

Air Show Demographics

One of the best-kept secrets is now out

– in the last millennium, air shows were the second most popular spectator sport in North America! Over 26 million people attend more than 400 air shows annually. During the past decade, air shows drew nearly twice the attendance figures of NFL football!

Air shows deliver significant and measurable results for everyone, from mature product marketers with broad customer bases, to new product marketers to those with specialized or niched customer bases. Whatever your marketing objective – moving product, building recognition, enhancing or positioning brand image – air shows can help you accomplish your goals.

Gender:

Male (18+)	62%
Female (18+)	38%

Own home:

Own	56%
Rent	33%
Other	11%

Age:

Under 24	6%
25 – 34	18%
35 – 44	37%
45 – 54	21%
55 or over 1	8%

Education:

Some High School	1%
High School Graduate	19%
Some College	41%
College Graduate	25%
Post Graduate	14%

Attending with Children Yes 40%

Household income:

Under \$24,999	17%
\$25,000-\$34,999	10%
\$35,000-\$49,999	15%
\$50,000-\$74,999	28%
\$75,000 or over	30%

Ethnicity:

White	60%
Hispanic	21%
Asian	1%
Black	3%
Other	5%