

Southern Women's Show in Charleston

2016 Audience Profile

SOUTHERN WOMEN'S SHOW™

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

A representative sample of show guests was surveyed to build an audience profile and highlight their interests. Below is an overview of the women, and your potential customers, who attend the Southern Women's Show.

Age

5% 18 – 24

34% 25 – 34

22% 35 – 44

30% 45 – 54

22% 55 – 64

8% 65+

Race

64% Caucasian

9% African American

9% Asian

18% Other

Marital Status

73% Married

27% Single

Children

80% Have children

20% No children

Education Level

90% College or Higher

What did you enjoy at the show?

82% Shopping

82% Cooking Demos & Food Sampling

64% Promotions, Prizes & Contests

93% Fashion Shows & Stage Presentations

45% Special Guests

Household Income

18% \$25,000 - \$49,000

36% \$50,000 - \$74,999

18% \$75,000 – \$99,999

12% Over \$100,000

16% Prefer not to answer

Who did you come with?

12% By Myself

38% Friends

45% Family

2% Co-Workers

Do you plan to return in 2017?

97% Yes

3% No

