

# REMIX HOTEL MIAMI 2008

## ATTENDEE DEMOGRAPHICS

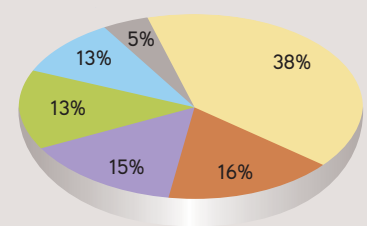


2008  
**REMIX** [hotel]  
miami

Remix Hotel's sixth annual flagship event in Miami drew a diverse mix of more than 10,000 DJs, producers, engineers, musicians, industry executives and fans.

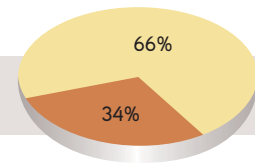
### Level of musical involvement

Enthusiast	<b>38%</b>
Part-time pro	<b>16%</b>
Aspiring	<b>15%</b>
Full-time pro	<b>13%</b>
Recreational	<b>13%</b>
Other	<b>5%</b>



### Gender

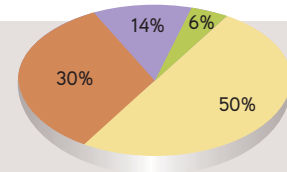
Male	<b>66%</b>
Female	<b>34%</b>



Of those 10,000 attendees, more than 2,200 were highly qualified pro-audio users with plans to purchase new gear in the coming year.

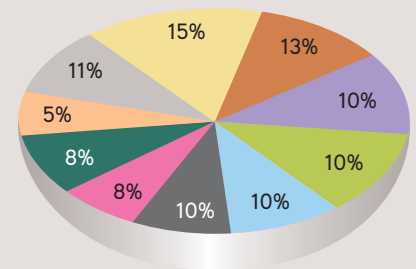
### Primary musical activity

DJ/turntablists	<b>50%</b>
Producers	<b>30%</b>
Musicians	<b>14%</b>
Recording engineers	<b>6%</b>



### Gear to be purchased within next 12 months

Recording hardware	<b>15%</b>
Digital audio workstation	<b>13%</b>
Live-performance products	<b>10%</b>
Keyboards or synthesizers	<b>10%</b>
Virtual synths or samplers	<b>10%</b>
Effects plug-ins	<b>10%</b>
Studio monitors	<b>8%</b>
Microphones	<b>8%</b>
P.A. systems	<b>5%</b>
Other gear or instruments	<b>11%</b>



### Platform used for music production

PC	<b>38%</b>
Mac	<b>29%</b>
Both equally	<b>11%</b>
None	<b>22%</b>

