

# 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:  
**Residency**

Participants for filter:  
**124**

Response Time (ho...



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

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

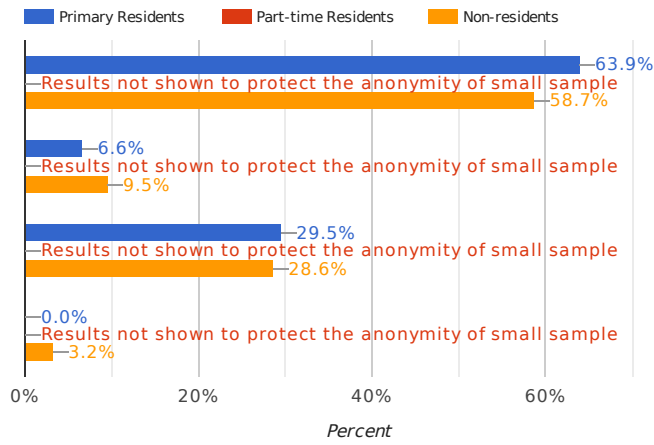
Target Participants:  
**All OC Fair Neighbors**

**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?

(124 responses by )

Options	Primary Residents (61)	Part-time Residents (0)	Non-residents (63)
No	63.9% (39)	Results not shown to protect the anonymity of small sample	58.7% (37)
Yes, and I generally used it maybe 3 times a fair season or less	6.6% (4)	Results not shown to protect the anonymity of small sample	9.5% (6)
Yes, and I generally used it maybe 4 times a fair season or more	29.5% (18)	Results not shown to protect the anonymity of small sample	28.6% (18)
Not Sure	0.0% (0)	Results not shown to protect the anonymity of small sample	3.2% (2)

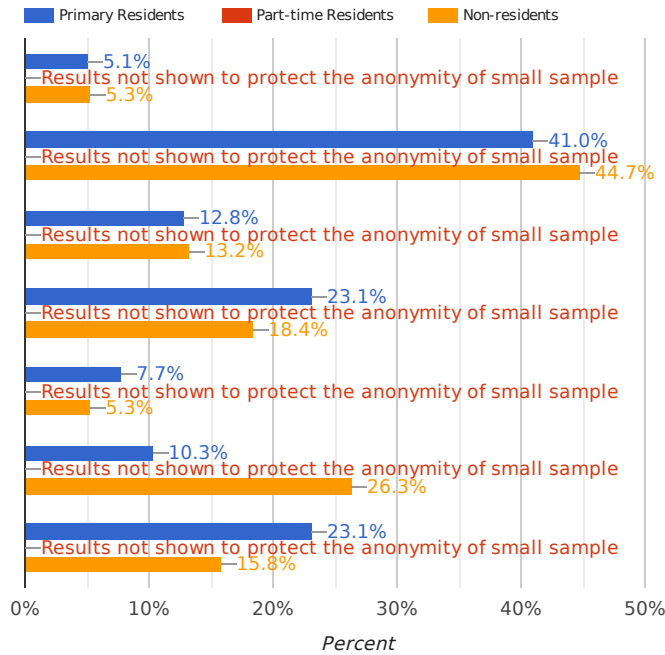


**Q2** Why did you not purchase a Super Pass in the last five years? (You can choose up to TWO, if any)

(77 responses by )

Options	Primary Residents (39)	Part-time Residents (0)	Non-residents (38)
Don't go to the OC Fair at all	5.1% (2)	Results not shown to protect the anonymity of small sample	5.3% (2)
Only go to the OC Fair once or twice a year	41.0% (16)	Results not shown to protect the anonymity of small sample	44.7% (17)
Price was too high	12.8% (5)	Results not shown to protect the anonymity of small sample	13.2% (5)
Didn't think I'd use the other perks (besides admission)	23.1% (9)	Results not shown to protect the anonymity of small sample	18.4% (7)
Wasn't available when I wanted to buy it	7.7% (3)	Results not shown to protect the anonymity of small sample	5.3% (2)
Didn't know about the Super Pass	10.3% (4)	Results not shown to protect the anonymity of small sample	26.3% (10)

Options	Primary Residents (39)	Part-time Residents (0)	Non-residents (38)
Other:	23.1% (9)	Results not shown to protect the anonymity of small sample	15.8% (6)



receive need covid admission offer include  
 year ticket free discount  
 entry work fair go super parking  
 away attend pass neighbor  
 every buy concert neighborhood  
 weeks specific went enjoyed got neighborhood

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No senior discount

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Did not include parking

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

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

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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

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.

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

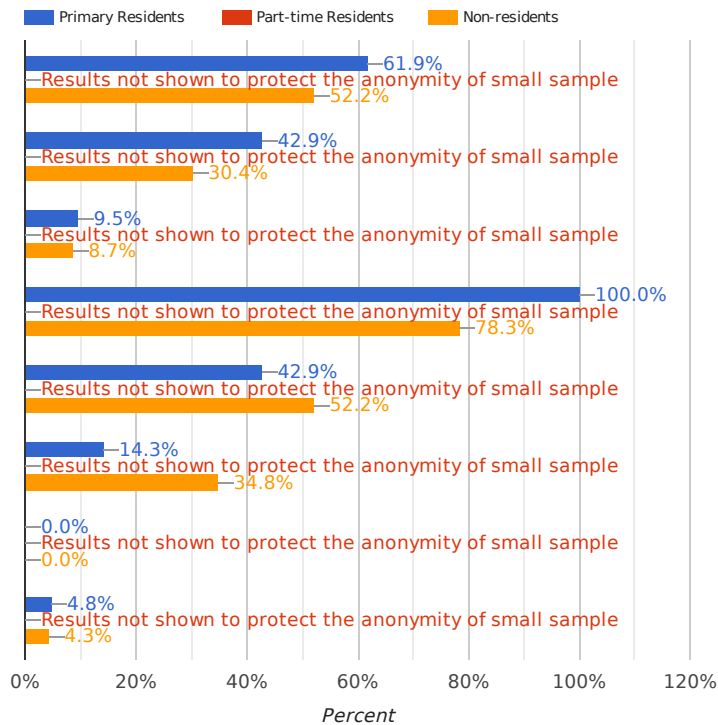
I buy neighbor tickets

**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)

(44 responses by )

<b>Options</b>	<b>Primary Residents</b> (21)	<b>Part-time Residents</b> (0)	<b>Non-residents</b> (23)
Discounts to ticketed events during the Fair (Action Sports Arena, The Hangar, Pacific Amphitheatre)	61.9% (13)	Results not shown to protect the anonymity of small sample	52.2% (12)
OC Fair food and beverage discounts	42.9% (9)	Results not shown to protect the anonymity of small sample	30.4% (7)
OC Fair merchandise (non-food) discounts	9.5% (2)	Results not shown to protect the anonymity of small sample	8.7% (2)
Every day admission to the annual OC Fair	100.0% (21)	Results not shown to protect the anonymity of small sample	78.3% (18)
Exclusive rapid entry lane into the OC Fair	42.9% (9)	Results not shown to protect the anonymity of small sample	52.2% (12)
All of these benefits were equally important	14.3% (3)	Results not shown to protect the anonymity of small sample	34.8% (8)

Options	Primary Residents (21)	Part-time Residents (0)	Non-residents (23)
None of these were that valuable to me	0.0% (0)	Results not shown to protect the anonymity of small sample	0.0% (0)
Other:	4.8% (1)	Results not shown to protect the anonymity of small sample	4.3% (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

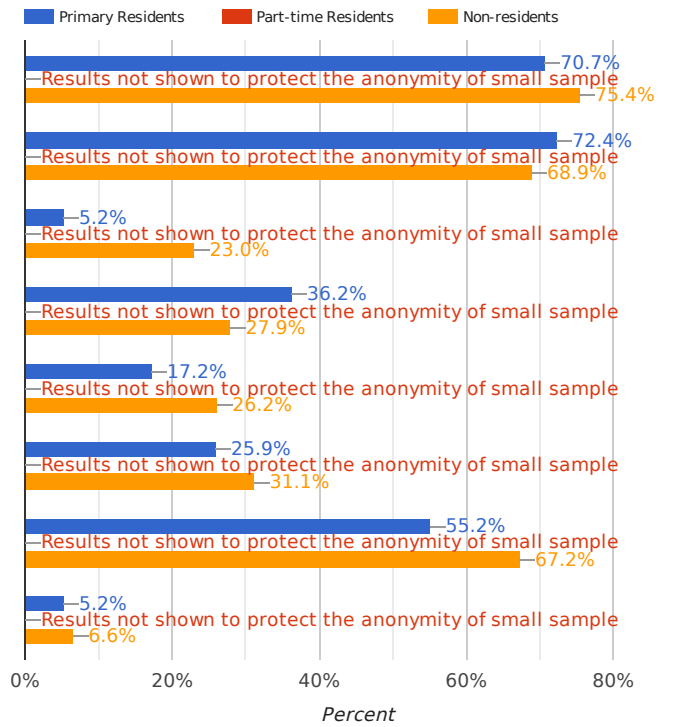
We would spend more \$ in the fair if a super or seasonal pass is an option.

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)

(119 responses by )

<b>Options</b>	<b>Primary Residents</b> (58)	<b>Part-time Residents</b> (0)	<b>Non-residents</b> (61)
Visit any day without advance ticket purchase	70.7% (41)	Results not shown to protect the anonymity of small sample	75.4% (46)
Discounts to shows and concerts	72.4% (42)	Results not shown to protect the anonymity of small sample	68.9% (42)
Collectible pin/button/lanyard included	5.2% (3)	Results not shown to protect the anonymity of small sample	23.0% (14)
VIP access to a 21-and-over lounge	36.2% (21)	Results not shown to protect the anonymity of small sample	27.9% (17)
An exclusive passholder appreciation event	17.2% (10)	Results not shown to protect the anonymity of small sample	26.2% (16)
A carnival discount	25.9% (15)	Results not shown to protect the anonymity of small sample	31.1% (19)
Early access to buying tickets or premium seats to shows/concerts	55.2% (32)	Results not shown to protect the anonymity of small sample	67.2% (41)
Other:	5.2% (3)	Results not shown to protect the anonymity of small sample	6.6% (4)



Parking included

What happened to veteran passes?

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

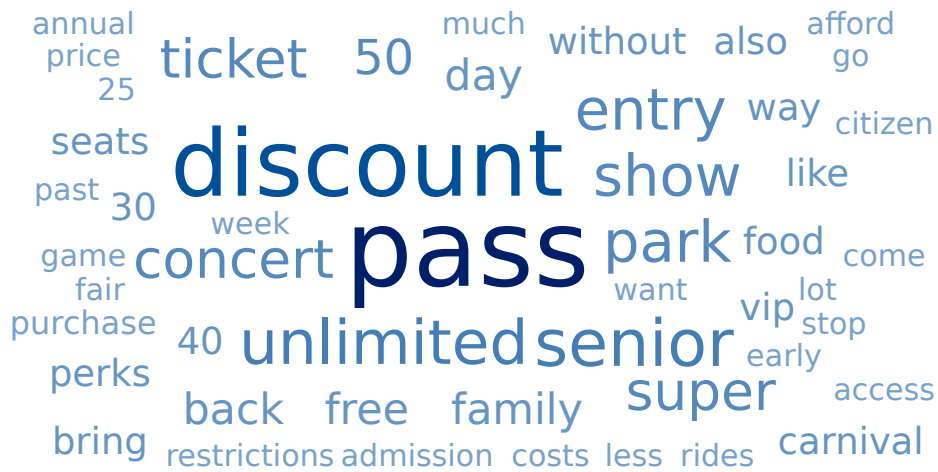
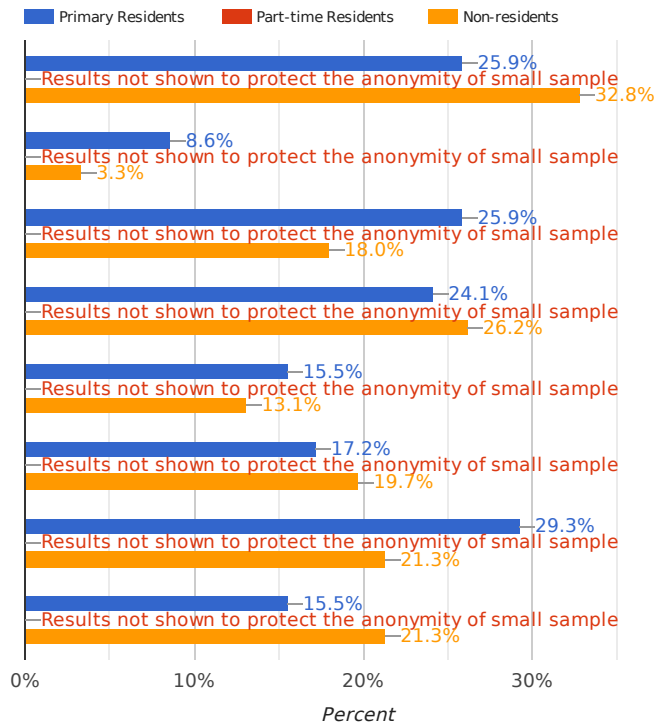
(Wednesdays and Thursdays), \$15 on weekends (Friday through Sunday) and there will be limited capacity each day with advance ticket sales required. Seniors and youth are \$9 all days.

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

(119 responses by )

<b>Options</b>	<b>Primary Residents</b> (58)	<b>Part-time Residents</b> (0)	<b>Non-residents</b> (61)
\$30 for 2 tickets that can be used any day, even if sold out	25.9% (15)	Results not shown to protect the anonymity of small sample	32.8% (20)
\$40 for Tuesday- and Wednesday-only entry pass with no perks	8.6% (5)	Results not shown to protect the anonymity of small sample	3.3% (2)
\$50 for an unlimited entry pass with no perks	25.9% (15)	Results not shown to protect the anonymity of small sample	18.0% (11)
\$60 for an unlimited entry pass with discounts on shows and food	24.1% (14)	Results not shown to protect the anonymity of small sample	26.2% (16)
\$70 for an unlimited entry pass with VIP access to private adult or family areas	15.5% (9)	Results not shown to protect the anonymity of small sample	13.1% (8)
\$80 for an unlimited entry pass with discounts on shows and food AND VIP area access	17.2% (10)	Results not shown to protect the anonymity of small sample	19.7% (12)
Not interested in any of these	29.3% (17)	Results not shown to protect the anonymity of small sample	21.3% (13)
I'd be most interested in:	15.5% (9)	Results not shown to protect the anonymity of small sample	21.3% (13)





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.

No advanced tickets required and Parking

\$40 unlimited entry with at least a couple perks

Continue super pass line at entry gates.

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



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 reimplement 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.

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

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 😊

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

The super pass that was offer over the years was awesome! Food discounts would be great. We have boughtbpadesscinbthevpadt 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 !

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

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 tasting days

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 for neighbors

Thanks

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.

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

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.

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

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

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

[Additional survey reports](#)