

Who attends the State Fair of Texas?

The State Fair of Texas has an extremely loyal following who support our sponsors.

50% OF VISITORS ATTEND THE FAIR EACH YEAR.

87% ARE LIKELY TO ATTEND THE FOLLOWING YEAR.

73% WOULD PURCHASE A STATE FAIR SPONSOR'S PRODUCT OVER A NON-SPONSOR (ALL OTHER FACTORS BEING EQUAL).

88% WOULD RECOMMEND ATTENDANCE TO OTHERS.

State Fair of Texas visitors are:

Married.

(54% Married / 46% Single)

Majority Female.

(59% Female / 41% Male)

Between the Ages of 18 and 44.

(18% 12-17 yr / 15% 18-24 yr / 20% 25-34 yr / 20% 35-44 yr / 16% 45 -54 yr / 7% 55-64 yr / 4% over 65 yr)

College Educated.

61% are attending or completed college and advanced degrees.

Average Household Income Between \$25,000 and \$100,000.

(19% under \$25K / 30% \$25-\$50K / 19% \$51-\$75K / 13% \$76-\$100K / 9% \$101-\$150K / 9% over \$150K)

Ethnically Diverse.

(51% Caucasian / 25% Latino/Hispanic 15% African American)

Live within 50 Miles of Downtown Dallas.

A trip to the State Fair is a family experience.

- **92%** of visitors consider the State Fair to be a "Family Friendly" experience.

- **Visitors attend in a groups of 4.2 people and stay at the Fair for an average of 6 hours.**

Top reasons visitors attend:

Tradition / Auto Show / Shopping
Entertainment (Midway, music, shows)
Food



STATE FAIR
OF
TEXAS