



**Survey Results:: Greensboro, NC
Spring- 2016**

COMBINED HOUSEHOLD ANNUAL INCOME

Under \$50,000	16%
\$50 - \$75,000	18%
\$75 - \$100,000	18%
\$100 - \$150,000	17%
\$150 - \$250,000	6%
\$250,000 +	2%

AGE GROUP

18-24	3%
25-34	3%
35-44	8%
45-54	24%
55-64	34%
65 +	27%

GENDER OF SHOW GUESTS

Male	32%
Female	68%

ATTENDED WITH HOUSEHOLD MEMBER

Yes	74%
No	26%

PERMANENT RESIDENCE

Guilford County	47%
Randolph County	11%
Forsyth County	10%
Almance County	8%
Davidson County	7%
Rockingham County	5%
Virginia	4%
Other	4%
Yadkin County	2%

HOW MANY TIMES GUEST HAS BEEN TO THE SOUTHERN IDEAL HOME SHOW?

1 ST time	28%
2 times	13%
3-4 times	25%
5-6 times	12%
More than 6 times	23%

PLANS FOR HOME

Keep home/ make improvements	76%
Keep as is	15%
Sell/ Build – Buy New	8%
Sell/ Buy existing	1%

PLANNED PURCHASES

Landscaping/Outdoor Living	38%
Interior Home Furnishings/ Accessories	25%
Bathroom Fixtures	23%
Appliances	22%
Floor covering/ Carpeting	20%
General Remodeling	18%
Windows/Doors	15%
Outdoor Lighting	14%
Storage/ Utility Buildings	10%
Heating & Air	10%
Security Systems	9%
Home Entertainment	7%
Roofing/ Siding	7%
Pools/ Spa	6%

HOME IMPROVEMENT SPENDING

\$1,000 or less	12%
\$1,000 - \$2,499	12%
\$2,500 - \$4,999	16%
\$5,000 - \$9,999	22%
\$10,000 - \$24,999	13%
\$25,000 - \$49,999	3%
\$50,000 or more	4%

FUTURE HOME PRICE

\$100,000 - \$200,000	44%
\$201 - \$300,000	31%
\$301 - \$750,000	25%

HOW SHOW GUESTS HEARD ABOUT THE EVENT

Television	50%
Newspaper	24%
Word of Mouth	16%
Mailing	14%
Internet/Social Media	11%
Radio	8%
Invite from Exhibitor	4%
Billboard	3%
Magazine	1%