

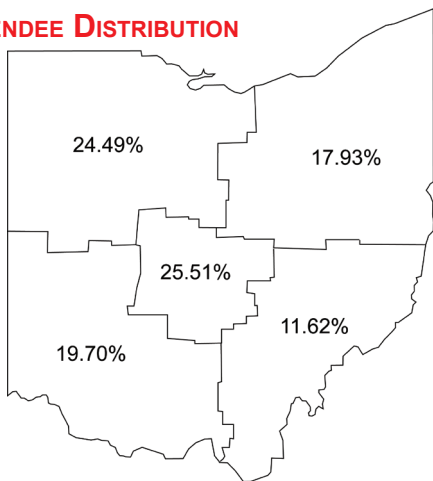


ATTENDEE SURVEY

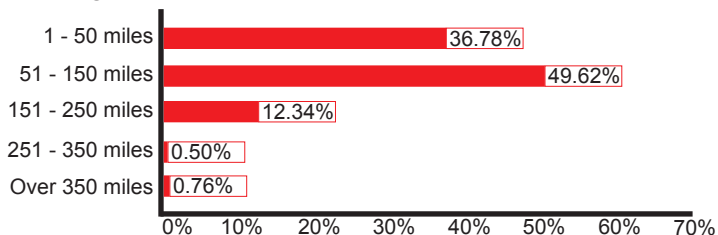
JAN. 30, 31 & FEB. 1, 2009

This survey was conducted at the 2009 Power Show Ohio. Members of the Ohio FFA randomly surveyed attendees during the show. This survey provides customer demographics that will assist exhibitors in qualifying attendees of Power Show Ohio.

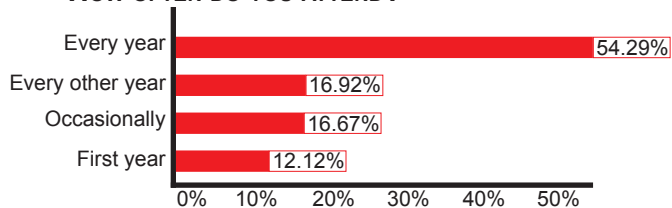
ATTENDEE DISTRIBUTION



DISTANCE TRAVELED



HOW OFTEN DO YOU ATTEND?



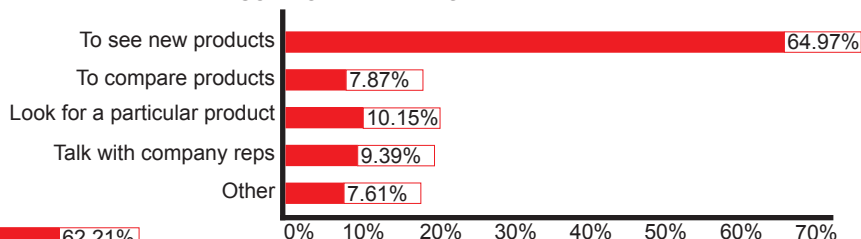
■ AVERAGE NUMBER PER PARTY . . . **2.91 PEOPLE**

■ AVERAGE NUMBER OF ACRES FARMED . . .

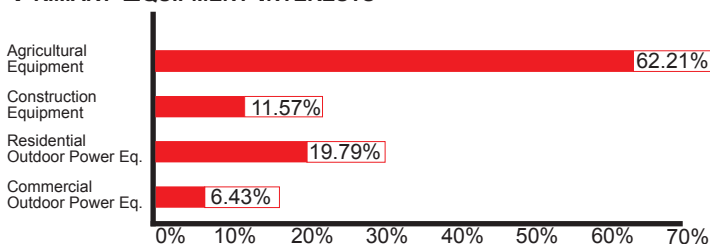
519.69 ACRES

(60.62% OWNED; 39.38% RENTED)

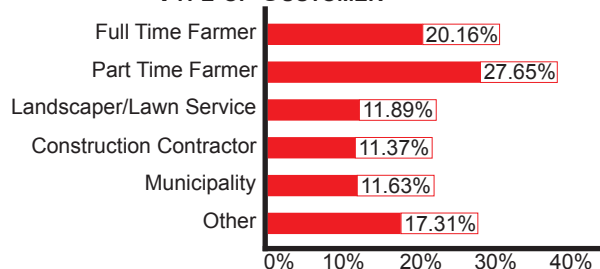
PRIMARY REASON FOR ATTENDING



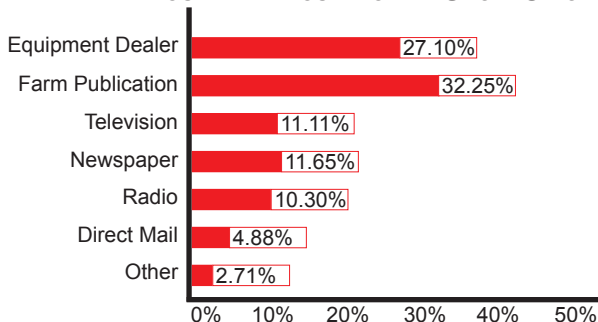
PRIMARY EQUIPMENT INTERESTS



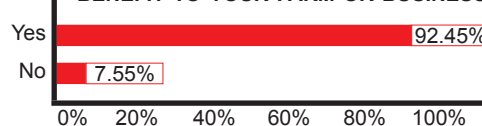
TYPE OF CUSTOMER



WHERE DID YOU HEAR ABOUT POWER SHOW OHIO?



DID YOU FIND THE SHOW OF INTEREST OR BENEFIT TO YOUR FARM OR BUSINESS?



HAVE YOU PURCHASED A PRODUCT AS A RESULT OF SEEING IT AT THE SHOW?



DO YOU EXPECT TO MAKE A NEW MACHINERY PURCHASE THIS YEAR?

