



DEMOGRAPHICS*

*From the 2008 patron survey results

AGE:

25-34	4%
35-44	18%
45-54	39%
55-64	34%
Over 65	4%

HOUSEHOLD INCOME:

Less than \$40,000	6%
\$40,000-\$80,000	16%
\$80,000-\$120,000	36%
Over \$120,000	43%

LIVING THE COTTAGE & LAKEFRONT LIFESTYLE:

59% own a cottage	
88% of those on water	
24% Own Primary Home on Water	
22% considering purchasing a Cottage or/Lakefront Property	
Within 6 months	12%
6 months-1 year	31%
1-2 years	8%
22% considering purchasing primary Home on water	

ACTIVE SHOW PATRONS:

Patrons spent nearly 3 hours at the show
51% came to the show for Cottage Furniture & Accessories
34% came to the show for Traditional and Cedar Log Home Builders
34% came to the show for Outdoor Furniture & Gazebos
17% came to the show for Cottages and Lakefront Property

HIGHLY EDUCATED:

48% achieved Bachelor Degree
25% achieved Post Graduate Degree(s)

AN ATMOSPHERE FOR BUYING:

67% made a purchase at the show

COUNTY of Primary Residence:

Wayne	29%
Oakland	27%
Macomb	17%
Livingston	6%
Washtenaw	5%
Genesee	3%
Monroe	3%
Saint Clair	2%
Jackson	2%

Cottage Locations:

Ogemaw	8%
Roscommon	8%
Sanilac	8%
Alcona	6%
Clare	6%
Grand Traverse	6%
Lenawee	6%
Emmett	4%
Gladwin	4%
Hillsdale	4%
Jackson	4%
St. Clair	4%
Washtenaw	4%



REACH YOUR MARKET FACE TO FACE

CONTACT INFORMATION

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