

expert answers to
life's changing questions



2018 i Know Expo Statistics

Attendance 700

66% Female
33% Male

Ages

10% 40 - 49
19% 50 - 59
37% 60 - 69
22% 70 - 79
5% 80+

How did you guests hear about the expo?

5% AARP
4% Newspaper
11% TV
2% Facebook
17% Word of Mouth

Race of guests

3% Asian
8% African American
1% Hispanic
87% Caucasian
1% Other

Counties represented

74% Fayette
5% Jessamine
5% Madison
2% Clark
1% Per county for: Lincoln, Anderson,
Henry, Mason, Harrison, Franklin, &
Bourbon