

Arizona State Fair

2004 Demographic Summary

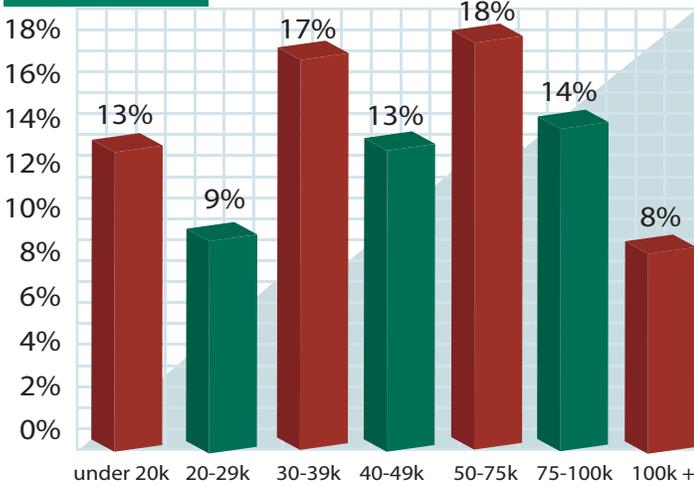
1826 W. McDowell Rd. • Phoenix, AZ 85007 • t.602.252.6771 f.602.495.1302 • azstatefair.com

2002 Attendance: 1,067,459

2003 Attendance: 1,060,086

2004 Attendance: 1,095,031

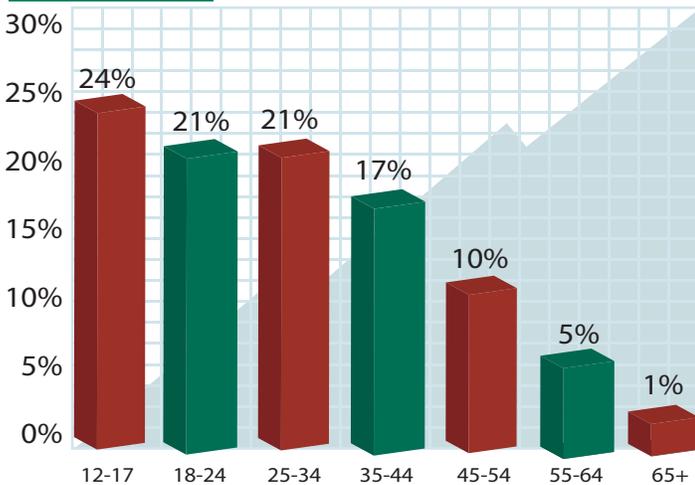
Income



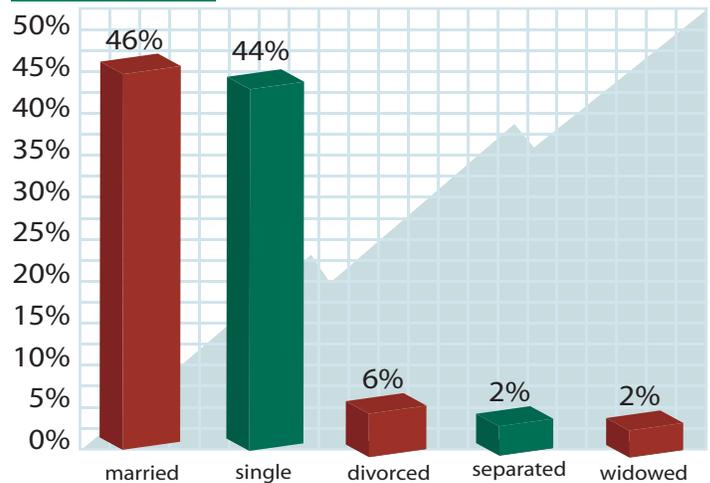
Fast Facts:

- 59% are female and 41% are male
- 50% are age 25 - 54
- 37% came in groups of 5 - 10 people
- 46% came with at least one child
- 44% said ASF had "great variety, great value"
- 72% said they would visit ASF in the future
- 56% are Caucasian and 26% are Hispanic
- 39% live in Phoenix, 18% live in the west valley, 32% live in the east valley

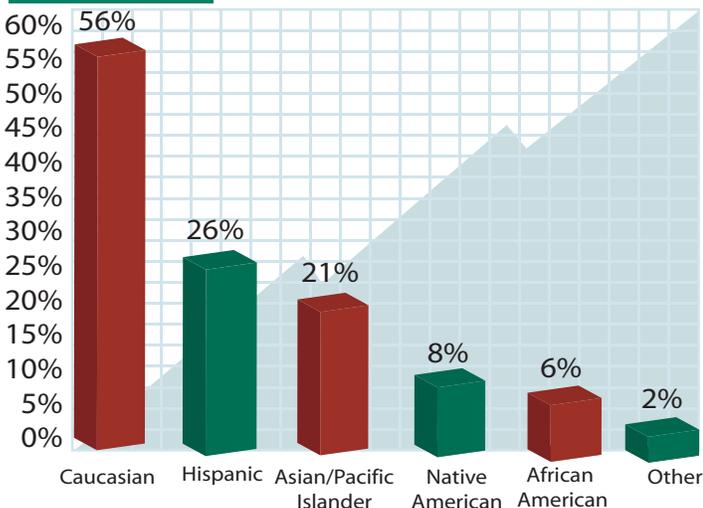
Age



Marital Status



Ethnicity



Education

