

## RHS CHELSEA FLOWER SHOW

### Demographic Profile - 2011

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

The 2011 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.

**Note:** Attendance figures for many comparable non-RHS Events include complimentary tickets / press passes / exhibitor passes – these figures do not.

<b>Total Attendance</b>		<b>157,000</b>
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<b>Gender</b>	Female	70%
	Male	30%

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

<b>Age</b>	54 and under	47%
	55 and over	53%

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

<b>Socio-Economics</b>	AB	63%
	C1	29%
	C2/D/E	8%

- Compared to the national ABC1 average of 55%, the show delivers a figure of some 92%. In essence our visitors represent households with high disposable incomes

REGION OF RESIDENCE			
<b>Overseas Breakdown:</b>		<b>UK Breakdown:</b>	
Europe:	10%	Greater London	13%
Australia / New Zealand:	8%	Rest of South East	18%
USA / Canada:	11%	Rest of UK	36%
Rest of the World:	4%	<b>Total UK</b>	<b>67%</b>
		<b>Total Overseas</b>	<b>33%</b>

- 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.

To find out more about the RHS, please visit: [www.rhs.org.uk](http://www.rhs.org.uk)