



ATTENDEE PROFILES



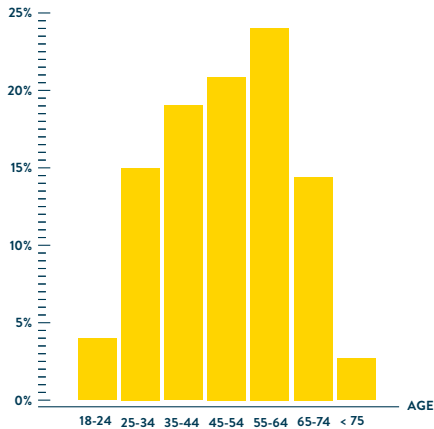
The State Fair of Texas attendees are as diverse as the Fair itself. Fair fans come from all walks of life. They span all age ranges and backgrounds. The State Fair of Texas utilized a variety of methodologies to create our fairgoer demographics including customer satisfaction surveys and Placer.ai.

STATE FAIR OF TEXAS FANS

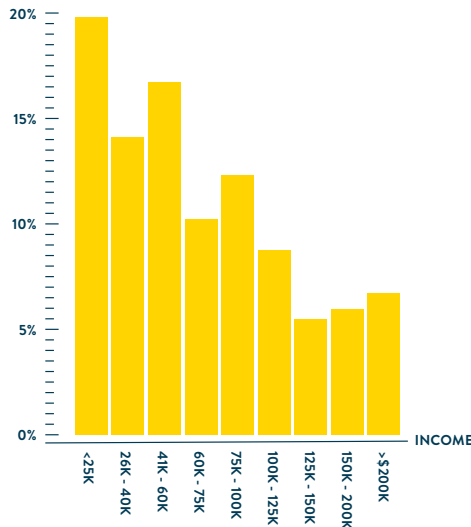


- MAJORITY LIVE WITHIN A 75-MILE RADIUS OF FAIR PARK AND DOWNTOWN DALLAS (77%)
- HAVE AN AVERAGE HOUSEHOLD INCOME OF \$84,000
- ARE BETWEEN AGES OF 25 AND 54 (55%)
- MAJORITY ATTEND WITH IMMEDIATE AND EXTENDED FAMILY (78%)
- ARE BRAND LOYAL TO THE FAIR. 86% REGULARLY ATTEND THE FAIR AND 28% VISIT MULTIPLE TIMES DURING EACH FAIR.
- MOST DRIVE PERSONAL VEHICLES TO THE FAIR (77%)

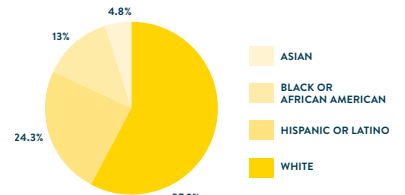
AGE RANGES



HOUSEHOLD INCOME



BACKGROUND



EDUCATION

