

DEMOGRAPHICS ★

THE FAIR HAS CONSISTENT AND HIGHLY DIVERSE ATTENDANCE

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.



AGE

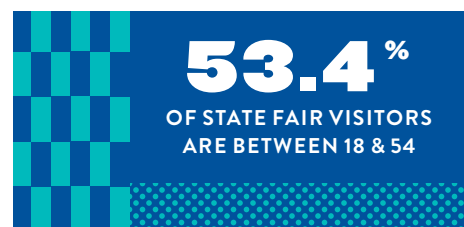


UNDER 18 - 26%
 18 TO 34 - 27%
 35 TO 54 - 27%
 55 TO 60+ - 17%
 75+ - 3%

GENERATION



22% GEN ALPHA
 15% GEN Z
 24% MILLENNIALS
 19% GEN X
 17% BABY BOOMERS
 3% SILENT & GREATEST



RADIUS



79% VISITORS LIVE WITHIN 100 MILES FROM FAIR PARK

AVERAGE HH INCOME



\$86,229

EDUCATION



60% HAVE A COLLEGE DEGREE OR HIGHER

GENDER



51% FEMALE
 49% MALE

ETHNICITY



40% HISPANIC
 31% WHITE
 22% BLACK
 5% ASIAN
 2% OTHER



