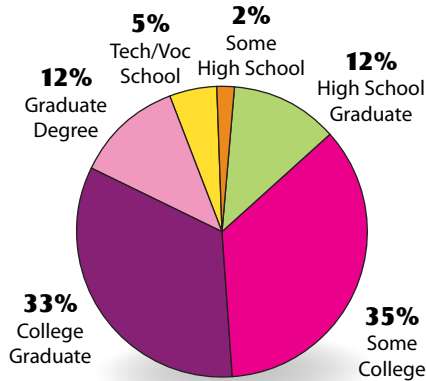


2009 Demographic Survey

Arizona State Fair

Education:

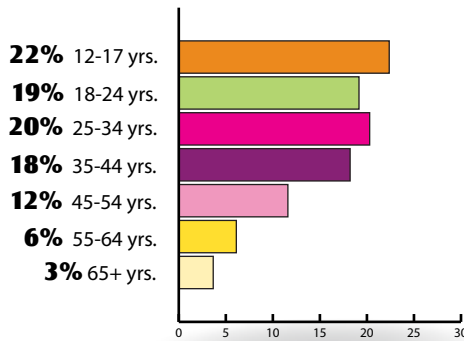


Attendance:

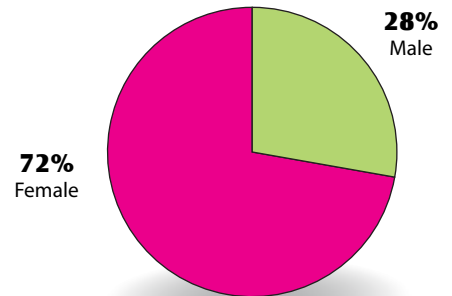
The 8 year average annual attendance of the Arizona State Fair is 1,134,241.



9-Year Average Age Trend:

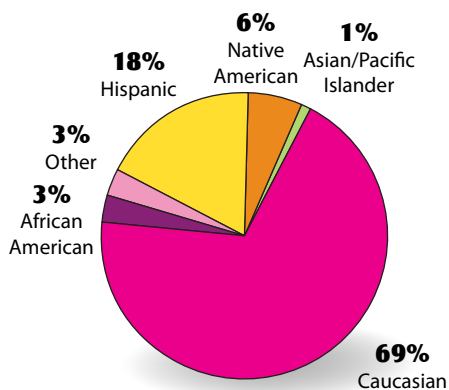


Gender:

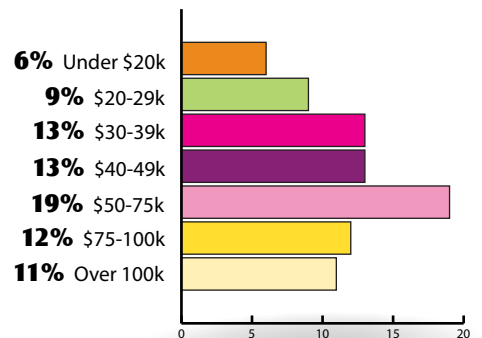


Over half of our guests are age 25-54.

Ethnic Background:



Household Income:



The average fairgoer's HHI is \$58,715.