

## RHS FLOWER SHOW TATTON PARK

### Demographic Profile - 2011

Over 1,247,800 visitors since the Show was launched 13 years ago

**A high spending, dedicated, growing audience that generates direct sales and other related marketing / business opportunities for your organisation**

Over the last 3 years (2009-11), the Show has attracted an average of over 86,000 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.

<b>Annual Attendance (3 year average)</b>	TOTAL	Over 86,000
Gender	Female	67%
	Male	33%

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

Age	54 and under	37%
	55 and over	63%

- A core salaried audience ranging from 35 to 64, representing 70.5% of the visitors

Socio-Economics	AB	54%
	C1	32%
	C2/D/E	14%

- Compared to the national average of 51%, the show delivers an ABC1 figure of 86% (a 5% increase on last year). Our visitors represent households with high disposable incomes.

REGION OF RESIDENCE			
<b>Total UK</b>	<b>99%</b>	<b>UK Breakdown</b>	
<b>Total Overseas</b>	<b>1%</b>	North West	54%
		North East	1%
		Yorkshire & Humberside	12%
		West Midlands	9%
		Wales	6%
		East Midlands	9%
		South West	3%
		East of England	2%
		South East inc. Greater London	3%
		Scotland	0%
		Northern Ireland	<1%

- A North West visitor profile not seen at other RHS events – new clients = new business

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