



HOME SHOWS ATTENDEE PROFILE

Own their own home 89%

Age of the home

Greater than 10 years 76%

Less than 10 years 22%

Budget for home projects

\$5,000 - \$10,000 78%

\$10,000 + 22%

Annual household income

Under \$40,000 8%

\$41,000 - \$80,000 22%

\$81,000 - \$100,000 33%

\$101,000 + 27%

Did not respond 10%

Primary reason for attending

Kitchen & bath remodel 21%

Garden landscape 18%

Green products / services 12%

Window / doors 10%

Flooring 8%

Interior design 7%

Pool / spa / bbq 7%

Storage (all) 6%

Heating / AC / plumbing 5%

Other 6%

Female 28%

Male 20%

Couples 52%

Marital Status 79%
married

Age

18 - 24 3%

25 - 34 10%

35 - 44 16%

45 - 54 31%

55 - 64 24%

65 + 16%

(45 - 64) 55%

**Planning to start
their home project**

Now - 60 days 52%

60 days - 6 months 41%

6 months - 1 year 7%