

CHRISTMAS, SPRING & SCOTLAND FAIRS

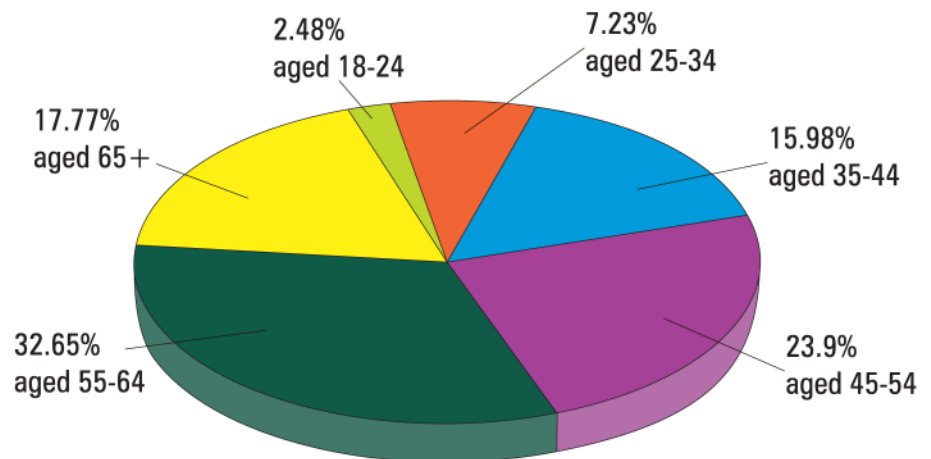
VISITOR STATISTICS

Attendance Figures

Spring Fair 2010	23,140 over 5 days
Christmas Fair 2009	28,671 over 5 days
Christmas Scotland Fair 2009	15,802 over 4 days

Visitor Profile

96.4% female / 3.6% male
 40.2% are social grade AB
 76.8% are ABC1
 High household income of £51K



Visitor Behaviour

Recent research has shown that visitors to the Country Living Fairs are affluent, with a high disposable income. The statistics below help to illustrate this.

- Our visitors are 1.7 times more likely to live in a detached home than the national average
- Second home owners
- They are twice as likely as the national average to own a luxury car
- They are 2.5 more likely than average to read a quality broadsheet
- They are twice as likely as the national average to have offset their mortgage
- 1.9 times more likely to shop online

Sources:

Country Living Fair Visitor Profiling conducted by CACI 2007,
 Country Living Email Survey 2007

Breakdown of regional split for London Fair attendees

