Media)	17%	21%	17%	23%	11%	9%	6%	1%	6%
Email Blast/Notification	17%	12%	24%	19%	20%	12%	16%	20%	14%
Billboard	13%	9%	18%	22%	21%	22%	27%	19%	29%
Friend (prev. Friend or Exhibitor)	11%	11%	16%	14%	15%	12%	16%	9%	15%
Streaming Ad	4%	-	-	-	-	-	-	-	-
Exhibitor	3%	-	-	-	-	-	-	-	-
Newspaper	3%	5%	18%	14%	19%	24%	28%	31%	33%
Posters or Coupons	1%	2%	7%	9%	19%	8%	13%	13%	26%
Magazine	1%	0%	3%	3%	5%	7%	5%	5%	9%
Instagram	0%	-	-	-	-	-	-	-	-
TikTok	0%	-	-	-	-	-	-	-	-
Podcast Ad	0%	-	-	-	-	-	-	-	-
Other, please specify	6%	3%	4%	6%	10%	4%	4%	11%	9%

What drew you to the show? (check all that apply)

Boats/Watertoys	42%	37%	31%	29%	35%	36%	30%	29%	-
Furniture, Accessories & Interior Designers	40%	34%	48%	41%	42%	46%	52%	45%	59%
Docks, Lifts & Seawalls	40%	47%	39%	47%	47%	40%	36%	40%	44%
Gazebos/Outdoor Furniture	29%	25%	30%	31%	32%	33%	41%	38%	39%
Lake Maintenance Services	23%	21%	14%	15%	17%	16%	16%	15%	23%
Remodelers	21%	19%	14%	9%	16%	16%	16%	14%	20%
I Just Love The Show!	17%	14%	32%	28%	33%	29%	31%	29%	-
Builders (not log or timberframe)	14%	10%	8%	5%	7%	5%	16%	14%	18%
Cottage Art Show	11%	18%	18%	8%	13%	10%	21%	20%	29%
Lakefront Marketplace	11%	15%	25%	20%	15%	11%	16%	18%	26%
Cottage/Vacation Rentals	9%	5%	8%	5%	10%	4%	6%	7%	3%
Cottages/Lakefront Property for Sale	7%	5%	3%	7%	7%	6%	7%	6%	9%
Seminars	7%	1%	9%	5%	5%	4%	3%	2%	9%
Log & Timberframe Home Builders	5%	6%	7%	3%	7%	9%	9%	9%	18%
The Beach	4%	-	-	-	-	-	-	-	-
The Dock Party	3%	-	-	-	-	-	-	-	-
Other, please specify	17%	14%	13%	15%	12%	17%	21%	22%	24%

Cottage & Lakefront Living Show - Grand Rapids - Patron Survey Results

Population	158	222	120	157	206	229	141	85	67
	2023	2022	2019	2018	2017	2016	2015	2014	2013

When do you expect to purchase products or services like those at the show?

Within 6 months	34%	-	-	-	-	-	-	-	-
6 mo.-1 yr	21%	-	-	-	-	-	-	-	-
1-2 yrs	10%	-	-	-	-	-	-	-	-
3-5 yrs	1%	-	-	-	-	-	-	-	-
Not Sure	35%	-	-	-	-	-	-	-	-

When do you expect to purchase products or services like those at the show?

Within 6 months	36%	35%	28%	17%	19%	17%	36%	27%	26%
6 mo.-1 yr	17%	20%	22%	0%	19%	17%	15%	25%	13%
1-2 yrs	9%	8%	9%	17%	19%	11%	9%	11%	10%
3-5 yrs	2%	3%	3%	17%	3%	0%	1%	2%	5%
Not Sure	36%	35%	38%	50%	39%	56%	39%	36%	46%

If you made purchases at the show, what was the approximate amount you spent?

< \$100	57%	57%	64%	50%	55%	59%	69%	59%	65%
\$100-\$1,000	21%	26%	29%	26%	23%	21%	18%	29%	20%
\$1,000-\$5,000	12%	10%	5%	20%	13%	9%	10%	7%	8%
\$5,000-\$10,000	8%	3%	0%	3%	1%	6%	1%	3%	2%
\$10,000+	3%	5%	1%	1%	8%	5%	2%	2%	4%
Total % that spent anything at the show			77%	66%	74%	76%	68%	69%	-

Did you attend a seminar?

Yes	9%	3%	14%	8%	7%	6%	9%	7%	11%
No	91%	97%	86%	92%	93%	94%	92%	93%	89%

How was your experience?

Poor	0%	-	-	-	-	-	-	-	-
Fair	0%	-	-	-	-	-	-	-	-
Good	31%	-	-	-	-	-	-	-	-
Great	38%	-	-	-	-	-	-	-	-
Excellent	31%	-	-	-	-	-	-	-	-

Did you enjoy the show?

Yes	83%	71%	87%	84%	92%	86%	87%	74%	94%
No	17%	29%	13%	16%	8%	15%	13%	26%	6%

How would you best describe your experience at the show?

I loved it, would go again	17%	13%	27%	27%	34%	30%	20%	22%	23%
I got many ideas & product information	44%	43%	47%	54%	52%	53%	60%	53%	63%
Didn't have what I was interested in	16%	23%	9%	11%	6%	11%	12%	13%	11%
Didn't like it, won't go again	7%	6%	7%	-	-	-	-	-	-
Other (used to be "Waste of time")	16%	16%	10%	8%	8%	7%	9%	12%	3%

Do you plan to attend the show next year?

Yes	77%	74%	87%	85%	85%	86%	65%	68%	82%
No	23%	26%	13%	15%	15%	14%	35%	32%	19%

Industry Specific

Is your primary residence on the water?

Yes	35%	42%	34%	41%	34%	32%	37%	41%	32%
No	65%	58%	66%	59%	67%	68%	63%	59%	68%

Cottage & Lakefront Living Show - Grand Rapids - Patron Survey Results

Population 158 222 120 157 206 229 141 85 67
 2023 2022 2019 2018 2017 2016 2015 2014 2013

Are you considering purchasing a primary residence on the water?

Yes	16%	14%	13%	15%	10%	15%	17%	20%	24%
No	84%	86%	87%	85%	90%	85%	83%	80%	76%

When do you expect to purchase a primary residence on the water?

Within 6 months	19%	33%	10%	17%	7%	13%	11%	0%	18%
6 mo.-1 yr	6%	6%	10%	17%	0%	9%	0%	10%	46%
1-2 yrs	31%	11%	30%	0%	36%	22%	33%	50%	9%
3-5 yrs	6%	22%	10%	17%	36%	22%	11%	30%	0%
Not Sure	38%	28%	40%	50%	21%	35%	44%	10%	27%

Do you own a cottage, cabin or vacation property?

Yes	62%	59%	56%	55%	57%	54%	54%	57%	53%
No	38%	41%	44%	45%	43%	46%	46%	44%	47%

Is your cottage, cabin or vacation property on the water?

Yes	91%	86%	85%	90%	94%	88%	91%	92%	89%
No	9%	14%	15%	10%	6%	12%	9%	8%	11%

Are you considering purchasing a cottage, cabin or vacation property?

Yes	21%	22%	13%	12%	20%	18%	12%	19%	13%
No	79%	78%	87%	88%	80%	82%	88%	81%	87%

When do you expect to purchase a cottage, cabin or vacation property?

Within 6 months	8%	15%	0%	13%	0%	16%	0%	14%	0%
6 months-1 year	17%	0%	0%	13%	11%	16%	25%	14%	25%
1-2 years	42%	25%	29%	13%	28%	21%	25%	29%	25%
3-5 years	0%	25%	29%	38%	28%	21%	13%	14%	0%
Not Sure	33%	35%	43%	25%	33%	26%	38%	29%	50%

Are you planning to rent a cottage, cabin or vacation property?

Yes	25%	29%	31%	20%	36%	25%	37%	16%	19%
No	75%	71%	69%	80%	64%	76%	63%	84%	81%

Demographics

What is your approximate annual household income? (Optional)

Less than \$40,000	4%	3%	8%	2%	9%	9%	4%	6%	9%
\$40,000-\$80,000	21%	15%	22%	21%	31%	21%	25%	22%	25%
\$80,000-\$120,000	20%	25%	28%	29%	29%	27%	32%	38%	39%
\$120,000 - \$160,000 (Over \$120,000 2018 and before)	18%	19%	21%	49%	31%	43%	39%	33%	27%
\$160,000-\$200,000	16%	14%	10%	-	-	-	-	-	-
Over \$200,000	21%	24%	12%	-	-	-	-	-	-

What is your highest level of education

Some High School	1%	0%	1%	0%	1%	0%	0%	0%	0%
High School Degree or equivalent	11%	7%	9%	6%	14%	9%	8%	11%	19%
Associate Degree or Technical School	13%	17%	13%	14%	10%	12%	15%	12%	6%
Some College	14%	13%	14%	18%	21%	19%	12%	17%	26%
Bachelor Degree	31%	33%	36%	39%	30%	33%	35%	30%	25%
Post Graduate Degree	30%	29%	27%	23%	24%	27%	30%	31%	25%

What is your Marital Status

Married / Living Together	88%	91%	91%	92%	92%	91%	93%	93%	91%
Single	13%	9%	9%	8%	8%	9%	7%	7%	9%

Cottage & Lakefront Living Show - Grand Rapids - Patron Survey Results

Population	158	222	120	157	206	229	141	85	67
	2023	2022	2019	2018	2017	2016	2015	2014	2013

Do you have any children, under the age of 18, living with you? (How many children live with you?, 2022 and before)

Yes	14%	40%	31%	32%	32%	35%	31%	34%	36%
No (None, 2022 and before)	86%	60%	79%	68%	68%	65%	69%	66%	64%

Do you own your home?

Yes	97%	99%	98%	97%	97%	95%	97%	100%	96%
No	3%	1%	2%	3%	3%	5%	3%	0%	4%

Please tell us how many people per age bracket were in your group:

# of people in my group under 18	23%	13%	5%	7%	5%	-	-	-	-
# of people in my group age 18-24	19%	6%	2%	2%	4%	12%	2%	3%	0%
# of people in my group age 25-34	18%	3%	6%	5%	3%	6%	4%	6%	3%
# of people in my group age 35-44	28%	8%	7%	6%	6%	8%	6%	2%	6%
# of people in my group age 45-54	34%	17%	15%	21%	19%	22%	27%	29%	23%
# of people in my group age 55-64	53%	32%	38%	48%	45%	35%	48%	43%	53%
# of people in my group age over 65	48%	21%	26%	11%	17%	17%	13%	17%	15%
Average Age	56	53	55	53	54	50	54	54	-

How many men & women (over the age of 18) were in your group?

Men:	48%	45%	48%	46%	47%	-	-	-	-
Women:	52%	55%	52%	54%	53%	-	-	-	-
Average Group Size:	2.2	2.4	2.5	2.4	2.6	2.5	2.5	2.6	2.6

What is your main news source?

Internet	48%	47%	33%	40%	38%	34%	32%	32%	29%
TV	38%	43%	50%	49%	52%	51%	51%	51%	59%
Radio	7%	3%	9%	7%	4%	9%	7%	5%	3%
Newspaper	4%	3%	4%	4%	4%	5%	9%	13%	9%
Other, please specify	3%	3%	3%	1%	2%	1%	1%	0%	0%

Have you seen/visited our website: www.CottageandLakefrontLiving.com or www.showspan.com?

Yes	39%	35%	15%	51%	52%	43%	48%	52%	54%
No	61%	65%	85%	49%	48%	58%	52%	48%	47%

How do you receive your television programming?

Comcast Cable	24%	26%	30%	24%	36%	27%	25%	28%	28%
Streaming	27%	26%	9%	8%	5%	4%	6%	1%	-
Charter Cable	10%	12%	14%	28%	25%	24%	22%	28%	23%
Antenna	10%	9%	19%	7%	4%	7%	10%	3%	7%
YouTubeTV	10%	9%	2%	-	-	-	-	-	-
AT&T Uverse	9%	8%	9%	9%	8%	9%	10%	9%	13%
DirecTV	8%	6%	12%	15%	18%	17%	16%	14%	15%
Dish Network	2%	6%	8%	9%	8%	14%	13%	19%	13%
No TV	5%	2%	4%	2%	2%	3%	4%	0%	2%
Other (please specify):	3%	-	-	-	-	-	-	-	-

Cottage & Lakefront Living Show - Grand Rapids - Patron Survey Results

	Population	158	222	120	157	206	229	141	85	67
	2023	2022	2019	2018	2017	2016	2015	2014	2013	
What radio stations do you listen to regularly? (What TWO radio stations do you listen to most?, 2022 and before)										
WOOD Radio 106.9FM & 1300 AM	21%	12%	16%	12%	17%	18%	11%	15%	24%	
WBCT - 93.7 (B93) Country	19%	14%	15%	21%	18%	23%	17%	21%	12%	
WLAV - 96.9 (97 LAV FM) Classic Rock	19%	13%	9%	14%	14%	17%	16%	24%	14%	
WCSG - 91.3 Family Friendly, Commercial Free	15%	14%	13%	9%	13%	9%	18%	10%	12%	
Star 105.7 (WSRWFM) Light Rock	15%	9%	9%	9%	6%	12%	12%	14%	20%	
WGRD - 97.9 Alternative Rock	12%	8%	4%	5%	7%	5%	5%	4%	6%	
WBFX - 101.3 BIG - Oldies from 60s, 70s & 80s	12%	8%	0%	4%	5%	3%	5%	4%	0%	
WJQK 99.3 (JQ99.3) Positive Hits	10%	6%	3%	3%	6%	4%	5%	3%	4%	
WVGR 104.1 (Michigan Public Radio/NPR)	9%	8%	5%	6%	-	8%	14%	6%	10%	
WTNR - 107.3 THUNDER	9%	2%	4%	3%	4%	6%	2%	5%	6%	
WTRV - 100.5 (The River)	8%	4%	3%	5%	4%	4%	6%	5%	6%	
WFGR - Oldies 98.7 Classic Hits	7%	4%	4%	11%	8%	11%	6%	9%	6%	
WLHT - 95.7 (W-Lite) Adult Contemporary	7%	7%	6%	7%	6%	8%	11%	6%	6%	
THE Q 94.5	6%	3%	1%	-	-	-	-	-	-	
ESPN 96.1 Sports	6%	3%	2%	1%	4%	5%	2%	4%	0%	
WHTS 105.3 (HOT FM) Today's Hits	5%	4%	3%	6%	3%	7%	2%	5%	4%	
WSNX - 104.5 Contemporary Hits	4%	4%	1%	6%	2%	2%	1%	1%	4%	
WGVU/NPR	4%	1%	2%	2%	6%	-	-	-	-	
1340 AM The Ticket	3%	1%	2%	1%	1%	1%	0%	1%	2%	
WMUS - 106.9 (107 The Moose) Country	3%	1%	1%	6%	5%	4%	4%	5%	2%	
WMRR - Rock 101.7	2%	2%								
WYCE - 88.1	2%	1%	2%	-	-	-	-	-	-	
WYGR-AM 1570 (La Furia) - Spanish	1%	0%	0%	0%	0%	0%	0%	-	-	
WMJH-AM810 (La Poderosa) - Spanish	0%	0%	0%	0%	1%	0%	0%	-	-	
WNWZ - Magic 104.9 (prev The Touch - 1410 AM)	0%	0%	0%	0%	1%	-	0%	0%	2%	
Satellite Radio (XM/Sirius)	16%	22%	27%	30%	25%	25%	22%	26%	16%	
I don't listen to the radio regularly	19%	12%	11%	-	-	-	-	-	-	
Other, please specify	9%	14%	26%	14%	21%	19%	20%	21%	20%	

What magazines do you read? (check all that apply)										
Michigan Blue	13%	8%	20%	32%	15%	30%	23%	22%	33%	
Grand Rapids Magazine	10%	9%	12%	18%	11%	12%	16%	16%	37%	
TRAVERSE Magazine	7%	8%	10%	21%	13%	9%	14%	15%	23%	
Lakeshore Magazine	5%	6%	5%	9%	4%	5%	12%	13%	20%	
Grand Rapids Business Journal	5%	4%	5%	13%	9%	6%	9%	6%	13%	
Northern Home & Cottage	5%	2%	3%	12%	6%	6%	8%	6%	10%	
Michigan Out of Doors	4%	9%	5%	-	-	-	-	-	-	
Michigan Living Magazine	3%	5%	3%	-	-	-	-	-	-	
Michigan Gardener	2%	3%	4%	-	-	-	-	-	-	
Cabin Life Magazine	1%	1%	6%	7%	11%	13%	7%	11%	30%	
Cosmopolitan Home Magazine	0%	1%	1%	3%	1%	0%	1%	0%	0%	
None	62%	59%	46%	-	-	-	-	-	-	
Other	13%	11%	16%	35%	51%	48%	48%	49%	-	

What social media outlets do you regularly use?										
Facebook	77%	71%	74%	78%	86%	69%	72%	65%	48%	
Instagram	31%	24%	6%	6%	2%	-	-	-	-	
LinkedIn	20%	-	-	-	-	-	-	-	-	
Pinterest	16%	17%	12%	14%	10%	-	-	-	-	
Twitter	9%	6%	6%	1%	2%	-	-	-	-	
TikTok	7%	6%	-	-	-	-	-	-	-	
Snapchat	4%	8%	1%	1%	0%	-	-	-	-	
Do not use social media	15%	21%	-	-	-	-	-	-	-	
Other (please specify)	1%	-	-	-	-	-	-	-	-	

Cottage & Lakefront Living Show - Grand Rapids - Patron Survey Results

Population	158	222	120	157	206	229	141	85	67
	2023	2022	2019	2018	2017	2016	2015	2014	2013

Do you follow any of our social media accounts? (check all that apply)

Facebook/grcottageshow	9%	10%	15%	14%	9%	-	-	-	-
Instagram.com/miccottageshows	2%	-	-	-	-	-	-	-	-
I don't follow CLL on Social Media	90%	90%	85%	86%	91%	-	-	-	-

What streaming music service do you use?

Pandora	37%	43%	54%	64%	70%	91%	94%	91%	84%
Spotify	34%	33%	17%	26%	17%	19%	18%	3%	16%
Amazon	29%	36%	32%	27%	22%	-	-	-	-
iHeart	17%	20%	19%	29%	24%	-	-	-	-
Apple Music	15%	20%	12%	10%	10%	-	-	-	-
YouTube Music	8%	-	-	-	-	-	-	-	-
Google Music	2%	5%	7%	6%	-	-	-	-	-
Slacker	2%	1%	0%	0%	-	-	-	-	-
Tidal	0%	0%	0%	1%	-	-	-	-	-
Other	17%	12%	10%	6%	9%	19%	18%	20%	-

Are you a premium subscriber to the streaming service?

Yes	38%	45%	32%	31%	21%	21%	24%	11%	5%
No	62%	55%	68%	69%	79%	79%	76%	90%	95%

2023 Home Shows - Comparison

Population 345 818 588

GRR WMH LHG (AVG) (MEDIAN) (HIGH) (LOW) (RANGE)

Show Specific

What day did you attend the show?

	GRR	WMH	LHG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Thurs	-	15%	14%	15%	15%	15%	15%	0%
Fri	33%	24%	32%	30%	32%	33%	24%	10%
Sat	50%	48%	38%	45%	48%	50%	38%	12%
Sun	18%	16%	19%	18%	18%	19%	16%	3%

How many hours did you spend at the show?

	GRR	WMH	LHG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Average	2.3	2.90	2.75	2.65	2.75	2.90	2.30	0.60

How did you hear about the show?

	GRR	WMH	LHG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
TV	33%	34%	39%	35%	34%	39%	33%	6%
Radio	23%	24%	15%	21%	23%	24%	15%	9%
Facebook	19%	18%	20%	19%	19%	20%	18%	2%
Internet	14%	18%	21%	17%	18%	21%	14%	7%
Billboard	15%	21%	14%	17%	15%	21%	14%	7%
Email	8%	15%	21%	15%	15%	21%	8%	13%
Friend	13%	14%	10%	12%	13%	14%	10%	4%
Postcard / Direct Mail	3%	11%	22%	12%	11%	22%	3%	19%
Exhibitor	3%	6%	5%	5%	5%	6%	3%	3%
Posters or Coupons	1%	4%	8%	4%	4%	8%	1%	7%
Streaming Ad	2%	2%	2%	2%	2%	2%	2%	1%
Magazine	1%	2%	3%	2%	2%	3%	1%	3%
Instagram	2%	1%	0%	1%	1%	2%	0%	1%
Tik Tok	0%	0%	0%	0%	0%	0%	0%	0%
Podcast	0%	0%	0%	0%	0%	0%	0%	0%
Other	7%	8%	9%	8%	8%	9%	7%	2%

What Drew You to the Show?

	GRR	WMH	LHG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Gardening advice and ideas	-	43%	41%	42%	42%	43%	41%	1%
I am a DIY-er looking for products and ideas	38%	-	-	38%	38%	38%	38%	0%
General research for build/remodel project	49%	25%	34%	36%	34%	49%	25%	24%
Garden & Art Market	-	33%	-	33%	33%	33%	33%	0%
Strolling the gardens	-	33%	31%	32%	32%	33%	31%	2%
Looking for products for our project	34%	29%	33%	32%	33%	34%	29%	5%
Looking for builders or remodelers	37%	23%	30%	30%	30%	37%	23%	14%
Looking for a contractor for specific repairs	23%	-	-	23%	23%	23%	23%	0%
Interior design ideas and advice	30%	18%	22%	23%	22%	30%	18%	13%
I just love the show, come as often as I can	8%	26%	33%	22%	26%	33%	8%	25%
Looking for a landscaper	-	11%	16%	13%	13%	16%	11%	5%
Vegetable Gardening	-	12%	-	12%	12%	12%	12%	0%
Standard Flower Show	-	-	11%	11%	11%	11%	11%	0%
Seminars	7%	8%	6%	7%	7%	8%	6%	2%
Family Day Activities	-	6%	7%	7%	7%	7%	6%	1%
Check out the Designer Showcase	5%	-	-	5%	5%	5%	5%	0%
Great Lakes Floral Expo	-	4%	-	4%	4%	4%	4%	0%
Smart Gardening Conference	-	2%	-	2%	2%	2%	2%	0%
Other	6%	10%	12%	9%	10%	12%	6%	6%

2023 Home Shows - Comparison

	Population	345	818	588	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
	GRR	WMH	LHG						
When do you expect to purchase products like those displayed in the show:									
Within 6 Months	34%	33%	36%	34%	34%	36%	33%	3%	
6 mo. - 1yr	31%	21%	27%	26%	27%	31%	21%	10%	
1-2 years	16%	10%	8%	11%	10%	16%	8%	7%	
3-5 years	2%	3%	3%	3%	3%	3%	2%	1%	
Not Sure	17%	33%	27%	25%	27%	33%	17%	16%	

If you made purchases at the show, what was the apx. Amount you spent?									
Under \$100	78%	73%	72%	74%	73%	78%	72%	6%	
\$100-\$1000	15%	17%	19%	17%	17%	19%	15%	4%	
\$1000-\$5000	1%	4%	4%	3%	4%	4%	1%	3%	
\$5000-\$10000	1%	3%	3%	2%	3%	3%	1%	2%	
Over \$10000	5%	3%	2%	3%	3%	5%	2%	3%	
Percent that made a purchase	44%	59%		52%	52%	59%	44%	15%	

Did you attend a seminar at the show?									
Yes	12%	19%	12%	14%	12%	19%	12%	8%	
No	88%	81%	88%	86%	88%	88%	81%	8%	

Did you enjoy the show?									
Yes	80%	90%	95%	88%	90%	95%	80%	15%	
No	20%	10%	5%	12%	10%	20%	5%	15%	

How would you best describe your experience at the show?									
I loved it, would go again	11%	31%	34%	25%	31%	34%	11%	23%	
I got ideas & product information	53%	45%	51%	49%	51%	53%	45%	8%	
Didn't have what I was interested in	12%	11%	5%	9%	11%	12%	5%	7%	
Didn't like it, won't go again	10%	5%	3%	6%	5%	10%	3%	8%	
Other	15%	8%	8%	10%	8%	15%	8%	7%	

Do you plan to attend the show next year?									
Yes	72%	86%	92%	84%	86%	92%	72%	20%	
No	28%	14%	8%	16%	14%	28%	8%	20%	

Industry Specific

Are you planning a new home improvement project?									
Yes	71%	56%	63%	63%	63%	71%	56%	16%	
No	29%	45%	37%	37%	37%	45%	29%	16%	

What type of Home Improvement are you planning?									
Bathroom Makeover	42%	34%	33%	36%	34%	42%	33%	9%	
Exterior Improvements	27%	34%	36%	33%	34%	36%	27%	9%	
Kitchen Remodel	43%	21%	22%	29%	22%	43%	21%	22%	
Painting/Redecorating	28%	24%	28%	26%	28%	28%	24%	4%	
Basement Remodel	16%	14%	13%	14%	14%	16%	13%	3%	
Other Room Make Over	16%	10%	16%	14%	16%	16%	10%	6%	
Addition	13%	7%	6%	8%	7%	13%	6%	7%	
New Insulation	9%	6%	10%	8%	9%	10%	6%	4%	
New HVAC	8%	8%	8%	8%	8%	8%	8%	1%	
Solar/Wind Energy	5%	7%	9%	7%	7%	9%	5%	5%	
Other, Please specify	18%	25%	30%	24%	25%	30%	18%	12%	

2023 Home Shows - Comparison

	Population	345	818	588					
	GRR	WMH	LHG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)	
Are you planning to build a new home?									
Yes	20%	7%	5%	11%	7%	20%	5%	15%	
No	80%	93%	95%	89%	93%	95%	80%	15%	
How soon do you plan to build?									
Currently Building	19%	19%	17%	18%	19%	19%	17%	2%	
w/in 1 year	47%	43%	24%	38%	43%	47%	24%	23%	
1-5 years	32%	34%	59%	42%	34%	59%	32%	26%	
6-10 years	0%	4%	0%	1%	0%	4%	0%	4%	
more than 10 years	1%	0%	0%	0%	0%	1%	0%	1%	
Demographics									
Approximately, what is your family income?									
0 - \$40,000	4%	7%	7%	6%	7%	7%	4%	3%	
\$40,000 - \$80,000	20%	29%	27%	26%	27%	29%	20%	9%	
\$80,000 - \$120,000	29%	32%	33%	31%	32%	33%	29%	4%	
\$120,000-\$160,000	21%	16%	15%	17%	16%	21%	15%	7%	
\$160,000-\$200,000	11%	8%	11%	10%	11%	11%	8%	4%	
Over \$200,000	15%	9%	7%	10%	9%	15%	7%	8%	
How much formal education do you have?									
Some High School	1%	1%	1%	1%	1%	1%	1%	1%	
High School Diploma	8%	12%	9%	10%	9%	12%	8%	5%	
Some College	10%	15%	13%	13%	13%	15%	10%	5%	
Associate Degree or Technical School	12%	19%	16%	16%	16%	19%	12%	7%	
Bachelor Degree	38%	29%	32%	33%	32%	38%	29%	10%	
Post Graduate Degree	30%	23%	28%	27%	28%	30%	23%	7%	
What is your marital status									
Married Or Living Together	88%	84%	77%	83%	84%	88%	77%	11%	
Single	12%	16%	23%	17%	16%	23%	12%	11%	
Did you attend the show with your spouse or significant other									
Yes	84%	75%	71%	77%	75%	84%	71%	13%	
No	16%	25%	29%	23%	25%	29%	16%	13%	
Do you have any children, under the age of 18, living with you?									
Yes	21%	17%	15%	18%	17%	21%	15%	6%	
No	79%	83%	85%	82%	83%	85%	79%	6%	
Do you own your own home?									
Yes	93%	95%	96%	95%	95%	96%	93%	3%	
No	7%	5%	4%	5%	5%	7%	4%	3%	
Please tell us how many people per age bracket were in your group:									
# of people in my group under 18	9%	10%	16%	11%	10%	16%	9%	7%	
# of people in my group 18-24	2%	4%	6%	4%	4%	6%	2%	4%	
# of people in my group 25-34	8%	9%	8%	8%	8%	9%	8%	1%	
# of people in my group 35-44	10%	11%	7%	10%	10%	11%	7%	4%	
# of people in my group 45-54	20%	16%	11%	16%	16%	20%	11%	9%	
# of people in my group 55-64	27%	25%	19%	24%	25%	27%	19%	8%	
# of people in my group over 65	23%	25%	33%	27%	25%	33%	23%	10%	
Average Age	53	52	53	53	53	53	52	1.40	

2023 Home Shows - Comparison

	Population 345 GRR	818 WMH	588 LHG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Attending groups are, on average, made up of:								
Men	48%	43%	40%	44%	43%	48%	40%	7%
Women	52%	57%	60%	56%	57%	60%	52%	7%
Average Group Size	2.1	2.6	2.2	2.31	2.24	2.60	2.10	0.50
What is your main news source?								
Internet	45%	43%	39%	42%	43%	45%	39%	6%
TV	38%	39%	44%	40%	39%	44%	38%	6%
Radio	5%	8%	7%	7%	7%	8%	5%	3%
Newspaper	5%	3%	5%	4%	5%	5%	3%	2%
None of the above	7%	7%	5%	6%	7%	7%	5%	2%
Have you seen/visited our website?								
Yes	29%	35%	43%	36%	35%	43%	29%	14%
No	71%	65%	57%	64%	65%	71%	57%	14%
How do you receive your Television programming?								
Streaming	28%	26%	24%	26%	26%	28%	24%	4%
Comcast Cable	25%	21%	26%	24%	25%	26%	21%	5%
Antenna	11%	15%	18%	15%	15%	18%	11%	7%
YouTube TV	9%	8%	9%	9%	9%	9%	8%	1%
AT&T Uverse	7%	15%	3%	8%	7%	15%	3%	12%
Dish Network	8%	6%	9%	8%	8%	9%	6%	3%
Charter Cable	8%	11%	3%	7%	8%	11%	3%	8%
DirecTV	5%	6%	8%	6%	6%	8%	5%	3%
No TV	7%	8%	5%	7%	7%	8%	5%	3%
Other	6%	5%	7%	6%	6%	7%	5%	2%
What magazine(s) do you read regularly?								
Better Homes & Gardens	15%	21%	17%	18%	17%	21%	15%	6%
Birds & Blooms	-	8%	8%	8%	8%	8%	8%	0%
Good Housekeeping	-	-	8%	8%	8%	8%	8%	0%
Grand Rapids Magazine	7%	7%	-	7%	7%	7%	7%	0%
This Old House	6%	-	6%	6%	6%	6%	6%	0%
Michigan Out of Doors	-	-	4%	4%	4%	4%	4%	0%
Michigan Gardener	-	-	4%	4%	4%	4%	4%	0%
Greater Lansing Business Monthly	-	-	3%	3%	3%	3%	3%	0%
Grand Rapids Business Journal	2%	3%	-	2%	2%	3%	2%	1%
Michigan Gardening Magazine	-	2%	2%	2%	2%	2%	2%	0%
Martha Stewart	2%	2%	2%	2%	2%	2%	2%	0%
Simple	1%	2%	-	2%	2%	2%	1%	1%
Michigan Home & Lifestyle (prev. MI Living)	-	-	1%	1%	1%	1%	1%	0%
Women's Lifestyle Magazine	1%	1%	-	1%	1%	1%	1%	0%
West Michigan Woman	1%	1%	-	1%	1%	1%	1%	0%
Cosmopolitan Home Magazine	0%	0%	-	0%	0%	0%	0%	0%
None	67%	60%	57%	61%	60%	67%	57%	10%
Other	16%	15%	17%	16%	16%	17%	15%	3%

2023 Home Shows - Comparison

	Population	345	818	588					
	GRR	WMH	LHG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)	
What social media outlets do you regularly use?									
Facebook	69%	76%	69%	71%	69%	76%	69%	7%	
Instagram	32%	35%	24%	30%	32%	35%	24%	11%	
Pinterest	20%	27%	22%	23%	22%	27%	20%	7%	
TikTok	11%	14%	11%	12%	11%	14%	11%	3%	
Snapchat	10%	15%	9%	12%	10%	15%	9%	6%	
Twitter	12%	10%	10%	11%	10%	12%	10%	2%	
None	21%	17%	24%	21%	21%	24%	17%	7%	
Other	3%	2%	2%	2%	2%	3%	2%	1%	
Do you follow any of our social media accounts?									
Facebook	7%	12%	12%	10%	12%	12%	7%	6%	
Instagram	1%	2%	1%	1%	1%	2%	1%	1%	
I do not follow the show on social	93%	88%	88%	90%	88%	93%	88%	5%	
What streaming music service do you use?									
Spotify	27%	24%	18%	23%	24%	27%	18%	9%	
Pandora	24%	25%	19%	22%	24%	25%	19%	6%	
Sirius	14%	19%	22%	18%	19%	22%	14%	9%	
Amazon	15%	18%	15%	16%	15%	18%	15%	3%	
Apple Music	10%	12%	10%	11%	10%	12%	10%	2%	
iHeart	8%	13%	3%	8%	8%	13%	3%	10%	
Google Music	2%	3%	3%	2%	3%	3%	2%	1%	
Tidal	0%	0%	0%	0%	0%	0%	0%	0%	
Slacker	0%	0%	0%	0%	0%	0%	0%	0%	
I do not use a streaming music service	27%	27%	38%	30%	27%	38%	27%	11%	
Other	4%	4%	4%	4%	4%	4%	4%	0%	
Are you a premium subscriber to the streaming service?									
Yes	36%	35%	37%	36%	36%	37%	35%	2%	
No	64%	65%	63%	64%	64%	65%	63%	2%	

Grand Rapids Remodeling & New Homes Show Patron Survey Results

Population 345 231 175 319 293 189 163 229
2023 2022 2020 2019 2018 2017 2016 2015

Show Specific

What day did you attend the show?

Fri	33%	38%	54%	34%	37%	43%	52%	25%
Sat	50%	48%	34%	50%	44%	26%	38%	51%
Sun	18%	16%	15%	17%	23%	32%	11%	25%

How many hours did you spend at the show?

Average	2.3	2.2	2.5	2.6	2.6	2.5	2.3	2.1
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Did you use the \$2 Dash Parking Lot Area 9 and Trolley?

Yes	6%	-	-	-	-	-	-	-
No	94%	-	-	-	-	-	-	-

How did you hear about the show?

TV	33%	35%	42%	49%	36%	44%	51%	42%
Radio	23%	33%	29%	31%	35%	34%	32%	43%
Facebook (18-22: Social Media)	19%	21%	23%	12%	23%	14%	3%	1%
Billboard	15%	20%	17%	20%	24%	25%	22%	23%
Internet	14%	19%	26%	30%	24%	25%	18%	12%
Friend (prev. Friend or Exhibitor)	13%	9%	14%	6%	11%	6%	10%	12%
Email	8%	12%	19%	12%	13%	14%	15%	4%
Exhibitor	3%	-	-	-	-	-	-	-
Postcard / Direct Mail	3%	2%	3%	6%	2%	2%	2%	2%
Streaming Ad	2%	-	-	-	-	-	-	-
Instagram	2%	-	-	-	-	-	-	-
Posters or Coupons	1%	1%	2%	4%	9%	7%	10%	10%
Magazine	1%	0%	1%	3%	1%	2%	1%	2%
Tik Tok	0%	-	-	-	-	-	-	-
Podcast	0%	-	-	-	-	-	-	-
Other	7%	4%	3%	3%	2%	2%	3%	4%

What features drew you to the show?

General research for possible build/remodel project	49%	41%	49%	44%	50%	47%	-	-
I am a do-it-yourself-er looking for products and ideas	38%	28%	38%	37%	42%	40%	-	-
Looking for builders or remodelers	37%	39%	28%	35%	34%	33%	-	-
Looking for products for our project.	34%	39%	39%	46%	48%	55%	-	-
Interior design ideas and advice	30%	32%	35%	33%	38%	38%	-	-
Looking for a contractor for specific repairs	23%	21%	25%	21%	24%	19%	-	-
I just love the show, come as often as I can	8%	7%	9%	8%	5%	6%	9%	13%
Seminars	7%	4%	5%	5%	7%	10%	6%	12%
Check out the Designer Showcase	5%	3%	5%	3%	6%	6%	-	-
Other, please specify	6%	6%	11%	6%	8%	7%	6%	11%

If you made purchases (non-concessions) at the show, what was the apx. amount you spent?

Under \$100	78%	74%	72%	77%	68%	75%	75%	83%
\$100-\$1000	15%	6%	6%	6%	8%	8%	7%	8%
\$1000-\$5000	1%	5%	6%	6%	12%	6%	13%	2%
\$5000-\$10000	1%	6%	11%	8%	4%	8%	5%	5%
Over \$10000	5%	8%	5%	3%	9%	3%	0%	2%
Percent that made a purchase	44%	42%	37%	31%	39%	53%	46%	41%

Grand Rapids Remodeling & New Homes Show Patron Survey Results

Population 345 231 175 319 293 189 163 229
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Do you expect to purchase products like those displayed in the shows in the next:

Within 6 Months	34%	43%	43%	46%	51%	47%	42%	43%
6 mo. - 1yr	31%	24%	31%	30%	25%	29%	27%	31%
1-2 years	16%	12%	9%	24%	9%	11%	10%	11%
3-5 years	2%	3%	1%	4%	2%	2%	2%	4%
Not Sure	17%	18%	17%	38%	13%	11%	19%	12%

Did you attend a seminar at the show?

Yes	12%	9%	14%	17%	15%	15%	23%	28%
No	88%	91%	86%	84%	85%	85%	77%	72%

Did you enjoy the show?

Yes	80%	75%	81%	84%	79%	75%	77%	60%
No	20%	25%	19%	16%	21%	25%	23%	40%

How would you best describe your experience at the show?

I loved it; would go again	11%	10%	14%	11%	8%	10%	8%	9%
I got many ideas & product info	53%	47%	49%	58%	59%	58%	54%	39%
Didn't have what I was interested in	12%	16%	16%	15%	14%	14%	25%	24%
Didn't like it, A waste of time	10%	14%	10%	6%	8%	18%	14%	28%
Other	15%	13%	12%	10%	11%	-	-	-

Do you plan to attend the show next year?

Yes	72%	65%	78%	71%	71%	74%	69%	44%
No	28%	32%	22%	29%	29%	26%	31%	56%

Industry Specific

Are you planning a new home improvement project?

Yes	71%	72%	75%	76%	76%	81%	82%	81%
No	29%	28%	25%	24%	24%	19%	18%	19%

What type of Home Improvement are you planning?

Kitchen Remodel	43%	47%	44%	47%	50%	46%	46%	44%
Bathroom Makeover	42%	43%	50%	45%	50%	41%	38%	40%
Painting/Redecorating	28%	22%	34%	-	-	-	-	-
Exterior Improvements (Roofing, Siding, Windows)	27%	28%	29%	22%	34%	34%	30%	23%
Basement Remodel	16%	18%	8%	19%	23%	16%	13%	21%
Other Room Make Over	16%	13%	20%	16%	22%	22%	20%	20%
Addition	13%	14%	10%	14%	13%	12%	8%	14%
New Insulation	9%	10%	7%	8%	11%	11%	7%	6%
New HVAC	8%	7%	8%	3%	9%	7%	5%	4%
Solar/Wind Energy	5%	3%	6%	6%	7%	2%	2%	3%
Other, please specify	18%	17%	15%	16%	20%	24%	20%	25%

Are you planning to build a new home?

Yes	20%	20%	18%	18%	19%	18%	16%	20%
No	80%	80%	82%	82%	81%	82%	84%	80%

How soon do you plan to build?

Currently Building	19%	16%	17%	19%	10%	24%	35%	7%
w/in 1 year	47%	47%	50%	43%	54%	32%	35%	51%
1-5 years	32%	37%	27%	31%	31%	44%	27%	38%
6-10 years	0%	0%	7%	7%	4%	0%	4%	4%
more than 10 years	1%	0%	0%	0%	2%	0%	0%	0%

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In the last 5 years have you?

Done a major Home Remodeling Project	-	52%	41%	46%	52%	43%	51%	52%
Done a major Landscape/Garden Project	-	35%	30%	30%	36%	35%	40%	30%
Done a major Interior Design Project	-	26%	25%	24%	25%	21%	24%	29%
Built a New Home	-	2%	8%	4%	3%	3%	1%	1%
None of the Above	-	35%	37%	38%	33%	39%	34%	33%

Demographics

Approximately, what is your family income?

0 - \$40,000	4%	5%	2%	5%	3%	5%	3%	6%
\$40,000 - \$80,000	20%	27%	22%	23%	23%	31%	30%	31%
\$80,000 - \$120,000	29%	24%	34%	35%	40%	39%	41%	35%
\$120,000 - \$160,000	21%	19%	16%	-	-	-	-	-
\$160,000 - \$200,000	11%	11%	15%	-	-	-	-	-
Over \$200,000	15%	14%	11%	38%	34%	26%	26%	29%

How much formal education do you have? (Please check highest completed.)

Some High School	1%	0%	1%	0%	0%	0%	1%	0%
High School Diploma	8%	6%	7%	7%	9%	8%	7%	8%
Some College	10%	12%	11%	12%	10%	19%	9%	13%
Associate Degree or Technical School	12%	16%	14%	15%	19%	17%	14%	15%
Bachelor Degree	38%	47%	33%	38%	35%	37%	40%	39%
Post Graduate Degree	30%	20%	34%	29%	27%	20%	29%	24%

What is your Marital Status

Married Or Living Together	88%	84%	95%	92%	93%	89%	90%	91%
Single	12%	16%	5%	8%	7%	11%	10%	9%

Did you attend the Show with your spouse or significant other?

Yes	84%	79%	86%	85%	-	-	89%	-
No	16%	21%	14%	15%	-	-	11%	-

Do you have any children, under the age of 18, living with you?

Yes	21%	36%	34%	37%	44%	36%	36%	40%
No	79%	64%	66%	63%	56%	64%	64%	60%

How many children live with you?

0 Children	-	64%	66%	63%	56%	64%	64%	60%
1 Child	-	13%	16%	13%	15%	16%	14%	18%
2 Children	-	12%	13%	14%	18%	12%	15%	13%
3 Children	-	6%	3%	7%	6%	6%	6%	5%
4 Children or more	-	4%	2%	3%	4%	3%	2%	4%

Do you own your own home?

Yes	93%	96%	96%	97%	96%	97%	97%	93%
No	7%	4%	4%	3%	4%	3%	3%	7%

Grand Rapids Remodeling & New Homes Show Patron Survey Results

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Please tell us how many people per age bracket were in your group:

# of people in my group under 18	9%	5%	6%	4%	7%	11%	6%	8%
# of people in my group 18-24	2%	1%	1%	3%	3%	2%	3%	2%
# of people in my group 25-34	8%	15%	8%	8%	12%	8%	12%	13%
# of people in my group 35-44	10%	12%	10%	8%	11%	12%	10%	10%
# of people in my group 45-54	20%	24%	19%	19%	21%	17%	23%	22%
# of people in my group 55-64	27%	24%	34%	36%	30%	34%	32%	36%
# of people in my group over 65	23%	20%	23%	21%	16%	16%	14%	9%
Average Age	53	50	53	53	50	52	50	51

Attending groups are, on average, made up of:

Men	48%	47%	50%	48%	50%	48%	49%	51%
Women	52%	53%	50%	52%	50%	52%	51%	49%
Average Group Size	2.1	2.2	2.3	2.2	2.3	2.1	2.2	2.3

What is your main news source?

Internet	45%	46%	41%	35%	42%	37%	36%	38%
TV	38%	35%	42%	52%	43%	50%	50%	47%
Newspaper	5%	2%	5%	3%	3%	3%	4%	5%
Radio	5%	8%	8%	6%	10%	10%	8%	8%
None of the above	7%	8%	5%	4%	2%	1%	1%	2%

Have you seen/visited our website?

Yes	29%	32%	40%	33%	31%	43%	46%	45%
No	71%	68%	60%	67%	69%	57%	54%	56%

How do you receive your Television programming?

Streaming	28%	23%	23%	9%	9%	9%	6%	6%
Comcast Cable	25%	27%	34%	32%	28%	31%	22%	33%
Antenna	11%	14%	10%	10%	10%	12%	8%	9%
YouTube TV	9%	6%	6%	1%	-	-	-	-
Charter Cable	8%	11%	10%	15%	24%	12%	21%	18%
Dish Network	8%	8%	6%	7%	8%	11%	8%	11%
AT & T Uverse	7%	5%	3%	8%	9%	12%	17%	15%
DirecTV	5%	6%	10%	13%	14%	16%	18%	8%
No TV	7%	7%	5%	5%	6%	4%	5%	5%
Other (please specify)	6%	5%	5%	6%	-	-	-	-

Grand Rapids Remodeling & New Homes Show Patron Survey Results

Population 345 231 175 319 293 189 163 229
2023 2022 2020 2019 2018 2017 2016 2015

What radio stations do you listen to regularly?

	2023	2022	2020	2019	2018	2017	2016	2015
WBCT - 93.7 (B93) - Country	22%	24%	13%	13%	24%	21%	16%	19%
WCSG - 91.3 - Family Friendly, Commercial Free	21%	17%	18%	16%	15%	14%	14%	11%
Satellite Radio (XM/Sirius)	17%	17%	22%	17%	22%	20%	20%	17%
WLAV - 96.9 (97 LAV FM) - Classic Rock	17%	14%	17%	14%	12%	13%	13%	18%
WOOD - AM/FM (News Radio 1300AM & 106.9FM)	15%	17%	19%	19%	20%	17%	18%	23%
WBFX - BIG 101.3 Oldies from 60s, 70s & 80s	13%	6%	3%	3%	2%	2%	5%	4%
WGRD - 97.9 - Alternative Rock	12%	9%	6%	5%	10%	6%	8%	6%
STAR- 105.7 (WSRW-FM) - Light Rock	10%	13%	12%	10%	5%	10%	12%	10%
WVGR - 104.1 (Michigan Radio/NPR)	10%	7%	10%	11%	-	-	14%	14%
WJQK - 99.3 (JQ99.3) - Positive Hits	8%	5%	10%	5%	7%	6%	3%	3%
WLHT - 95.7 (W-Lite) - Adult Contemporary	8%	4%	10%	7%	8%	3%	11%	7%
WFGR - 98.7 - Classic Hits	8%	3%	4%	7%	9%	8%	10%	7%
The Q 94.5 - (previously Nash)	7%	6%	2%	3%	5%	7%	4%	3%
WHTS - 105.3 (HOT FM) - Today's Hits	6%	4%	7%	4%	9%	9%	7%	9%
WTRV - 100.5 (The River)	5%	4%	8%	3%	6%	7%	8%	4%
Thunder 107.3 - (previously WBBL-FM Sports)	5%	4%	1%	1%	5%	5%	4%	5%
WSNX - 104.5 - Contemporary Hits	5%	8%	5%	4%	4%	3%	6%	5%
WGVU/NPR - News 88.5 & 95.3 FM	3%	5%	6%	3%	5%	7%	-	-
WYCE - 88.1	3%	5%	4%	-	-	-	-	-
ESPN - 96.1 - Sports	2%	2%	1%	2%	4%	5%	5%	4%
WMRR - Rock 101.7	2%	1%	-	-	-	-	-	-
WMUS - 106.9 (107 The Moose) - Country	2%	2%	1%	2%	2%	4%	3%	1%
104.9FM / 1410AM MAGIC	1%	0%	0%	0%	0%	0%	0%	0%
106.1FM/1340AM THE TICKET	1%	0%	1%	1%	1%	2%	1%	2%
WYGR-AM 1570 (La Furia) - Spanish	1%	0%	0%	0%	0%	0%	0%	0%
WMJH-AM810 (La Poderosa) - Spanish	0%	1%	1%	0%	0%	0%	0%	0%
I don't listen to the radio regularly	14%	13%	13%	14%	-	-	-	-
Other, please specify	10%	13%	11%	13%	16%	17%	12%	12%

What magazine(s) do you read regularly?

	2023	2022	2020	2019	2018	2017	2016	2015
Better Homes & Garden	15%	16%	15%	19%	43%	38%	47%	35%
Grand Rapids Magazine	7%	8%	13%	8%	18%	14%	15%	17%
This Old House	6%	5%	8%	12%	18%	26%	-	-
Grand Rapids Business Journal	2%	3%	9%	4%	8%	13%	10%	11%
Martha Stewart	2%	2%	2%	4%	9%	4%	10%	7%
Simple	1%	2%	1%	4%	16%	9%	14%	9%
West Michigan Woman	1%	1%	-	-	-	-	-	-
Women's Lifestyle Magazine	1%	0%	2%	1%	7%	6%	9%	11%
Cosmopolitan Home Magazine	0%	0%	1%	0%	2%	0%	0%	2%
None	67%	66%	54%	53%	-	-	-	-
Other, please specify	16%	17%	26%	19%	42%	42%	41%	55%

What social media do you use at least once a week?

	2023	2022	2020	2019	2018	2017	2016	2015
Facebook	69%	72%	74%	70%	85%	80%	71%	69%
Instagram	32%	35%	28%	23%	24%	17%	-	-
Pinterest	20%	16%	22%	24%	26%	35%	-	-
Twitter	12%	9%	6%	12%	9%	10%	-	-
TikTok	11%	9%	-	-	-	-	-	-
Snapchat	10%	9%	5%	8%	11%	14%	-	-
Do not use social media	21%	18%	18%	22%	-	-	-	-
Other (please specify)	3%	3%	4%	2%	7%	12%	-	-

Grand Rapids Remodeling & New Homes Show Patron Survey Results

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Do you follow any of our social media accounts? (Formerly just Facebook)

Facebook	7%	6%	13%	4%	12%	10%	-	-
Instagram	1%	-	-	-	-	-	-	-
I don't follow	93%	94%	87%	96%	88%	90%	-	-

What streaming music service do you use?

Spotify	27%	39%	31%	26%	25%	21%	19%	14%
Pandora	24%	36%	45%	63%	74%	76%	91%	95%
Amazon	15%	25%	28%	41%	28%	26%	-	-
Sirius	14%	-	-	-	-	-	-	-
Apple Music	10%	19%	24%	17%	18%	13%	-	-
iHeart	8%	15%	16%	16%	24%	21%	-	-
Google Music	2%	7%	9%	9%	10%	-	-	-
Tidal	0%	0%	0%	0%	-	-	-	-
Slacker	0%	0%	0%	1%	-	-	-	-
I do not use a streaming music service	27%	-	-	-	-	-	-	-
Other	4%	13%	13%	4%	5%	9%	23%	25%

Are you a premium subscriber to the streaming service?

Yes	36%	54%	40%	39%	34%	21%	12%	21%
No	64%	46%	60%	61%	66%	79%	88%	79%

West Michigan Home & Garden Show Patron Survey Results

Population 818 476 228 338 458 367 346 184 264 245
2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

Show Specific

What day did you attend the show?

Thurs	15%	15%	11%	10%	15%	15%	17%	21%	15%	14%
Fri	24%	36%	33%	35%	38%	44%	47%	47%	45%	35%
Sat	48%	35%	36%	43%	39%	30%	30%	24%	33%	35%
Sun	16%	20%	22%	16%	12%	14%	13%	10%	10%	20%

How many hours did you spend at the show?

Average	2.90	2.72	2.95	3.02	3.08	3.02	2.98	2.85	2.98	3.15
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Did you use the \$2 Dash Parking Lot Area 9 and Trolley?

Yes	7%	9%	11%	-	-	-	-	-	-	-
No	93%	91%	89%	-	-	-	-	-	-	-

How did you hear about the show?

TV	34%	42%	50%	51%	41%	47%	46%	48%	51%	51%
Radio	24%	34%	39%	37%	38%	41%	40%	39%	41%	40%
Billboard	21%	21%	21%	31%	37%	39%	36%	44%	32%	29%
Internet	18%	22%	23%	24%	27%	25%	17%	19%	22%	20%
Facebook (18-22: Social Media)	18%	21%	23%	22%	30%	13%	5%	5%	6%	8%
Email Notification	15%	13%	18%	19%	17%	16%	12%	14%	13%	9%
Friend (prev. Friend or Exhibitor)	14%	14%	17%	12%	18%	21%	21%	14%	13%	14%
Postcard / Direct Mail	11%	13%	16%	12%	11%	9%	8%	10%	-	-
Exhibitor	6%	-	-	-	-	-	-	-	-	-
Posters or Coupons	4%	2%	5%	5%	22%	22%	18%	22%	20%	24%
Magazine	2%	2%	4%	5%	7%	10%	6%	3%	8%	6%
Streaming Ad	2%	-	-	-	-	-	-	-	-	-
Instagram	1%	-	-	-	-	-	-	-	-	-
TikTok	0%	-	-	-	-	-	-	-	-	-
Podcast Ad	0%	-	-	-	-	-	-	-	-	-
Other	8%	4%	4%	4%	3%	5%	6%	7%	6%	5%

What drew you to the show?

Gardening advice and ideas	43%	41%	48%	44%	38%	40%	-	-	-	-
Strolling the gardens	33%	30%	39%	43%	39%	38%	47%	53%	49%	53%
Garden & Art Market	33%	31%	30%	35%	32%	35%	34%	35%	31%	35%
Looking for products for our project	29%	37%	36%	31%	35%	37%	-	-	-	-
I just love the show, come as often as I can	26%	25%	29%	29%	27%	28%	33%	32%	34%	40%
General research for build/remodel project	25%	29%	27%	34%	32%	35%	-	-	-	-
Looking for builders or remodelers	23%	26%	20%	21%	25%	19%	-	-	-	-
Interior design ideas and advice	18%	19%	22%	22%	30%	28%	-	-	-	-
Vegetable Gardening Info (frm Veggie Series)	12%	9%	9%	10%	8%	3%	7%	-	-	-
Looking for a landscaper	11%	15%	11%	11%	12%	14%	-	-	-	-
Seminars	8%	9%	10%	9%	11%	10%	7%	9%	8%	13%
Family Day Activities	6%	6%	3%	5%	6%	4%	4%	3%	5%	5%
Great Lakes Floral Expo	4%	2%	4%	4%	4%	5%	5%	4%	3%	5%
Smart Gardening Conference	2%	2%	3%	3%	4%	4%	5%	1%	2%	3%
Other	10%	9%	14%	11%	9%	11%	11%	10%	13%	15%

West Michigan Home & Garden Show Patron Survey Results

Population 818 476 228 338 458 367 346 184 264 245
 2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

When do you expect to purchase products or services like those at the show?

Within 6 Months	33%	39%	32%	35%	39%	36%	42%	36%	37%	42%
6 mo. - 1yr	21%	20%	21%	18%	22%	25%	23%	26%	24%	25%
1-2 years	10%	11%	13%	12%	9%	8%	11%	9%	10%	7%
3-5 years	3%	2%	1%	4%	1%	3%	2%	3%	4%	3%
Not Sure	33%	28%	32%	30%	29%	29%	23%	26%	24%	22%

If you made purchases (non-concessions) at the show, what was the apx. Amount you spent?

Under \$100	73%	76%	71%	78%	68%	73%	71%	77%	79%	77%
\$100-\$1000	17%	14%	20%	14%	16%	17%	19%	11%	13%	16%
\$1000-\$5000	4%	5%	6%	4%	10%	6%	5%	5%	6%	5%
\$5000-\$10000	3%	4%	1%	3%	3%	2%	5%	5%	2%	3%
Over \$10000	3%	1%	3%	1%	2%	2%	0%	2%	0%	0%
Percent that made a purchase	59%	60%	62%	62%	68%	68%	70%	67%	69%	62%

Did you attend a seminar at the show?

Yes	19%	17%	16%	23%	18%	17%	20%	18%	16%	21%
No	81%	83%	84%	77%	82%	83%	80%	82%	84%	79%

Did you enjoy the show?

Yes	90%	85%	94%	90%	91%	95%	94%	90%	89%	91%
No	10%	15%	6%	10%	9%	5%	6%	10%	11%	9%

How would you best describe your experience at the show?

I loved it; would go again	31%	25%	40%	32%	36%	37%	36%	36%	27%	25%
I got many ideas & product info	45%	39%	41%	45%	43%	51%	50%	49%	56%	61%
Didn't have what I was interested in	11%	17%	6%	9%	7%	9%	12%	10%	15%	10%
Didn't like it, won't go again	5%	5%	2%	5%	3%	3%	2%	5%	3%	4%
Other	8%	15%	11%	10%	11%					

Do you plan to attend the show next year?

Yes	86%	82%	87%	86%	87%	88%	83%	79%	78%	83%
No	14%	18%	13%	14%	13%	12%	17%	21%	22%	17%

Industry Specific

Are you planning a new landscaping project?

Yes	37%	41%	43%	41%	45%	39%	52%	41%	47%	50%
No	63%	59%	57%	59%	55%	61%	48%	59%	53%	50%

Are you planning a new home improvement project?

Yes	56%	63%	54%	57%	60%	61%	60%	58%	65%	61%
No	45%	37%	46%	43%	40%	40%	41%	42%	35%	39%

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2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

What type of Home Improvement are you planning?

Exterior Improvements	34%	34%	38%	31%	30%	31%	32%	40%	33%	29%
Bathroom Makeover	34%	30%	29%	30%	38%	35%	34%	32%	34%	33%
Painting / Redecorating	24%	25%	19%	-	-	-	-	-	-	-
Kitchen Remodel	21%	25%	28%	32%	35%	34%	31%	34%	33%	30%
Basement Remodel	14%	13%	12%	12%	16%	13%	14%	9%	14%	12%
Other Room Make Over	10%	10%	15%	15%	20%	20%	20%	21%	22%	17%
New HVAC	8%	4%	7%	6%	6%	4%	6%	5%	4%	5%
Solar/Wind Energy	7%	7%	3%	6%	5%	5%	4%	5%	5%	6%
Addition	7%	6%	3%	4%	6%	7%	4%	10%	9%	7%
New Insulation	6%	7%	3%	6%	5%	7%	7%	5%	11%	7%
Other, Please specify	25%	31%	26%	22%	22%	23%	26%	23%	29%	23%

Are you planning to build a new home?

Yes	7%	6%	4%	6%	5%	5%	5%	4%	6%	6%
No	93%	94%	96%	94%	95%	95%	95%	96%	94%	94%

How soon do you plan to build?

Currently Building	19%	26%	20%	21%	5%	16%	35%	13%	7%	13%
w/in 1 year	43%	30%	40%	26%	50%	16%	41%	38%	40%	13%
1-5 years	34%	37%	30%	47%	41%	53%	24%	38%	47%	67%
6-10 years	4%	4%	10%	5%	0%	11%	0%	13%	0%	0%
more than 10 years	0%	4%	0%	0%	5%	5%	0%	0%	7%	8%

Demographics

What is your approximate annual household income?

0 - \$40,000	7%	5%	12%	10%	13%	16%	12%	11%	16%	20%
\$40,000 - \$80,000	29%	27%	39%	44%	36%	34%	34%	38%	40%	40%
\$80,000 - \$120,000	32%	33%	28%	26%	33%	30%	37%	30%	25%	25%
\$120,000 - \$160,000	16%	19%	7%	-	-	-	-	-	-	-
\$160,000 - 200,000	8%	7%	6%	-	-	-	-	-	-	-
Over \$200,000 (Formerly Over \$120k)	9%	9%	7%	20%	18%	20%	17%	22%	20%	15%

How much formal education do you have? (Please check highest completed.)

Some High School	1%	1%	0%	1%	1%	0%	0%	0%	0%	1%
High School Diploma	12%	10%	11%	10%	10%	14%	11%	10%	11%	10%
Some College	15%	15%	15%	16%	13%	13%	14%	14%	21%	28%
Associate Degree or Technical School	19%	21%	23%	18%	17%	21%	21%	26%	15%	14%
Bachelor Degree	29%	29%	33%	32%	33%	30%	31%	31%	32%	28%
Post Graduate Degree	23%	24%	19%	24%	26%	22%	22%	19%	21%	19%

What is your Marital Status

Married Or Living Together	84%	85%	81%	85%	87%	84%	83%	88%	86%	86%
Single	16%	15%	19%	15%	13%	16%	17%	13%	14%	14%

Did you attend the West Michigan Home & Garden Show with your spouse or significant other?

Yes	75%	79%	73%	-	-	-	-	-	-	-
No	25%	21%	27%	-	-	-	-	-	-	-

Do you have any children, under the age of 18, living with you?

Yes	17%	33%	21%	27%	36%	31%	36%	31%	31%	38%
No	83%	67%	79%	73%	64%	69%	64%	69%	69%	62%

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Do you own your own home?										
Yes	95%	95%	95%	92%	93%	95%	94%	97%	97%	91%
No	5%	5%	5%	8%	7%	5%	6%	3%	3%	9%

Please tell us how many people per age bracket were in your group:										
# of people in my group under 18	10%	11%	6%	8%	8%	9%	8%	9%	-	-
# of people in my group 18-24	4%	5%	4%	2%	4%	3%	2%	2%	12%	2%
# of people in my group 25-34	9%	9%	9%	11%	9%	10%	7%	7%	8%	9%
# of people in my group 35-44	11%	11%	10%	8%	10%	9%	8%	11%	10%	12%
# of people in my group 45-54	16%	15%	12%	19%	21%	16%	16%	18%	21%	26%
# of people in my group 55-64	25%	26%	24%	27%	26%	28%	32%	36%	32%	36%
# of people in my group over 65	25%	24%	36%	26%	21%	26%	27%	17%	18%	15%
Average Age	52	52	54	53	51	53	55	52	49	-

Attending groups are, on average, made up of:										
Men	43%	45%	43%	44%	42%	46%	43%	41%	-	-
Women	57%	55%	57%	56%	58%	54%	57%	59%	-	-
Average Group Size	2.6	2.4	2.3	2.3	2.4	2.4	2.4	2.3	-	2.4

What is your main news source?										
Internet	43%	42%	39%	36%	41%	32%	32%	34%	35%	32%
TV	39%	44%	48%	45%	45%	51%	55%	52%	52%	53%
Radio	8%	7%	8%	13%	8%	11%	9%	9%	9%	11%
Newspaper	3%	2%	3%	3%	3%	5%	4%	3%	4%	3%
None of the above	7%	5%	1%	3%	3%	1%	1%	2%	0%	2%

Have you seen/visited our website?										
Yes	35%	42%	42%	53%	47%	48%	48%	59%	60%	54%
No	65%	58%	58%	47%	53%	52%	52%	42%	40%	46%

How do you receive your Television programming?										
Streaming	26%	25%	13%	14%	12%	4%	7%	1%	3%	-
Comcast Cable	21%	26%	33%	29%	28%	28%	24%	22%	28%	29%
Antenna	15%	12%	17%	15%	11%	7%	8%	7%	5%	9%
AT&T Uverse	15%	5%	8%	12%	9%	13%	13%	15%	16%	15%
Charter Cable	11%	14%	13%	13%	13%	15%	21%	19%	22%	13%
YouTube TV	8%	5%	0%	3%	-	-	-	-	-	-
DirecTV	6%	7%	8%	11%	14%	15%	13%	16%	12%	16%
Dish Network	6%	5%	4%	6%	10%	11%	12%	11%	11%	13%
No TV	8%	4%	3%	6%	7%	4%	5%	9%	4%	5%
Other	5%	6%	7%	2%	3%	5%	-	-	-	-

West Michigan Home & Garden Show Patron Survey Results

	Population	818 2023	476 2022	228 2020	338 2019	458 2018	367 2017	346 2016	184 2015	264 2014	245 2013
What radio stations do you listen to regularly?											
B93 - 93.7 - Country		27%	20%	19%	18%	24%	23%	16%	21%	21%	22%
STAR- 105.7 (WSRW-FM) - Light Rock		17%	8%	13%	11%	6%	13%	11%	13%	17%	13%
91.3 - WCSG - Family Friendly,		16%	12%	13%	13%	18%	17%	18%	20%	14%	14%
WLAV - 96.9 (97 LAV FM) - Classic Rock		15%	17%	16%	9%	11%	12%	13%	10%	12%	10%
WOOD - AM/FM (News Radio 1300 & 106.9)		13%	16%	22%	21%	16%	21%	24%	21%	25%	24%
WGRD - 97.9 - Alternative Rock		11%	10%	6%	4%	7%	8%	4%	5%	7%	4%
Channel 95.7 (W-Lite) - Adult Contemporary		11%	7%	9%	7%	9%	8%	10%	8%	4%	5%
BIG - 101.3 – Oldies From 60s, 70s & 80s		10%	9%	4%	2%	4%	4%	3%	3%	5%	3%
WJQK - 99.3 (JQ99.3) – Christian Radio		9%	7%	6%	6%	7%	6%	4%	6%	5%	4%
WVGR/NPR - 104.1 Michigan Radio		8%	6%	6%	8%	8%		10%	6%	11%	10%
107.3 - Thunder Country		8%	4%	4%	2%	6%	6%	5%	7%	3%	4%
WFGR - 98.7 - Classic Hits		8%	9%	7%	9%	11%	7%	9%	8%	6%	5%
WSNX - 104.5 - Contemporary Hits		6%	8%	4%	3%	5%	5%	3%	3%	4%	4%
WHTS - 105.3 (HOT FM) - Today's Hits		6%	5%	5%	5%	5%	6%	5%	6%	8%	7%
WGVU/NPR - News 88.5 & 95.3FM		5%	3%	4%	6%	2%	4%	-	-	-	-
WTRV - 100.5 (The River)		5%	5%	9%	6%	8%	10%	9%	8%	9%	6%
THE Q 94.5		4%	4%	2%	-	-	-	-	-	-	-
WMRR – Rock 101.7		4%	2%	-	-	-	-	-	-	-	-
WYCE - 88.1		4%	2%	6%	-	-	-	-	-	-	-
WMUS – 107 MUS - Country		3%	3%	2%	1%	5%	2%	3%	5%	3%	2%
ESPN - 96.1 - WMAX		2%	3%	1%	3%	2%	5%	5%	3%	5%	4%
THE TICKET - Sports Talk – 106.1FM/1340AM		1%	1%	1%	1%	3%	3%	4%	2%	6%	5%
WMJH-AM810 (La Poderosa) - Spanish		1%	0%	0%	0%	0%	0%	0%	0%	-	-
MAGIC – 104.9FM / 1410AM		1%	0%	0%	0%	1%	0%	-	-	-	-
WYGR-AM 1570		0%	0%	0%	0%	1%	0%	0%	0%	-	-
Satellite Radio (XM/Sirius)		17%	19%	18%	15%	19%	17%	18%	12%	14%	18%
I don't listen to the radio regularly		16%	12%	11%	12%						
Other, please specify		9%	10%	13%	16%	15%	15%	18%	16%	16%	21%

What magazine(s) do you read regularly?											
Better Homes & Gardens		21%	22%	24%	28%	46%	51%	47%	48%	43%	44%
Birds & Blooms		8%	6%	5%	7%	18%	13%	15%	23%	19%	12%
Grand Rapids Magazine		7%	7%	11%	8%	18%	24%	22%	19%	20%	11%
Grand Rapids Business Journal		3%	4%	2%	4%	7%	7%	6%	6%	7%	3%
Michigan Gardening Magazine		2%	3%	3%	5%	11%	8%	-	-	-	-
Simple		2%	1%	3%	4%	7%	4%	3%	4%	9%	7%
Martha Stewart		2%	4%	6%	4%	7%	6%	2%	11%	11%	3%
Women's Lifestyle Magazine		1%	3%	2%	4%	8%	9%	8%	9%	6%	5%
West Michigan Woman		1%	-	-	-	-	-	-	-	-	-
Cosmopolitan Home Magazine		0%	1%	0%	2%	2%	1%	1%	2%	4%	0%
None		60%	53%	54%	53%						
Other		15%	22%	20%	25%	39%	38%	41%	43%	44%	68%

What social media outlet do you use at least once a week?											
Facebook		76%	73%	71%	69%	88%	89%	71%	70%	68%	70%
Instagram		35%	31%	24%	24%	21%	14%	-	-	-	-
Pinterest		27%	19%	20%	23%	8%	27%	-	-	-	-
Snapchat		15%	10%	10%	8%	11%	9%	-	-	-	-
Tik Tok		14%	12%								
Twitter		10%	5%	5%	9%	25%	7%	-	-	-	-
Do not use social media		17%	19%	23%	21%	-	-	-	-	-	-
Other		2%	3%	0%	2%	9%	7%	-	-	-	-

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2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

Do you follow any of our social media accounts? (Formerly Are you following us on Facebook?)

Facebook	12%	8%	7%	11%	23%	13%	-	-	-	-
Instagram	2%	-	-	-	-	-	-	-	-	-
No	88%	92%	93%	89%	77%	87%	-	-	-	-

What streaming music service do you use?

Pandora	25%	43%	48%	60%	69%	68%	94%	84%	90%	92%
Spotify	24%	38%	26%	27%	24%	21%	13%	20%	19%	12%
Sirius	19%	-	-	-	-	-	-	-	-	-
Amazon	18%	30%	33%	28%	24%	23%	-	-	-	-
iHeart	13%	22%	27%	23%	23%	35%	-	-	-	-
Apple Music	12%	17%	16%	10%	19%	10%	-	-	-	-
Google Music	3%	6%	10%	10%	10%	-	-	-	-	-
Slacker	0%	0%	1%	1%	2%	-	-	-	-	-
Tidal	0%	0%	0%	0%	0%	-	-	-	-	-
I do not use a streaming music service	27%	-	-	-	-	-	-	-	-	-
Other	4%	13%	13%	6%	4%	9%	22%	22%	26%	-

Are you a premium subscriber to the streaming service?

Yes	35%	48%	44%	31%	25%	28%	6%	9%	18%	10%
No	65%	52%	56%	69%	75%	72%	94%	91%	82%	90%

Lansing Home & Garden Show Patron Survey Results

Population 588 844 278 181 282 276 267 196 219
2023 2022 2019 2018 2017 2016 2015 2014 2013

Show Specific

What day(s) did you attend the show?

Thurs	14%	13%	22%	28%	33%	25%	23%	19%	24%
Fri	32%	34%	37%	43%	42%	37%	45%	45%	32%
Sat	38%	36%	35%	22%	19%	25%	25%	28%	33%
Sun	19%	20%	13%	12%	11%	17%	9%	10%	15%

How many hours did you spend at the show?

Average Hours	2.75	2.66	2.68	2.85	2.83	2.63	2.78	2.81	2.78
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Where did you recently see or hear advertising for the show? (Check all that apply)

TV	39%	40%	49%	50%	44%	37%	37%	46%	43%
Postcard/Direct Mail	22%	15%	19%	20%	5%	14%	11%	-	-
Email Notification	21%	11%	13%	24%	16%	13%	19%	25%	11%
Internet	21%	21%	27%	21%	19%	18%	24%	29%	20%
Facebook (18-22: Social Media)	20%	16%	18%	13%	8%	9%	5%	3%	4%
Radio	15%	14%	18%	23%	21%	25%	27%	34%	26%
Billboard	14%	10%	13%	16%	18%	19%	18%	20%	16%
Friend (prev. Friend or Exhibitor)	10%	16%	12%	16%	16%	18%	17%	17%	19%
Posters, Coupons	8%	5%	5%	22%	19%	19%	24%	22%	21%
Exhibitor	5%	-	-	-	-	-	-	-	-
Magazine	3%	3%	6%	4%	5%	5%	4%	7%	4%
Streaming Ad	2%	-	-	-	-	-	-	-	-
Instagram	0%	-	-	-	-	-	-	-	-
TikTok	0%	-	-	-	-	-	-	-	-
Podcast Ad	0%	-	-	-	-	-	-	-	-
Other	9%	8%	7%	7%	6%	4%	6%	3%	13%

What features drew you to the show? (Check all that apply)

Gardening advice and ideas	41%	40%	41%	45%	42%	-	-	-	-
General research for build/remodel project	34%	34%	32%	39%	34%	-	-	-	-
I just love the Show!	33%	30%	34%	43%	37%	38%	37%	35%	51%
Looking for products for our project	33%	33%	36%	40%	40%	-	-	-	-
Strolling the gardens	31%	28%	34%	46%	39%	54%	52%	60%	51%
Looking for builders or remodelers	30%	31%	25%	26%	24%	-	-	-	-
Interior design ideas and advice	22%	23%	23%	25%	25%	-	-	-	-
Looking for a landscaper	16%	16%	13%	15%	14%	-	-	-	-
Standard Flower Show	11%	9%	13%	16%	14%	16%	15%	13%	11%
Family Day Activities	7%	6%	7%	2%	3%	2%	6%	4%	4%
Seminars	6%	6%	10%	6%	11%	12%	14%	8%	4%
Other	12%	9%	13%	13%	14%	12%	11%	10%	11%

When do you expect to purchase products or services like those at the show?

Within 6 months	36%	37%	42%	43%	44%	43%	38%	45%	39%
6mo. - 1 yr	27%	25%	23%	18%	20%	24%	20%	22%	21%
1-2 years	8%	9%	8%	8%	8%	10%	10%	7%	12%
3-5 years	3%	2%	4%	2%	1%	2%	2%	3%	3%
Not Sure	27%	28%	24%	29%	27%	22%	29%	24%	26%

Lansing Home & Garden Show Patron Survey Results

	Population	588	844	278	181	282	276	267	196	219
	2023	2022	2019	2018	2017	2016	2015	2014	2013	
If you made purchases (non-concessions) at the show, what was the apx. Amount you spent?										
Under \$100	72%	69%	69%	73%	72%	69%	75%	80%	79%	
\$100-\$1000	19%	21%	24%	22%	19%	21%	17%	15%	12%	
\$1000-\$5000	4%	5%	5%	2%	8%	7%	6%	3%	5%	
\$5000-\$10000	3%	2%	1%	2%	1%	2%	1%	2%	3%	
Over \$10000	2%	2%	1%	1%	1%	1%	1%	2%	1%	
Made a purchase at the show		62%	62%	72%	74%	-	-	-	-	
Did you attend a Seminar at the show?										
Yes	12%	9%	16%	8%	17%	16%	21%	11%	17%	
No	88%	91%	84%	92%	83%	84%	79%	89%	83%	
Did you enjoy the Lansing Home & Garden Show?										
Yes	95%	93%	95%	95%	94%	96%	95%	94%	92%	
No	5%	7%	5%	5%	6%	4%	5%	6%	8%	
How would you best describe your experience at the show?										
I loved it; I would go again	34%	31%	34%	43%	56%	37%	34%	31%	30%	
I got many ideas	51%	50%	49%	45%	35%	53%	55%	59%	57%	
Didn't have what I was interested in	5%	9%	4%	5%	6%	8%	9%	9%	9%	
Didn't like it, won't go again	3%	3%	2%	2%	3%	2%	2%	1%	4%	
Other	8%	8%	11%	5%	-	-	-	-	-	
Do you plan to attend the show next year?										
Yes	92%	92%	92%	96%	90%	88%	86%	93%	82%	
No	8%	8%	8%	4%	10%	12%	14%	7%	17%	
Industry Specific										
Are you planning a new landscaping project?										
Yes	40%	36%	36%	34%	37%	44%	38%	42%	47%	
No	60%	64%	64%	66%	63%	56%	62%	58%	53%	
Are you planning a new home improvement project?										
Yes	63%	63%	62%	63%	61%	63%	63%	63%	61%	
No	37%	37%	38%	37%	39%	37%	38%	37%	39%	
What type of home improvement are your planning?										
Exterior improvements	36%	36%	28%	28%	33%	18%	21%	22%	-	
Bathroom makeover	33%	27%	7%	41%	35%	14%	14%	12%	-	
Painting / Reecorating	28%	21%	-	-	-	-	-	-	-	
Kitchen remodel	22%	26%	27%	26%	19%	16%	10%	17%	-	
Other room make over	16%	13%	14%	32%	17%	9%	10%	12%	-	
Basement Remodel	13%	12%	7%	10%	11%	6%	7%	7%	-	
New Insulation	10%	6%	5%	8%	6%	3%	2%	4%	-	
Solar/Wind energy	9%	8%	8%	10%	4%	0%	0%	1%	-	
New HVAC	8%	6%	4%	4%	8%	3%	2%	3%	-	
Addition	6%	6%	4%	3%	3%	5%	4%	3%	-	
Other	30%	26%	33%	17%	30%	26%	29%	20%	-	
Are you planning to build a new home?										
Yes	5%	4%	4%	3%	5%	5%	3%	5%	4%	
No	95%	96%	96%	97%	95%	95%	97%	95%	96%	

Lansing Home & Garden Show Patron Survey Results

	Population	588	844	278	181	282	276	267	196	219
	2023	2022	2019	2018	2017	2016	2015	2014	2013	
How soon are you planning to build?										
Currently Building	17%	7%	0%	0%	8%	36%	14%	22%	13%	
w/in 1 year	24%	24%	67%	40%	39%	29%	71%	44%	38%	
1-5 years	59%	59%	33%	60%	54%	36%	14%	22%	50%	
6-10 years	0%	10%	0%	0%	0%	0%	0%	11%	0%	
more than 10 years	0%	0%	0%	0%	0%	0%	0%	0%	0%	

In the last five years have you: (Check all that apply)										
Major Home Remodeling Project?	-	40%	47%	42%	42%	51%	46%	46%	42%	
Major Landscape/Garden Project?	-	33%	32%	36%	30%	32%	34%	43%	32%	
Major Interior Design Project?	-	22%	25%	21%	16%	26%	20%	25%	25%	
Built a new home?	-	4%	3%	1%	3%	5%	2%	6%	4%	
None of the above	-	39%	33%	35%	40%	30%	38%	34%	36%	

Demographics

What is your approximate family income?										
0 - \$40,000	7%	8%	8%	13%	15%	12%	13%	16%	15%	
\$40,000 - \$80,000	27%	27%	39%	39%	36%	36%	37%	41%	37%	
\$80,000 - \$120,000	33%	33%	28%	27%	32%	29%	35%	31%	37%	
\$120,000 - \$160,000	15%	16%	-	-	-	-	-	-	-	
\$160,000 - \$200,000	11%	9%	-	-	-	-	-	-	-	
Over \$200,000	7%	6%	25%	21%	17%	23%	16%	13%	12%	

Check your highest level of Education										
Some High School	1%	1%	0%	0%	0%	0%	0%	0%	1%	
High School Diploma	9%	8%	8%	14%	9%	7%	10%	11%	14%	
Associate Degree or Technical School	13%	14%	14%	19%	15%	11%	10%	16%	10%	
Some College	16%	19%	10%	20%	16%	16%	19%	25%	26%	
Bachelor Degree	32%	33%	35%	22%	32%	34%	32%	26%	28%	
Post Graduate Degree	28%	26%	33%	25%	28%	31%	29%	22%	22%	

What is your Marital Status?										
Married / Living Together	77%	76%	80%	81%	80%	84%	82%	79%	81%	
Single	23%	24%	20%	19%	20%	16%	18%	21%	19%	

Did you attend the Lansing Home & Garden Show with your spouse or significant other?										
Yes	71%	70%	-	-	-	-	-	-	-	
No	29%	30%	-	-	-	-	-	-	-	

Do you have any children, under the age of 18, living with you?										
Yes	15%	26%	22%	18%	24%	24%	21%	30%	29%	
No	85%	74%	78%	82%	76%	76%	79%	70%	71%	

Do you own your own home?										
Yes	96%	95%	97%	96%	98%	96%	96%	94%	98%	
No	4%	5%	3%	4%	3%	4%	5%	6%	3%	

Lansing Home & Garden Show Patron Survey Results

	Population	588	844	278	181	282	276	267	196	219
	2023	2022	2019	2018	2017	2016	2015	2014	2013	
Please tell us how many people per age bracket were in your group:										
# of people in my group under 18	16%	10%	6%	2%	6%	5%	8%	-	-	
# of people in my group age 18-24	6%	3%	2%	1%	1%	2%	0%	3%	1%	
# of people in my group age 25-34	8%	7%	6%	4%	5%	6%	8%	5%	6%	
# of people in my group age 35-44	7%	7%	7%	5%	8%	8%	8%	8%	7%	
# of people in my group age 45-54	11%	12%	10%	12%	14%	14%	12%	17%	24%	
# of people in my group age 55-64	19%	23%	29%	28%	25%	32%	33%	37%	41%	
# of people in my group age over 65	33%	38%	41%	49%	41%	33%	31%	31%	21%	
Average Age	53	56	57	59	57	56	56	55	-	

On average, the groups were made up of:										
Men	40%	42%	44%	39%	40%	40%	43%	-	-	
Women	60%	58%	51%	43%	60%	60%	57%	-	-	
Average number in attending group	2.2	2.2	2.7	2.2	2.2	2.3	2.3	-	2.6	

What is your main news source?										
TV	44%	47%	49%	48%	49%	51%	46%	51%	51%	
Internet	39%	36%	37%	34%	26%	31%	36%	28%	26%	
Radio	7%	6%	5%	5%	9%	6%	8%	10%	12%	
Newspaper	5%	5%	6%	12%	14%	12%	10%	11%	11%	
None of the Above	5%	6%	3%	1%	2%	0%	1%	1%	1%	

Have you seen or visited our website?										
Yes	43%	39%	59%	51%	57%	53%	56%	60%	59%	
No	57%	61%	41%	49%	43%	47%	44%	40%	41%	

Do you have:										
Comcast Cable	26%	29%	31%	15%	31%	36%	31%	34%	36%	
Streaming	24%	23%	13%	15%	5%	-	-	-	-	
Antenna	18%	18%	18%	32%	13%	13%	13%	9%	12%	
Dish Network	9%	10%	11%	2%	16%	16%	19%	23%	21%	
YouTube TV	9%	7%	2%	-	-	-	-	-	-	
DirecTV	8%	10%	18%	7%	17%	17%	13%	15%	16%	
At&T Uverse	3%	4%	6%	24%	10%	11%	16%	9%	6%	
Charter Cable	3%	1%	2%	9%	2%	5%	3%	5%	5%	
No TV	5%	3%	2%	1%	3%	3%	4%	4%	3%	
Other (Please Specify)	7%	7%	6%	7%	10%	-	-	-	-	

Lansing Home & Garden Show Patron Survey Results

	Population	588	844	278	181	282	276	267	196	219
	2023	2022	2019	2018	2017	2016	2015	2014	2013	
What radio stations do you listen to regularly?										
WFMK-FM 99.1	22%	20%	18%	21%	21%	21%	21%	22%	22%	
WITL-FM 100.7 (Today's Best Country)	18%	17%	14%	26%	19%	18%	22%	38%	21%	
WKAR 90.5 (Public Radio/NPR)	16%	17%	25%	23%	24%	20%	19%	20%	28%	
WMMQ-FM 94.9 (Classic Rock)	15%	14%	10%	16%	12%	14%	10%	12%	9%	
WHZZ-FM 101.7 (MIKE)	13%	10%	7%	10%	7%	9%	5%	4%	9%	
WJIM-FM 97.5 (NOW FM)	10%	11%	7%	11%	11%	10%	14%	11%	8%	
WJXQ-FM 106.1 (Q 106)	7%	5%	5%	6%	3%	5%	3%	4%	9%	
WLMI 92.9 (Greatest Hits)	5%	5%	0%	2%	3%	5%	7%	4%	-	
WJIM-AM 1240 (Big Talk)	4%	4%	7%	7%	8%	4%	5%	3%	4%	
WQTX-FM 92.1 (Good Time Oldies)	3%	2%	1%	4%	4%	4%	3%	5%	3%	
WVIC-FM 94.1 (Soft Rock)	3%	2%	3%	2%	3%	3%	1%	1%	4%	
WJZL-FM 92.9 (Smooth Jazz)	2%	1%	2%	1%	2%	1%	2%	2%	4%	
WQHH-FM 96.5 (Power 96.5)	1%	2%	1%	1%	1%	2%	0%	1%	0%	
WLCM 1390 (Victory)	1%	0%	0%	1%	1%	0%	0%	1%	1%	
I do not listen to the radio regularly	22%	15%	-	-	-	-	-	-	-	
Satelite Radio (XM/Sirius)	27%	26%	33%	30%	26%	31%	25%	23%	19%	
Other, please specify	16%	16%	24%	24%	30%	25%	24%	19%	27%	

What magazines do you read regularly?										
Better Homes & Gardens	17%	18%	22%	38%	37%	40%	44%	43%	36%	
Birds & Blooms	8%	9%	11%	19%	19%	20%	15%	26%	20%	
Good Housekeeping	8%	8%	11%	19%	21%	21%	25%	25%	29%	
This Old House	6%	6%	11%	19%	13%	16%	20%	15%	14%	
Michigan Out of Doors	4%	4%	3%	10%	6%	7%	4%	7%	6%	
Michigan Gardener	4%	3%	5%	12%	8%	17%	11%	12%	9%	
Greater Lansing Business Monthly	3%	3%	5%	7%	10%	11%	11%	6%	11%	
Michigan Gardening Magazine	2%	2%	4%	6%	10%	-	-	-	-	
Martha Stewart	2%	4%	3%	6%	9%	10%	9%	7%	7%	
Michigan Home & Lifestyle (prev. MI Living)	1%	4%	1%	5%	6%	9%	11%	9%	6%	
None	57%	56%	43%	-	-	-	-	-	-	
Other	17%	19%	25%	44%	46%	46%	39%	40%	59%	

Which social media do you use at least once a week?										
Facebook	69%	70%	68%	82%	78%	67%	63%	60%	58%	
Instagram	24%	19%	14%	11%	7%	-	-	-	-	
Pinterest	22%	14%	16%	18%	20%	-	-	-	-	
TikTok	11%	11%	-	-	-	-	-	-	-	
Twitter	10%	7%	8%	3%	10%	-	-	-	-	
Snapchat	9%	9%	6%	5%	3%	-	-	-	-	
Do not use social media	24%	24%	25%	-	-	-	-	-	-	
Other (please specify)	2%	2%	2%	15%	16%	-	-	-	-	

Do you follow any of our social media accounts? (Prev. Are you following us on Facebook?)										
Facebook	12%	7%	9%	9%	10%	-	-	-	-	
Instagram	1%	-	-	-	-	-	-	-	-	
I don't follow the LHG on social media	88%	93%	91%	91%	90%	-	-	-	-	

Lansing Home & Garden Show Patron Survey Results

	<i>Population</i>	588	844	278	181	282	276	267	196	219
	2023	2022	2019	2018	2017	2016	2015	2014	2013	
What streaming music service do you use?										
Sirius	22%	-	-	-	-	-	-	-	-	-
Pandora	19%	40%	55%	71%	75%	94%	89%	83%	-	-
Spotify	18%	32%	16%	29%	17%	15%	24%	20%	-	-
Amazon	15%	34%	32%	19%	27%	-	-	-	-	-
Apple Music	10%	22%	20%	6%	19%	-	-	-	-	-
iHeart	3%	9%	14%	15%	18%	-	-	-	-	-
Google Music	3%	6%	6%	12%	-	-	-	-	-	-
Tidal	0%	0%	1%	0%	-	-	-	-	-	-
Slacker	0%	0%	1%	4%	-	-	-	-	-	-
I do not use a streaming music service	38%	-	-	-	-	-	-	-	-	-
Other	4%	15%	8%	10%	14%	34%	27%	-	-	-
Are you a premium subscriber to the streaming service?										
Yes	37%	49%	46%	36%	25%	10%	7%	17%	-	-
No	63%	51%	54%	64%	75%	90%	93%	83%	-	-

Grand Rapids Camper, Travel & RV Show - Patron Survey Results

Population 1322 1061 606 485 754 632 467 429 286 291
 2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

Show Specific

What day(s) did you attend the show?

Thursday	12%	14%	14%	16%	16%	17%	18%	15%	24%	18%
Friday	28%	33%	41%	38%	40%	40%	46%	42%	29%	34%
Saturday	50%	48%	29%	36%	34%	36%	32%	35%	35%	39%
Sunday	14%	15%	20%	14%	13%	11%	7%	9%	14%	11%

Did you buy an all weekend/all show pass?

Yes	4%	8%	3%	4%	2%	-	-	-	-	-
No	96%	92%	97%	96%	98%	-	-	-	-	-

Did you use the Trolley and Dash Lot #9?

Yes	6%	-	-	-	-	-	-	-	-	-
No	94%	-	-	-	-	-	-	-	-	-

How many hours did you spend at the show?

Average Hours	3.4046	3.49	3.41	3.59	3.58	3.57	3.48	3.24	3.31	3.24
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Where did you recently see or hear any advertising about the show?

Facebook (18-22: Social Media)	26%	26%	44%	29%	37%	23%	11%	9%	4%	5%
TV	25%	31%	40%	42%	37%	42%	48%	52%	55%	54%
Internet	23%	28%	31%	38%	34%	32%	38%	37%	38%	43%
Radio	21%	23%	30%	32%	26%	28%	23%	22%	27%	25%
Billboard	17%	15%	18%	21%	18%	19%	17%	21%	18%	25%
Email	17%	19%	24%	26%	26%	22%	-	-	-	-
Friend (prev. Friend or Exhibitor)	12%	13%	9%	8%	12%	12%	10%	11%	10%	16%
Postcard / Direct Mail	8%	8%	14%	9%	-	-	11%	11%	-	-
Exhibitor	3%	-	-	-	-	-	-	-	-	-
Streaming Ad	2%	-	-	-	-	-	-	-	-	-
Newspaper	2%	2%	7%	8%	10%	12%	14%	22%	29%	26%
Posters or Coupons	2%	1%	2%	4%	9%	10%	6%	5%	8%	12%
Instagram	1%	-	-	-	-	-	-	-	-	-
Magazine	1%	1%	0%	1%	1%	1%	2%	1%	3%	4%
TikTok	0%	-	-	-	-	-	-	-	-	-
Podcast Ad	0%	-	-	-	-	-	-	-	-	-
Other	8%	5%	5%	5%	4%	5%	11%	8%	8%	6%

What features drew you to the show?

New RVs & Campers	84%	85%	87%	88%	89%	87%	88%	85%	88%	88%
Campgrounds, RV Parks, Resorts	37%	33%	44%	41%	35%	41%	45%	47%	45%	49%
RV Accessories	31%	31%	36%	32%	30%	31%	33%	34%	34%	40%
I just love the show!	21%	22%	28%	27%	24%	28%	24%	26%	28%	-
Vacation Planning	12%	12%	15%	11%	10%	13%	14%	16%	12%	16%
RV Service Providers	6%	5%	5%	6%	3%	4%	7%	6%	4%	9%
Seminars	4%	4%	5%	6%	4%	5%	4%	6%	6%	9%
Other	5%	5%	6%	5%	3%	4%	4%	5%	3%	4%

Did you or anyone in your attending group buy an RV at the show?

Yes	5%	5%	5%	5%	8%	6%	6%	5%	7%	5%
No	95%	95%	95%	95%	92%	94%	94%	96%	93%	95%

Grand Rapids Camper, Travel & RV Show - Patron Survey Results

Population 1322 1061 606 485 754 632 467 429 286 291
 2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

If yes, what kind?

Travel Trailer	69%	70%	75%	55%	68%	58%	46%	58%	75%	71%
Motor Home	8%	8%	7%	27%	13%	6%	23%	11%	5%	7%
Fifth Wheel	7%	13%	14%	18%	11%	22%	19%	21%	20%	29%
Fold-down Camper	5%	2%	4%	0%	5%	8%	4%	0%	0%	0%
Tear Drop	3%	0%	-	-	-	-	-	-	-	-
Truck Camper	2%	2%	0%	0%	0%	3%	0%	0%	0%	0%
Van Camper	2%	2%	-	-	-	-	-	-	-	-
Park Model or Destination Trailer	2%	0%	0%	0%	0%	0%	0%	5%	0%	0%
Toy Hauler	0%	4%	0%	0%	2%	3%	4%	0%	0%	0%
Other	2%	0%	0%	0%	5%	8%	4%	5%	0%	0%

When do you expect to purchase products or services like those at the show?

Within 6 months	19%	18%	16%	22%	21%	21%	17%	18%	22%	26%
6 Months - 1 Year	13%	13%	15%	15%	14%	16%	17%	15%	14%	14%
1 - 2 Years	14%	14%	17%	17%	16%	15%	16%	15%	14%	14%
3 - 5 Years	8%	9%	10%	8%	10%	10%	7%	10%	8%	10%
Not sure	46%	46%	42%	38%	39%	38%	43%	41%	43%	37%

If you made purchases (non-concessions) at the show, what was the approximate amount you spent?

< \$100	81%	-	-	-	-	-	-	-	-	-
\$100-\$1,000	10%	-	-	-	-	-	-	-	-	-
\$1,000-\$5,000	2%	-	-	-	-	-	-	-	-	-
\$5,000-\$10,000	0%	-	-	-	-	-	-	-	-	-
\$10,000+	7%	-	-	-	-	-	-	-	-	-

Do you plan to camp at any of the campgrounds you met at the show in the next year?

Yes	40%	42%	62%	65%	60%	60%	63%	63%	67%	67%
No	60%	58%	38%	35%	40%	40%	37%	37%	33%	33%

Did you attend a seminar?

Yes	5%	4%	6%	7%	4%	7%	-	-	-	-
No	95%	96%	94%	93%	96%	93%	-	-	-	-

Did you enjoy the Grand Rapids Camper, Travel & RV Show at DeVos Place?

Yes	94%	94%	94%	96%	95%	94%	95%	95%	96%	96%
No	6%	6%	6%	4%	5%	6%	5%	5%	4%	4%

How would you best describe your experience at the show?

I love it; would go again	39%	42%	40%	44%	41%	43%	41%	38%	36%	-
I got many ideas & product information	41%	37%	42%	43%	43%	45%	47%	50%	51%	-
Didn't have what I was interested in	10%	12%	11%	8%	7%	9%	11%	11%	11%	-
Didn't like it, won't go again	2%	1%	2%	1%	0%	3%	2%	2%	2%	-
Other	7%	7%	6%	4%	9%	-	-	-	-	-

Do you plan to attend the show next year?

Yes	87%	88%	89%	89%	87%	87%	90%	82%	87%	83%
No	13%	12%	11%	11%	13%	13%	11%	18%	14%	17%

Industry Specific

Do you own an RV?

Yes	65%	66%	71%	66%	67%	68%	67%	67%	72%	70%
No	35%	34%	29%	34%	33%	32%	33%	33%	29%	30%

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If yes, what kind of RV do you own?

Travel Trailer	58%	54%	54%	46%	50%	50%	52%	46%	42%	43%
Fifth Wheel	22%	24%	31%	26%	27%	26%	24%	25%	29%	31%
Motor Home	13%	11%	11%	17%	15%	15%	18%	20%	19%	15%
Fold-down Camper	4%	5%	3%	8%	6%	7%	8%	7%	7%	12%
Toy Hauler	4%	4%	2%	3%	2%	2%	1%	1%	2%	1%
Tear Drop	2%	-	-	-	-	-	-	-	-	-
Park Model or Destination Trailer	1%	2%	1%	1%	1%	1%	1%	1%	3%	0%
Truck Camper	1%	2%	1%	2%	2%	2%	1%	4%	3%	3%
Van Camper	0%	-	-	-	-	-	-	-	-	-
Other	2%	2%	2%	3%	2%	1%	2%	2%	1%	2%

How many nights do you spend camping annually?

Average number of nights	32	25	29	26	29	26	24	27	27	27
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Do you have a seasonal camping site?

Yes	11%	-	-	-	-	-	-	-	-	-
No	89%	-	-	-	-	-	-	-	-	-

How many RV/Camping trips do you take every year?

None	15%	14%	10%	-	-	-	-	-	-	-
1-2	16%	14%	14%	-	-	-	-	-	-	-
3-4	23%	21%	21%	-	-	-	-	-	-	-
5-6	21%	22%	23%	-	-	-	-	-	-	-
7-8	10%	12%	12%	-	-	-	-	-	-	-
9-10	5%	3%	4%	-	-	-	-	-	-	-
10+	9%	15%	16%	-	-	-	-	-	-	-

How many RV / Camping trips are you planning this year?

Average number of trips	5	5	-	5	6	5	5	5	5	6
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Where are you planning to go on your RV/Camping trips?

Northern Michigan	64%	68%	70%	77%	74%	76%	77%	76%	79%	79%
West Michigan	64%	65%	66%	70%	70%	68%	72%	74%	71%	72%
Upper Peninsula	42%	39%	42%	41%	42%	40%	38%	38%	39%	35%
Mid Michigan	28%	30%	24%	32%	29%	30%	30%	26%	26%	26%
Undecided	16%	10%	11%	15%	12%	14%	12%	14%	10%	-
East Michigan	14%	12%	12%	12%	13%	11%	14%	16%	14%	11%
Western US	12%	15%	13%	27%	27%	24%	24%	23%	20%	20%
Indiana	12%	15%	14%	25%	26%	29%	29%	29%	35%	23%
Ohio	11%	11%	6%	18%	17%	15%	16%	14%	12%	11%
Southeast US	10%	13%	11%	26%	27%	27%	25%	28%	28%	30%
Southwest US	5%	7%	6%	17%	15%	11%	12%	14%	12%	18%
Wisconsin	5%	6%	5%	14%	8%	11%	13%	10%	9%	6%
Northeast US	5%	5%	3%	13%	11%	9%	7%	11%	10%	13%
Canada	3%	2%	5%	8%	5%	10%	8%	8%	8%	12%
Illinois	3%	3%	2%	6%	5%	6%	7%	8%	9%	4%

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When you are Rving, what activities do you participate in?

Hiking / Backpacking	67%	65%	60%	61%	56%	55%	50%	52%	56%	54%
Bicycling	55%	55%	54%	55%	56%	58%	60%	59%	62%	62%
Canoeing / Kayaking	50%	49%	50%	50%	50%	48%	43%	43%	45%	42%
Fishing	39%	40%	40%	40%	40%	45%	47%	46%	47%	51%
Antique Shopping	21%	19%	21%	24%	23%	25%	25%	25%	26%	28%
Bird Watching	16%	15%	16%	16%	14%	13%	15%	16%	17%	17%
Golf	16%	19%	15%	13%	16%	16%	18%	17%	22%	22%
Tailgating	13%	11%	11%	8%	11%	13%	10%	12%	13%	15%
Mushroom Hunting	8%	8%	8%	6%	6%	7%	9%	8%	8%	10%
Geo Caching	7%	8%	7%	8%	7%	6%	7%	9%	11%	6%
Snowmobiling	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%
Other	23%	24%	26%	29%	27%	28%	26%	31%	31%	36%

Demographics

What is your approximate annual household income?

0 - \$40,000	5%	5%	6%	7%	7%	6%	11%	9%	8%	11%
\$40,000 - \$80,000	23%	26%	30%	41%	34%	40%	37%	42%	41%	44%
\$80,000 - \$120,000	37%	33%	36%	30%	36%	36%	30%	32%	38%	32%
\$120,000-\$160,000	18%	17%	15%	-	-	-	-	-	-	-
\$160,000-\$200,000	11%	9%	8%	-	-	-	-	-	-	-
Over \$200,000	8%	10%	5%	21%	23%	19%	22%	16%	14%	13%

Please check your highest level of education:

Some High School	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%
High School Degree or Equivalent	12%	12%	14%	12%	13%	13%	15%	14%	16%	15%
Associate Degree or Technical School	17%	18%	20%	17%	20%	19%	17%	21%	19%	20%
Some College	18%	18%	18%	19%	20%	25%	20%	21%	14%	21%
Bachelor Degree	32%	31%	29%	33%	31%	29%	29%	28%	34%	24%
Post Graduate Degree	20%	21%	19%	18%	15%	14%	18%	16%	17%	20%

What is your marital status?

Married / Living Together	90%	90%	93%	91%	94%	92%	93%	95%	95%	95%
Single	10%	10%	7%	9%	6%	8%	7%	5%	5%	5%

Do you have any children, under the age of 18, living with you?

Yes	26%	43%	39%	36%	41%	42%	34%	36%	42%	43%
No	74%	57%	61%	64%	59%	58%	66%	64%	58%	57%

Do you own your home?

Yes	93%	94%	94%	94%	96%	95%	95%	96%	95%	97%
No	7%	6%	6%	6%	4%	5%	5%	4%	5%	3%

Do you own:

Truck	71%	69%	72%	67%	67%	66%	65%	61%	63%	58%
SUV	54%	54%	55%	55%	52%	51%	49%	48%	49%	50%
Car	35%	38%	42%	46%	47%	46%	52%	53%	59%	50%
Kayak or Canoe	31%	35%	34%	34%	30%	31%	-	-	-	-
Tent	26%	27%	28%	29%	27%	28%	28%	28%	28%	30%
Fishing Boat (changed in 2017)	15%	16%	18%	18%	19%	22%	29%	26%	30%	29%
ATV / Dirt Bike	13%	13%	11%	10%	12%	13%	14%	13%	13%	13%
Van	7%	9%	9%	9%	8%	11%	16%	15%	14%	16%
Vacation Home	6%	7%	8%	8%	9%	8%	9%	6%	11%	6%
Snowmobile	5%	6%	5%	6%	7%	7%	6%	7%	7%	6%

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Please tell us how many people per age bracket were in your group:

# of people in my group under 18	11%	10%	11%	10%	12%	12%	11%	12%	-	-
# of people in my group 18-24	18%	3%	1%	3%	2%	2%	1%	1%	4%	1%
# of people in my group 25-34	6%	8%	10%	9%	10%	7%	6%	8%	9%	8%
# of people in my group 35-44	12%	15%	13%	11%	16%	12%	11%	13%	13%	11%
# of people in my group 45-54	16%	21%	15%	15%	20%	19%	19%	19%	27%	24%
# of people in my group 55-64	24%	28%	31%	31%	36%	30%	35%	30%	35%	41%
# of people in my group over 65	14%	15%	18%	20%	16%	18%	17%	17%	13%	15%
Average Age	46	50	51	52	51	52	53	52	-	-

How many men & women (over the age of 18) were in your group?

Male	49%	50%	50%	51%	49%	49%	50%	49%	51%	55%
Female	51%	50%	50%	49%	51%	51%	50%	51%	49%	45%
Average Group Size	2.6	2.7	2.6	2.6	2.8	2.7	2.6	2.6	2.7	-

What is your main news source?

Internet	51%	52%	45%	41%	40%	41%	31%	31%	30%	26%
TV	38%	35%	43%	47%	50%	49%	58%	60%	58%	62%
Radio	7%	7%	7%	8%	5%	7%	6%	5%	6%	6%
Newspaper	2%	3%	3%	3%	3%	3%	4%	2%	6%	6%
Other	3%	4%	2%	1%	1%	1%	1%	1%	1%	0%

Have you seen / visited our website: www.GrandRapidsRVShow.com or www.ShowSpan.com?

Yes	50%	55%	57%	66%	65%	68%	68%	70%	73%	79%
No	50%	45%	43%	34%	35%	32%	32%	30%	27%	21%

How do you receive your television programming? (Previously "Do you have:")

Streaming	35%	32%	17%	18%	10%	8%	5%	4%	1%	-
Comcast Cable	17%	21%	20%	19%	20%	21%	18%	18%	17%	23%
Antenna	16%	16%	18%	16%	15%	13%	8%	7%	6%	7%
YouTube TV	11%	8%	4%	1%	-	-	-	-	-	-
Charter Cable	11%	12%	16%	17%	20%	19%	16%	16%	23%	20%
Dish Network	8%	8%	13%	11%	13%	14%	16%	16%	15%	20%
DirecTV	7%	8%	11%	17%	19%	19%	22%	22%	21%	15%
AT&T Uverse	3%	4%	5%	7%	7%	8%	10%	13%	8%	7%
No TV	4%	3%	3%	3%	3%	3%	2%	2%	1%	3%
Other, please specify	6%	5%	5%	-	-	-	-	-	-	-

What Rving media do you enjoy?

RV Life	37%	35%	26%	-	-	-	-	-	-	-
I ♥ RVing	31%	19%								
Trailer Life	19%	25%	39%	-	-	-	-	-	-	-
Go RVing Blogs	12%	10%	14%	-	-	-	-	-	-	-
Family RVing	10%	7%	7%	-	-	-	-	-	-	-
Motorhome	8%	6%	10%	-	-	-	-	-	-	-
Workamper News	2%	3%	3%	-	-	-	-	-	-	-
Other (please specify)	30%	31%	31%	-	-	-	-	-	-	-

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What radio stations do you listen to regularly?

B93 - 93.7 - Country	28%	23%	28%	22%	25%	25%	26%	23%	20%	18%
WLAV - 96.9 (97 LAV FM) - Classic Rock	18%	12%	15%	14%	13%	14%	13%	15%	13%	13%
91.3 - WCSG - Family Friendly	17%	18%	15%	15%	12%	14%	14%	13%	16%	11%
STAR- 105.7 (WSRW-FM) - Light Rock	14%	7%	11%	11%	7%	11%	12%	11%	11%	11%
WGRD - 97.9 - Alternative Rock	11%	9%	11%	8%	8%	7%	9%	5%	9%	9%
WOOD - AM/FM (News Radio 1300AM & 106.9FM)	11%	10%	12%	11%	9%	14%	13%	11%	14%	15%
WJQK - 99.3 (JOY99.3) – Christian Radio	10%	6%	7%	8%	7%	8%	3%	6%	5%	4%
BIG 101.3 - Oldies from 60s, 70s & 80s (formerly Channel 95.7 (W-Lite) - Adult Contemporary	10%	6%	4%	3%	5%	6%	5%	5%	7%	6%
Channel 95.7 (W-Lite) - Adult Contemporary	9%	6%	6%	6%	7%	6%	4%	6%	5%	5%
WFGR - 98.7 - Classic Hits	8%	5%	8%	6%	7%	8%	9%	10%	8%	4%
107.3 - Thunder Country	7%	5%	6%	1%	4%	3%	5%	6%	5%	7%
WHTS - 105.3 (HOT FM) - Todays Hits	7%	4%	5%	4%	6%	6%	5%	4%	7%	8%
WSNX - 104.5 - Contemporary Hits	7%	4%	5%	4%	6%	4%	3%	2%	3%	4%
WVGR/NPR - 104.1 Michigan Radio	6%	4%	6%	6%	-	-	7%	9%	10%	10%
THE Q 94.5	5%	3%	3%	4%	6%	5%	7%	5%	8%	8%
WMUS – 107 MUS - Country	5%	2%	3%	3%	4%	5%	2%	8%	4%	4%
ESPN - 96.1 - WMAX	3%	2%	4%	3%	3%	4%	4%	7%	7%	8%
WMRR - Rock 101.7	3%	2%								
WTRV - 100.5 (The River)	3%	2%	4%	6%	5%	5%	5%	6%	8%	6%
WGVU/NPR - News 88.5 & 95.3FM	2%	2%	3%	1%	-	-	-	-	-	-
WYCE - 88.1	2%	2%	2%	3%	-	-	-	-	-	-
THE TICKET - Sports Talk 106.1FM/1340AM	2%	2%	2%	1%	1%	1%	1%	1%	0%	1%
104.9FM / 1410AM MAGIC	1%	0%	0%	0%	-	-	-	-	-	-
WYGR-AM 1570	0%	0%	0%	0%	0%	0%	0%	0%	-	-
WMJH-AM810 (La Poderosa) - Spanish	0%	0%	0%	0%	0%	0%	0%	0%	-	-
Satellite Radio (XM/Sirius)	26%	22%	22%	23%	26%	25%	25%	22%	21%	18%
I don't listen to the radio regularly	16%	17%	11%	10%	-	-	-	-	-	-
Other (please specify)	10%	12%	13%	17%	20%	23%	23%	21%	18%	20%

Do you regularly read a newspaper?

Yes	-	18%	29%	45%	44%	51%	2017-19 are assumed			
No	-	82%	71%	55%	56%	49%	based on the "None"			

Which Social Media do you use at least once a week?

Facebook	81%	80%	84%	76%	87%	85%	74%	71%	73%	70%
Instagram	37%	31%	26%	20%	18%	13%	-	-	-	-
Pinterest	27%	16%	24%	24%	21%	24%	-	-	-	-
TikTok	18%	13%	-	-	-	-	-	-	-	-
Snapchat	17%	13%	9%	10%	11%	7%	-	-	-	-
Twitter	13%	11%	11%	7%	10%	9%	-	-	-	-
Do not use social media	14%	12%	11%	18%	-	-	-	-	-	-
Other (please specify)	1%	3%	2%	2%	10%	11%	-	-	-	-

Do you follow any of our social media accounts? (prev. Are you following us on Facebook?)

Facebook	19%	15%	35%	19%	31%	-	-	-	-	-
Instagram	2%	-	-	-	-	-	-	-	-	-
No	81%	85%	65%	81%	69%	-	-	-	-	-

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What streaming service do you use?

Pandora	31%	48%	51%	53%	66%	67%	92%	91%	91%	-
Amazon	28%	38%	42%	37%	32%	25%	-	-	-	-
Sirius	28%	-	-	-	-	-	-	-	-	-
Spotify	28%	38%	30%	24%	24%	20%	21%	17%	16%	-
Apple Music	16%	23%	18%	16%	14%	16%	-	-	-	-
iHeart	15%	19%	23%	25%	25%	33%	-	-	-	-
Google Music	4%	6%	5%	6%	10%	-	-	-	-	-
Slacker	0%	0%	2%	1%	-	-	-	-	-	-
Tidal	0%	1%	1%	1%	-	-	-	-	-	-
I do not use a streaming music service	19%	-	-	-	-	-	-	-	-	-
Other (please specify)	2%	12%	9%	8%	7%	7%	30%	16%	0%	-

Are you a premium subscriber to the streaming service?

Yes	42%	48%	41%	35%	34%	25%	15%	18%	15%	-
No	58%	52%	59%	65%	66%	75%	85%	82%	85%	-

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Show Specific

What day did you attend the show?

Fri	35%	33%	25%	18%	32%	32%	35%	39%	35%	26%
Sat	52%	51%	54%	50%	47%	39%	45%	28%	46%	47%
Sun	19%	20%	25%	36%	24%	32%	24%	37%	18%	31%

How many hours did you spend at the show?

Average	2.43	2.47	2.35	2.71	2.58	2.62	2.83	2.80	2.70	2.80
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Where did you recently see or hear any advertising for the show (check all that apply)

Email Notification	27%	29%	34%	37%	42%	35%	31%	46%	42%	31%
TV	25%	28%	34%	37%	31%	31%	34%	33%	34%	33%
Internet	24%	32%	35%	37%	34%	30%	29%	40%	42%	31%
Radio	20%	25%	29%	33%	22%	28%	28%	29%	28%	33%
Friend (prev. Friend or Exhibitor)	19%	17%	16%	21%	24%	21%	24%	19%	22%	28%
Facebook (18-22: Social Media)	19%	24%	23%	30%	18%	15%	10%	7%	10%	8%
Billboard	19%	16%	18%	18%	23%	22%	22%	21%	14%	19%
Postcard / Direct Mail	12%	13%	18%	22%	20%	24%	25%	28%	26%	-
Exhibitor	9%	-	-	-	-	-	-	-	-	-
Posters or Coupons	4%	3%	6%	6%	20%	16%	14%	22%	20%	26%
Magazine	2%	1%	2%	2%	2%	2%	3%	3%	2%	6%
Instagram	2%	-	-	-	-	-	-	-	-	-
Streaming Ad	2%	-	-	-	-	-	-	-	-	-
Podcast Ad	0%	-	-	-	-	-	-	-	-	-
TikTok	0%	-	-	-	-	-	-	-	-	-
Other	9%	6%	5%	3%	4%	7%	9%	6%	6%	10%

What drew you to the show?

Golf Equipment/Accessories	75%	76%	72%	75%	77%	75%	72%	81%	74%	63%
Golf Dest / Plan a Trip	47%	50%	57%	48%	48%	53%	54%	56%	60%	48%
Looking for new places to play this season	38%	40%	45%	43%	46%	46%	-	-	-	-
Just love the show	20%	22%	24%	31%	32%	31%	35%	47%	35%	-
Compare prices under one roof	20%	25%	29%	29%	26%	29%	27%	38%	37%	27%
Features/Entertainment	12%	13%	15%	17%	16%	14%	18%	18%	14%	15%
Hands On Golf Instruction	7%	7%	10%	12%	14%	10%	15%	15%	15%	8%
Seminars	4%	4%	9%	6%	7%	6%	13%	10%	8%	8%
Junior Golf Activities (prev. Junior Day)	3%	3%	5%	2%	3%	3%	3%	1%	1%	2%
Ladies Night	2%	3%	5%	3%	5%	4%	7%	8%	4%	6%
Other	8%	8%	10%	9%	6%	8%	11%	9%	12%	10%

Did you use the Trolley and Dash Lot #9?

Yes	5%	6%	4%	-	-	-	-	-	-	-
No	95%	94%	96%	-	-	-	-	-	-	-

If you made purchases (non-concessions) at the show, what was the approximate amount you spent?

< \$100	51%	-	-	-	-	-	-	-	-	-
\$100-\$1,000	48%	-	-	-	-	-	-	-	-	-
\$1,000-\$5,000	2%	-	-	-	-	-	-	-	-	-
\$5,000-\$10,000	0%	-	-	-	-	-	-	-	-	-
\$10,000+	0%	-	-	-	-	-	-	-	-	-
% that made a purchase	81%	-	-	-	-	-	-	-	-	-

Did you attend a Seminar at the show?

Yes	7%	7%	12%	9%	12%	11%	17%	10%	15%	14%
No	93%	93%	88%	91%	88%	89%	83%	90%	85%	65%

West Michigan Golf Show Patron Survey Results

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 2023 2022 2020 2019 2018 2017 2016 2015 2014 2013

Did you enjoy the show?

Yes	84%	83%	60%	91%	89%	92%	90%	89%	91%	92%
No	16%	17%	40%	9%	11%	8%	10%	11%	9%	8%

How would you best describe your experience at the show?

I loved it; would go again	34%	34%	20%	42%	35%	39%	48%	54%	47%	42%
I got many ideas & product info	35%	30%	23%	38%	43%	47%	35%	32%	35%	44%
Didn't have what I was interested in	10%	12%	6%	8%	8%	10%	11%	8%	13%	10%
Didn't like it, won't go again (prev Waste of time)	7%	7%	15%	3%	4%	4%	6%	6%	6%	4%
Other	13%	17%	37%	9%	11%	-	-	-	-	-

Do you plan to attend the show next year?

Yes	91%	92%	91%	92%	94%	95%	94%	85%	84%	89%
No	9%	8%	9%	8%	6%	5%	6%	15%	17%	11%

Industry Specific

Are you planning to buy new golf equipment/accessories this year?

Yes	65%	66%	67%	66%	72%	68%	67%	69%	74%	74%
No	35%	34%	33%	34%	28%	32%	33%	31%	26%	26%

Are you planning a golf vacation this year?

Yes	68%	73%	72%	70%	79%	70%	71%	74%	77%	75%
No	32%	27%	28%	30%	21%	30%	29%	26%	23%	25%

If yes, Where are you planning to go?

Traverse City/Petoskey/Charlevoix	47%	48%	52%	54%	56%	56%	55%	49%	62%	51%
Gaylord	39%	41%	39%	37%	41%	40%	37%	45%	39%	40%
Lakeshore/Manistee	30%	23%	26%	23%	22%	23%	19%	24%	16%	25%
South (KY, TN, AL, NC, SC, GA, FL etc)	27%	26%	24%	19%	23%	26%	26%	21%	28%	29%
U.P.	14%	14%	13%	18%	10%	12%	7%	10%	13%	6%
Southwest MI	13%	11%	13%	14%	11%	16%	11%	12%	14%	13%
Indiana	10%	10%	13%	9%	10%	12%	11%	15%	13%	15%
Central MI (Lansing, Jackson)	7%	7%	7%	8%	7%	9%	6%	11%	3%	5%
West (NM, AZ, CA, CO, NV, UT, WA, etc)	6%	7%	6%	4%	6%	4%	5%	7%	5%	5%
Eastern MI (DTW, Flint, Bay City)	4%	3%	7%	7%	7%	5%	6%	9%	7%	3%
Ohio	3%	4%	2%	2%	2%	2%	3%	3%	2%	1%
East Coast (NY, PA, VA, MA, ME, VT, etc)	2%	2%	2%	4%	3%	2%	3%	6%	1%	2%
Illinois	2%	3%	1%	2%	0%	1%	3%	3%	1%	1%
Other	12%	12%	13%	15%	7%	10%	12%	18%	10%	13%

How many golf vacations do you take each year?

None	21%	20%	19%	23%	14%	22%	20%	19%	14%	17%
1-2	61%	59%	61%	60%	64%	60%	62%	60%	60%	57%
3-4	15%	17%	17%	15%	18%	15%	15%	17%	21%	23%
5-6	2%	2%	2%	2%	3%	4%	2%	2%	3%	2%
7-8	1%	1%	0%	1%	0%	0%	0%	1%	0%	1%
9-10	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
10+	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%

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How many rounds of golf do you play each year?										
0-10	7%	7%	7%	9%	4%	8%	7%	4%	5%	6%
10-20	15%	13%	15%	17%	14%	13%	14%	12%	9%	13%
20-30	21%	24%	21%	20%	21%	25%	20%	17%	20%	18%
30-40	20%	20%	21%	19%	24%	19%	20%	26%	18%	22%
40-60	17%	17%	19%	16%	15%	16%	19%	15%	22%	17%
60+	19%	19%	18%	18%	22%	18%	20%	25%	26%	24%

Do you keep a Handicap?										
Yes	52%	52%	51%	49%	51%	47%	48%	47%	49%	50%
No	48%	48%	49%	51%	49%	53%	52%	53%	51%	50%

Are you a member at a Golf Club?										
Yes	26%	26%	25%	25%	31%	25%	26%	30%	30%	26%
No	74%	74%	75%	75%	69%	75%	74%	70%	70%	74%

What is your average score for 18 holes?										
Under 80	9%	10%	10%	8%	9%	9%	10%	11%	9%	9%
81-90	44%	44%	42%	45%	47%	44%	43%	40%	50%	46%
90-99	36%	35%	35%	34%	33%	35%	37%	39%	29%	34%
100+	11%	11%	13%	13%	11%	11%	10%	10%	13%	11%

How many lessons do you take each year?										
0	73%	74%	75%	80%	75%	75%	72%	71%	73%	70%
1-3	22%	21%	19%	17%	21%	23%	24%	26%	24%	26%
4-6	3%	3%	5%	3%	3%	2%	3%	3%	3%	3%
7-10	0%	2%	1%	1%	1%	0%	1%	1%	1%	0%
11+	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%

On average, how much \$ do you spend on 18 holes w/ cart?										
\$20-\$40	27%	37%	51%	59%	59%	66%	-	-	-	-
\$41-\$60	53%	50%	40%	36%	35%	30%	-	-	-	-
\$61-\$80	15%	11%	7%	4%	4%	4%	-	-	-	-
\$81-\$100	3%	2%	1%	1%	1%	0%	-	-	-	-
\$101+	1%	0%	1%	0%	1%	1%	-	-	-	-

Demographics

What is your approximate annual household income?										
0 - \$40,000	6%	6%	5%	9%	9%	8%	9%	13%	11%	10%
\$40,000 - \$80,000	22%	27%	25%	29%	30%	36%	41%	38%	35%	34%
\$80,000 - \$120,000	28%	30%	38%	36%	30%	34%	29%	34%	34%	38%
\$120,000 - \$160,000	19%	16%	16%	-	-	-	-	-	-	-
\$160,000-\$200,000	10%	9%	8%	-	-	-	-	-	-	-
Over \$200,000 (Formerly \$120k)	15%	11%	8%	27%	30%	23%	20%	16%	21%	18%

Check your highest level of Education										
Some High School	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%
High School Diploma	12%	10%	10%	11%	10%	12%	11%	15%	13%	13%
Associate Degree or Technical School	15%	12%	12%	15%	13%	13%	15%	16%	14%	15%
Some College	17%	21%	23%	20%	21%	24%	20%	20%	22%	22%
Bachelor Degree	37%	37%	34%	34%	37%	33%	36%	29%	29%	34%
Post Graduate Degree	19%	19%	20%	20%	18%	18%	18%	20%	22%	17%

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Are you?

Married / Living Together	81%	79%	84%	81%	83%	81%	82%	80%	84%	83%
Single	19%	21%	16%	19%	17%	20%	18%	20%	16%	17%

Do you have any children, under the age of 18, living with you?

Married / Living Together	25%	33%	37%	40%	34%	40%	33%	32%	35%	35%
Single	75%	67%	63%	60%	66%	60%	67%	68%	65%	65%

Do you own your own home?

Yes	88%	87%	89%	89%	87%	86%	88%	92%	94%	90%
No	12%	13%	11%	11%	13%	15%	12%	9%	7%	10%

Please tell us how any people per age bracket were in your group:

# of people in my group under 18	7%	8%	9%	7%	6%	7%	9%	6%	-	-
# of people in my group 18-24	6%	5%	3%	4%	4%	4%	4%	3%	5%	4%
# of people in my group 25-34	15%	11%	12%	13%	15%	15%	10%	11%	10%	7%
# of people in my group 35-44	14%	11%	16%	14%	12%	13%	8%	10%	14%	11%
# of people in my group 45-54	14%	16%	16%	17%	15%	18%	22%	20%	17%	23%
# of people in my group 55-64	20%	28%	25%	26%	30%	28%	28%	34%	38%	40%
# of people in my group over 65	24%	21%	19%	18%	17%	17%	20%	16%	16%	16%
Average Age of Attendee	49	51	50	49	49	49	51	51	50	-

Attending Groups are, on average, made up of:

Men	78%	76%	75%	76%	78%	78%	74%	74%	75%	-
Women	22%	24%	25%	24%	22%	22%	26%	26%	25%	-
Average Group Size	2.6	2.7	2.8	2.7	2.8	2.8	2.7	2.7	2.7	2.9

What is your main news source?

Internet	54%	54%	51%	43%	45%	40%	37%	34%	36%	29%
TV	35%	35%	37%	4%	45%	47%	52%	52%	51%	57%
Radio	5%	5%	7%	8%	5%	5%	6%	4%	4%	6%
Newspaper	3%	3%	4%	4%	4%	6%	4%	9%	8%	7%
Other	3%	3%	1%	1%	2%	2%	2%	1%	1%	1%

Have you seen or visited our website?

Yes	44%	50%	50%	51%	56%	53%	54%	67%	69%	59%
No	56%	50%	50%	49%	44%	47%	46%	33%	31%	41%

How do you receive your television programming?

Streaming	25%	22%	16%	12%	8%	6%	8%	4%	2%	-
Comcast Cable	23%	27%	26%	30%	28%	29%	29%	26%	26%	29%
YouTubeTV	14%	9%	6%	2%	-	-	-	-	-	-
Charter Cable	14%	15%	16%	20%	20%	22%	22%	22%	25%	22%
DirecTV	8%	10%	11%	13%	21%	20%	13%	18%	13%	17%
Antenna	6%	5%	8%	5%	4%	3%	3%	3%	4%	3%
AT&T Uverse	5%	6%	11%	7%	12%	12%	15%	16%	14%	15%
Dish Network	4%	6%	7%	11%	9%	9%	11%	13%	16%	13%
No TV	5%	3%	3%	2%	2%	1%	4%	2%	2%	1%
Other	5%	6%	5%	4%	-	-	-	-	-	-

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What radio stations do you listen to regularly?

B93 - 93.7 - Country	20%	20%	21%	24%	21%	22%	22%	15%	15%	13%
WLAV - 96.9 (97 LAV FM) - Classic Rock	19%	15%	17%	14%	18%	22%	19%	16%	18%	21%
WGRD - 97.9 - Alternative Rock	15%	10%	12%	13%	11%	13%	11%	10%	5%	9%
ESPN - 96.1 - WMAX	12%	8%	13%	11%	20%	24%	19%	19%	18%	22%
BIG - 101.3 – Oldies From 60s, 70s & 80s	10%	9%	5%	4%	6%	7%	7%	5%	9%	6%
WOOD - AM/FM (News Radio 1300 & 106.9)	9%	11%	12%	9%	14%	10%	12%	12%	13%	15%
91.3 - WCSG - Family Friendly	9%	8%	7%	5%	8%	7%	5%	6%	5%	9%
STAR- 105.7 (WSRW-FM) - Light Rock	7%	5%	6%	7%	2%	8%	8%	9%	7%	8%
107.3 - Thunder Country	6%	5%	6%	5%						
Channel 95.7 (W-Lite) - Adult Contemporary	6%	6%	3%	3%	6%	4%	6%	4%	4%	3%
WFGR - 98.7 - Classic Hits	6%	6%	6%	7%	7%	11%	9%	6%	11%	9%
WSNX - 104.5 - Contemporary Hits	6%	4%	5%	6%	6%	6%	6%	3%	3%	4%
WHTS - 105.3 (HOT FM) - Today's Hits	6%	3%	4%	4%	6%	6%	5%	3%	3%	6%
WVGR/NPR - 104.1 Michigan Radio	6%	3%	5%	2%	-	-	6%	6%	7%	4%
WJQK - 99.3 (JOY99.3) – Christian Radio	5%	4%	3%	3%	5%	3%	2%	1%	3%	2%
THE Q 94.5	4%	2%	4%	1%	5%	7%	4%	3%	6%	5%
WMRR – Rock 101.7	4%	2%	-	-	-	-	-	-	-	-
THE TICKET - Sports Talk – 106.1FM/1340AM	3%	3%	7%	4%	16%	16%	15%	17%	14%	18%
WTRV - 100.5 (The River)	3%	3%	3%	4%	5%	5%	5%	9%	5%	5%
WMUS – 107 MUS - Country	2%	2%	3%	0%	3%	3%	2%	3%	4%	2%
WYCE - 88.1	2%	1%	1%	1%						
WGVU/NPR - News 88.5 & 95.3FM	2%	1%	2%	2%	3%	4%	-	-	-	-
104.9FM / 1410AM MAGIC	1%	0%	0%	0%	0%	0%	0%	0%	-	-
WYGR-AM 1570	0%	0%	0%	0%	0%	0%	0%	0%	-	-
WMJH-AM810 (La Poderosa) - Spanish	0%	0%	0%	0%	0%	0%	0%	0%	-	-
Satellite Radio (XM/Sirius)	25%	25%	26%	28%	29%	-	25%	22%	19%	28%
I don't listen to the radio regularly	21%	19%	13%	10%						
Other (please specify)	9%	9%	13%	14%	16%	28%	20%	24%	25%	17%

Do you regularly read a newspaper?

Yes	-	28%	35%	48%	49%	55%	58%	67%	-	-
No	-	72%	65%	52%	51%	45%	42%	33%	-	-

What golfing media do you enjoy? (prior to 2018 - What golfing magazine(s) do you read regularly?)

Golf Channel Programs	53%	48%	53%	26%	53%	-	-	-	-	-
Golf Digest	50%	52%	62%	62%	70%	63%	59%	71%	74%	87%
Golf Magazine	31%	30%	33%	35%	36%	27%	32%	38%	40%	41%
Golf Channel News	27%	30%	31%	26%	27%	-	-	-	-	-
Michigan Golf Live	24%	18%	15%	16%	13%	-	-	-	-	-
Michigan Golf Journal	18%	19%	16%	8%	4%	-	-	-	-	-
Michigan Links (G.A.M.)	15%	16%	14%	9%	7%	6%	5%	11%	7%	13%
Golf Week	7%	6%	7%	8%	7%	3%	5%	10%	10%	11%
Michigan Golfer Online (No mag in 2018)	4%	3%	5%	4%	1%	5%	7%	8%	9%	11%
Fore Golfers Network	2%	2%	1%	2%	1%	-	-	-	-	-
Global Golf Post	1%	1%	4%	2%	3%	-	-	-	-	-
Other	9%	9%	6%	6%	5%	2%	2%	1%	10%	2%

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What social media outlet do you use at least once a week?

Facebook	63%	65%	66%	67%	80%	70%	65%	63%	56%	68%
Instagram	31%	30%	25%	19%	22%	4%	-	-	-	-
Twitter	17%	18%	16%	12%	10%	5%	-	-	-	-
Snapchat	14%	14%	15%	8%	16%	2%	-	-	-	-
Tik Tok	13%	14%	-	-	-	-	-	-	-	-
Pinterest	7%	8%	9%	9%	17%	2%	-	-	-	-
Do not use social media	25%	22%	23%	26%	-	-	-	-	-	-
Other (please specify)	3%	3%	3%	1%	13%	16%	-	-	-	-

Are you following any of our social media accounts? (prev. are you following us on FB)

Facebook	15%	16%	16%	14%	18%	17%	-	-	-	-
Instagram	2%	-	-	-	-	-	-	-	-	-
No	84%	84%	84%	86%	82%	83%	-	-	-	-

What streaming music service do you use?

Spotify	31%	42%	37%	31%	27%	17%	20%	10%	3%	12%
Pandora	27%	38%	49%	58%	64%	70%	86%	98%	93%	93%
Sirius	23%	-	-	-	-	-	-	-	-	-
Amazon	18%	26%	30%	27%	24%	15%	-	-	-	-
Apple Music	16%	23%	22%	20%	17%	11%	-	-	-	-
iHeart	9%	11%	18%	21%	21%	27%	-	-	-	-
Google Music	2%	3%	5%	5%	9%	-	-	-	-	-
Slacker	0%	0%	1%	2%	-	-	-	-	-	-
Tidal	0%	1%	1%	0%	-	-	-	-	-	-
I do not use a streaming music service	20%	-	-	-	-	-	-	-	-	-
Other	2%	12%	7%	5%	5%	7%	24%	35%	0%	0%

Are you a premium subscriber to the streaming service?

Yes	47%	53%	46%	45%	37%	25%	19%	4%	9%	10%
No	53%	47%	54%	55%	63%	75%	81%	96%	91%	90%