

DEMOGRAPHICS

The State Fair of Texas funded a research¹ study on property during the 24 days of the 2017 Fair. More than 24,500 fairgoers responded to the survey at self-guided kiosks located in four buildings on the grounds: Automobile Building, Coliseum, Creative Arts and Grand Place.

WHO ATTENDS THE STATE FAIR?



AVERAGE
HOUSEHOLD INCOME: \$78,178

LESS THAN \$25,000: 12.2%

\$25,000-\$49,999: 17.8%

\$50,000-\$74,999: 19.6%

\$75,000-\$99,999: 13.5%

\$100,000-\$149,999: 10.7%

\$150,000+: 11%

78.6%

LIVE LESS THAN
50 MILES FROM
FAIR PARK.

50-100 MILES: 11.3%
100+ MILES: 10.1%

48%
COLLEGE
GRADUATES



60.5% OF ATTENDEES ARE BETWEEN AGES 18 & 44

FAIRGOERS REPRESENT DIVERSE ETHNIC GROUPS.
SIX PERCENT OF ATTENDEES ARE SPANISH-SPEAKING.

49.8%
CAUCASIAN

23.9%
HISPANIC
/LATINO

10.1%
AFRICAN
AMERICAN

4.0%
ASIAN
AMERICAN

12.3%
OTHER

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WHEN ATTENDING THE FAIR, VISITORS:

RETURN TO THE FAIR
BETWEEN 2-5 DAYS: 33.4%

1 DAY VISIT: 60%

2 DAYS: 22.2%

3 TO 5 DAYS: 11.2%

6 TO 9 DAYS: 3.5%

MORE THAN 10 DAYS: 3.2%

TOP REASONS TO ATTEND THE FAIR

- FOOD
- MIDWAY
- SHOPPING
- SHOWS
- LIVESTOCK

- CHEVROLET
MAIN STAGE
- TEXAS AUTO
SHOW

44.8%
MALE

55.2%
FEMALE

PARTY SIZE

4.1

ON AVERAGE

3.5%

1

18.5%

2

25.9%

3

16.1%

4

13.9%

5

22.1%

5+

FAIRGOERS SEEK VALUE WHEN BUYING ADMISSION

50.4% UTILIZE DISCOUNTS TO PURCHASE TICKETS

SPEND 4.9 HOURS AT THE FAIR

3.7%
0-1 HOURS

12.7%
1-3 HOURS

37.9%
3-5 HOURS

30.8%
5-7 HOURS

15%
7+ HOURS