

OC FAIR & EVENT CENTER

Costa Mesa, CA
SEPTEMBER 20-22, 2024

GENERAL INFORMATION:



100,000

AVERAGE HOUSEHOLD
INCOME



66%

BETWEEN THE
AGES OF 35-59



76% 22%

MALE / FEMALE



31,500+

ATTENDEES AT
THE EVENT



45%

SPEND \$500
OR MORE
AT THE EVENT

28%

SPEND \$1000
OR MORE
AT THE EVENT

90%

PURCHASE
PRODUCTS AT
THE EVENT

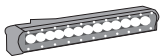
PRODUCT SOUGHT AFTER AT THE EVENT

ACCESSORIES:



69%

LIGHTING:



56%

UTVS:



54%

TIRES:



48%

SUSPENSION:



45%

WHEELS:



43%

ENGINE PERFORMANCE:



34%

AUDIO:



31%

VEHICLE PURCHASE INTENT (NEXT 24 MONTHS)



35%

UTV



34%

RV/CAMPER/
TOY HAULER



33%

TRUCK



15%

MOTORCYCLE



11%

ATV

VEHICLE OWNERSHIP:



87%

OWN A
TRUCK



76%

OWN A UTV



75%

OWN AN ATV



51%

RV/CAMPER/
TOY HAULER

ACTIVITIES:

OFF-ROADING: **95%**

CAMPING: **78%**

BOATING: **48%**



SANDSPORTSSUPERSHOW



SANDSPORTSSUPERSHOW

SANDSPORTSSUPERSHOW.COM