



2016-2018

Attendee Demographics

ATTENDANCE BY BUSINESS CLASSIFICATION

Builder & Developers	2016	2017	2018
Builder - Single Family Spec	15.9%	15.7%	15.1%
Builder - Single Family Custom	8.3%	7.0%	7.4%
Builder - Multifamily for Sale	3.3%	3.2%	3.8%
Builder - Multifamily for Rent	3.0%	3.8%	3.7%
Manf of Modular/Panel Homes	0.1%	0.3%	0.2%
Builder - Manufactured Homes	0.0%	0.0%	0.1%
Builder - Nonresidential	0.7%	0.4%	0.6%
Remodeler	4.8%	4.7%	4.4%
General Contractor	10.4%	7.6%	7.4%
Land Developer	4.1%	4.1%	3.2%
Total	50.5%	46.8%	45.9%

Subcontractor/Specialty Trade	2016	2017	2018
Carpentry	3.5%	3.9%	2.1%
Concrete Work	0.3%	0.1%	0.3%
Excavation Work	0.3%	0.1%	0.1%
Electrical	0.8%	0.1%	0.9%
Flooring	1.0%	1.4%	1.4%
Land Surveyor	0.1%	0.1%	0.1%
Landscaping	0.9%	0.1%	0.7%
Masonry/Stone/Tile	0.7%	0.1%	0.5%
Painting/Paper Hanging	0.6%	0.1%	0.4%
Plumbing/Heating/AC	1.4%	1.5%	1.4%
Roof/Siding/Sheet Metal	0.7%	1.1%	0.6%
Security Systems	0.3%	0.1%	0.5%
Total	10.6%	8.7%	9.0%

Dealer/Distributors	2016	2017	2018
Dealer/Distributor	4.8%	6.2%	5.6%
Manufacturer	2.3%	4.8%	5.4%
Retail	2.3%	2.8%	2.8%
Wholesale	1.3%	2.3%	1.7%
Total	10.8%	16.1%	15.5%

Architects	2016	2017	2018
Architecture	7.6%	6.6%	9.1%
Land Planning/Engineering	1.7%	2.1%	2.0%
Total	9.3%	8.7%	11.1%

Associate/Prof. Specialties	2016	2017	2018
Association/Non-Profit/Education	1.7%	1.2%	1.6%
Business Services	2.2%	2.3%	2.2%
Computer Products and Services	0.2%	0.1%	0.4%
Debt Provider	0.2%	0.2%	0.2%
Energy/Utility/Environment	0.7%	0.9%	0.7%
Financial Services	1.7%	2.0%	1.7%
Home Technologies	0.9%	0.1%	0.4%
Insurance/Title	0.7%	0.8%	0.7%
Interior Design	2.3%	2.7%	2.2%
Landscape Architecture	0.4%	0.5%	0.5%
Legal Services	0.5%	0.7%	0.3%
Market Research	0.6%	0.6%	0.6%
Marketing/Advertising/PR	2.1%	2.7%	1.8%
Mortgage Lending	1.1%	1.5%	1.0%
Project Construction Lending	0.1%	0.3%	0.1%
Property Management	0.6%	0.3%	0.7%
Publishing/Media	0.5%	0.3%	0.6%
Real Estate Broker/Agent	1.1%	1.3%	1.5%
Real Estate Investment	1.1%	1.2%	1.3%
Total	12.6%	19.7%	18.5%

ATTENDANCE BY PROFESSIONAL CLASSIFICATION

Owner/Pres./C-Level/Exec.	2016	2017	2018
Owner/Principle/CEO/President	39.5%	34.5%	36.8%
Division President/General Manager	2.0%	2.4%	2.1%
CFO/CTO/COO/CMO	2.1%	2.1%	2.2%
Vice President	9.0%	10.0%	8.8%
Total	52.6%	49.0%	49.9%

Director/Manager/Supervisor	2016	2017	2018
Director	7.2%	8.4%	8.0%
Manager	17.8%	19.9%	19.1%
Supervisor	3.3%	2.9%	3.9%
Total	28.3%	31.2%	31.0%

Other	2016	2017	2018
Total	19.1%	19.7%	19.1%

ATTENDANCE BY COMPANY RESPONSIBILITY*

	2016	2017	2018
Executive Management	26.4%	29.5%	28.7%
Sales & Marketing	18.9%	25.1%	20.9%
Finance	3.9%	3.7%	3.5%
Land Acquisition	2.0%	3.7%	3.0%
Operations	7.4%	7.1%	7.5%
Product Design	5.1%	4.9%	6.3%
Purchasing	5.3%	5.8%	5.5%
Legal	0.9%	0.9%	0.6%
Construction	15.8%	7.9%	10.5%
Information Systems	1.2%	0.5%	0.8%
Other	13.1%	10.9%	12.7%

*Multiple responses were allowed for this category