

GEORGE STRAIT COUNTRY MUSIC FESTIVAL: CONSUMER INTERACTION

<u>On-site</u>		Show	Contacts/	Database	Triers	
	<u>Presence</u>	<u>Attendance</u>	<u>Databases</u>	<u>Smokers</u>	<u>(2pk/ea.)</u>	<u>CDs</u>
Phoenix	all	62,553	5,095	3,538	2,538	5,100
Tampa	all	48,000	8,123	6,219	4,811	6,219
New Orleans	all	42,455	6,861	4,961	3,371	4,961
Birmingham	all	41,000	5,112	3,662	2,947	3,622
Detroit	all	53,000	4,401	3,739	3,360	4,000
St. Louis	all	44,500	5,098	4,277	3,242	4,400
Oakland/SF	no cigs	40,000	6,970	3,544	-	6,960
Los Angeles	all	49,372	6,710	2,935	2,135	3,100
Columbus	nothing	42,375	-	-	-	-
Chicago	no cigs	49,235	8,725	6,089	-	8,800
Kansas City	all	53,392	7,345	4,404	1,585	2,200
Minneapolis	no cigs	46,263	10,159	6,074	-	10,874
Salt Lake	nothing	42,500	-	-	-	-
Denver	all	59,642	7,235	4,158	1,610	2,000
Raleigh	all	45,000	6,203	4,224	1,815	2,400
Atlanta	no cigs	39,782	8,221	5,464	-	8,300
Dallas	all	40,182	7,116	4,807	640	7,300
Houston	all	49,000	4,045	2,745	1,745	4,000
Total		848,251	107,419	70,840	29,799	84,236
<i>minus dark shows:</i>		763,376				

<u>Bars</u>	Bar	Estimated	Contacts/	Database	Triers/	
	<u>Nights</u>	<u>Attendance</u>	<u>Databases</u>	<u>Smokers</u>	<u>packs*</u>	<u>CDs</u>
Phoenix	7	2,900	2,434	1,509	1,608	2,200
Tampa	9	2,100	1,638	1,212	853	1,168
New Orleans	9	1,500	945	663	916	936
Birmingham	9	2,050	1,232	1,586	1,029	1,087
Detroit	9	1,600	982	670	745	996
St. Louis	6	3,250	1,372	982	669	970
Oakland/SF	9	2,440	1,241	655	533	1,350
Los Angeles	12	2,971	1,755	958	915	1,648
Columbus	4	1,102	603	333	503	619
Chicago	10	3,390	2,792	1,996	1,859	1,676
Kansas City	10	4,505	2,497	1,415	878	2,437
Minneapolis	9	2,365	1,384	654	-	1,252
Salt Lake	9	2,259	1,576	1,132	1,305	1,548
Denver	9	6,500	2,738	1,377	1,979	2,783
Raleigh	6	4,900	2,469	1,384	1,559	2,410
Atlanta	9	3,889	1,562	899	940	1,562
Dallas	9	4,063	2,451	1,214	1,249	2,451
Houston	9	2,291	1,319	905	839	1,284
Total	154	54,075	30,990	19,544	18,379	28,377

PROGRAM TOTAL **817,451** **138,409** **90,384** **48,178** **112,613**

* some passed to others