ALAMEDA COUNTY FAIR

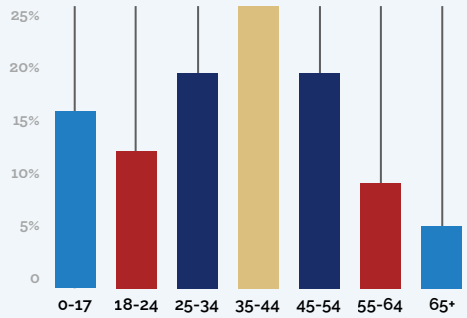
JUNE 19-JULY 12

PLEASANTON 26

Demographics

The Alameda County Fair is the largest event in Alameda County and features a wide range of attractions and activities, such as delicious Fair food, nightly concerts, thrilling carnival rides, live action sports, agricultural and competitive livestock exhibits and competitions. The Alameda County Fair takes place in Pleasanton, California and is operated by the Alameda County Agricultural Fair Association (ACAFA), a private, non-profit 501(c)3 corporation. The Alameda County Fair racetrack, established in 1858, is the oldest one-mile track in America. The history of the Alameda County Fair dates back to its first event in October 1912.

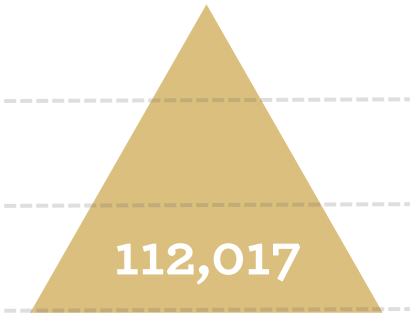
Age



Guests

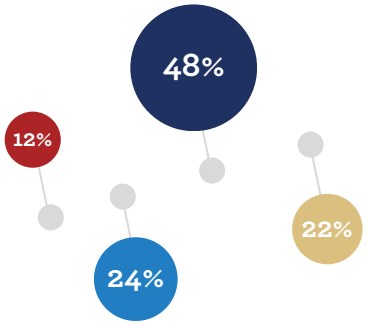
47%	52%	1%
Man	Woman	Other
$46	43	4
Per Capita Spend	Average Age	Average Group Size

Household Income

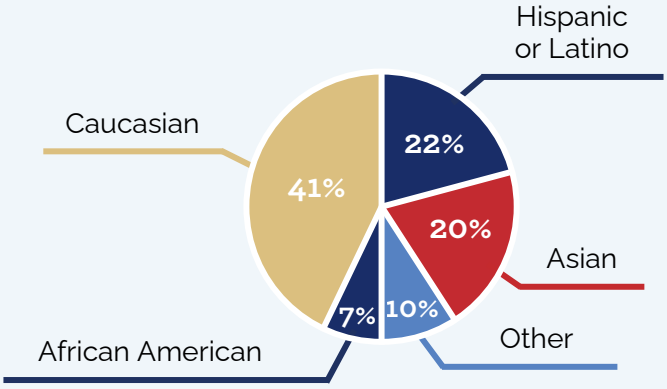


Fair Guest Median

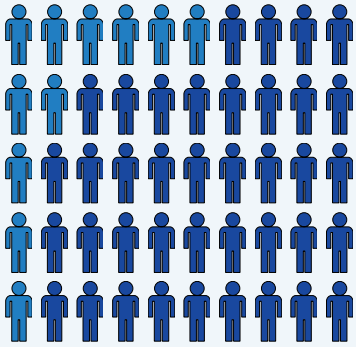
Education



Ethnicity



Residence



60%	Alameda County East Bay
19%	Contra Costa County
10%	San Francisco South Bay
7%	Santa Clara County
4%	Other Areas

260448 SPEM 11/25

Subject to change