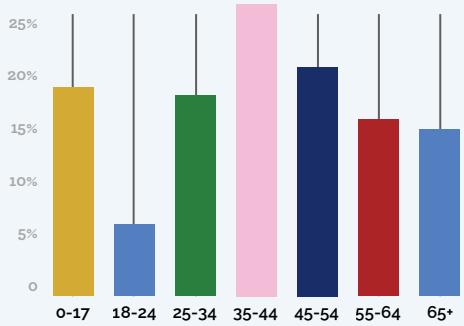
2027 Alameda County Fair

June 18 - July 11, 2027

The Alameda County Fair is the largest event in Alameda County, attracting hundreds of thousands of guests each summer. Held in Pleasanton, California, the Fair features award-winning Fair food, nightly concerts, thrilling carnival rides, live action sports, agricultural exhibits, competitive livestock shows and competitions.

The Fair is operated by the Alameda County Agricultural Fair Association (ACAFA), a private nonprofit 501(c)(3) organization. The Fairgrounds are home to the oldest one-mile horse racing track in America, established in 1858. The Alameda County Fair has been a Northern California tradition since its first event in October 1912.

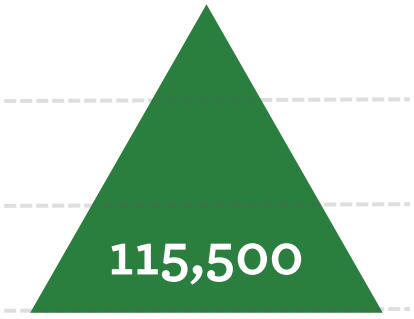
Age



Guests

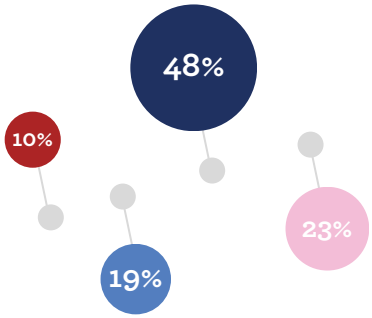
30% Man	69% Woman	1% Other
$121 Per Capita Spend	43 Average Age	5+ Average Group Size

Household Income

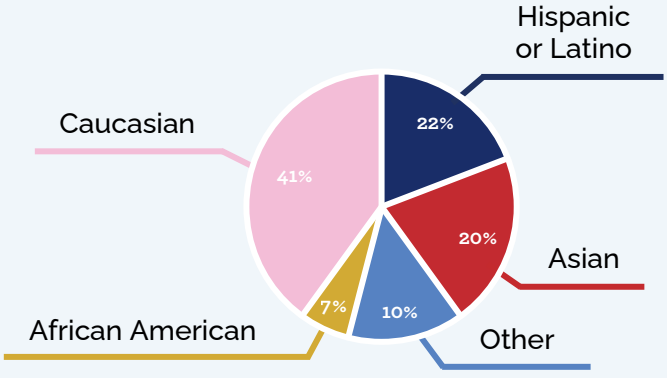


Fair Guest Median

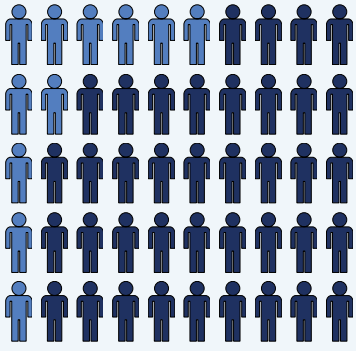
Education



Ethnicity



Residence



- 63% Alameda County East Bay
- 19% Contra Costa County
- 10% San Francisco South Bay
- 7% Santa Clara County
- 9% Other Areas

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Subject to change