



PRE-SHOW SURVEY RESULTS
From Premier Guitar Subscribers
N=537 RESPONSES
Multiple Responses allowed

INTEREST IN ITEMS

	% "at least somewhat" interested	% "very interested"
Manufacturer exhibits	65%	52%
Workshops	63%	44%
Buy, sell, or trade gear	48%	22%
Dealer exhibits	46%	7%

YEARS AS A PLAYER

Less than 1	3%
1-3 years	7%
4-6 years	6%
7 - 10 years	3%
11 - 14 years	6%
More than 14 years	75%

WHAT YOU WOULD LIKE TO SEE AT THE SHOW

Gear demonstrations	87%
New gear	86%
Restoration / repair clinics	64%
Instructional playing seminars	62%
Live entertainment	50%
Vintage instruments	42%
Guitar competitions	18%

INSTRUMENT Played/Owned

Acoustic	25%
Electric	79%
Both	38%
Bass	10%

WHICH MUSIC GENRE INTERESTS YOU THE MOST

Rock	88%
Blues	82%
Jazz	49%
Country	34%
Metal	22%
Funk	19%
Roots	15%
Folk	14%

PLANNING ON BUYING GEAR IN 6 - 18 MONTHS

Yes	87%
No	1%
Not sure	12%

TYPE OF GEAR PLANNING ON BUYING

Guitar	73%
Amps	60%
Effects	59%
Accessories	55%
Sound	26%
Other	5%

PREFERRED WAY TO RECEIVE SHOW INFORMATION

Email	79%
Magazines	58%
Internet	44%
Direct mail	36%
Radio	12%
TV	8%

COLLECT VINTAGE GEAR?

Yes	52%
No	48%

RESPONDENT AGE

18 - 24	2%
25 - 34	19%
35 - 44	53%
45 - 54	21%
54 +	5%

CONTENT PREFERRED TO READ/VIEW

	% "at least somewhat interested"	% "most interested"
Product information	74%	32%
Sound and effects	47%	7%
Instruction	40%	23%
Restoration and repair	36%	11%
Vintage Gear	29%	7%
Player profiles	17%	7%

DISTANCE WILLING TO TRAVEL FOR GUITAR FESTIVAL

Up to 50 miles	39%
51 - 100 miles	32%
More than 100 miles	29%