

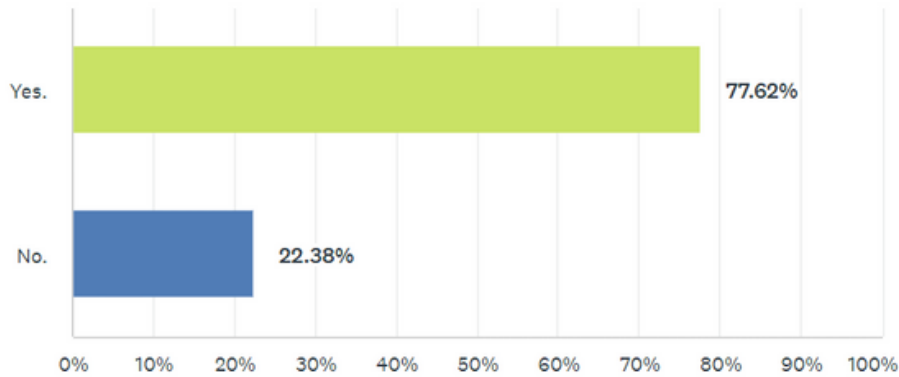
SAN MATEO COUNTY FAIR

2022 Fair Survey

General Questions

Did you attend the 2022 San Mateo County Fair?

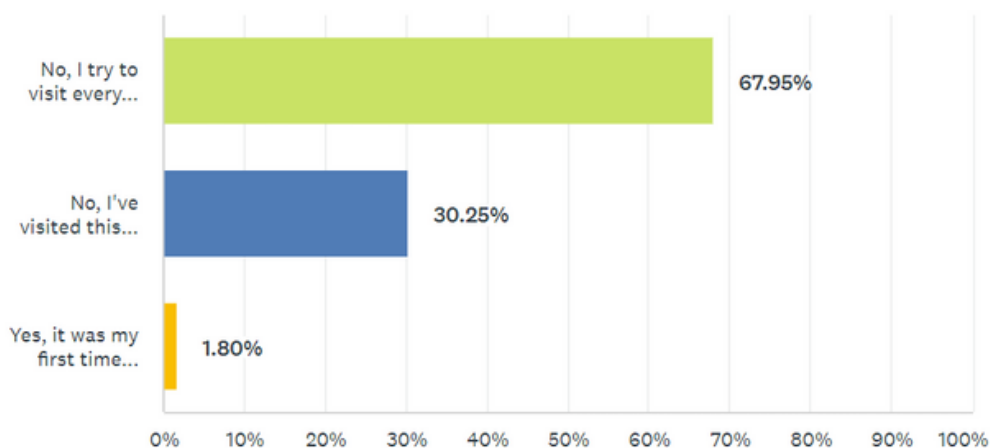
Answered: 1,242 Skipped: 2



ANSWER CHOICES	RESPONSES
Yes.	77.62% 964
No.	22.38% 278
TOTAL	1,242

Was that your first time attending the fair?

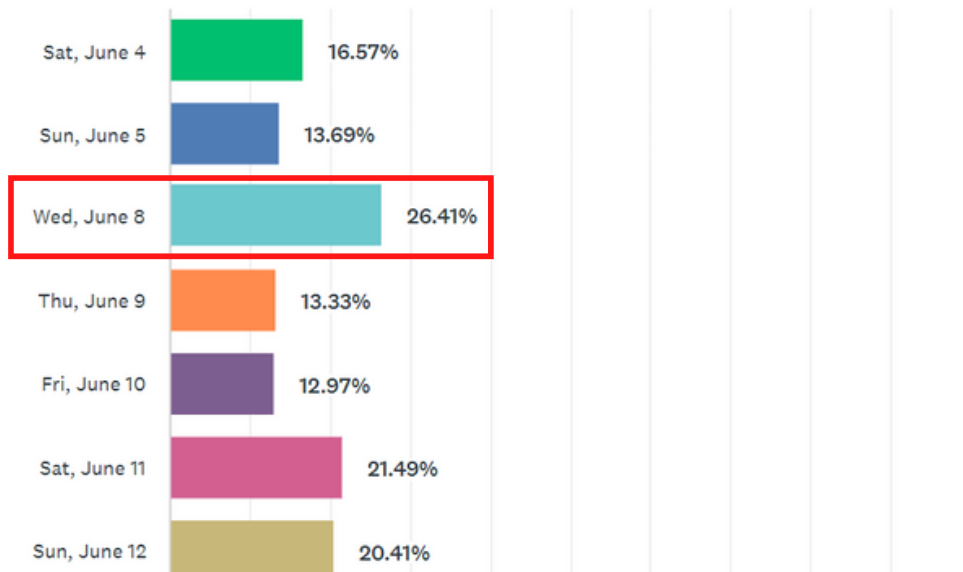
Answered: 833 Skipped: 411



ANSWER CHOICES	RESPONSES
No, I try to visit every year!	67.95% 566
No, I've visited this fair before.	30.25% 252
Yes, it was my first time attending this fair.	1.80% 15
TOTAL	833

When did you visit? (you can check multiple days if you've visited us more than once)

Answered: 833 Skipped: 411



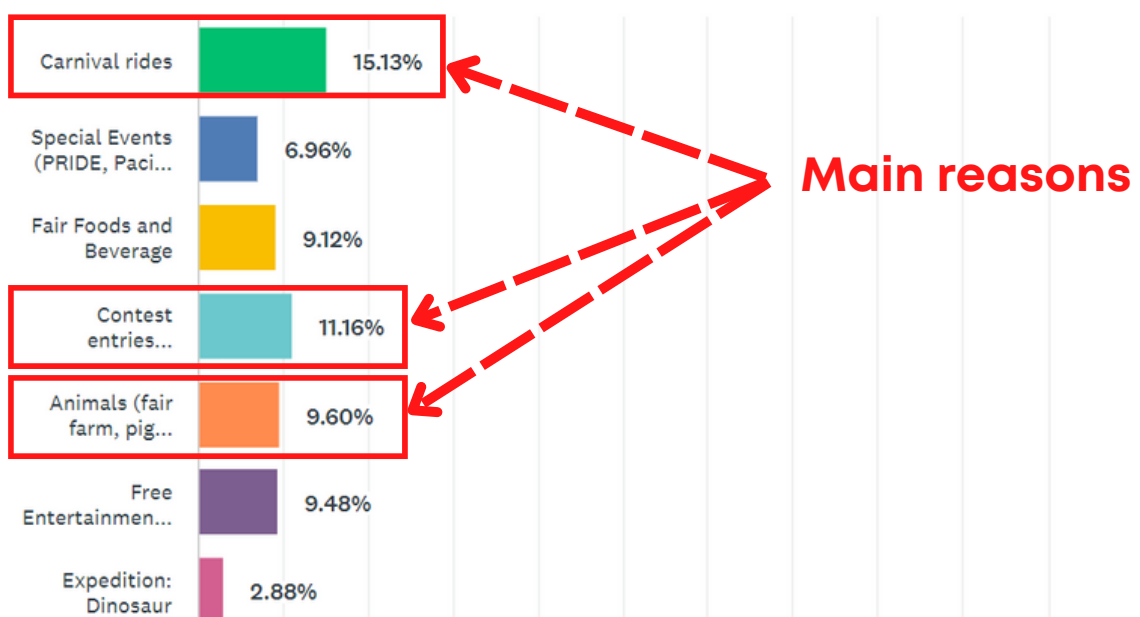
Wednesday, June 9 was one of the most successful day of the 2022 fair. Special discount on that day: \$5 admission for pre-purchased tickets ; \$10 at the gate for all ages.

Senior Day > **34%** of the survey's participants over 65 years old visited the fair on Wednesday, June 9.

Suggestion: Mirror that discount on Thursday to increase attendance.

Please select below the main reason you've attended the Fair this year.

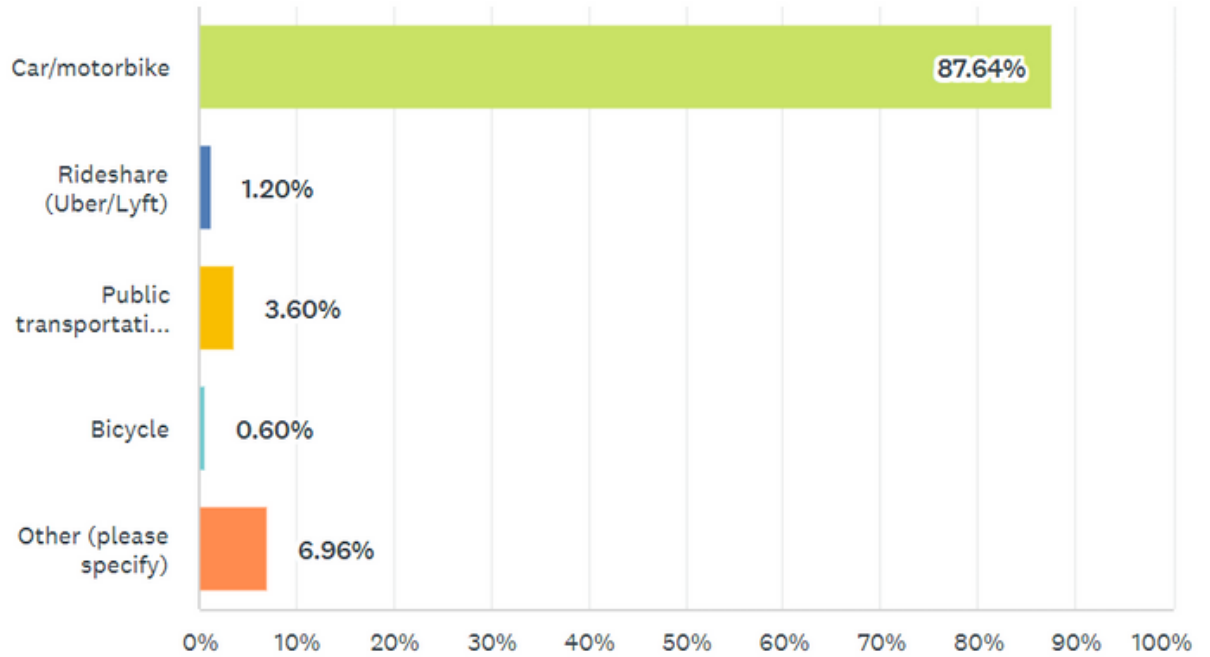
Answered: 833 Skipped: 411



For participants **under 44 years old**, the **second main reason** to attend is '**FAIR FOOD & BEVERAGE**', the third reason is "**ANIMALS** (fair farm, pig races ,etc.)"

How did you get to the Fair?

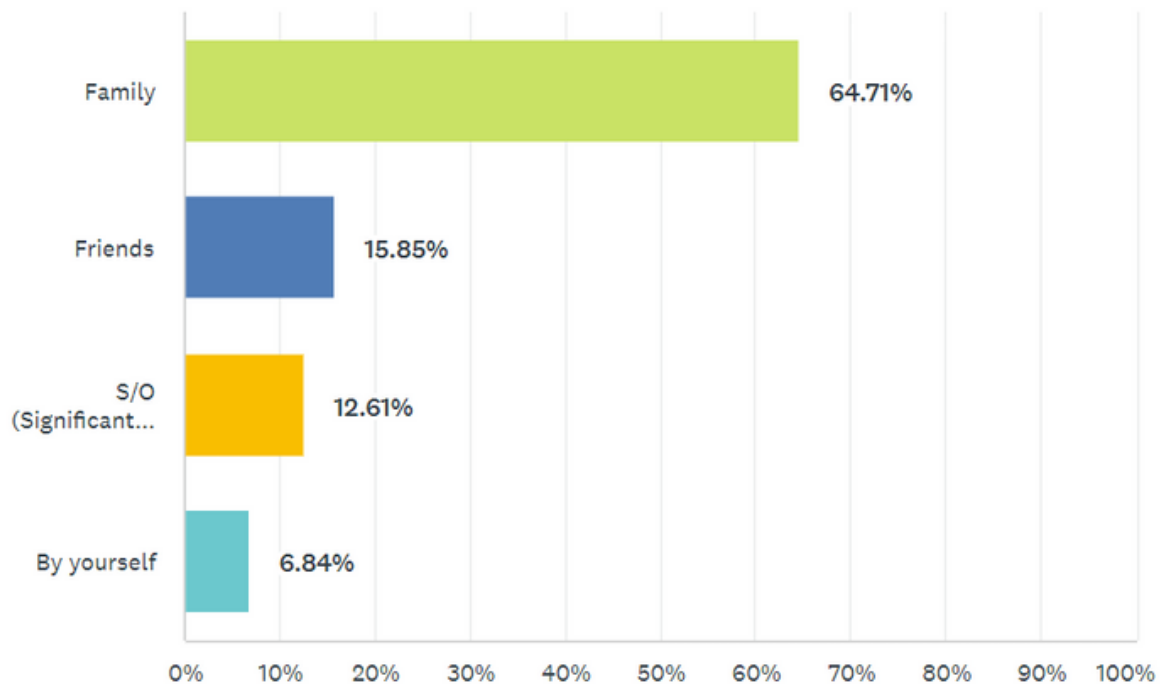
Answered: 833 Skipped: 411



More individuals took public transportation this year compared to 2021 (around 1%). Probably because people feel more comfortable in public places this year compared to last year.

Who did you visit the Fair with?

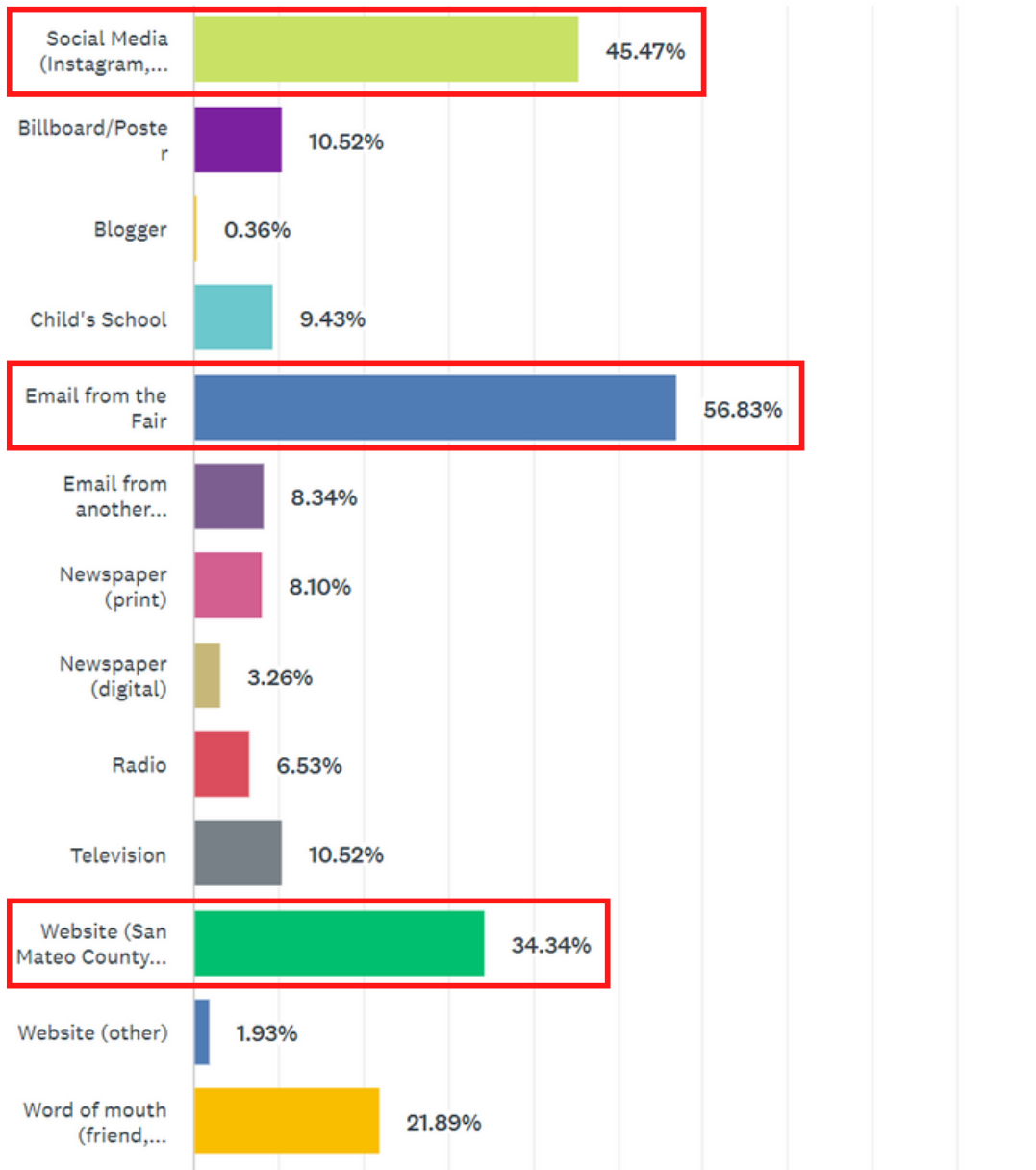
Answered: 833 Skipped: 411



Survey's participants under the age of 25 years old visited the fair with their friends (48%), rather than their family (32%).

Select all the ways you heard about this year's San Mateo County Fair:

Answered: 827 Skipped: 417



Social Media platforms are becoming one of our main tool to promote the fair. It's highly effective, reaches a larger audience and more cost effective.

Experience at the Fair

Food Selection

3.8★

average rating



Free Entertainment

4.2★

average rating



Concerts Lineup

3.9★

average rating



OVERALL SATISFACTION

3.8★

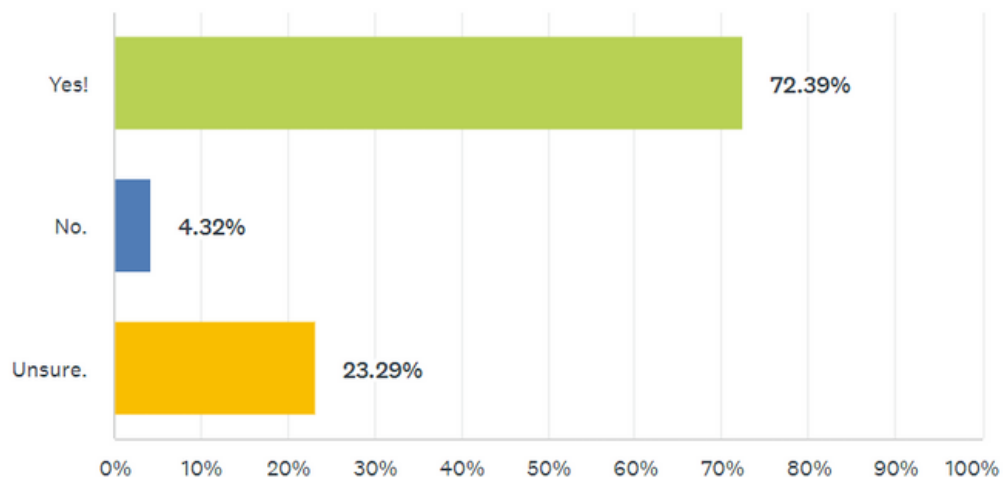
average rating



Overall, all the results are higher than last year's. Especially the satisfaction level with the free activities and entertainment offered at the fair in 2022 (*Fair Farm, Roberto the Magnificent, Family Fun Zone, San Mateo's Creative Kids, All-Alaskan Racing Pigs, Robotics Zone, Domini Hoskins Black History Museum and Learning Center, Fritters, Balloonacy, Street Drum Corps, Expedition Dinosaur, Louie Foxx Magician, Zoey the Butterfly, Super Science, Innovation Department and more.*)

Are you planning on visiting the 2023 San Mateo County Fair?

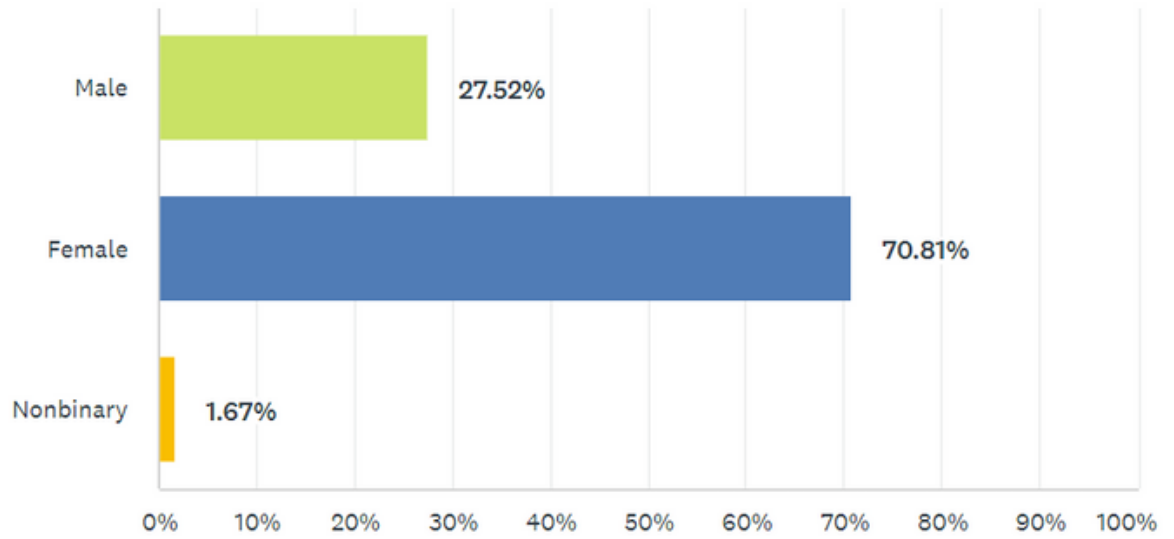
Answered: 833 Skipped: 411



Demographic

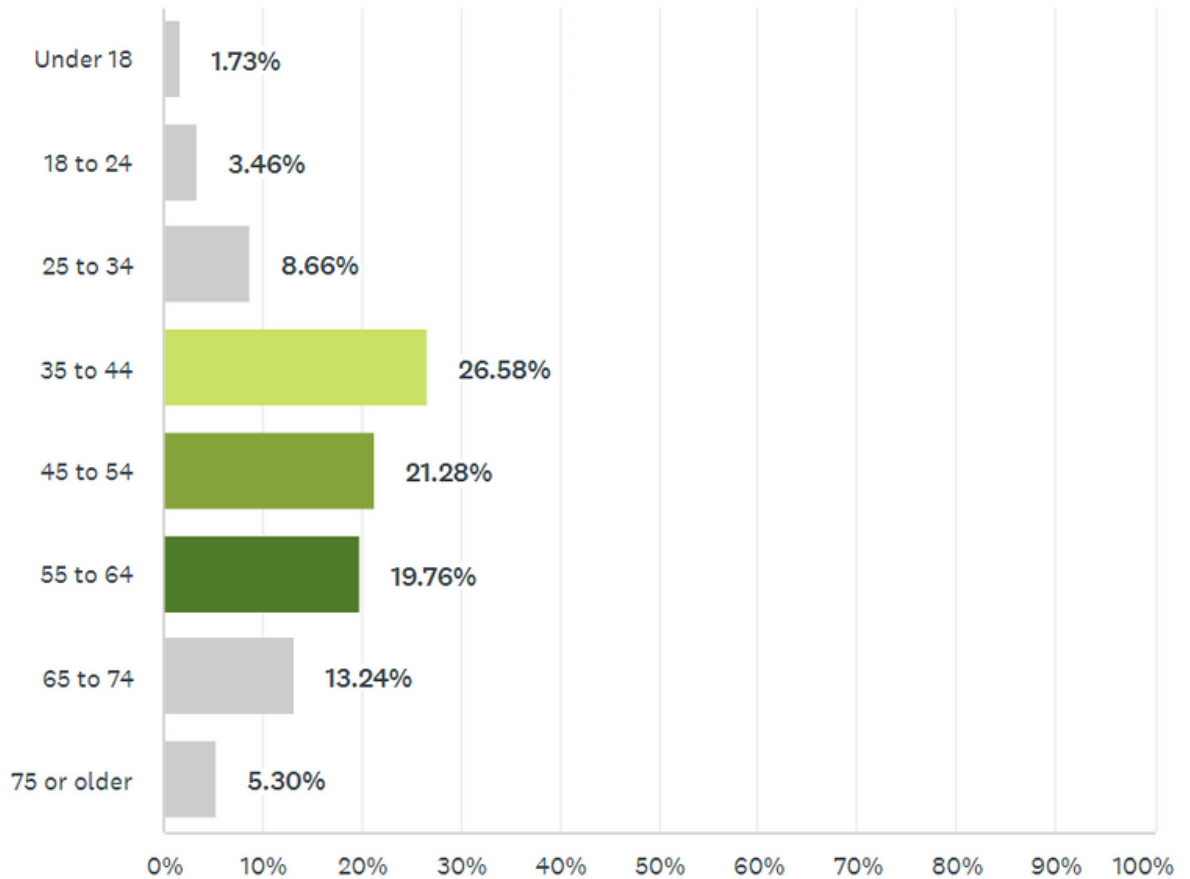
What is your gender?

Answered: 1,021 Skipped: 223



What is your age?

Answered: 982 Skipped: 262



Where do you live?

