



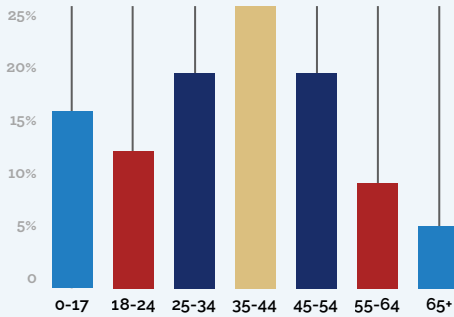
JUNE 19-JULY 12

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%

Man

52%

Woman

1%

Other

\$46

Per Capita Spend

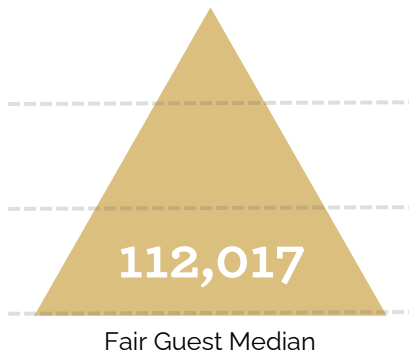
43

Average Age

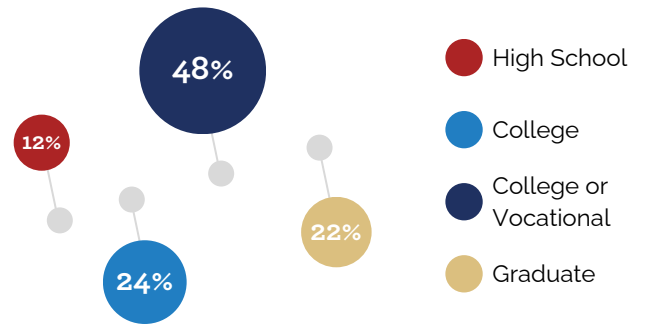
4

Average Group Size

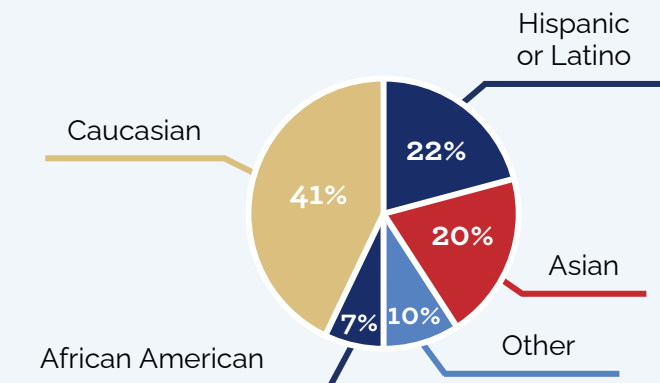
Household Income



Education



Ethnicity



Residence

