

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 an outdoor event. In the background, a long line of American flags is strung across the top of the frame. Several individuals are visible in the mid-ground, some wearing patriotic-themed clothing. The foreground is filled with the heads and shoulders of a large group of people, mostly seen from the back, looking towards the event area. The overall atmosphere is festive and patriotic.

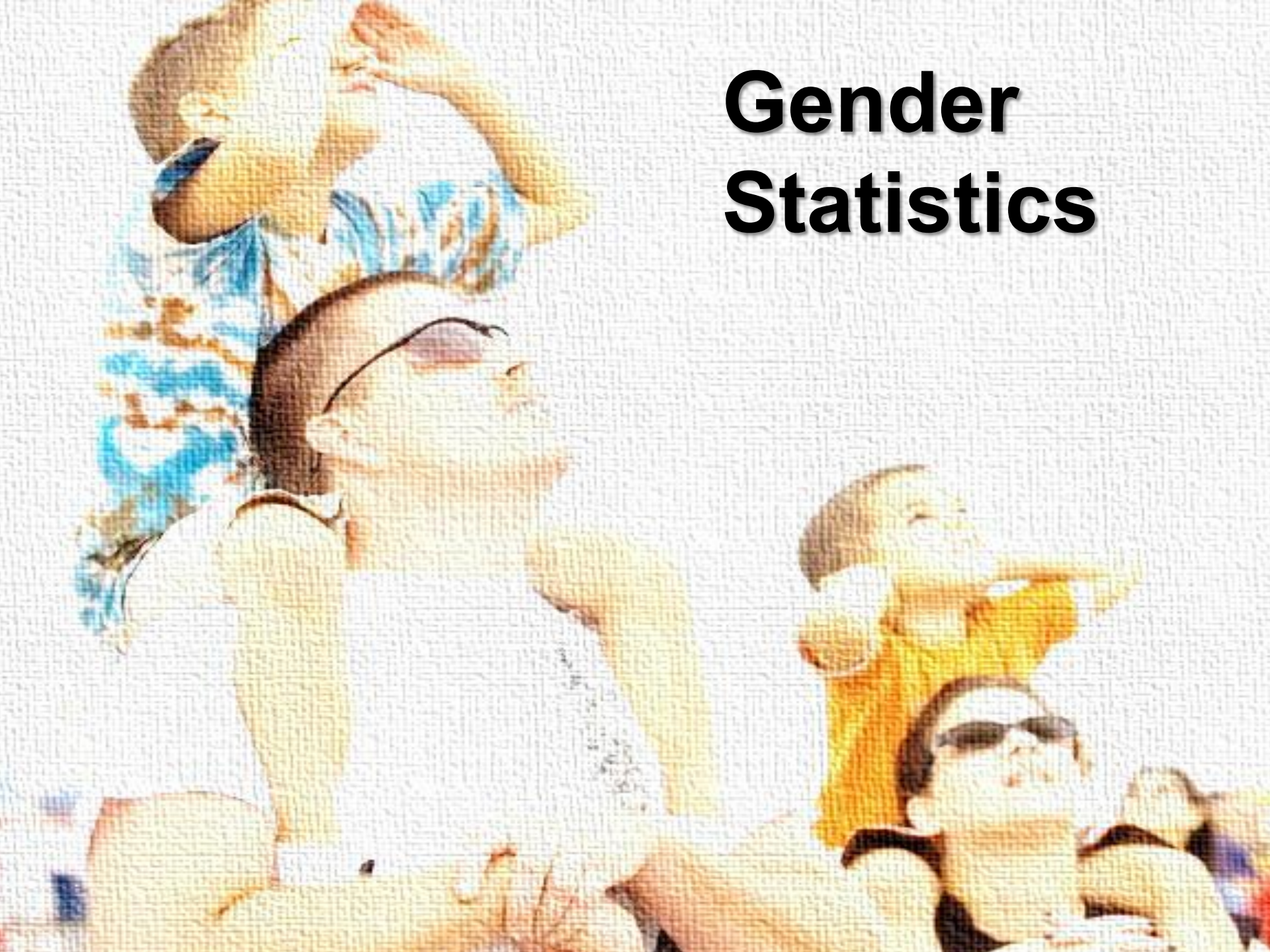
Methodology and other details

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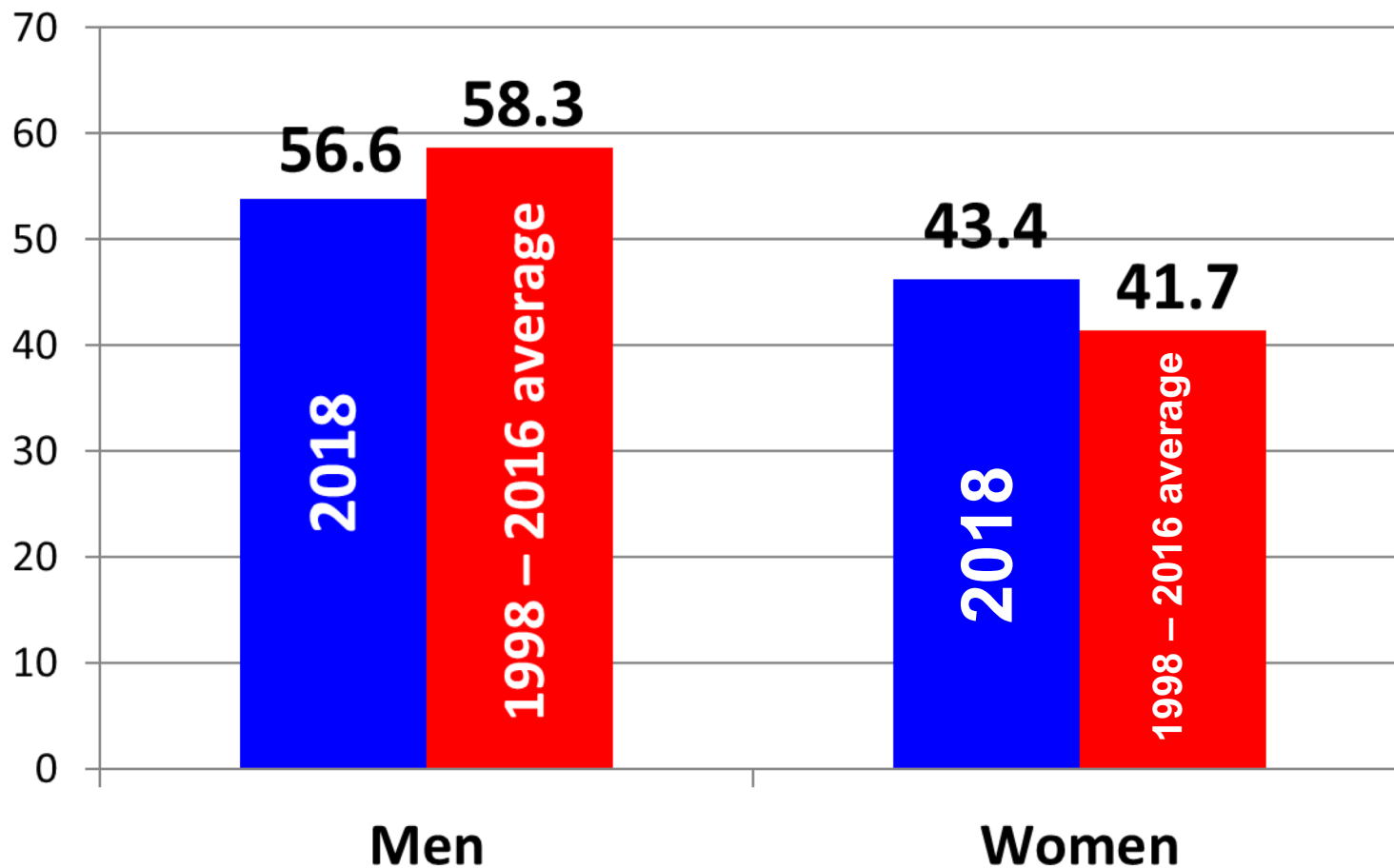
- 1,715 spectators surveyed at 11 different events between May and October 2018
- Survey instrument, survey methodology, and list of participating air shows developed with oversight by statistician
- Results consistent (mostly) with past ICAS Spectator Surveys



Gender Statistics



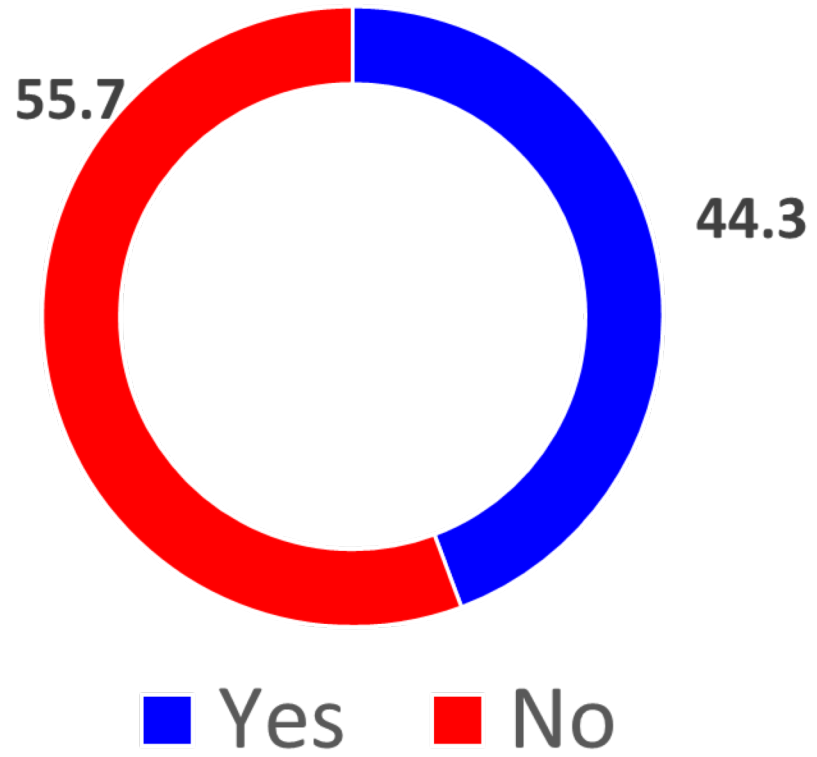
Gender of Air Show Spectators, 2018 vs. 1998-2016 average



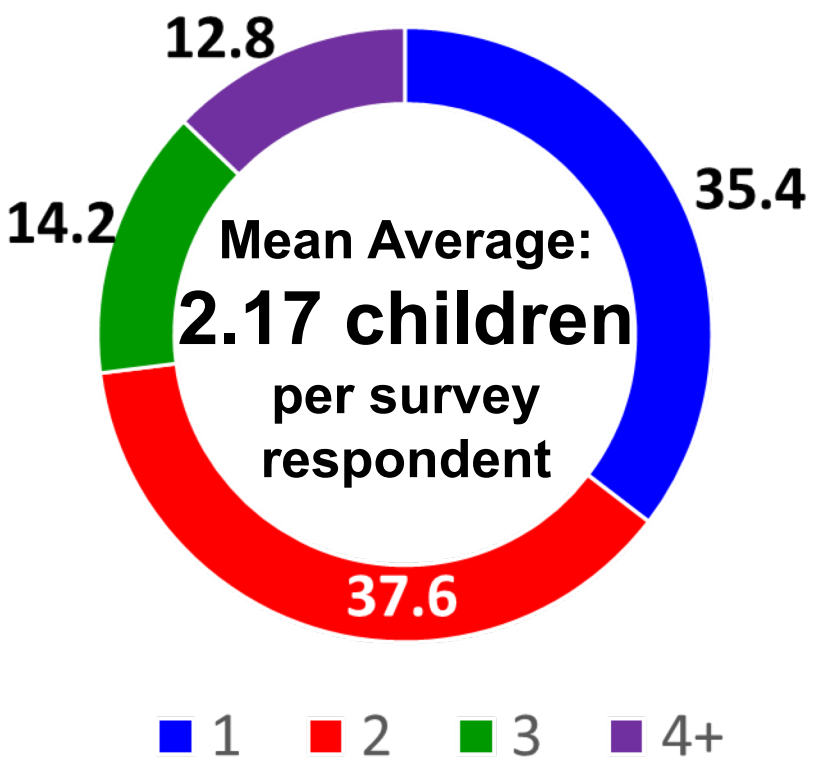
Attendance By Children



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



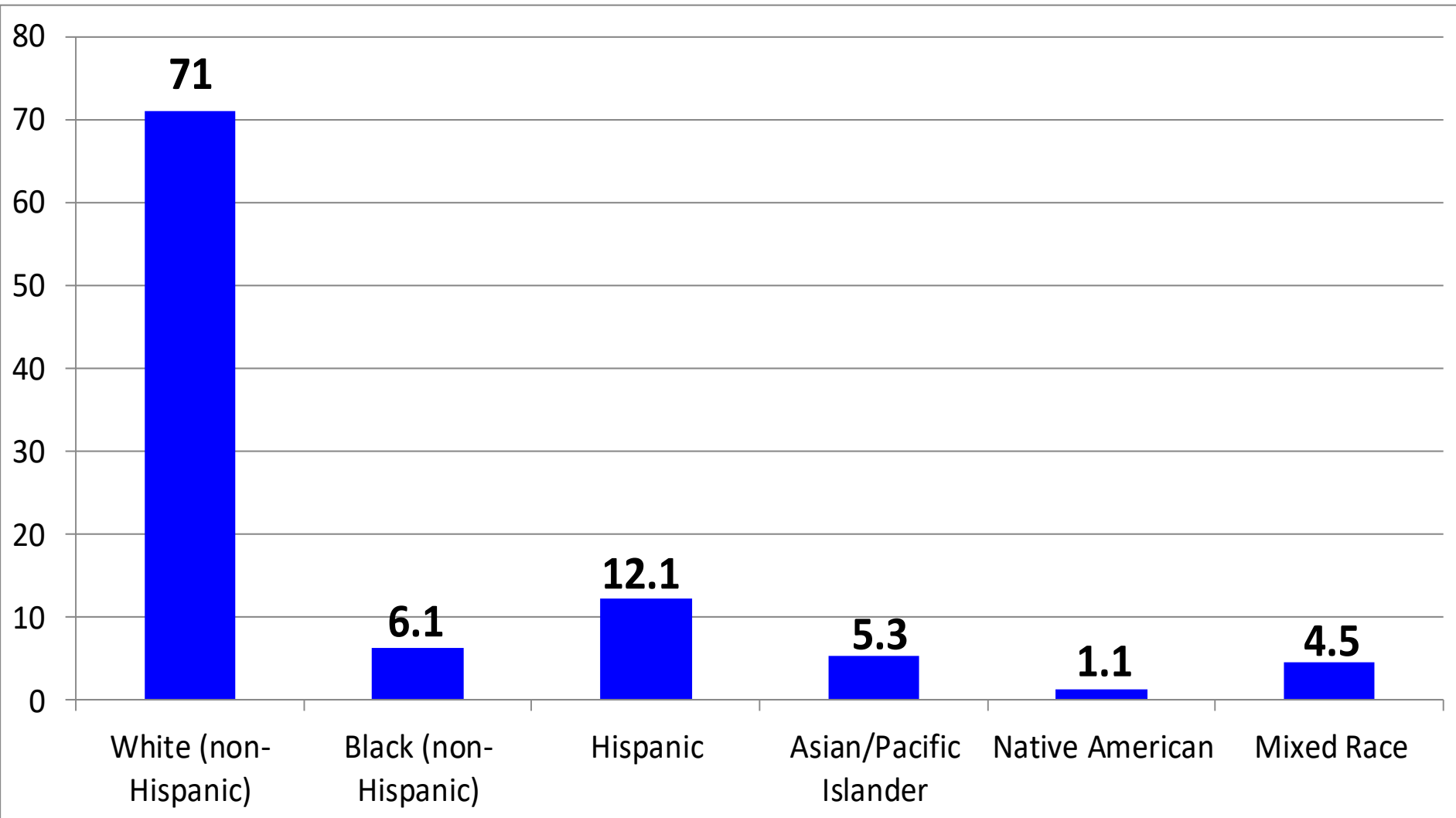
**If yes, how
many children
were in your
group?**



Ethnicity Statistics

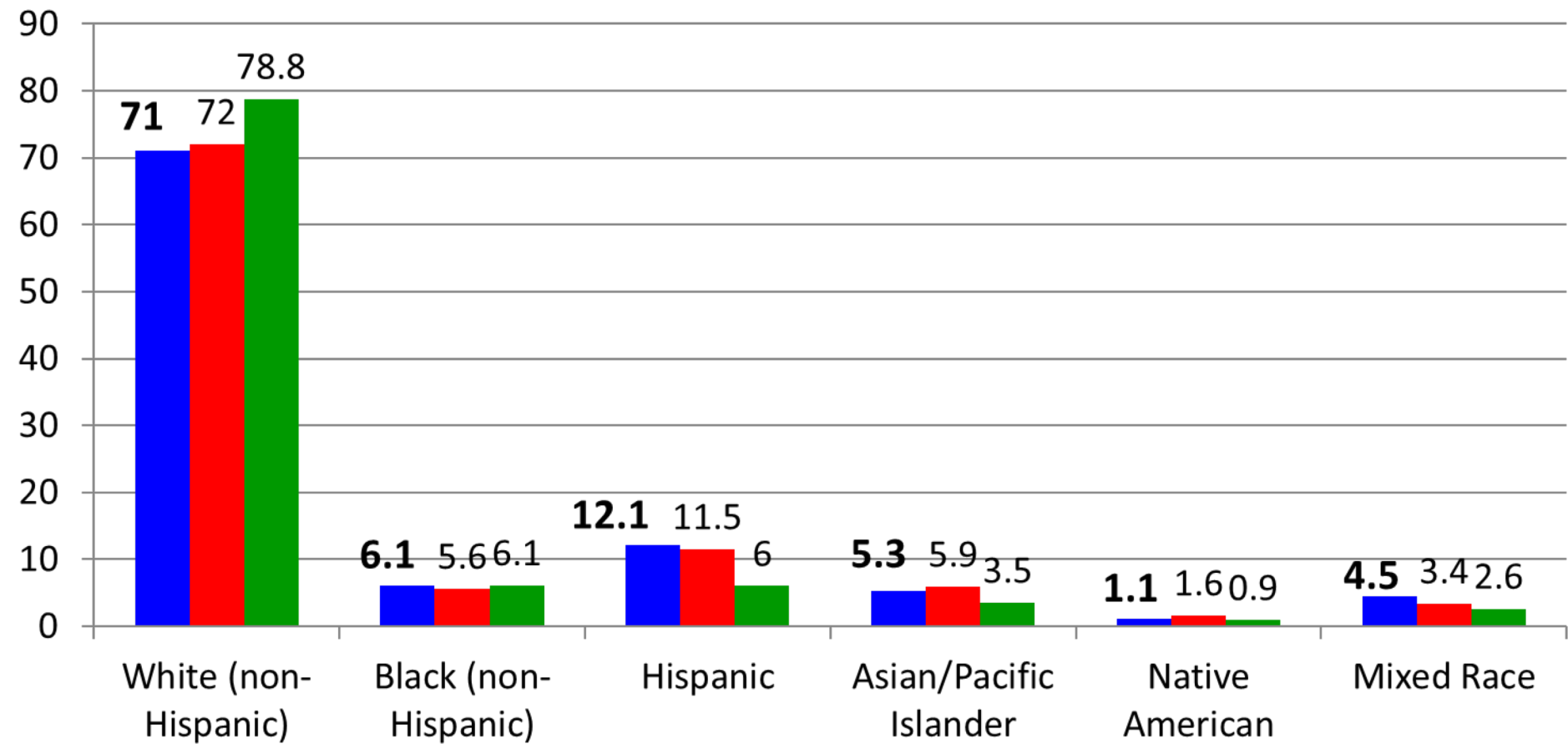


Air Show Spectator Ethnicity, 2018 Responses



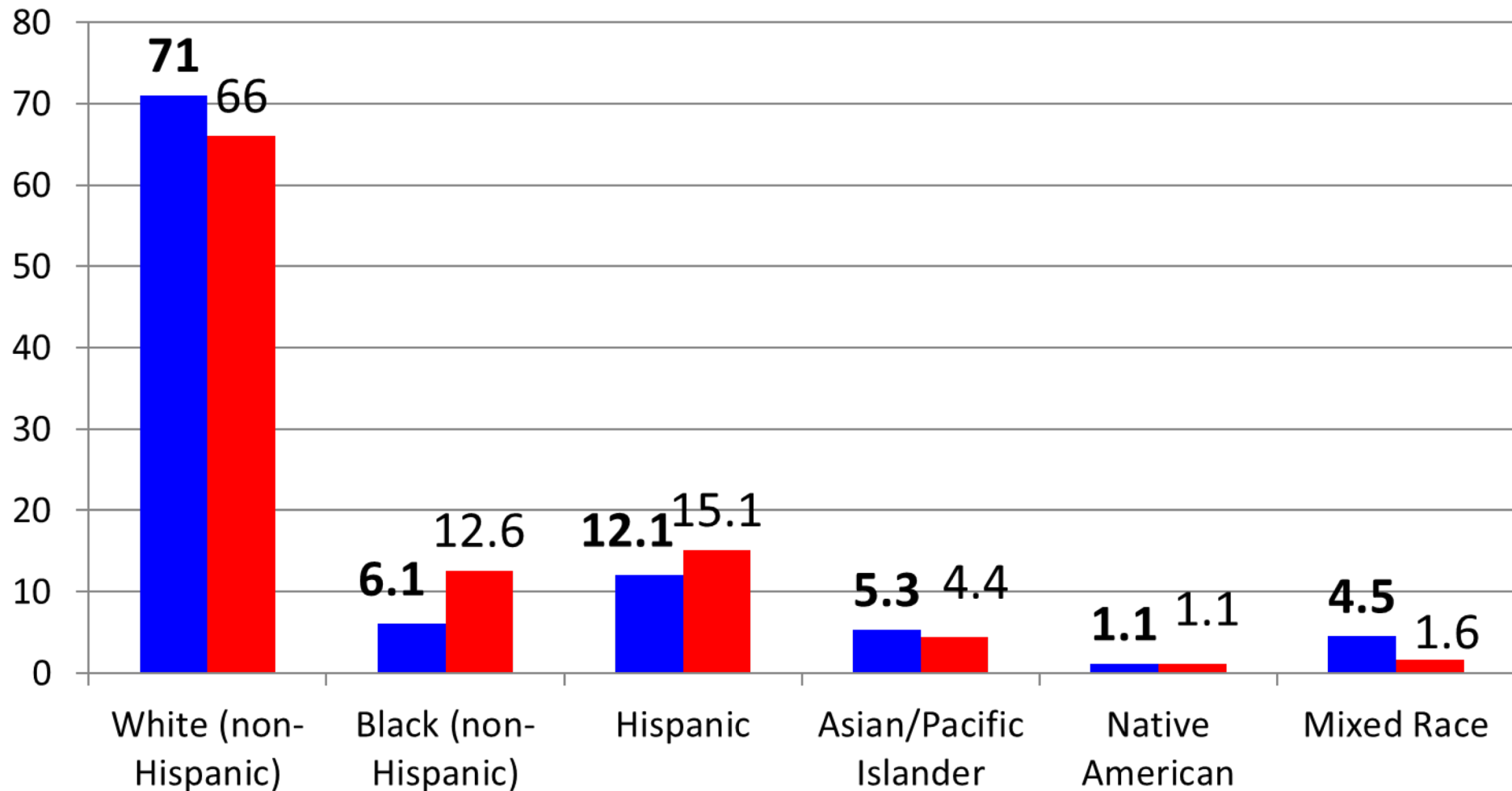
Spectator Ethnicity,

2018 vs. 2016 vs. 2014



Spectator Ethnicity,

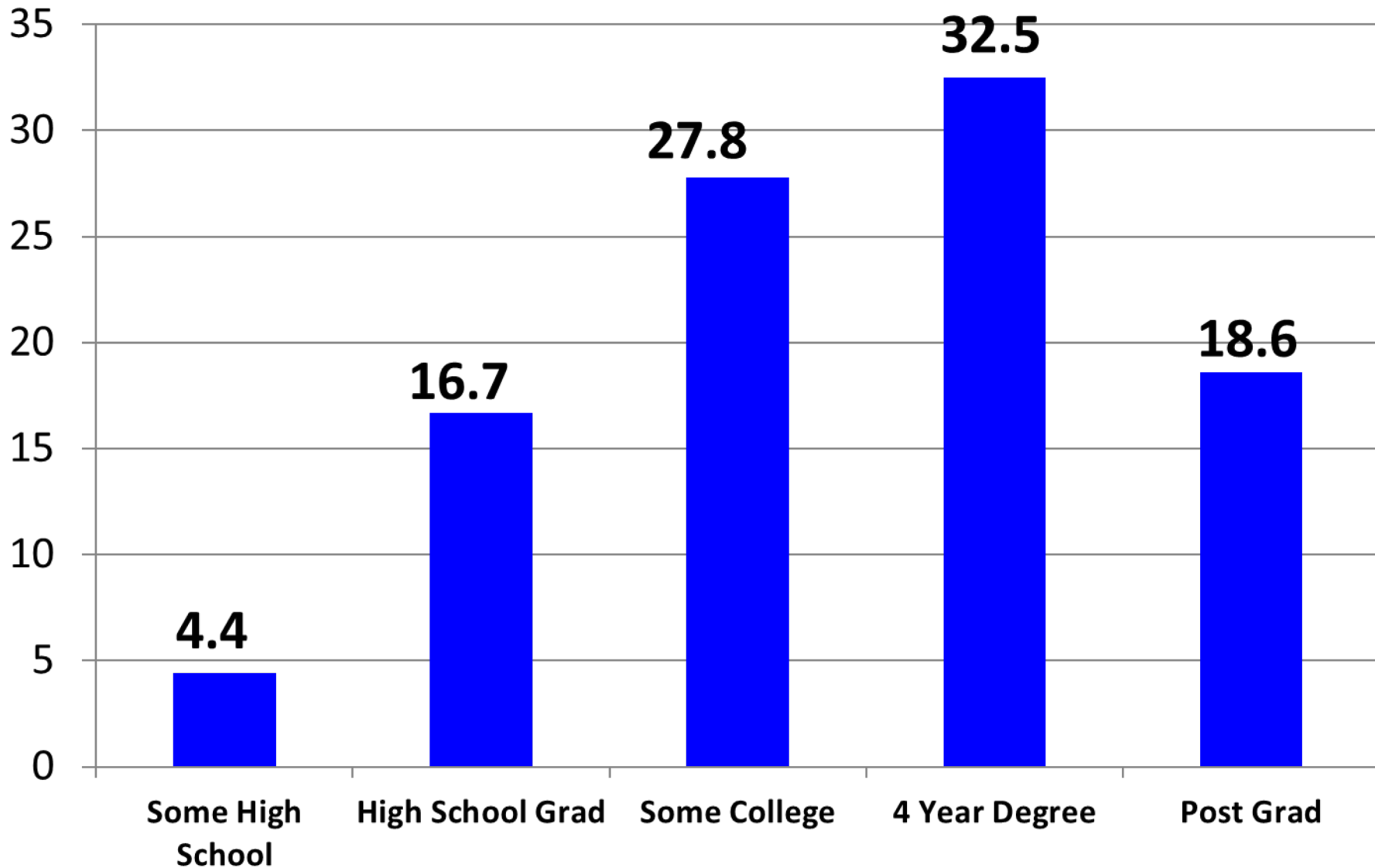
2018 Responses vs. General Population (U.S.)



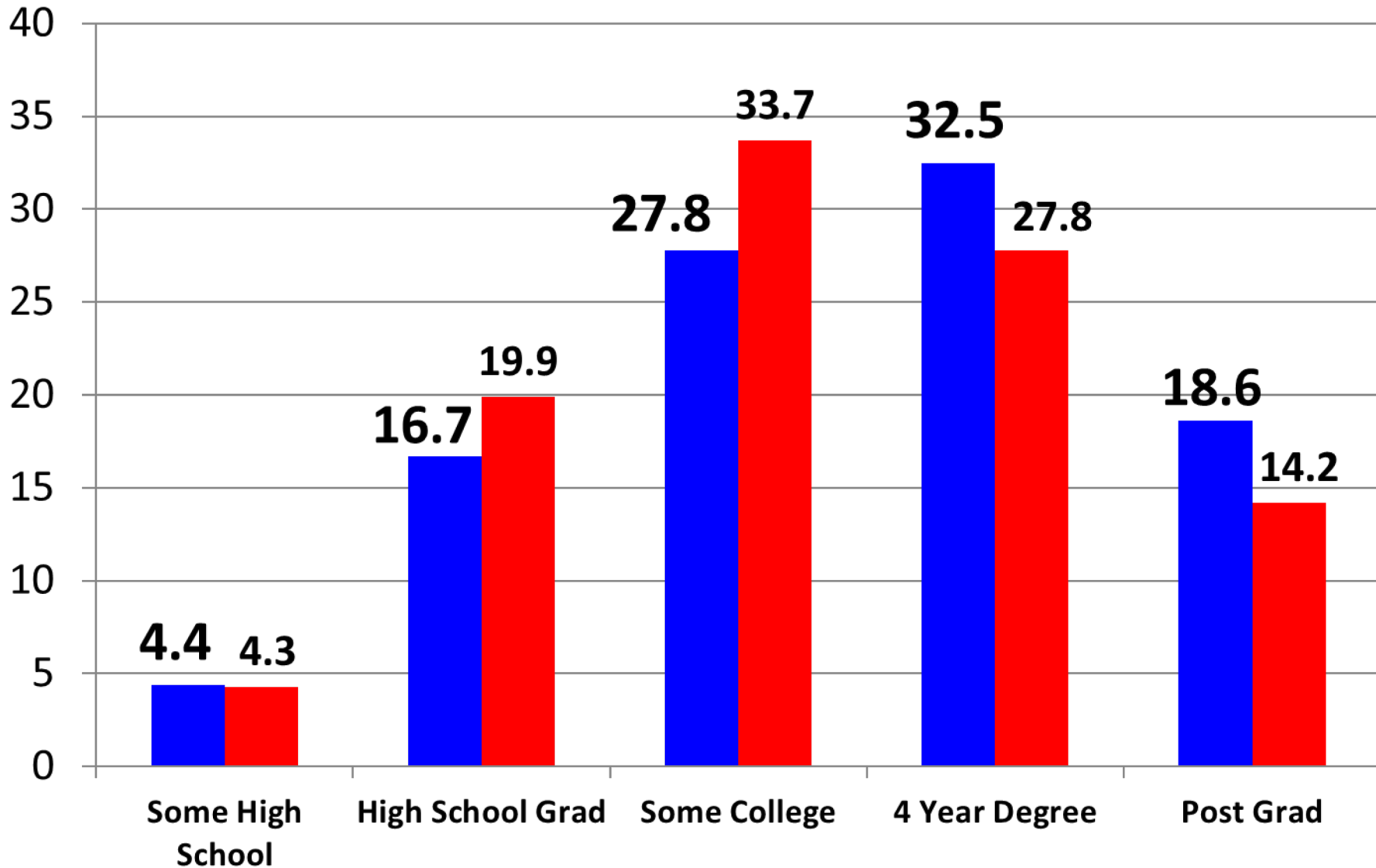
Education Level Statistics



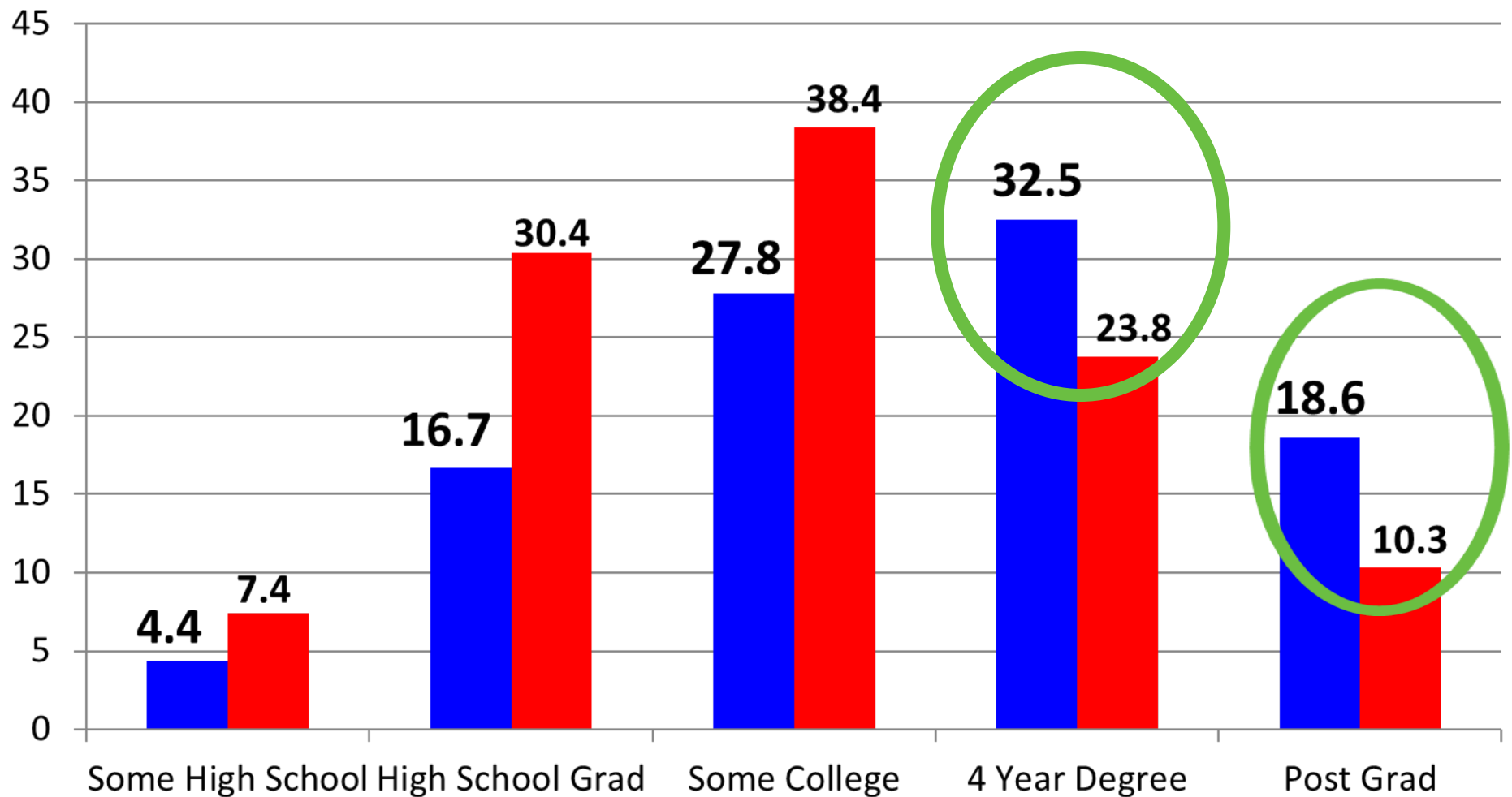
Education Level of Air Show Spectators, 2018 responses



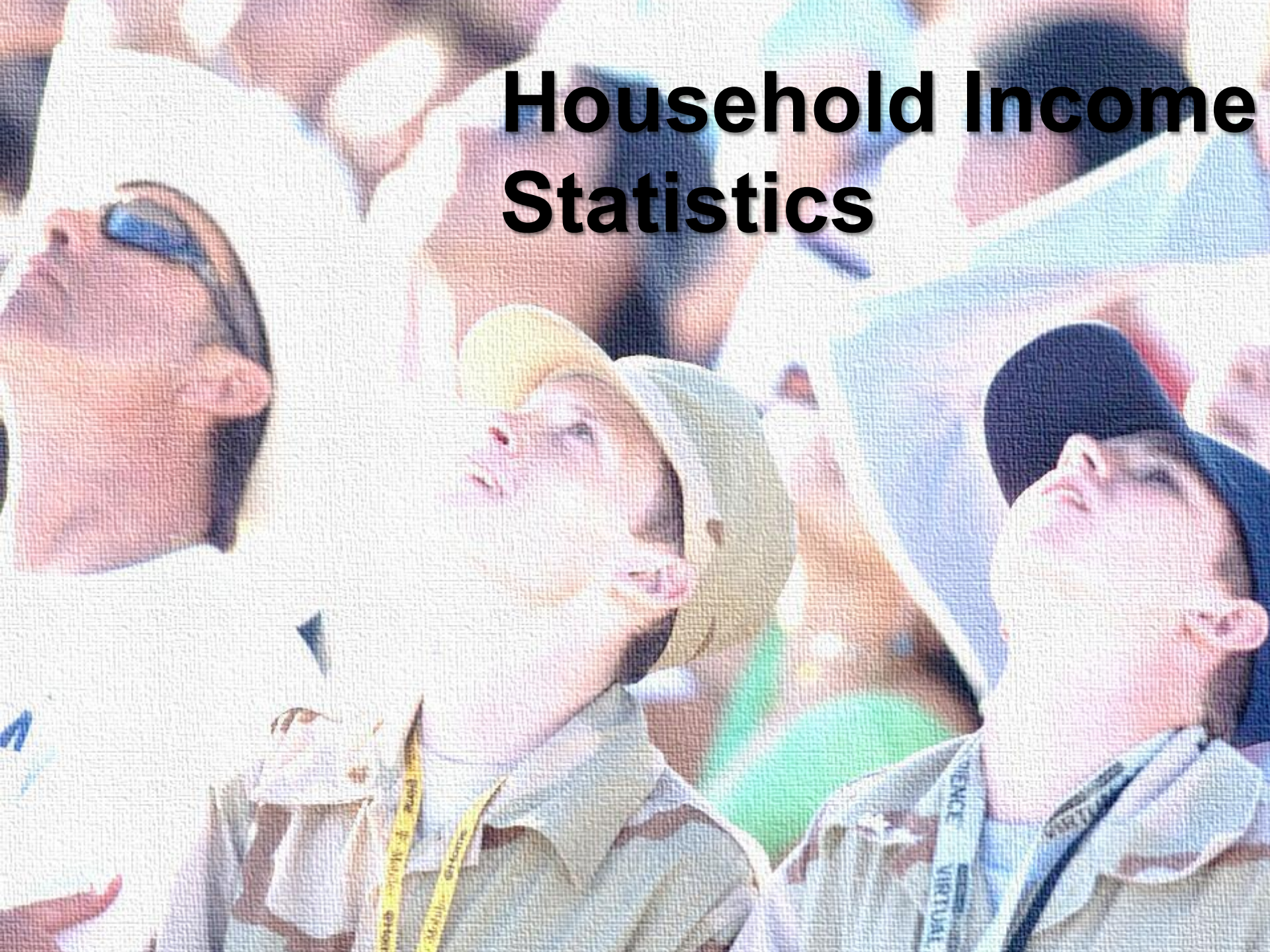
Education Level of Air Show Spectators, 2018 responses vs. 1998 – 2016 average



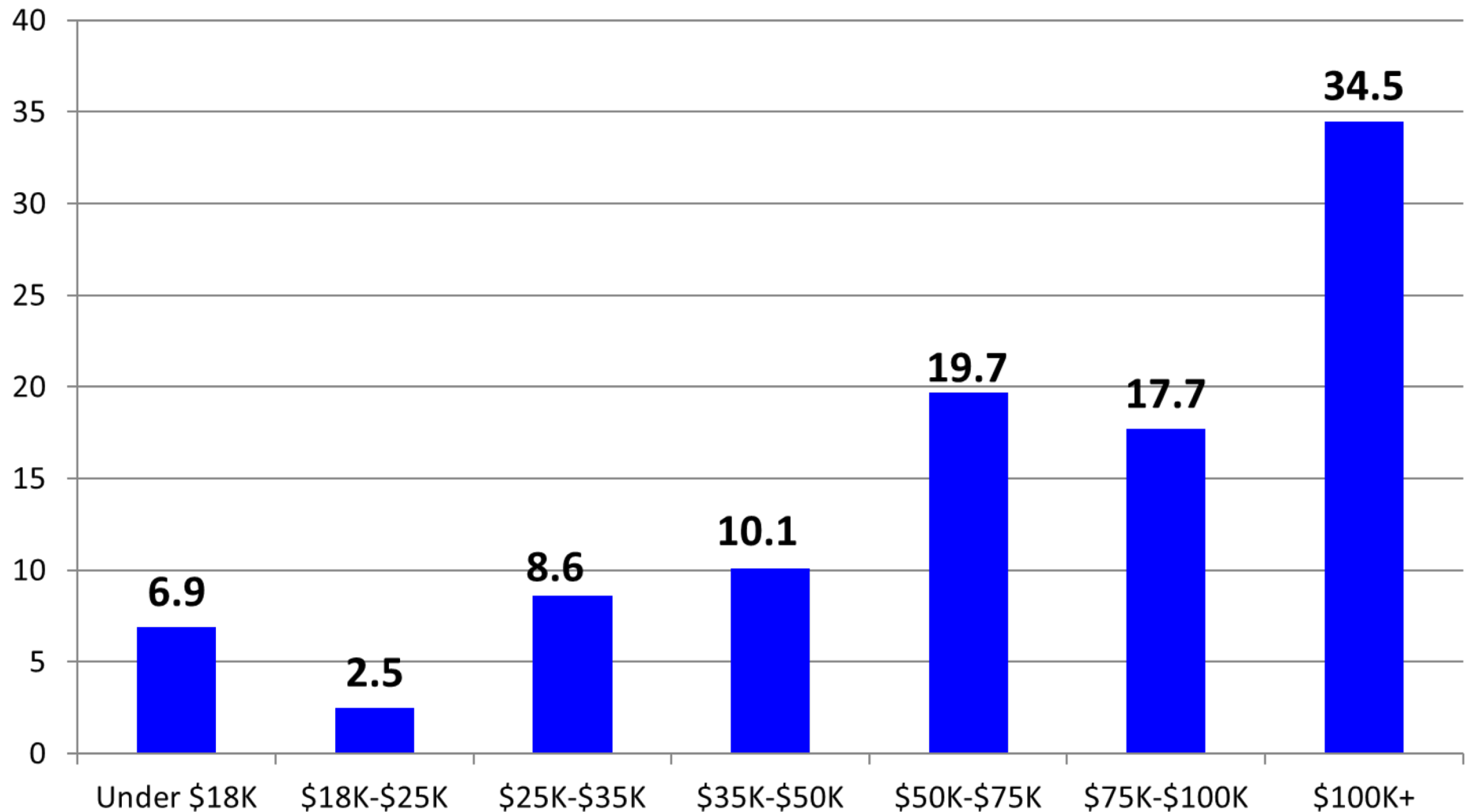
Education Level of Spectators, **Air Shows vs. NFL**



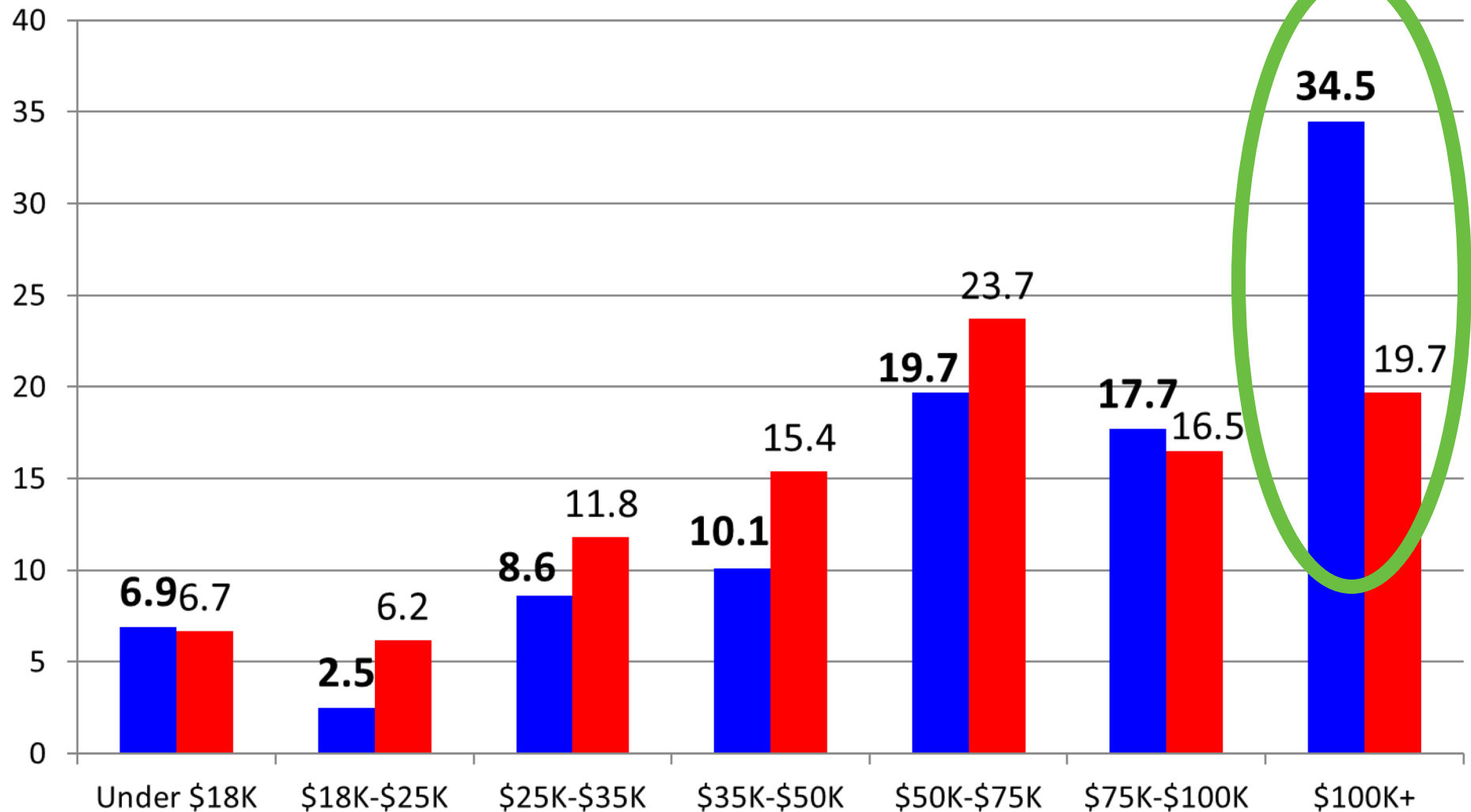
Household Income Statistics



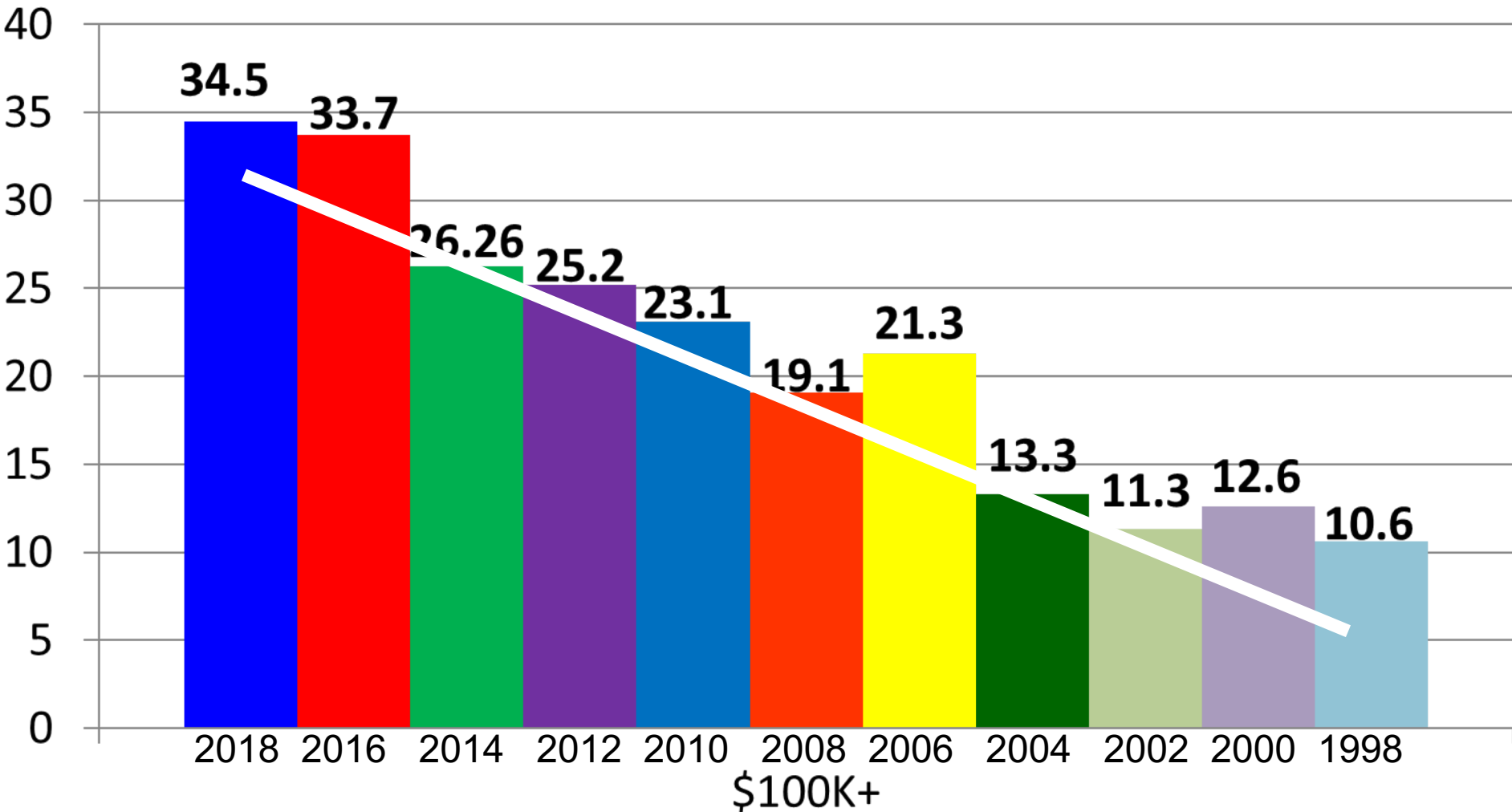
Household Income Level of Air Show Spectators, 2018 only



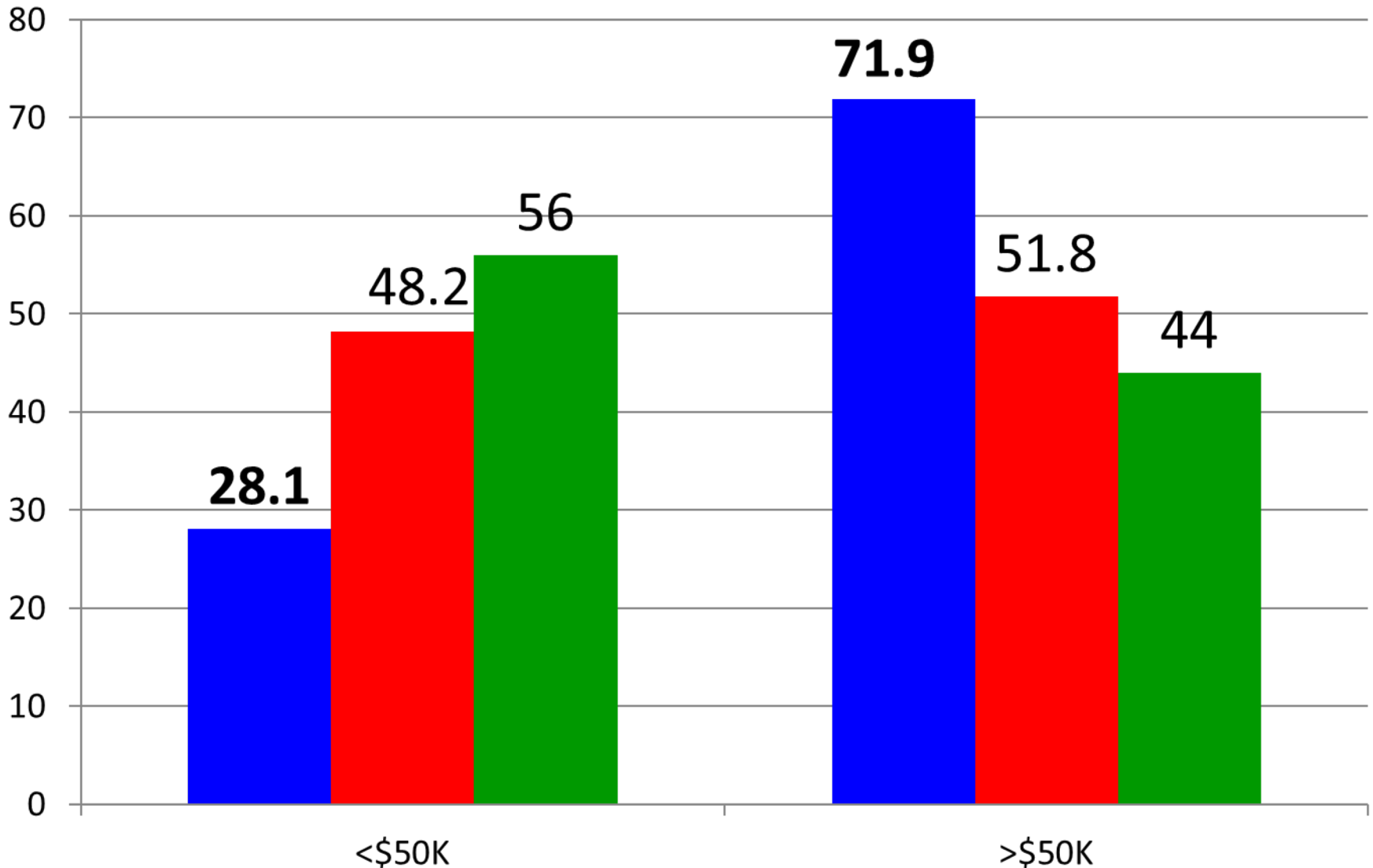
Household Income Level of Air Show Spectators, **2018** vs. **1998-2016 average**



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



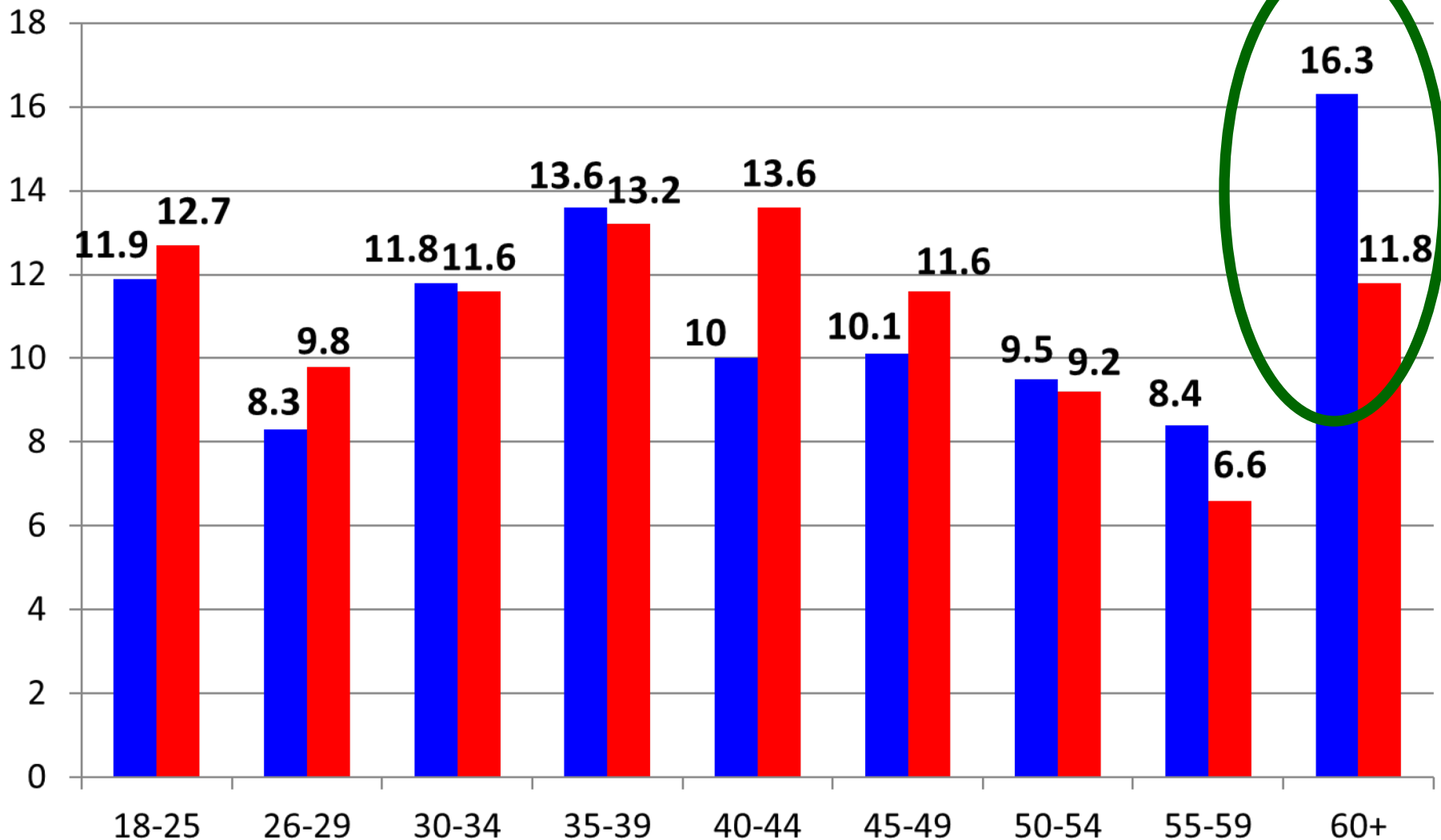
Household Income Level of Spectators, **Air Shows** vs. **NFL** vs. **NASCAR**



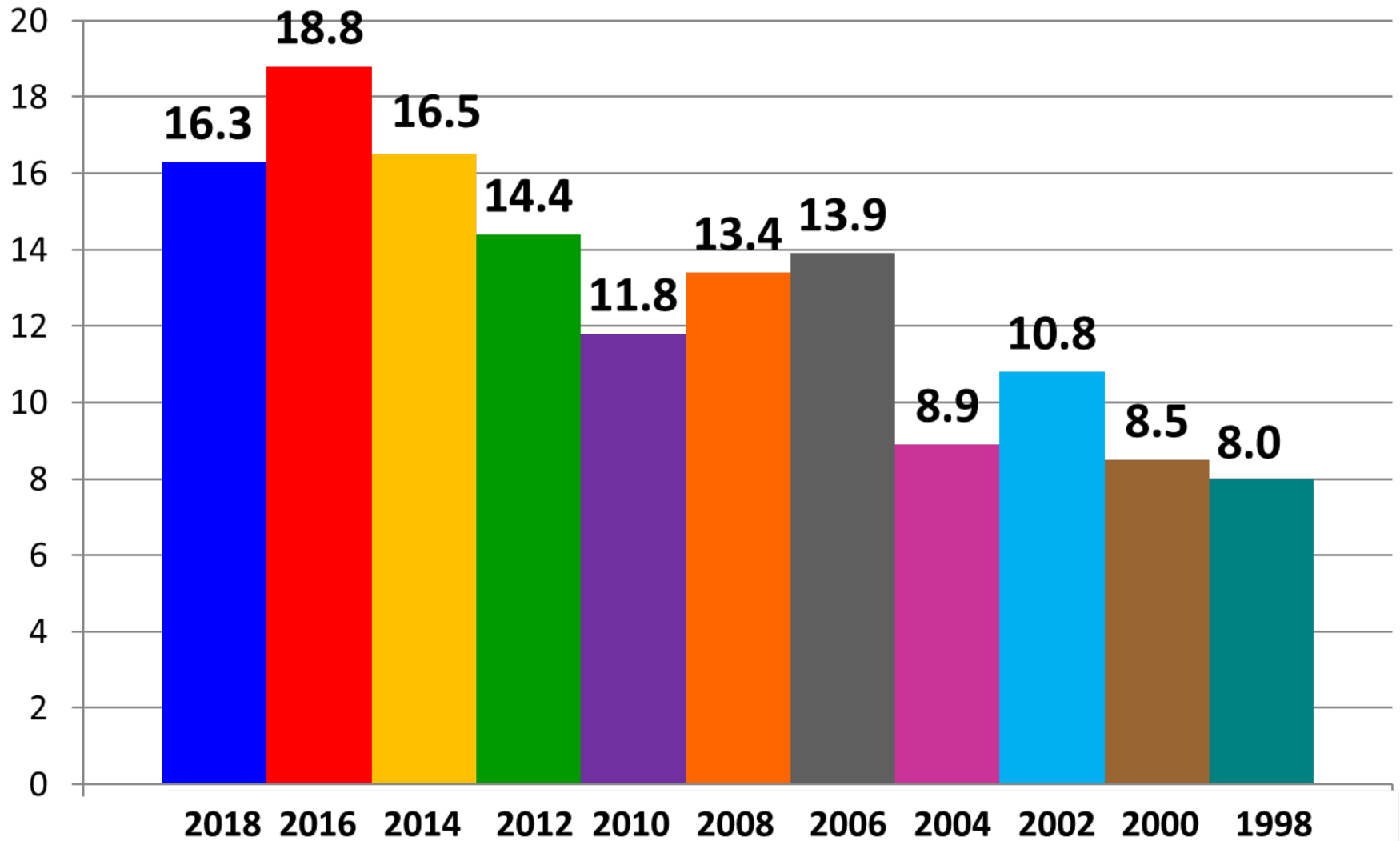
Adult Spectator Age Statistics



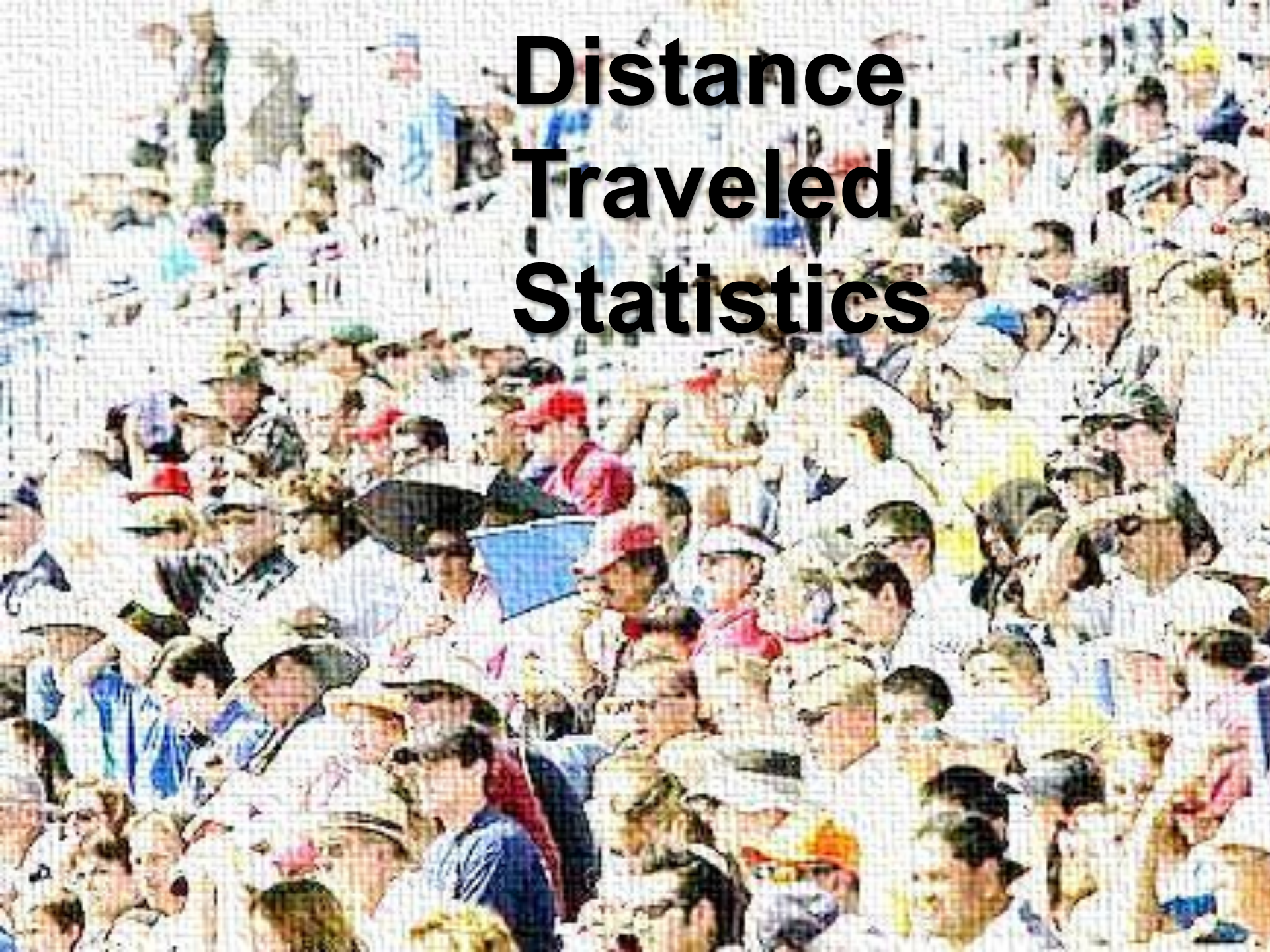
Age of Adult Air Show Spectators, 2018 vs. 1998-2016 Average



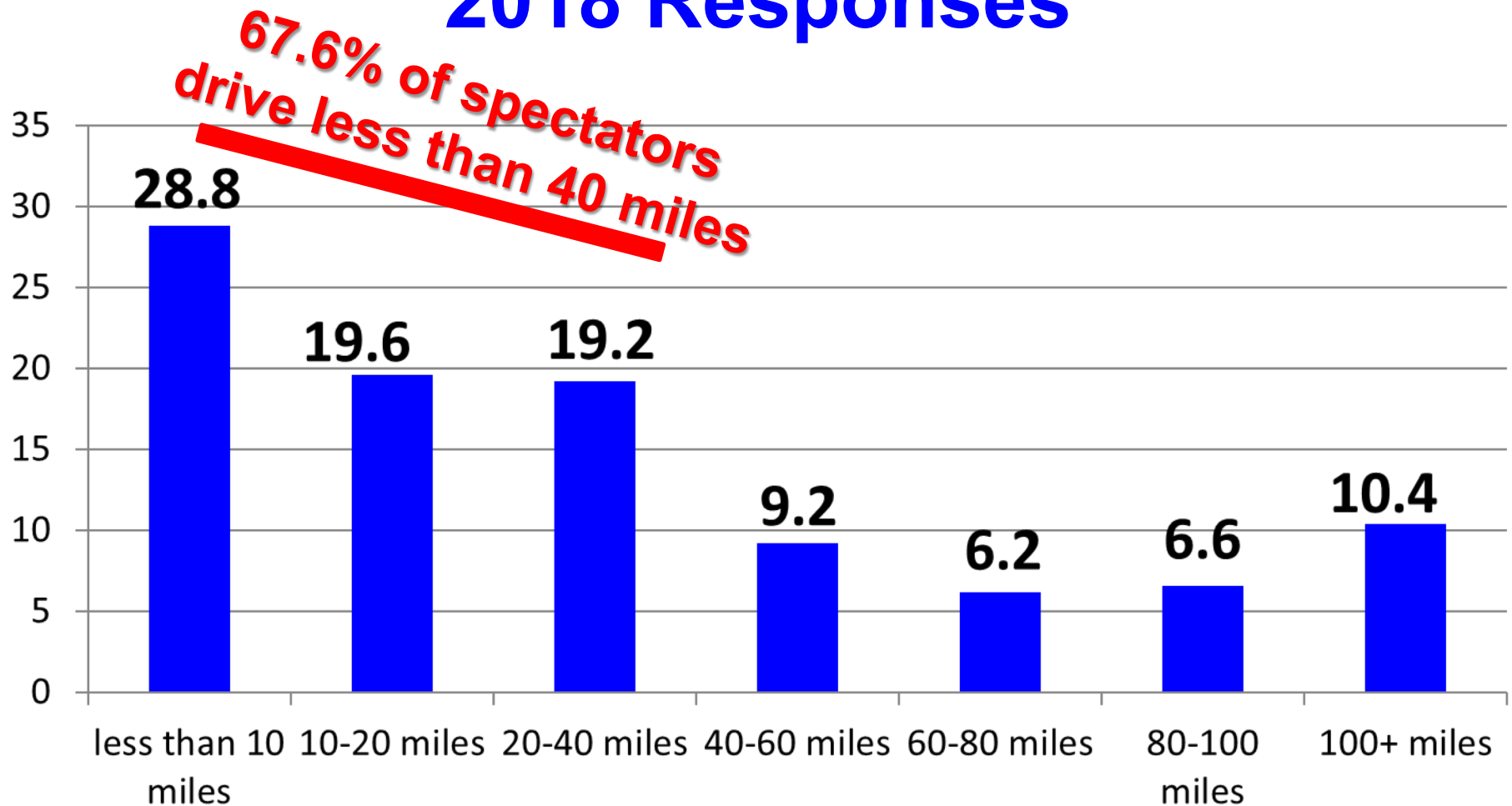
Air Show Spectators Reporting Age of 60+, 2018 - 1998



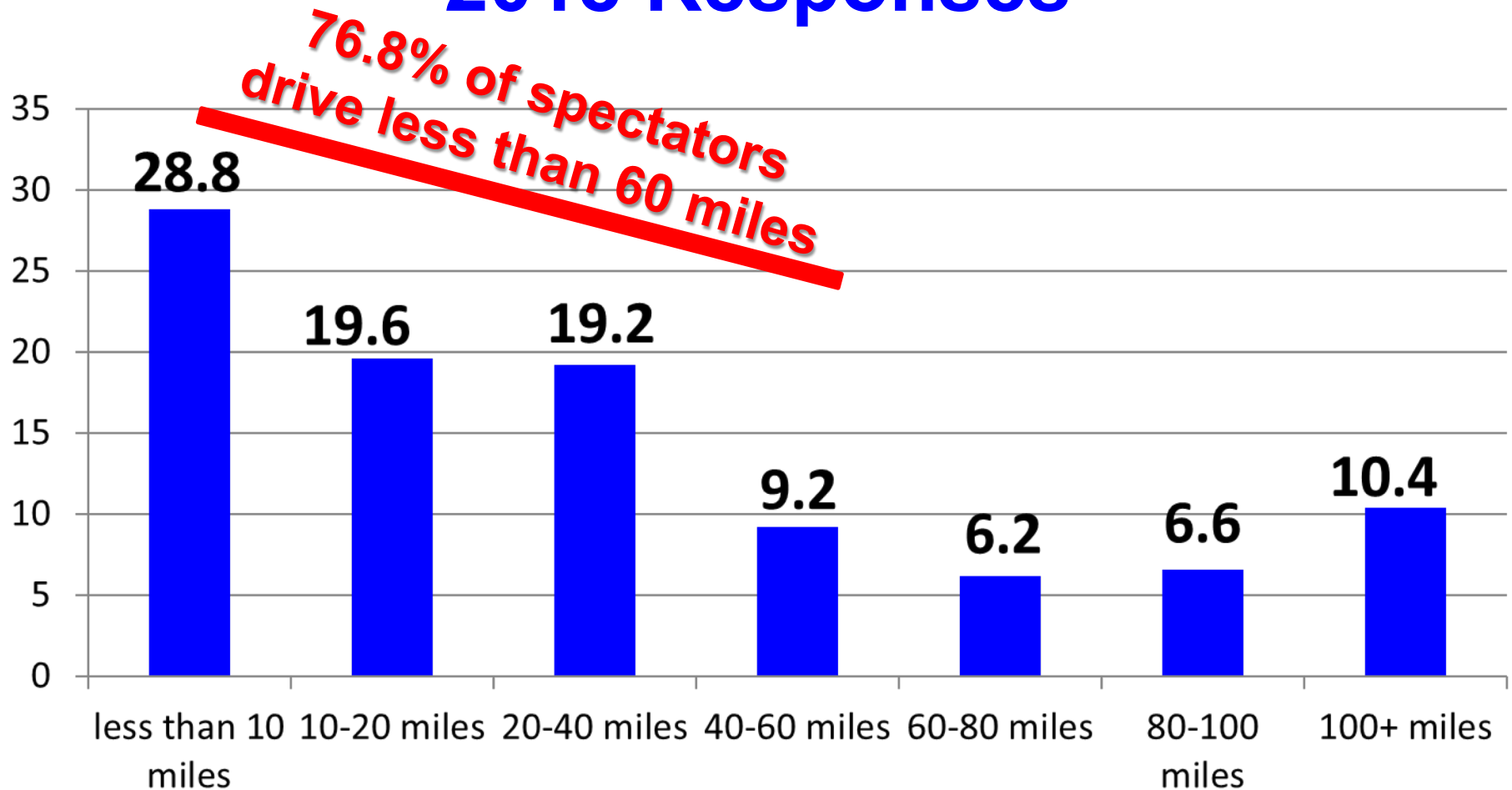
Distance Traveled Statistics



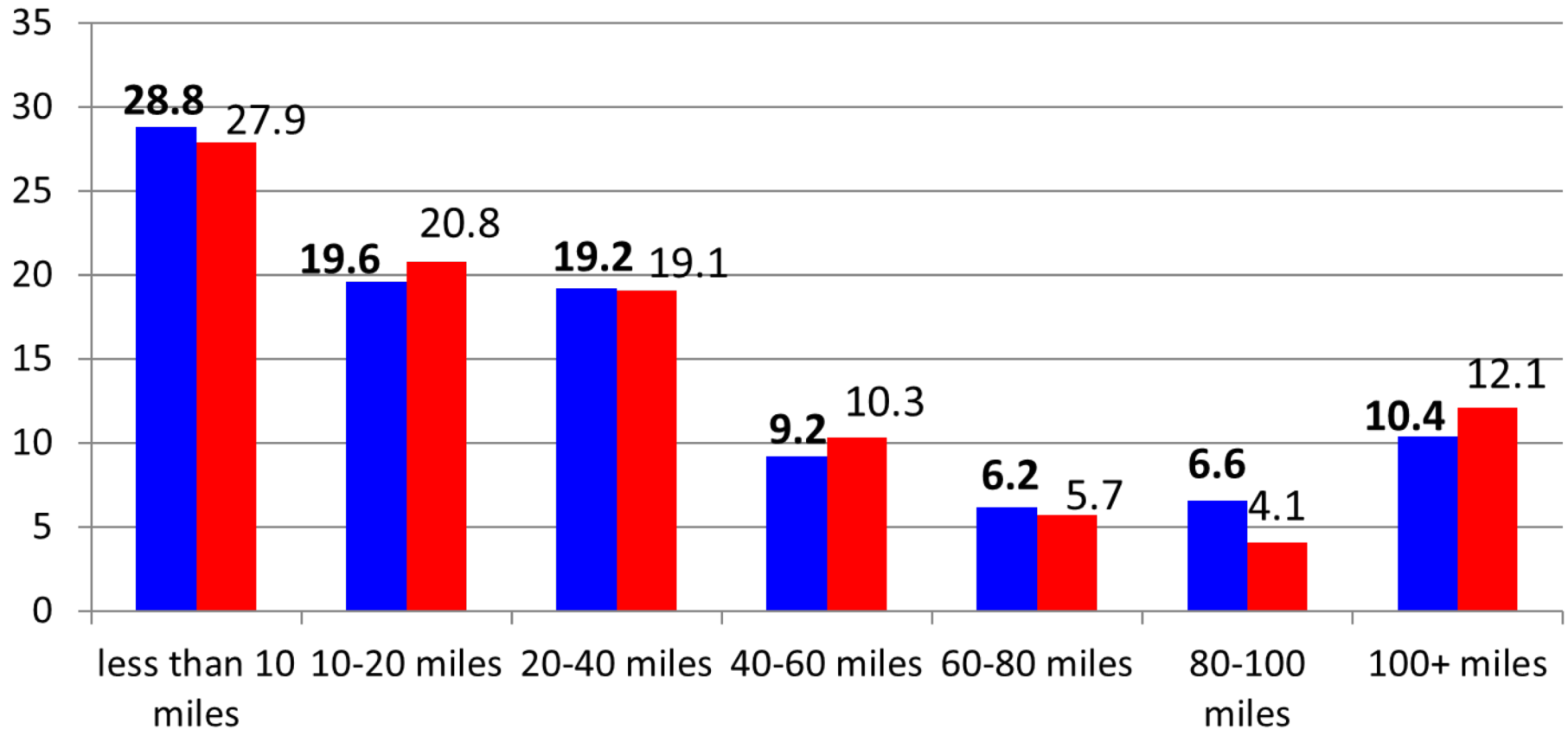
Distance Traveled to Attend the Air Show by Air Show Spectators, 2018 Responses



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



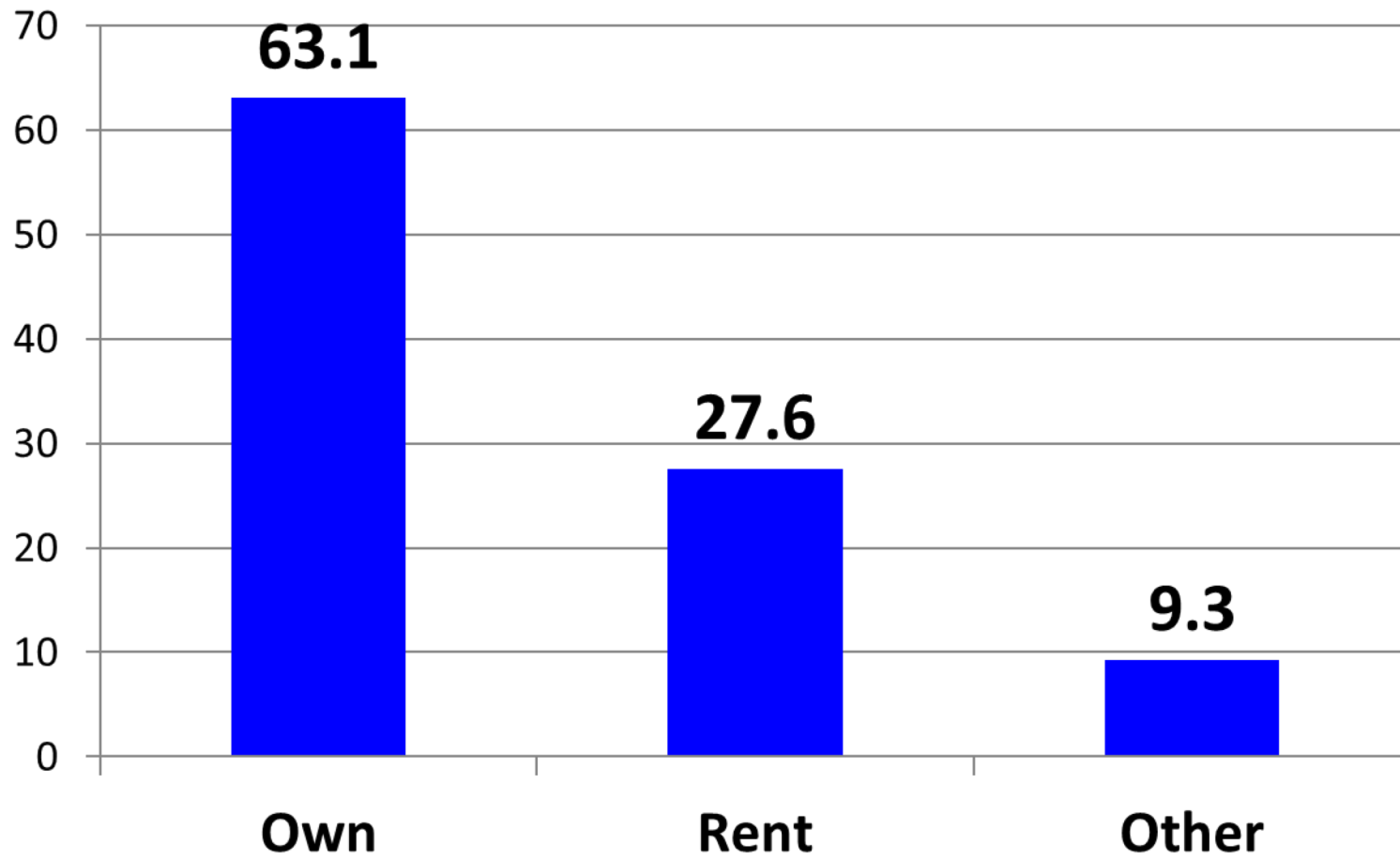
Distance Traveled to Attend the Air Show by Air Show Spectators, 2018 vs. 2008-2016 average



Home Ownership Statistics

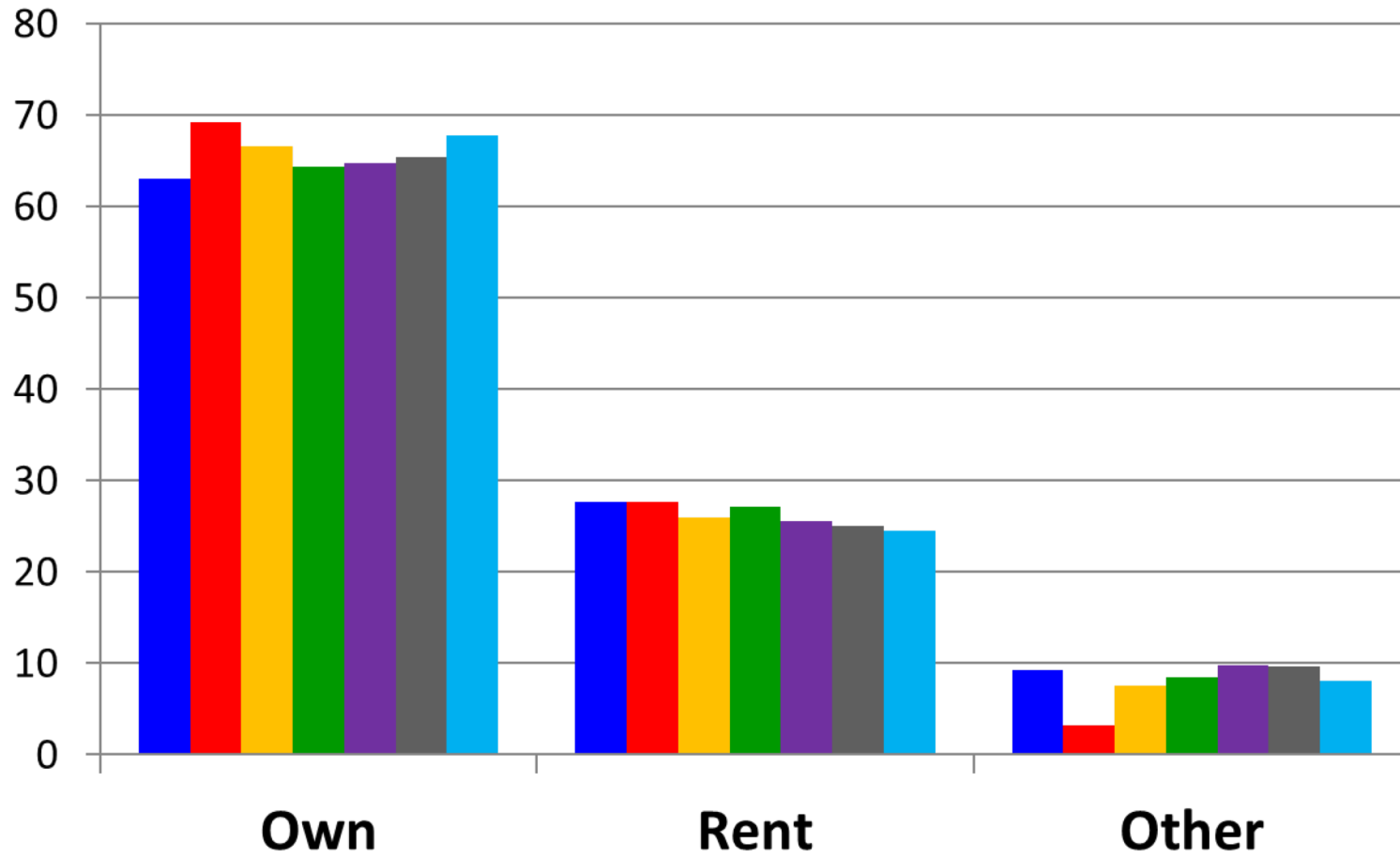


Home Ownership of Air Show Spectators, 2018 Only



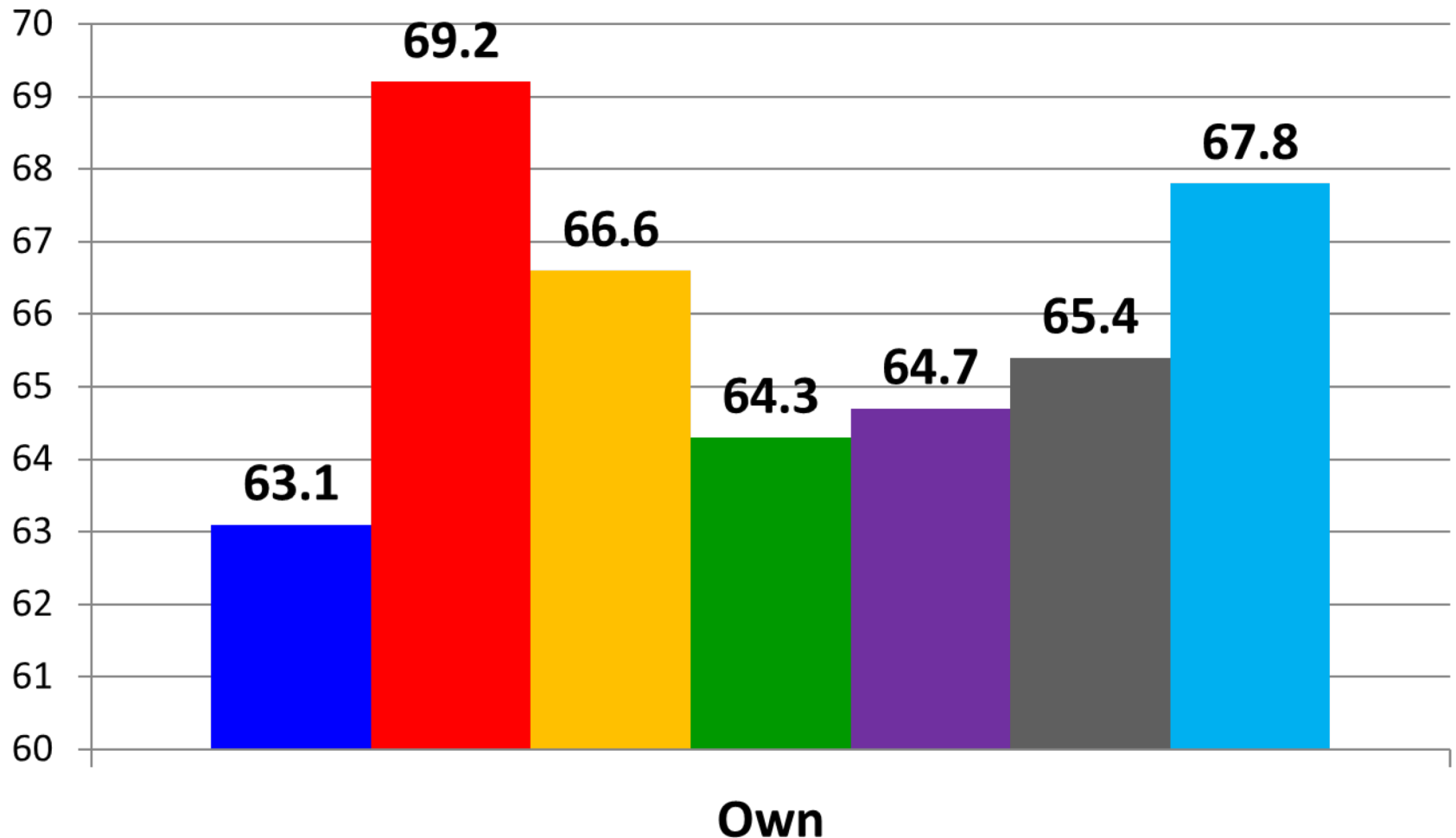
Home Ownership of Air Show Spectators,

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

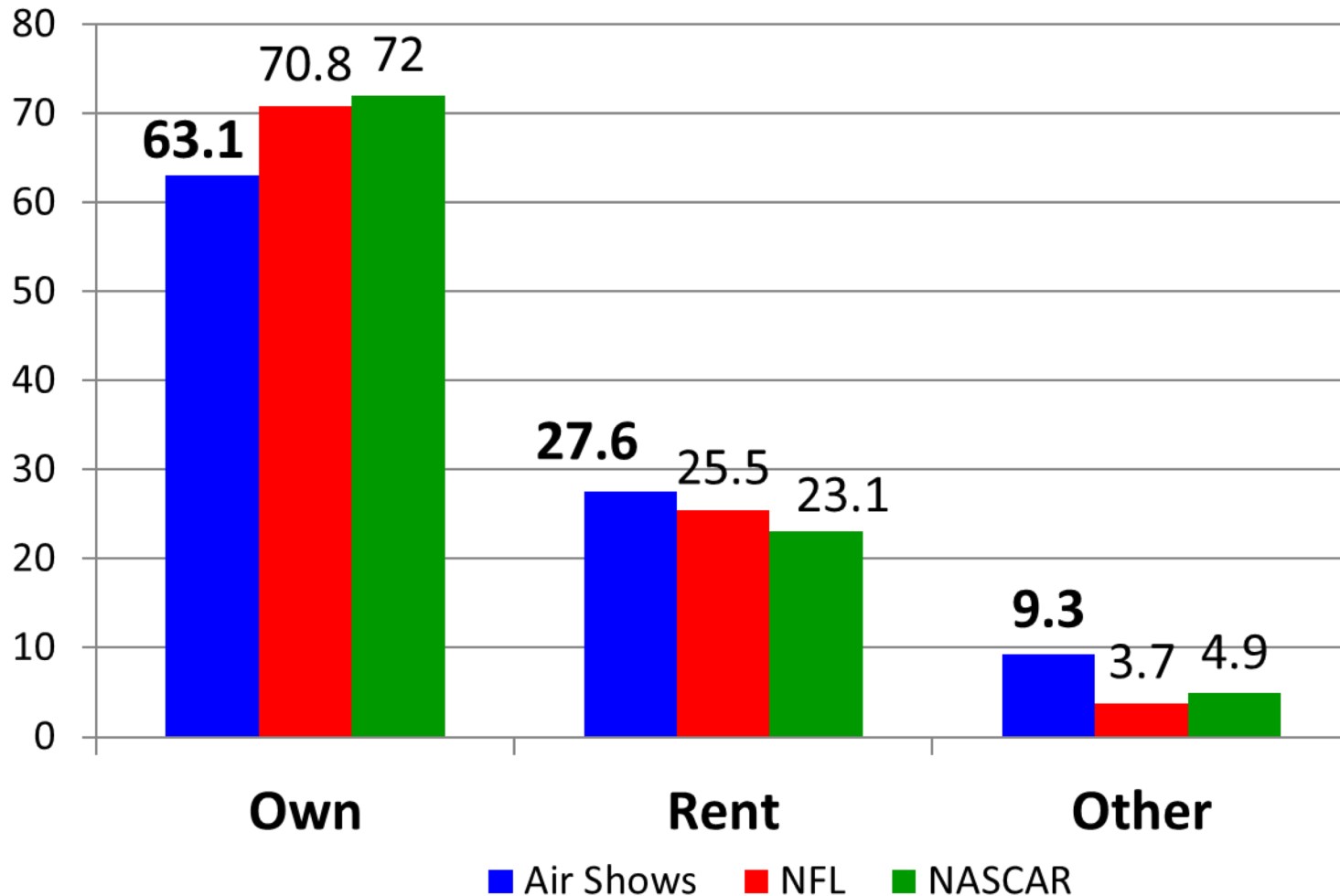


Home Ownership of Air Show Spectators,

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



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

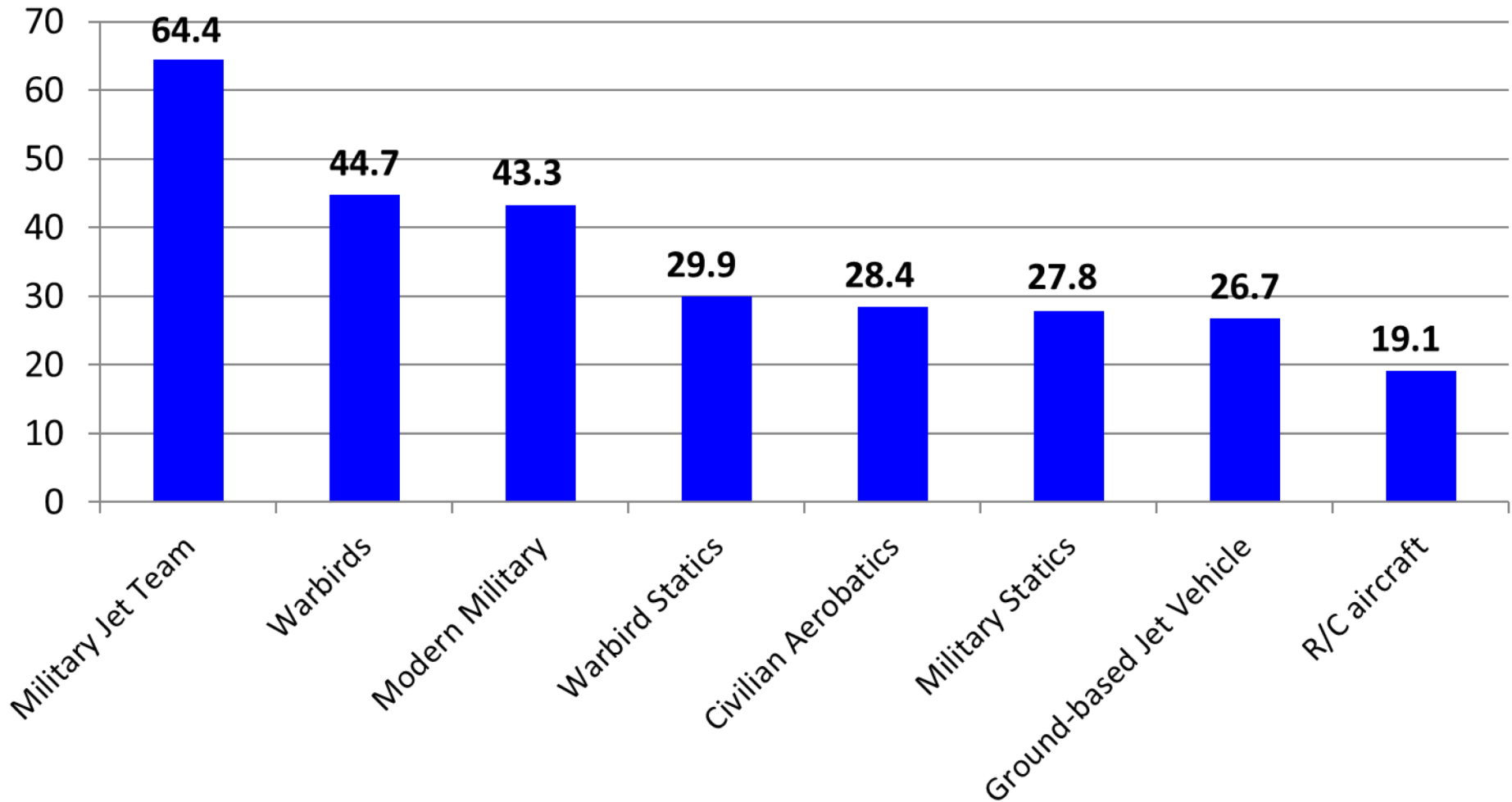




**What Were the
Main Attractions
at the Show?**

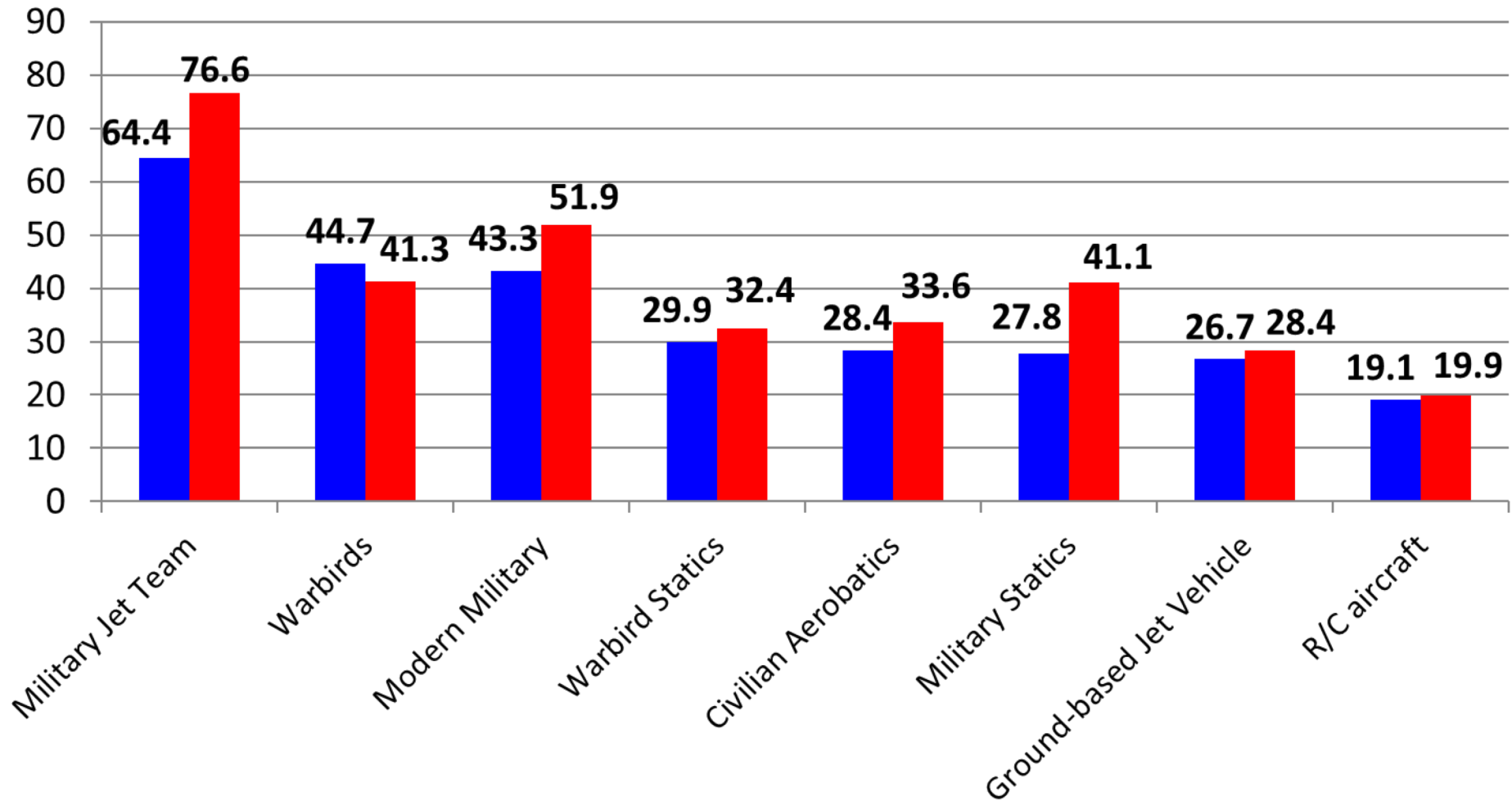
What were the main attractions for you at this air show?

2018 only



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

2018 vs. 2000-2016 Average

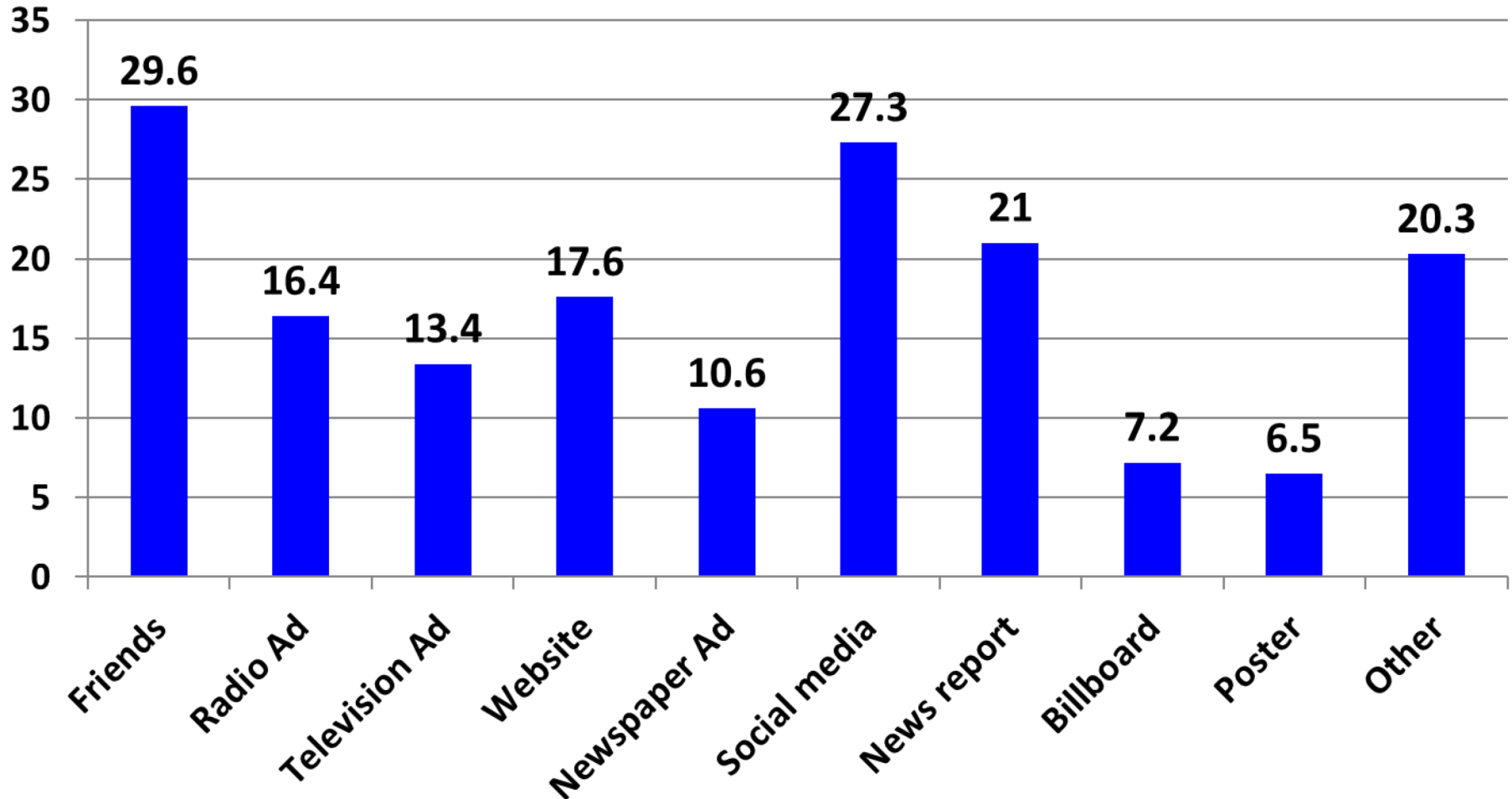


Marketing

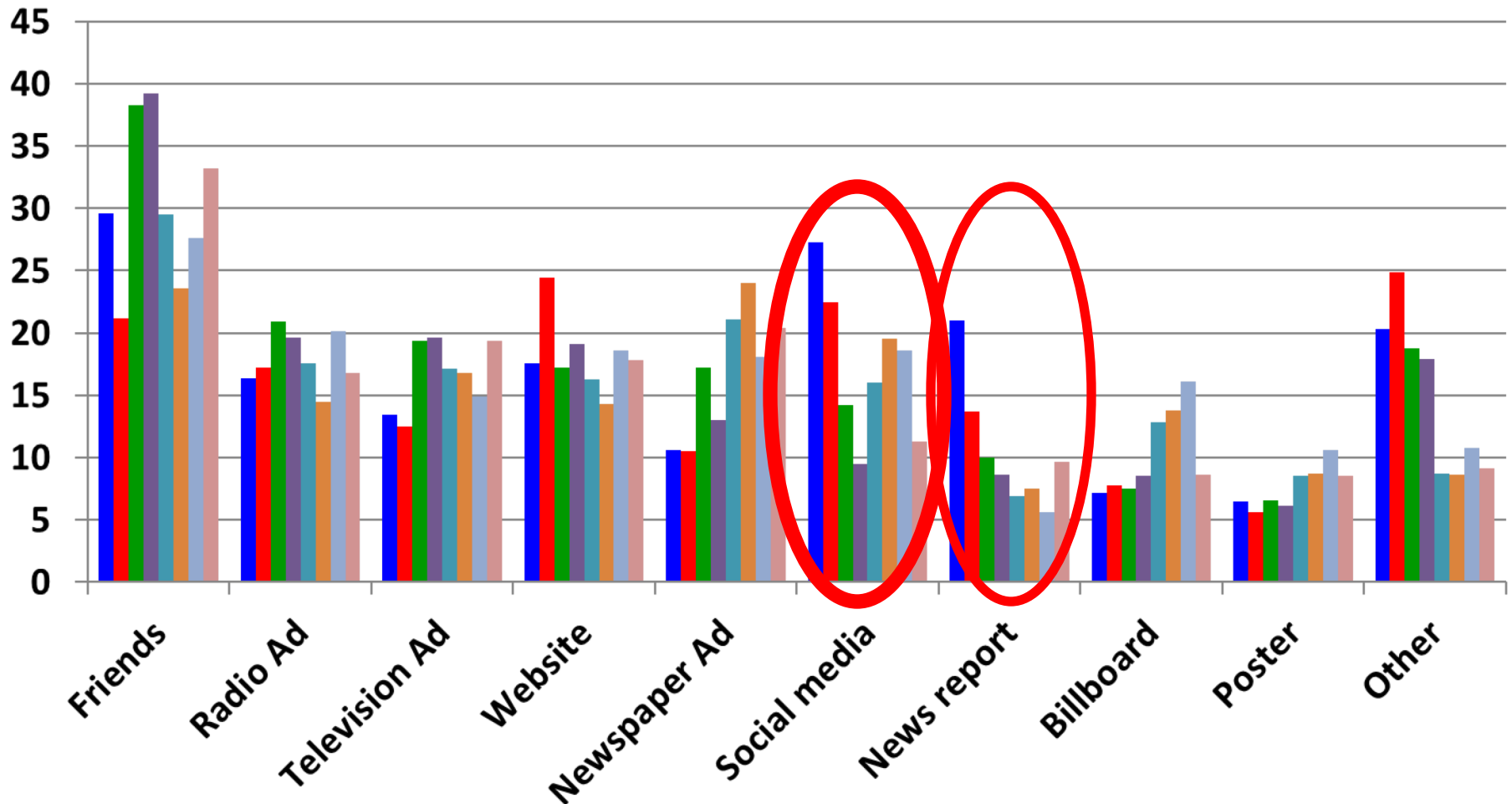


How did you hear about today's air show?

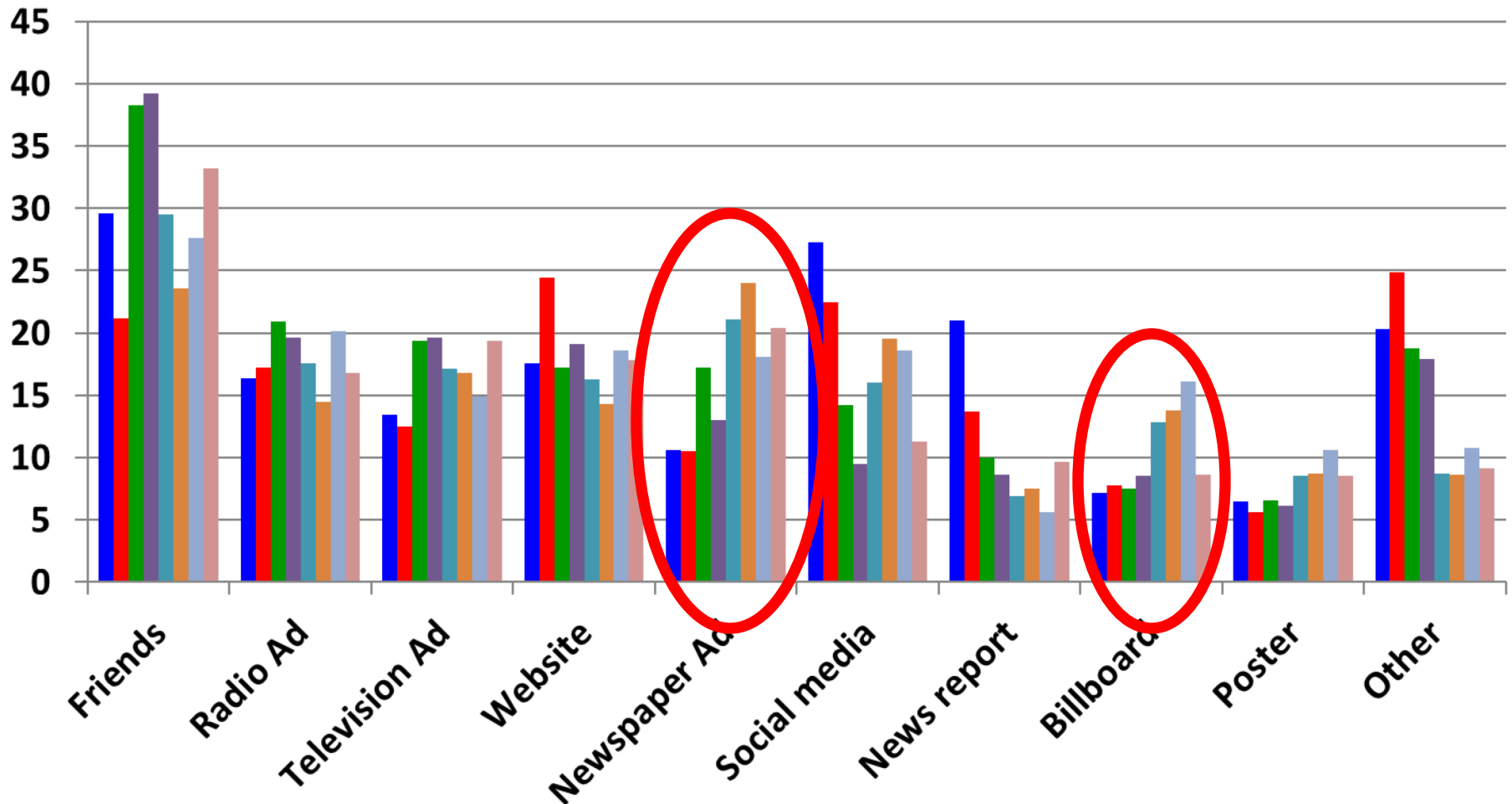
2018 only



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



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

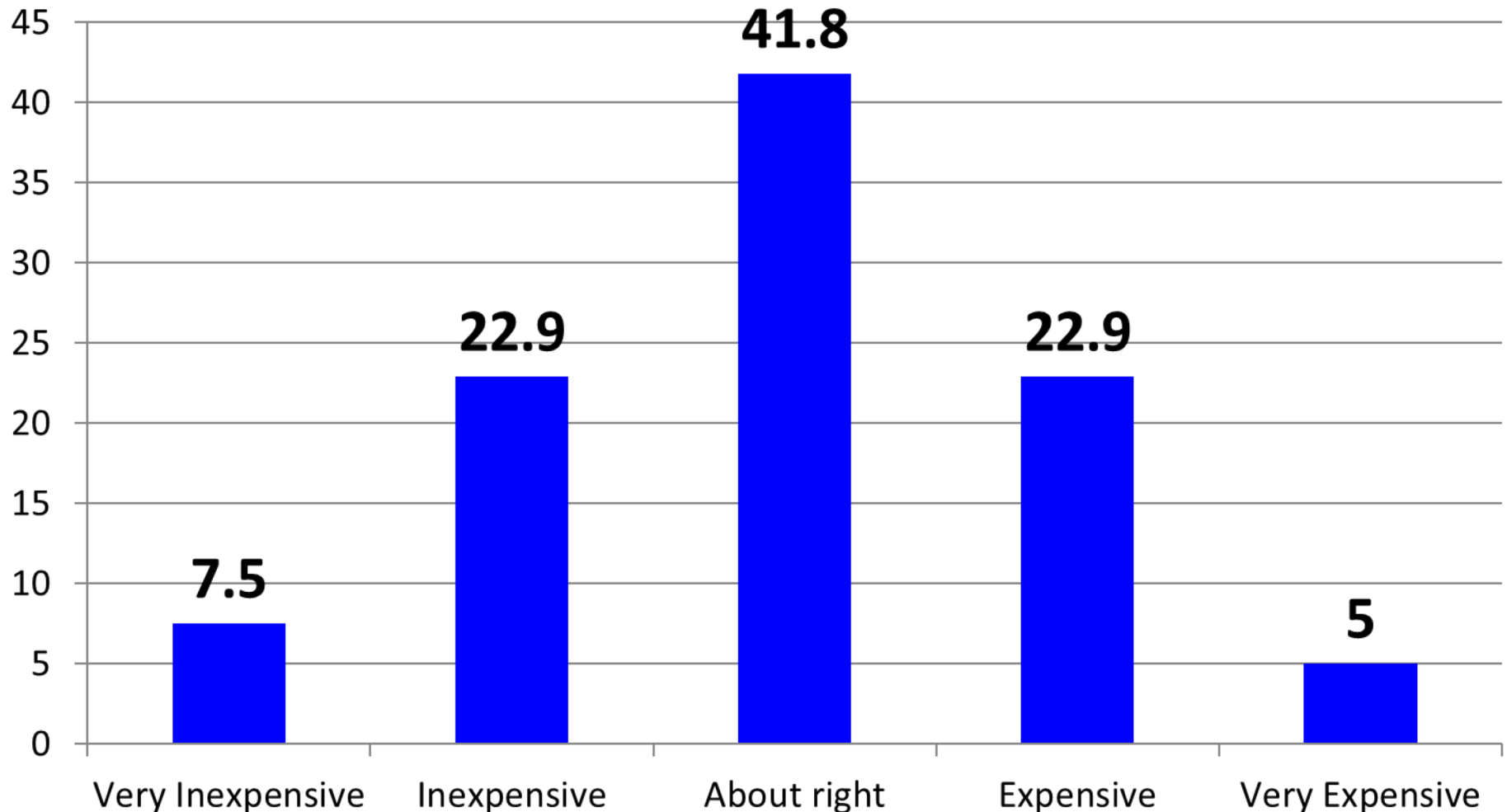




Ticket Price

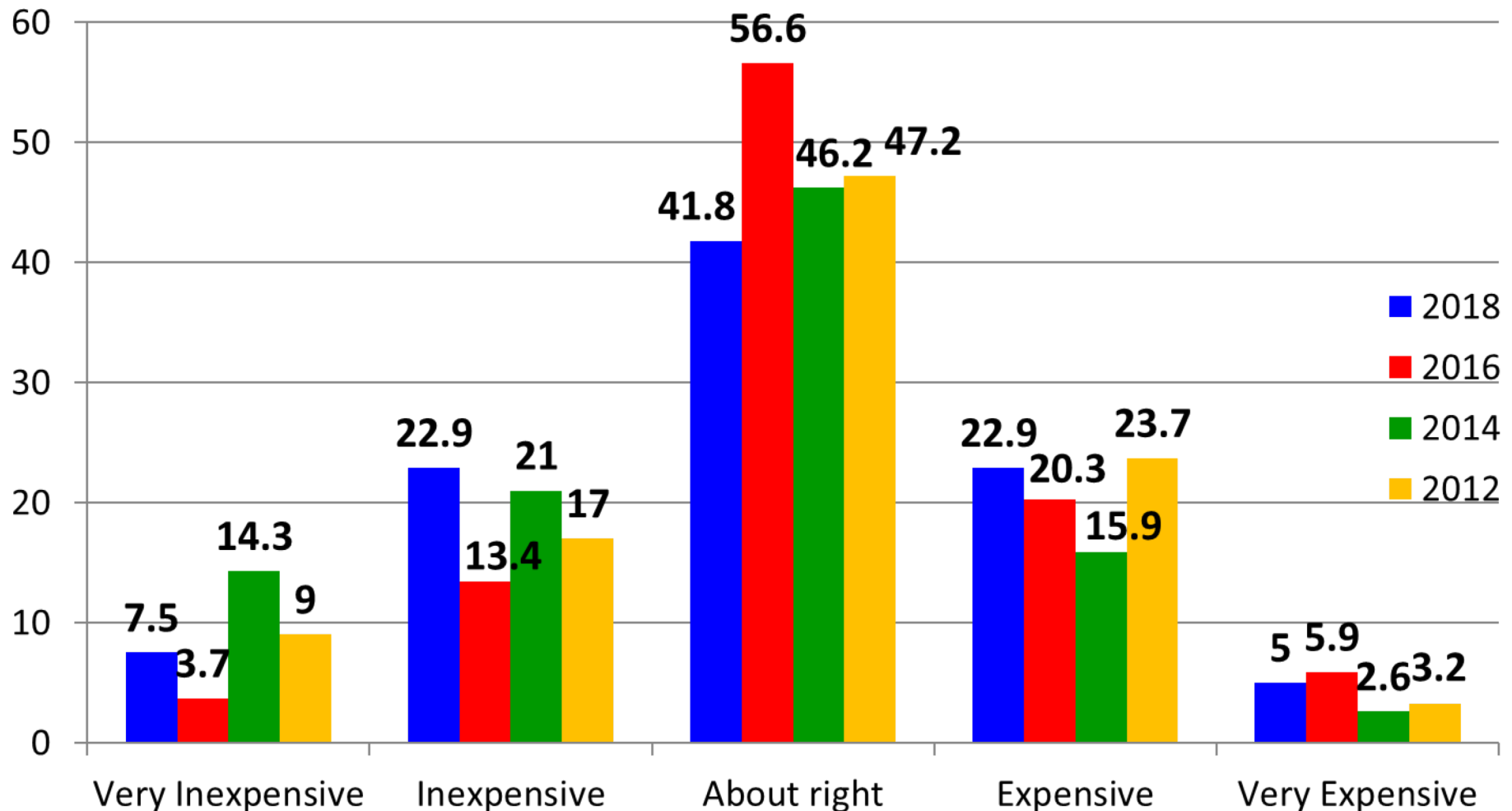
How would you describe the cost of your air show admission ticket?

2018 only



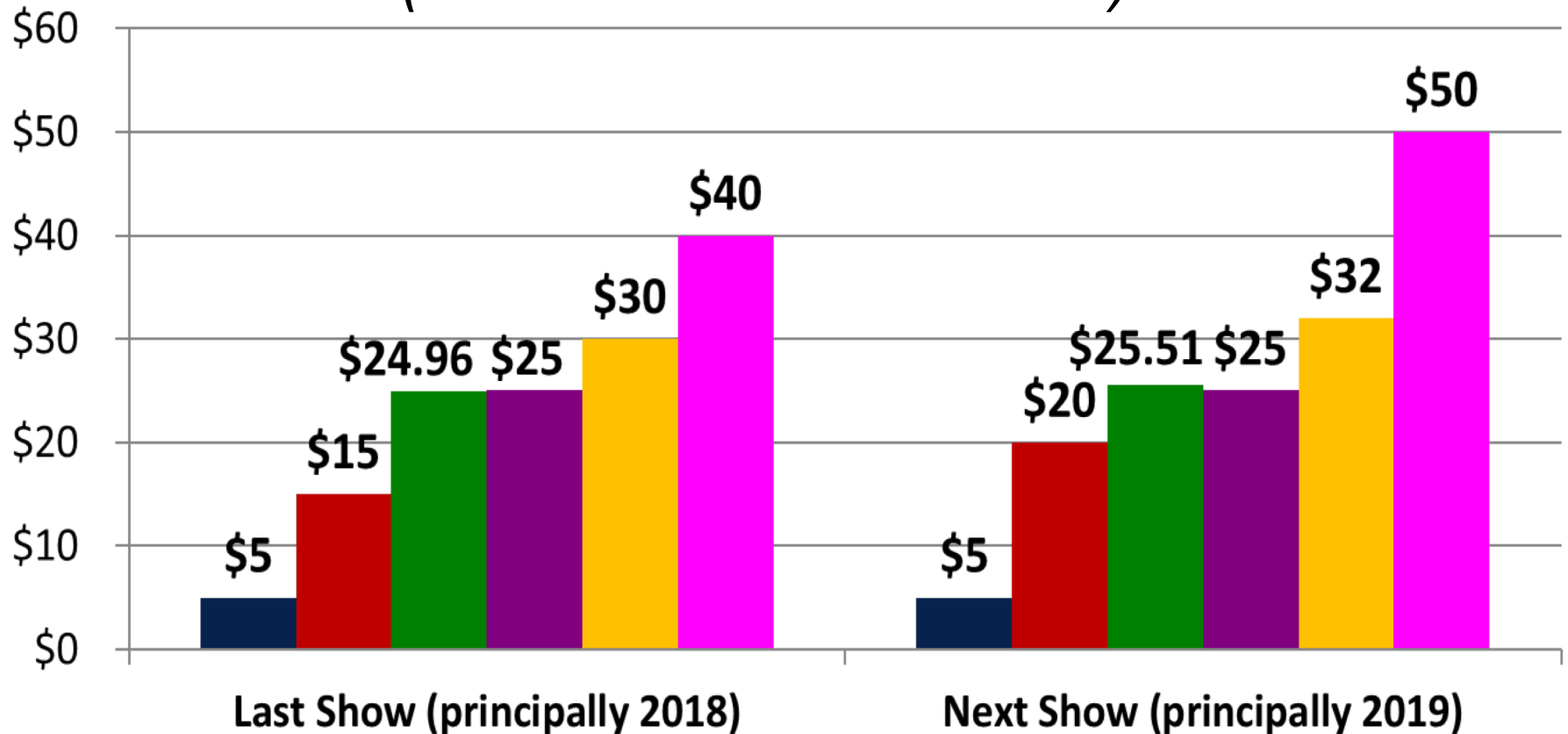
How would you describe the cost of your air show admission ticket?

2018 - 2012 responses



2018/2019 U.S. Air Show Ticket Prices

(last show vs. next show)



■ Lowest

■ 25th percentile

■ Mean

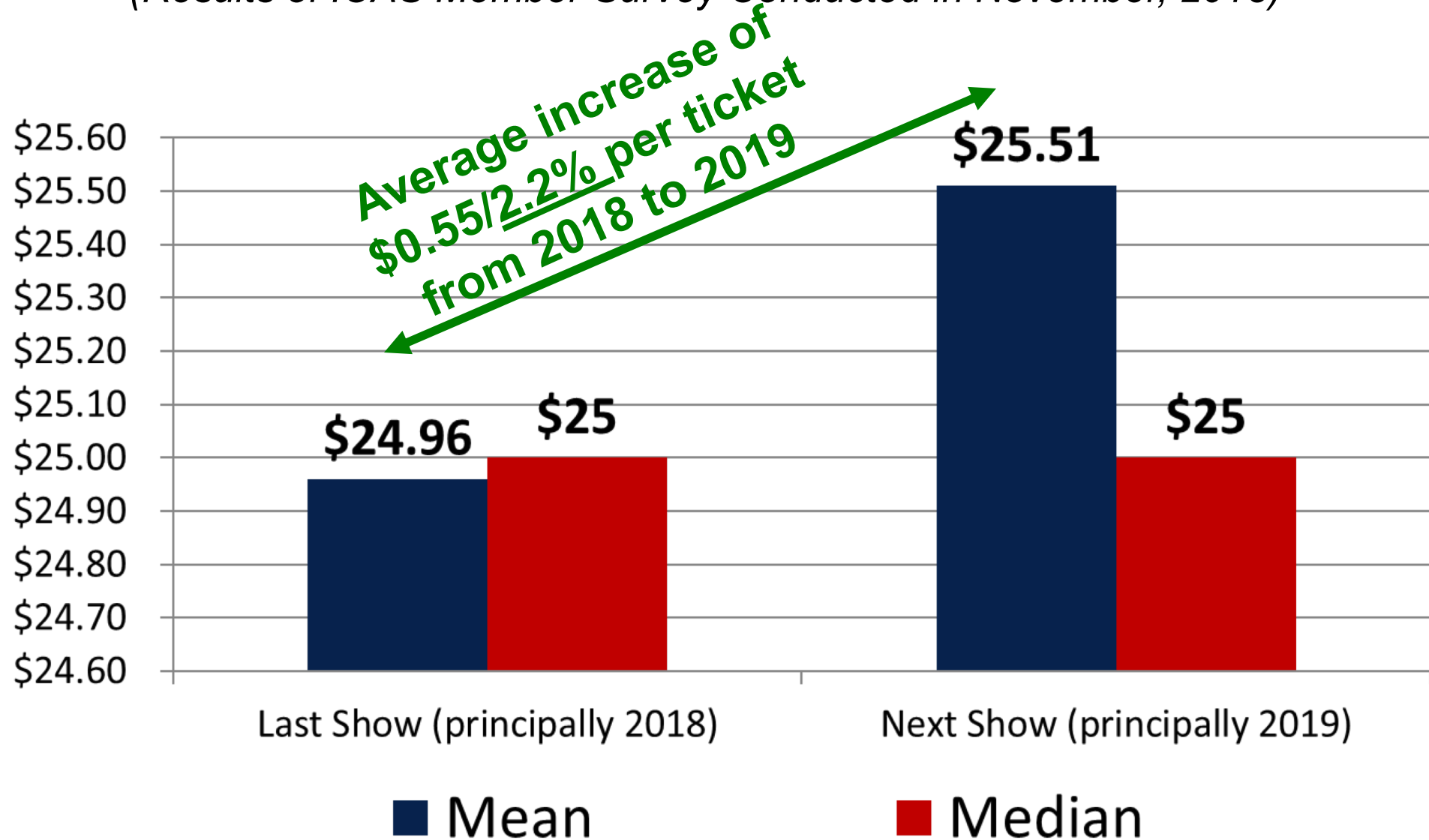
■ Median

■ 75th percentile

■ Highest

U.S. Air Show Ticket Prices

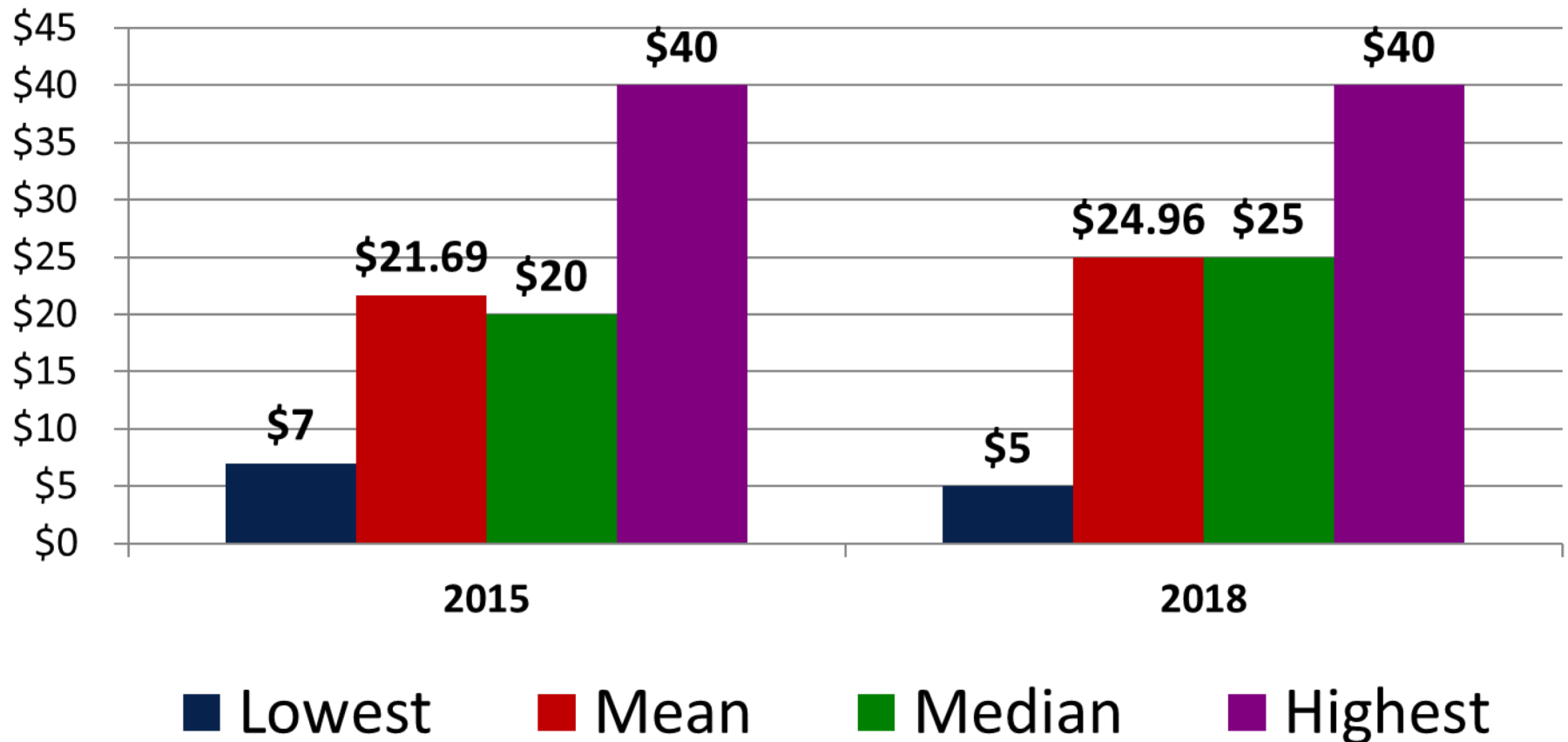
(Results of ICAS Member Survey Conducted in November, 2018)



U.S. Air Show Ticket Prices

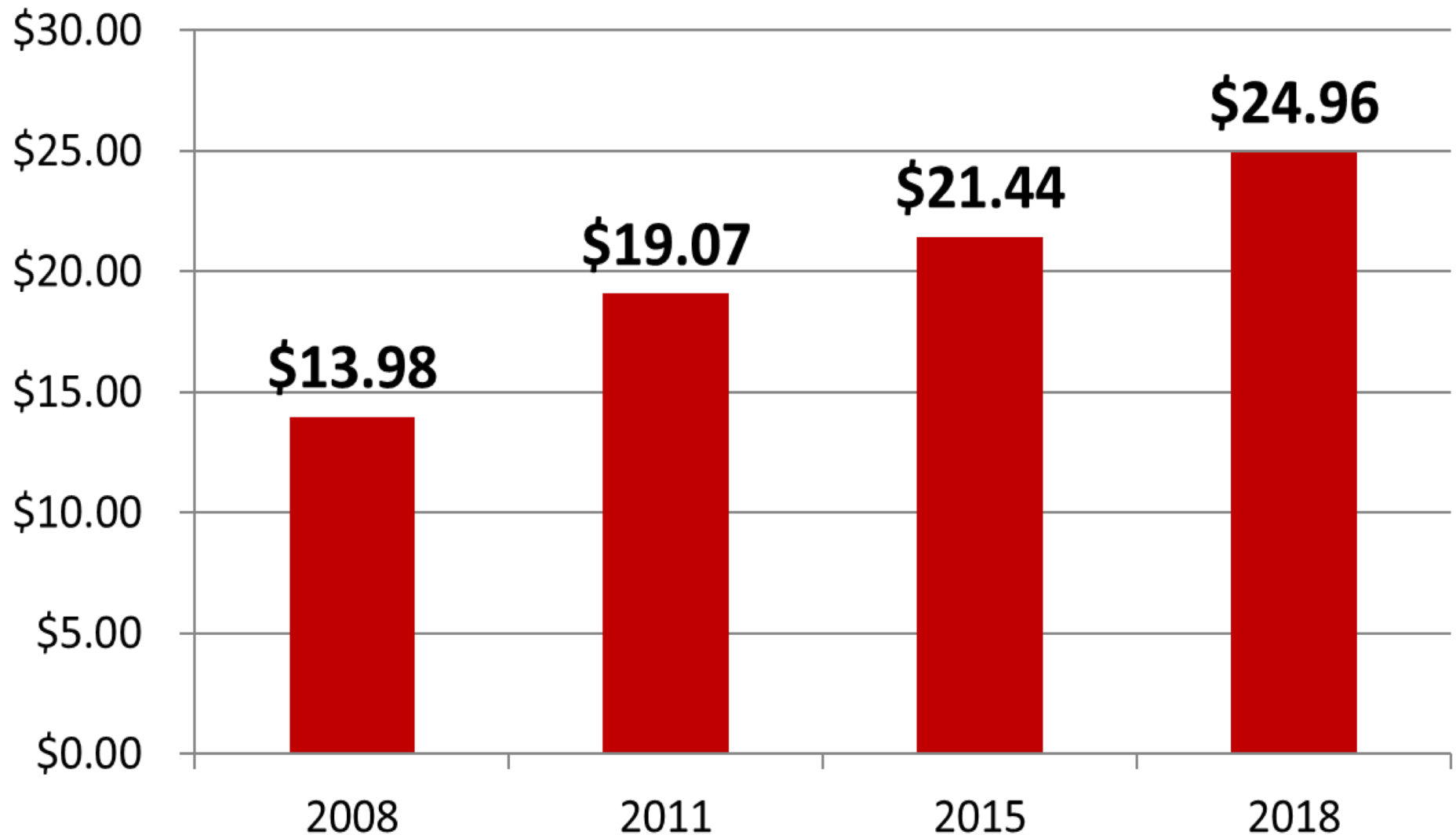
2015 vs. 2018

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



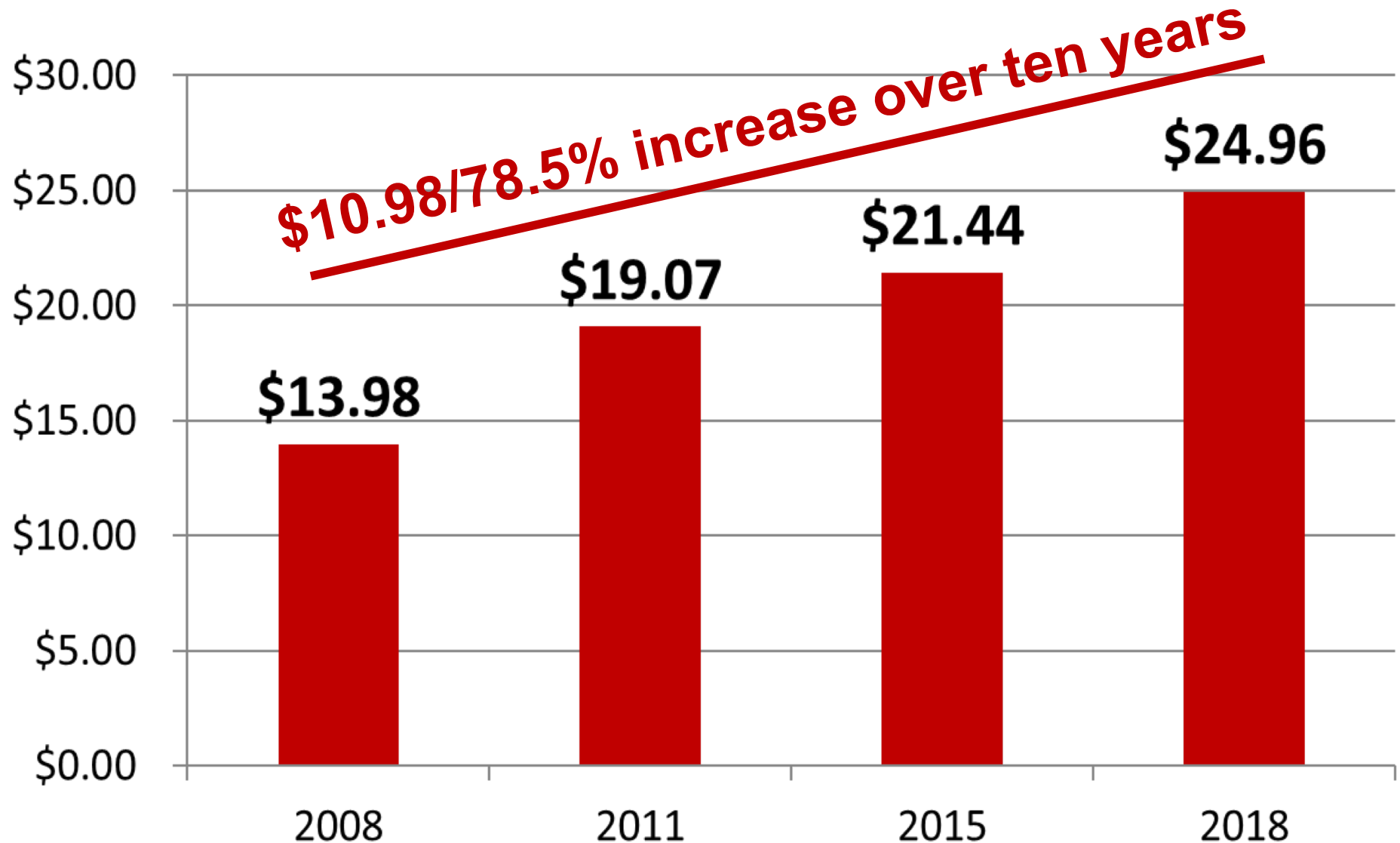
U.S. Air Show Ticket Prices, 2008-2018

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



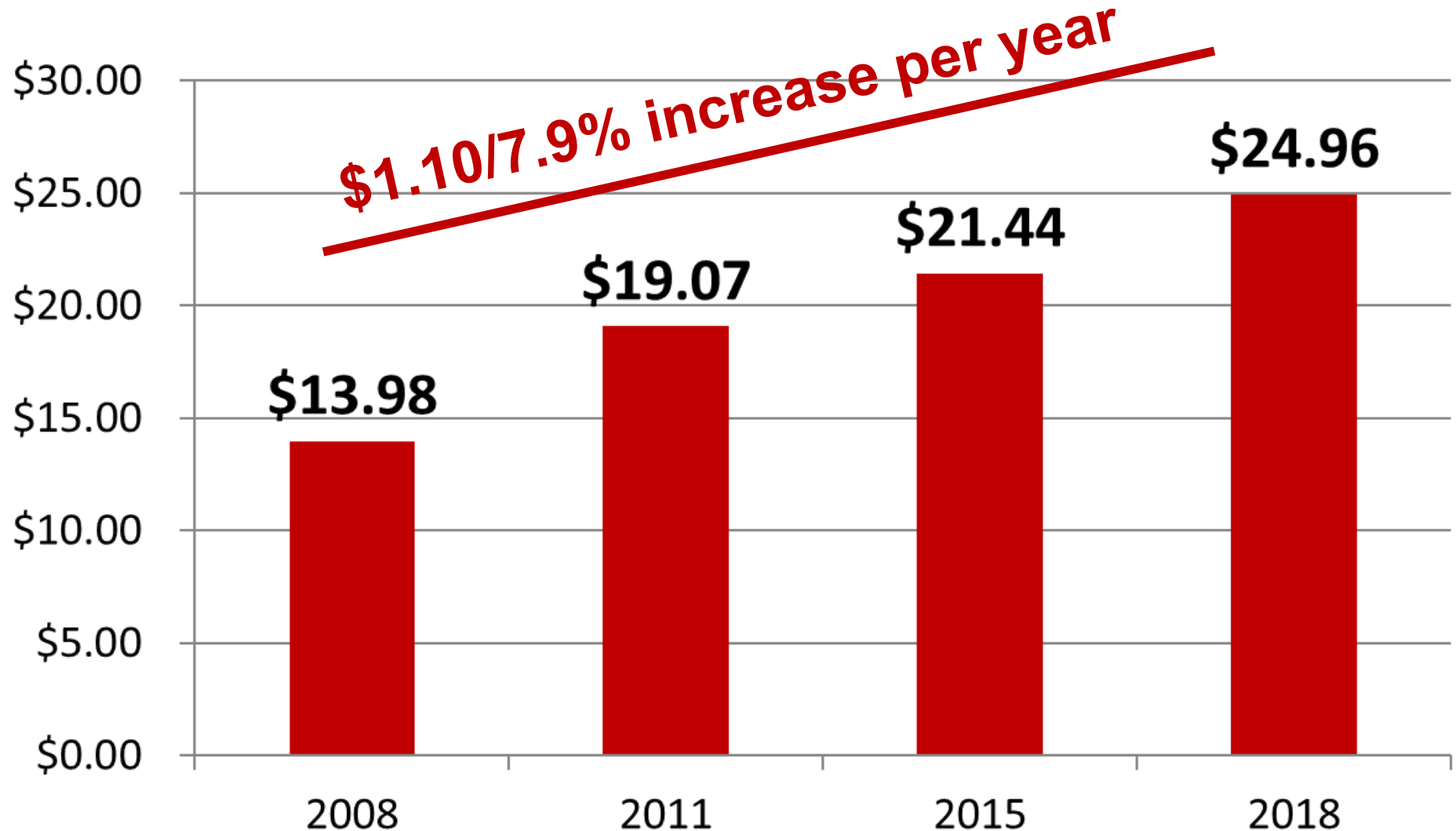
U.S. Air Show Ticket Prices, 2008-2018

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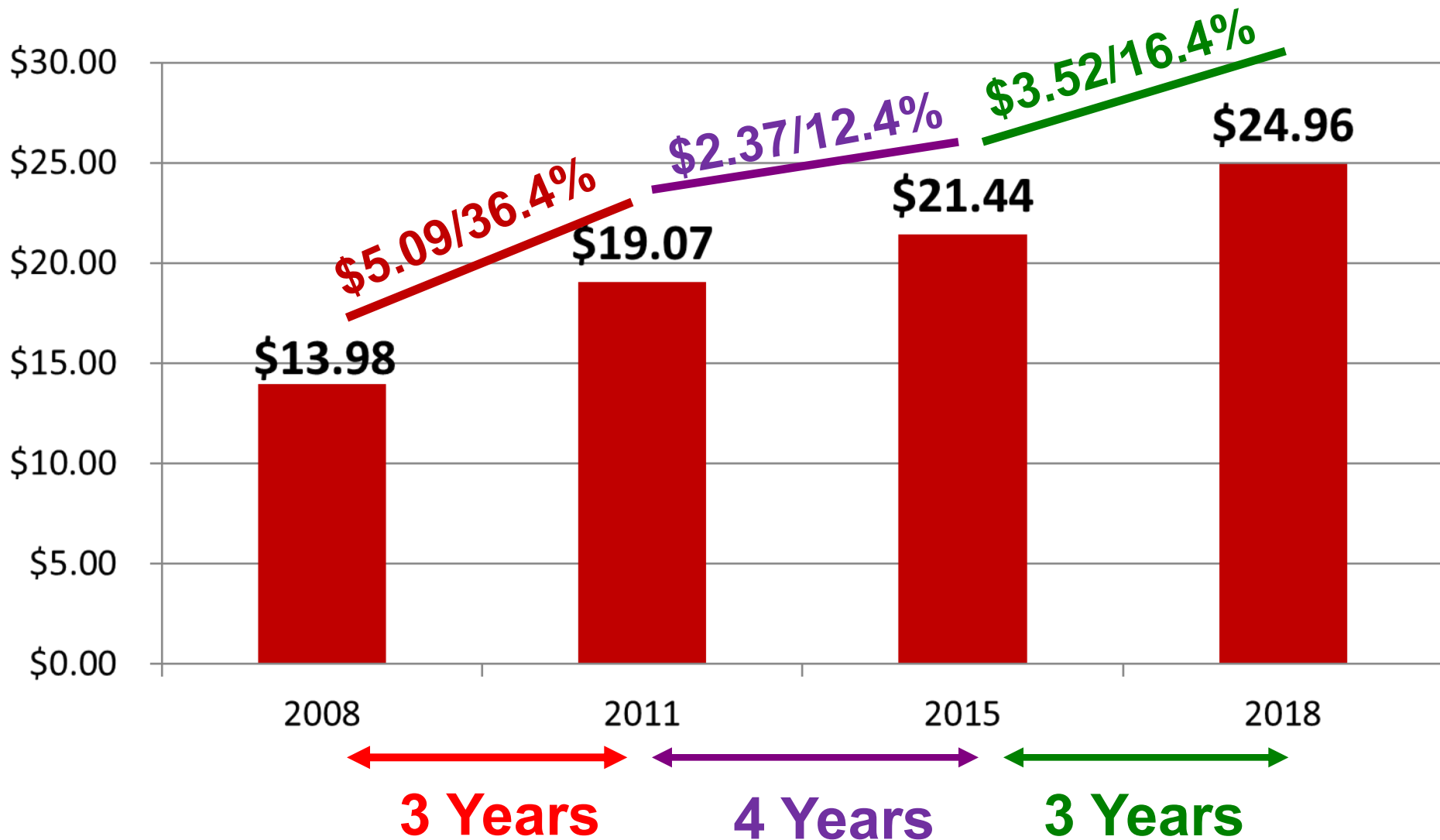
U.S. Air Show Ticket Prices, 2008-2018

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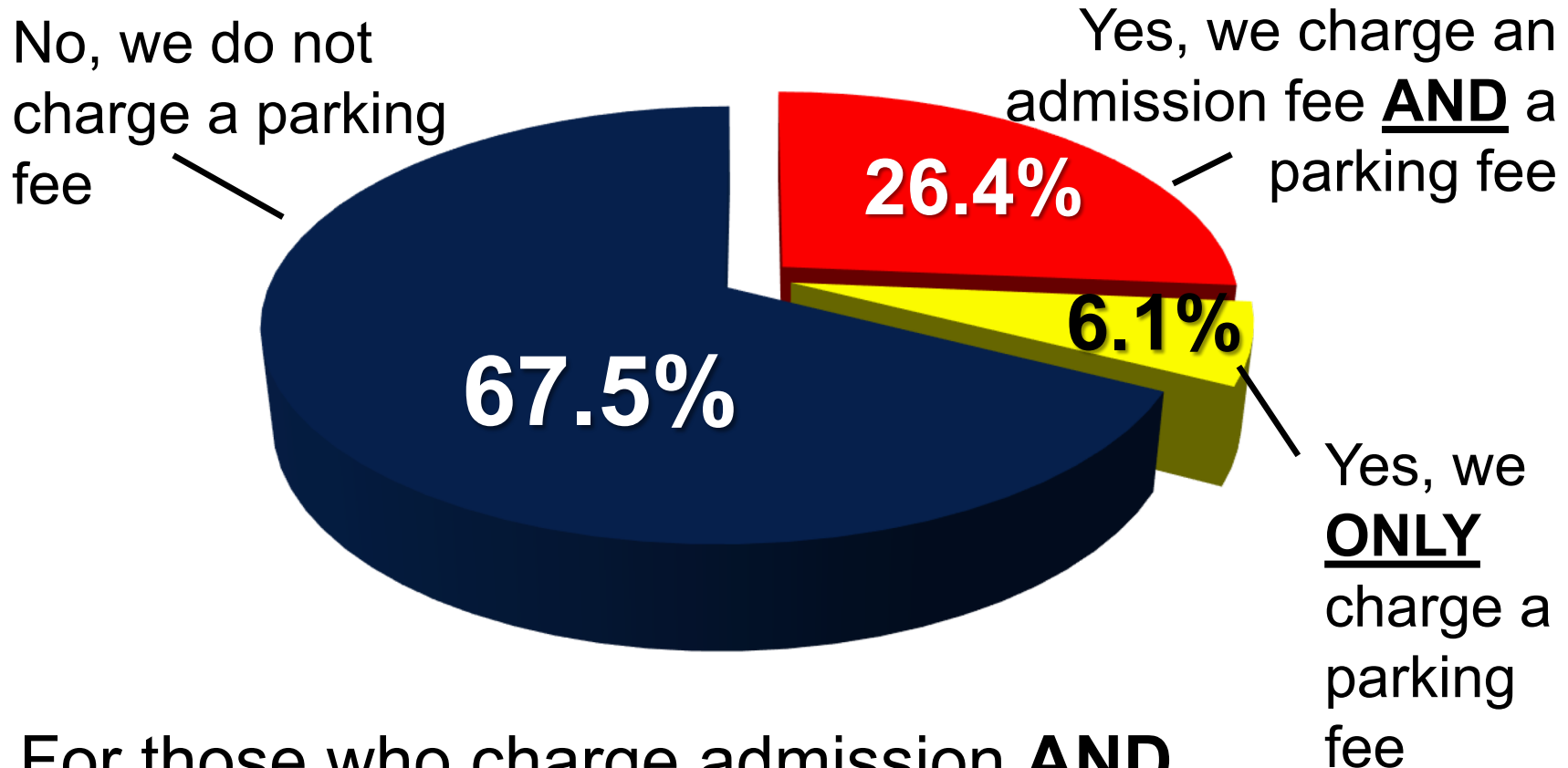


U.S. Air Show Ticket Prices, 2008-2018

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



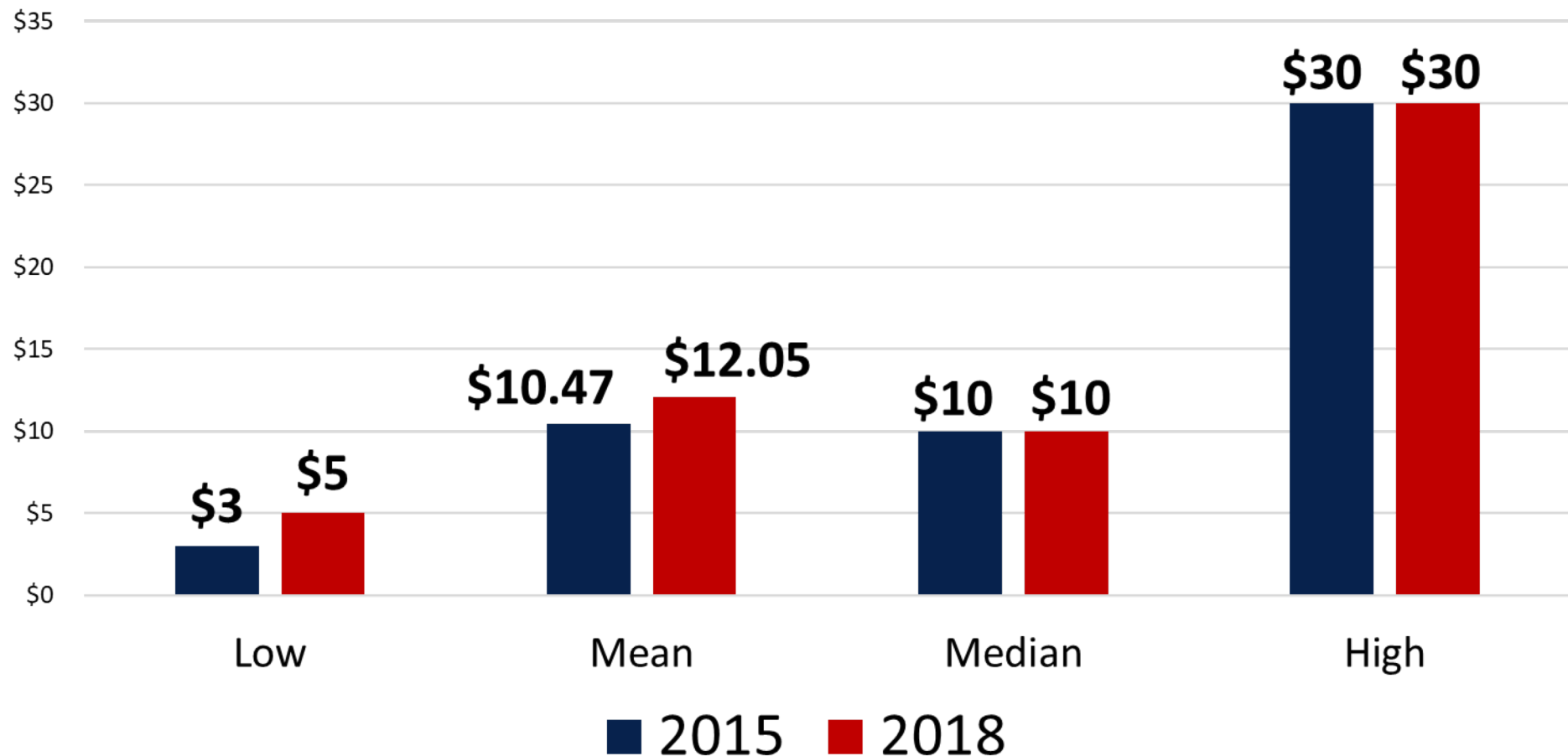
Does your air show charge a parking fee?



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?

