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Pima County Fair Demographic Profile:

2018 Number of attendees: 321,348 + people attended the fair!

Who comes to the Pima County Fair?

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 38 years old and have a couple of kids, followed by 34% of our twenty somethings 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. Women outnumber the men by 13% when interviewed face to face but a whopping 91% of our online respondents are women.

Where are the fair attendees coming from?

98% of our attendees are from Arizona with 88% of them coming from Tucson of those, 83% hail from Central Tucson or the South sides of town and 6.5% are our Rita Ranch/Corona de Tucson/Vail neighbors

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 5 hours. 39% of these families will return to the fair for a second visit because 87% of the respondents gave a “very satisfied” ranking to their overall fair experience!

How do our attendees know about the fair?

75% of fair attendees report knowing that the fair is always at this time. Radio holds the highest response for marketing messaging targeting fair goers, with social media and word of mouth, both closing the remainder of the gap. PimaCountyFair.com is the number one response as the go to source for fair information and planning.

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. 60% of our attendees responded that food and beverages rate highest on their purchases followed by carnival and midway purchase.

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

The largest determining factor for most fair attendees is admission discounts, followed by school or work schedules with concerts coming very closely behind.

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

The largest group (35%) plan their trip to the fair over 2 weeks in advance with the 2nd group 7 – 14 days in advance. Of these, nearly half (47%) reported on deciding how much they would budget for fair spending, at the fair that day.

How does the fair attendee prefer to make purchases? 70% (81% online) of attendee plan to pay for fair purchases in cash with the remaining prefer paying with credit/debit cards. Out of curiosity, we asked the preferred method of payment for non-fair transactions and 58% preferred online shopping out of convenience.

What about household income? The average median household income is about \$58,575.00. In 2017, 17% of the attendees planned to make home improvements over the next 2 years and 27% planned on other major expenditures.

Are future or planned investments important to the Pima County Fair attendee?

In 2016, 40% of our attendees reportedly opened a new savings account and/or made deposits regularly into a savings account. 29% of the fair attendee report that they are saving for retirement, 26% are investing into stocks and bonds and 19% investing into life insurance and/or a retirement annuity.

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

35% of our attendees responded that they are planning a long vacation, 24% said they planned to purchase a new car or truck and 12% planned to buy a home or invest in real estate.

Cell Phones and the Mobile Age at the Pima County Fair. Since none of us are every very far from our phones, we decided to ask our fair attendees about their mobile usage: 46% of our attendees are contracted with Verizon and the second largest group of 31% attendees are contracted with T Mobile. 80% of attendees use their phone at the fair to take photos , the next highest responde was for text messaging followed by selfies and checking in on social media.

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

We are seeing many more females on average than male attendees and our average attendee has gotten younger over the last few years from the average of 39 years old down to 37 years of age. Attendees are reporting an increase in higher education. There are more children under the age of 10 visiting the Pima County Fair than in years prior. We've also seen a significant increase in the average household income.

Social Media and the Pima County Fair in 2018

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 in 2018

The Pima County Fair Facebook posts reached 1.9 million users with an organic reach of 99%. Concert posts are by far most popular and the audience is 65% female and the largest age group of followers is 25 – 35 years of age.

Twitter:

Over 326,000 impressions in April alone with over 47,000 profile visits. Wristband and carnival promotions are the most favored amongst our twitter followers, all of whom are reached organically. The average age of our followers are 18 – 24 years of age.

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 as well as our mobile app, can find information about hours, pricing, discounts and entertainment as well as learn about some of our sponsors.

www.PimaCountyFair.com

	2018
Number of users:	210,556
Number of sessions:	376,000
Total Views:	1.2 million
Average session duration	2.29 minutes
Peak website usage in 2018:	April