



# 2017-2019

## Attendee Demographics

ATTENDANCE	2017	2018	2019
TOTAL	9,390	10,006	8,312
PROFESSIONAL	6,697	7,398	5,858

### ATTENDANCE BY BUSINESS CLASSIFICATION

Builder & Developers	2017	2018	2019
Builder - Single Family Spec	15.7%	15.1%	14.9%
Builder - Single Family Custom	7.0%	7.4%	7.3%
Builder - Multifamily for Sale	3.2%	3.8%	3.7%
Builder - Multifamily for Rent	3.8%	3.7%	3.8%
Manf. of Modular/Panel Homes	0.3%	0.2%	0.2%
Builder - Manufactured Homes	0.0%	0.1%	0.2%
Builder - Nonresidential	0.4%	0.6%	0.6%
Remodeler	4.7%	4.4%	4.0%
General Contractor	7.6%	7.4%	7.2%
Land Developer	4.1%	3.2%	2.7%
	46.8%	45.9%	44.6%

Subcontractor/Specialty Trade	2017	2018	2019
Carpentry	3.9%	2.1%	2.5%
Concrete Work	0.1%	0.3%	0.3%
Drywall/Walls/Insulation	0.4%	0.5%	0.4%
Excavation Work	0.1%	0.1%	0.4%
Electrical	0.1%	0.9%	1.2%
Flooring	1.4%	1.4%	1.4%
Framing	0.3%	0.3%	0.3%
Land Surveyor	0.1%	0.1%	0.1%
Landscaping	0.1%	0.7%	0.7%
Masonry/Stone/Tile	0.1%	0.5%	0.6%
Painting/Paper Hanging	0.1%	0.4%	0.3%
Plumbing/Heating/AC	1.5%	1.4%	1.4%
Roof/Siding/Sheet Metal	1.1%	0.6%	0.7%
Security Systems	0.1%	0.5%	0.5%
	9.4%	9.8%	10.8%

### ATTENDANCE BY

Owner/Pres./C-Level/Exec.	2017	2018	2019
Owner/Principal/CEO/President	34.5%	36.8%	38.0%
Division President/General Manager	2.4%	2.1%	2.1%
CFO/CTO/COO/CMO	2.1%	2.2%	2.7%
Vice President	10.0%	8.8%	8.9%
	49.0%	49.9%	51.7%

Director/Manager/Supervisor	2017	2018	2019
Director	8.4%	8.0%	8.3%
Manager	19.9%	19.1%	17.9%
Supervisor	2.9%	3.9%	3.6%
	31.2%	31.0%	29.8%

Other	2017	2018	2019
	19.7%	19.1%	19.5%
	19.7%	19.1%	19.5%

Dealer/Distributors	2017	2018	2019
Dealer/Distributor	6.2%	5.6%	5.5%
Manufacturer	4.8%	5.4%	4.8%
Retail	2.8%	2.8%	2.7%
Wholesale	2.3%	1.7%	1.8%
	16.1%	15.5%	14.8%

Associate/Prof. Specialties	2017	2018	2019
Association/Non-Profit/Education	1.2%	1.6%	1.6%
Business Services	2.3%	2.2%	2.1%
Computer Products and Services	0.1%	0.4%	0.6%
Debt Provider	0.2%	0.2%	0.1%
Energy/Utility/Environment	0.9%	0.7%	0.6%
Financial Services	2.0%	1.7%	1.6%
Home Technologies	0.1%	0.4%	0.4%
Insurance/Title	0.8%	0.7%	0.4%
Interior Design	2.7%	2.2%	2.5%
Landscape Architecture	0.5%	0.5%	0.4%
Legal Services	0.7%	0.3%	0.6%
Market Research	0.6%	0.6%	0.7%
Marketing/Advertising/PR	2.7%	1.8%	1.5%
Mortgage Lending	1.5%	1.0%	0.7%
Project Construction Lending	0.3%	0.1%	0.1%
Property Management	0.3%	0.7%	0.9%
Publishing/Media	0.3%	0.6%	0.7%
Real Estate Broker/Agent	1.3%	1.5%	1.4%
Real Estate Investment	1.2%	1.3%	1.2%
	19.7%	18.5%	18.1%

### ATTENDANCE BY COMPANY RESPONSIBILITY\*

	2017	2018	2019
Executive Management	29.5%	28.7%	28.8%
Sales & Marketing	25.1%	20.9%	21.6%
Finance	3.7%	3.5%	3.3%
Land Acquisition	3.7%	3.0%	2.8%
Operations	7.1%	7.5%	7.3%
Product Design	4.9%	6.3%	5.9%
Purchasing	5.8%	5.5%	5.2%
Legal	0.9%	0.6%	0.8%
Construction	7.9%	10.5%	9.9%
Information Systems	0.5%	0.8%	0.9%
Other	10.9%	12.7%	13.5%

### ATTENDANCE BY GEOGRAPHY

	2017	2018	2019
California	82.0%	86.1%	87.8%
Domestic - Not California	17.1%	13.1%	11.5%
Western States (CA, OR, WA, HI, AK, AZ, CO, ID, MT, NV, UT, WY)	92.3%	94.2%	93.8%
International	0.9%	0.8%	0.7%

\*Multiple responses were allowed for this category