

# 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%