

Southern Women's Show in Savannah

2019 Audience Profile



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

Age	What brought you to the show?
4% 18 – 24	72% Shopping
11% 25 – 34	52% Cooking Demos & Food Sampling
20% 35 – 44	46% Promotions, Prizes, Contests
22% 45 – 54	11% Fashion Shows & Presentations
25% 55 -64	25% Special Guests
18% 65+	

Race	How long did you spend at the show?
76% Caucasian	0% Less than 1 hour
17% African American	9% 1 to 2 Hours
2% Latino	48% 3 to 4 Hours
5% Other	28% 5 to 6 Hours
	8% 7 to 8 Hours
	7% 2+ Days

Marital Status	Who did you come with?
63% Married	49% Family
37% Single	40% Friends
	10% By Myself
	1% Co-Workers

Children	Education Level
78% Have children	83% College or Higher
22% No children	

Household Income	Do you plan to return in 2020?
28% \$25,000 - \$49,999	99% Yes
28% \$50,000 - \$74,999	1% No
22% \$75,000 – \$99,999	
22% Over \$100,000	

