

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

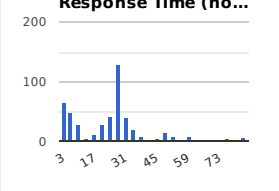
Total Participants

102 of 273 initially invited (37%)
385 others
Margin of error: ± 10%

Applied Filter:
Member Panel

Participants for filter:
484

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?
(484 responses by)

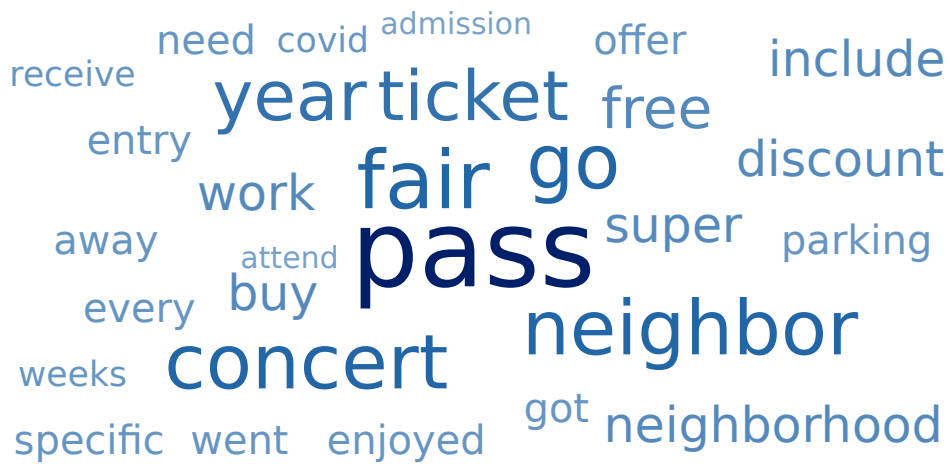
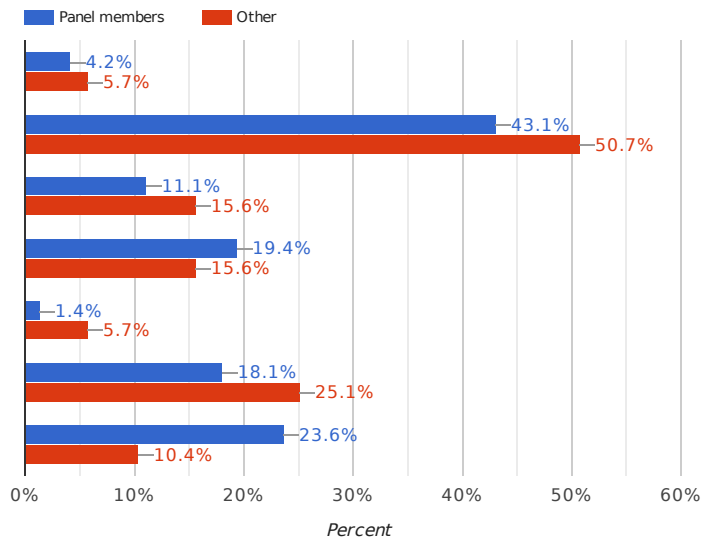
Options	Panel members (101)	Other (383)
No	70.3% (71)	59.0% (226)
Yes, and I generally used it maybe 3 times a fair season or less	5.9% (6)	9.7% (37)
Yes, and I generally used it maybe 4 times a fair season or more	21.8% (22)	29.0% (111)
Not Sure	2.0% (2)	2.3% (9)

Response	Panel members (%)	Other (%)
No	70.3%	59.0%
Yes, 3 or less	5.9%	9.7%
Yes, 4 or more	21.8%	29.0%
Not Sure	2.0%	2.3%

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

Options	Panel members (72)	Other (211)
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Options	Panel members (72)	Other (211)
Don't go to the OC Fair at all	4.2% (3)	5.7% (12)
Only go to the OC Fair once or twice a year	43.1% (31)	50.7% (107)
Price was too high	11.1% (8)	15.6% (33)
Didn't think I'd use the other perks (besides admission)	19.4% (14)	15.6% (33)
Wasn't available when I wanted to buy it	1.4% (1)	5.7% (12)
Didn't know about the Super Pass	18.1% (13)	25.1% (53)
Other:	23.6% (17)	10.4% (22)



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

WORKED THERE

I got a couple of neighborhood discounted tickets so I didn't need the super pass.

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

Buy neighbor tickets

Resident passes

I am an employee

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

Other than last year, vets have enjoyed free entrance to the fair. Please bring this offer back

OCFEC Board Member

I went to the fair when the "bus direct to the fair" was up and running.

I only go to concerts. It would be nice if the Super Pass upgraded the Hangar to front center tix.

I work at the Fair every year.

I am an exhibitor and get free passes

Too expensive since it does not include parking.

Press/Media entry for specific events

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.

Only go to fair when I'm going to a concert

Neighborhood passes

I received Neighbor discounts

I've been the Caregiver for my son the past three years - He just passed away two weeks ago

i volunteer so don't need the pass

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

Went to the fair to see concerts. Got in free with ticket

Covid regulation uncertainties

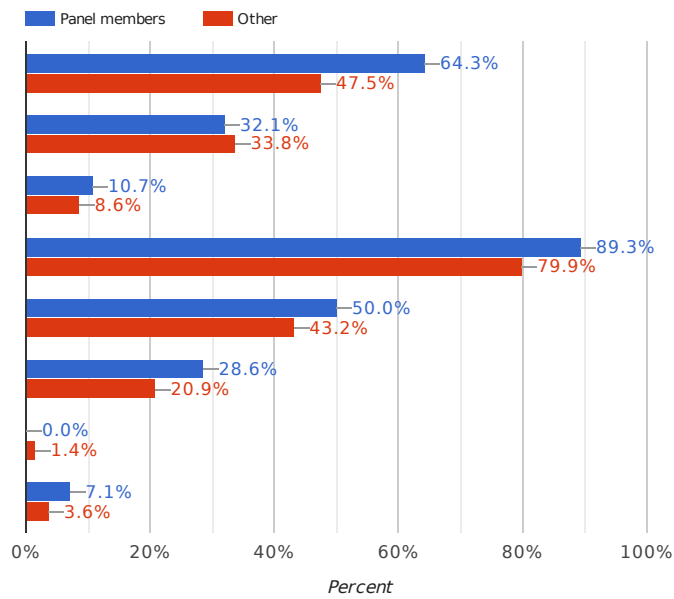
I buy neighbor tickets

I worked at the fair!

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)

(167 responses by)

Options	Panel members (28)	Other (139)
Discounts to ticketed events during the Fair (Action Sports Arena, The Hangar, Pacific Amphitheatre)	64.3% (18)	47.5% (66)
OC Fair food and beverage discounts	32.1% (9)	33.8% (47)
OC Fair merchandise (non-food) discounts	10.7% (3)	8.6% (12)
Every day admission to the annual OC Fair	89.3% (25)	79.9% (111)
Exclusive rapid entry lane into the OC Fair	50.0% (14)	43.2% (60)
All of these benefits were equally important	28.6% (8)	20.9% (29)
None of these were that valuable to me	0.0% (0)	1.4% (2)
Other:	7.1% (2)	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

I was never aware of f&b discounts.

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

Free ride on the big wheel

My family would go every day Every year w/pass for the shopping animals shows/ hanger, happy place

Didn't know about it

NA as I did not have a super pass

Bring it back!!

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

(436 responses by)

Options	Panel members (97)	Other (339)
Visit any day without advance ticket purchase	71.1% (69)	77.3% (262)
Discounts to shows and concerts	74.2% (72)	71.1% (241)
Collectible pin/button/lanyard included	10.3% (10)	14.5% (49)
VIP access to a 21-and-over lounge	30.9% (30)	20.4% (69)
An exclusive passholder appreciation event	18.6% (18)	22.4% (76)
A carnival discount	28.9% (28)	32.7% (111)
Early access to buying tickets or premium seats to shows/concerts	61.9% (60)	64.9% (220)
Other:	6.2% (6)	5.9% (20)

Direct to the fair bus

Front & center seating at concerts

I pay admission at the door.

free parking

Free parking

Parking pass!

Free parking? Or close in parking. I'm disabled.

free meal and parking

free entry to swap meet, advance and discount ticket purchases, exclusive passholder events

Food discount

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

Preferred Parking

Discounts on food.

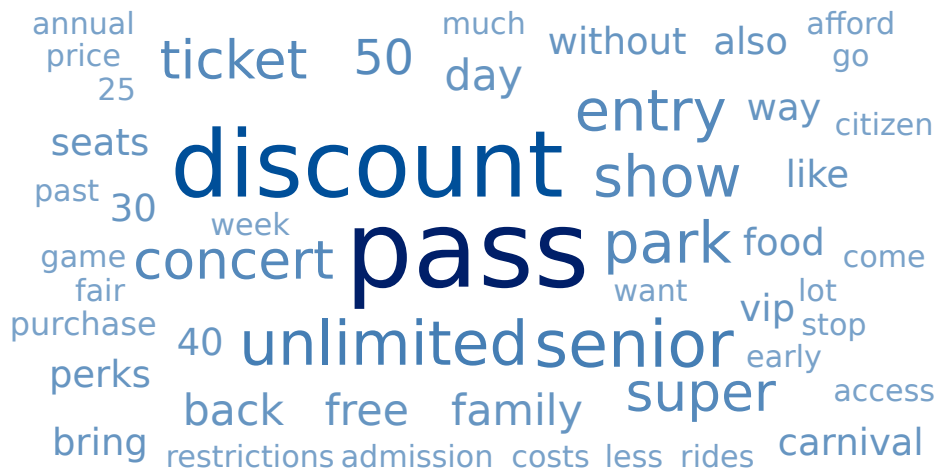
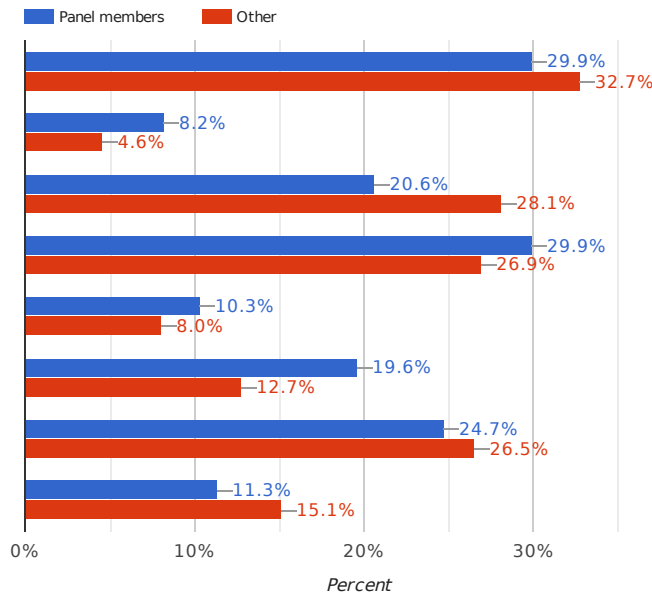
discount to purchase foods and souvenirs, parking discount or included

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)

(421 responses by)

Options	Panel members (97)	Other (324)
\$30 for 2 tickets that can be used any day, even if sold out	29.9% (29)	32.7% (106)
\$40 for Tuesday- and Wednesday-only entry pass with no perks	8.2% (8)	4.6% (15)
\$50 for an unlimited entry pass with no perks	20.6% (20)	28.1% (91)
\$60 for an unlimited entry pass with discounts on shows and food	29.9% (29)	26.9% (87)
\$70 for an unlimited entry pass with VIP access to private adult or family areas	10.3% (10)	8.0% (26)
\$80 for an unlimited entry pass with discounts on shows and food AND VIP area access	19.6% (19)	12.7% (41)
Not interested in any of these	24.7% (24)	26.5% (86)
I'd be most interested in:	11.3% (11)	15.1% (49)



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.

just coming on whatever day I want without planning ahead

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

Bringing back veteran passes

\$40 unlimited entrance

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

80\$ unlimited entry, parking included, show discounts.

\$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

\$50 is too much for us. \$40 would be our max, especially since we also have to pay to park.

No advanced tickets required and Parking

\$40 unlimited entry with at least a couple perks

\$50 for Senior discounted pass for shows, food, vip area

A parking discount. You charge way too much

Continue super pass line at entry gates.

Family pack with discounts for concerts, food, and carnival rides.

It would be cheaper. This is ridiculous.

I'm interested in passes for youth, seniors, and adults .

A less expensive season pass as parking also costs a lot each visit.

Discounts to shows

Stop over complicating admission. Also stop admission restrictions.

In a super pass for \$30 with unlimited entry & concert discounts

\$50.00 for 2 tickets and a 20% discount on the Pacific Amphitheater show

Keep fair affordable for families.

Hopefully a senior citizen discount !

The way you did the passes before was perfect. Without it we can't afford to go if something could

Superpass with no perks costing \$30 or less

25 dollar annual pass like before- no restrictions

\$50 to include BOGO half off certain concerts and advance ticket purchases to concerts

Free admission for VETS

In the past we've paid \$25-\$35 for the super pass. This price would be ideal.

super pass without making reservations to get in. Discounts on games and rides

Super Passes to come back!

bring back tasting days

Just going during the week at senior discount

Discounted Carnival game passes

Front and Center seating (VIP Seating) during a presale - to get them before others do

I have moved out of state

fair tickets + concert tickets

bring the bus back and not have a limit on tickets

You have not listed any discounts for Seniors

Senior and youth passes so we can take our grandchildren

Super pass

Unlimited pass in same price range as before with no perks

Free or discount senior days

Special senior pass with discounts on shows and parking choices (off site with shuttle)

Single pass purchase , same as b4

Free or discounted parkibf

free tickets like I used to get due to outrageous noise & traffic

Access to concerts

Parking Discounts

A family pass of some sort

The previous question included a Tues/Wed pass. Guessing you're going back to a six day week schedule. Great!

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

\$40 or less unlimited entry pass and parking discounts for pass holders.

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 limited pass (IE 2 times per season) with all the bells & whistles

Please open the fair before noon. we LOVED the days when it was open at 10am - we could get a good two hours in before it became unbearable. As seniors this is important - hey Senior hours - 10am-12Pm!

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.

Maybe some more options to rest and get shade if you are a pass holder.

Better parking if you have a pass

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.

Parking included with passes.

Please bring back the fireworks and music shows at 8:30 every night, and also the super pass.

I'd like to have the admission to the fair like it was in the past with no reservation.

Money is tight for most people. Most can only afford to go to the fair once. I would concentrate on game and ride prices rather than season passes.

Better traffic control in local neighborhoods during peak hours

Ability for a Super Pass/season pass holder to purchase discount admission tickets for friends/family.

I would like to see the super pass back like normal without a 50% increase in price. We live down the street and have to deal with all of the extra pain with traffic, transients, and music. We deserve a break.

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 I love going practically everyday so please bring back the Fair Pass!!!!

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

Add parking

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.

I would like to have a fair price season pass price for seniors and children. We come often because my disabled granddaughter can't come during the heat of the day . Paying full price for a few hours a time. Also an option to add parking.

Some "free" entertainment, healthy reasonable priced food choices. The fair has become too expensive. I used to go at least a half dozen times per year when the shows were included. Whatever you do, have some good value if you expect customers to spend their money on the fair.

The OC Fair is a fantastic community event filled with tradition. Stop over complicating admission. Stop restricting admission like event sold out. The simple offers you had in the past were a great draw. Unfortunately, the cost overall is prohibitive to many.

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

I would like to see well established R & B bands, and a Local Band Showcase Event (Talent Search) with a record company involved.

Keep it less crowded for families.

Bring them back this next year !

The way The passes were before was perfect. we miss it terribly. it's our favorite time of year we get big groups together And enjoy our summer's every night of fair especially the evenings at the hanger, food and drinks, shopping, animals, the hypnotist and the other stages such as meadows and promenade... it is our happy time we all look forward to and saved for all year. without it it's been really depressing and disappointing

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

I think if you offer the Super Passes again it will be very beneficial to locals who like to go all days of the week.

Your parking sucks for the concerts.

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

Bring the pass back please

Bring back the super pass.

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

We love the super pass and miss it dearly. I live in Mesa del mar and this was so nice to have to visit after a busy day of work, grab some food and drinks and watch the cover band at the hangar. Hoping this comes back next year!

brign back tasting days

Early entrance for pass holders. Preferred parking. Free entry into the OC Brew Hee Haw.

Perhaps discounts to other events held at the Fairgrounds. I realize that most events are produced/managed by other parties who rent the facility, but perhaps a small discount would incentivize more visitation to events that would benefit the fairgrounds (higher purchase price/yield on a pass/percentage fees to fairgrounds for F&B purchases at other events, etc) and the events themselves. Or consider offering passholders free parking at an event produced by OC Fair & Event Center such as Imaginology. As a father of 4 children, I'm always looking for value added opportunities and would pay more for a pass that offers extra perks.

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

Please bring back the full swap meet.

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.

Discounts on food items

Bring back direct to the fair bus.

Yes. Get better bands. The Fab Four, Which One's Pink, Dead Man's Party, Kenny Metcalf (Elton), David Brighton (Bowie) are the best tributes. What about Roger Hodgson (Supertramp) or a Supertramp tribute, Three Dog Night tribute, Beach Boys tribute, Bee Gee's tribute.

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

need more vendors selling stuff in buildings

Love the super pass to the OC fair

Do not sell property

Not really...thanks for asking!

I miss the bus

Include parking in the cost of the pass

Offer senior discounts for parking

Always enjoy the OC Fair and Staff! A little off the main subject but, I would absolutely enjoy the OC Market Place (swap meet) return. Miss it every time I drive by, just as i miss the OC Fair when it has to 'move on' . =)

Parking pass included for additional price.

Bring back the Market Place!

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.

Affordable passes for families

If passes are in a limited supply, allow previous passholders and local residents priority on purchasing

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

While I appreciate webpages to save money on mailing info about fair, I would a love a post card that I can place on my frig to remind me of special dates at the fair. Add a link to exhibitor deadlines

Thanks

Do not like the preplanning as I prefer to go to the fair at the last minute if we can. People get sick and plans change need to be able to go when you want to

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.

Interested in senior pass. Fair is getting very expensive just to walk around. Would need additional no charge activities for me to pay more.

Go back to the way it was. The money is made once people get inside. Overcharging for passes will result in less attendance and revenue. Greed backfires.

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.

Keep it simple!! Just sell the season pass like before.....the regulars who buy it dont need any perks. We just want to go all season when our time permits! Thx

Neighborhoods get more discounts other then entrance and concert discounts. I would like to have discounts on food and other attractions. Thank you, Pamela Lafferman

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.

Lots of free rides or unlimited games

Me and my wife look forward to the fair every year.

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.

Discount on concerts and most events held at the fairgrounds. Food discounts.

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

Please keep the Agriculture exhibits, would love to see more horses and horse shows. Same for all other live stock.

The OC Fair Team does a GREAT job and is an ASSET to Orange County.

You are pricing yourself out of existance

No

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.

A dole whip

Senior season pass discount

Parking package

Sell Tickets on the day of the event, in person. Online only sucks

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

No

Increased Handicapped Parking availability.

Possible Family Pass?

More senior discounts.

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

Discounts for parking, motorized scooters, food.

i want super pass back i get it every year

Something along the lines of disneys old ticket book but with Some free/discounted midway tickets, some ride tickets, some food tickets. So you can pick or choose a bit of everything without having to shell out for each.

Love the fair for the art. I think more food and booths selling items should be there. Other fairs are bigger, more exciting. Your's is between a event and a flea market. But I do like going every couple years.

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

Please bring back the annal pass!

Love the Super Pass!!!

Control parking in surrounding. Neighbor hoods better

Bring back the SUPER PASS

When will the market place be fully reopened

Thank you for the OC Fair. We attend all of the Southern California Fairs and the OC Fair is the best one! Have you considered a Locals Only Pass or special hours or dates ? I miss the emphasis on the themes...How about tying the themes to some of the concert performances (80's Day, Punk, Reggae, etc?). Superheroes/Cosplay Day? Similar to the Renaissance Faire- they offer different hours, activities and pricing on special event days. Please move the 5K Run back to BEFORE the OC Fair Opens..I love the fair and its various aromas but NOT while I'm running! Thank you for asking for my opinion and for my suggestions!

Seniors get in free day

None

Your pricing yourself out. L.A. County fair is now cheaper then you and they offer more.

I will like this pass including everything with discounts and make the easy way for people who don't have to much money .Thanks so much

[Additional survey reports](#)