

# WISCONSIN STATE FAIR

Presented By  uscellular.

## 3-YEAR ATTENDANCE OVERVIEW

DAY	2021	2019	2018
Thursday	69,050	95,117	82,970
Friday	66,099	88,536	92,785
Saturday	72,954	110,812	103,097
Sunday	84,928	128,425	91,324
Monday	40,147	95,005	77,299
Tuesday	52,194	67,300	75,025
Wednesday	54,966	77,951	81,139
Thursday	68,895	96,893	71,397
Friday	104,137	111,634	106,613
Saturday	118,655	143,396	136,347
Sunday	109,049	115,503	119,986
<b>TOTAL ATTENDANCE</b>	<b>841,074</b>	<b>1,130,572</b>	<b>1,037,982</b>

## STATISTICAL AVERAGES

LENGTH OF STAY



5-7 hours

DAYS ATTENDED



3 days

HOUSEHOLD INCOME



\$75,000

AGE



39 years

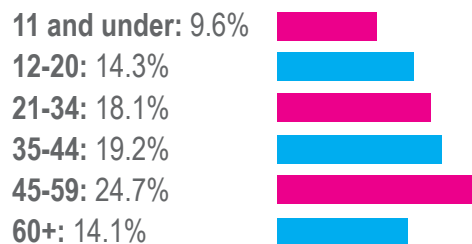
## WISTATEFAIR.COM ANALYTICS MAY 1 THRU AUGUST 15

Visitors	1,251,893
Sessions	1,984,241
Page Views	11,235,610
Pages/Visit	5.66
Avg. Visit Duration	3 minutes

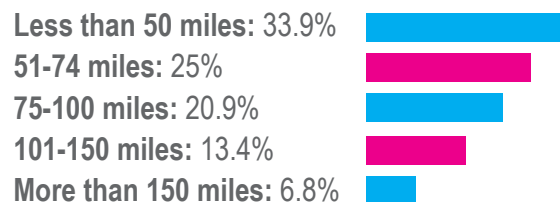
## SOCIAL MEDIA INFORMATION AS OF SEPTEMBER 2021

MEDIUM	MEASURE	REACH
Facebook	Likes	199,225
Instagram	Followers	23,000
Twitter	Followers	21,743
YouTube	Video Views	420,172
TikTok	Video Views	298,508

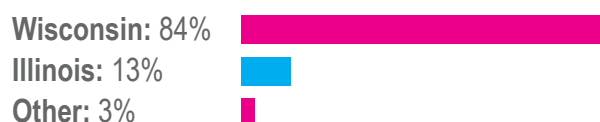
## AGE BREAKDOWN



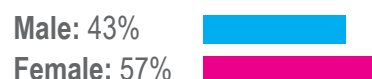
## DISTANCE TRAVELED TO ATTEND FAIR



## ATTENDANCE BY GEOGRAPHIC LOCATION



## ATTENDANCE BY GENDER



**MAKE YOUR DAY WONDERFAIR**