



## South Texas State Fair, Beaumont, Texas

OVER 200,000 GUESTS ATTENDED THE SOUTH TEXAS STATE FAIR  
EACH YEAR

Total attendance is reported "ground attendance", a method that combines exhibitors, vendors, employees, volunteers, as well as paid and unpaid visitors into one count.

Gender		Demographic Breakout				
52.86%	% Male	47.14%	% Female			29.56%
				15.67%	27.11%	22.21%
First Visit to the Fair						5.45%
28.20%	Yes	71.80%	No	0-20	21-30	31-40
				Years of Age		41-60
						60+
Average Size of Party Attending		Fair Activity Favorites				
4.50%	People	58.04%	Food	10.22%	Exhibits	
		6.68%	Animals	15.53%	Entertainment	
Distance Traveled to Fair		8.03%	Midway	1.50%	Contests	
49.86%	0 - 25					
20.57%	26 - 50					
15.67%	51 - 100					
13.90%	Over 100					

There are many out-of-home venues where advertisers can reach a large number of people, but it's hard to match the diversity of the crowds who attend the South Texas State Fair.

People visit the fair for a wide range of reasons. They may go for the food, the agriculture and livestock, the rides and games, or the music, and that means a crowd made up of people from across the political, economic and social spectrums, giving advertisers a broad group to target. And the crowds are huge. The South Texas State Fair attracts hundreds of thousands of visitors over its 11-day period, during the late spring.