

# **Results of the Lane County Fair 2005 Visitor Survey**

Prepared for

Lane County Fair Board

by

## **Community Planning Workshop**

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# Table of Contents

	<b>Page</b>
<b>SUMMARY .....</b>	<b>II</b>
BACKGROUND.....	1
PURPOSE .....	1
METHODS .....	1
ORGANIZATION .....	2
<b>SURVEY RESULTS.....</b>	<b>3</b>
OPINIONS ABOUT THE FAIR IN GENERAL .....	3
CHARACTERISTICS OF SURVEY RESPONDENTS.....	9
<b>APPENDIX A: SURVEY INSTRUMENT .....</b>	<b>12</b>
<b>APPENDIX B. TRANSCRIPT OF WRITTEN SURVEY COMMENTS .....</b>	<b>15</b>
INTRODUCTION.....	15
TRANSCRIPT COMMENTS .....	15
<b>APPENDIX C. HOUSEHOLD LOCATION .....</b>	<b>28</b>

## SUMMARY

Community Planning Workshop (CPW) conducted a survey of Lane County Fair participants from August 16th to August 21st, 2005. A total of 348 intercept surveys were completed during the 2005 Lane County Fair.

The survey results suggest that the majority of respondents were satisfied with the quality of the 2005 Fair; respondents generally agree the Fair is about as good or better in value than other entertainment activities; food and exhibits are the primary attractions for visitors; more people are returning to the fair year after year. Specific findings are listed below.

- Most survey respondents were from Lane County (93%). Distribution between males and females was (59%) females, (40%) males.
- The majority of respondents (81%) indicated that the Fair met or exceeded their expectations.
- The majority of respondents (74%) felt this year's Fair was about as good or better in value for their entertainment dollar compared to other activities.
- Respondents reported that the following were the top reasons for attending this year's Fair results included: food (83%), Events Center Exhibits (72%), carnival rides (65%), animal exhibits (64%) and the commercial vendors (48%).
- One quarter (25%) of respondents were in favor of the fair relocating to another location.
- The largest number of respondents obtained Fair information by reading the Register-Guard and other newspapers (45%), while only 6% of respondents indicated they had received information from a direct mailing.
- The majority of respondents (66%) attended with parties of 2-4 visitors and 11% were in parties of more than 7 visitors. More than half of survey respondents (54%) attended the fair for 1 day and 26% visited the Fair for 2-3 days.
- Respondents most frequently remembered the following Fair sponsors: Bi-mart (63%), Pepsi (54%), Register Guard (35%), Three Rivers Casino (27%), and New Country 93/Magic 94 (25%).
- The provision of shade and seating, and the cost of food, admission, and rides, were frequently cited as areas of improvement for future Fairs.

## **BACKGROUND**

Over 165,000 people attended the 2005 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.

Fair staff approached the Community Planning Workshop (CPW) at the University of Oregon to create and administer a survey asking Fair visitors about food, activities, and the overall fair experience. The report summarizes the results of an intercept survey administered by CPW at the 2005 Lane County Fair.

## **PURPOSE**

As part of a process to improve the quality of the Fair, CPW worked with Fair Board staff to administer a survey of Fair visitors. The survey solicited opinions from fair visitors about various aspects of the fair including, satisfaction with experience, attractions visited, 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;
- Popular activities and attractions among Fair visitors;
- Importance of the main stage events;
- The length of the Fair;
- Support for moving the Fair;
- Sponsors most frequently remembered by respondents; and
- Characteristics of visitors at this year's Fair.

## **METHODS**

The Community Planning Workshop developed and administered the survey in August 2005. Fair Staff developed a draft survey instrument based on previous surveys that was then reviewed and edited by CPW. CPW revised the survey instrument based on additional comments received from Fair Staff.

The 2005 Lane County Fair occurred between August 16 and August 21. CPW staff conducted 348 intercept surveys at six locations inside the Fairground: the Kid's Park, the Bi-Mart activity center, the carnival, the food pavilion, the bingo area, and the extreme scene.

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.

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 report is organized around the survey results. 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

## OPINIONS ABOUT THE FAIR IN GENERAL

The Lane County Fair 2005 Visitors Survey asked visitors a series of questions regarding the quality, extent, and type of their Fair experience this year.

When asked their experience at this year's Fair, just over 80% percent of respondents indicated this year's Fair either met or exceeded their expectations. This result was slightly lower than an previous Fairs. Table 1 summarizes visitors' responses regarding their Fair experience (survey question 1).

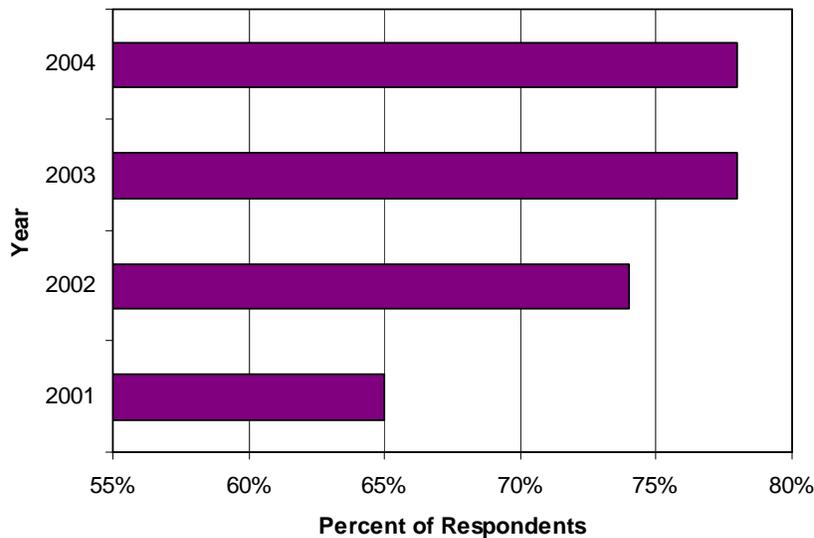
**Table 1. The Fair Experience**

Level of Expectation	Year			
	2001	2003	2004	2005
Below Expectations	10%	15%	15%	19%
Met Expectations	75%	75%	73%	69%
Above Expectations	15%	10%	13%	12%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2005

Fair visitors report to be returning year after year (Figure 1). These results suggest the Fair is improving its ability to meet the needs of visitors.

**Figure 1. Percent of Respondents Who Attended Previous Fairs**



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2005

Table 2 shows respondents' opinions concerning the value of the Fair compared to other entertainment activities. Just above one quarter of respondents reported that the fair was "not as good" of a value. However, about 75 percent of respondents indicated the Fair was as good or better in

value when compared to other activities. The trend data do not suggest any substantial shifts in fairgoers perception of the Fair's value.

Admission prices were \$8/day for adults or which 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.

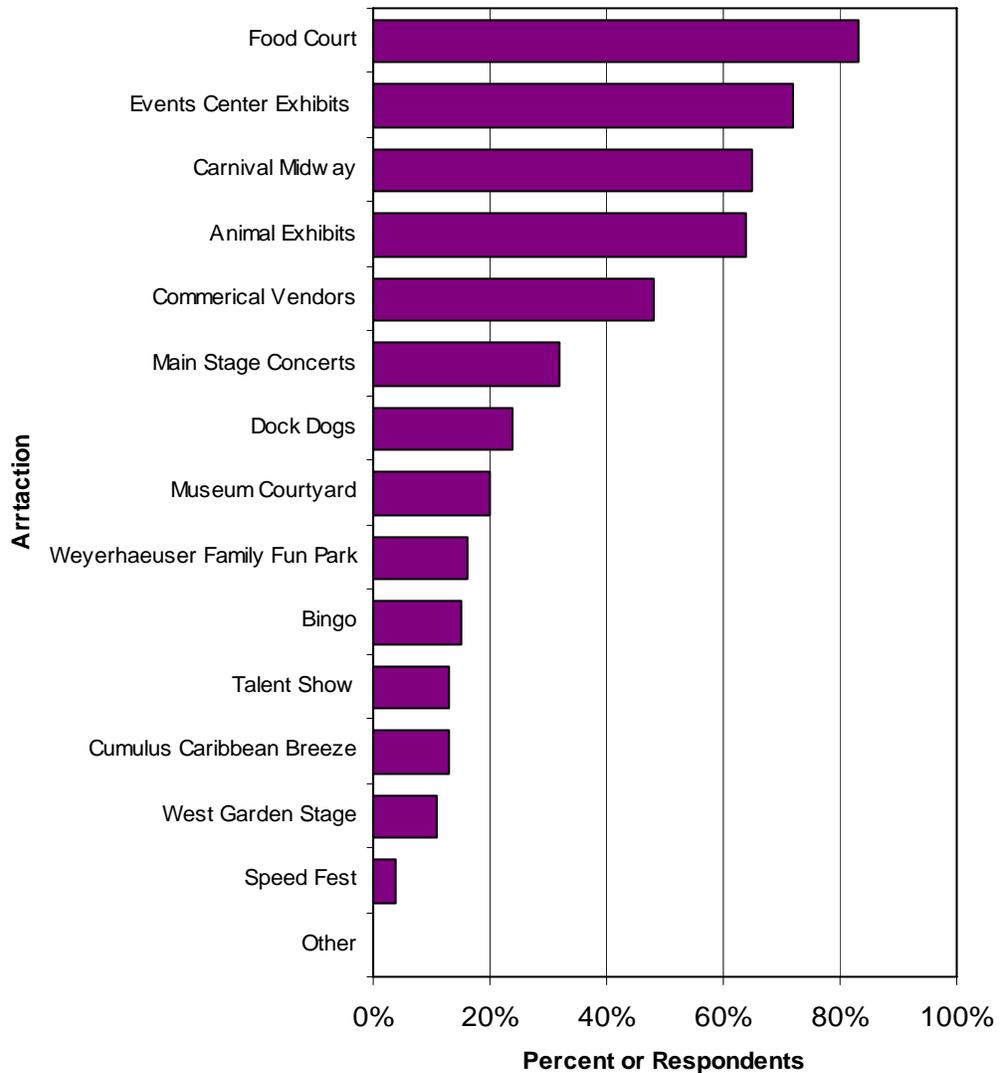
**Table 2. Value of Fair Compared to Other Activities**

Value	Percent Response per Year			
	2001	2003	2004	2005
Better Value	24%	24%	20%	24%
About the Same	61%	41%	55%	50%
Not as Good	15%	17%	25%	26%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2005

Figure 2 reports what Fairgoers' visited or planned to visit during their trip to the fair. The most popular attraction was the food court (83%), followed by the event's center exhibits department (72%), the carnival midway (65%), and the animal exhibits (64%).

**Figure 2. Reasons for Attending the Fair**



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2005

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. The 2005 Main Stage Concerts included performances by Hoobastank, John Michael Montgomery, Diamond Rio, David Lee Roth, and Tracy Byrd. Thirty-two percent of respondents planned on attending the main stage concert. Fairgoers were also asked if reducing the amount of national acts would negatively affect the fair experience. Opinions were split with 38% stating that a reduction in the main stage concerts would negatively affect the fair experience, while 38% reported that it would not.

The Lane County Fair has traditionally been a six-day event, spanning from Tuesday to Sunday. The Fair Board wanted to gather opinions about reducing the number of days for the fair. Over half (56%) of respondents

indicated that they would not support a reduction in the amount of days. However, 26% respondents reported that they would support a reduction in the number of days. When asked about the reduction of specific days respondents reported that Tuesday (67%) would be the best day to be eliminated followed by Sunday (37%). Table 3 illustrates respondents opinions about the reduction of the fair and the specific days.

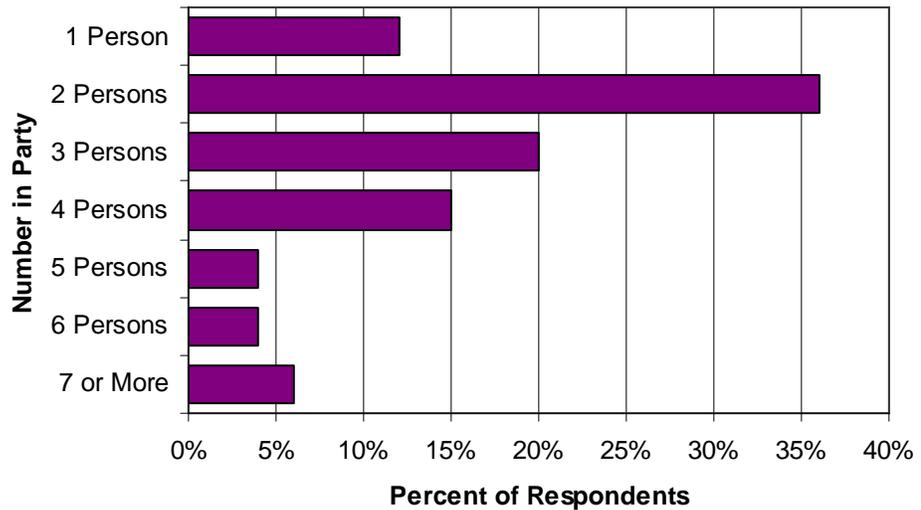
**Table 3. Reduction of Days for the Fair**

Reduction of Days	Responses	
	Number	Percent
Yes	89	26%
If yes, what day(s)		
Tuesday	54	62%
Wednesday	37	11%
Thursday	22	25%
Friday	22	26%
Saturday	21	24%
Sunday	32	37%
No	191	56%
Not Sure	60	18%

Community discussions have talked about relocating the fair to another location. Fairgoers were asked if they would support moving the fair. Over half (55%) reported that would not support relocating the fair, while one quarter would support relocating the fair to another location. When asked if they would return to the fair if it were relocated 44% said that they would return. One third of respondents were not sure if they would attend the Lane County Fair if it were to be relocated.

We 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 2 days and on average 2 other people accompanied them. Figure 3 illustrates the size of the respondent's parties.

**Figure 3. Size of Respondents' Party**

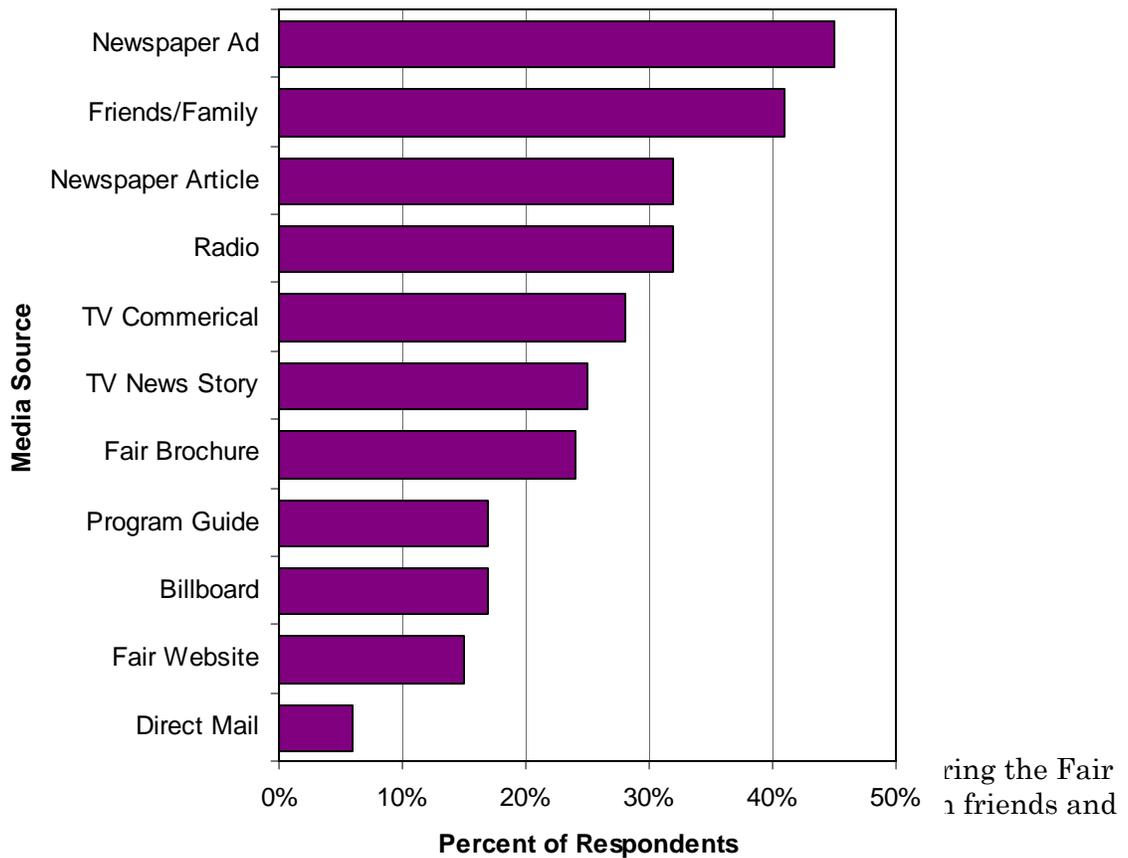


Source: Lane County Fair 2005 Visitor Survey, Community Planning Workshop, 2005

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 was the cost, food options, the variety of carnival rides and parking. Appendix B reports all the comments reported by respondents.

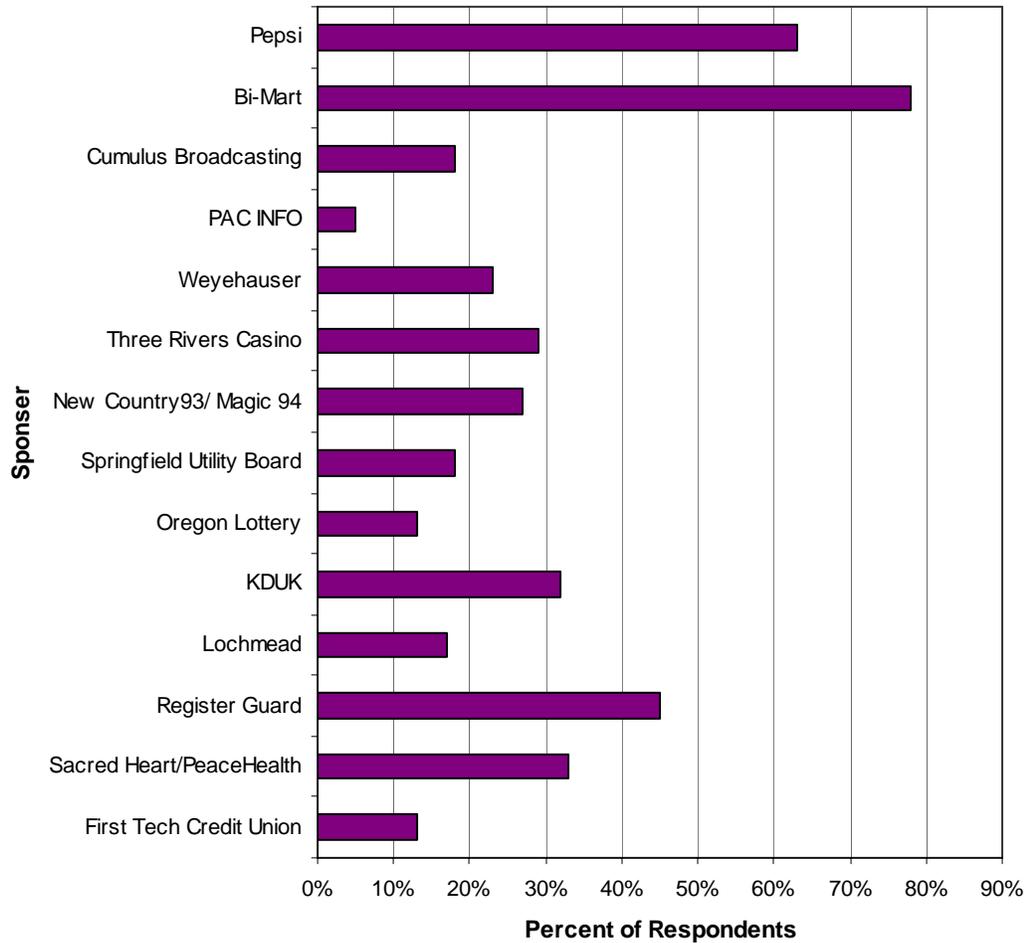
Figure 4 shows which media sources respondents use to obtain information about the Fair. The most common methods for obtaining information about the Lane County Fair are newspaper ads (41%) and friends and family (41%). Information by word of mouth by friends and family increased from 2004. Other common sources of Fair information included newspaper articles (32%), the radio (32%), and TV (28%). The least popular methods were direct mail and the Fair website ([www.atthefair.com](http://www.atthefair.com)) (21% of respondents combined).

**Figure 4. Methods for Obtaining Information About the Fair**



Fourteen sponsors supported the 2005 Lane County Fair. The survey asked respondents to recall Fair sponsors from memory (Figure 5). More than half of respondents recalled Bi-mart (78%) and Pepsi (63%) as contributing sponsors. Forty-five percent reported remembered seeing the Register Guard as a sponsor. Approximately one-third of the respondents recalled Sacred Heart/Peace Health and KDUK, while approximately one fourth remembered the Three Rivers Casino New Country 93/Magic 94, and Weyerhaeuser (Figure 5).

**Figure 5. Recall of Fair Sponsors**



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2005

## **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 number of women (59%) surveyed during the Fair was higher than the number of men (40%). The majority of respondents (65%) were between 21-60 years old. The relatively high number of individuals between 10-20 years old (13%) that completed a survey suggests this survey adequately represents the opinions of all age groups attending the Fair (Table 4).

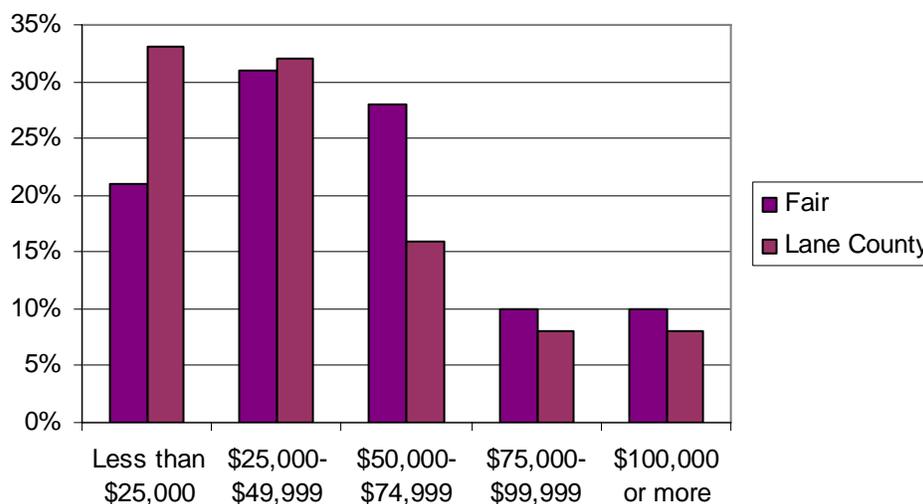
**Table 4. Age Ranges of Respondents**

Age	Number	Percent
<10	2	0.6%
11-15	15	5%
16-20	26	8%
21-40	93	30%
41-60	108	35%
60>	65	21%
Total	309	100%

Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2005

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-nine percent of respondents have household incomes between \$25,000 and \$75,000 per year, while less than one-quarter of respondent households earn less than \$25,000 annually (Figure 6).

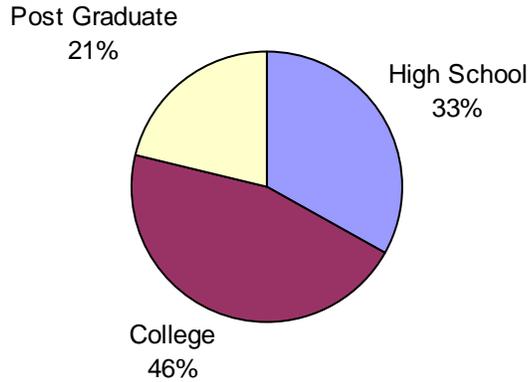
**Figure 6. Household Income**



Sources: 2000 U.S. Census; Lane County Fair Intercept Survey, Community Planning Workshop, 2005

The high rate of college-educated respondents probably reflects the high number of Eugene residents attending the Fair, in addition to the number of respondents (65%) between 21-60 years old. One-third of visitors surveyed had high school educations and 21% had post-graduate educations (Figure 7).

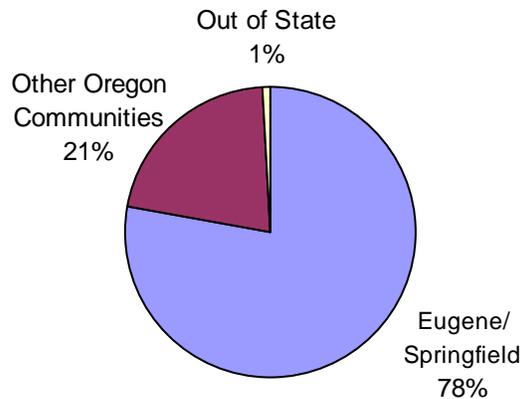
**Figure 7. Level of Education**



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2005

The Eugene/Springfield urban area is home to 78% of survey respondents. Of the 21% of respondents who reside in other Oregon communities, 15% reported that they resided within Lane County, including, Cottage Grove, Veneta, Coburg, and Junction City, while the other 6% resided outside of Lane County. A small fraction (1%) visited the Fair from outside Oregon. See Appendix C for a detailed list of respondents' household location.

**Figure 8. Household Location**



Source: Lane County Fair Intercept Survey, Community Planning Workshop, 2005

## **APPENDIX A: SURVEY INSTRUMENT**

This appendix includes a copy of the survey instrument with the frequency responses for each question.

# Lane County Fair Visitor 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. All results will be kept confidential.

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

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

- 19% Below expectation
- 69% Met Expectation
- 12% Exceeded expectation

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

- |                               |                         |                                     |
|-------------------------------|-------------------------|-------------------------------------|
| <u>72%</u> Events Center      | <u>16%</u> Weyerhaeuser | <u>13%</u> Cumulus Caribbean Breeze |
| Exhibits Department           | Family Fun Park         | <u>4%</u> Speed Fest                |
| <u>64%</u> Animal Exhibits    | <u>20%</u> Museum       | <u>24%</u> Dock Dogs                |
| <u>65%</u> Carnival Midway    | Courtyard               | <u>11%</u> West Garden Stage        |
| <u>48%</u> Commercial Vendors | <u>32%</u> Main Stage   | <u>15%</u> Bingo                    |
| <u>83%</u> Food Court         | Concerts                | Others (specify) _____              |
| <u>13%</u> Talent Show        |                         |                                     |

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

- 24% Better value
- 49% About the same
- 27% Not as good

**4. Which recent Fairs did you attend?**

- |                 |                 |
|-----------------|-----------------|
| <u>75%</u> 2001 | <u>78%</u> 2003 |
| <u>74%</u> 2002 | <u>78%</u> 2004 |

**5. How many people came to the Fair with you today, including yourself? \_Average 3\_(3.3)\_ Number**

**6. How many days do you expect to attend at this year's Fair? \_Average 2 \_\_ (1.98)\_\_\_ Days**

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

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**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 the fair experience?**

- 38% Yes
- 38% No
- 25% Not sure

**9. Historically, the Fair has been a six-day event. Would you support reducing the number of days of the Fair?**

- 26% Yes → Reduce by which days? (Check all that apply)  
62% Tues. 11% Wed. 25% Thur. 26% Fri. 24% Sat. 37% Sun.
- 56% No
- 18% Not sure

**10. There have been community discussions about moving the fairgrounds to another location. Would you support moving the Fair to another site?**

- 25% Yes
- 55% No
- 20% Not sure

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

- 44% Yes
- 23% No
- 33% Not sure

**Next, some questions about your stay during the Fair.**

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

- 96% I am staying at home
- 3% Friends/ Family
- 0.6% Motel/ Hotel
- 0.6% RV/ Tent Camping
- 0.6% Other (specify) \_\_\_\_\_

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

12. If you are staying away from home during your Fair visit, please indicate the number of nights.

Average 4 nights

**How do you know about the Fair?**

13. What media sources did you use to obtain information about the Fair? (Check all that apply)

- 32% Radio (specify) \_\_\_\_\_
- 28% TV Commercial
- 25% TV News Story
- 6% Direct Mail
- 17% Billboard
- 15% Fair Website
- 41% Friends/ Family
- 45% Newspaper Ad
- 32% Newspaper Article
- 17% Program Guide
- 24% Fair Brochure

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

- 13% First Tech Credit Union
- 33% Sacred Heart/ PeaceHealth
- 45% Register Guard
- 17% Lochmead
- 32% KDUK
- 13% Oregon Lottery
- 18% Springfield Utility Board
- 27% New Country 93/Magic 94
- 29% Three Rivers Casino
- 23% Weyerhaeuser
- 5% PAC INFO
- 18% Cumulus Broadcasting
- 78% Bi-Mart
- 63% Pepsi

15. Please indicate your gender, age, household income and educational level (Please circle your answer).

Gender	Age	Household Income	Years of Education
<u>40%</u> Male	<u>0.6%</u> < 10	<u>21%</u> < \$24,999	<u>33%</u> High School
<u>59%</u> Female	<u>5%</u> 11-15	<u>31%</u> \$25,000 – \$49,999	<u>46%</u> College
	<u>8%</u> 16 -20	<u>28%</u> \$50,000 – \$74,999	<u>21%</u> Post -graduate
	<u>30%</u> 21-40	<u>10%</u> \$75,000 - \$99,999	
	<u>35%</u> 41-60	<u>10%</u> \$100,000 >	
	<u>21%</u> 60>		

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

Thank you for participating in this survey.  
We hope you enjoyed the Fair.

# APPENDIX B. TRANSCRIPT OF WRITTEN SURVEY COMMENTS

## INTRODUCTION

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 7 questions with the opportunity to provide additional comments. Responses to the following “Other” categories and open-ended questions are listed in this appendix:

- Which of the following attractions did you visit or plan to visit? (Specify)
- What would most improve the fair for you? Please comment.
- What media sources did you use to obtain information about the Fair? (Specify Radio)
- Please share any other comments you have in the space provided below.

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

## TRANSCRIPT COMMENTS

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

- Beer garden
- Horse show
- Hypnotist
- The Zipper, small music tent
- Toddler zone
- People watching
- Smoke deck
- DeFazio
- Desserts & ice cream social
- Dog show
- Females
- Ladies
- Dog/pony show
- Hypnotist show
- Ag. Building
- Land products
- EWEB
- Nascar!!!

- I worked a display
- Bimart stage
- Horses, cows/ice skating
- Rides
- Bimart stage

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

- Better parking
- Additional shaded seating areas, quiet areas as well as stage areas. Downtown location much appreciated.
- It's too expensive
- I like commercial vendors
- Bigger name entertainment
- Lower prices
- More space – it's too crowded
- Reduce the food prices
- Bring in new and bring back old food vendors, commercial vendors, & activities
- Lower ride prices
- Music turned down in eating area
- Senior admission
- Decent music, more trees/flowers
- More shade! Plant some trees
- Entry as before, less \$
- The food, the price, entertainment
- Bring back more of the food vendors & other community non-0profits. Expand children's area.
- More fresh lemonade – cheaper microbrews, more jugglers -0 “circus folk” – more curly fries
- Add more vendors. Lower the entrance price. Need equestrian events. Rodeo.
- Cleaner grounds
- More rides & more ride specials
- Some different events each year.
- More food booths – the present one, most have been here a few years – more restaurants from the community – Lane County
- Why don't you have a Zipper? It's the best ride & you don't have it. Shame on you!
- More livestock, tractor exhibits
- Concert performers
- No stripper booth, no Zipper, makes me hipper
- Move location – country
- More local food booths, there midway was empty & seems 50% less booths. There are more commercial booths at The Home Show.
- Cleaner grounds
- More crafts and farm animal related demos or classes, for example classes in some skill such as pickle making, spinning, cooking Thai, etc. Or even PC building, etc.

- Tickets are too expensive
- Petting zoo
- In the late 90s you had an exotic animal petting zoo. That or any other petting zoo would be a great addition. Would like to see more Christian & gospel acts.
- Return free admission for people w/disabilities
- Cheaper beer!!!
- Cheaper beer, longer hours
- Make food cheaper & more parking
- Don't move
- Just where exactly certain events are happening (like Dock Dogs)
- More variety in food vendors – invite some Indian food booths, Chinese, etc. – not just American
- Cheaper rides
- Parking
- Cheaper soda, fri Joe/free parking
- New rides, different food stands
- More rides
- Put back all the vendors that have disappeared over the years on the midway (not games), more food things
- Move to a large location away from busy downtown Eugene. Suggest locate between Eugene & Junction City.
- More stuff
- Better food court – more selections
- More good bands like Hoobastank
- More selection as far as food & rides and lower prices
- Cheaper rides, good bands like Godsmack
- Really lacking in the food court – same old stuff – wish you would go back to the past years when the midway was full.
- Cheaper rides or an additional bracelet day
- Cleaner grounds – flowers
- Not so much loud music at the same time
- Better concert acts. I am not attending any of the concerts – I don't care for country.
- More independent vendors and more variety of food. Defrisco sandwiches!!!
- Lowering prices, especially admission
- Quieter music
- Additional parking
- The loud stereo system. I think the older people would like it more silent. Bigger stage for other bands.
- A few reasonably priced food vendors
- Bring back the donuts & roast beef
- Parking
- More parking
- Lower volume center stage, more senior/disabled parking
- I would try to make some shaded places by the benches – by apts so people could sit and rest awhile – we're getting older
- Cheaper! Cheaper food!!!

- New location w/better parking & access. Check out Linn County & Deschutes County Fairgrounds!
- Nothing, it's pretty fair-like. Good job.
- Let you walk around w/beer a night
- Less loud rap junk music, more family-oriented activities. New fair board, entertainment during the day
- Fair rides could be better and just plain cheaper!!!
- More main, big concerts; faster, better rides; cheaper food
- More to do and more affordable rides. Personally, I would have spent more money on riders if I believed it was more worth the cost.
- More entertainment – mostly animals/food/rides. Needs more excitement.
- More commercial vendors – casual seating
- More exhibits
- Move out of town, more space, bigger fair
- Move to larger area – lots of free parking
- Improved facilities, more food choices – variety
- More individual entries (variety in crafts)
- More detailed signs all over to tell you about livestock judging and special shows, more water stations, more chairs in the shade
- Get back to what a fair is all about
- Change the pay booths and add more – open front gates again. Do not do the same as this year, the line for 1 entrance is bad!
- Free concerts
- Better vendor booths, better headliners
- Better prices
- More rides, more good booths
- The Zipper, Slingshot, more upside down rides! More days of the fair.
- I would improve it by bringing back the Slingshot and the Zipper
- The cost of fair rides could be lowered!
- More rides and some of the older games like the dime and quarter toss
- I have been coming for many years and always enjoy the fair atmosphere. It is a good family place.
- Keep bingo always!
- Hillsboro County Fair has FREE admission & chgs \$5.00 for parking
- Larger midway, a wine-tasting room
- A Wendy Frosty
- The only think I don't like is having to pay admission, then having to pay for everything inside.
- More equestrian events. Skip the expensive entertainment – more local variety
- Bring back DeFrisco chicken sandwich
- Get DeFriscos back – have some music for the folks not in hard rock
- Have more local vendors & merchants. Get some of the local food vendors back.
- More rides and activities
- Have some stuff that's cheaper
- More rides for teens and adults
- More hypnotist shows, more dance shows, more audience participation

- Bring back rides and other games – not just vendors
- Too high to get in, \$6 would be fair
- Have the mist machine around the fair more
- Increase local food vendors, increase number of rides
- No admission price
- Lower the cost, it's way too expensive
- Less garbage left on our street during the fair
- Cheaper food
- Choices of rides
- Prices for admission way too high for families!
- More exhibits
- Don't move the fair
- Reduce the entry gate price so money can be spent elsewhere
- Admission should be less, families can't afford to come
- Cheaper rides
- Lower the prices so that low income families can enjoy the fair as well as the well-to-do families
- To see & hear "bigger" country music singers. Used to bring Freddie Fender, Lynn Anderson, Charley Pride, Merle Haggard to this fair.
- Lowering the ticket prices & the food prices
- Would like cheaper rides and bigger variety of rides
- Clean it up! Lower beer prices!
- Less country, more rock
- I like it like it is
- The cost to get in!
- Rides – polite vendors
- I like it as it is
- Children 6-teenager weeklong lower price than adults (\$6 or \$7 or \$8 for pass)
- Very expensive for a family to ride rides
- Make the rides more affordable & last longer
- It's awesome
- More seating placed for when walking around
- Lower ticket cost
- Cheaper: less tickets per ride
- To help out handicapped people more. Most handicapped people are on a set income & can't afford to come.
- More country artists, more shaded tables
- More ride bracelets
- Cleanliness
- Nothing more, it is good always
- Bring all the rides back!
- More animals
- Lower prices
- Lower the cost, better evening shows
- More food
- I really just come to see the 4-H exhibits, so as long as the animals are happy . . .
- If I had more time to come. Last year I bought a season ticket.

- More shade/seating
- Cheaper rides (tickets), bring back the Zipper
- Cheaper rides, bring back the Zipper ride, cheaper food
- Fix bathrooms
- More activities for adults
- More visible maps & directions
- Cost, litter, rude people
- More exhibits
- More local food vendors
- More rides, better selection of exhibits
- More parking
- Bucks
- Lower prices
- Cheaper
- Less country
- Funnel cakes
- Do not move it. Keep it where it is.
- Don't pay bands so much and lower admission!
- Less expensive admission & rides, or at least a college student discount
- More grown-up rides
- Cheaper tickets
- Lower prices overall
- More free parking
- More participation – vendors
- Livestock was larger – outdoor areas like in the 1950s
- Need more things to look at
- More bingo away from loud music
- The concert tickets not being so high, and the way into the fair being way to much to get in
- The use of Visa, etc. at food courts
- Less tickets
- Admission discounts
- More attractions
- Better parking
- The rides
- More small shows for kids – dog show was great! Jugglers are good, too.
- At least one major attraction ride that isn't \$25. More small entertainments like 2 Bi-Mart stages.
- Not so expensive
- No smoking in all tents
- Cut costs to fairgoers
- If the entrance fee was a little lower, more than one day would be affordable
- More free stuff
- More to see, more exhibits
- Bring in food booths that feature “healthier” foods, i.e. organic foods (Sat. Market quality vendors)

- Ninjas
- I'm indifferent. I actually don't enjoy it much
- An amphitheatre for the music & 4-H fair should overlap
- More country music – Hank Williams III would be great
- Food court
- Less expensive food & display, more sit-down places w/tables
- Cheaper rides
- Every year is always the same – same booths
- Cleanliness
- More arts and crafts
- Coffee stands, live music in more venues
- Drinks are a bit spendy
- Well, it's your standard all-around fair . . . the one thing that I wish would change is . . . in 30 ye3ars . . . why can't we have more imaginative rides?
- Having the fair at a more rural setting such as Coburg
- More children's art, more food vendors, more rides. Don't charge people for entries. I liked when they had mini concerts & Baja music plus reg. concerts.
- More exhibits – more art – more floral – more commercial – more food
- A map of where things are. More country music artists.
- Turn down the music
- Craft demos – glass blowing, pottery making, etc.
- Better rides. The Zipper.
- Cheaper rides
- More things to see + do that don't drain the wallet of money!
- No loud music blaring all day
- More rides
- Cheaper stuff
- More rides
- Seems if the cost was just a bit less, more people would & could afford to attend. I have heard "lots" of people say, "It costs too much, I can't go."
- Entertainment, music, etc.
- Lower prices
- More animals, return donuts to Wheeler Pavilion, more & more of diverse booths in Wheeler, Events Center, etc.
- Lowering the price of the rides would be nice
- More beer gardens
- More rides (adult), more variety, lower cost, more water stations
- It would be nice if it were not as hot, less expensive! Less waiting time in line. And more rides.
- More rides (adult rides). Lower cost. More water stations. Bracelet day every day like Calif!
- More rides, less cost, more water booths, more adult rides, bracelets every day
- Less tickets for rides
- Less carnival ride tickets, have the lottery booth back

- Making it more attractive to vendors & patrons alike by subsidizing and advertising the fair. Should be a not-for-profit event and the grounds are so used and accessed by so many throughout the rest of the year.
- Better bands
- Don't move it
- Better food, as in "healthy" (Sat. Market food vendors, salads, fruit salad).
- More food options (fresh veggies/fruit)
- Cheaper prices for food, rides, and tickets and a map or schedule of events going on
- What would improve for me is that tickets don't cost as much money and rides weren't so many tickets. It would also help to have a map somewhere in the fair.

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

No Answers

**Q13. What media sources did you use to obtain information about the Fair? (Specify Radio)**

- KMGE
- KPNW-KUGN
- KLCC
- 104.7
- KUGN, KVAL
- NRQ
- KPNW
- KDUK & KKVU Country
- Magic 94.5
- KGNU 93.1
- 93.1
- KUGN
- KPNW
- KUGN
- KGNU
- KGNU/Moose
- KGNU/Moose
- KGNU
- A lot
- Moose
- 95.3 Moose
- 1120 AM
- KGNU 93.1
- 105.5

- KUGN
- KOOL 99.1 or 1320 AM
- KGNU
- 104.7 KDUK

**Q16. Please share any other comments you have in the space provided below.**

- The fairgrounds need to stay here. It's more a part of the community at this location. If it comes down to moving, it should be put on a ballot.
- The fair seems to be getting smaller and more expensive every year.
- Do not move fair
- Need more variety of music
- With the slow disappearance of the Eugene Celebration, this will again become the main event helping to foster community identity that crosses most of the "boundaries" of an incredibly diverse population. Finding the balance between affordable fair activities with events of broad interest against the need to generate revenue is critical.
- Serve beer at bingo parlor
- Love the fair – love the events – love the music – love the food
- Have loved the fair since I was a teenager – am now 62. Let's not mess with a good tradition!!
- 1) Added wash stations. Great job!! 2) Need to add more sitting/resting/visiting areas in carnival. 3) Need to re-open free concert area viewing. 4) More variety in food.
- One of the things we enjoy about the fair is the proximity
- Change can be good!
- Get a zipper! It's a ride!
- Every year the "free seating" for concerts is reduced. This year the bleachers are inside the pay area! Next year are they going to make everyone but ticket holders wear earplugs?
- I think the fairgrounds should be moved, preferably to W. 11<sup>th</sup> area. The present location's land is very valuable. I feel McKenzie-Willamette Hospital should be located here.
- The exhibits of woodworking, crafts, flowers have diminished
- Maybe a dress code for some teenage girls?
- Have more emphasis on local people, places, events, resources, & things of pride. Make it more for a community building experience . . . less & less of the national/multi-national or non-local corporate products (i.e. food choices for example)
- We look forward to the fair every year
- This is weird, but keep some of the old traditions at the Lane County Fair – it keeps it very enjoyable & lots of fun! Thank you
- The fair is a fun and great family event. However, most middle income families have to save or spend \$ they don't have to attend. Lowering prices would be better & pull in more income for the fair. Just like movie food!!!
- Don't move!

- It's one of my favorite pastimes, going to the fair. For a county fair this one is one of the best. I make sure I see just about everything. If anything, I'd like it to last longer than 6 days, if for the reason that there's just one Sat. & Sun. to enjoy it. If it moved it might be good if it was a bigger place for it and could have even more to it. As long as it wasn't too hard to find or get to I'd be there.
- I think the fair would do fine if it did decide to cut off a day or two, but it's very cool to have it such a big event, but only if financially feasible
- Thanks for a family fair
- Lane County Fair ROCKS!!!
- As a county fair it feels not enough country – not enough things going on. Too expensive!
- Move to site of Prairie Road where they were going to build the prison a few years ago.
- Food court needs improvement. Need more vendors. Same old stuff! Something new & different.
- Moving the fair to a location outside the city where there is more space and parking would be great! Also, lower cost on entertainment. Cheaper rides.
- Military discounts would be appreciated. We don't get paid much, and we are the reason that we have the freedom to have this fair.
- Again – lacking in food choices. It is okay to have some dups, like stirfry, BBQ, noodles. An example is not all BBQ is the same.
- With very little effort my wife, my son, and I spent over \$100 for ½ a day. We never come more than one day because the rides are too expensive. We love coming to the fair.
- Turn down the radio
- You must be doing something wrong! with all these sponsors, plus charging if you can't break even. As for concerts, bring in quality acts & tickets will sell. Bring in Rock & Roll.
- I think local bands should take out the loud music when the major bands are not performing. It might be more entertaining during the day.
- All employees at fair are nice – very considerate. Bathrooms clean – I do think that the foods & rides are expensive – I heard a lot of children being unhappy as parents had to say no. There should be a booth (church) that has reasonable prices – good food – kids don't need all pink food even at the fair
- More cheaper rides/games
- I enjoyed my fair experience. I noticed there were more areas that were covered to sit & rest out of the sun. I liked watching the children “showing” their sheep.
- It is getting worse every year. I do not plan to return next year.
- Cheaper and commercial could be cheaper
- More affordable rides, more rides. I personally think you guys would make a bigger profit on more rides in general & cheaper rides.
- Animal acts, jugglers, comedy, clowns, etc.
- There is too much empty space all over the fair! You must be making the cost of a booth too expensive for vendors! I am not impressed & may not come again!

- I worked 13 years at the Lane Co. Fair. I'm sad with all the management changes and the fact that you have priced some of the vendors & events out of using our fairgrounds!!
- Please keep it here. I want all the rides back; they take more & more things away every year.
- Bring the Zipper back & keep the fair where it is & don't reduce the fair days. Stop taking the rides away. You take more & more rides every year! STOP! BRING THEM ALL BACK!
- Not as good. Bring back the rides – that is what the fair is about! Less national acts! More rides!
- Being a senior citizen the admission fee is great, otherwise general would be too much.
- This fair is doing just fine. Thanks.
- I did write I didn't like paying admission, then came across the concert questions and remembered that the admission gets us a seat outside the concerts.
- Cut back on main stage events. They are not necessary for a good fair experience.
- This fair has gotten more expensive & had a deteriorating effect on the overall celebration. We are losing energy for fun. The fair should be FUN!!!
- We love exhibits & exhibit ours & our kids' art!
- Keep up the good work
- Thank you
- Bring back the hypnotist & bring the jugglers – brothers from different mothers
- My only real negative comment would be the language from David Lee Roth. If it were an indoor show by admission only I wouldn't care, however, it is an open area where anyone and everyone could hear. Otherwise I enjoyed my experience at the fair.
- Put the fair in a wooded area
- Was disappointed that the Oregon Lottery was not here on Sunday, 21<sup>st</sup>
- Please have more of the historic crafts
- It has gotten much smaller over the years and twice as expensive. Please think of families of all incomes. The county fair should be for everyone.
- I would like to buy an all-day bracelet for rides instead of individual tickets.
- Keep the fair and keep it here please.
- Not like it used to be
- We appreciate having the fair here at the fairgrounds. This is a residential neighborhood – no hospital here (Glenwood could be a winner or consider area West Eug). NO huge housing development is needed – let's continue with infill. Oregon's becoming a state of huge condo couples – let's preserve its beauty. Many thx!
- Too expensive
- What happened to free seating?
- Thank you

- Had a great time today
- The fair seems dirty
- I love being able to ride the bus. The shuttles are convenient, thrifty, and the drivers are gems.
- Please bring back the Zipper & play some rock concerts
- I do not believe it is a good value. Food is way too expensive. Tickets for concert seats are ridiculously high. Too many grouchy people.
- It seemed emptier outside & inside exhibits
- Don't move the grounds
- Please do not move the fair!!
- Have more rides & don't move the fairgrounds!
- Fair needs a horse racetrack – more animals – need to be more like a country/county fair
- Great time here at the Lane County Fair
- It's the Lane Co. Fair. It's what it is. I wish 4-H fair were a bigger part of the county fair.
- More ag at the fair, the midway looked barer of food vendors, nice clean fair.
- Was here Fri during day (til 4:30). Didn't seem very well attended. Animals great. Drinks too expensive & food. We have plenty of local talent, use it, forget national.
- I look forward to next year
- To keep health care costs down they should have let Sacred Heart move here and then McKenzie Willamette wouldn't have to move. Also, by SHGH coming here there would still be a "west side" hospital instead of 2 "east sides."
- The fairgrounds need to have more things going on. Pay for maintaining the fairgrounds.
- I really enjoy the fair. I would still come if they moved. It makes summer a pretty nice time.
- Please keep the fair where it is, improve it.
- With 3 children the price of the rides is outrageous. The fair board needs to lower the price of the rides.
- I really enjoy coming to the fair, but it is really expensive! I think the fair should have bracelets every day like in other states cause it would improve the # of guests coming.
- Don't make each ticket \$1.00. That is way too much. Have more rides so the lines won't be as long. And don't have the food here cost as much as it does now! Have bracelet day every day – that way not everyone is here on one day. Have it spread out.
- Ticket prices are way too much! Lower it. California fair is way better than Oregon. What's with that?
- The fair is really expensive. More people would come if it wasn't so hard to get the money. Don't move the fair! NO ONE WILL COME!
- Do stuff for low income families!!!
- The fair and it's grounds provide a year-round space for people to access things like dog & cat shows, Picadilly Holiday Mkt, kids winter skateboard, gun shows, horse shows, and so much more. We are very

lucky to have this central space and should fight to keep it, not rush to throw it away. Thank you.

- I love the fair
- Please don't move the fair – save millions – leave it here! Access the bus system, Save \$ on the big ticket acts and offer more cultured entertainment as in the state fair. We love the teepee & historical area in the museum courtyard. We love the Dock Dogs. The fairgrounds need a subsidy big time and an infusion of energy to keep it at its home place. There's something happening at the fairgrounds every weekend all year, and we are so lucky to have it all at our fingertips. Thank you.
- I look forward to a day at the fair; it's the only time/place where we can get a mix of crafts, plant & animal exhibits all at the same time. Surely there are better locations (?) and the city would do well to free up their high demand location for housing, business, etc.
- I would rather see this site used for affordable housing, a hospital, community clinic, or some community-centered recreation complex. In some ways, a county fair is almost an anachronism considering that farming/logging/milling, etc and the agrarian way of life is almost disappearing in our country.
- It would be better to hire young adults rather than adults because most young adults are looking for jobs around summertime, and around the fair it's hard for young adults to get a job to save money to go to the fair.

## APPENDIX C. HOUSEHOLD LOCATION

Zip Code	Frequency	Percent	City
97321	2	0.6%	Albany
97322	1	0.3%	Albany
97707	1	0.3%	Bend
97413	1	0.3%	Blue River
97327	1	0.3%	Brownsville
97419	1	0.3%	Chesire
92626	1	0.3%	Costa Mesa, CA
97424	3	0.9%	Cottage Grove
97426	4	1.0%	Creswell
97431	4	1.0%	Dexter
97437	4	10.0%	Elmira
97401	38	11.0%	Eugene
97402	63	19.0%	Eugene
97403	3	0.9%	Eugene
97404	31	9.0%	Eugene
97405	45	14.0%	Eugene
97408	7	2.0%	Eugene
97438	2	0.6%	Fall Creek
97439	1	0.3%	Florence
97446	1	0.3%	Harrisburg
97448	8	3.0%	Junction City
97603	1	0.3%	Klamath Falls
97449	1	0.3%	Lakeside
97355	1	0.3%	Lebanon
97451	2	0.6%	Lorane
97454	2	0.6%	Marcola
32934	2	0.6%	Melborne, FL
97462	1	0.3%	Oakland
97463	7	2.0%	Oakridge
97211	1	0.3%	Portland
97233	1	0.3%	Portland
97370	1	0.3%	Philomath
97455	2	0.6%	Pleasant Hill
97756	1	0.3%	Redmond
97468	1	0.3%	Remote
97470	2	0.6%	Roseburg
97305	1	0.3%	Salem
97477	38	11.0%	Springfield
97478	33	10.0%	Springfield
97479	2	0.6%	Sutherlin
97480	1	0.3%	Swisshome
97760	1	0.3%	Terrebone
97487	8	2.0%	Veneta
Total	333	100.0%	
Missing	15		
Total	348		