

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:
Owner/Non-Owner

Participants for filter:
61

Response Time (ho...

Started:
Nov 28, 2022 10:58am PST

Ended:
Dec 1, 2022 11:00pm PST

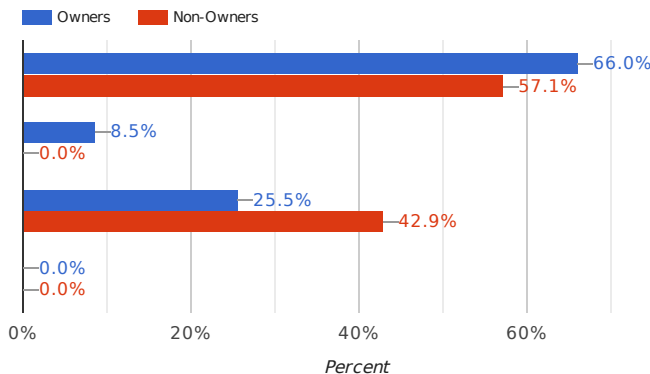
Target Participants:
All OC Fair Neighbors

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	Owners (47)	Non-Owners (14)
No	66.0% (31)	57.1% (8)
Yes, and I generally used it maybe 3 times a fair season or less	8.5% (4)	0.0% (0)
Yes, and I generally used it maybe 4 times a fair season or more	25.5% (12)	42.9% (6)
Not Sure	0.0% (0)	0.0% (0)

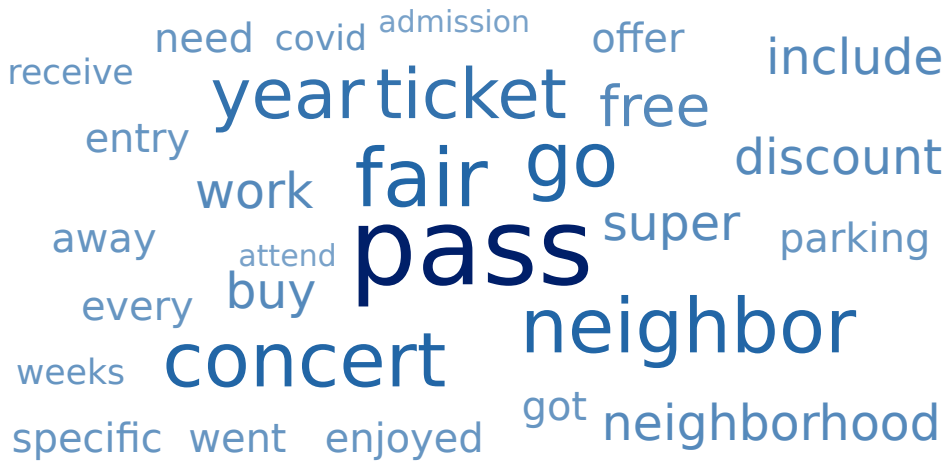
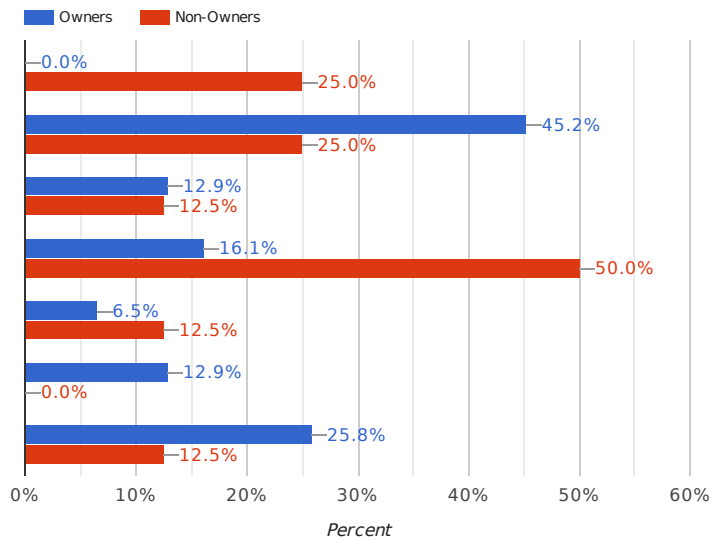


Q2 Why did you not purchase a Super Pass in the last five years? (You can choose up to TWO, if any)

(39 responses by)

Options	Owners (31)	Non-Owners (8)
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Options	Owners (31)	Non-Owners (8)
Don't go to the OC Fair at all	0.0% (0)	25.0% (2)
Only go to the OC Fair once or twice a year	45.2% (14)	25.0% (2)
Price was too high	12.9% (4)	12.5% (1)
Didn't think I'd use the other perks (besides admission)	16.1% (5)	50.0% (4)
Wasn't available when I wanted to buy it	6.5% (2)	12.5% (1)
Didn't know about the Super Pass	12.9% (4)	0.0% (0)
Other:	25.8% (8)	12.5% (1)



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

I get Neighbor passes

Resident passes

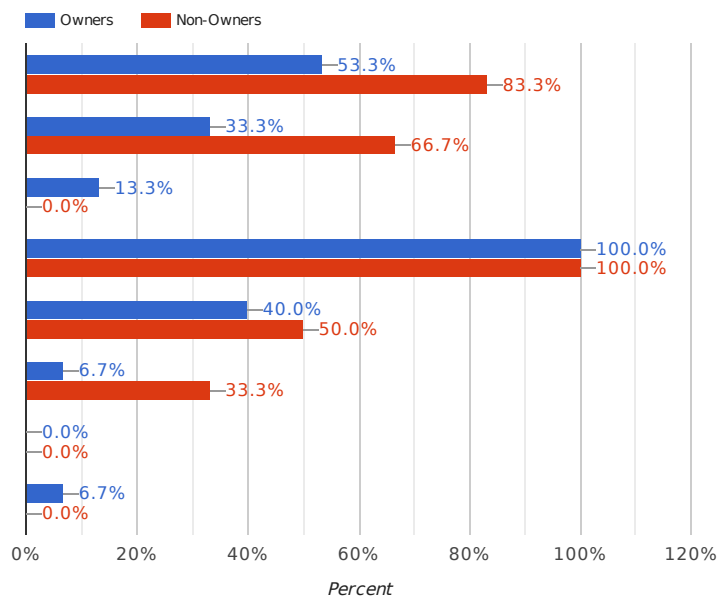
My home (40 years) is 2 streets away from the fairgrounds, so I partake in the 20 tickets offered u

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)

(21 responses by)

Options	Owners (15)	Non-Owners (6)
Discounts to ticketed events during the Fair (Action Sports Arena, The Hangar, Pacific Amphitheatre)	53.3% (8)	83.3% (5)
OC Fair food and beverage discounts	33.3% (5)	66.7% (4)
OC Fair merchandise (non-food) discounts	13.3% (2)	0.0% (0)
Every day admission to the annual OC Fair	100.0% (15)	100.0% (6)
Exclusive rapid entry lane into the OC Fair	40.0% (6)	50.0% (3)
All of these benefits were equally important	6.7% (1)	33.3% (2)
None of these were that valuable to me	0.0% (0)	0.0% (0)
Other:	6.7% (1)	0.0% (0)



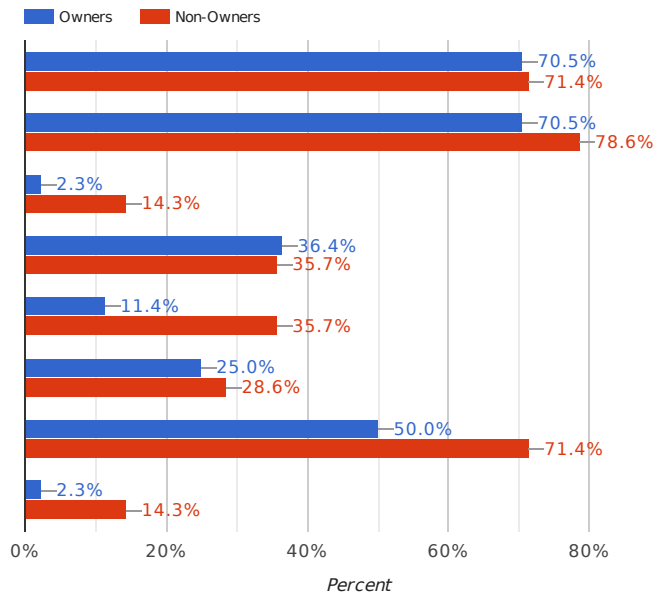
animals hanger big happy
 option discounts wheel family back
 know aware every seasonal
 didn go pass day spend
 place never super bring
 ride shows shopping na year fair

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	Owners (44)	Non-Owners (14)
Visit any day without advance ticket purchase	70.5% (31)	71.4% (10)
Discounts to shows and concerts	70.5% (31)	78.6% (11)
Collectible pin/button/lanyard included	2.3% (1)	14.3% (2)
VIP access to a 21-and-over lounge	36.4% (16)	35.7% (5)
An exclusive passholder appreciation event	11.4% (5)	35.7% (5)
A carnival discount	25.0% (11)	28.6% (4)
Early access to buying tickets or premium seats to shows/concerts	50.0% (22)	71.4% (10)
Other:	2.3% (1)	14.3% (2)



What happened to veteran passes?

Food discount

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

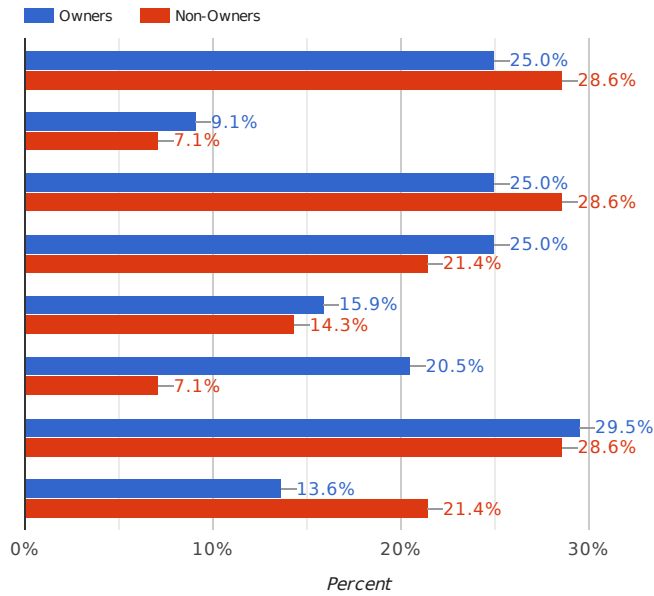
Q5 For the 2023 OC Fair the adult single-day admission ticket price will be \$13 on weekdays (Wednesdays and Thursdays), \$15 on weekends (Friday through Sunday) and there will be limited capacity each day with advance ticket sales required. Seniors and youth are \$9 all days.

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

(58 responses by)

Options	Owners (44)	Non-Owners (14)
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Options	Owners (44)	Non-Owners (14)
\$30 for 2 tickets that can be used any day, even if sold out	25.0% (11)	28.6% (4)
\$40 for Tuesday- and Wednesday-only entry pass with no perks	9.1% (4)	7.1% (1)
\$50 for an unlimited entry pass with no perks	25.0% (11)	28.6% (4)
\$60 for an unlimited entry pass with discounts on shows and food	25.0% (11)	21.4% (3)
\$70 for an unlimited entry pass with VIP access to private adult or family areas	15.9% (7)	14.3% (2)
\$80 for an unlimited entry pass with discounts on shows and food AND VIP area access	20.5% (9)	7.1% (1)
Not interested in any of these	29.5% (13)	28.6% (4)
I'd be most interested in:	13.6% (6)	21.4% (3)





\$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.

\$40 unlimited entry with at least a couple perks

Hopefully a senior citizen discount !

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

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

Q6 Any other comments or suggestions about what you would like to see in a possible future OC Fair season pass?

(24 responses by)



NA

B

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 reimplementing 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.

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.

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!

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.

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](#)