

ARAPAHOE COUNTY FAIR – ATTENDEE PROFILE

Market your business or brand with the demographics found among the attendees of the Fair. The Arapahoe County Fair conducts an attendee survey through an independent research firm.

This survey revealed a profile of a highly suitable attendee who is between 25 and 54 years old, with an average annual household income of \$90,000+, are highly educated and most appreciative and receptive to the sponsors of the Fair.

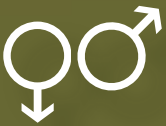
FAIR FUN FOR EVERYONE!

**ARAPAHOE
COUNTY
FAIR**

**JULY
25-28
2019**

GENDER:

Fair attendees are evenly represented with women comprising 50% and males comprising 50% of visitors.



50%
FEMALE

50%
MALE

MARITAL STATUS:

Of those attending the Fair 61% are married, 31% are single and 8% report they have partners or significant others.



61%
MARRIED

31%
SINGLE

8%
OTHER

INCOME:

Household income levels of Fair attendees are higher than the average household income in Arapahoe County. The largest percentage of attendees (44%) reports an annual household income of \$70,000 or greater. In addition to this desirable group, 23% of attendees have an annual income in the range \$50,000-\$69,000; and 32% earn less than \$50,000.



AGE:

Seventy percent of the visitors to the Arapahoe County Fair are between the ages of 25 and 54. A closer look at this sought after group reveals that 15% of attendees are 24 or younger; 25% are 25 - 34; 26% are 35 - 44; 19% age 45 - 54; 11% are 55-64 and 5% are 65 and older.



15%
UNDER 24

25%
AGES 25-34

26%
AGES 35-44

19%
AGES 45-54

11%
AGES 55-64

5%
OVER 65



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