

2009 ATTENDEE DEMOGRAPHICS

DEMOGRAPHICS

◆ SEX

Men	38%
Women	62%

◆ AGE

18 and Under	1%
19-30	25%
31-40	19%
41-50	19%
51-60	23%
61+	14%

◆ HOUSEHOLD INCOME

HHI \$125,000+	21%
HHI \$100,001-\$125,000	11%
HHI \$75,001-\$100,000	18%
HHI \$50,001-\$75,000	29%
HHI \$25,001-\$50,000	15%
\$25K or under	7%

◆ AREA OF RESIDENCE

Toronto	43%
Surrounding & GTA	34%
Outside the GTA	23%

◆ FIRST VISIT/RETURNING VISITOR

First Time Visitor	70%
Returning Visitor	30%

◆ TIME SPENT AT SHOW

1 hour or less	5%
1-3 hours	68%
3-6 hours	24%
6+ hours	3%

◆ SHOW RATING

Very Good	30%
Good	55%
Average	12%
Below Average	3%

◆ WILL ATTENDEE RETURN

YES	90%
NO	10%

◆ VACATIONS TAKEN PER YEAR

0	2%
1	22%
2	40%
3	19%
plus 3	18%

◆ \$ SPENT ON VACATIONS PER YEAR

\$500 or less	2%
\$500 - \$1,000	10%
\$1,001-\$2,500	27%
\$2,501-\$5,000	35%
\$5,001-\$7,500	15%
\$7,500 plus	11%

◆ ADVERTISING MARKETING

Discovered via Newspaper	51%
Discovered via Radio	17%
Discovered via Magazine	6%
Discovered via Online	16%
Discovered via BMO direct mail	10%
OTHER	9%

◆ Top 10 requested destinations not at the show

1. England/UK
 2. Asia/Far East – including China, Japan, Thailand, Singapore & India
 3. South America – including Brazil and Peru
 4. Hawaii
 5. Australia and New Zealand
 6. Las Vegas
 7. Italy (tied)
 8. Spain (tied)
 9. Greece (tied)
 10. Cruising
- Other requests by destination: Arctic/Antarctic, Belgium, California, Fiji, France & Grand Cayman Islands