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2022 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 960,172 fairgoers in 2022 as we joined together to celebrate everything amazing about North Carolina, the food produced here and the people who feed the world. We were all truly 'So Happy Together.'

In 2023, we are going next level. We're poised to bring the best fairgoer experience in the nation to our attendees. That's why this year's theme is 'Best.Day.Ever!' We can't wait for October 12-22!

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.

Reach out for more information, and let's get started!

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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.

The N.C.
State Fair
Oct. 13-23, 2022

State Fair Attendance

DAY	2022 ATTENDANCE	10-YEAR AVERAGE	20-YEAR AVERAGE
Thursday	47,309	44,137	40,159
Friday	66,519	73,325	66,277
Saturday	115,586	115,451	111,411
Sunday	105,247	97,520	94,950
Monday	64,068	64,995	62,067
Tuesday	69,327	68,321	66,175
Wednesday	66,057	70,752	68,945
Thursday	92,300	100,815	98,787
Friday	90,994	91,801	85,606
Saturday	136,961	133,618	128,052
Sunday	105,804	105,050	97,896
TOTAL	960,172	958,497	906,839

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.

94.6% 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



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Fairgoer Demographics

55% Female
42% Male
3% Additional Answers

AVERAGE FAIRGOER AGE

Less than 18 years old	3.4%
18 - 24 years old	15.84%
25 - 34 years old	22.2%
35 - 44 years old	23.77%
45 - 54 years old	17.2%
55 - 64 years old	11.21%
65 years or older	6.38%

Ethnicity

American Indian or Alaska Native	1.35%
Asian	2.69%
Black or African American	19.43%
Hispanic or Latino	7.18%
White or Caucasian	68.94%
Other	0.41%

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	21.5%
No	78.5%



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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	314,931
Carnival Tickets & Wristbands	136,298
State Fair Flyer Tickets	17,921
State Fair SkyGazer Tickets	13,290
State Fair Grandstand Tickets	15,151
N.C. Public House Tickets	3,350

All quantities above are based on 2022 sales and will vary with sales in 2023

ATTENDEE GROUP SIZE

1-2	55.5%
3-4	29%
5-6	10.4%
7-8	3%
9-10	2.2%



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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. Flower & Garden Show
3. Culinary & Preserved Foods
4. Handicrafts
5. Poultry (Open, Youth, Market Turkey)
6. Needlecrafts
7. Horticulture
8. Clothing
9. Bees & Honey
10. 4-H Youth Development

Key 2022 General Competition Metrics

- 3,148 competitors
- 22,053 entries received
- \$145,804 paid out in winnings to competitors

Key 2022 Livestock Competition Metrics

- 818 competitors
- 2,987 entries received
- \$404,691 paid out in winnings to competitors including a record-breaking \$212,500 through the Junior Livestock Sale of Champions

2022 Home Chef Challenge

Loaded Nachos Challenge - 15 Entries
presented by Primetime with the Pack NC State Basketball

Ultimate Brownie Challenge - 32 Entries
presented by Humana

Spirited Pie Challenge - 35 Entries
presented by the Distillers Association of North Carolina

Great Bowls of Fire Chili Cook-Off - 25 Entries
presented by Carolina Cooker

Make-Ahead Breakfast Challenge - 13 Entries
presented by Superior Sleep Experience

Brain Food Healthy Grain Bowl Challenge - 9 Entries
presented by Wegmans

Tip Top Sirloin Steak Salad Challenge - 18 Entries
presented by the N.C. State Fair

Bacontastic Fair Food Challenge - 13 Entries
presented by the NC Pork Council

Not Your Mama's Chicken Casserole Challenge - 12 Entries
presented by House of Raeford

Duke Cancer Care in Wake County Celebrates Cancer Warriors Challenge - 9 Entries
presented by Duke Raleigh Hospital

Quirky Cobbler Challenge - 18 Entries
presented by the N.C. State Fair



Marketing Metrics

MEDIA SPEND BREAKDOWN

Digital	72%
Traditional	28%

DIGITAL SPEND BREAKDOWN

Digital Video	34.4%
Paid Social Media	34.3%
Programmatic Display	14.1%
Site Direct	13.1%
E-Newsletter	4.1%

KEY SUCCESS METRICS

- 284.7k followers across four social media platforms
- 6.2M Facebook reach, 596k page visits in 2022
- 209k Instagram reach, 126k page visits in 2022
- Digital media drove 149,103 purchases, a 229.7% increase in digital-driven sales over 2021.
- Average online order value in 2022 was \$52.79.
- Over 50% of digital sales conversions were from women aged 25-34.

35.9M

digital impressions
in 2022

6.6M

homepage views
ncstatefair.org

33%

email news blast open rate
136.9k subscribers

134%

YOY increase in website
conversion rates





DON'T MISS YOUR CHANCE
TO BE PART OF SOMEONE'S

BEST. DAY. EVER!

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OCT. 12-22, 2023