

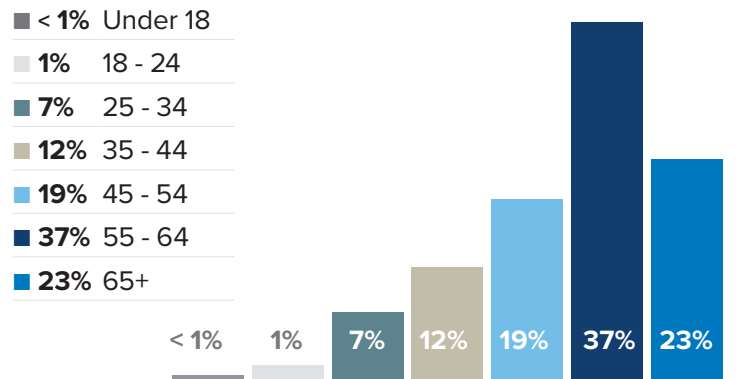
Meet this audience of serious, qualified homeowners who are interested in home improvement.

- 51% of attendees are female vs. 49% male
- 75% are married and 19% are single

**50%** of attendees indicated they had made or planned to make a purchase as a result of attending the NARI show.

## AGE OF ATTENDEES

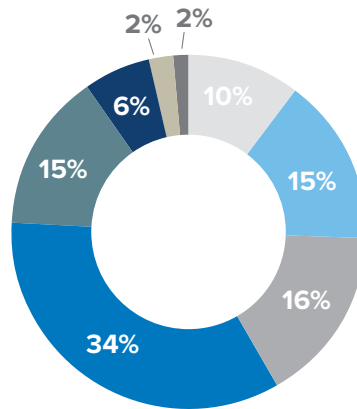
NARI home shows draw a large group of consumers. The largest group of attendees is between 55-64 years of age.



## INCOME RANGE OF ATTENDEES

Consumers who attend NARI shows are able to afford home improvements and renovations.

- 59% of all attendees make over \$90,000 per year
- 25% of all attendees make more than \$150,000 per year



## INCOME BREAKDOWN

- 10% Under \$50K
- 15% \$50K - \$69,999
- 16% \$70K - \$89,999
- 34% \$90K - \$149,999
- 15% \$150K - \$199,999
- 6% \$200K - \$349,999
- 2% \$350K - \$500K
- 2% Over \$500K

## TOP PLANNED PURCHASES

Almost 60% of attendees indicated they are planning to remodel in the near future.

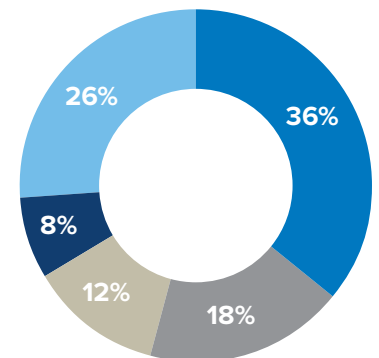
- 58% Home Remodeling
- 19% Landscaping
- 18% Interior Decorating & Design
- 15% Windows
- 11% Major Appliances
- 9% Vehicle

## ATTENDED NARI SHOWS

Over 36% of attendees were first-timers but many consumers return year after year.

More than 25% of attendees have been to a NARI show 5 or more times.

- 36% First time
- 18% Two times
- 12% Three times
- 8% Four times
- 26% Five or more



\*Data was compiled from 2,817 consumers who attended a NARI Milwaukee show.