Are You the Typical FOH Reader?

7%

8%

By TerryLowe

19%

Tota

1451

ne of the cool things about hav- FOH affects their professional lives. Many champs, and 1,451 of you took the survey sically this is really valid data about what ing a database of 22,508* sub- of you received an email from us back in — and that is without any incentive. In the industry was thinking last September scribers, according to the June September to participate in our annual statistical analysis, 400 respondents con- through early October, and a great over-2009 BPA statement, is the ability to ask FOH Reader Survey and Audio Purchas- stitute a valid sampling, so our sampling view of who our readers are.FOH our subscribers who they are and how ing Survey. You guys/gals responded like has a very tight + or - quotient of 2%. Ba-

Our subscribers work in all aspects of the business. FOH finds itself in venues at install companies and rental companies as well. Plus, you will find FOH at schools and in the hands of consultants. However, 36% of you are production guys out there twisting knobs or designing systems — A1s, 2s and 3s locally, or out touring.

A venue

A consultant

104

110

116

173

348

In your professional audio career do you currently work at or as:

An educational institution

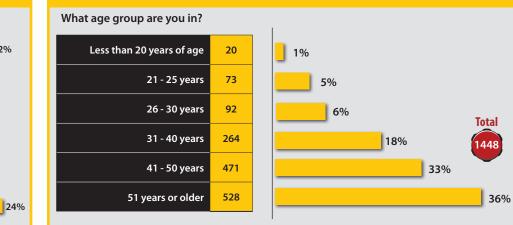
Primarily an audio rental company

Primarly an audio installation company

An independent touring production professi

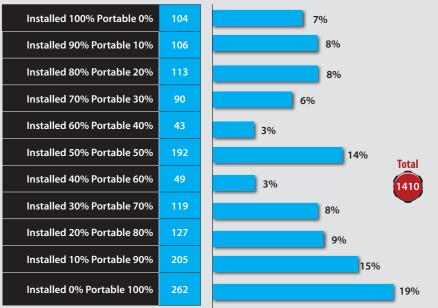
An independent local production profession

Now here is something you might find interesting. The typical FOH reader is over 40 years old. In fact, 69% of FOH subscribers are 41 or older. So this is my theory: I believe it's safe to say if you are still doing this, you're pretty close to the top of the food chain at this point, whichever food chain you belong to.



Now, what is it that you guys do? 81% of FOH subscribers do portable and installed sound in some percentage, and 46% of our subscribers make 50% or more of their income from installed sound. You're not doing many outdoor shows in January in the vast majority of states.

What percentage of you or your company's income is derived from work involving installed sound versus work involving portable live sound rentals?

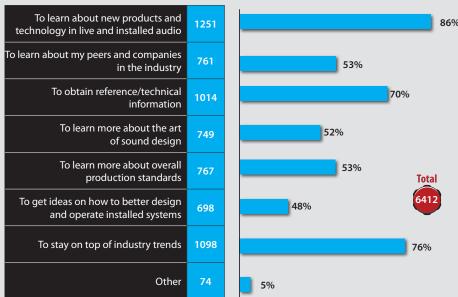


Okay, here we go into the land of psychographics (Cue the Jaws music.) We wanted this year to find out how you react to what you read. Basically, how you feel about the information you receive from FOH. So below 65% of the FOH subscribers attribute their knowledge of new products greatly or significantly to reading FOH.

To what extent does the information you obtain as a result of reading FOH creates initial awareness of new products in the market.



So why do you read us every month? I know this is a personal question, so we thank those who shared with us. But it is no secret. 86% of you said the #1 reason you read FOH is to find out about the latest gear. So I think you are telling us that you like the reviews, the buyers guides and the new product news.



So how much time do you spend with FOH? Well. it seems you read it right away nd you refer back to it throughout the month and the year. 72% of you indicated you frequently refer to it during the month and 10% of you keep going back to past issues throughout the year.

How much involvement do you have reading each issue of FOH?



Extremely
Very
Somewhat
Marginally

Not useful at all

So when do y the biggest buyin festival season.
Please indicate th major purchases:
Wir
Spr
Sumi

throughout the year

Bottom % is p Analog Audio C

Analog Audio

Digital

House Cabine

House Cabin

House Cabinets

62%

1442

Wire

Wireles

Cable

Sid

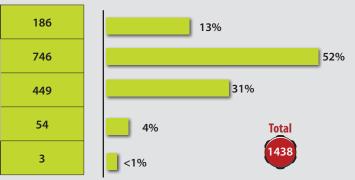
DECEMBER 2009

/<mark>/.fohonline</mark>.

What are the principal reasons you read FRONT of HOUSE?

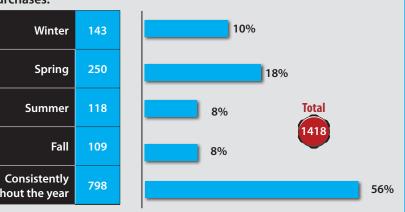
While nearly two-thirds of you find the editorial in FOH to be extremely or very important, another 31% felt it was moderately important; leaving just 5% of our readers feeling the editorial was marginal or not useful.

How would you rate the overall usefulness of FOH's editorial content?



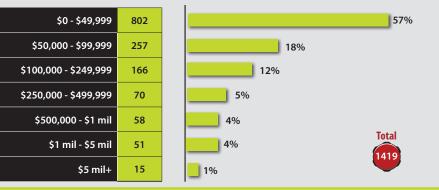
u buy this gear? Well, most of you buy gear all year round, but season is in the spring, gearing up for the summer touring and

ne time of year when you most frequently make all your



Now here is the good news... You guys are going to be buying product next year, and all the manufacturers can now take a big sigh of relief. In fact, here is how it breaks down: 43% of you or your companies will be spending in excess of \$50,000 on gear in the next 12 months.

Please indicate the level of spending on audio technology you, your company or venue are anticipating in the next 12 month period:



And you buy this gear from a variety of sources.

Where do you purchase the majority of your audio equipment?

Direct from a manufacturer or manufacturer rep	730	
Via an Internet or catalogue retailer	493	
Through locally owned audio/video dealers	557	
Through large chain music stores	167	
From used gear brokers	138	Total
From used gear classified and auction sites	181	2266

But what will you be buying, and how much are you going to be buying of it? Well, here is every product category you can think of. If you would like to see more results, including product-specific data related to purchasing decisions, go to our Web site at www.fohonline.com/survey. (The list continues on the next page.)

Please indicate approximately how much you or your company plan on spending on the following product categories within the next 12 months:

ber is the count of ecting the option. ercent of the total ecting the option.	\$0	\$1 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$99,999	\$100,000 - \$249,000	\$250,00 +
Consoles Under	709	340	110	59	21	5	2	4
32-Channel	57%	27%	9%	5%	2%	0%	0%	0%
o Consoles Over	905	86	91	77	38	19	14	6
32-Channel	73%	7%	7%	6%	3%	2%	1%	0%
Audio Consolos	474	128	137	190	139	106	62	39
Audio Consoles	37%	10%	11%	15%	11%	8%	5%	3%
Amplifors	316	392	205	167	95	44	30	28
Ampliners	the option. of the total the option. \$0 $$1 - $4,999$ $$5,000 - $9,999$ $$10$ oles Under 2-Channel 709 340 110	13%	7%	3%	2%	2%		
ota Traditional	697	232	117	91	43	19	15	9
	57%	19%	10%	7%	4%	2%	1%	1%
note Line Arrent	25% 31% 16% 0nal 697 232 117 57% 19% 10% rray 690 94 75 57% 8% 6% ered 608 273 138 50% 22% 11%	75	104	77	83	60	38	
nets - Line Array	57%	8%	6%	9%	6%	7%	5%	3%
s Solf Powerod	608	273	\$1-\$4,999 \$5,000-\$9,999 \$24,999 \$49,5 340 110 59 21 27% 9% 5% 2% 86 91 77 38 7% 7% 6% 3% 128 137 190 13 10% 11% 15% 116 392 205 167 95 31% 16% 13% 7% 232 117 91 43 19% 10% 7% 4% 94 75 104 77 8% 6% 9% 6% 273 138 92 44 22% 11% 8% 4% 695 156 80 33 56% 13% 6% 3% 508 202 128 61 40% 16% 10% 5% 13% 8% 8% 4%	44	36	22	13	
s - Sell-Powered	50%	22%	11%	8%	4%	3%	2%	1%
ad Microphones	253	695	156	80	33	14	5	7
ed Microphones	20%	56%	13%	6%	3%	1%	0%	1%
us Misrophonos	309	508	202	128	61	31	15	16
32-Channel 73% 7% 7% 6% 3 Audio Consoles 474 128 137 190 1 Audio Consoles 37% 10% 11% 15% 1 Amplifiers 316 392 205 167 5 Amplifiers 316 392 205 167 5 ats - Traditional 697 232 117 91 4 697 232 117 91 4 ats - Traditional 57% 19% 10% 7% 4 690 94 75 104 7 5 s - Self-Powered 608 273 138 92 4 604 Microphones 253 695 156 80 3 s - Self-Powered 20% 56% 13% 6% 3 acd Microphones 253 695 156 80 3 bigital Snakes 802 154 98 </td <td>5%</td> <td>2%</td> <td>1%</td> <td>1%</td>	5%	2%	1%	1%				
Digital Spakes	802	154	98	97	45	20	\$249,000 \$250,0 2 4 0% 0% 14 6 1% 0% 62 39 5% 3% 30 28 2% 2% 15 9 1% 1% 60 38 5% 3% 2% 1% 15 9 1% 1% 5% 3% 2% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 12 10	6
Digital Snakes	65%	13%	8%	8%	4%	2%	1%	0%
os & Connoctors	131	783	185	94	39	18	9	14
es & Connectors	10%	62%	15%	7%	3%	1%	1%	1%
	330	533	199	107	57	19	12	10
	26%	42%	16%	8%	4%	1%	1%	1%



23



†-|-|-|-|-|-

WHAT WILL YOU BE BUYING?

Please indicate approximately how much you or your company plan on spending on the following product categories within the next 12 months:										
Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	\$0	\$1 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$99,999	\$100,000 - \$249,000	\$250,00 +		
Analog Audio Consoles Under 32-Channel	709	340	110	59	21	5	2	4		
	57%	27%	9 %	5%	2%	0%	0%	0%		
Analog Audio Consoles Over 32-Channel	905	86	91	77	38	19	14	6		
	73%	7%	7%	6%	3%	2%	1%	0%		
Digital Audio Consoles	474	128	137	190	139	106	62	39		
	37%	10%	11%	15%	11%	8%	5%	3%		
Amplifiers	316	392	205	167	95	44	30	28		
	25%	31%	16%	13%	7%	3%	2%	2%		
House Cabinets - Traditional	697	232	117	91	43	19	15	9		
	57%	19%	10%	7%	4%	2%	1%	1%		
House Cabinets - Line Array	690	94	75	104	77	83	60	38		
	57%	8%	6%	9%	6%	7%	5%	3%		
House Cabinets - Self-Powered	608	273	138	92	44	36	22	13		
	50%	22%	11%	8%	4%	3%	2%	1%		
Wired Microphones	253	695	156	80	33	14	5	7		
	20%	56%	13%	6%	3%	1%	0%	1%		
Wireless Microphones	309	508	202	128	61	31	15	16		
	24%	40 %	16%	10%	5%	2%	1%	1%		
Digital Snakes	802	154	98	97	45	20	7	6		
Digital Snakes	65%	13%	8%	8%	4%	2%	1%	0%		
Cables & Connectors	131	783	185	94	39	18	9	14		
Cables & Connectors	10%	62 %	15%	7%	3%	1%	1%	1%		
	330	533	199	107	57	19	12	10		
Signal Processing	26%	42%	16%	8%	4%	1%	1%	1%		

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	\$0	\$1 - \$4,999	\$5,000 - \$9,999	\$10,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$99,999	\$100,000 - \$249,000	\$250,00 +
System Control (Hardware)System Control (Software)	617	323	112	100	39	24	16	8
	50%	26%	9%	8%	3%	2%	1%	1%
Due du stieve lateure une	746	316	88	49	23	13	2	5
Production Intercoms	60%	25%	7%	4%	2%	1%	0%	0%
	572	360	148	97	44	20	5	6
Monitor Cabinets –	46%	29%	12%	8%	4%	2%	0%	0%
Subwoofer Cabinets	552	292	159	121	68	32	13	7
	44%	23%	13%	10%	5%	3%	1%	1%
	593	371	141	60	32	12	12	10
Portable PA Systems –	48%	30%	11%	5%	3%	1%	1%	1%
	331	622	152	85	39	13	7	5
Cases & Racks	26%	50%	12%	7%	3%	1%	1%	0%
	670	349	103	67	31	15	3	4
Ear Personal Monitors	54%	28%	8%	5%	2%	1%	0%	0%
Davies Distance	719	318	110	51	25	8	7	3
Power Distros	58%	26%	9%	4%	2%	1%	1%	0%
	908	130	87	66	25	9	3	3
Chain Motors -	74%	11%	7%	5%	2%	1%	0%	0%
T ana in a 1 if	852	176	104	55	33	10	2	б
Trussing or Lifts	69%	14%	8%	4%	3%	1%	0%	0%
	1077	88	19	15	9	5	0	4
Rental Tracking Software	88%	7%	2%	1%	1%	0%	0%	0%

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