

2006 Attendee Survey

Summary of Results

- Of the 5,000 attendees polled, 1,517, or 30.5%, participated. One-third have been members for 3-5 years, and have attended an average of 6 conventions. 65% of attendees are over the age of 50, and 34% are between 31 and 50. The majority, 47%, of respondents lives in the northwestern or southwestern US, and 20% come from the Midwest.
- Support for recent policy change stating that in 2008 each attendee, including spouses and guests, must be a member of SCI:
Yes 28%
No 72%

Comment Summary: The majority of respondents who voted 'No' didn't think that wives and girlfriends should be subject to the membership requirement, but that other non-member guests should. They stated that their wives and girlfriends contribute financially to the success of the show but may not have an active interest in the sport of hunting. Many responses pointed out that the Convention is, or should be, used as a marketing tool for membership.

- Methods by which attendees most often indicate they hear about SCI's Annual Hunter's Convention:
 1. Attended a previous show 36%
 2. Invited by a friend 22%
 3. Colleague or business associate 19%

Comment Summary: It is noteworthy that many of the 16% who responded 'Other: Please Specify' are, in some way, a part of the hunting community: SCI volunteer, national or chapter member receiving SCI publications, guide or outfitter, etc.

- Top three hunting publications attendees read regularly to keep informed:
 1. Safari Magazine 85%
 2. NRA'S American Hunter 43%
 3. Sports Afield 25%

Other magazines indicated include:

African hunter
African Sporting Gazette
Big Game Adventures
Bowhunter Magazine
Eastman's Hunting Journal

North American Whitetail
Double Gun Journal
Gray's Sporting Journal
Shooting Sportsman
Sporting Classics
Texas Trophy Hunters
The Hunting Report

- Top cable television hunting shows attendees watch:
 1. Expedition Safari 52%
 2. Benelli's American Safari 31%
 3. North American Hunter 31%

Other cable shows indicated include:

American Archer
Dangerous Game
Jim Zumbo Outdoors
Jim Shockey's Adventures
Dangerous Game
Jack Brittingham
Outdoor Adventures
Primo's Truth About Hunting
Real Tree Adventures
Ted Nugent's Spirit of the Wild
Tracks Across Africa
Under Wild Skies

Comment Summary: A large percentage of those who responded "Other, Please Specify" say they either don't have cable or don't watch TV.

Note: Of the 52% respondents, roughly 600, who watch Expedition Safari, only 29, or 2%, indicated that they heard about the Convention on Expedition Safari.

- Although 85% of respondents indicated they would be returning to the 2007 convention, a majority of those who responded 'No, please explain' cited the new membership policy / requirement and Reno locale as reasons for not returning.
- Potential SCI sites for the 2010 Convention receiving the largest percentage of "most desired" ratings:
 1. Reno 48%
 2. Las Vegas 42%
 3. San Antonio 15%
- Attendees' top choices for obtaining information about the Convention are "E-mail" (48%) and "direct mail" (42%).

- Methods most often used by attendees to register for the Convention:
 1. Web site 45%
 2. By phone 26%
 3. By mail 15%

Note: This survey was web-based, so the majority of respondents are computer savvy and may have a pre-disposition to receiving information and/or registering for Convention via the internet.

- The most important factors in an attendee's decision to attend the show are "location of show (Reno)", "products" and "companies exhibiting".
- On average, SCI attendees spend \$27,590.99 annually on safaris, adventure travel and related hunting activities.
- Attendees most often cite "meeting with professional hunters to book hunts" (49%) as the primary reason they attend the Convention.
- Attendees' shopping interests at the Convention are:
 1. Hunting Services 89%
 2. Firearms 49%
 3. (tie) Clothing 21%
 3. (tie) Artwork 21%

- 54% of the respondents indicate that they currently purchase a four day pass.

Comment Summary: Those who indicated 'No' indicated that cost and time constraints are the main factors.

- Attendee support for attending all five days of the show if a fifth day is added:
Yes 24%
No 76%

Comment Summary: The majority of those who responded 'No' indicate they believe no additional time is necessary.

- Support for SCI's proposed addition of a fifth day to the Convention for a **Tuesday to Saturday** format:
Yes 43%
No 57%

Comment Summary: The majority of those who responded 'No' indicate they believe no additional time is necessary.

- Support for a minimal badge fee increase to cover the expenses of adding a fifth day (only those who attended all four days):

Yes 32%
No 68%

Comment Summary: Of the 68% responding 'No', concerns over duration of the show is key; it is less about the money than time available to attend.

- Attendees rating the Convention experience provide the highest overall satisfaction levels to “cleanliness of the facility,” “parking/shuttle service” and “convention facility & services”. Attendees were least satisfied with the “food & beverage”.
- Overall satisfaction ratings for the Pre-Registration process are high. The weak link is a combined “extremely satisfied” and “very satisfied” rating of 79% for attendees’ “successful navigation of registration website”.
- When attendees rated their satisfaction with the On-Site registration process, “friendliness of registration agent” ranked highest. Attendees provided their lowest satisfaction levels for the “waiting time”.
- Survey participants were asked to list who, in varying capacities, they would like to see invited to the Convention. Following are their first choices:
Bill O’Reilly or Rush Limbaugh, media personality
George Bush (Sr. or W) or Dick Cheney, political figure
Any notable entertainer or Tom Selleck, celebrity
The responses for musician were varied; the only consistency was their preference for country and western music.
- Attendees would like to see more of the following goods & services on the show floor:
 1. Professional hunters & hunting operations 66%
 2. Retail Hunting goods 65%
 3. Firearms 39%

Comment Summary: Of the 16% who said “Other, Please Specify”, the majority indicate they would prefer to see more guide / hunting services and / or North American hunts.

- Attendees would like to see fewer non-hunting related goods on the show floor.
- Most attendees (61%) think the SCI Convention should “stay approximately the same size”.
- On average, attendees spend \$4,299.36 at Convention Auctions.
- On average, the following is data related to how much convention attendees spend on the show floor:

54%	\$5,000 or less
18%	\$5,000 to \$10,000
14%	\$10,000 to \$25,000
6%	\$25,000 to \$50,000
8%	\$50,000 or more

- Sixty percent of all attendees participated in live auctions at the Convention. Fifty percent took part in one to three live auctions.
- When attendees rated their experience with the auction staff they provided the following distribution of “very satisfied” ratings:
 1. Friendly 54%
 2. Helpful 52%
 3. Knowledgeable about auction items 40%
- When asked which exhibitors stood out and why, the trend among respondents included taxidermy, large and attractive displays, and booths manned by friendly and honest businessmen.
- Survey respondents indicated they also attend the following conventions and tradeshows:

Dallas Safari Club
SHOT Show
RMEF
NRA
Harrisburg, PA
FNAWS

- The most common responses regarding what attendees liked BEST about the convention were camaraderie and meeting friends, meeting professional hunters, and the variety and class of the show.
- When asked what attendees liked LEAST about the convention, respondents most often said there were too many booking agents, not enough representatives from the country you want to hunt in, quality of food, inability to handle lunch rush, high hotel rates, over-crowding and lack of seating and lounge areas, constant waiting, cost and location.
- Attendees provide the following suggestions for improving future Conventions:

Enlarge the map of the show floor
Increase seating and lounge areas
Increase aisle width / spacing to eliminate overcrowding
Negotiate better rates and service with hotels

Relocate show (periodically) out of Reno

- Eighty-nine percent of attendees indicate they had an “excellent” (43%) or “very good” (46%) experience at the Convention.
- Ninety-three percent of attendees rated the Convention either an “acceptable value” or better.
- When considering the diversity of the show floor, 76% of attendees found the badge entrance fee to be a good value.

Comment Summary: Survey respondents generally felt that badge prices are not presently out of line but would not like to see any increase in the next few years.