

## CHRISTMAS, SPRING & SCOTLAND FAIRS

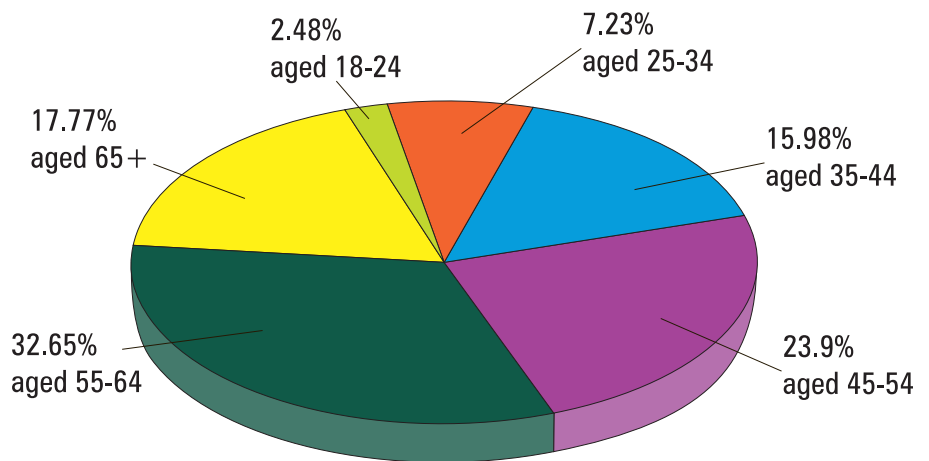
### VISITOR STATISTICS

#### Attendance Figures

Spring Fair 2009	20,178 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

