

RHS CHELSEA FLOWER SHOW

Demographic Profile - 2007

A high spending, dedicated audience at the world's leading flower show which generates direct sales and other related marketing or business opportunities for your organisation.

The 2007 event welcomed 157,000 paying visitors over 5 days. The number of visitors is capped at that level to maximise visitor comfort within the showground and every year the show is a sell-out. (Attendance figures for many comparable non-RHS Events include complimentary tickets / press passes / exhibitor passes – our figures do not)

Total Attendance		157,000
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Gender	Female	61%
	Male	39%

- A classic female to male split similar to all RHS events

Age	54 and under	54%
	55 and over	44%

- A core salaried audience ranging from 35 to 64, representing 75% of the visitors

Socio-Economics	AB	50%
	C1	32%
	C2/D/E	17.5%
	Undisclosed/Overseas	20%

- Compared to the national ABC1 average of 51%, the show delivers an figure of some 82% In essence our visitors represent households with high disposable incomes

Region of Residence		
	South East Counties	21%
	London	18.5%
	South West	7%
	East of England	12%
	East Midlands	5%
	West Midlands	3.5%
	Yorks & Humberside	3%
	North West	2%
	Wales	1%
	Scotland	3.5%
	North East	2%
	Northern Ireland	1.5%
	Total UK	80%
	Total Overseas	20%

- A visitor profile centred on London and the South East, but with full national/international participation and press coverage, resulting in a forum to reach new clients and to gain new business.

Source: Exit Survey Research 2007