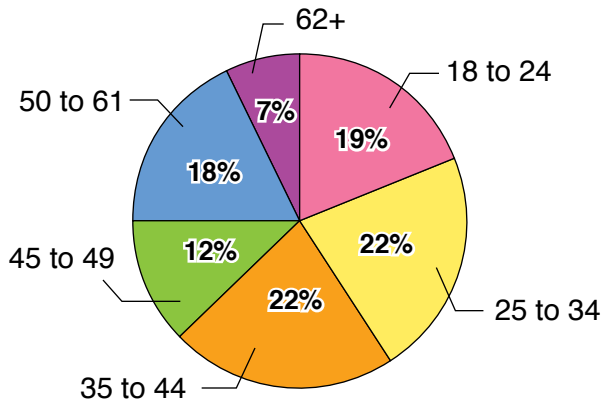
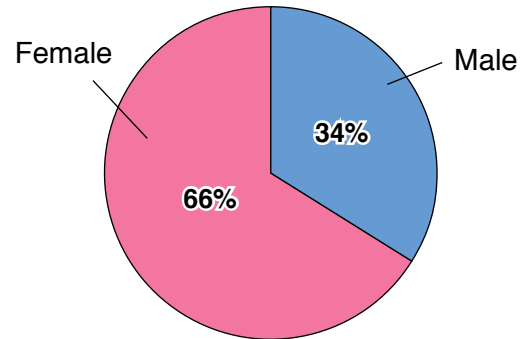


Demographics

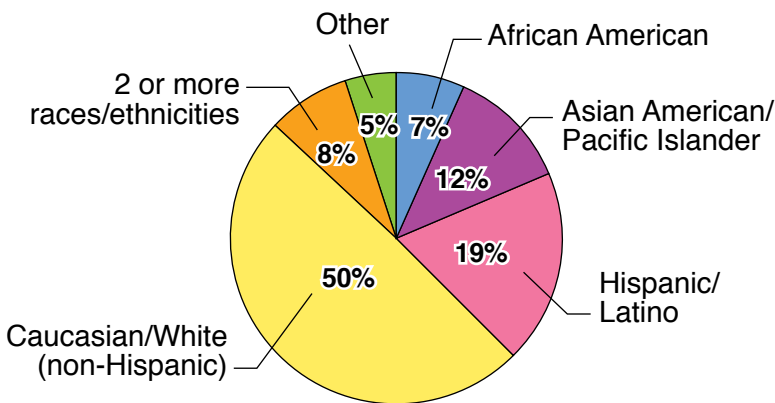
2010 California State Fair



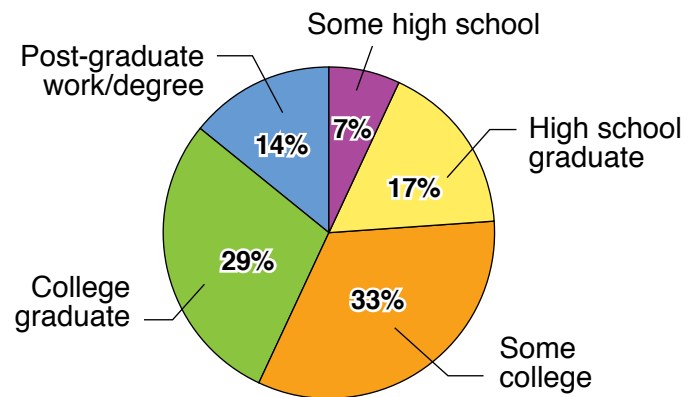
Age



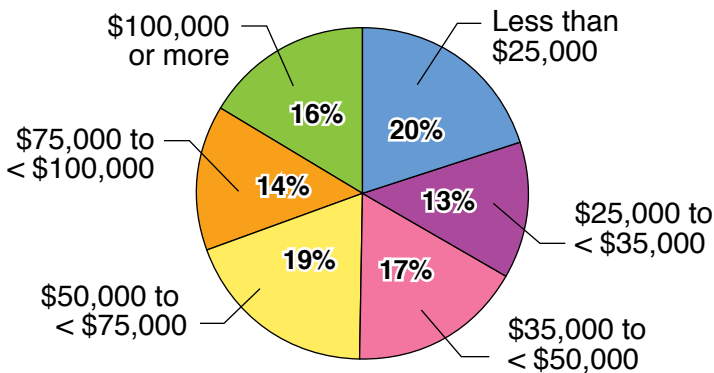
Gender



Ethnic Background



Education



Annual Household Income
(before taxes, in 2009)

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.