

# **Results of the 2018 Air Show Spectator Survey & 2018 Air Show Ticket Price Survey: Putting Statistics to Work for Your Air Show Business**





A large, dense crowd of people is gathered for a patriotic event. In the background, a long line of American flags is strung across the top of the frame. Several individuals are visible in the background, some wearing patriotic-themed clothing. The foreground is filled with the heads and shoulders of a large crowd of people, many of whom are wearing hats and casual attire. The overall atmosphere is festive and celebratory.

# **Methodology and other details**



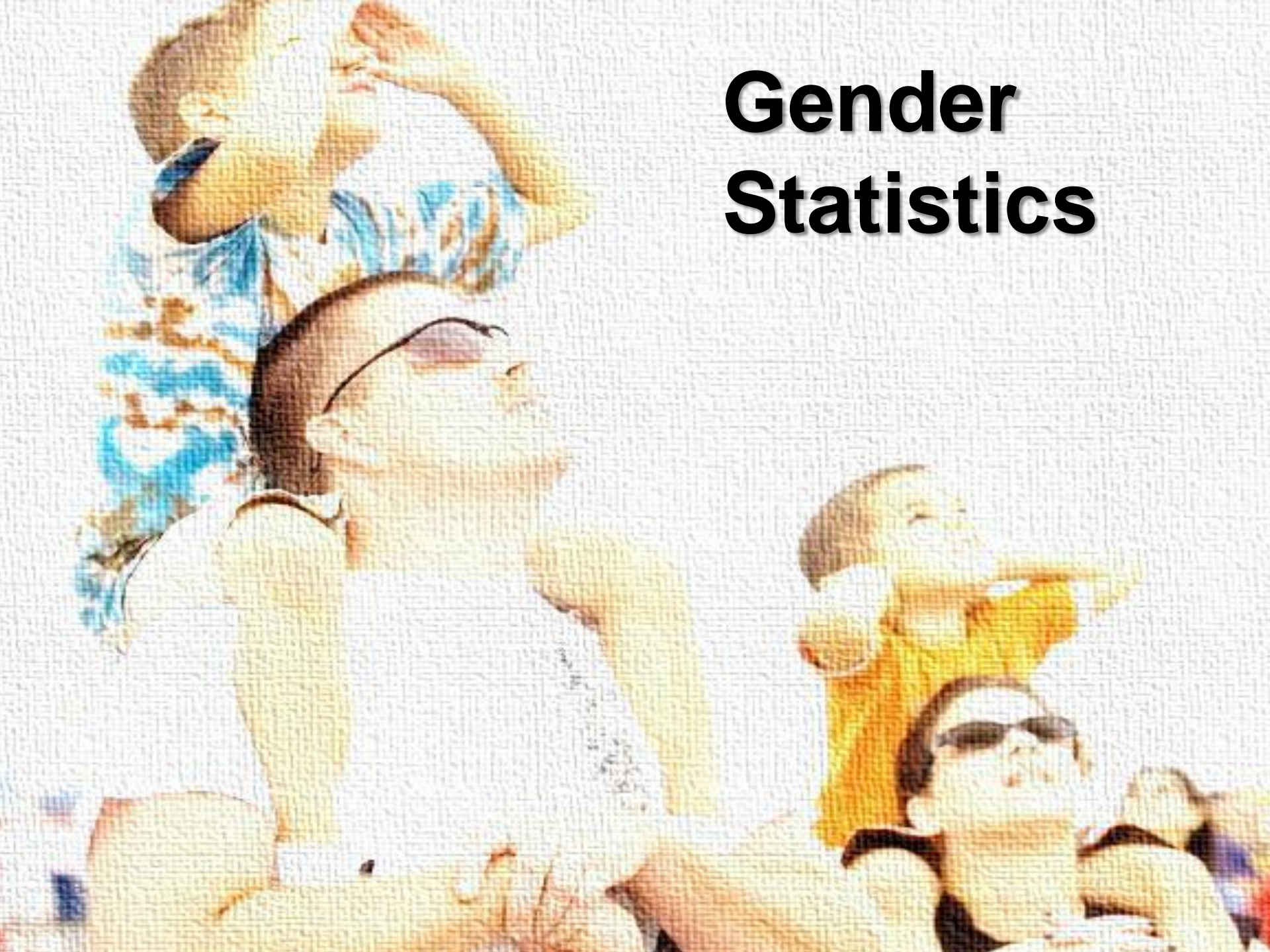
# Methodology and other details

- 1,715 spectators surveyed at 11 different events between May and October 2018
- Survey instrument, survey methodology, and list of participating air shows developed with oversight by statistician
- Results consistent (mostly) with past ICAS Spectator Surveys

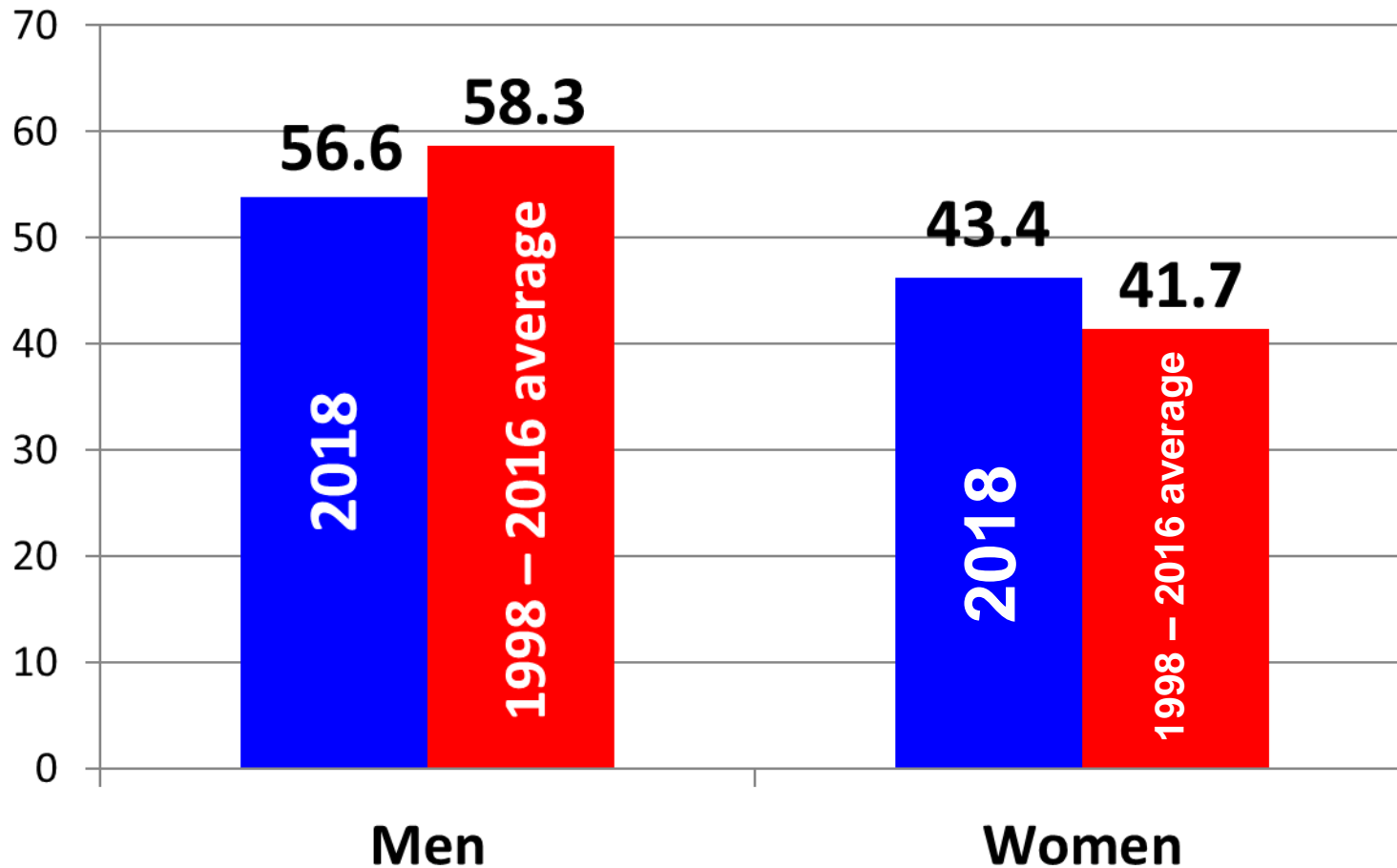




# Gender Statistics



# Gender of Air Show Spectators, 2018 vs. 1998-2016 average

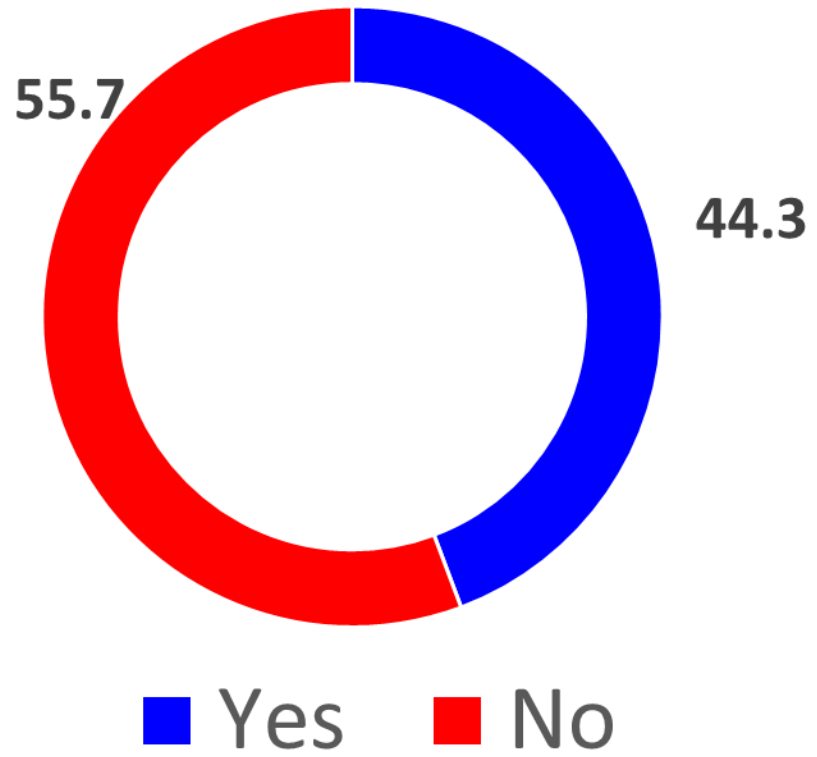




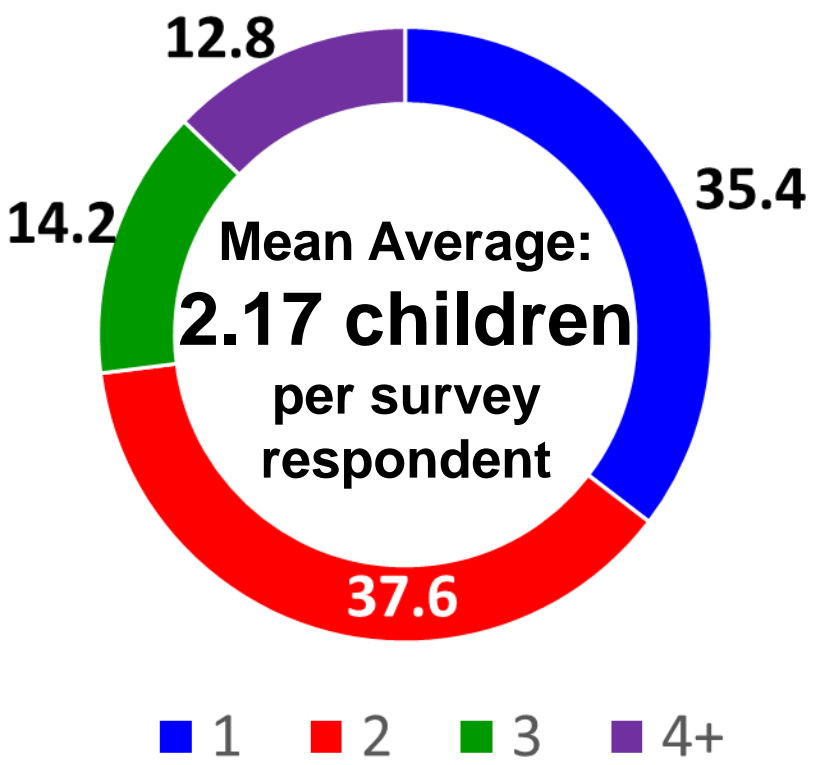
# Attendance By Children



**Did you attend  
today's show  
with a child under  
18 years of age?**



**If yes, how  
many children  
were in your  
group?**



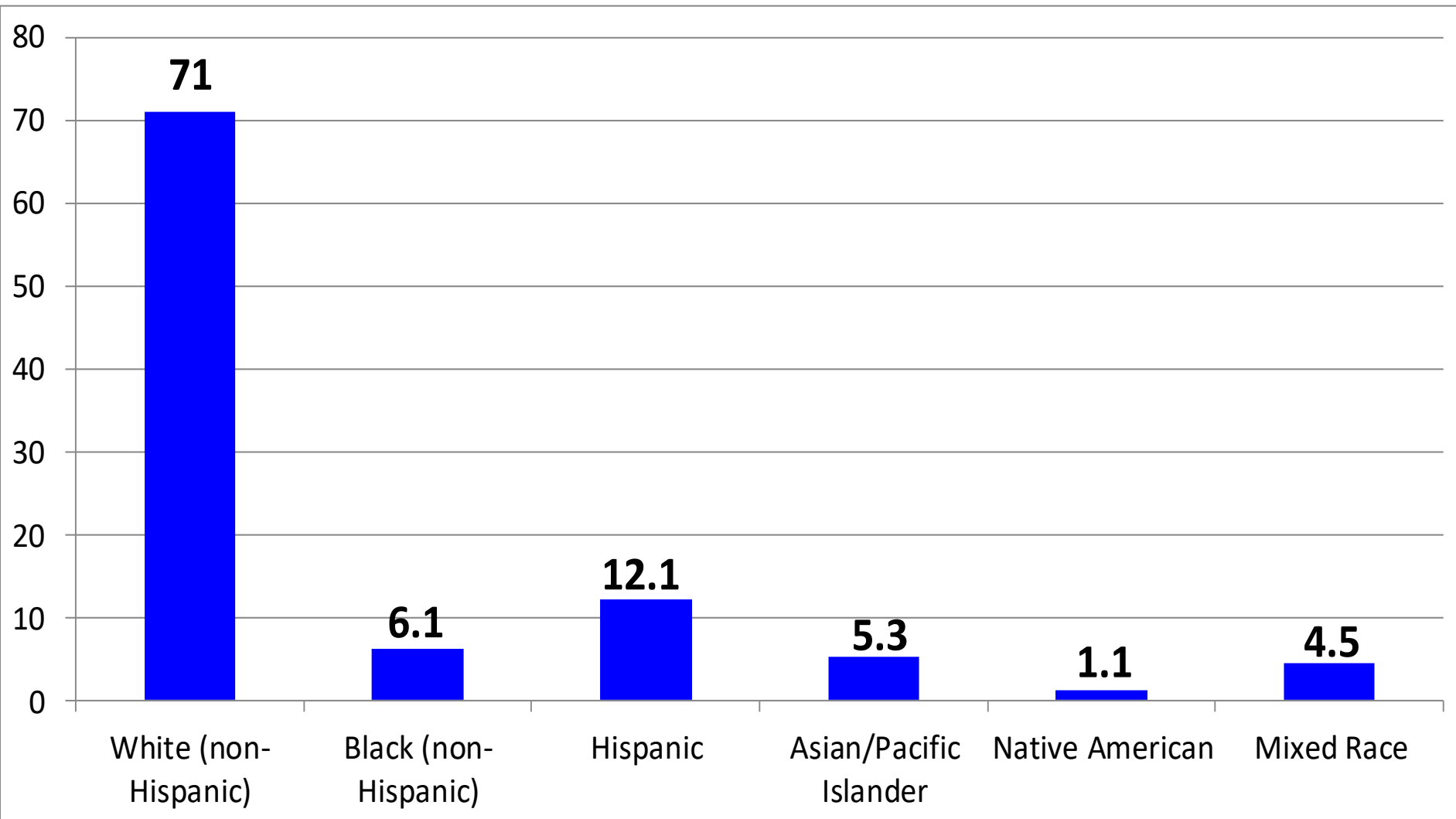


# Ethnicity Statistics





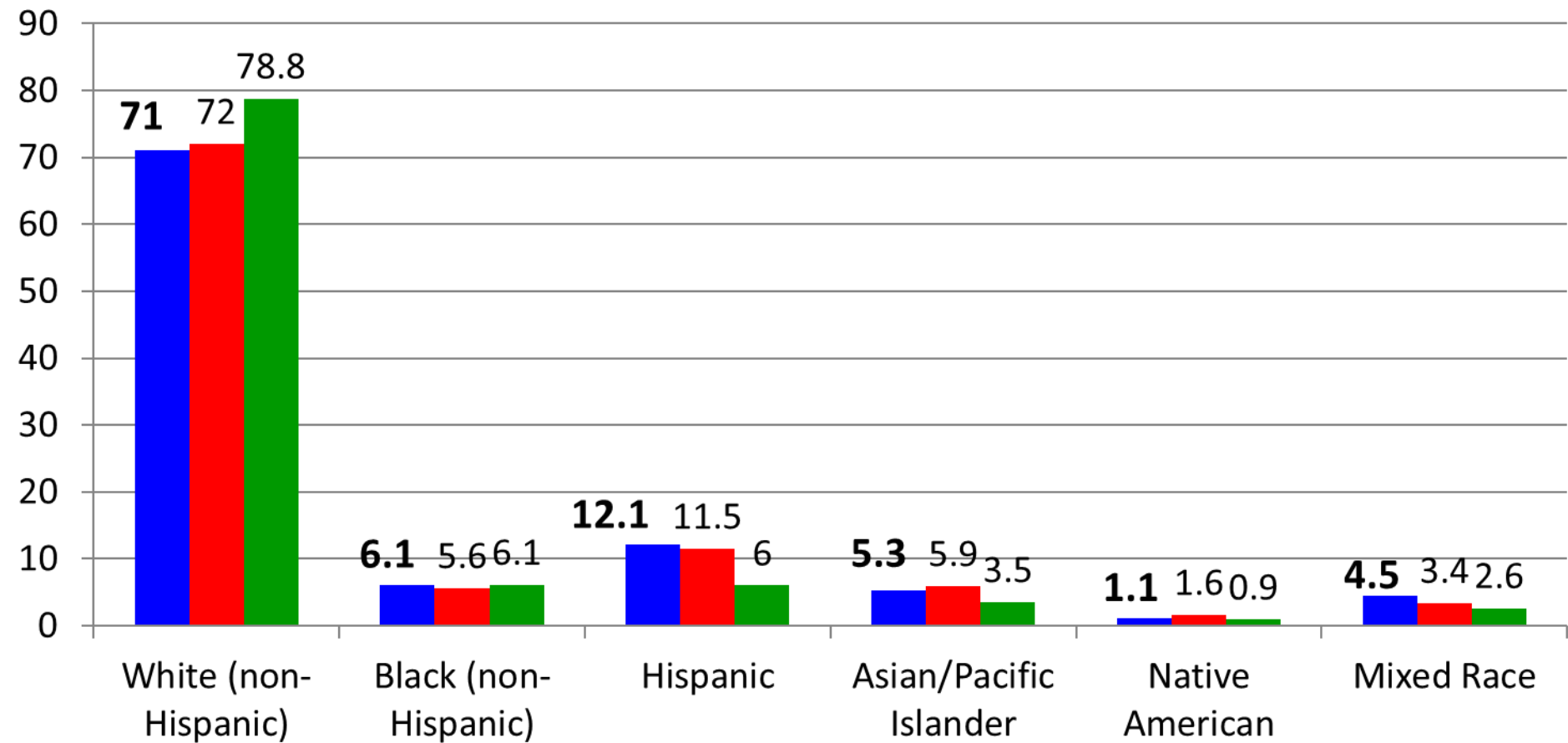
# Air Show Spectator Ethnicity, 2018 Responses





# Spectator Ethnicity,

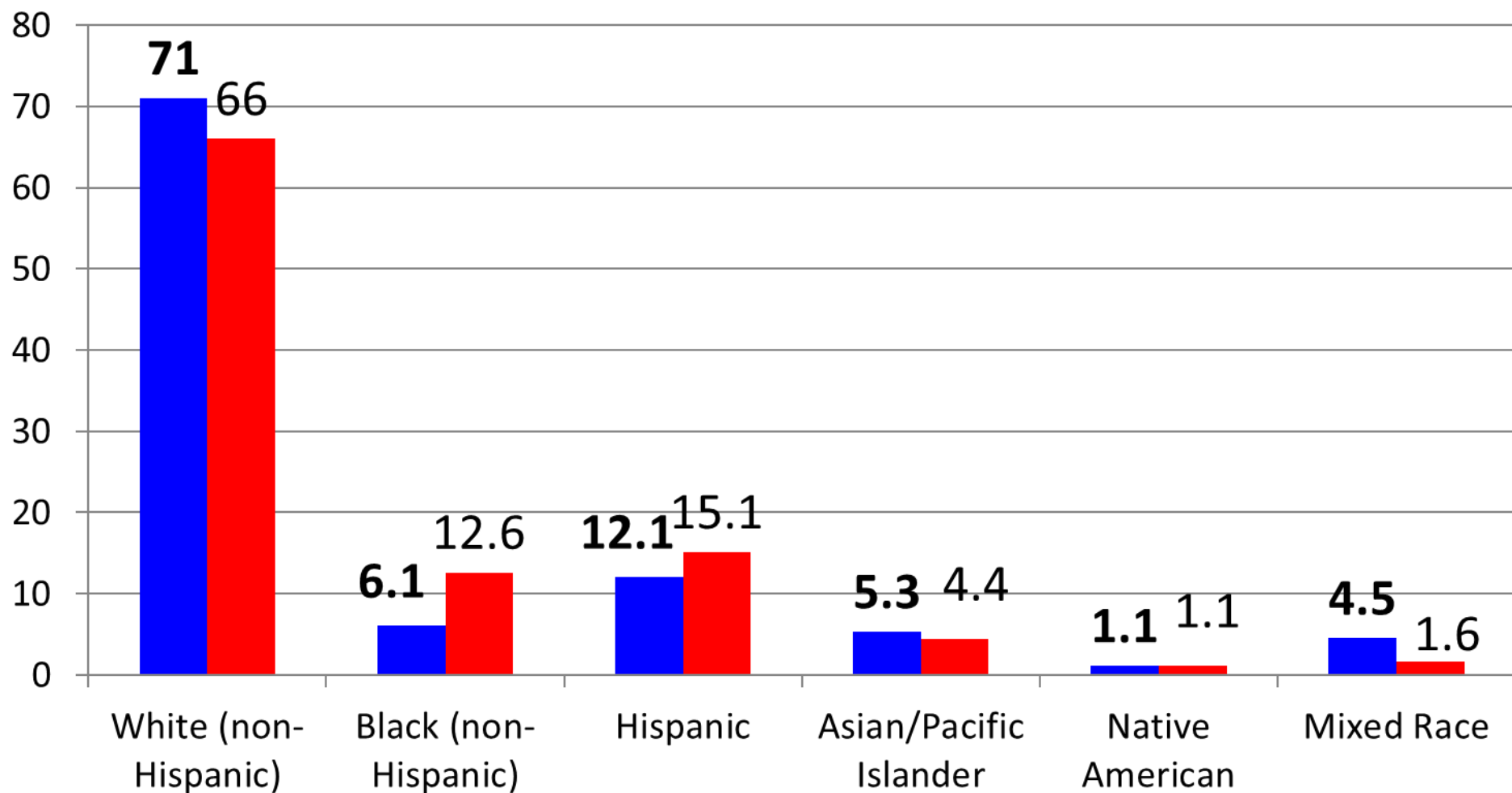
## 2018 vs. 2016 vs. 2014





# Spectator Ethnicity,

## 2018 Responses vs. General Population (U.S.)

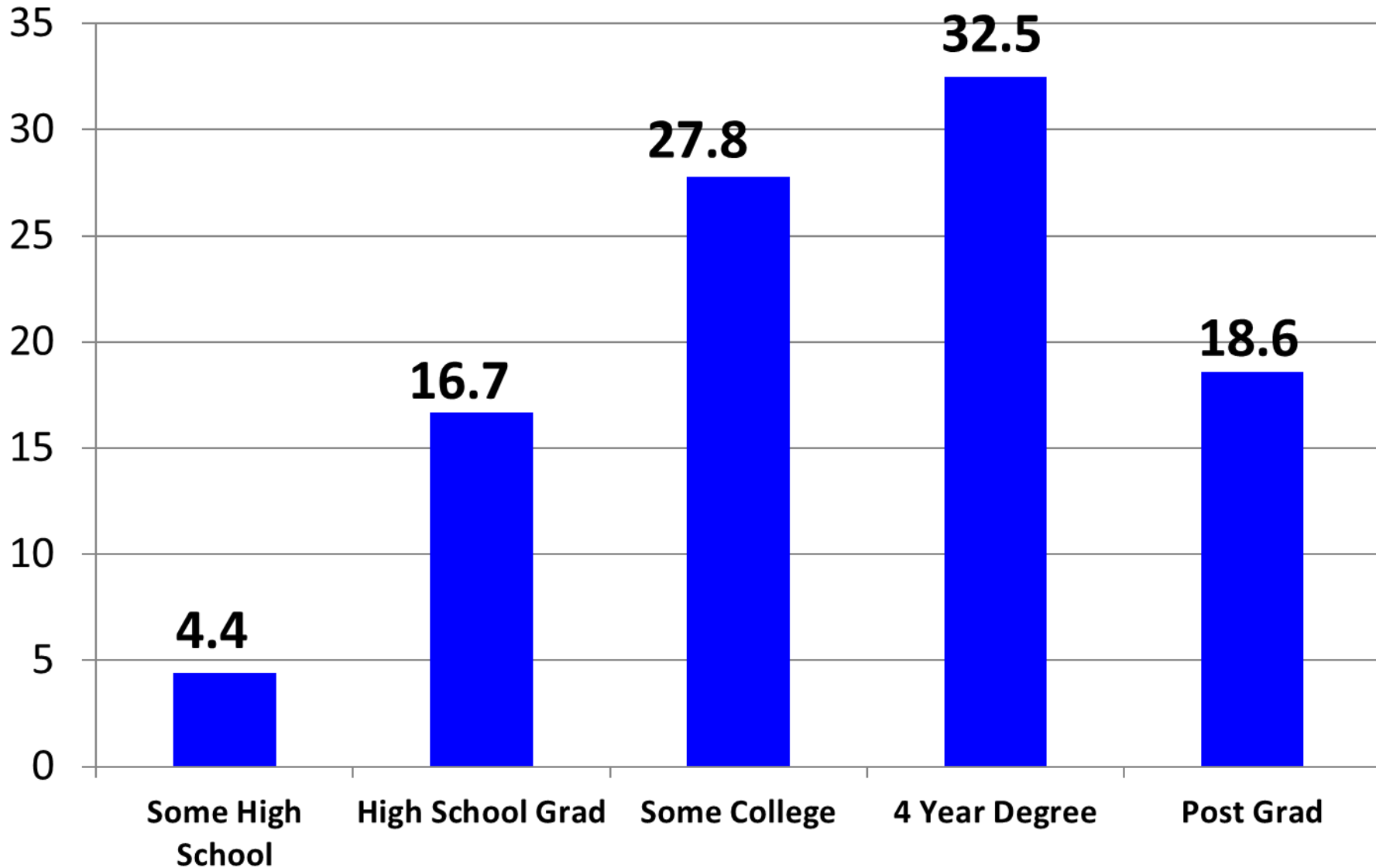




# Education Level Statistics

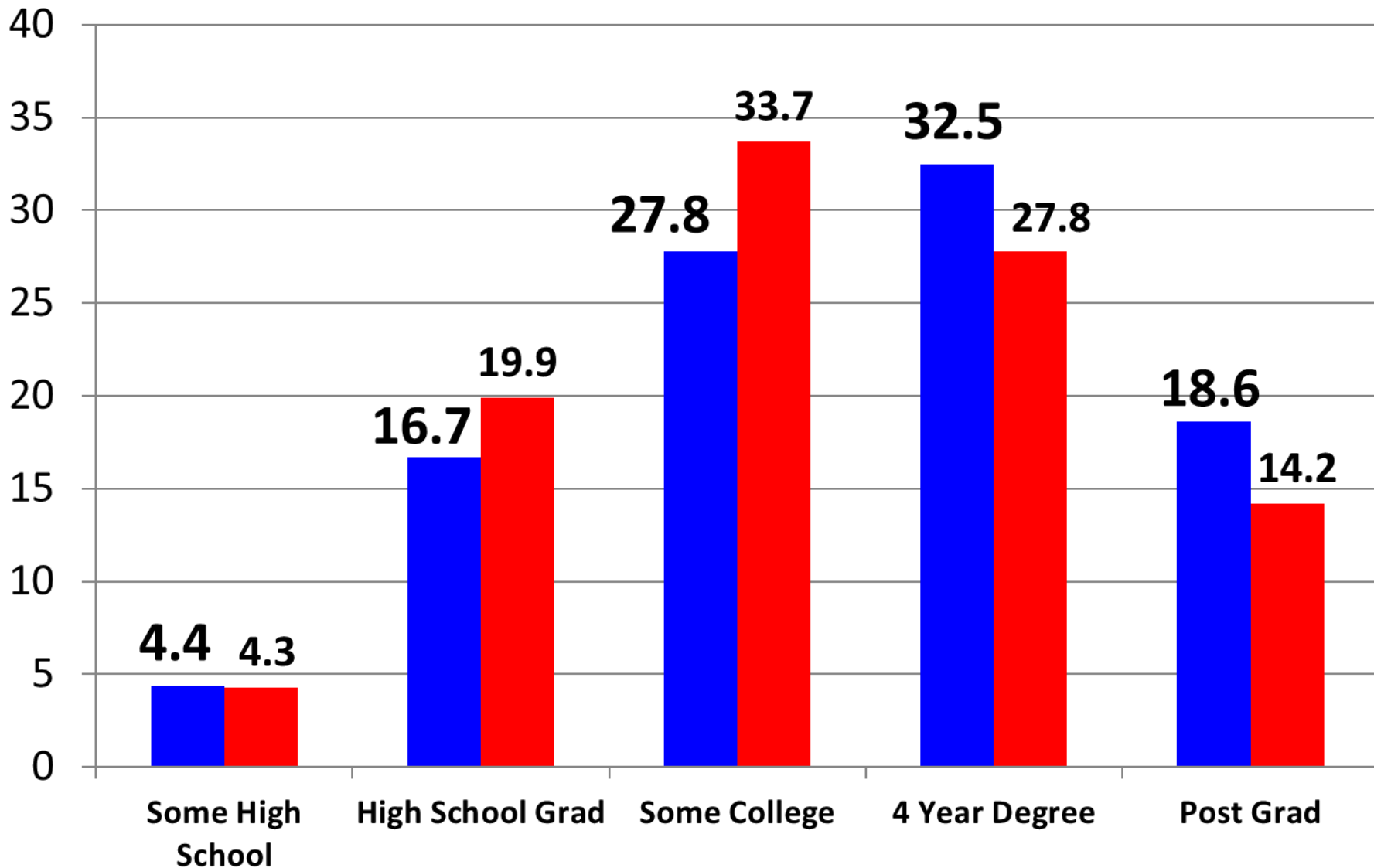


# Education Level of Air Show Spectators, 2018 responses

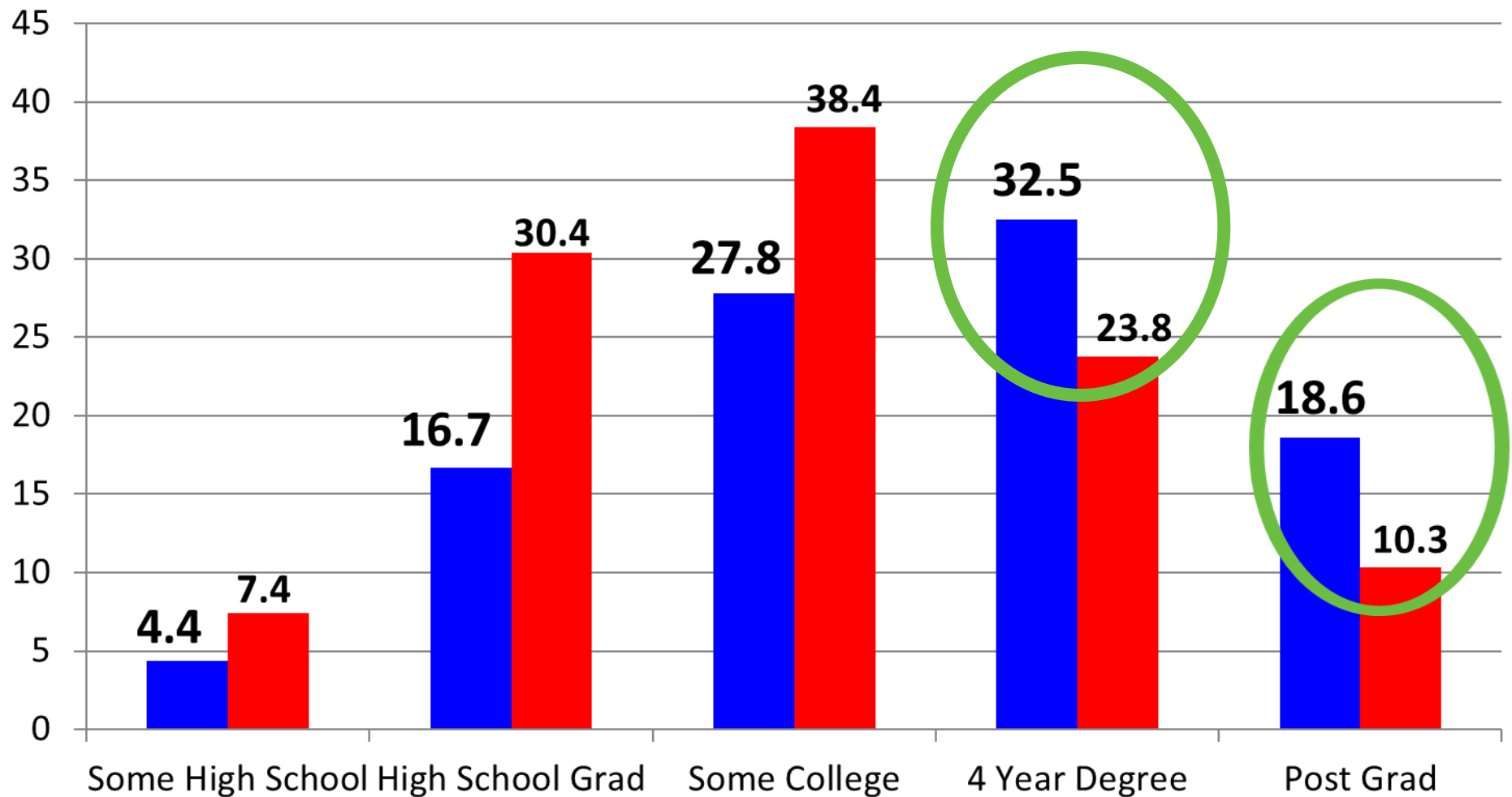




# Education Level of Air Show Spectators, 2018 responses vs. 1998 – 2016 average

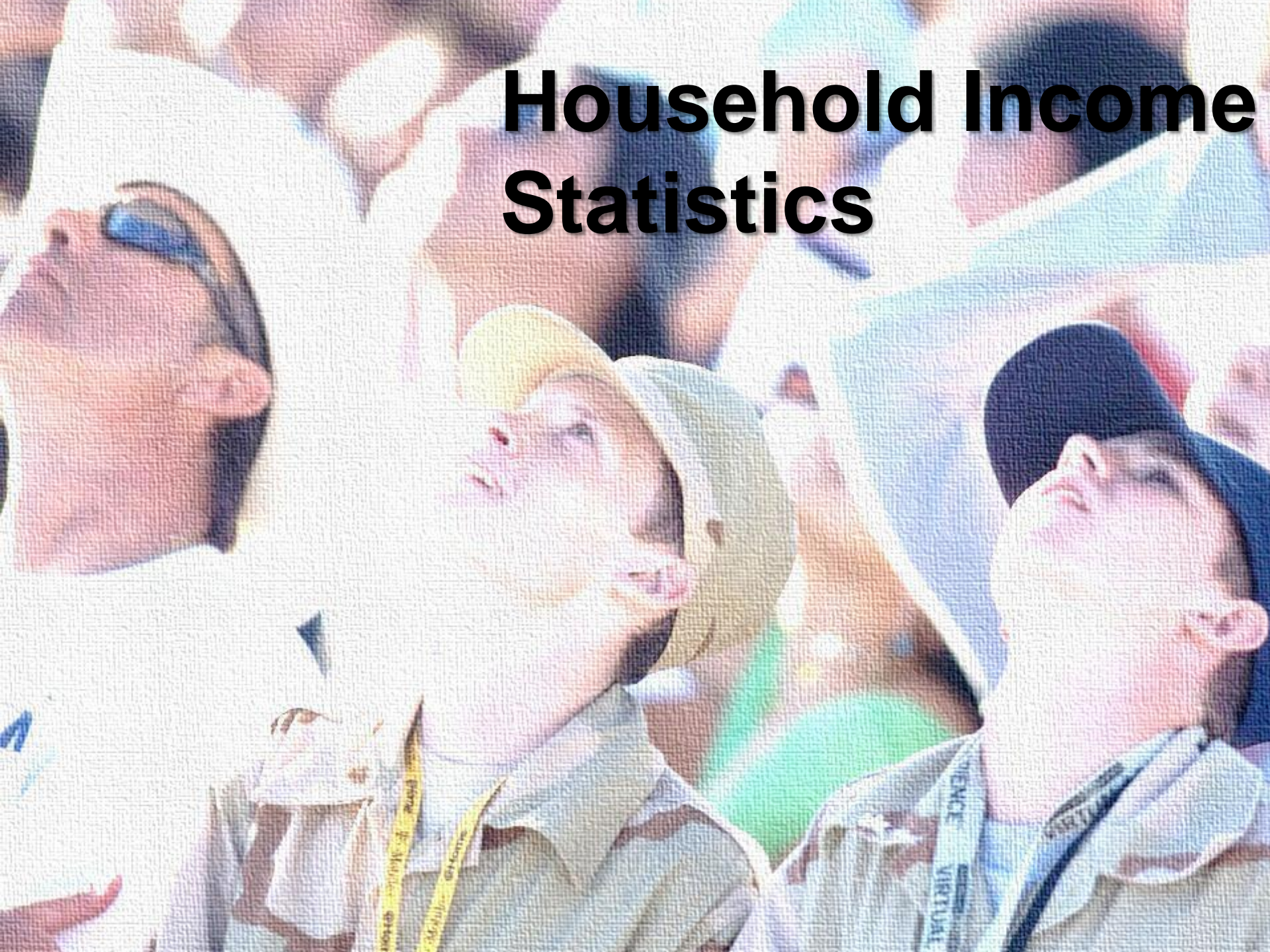


# Education Level of Spectators, **Air Shows vs. NFL**

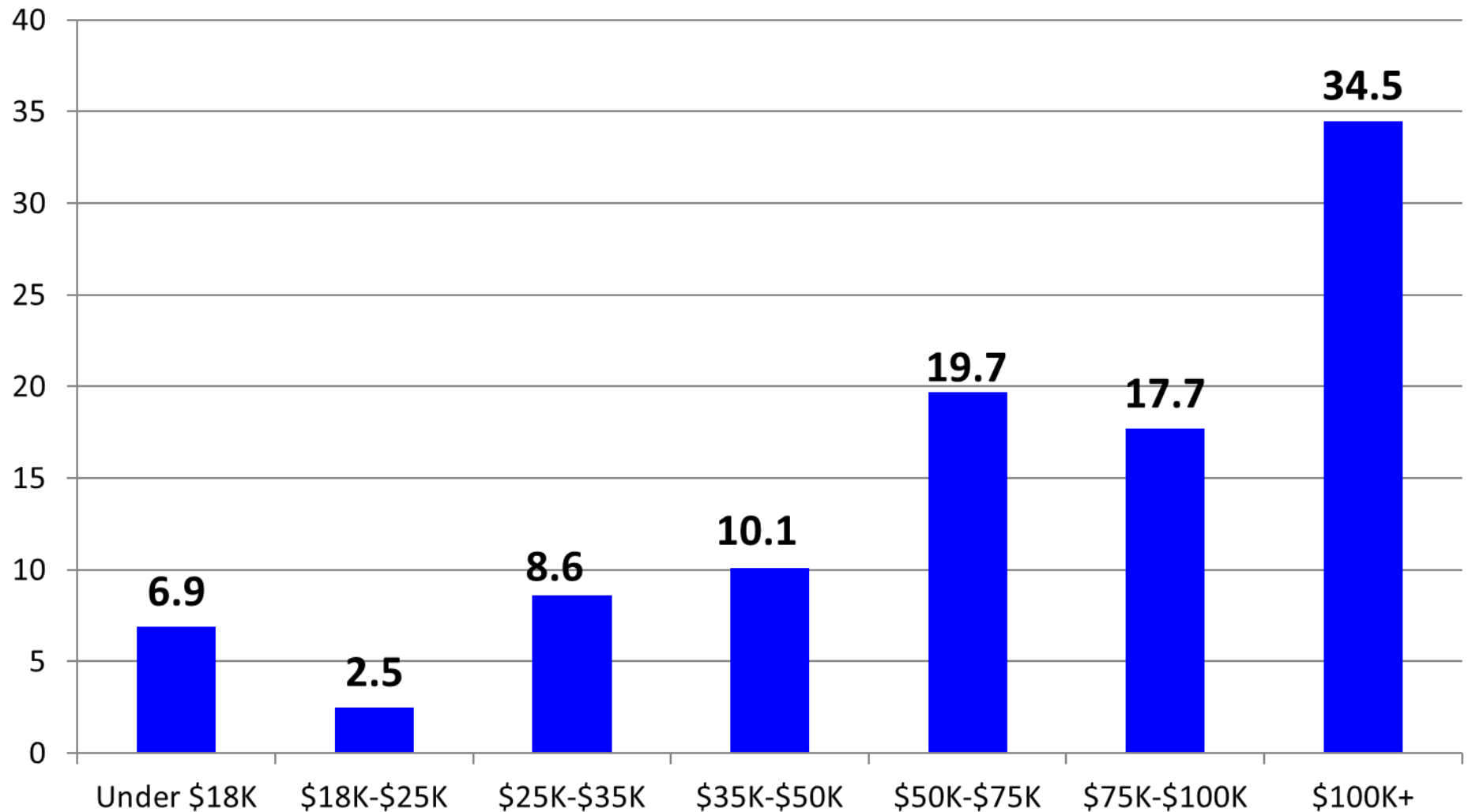




# Household Income Statistics

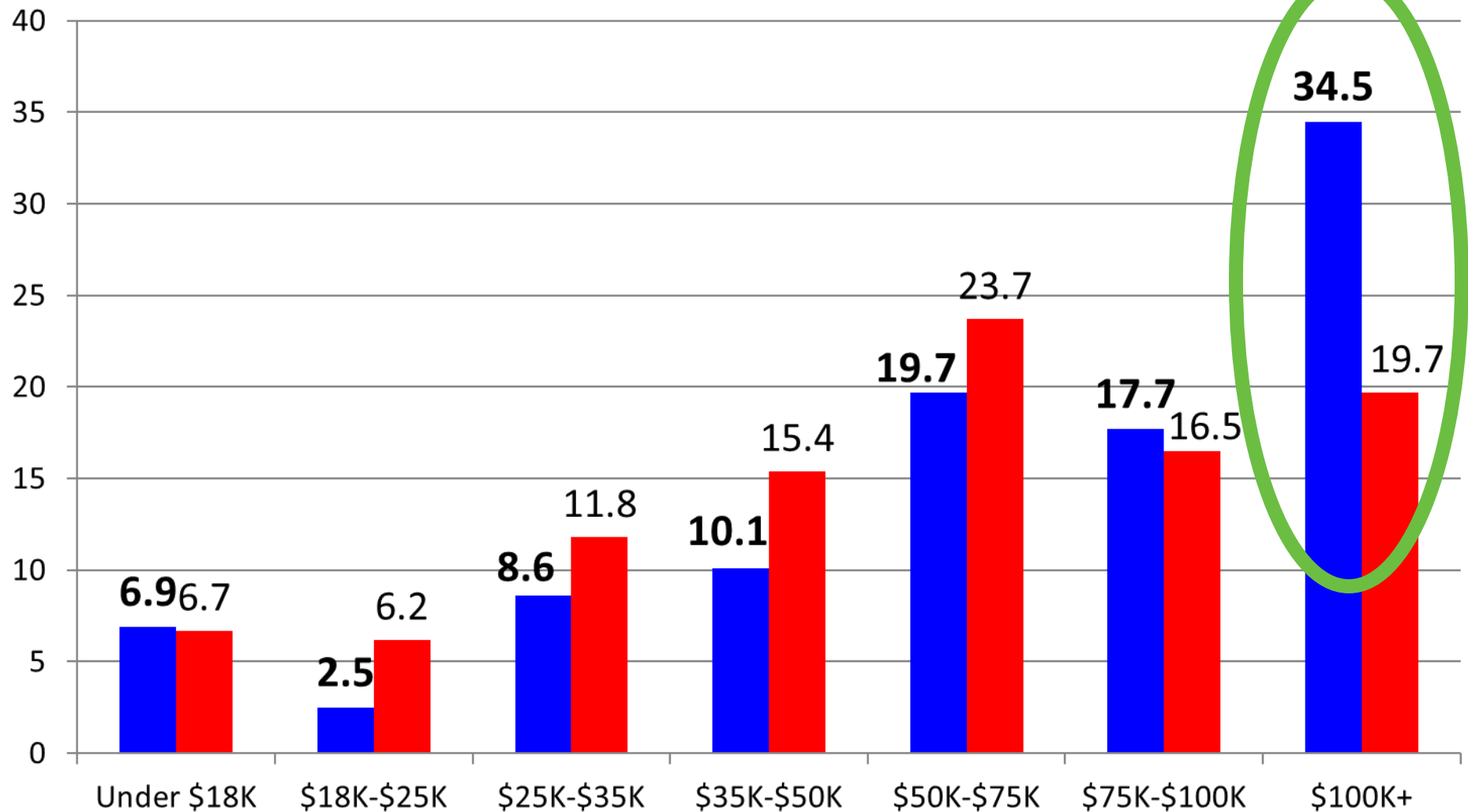


# Household Income Level of Air Show Spectators, **2018 only**

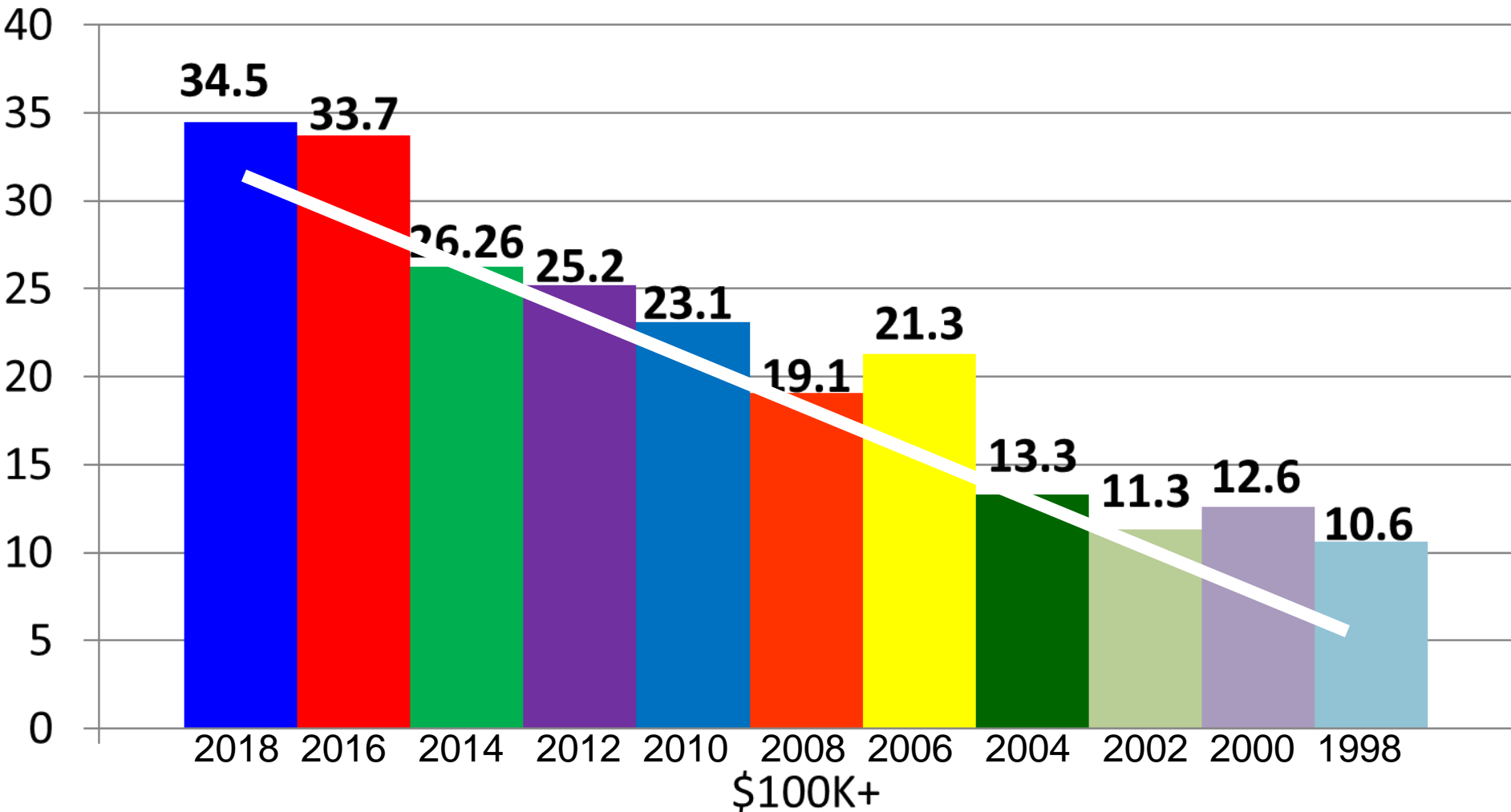




# Household Income Level of Air Show Spectators, **2018 vs. 1998-2016 average**

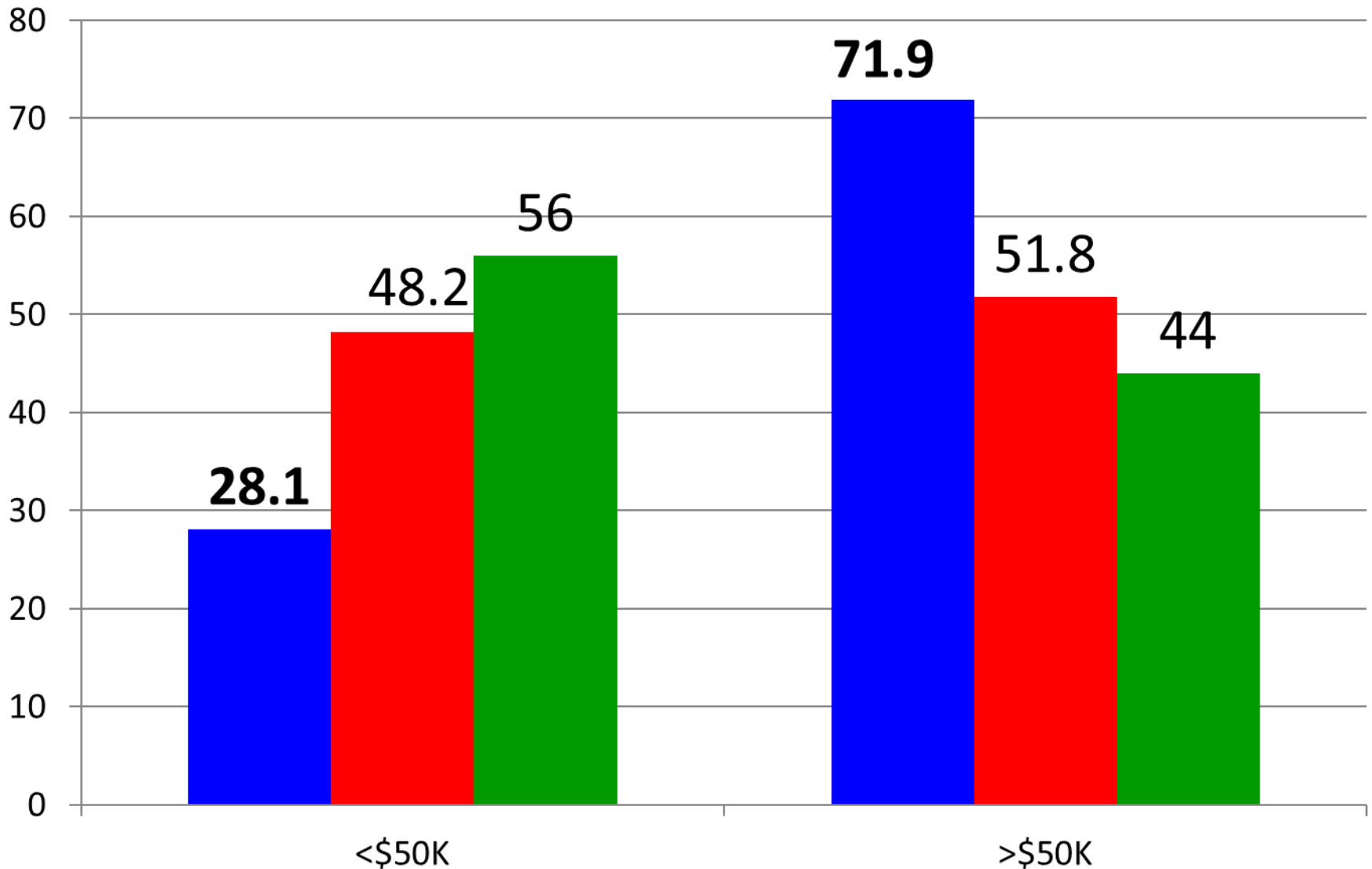


# Air Show Spectator Households Reporting Income of \$100,000+, 2018 - 1998





# Household Income Level of Spectators, **Air Shows** vs. **NFL** vs. **NASCAR**

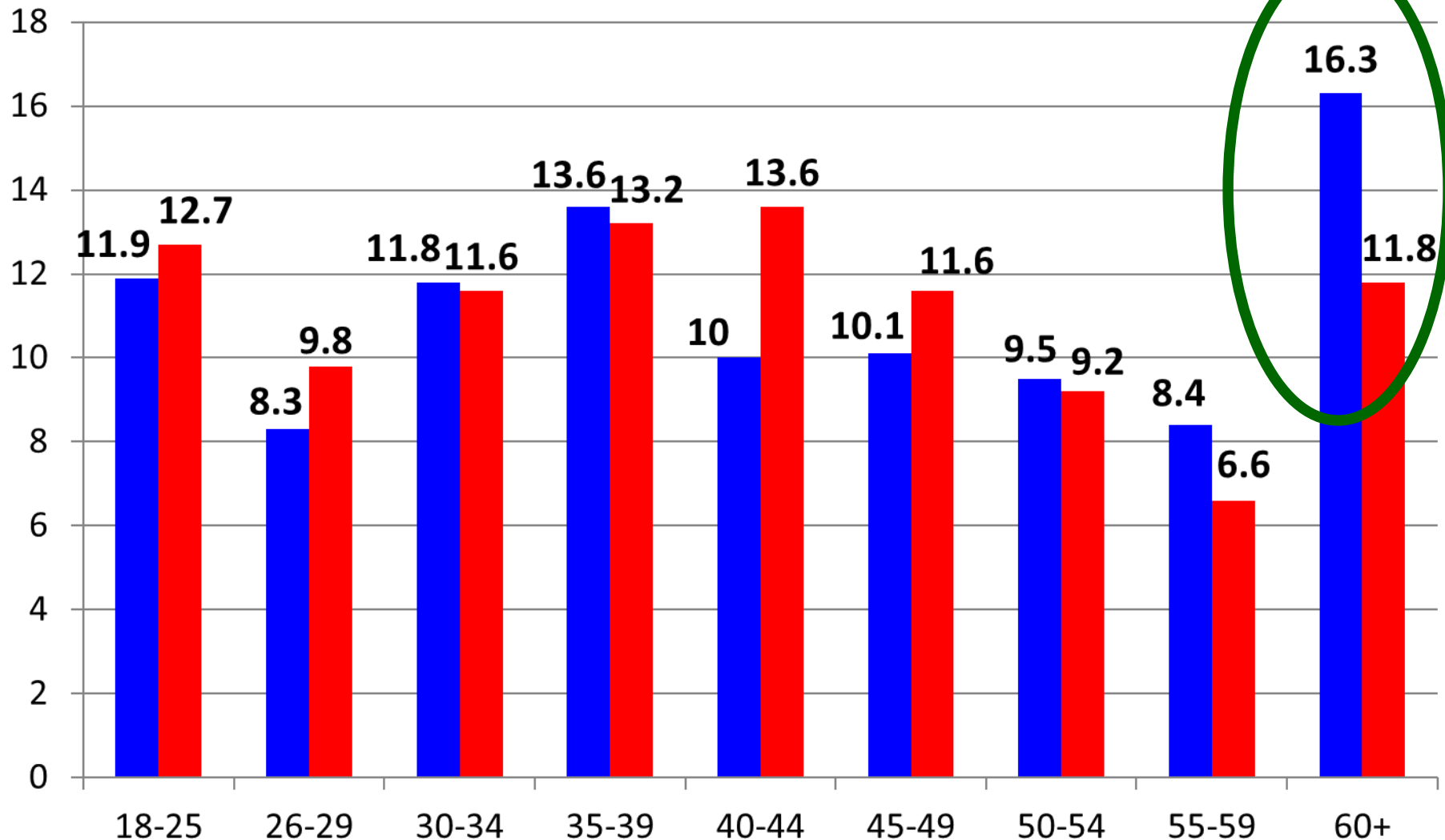


# Adult Spectator Age Statistics

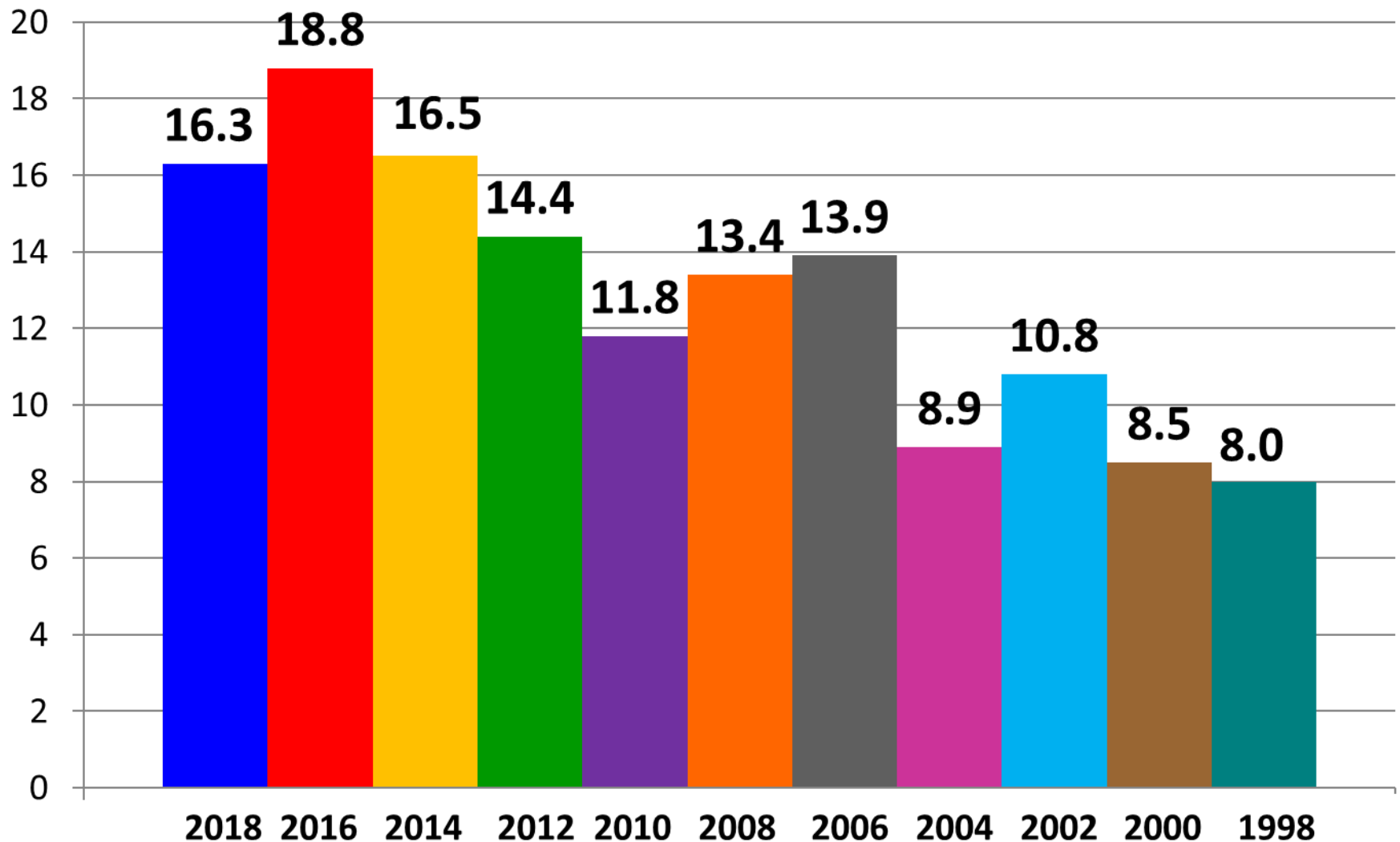




# Age of Adult Air Show Spectators, 2018 vs. 1998-2016 Average

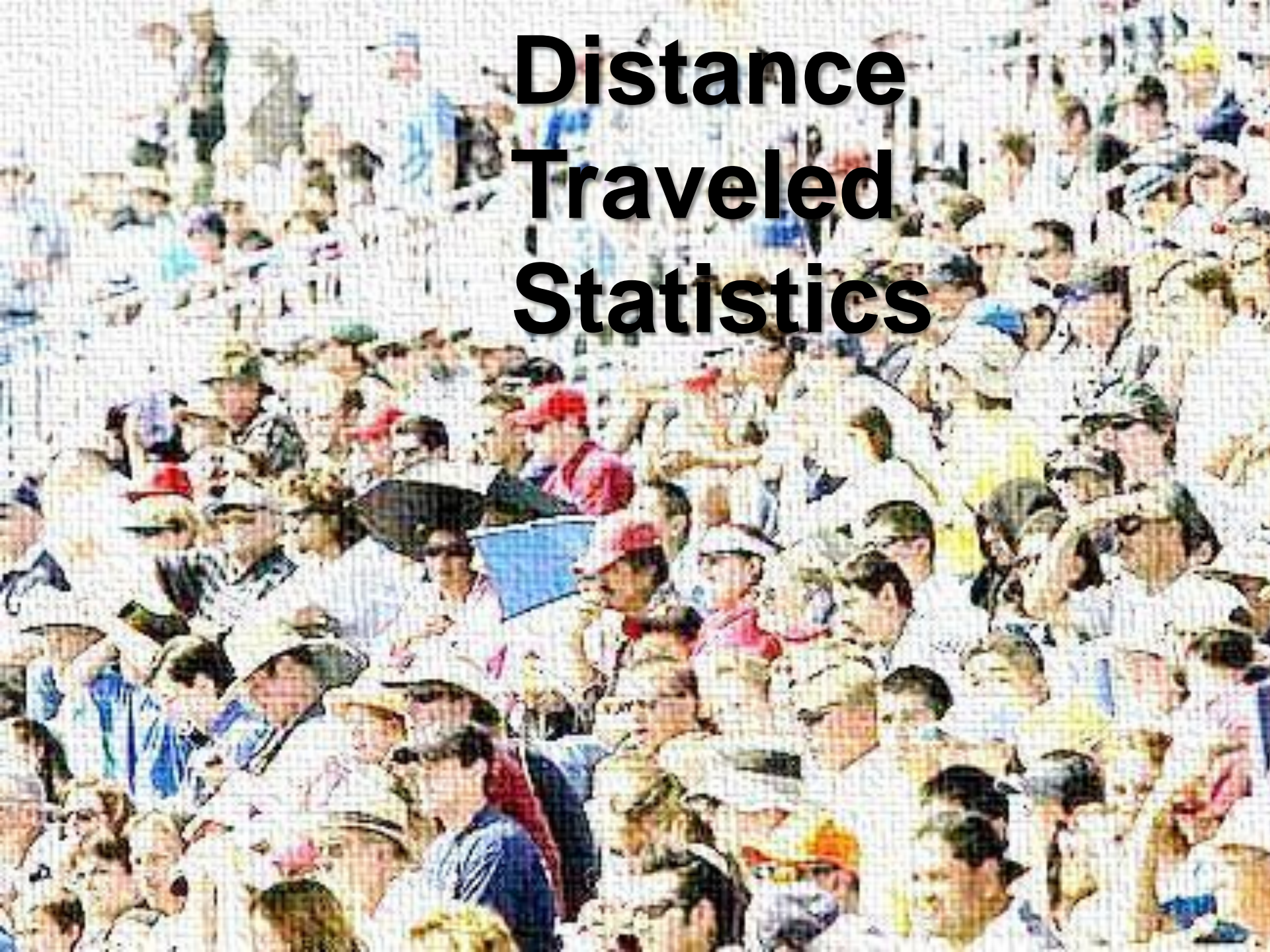


# Air Show Spectators Reporting Age of 60+, 2018 - 1998

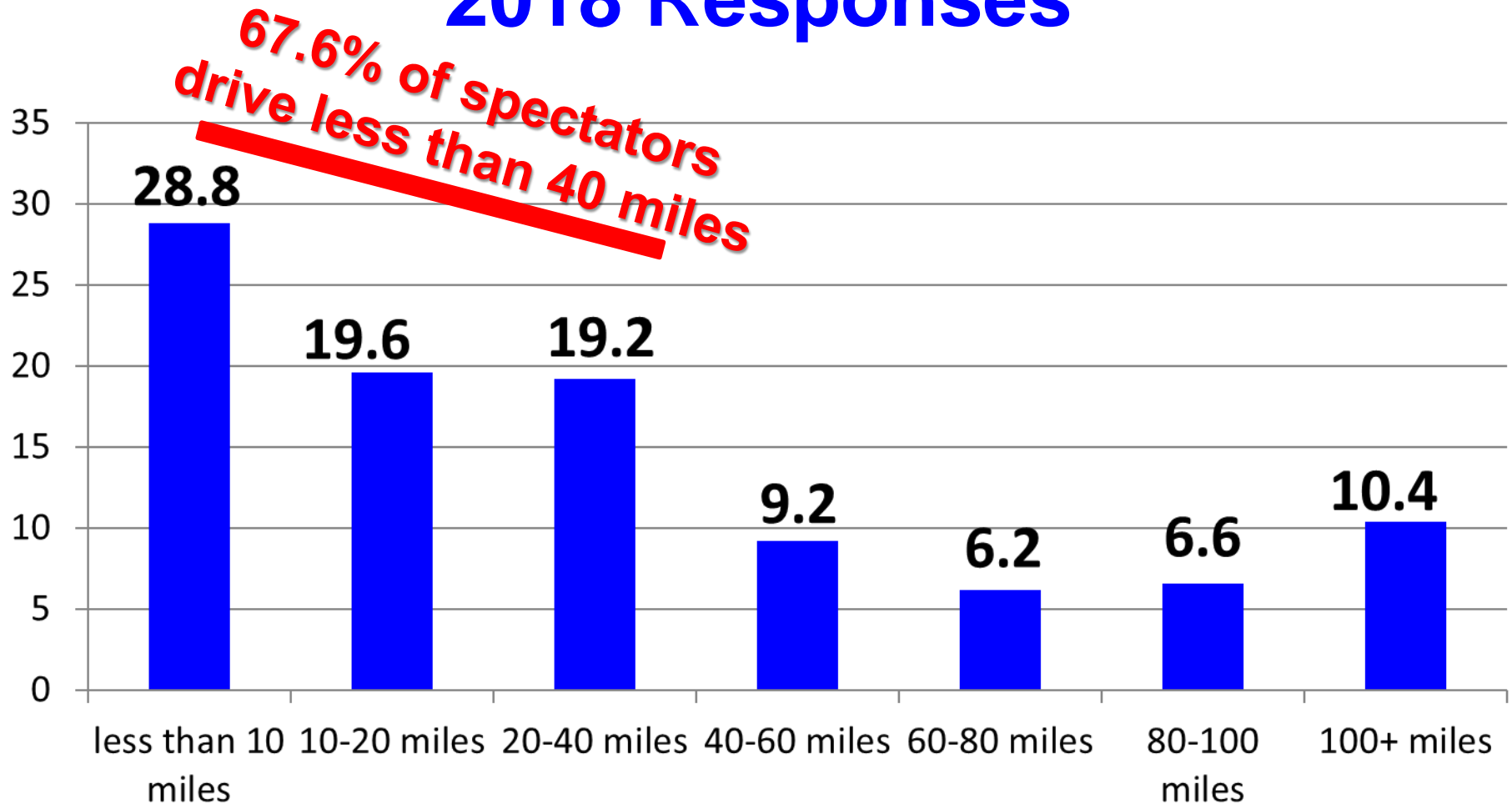




# Distance Traveled Statistics

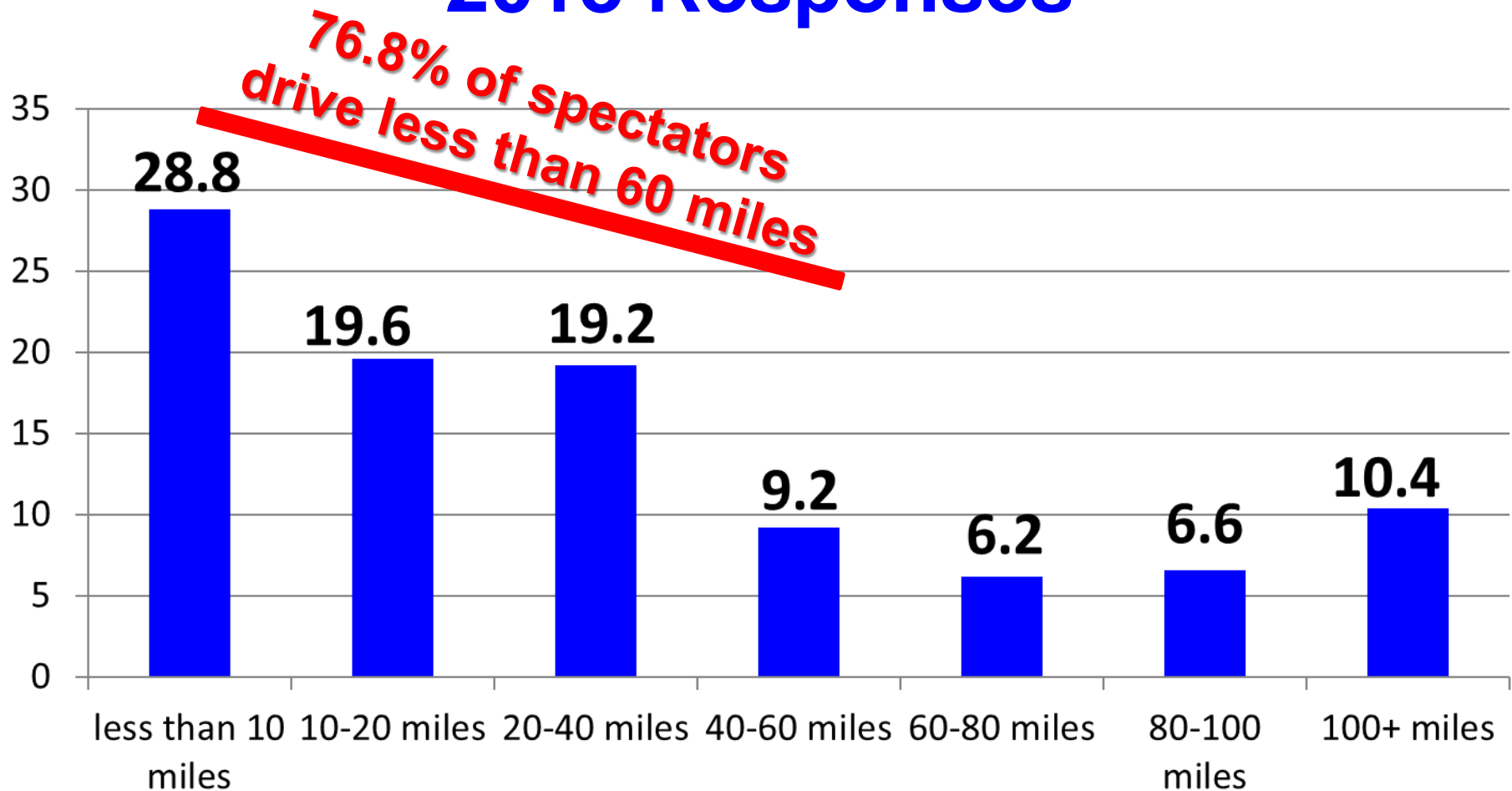


# Distance Traveled to Attend the Air Show by Air Show Spectators, 2018 Responses

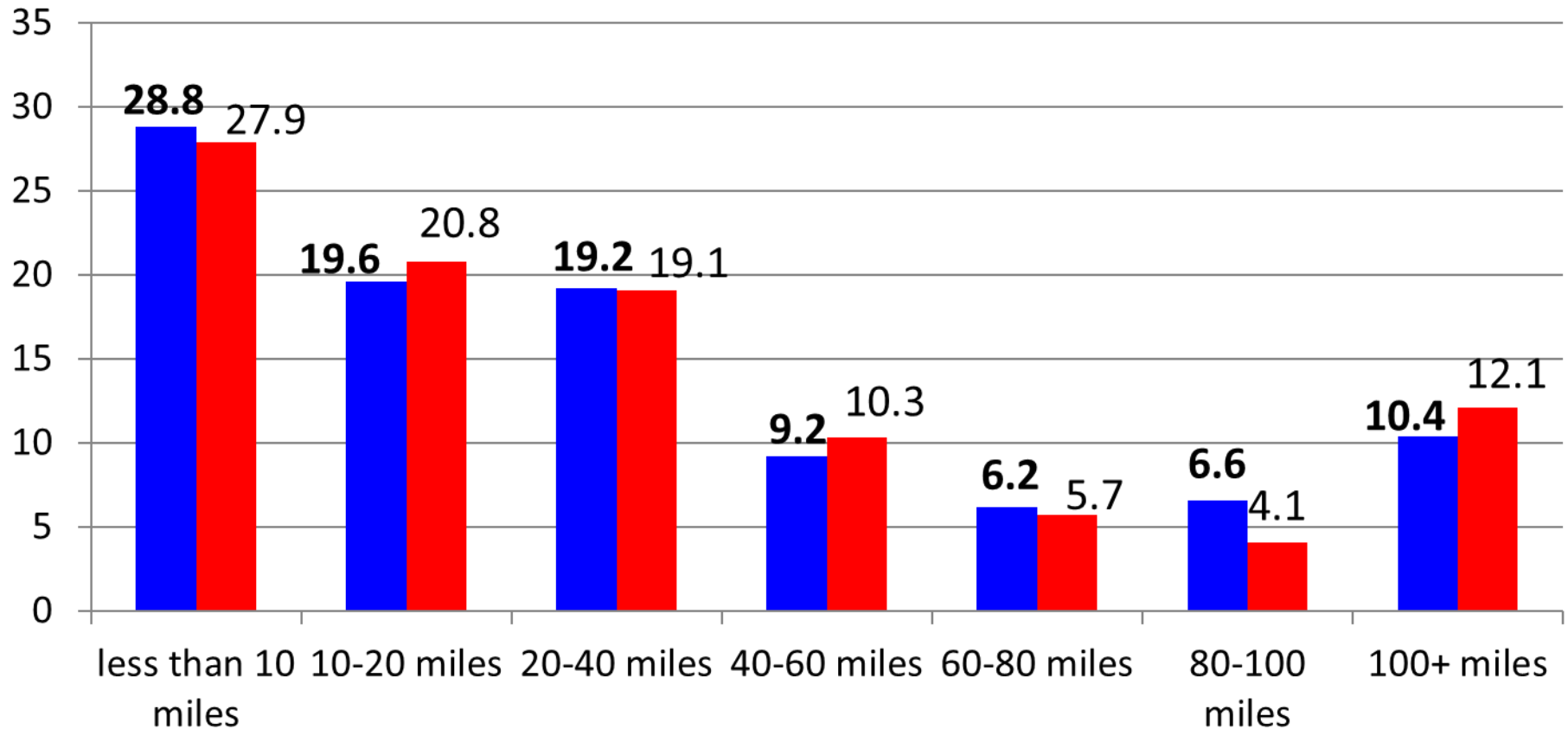




# Distance Traveled to Attend the Air Show by Air Show Spectators, 2018 Responses



# Distance Traveled to Attend the Air Show by Air Show Spectators, 2018 vs. 2008-2016 average



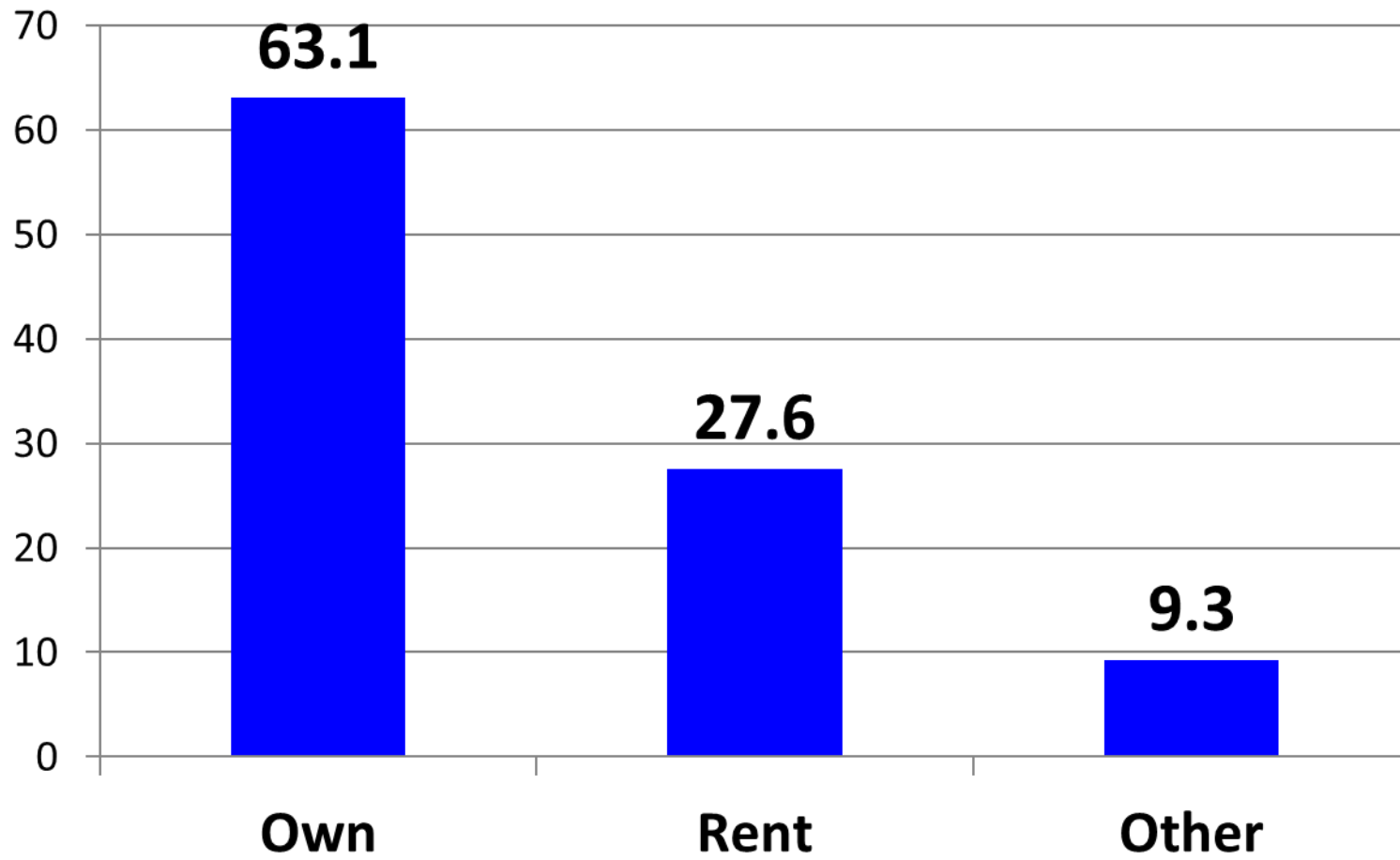


# Home Ownership Statistics



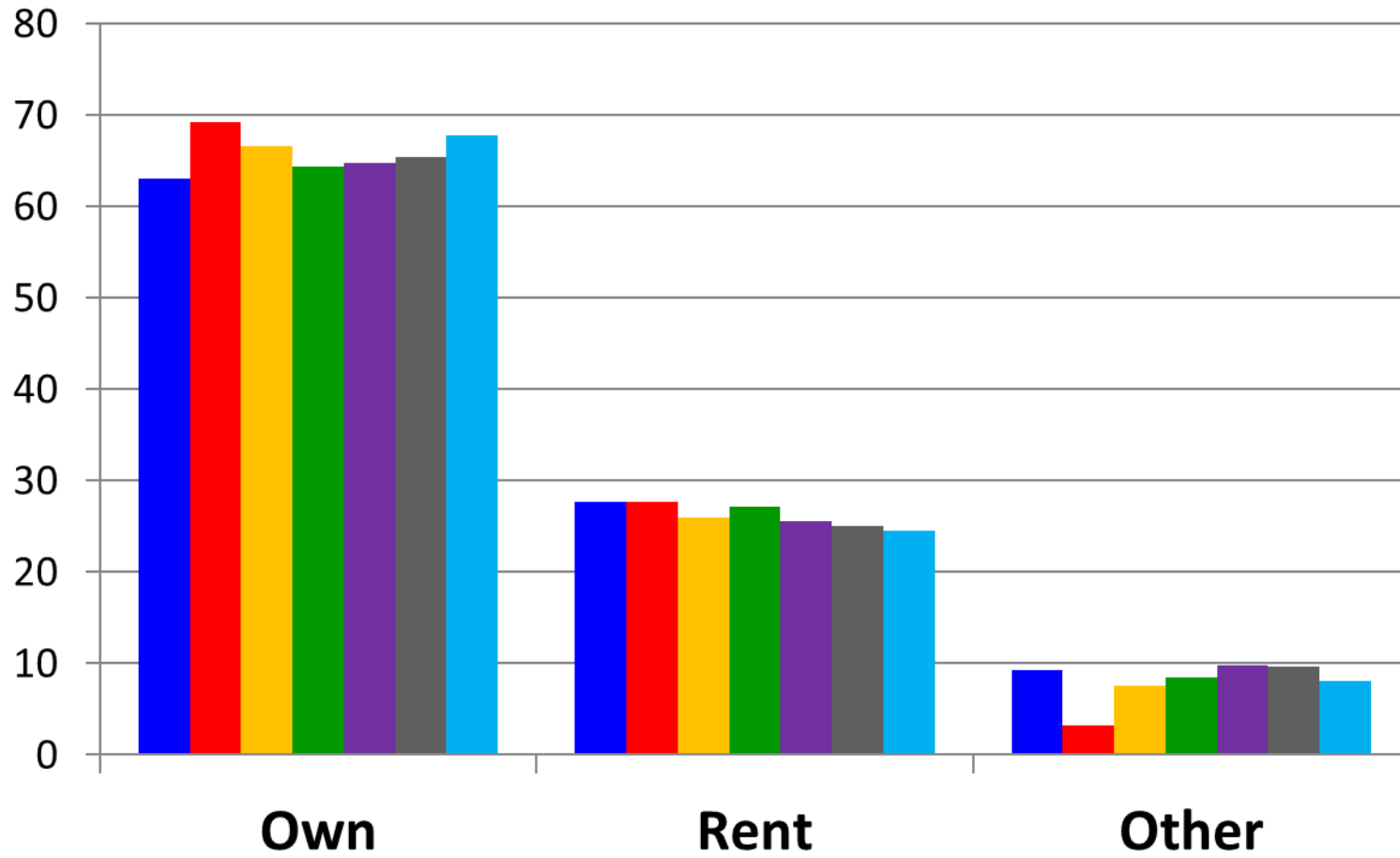


# Home Ownership of Air Show Spectators, 2018 Only



# Home Ownership of Air Show Spectators,

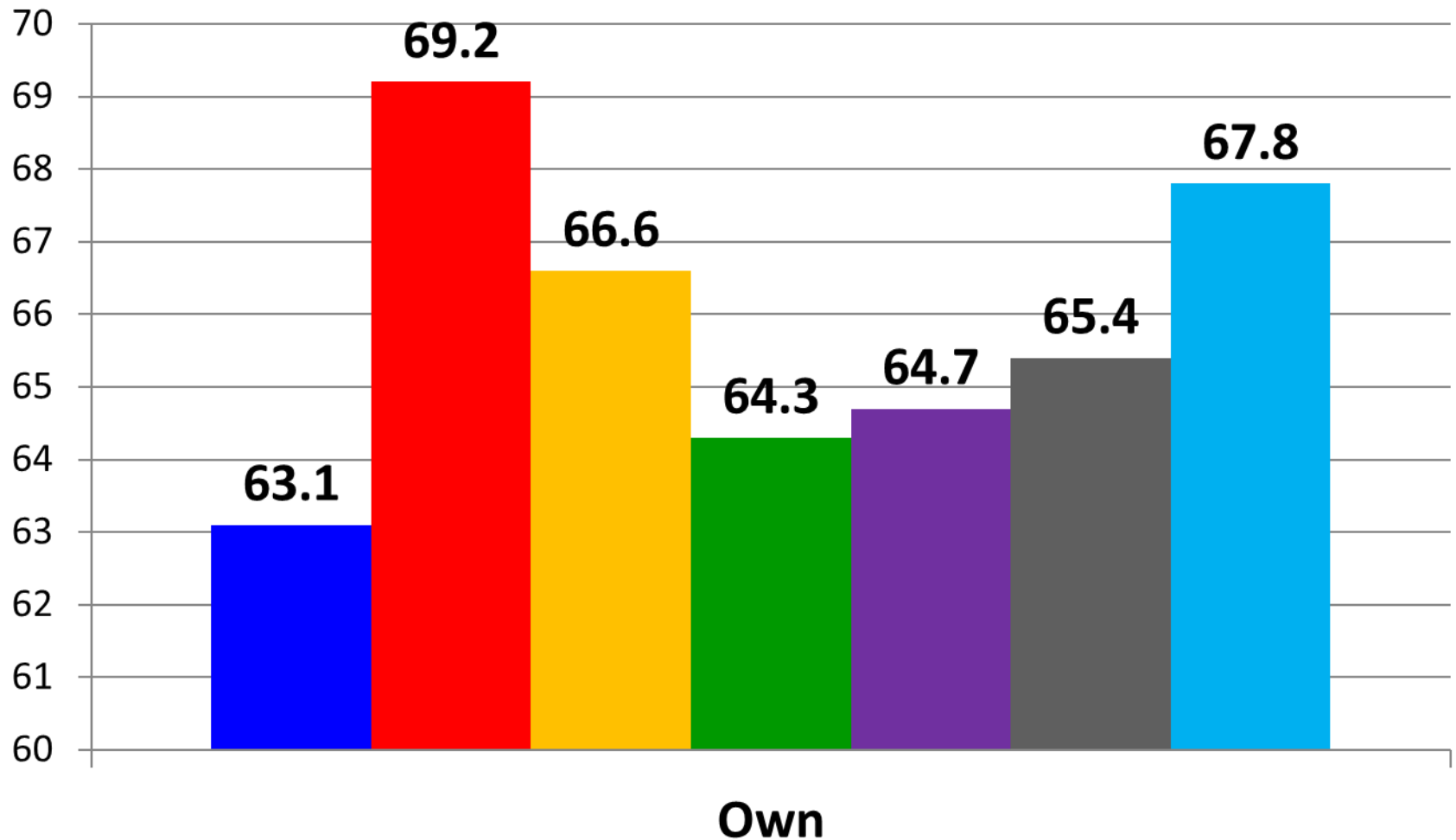
**2018** vs. **2016** vs. **2014** vs. **2012** vs. **2010** vs. 2008 vs. **2006**



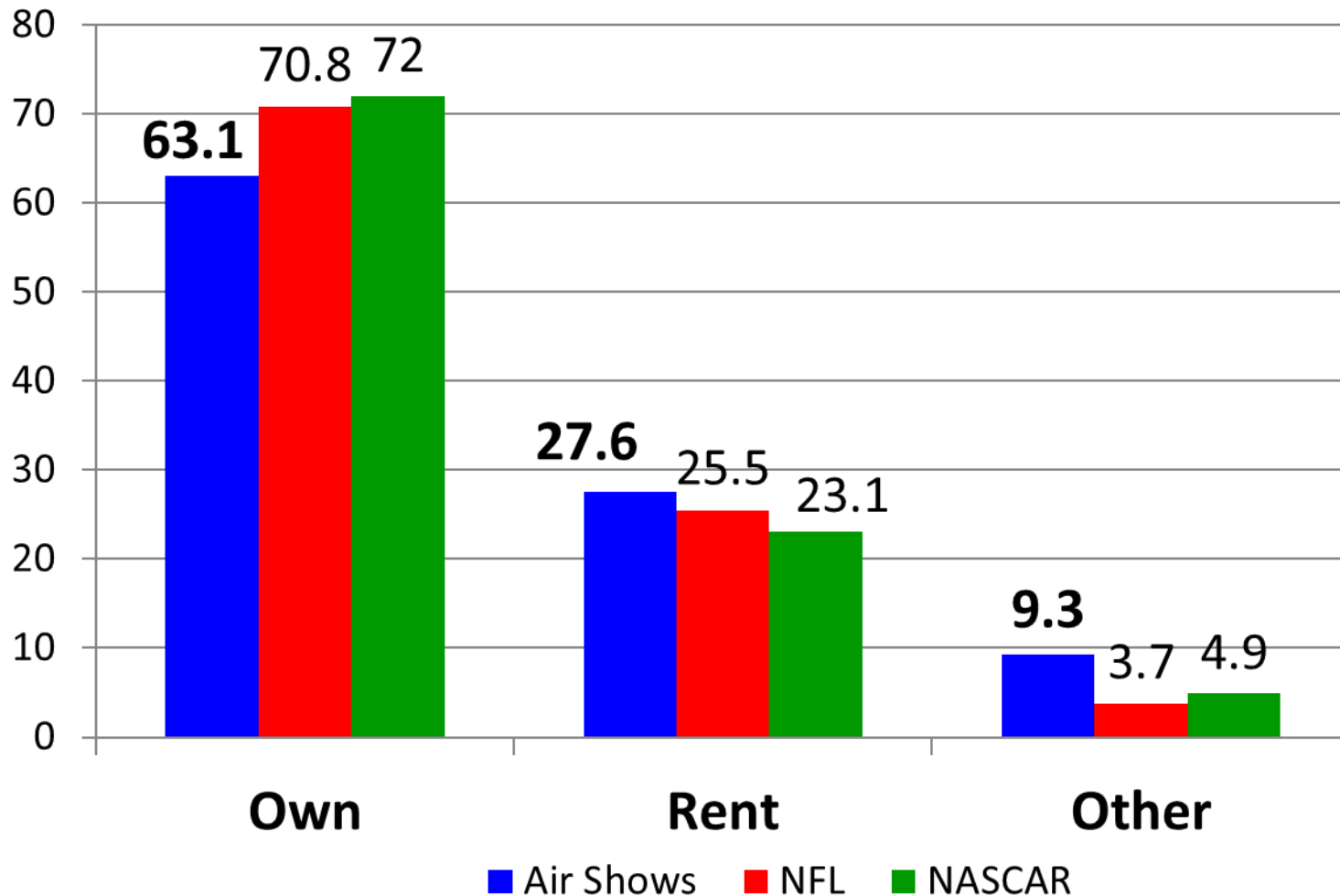


# Home Ownership of Air Show Spectators,

**2018** vs. **2016** vs. **2014** vs. **2012** vs. **2010** vs. 2008 vs. **2006**



# Home Ownership of Spectators, **Air Shows** vs. **NFL** vs. **NASCAR**





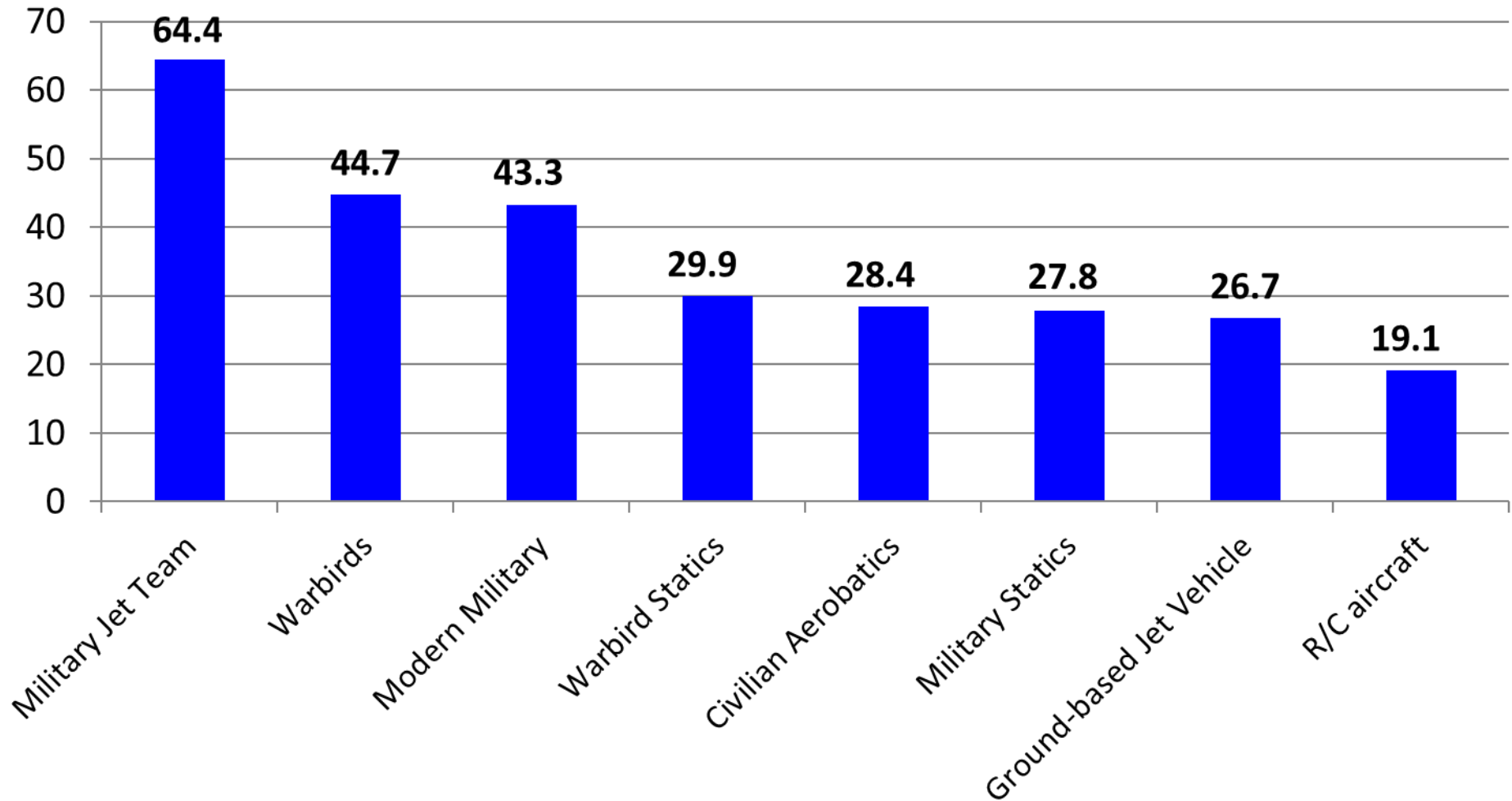
A high-angle, wide shot of a massive crowd of people at an outdoor event, likely a fair or festival. The crowd is dense and fills the entire frame, with many individuals holding open umbrellas, indicating it might be raining or about to rain. The people are dressed in casual summer attire, and the overall atmosphere is one of a large-scale public gathering. The text "What Were the Main Attractions at the Show?" is overlaid in the upper left quadrant in a large, bold, black font.

**What Were the  
Main Attractions  
at the Show?**



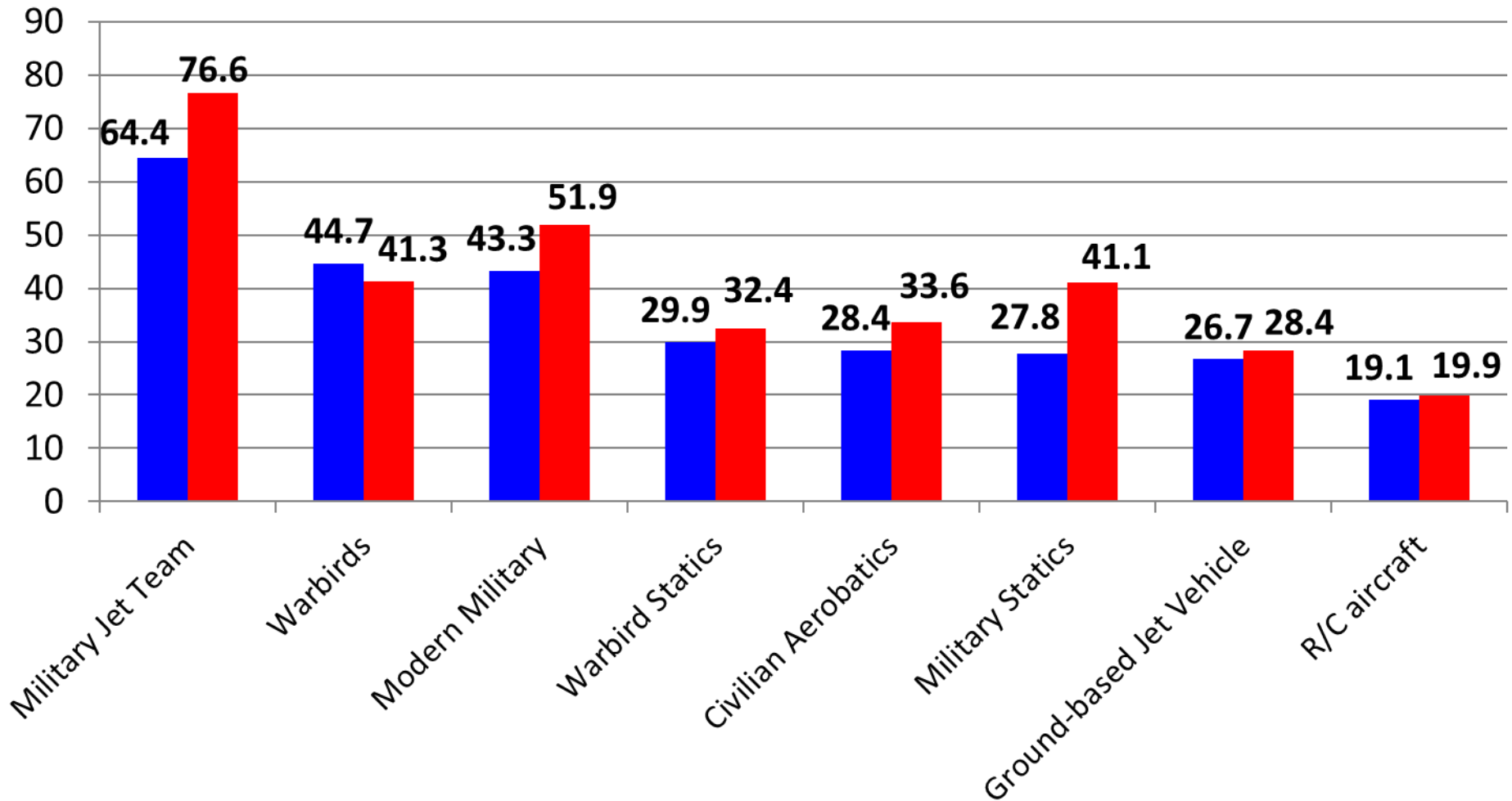
# What were the main attractions for you at this air show?

## 2018 only



# What were the main attractions for you at this air show?

**2018 vs. 2000-2016 Average**





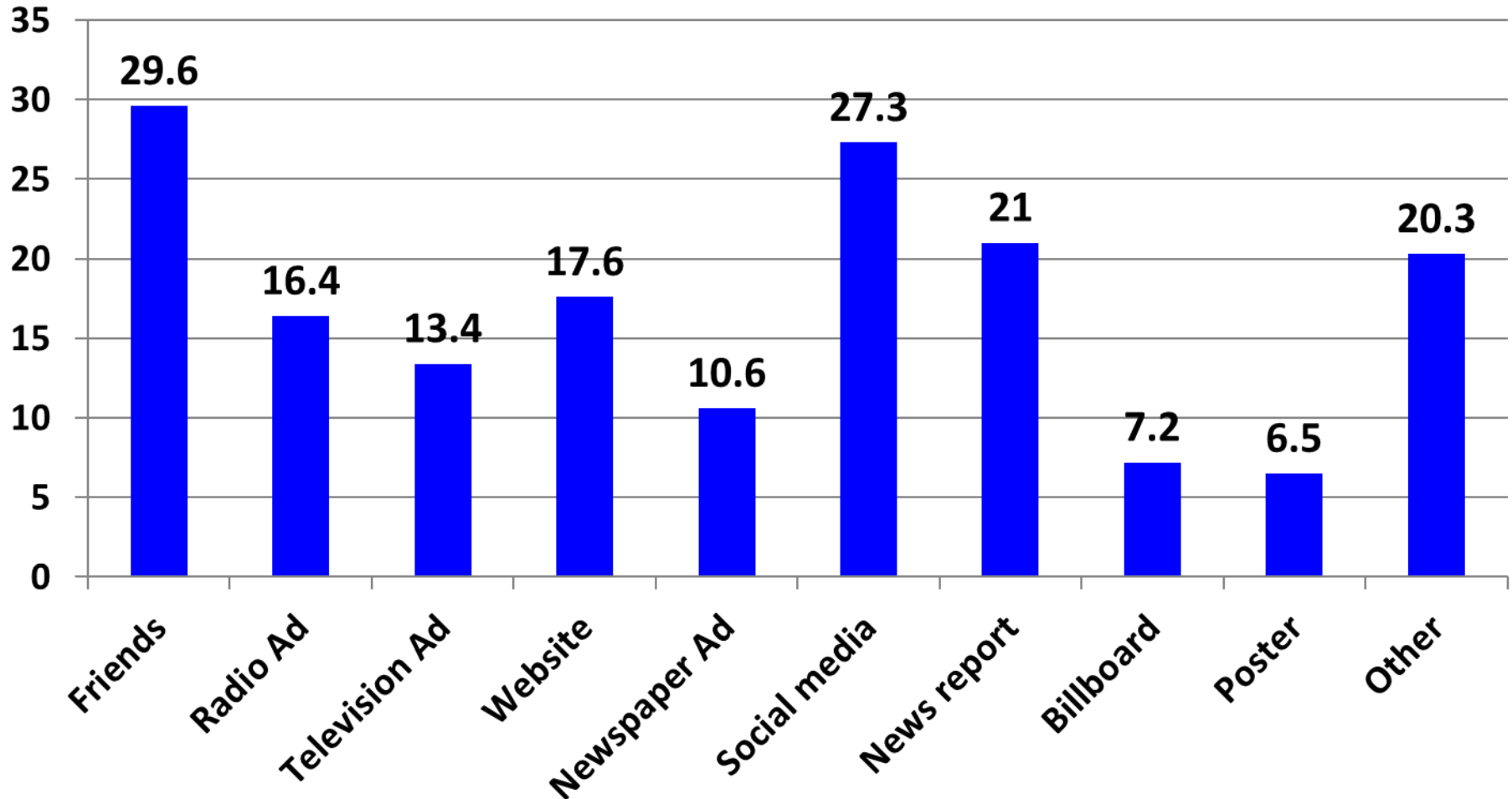
# Marketing



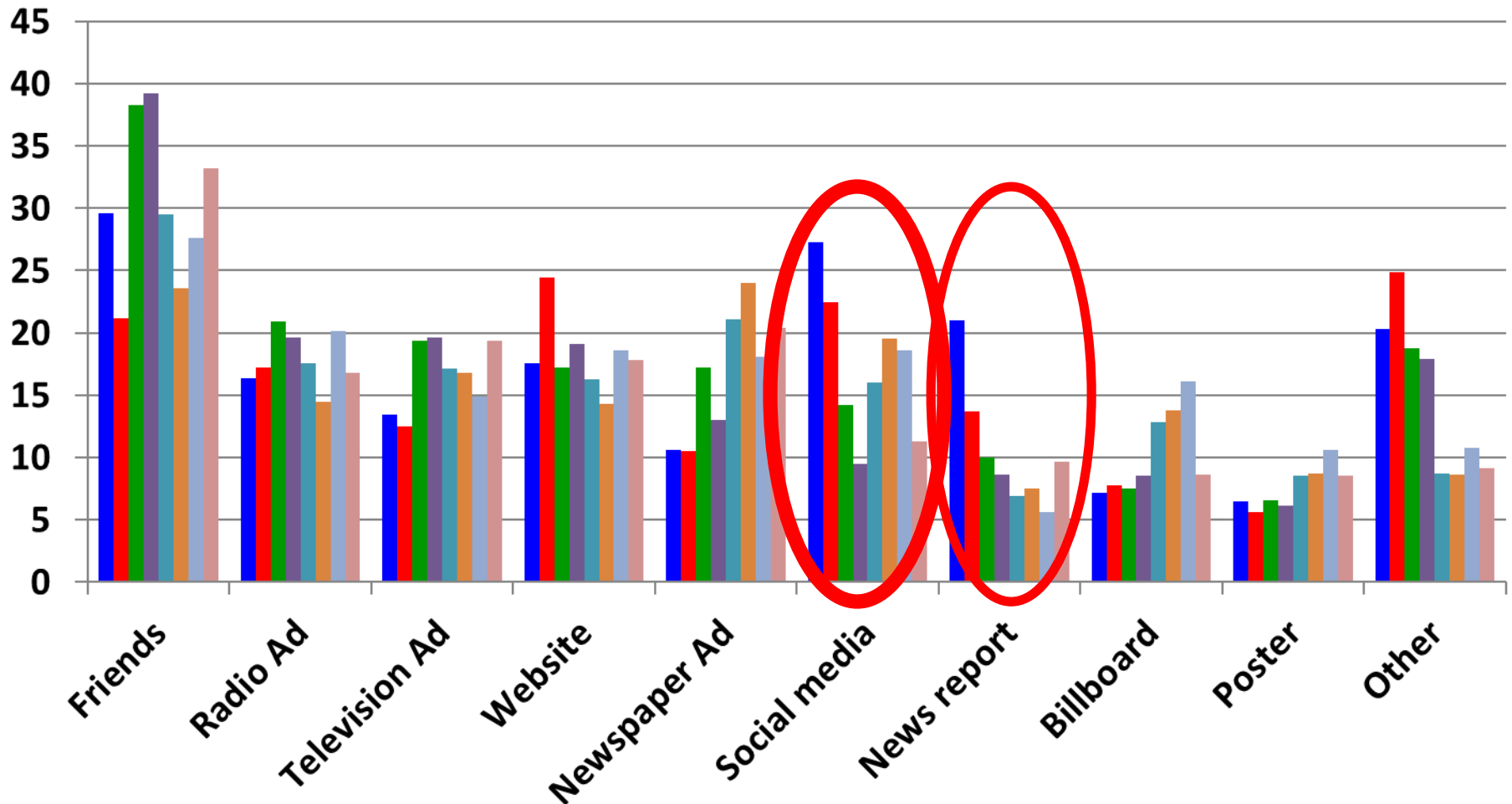


# How did you hear about today's air show?

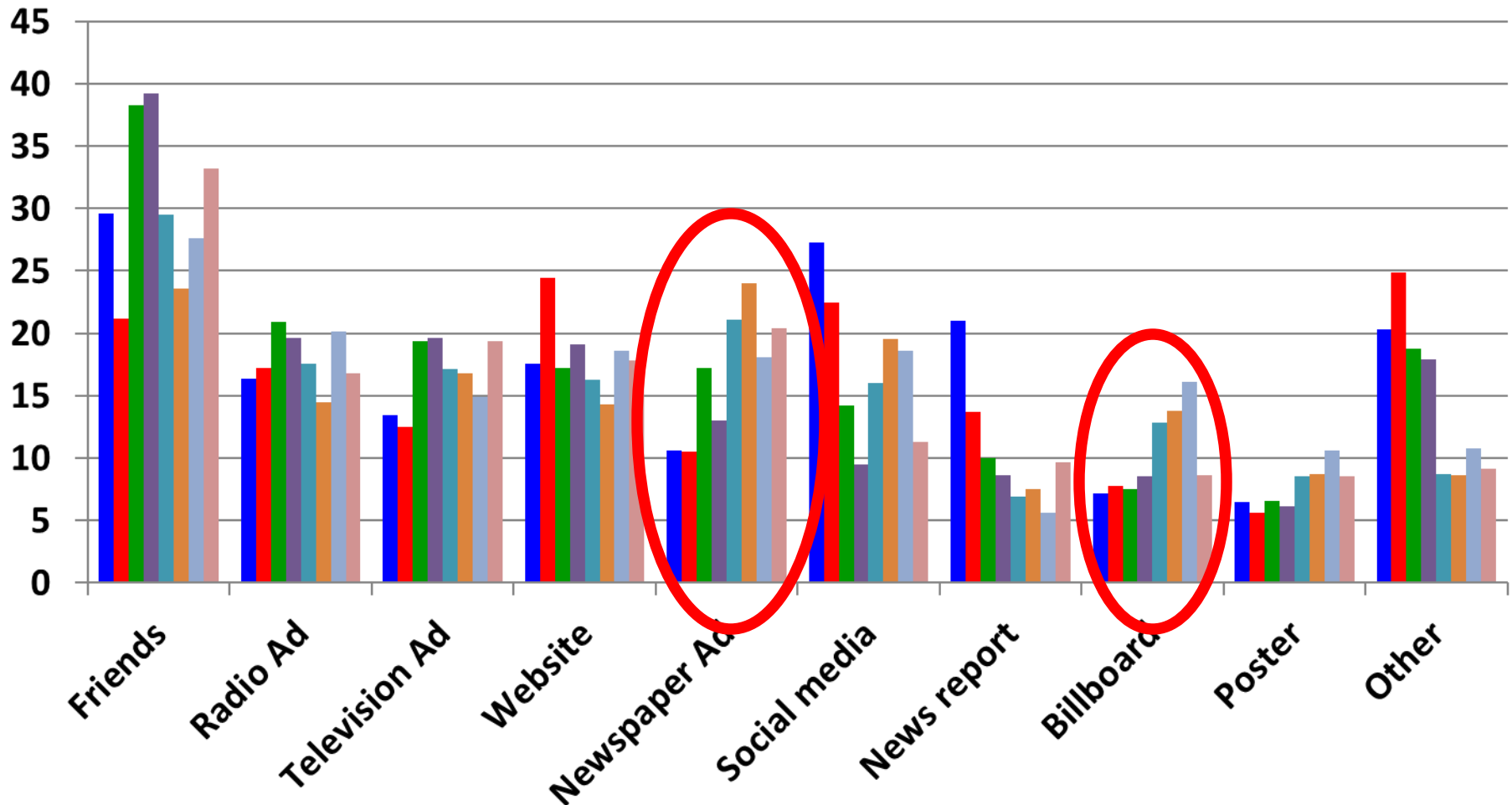
## 2018 only



# How did you hear about today's air show? 2018 - 2004 Responses



# How did you hear about today's air show? 2018 - 2004 Responses





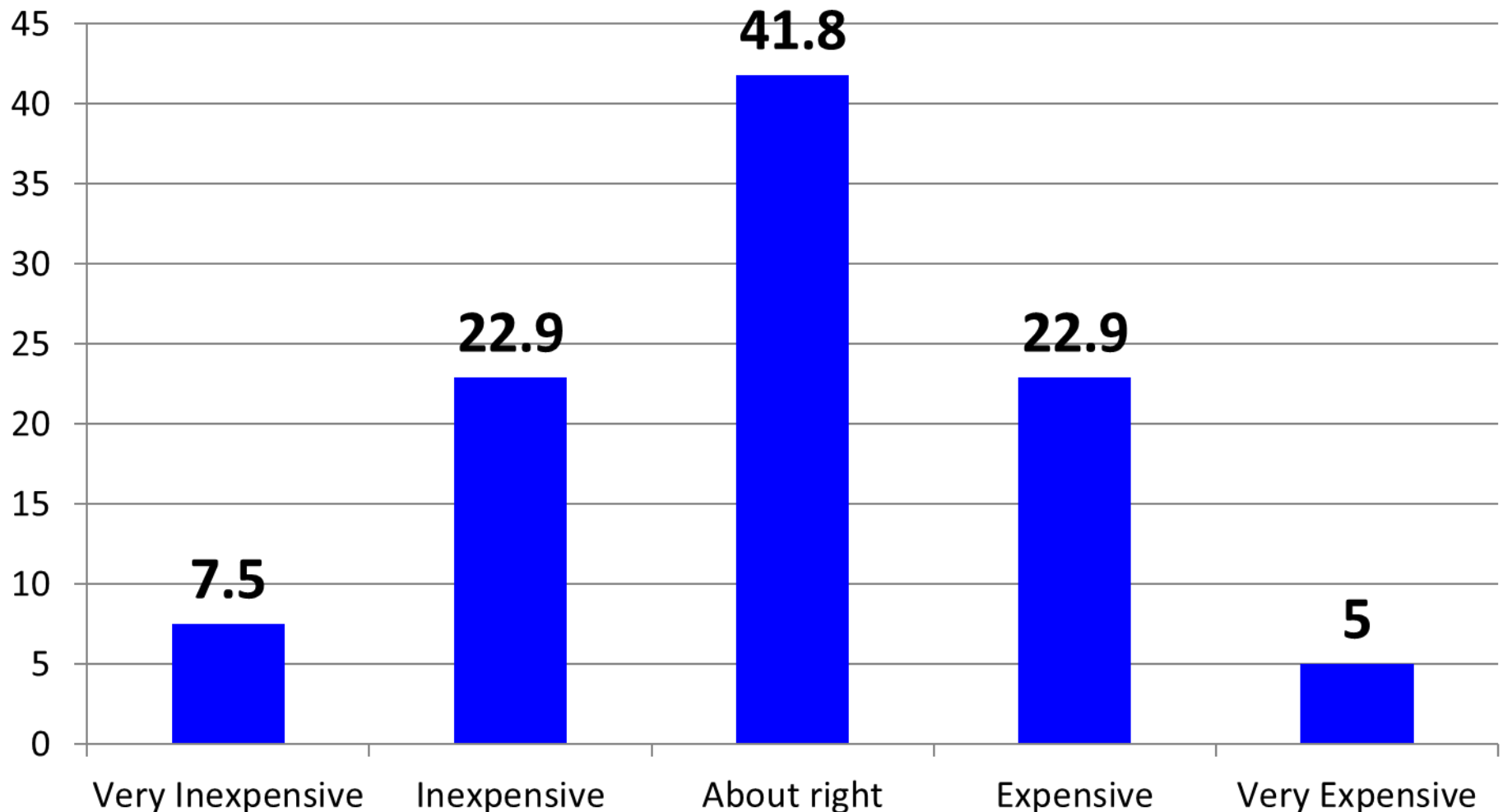


# Ticket Price



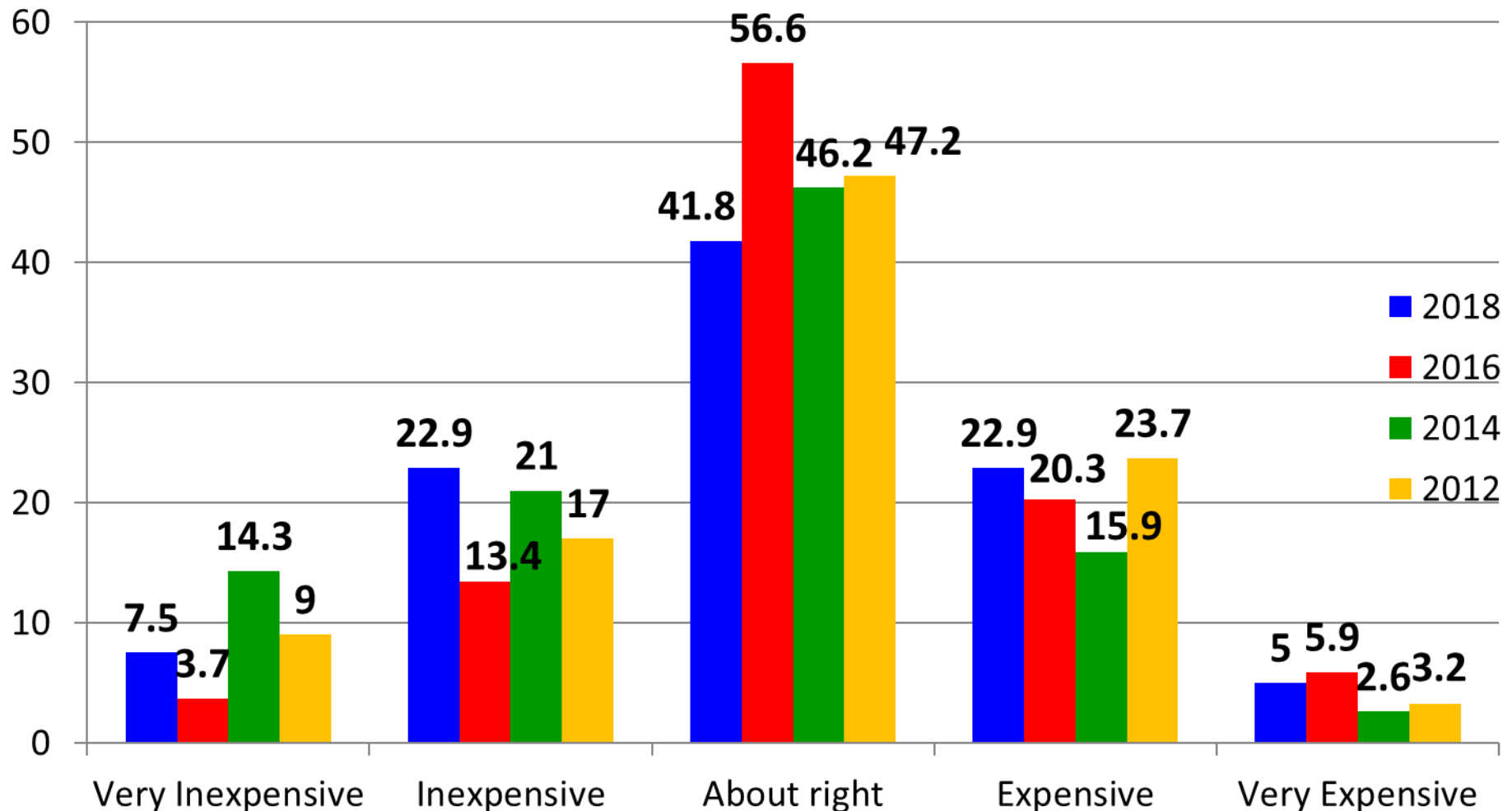
# How would you describe the cost of your air show admission ticket?

**2018 only**



# How would you describe the cost of your air show admission ticket?

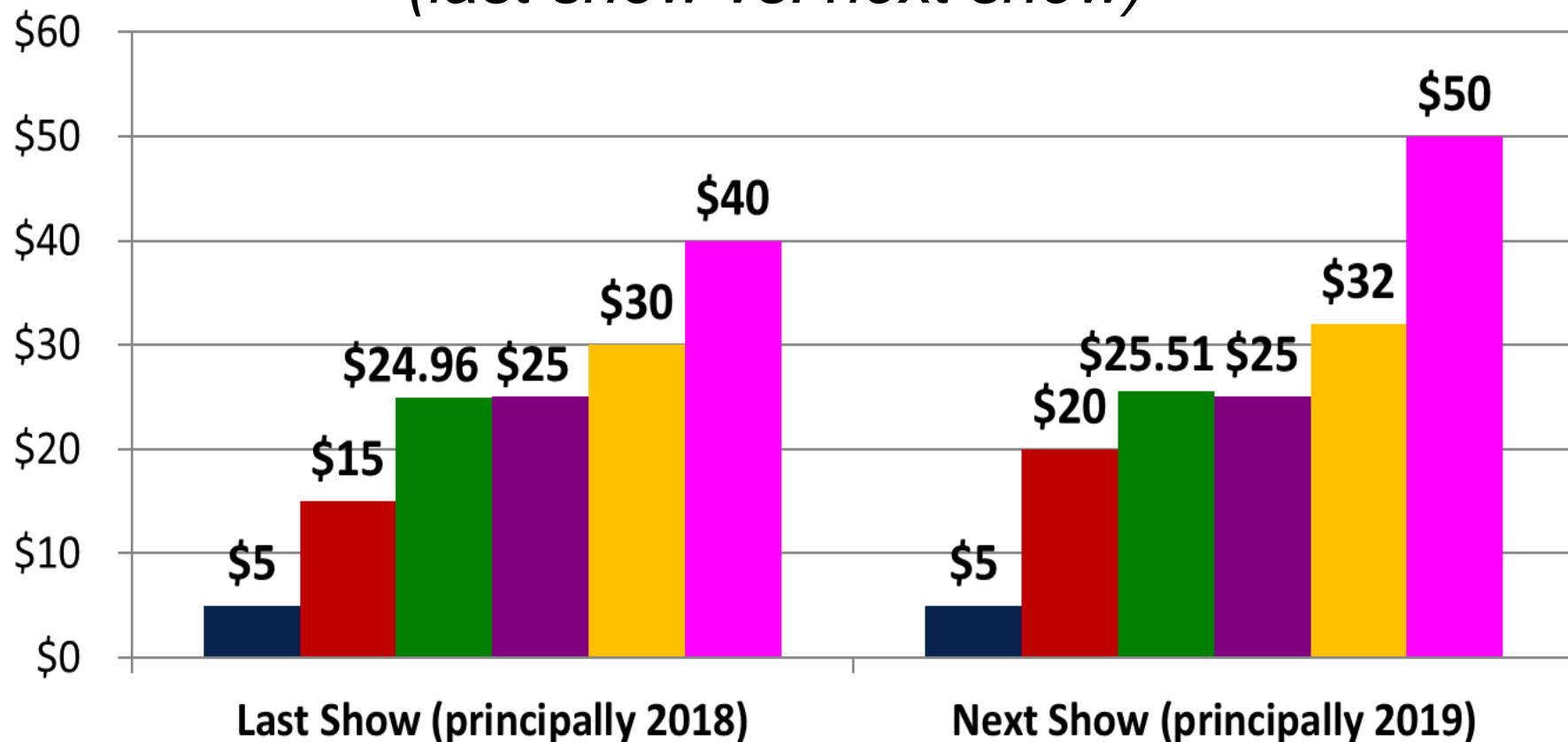
## 2018 - 2012 responses





# 2018/2019 U.S. Air Show Ticket Prices

*(last show vs. next show)*



■ Lowest

■ 25th percentile

■ Mean

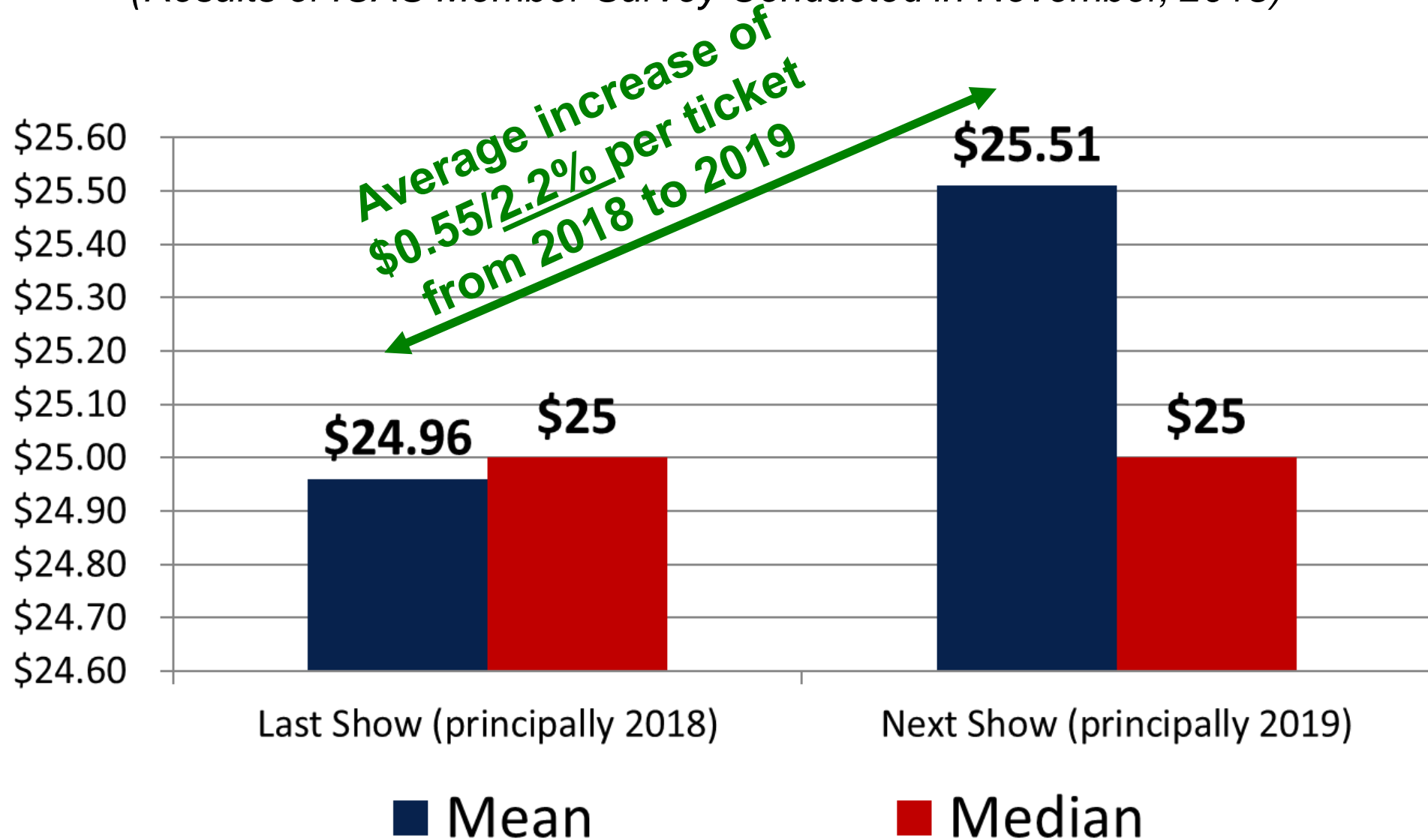
■ Median

■ 75th percentile

■ Highest

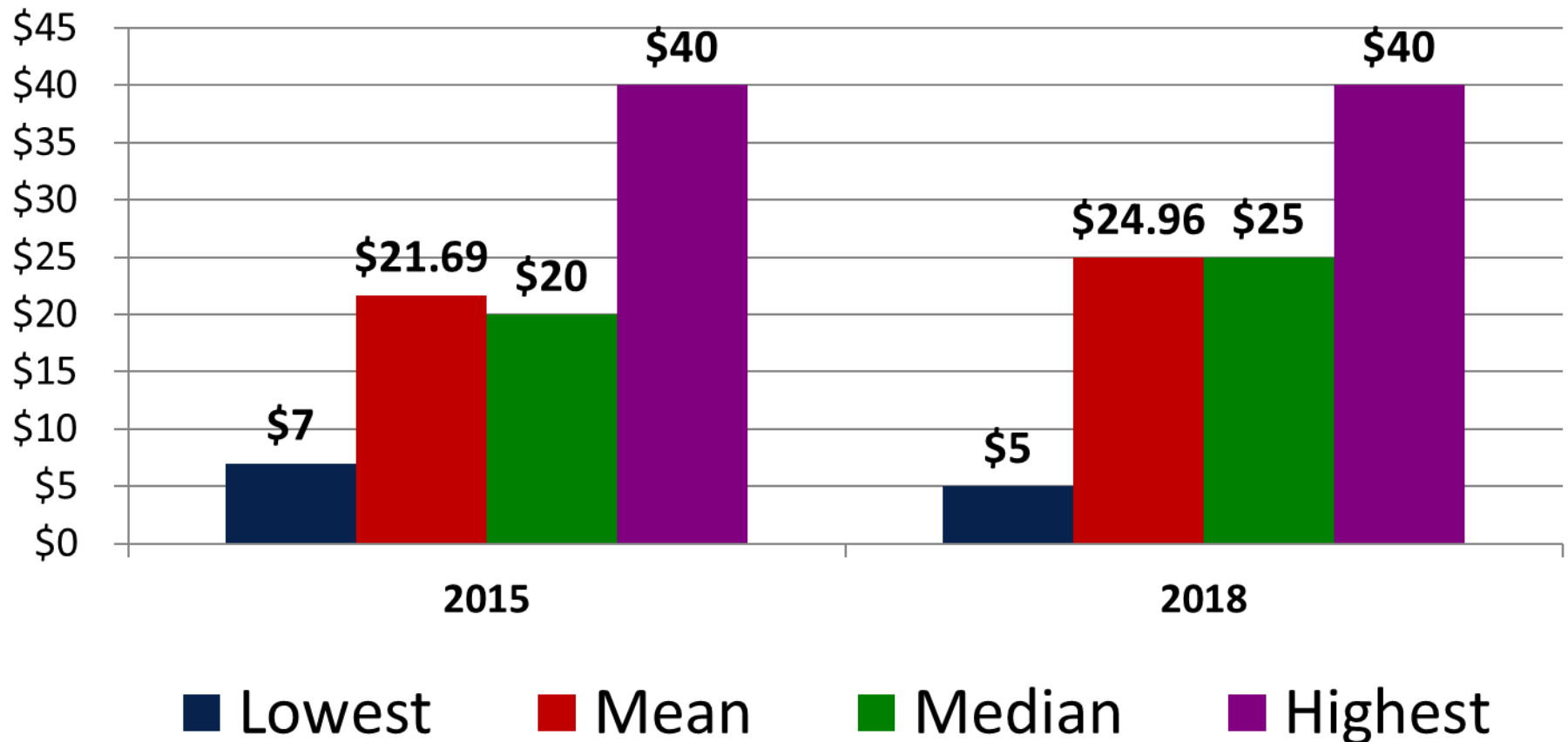
# U.S. Air Show Ticket Prices

*(Results of ICAS Member Survey Conducted in November, 2018)*



# U.S. Air Show Ticket Prices 2015 vs. 2018

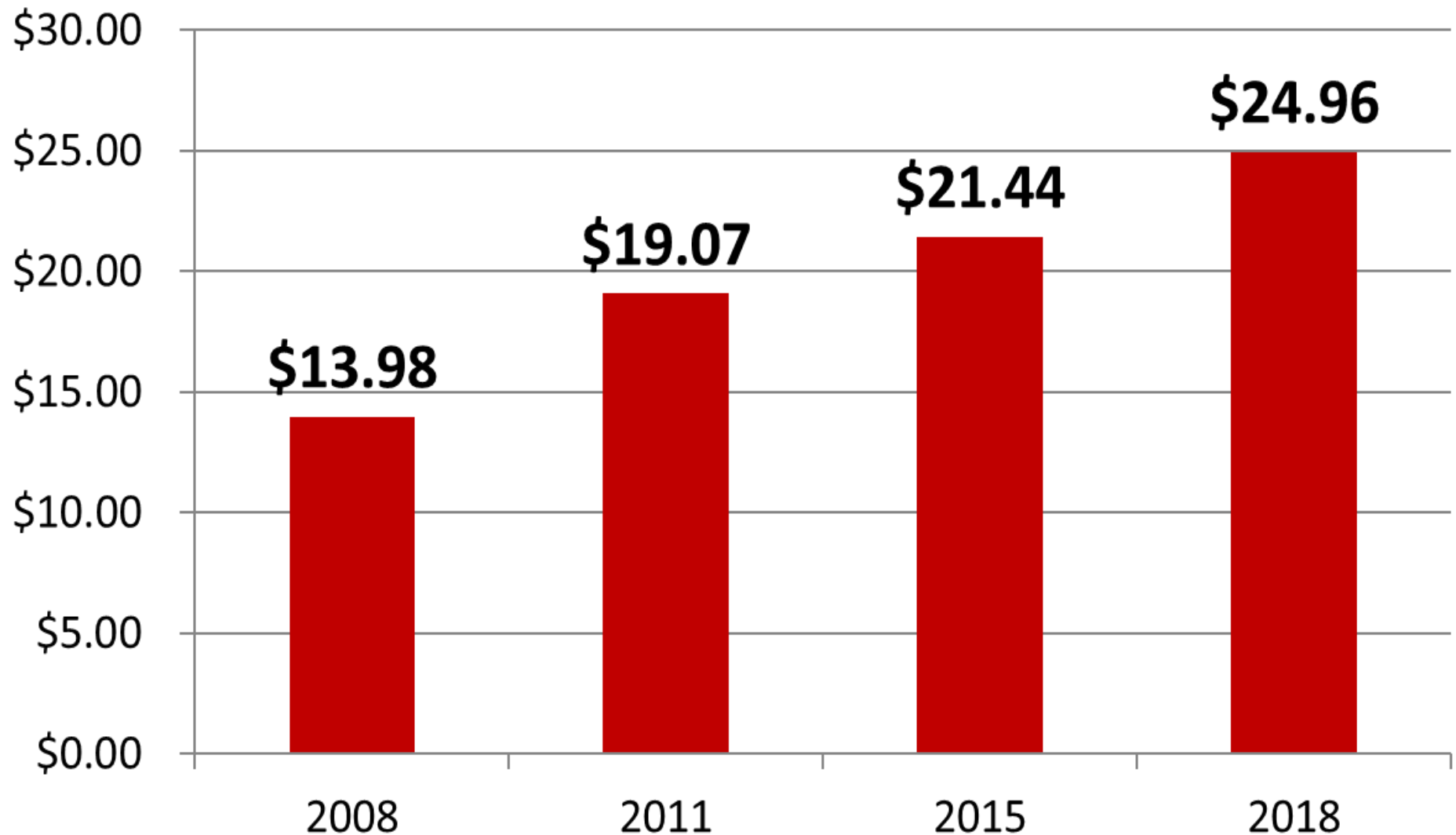
*(Results of ICAS Member Surveys Conducted in  
February, 2016 and November, 2018)*





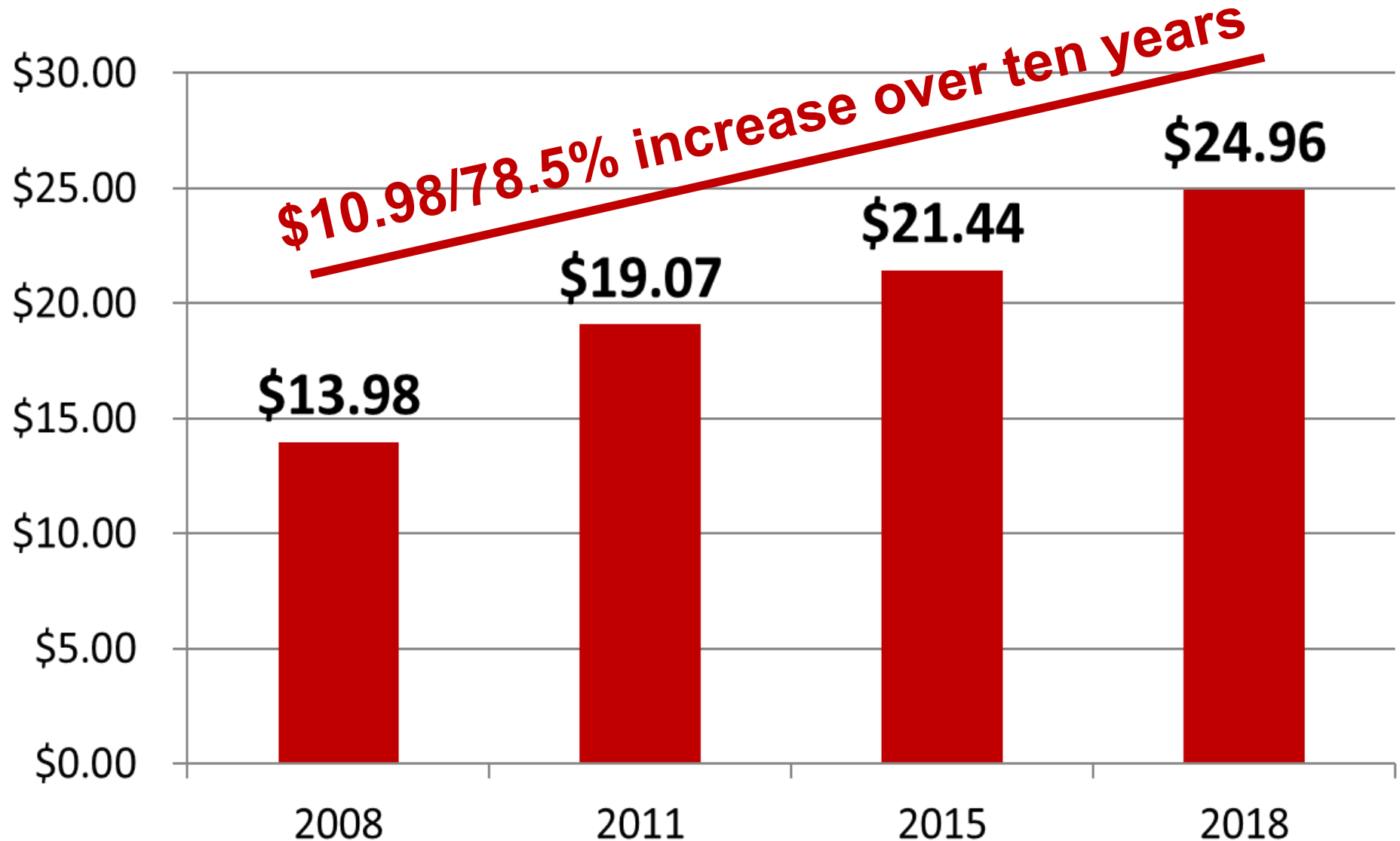
# U.S. Air Show Ticket Prices, 2008-2018

*(Adult, On-Site, Non-Discounted Tickets)*



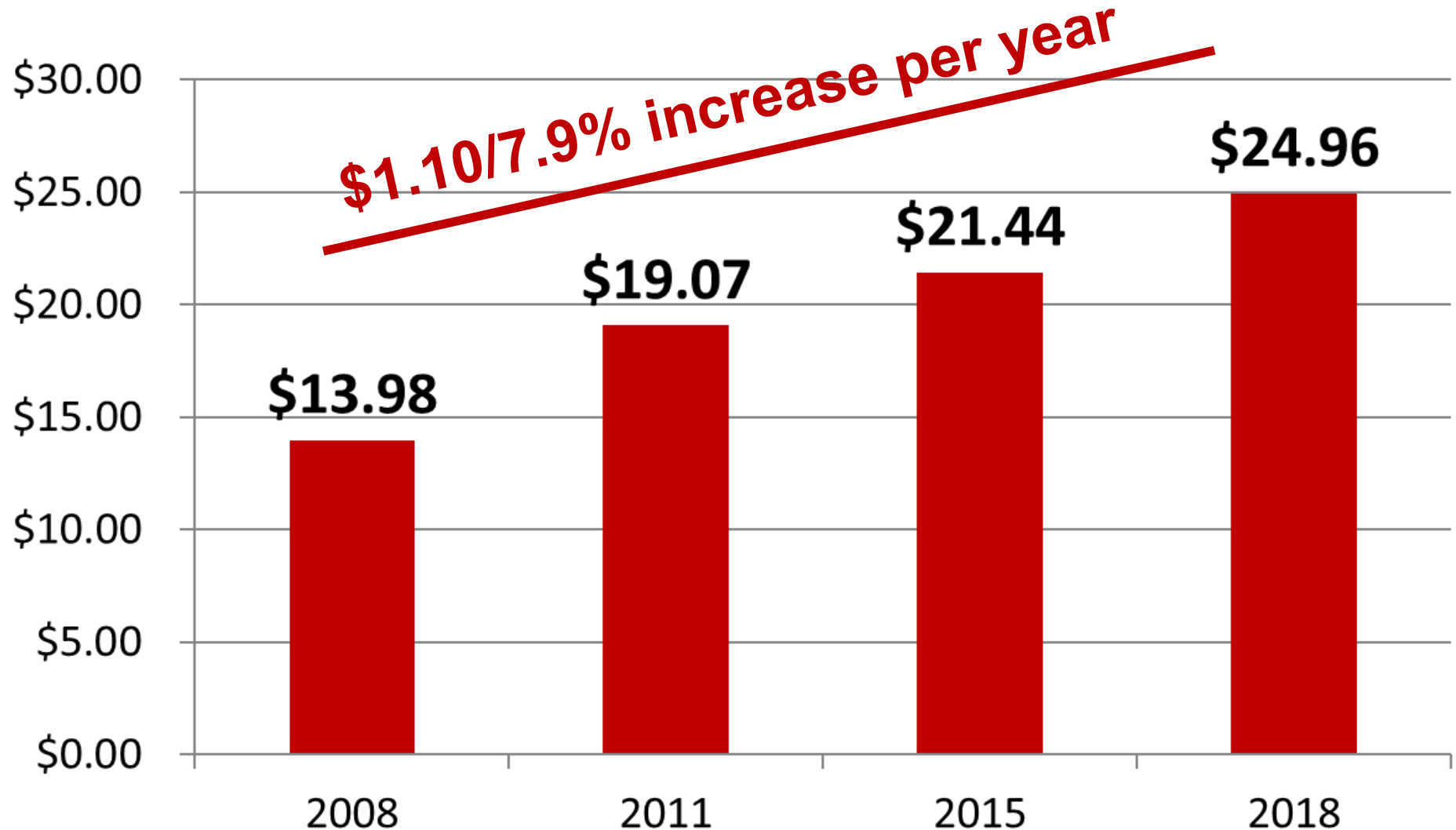
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# U.S. Air Show Ticket Prices, 2008-2018

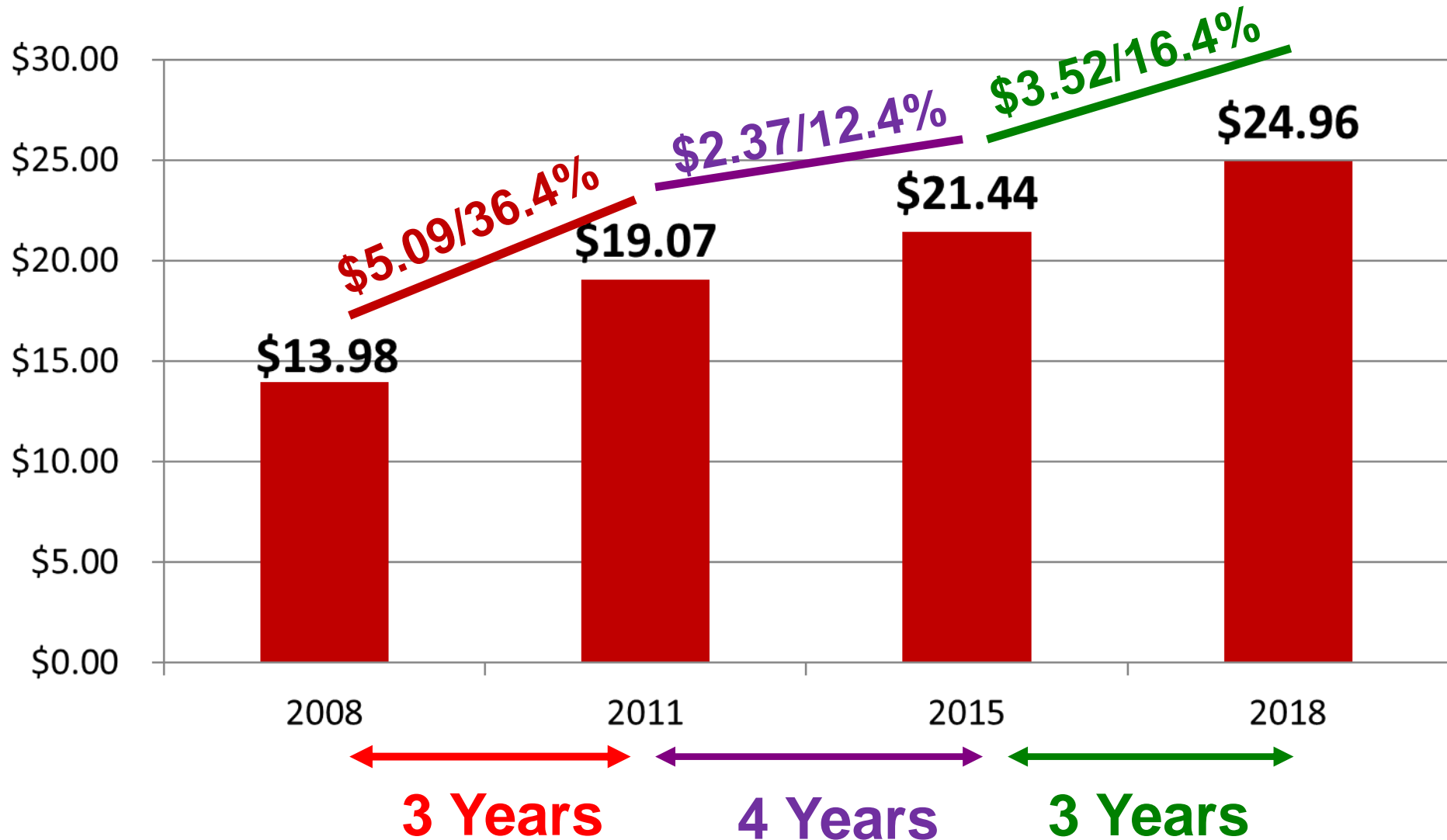
*(Adult, On-Site, Non-Discounted Tickets)*



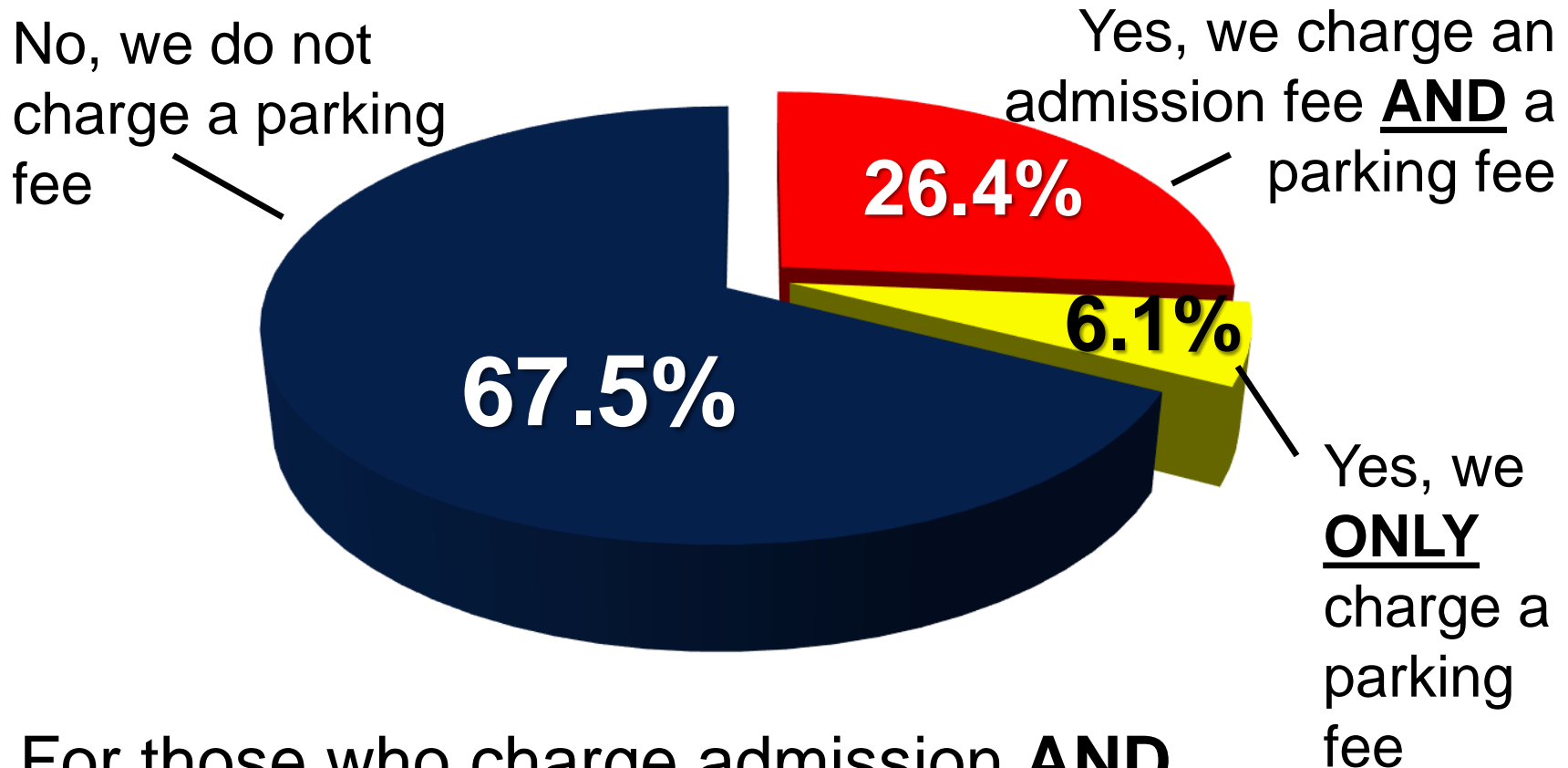


# U.S. Air Show Ticket Prices, 2008-2018

*(Adult, On-Site, Non-Discounted Tickets)*



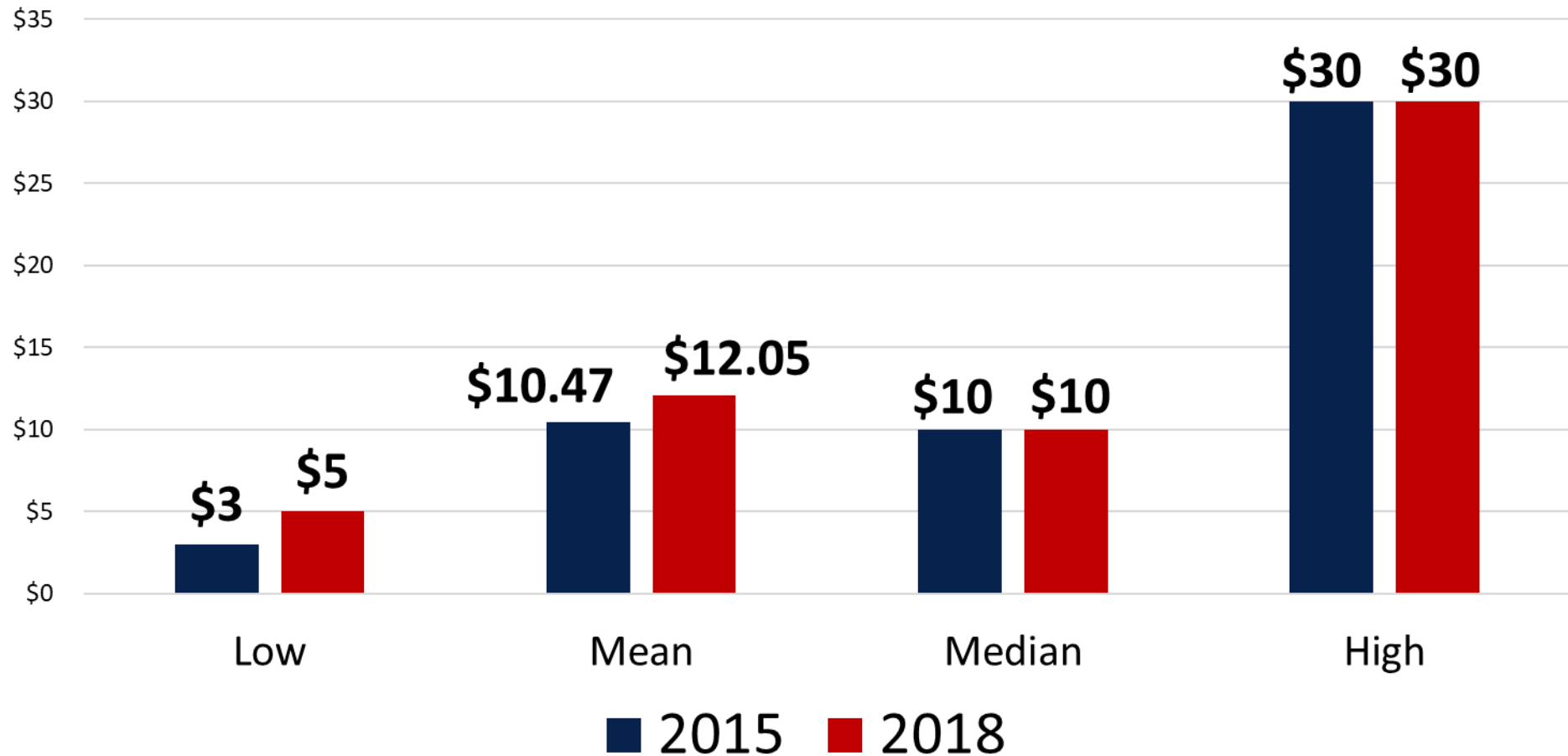
# Does your air show charge a parking fee?



For those who charge admission AND parking, average parking fee is \$12.05, median is \$10 with a range of \$5 to \$30.

# Parking Fees

(for shows that charge both admission and parking)  
2015 vs. 2018





# Questions?

