

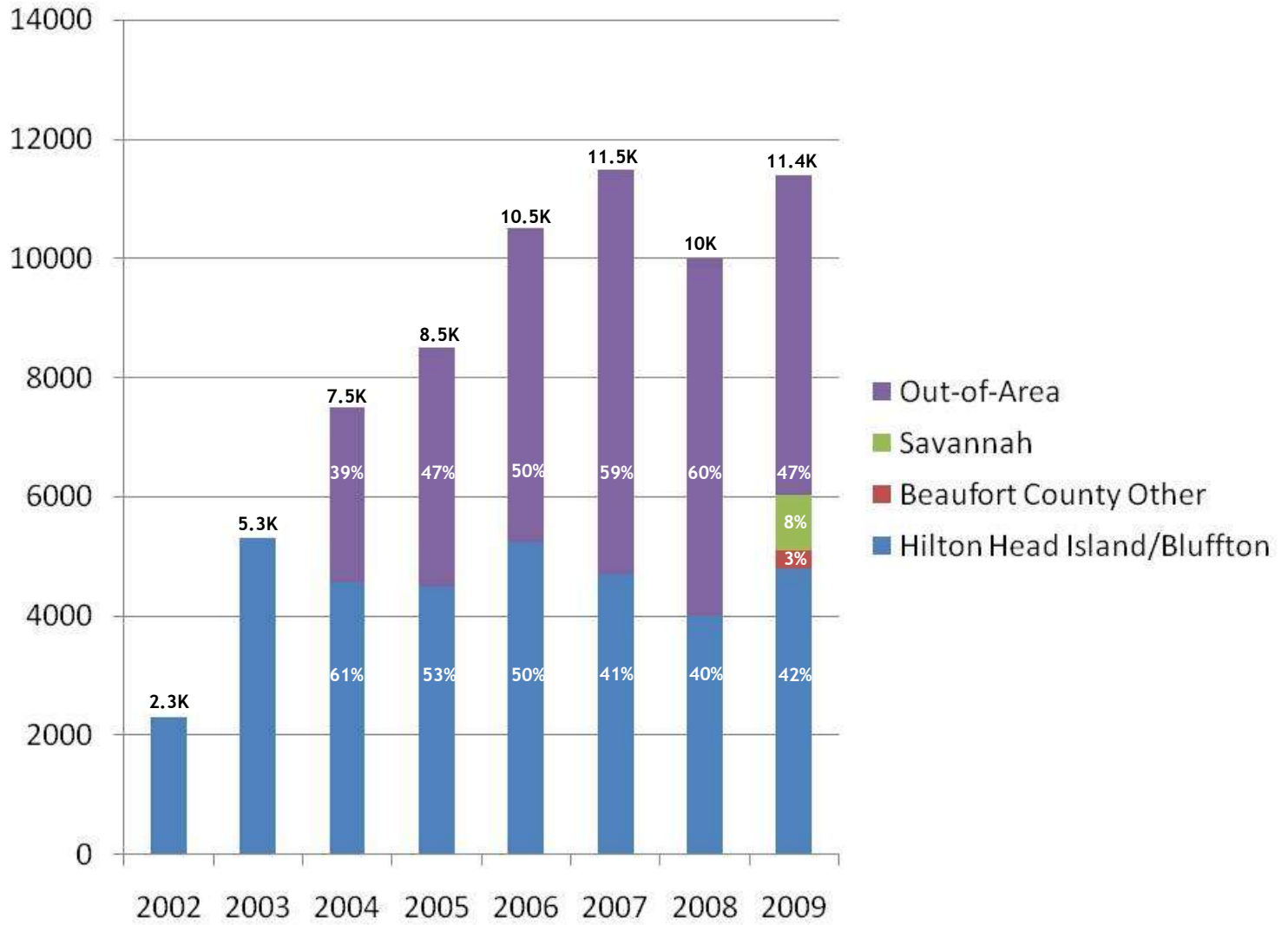


**2009**  
**DEMOGRAPHIC**  
**&**  
**CUSTOMER SATISFACTION**  
**REPORT**

CONDUCTED ON-SITE BY JOHN SALAZAR, PH. D., OF USCB  
IN CONJUNCTION WITH CLEMSON UNIVERSITY

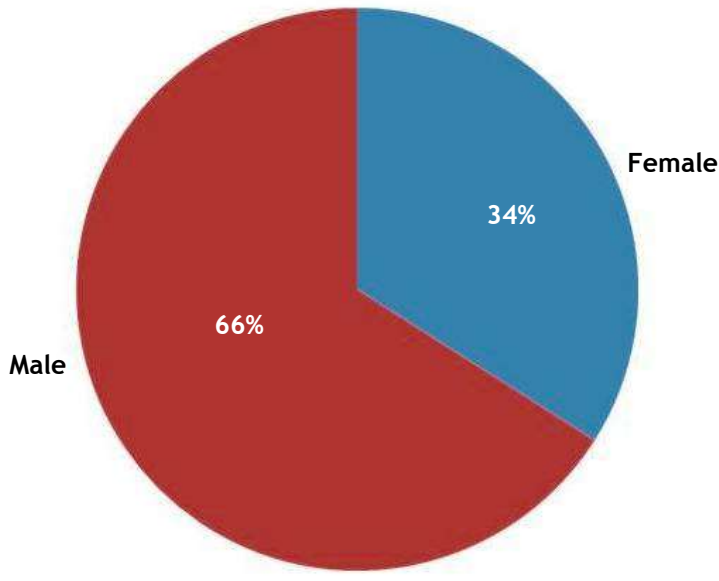


### OVERALL ATTENDANCE



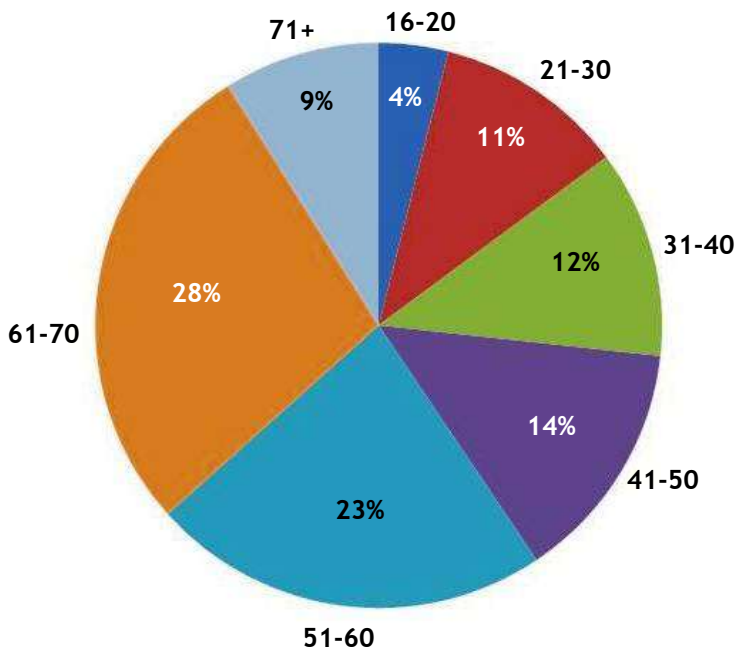


**GENDER**



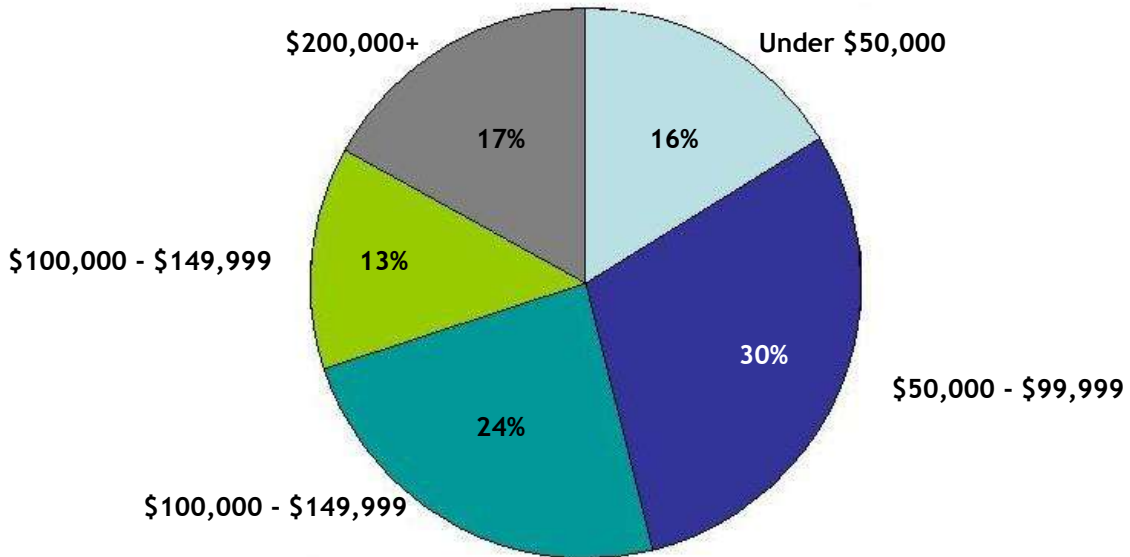
**AGE**

(60% were over the age of 50)

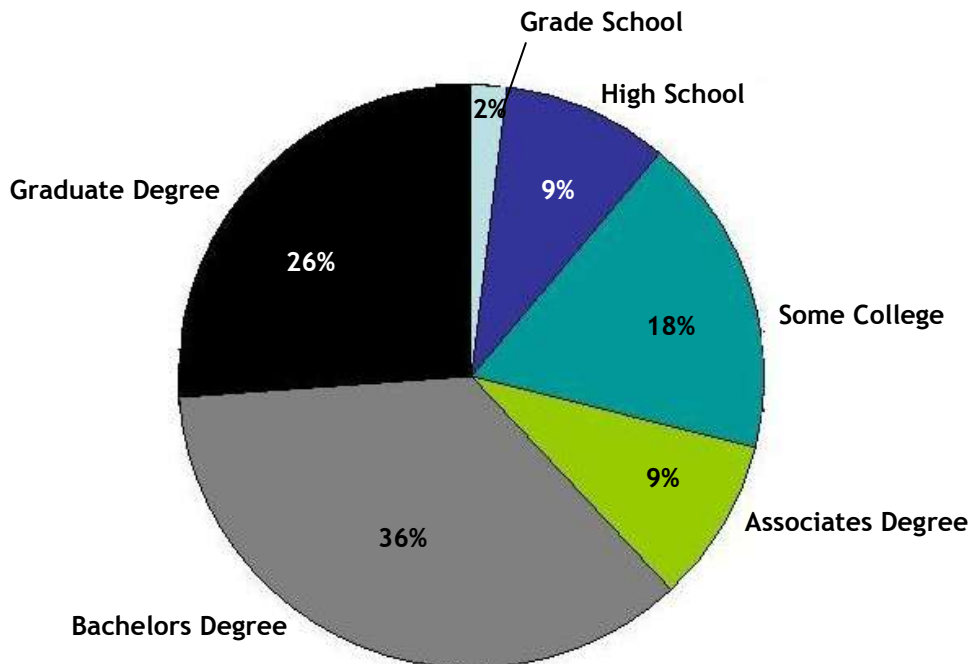




**HOUSEHOLD INCOME**  
(54% had Household Incomes of \$100,000 or higher)



**EDUCATION LEVEL**  
(62% had a Bachelors Degree or higher)

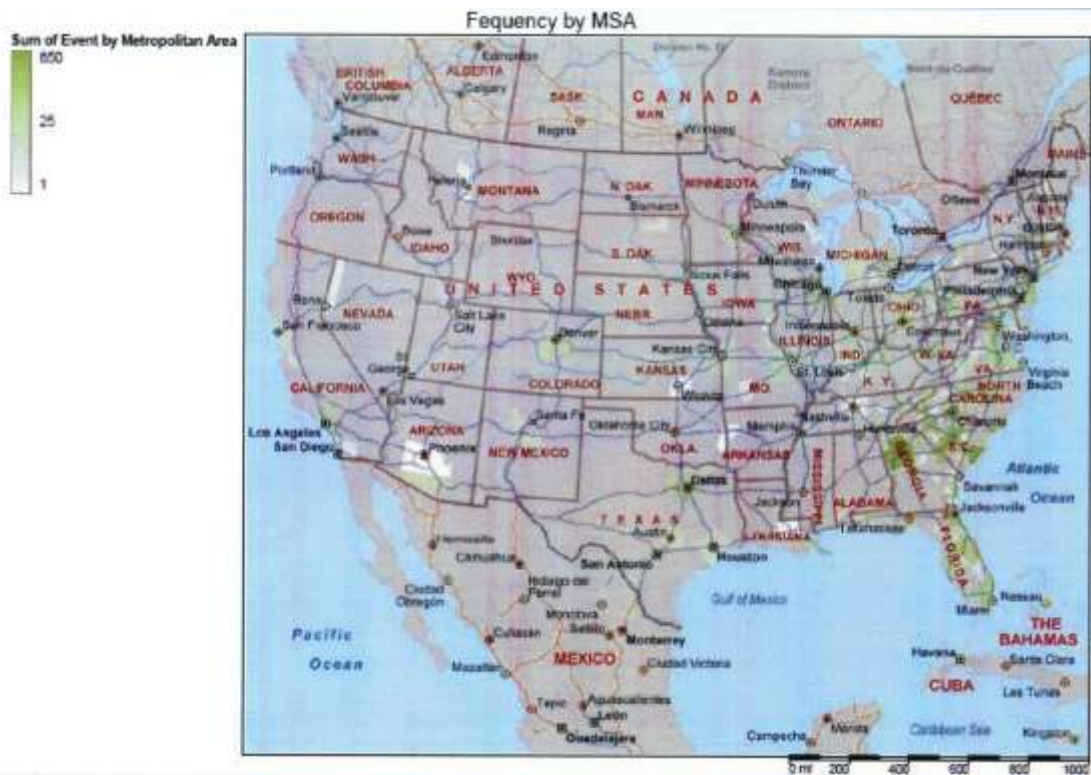


  
*Hilton Head Island*  
**Concours d'Elegance**  
*& Motoring Festival*

**FREQUENCY BY STATE**



**FREQUENCY BY MSAs  
(Metropolitan Statistical Area)**





## OTHER CAR SHOWS ATTENDED

Other Car Shows Attended	% Respondents
Pebble Beach Concours d'Elegance	8%
Amelia Island Concours d'Elegance	17%
Meadow Brook Concours d'Elegance	5%
Greenwich Concours d'Elegance	2%
Monterey Historics	3%
Lime Rock	3%
American Le Mans	4%
Other car shows not listed	42%
I haven't attended any shows in the last 2-3 years	43%

## FESTIVAL CHARACTERISTICS: T2B% RANKING

Festival Characteristic	#T2B Respondents	Total Respondents	T2B% Responses
Location	369	388	95%
Special Exhibits (i.e. Life on the Road RV Display)	297	319	93%
Staff Friendliness	357	384	93%
Parade of Cars	287	314	91%
Ambiance	335	368	91%
Special Presentations (i.e. Road to the Future Technology Exhibit)	223	257	87%
Opportunities to learn about Cars	316	365	87%
Hot Laps at Track	156	181	86%
Parking	333	388	86%
Music	309	366	84%
Interaction with Exhibitors	307	364	84%
Awards Ceremonies	187	223	84%
Exhibits	285	345	83%
Guided Tours	125	155	81%
Kids Area	112	149	75%
Concessions	227	316	72%