

# Southern Women's Show in Memphis

## 2017 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	What brought you to the show?
2% 18 – 24	89% Shopping
12% 25 – 34	68% Promotions, Prizes & Contests
21% 35 – 44	60% Cooking Demonstrations
24% 45 – 54	51% Fashion Shows & Presentations
31% 55 -64	40% Fun Day Out with Friends / Family
10% 65+	25% Special Guests



Race	How many times have you been to the show?
63% Caucasian	7% First Time
30% African American	28% Second Time
2% Latino	33% 3 to 6 Times
5% Other	10% 7 to 10 Times
	22% More than 10 Times



Marital Status	Who did you come with?
65% Married	48% Family
35% Single	36% Friends
	13% By Myself
	3% Co-Workers



Household Income	Education Level
36% \$25,000 - \$49,999	84% College or Higher
17% \$50,000 - \$74,999	
12% \$75,000 – \$99,999	<b>Do you plan to return in 2018?</b>
11% Over \$100,000	99% Yes
24% Prefer not to answer	1% No

