

The Sacramento County Fair  
 May 21 – 25, 2009  
 Cal Expo, Sacramento, CA

**Who attends the Sacramento County Fair?\***

Females outnumber Males 5:4

Average annual household income is \$62,000

Average age of our fair guests is 31 years.

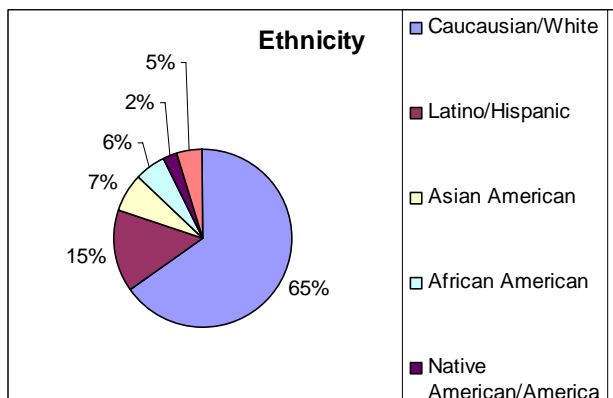
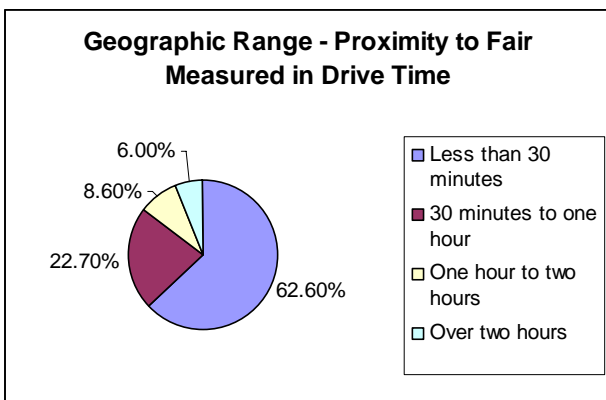
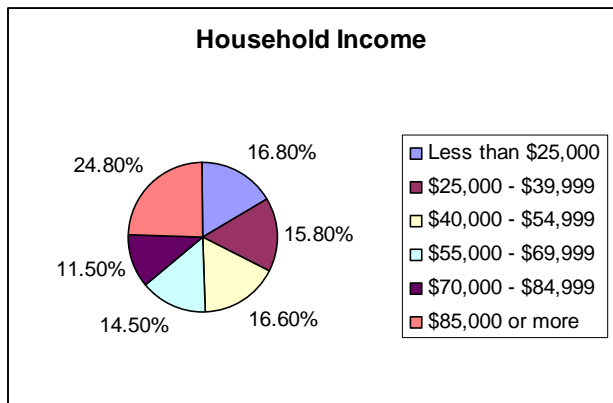
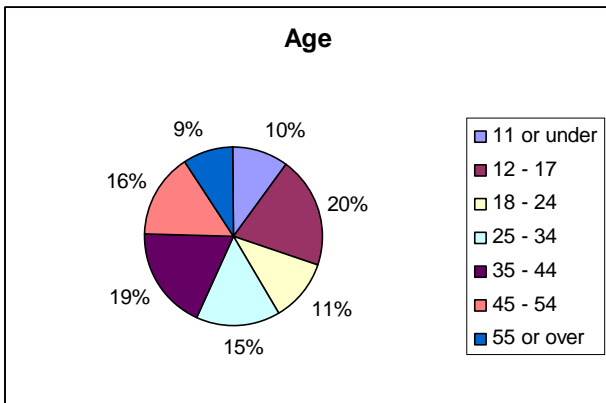
Our audience is quite balanced....25% are aged 45 and older, 34% are aged 25 -44 and 30% are 17 and under!

62% of attendees are married or common-law

49% of our patrons are post-secondary graduates

65% are White and 15% are Hispanic

62% of our guests traveled 30 minutes or less to attend the fair.



## **Why do people attend the Sacramento County Fair?**

Guests of the Sacramento County Fair rated their Top Five Reasons for Attending the Sacramento County Fair:

1. Free Admission
2. Something for the Kids to do
3. Weather
4. Always Attend/Annual Tradition
5. Specific Event and/or Exhibit

Guests of the Sacramento County Fair rated their Fair Experience as “Good to Excellent” in the following five categories:

1. Family Friendliness
2. Ease of accessibility to events and attractions
3. Overall Enjoyment of Fair
4. Safety & Security
5. Ease of Movement

## **How can you reach our audience?**

A traditional community agricultural, arts and entertainment festival, the Sacramento County Fair offers opportunities for business to promote, demonstrate and sell products and/or services.

Indoor Commercial Booth Spaces starts at \$525 per 10' x 10'

Outdoor Commercial Booth Spaces start at \$500 per 10' x 10'

For Commercial Vendor Booth Space contact Margie Ewen at (916) 263-2975 or via e-mail at [mewen@sacfair.com](mailto:mewen@sacfair.com).

\*Information provided is based on a 2006 Exit Survey conducted by EventCorp Services.