

IOWA AG EXPO

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**INEDA**

# ATTENDEE DEMOGRAPHIC INFORMATION

— IOWA AG EXPO

The average attendance at the Iowa Ag Expo every year is **18,000-24,000**. This infographic shows some key demographic information collected from those attendees.

**88%**  
of attendees were from Iowa

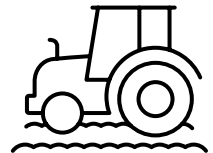
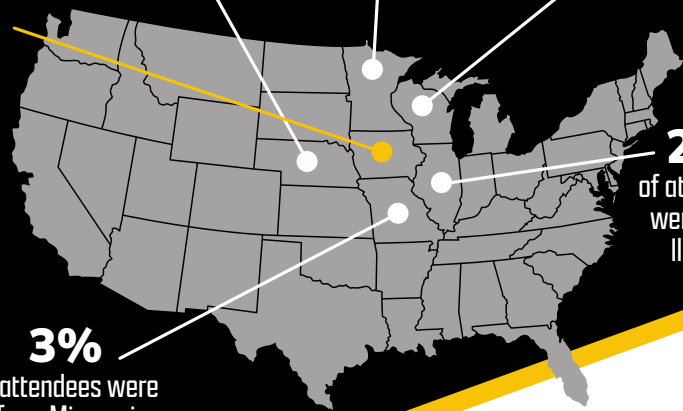
**1%**  
of attendees were from Nebraska

**4%**  
of attendees were from Minnesota

**2%**  
of attendees were from Wisconsin

**3%**  
of attendees were from Missouri

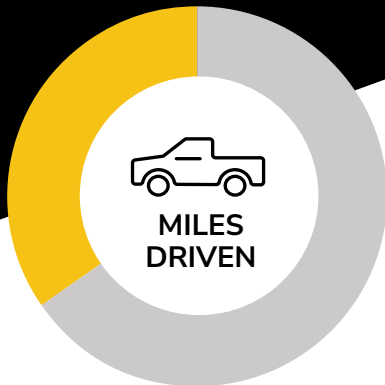
**2%**  
of attendees were from Illinois



**35.4%** of attendees farmed over 1,200 acres.

The average acres farmed was **1,354**.

The estimated total acres farmed by attendees was **5,743,668**.



**74.8%**  
Drove over 50 miles to attend.

**39.5%**  
Drove over 100 miles to attend.



**16.9%**  
were 1st time attendees.



**44.3%**  
of attendees raised cattle, while 48.1% did not raise any livestock.



**15.4%**  
of attendee raised hogs.



**8.1%**  
of attendees raised poultry.

**92.9%** of attendees raised corn



**88.4%** of attendees raised soybeans



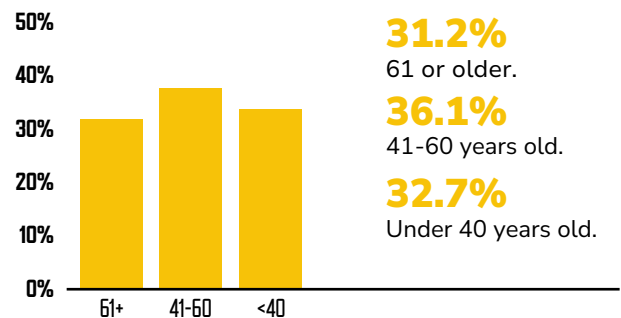
**37.3%** of attendees raised alfalfa



**5.5%** of attendees raised wheat



## Age Breakdown of Producers in Attendance.



**31.2%**  
61 or older.

**36.1%**  
41-60 years old.

**32.7%**  
Under 40 years old.