

**For more information or how to become a sponsor: Launa Rabago, 520-762-9100 x1014 or Launa@PimaCountyFair.com**

### **Pima County Fair Demographic Profile:**

2022 Number of attendees: 309,636 people attended the fair!

#### **Who comes to the Pima County Fair?**

41% of our attendees identify as Hispanic or Latino and 40% identify as White. Our attendees love visiting the Pima County Fair with their family. Over half of our attendees come in an average family pack consisting of two adults both of whom are about 35 years old and have a couple of kids, followed by 34% of our twentysomethings who tend to arrive in pairs. Single respondents reported the highest average ages are those grouped between 30 – 39, then 24 – 29 years of age. 56% of the in-person respondent identified as female while 88% of our online respondents also identified as female.

#### **Where are the fair attendees coming from?**

98% of our attendees are from Arizona with 42.7% of them coming from Tucson. 2022 survey shows a great increase of attendees from Mission, Rincon, Corona de Tucson, Sun and Oro Valley neighborhoods and a decrease in respondents from South Tucson neighborhoods.

#### **How long do fair attendees stay at the fair and how many times will they return?**

Our average family pack of attendees will remain at the Fair for 4-5 hours. 51% of these families will return to the fair for a second visit because 75% of the respondents gave a “very satisfied” ranking to their overall fair experience!

#### **How do our attendees know about the fair?**

45% of fair attendees report social media as their way of finding out about the fair, followed by 44% of respondents, “knowing that the fair is always at this time”. PimaCountyFair.com is the number one response as the go to source for fair information and planning.

#### **How far in advance do fair attendees plan their trip to the fair?**

The largest group (1-2 days) plan their trip to the Fair 1 – 2 days prior to attending. Followed by 0 days, “just decided” then closely by 7-14 days in advance.

#### **How do the Pima County Fair attendees spend their money and time at the fair?**

One of the best things about the Pima County Fair is the FOOD! Our respondents said that they come to the fair knowing what food item they will purchase when they arrive with the price of food coming in second as a determining factor in their purchase decision making process.

#### **What is most important to the Fair attendee when deciding when to come to the fair?**

Carnival discounts and admission discounts were identified as the two most important reasons for picking which day to attend the fair.

**How does the Fair attendee prefer to make purchases?** 53% of respondents, plan to pay for fair purchases in cash with the remaining prefer paying with credit/debit cards. The highest percentage of respondents planned to spend \$50- 100.00 during their visit to the fair.

**What about household income?** The average median household income is about \$59,025.00

#### **How does the Pima County Fair attendee plan to invest in the next two years?**

31% of respondents plan to purchase a new vehicle within the next two years, 24% plan to purchase a home within the next 2 years and 26% are planning a large vacation within the next two years.

**Media Consumption:**

Spotify and local radio are the most preferred ways of listening to music. YouTube is the most preferred source for TV or Video and Netflix was identified as the most preferred streaming service.

**How has the Pima County Fair attendee changed over the past few years?**

We are seeing a younger demographic down from an average of 37 years to 35 years. Attendees are reporting to visit the fair more than once yet have budgeted less for fair spending.

**Social Media and the Pima County Fair**

Let’s talk a little bit about social media. With the changes in society and the significant role that social media can play in the success of an event, it’s important to understand the Pima County Fair followers, give relevance to the audience and determine the best way to target and retain new followers.

**Pima County Fair Social Media Followers**

The Pima County Fair Facebook was the platform with the highest reach and engagements from April 1 – May 1. Over 99% of our Facebook reach was generated organically. Peak reach was 1,226,036 and the highest # of reach was the Opening Day 4/21 Welcome back post, with a local reach of 100,000. There were 68,000 new followers during the Fair Facebook marketing.

**Twitter:**

There were 56,214 twitter reaches. Wristband and carnival promotions are the most favored amongst our twitter followers, all of whom are reached organically.

**TikTok**

2022 was the first year with a Tiktok campaign. There were 12.1 likes and our most watched video garnered 163,500 views.

**Dot.Com**

Websites and mobile apps are now the go to spot for fast information. Our studies show that mobile and online are the preferred methods of the Tucson market place for users and attendees to gather information and make decisions about planning their visit to the Pima County Fair. Visitors to [www.PimaCountyFair.com](http://www.PimaCountyFair.com) as well as our mobile app, can find information about hours, pricing, discounts and entertainment as well as learn about some of our sponsors.

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Number of sessions:	429,125
Average session duration	2.12 minutes
Most common device	Mobile (iPhone)