




Rockford AirFest 2011
 JUNE 4-5, 2011

AIRSHOW DEMOGRAPHICS

Who Goes to Air Shows?

Air shows help you reach into some of the most difficult and hard-to-reach markets: large numbers of well-educated adults with young families. Approximately **75%** of the audience at air shows has at least **some college education**. Nearly **78%** report annual household incomes of **\$60,000 or more**. Though the average age of an air show spectator is just under **39**, more than **51%** of all adults attending air shows in North America are between the **ages of 30 and 49**.

By the Numbers

55% of spectators spent more than 5 hours on air show grounds at Rockford AirFest 2010.

- 66% are Male
- 34% are Female

Air Show spectators are willing to travel...especially to see a military jet team like the Thunderbirds!

- 49% less than 20 miles
- 29% 21-50 miles
- 22% 51+ miles

Get Results!

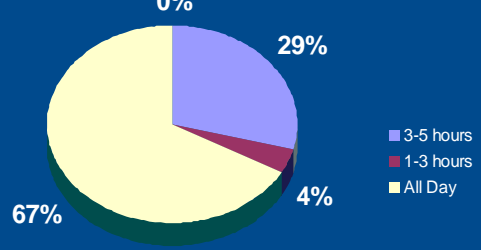
Check out the reasons why sponsoring AirFest 2011 can help your business:

- Increase Brand Loyalty
- Create Awareness & Visibility
- Change/Reinforce Image
- Drive Retail Traffic
- Showcase Community Responsibility
- Drive Sales
- Sample/Display Brand Attributes
- Entertain Clients & Staff
- Recruit/Retain Employees
- Merchandising Opportunities

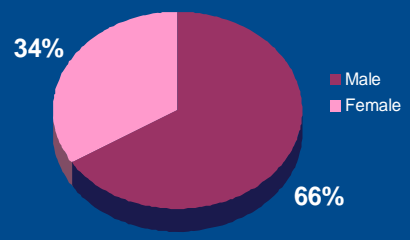
"Air shows are likely to grow even more popular with marketers as they learn of the events' unusually broad-based demographics and fan loyalty."

Adweek Magazine

Time Spent at Show



Demographics by Sex



Distance Traveled to Show

