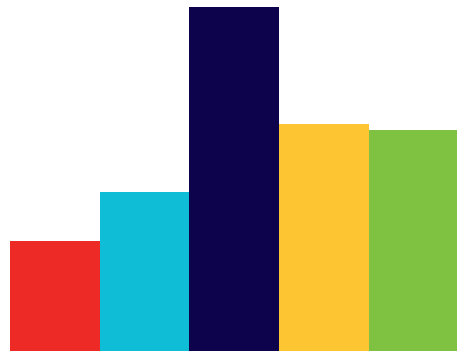




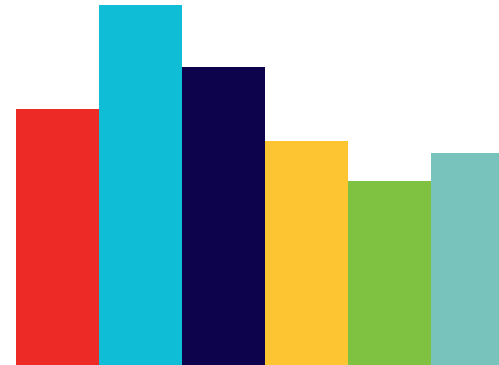
WHO BRANDS REACH AT THE UTAH STATE FAIR

A local, family-driven audience with purchasing power and decision-makers present.



<\$25K (10.4) \$25K-\$49K (15)
\$50K-\$99K (32.4) \$100K-\$149K (21.4)
\$150K+ (20.8)

HOUSEHOLD INCOME

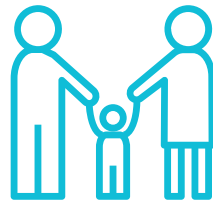


18-24 (16.7) 25-34 (23.5) 35-44 (19.4)
45-54 (14.6) 55-65 (12) 65+ (13.8)

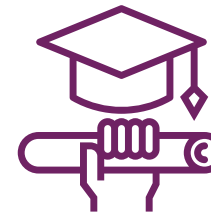
AGE



89%
LIVE WITHIN
50 MILES



51%
HAVE CHILDREN
UNDER 18 AT HOME



64%
HAVE A DEGREE



51%
ARE MARRIED



60%
OWN THEIR HOME