

Mix Nashville 2009 attracted 620 unique registrants over the course of two days. Of these, more than 91% are qualified audio- and music-industry professionals, including producers, engineers, live-sound personnel and songwriters. And roughly 88% of responding attendees do their primary audio work in a studio. Mix Nashville attendees represent a strong cross-representation of the industry, as well as a highly qualified lead base for event partners.

What is your primary reason for attending Mix Nashville?

Expert panels on the music business and the art of music production and performance	24%
Networking opportunities with established music recording professionals	31%
Free classes covering popular music-production software and hardware	23%
Personalized walkthroughs of the latest music hardware and software with expert staff members	22%

What is your level of involvement in the recording industry?

Full-time pro.....	37%
Part-time pro.....	19%
Aspiring pro	39%
Enthusiast.....	5%

Where do you do your primary work?

Commercial studio.....	19%
Private studio.....	18%
Home-based studio	51%
Live sound venues.....	10%
Post-production facility.....	2%

What do you consider to be your primary musical activity?

Producer	25%
Engineer	37%
Live sound/production professional	11%
Songwriter	19%
Music enthusiast.....	8%

What platform do you use for music production?

Mac.....	52%
PC.....	29%
Both equally.....	17%
None	2%

What is the likelihood that you will attend future Mix Nashville events?

Certain - 99% to 100% sure	34%
Very probable - 75% to 98% sure.....	30%
Probable - 50% to 74% sure.....	24%
Possible - 25% to 49% sure.....	5%
Slightly possible - 5% to 24% sure	2%
Not possible - less than 5% sure	4%