

NARI consistently delivers exhibitors an audience of serious, qualified homeowners who are interested in home improvement.

**92%** of attendees indicated they had come to the show with a home improvement project in mind!

- 95% of showgoers own their own home.
- 75% are married; 19% are single.
- 53% of attendees are female; 46% male.

## TOP 5 PROJECT INTERESTS

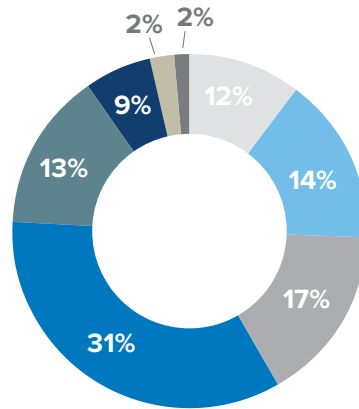
Attendees indicated their top 5 home improvement project interests.

1. Home Remodeling
2. Windows
3. Interiors
4. Deck/Patio
5. Other

## INCOME RANGE OF ATTENDEES

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

- **57% of all attendees make over \$90,000 per year**
- **26% of all attendees make more than \$150,000 per year**

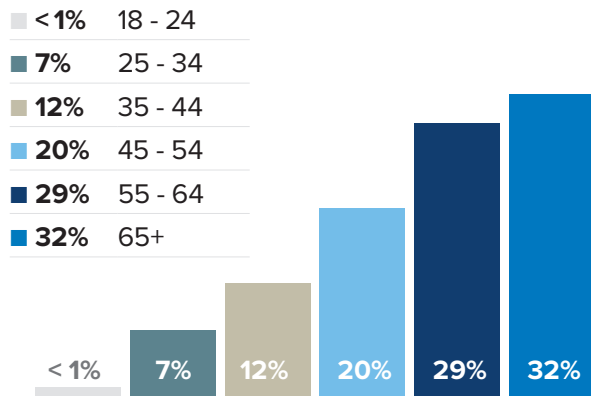


## INCOME BREAKDOWN

- 12% Under \$50K
- 14% \$50K - \$69,999
- 17% \$70K - \$89,999
- 31% \$90K - \$149,999
- 13% \$150K - \$199,999
- 9% \$200K - \$349,999
- 2% \$350K - \$500K
- 2% Over \$500K

## AGE OF ATTENDEES

81% of home show attendees are over 45 years of age.

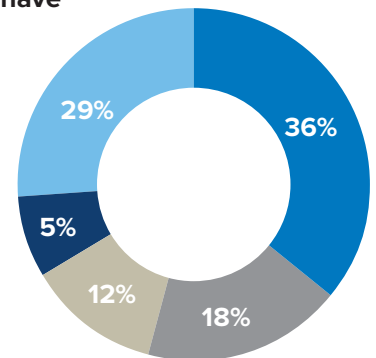


## ATTENDED NARI SHOWS

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

More than **29% of attendees have been to a NARI show 5 or more times.**

- 36% First time
- 18% Two times
- 12% Three times
- 5% Four times
- 29% Five or more



\*Data was compiled from 885 consumers who attended the 2021 NARI Milwaukee Spring Show.