

# Demographics...

A wealth of data is available for anyone interested in the study of demographics. There's so much information available, it'll make your eyes cross and your mind melt. If you buy studies, you can go diving through black holes of statistics for every market you plan to enter, produce and develop . . . and, you'll end up pretty much confused and penniless for the experience - still asking, "What's it all about?"

After more than two decades of producing shows, I think deep studies of demographics, essential to the selection of home show locations, has been useless / meaningless / pointless and anything else 'less' that wastes time and money.



What I do know is that someone's already done the work. Think of investing MILLIONS OF DOLLARS into a facility\* that, in one way or another, must draw from the surrounding population to fill its hall with sports enthusiasts, fairs, fests, shows and expos. Would ya think they spent some time studying the nearby communities? I do. So, why recreate the wheel?!

(\* Excuse me: exceptions are halls in Industrial Parks like: McCook, St Chas Sportsplex, Naper Players and others.)

Mindful that there's a few PRIMO facilities with STINKO shows, perhaps some effort should be spent studying the Other Guys' halls. Here's some helpful web sites to aid your search:

<http://www.city-data.com/>

<http://www.melissadata.com/>

[http://en.wikipedia.org/wiki/Highest-income\\_counties\\_in\\_the\\_United\\_States](http://en.wikipedia.org/wiki/Highest-income_counties_in_the_United_States)

[http://www.chicagotribune.com/news/custom/information/chi-communities-map\\_0,7266973.htmlstory](http://www.chicagotribune.com/news/custom/information/chi-communities-map_0,7266973.htmlstory)

<http://quickfacts.census.gov/qfd/states/17000.html>

Done? Great. Demographics may build confidence in choosing locations, but they offer no help when choosing home shows. Why? Consider this . . .

We're all in the same soup. Yet, our shows have succeeded where other producers failed. Six of the 8 facilities we produce were once under contract to the Other Guys (Glen Ellyn / Darien / Palatine / Oak Lawn / Lake County / Homer Glen). They threw in the towel and we snapped 'em up. [St Charles and W Aurora were developed by us.]

Elsewhere, the Other Guys' have dumped shows in the same markets as ours, while we succeeded. Maybe we're just lucky. If the Other Guys drop shows in conflict with The Home ShowS' outlying markets, perhaps we're blessed. When the Other Guys 'negotiate deals' offering free space with any exhibitor who'll fill in space, well . . . there's just no more excuses.

It's not 'chance' or good fortune. It's skill as a producer with 23 years experience.

Exhibitors don't have to study halls and markets. They just have ask around. History proves which producer produces. Reputation depends upon it. Growth defines it. Success evidences it.

I think schlepping through tons of demographic data is a waste of time, money and resources.

Of course, I'm willing to review your studies . . .

. . . or, not.

Lil' Johnny

Send opinions to [John@ChicagoHomeShow.Net](mailto:John@ChicagoHomeShow.Net)

Send demographics to [\\*&-/\]=@#\[-\\$%^&\\* - dot - CON](mailto:*&-/]=@#[-$%^&* - dot - CON)

SOURCE: [www.ChicagoHomeShow.Net/LilJ](http://www.ChicagoHomeShow.Net/LilJ)



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. . . a pretty good authority on halls.