

# 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.

### Age

- 4% 18 – 24
- 13% 25 – 34
- 20% 35 – 44
- 29% 45 – 54
- 34% 55 +

### Race

- 76% Caucasian
- 18% African American
- 2% Latino
- 4% Other

### Marital Status

- 65% Married
- 35% Single

### Children

- 76% Have children
- 24% No children

### Education Level

- 89% College or Higher

### Household Income

- 25% \$25,000 - \$50,000
- 24% \$50,000 - \$75,000
- 19% \$75,000 – \$100,000
- 8% Over \$100,000
- 24% Prefer not to answer

### What did you enjoy at the show?

- 63% Shopping
- 37% Cooking Demos, Food Sampling
- 35% Promotions, Prizes, Contests
- 20% Fashion Shows
- 17% Health Screenings
- 15% Stage Presentations
- 11% Celebrity Guests

### How many times have you been to the show?

- 21% First Time
- 24% 2 to 3 Times
- 26% 4 to 6 Times
- 16% 7 to 10 Times
- 13% More than 10 Times

### Who did you come with?

- 48% Family
- 39% Friends
- 9% By Myself
- 4% Co-Workers

### Do you plan to return in 2016?

- 97% Yes
- 3% No

