Southern Women's Show Charlotte 2015 Audience Profile



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

_		
	-	
A	o	٠

2%

Children

18% African American

Latino

Other

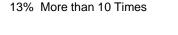
4%	18 – 24	What did you enjoy at the show?		
13%	25 – 34	63%	Shopping	
20%	35 – 44	37%	Cooking Demos, Food Sampling	
29%	45 – 54	35%	Promotions, Prizes, Contests	
34%	55 +	20%	Fashion Shows	
		17%	Health Screenings	
Race	•	15%	Stage Presentations	
76%	Caucasian	11%	Celebrity Guests	



How many times have you been to the show?

21% First Time

Marital Status	2170 1 1100 1 11110
Walital Status	24% 2 to 3 Times
65% Married	26% 4 to 6 Times
35% Single	400/ 7 to 40 Times
35% Single	16% 7 to 10 Times



76% Have children Who did you come with? 24% No children 48% Family

Education Level	39%	Friends
89% College or Higher	9%	By Myself
Household Income	4%	Co-Workers

97% Yes

3% No





24% Prefer not to answer

25% \$25,000 - \$50,000

24% \$50,000 - \$75,000

19% \$75,000 - \$100,000

Over \$100,000