

Woman make **83%** of all consumer purchases

Women control the purchasing decisions for:

85% of automobiles

92% of vacations

89% of bank accounts

62% of health care

91% of homes

91% of customer electronics

Women are dominating the ranks in higher education, earning roughly six in 10 bachelor's and master's degrees.*

Women take care of 75% of family finances, control or influence 53% of family investment decisions, and handle 89% of checking accounts in the U.S.*

Women, unlike men, tend to shop for other people as much as they do themselves.*

62% percent of women say they're the primary decision makers for their families' health care (only 27% make these decisions jointly with their spouses/partners, parents or adult children).*

Women carry 7 million more credit cards than men.*

More than 50% of businesses are owned by women. And the number of businesses owned by women is growing at two times the rate of male-owned businesses.*

*Sources: Diversity Best Practice & Business Women's Network: Wow! Quick Facts 2006 & 2007. All About Women Consumers 2007.

**99% of Intergalactic Bead Show Patrons
Are Women**

Intergalactic
BEAD & JEWELRY SHOWS, INC.
www.BeadShows.com

Why Become A Sponsor?

Branding

Reach

Awareness

Targeting

Usage



Demographics

Median Age 49

Female: 99%

**Household Income:
\$50,000 & higher**

Occupation:

62% professionals

12% sales/admin

14% retired

8% homemakers

4% students

Reach more than **160,000**
potential customers.

How Do I participate?

Event sponsors will be secured in order of request by completing and returning, along with payment, the event sponsorship registration form.

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