

Are You the Typical FOH Reader?

By TerryLowe

One of the cool things about having a database of 22,508* subscribers, according to the June 2009 BPA statement, is the ability to ask our subscribers who they are and how

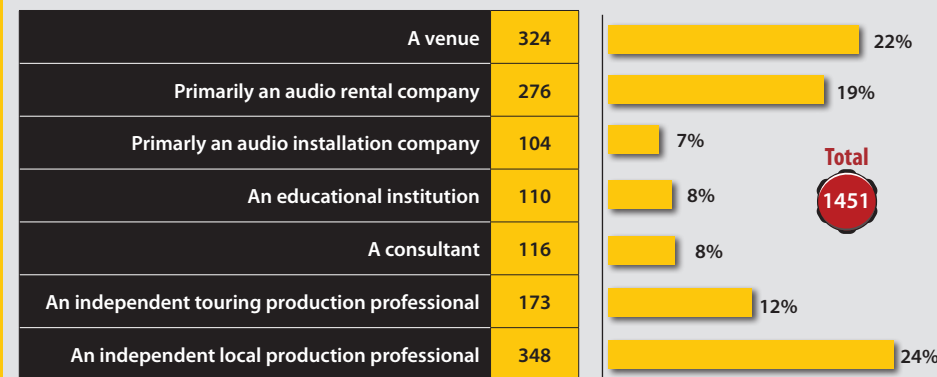
FOH affects their professional lives. Many of you received an email from us back in September to participate in our annual FOH Reader Survey and Audio Purchasing Survey. You guys/gals responded like

champs, and 1,451 of you took the survey — and that is without any incentive. In statistical analysis, 400 respondents constitute a valid sampling, so our sampling has a very tight + or - quotient of 2%. Ba-

sically this is really valid data about what the industry was thinking last September through early October, and a great overview of who our readers are. **FOH**

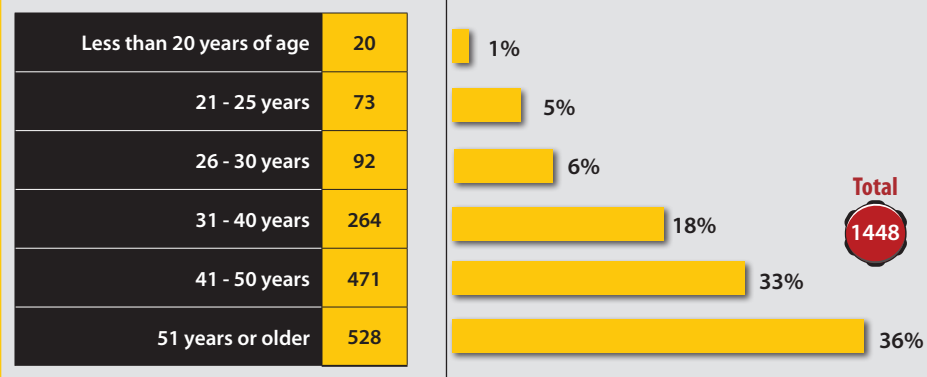
Our subscribers work in all aspects of the business. FOH finds itself in venues at install companies and rental companies as well. Plus, you will find FOH at schools and in the hands of consultants. However, 36% of you are production guys out there twisting knobs or designing systems — A1s, 2s and 3s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

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



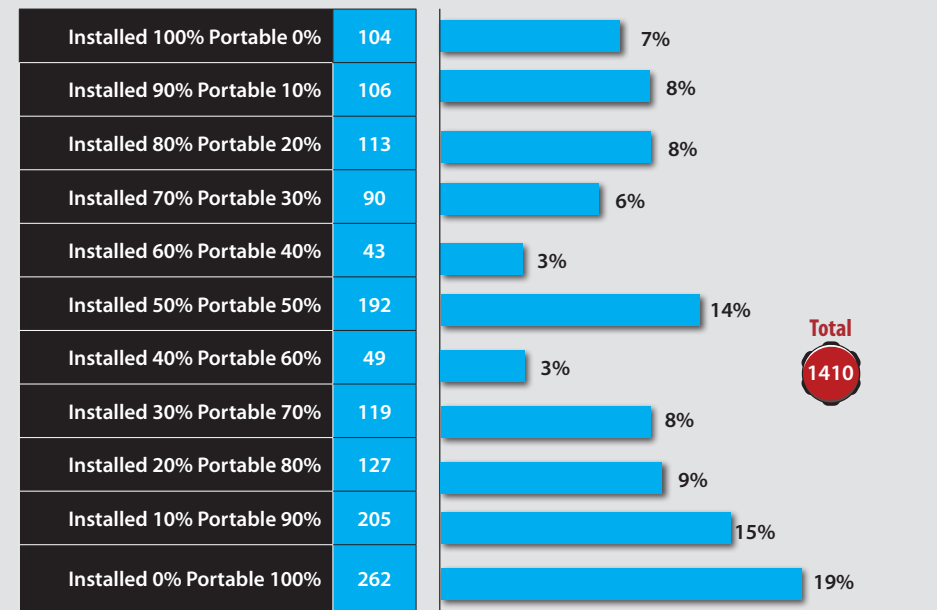
Now here is something you might find interesting. The typical FOH reader is over 40 years old. In fact, 69% of FOH subscribers are 41 or older. So this is my theory: I believe it's safe to say if you are still doing this, you're pretty close to the top of the food chain at this point, whichever food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

What age group are you in?



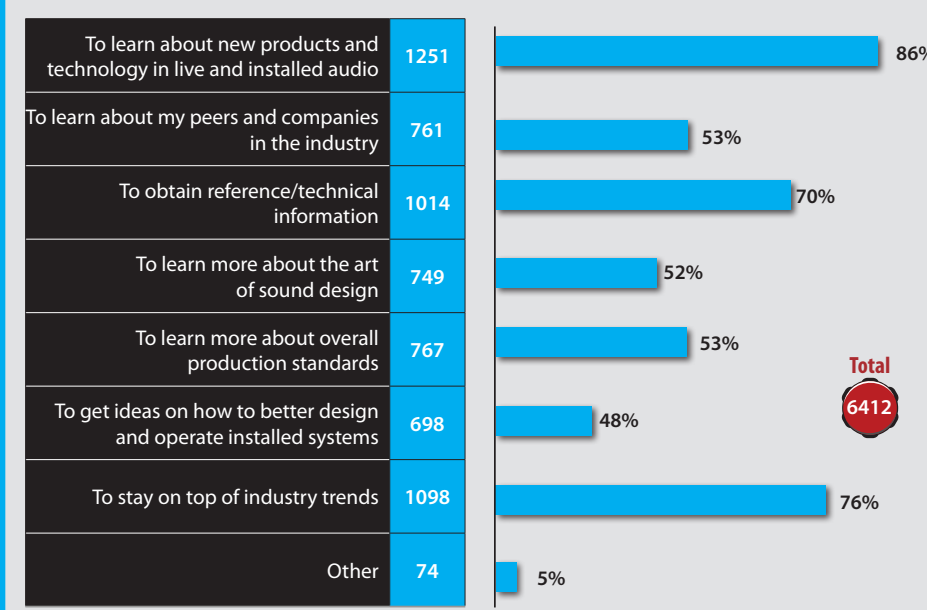
Now, what is it that you guys do? 81% of FOH subscribers do portable and installed sound in some percentage, and 46% of our subscribers make 50% or more of their income from installed sound. You're not doing many outdoor shows in January in the vast majority of states.

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



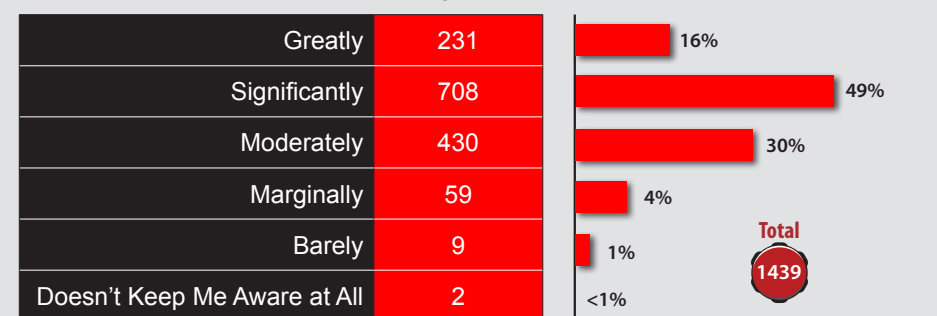
So why do you read us every month? I know this is a personal question, so we thank those who shared with us. But it is no secret. 86% of you said the #1 reason you read FOH is to find out about the latest gear. So I think you are telling us that you like the reviews, the buyers guides and the new product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

What are the principal reasons you read FRONT of HOUSE?



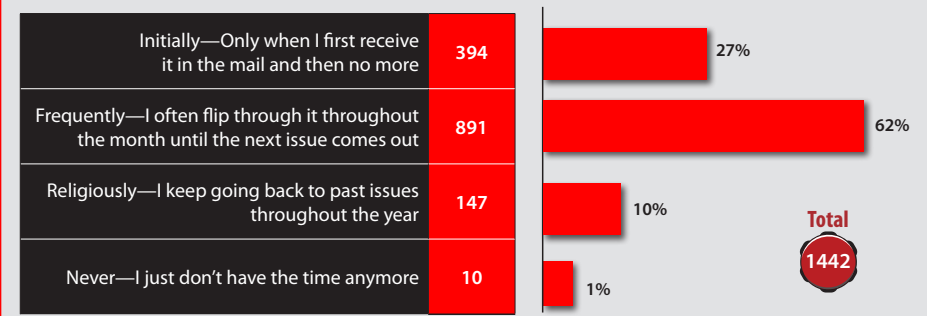
Okay, here we go into the land of psychographics (Cue the Jaws music.) We wanted this year to find out how you react to what you read. Basically, how you feel about the information you receive from FOH. So below 65% of the FOH subscribers attribute their knowledge of new products greatly or significantly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



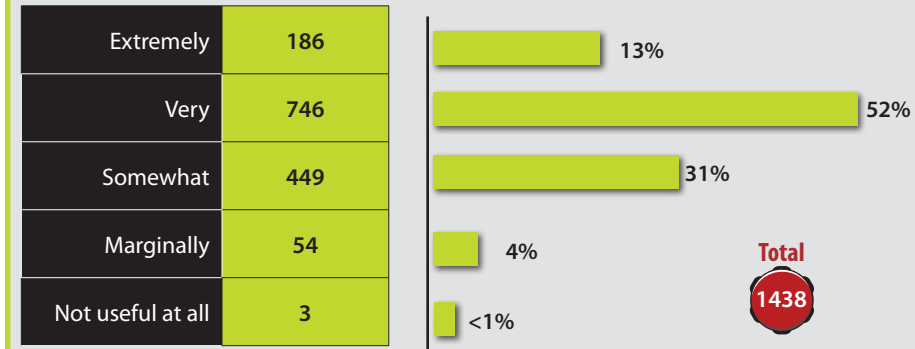
So how much time do you spend with FOH? Well, it seems you read it right away and you refer back to it throughout the month and the year. 72% of you indicated you frequently refer to it during the month and 10% of you keep going back to past issues throughout the year.

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



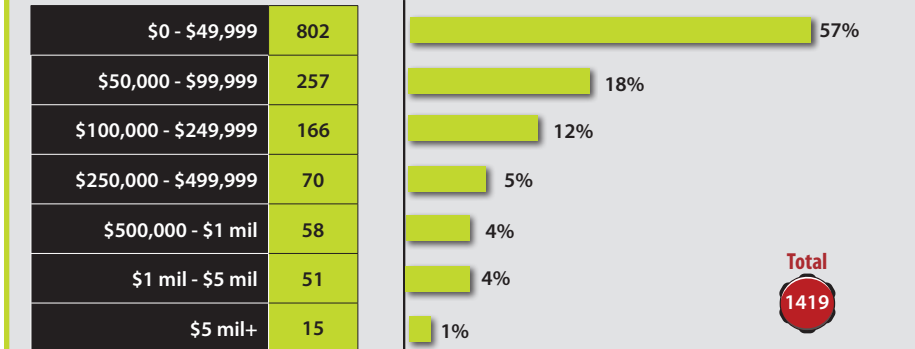
While nearly two-thirds of you find the editorial in FOH to be extremely or very important, another 31% felt it was moderately important; leaving just 5% of our readers feeling the editorial was marginal or not useful.

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



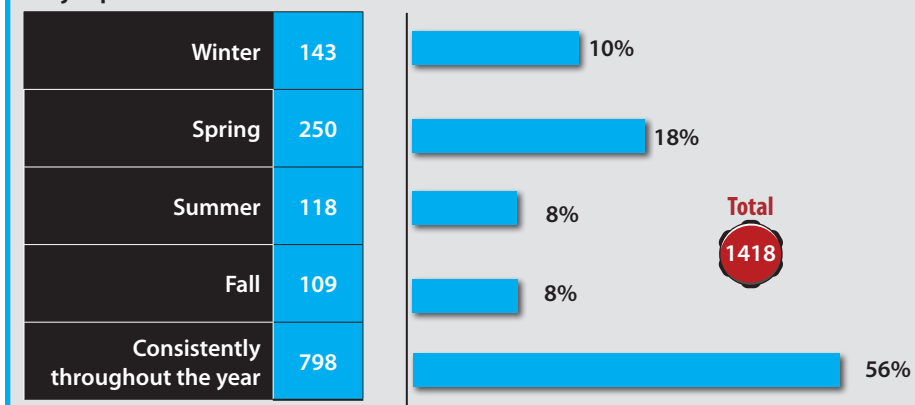
Now here is the good news... You guys are going to be buying product next year, and all the manufacturers can now take a big sigh of relief. In fact, here is how it breaks down: 43% of you or your companies will be spending in excess of \$50,000 on gear in the next 12 months.

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



So when do you buy this gear? Well, most of you buy gear all year round, but the biggest buying season is in the spring, gearing up for the summer touring and festival season.

Please indicate the time of year when you most frequently make all your major purchases:



And you buy this gear from a variety of sources.

Where do you purchase the majority of your audio equipment?



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:

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
Analog Audio Consoles Over 32-Channel	905	86	91	77	38	19	14	6
Digital Audio Consoles	474	128	137	190	139	106	62	39
Amplifiers	316	392	205	167	95	44	30	28
House Cabinets - Traditional	697	232	117	91	43	19	15	9
House Cabinets - Line Array	690	94	75	104	77	83	60	38
House Cabinets - Self-Powered	608	273	138	92	44	36	22	13
Wired Microphones	253	695	156	80	33	14	5	7
Wireless Microphones	309	508	202	128	61	31	15	16
Digital Snakes	802	154	98	97	45	20	7	6
Cables & Connectors	131	783	185	94	39	18	9	14
Signal Processing	330	533	199	107	57	19	12	10



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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
	65%	13%	8%	8%	4%	2%	1%	0%
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System Control (Hardware)System Control (Software)	617	323	112	100	39	24	16	8
	50%	26%	9%	8%	3%	2%	1%	1%
Production Intercoms	746	316	88	49	23	13	2	5
	60%	25%	7%	4%	2%	1%	0%	0%
Monitor Cabinets	572	360	148	97	44	20	5	6
	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%
Portable PA Systems	593	371	141	60	32	12	12	10
	48%	30%	11%	5%	3%	1%	1%	1%
Cases & Racks	331	622	152	85	39	13	7	5
	26%	50%	12%	7%	3%	1%	1%	0%
Ear Personal Monitors	670	349	103	67	31	15	3	4
	54%	28%	8%	5%	2%	1%	0%	0%
Power Distros	719	318	110	51	25	8	7	3
	58%	26%	9%	4%	2%	1%	1%	0%
Chain Motors	908	130	87	66	25	9	3	3
	74%	11%	7%	5%	2%	1%	0%	0%
Trussing or Lifts	852	176	104	55	33	10	2	6
	69%	14%	8%	4%	3%	1%	0%	0%
Rental Tracking Software	1077	88	19	15	9	5	0	4
	88%	7%	2%	1%	1%	0%	0%	0%