



**FAIRTIME**  
**AUGUST 9-19**

**SOCIAL MEDIA**  
 189,021 Likes  
 66,900 Followers  
 26,200 Followers

**WEB SITE DATA**  
 351,282 unique visits  
 1,808,048 page views  
 Less than 10% were views from a desktop computer

| 3-YEAR ATTENDANCE       | 2016             | 2017             | 2018             |
|-------------------------|------------------|------------------|------------------|
| Day 1 - Thursday        | 70,927           | 86,408           | 81,948           |
| Day 2 - Friday          | 90,259           | 103,424          | 103,419          |
| Day 3 - Saturday        | 113,873          | 120,833          | 116,583          |
| Day 4 - Sunday          | 97,923           | 112,396          | 104,270          |
| Day 5 - Monday          | 93,092           | 105,522          | 95,666           |
| Day 6 - Tuesday         | 88,171           | 96,863           | 92,440           |
| Day 7 - Wednesday       | 95,881           | 95,322           | 102,843          |
| Day 8 - Thursday        | 85,366           | 96,015           | 99,090           |
| Day 9 - Friday          | 86,674           | 97,958           | 102,447          |
| Day 10 - Saturday       | 112,672          | 120,616          | 117,062          |
| Day 11 - Sunday         | 96,440           | 94,714           | 114,492          |
| <b>Total Attendance</b> | <b>1,031,278</b> | <b>1,130,071</b> | <b>1,130,260</b> |

**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