



Demographic Breakdown of Attendees

This data was calculated by surveys completed over the past 100 Senior Expos produced throughout Las Vegas from 2012 thru 2021.

Average Attendance

900 - 1,200

Age

13% - 50-55 years of age
 15% - 56-60 years of age
 25% - 61-65 years of age
 27% - 66-70 years of age
 20% - 70+ years of age

Education (completed)

15% - Graduate Degree
 40% - Bachelor Degree
 08% - Community College
 21% - Some College
 40% - High School or GED

Race

47% - White
 29% - Black
 16% - Hispanic
 07% - Asian
 01% - Other

Household Income

12% - \$100,000 +
 46% - \$60,000 - \$99,999
 42% - \$40,000 - \$60,000

Marital Status

51% - Married
 33% - Divorced
 16% - Single/Widowed

Occupation

59% - work outside the home
 20% - work at home
 21% - retired

Planning to shop at the show?

66% - Probably
 30% - Unsure
 04% - No

Major Purchases next 6 months

67% - health related issue
 64% - travel / vacation
 49% - home/ home improvement
 46% - automobiles
 45% - furniture / electronics

Interests (check all that apply)

87% - health & wellness
 77% - fitness & nutrition
 71% - travel & vacation
 70% - retirement planning
 58% - aging parents/caretakers
 55% - food & cooking
 51% - Social clubs & affairs
 51% - Computers & electronics
 42% - outdoors activities
 42% - home décor & improvements
 40% - shopping & gift items
 32% - fashion & jewelry
 21% - beauty & cosmetics
 11% - Casinos & gambling
 07% - Education & career

Evaluation of Event by Vendors

This data was calculated from surveys completed by 200+ vendors over the past 5 years.

Scale:

1 = Poor
 2 = Below Average
 3 = Average
 4 = Very Good
 5 = Excellent

Number of Attendees:

1	2	3	4	5
0%	1%	67%	21%	11%

Quality of Attendees:

1	2	3	4	5
0%	5%	38%	48%	8%

Value for Money Spent:

1	2	3	4	5
0%	2%	51%	34%	13%

Hours of the Event:

1	2	3	4	5
0%	0%	13%	69%	12%

Load in & Load Out:

5	4	3	2	1
0%	3%	69%	21%	15%

Food Services:

1	2	3	4	5
3%	14%	72%	11%	0%

Overall Rating:

1	2	3	4	5
0%	4%	38%	58%	0%