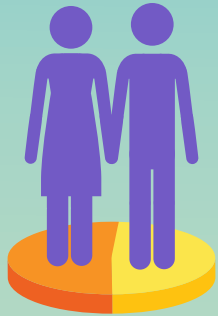




The 165th California STATE★FAIR

JULY 12-28, 2019

State Fair Attendees:



55% women | 45% men

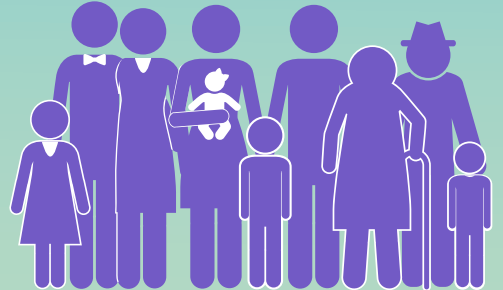


Fun Facts:

Top three reasons Fair Guests come to the Fair:

- ★ Exhibits
- ★ Entertainment
- ★ Food

95% Fair Guests from last year will come back this year



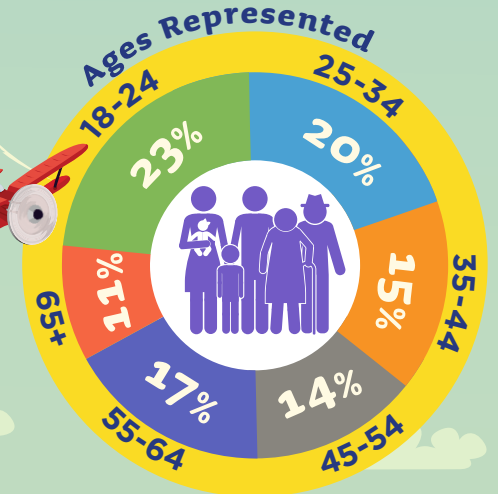
55% Caucasian | 24% Hispanic | 11% African American | 10% Asian

Approximately 700,000 visitors each year



Compared to the general population of California, 2019 Fair Guests are:

- ★ 14% more likely to be age 25-34
- ★ 7% more likely to be female
- ★ 16% more likely to be employed fulltime
- ★ 5% more likely to have a college degree
- ★ 31% more likely to make \$100,000 - \$149,000 a year HH Income



22%
\$100,000-
\$249,999



17%
\$75,000-
\$99,999



14%
\$50,000-
\$74,999



26%
\$35,000-
\$49,999

HH Income

* 2018 Scarborough Report

2018 CALIFORNIA STATE FAIR SPONSORS

Coca Cola, Miller Lite, Golden 1 Credit Union, SMUD, Tecate, Heineken, Chevrolet, Save Mart, Tractor Supply Company, California Lottery, Department of Water Resources, Kaiser Permanente, Chevron, Ford, Jack in the Box, Wells Fargo Bank, Groupon, California Family Fitness, Xfinity, Central Valley Towing, DISH, PG&E, Jackson Rancheria Casino Resort, Vitalant, Toyota, Univision, US Army, Mattress Firm, Welk Resorts, Caltrans, Telemundo, Sprint, Wienerschnitzel, Global Travel Network, Fairlife, ABC10, Sahale Snacks, California Department of Parks and Recreation, Sleep Number, Heritage Organics, T-Mobile.