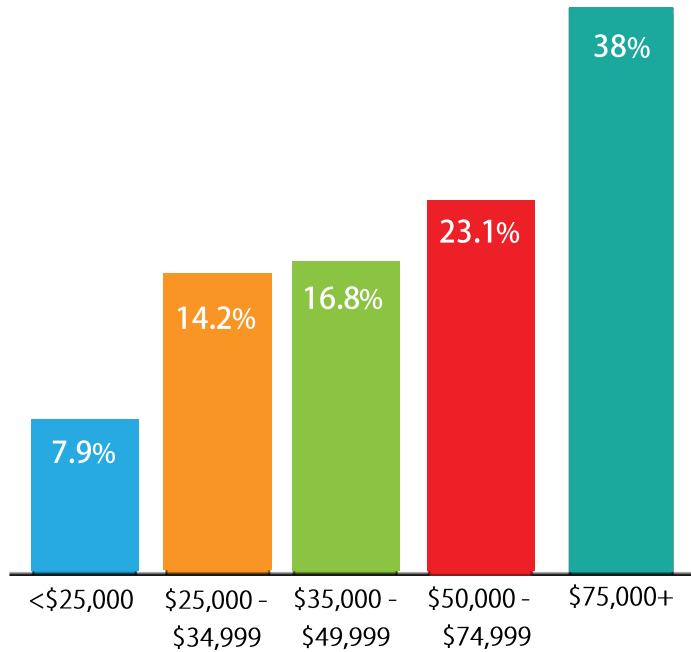




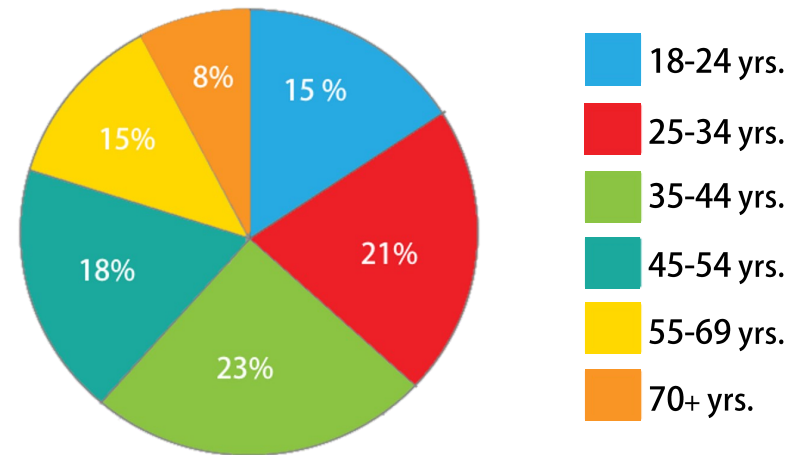
DEMOGRAPHICS

Who attends Utah's largest annual event?

ANNUAL HOUSEHOLD INCOME



AGE DISTRIBUTION



46%



54%



61% OWN
THEIR HOME



62% MARRIED



61% HAVE A
DEGREE



89% LIVE WITHIN
50 MILES OF THE
FAIRPARK

*Data based on 2018 on-site and post event surveys.