

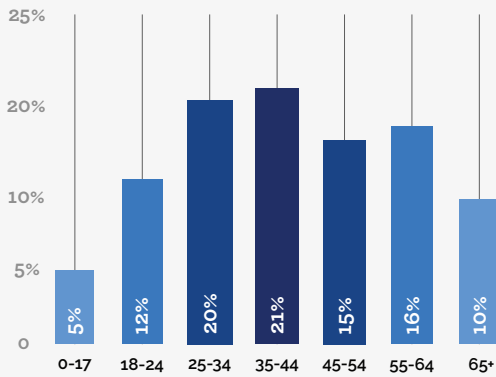


2023

# Demographic Survey Findings

The Alameda County Fair is the largest event in Alameda County and has a wide range of attractions and activities including live horse racing, agricultural & competitive live stock exhibits, ethnic and cultural days, home art & technological competitions, specialty foods, nightly concerts, exciting carnival thrill rides and live action sports. The Alameda County Fair takes place in Pleasanton, California and is operated by the Alameda County Agricultural Fair Association, a private, non-profit 501(c)3 corporation. History of the Alameda County Fair goes back to the first Fair that took place in October 1912. The Alameda County Fair race track is the Oldest One-Mile Horse Racing Track in America, dating back to 1858.

## Age



## Guests

31%

Man

67%

Woman

2%

Other

\$50

Per Capita Spend

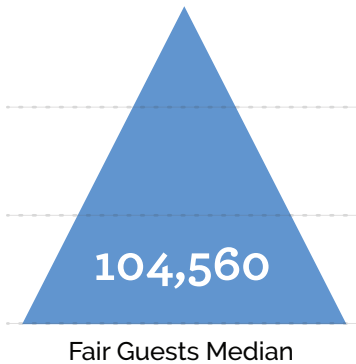
41

Average Age

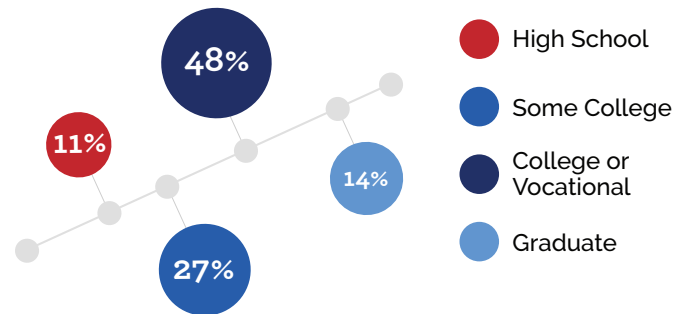
4

Average Group Size

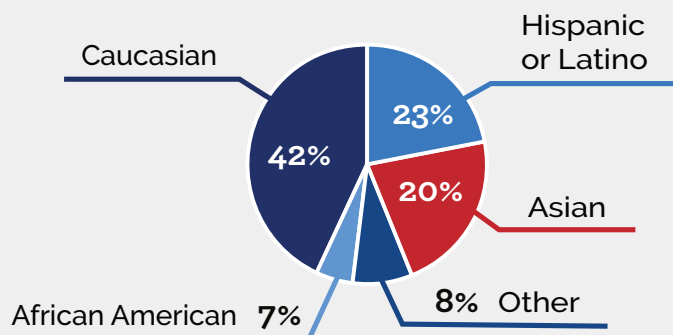
## Household Income



## Education



## Ethnicity



## Residence

