

Patron Survey Comparison Book 2023

TABLE OF CONTENTS

All Shows Comparison

Henri's Shows Comparison Mike's Shows Comparison

Grand Rapids Shows Comparison Detroit Shows Comparison

Sport Shows Comparison

Ultimate Fishing Show Detroit 2013-2023 Outdoorama 2013-2023 Ultimate Sport Show - Grand Rapids 2013-2023

Boat Shows Comparison

Milwaukee Boat Show 2013-2023 Grand Rapids Boat Show 2013-2023

Grand Rapids International Wine, Beer & Food Festival 2012-2022 Michigan International Auto Show 2013-2023

Cottage & Lakefront Living Show - Detroit 2013-2023 Cottage & Lakefront Living Show - Grand Rapids 2013-2023

Home Shows Comparison

Grand Rapids Remodeling & New Homes Show 2015-2023 West Michigan Home & Garden Show 2013-2023 Lansing Home & Garden Show 2013-2023

Grand Rapids Camper, Travel & RV Show 2013-2023 West Michigan Golf Show 2013-2023

				2023 \$	Show S	Season	n Patro	n Surv	ey Cor	nparis	on - Al	I Show	S							
	Population	724 UFD	223 OUT	467 USG	365 MBS	342 GRB	664 GRW	587 MAS	158 CLG	53 CLD	345 GRR	818 WMH	588 LHG	1322 GRV	1109 WMG	555	527	1322	53	12 (RA
w Specific		UFD	001	036	IVIDO	GRD	GRW	IVIAS	CLG	CLD	GKK		LNG	GRV	WING	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RA
lay did you attend the show?																				
Wednesday		-	-	-	10%	11%	-	-	_	_	_	-	-	-	-	10%	10%	11%	10%	
Thursday		26%	20%	20%	6%	9%	-	16%	-	2%	-	15%	14%	12%	-	14%	15%	26%	2%	
Friday		26%	27%	18%	21%	20%	-	24%	43%	51%	33%	24%	32%	28%	35%	29%	27%	51%	18%	
Saturday		42%	41%	54%	48%	52%	-	45%	44%	36%	50%	48%	38%	50%	52%	46%	48%	54%	36%	
Sunday		12%	16%	13%	20%	13%	-	18%	14%	13%	18%	16%	19%	14%	19%	46 % 16%	40 % 16%	20%	12%	
-																				
any hours did you spend at the sh Average Hours	iow?	3.67	2 20	2.45	3.14	2.45	3.73	2.40	2.26	2.65	0.0	2.90	2.75	3.40464	0 4 2	2.07	3.02	3.73	2.30	
Average Hours		3.07	3.29	3.45	3.14	3.15	3.73	2.40	2.36	2.65	2.3	2.90	2.75	3.40404	2.43	2.97	3.02	3.13	2.30	
did you recently see or hear adver	rtising for the			that app																
TV		18%	16%	24%	29%	26%	6%	24%	32%	22%	33%	34%	39%	25%	25%	25%	25%	39%	6%	
Facebook		29%	27%	29%	20%	25%	27%	20%	17%	26%	19%	18%	20%	26%	19%	23%	23%	29%	17%	
Internet		27%	20%	26%	22%	26%	21%	22%	19%	20%	14%	18%	21%	23%	24%	22%	21%	27%	14%	
Email		22%	31%	13%	20%	14%	11%	18%	17%	24%	8%	15%	21%	17%	27%	18%	17%	31%	8%	
Radio		12%	13%	24%	19%	23%	12%	21%	26%	4%	23%	24%	15%	21%	20%	18%	20%	26%	4%	
Friend		15%	9%	20%	13%	16%	31%	19%	11%	4%	13%	14%	10%	12%	19%	15%	14%	31%	4%	
Billboard		10%	9%	16%	9%	19%	14%	16%	13%	10%	15%	21%	14%	17%	19%	14%	15%	21%	9%	
Postcard / Direct Mail		-	-	-	-	-	-	-	-	-	3%	11%	22%	8%	12%	11%	11%	22%	3%	
Exhibitor		6%	4%	5%	10%	10%	3%	5%	3%	2%	3%	6%	5%	3%	9%	5%	5%	10%	2%	
Newspaper		-	- 70	-	-	-	-	-	3%	4%	-	-	-	2%	-	3%	3%	4%	2%	
		- 5%	- 11%	- 5%	- 1%	- 1%	- 3%	- 1%	1%	0%	- 1%	- 2%	- 3%	1%	- 2%	3%	2%	4 // 11%	0%	
Magazine	-																			
Posters, Coupons or Flyers	5	2%	2%	2%	2%	3%	-	-	1%	0%	1%	4%	8%	2%	4%	2%	2%	8%	0%	
Streaming Ad		3%	1%	3%	2%	4%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	4%	1%	
Instagram		2%	1%	2%	1%	1%	4%	2%	0%	0%	2%	1%	0%	1%	2%	1%	1%	4%	0%	
TikTok		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%	
Other		7%	10%	8%	7%	6%	16%	12%	6%	6%	7%	8%	9%	8%	9%	8%	8%	16%	6%	, i
Irew 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%	
do you expect to purchase produc	ts or services	like thos	e at the s	how?																
Within 6 months		-	-	-	24%	22%	-	11%	34%	36%	34%	33%	36%	19%	-	28%	33%	36%	11%	
6mo 1 yr		-	-	-	13%	11%	-	16%	21%	17%	31%	21%	27%	13%	-	19%	17%	31%	11%	
1-2 years		-	-	-	13%	13%	-	19%	10%	9%	16%	10%	8%	14%	-	12%	13%	19%	8%	
3-5 years		-	-	-	5%	5%	-	13%	1%	2%	2%	3%	3%	8%	-	5%	3%	13%	1%	
Not Sure		-	-	-	45%	49%	-	42%	35%	36%	17%	33%	27%	46%	-	37%	36%	49%	17%	
u attend a seminar at the show?																				
Yes		32%	15%	23%	-	-	11%	-	9%	0%	12%	19%	12%	5%	7%	13%	12%	32%	0%	
No		68%	85%	77%	-	-	89%	-	91%	100%	88%	81%	88%	95%	93%	87%	88%	100%	68%	
u opiov the chew?																				
u enjoy the show? Yes		91%	81%	87%	96%	95%	93%	84%	83%	80%	80%	90%	95%	94%	84%	88%	89%	96%	80%	
No		9%	19%	13%	4%	5%	7%	16%	17%	20%	20%	10%	5%	6%	16%	12%	11%	20%	4%	
ould you boot deperties your error	ionoo et the O	hour?																		
ould you best describe your exper	tence at the Si	now? 51%	35%	41%	36%	52%	-	41%	17%	20%	11%	31%	34%	39%	34%	34%	35%	52%	11%	
I loved it, would go again				37%	46%	35%	-	21%	44%	49%	53%	45%	51%	41%	35%	40%	41%	53%	21%	
I loved it, would go again	nation	3.3%	, , , , , , , , , , , , , , , , , , , ,	, 17 /0																
I got ideas & product inform		33% 7%	31% 15%																	
	rested in	33% 7% 4%	15% 8%	10%	12% 2%	8% 2%	-	15% 4%	16% 7%	10%	12% 10%	43 % 11% 5%	5% 3%	10% 2%	10% 7%	40 % 11% 5%	41% 10% 4%	53 % 16% 10%	5% 2%	,

				2023 \$	Show S	Season	Patro	n Surv	ey Cor	nparis	on - Al	I Show	S							
	Population	724	223	467	365	342	664	587	158	53	345	818	588	1322	1109	555	527	1322	53	12
plan to attend the show next year?		UFD	OUT	USG	MBS	GRB	GRW	MAS	CLG	CLD	GRR	WMH	LHG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RAI
Yes		92%	92%	91%	82%	87%	84%	85%	77%	78%	72%	86%	92%	87%	91%	86%	86%	92%	72%	2(
No		8%	8%	9%	18%	13%	16%	15%	23%	22%	28%	14%	8%	13%	9%	14%	14%	28%	8%	2
No		070	070	370	1070	1070	1070	1070	2070	22 /0	2070	14 /0	070	1070	370	1-170	1470	2070	0 /0	2
ographics																				
your approximate household incor	ne?																			
0 - \$40,000		8%	7%	8%	5%	4%	7%	10%	4%	3%	4%	7%	7%	5%	6%	6%	6%	10%	3%	
\$40,000 - \$80,000		21%	18%	25%	13%	16%	26%	26%	21%	10%	20%	29%	27%	23%	22%	21%	21%	29%	10%	1
\$80,000 - \$120,000		30%	30%	32%	19%	25%	25%	29%	20%	23%	29%	32%	33%	37%	28%	28%	29%	37%	19%	1
\$120,000 - \$160,000		19%	24%	19%	24%	21%	19%	14%	18%	13%	21%	16%	15%	18%	19%	19%	19%	24%	13%	1
\$160,000 - \$200,000		10%	12%	8%	16%	10%	10%	7%	16%	13%	11%	8%	11%	11%	10%	11%	10%	16%	7%	
Over \$200,000		13%	9%	8%	24%	25%	14%	13%	21%	37%	15%	9%	7%	8%	15%	15%	13%	37%	7%	3
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%	
High School Diploma		18%	13%	21%	12%	12%	8%	16%	11%	7%	8%	12%	9%	12%	12%	12%	12%	21%	7%	1
Associate Degree or Technic	cal School	21%	25%	19%	16%	13%	14%	14%	13%	11%	10%	15%	13%	17%	15%	15%	14%	25%	10%	1
Some College		20%	18%	22%	14%	20%	15%	16%	14%	18%	12%	19%	16%	18%	17%	17%	18%	22%	12%	· ·
Bachelor Degree		26%	24%	25%	35%	32%	42%	33%	31%	30%	38%	29%	32%	32%	37%	32%	32%	42%	24%	· ·
Post Graduate Degree		14%	21%	12%	22%	22%	21%	19%	30%	34%	30%	23%	28%	20%	19%	23%	22%	34%	12%	2
your Marital Status?																				
Married / Living Together		81%	83%	82%	84%	86%	-	74%	88%	95%	88%	84%	77%	90%	81%	84%	84%	95%	74%	2
Single		19%	17%	18%	16%	14%	-	26%	13%	5%	12%	16%	23%	10%	19%	16%	16%	26%	5%	2
have any children, under the age of	f 18, living wi	th you?																		
Yes		26%	29%	35%	24%	32%	-	34%	14%	16%	21%	17%	15%	26%	88%	29%	26%	88%	14%	7
No		74%	71%	65%	76%	68%	-	66%	86%	84%	79%	83%	85%	74%	12%	71%	74%	86%	12%	7
own your own home?																				
Yes		89%	87%	88%	90%	94%	77%	79%	97%	98%	93%	95%	96%	93%	88%	90%	91%	98%	77%	2
No		11%	13%	13%	10%	6%	23%	21%	3%	2%	7%	5%	4%	7%	12%	10%	9%	23%	2%	2
				-	-	-			-			-								
tell us how many people per age brack Under 18	acket were in	your gr 14%	oup 16%	18%	17%	13%	-	44%	23%	24%	9%	10%	16%	11%	7%	17%	16%	44%	7%	3
18-24 (21-24 for GRW)		10%	7%	8%	9%	9%	22%	35%	19%	24%	2%	4%	6%	18%	6%	13%	9%	44 % 35%	2%	
25-34		12%	10%	14%	8%	11%	44%	42%	18%	20%	8%	9%	8%	6%	15%	16%	12%	44%	6%	
35-44		12%	13%	15%	8%	14%	44%	38%	28%	20%	10%	9% 11%	7%	12%	14%	18%	12%	44 % 43%	7%	
45-54		15%	18%	14%	20%	17%	43%	38%	34%	38%	20%	16%	11%	16%	14%	22%	14%	43 <i>%</i> 42%	11%	
55-64		18%	16%	17%	20%	22%	42 % 31%	39%	53%	64%	20 %	25%	19%	24%	20%	22 %	23%	42 % 64%	16%	
over 65		16%	20%	14%	15%	15%	13%	34%	48%	48%	23%	25%	33%	14%	20 %	28 % 24%	23%	48%	13%	
Average Age		42	49	45	48	47	40	41	56	55	53	52	53	46	49	48	48	-40 % 56	40	
	n of																			
ng Groups are, on average, made u Men	р от:	80%	65%	75%	61%	56%	44%	66%	48%	48%	48%	43%	40%	49%	78%	57%	52%	80%	40%	3
Women		20%	35%	25%	39%	44%	56%	34%	52%	52%	52%	57%	60%	51%	22%	43%	48%	60%	20%	
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	
vour main nowe cource?		56%	50%	53%	38%	56%	-	-	48%	44%	45%	43%	39%	51%	54%	48%	49%	56%	38%	
your main news source? Internet												39%	44%	38%	35%	39%	38%			
		33%	36%	35%	48%	34%	-	-	38%	49%	38%	3970	44 /0	3070	3370	3970	30%	49%	33%	
Internet			<mark>36%</mark> 8%	35% 6%	48% 7%	34% 8%	-	-	<u>38%</u> 7%	49% 2%	5%	8%	7%	7%	5%	6%	30% 7%	49% 8%	33% 2%	
Internet TV		33%						-												

			2023 \$	Show S	Seasor	n Patro	n Surv	ey Cor	nparis	on - Al	I Show	s							
Populat	ion 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
lave 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%
low 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%
	• • •				• • •		• • •	• • •		• • •			• • •						
Vhat streaming music service do you use?		• 101				1001	1001				• • • • •			• 4.04					
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 servic		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%
re you a premium subscriber to the streaming ser	vice?																		
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%
								02/0		• • • •								,.	
Vhat 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%
o you follow any of our social media accounts?																			
Facbeook	19%	21%	21%	12%	17%	25%	14%	9%	13%	7%	12%	12%	19%	15%	15%	14%	25%	7%	19%
Instagram	4%	3%	3%	12%	3%	25% 7%	4%	9% 2%	3%	1%	2%	12%	2%	2%	3%	2%	25% 7%	1%	6%
-																			93%
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%	

	Population 724	223	467	365	342	664	587	626	626	664	587	77
	UFD	OUT	USG	MBS	GRB	GRW	MAS	(AVG)		(HIGH)	(LOW)	(RAN
ow Specific												
t day did you attend the sho	w?											
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%
many hours did you spend												
Average Hours	3.67	3.29	3.45	3.14	3.15	3.73	2.40	3.26	3.29	3.73	2.40	1.3
re did you recently see or h				all that ap								
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
ou expect to purchase prod	ucts like those disp	layed in tl	ne shows	in the ne	xt:							
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%
you attend a seminar at the s	show?											
Yes	32%	15%	23%	-	-	11%	-	20%	19%	32%	11%	20
No	68%	85%	77%	-	-	89%	-	80%	81%	89%	68%	20
/ou enjoy the show?												
Yes	91%	81%	87%	96%	95%	93%	84%	90%	91%	96%	81%	16
	9%	19%	13%	4%	5%	7%	16%	10%	9%		age 45⁄o f 1	

Population	724 UFD	223 OUT	467 USG	365 MBS	342 GRB	664 GRW	587 MAS	626 (AVG)	626 [MEDIAN]	664 (HIGH)	587 (LOW)	77 (RANGE
w would you best describe your experier	aco at tho	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%	42 % 34%	34%	46%	21%	24%
Didn't have what I was interested in	7%	15%	10%	12%	8%	-	15%	11%	11%	40 <i>%</i> 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%
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%
emographics												
proximately, 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%
w much formal education do you have?	•											
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%
nat 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%
you have any children, under the age of				0.40/	0.0%		0.49/	000/	0.001/	0.5%	0.40/	4.4.04
Yes	26%	29%	35%	24%	32%	-	34%	30%	30%	35%	24%	11%
No	74%	71%	65%	76%	68%	-	66%	70%	70%	76%	65%	11%
you own your own home?	000/	070/	000/	00%	0.49/	770/	70%	0.00/	000/	0.49/	770/	4-00/
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%

		24 F D	223 OUT	467 USG	365 MBS	342 GRB	664 GRW	587 MAS	626 (AVG)	626 (MEDIAN)	664 (HIGH)	587 (LOW)	77 (RANGE)
Vhat other activities do you part	icipate in?						•		((()	(
Fishing			84%	96%	61%	59%	-	-	80%	84%	99%	59%	40%
Boating	76	6%	59%	72%	81%	78%	-	-	73%	76%	81%	59%	21%
Swimming		-	-	-	63%	58%	-	-	60%	60%	63%	58%	5%
Shooting		2%	69%	58%	-	-	-	-	60%	58%	69%	52%	17%
Hunting		3%	74%	69%	29%	27%	-	-	50%	53%	74%	27%	47%
Canoeing / Kayaking	42	2%	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		9%	31%	51%	-	-	-	-	44%	49%	51%	31%	20%
Hiking / Backpacking		1%	51%	44%	42%	38%	-	-	41%	42%	51%	31%	20%
RV Camping	26	6%	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	2%	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									_				
Under 18		1%	16%	18%	17%	13%	-	44%	20%	16%	44%	13%	31%
18-24 (21-24 for GRW))%	7%	8%	9%	9%	22%	35%	14%	9%	35%	7%	29%
25-34	12	2%	10%	14%	8%	11%	44%	42%	20%	12%	44%	8%	36%
35-44	14	1%	13%	15%	8%	14%	43%	38%	21%	14%	43%	8%	35%
45-54	15	5%	18%	14%	20%	17%	42%	38%	23%	18%	42%	14%	28%
55-64	18	3%	16%	17%	23%	22%	31%	39%	24%	22%	39%	16%	23%
over 65	16	6%	20%	14%	15%	15%	13%	34%	18%	15%	34%	13%	22%
Average Age	4	2	49	45	48	47	40	41	45	45	49	40	9
Attending Groups are, on averag	je, made up <u>of:</u>												
Men)%	65%	75%	61%	56%	44%	66%	64%	65%	80%	44%	36%
Women)%	35%	25%	39%	44%	56%	34%	36%	35%	56%	20%	36%
Average Group Size		.5	2.4	2.6	2.5	3.0	4.0	2.6	2.79	2.60	3.99	2.40	1.59

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

56%

60%

60%

48%

57%

No

12%

56%

_

57%

60%

	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)
Which social media outlets do y	ou use regula	arly?											
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 acc	ounts?											
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%

Population		818 WMH	588 L HG	53 CLD	158 CLG	1322 GRV	1109 WMG	628 (AVG)	588 (MEDIAN)	1322 (HIGH)	53 (LOW)	1269 (RANGE)
ow Specific									(,		()	
t day did you attend the show?												
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%
many hours did you spend at the show?												
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
re did you recently see or hear advertising	for the	show	? (Ch	eck all	that a	oply)						
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%
ou expect to purchase products like those	displa	yed in [•]	the sh	ows in	the ne	ext:						
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%
you attend a seminar at the show?												
Yes	12%	19%	12%	0%	9%	5%	7%	9%	9%	19%	0%	19%
No	000/	040/	000/	100%	040/	050/	93%	91%	91%	100%	81%	19%

	Population 34		3 588 H LHG	53 CLD	158 CLG	1322 GRV	1109 WMG	628 (AVG)	588 (MEDIAN)	1322 (HIGH)	53 (LOW)	1269 (RANGE)
Did you enjoy the show?					ULU	OIT	WING	(AVC)			(2011)	
Yes	809	6 909	6 95%	80%	83%	94%	84%	87%	84%	95%	80%	15%
No	200	6 109	6 5%	20%	17%	6%	16%	13%	16%	20%	5%	15%
How would you best describe your	experience at th	e Shov	/?									
l loved it, would go again	119	6 319	6 34%	20%	17%	39%	34%	27%	31%	39%	11%	29%
I got ideas & product informati	on 539	6 459	6 51%	49%	44%	41%	35%	45%	45%	53%	35%	17%
Didn't have what I was interes	ted in 12 ^o	6 119	6 5%	10%	16%	10%	10%	11%	10%	16%	5%	11%
Didn't like it, won't go again	109	6 5%	3%	10%	7%	2%	7%	6%	7%	10%	2%	8%
Other	159	6 8%	8%	12%	16%	7%	13%	11%	12%	16%	7%	9%
Do you plan to attend the show nex	t year?											
Yes	729	6 869	6 92%	78%	77%	87%	91%	83%	86%	92%	72%	20%
No	289	6 149	% <u>8</u> %	22%	23%	13%	9%	17%	14%	28%	8%	20%
Demographics												
Approximately, what is your family	income?											
0 - \$40,000	4%	5 7%	7%	3%	4%	5%	6%	5%	5%	7%	3%	4%
\$40,000 - \$80,000	200			10%	21%	23%	22%	22%	22%	29%	10%	19%
\$80,000 - \$120,000	299			23%	20%	37%	28%	29%	29%	37%	20%	17%
\$120,000 - \$160,000	219			13%	18%	18%	19%	17%	18%	21%	13%	8%
\$160,000 - \$200,000	119			13%	16%	11%	10%	11%	11%	16%	8%	9%
Over \$200,000	159			37%	21%	8%	15%	16%	15%	37%	7%	30%
How much formal education do you	have? (Please o	heck l	iahest	comple	eted.)							
Some High School	19			0%	1%	1%	1%	1%	1%	1%	0%	1%
High School Diploma	8%			7%	11%	12%	12%	10%	11%	12%	7%	6%
Associate Degree or Technica				11%	13%	17%	15%	14%	13%	17%	10%	7%
Some College	120			18%	14%	18%	17%	16%	17%	19%	12%	7%
Bachelor Degree	389			30%	31%	32%	37%	33%	32%	38%	29%	10%
Post Graduate Degree	309			34%	30%	20%	19%	26%	28%	34%	19%	15%
What is your Marital Status?												
Married / Living Together	880	6 849	6 77%	95%	88%	90%	81%	86%	88%	95%	77%	18%
Single	120			5%	13%	10%	19%	14%	13%	23%	5%	18%
Do you have any children, under the	e age of 18. livin	a with	vou?									
Yes	219			16%	14%	26%	88%	28%	17%	88%	14%	74%
No	799		-			74%	12%	72%	83%	86%	12%	74%

	Denvilation	245	040	500	50	150	4000	1100	600	500	1000	50	1060
	Population	345	818	588	53	158 CLG	1322 CDV	1109	628	588	1322	53	1269 (DANOE)
Do you own your own home?		GRR	WMH	LHG	CLD	CLG	GRV	WMG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
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%
110		1 /0	570	4 /0	2 /0	J /0	1 /0	1270	0 /0	J /0	12 /0	2 /0	10 /0
Please tell us how many people per	age bracket	were	in you	r grou	0								
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
0 0													
Attending Groups are, on average, r	nade 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	programmin		260/	240/	200/	27%	250/	250/	200/	37 0/	250/	2.40/	400/
Streaming		28%	26%	24%	30%		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%
		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% 0%	8%	0%	8%
Other		6%	5%	7%	10%	3%	6%	5%	6%	6%	10%	3%	7%

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)

Facebook	69%	76%	69%	78%	77%	81%	63%	73%	76%	81%	63%	
Instagram	32%	35%	24%	28%	31%	37%	31%	31%	31%	37%	24%	
LinkedIn	-		-	23%	20%	-	-	21%	21%	23%	20%	
Pinterest	20%	27%	22%	13%	16%	27%	7%	19%	20%	27%	7%	
TikTok	11%	14%	11%	10%	7%	18%	13%	12%	11%	18%	7%	
Twitter	12%	10%	10%	8%	9%	13%	17%	11%	10%	17%	8%	
Snapchat	10%	15%	9%	3%	4%	17%	14%	10%	10%	17%	3%	
None	21%	17%	24%	15%	15%	14%	25%	19%	17%	25%	14%	
Other	3%	2%	2%	3%	1%	1%	3%	2%	2%	3%	1%	
				• • •								
I follow any of our social media account	s?											
Facbeook	7%	12%	12%	13%	9%	19%	15%	12%	12%	19%	7%	
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%	
streaming music service do you use?												
Pandora	24%	25%	19%	35%	37%	31%	27%	28%	27%	37%	19%	
	27%	24%	18%	29%	34%	28%	31%	27%	28%	34%	18%	
Pandora Spotify Amazon	<mark>27%</mark> 15%	24% 18%	<mark>18%</mark> 15%			28% 28%	<mark>31%</mark> 18%	27% 22%	28% 18%	34% 32%	18% 15%	
Pandora Spotify Amazon Sirius	27% 15% 14%	24% 18% 19%	18% 15% 22%	29% 32% -	34% 29% -	28% 28% 28%	31% 18% 23%	27%	28% 18% 22%	34% 32% 28%	18% 15% 14%	
Pandora Spotify Amazon	27% 15% 14% 10%	24% 18% 19% 12%	18% 15% 22% 10%	29% 32% - 18%	34% 29% - 15%	28% 28% 28% 16%	31% 18% 23% 16%	27% 22% 21% 14%	28% 18% 22% 15%	34% 32% 28% 18%	18% 15% 14% 10%	
Pandora Spotify Amazon Sirius Apple Music iHeart	27% 15% 14%	24% 18% 19%	18% 15% 22%	29% 32% - 18% 3%	34% 29% - 15% 17%	28% 28% 28%	31% 18% 23%	27% 22% 21% 14% 10%	28% 18% 22% 15% 9%	34% 32% 28% 18% 17%	18% 15% 14% 10% 3%	
Pandora Spotify Amazon Sirius Apple Music	27% 15% 14% 10% 8%	24% 18% 19% 12% 13%	18% 15% 22% 10% 3%	29% 32% - 18% 3% 9%	34% 29% - 15% 17% 8%	28% 28% 28% 16% 15%	31% 18% 23% 16% 9%	27% 22% 21% 14% 10% 8%	28% 18% 22% 15% 9% 8%	34% 32% 28% 18% 17% 9%	18% 15% 14% 10% 3% 8%	
Pandora Spotify Amazon Sirius Apple Music iHeart	27% 15% 14% 10%	24% 18% 19% 12% 13% - 3%	18% 15% 22% 10% 3% -	29% 32% - 18% 3% 9% 3%	34% 29% 15% 17% 8% 2%	28% 28% 28% 16% 15%	31% 18% 23% 16% 9%	27% 22% 21% 14% 10% 8% 3%	28% 18% 22% 15% 9%	34% 32% 28% 18% 17% 9% 4%	18% 15% 14% 10% 3%	
Pandora Spotify Amazon Sirius Apple Music iHeart YouTube Music	27% 15% 14% 10% 8% - 2% 0%	24% 18% 19% 12% 13% - 3% 0%	18% 15% 22% 10% 3% - 3% 0%	29% 32% 18% 3% 9% 3% 0%	34% 29% 15% 17% 8% 2% 2%	28% 28% 28% 16% 15% - 4% 0%	31% 18% 23% 16% 9% - 2% 0%	27% 22% 21% 14% 10% 8% 3% 0%	28% 18% 22% 15% 9% 8%	34% 32% 28% 18% 17% 9% 4% 2%	18% 15% 14% 10% 3% 8%	
Pandora Spotify Amazon Sirius Apple Music iHeart YouTube Music Google Music Slacker Tidal	27% 15% 14% 10% 8% - 2% 0% 0%	24% 18% 19% 12% 13% - 3% 0% 0%	18% 15% 22% 10% 3% - 3% 0% 0%	29% 32% - 18% 3% 9% 3%	34% 29% 15% 17% 8% 2%	28% 28% 28% 16% 15% - 4% 0%	31% 18% 23% 16% 9% - 2% 0% 0%	27% 22% 21% 14% 10% 8% 3% 0% 0%	28% 18% 22% 15% 9% 8% 3% 0% 0%	34% 32% 28% 18% 17% 9% 4% 2% 0%	18% 15% 14% 10% 3% 8% 2% 0% 0%	
Pandora Spotify Amazon Sirius Apple Music iHeart YouTube Music Google Music Slacker	27% 15% 14% 10% 8% - 2% 0% 0% 2%	24% 18% 19% 12% 13% - 3% 0% 0% 27%	18% 15% 22% 10% 3% - 3% 0% 0% 38%	29% 32% 18% 3% 9% 3% 0% 0%	34% 29% 15% 17% 8% 2% 2% 0%	28% 28% 16% 15% - 4% 0% 0% 19%	31% 18% 23% 16% 9% - 2% 0% 0% 20%	27% 22% 21% 14% 10% 8% 3% 0% 0% 26%	28% 18% 22% 15% 9% 8% 3% 0% 0% 0% 27%	34% 32% 28% 18% 17% 9% 4% 2% 0% 38%	18% 15% 14% 10% 3% 8% 2% 0% 0% 0% 19%	
Pandora Spotify Amazon Sirius Apple Music iHeart YouTube Music Google Music Slacker Tidal	27% 15% 14% 10% 8% - 2% 0% 0%	24% 18% 19% 12% 13% - 3% 0% 0%	18% 15% 22% 10% 3% - 3% 0% 0%	29% 32% 18% 3% 9% 3% 0% 0%	34% 29% 15% 17% 8% 2% 2% 2% 0%	28% 28% 28% 16% 15% - 4% 0%	31% 18% 23% 16% 9% - 2% 0% 0%	27% 22% 21% 14% 10% 8% 3% 0% 0%	28% 18% 22% 15% 9% 8% 3% 0% 0%	34% 32% 28% 18% 17% 9% 4% 2% 0%	18% 15% 14% 10% 3% 8% 2% 0% 0%	
Pandora Spotify Amazon Sirius Apple Music iHeart YouTube Music Google Music Slacker Tidal I do not use a streaming music service Other	27% 15% 14% 10% 8% - 2% 0% 0% 27% 4%	24% 18% 19% 12% 13% - 3% 0% 0% 27% 4%	18% 15% 22% 10% 3% - 3% 0% 0% 38%	29% 32% 18% 3% 9% 3% 0% 0%	34% 29% 15% 17% 8% 2% 2% 0%	28% 28% 16% 15% - 4% 0% 0% 19%	31% 18% 23% 16% 9% - 2% 0% 0% 20%	27% 22% 21% 14% 10% 8% 3% 0% 0% 26%	28% 18% 22% 15% 9% 8% 3% 0% 0% 0% 27%	34% 32% 28% 18% 17% 9% 4% 2% 0% 38%	18% 15% 14% 10% 3% 8% 2% 0% 0% 0% 19%	
Pandora Spotify Amazon Sirius Apple Music iHeart YouTube Music Google Music Slacker Tidal I do not use a streaming music service	27% 15% 14% 10% 8% - 2% 0% 0% 27% 4%	24% 18% 19% 12% 13% - 3% 0% 0% 27% 4%	18% 15% 22% 10% 3% - 3% 0% 0% 38%	29% 32% 18% 3% 9% 3% 0% 0%	34% 29% 15% 17% 8% 2% 2% 0%	28% 28% 16% 15% - 4% 0% 0% 19%	31% 18% 23% 16% 9% - 2% 0% 0% 20%	27% 22% 21% 14% 10% 8% 3% 0% 0% 26%	28% 18% 22% 15% 9% 8% 3% 0% 0% 0% 27%	34% 32% 28% 18% 17% 9% 4% 2% 0% 38%	18% 15% 14% 10% 3% 8% 2% 0% 0% 0% 19%	

	Population	664	345	1322	587	1109	342	818	- 467	158	741	664	1322	342	980
	ropulation	664 GRW	GRR	GRV	587 MAS	WMG	342 GRB	878 WMH	467 USG	CLG		(MEDIAN)	(HIGH)	342 (LOW)	(RANGE
ow Specific			SIN		MAU				500	220	(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		(men)	(2011)	
at 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%
<i>r</i> many hours did you spend at the sho	w?														
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
ere did you recently see or hear adverti	ising for the show?(Check all	l that app	ly)											
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%	3 % 4%	1%	3%
		1%	2%	2%	- 1%	2%	4%	2%	3%	1%	2 %	2 /o 2%	4 % 4%	1%	3 % 2%
Streaming Ad															
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%
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%
you expect to purchase products like the	hose displayed in the	shows i													
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			4 = 0 (46%	400/		49%	33%	-	35%	37%	38%	49%	17%	32%
		-	17%	40%	42%	-	4370								
you attend a seminar at the show?					42%		4370								
you attend a seminar at the show? Yes		11%	12%	5%	42%	7%	-	19%	23%	9%	12%	11%	23%	5%	18%
you attend a seminar at the show?									23% 77%		12% 88%	11% 89%	23% 95%	5% 77%	18% 18%
you attend a seminar at the show? Yes No you enjoy the show?		11% 89%	12% 88%	5% 95%	:	7% 93%	-	19% 81%	77%	9% 91%	88%	89%	95%	77%	18%
you attend a seminar at the show? Yes No you enjoy the show? Yes		11% 89% 93%	12% 88% 80%	5% 95% 94%	- - 84%	7% 93% 84%	- - 95%	19% 81% 90%	77% 87%	9% 91% 83%	88% 88%				
you attend a seminar at the show? Yes No you enjoy the show?		11% 89%	12% 88%	5% 95%	:	7% 93%	-	19% 81%	77%	9% 91%	88%	89%	95%	77%	18%
you attend a seminar at the show? Yes No you enjoy the show? Yes No	ence at the Show?	11% 89% 93%	12% 88% 80% 20%	5% 95% 94% 6%	- - 84% 16%	7% 93% 84% 16%	- - 95% 5%	19% 81% 90% 10%	77% 87% 13%	9% 91% 83% 17%	88% 88% 12%	89% 87% 13%	95% 95% 20%	77% 80% 5%	18% 15% 15%
you attend a seminar at the show? Yes No you enjoy the show? Yes No / would you best describe your experie I loved it, would go again	ence at the Show?	11% 89% 93%	12% 88% 80% 20%	5% 95% 94% 6% 39%	- - 84% 16% 41%	7% 93% 84% 16% 34%	- - 95% 5%	19% 81% 90% 10% 31%	77% 87% 13% 41%	9% 91% 83% 17%	88% 88% 12% 33%	89% 87% 13% 37%	95% 95% 20% 52%	77% 80% 5%	18% 15% 15% 41%
you attend a seminar at the show? Yes No you enjoy the show? Yes No / would you best describe your experie I loved it, would go again I got ideas & product information		11% 89% 93% 7%	12% 88% 80% 20%	5% 95% 94% 6%	- - 84% 16%	7% 93% 84% 16%	- - 95% 5%	19% 81% 90% 10%	77% 87% 13%	9% 91% 83% 17%	88% 88% 12%	89% 87% 13%	95% 95% 20%	77% 80% 5%	18% 15% 15%
you attend a seminar at the show? Yes No you enjoy the show? Yes No / would you best describe your experie I loved it, would go again		11% 89% 93% 7%	12% 88% 80% 20%	5% 95% 94% 6% 39%	- - 84% 16% 41%	7% 93% 84% 16% 34%	- - 95% 5%	19% 81% 90% 10% 31%	77% 87% 13% 41%	9% 91% 83% 17%	88% 88% 12% 33%	89% 87% 13% 37%	95% 95% 20% 52%	77% 80% 5%	18% 15% 15% 41%
you attend a seminar at the show? Yes No you enjoy the show? Yes No / would you best describe your experie I loved it, would go again I got ideas & product information		11% 89% 93% 7% -	12% 88% 80% 20% 11% 53%	5% 95% 94% 6% 39% 41%	- - 84% 16% 41% 21%	7% 93% 84% 16% 34% 35%	- - 95% 5% 52% 35%	19% 81% 90% 10% 31% 45%	77% 87% 13% 41% 37%	9% 91% 83% 17% 17% 44%	88% 88% 12% 33% 39%	89% 87% 13% 37% 39%	95% 95% 20% 52% 53%	77% 80% 5% 11% 21%	18% 15% 15% 41% 31%

	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)	(RANG
u 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%
ographics															
ximately, 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%
nuch formal education do you have? (Pleas	se check highes	t comple	eted.)												
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%	149
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%	109
Bachelor Degree		42%	38%	32%	33%	37%	32%	29%	25%	31%	33%	32%	42%	25%	179
Post Graduate Degree		21%	30%	20%	19%	19%	22%	23%	12%	30%	22%	21%	30%	12%	199
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%
u have any children, under the age of 18, liv	ving with you?														
Yes		-	21%	26%	34%	88%	32%	17%	35%	14%	33%	29%	88%	14%	74%
		-	Z I /0	2070	0-170	00 /0	02/0			11/0	0070	23/0			
No		-	79%	74%	66%	12%	68%	83%	65%	86%	67%	71%	86%	12%	749
		-						83%	65%						74%
No u own your own home? Yes		- - 77%						83% 95%	65% 88%						
u own your own home?		-	79%	74%	66%	12%	68%			86%	67%	71%	86%	12%	219
u own your own home? Yes	were in your gro	- 77% 23%	79% 93%	74% 93%	66% 79%	12% 88%	68% 94%	95%	88%	86% 97%	67% 89%	71% 93%	86% 97%	12% 77%	219
u own your own home? Yes No	were in your gro	- 77% 23%	79% 93%	74% 93%	66% 79%	12% 88%	68% 94%	95%	88%	86% 97%	67% 89%	71% 93%	86% 97%	12% 77%	219 219
u own your own home? Yes No e tell us how many people per age bracket v	were in your gro	- 77% 23%	79% 93% 7%	74% 93% 7%	66% 79% 21%	12% 88% 12%	68% 94% 6%	95% 5%	88% 13%	86% 97% 3%	67% 89% 11%	71% 93% 7%	86% 97% 23%	12% 77% 3%	219 219 379
u own your own home? Yes No e tell us how many people per age bracket v Under 18	were in your gro	- 77% 23% Dup	79% 93% 7% 9%	74% 93% 7% 11%	66% 79% 21%	12% 88% 12% 7%	68% 94% 6% 13%	95% 5% 10%	88% 13% 18%	86% 97% 3% 23%	67% 89% 11% 17%	71% 93% 7% 12%	86% 97% 23%	12% 77% 3% 7%	219 219 379 349
u own your own home? Yes No e tell us how many people per age bracket v Under 18 18-24 (21-24 for GRW)	were in your gro	- 77% 23% Dup - 22%	79% 93% 7% 9% 2%	74% 93% 7% 11% 18%	66% 79% 21% 44% 35%	12% 88% 12% 7% 6%	68% 94% 6% 13% 9%	95% 5% 10% 4%	88% 13% 18% 8%	86% 97% 3% 23% 19%	67% 89% 11% 17% 14%	71% 93% 7% 12% 9%	86% 97% 23% 44% 35%	12% 77% 3% 7% 2%	21 ⁰ 21 ⁰ 37 ⁰ 34 ⁰ 38 ⁰
u own your own home? Yes No e tell us how many people per age bracket v Under 18 18-24 (<i>21-24 for GRW</i>) 25-34	were in your gro	- 77% 23% Dup - 22% 44%	79% 93% 7% 9% 2% 8%	74% 93% 7% 11% 18% 6%	66% 79% 21% 44% 35% 42%	12% 88% 12% 7% 6% 15%	68% 94% 6% 13% 9% 11%	95% 5% 10% 4% 9%	88% 13% 18% 8% 14%	86% 97% 3% 23% 19% 18%	67% 89% 11% 17% 14% 19%	71% 93% 7% 12% 9% 14%	86% 97% 23% 44% 35% 44%	12% 77% 3% 7% 2% 6%	219 219 379 349 389 329
yes No tell us how many people per age bracket v Under 18 18-24 (21-24 for GRW) 25-34 35-44	were in your gro	- 77% 23% oup - 22% 44% 43%	79% 93% 7% 9% 2% 8% 10%	74% 93% 7% 11% 18% 6% 12%	66% 79% 21% 44% 35% 42% 38%	12% 88% 12% 7% 6% 15% 14%	68% 94% 6% 13% 9% 11% 14%	95% 5% 10% 4% 9% 11%	88% 13% 18% 8% 14% 15%	86% 97% 3% 23% 19% 18% 28%	67% 89% 11% 17% 14% 19% 21%	71% 93% 7% 12% 9% 14% 14%	86% 97% 23% 44% 35% 44% 43%	12% 77% 3% 7% 2% 6% 10%	21° 21° 37° 34° 38° 32° 28°
u own your own home? Yes No e tell us how many people per age bracket v Under 18 18-24 (21-24 for GRW) 25-34 35-44 45-54	were in your gro	- 77% 23% 23% 0up - 22% 44% 43% 42%	79% 93% 7% 9% 2% 8% 10% 20%	74% 93% 7% 11% 18% 6% 12% 16%	66% 79% 21% 44% 35% 42% 38% 38%	12% 88% 12% 7% 6% 15% 14% 14%	68% 94% 6% 13% 9% 11% 14% 17%	95% 5% 10% 4% 9% 11% 16%	88% 13% 18% 8% 14% 15% 14%	86% 97% 3% 23% 19% 18% 28% 34%	67% 89% 11% 17% 14% 19% 21% 23%	71% 93% 7% 12% 9% 14% 14% 14% 17%	86% 97% 23% 44% 35% 44% 43% 42%	12% 77% 3% 7% 2% 6% 10% 14%	21 ⁰ 21 ¹ 34 ¹ 38 ⁰ 32 ⁰ 28 ⁰ 37 ⁰
v own your own home? Yes No tell us how many people per age bracket v Under 18 18-24 (21-24 for GRW) 25-34 35-44 45-54 55-64	were in your gro	- 77% 23% 23% 22% 44% 43% 42% 31%	79% 93% 7% 9% 2% 8% 10% 20% 27%	74% 93% 7% 11% 18% 6% 12% 16% 24%	66% 79% 21% 44% 35% 42% 38% 38% 39%	12% 88% 12% 7% 6% 15% 14% 14% 20%	68% 94% 6% 13% 9% 11% 14% 17% 22%	95% 5% 10% 4% 9% 11% 16% 25%	88% 13% 18% 18% 8% 14% 15% 14% 17%	86% 97% 3% 23% 19% 18% 28% 34% 53%	67% 89% 11% 17% 14% 19% 21% 23% 29%	71% 93% 7% 12% 9% 14% 14% 14% 17% 25%	86% 97% 23% 44% 35% 44% 43% 42% 53%	12% 77% 3% 7% 2% 6% 10% 14% 17%	21 ¹ 21 ¹ 34 ¹ 38 ¹ 32 ¹ 28 ¹ 37 ¹ 35 ¹
yes No tell us how many people per age bracket v Under 18 18-24 (21-24 for GRW) 25-34 35-44 45-54 55-64 over 65	were in your gro	- 77% 23% 23% 22% 44% 43% 42% 31% 13%	79% 93% 7% 9% 2% 8% 10% 20% 20% 27% 23%	74% 93% 7% 11% 18% 6% 12% 16% 24% 14%	66% 79% 21% 44% 35% 42% 38% 38% 38% 39% 34%	12% 88% 12% 7% 6% 15% 14% 14% 20% 24%	68% 94% 6% 13% 9% 11% 14% 17% 22% 15%	95% 5% 10% 4% 9% 11% 16% 25% 25%	88% 13% 18% 18% 8% 14% 15% 14% 17% 14%	86% 97% 3% 23% 19% 18% 28% 34% 53% 48%	67% 89% 11% 17% 14% 19% 21% 23% 29% 23%	71% 93% 7% 12% 9% 14% 14% 17% 25% 23%	86% 97% 23% 44% 35% 44% 43% 42% 53% 48%	12% 77% 3% 7% 2% 6% 10% 14% 17% 13%	219 219 349 389 329 289 379 359
Yes No e tell us how many people per age bracket v Under 18 18-24 (21-24 for GRW) 25-34 35-44 45-54 55-64 over 65 Average Age	were in your gro	- 77% 23% 23% 22% 44% 43% 42% 31% 13%	79% 93% 7% 9% 2% 8% 10% 20% 20% 27% 23%	74% 93% 7% 11% 18% 6% 12% 16% 24% 14%	66% 79% 21% 44% 35% 42% 38% 38% 38% 39% 34%	12% 88% 12% 7% 6% 15% 14% 14% 20% 24%	68% 94% 6% 13% 9% 11% 14% 17% 22% 15%	95% 5% 10% 4% 9% 11% 16% 25% 25%	88% 13% 18% 18% 8% 14% 15% 14% 17% 14%	86% 97% 3% 23% 19% 18% 28% 34% 53% 48%	67% 89% 11% 17% 14% 19% 21% 23% 29% 23%	71% 93% 7% 12% 9% 14% 14% 17% 25% 23%	86% 97% 23% 44% 35% 44% 43% 42% 53% 48%	12% 77% 3% 7% 2% 6% 10% 14% 17% 13%	219 219 379 389 329 289 379 359 16
Yes No tell us how many people per age bracket v Under 18 18-24 (21-24 for GRW) 25-34 35-44 45-54 55-64 over 65 Average Age	were in your gro	- 77% 23% 23% 22% 44% 43% 42% 31% 13% 40	79% 93% 7% 9% 2% 8% 10% 20% 27% 23% 53	74% 93% 7% 11% 18% 6% 12% 16% 24% 14% 46	66% 79% 21% 44% 35% 42% 38% 38% 38% 39% 34% 41	12% 88% 12% 7% 6% 15% 14% 14% 20% 24% 49	68% 94% 6% 13% 9% 11% 14% 17% 22% 15% 47	95% 5% 10% 4% 9% 11% 16% 25% 25% 52	88% 13% 18% 8% 14% 15% 14% 17% 14% 45	86% 97% 3% 23% 19% 18% 28% 34% 53% 48% 56	67% 89% 11% 17% 14% 19% 21% 23% 29% 23% 48	71% 93% 7% 12% 9% 14% 14% 14% 17% 25% 23% 47	86% 97% 23% 44% 35% 44% 43% 42% 53% 48% 56	12% 77% 3% 7% 2% 6% 10% 14% 17% 13% 40	749 219 219 379 349 329 289 329 329 359 359 359 359

	Population	664 GRW	345 GRR	1322 GRV	587 MAS	1109 WMG	342 GRB	818 WMH	467 USG	158 CLG	741	664	1322	342	(RA
eaming music service do you use?		GRW	GKK	GRV	IVIAS	WWG	GRD		036	CLG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	
Spotify		48%	27%	28%	40%	31%	26%	24%	28%	34%	32%	28%	48%	24%	2
Pandora		33%	24%	31%	21%	27%	30%	25%	29%	37%	28%	29%	37%	21%	1
Amazon		29%	15%	28%	22%	18%	23%	18%	17%	29%	22%	22%	29%	15%	
Sirius		22%	14%	28%	17%	23%	21%	19%	19%	-	20%	20%	28%	14%	
Apple Music		27%	10%	16%	20%	16%	23%	12%	15%	15%	17%	16%	27%	10%	
iHeart Radio		12%	8%	15%	12%	9%	9%	13%	9%	17%	12%	12%	17%	8%	
YouTube Music		-	-	-	-	-	-	-	-	8%	8%	8%	8%	8%	
Google Music		-	2%	4%	3%	2%	3%	3%	4%	2%	3%	3%	4%	2%	
Tidal		1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	
Slacker		0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%	
I do not use a streaming music service		-	27%	19%	15%	20%	20%	27%	24%	-	22%	20%	27%	15%	·
Other		6%	4%	2%	4%	2%	2%	4%	3%	17%	5%	4%	17%	2%	
a premium subscriber to the streaming s	ervice?														
Yes		-	36%	42%	-	47%	43%	35%	40%	38%	40%	40%	47%	35%	
No		-	64%	58%	-	53%	57%	65%	60%	62%	60%	60%	65%	53%	
your main news source?															
Internet		-	45%	51%	-	54%	57%	43%	53%	48%	50%	51%	57%	43%	
TV		-	38%	38%	-	35%	34%	39%	35%	38%	37%	38%	39%	34%	
Radio		-	5%	7%	-	5%	8%	8%	6%	7%	7%	7%	8%	5%	
Newspaper		-	5%	2%	-	3%	1%	3%	2%	4%	3%	3%	5%	1%	
None of the Above (Other)		-	7%	3%	-	3%	1%	7%	4%	3%	4%	3%	7%	1%	
u seen / visited our website?															
Yes		64%	29%	50%	53%	44%	50%	35%	60%	39%	47%	50%	64%	29%	
No		36%	71%	50%	47%	56%	50%	65%	40%	61%	53%	50%	71%	36%	
you receive your television programming	?														
Streaming		-	28%	35%	40%	25%	34%	26%	31%	27%	31%	29%	40%	25%	
Comcast Cable		-	25%	17%	17%	23%	16%	21%	15%	24%	20%	19%	25%	15%	1
Antenna		-	11%	16%	13%	6%	11%	15%	15%	10%	12%	12%	16%	6%	
Charter Cable		-	8%	11%	11%	14%	17%	11%	14%	10%	12%	11%	17%	8%	
YouTube TV		-	9%	11%	13%	14%	15%	8%	13%	10%	12%	12%	15%	8%	
DirecTV		-	5%	7%	5%	8%	10%	6%	9%	8%	7%	7%	10%	5%	
AT&T Uverse		-	7%	3%	3%	5%	3%	15%	3%	9%	6%	4%	15%	3%	
Dish Network		-	8%	8%	4%	4%	6%	6%	6%	2%	6%	6%	8%	2%	
No TV		-	7%	4%	9%	5%	2%	8%	7%	5%	6%	6%	9%	2%	
			6%	6%	6%	5%	5%	5%	3%	3%	5%	5%	6%	3%	

	Population	664	345	1322	587	1109	342	818	467	158	741	664	1322	342	98
die statione de vou lieten te vervlaului)		GRW	GRR	GRV	MAS	WMG	GRB	WMH	USG	CLG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RA
adio stations do you listen to regularly?			22%	28%	29%	20%	34%	27%	31%	19%	269/	200/	340/	400/	4
WBCT - 93.7 (B93) - Country		-									26%	28%	34%	19%	1
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%	1
WCSG - 91.3 - Christian		-	21%	17%	15%	9%	13%	16%	7%	15%	14%	15%	21%	7%	1
WOOD-AM/FM (News Radio 1300AM & 100	,	-	15%	11%	12%	9%	8%	13%	9%	21%	12%	12%	21%	8%	1
WSRW-FM - 105.7 (Star 105.7) - Light Roc		-	10%	14%	14%	7%	15%	17%	6%	15%	12%	14%	17%	6%	1
WBFX - 101.3 (101.3 BIG) - Oldies from 609		-	13%	10%	10%	10%	10%	10%	10%	12%	10%	10%	13%	10%	
WLHT - 95.7 (W-Lite) - Adult Contemporary	1	-	8%	9%	12%	6%	11%	11%	5%	7%	9%	9%	12%	5%	
WTNR - 107.3 (Thunder) - Country		-	5%	7%	10%	6%	11%	8%	10%	9%	8%	8%	11%	5%	
WSNX - 104.5 - Contemporary Hits		-	5%	7%	16%	6%	11%	6%	7%	4%	8%	6%	16%	4%	1
WJQK - 99.3 (JQ99.3) - Christian Rock		-	8%	10%	6%	5%	8%	9%	4%	10%	7%	8%	10%	4%	(
WFGR - 98.7 - Classic Hits		-	8%	8%	9%	6%	7%	8%	5%	7%	7%	7%	9%	5%	Ę
WHTS - 105.3 (HOT FM) - Adult Contempo	rary	-	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%	
The Q 94.5		-	7%	5%	5%	4%	7%	4%	5%	6%	6%	5%	7%	4%	
ESPN - 96.1 - Sports		-	2%	3%	4%	12%	5%	2%	4%	6%	5%	4%	12%	2%	1
WTRV - 100.5 (The River) - Easy Adult Con	ntemporary	-	5%	3%	4%	3%	4%	5%	1%	8%	4%	4%	8%	1%	
WMRR - Rock 101.7		-	2%	3%	5%	4%	4%	4%	5%	2%	4%	4%	5%	2%	
WMUS - 106.9 (107 The Moose) - Country		-	2%	5%	4%	2%	5%	3%	4%	3%	3%	4%	5%	2%	
WGVU/NPR News 88.5 & 95.3 FM		-	3%	2%	3%	2%	2%	5%	1%	4%	3%	3%	5%	1%	
WJRW / The Ticket - 106.1 FM / 1340 AM		-	1%	2%	3%	3%	2%	1%	3%	3%	2%	2%	3%	1%	:
WYCE - 88.1		-	3%	2%	3%	2%	1%	4%	1%	2%	2%	2%	4%	1%	:
104.9 FM / 1410 AM Magic		-	1%	1%	3%	1%	1%	1%	1%	0%	1%	1%	3%	0%	
WYGR-AM 1570 (La Furia) - Spanish		-	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	
AM 810 / 99.3 FM WMJH - La Pondersoa		-	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	
Satellite Radio (XM/Sirius)		-	17%	26%	22%	25%	24%	17%	21%	16%	21%	22%	26%	16%	1
I don't listen to the radio regularly		-	14%	16%	-	21%	17%	16%	17%	19%	17%	17%	21%	14%	
Other		-	10%	10%	15%	9%	7%	9%	11%	9%	10%	9%	15%	7%	
ocial media outlet do you use?															
Facebook		78%	69%	81%	68%	63%	71%	76%	74%	77%	73%	74%	81%	63%	1
Instagram		61%	32%	37%	43%	31%	39%	35%	31%	31%	38%	35%	61%	31%	3
LinkedIn		-	-	-	-	-	-	-	-	20%	20%	20%	20%	20%	
Pinterest		33%	20%	27%	12%	7%	18%	27%	12%	16%	19%	18%	33%	7%	2
Snapchat		34%	10%	17%	22%	14%	20%	15%	20%	4%	17%	17%	33 <i>%</i> 34%	4%	3
TikTok		33%	11%	18%	26%	13%	17%	14%	17%	7%	17%	17%	34 <i>%</i> 33%	4% 7%	2
Twitter		21%			15%				11%						1
			12%	13%		17%	13%	10%		9%	13%	13%	21%	9%	
Do not use social media		10%	21%	14%	19%	25%	20%	17%	22%	15%	18%	19%	25%	10%	1
Other		1%	3%	1%	2%	3%	2%	2%	2%	1%	2%	2%	3%	1%	2
follow any of our social media accounts?															
Facebook		25%	7%	19%	14%	15%	17%	12%	21%	9%	15%	15%	25%	7%	1
Instagram		7%	1%	2%	4%	2%	3%	2%	3%	2%	3%	2%	7%	1%	(
I don't follow the Show on social media		72%	93%	81%	86%	84%	82%	88%	79%	90%	84%	84%	93%	72%	2

Populatio	n 724	223	53	333	223	724	53	671
i opulato	UFD	OUT	CLD	(AVG)	(MEDIAN)			(RANGE
Show Specific	0.2				(,		()	
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%
/								
low 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
Nhere did you recently see or hear advertising fo			k 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%
low 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%	1% 18%	۵% 21%	3% 10%	4% 11%
ψτ0,000 - ψ00,000	30%	30%	23%	28%	30%	30%	23%	7%
\$80,000 - \$120,000		24%	13%	28% 19%	30% 19%	24%	23 <i>%</i> 13%	11%
\$80,000 - \$120,000 \$120,000 - \$160,000		24 /0						
\$120,000 - \$160,000	19% 10%		120/2			120/	10%	20/
\$120,000 - \$160,000 \$160,000 - \$200,000	10%	12%	13% 37%	12% 19%	12% 13%	13% 37%	10% 9%	3% 28%
\$120,000 - \$160,000 \$160,000 - \$200,000 Over \$200,000	10% 13%	12% 9%	37%	19%	12%	13% 37%	10% 9%	3% 28%
\$120,000 - \$160,000 \$160,000 - \$200,000 Over \$200,000 How much formal education do you have? (Pleas	10% 13% se check hig	12% 9% ghest cor	37% npleted.j	19%	13%	37%	9%	28%
\$120,000 - \$160,000 \$160,000 - \$200,000 Over \$200,000 How much formal education do you have? (Pleas Some High School	10% 13% e check hig 1%	12% 9% g <mark>hest cor</mark> 1%	37% npleted.) 0%	19% 1%	13% 1%	37% 1%	9% 0%	28% 1%
\$120,000 - \$160,000 \$160,000 - \$200,000 Over \$200,000 How much formal education do you have? (Pleas Some High School High School Diploma	10% 13% e check hig 1% 18%	12% 9% g <mark>hest cor</mark> 1% 13%	37% npleted.) 0% 7%	19% 1% 12%	13% 1% 13%	37% 1% 18%	9% 0% 7%	28% 1% 11%
\$120,000 - \$160,000 \$160,000 - \$200,000 Over \$200,000 How much formal education do you have? (Pleas Some High School High School Diploma Associate Degree or Technical School	10% 13% se check hig 1% 18% 21%	12% 9% ghest cor 1% 13% 25%	37% npleted. 0% 7% 11%	19% 1% 12% 19%	13% 1% 13% 21%	37% 1% 18% 25%	9% 0% 7% 11%	28% 1% 11% 13%
\$120,000 - \$160,000 \$160,000 - \$200,000 Over \$200,000 How much formal education do you have? (Pleas Some High School High School Diploma	10% 13% e check hig 1% 18%	12% 9% g <mark>hest cor</mark> 1% 13%	37% npleted.) 0% 7%	19% 1% 12%	13% 1% 13%	37% 1% 18%	9% 0% 7%	28% 1% 11%

2023 Show Season Patron Survey Comparison - All Detroit Shows

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 ag	e of 18, living with yo	ou?						
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%

ease tell us how many people per age bra	cket were in you	r 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

Page 18 of 131

2023 Show Season Patr		-	-					
Populatior	n 724 UFD	223 OUT	53 CLD	333 (AVG)	223 (MEDIAN)	724 (HIGH)	53 (LOW)	671 (RAN
	UFD	001	CLD	(AVG)		(HIGH)		
ding 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	0.0
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%	309
Amazon	19%	23%	3%	15%	19%	23%	3%	209
Apple Music	14%	14%	3%	10%	14%	14%	3%	119
Slacker	0%	0%	29%	10%	0%	29%	0%	299
YouTube Music	-	-	9%	9%	9%	9%	9%	0%
Google Music	3%	4%	570	3%	3%	4%	3%	1%
Tidal	0%	0%	0%	0%	0%	0%	0%	0%
I do not use a sreaming music service	25%	25%	0%	17%	25%	25%	0%	25%
Ŭ								
Other	3%	6%	18%	9%	6%	18%	3%	15
ou a premium subscriber to the streaming se		1001	. = 0 /					
Yes	45%	40%	45%	43%	45%	45%	40%	5%
No	56%	60%	55%	57%	56%	60%	55%	5%
is your main news source?								
Internet	56%	50%	44%	50%	50%	56%	44%	129
TV	33%	36%	49%	39%	36%	49%	33%	169
Radio	6%	8%	2%	6%	6%	8%	2%	5%
Newspaper	3%	6%	0%	3%	3%	6%	0%	6%
you seen / visited our website? Yes	70%	73%	61%	68%	70%	73%	61%	129
No	30%	27%	39%	32%	30%	39%	27%	12
do you receive your television programming								
Streaming	27%	25%	13%	21%	25%	27%	13%	15
Atenna	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%
h social media do you use at least once a we	ek?							
Facebook	66%	74%	78%	73%	74%	78%	66%	119
Instagram	26%	32%	28%	28%	28%	32%	26%	7%
-		-	23%	23%	23%	23%	23%	0%
LinkedIn	-		400/	15%	16%	17%	13%	5%
-	- 16%	17%	13%					
LinkedIn	16% 12%	17% 16%	10%	13%	12%	16%	10%	<u>6%</u>
LinkedIn TikTok						16% 17%	10% 6%	
LinkedIn TikTok Twitter Pinterest	<mark>12%</mark> 6%	<mark>16%</mark> 17%	<mark>10%</mark> 8%	13% 10%	12% 8%	17%	6%	11
LinkedIn TikTok Twitter Pinterest Snapchat	12% 6% 13%	16% 17% 14%	10% 8% 3%	13% 10% 10%	12% 8% 13%	17% 14%	6% 3%	11 [.] 11 [.]
LinkedIn TikTok Twitter Pinterest	<mark>12%</mark> 6%	<mark>16%</mark> 17%	<mark>10%</mark> 8%	13% 10%	12% 8%	17%	6%	119 119 119
LinkedIn TikTok Twitter Pinterest Snapchat None Other	12% 6% 13% 26%	16% 17% 14% 22%	10% 8% 3% 15%	13% 10% 10% 21%	12% 8% 13% 22%	17% 14% 26%	6% 3% 15%	11' 11' 11'
LinkedIn TikTok Twitter Pinterest Snapchat None Other Du follow any of our social media accounts? Facebook	12% 6% 13% 26% 1% 1%	16% 17% 14% 22% 2% 2%	10% 8% 3% 15% 3%	13% 10% 21% 2%	12% 8% 13% 22% 2% 19%	17% 14% 26% 3% 21%	6% 3% 15% 1%	11' 11' 11' 2% 8%
LinkedIn TikTok Twitter Pinterest Snapchat None Other Du follow any of our social media accounts?	12% 6% 13% 26% 1%	16% 17% 14% 22% 2%	10% 8% 3% 15% 3%	13% 10% 10% 21% 2%	12% 8% 13% 22% 2%	17% 14% 26% 3%	6% 3% 15% 1%	6% 119 119 2% 8% 1% 5%

2023 Show Season Patron Survey Comparison - All Detroit Shows

Page 19 of 131

Populatic	on 724 UFD	223 OUT	467 USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Show Specific					(,		()	(11111)
What day(s) did you attend the show?								
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 sho	w2							
Average Hours	3.67	3.29	3.45	3.47	3.45	3.67	3.29	0.38
			h eu 2					
Where did you recently see or hear any ad				200/	200/	200/	270/	20/
Facebook	29%	27%	29%	28%	29%	29%	27%	2%
Internet	27%	20%	26%	25%	26%	27%	20%	7%
Email TV	22%	31%	13%	22%	22%	31%	13%	17%
	18%	16%	25%	20%	18%	25%	16%	9%
Radio	12%	13%	24%	17%	13%	24%	12%	13%
Friend Billte and	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% 0%
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:								
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 <u>ab</u> o	at at th <u>e</u>	show?					
Yes	2%	1%	2%	2%	2%	2%	1%	1%
No	98%	99%	98%	98%	98%	99%	98%	1%

	Population	724 UFD	223 OUT	467 USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
If so, what kind?		01.5	001	000	(/// 0)	(((2011)	
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 moto	r	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 works	hops vou a	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 des	tination ar	eas at tl	his shov	/?					
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?		50/	00/	00/	.	0 0/	=0/	.	2 21
Yes		5%	2%	2%	3%	2%	5%	2%	3%
No		95%	98%	98%	97%	98%	98%	95%	3%
Was it a destination trip with lodgi	ng?								
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 th	e 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 y	ou at <u>tend t</u>	this <u>vea</u>	r?						
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 th	ose vears	did vou	attend a	a boat /	sport sh	iow?			
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%
								_	

	Population	724 UFD	223 OUT	467 USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
How would you best describe you	r experiend	ce at the	Show?					. ,	
l 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 ne	xt year?			- 101		/			
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 moto	r	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 moto	r	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 fish	ning a <u>nnua</u>	lly?							
Average Days		54.14	26.06	46.2	42	46	54	26	28

	Population	724 UFD	223 OUT	467 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 fisl	h 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	fishina tri	o?							
Yes	5	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 hu	nting annu	ally?							
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%

	Population	724 UFD	223 OUT	467 USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
What do you SECONDARILY hunt	for?					. ,		. ,	<u>, , , , , , , , , , , , , , , , , , , </u>
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 yea	ır?							
Yes		80%	76%	77%	78%	77%	80%	76%	4%
No		20%	24%	23%	22%	23%	24%	20%	4%
If yes, what kind of "outdoor vaca	tion?"								
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									
	houcohold	incomo	2						
What is your approximate annual 0 - \$40,000	nousenoiu	8%	7%	8%	8%	8%	8%	7%	2%
\$40,000 - \$80,000		21%	18%	25%	8 /% 21%	21%	25%	18%	2 % 7%
\$80,000 - \$120,000		30%	30%	32%	30%	30%	25 % 32%	30%	2%
\$120,000 - \$160,000		19%	23%	19%	20%	19%	23%	19%	2 % 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 educ	ation?			.					
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 Scho	lool	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?		• <i>i</i> • <i>i</i>	•••			/			
Married		81%	83%	82%	82%	82%	83%	81%	1%
Single		19%	17%	18%	18%	18%	19%	17%	1%
Do you have any children, under t	he age of 1								
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%
									24 of 131

Page 24 of 131

Ρορι	llation 724 UF		467 USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Do you own?								
Truck	689	% 74%	71%	71%	71%	74%	68%	6%
Smart Phone	679		73%	67%	67%	73%	61%	12%
SUV	52%		58%	54%	52%	58%	51%	7%
Car	379		37%	38%	37%	39%	37%	2%
RV or Camper	209		24%	25%	24%	32%	20%	12%
Vacation Home	149		13%	16%	14%	19%	13%	6%
Van	8%		6%	8%	8%	11%	6%	5%
What activities do you participate in?								
Fishing	999	% 84%	96%	93%	96%	99%	84%	15%
Boating	769		72%	69%	72%	76%	59%	16%
Hunting	539		69%	65%	69%	74%	53%	21%
Shooting	529	69%	58%	60%	58%	69%	52%	17%
Canoeing / Kayaking	429	% 52%	52%	49%	52%	52%	42%	11%
Ice Fishing	499	% 31%	51%	44%	49%	51%	31%	20%
Hiking / Backpacking	319	% 51%	44%	42%	44%	51%	31%	20%
RV Camping	269	% 35%	29%	30%	29%	35%	26%	9%
Snowmobiling	129	% 10%	58%	27%	12%	58%	10%	48%
Other	5%	i 11%	5%	7%	5%	11%	5%	6%
Please tell us how many people per age	e bracket v	vere in yo	ur group	:				
Under 18	149		18%	16%	16%	18%	14%	4%
18 - 24	109	% 7%	8%	8%	8%	10%	7%	3%
25 - 34	129	% 10%	14%	12%	12%	14%	10%	4%
35 - 44	140	% 13%	15%	14%	14%	15%	13%	2%
45 - 54	159	% 18%	14%	16%	15%	18%	14%	4%
55 - 64	189	% 16%	17%	17%	17%	18%	16%	2%
Over 65	169	% 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	ng group?							
Men	809	% 65%	75%	73%	75%	80%	65%	14%
Women	209	% 35%	25%	27%	25%	35%	20%	14%
Average Group Size	2.5	5 2.4	2.6	2.48	2.45	2.60	2.40	0.20
What streaming music service do you								
Pandora	239		29%	26%	25%	29%	23%	5%
Spotify	26	% 21%	28%	25%	26%	28%	21%	7%
Sirius	269		19%	23%	23%	26%	19%	7%
Amazon	199		17%	20%	19%	23%	17%	6%
Apple Music	149		15%	14%	14%	15%	14%	2%
iHeart Radio	5%		9%	7%	7%	9%	5%	4%
Google Music	3%		4%	3%	4%	4%	3%	1%
Tidal	0%		0%	0%	0%	0%	0%	0%
Slacker	0%		0%	0%	0%	0%	0%	0%
I do not use a straming music service	25%		24%	25%	25%	25%	24%	1%
Other	3%	6%	3%	4%	3%	6%	3%	3%
Are you a premium subscriber to the st								
Yes	459		40%	42%	40%	45%	40%	4%
No	569	<mark>% 60%</mark>	60%	58%	60%	60%	56%	4%

	Population	724 UFD	223 OUT	467 USG		(MEDIAN)			(RANGE)
What is your main news source?		UFD	001	030	(AVG)		(nign)		(RANGE)
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%
Outor		270	170	- 70	2 /0	270	-770	170	270
Have you seen / visited our websi	te?								
Yes		70%	73%	60%	68%	70%	73%	60%	13%
No		30%	27%	40%	32%	30%	40%	27%	13%
How do you receive your televisio	n program	ming?							
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 l	isten to mo				_				
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%

Population	724	223	467					
	UFD	OUT	USG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
What outdoor magazines do you read?		• • • • • •				- 10 <i>1</i>		
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 accou	ints?							
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%

	Population	724 2023	443 2022	448 2020	429 2019	478 2018	604 2017	600 2016	380 2015	299 2014	280 2013
how Specific											
hat 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%
ow many hours did you spend at the	e show?										
Average Hours		3.66	3.47	4.03	3.89	3.84	4.13	4.21	4.11	3.78	4.15
here did you recently see or hear a	ny advertis	sing fo	r the sh	ow?							
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%
ame 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 famil	V	50%	48%	56%	50%	51%	49%	49%	53%	46%	49%
Because I just love the show	y	35%	37%	45%	39%	42%	40%	43%	42%	41%	-
To see the special attractions and di	isnlavs	33%	34%	37%	34%	42%	41%	40%	49%	38%	47%
To attend Seminars	ispiays	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. electro	nice)	11%	13%	13%	13%	12%	14%	17%	14%	16%	17%
Book a charter trip or guide	1105)	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%
d vou or anvone in vour ettending		a boot	at the	how							
d you or anyone in your attending g	g <mark>roup buy</mark>				10/-	20/_	20/-	2%	20/-	1 0/_	1 0/
Yes	group buy	2%	1%	1%	1%	3%	3%	2%	2%	1%	1%
	group buy				1% 99%	3% 97%	3% 98%	2% 98%	2% 98%	1% 99%	
Yes No so, what kind?	group buy	2% 98%	1% 99%	1% 99%	99%	97%	98%	98%	98%	99%	99%
Yes No so, what kind? Aluminum Fishing Boat with motor	group buy	2% 98% 53%	1% 99% 75%	1% 99% 57%	99% 0%	97% 43%	98% 27%	98% 42%	98% 43%	99% 75%	99%
Yes No so, what kind? Aluminum Fishing Boat with motor Bass or Walleye Boat	group buy	2% 98% 53% 40%	1% 99% 75% 25%	1% 99% 57% 14%	99% 0% 17%	97% 43% 21%	98% 27% 40%	98% 42% 33%	98% 43% 29%	99% 75% 0%	99% 0% 25%
Yes No so, what kind? Aluminum Fishing Boat with motor Bass or Walleye Boat Big Lake Fishing Boat	group buy	2% 98% 53% 40% 20%	1% 99% 75% 25% 0%	1% 99% 57% 14% 14%	99% 0% 17% 0%	97% 43% 21% 0%	98% 27% 40% 7%	98% 42% 33% 17%	98% 43% 29% 0%	99% 75% 0% 0%	99% 0% 25% 0%
Yes No so, what kind? Aluminum Fishing Boat with motor Bass or Walleye Boat Big Lake Fishing Boat Pontoon Boat	group buy	2% 98% 53% 40% 20%	1% 99% 75% 25% 0%	1% 99% 57% 14% 14% 14%	99% 0% 17% 0% 17%	97% 43% 21% 0% 14%	98% 27% 40% 7% 20%	98% 42% 33% 17% 17%	98% 43% 29% 0% 14%	99% 75% 0% 0% 0%	99% 0% 25% 0% 50%
Yes No so, what kind? Aluminum Fishing Boat with motor Bass or Walleye Boat Big Lake Fishing Boat Pontoon Boat Canoe or Kayak		2% 98% 53% 40% 20% 0%	1% 99% 75% 25% 0% 0% 0%	1% 99% 57% 14% 14% 14% 0%	99% 0% 17% 0% 17% 50%	97% 43% 21% 0% 14% 0%	98% 27% 40% 7% 20% 0%	98% 42% 33% 17% 17% 8%	98% 43% 29% 0% 14% 0%	99% 75% 0% 0% 0% 0%	99% 0% 25% 0% 50%
Yes No so, what kind? Aluminum Fishing Boat with motor Bass or Walleye Boat Big Lake Fishing Boat Pontoon Boat Canoe or Kayak Aluminum Fishing Boat without moto		2% 98% 53% 40% 20% 0% 0%	1% 99% 75% 25% 0% 0% 0% 0%	1% 99% 57% 14% 14% 14% 0% 0%	99% 0% 17% 0% 17% 50% 17%	97% 43% 21% 0% 14% 0% 7%	98% 27% 40% 7% 20% 0% 7%	98% 42% 33% 17% 17% 8% 0%	98% 43% 29% 0% 14% 0% 0%	99% 75% 0% 0% 0% 0% 0%	99% 0% 25% 0% 50% 0%
Yes No so, what kind? Aluminum Fishing Boat with motor Bass or Walleye Boat Big Lake Fishing Boat Pontoon Boat Canoe or Kayak		2% 98% 53% 40% 20% 0%	1% 99% 75% 25% 0% 0% 0%	1% 99% 57% 14% 14% 14% 0%	99% 0% 17% 0% 17% 50%	97% 43% 21% 0% 14% 0%	98% 27% 40% 7% 20% 0%	98% 42% 33% 17% 17% 8%	98% 43% 29% 0% 14% 0%	99% 75% 0% 0% 0% 0%	1% 99% 0% 25% 0% 50% 0% 25% 0%

	Population	724 2 023	443 2022	448 2020	429 2019	478 2018	604 2017	600 2016	³⁸⁰ 2015	299 2014	280 2013
Did you attend a seminar?		0.00%	0.50/	440/	070/	0.4.0/	0.00/	0.00%	400/		
Yes No		32% 68%	35% 65%	41% 59%	37% 63%	31% 69%	38% 63%	38% 62%	40% 60%	-	-
NO	,	0070	0070	0370	0070	0370	0070	0270	00 /0		
Please rate the seminars or works	hops you atten	nded:									
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 des	tination areas	at this	s show	?							
Yes		46%	43%	50%	58%	59%	59%	60%	60%	70%	59%
No	Į	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%
110	·	9070	9070	9070	9170	9170	9070	9270	9170	9270	9070
Was it a destination trip with lodgi	ng?										
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			200/	E 1 0/	EC0/	E 7 0/	EE0/	F20/	570/	600/	EZ0/
Yes No		46% 54%	39% 61%	51% 49%	56% 44%	57% 43%	55% 45%	53% 48%	57% 43%	60% 40%	57%
NO	;	04 70	0170	49%	44 %	43%	43%	40 %	43%	40%	43%
How many boat/sport shows did y	ou 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 th	ose vears did	vou a	ttend a	boat /	sport sl	how?					
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	Show2										
Yes		91%	85%	95%	91%	92%	92%	-	-	-	-
No		9%	15%	5%	9%	8%	8%	-	-	-	-

	Population	724 2023	443 2022	448 2020	429 2019	478 2018	604 2017	600 2016	³⁸⁰ 2015	299 2014	280 20 1
ow would you best describe your ex	perience	at the S	Show?								
l 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%	-	-	-	-	-
you plan to attend the show next y	vear?										
Yes		92%	93%	97%	93%	95%	95%	91%	92%	88%	91
No		8%	7%	3%	7%	5%	5%	9%	8%	12%	99
dustry Specific											
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
nat 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 moto	or	4%	4%	9%	7%	8%	8%	7%	7%	6%	59
Other		8%	6%	6%	10%	8%	7%	7%	8%	9%	70
nere 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
II 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
nat 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 moto	or	3%	4%	2%	5%	3%	4%	5%	4%	3%	4
Other		6%	4%	6%	6%	3%	3%	5%	2%	0%	6
e 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
w 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

Average Days

54.14 47.5 52.44 47.46 52.72 48.78 44.28 46.56 46.26 50.16

	ulation 724 2023	443 2022	448 2020	429 2019	478 2018	604 2017	600 2016	³⁸⁰ 2015	299 2014	280 2013
o 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%
hat 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%
hat species do you secondarily fish for?	2									
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%
ave you ever taken a destination fishing	trin?									
Yes	50%	50%	59%	54%	56%	56%	58%	54%	54%	53%
No	50%	50%	41%	46%	44%	44%	42%	46%	47%	47%
	0070	00,0	1170	1070	1170	1170	1270	1070	11 /0	11 /0
ave 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%
	2070	2070	2170	2270	2070	2070	2070	2170	2470	2070
o you take an "outdoor vacation" every y		700/	700/	0.00/	0.00/	0.00/	0.00%	0.4.0/	0.4.0/	700/
Yes	80%	79%	76%	83%	82%	80%	80%	81%	81%	78%
No	20%	21%	24%	17%	18%	20%	20%	19%	19%	22%
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%

	Population	724 2023	443 2022	448 2020	429 2019	478 2018	604 2017	600 2016	³⁸⁰ 2015	299 2014	280 2013
Demographics											
What is your approximate annual hous	sehold inc	ome?									
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 \$120,0)00)	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 educatio	n?										
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	ol	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 a	ae of 18. li	vina	vith vo	u?							
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%

	,	724 023	443 2022	448 2020	429 2019	478 2018	604 2017	600 2016	380 2015	299 2014	280 2013
Please tell us how many people p							-			-	
Under 18		4%	15%	12%	14%	13%	9%	-	-	-	-
18 - 24	1	0%	12%	10%	11%	10%	5%	10%	9%	11%	7%
25 - 34	1	2%	13%	12%	13%	11%	8%	14%	10%	11%	10%
35 - 44	1	4%	13%	12%	13%	12%	10%	9%	16%	15%	12%
45 - 54	1	5%	16%	15%	15%	17%	19%	19%	23%	20%	27%
55 - 64	1	8%	16%	19%	18%	19%	25%	33%	28%	22%	25%
Over 65	1	6%	16%	18%	16%	17%	23%	15%	14%	20%	19%
Average Age	##	####	#####	#####	#####	#####	#####	#####	#####	#####	#####
Attending Groups are, on average											
Men		0%	84%	83%	82%	84%	84%	82%	82%	-	-
Women		0%	16%	17%	18%	16%	16%	18%	18%	-	-
Average Group Size	2	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		6%	50%	46%	45%	36%	37%	34%	33%	33%	36%
TV		3%	35%	39%	40%	50%	45%	48%	49%	48%	44%
Radio		5%	9%	9%	10%	10%	9%	9%	11%	10%	10%
Newspaper		3%	4%	6%	4%	4%	8%	7%	6%	8%	10%
Other	2	2%	3%	1%	2%	1%	1%	2%	2%	1%	1%
low do you receive your televisio			0.40/	1.00/	4.00/	2.24	2.24	4.07	201	0.01	
Streaming		7%	24%	16%	12%	6%	3%	4%	6%	2%	-
Comcast		3%	25%	28%	27%	31%	33%	32%	30%	31%	32%
Broadcast / Antenna		1%	12%	12%	14%	8%	6%	-	-	-	-
YouTube TV		0%	8%	2%	2%	-	-	-	-	-	-
		9%	9%	10%	12%	16%	16%	15%	14%	13%	15%
AT&T U-Verse		3% 3%	8% 7%	11%	11% 8%	15% 9%	13% 11%	12% 8%	16%	16%	12%
Dish Network		5% 7%	8%	8% 8%	10%	13%	15%	10%	12% 9%	12% 6%	8% 8%
Charter No TV		1%	3%	2%	31%	2%	3%	6%	2%	3%	6%
Other		+ % 9%	10%	11%	11%	Z 70	-	-	Z 70 -	-	- 0 70
What outdoor magazines do you		20/	250/	200/	070/	4.00/	200/	200/	400/	200/	470/
Woods-N-Water News		3%	25%	29%	27%	42%	38%	39%	40%	38%	47%
In-Fisherman Michigan Out of Deere		0%	23%	23%	26%	35%	35%	37%	36%	37%	36%
Michigan Out-of-Doors		9%	23%	24%	25%	37%	29%	28%	32%	28%	32%
Michigan Outdoor News		6% 2%	19%	20%	19%	30%	25%	25%	27%	26%	25%
Field & Stream		3% 0%	13% 13%	20% 12%	24% 15%	32% 19%	29% 20%	32% 19%	33% 20%	33% 18%	32%
Great Lakes Angler		0% 3%	13%	9%	15%	17%	20%	20%	20%	21%	17% 23%
Michigan Sportsman Outdoor Life		5% 5%	5%	9% 6%	7%	12%	13%	12%	13%	12%	
			5% 1%	2%	2%				5%		15% 6%
Fishing Facts		2%			2% 31%	3%	3%	5%		4%	6%
None		4%	40%	35%		-	-	-	-	-	-
Other	6	3%	13%	14%	14%	20%	21%	22%	25%	23%	20%

WXYT - 97.1 (The Ticket) 20% 14% 16% 17% 24% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23% 25% 23% WDR 13% 11% 13% 11% 13% 11% 13% 14% 11% 13% 14% 11% 12% 14% 11% 12% 14% 11% 12% 14% 11% 12% 14% 11% 12% 14% 11% 12% 14% 11% 12% 14% 11% 12% 14% 11% 12% 14% 11% 12% 12% 11% 12% 12% 13% 11% 12% 13% 13% 13% <td< th=""><th>Рор</th><th>ulation 72 202</th><th></th><th>448 2020</th><th>⁴²⁹ 2019</th><th>478 2018</th><th>604 2017</th><th>600 2016</th><th>380 2015</th><th>299 2014</th><th>280 2013</th></td<>	Рор	ulation 72 20 2		448 2020	⁴²⁹ 2019	478 2018	604 2017	600 2016	380 2015	299 2014	280 2013
Sinus 26% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - </td <td></td>											
Pandora 23% 36% 51% 57% 63% 68% - - - Amazon 19% 28% 32% 24% 30% 19% - - - Apple Music 14% 21% 16% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <td></td> <td></td> <td></td> <td>23%</td> <td>23%</td> <td>19%</td> <td>20%</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td>				23%	23%	19%	20%	-	-	-	-
Amazon 19% 28% 24% 30% 19% - - - Apple Music 14% 21% 16% 21% 12% 12% - - - Google Music 3% 3% 6% 6% 6% 10% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -								-	-	-	-
Apple Music 14% 21% 18% 21% 17% 21% - - - - Heart 5% 13% 18% 21% 17% 21% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <td>Pandora</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td> <td>-</td> <td>-</td> <td>-</td>	Pandora							-	-	-	-
iH-art 5% 13% 18% 21% 1.7% 21% - - - Google Music 3% 3% 6% 6% 10% - - - - Google Music 0% 1% 1% 1% 0% 0% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td> <td>-</td> <td>-</td> <td>-</td>								-	-	-	-
Google Music 3% 3% 6% 6% 10% - - - - Tidal 0% 0% 0% 0% 0% - - - - - Ido not use a streaming music service 25% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	Apple Music							-	-	-	-
Tidal 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	iHeart	5%		18%	21%	17%	21%	-	-	-	-
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TikTok 16% 14% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	Instagram				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% - - - -				-	-	-		-	-	-	-
Twitter 12% 11% 11% 9% 8% 11% - - - Pinterest 6% 4% 8% 8% 8% 9% - - - - None 26% 25% 24% 34% - - - - -				7%	8%	7%	6%	-	-	-	-
Pinterest 6% 4% 8% 8% 9% - - - None 26% 25% 24% 34% - - - - -								-	-	-	-
None 26% 25% 24% 34%								-	-		-
								-	-		-
	Other			1%	2%	18%	19%	_	_	_	-

	Population	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 medi	a accounts	s?									
facebook.com/ultimatesportshowto	Jr	19%	23%	26%	17%	23%	-	-	-	-	-
instagram.com/ultsportshows		4%	-	-	-	-	-	-	-	-	-
I don't follow the USST on social		79%	77%	74%	83%	77%	-	-	-	-	-

	Outdoorama	i - Pa	tron \$	Surve	y Res	ults					
	Population	223 2023	244 2022	266 2020	168 2019	175 2018	355 2017	338 2016	³⁴¹ 2015	244 2014	246 201
ow Specific		2020	LULL	2020	2013	2010	2017	2010	2013	2014	201
day(s) did you attend the s	how?										
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%	379
Sunday		16%	14%	17%	15%	18%	12%	12%	8%	11%	139
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	3.7
re did you recently see or he	ear any advertisin	ig for t	he shov	v?							
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%	79
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%	59
ne to the show to:											
Get out with friends and/or fa		56%	59%	55%	62%	60%	55%	53%	52%	56%	57
See the special attractions an	nd 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 L	iving Show	24%	22%	25%	32%	28%	26%	27%	28%	25%	26
See the stage show		18%	16%	400/	11%	-	-	-	_	-	
Attend seminars				12%							
		14%	16%	15%	16%	23%	21%	25%	20%	19%	
Book a charter trip or guide		13%	16% 15%	15% 16%	16% 11%	18%	18%	16%	16%	13%	16
Book a charter trip or guide Book a hunt		<mark>13%</mark> 7%	16% <mark>15%</mark> 15%	15% <mark>16%</mark> 8%	16% <mark>11%</mark> 12%	18% 9%	<mark>18%</mark> 13%	16% 13%	<mark>16%</mark> 11%	13% 12%	16 14
Book a charter trip or guide Book a hunt Book a vacation to a lodge		13% 7% 4%	16% 15% 15% 7%	15% 16% 8% 5%	16% 11% 12% 6%	18% 9% 5%	18% 13% 8%	16% 13% 8%	16% 11% 6%	13% 12% 4%	16 14 9'
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat		13% 7% 4% 5%	16% 15% 15% 7% 6%	15% 16% 8% 5% 6%	16% 11% 12% 6% 9%	18% 9% 5% 8%	18% 13% 8% 8%	16% 13% 8% 12%	16% 11% 6% 9%	13% 12% 4% 10%	16 14 90 80
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories		13% 7% 4% 5% 6%	16% 15% 15% 6% 6%	15% 16% 8% 5% 6% 6%	16% 11% 12% 6% 9% 4%	18% 9% 5% 8% 6%	18% 13% 8% 8% 9%	16% 13% 8% 12% 9%	16% 11% 6% 9% 7%	13% 12% 4% 10% 7%	16 14 90 80 60
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat		13% 7% 4% 5%	16% 15% 15% 7% 6%	15% 16% 8% 5% 6%	16% 11% 12% 6% 9%	18% 9% 5% 8%	18% 13% 8% 8%	16% 13% 8% 12%	16% 11% 6% 9%	13% 12% 4% 10%	16 14 90 80 60
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other	ling group buy a	13% 7% 4% 5% 6% 20%	16% 15% 7% 6% 6% 11%	15% 16% 8% 5% 6% 6% 16%	16% 11% 12% 6% 9% 4% 14%	18% 9% 5% 8% 6% 16%	18% 13% 8% 8% 9% 15%	16% 13% 8% 12% 9% 11%	16% 11% 6% 9% 7% 16%	13% 12% 4% 10% 7% 12%	16 14 90 80 60 18
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other Other	ling group buy a	13% 7% 4% 5% 6% 20% boat at 1%	16% 15% 7% 6% 6% 11% the sh 2%	15% 16% 8% 5% 6% 6% 16% 0%	16% 11% 12% 6% 9% 4% 14%	18% 9% 5% 8% 6% 16%	18% 13% 8% 8% 9% 15%	16% 13% 8% 12% 9% 11%	16% 11% 6% 9% 7% 16% 2%	13% 12% 4% 10% 7% 12%	16 14 9° 8° 6° 18
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other	ling group buy a	13% 7% 4% 5% 6% 20%	16% 15% 7% 6% 6% 11%	15% 16% 8% 5% 6% 6% 16%	16% 11% 12% 6% 9% 4% 14%	18% 9% 5% 8% 6% 16%	18% 13% 8% 8% 9% 15%	16% 13% 8% 12% 9% 11%	16% 11% 6% 9% 7% 16% 2%	13% 12% 4% 10% 7% 12%	16 14 9' 8' 6' 18
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other You or anyone in your attend Yes No		13% 7% 4% 5% 6% 20% boat at 1% 99%	16% 15% 7% 6% 6% 11% the sh 2% 98%	15% 16% 8% 5% 6% 6% 16% 0% 10%	16% 11% 6% 9% 4% 14% 14% 99%	18% 9% 5% 8% 6% 16% 1% 99%	18% 13% 8% 9% 15% 1% 99%	16% 13% 8% 12% 9% 11% 1% 99%	16% 11% 6% 9% 7% 16% 2% 98%	13% 12% 4% 10% 7% 12% 0% 100%	16 14 9° 8° 18 18 0° 100
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other You or anyone in your attend Yes No U or someone in your group Pontoon Boat		13% 7% 4% 5% 6% 20% boat at 1% 99%	16% 15% 7% 6% 6% 11% 2% 98% show, 20%	15% 16% 8% 5% 6% 6% 16% 0%	16% 11% 6% 9% 4% 14% 14% 99% tell us v 50%	18% 9% 5% 8% 6% 16% 16% 99%	18% 13% 8% 9% 15% 15% 1% 99%	16% 13% 8% 12% 9% 11% 1% 99%	16% 11% 6% 9% 7% 16% 2% 98%	13% 12% 4% 10% 7% 12% 0% 100%	16 14 99 89 69 18 09 100 100
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other rou or anyone in your attend Yes No u or someone in your group Pontoon Boat Canoe or Kayak		13% 7% 4% 5% 6% 20% boat at 1% 99% t at the 33% 0%	16% 15% 7% 6% 6% 11% 2% 98% the sh 2% 98% show, 20% 40%	15% 16% 8% 5% 6% 6% 16% 0% 0% 100%	16% 11% 6% 9% 4% 14% 14% 99% tell us v 50% 0%	18% 9% 5% 8% 6% 16% 16% 99% vhat kii 0% 50%	18% 13% 8% 9% 15% 15% 1% 99%	16% 13% 8% 12% 9% 11% 11% 9%	16% 11% 6% 9% 7% 16% 2% 98%	13% 12% 4% 10% 7% 12% 0% 100% rchase 0% 0%	16 14 99 89 69 18 00 100
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other Other Yes No I or someone in your group Pontoon Boat Canoe or Kayak Big Lake Fishing Boat	purchased a boa	13% 7% 4% 5% 6% 20% boat at 1% 99% t at the 33% 0% 0%	16% 15% 7% 6% 6% 11% the sh 2% 98% \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$	15% 16% 8% 5% 6% 16% 16% 0% 100%	16% 11% 6% 9% 4% 14% 14% 18% 99% tell us v 50% 0% 0%	18% 9% 5% 8% 6% 16% 16% 99% /hat kii 0% 50% 0%	18% 13% 8% 9% 15% 15% 1% 99%	16% 13% 8% 12% 9% 11% 11% 9% 0% 33%	16% 11% 6% 9% 7% 16% 2% 98% 2% 98%	13% 12% 4% 10% 7% 12% 0% 100% 100%	16 14 9 8 6 18 0 0 100 2 ed: 0 0 0 0 0
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other You or anyone in your attend Yes No You or someone in your group Pontoon Boat Canoe or Kayak Big Lake Fishing Boat Aluminum Fishing Boat with t	purchased a boa	13% 7% 4% 5% 6% 20% 20% boat at 1% 99% t at the 33% 0% 0% 0%	16% 15% 7% 6% 6% 11% the sh 2% 98% \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	15% 16% 8% 5% 6% 16% 16% 0% 100%	16% 11% 6% 9% 4% 14% 14% 99% tell us v 50% 0% 0% 50%	18% 9% 5% 8% 6% 16% 16% 1% 99% /hat ki 0% 50% 0%	18% 13% 8% 9% 15% 15% 1% 99%	16% 13% 8% 12% 9% 11% 1% 99% 1% 99%	16% 11% 6% 9% 7% 16% 2% 98% 2% 98%	13% 12% 4% 10% 7% 12% 0% 100%	16 14 99 89 69 18 18 09 100 20 90 90 90 90 90 90 90 90 90
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other You or anyone in your attend Yes No U or someone in your group Pontoon Boat Canoe or Kayak Big Lake Fishing Boat Aluminum Fishing Boat with the Bass or Walleye Boat	purchased a boa	13% 7% 4% 5% 6% 20% boat at 1% 99% t at the 33% 0% 0% 0% 0%	16% 15% 7% 6% 6% 11% 2% 98% 2% 98% 20% 20% 20% 20% 20%	15% 16% 8% 5% 6% 16% 16% 0% 100% 0% 100% 100% 0%	16% 11% 6% 9% 4% 14% 14% 99% tell us v 50% 0% 0% 50% 0%	18% 9% 5% 8% 6% 16% 16% 1% 99% 1% 0% 50%	18% 13% 8% 9% 15% 15% 1% 99%	16% 13% 8% 12% 9% 11% 1% 99% 11% 99% 0% 33% 67% 33%	16% 11% 6% 9% 7% 16% 2% 98% 98% 98% 0% 50% 17% 33% 17%	13% 12% 4% 10% 7% 12% 0% 100% 100%	16 14 99 83 65 18 100 ••••••••••••••••••••••••••••••••
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other rou or anyone in your attend Yes No u or someone in your group Pontoon Boat Canoe or Kayak Big Lake Fishing Boat Aluminum Fishing Boat with the Bass or Walleye Boat Runabout - Fish & Ski	purchased a boa	13% 7% 4% 5% 6% 20% 20% 0% 1% 99% 0% 0% 0% 0% 0% 0% 0%	16% 15% 7% 6% 6% 11% 2% 98% 2% 98% 20% 20% 20% 20% 20% 20%	15% 16% 8% 5% 6% 16% 0% 0% 100% 0% 0% 0% 0% 0% 0%	16% 11% 6% 9% 4% 14% 14% 99% tell us v 50% 0% 0% 0% 0%	18% 9% 5% 8% 16% 16% 16% 99% /hat kit 0% 50% 0% 50% 0%	18% 13% 8% 9% 15% 15% 1% 99%	16% 13% 8% 12% 9% 11% 11% 9% 11% 99% 0% 33% 67% 33% 0%	16% 11% 6% 9% 16% 2% 98% 2% 98% 0% 50% 17% 33% 17% 0%	13% 12% 4% 10% 7% 12% 0% 100% 0% 0% 0% 0% 0% 0% 0% 0%	16 14 99 88 69 18 00 100 20 00 00 00 00 00 00 00 00 00 00
Book a charter trip or guide Book a hunt Book a vacation to a lodge Shop for a fishing boat Buy boat accessories Other You or anyone in your attend Yes No U or someone in your group Pontoon Boat Canoe or Kayak Big Lake Fishing Boat Aluminum Fishing Boat with the Bass or Walleye Boat	purchased a boa	13% 7% 4% 5% 6% 20% boat at 1% 99% t at the 33% 0% 0% 0% 0%	16% 15% 7% 6% 6% 11% 2% 98% 2% 98% 20% 20% 20% 20% 20%	15% 16% 8% 5% 6% 16% 16% 0% 100% 0% 100% 100% 0%	16% 11% 6% 9% 4% 14% 14% 99% tell us v 50% 0% 0% 50% 0%	18% 9% 5% 8% 6% 16% 16% 1% 99% 1% 0% 50%	18% 13% 8% 9% 15% 15% 1% 99%	16% 13% 8% 12% 9% 11% 1% 99% 11% 99% 0% 33% 67% 33%	16% 11% 6% 9% 7% 16% 2% 98% 98% 98% 0% 50% 17% 33% 17%	13% 12% 4% 10% 7% 12% 0% 100% 100%	

	Population	223 2023	244 2022	266 2020	168 2019	175 2018	355 2017	³³⁸ 2016	³⁴¹ 2015	²⁴⁴ 2014	
you attend a seminar or v	vorskhop?										
Yes		15%	15%	16%	14%	21%	23%	21%	17%	-	
No		85%	85%	84%	86%	79%	78%	79%	83%	-	
se rate the seminars or w	vorkshops you atten										
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%	-	
you gather information or	n destination areas										
Yes		60%	58%	68%	70%	72%	71%	74%	69%	73%	
No		40%	42%	32%	30%	28%	30%	26%	31%	27%	
you book a trip at this sh	ow?										
Yes		2%	4%	6%	6%	4%	4%	8%	6%	7%	
No		98%	96%	94%	94%	96%	96%	92%	94%	93%	
the trip you booked at th	e show a destinatio	on trip v	ith lod	ging?							
Yes		40%	38%	29%	50%	0%	33%	48%	28%	44%	
No		60%	63%	71%	50%	100%	67%	52%	72%	56%	
the trip you booked at th	ne show a day trip / o	charter	?								
Yes		75%	86%	86%	44%	100%	80%	48%	78%	56%	
No		25%	14%	14%	56%	0%	20%	52%	22%	44%	
you visit an area you leaı	rned about at the sh	iow?									
Yes		53%	41%	59%	57%	60%	60%	60%	57%	59%	
No		47%	59%	41%	43%	40%	40%	40%	44%	41%	
many boat / sport shows	s did you attend this	s year?									
Only this show		67%	67%	56%	57%	57%	55%	55%	59%	54%	
2 Shows		28%	27%	33%	34%	28%	32%	34%	29%	32%	
3 Shows		4%	5%	8%	8%	11%	10%	8%	9%	11%	
4 Shows		1%	0%	2%	1%	2%	2%	2%	2%	2%	
5 or More		1%	0%	1%	1%	3%	1%	1%	1%	1%	
e last 5 years, how many	of those years did			oat / spo	ort show	/?					
This year only		17%	16%	16%	10%	12%	12%	12%	15%	13%	
2 Years		19%	14%	9%	9%	12%	11%	9%	10%	16%	
3 Years		12%	19%	11%	14%	11%	11%	12%	12%	14%	
4 Years		7%	11%	11%	7%	6%	11%	8%	10%	7%	
Every Year		45%	41%	53%	60%	59%	55%	59%	53%	50%	
you enjoy the O <mark>utdoor</mark> am	na Show?										
y <mark>ou enjoy the Outdooram</mark> Yes No	na Show?	81% 19%	70% 30%	88% 12%	88% 12%	86% 14%	87% 13%	-	-	-	

2023 2022 2020 2018 2017 2016 2016 2014 2017 I love di, would go again 35% 24% 44% 32% 37% 43% 36% 36% - - I got many ideas & product information 35% 24% 44% 32% 37% 43% 36% 36% 42% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	Outdoorama	a - Pa	tron	Surve	y Res	ults					
would you best describe your experience at the show? I loved II, would go again 35% 24% 44% 33% 34% 34% 38% 39% 49% 42% - - Didn't have what iwas interested in 15% 19% 10% 13% 38% 6% 38% 9% 3% 5% 38% 9% 3% 5% 3% 5% 3% 5% 3% 5% 3% 5% 3% 5% 3% 5% 3% 5% 3% 5% 3% 5% 5% 5% 6% 5% 5% 5% 6% 5% 5% 6% 5% 5% 6% 5% 5% 6% 5% 5% 6% 5% 5% 6% 5% 5% 6% 5% 6% 6% 5% 6% 6% 5% 5% 6% 6% 5% 5% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6%<	Population									- · ·	246 201 3
Igot many ideas & product information 31% 35% 34% 48% 48% 39% 39% 49% 42% - - Didn't have what I was interested in 15% 15% 15% 15% 15% 15% 16% 8% 16% 8% 13% 4% 48% 3% 6% 16% 8% 13% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	v would you best describe your experience at		-								
Dirich have what I was interested in 15% 19% 10% 13% 8% 16% 8% 18% 9% 3% 6% 3% 9% 13% 9% 13% 9% 13% 9% 13% 9% 13% 9% 9% 13% 9% 9% 13% 9% 9% 13% 9% 9% 13% 9% 9% 13% 9% 9% 13% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 13% 8% 9% 13% 15% 15% 15% 15% 15% 15% 15% 13% 16% 13% 13% 13% 13% 13% 13% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15%	l loved it, would go again			44%		37%	43%			-	-
Waste of time / Didn't like it, won't go again 8% 9% 3% 9% 3% 9% 3% 9% 3% 9% 3% 9% 3% 9% 3% 9% 3% 9% 3% 9% 3% 9% 3% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 1% 8% 8% 8% 9% 10% 8% 9% 15% 13% 14% Calce or kayak 44% 53% 48% 62% 61% 57% 60% 53% 51% 55% 14% 15% 14% 48% 47% 48% 47% 48% 47% 48% 47% 48% 47% 48% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43%							39%		42%	-	-
Other 12% 13% 9% 3% 9% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>-</td><td>-</td></t<>										-	-
Yes 92% 90% 91% 90% 92% 91% 85% 77% 85% 86 No 8% 10% 9% 10% 8% 9% 15% 23% 15% 14 clustry Specific you own a boat? 78 44% 53% 48% 62% 61% 57% 60% 51% 53% 28 No 56% 47% 52% 38% 39% 43% 40% 47% 48% Cance or Kayak 20% 21% 13% 18% 20% 14% 25% 28% 17% 15% 14% Cance or Kayak 13% 13% 18% 20% 14% 25% 13% 18% 17% 17% 14% 9% 16% 17% 17% 16% 17% 17% 14% 9% 13% 17% 17% 14% 9% 13% 13% 17% 17%							3%	8%	9%	-	-
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Yes 77% 76% 79% 78% 79% 80% 79% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% 80% <td>Other</td> <td></td> <td>9%</td> <td>5%</td> <td>9%</td> <td>4%</td> <td>1 %</td> <td>6%</td> <td>5%</td> <td>9%</td> <td>11%</td> <td>5</td>	Other		9%	5%	9%	4%	1 %	6%	5%	9%	11%	5
No 23% 24% 21% 22% 21% 20% 20% 20% v many days do you spend hunting annually?												
v many days do you spend hunting annually?												
	NO		23%	24%	21%	22%	21%	20%	21%	20%	20%	
Average Days 26 26 27 10 21 26 27 25 22		unting annually?										
	Average Days		26	26	24	19	21	26	24	25	22	2

Outdoora	ima - Pa	tron	Surve	y Res	ults					
Populat		244	266	168	175	355	338	341 2015	244	246
at do you PRIMARLY hunt for?	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
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%	-	-
t 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%		-
Other	0%	4 %	2%	0%C	1 70	4 %	-	4 70	-	-
ou bow hunt?										
Yes	75%	74%	81%	84%	77%	78%	75%	74%	66%	62%
No	25%	26%	19%	16%	23%	22%	25%	26%	34%	39%
mographics	incomo?									
t is your approximate annual household \$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%	29%	21%	29%	21%	15%
					2170	2170	2170	2270	2170	
\$160,000 - \$200,000	12%	11%	8%	-	-	-	-	-	-	-
Over \$200,000	9%	10%	4%	-	-	-	-	-	-	-
t 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%
t is your Marital Status?										
Married	83%	79%	76%	79%	78%	83%	75%	75%	75%	75%
Living together, not married	- 03%	-	-	-	-	-	7%	7%	6%	7%
Single	- 17%	- 21%	- 24%	- 21%	- 22%	- 17%	18%	17%	18%	18%
5							_		_	_
ou have any children, under the age of 1				4604	4604	450/	070/	4.0.0/	0.001	5001
Yes	29%	44%	45%	42%	42%	45%	37%	40%	39%	59%
No	71%	56%	55%	58%	58%	55%	63%	60%	61%	41%
ou 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
o 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%

at 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%

/ many people per age bracket were in y	our 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 webs	ite: www.Outdoorama.c	om or	www.Sh	owSpar	n.com	?				
Yes	73%	67%	66%	74%	74%	79%	78%	76%	79%	84%
No	27%	33%	34%	26%	26%	22%	22%	25%	22%	16%

ch social media do you use at least once a v	veek?									
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%	- P	age 41	l of-131	-

0	utdoorama	a - Pa	tron \$	Surve	y Res	ults					
	Population	223 2023	244 2022	266 2020	168 2019	175 2018	³⁵⁵ 2017	³³⁸ 2016	³⁴¹ 2015	²⁴⁴ 2014	2 2 (
ou use the internet or social r	ietworks on yo										
Yes		90%	86%	86%	71%	73%	72%	-	-	-	
No		10%	14%	14%	29%	27%	28%	-	-	-	
ou follow any of our social me											
facebook.com/ultimatesportsho	owtour	21%	16%	20%	12%	-	-	-	-	-	
instagram.com/ultsportshow		3%	-	-	-	-	-	-	-	-	
I don't follow the USST on soci	al media	79%	84%	80%	88%	-	-	-	-	-	
do you receive your televisio	n 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%	1
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%	-	-	-	-	-	
TWO radio stations do you l	sten to most?										
WYCD - 99.5		24%	17%	16%	18%	18%	20%	20%	19%	17%	2
WCSX - 94.7 (Classic Rock)		23%	18%	20%	18%	19%	18%	15%	17%	20%	2
WRIF - 101WRIF		18%	11%	14%	14%	14%	15%	16%	15%	15%	1
WXYT - 97.1 (The Ticket)		17%	18%	10%	17%	17%	16%	20%	21%	20%	2
WDRQ - 93.1 NASH (Country)	16%	9%	6%	7%	6%	9%	6%	6%	6%	
WWJ - AM - News Radio 950		13%	14%	14%	19%	18%	16%	22%	20%	20%	2
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%	1
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 Hit	s)	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 regula	rly	21%	17%	11%	11%	-	-	-	-	-	
Other		10%	9%	15%	11%	17%	21%	16%	19%	29%	3
t outdoor magazine do you re	gularly read?			1001				====	1001	1001	
Woods-N-Water News		34%	37%	42%	35%	63%	52%	50%	49%	42%	5
Michigan Out-of-Doors		23%	33%	31%	28%	44%	43%	39%	39%	38%	4
Michigan Outdoor News		22%	25%	24%	19%	37%	30%	29%	27%	32%	3
Field & Stream		8%	16%	20%	13%	26%	27%	27%	23%	27%	3
Outdoor Life		5%	12%	14%	11%	12%	23%	22%	18%	21%	2
In-Fisherman		7%	10%	9%	7%	15%	11%	15%	11%	12%	1
Michigan Sportsman		4%	7%	10%	12%	12%	15%	18%	16%	19%	1
Great Lakes Angler		4%	4%	6%	5%	3%	5%	7%	5%	5%	Ę
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%	2

Outdoora	ma - Pa	tron \$	Surve	y Res	ults					
Populati	on 223 2023	244 2022	266 2020	168 2019	175 2018	³⁵⁵ 2017	338 2016	³⁴¹ 2015	244 2014	246 201
t 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%	-	-	-	-
ou a premium subscriber to the streamir	ng service [.]	?								
Vee	400/	E70/	200/	200/	200/	200/				

Are y	ou a premium subscriber to the streaming s	service	?								
	Yes	40%	57%	39%	39%	29%	28%	-	-	-	-
	No	60%	43%	61%	61%	71%	72%	-	-	-	-

Po	pulation 467 2023	343 2022	236 2019	431 2018	378 2017	404 2016	300 2015	281 2014	202 2013	241 201
Show Specific										
Vhat day did you attend the sho										
Thursday	20%	17%	19%	28%	27%	24%	23%	24%	26%	239
Friday	18%	22%	26%	43%	32%	39%	43%	43%	41%	429
Saturday	54%	56%	43%	27%	34%	32%	34%	37%	37%	330
Sunday	13%	9%	18%	9%	14%	12%	10%	10%	10%	12
ow 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	3.6
id you use the Dash Parking L			?							
Yes	6%	5%	-	-	-	-	-	-	-	-
No	94%	95%	-	-	-	-	-	-	-	-
ow would you rate your experi		s parkin	g optio	n?						
Poor	0%	-	-	-	-	-	-	-	-	-
Fair	12%	-	-	-	-	-	-	-	-	-
Good	20%	-	-	-	-	-	-	-	-	-
Great	28%	-	-	-	-	-	-	-	-	-
Excellent	40%	-	-	-	-	-	-	-	-	-
/here did you recently hear or s										
Facebook (18-22: Social Media)	29%	30%	19%	19%	20%	8%	10%	9%	6%	79
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%	39
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 f		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 g		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
•				13%			14%	14%		13
To buy boat accessories (i.e. el		15%	11%		15%	14%			16%	
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
id you or anyone in your atten										
Yes	2%	1%	1%	2%	2%	2%	2%	3%	1%	19

	gi cap ac									
Yes	2%	1%	1%	2%	2%	2%	2%	3%	1%	1%
No	98%	99%	99%	98%	98%	99%	98%	98%	99%	99%

r		407	0.40	000	404	070	10.1	000	004	000	0.44
		467 2023	343 2022	236 2019	431 2018	378 2017	404 2016	300 2015	281 2014	202 2013	241 201
so, please tell us what kind?		/									
Aluminum Fishing Boat with m	notor	44%	67%	33%	29%	33%	33%	40%	43%	50%	339
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%	339
Big Lake Fishing Boat		11%	0%	33%	0%	0%	17%	20%	0%	0%	0%
Canoe or Kayak	.t. maata n	11% 0%	0%	0% 0%	29%	33%	17%	20%	14% 0%	50%	339
Aluminum Fishing Boat withou Runabout - Fish & Ski Boat		0%	0% 0%	0%	0% 0%	0% 0%	0% 17%	0% 0%	29%	0% 0%	0%
Other		0%	0%	33%	14%	0%	0%	0%	0%	0%	0%
Other		070	070	3370	1470	070	0 70	0 70	070	070	07
d you attend a seminar or w	orkshop?										
Yes		23%	25%	25%	29%	28%	25%	31%	-	-	-
No		77%	76%	75%	71%	72%	75%	69%	-	-	-
ease rate the seminars or wo	orkshops	vou a	ttended								
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%	-	-	-
d you gather information on	destinati	on are	as at th	e show	?						
Yes		43%	42%	62%	55%	57%	61%	61%	55%	51%	619
No		57%	58%	38%	45%	43%	39%	39%	45%	49%	399
d you book a trip at the show	N?										
		00/	F 0/	8%	4%	4%	4%	6%	4%	4%	6%
Yes		2%	5%	O 70	4 /0	- 70	- 70	070	4 /0	- 70	0 /
Yes No		98%	5% 95%	92%	96%	96%	96%	94%	96%	96%	
No		98%	95%	92%	96%	96%					
No as the trip you booked at the	e show a o	98% destina	95% ation tri	92%	96% odging	96% ?		94%	96%		949
No	e show a o	98%	95%	92% p with l	96%	96%	96%			96%	94°
No as the trip you booked at the Yes	e show a o	98% destina 67%	95% <mark>ation tri</mark> 19%	92% p with I 59%	96% odging 60%	96% ? 43%	96% 56%	94% 67%	96% 82%	96% 75%	94°
No <mark>as the trip you booked at the</mark> Yes No	e show a (98% destina 67% 33%	95% ation tri 19% 81%	92% p with I 59% 41%	96% odging 60%	96% ? 43%	96% 56%	94% 67%	96% 82%	96% 75%	94°
No as the trip you booked at the Yes	e show a o	98% destina 67% 33%	95% ation tri 19% 81%	92% p with I 59% 41%	96% odging 60%	96% ? 43%	96% 56%	94% 67%	96% 82%	96% 75%	949 779 239
No as the trip you booked at the Yes No as the trip you booked at the	e show a o	98% destina 67% 33% day tri	95% ation tri 19% 81% p / char	92% p with I 59% 41% ter?	96% odging 60% 40%	96% ? 43% 57%	96% 56% 44%	94% 67% 33%	96% 82% 18%	96% 75% 25%	94 [°] 77 [°] 23 [°] 25 [°]
No as the trip you booked at the Yes No as the trip you booked at the Yes No	e show a d	98% destina 67% 33% day tri 43% 57%	95% ation tri 19% 81% p / char 75% 25%	92% p with I 59% 41% ter? 29%	96% odging 60% 40%	96% ? 43% 57% 64%	96% 56% 44%	94% 67% 33% 22%	96% 82% 18% 20%	96% 75% 25%	94 [°] 77 [°] 23 [°] 25 [°]
No as the trip you booked at the Yes No as the trip you booked at the Yes No	e show a d e show a d	98% destina 67% 33% day tri 43% 57% t at the	95% ation tri 19% 81% p / char 75% 25% show?	92% p with I 59% 41% ter? 29% 71%	96% odging 60% 40% 47% 53%	96% ? 43% 57% 64% 36%	96% 56% 44% 50% 50%	94% 67% 33% 22% 78%	96% 82% 18% 20% 80%	96% 75% 25% 25% 75%	94° 77° 23° 25° 75°
No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learr Yes	e show a d e show a d	98% destina 67% 33% day tri 43% 57% t at the 45%	95% ation tri 19% 81% p / char 75% 25% \$\$how? 38%	92% p with I 59% 41% ter? 29% 71%	96% odging 60% 40% 47% 53%	96% ? 43% 57% 64% 36% 56%	96% 56% 44% 50% 50%	94% 67% 33% 22% 78% 52%	96% 82% 18% 20% 80%	96% 75% 25% 25% 75%	949 779 239 259 759
No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learn Yes No	e show a d	98% destin 67% 33% day tri 43% 57% t at the 45% 55%	95% ation tri 19% 81% p / char 75% 25% 25% show? 38% 62%	92% p with I 59% 41% ter? 29% 71%	96% odging 60% 40% 47% 53%	96% ? 43% 57% 64% 36%	96% 56% 44% 50% 50%	94% 67% 33% 22% 78%	96% 82% 18% 20% 80%	96% 75% 25% 25% 75%	94° 77° 23° 25° 75°
No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learn Yes No	e show a d	98% destin 67% 33% day tri 43% 57% t at the 45% 55% this ye	95% ation tri 19% 81% p / char 75% 25% 25% \$ show? 38% 62% \$ ar?	92% p with I 59% 41% ter? 29% 71% 60% 40%	96% odging 60% 40% 47% 53% 50% 50%	96% ? 43% 57% 64% 36% 56% 44%	96% 56% 44% 50% 50% 50% 53% 47%	94% 67% 33% 22% 78% 52% 48%	96% 82% 18% 20% 80% 47% 53%	96% 75% 25% 25% 75% 49% 51%	94 ⁹ 77 ⁰ 23 ⁰ 25 ⁰ 75 ⁰ 52 ⁰ 48 ⁰
No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learn Yes No Only This Show	e show a d	98% destina 67% 33% day tri 43% 57% tat the 45% 55% this ye 78%	95% ation tri 19% 81% p / char 75% 25% 25% show? 38% 62% ar? 73%	92% p with I 59% 41% ter? 29% 71% 60% 40%	96% odging 60% 40% 47% 53% 50% 50% 66%	96% 43% 57% 64% 36% 56% 44%	96% 56% 44% 50% 50% 53% 47%	94% 67% 33% 22% 78% 52% 48%	96% 82% 18% 20% 80% 47% 53%	96% 75% 25% 25% 75% 49% 51%	949 779 239 259 759 529 489
No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learr Yes No Only This Show 2 Shows	e show a d	98% destina 67% 33% day tri 43% 57% t at the 45% 55% this ye 78% 17%	95% ation tri 19% 81% p / char 75% 25% show? 38% 62% ar? 73% 23%	92% p with I 59% 41% 29% 71% 60% 40%	96% odging 60% 40% 47% 53% 50% 50% 50% 66% 25%	96% 43% 57% 64% 36% 56% 44% 63% 26%	96% 56% 44% 50% 50% 53% 47% 65% 26%	94% 67% 33% 22% 78% 52% 48% 64% 27%	96% 82% 18% 20% 80% 47% 53% 61% 26%	96% 75% 25% 25% 75% 49% 51% 60% 31%	949 779 239 259 759 529 489
No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learn Yes No w many sport shows did yo Only This Show 2 Shows 3 Shows	e show a d	98% destina 67% 33% day tri 43% 57% tat the 45% 55% this ye 78% 17% 3%	95% ation tri 19% 81% p / char 75% 25% show? 38% 62% show? 38% 62% 23% 4%	92% p with I 59% 41% 29% 71% 60% 40% 60% 23% 6%	96% odging 60% 40% 47% 53% 50% 50% 50% 66% 25% 7%	96% ? 43% 57% 64% 36% 56% 44% 63% 26% 7%	96% 56% 44% 50% 50% 53% 47% 65% 26% 6%	94% 67% 33% 22% 78% 52% 48% 64% 27% 8%	96% 82% 18% 20% 80% 47% 53% 61% 26% 9%	96% 75% 25% 25% 75% 49% 51% 51% 60% 31% 8%	94 ⁹ 77 ⁰ 23 ⁰ 25 ⁰ 75 ⁰ 52 ⁰ 48 ⁰ 56 ⁰ 27 ⁰ 12 ⁰
No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learn Yes No ow many sport shows did yo Only This Show 2 Shows 3 Shows 4 Shows	e show a d	98% destin 67% 33% day tri 43% 57% tat the 45% 55% this ye 78% 17% 3% 1%	95% ation tri 19% 81% p / char 75% 25% show? 38% 62% as% 62% 23% 23% 4% 1%	92% p with I 59% 41% ter? 29% 71% 60% 40% 60% 40% 69% 23% 6% 1%	96% odging 60% 40% 47% 53% 50% 50% 50% 50% 66% 25% 7% 1%	96% ? 43% 57% 64% 36% 56% 44% 63% 26% 7% 3%	96% 56% 44% 50% 50% 50% 53% 47% 65% 26% 6% 26% 6% 2%	94% 67% 33% 22% 78% 52% 48% 52% 48% 27% 8% 1%	96% 82% 18% 20% 80% 47% 53% 53% 61% 26% 9% 1%	96% 75% 25% 25% 75% 49% 51% 60% 31% 8% 1%	94 ⁹ 77 ⁰ 23 ⁹ 25 ⁹ 75 ⁹ 52 ⁹ 48 ⁹ 27 ⁹ 12 ⁹ 39
No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learn Yes No w many sport shows did yo Only This Show 2 Shows 3 Shows	e show a d	98% destina 67% 33% day tri 43% 57% tat the 45% 55% this ye 78% 17% 3%	95% ation tri 19% 81% p / char 75% 25% show? 38% 62% show? 38% 62% 23% 4%	92% p with I 59% 41% 29% 71% 60% 40% 60% 23% 6%	96% odging 60% 40% 47% 53% 50% 50% 50% 66% 25% 7%	96% ? 43% 57% 64% 36% 56% 44% 63% 26% 7%	96% 56% 44% 50% 50% 53% 47% 65% 26% 6%	94% 67% 33% 22% 78% 52% 48% 64% 27% 8%	96% 82% 18% 20% 80% 47% 53% 61% 26% 9%	96% 75% 25% 25% 75% 49% 51% 51% 60% 31% 8%	94 ⁹ 77 ⁰ 23 ⁹ 25 ⁹ 75 ⁹ 52 ⁹ 48 ⁹ 27 ⁹ 12 ⁹ 39
No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learr Yes No w many sport shows did yo Only This Show 2 Shows 3 Shows 4 Shows 5 or More Shows the last 5 years, how many of	e show a d e show a d ned about u attend f	98% destina 67% 33% day tri 43% 57% t at the 45% 55% this ye 78% 17% 3% 1% 0% (ears of (ears of)	95% ation tri 19% 81% p / char 75% 25% show? 38% 62% ar? 73% 23% 4% 1% 0% lid you	92% p with I 59% 41% 29% 71% 60% 40% 60% 40% 69% 23% 6% 1% 1% 1%	96% odging 60% 40% 47% 53% 50% 50% 50% 50% 66% 25% 7% 1% 1% 1%	96% ? 43% 57% 64% 36% 56% 44% 63% 26% 7% 26% 7% 3% 1% show?	96% 56% 44% 50% 50% 53% 47% 65% 26% 6% 26% 6% 2% 1%	94% 67% 33% 22% 78% 52% 48% 52% 48% 64% 27% 8% 1% 0%	96% 82% 18% 20% 80% 47% 53% 61% 26% 9% 1% 3%	96% 75% 25% 25% 75% 49% 51% 60% 31% 8% 1% 1%	94 ¹ 77 ⁰ 23 ⁰ 25 ⁰ 75 ⁰ 52 ⁰ 48 ⁰ 27 ⁰ 12 ⁰ 3 ⁹
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No as the trip you booked at the Yes No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learr Yes No w many sport shows did yo Only This Show 2 Shows 3 Shows 4 Shows 5 or More Shows the last 5 years, how many of This Year Only 2 Years	e show a d e show a d ned about u attend f	98% destin 67% 33% day tri 43% 57% tat the 45% 55% this ye 78% 17% 3% 1% 0% (ears of 20% 17%	95% ation tri 19% 81% p / char 75% 25% show? 38% 62% 538% 62% 23% 23% 4% 1% 0% 1% 0%	92% p with I 59% 41% 29% 71% 60% 40% 60% 40% 60% 23% 6% 1% 1% 1% 1%	96% odging 60% 40% 47% 53% 50% 50% 50% 50% 66% 25% 7% 1% 1% 1% 1%	96% ? 43% 57% 64% 36% 56% 44% 56% 26% 7% 3% 1% 3% 1% \$how? 14% 12%	96% 56% 44% 50% 50% 53% 47% 65% 26% 26% 26% 26% 1% 1%	94% 67% 33% 22% 78% 52% 48% 52% 48% 27% 8% 1% 0% 1% 0%	96% 82% 18% 20% 80% 47% 53% 53% 61% 26% 9% 1% 3% 1% 3%	96% 75% 25% 25% 75% 49% 51% 51% 31% 8% 1% 1% 1% 1% 8% 8%	949 779 239 759 529 489 569 279 129 39 129 39 19
No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learn Yes No w many sport shows did yo Only This Show 2 Shows 3 Shows 4 Shows 5 or More Shows the last 5 years, how many of This Year Only 2 Years 3 Years	e show a d e show a d ned about u attend f	98% destin 67% 33% day tri 43% 57% tat the 45% 55% this ye 78% 17% 3% 17% 3% 1% 0% 20% 17% 19%	95% ation tri 19% 81% p / char 75% 25% show? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% 62% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% ashow? 38% 38% ashow? 38% 3	92% p with I 59% 41% ter? 29% 71% 60% 40% 60% 40% 60% 40% 60% 40% 40% 10% 10% 11% 12% 11% 15%	96% odging 60% 40% 47% 53% 50% 50% 50% 50% 66% 25% 7% 1% 1% 1% 1% 1%	96% ? 43% 57% 64% 36% 36% 44% 63% 26% 7% 3% 1% 3% 1% 1% 1% 12% 13%	96% 56% 44% 50% 50% 50% 53% 47% 53% 47% 65% 26% 26% 26% 6% 26% 1% 1% 1% 13%	94% 67% 33% 22% 78% 52% 48% 52% 48% 27% 8% 1% 0% 12% 12% 12% 12% 13%	96% 82% 18% 20% 80% 47% 53% 47% 53% 47% 53% 47% 53% 14%	96% 75% 25% 25% 75% 49% 51% 51% 60% 31% 8% 1% 1% 1% 1% 1% 1% 1%	949 779 239 259 759 529 489 569 279 129 3% 109 209
No as the trip you booked at the Yes No as the trip you booked at the Yes No as the trip you booked at the Yes No ill you visit an area you learr Yes No w many sport shows did yo Only This Show 2 Shows 3 Shows 4 Shows 5 or More Shows the last 5 years, how many of This Year Only 2 Years	e show a d e show a d ned about u attend f	98% destin 67% 33% day tri 43% 57% tat the 45% 55% this ye 78% 17% 3% 1% 0% (ears of 20% 17%	95% ation tri 19% 81% p / char 75% 25% show? 38% 62% 538% 62% 23% 23% 4% 1% 0% 1% 0%	92% p with I 59% 41% 29% 71% 60% 40% 60% 40% 60% 23% 6% 1% 1% 1% 1%	96% odging 60% 40% 47% 53% 50% 50% 50% 50% 66% 25% 7% 1% 1% 1% 1%	96% ? 43% 57% 64% 36% 56% 44% 63% 26% 7% 3% 1% 3% 1% \$how? 14% 12%	96% 56% 44% 50% 50% 53% 47% 65% 26% 26% 26% 26% 1% 1%	94% 67% 33% 22% 78% 52% 48% 52% 48% 27% 8% 1% 0% 1% 0%	96% 82% 18% 20% 80% 53% 53% 61% 26% 9% 1% 3% 1% 3%	96% 75% 25% 25% 75% 49% 51% 51% 31% 8% 1% 1% 1% 1% 8% 8%	949 779 239 259 759 529 489 569 279 129 3% 129 3% 109 209 109

Population	467 2023	343 2022	236 2019	431 2018	³⁷⁸ 2017	404 2016	³⁰⁰ 2015	²⁸¹ 2014	202 2013	241 2012
Have you seen/visited our website?										
Yes No	60% 40%	57% 43%	61% 39%	71% 29%	70% 30%	66% 34%	67% 33%	72% 28%	79% 21%	82% 18%
	40 /0	4070	0070	2370	5070	J + /0	5570	2070	2170	1070
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 ex	perienc	e at the	show?							
l 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 y	ear?									
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% 31%	68% 32%	78% 22%	80% 20%	76% 24%	79% 22%	79% 22%	77% 23%	73% 27%	78% 22%
No	31%	32%	22%	20%	24%	22%	22%	23%	21%	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 Canoe or Kayak	28% 23%	34% 22%	30% 23%	29% 26%	26% 26%	26% 23%	24% 25%	28% 27%	26% 22%	20% 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%

	Population	467 2023	343 2022	236 2019	431 2018	378 2017	⁴⁰⁴ 2016	300 2015	281 2014	202 2013	241 201 2
/hat kinds of boats interest y											
Aluminum Fishing Boat with n	notor	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%	199
Runabout - Fish & Ski Boat		11%	19%	19%	6%	14%	15%	9%	13%	9%	8%
Aluminum Fishing Boat witho	ut motor	5%	3%	5%	4%	6%	8%	5%	2%	0%	3%
Other		10%	3%	9%	4%	3%	5%	3%	4%	4%	6%
re you looking for a:		0.50/	0.50/	4.0.0/	0.001	0.001	0.001	0.40/	0.4.0/	0.40/	4.54
New Boat		25%	25%	18%	23%	20%	22%	24%	21%	24%	159
Used Boat		28%	34%	26%	21%	20%	29%	14%	31%	15%	319
Either One		46%	41%	55%	56%	59%	49%	62%	48%	61%	549
ow many days do you spend	fishing	annual	lv?								
Average	0	46.2	52.6	46.01	44.53	45.48	47.71	44.6	42.48	43.01	47.4
/hat 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%	149
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%
hat species do you seconda	rily fish i		2.4.0/	220/	260/	220/	26%	200/	28%	30%	200
Panfish or Perch		25%	34%	33%	26%	23%		29%			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%
o you fly fish?											
Yes		27%	26%	27%	31%	29%	30%	32%	33%	29%	359
No		73%	74%	73%	69%	71%	70%	68%	67%	71%	659
o you hunt?											
Yes		72%	74%	70%	74%	74%	74%	73%	68%	66%	759
No		28%	26%	30%	26%	26%	26%	27%	32%	34%	25
110		2070	2070	0070	2070	2070	2070	2170	0270	0-170	20
ow many days do you spend	l hunting										
Average number of days		27.35	29.38	23.95	26.89	26.04	26.17	27.71	24.73	29.12	27.9

•				•							
	Population	467 2023	343 2022	236 2019	431 2018	378 2017	⁴⁰⁴ 2016	300 2015	281 2014	202 2013	241 2012
/hat do you PRIMARILY hu	nt for ever										
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%	-	-
/hat 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%	-	-	-
o you bow hunt?											
Yes		76%	72%	70%	70%	70%	69%	66%	68%	-	-
No		24%	28%	30%	30%	30%	31%	34%	32%	-	-
ave you ever taken a destir	nation fishi										
Yes		46%	47%	54%	56%	49%	51%	51%	56%	48%	57%
No		54%	53%	46%	44%	51%	49%	49%	44%	52%	43%
ave you ever taken a charte	er trip?										
Yes		71%	70%	74%	67%	63%	66%	72%	70%	67%	68%
No		29%	30%	26%	33%	37%	34%	28%	30%	33%	32%
o you take an "outdoors va	cation" ev										
Yes		77%	81%	77%	80%	79%	75%	80%	74%	76%	76%
No		23%	19%	23%	20%	21%	25%	20%	26%	24%	24%
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%
)emographics /hat is your approximate ar	nual hous	ehold	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		400/	100/	- 170		1170	1170	1170	1070	1170	.07

19%

8%

8%

19%

7%

5%

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\$120,000 - \$160,000

\$160,000 - \$200,000

Over \$200,000

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Population		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		1.01	10/	101	4.0.4	10/		1.0.(4.0.4	1.01
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 Schoo		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 1	8 livina	with vo							
Yes	35%	48%	39%	38%	40%	37%	38%	41%	38%	44%
No	65%	52%	61%	62%	60%	63%	62%	59%	62%	56%
	0070	5270	0170	0270	0070	0070	0270	0070	0270	5070
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 we	re in vo	ur grou	o?							
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, ma	ado up c	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:	720/	770/	760/	740/	600/	600/	640/	52 0/	120/	2/0/
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 D) (an Operation	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%

·	2	467 2 023	³⁴³ 2022	236 2019	431 2018	³⁷⁸ 2017	⁴⁰⁴ 2016	³⁰⁰ 2015	281 2014	202 2013	241 2012
What outdoor magazines do you		200/	200/	050/	200/	200/	2.00/	200/		400/	200/
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 Pandora		se? 29%	41%	57%	55%	64%	_		_	_	_
Spotify		29 %	41%	30%	23%	20%	-	-			
Sirius		19%	42 /0		2370	2070	-	-	-	-	-
Amazon		17%	19%	29%	22%	20%			-		-
Apple Music		15%	21%	12%	14%	11%	-	-	-	-	-
iHeart		9%	13%	25%	28%	31%	-	-	-	_	-
Google Music		3 %	6%	8%	10%	5170	-	-	-	-	-
Slacker		0%	1%	1%	2%	-			-	-	-
Tidal		0%	0%	0%	0%	-	-	-	-	-	-
		24%	-	-	-	-	-	-			-
<mark>l do not use a streaming music s</mark> Other		24 % 3%	- 13%	- 3%	- 5%	- 8%	-	-	-	-	-
Other		J 70	1370	370	570	O 70	-	-	-	-	-
Are you a premium subscriber to	the str	eamir	a servi	ce?							
Yes		40%	45%	27%	31%	33%	-	-	-	-	-
No		60%	55%	73%	69%	67%	-	-	-	-	-
			0070		0070	0.70					

Population	467	343	236	431	378	404	300	281	202	241
What TWO radio stations do you listen	2023	2022	2019	2018	2017	2016	2015	2014	2013	2012
WBCT - 93.7 (B93) - Country	31%	25%	26%	34%	30%	29%	21%	24%	24%	25%
WLAV - 96.9 (97 LAV FM) - Classic R(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, Comm	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) - Cou	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%	0%	1%	0%	0%	0%	-	-	-
WMJH - AM 810 (La Poderosa) - Spar	0%	0% 0%	0% 0%	0% 1%	0% 0%	0% 0%	0% 0%	-	-	-
WYGR - AM 1570 (La Furia) - Spanish	21%	17%	18%	24%	19%	19%	19%	- 19%	- 14%	- 14%
Satellite Radio (XM / Sirius)					1970	1970	1970	1970	1470	14 70
I don't listen to the radio regularly	17%	19%	10%		200%	100/	250/	240/	200/	
Other	11%	14%	21%	22%	20%	19%	25%	24%	28%	28%

Vhat 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 p	rogramn	ning?								
Streaming	31%	30%	8%	6%	4%	5%	2%	1%	-	-
Broadcast / Atenna	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%	-	-	-	-	-	-	-

	Population	467 2023	343 2022	236 2019	431 2018	378 2017	404 2016	300 2015	281 2014	202 2013	241 2012
Which social media do you	use at leas	t once a	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%

	Population	365 MBS	342 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., respective	ely			
How many hours did you spend at the show?				
Average Hours		3.14	3.15	3.15
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 shan fan a namanal wateren f		40/	00/	C 0/

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%

	Population	365 MBS	342 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%

,	Population	365 MBS	342 GRB	(AVG)
If so, please tell us what kind?		MIDS	ORD	(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
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:		0.000	0.464	0.00%
New Boat		36%	31%	33%
Used Boat		11%	25%	18%
Either One		53%	44%	49%
Does your family fish from your boat?		000/	==0(=00/
Yes		62%	55%	58%
No		38%	45%	42%
Does your family sail?		4001	4001	4.00%
Yes		12%	12%	12%
No		88%	88%	88%
Does your family waterski?		500/	4504	= 4 0 (
Yes		58%	45%	51%
No		42%	55%	49%

	Population	365 MBS	342 GRB	(AVG)
Does your family wakeboard or wakesurf?				
Yes		34%	36%	35%
No		66%	64%	65%
Does your family tube?		0.00/	700/	=00/
Yes		80%	78%	79%
No		20%	22%	21%
Deservery family bank on her an the Din Labe?				
Does your family harbor hop on the Big Lake? Yes		19%	28%	240/
No		81%	72%	24%
NO		0170	12%	76%
Development is a				
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?		4.0/	0.01	00/
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% 22%	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%
Single		1070	1470	10 /0
Do you have any children, under the age of 18, living with you?				
Yes		24%	32%	28%
No		76%	14%	45%
		. 0 / 0	. 175	
Do you own your home?				
Yes		90%	94%	92%
No		10%	6%	8%

	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%
		070	1 /0	070
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
7.0014ge 7.6ge		40	-11	-10
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
			0.0	
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%	20%	20 % 2%
Outor		∠ /0	2 /0	2 70

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

	Population	365 MBS	342 GRB	(AVG)
What is your main news source?		MBC	OND	(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
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%	20 %	3%
		0 /0	2 /0	J 70

	Population	365 MBS	342 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%

	Population	365 2023	446 2022	447 2020	245 2019	288 2018	³⁵⁸ 2017	³⁵⁵ 2016	220 2015	271 2014	254 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
Where did you recently see or hear an	y adverti										
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	6	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 disp		21%	17%	20%	22%	20%	20%	20%	18%	19%	24%
To buy boat accessories (i.e. electroni	cs)	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 g	roup buy										
Yes		13%	12%	12%	8%	12%	14%	13%	11%	12%	6%
No		87%	88%	88%	92%	88%	86%	87%	90%	89%	94%

	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,	wha	t was the	e appro	oximate	amour	nt you s	pent?		
< \$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 ye	ar?									
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 y	/ears did you a	ttend a	boat s	how?						
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 Bo	at Show?									
Yes	96%	84%	94%	95%	94%	96%	-	-	-	-
No	4%	16%	6%	5%	6%	4%	-	-	-	-

e at the	show?								
36%	33%	35%	31%	35%	43%	33%	36%	32%	-
46%	39%	46%	54%	48%	55%	56%	55%	53%	-
12%	18%	12%	8%	8%	9%	6%	8%	11%	-
2%	3%	2%	0%	2%	1%	4%	1%	5%	-
5%	7%	6%	6%	-	-	-	-	-	-
82%	82%	83%	85%	88%	84%	78%	86%	74%	82%
18%	18%	17%	15%	12%	17%	22%	Page 61	of 131	18%
	36% 46% 12% 2% 5% 82%	46% 39% 12% 18% 2% 3% 5% 7% 82% 82%	36% 33% 35% 46% 39% 46% 12% 18% 12% 2% 3% 2% 5% 7% 6% 82% 82% 83%	36% 33% 35% 31% 46% 39% 46% 54% 12% 18% 12% 8% 2% 3% 2% 0% 5% 7% 6% 6% 82% 82% 83% 85%	36% 33% 35% 31% 35% 46% 39% 46% 54% 48% 12% 18% 12% 8% 8% 2% 3% 2% 0% 2% 5% 7% 6% 6% - 82% 82% 83% 85% 88%	36% 33% 35% 31% 35% 43% 46% 39% 46% 54% 48% 55% 12% 18% 12% 8% 8% 9% 2% 3% 2% 0% 2% 1% 5% 7% 6% 6% - - 82% 82% 83% 85% 88% 84%	36% 33% 35% 31% 35% 43% 33% 46% 39% 46% 54% 48% 55% 56% 12% 18% 12% 8% 8% 9% 6% 2% 3% 2% 0% 2% 1% 4% 5% 7% 6% 6% - - - 82% 82% 83% 85% 88% 84% 78%	36% 33% 35% 31% 35% 43% 33% 36% 46% 39% 46% 54% 48% 55% 56% 55% 12% 18% 12% 8% 8% 9% 6% 8% 2% 3% 2% 0% 2% 1% 4% 1% 5% 7% 6% 6% - - - - 82% 82% 83% 85% 88% 84% 78% 86%	36% 33% 35% 31% 35% 43% 33% 36% 32% 46% 39% 46% 54% 48% 55% 56% 55% 53% 12% 18% 12% 8% 8% 9% 6% 8% 11% 2% 3% 2% 0% 2% 1% 4% 1% 5% 5% 7% 6% 6% - - - - - 82% 82% 83% 85% 88% 84% 78% 86% 74%

	Population	³⁶⁵ 2023	446 2022	447 2020	245 2019	288 2018	³⁵⁸ 2017	³⁵⁵ 2016	220 2015	271 2014	254 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%
140		0070	0070	0170	0070	0170	0070	0070	0070	0070	0-770

Popula	ation 365 2023	446 2022	447 2020	245 2019	288 2018	³⁵⁸ 2017	³⁵⁵ 2016	220 2015	271 2014	254 2013
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%
Deep your family wakeboard or wake ourf?)									
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%
110	0070	0370	1070	1070	/ 1 70	1170	7570	/ 1 70	/ 1 70	1 2 70
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%
Doos wew family bonkey bon on the Divil	4.4.2									
Does your family harbor hop on the Big La Yes	19%	20%	19%	19%	20%	21%	19%	12%	19%	20%
No	81%	80%	81%	81%	80%	80%	81%	88%	81%	80%
	•••••		0.70	0.70			0.70			
How many years have you lived in a house										
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 wate	r in a vear?	1								
Average number of days	42.37		40.3	41.67	41.22	41.79	39.87	41.36	40.17	39.36
Demographics										
What is your approximate annual househo			00/	50/	50/	4.07	0.01	4.0.(00/	00/
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?	0.4%	0.001	0.50/	0.001/	0.00/	0.50/	0.00/	0.4.0/	0.50/	700/
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 o	f 18, l <u>ivina</u>	with vo	u?							
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?	000/	0.001	0.001	0.001	0.000/	0.001/	000/	0.001/	0.001	0.001/
Yes	90%	92%	92%	89%	90%	92%	93%	93%	96%	90%
No	10%	8%	8%	11%	10%	8%	7%	7%	4%	10%

	Population	365	446	447	245	288	358	355	220	271	254
What activities do you participate in	2	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
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 ag	e bracket v	were in	ı your g	roup:							
# 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, m	ade 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%		0.165
Newspaper		4%	6%	4%	7%	5%	8%	10%	11%		0.153
Other		2%	1%	1%	3%	1%	1%	1%	1%	0.004	
House you soon (visited our website)											
Have you seen/visited our website? Yes		57%	53%	51%	50%	65%	68%	78%	75%	83%	82%
				49%						17%	
No		43%	47%	49%	50%	35%	32%	22%	25%	17%	18%

2023 2022 2020 2019 2018 2017 2010 How do you receive your television programming? 4% 1% 1% 4% 1% 1% 4% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 2% 3% 32% 32% YouTube TV 15% 1% 1% 1% 1% 1% 12% 1% 12% 1% 12% 1% 12% 1% 12% 1% 12% 1% 15% 15% 16% 15% 1% 15% 15% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16%	220	220	271	254
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Water-ski 2% 2% 3% 3% 7% 6% 7% Cruising World 1% 3% 2% 2% 9% 3% 2% Powerboat 1% 2% 2% 3% 9% 9% 8% Sail 1% 2% 3% 4% 7% 4% 8% None 72% 73% 65% 63% - - - Other 4% 4% 9% 9% 38% 30% 31% Hat 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% </td <td>26%</td> <td>26%</td> <td>8%</td> <td>149</td>	26%	26%	8%	149
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Powerboat 1% 2% 2% 3% 9% 9% 8% Sail 1% 2% 3% 4% 7% 4% 8% None 72% 73% 65% 63% - - - Other 4% 4% 9% 9% 38% 30% 31% hat streaming music service do you use?	5%	5%	1%	1%
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Spotify 33% 44% 34% 35% 26% 23% - Sirius 29% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <td< td=""><td>31%</td><td>31%</td><td>31%</td><td>27%</td></td<>	31%	31%	31%	27%
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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% - - -	-	-	-	-
Apple Music18%30%19%25%26%20%-iHeart13%20%23%21%35%24%-Google Music3%7%11%10%6%Tidal1%1%0%0%Slacker0%0%2%4%	-	-	-	-
iHeart 13% 20% 23% 21% 35% 24% - Google Music 3% 7% 11% 10% 6% - - Tidal 1% 1% 0% 0% - - - Slacker 0% 0% 2% 4% - - -	-	-	-	-
Google Music 3% 7% 11% 10% 6% - - Tidal 1% 1% 0% 0% - - - Slacker 0% 0% 2% 4% - - -	-	-	-	-
Tidal 1% 0% 0% - - - Slacker 0% 0% 2% 4% - - -	-	-	-	-
Tidal 1% 0% 0% - - - Slacker 0% 0% 2% 4% - - -	-	-	-	-
Slacker 0% 0% 2% 4%	-	-	-	-
	-	-	-	-
	-	-	-	-
Other 2% 11% 10% 8% 8% 6% -	-	-	-	-
e you a premium subscriber to the streaming service?				
Yes 52% 58% 47% 38% 38% 35% -	-	-	-	-
No 48% 42% 53% 62% 62% 65% -	-	-	-	-

	Population	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 liste	n to regula	rly?									
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%	-	-	-	-
WKTI-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%	-	-	-	-
		000/	0.00/	000/	0.4.07						

Do you follow any of our social media accou	unts?									
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%	-	-	-	-	-

20%

1%

23%

3%

31%

1%

-

12% 18%

-

-

_

-

_

-

_

_

22%

3%

Do not use social media

Other (please specify)

	Population	342 2023	345 2022	228 2020	265 2019	438 2018	320 2017	⁴⁴⁴ 2016	214 2015	174 2014	15 20 1
ow Specific											
t 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
many hours did you spend at the	show?	0.45	0.00	0.04	0.40	0.40	0.45	0.00	0.47	0.00	0.4
Average hours		3.15	3.09	3.24	3.12	3.13	3.45	3.36	3.17	2.99	3.2
you use the Dash parking Lot Area	9 and Trol		4.07	<u></u>							
Yes		6%	4%	6%	-	-	-	-	-	-	
No		94%	96%	94%	-	-	-	-	-	-	
would you rate your experience w	ith this par		otion?								
Poor		0%	-	-	-	-	-	-	-	-	
Fair		5%	-	-	-	-	-	-	-	-	
Good		10%	-	-	-	-	-	-	-	-	
Great		24%	-	-	-	-	-	-	-	-	
Excellent		62%	-	-	-	-	-	-	-	-	
re did you recently see or hear any	v advertisin										
TV		26%	32%	40%	50%	39%	44%	39%	42%	55%	4(
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%	2
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 Other		<mark>0%</mark> 6%	- 8%	- 7%	- 4%	- 5%	- 7%	- 4%	- 6%	- 7%	5
did you come to the chow?											
did you come to the show? See New Boats		67%	68%	66%	67%	64%	64%	67%	74%	73%	7
Fun / Get Together With Friends		46%	38%	49%	46%	36%	36%	38%	42%	31%	3
Because I just love the show!		36%	29%	33%	34%	28%	24%	34%	29%	31%	0.
Buy (shop for) a New Boat		33%	38%	25%	33%	38%	37%	37%	22%	20%	1
See the special attractions and disp	lavs	21%	22%	27%	21%	25%	26%	21%		-	
Buy New Boat Accessories	aye	19%	23%	25%	21%	21%	20%	17%	17%	17%	16
-		9%	10%	7%	6%	12%	8%	11%	16%	13%	1:
Buy New Water Sports Accessories		8%	6%	8%	8%	4%	5%	6%	-	-	
Buy New Water Sports Accessories Shop for a personal watercraft		2%	2%	1%	5%	3%	5%	4%	4%	5%	9
Shop for a personal watercraft Find a New Marina		Z70	2 /0								
Shop for a personal watercraft		2% 11%	9%	17%	12%	12%	12%	12%	14%	16%	
Shop for a personal watercraft Find a New Marina Other	oup buy a l	11%	9%	17%	12%	12%	12%	12%	14%	16%	
Shop for a personal watercraft Find a New Marina	oup buy a l	11%	9%	17%	12% 9%	12% 10%	12% 13%	12% 9%	14% 12%	16% 7%	17

Рор	oulation	³⁴² 2023	³⁴⁵ 2022	228 2020	265 2019	438 2018	320 2017	⁴⁴⁴ 2016	214 2015	¹⁷⁴ 2014	154 201
t kind of boat was purchased?											
Pontoon Boat		73%	72%	59%	64%	70%	59%	60%	47%	58%	869
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%	00
Other		9%	5%	6%	0%	15%	5%	3%	4%	8%	0%
n do you expect to purchase products i	like th										
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%	59
Not Sure		49%	31%	30%	37%	29%	31%	32%	31%	24%	32
u made purchases (non-concessions) a	at the s		vhat wa	s the a	pproxin	nate an	nount y	ou sp	ent?		
< \$100		63%	-	-	-	-	-	-	-	-	-
\$100 - \$1,000		18%	-	-	-	-	-	-	-	-	-
\$1,000 - \$5,000		7%	-	-	-	-	-	-	-	-	-
\$5,000 - \$10,000		1%	-	-	-	-	-	-	-	-	-
\$10,000 +		11%	-	-	-	-	-	-	-	-	-
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%	69
would you best describe your experier	nce at t			400/	070/	470/	400/	400/	100/	400/	
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 aga	ain	2%	1%	1%	2%	3%	3%	3%	2%	6%	
Other		4%	7%	7%	8%	7%	-	-	-	-	
ou plan to attend the show next year?		o = 0 (0.70/			- 10/		====	
Yes		87%	89%	89%	87%	86%	92%	84%	86%	79%	83
No		13%	11%	11%	13%	14%	8%	16%	14%	21%	17
ustry Specific											
ou own a boat?		75%	73%	79%	75%	77%	770/	740/	750/	760/	75
		15%	13%	14%	1.5%	11%	77%	74%	75%	76%	75
Yes No		25%	28%	21%	25%	23%	23%		25%	24%	25

2023 2020 2019 2018 2017 2018 2015 2014 2013 Pontion Boat 39% 37% 34% 35% 35% 23% 20% 23% 20% 23% 20% 23% 20% 23% 20% 23% 20% 23% 20% 23% 20% 23% 20% 23% 20% 23% 20% 23% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24%		Population	342 2023	345	228	265	438	320	444 2016	214	174 2014	154 2012
Pontoon Boat '99% '37% '34% '35% '35% '35% '35% '35% '35% '35% '35% '35% '35% '35% '35% '35% '35% '35% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25% '25%	What kind of boat do you own?		2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
Cance or Kayak 20% 22% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24%			39%	37%	34%	35%	35%	33%	30%	30%	31%	29%
Canoe or Kayak 20% 22% 24% 22% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24%	Sport Boat / Cruiser		21%	25%	30%	25%	27%	25%	23%	26%	23%	19%
Aluminur Fishing Boat 17% 16% 19% 20% 19% 20% 25% 24% 24% Personal Watercraft 17% 14% 15% 14% 15% 14% 15% 14% 15% 16% 16% 17% 13% 17% 20% 20% 15% 15% Runabout or Deckboat 15% 14% 15% 15% 15% 16% 15% 16% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 5% 15% 5% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 3% 15% 3% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15%	•		20%	22%	21%	28%	22%	24%	24%	26%	21%	18%
Personal Wateroraft 17% 14% 17% 13% 14% 17% 13% 16% 14% 17% 13% 16% 16% 14% 17% 13% 16% 16% 14% 15% 13% 16% 16% 14% 12% 14% 15% 13% 16% 16% 14% 12% 14% 22% Motoryacht 7% 8% 5% 5% 5% 5% 5% 5% 5% 5% 6% 1% 13% 6% 9% 9% 9% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% </th <th>-</th> <th></th> <th>17%</th> <th>16%</th> <th>15%</th> <th>29%</th> <th>20%</th> <th>19%</th> <th>20%</th> <th>25%</th> <th>24%</th> <th>24%</th>	-		17%	16%	15%	29%	20%	19%	20%	25%	24%	24%
Runabout or Deckboat 15% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12% 14% 12%	-		17%	14%	15%	14%	18%	18%	16%	14%	17%	13%
Motoryacht 7% 8% 5% 4% 5% 4% 5% 5% 4% 5% 5% 4% 5% 5% 4% 5% 5% 4% 5% 5% 4% 5% 5% 4% 5% 1% 6% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 9% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%	Ski Boat		16%	17%	17%	13%	17%	20%	20%	16%	12%	15%
Fiberglass Fishing Boat 7% 7% 5% 10% 6% 6% 11% 6% 9% 11% 5% 9% 6% 9% 11% 5% 9% 9% 6% 9% 11% 5% 9% 9% 10% 5% 9% 10% 15% 9% 10% 15% 10% 11% 5% 11% 5% 11% 11% 5% 10% 10% 11% 11% 5% 10% 11% 11% 10% 11% 11% 10% 11% 11% 10% 11% 11% 10% 11% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 11% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% <th>Runabout or Deckboat</th> <th></th> <th>15%</th> <th>14%</th> <th>15%</th> <th>13%</th> <th>16%</th> <th>16%</th> <th>14%</th> <th>12%</th> <th>14%</th> <th>22%</th>	Runabout or Deckboat		15%	14%	15%	13%	16%	16%	14%	12%	14%	22%
Sailboat Other 5% 8% 4% 6% 8% 14% 9% 7% 6% 6% 9% 9% 9% 9% 8% 8% 8% 8% 1% 1% Where did you buy your boat? From an Individual Dealership 53% 4% 47% 48% 48% 41% 41% 44% 42% 48% 8% 43% 43% 43% 42% 43% 8% 43% 43% 43% 43% 43%	Motoryacht		7%	8%	5%	5%	4%	5%	4%	5%	5%	4%
Other 8% 6% 14% 7% 6% 9% 9% 8% 8% 11% Where did you buy your boat? From an Individual 53% 40% 47% 48% 41% 42% 8% 9% 53% 33% Abas 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 43% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3%	Fiberglass Fishing Boat		7%	7%	5%	10%	6%	6%	11%	6%	9%	9%
Where did you buy your boat? From an Individual 53% 46% 47% 48% 41% 41% 42% 8% 9% 51% Dealership 38% 40% 38% 41% 14% 43% 45% 33% A Boat Show 7% 10% 10% 10% 14% 44% 48% 43% 45% 33% A Boat Show 7% 10% 10% 10% 14% 13% 7% 43% 9% 13% 43% 9% 13% 7% 43% 9% 13% 7% 43% 9% 13% 47% 3% 9% 13% 47% 3% 9% 13% 47% 35% 33% No 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51%	Sailboat		5%	4%	8%	9%	6%	6%	9%	11%	5%	8%
From an Individual 53% 46% 47% 48% 41% 44% 42% 8% 9% 51% Dealership 38% 40% 38% 40% 38% 41% 44% 48% 43% 45% 33% A Boat Show 7% 10% 10% 11% 14% 13% 7% 48% 43% 45% 33% A 45% 33% 7% 38% 4% 3% 3% 2% 3% 7% 10% 10% 11% 14% 13% 13% 16% 13% 15% 3% 4% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41% 41%	Other		8%	6%	14%	7%	6%	9%	9%	8%	8%	11%
Dealership A Boat Show 38% 7% 10% 10% 10% 10% 11% 11% 14% 14% 44% 48% 48% 48% 43% 48%												
A Boat Show Internet 7% 10% 10% 11% 14% 13% 7% 48% 43% 9% Will you buy a boat this year? Yes 11% 18% 15% 3% 3% 4% 1% 13% 1% 15% 8% 19% 14% 19% 13% 1% 15% 3% 3% 2% 3% 3% 2% 3% 3% 2% 3% 3% 1% 13% 1% 15% 1% 15% 1% 15% 1% 15% 3% 2% 3% 3% 2% 3% 3% 1% 1% 15% 3% 3% 1% 1% 15% 1% 15% 3% 3% 1% 1% 15% 1% 1% 15% 1% 1% 15% 1% 15% 1% 1% 15% 1% 1% 1% 15% 1% 1% 15% 1% 1% 1% 15% 1% 1% 15% 1% 1% 15% 1% 1% 15% 1% 1% 15% 1												
Internet 2% 3% 5% 3% 4% 3% 3% 2% 3% 7% Will you buy a boat this year? Yes Maybe / Not Sure No 11% 18% 15% 8% 19% 14% 19% 14% 19% 13% 16% 13% Maybe / Not Sure No 37% 32% 34% 39% 29% 38% 50% 40% 49% 54% What kind of boats interest you? Pontoon Boats Sport Boat / Cruiser 29% 32% 41% 39% 44% 41% 45% 46% 50% 35% 29% 32% Personal Watercraft 16% 17% 21% 14% 15% 13% 16% 15% 9% 9% 18% 17% 13% 16% 19% 9% 9% 13% 16% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13%<												
Will you buy a boat this year? Yes 11% 18% 15% 8% 19% 14% 19% 13% 15% 11% 18% 15% 8% 19% 14% 19% 13% 15% 31% 31% 15% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51% 51%												
Yes 11% 18% 15% 8% 19% 14% 19% 13% 18% 13% Maybe / Not Sure 37% 32% 34% 39% 29% 38% 10% 47% 35% 33% No 51% 51% 51% 51% 52% 48% 50% 40% 49% 54% What kind of boats interest you?	Internet		2%	3%	5%	3%	4%	3%	3%	2%	3%	7%
Maybe / Not Sure No 37% 51% 32% 51% 34% 51% 39% 52% 29% 48% 31% 50% 47% 49% 33% 52% What kind of boats interest you?												
No 51% 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% 17% 13% 16% 17% 13% 16% 17% 13% 16% 17% 13% 16% 17% 13% 16% 16% 11% 17% 13% 16% 16% 11% 17% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% </td <td></td>												
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% 13% 16% 15% 9% 20% 16% 11% 13% 16% 15% 16% 11% 13% 16% 16% 11% 13% 16% 16% 19% 18% 19% 16% 14% 16% 16% 11% 18% 19% 15% 19% 14% 6% 16% 11% 18% 16% 16% 11% 15% 13% 13% 15% 16% 14% 6% 16% 16% 16% 16% 14% 6% 14% 6% 16% 16% 16%	-											
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% 31% 28% 27% 35% 29% 32% Personal Watercraft 16% 17% 14% 16% 16% 11% 17% 13% 17% 13% 17% 13% 19% 9% 5% 10% 10% 11% 15% 10% 10% 11% 12% 19% 19% 19% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 14% 44% 6% 15% 14% 14% 6% 14% 14% 6% 14	No		51%	51%	51%	53%	52%	48%	50%	40%	49%	54%
Sport Boat / Cruiser 29% 32% 40% 29% 31% 28% 27% 35% 29% 32% Personal Watercraft 16% 17% 21% 14% 15% 13% 16% 15% 9% 9% 13% 13% 16% 15% 9% 9% 18% 17% 13% 17% 13% 19% 9% Ski Boats 14% 16% 16% 11% 17% 13% 17% 13% 19% 9% Ski Boats 14% 16% 16% 11% 17% 13% 19% 19% 14% 16% 19% 18% 19% 15% 19% 14% 16% 11% 12% 10% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13%												
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Aluminum Fishing Boat 15% 9% 9% 18% 17% 13% 17% 13% 19% 9% Ski Boats 14% 16% 16% 11% 17% 15% 20% 10% 11% Runabout or Deckboat 14% 16% 12% 16% 19% 18% 19% 15% 19% 14% Cance or Kayak 10% 13% 11% 18% 8% 9% 13% 13% 13% 15% 19% 14% Gance or Kayak 10% 11% 12% 19% 9% 6% 15% 14% 14% 6% Fiberglass Fishing Boat 10% 11% 12% 19% 9% 6% 15% 14% 14% 6% Motoryacht 7% 15% 8% 7% 12% 10% 13% 11% 15% 5% 4% 5% 14% 14% 6% 14% 14% 6% 14% 14% 14% 16% 15% 13% 13% 14% 14% 6% 15% <td>•</td> <td></td>	•											
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% Cance or Kayak 10% 13% 11% 18% 8% 9% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% <td></td>												
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% 10% 5% 8% Are you looking for a:												
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% 31% 30% 25% 31% 22% Used Boat 21% 31% 31% 23% 31% 30% 26% 30% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25% 25%												
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% 4% 8% 7% 9% 14% Other 6% 11% 15% 9% 9% 6% 5% 10% 5% 8% Are you looking for a:												
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% 4% 8% 7% 9% 14% Other 6% 11% 15% 9% 9% 6% 5% 10% 5% 8% Are you looking for a:	-											
Sailboats 6% 7% 5% 4% 5% 4% 8% 7% 9% 14% Other 6% 11% 15% 9% 9% 6% 5% 4% 8% 7% 9% 14% Are you looking for a:												
Other 6% 11% 15% 9% 9% 6% 5% 10% 5% 8% Are you looking for a:												
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% 60% 89% 50% 57% No 45% 51% 52% 38% 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% 7% 86%												
New Boat 31% 31% 23% 31% 30% 26% 30% 25% 31% 22% Used Boat 25% 26% 30% 21% 30% 33% 21% 35% 25% 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% 60% 89% 50% 57% No 45% 51% 52% 38% 44% 40% 12% 50% 43% Does your family sail? Yes 12% 11% 16% 15% 15% 83% 77% 67% 86% Does your family sail? Yes 12% 11% 16% 15% 15% 83% 77% 67% 86% Does your family waterski? Yes 45% 43% 47% 43% 55% 50% 56% 62% 58% 71%												
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?			240/	240/	0.00/	040/	200/	000/	200/	050/	240/	0.00/
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% 57% No 45% 51% 52% 38% 44% 44% 40% 12% 57% Mo 45% 51% 52% 38% 44% 44% 40% 12% 50% 43% Does your family sail? T T 16% 15% 16% 17% 23% 33% 14% No 88% 89% 84% 85% 85% 85% 83% 77% 67% 86% Tes 45% 43% 47% 43% 55% 50% 56% 62% 58% 71%												
Does your family fish from your boat? Yes 55% 49% 48% 62% 56% 60% 89% 50% 57% No 45% 51% 52% 38% 44% 40% 12% 50% 43% Does your family sail? Yes 12% 11% 16% 15% 16% 17% 23% 33% 14% No 88% 89% 84% 85% 85% 83% 77% 67% 86% Does your family waterski? Yes 45% 43% 47% 43% 55% 50% 56% 62% 58% 71%												
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No 45% 51% 52% 38% 44% 40% 12% 50% 43% Does your family sail? 7 7 7 7 7 7 7 8 14% No 88% 89% 84% 85% 85% 85% 83% 77% 67% 86% Does your family waterski? 7 45% 43% 47% 43% 55% 50% 56% 62% 58% 71%				400/	400/	600/	500/	500/	0.00%	0.00/	500/	
Does your family sail? Yes 12% 11% 16% 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%												
Yes 12% 11% 16% 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		45%	51%	52%	38%	44%	44%	40%	12%	50%	43%
No 88% 89% 84% 85% 85% 83% 77% 67% 86% Does your family waterski? Yes 45% 43% 47% 43% 55% 50% 56% 62% 58% 71%			40%	4.4.6.1	4004	4 = 0 /	4 50 (4.000	4 704	0001	0000	4.407
Does your family waterski? Yes 45% 43% 47% 43% 55% 50% 56% 62% 58% 71%												
Yes 45% 43% 47% 43% 55% 50% 56% 62% 58% 71%	No		88%	89%	84%	85%	85%	85%	83%	17%	67%	86%
No 55% 57% 53% 57% 45% 50% 44% 39% 42% 29%												
	No		55%	57%	53%	57%	45%	50%	44%	39%	42%	29%

	Population	342 2023	345 2022	228 2020	265 2019	⁴³⁸ 2018	³²⁰ 2017	⁴⁴⁴ 2016	214 2015	174 2014	154 201 3
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%
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%
your family harbor hop o	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%	719
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%	-
e last 5 years, how many o	of those years did y	ou atte	nd a bo	oat / spo	ort shov	N?					
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%	-
nographics											
oximately what is your fa	mily income?	4.07	4.07	00/	00/	4.07	0.07	00/	0.04	00/	4.41
0 - \$40,000		4%	1%	6%	2%	4%	3%	6%	3%	6%	110
\$40,000 - \$80,000		16%	10%	22%	23%	21%	21%	25%	30%	33%	37

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%	-	-	-	-	-	-	-

w 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
nat 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%
you have any children, under the age of 18, I	iving wit									
Yes	32%	44%	59%	59%	44%	45%	46%	44%	43%	45%

56%

68%

No

61% 61% 56% 55% 54% 56% 57% 55%

	Population	342 2023	345 2022	228 2020	265 2019	438 2018	³²⁰ 2017	⁴⁴⁴ 2016	214 2015	174 2014	15 20
ou own your own home? Yes		94%	95%	93%	91%	93%	95%	92%	91%	93%	88
No		94 <i>/</i> 0 6%	5%	93 <i>%</i>	9%	7%	95 % 6%	8%	9%	7%	12
NO		0 /0	5 /0	/ /0	9 /0	/ /0	0 /0	0 /0	9 /0	/ /0	14
t other activities do you do?											
Pleasure Boating		78%	80%	79%	72%	74%	79%	74%	76%	75%	7
Fishing		59%	49%	49%	55%	54%	55%	-	-	-	
Swimming		58%	47%	51%	54%	51%	50%	49%	48%	40%	4
Canoeing / Kayaking		54%	54%	42%	53%	49%	44%	45%	41%	37%	3
Golf		48%	45%	39%	45%	44%	43%	41%	41%	36%	3
Bicycling		46%	53%	45%	50%	45%	53%	43%	48%	47%	4
Hiking / Backpacking		38%	33%	28%	30%	26%	27%	31%	28%	30%	2
RV Camping		33%	27%	25%	23%	29%	26%	27%	29%	22%	2
Hunting		27%	24%	25%	31%	29%	24%	-	-	-	
Snow Skiing		23%	24%	22%	24%	21%	20%	24%	25%	18%	2
Water-skiing		21%	15%	21%	19%	28%	24%	27%	24%	21%	2
Wake Boarding		18%	11%	13%	12%	20%	16%	17%	12%	8%	1
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
many people per age bracket were	in vour ar	oup?									
Under 18		13%	14%	15%	13%	11%	16%	-	-	-	
18 - 24		9%	3%	8%	7%	7%	4%	8%	9%	7%	1
25 - 34		11%	12%	12%	12%	16%	17%	12%	11%	15%	1
35 - 44		14%	14%	16%	9%	12%	12%	14%	15%	14%	1
45 - 54		17%	23%	16%	20%	19%	20%	28%	28%	23%	2
55 - 64		22%	23%	19%	25%	22%	24%	28%	23%	26%	2
Over 65		15%	11%	13%	14%	12%	8%	9%	14%	14%	1
Average Age		47	48	46	48	46	46	46	47	47	
nding 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	
t is your main news source?											
Internet		57%	55%	51%	45%	45%	45%	38%	44%	39%	4
TV		34%	34%	35%	44%	42%	43%	49%	43%	49%	4
Radio		8%	7%	10%	5%	7%	8%	9%	8%	6%	- 8
Newspaper		1%	3%	3%	4%	4%	4%	4%	5%	5%	Ļ
Other		1%	2%	1%	2%	3%	1%	0%	0%	1%	
e you seen / visited our website? Yes		50%	57%	52%	49%	56%	65%	54%	65%	65%	6
No		50%	43%	48%	51%	44%	35%	46%	35%	35%	3

Population	342 2023	345 2022	228 2020	265 2019	438 2018	320 2017	⁴⁴⁴ 2016	²¹⁴ 2015	174 2014	154 2013
w 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 / Atenna	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%	-	-	-	-	-	-
ch 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 & 80:	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 2023	345 2022	228 2020	265 2019	438 2018	320 2017	⁴⁴⁴ 2016	214 2015	174 2014	154 2013
at boating or outdoor magazine(s) do	you read					- 1 0 l	1001		1001		1.0.0/
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% 4%	5% 4%	2% 6%	8% 16%	7% 15%	9% 15%	7% 18%	8% 17%	13%
Michigan Out of Doors Woods-N-Water News		4% 3%	4%	4% 2%	6% 5%	10%	15%	15%	8%	11%	21% 13%
Boaters World		3%		2% 5%	5% 3%	15%	9%	14%	14%	11%	17%
		3%	5% 3%	5% 2%	3% 8%	10%	9% 8%	12%	14%	8%	10%
Michigan Sportsman		2%	2%	2% 4%	6%	11%	9%	12%	14%	0%	9%
Michigan Hunting & Fishing Trailer Boats		2%	1%	4% 2%	1%	3%	2%	2%	2%	3%	9% 4%
		2%	1%	2%	1%	5%	2%	2%	2% 6%	3% 4%	4% 9%
Cruising World Sail		2% 1%	1%	2%	0%	3%		2% 6%	6%	4% 5%	
Waterski		1%	1%	1%	0%	4%	3% 4%	5%	4%	5% 7%	10%
											6%
None		78%	68%	65%	62%	-	-	-	-	-	
Other		3%	4%	6%	6%	31%	35%	24%	25%	33%	22%
t streaming music service to you use Pandora	e?	30%	47%	57%	65%	65%	74%	_			
		26%	44%	36%	33%	32%	26%		-	-	-
Spotify Amazon		20%	44% 26%	29%	29%	23%	20%	-	-	-	-
		23%	26%	29%	17%	23%	17%	-	-	-	-
Apple Music							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 Other	9	20% 2%	- 7%	- 6%	- 6%	- 7%	- 12%	-	-	-	-
you a premium subscriber to the stre	aming s	arvico?									
Yes	sanning so	43%	59%	53%	38%	40%	31%			-	
No		57%	41%	47%	62%	60%	69%	-	-	-	-
t social media outlets do you regula	rlv 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%	-	-	-	-
ou use the internet or social networl	s on vou	ır mobi	e phor	e or of	her mol	oile dev	vice?				
Yes	yee	-	90%	87%	8%	87%	80%		-	-	-
No		-	10%	13%	12%	13%	20%	-	-	-	-
ou follow any of our social media ac	counts?										
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%	-	-	-	-	-

2022 2021 2018 2017 2018 Show Specific - 15% 12% 15% 20 Thursday - 15% 12% 15% 20 Friday - 38% 25% 31% 30% 32 Saturday - 70% 72% 66% 64% 61 How many hours did you spond at the festival? - 70% 72% 66% 64% 61 How many hours did you spond at the festival? - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <th></th>											
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Streaming Ad 1% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <		11%	11%	11%	11%	0	-	-	-	-	
Streaming Ad 1% - - - - TikTok 0% - - - - - Other 16% 10% 7% 6% 8% 6 at made you decide to attend the festival? - - - - - To try new wines 63% 50% 61% 58% 66% 72 To try a new beer 53% 42% 46% 53% 56% 65 To try new spirits/cocktails 52% 38% 39% - - - To sample from restaurants (prev To try new foods) 48% 33% 39% 39% 42% 44 Entertainment (prev Entertainment/party) 39% 35% 36% 29% 44% 33 To try new ciders 37% 31% 34% 36% 34% 36 I just love this festival 34% 35% 33% 38% 38% 34 To attend a culinary demonstration 6% - - - - - - - - <td< td=""><td>11% 149</td><td>8%</td><td>8%</td><td>8%</td><td>8%</td><td>11</td><td>11%</td><td>14%</td><td>6 13%</td><td>5 19%</td><td>19</td></td<>	11% 149	8%	8%	8%	8%	11	11%	14%	6 13%	5 19%	19
TikTok 0% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - </td <td></td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td></td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td></td>		-	-	-	-		-	-	-	-	
at made you decide to attend the festival? To try new wines 63% 50% 61% 58% 66% 72 To try a new beer 53% 42% 46% 53% 56% 65 To try new spirits/cocktails 52% 38% 39% - - - To sample from restaurants (prev To try new foods) 48% 33% 39% 39% 42% 44 Entertainment (prev Entertainment/party) 39% 35% 36% 29% 44% 33 To try new ciders 37% 31% 34% 36% 34% 36 I just love this festival 34% 35% 38% 38% 38% 34 To attend pairing dinner (prev To learn how to pair wine with 6% 5% 10% 6% 7 To attend a culinary demonstration 6% - - - - - To attend a tasting session (prev To attend food seminars) 4% 4% 7% 5% 6% 9 Other (please specify) 7% 10% 9% - - - - <		-	-	-	-		-	-	-	-	
To try new wines 63% 50% 61% 58% 66% 72 To try a new beer 53% 42% 46% 53% 56% 65 To try new spirits/cocktails 52% 38% 39% - To sample from restaurants (prev To try new foods) 48% 33% 39% 39% 42% 44% Entertainment (prev Entertainment/party) 39% 35% 36% 29% 44% 33 To try new ciders 37% 31% 34% 36% 34% 36% I just love this festival 34% 35% 33% 38% 38% 34 To attend pairing dinner (prev To learn how to pair wine with) 6% 5% 10% 6% 8% 7 To attend a culinary demonstration 6% - - To attend a tasting session (prev To attend food seminars) 4% 4% 7% 5% 6% 9 Other (please specify) 7% 10% 9% 9% - All of the above 5% 11% 9% 13% 7% 8	6% 8%	8%	8%	8%	8%	6	6%	8%	11%	5 11%	6
To try a new beer 53% 42% 46% 53% 56% 65% To try new spirits/cocktails 52% 38% 39% $ -$ To sample from restaurants (prev To try new foods) 48% 33% 39% 39% 42% 44% Entertainment (prev Entertainment/party) 39% 35% 36% 29% 44% 33% To try new ciders 37% 31% 34% 36% 34% 36% I just love this festival 34% 35% 33% 38% 38% 34% To attend pairing dinner (prev To learn how to pair wine with To attend a culinary demonstration 6% $ -$ To attend a tasting session (prev To attend food seminars) 4% 4% 7% 5% 6% 9% Other (please specify) 7% 10% 9% 9% $ -$ All of the above 5% 11% 9% 13% 7% 8%											
To try new spirits/cocktails 52% 38% 39% $ -$ To sample from restaurants (prev To try new foods) 48% 33% 39% 39% 42% 44% Entertainment (prev Entertainment/party) 39% 35% 36% 29% 44% 33% To try new ciders 37% 31% 34% 36% 34% 36% I just love this festival 34% 35% 33% 38% 38% 34% To attend pairing dinner (prev To learn how to pair wine with To attend a culinary demonstration 6% $ -$ To attend a tasting session (prev To attend food seminars) 4% 4% 7% 5% 6% 9% Other (please specify) 7% 10% 9% 9% $ -$ All of the above 5% 11% 9% 13% 7% 8%	72% 689	66%	66%	66%	66%	6 72	72%	68%	6 77%	5 79%	89
To sample from restaurants (prev To try new foods) 48% 33% 39% 39% 42% 44% Entertainment (prev Entertainment/party) 39% 35% 36% 29% 44% 33 To try new ciders 37% 31% 34% 36% 34% 36% 34% 36 I just love this festival 34% 35% 33% 38% 38% 38% 34% To attend pairing dinner (prev To learn how to pair wine with 6% 5% 10% 6% 8% 7 To attend a culinary demonstration 6% To attend a tasting session (prev To attend food seminars) 4% 4% 7% 5% 6% 9 Other (please specify) 7% 10% 9% 9% - All of the above 5% 11% 9% 13% 7% 8	65% 55%	56%	56%	56%	56%	6 65	65%	55%	64%	56%	4
Entertainment (prev Entertainment/party) 39% 35% 36% 29% 44% 33 To try new ciders 37% 31% 34% 36% 34% 36 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 34% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36% 36%		-	-	-	-		-	-	-	-	
Entertainment (prev Entertainment/party) 39% 35% 36% 29% 44% 33 To try new ciders 37% 31% 34% 36% 34% 36 I just love this festival 34% 35% 33% 38% 38% 34 To attend pairing dinner (prev To learn how to pair wine with 6% 5% 10% 6% 8% 7 To attend a culinary demonstration 6% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	44% 449	42%	42%	42%	42%	6 44	44%	44%	6 52%	49%	5
I just love this festival34% 35% 33% 38% 38% 38% 34%To attend pairing dinner (prev To learn how to pair wine with)6% 5% 10% 6% 8% 7To attend a culinary demonstration6%To attend a tasting session (prev To attend food seminars)4% 4% 7% 5% 6% 9Other (please specify)7% 10% 9% 9% -All of the above5% 11% 9% 13% 7% 8	33% 499	44%	44%	44%	44%	6 33	33%	49%	6 49%	41%	4
I just love this festival34% 35% 33% 38% 38% 38% 34To attend pairing dinner (prev To learn how to pair wine with6% 5% 10% 6% 8% 7To attend a culinary demonstration6%To attend a tasting session (prev To attend food seminars)4% 4% 7% 5% 6% 9Other (please specify)7% 10% 9% 9% -All of the above5% 11% 9% 13% 7% 8	36% 309	34%	34%	34%	34%	6 36	36%	30%	6 34%	37%	
To attend pairing dinner (prev To learn how to pair wine with:6%5%10%6%8%7To attend a culinary demonstration6%To attend a tasting session (prev To attend food seminars)4%4%7%5%6%9Other (please specify)7%10%9%9%All of the above5%11%9%13%7%8	34% -	38%	38%	38%	38%	6 34	34%	-	-	-	
To attend a culinary demonstration6%To attend a tasting session (prev To attend food seminars)4%4%7%5%6%9Other (please specify)7%10%9%9%All of the above5%11%9%13%7%8	7% 119	8%	8%	8%	8%	7	7%	11%	6 15%	13%	32
To attend a tasting session (prev To attend food seminars)4%4%7%5%6%9Other (please specify)7%10%9%9%All of the above5%11%9%13%7%8		-	-	-	-		-	-	-	-	
Other (please specify) 7% 10% 9% 9% - All of the above 5% 11% 9% 13% 7% 8	9% 8%	6%	6%	6%	6%	9	9%	8%	10%	9%	17
All of the above 5% 11% 9% 13% 7% 8							-	-	-	-	
	8% 129	7%	7%	7%	7%	8	8%	12%	0 -	-	
I you attend a pairing at the festival?											
	13% 7%	10%	10%	10%	10%	6 13	13%	7%	15%	5 12%	1:
										88%	

	Population 664 2022	830 2021	325 2019	293 2018	272 2017	165 2016	207 2015	228 2014	76 2013	40 20
was your experience? (number reflect	ts each pairing's res	ponse	e comt	oined)						
Disappointing - Would Not Attend again	13%	-	-	-	-	-	-	-	-	-
Good - What I Expected	50%	-	-	-	-	-	-	-	-	-
Great Experience - Loved It!	99%	-	-	-	-	-	-	-	-	
N/A	99%	-	-	-	-	-	-	-	-	
rou attend a Beverage Tasting Session	, Food Stage Demor	nstrati	on or \	Worksl	nop?					
Yes	11%	8%	20%	23%	19%	17%	26%	33%	31%	33
No	89%	92%	80%	77%					69%	
was your experience? (number reflects	s each tasting sessi	on an	d meije	er food	stage	respo	onses	comb	ined)	
Disappointing - Would Not Attend again		5%	0%	0%	2%	0%	2%	0%	0%	0
Fair	-	2%	9%	7%	6%	11%	7%	7%	4%	7
Good - What I Expected (prev Good)	54%	35%	25%	23%	38%	26%	17%	16%	35%	2′
Great	-	28%	37%	30%	19%	26%	37%	34%	30%	43
Great Experience - Loved It! (prev Excellen	t) 80%	33%	30%	40%	36%	41%	37%	42%	39%	36
N/A (prev Other)	48%	4%	4%	5%	4%	7%	2%	7%	4%	0
rour visit include a hotel stay? *see sur	vev for which hotel	s								
Yes	21%	21%	24%	21%	19%	24%	34%	28%	22%	4′
No	79%		76%	79%	82%	76%		72%		59
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 we		57%	-	_	_	_	_	_	_	
Onsite from the Tasting Tickets booth (paper ticket		18%	-	-	-	-	-	-	-	
Onsite - Show office, I did not want use/don't have	,	-	-	-	-	-	-	-	-	
ou know you could purchase tasting ti	ickets online?									
Yes - I just prefer paper tickets	31%	66%	-	-	-		-	-	-	
Yes - I didn't want to purchase on my pho		-	-	-	-	-	-	-	-	
Yes, I did not want/don't have a credit ca			-					_		
		-		-	-	_	-		-	
Yes - I do not have a smartphone	0%	-	-	-	-	-	-	-	-	
Yes - I do not have a smartphone No			-	-	-	-	-	-		
No	0% 38%	- 34%	- - _ (ylqc	-	-	-	-	-	-	
No t did you think about the digital tasting	0% 38% tickets? (check all t	- 34% that ap	- - oply) -	-	-	-	-	-	-	
No t did you think about the digital tasting Yes, it made purchasing drinks easier	0% 38% tickets? (check all t 36%	- 34% that ap 36%		-	-	-	-	-	-	
No t did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past	0% 38% tickets? (check all t 36% 36%	- 34% that ap 36% 35%	-	-	-	-	-	-	-	
No t did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past I've never been to the show - nothing to d	0% 38% tickets? (check all (36% 36% compare to 17%	- 34% that ap 36% 35% 20%	-	-	-	-	-	-	-	
No t did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past	0% 38% tickets? (check all t 36% 36%	- 34% that ap 36% 35%	-	-	-	-	-	-	-	
No t did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past I've never been to the show - nothing to o No preference Other (please specify)	0% 38% tickets? (check all 1 36% 36% compare to 17% 9% 15%	- 34% that ap 36% 35% 20% 9%	-	-	-	-	-	-	-	
No t did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past I've never been to the show - nothing to o No preference	0% 38% tickets? (check all 1 36% 36% compare to 17% 9% 15%	- 34% that ap 36% 35% 20% 9%	-	-	-	-	-	-	-	
No t did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past I've never been to the show - nothing to a No preference Other (please specify) se rate your digital tasting ticket experi	0% 38% tickets? (check all (36% 36% 36% 0% 17% 9% 15%	- 34% that ap 36% 35% 20% 9% -	-	-	-	-			-	
No t did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past I've never been to the show - nothing to o No preference Other (please specify) Se rate your digital tasting ticket experi Excellent (prev Very Good)	0% 38% tickets? (check all (36% 36% 36% 000000000000000000000000000	- 34% that ap 36% 20% 9% -	-	-	-				-	
No t did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past I've never been to the show - nothing to o No preference Other (please specify) se rate your digital tasting ticket experi Excellent (prev Very Good) Great (prev Good)	0% 38% tickets? (check all f 36% 36% 36% 9% 15% 15%	- 34% that ap 36% 20% 9% - - 20% 37%	-	-	- - - -				- - - -	
No did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past I've never been to the show - nothing to o No preference Other (please specify) se rate your digital tasting ticket experi Excellent (prev Very Good) Great (prev Good) Good (prev Indifferent)	0% 38% tickets? (check all f 36% 36% 36% 36% 36% 36% 36% 36% 30%	- 34% that aj 36% 20% 9% - 20% 20% 37% 16%	-		- - - - - - -				- - - -	
No t did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past I've never been to the show - nothing to o No preference Other (please specify) Se rate your digital tasting ticket experi Excellent (prev Very Good) Great (prev Good) Good (prev Indifferent) Fair (prev Poor) Poor (prev Very Poor)	0% 38% tickets? (check all (36% 36% 36% 9% 15% 15% ence 13% 20% 30% 20% 16%	- 34% that ap 36% 20% 9% - 20% 37% 16% 16% 10%	-		- - - - - - -				- - - -	
No t did you think about the digital tasting Yes, it made purchasing drinks easier I wish I had paper tickets like in the past I've never been to the show - nothing to o No preference Other (please specify) Se rate your digital tasting ticket experi Excellent (prev Very Good) Great (prev Good) Good (prev Indifferent) Fair (prev Poor)	0% 38% tickets? (check all (36% 36% 36% 9% 15% 15% ence 13% 20% 30% 20% 16%	- 34% that ap 36% 20% 9% - 20% 37% 16% 16% 10%	-		- - - - - - -	- - - - - - - - - - - - - - - - - - -	- - - - - - - - - - - - - - - - - - -	- - - - - - - - - - - - - - - - - - -	- - - -	94

	Patron Surv	v C y	1103	uito							
	Population 6	664	830 2021	325	293 2018	272 2017	165 2016	207 2015	228 2014	76 2013	4 20
would you rate your overall experien	ce at the Festival	l?									
Excellent (prev I loved it, would go again)	2	23%	71%	75%	80%	74%	73%	-	-	-	
Great (prev I got many ideas & product informa	tion) 3	37%	15%	17%	12%	14%	14%	-	-	-	
Good	2	29%	-	-	-	-	-	-	-	-	
Fair (prev Didn't have what I was interested)	ć	9%	8%	3%	5%	7%	8%	-	-	-	
Poor (prev A waste of time)	2	2%	6%	5%	3%	5%	4%	-	-	-	
ou plan to attend the Festival next yea	ar?										
Yes	8	34%	82%	82%	88%	80%	-	-	-	-	
No	1	16%	18%	18%	12%	20%	-	-	-	-	
lustry Specific											
re do you primarily purchase your wir	ne / beer / hard ci	ider /	spirit	s?							
Grocery Store	7	76%	75%	78%	81%	84%	49%	48%	48%	49%	3
Wine Specialty / Liquor Store	6	68%	71%	68%	65%	72%	34%	33%	36%	43%	3
Winery	3	36%	35%	41%	38%	40%	6%	8%	8%	3%	1
Brew Pub (prev Brewery)	3	33%	36%	28%	41%	35%	3%	2%	2%	-	
Sit-down Restaurant (prev Restaurant)		32%	39%	40%	42%	43%	6%	5%	1%	0%	
Convenience Store		24%	23%	16%	21%	23%	1%	2%	1%	0%	(
Do not buy wine / beer / hard cider		1%	1%	1%	0%	0%	0%	1%	0%	0%	
Other		2%	1%	2%	1%	3%	1%	2%	4%	4%	
roximately how many bottles of wine a	are in your house	ehold	l toda	y?							
0 to 10	6	50%	57%	59%	63%	56%	55%	58%	52%	49%	З
10 to 20	2	21%	21%	22%	20%	24%	18%	20%	24%	22%	2
20 to 30	8	8%	8%	6%	7%	6%	12%	9%	10%	9%	
30 to 40	3	3%	4%	5%	3%	3%	4%	4%	5%	7%	
40 to 100	Ę	5%	7%	4%	2%	6%	8%	5%	6%	12%	1
Over 100	3	3%	3%	5%	6%	5%	4%	4%	4%	1%	
verage, what do you spend on a bottle											
Less than \$20 (Less than \$9, 2021 and befor	,	6%	13%	13%	18%	22%	17%	17%	21%	20%	2
\$21-\$50 (\$10 - \$20, 2021 and before)	3	36%	70%	77%	80%	75%	72%	75%	78%	74%	7
\$51-\$80 (\$20 - \$40, 2021 and before)	3	3%	28%	24%	17%	18%	22%	13%	10%	16%	1
\$81+ (Over \$40, 2021 and before)	(0%	6%	3%	1%	4%	1%	2%	1%	0%	
Do not buy wine	4	4%	4%	3%	1%	1%	1%	1%	1%	1%	
t beverages do you enjoy?											
Wine		36%	87%	90%	90%	90%	90%	88%	-	-	
Spirits / Cocktails		34%	84%	57%	78%		74%	65%	-	-	
Beer		68%	72%	83%	60%	77%	75%		-	-	
Cider		53%	55%	67%	84%	58%	60%	46%	-	-	
Coffee / Cold Brews		51%	55%	-	-	-	-	-	-	-	
		39%	42%	-	-	-	-	-	-	-	
Seltzers		22%	22%	55%	26%	33%	38%	22%	-	-	
Non Alcoholic Beverages											
		2%	-	-	-	-	-	-	-	-	
Non Alcoholic Beverages Other (please specify) often do you eat at restaurants?	2	2%			-	-	-	-	-	-	
Non Alcoholic Beverages Other (please specify) often do you eat at restaurants? Once or twice a month	2	2% 28%	30%	35%	- 37%	- 35%	36%	- 31%	35%	- 34%	3
Non Alcoholic Beverages Other (please specify) often do you eat at restaurants? Once or twice a month Once a week	2	2% 28% 14%	30% 41%	35% 43%	39%	40%	40%	45%	38%	37%	3
Non Alcoholic Beverages Other (please specify) often do you eat at restaurants? Once or twice a month Once a week 2 - 6 times a week (prev 2 - 4 times a week)	2 2 4) 2	2% 28% 44% 28%	30% 41% 27%	35% 43% 20%	39% 23%	40% 25%	40% 25%	45% 23%	38% 25%	37% 28%	00 00
Non Alcoholic Beverages Other (please specify) often do you eat at restaurants? Once or twice a month Once a week	2 2 4) 2 (2% 28% 14%	30% 41%	35% 43%	39%	40%	40%	45%	38%	37%	

i atron	Ourvey	1103	Junto							
Populat		830 2021	325 2019	293 2018	272 2017	165 2016	207 2015	228 2014	76 2013	4 20
t entertainment activities do you engage in?	2022	2021	2013	2010	2017	2010	2013	2014	2013	20
Restaurant (prev from Bar/Restaurant)	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%	6
Vinyards	68%	-	-	-	-	-	-	-	-	
Shopping	60%	64%	68%	65%	76%	65%	74%	68%	66%	74
Movie Theater	57%	55%	70%	71%	72%	72%	68%	74%	66%	6
Distilleries	55%	-	-	-	-	-	-	-	-	•
Sporting Event	55%	61%	58%	61%	64%	64%	61%	64%	45%	5
Museum	51%	40%	49%	42%	54%	58%	56%	54%	59%	4
Performance Theater	47%	37%	49%	45%	48%	55%	44%	48%	48%	5
Consumer Shows	28%	33%	30%	29%	34%	29%	38%	39%	43%	3
Other	1%	2%	3%	3%	2%	2%	3%	4%	7%	2
	170	270	0,0	070	270	270	070	170	1 /0	-
mographics										
t is your approximate annual household income										
\$0-\$40,000	7%	7%	11%	13%	14%	13%	12%	13%	9%	1
\$40,000-\$80,000	26%	24%	26%	27%	30%	33%	32%	30%	35%	4
\$80,000-\$120,000	25%	29%	23%	33%	29%	30%	32%	33%	35%	1
\$120,000-\$160,000	19%	16%	20%	27%	28%	24%	24%	24%	22%	2
\$160,000-\$200,000	10%	11%	9%	-	-	-	-	-	-	
Over \$200,000	14%	14%	11%	-	-	-	-	-	-	
t is your highest level of education?										
Some High School	0%	0%	0%	0%	0%	0%	0%	0%	0%	(
High School Degree or equivalent	8%	6%	7%	5%	9%	4%	5%	4%	1%	Ç
Associate Degree or Technical School	14%	12%	10%	12%	11%	12%	16%	11%	14%	1
Some College	15%	15%	17%	13%	16%	17%	16%	14%	11%	1
Bachelor Degree	42%	42%	40%	52%	41%	41%	37%	42%	51%	3
Post Graduate Degree	21%	25%	25%	17%	22%	26%	27%	29%	23%	3
ou own your home?										
Yes	77%	76%	75%	74%	73%	79%	78%	81%	79%	
No	23%	24%	25%	26%	27%	21%	22%	19%	21%	2
ou own:										
Wine Collection	47%	52%	33%	34%	25%	28%	31%	28%	23%	3
Boat (Under 30 Feet)	32%	29%	26%	26%	15%	12%	14%	23%	14%	1
RV or Camper	28%	26%	15%	20%	13%	13%	14%	10%	13%	2
Luxury or Performance Vehicle (prev Luxury Car)	27%	24%	21%	32%	12%	21%	12%	15%	20%	1
Vacation Home	21%	22%	18%	14%	9%	12%	12%	13%	10%	ļ
Boat (Over 30 Feet)	5%	5%	5%	8%	3%	3%	1%	5%	4%	1
Sports Car (prev Performance Vehicle)	-	22%	31%	34%	14%		11%	12%	16%	
se tell us how many people in each age bracket	(includina	vours	elf) at	tended	the fe	stival:				
21-24	9%	10%	9%	9%	11%	9%	10%	12%	4%	1
25-34	26%	26%	24%	27%	27%	27%	23%	23%	19%	3
35-44	24%	22%	24%	21%	19%	24%	22%	19%	13%	3
45-54	23%	26%	25%	28%	18%	22%	23%	29%	32%	6
55-64	15%	12%	15%	13%	18%	13%	17%	14%	25%	2
65 +	3%	4%	6%	2%	9%	6%	5%	3%	6%	2
	40	10	42	40	42	11	11	40	11	,

Average Age

	Population 66		830 2021	325 2019	293 2018	272 2017	165 2016	207 2015	228 2014	76 2013	46 201 2
nding Groups are, on average, made up o	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
you seen / visited our website: www.G											
Yes	64	%	58%	62%	64%	57%	64%	65%	63%	65%	71%
No	36	% 4	42%	38%	36%	43%	36%	35%	37%	35%	299
ou using our GR Wine Festiva Mobile A											
Yes	22		20%	17%	19%	19%	-	-	-	-	-
No	78	% 8	80%	83%	81%	81%	-	-	-	-	-
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	19	%	1%	0%	2%	-	-	-	-	-	-
Slacker	0%	%	0%	1%	1%	-	-	-	-	-	-
Other (please specify)	6%		8%	9%	7%	9%	7%	-	-	-	-
social media outlets do you use? (chec	k 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	19		2%	2%	2%	6%	-	-	-	-	-
ou follow any of our social media accou	nts? (check all :	that	annl	V) Prov	iously be	alow:					
Facebook/grwinefestival	25		26%	42%	44%	36%	-	_	_	_	
Instagram.com/grwinefestival	79		10%	-		-	_	_	_	_	_
tiktok.com/@grwinefestival	19		-	-	-						
I don't follow GR Wine Festival on Social N				58%	- 56%	64%	-	-	-	-	
ruon rionow Gr wine restivation Social N		/0	1470	50%	50%	04 70	-	-	-	-	-

	Population	587 2023	452 2022	236 2020	238 2019	414 2018	374 2017	507 2016	³⁴⁹ 2015	2014	24 20
ow Specific											
t 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%	4
Sunday		18%	20%	11%	24%	15%	17%	12%	12%	10%	1
many hours did you spend at the sho	w?										
Average Hours		2.4	2.1	2.43	2.23	2.63	2.70	2.76	2.60	2.64	2
you use the \$2 Dash Parking Lot Area	9 and Trolle										
Yes		7%	6%	-	-	-	-	-	-	-	
No		93%	95%	-	-	-	-	-	-	-	
would you rate your experience with	this parking		?								
Excellent		39%	-	-	-	-	-	-	-	-	
Great		17%	-	-	-	-	-	-	-	-	
Good		29%	-	-	-	-	-	-	-	-	
Fair		7%	-	-	-	-	-	-	-	-	
Poor		7%	-	-	-	-	-	-	-	-	
re did you recently hear or see any ad	vertising for										
TV		24%	38%	33%	57%	48%	55%	51%	48%	62%	5
Internet		22%	31%	31%	38%	29%	30%	26%	25%	28%	2
Radio (prev Radio Ad/Interviews)		21%	25%	36%	45%	35%	45%	35%	35%	37%	4
Facebook (18-22: Social Media)		20%	25%	32%	22%	22%	15%	12%	11%	8%	1
Friend (prev. Friend or Exhibitor)		19%	18%	22%	8%	16%	14%	16%	14%	19%	1
Email Notification		18%	15%	14%	22%	21%	18%	20%	18%	13%	
Billboard		16%	16%	18%	23%	23%	28%	22%	27%	27%	2
Exhibitor		5%	-	-	-	-	-	-	-	-	
Instagram		2%	-	-	-	-	-	-	-	-	
Streaming Ad		1%	-	-	-	-	-	-	-	-	
Magazine		1%	1%	1%	1%	1%	2%	2%	2%	4%	
Podcast Ad		1%	-	-	-	-	-	-	-	-	
TikTok		0%	-	-	-	-	-	-	-	-	
Other		12%	7%	8%	5%	6%	5%	6%	6%	6%	
did you come to the show?											
To see the [current year] Cars		77%	76%	71%	80%	78%	82%	77%	78%	79%	
I am a car enthusiast (prev We love cars)		52%	52%	54%	51%	45%	46%		52%	55%	
Entertainment		40%	40%	42%	31%	27%	41%		45%	39%	
To shop for my next new vehicle (prev ve	hicle to buy this	31%	31%	22%	34%	20%	25%		26%	23%	
To see the Gilmore Collection of Cars		25%	24%	28%	34%	26%	31%	38%	36%	39%	3
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%	4
Label Motorsports / Cars & Coffee Gran	d Rapids	6%	8%	-	-	-	-	-	-	-	
Shop for car accessories		3% 8%	3%	2%	5%	2%	2%	2%	1%	2%	ļ

	Population	587 2023	452 2022	236 2020	238 2019	414 2018	374 2017	507 2016	³⁴⁹ 2015	2014	245 201
n do you expect to purchase your next	brand new			2020	2013	2010	2017	2010	2010	2014	201
Within 6 Months		11%	13%	6%	11%	10%	8%	11%	13%	15%	119
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%	289
3 - 5 Years		13%	14%	15%	13%	13%	13%	14%	13%	13%	179
Not Sure		42%	30%	41%	31%	34%	33%	32%	27%	28%	309
you enjoy the Michigan International A	uto Show?			o 101				- 101	- 10/		
Yes		84%	82%	94%	90%	93%	95%	91%	94%	92%	96
No		16%	18%	6%	10%	7%	5%	9%	6%	8%	4%
would you best describe your experie	nce at the s										
l 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 (prev Waste of Other	time)	<mark>4%</mark> 19%	5% 17%	2% 10%	3% 9%	5% 8%	- 10%	-	-	-	
		1070	11.70	1070	0,0	0,0	1070				
ou 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
ustry Specific											
many vehicles are in your household? 0	·	0%	0%	0%	0%	1%	0%	1%	0%	0%	00
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%	60
t type of vehicle do you own or lease?											
Sport Utility Vehicle (SUV)		61%	66%	53%					33%		
Truck (Pickup Truck, 2022 and before)		41%	34%	52%	40%	41%	38%		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
		5%	3%	0%	2%	-	-	-	-	-	-
Van (Full Size) Other		1% 4%	1% 6%	3% 5%	1% 10%	2% 5%	3% 4%	4% 6%	2% 5%	5% 8%	3°
your last vehicle purchased: New		38%	39%	30%	46%	45%	46%	45%	46%	45%	46
Used		62%	61%	70%					54%		
re 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%		17%		18
								Page	e 80 of	131	

	Population	587 2023	452 2022	236 2020	238 2019	⁴¹⁴ 2018	374 2017	507 2016	³⁴⁹ 2015	2014	24: 20 1
w 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%	79
2 years		10%	10%	13%	14%	17%	17%	12%	13%	13%	11
3 years		10%	13%	8%	12%	13%	9%	13%	14%	10%	89
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
emographics											
at is your approximate annual household	income?	1.0.0/	=0/	4 = 0 (4.40/	470/	4 = 0 (4.0.0/	100/	4.0.0/	1.0
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%	-	-	-	-	-	-	
at 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
at 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%	2′
you have any children, under the age of 1	8, living w										
Yes		34%	44%	49%	42%	39%	40%	39%	38%	37%	42
No		66%	56%	51%	58%	61%	60%	61%	62%	63%	58
you own your own home?											
Yes		79%	78%	70%	82%			80%			
No		21%	22%	30%	18%	20%	18%	20%	18%	20%	1
ase tell us how many people in each age l	oracket (in										
Under 18		19%	19%	22%	18%		15%	-	-	-	
18 - 24		17%	12%	16%	12%				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	4
ending groups are, on average, made up c	of: (In 2010-	11 includ	ed kids.u	nder 16	not ask	ed in 12	2-13)				
Men		66%		50%				61%	63%	-	

Atten	ding groups are, on average, made up of: (In 2010	0-11 includ	ed kids u	nder 16, I	not aske	ed 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

Populatio	n 587 2023	452 2022	236 2020	238 2019	414 2018	374 2017	507 2016	349 2015	2014
you seen / visited our website?									
Yes	53%	48%	32%	54%	47%	52%	56%	56%	54%
No	47%	52%	68%	46%	53%	49%	44%	44%	46%
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%
Atenna	13%	13%	12%	17%	11%	8%	9%	5%	8%
YouTube	13%	10%	6%	2%	-	0 70	970	5 %	0 70
Charter Cable	13%	12%	13%	13%	- 19%	- 19%	- 16%	- 17%	- 17%
		5%			10%			11%	
DirecTV Dieb Natural	5%		10%	17%		15%	15%		14%
Dish Network	4%	2%	6%	8%	11%	10%	9%	11%	13%
AT&T U-Verse	3%	3%	7%	7%	8%	9%	11%	16%	14%
No TV	9%	11%	10%	7%	4%	4%	8%	5%	6%
Other	6%	5%	4%	5%	-	-	-	-	-
radio stations do you listen to regularly? (What T	WO radio	stations o	do you lis	sten to n	nost?, 2	2022 an	d befor	e)	
WBCT - 93.7 (B93) - Country	29%	16%	24%	22%	20%	22%	20%	21%	21%
WGRD - 97.9 - Alternative Rock	21%	17%	16%	12%	15%	8%	15%	11%	14%
WLAV - 96.9 (97 LAV FM) - Classic Rock	16%	9%	16%	18%	14%	13%	14%	15%	16%
WSNX - 104.5 - Contemporary Hits	16%	7%	11%	10%	13%	9%	9%	9%	10%
WCSG - 91.3 - Family Friendly, Commercial Free	15%	11%	10%	8%	11%	10%	9%	10%	12%
STAR - 105.7 (WSRW FM) - Light Rock	14%	4%	9%	9%	6%	12%	7%	9%	10%
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%
WBFX - 101.3 (BIG) - Oldies from 60s, 70s & 80s	10%	4%	8%	7%	6%	5%	8%	8%	7%
107.3 - Thunder Country	10%	2%	3%	3%	5%	3%	6%	6%	10%
WFGR - 98.7 - Classic Hits	9%	6%	6%	7%	8%	7%	8%	9%	8%
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%	-		270		-
WMRR - Rock 101.7	5%	1%	-	- 70	-	_	_	-	
WTRV - 100.5 (The River)	4%	2%	4%	3%	- 5%	- 5%	4%	- 5%	6%
ESPN - 96.1 - Sports	4%	4%	4%	5%	7%	8%	8%	8%	-
WMUS - 106.9 (107 The Moose) - Country	4%	3%	4 <i>/</i> 0 5%	3%	2%	1%	2%	3%	-3%
WGVU/NPR - News 88.5 & 95.3 FM		3%						370	370
	3%	370	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% 15%	0%	0%	0% 22%	0% 19%	0% 22%	-
Satellite Radio (XM / Sirius)	22%	21%		18%	23%				22%

	Population	587 2023	452 2022	236 2020	238 2019	414 2018	374 2017	507 2016	349 2015	2014	245 2013
at 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%	-	-	-	-	-
t social media outlets do you regularly ι	ISE? (Which	social m	edia do y	vou use a	it least o	once a v	veek?, :	2022 an	d befor	e)	
Facebook		68%	72%	80%	71%	83%	83%	65%	66%	66%	70%
Instagram		43%	41%	36%	29%	28%	23%	-	-	-	-
TikTok		26%	22%	-	-	-	-	-	-	-	-

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 th	at apply	/)							
Facebook/grautoshow	14%	9%	17%	16%	16%	-	-	-	-	-
Instagram.com/grautoshow	4%	3%	-	-	-	-	-	-	-	-
I don't follow MAS on Social Media	86%	88%	-	-	-	-	-	-	-	-

	Population	53 2023	110 2022	110 2020	75 2019	101 2018	146 2017	124 2016	113 2015	62 2014	65 2013
Show Specific											
Vhat 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%
low 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
Vhere did you recently see or hear any	y advertisin										
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% 2%	5%	8%	8%	11%	20%	16%	26%	23%	26%
Streaming Ad Exhibitor		2%	-	-	-	-	-	-	-	-	-
Instagram		2% 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%	-	-	070	0 /0	2 /0	2 70	4 /0	2 /0	070
Other, please specify		6%	7%	8%	4%	2%	10%	5%	4%	5%	6%
		0,0	1 / 0	0,0	170	2,0	1070	0,0	170	0,0	0,0
hat drew you to the show? (check al	I 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 D	esigners	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 Markeplace		15%	21%	16%	29%	24%	24%	14%	17%	18%	25%
Log & Timberframe Home Builders	5	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 Sa	lle	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 Seminars		0% 0%	- 2%	- 5%	7%	-3%	-5%	- 5%	- 5%	2%	2%
Other, please specify		19%	15%	5% 7%	13%	3% 8%	5% 8%	5% 8%	5% 18%	2% 11%	2% 9%
Other, please specily		1970	1070	/ 70	1370	0 70	070	O 70	1070	1170	970
you made purchases at the show, wl	hat was the	approx	imate a	mount	you s	pent?					
< \$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	ne show			72%	68%	26%	7%	69%	70%	84%	78%

	Population	53 2023	110 2022	110 2020	75 2019	101 2018	146 2017	124 2016	113 2015	62 2014	65 2013
en do you expect to purchase pro	oducts or serv						470/	0.001	070/	0.001	
Within 6 months		36%	35%	28%	17%	19%	17%	36%	27%	26%	-
6 mo1 yr		17%	20%	22%	0%	19%	17%	15%	25%	13%	-
1-2 yrs		9% 2%	8% 3%	9% 3%	17% 17%	19% 3%	11% 0%	9% 1%	11% 2%	10% 5%	-
3-5 yrs Not Sure		2% 36%	3%	3%	50%	3% 39%	56%	39%	2% 36%	5% 46%	-
ou 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%
ou 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%
would you best describe your e	xperience at										
l 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%	-	-	-	-	-
ou plan to attend the show next	year?		- 101	o=0 (- 101	0.70/	o=0/		
Yes		78%	84%	87%	92%	88%	81%	87%	67%	60%	55%
No		22%	16%	13%	8%	12%	19%	13%	33%	40%	45%
ustry Specific ur primary residence on the wat	or?										
Yes	CI .	33%	23%	20%	18%	24%	31%	22%	28%	23%	20%
No		67%	77%	80%	82%	76%	69%	78%	72%	77%	80%
ou considering purchasing a pr	imary home o	on the v	water?								
Yes		15%	17%	22%	10%	17%	19%	21%	17%	15%	15%
No		85%	83%	78%				79%			
n do you expect to purchase a p	rimary home	on the	water?								
Within 6 months		20%	29%	6%	17%	17%	16%	14%	7%	17%	13%
6 mo1 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%
ou own a cottage, cabin or vaca	tion property										
Yes		65%	65%	64%	65%	64%	58%		60%	47%	58%
No		35%	35%	36%	35%	36%	42%	37%	40%	53%	42%
ur cottage, cabin or vacation pro	operty on the										
Yes		81%	85%	77%	83%	73%	80%		82%	86%	
No		19%	15%	23%	17%	27%	21%	14%	18%	14%	16%

	Population	53 2023	110 2022	110 2020	75 2019	101 2018	146 2017	124 2016	113 2015	62 2014	65 2013
Are you considering purchasing a co	ottage or vaca										
Yes		6%	33%	36%	16%	35%	29%	37%	31%	46%	44%
No		94%	67%	64%	84%	65%	71%	63%	69%	55%	56%
				2							
When do you expect to purchase a c Within 6 months	ottage or vac	ation p 0%	25%	0%	0%	0%	22%	12%	0%	27%	0%
6 months-1 year		100%	25%	15%	50%	18%	11%	12%	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 pro										
Yes		50%	34%	36%	28%	45%	44%	41%	57%	-	-
No		50%	66%	64%	72%	55%	56%	59%	43%	-	-
Demographics											
What is your approximate annual ho	usehold inco	me? (O	ptional)							
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 \$1	20,000)	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 educati	on										
Some High School		0%	2%	0%	3%	0%	0%	0%	2%	0%	0%
High School Degree or equivaler		7%	6%	3%	6%	6%	6%	7%	7%	12%	14%
Associate Degree or Technical S	chool	11%	16%	19%	21%	13%	19%	13%	13%	18%	14%
Some College		18%	14%	23%	24%	17%	17%	14%	16%	21%	30%
Bachelor Degree Post Graduate Degree		30% 34%	34% 28%	32% 24%	31% 16%	36% 28%	35% 23%	35% 32%	34% 28%	30%	23% 19%
Fost Graduate Degree		J4 /0	20 /0	24 /0	10 /0	20 /0	2370	JZ /0	20 /0	20 /0	1970
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, liv										
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 a											
# of people in my group under 18		24%	4%	11%	4%	7%	7%	-	-	-	-
# of people in my group age 18-2		24%	4%	7%	5%	7%	2%	3%	4%	4%	2%
# of people in my group age 25-3		20%	3%	5%	6%	4%	4%	3%	8%	9%	0%
# of people in my group age 35-4		22%	6%	7%	11%	9%	6%	7%	4%	9%	9%
# of people in my group age 45-5		38% 64%	26% 38%	24% 31%	15% 39%	33% 29%	28% 35%	25% 42%	20% 46%	18% 49%	33% 48%
# of people in my group age 55-6		48%	19%		20%	12%	35% 17%	42% 20%	40% 18%		40% 8%
# of people in my group age over <mark>Average Age</mark>	00	48% 55	54	15% 51	20% 52	50	53	20% 54	53	11% 51	8%
Average Age		55	54	51	52	50	00	54	55	51	-

	Population	53 2023	110 2022	110 2020	75 2019	101 2018	146 2017	124 2016	113 2015	62 2014	65 2013
How Many Men & Women (ove	r the age of 18) wer										
Men		48%	44%	53%	50%	48%	52%	-	-	-	-
Women		52%	56%	47%	50%	52%	48%	-	-	-	-
Average number in attend	ing 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 sourc	e?										
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 web	site: www.Cottagea	andLak	efrontL	iving.co	om or v	www.	shows	span.c	om?		
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 r	equiariv? (check al	that a	(vlac								
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 Mag	azine	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 list	ten to regularly?										
WYCD - 99.5 (Detroit's Co		15%	16%	14%	9%	6%	9%	10%	17%	23%	30%
WDRQ - 93.1 (NASH Cou	ntry)	15%	7%	10%	9%	12%	7%	7%	8%	8%	14%
WOMC - 104.3 (Detroit's C	Greatest Hits)	10%	12%	9%	21%	11%	11%	11%	14%	23%	5%
WKQI - 95.5 (Channel 955	5)	10%	1%	5%	3%	11%	6%	10%	7%	0%	-
WCSX - 94.7 (Classic Roo	,	8%	11%	15%	20%	20%	21%	14%	15%	8%	20%
WJR - 760 AM (News/Tall	<)	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 Ra		5%	16%	17%	15%	14%	22%	25%	16%	28%	25%
WDVD - 96.3 (Today's Be		5%	6%	3%	8%	16%	13%	8%	11%	15%	11%
WDTW - 106.7 (Classic R		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	>)	<mark>3%</mark> 0%	1%	7%	0% 2%	7% 5%	2%	5%	1%	4%	-
WUOM - 91.7 (NPR) WFUM - 91.1 (NPR)		0%	7% 2%	5% 0%	2%	5% 9%	-	-	-	-	-
Satellite Radio (XM/Sirius)		38%	34%	27%	2%	9% 32%	- 27%	- 31%	-	-	-
I don't listen to the radio re		21%	13%	7%	9%	-	21 /0	5170	-	-	-
Other (please specify)	Jaiding	3%	11%	13%	18%	14%	15%	13%	28%	34%	34%

Popula	tion 53 2023	110 2022	110 2020	75 2019	101 2018	146 2017	124 2016	113 2015	62 2014	65 201 3
do you receive your television programm	ning?									
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%	-	-	-	-	-	-	-
social media outlets do you regularly us	se?									
Facebook	78%	63%	81%	84%	81%	86%	64%	65%	61%	579
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%	-	-	-	-	-	-	-	-
u follow any of our social media accour	nts? (checl	k all that	apply)							
Facebook/detroitcottageshow	13%	9%	15%	13%	22%	12%	-	-	-	-
Instagram.com/micottageshows	3%	-	-	-	-	-	-	-	-	-
I don't follow CLL on Social Media	84%	91%	85%	87%	78%	88%	-	-	-	-
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%
ou a premium subscriber to the streami	na service	?								
Vec	45%		110/	26%	26%	220/	220%	00/	210/	22

u o y o	a premium subscriber to the streaming st										
	Yes	45%	51%	41%	26%	36%	33%	22%	8%	21%	22%
	No	55%	49%	59%	74%	64%	67%	78%	92%	79%	78%

	Population	158 2023	222 2022	120 2019	157 2018	206 2017	229 2016	141 2015	85 2014	67 201
ow Specific										
t 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
r many hours did you spend at the shov	/?									
Average Hours		2.36	2.27	2.31	2.67	2.66	2.54	2.55	2.46	2.7
you use the \$2 Dash Parking Lot Area 9	and Compli	mentar	y Trolle	y?						
Yes		5%	2%	-	-	-	-	-	-	-
No		95%	98%	-	-	-	-	-	-	
ere did you recently see or hear any adv	ertisina for t	he shov	w: (che	ck all ti	hat api	olv)				
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%	20
Magazine		1%	0%	3%	3%	5%	7%	5%	5%	9
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Other, please specify		6%	3%	4%	6%	10%	4%	4%	11%	9
It drew you to the show? (check all that	apply)									
Boats/Watertoys	· [·]· ·]/	42%	37%	31%	29%	35%	36%	30%	29%	
Furniture, Accessories & Interior Designe	rs	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%	3
Lake Maintenance Services		23%	21%	14%	15%	17%	16%	16%	15%	2
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Builders (not log or timberframe)		14%	10%	8%	5%	7%	5%	16%	14%	18
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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% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -											
Didn't like it, won't go again 7% 6% 7% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -											63%
Other (used to be "Waste of time") 16% 16% 10% 8% 8% 7% 9% 12% 39 ou plan to attend the show next year? 77% 74% 87% 85% 86% 65% 68% 82 Yes 77% 74% 87% 85% 86% 65% 68% 82 No 23% 26% 13% 15% 14% 35% 32% 19 Ustry Specific 75% 75% 42% 34% 41% 34% 32% 37% 41% 32						11%	6%	11%	12%	13%	11%
Yes 77% 74% 87% 85% 86% 65% 68% 82 No 23% 26% 13% 15% 14% 35% 32% 19 ustry Specific pur primary residence on the water? Yes 35% 42% 34% 41% 34% 32% 37% 41% 32								-			-
Yes 77% 74% 87% 85% 85% 86% 65% 68% 82 No 23% 26% 13% 15% 14% 35% 32% 19 ustry Specific our primary residence on the water? Yes 35% 42% 34% 41% 34% 32% 37% 41% 32	Other (used to be "Waste of time")		16%	16%	10%	8%	8%	7%	9%	12%	3%
No 23% 26% 13% 15% 14% 35% 32% 19 Ustry Specific Image: Comparison of the water? Image: Comparison of	ou plan to attend the show next year?										
ustry Specific our primary residence on the water? Yes 35% 42% 34% 41% 34% 32% 37% 41% 32	Yes										82%
Yes 35% 42% 34% 32% 37% 41% 32	No		23%	26%	13%	15%	15%	14%	35%	32%	19%
Yes 35% 42% 34% 32% 37% 41% 32	lustry Specific										
	our primary residence on the water?										
No 65% 58% 66% 59% 67% 68% 63% 59% 68											32%
	No		65%	58%	66%	59%	67%	68%	63%	59%	68%

F	Population	158 2023	222 2022	120 2019	157 2018	206 2017	229 2016	141 2015	85 2014	67 2013
e you considering purchasing a primary res	idence on									
Yes		16%	14%	13%	15%	10%	15%	17%	20%	24%
No		84%	86%	87%	85%	90%	85%	83%	80%	76%
hen do you expect to purchase a primary re	sidonco o	n tho w	ator?							
Within 6 months	sidence of	19%	33%	10%	17%	7%	13%	11%	0%	18%
6 mo1 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%
well own a action achin or vacation prop	orth (?									
you own a cottage, cabin or vacation prop Yes	ertyr	62%	59%	56%	55%	57%	54%	54%	57%	53%
No		38%	41%	44%	45%	43%	46%	46%	44%	47%
									1170	
your cottage, cabin or vacation property on	the water		0.00/	050/	0.004	0.40/	0.00/	040/	0.004	0.004
Yes No		91% 9%	86% 14%	85% 15%	90% 10%	94% 6%	88% 12%	91% 9%	92% 8%	89%
NO		9%	14%	15%	10%	0%	12%	9%	8%	11%
e you considering purchasing a cottage, ca	bin or vac	ation p	roperty	?						
Yes		21%	22%	13%	12%	20%	18%	12%	19%	13%
No		79%	78%	87%	88%	80%	82%	88%	81%	87%
hen do you expect to purchase a cottage, ca	bin or va	eation r	roportu	2						
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%
e you planning to rent a cottage, cabin or va	ecation pr	onerty?)							
Yes		25%	29%	31%	20%	36%	25%	37%	16%	19%
No		75%	71%	69%	80%	64%	76%	63%	84%	81%
emographics										
nat is your approximate annual household i	ncome? (0							10/		
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	c >	20%	25%	28%	29%	29%	27%	32%	38%	39%
\$120,000 - \$160,000 (Over \$120,000 2018 and be	etore)	18%	19%	21%	49%	31%	43%	39%	33%	27%
\$160,000-\$200,000 Over \$200,000		16% 21%	14%	10% 12%	-	-	-	-	-	-
Over \$200,000		21%	24%	12%	-	-	-	-	-	-
hat 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%
hat 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%

	Population	158 2023	222 2022	120 2019	157 2018	206 2017	229 2016	141 2015	85 2014	67 201
you have any children, under the age of	18, living wit	th you?) (How m	any chilo	lren live	with yo	u?, 2022	and bef	ore)	
Yes		14%	40%	31%	32%	32%	35%	31%	34%	36%
No (None, 2022 and before)		86%	60%	79%	68%	68%	65%	69%	66%	64%
you own your home?										
Yes		97%	99%	98%	97%	97%	95%	97%	100%	969
No		3%	1%	2%	3%	3%	5%	3%	0%	4%
ase tell us how many people per age bra	acket were in									
# 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%	00
# of people in my group age 25-34		18%	3%	6%	5%	3%	6%	4%	6%	39
# of people in my group age 35-44		28%	8%	7%	6%	6%	8%	6%	2%	69
# 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	-
v many men & women (over the age of 1	18) were in yc									
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.
at is your main news source?		100/	470/	0.001	400/	0.00/	0.40/	0.00/	0.00/	
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%	39
Newspaper		4%	3%	4%	4%	4%	5%	9%	13%	90
Other, please specify		3%	3%	3%	1%	2%	1%	1%	0%	00
e you seen/visited our website: www.C	ottageandLal								500/	5.4
Yes	ottageandLal	39%	35%	15%	51%	52%	43%	48%	52%	54
	ottageandLal								52% 48%	
Yes No v do you receive your television program		39% 61%	35% 65%	15% 85%	51% 49%	52% 48%	43% 58%	48% 52%	48%	47
Yes No / do you receive your television progra Comcast Cable		39% 61% 24%	35% 65% 26%	15% 85% 30%	51% 49% 24%	52% 48% 36%	43% 58% 27%	48% 52% 25%	48% 28%	47 28
Yes No v do you receive your television program Comcast Cable Streaming		39% 61% 24% 27%	35% 65% 26% 26%	15% 85% 30% 9%	51% 49% 24% 8%	52% 48% 36% 5%	43% 58% 27% 4%	48% 52% 25% 6%	48% 28% 1%	47
Yes No / do you receive your television program Comcast Cable Streaming Charter Cable		39% 61% 24% 27% 10%	35% 65% 26% 26% 12%	15% 85% 30% 9% 14%	51% 49% 24% 8% 28%	52% 48% 36% 5% 25%	43% 58% 27% 4% 24%	48% 52% 25% 6% 22%	48% 28% 1% 28%	47 28 23
Yes No / do you receive your television progra Comcast Cable Streaming Charter Cable Antenna		39% 61% 24% 27% 10% 10%	35% 65% 26% 26% 12% 9%	15% 85% 30% 9% 14% 19%	51% 49% 24% 8%	52% 48% 36% 5%	43% 58% 27% 4%	48% 52% 25% 6%	48% 28% 1%	47 28 23
Yes No do you receive your television progra Comcast Cable Streaming Charter Cable Antenna YouTubeTV		39% 61% 24% 27% 10% 10%	35% 65% 26% 26% 12% 9% 9%	15% 85% 30% 9% 14% 19% 2%	51% 49% 24% 8% 28% 7%	52% 48% 36% 5% 25% 4%	43% 58% 27% 4% 24% 7% -	48% 52% 25% 6% 22% 10%	48% 28% 1% 28% 3%	47 28 23 7'
Yes No do you receive your television program Comcast Cable Streaming Charter Cable Antenna YouTubeTV AT&T Uverse		39% 61% 24% 27% 10% 10% 10% 9%	35% 65% 26% 26% 12% 9% 9% 8%	15% 85% 30% 9% 14% 19% 2% 9%	51% 49% 24% 8% 28% 7% - 9%	52% 48% 36% 5% 25% 4% -	43% 58% 27% 4% 24% 7% - 9%	48% 52% 25% 6% 22% 10% - 10%	48% 28% 1% 28% 3% - 9%	47 28 23 7' 13
Yes No V do you receive your television program Comcast Cable Streaming Charter Cable Antenna YouTubeTV AT&T Uverse DirecTV		39% 61% 24% 27% 10% 10% 10% 9% 8%	35% 65% 26% 12% 9% 9% 8% 6%	15% 85% 30% 9% 14% 19% 2% 9% 12%	51% 49% 24% 8% 28% 7% - 9% 15%	52% 48% 36% 5% 25% 4% - 8% 18%	43% 58% 27% 4% 24% 7% - 9% 17%	48% 52% 25% 6% 22% 10% - 10% 16%	48% 28% 1% 28% 3% - 9% 14%	47 28 23 7' 13 15
Yes No Verify do you receive your television program Comcast Cable Streaming Charter Cable Antenna YouTubeTV AT&T Uverse DirecTV Dish Network		39% 61% 24% 27% 10% 10% 10% 9% 8% 2%	35% 65% 26% 26% 12% 9% 9% 8% 6% 6%	15% 85% 30% 9% 14% 19% 2% 9% 12% 8%	51% 49% 24% 28% 7% - 9% 15% 9%	52% 48% 36% 5% 25% 4% - 8% 18% 8%	43% 58% 27% 4% 24% 7% - 9% 17% 14%	48% 52% 25% 6% 22% 10% - 10% 16% 13%	48% 28% 1% 28% 3% - 9% 14% 19%	47 28 23 7° 13 15 13
Yes No V do you receive your television program Comcast Cable Streaming Charter Cable Antenna YouTubeTV AT&T Uverse DirecTV		39% 61% 24% 27% 10% 10% 10% 9% 8%	35% 65% 26% 12% 9% 9% 8% 6%	15% 85% 30% 9% 14% 19% 2% 9% 12%	51% 49% 24% 8% 28% 7% - 9% 15%	52% 48% 36% 5% 25% 4% - 8% 18%	43% 58% 27% 4% 24% 7% - 9% 17%	48% 52% 25% 6% 22% 10% - 10% 16%	48% 28% 1% 28% 3% - 9% 14%	54 47 28 23 7° 13 15 13 2°

Pop	ulation	158 2023	222 2022	120 2019	157 2018	206 2017	229 2016	141 2015	85 2014	67 2013
/hat radio stations do you listen to regularly? (v	Vhat TWO								2011	1010
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 Fre	е	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 & 80	S	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%	4%	2%	2%	6%	Z 70	-		
				2%					-	-
1340 AM The Ticket		3%	1%		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%	00/						
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%
/hat magazines do you read? (check all that ap	ply)									
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%	-
/hat 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		5% 7%	6%	-	-	_ /0	_	-	-	-
Snapchat		4%	8%	- 1%	- 1%	- 0%	-	-		
		4%	21%	-	-		-	-	-	-
Do not use social media			21%	-	-	-	-	-	-	-
Other (please specify)		1%	-	-	-	-	-	-	-	-

	Population	158 2023	222 2022	120 2019	157 2018	206 2017	229 2016	141 2015	85 2014	67 2013
you follow any of our social media ac	counts? (check	c all tha	t apply))						
Facebook/grcottageshow		9%	10%	15%	14%	9%	-	-	-	-
Instagram.com/micottageshows		2%	-	-	-	-	-	-	-	-
I don't follow CLL on Social Media		90%	90%	85%	86%	91%	-	-	-	-
at streaming music service do you us	e?									
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%	-
you a premium subscriber to the stre	aming serv <u>ice</u>	?								
Yes		38%	45%	32%	31%	21%	21%	24%	11%	5%
No		62%	55%	68%	69%	79%	79%	76%	90%	95%

	Population	345 GRR	818 WMH	588 LHG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
Show Specific									
What day did you attend the show?									
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%
Cult		1070	1070	1070	1070	1070	10 /0	1070	070
How many hours did you spend at the	show?								
Average		2.3	2.90	2.75	2.65	2.75	2.90	2.30	0.60
How did you hear about the show?									
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?									
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/remode	l 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	t	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	c 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%

	Population	345	818	588					
		GRR		LHG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
When do you expect to purchase proc									
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, w	hat was the a	px. An	nount y	ou spe	nt?				
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%	95 %	12%	90 % 10%	20%	5%	15%
110		20 /0	10 /0	570	12/0	10 /0	20 /0	570	1570
How would you best describe your ex									
l 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 y	vear?								
Yes		72%	86%	92%	84%	86%	92%	72%	20%
No		28%	14%	8%	16%	14%	28%	8%	20%
Inductor Specific									
Industry Specific Are you planning a new home improv	ement project	?							
Yes	• •	71%	56%	63%	63%	63%	71%	56%	16%
No		29%	45%	37%	37%	37%	45%	29%	16%
What turns of Home Improvement are									
What type of Home Improvement are Bathroom Makeover		42%	34%	33%	36%	34%	42%	33%	9%
		42 % 27%	34%	36%		34% 34%			9% 9%
Exterior Improvements Kitchen Remodel		43%	21%	22%	33% 29%	34% 22%	36% 43%	27% 21%	9% 22%
Painting/Redecorating		28%	24%	28%	29 % 26%	22 %	43 % 28%	21% 24%	4%
Basement Remodel		20% 16%	24% 14%	13%	20% 14%	20% 14%	20% 16%	24 <i>%</i> 13%	4% 3%
Other Room Make Over		16%	10%	16%	14%	14%	16%	10%	3% 6%
Addition		13%	7%	6%	8%	7%	13%	6%	6% 7%
New Insulation		9%	6%	10%	8%	9%	10%	6%	4%
New HVAC		9 % 8%	8%	8%	8%	3% 8%	8%	8%	4 % 1%
Solar/Wind Energy		5%	7%	9%	7%	7%	9%	5%	5%
Other, Please specify		18%	25%	30%	24%	25%	30%	18%	12%
		1070	20/0	0070		_0/0		1070	

GRR WMH LHG (AVG) (MEDIAN) (HIGH) (LOW) (RANG) 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?
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?
No 80% 93% 95% 89% 93% 95% 80% 15% How soon do you plan to build?
How soon do you plan to build? Image: Currently Building 19% 19% 19% 19% 19% 17% 2% Win 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% 0% 4% 0% 4% 0% 4% 0% 4% 0% 4% 0% 4% 0% 4% 0% 1% 0% 1% 0% 1% 0% 1% 0% 1% 0% 1% 0% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%
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more than 10 years 1% 0% 0% 0% 1% 0% 1% Demographics Approximately, what is your family income? - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <
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% 15% 7% 8% Ver \$200,000 15% 9% 7% 10% 9% 15% 7% 8% How much formal education do you have?
Approximately, what is your family income? 4% 7% 7% 6% 7% 7% 4% 3% 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% 8% 4% Over \$200,000 15% 9% 7% 10% 9% 15% 7% 8% How much formal education do you have? 5% 5% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 5%
Approximately, what is your family income? 4% 7% 7% 6% 7% 7% 4% 3% 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% 8% 4% Over \$200,000 15% 9% 7% 10% 9% 15% 7% 8% How much formal education do you have? 5% 5% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 5%
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\$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% 8% 4% Over \$200,000 15% 9% 7% 10% 9% 15% 7% 8% How much formal education do you have?
\$80,000 - \$120,000 \$120,000 - \$120,000 \$120,000 - \$160,000 \$120,000 - \$160,000 \$160,000 - \$200,000 11% 8% 11% 10% Over \$200,000 15% 9% 7% 10% 9% 15% 7% 8% 15% 7% 8% 15% 7% 8% 10% 9% 15% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 5% 9% 10% 9% 12% 8% 5%
\$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?
\$160,000-\$200,000 Over \$200,000 11% 8% 11% 10% 11% 11% 8% 4% 9% 7% 10% 9% 15% 7% 8% How much formal education do you have? Some High School High School Diploma 8% 12% 9% 10% 9% 10% 9% 12% 8% 5%
Over \$200,000 15% 9% 7% 10% 9% 15% 7% 8% How much formal education do you have?
How much formal education do you have? 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%
Some High School 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%
Some High School 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%
High School Diploma 8% 12% 9% 10% 9% 12% 8% 5%
Associate Degree or Technical School 12% 19% 16% 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 signifcant 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% 96% 96% 93% 3%
No 7% 5% 4% <mark>5% 5% 7% 4%</mark> 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 53 53 53 52 1.40

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	g?							
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%

Po	opulation	345	818	588					
		GRR	WMH	LHG	(AVG)	(MEDIAN)	(HIGH)	(LOW)	(RANGE)
What social media outlets do you regular	ly 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 acc	counts?								
Facbeook		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	e?								
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	Э	27%	27%	38%	30%	27%	38%	27%	11%
Other		4%	4%	4%	4%	4%	4%	4%	0%
Are you a premium subscriber to the stre	amin <u>g se</u>	rvice?							
Yes		36%	35%	37%	36%	36%	37%	35%	2%
No		64%	65%	63%	64%	64%	65%	63%	2%

Ρορι	ulation	345 2023	231 2022	175 2020	319 2019	293 2018	189 2017	163 2016	229 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
Did you use the \$2 Dash Parking Lot Area 9 and Trol	ley?								
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?		400/	440/	400/	4.4.0/	500/	470/		
General research for possible build/remodel project		49%	41%	49%	44%	50%	47%	-	-
l am a do-it-yourself-er looking for products and ideas				38%		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 sho	w, wha								
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%

6 mo 1yr 31% 24% 31% 00% 25% 29% 27% 31% 1-2 years 16% 12% 9% 14% 0% 12% 9% 14% 10% 11% 10% 11% 19% 12% 9% 14% 17% 18% 17% 38% 13% 11% 19% 12% 9% 14% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 17% 18% 16% 17% 18% 16% 11% 16% 11% 16% 11% 16% 11% 16% 11% 16% 16% 18% 18% 18% 18% 18% 18% 18% 11% 16% 16% 16% 16% 16% 16% 16% 16% 16% 16%		Population	345 2023	231 2022	175 2020	319 2019	293 2018	189 2017	163 2016	229 2015
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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?	New Insulation		9%	10%	7%	8%	11%	11%	7%	6%
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Currently Building 19% 16% 17% 19% 10% 24% 35% 7%										80%
Currently Building 19% 16% 17% 19% 10% 24% 35% 7%	How soon do you <u>plan to build?</u>									
			19%	16%	17%	19%	10%	24%	35%	7%
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1-5 years 32% 37% 27% 31% 31% 44% 27% 38%	-									38%
	•									4%
,	•									0%

	Population	345 2023	231 2022	175 2020	319 2019	293 2018	189 2017	163 2016	229 2015
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? (Ple	ase check h	ighest	compl	eted.)					
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 s	ignificant ot								
Yes		84%	79%	86%	85%	-	-	89%	-
No		16%	21%	14%	15%	-	-	11%	-
Do you have any children, under the age of 18,									
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%

	Population	345 2023	231 2022	175 2020	319 2019	293 2018	189 2017	163 2016	229 2015
Please tell us how many people per age bracket	: were in yo								
# 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:		100/	470/	500/	400/	500/	400/	400/	E 40/
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?		450/	400/	4.4.0/	050/	400/	070/	0.00/	0.00/
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 programmi	ng?								
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%	-	-	-	-

	Population	345 2023	231 2022	175 2020	319 2019	293 2018	189 2017	163 2016	229 2015
What radio stations do you listen to regularly?		1010	LULL	2020	2010	2010	2017	2010	2010
WBCT - 93.7 (B93) - Country		22%	24%	13%	13%	24%	21%	16%	19%
WCSG - 91.3 - Family Friendly, Commercial Fro	ee	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 & 106.9	FM)	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%
WEGR - 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) - Todays 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%	-	-	+ /0		570	470
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%	- 0 /0	- 0 /0	- 0 70	-
Other, please specify		10%	13%	11%	13%	16%	- 17%	12%	12%
Other, please specify		10 /0	1370	1170	1070	10 /0	1770	1 2 70	12 /0
What magazine(s) do you read regularly?									
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 w	veek								
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%	-	-

Po	opulation	345 2023	231 2022	175 2020	319 2019	293 2018	189 2017	163 2016	229 2015
Do you follow any of our social media accounts? (Formerly		-						
Facebook		7%	6%	13%	4%	12%	10%	-	-
Instagram		1%	-	-	-	-	-	-	-
l 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 se	rvice?								
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 2023	476 2022	228 2020	338 2019	458 2018	367 2017	346 2016	184 2015	264 2014	24 20
ow Specific											
a 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%	3
Sat		48%	35%	36%	43%	39%	30%	30%	24%	33%	3
Sun		16%	20%	22%	16%	12%	14%	13%	10%	10%	2
many hours did you spend at the s	show?										
Average		2.90	2.72	2.95	3.02	3.08	3.02	2.98	2.85	2.98	3
ou use the \$2 Dash Parking Lot Ar	ea 9 and Trol	ley?									
Yes		7%	9%	11%	-	-	-	-	-	-	
No		93%	91%	89%	-	-	-	-	-	-	
did you hear about the show?											
TV		34%	42%	50%	51%	41%	47%	46%	48%	51%	5
Radio		24%	34%	39%	37%	38%	41%	40%	39%	41%	4
Billboard		21%	21%	21%	31%	37%	39%	36%	44%	32%	2
Internet		18%	22%	23%	24%	27%	25%	17%	19%	22%	2
Facebook (18-22: Social Media)		18%	21%	23%	22%	30%	13%	5%	5%	6%	ł
Email Notification		15%	13%	18%	19%	17%	16%	12%	14%	13%	(
Friend (prev. Friend or Exhibitor)		14%	14%	17%	12%	18%	21%	21%	14%	13%	1
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%	2
Magazine		2%	2%	4%	5%	7%	10%	6%	3%	8%	(
Streaming Ad		2%	-	-	-	-	-	-	-	-	
Instagram		1%	-	-	-	-	-	-	-	-	
TikTok		0%	-	-	-	-	-	-	-	-	
Podcast Ad		0%	-	-	-	-	-	-	-	-	
Other		8%	4%	4%	4%	3%	5%	6%	7%	6%	
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%	5
Garden & Art Market		33%	31%	30%	35%	32%	35%	34%	35%	31%	З
Looking for products for our project		29%	37%	36%	31%	35%	37%	-	-	-	
I just love the show, come as often a	s I can	26%	25%	29%	29%	27%	28%	33%	32%	34%	4
General research for build/remodel p		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 Vegg	ie 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%	1
Family Day Activities		6%	6%	3%	5%	6%	4%	4%	3%	5%	
Great Lakes Floral Expo		4%	2%	4%	4%	4%	5%	5%	4%	3%	Į
Smart Gardening Conference		2%	2%	3%	3%	4%	4%	5%	1%	2%	
		- / 0	9%	14%	11%	9%	11%	11%	10%	13%	

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
n do you expect to purchase produ	cts or service										
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%
ı made purchases (non-concessio	ns) at the sho	w, wha	t was tl	пе арх.	Amou	nt you	ı spen	t?			
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%
ou 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%
ou 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%
would you best describe your expe	erience 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%					
ou plan to attend the show next yea	ar?										
		86%	82%	87%	86%	87%	88%	83%	79%	78%	83%
Yes		4 4 6 4	400/	13%	4 4 0 /	13%	12%	17%	21%	22%	17%
		14%	18%	1370	14%	1370	I∠ /0	1/70	21/0	/0	1770
No		14%	18%	1370	14%	1370	12 /0	1770	2170	2270	1770
No ustry Specific	oject?	14%	18%	1370	14%	1370	1270	1770	2170		
	oject?	14% 37%	18%	43%			39%		41%		
No ustry Specific rou planning a new landscaping pro	oject?				41%	45%	39%	52%		47%	50%
No ustry Specific rou planning a new landscaping pro Yes No		37% 63%	41%	43%	41%	45%	39%	52%	41%	47%	50%
No u stry Specific ou planning a new landscaping pro Yes		37% 63%	41%	43%	41%	45%	39% 61%	52% 48%	41%	47% 53%	50% 50%

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	245 201
t 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%	179
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
you planning to build a new hom	e?	70/	00/	40/	0.0/	E 0/	50/	50/	40/	00/	00
Yes		7%	6%	4%	6%	5%	5%	5%	4%	6%	6%
No		93%	94%	96%	94%	95%	95%	95%	96%	94%	94
soon do you plan to build?		4.00/	0.00%	000/	040/	E 0/	4.00/	0.50/	4.0.0/	70/	4.0
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 more than 10 years		<mark>4%</mark> 0%	4% 4%	10% 0%	5% 0%	0% 5%	11% 5%	0% 0%	13% 0%	0% 7%	0
nographics t is your approximate annual hou	isehold income [*]		C 0/	4.00/	4.00/	4.0.0/	4.00/	4.00/	440/	4.00/	00
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 \$1	20K)	9%	9%	7%	20%	18%	20%	17%	22%	20%	15
much formal education do you h Some High School	have? (Please ch	<mark>heck hi</mark> 1%	<mark>ghest c</mark> 1%	omplet 0%	ed.) 1%	1%	0%	0%	0%	0%	10
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 Sc	hool	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%		22%				
t 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%		13%	14%	14
			• 41	chouse	e or si	anific	ant of	her?			
you attend the West Michigan Ho	me & Garden S	how w	ith your	spous	0 01 31	9					
Yes	me & Garden S	75%	79%	73%	-	-	-	-	-	-	
	me & Garden S				-		-	-	-	-	-
Yes No ou have any children, under the s		75% 25% with ye	79% 21% ou?	73% 27%	-	-	-	-	-	-	-
Yes No		75% 25%	79% 21%	73%	- - 27%	- - 36%	- - 31%	-	- - 31%	- - 31%	

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	24 20
ou own your own home?		2023	2022	2020	2013	2010	2017	2010	2015	2014	20
Yes		95%	95%	95%	92%	93%	95%	94%	97%	97%	91
No		5%	5%	5%	8%	7%	5%	6%	3%	3%	9
se tell us how many people per age	bracket were										
# 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	
nding 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
t 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%	5
Radio		8%	7%	8%	13%	8%	11%	9%	9%	9%	1
Newspaper		3%	2%	3%	3%	3%	5%	4%	3%	4%	3
None of the above											
		7%	5%	1%	3%	3%	1%	1%	2%	0%	
you seen/visited our website?											2
Yes		35%	42%	42%	53%	47%	48%	48%	59%	60%	2 5/
											2 5/
Yes No do you receive your Television pro	gramming?	35% 65%	42% 58%	42% 58%	53% 47%	47% 53%	48% 52%	48% 52%	59% 42%	60% 40%	2 54
Yes No do you receive your Television pro Streaming	gramming?	35% 65% 26%	42% 58% 25%	42% 58% 13%	53% 47% 14%	47% 53% 12%	48% 52% 4%	48% 52% 7%	59% 42% 1%	60% 40% 3%	2 54 40
Yes No do you receive your Television pro Streaming Comcast Cable	gramming?	35% 65% 26% 21%	42% 58% 25% 26%	42% 58% 13% 33%	53% 47% 14% 29%	47% 53% 12% 28%	48% 52% 4% 28%	48% 52% 7% 24%	59% 42% 1% 22%	60% 40% 3% 28%	2 54 40
Yes No do you receive your Television pro Streaming Comcast Cable Antenna	gramming?	35% 65% 26% 21% 15%	42% 58% 25% 26% 12%	42% 58% 13% 33% 17%	53% 47% 14% 29% 15%	47% 53% 12% 28% 11%	48% 52% 4% 28% 7%	48% 52% 7% 24% 8%	59% 42% 1% 22% 7%	60% 40% 3% 28% 5%	2 54 41
Yes No do you receive your Television pro- Streaming Comcast Cable Antenna AT&T Uverse	gramming?	35% 65% 26% 21% 15% 15%	42% 58% 25% 26% 12% 5%	42% 58% 13% 33% 17% 8%	53% 47% 14% 29% 15% 12%	47% 53% 12% 28% 11% 9%	48% 52% 4% 28% 7% 13%	48% 52% 7% 24% 8% 13%	59% 42% 1% 22% 7% 15%	60% 40% 3% 28% 5% 16%	2 54 40 29 9
Yes No do you receive your Television pro Streaming Comcast Cable Antenna AT&T Uverse Charter Cable	gramming?	35% 65% 26% 21% 15% 15% 11%	42% 58% 25% 26% 12% 5% 14%	42% 58% 13% 33% 17% 8% 13%	53% 47% 14% 29% 15% 12% 13%	47% 53% 12% 28% 11%	48% 52% 4% 28% 7%	48% 52% 7% 24% 8% 13%	59% 42% 1% 22% 7%	60% 40% 3% 28% 5%	2 54 40 29 9
Yes No do you receive your Television pro- Streaming Comcast Cable Antenna AT&T Uverse Charter Cable YouTube TV	gramming?	35% 65% 26% 21% 15% 15% 11% 8%	42% 58% 25% 26% 12% 5% 14% 5%	42% 58% 13% 33% 17% 8% 13% 0%	53% 47% 14% 29% 15% 12% 13% 3%	47% 53% 12% 28% 11% 9% 13%	48% 52% 4% 28% 7% 13% 15%	48% 52% 7% 24% 8% 13% 21%	59% 42% 1% 22% 7% 15% 19%	60% 40% 3% 28% 5% 16% 22%	2 54 40 29 11 11
Yes No do you receive your Television pro Streaming Comcast Cable Antenna AT&T Uverse Charter Cable	gramming?	35% 65% 26% 21% 15% 15% 15% 11% 8% 6%	42% 58% 25% 26% 12% 5% 14%	42% 58% 13% 33% 17% 8% 13%	53% 47% 14% 29% 15% 12% 13%	47% 53% 12% 28% 11% 9% 13%	48% 52% 4% 28% 7% 13% 15%	48% 52% 7% 24% 8% 13% 21%	59% 42% 1% 22% 7% 15% 19%	60% 40% 3% 28% 5% 16% 22%	2 54 40 29 11 11
Yes No do you receive your Television pro- Streaming Comcast Cable Antenna AT&T Uverse Charter Cable YouTube TV	gramming?	35% 65% 26% 21% 15% 15% 11% 8% 6% 6%	42% 58% 25% 26% 12% 5% 14% 5%	42% 58% 13% 33% 17% 8% 13% 0%	53% 47% 14% 29% 15% 12% 13% 3%	47% 53% 12% 28% 11% 9% 13%	48% 52% 4% 28% 7% 13% 15%	48% 52% 7% 24% 8% 13% 21%	59% 42% 1% 22% 7% 15% 19%	60% 40% 3% 28% 5% 16% 22%	2 54 40 29 11 11
Yes No do you receive your Television pro Streaming Comcast Cable Antenna AT&T Uverse Charter Cable YouTube TV DirecTV	gramming?	35% 65% 26% 21% 15% 15% 15% 11% 8% 6%	42% 58% 25% 26% 12% 5% 14% 5% 7%	42% 58% 13% 33% 17% 8% 13% 0% 8%	53% 47% 14% 29% 15% 12% 13% 3% 11%	47% 53% 12% 28% 11% 9% 13% - 14%	48% 52% 4% 28% 7% 13% 15%	48% 52% 7% 24% 8% 13% 21% - 13%	59% 42% 1% 22% 7% 15% 19% -	60% 40% 3% 28% 5% 16% 22% - 12%	2 54 40 29

West Michigan Home & Garden Show Patron Survey Results

STAR- 105.7 (WSRW-FM) - Light Rock 17% 8% 13% 11% 6% 13% 11% 13% 13% 11% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 12% 13% 11% 10% 11% 10% 6% 4% 4% 21% 24% 21% 24% 21% 24% 21% 24% 21% 24% 21% 24% 21% 24% 13% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% <th>Рор</th> <th>oulation</th> <th>818 2023</th> <th>476 2022</th> <th>228 2020</th> <th>338 2019</th> <th>458 2018</th> <th>367 2017</th> <th>346 2016</th> <th>184 2015</th> <th>264 2014</th> <th>245 2013</th>	Рор	oulation	818 2023	476 2022	228 2020	338 2019	458 2018	367 2017	346 2016	184 2015	264 2014	245 2013
STAR- 105.7 (WSRW-FM) - Light Rack 17% 8% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13%	at radio stations do you listen to regularly	?										
91.3WCSG - Family Friendy, 16% 12% 13% 13% 13% 12% 12% 13% 12% 12% 13% 12% 12% 13% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13% 13%	B93 - 93.7 - Country		27%	20%	19%	18%	24%	23%	16%	21%	21%	22%
WLAV - 96.9 (97 LAV FM) - Classic Rock 15% 17% 16% 2% 11% 10% 12% 10% 12% 10% 12% 10% 12% 10% 12% 10% 12% 10% 12% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10%	STAR- 105.7 (WSRW-FM) - Light Rock		17%	8%	13%	11%	6%	13%	11%	13%	17%	13%
WODD - AM/EM (News Radio 1300 & 106.9) 13% 16% 22% 21% 16% 21% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 24% 44% 24% 44% 24% 44% 24% 44% 24% 44% 24% 44% 24% 44% 24% 24% 44% 24% 44% 24% 44% 24% 44% 24% 44% 24% 44% 44% 44%<	91.3 - WCSG - Family Friendly,		16%	12%	13%	13%	18%	17%	18%	20%	14%	14%
WGRD - 97.9 - Allemative Rock 11% 10% 6% 4% 7% 8% 4% 5% 7% 4% Channel 65.7 (W-Lite) - Adult Contemporary 11% 7% 9% 7% 9% 8% 10% 8% 10% 9% 4% 4% 3% 3% 5% 4% WUGRVARP 104.1 Michigan Radio 9% 7% 6% 6% 8% 10% 6% 15% 10% 11% 10% 6% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4% 4	WLAV - 96.9 (97 LAV FM) - Classic Rock		15%	17%	16%	9%	11%	12%	13%	10%	12%	10%
Channel 95.7 (W-Life) - Aduit Contemporary 11% 7% 9% 9% 4% 2% 4% 4% 3% 5% 5% BIG - 101.3 - Oldies From 60s, 70s & 80s 10% 9% 4% 2% 4% 4% 3% 3% 5% 5% 4% 2% 4% 4% 5% 6% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	WOOD - AM/FM (News Radio 1300 & 106	.9)	13%	16%	22%	21%	16%	21%	24%	21%	25%	24%
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% 6% 6% 6% 6% 6% 5% 4% 4% 2% 6% 6% 5% 4% 4% 2% 6% 6% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	WGRD - 97.9 - Alternative Rock		11%	10%	6%	4%	7%	8%	4%	5%	7%	4%
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% 6% 6% 6% 6% 6% 5% 4% 4% 2% 6% 6% 5% 4% 4% 2% 6% 6% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	Channel 95.7 (W-Lite) - Adult Contempora	ry	11%	7%	9%	7%	9%	8%	10%	8%	4%	5%
WVGR/NPR - 104.1 Michigan Radio 8% 6% 6% 8% 8% 9% 10% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 3% 2% 2% 1% 5% 5% 3% 3% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% 2% <th></th> <th></th> <th>10%</th> <th>9%</th> <th>4%</th> <th>2%</th> <th>4%</th> <th>4%</th> <th>3%</th> <th>3%</th> <th>5%</th> <th>3%</th>			10%	9%	4%	2%	4%	4%	3%	3%	5%	3%
WVGR/NPR - 104.1 Michigan Radio 8% 6% 6% 8% 8% 8% 10% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6%	WJQK - 99.3 (JQ99.3) – Christian Radio		9%	7%	6%	6%	7%	6%	4%	6%	5%	4%
107.3 - Thunder Country 8% 4% 4% 7% 9% 11% 6% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	. ,		8%	6%	6%	8%	8%		10%	6%	11%	10%
WSNX - 104.5 - Contemporary Hits 6% 8% 4% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% <th></th> <th></th> <th>8%</th> <th>4%</th> <th>4%</th> <th>2%</th> <th>6%</th> <th>6%</th> <th>5%</th> <th>7%</th> <th>3%</th> <th>4%</th>			8%	4%	4%	2%	6%	6%	5%	7%	3%	4%
WHTS - 105.3 (HOT FM) - Todays Hits 6% 5% 5% 5% 5% 5% 5% 6% 6% 8% 7% WGVU/NPR - News 85.5 & 95.3 FM 5% 5% 6% 6% 8% 1% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -			8%	9%	7%	9%	11%	7%	9%	8%	6%	5%
WHTS - 105.3 (HOT FM) - Todays Hits 6% 5% 5% 5% 5% 5% 5% 5% 6% 6% 8% 7% WGVU/NPR - News 88.5 & 95.3FM 5% 5% 5% 6% 6% 8% 1% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	WSNX - 104.5 - Contemporary Hits		6%	8%	4%	3%	5%	5%	3%	3%	4%	4%
WGVU/NPR - News 88.5 & 95.5FM 5% 3% 4% 6% 2% 4% - - - WTRV - 100.5 (The River) 5% 5% 9% 6% 8% 10% 9% 8% 9% 6% 8% 9% 6% 6% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - </th <th></th> <th></th> <th>6%</th> <th>5%</th> <th>5%</th> <th>5%</th> <th>5%</th> <th>6%</th> <th>5%</th> <th>6%</th> <th>8%</th> <th>7%</th>			6%	5%	5%	5%	5%	6%	5%	6%	8%	7%
THE Q 94.5 4% 4% 2% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <			5%	3%	4%	6%	2%	4%	-	-	-	-
THE Q 94.5 4% 4% 2% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - <									9%	8%	9%	6%
WMRR – Rock 101.7 4% 2% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	· · · · · · · · · · · · · · · · · · ·				2%	-	-	-	-	-	-	-
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WMUS - 107 MUS - Country 3% 3% 2% 1% 5% 2% 3% 5% 3% 2% ESPN - 96.1 - WMAX 2% 3% 1% 1% 1% 3% 2% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%					6%	-	-		-	-	-	-
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			2%	3%	0%	2%	9%	7%	-	-	-	-

West Michigan Home & Garden Show Patron Survey Results

	Population	818 2023	476 2022	228 2020				346 2016	184 2015	264 2014	245 2013
ou follow any of our social media ac	counts? (Fo							ok?)			
Facebook		12%	8%	7%	11%	23%	13%	-	-	-	-
Instagram		2%	-	-	-	-	-	-	-	-	-
No		88%	92%	93%	89%	77%	87%	-	-	-	-
streaming music service do you us	se?										
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 servic	е	27%	-	-	-	-	-	-	-	-	-
Other		4%	13%	13%	6%	4%	9%	22%	22%	26%	-
you a premium subscriber to the str	eaming s <u>erv</u> i	ice?									
Yes		35%	48%	44%	31%	25%	28%	6%	9%	18%	109
No		65%	52%	56%	69%	75%	72%	94%	91%	82%	909

	Population	588 2023	844 2022	278 2019	181 2018	282 2017	276 2016	267 2015	196 2014	21: 20 1
ow Specific										
t 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
many hours did you spend at th	e show?									
Average Hours		2.75	2.66	2.68	2.85	2.83	2.63	2.78	2.81	2.
re did you recently see or hear a	dvertising	for the	show?	(Chec	k all t	hat ap	ply)			
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
t features drew you to the show'	? (Check all	I that ap	oply)							
Gardening advice and ideas		41%	40%	41%	45%	42%	-	-	-	
General research for build/remode	el 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 proje	ct	33%	33%	36%	40%	40%	-	-	-	
Strolling the gardens		31%	28%	34%	46%	39%	54%	52%	60%	51
Looking for builders or remodeler	s	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
n do you expect to purchase pro	oducts or se	ervices	like tho	ose at t	the sh	ow?_				
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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% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - </th <th></th> <th></th> <th>62%</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>			62%						
Exterior improvements 36% 36% 28% 28% 33% 18% 21% 22% - Bathroom makeover 33% 27% 7% 41% 35% 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% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	No 37%	37%	38%	37%	39%	37%	38%	37%	39%
Bathroom makeover 33% 27% 7% 41% 35% 14% 14% 12% - Painting / Reecorating 28% 21% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -<	What type of home improvement are your planning?								
Painting / Reecorating 28% 21% - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -	Exterior improvements 36%	36%	28%	28%	33%	18%	21%	22%	-
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% - New Insulation 10% 6% 5% 8% 6% 3% 2% 4% - Solar/Wind energy 9% 8% 8% 10% 4% 0% 0% 1% -	Bathroom makeover 33%	27%	7%	41%	35%	14%	14%	12%	-
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% -	Painting / Reecorating 28%	21%	-	-	-	-	-	-	-
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% -	Kitchen remodel 22%	26%	27%	26%	19%	16%	10%	17%	-
New Insulation 10% 6% 5% 8% 6% 3% 2% 4% - Solar/Wind energy 9% 8% 10% 4% 0% 0% 1% -	Other room make over 16%	13%	14%	32%	17%	9%	10%	12%	-
Solar/Wind energy 9% 8% 8% 10% 4% 0% 0% 1% -									-
									-
	6,								-
	New HVAC 8%	6%	4%	4%	8%	3%	2%	3%	-
Addition 6% 6% 4% 3% 5% 4% 3% -								3%	-
Other 30% 26% 33% 17% 30% 26% 29% 20% -	Other 30%	26%	33%	17%	30%	26%	29%	20%	-
Are you planning to build a new home?	Are you planning to build a new home?								
Yes 5% 4% 4% 3% 5% 5% 3% 5% 4%									
No 95% 96% 96% 97% 95% 97% 95% 96%	No 95%	4%	4%	3%	5%	5%	3%	5%	4%

	Population	588 2023	844 2022	278 2019	181 2018	282 2017	276 2016	267 2015	196 2014	219 201
v 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%	389
1-5 years		59%	59%	33%	60%	54%	36%	14%	22%	500
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%
he last five years have you: (Cheo		pply)								
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%	49
None of the above		-	39%	33%	35%	40%	30%	38%	34%	36
mographics										
at is your approximate family inco	ome?									
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
eck your highest level of Educatio	n									
Some High School		1%	1%	0%	0%	0%	0%	0%	0%	10
High School Diploma		9%	8%	8%	14%	9%	7%	10%	11%	14
Associate Degree or Technical Sc	chool	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
at 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
you attend the Lansing Home & C	Garden Sho	w with	your s	pouse	or sig	nifica	nt oth	er?		
Yes		71%	70%	-	-	-	-	-	-	
No		29%	30%	-	-	-	-	-	-	
you have any children, under the	age of 18, I	iving w	ith you	?						
Yes		15%	26%	22%	18%	24%	24%	21%	30%	29
No		85%	74%	78%	82%	76%	76%	79%	70%	71
you own your own home?										
you own your own home? Yes		96%	95%	97%	96%	98%	96%	96%	94%	98

	Population	588 2023	844 2022	278 2019	181 2018	282 2017	276 2016	267 2015	196 2014	219 2013
Please tell us how many people per										
# of people in my group under 18		16%	10%	6%	2%	6%	5%	8%	-	-
# of people in my group age 18-2		6%	3%	2%	1%	1%	2%	0%	3%	1%
# of people in my group age 25-3		8%	7%	6%	4%	5%	6%	8%	5%	6%
# of people in my group age 35-4		7%	7%	7%	5%	8%	8%	8%	8%	7%
# of people in my group age 45-		11%	12%	10%	12%	14%	14%	12%	17%	24%
# of people in my group age 55-6	64	19%	23%	29%	28%	25%	32%	33%	37%	41%
# of people in my group age ove	r 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:	1001	1.00/			1001	1001	1001		
Men		40%	42%	44%	39%	40%	40%	43%	-	-
Women		60%	58%	51%	43%	60%	60%	57%		-
Average number in attending gro	oup	2.2	2.2	2.7	2.2	2.2	2.3	2.3	-	2.6
What is your main news source?		/	4 = 0 (100/	1001	100/	= + 0 /	1001	= + 0 /	
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 websit	e?									
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%	-	-	-	-

Population	588 2023	844 2022	278 2019	181 2018	282 2017	276 2016	267 2015	196 2014	219 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/Sirus)	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 Facebook	week? 69%	700/	600/	82%	78%	67%	620/	600/	500/
	24%	70%	68% 14%	82%	78%		63%	60%	58%
Instagram Distagraat	24% 22%	19% 14%				-	-	-	-
Pinterest	22% 11%		16%	18%	20%	-	-	-	-
TikTok Twitter	10%	11% 7%	- 8%	- 3%	- 10%	-	-	-	-
	9%	9%	8% 6%	3% 5%	3%	-	-	-	-
Snapchat Do not use social media	9% 24%	9% 24%	6% 25%	5%	3%	-	-	-	-
Other (please specify)	24%	24%	25%	15%	16%	-	-	-	-
Do you follow any of our social media accounts	? (Prev	Are vo	ou folle	wing		Face	hook?		
Facebook	12%	7%	9%	9%	10%		-	-	_
Instagram	1%	-	-	-		-	-	_	-
I den't follow the LHC on appiel modia	000/	- 0.20/	- 010/	- 010/	0.00/				

88% 93% 91% 91% 90%

-

_

I don't follow the LHG on social media

-

_

Popula		88)23	844 2022	278 2019	181 2018	282 2017	276 2016	267 2015	196 2014	219 2013
t streaming music service do you use?										
Sirius	22	2%	-	-	-	-	-	-	-	-
Pandora	19	9%	40%	55%	71%	75%	94%	89%	83%	-
Spotify	18	3%	32%	16%	29%	17%	15%	24%	20%	-
Amazon	15	5%	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	3%	-	-	-	-	-	-	-	-
Other	4	%	15%	8%	10%	14%	34%	27%	-	-
you a premium subscriber to the strean	ning ser	vice	?							
Yes	37	7%	49%	46%	36%	25%	10%	7%	17%	-
No	63	3%	51%	54%	64%	75%	90%	93%	83%	-

	Population 1322	1061		485	754	632	4 67		286	291
,	2023				2018					
ow Specific										
at day(s) did you attend the show?										
Thursday	12%	14%	14%	16%	16%	17%	18%	15%	24%	189
Friday	28%	33%	41%	38%	40%	40%	46%	42%	29%	349
Saturday	50%	48%	29%	36%	34%	36%		35%	35%	39
Sunday	14%	15%	20%	14%	13%	11%	7%	9%	14%	11
you buy an all weekend/all show pass?										
Yes	4%	8%	3%	4%	2%	-	-	-	-	-
No	96%	92%	97%	96%	98%	-	-	-	-	-
you use the Trolley and Dash Lot #9?										
Yes	6%	-	-	-	-	-	-	-	-	-
No	94%	-	-	-	-	-	-	-	-	-
v 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	3.2
ere did you recently see or hear any adve	ertising about th	ie sho	w?							
Facebook (18-22: Social Media)	26%	26%	44%	29%	37%	23%	11%	9%	4%	59
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%	49
TikTok	0%		-		-	-			-	
Podcast Ad	0%	-	-	-	-	-	-	-	-	-
Other	8%	5%	5%	5%	4%	5%	11%	8%	8%	6
at 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%		41%		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%	90
Seminars	4%	4%	5%	6%	4%	5%	4%	6%	6%	90
Other	5%	5%	6%	5%	3%	4%	4%	5%	3%	4
you or anyone in your attending group b	ouy an RV at the	show	?							
Yes	5%	5%	5%	5%	8%	6%	6%	5%	7%	59
No	95%	95%		95%	92%	94%		96%	93%	95
	0070	0070	0070	0070	01/0	0170	0170	0070	0070	00

Grand Rapids Camper,								-			_
	Population	1322 2023	1061 2022		485 2019	754 2018	632 2017	467 2016		286 2014	2 20
s, what kind?											
Travel Trailer		69%	70%	75%	55%	68%	58%	46%	58%	75%	7
Motor Home		8%	8%	7%	27%	13%	6%	23%	11%	5%	7
Fifth Wheel		7%	13%	14%	18%	11%	22%	19%	21%	20%	2
Fold-down Camper		5%	2%	4%	0%	5%	8%	4%	0%	0%	(
Tear Drop		3%	0%	-	-	-	-	-	-	-	
Truck Camper		2%	2%	0%	0%	0%	3%	0%	0%	0%	(
Van Camper		2%	2%	-	-	-	-	-	-	-	
Park Model or Destination Trailer		2%	0%	0%	0%	0%	0%	0%	5%	0%	(
Toy Hauler		0%	4%	0%	0%	2%	3%	4%	0%	0%	(
Other		2%	0%	0%	0%	5%	8%	4%	5%	0%	(
n do you expect to purchase products	or servic	os liko t	hose	at the	show	2					
Within 6 months		19%	18%	16%	22%	21%	21%	17%	18%	22%	2
6 Months - 1 Year		13%	13%	15%	15%	14%	16%		15%	14%	1
1 - 2 Years		14%	14%	17%	17%	16%	15%		15%	14%	1
3 - 5 Years		8%	9%	10%	8%	10%	10%		10%	8%	1
Not sure		6% 46%	9% 46%	42%	38%	39%		43%		43%	3
			-								0
u made purchases (non-concessions) a < \$100	at the sho	<mark>ow, wha</mark> 81%	t was	the ap	proxi	mate a	imour	nt you	spent	?	
\$100-\$1,000		10%		-	_		_	_			
\$1,000-\$5,000		2%	-	-	-	-	-	-	-	-	
		0%	-	-	-	-	-	-	-		
\$5,000-\$10,000 \$10,000+		0% 7%	-	-	-	-	-	-	-	-	
Yes No		40% 60%	42% 58%	62% 38%	65% 35%	60% 40%			63% 37%	67% 33%	
					0070			0.70	0.70	0070	
you attend a seminar?		F 0(4.07	<u> </u>	70/	4.07	70/				
Yes		5%	4%	6%	7%	4%	7%	-	-	-	
No		95%	96%	94%	93%	96%	93%	-	-	-	
you enjoy the Grand Rapids Camper, T	ravel & R					0.50/	0.40/	050/	0.50/	0.00%	0
Yes		94%	94%	94%	96%	95%	94%		95%	96%	
No		6%	6%	6%	4%	5%	6%	5%	5%	4%	4
would you best describe your experied	nce at the										
l love it; would go again		39%	42%	40%	44%	41%	43%		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%	-	-	-	-	
ou plan to attend the show next year?											
Yes		87%	88%	89%	89%	87%	87%	90%	82%	87%	8
No		13%	12%	11%	11%					14%	
ustry Specific											
					1						-
ou own an RV? Yes		65%	66%	71%	66%	67%	68%	67%	67%	72%	7

No

35% 34% 29% 34% 33% 32% 33% 33% 29% 30%

Grand Rapids Camper	•							-			
	Population	1322	1061		485	754	632	467	429	286	29
s, what kind of RV do you own?		2023	2022	2020	2019	2018	2017	2016	2015	2014	20
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%		2 70		_ /0	_ 70	1 70	1 70		
Park Model or Destination Trailer		1%	2%	- 1%	1%	- 1%	1%	1%	- 1%	3%	C
Truck Camper		1%	2%	1%	2%	2%	2%	1%	4%	3%	3
Van Camper		0%	2 70	-	2 70	2 /0	2 70	-	4 /0	570	
Other		2%	2%	2%	3%	2%	1%	2%	2%	1%	2
Other		2 /0	∠ /0	∠ /0	J /0	∠ /0	1 /0	∠ /0	∠ /0	1 /0	2
many nights do you spend camping	annually?										
Average number of nights		32	25	29	26	29	26	24	27	27	
ou have a seasonal camping site?											
Yes		11%		_	_	_	_	_	_		
No		89%	-	_	_	_	_	_	_	_	
110		0070									
many RV/Camping trips do you take	every yea	r?									
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%	-	-	-	-	-	-	
many RV / Camping trips are you pla	anning this	vear?									
Average number of trips	anning this	year : 5	5	-	5	6	5	5	5	5	
re are you planning to go on your RV	/Camping		600/	70%	77%	74%	76%	770/	700/	700/	7
Northern Michigan		64%	68%					77%	76%	79%	7
West Michidan		64%	65%	66%	70%			72%			
West Michigan				400/	440/				38%	39%	3
Upper Peninsula		42%	39%							000/	
Upper Peninsula Mid Michigan		42% 28%	39% 30%	24%	32%	29%	30%	30%	26%		
Upper Peninsula Mid Michigan Undecided		42% <mark>28%</mark> 16%	39% 30% 10%	24% 11%	32% 15%	<mark>29%</mark> 12%	30% 14%	30% 12%	26% 14%	10%	2
Upper Peninsula Mid Michigan Undecided East Michigan		42% 28% 16% 14%	39% 30% 10% 12%	24% 11% 12%	32% 15% 12%	29% 12% 13%	30% 14% 11%	30% 12% 14%	26% 14% 16%	10% 14%	2
Upper Peninsula Mid Michigan Undecided East Michigan Western US		42% 28% 16% 14% 12%	39% 30% 10% 12% 15%	24% 11% 12% 13%	32% 15% 12% 27%	29% 12% 13% 27%	30% 14% 11% 24%	30% 12% 14% 24%	26% 14% 16% 23%	10% 14% 20%	2 1 2
Upper Peninsula Mid Michigan Undecided East Michigan Western US Indiana		42% 28% 16% 14% 12%	39% 30% 10% 12% 15% 15%	24% 11% 12% 13% 14%	32% 15% 12% 27% 25%	29% 12% 13% 27% 26%	30% 14% 11% 24% 29%	30% 12% 14% 24% 29%	26% 14% 16% 23% 29%	10% 14% 20% 35%	2 1 2 2
Upper Peninsula Mid Michigan Undecided East Michigan Western US Indiana Ohio		42% 28% 16% 14% 12% 12% 11%	39% 30% 10% 12% 15% 15% 11%	24% 11% 12% 13% 14% 6%	32% 15% 12% 27% 25% 18%	29% 12% 13% 27% 26% 17%	30% 14% 11% 24% 29% 15%	30% 12% 14% 24% 29% 16%	26% 14% 16% 23% 29% 14%	10% 14% 20% 35% 12%	2 1 2 1
Upper Peninsula Mid Michigan Undecided East Michigan Western US Indiana Ohio Southeast US		42% 28% 16% 14% 12% 12% 11% 10%	39% 30% 10% 12% 15% 15% 11% 13%	24% 11% 12% 13% 14% 6% 11%	32% 15% 12% 27% 25% 18% 26%	29% 12% 13% 27% 26% 17% 27%	30% 14% 11% 24% 29% 15% 27%	30% 12% 14% 24% 29% 16% 25%	26% 14% 16% 23% 29% 14% 28%	10% 14% 20% 35% 12% 28%	2 1 2 1 3
Upper Peninsula Mid Michigan Undecided East Michigan Western US Indiana Ohio Southeast US Southwest US		42% 28% 16% 12% 12% 12% 11% 5%	39% 30% 10% 12% 15% 15% 11% 13% 7%	24% 11% 12% 13% 14% 6% 11% 6%	32% 15% 12% 27% 25% 18% 26% 17%	29% 12% 13% 27% 26% 17% 27% 15%	30% 14% 24% 29% 15% 27% 11%	30% 12% 14% 24% 29% 16% 25% 12%	26% 14% 23% 29% 14% 28% 14%	10% 14% 20% 35% 12% 28% 12%	2 1 2 1 3 1
Upper Peninsula Mid Michigan Undecided East Michigan Western US Indiana Ohio Southeast US Southeast US Southwest US		42% 28% 16% 14% 12% 12% 11% 10% 5% 5%	39% 30% 10% 12% 15% 15% 11% 13% 7% 6%	24% 11% 12% 13% 14% 6% 11% 6% 5%	32% 15% 12% 27% 25% 18% 26% 17% 14%	29% 12% 13% 27% 26% 17% 27%	30% 14% 11% 24% 29% 15% 27% 11% 11%	30% 12% 14% 24% 29% 16% 25% 12% 13%	26% 14% 16% 23% 29% 14% 28%	10% 14% 20% 35% 12% 28%	2 1 2 1 3 1 (
Upper Peninsula Mid Michigan Undecided East Michigan Western US Indiana Ohio Southeast US Southwest US Wisconsin Northeast US		42% 28% 16% 12% 12% 12% 11% 5% 5% 5%	39% 30% 10% 12% 15% 15% 11% 13% 7% 6% 5%	24% 11% 12% 13% 14% 6% 11% 6% 5% 3%	32% 15% 12% 27% 25% 18% 26% 17% 14% 13%	29% 12% 13% 27% 26% 17% 27% 15% 8% 11%	30% 14% 24% 29% 15% 27% 11% 11% 9%	30% 12% 14% 24% 29% 16% 25% 12%	26% 14% 23% 29% 14% 28% 14%	10% 14% 20% 35% 12% 28% 12% 9% 10%	2 1 2 1 3 1 (1
Upper Peninsula Mid Michigan Undecided East Michigan Western US Indiana Ohio Southeast US Southeast US Southwest US		42% 28% 16% 14% 12% 12% 11% 10% 5% 5%	39% 30% 10% 12% 15% 15% 11% 13% 7% 6%	24% 11% 12% 13% 14% 6% 11% 6% 5%	32% 15% 12% 27% 25% 18% 26% 17% 14%	29% 12% 13% 27% 26% 17% 27% 15%	30% 14% 11% 24% 29% 15% 27% 11% 11%	30% 12% 14% 24% 29% 16% 25% 12% 13%	26% 14% 16% 23% 29% 14% 28% 14% 10%	10% 14% 20% 35% 12% 28% 12% 9%	2

Grand Rapids Camper,							•		[S	
	Population 132 202		1 606 2 2020	485	754		467		286	29
n you are Rving, what activities do yo			2 2020	2019	2010	2017	2010	2015	2014	20
Hiking / Backpacking	67%		60%	61%	56%	55%	50%	52%	56%	54
Bicycling	55%				56%	58%		59%	62%	62
Canoeing / Kayaking	50%				50%	48%	43%	43%	45%	42
Fishing	39%				40%	45%	47%	46%	47%	51
Antique Shopping	219			24%	23%	45 <i>%</i>	25%	25%	26%	28
	169			16%	14%	13%	15%	16%	17%	17
Bird Watching Golf	169			13%	14%	16%	18%	17%	22%	22
	139			8%	11%	13%	10%	12%	13%	15
Tailgating					6%				8%	
Mushroom Hunting	8%		8%	6%		7%	9%	8%		10
Geo Caching	7%		7%	8%	7%	6%	7%	9%	11%	6
Snowmobiling	2%		1%	1%	1%	1%	2%	1%	1%	2
Other	239	<mark>%</mark> 24%	26%	29%	27%	28%	26%	31%	31%	36
mographics										
t is your approximate annual househo										
0 - \$40,000	5%		6%	7%	7%	6%	11%	9%	8%	11
\$40,000 - \$80,000	239			41%	34%	40%	37%	42%	41%	44
\$80,000 - \$120,000	379			30%	36%	36%	30%	32%	38%	32
\$120,000-\$160,000	189			-	-	-	-	-	-	
\$160,000-\$200,000	119		8%	-	-	-	-	-	-	
Over \$200,000	8%	b 10%	5%	21%	23%	19%	22%	16%	14%	1;
se check your highest level of educati	ion:									
Some High School	1%	b 1%	0%	0%	0%	0%	0%	0%	1%	0
High School Degree or Equivalent	129	6 12%	14%	12%	13%	13%	15%	14%	16%	15
Associate Degree or Technical School	179	% 18%	20%	17%	20%	19%	17%	21%	19%	20
Some College	189	6 18%	18%	19%	20%	25%	20%	21%	14%	2
Bachelor Degree	32%	6 31%	29%	33%	31%	29%	29%	28%	34%	24
Post Graduate Degree	209				15%				17%	
t is your marital status?										
Married / Living Together	90%	% 90%	93%	91%	94%	92%	93%	95%	95%	95
Single	109			9%	6%	8%	7%	5%	5%	5
ou have any children, under the age o	f 18 living with									
Yes	269		39%	36%	41%	42%	34%	36%	42%	43
No	749			64%						
ou own your home?										
Yes	93%	% 94%	94%	94%	96%	95%	95%	96%	95%	97
No	7%			6%	4%	5%	5%	4%	5%	3
ou own:										
Truck	719	69%	5 72%	67%	67%	66%	65%	61%	63%	58
SUV	54%	6 54%	55%	55%	52%	51%	49%	48%	49%	50
Car	35%	% 38%	42%	46%	47%	46%	52%	53%	59%	50
Kayak or Canoe	319	6 35%	34%	34%	30%	31%	-	-	-	
Tent	269	% 27%	28%	29%	27%	28%	28%	28%	28%	30
Fishing Boat (changed in 2017)	15%	6 16%	18%	18%	19%	22%	29%	26%	30%	29
ATV / Dirt Bike	139			10%	12%	13%		13%	13%	13
Van	7%		9%	9%	8%	11%	16%	15%	14%	16
Vacation Home	6%		8%	8%	9%	8%	9%	6%	11%	6
Snowmobile	5%			6%	7%	7%	6%	7%	7%	6
	57	0 /0	5 /0	0 /0	1 /0	1 /0	0 /0	1 /0	1 /0	0

					Patro			-			
		1322	1061		485	754		467		286	291
e tell us how many people per age br		2023			2019	2018	2017	2016	2015	2014	201
# 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	-	
many men & women (over the age of	18) were in v	vour a	roup?								
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	
is your main news source?											
Internet	5	51%	52%	45%	41%	40%	41%	31%	31%	30%	26
TV	3	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
you seen / visited our website: www	.GrandRapic	dsRVS	how.	com o	r www	.Shov	vSpan	.com?	2		
Yes		50%	55%	57%	66%	65%	68%	68%	70%	73%	79
No	5	50%	45%	43%	34%	35%	32%	32%	30%	27%	
							32%	32%	30%	27%	
	amming? (Pr						32% 8%	32% 5%	30% 4%	27% 1%	21
do you receive your television progra	amming? (Pr	reviou	sly "C	ο γοι	ı have	:")					21
do you receive your television progra Streaming	amming? (Pr 3	<mark>reviou</mark> 35%	<mark>sly "D</mark> 32%	<mark>ο γοι</mark> 17%	i have 18%	:") 10%	8%	5%	4%	1%	21
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV	amming? (Pr 3 1 1 1	reviou 35% 17% 16% 11%	sly "D 32% 21% 16% 8%	00 you 17% 20% 18% 4%	<mark>1 have</mark> 18% 19% 16% 1%	:") 10% 20% 15%	8% 21% 13%	5% 18% 8%	4% 18% 7%	1% 17% 6%	21
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable	amming? (Pr 3 1 1 1 1	reviou 35% 17% 16% 11% 11%	sly "C 32% 21% 16% 8% 12%	00 you 17% 20% 18% 4% 16%	<mark>1 have</mark> 18% 19% 16% 1% 17%	:") 10% 20% 15% - 20%	8% 21% 13% - 19%	5% 18% 8% - 16%	4% 18% 7% - 16%	1% 17% 6%	21 23 7 20
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network	amming? (Pr 3 1 1 1 1	reviou 35% 17% 16% 11% 11% 8%	sly "C 32% 21% 16% 8% 12% 8%	00 you 17% 20% 18% 4% 16% 13%	 have 18% 19% 16% 1% 17% 11% 	:") 10% 20% 15% - 20% 13%	8% 21% 13% - 19% 14%	5% 18% 8% - 16% 16%	4% 18% 7% - 16% 16%	1% 17% 6% - 23% 15%	21 23 7 20 20
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV	amming? (Pr 3 1 1 1 1	reviou 35% 17% 16% 11% 11% 8% 7%	sly "E 32% 21% 16% 8% 12% 8% 8%	00 you 17% 20% 18% 4% 16% 13% 11%	have 18% 19% 16% 1% 1% 17% 11% 17%	:") 10% 20% 15% 20% 13% 13%	8% 21% 13% - 19% 14% 19%	5% 18% 8% - 16% 16% 22%	4% 18% 7% - 16% 16% 22%	1% 17% 6% - 23% 15% 21%	21 23 7 20 20 15
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse	amming? (Pr 3 1 1 1 1	reviou 35% 17% 16% 11% 11% 11% 8% 7% 3%	sly "C 32% 21% 16% 8% 12% 8% 8% 4%	00 you 17% 20% 18% 4% 16% 13% 11% 5%	 have 18% 19% 16% 1% 17% 11% 17% 7% 	:") 10% 20% 15% 20% 20% 13% 13% 19%	8% 21% 13% - 19% 14% 19% 8%	5% 18% 8% - 16% 16% 22% 10%	4% 18% 7% 16% 16% 22% 13%	1% 17% 6% 23% 15% 21% 8%	21 23 7 20 20 15 7
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse No TV	amming? (Pr 3 1 1 1 1	reviou 35% 17% 16% 11% 11% 8% 7% 3% 4%	sly "E 32% 21% 16% 8% 12% 8% 8% 4% 3%	00 you 17% 20% 18% 4% 16% 13% 11% 5% 3%	have 18% 19% 16% 1% 1% 17% 11% 17%	:") 10% 20% 15% 20% 13% 13%	8% 21% 13% - 19% 14% 19%	5% 18% 8% - 16% 16% 22%	4% 18% 7% - 16% 16% 22%	1% 17% 6% - 23% 15% 21%	21 23 7 20 20 15 7
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse	amming? (Pr 3 1 1 1 1	reviou 35% 17% 16% 11% 11% 11% 8% 7% 3%	sly "C 32% 21% 16% 8% 12% 8% 8% 4%	00 you 17% 20% 18% 4% 16% 13% 11% 5%	 have 18% 19% 16% 1% 17% 11% 17% 7% 	:") 10% 20% 15% 20% 20% 13% 13% 19%	8% 21% 13% - 19% 14% 19% 8%	5% 18% 8% - 16% 16% 22% 10%	4% 18% 7% 16% 16% 22% 13%	1% 17% 6% 23% 15% 21% 8%	21 23 7 20 20 15 7 3
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse No TV Other, please specify Rving media do you enjoy?	amming? (Pr 3 1 1 1 1	reviou 35% 17% 16% 11% 11% 8% 7% 3% 4% 6%	sly "C 32% 21% 16% 8% 12% 8% 8% 4% 3% 5%	0 you 17% 20% 18% 4% 16% 13% 11% 5% 3% 5%	have 18% 19% 16% 1% 17% 11% 7% 3%	:") 10% 20% 15% 20% 13% 13% 19% 7% 3%	8% 21% 13% - 19% 14% 19% 8% 3%	5% 18% 8% - 16% 16% 22% 10% 2%	4% 18% 7% - 16% 16% 22% 13% 2%	1% 17% 6% - 23% 15% 21% 8% 1%	21 23 7' 200 200 15 7' 3'
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse No TV Other, please specify RV Life	amming? (Pr 3 1 1 1 1 1	reviou 35% 17% 16% 11% 11% 8% 7% 3% 4% 6%	sly "C 32% 21% 16% 8% 12% 8% 8% 4% 3% 5% 35%	0 you 17% 20% 18% 4% 16% 13% 11% 5% 3% 5%	have 18% 19% 16% 1% 17% 11% 7% 3%	:") 10% 20% 15% 20% 13% 13% 19% 7% 3%	8% 21% 13% - 19% 14% 19% 8% 3%	5% 18% 8% - 16% 16% 22% 10% 2%	4% 18% 7% - 16% 16% 22% 13% 2%	1% 17% 6% - 23% 15% 21% 8% 1%	21 23 7' 200 200 15 7' 3'
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse No TV Other, please specify RV Life I ♥ RVing	amming? (Pr 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	reviou 35% 17% 16% 11% 11% 8% 7% 3% 4% 6%	sly "C 32% 21% 16% 8% 12% 8% 4% 3% 5% 35% 19%	20% 17% 20% 18% 4% 16% 13% 11% 5% 3% 5% 26%	 have 18% 19% 16% 1% 17% 11% 17% 3% - 	:") 10% 20% 15% 20% 13% 13% 19% 7% 3%	8% 21% 13% - 19% 14% 19% 8% 3%	5% 18% 8% - 16% 16% 22% 10% 2%	4% 18% 7% - 16% 16% 22% 13% 2%	1% 17% 6% - 23% 15% 21% 8% 1%	21 23 7' 200 200 15 7' 3'
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse No TV Other, please specify RV Life I ♥ RVing Trailer Life	amming? (Pr 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	reviou 35% 17% 16% 11% 8% 7% 3% 3% 4% 6% 37% 37% 31% 19%	sly "C 32% 21% 16% 8% 12% 8% 8% 4% 3% 3% 5% 35% 19% 25%	20 you 17% 20% 18% 4% 16% 13% 11% 5% 3% 5% 26% 39%	have 18% 19% 16% 1% 17% 11% 7% 3%	:") 10% 20% 15% 20% 13% 13% 19% 7% 3%	8% 21% 13% - 19% 14% 19% 8% 3%	5% 18% 8% - 16% 16% 22% 10% 2%	4% 18% 7% - 16% 16% 22% 13% 2%	1% 17% 6% - 23% 15% 21% 8% 1%	21 23 7' 200 200 15 7' 3'
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse No TV Other, please specify RV Life I ♥ RVing Trailer Life Go RVing Blogs	amming? (Pr 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1	reviou 35% 17% 16% 11% 11% 8% 7% 3% 4% 6% 3% 4% 6% 37% 31% 19% 12%	sly "C 32% 21% 16% 8% 12% 8% 8% 4% 3% 5% 5% 35% 19% 25% 10%	20 you 17% 20% 18% 4% 16% 13% 13% 11% 5% 3% 5% 26% 39% 14%	 have 18% 19% 16% 17% 17% 7% 3% - 	:") 10% 20% 15% 20% 13% 19% 7% 3% - -	8% 21% 13% - 19% 14% 19% 8% 3%	5% 18% 8% - 16% 16% 22% 10% 2%	4% 18% 7% 16% 22% 13% 2% -	1% 6% 23% 15% 21% 8% 1% -	21 23 7' 200 200 15 7' 3'
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse No TV Other, please specify Kving media do you enjoy? RV Life I ♥ RVing Trailer Life Go RVing Blogs Family RVing	amming? (Pr 3 1 1 1 1 1 1 1 3 3 3 3 1 1 1 1 1	reviou 35% 17% 16% 11% 11% 8% 7% 3% 4% 6% 3% 4% 6% 31% 31% 19% 12% 10%	sly "C 32% 21% 16% 8% 12% 8% 4% 3% 5% 3% 5% 35% 19% 25% 10% 7%	20 you 17% 20% 18% 4% 16% 13% 11% 5% 3% 5% 26% 39% 14% 7%	 have 18% 19% 16% 17% 17% 7% 3% - -	:") 10% 20% 15% 20% 13% 13% 19% 7% 3%	8% 21% 13% - 19% 14% 19% 8% 3%	5% 18% 8% - 16% 16% 22% 10% 2%	4% 18% 7% - 16% 16% 22% 13% 2%	1% 17% 6% 23% 15% 21% 8% 1% -	21 23 7° 200 200 155 7° 3°
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse No TV Other, please specify RV Life I ♥ RVing Trailer Life Go RVing Blogs Family RVing Motorhome	amming? (Pr 3 1 1 1 1 1 1 1 3 3 1 1 1 1 1	reviou 35% 17% 16% 11% 11% 8% 7% 3% 4% 6% 3% 4% 6% 3% 19% 19% 12% 10% 8%	sly "C 32% 21% 16% 8% 12% 8% 4% 3% 5% 3% 3% 5% 35% 19% 25% 10% 7% 6%	20 yol 17% 20% 18% 4% 16% 13% 11% 5% 3% 5% 26% 39% 14% 7% 10%	 have 18% 19% 16% 1% 17% 17% 7% 3% - -	:") 10% 20% 15% 20% 13% 19% 7% 3% - -	8% 21% 13% - 19% 14% 19% 8% 3%	5% 18% 8% - 16% 16% 22% 10% 2%	4% 18% 7% 16% 22% 13% 2% - -	1% 17% 6% 23% 15% 21% 8% 1% - -	21 23 70 20 20 15 70 30 30
do you receive your television progra Streaming Comcast Cable Antenna YouTube TV Charter Cable Dish Network DirecTV AT&T Uverse No TV Other, please specify Kving media do you enjoy? RV Life I ♥ RVing Trailer Life Go RVing Blogs Family RVing	amming? (Pr 3 1 1 1 1 1 1 1 1 1 1 1	reviou 35% 17% 16% 11% 11% 8% 7% 3% 4% 6% 3% 4% 6% 31% 31% 19% 12% 10%	sly "C 32% 21% 16% 8% 12% 8% 4% 3% 5% 3% 5% 35% 19% 25% 10% 7%	20 you 17% 20% 18% 4% 16% 13% 11% 5% 3% 5% 5% 26% 39% 14% 7% 10% 3%	 have 18% 19% 16% 17% 17% 7% 3% - -	:") 10% 20% 15% 20% 13% 19% 7% 3% - -	8% 21% 13% - 19% 14% 19% 8% 3%	5% 18% 8% - 16% 16% 22% 10% 2%	4% 18% 7% 16% 22% 13% 2% -	1% 6% 23% 15% 21% 8% 1% - -	21 23 7' 200 200 15 7' 3'

Grand Rapids Camper, Travel							•			. -
Population	1322 2023	1061 2022		485 2019		632 2017			286 2014	29 ⁻ 201
radio stations do you listen to regularly?	2023	LULL	2020	2013	2010	2017	2010	2013	2014	201
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%	99
WOOD - AM/FM (News Radio 1300AM & 106.9F)	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	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
ou regularly read a newspaper?										
Yes	-	18%	29%	45%	44%	51%		'-19 ar	e assu	Ime
No	-	82%	71%	55%	56%	49%	base	ed on t	the "No	one
h Social Media do you use at least once a week	?									
Facebook	81%	80%	84%	76%	87%		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%	-	-	-	
ou follow any of our social media accounts? (pr						ceboo	k?)			
Facebook	19%	15%	35%	19%	31%	-	-	-	-	
la ete evene	00/									

2%

-

-

81% 85% 65% 81% 69%

-

-

-

-

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Instagram

No

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	Population	1322 2023	1061 2022	606 2020	485 2019	754 2018	632 2017	467 2016	429 2015	286 2014	29 [.] 201
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%	-
you a premium subscriber to the strea	ming serv	ice?									
Yes		42%	48%	41%	35%	34%	25%	15%	18%	15%	

No

58% 52% 59% 65% 66% 75% 85% 82% 85% -

West Michigan Gol Population	r Snov 1109	7 Pati 678	on S 632	urvey 339	407 Kes		584	203	218	486
Fopulation	2023	2022	2020	2019			2016			
how Specific										
hat day did you attend the show?										
Fri	35%	33%	25%	18%	32%	32%	35%	39%	35%	269
Sat	52%	51%	54%	50%	47%	39%	45%	28%	46%	479
Sun	19%	20%	25%	36%	24%	32%	24%	37%	18%	319
ow 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	2.8
/here did you recently see or hear any advertising	g for the	show (check a	ill that a	apply)					
Email Notification	27%	29%	34%	37%	42%	35%	31%	46%	42%	319
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%	339
Friend (prev. Friend or Exhibitor)	19%	17%	16%	21%	24%	21%	24%	19%	22%	280
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
/hat drew you to the show?										
	75%	76%	72%	75%	77%	75%	72%	81%	74%	63
Golf Equipment/Accessories	47%	50%	57%	48%	48%	53%	54%	56%	60%	
Golf Dest / Plan a Trip							34%	30%	00%	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%		47%	35%	-
Compare prices under one roof	20%	25%	29%	29%	26%	29%	27%	38%	37%	279
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
id you use the Trolley and Dash Lot #9?	50/	001	40/							
Yes	5%	6%	4%	-	-	-	-	-	-	-
No	95%	94%	96%	-	-	-	-	-	-	-
you made purchases (non-concessions) at the s		at was t	the app	roxima	te amo	ount y	ou spe	ent?		
< \$100	51%	-	-	-	-	-	-	-	-	-
\$100-\$1,000	48%	-	-	-	-	-	-	-	-	-
\$1,000-\$5,000	2%	-	-	-	-	-	-	-	-	-
\$5,000-\$10,000	0%	-	-	-	-	-	-	-	-	-
\$10,000+	0%	-	-	-	-	-	-	-	-	-
% that made a purchase	81%	-	-	-	-	-	-	-	-	-
id you attend a Seminar at the show?										
Yes	7%	7%	12%	9%	12%	11%	17%	10%	15%	14
	000/	000/	000/				/	/		

93%

93%

No

88% 91% 88% 89% 83% 90% 85% 65%

West Michigan Golf	Show	/ Patr	on Si	Jrvev	Res	ults				
Population	1109 2023	678 2022	632 2020	339 2019	407	574 2017	584	203 2015	218 2014	486 201
d 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%
w would you best describe your experience at tl	ne show	?								
I loved it; would go again	34%	34%	20%	42%	35%	39%	48%	54%	47%	429
I got many ideas & product info	35%	30%	23%	38%	43%	47%	35%	32%	35%	449
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%	-	-	-	-	-
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
dustry Specific										
e you planning to buy new golf equipment/acces	sorie <u>s t</u>	his ye <u>a</u> r	?							
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%

ow 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%

West Michigan G	Solf Shov	v Patr	on S	urvey	Res	sults				
Popula		678 2022	632 2020	339 2019	407	574		203 2015	218 2014	486 2013
How many rounds of golf do you play each yea	ar?									
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%		10%			11%
How many lessons do you take each year?										
	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 I	oloc w/ cart	2								
	27%		51%	59%	59%	66%				
\$20-\$40		37%					-	-	-	-
\$41-\$60	53%	50%	40%	36%		30%	-	-	-	-
\$61-\$80	15%	11%	7%	4%	4%	4%	-	-	-	-
\$81-\$100 \$101	<mark>3%</mark> 1%	2% 0%	1%	1%	1% 1%	0%	-	-	-	-
\$101+	1 %	0%	1%	0%	1 %0	1%	-	-	-	-
Demographics										
What is your approximate annual household in	ncome?									
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%	20%	29%	34%
Post Graduate Degree	19%	19%	20%	20%	18%	18%		20%		17%
1 USI Graduale Degree	1970	1970	2070	2070	1070	1070	1070	2070	2270	17 70

West Mic	higan Golf Population	2023	/ Patr 678 2022	on S 632 2020	urvey ³³⁹ 2019	407	574	584 2016	203 2015	218 2014	48) 20 1
e you?											
Married / Living Together		81%	79%	84%	81%	83%	81%	82%	80%	84%	839
Single		19%	21%	16%	19%	17%	20%	18%	20%	16%	179
you have any children, under the	age of 18, livin										
Married / Living Together		25%	33%	37%	40%	34%	40%	33%	32%	35%	35
Single		75%	67%	63%	60%	66%	60%	67%	68%	65%	65
o 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
ease tell us how any people per ag	e 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	
tending Groups are, on average, m	ade 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
hat 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
ave you seen or visited our website	?										
Yes		44%	50%	50%	51%	56%	53%	54%	67%	69%	
No		56%	50%	50%	49%	44%	47%	46%	33%	31%	41
ow do you receive your television p	orogramming?			1.0.51					101		
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%	_	-		_	-	

West Michigan Golf Show Patron Survey Results

west witchigan Gor				-						
Population		678	632	339		574	584	203	218	486
/hat radio stations do you listen to regularly?	2023	2022	2020	2019	2018	2017	2016	2015	2014	2013
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	9 % 7%	5%	6%	7%	2%	8%	8%	9%	7%	8%
107.3 - Thunder Country	6%	5%	6%	5%	2 /0	0 /0	0 /0	9 /0	/ /0	0 /0
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%	4 <i>/</i> 0 6%	11%	9%
WSNX - 104.5 - Contemporary Hits	6%	4%	5%	6%	6%	6%	9% 6%	3%	3%	9% 4%
WHTS - 105.3 (HOT FM) - Todays Hits	6%	3%			6%	6%		3%	3%	4 %
WVGR/NPR - 104.1 Michigan Radio	6%	3%	4% 5%	4% 2%			5%	5% 6%	3% 7%	4%
					-	-	6%			
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%	-	-	-	-	-	-	-	4.00
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%	0.0/	4.07				
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%
o you regularly read a newspaper?										
Yes	-	28%	35%	48%	49%	55%	58%	67%	-	-
No	-	72%	65%	52%	51%	45%	42%	33%	-	-
hat golfing media do you enjoy? (prior to 2018 -	What oo	lfing m	agazine	(s) do v	ou rea	ad reg	ularly	2)		
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%	119
Michigan Golfer Online (No mag in 2018)	4%	3%	5%	4%	1%	5%	7%	8%	9%	119
Fore Golfers Network	2%	2%	1%	2%	1%	- 570	-	-	9 70	-
Global Golf Post	1%	1%	4%	2%	3%	-	-	-	-	-
Other	9%	9%	4% 6%	6%	5%	2%	2%	1%	10%	2%
	9 70	570	070	070	570	270	270	170	1070	270

West Michigan Golf Show Patron Survey Results

	Population	1109 2023	678 2022	632 2020	339 2019	407 2018	574 2017	584 2016	203 2015	218 2014	486 2013
Vhat social media outlet do you	use at least once a			1010	2010	1010		2010	1010		
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%	-	-	-	-

hat streaming music service do you use?										
Spotify	31%	42%	37%	31%	27%	17%	20%	10%	3%	129
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
e you a premium subscriber to the streaming s	ervice?									
Yes	47%	53%	46%	45%	37%	25%	19%	4%	9%	10
No	53%	47%	54%	55%	63%	75%	81%	96%	91%	90