
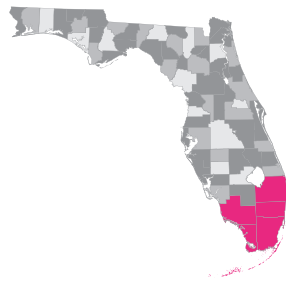


2019 DEMOGRAPHICS

205,000 attendees 

61% Female & **39%** Male | **63%** are between the ages of 21 and 54 | **20,000** children and students attend

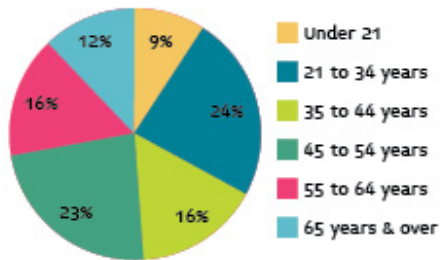
 **42%** Annual household income in excess of **\$65,000**

 **85%** are from **South Florida**

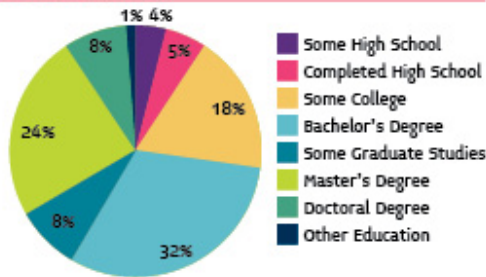
72% have a **college degree**, with 35% having an advanced degree 

 **96%** of all fairgoers were either **satisfied** or extremely satisfied with their experience at the Book Fair

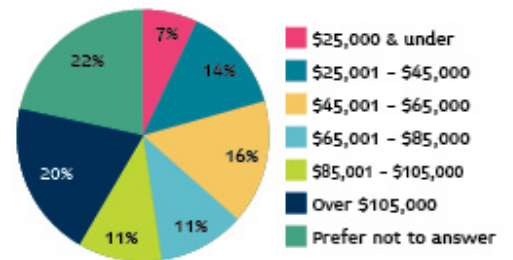
AGE



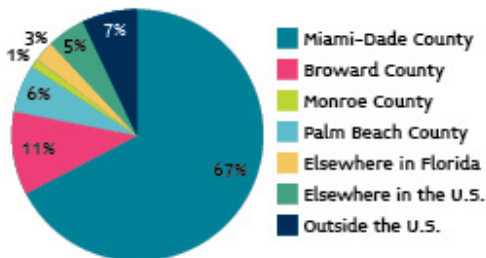
EDUCATION



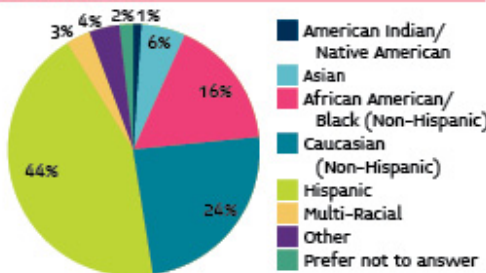
INCOME



PRIMARY RESIDENCE



ETHNICITY



GENDER

