### 2019 FAIRTIME

**AUGUST 8-18**

<table>
<thead>
<tr>
<th>3-YEAR ATTENDANCE</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1 - Thursday</td>
<td>86,408</td>
<td>81,948</td>
<td>84,928</td>
</tr>
<tr>
<td>Day 2 - Friday</td>
<td>103,424</td>
<td>103,419</td>
<td>103,096</td>
</tr>
<tr>
<td>Day 3 - Saturday</td>
<td>120,833</td>
<td>116,583</td>
<td>122,111</td>
</tr>
<tr>
<td>Day 4 - Sunday</td>
<td>112,396</td>
<td>104,270</td>
<td>108,283</td>
</tr>
<tr>
<td>Day 5 - Monday</td>
<td>105,522</td>
<td>95,666</td>
<td>97,682</td>
</tr>
<tr>
<td>Day 6 - Tuesday</td>
<td>96,863</td>
<td>92,440</td>
<td>102,953</td>
</tr>
<tr>
<td>Day 7 - Wednesday</td>
<td>95,322</td>
<td>102,843</td>
<td>109,323</td>
</tr>
<tr>
<td>Day 8 - Thursday</td>
<td>96,015</td>
<td>99,090</td>
<td>104,247</td>
</tr>
<tr>
<td>Day 9 - Friday</td>
<td>97,958</td>
<td>102,447</td>
<td>112,891</td>
</tr>
<tr>
<td>Day 10 - Saturday</td>
<td>120,616</td>
<td>117,062</td>
<td>119,276</td>
</tr>
<tr>
<td>Day 11 - Sunday</td>
<td>94,714</td>
<td>114,492</td>
<td>105,585</td>
</tr>
<tr>
<td><strong>Total Attendance</strong></td>
<td><strong>1,130,071</strong></td>
<td><strong>1,130,260</strong></td>
<td><strong>1,170,375</strong></td>
</tr>
</tbody>
</table>

### SOCIAL MEDIA

- Facebook: 196,556 Likes
- Twitter: 69,306 Followers
- Instagram: 35,601 Followers

### WEB SITE DATA

453,278 unique visits, 2,291,942 page views

### GENDER*

- 39% Male
- 61% Female

### AGE*

- 41.6 years (mean)
- 30% are ages 30-39
- 55% younger than 40

### WHERE FAIRGOERS LIVE*

- 88.7% live in Iowa

### HOW THEY EXPERIENCE THE FAIR*

- $126.42 average expenditure
- $59.06 spent on food
- 7.3 average hours spent at the Fair
- 3.3 average number of visits to the Fair
- 99% percentage of Fairgoers who rate the Iowa State Fair Good to Excellent

### WHY THEY ATTEND*

- 70% come for the food = our top attraction
- 60% love the free entertainment
- 53% say the Varied Industries Building is an important stop

### FAIRTIME ISF SITE VIEWERS’ TOP 4 CITIES

1. Omaha, NE
2. Des Moines, IA
3. Madison, WI
4. Chicago, IL

*2016 survey data (most recent collected) all other data 2018 Fair