

2007 Lane County Fair Visitor Survey Summary Report

Report:

Prepared for:

Lane County Fair

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Executive Summary

Community Planning Workshop (CPW) conducted an intercept survey at the Lane County Fair from August 14th to August 19th, 2007. A total of 402 surveys were completed during this time period. The majority of surveys (59%) were collected during the weekdays Tuesday through Friday, while the remaining 41% of the surveys were collected over the weekend. The majority of participants (89%) answered an English language version of the survey, with the remaining 11% of participants answering questions on a translated Spanish language version of the survey.

The survey results suggest that the majority of respondents felt that the 2007 Lane County Fair met or exceeded their expectations. Respondents also generally agreed that the Lane County Fair is an equivalent or better value than other entertainment activities. The food court and exhibits continue to be the primary attractions for most visitors, and the majority of respondents reported having attended the Lane County Fair before in previous years. Nearly half of all respondents surveyed this year supported moving the Fair to another site in the future, with the majority of those in support agreeing on the "Golden Gardens" site near Jerry's Home Improvement Center on Hwy 99 and Beltline. Other key survey findings are listed below.

- Most survey respondents (90%) were from Lane County and the distribution between males and females was 42% (males) and 58% (females).
- The majority of respondents (83%) indicated that the Fair met or exceeded their expectations this year.
- The majority of respondents (75%) felt this year's Fair was about the same or better in value for their entertainment dollar compared to other activities.
- Respondents reported that the following results were the top reasons for attending this year's Fair: Food Court (77%), Exhibits Department (62%), Animal Exhibits (60%), Commercial Vendors (53%), and the Carnival Midway (46%).
- Respondents reported that the following methods were the best ways for informing them about the Lane County Fair: Newspaper Advertisements (49%), Television Commercials (40%), and Radio Announcements (36%).

- The majority of survey respondents (63%) attended this year's Fair in parties of 2-4, with 10% of respondents reporting having attended the Fair in a party of 7 visitors or more.
- The majority of respondents (63%) expected to attend this year's Fair for just 1 day, while 24% of respondents expected to visit the Fair for 2-3 days.
- Respondents most frequently remembered the following Fair sponsors: Bi-Mart (66%), Pepsi (52%), The Register Guard (39%), Three Rivers Casino (34%), and New County 93/Magic 94 (34%)
- Nearly half of the respondents surveyed (49%) supported moving the Fair to another site.
- The majority of respondents (58%) indicated that they would still attend the Fair even if it were moved outside of the city core to a different site.
- Just over half of the respondents (51%) supported moving the Fair to the "Golden Gardens" site near Jerry's Home Improvement Center on Hwy 99 and Beltline.
- Of the 24% of respondents that did not support moving the Fair to the "Golden Gardens" site, 15% of them felt that the Fair should stay somewhere inside the city limits of the Eugene/Springfield metro area, 13% felt that the Fair should be moved to a rural area outside of the city limits, and 13% were unsure as to where the Fair should be moved, and 52% indicated that the Fair should not be moved from its current location.
- Half of all respondents (50%) felt that year-round animal exhibits (including horses, sheep, cattle, etc.) should be moved to a new location, while 40% felt that the Ice Center activities should not be moved.

Introduction

Nearly 160,000 people attended the 2007 Lane County Fair. The Fair continues to draw large crowds from all over the state. The main stage concerts, exhibits, carnival attractions and food concessions bring thousands of dollars into the local economy. As the Fair continues to attract larger crowds and offer more food and drinks, it is important to understand how Fairgoers perceive the event.

The Community Planning Workshop (CPW) at the University of Oregon has administered intercept surveys at the Lane County Fair for several years. The Lane Events Center hired CPW to refine and administer an intercept survey asking Fair visitors about food, activities, and the overall fair experience. This report summarizes the results of the intercept survey administered by CPW at the 2007 Lane County Fair.

Purpose

The survey solicited opinions from Fair visitors about various aspects of the Fair including satisfaction with experience, attractions visited, previous years attended, support for relocating the Fair, and the Fair in general. This report summarizes the results of the visitor survey. The survey addressed:

- Attitudes about the quality of this year's Fair;
- How respondents obtain their information about the Fair;
- Popular activities and attractions among Fair visitors;
- Importance of the main stage events;
- The length of the Fair;
- Sponsors most frequently remembered by respondents;
- Support for relocating the fair to a new location; and
- Characteristics of visitors at this year's Fair.

Methods

The Community Planning Workshop developed and administered the survey in August 2007. Fair Staff developed a draft survey instrument based on previous surveys that was then reviewed and edited by CPW.

The 2007 Lane County Fair occurred between August 14th and August 19th. CPW staff conducted 402 intercept surveys at multiple locations inside the Fairgrounds.

The process of an intercept survey is relatively straightforward. Interviewers were posted in strategic locations during specific times to

randomly “intercept” patrons for the purpose of completing the survey. Interviewers provided respondents with a blank survey on a clipboard and a pencil to complete the survey.

CPW used the Statistical Package for Social Sciences (SPSS) for Windows to analyze the survey results. The surveys were coded and then entered into an SPSS database. Using SPSS, CPW generated frequency distributions on all questions.

Due to the nature of its administration, this intercept survey did not produce a true “random sample”; therefore, the results are not statistically significant and can not be generalized to the entire Fair population. However, these results do represent the opinions of the 400 people surveyed and provide the leadership of Lane County Fair with a snapshot of opinions about the 2007 Fair.

Report Organization

The remainder of this report is organized in the same manner as the survey instrument. We begin by evaluating respondents’ opinions regarding the Fair in general. We conclude by describing the demographics of the survey respondents.

Three appendices supply more detailed results. Appendix A is a copy of the survey, showing all the questions, as administered. Appendix B summarizes the written responses to the open-ended questions on the survey (questions that require written responses rather than check boxes or supplying a number). Appendix C provides the home ZIP codes of survey respondents.

Survey Results

General Opinions

The Lane County Fair 2007 Visitors Survey asked visitors a series of questions regarding the quality, extent, and type of their Fair experience this year.

When asked about their experience at this year's Fair, 83% percent of respondents indicated this year's Fair either met or exceeded their expectations. This result was identical to the 2006 Fair experience. Table 1 summarizes visitors' responses regarding their Fair experience.

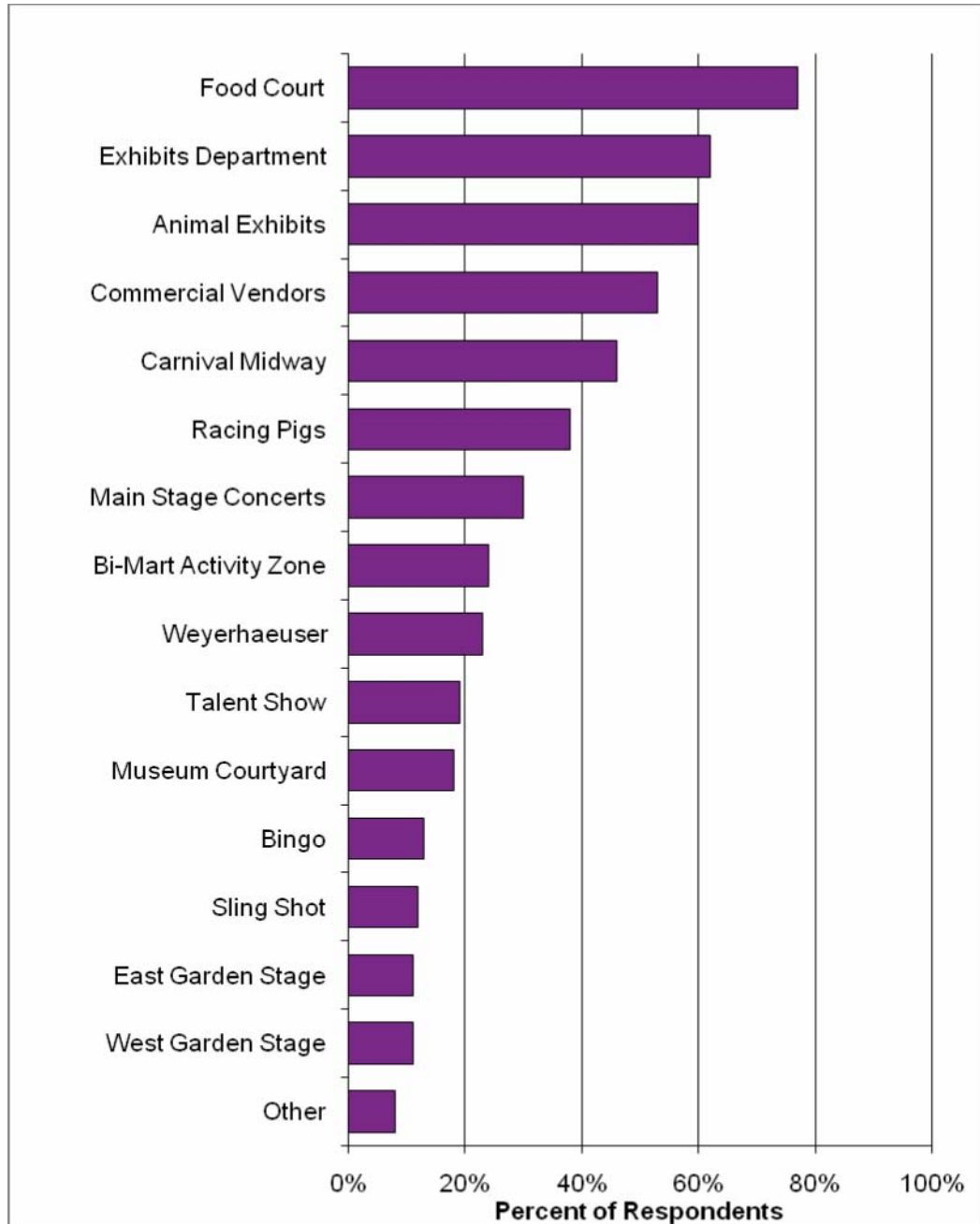
Table 1. The Fair Experience

Level of Expectation	Year			
	2004	2005	2006	2007
Above Expectations	13%	12%	14%	14%
Met Expectations	73%	69%	69%	69%
Below Expectations	15%	19%	17%	17%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

Figure 1 reports what fairgoers' visited or planned to visit during their trip to the fair. The most popular attraction was the food court (77%), followed by the event's center exhibits department (62%), the animal exhibits (60%), and the commercial vendors (53%).

Figure 1. Attractions Visited or Planned to Visit



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

Table 2 shows respondents' opinions concerning the value of the Fair compared to other entertainment activities. One quarter of respondents reported that the fair was "not as good" of a value. However, 75% of respondents indicated the Fair was as good or better in value when compared to other activities. The percent of respondents who felt that the value was "not as good" decreased from last year.

In 2007, admission prices were \$9/day for adults (16-64 years in age), \$6 for youths (6-15 years) and seniors (65 years and older), and free for children (5 years and under). Admission prices did not include carnival rides, food, or admission to the main stage concerts. However, there were "Sponsor Discount Days" that included incentives and promotions for rides, special games, and discounts on admission.

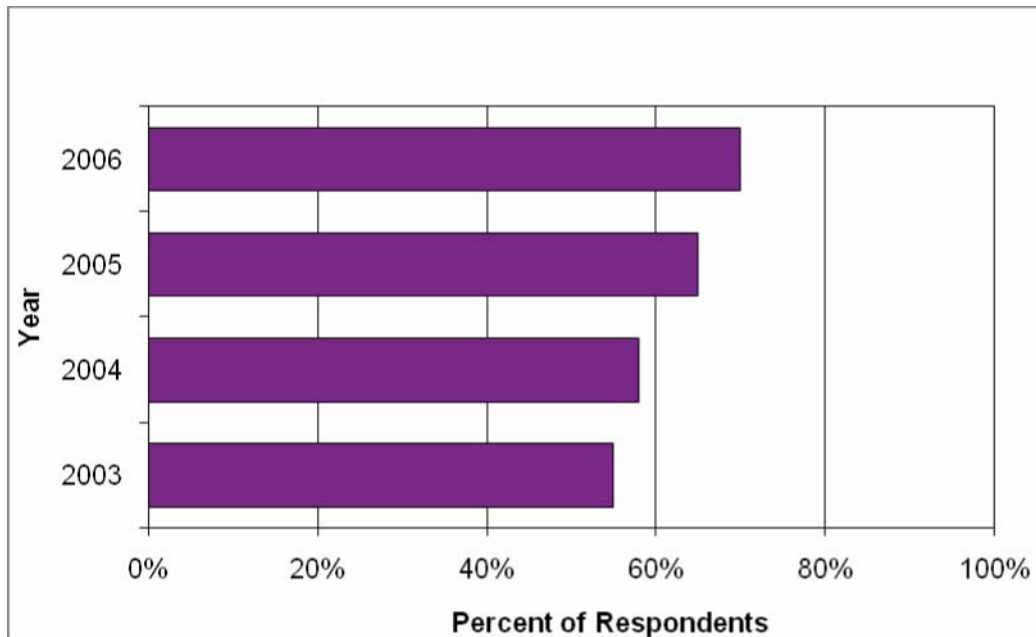
Table 2. Value of Fair Compared to Other Activities

Value	Percent Response per Year			
	2004	2005	2006	2007
Better Value	20%	24%	22%	20%
About the Same	55%	50%	46%	55%
Not as Good	25%	26%	32%	25%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

Fair visitors report that they are returning year after year (Figure 2). These results suggest the Fair is improving its ability to meet the needs of visitors.

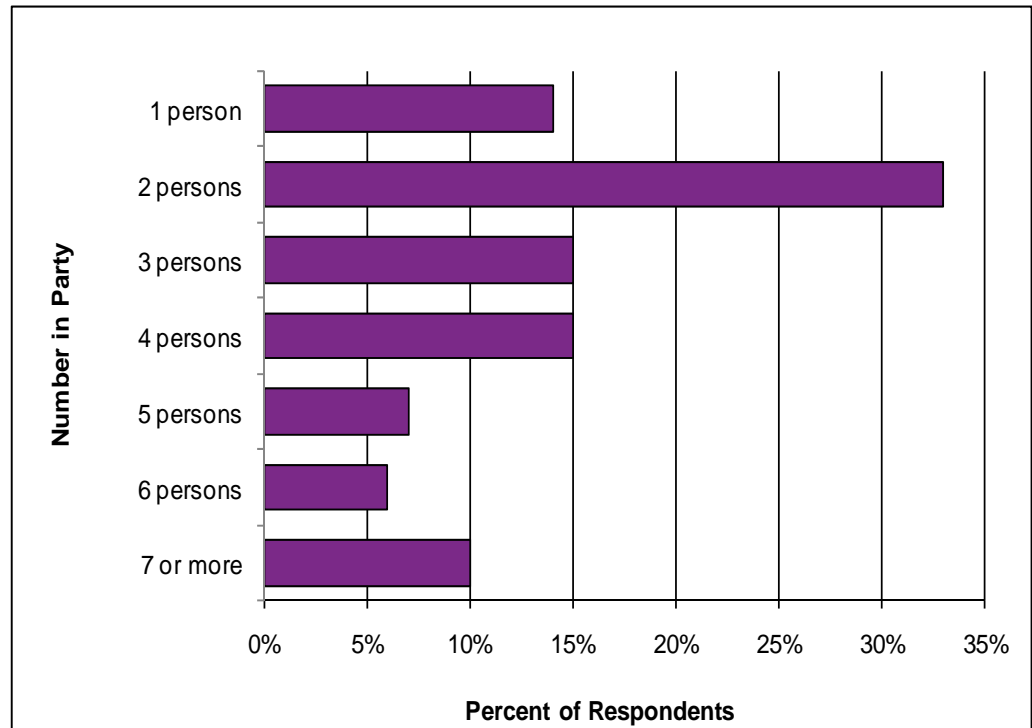
Figure 2. Percent of Respondents Who Attended Previous Fairs



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

The survey asked fairgoers about how many days they planned on attending the fair and how many people were in their party. Fairgoers reported that they expected to attend the fair an average of 2 days and on average 3 other people accompanied them. Figure 3 illustrates the size of the respondent's parties.

Figure 3. Size of Respondents' Party



Source: Lane County Fair 2005 Visitor Survey, Community Planning Workshop, 2007

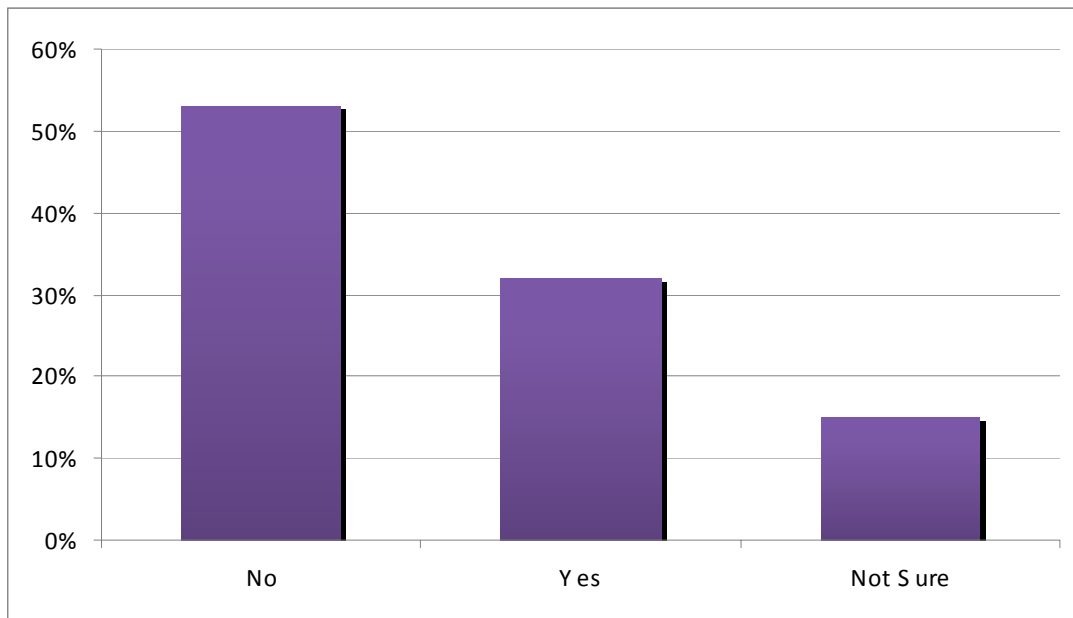
When asked what would most improve the Fair respondents expressed their opinions in an open ended response. Four common themes that came up in the open responses were:

- Cost
- Variety of carnival rides
- Desire for more commercial and local vendors
- Need for additional seating and shade.

Appendix B lists all the comments reported by respondents.

The Main Stage Concerts are held on a nightly basis at the Lane County Fair. This concert series is host to national caliber musical acts as well as local bands. The 2007 Main Stage Concerts included performances by Clay Walker, The Charlie Daniels Band, REO Speedwagon, Caliente, The Vipers featuring Deb Cleveland, and Satin Love Orchestra. Thirty percent of survey respondents planned on attending at least one of the main stage concert events. Fairgoers were also asked if reducing the amount of national acts would negatively affect the fair experience. Most respondents (53%) stated that reducing the number of main stage national acts would not negatively affect their fair experience. Thirty-two percent, however, felt that reducing the number of national acts would negatively affect their fair experience (Figure 4).

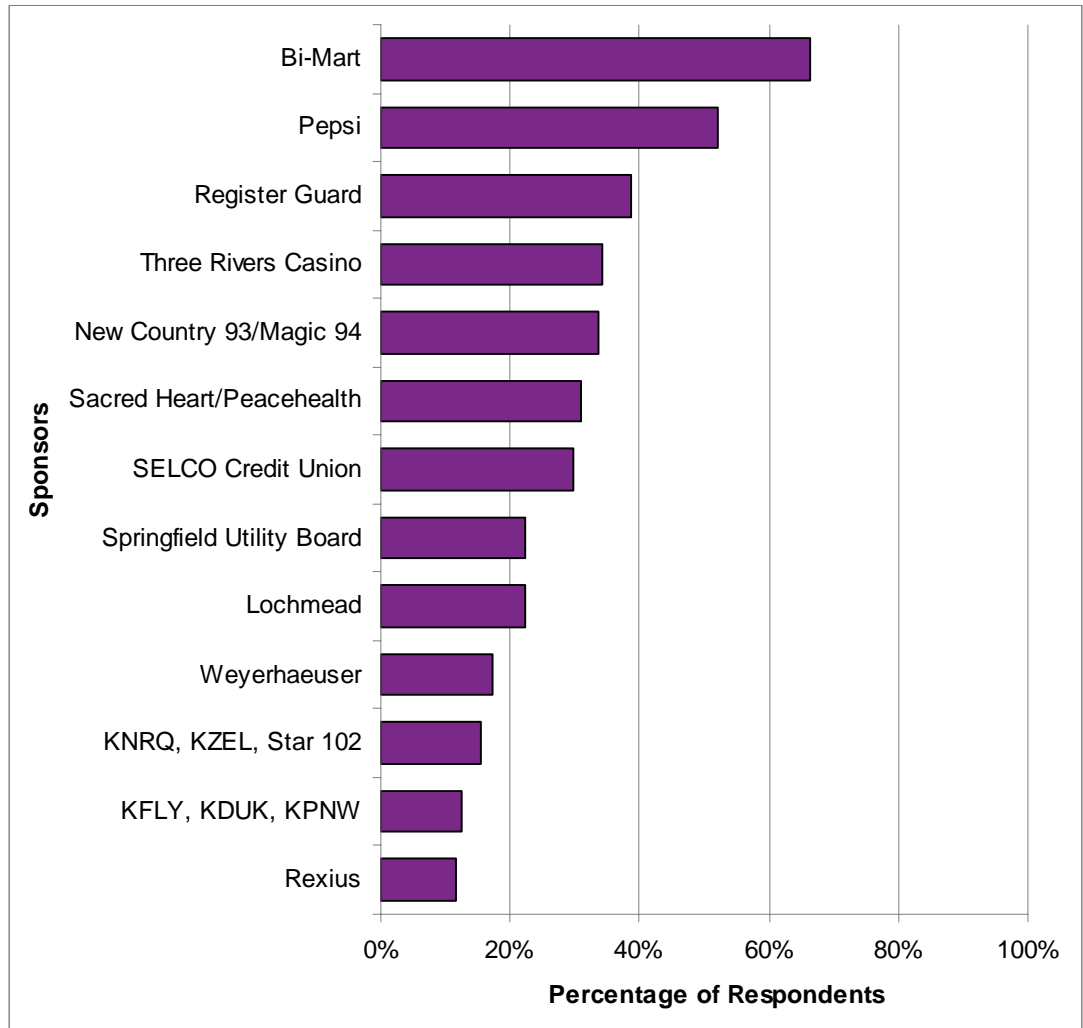
Figure 4. Reduced National Acts Negatively Affect Fair Experience



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

The survey asked respondents whether or not they remembered seeing thirteen different sponsors during their visit to the 2007 Fair (Figure 5). More than half of the respondents recalled Bi-mart (66%) and Pepsi (52%) as contributing sponsors. Thirty-nine percent reported remembering the Register Guard as a sponsor. Approximately one-third of the respondents recalled New Country 93/Magic 94 (34%), Three Rivers Casino (34%), Sacred Heart/Peace Health (31%), and SELCO Credit Union (30%) as sponsors (Figure 5).

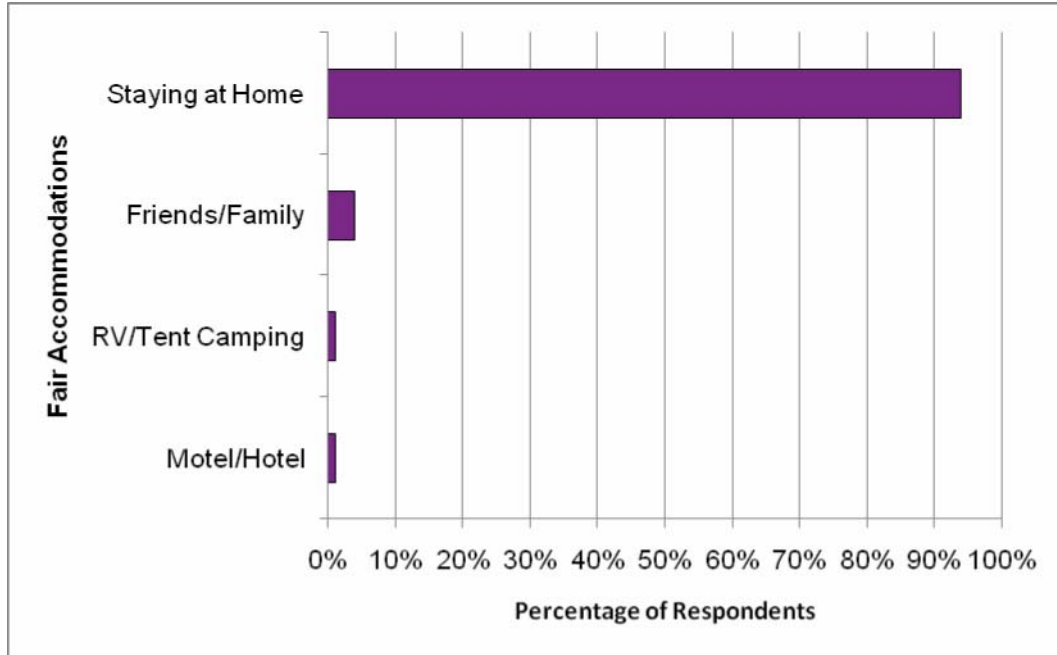
Figure 5. Recall of Fair Sponsors



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

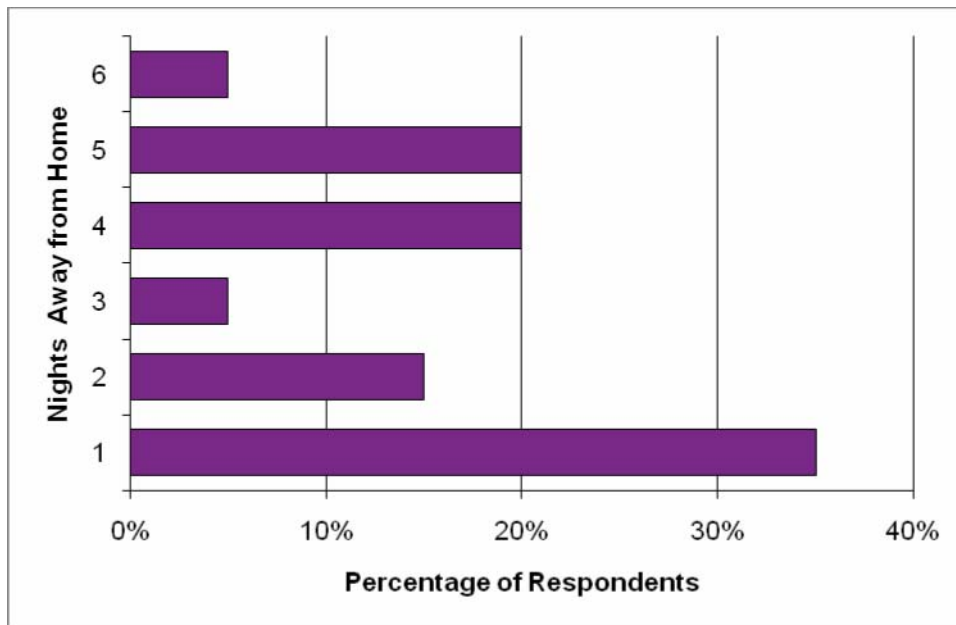
Only 6% of respondents spent one night or more away from home while visiting the Fair and of those staying away from home, nearly two-thirds (65%) spent the night with friends or family (Figure 6). For those respondents who did plan to spend one night or more away from home, the average number of nights was approximately three (Figure 7).

Figure 6. Accommodations During the Fair



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

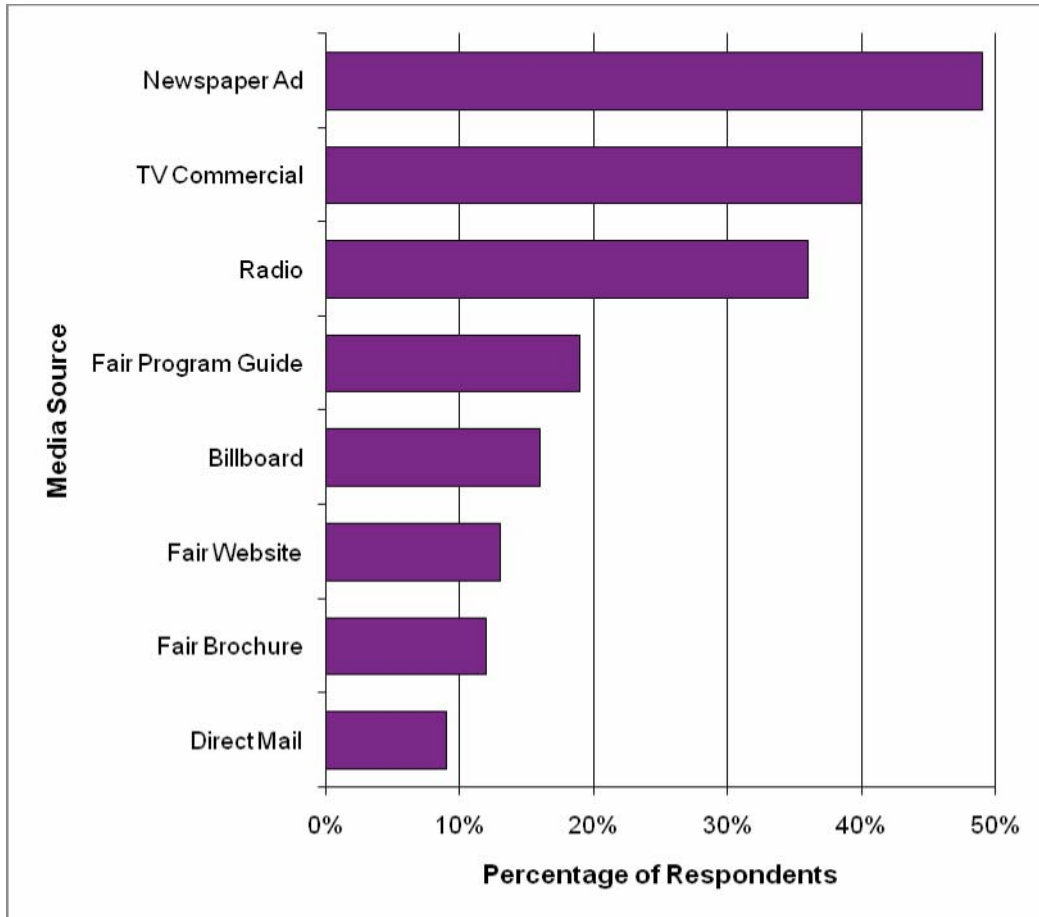
Figure 7. Number of Nights Away From Home



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

Figure 8 shows which media sources respondents preferred as the best method for informing them about the Fair. The most preferred methods were newspaper advertisements (49%) and television commercials (40%). Another popular method was radio advertisements with 36% of respondents preferring to be informed about the fair this way. Respondents least preferred methods for being informed about the Fair were brochure and direct mail (12% and 9% respectively).

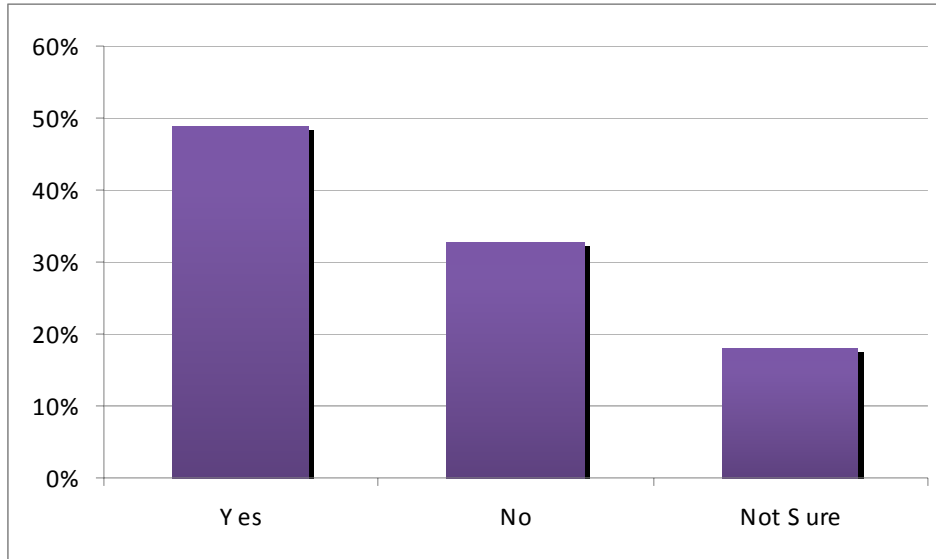
Figure 8. Preferred Media Method



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

The survey asked respondents whether or not they would support moving the Fair to another site due to livestock not being allowed at the current location year round. Almost half of respondents (49%) said they would support moving the Fair to another site (Figure 9).

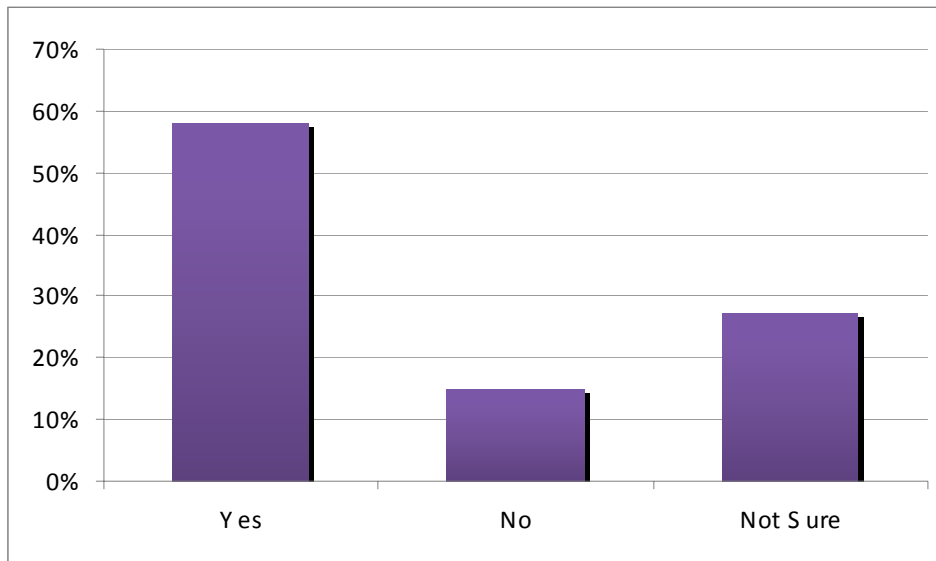
Figure 9. Support Moving the Fair



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

Respondents were then asked whether or not they would still attend the Fair if it were moved outside of the city core to a new location. The majority of respondents (58%) said yes, they would still attend the Fair even if it were move to a different site outside of the city core (Figure 10).

Figure 10. Still Attend Outside the City Core



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

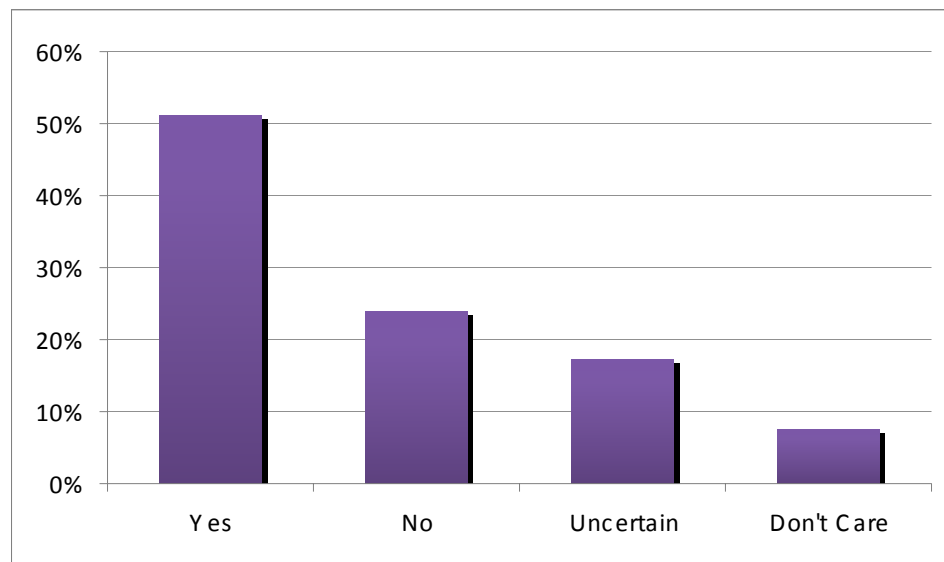
The survey also asked whether or not respondents supported moving other year-round/unrelated to the fair services and facilities to a new location. Table 3 summarizes these results.

Table 3. Moving Other Services and Facilities

Service/Facility	Yes	No	Uncertain	Don't care
Events Center	(39%)	(32%)	(17%)	(12%)
Sports Center Activities (basketball, volleyball, etc.)	(35%)	(29%)	(18%)	(18%)
Ice Center Activities	(27%)	(40%)	(17%)	(17%)
Year-round Animal Events (horses, sheep, cattle, etc.)	(50%)	(21%)	(17%)	(13%)
Lane County Extension Services Office	(34%)	(31%)	(20%)	(15%)

The survey asked respondents specifically whether or not they would support moving the Fair to a site near the intersection of Beltline and Highway 99 (near Jerry’s Home Improvement), commonly referred to as the “Golden Gardens” site. Over half of respondents (51%) said they would support moving the Fair to this site (Figure 11).

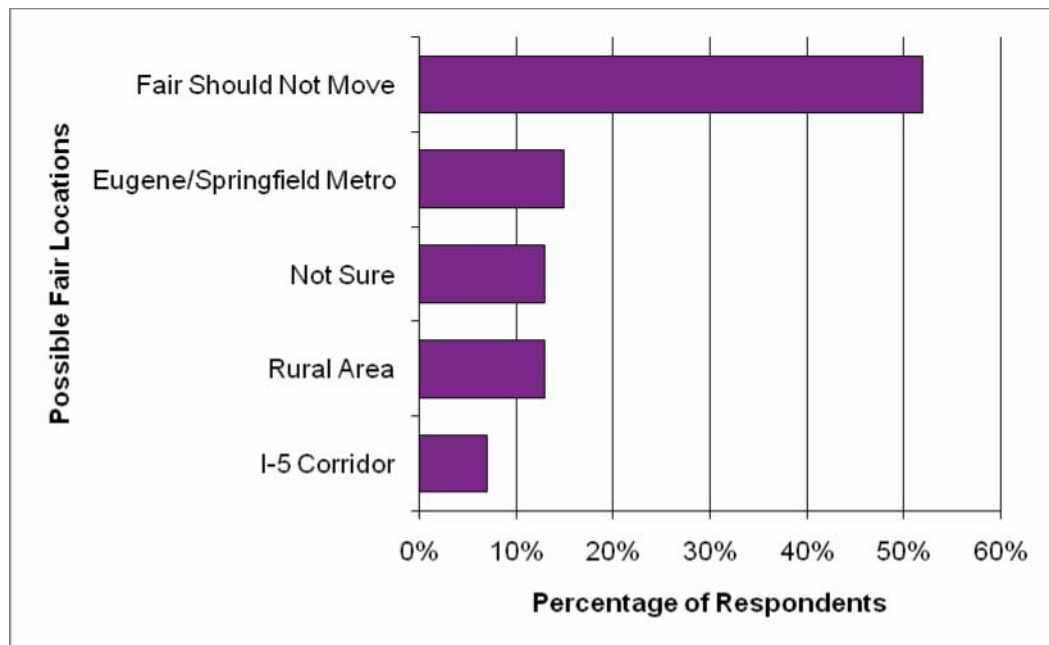
Figure 11. Move the Fair to the “Golden Gardens” Site



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

Of the 24% of respondents that did not support moving the Fair to the “Golden Gardens” site, over half (52%) felt that the Fair should not move from its current location (Figure 12).

Figure 12. Alternative Fair Sites



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

Characteristics of Survey Respondents

The survey included a series of questions regarding the characteristics of survey respondents. These questions included age, gender, and zip code of survey respondents.

The percentage of women (58%) surveyed during the Fair was higher than the percentage of men (42%) with most of the people being aged 25-44 and 45-64 years old.

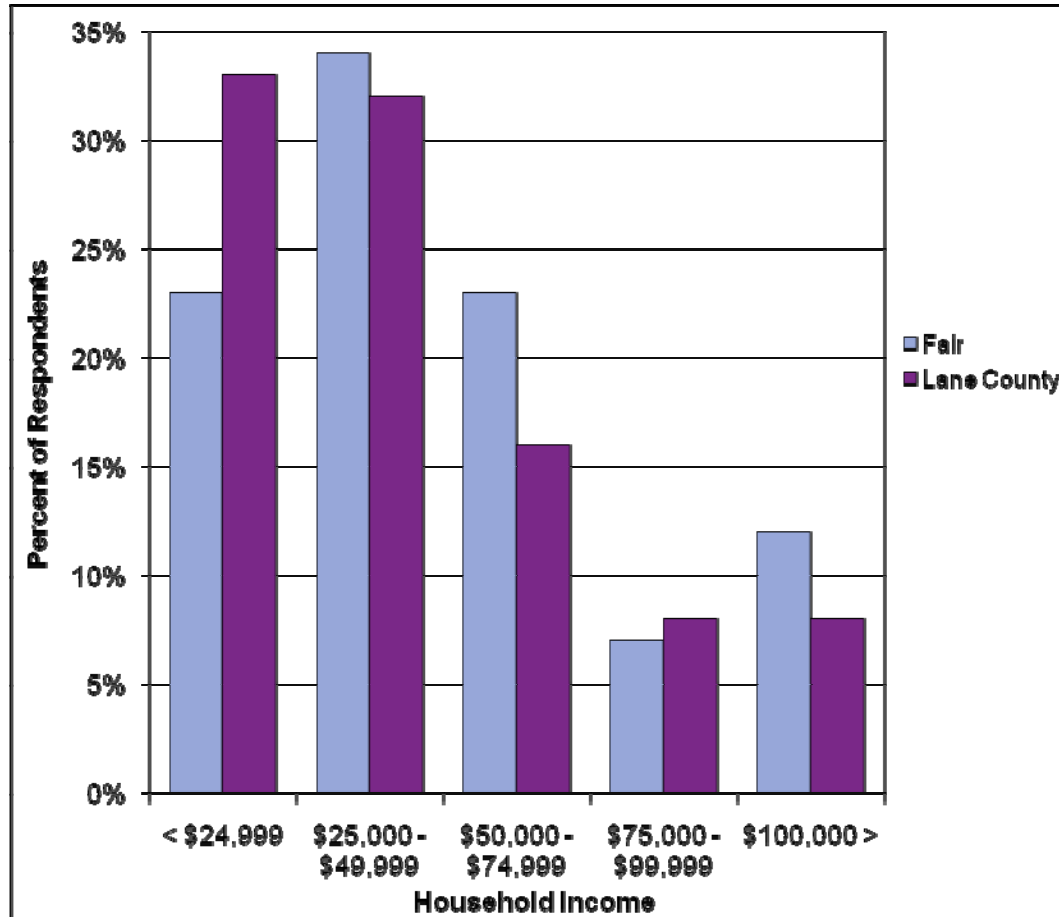
Table 4. Age Ranges of Respondents

Age	Number	Percentage
18 - 24	28	9%
25 - 44	116	35%
45 - 64	127	39%
65 >	56	17%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

The survey respondents tended to have slightly higher household incomes than Lane County residents in general, which may reflect the large number of Eugene residents visiting the Fair. Fifty-seven percent of respondents had household incomes between \$25,000 and \$74,999 per year, while just under one-quarter (23%) of respondent households earned less than \$25,000 annually (Figure 13).

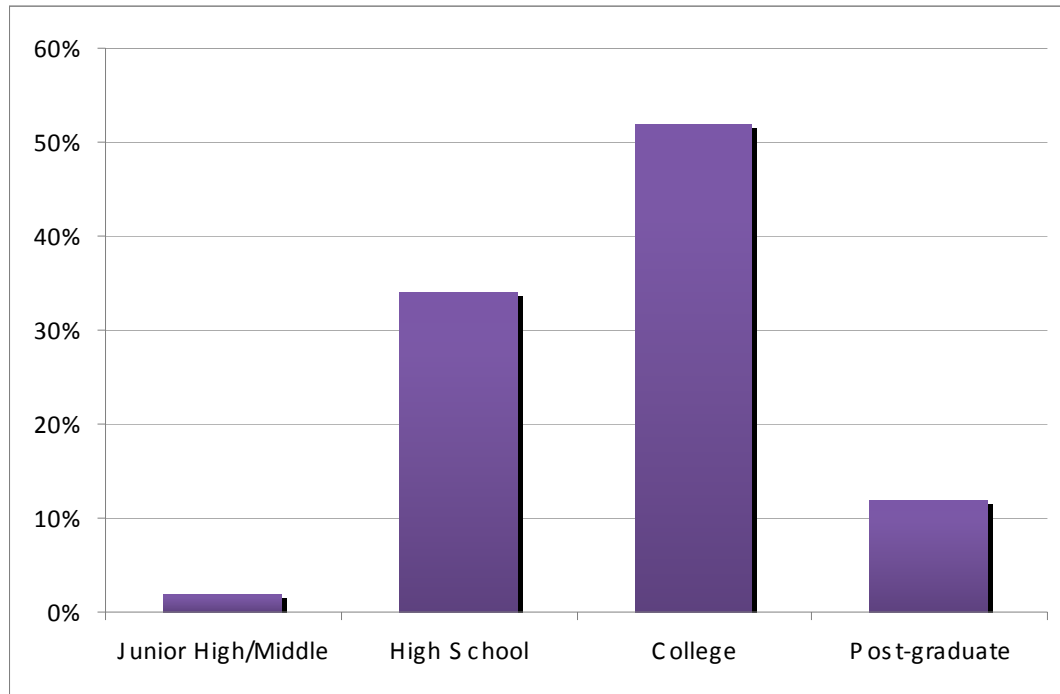
Figure 13. Household Income



Sources: 2000 U.S. Census; Lane County Fair Intercept Survey, Community Planning Workshop, 2007

The high rate of college-educated respondents probably reflects the high number of Eugene residents attending the Fair. Thirty-four percent of visitors surveyed had high school educations and 64% had college or post-graduate educations (Figure 8).

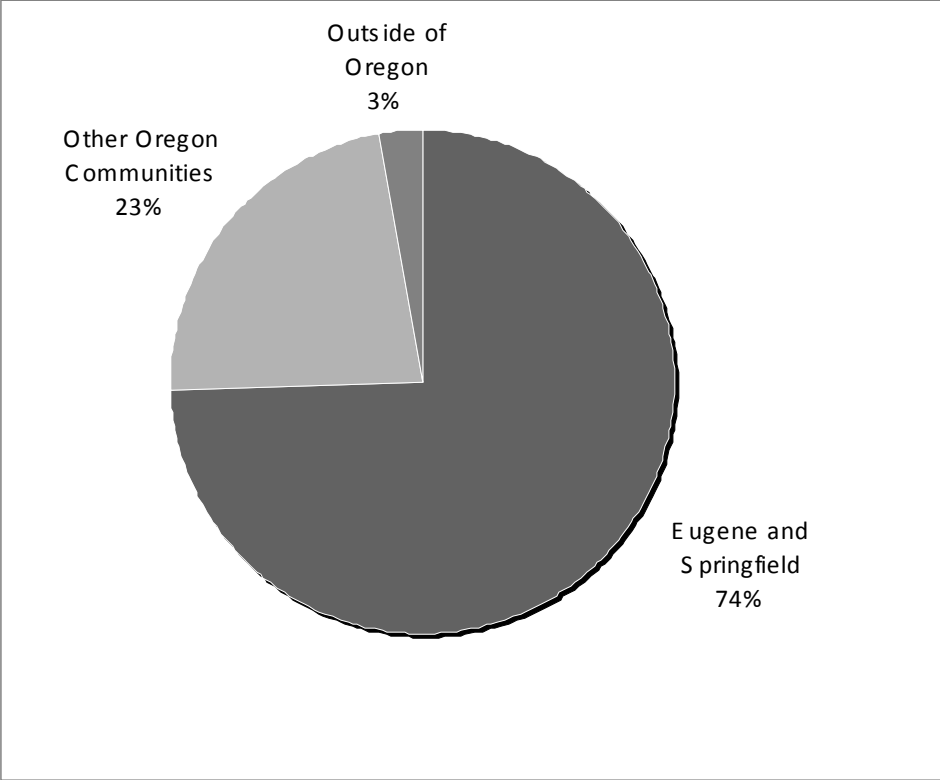
Figure 14. Level of Education



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

The Eugene/Springfield urban area is home to 74% of survey respondents. Of the 23% of respondents who reside in other Oregon communities, 16% reported that they resided within Lane County, including, Cottage Grove, Veneta, Coburg, and Junction City, while the other 7% resided outside of Lane County. A small fraction (3%) visited the Fair from outside Oregon. See Appendix C for a detailed list of respondents' household location.

Figure 15. Household Location



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2007

Appendix A

2007 Survey

2007 Lane County Fair Survey

Thank you for agreeing to participate in this survey. The information you share will help ensure that the Lane County Fair reflects the interests of Lane County residents. All results will be summarized and presented in aggregate.

First, we would like to ask you about your visit to the Fair.

1. **How has your experience at the Fair been this year?**
 - Exceeded my expectations **(14%)**
 - Met my expectations **(69%)**
 - Below my expectations **(17%)**

2. **Which of the following attractions did you visit or plan to visit today? Please check all that apply.**

<input type="checkbox"/> Exhibits Dept (62%)	<input type="checkbox"/> Weyerhaeuser	<input type="checkbox"/> East Stage (11%)
<input type="checkbox"/> Animal Exhibits (60%)	<input type="checkbox"/> Family Fun Park (23%)	<input type="checkbox"/> West Stage (11%)
<input type="checkbox"/> Carnival Midway (46%)	<input type="checkbox"/> Bi-Mart Activity Zone (24%)	<input type="checkbox"/> Racing Pigs (38%)
<input type="checkbox"/> Commercial Vendors (53%)	<input type="checkbox"/> Museum Courtyard (18%)	<input type="checkbox"/> Sling Shot (12%)
<input type="checkbox"/> Food Court (77%)	<input type="checkbox"/> Main Stage (30%)	<input type="checkbox"/> Bingo (13%)
<input type="checkbox"/> Talent Show (19%)		<input type="checkbox"/> Others: (8%)

3. **For your entertainment dollar, how good a value do you think the Lane County Fair is compared with other activities?**
 - Better value **(20%)**
 - About the same **(55%)**
 - Not as good **(25%)**

4. **Which recent Fairs did you attend?**
 - 2003 **(55%)**
 - 2004 **(58%)**
 - 2005 **(65%)**
 - 2006 **(70%)**

5. **How many people came to the Fair with you today, including yourself? _____ people**
 (1: 14%, 2: 33%, 3: 15%, 4: 15%, 5: 7%, 6: 6%, 7: 4%, 8: 2%, 9: 2%, 10: 1%, 10+: 1%)

6. **How many days do you expect to attend this year's Fair? _____ days**
 (1: 63%, 2: 16%, 3: 8%, 4: 4%, 5: 3%, All 6: 6%)

7. **What would most improve the Fair for you? Please comment.**

8. **The Lane County Fair has focused on attracting national acts to the Main Stage Concerts. These acts, however, are very expensive to host. Do you think reducing the number of national acts would negatively affect your fair experience?**
 - Yes **(32%)**
 - No **(53%)**
 - Not sure **(15%)**

9. **Which of the following sponsors do you remember from today's visit? (Please check all that apply.)**

<input type="checkbox"/> SELCO Credit Union (30%)	<input type="checkbox"/> Springfield Utility Board (22%)	<input type="checkbox"/> KNRQ, KZEL, Star 102 (15%)
<input type="checkbox"/> Sacred Heart/PeaceHealth (31%)	<input type="checkbox"/> New Country 93 / Magic 94 (34%)	<input type="checkbox"/> Bi-Mart (66%)
<input type="checkbox"/> Register Guard (39%)	<input type="checkbox"/> Three Rivers Casino (34%)	<input type="checkbox"/> Pepsi (52%)
<input type="checkbox"/> Lochmead (22%)	<input type="checkbox"/> Weyerhaeuser (17%)	<input type="checkbox"/> Rexius (12%)
		<input type="checkbox"/> KFLY, KDUK, KPNW (12%)

Second, we would like to ask you some questions about your experience in Lane County.

10. **Please indicate where you are staying during the Fair.**

<input type="checkbox"/> I am staying at home (94%)	<input type="checkbox"/> RV/Tent Camping (1%)
<input type="checkbox"/> Friends/Family (4%)	<input type="checkbox"/> Other (specify) (0%) _____
<input type="checkbox"/> Motel/ Hotel (1%)	

11. If you are staying away from home during your Fair visit, please indicate the number of nights.
 _____ nights (1: 35%, 2: 15%, 3: 5%, 4: 20%, 5: 20%, 6: 5%)

12. With a limited advertising budget, what is the best method for informing you about the Lane County Fair? (Check only 3)

- | | | |
|---|--|---|
| <input type="checkbox"/> Radio (specify station)
(Combined 36%) | <input type="checkbox"/> Fair Website (13%) | <input type="checkbox"/> Fair Brochure (12%) |
| <input type="checkbox"/> TV Commercial (40%) | <input type="checkbox"/> Newspapers Ad (49%) | <input type="checkbox"/> Direct mail (9%) |
| <input type="checkbox"/> Billboard (16%) | <input type="checkbox"/> Fair Program Guide (19%) | |

Third, we would like to ask you some questions about the Fair's location.

13. The Lane County Commissioners are considering moving the Fair from the current site because livestock are not allowed at the current location year round. Would you support moving the Fair to another site?

- Yes **(49%)** No **(33%)** Not sure **(18%)**

14. If the Fair were moved outside of the city core to a different site, would you still attend?

- Yes **(58%)** No **(15%)** Not sure **(27%)**

15. The commissioners also must decide if any of the other year-round/unrelated to the fair services and facilities that are currently located on the site should move to a new location. Do you support moving the following services/facilities to a new location? (Please check only one box per facility.)

Service/Facility	Yes	No	Uncertain	Don't care
Events Center	(39%)	(32%)	(17%)	(12%)
Sports Center Activities (basketball, volleyball, etc.)	(35%)	(29%)	(18%)	(18%)
Ice Center Activities	(27%)	(40%)	(17%)	(17%)
Year-round Animal Events (horses, sheep, cattle, etc.)	(50%)	(21%)	(17%)	(13%)
Lane County Extension Services Office	(34%)	(31%)	(20%)	(15%)

16. Lane County is considering partnering with the City of Eugene to locate the Fairgrounds at a site near the intersection of Beltline and Highway 99, commonly referred to as the Golden Gardens site. (It is near Jerry's Home Improvement Center.) Do you support moving the Fair to this location?

- | | |
|--|---|
| <input type="checkbox"/> Yes (51%) | <input type="checkbox"/> Uncertain (17%) |
| <input type="checkbox"/> No (24%) → Go to Question 17 | <input type="checkbox"/> Don't Care (7%) |

17. If you answered "No" to Question 16, where, if anyplace, do you think that the Fairgrounds should move?

- I-5 corridor in Lane County **(7%)**
- Eugene/Springfield Metro area (inside the city limits) **(15%)**
- Rural area (outside the city limits) **(13%)**
- Not sure **(13%)**
- The Fair should not move from the current location **(52%)**

Finally, some questions about yourself.

18. Please indicate your gender, age, household income and educational level completed. (Please circle your answer in each column.)

Gender	Age	Household Income	Years of Education
Male (42%)	18 – 24 (9%)	< \$24,999 (23%)	Junior High/Middle (2%)
Female (58%)	25 – 44 (35%)	\$25,000 – \$49,999 (34%)	High School (34%)
	45 – 64 (39%)	\$50,000 – \$74,999 (23%)	College (52%)
	65+ (17%)	\$75,000 - \$99,999 (7%)	Post-graduate (12%)
		\$100,000 > (12%)	

19. What is your zip code? _____ **(90% inside, 10% outside of Lane County)** _____

Please share any other comments you have in the space provided below.

Thank you for participating in this survey.

Appendix B

TRANSCRIPT OF WRITTEN SURVEY COMMENTS

Typically, survey instruments attempt to bind responses into a set of fixed categories to make data entry and analysis more manageable. Because the majority of questions are closed-ended (i.e., the respondent is provided a limited number of options to select), we always invite respondents to share any other comments with us. This survey instrument included 5 questions with the opportunity to provide additional comments. Responses to the following “Other” categories and open-ended questions are listed in this appendix:

- Q2. Which of the following attractions did you visit or plan to visit? (Specify)
- Q7. What would most improve the Fair for you? Please comment.
- Q10. Please indicate where you are staying during the Fair. (Specify)
- Q12. What is the best method for informing you about the Lane County Fair? (Radio Station Specify)
- Please share any other comments you have in the space provided below.

The remainder of this appendix provides a verbatim transcript of respondents' comments.

Q2. Which of the following attractions did you visit or plan to visit today?

- All the stuff (2)
- Rides (2)
- Bring back the Dock Dogs (2)
- Body Piercings
- Tractor pulls
- Enjoy as it is!
- Dime toss, bring it back
- Bi-Mart monster truck

- Horses & cows
- Grange/agric.
- Oregon sports
- NASCAR??? Not here.
- Flowers/textiles/art/authors
- Hoop show

Q7. What would most improve the Fair for you? Please comment

Lower Costs

- Lower prices (12)
- Cheaper prices (6)
- Cheaper rides.(5)
- Tickets too high (3)
- Less money spending (2)
- Lower admission fee (2)
- Having more discount days (2)
- Costs too much, lower gate fee
- Just food prices & drinks
- Please make it free entrance for kids under 12. There are so many families who are unable to afford this event.
- Lower ride prices for kids.
- Lower the entrance fees - you already get your profits from the vendors & a cut of the action!
- Lower local booth fees for local vendors
- Lower local vendor prices
- A free day, i.e. one or more sponsors' help.
- Things a little bit cheaper! :)
- Lower ride prices.
- Less cost per ride. Lower cost for food.

- Tickets & more value on rides for kids.
- The rides are WAY 2 expensive
- Expensive \$
- Outrageous prices of food and tickets.
- To cost less \$
- Lower ticket prices
- Expense
- Less expensive items
- \$1.00 rides every day, free snacks
- It is kind of spendy
- Cheaper games for kids & rides
- The prices were to go down
- Reduce cost of everything
- The price must be hard for people w/low income!
- Cost is outrageous! Every year it goes up/wages don't
- Make it a friendlier place to visit and not a focus on making \$ off your visitors
- Rides need to cost less for kids
- Food prices
- Cost or dollar value
- Little high on rides for kids
- Rides are too expensive
- Keep prices down - affordable
- Well, I don't like paying to get in
- Lower cost on rides
- Prices (water mainly)
- Rides' cost way too much & lots of tickets (bracelets would be nice)
- It's just expensive to eat, do the rides, etc. Hard to improve that in today's economy. :)

- Lower ticket prices for rides
- Drop all food prices by half
- Lower food cost & smaller lines
- The prices are a little steep for college students
- The cost to get in and the # of tickets each ride costs is a little expensive for college students. Have more misters. It's hot! :)
- Lower food and admission prices by a lot!!!
- Price including ride tickets & games
- Everything shopping
- Way less admission and lower costs
- Tickets need per ride lessened
- More vendors, lower prices
- More variety of foods, lower cost rides
- Price
- Lower food & admission prices
- Better food court, lower admission price (\$5)
- Lower ticket & food prices, more rides.
- Lowering the price of the kids' rides
- It's OK - but I'm too poor for it
- Less expensive food/drinks! & healthier. More free kids' days, cheaper rides
- Cheaper prices, more value days
- The food is free
- Either lower admission fee or cheaper rides
- More affordable activities
- Cheaper kiddie games
- Lower prices on entrance
- Open later, less expensive
- Lower prices, rides too many tickets

- Less money for games
- Free water bottles
- More free stuff
- Continue offering opportunities to save on admission, rides, etc., like you always do
- More free water booths
- Cheaper
- Cheap rides
- The bracelet should include more games
- Ore \$2.00 days
- 1 price admission & rides.
- Better value for my dollar – some things are VERY EXPENSIVE!
- Less expensive children's rides
- Free bus, free Pepsi day
- Free giveaways to concerts!
- Free bus ride to fair

More Activities, Attractions and Things to Do

- More things to do
- Bring back the hypnotist
- More vendors, more variety to buy/see/maybe food!
- More/ different vendors outside and inside.
- Mainstream bands (i.e. Sum 41, Green Day)
- More rides, frozen lemonade, food samples, etc.
- Better rides, a cleaner habitat.
- Let babies on ferris wheel so I could go on with my 5-yr old. I'm here with 5-yr, 17-mo & 7-wk.
- More rides, more food.
- Cheaper, bigger, faster, funner rides.
- There's better rides
- The log ride

- More activities other than rides for 4-8 year olds
- Bigger rides, more exhibits
- Bring back the dime pitching
- More agriculture exhibits
- More pigs
- New variety of events
- Not enough vendors (too much per sq ft)! Please reduce this cost!
Spent \$80 with granddaughter
- More variety, more vendors, attract fraternal orgs
- Animal shows - larger art selection (classes).
- More stuff to see & do.
- More things, more vendors, more stuff
- Talent show
- More equestrian events & more vendors on midway
- More horse activities
- More commercial vendors
- More booths (2)
- Less music acts - more interactive comedy acts
- More wandering entertainment, South American singers, jugglers, etc.
- Small musical groups along walkways - I have observed those groups here before.
- Exotic animal tent like in previous, large breed horses, Clydesdale/Belgian/Morgan
- Morgan horses, Alpacas
- Miss grange/church groups participation - food booths
- More booths. I don't like the beer garden situation, way too strict.
- More games
- Games and minerals
- More exhibits

- More exhibits, less carnival
- Display of minerals/club
- More cool animals ... like zebras
- Availability of programs
- More free activities like Weyerhaeuser
- More events
- More kids' activities
- Exhibits - more - half as many this year
- Landscape/gardening exhibits, a variety of small-scale musical offerings.
- More activities other than rides for 4-8 year olds
- More exhibits
- Bring back the dime pitching

Increased Variety of Carnival Rides

- More rides (7)
- Better rides (2)
- Scarier rides (2)
- Bring in a rollercoaster
- Different kiddie rides
- More rides (Enterprise, kid rides, too).
- Bigger, faster rides
- More rides, frozen lemonade, food samples, etc.
- Better rides, a cleaner habitat.
- Let babies on ferris wheel so I could go on with my 5-yr old. I'm here with 5-yr, 17-mo & 7-wk.
- More rides, more food.
- Cheaper, bigger, faster, funner rides.
- There's better rides
- The log ride
- Bigger rides, and more things, scarier rides

- E X T R E M E rides!
- More rides that are scary
- More rides
- Bigger roller coasters

More Seating, Shade, and Resting Areas

- More benches (2)
- Shady chairs for parents & grandparents (2)
- Places to sit around the different areas
- More shady seating & covered nursing areas
- More seating around the rides
- More cooler places to sit
- More shade (tents)
- More shade, more free stuff
- More seating for Dock Dogs, with shade
- More outside seating
- Places to sit in the shade
- More seating for older people outdoors - midway area
- Better stage & chairs in Weyerheuser Family Fun Pack - better accessibility there.
- Have a quiet place
- More seating/ tables.
- More seating in shady areas.
- More access to drinking water, less cost for child rides.
- Less sun
- Cooler temp.
- NOT SO HOT!
- More misting tents

More/Different Food and Beverage Choices

- More food booths/local food booths (like it was in the 1990s, around 1988-1998)

- Better food choices.
- More food (to include Swedish Meat Pies).
- More food vendors
- More food booths, Arbys, McDonalds
- More food choices
- More water stations for drinking & misting area
- Larger variety of foods
- Local organization booths outside, remember the broiled chicken stand, would like it back.
- We still miss the Oregon Chicken booth
- Barbeque chicken place missing.

Other

- Closer parking, bigger venue
- Be more family friendly
- Open earlier
- More healthy food
- Cool weather
- All OK
- Shorter, faster lines to everything – food & rides
- More hand-washing stations, a lot of sticky food!
- More parking!
- Open beer gardens – parents may, too, need a beverage!
- Don't know – hard to adjust to costs
- Ticket booths, concerts
- The Fair's too long, it should be 4 days.
- Something with no e-coli
- If the animal exhibits were closer together.
- Being able to sample baked items for competition. :)
- It's great as is.

- Have not seen enough to comment
- Weather
- Not scanning the tickets
- Great the way it is
- It's good
- If it was open later
- Less open space, more greenery
- Better entertainment on main stage, tech center
- Better communication about questions I have about the Fair and if VISA, and Mastercard are useable for tickets.
- Directional map for booths/food
- Cleaner, good music
- Just a fair
- We love it.
- Exhibit building not closing @ 10 pm
- Needs to be over 2 weekends, from one Fri.-the next Sun.
- Vendors not close at 10:00 p.m.
- Maps & posting of daily events
- It's fine as it is
- Better music. Less country, more rock.
- Please don't include kid sheep rides. Too dangerous.
- Lots of hand washing facilities - nice shavings in the horse stall area
- Invite the Subways
- Less crowded
- It's OK
- Entrance @ NE corner of grounds
- Open earlier
- Comments to be public can be more pleasant.

- If I had a friend to be with :(
- Just keep it the way it is
- It is larger than the last one
- Better bus service & parking
- Can't think of anything - we just come for rides
- Earlier opening - it's cooler at 9 AM!

Q 10 Please indicate where you are staying during the Fair.

- Adult foster care

Q12. With a limited advertising budget, what is the best method for informing you about the Lane County Fair? (Radio)

- KPNW 1120 (6)
- KNRQ 97.9 (4)
- KZEL 96.1 (4)
- 93.3 (4)
- KLCC (2)
- Country (2)
- 104.7 (2)
- 94.5 (2)
- KFIY (2)
- KUGN
- 93.3 & 104.7
- 94.9
- KDUK
- KSER
- 97.9
- 590

- KPNW, KNND
- 103
- Magic 94/KKNU
- KUGN, KPNW, KKNU, Moose
- 106.3 or 93.3
- 105.5 BOB FM
- Moose
- KRVM
- 961
- KOPT - KLCC
- KTLY or KNRQ
- All
- 660

Please share any other comments you have in the space provided below.

- I'm not sure that I wouldn't attend the fair in another location, but it's a hard tradition to break. Are the grounds going to go unused? I don't completely understand the necessity to move the fair & if it is too far outside city limits one might just wait and attend the State Fair.
- I'm unhappy with the fair staff's work ethic - they seem to believe that putting in extra hours during the fair week is asking too much. Also, the fair puts out "lot full" signs at the beginning of the fair and seems to have them up all week rather than actually working at keeping the lot really full. They also at times have blocked off access to the handicapped parking when it was not full. All makes a bad first impression to fair goers.
- It seems like fewer people are at the fair this year. I remember years when the animals and convention centers were packed. When grocery shopping this week, I was in line listening to people talk about the fair this year saying that they would not come back, that there was less to see, it's not worth the money spent, that it used to take hours to see the sights and visit events, and they went through them in 1/2 hour. So this year I timed my looking & eating and I did

it in less than 1 hour. I will still come to the fair, but my expectations have dropped after this year.

- Everything was too pricey, including fair entry.
- This location is best! Any of the others mentioned would reduce the # of people to attend the fair or any other events. 35 year community member.
- If bracelet day could be 2 days instead of just 1 day. It's too overcrowded for just 1 day.
- Cost too much to enter & the rides are too expensive.
- Don't move the fairgrounds.
- Dock Dogs.
- Attendance seems to me to be way down (?is it?). Granted, prices are higher everywhere, but the fair seems to be pricing itself out of participants, vendors, and family groups ... I don't know how to resolve this.
- Bring hip-hop artists to the fair for us teenagers.
- There should be wristbands for rides throughout the whole span of the fair. One day is NOT enough, especially unbeneficial to those who couldn't attend Thursday.
- I love the fair! Keep the spirit.
- Rides are way too pricey!
- The tables were very clean at the food court area. Thank you!
- Better quality food should be offered.
- The move would cause way, way too much traffic at that already congested area!!
- Be livestock exhibitor friendly.
- Please move the fairgrounds so that we can still enjoy all of the animals.
- Love coming to the fair but almost can't afford it.
- Make it cheaper!!! More food & rides.
- Corn dogs.
- Fair was fun, but cost is too much for a child to have fun - 11 yr old child pays too much!! Lower the fun \$.

- I really liked the BiMart setup for toddlers and infants – nice idea.
- Lines are very unorganized. This is tough but maybe have some of the rides roped off?
- You limit people with disabilities, can't afford the scooters!
- The fairgrounds best serve the community where they are. We attend the fair, my children get season passes, which we won't if they move. We also attend the holiday market.
- If moving to Beltline & Hwy 99 doesn't work, consider somewhere off of Greenhill.
- The Lane County Fair is one of the better county fairs I have been to. I think that it can only get better, especially if money is made available to expand. I look forward to the Lane County Fair every year.
- The BiMart Amateur talent show should be just for that, our local amateurs, not the Hansen's that are here every year, and they are paid for appearances which should disqualify them. Them entering 1 or 2 years maybe, but not every year, give others a chance.
- The fair needs better main stage acts. Try up and coming bands that are more geared towards 20 and 30 yr olds. Fewer bands that haven't done squat for 20+ years.
- 1) One ticket for all children's rides 2) One ticket for rides.
- Kids' rides should be less expensive.
- Moving the fairgrounds would require participants/visitors to use more gas. There are ways to ameliorate the animal waste problem.
- Charly Daniels rocks!
- The city has a great resource here, fix it. Take the fifty million that is purposed to revitalize the downtown again and invest it here. Ask how could you make it better and do it.
- I still miss the donuts.
- If outside city limits must have LTD bus service to fair. Other than that everything is really good.
- Move to a better access, Hwy 99 w/I-5, then Hwy 58 – Goshen perhaps. Thanks.
- Food prices were higher than Scandinavian Festival, which has free admission. \$5.50 for baked potato – ridiculous! Inconvenient to have to go to bus terminal for bus service.

- It was fun!
- The fair should not be moved.
- Good luck getting 2 people in this city to agree to anything. Impossible!!
- Off I-5 is best location for fair. Beltline can't handle any more traffic during peak hrs.
- Fair seems to be going down in quality & UP in price every year - I go every year & I am disappointed. I loved the old county fair & so did my kids.
- It has been a super day at the fair. People were ENJOYING themselves. Less screaming and yelling - except for excitement.
- The free LTD rides are great.
- Program brochure excellent. Happy with this location.
- I feel a more rural setting would be more appropriate because of the generally rural nature of a fair - and because of limited access at the present site.
- 1) Thank you to BiMart! Fri special price to enter. \$9.00 too much. 2) Food court - return to old days - Or. Chicken, better prices. 3) More demonstrations from the community like sq. dance, other dance groups, hip-hop, let them in free or discounted.
- 1) Like free before noon. 2) Glad water available. 3) Not enough live music during day. 4) Need lots of shade outside near food.
- Need more shade (5)
- Handicap parking was closed off stating "lot full". There was plenty of parking. Almost left, won't be back next year.
- All this political stuff is b.s. trying to escape the real crap for some fair fun and it follows.
- I love where the fair is now. PLEASE DON'T MOVE IT.
- I think the proposed hospital could buy the spot & then Eugene could use the money to help build new fairgrounds out of town. We could have a bigger & better event center & fair.
- This is a central location to most of Lane County & in the middle of it's largest city. The current animal display is great, other nearby areas offer about the same. Facilities are paid for and should be improved as needed.

- The fairground is a very beautiful place – well kept and very clean and beautiful flowers makes it a very pleasant place to be – litter free. Thanks.
- Happy where it is now.
- They should go back to the old way of entering the fair and also send out the premium books. Also don't charge seniors to visit the fair.
- I would appreciate not paying for entering my product and paying for getting in. It could be more organized.
- Have you studied other fairs the same size around the country?
- At present location it is too expensive ground for what it is now being used for.
- I love the fair and attended since 1978 – and hope to continue coming. My family and I look forward to the fair every year.
- Seems to be less with higher prices.
- I am not happy about spending \$21 to enter the fair (1 adult & 2 under 18).
- I haven't been to the fair in a long time, and I remember there being more to do, rides & such. I did enjoy my time!
- Compared to other fairs this one is and has been a big joke.
- It was enjoyable overall.
- I think this location is the ideal site for a hospital – much better than River Ridge.
- Had a great time
- I'm for moving the fair.
- Nothing but food booths, games were a ripoff.
- I am at the fair today to see the amateur talent contest, which is due to start in 1 hr. and I hope I don't see the Hansen Family participate. To me an amateur is someone who hasn't received payment for any performance, and I feel they don't give our local truly amateurs a fair chance.
- I love the fair and the state of Oregon!
- The fair was very disappointing this year. On opening day the rides were not operating and the fire marshal was still checking rides. My kids had to wait for at least ½ hour, food was not ready either. Lots

of empty space and nothing to look at inside or out. It seems that prices went up and there was less to do. I was even shocked at how few animals were here to view. Overall I was not satisfied at all, and if some big changes aren't made, I will go elsewhere to another fair.

- The F.F.F. is the Federal of Fly Fishers, born right here in Eugene in 1965. It is now a mega-worldwide organization. The Eugene fair board has all but denied this heritage. (I think you have missed the boat.)
- 1) The entertainment & animals are very important to my family. 2) The price of food in the convention center is ridiculous! NOT going there anymore! Thanks
- 1) Food vendors seem over-priced & there are less this year. 2) Maintenance, cleanup could be better.
- Lane County Fair belongs at the Lane County Fairgrounds.
- I'd like to see year around activities and good landscaping.
- Don't move.
- Keep it as it is please.
- Thank you for collecting this data.
- Best of luck!
- Just keep doing a good job.
- Where are the cattle showed? Really missed them. That is "the fair". Study Guatamalan Fairs as they diaper their cattle. Thanks
- If the fairgrounds move to another location we would not be able to attend. We would not have a way to get anywhere else, unless LTD continued fair shuttles. Instead of moving the fair, they should just upgrade the current facilities. That would probably cost less than moving it, too.
- Love the seating throughout the fair property - makes it more like a fair atmosphere (1st year back after being gone 13 yrs). Many tables & places to eat.
- Am impressed by the large area to sit down to eat.
- Lane County Commissioners zero accountability on what the voters vote on. Please pay attention and listen to the people.
- I am concerned that moving the fair may hurt downtown even more. There has been many \$ spent in remodeling the convention center and ice arena - how can we afford to move the fair?

- I am a neighbor of the fairgrounds. I think the current location is great.
- 1) More eclectic and inviting to all. 2) More contests/horses. 3) Horses. 4) Ponies.
- Cheaper please!
- Noticed fewer rides. Not much in way of "entertainment" (on stages. Realizing costs lots of \$. Little towns in Kansas have better "names" come to the stages.
- My 7 yr. old loved every minute.
- Where is everybody? Flies are really bad.
- Fair needs to be centered around family activities, better food. Smaller midway, less junk booths, more crafts. Basically back to the good old country fair.
- More handicap capabilities for us with limited movement.
- Born & raised here. Keep seeing it get smaller and main attractions disappear.
- Where's the basketball toss in the hoops for prizes?
- I'm probably not a good one to ask. I am Amish and seldom attend the fair except for info regarding animals. But I do think it would be great to move the sports center - right out of the state along with that expensive waste of money, Autzen Stadium!
- Allow lids on sodas!!! Please.
- I miss the dime toss (where ya throw 10 cents in any dish to win). Thanks for a fun time.
- Instead of moving, what about having shaded tents to create breezeway walkways. Great job doing the fair! Bathrms very clean.
- The entrance is expensive. What I don't like are the amount of tickets they ask for per ride, 6 or 7. It needs to be 2 per ride.
- It should be more economical because everything was expensive - food, drinks, rides, entrance. It's too much!
- Nothing, everything seems good to me.
- This year I liked that they had Latino music.
- Thank you for thinking about families & bringing us fun.
- Try to reduce prices.

- Try to reduce the prices. Thank you.
- Bring bands in Spanish again.
- 1) Some new rides will be better. People will come more. 2) More rood vendors. Different kind of food.

Appendix C

Zip Codes of Respondents

City	Zip	Frequency	Percent
Eugene	97402	62	18.1%
Springfield	97477	49	14.3%
Springfield	97478	42	12.2%
Eugene	97405	37	10.8%
Eugene	97404	36	10.5%
Eugene	97401	29	8.5%
Veneta	97487	13	3.8%
Eugene	97403	9	2.6%
Cottage Grove	97424	7	2.0%
Junction City	97448	5	1.5%
Pleasant Hill	97455	5	1.5%
Creswell	97426	4	1.2%
Dexter	97431	4	1.2%
Allegany	97407	3	0.9%
Noti	97461	3	0.9%
Trail	97541	3	0.9%
Coburg	97408	2	0.6%
Florence	97439	2	0.6%
Harrisburg	97446	2	0.6%
Hilliard, FL	32046	1	0.3%
Chicago, IL	60617	1	0.3%
Boise, ID	83705	1	0.3%
Tucson, AZ	85739	1	0.3%
Norwalk, CA	90650	1	0.3%
Garden Grove, CA	92840	1	0.3%
San Fransisco, CA	94102	1	0.3%
Wilsonville	97070	1	0.3%
Corvallis	97330	1	0.3%
Depoe Bay	97341	1	0.3%
Lebanon	97355	1	0.3%
Agness	97406	1	0.3%
Blachly	97412	1	0.3%
Blue River	97413	1	0.3%
Drain	97435	1	0.3%
Fall Creek	97438	1	0.3%
Langlois	97450	1	0.3%
Lorane	97451	1	0.3%

North Bend	97459	1	0.3%
Roseburg	97470	1	0.3%
Vida	97488	1	0.3%
Walterville	97489	1	0.3%
Crater Lake	97604	1	0.3%
Sammamish, WA	98075	1	0.3%
Tacoma, WA	98477	1	0.3%
Amboy, WA	98601	1	0.3%
