

California **STATE★FAIR**

Demographic Information 2023

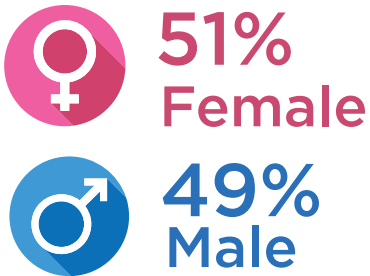




Demographics

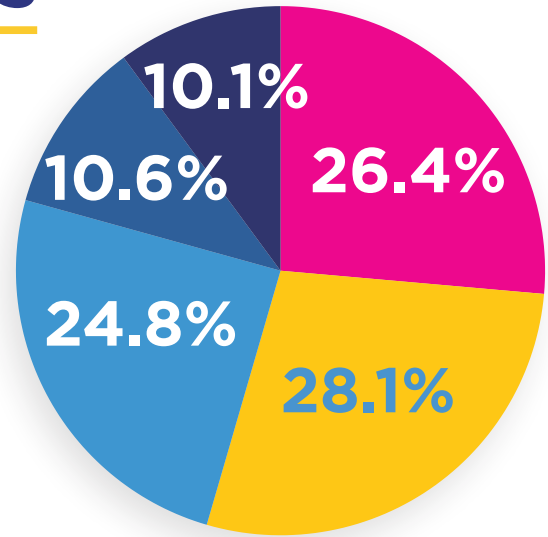
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Gender



Generations

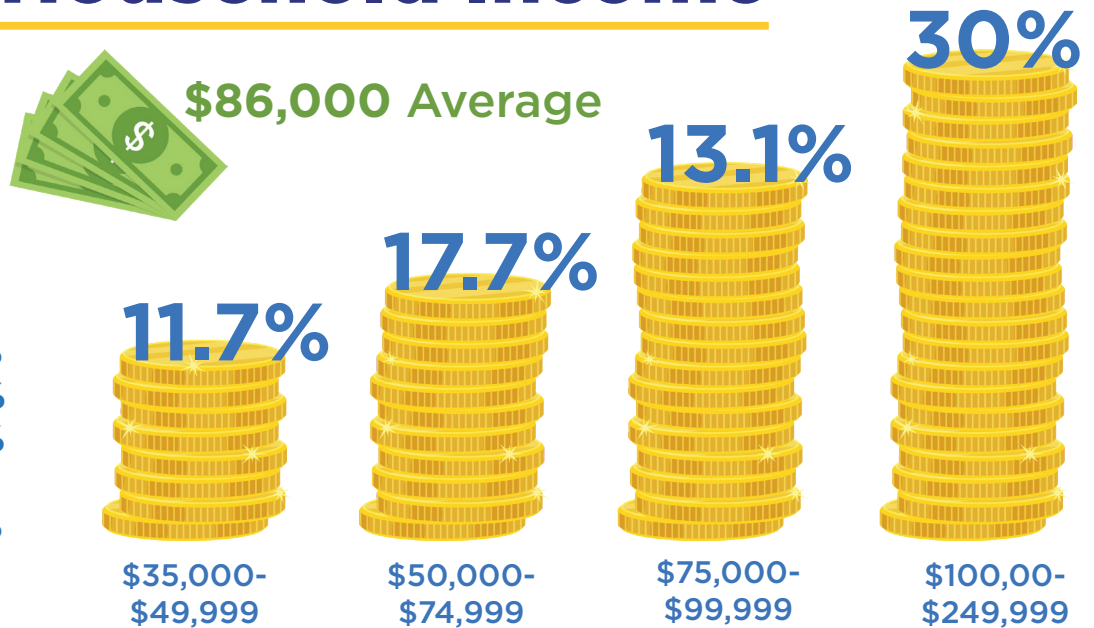
- Gen Alpha & Gen Z
- Millennial
- Gen X
- Baby Boomers
- Silent & Greatest



Ages

0-17	26.4%
18-24	10.2%
25-34	17.9%
35-44	12.8%
45-54	12%
55-64	10.6%
65+	10.1%
Median Age	36.3

Household Income



Ethnicity

White	40.2%
Hispanic	27.1%
Asian	16.2%
Black	9.5%
Other	7%

Education

High School Graduate	31.95%
College/Associate	40.86%
Collge/Bachelor	19.17%
Advanced Degree	7.02%

Average of **3 Persons** Visiting per Household



Visiting

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Approximately **700,000** Visitors
Each Year

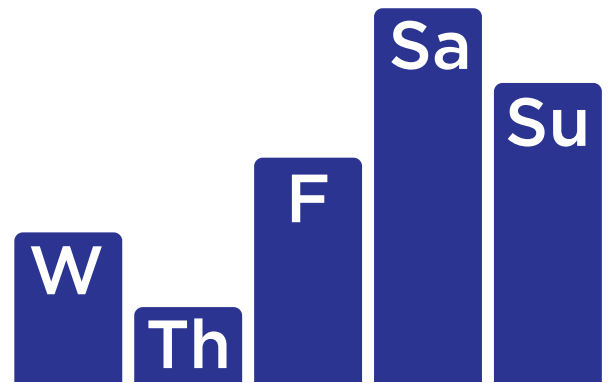
Top 5 Reasons for Visiting

1. Food
2. Exhibits
3. Entertainment
4. Toyota Concert Series on Golden 1 Stage
5. Livestock

Visit Frequency

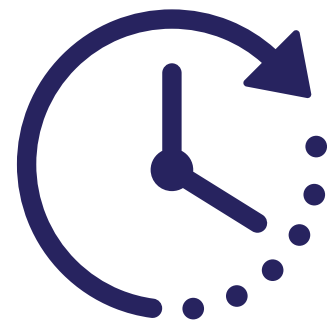
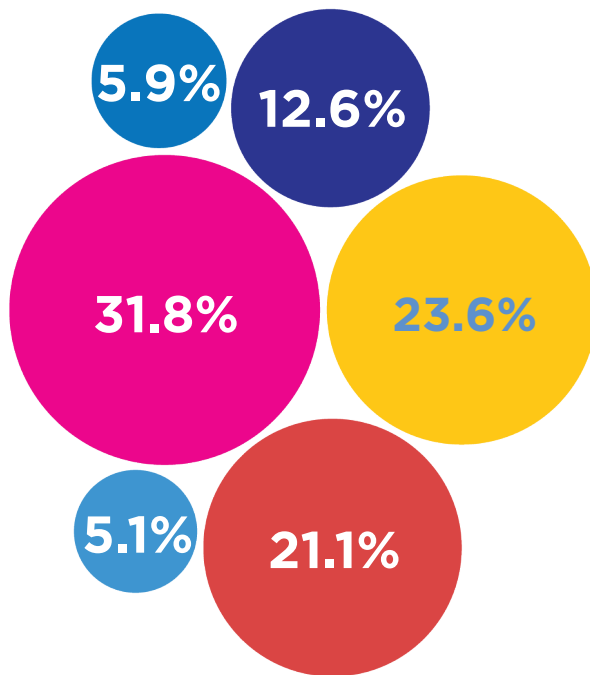
1 Visit	87.23%
2 Visits	9.12%
3+ Visits	3.65%

Busiest Days



Group Size

- 2 Persons
- 3 Persons
- 4 Persons
- 5 Persons
- 6 Persons
- 7+ Persons



Average Stay
of **3 hrs 23 min**



Online Presence

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Website

 **800,299** Site Visitors

 Average of **8.44** Pages per Session

 Average Time Spent of **1m 22s**

 **6,708,442** Total Page Views


Social Wall

9,863 Photos Shared from Users

1,018 Approved Photos

Email Marketing

 **127,300** Subscribers

38.76% Average Open Rate 

*Percentage of recipients who open an email

 **4.69%** Average Click-to-Open Rate

*Percentage of recipients who opened an email and clicked on a link within

 **4,853,233** Emails Sent Total
January 1, 2023 - July 31, 2023

Social

 202,844

 25,911

 8,925

 492

177,635,570 Social Media Impressions from May-July 2023



2023 Sponsors

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Mobile Tours

