

# Survey Results: Pass Options

**Survey Info** - This survey was sent on behalf of Orange County Fair & Event Center to the FlashVote community for OC Fair Neighbors, CA.

These FlashVote results are shared with local officials

## 487

**Total Participants**

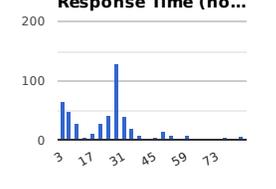
102 of 273 initially invited (37%)  
385 others

Margin of error: ± 10%

Applied Filter:  
**Locals only**

Participants for filter:  
**61**

**Response Time (ho...**



Started:  
**Nov 28, 2022 10:58am PST**

Ended:  
**Dec 1, 2022 11:00pm PST**

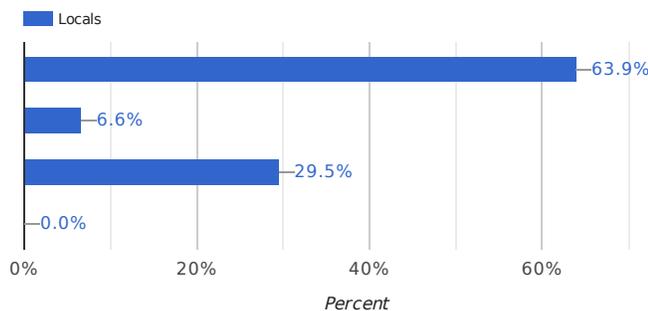
Target Participants:  
**All OC Fair Neighbors**

**Q1** The OC Fair is considering possible future season pass features and benefits that will be different from the Super Pass of previous years.

In the last five years have you ever purchased a Super Pass?

(61 responses by )

Options	Locals (61)
No	63.9% (39)
Yes, and I generally used it maybe 3 times a fair season or less	6.6% (4)
Yes, and I generally used it maybe 4 times a fair season or more	29.5% (18)
Not Sure	0.0% (0)



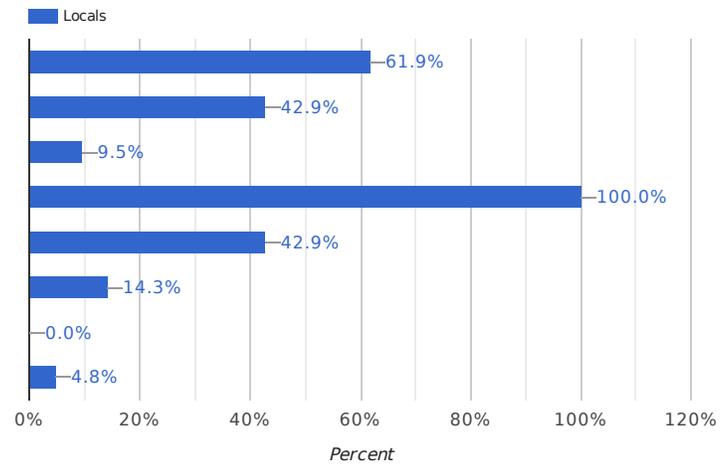
**Q2** Why did you not purchase a Super Pass in the last five years? (You can choose up to TWO, if any)

(39 responses by )

Options	Locals (39)
Don't go to the OC Fair at all	5.1% (2)
Only go to the OC Fair once or twice a year	41.0% (16)
Price was too high	12.8% (5)
Didn't think I'd use the other perks (besides admission)	23.1% (9)
Wasn't available when I wanted to buy it	7.7% (3)



Options	Locals (21)
Discounts to ticketed events during the Fair (Action Sports Arena, The Hangar, Pacific Amphitheatre)	61.9% (13)
OC Fair food and beverage discounts	42.9% (9)
OC Fair merchandise (non-food) discounts	9.5% (2)
Every day admission to the annual OC Fair	100.0% (21)
Exclusive rapid entry lane into the OC Fair	42.9% (9)
All of these benefits were equally important	14.3% (3)
None of these were that valuable to me	0.0% (0)
Other:	4.8% (1)

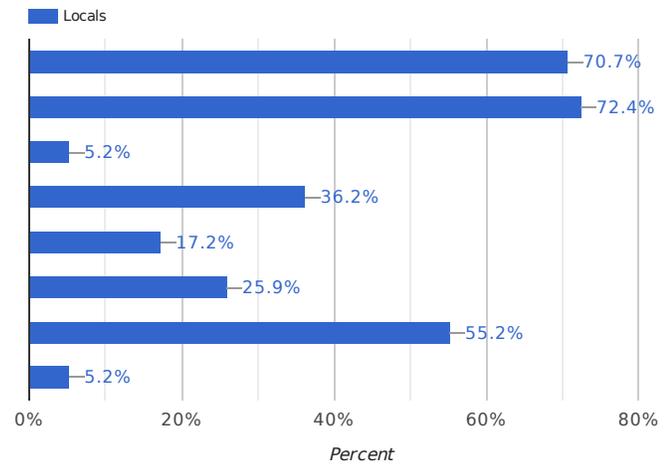


animals hanger big happy  
option discounts wheel family back  
know aware every seasonal  
didn't go pass day spend  
place never super bring  
ride shows shopping na year fair

Free ride on the big wheel

**Q4** Which of the following potential pass features would be most valuable to you, if any? (You can choose up to FOUR, if any)  
(58 responses by )

Options	Locals (58)
Visit any day without advance ticket purchase	70.7% (41)
Discounts to shows and concerts	72.4% (42)
Collectible pin/button/lanyard included	5.2% (3)
VIP access to a 21-and-over lounge	36.2% (21)
An exclusive passholder appreciation event	17.2% (10)
A carnival discount	25.9% (15)
Early access to buying tickets or premium seats to shows/concerts	55.2% (32)
Other:	5.2% (3)



What happened to veteran passes?

Food discount

Bring back the rest of the Fair that has been missing for the past 3 years

**Q5** For the 2023 OC Fair the adult single-day admission ticket price will be \$13 on weekdays (Wednesdays and Thursdays), \$15 on weekends (Friday through Sunday) and there will be limited capacity each day with advance ticket sales required. Seniors and youth are \$9 all





I've been a super pass holder and local resident of the neighborhood directly next to the fairgrounds. It was deeply concerning last year that the super pass was not available, especially considering how almost all activities (carnival rides, etc.) doubled in cost. I honestly do NOT see myself returning to the fair in the future without the ability to purchase a season pass, as it's a great inconvenience for me...especially living next door to the fair.

Better traffic control in local neighborhoods during peak hours

We have bought 4 passes every year for the last 10 years. We spend a lot of money on food and drinks, including beer and wine. I think if your pass prices were lower, you would sell more and have more people spending money on food and drinks. We frequently would decide last minute to stop by and get a bite to eat and next thing you know, \$80 bucks has been spent. I think you are better off lowering the pass prices. Thanks for asking 😊

I have always appreciated and used the Neighbor passes. I get the max every year & use them.

Bring them back this next year !

Looking forward to the fair this year! Please bring back the pass!

Driving vendors out with lack of attendance. Get people in the gate

Give back the free 20 tickets to the sounding community that live close to the fairgrounds. This community loves and respects this fair more than any other neighborhoods.

Don't close early on Tuesdays and Wednesdays

As mentioned, we've always bought super passes and would attend at least 4 days a week and would spend thousands during the fair. The last 2 years without super passes we attended once a week and spent considerably less...

We had purchased these for us and our adult children as Christmas presents before COVID. We live near by and it was always great to go for the evening or gather with friends and family.

Not the pass, but new food options would be wonderful...like other fairs

Nope

Control parking in surrounding. Neighbor hoods better

[Additional survey reports](#)