

# 2022 NAHB International Builders' Show®

## Attendee Analysis

This analysis excludes all non-buying categories including exhibitors and press. Source data provided by registrants during the registration process.



	2022	2020
<b>Professional Attendance</b>		
IBS Attendees (Excluding Exhibitors, Press, etc.)	37,428	49,338
IBS Exhibitors	10,580	15,699
KBIS Visitors (Verified)	8,193	12,192
<b>Total Registration</b>	<b>56,201</b>	<b>77,229</b>
<b>IBS Business Classifications</b>		
<b>Builders</b>		
Single Family Builders	32.9%	33.3%
Multifamily Builders	6.4%	6.4%
Active Adult	1.9%	1.9%
Remodelers	9.8%	8.7%
Commercial/Land Development	6.4%	6.1%
Sub-contractors	8.0%	8.3%
Professional Specialties	12.1%	12.2%
Wholesale/Retail (Dealer/Distributors)	17.5%	18.7%
Financial Services	1.5%	1.5%
Non-Exhibiting Supplier	3.4%	3.0%
<b>Total</b>	<b>100%</b>	<b>100%</b>
<b>IBS Business Titles</b>		
President & CEO	19%	20%
Owner, Principal or Partner	23%	23%
VP/General Manager	10%	11%
Director/Manager	3%	8%
Purchasing	5%	3%
Architect, Designer, Engineer	7%	5%
Construction Management	1%	6%
Estimating	14%	1%
Sales & Marketing	1%	14%
Information Technology	4%	0%
Administration	7%	3%
Installer	4%	2%
Consultant	2%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>
<b>IBS Business Volume</b>		
Under \$500,000	12%	12%
\$500,000 to \$1 Million	8%	8%
\$1 Million to \$5 Million	26%	26%
\$5 Million to \$10 Million	12%	11%
\$10 Million to \$15 Million	7%	8%
No Construction Activity	14%	14%
\$15 Million or Over	22%	22%
<b>Total</b>	<b>100%</b>	<b>100%</b>

