



San Diego Convention Center
June 28 & 29, 2017

2013-2016 Attendee Demographics

ATTENDANCE BY BUSINESS CLASSIFICATION

	2013	2014	2015	2016
Builder - Single Family Spec	13.3%	14.0%	21.7%	16.0%
Builder - Single Family Custom	5.1%	7.0%	7.0%	8.1%
Builder - Multifamily for Sale	2.9%	3.0%	3.7%	3.2%
Builder - Multifamily for Rent	2.7%	2.0%	3.6%	3.0%
Manf of Modular/Panel Homes	0.4%	0.0%	0.2%	0.2%
Builder - Manufactured Homes	0.1%	0.0%	0.0%	0.0%
Builder - Nonresidential	1.8%	1.0%	0.5%	0.7%
Remodeler	4.6%	5.0%	1.8%	4.7%
General Contractor	7.9%	15.0%	6.2%	10.2%
Land Developer	5.0%	4.0%	5.2%	4.1%
Builders and Developers	43.8%	51.0%	49.9%	50.2%
Architecture	9.4%	6.0%	7.0%	7.6%
Land Planning/Engineering	1.5%	1.0%	1.8%	1.7%
Architects	10.9%	7.0%	8.8%	9.3%
Interior Design	2.9%	2.0%	2.7%	2.3%
Legal Services	0.8%	0.0%	0.7%	0.5%
Computer Products and Services	0.4%	0.0%	0.3%	0.2%
Home Technologies	0.5%	0.0%	0.3%	0.9%
Project Construction Lending	0.5%	0.0%	0.1%	0.1%
Mortgage Lending	1.5%	1.0%	0.9%	0.8%
Financial Services	2.0%	1.0%	2.3%	1.8%
Insurance/Title	1.6%	1.0%	0.9%	0.7%
Marketing/Advertising/PR	2.6%	1.0%	2.4%	2.2%
Product Manufacturing/Rep	2.3%	0.0%	n/a	n/a
Property Management	0.6%	1.0%	0.6%	0.6%
Real Estate Broker/Agent	2.5%	1.0%	1.3%	1.2%
Real Estate Investment	-	1.0%	1.4%	1.1%
Professional Specialties	18.2%	9.0%	13.9%	12.4%
Dealer/Distributor	-	4.0%	5.9%	4.8%
Manufacturer	2.6%	4.0%	3.5%	2.4%
Retail	0.6%	2.0%	2.6%	2.4%
Wholesale	0.3%	1.0%	1.6%	1.3%
Dealer Distributors	3.5%	11.0%	13.6%	10.9%
Carpentry	1.1%	2.0%	4.8%	3.5%
Concrete Work	0.2%	0.0%	0.7%	0.3%
Excavation Work			0.2%	0.3%
Electrical	0.3%	1.0%	0.7%	0.8%
Flooring	0.2%	1.0%	1.3%	1.0%
Land Surveyor	0.1%	0.0%	0.2%	0.1%
Landscaping	0.9%	1.0%	1.0%	0.9%
Masonry/Stone/Tile	0.6%	0.0%	1.2%	0.7%
Painting/Paper Hanging	0.1%	1.0%	0.8%	0.6%
Plumbing/Heating/AC	1.0%	1.0%	1.4%	1.4%
Roof/Siding/Sheet Metal	0.5%	1.0%	1.1%	0.7%
Security Systems	0.1%	1.0%	0.4%	0.3%
Subcontractors Specialty Trade	5.1%	9.0%	13.8%	10.6%
Other	14.7%	13.0%	-	6.6%



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ATTENDANCE BY PROFESSIONAL CLASSIFICATION

	2013	2014	2015	2016
Owner/Principle/CEO/President	40.1%	41.0%	37.0%	39.5%
Division President/General Manager	2.8%	3.0%	3.0%	2.0%
CFO/CTO/COO/CMO	2.5%	2.0%	2.2%	2.1%
Vice President	13.2%	9.0%	11.0%	9.0%
Owner, President, C-Level, Executive	58.6%	55.0%	53.2%	52.6%
Director	7.9%	6.0%	8.5%	7.2%
Manager	18.3%	20.0%	18.6%	17.8%
Supervisor	2.9%	3.0%	2.4%	3.3%
Director, Manager, Supervisor	29.1%	29.0%	29.5%	28.3%
Other	12.3%	16.0%	17.3%	19.1%

ATTENDANCE BY COMPANY RESPONSIBILITY

	2013	2014	2015	2016
Executive Management	20.3%	-	29.3%	26.4%
Sales & Marketing	16.6%	-	21.9%	18.9%
Finance	8.2%	-	4.7%	3.9%
Land Acquisition	4.9%	-	2.6%	2.0%
Operations	11.7%	-	5.7%	7.4%
Product Design	8.3%	-	5.0%	5.1%
Purchasing	9.6%	-	4.6%	5.3%
Legal	3.0%	-	1.0%	0.9%
Construction	9.7%	-	13.9%	15.8%
Information Systems	3.5%	-	0.7%	1.2%
Other	4.2%	-	10.7%	13.1%