

# SAN MATEO COUNTY FAIR

## 2022 Fair Survey | Highlights



### 2021 vs 2022

2021 SURVEY

**813** participants.

2022 SURVEY

**1,244** participants.

#### MAIN REASON FOR VISITING

**30%** Visit Every Year

**16%** Carnival Rides

**14%** Free Entertainment

**24%** Visit Every Year

**15%** Carnival Rides

**11%** Contest Entries

#### EXPERIENCE AT THE FAIR

##### FOOD

★★★★☆ 3.7/5

##### FREE ACTIVITIES & ENTERTAINMENT

★★★★☆ 3.9/5

##### CONCERT LINEUP

★★★★☆ 3.8/5

##### OVERALL EXPERIENCE

★★★★☆ 3.6/5

##### FOOD

★★★★☆ 3.8/5

##### FREE ACTIVITIES & ENTERTAINMENT

★★★★☆ 4.2/5

##### CONCERT LINEUP

★★★★☆ 3.9/5

##### OVERALL EXPERIENCE

★★★★☆ 3.8/5

#### HOW THEY HEARD ABOUT THE FAIR

**67%** Email from the fair

**38%** Social Media

**28%** Fair website

**56%** Email from the fair

**45%** Social Media

**34%** Fair website

#### HOW THEY GOT TO THE FAIR

**87%** By Car

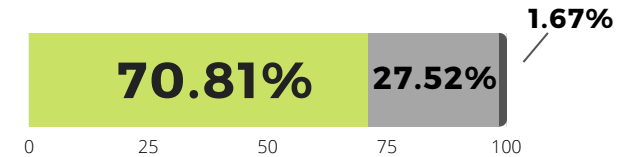
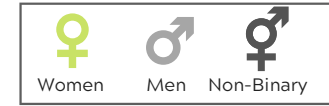
1% by public transportation - 2% by ride share.

**87%** By Car

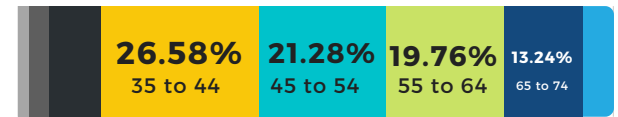
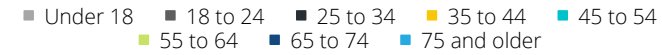
Consistent with past results. 4% by public transportation - 1.20% by ride share.

### Demographic

#### GENDER



#### AGE



#### LOCATION

Top 10 results only.

