











5. What is your race?

	Response Percent	Response Total
White 	91.2%	4038
Black/African American 	4%	177
Hispanic 	1.6%	71
Asian 	0.6%	26
Other 	2.6%	114
Total Respondents	4426	
(skipped this question)		47

6. What is your Gender?

	Response Percent	Response Total
Man 	50.9%	2255
Woman 	49.1%	2171
Total Respondents	4426	
(skipped this question)		47

7. What is your Yearly Income? (Remember this survey is completely confidential your answer will only be used for statistical purposes)

	Response Percent	Response Total
<\$30,000 	19.5%	857
\$30,000 - \$50,000 	31.5%	1387
\$50,000 - \$75,000 	26.7%	1175
>\$75,000 	22.2%	978
Total Respondents	4397	
(skipped this question)		78

8. What is your Education Level? (check highest level)

	Response Percent	Response Total
some high School 	1.3%	58
High School Graduate 	23.7%	1041
College 	34%	1493

College Graduate		26.1%	1147
Advanced Studies		15%	658
		Total Respondents	4397
		(skipped this question)	78

9. Are you a Homeowner?

		Response Percent	Response Total
Yes		77%	3377
No		23%	1009
		Total Respondents	4386
		(skipped this question)	89

10. What is your Employment Status?




		Response Percent	Response Total
Employed		65.9%	2892
Self Employed		16.4%	720
Not Employed		5.1%	225
Retired		12.5%	549
		Total Respondents	4386
		(skipped this question)	89

11. How many CDs do you purchase annually?





		Response Percent	Response Total
0-3		12.4%	539
4-6		20.2%	882
7-10		22.6%	984
11-20		20.4%	889
20+		24.4%	1064
		Total Respondents	4358
		(skipped this question)	115

12. Do You Purchase CDs Online?




Response Response

	Percent	Total
Usually 	13.4%	524
Sometimes 	58.2%	2277
Never 	28.5%	1114
	Total Respondents	3915
	(skipped this question)	558






13. Where do you Listen to Blues? (Check all that apply)

	Response Percent	Response Total
FM Radio 	82.5%	3596
Satellite Radio 	25.2%	1100
Internet Streaming 	34.1%	1485
Cable Television 	39.2%	1707
	Total Respondents	4357
	(skipped this question)	115

14. Do you download music from a Computer?






	Response Percent	Response Total
Often 	8.1%	353
Occasionally 	42.6%	1858
Never 	49.3%	2147
	Total Respondents	4358
	(skipped this question)	115

15. Are you a Musician/Artist?






	Response Percent	Response Total
No 	75.8%	3304
Guitar/Bass 	12.1%	528
Percussion 	2.3%	99
Vocalist 	3.6%	156
Keyboards 	2.8%	120
Horns/Harp 	3.5%	151
	Total Respondents	4358

(skipped this question) 115








16. How many Blues Festivals do you attend Annually?

	Response Percent	Response Total
Zero 	15%	652
1-3 	61.4%	2669
4-6 	18.3%	797
7-10 	3.8%	166
more than 10 	1.5%	66
Total Respondents		4350
(skipped this question)		123





17. What distance are you willing to travel for a Blues Festival?

	Response Percent	Response Total
zero-25 miles 	6.9%	301
25-50 miles 	11.6%	503
50-100 miles 	21.3%	925
100-250 miles 	22.6%	982
more than 250 miles 	37.7%	1639
Total Respondents		4350
(skipped this question)		123






18. Any planned major purchases within the next year? (Check all that apply)

	Response Percent	Response Total
House 	7.3%	318
Home Remodel 	19.5%	847
New Car 	18%	781
Appliances 	20.3%	881
Vacation 	64.9%	2811
Motorcycle 	6.2%	268
RV - recreational vehicle 	3.3%	144
Total Respondents		4333
(skipped this question)		139

19. How many credit cards do you use?

	Response Percent	Response Total
0 	10.5%	457
1 	32%	1386
2-3 	46.7%	2026
4-5 	6.5%	283
more than 5 	4.2%	182
Total Respondents		4334
(skipped this question)		139

20. What kind of magazines do you read? (Check All that Apply)

	Response Percent	Response Total
Sports 	28.2%	1111
Fashion 	26.9%	1060
Music 	66%	2604
Business Journals 	20%	790
Weekly News 	46.3%	1826
Total Respondents		3944
(skipped this question)		528