

# THE STATE FAIR OF TEXAS DELIVERS A TEXAS-SIZED AUDIENCE TO YOUR COMPANY



DURING THE 24 DAYS OF THE FAIR, MILLIONS OF FAIRGOERS NOT ONLY SHOP BUT ALSO SAMPLE, TEST, AND REDISCOVER BELOVED BRANDS.

**MORE THAN**  
**2 MILLION**  
VISITORS EACH YEAR

A SUPER BOWL-SIZED ATTENDANCE EACH DAY OF THE FAIR MEANS LOTS OF POTENTIAL CUSTOMERS AND BRAND EXPOSURE.



★ ★ **BRAND** ★ ★  
**RECOGNITION**

BIG TEX, OUR 55-FOOT COWBOY IS KNOWN INTERNATIONALLY AND HAS A LOYAL FOLLOWING.

**A HIGHLY**  
**DIVERSE AUDIENCE**  
CELEBRATE THEIR FAIR TRADITION

40% OF OUR ATTENDEES ARE HISPANIC AND 22% ARE BLACK.  
100% ARE YOUR POTENTIAL CUSTOMERS!



**EACH ACTIVATION**  
**IS UNIQUE**

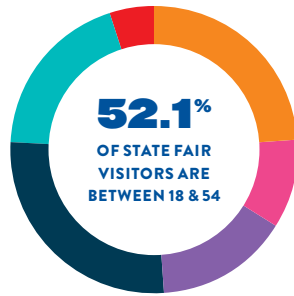
FLEXIBLE, CUSTOMIZABLE ACTIVATION SPACES ALIGN WITH YOUR BRAND GOALS TO DRIVE SAMPLING AND ENGAGEMENT—WHETHER FOR A WEEKEND OR THE ENTIRE FAIR!



# CONSISTENT & HIGHLY DIVERSE ATTENDANCE

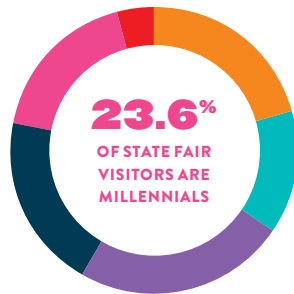
## AGE

- UNDER 18 - 24%
- 18 TO 24 - 10%
- 25 TO 34 - 15%
- 35 TO 54 - 27%
- 55 TO 75 - 19%
- 75+ - 5%



## GENERATION

- 21% GEN ALPHA
- 14% GEN Z
- 24% MILLENNIALS
- 20% GEN X
- 18% BABY BOOMERS
- 4% SILENT & GREATEST



## ETHNICITY

- 36% HISPANIC
- 33% WHITE
- 21% BLACK
- 6% ASIAN
- 3% OTHER



STATE FAIR OF TEXAS ATTENDEES REFLECT THE DIVERSITY OF THE FAIR ITSELF, SPANNING ALL AGES AND BACKGROUNDS, WITH DEMOGRAPHICS INFORMED BY METHODOLOGIES SUCH AS SURVEYS AND PLACER.AI DATA.



**79%**  
OF VISITORS LIVE WITHIN 100 MILES FROM FAIR PARK



**\$113,228**  
AVERAGE HOUSEHOLD INCOME OF VISITORS



**63%**  
HAVE A COLLEGE DEGREE



# ATTENDEE BEHAVIOR

THE STATE FAIR OF TEXAS DELIVERS YOUR BRAND TO A TEXAS-SIZED AUDIENCE. ATTENDEES FROM ALL WALKS OF LIFE VISITED FAIR PARK TO PARTICIPATE IN STATE FAIR TRADITIONS, SAMPLE THE LATEST FAIR FOOD, AND TAKE THEIR ANNUAL "SELFIE" WITH BIG TEX.



★ ★ ★ ★ ★ 3-YEAR AVERAGE ATTENDANCE ★ ★ ★ ★ ★  
**2,249,123 VISITORS**  
 ★ ★ ★ ★ ★ *That's a Lot, Y'all!* ★ ★ ★ ★ ★

**51%**  
FEMALE

**49%**  
MALE

## ATTENDANCE (BY DAY)

- MONDAY - 9%
- TUESDAY - 10%
- WEDNESDAY - 7%
- THURSDAY - 13%
- FRIDAY - 16%
- SATURDAY - 28%
- SUNDAY - 17%



## DISTANCE TRAVELLED TO FAIR

- <10 MI - 27%
- 10 TO 30 MI - 40%
- 30 TO 100 MI - 13%
- 100 TO 250 MI - 12%
- 250+ MI - 8%

