



Maricopa County Home Shows

2010 Survey Analysis

Attendee Profile

Home Show Research



Basic Information

Residence: Maricopa County, AZ
 Sex: Female
 Age: 53 years young
 Relationship Status: Married
 Parental Status: Proud Parents

Personal Information

Annual Household Income: \$80,500 (avg.)
 Homeowner: Yes, same house for over 9 years
 Attended the Show: With family & or friends
 Looking specifically for:
 Garden/Landscape
 Kitchen/Bath Remodeling
 Interior Design
 Green Products & Services
 Pool / Spa / BBQ
 Seminars
 Projected Budget:
 Garden/Landscape: \$7K (avg.)
 Kitchen/Bath Remodeling: \$12K (avg.)
 Project Start Date: Within 45 days
 Thoughts about the Show: "We found just about everything we were looking for at the show. Plus, the exhibitors we met with left us feeling very confident in doing business with them."

Who is the average attendee?

In 2010, "home owner Becky" became "Becky Bounces Back." Becky and her friends came to the home shows in droves with a new positive outlook. She remains a happily married woman in mid 40's to upper 50's. The couple is employed and feeling like they survived the worst of times. As proud parents and newly "empty-nesters," they are planning to stay in their home for the foreseeable future. They are very interested in updating the look, both inside and out along with improving the efficiency of their home.

2010 Show line up



Research provided by
thinktank
www.thinktankmm.com



Maricopa County Home Shows

2010 Survey Analysis

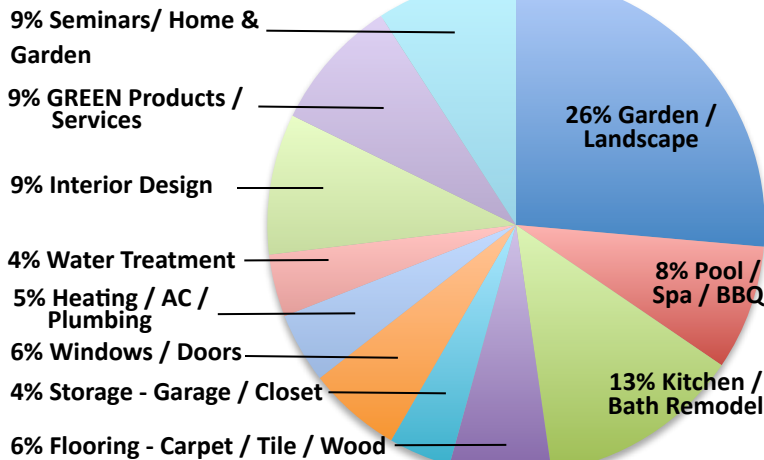
Attendee Profile

Home Show Research

Event

Produced by: Maricopa County Home Shows
 Type: Home & Garden Consumer Show
 Dates: 2010 / 5 shows: January, March, April/May, August & October
 Location(s): AZ State Fairgrounds, Phoenix AZ & University of Phoenix Stadium, Glendale AZ
 Attendees: 27,736 (avg per show) a **44% increase over 2009**

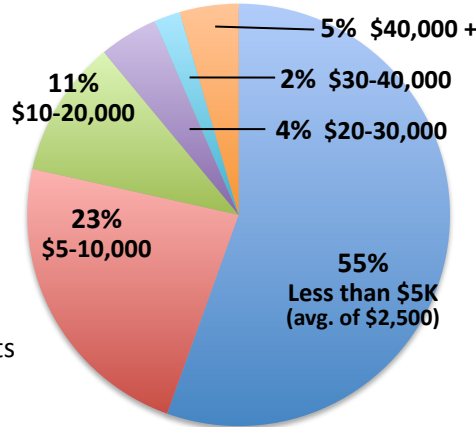
Primary Reason for Attending



Project Budgets

* 27,736 Attendees = approximately 13,868 Home Owners

% Home Owners	Average amount to	Total \$
55% = 7,627	\$2,500	= \$19,068,500
23% = 3,190	\$7,500	= \$23,922,300
11% = 1,525	\$15,000	= \$22,882,200
4% = 555	\$25,000	= \$9,707,600
2% = 277	\$35,000	= \$9,523,500
5% = 693	\$50,000	= \$34,670,000



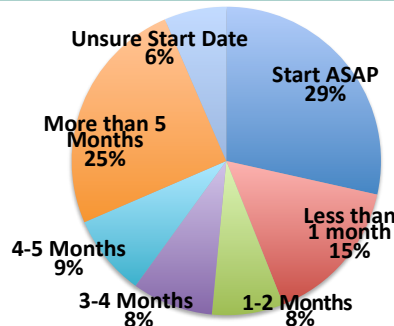
Total Attendee Home Improvement Budgets at EACH Home Show:

\$124,118,600

The \$124+ million dollars in attendee home improvement budgets, is a **74% increase over 2009**. Not only are more home owners attending, but they are spending significantly more at the Maricopa County Home Shows.

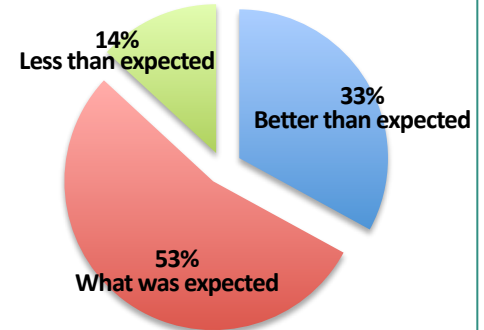
Project Timeline

45% of all attendees desire to have their projects completed within 60 days of the event. This is a **25% increase over 2009**. Attendees are more ready to have their projects completed at the Maricopa County Home Show.



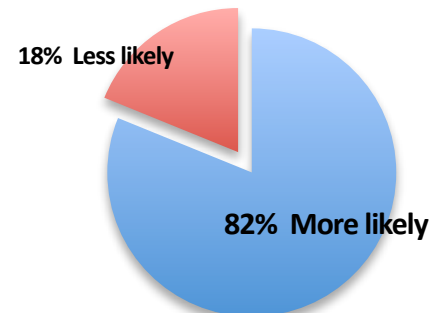
Event Research

Did the Home Show meet expectations?



The Maricopa County Home Show will meet or exceed expectations

How likely were the attendees to purchase product/services from vendors at the show?



Receive increased consumer confidence through one on one interaction obtained at the Maricopa County Home Show

2010 Economic Impact

Home Show attendees are more likely to spend their combined budgets of **\$124+ million dollars in Home Improvement projects** with businesses they interacted with specifically at the Maricopa County Home Show.

www.MaricopaCountyHomeShows.com
602-485-1691