

2024 STATE FAIR DEMOGRAPHICS

RETURNING FAIRGOERS



TOP 5 REASONS FOR VISITING











Food 90%

Animals 64%

Rides 57%

Shopping Games 53%

47%

AVERAGE PARTY SIZE









*** * * * *** 3.84

AVERAGE MONEY SPENT







\$252

COLISEUM CONCERT SERIES









24% of fairgoers attended a concert

83% areas of the fair 72%

ages 35-64

35% of concert goers of concert goers of concert goers visited other ranged from ranged from ages 25-34

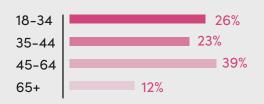
AVERAGE PARTY SIZE: 2.88

GENDER

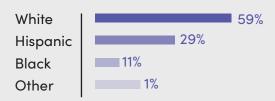




AGE



ETHNICITY



INCOME



HOURS SPENT AT THE FAIR

