

# MINNESOTA STATE FAIR

**2,126,551 guests attended the 2019 Minnesota State Fair**

## Gender



## Employment Status

Employed Full-time	57.9%
Employed Part-time	16.8%
Not Employed	25.3%
Homemaker	3.1%
Retired	14.6%
Looking for Work	2.6%
Disabled	1.5%
Student	2.2%
Temporarily Laid Off	0.2%
Other	1.1%

## Education

Less than 12th Grade	1.5%
High School Graduate	25.1%
Some College	33.9%
College Degree or More	39.5%

## Home Ownership

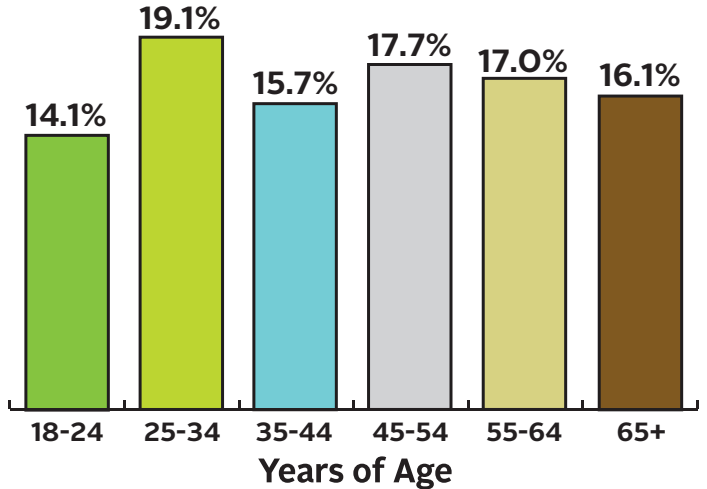
Own	73.7%
Rent	21.8%
Other	4.6%

## Number of Children Under 18 in Household

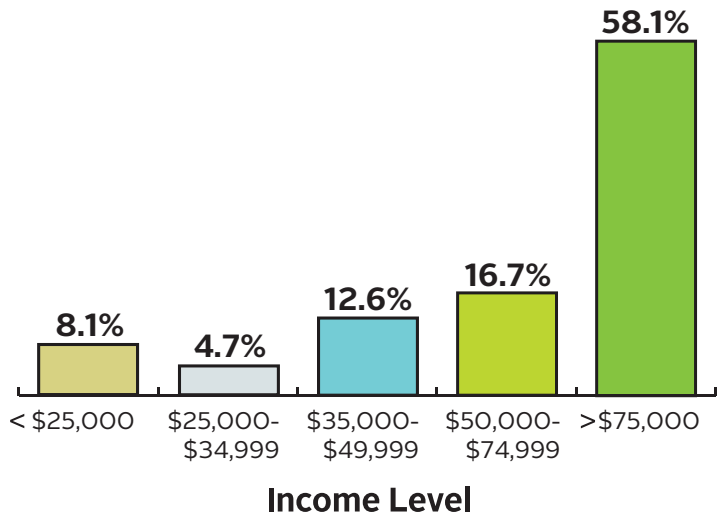
None	67.6%
One	13.4%
Two	12.5%
Three or More	6.5%

Data collected from the  
 Minneapolis-St. Paul DMA (E-First Market)  
 Prepared with Nielsen Scarborough • PRIME Lingo®

## Demographic Breakout



## Annual Household Income



## Per Capita Spending 2019

Admission Fee Average	\$ 13.10
Food & Beverage	\$ 31.07
Retail Purchases	\$ 11.73
Mighty Midway, Kidway & Adventure Park	\$ 4.57
Other Attractions	\$ 1.75
Grandstand	\$ 2.86

**TOTAL PER CAP. \$ 65.08**