

HAMPTON COURT PALACE FLOWER SHOW

Demographic Profile – 2011

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

Over the last 3 years (2009-11), the Show has attracted an average of over 153,000 visitors annually - providing sponsors and exhibitors with a powerful sales and marketing platform in one of the most affluent areas of the country.

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

Annual Attendance (3 year average)	TOTAL	Over 153,000
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Gender	Female	68%
	Male	32%

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

Age	54 and under	38%
	55 and over	62%

- A core salaried audience ranging from 35 to 64, representing 71% of the visitors

Socio-Economics	AB	50%
	C1	32%
	C2/DE	18%

- Compared to the national average of 51%, the show delivers an ABC1 figure of 82%. Our visitors represent households with high disposable incomes.

REGION OF RESIDENCE			
Total UK	92%	UK Breakdown	
Total Overseas	8%	South East	49%
		Greater London	11%
Overseas Breakdown		East of England	8%
Europe	4%	South West	7%
Australia / New Zealand / USA / Canada	2%	Yorkshire & Humberside	1%
Rest of the World	2%	West Midlands	8%
		North West	2%
		East Midlands	4%
		Wales	<1%
		North East	1%

- A South Eastern visitor based audience, derived from the affluent capital and the Home Counties.

To find out more about the RHS, please visit: www.rhs.org.uk