

# **Results of the Lane County Fair 2001 Visitor Survey**

Prepared for

Lane County Fair Board and  
The City of Eugene

by

## **Community Planning Workshop**

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## SUMMARY

Community Planning Workshop (CPW) conducted a survey of Lane County Fair participants from August 14th to August 19th, 2001. A total of 400 intercept surveys were completed during that week.

The survey results suggest that respondents were satisfied with the quality of the 2001 Fair; that a majority of respondents noticed an increased recycling effort; and that a majority of respondents would be willing to pay more both for expanded recycling efforts and for biodegradable cups and utensils. Specific findings are listed below.

- Most survey respondents were from Eugene (58%). The average age of respondents was 44. Distribution between males and females was fairly even (60% females, 40% males). The majority of respondents (86%) recycle or compost on a weekly basis at home.
- The majority of respondents (90%) indicated that the Fair met or exceeded their expectations.
- The majority of respondents (72%) felt this year's Fair was about as good or better in value for their entertainment dollar compared to other activities.
- The most important reasons for attending this year's Fair included activities (44% of respondents), animal exhibits (31%), food (31%), other exhibits (24%), and concerts (22%).
- Most respondents obtained Fair information by reading the Register-Guard and other newspapers (58%), while only 16% of respondents indicated they had visited the Lane County Fair website.
- Although most people surveyed had purchased food or drinks at the Fair (89%), only 31% of respondents indicated they had composted food waste at the Fair.
- About 45% of respondents listed other types of food they would like to see offered in future years, with salads and vegetarian options being the most popular. Choice of foods was the second most important factor at the Food Pavilion, after cleanliness.
- Respondents agreed that increasing recycling efforts and reducing the amount of garbage sent to the landfill at the Fair is very important, and 81% of respondents noticed an increased recycling effort at this year's Fair.
- When asked if expanding the recycling effort is important enough to pay slightly more for meals or admission at the Fair, 61% said yes.

- A large majority (72%) of respondents said they would be willing to pay more per meal for biodegradable utensils and cups and unbleached paper plates; 28 percent of respondents were not willing to pay more for the biodegradable foodware.
- The majority of respondents (59%) indicated they were willing to pay less than \$0.50 for biodegradable foodwards.
- About 18% of respondents indicated they would be willing to pay up to \$0.10, with 22% willing to pay \$0.11 - \$0.25, and 19% \$0.26-\$0.50. Eight percent of the respondents said they would be willing to pay up to a dollar more per meal.



## BACKGROUND

In 2000, the Lane County Fair estimated gate count was about 180,000 people. Paid gate admissions were highest on record at \$558,518. Food concession sales were highest on record at a little over \$625,000, generated by thirty-two food booths<sup>1</sup>. As the Fair continues to attract larger crowds and offer more food and drinks, the amount of solid waste also increases.

The City of Eugene and the Lane County Fair Board are interested in reducing solid waste and improving recycling efforts at the annual Lane County Fair. Recycling efforts at the Fair are geared towards “zero waste.” The 2000 Fair increased recycling by 20 percent and recycled over 65 percent of the Fair’s total garbage.

In 2001, the Fair recycled the following materials: tin, glass, cardboard, plastic, glass, paper, newspaper, animal bedding, and food scraps. In addition to recycling stations around the Fairgrounds and yellow composting barrels in the Food Pavilion, the City of Eugene and Lane County staffed a recycling and composting information booth. To increase recycling awareness, BRING Recycling helped children at the Fair make recyclable art.

The Lane County Fair Board and the City of Eugene staff are also interested in using biodegradable foodware at the Fair to further reduce solid waste. Biodegradable foodware is a relatively new technology that consists of cups, plates, and utensils that will break down quickly in a composting facility. The foodware is mostly made of corn resins and biodegrades into water, carbon dioxide, and organic material. Many fairs or large events, such as the 2000 Olympics in Sydney, use this technology to obtain “waste free” or “no waste” status. McDonald’s is even experimenting with biodegradable products in Austria, Germany, and Sweden. Fair and event coordinators are realizing that not only will recycling and biodegradable foodware reduce the amount of solid waste, but that they will also cut costs.

City and Fair Board staff approached the Community Planning Workshop (CPW) at the University of Oregon to create and administer a survey asking visitors about recycling, composting, and the overall fair experience. The report summarizes the results of an intercept survey administered by CPW at the 2001 Fair.

## PURPOSE

As part of a process to improve the quality of the Fair and to reduce the amount of waste at the Fair, CPW worked with City and Fair Board staff to

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<sup>1</sup> <http://www.atthefair.com>

administer a survey of Fair visitors. The survey solicited opinions from fair visitors about recycling, composting, the food pavilion, 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;
- Reasons respondents attend the Fair, and how they obtain their information;
- Opinions about recycling and composting at the Fair; and
- Opinions about raising the cost of meals or admission to expand recycling efforts and include the use of biodegradable utensils and cups and unbleached paper plates.

The City and Fair Board will use the survey results to make decisions concerning recycling efforts at future Fairs—specifically the use of biodegradable foodware—and to make decisions regarding marketing efforts.

## **METHODS**

CPW, City of Eugene, and Lane County Fair Board staff developed and administered the survey in August 2001. CPW developed a draft survey instrument that was then reviewed by the City of Eugene and Lane County Fair Board. CPW revised the survey instrument based on comments received from the City and Fair Board. The survey was then field tested on fifteen randomly selected individuals who helped identify potential problems and ambiguities before the final surveys were printed.

The 2001 Lane County Fair occurred between August 14 and August 19. CPW staff conducted 401 intercept surveys at three locations inside the Fairground: the food pavilion, the exhibits hall, and the recycling booth.

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. The interviewers recorded how many respondents and how many refusals.

Surveys at the recycling booth were self-administered. The self-administered site consisted of an attractive display with a tray of surveys on a table. People filled out the surveys at their convenience. While the self-administered survey respondents were not randomly selected, they provided additional responses and valuable input.

Each fairgoer that completed a visitor survey received a “free donut” coupon redeemable at one of the Fair booths. Incentives tend to increase response rates and provide the respondent with some small compensation for their time.



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. SPSS also allows the ability to cross-tabulate questions.

## **ORGANIZATION**

The remainder of this memorandum is organized around the survey results. We begin by evaluating respondents' opinions regarding the Fair in general. Next, we evaluate respondents' attitudes about recycling and composting at the Fair. We conclude by describing the demographics of the survey respondents.

Two appendices supply more detail. Appendix A is a copy of the survey, showing all the questions, exactly as asked. Appendix B summarizes the written responses to the open-ended questions on the survey (the ones where a respondent writes an answer rather than checks a box or fills in a number).

### OPINIONS ABOUT THE FAIR IN GENERAL

When asked how their experience had been at this year's Fair, about 90 percent of respondents indicated this year's Fair either met or exceeded their expectations. Table 1 summarizes visitors' responses regarding their Fair experience (survey question 16).

**Table 1. The Fair experience**

Response	Number of respondents	Percent of respondents
Below expectations	37	10%
Met expectations	275	75%
Exceeded expectations	56	15%
Total	368	100%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

Table 2 illustrates a crosstabulation of the results of question 1 ("How has your experience at the Fair been this year?") by the date of the survey. Although the data do not show much variation by date of survey, a higher percentage of respondents who completed the survey on Thursday, 8/16 indicated the Fair exceeded their expectations.

**Table 2. Crosstabulation of Question 16 by date of survey**

	How has your experience been at the Fair this year?			Total
	Expectations			
	Below	Met	Exceeded	
Tuesday, 8/14	4%	88%	8%	100%
Wednesday, 8/15	12%	73%	15%	100%
Thursday, 8/16	9%	70%	21%	100%
Friday, 8/17	13%	71%	16%	100%
Saturday, 8/18	7%	78%	16%	100%
Sunday, 8/19	8%	80%	12%	100%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

Table 3 shows respondents' opinions concerning the value of the Fair compared to other activities. About 75 percent of respondents indicated the Fair was a better value or about as good in value compared to other activities. Admission prices were \$8.00 a day for adults, or \$12.50 for an adult "season pass," which did not include carnival rides or food.

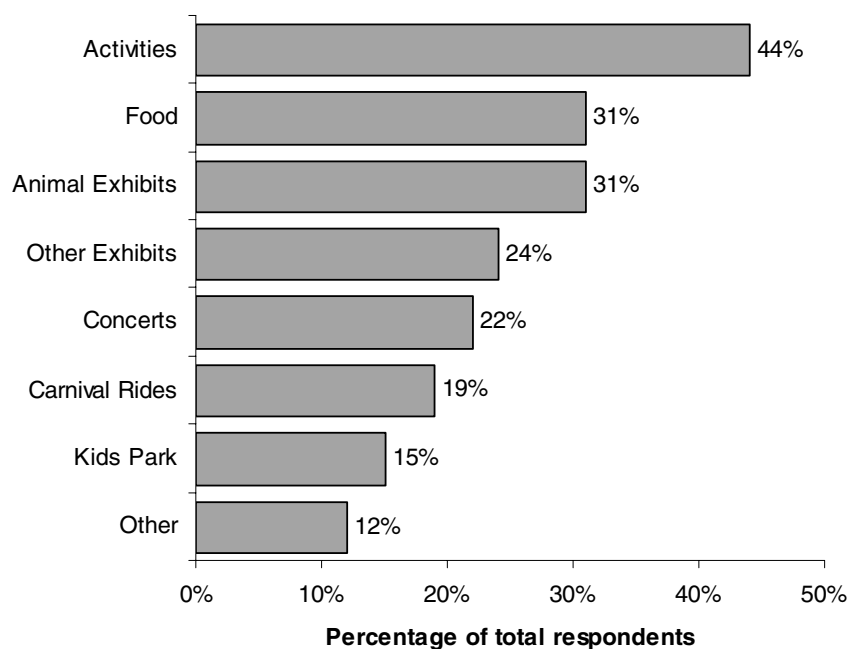
**Table 3. Value of Fair compared to other activities**

<b>Response</b>	<b>Number of respondents</b>	<b>Percent of respondents</b>
Not as good	58	15%
About as good	228	61%
Better value	90	24%
<b>Total</b>	<b>376</b>	<b>100%</b>

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

Figure 1 summarizes Fairgoers' reasons for attending the Fair. The most popular reason was activities (44 percent), followed by animal exhibits (31percent), food (31percent), other exhibits (24 percent), and concerts (22 percent). Main stage concerts were free with admission, and included 38 Special, Oak Ridge Boys, Pat Benatar, and Wynonna.

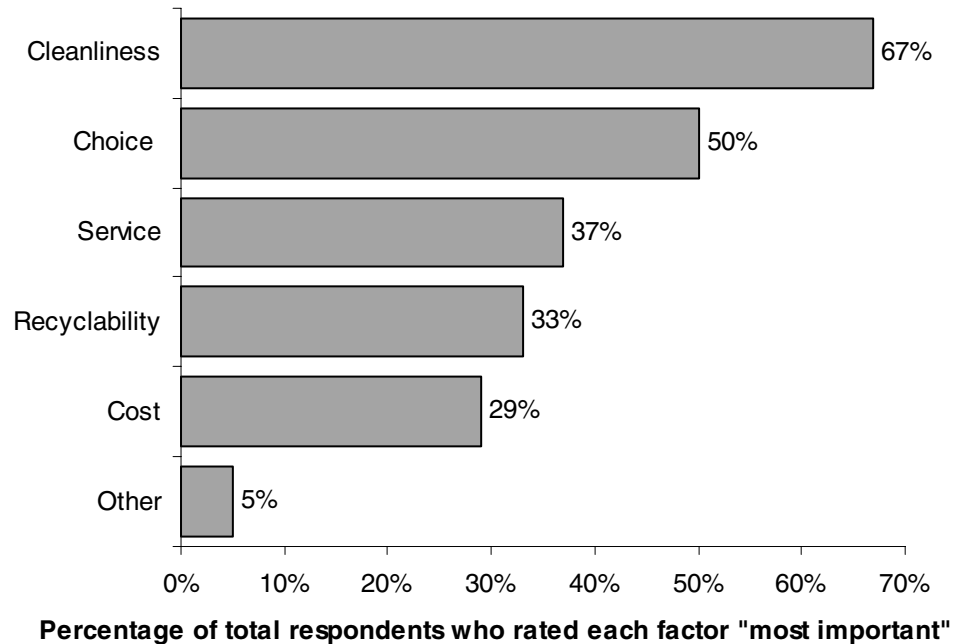
**Figure 1. Reasons for attending the Fair**



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

Figure 2 illustrates the importance of different factors at the Food Pavilion. The table shows the percentage of total survey respondents (n=400) who rated each factor "most important." Because respondents could check more than one of the factors, the percentages total more than 100 percent. Visitors rated the following factors in order of most to least important: cleanliness (67 percent), choice (50 percent), service (37 percent), recyclability (33 percent), cost (29 percent), and other (5 percent). The 20 respondents who rated "other" as most important wrote in responses including seating, healthy foods, and quality of foods.

**Figure 2. Importance of factors at the Food Pavilion**

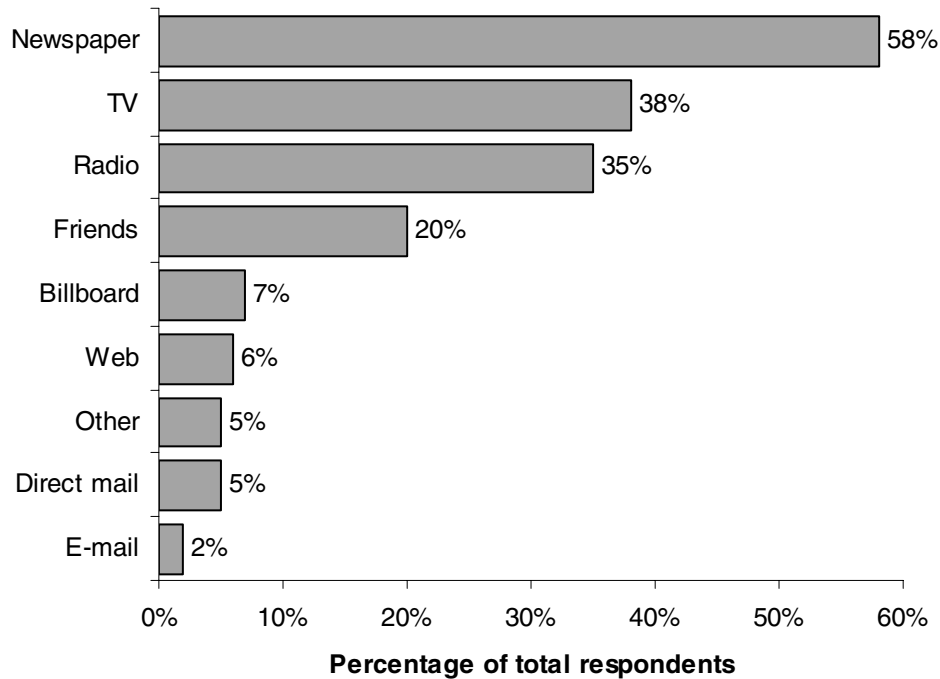


Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

As indicated in Figure 2, 50 percent of respondents said that choice of food was "most important." When asked if there are any foods they would like to see offered in the future, 45 percent said yes. The most popular written response for type of food to offer in the future was more healthy foods, including salads and vegetarian options. The next most popular written response was Swedish meat. Ribs and Thai food were also suggested a number of times. See Appendix D for a complete list of foods requested for future Fairs.

Figure 3 shows what sources of information respondents' use to obtain information about the Fair (survey question 14). The most common method for obtaining information about the Lane County Fair is the newspaper. Of those who specified which newspaper they obtain their information from, 97 percent indicated the Register-Guard. Other popular methods for obtaining information about the Fair shown in Figure 3 included TV (38 percent), radio (35 percent), and friends (20 percent). The least popular method was e-mail (2 percent of total respondents). Although only six percent of total respondents indicated they used the web for most often obtaining information about the Fair, 15 percent of the total respondents indicated in Question 15 that they have visited the Lane County Fair Website ([www.atthefair.com](http://www.atthefair.com)).

**Figure 3. Methods for most often obtaining information about the Fair**

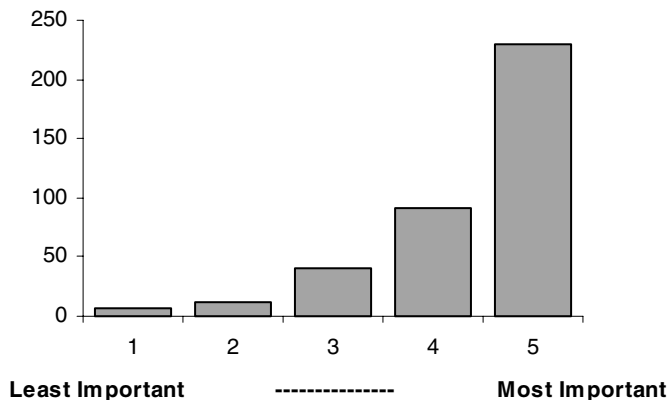


Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

### **OPINIONS ABOUT RECYCLING AT THE FAIR**

The majority of respondents indicated that increasing recycling efforts is important at the Lane County Fair, (see Figure 4). About 60 percent circled “5,” or “most important,” when asked in question 1 how important it is to increase recycling efforts and reduce the amount of garbage sent to the landfill.

**Figure 4. Importance of increasing recycling efforts**



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

Table 4 shows that of all survey respondents, 81 percent said they had noticed efforts of an increased recycling effort at this year's Fair. About 89 percent of visitors surveyed had purchased food or drinks at the Fair, where the recycling effort had been increased. Despite the fact that 89 percent had purchased food or drinks, only 31 percent had composted food waste at the Fair. Although 81 percent noticed increased recycling efforts, reasons for a relatively low percentage of people composting include not having food waste, not enough instructions on where to place food scraps, not enough food waste bins being available, or waste bins not visible enough.

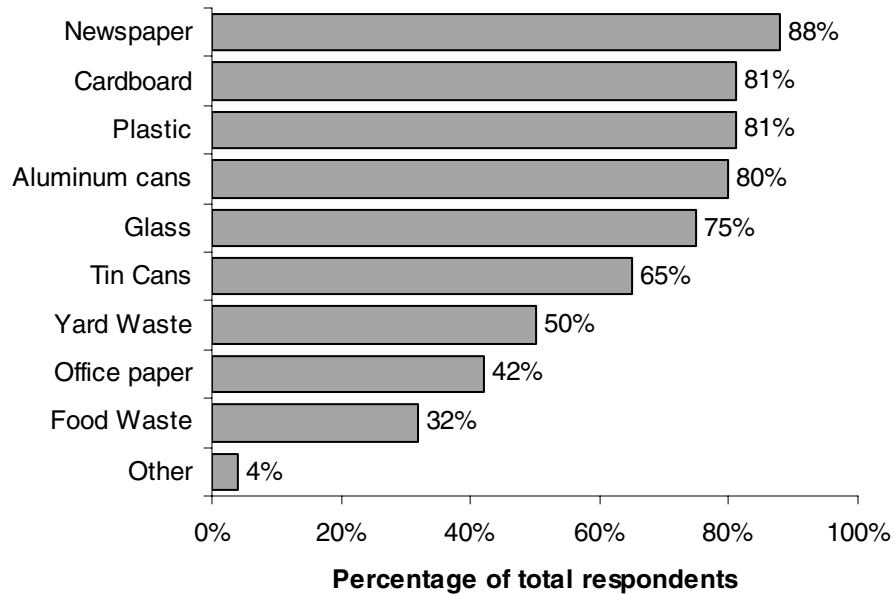
**Table 4. Noticed recycling efforts, purchased food, composted food**

Response	Noticed Efforts	Purchased Food	Composted Food
Yes	81%	89%	31%
No	19%	11%	69%
<b>Total</b>	100%	100%	100%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

Figure 5 shows a breakdown of the types of materials respondents' recycle at home. Overall, 86 percent of respondents indicated they recycle at home on a weekly basis (survey question 6). Common materials recycled at home listed include newspaper, plastic, cardboard, aluminum cans, glass, and tin cans, (survey question 7).

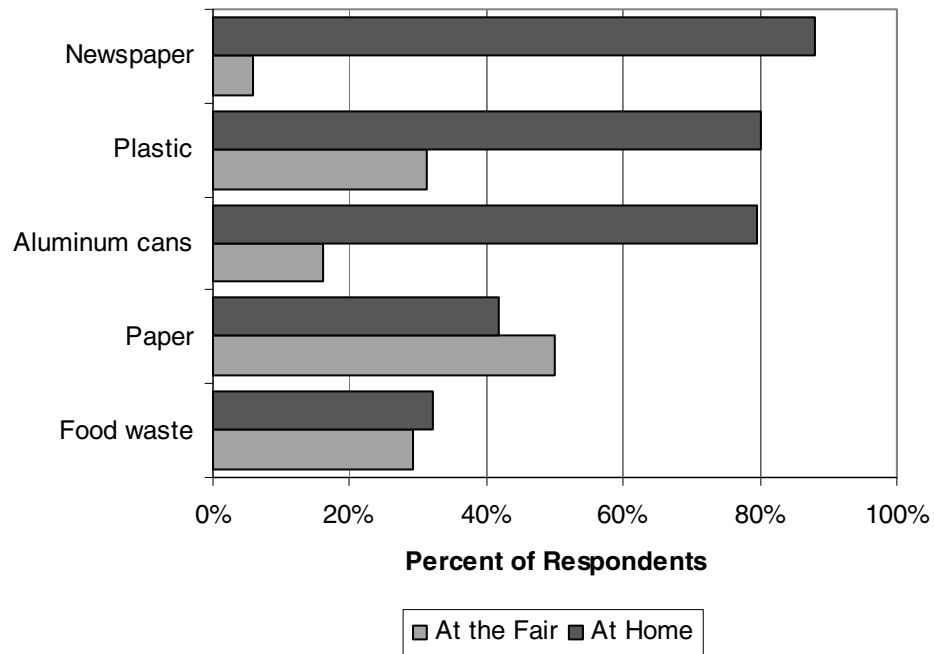
**Figure 5. Materials recycled at home**



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

Figure 6 indicates that Fair visitors were more likely to recycle the following materials at home than at the Fair: plastic, aluminum cans, and newspaper. More people indicated they recycled paper at the Fair than at home, perhaps indicating that recycling paper at the Fair was more convenient than at home. Interestingly, almost the same percentage of respondents indicated they recycled or composted food waste at the Fair as at home.

**Figure 6. Materials recycled at the Fair and at home**

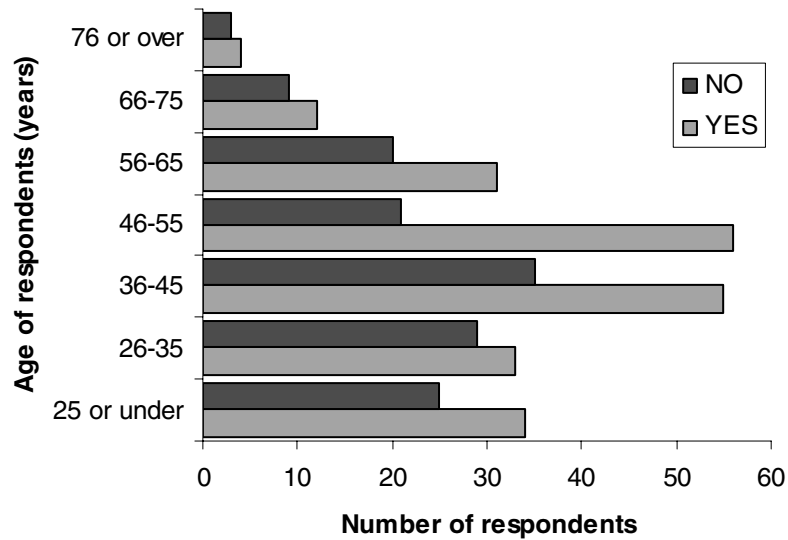


Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

As the Lane County Fairgrounds and Convention Center do not receive any tax dollars for operations, revenue from concessions and admission is important to the success of the Lane County Fair. Expanding recycling efforts to work toward the “zero waste” goal will most likely require more funding. When asked if willing to pay more for an expanded recycling effort at the Fair, 61 percent of survey respondents said yes and 39 percent said no.

Figure 7 illustrates that respondents between the ages of 46 to 55 are more likely than people in other age categories to want to pay more for recycling. Although recycling may seem more critical for a younger generation, people 35 years and younger may not yet have the financial stability to justify spending more of their income on recycling at the Fair. Recycling may not be a top priority to older Fair visitors, which is also illustrated in the figure below.

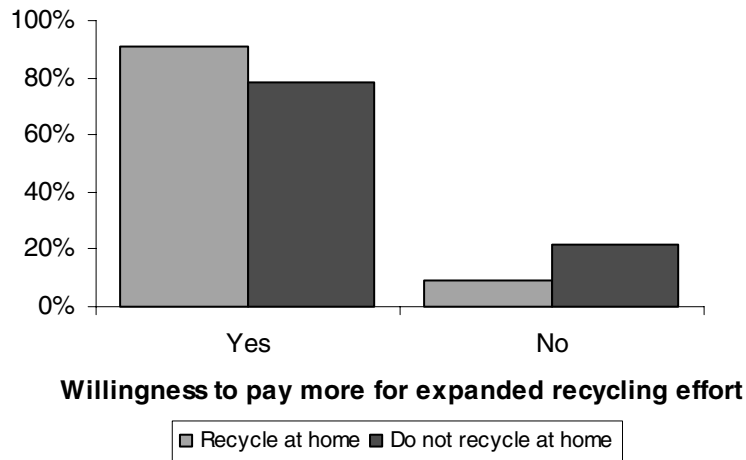
**Figure 7. Willingness to pay more for an expanded recycling effort (question 8)**



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

Figure 8 illustrates that people who recycle at home on a weekly basis (question 6) are more likely to be willing to pay more for an expanded recycling effort at the Fair. It is notable that a majority of respondents that do not recycle at home indicated they would be willing to pay more for expanding recycling efforts at the Fair.

**Figure 8. Crosstabulation of willingness to pay more expanding recycling at the Fair by recycling behavior at home**



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001



Respondents were also asked specifically if they would be willing to pay more per meal for biodegradable cups and utensils and unbleached paper plates. Table 5 shows that 28 percent of respondents were not willing to pay more for the biodegradable foodware. However, 72 percent are willing to pay more, with \$0.11 - \$0.25 being the most common amount people are willing to pay. About eight percent of respondents indicated they are willing to pay up to a dollar more per meal for the biodegradable foodware. These findings are significant, as an effort to include these foodwares in next year's Fair would require additional funding. Often each biodegradable cup or utensil can cost 4 to 5 times as much as what vendors are using now.

**Table 5. Are you willing to pay more per meal for biodegradable cups and utensils and unbleached paper plates?**

<b>Amount willing to pay</b>	<b>Number of responses</b>	<b>Percent</b>
Not willing to pay more	109	28%
Less than \$0.10	72	18%
\$0.11-\$0.25	87	22%
\$0.26-\$0.50	77	19%
\$0.51-\$0.75	18	5%
\$0.76-\$1.00	32	8%
<b>Total</b>	<b>395</b>	<b>100%</b>

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

## 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

Table 6 shows that the largest percentage of respondents were surveyed Wednesday (8/15/01), Thursday (8/16/01), and Friday (8/17/01). Friday and Saturday tend to be the most popular days for visitation at the Fair, but other incentives and discounts were offered for attending earlier in the week.

Table 6 also shows the gender of survey respondents. About 60 percent of total survey respondents were females, while 40 percent were males. A similar ratio of visitors was surveyed on each day, with the exception of Sunday, when 41 percent of respondents were females and 59 percent of respondents were males.

**Table 6. Gender of survey respondents by date of survey**

Date of Survey	GENDER				Total	%
	FEMALE	%	MALE	%		
Tuesday (8/14)	33	65%	18	35%	51	14%
Wednesday (8/15)	43	54%	36	46%	79	22%
Thursday (8/16)	45	58%	32	42%	77	21%
Friday (8/17)	55	65%	29	35%	84	23%
Saturday (8/18)	28	62%	17	38%	45	12%
Sunday (8/19)	11	41%	16	59%	27	7%
<b>Total</b>	<b>215</b>	<b>59%</b>	<b>148</b>	<b>41%</b>	<b>363</b>	<b>100%</b>

Source: Lane County Fair Visitor Survey, Community Planning Workshop, 2001

Table 8 shows the location where surveys were gathered. More than half of the surveys were gathered at the Food Pavilion, as most visitors at the Pavilion had purchased food and could answer questions about food, recycling, and composting. About 30 percent of the surveys were gathered at the Exhibit Hall, and 14 percent at the City's Recycling Booth. Both of these alternative locations provided some variety in responses.

**Table 8. Location of surveys**

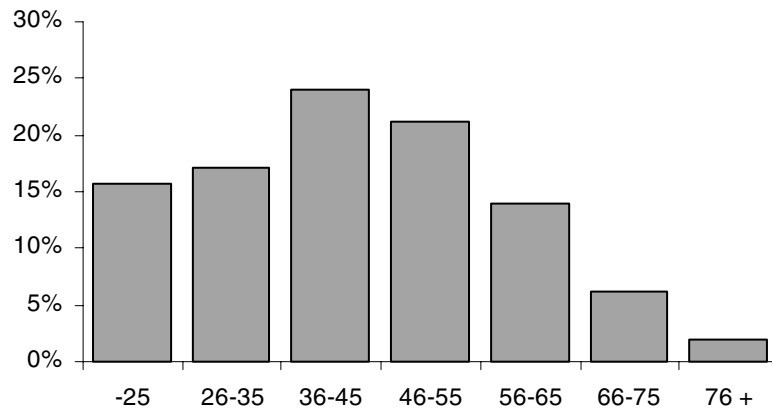
Location	Number of	
	surveys	Percent
Food Pavilion	223	56%
Exhibit Hall	122	31%
Recycling Booth	55	14%
<b>Total</b>	<b>400</b>	<b>100%</b>

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2001

Figure 9 shows the age of respondents. The average age of respondents was 44 years, while the median (the value with 50% of the responses above it and 50% below it) was 47 years. The most frequent age category was 36-45 years, while the respondents' ages ranged from 12 to 86 years<sup>2</sup>.

<sup>2</sup> CPW intended to only survey people aged 18 years and older. However, because it is difficult for surveyors to guess visitors' ages, one 12-year old and four 17-year olds were surveyed.

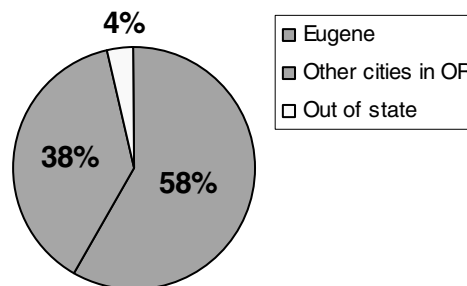
**Figure 9. Age of survey respondents**



Source: Lane County Fair Visitor Survey, Community Planning Workshop, 2001

Figure 10 shows the area of residence of the survey respondents. Almost 60 percent of the respondents live in Eugene. Thirty-eight percent of the respondents live in Oregon outside of Eugene, while four percent of the respondents live outside of Oregon. See Appendix C for a complete list of zip codes represented.

**Figure 10. Area of residence of survey respondents**



Source: Lane County Fair Visitor Survey, Community Planning Workshop, 2001

Of those who are not residents of Eugene, 61 percent stayed with family or friends, 16 percent checked “other,” mostly including group homes, 13 percent stayed in an RV or in a campground, and 11 percent stayed in a motel.

## CHAPTER 3: IMPLICATIONS

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The survey results suggest several points for further discussion among community leaders, food vendors, and Fair visitors of Lane County:

- Because fair visitors are willing to spend more per meal for biodegradable cups and utensils and unbleached paper plates, what steps should the Fair Board take to introduce this technology in next year's Fair? Specifically, what biodegradable foodwares would be used? Would biodegradable trash bags be used as well?
- Because fair visitors are willing to spend more for meals or admission to support expanded recycling efforts at the Fair, what steps do the City of Eugene and Fair Board staff need to take to reduce the amount of solid waste at next year's Fair?
- How can the City of Eugene and the Lane County Fair Board work together with the food vendors over the coming year and in future years to reduce the amount of solid waste generated at the Fair?
- What can the City of Eugene and the Fair Board do to increase the number of people who compost food waste at the Fair? Possibilities may include posting more signs in the Food Pavilion, or Fair staff personally educating visitors.
- What are the implications for other fairs and events in Oregon if the Lane County Fair reaches its goal of "zero waste"?

# APPENDIX A. COPY OF THE SURVEY

## LANE COUNTY FAIR VISITOR SURVEY

### Instructions:

**Thank you** for agreeing to participate in this survey. The survey will provide the City of Eugene and the Lane County Fair with information that will help us better serve you in the future. It should take no more than five minutes to complete. All results will be kept confidential.

Your participation is voluntary. If you have any questions regarding the survey, please contact Robert Parker at the University of Oregon (541-346-3801). If you have questions regarding your rights as a research participant, please contact the Office of Human Subjects Compliance, University of Oregon, 5219, Eugene, OR 97403, or call (541) 346-2510.

*First, we would like to ask some questions about recycling.*

1. On a scale of 1-5 (with 1 being least important and 5 being most important), how important is it to you that the Fair increase recycling efforts and reduce garbage sent to the landfill? (circle the appropriate number)

LEAST IMPORTANT			MOST IMPORTANT	
1	2	3	4	5

2. Have you noticed any efforts at this year's Fair to increase recycling?  
 Yes  
 No
3. Have you purchased food or drink items at this year's Fair?  
 Yes  
 No
4. Please indicate which of the following materials you have recycled at this year's Fair (check all that apply).  
 Aluminum cans                       Paper  
 Plastic bottles                               Newspaper
5. Have you recycled/composted food at this year's Fair?  
 Yes  
 No
6. Do you recycle or compost on a **weekly** basis at home?  
 Yes  
 No

7. Please indicate which of the following materials you recycle on a **weekly** basis at home (check all that apply).

- Newspaper
- Office paper
- Aluminum cans
- Glass
- Tin cans/steel
- Plastic
- Cardboard
- Food waste
- Yard waste
- Other (specify)\_\_\_\_\_

*Next, we would like to ask some questions about further expanding recycling efforts at the Fair.*

*Some fairs are boosting recycling rates by controlling what kinds of foodwares are provided to the public. Biodegradable plastic utensils and cups, uncoated and unbleached papers, and other foodwares are available to event organizers, but they are more expensive than plastic and plastic foam products and require more planning and control by event organizers.*

8. Do you think expanding the recycling effort is important enough to pay slightly more for meals or admission to the Fair?

- Yes
- No

9. How much more would you be willing to pay per meal for biodegradable utensils and cups or unbleached paper plates?

- I am not willing to pay more
- Less than \$0.10 cents per meal
- \$0.11 to \$0.25 more per meal
- \$0.26 to \$0.50 more per meal
- \$0.51 to \$0.75 more per meal
- \$0.76 to \$1.00 per meal

*Next, we would like to ask some questions about your visit.*

10. How important to you are the following factors about the Food Pavilion at the Fair, with 1 being least important and 5 being most important?

Factor	Least Important		Most Important			Don't Know
Cost	1	2	3	4	5	DK
Cleanliness	1	2	3	4	5	DK
Recyclability of trash	1	2	3	4	5	DK
Service	1	2	3	4	5	DK
Choice of foods	1	2	3	4	5	DK
Other (specify)_____	1	2	3	4	5	DK

11. Are there any foods you would like to see the Fair offer in future years?

- Yes (if yes, what?) \_\_\_\_\_
- No

12. If you are staying away from home during your Fair visit, please indicate where you are staying:

- Friends/Family
- Motel/Hotel
- RV/Tent Camping
- Other (please specify) \_\_\_\_\_

13. If you are staying away from home, please indicate the number of nights. \_\_\_\_\_ nights

14. How do you most often obtain information on the Fair? (Note all that apply)

- Radio
- TV
- Direct Mail
- E-Mail
- Other (Specify) \_\_\_\_\_
- Billboard
- Friends/Family
- Newspaper (Specify) \_\_\_\_\_
- Web

15. Have you visited the Lane County Fair Website (www.attthefair.com)?  Yes  No

16. How has your experience at the Fair been this year?

- Below expectations
- Met expectations
- Exceeded expectations

17. What was your main reason/attraction for coming to the Fair?

- Variety of activities
- Concerts
- Animal exhibits
- Food
- Kids Park
- Other exhibits
- Carnival Rides
- Other (specify) \_\_\_\_\_

18. For your entertainment dollar, do you think the Lane County Fair is a good value compared to other activities?

- Better value
- About the same
- Not as good

***Finally, a few questions about yourself.***

19. What is your age? \_\_\_\_\_ years      What is your gender?  Female  Male

20. What is your zip code? \_\_\_\_\_

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

***Thank you for participating in this survey.  
Enjoy the Fair!***





# APPENDIX B. TRANSCRIPT OF WRITTEN SURVEY COMMENTS

## INTRODUCTION

Typically, survey instruments attempt to bound 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. The survey instrument Community Planning Workshop administered included such a question. Specifically, question 21 asked:

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

About 30 percent of the respondents provided written comments. The remainder of this appendix provides a verbatim transcript of respondents' comments.

## TRANSCRIPT COMMENTS

- Fun
- I think the admissions for adults is way too high
- It's fun! It's my first time here, more free water please
- Keep the fair like it is
- The JC didn't have bingo this year. It was a good place for senior citizens to sit and relax and play.
- If the slingshot was \$10 cheaper, I, along with many others would have rode it. It isn't fair to charge \$25.
- I would like to have the slingshot be less expensive.
- Terrible parking directions/instructions, very confusing. Parking attendants giving wrong, contradictory instructions! Need signs at entrance for cars
- I appreciate your efforts in containing the animal waste – being responsible is concentrated effort.
- Would like to see more music besides Main Stage.
- Thank you for not having extremely loud music at the rides. Past few years I have had to wear ear plugs.
- Admin price
- Nice to see some new rides from Funtastic
- Thanx
- Because I worked at the food court I watched people – most were not taking advantage of the recycling containers
- It appears that it's getting smaller and larger

- I'd be better served at the Salem State Fair
- Much cleaner and less crowded today (Wed)
- Looking around.
- Better instruction to find shuttle buses
- The bus is very inconvenient this year. You have to go farther to catch the shuttle and you have to wait 30 minutes to catch it. Ridiculous.
- I'm disappointed that you don't have free entry for seniors on one day like you used to. I'm also disappointed that it costs so much for a family to come to the fair. The fair should not be a money-making affair, but something for people.
- Have a great time. Got a season pass. It is nice to take our time.
- Shuttle from River Road. Concerts for old people.
- Bring the bus pick up from River Road.
- Its been fun
- Very clean grounds. What happened to the bingo? Need more food choices and service club or church group run.
- More directional signs and parking attendants who know what they are supposed to be doing.
- We enjoyed seeing some square dancing done on the day we attended. We used to square dance at the fair in the past and would love to participate again. Perhaps you could have the square dancers from the area again be part of the Lane County Fair activities. Did not seem to be as many exhibits, commercial booths and vendors. Appreciate reduced senior admission rates and the bus transit reduced ride fare.
- Wish they had the square dancing back.
- I disliked the loud canned music played this afternoon from the main stage sound system. Please return to the idea of having small groups of live musicians playing in several places! (Noise does not equal excitement!)
- Kids park needs new acts. Tired of seeing the same year after year. I miss the veggie burger booth.
- Entertainment around food areas.
- It was better when service organizations ran the food booths. I know some of them still are but it is still not as good as it used to be. I don't expect much from a Eugene fair (in terms of expectations).
- Did not appreciate the 2nd beer and wine area. Too many changes every year. Loss of consistency and familiarity that people expect and want.
- When they advertise bratwurst it should be bratwurst not polish sausage (Catholic Church)
- Turn the loud music down in the food area – too much base noise.
- Bus directions were not clear.
- More vendor booths

- Nice people
- Please add technology exhibits and old engines/steam and gas museum pieces
- The rides are too expensive and admission is too much for a conservative family
- I liked the less or orderly arrangement of the food booths – also more sizes too.
- Cost of admission is high.
- What about face painting for kids and less booths of tattoos for teens!
- Didn't see much advertising for fair days! Not enough stuff.
- The fair is a major money drain
- The fair is a fun place to spend a day.
- Prices of food too high and rides are way over priced.
- I think we need more exhibits.
- Miss having other music other than concerts.
- Say with it
- Country music, old time cars, trains, stage coach ride, modern acts, tigers, act pig races.
- Better & more diversified musical entertainment. General admission seating and dancing area.
- Bring the Scandinavian booth back so we have the Swedish meat pies next year.
- It's great to see the recycling efforts and the kids park is great!
- You're doing a great job! I love the fair.
- I think the fair is expensive – especially for a family with 4 kids.
- Always fun at the fair!
- Expensive for families
- I would like to see the bingo tent return.
- Thank you very much
- Excellent activity for the community
- Great fair
- I think there is already enough money made for this
- The fair is a fun place to go. I have attended the Land Co. Fair since I was a child.
- Great
- Very disappointed that the other stage wasn't set up for the other musical concerts.
- Carnival ride costs entirely too much money – there's a lack of supervision - too many people smoking around the little kids rides.

- We need bingo back at the fair
- The food cost too much. I don't know if they are clean enough maybe more health inspections.
- I'm glad to see bins for recycling.
- Why should we pay more to recycle when you sell it.
- Need cheaper games and more music stages and entertainment
- Appreciate the cleanliness!
- Thanks
- Please expand the floral exhibit if possible.
- Please outreach more to inform disadvantaged populations about free admission. Need to bring back karekoe
- I enjoy the fair every year
- Yellow bins not labeled and advertised enough. Nice also to have beverage recycling containers right next to each garbage.
- Fun!
- I like the fact that garbage/waste cans are emptied frequently and areas tidied.
- I like the fair.
- The concerts are great. The pass is great gave me the opportunity to come more.
- I wanted to see more country & western concerts
- We really need Bingo!!!
- We really need Bingo
- I think all in all it is good
- Some of the rides are too expensive, and not a lot of variety of rides for older people...people my age (he was 21)
- It seems to me that there is more open space. I like that.
- We love Sharon Mathews! She's made the horse barn far more fun!
- First time at this fair, but it seems to compare on average to others.
- Daily admission way too expensive -food prices way too high already.
- Allow free samples in commercial building.
- Thank you for having the fair!
- Allow fund raising locals such as Rotary Bingo. The money stays in Lane County, and goes to worthy causes.
- Would like to see rotary Bingo back! Important to support local service clubs. The fair pass @ \$10 is a good value.
- Seems cleaner this year
- If a parent is here alone w/ child- they should be able to ride w/ child for free!

- I would like to see the BBQ chicken booth return to offering a meal (potato, applesauce, muffins as opposed to just chicken and dessert – Thank you!
- It is good.
- Instead of two kinds of tix, you need only one.
- Admission too high
- Need more diversity in music in the big acts. But also, I miss the smaller stages with folk, ethnic music.
- Bracelets should be able to be used until 11 pm. More diverse music for teens (not country). Less tickets per ride or ride pass for week.
- P.S.
- I have watched the cost of the fair rise over the years and I think it is sad that you charge so much for a family event. Daily passes are ridiculously expensive. Help us help you, lower prices please!!
- I enjoyed the fair so much this year as lives were being changed at our booth, “Are you going to Heaven.” Nothing compares to a life transformed by Jesus Christ!
- Good Job!
- I think that there should be one area for smoking, because of little kids. Plus, the people that don’t smoke don’t need to smell it!
- It’s been fun!
- The fair is an enjoyable experience for everyone. They have really fun stuff to do!
- Staff someone at the gates, so that teenagers are deterred from cutting in line
- Need more people at ticket purchasing stand to watch for people cutting in line!!!



## APPENDIX C: ZIP CODES OF RESPONDENTS

Zip Code	Frequency	Valid Percent	Location
40601	1	0.3	out of state
50010	1	0.3	out of state
91913	1	0.3	out of state
92101	1	0.3	out of state
93109	1	0.3	out of state
93205	1	0.3	out of state
97116	1	0.3	
97231	1	0.3	
97233	1	0.3	
97333	1	0.3	
97336	1	0.3	
97401	46	12.3	EUG
97402	61	16.3	EUG
97403	5	1.3	EUG
97404	44	11.7	EUG
97405	55	14.7	EUG
97407	1	0.3	
97408	15	4	EUG
97409	1	0.3	
97411	1	0.3	
97419	2	0.5	
97424	13	3.5	COT GROVE
97426	1	0.3	
97431	1	0.3	
97437	4	1.1	ELMIRA
97438	1	0.3	
97439	1	0.3	
97448	8	2.1	JUNCTION CITY
97454	1	0.3	
97455	3	0.8	PLEASANT HILL
97456	1	0.3	
97461	3	0.8	NOTI
97463	3	0.8	OAKRIDGE
97475	1	0.3	
97477	33	8.8	SPRINGFIELD
97478	38	10.1	SPRINGFIELD
97479	1	0.3	
97487	7	1.9	VENETA
97488	1	0.3	
97490	1	0.3	
97541	1	0.3	
97701	1	0.3	
97877	1	0.3	
97974	1	0.3	out of state
98023	1	0.3	out of state
98026	1	0.3	out of state
98275	1	0.3	out of state
98632	1	0.3	out of state
98660	1	0.3	out of state
99687	1	0.3	out of state
99801	1	0.3	out of state
Total	375	100	

## APPENDIX D: LIST OF FOODS REQUESTED FOR FUTURE FAIRS

Type of food requested	Frequency	Valid Percent
FAMILY MEAL DEALS	3	2.3
CHINESE	1	0.8
SALADS	16	12
COMPLETE DINNER	4	3
MORE VARIETY	1	0.8
TERIYAKI	1	0.8
RIBS	6	4.5
BUFFET	1	0.8
CAFE	1	0.8
SWEDISH MEAT	15	11.3
THAI	5	3.8
CHICKEN & RICE BOWLS	2	1.5
OREGON OR LIONS CHICKEN	1	0.8
HODGE PODGE	2	1.5
ITALIAN ITEMS	4	3
VEGAN	4	3
MCDONALDS	3	2.3
CHOCOLATE COVERED	1	0.8
VARIETY CHOICES	9	6.8
ROADHOUSE	1	0.8
CORN DOGS	1	0.8
VEGETARIAN	14	10.5
VEGETABLE STIR-FRY	2	1.5
SUSHI	2	1.5
RITAs BURRITOS	2	1.5
ALOHA NUI	2	1.5
YAKI SOBA	2	1.5
MEXICAN	5	3.8
CORN BEEF	1	0.8
MORE SUGAR FREE	1	0.8
BBQ	3	2.3
COLLARD GREENS	1	0.8
ICE CREAM	1	0.8
CAFE YUMM	1	0.8
ORGANIC	4	3
KOREAN BBQ	1	0.8
STEAK	1	0.8
ETHNIC	2	1.5
RICE	1	0.8
FRESH FRUIT	1	0.8
CURLY FRIES	2	1.5
CALZONES	1	0.8
CRAWDADS	1	0.8
<b>Total</b>	<b>133</b>	<b>100</b>