

WISCONSIN STATE FAIR

Presented By  U.S. Cellular

3-YEAR ATTENDANCE OVERVIEW

DAY	2016	2015	2014
Thursday	70,680	90,257	73,378
Friday	85,450	81,601	70,629
Saturday	132,489	131,761	128,044
Sunday	104,099	103,822	98,468
Monday	94,267	83,141	75,808
Tuesday	71,311	78,611	78,536
Wednesday	72,413	81,610	79,665
Thursday	71,061	75,647	75,812
Friday	66,139	85,067	100,194
Saturday	129,754	120,963	136,740
Sunday	118,152	95,573	113,607
TOTAL ATTENDANCE	1,015,815	1,033,053	1,030,881

DEMOGRAPHIC INFORMATION

Includes information compiled from onsite and online surveys – updated November 2015

Fairgoer Demographics

- Gender:
 - Male: 43%
 - Female: 57%
- Average Age: 40 years
- Age Breakdown:
 - 11 and under: 9.6%
 - 12-20: 14.3%
 - 21-34: 18.1%
 - 35-44: 19.2%
 - 45-59: 24.7%
 - 60+: 14.1%
- Median Household Income: \$66,285

Attendance by Geographic Location

- Wisconsin: 84%
- Illinois: 13%
- Other: 3%

Distance Traveled to Attend Fair

- Less than 50 miles: 33.9%
- 51-74 miles: 25%
- 75-100 miles: 20.9%
- 101-150 miles: 13.4%
- More than 150 miles: 6.8%

Average Length of Stay: 5-7 Hours

Average Days Attended: 3

SOCIAL MEDIA INFORMATION – AS OF SEPTEMBER 2016

MEDIUM	MEASURE	REACH
Facebook.com/wistatefair	Likes	169,825
Twitter (@wistatefair)	Followers	18,472
Youtube.com/user/theWIFair	Video Views	188,921
Instagram	Followers	6,977
Pinterest	Followers	947
Snapchat	Total GeoFilter Views	1,576,685

WISTATEFAIR.COM ANALYTICS (MAY 1 – AUGUST 14)

Unique Visitors	882,124
Page Views	4,942,273
Pages / Visit	3.4
Avg. Visit Duration	2:51 minutes