



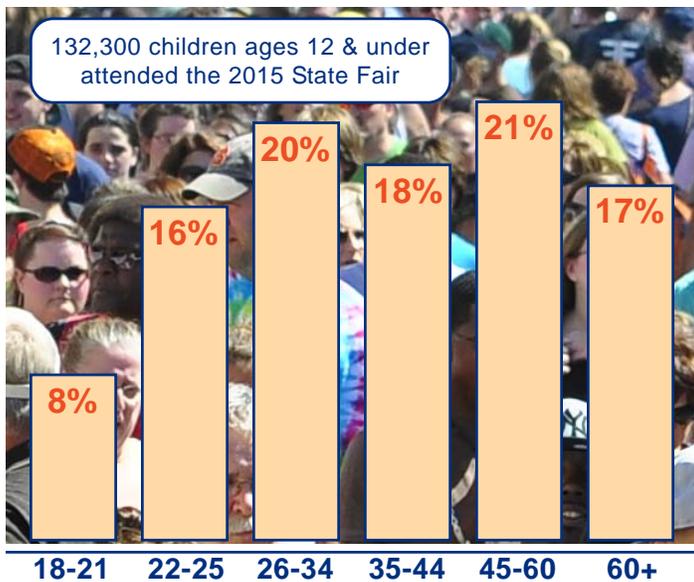
THE GREAT NEW YORK STATE FAIR

• Syracuse, New York •

New York State Fair Statistics

• Based Upon 2015 Exit Survey Results •

• Years of Age



• Annual Household Income

Under \$15,000	5%
\$15,000 to \$24,999	8%
\$25,000 to \$34,999	6%
\$35,000 to \$49,999	11%
\$50,000 to \$74,999	15%
\$75,000 to \$99,999	10%
\$100,000 to \$149,999	8%
Over \$150,000	3%

Total does not equal 100%. 34% of survey respondents declined to answer this question.

• Where Fair Visitors Live

Syracuse and its suburbs	43%
Syracuse outlying areas	26%
Finger Lakes	5%
Utica area	5%
Southern Tier/Downstate	5%
Out of state	5%
Rochester area	4%
Albany area	3%
Buffalo area	2%
North Country/Adirondacks area	1%
Watertown area	1%

• Other Info

- Approximately 20% of all Fairgoers have children under the age of 12. About 83% of those people brought their children to the Fair with them.
- The average Fairgoer spent about \$80.00 during their day at the Fair.
- Approximately 99% of all Fairgoers considered the event to be “family friendly.”
- The average Fair attendee drove 66 miles to attend the Fair.