

DEMOGRAPHICS of the GREAT NEW ENGLAND AIR SHOW

Approximately 26 million people attend over 400 air shows annually. During the past decade, air shows rivaled NASCAR and NFL attendance. From the following information, based on an economic impact study of the 2008 Great New England Air Show by graduate students from the University of Massachusetts Department of Hospitality and Tourism Management, it is clear that GNEAS attendees are usually well educated and relatively affluent families.

GENDER

Male	68%
Female	32%

AGE

Under 24	5%
25-36	19%
37-48	39%
49-60	26%
60+	11%

EDUCATION

Some High School	2%
High School Grad	11%
Some College	39%
Four-year College	33%
Post-Grad Degree	15%

HOUSEHOLD INCOME

Less than \$25K	9%
\$25k – \$50K	17%
\$50K - \$75K	25%
\$75K - \$100K	21%
Over \$100K	28%

MILES TRAVELED

Under 65 miles	77%
Over 65 miles	23%

HEARD ABOUT AIR SHOW

Newspaper	16%
TV	8%
Mailer	1%
Internet	37%
Other	41%

In 2008, the average GNEAS attendee was a 45 year old male with a small (family) group of 3-4 individuals including children, traveling an average of 45 miles, who are highly interested in air shows. 57% of those polled said the primary reason for attending was their interest in aircraft and the second most popular reason (32%) was “entertainment for the family”. GNEAS attendees indicated a high level of satisfaction with our event, with 77% indicating a “satisfied” or “very satisfied” rating. Of those polled, 85% indicated with a high level of certainty that they would return to the GNEAS.

HOW YOUR MONEY IS SPENT

- Acts and performers including fuel, transportation, lodging, rental cars and food.
- Infrastructure, promotional and other production costs
- Seed money for Westover’s next edition of the Great New England Air Show.
- GCC Contribution Recipients:
 - Pioneer Valley USO
 - Westover Airman & Family Readiness Center
 - Westover Civil Air Patrol
 - Westover Chiefs’ Council
 - Westover Family Day
 - Westover Young Marines
 - Youth Outreach Day
 - Pilot For a Day program
 - The Galaxy Community Council’s community affiliate, the Shriners Hospital for Children in Springfield

Galaxy Community Council (GCC) workers are volunteers. There is no financial remuneration for the work provided by the officers, directors or members of the GCC for any air show related or other activities at Westover Air Reserve Base. 100% of your contribution is devoted to production costs and the organizations we support.

The Galaxy Community Council is an all-volunteer 501c3 charitable corporation that works to support Westover Air Reserve Base and the Great New England Air Show. It is not a part of the Department of Defense or any of its components and it has no governmental status.