

**A Profile of Visitors to the 2006
Northern Wisconsin State Fair
Chippewa Falls, Wisconsin**

July 12-16, 2006

Prepared by the

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Prepared for the
Northern Wisconsin State Fair

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Table of Contents

List of Figures	iv
List of Tables	v
Acknowledgements	v
Executive Summary	vi
Purpose of the Study	9
Research Methods	2
Limitations	4
Research Findings	5
Visitor Profile	5
<i>First Time Visitors</i>	5
<i>Demographics</i>	5
<i>Residence</i>	5
<i>Respondent's Home Zip Code</i>	6
<i>Respondent's Gender and Age</i>	7
<i>Previous Experience with the Northern Wisconsin State fairgrounds</i>	8
Trip Characteristics	9
<i>Destination</i>	9
<i>Mode of Transportation</i>	9
<i>Arrival Times</i>	10
<i>Days Spent at the Fair</i>	11
<i>Time Spent at the Fair</i>	12
<i>Trip Planning</i>	12
<i>Planning Horizon</i>	12
<i>Trip Decision Maker</i>	13
<i>Information Sources</i>	14
Type of Trip	15
<i>Accommodation Used</i>	15
Party Characteristics	16
<i>Party Size</i>	16
<i>Ages of Party Members</i>	17
<i>Party Composition</i>	18
Trip Motives and Area Activities	19
<i>Trip Motives</i>	19
<i>Reasons for Attending the Fair</i>	20
<i>Area Activities</i>	21
Visitor Satisfaction	22
<i>Satisfaction with the Northern Wisconsin State Fair</i>	22
<i>Rating of the Fair Attributes</i>	23
<i>Commercial Exhibits</i>	24
<i>Fair Food Concessions</i>	25
<i>Rating of the Food</i>	25
<i>Selection of Food</i>	26

2006 Northern Wisconsin State Fair Visitor Profile

<i>Concession Staff</i>	27
The Economic Impact of the NWSF on Chippewa County	28
<i>Northern Wisconsin State Fair Expenditures</i>	28
<i>Fair Expenditures</i>	28
<i>Expenditures in the Chippewa County Area</i>	29
<i>Total Expenditures</i>	30
<i>Estimating the Economic Impact</i>	31

List of Figures

Figure

1. Permanent Address.....	5
2. Respondents' Age.....	7
3. Other Events Attended.....	8
4. Arrival Times.....	10
5. Days Spent at the Fair.....	11
6. Planning Horizon.....	12
7. Trip Decision Maker.....	13
8. Information Sources.....	14
9. Overnight Accommodations.....	15
10. Party Size.....	16
11. Age of Party Members.....	17
12. Party Composition.....	18
13. Reasons for Attending the Fair.....	20
14. Area Activities.....	21
15. Visitor Satisfaction.....	22
16. Commercial Exhibits.....	24
17. Rating of the Food.....	25
18. Selection of the Food.....	26
19. Concession Staff.....	27
20. Fair Expenditures Per Visitor Group Per Day.....	28
21. Chippewa County Expenditures Per Visitor Group Per Day.....	29

List of Tables

Table

1. Area Activities.....	19
2. Fair Attributes.....	23
3. Expenditures of Visitors of the NWSF.....	30
4. Economic Impact of Visitors to the NWSF.....	32

Acknowledgements

2006 Northern Wisconsin State Fair Visitor Profile

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Executive Summary

2006 Northern Wisconsin State Fair Visitor Profile

This report presents the findings from a survey of the 2006 Northern Wisconsin State Fair. The fair was held July 12-16, 2006 in Chippewa Falls, WI. The research was conducted by the Chippewa County University of Wisconsin-Extension, the University of Wisconsin-Eau Claire, and the Chippewa Valley Center for Economic Research and Development. The goals of the study were to develop a profile of the visitors at the Northern Wisconsin State Fair, to measure their preferences and expenditures, and to determine the economic impact of the fair visitors on Chippewa County.

The objectives of the study included the following components: describing the characteristics of fairgoers trips to the fair, identifying fairgoers reason for attending the fair, identifying other area attractions they visited, assessing visitor satisfaction with the fair, measuring visitors expenditures at the fair and in the Chippewa County area, and finally determining the overall economic impact fairgoers have on the local economy.

On each of the five days of the Northern Wisconsin State Fair, between two and five trained surveyors conducted exit interviews with visitors to the fair. Throughout the fair, 207 surveys were collected that would be able to be used in the report. The following are highlighted findings from the report.

Profile of the Fair Visitor

- Of the survey respondents, 14.5% indicated that this was the first time they had attended the Northern Wisconsin State Fair.
- Just over one-half (53%) of the respondents reside in Chippewa County.
- The average age of the visitors was 40.5 years old.

Trip Characteristics

- The Northern Wisconsin State Fair was the primary destination for 96.6% of the survey respondents.
- Nearly two-thirds (64.2%) of the fair visitors estimated that they would attend only 1 day at the fair.
- The average amount of time visitors spent at the fair was 3 hours and 26 minutes.
- Of the visitors that planned an overnight stay, 12.5% stayed in motels/hotels.
- The respondents' party consisted of primarily family members (72.9%).

2006 Northern Wisconsin State Fair Visitor Profile

- The average party size was 2.8 people.
- When asked how the respondents found out about the fair, the forms of media most often cited were newspaper and radio, both at 13.6%.
- The decision to attend the fair was a joint effort for 25.6% of the party members.

Trip Motives and Area Activities

- On a scale of 1 (not important) to 5 (very important), the most popular motive for attending the Northern Wisconsin State Fair was to eat different foods (3.7).
- Irvine Park (10%) and Shopping (8.2%) were the favorite area activities of the fair visitors.

Visitor Satisfaction

- Using a scale of 1 (poor) to 5 (excellent), high marks were given to the availability of parking (4.58) and overall park-like atmosphere (4.36).
- Of the respondents who purchased food at the Northern Wisconsin State Fair, 62.9% gave it a rating of excellent.
- The concession staff was given an excellent rating by 68.5% of the respondents and the selection of food by 71.9%.
- Eight out of ten (80.2%) respondents rated their experience at the fair as very good or excellent.

Visitor Expenditures

- Visitors to the Northern Wisconsin State Fair spend a daily average of \$65.86 per day per group.
 1. Of those expenditures, \$51.04 occurred at the Northern Wisconsin State Fair.
 2. The remainder, \$14.82, was spent by fair visitors in the Chippewa County area.

Economic Impact

- The economic impact of the expenditures increased total output of the Chippewa County economy by \$1,553,251 in 2006.
- In addition, an estimated 36.5 annual full and part-time jobs were created in the Chippewa area during 2006 as a result of additional income brought into the

2006 Northern Wisconsin State Fair Visitor Profile

county by visitors to the Northern Wisconsin State Fair. These figures do not include direct employment generated by the fair itself.

- The Northern Wisconsin State Fair visitors had a total economic impact of expenditures totaling \$2,433,976.

Purpose of the Study

2006 Northern Wisconsin State Fair Visitor Profile

The purpose of the study was to provide the owners of the Northern Wisconsin State Fair information to better understand and serve visitors to the fair. The study also attempts to describe the overall economic significance of the fair itself as a tourist destination in Chippewa County. The specific goals of the study were therefore: 1) to develop a profile of fairgoers, 2) to measure expenditures of fairgoers, and 3) to determine the economic impact of the fair on Chippewa County. Specific objectives of the study were to provide the following:

1. A description of fair visitors including:
 - a. Previous visits to the fair
 - b. Age
 - c. Gender
 - d. Permanent residence

2. A definition of a typical trip to the fair including:
 - a. Length of time at the fair
 - b. Number of days spent at the fair
 - c. Trip Destination
 - d. Number of nights stayed in the area by visitors
 - e. Types of over night accommodations
 - f. Decision maker
 - g. Party composition
 - h. Party Size
 - i. Ages of the member of the parties

3. Reasons for attending the fair and the other activities in the area.

4. Level of Visitor Satisfaction.

5. A measurement of the expenditures of the visitors at the fair and in Chippewa County.

6. An estimate of the overall economic impact of the visitors to the fair.

Research Methods

2006 Northern Wisconsin State Fair Visitor Profile

After defining the goals of the research, it was determined that a survey in the form of a personal interview would be the best research method to reach the goals of the study. The survey instrument used to conduct the research was based largely on a previous study titled, "A Profile of Visitors to the 1994 Dane County Fair" conducted by the Tourism Research and Resource Center, University of Wisconsin-Extension. It consisted of open-ended and close-ended questions and took 5-10 minutes to be completed.

To determine gate usage, the survey staff consulted with the fair manager to estimate previous gate usage. Interviews were done at the three major gates, and the time allotted to each gate depended upon the estimates from the fair manager. Interviewers systematically sampled the first person to cross an imaginary line as they exited the fair. The interviews were conducted between the times of 2 and 10pm, and children under the age of 18 were excluded from survey.

Two hundred and seven surveys were collected and were checked for accuracy, coded, and entered into a computer database to be analyzed. The data was then analyzed using SPSS and IMPLAN, two widely-used statistical and economic modeling software packages. The findings of the survey are presented in these major research areas: Visitor Profile, Trip Motives, Area Activities, Trip Characteristics, Satisfaction, Expenditures, and the Economic Impact of the Northern Wisconsin State Fair.

Limitations

Several limitations of the study are highlighted below. Recognizing and understanding these limitations is important to interpret the findings.

1. Only visitors that were 18 years of age or older were surveyed. As a result, the behaviors and expenditures of the visitors that were under the age of 18 were underestimated.
2. Individuals were interviewed at the three major gates as they exited the fair grounds. Some visitors may have left the grounds through a lesser used gate. Based on the information from the fair manager, some gates were interviewed more heavily than others due to past fair gate usage.
3. Limitations exist when analyzing economic impact. Many assumptions are made regarding: expenditure patterns and accommodation of the business structure due to increases in numbers of visitors. The use of IMPLAN, the economic impact software used, presents its own limitations. Like any input-output model, it provides an estimate of economic activity based on an increase in consumer demand.
4. Interviewing was conducted between the times of 2-10pm. As a result, individuals leaving before 2pm or after 10pm were under-surveyed.
5. Extreme heat conditions during the 2006 fair influenced data collection. It is likely that fewer families with young children stopped to answer the survey. Likewise, it is likely that elderly fairgoers were undercounted as well. Both of these groups were less likely to stop and complete the survey due to the heat.

Research Findings

The results of the Northern Wisconsin State Fair are presented in the following research areas: Visitor Profile, Trip Characteristics, Trip Motives, Area Activities, Visitor Satisfaction, Expenditures, and the Economic Impact of the fair visitors on Chippewa County.

Visitor Profile

The first objective of the study was to develop a profile of the people that visited the Northern Wisconsin State Fair in 2006.

First Time Visitors

Of all of the respondents, 14.5% indicated that it was their first visit to the Northern Wisconsin State Fair. The remaining 85.5% (n=177) of respondents were repeat visitors.

Demographics

Residence

Figure 1 presents the residence of the NWSF visitors. Just over half (53%) of the visitors were from Chippewa County, and 29.2% were from Eau Claire County. In addition, 7.5% of the visitors were from other Wisconsin counties not shown in the table below, and 2.0% were from counties outside of Wisconsin.

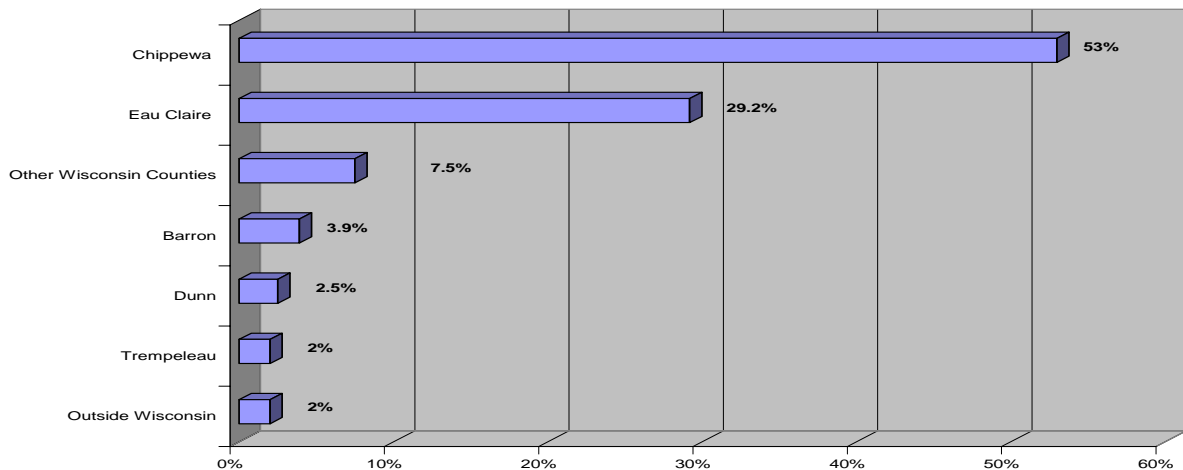
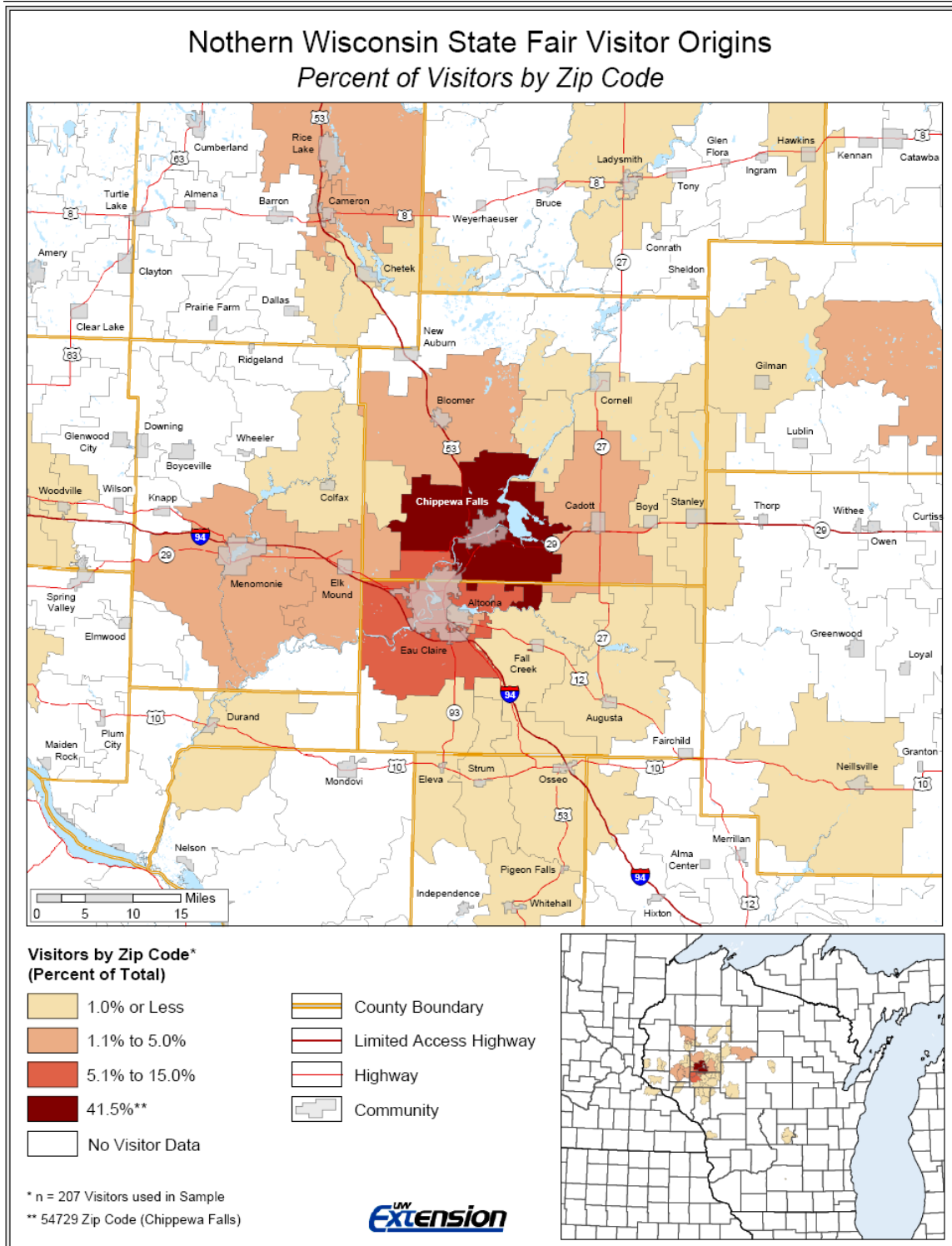


Figure 1 Permanent Address

2006 Northern Wisconsin State Fair Visitor Profile

Respondent's Home Zip Code

Respondents' home zip codes are shown in the map below. The following three zip codes accounted for over two-thirds of the visitors: 54729, Chippewa Falls, 41.5%; 54701, Eau Claire, 15%, and 54703, Eau Claire, 11.1%



2006 Northern Wisconsin State Fair Visitor Profile

Respondent's Gender and Age

Just over half (52.7%) of the respondents were female, making the remaining 47.3% males.

The average age of the survey respondents was 40.5 years old. Figure 2 provides a breakdown of the age of the survey respondents. The most common age group was that of the 41-50 year olds which account for 29.5% of the respondents. Over half of the respondents (52.2%) were between 31-50 years old.

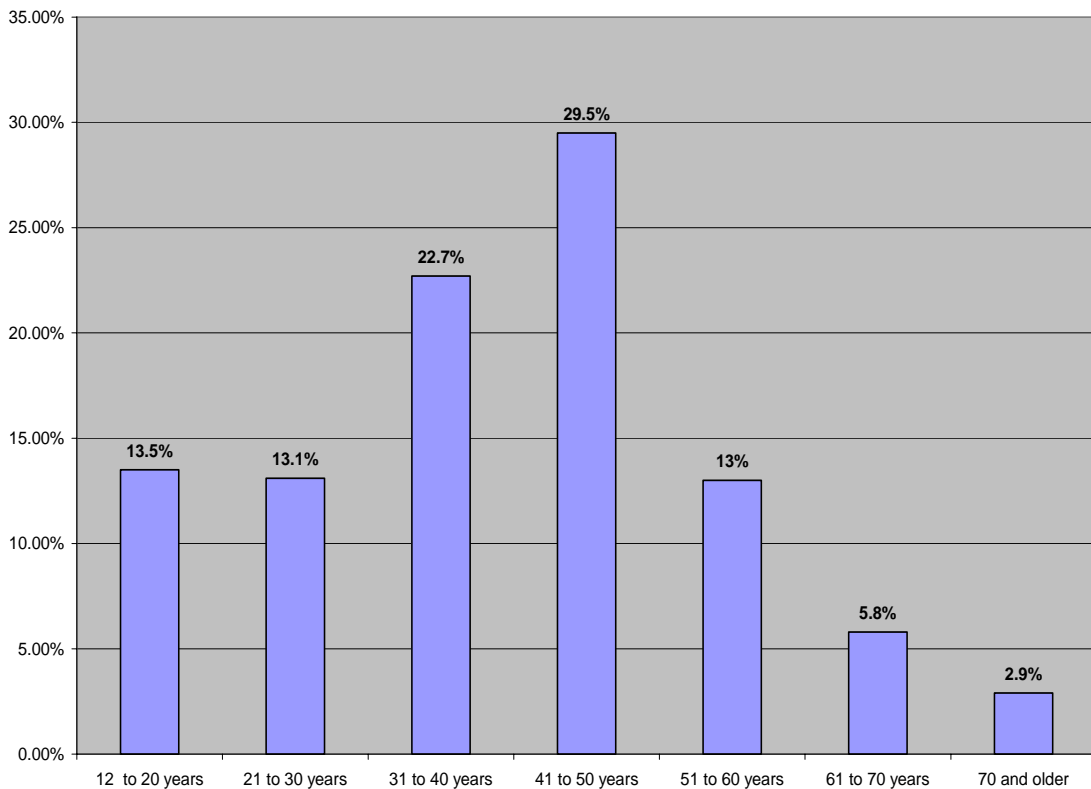
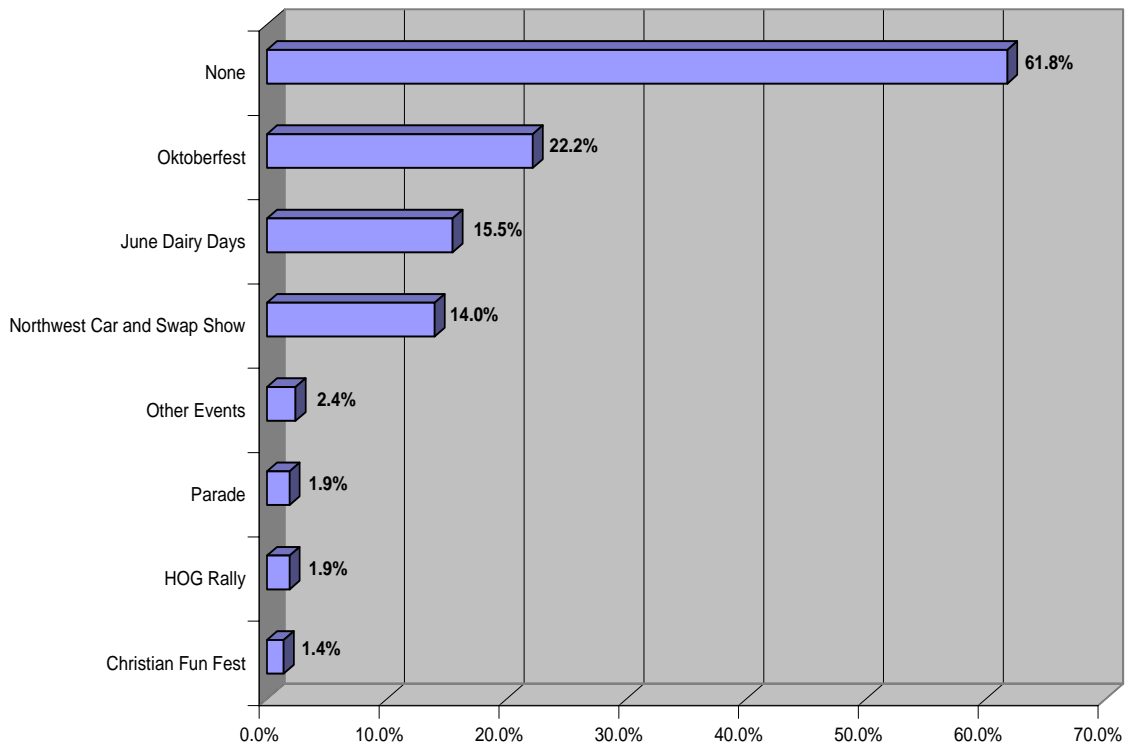


Figure 2 Respondents Age

2006 Northern Wisconsin State Fair Visitor Profile

Previous Experience with the Northern Wisconsin State fairgrounds

The Northern Wisconsin State fairgrounds are host to a variety of events throughout the year. Visitors of the Northern Wisconsin State Fair were read a list of events and asked if they had attended them. Figure 3 provides a breakdown of the attendance of each of the additional events that are hosted by the NWSF. The three predominant events were Oktoberfest (22.2%), June Dairy Days (15.5%), and the Northwest Car and Swap Show (14%).



(Note: The totals add to more than 100% due to multiple responses)

Figure 3 Other Events Attended

Trip Characteristics

The second objective of the study was to learn more about the visitors' trip to the Northern Wisconsin State Fair. This includes information on destination, number of days visitors attended the fair, length of stay in the Chippewa Valley area, types of overnight accommodations, how they were informed about the fair, who made the decision to attend the fair, planning for the fair, and characteristics of the party the visitors were with.

Destination

Nine out of ten (96.6%) respondents indicated that the Northern Wisconsin State Fair was their primary destination away from home. Of the 3.4% other respondents, some of the other primary destinations away from home were: the zoo, vacation, and visiting relatives.

Mode of Transportation

Personal automobile was the choice of transportation by 98.1% of the survey respondents. The other 2.9% of respondents all chose to walk to the Northern Wisconsin State Fair.

2006 Northern Wisconsin State Fair Visitor Profile

Arrival Times

Figure 4 presents the arrival times of the respondents. Approximately three-fourths (73.5%) arrived between the times of 12-2, 4-6, and 6-8. Many fair visitors may have arrived at the fair at these particular times in order to eat lunch, eat dinner, or enjoy the grandstand performances.

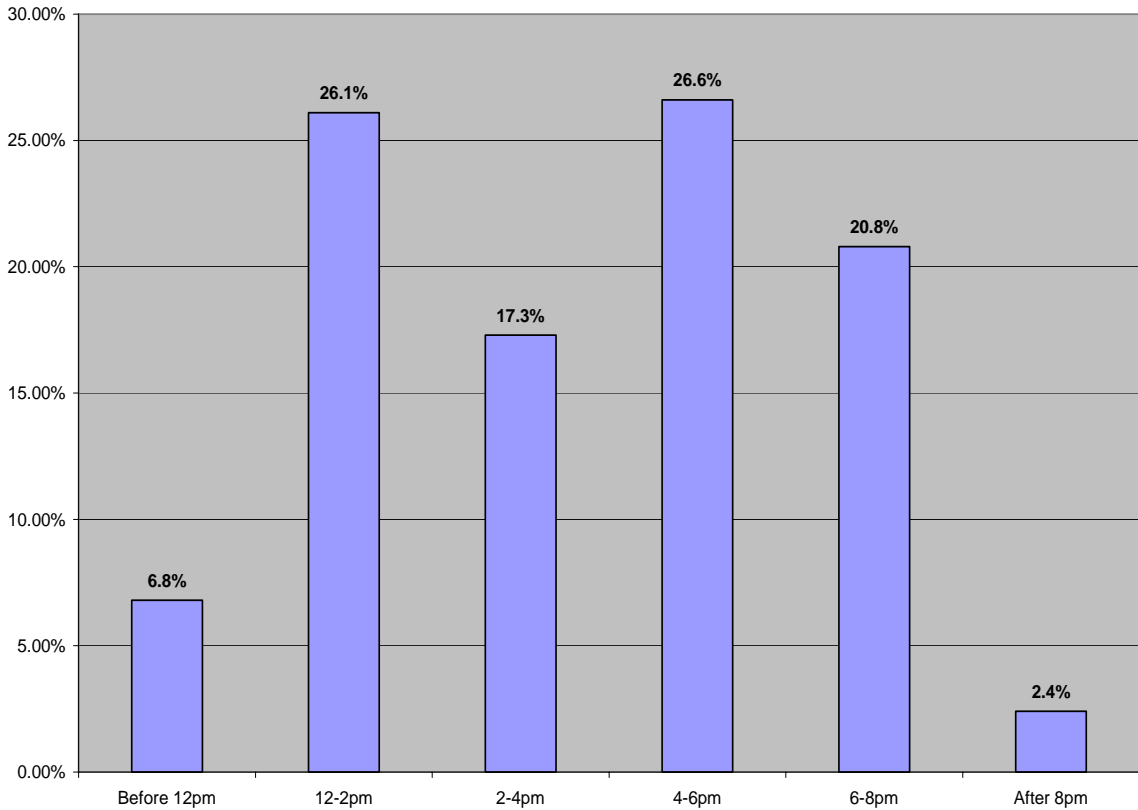


Figure 4 Arrival Times

2006 Northern Wisconsin State Fair Visitor Profile

Days Spent at the Fair

The Northern Wisconsin State Fair ran for five days from Wednesday, July 12 through Sunday, July 16, 2006. The majority (64.2%) of the survey respondents only planned on attending the fair for one day. However, a combined 6.3% of respondents had planned on spending four or five days at the Northern Wisconsin State Fair. Figure 5 shows the distribution of information explained above.

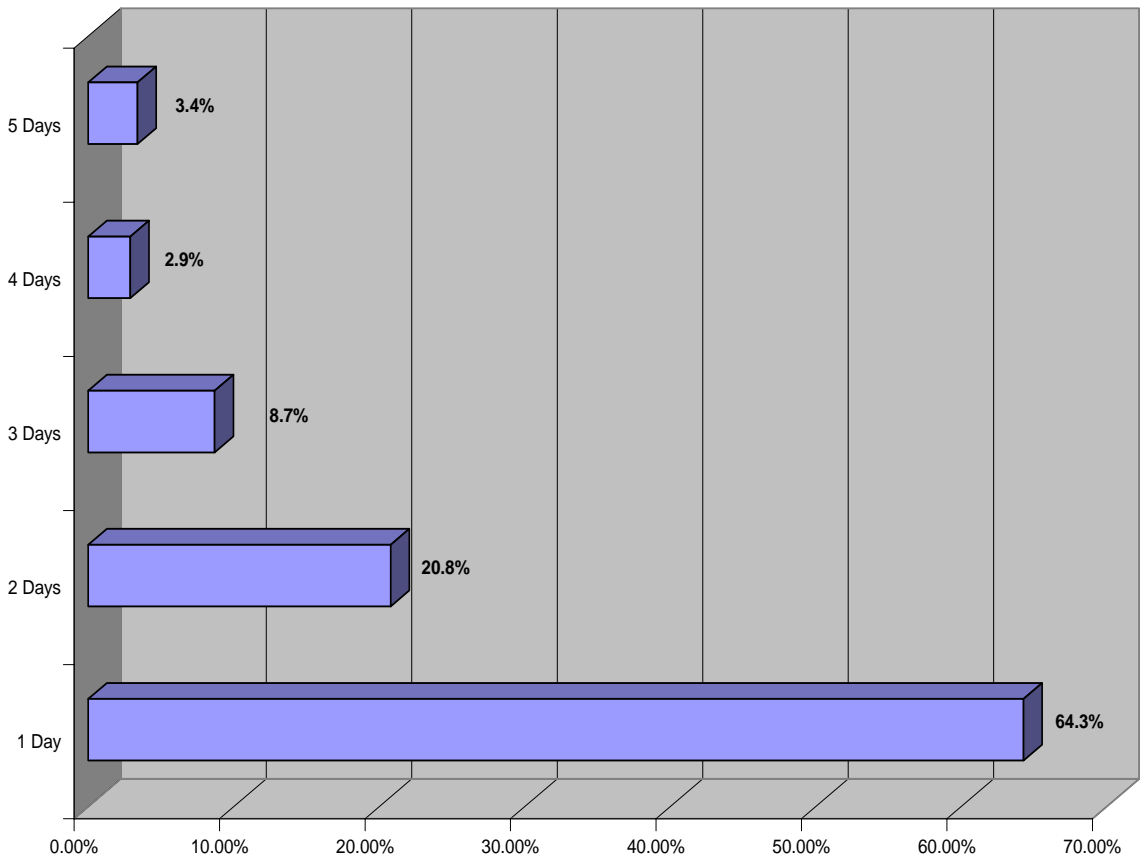


Figure 5 Days Spent at the Fair

2006 Northern Wisconsin State Fair Visitor Profile

Time Spent at the Fair

On average, the visitors to the Northern Wisconsin State Fair spent approximately three and a half hours (3 hours and 26 minutes) at the fair. Thirty percent stated that they had stayed at the fair for less than two hours.

Trip Planning

Planning Horizon

Survey respondents were asked how far in advance they planned their trip. Thirty percent (29.5%) of the respondents indicated that they had planned their trip to the fair within the last week. When combined with answers of yesterday and today, 71.5% of the visitors stated that they had planned their trip to the fair at some point within the week before the Northern Wisconsin State Fair. Not a lot of long term planning was done, as only 8.7% of the respondents had their trip to the fair planned out over six months ago.

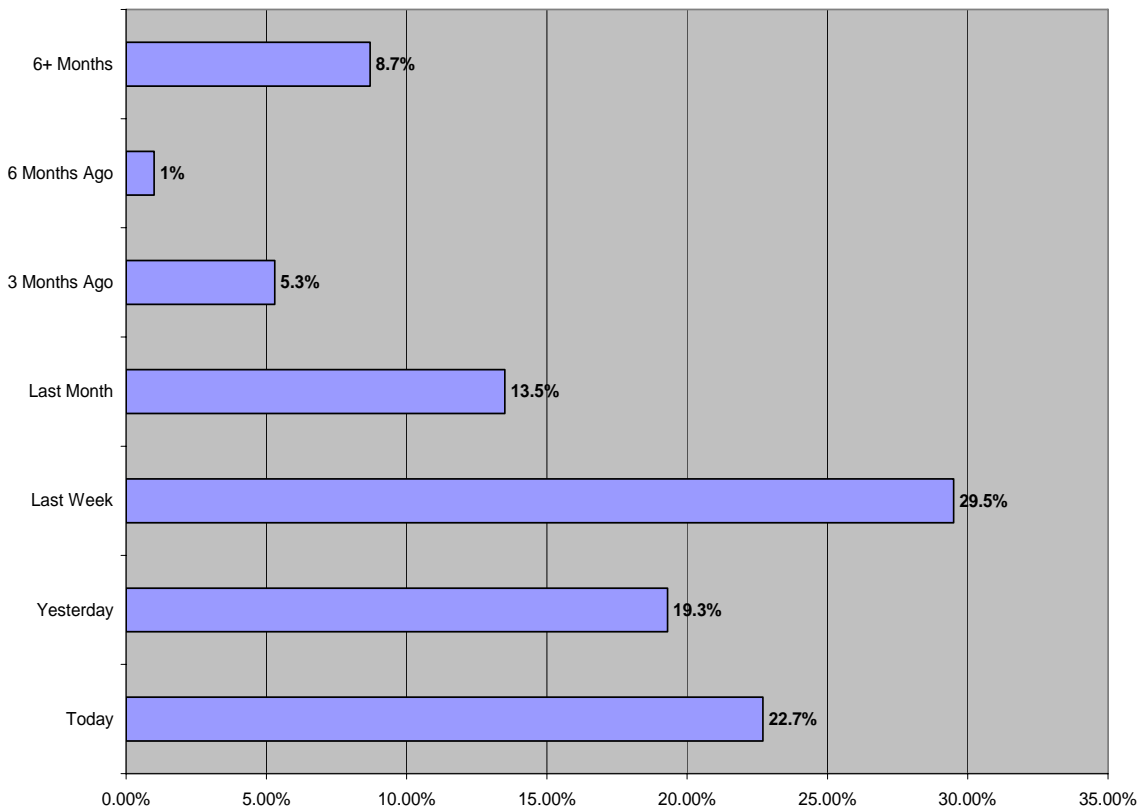


Figure 6 Planning Horizon

2006 Northern Wisconsin State Fair Visitor Profile

Trip Decision Maker

When the fair visitors were asked who made the decision to attend the fair today, the majority (55.1%) indicated themselves as the decision maker. Just of one-fourth (25.6%) of the respondents stated that they had made a joint decision to attend the fair. Figure 7 shows the distribution of the two answers above along with the other answers that were given.

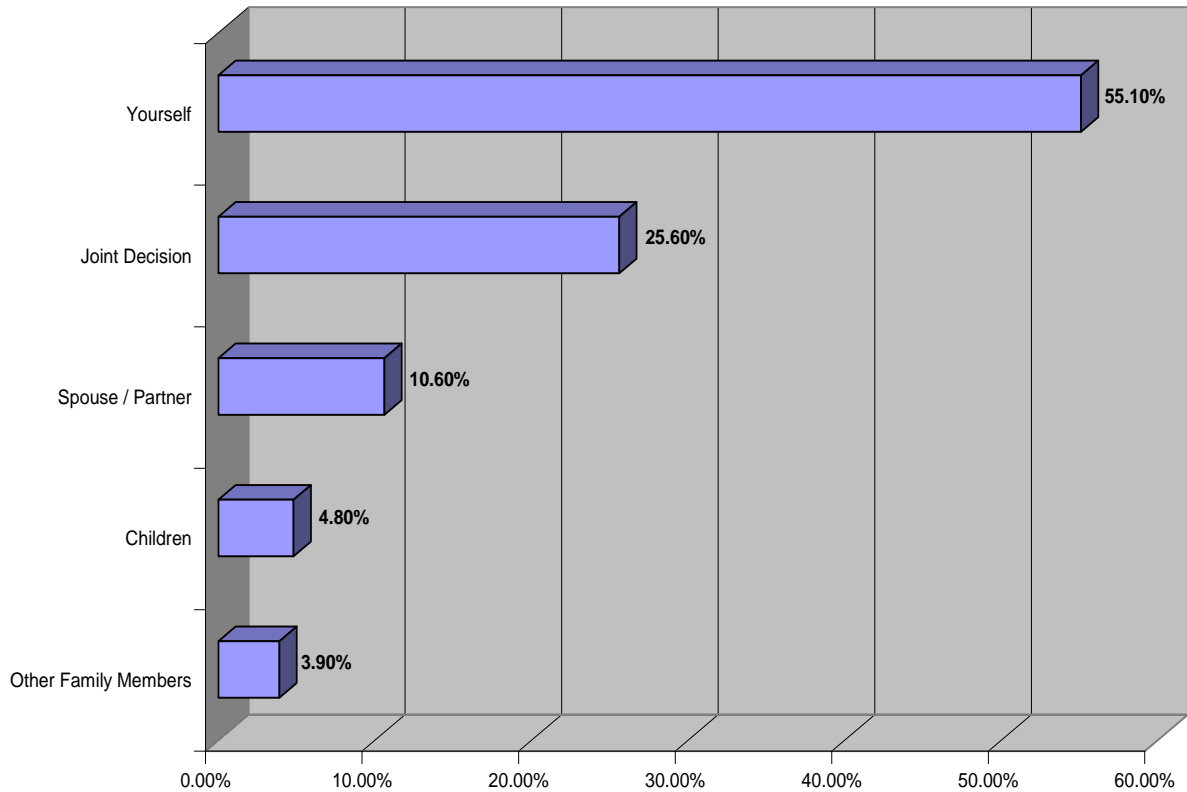


Figure 7 Decision Maker

2006 Northern Wisconsin State Fair Visitor Profile

Information Sources

Figure 8 shows how the respondents found out about the fair. Over one-half (57.7%) of the visitors indicated that they had always known about the Northern Wisconsin State Fair. Figure 8 presents the rest of the information sources and the percentage of respondents that heard about the fair from that particular source.

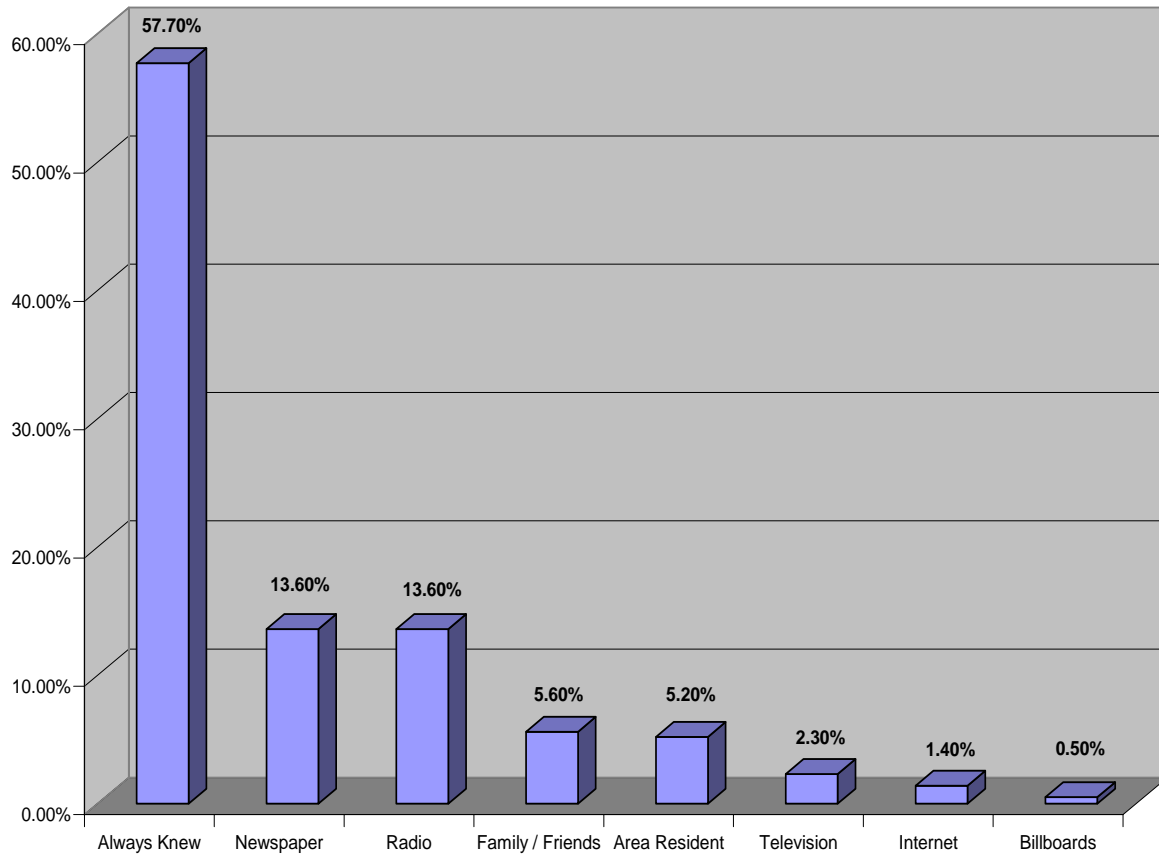


Figure 8 Information Sources

Type of Trip

Accommodation Used

Figure 9 presents a breakdown of the Northern Wisconsin State Fair visitors staying overnight in the Chippewa Valley area (n=8) by their overnight accommodations. Three-fourths (75%) of the respondents indicated that they would be staying overnight with a friend./relative or at a campgrounds. However, 12.5% of the visitors stated that a hotel was their choice for overnight stay in the Chippewa Valley area

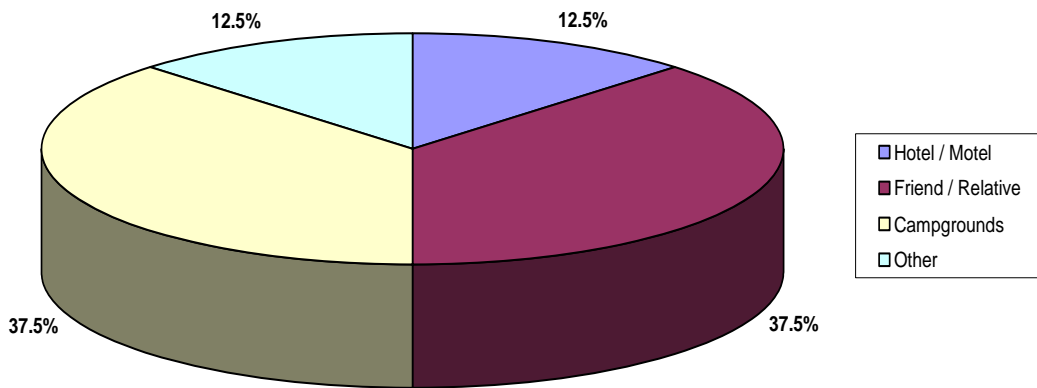


Figure 9 Overnight Accommodations

2006 Northern Wisconsin State Fair Visitor Profile

Party Characteristics

Party Size

The average party size of the visitors to the Northern Wisconsin State Fair was 2.8 people. Just about fifty percent (49.3%) of the parties consisted of two people. Figure 10 presents the other party sizes among the survey respondents. Party sizes varied from one to as many as 11 people.

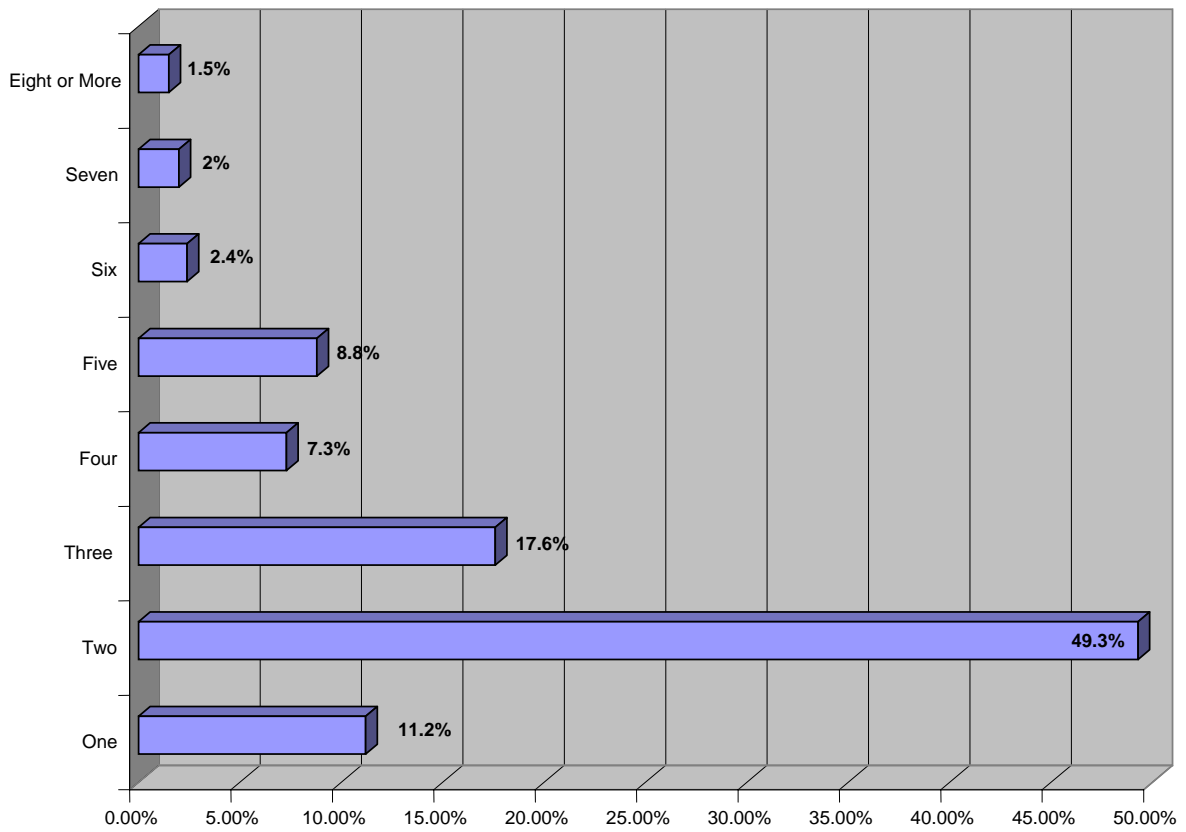


Figure 10 Party Size

2006 Northern Wisconsin State Fair Visitor Profile

Ages of Party Members

The majority age category of respondents' party members was 40-59 years old. Figure 11 shows the distribution of the ages of party members based on the following age categories: under the age of 6, 6-11, 12-20, 21-39, 40-59, and 60+ years of age.

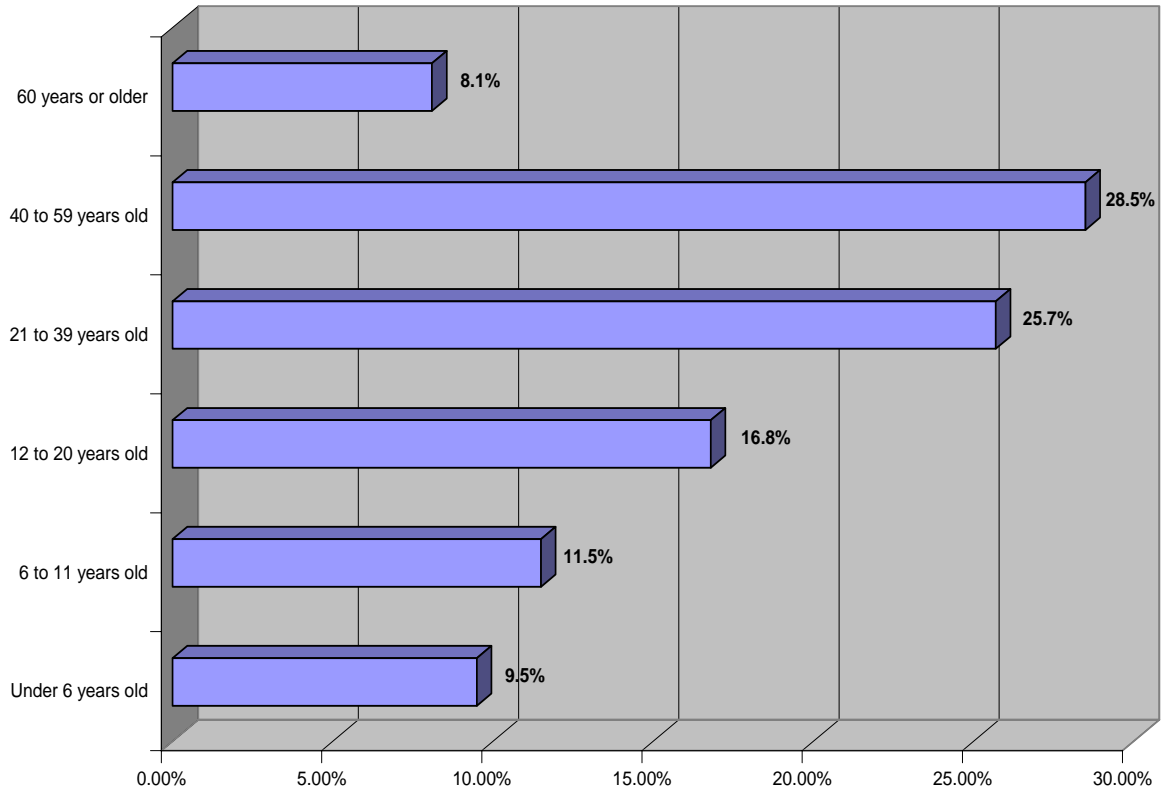


Figure 11 Ages of the Party Members

2006 Northern Wisconsin State Fair Visitor Profile

Party Composition

Figure 12 presents the party composition of the visitors that attended the Northern Wisconsin State Fair. The majority (72.9%) of the respondents indicated that they were with family members, 15.9% were with friends, and the rest of the respondents were alone.

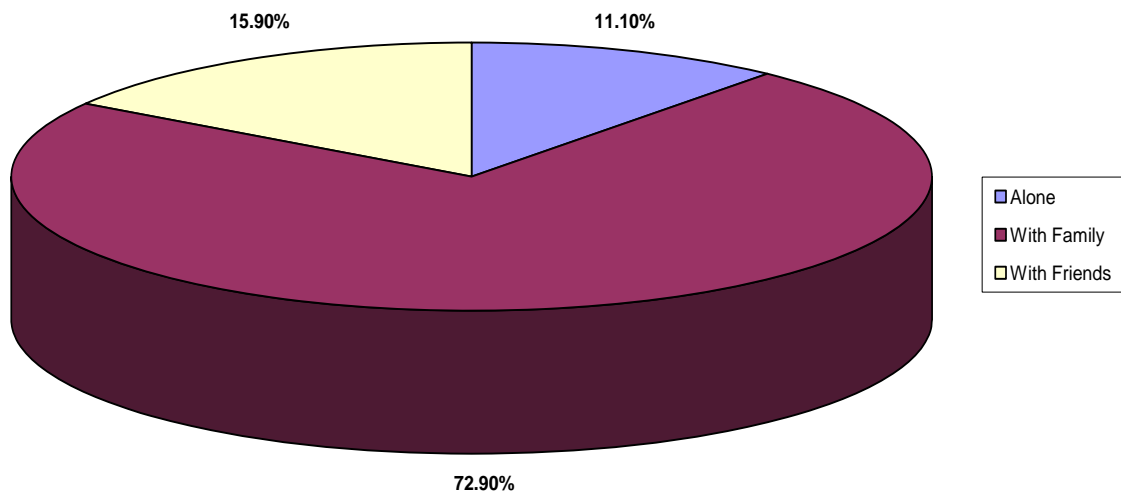


Figure 12 Party Composition

2006 Northern Wisconsin State Fair Visitor Profile

Trip Motives and Area Activities

The third objective of this study was to identify reasons or motives for attending the Northern Wisconsin State Fair and to identify the other activities the visitors participated in while on their trip.

Trip Motives

Each respondent was read a list of possible motives for attending the Northern Wisconsin State Fair. Based on a scale of 1(not important) to 5 (very important) the average scores of the motives are listed below in Table 1.

Activity	Average Rating
To eat different foods	3.7
To be with family and/or friends	3.5
To see displays	3.2
To people watch	3.2
To see animals	3.0
To experience the carnival	3.0
To expose children to farm animals	2.0
To watch judging	1.4

Table 1 Area Activities

2006 Northern Wisconsin State Fair Visitor Profile

Reasons for Attending the Fair

Respondents were asked if there was a specific part of the Northern Wisconsin State Fair that influenced their decision to visit the fair on the day that they were surveyed. Just over one third (34.3%) indicated that there was no particular event that influenced their decision. The remaining 65.7% had a specific reason for attending the fair and the results are listed below in Figure 13. The three most popular answers were Rides (16.4%), Grandstand (12.6%), and Food (12%).

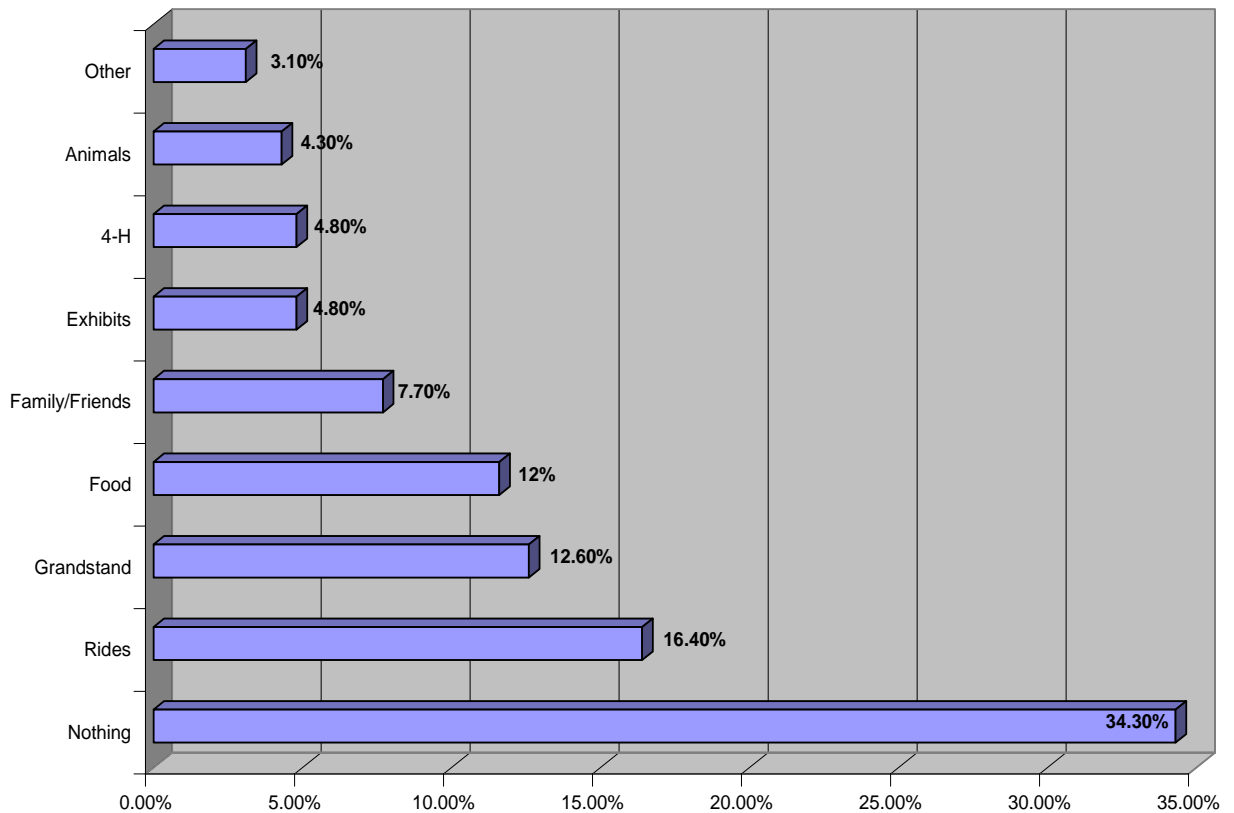


Figure 13 Reasons for Attending the Fair

2006 Northern Wisconsin State Fair Visitor Profile

Area Activities

Although the Northern Wisconsin State Fair was the primary destination away from home for 96.6% of the respondents, many visitors also participated in other area activities in conjunction with the trip to the fair. Figure 14 displays the other area activities that the respondents participated in. Although a large number of respondents only attended the fair (n=136), 34.3% of the visitors participated in other area activities as shown below.

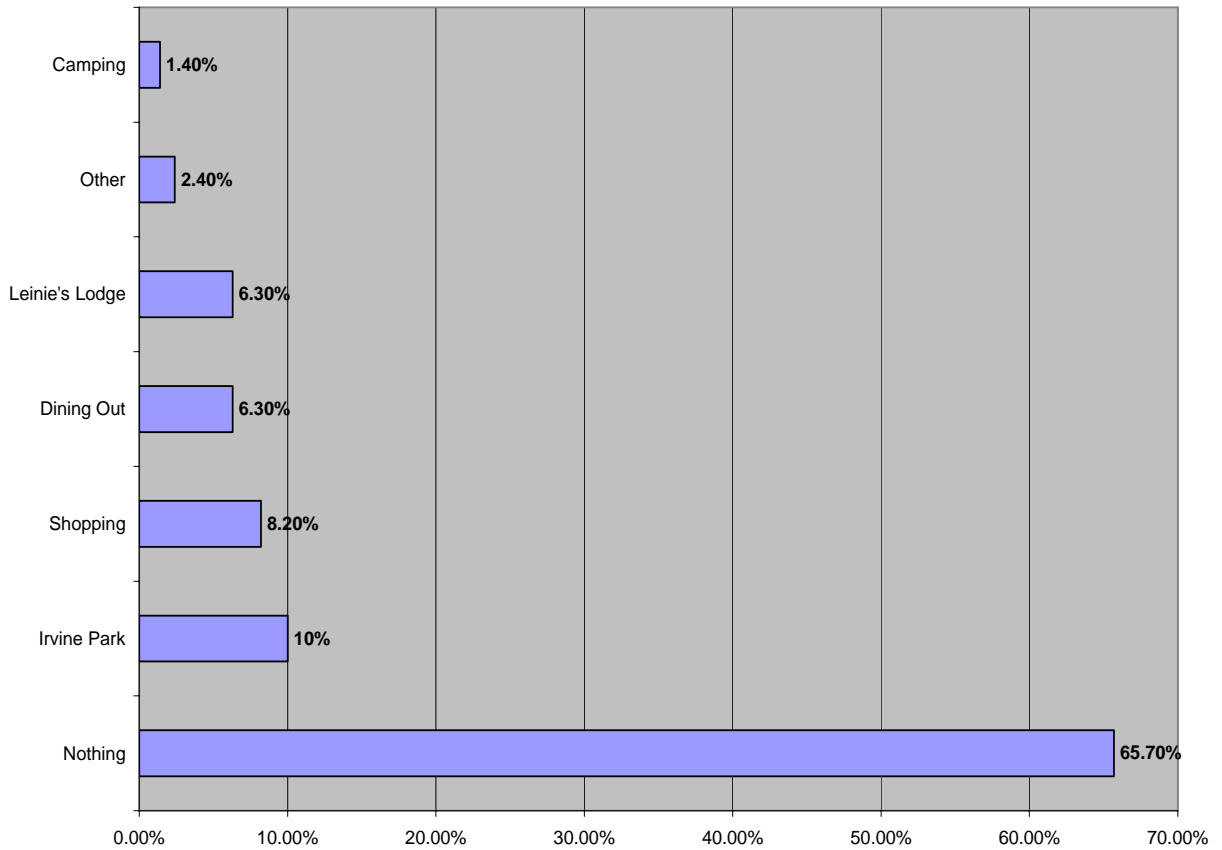


Figure 14 Area Activities

2006 Northern Wisconsin State Fair Visitor Profile

Visitor Satisfaction

Discovering visitor satisfaction with the Northern Wisconsin State Fair was the fourth objective of this study.

Satisfaction with the Northern Wisconsin State Fair

Visitor satisfaction was determined by using a scale of 1 to 5 where: 1=Poor, 2=Fair, 3=Good, 4=Very Good, and 5=Excellent. Not one person that was surveyed indicated that their visit to the fair was poor, and an astounding 80.2% had a very good time or an excellent time at the Northern Wisconsin State Fair.

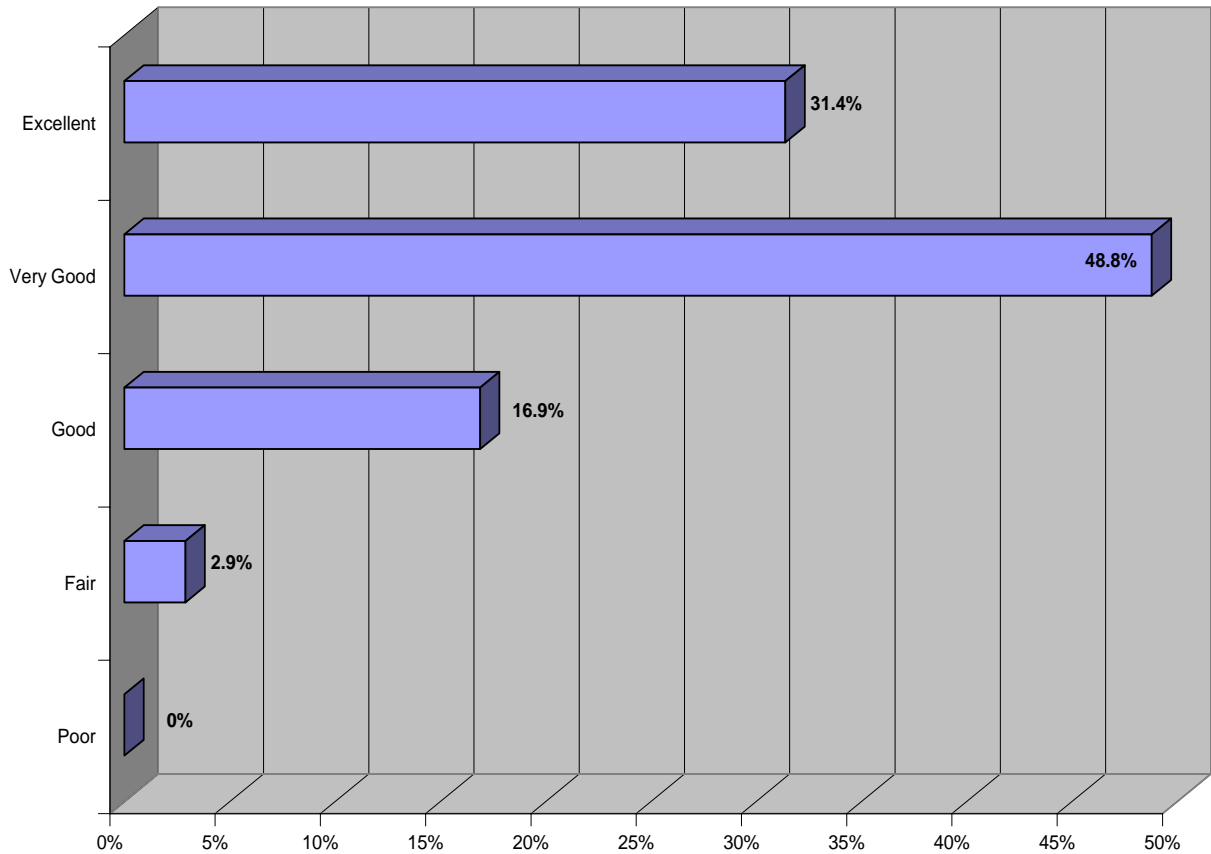


Figure 15 Visitor Satisfaction

2006 Northern Wisconsin State Fair Visitor Profile

Rating of the Fair Attributes

Using the same 1 to 5 scale, respondents were asked to rate the performance of the Northern Wisconsin State Fair on seven different attributes. Table 2 lists the attributes that were rated along with the average rating that each attribute received.

Fair Attributes	Average Rating
Availability of Parking	4.58
Overall 'Park-Like' Atmosphere	4.36
Variety of Entertainment	4.30
Cleanliness of the fairgrounds	4.25
Cleanliness of Restrooms	3.96
Admission Prices	3.52
Rides and Games at the Carnival	3.51

Table 2 Fair Attributes

Commercial Exhibits

Survey respondents were asked if they felt the fair had a good selection of commercial exhibit displays. These displays are set up by vendors who are selling a variety of products and services. Figure 16 displays the results from the question. The majority (86%) felt that the fair had an adequate number of commercial exhibits.

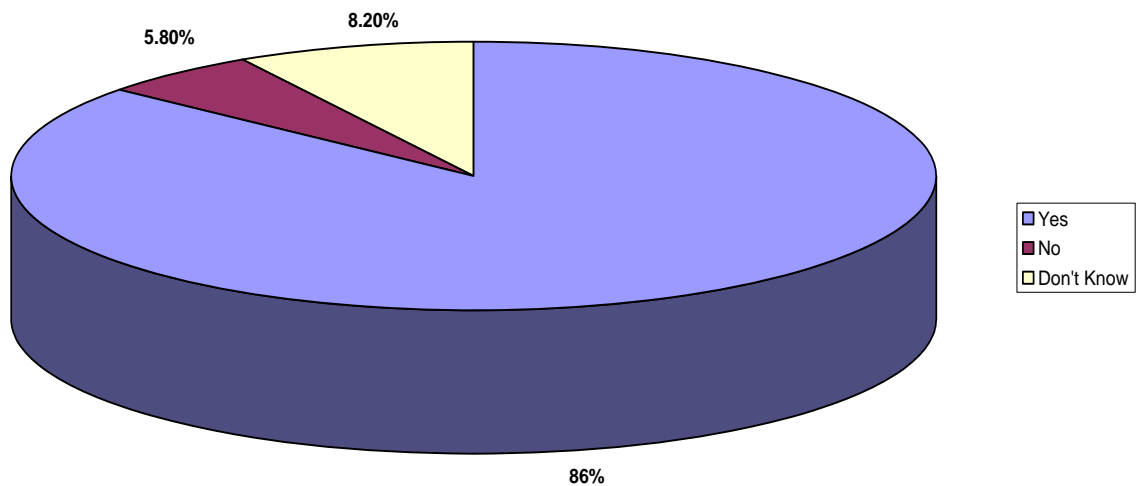


Figure 16 Commercial Exhibits

2006 Northern Wisconsin State Fair Visitor Profile

Fair Food Concessions

The respondents were asked a series of questions concerning their purchase of concession food, selection, and staff. An overwhelming 86% of the people surveyed indicated that they had purchased and consumed food and the Northern Wisconsin State Fair.

Rating of the Food

Ratings of very good and excellent were given to the concession food by 87.1% of the respondents.

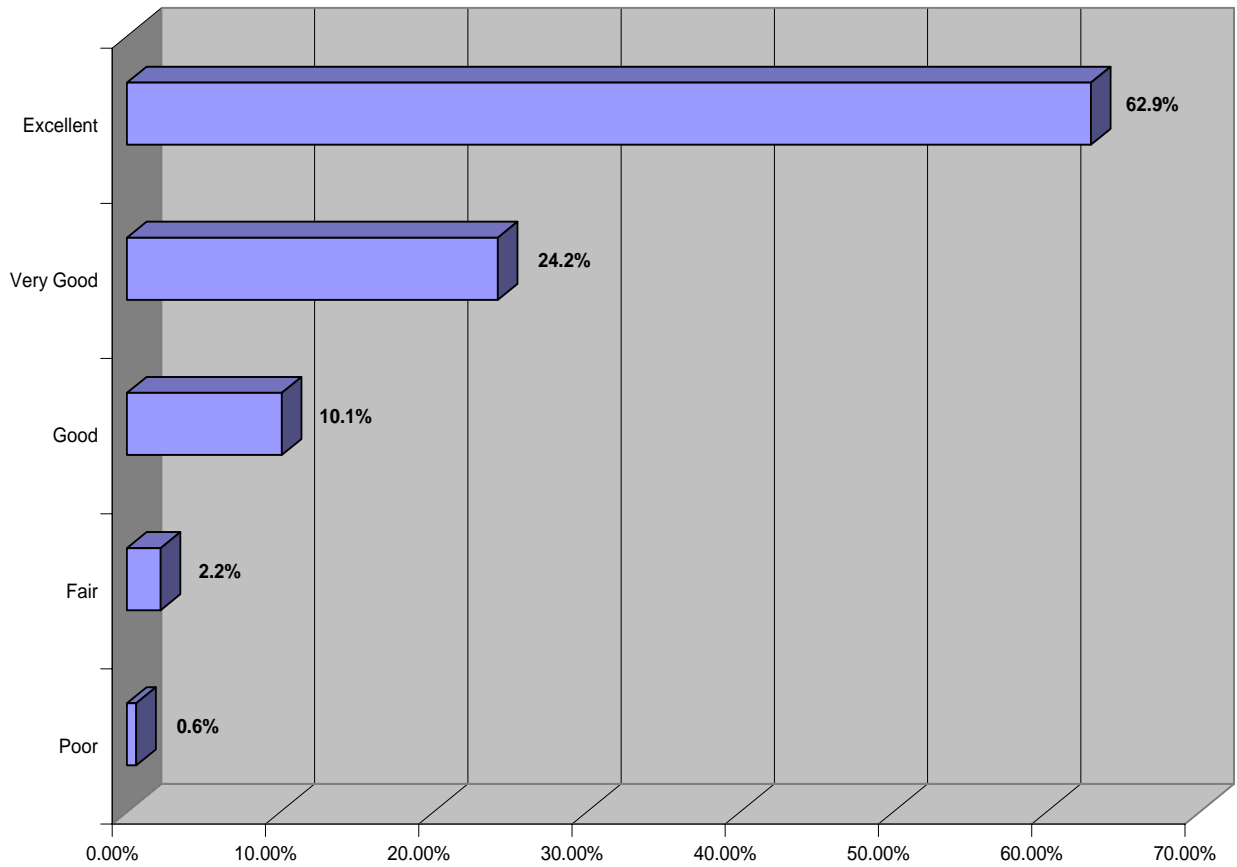


Figure 17 Rating of Food

2006 Northern Wisconsin State Fair Visitor Profile

Selection of Food

Ratings of very good and excellent were given to the selection of food by 90.4% of the respondents. Not one person rated the selection of food as poor.

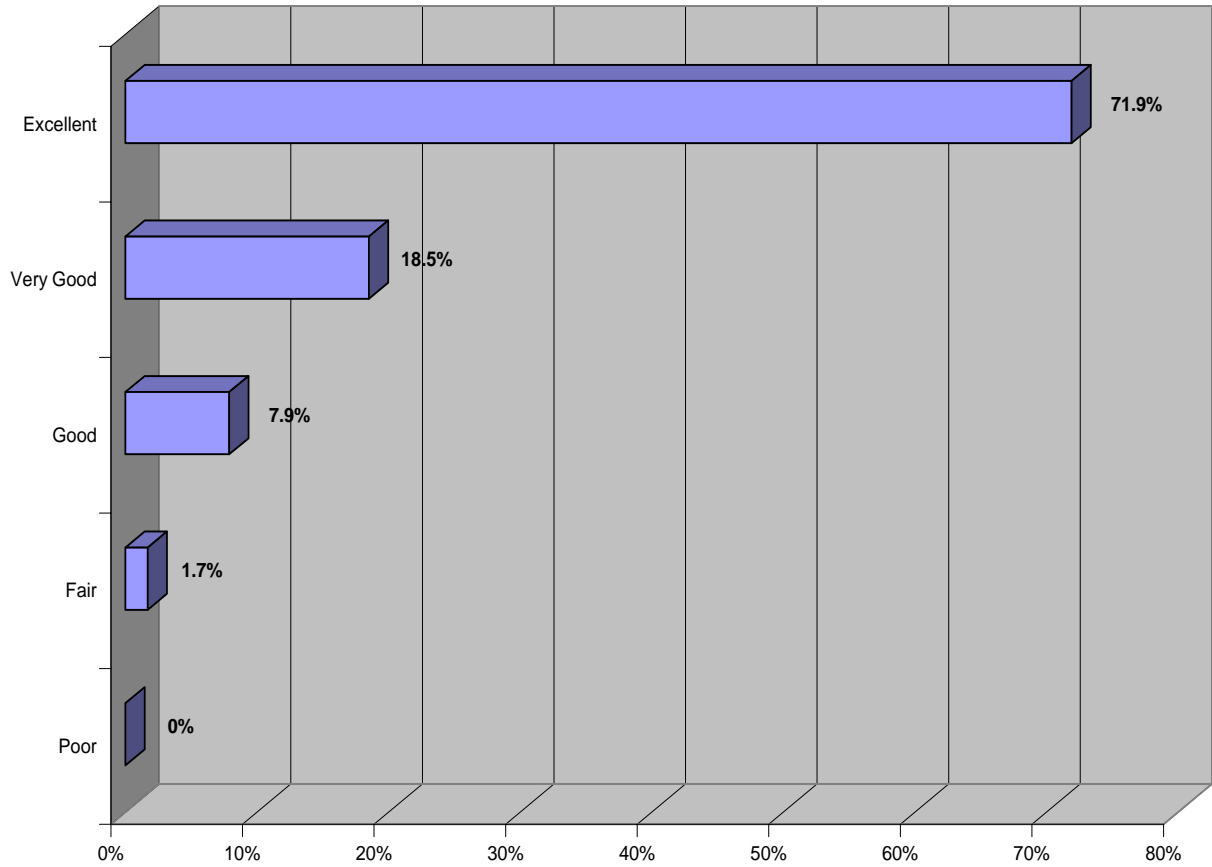


Figure 18 Selection of Food

2006 Northern Wisconsin State Fair Visitor Profile

Concession Staff

The Northern Wisconsin State Fair concession staff was given a rating of very good and excellent by 94.9% of the respondents. This was the highest rating of the three questions asked involving concession. As shown in Figure 19, not one person rated the staff as poor.

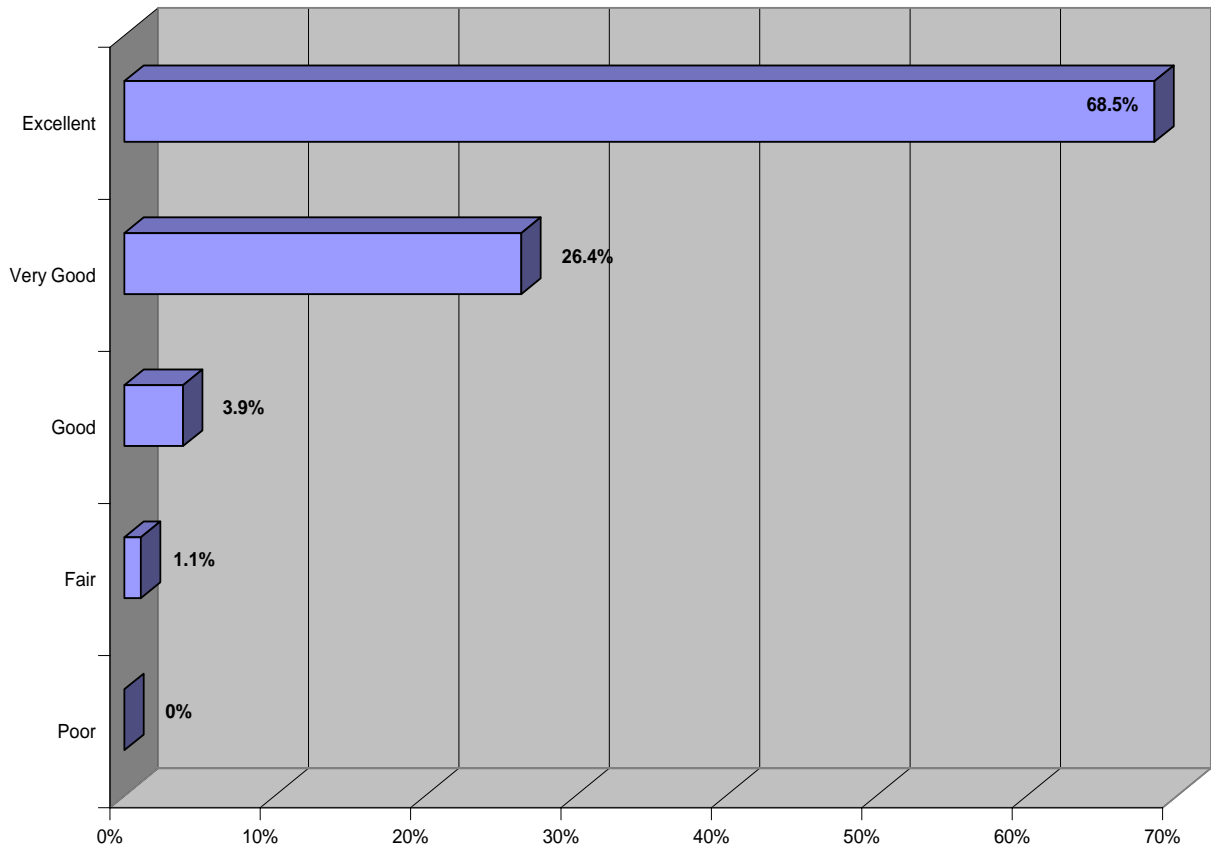


Figure 19 Concession Staff

The Economic Impact of the NWSF on Chippewa County

Economic Impact estimates the amount of new dollars generated in Chippewa County as a result of the Northern Wisconsin State Fair. Economic Impact was calculated in two steps using primary survey data collected at the fair. The first step was to analyze both Fair and County area expenditures and to then separate them by type of visitor - residents of Chippewa County versus non-residents of Chippewa County. The second step was to estimate the impact of new dollars flowing into Chippewa County as a result of spending by non-residents only. Impact figures were calculated with IMPLAN, a widely-used input-output model.

Northern Wisconsin State Fair Expenditures

To determine the total expenditures of visitors to the Northern Wisconsin State Fair, survey respondents were asked to report how much money they spent on the fairgrounds and in the Chippewa County area. Specifically, visitors were asked to identify the money their group spent on: 1) Fair Spending- admission, carnival, food and drink, souvenirs, and 2) Area Spending- convenience stores, food and drink, other entertainment, auto-related, souvenirs, and other spending.

Fair Expenditures

The average amount of money spent at the Northern Wisconsin State Fair by survey respondents (per party) was \$52.98 per day (Figure 20). Food and drink was the largest expense with parties spending \$20.08 per day. The carnival was the second largest fair expenditure (\$17.62), followed by admission (\$11.28) and souvenirs (\$4.00)

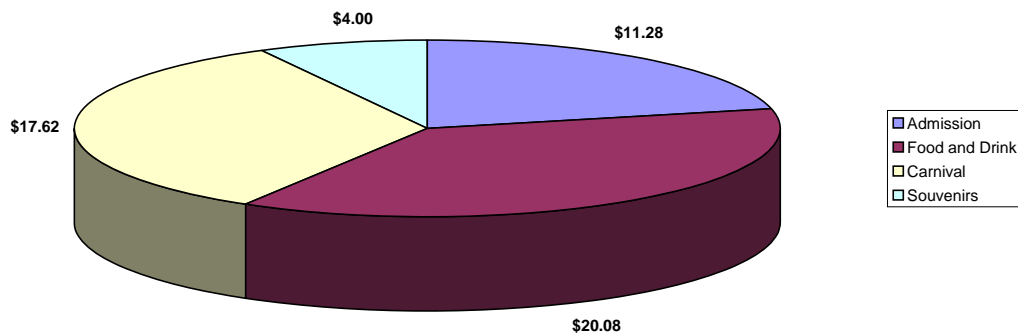


Figure 20 Fair Expenditures Per Visitor Group Per Day

Expenditures in the Chippewa County Area

Respondents spent an average of \$25.21 per group per day in the Chippewa area. Auto-related expenditures of \$9.13 were the largest, and Food and Drink expenditures were the second largest at \$5.24 per group per day. Figure 21 shows the six categories of expenditures outside of the fair and the average amount spent per group per day.

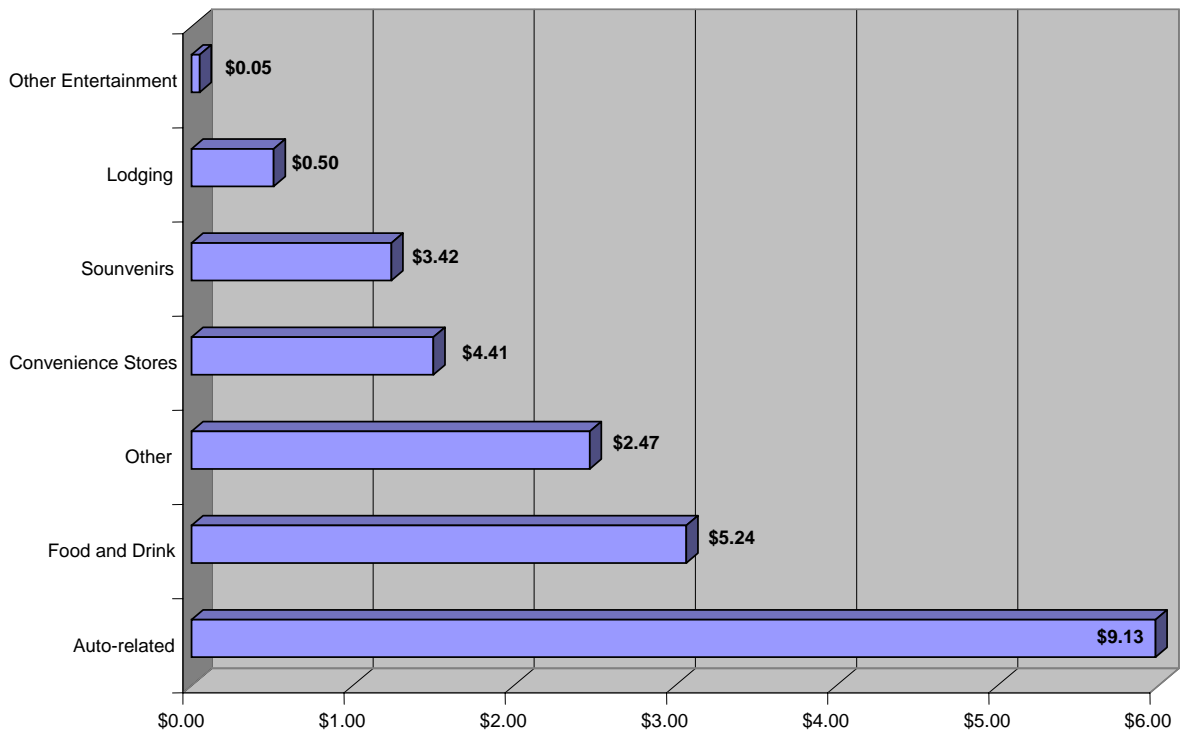


Figure 21 Chippewa County Expenditures Per Visitor Group Per Day

2006 Northern Wisconsin State Fair Visitor Profile

Total Expenditures

Survey respondents were divided into two categories, residents and non-residents, in order to determine total visitor spending. Residents are those living in Chippewa County and non-residents are those living outside the County. The average spending patterns for both groups were then calculated for each type of Fair expenditure category and Chippewa County expenditure category. For those non-resident fairgoers that indicated that the fair was NOT their primary destination away from home, only fifty percent (50%) of their Chippewa County expenditures appear in the table below. This assumption recognizes that while the fair was not their primary destination, it likely influenced their decision to travel to Chippewa County to some extent. Attending the fair also affected their duration of stay, and therefore influenced their amount of spending in the local economy.

Total expenditure figures in Table 3 below were derived by multiplying group spending patterns by the total number of non-resident and resident groups attending the fair. Admission figures are actual expenditures. Total attendance at the 2006 Fair was estimated at 44,500.

Type of Spending	Residents	Non-Residents	Total
Fair Expenditures			
Admission	\$82,798	\$73,426	\$156,224
Carnival	\$148,470	\$136,715	\$285,185
Food and Drink	\$177,456	\$140,338	\$317,794
Souvenirs	\$36,876	\$29,388	\$66,264
Subtotal	\$445,600	\$379,867	\$825,467
Chippewa County Expenditures*			
Lodging		\$8,374	\$8,374
Convenience	\$1,932	\$36,957	\$38,889
Food and Drink	\$8,454	\$45,894	\$54,348
Other Fees	\$0	\$805	\$805
Auto	\$17,552	\$97,826	\$115,378
Souvenirs	\$0	\$28,744	\$28,744
Other Retail	\$5,233	\$33,897	\$39,130
Subtotal	\$33,172	\$252,496	\$285,668
Total	\$478,772	\$632,363	\$1,111,135

Table 3 Expenditures of the Visitors of the Northern Wisconsin State Fair
***Additional expenditures outside fair**

2006 Northern Wisconsin State Fair Visitor Profile

Sixty percent (60%) of non-resident trip expenditures occurred at the fairgrounds while forty (40%) occurred elsewhere in the County. Ninety-three (93%) of County resident trip expenditures occurred at the fair while only seven percent (7%) occurred elsewhere in the County.

Estimating the Economic Impact

The economic impact associated with an event such as a fair, occurs when new, non-local dollars are injected into the local economy. For this study, Chippewa County is defined as 'local.' Therefore, only the \$632,363 in non-local visitor expenditures to the 2006 Northern Wisconsin State Fair were used to estimate economic impact in this portion of the report. The \$478,772 spent by Chippewa County residents at the fair or elsewhere within the County were not used to calculate economic impact. The economic impact analysis describes how new dollars flowing into the County ripple through the local economy.

The economic impact analysis was conducted using IMPLAN, a widely-used input-output model. A regional economic model of Chippewa County was generated using 2003 data sets, the latest available at the time of the study. The analysis included three types of economic impacts: direct, indirect, and induced. *Direct impacts* are the actual dollars spent by the non-resident visitors to the Northern Wisconsin State Fair. They represent an injection of new dollars into the local economy. These dollars, in turn, generate demand for other local goods and services. For example, concessionaires at the fair purchase food, drink, and ice from a local grocery store. Gasoline stations purchase a variety of items through a local wholesaler. These business to business expenditures are also known as *indirect impacts*. *Direct and indirect impacts* create jobs, which results in an increase in local household incomes. This increase in household incomes, in turn, results in additional expenditures in the local economy. These expenditures are often referred to as *induced impacts*. *Total impact* is calculated by adding the direct, indirect, and induced impact figures.

A few assumptions were made in order to complete the economic impact analysis. First, all vendors were assumed to be local due to a lack of available data assigning fair expenditures to local versus non-local vendors. In actuality, non-local vendors leave an area taking the majority of their receipts with them. On the other hand, the NWSF has a high percentage of local vendors. Furthermore, vendors also bring outside dollars with them into the community which they spend during their stay at local restaurants and other businesses. A second assumption was made regarding non-resident visitor expenditures in Chippewa County. Finally, as mentioned above, only non-resident visitor expenditures were used to calculate economic impact. In reality, the existence of the NWSF likely captures some local spending that would otherwise, in the absence of the fair, have been spent elsewhere outside the County. One example would be a Chippewa Falls family that foregoes a trip to Action City in Eau Claire and instead decides to spend that money at the NWSF. These types of impacts are not incorporated into the analysis and therefore the economic impact figures derived below should be conservative.

2006 Northern Wisconsin State Fair Visitor Profile

Table 4 below provides a breakdown of economic impacts by sector. Output and income are provided for each type of economic effect: direct, indirect, and induced. The figures are derived by applying non-resident visitor expenditures to a Chippewa County input-output model created using IMPLAN software.

Sector ¹	Direct Effects (\$)		Indirect Effects (\$)		Induced Effects (\$)		Total Effects (\$)	
	Output	Income ²	Output	Income ²	Output	Income ²	Output	Income ²
Ag/Forestry			5,486	1,275	1,651	511	7,138	1,786
Mining								
Utilities			3,857	2,772	1,615	1,161	5,472	3,933
Construction			7,035	3,319	1,033	483	8,067	3,803
Manufacturing			17,448	3,870	5,332	1,256	22,780	5,127
Wholesale Trade			3,440	2,617	2,432	1,850	5,872	4,466
Transportation & Warehousing			9,904	5,932	3,359	1,861	13,263	7,794
Retail trade	226,812	167,511	2,827	2,094	18,913	14,005	248,552	183,610
Information			13,444	4,927	1,819	765	15,263	5,691
Finance and Insurance			3,864	2,647	5,068	3,287	8,932	5,933
Real estate & Rental			8,270	5,691	3,061	2,050	11,331	7,742
Professional			5,354	2,950	1,991	1,145	7,345	4,096
Management			941	476	100	51	1,041	526
Administrative			3,544	1,748	1,186	547	4,730	2,295
Educational			11	2	815	361	826	363
Health & Social Services			3	1	23,204	13,428	23,207	13,429
Entertainment & Recreation	210,946	126,054	1,579	560	1,377	797	213,902	127,412
Accommodation & Food Services	194,606	73,507	3,150	1,300	10,008	3,851	207,764	78,658
Other services			5,773	2,432	7,563	3,561	13,336	5,993
Government			5,203	1,508	23,628	17,103	28,831	18,612
Total ³	632,364	367,073	101,133	46,121	114,155	68,075	847,652	481,268

¹Aggregated to standard 2 digit NAICS categories, ²Income represents total value added which includes employee compensation, proprietors income, other property type income, and indirect business taxes. ³Columns may not sum due to rounding

Table 4 Economic impact of non-resident visitors to the NWSF by two digit NAICS code. All figures in 2006 dollars

2006 Northern Wisconsin State Fair Visitor Profile

The total economic impact of the fair is estimated at \$847,652. Of that total, \$481,268 dollars ends up in the pockets of local workers and business owners as income. The bulk of the impact is found in three aggregated sectors: retail trade, accommodation and food service, and entertainment and recreation. Because of the assumptions made in the economic analysis, these figures are likely on the conservative side. They reflect the impact that non-Chippewa County residents have on the local economy when they travel into the county to attend the fair. The economic impact figures don't include substitution effects, such as the additional dollars that stay in the community as a result of local residents spending money at the fair they would have otherwise spent outside the county.