

WISCONSIN STATE FAIR

Presented By  U.S. Cellular

3-YEAR ATTENDANCE OVERVIEW

DAY	2019	2018	2017
Thursday	95,117	82,970	52,763
Friday	88,536	92,785	86,040
Saturday	110,812	103,097	129,364
Sunday	128,425	91,324	99,229
Monday	95,005	77,299	92,012
Tuesday	67,300	75,025	86,070
Wednesday	77,951	81,139	80,913
Thursday	96,893	71,397	60,066
Friday	111,634	106,613	88,811
Saturday	143,396	136,347	131,394
Sunday	115,503	119,986	121,387
TOTAL ATTENDANCE	1,130,572	1,037,982	1,028,049

STATISTICAL AVERAGES

LENGTH OF STAY



5-7 hours

DAYS ATTENDED



3 days

HOUSEHOLD INCOME



\$66,285

AGE



40 years

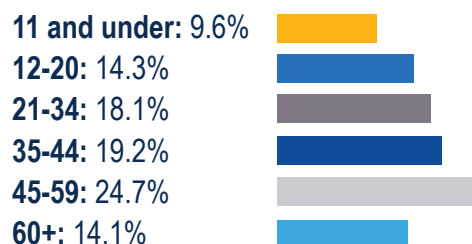
WISTATEFAIR.COM ANALYTICS MAY 1 THRU AUGUST 11

Unique Visitors	1,112,308
Sessions	1,830,459
Page Views	10,864,677
Pages/Visit	5.94
Avg. Visit Duration	3 minutes

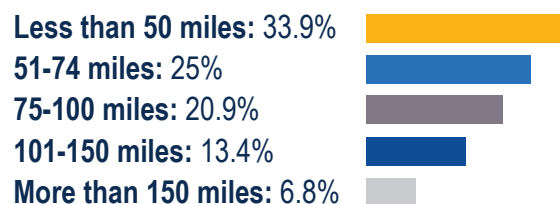
SOCIAL MEDIA INFORMATION AS OF SEPTEMBER 2019

MEDIUM	MEASURE	REACH
Facebook	Likes	192,500
Twitter	Followers	21,073
Youtube.com	Video Views	359,326
Instagram	Followers	17,350

AGE BREAKDOWN



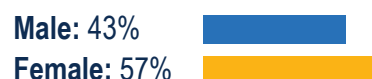
DISTANCE TRAVELED TO ATTEND FAIR



ATTENDANCE BY GEOGRAPHIC LOCATION



ATTENDANCE BY GENDER



Make Your Day WONDERFAIR