


# 2019 State Fair Attendance and Customer Insights

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# State Fair Attendance

2019 Highlights

**102,779**

  
 average daily attendance



**1,130,572**
  
 total attendance



**6** new attendance records set in 2019



## 5-Year Averages

**95,281**
  
 daily attendance average

**1,048,094**
  
 annual attendance average

DAY #	DAY	2019 ATTENDANCE	5-YEAR AVERAGE
1	Thursday	95,117	78,357
2	Friday	88,536	86,882
3	Saturday	110,812	121,505
4	Sunday	128,425*	105,380
5	Monday	95,005*	88,345
6	Tuesday	63,700	75,663
7	Wednesday	77,951	78,805
8	Thursday	96,893*	75,013
9	Friday	111,634*	91,653
10	Saturday	143,396*	132,371
11	Sunday	115,503	114,120
<b>TOTAL</b>		<b>1,130,572*</b>	<b>1,048,094</b>

\* denotes attendance record

# Highlights of Attending State Fair



**3 days**

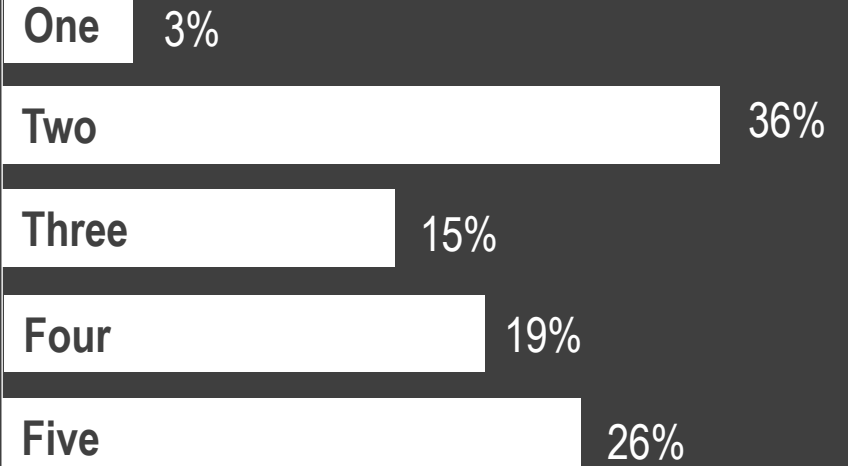
attended on average



**5-7 hours**

average length of stay

**Party Size**



## Top Reasons to Visit

1. Food & Beverage
2. Free Entertainment Options
3. People Watching
4. Shopping
5. Livestock Shows & Exhibits
6. Family Attractions & Activities



## Top Buildings Visited



1. Wisconsin Products Pavilion
2. Exposition Center
3. Original Cream Puff Pavilion
4. Agriculture Barns

# State Fair Customer Demographics



## Top DMAs

1. Milwaukee
2. Madison
3. Chicago
4. Green Bay



**73%**  
of attending  
households own their home



**89%**  
of attending  
households have children

**43%**  
Male



**57%**  
Female



Average Age:

**39**

18-24 – 6%

25-34 – 26%

35-44 – 22%

45-54 – 21%

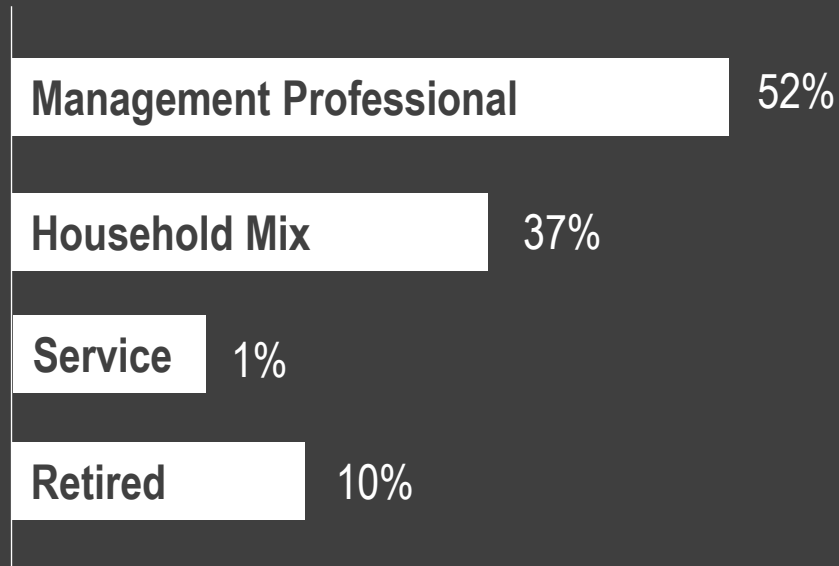
55-64 – 18%

65+ – 9%

# State Fair Customer Insights



## Employment Type



Source: Claritas 360, 2020. Target Segment Measures Report.

Average Household Income:

**\$75,000**

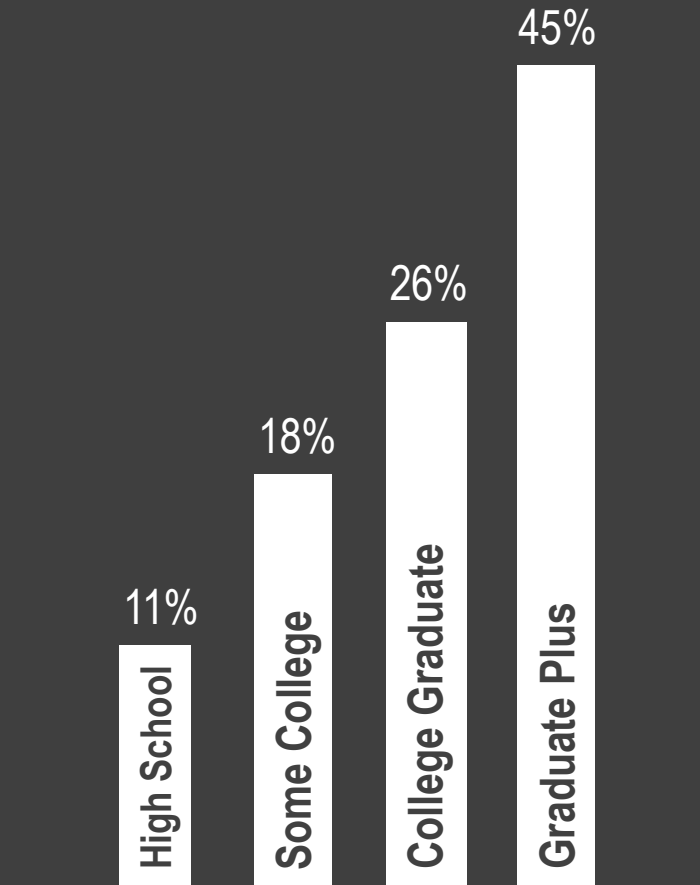
Less than \$20,000 – 5%

\$20,000 - \$50,000 – 26%

\$50,000 - \$80,000 – 28%

More than \$80,000 – 40%

Source: 2019 State Fair Guest Experience Survey



## Education Level

Source: Claritas 360, 2020. Target Segment Measures Report.