

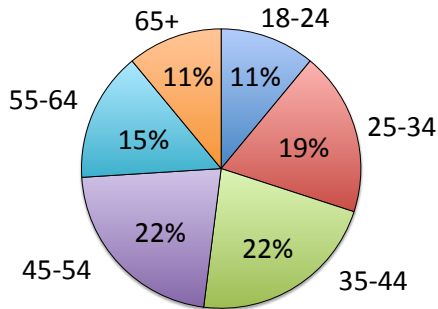


# STATE FAIR CALIFORNIA

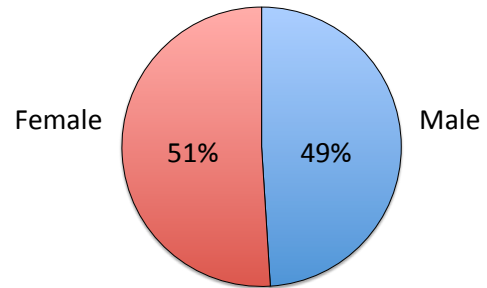
## Demographics

People who attended 2013 Fair

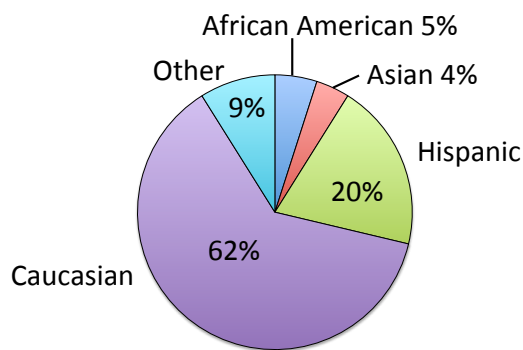
### AGE



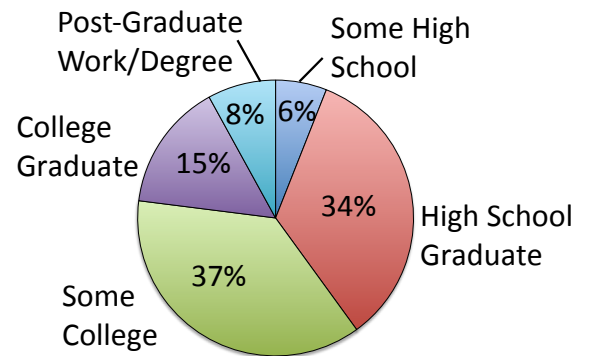
### GENDER



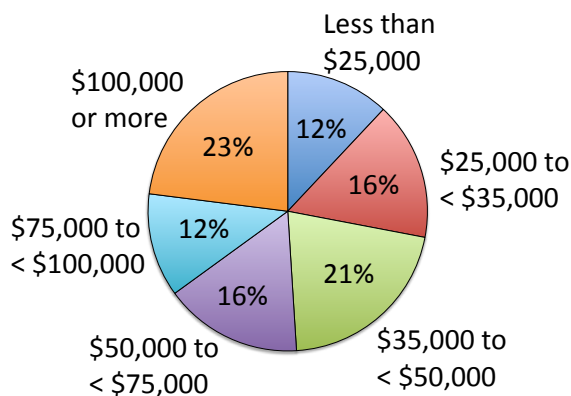
### ETHNIC BACKGROUND



### EDUCATION



### ANNUAL HOUSEHOLD INCOME



### Additional Data\*

- Main reasons for coming to the California State Fair:
  1. Come regularly/it's tradition
  2. Wanted family to see it
  3. Something to do/get out of the house
  4. An event with friends
  5. For food or drink/to eat
- 48% of Fair attendees had children under the age of 12 in their party.
- 96% of Fair attendees said that they would recommend the California State Fair to a friend.
- 68% of Fair attendees have attended at least three of the past five California State Fairs.

\*Data compiled from 2010 Exit Survey conducted by Meta Research.