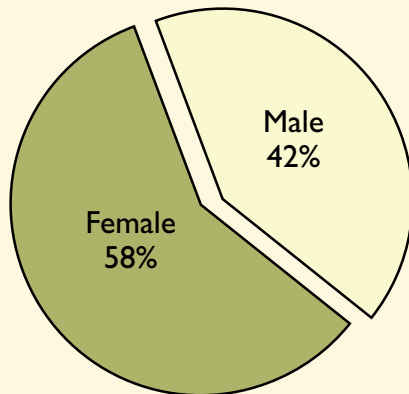


EVENT DEMOGRAPHICS

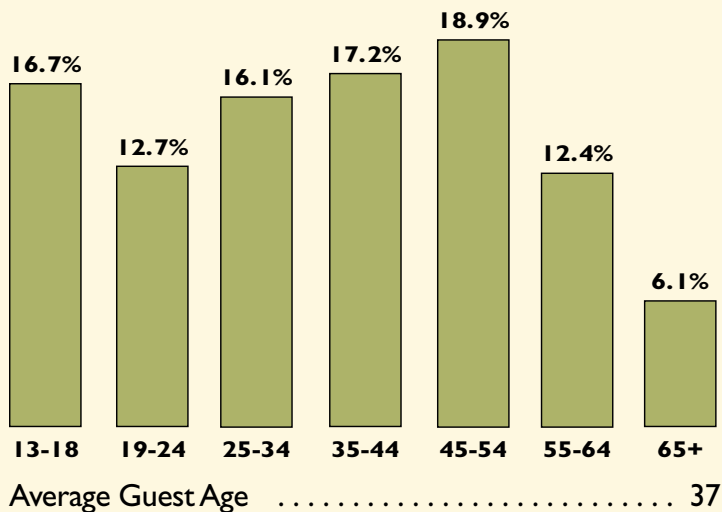
Puyallup Fair • 17 Days in September

Reach your target audience through a well-designed sponsorship package.

GENDER



AGE



LOCATION OF RESIDENCE

Pierce County (Tacoma)	36%
King County (Seattle)	33%
Thurston County (Olympia)	6%
Snohomish County (Everett)	5%
Kitsap County (Bremerton)	4%
Mason County (Shelton)	2%
Other Counties	9%
Out of State / Country	5%

AGE OF KIDS AT HOME

5 & under	29%
6-10	31%
11-15	34%
16-19	35%
Households With Kids Under 20	57%

EDUCATION

College or graduate school	29%
Some college or vocational	37%
High school graduate or younger	34%

HOME OWNERSHIP

Own	57%
Rent	35%
Other	8%

ETHNICITY

Caucasian	79%
Asian American/Pacific Islander	6%
Native American	5%
Latino/Hispanic	4%
African American	3%
European/Other	3%

ANNUAL HOUSEHOLD INCOME

