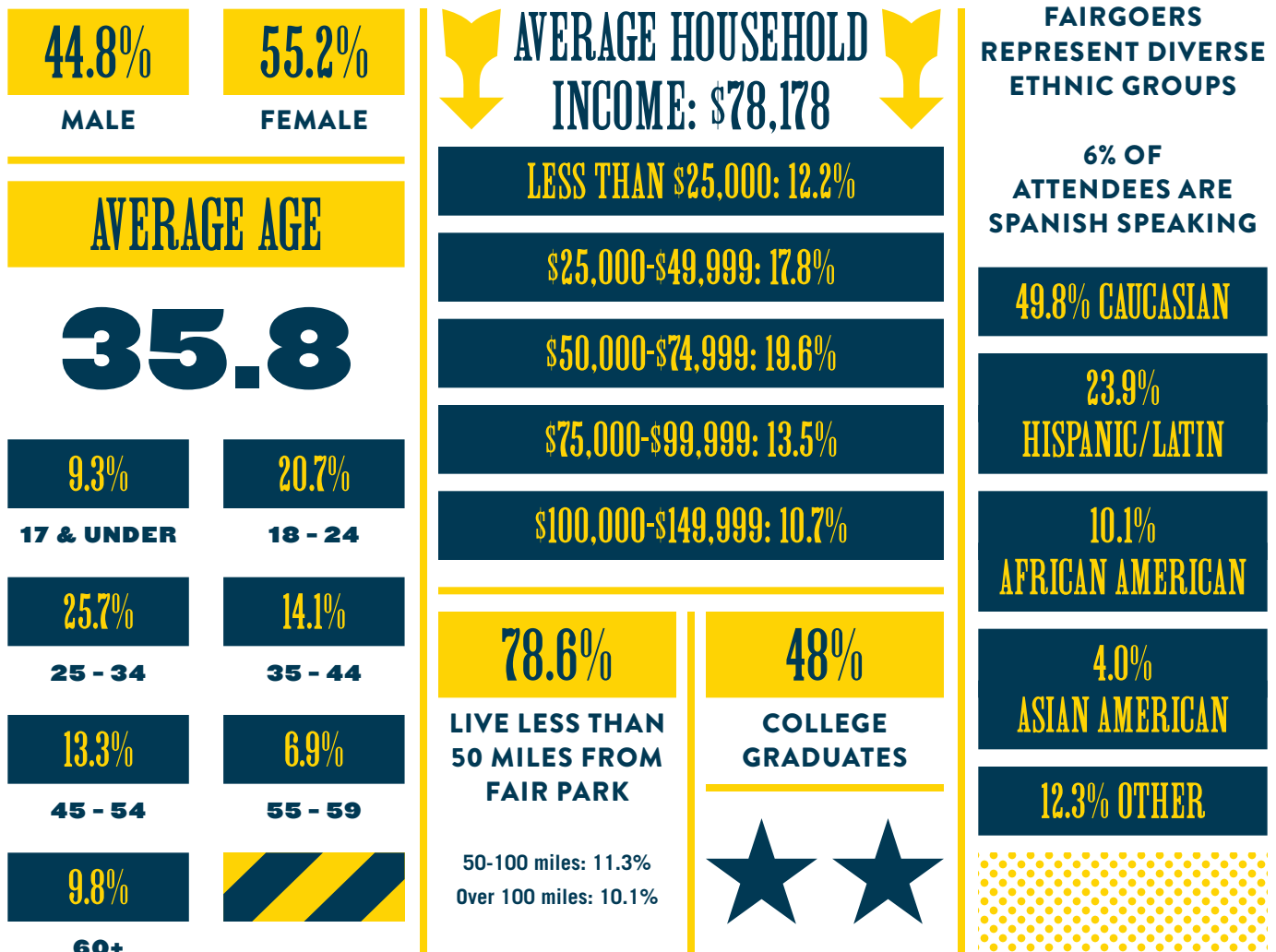


DEMOGRAPHICS



Attendees of the State Fair of Texas are as diverse as the Fair itself. Fair attendees cover a wide range of ages and all walks of life. Demographic data below was secured through research methodology conducted by EventCorp Services on property at the Fair.

WHO ATTENDS THE STATE FAIR?



★★ **60.5% OF ATTENDEES ARE BETWEEN AGES 18 & 44** ★★

DEMOGRAPHICS



Attendees of the State Fair of Texas are as diverse as the Fair itself. Fair attendees cover a wide range of ages and all walks of life. Demographic data below was secured through research methodology conducted by EventCorp Services on property at the Fair.

WHILE AT THE FAIR, VISITORS:

VISIT THE FAIR BETWEEN
TWO & FIVE DAYS: 33.4%

ONE DAY: 60%

TWO 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
- TEXAS AUTO SHOW
- MIDWAY
- SHOPPING
- DAILY SHOWS
- LIVESTOCK
- CHEVROLET MAIN STAGE

52.8% ATTENDED
THE FAIR

THE PAST 3 YEARS

PARTY SIZE

4.1
PERSONS

3.5%

1

18.5%

2

25.9%

3

16.1%

4

13.9%

5

22.1%

5+

SPEND 4.9
HOURS AT
THE FAIR

7.8% 0-1 HOURS

12.7% 1-3 HOURS

37.9% 3-5 HOURS

30.8% 5-7 HOURS

15% 7+ HOURS

90%

OF ATTENDEES
VISITED TEXAS
AUTO SHOW

SEEK VALUE WHEN BUYING ADMISSION

50.4% UTILIZED DISCOUNTS TO PURCHASE TICKETS