

# 2011 Attendee Demographics

## Total Attendance: 9,717\*

*\*5% increase over the 2010 show*

### Business classification:

- **41%** Retailers
- **40%** Builders/Installers/Contractors
- **19%** Service/Maintenance

### Markets served:

- **61%** Residential
- **39%** Commercial

### Titles:

- **49%** Owner/CEO/President
- **20%** Sales/ Marketing
- **13%** Vice President/Executive Management
- **18%** Other

### Buying decisions:

- **82%** Yes
- **18%** No

### Geographical regions:

- **29%** West Coast
- **17%** Mountain West
- **15%** Midwest
- **13%** Northeast
- **13%** Southeast
- **13%** Southwest
- **8%** International
- **8%** Canada

### Annual sales:

- **33%** \$1,000,000 - \$4,999,999
- **18%** \$500,000 - \$999,999
- **16%** \$10,000,000+
- **13%** \$0 - \$249,999
- **10%** \$250,000 - \$499,999
- **10%** \$5,000,000 - \$9,999,999

### First-time attendee:

- **69%** No
- **31%** Yes

### Products/service you have interest in:

- **31%** Barbecues/Accessories/Patio Heaters/Islands
- **18%** Business Services
- **21%** Casual Furniture & Décor
- **44%** Chemicals
- **35%** Cleaning & Maintenance
- **27%** Construction Materials
- **39%** Cover & Equipment - Pool/Spa
- **22%** Decking & Fencing Materials
- **50%** Equipment
- **14%** Fitness/Disability Equipment
- **16%** Garden Accessories/Landscaping
- **19%** Gazebos/Enclosures
- **21%** Green/Eco-Friendly
- **33%** Hot Tubs – Aboveground/Portable
- **24%** Hot Tubs - Inground
- **24%** Ladders/Slides/Diving Boards
- **18%** Leak
- **34%** Lighting
- **20%** Liners
- **10%** Magazine/Associations
- **19%** Outdoor Appliances/Fixtures
- **26%** Pools – Aboveground/Onground
- **28%** Pools - Inground
- **34%** Pool Materials
- **48%** Pool/Spa Accessories
- **42%** Pumps/Heaters
- **21%** Recreation Products
- **26%** Safety Devices & Equipment
- **16%** Saunas/Tanning Beds
- **21%** Tile
- **25%** Toys/Games/Floats - Pool
- **30%** Water Features/Fountains/Ponds