

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

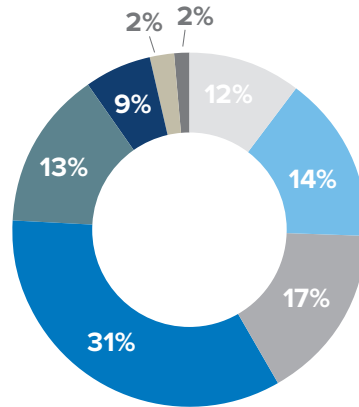
Attendees indicated their top 5 home improvement project interests.

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

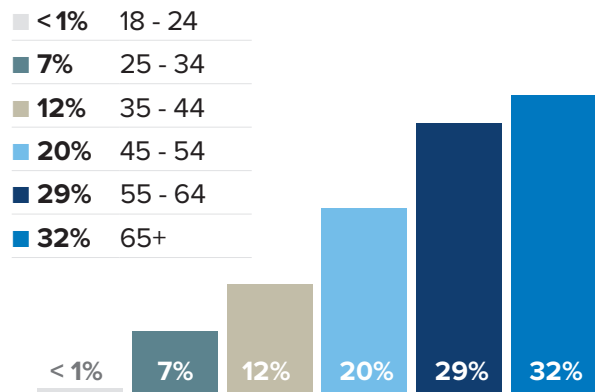


INCOME BREAKDOWN

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.

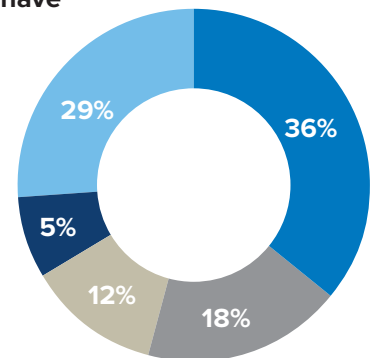


ATTENDED NARI SHOWS

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.