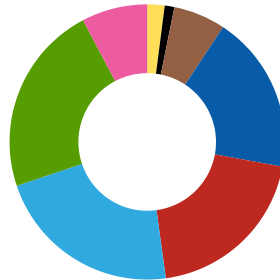
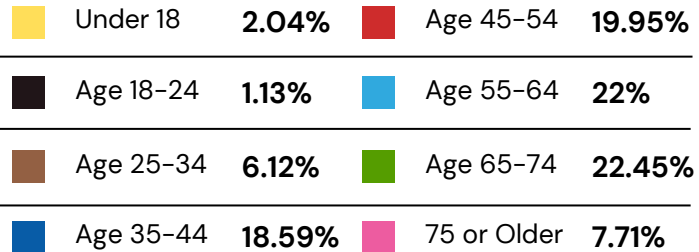


2024 San Mateo County Fair



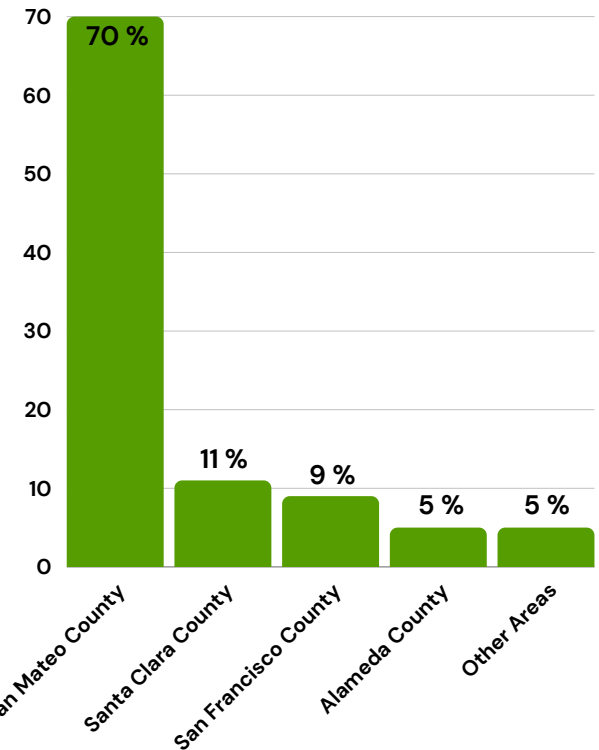
DEMOGRAPHICS

AGE



RESIDENCE

Residence based on Survey Monkey.
In Percentage (%)



GENDER

Female



Male

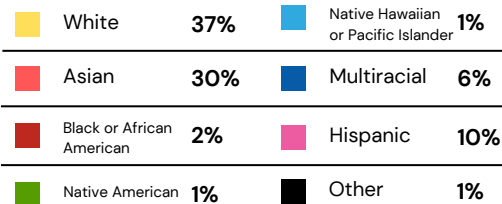
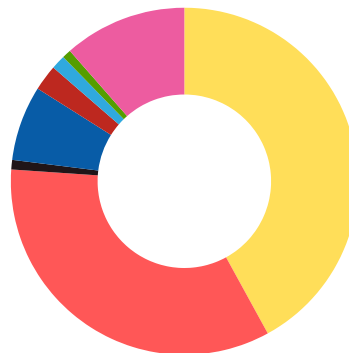


Non Binary



Results from Survey Monkey

POPULATION BY RACE



Household Income

(Median Household Income)

\$186,600

Average Group Size

3

MARKETING REACH



Social Media Followers

 **33.9K**

 **5,753**

 **2,269**

 **250**



Digital Marquee Board

The San Mateo Event Center's digital marquees experience an average annual exposure to 3.5 million vehicles and 700,000 visitors throughout the year.



Fair Website

Views: **663,879**

Visitors: **200,000**

Engagement time
2 Minutes



Billboards

Static and digital billboards advertised the upcoming fair, strategically placed north and south of the fairgrounds. The eye-catching displays remained in place for four weeks, building anticipation and drawing visitors from surrounding areas.



Email Marketing

40,000 Subscribers E-news promotes the San Mateo County Fair to email subscribers.



Earned Media Value

\$300,000

VISITING

VISITING WITH

Who did you visit the Fair with?

Family	59%	Yourself	8%
Friends	15%	N/A	9%
Significant Other	9%		



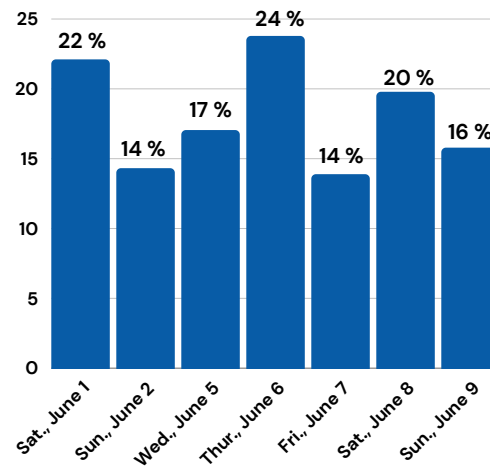
TOP 5

Top 5 exhibits/entertainment interacted with.

- 1 Fair Farm
- 2 Fine Arts
- 3 Agriculture
- 4 Creative Home Arts
- 5 Pig Races

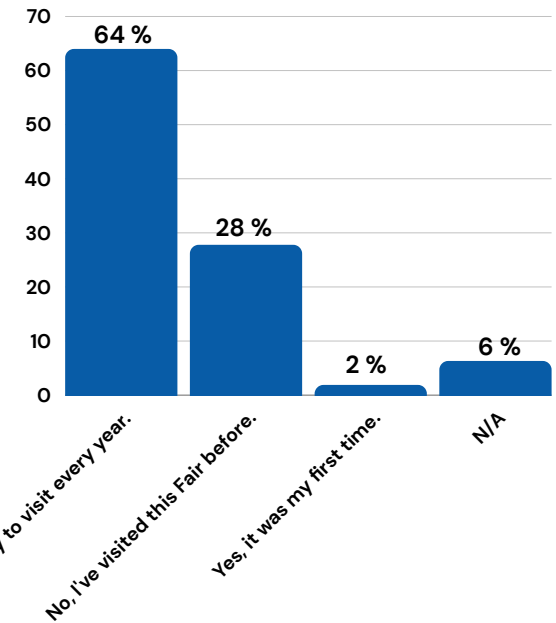
DAYS ATTENDED

What days did you visit?
In Percentage (%)



ATTENDANCE

Was this your first time attending the Fair?
In Percentage (%)



TOP 5

Top 5 ways people heard about the Fair.

- 1 Email from the Fair
- 2 Social Media
- 3 Website
- 4 Word of Mouth
- 5 Billboard/Poster

2024 SPONSORS

