

# Southern Women's Show Nashville

## 2016 Audience Profile



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

3% 18 - 24  
19% 25 - 34  
21% 35 - 44  
34% 45 - 54  
27% 55 - 64  
15% 65+

### Household Income

28% \$20,000 - \$50,000  
17% \$51,000 - \$75,000  
12% 76,000- \$100,000  
14% Over 100,000  
29% Prefer not to answer



### Race

84% Caucasian  
12% African American  
1% Latino  
1% Asian  
2% Other

### What did you enjoy at the show?

75% Shopping  
65% Cooking Demos & Food Sampling  
63% Fashion Shows & Stage Presentations  
55% Promotions, Prizes, Contests  
17% Health Screenings  
33% Celebrity Guests



### Marital Status

64% Married  
36% Single

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

15% First Time  
14% Second Time  
26% 3 to 4 Times  
15% 5 to 6 Times  
30% More than 6 Times



### Children

76% Have children  
24% No children

### Who did you come with?

3% By Myself  
44% Friends  
50% Family  
3% Co-Workers

### Education Level

69% College or Higher

### Do you plan to return in 2015?

99% Yes  
1% No

