






2021 FAIRTIME
AUGUST 12-22

SOCIAL MEDIA

-  209,479 Likes
-  68,392 Followers
-  44,905 Followers

WEB SITE DATA

797,190 total sessions
 1,140,581 page views
 Average time per session: 03:49

3-YEAR ATTENDANCE	2021	2019	2018
Day 1 - Thursday	77,700	84,928	81,948
Day 2 - Friday	104,177	103,096	103,419
Day 3 - Saturday	111,603	122,111	116,583
Day 4 - Sunday	107,410	108,283	104,270
Day 5 - Monday	95,621	97,683	95,666
Day 6 - Tuesday	90,688	102,953	92,440
Day 7 - Wednesday	91,510	109,323	102,843
Day 8 - Thursday	96,064	104,247	99,090
Day 9 - Friday	101,952	112,891	102,447
Day 10 - Saturday	117,764	119,276	117,062
Day 11 - Sunday	99,991	105,585	114,492
Total Attendance	1,094,480	1,170,75	1,130,260

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 2021 Fair