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Day. **EVER!**



NCStateFair.org

2023 N.C. STATE FAIR FAIRGOER INSIGHTS REPORT

The N.C. State Fair is a division of the N.C. Department of Agriculture & Consumer Services

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Steve Troxler, Commissioner ★ G. Kent Yelverton, Manager



JOIN US

Each year for 11 days in October, the North Carolina State Fair becomes the one place everyone wants to be for food, entertainment, agricultural exhibits and fun. We greeted 926,425 fairgoers in 2023 as we joined together to celebrate everything amazing about North Carolina, the food produced here and the people who feed the world. Whether you visited one day, or joined us for multiple visits, each day at the N.C. State Fair was the 'Best.Day.Ever'

In 2024, we are going next level. We're poised to bring the best fairgoer experience in the nation to our attendees. Everyone's going to come out to enjoy some 'Homegrown Happiness.'

Activation = Results at the N.C. State Fair

Looking for a unique idea to increase your visibility? The N.C. State Fair is the ideal place to drive awareness to your brand. As the largest event in the state, each day of the fair offers new opportunities to reach the customers you are looking for. Built for flexibility, we're ready to put our heads together to create a package that meets your goals.

Sponsorships can include: title sponsors of music stages, educational exhibits, competitions, buildings, carnival rides, full days of the fair, event signage, discounted ticket offers, fireworks and more.

Data used in this document is the result of self-selected reporting through an after action survey of attendees of the 2021/2022 N.C. State Fairs as well as metrics pulled from advertising and ticket sales reports in 2023.

The N.C.
State Fair
OCT. 12-22, 2023

State Fair Attendance

DAY	2023 ATTENDANCE	10-YEAR AVERAGE	20-YEAR AVERAGE
Thursday	39,950	39,433	40,144
Friday	69,050	73,479	67,027
Saturday	62,501	106,984	108,772
Sunday	101,078	97,553	95,970
Monday	68,441	66,660	63,761
Tuesday	78,091	68,573	67,418
Wednesday	76,085	70,795	69,061
Thursday	109,535	101,641	100,882
Friday	71,540	89,713	86,839
Saturday	135,545	133,223	128,884
Sunday	114,607	106,551	99,589
TOTAL	926,425	954,609	918,311

Due to the cancellation of the 2020 N.C. State Fair, attendance statistics for that year are not included in 10-year and 20-year averages.

95.8% of attendees will return next year

50+

online tickets sold to fairgoers from all 50 states + DC and Puerto Rico

100%

counties in NC with online sales conversions



Fairgoer Demographics

52% Female
47% Male
1% Additional Answers

AVERAGE FAIRGOER AGE

Less than 18 years old	8.4%
18 - 24 years old	16.25%
25 - 34 years old	23.2%
35 - 44 years old	24.23%
45 - 54 years old	15.5%
55 - 64 years old	7.04%
65 years or older	5.38%

Ethnicity

American Indian or Alaska Native	1.08%
Asian	2.83%
Black or African American	22.48%
Hispanic or Latino	11.42%
White or Caucasian	61.97%
Other	0.22%

Top DMAs

1. Raleigh-Durham
2. Greenville-East
3. Triad
4. Fayetteville
5. Charlotte

AVERAGE HOUSEHOLD INCOME

Less than \$25,000	8.76%
\$25,000 - \$49,999	18.73%
\$50,000 - \$99,999	33.89%
\$100,000 - \$149,999	21.79%
\$150,000 or more	16.84%

PERSONAL EXPERIENCE WITH AGRICULTURE

Yes	23.5%
No	76.5%



Fairgoer Insights

65.7%

will spend up to six hours
at the State Fair

68%

live less than 100 miles
from the State Fair

72.5%

spent \$51 - \$300 during
their trip to the State Fair

21.3%

expect to spend multiple
days at the State Fair

TOP REASONS TO VISIT

1. Fair food
2. Family time/tradition
3. Free entertainment
4. Carnival midway
5. Ability to see and experience agriculture

PRINT-AT-HOME TICKETS WITH PROMO AVAILABILITY

Admission Tickets	337,92
Carnival Tickets & Wristbands	135,675
State Fair Flyer Tickets	17,704
State Fair SkyGazer Tickets	11,903
State Fair Grandstand Tickets	11,910
N.C. Public House Tickets	2,917

All quantities above are based on 2023 sales and will vary with sales in 2024

ATTENDEE GROUP SIZE

1-2	53.2%
3-4	33.5%
5-6	9.2%
7-8	2.8%
9-10	1.3%



The N.C.
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Competitions

For over 170 years, competitions have been the bedrock on which the N.C. State Fair has been built. From cooking competitions to livestock shows and needlepoint to giant pumpkins, the tradition continues today. North Carolinians put in the extra effort each year to win a coveted blue ribbon and the bragging rights that come along with being a State Fair champion.

Top 10 Competition Areas By Participants *non-livestock*

1. Arts & Photography
2. Handicrafts
3. Culinary - Canning & Baking
4. Flowers
5. Needlecrafts
6. Vegetables, Fruits & Nuts + Weigh-Offs
7. Clothing
8. Bees & Honey
9. Home Chef Challenge
10. 4-H Exhibits

Key 2023 General Competition Metrics

- 4,395 competitors
- 26,342 entries received
- \$181,268 paid out in winnings to competitors

Key 2023 Livestock Competition Metrics

- 1,068 competitors
- 2,795 entries received
- \$436,364 paid out in winnings to competitors including a record-breaking \$217,850 through the Junior Livestock Sale of Champions

2023 Home Chef Challenge

Slam Dunk Sliders Challenge - 20 Entries

presented by Primetime with the Pack NC State Basketball

Bella's Birthday Bash Challenge - 15 Entries

presented by the N.C. State Fair

Boozy Bites: Appetizers with Spirit! Challenge - 14 Entries

presented by the Distillers Association of North Carolina

Down Home Dessert: Banana Pudding Challenge - 46 Entries

presented by Ambetter of North Carolina

Luscious Layer Cake Challenge - 44 Entries

presented by the N.C. State Fair

Cast Iron Chicken Pot Pie Challenge - 20 Entries

presented by Carolina Cooker

MRE's in '23: Make-Ahead Lunch Challenge - 26 Entries

presented by Wegmans

Carnitas Street Taco Challenge - 15 Entries

presented by Smithfield Foods

Summer Salad of the South: Kickin' Chicken Salad Challenge - 19 Entries

presented by House of Raeford Farms

Let's Get Cheesy: Mac-n-Cheese Challenge - 37 Entries

presented by the N.C. State Fair

Not Your Mama's Sausage Balls Challenge - 22 Entries

presented by the Nahunta Pork Center



Marketing Metrics

MEDIA SPEND BREAKDOWN

Digital	68%
Traditional	32%

DIGITAL SPEND BREAKDOWN

Digital Video	30.6%
Paid Social Media	36.24%
Programmatic Display	19.2%
Site Direct	8.5%
E-Newsletter	5.46%

KEY SUCCESS METRICS

- 333.4k followers across four social media platforms
- 9.7M Facebook reach, 608k page visits in 2023
- 352k Instagram reach, 113k page visits in 2023
- Digital media drove 400,464 click throughs in 2023
- Average online order value in 2023 was \$38.35
- Over 50% of digital sales conversions were from women aged 25-34.

27.9M

digital impressions
in 2023

7.3M

homepage views
ncstatefair.org

28%

email news blast open rate
133.9k subscribers

127%

YOY increase in website
conversion rates



LET'S GET TOGETHER
FOR SOME

