






**2019 FAIRTIME**  
**AUGUST 8-18**

**SOCIAL MEDIA**

-  196,556 Likes
-  69,306 Followers
-  35,601 Followers

**WEB SITE DATA**

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

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