

Southern Women's Show in Savannah

2016 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 did you enjoy at the show?
4% 18 – 24	97% Shopping
12% 25 – 34	81% Cooking Demos & Food Sampling
16% 35 – 44	85% Promotions, Prizes & Contests
26% 45 – 54	68% Fashion Shows & Stage Presentations
25% 55 – 64	63% Health Screenings
17% 65+	40% Celebrity Guests



Race	How many times have you been to the show?
59% Caucasian	11% First Time
32% African American	24% 2 to 3 Times
6% Latino	37% 4 to 6 Times
3% Other	21% 7 to 10 Times
	7% More than 10 Times



Marital Status	Who did you come with?
56% Married	10% By Myself
44% Single	45% Friends
	40% Family
	5% Co-Workers



Household Income	Education Level
23% \$25,000 - \$49,999	84% College or Higher
23% \$50,000 - \$74,999	
11% \$75,000 – \$99,999	
6% Over \$100,000	
37% Prefer not to answer	

Do you plan to return in 2017?
99% Yes
1% No

