

2021^			
	Total:	1,499,774	Daytime Weather; High
Fri	9/17	81,993	Overcast, 73
Sat	9/18	103,128	Bright sun, 83
Sun	9/19	83,211	Sun, 76
Mon	9/20	57,257	Partly cloudy, 73
Tue	9/21	56,769	*** Sun, 76
Wed	9/22	37,242	77, Sun w/ early AM showers, PM sprinkles, breezy
Thur	9/23	37,604	Breezy, sun with clouds, intermittent showers 70s
Fri	9/24	46,923	AM Showers, Partly cloudy, sun, 70s
Sat	9/25	169,006	Sun, 70s
Sun	9/26	136,512	*** Sun, breezy with gusts, 70s
Mon	9/27	77,680	Sun, clouds mix, breezy, 71
Tue	9/28	37,974	Intermittent showers, overcast and cloudy
Wed	9/29	86,867	Sun, pleasant
Thur	9/30	77,961	Sun, pleasant
Fri	10/1	113,827	*** Sun, pleasant
Sat	10/2	177,238	* 60s, sunny
Sun	10/3	118,582	60s Overcast, rain late

		2020	2019		2018	
			<b>Total: 1,629,527</b>	<b>Daytime Weather</b>	<b>Total: 1,543,470</b>	<b>Daytime Weather</b>
Fri	Fair Cancelled		9/13 73,108	Partly Cloudy, High 71°	9/14 87,092	*** Sun, High 75°
Sat		9/14 100,147	Showers, 0.1" High 68°	9/15 118,627	*** Sun, High 84°	
Sun		9/15 81,334	Mostly Sunny, High 78°	9/16 68,577	Partly Cloudy, High 90°	
Mon		9/16 52,808	Partly Cloudy, High 66°	9/17 53,963	Sun, High 81°	
Tue		9/17 52,447	Sunny, High 64°	9/18 19,182	Rain 2.69" High 77°	
Wed		9/18 72,561	Partly Cloudy, High 67°	9/19 78,649	Cloudy, High 79°	
Thur		9/19 85,698	*** Partly Cloudy, High 70°	9/20 66,714	Partly Cloudy, High 70°	
Fri		9/20 89,269	Mostly Sunny, High 80°	9/21 75,617	Partly Cloudy, High 70°	
Sat		9/21 176,544	* Sunny, High 80°	9/22 172,659	* Cloudy, High 71°	
Sun		9/22 130,883	Mostly Sunny, High 81°	9/23 134,986	*** Overcast, High 62°	
Mon		9/23 67,891	Sunny, High 91°	9/24 78,003	Cloudy, High 57°	
Tue		9/24 69,002	Partly Cloudy, High 74°	9/25 17,218	Rain 1.92" High 58°	
Wed		9/25 89,124	*** Sun, pm/Shower, High 81°	9/26 72,465	Sun/pm Rain 1" High 81°	
Thur		9/26 78,017	Sun, pm/Shower, High 79°	9/27 105,084	*** Sun, High 72°	
Fri		9/27 112,988	*** Sun, High 75°	9/28 99,201	Rain am/Cloudy High 61°	
Sat	9/28 173,112	*** Partly Cloudy, High 72°	9/29 171,965	*** Sun, High 71°		
Sun	9/29 124,594	Sunny, High 73°	9/30 123,468	Sun, High 70°		

	2017		2016		
	<b>Total:</b>	<b>1,525,553</b>	<b>Total:</b>	<b>1,418,042</b>	<b>Record?</b>
Fri	9/15	70,864	9/16	86,204	<b>RECORD</b>
Sat	9/16	112,377	9/17	116,602	<b>RECORD</b>
Sun	9/17	73,211	9/18	50,297	
Mon	9/18	51,069	9/19	35,851	
Tue	9/19	24,093	9/20	56,424	<b>RECORD</b>
Wed	9/20	42,006	9/21	65,781	
Thur	9/21	85,019	9/22	65,209	
Fri	9/22	88,004	9/23	79,877	
Sat	9/23	171,897	9/24	163,483	
Sun	9/24	113,742	9/25	132,041	<b>RECORD</b>
Mon	9/25	77,141	9/26	78,412	
Tue	9/26	67,544	9/27	68,468	
Wed	9/27	81,753	9/28	84,987	
Thur	9/28	89,905	9/29	84,111	<b>RECORD</b>
Fri	9/29	109,871	9/30	58,692	
Sat	9/30	129,849	10/1	94,758	
Sun	10/1	137,208	10/2	96,845	

# Demographic & Geographic Data

## GUEST ORIGIN

MASSACHUSETTS	39.4%
CONNECTICUT	46.5 %
OTHER NEW ENGLAND & NY	11.2%
OUT OF THE AREA	2.9%



## AGE

18 – 24	8%
25 – 34	11%
35 – 44	14%
45 – 54	27%
55 – 64	21%
65+	18%

## INCOME

UNDER \$25,000	4%
\$25,000 - \$49,999	11%
\$50,000 - \$74,999	21%
\$75,000 - \$99,999	20%
\$100,000 +	44%

**Figure 1 Source: Big E Fair Demographic and Geographic Data (2019 Independent Market Research Study, shared from ESE in 2021)**