

MAIN ATTRACTIONS AT 2011 T.C.C. EXPOS

MICHIGAN

	1st Time Attendees	Repeat Attendees	All Attendees
Tech Info Center (as a whole)	40.43	65.74	58.06
Everything	44.68	36.11	38.71
Free Seminars	34.04	31.48	32.26
Archery Answer Man (1)	23.40	29.63	27.74
Trophy Contest & Display	19.15	30.56	27.10
Deer Hunting Answer Man (1)	19.15	28.70	25.81
Food Plot Info Area (1)	14.89	26.85	23.23
Clothes/Footwear A-man (1)	14.89	25.93	22.58
Slug Guns/Muzz'l'dr A-M (1)	14.89	23.15	20.65
New Products/Exhibit	14.89	23.15	20.65
Firearms Answer Man (1)	17.02	18.52	18.06
Shooting Ranges	14.89	19.44	18.06
Turkey Hunt Answer Man (1)	8.51	21.30	17.42
Trail Cam Photo Contest	12.77	14.81	14.19
Venison Butchering Demo	19.15	10.19	12.90
Optics Hands-on Tryout (1)	6.38	10.19	9.03
Women's Hunt Clothes, Etc	6.38	16.67	13.55
Archery Trick Shooting	12.77	13.89	13.55
Gun Auction	8.51	14.81	12.90
Live Animals	10.64	11.11	10.97
Puppies & Kids Sunday	17.02	7.41	10.32
Outdoor Photo Contest	4.26	12.04	9.68

OHIO

	1st Time Attendees	Repeat Attendees	All Attendees
Tech Info Center (as a whole)	42.37	53.93	50.66
Everything	42.37	46.47	45.41
Trophy Contest & Display	33.90	41.18	39.30
Free Seminars	28.81	40.59	37.55
Clothes/Footwear A-Man (1)	20.34	27.65	25.76
Deer Hunting Answer Man (1)	11.86	28.82	24.45
Food Plot Info Area (1)	11.86	27.65	23.58
Archery Answer Man (1)	11.86	24.12	20.96
New Products/Exhibit	8.47	24.12	20.09
Slug Guns/Muz'lo'd'r A-M (1)	10.17	21.76	18.78
Turkey Hunt Answer Man (1)	10.17	21.76	18.78
Archery Trick Shooting	15.25	20.00	18.78
Shooting Ranges	11.86	20.00	17.90
Venison Butchering Demo	8.47	20.00	17.03
Firearms Answer Man (1)	8.47	20.00	17.03
Women's Hunt Clothes, Etc	13.56	17.65	16.59
Live Animals	15.25	17.06	16.59
Optics Hands-on Tryout (1)	8.47	15.88	13.97
Turkey Calling Contest	5.08	13.53	11.35
Trail Cam Photo Contest	6.78	12.35	10.92
Outdoor Photo Contest	3.39	12.94	10.48
BI Powder Gun Makers Shop	1.69	11.76	9.17

ILLINOIS

	1st Time Attendees	Repeat Attendees	All Attendees
Tech Info Center (as a whole)	42.86	54.64	50.33
Trophy Contest & Display	30.36	43.30	38.56
Everything	37.50	37.11	37.25
Free Seminars	28.57	41.24	36.00
Clothes/Footwear A-Man (1)	21.43	29.90	26.80
Archery Answer Man (1)	19.64	27.84	24.84
Slug Guns/Muzz'l'dr A-M (1)	21.43	24.74	23.53
Venison Butchering Demo	19.64	25.77	23.53
Deer Hunting Answer Man (1)	23.21	20.62	21.57
Turkey Hunt Answer Man (1)	19.64	19.59	19.61
Food Plot Info Area (1)	10.71	23.71	18.95
Firearms Answer Man (1)	12.50	21.65	18.30
Women's Hunt Clothes, Etc (1)	16.07	19.59	18.30
Shooting Ranges	17.86	17.53	17.65
New Products/Exhibit	19.64	16.49	17.65
Archery Trick Shooting	17.86	16.49	16.99
Turkey Calling Contest	23.21	13.40	16.99
Optics Hands-on Tryout (1)	10.71	17.53	15.03
Trail Cam Photo Contest	14.29	13.40	13.73
Live Animals	14.29	12.37	13.07
Puppies & Kids Sunday	14.29	12.37	13.07
Outdoor Photo Contest	8.93	13.40	11.76

WISCONSIN

	1st Time Attendees	Repeat Attendees	All Attendees
Tech Info Center (as a whole)	41.94	49.72	47.72
Everything	35.48	50.28	46.47
Free Seminars	25.81	39.11	35.68
Trophy Contest & Display	25.81	34.64	32.37
Deer Hunting Answer Man (1)	19.35	25.14	23.65
Archery Answer Man (1)	19.35	23.46	22.41
Turkey Hunt Answer Man (1)	17.74	20.67	19.92
Firearms Answer Man (1)	14.52	20.67	19.09
New Products/Exhibit (1)	11.29	21.23	18.67
Live Animals	20.97	17.88	18.67
Shooting Ranges	19.35	18.44	18.67
Clothes/Footwear A-Man (1)	16.13	18.99	18.26
Archery Trick Shooting	9.68	21.23	18.26
Food Plot Info Area (1)	6.45	21.79	17.84
Venison Butchering Demo	16.13	16.76	16.60
Optics Hands-on Tryout (1)	12.90	17.32	16.18
Slug Guns/Muz'loadr A-M (1)	9.68	17.88	15.77
Trail Cam Photo Contest	8.06	16.76	14.52
Outdoor Photo Contest	4.84	16.20	13.28
Women's Hunt Clothes, Etc	8.06	13.97	12.45
Puppies & Kids Sunday	4.84	9.50	8.30

- (as a whole) Cumulative total for all Tech Info Center segments. This number shows the percentage of survey cards on which at least one item in the Tech Info Center list of topics was checked.
- (1) The term "Tech Info Center" is less important than the individual topics within that main title, judging by the responses. People focus on the individual Answer Man topics in which they are primarily interested.



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