

# 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:  
**Age**  
Participants for filter:  
**182**

**Response Time (ho...**



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

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

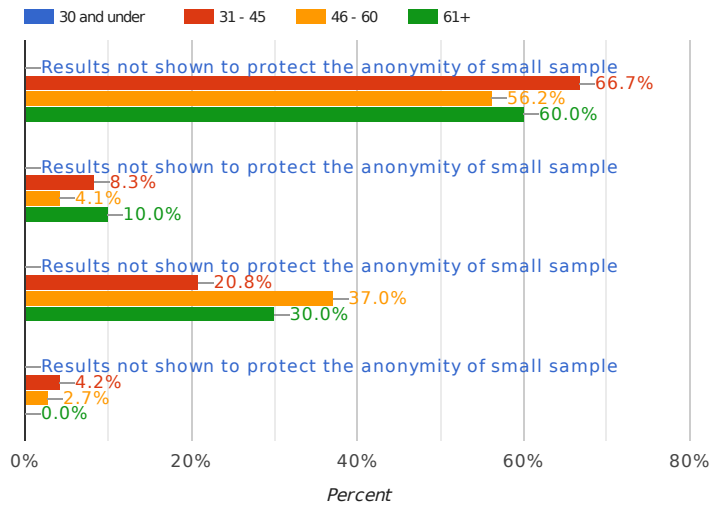
Target Participants:  
**All OC Fair Neighbors**

**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?

(182 responses by )

Options	30 and under (5)	31 - 45 (24)	46 - 60 (73)	61+ (80)
No	Results not shown to protect the anonymity of small sample	66.7% (16)	56.2% (41)	60.0% (48)
Yes, and I generally used it maybe 3 times a fair season or less	Results not shown to protect the anonymity of small sample	8.3% (2)	4.1% (3)	10.0% (8)
Yes, and I generally used it maybe 4 times a fair season or more	Results not shown to protect the anonymity of small sample	20.8% (5)	37.0% (27)	30.0% (24)
Not Sure	Results not shown to protect the anonymity of small sample	4.2% (1)	2.7% (2)	0.0% (0)

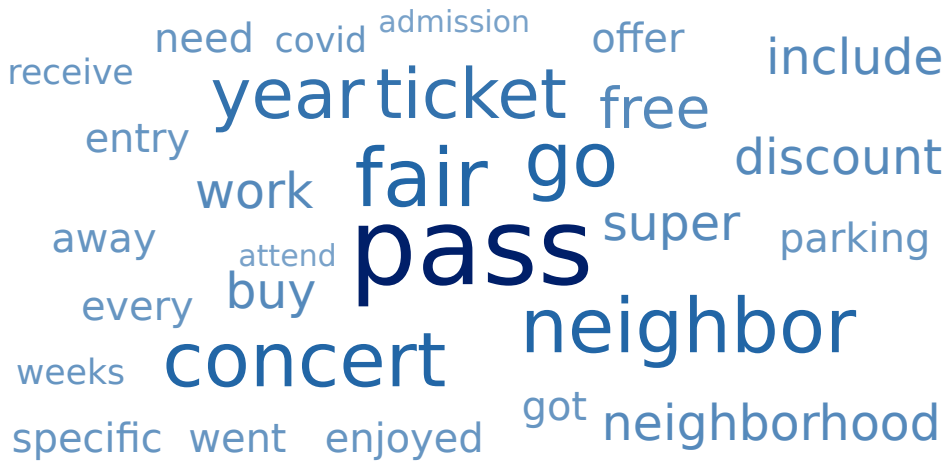
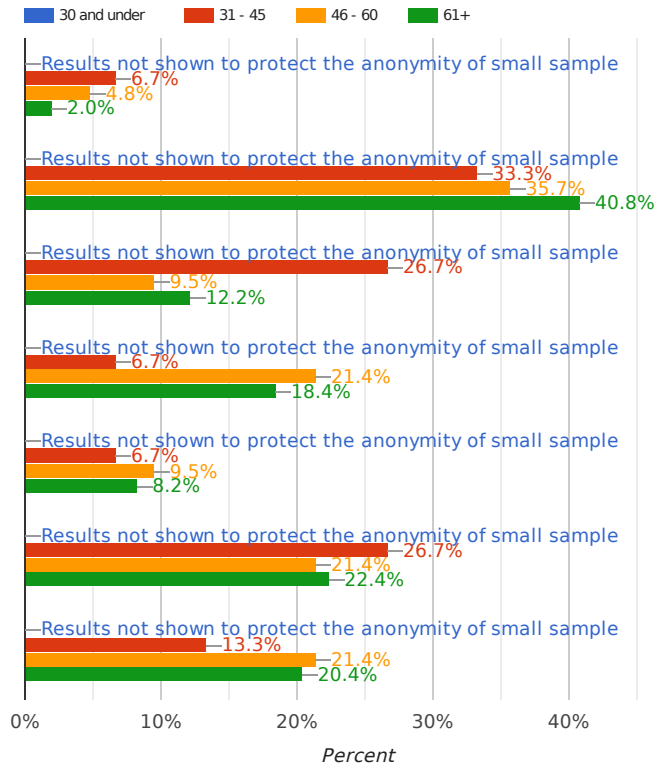


**Q2** Why did you not purchase a Super Pass in the last five years? (You can choose up to TWO, if any)

(109 responses by )

Options	30 and under (3)	31 - 45 (15)	46 - 60 (42)	61+ (49)
Don't go to the OC Fair at all	Results not shown to protect the anonymity of small sample	6.7% (1)	4.8% (2)	2.0% (1)
Only go to the OC Fair once or twice a year	Results not shown to protect the anonymity of small sample	33.3% (5)	35.7% (15)	40.8% (20)
Price was too high	Results not shown to protect the anonymity of small sample	26.7% (4)	9.5% (4)	12.2% (6)
Didn't think I'd use the other perks (besides admission)	Results not shown to protect the anonymity of small sample	6.7% (1)	21.4% (9)	18.4% (9)
Wasn't available when I wanted to buy it	Results not shown to protect the anonymity of small sample	6.7% (1)	9.5% (4)	8.2% (4)
Didn't know about the Super Pass	Results not shown to protect the anonymity of small sample	26.7% (4)	21.4% (9)	22.4% (11)

Options	30 and under (3)	31 - 45 (15)	46 - 60 (42)	61+ (49)
Other:	Results not shown to protect the anonymity of small sample	13.3% (2)	21.4% (9)	20.4% (10)



No senior discount

Did not include parking

Enjoyed the free pass with my Fair entries. Would attend specific Fair concerts & Demolition Derby

I am a Neighbor, and purchase Neighbor Passes. Enough for us to go, with all the concerts we purcha

Live nearby & get neighbor passes

I am a neighbor and I receive passes annually already

We get cheap tickets through the neighborhood program

We visit the fair when attending music concerts, which includes fair admission

I get Neighbor passes

Resident passes

Your covid guidelines are just for show, want to go spontaneous

We get in with the concert admission

we only go for animal competition weeks as competitors.

The year we were going to buy the super pass was when the pandemic started.

I received Neighbor discounts

I did by a pass every year I could

My home (40 years) is 2 streets away from the fairgrounds, so I partake in the 20 tickets offered u

Covid regulation uncertainties

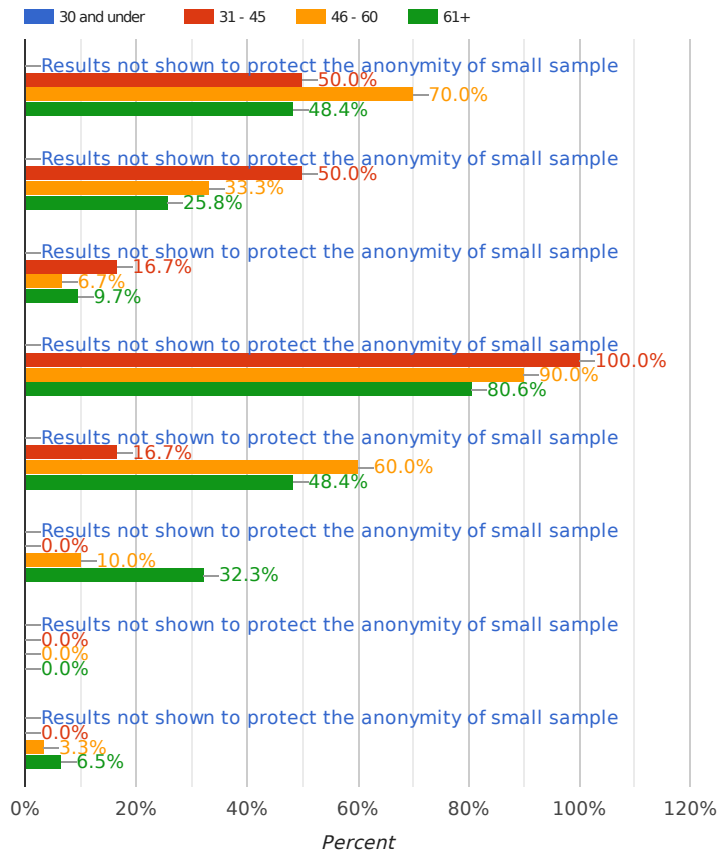
I buy neighbor tickets

**Q3** Which of the following Super Pass features were most valuable to you in the past, if any?  
(You can choose up to FOUR if any)

(68 responses by )

<b>Options</b>	<b>30 and under</b> (1)	<b>31 - 45</b> (6)	<b>46 - 60</b> (30)	<b>61+</b> (31)
Discounts to ticketed events during the Fair (Action Sports Arena, The Hangar, Pacific Amphitheatre)	Results not shown to protect the anonymity of small sample	50.0% (3)	70.0% (21)	48.4% (15)
OC Fair food and beverage discounts	Results not shown to protect the anonymity of small sample	50.0% (3)	33.3% (10)	25.8% (8)
OC Fair merchandise (non-food) discounts	Results not shown to protect the anonymity of small sample	16.7% (1)	6.7% (2)	9.7% (3)
Every day admission to the annual OC Fair	Results not shown to protect the anonymity of small sample	100.0% (6)	90.0% (27)	80.6% (25)
Exclusive rapid entry lane into the OC Fair	Results not shown to protect the anonymity of small sample	16.7% (1)	60.0% (18)	48.4% (15)

Options	30 and under (1)	31 - 45 (6)	46 - 60 (30)	61+ (31)
All of these benefits were equally important	Results not shown to protect the anonymity of small sample	0.0%	10.0%	32.3%
None of these were that valuable to me	Results not shown to protect the anonymity of small sample	0.0%	0.0%	0.0%
Other:	Results not shown to protect the anonymity of small sample	0.0%	3.3%	6.5%



animals hanger big happy  
 option discounts wheel family back  
 know aware every seasonal  
 didn go pass day spend  
 place never super bring  
 ride shows shopping na year fair

We would spend more \$ in the fair if a super or seasonal pass is an option.

Free ride on the big wheel

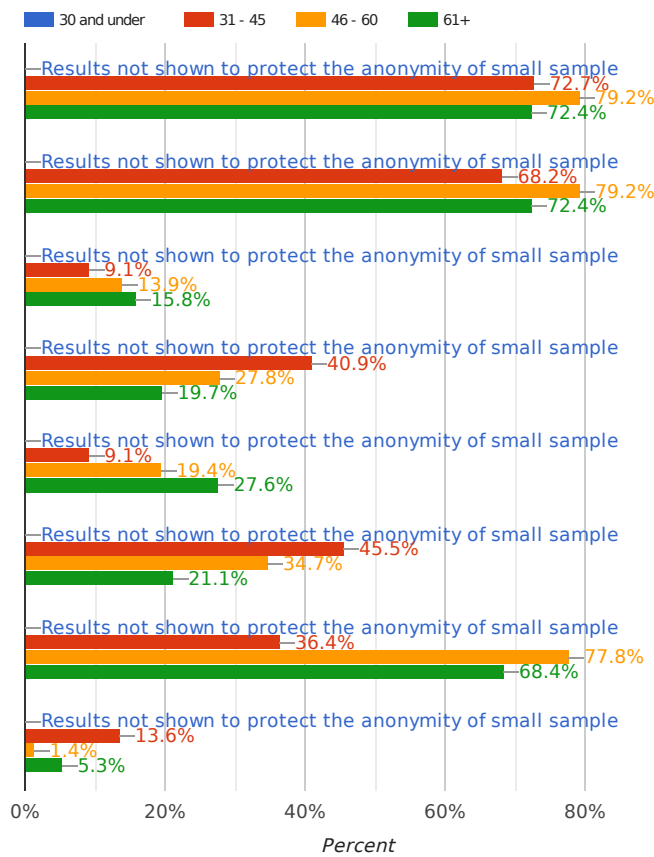
NA as I did not have a super pass

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

(173 responses by )

Options	30 and under (3)	31 - 45 (22)	46 - 60 (72)	61+ (76)
Visit any day without advance ticket purchase	Results not shown to protect the anonymity of small sample	72.7% (16)	79.2% (57)	72.4% (55)
Discounts to shows and concerts	Results not shown to protect the anonymity of small sample	68.2% (15)	79.2% (57)	72.4% (55)
Collectible pin/button/lanyard included	Results not shown to protect the anonymity of small sample	9.1% (2)	13.9% (10)	15.8% (12)
VIP access to a 21-and-over lounge	Results not shown to protect the anonymity of small sample	40.9% (9)	27.8% (20)	19.7% (15)

Options	30 and under (3)	31 - 45 (22)	46 - 60 (72)	61+ (76)
An exclusive passholder appreciation event	Results not shown to protect the anonymity of small sample	9.1% (2)	19.4% (14)	27.6% (21)
A carnival discount	Results not shown to protect the anonymity of small sample	45.5% (10)	34.7% (25)	21.1% (16)
Early access to buying tickets or premium seats to shows/concerts	Results not shown to protect the anonymity of small sample	36.4% (8)	77.8% (56)	68.4% (52)
Other:	Results not shown to protect the anonymity of small sample	13.6% (3)	1.4% (1)	5.3% (4)



meet advance ticket meal entry  
 disabled hours close purchase  
 missing preferred go food centennial  
 happened direct farm free bus day bring  
 tasting fair mesa parking swap  
 door back included discount bogo  
 passholder half access pass rest  
 admission pay concerts seating center  
 souvenirs veteran events exclusive

Parking included

What happened to veteran passes?

(I want 4 votes for being able to spontaneously visit any day!)

Preferred Parking close to gates

Food discount

BOGO half off

tasting days

free meal and parking

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 days.

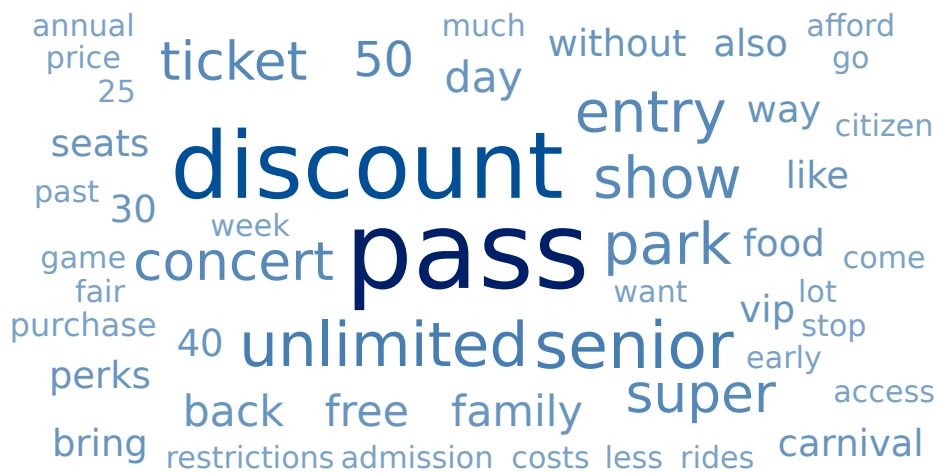
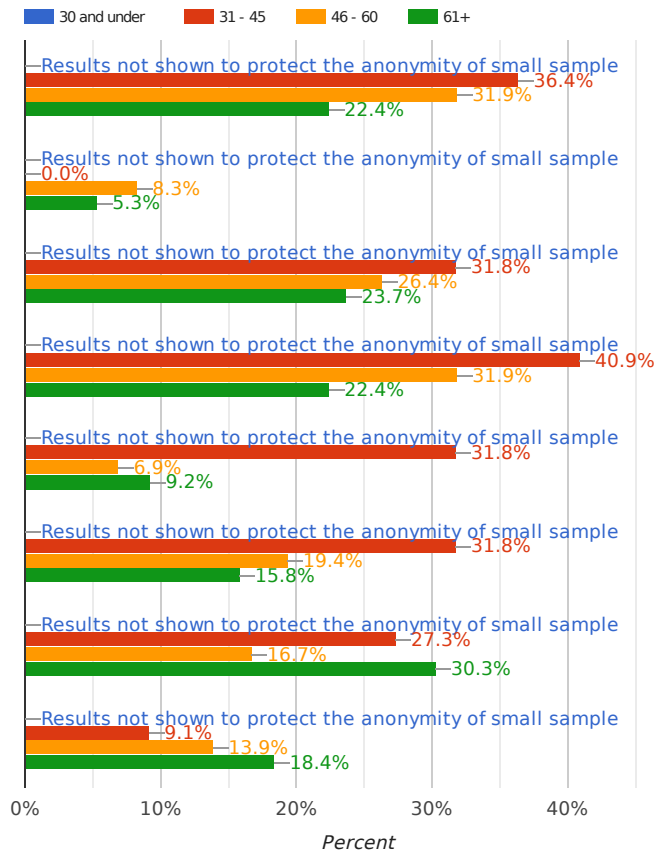
Which of the following deals would you be most interested in purchasing for 2023,, if any? (You can choose up to FOUR, if any)

(173 responses by )

Options	30 and under (3)	31 - 45 (22)	46 - 60 (72)	61+ (76)
\$30 for 2 tickets that can be used any day, even if sold out	Results not shown to protect the anonymity of small sample	36.4% (8)	31.9% (23)	22.4% (17)
\$40 for Tuesday- and Wednesday-only entry pass with no perks	Results not shown to protect the anonymity of small sample	0.0% (0)	8.3% (6)	5.3% (4)



<b>Options</b>	<b>30 and under</b> (3)	<b>31 - 45</b> (22)	<b>46 - 60</b> (72)	<b>61+</b> (76)
\$50 for an unlimited entry pass with no perks	Results not shown to protect the anonymity of small sample	31.8% (7)	26.4% (19)	23.7% (18)
\$60 for an unlimited entry pass with discounts on shows and food	Results not shown to protect the anonymity of small sample	40.9% (9)	31.9% (23)	22.4% (17)
\$70 for an unlimited entry pass with VIP access to private adult or family areas	Results not shown to protect the anonymity of small sample	31.8% (7)	6.9% (5)	9.2% (7)
\$80 for an unlimited entry pass with discounts on shows and food AND VIP area access	Results not shown to protect the anonymity of small sample	31.8% (7)	19.4% (14)	15.8% (12)
Not interested in any of these	Results not shown to protect the anonymity of small sample	27.3% (6)	16.7% (12)	30.3% (23)
I'd be most interested in:	Results not shown to protect the anonymity of small sample	9.1% (2)	13.9% (10)	18.4% (14)



The same way the passes have been in the past. I believe they were \$30 each.

\$50 unlimited entry pass with discounts on shows and food.

Opportunities for better seats purchase for concerts (The seats are terrible from you)

Bringing back veteran passes

That's a lot of money considering what it use to be.

\$60 for unlimited entry pass with VIP and early access to shows. Don't need the disc just access.

Unlimited Entry any day of the week with early bird sales starting in Feb and increasing each month



A private Passholder lounge that has seating and shade with limited food beverage offerings for purchase.

No comments. The system as it is has worked fine for my family.

Include parking

Free parking at Experian/Rose Center Theater lots, with free offsite shuttle.

Let the city help where we can use the fair passes on the bus from different areas where we would park

Discount or VIP parking would be amazing

I hope you bring the super pass back. As a neighbor it is very convenient and we bring revenue to the fair as friends and family come meet us at our house if we can go anytime to the fair.

Better concert seat opportunities. Your options, by the time I get them, are terrible. Not really worth anything, and we go to concerts more than the actual Fair. Also Discounts on adult food and drink options.

No, thank you for investigating the reimplementation of the super pass.

Why did you stop letting in veterans for free? Why didn't you announce it? It's easier to spend more money if I get in for free like before.

Thank you for considering bring back the Super Pass!

Love that you guys are trying to offer more things! Again, I would just love ACCESS to premium seats to shows without a discount. It drives me crazy that premium seats were only available with premium parking (which we don't need as we live nearby and ride bikes). Thank you!!

Season passes should absolutely be offered to neighbors at least.

Access to preferred seating at concerts at PacAmp/Hangar/ Sports Arena sold only to Pass holders (not pre-sale access). One free ride on Sky Tram or Big Carousel per Pass purchased

Military Pass for up to 4 in family for \$60.00 and include Discounts to Concerts/Shows...since at one time this was a base and many individuals settled in the area once retired.

I would like to see the pass remain reasonable and not end up like Disney passes which require an almost cult-like devotion and multiple jobs to afford. Thank you!

A teen/young adult price or teen/young adult discounts would likely bring more patrons who would end up spending more if they had unlimited season pass or similar

I would like to see a 25.00 or 30.00 superpass like before Covid. It worked before. It will work again . If you raise prices I will not buy one

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.

No more fireworks please

Neighbors would appreciate ability to enter at any day/time for full fair dates. Last year we alone purchased several entrance tickets. Thank u for sending the survey.

Make available a season parking pass at a discount for season pass holders. The fair might actually make \$ if the pass was for all 23 days but the pass holder doesn't come all 23 days. Other venues, baseball, etc. offer season parking.

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 😊

with concert shows allow 4 tickets per purchase in sections 1, 2, and 3 with reserve parking instead of only 2 for the better seats.

I love the Fair and would go everyday so please bring back some sort of Fair Pass!!!

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

I would like the passes available again. A separate pass for children, seniors and adults. Plus no advanced ticket sales.

The super pass that was offer over the years was awesome! Food discounts would be great. We have boughtbpadesscibthepadt and enjoyed goin anytime time with out reservations. Please bring them back at a reasonable price!!!

Keep it less crowded for families.

Bring them back this next year !

Lower your prices for food and rides.

I would like to see motorcycle parking be free! I was shocked that Motorcycles had to pay last year! Relatively few patrons come on motorcycle, so it is a hassle to make them fumble for money and pay (the same rate as a car), especially since they are taking up far less space, and wasting far less gas!

What is really sad is that my family didnt attend the fair at all last season for the first time since 1981, with the lack of superpasses.

Bring it back

Secure better music acts. For example, how many times can we see Happy Together Tour, 3 Dog Night and some of the other year after year acts?! How about a contemporary Christian music night?

Like Knotts berry farm and six flags sell seasonal pass that may include parking and/or food

Love going to the fair

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...

I think the people in CM should be able to buy the Super pass to get in on any day, sometimes we just go to get dinner and walk around.

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.

BRING BACK THE UNLIMITED ENTRY ANY DAY FAIR PASS. NO RESTRICTIONS

bring back tasting days

I am a Senior, so any discounts would be great.

I don't attend oc fair often. Last time I went there was way to many people smoking and questionable dress codes. I have young children I do not want them exposed to this.

More staff & security; better lighting in all restrooms; more food varieties-different cultures, not just BBQs

Discounts for neighbors

Super pass was integral to my fair enjoyment. At the very least allow residents of Costa Mesa to be eligible for the pass because the fair does create a lot of traffic, trash, congestion and potential crime in our neighborhoods.

Parking included? 1 food or drink item included each visit ( like knotts berry farm)

I plan on purchasing 5 passes!! I really hope you bring them back.

Bypass lane for lines, food and merch discounts, reduced parking fee or parking pass included.

Thanks

Unlimited wristbands for attractions and games

Please bring back the Super Passes in some form. We were not able to attend as often this year or last year due to having to restrict when we attended. And as a result, we saw less and spent much less money.

you need a special for seniors.

I'm a Senior and typically attend during the week - Wed/Thurs - unless there's a concert scheduled for the weekend I want to see.

Want to receive more neighborhood discounts.

Why do you continue to limit attendance? Why must advance tickets be purchased when we are not in Covid crisis? Also, simplify the admission process. Do not continue to add more passes, etc.

The staff was maintaining and responding to online questions on the OC fair Instagram page account last year were very rude and offensive. There needs to be some sort of supervision or approved language phrases to use. I would suggest the fair look into what staff had access to represent your company. you can also go back and read the comments of the post on the last day in reference to the questions regarding tickets and being sold out. Especially if the fair is looking for returning customers.

Free entrance for veterans

Reinstate the super pass so the local neighborhood can go over for dinner tonight

I'd like to see the fair return to a more community event. Carnival & food have gotten expensive for families. What happened to all the community events that were once show cases? Law enforcement booths, county organizations, clubs...

access to vendors discounts for oc fair only

special entry line to fair concerts, events and food vendors.

I'd like to have a lanyard and keepsake pin with the purchase of a season pass as part of the new price package for 2023.

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

Keep the OC Fair. The music concerts and shows are great.

Senior season pass discount

Parking package

Always, more crafts and things to buy that are affordable.

Possible Family Pass?

Access to all pre-sale before the general public pre-sale at hangar and Pacific amphitheater

I usually go to the fair only on the days I purchase concert tickets. In a typical season I'll see 3-5 shows. It all depends upon who the performers are and if I can purchase good seats for a reasonable price

Exclusive passholder hours and the ongoing attendance caps are great

Being able to enter any day of the fair and to get a speedy entry is most important.

highest priced pass that includes the yearly collectable pin.

Nope

Control parking in surrounding. Neighbor hoods better

When will the market place be fully reopened

[Additional survey reports](#)