

WISCONSIN STATE FAIR

Presented By 

3-YEAR ATTENDANCE OVERVIEW

DAY	2023	2022	2021
Thursday	67,019	71,404	65,374
Friday	104,219	102,967	62,852
Saturday	138,923	101,624	71,129
Sunday	105,408	68,482	83,731
Monday	70,380	65,245	48,837
Tuesday	72,562	80,743	53,800
Wednesday	69,402	77,869	57,175
Thursday	86,214	88,897	68,864
Friday	83,583	109,095	104,019
Saturday	144,698	138,894	117,449
Sunday	100,942	98,228	107,845
TOTAL ATTENDANCE	1,043,350	1,003,448	841,075

STATISTICAL AVERAGES

LENGTH
OF STAY



5 hours

DAYS
ATTENDED



2 days

HOUSEHOLD
INCOME



\$80,000

AGE



37 years

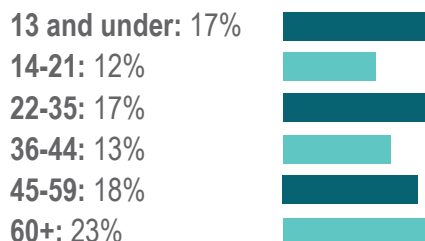
WISTATEFAIR.COM ANALYTICS MAY 1 THRU AUGUST 18

Visitors	1,378,034
Sessions	2,403,579
Page Views	7,717,445
Pages/Visit	3.21
Avg. Visit Duration	3 min 51 sec

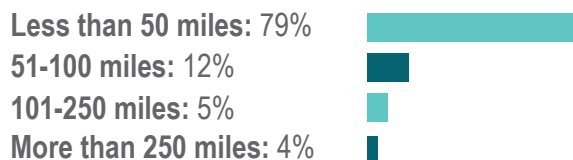
SOCIAL MEDIA INFORMATION AS OF SEPTEMBER 2023

MEDIUM	MEASURE	REACH
Facebook	Followers	211,708
Instagram	Followers	30,559
Twitter	Followers	21,737
YouTube	Video Views	599,580
Email	Subscribers	190,600

AGE BREAKDOWN



DISTANCE TRAVELED TO ATTEND FAIR



ATTENDANCE BY GENDER



ATTENDANCE BY GEOGRAPHIC LOCATION



SOMETHING *For* EVERYONE