

Southern Women's Show in Nashville

2019 Audience Profile



Meet your potential customers, who attend the Southern Women's Show.

Age

- 4% 18 – 24
- 13% 25 – 34
- 22% 35 – 44
- 26% 45 – 54
- 25% 55 -64
- 10% 65+

What brought you to the show?

- 71% Shopping
- 34% Cooking Demos & Food Sampling
- 37% Promotions, Prizes, Contests
- 32% Fashion Shows & Presentations
- 20% Special Guests

Race

- 74% Caucasian
- 21% African American
- 5% Other

How long did you spend at the show?

- 0% Less than 1 hour
- 9% 1 to 2 Hours
- 51% 3 to 4 Hours
- 30% 5 to 6 Hours
- 6% 7 to 8 Hours
- 4% 2+ Days

Marital Status

- 63% Married
- 37% Single

Who did you come with?

- 57% Family
- 37% Friends
- 3% By Myself
- 3% Co-Workers

Children

- 81% Have children
- 19% No children

Household Income

- 25% \$25,000 - \$49,999
- 26% \$50,000 - \$74,999
- 27% \$75,000 – \$99,999
- 22% Over \$100,000

Education Level

- 87% College or Higher

Do you plan to return in 2020?

- 99% Yes
- 1% No



