

# Senior Events 2012 to 2022

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## Demographic Breakdown of Attendees

*This data was calculated by surveys completed over the past 250 Senior Expos held throughout Las Vegas.*

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### Average Attendance

1,500 - 2,000

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### Age

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

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### Education (completed)

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

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### Race

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

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### Household Income

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

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### Marital Status

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

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### Occupation

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

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### Planning to shop at the show?

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

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### Major Purchases next 6 months

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

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### 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

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EVENT MANAGERS AND PRODUCERS

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