



2025 N.C. STATE FAIR FAIRGOERS' INSIGHT REPORT

[NCSTATEFAIR.ORG](https://www.ncstatefair.org)

THE N.C. STATE FAIR IS A DIVISION OF THE N.C. DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES

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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 946,811 fairgoers in 2025 as we joined together to celebrate everything amazing about North Carolina, the food produced here and the people who feed the world. Whether someone visited one day, or joined us for multiple visits, “THERE was no time LIKE FAIR time” at the N.C. State Fair.

In 2026, we are going next level. We’re poised to bring the best fairgoer experience in the nation to our attendees. This year’s fair will provide an opportunity for **“Memories Worth Making”**, to creating **“Stories Worth Telling!”**

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!

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 2025.

State Fair Attendance

DAY	2025 ATTENDANCE	10-YEAR AVERAGE	20-YEAR AVERAGE
Thursday	41,287	37,835	42,987
Friday	71,113	71,474	69,026
Saturday	105,030	104,381	107,828
Sunday	91,877	97,018	96,425
Monday	82,329	70,341	66,741
Tuesday	78,608	71,727	69,766
Wednesday	75,796	73,130	71,130
Thursday	98,413	102,219	102,193
Friday	88,696	87,350	86,425
Saturday	116,462	131,566	129,399
Sunday	97,200	106,824	102,540
TOTAL	946,811	953,865	937,672

Due to the cancelation 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%



THE N.C.
State Fair
OCTOBER 16-26, 2025

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	304,934
Carnival Tickets & Wristbands	105,377
State Fair Flyer Tickets	17,975
State Fair SkyGazer Tickets	11,356
State Fair Grandstand Tickets	5,336
N.C. Public House/Still House Tickets	1,850

All quantities above are based on 2025 sales and will vary with sales in 2026

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. Culinary - Canning & Baking
3. Handicrafts
4. Flowers
5. Needlecrafts
6. Vegetables, Fruits & Nuts + Weigh-Offs
7. Clothing
8. Youth Market Turkey
9. Bees & Honey
10. 4-H Exhibits

Key 2025 General Competition Metrics

- 4,208 competitors
- 23,589 entries received
- \$172,150.34 paid out in winnings to compet-

Key 2025 Livestock Competition Metrics

- 818 competitors
- 4,570 entries received
- \$197,220 paid out in winnings to competitors including \$214,830 through the Junior Livestock Sale of Champions

2025 Home Chef Challenge

Keep Your Eye on the PIE-ze - 66 Entries

presented by N.C. State Fair

Street Taco Challenge - 30 Entries

presented by Sheetz

Savory with Some Spirit! Challenge - 31 Entries

presented by the Distillers Association of North Carolina

"Smoke Em' Up" Smoke Turkey Breast Challenge - 22 Entries

presented by Kindled Provisions

"Sugar Showdown" Candy Challenge - 26 Entries

presented by N.C. State Fair

"Egg-stravagant Quiche" Quiche Challenge - 39 Entries

presented by Wegmans

"America 250 - Celebrating The Great State Fair" - 30 Entries

presented by 94.7 QDR Morning Crew

Pig on A Stick Challenge - 27 Entries

presented by Smithfield Foods

"Soups On " Chicken Soup Challenge - 39 Entries

presented by N.C. State Fair

"Salsa Showdown" Salsa Challenge - 39 Entries

presented by NC PTA

"Not Your Classic BLT Sandwich" Challenge - 45 Entries

presented by the N.C. State Fair



Marketing Metrics

MEDIA SPEND BREAKDOWN

Digital	74%
Traditional	26%

DIGITAL SPEND BREAKDOWN

Digital Video / Audio	36.4%
Paid Social Media	27.8%
Programmatic Display	21.5%
Site Direct	6%
E-Newsletter	8.3%

KEY SUCCESS METRICS

- 379k followers across four social media platforms
- 27M Facebook reach, 810k page visits in 2025
- 917k Instagram reach, 12M page visits in 2025
- Digital media drove 745,000 click throughs in 2025
- Average online order value in 2025 was \$18
- Over 50% of digital sales conversions were from women aged 25-34.

32.7M

digital impressions
in 2025

2.4M

homepage views
ncstatefair.org

48.7%

email news blast open rate
285+k subscribers

110%

YOY increase in website
conversion rates



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**"A Memory Worth Making...
A Story Worth Telling!"**

at

The N.C.
State Fair
October 15-25, 2026