

Delaware State Fair

July 21—30, 2011

Recent Attendance

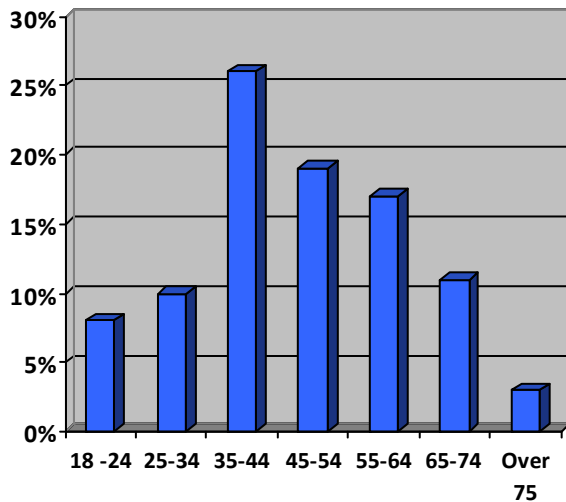
- 2010: 302,880
- 2009: 282,642
- 2008: 268,140
- 2007: 300,463
- 2006: 292,450

Gender

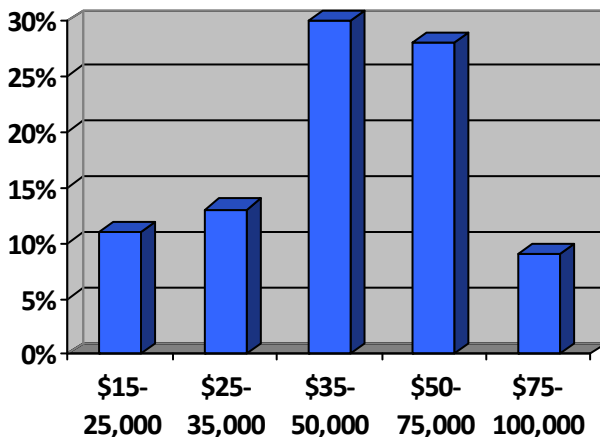
58% Female

42% Male

Age



Income



Geographic Breakdown

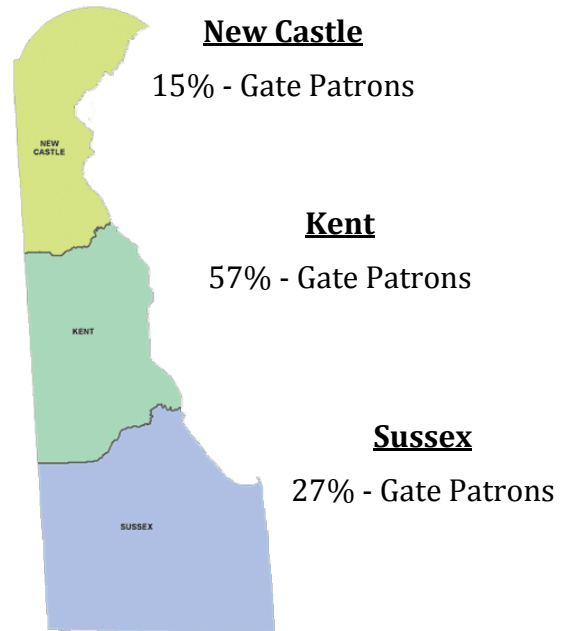
Fair Patrons

Delaware: 78%
 Maryland: 15%
 Pennsylvania: 3%
 Other States: 4%

Concert Patrons

Delaware: 72%
 Maryland: 20%
 Pennsylvania: 3%
 Other States: 5%

Delaware Breakdown by County



Our Patrons...

Average Years of Attendance

>9 years

Average Fair days per season

2.7 days

Average Hours Spent at Fair

4.7 hours

Overall Fair Satisfaction

93%