



**REMIX** [hotel]

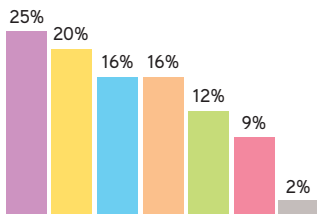
# Remix Hotel Atlanta Visitor Demographics

2007

Remix Hotel Atlanta had more than 1,500 attendees in 2007, ranging from artists and music executives to production companies, experts on today's production gear and both established and burgeoning music aficionados.

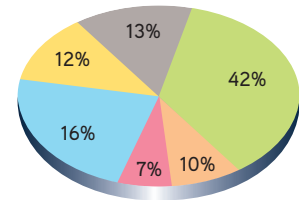
## Primary reasons for attending Remix Hotel:

Networking.....	20%
Learn tips and techniques.....	16%
Check out the latest music-production gear.....	16%
Panels/Q&A sessions with artists.....	12%
Meet the artists.....	9%
All of the above.....	25%
Other.....	2%



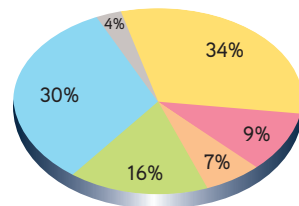
## Remix Hotel Visitors' primary musical activity:

Producer.....	42%
Musician.....	16%
Music enthusiast.....	12%
DJ/turntablist.....	10%
Engineer.....	7%
Other.....	13%



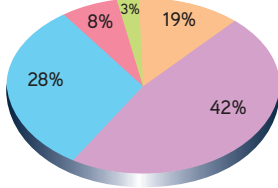
## Remix Hotel visitors' level of music involvement:

Full-time pro.....	34%
Aspiring.....	30%
Part-time.....	16%
Enthusiast.....	9%
Recreational.....	7%
Other.....	4%



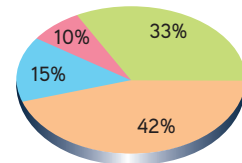
## Remix Hotel visitors' age:

22-29.....	42%
30-39.....	28%
16-21.....	19%
40-49.....	8%
50 and above.....	3%



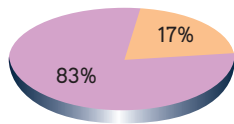
## Remix Hotel visitors' use of computers for music production:

PC.....	42%
Mac.....	33%
Both equally.....	15%
None.....	10%



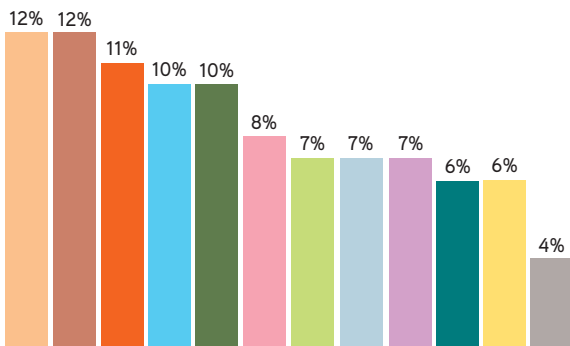
## Male or female?

Male.....	83%
Female.....	17%



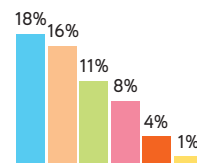
## Remix Hotel visitors' plan to buy the following music-production hardware/software products in the next 12 months:

Sound files/loops.....	12%
Recording microphones.....	12%
Virtual synth samplers.....	11%
Multitrack recording software.....	10%
Desktop control hardware.....	10%
Loudspeakers.....	8%
Signal processing.....	7%
Performance microphones.....	7%
Effects Processors/stomp boxes.....	7%
LCD plasma screens.....	6%
Surround monitoring.....	6%
Other.....	4%



## Remix Hotel visitors' subscribe to the following publications:

Scratch.....	18%
Remix.....	16%
Electronic Musician.....	11%
Mix.....	8%
URB.....	4%
XLR8R.....	1%



## Where did visitors hear about Remix Hotel?

Friend/word of mouth.....	25%
Ads in <i>Remix</i> .....	18%
Other e-mail/Web posting.....	12%
Remix Hotel e-newsletter.....	9%
Ads in <i>Mix</i> or <i>Electronic Musician</i> .....	9%
Technology Partner's Website.....	6%
Remix Transmissions e-newsletter.....	4%
Flyer/poster/signage.....	4%
Other.....	13%

