

THE SAN FRANCISCO DECORATOR SHOWCASE

AUDIENCE PROFILE

Adults

| | |
|-------|-----|
| Women | 80% |
| Men | 20% |

Age

| | |
|----------|-----|
| Under 34 | 12% |
| 35–54 | 35% |
| 55–64 | 28% |
| Age 65+ | 25% |

Education

| | |
|----------------|-----|
| College degree | 87% |
| Post-graduate | 41% |

Household Income

| | |
|---------------------|-----|
| \$100,000–\$149,999 | 18% |
| \$150,000–\$199,999 | 15% |
| \$200,000 and above | 38% |

Home Ownership

| | |
|--------------|-----|
| Own Home | 80% |
| Own 2+ Homes | 40% |

Geography

89% of visitors are from Northern California, with 44% living in San Francisco.

Repeat Attendance

72% of visitors have attended the San Francisco Decorator Showcase before; 53% of return visitors have been coming for 7+ years. 88% were very or extremely likely to recommend this event to friends.

Connection to UHS

82% of visitors are aware this is a benefit for the financial aid program at San Francisco University High School.

Strong Interest in Design and Decorating Ideas

Importance of designers' work was ranked as the most important element of Showcase (70%), with ideas for decorating (62%) and ideas for remodeling (46%) as close seconds.